



Ecoceries

The Eco-friendly Grocery App

CSE 440 | AUT 2011

Alisa Yamanaka | Jasmine Wang | Kara Fong | Nanako Era

Project Overview

- Sustainable living is becoming a new trend
- Smartphone app
 - *what* is sustainable
 - *where* to buy it



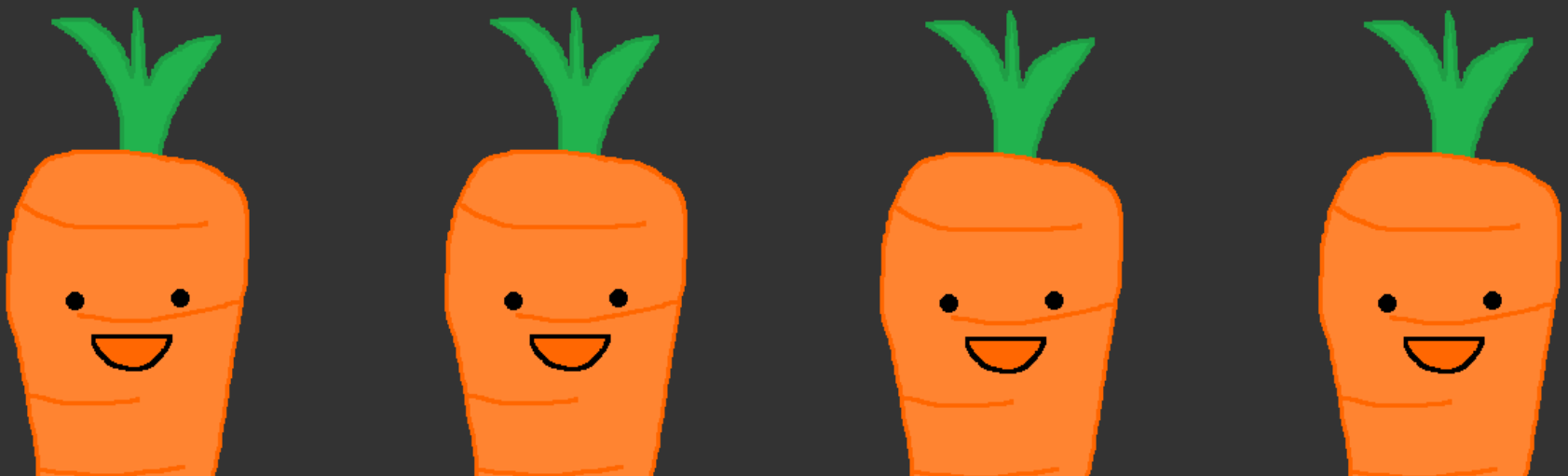
Why, local sustainable agriculture?

- Did you know that 17 % of petroleum demand in the US is for the food production industry?
(<http://www.energybulletin.net/5173.html>)
- Did you know that the food on your plate has traveled an average of 1500 miles to get there?
(Barker & Mander, 1999, Invisible Government: The WTO Global Government for the New Millennium)
- Did you know smaller farms tend to be 2-10 times more productive than larger farms?
(<http://www.energybulletin.net/5173.html>)
- Did you know that 90% of the agricultural subsidies benefit corporations and big farmers growing food for export; while 500 family farms close down every week in the United States?
(<http://www.energybulletin.net/5173.html>)
- Did you know that 91 cents of each dollar spent at traditional food markets [ie: commercial] goes to suppliers, processors, middlemen, and marketers; only 9 cents of each dollar actually goes to the farmer?
(Smith, Stewart. 1992. "Farming Activities and Family Farms: Getting the Concepts Right." Presented to the US Congress Symposium, "Agricultural Industrialization and Family Farms: The Role of Federal Policy.")

