

The process of **industrial food production** is responsible for **30%** of the world energy use.*

One solution is to buy **sustainable products**.

But where can we buy sustainable foods at **reasonable prices, around where we live?**

ECOCERIES

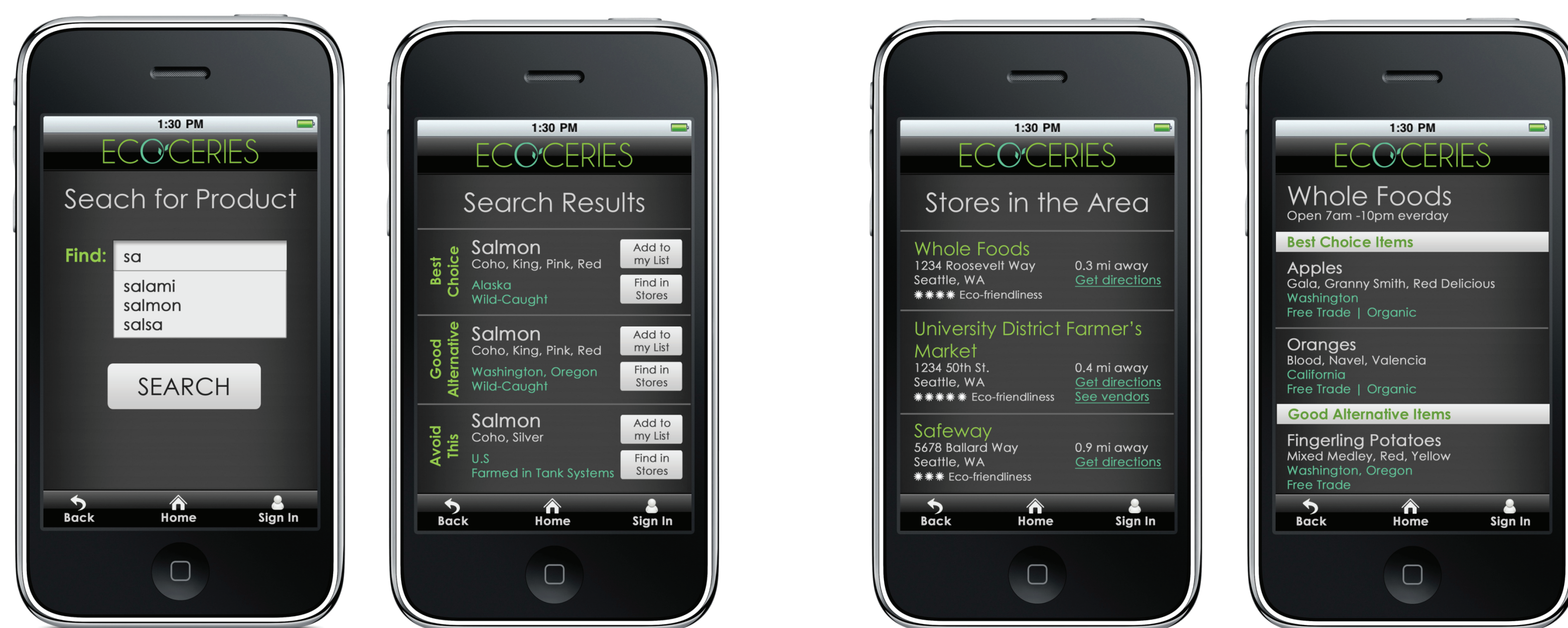
The Eco-Friendly Grocery App



With Ecoceries, users can:

- evaluate their current food purchases
- find where they can buy reasonably priced, sustainable foods in their area
- develop a presence in their community
- encourage the "eating local" lifestyle

