

# FoodWill-Donation Service

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# Project overview



## The product:

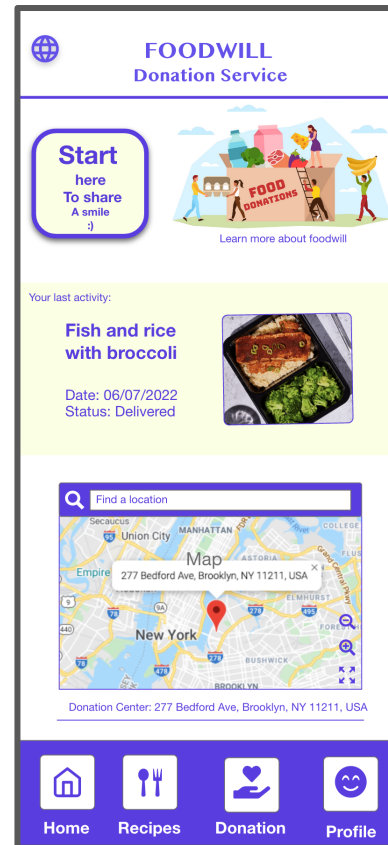
FoodWill is a donation service application that moves ready meals to donation services.



## Project duration:

3 weeks

May-June 2022



# Project overview



## The problem:

Feeding people in need with fresh cooked food made at home.



## The goal:

Saving the wasted household food and feeding others with quality home made taste meal.

# Project overview



## My role:

UX and UI designer, Project researcher



## Responsibilities:

User research, wireframes and prototypes and final product in an app

# Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

# User research: summary



The research study is based on primary data and participants were asked how would they participate in distributing extra plate for donation, using an app. Tracking the food delivery to the centers and sharing a good action moreover inviting and encouraging others to participate.

# Persona 1: Name

## Problem statement:

Mari is a housewife who needs share her extra prepared meal because loves to share her food.



**Mari**

**Age:** 41

**Education:** MBA

**Hometown:** Atlanta

**Family:** Married, No children

**Occupation:** Housewife

*"I would love to share my food, even a plate for one."*

## Goals

- Convenient donation and feeding more people
- Feeding the one is need.

## Frustrations

- She ends up wasting leftover groceries as she gets ready to travel.

Mari is a housewife and always cooks meal more than they actually eat, she wants to donate and share their extra food. She also wants to ride off her donation before traveling and emptying her groceries.

## Persona 2: Name

### Problem statement:

Phil is a Project manager  
who needs to manage wasted  
food  
because extra food can reach to  
donation center.



**Phil**

**Age:** 41  
**Education:** B.A  
**Hometown:** Atlanta  
**Family:** Married, No children  
**Occupation:** Project manager

*"Our canteen extra food goes to waste every day while people starving out there."*

### Goals

- Manage food waste
- Move extra meal for donation

### Frustrations

- He can not stand watching people suffer from hunger and his work canteen throw out extra foods to waste.

Phil is a project manager who works outdoor most of the time and company serves lunch everyday at the location delivered by a contracted kitchen.



