Christ-Vie Matumona
UX Researcher & Designer

CM LAB

SproutHub

Hiya, 👋

I'm Christ-Vie, a **UX Researcher** specialising in **Digital Ethnographic** research and Branding. I work with both **qualitative and quantitative data,** focusing on **Digital Anthropology** within the UX Research sphere, with a keen knowledge of exploring deep **cultural and geographical nuances.**

Context

Agenda

Introduction

Context

Design Process

What is SproutHub?

SproutHub is a mobile application that allows users to search for allotment sites around them with a selected membership scheme, aiming to encourage and support Gen Z to grow their own produce and meet new people.

Our goal

‘To attract Gen Z you must meet them were they are’

The Rise of Greta Thunberg has inspired a new generation of **'radical greens'** who prioritise sustainability.The main focus is on **collectively reimagining a regenerative future where young people are central.** This entails promoting horticulture and food cultivation to reduce food waste.

Stakeholders

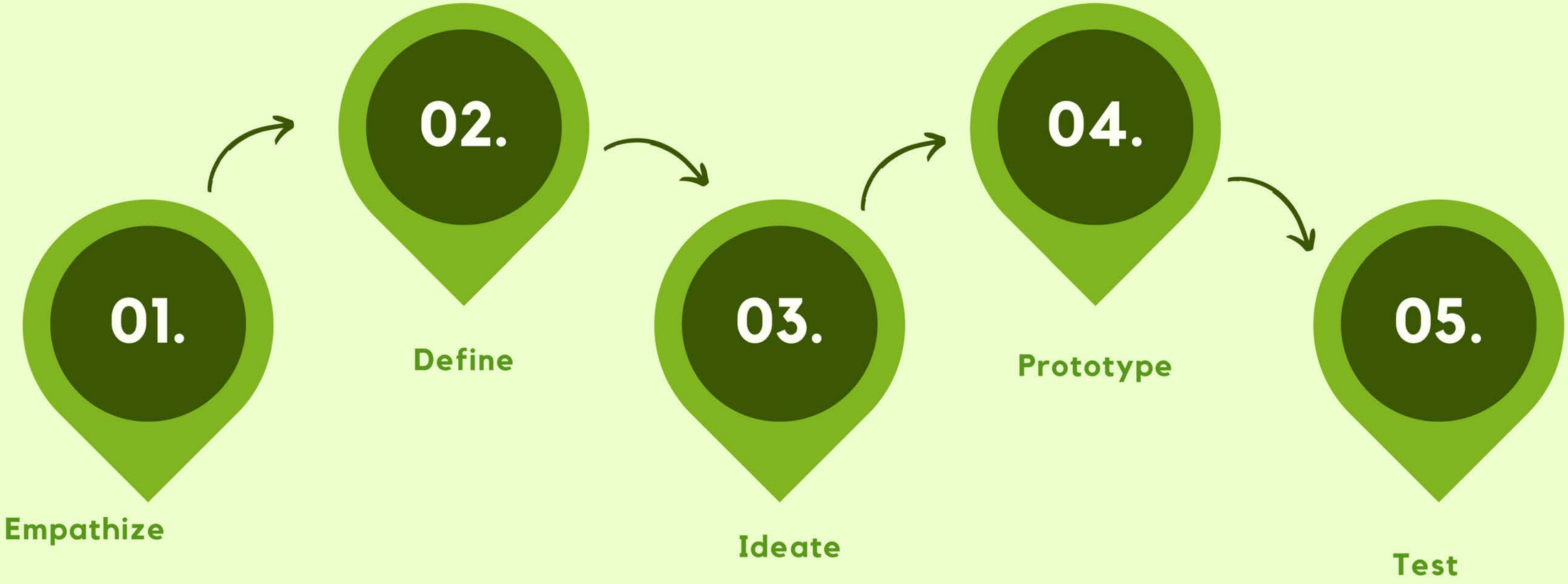
Problem Statement

"The pandemic-induced resurgence of horticulture, embraced **by older generations and Gen Z through #Gardening on social media.** Many Gen Z face challenges such a lack of space and affordability. This leads to the **lack involvement and being ostracised** by a hobby dominated by **Baby Boomers and Gen X.**

Hypothesis

- How can we include Gen Z in a hobby that has excluded them?
- What benefits should we implement to attract Gen Z?
- How do we make horticulture affordable?

Design Process

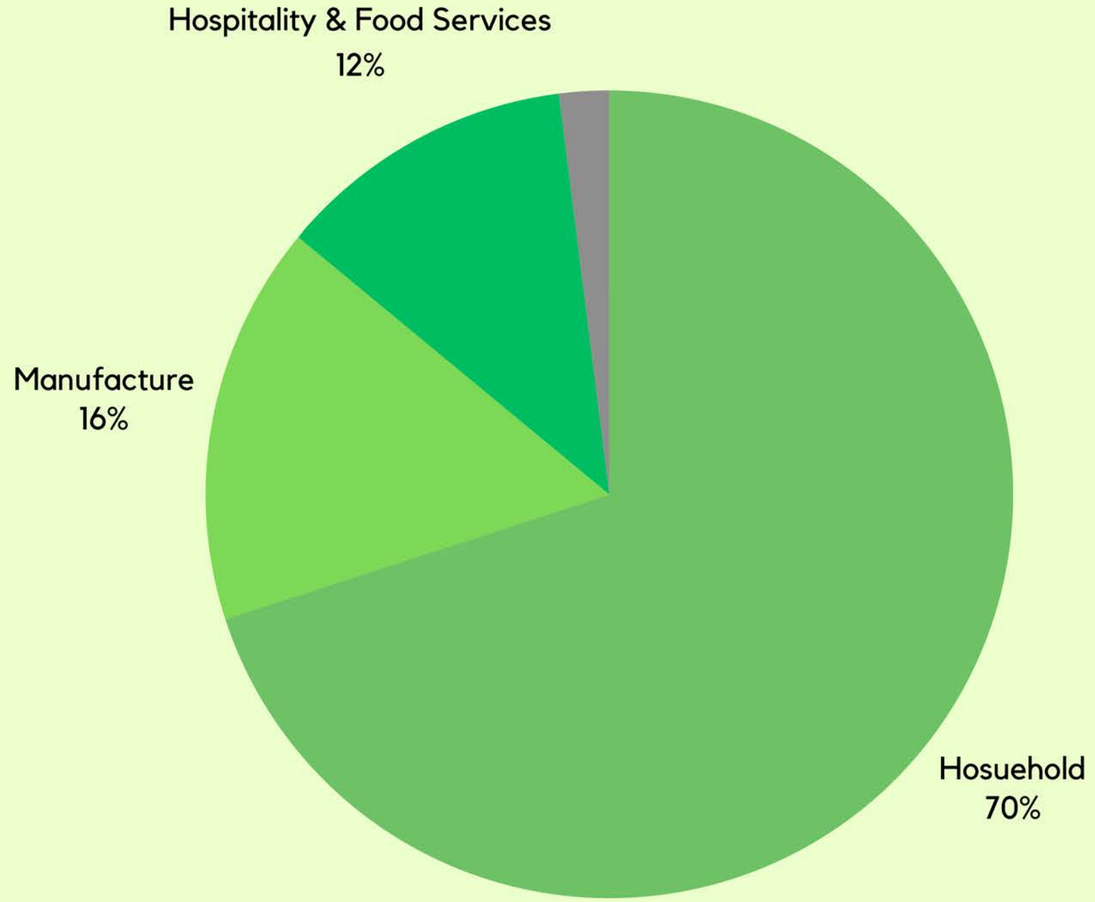


“Being near an allotment site is important because I prefer not to travel far.”

Participant 3- Focus Group

Food waste

The UK wastes approximately **9.52 million tonnes of food every year**. This total is enough to feed upwards of **30 million people a year**. (Alfie, 2024)



According to WRAP (Waste & Resources Action Programme) Food waste are from:

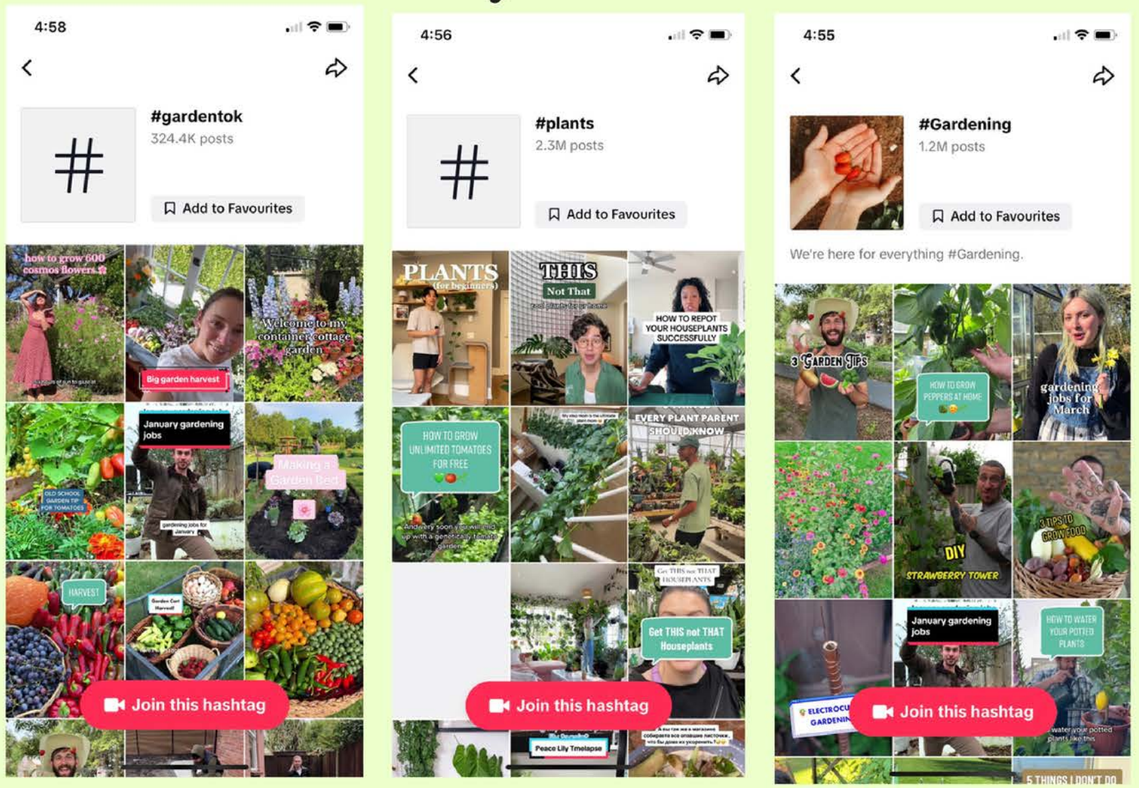
Food expiration

- **20%** of produce gets thrown away. (Why, 2014)
- Date labels on food are cited as the cause of **15% of edible food being thrown out.** (The Independent, 2021)
- **87%** of people say they would **eat wonky produce.** (Behzad Hezarkhani et al., 2023)

Gardening and social Media

The growth of gardening and houseplant ownership can be attributed to the pandemic having an impact on hobby choice.” (Mary Ellen Ellis, 2024). This has led some Gen Z to pursue growing their food and gardening and follow TikTok creators because **72% of TikTok users are Gen Z compared to 50% of the population**. (Gen Z and global users top social media 2023 | Statista, 2023)

These number of post reflects an untapped market that can be influenced and introduced to Horticulture.



