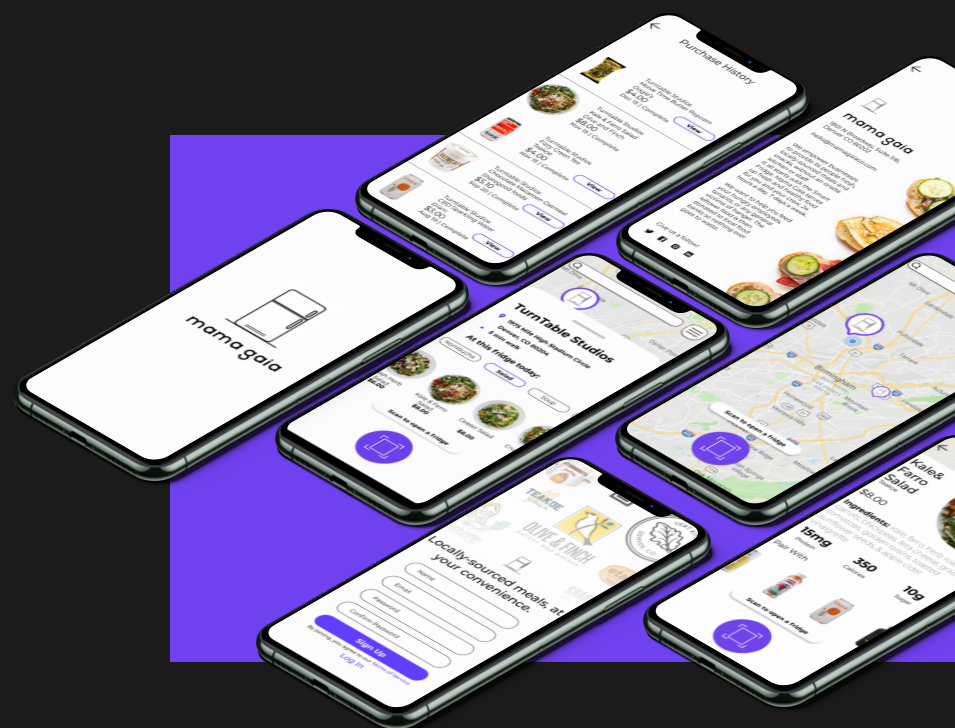
MOBILE UI REDESIGN

# Mama Gaia

## Mama Gaia builds self-service Smart Fridges for your office, apartment complex, dorm, and more




### Team


Zoe Roswold

Habib Sarwary

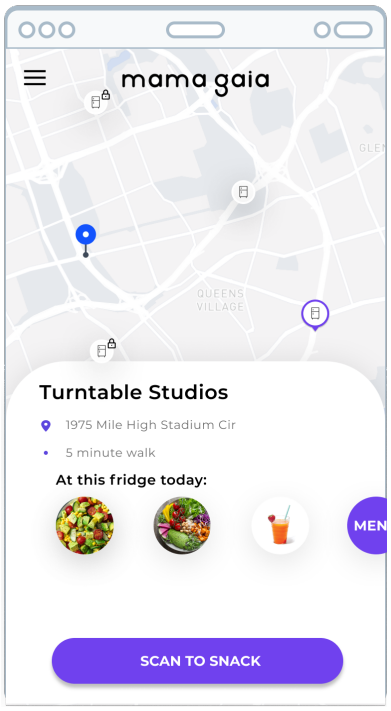
Sebastian Baptiste

Mainly contributed in UI Design, Prototyping, Ideation, & Usability Studies.


STAKEHOLDER OVERVIEW

## Sarah is the owner of Mama Gaia. With no research or background in UI design, she created the app herself. Mama Gaia was a working prototype that needed some visual and information design

