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# Whose food?

Mobile Media  
Project 1

Jin Huang

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# Problem

In many cases, we bought too many food to stuff them in the refrigerator, and we don't pay much attention to the food expiration date.

Always discard foods when they have developed an off odor, flavor or appearance.

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Result





# Idea

The food experiences the natural process of decay.

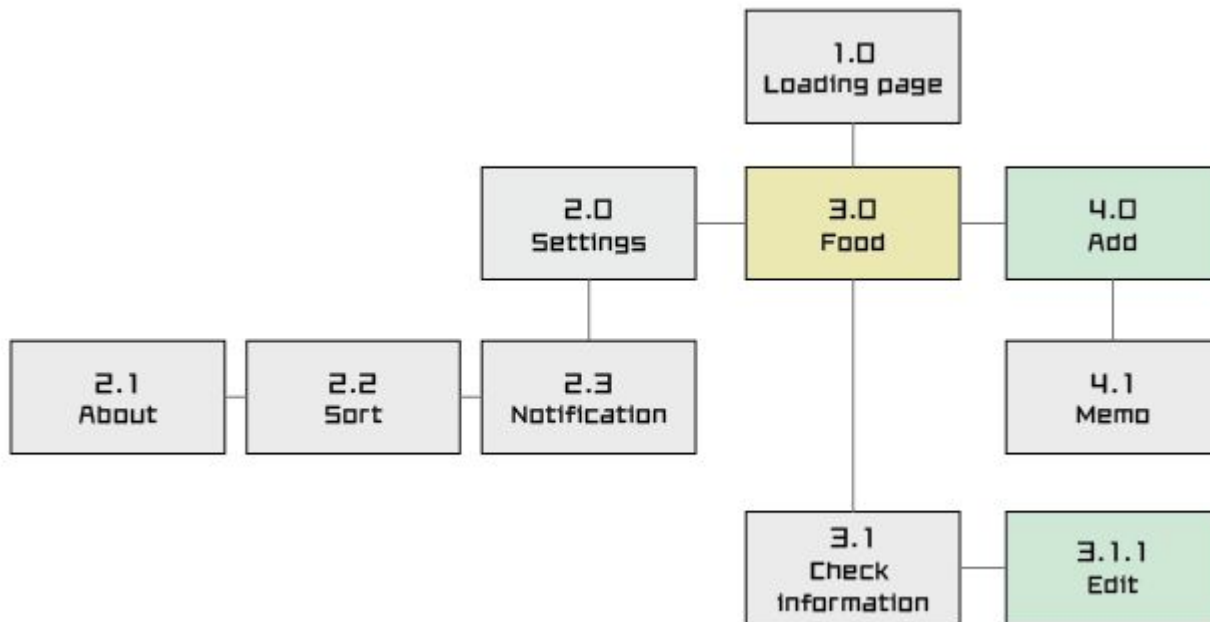
I'm designing an app to let people take control of their refrigerators. By documenting the information and the expiration date, the app can make notification.

Don't wait the food to become rancid and ditch them.

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# App map



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# APP Feature

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## Sort groceries by category



Fruits



Vegetables



Dairy & Eggs



Meat & Poultry



Fish & Shellfish



Nuts & Legumes



Grains & Pasta



Condiments &  
Oils



Herbs & Spices



Snacks & Sweets



Baked Goods



Beverages



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# APP Feature

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## Sort groceries by compartment



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# APP Feature

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## Sort groceries by date

- 'Best by' date
  - 'Expire on' date
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# Database

Connected to the Keep it or Toss it database.

Consult the optimal food storage times, for both unopened and opened items.

