

foodshed

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

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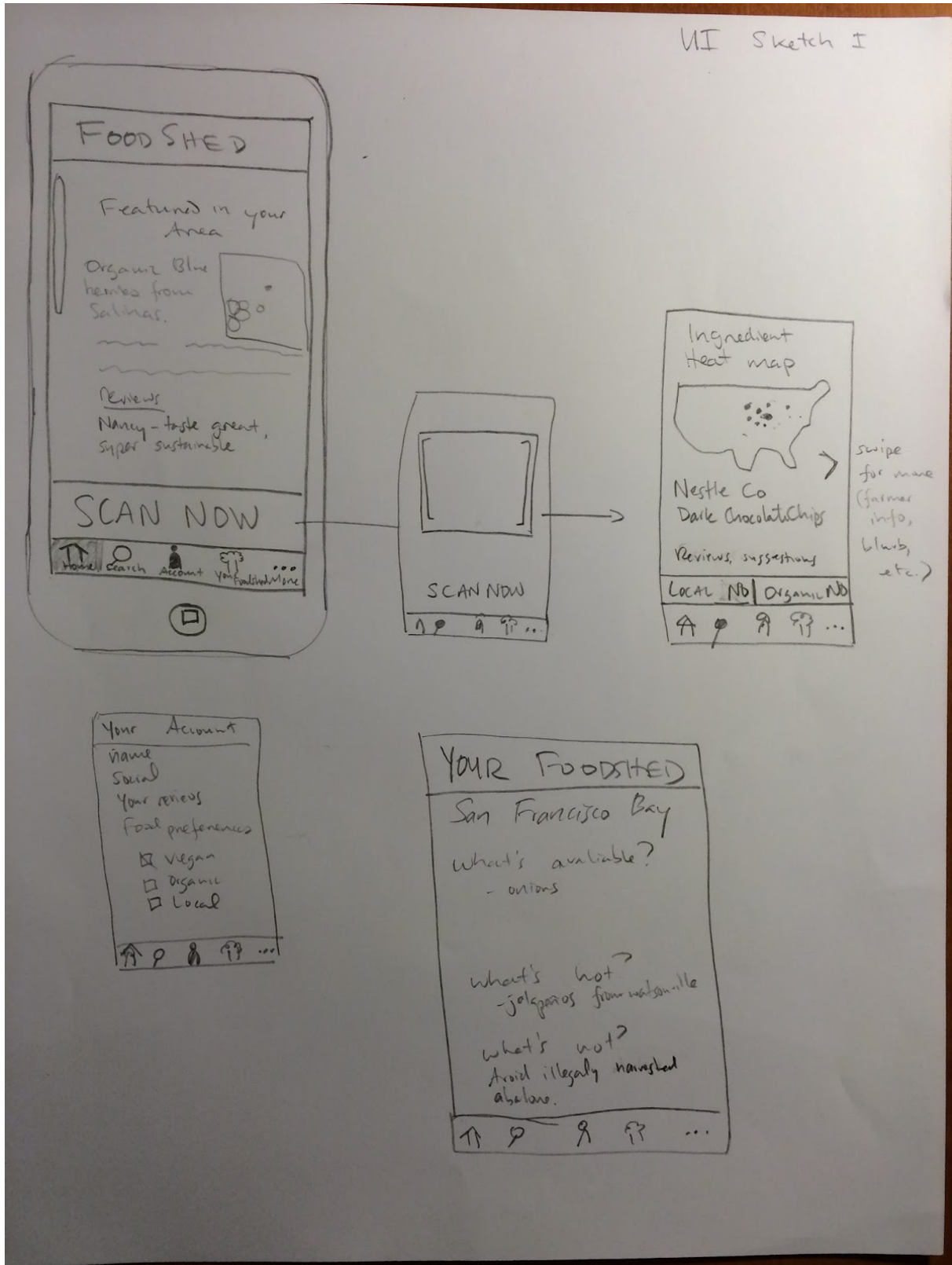
Vincent Becerra - User testing

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.

