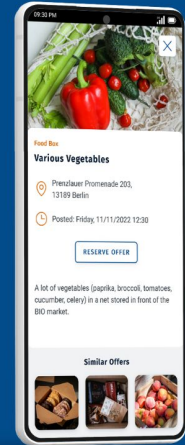
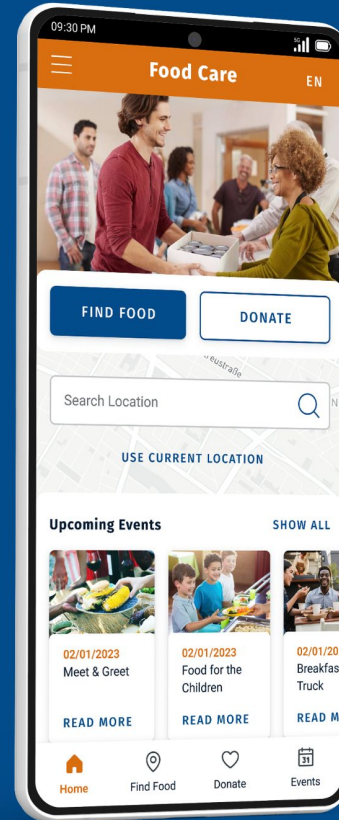


# Social good app

Jörg Fischer-Bildt



# Project overview



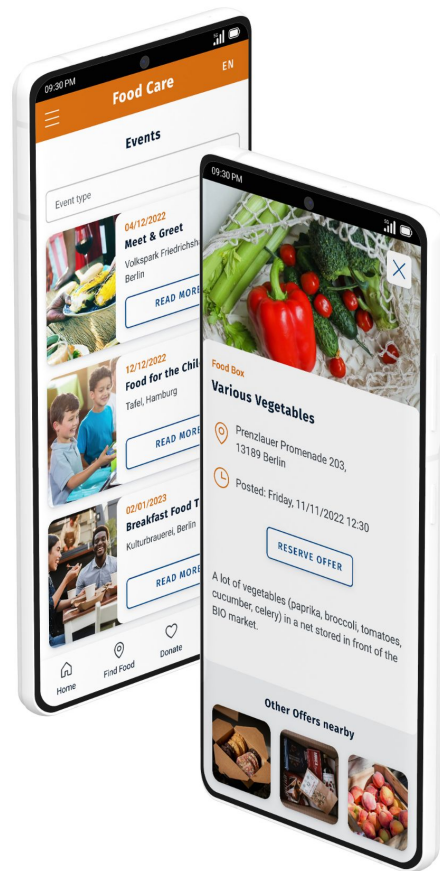
## The product

The app is for people who want to get an overview of possibilities where to get free or cheap food in a certain location.



## Project duration

November 1, 2022 - November 20, 2022



# Project overview



## The problem

People don't know about all the different possibilities where to get free or cheap food on one sight.



## The goal

Design an app for all people with the possibility to find free or cheap food at any location.

# Project overview



## My role

UX designer designing an app from research and conception to delivery.



## Responsibilities

Research and competitive audit, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility and iterating on designs

# Understanding the user

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- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



I did user interviews with a wide range of different people to find out what they miss at the moment regarding the offers of free or cheap food, how transparent it is and if it provides additional information to decide for the right offer.

Most users don't know about the different possibilities and want to have one dedicated place where they can see all the different options and access them directly.

# User research: pain points

1

## Offer

An online available overview of all the different offers (either from institutions or from individuals) is needed.

2

## Categories

To cover the different needs there should be several categories with all the detailed information needed.

3

## Donating

On the other hand there should also be an option to make donations in different kind of ways.

# Persona: Shima Mozhdeh

## Problem statement

Shima is a mother with 3 children who wants to get an overview of all the different offers related to free or cheap food, also on the go.

## Shima Mozhdeh



**Age:** 41  
**Education:** Upper middle school  
**Hometown:** Kabul, Afghanistan  
**Family:** Married, 3 children  
**Occupation:** Former post officer

*"I depend on free food to feed my whole family."*

### Goals

- Having enough food for my family
- Find ways to get free food as often as possible

### Frustrations

- "Often I'm too late to get the food."
- "There are not enough good offers for free food in the city."

