NELLA DJUNAIDI

FOOD ASSISTANCE

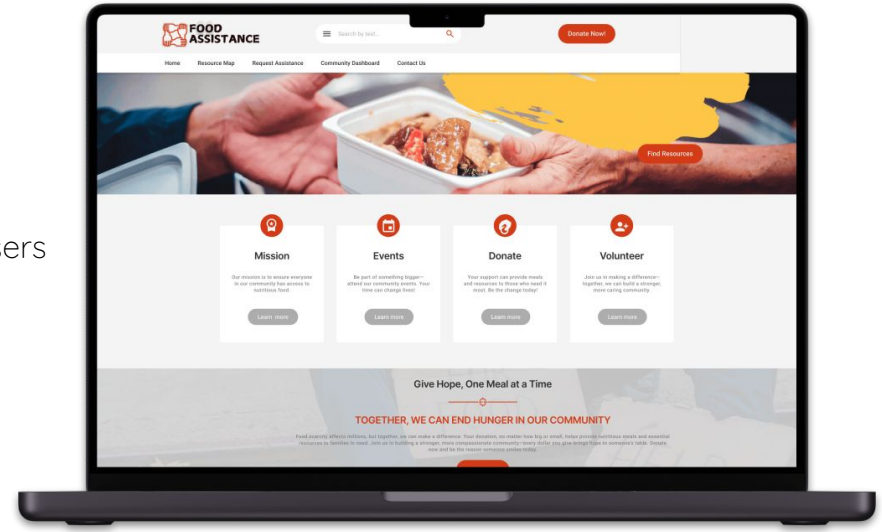
Project overview

The Product:

A platform to combat **food scarcity**, connecting users with resources, donations, and volunteer support effortlessly.

Project Duration:

2 weeks; Aug 2024



Project overview

The Problem:

In many communities, people experiencing **food scarcity** struggle to find resources due to limited awareness, accessibility, or **stigma**. Existing systems often lack a user-centered approach, making them less effective for those in need.

The Goal:

Design a platform that allows families to **request food assistance privately** while enabling **community members** to safely volunteer, donate, or support local food initiatives.

Project overview

My Role:

This third project from the Google UX Design Certificate focuses on designing for social good. As an individual project, it allowed me to independently plan and execute each step of the design thinking process as a UX design student.

Responsibilities:

- Conduct user research
- Define the problem and provide insights to inform the ideation phase
- Define personas, user journeys, empathy maps, and user flows
- Visual design of low-fi and high-fi wireframes, prototypes, and user testing

Understanding the user

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

User research: summary

To understand user frustrations, needs, and requirements for this project, I conducted foundational research through interviews and user surveys. The goal was to gain insights into the processes users follow to request and receive food assistance, highlighting the importance of the solution.

I employed **qualitative research** due to time constraints, focusing on in-depth interviews to uncover user challenges and expectations.

User research: pain points

1

Access to Food Resources

Users face challenges in locating reliable and accessible food assistance programs, leading to frustration and delays in meeting their basic needs.

2

Privacy Concerns

Many users feel uncomfortable sharing personal information when seeking help, fearing judgment or a lack of confidentiality.

3

Transportation Barriers

Limited access to transportation makes it difficult for users to reach food assistance locations, especially in underserved or rural areas.

4

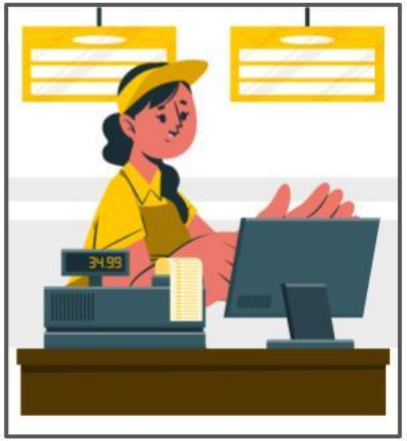
Community Connection

Users struggle to find trustworthy platforms that connect them with people willing to help, creating a gap in collaborative community efforts to combat food scarcity.

Persona: Madison JP

Problem Statement:

Madison, a single mother managing multiple responsibilities, needs a reliable and discreet platform to request food assistance for her family while addressing specific dietary requirements and ensuring her privacy is respected.