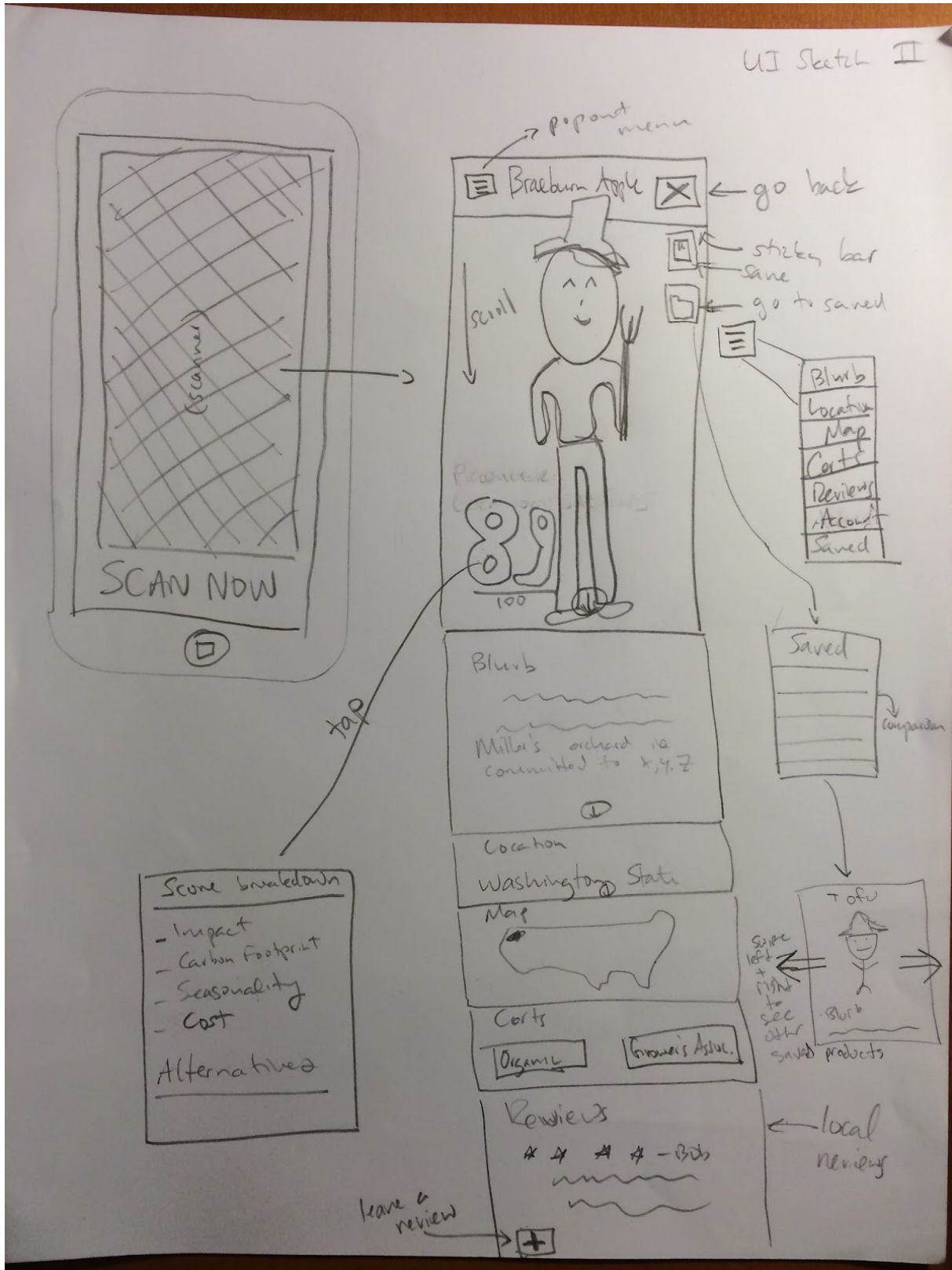
UI Sketches

Interface Design 1



Interface Design 2

UI Sketch II



Selected Design Interface

Design Interfaces

During our design process, we came up with two main interfaces for our app that we feel will be optimal for user usability. Both interfaces begin with a barcode scanning screen that prompts the user to place a barcode beneath the scanner. After scanning, the information about the food item will appear. For our first option (design 1), we will have separate pages for different types of information. For example, we will have a page detailing the history, practice, and goals of the producer of the product. This page will provide basic information about the farmer/corporation, and give the users a general impression about whom they are purchasing the products from. There will be other pages specifically for location information, comments and reviews, and also related items that users may be interested in. These pages can all be accessed from tabs at the bottom of the screen.

Our next interface style is to provide all the information - personal blurbs, locational information, sustainability ratings - on one long page (design 2). Users will be viewing a portion of the page at any particular time, and can access other information by simply scrolling down.

Choice of Design Interface

After considering both design options, we decided to go with the single-long page interface (design 2). This centralizes all the information in one area and provides easy access. This design also removes the clutter of buttons or tabs at the bottom of the screen, a clear downside to the first alternative. If the users want to skip the scrolling, there are also links at the top of the page that allows the user to be taken directly to the desired information section.

