

ECOCERIES

The Eco-friendly Grocery App

An App to educate everyday consumers to become more eco-aware and make informed decisions about purchasing sustainable items at their convenience.



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Nanako Era



Overview of Presentation

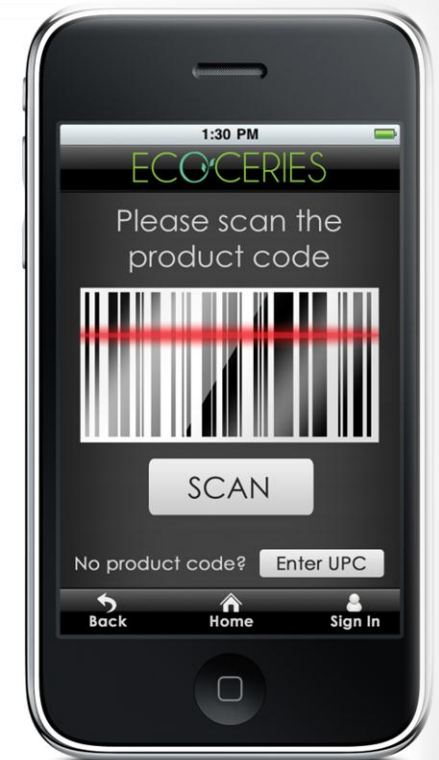
- Introduction of Ecoceries
- Problem/Solution
- Three Representative Tasks
- Design Evolution
- Description of Current Interface
- Interactive Prototype
- Summary



- The reality is... people are living busier lives
 - No time to think about the products they buy
 - Shopping for groceries can be time-consuming chore
- Information on sustainable foods is not easily accessible

Solution

- A mobile application
- Features
 - Enable users to make informed decisions about the products they choose to purchase
 - Allows users to browse products at grocery stores and farmers markets
 - Product pages contain information about
 - Where the product came from
 - How it was produced
 - Its sustainability ratings



Video Prototype Task

Task (easy)

While out grocery shopping, you want to know the price and information on the origin of fingerling potatoes at the store you are at without searching through internet databases (like bing, Google, etc.). You want to know how this product compares against the same product of different brands. Use the Ecoceries application to scan the barcode for fingerling potatoes and compare prices and sustainability ratings.

Three Representative Tasks

task 1

EASY

Retrieving information on Fingerling Potatoes

task 2

MODERATE

Use the Ecoceries application to find the U-District Farmer's Market's list of vendors. Once there, find Alm Hills Garden and check out what is in their news feed.

task 3

HARD

Build a grocery list of the best/healthiest combination of groceries based on a budget of \$30.00 for the week.