SEE PROTOTYPE



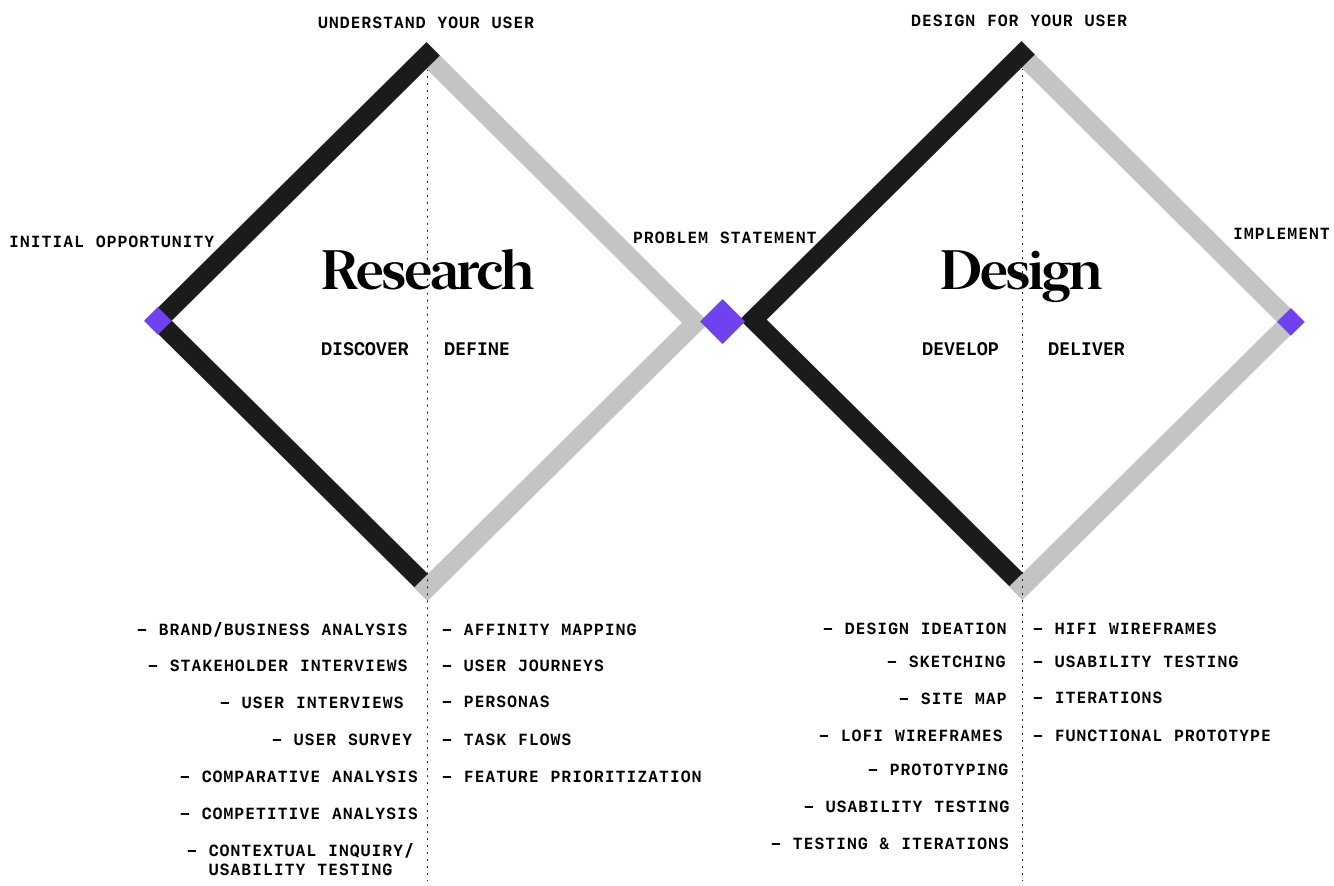

INSIGHT

## Sarah needed to confirm that what she built was correct for

her target audience, and resolve issues communicating her designs to her developers

THE PROCESS:

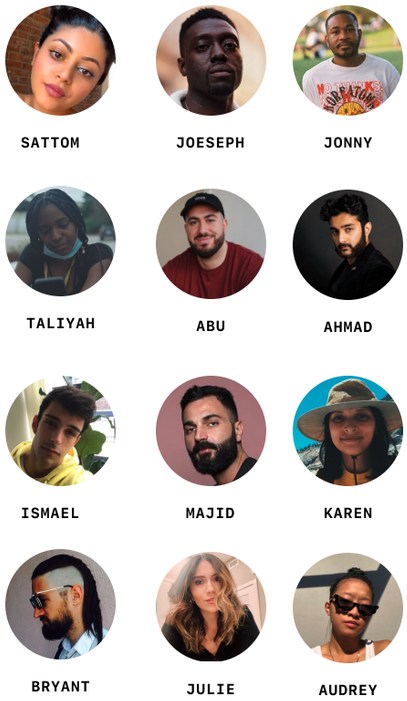
- Discover: Research Phase
- Define: Synthesize Phase
- Develop: Ideate Phase
- Deliver: Implement Phase
- Next Steps




USER RESEARCH

## My team & I gathered 12 participants to interview and usability test Sarah's prototype. With the data gained we were able to synthesize the answers into an Affinity Map

