

# Cloudland NonProfit Social Good UX Design Case Study

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# Project overview



## The product:

Cloudland Non Profit is a Georgia -based organization focused on food sustainability. Primary target users are young adults who are concerned with the amount of food they waste and would like to make some change.



## Project duration:

June 2023 to July 2023



# Project Overview



## The problem:

- 80 Billion pounds of food wasted yearly
- 40% of American food is waste
- 43% of waste come from household
- 40% comes from restaurants and retail
- 16% come from farms



## The goal:

Design an app that will allow anyone to make an impact on food waste and help people manage their own food waste.

# Project overview



## My role: Lead UX Designer

UX designer leading the app and responsive website design from conception to delivery



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

# Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

# User Research: Summary



- Most user admitted to being aware of their food waste however did not actively do anything.
- In my research I found that most users are willing to change their food waste habits.
- They just need a tool that easily allows them to impact their community positively.

# Persona 1: Tony

## Problem Statement:

Tony is a working student who wants to make an impact in community service because of graduation requirements.



## Tony Douglas

**Age:** 22

**Education:** Georgia State

**Hometown:** Boston Mass

**Occupation:** Full Time Student

*"I want to give back to my community"*

## Goals

- To receive community service hours for college elective.
- Do meaningful work in the community.

## Frustrations

- Hard to get involved with community.

As a flight attendant Brenda is often in and out of a lot of cities. She frequents Atlanta because her airline Delta Airlines is based there. She would love to have a home cook meal but the only thing readily available is junk.

# Persona 2: Dianne

## Problem statement:

Dianne is a buffet manager who needs a services to pick up surplus food because she does not want to waist perfectly good food.



## Dianne Edwards

**Age:** 44

**Education:** UConn Culinary

**Hometown:** College Park, Ga

**Occupation:** Buffet Manager

*“I know food scarcity is a problem in my community and I want to be apart of the solution”*

## Goals

- To help reduce food waste
- Find a quick and convenient service to pick up food waste

## Frustrations

- Wasting Food

As a restaurant owner Diane is bound to have food go to waste. If it were up to her she would give away all of the remaining food at her buffet to the help. Obviously there are procedures that allow against that so I just would like to have a service that could help me with this issue.





# Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the Food Saver app. These designs focused on delivering personalized guidance to users to help manage their food.

Very Simple home screen with 3 action buttons.



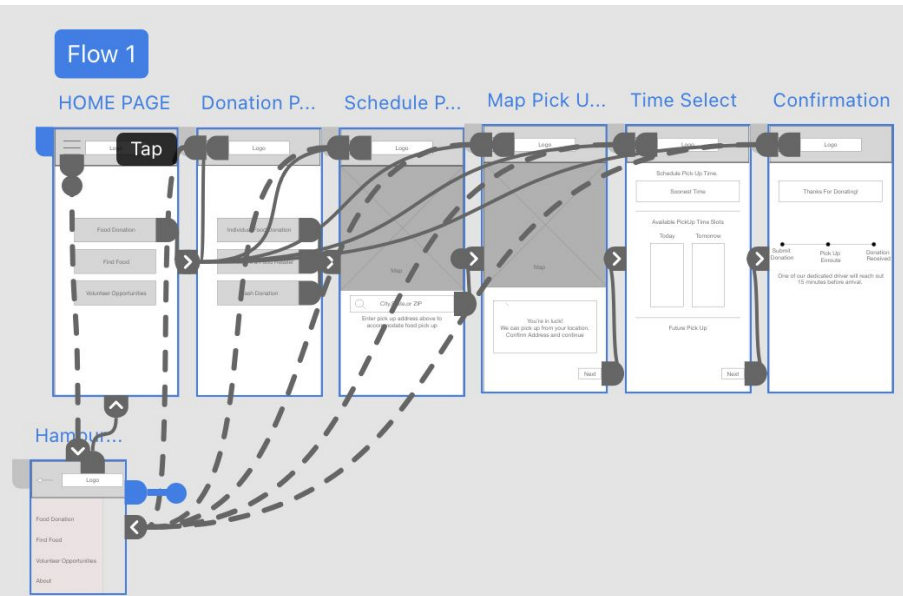
Search feature and map to find service closest to you.

# Low-fidelity prototype

Here is the link for the Lofi Prototype of a user journey path to get food picked up.

## [Cloudland Non Profit LoFi Prototype](#)

WireFrames / LoFi



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

USA, remote



## Participants:

5 participants



## Length:

15 minutes

# Usability study: findings

These were the main findings uncovered by the usability study:

1

Schedule Future Pickup

## Insight Identification Template

Google UX Design Certificate

2

Accept Cash Donations

1. Based on the theme that: **most users want a further pick up time than tomorrow**, an insight is: **there should be an option for donors to discuss future pickups.**
2. Based on the theme that: **people would like to volunteer**, an insight is: **to add volunteering as an option instead of just cash donations.**
3. Based on the theme that: **user wants to provide more information on donations**, an insight is: **to allow donors to upload images and description of donation.**

3

Add Info on Homepage

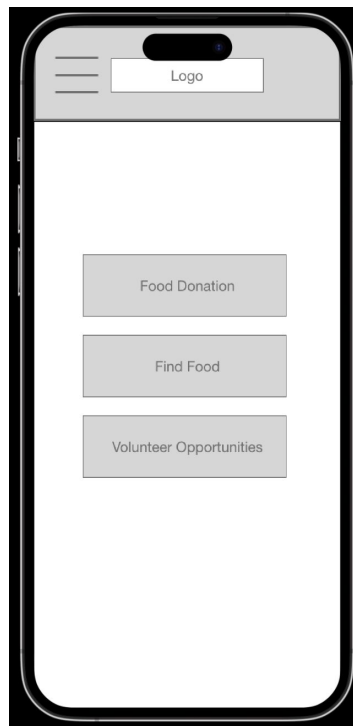
# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

Based on the insights from the usability studies, I applied design I added more information on the homepage utilizing a drop down menu.

