

Clean Plate

The Team



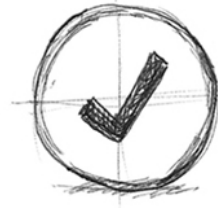
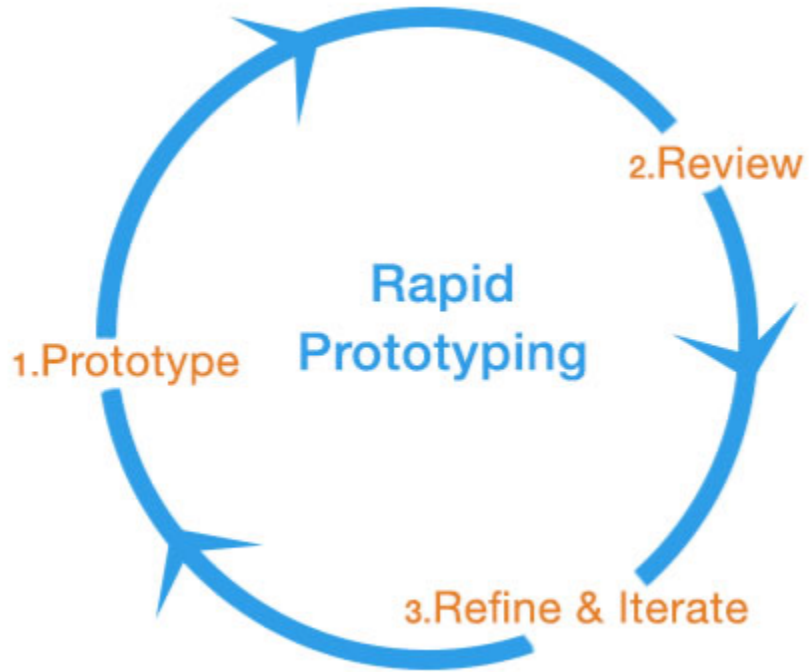
Bryan McLellan



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Give more, Waste less.



Mission Statement

Americans waste as much as 40% of all food produced in the United States. And yet 48 million people here live in food insecure households. Clean Plate seeks to empower the average citizen to bridge this gap by taking excess, quality food and produce from restaurants that otherwise would have wasted it and lets you deliver it to nearby homeless shelters and food banks.