Shima is a refugee from Afghanistan who came to Germany 2 years ago with her family. Shima's husband has a small job but she's staying at home to care for the 3 children. To have enough food for her family is Shima's biggest goal, but resources are limited. She needs often the help of places and organisations that offer free food. To have an overview with all the current places would be a great help, also on the go.



# User journey map

Mapping Shimas user journey revealed that it would be helpful to find free food online in any situation and at any place, to not miss the opportunities.

## Persona: Shima Mozhdeh

Goal: Finding free food, also on the go

ACTION	Open the app	Looking for free food nearby	Go to the selected place	Collect food
TASK LIST	Tasks A. find the app on the phone and open it	Tasks A. find a place nearby that offers free food	Tasks A. go to the selected place	Tasks A. Collect the food from the place
EMOTIONS	<ul style="list-style-type: none"><li>• Confident</li></ul>	<ul style="list-style-type: none"><li>• Expectant</li><li>• Helpless</li><li>• Thankful</li></ul>	<ul style="list-style-type: none"><li>• Impatient</li><li>• Nervous</li></ul>	<ul style="list-style-type: none"><li>• Thankful</li><li>• Happy</li></ul>
IMPROVEMENT OPPORTUNITIES	App logo has to be well-designed and eye-catching	Immediately show possibilities based on the current position	Give permanent updates for the place	Give information about similar offers

# Starting the design

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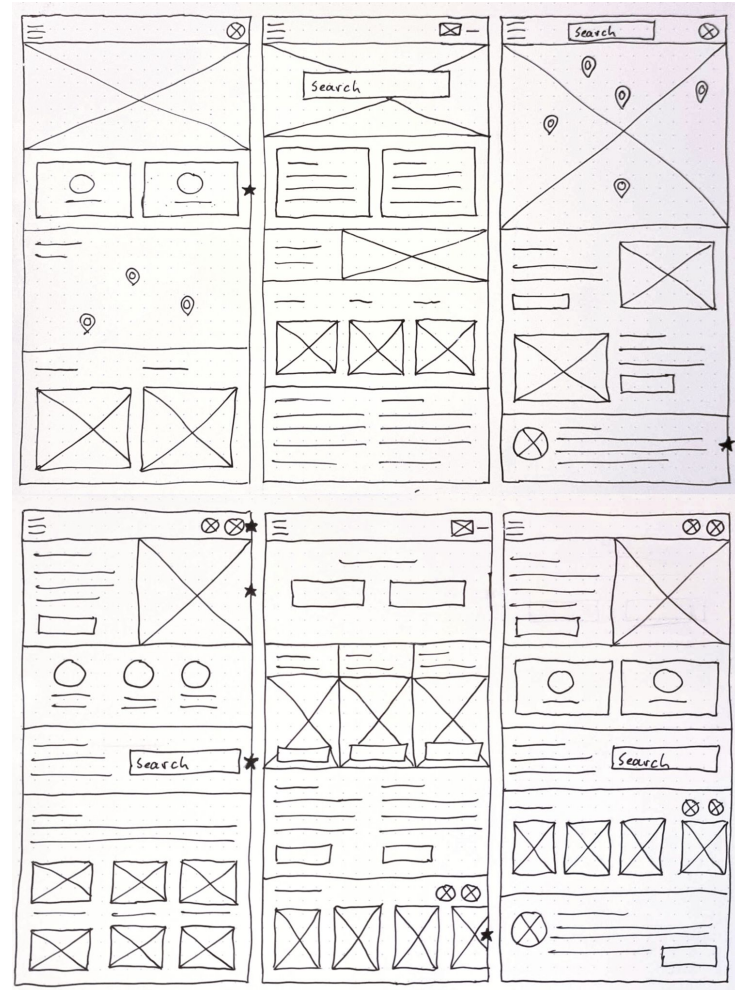
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability study

# Paper wireframes

These paper sketches show the iteration process of creating the single pages for the app.

This exemplar shows the homepage.

The stars mark the elements that made it to the final screen (the last one).