# Competitive audit

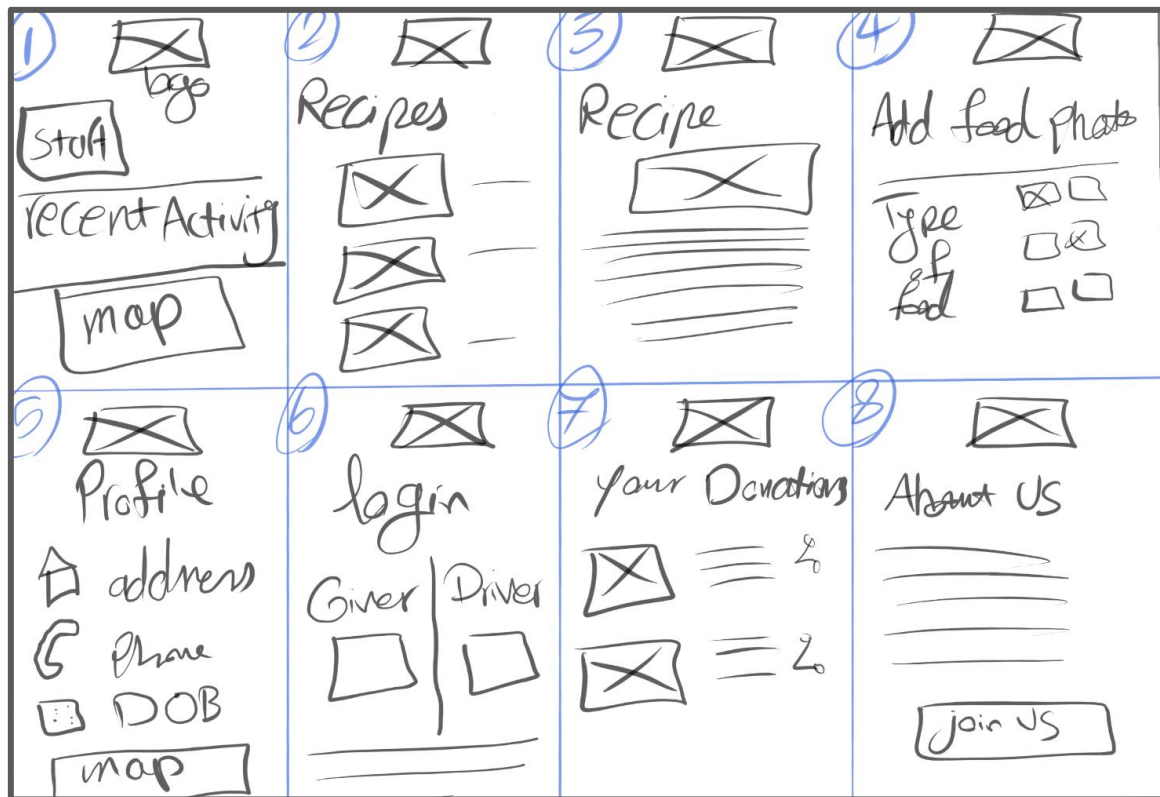
**Goal:** Saving food and feeding hunger with homemade food.

Competitive audit	Goal: Saving the wasted household food and feeding others with quality home made taste meal.										
	General information: FoodWill is a donation service application that moves ready meals to donation services.								UX (rated: needs work, okay, good, or outstanding)		
									First impressions		Interaction
	<b>Competitor type</b> (direct or indirect)	<b>Location(s)</b>	<b>Product offering</b>	<b>Price</b> (\$ - \$\$\$)	<b>Website</b> (URL)	<b>Business size</b> (small, medium, large)	<b>Target audience</b>	<b>Unique value proposition</b>	<b>Desktop website experience</b>	<b>App or mobile website experience</b>	<b>Features</b>
feedingamerica	direct	Chicago	Food	\$	<a href="https://www.feedingamerica.org">https://www.feedingamerica.org</a>	Large	Families and house holds and organizations	Providing service for other donation centers and food banks through USA	<b>Needs work</b> + Direct Deposit - only cash deposit on the website and only in USA	<b>Needs work</b> + the app works with zip code - app is available only for android and according to reviews is not user friendly	<b>Ok</b> + online ordering and delivery - customization of pick up time and date
Walmart	Indirect	USA	Food	\$	<a href="https://corporate.walmart.com/newsroom/2023/05/21/our-commitment-continues-walmart-sams-club-food-banks-work-together-to-feed-america">https://corporate.walmart.com/newsroom/2023/05/21/our-commitment-continues-walmart-sams-club-food-banks-work-together-to-feed-america</a>	Large	Families and organizations	Grocery and household essentials	<b>outstanding</b> + easy to use + main buttons are highlighted	<b>Needs to work</b> - creating app for iOS - improve user flow	<b>outstanding</b> + location and online order + easy to surf on web
Sam's Club	Indirect	USA	Food	\$	<a href="https://www.samsclub.com/content/food-hunger">https://www.samsclub.com/content/food-hunger</a>	Large	Families and organizations	Grocery and household products	<b>Needs to work</b> - provide app link to download on the website	<b>Needs to work</b> - no app	<b>ok</b> -
ACFB	Direct	Atlanta	Food	\$	<a href="https://www.acfb.org">https://www.acfb.org</a>	Medium	Individuals	groceries	<b>ok</b> -	<b>Needs to work</b> - no app	<b>ok</b> -