"It's intimidating to go by myself; meeting new people would make it easier."

Participant 1- Focus Group

Gardening and demographic

- During the pandemic, **93% of women turned to gardening** more frequently with **one-fifth of them being 18-24 years old.** (Piper, 2023)

- Gen Z are faced with issues relating to their economic stability and mental health. More than half of Gen Z are trying to spend less. In the **UK 49% report their cost of living increasing. Around 40% of gen Zers stated they feel stressed or anxious at 40%**" (Spearman and Loose, 2016)

Gardening and Sustanability

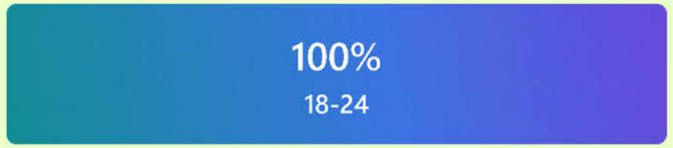
- **42% of GenZers believe it is acceptable to break the law** if you are protecting the environment compared to 31% of consumers overall. (Spearman and Loose, 2016)

- **55% of Gen Zers** see themselves as ethical and sustainable consumers.(Spearman and Loose, 2016)

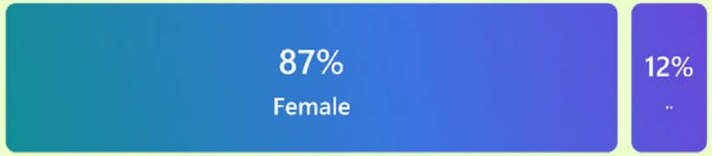
- Nearly half of Gen Zers **(47%) in the U.S. and the UK are willing to spend more money on sustainable groceries**, such as food and drinks. (Spearman and Loose, 2016)

Survey Finding

What is your age?



What do you identify as?



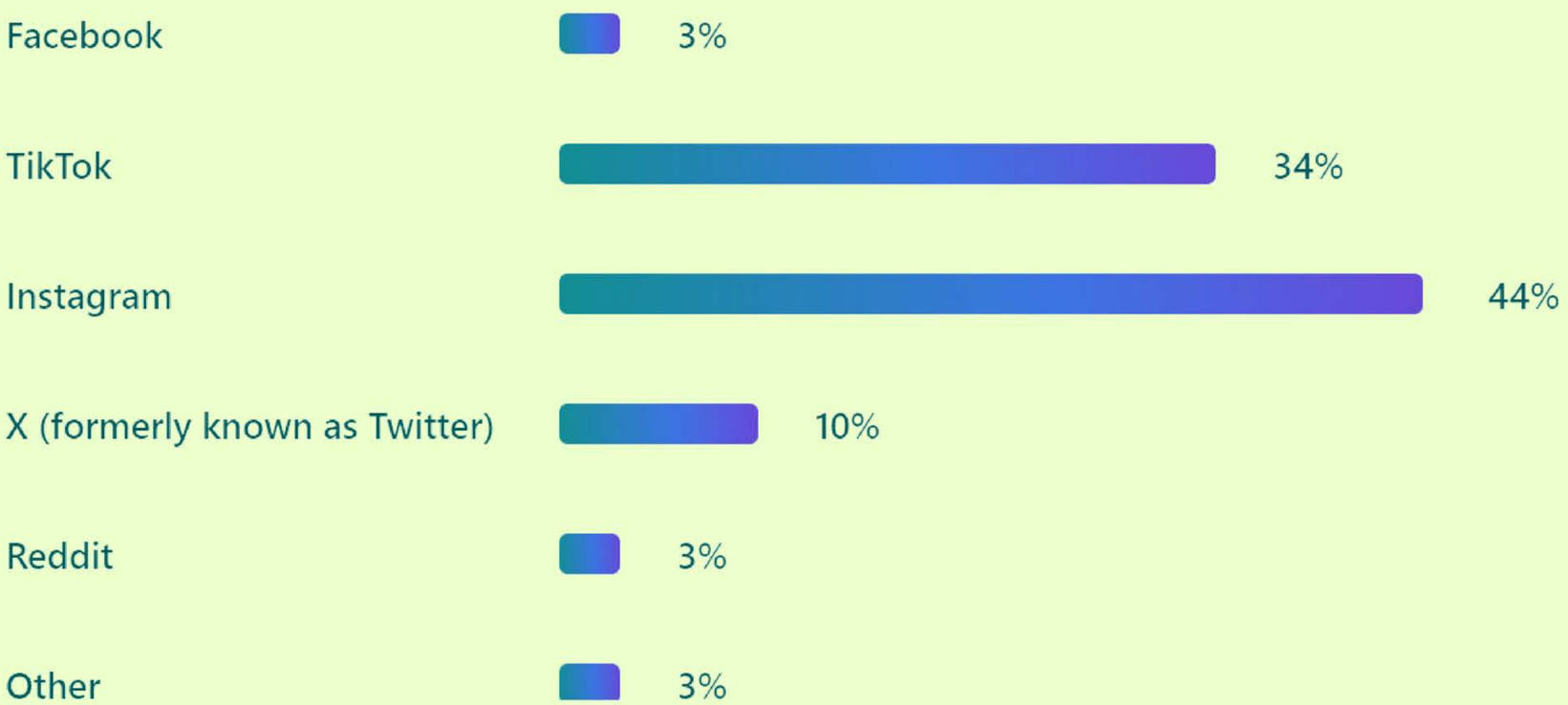
Are you interest in learning about Gardening?

Criteria

- Must be in full time education or employment.
- Must be between the age 18-26 years.
- Must have a passion for Horticulture .
- Interested in starting a new hobby.
- Must be interested in reducing food waste.

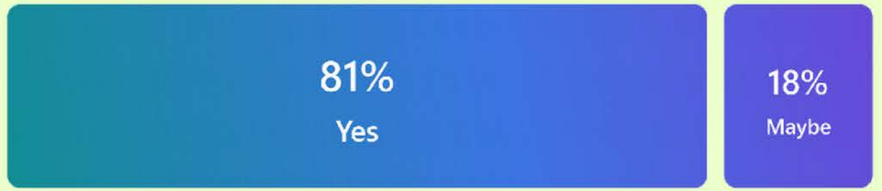
Survey Finding

Which social media application do you use?



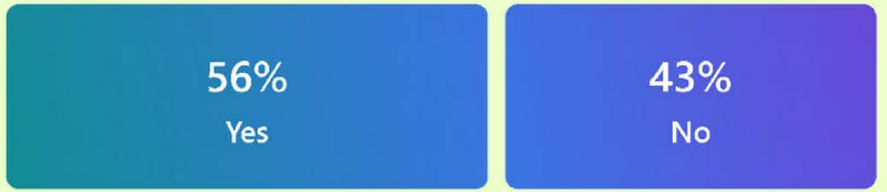
Survey Finding

Is the issue of food waste important to you?



Which description matches were you live?

Do you have any Houseplants?



Survey Finding

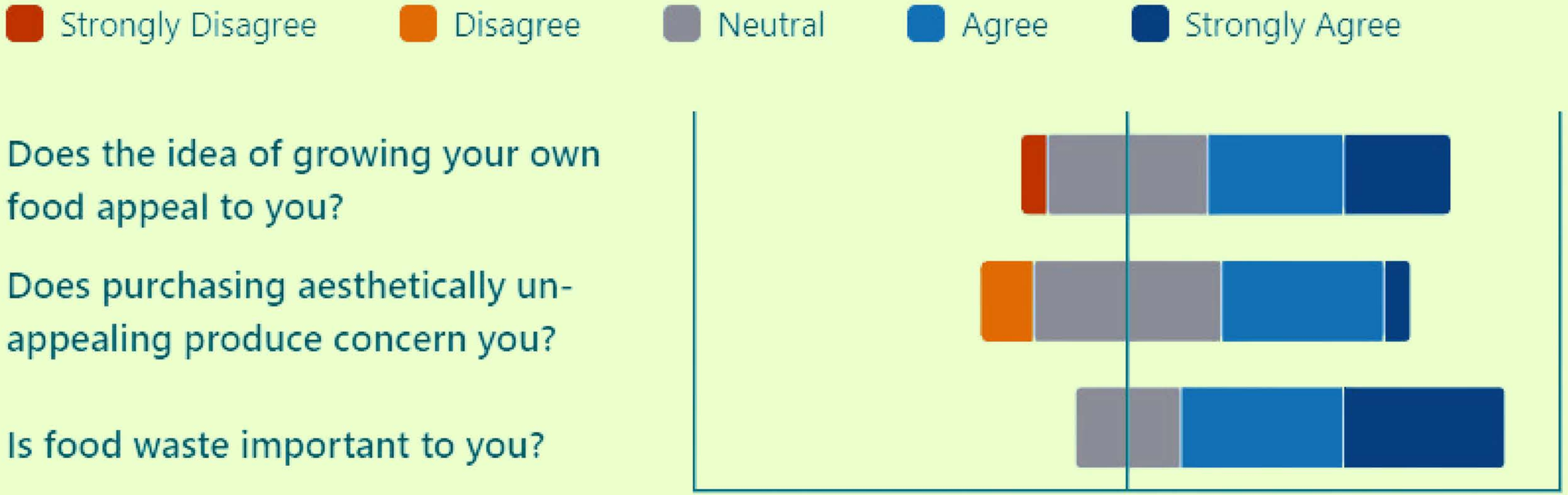
Does a brand promoting sustainability affect your purchase?

Why? 🤔

Survey Finding

Survey Finding

In this section of the survey participants were ask to rate these statements.



Competitive Analysis

	SproutHub	AllotMe	Planta	Farm Fresh 24/7
Description	Encourages youth to socialise, find allotment sites with memberships.	Targeting home gardeners seeking to profit.	The primary audience comprises urban users caring for indoor and outdoor plants.	Backing local vendors offering fresh produce like bakers, farmers, and other experts
Indirect/Direct	Our brand	Direct	Direct	Indirect
Strength	Focuses on building a community and affordability for users.	The advice section directs beginners on best months for different produce and their difficulty.	App offers plant care tips incl. toxicity, light, problems, temperature.	The app prioritizes local community produce sales.
Weakness	The lack of information for community meet ups.	Site promotes renting backyard plots for extra income, no community	The advice focuses on small areas to grow plant not produce.	Few sellers, users; inaccurate results for produce buyers.