## Interviewees




EARLY INSIGHTS THROUGH RESEARCH

- Most users had trouble recognizing the original icon as a fridge on the map page
- Users wanted to have the QR code scanner easily accessible
- 90% of users would eat healthy if the smart fridges were in convenient locations
- Users agreed that knowing where their food is sourced is important for them
- Users had difficulty understanding how to purchase the food through the app

COMPETITIVE INSIGHTS

- None of the food in Mama Gaia's fridges goes to waste
- Mama Gaia donates to food banks to help the needy
- Show users how quick and easy using the fridge can be

COMPETITIVE ANALYSIS

| BRAND | mama gaia | Byte | FARMER'S FRIDGE | chowbotics |
|---|---|---|---|---|
| Delivers Food | ✓ | ✓ | ✓ | ✓ |
| Healthy Options | ✓ | ✓ | ✓ | ✓ |
| Locally Scourced | ✓ | ✓ | ✓ | ✓ |
| No Food Waste | ✓ | | ✓ | |
| Helps Needy | ✓ | | ✓ | |
| Quick 5-10 mins | ✓ | ✓ | ✓ | |
| App | ✓ | ✓ | ✓ | ✓ |
| 24/7 Access | ✓ | ✓ | ✓ | ✓ |

COMPARATIVE INSIGHTS

- Filters will help users find what they want faster
- A menu would help users see what is available
- More features are needed to set Mama Gaia apart from typical vending machines

COMPARATIVE ANALYSIS

| BRAND | mama gaia | GRUBHUB | POSTMATES | DOORDASH | Uber Eats | VENDING MACHINE | PIZZA DELIVERY |
|---|---|---|---|---|---|---|---|
| Online Menu | | ✓ | ✓ | ✓ | ✓ | | ✓ |
| Locations Locator | | | | | | | ✓ |
| App | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ |
| Re-Order Feature | | ✓ | ✓ | ✓ | ✓ | | ✓ |
| Filter by Dietary Needs | | ✓ | ✓ | ✓ | ✓ | | |
| Add to Cart | | ✓ | ✓ | ✓ | ✓ | | ✓ |
| Grab & Go | ✓ | | | | | ✓ | |
| Delivery Driver Needed | | ✓ | ✓ | ✓ | ✓ | | ✓ |
| Saving/Favorites | | ✓ | ✓ | ✓ | ✓ | | ✓ |
| Multiple Vendors | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |

PERSONAS

James St.Fleur

Sheila Brookes

**Bio**

Age: 35
Location: Denver
Employement: Doctor

Age: 22
Location: Denver
Employement: College Student

**Quote**

"I only have thirty minutes for lunch, that's not even enough time to get through the cafeteria line!"

"I only have a short break in-between classes to grab food."

**Needs**

- Buying and eating lunch within 30 minutes
- Does whatever he can to support his community

- Stay healthy and active
- Become vegan

**Pain Points**

- Eating healthy isn't convenient
- Doesn't have enough time on an average day to eat unless he packs a lunch

- Someday's the cafeteria food is a hit or miss
- Can really only eat food that is under her meal plan
- Healthy, convenient, inexpensive snacks don't exist