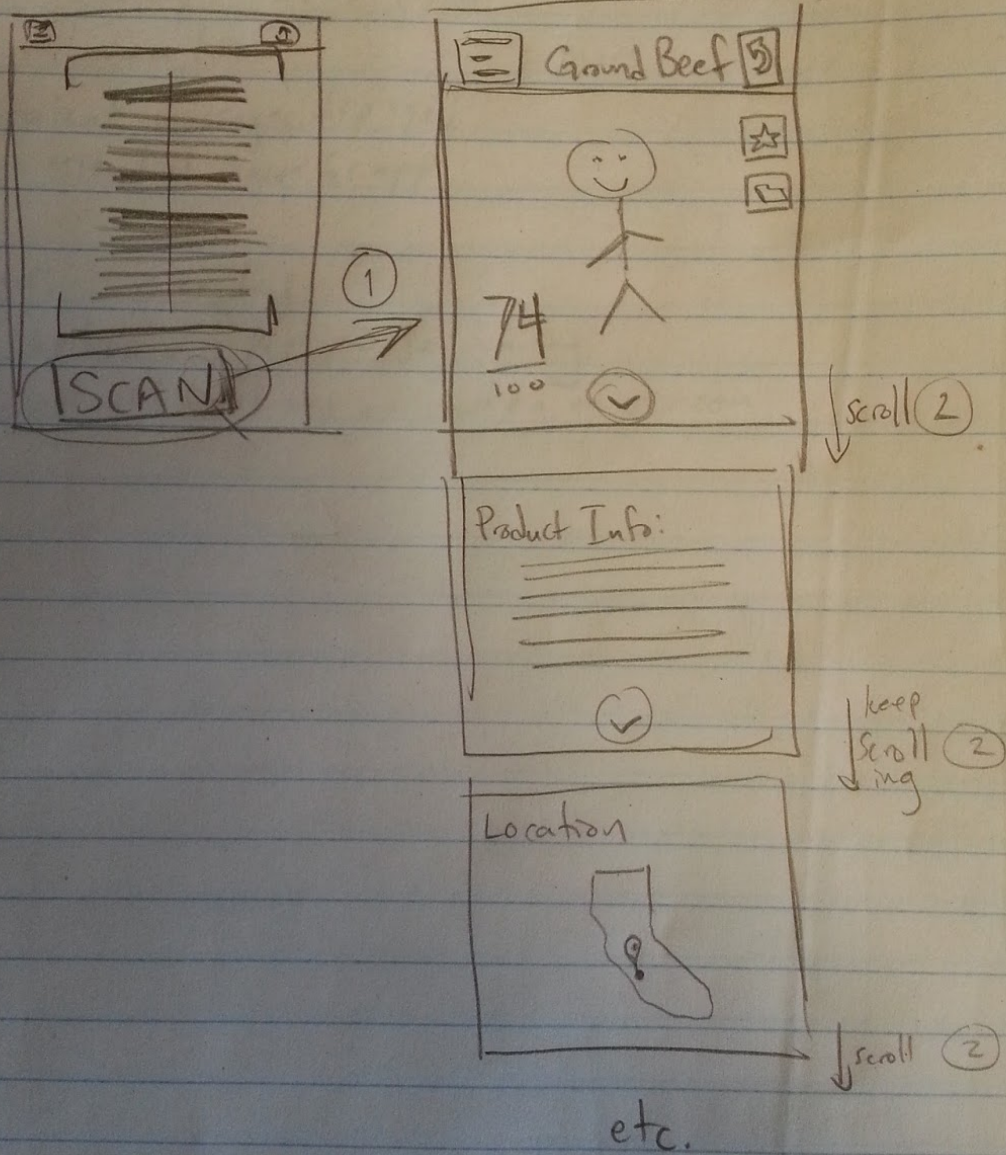
Functionality Table

Scanning capability	allows users to pick and select the food items they wish to learn more about before purchasing.
Centralized Information	quick and easy access to a page with comprehensive information regarding production procedures, producer histories, location, community feedback, and related goods
Quick navigation links	as a compromise between the multi-page layout and single-page (long scroll) design, we decided to opt for the single-page alternative because it conveys a sense of continuous flow of information. However, to facilitate speedy access, we have also provided handy navigation links at the top of the page.
