DDSGN 151 Mobile User Interface (UI) Design – UX/UI Design Case Study
Professor: Min Pak
**Answer all the questions to get full credit.

Objectives:
Tell a design story that progresses meaningfully and smoothly - reinforce what, how, and why.
- Craft a story of how your interactive design portfolio work
- Demonstrate your UX design work through a case study
- Demonstrate vital insights and ways of thinking in text and images to show how you resolved your problems in the form of a compelling story
- Showcase your design story with design thinking skills that progresses meaningfully and smoothly - reinforce what, how, and why

Designer's Name: Eka Leavell (Julie)
Client: Local Foundation.
Platform: Tablet and Mobile

Week 1: Case Study Initial Proposal
- **Title**: Food Forever
  - Write a meaningful title here
- **Subtitle**: Food has more than one value, it can be eaten, given, and reused it.
  - Explain your project to accomplish your goal in a couple of sentences
- **Cover**: Use a mock-up or an image that's relevant to your product
  - Add 2- 3 related mock-ups or reference images here
- **Introduction - Exposition**
  - **Overview** (Talk about your company and what services you provide, how long has been in the industry.)
  - Happy Spoon collects bakery products from grocery stores and bakeries. Happy Spoon also sells recycled merchandise for charity. They have been around for three years and operating based on donations. they want to expand their mission throughout the community.
  - **Team** (How many members in the team did you work with? You could say solo if you worked alone on the project.)
  - Solo
  - **Your Role** (You can tell your responsibilities in this project.)
  - I volunteer to design a mobile application for Happy Spoon. From doing research to the final product. Also, to make Happy Spoon grow and to create a better user experience for all stakeholders.
  - **Client/company** (Name of the client/company that you are working for.)
  - Happy Spoon
  - **Project duration** (Define the timeline of the project.)
  - 6 weeks

- o **Industry** (What industry belongs to this project?)
  - o Responsible consumption and production.
  - o **Tool** (What tool or tools did you use?)
  - o Sketch and Adobe XD

- **The Process – Rising Action**
  What steps and methods do you take during this research process? Highlight your design thinking skills and what went into each of your design decision.
  - **Define the Problem (challenge) Statement**
    - o Start with the problems (or insights) you've uncovered.
    - o Example: How can we change design education in our community to match the needs of the 21st century
    - o The problem is that too much quality food is discarded and wasted when there are more uses for it, including feeding people in need and animals. However, the community does not know how the Happy Spoon works or how to donate to or volunteer with the Happy Spoon project
  - **Solution (results) Statement**
    - o Explain thoroughly how you are going to resolve your problems
    - o The solution is possible, and it offers you the chance to answer them in a variety of ways.
    - o What is your solution statement? How are you going to make our world better using this app?
    - o To build an application that helps educate the community on how easy it is to solve bakery product waste problems by using it to feed people in need and can give to animals for the rest of the foods that can't be eaten. Also, to show the community how to volunteer and donate to help the Happy Spoons project be successful.
  - **Project Goals**: What project goals do you want to achieve in this project and what do you do to reach them?
    - o List a minimum of three (3) or more goals
    - o Make an easy app to navigate
    - o Show how the Happy Spoon projects work and are successful
    - o Make it easy to volunteer
    - o Make it easy to purchase gifts or make donations to Happy Spoon.
    - o Promote the happy Spoons mission
    - o Delivering fun educational content to users.

Week 2: Design Thinking – Define and Ideate
You can copy and paste your Week 1 Project and keep it together as a one Case Study.

- **Design Thinking Process**
  - **Build conflict and explain your design process.**

Build the conflict:
- The community does not know about happy spoon and what they offer.
- Donors do not want to transport the donation to the Happy Spoon warehouse, because it needs extra cost to rent the truck/vehicle/driver.
- People do not know how to volunteer at Happy Spoon.
- People do not know how to donate to Happy Spoon.
- People do not know other options to donate to Happy Spoon.

Explain your design process:

I would like to apply the design thinking process steps to start the project. My first step is getting to know the users and digging the information about what they say, think, do, and feel about this program. After getting to know the specific user and the problem that they faced. The next process is understanding the users and articulating the point of view by combining three elements: users, needs, and insight, from all the data/information to make a problem statement that will drive the rest of this project. Then continue to focus on generating solutions to address that challenge. Brainstorming how to create a mobile application that meets user needs. The next step is prototyping by bringing the potential innovation to go forward by prototyping. Start with low-resolution prototyping then narrow it down to the best innovation. Then identify what's being tested with each prototype. A prototype should answer particular questions when tested. The last step is to examine the prototype/innovation back to the users and get feedback. Gather all the feedback and improvement if need it.

- **Describe your methodology**
  - **Personas (you design your app for your users):**
    - Who is your audience?
    The audience of this project starts from the local community, all ages, and races. Bakeries and people who care.
  - **Executive Summary:** Describe your idea
    - What are your users' needs?
    User needs:
    - Generate multiple ideas (minimum 3-5 ideas)
      - User needs a simple flat form that makes them easier to find information about Happy Spoon. Since the name sounds new to users, they do not know what Happy Spoon is doing. The application will create a story page

to get to know who, what and why Happy Spoon. Also, show how the Happy Spoon works in food donation and gives back to the community.
- User needs to have the ability to choose a different role to participate. The volunteer can do different projects, like picking up or delivering the food, sorting the food, packaging the food, promoting the program, and many more. In application will give the people options of what role they want to do.
- Users need to have the ability to pick the time to volunteer. Users are also able to choose when and where to volunteer. So, they can participate and balance their life.