Functions



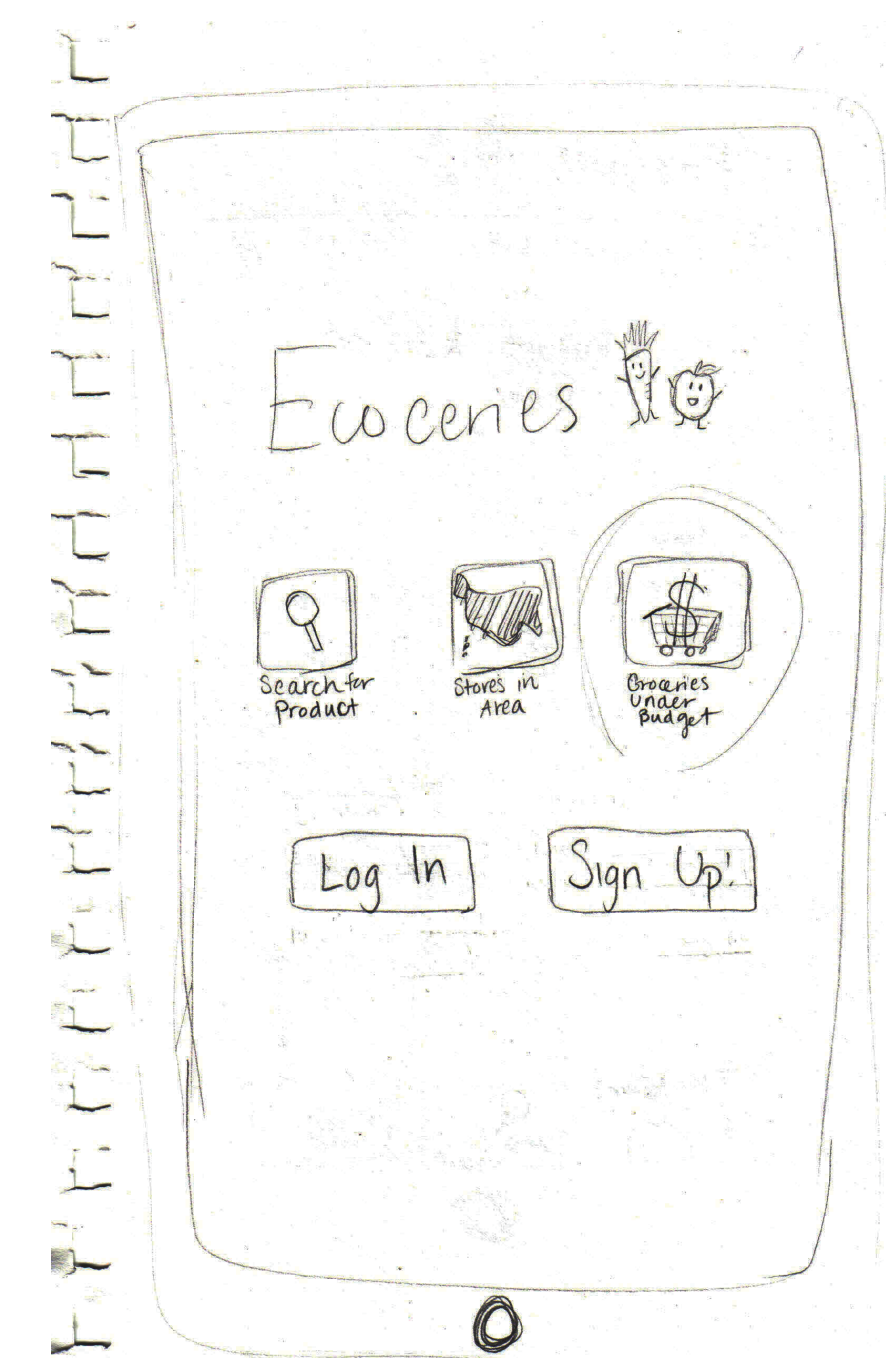
Search for Products

Search for sustainable products within our database to compare prices and quality, with stores around your area

