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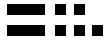
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# FINAL PROJECT

FIND LOCAL ORGANIC MEATS  
by LAUREN ACHEM

FARM FRESH  
  
MEAT.ME



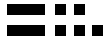


## PROBLEM INTRO

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When looking for ethical, quality meat, I still want variety of choice and to be able to compare prices, so that I can get the best deal.





**PROCESS START**

The project began with the planning & research phases to understand the consumer.



**RESEARCH**

User Interviews & online surveying to gather more information.



**USER PROBLEM**

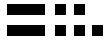
Identifying the Archetype and user problem/ job story.



**STORY SLICING**

Deciding which features and content is most important to include.





### USER FLOWS

Mapping out the content & structure for how the app would flow.



### WIREFRAMES

Sketching rough ideas for the layout, start designing content hierarchy.



### USABILTY TESTING

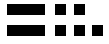
Have a user test product to find design flaws, and create a better flow.



## PROTOTYPE

Reworked designs based on user feedback. Clickable prototype created with Invision.





## Sample Interview Questions

01

Where do you usually purchase your meat products from?

02

When buying meat, what qualities are most important to you?

03

How important is it that the meat is from a local supplier?

04

Would you pay a bit more for higher quality or organic meats?

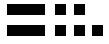
05

Do you ever purchase groceries online? If so, describe your thoughts on the process?

06

Do you have any positive experiences with buying meat from a butcher, you'd like to share?



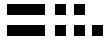


## IDENTIFYING ARCHETYPES

# The Healthy Millennial Eater

This person cares deeply about where their food comes from, and how it's raised/ made. Organic, non- GMO, grass-fed and grass finished- are all important qualities that concern this consumer. This person may have a bit more disposable income, and thus shops at upper end supermarkets such as Whole foods, Choices, and Urban Fare.





STORY SLICING

# Important Features

01

**SELECTION OF FARMS**



03

**MEATS DIVIDED BY SECTION**

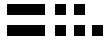


**DETAILED FARM INFO**

02

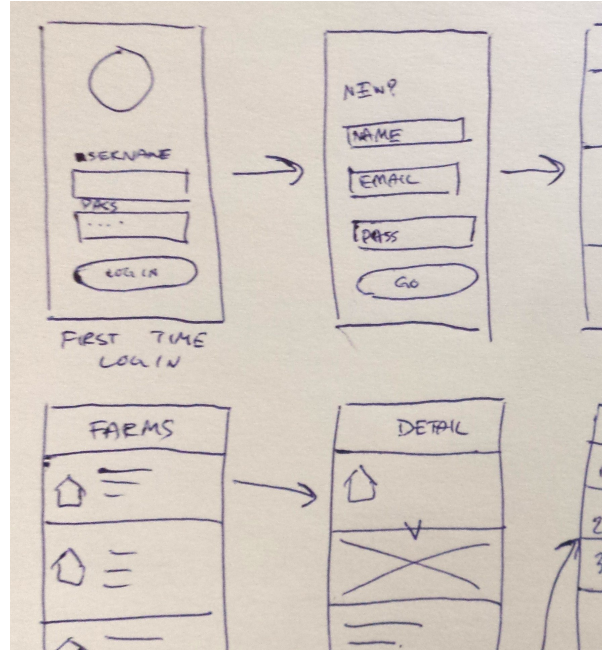
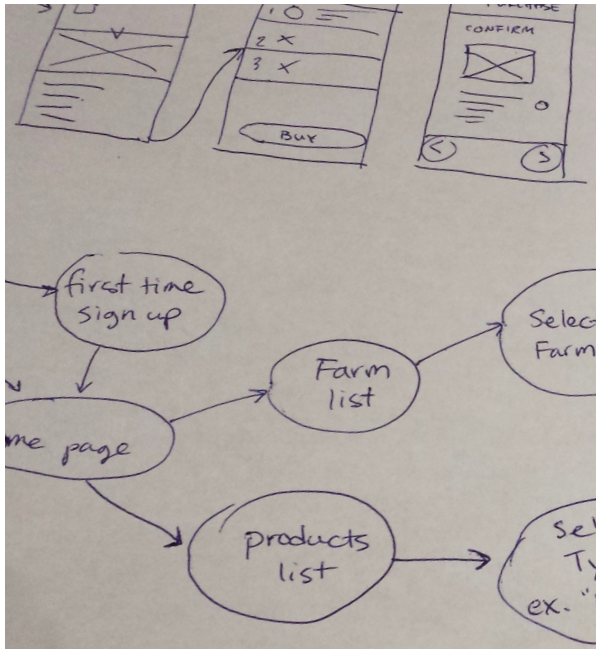
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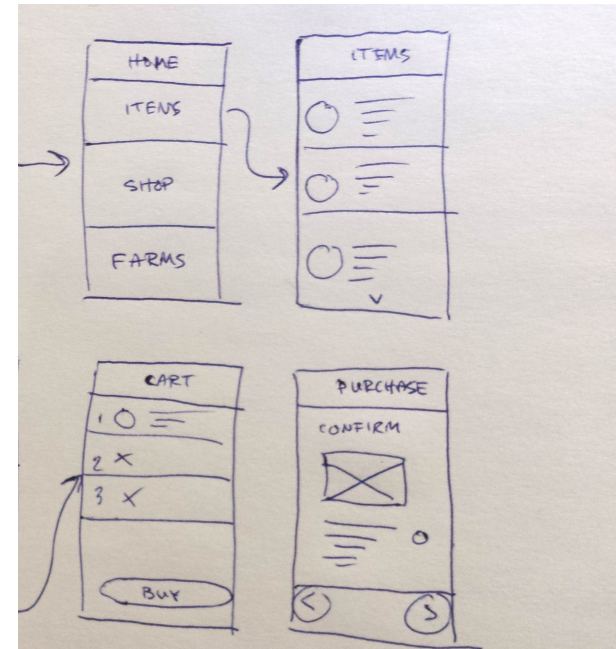
CONTENT STRUCTURE