Accessibility	User flow	Navigation	Visual design	Content	
			Brand identity	Tone	Descriptiveness
<b>Needs work</b> + menu bar - language barrier, lack of screen reader	<b>Needs work</b> + career section - home page design, unrelated Descriptions , useful Infos are below home page	<b>Needs work</b> + clickable elements work - difficult to navigate	<b>Good</b> + represents the main product - the logo has different colors in-app and is smaller in size for being a logo on page	Friendly and direct	<b>Good</b> + main keys are on the menu bar - repetitive content
<b>outstanding</b> + simplicity in web - two language option	<b>outstanding</b> + easy for website - difficult on app	<b>outstanding</b> + digital panels on shop	<b>outstanding</b> + limited colors and font types + related photos to content	Direct and serious	<b>outstanding</b> + short paragraph Description on web + Easy for the user to find the main buttons and simple Language
<b>Needs to work</b> - report of data history in detail - main buttons are not highlighted	<b>Needs to work</b> + profile - struggles user to reach to the point	<b>Needs to work</b> + points of rewards on app - not a good start for first time user on app	<b>Needs to work</b> + store and employee photos - first time users need to need and look for the product	Direct and serious	<b>Good</b> + volunteers - menu directing
<b>ok</b> + language barrier - application to use the navigation is needed	<b>ok</b> - user looks for information by scrolling down the page	<b>ok</b> - user looks for information by scrolling down the page	<b>Good</b> + limited colors and bold buttons in orange	Direct and serious	<b>Good</b> + main keys are on the menu bar - repetitive content

# Ideation

User starts to cook food and upload it on app ready for pick up and delivery as donation.

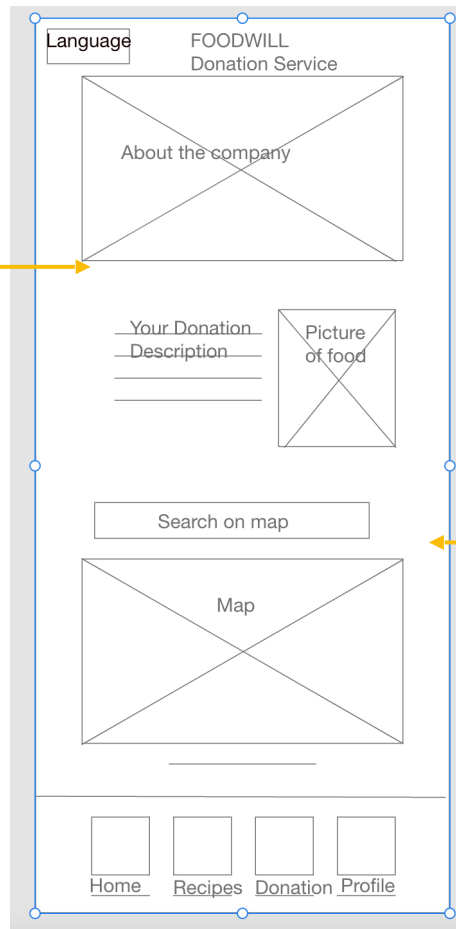




# Digital wireframes

FoodWill homepage  
includes App service  
information and user location  
map  
(feedback: adding language  
option and finding recipes on  
app.