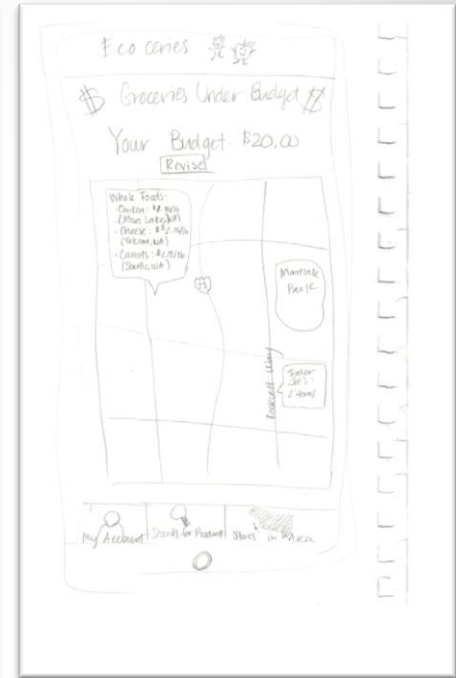
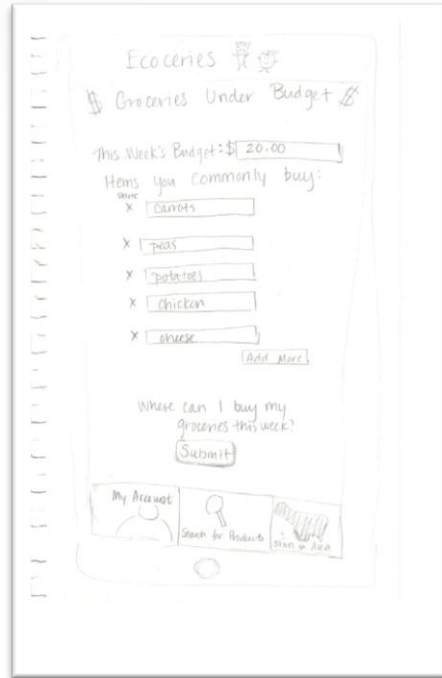
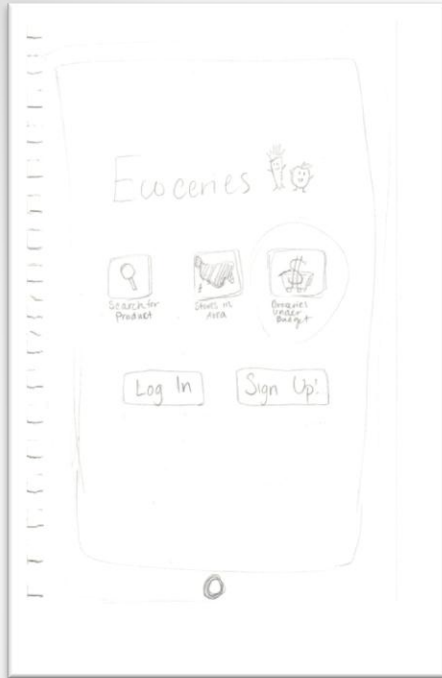
Design Evolution

Results of contextual inquiry

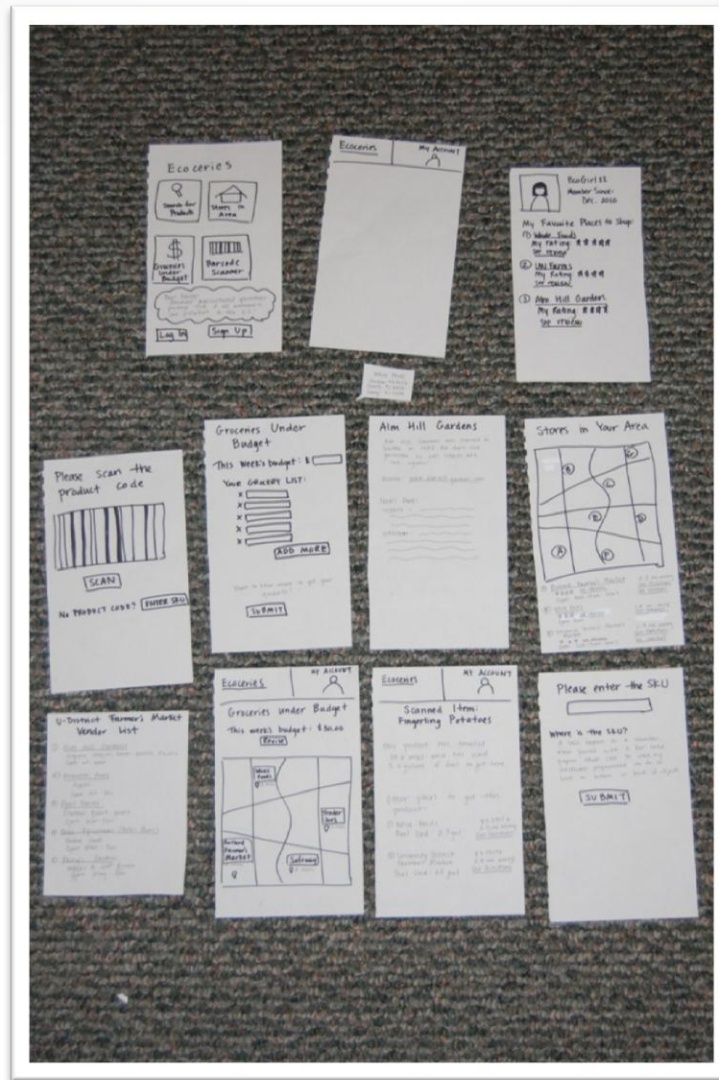
- Gathering initial Core Functionality
 - Searching for information on foods
 - Finding nearby stores
 - Building a grocery list on a budget