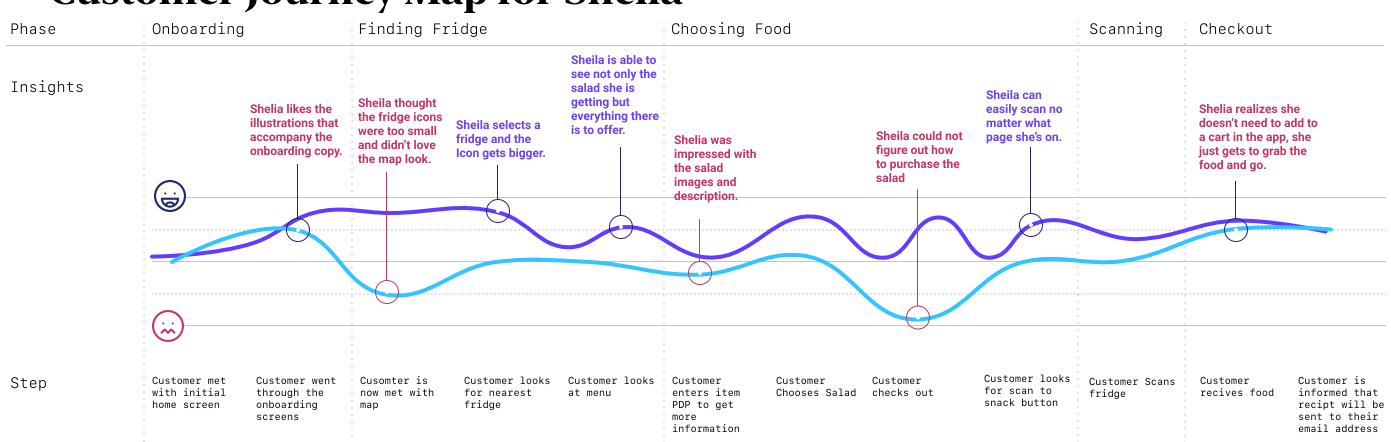
**Problem Statement**

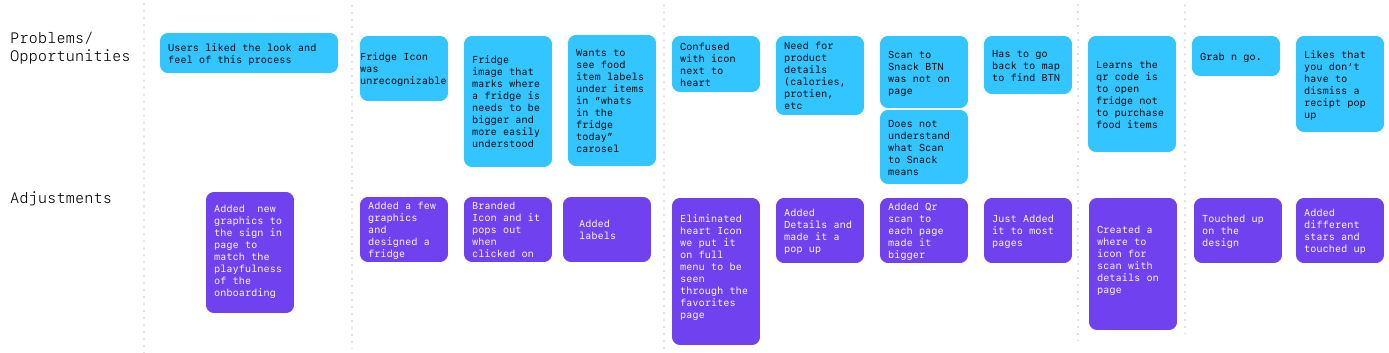
James would like to stick to his healthy diet but when he is busy at the hospital he ends up reaching for something quick and easy rather than something healthy

Sheila would like to buy a decent priced healthy meal faster. Typically the meals she finds on campus take forever to buy or are unhealthy

