BE MY FRIDGE

UX / UI PROJECT

ASHLEY YEO

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UX RESEARCH
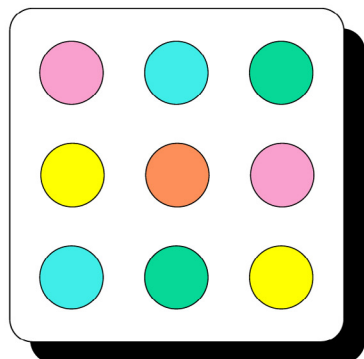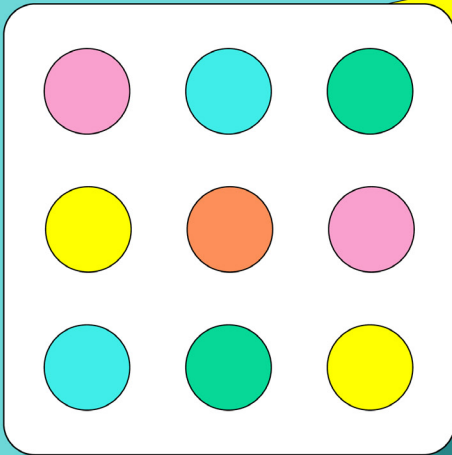
WEB / APP DESIGN

VISUAL DESIGN
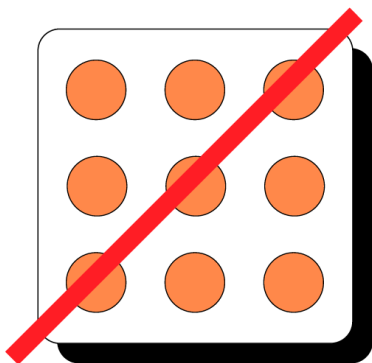
UX
RESEARCH

Project
Description

This is a UX/UI Project for Be My Fridge. The idea is to create an app for a convenient and efficient refrigerator organizer. The app, Be My Fridge helps users add, shop, and organize their groceries easily. The efficient way of organizing inventory will lead to saving money and a healthy lifestyle.
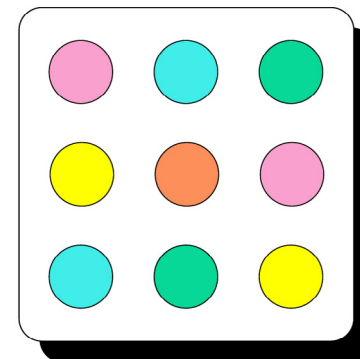
PROJECT OVERVIEW

The Problem:

Organizing a fridge can be challenging on a busy day. Sometimes it is hard to know if you had a certain item in the refrigerator.
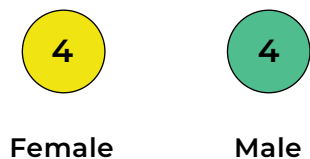You end up wasting so much food and money.

The Solution:

The solution is to use an app that helps you organize and manage your groceries in the refrigerator. The app displays a list of items in the fridge and notifies expired items. You can also shop via the app when things are low in stock.
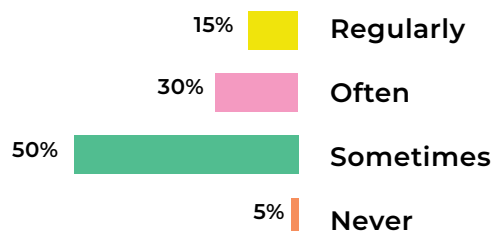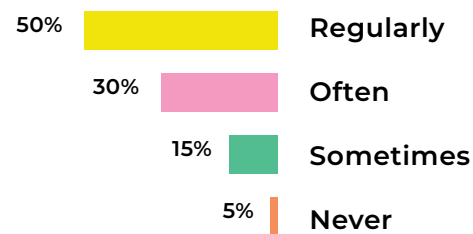
TARGET AUDIENCE RESEARCH

Demographics

4 Female

4 Male

How often do you use online grocery delivery?

- 15% Regularly
- 30% Often
- 50% Sometimes
- 5% Never

How often do you find expired food in the fridge?

- 50% Regularly
- 30% Often
- 15% Sometimes
- 5% Never

What do you find challenging with your refrigerator?

- 6 Organizing items
- 5 Managing inventory
- 3 Buying groceries
- 5 Wasting food that is expired
- 4 Finding the same items

Do you like the idea of a Fridge Organizer app?

60 % Yes

30% Maybe

10% No
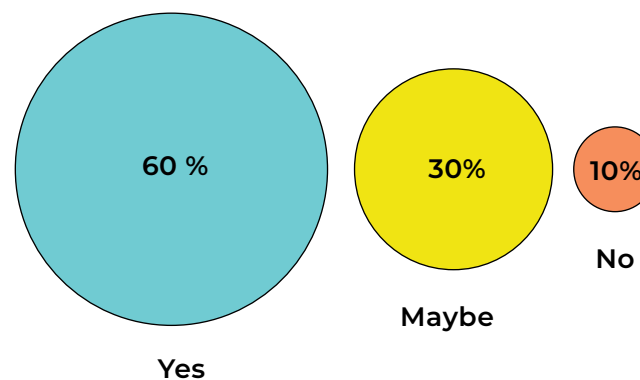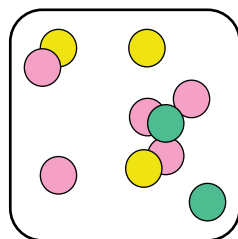
USER RESEARCH
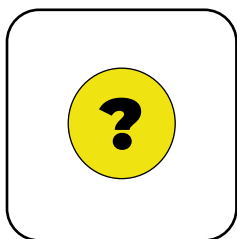
01
Pain Point

Difficult to track what items are in the fridge and added items.

02
Pain Point

Difficult to organize items in the refrigerator.

03
Pain Point

Difficult to know what items have been expired and need to be replaced.

04
Pain Point

Inefficient to order items that are low and online shopping separately.

COMPETITIVE AUDIT 1

NO WASTE

Competitor Type: direct

Product Offering: Food inventory, manage, and organize

Price: $$
Website: https://www.nowasteapp.com
Business size: Small
Target Audience: working adults

Unique Value Proposition:
- Add food from a library of +200 food items
- scanning
- Check food consumption status

APP OR MOBILE EXPERIENCE

Good
+ App is well-designed and easy to use
+ Smooth item entry process
- No QR code scanning feature
- Drawbacks

INTERACTION FEATURES

Excellent
+ a variety of food items library
+ Track your food waste and value loss,
+ List for pantry and freezer.
+ Plan a meal.
- not various item icons

INTERACTION ACCESSIBILITY

Needs Work
+ Video intructional tutorials
+ easily recognizable images and icons for food items
- Not accurate notifications
- no sound when scanning or notifications

USER FLOW

RATING
+ easy adding items by scanning and icons
+ easily track food consumption progress

NAVIGATION

Good
+ Easy basic navigation
+ Clear indication of clickable elements

BRAND IDENTITY

Good
+ Simple and clean
- does not look like a refrigerator

TONE/ DESCRIPTION

Needs Work
- difficult terms used without image
+ professional - not friendly
+ explains information with diagrams and charts

COMPETITIVE AUDIT 2

SAMSUNG

Samsung Family Hub

Competitor Type: Indirect
Product Offering: Make shopping lists, buy groceries, browse recipes, order
Price: $$$$
Website: https://www.samsung.com/us/explore/family-hub-refrigerator/apps/
Business size: Large
Target Audience: Families
Unique Value Proposition:
- Create a shopping list
- Buy groceries via Instacart, online shopping app

APP OR MOBILE EXPERIENCE

Excellent
+ App is well-designed and easy to use
+ Easy online ordering process

INTERACTION FEATURES

Excellent
+ Built-in camera to view inside the fridge
+ Create and share shopping lists.
+ Get instant access to recipes, photos and videos, including ratings and reviews.
+ Plan meals based on the food inside your refrigerator

INTERACTION ACCESSIBILITY

Great
+ No manual inventory entry needed
+ Easily recognizable images and photos
+ share information with community

USER FLOW

Good
+ Easy and useful organization and order process
+ Straightforward user flow
- manual repetition

NAVIGATION

Good
+ Easy basic navigation
+ Clear indication of clickable elements

BRAND IDENTITY

Needs Work
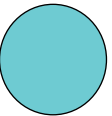+ Simple and clean
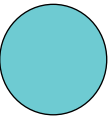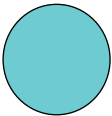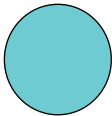- No brand logo design, same as other refrigerator lines
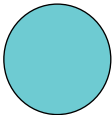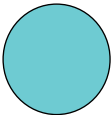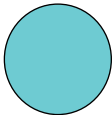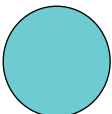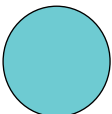
TONE/ DESCRIPTION

Needs Work
+ Easy description of features with images and icons
- The branding of the Samsung Family Hub is vague

FEATURE MATRIX

	Barcode Scanning	Online Shopping	Notifications	Tips on recipe or diet
No Waste	●		●	●
Samsung Family Hub		●	●	●
Be My Fridge	●	●	●	●

USER PERSONA

Education: Master's
Marital Status: Married
Location: San Jose, CA
Occupation: Consultant

Income: $120000
Work Experience:

8 years

Technology:

★ ★ ★ ★ ★

Social Media:

★ ★ ★ ★ ★

Stephanie K. (36)

PERSONAL BACKGROUND
Stephanie was born in San Jose, California, and works full-time as a consultant for a tech firm. She enjoys grocery shopping and cooking. It gets chaotic after a busy day, finding food from a fridge and organizing the inventory. She sometimes ends up buying food already had and wasting it.

NEEDS & GOALS
Needs to organize the refrigerator, manage the inventory, and purchase items online.

EXPECTED FEATURES
An app that connects to online grocery shopping platform and easy one-click purchase

PROBLEM WITH THE PROJECT
Needs to have a reliable online grocery delivery service. Inputting the purchased item into the app can be manually tedious.

FRUSTRATIONS
Difficult to know items in the fridge, purchased date and expiration dates.

DELIGHTFUL
Get notifications when items are about to expire. Items are that are low can be reordered via the app.

RECOMMENDATION
Inputting items can be done by scanning barcodes, Qr codes, or selecting food image icons instead of typing manually.

