

# Design Document

## Overview

The goal of the Food Remastered project is to create the easiest and fastest way to connect donors to food banks, pantries, kitchens, and other agencies. Unlike similar apps and organizations, Food Remasters allows individuals who are not a part of a restaurant or business to join and donate. A user simply logs the food items they are willing to donate or that their agency needs. Then they are instantly matched with other users who can donate or who need the logged items. Although agencies may not be able to pick-up donations from homes, the app still benefits both parties by connecting everyday people with their community and showing how and where they can donate. Food Remastered was inspired by the combat against food waste, as 133 billion pounds of food is wasted in the US every year and 46 million Americans rely on food banks to feed their families. With its simple and intuitive interface, this app was designed with the busy American in mind, making sure everyone has the time and information to donate food to their neighbors in need.

## Audience Analysis

Age	Mostly adults age 30-65. Smaller portion from 18-29.
Gender	All genders
Race	All races
Family	No children, children, grandchildren
Occupation	Mostly owners of restaurants and food distribution agencies.
Education	Completed high school, most with undergraduate degrees
Technology	Smart-phone owners, most own and use laptops

## Style Guide

		HEADINGS
#FF8964	Main “Donate” color, buttons and headings	<b>COPPERPLATE GOTHIC BOLD</b>
#FFC8B7	Sub “Donate” color, backgrounds	Subheadings and official text Times New Roman
#22B28E	Main “Collect” color, buttons and headings	User input text Helvetica Neue
#94EBD5	Sub “Donate” color, backgrounds	<i>Decorative headings</i>
#3E3E3E	Main text color	<i>Lucida Calligraphy</i>

UI Element:



This button will represent connecting a potential donor to an agency in need

## Explanation

Food Remastered aims to be both professional and friendly. The colors are eye-catching and complimentary without being distracting. Helvetica Neue and Times New Roman were both chosen for their great commonality and readability. Times New Roman is to keep with the professional and trustworthy brand of Food Remastered while Helvetica Neue adds a gentler, friendly touch. Lucida Calligraphy was chosen as decoration for elegance and Copperplate Gothic Bold was chosen for its dramatic boldness and readability. It can be easily recognized and therefore contributes to the Food Remastered branding.

# Nancy Miles, Fun-Loving "Super Mom"



Generous

Empathetic

Creative

## Goals

- Get a new stove for the soup kitchen before winter starts
- Learn how to make baklava to surprise her husband
- Beat last year's record for amount of charity money raised

## Preferred Technologies

Smart Phone

iPad or Tablet

Laptop or Desktop

"Be kind today."

Age: 49

Work: Volunteer Coordinator at local soup kitchen

Family: Married, four children

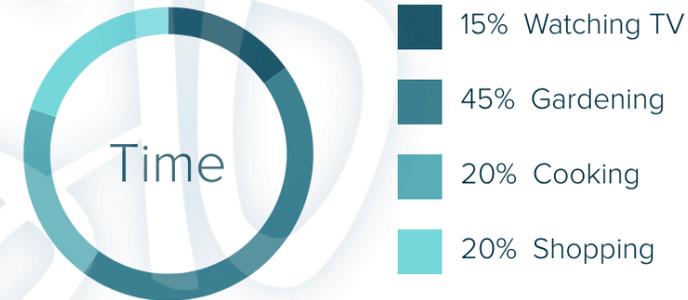
Location: Chapel Hill, N. C.

Origin: Dallas, T.X.

## Frustrations

- Technology seems so unreliable and is always breaking
- Her daughter Madeleine is misbehaving in school lately
- Her father is too vocal about political views she disagrees with

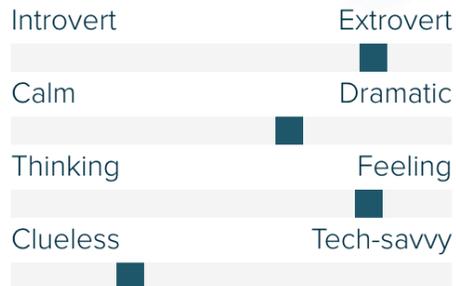
## Use of Personal Time



## Bio

Nancy Miles is a 49-year-old woman who married her high school sweetheart after she graduated college at Tufts University. She has four children, Jake (21), Michael (19), Anna (15) and Madeleine (13). Nancy took on the highly time-consuming job of volunteer coordinator at the town's soup kitchen after she felt her demands as a mother were no longer rigorous enough for her to feel fulfilled at the end of the day. Nancy loves living things-- she has two dogs, a cat, a vegetable garden and numerous birdfeeders strung up around her property. While she likes to think of herself as "with the times," Nancy avoids using new technologies when possible and spends the majority of her day away from screens. She finds nothing as fulfilling as face-to-face interaction.