Clean Plate



Interface

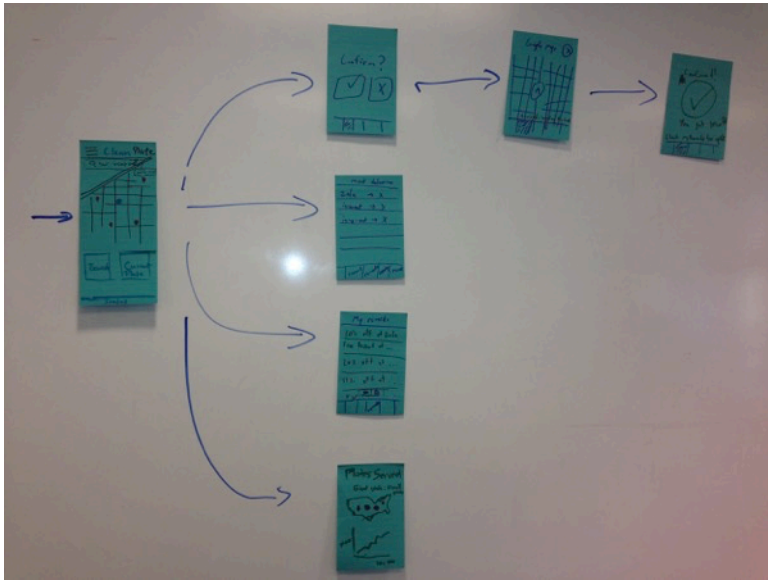
Mobile Application

Food sustainability needs to be as ubiquitous as our phones

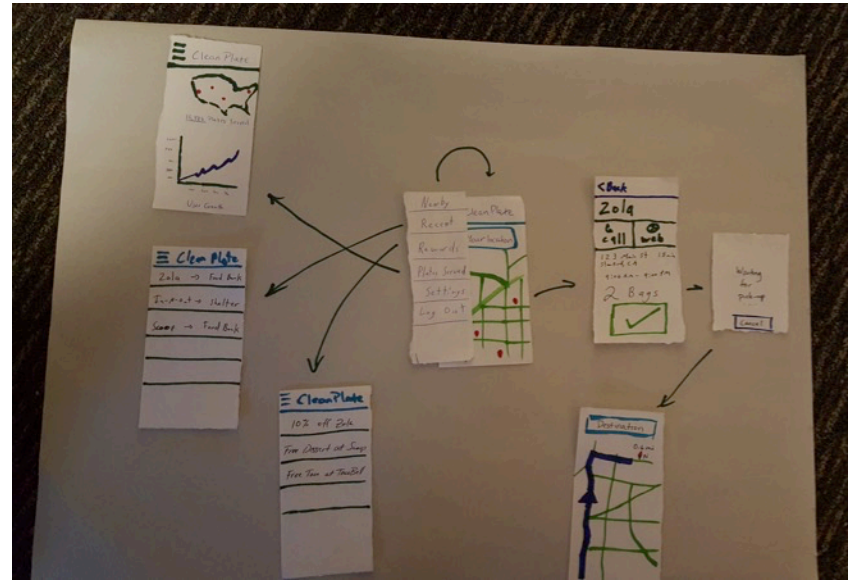
Specific interface choices?



Low-fi Prototype Structure

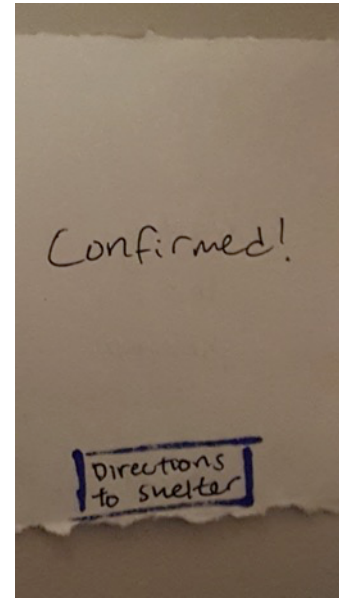
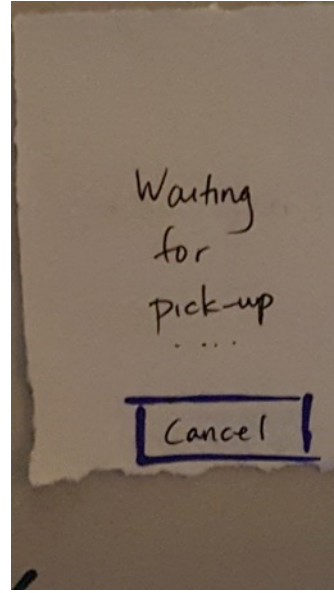
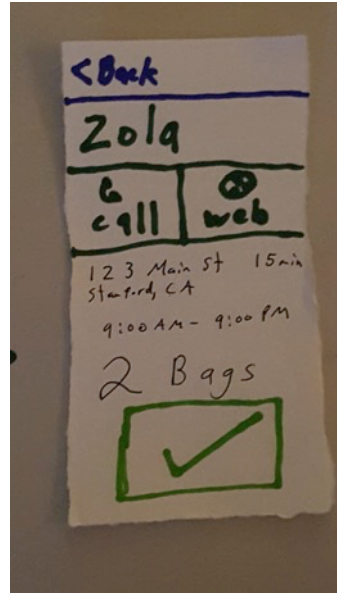
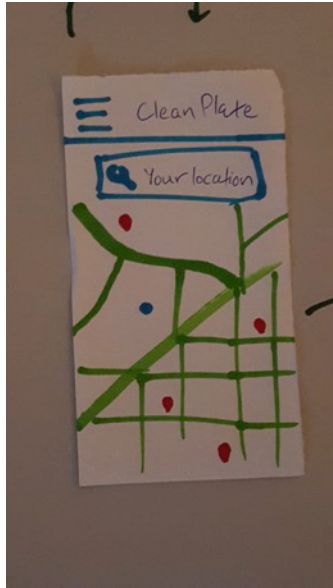