Results of user-testing

- Changes in functionality and interface after low-fidelity testing
 - **Sign up** and **Login** prompts
 - **Add Item** button on product screens
 - **Back Button** addition
 - Auto-complete and Drop-down boxes



Results of contextual inquiry



Results of user-testing

ECO CERIES

Interactive Prototype Demo

Home Screen



Using the Barcode Scanner





1:30 PM

ECO CERIES

Please scan the
product code

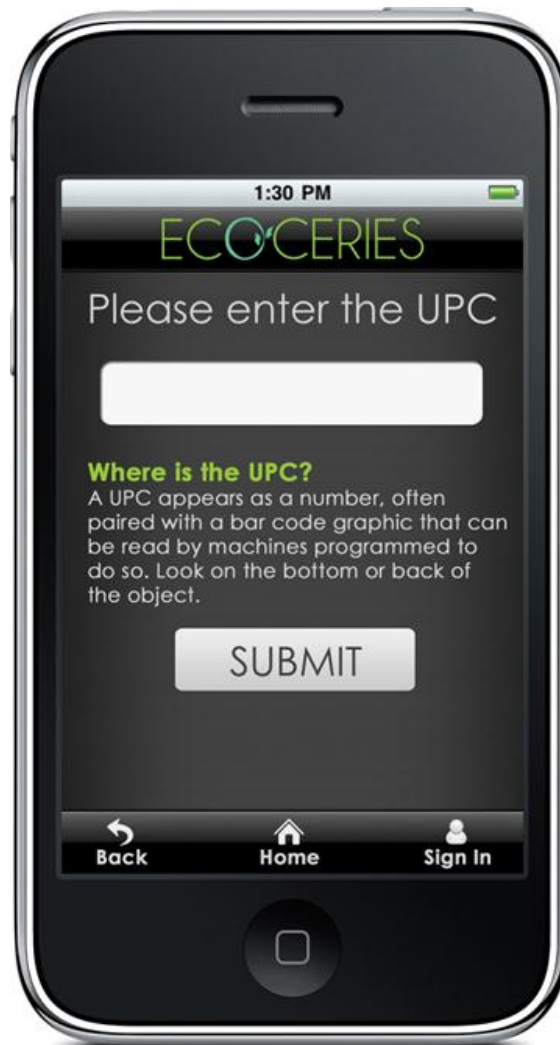


No product code?

 Back

 Home

 Sign In



1:30 PM

ECOCERIES

Please enter the UPC

Where is the UPC?