Nicoletta Silva

Graduate Project Manager

23 years old	£22,000
Female	Leeds

SOCIAL MEDIA

BIO

Nicoletta, a recent graduate project manager in Leeds, faces challenges maintaining a healthy diet due to pricey groceries. Discovering on TikTok that local farmers sell imperfect produce at lower prices, she seeks to explore this option. New to the city, she's keen on making friends and picking up a new hobby.

NEEDS AND GOALS

- **Nicolletta needs to find a way to buy cheap fruits and vegetables.**
- Nicolletta is very lonely since moving into a new city and wants meet new people.
- Nicoletta wants to host a Sunday dinner for her parents arriving in Leeds.

PAIN POINTS

- **Produce in the supermarket are too expensive.**
- Moving to a news city is hard especially learning all the transport routes and different areas.
- Nicolletta doesn't have Wi-Fi in her home, so she relies on data plans.

SKILLS

Problem Solving

Public Speaking

Creative

Leaving Home is hard.

As a recent graduate, I want to afford inexpensive produce to save money and start a new hobby.

Key Findings

- Offering services to bring a friend.
- Collaborating with companies to give young people discount to certain brands.
- Leveraging social media and collaborating with influencers.
- Host group sessions to cook with harvested produce.
- Collaborating with allotment sites to give discount to 18-26 year olds.
- Create a buddy system.

Criteria

- Experience in Horticulture.
- Owns an indoor plant.
- Experience in vegan and vegetarian lifestyle.
- Buys produce from local vendor

02. Empathy Map

Says

"I want to make friends."

"I can't afford most of the equipment's."

"I want to cook with my produce."

"If it's too far.I'm not going."

Thinks

"I feel inspired when I see other people partaking in Horticulture."

"Gardening is difficult because of the Techniques and Knowledge."

Does

Looking at the produce section.

Keeps clicking allotment sites instead of Sprouters button.

Smaller buttons made it harder to click.

Feels

scared

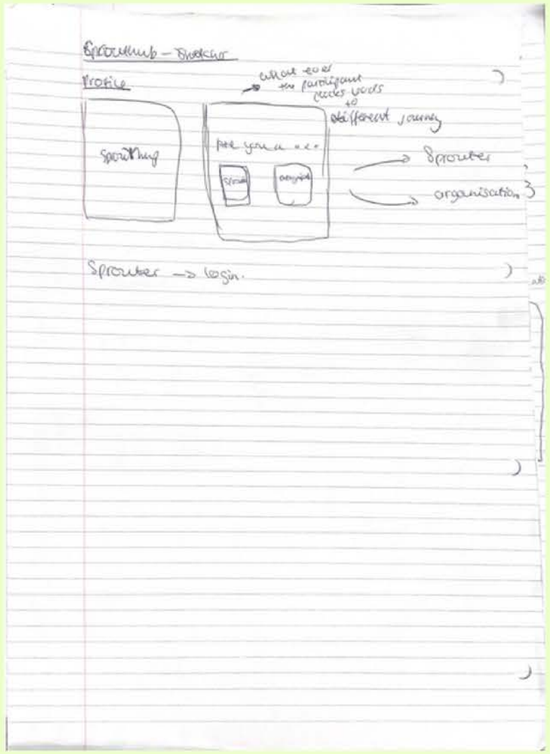
Intimidated

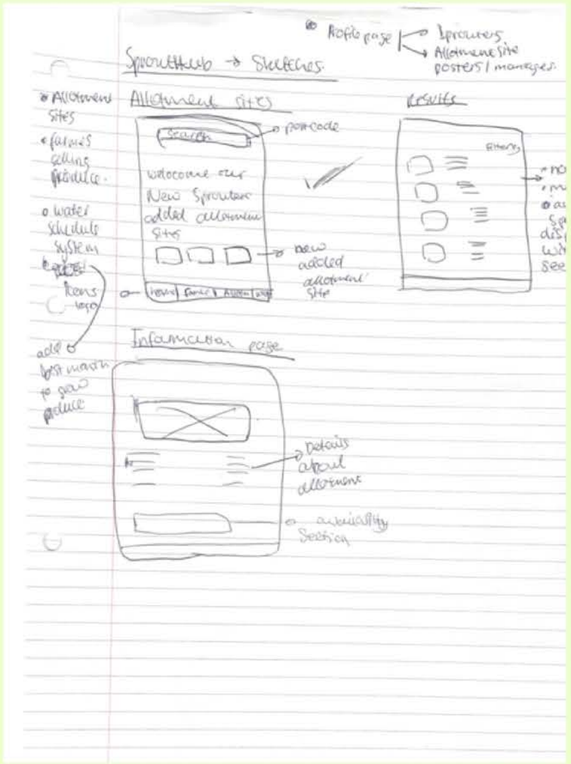
Inspired

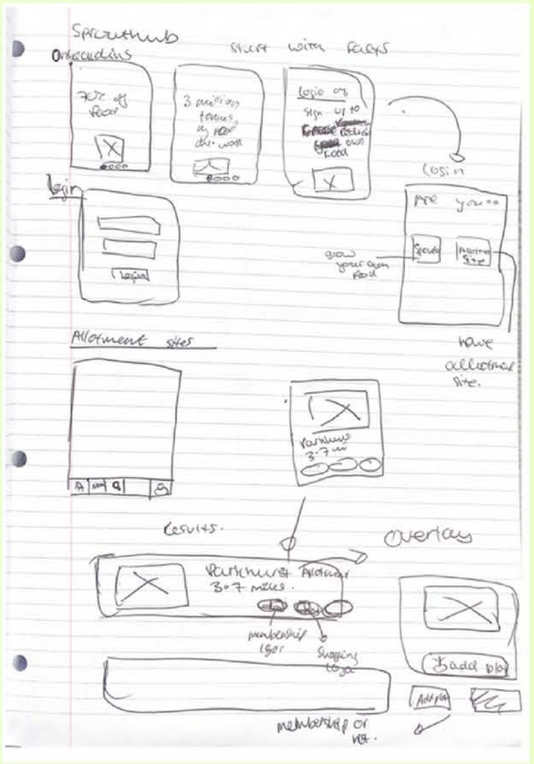
Alone

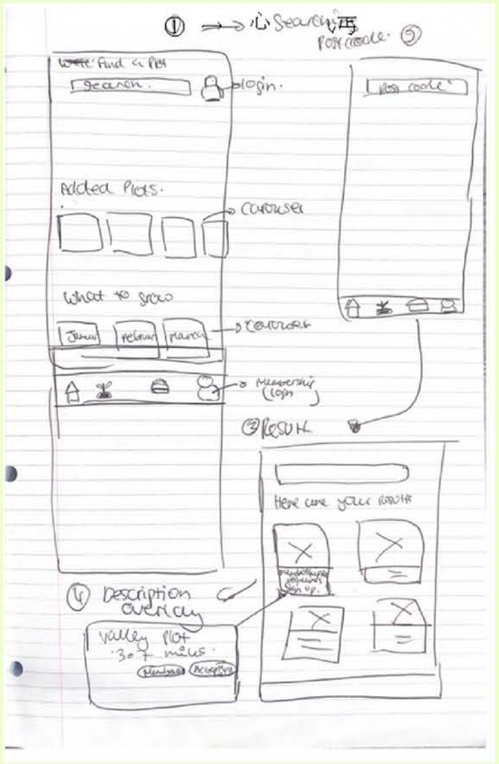
Motivated

03. Sketches


Sprouthub – Sketches
Profile
Sprouter
organisation
Sprouter → login.


Sprouthub → Sketches
Allotment sites
Results
Information page


Sprouthub
Start with facts
Login
Allotment sites
Results.
Overlay


Search
login.
Added Plots.
Carouser
What to grow
Carouser
Membership (login)
Result
Description overlay

LOGO

Main Logo Features

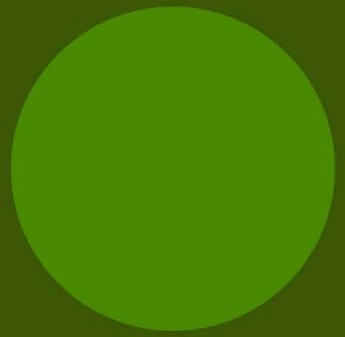
SproutHub

Do's and Don'ts

SproutHub

SproutHub

Colour Palette



Hex Code
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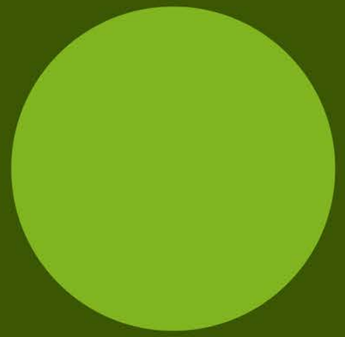

Hex Code
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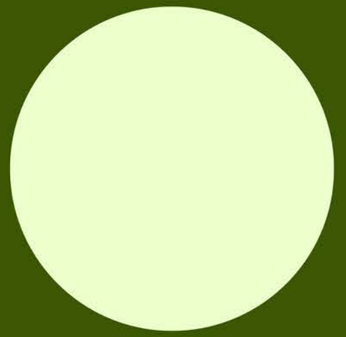

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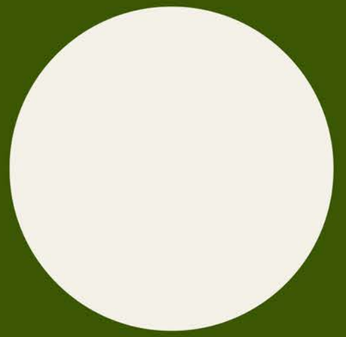
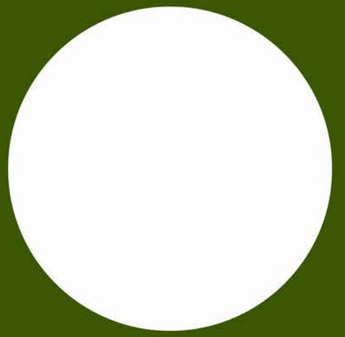


Hex Code
#F4F1E9



Hex Code
#FDFDFD

Font

Font Overview

Poppins Bold

For Headers

ABCDEFGHIJKLMNO
PQRSTUVWXYZabc
defghijklmnopqrst
uvwxyz1234567890
!@#$%^&*()

Body Font

DM Sans

For Subheaders and Paragraphs

ABCDEFGHIJKLMNOPQRS
TUVWXYZabcdefghijklmn
opqrstuvwxyz123456789
0!@#$%^&*()

Type Application

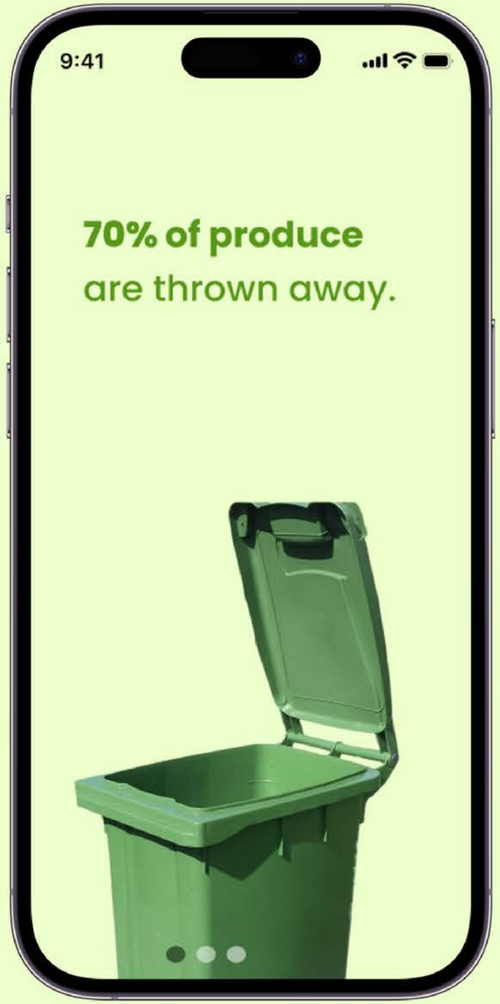
FRESH FEASTS, GREAT TREATS

GREEN MEANS
GROWTH

Welcome Back Sprouters.