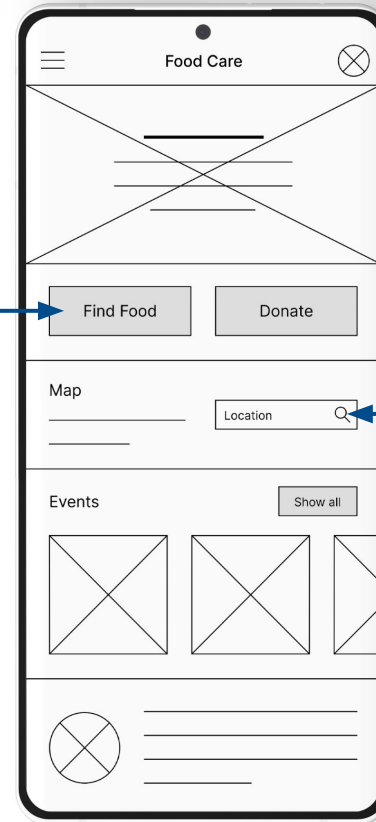


# Digital wireframes

With the goals in mind I created the first wireframes. On that screen the focus on easily finding food at any point is described.

The option can also be reached via the navigation icon at any page

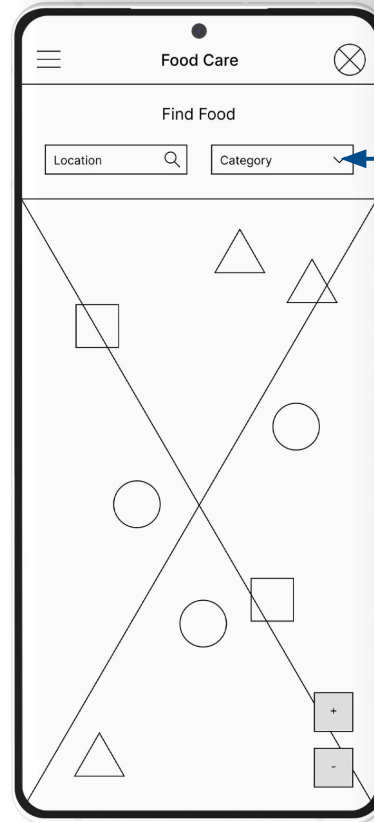
The link to the 'find food' section is very prominent on the homepage to reach it easily



Another option with directly going to a specific location can be done via this searchfield

# Digital wireframes

Any category is labeled with a different symbol and can be easily filtered with a separate dropdown to just show the information that is needed.

