



CASE STUDY 03

KATE JIE YU

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CONCEPT



## OVERVIEW



This Project is focused on the relationship between food and environment. According to this project, we will help people to understand how we can do to protect the environment from our eating habit.

The app will analyze how the environment affects our health and how we can change our food shopping habit to change the environment around us. Protecting environment starts from having organic food.

At the same time, the App will teach people the organic food recipe and share some organic farm or farmer's market event schedule to make them know more about Organic food.

## PROBLEM

Since we share everything on Earth with every living thing on the planet, what happens in one area affects everything too, no matter how far away. Pollution or the introduction of different forms of waste materials in our environment has negative ef-

fects to the ecosystem we rely on. There are many kinds of pollution, but the ones that have the most impact to us are Air, soil and Water pollution. How does pollution affect humans? We cause most of the pollution and

we will suffer the consequences if we don't stop. We are already seeing its effects in the form of global warming, contaminated seafood, increased cases of lung diseases and more.

## SOLUTION

**FACT NUMBER 1** - organic food production eliminates soil and water contamination.

**FACT NUMBER 2** - organic food production helps preserve local wildlife.

**FACT NUMBER 3** - organic food production helps conserve biodiversity.

**FACT NUMBER 4** - organic food production helps the fight against global warming.

**FACT NUMBER 5** - organic food production reduces erosion.

### ENVIRONMENT

Despite the lack of scientific studies and existence of a few which even deny the environmental benefits of organic food production, there is no doubt about which food production methods cause the greatest harm to the environment. The fact alone that organic farming methods strictly forbid the use of all synthetic chemicals is enough

to reject allegations about organic food production not being any more environmentally friendly than the conventional farming practices. The effects of pesticides and artificial fertilizers have been scientifically proven seriously damaging to both the environment and human health. Pesticides do not only kill pests but many beneficial insects too including honey bees, while some are even lethal for small mammals and birds. But their effect on the environment does not end here.

## HOW IS THIS UNIQUE?

It educates people about organic food.

It offers organic food recipes.

It shows the farmers market schedule every week.

It has nutritionist tips for healthy eating.

## HOW DOES THIS HELP?

It helps people to understand the relationship between food and environment.

It offers the users the location of the organic food market nearby.

It helps the users to have a healthy eating habit.

It teaches the users how to protect the environment indirectly.

It makes the users know their body and physical condition.



RESEARCH



## RESEARCH

Food is for people want to know more about organic food and want to have a healthy life for both outside and inside. Outside, It is about the environment. The users will know how to protect the environment and how the environment can aect human and how the decision human make can aect the environment. They will learn why the environment is that important to human or to human life. Inside, It is about the healthy eating habit. The users will learn what kind of food is healthy food, how to pick up food, where they can buy healthy food, healthy food recipe, and any events about healthy life and healthy food. At the same time, they will nd the nutritionist tips about the daily meal plan.



55% Healthy eating



35% taste of organic food



53% avoiding chemical residues



31% animal welfare



44% care for the environment and nature

## COMPETITORS



### ELEVATION BURGER

It is one of the first all-organic fast food chain restaurants striving to meet the need for convenience while delivering more sustainable menu options. The company has restaurants stretching from Texas to Maine and has historically partnered with farmers and ranchers to sponsor certification of their herds to grow their supply.

### GEORGIA ORGANICS

It based in Atlanta, GA, uses farmer mentorship programs, instructional videos, and outreach events to connect Georgia farmers to Georgia consumers and to contribute to a more sustainable and healthy food system.

### EDEN FOODS

It began in Ann Arbor, MI in the 1960s, is the oldest organic food company in North America. The company has grown from a co-op to a large organic distributor, and continues to track the environmental impact of its food upstream with suppliers, through company operations, and downstream through monitoring of all social impacts.

# COMPETITOR ANALYSIS



	ELEVATION BURGER	GEORGIA ORGANICS	EDEN FOODS	OFOOD
App				✓
Recipe		✓	✓	✓
Serving food	✓			
Events		✓		✓
Shopping food online	✓		✓	✓

## TARGET AUDIENCE



### PRIMARY

**GENDER:** M/F

**AGE:** 55 - 70 yr

**EDUCATION:** Highly Educated

**STATUS:** Married

**LOCATION:** Suburban

**FAMILY:** Children in college

**FINANCIAL STATUS:** Affluent

### SECONDARY

**GENDER:** M/F

**AGE:** 45 - 55 yr

**EDUCATION:** Highly Educated

**STATUS:** Married

**LOCATION:** Suburban

**FAMILY:** Children at home

**FINANCIAL STATUS:** Affluent

### KEY PERSONA

**NAME:** Tina Huang

Tina and her husband is vegetarian. Their basic food is vegetable and dairy. Tina became a organic food support after she got retired at home. She noticed it should be more careful about food in her age and she has more time to do the research about the healthy life style and eating habit.

## KEY PERSONA



**NAME:** Tina Huang

**GENDER:** F

**AGE:** 57 yr

**WORK STATUS:** Retired  
from a computer engineer

**STATUS:** Married

**LOCATION:** Los Gatos, Ca

**FAMILY:** Two children (Out of  
House), Husband working as  
a hardware engineer

**FINANCIAL STATUS:**  
Affluent

## GOAL

Tina wants to live very healthy with her husband after she got retired. She planed to do more excises. She has a problem about uncontrolable skin itching. Her doctor told her to be focus on the food put into the mouth.

## PAIN POINTS

Organic food Is expensive  
Organic food market is not a lot  
Not sure if it is real organic  
Not familiar with organic food knowllege  
Organic food cannot be last long

## PERSONA 02



**NAME:** Jo Li

**GENDER:** F

**AGE:** 42 yr

**WORK STATUS:** House Wife

**STATUS:** Married

**LOCATION:** Cambell, Ca

**FAMILY:** Two children (One

is 9 yr and another is 6 yr),

Husband working as an electric  
engineer

**FINANCIAL STATUS:** Affluent

## GOAL

Jo's goal is keeping family especially kids eat healthily. She has a daughter allergic to peanuts, egg, and milk. She wants her daughter to eat healthily and may get better of allergy.

## PAIN POINTS

Organic food is expensive

Organic food market is not a lot

Not sure if it is real organic

Not familiar with organic food knowllege

Organic food cannot be last long

## PERSONA 03



**NAME:** Kyle Chuang

**GENDER:** M

**AGE:** 45 yr

**WORK STATUS:** Insurance Agent

**STATUS:** Married

**LOCATION:** San Jose, Ca

**FAMILY:** Two children (One is 9 yr and another is 8 yr), Wife is a volunteer in an organization

**FINANCIAL STATUS:** Affluent

## GOAL

kyle is an environment protector. He is very like go out to the natural park. He noticed the weather became not readable in California those three years. It got hot in summer and more raining day at spring.

## PAIN POINTS

There is not a lot of organic food market and resutaurant.

Don't know how to encorage people aound to protect enviroment and have organic food since it is expensive.

Some people don't care about the food.

There are a lot of fast food around.



APP



## CARD SORTING

① Open the App.

Load the welcome page and automatic jump to the landing page

② ~~Read~~ Take a healthy level test.

Click the under slide and get into the test page

③ Get the result

Read the solution and get know more about the health level relative with environment

① login account

After login, can see more personal setting ~~and see~~

② Check the coming event

Get into Calendar and check coming event from Calendar

③ Check into event detail

~~Go to~~ See the time and event detail.

④ Check going the event.

⑤ Double check Calendar. the going event will mark a red dot under the date

① login account.

