

TEAM ALKI

Paper Prototype & User Testing

General Objectives

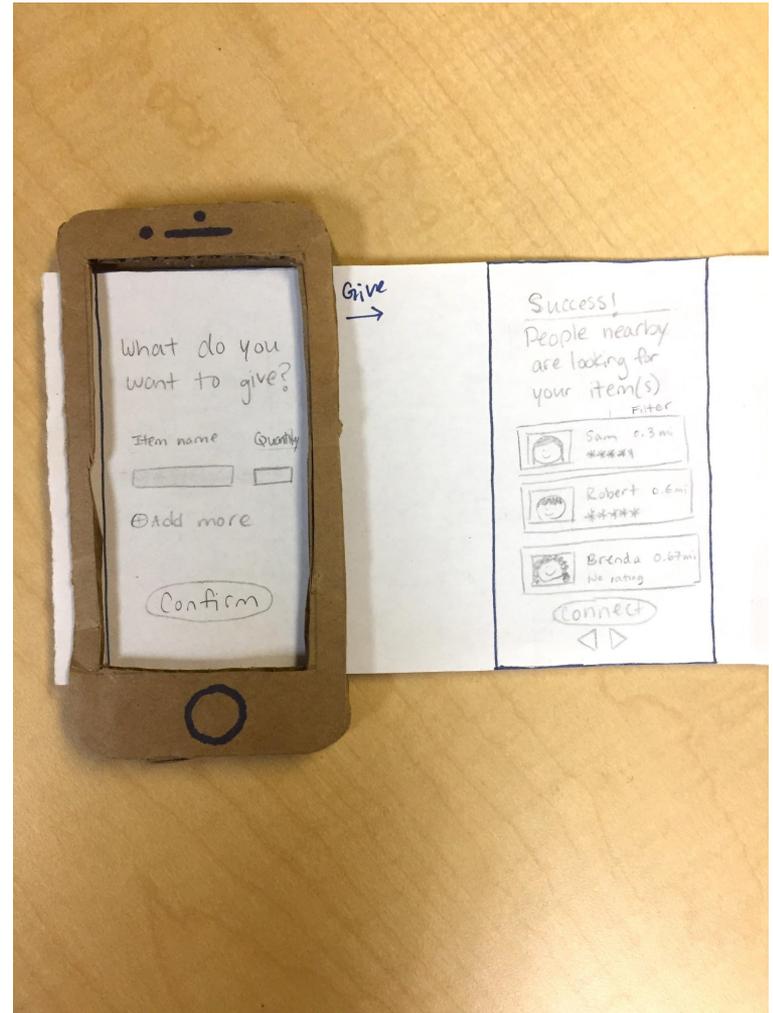
1. Understand what people are currently doing with their unused foods. Do they wish there was a better way of disposing said foods?
2. Find out if each prototype effectively addressed the issue of remedying food waste at the consumer level.

PROTOTYPE #1

FoodMatch

FoodMatch is a mobile app that encourages neighbors to give and/or receive unwanted foods within their community. This consumer-to-consumer network provides an alternative platform to reuse foods that might have otherwise gone to waste.

FoodMatch aims to promote sustainable food behaviors, while at the same time helping to form an active community of sharing.



Objectives

1. Understand if people are open to the concept of a food matching community.
2. Understand the most important factor for people to engage in a food exchange.

