Shopping Clue

it's time for a conscious purchase

MOBILE APPLICATION PROJECT
BY MARIA DEL PILAR BARON
05.07.2018

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METHOD

User Centered Design

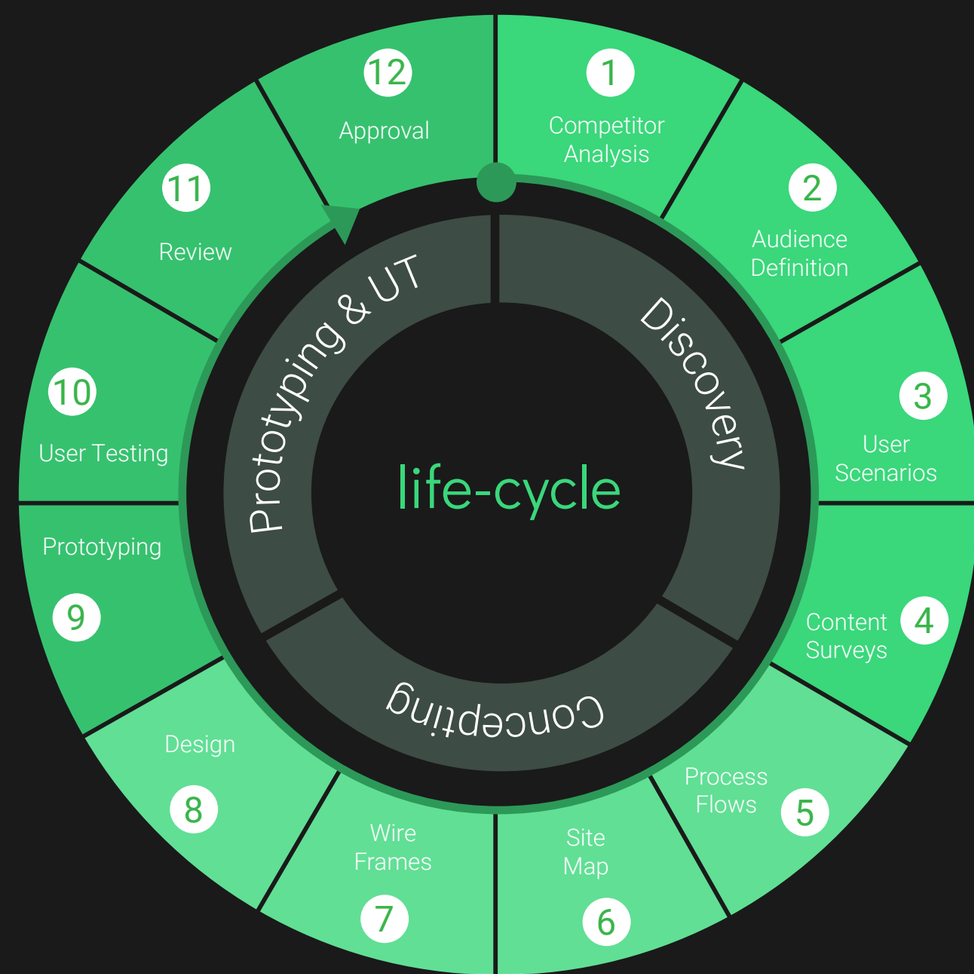


Figure 1: Reyes A, O. (2018). User Centered Design. Retreived from Pinterest

RESEARCH TO UNDERSTAND THE MARKET AND THE PROBLEM

Petrucci, M. (2018). Open Shop. Retreived from Unsplash

Context