# Planning the Layout



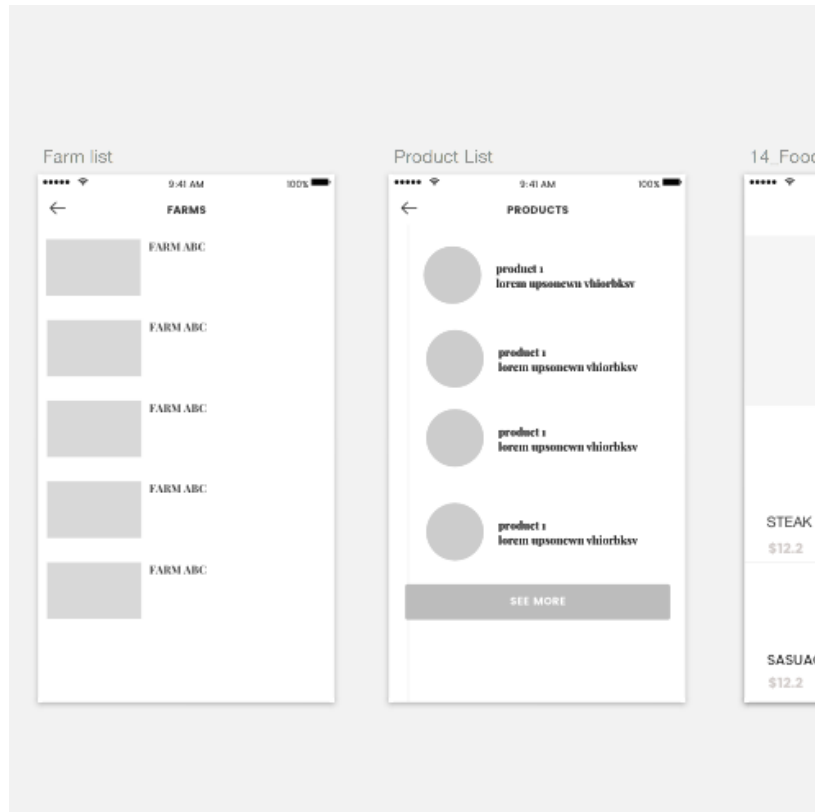
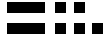
## User flows & Rough Wireframes

Mapping out the content with user flows, to see how the user would go from one screen to the next. Then sketched out low-fi wireframes to illustrate this.



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WIREFRAMES 2.0

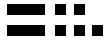
# Iterated Designs

Using my rough sketches, I tested out my designs with actual users and discovered a few problems with the flow, in that it was overly complicated and a bit confusing.

I also realized the user wanted more information on each individual farm, as opposed to just quick stats on them. So therefore, I created another separate screen for this.