Before usability study



After usability study



# Mockups



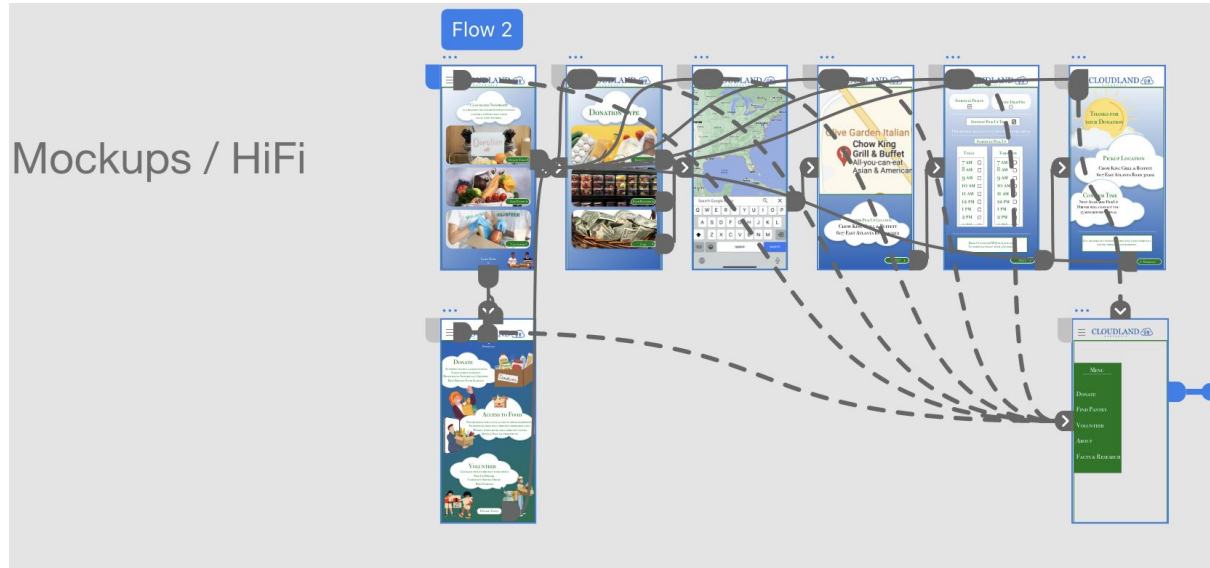


# High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

## Cloudland Non Profit Hi-Fi Prototype

Mockups / HiFi



# Accessibility considerations

1

I have a language feature that toggles to spanish using the globe icon.

2

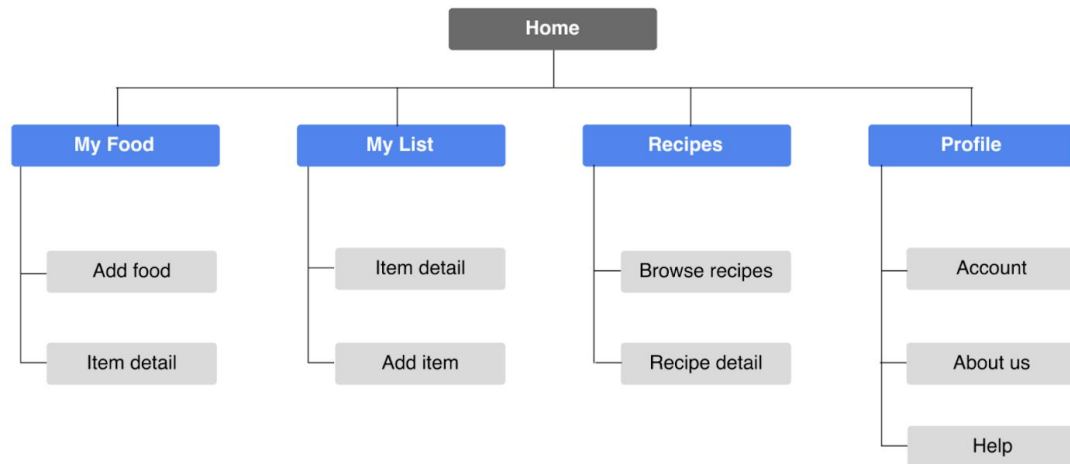
I have a text to speak icon that toggles on and off with click of microphone

# Responsive Design

- Information architecture
- Responsive design

# Sitemap

With the app designs completed, I started work on designing the responsive website. I used the Food Saver sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



# Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.



# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

Users shared that the app made food waste seem like something they could actually help reduce. One quote from peer feedback was that “the Food Saver app helps bring caring about the environment to a personal level in a way that’s easy and engaging.”



## What I learned:

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

# Next steps

1

Conduct research on how successful the app is in reaching the goal to reduce food waste.

2

Add more educational resources for users to learn about food waste.

3

Provide incentives and rewards to users for successfully reducing their food waste.



# Let's connect!



Thank you for your time reviewing my work on the Cloudland Non Profit App! If you'd like to see more or would like to get in touch, my contact information is provided below.

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