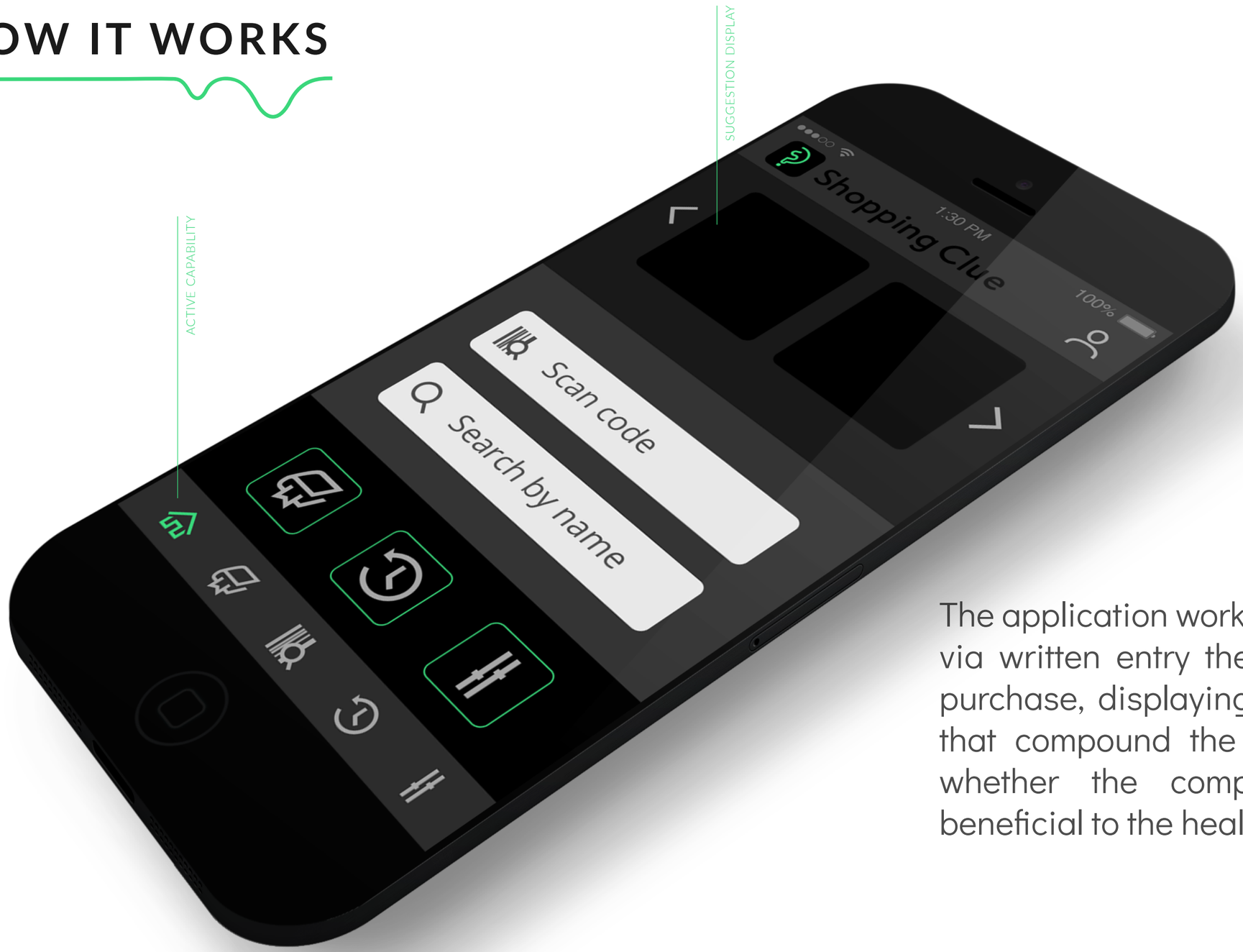
There is a tendency of food consciousness that has been increasing during the last years, attracting people towards different diets and lifestyles that attempt to make a counterweight to the standard food system.

Taking advantage of those trends and the great response and accessibility to the technology from nowadays, it is easy to infer that mobile applications can be a logic instrument for education and assistance.