Sheila Brookes

## Customer Journey Map for Sheila





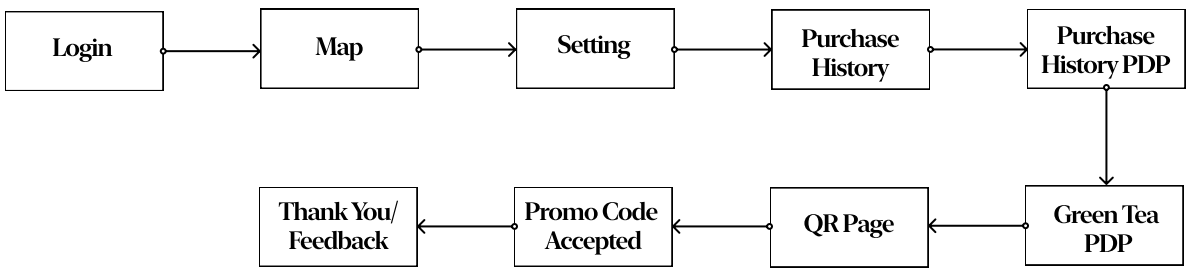

**REDESIGN:**

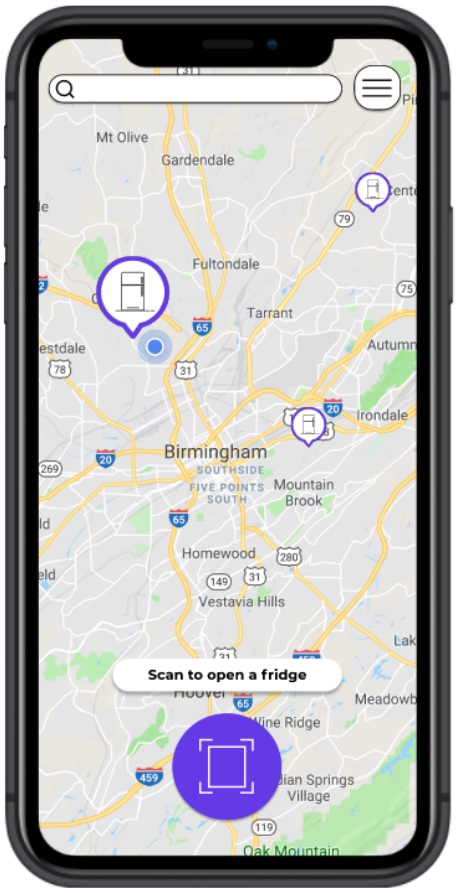
- Created tasks flows for our personas to navigate the app
- Consulted useability testing and C&C analysis to influence design
- Used the original design as a starting point for the redesign
- Brought sketches to Mid Fi wireframes to inform designs

JAMES
ST.FLEUR

USER TASK FLOW

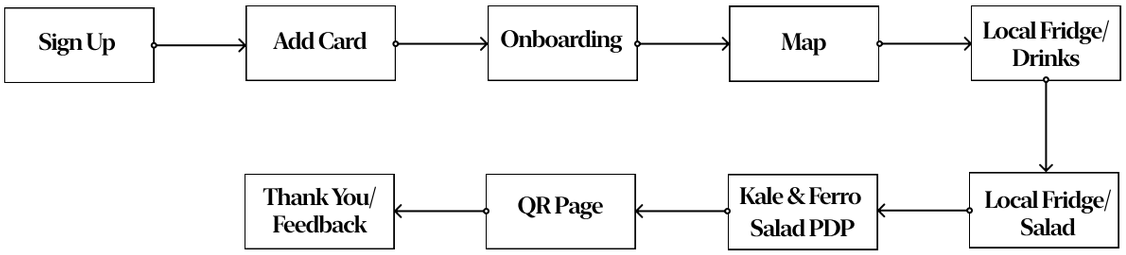
## James looks for the drink that he enjoyed last month

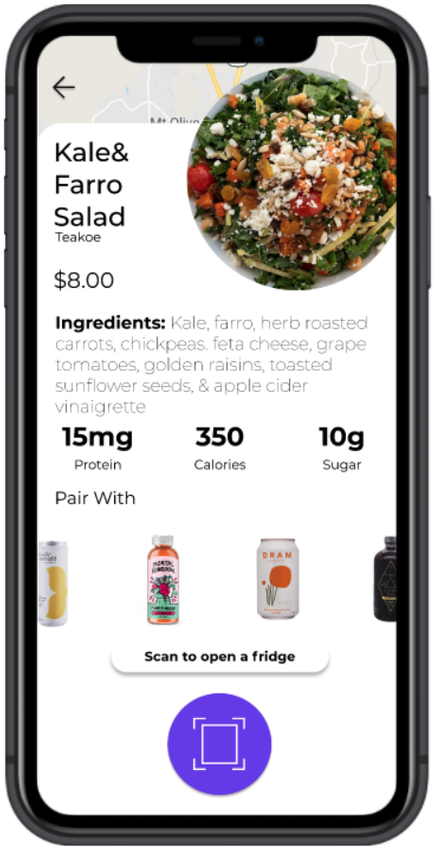


Sheila
Brookes

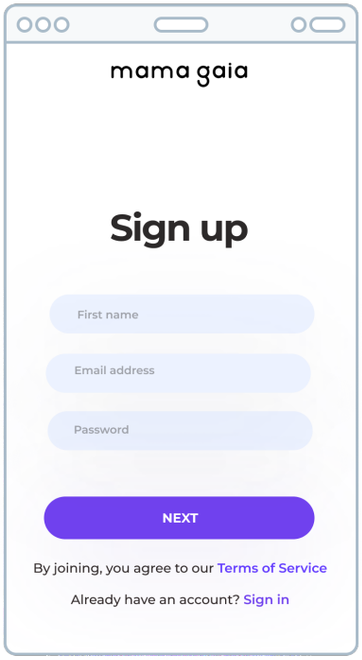
## Sheila browses the menu to find a salad she likes before class



