

# foodshed

*Creating consumers-supplier relationships by centralizing information about food in order to facilitate sustainable behavior*

## **Problem and Solution Overview:**

Everyone eats. We all consume food that was prepared, purchased, shipped, and produced. In today's high paced world, it has become increasingly more difficult to find products that are healthy, sustainable, and reliable in a society driven by convenience. Although many people recognize that sustainable food practices will become necessary in the near future, if they aren't already, information about the food practices followed for any product are restricted to a small "organic" or "fair trade label," neither of which offer adequate information to the consumer in order to make an informed decision. In order to truly make an informed decision, an extensive amount of research is required, an activity that the average consumer lacks both the time and the motivation to carry out. The lack of centralization of food sourcing information causes a disconnect between ideology and practices. In order to combat this dilemma, we propose a mobile application that allows consumers to easily access the necessary information on the food they are about to purchase. Our application will bring together information on food sourcing, practices, and sustainability ratings in a centralized location. Not only would this make those who are already trying to be sustainable better at their task, but it would also sustainable manner but are unsure where to start. The application could facilitate large scale food system changes as well. By ensuring that this information is available to any and all with a smartphone, it would force some of the larger companies to hold a degree of responsibility for the products they ship out. No longer would these companies hide behind anonymity, and no longer will the smaller, homegrown producers suffer being overshadowed. Our hope is that by promoting transparency, big agribusiness will have to respond to consumer demand. foodShed will level the playing field, creating a fair economy where both the consumers and suppliers of all scales benefit.

## **Tasks**

When creating the medium-fi prototype, we decided to revise the tasks we initially set out to achieve with the app. After getting the feedback from our lo-fi prototype, we finally decided upon a revised set of tasks. The first task is finding and storing different products. This deals with scrolling the the different options in the app's main info page as well as saving products the user finds worthy. The second task is

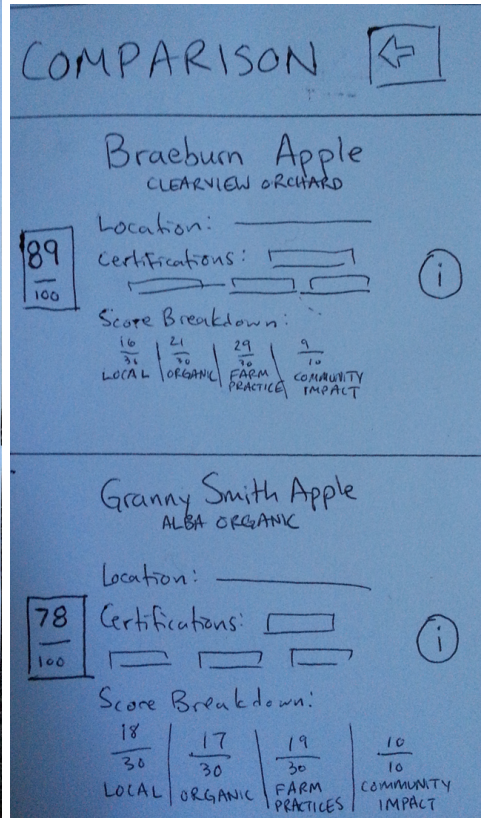
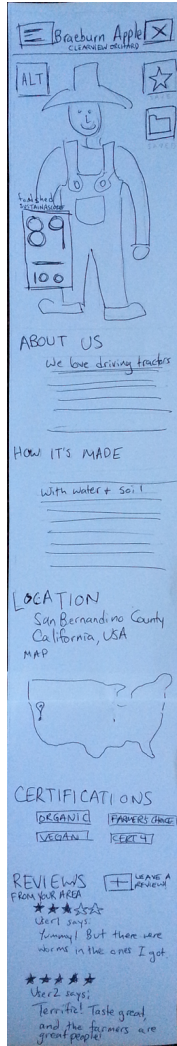
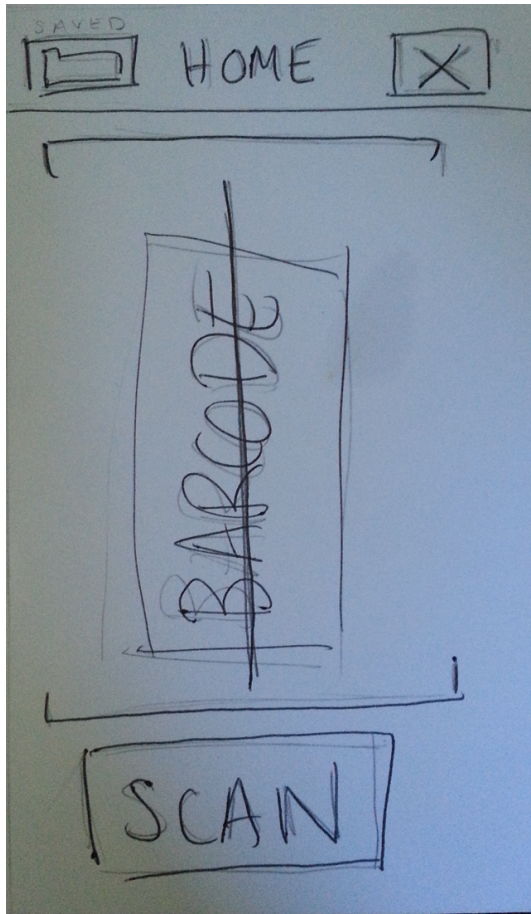
comparing different products. With our revised comparison screen, users are able to easily see and compare numerous different products in order to make an informed purchase. Our third task is leaving reviews and creating a sustainable community. This involves using the app's review system to leave the users impression of the product as well as reading and sorting through other reviews for said product.