BeginningInterface

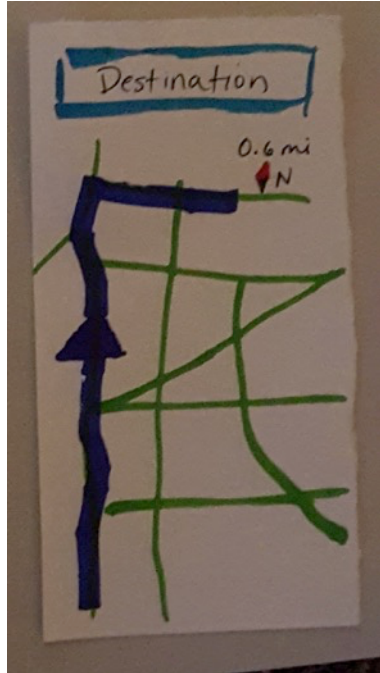
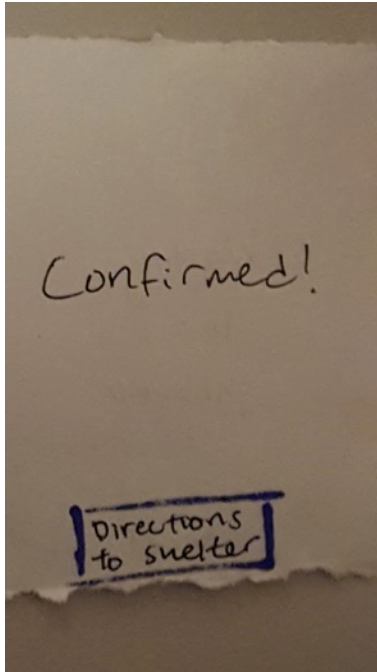


Revised Low-fi Prototype

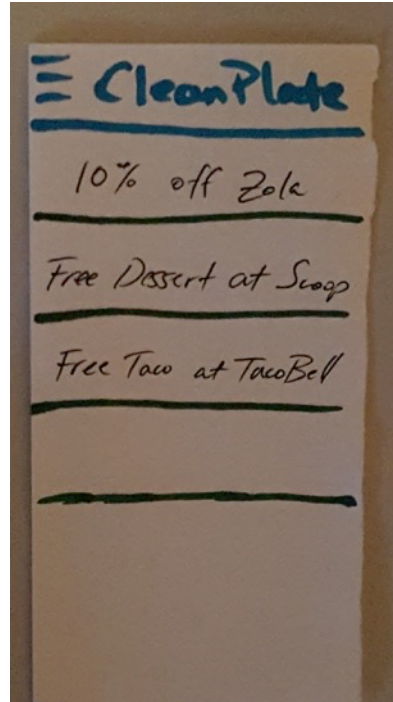
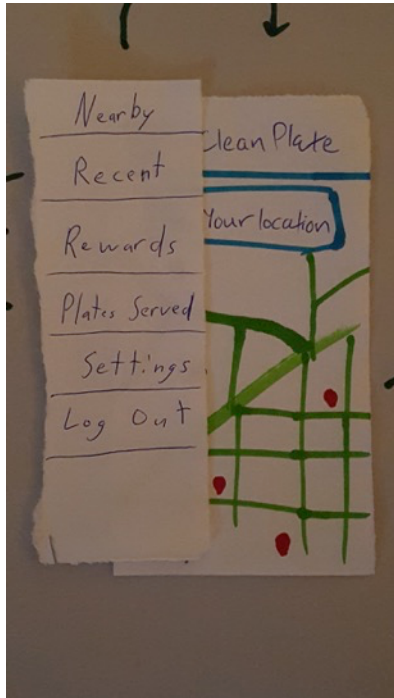
Task Structure and Flow - Find food (complex)