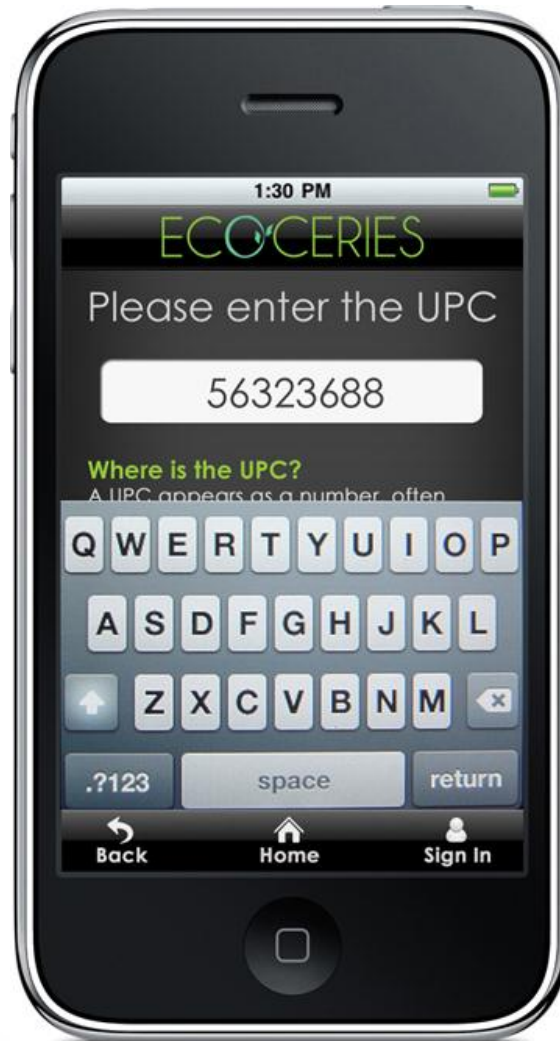
A UPC appears as a number, often paired with a bar code graphic that can be read by machines programmed to do so. Look on the bottom or back of the object.

SUBMIT

 Back

 Home

 Sign In



1:30 PM

ECO CERIES

Please enter the UPC

56323688

Where is the UPC?

A UPC appears as a number, often

Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M ↵

.?123

space

return

↶
Back

🏠
Home

👤
Sign In



1:30 PM

ECO CERIES

Scanned Item:

Fingerling Potatoes

Washington



Fair Trade



Organic

Distance Traveled



34.6 mi

Fuel Used



5.6 gallons

Stores with Better Alternatives:

Whole Foods
\$3.29/lb

0.3 mi away

[Get directions](#)

Add to Grocery List



Back



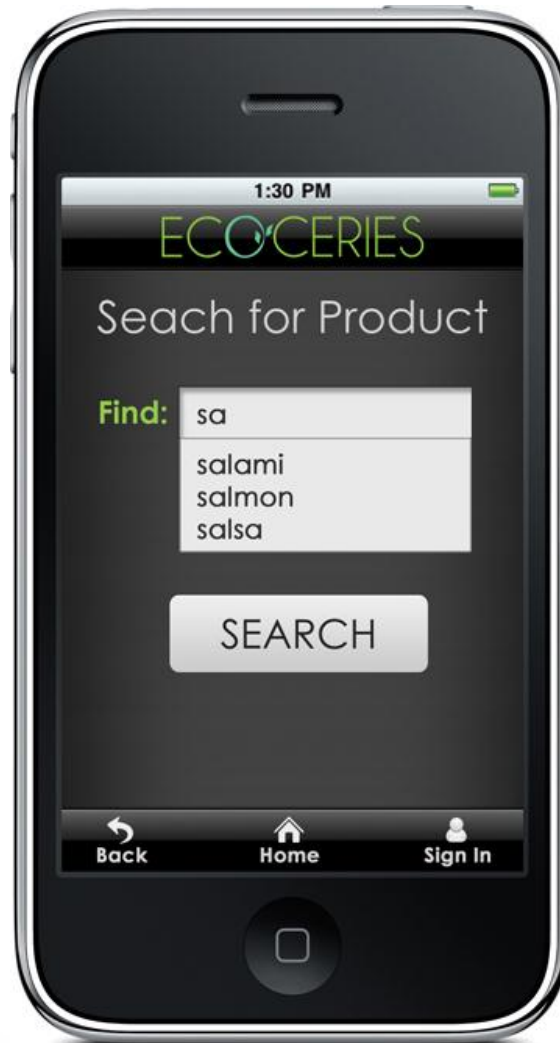
Home



Sign In

Searching for Products





1:30 PM

ECO CERIES

Search for Product

Find:

sa

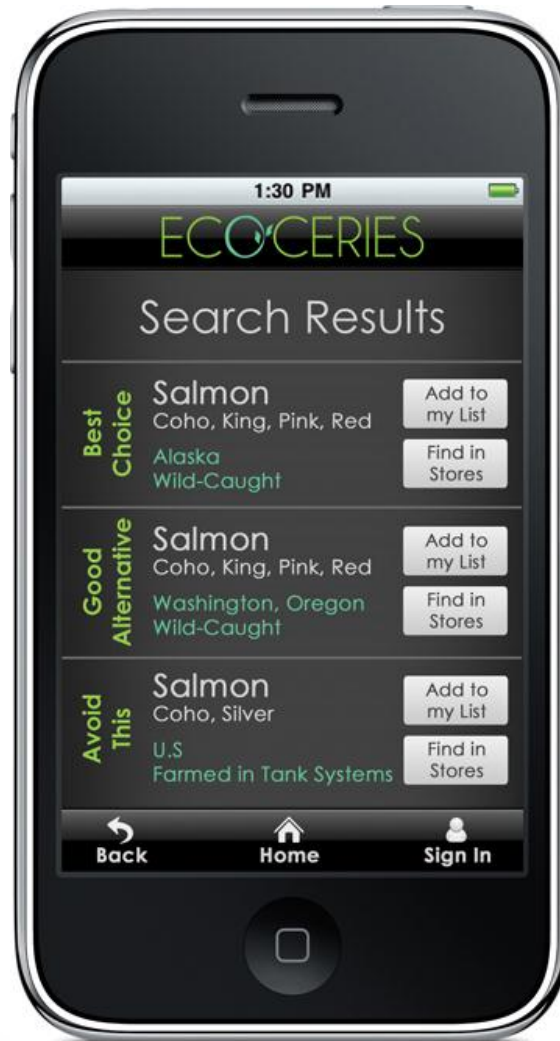
salami
salmon
salsa

SEARCH

Back

Home

Sign In



1:30 PM

ECO CERIES

Search Results

Best
Choice

Salmon

Coho, King, Pink, Red

Alaska
Wild-Caught

Add to
my List

Find in
Stores

Good
Alternative

Salmon

Coho, King, Pink, Red

Washington, Oregon
Wild-Caught

Add to
my List

Find in
Stores

Avoid
This

Salmon

Coho, Silver

U.S.
Farmed in Tank Systems

Add to
my List

Find in
Stores

Back

Home

Sign In



1:30 PM

ECO CERIES

Search Results

Best
Choice

Salmon

Coho, King, Pink, Red

Alaska
Wild-Caught

✓ Added

Find in
Stores

Good
Alternative

Salmon

Coho, King, Pink, Red

Washington, Oregon
Wild-Caught

Add to
my List

Find in
Stores

Avoid
This

Salmon

Coho, Silver

U.S.
Farmed in Tank Systems

Add to
my List

Find in
Stores

←
Back

🏠
Home

👤
Sign In



1:30 PM

ECOCERIES

Whole Foods

1234 Roosevelt Way
Seattle, WA

0.3 mi away

[Get directions](#)

University District Farmer's Market (Roger's Farm)

1234 50th St.
Seattle, WA

0.4 mi away

[Get directions](#)

Ballard Farmer's Market (Ash's Seafood)

5678 Ballard Way
Ballard, WA

0.9 mi away

[Get directions](#)

Trader Joe's

87844 3rd AVE
Balard, WA

1.5 mi away

[Get directions](#)