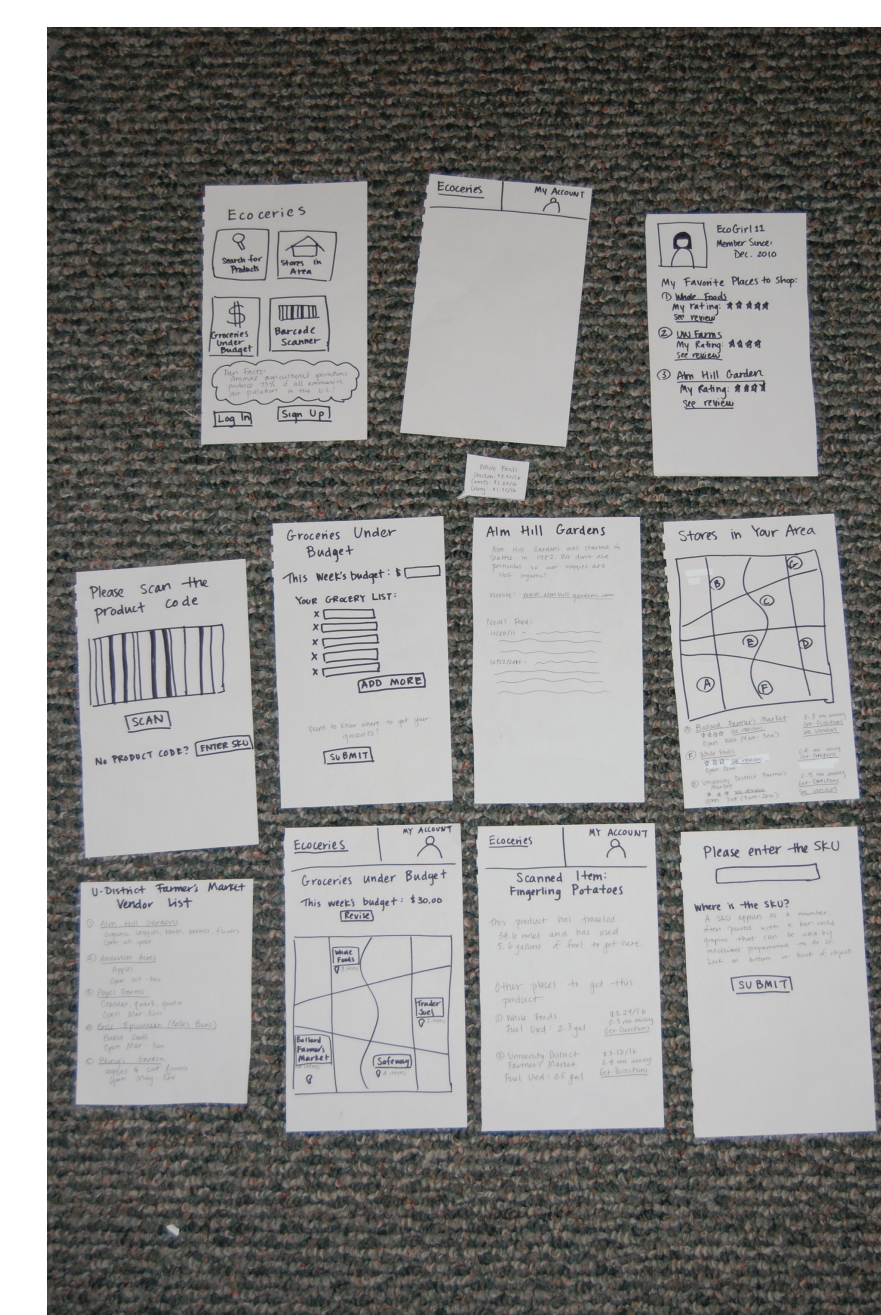
Stores in Area

Search for stores that sell sustainable products in your area

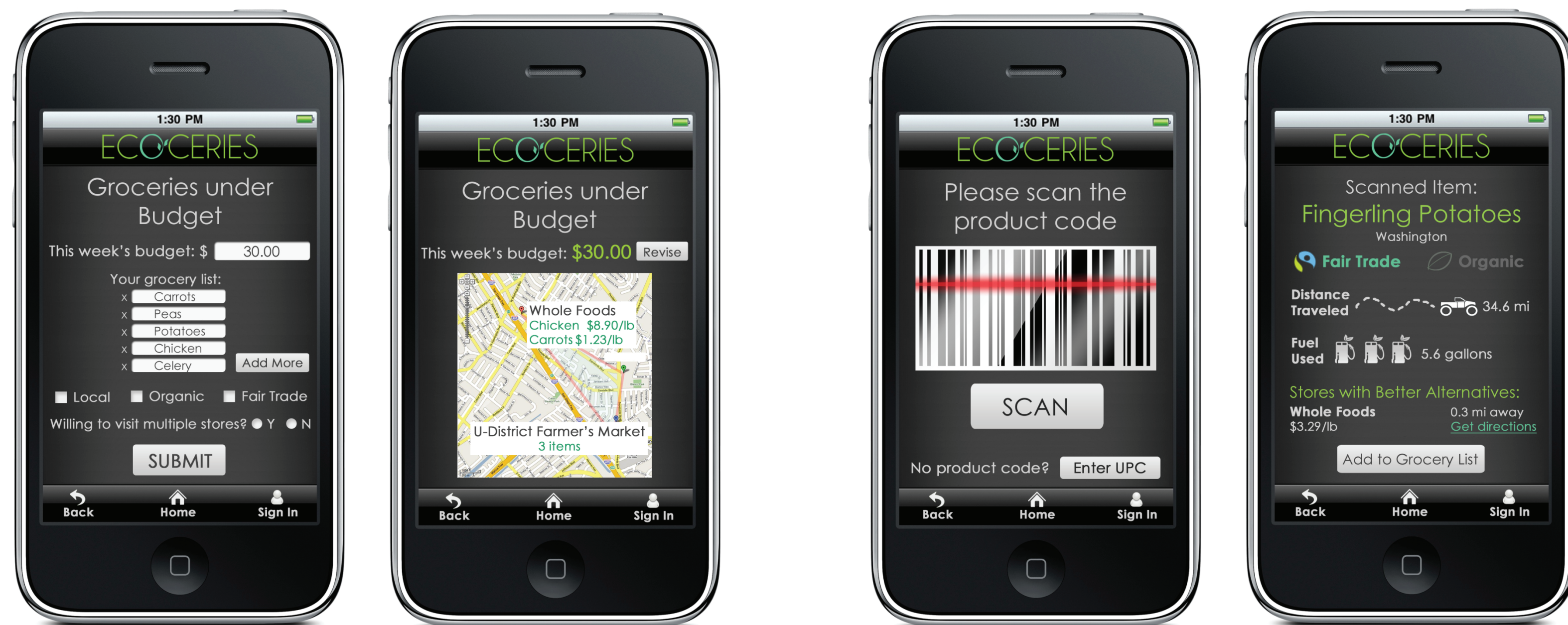
Design Process



Initial sketch after contextual inquiry



Low Fidelity Prototype after Task Analysis

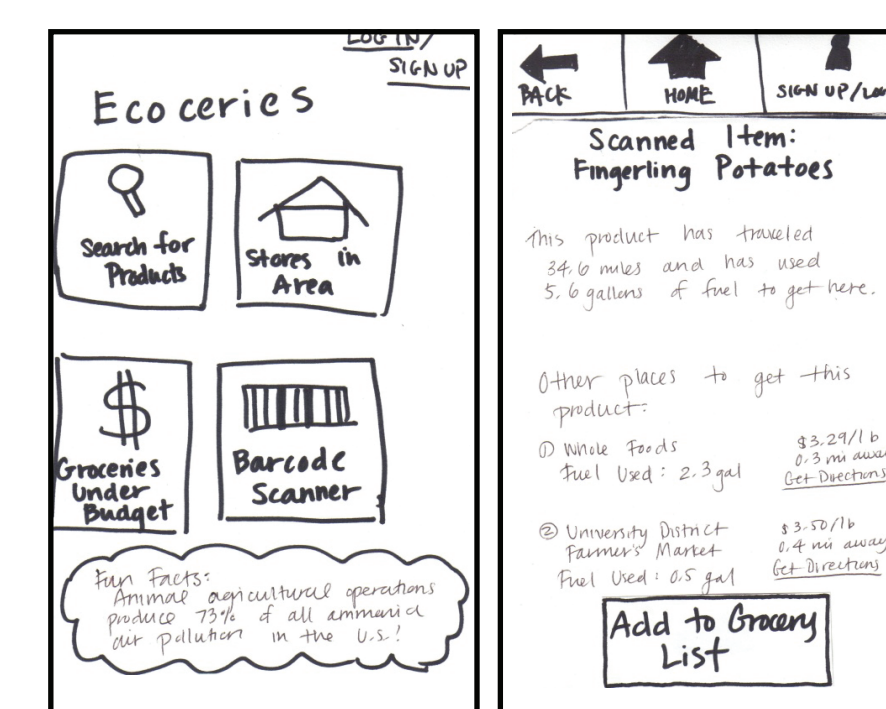


Groceries Under Budget

Enter your weekly budget and let Ecoceries create a sustainable grocery list based on your budget

Barcode Scanner

Scan barcodes or enter UPC digits to quickly compare the product price and quality with other stores in the area



Revised sketches after User Testing



High Fidelity Prototype