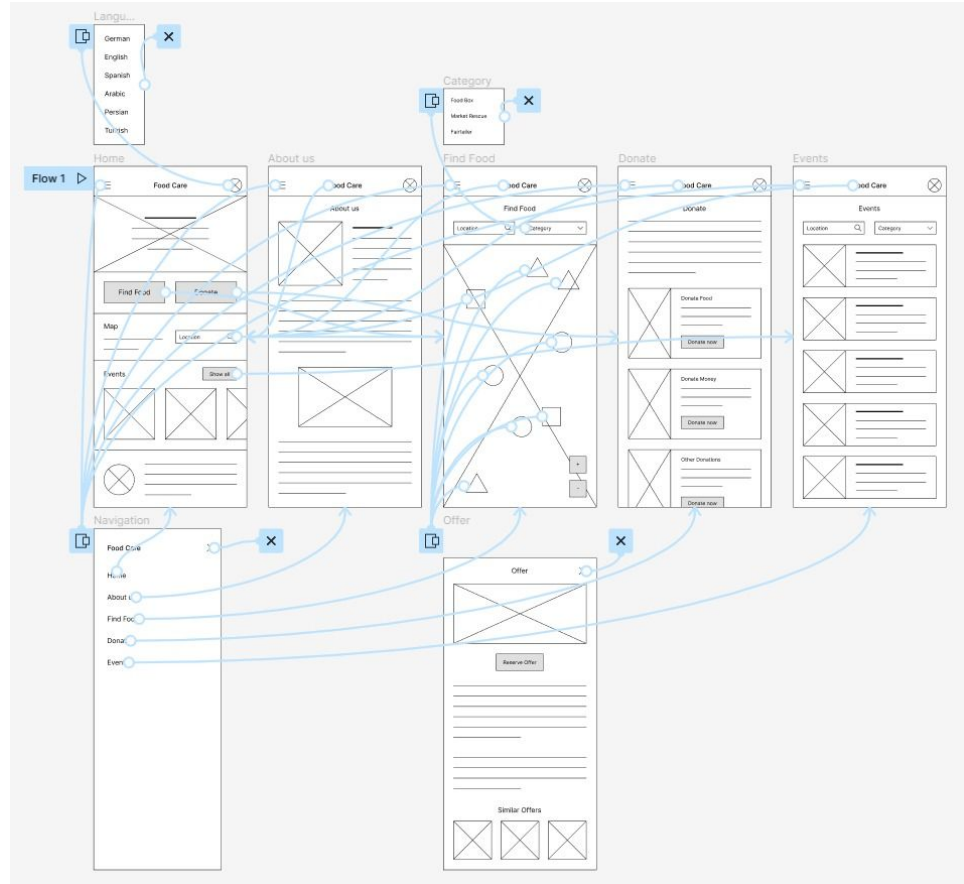


The user can easily customize the map with using the category filter

# Low-fidelity prototype

After creating all the lo-fi screens for the app a prototype was created with adding all the mandatory connectors. This one was then used for the usability study with real users.

[Open Lo-Fi Prototype](#)



# Usability study: findings

I conducted one usability study with 4 different testers. This was done with using the low-fidelity prototype.

## Findings

- 1 Navigating through the pages should be easier
- 2 Some more categories to differentiate between all the offers should be added
- 3 The symbols on the map should also be in the filter-dropdown.
- 4 A distance option is missing the map

## Refining the design

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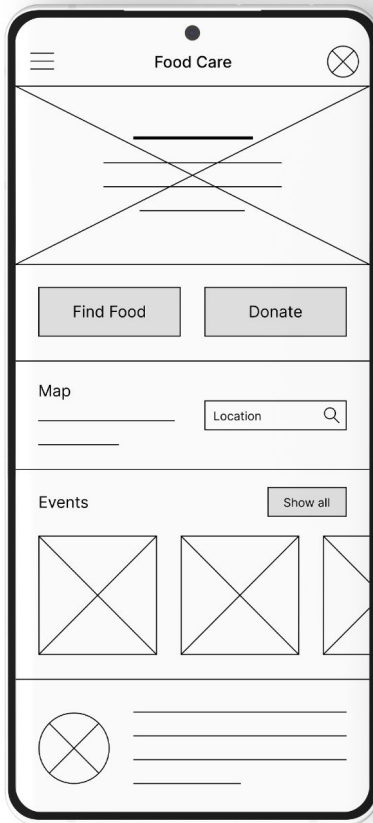
- Mockups
- High-fidelity prototype
- Accessibility
- Sitemap
- Responsive designs



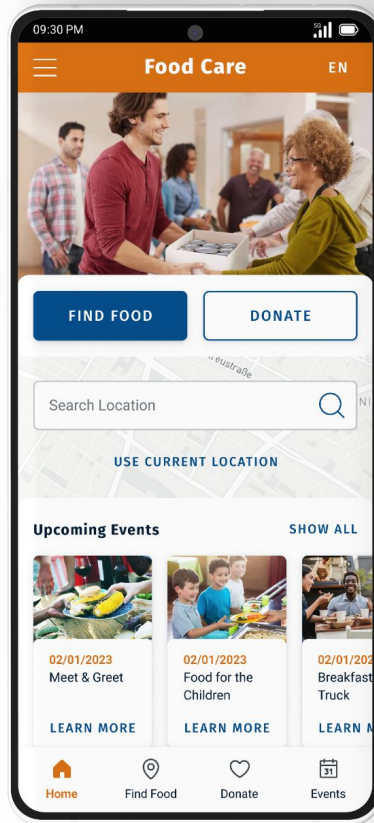
# Mockups

In the first draft navigating between the screens was not intuitive enough. That's why **I added an additional bottom navigation** to reach all the important pages much faster.