AIM OF THE PROJECT

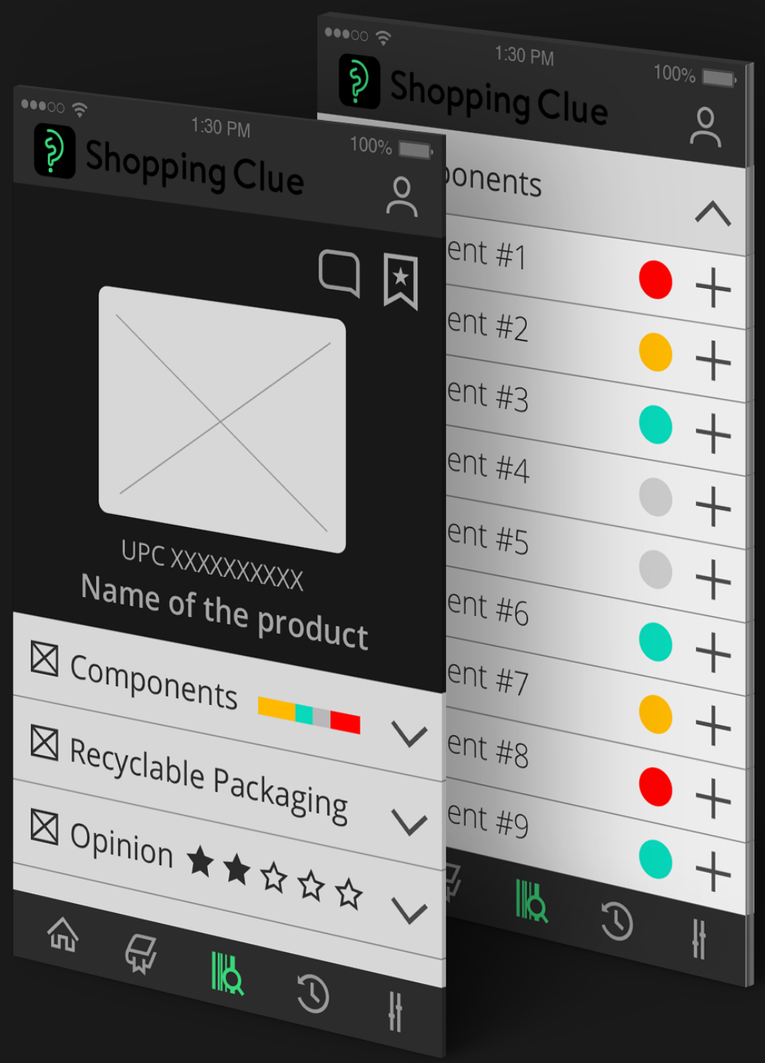
Create an application that can provide a purchase assistance during a decision-making process, based on the exposure of ingredients that usually accompany processed foods.

HOW IT WORKS



The application works by scanning or searching via written entry the products that we aim to purchase, displaying a list of the ingredientes that compound the food item and analyzing whether the components are harmful or beneficial to the health.

HOW IT WORKS



- Harmful
- Questionable
- Free or beneficial
- Unidentified

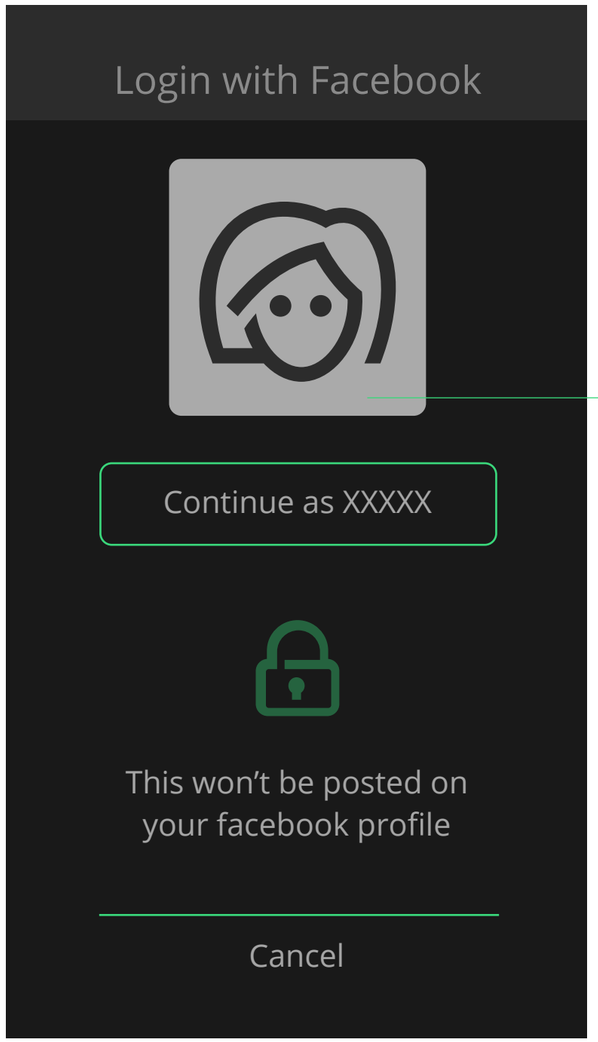
It works with a systematic criteria of four categories that will allow the users to distinguish if the products are free from harmful ingredientes, full with them, if they contain one or a few questionable ingredients or if they are not yet categorized.
It also provides other features such as the recycle alternatives that can be done with the packaging, if it contains allergenics, if it is fair trade, the opinion from other consumers and alternatives to the product.