Task Structure and Flow - Navigate (medium)



Task Structure and Flow - Access rewards (easy)



Experimental Methods

Test group sample

General, non-specific demo of prototype

Task-guided script

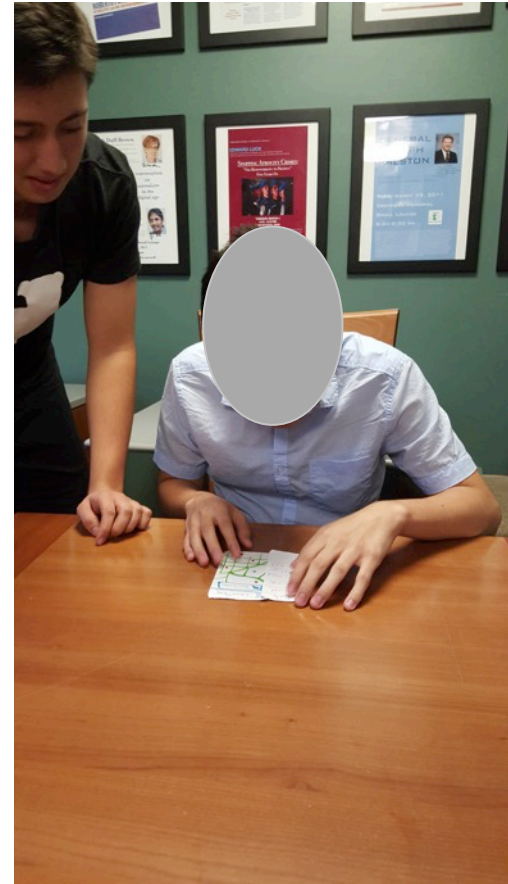
Group member roles

Facilitator/Demo

Notetaker

Observer

Log critical incidents/confusion



Experimental Results

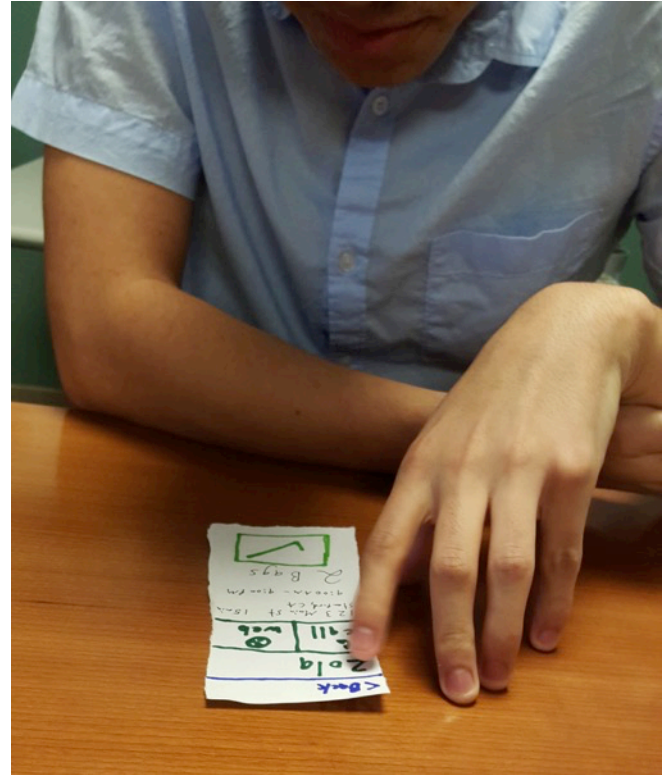
Largely straightforward functionality

Participants completed tasks successfully

Parallels to existing applications

Navigating to the shelter was successful

General application navigation was easy, intuitive with navbar



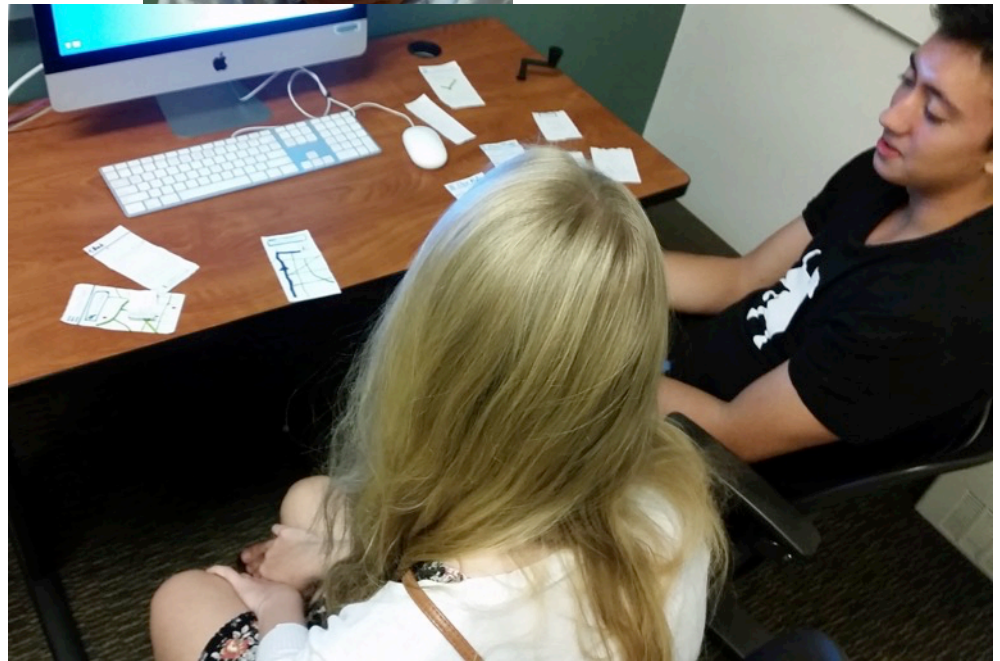
Experimental Results

Some difficulty with pick-up interface