Madison JP

Age: 34
Occupation: Part-time retail worker
Family: Single mother of two children

"It's hard to ask for help when you feel like people are judging you. I just want to make sure my kids are okay."

Goals

- Ensure her children have access to nutritious meals.
- Find nearby food resources without judgment.
- Participate in community events

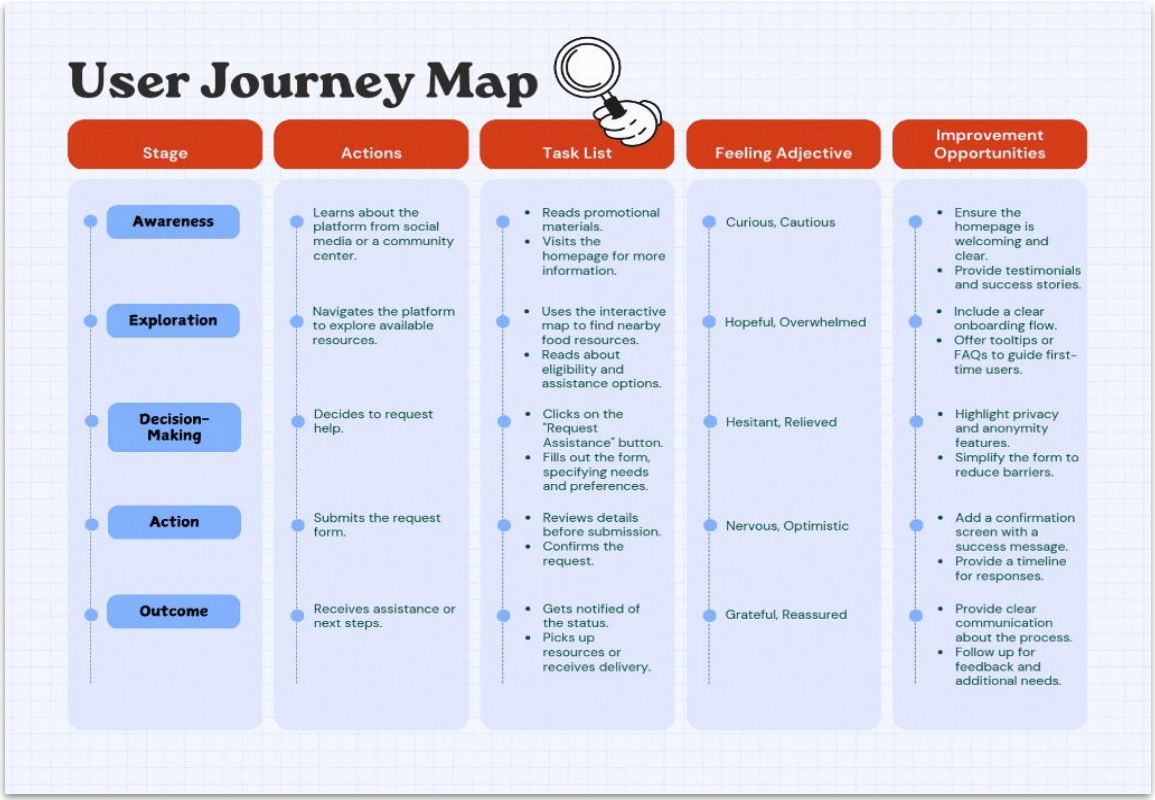
Frustrations

- Struggles to find trustworthy information about food resources.
- Faces transportation issues.
- Feels hesitant to seek help due to stigma.

Maria is a single mother of two children who works part-time in retail. She values privacy, accessibility, and efficiency when finding food resources to ensure her family has nutritious meals. Despite her challenges, she's eager to contribute to her community when possible.

User journey map

By creating user journey maps, I aimed to illustrate how Madison behaves, feels, and thinks while navigating the process of requesting food assistance, highlighting pain points and opportunities to create moments of support and relief.