## Personality



## Motivations

Comfort

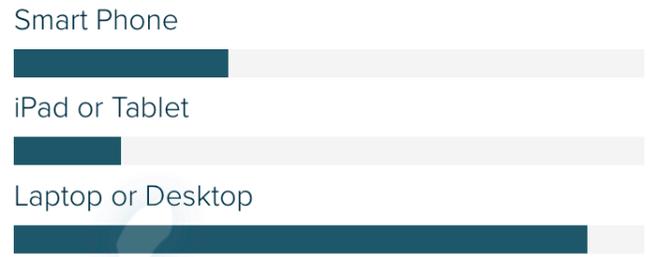
Sense of achievement

Social status



- People-Pleasing
- Sensitive
- Hard-Working

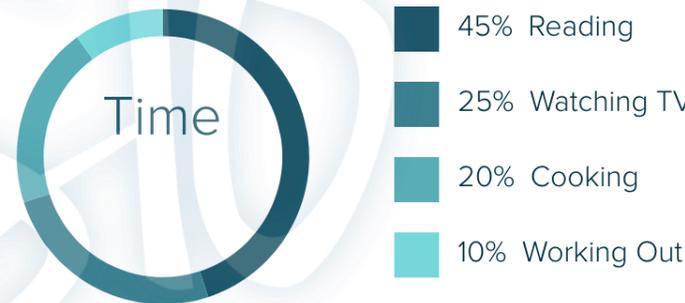
## Preferred Technologies



## Goals

- Increase the popularity of his restaurant before the holidays
- Save enough money to buy his parrot a larger cage
- Find someone who he could one day start a family with

## Use of Personal Time



*"Money doesn't grow on trees!"*

## Frustrations

- Can't understand why more people don't like his restaurant
- There never seems to be enough money in his bank account
- Feels he doesn't have time to be involved with the community

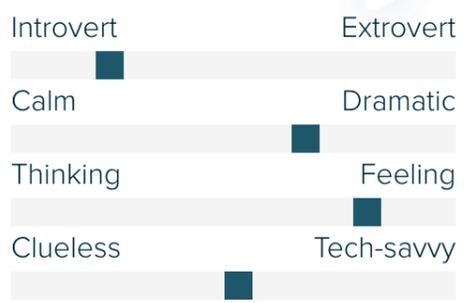
Age: 35  
 Work: Owns "The Dave Cave" American Restaurant  
 Family: Single, no children  
 Location: Chapel Hill, N. C.  
 Origin: Wilmington, N.C.

## Bio

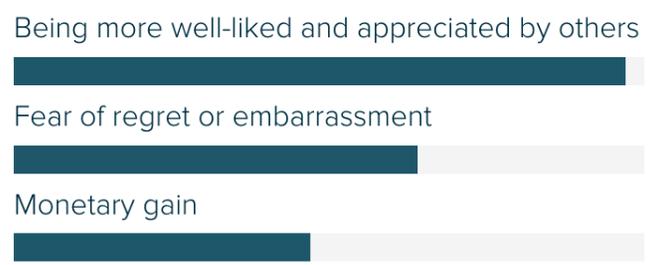
Dave Lotte is a 35-year-old man who lives in an apartment with his African Grey parrot named Cloud. He dedicates a massive amount of time to running his restaurant and takes every penny seriously, although he always finds it difficult to lay off employees. Despite his hard work, he knows members of the community find "The Dave Cave" to be mediocre.

Dave is fairly energetic and likes to eat meals outside. He spends most of his free time alone or just with his parrot. The world is changing too rapidly for Dave. He still watches DVD's and rejects the notion of mechanical pencils. While his father died years ago, Dave is close to his elderly mother.