Before usability study



After usability study

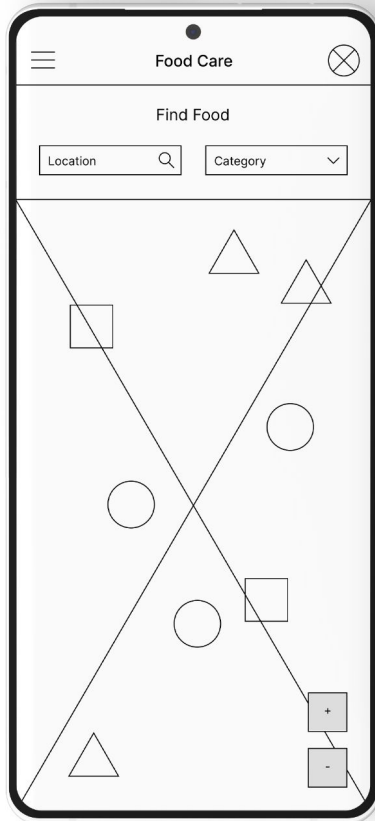


# Mockups

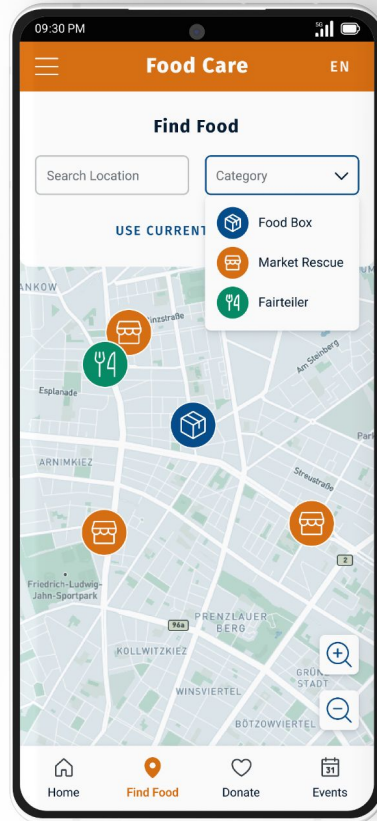
During the usability study I found out that the symbols on the map were not clear enough, so I **also added them into the category dropdown**.

With **adding the option 'use current location'** it's now also easier to find offers nearby.

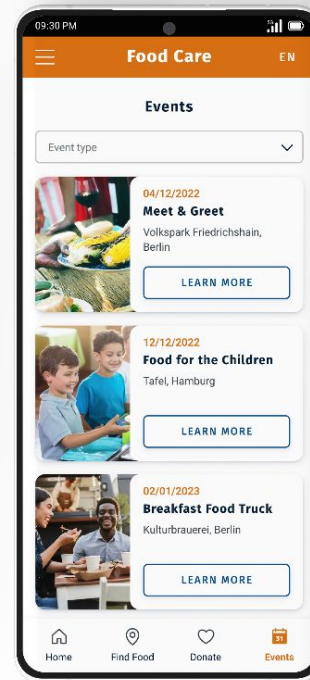
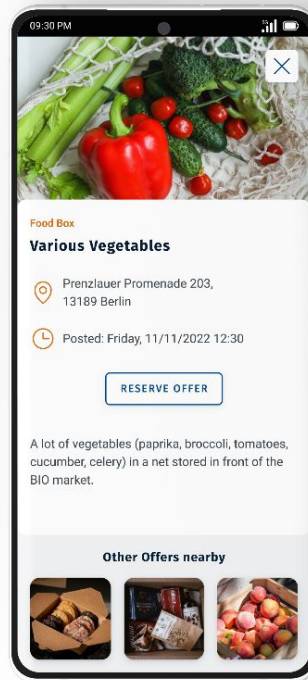
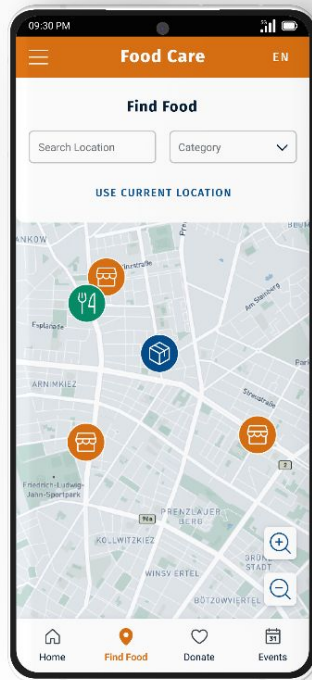
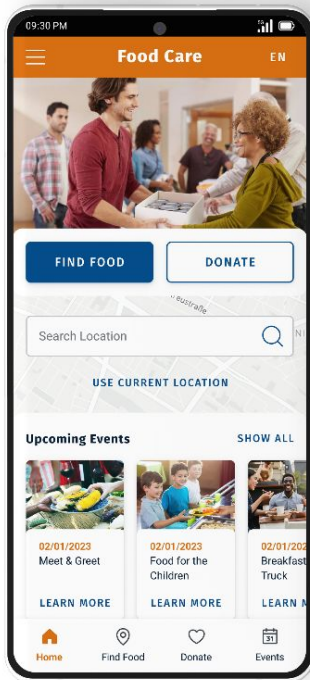
Before usability study