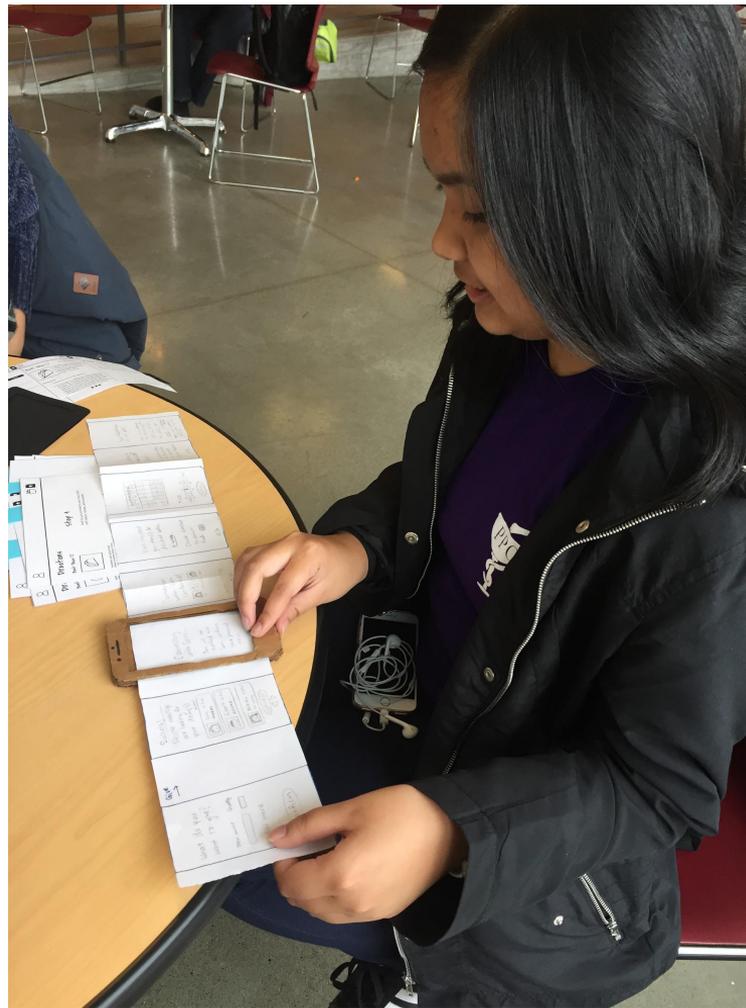
FOOD MATCH APP

Findings

Users associated FoodMatch with apps they already recognized to help them better associate and understand how it worked.

“FoodMatch seems like a good idea...feels like a dating app but with food” (User 1)

“This kind of reminds me of Craigslist...are they safe to meet?” I really liked it. I give away a lot of clothing...reminds me of that but with food” (User 3)



Findings

One of the main criteria that influenced our users in engaging with FoodMatch was the delivery aspect. The mobile screen with the delivery feature was unclear, and there were mixed opinions about who should be responsible for delivering the food.

“Does it mean I deliver the food or someone picks it up from me? Or does a package come to my door and I just throw it in? So I have to send my own food...it would be way easier if someone else could handle that. Especially since I’m the one giving him food.” (User 2)

“If I was giving away food, I would go out of my way to give away food since it’s my waste. [Regarding the “See Delivery Address” mobile screen], user asked “are we meeting somewhere or am i giving this to him?” (User 3)

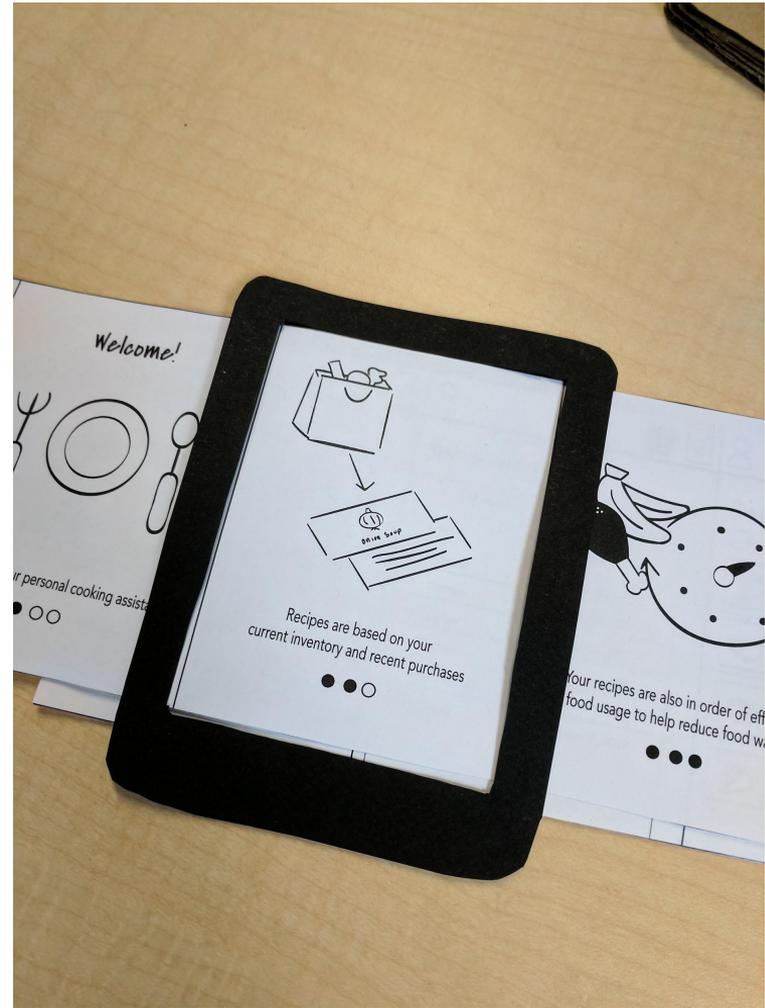
“Do you choose the place to meet at? Or is there a certain place? As a student, if someone could come, it would be easier. Back home, I could drive to them.” (User 4)