② check friend login

Go to the contact page and see friends there

③ Create an-event with friends

④ put the detail in the event and send out to friends

⑤ Get notification of friends' responses

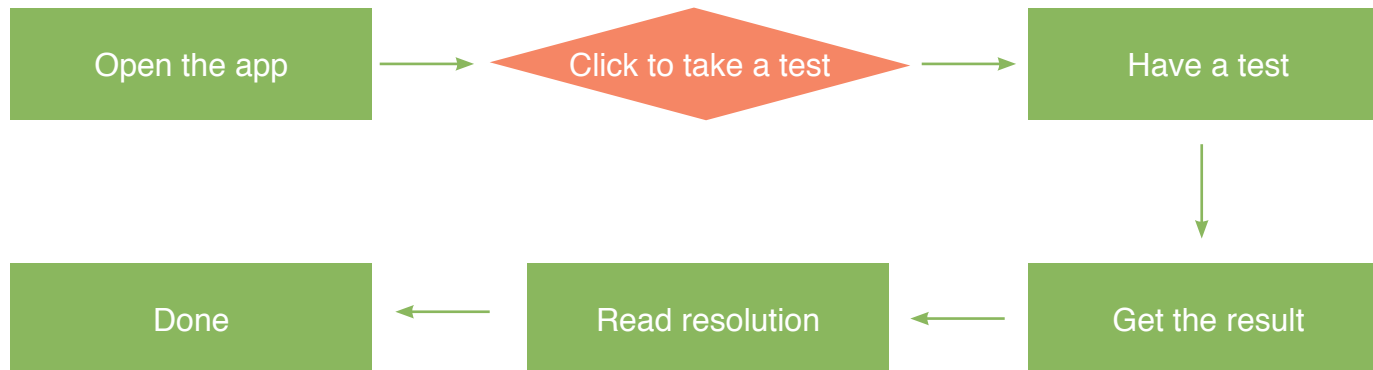
⑥ change the time/location of the event

Automatic to send new schedule to friends.

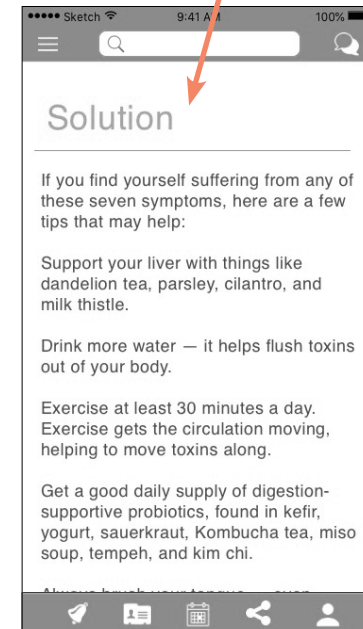
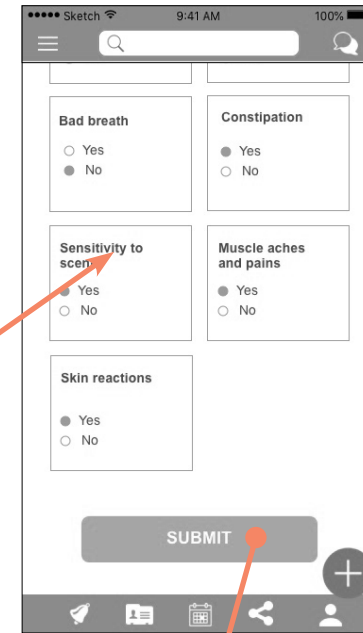
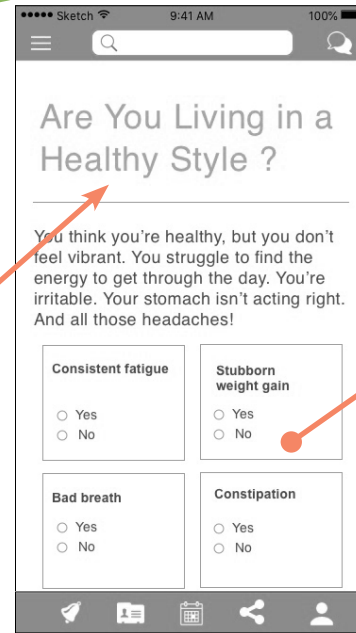
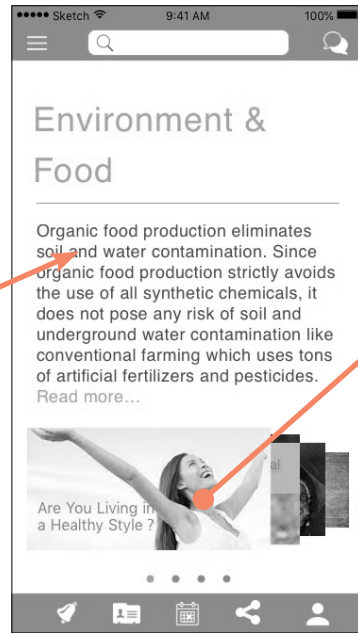
## USERFLOW 01



Tina wants to test herself if she is living in a healthy condition.



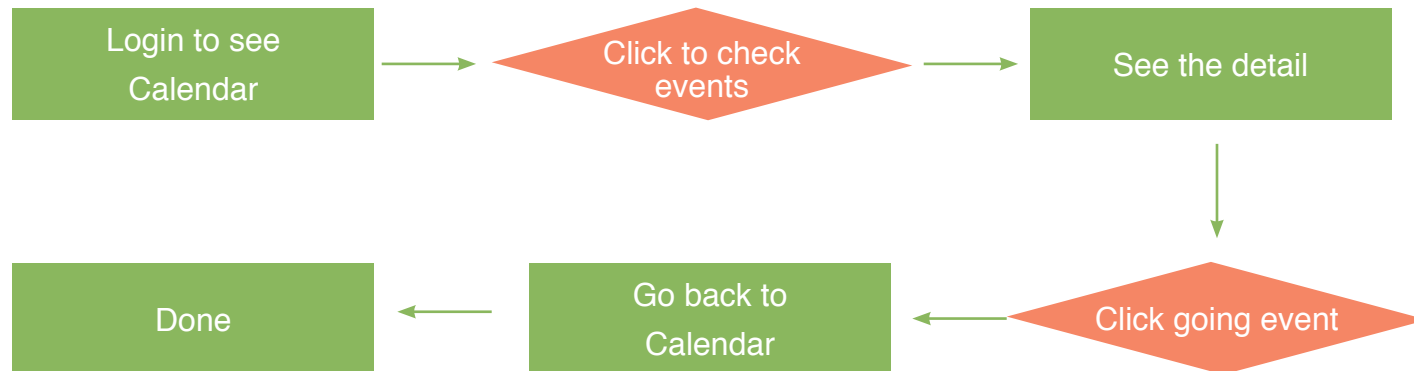
# WIREFLOW 01



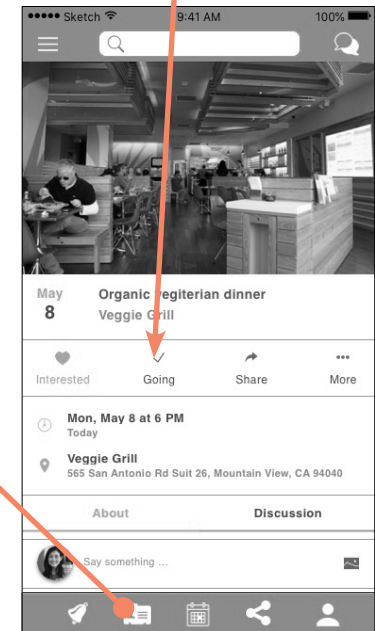
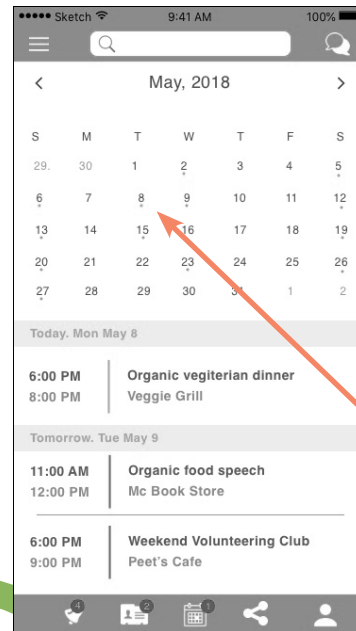
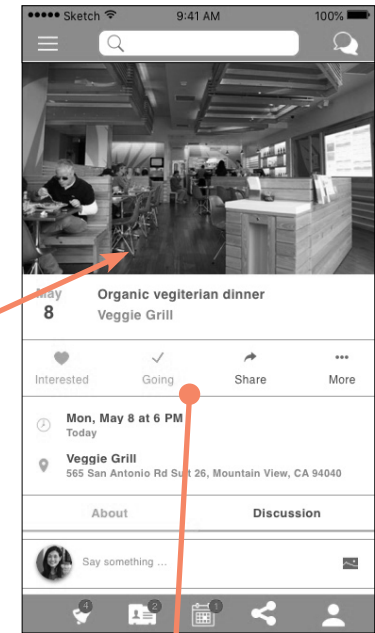
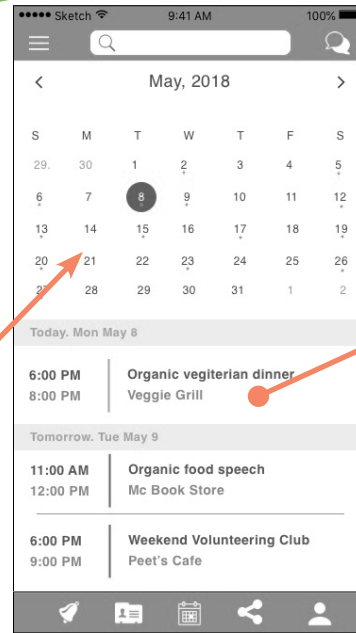
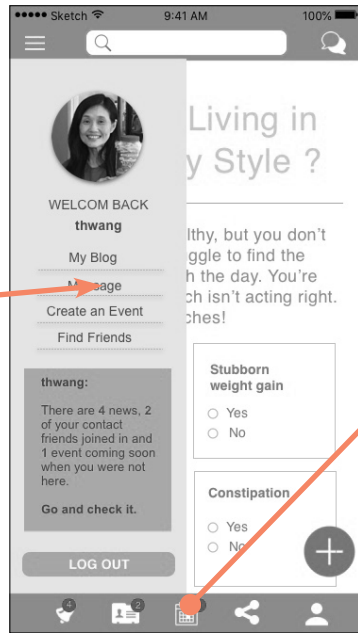
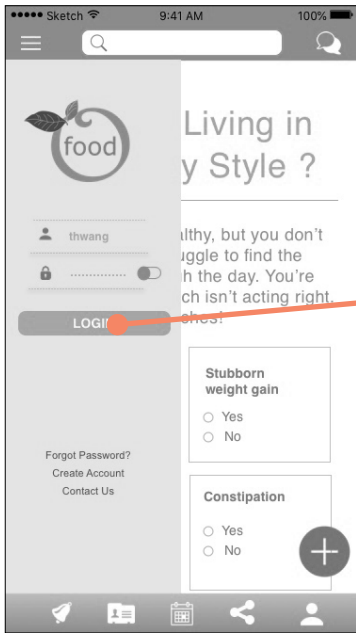
## USERFLOW 02