Sustainability ratings	we will devise a sustainability rating system that takes into consideration practices such as water use, land degradation, sanitation, etc., in order to rate the various food items users can find in a market. Users themselves may also participate in the sustainability rating regarding the things they purchase.
Comments/ratings	this functionality allows users to provide feedback and share their thoughts with other food enthusiasts. This engenders a sense of community and encourages businesses to improve their practices in order to attract positive attention. The rating system here will most likely take the form of likes/dislikes, and will be separate from our sustainability rating.

UI Storyboards

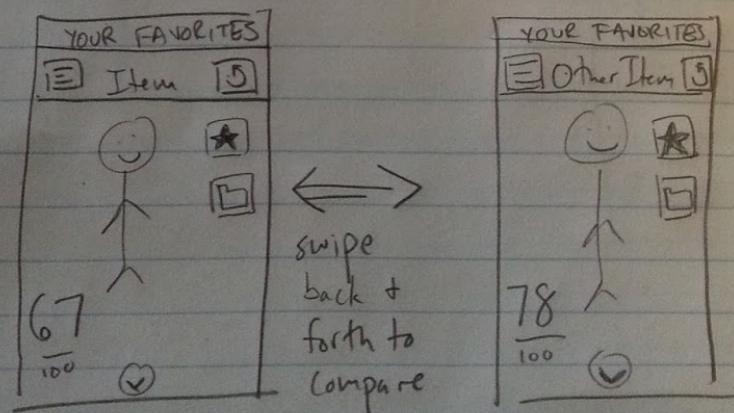
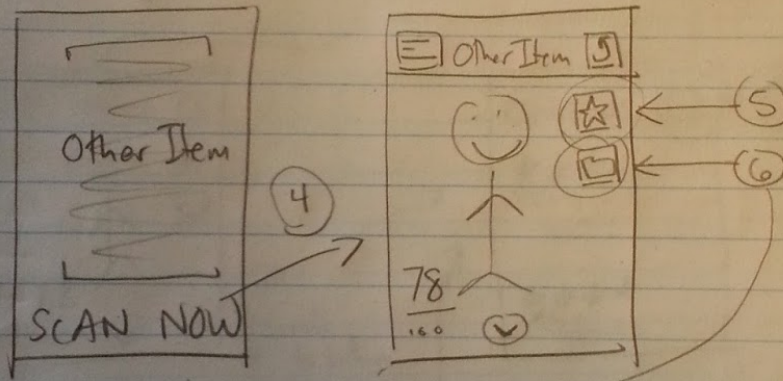
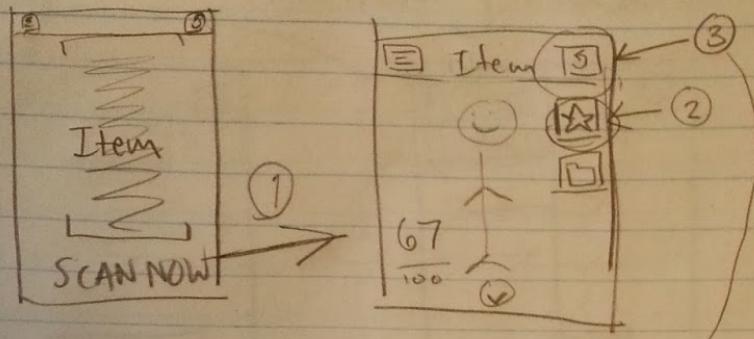
Scenario/Task 1

