



FoodWaste

FoodWaste mobile app has many functions which motivate people to reduce food waste and to save the environment. This app also can be used to educate people about shopping behaviour and inspire them to recycle food waste a smarter way.

Date: 2020

Client: Environment Agency, UK





What makes this project unique?

Our ambitions on this mobile app were to deliver a fun, exciting and easy to use way to educate people on how to reduce food waste radically in their home, reuse and share leftovers. The app also contains food waste blogs, articles, interactive cookbooks and shopping list to help users.

Roles & responsibilities

UX designer, user researcher
Lead and analyse user research sessions
Gathering requirements, define project scope
Create personas and full user/competitor analysis
Deliver functional and design specifications
Conceptual design and low level prototype

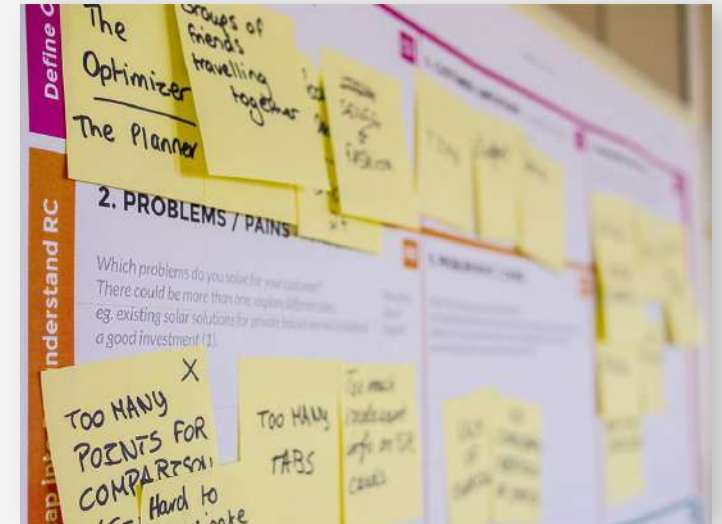
Create personas and scenarios, prepare and conduct user research

- 01 BUSINESS ANALYSIS
- 02 USER RESEARCH
- 03 USER JOURNEY
- 04 PROTOTYPE

 FoodWaste



ETHNOGRAPHIC STUDIES
Defining persona types and detail for user research sessions

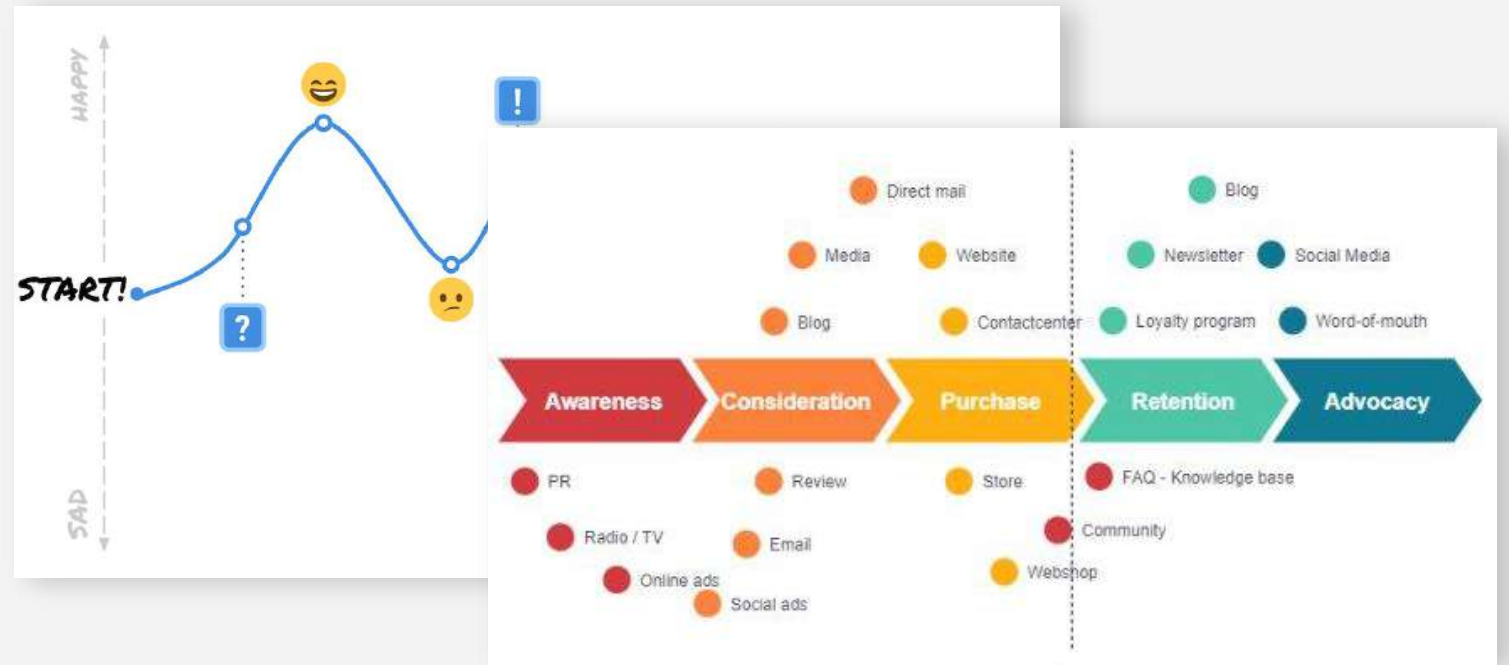


USER RESEARCH
Prepare questionnaires and set up KPI's for user research and analysis

User research analysis

Simplify user journey and page map

- 01 BUSINESS ANALYSIS
- 02 USER RESEARCH
- 03 USER JOURNEY
- 04 PROTOTYPE



PAGE MAPS & USER JOURNEY
Create full page/functional mappings for Agile integration

Wireframes, prototypes and interaction design for mobile devices

- 01 BUSINESS ANALYSIS
- 02 USER RESEARCH
- 03 USER JOURNEY
- 04 PROTOTYPE



PROTOTYPE
High fidelity click through prototypes for stakeholder and investor presentations and user testing