Problem



- Information about sustainable foods is not easily accessible
 - People don't realize what they're putting into their bodies
 - People are not aware of the negative effects of their eating habits
- Products and prices can differ drastically across various stores
- Time, energy and money are wasted



Solution

– The app would help users

- evaluate their current food purchases
- learn about some better choices when it comes to grocery shopping
- find where the best places to buy eco-conscious foods are in their area
- develop a presence in their community
- encourage the “eating local” lifestyle



Contextual Inquiry



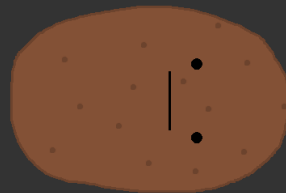
- Description
 - Observed consumers and their grocery shopping habits
 - 8 individuals (age range: 20-50)
 - Local farmer's market (organic, sustainable products)
 - Local supermarket (mixture of sustainable products and items that were imported)

Questions

- 1.) What things do you consider when buying products at grocery stores? Where do you go to get information about these products?
- 2.) Do you shop here often? Why do you choose this store?
- 3.) How much do you know about sustainable foods? Do you know about eco-friendly eating? If so, what does it mean to you?
- 4.) Do you own a smartphone?
- 5.) What are your concerns about purchasing sustainable foods, if any?

CI Results

- *All users* were concerned with purchasing groceries while on a budget
- *Most users* preferred to purchase eco-friendly food items, but could not always do so because (1) it is not available (2) it is expensive or (3) poor quality
- *Most users* were concerned about the proximity of farmer's markets and grocery stores that provide sustainable, local foods
- *Some participants* lacked sufficient knowledge about eco-friendly products that would persuade them to purchase locally
- *All of our participants* answered that they would definitely use our app to compare prices and sustainability of products across stores and markets in their region.

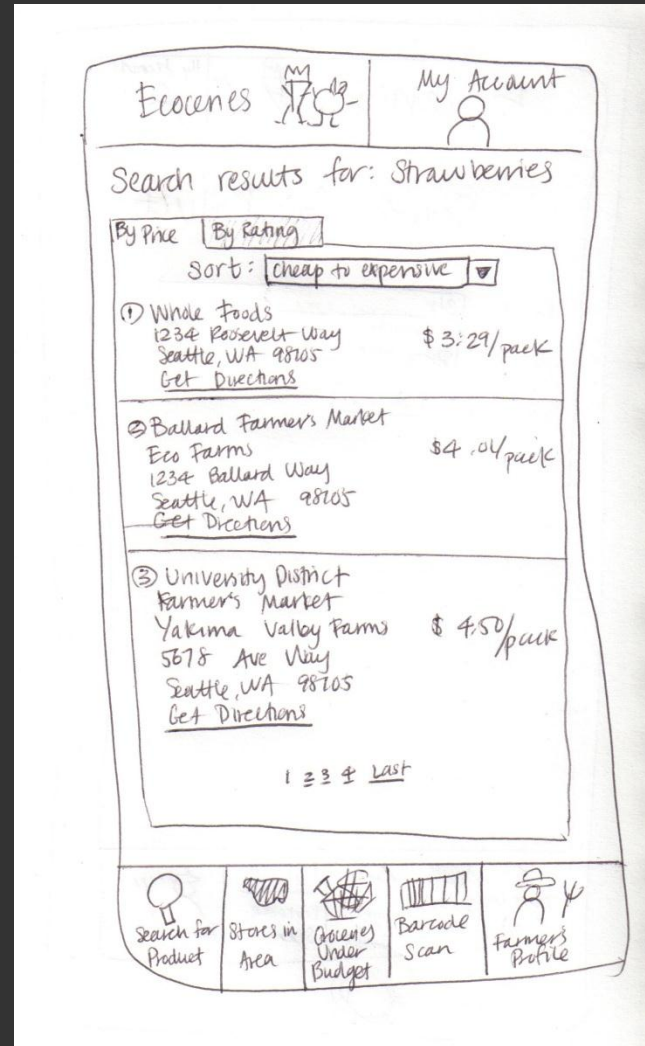
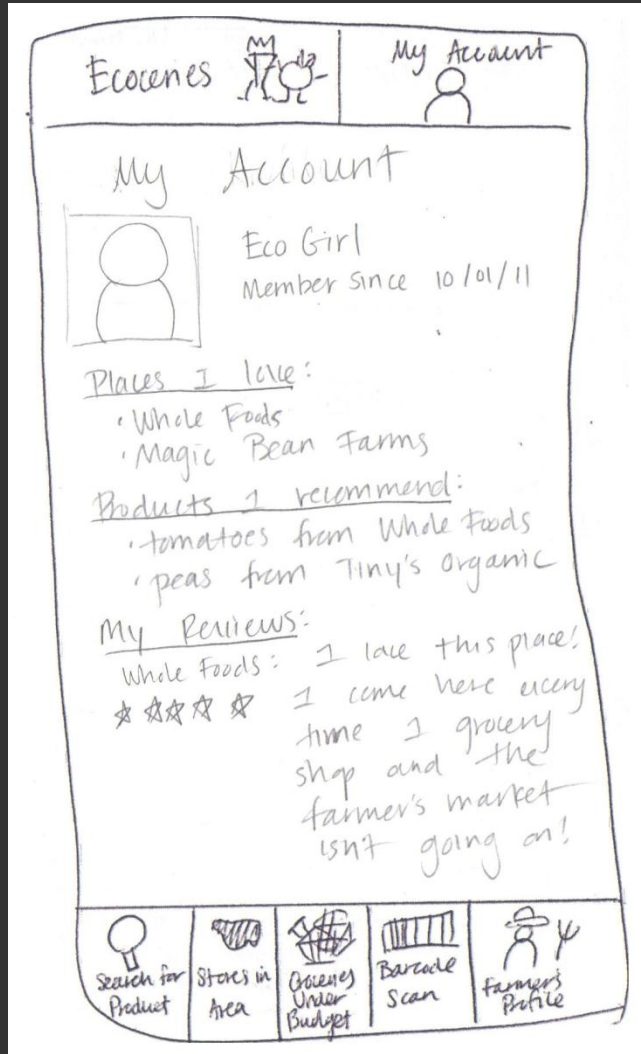