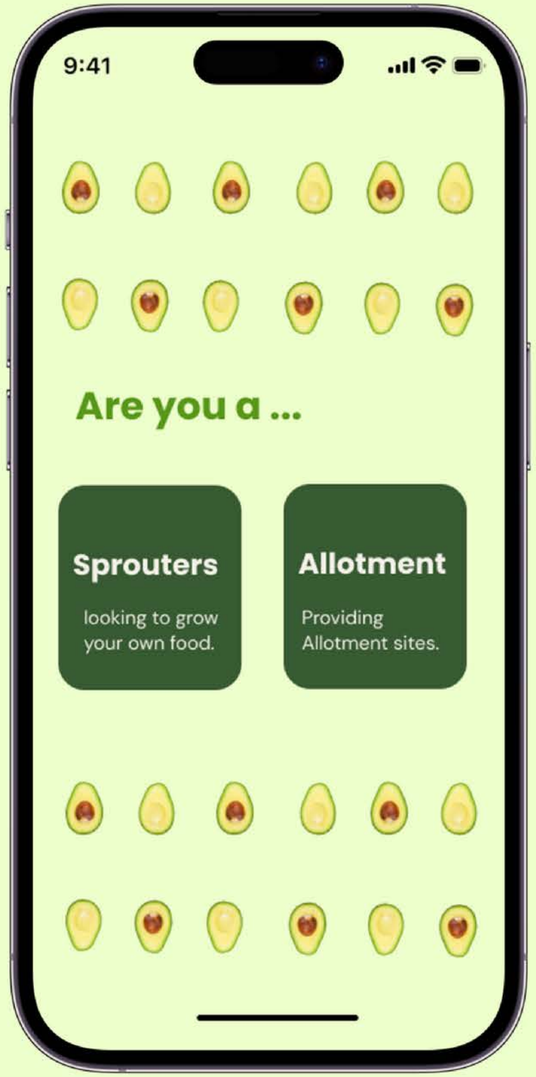
‘Let’s sprout and change Minds.’

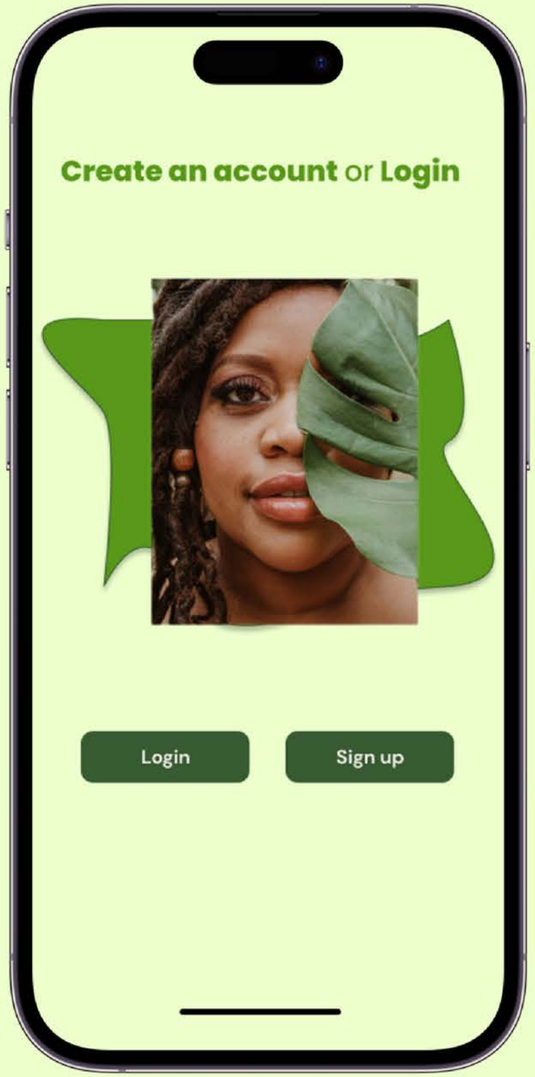
9:41
SproutHub

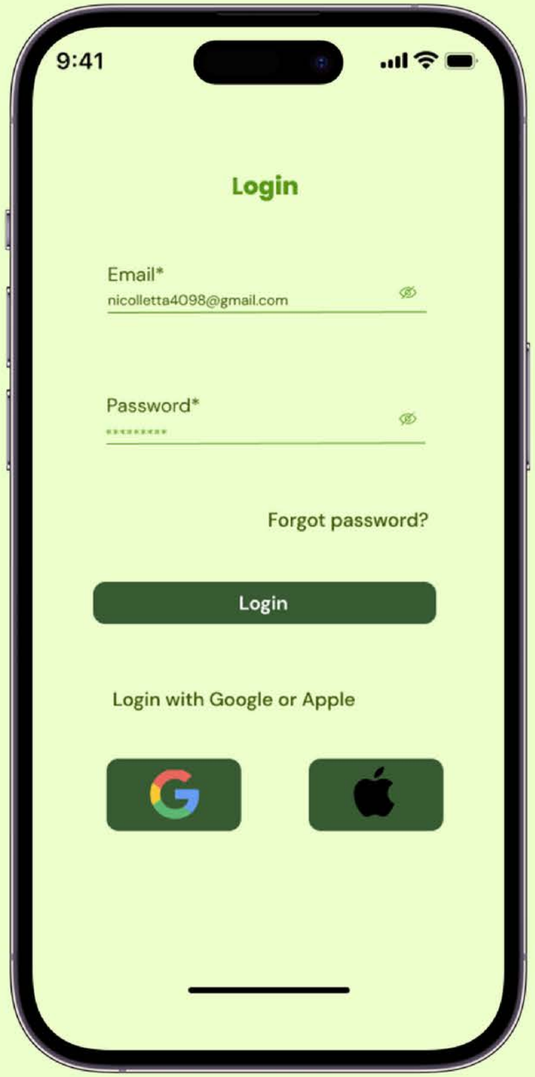

9:41
70% of produce
are thrown away.

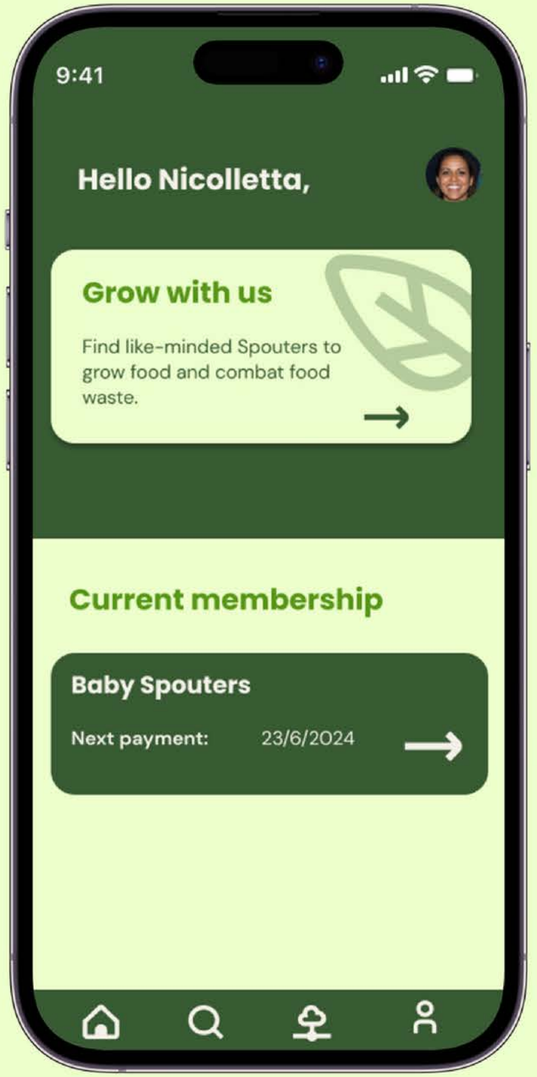
9:41
9.52 million tonnes
of food every year.

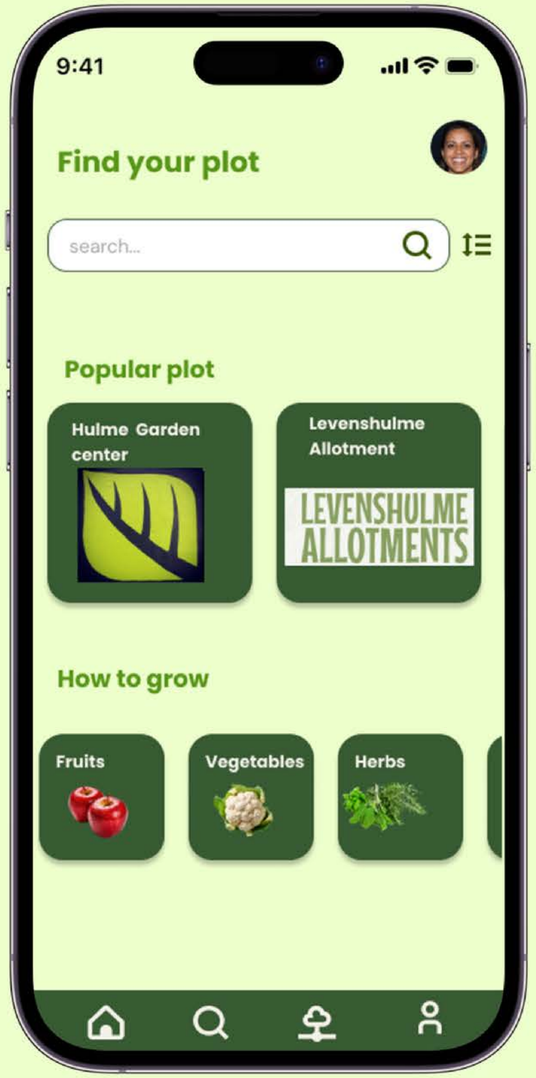
9:41
87% of people say
they would eat
wonky produce.