COMPETITIVE ANALYSIS

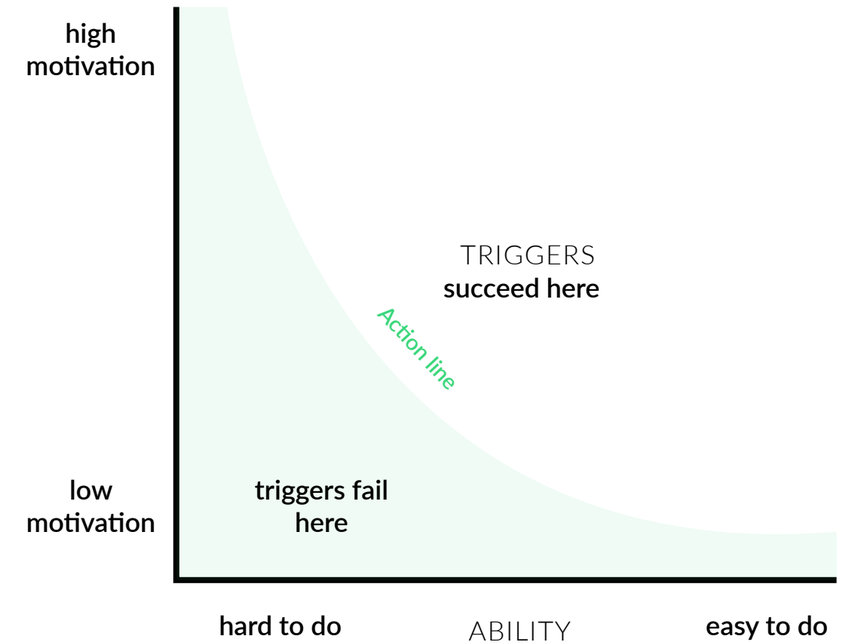
There are people in the industry that are developing similar applications or features that I want to incorporate in my application.

- Cross Compare and categorize them in groups in order to be able to to have an overview of the features and response from the population.
- The analysis can also give me a hint of the target regarding their age, interests and activities.
- Getting to know their flaws can allow me to search for different strategies and approaches.