## Personality



## Motivations



# Flow Chart





User profile name

1



2

# Welcome to Food Remastered!

Would you like to...

3

DONATE  
FOOD

For restaurants,  
supermarkets,  
food businesses  
and individuals  
looking to donate  
food.

4

COLLECT  
DONATIONS

For food banks,  
kitchens, shelters,  
and other  
organizations  
distributing food  
to those in need.

1.) The hamburger bar will lead to a full-screen menu with links to settings, profile, contact, and major donate and collect pages

2.) The user's name and photo will lead to the user's full profile page when tapped

3.) This button will start the donating food process

4.) This button will start the collecting food donations process



# DONATE!

Enter your available donations and we will match you with people and organizations in need

Food	Type or Brand	Amount
Ex. Apples	Ex. Red Delicious	Ex. 9
Ex. Apples	Ex. Red Delicious	Ex. 9
Ex. Apples	Ex. Red Delicious	Ex. 9
<b>+ ADD FOOD</b>		

Review & Match

- 1.) The user will be able to type in the food / brand / amount but the brand or type will not be a required field. Foods the user has logged in the past but has not donated will appear above the type fields
- 2.) The add food button will be used to add a new row for donation information
- 3.) The Review & Match button will allow the user to check over what they wrote and submit the donations to find matches



# You have 3 Matches

Tap "Connect" to find the best way to donate to your match.

Who's in need	C	What you can give
<b>1</b> Chapel Hill Food Bank	<b>2</b> Connect	Canned soup, carrots, peas <b>3</b>
South Pines Shelter	Connect	Apples, lentils, carrots
Carrboro Soup Kitchen	Connect	Lentils, carrots, apples, milk

- 1.) Tapping on the name of the agency will bring the user to an information page about the location
- 2.) The connect button will show the user how or where to drop off their donations, and if it is possible to have them picked up
- 3.) Tapping on the list of donations will show the user a comparison chart of what they wrote that they could donate and what the organization needs



User profile name



# Chapel Hill Food Bank

10 minutes away

**Address:** 248 Swift Road, Chapel Hill, 27890

**Hours:** Mon-Fri 8 am to 5 pm

**Weekly food pick-ups:** Sundays at 5 p.m. in Harris Teeter parking lot

**Phone:** 281-758-9047

**Email:** donations@CHFB.com

This organization picks up donations of 25 items or more within a 6 miles radius.

1

## Request Donation Pick-Up

If your request is accepted, you will be noticed via email and can arrange a pick up time with Chapel Hill Food Bank

2

Back to Matches

1.) The “request donation pick up” button will not appear if the agency does not do pick-ups of any kind or if the user is out of range for donation pick-ups. If the agency does do pick-ups, then the user can tap this button to enter details of when and how they can be reached.

2.) This button leads back to the page where the user can see all of their matches.

BACK

1



2



3



## Profile Name

**Total Donations:** 103

**Email:** user@donationapp.com

**Favorite Food:** Spaghetti Bolognese

4

See All Donations

1.) This is the only page where the user's profile does not appear in the top left corner. The back button will instead take the user to the page they were on before.

2.) This icon will lead to user and app settings.

3.) This icon lets the user edit their profile

4.) Each user will have an "all donations" page where they can see all the food they have donated to all agencies via the app



# COLLECT!

Enter the food you need and we will match you with people who want to donate.

## Your Food Needs List:

Frozen Veggies  
Apples  
Bananas  
Canned Soup  
Beans

Food

1

Ex. Apples

+ ADD FOOD

2

Review &  
Match

3

1.) This is where an agency can enter the foods that they are seeking. Foods previously entered appear above the type field.

2.) The add food button will make a new type field row

3.) Review & Submit gives the user a chance to look over their list before getting matched with potential donors.



User profile name



# You have 4 Matches

Tap “Connect” to find the best way collect from your match.