“I’d be willing to go a good 30 - 40 miles...uh...or 30-40 minutes” (User 5)

PROTOTYPE #2

Meal Prep App

A mobile application designed to optimize efficient usage of your current food inventory.



Objectives

1. Learn if people understand that given recipes are based on their current inventory.
2. Find out if people understand that recipes are in order of most efficient food usage.

MEAL PREP APP

Findings

Users found the recipes easily, but didn't quite grasp that the recipes were based on their inventory or in order of efficient food usage.

"How does it know I want to make tacos? OHH these are all the options i have based off of what I have." (User 2)

The reasoning behind the use of a credit card wasn't transparent. A few of our users felt uneasy about inputting their credit card information.

"For the input personal information screen - I guess a lot of people would be pretty doubtful- like I might just stop right there. Some people might think it will just steal your information." (User 3)

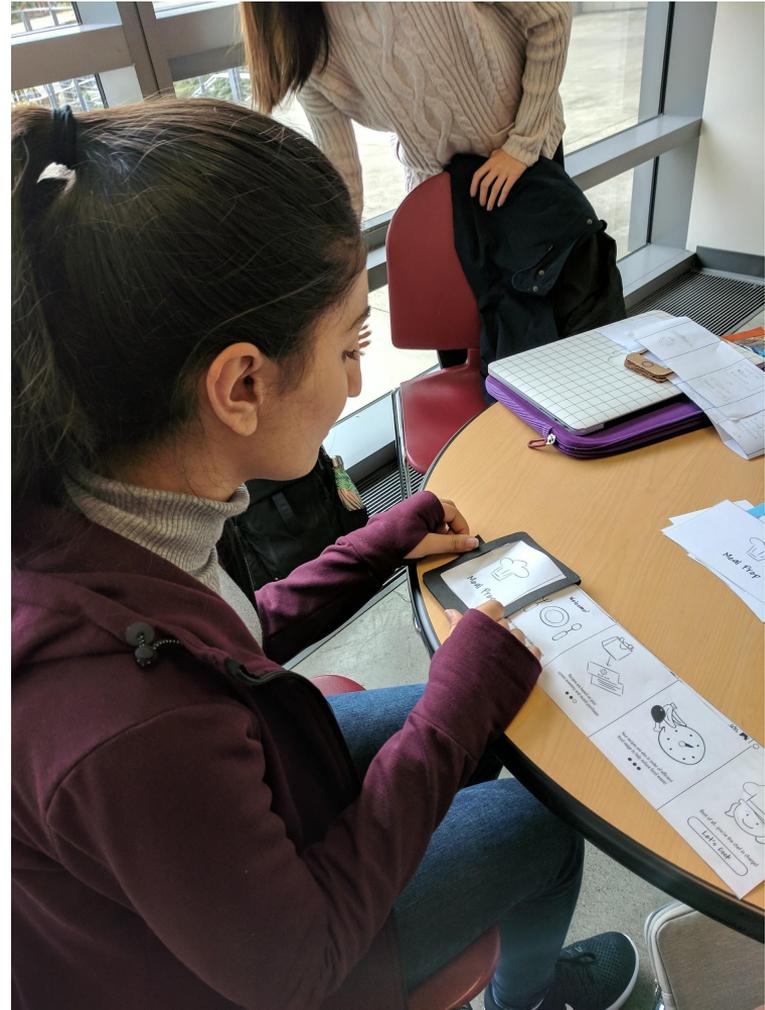


MEAL PREP APP

Findings

Three of the five people gravitated towards this concept when asked about preference between the three prototypes.