Jo checks the recent events and will to join one.



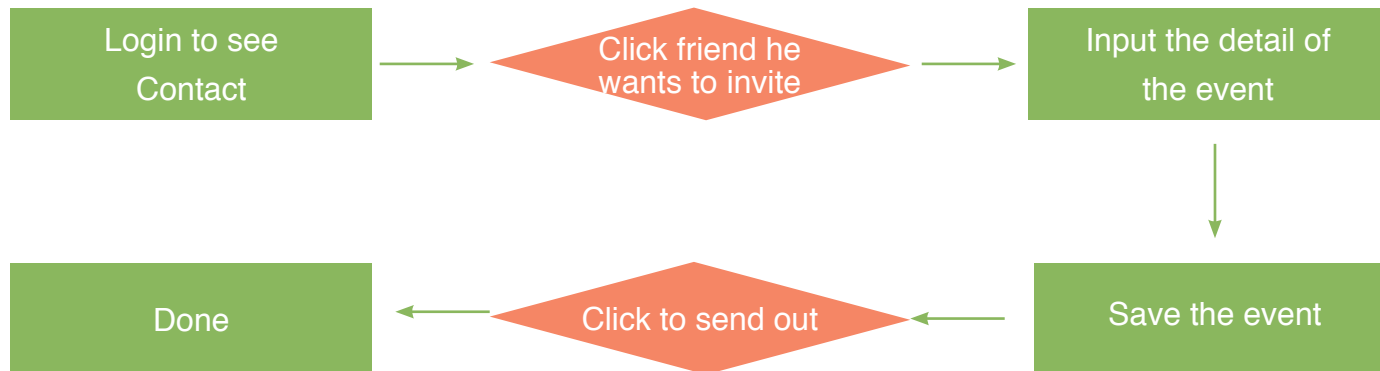
# WIREFLOW 02



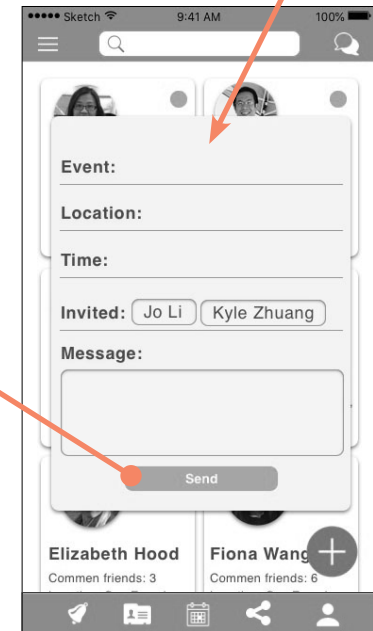
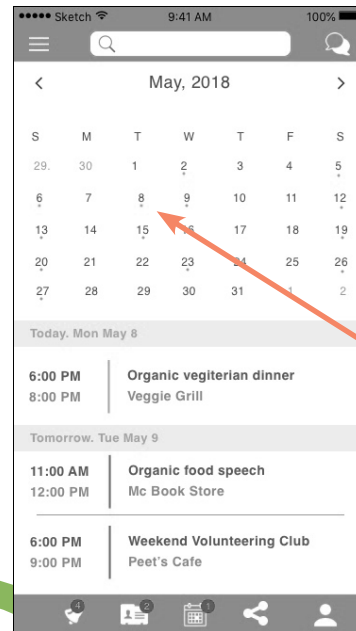
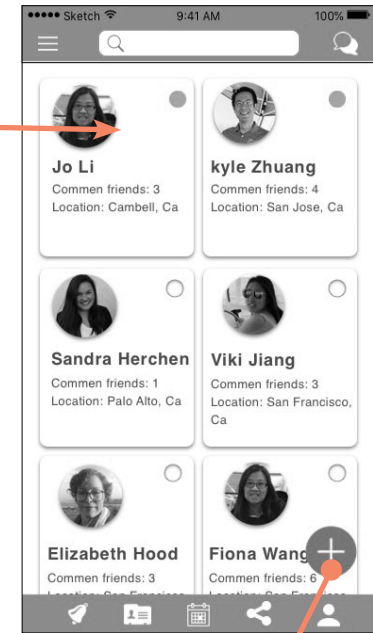
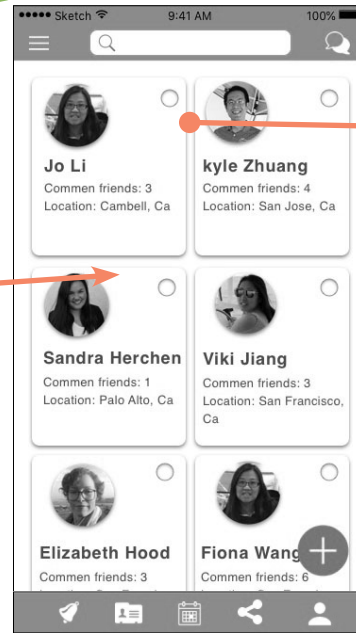
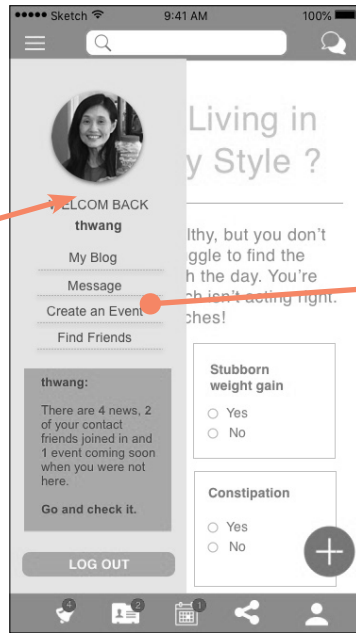
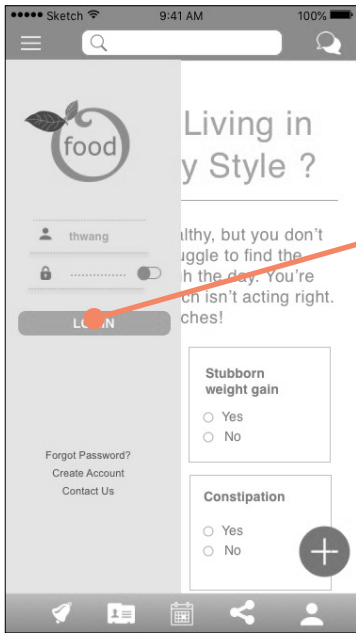
## USERFLOW 03



Kyle trying to make an event with friends to go for a hike.