- o **Introduction:** Introduce minimum 2-3 existing problems to create this app
  - Use a convoluted problems to solutions technique to achieve your goals
  - Write your problem statements
    - Users are overwhelmed with the information and the menu options.
    - Users want to pick the role and time to participate in the program.
    - Users are doubting the organization.
    - Users need to understand what the Happy Spoon does.
  - How are you going to solve your problems?
    - To solve the problem will follow the design thinking process and apply it to the application that meets the user's needs. Through the mobile application, make it easy for users to participate in the program. Also, users can find all information that they need in this application. For direct communication, the app will provide instant messaging.
  - How are you going to achieve your goals?
    - Create an application that useful, usable, findable, valuable, credible, accessible, and desirable.
    - Create a simple flat form and straightforward that is easier for users to navigate and not too overwhelming.
    - Create a menu base on users' needs.
- o **Body (Main Ideas):**
  - **Qualitative research:** provides in-depth data about the target audience, such as their needs, wants, fears, motivations, and behavior
  - What are your users' wants and needs?

    - Users want to look for opportunities to participate in this program.
    - Users need a simple flat form that makes it easier for them to navigate.
    - Users fear not being able to choose the time and place to participate and need extra time to search for what they need, because of too much information on the site.
    - Users want to trust and understand how the Happy Spoon works.

  - What are their motivation and behavior?

    - User motivation:

> > > Users motivate to participate, support, and give back to the community.
> > > Users motivate to reduce food waste.
> > - User behavior:
> > > ➢ Users will find information about the organization (Happy Spoon) before comparing it with other organizations.
> > > ➢ Users will check and compare the organization that does the same.
> > > ➢ Users will check all opportunities to participate.
> - A thorough guide with the main focuses, strategies, and competitor analysis
> - Describe your methodologies based on your research
> - Project Vision: Address ALL 3 questions
>   o What do you want to accomplish?
>   - Create an application that is easy to navigate and enjoyable. A great experience will make users back to participate in this program and the program will expand as a stakeholder's goal.
>   o What will your system do?
>   - Give enough valuable information, provide simple menu bars, a search bar available on the main page, and give clear guidance on what to do next to users.
>   o What affordances and constraints will be there?
>   - Affordance:
>   Create the platform
>   - Constraints:
>   Limited budget.
>   Finding the right audience.

Outro (Main Solutions):
> - What is your main solutions?
>   Understand what users need and what stakeholders' goals are for this project.
> - What are the benefits of using this app?
>   The app is easy to navigate with enough valuable information. The app will make it easy to donate and participate. Users can choose a role/time/location to participate.
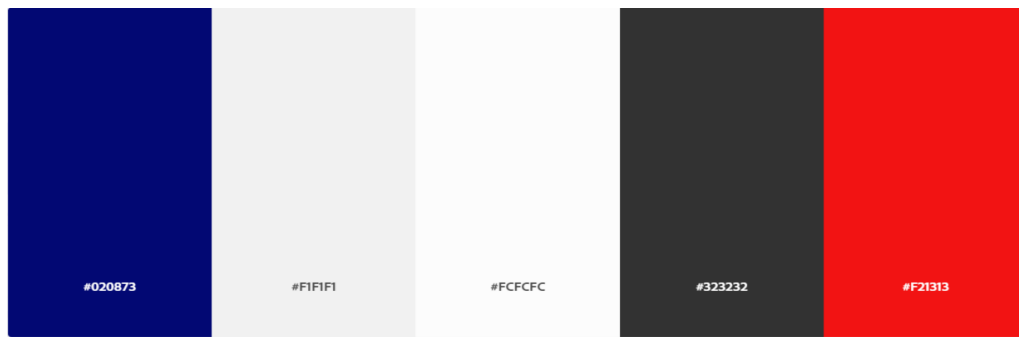
- **Customer Journey Map**
  o Make a clear idea of what you and your team wish to accomplish in this project and describe clearly how users reach their goals
  o Again, you are designing this app for your users, not for you.
  o **Affinity map** (You can use post-it notes to brainstorm your ideas before you use your Journey Map template.)
  o **Empathy based Journey Map –** Use the provided Journey Map template
  o **Submit your Journey Map to Canvas**
    Journey Map Submitted on canvas.

Week 3-4: Design Iterations – Ideate and Low-Fidelity Prototype
You can copy and paste your Week 1 and 2 Projects and keep it together as one Case Study.

- **The Design Iterations – Climax**
- **List intriguing special features of your app**
    - Sustainability
    - Positive change in the world one step at the time
    - Impact on the community
- **Sitemap**
    o Visualize the interconnections of how the site is organized and how different sections and pages are linked together.
    o Use a sitemap template to complete this part.
      Sitemap submitted on canvas.
- **Mood board**
    o Color palettes, fonts, reference images
    o Select your **color palettes**

#020873	#F1F1F1	#FCFCFC	#323232	#F21313

    o Select your custom fonts **custom fonts** and write down 2 selected fonts
      ▪ Serif for paragraph and Sans Serif for headline

      Fonts for this project
      1. Quicksand

      # Happy Spoon

      2. Goudy Type

      # Happy Spoon

    o Add main **reference images**
    o Capture each screenshot of color palettes and images and post them here

- **Wireframes - Paper sketches or mock-ups**
  - Help you focus on creating structure of your entire project layout
  - Sketch your layout ideas using the wireframe template.
  - Create detailed wireframes
    Wireframe submitted on canvas.

- **Prototype (week 4)**
Week 5-6: Resolution – Final High-Fidelity Prototype and Test