STUDY OF BEHAVIORAL MODEL

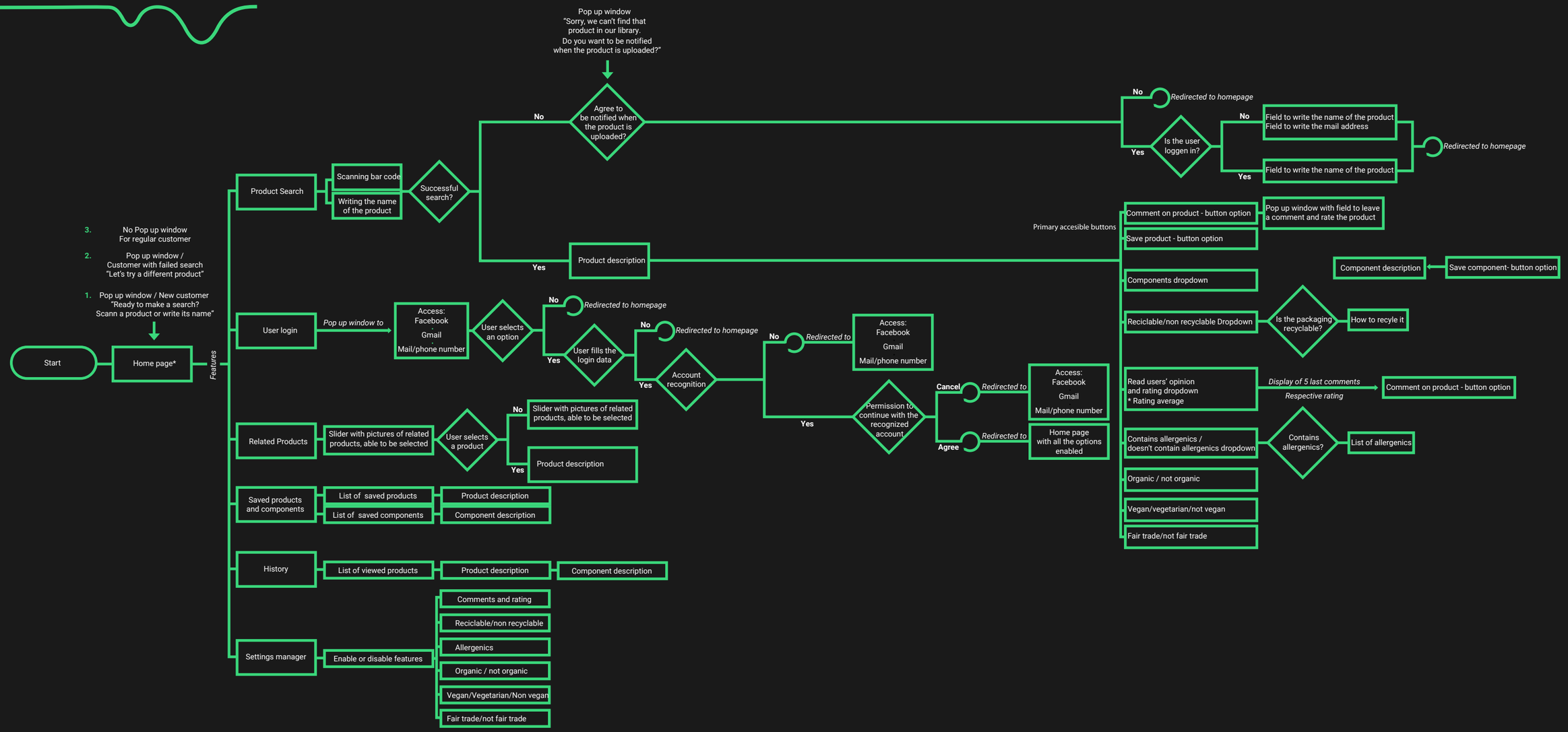


- BJ Fogg's behavior model - Motivation, ability and trigger www.BehaviorModel.org



- User Stories and building personas
  Picture and investigate the specific target. Who am I creating this product to?
- People with interest towards health and food practices. Motivated and critical. Interested on food systems and their impact. Mostly on an average of 20 to 30 years old. Curious about technology.

USER FLOWS



* All options disabled except for the searching feature

CRITICAL REFLECTION

User Testing

It is a proper way to evaluate the functionality of the application, it gives a clear feedback from the features and workflow and it helps to validate or disapprove the capabilities of the application. It can provide a fast impression of the application that allows to define the direction for the future implementation.

The test will be conducted in person and online on individual interviews that will be carried through the Axure platform. A high fidelity prototype can be built with this software and compared to Invision it has more alternatives to generate specific behaviours.

Link

https://projects.invisionapp.com/d/main#/console/14274149/297189681/preview