# WIREFLOW 03

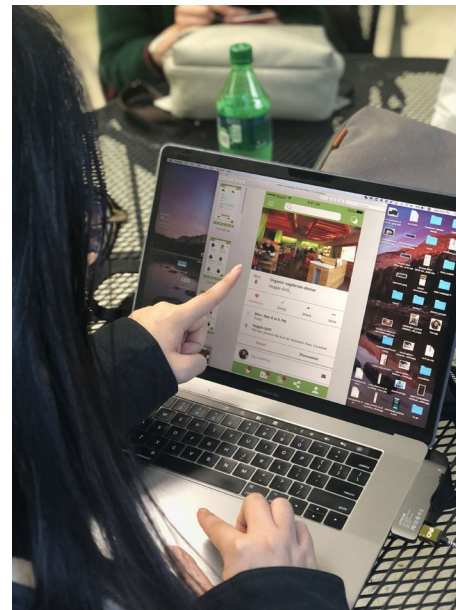


# USER TESTING



## TESTING 01

The user tested app and felt event creation function can be more flexible. I added the event creation to the menu bar in account.

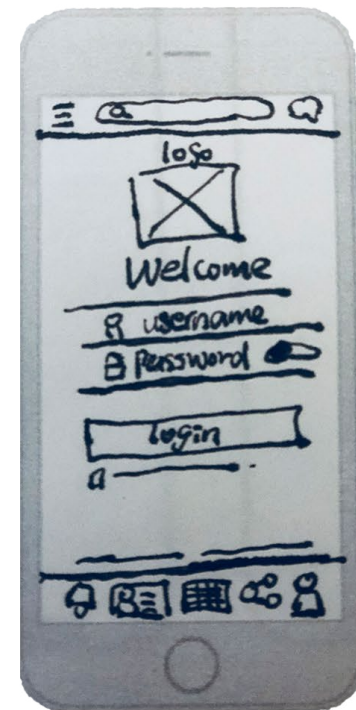
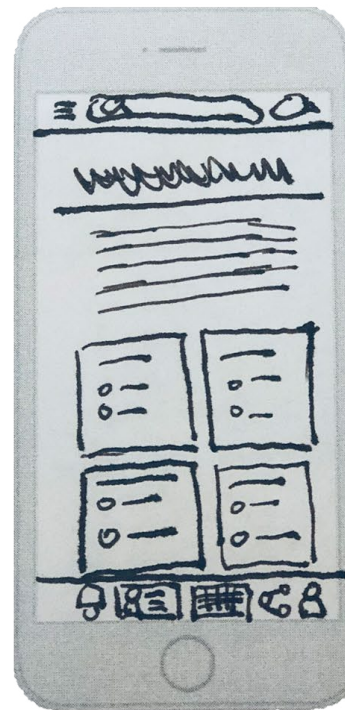
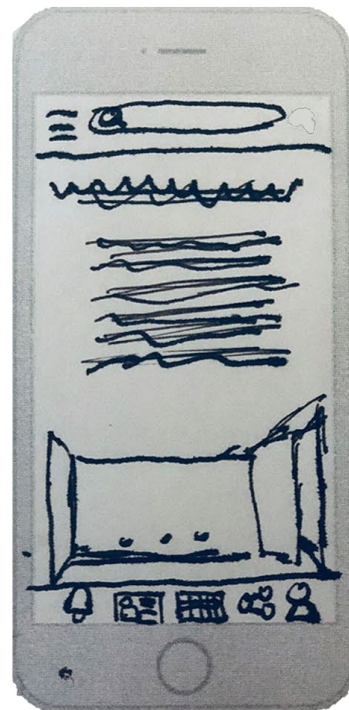
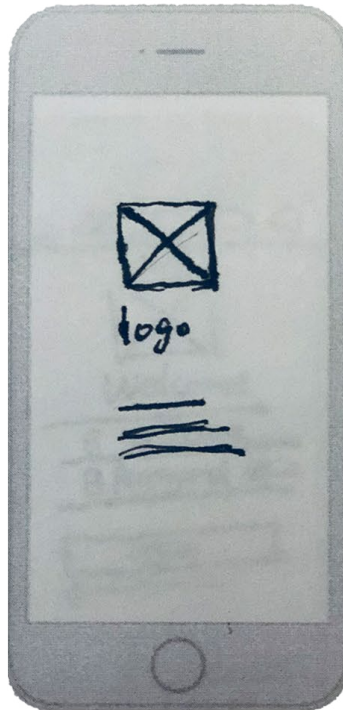


## TESTING 02

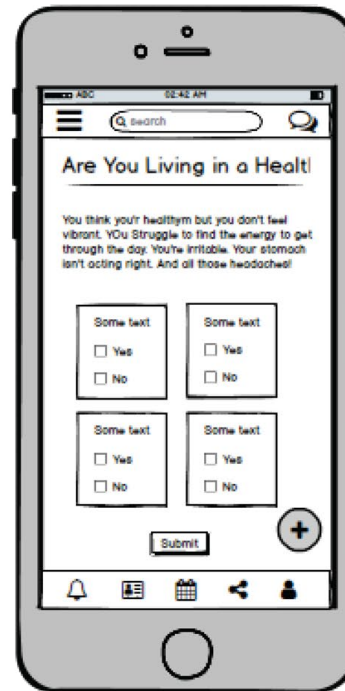
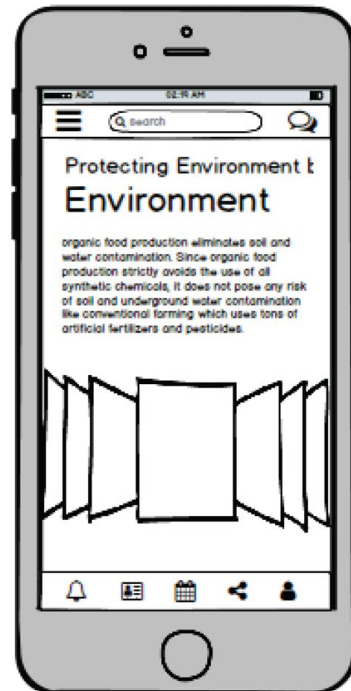
The user tested the event checking and joining function. She suggested to add the personal event to the calendar too. I added it into the app after I talked to her.



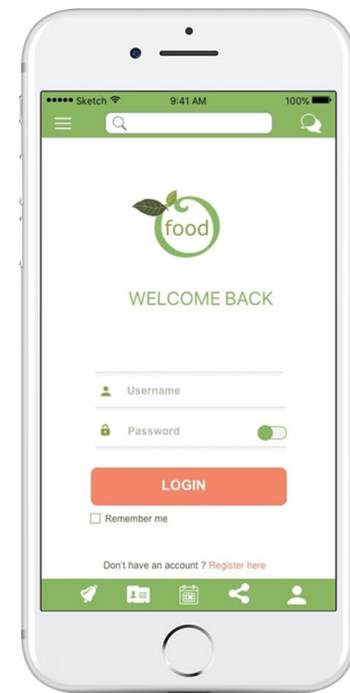
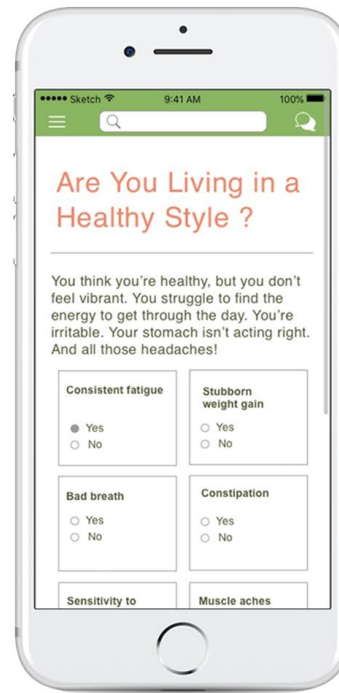
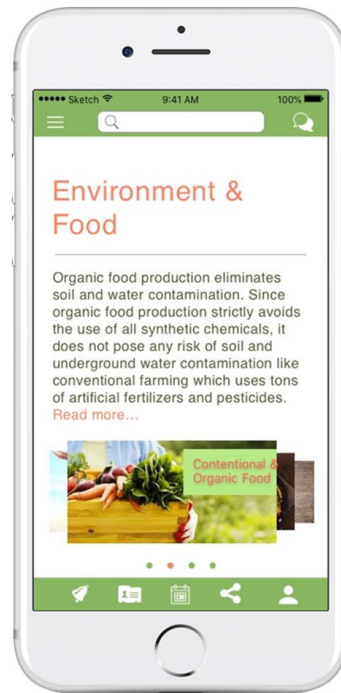
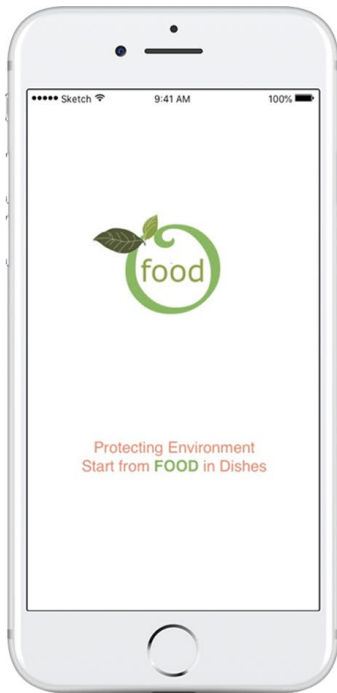
# APP SKETCH