Task 1: Find the information:



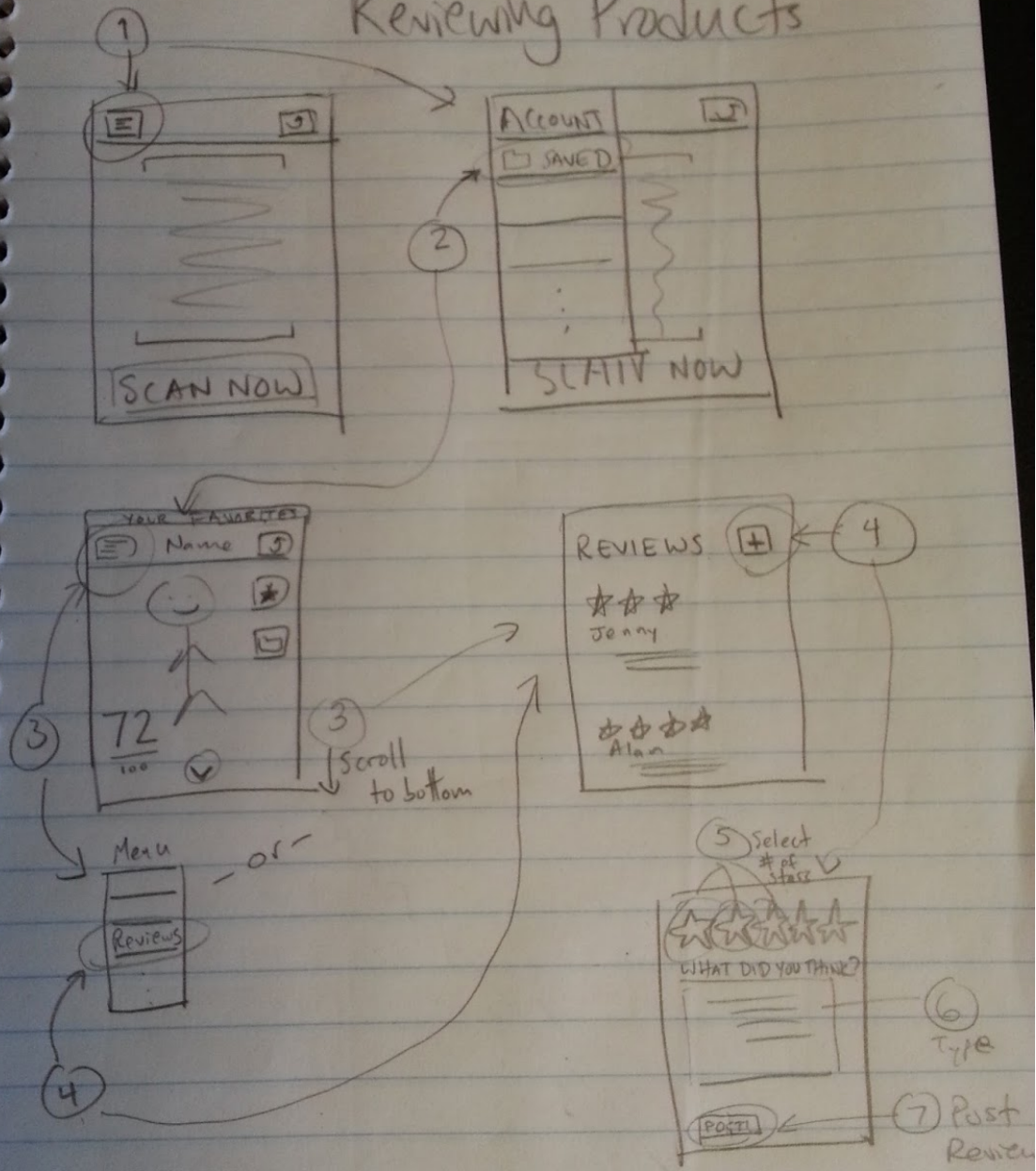
Scenario/Task 2

Task 2: Comparing Products



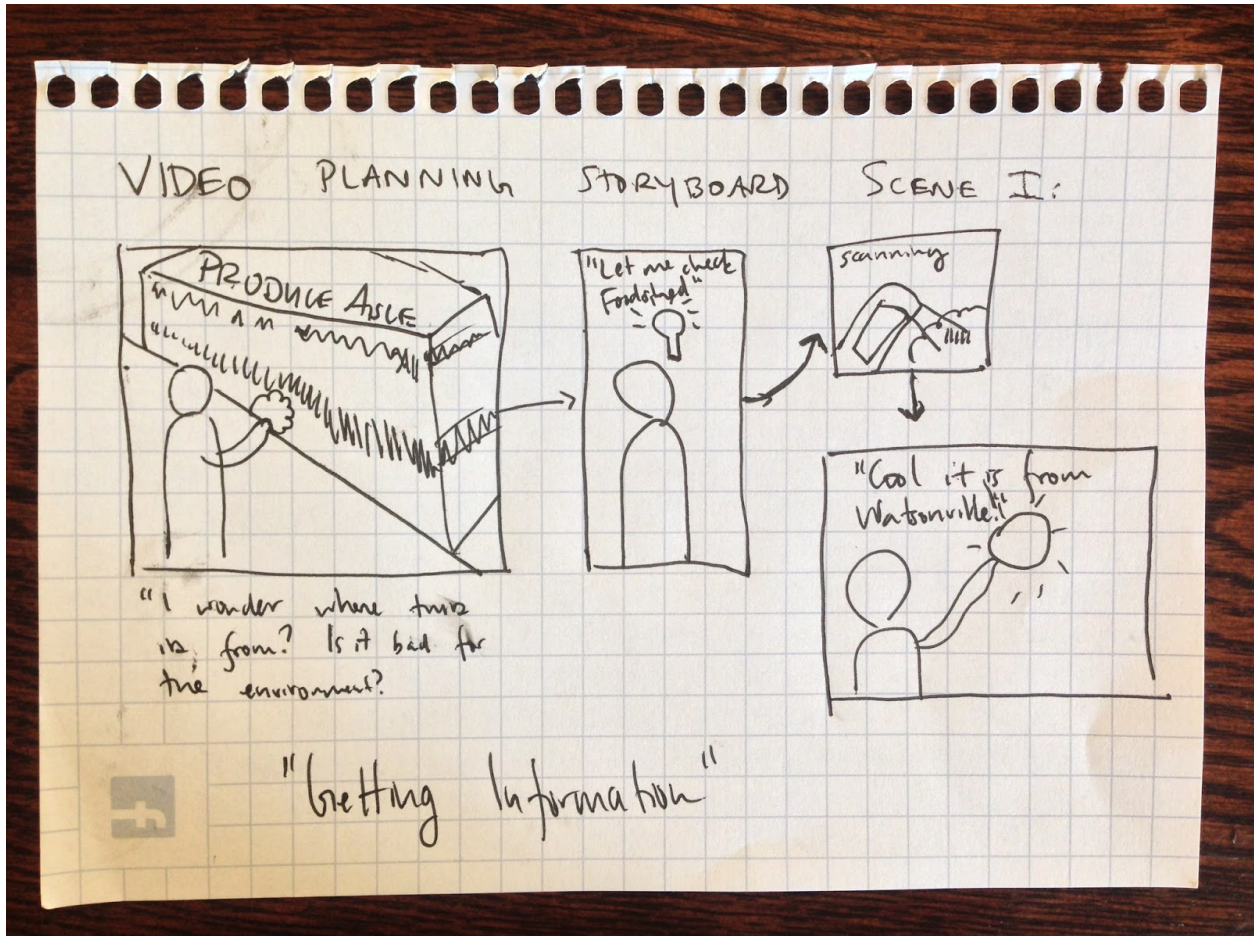
Scenario/Task 3

Task 3: Build A Community by Reviewing Products



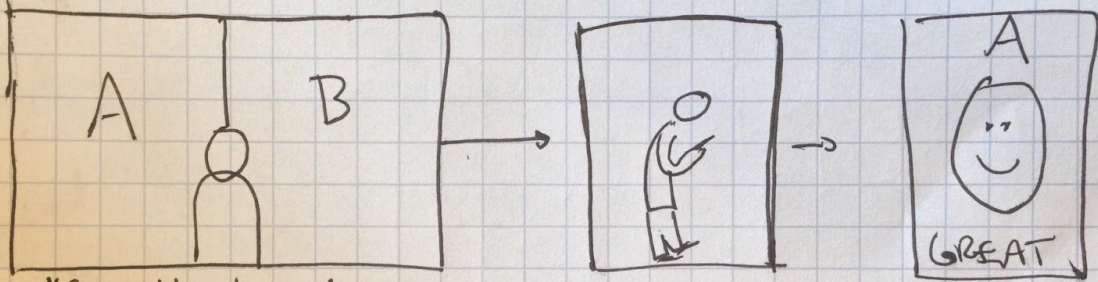
Video Planning Storyboards

Scenario 1



Scenario 2

VIDEO PLANNING STORYBOARD SCENE II:



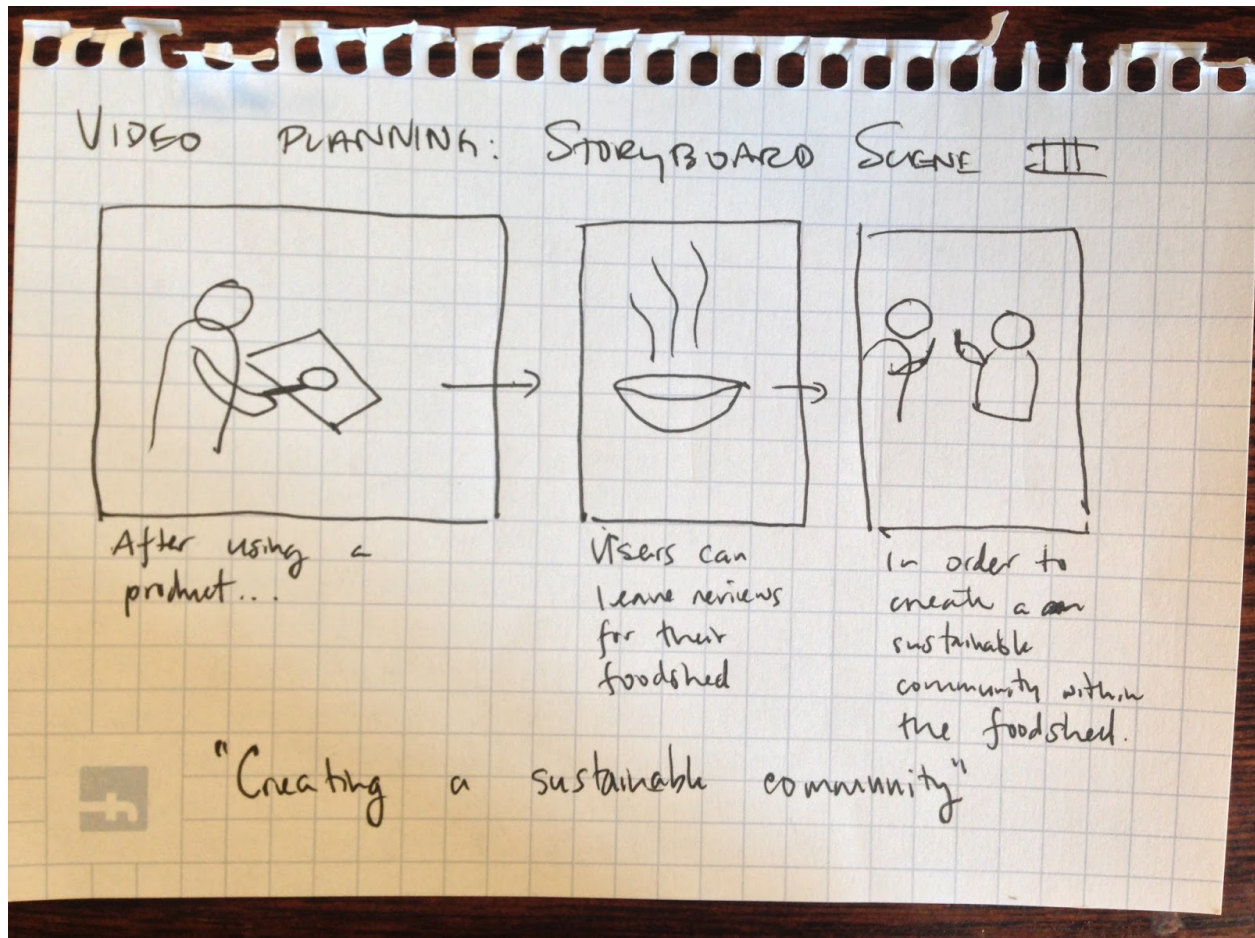
"Should I pick
A or B?"
"Let me check
Foodshed"

"Oh it looks
like A has
a higher
foodscore"

"Comparing options"



Scenario 3



Concept Video Description

What was difficult?

The process of filming the video proved to be quite a treat. Coming from more technical backgrounds, it is rare for us to use a more artistic flair in our work. Additionally, being able to go off campus to the filming location proved to be an interesting venture. As for any difficulties we encountered, they were few and far between. One of the few difficulties we had to overcome was the task of putting to film the process of gathering intelligence. Specifically, one of the tasks our application aims to accomplish is to display information for the user to then use to make an informed purchase. Yet, how does one go about filming the act of learning. We eventually settled on using exaggerated reactions in order to more easily convey the inner thoughts of the actor. Another difficulty we encountered was the task of creating a video of the application at work without actually showing the UI. This was a more

easily remedied problem through the use of some clever camera angles. Overall, the process of filming and putting together the video proved to be fairly straightforward and simple, with few issues popping up.

What worked well?

While there were few difficulties, there were many things which we believe we did well. Coordination, location, editing, and scene selection were all tasks which we felt were well executed. Choosing Whole Foods to film in, editing the film into a coherent product, and choosing scenes such as the “egg dilemma” are but a sample of the fruits of our labors.

How was our time spent?

As for the time split between the different stages, we concluded with spending around three hours on design prep, two hours of actual shooting, and four hours were spent editing the final product.