Tasks

- Checking Information on a Product (easy)
- Look for the Best Place to Buy a Product Based on User Reviews (medium)
- Find an Optimal Grocery List Based on the User's Weekly Grocery Budget (hard)



Design Sketches








Ecocenes  My Account 



Scanned product:
fingering potatoes


This product has traveled 34.6 miles, and has used 5.6 gallons of fuel. to get here.

Other Places to get this product:

① Whole Foods	\$3.29/lb
• Fuel used: 2.3 gal.	0.3 mi away <u>Get Directions</u>
② Univ. Dist. Farmers Market	\$3.50/lb
• Fuel Used: 0.5 gal	0.4 mi away <u>Get Directions</u>
③ Ballard Farmer's Market	\$4.05/lb
	0.5 mi away

 Search for Product
  Stores in Area
  Grocery Under Budget
  Barcode Scan
  Farmer's Profile

Ecocenes  My Account 






Stores in Area 

① Whole Foods
1234 Roosevelt Way
Seattle, WA
★★★★★ see reviews
Open Now 0.4 mi away
Get Directions

② Univ. District Farmer's Market
1234 50th St.
Seattle, WA
★★★★★ see reviews
Open Saturdays:
9-3pm 0.5 mi away
Get Directions

③ Ballard Farmer's Market
5678 Ballard Wy
Seattle, WA
★★★★★ see reviews
open wed 10-3pm 0.9 mi away
Get Directions

1 2 3 4 last

 Search for Product
  Stores in Area
  Grocery Under Budget
  Barcode Scan
  Farmer's Profile

Lessons Learned

- Features
 - Barcode Scanner
 - Search Functionality
 - Groceries Under a Budget
 - Follow a Farm
 - Fun Facts
 - Personalized User Profile
- Users are willing to purchase eco-friendly products for a reasonable price