Who's donating	What they can give
1 Bob's Bar and Grill	2 Connect Apples, Beans 3
Spanky's Restaurant	Connect Frozen Veggies, Beans, Apples
Trader Joe's	Connect Canned Soup
The Smith Family	Connect Apples, Bananas

- 1.) Tapping on the name of the donor will lead to an information page on that person or business
- 2.) The connect button allows the user to find find a way to collect the donations from the potential donor
- 3.) Tapping on the food items will lead to a page that compares the items that this donor can give and the amounts to what the agency requested



User profile name



# Bob's Bar and Grill

7 minutes away

**Address:** 643 Lake Drive, Chapel Hill, 27590

**Hours:** Mon-Fri 10 am to 11 pm

**Phone:** 481-557-9102

**Email:** bob@bobgrill.com

This user prefers to have their donations picked up on weekends

1

## Request Donation Pick-Up

If your request is accepted, you will be noticed via email and can arrange a pick up or drop off time with Bob's Bar and Grill

2

Back to Matches

1.) The "request donation pick-up" button will not appear if this user does not want their donations to be picked up. If they do, then it will lead to a form where the agency enters information on when they can make pick-ups and allows the donor and agency to organize a time or place to meet.

2.) This button leads back to the page where the user can see all of their matches

# User Testing

## Overview

User testing was a great way to observe how people responded to the interface of Food Remastered. I learned that users found the app simple and intuitive as all of them completed every task quickly and rated the tasks as “very easy” on the difficulty scale. I designed the app to be as simple as possible, so this did not surprise me. Two of the users specifically mentioned that they enjoyed the colors and ascetic design of the app, and I learned that the minimalistic approach came across as clean, professional, and appealing. One user commented that the app looked “pretty legit” and “trustworthy.” It surprised me that none of the users had heard of any organizations with the same concept as Food Remastered (connecting food donors to agencies in need). However this solidified my belief that none of the other organizations with similar concepts have been as successful as they could be, considering most people don’t even know these types of services exist. All three users said they would recommend this app to their friends and family, with two users giving it a 10/10 recommendation rating and one giving it a 9/10.

One thing a user did not like was that there was no map to show the location of the donation agencies. I thought this was a good point, which is why in my new design I added a “view on map” button to the information page on each agency or business. One user also commented that they did not like the menu being placed in the top corner of the page, but because the other two users liked the menu, I decided this did not need to be changed. I noticed that users did not immediately realize that they needed to press the “connect” button to see the information on each agency, so I made the name of the agency lead to the same information page as the “connect” button. Overall, the testing was very helpful because it helped me see my app with a new mental model and make changes that I believe improved the user experience.

## Link to original prototype

<https://xd.adobe.com/view/7234e76d-4fd9-47b8-683c-28e1e8c685df-0405/>

## User Tests Links

[https://www.usertesting.com/v/593e68ae-a400-4bce-aa50-87f10ed553e8?encrypted\\_video\\_handle=yAE1k0X7mrCFhzBHxF1pwA&shared=VKML9-kf](https://www.usertesting.com/v/593e68ae-a400-4bce-aa50-87f10ed553e8?encrypted_video_handle=yAE1k0X7mrCFhzBHxF1pwA&shared=VKML9-kf)

[https://www.usertesting.com/v/013c4488-3646-45d3-a285-2b64900093e9?encrypted\\_video\\_handle=\\_71bGvJtWDSzW1LRTOpHNg&shared=CVBEq9UN](https://www.usertesting.com/v/013c4488-3646-45d3-a285-2b64900093e9?encrypted_video_handle=_71bGvJtWDSzW1LRTOpHNg&shared=CVBEq9UN)

[https://www.usertesting.com/v/55984d06-f11d-45b0-af8e-c0131b89fb43?encrypted\\_video\\_handle=hn5JIHMad33WJ0iVXlrW7Q&shared=w1ouP4kU](https://www.usertesting.com/v/55984d06-f11d-45b0-af8e-c0131b89fb43?encrypted_video_handle=hn5JIHMad33WJ0iVXlrW7Q&shared=w1ouP4kU)

## Link to new prototype

<https://xd.adobe.com/view/d4443f12-e799-4b3c-5eb4-5f5382464930-a275/>



*Welcome to*

# FOOD REMASTERED

Would you like to...



**DONATE  
FOOD**

For restaurants,  
supermarkets,  
other businesses  
and individuals  
looking to  
donate food.

**COLLECT  
FOOD**



For food banks,  
kitchens, shelters,  
and other  
organizations  
distributing food  
to those in need.