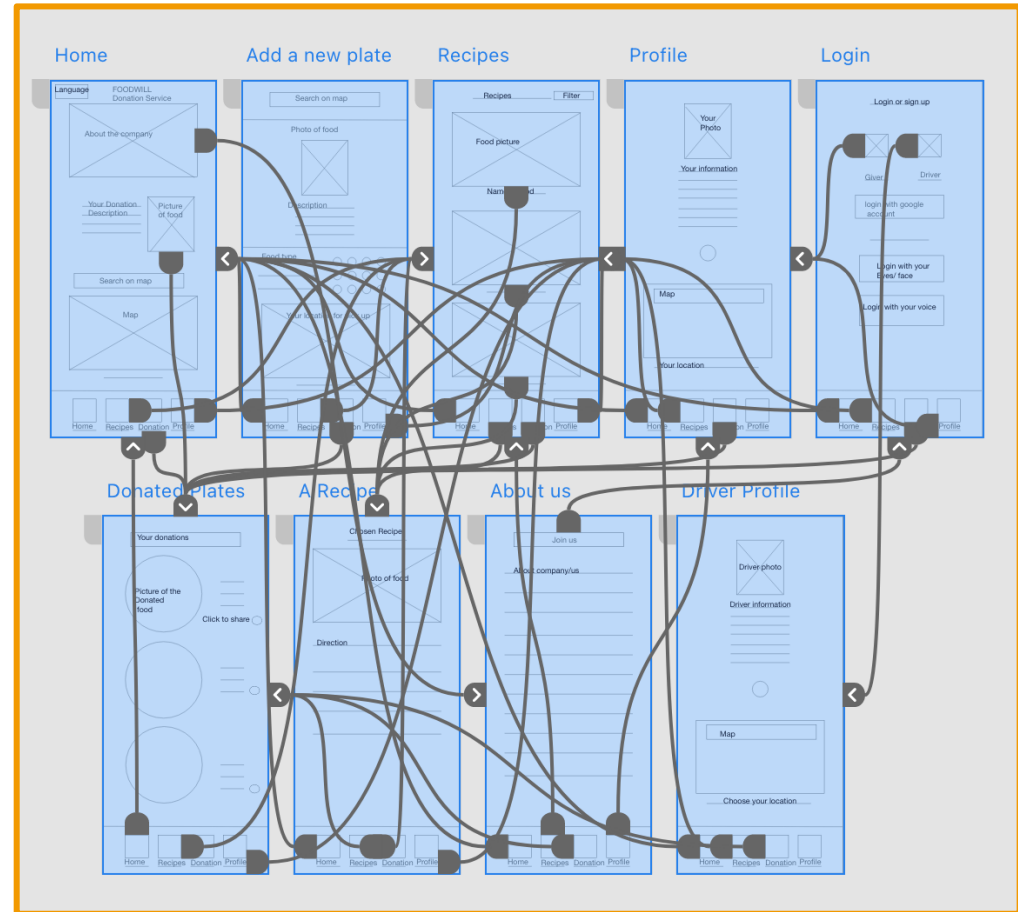
Description of  
Company with a  
hero picture



Map locator of  
user

# Low-fidelity prototype

The link on low fidelity prototype are navigating user through the map in almost every page there is an access to other pages



# Usability study: parameters



Study type:

Unmoderated usability study



Location:

USA, Remote



Participants:

5 participants



Length:

30-40minutes

# Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

Users looking for easy offering donation.

2

Finding

People prefer to not donate money and sharing food is an option that they liked.

3

Finding

Users look for quick steps to finish the journey and share the result with friends and family.

## Refining the design

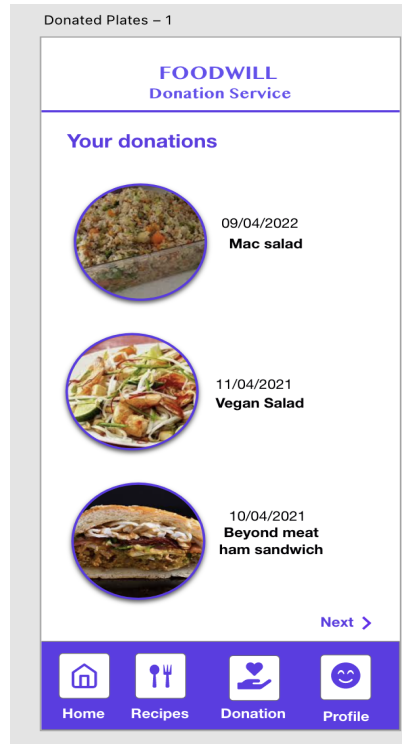
- Mockups
- High-fidelity prototype
- Accessibility