## **Revised UI**

After sifting through the constructive criticism we received from our lo-fi prototype testing, we made several changes to both the UI and the overall app itself. One of these changes was the "ALT" button. When pressing this button the user is taken to a screen listing all the alternative products for the currently scanned item. This is different from what we previously employed as the alternative screen was a part of the score breakdown screen. Additionally, this also served to clean up the score breakdown screen, and we also make slight changes to ensure the screen was clean and easy to read. One of the more superficial changes we made thanks to the technology provided by Invision was making the product name and info at the top of the product page sticky. That is, when scrolling down, the user will always be able to access the quick menu as well as see what product they are viewing. We also included info buttons into numerous different areas in the application, and when using these button the user is able to easily access the information page for said product. Another superficial change that we made was changing the "Back" buttons into arrows. We found on the lo-fi prototype that many users were confused as to the function of the back buttons based on the buttons appearance. Thus, we changed the buttons to make them more easily recognizable.


## **Prototype Overview**

We ended up using Invision to create our medium-fi prototype. We found the tools provided to be very helpful, especially with some of our added functions. More specifically, Invision helped us to further improve and implement actual back buttons, as well as allowed us to create a sticky bar for the information pages. Additionally, Invision helped us to finally realize the scrolling function of the information pages, something our lo-fi prototype attempted to simulate. Yet, Invision was not without its problems. We were unable to implement the check boxes in the comparison screen as well as the typing in the review screen. Additionally, we were constrained to only using two products to showcase the application. Finally, the saved button does not fill in when clicked, and when accessing the quick menu, the screen is pulled back to the top regardless of where the user is at in the page. As for Wizard of Oz techniques, we found that we had to assume functionality on the scan button (when pressed it takes the user to one of two info pages), the review system (cannot actually type anything), and the fact that we have the information for the product in the first place. Yet, we did not feel that this in anyway hinders the overall feel and purpose of our medium-fi prototype.



Granny Smith  AND ORGANIC

ALT



headshot  
78  
100

ABOUT US

We prefer plaws

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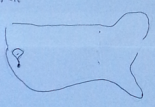
HOW IT'S MADE

Carefully, with love  
We use free-range seeds

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LOCATION

Alameda County  
California, USA  
MAP



CERTIFICATIONS

REVIEWS  LEAVE A REVIEW

FROM US AREA

★ ★ ★ ★  
User 3 says:  
Bad.

★ ★ ★ ★  
User 4 says:  
Horrible!!!!!!

SAVED

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Braeburn Apple  
CLEARVIEW ORCHARD

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Granny Smith Apple  
ALBA ORGANIC

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CHECK 2 ITEMS  
COMPARE!

SCORE BREAKDOWN

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16 Locality:  
30 This product ...

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21 Organic:  
30 ...

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20 Farming practices:  
30 ...

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8 Community impact:  
10 ...

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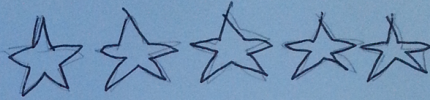
65 Total:  
100 ...



WAAT'S YOUR NAME ?

WHAT DID YOU THINK?

POST



WAAT'S YOUR NAME ?

WHAT DID YOU THINK?

Q W E R T Y U I O P

A S D F G H J K L

⌫ Z X C V B N M ⌘

SYM