User Story

Stephanie K.
36. Female, Consultant

Stephanie enjoys cooking and grocery shopping. She works full-time and lives a busy life. She realizes that it is difficult to organize her fridge daily and it becomes messy. She hopes to find an app that can help her check and organize the inventory of her groceries. Jamie thinks it will be convenient to shop instantly when her groceries are low. She could also get tips about keeping things tidy and healthy food habits.

> " I need to find an app to organize my fridge. It is hard to remember what I have and I end up wasting so much food! "

USER FLOW

TASK 1. Add new items

Tap Add New icon from the main sceen ▶ Select Scan or manual ▶ Scan barcode or QR code ▼

Save and done ◀ Review items added ◀ View Items Added sign
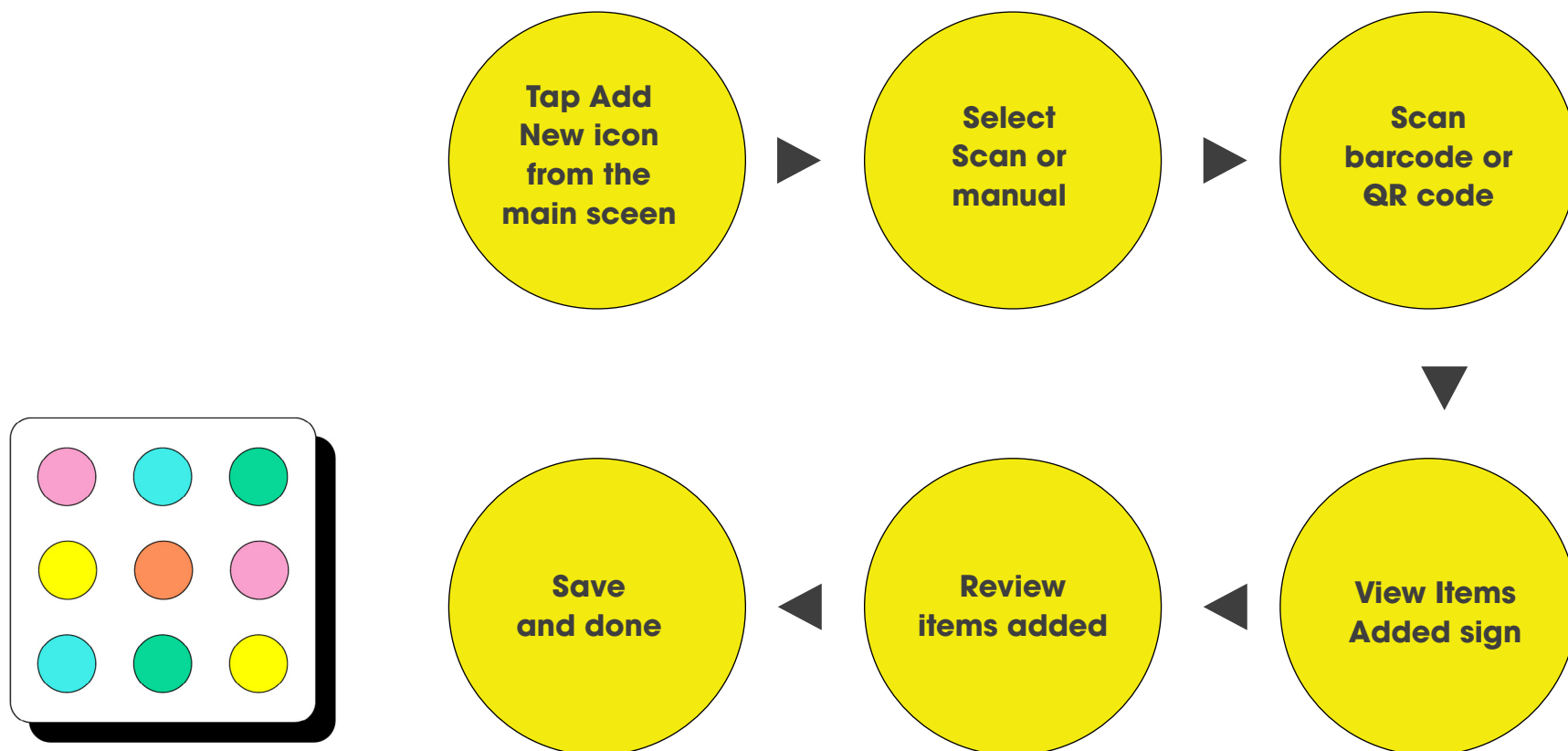
USER FLOW

TASK 2. Organize the refrigerator

Tap My Fridge icon from the main sceen ▶ View a diagram of the fridge ▶ Drag and move items ▼

Edit quantities or shop ◀ View edit pop-up screen ◀ Select an item to edit or shop
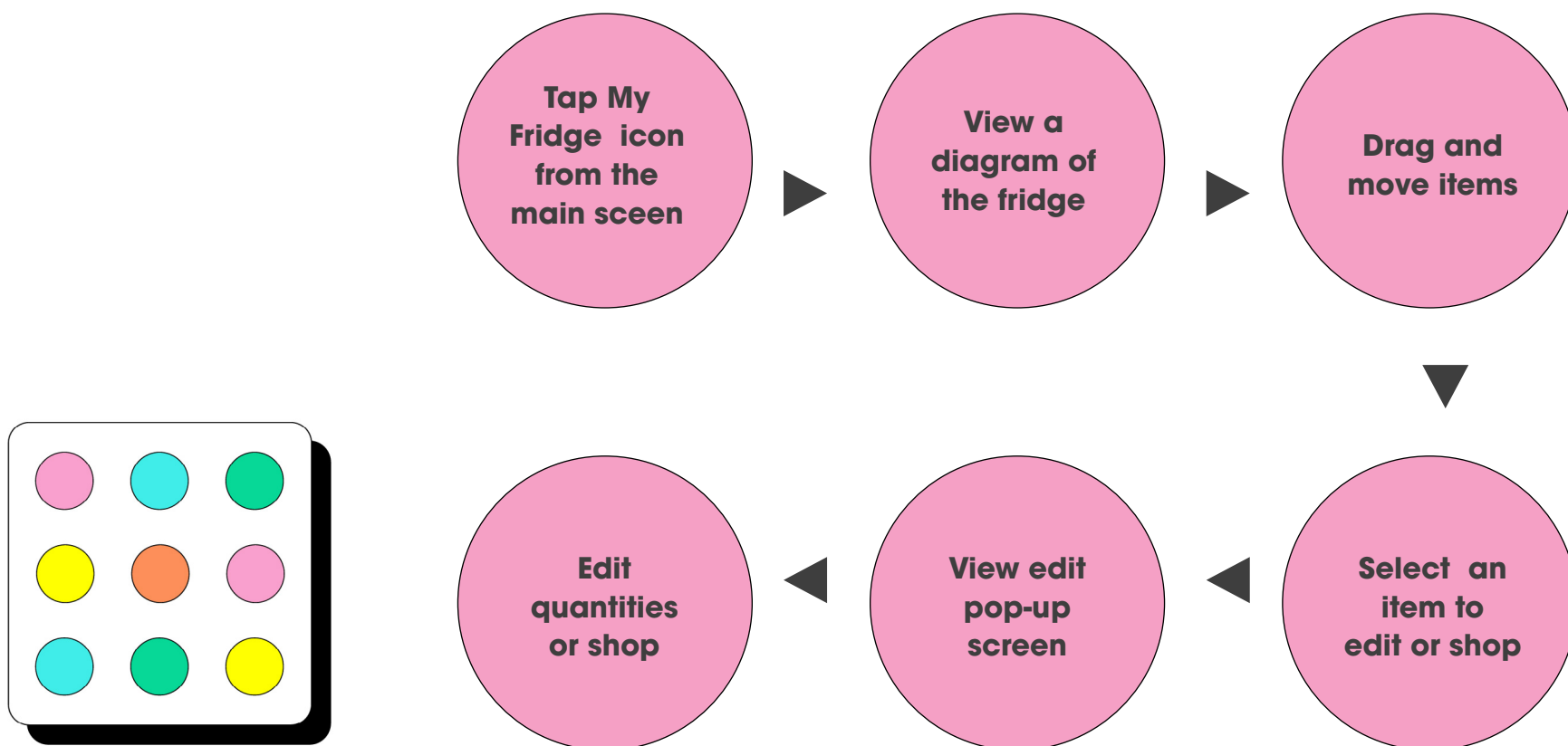
USER FLOW

TASK 3. Get News and Tips

Tap News icon from the main sceen

▶

View News main page

▶

Read news and notifications

▼

Edit or shop more

◀

View expired items

◀

Go to My Fridge to check status
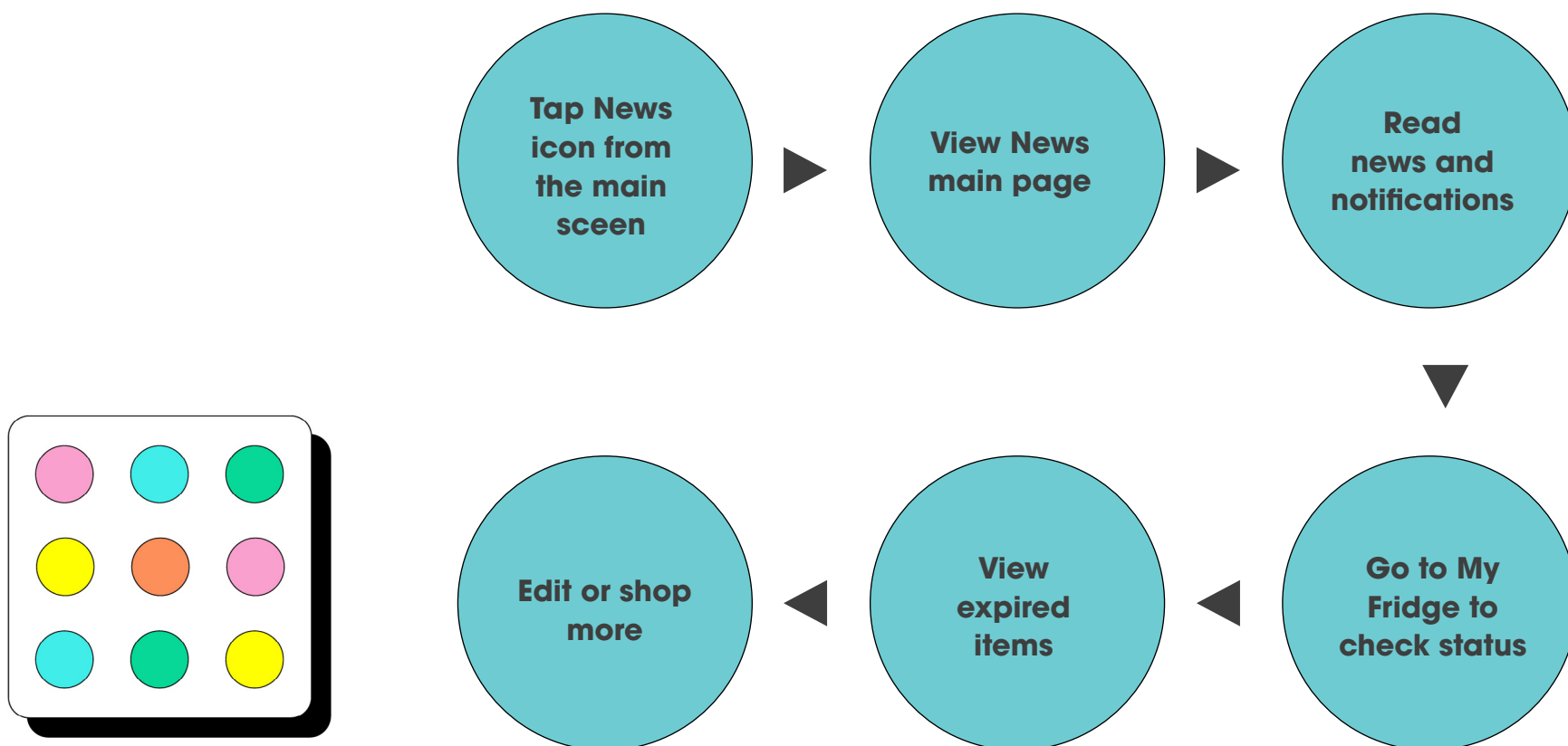
USER FLOW