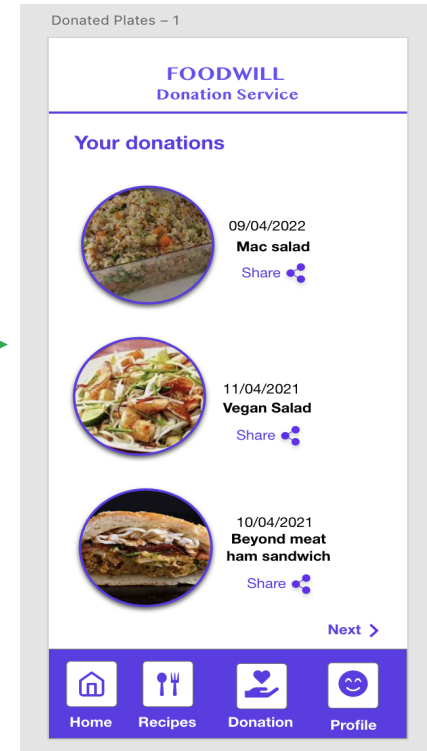
# Mockups

Adding sharing the donations  
to encourage others

Before usability study



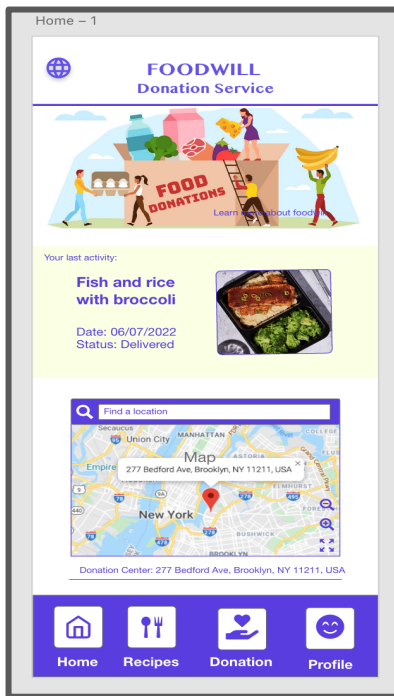
After usability study



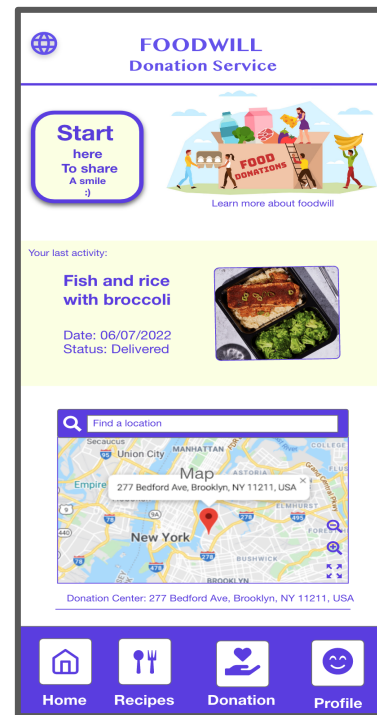
# Mockups

Adding a quick **start** button  
on the home page

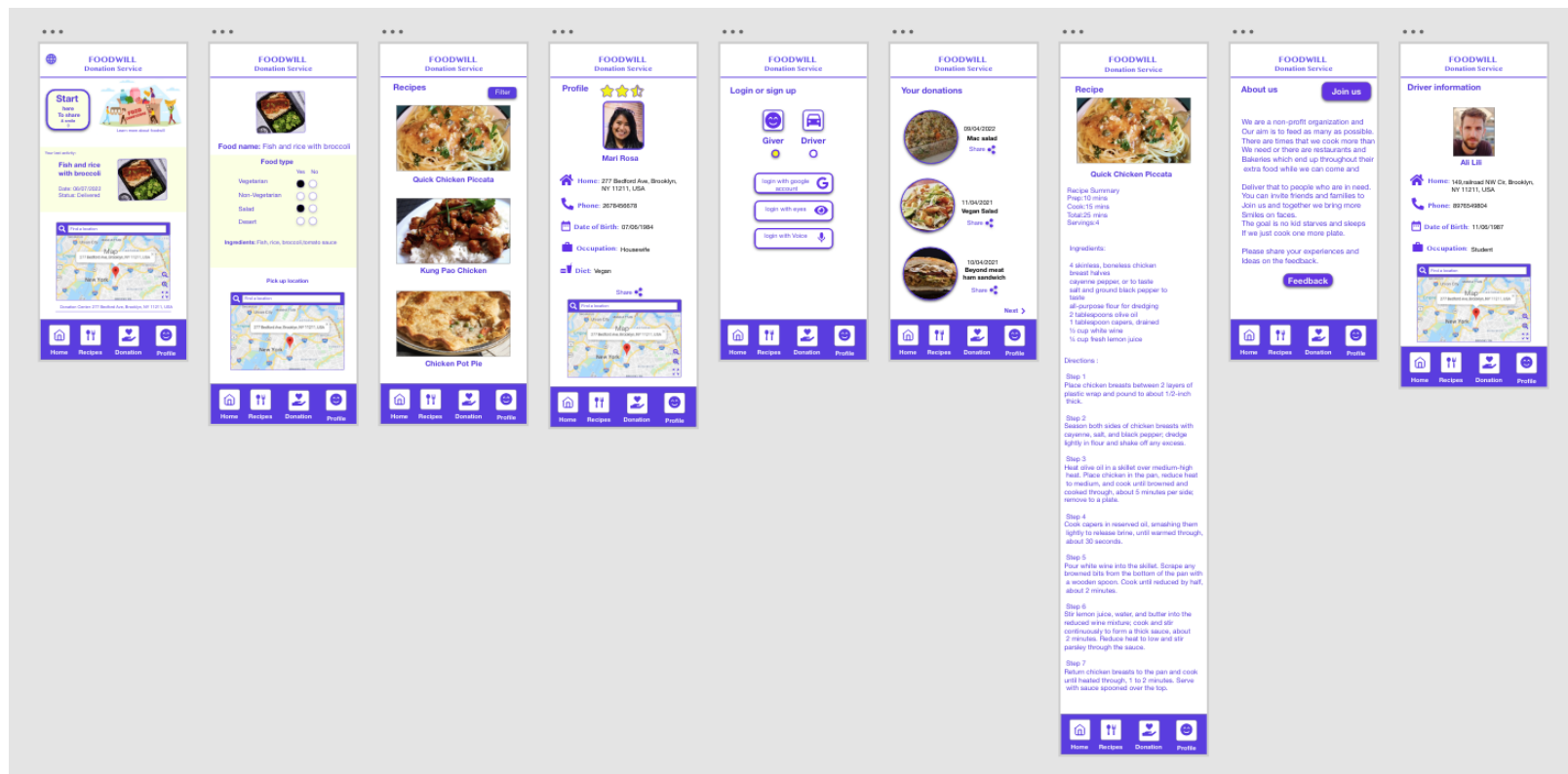