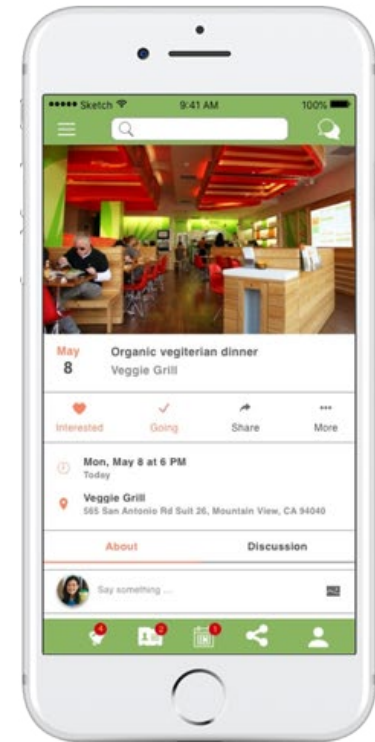
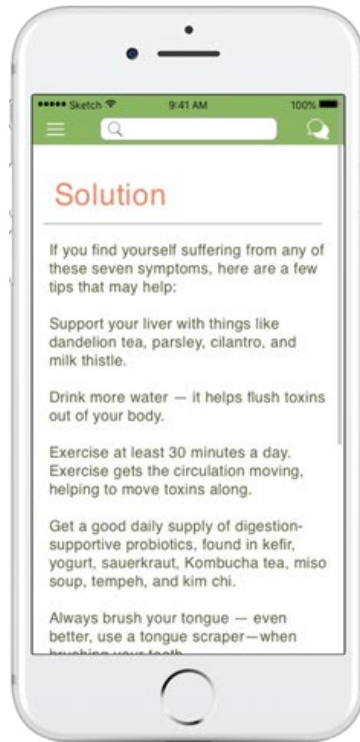
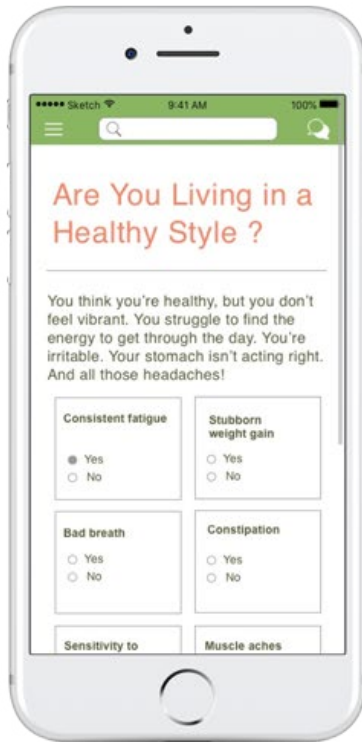
# WIREFRAMES



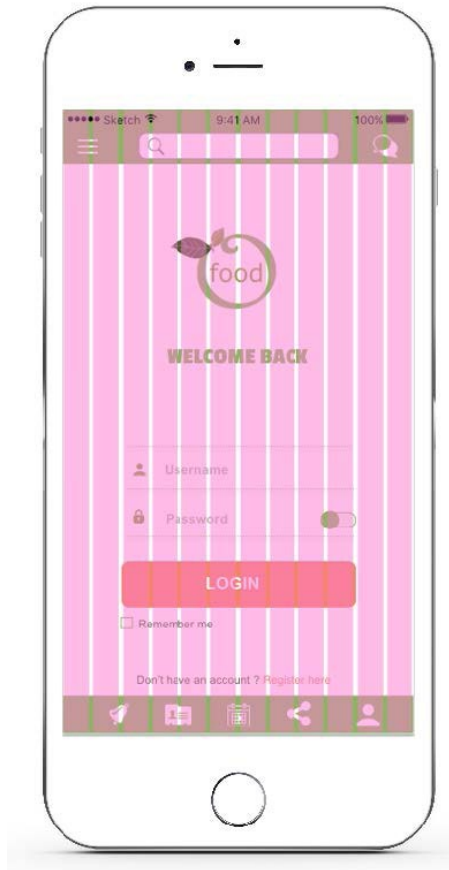
# LAYOUT DESIGN



# LAYOUT DESIGN



# APP GRID & SPACING



## IPHONE 8

Total Width: 375px

Offset 0px

Number of Columns: 12

Gutter Width: 11px

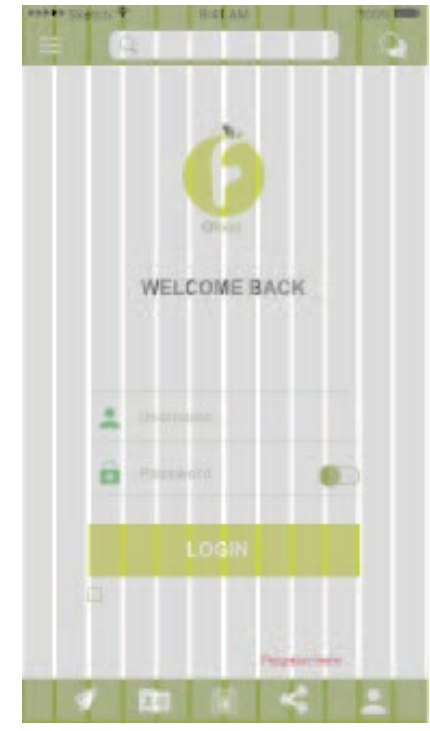
Column Width: 20px

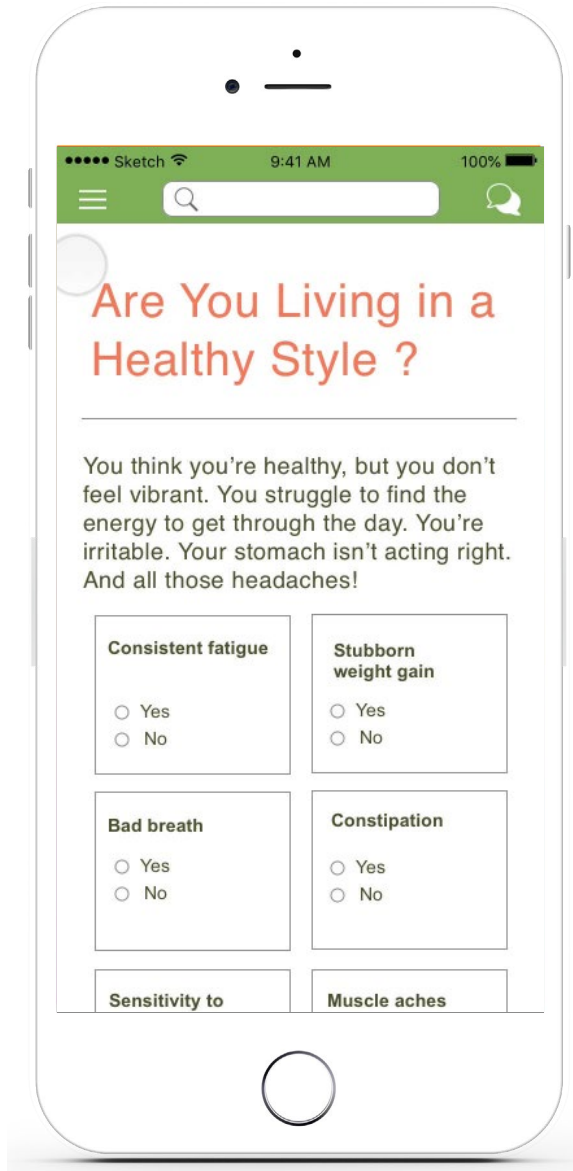
Gutter on outside

Grid block size: 26px

Thick lines every: 12 blocks

# GRID





## CHECK EVENTS

After login the user account, the system will send information about the coming events