TASK 4. Shop Groceries

Tap Shop icon from the main sceen ▶ View Shop main page ▶ Select My store or item

▼

Complete purchase ◀ Go to cart and check out ◀ Add items to cart
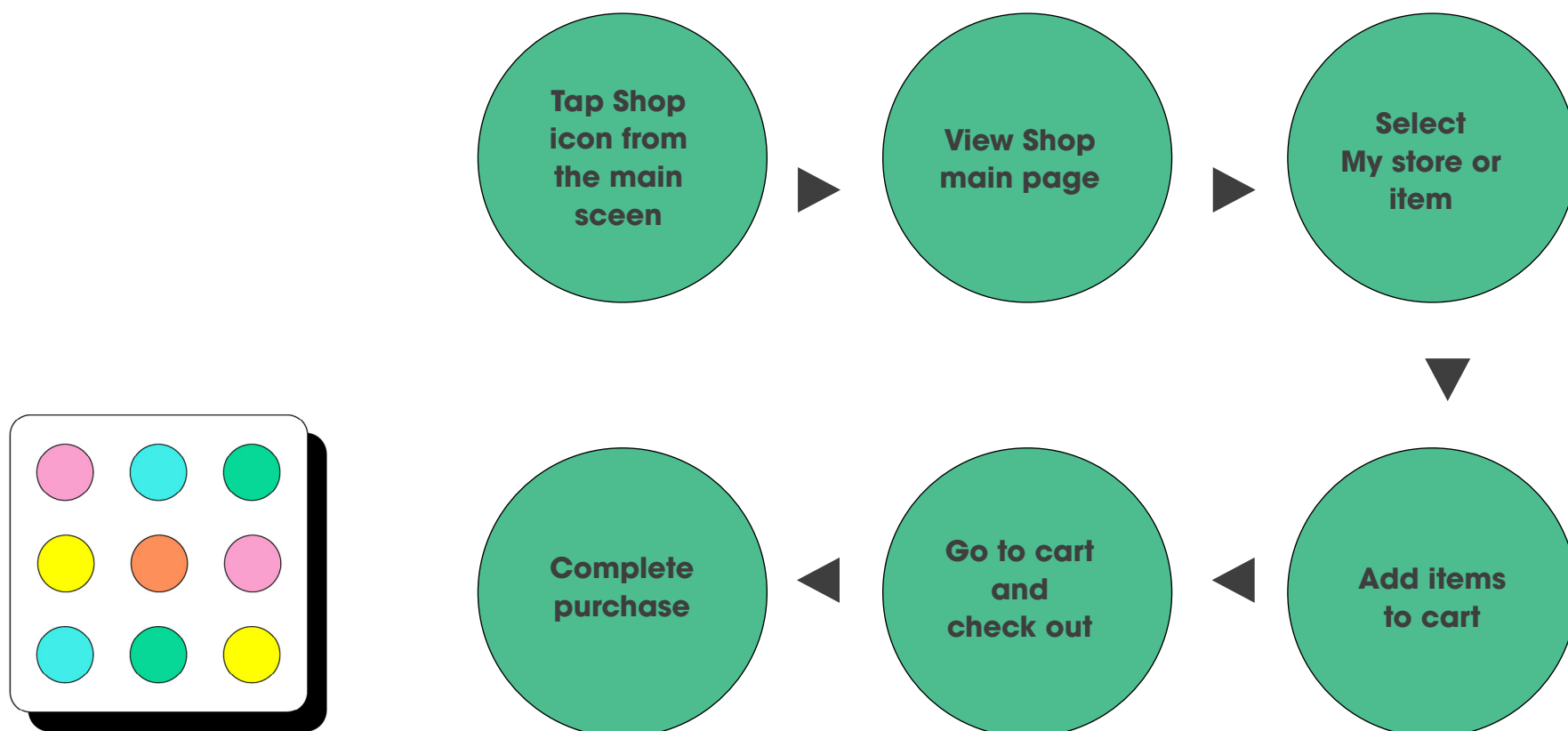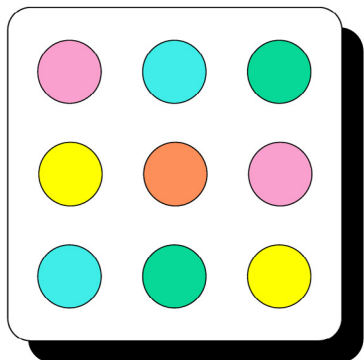
VISUAL DESIGN

MOODBOARD
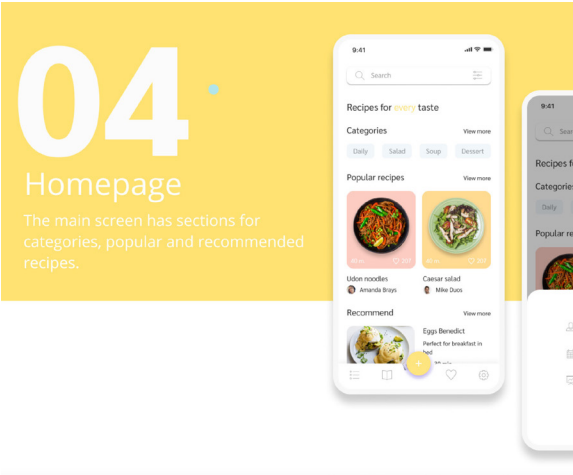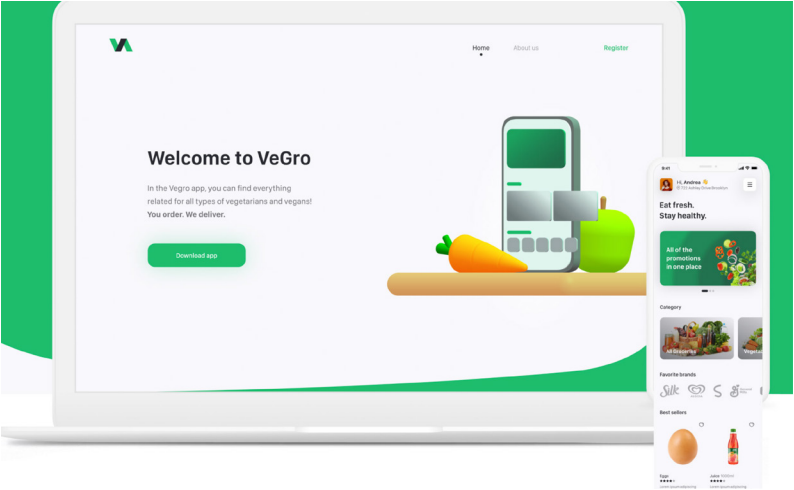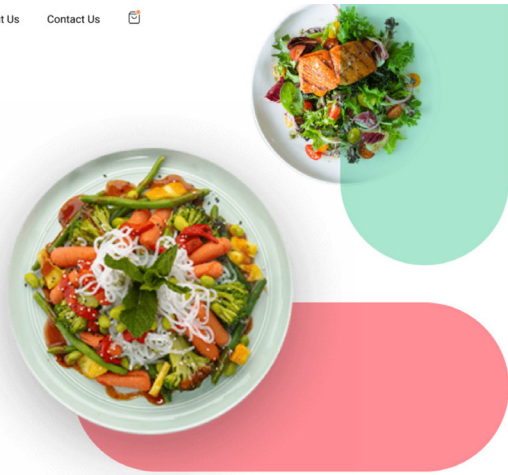
TYPOGRAPHY

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr SsTt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 " "?!