9:41
Are you a ...
Sprouters
looking to grow your own food.
Allotment
Providing Allotment sites.

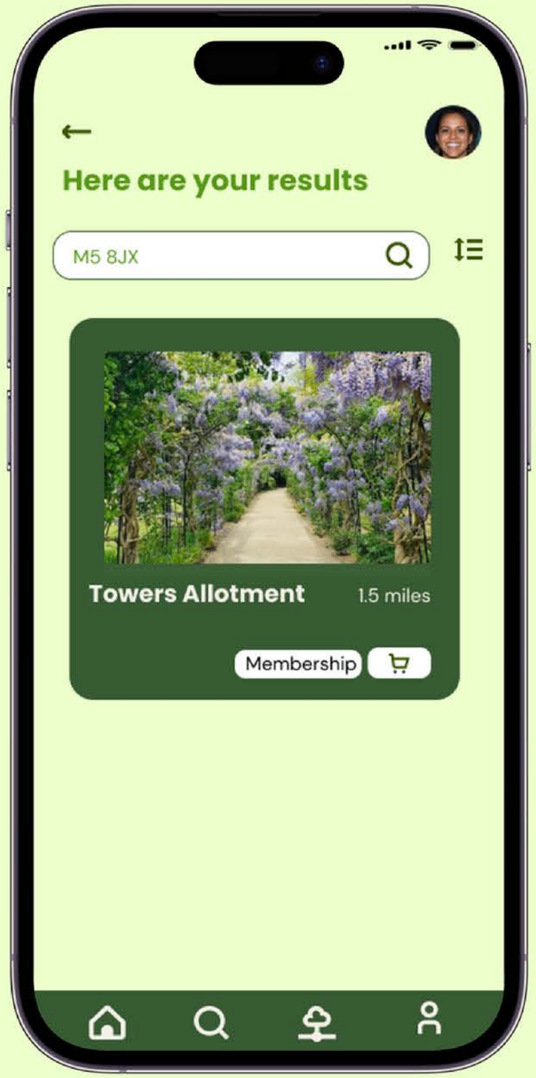

Create an account or Login
Login
Sign up

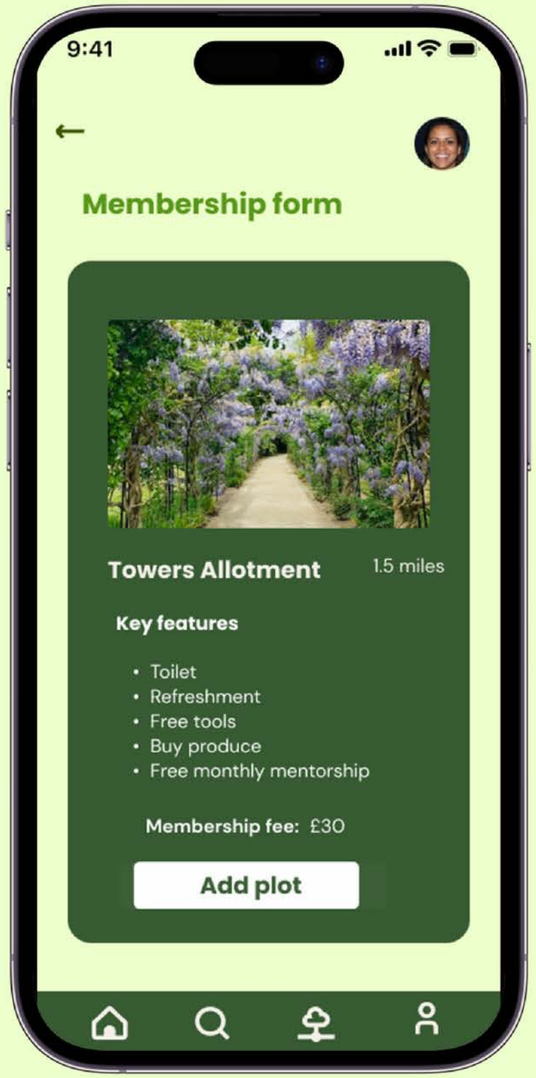

9:41
Login
Email*
nicolletta4098@gmail.com
Password*
Forgot password?
Login
Login with Google or Apple

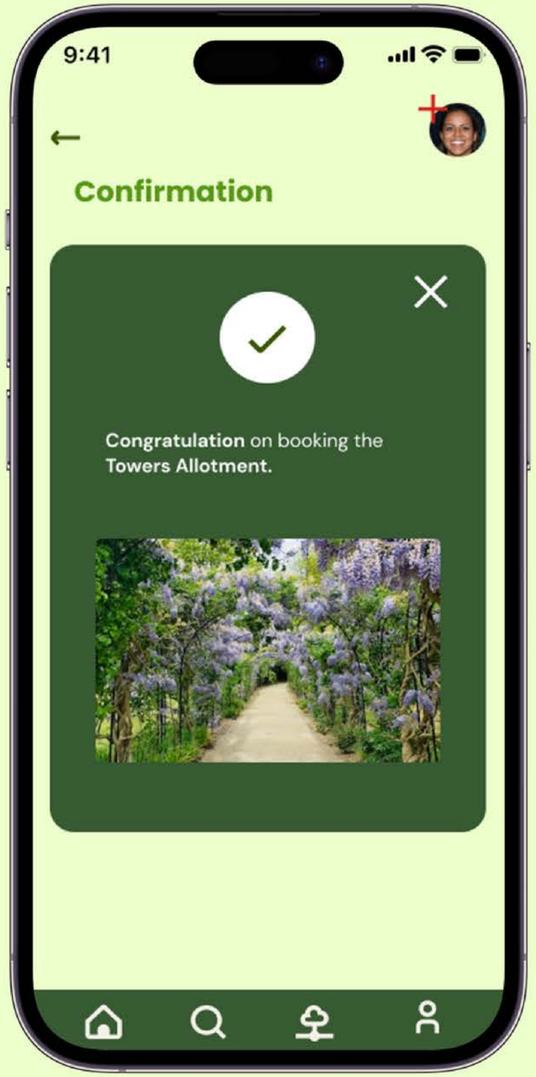

9:41
Hello Nicolletta,
Grow with us
Find like-minded Spouters to grow food and combat food waste.
Current membership
Baby Spouters
Next payment: 23/6/2024

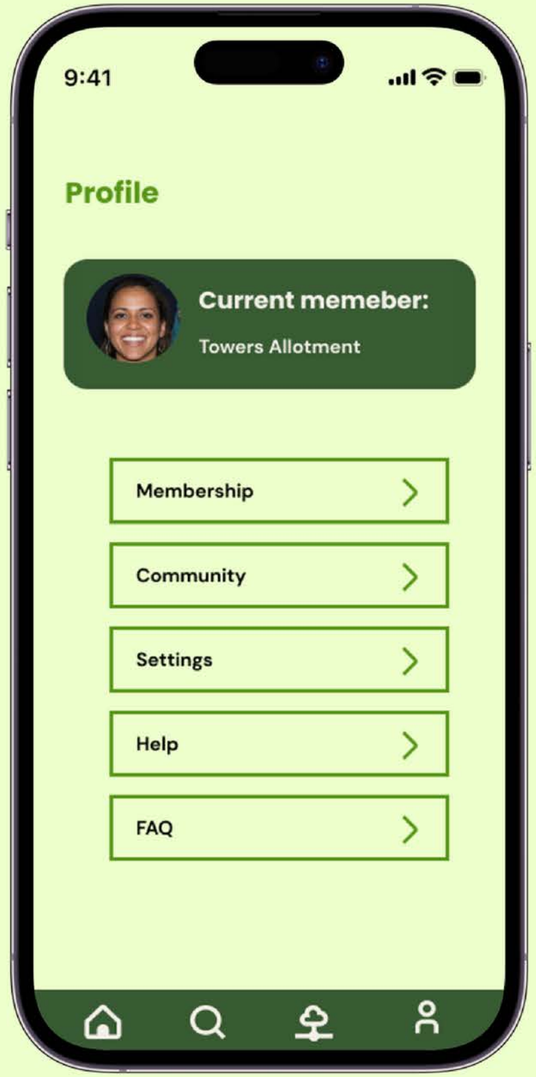

9:41
Find your plot
search...
Popular plot
Hulme Garden center
Levenshulme Allotment
LEVENSHULME ALLOTMENTS
How to grow
Fruits
Vegetables
Herbs

9:41
Search
posctcode


Here are your results
M5 8JX
Towers Allotment
1.5 miles
Membership


9:41
Membership form
Towers Allotment
1.5 miles
Key features
Toilet
Refreshment
Free tools
Buy produce
Free monthly mentorship
Membership fee: £30
Add plot


9:41
Confirmation
Congratulation on booking the Towers Allotment.


9:41
Profile
Current memeber:
Towers Allotment
Membership
Community
Settings
Help
FAQ

Creative critique

- A Hamburger instead of having a bottom navigation.
- Scroll feature on cards and arrow to indicate a scroll interaction.
- “How to grow” cards should be bigger.
- Login page takes to long to complete
- Some of the Fonts are very small.

Recommendations

- Making buttons and other component proportional.
- Keep a consistent design before introducing any variation of design.
- Ensure that all call to action features such as progress bar are clickable.

Conclusion remarks

In conclusion, I have learned to **streamline and pick out important data in my secondary research** that can save time and allow me to problem-solve and **make effective judgments.** Therefore, sticking to the theme as well as looking at the **hypothesis and problem statement at every stage of the process.**

Thank you for listening!

Do you have any questions?