Before usability study



After usability study



# Mockups





# Accessibility considerations

1

Language option has been added

2

Color contrast is considered for all type of users with sight difficulties

3

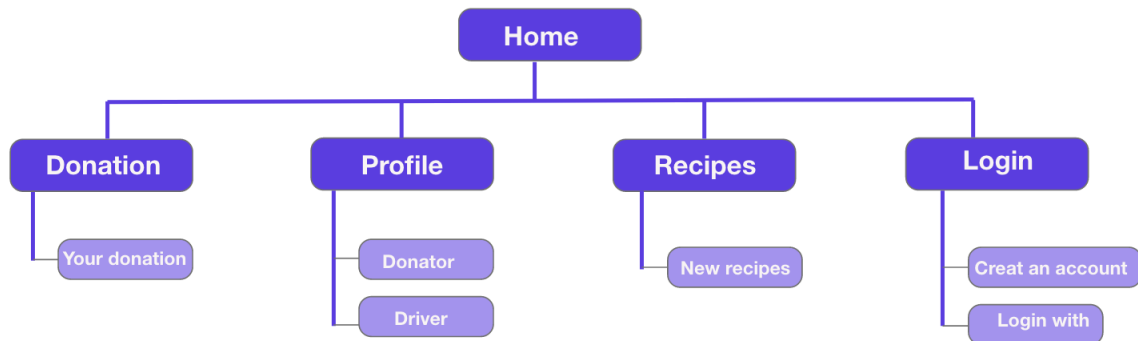
There are small icons and descriptions next to each of them.