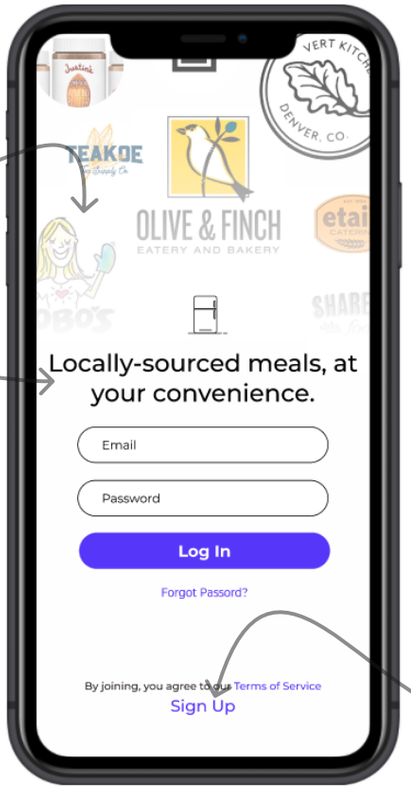

SELECT REDESIGN DETAILS

Original Prototype

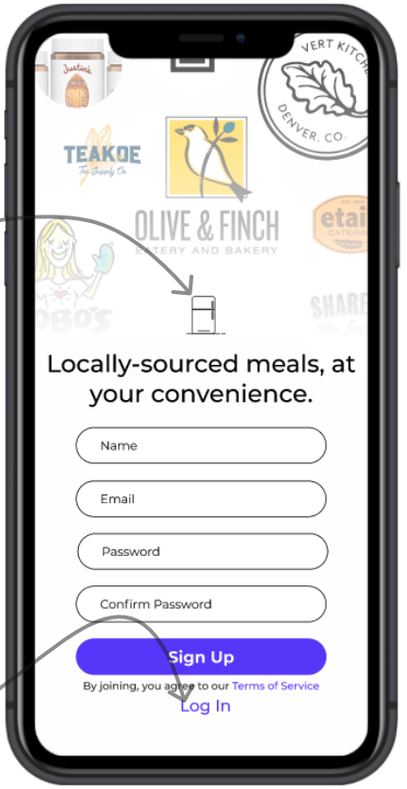



Collage of brand partners promotes familiarity with Mama Gaia and what they provide

Informs users that all meals are locally sourced which users said was important to them



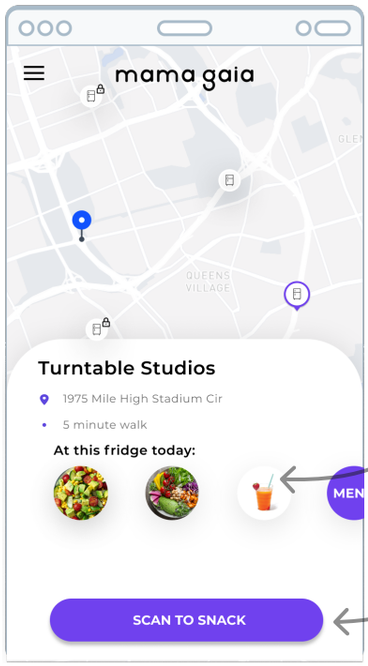

Fridge Logo in place of name to stand out in brand collage




Sign up and login more prominent

SEARCH BAR: To

SELECT REDESIGN DETAILS



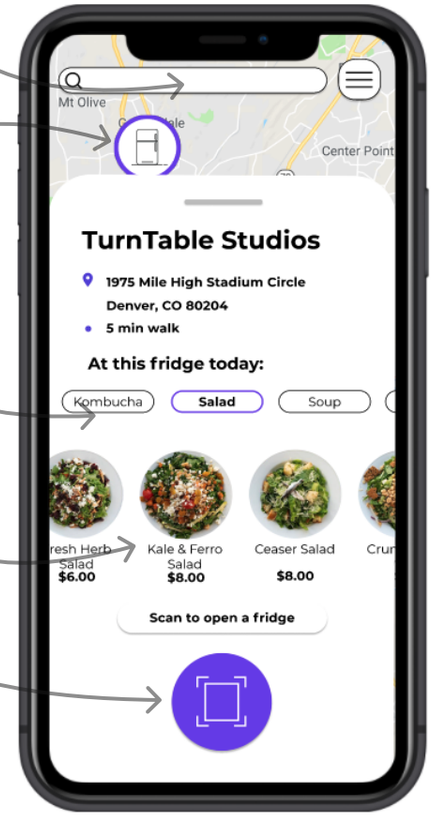

search for fridges in different areas

FRIDGE ICON: Larger and more distinct icon

FILTER: Allows you to see all items in fridge without navigating to a new page

MENU: Made photos larger, added names, and prices

SCAN BUTTON: Replaced button with QR code symbol and added it to several pages for easy access