Supporting evidence & Appendices

Supporting evidence-wireframe

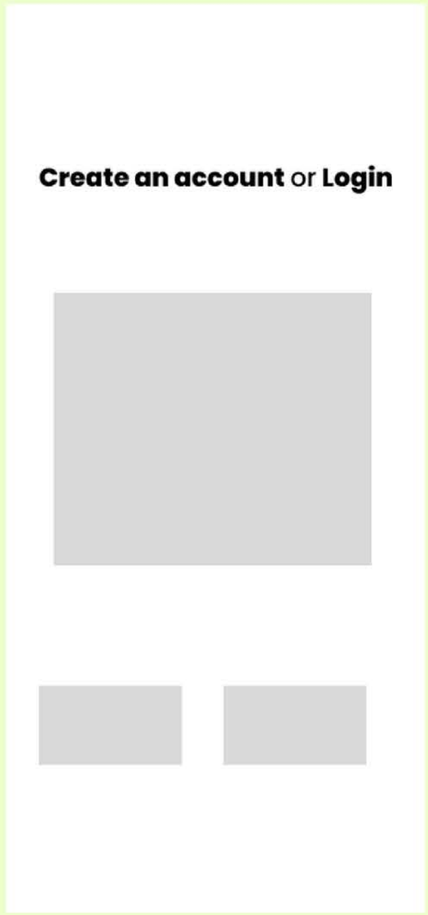
logo

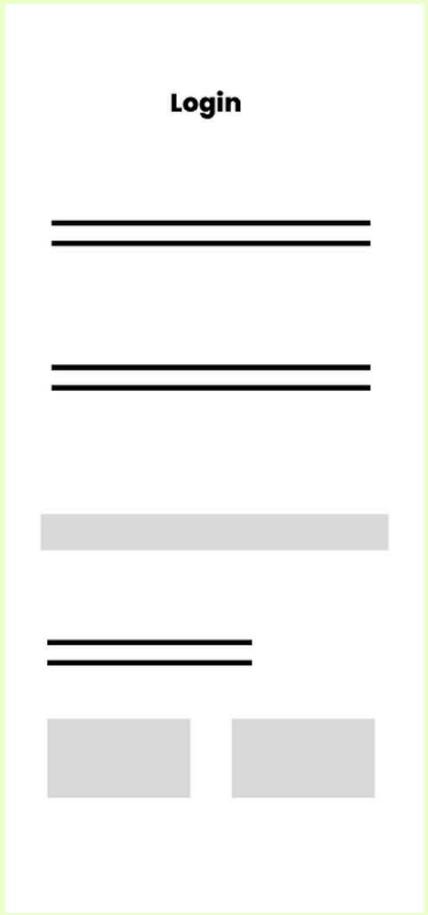
70% of produce are thrown away.

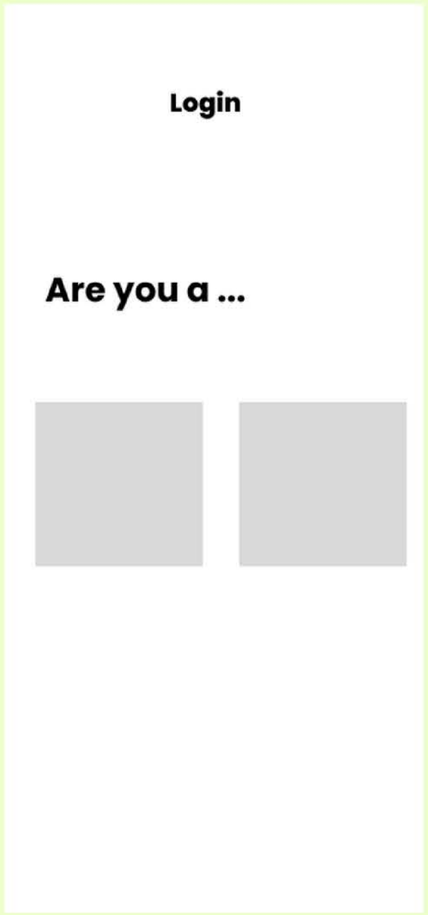
9.52 million tonnes of **food every year.**

87% of people say they would eat **wonky produce.**

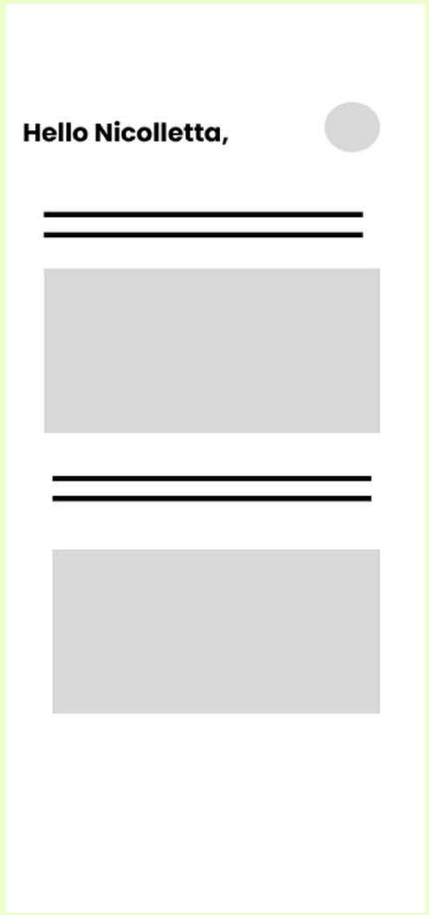
Supporting evidence-wireframe

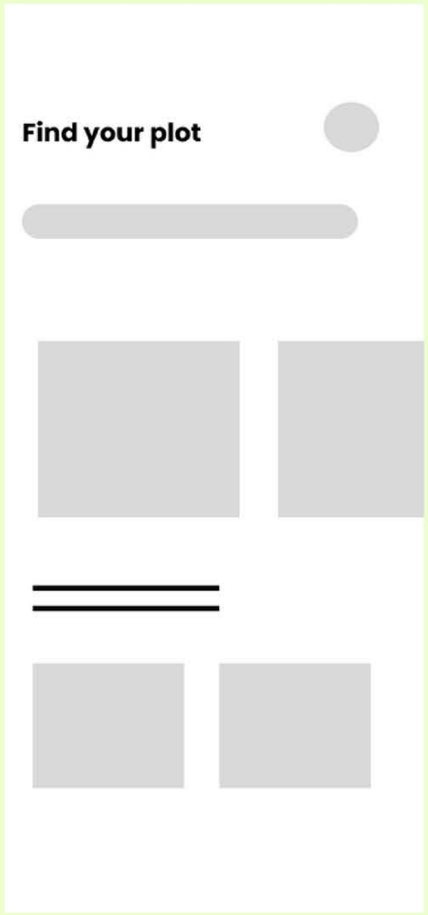




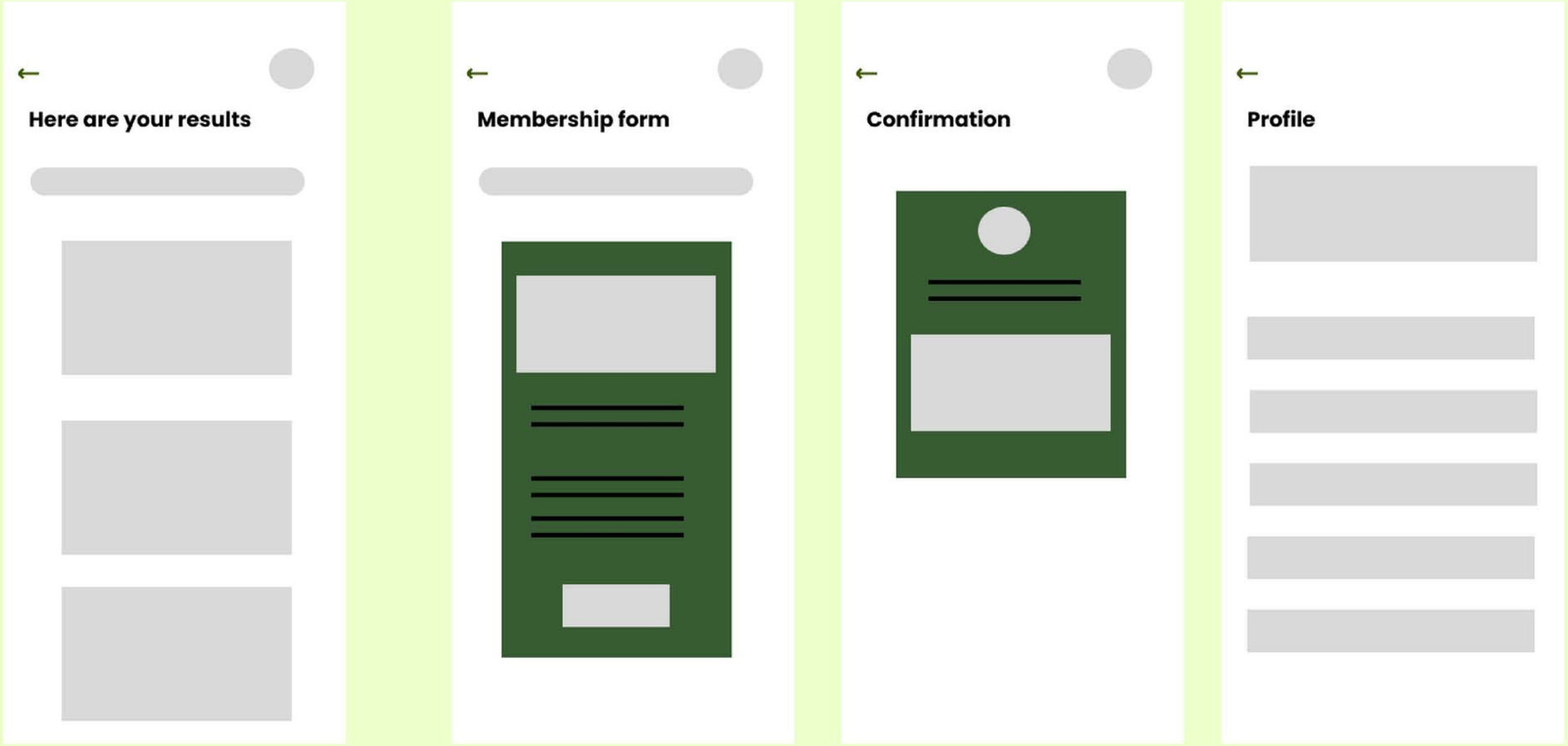


Supporting evidence-wireframe





Supporting evidence-wireframe



Prototype link

Figma

The Schwaigers Moving Schedule

Target: 03/05/2024

Harvard Referencing-Research

- Alfie (2024) *Food Waste Statistics - 2024*. Waste Management Services | Recycling | WasteManaged. [Online] [Accessed on 3rd April 2024] https://www.wastemanaged.co.uk/our-news/food-waste/food-waste-facts-statistics/#food-waste-facts-and-statistics. 1
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- Behzad Hezarkhani, Güven Demirel, Dora, M. and Yann Bouchery (2023) *How 'ugly' fruit and vegetables could tackle food waste and solve supermarket supply shortages*. The Conversation. [Online] [Accessed on 3rd April 2024] https://theconversation.com/how-ugly-fruit-and-vegetables-could-tackle-food-waste-and-solve-supermarket-supply-shortages-201216. 3
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Research plan

Emphasise:

Flourishing places brief and UX brief

The Rise of Greta Thunberg has inspired a new generation of "radical greens" emphasizing sustainability, climate change, and the detrimental impact of fast fashion. My focus is on collectively reimagining a regenerative future where young people play a pivotal role. This involves engaging in horticulture and growing food to reduce food waste and encourage more Gen Z to embrace gardening and horticulture at home or in community allotment.

As a society, we are moving to urbanised areas. The built environments that we have created for our convenience are hindering nature from flourishing and creating a regenerative future as we contribute to the detriment of our planet with a specific focus on food waste.

Reimaging our built environments means that radical solutions need to be implemented to center our focus on increasing local governmental funding to allotment sites to help revitalised the keen interest of gardening for food production and sustainability of our flourishing planetary growth.