## JOIN EVENTS

Check the events in the calendar. Have the grey pots under days are coming events and they orange pots under days are going events

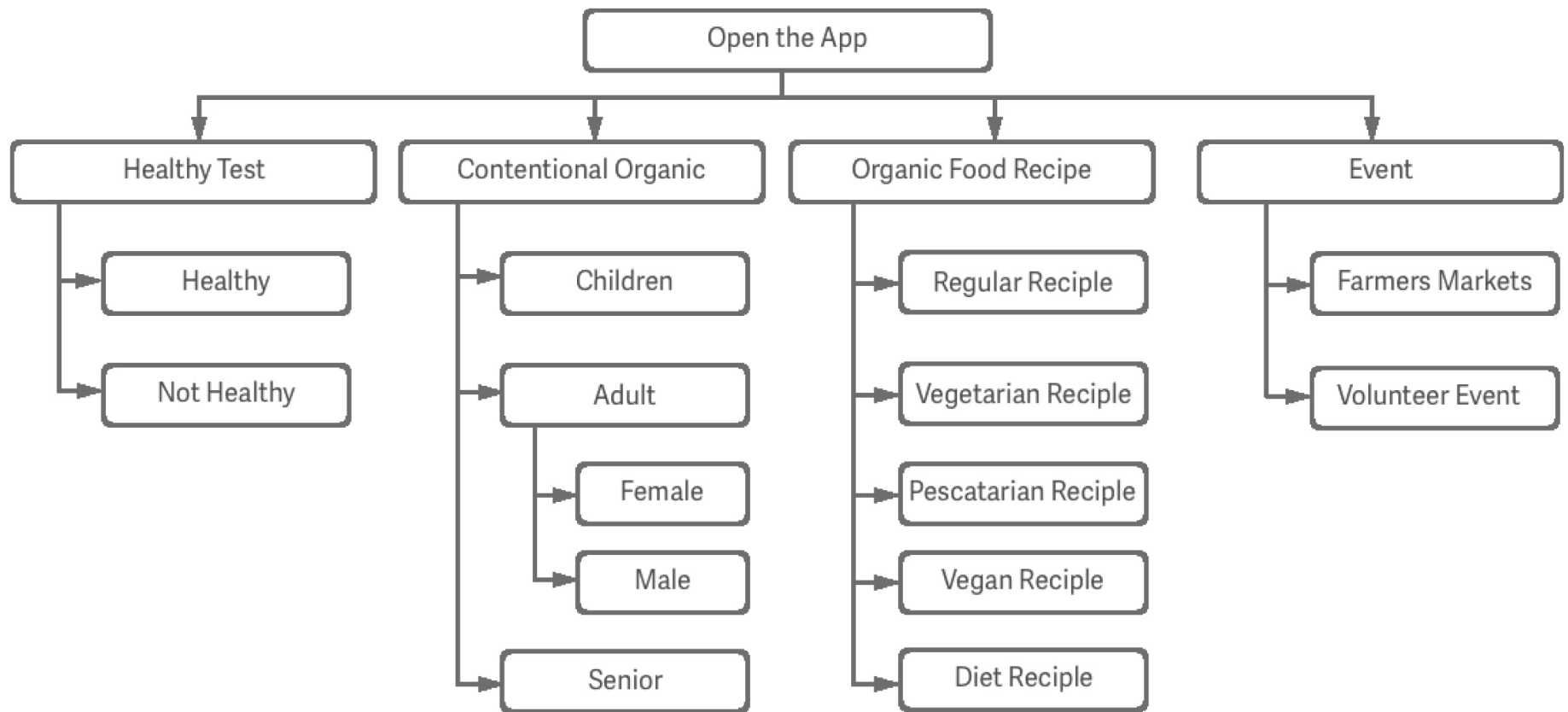
## ICONOGRAPHY



System icons are displayed at 24dp. When creating icons, it's important to design at 100% scale for pixel-perfect accuracy.

When the mouse and keyboard are the primary input methods measurements may be condensed to accommodate denser layouts. For dense layouts on desktop, icons can be scaled down to 20dp.

# ARCHITECTURE

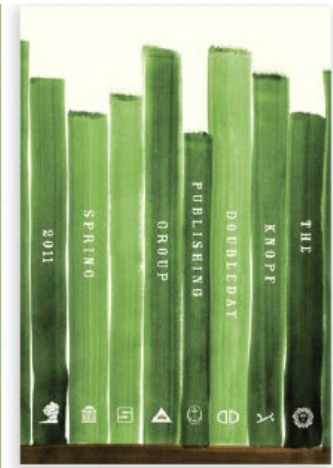




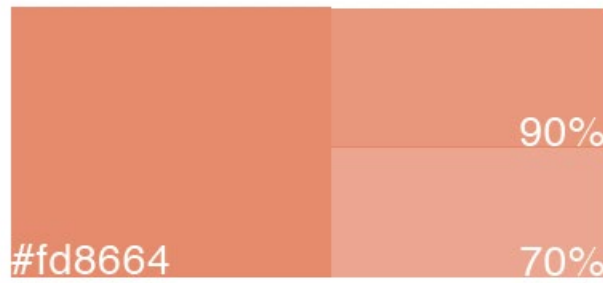
# BRAND GUIDELINE



# MOODBOARD



# COLOR



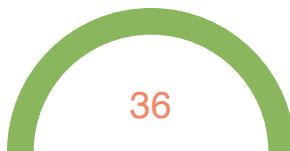


PASSION ONE  
BOLD

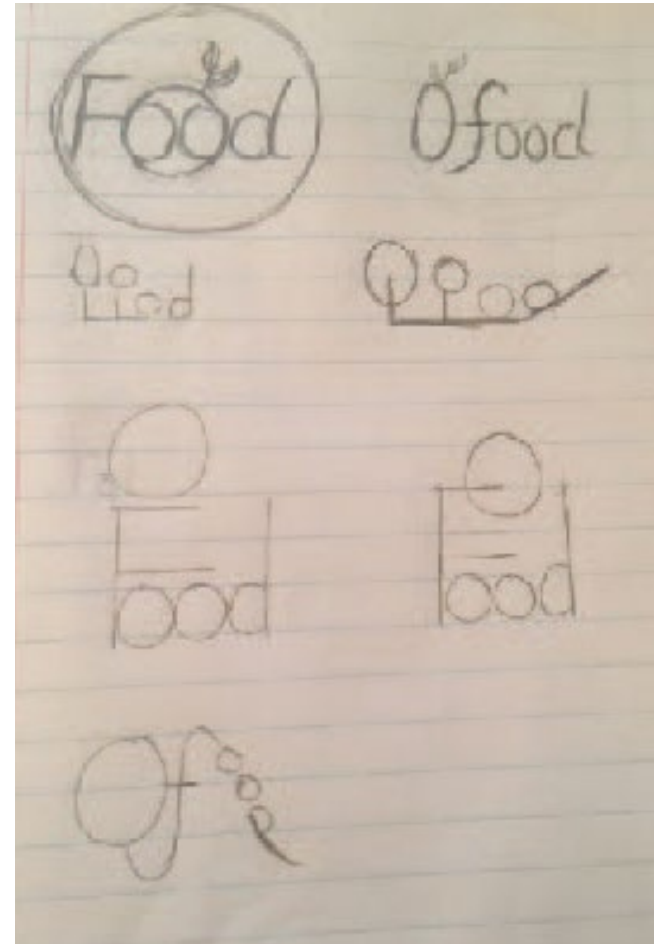
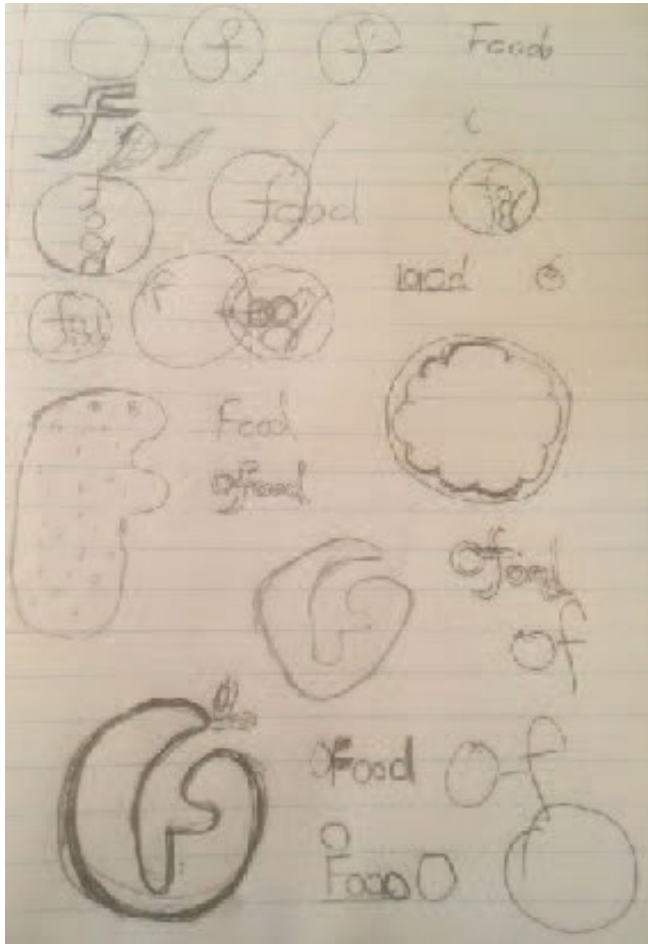
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**1234567890**  
**.,/';\|[]=-`?><”:}{|+\_)(\*&^%\$#@!~**