COLOR PALETTE

COLORS
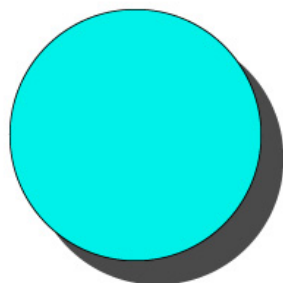
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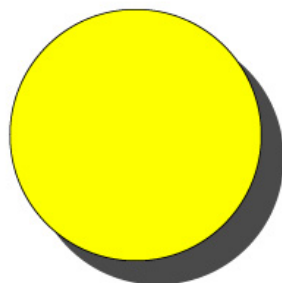
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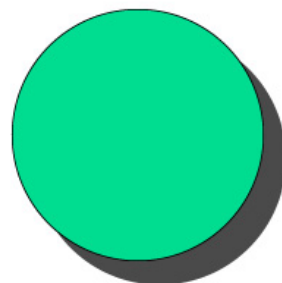
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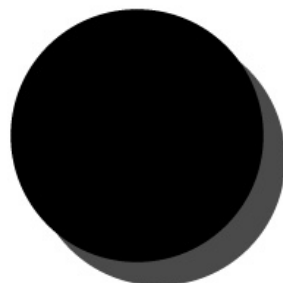
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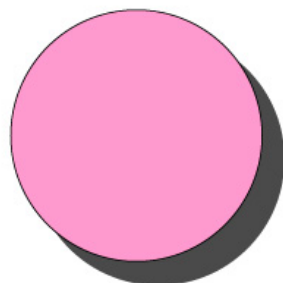
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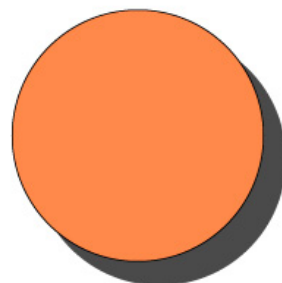
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LOGO VARIATIONS
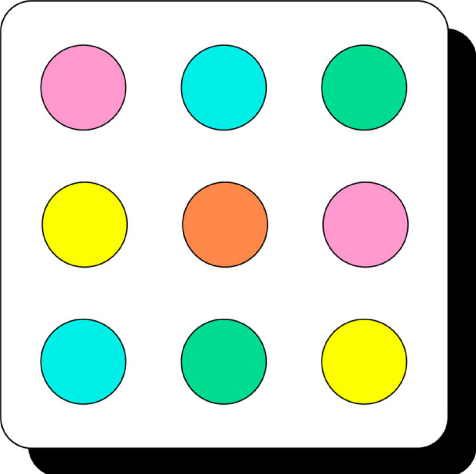
BE MY FRIDGE

YOUR FRIDGE ORGANIZER

LOGO ANATOMY

5 PX
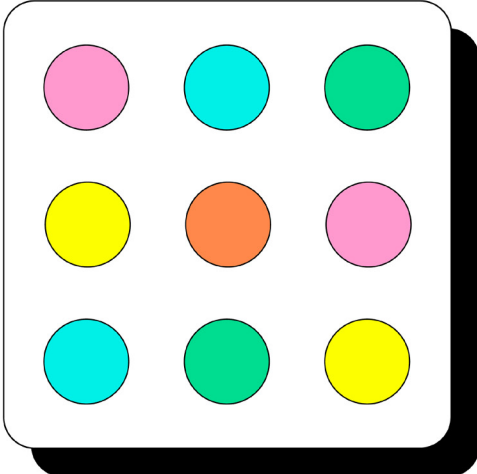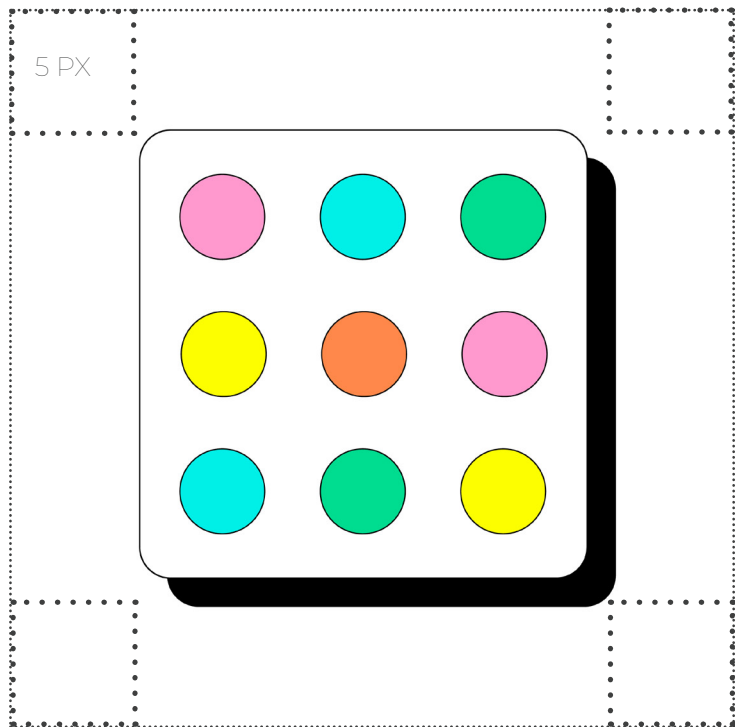
Digital Maximum
Width: 90 px
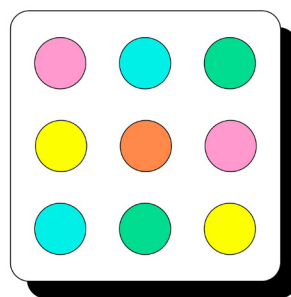
Digital Minimum
Width: 50 px
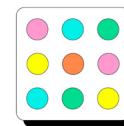
Digital Minimum
Width: 25 px

FORBIDDEN LOGO USAGE
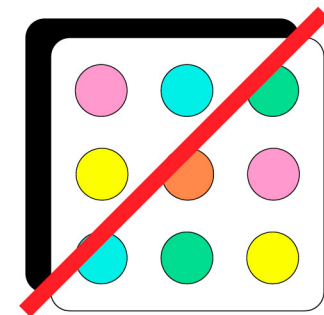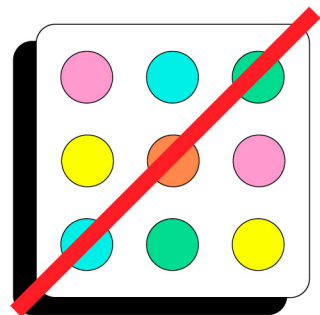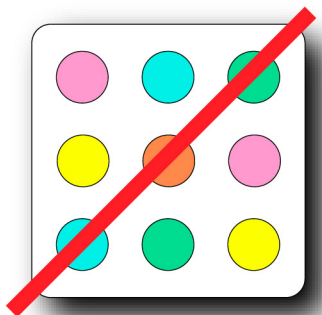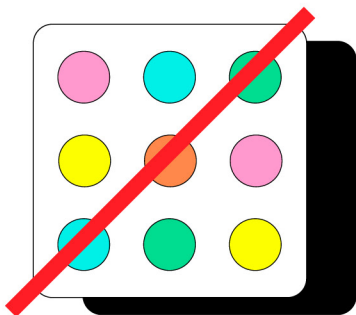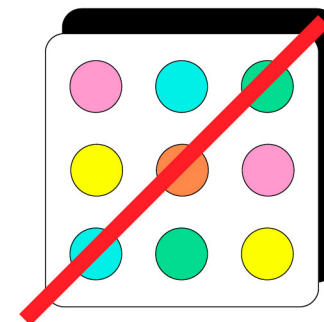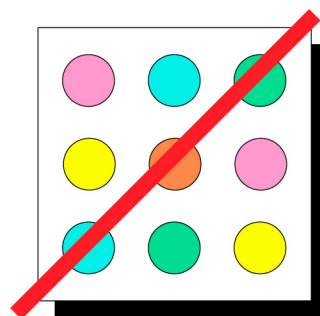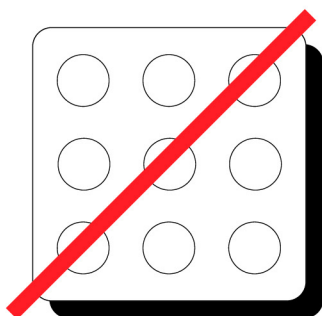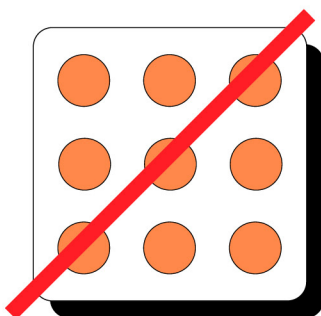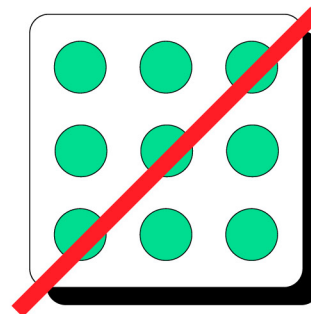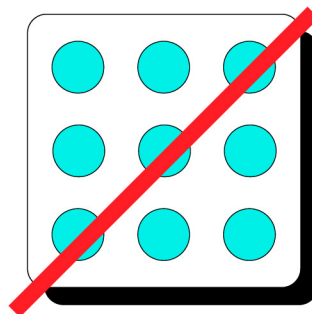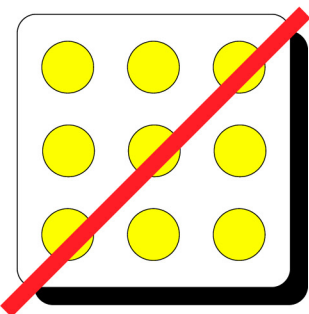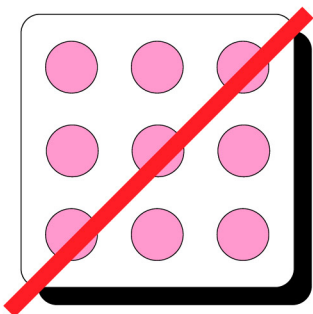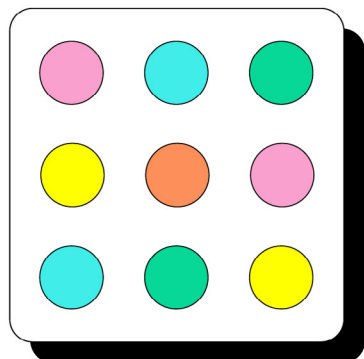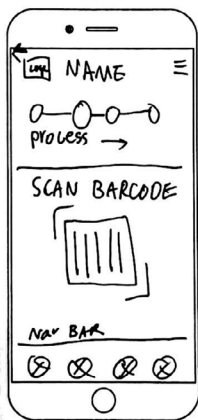
WEB / APP DESIGN

PAPER WIREFRAMES

① ADD·NEW ITEM
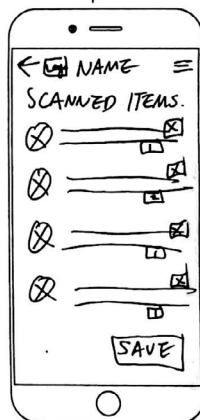TASK # & DESCRIPTION   PROJECT
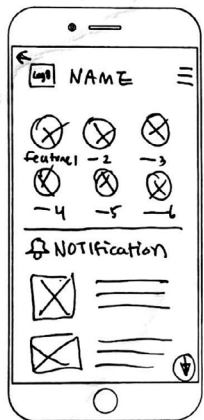
STEP # 1/4   STEP # 2/4   STEP # 3/4   STEP # 4/4
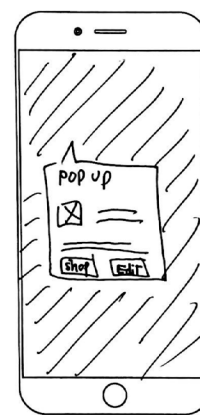
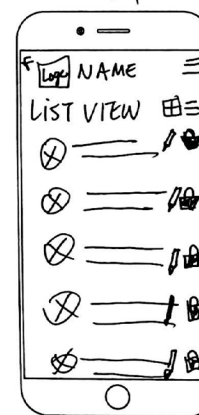Organize My Fridge
TASK # & DESCRIPTION   PROJECT