Therefore, urbanised cities as a bare minimum should holster opportunities for young people and the local community to lead healthier lives and have access to gardening centers, allotment sites, and access to buy the least aesthetically pleasing fruits and vegetables to stop food waste.

The implementation of these initiatives requires changing the way we view fruit and vegetables, and the way we view young people interested in horticulture and urban gardening. Harmony is key.

User journey:

Find an allotment site to grow fruit and find availability based on location and add a membership fee.

Desk research

Food Waste – 2024 Facts & Statistics (Alfie, 2024) [1]

The UK wastes approximately 9.52 million tonnes of food every year. This total is enough to feed upwards of 30 million people a year. However, 8.4 million live in food poverty in the UK. (WHY) All this food can be used to feed homeless people and cut down food waste

WRAP (Waste & Resources Action Programme) estimates that 70% of food waste comes from households 6.7 million tonnes), 16% from manufacturers, 12% from hospitality and food services, and 2% from the retail industry.

(WHY) These households' statistics are shocking because climate change and sustainability have been on the rise and care for the planet is crucial because my brief focuses on how to empower communities to take accountability for their food waste and grow their food.

Why We Waste: Ugly Food, Expiration Dates, and More (Why, 2014) [2]

20% of produce gets thrown away

(WHY) we have a long way to go because humans are attracted to aesthetically pleasing objects but a good start. As a UX Researcher, I believe SproutHub can support these new because it can tackle household waste control whilst promoting a community regenerative project for local farmers and increase Gen Z in gardening.

Use by, sell by, best before: Why confusing labelling is causing food waste, and how to stop it (The Independent, 2021) [4]

Date labels on food are cited as the cause of 15% of edible food being thrown out.

(WHY) However, there have been some changes by big retailers removing **'use by date'** this is impactful because it will change consumer behavior. (Liu, 2022) [5]

How 'ugly' fruit and vegetables could tackle food waste and solve supermarket supply shortages (Behzad Hezarkhani et al., 2023) [3]

87% of people say they would eat wonky produce.

(WHY) If "ugly "produce were promoted or sold at a cheaper price it can help decrease food waste and help those in poverty struggling with making meals. This can be done by big supermarkets adding ugly produce to their product range by building on existing consumer awareness of the environmental benefits of 'ugly produce'.This can be impactful if they can work with SproutHub to distribute these produce. This will have a big impact on supermarkets as profits will increase and stop food waste.

Gen Z and gardening

Gardening and houseplant ownership are growing because of the pandemic increasing their love of nature and plants due to being stuck inside.(Mary Ellen Ellis, 2024) This has led some Gen Z to pursue growing their food and gardening and follow TikTok creators because 72% of TikTok users are Gen Z compared to 50% of the population. (*Gen Z and global users top social media 2023 | Statista*, 2023)

On TikTok searching #Gardening there is 1.2 million post alone. This does not account for the views (insertscreenshots) #plants had 2.3 million post(insert screenshot) #gardentok had over 300,00 post.(insert screenshots)

Gardening Demographics

During the pandemic in 2020, 93% of women turned to gardening more frequently with one-fifth of them being 18-24 years old. (Piper, 2023)

Gen Z and sustainability

42% of GenZers believe it is acceptable to break the law if you are protecting the environment compared to 31% of consumers overall. (Spearman and Loose, 2016)

(WHY) There is a passion for protecting the environment this passion can be directed to integral community organisations and hobbies that can promote sustainability and move the cause of creating flourishing life to impact a symbiotic relationship between humans and nature.

55% of Gen Zers see themselves as ethical and sustainable consumers.(Spearman and Loose, 2016)

(WHY) This is a good opportunity for oraganisation that want to market to Gen Z by developing sustainable products and services aligning with the theme of ethical consumption it can boost engagement for Gen Z.

"Gen Z are faced with issues relating to their economic stability and mental health. More than half of Gen Z are trying to spend less. In the UK 49% report their cost of living increasing. Around 40% of gen Zers stated they feel streese or anxious at 40%" (Spearman and Loose, 2016)

(WHY) Companies and organisation that want to market to Gen Z can leverage these statistics to reach out to a target demographic that will benefit from SproutHub.

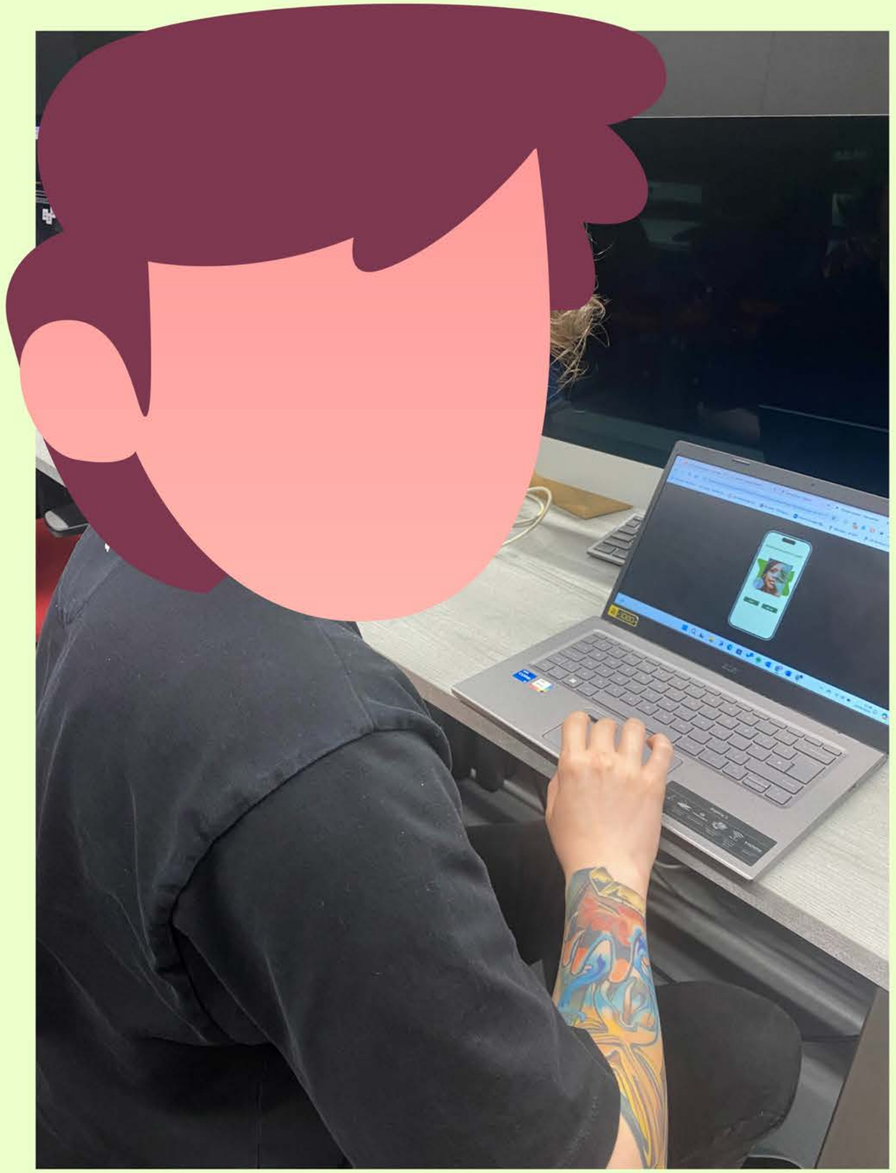
Gen Z is prepared to put their money where their mouth is: Nearly half of Gen Zers (47%) in the U.S. and the UK are willing to spend more money on sustainable groceries, such as food and drinks. (Spearman and Loose, 2016)

(WHY) despite not having money Gen Z are willing to spend more on sustainable groceries and drinks.

Future

- Work with big supermarkets to donate to food banks.
- Work with universities and student unions to support students as a care package.
- Work with low-income families and people.

Creative critique



Participant critique image

Research plan

Problem statement

The pandemic-induced resurgence of horticulture, embraced by older generations and Gen Z through #Gardening encounters challenges such as space and affordability. However, the market lacks Gen Z's involvement, leading to a lack of acknowledgement and welcome for them in a hobby dominated by Baby Boomers and Gen X.

Addressing this, a digital solution leveraging social media and community resources is vital to enhance accessibility and inclusivity for Gen Z and enthusiasts. **The goal is to help Gen Z become aware of their food waste.**

Hypothesis

Hypothesis: If we collaborate with community allotment sites to establish a membership agreement tailored for young people, enabling them to access plots of land and borrow equipment (independent variable), then we will observe an increase in Gen Z engagement in cultivating their produce (dependent variable), thereby fostering and endorsing sustainability efforts.

Solution to hypothesis

- Create a farmer's marketplace where farmers sell 'Ugly fruits' in bulk (promotes sustainability)/market to university students)
- Membership fee (local allotment sites rent equipment)

Competitor analysis

Company	AllotMe	Planta	Farm Fresh 24/7
Direct/Indirect	Direct	Direct	Indirect
Unique features	Marketed to individuals who want to make money from their home garden.	The main content for the audience is users who care for mostly indoor and outdoor plants in urban areas.	Supporting community vendors that provide fresh produce, such as bakers, farmers, and other professionals.
Strength	- Straightforward with its message and tone of voice. - The simple user journey makes it suitable for all user demographics. - There is an advice section for newcomers on what	- The demographic is for users who reside in urban areas and mostly have houseplants. - The app gives detailed knowledge of how to maintain plants with extensive options such as	- The app focuses on the local community to produce sales. - Promote local farmers and small back garden farmers. - The layout of the app is set up as a marketplace
	months are suitable for different produce and the level of difficulty	toxicity, light exposure, common problems, and temperature.	based on what sellers have available.
Weakness	- The website communicates the idea of an individual with a back garden who wants to rent their plot to make extra money. There is no community.	- The app is not for food growers. - The advice focuses on small areas to grow plants not produce.	- - The app is not available on iOS. - The app requires the individual to put their full address instead of using a map. - Lack of frequent sellers and users leads to inaccurate results for users looking to buy produce.
Interaction	Straightforward and easy to navigate with controlled content.	Completing tasks about different species is tedious due to the process of identifying the plant species and the personal characteristics of the plant is complex.	There are a lot of bugs and small functionality that make the user experience unpleasant.

Survey plan+Microsoft form (Completed)

Define:
User story + Persona template (Done)
- **User story template on Miro (Done)**

Focus group (once done do empathy may)
Empathy map (

Ideate:

Key features of the app

- Finding local allotment-register with council
- It is finding local markets or small farms selling healthy fruit and veg that are appealing.
- Ask the users if they are urban sprouters (farm in their apartment) or community Sprouters (go to local allotment sites) and Home sprouters (they have a garden)

Sketch (done)
Wireframe
Moodboard (done)
Brand guideline (Done)
Prototype (Done)
Testing (Done)

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Survey question and focus group plan

Anonymous Survey Question Plan

Researcher name:	Christi-vie Matumona
Project title:	SproutHub

Information statement and consent

This is the equivalent of an information sheet. Adapt the Participant Information Sheet template. This section gives clear details of the study and what the participant will be asked to do. The participant must read through this, then signal informed consent by selecting 'Agree' or 'Disagree'. You need to ensure branching occurs - if the participant agrees, they move onto the first part of the survey. If they disagree, they are taken to the end of the survey - so do not answer any questions.