# DONATE

Enter your available donations and we will match you with people and organizations in need

Food

Type or Brand

Amount

Ex. Apples |

Ex. Red Delicious

Ex. 9

+ ADD FOOD

**FIND  
MATCHES**



# *You have 3 Matches*

Tap “Connect” to find the best way to donate to your match.

Who's  
in need

What you  
can give

Chapel Hill  
Food Bank

CONNECT

Canned soup,  
carrots, peas

South Pines  
Shelter

CONNECT

Apples, lentils,  
carrots

Carrboro  
Soup Kitchen

CONNECT

Lentils, carrots,  
apples, milk

ADD  
DONATIONS



# Chapel Hill Food Bank

10 minutes away

[See on Map](#)

**Address:** 248 Swift Road, Chapel Hill, 27890

**Hours:** Mon-Fri 8 am to 5 pm

**Weekly food pick-ups:** Sundays at 5 p.m. in Harris Teeter parking lot

**Phone:** 281-758-9047

**Email:** donations@CHFB.com

This organization picks up donations of 25 items or more within a 6 miles radius.

[Request Donation Pick-Up](#)

If your request is accepted, you will be notified via email and can arrange a pick-up time with Chapel Hill Food Bank

[Back to Matches](#)

BACK



# Prototype Polly

**Total Donations:** 103

**Email:** user@donationapp.com

**Favorite Food:** Spaghetti Bolognese

[See All Donations](#)



# COLLECT

Enter the food you need and we will match you with people who want to donate.

## Your Current Food Needs:

Frozen Veggies

Apples

Bananas

Canned Soup

Beans

Food

Ex. Apples

+ ADD FOOD

**FIND  
MATCHES**



# *You have 3 Matches*

Tap “Connect” to find the best way to collect from your match.

Who's donating

What they can give

Bob's Bar and Grill

CONNECT

Apples, Beans

Spanky's Restaurant

CONNECT

Frozen Veggies, Beans, Apples

The Smith Family

CONNECT

Canned Soup, Milk

ADD  
NEEDS



Prototype Polly



# Bob's Bar and Grill

7 minutes away

[See on Map](#)

**Address:** 643 Lake Drive, Chapel Hill, 27590

**Hours:** Mon-Fri 10 am to 11 pm

**Phone:** 788-890-2834

**Email:** donations@bobsgrill.com

This user prefers to have their donations pick up on weekends

[Request Donation Pick-Up](#)

If your request is accepted, you will be notified via email and can arrange a pick-up or drop-off time with Bob's Bar and Grill

[Back to Matches](#)