Users want an idea of the time it will take to complete tasks

Unclear how to use the rewards
→ provide coupon code?

Not too much interest in stats



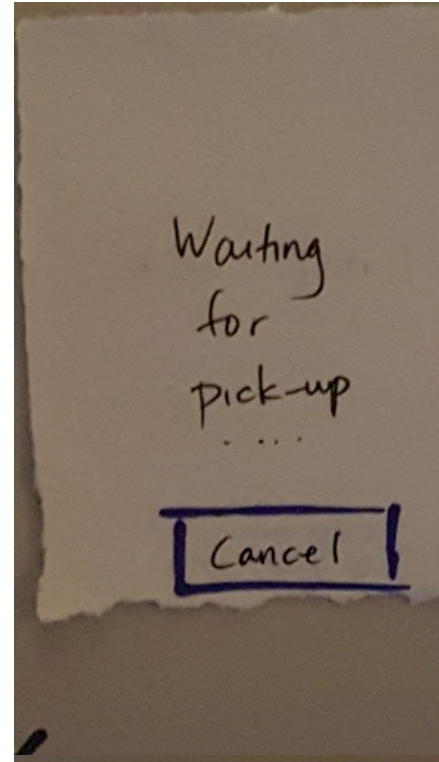
Feedback and Suggested UI Changes

Most suggestions from restaurant phase

Confused by pick-up screen: Where to go from here? → Label all buttons

Keep the information accessible through the process (e.g. how do I call them from this screen?)

Account for all user difficulty in finding/delivering food (e.g. Include a phone number for the shelter)



Users want more information

Summary

Give more, waste less.

Interface choice - mobile application (map in the center)

Low-fi prototype

User testing

Insights: Give users more information about the tasks

Make it social