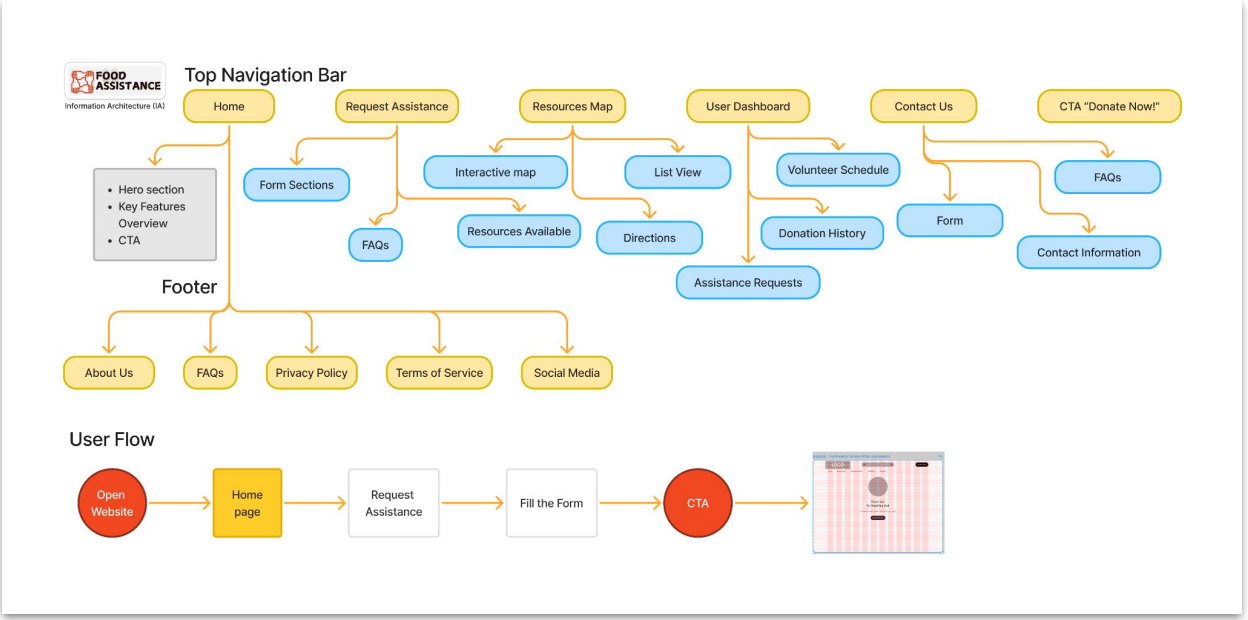


Starting the design

- Information Architecture (IA)
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

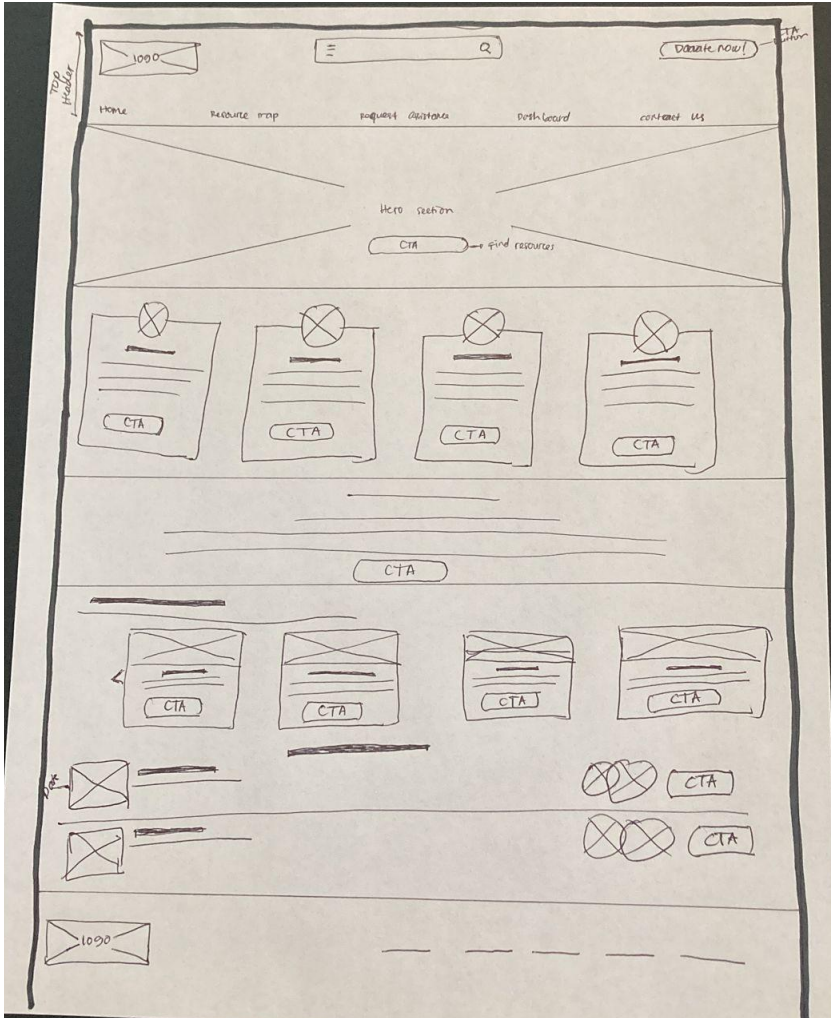
Information Architecture (IA)