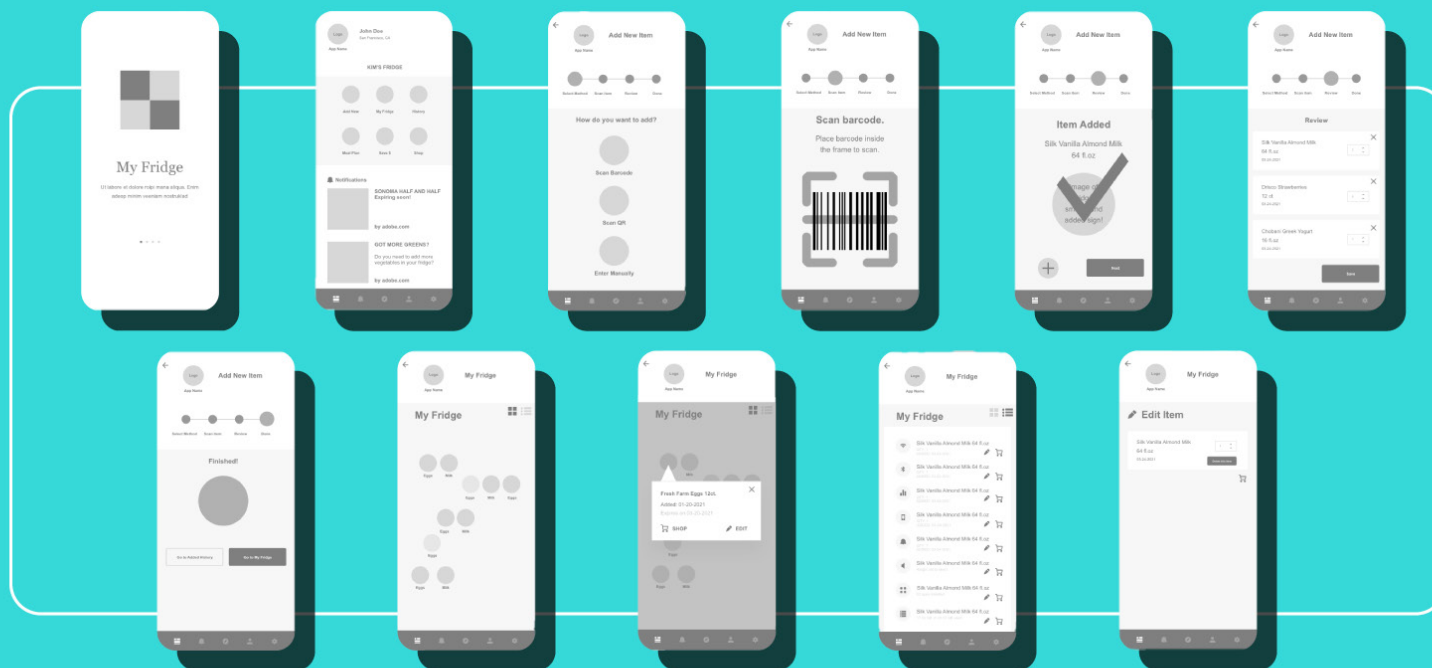STEP # 1/4   STEP # 2/4   STEP # 3/4   STEP # 4/4

LOW-FIDELITY WIREFRAMES

USABILITY STUDIES

Summary

Based on the paper usability tests, some changes are made to incease the usability of the product.

Participant A

"It is confusing to know what items are about to expire. The images are hard to figure out."

Participant B

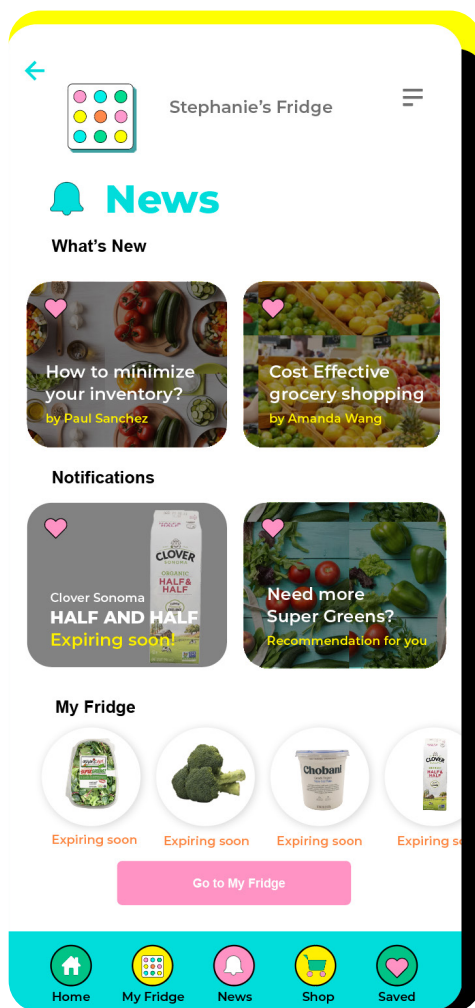*"I am not sure if I am looking at the refrigerator section or the freezer."*

Participant C

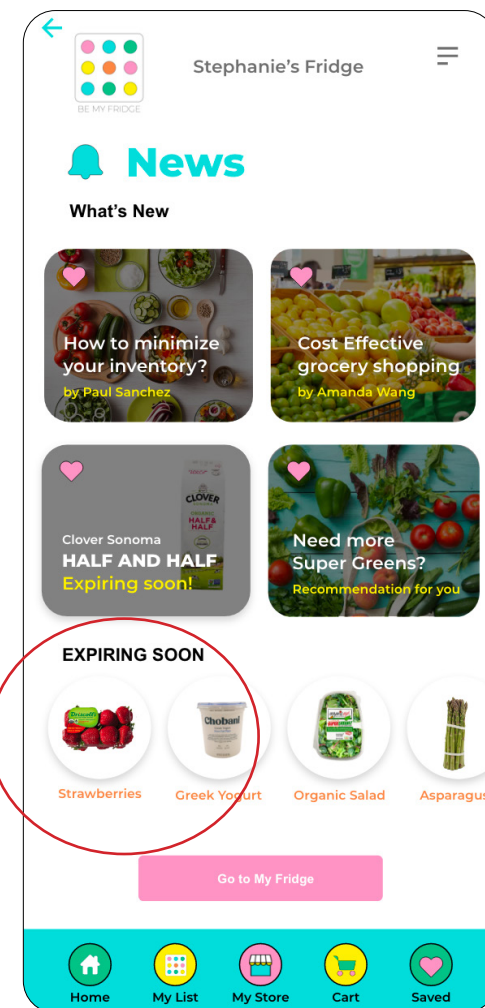*"I think the button descriptions can be more simple and short"*
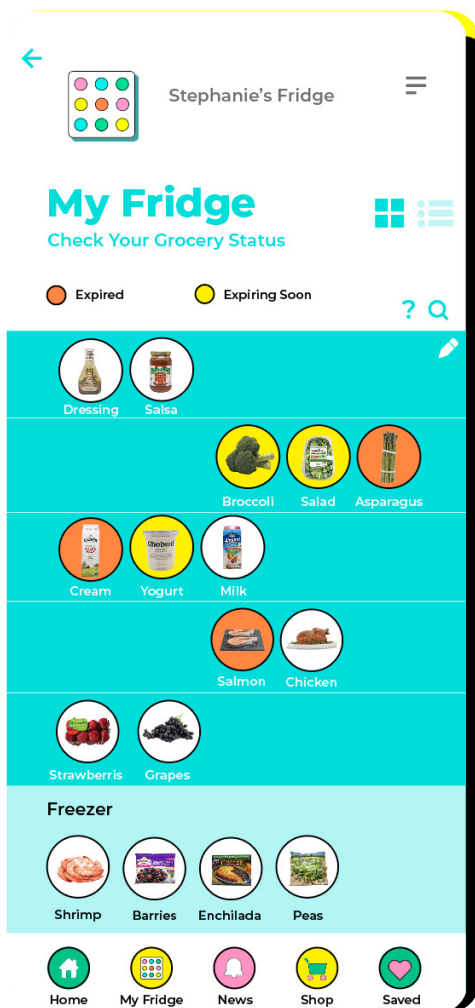
USER TEST RESULTS