HOME

ABOUT

PROFILE

DONATE

COLLECT

SETTINGS

CONTACT



**FOOD REMASTERED**

Food Waste -- *It's a big problem*

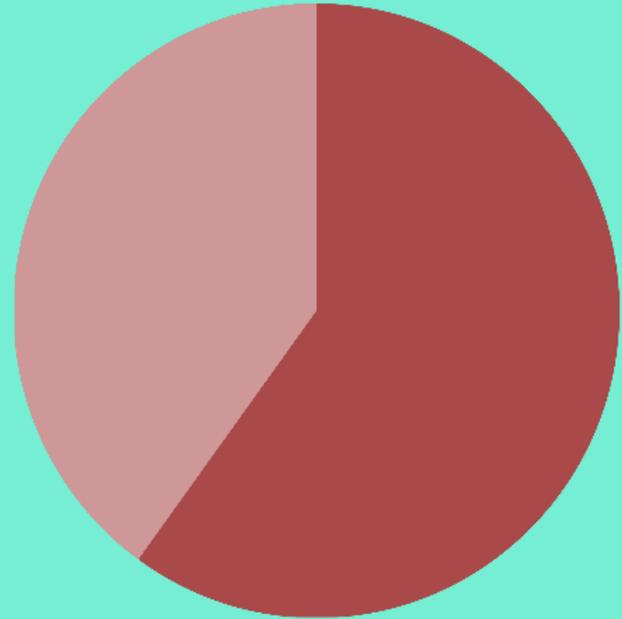
**133 Billion Pounds**



**46.5 Million**  
Need Food Banks

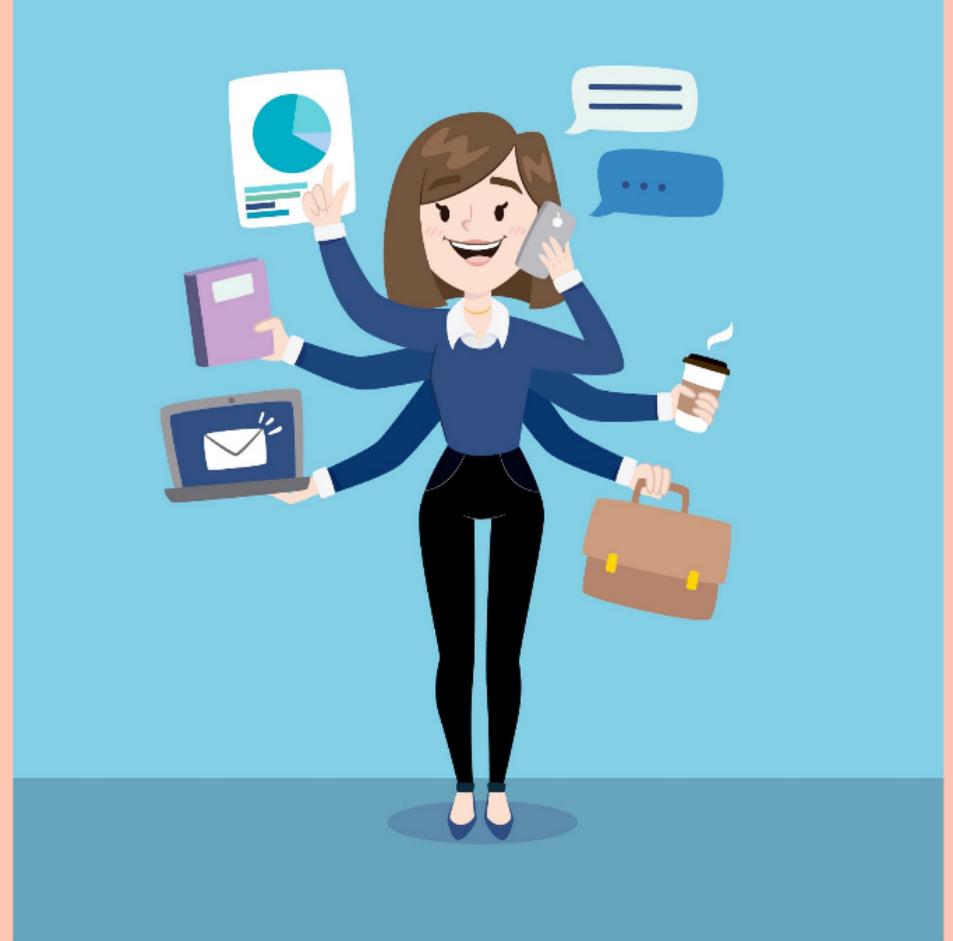


**62% of food banks**  
Threatened by lack  
of food supplies



# Why don't people donate?

- Lack of information
- **Lack of convenience**





Prototype Polly



Welcome to

# FOOD REMASTERED

Would you like to...



## DONATE FOOD

For restaurants, supermarkets, other businesses and individuals looking to donate food.

## COLLECT FOOD



For food banks, kitchens, shelters, and other organizations distributing food to those in need.



Prototype Polly



# DONATE

Enter your available donations and we will match you with people and organizations in need

Food	Type or Brand	Amount
Ex. Apples	Ex. Red Delicious	Ex. 9
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

+ ADD FOOD

FIND MATCHES



Prototype Polly



## You have 3 Matches

Tap "Connect" to find the best way to donate to your match.

### Who's in need

### What you can give

Chapel Hill Food Bank

CONNECT

Canned soup, carrots, peas

South Pines Shelter

CONNECT

Apples, lentils, carrots

Carrboro Soup Kitchen

CONNECT

Lentils, carrots, apples, milk

ADD DONATIONS

All the  
info you  
need.

Prototype Polly

## Chapel Hill Food Bank

10 minutes away

[See on Map](#)

**Address:** 248 Swift Road, Chapel Hill, 27890

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[Back to Matches](#)

Even get  
donations  
picked-up!

What makes us different?