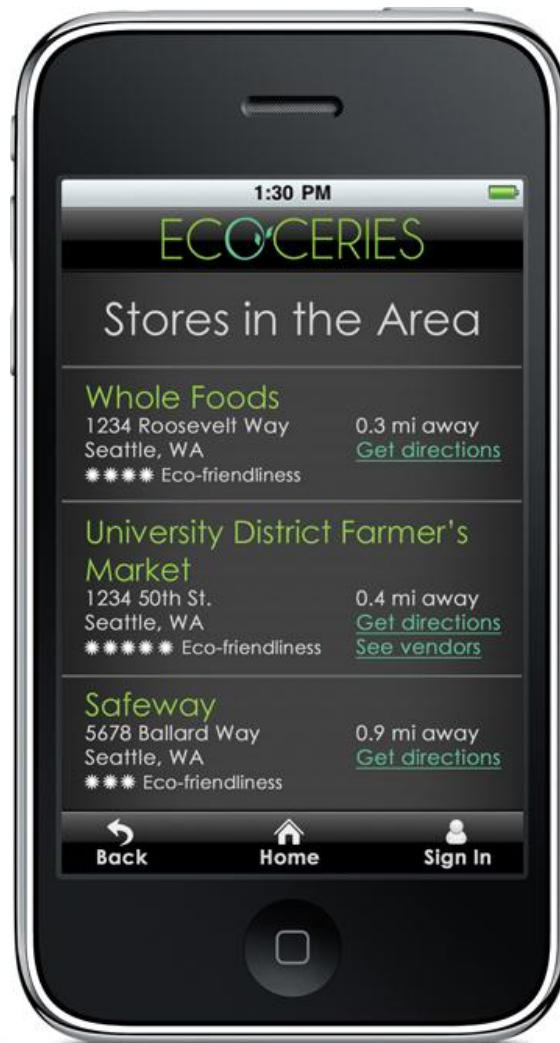
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 Home

 Sign In

Searching Stores in the Area





1:30 PM

ECOCERIES

Stores in the Area

Whole Foods

1234 Roosevelt Way
Seattle, WA

0.3 mi away
[Get directions](#)

★★★★ Eco-friendliness

University District Farmer's Market

1234 50th St.
Seattle, WA

0.4 mi away
[Get directions](#)
[See vendors](#)

★★★★★ Eco-friendliness

Safeway

5678 Ballard Way
Seattle, WA

0.9 mi away
[Get directions](#)