# Responsive Design

- Information architecture
- Responsive design

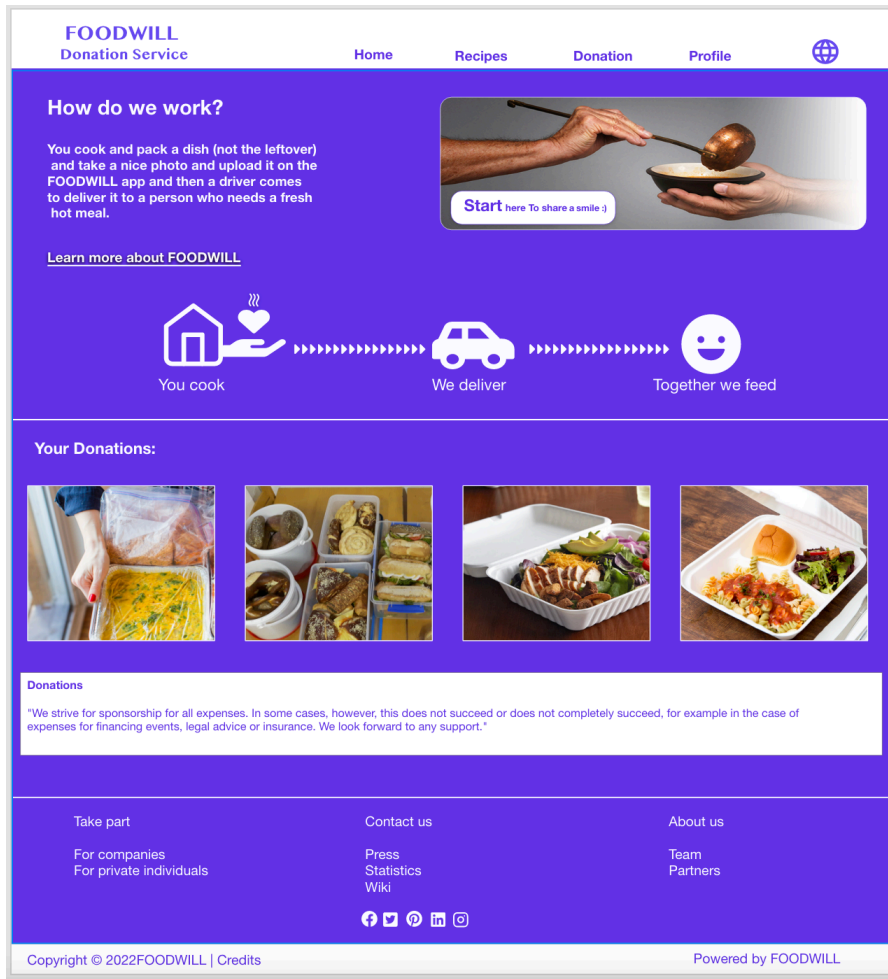
# Sitemap

Short steps to reach to the final product is the main aim.



# Responsive designs

Mobile app and the website design both have the same template. The user journey is kept short and direct for reaching to the final product.





# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

FOODWILL is sharing fresh cooked food distribution service to avoid wasting household food and instead feeding hunger with standard quality food



## What I learned:

Users can stay on the journey if the flow is easy and the journey is simple, straightforward, short, and makes him/her feel good for doing good.

# Next steps

1

I am going to replace the Recipe section with more usable content (still working on it)

2

Researching about how to bring trust and safety to the product

3

Interviewing more users and researching to develop and improve the app/ Website

# Looking forward to hearing from you !



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