MODIFICATION 1

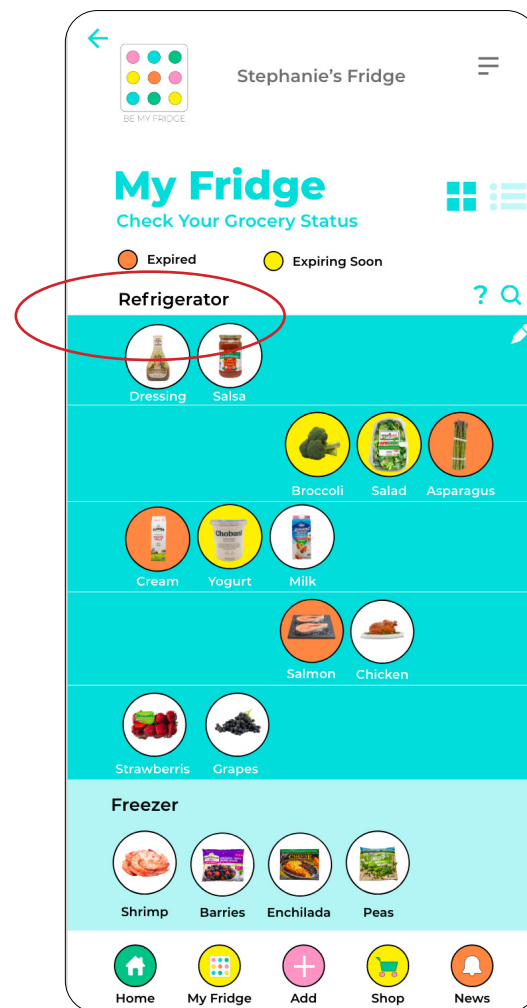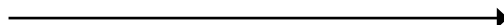The items that are about to expire are indicated with text and images together.
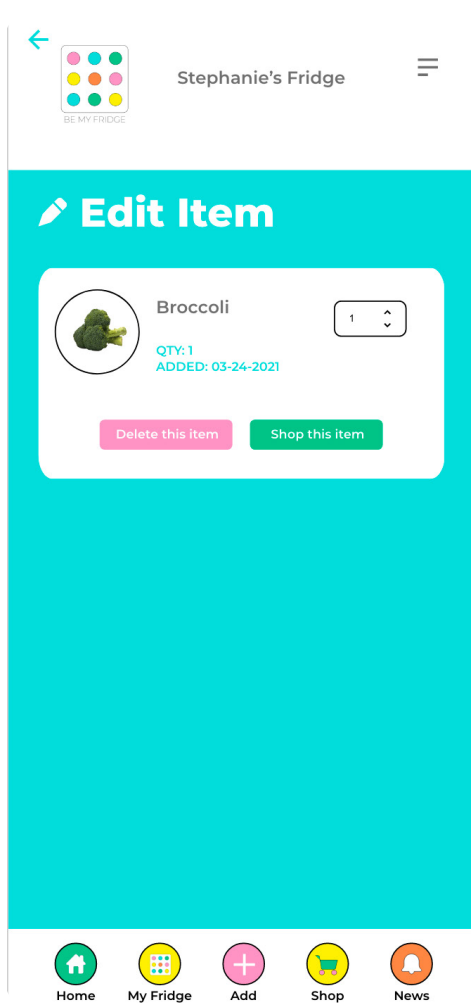
USER TEST RESULTS

MODIFICATION 2

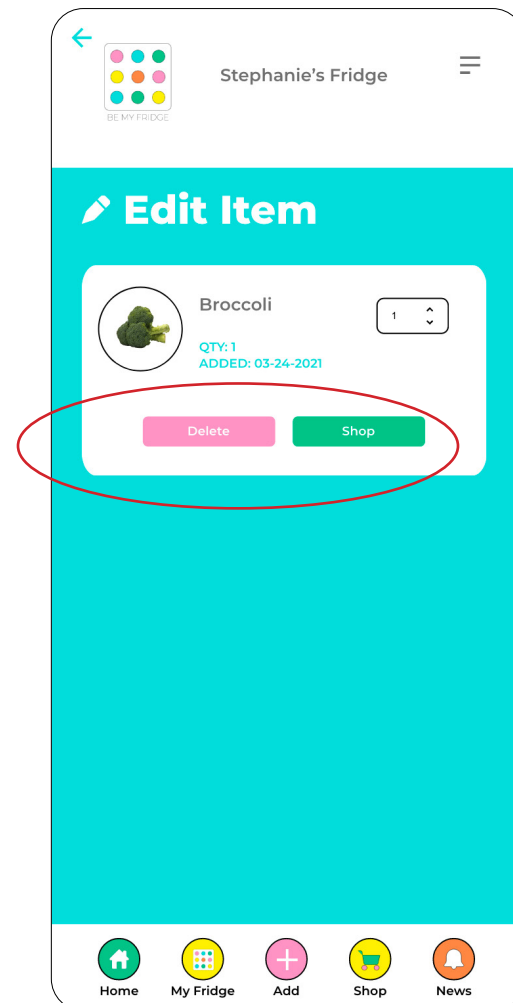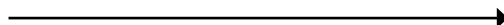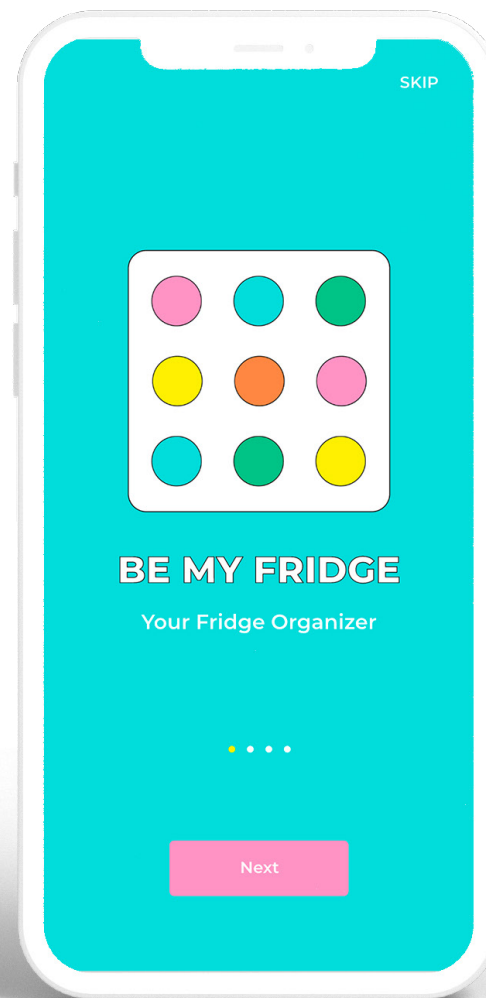The "refrigerator" section title has been added in addition to the "freezer" section.
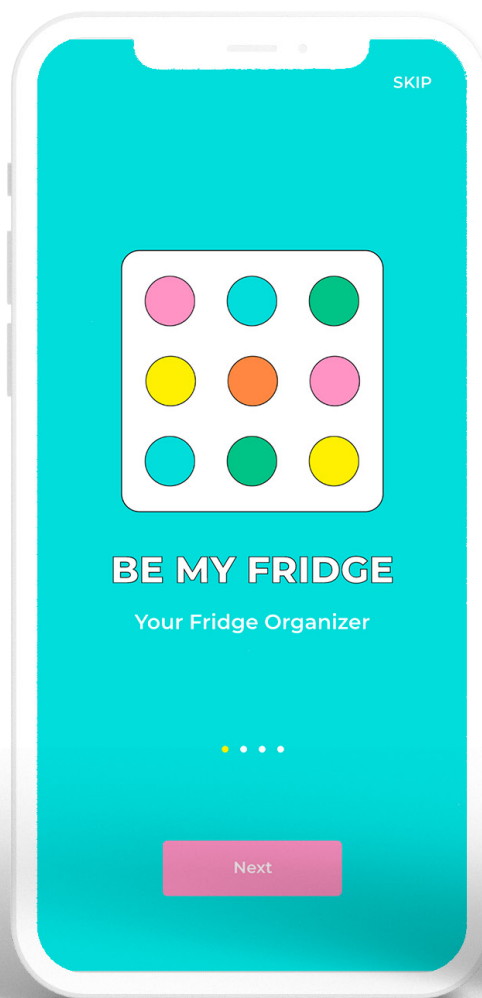
USER TEST RESULTS

MODIFICATION 3

The button descriptions are modified. It is short and easy to understand.

MOCKUPS - 1

My Fridge

Expiring soon
Expiring soon
Expiring soon
Go to My Fridge
Need more
Super Greens?
Recommendation for you

Home
My List
My Store
Cart
Saved

BE MY FRIDGE
Your Fridge Organizer

SKIP

Next

Stephanie's Fridge

My Fridge
Check Your Grocery Status

Expired
Expiring Soon

Dressing
Salsa
Cream
Yogurt
Milk
Broccoli
Salad
Asparagus
Salmon
Chicken

Strawberris
Grapes

Freezer

Shrimp
Barries
Enchil

Home
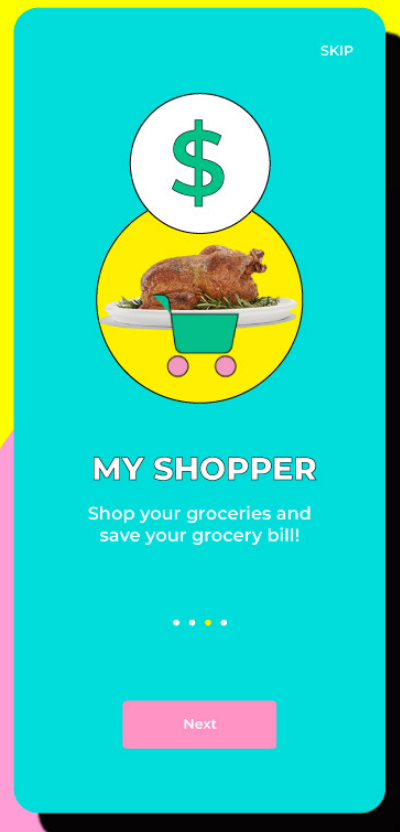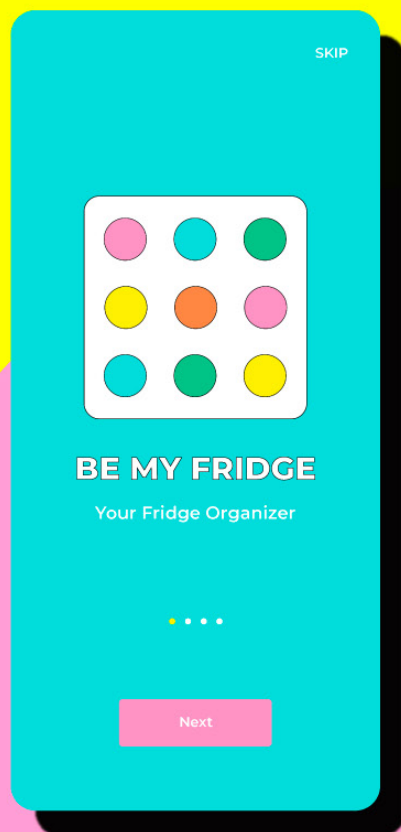My F

MY ORC
Add and organi
groceries insta

Next

HIGH-FIDELITY WIREFRAMES

BE MY FRIDGE

On Boarding

SKIP

BE MY FRIDGE

Your Fridge Organizer

Next

SKIP

MY ORGANIZER

Add and organize your groceries instantly!

Next

SKIP

MY SHOPPER

Shop your groceries and save your grocery bill!

Next

SKIP

Go Super Greens!

Need more vegetables in your fridge?

MY PROGRESS

Check your progress of your grocery and get tips!