★★★ Eco-friendliness

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1:30 PM

ECO CERIES

Whole Foods

Open 7am -10pm everyday

Best Choice Items

Apples

Gala, Granny Smith, Red Delicious

Washington

Free Trade | Organic

Oranges

Blood, Navel, Valencia

California

Free Trade | Organic

Good Alternative Items

Fingerling Potatoes

Mixed Medley, Red, Yellow

Washington, Oregon

Free Trade



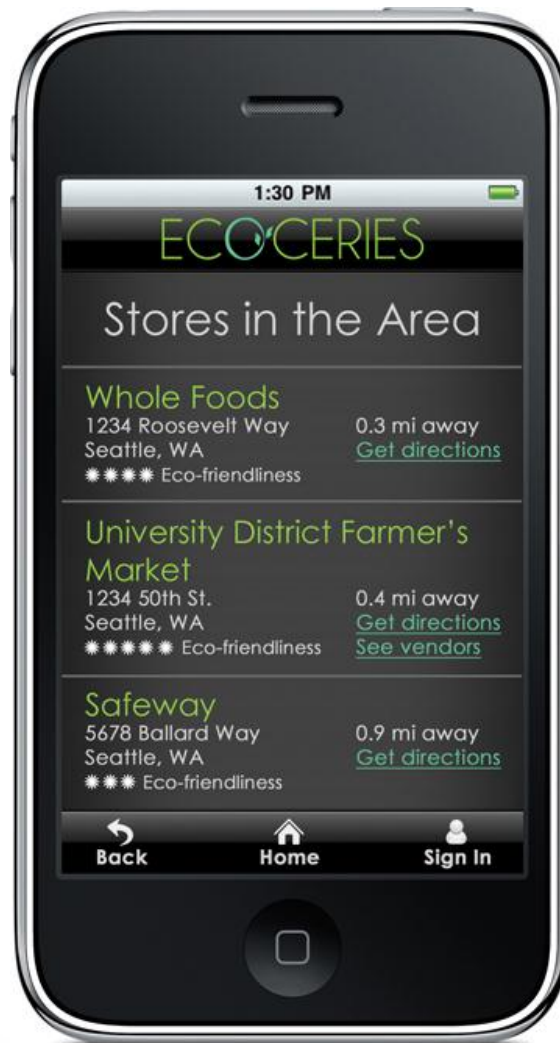
Back



Home



Sign In



1:30 PM

ECOCERIES

Stores in the Area

Whole Foods

1234 Roosevelt Way
Seattle, WA

0.3 mi away
[Get directions](#)

★★★★ Eco-friendliness

University District Farmer's Market

1234 50th St.
Seattle, WA

0.4 mi away
[Get directions](#)
[See vendors](#)

★★★★★ Eco-friendliness

Safeway

5678 Ballard Way
Seattle, WA

0.9 mi away
[Get directions](#)

★★★ Eco-friendliness

Back

Home

Sign In



1:30 PM

ECOCERIES

Whole Foods

Turn left on 11th AVE NE

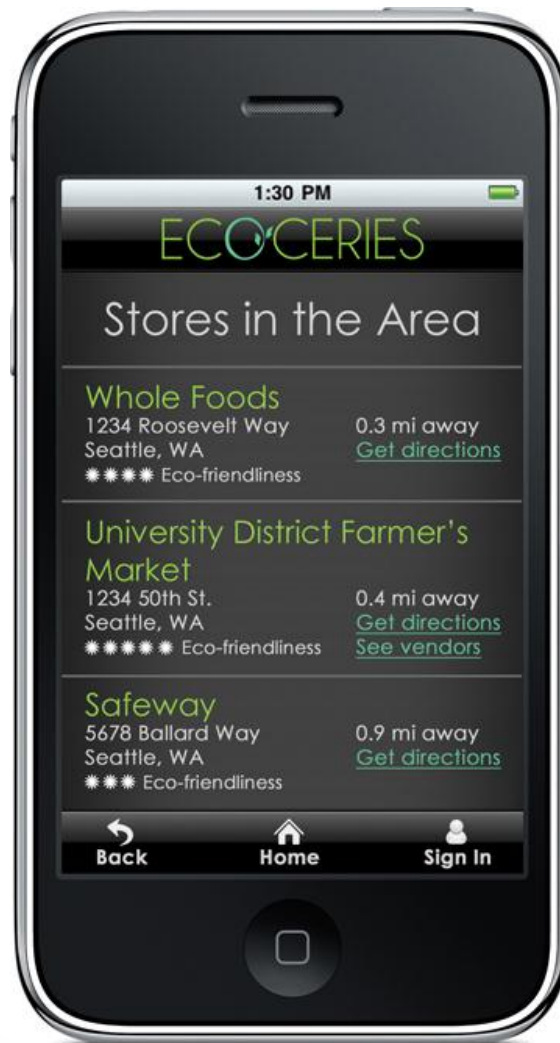


Whole Foods
1234 Roosevelt Way
Seattle, WA

Back

Home

Sign In



1:30 PM

ECOCERIES

Stores in the Area

Whole Foods

1234 Roosevelt Way
Seattle, WA

0.3 mi away
[Get directions](#)

***** Eco-friendliness

University District Farmer's Market

1234 50th St.
Seattle, WA

0.4 mi away
[Get directions](#)
[See vendors](#)

***** Eco-friendliness

Safeway

5678 Ballard Way
Seattle, WA

0.9 mi away
[Get directions](#)