I created a clear Information Architecture (IA) to ensure users can easily navigate the platform and accomplish key tasks, such as requesting assistance or donating. This structure addresses pain points like accessibility and privacy, providing a seamless and user-friendly experience.



Paper wireframes

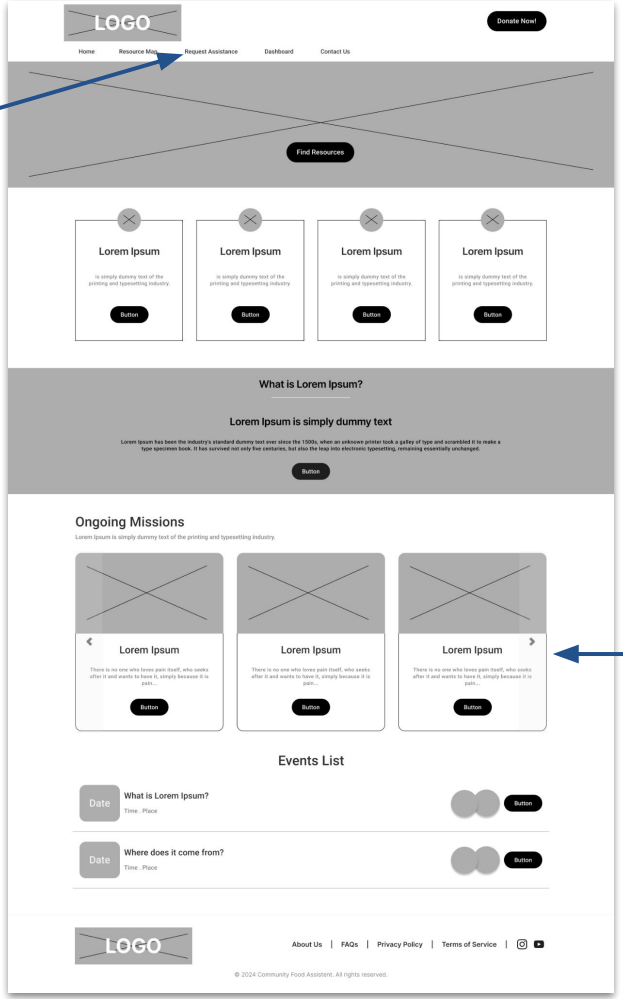
Focusing on the core features identified during user research, I sketched the first wireframes using pen and paper.



Digital wireframes

Using wireframes, I put my ideas on paper first and then started to make high-fidelity wireframes. After dozens of iterations, these are the wireframes that best represented user flow and met user needs.