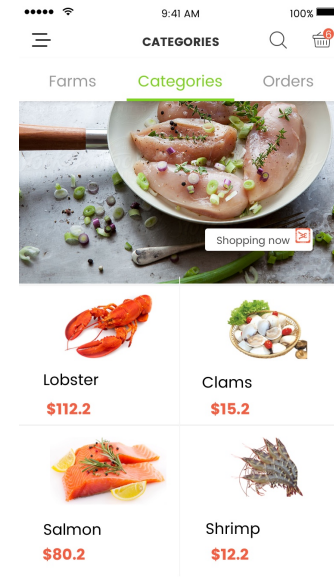
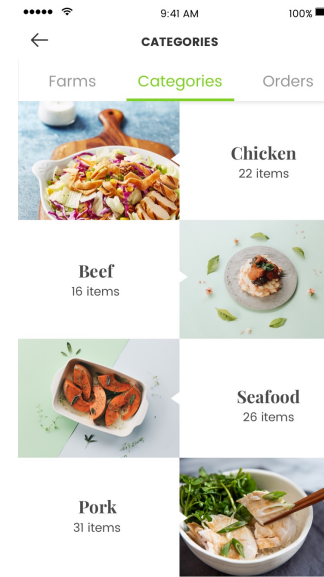
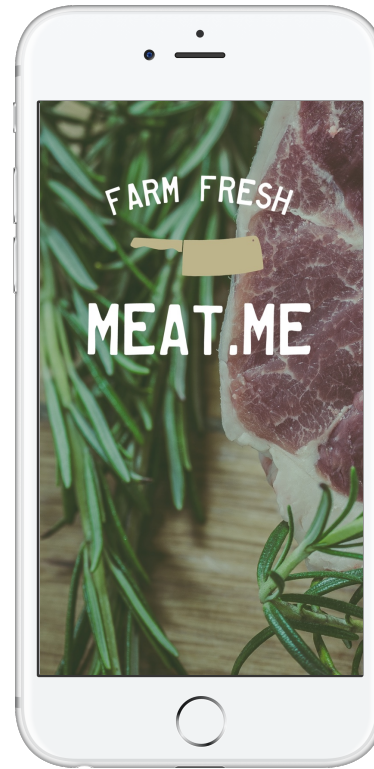
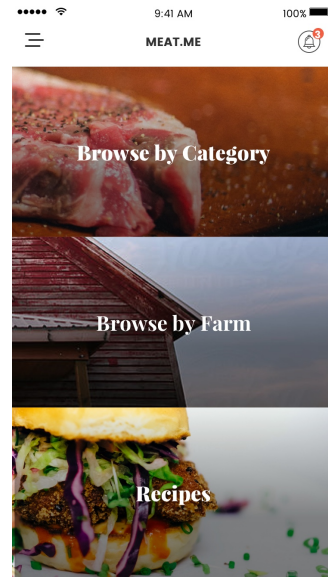
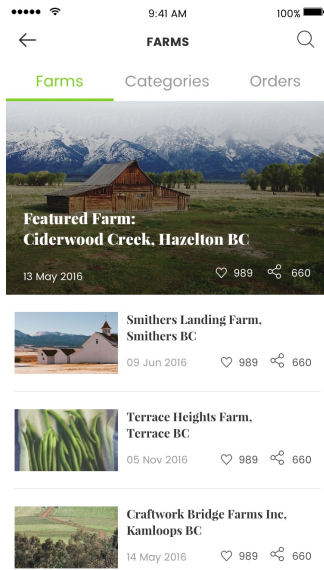
After reworking and simplifying my design, I created hi-fi wireframes.

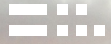




# Prototype Designs

CLICK FOR CLICKABLE INVISION PROTOTYPE





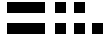
# Business Goals

Eliminate the need for physical meat shops, by taking less of a cut from suppliers (farms). Consumer also gets charged less than a supermarket would, because we have little overhead. Therefore farms have incentive to promote our app, because they lose less money on each transaction.

POTENTIAL KPI:

First Quarter - 25 Farms - 25 successful transactions each.





## Conclusion & Takeaway

The importance of getting user feedback at frequent intervals throughout the process, usability testing and user research to find out more about your product and how useful it is/ if it's even useful, to make sure you're going in the right direction.

### WHAT WAS CHALLENGING?

Taking my findings from research and interviews to craft an archetype and design a solution for it.

### WHAT I ENJOYED MOST?

Finally completing wireframes I was happy with, and then designing the prototype with Sketch and Invision. I really love these tools.



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thank you