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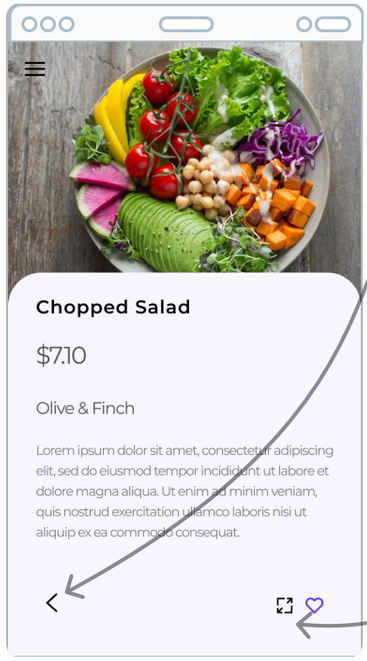
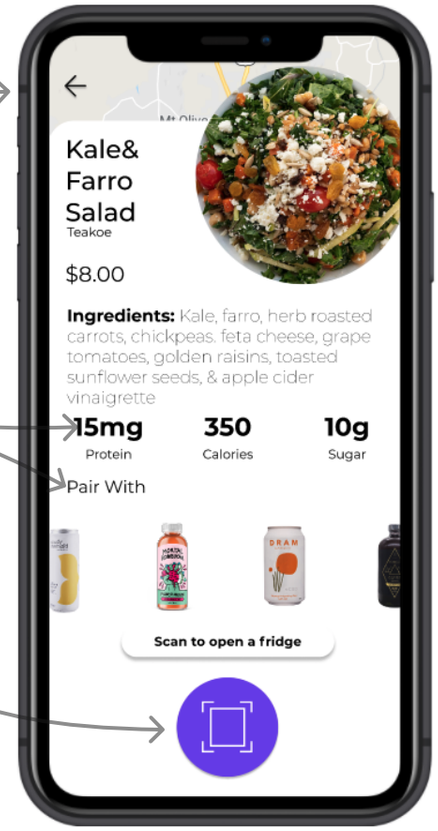



BACK ARROW: Moved from bottom to top to comply with universal usability

NUTRITION INFO: Moved from bottom to top to comply with universal usability

PAIR WITH OPTION: Added pair with option to upsell and display items users may have missed