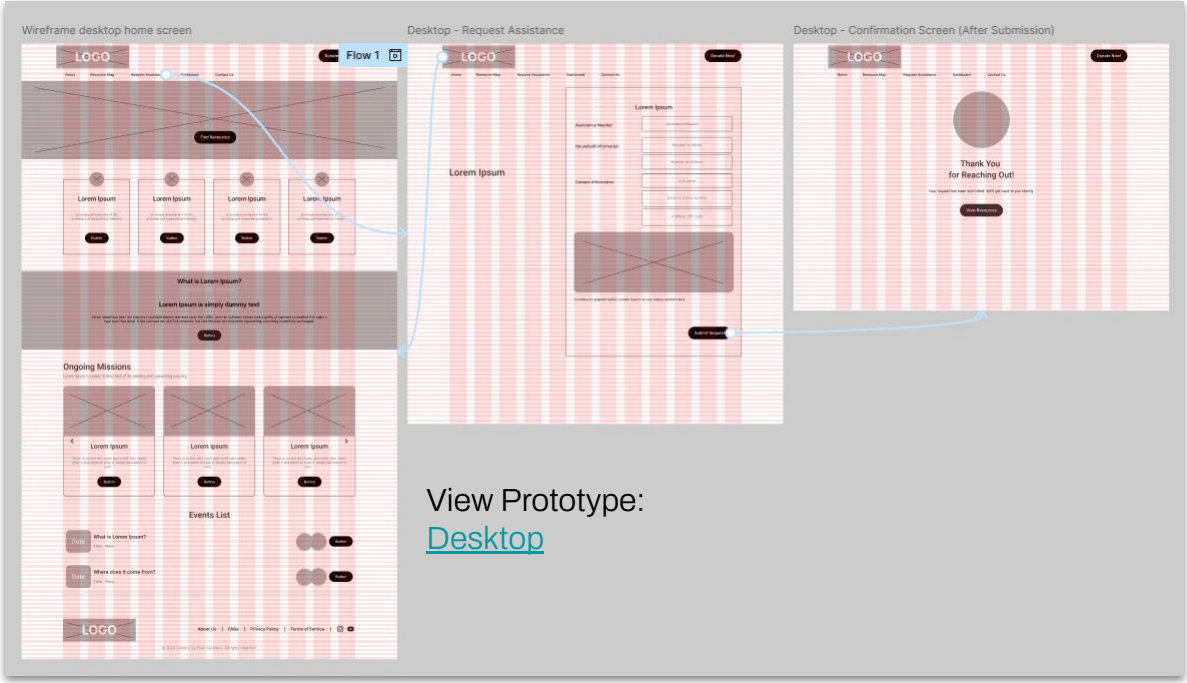
Quick action to request assistance



List view of the ongoing missions.

Low-fidelity prototype

I created a low-fidelity prototype from the user flow diagram and wireframes to test functionality before incorporating it into the final design and ensure accessibility for end-users.



Usability study: parameters

Study Type:

Unmoderated usability study

Location:

United States, remote

Participants:

5 participants

Length:

30 minutes

Usability study: findings & Iterations

Now that I have the key insights from the usability study, let's look at the findings and define the actual problems that a designer can solve.

1

Finding

Several users reported challenges in locating the **search function**, which hindered their ability to find resources quickly. Enhancing the **visibility and placement** of the search menu is critical for improving user experience.

2

Finding

Users emphasized the need for **privacy** when seeking assistance, as many feel uncomfortable sharing personal details publicly. Ensuring anonymity helps build trust and encourages more users to utilize the platform confidently.

3

Finding

Users struggled to locate the **dashboard feature** due to unclear labeling, confirming that the current title and navigation could be confusing. Improving the **hierarchy and clarity** across the website is essential to ensure users understand the purpose of each page and can navigate effortlessly.

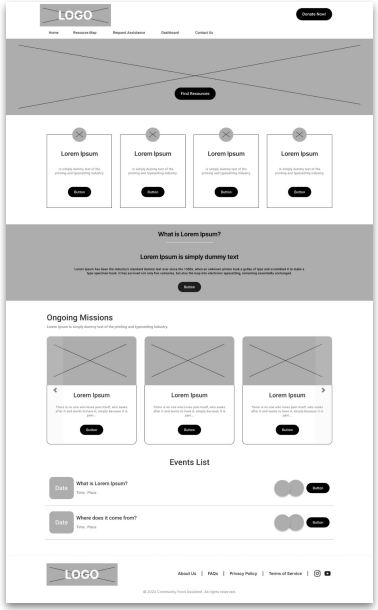
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

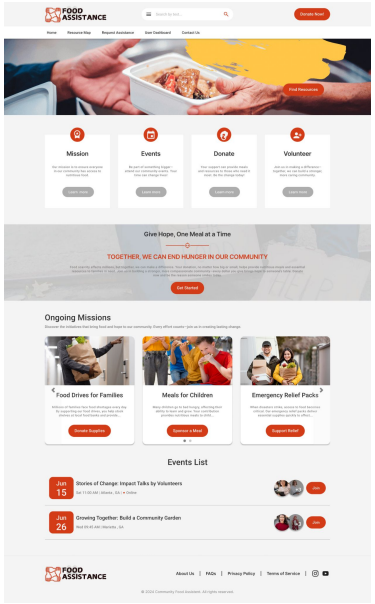
Mockups

Based on the insights from the usability studies, I applied the design changes, including a clear navigation system and search and a more straightforward flow.