After usability study



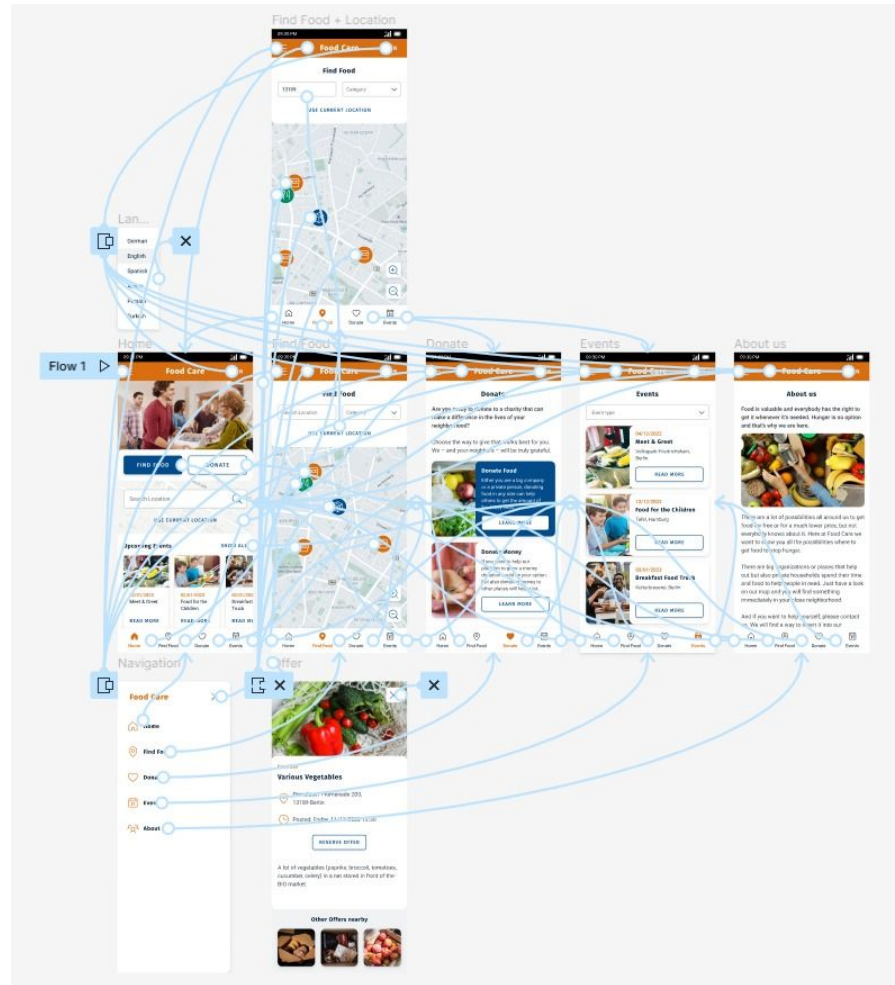
# Key Mockups



# High-fidelity prototype

With all the meaningful feedback included and also with changes in the design itself the following high fidelity prototype was created.