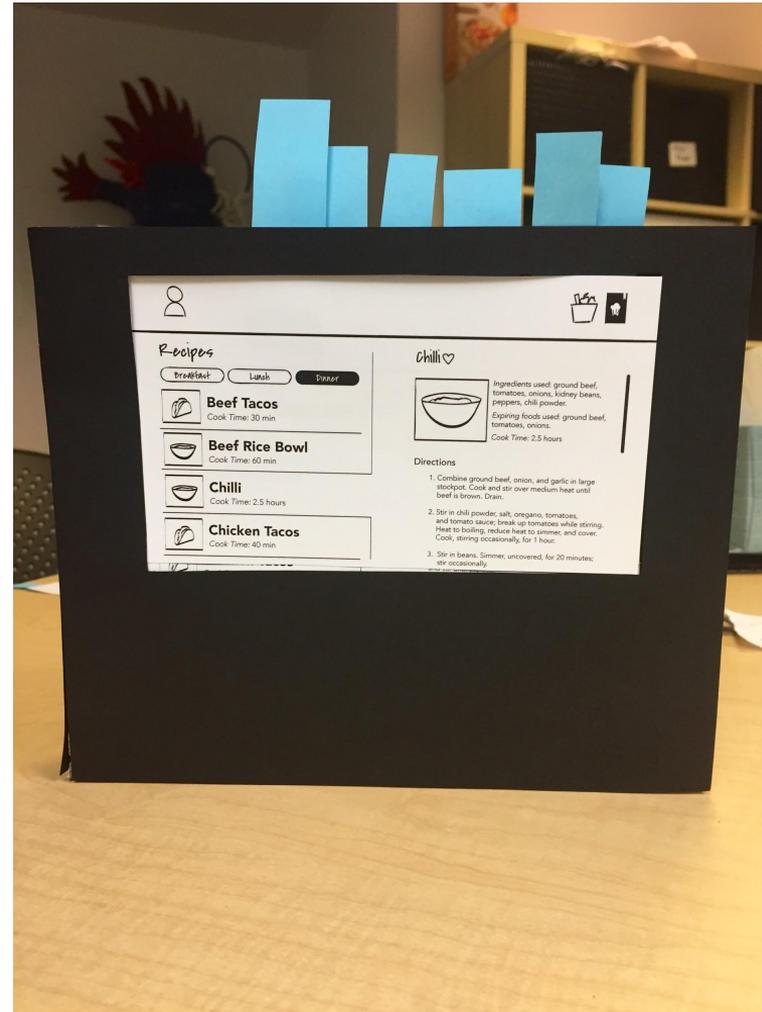
“Second one...maybe i’m thinking selfishly...because it’s a little more everyday thing. I can just use this if i need to whip up something quick.” (User 5)



PROTOTYPE #3

Meal Prep Assistant

A conversational + graphical user interface designed to make suggestions to optimize efficient usage of your current food inventory.



Objectives

1. Understand how people perceive Meal Prep Assistant.
2. Understand how people tend to interact with a conversational + graphical interface.

Findings

Users found that they would prefer to make personal efficient use of their food *before* it goes bad instead of having to give it away *after* it has spoiled.

*“Meal prep seems like an easier way to address food because I tend to buy food and eat it or throw it away if it goes bad, we don't get too much where we need to give it away
(User 1)*

Users would find it useful if the Meal Prep Assistant was “smarter” and had knowledge of the user’s time, schedule, and preferences.”

“It would be cool if it knew me and how much time and what I like.” (User 1)

“Know me. Know what I want before I know I want it.” (User 2)

MEAL PREP ASSISTANT

Findings

Users found the conversational aspect of the UI to be useful.

“Being able to control it without touching is really great for me.” (User 3)

Some users initial interaction was to ask what they can do with specific foods.

“Meal Prep Assistant, show me vegetarian recipes.” (User 3)

“Meal Prep Assistant, what can I make with chicken?” (User 2)



Insights

People are open to an alternative way to reduce their food waste outside of composting.

All five users expressed strong interest in using at least one of our application in their daily lives.

Time was a significant factor for users in determining whether or not they would engage in alternative activities to reduce food waste.

There are underlying factors that impact active participation for us to consider such as security and level of effort.