I confirm that I have read the participant information.

I confirm that I am at least 18 years of age.

I understand that my participation is voluntary and that I am free to withdraw at any time.

I agree to participate in the project to the extent of the activities described to me in the above participant information.

About you

Start the survey with some simple demographic question. Only ask the demographic questions that are necessary and relevant to your research. Ensure participants can select 'Prefer not to say' or make the questions optional rather than mandatory.

- Must be in full time education or employment.
- Must be between the age 18-26 years.
- Must be active on social media.
- Must have a passion for Horticulture.
- Interested in starting a new hobby.
- Must be interested in reducing food waste.

Exploratory questions

Group questions into common topics, so that the survey naturally flows from one topic to the next. Ensure that there's a mix of question types. Allow the ability to skip questions, particularly if it is a free text follow-up response to a previous question.

- What is your age?
- What gender do you identify as?
- Which social media application do you use?
- Are the issues of food waste important to you?
- Does a brand promoting sustainability affect your purchase?
- Does the idea of growing your own food appeal to you?
- Does purchasing aesthetically unappealing produce concern you?
- Is food waste important to you?
- Do you have any houseplants?
- Are you interested in learning about gardening?

Thank you and debrief

Include a message to thank the participant for their time and explain what happens next with the information they have given you today.

Thank you for taking part in this study. If you have any further comments or thoughts about SproutHub please feel free to use the text box below. If not, please click Next.

Focus Group Plan

Researcher name:	Christi-vie Matumona
Project title:	SproutHub

Introduction

Introduce yourself and let the participant(s) know what to expect during the interview/focus group. Ensure participant(s) has time to read the information sheet and sign the consent form. Give them a chance to ask questions.

Hi, my name is Christi-vie I'm a UX research student at MMU. Thank you for taking your time to participate in the SproutHub focus group. SproutHub is a mobile application that allows users to book allotment site with a membership scheme.

Warm-up questions

Start by asking the participant(s) a few easy questions about themselves and their job. This will help the participant(s) get used to the process of answering questions and build rapport.

- Have you ever participated in horticulture?
- How many times do you care for your plant?

Exploratory questions

When you start writing your exploratory questions, you'll want to group questions into common topics, so that your interview/focus group naturally flows from one topic to the next. As you begin to structure your questions, allocate time for each topic.

- How to encourage you people do start growing their own food?
- Are there any app that you use that promote buying food before the best by date?
- Why do you think young people struggle to start gardening or growing their own food?
- What schemes and discount app do you use?

Debrief

Thank the participant(s) for their time and explain what happens next with the feedback they have given you today. Give the participant(s) a chance to ask any questions about the research.

Thank you for participating in this focus group. All the answers will be useful for mobile app. I will update and email the final product after the project is completed.

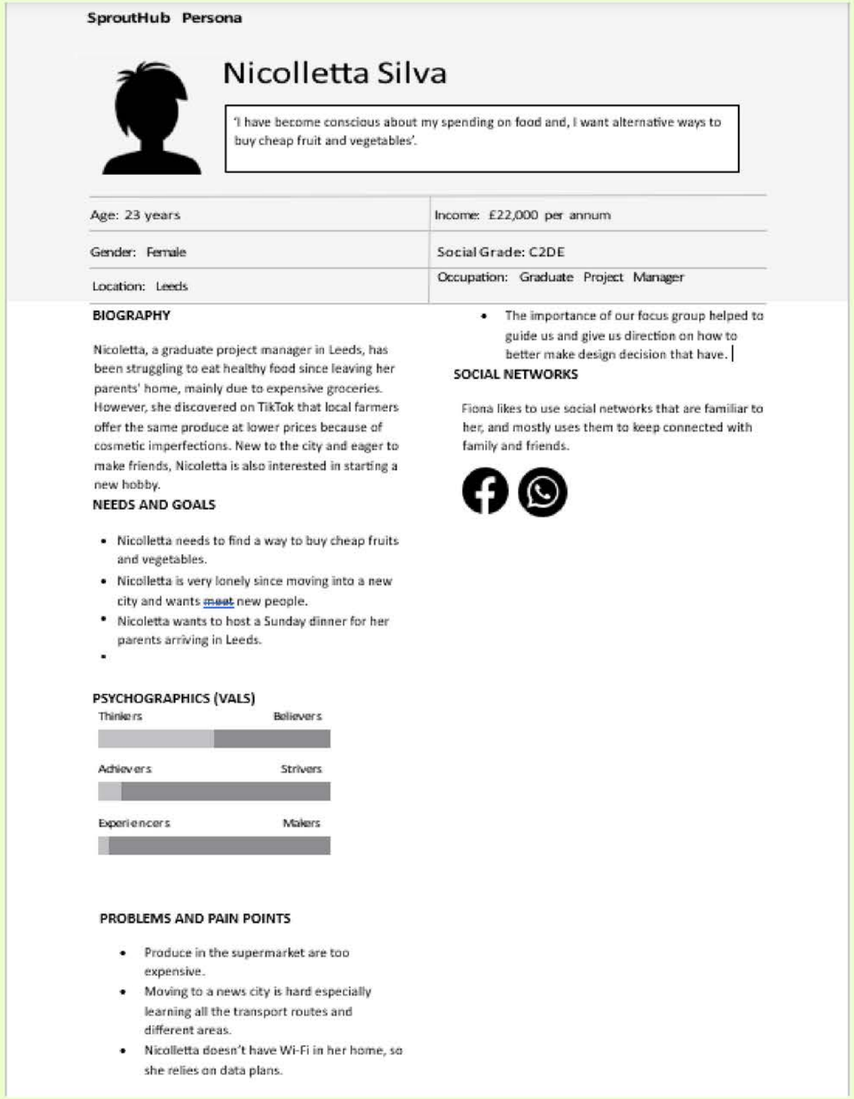
User story and persona plan

User Story

Draft User Story 1	As a graduate	I want to be able to afford cheap produce	So that I can save money.
Draft User Story 2	As a university student	I want to grow my produce	So that I can cut down on my carbon footprint.
Draft User Story 3	As a father	I want to teach them about growing their food.	So that we learn about healthy food and bond.

As a recent graduate, I want to be able to afford cheap produce so I can save money and spend on new hobbies to meet new people.

As a recent graduate, I want to afford inexpensive produce to save money to start for a new hobby.



SproutHub Persona

Nicolletta Silva

'I have become conscious about my spending on food and, I want alternative ways to buy cheap fruit and vegetables'.

Age: 23 years	Income: £22,000 per annum
Gender: Female	Social Grade: C2DE
Location: Leeds	Occupation: Graduate Project Manager

BIOGRAPHY

Nicoletta, a graduate project manager in Leeds, has been struggling to eat healthy food since leaving her parents' home, mainly due to expensive groceries. However, she discovered on TikTok that local farmers offer the same produce at lower prices because of cosmetic imperfections. New to the city and eager to make friends, Nicoletta is also interested in starting a new hobby.

NEEDS AND GOALS

- Nicolletta needs to find a way to buy cheap fruits and vegetables.
- Nicolletta is very lonely since moving into a new city and wants ~~meet~~ new people.
- Nicoletta wants to host a Sunday dinner for her parents arriving in Leeds.

PSYCHOGRAPHICS (VALS)

Thinkers — Believers

Achievers — Strivers

Experiencers — Makers

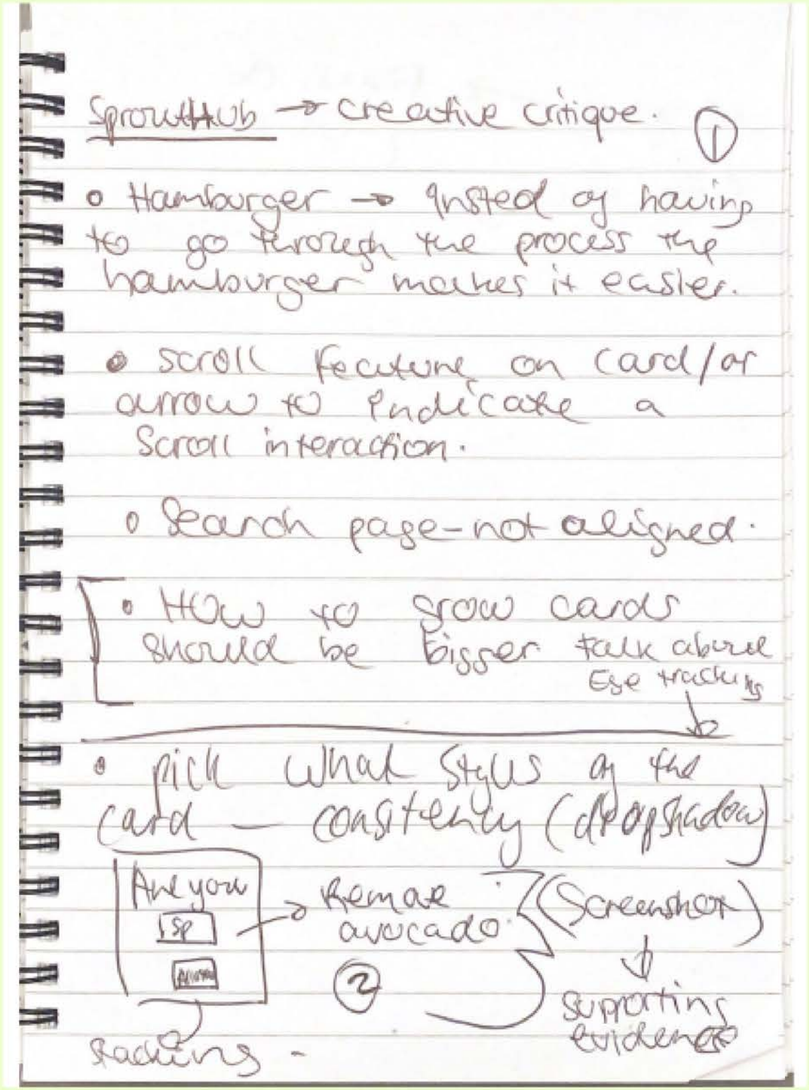
PROBLEMS AND PAIN POINTS

- Produce in the supermarket are too expensive.
- Moving to a news city is hard especially learning all the transport routes and different areas.
- Nicolletta doesn't have Wi-Fi in her home, so she relies on data plans.
- The importance of our focus group helped to guide us and give us direction on how to better make design decision that have.

SOCIAL NETWORKS

Fiona likes to use social networks that are familiar to her, and mostly uses them to keep connected with family and friends.

Creative critique notes



THANK YOU

for your support

Portfolio