[Open Hi-Fi Prototype](#)



# Accessibility considerations

1

The whole product uses high contrast fonts and colors, so it's pleasant to use in all situations.

2

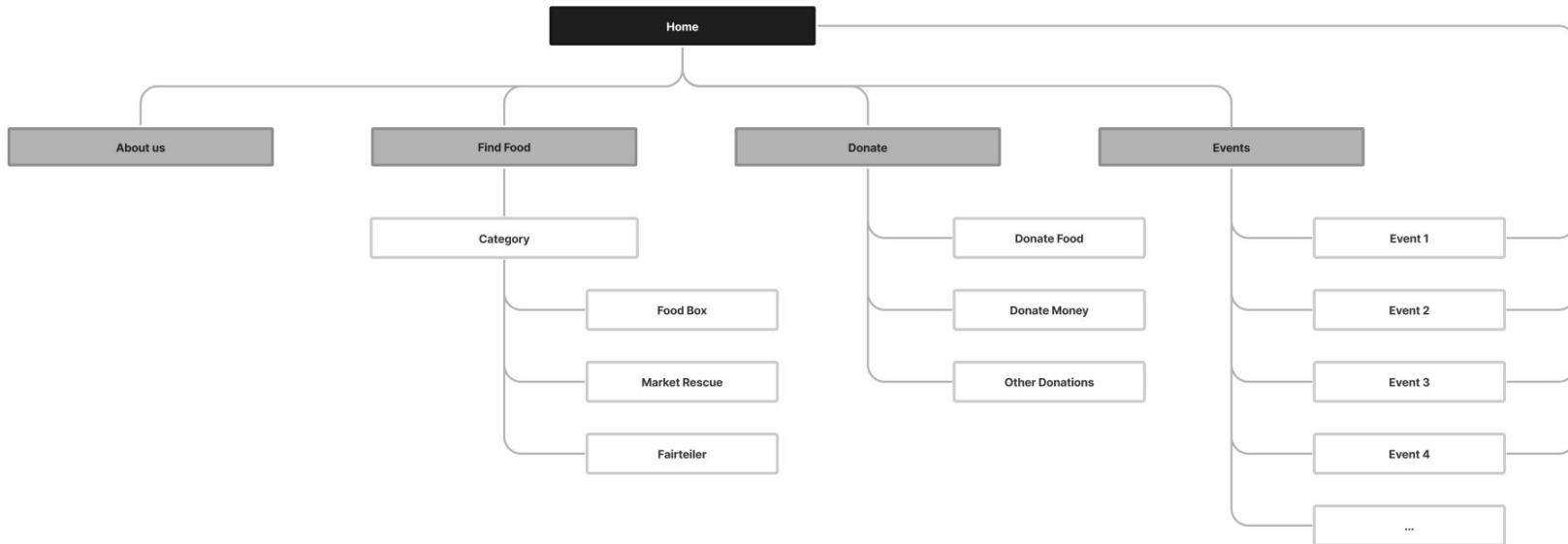
Hierarchical headings were used to give all pages a clear structure.

3

Descriptive images were used in the whole product to make it visually more appealing.

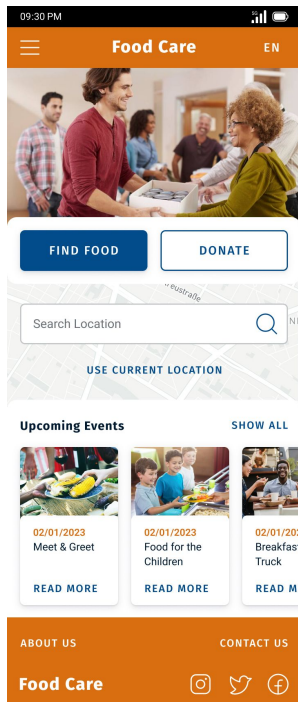
# Sitemap

After finishing the app, I started working on the responsive layouts, that show the website in different resolutions for mobile devices, tablets and desktop computers. The structure for each is clearly defined in this sitemap.