Next
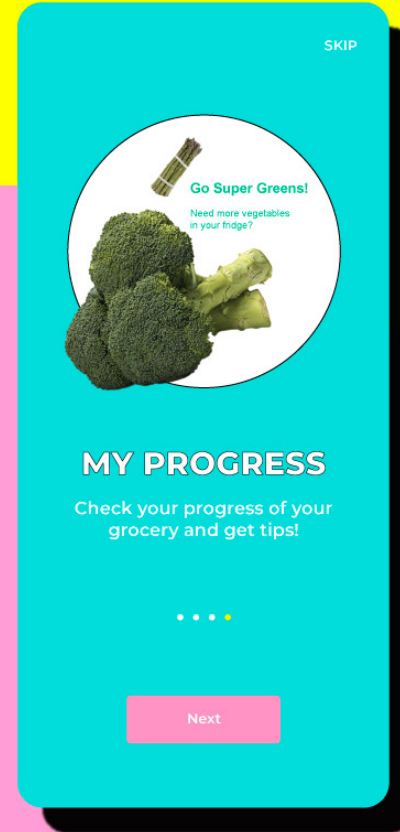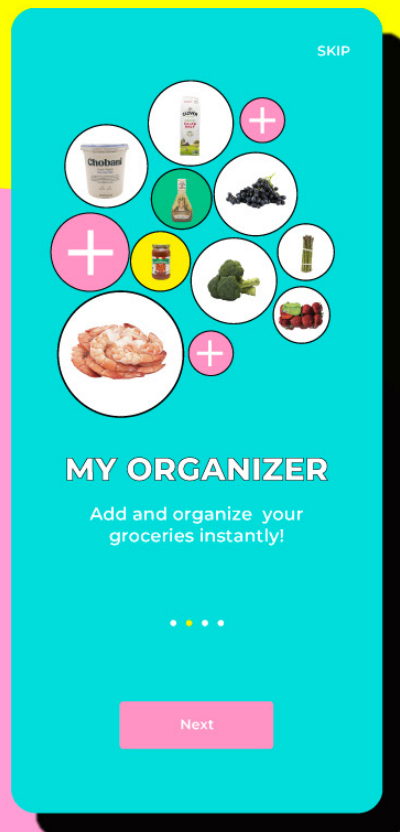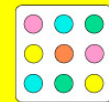
HIGH-FIDELITY WIREFRAMES

BE MY FRIDGE

Main Screen

Users can enjoy a variety of features such as add, organize, save, and shop from the main page.

Features

ADD NEW
Add items here!

MY FRIDGE
Organize my fridge!

MY HISTORY
Check purchase history!

NEWS
Check news and tips here!

SAVE
Save food and money!

SHOP
Shop your groceries!

SKIP

BE MY FRIDGE
Your Fridge Organizer

Next

Welcome!
Stephanie Kim
San Francisco, CA

Stephanie's Fridge

Add New

My Fridge

History

News

Save $

Shop

🔔 **Notifications**

Clover Sonoma
HALF AND HALF
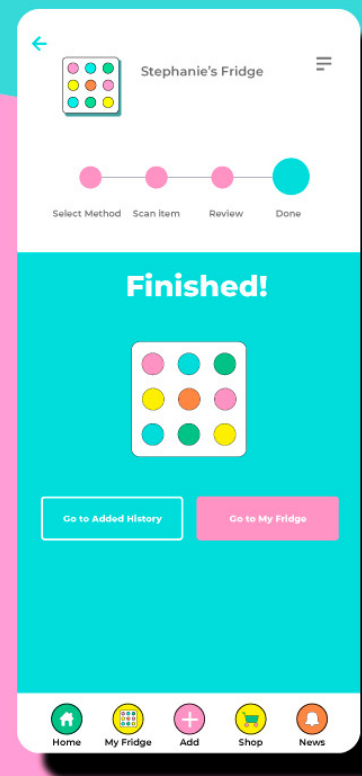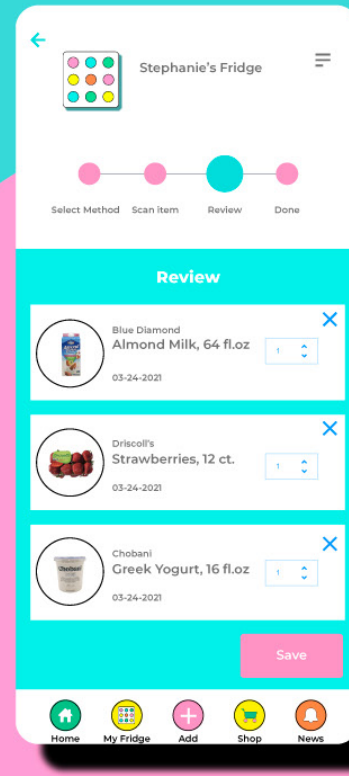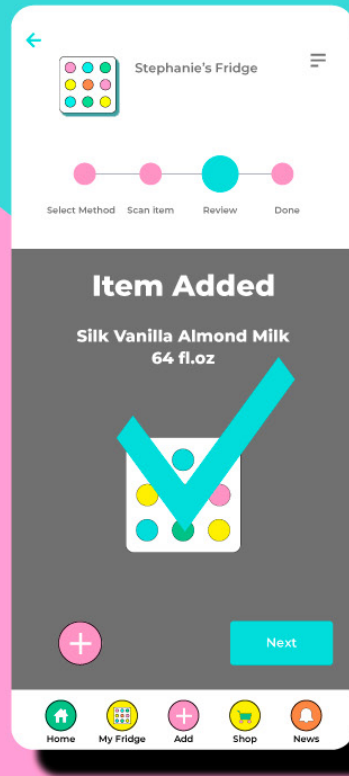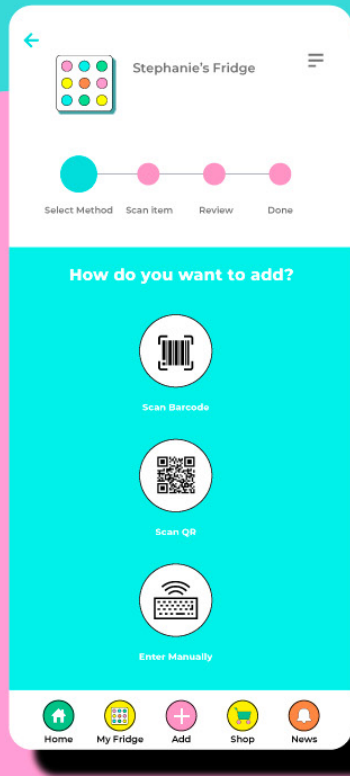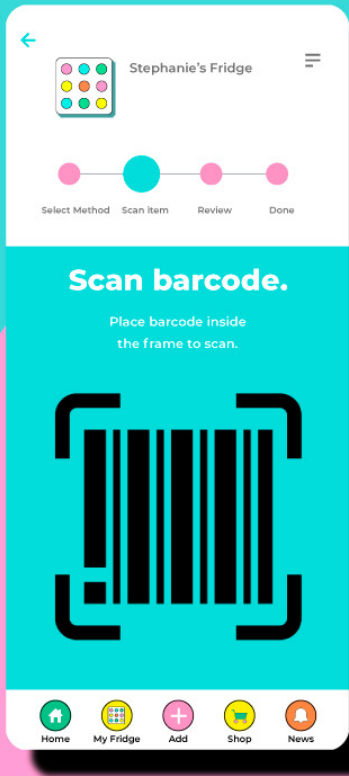Expiring soon!

Learn More

Go Super Greens!
Do you need to add more vegetables in your fridge?

Learn More

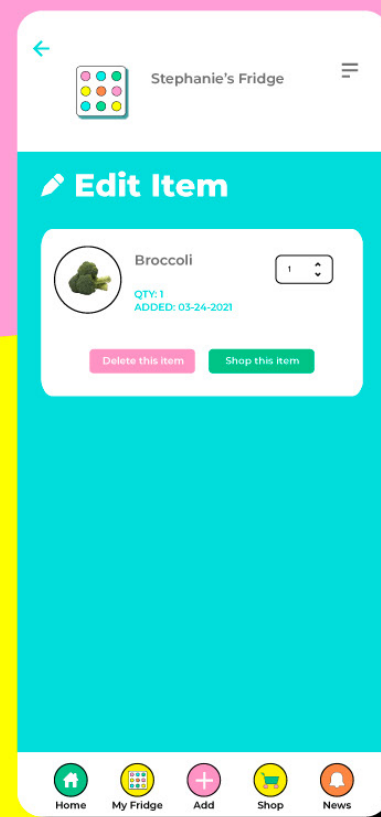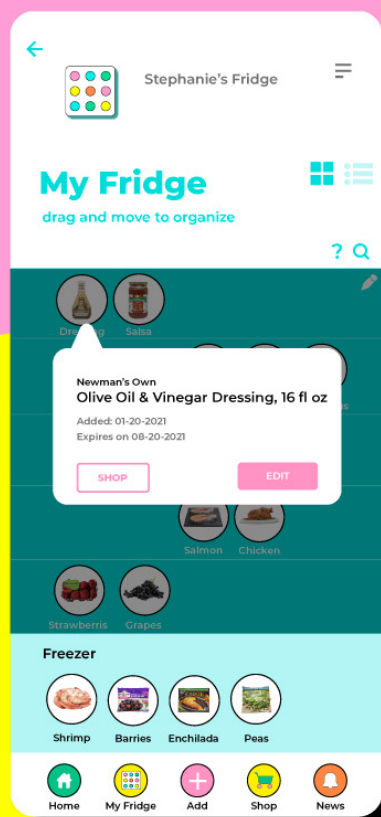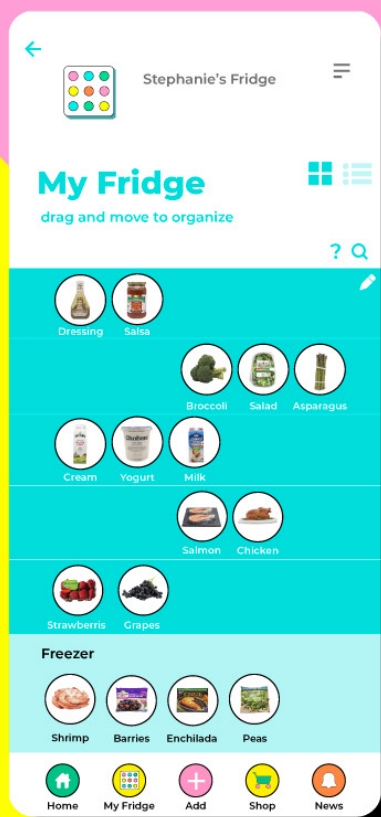**Shop Smart, Organize Smart**