SCAN BUTTON: easily accessible



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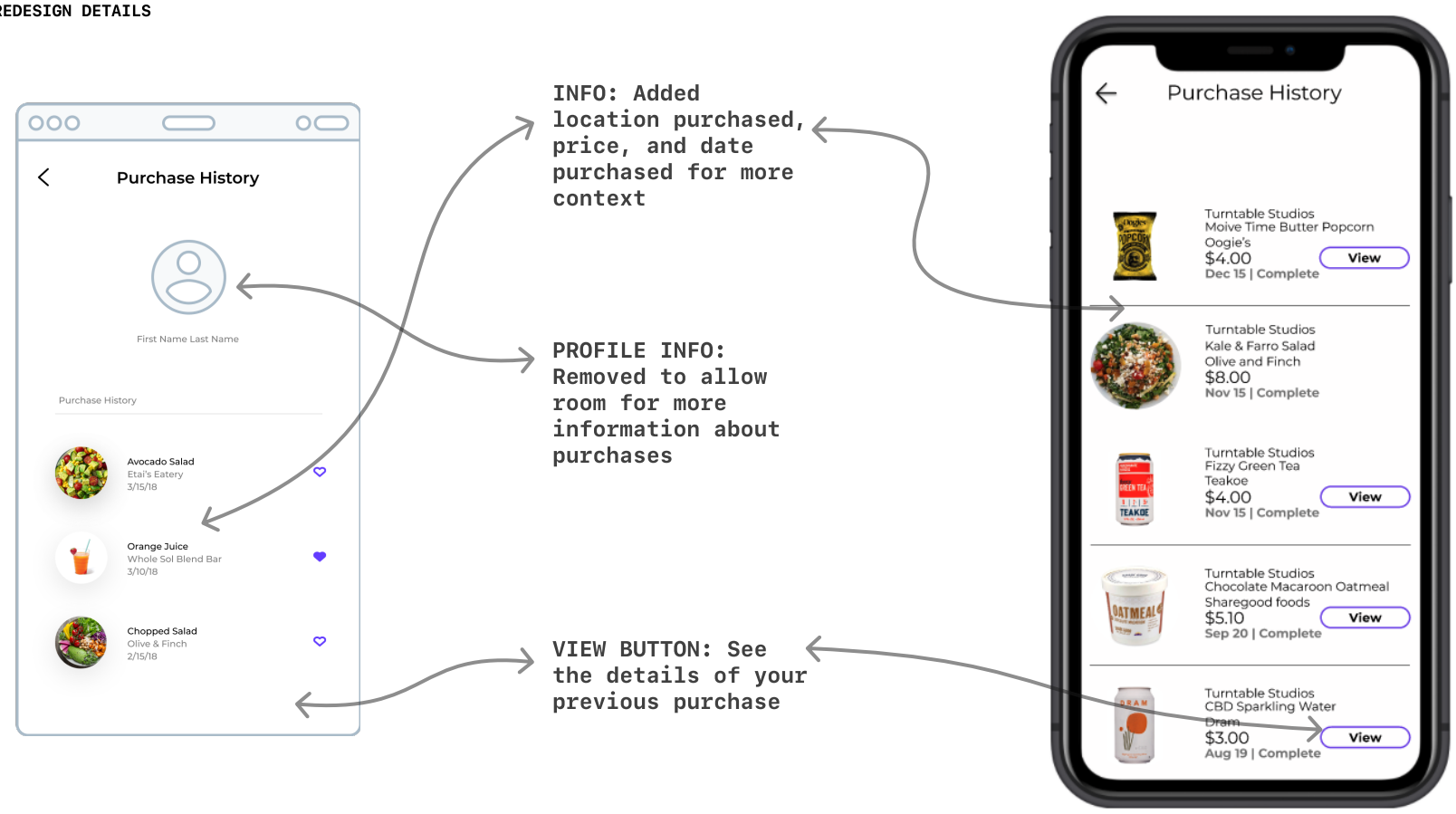
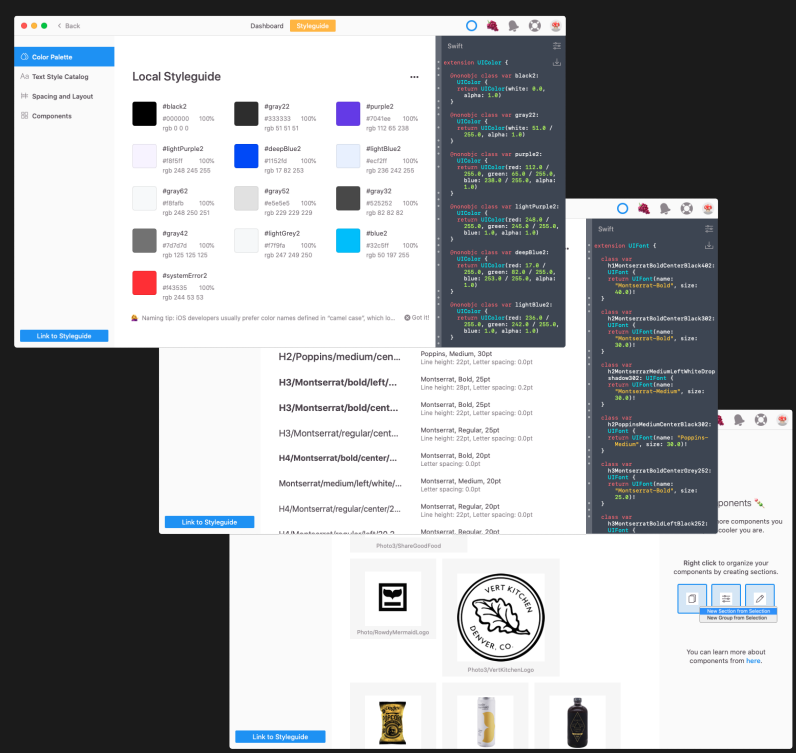



ZEPLIN LINK

# Bridging the gap between our team's designs and the developers we provided a Zeplin File. This way we are able to provide CSS code for every component used as well as colors, and text styles, creating a uniform and seamless design language across teams




Next Steps

- Notifications Page: Know when fridge has been restocked / your favorite item is in a fridge you frequent
- Gift Page: To allow users to purchase food for each other
- Preferences: Input your dietary restrictions and the app highlights foods with ingredients to avoid
- FAQ Page: For troubleshooting common problems / get more information
- Chat Feature: Allows a direct line between the user and Mama Gaia
- Mama Gaia Cash Details: In app payment system allows users to send/receive money, & budget
- Privacy Policy: Allows users to know they are in good hands & builds trust
- Who We Serve Page: Allows users to see all the areas that Mama Gaia is active
- Sign Up with Google / Apple / Etc.: For easy login