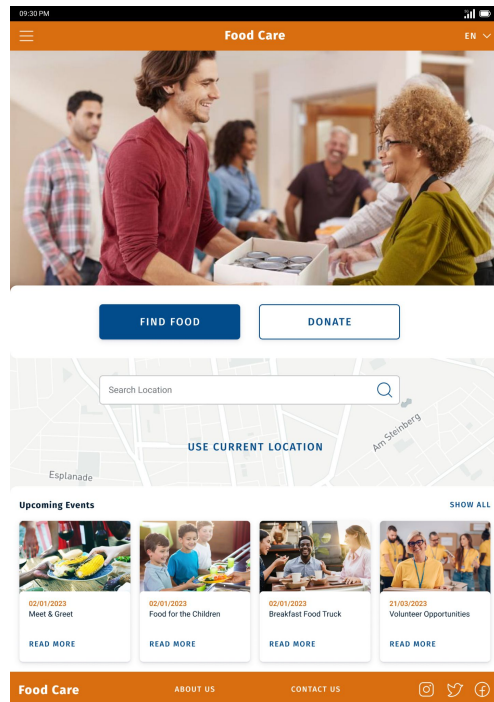


# Responsive designs

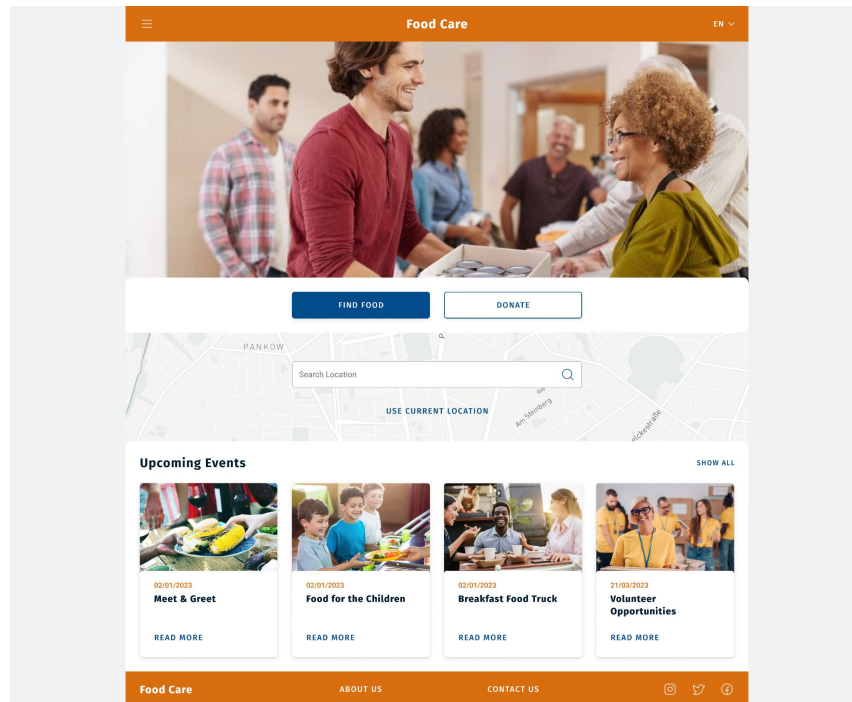
Mobile



Tablet



Desktop



## Going forward

- Takeaways
- Next steps



# Takeaways



## Impact

I have the feeling that this kind of app could help everybody. As things are getting more and more expensive, the need for free and cheap food and the ways how to find these increases daily.



## What I learned

This project was a good opportunity to apply and consolidate all my knowledge starting with the research phase till the final product.

And with the different user needs I saw that it's also important to decide for what device to design first.

# Next steps

1

I will think about some additional features that were mentioned during the usability studies and add it to the app.

2

For more complex and bigger changes I will conduct additional usability studies.

# Let's connect!



Thanks for your time and for having a look at my social good app.

If you want to connect or want to see more of my work, please follow the links below.

Email: [j.fischer4444@gmail.com](mailto:j.fischer4444@gmail.com)

Website: [jfworks.de](http://jfworks.de)