HELVETICA  
REGULAR

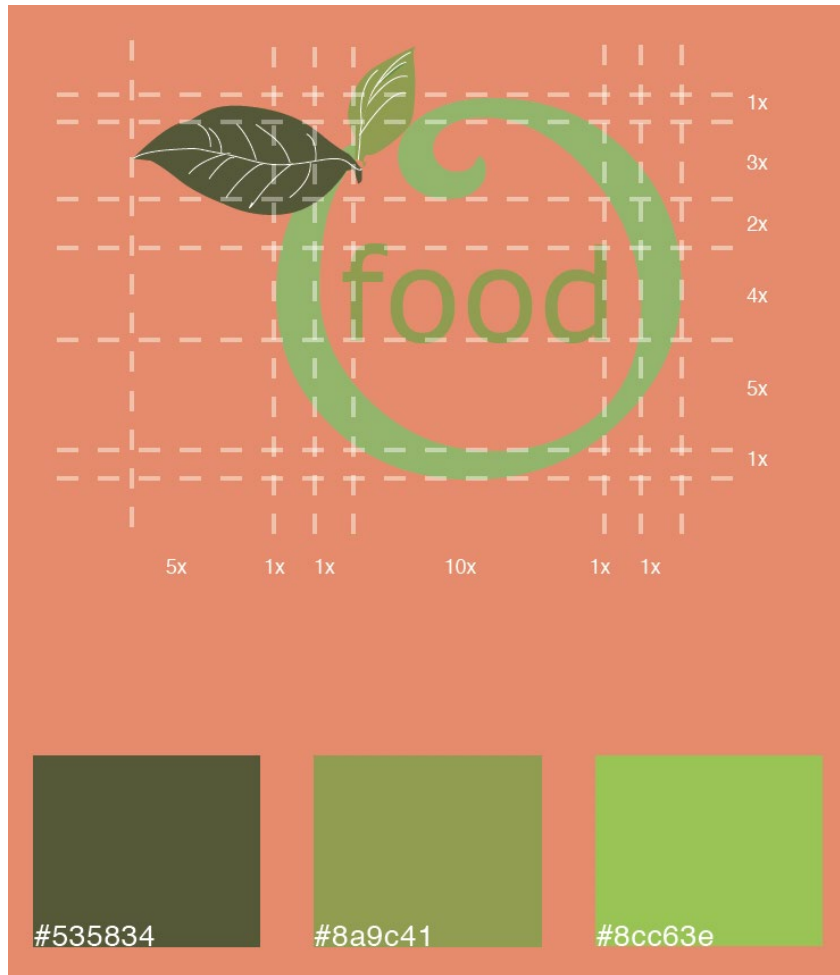
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# LOGO SKETCH

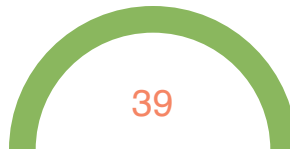


## LOGO GUIDE



Please DO NOT reposition the logo elements  
Please DO NOT stretch and/ or squash the logo.  
Please DO NOT use other colors and/or fonts on the logo  
Please DO NOT rescale individual logo elements  
Please scale protortionally