HIGH-FIDELITY WIREFRAMES

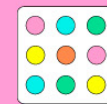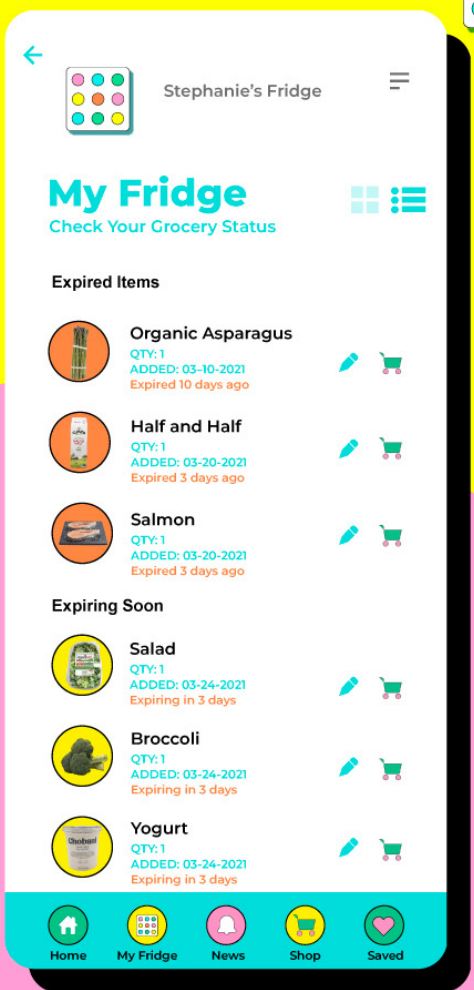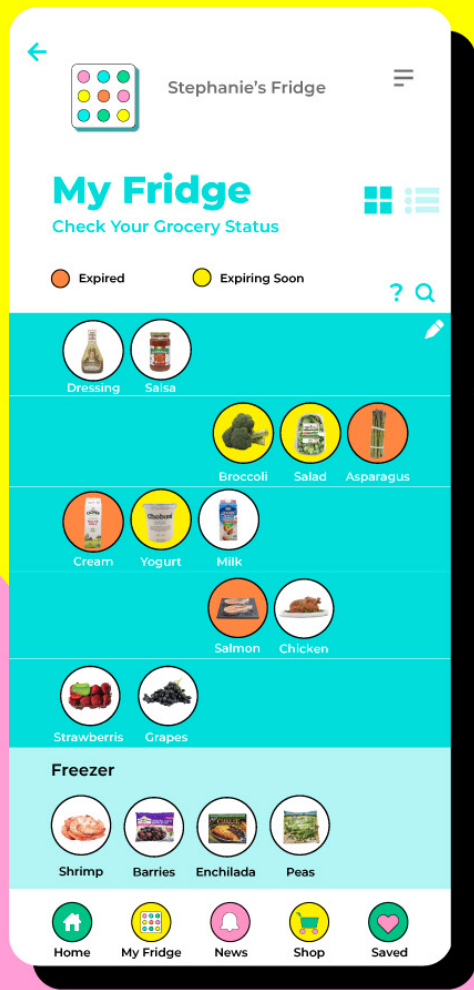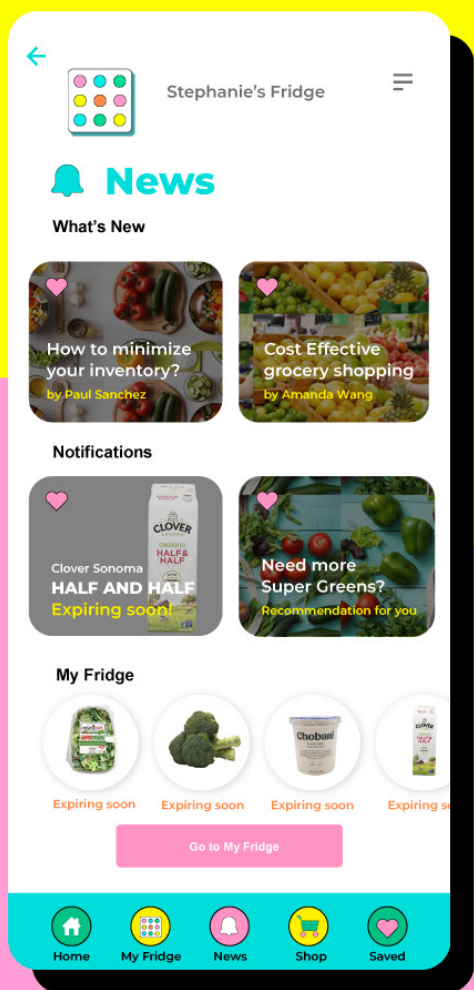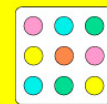# HIGH-FIDELITY WIREFRAMES

BE MY FRIDGE

My Fridge

HIGH-FIDELITY WIREFRAMES
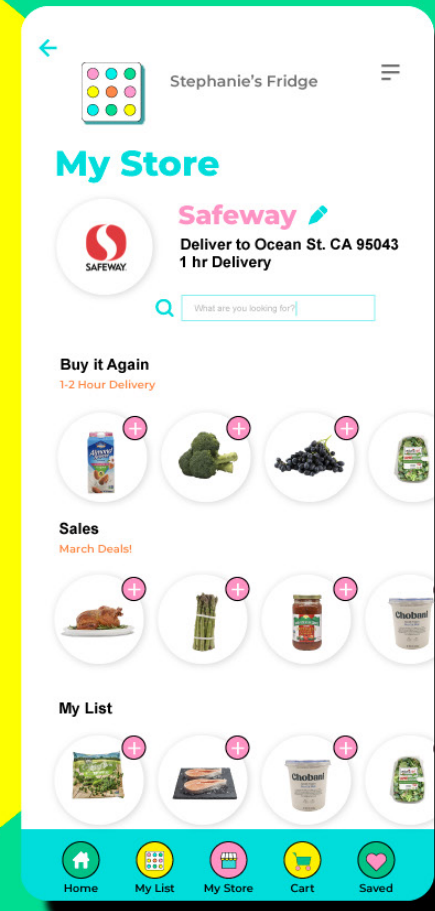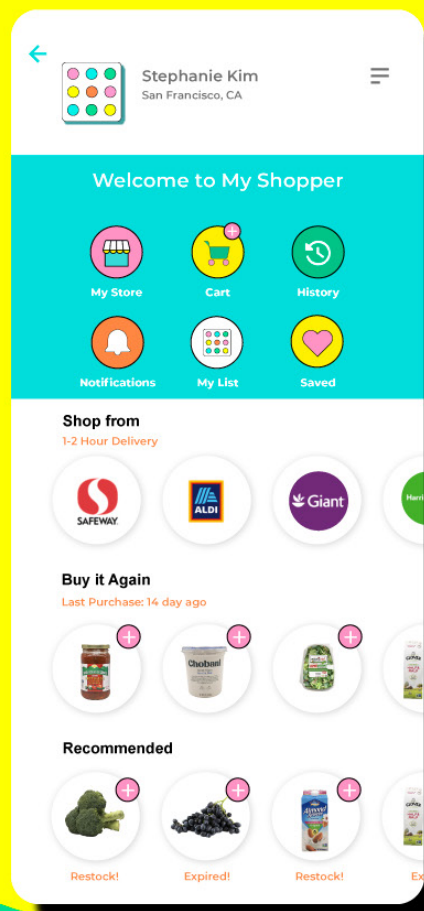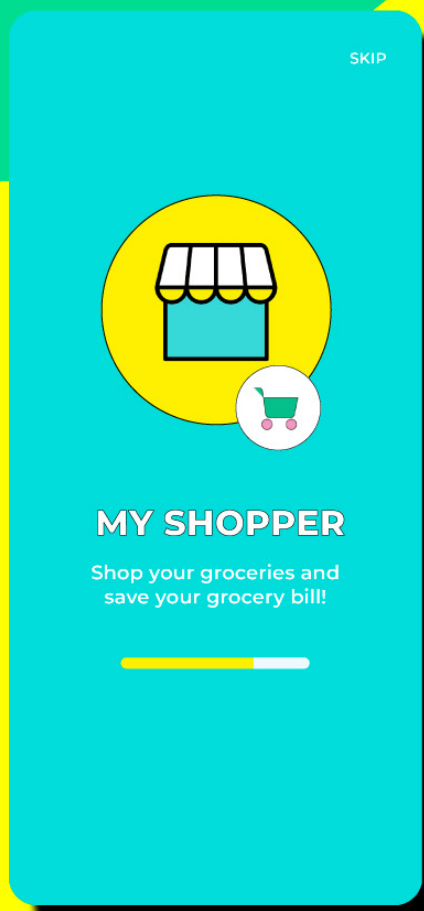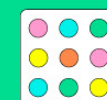
BE MY FRIDGE

News

HIGH-FIDELITY WIREFRAMES

BE MY FRIDGE

Shop

SKIP

MY SHOPPER

Shop your groceries and
save your grocery bill!

Stephanie Kim
San Francisco, CA

Welcome to My Shopper

My Store   Cart   History

Notifications   My List   Saved

Shop from
1-2 Hour Delivery

SAFEWAY   ALDI   Giant

Buy it Again
Last Purchase: 14 day ago

Recommended

Restock!   Expired!   Restock!

Stephanie's Fridge

My Store

Safeway ✏

Deliver to Ocean St. CA 95043
1 hr Delivery

🔍 What are you looking for?

Buy it Again
1-2 Hour Delivery
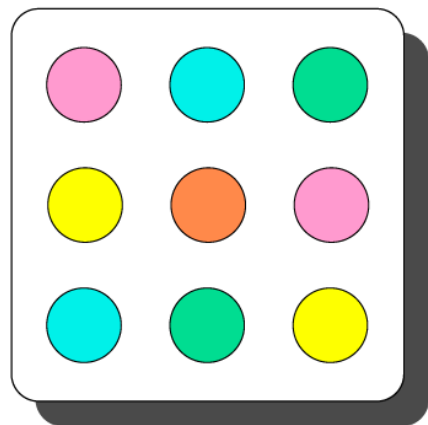
Sales
March Deals!

My List

Home   My List   My Store   Cart   Saved

CLICKABLE PROTOTYPES

Link:

https://ashley821341.invisionapp.com/console/share/9U2SDQVIQP/691749906

BE MY FRIDGE

THANK YOU