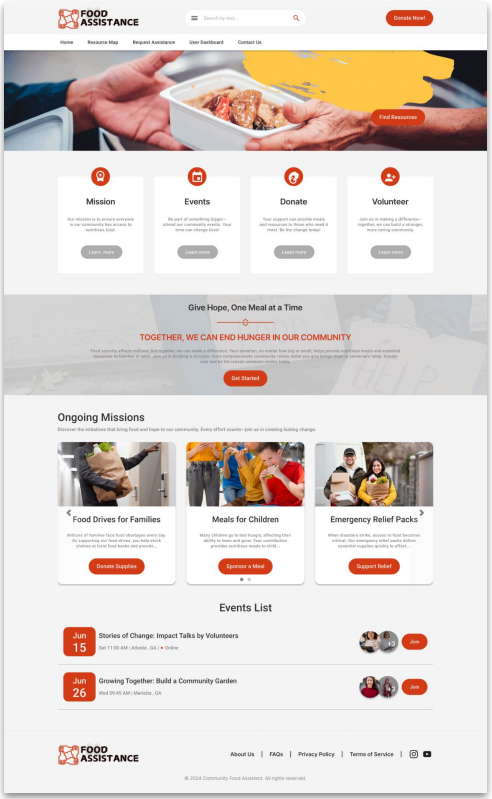
Before usability study

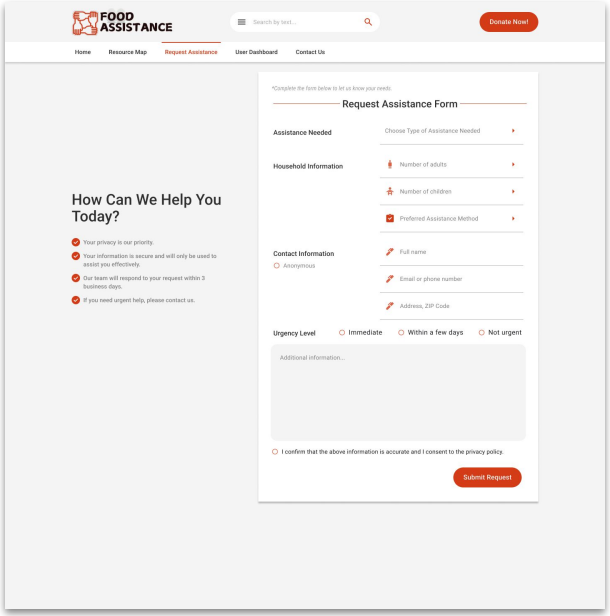


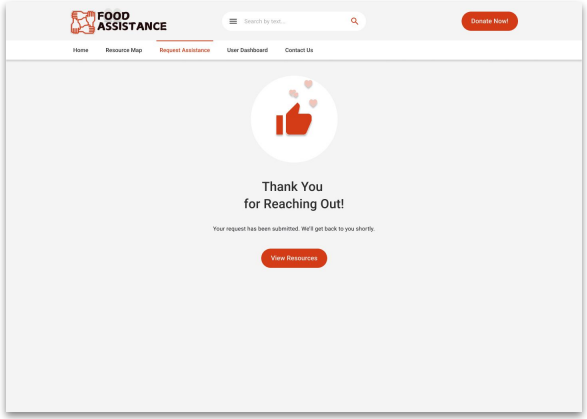
After usability study



Mockups: Original screen size

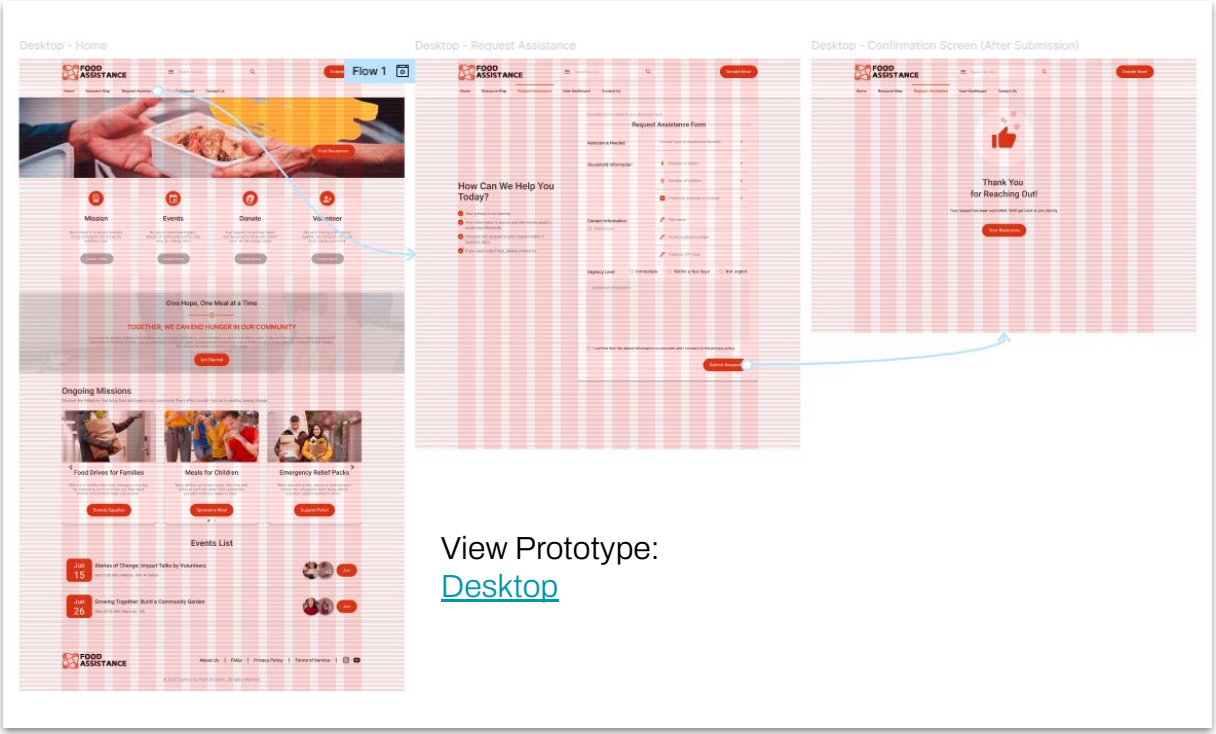






High-fidelity prototype

After finalizing the low-fidelity prototype, I worked on creating the final designs with the goal of making them more intuitive and navigable.



View Prototype:
[Desktop]

Accessibility considerations

1

When choosing a color palette, I made sure my primary colors met WCAG AA Compliance before building out the UI for each screen.

2

All content is designed to be compatible with screen readers, enabling users with vision impairments to navigate the platform and request assistance independently.

3

To accommodate users with visual impairments, the platform uses high-contrast colorsand large, readable fonts, ensuring key information is easy to identify and read.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

This project highlights the importance of **UX design** in addressing user challenges such as accessing food resources, ensuring privacy, and fostering community support. By designing with empathy and user needs in mind, I gained a deeper understanding of how thoughtful design can positively impact users' emotions and decision-making processes, encouraging trust and engagement.

What I Learned:

Through this project, I gained key insights, including:

- The importance of aligning design with **user needs** and expectations.
- How **simplicity** and clear workflows enhance usability.
- The necessity of **accessibility** in ensuring inclusivity.
- The value of **user feedback** in refining designs.
- Effective **information management** to avoid overwhelming users while maintaining clarity.

Next steps

1

Gather Expert Feedback:
Obtain insights from experienced designers to refine and improve the platform's design.

2

Implement Iterations:
Apply documented feedback to enhance usability, accessibility, and user experience.

3

Expand to Mobile:
Develop a mobile app to deliver a consistent, accessible experience across all devices, ensuring inclusivity for every user.

Let’s connect!

Thank you for reviewing my work on the **Community Food Assistance!**

If you’d like to see more or **get in touch**, please don’t hesitate to contact me. My contact information is provided below:

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