LOGO OPTIONS

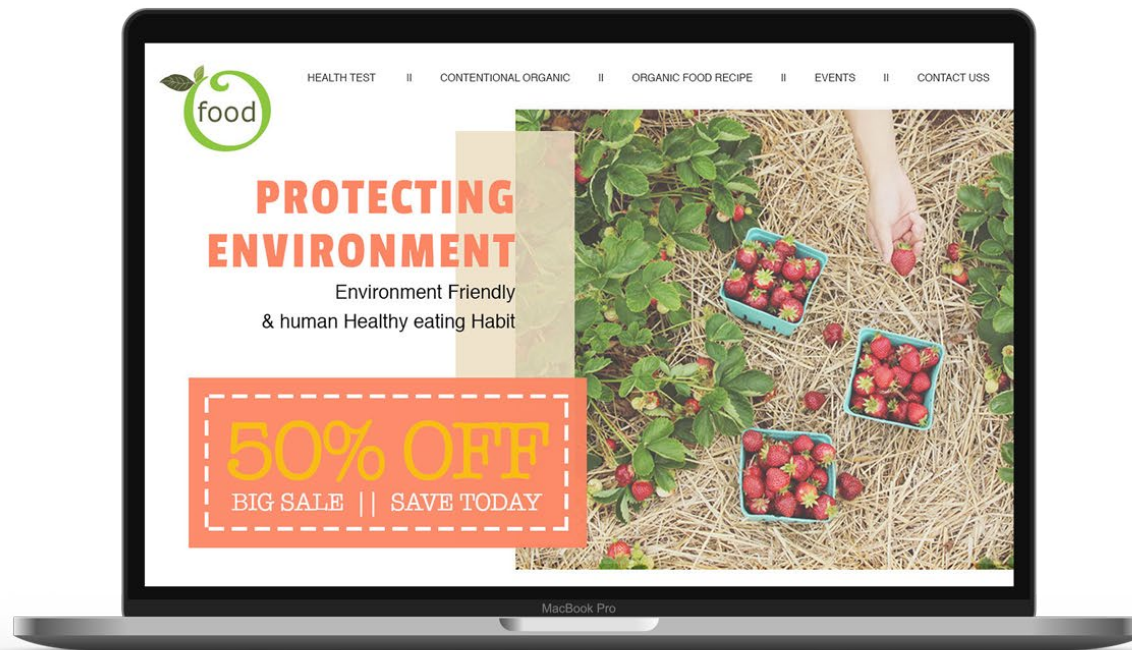


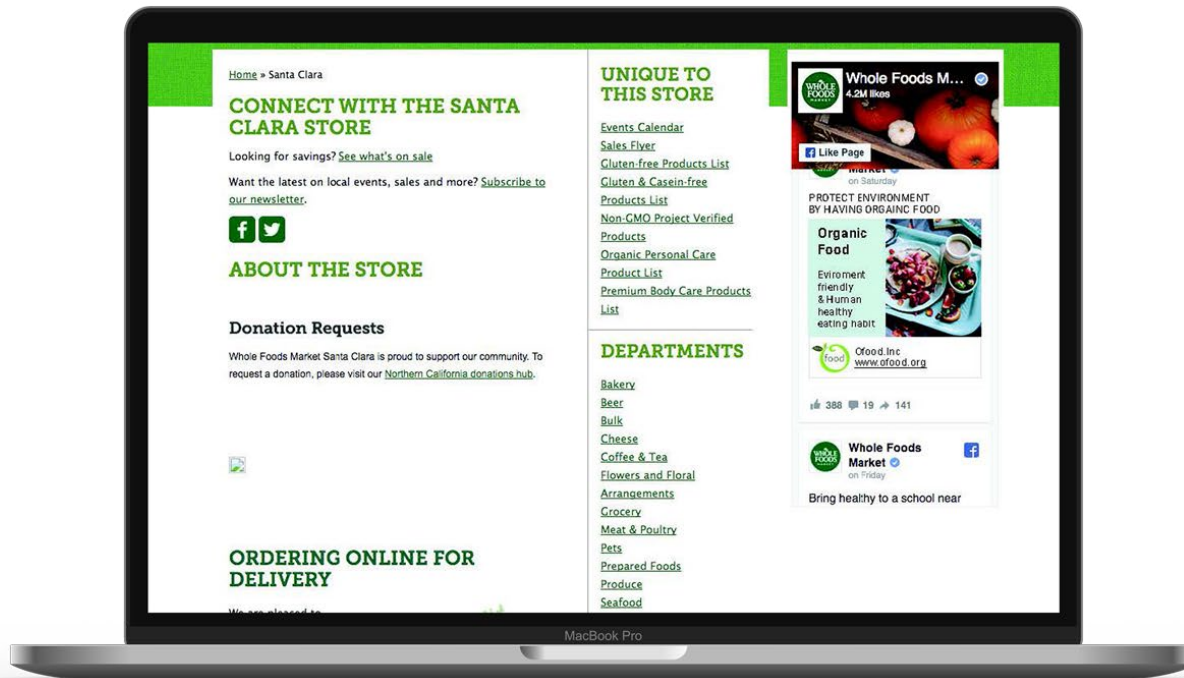


# PRODUCT SHOTS

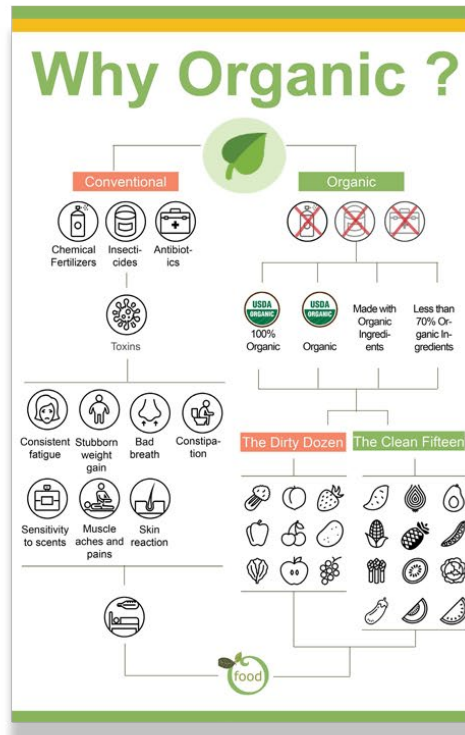
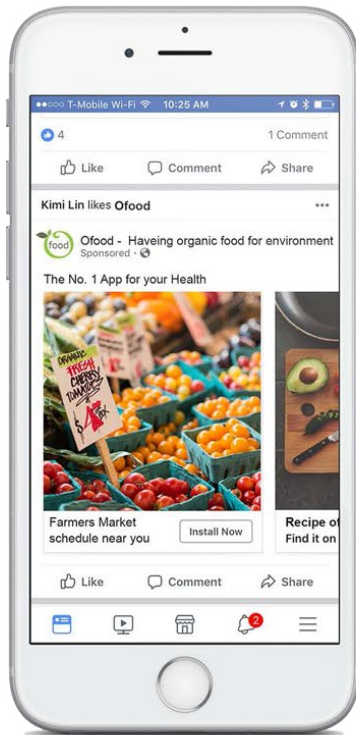


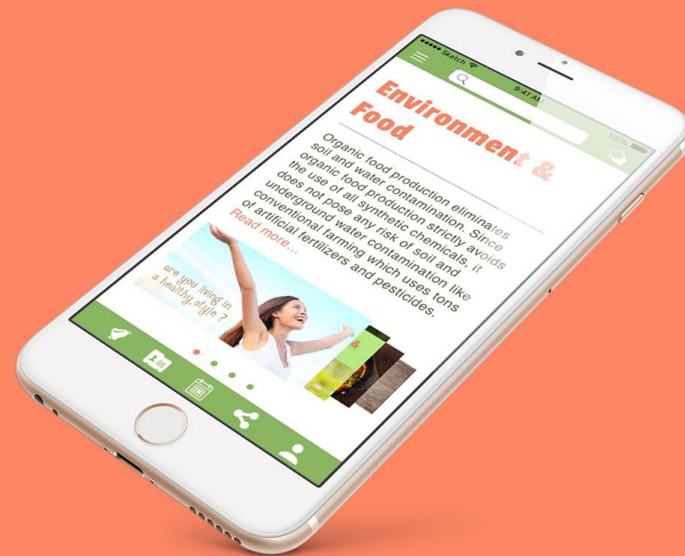
# MICROSITE



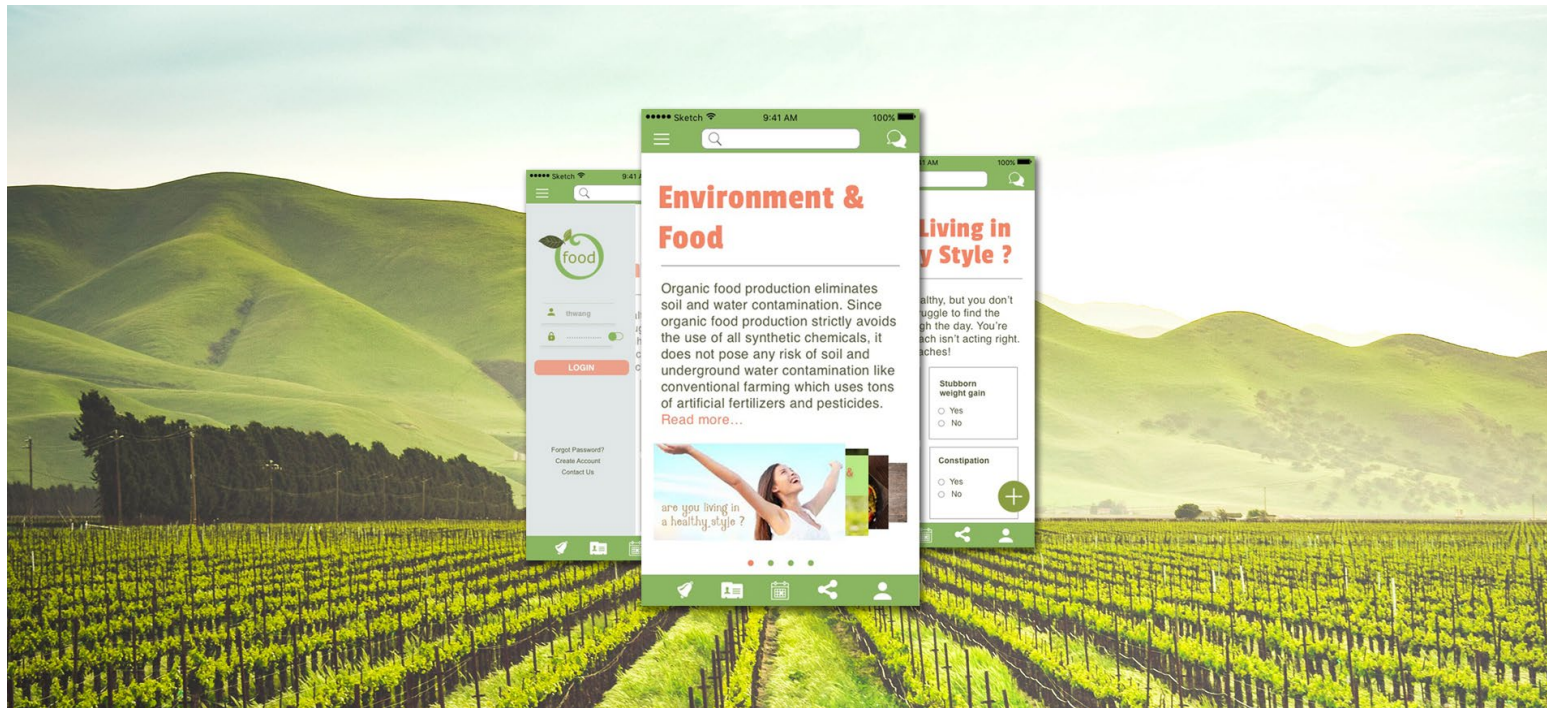


# ANOTHER ADVS, INFOGRAPHIC & POSTER





# MOCKUP





KATE JIE YU II CASE STUDY