*** Eco-friendliness

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 Sign In



1:30 PM

ECOCERIES

U-District Farmer's Market Vendor List

Alm Hill Gardens

Organic veggies, herbs, berries, flowers
Open all year

Anderson Acres

Apples
Open Oct - Nov

Appel Farms

Cheddar, quark, gouda
Open Mar - Nov

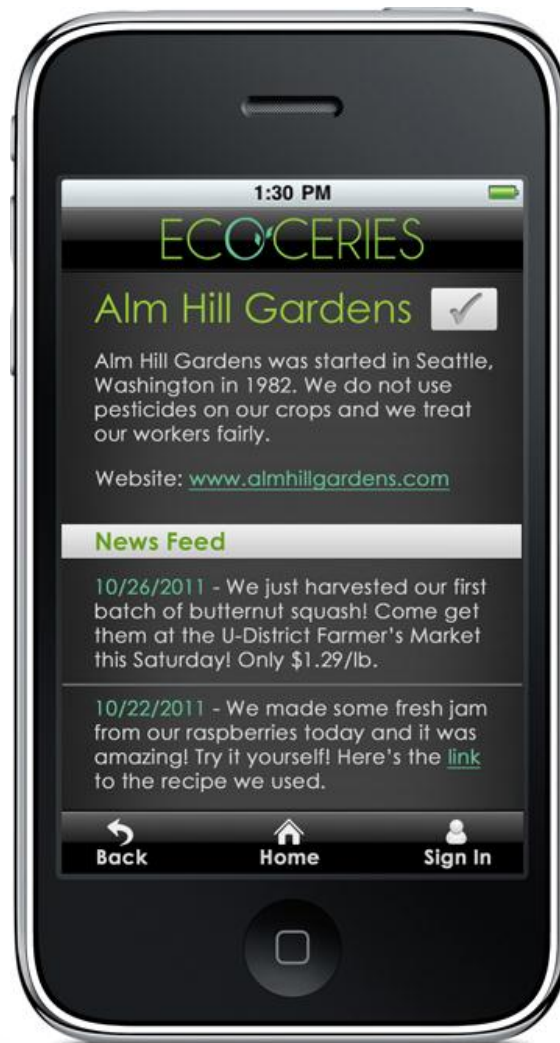
Belle Epicurean (Belle's Buns)

Baked goods
Open Mar - Nov

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1:30 PM

ECO CERIES

Alm Hill Gardens

Alm Hill Gardens was started in Seattle, Washington in 1982. We do not use pesticides on our crops and we treat our workers fairly.

Website: www.almhillgardens.com

News Feed

10/26/2011 - We just harvested our first batch of butternut squash! Come get them at the U-District Farmer's Market this Saturday! Only \$1.29/lb.

10/22/2011 - We made some fresh jam from our raspberries today and it was amazing! Try it yourself! Here's the [link](#) to the recipe we used.

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 Sign In

Building a Grocery List





1:30 PM

ECOCERIES

Groceries under Budget

This week's budget: \$

Your grocery list:

- x
- x
- x
- x
- x

Local Organic Fair Trade

Willing to visit multiple stores? Y N



1:30 PM

ECOCERIES

Groceries under Budget

This week's budget: **\$30.00** [Revise](#)



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1:30 PM

ECOCERIES

Groceries under Budget

This week's budget: **\$30.00** [Revise](#)

Whole Foods
Chicken \$8.90/lb
Carrots \$1.23/lb

U-District Farmer's Market
3 items

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Sign In

Signing In



Sign In



1:30 PM

ECO CERIES

Sign In

Sign Up

Username:

Password:

Sign In

FUN FACTS:

Animal agricultural operations produce 73% of all ammonia air pollution in the U.S.

Sign In



1:30 PM

ECOCERIES



Jane Smith

Member since 10/29/2011

Favorite Places to Shop:

- Whole Foods
- University District Farmer's Market
- Trader Joe's

Favorite Items:

- Tomatoes on the vine (Whole Foods)
- Peas (Trader Joe's)

My Grocery List

My Vendors

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My Account

Summary

General

- Review of our application usefulness
- Target audience

Lessons Learned

- Defining scope
- User experience should be considered throughout the whole development process of a system