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## APPENZELLER CHEESE, SOLD IN WRAPPED BLOCK — OPENED

<b>Refrigerator</b> 	 <b>3-4 weeks</b>
<b>Freezer</b> 	 <b>3 months</b>

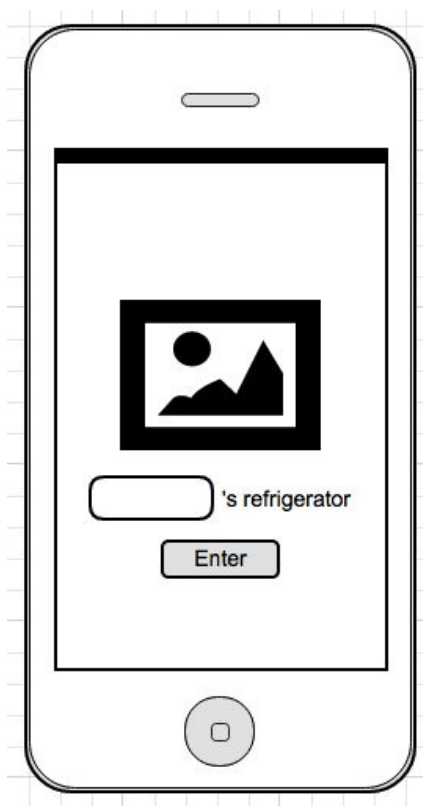
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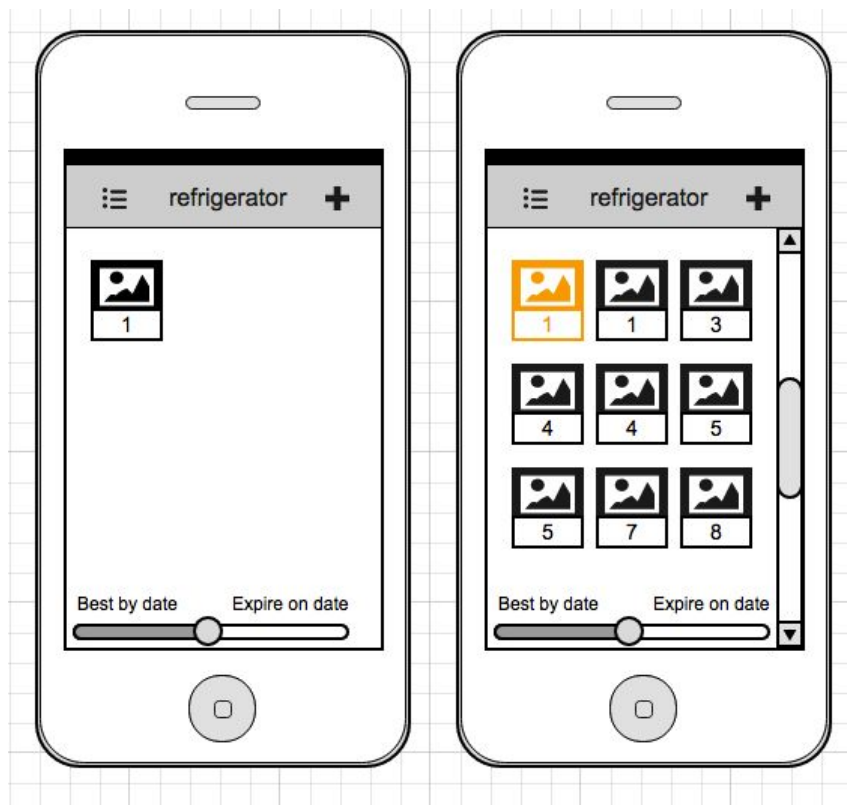
# Prototype: Wireframe

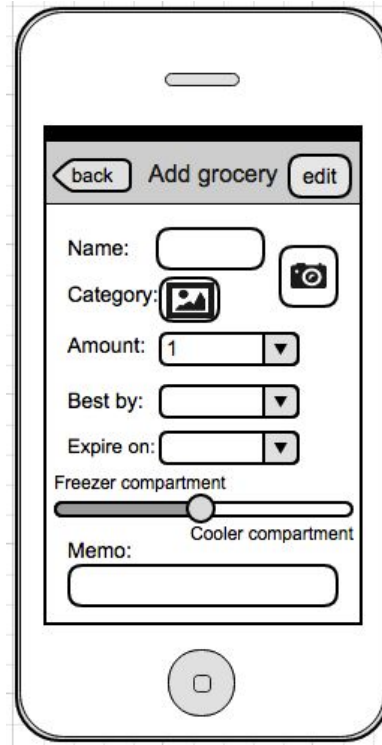
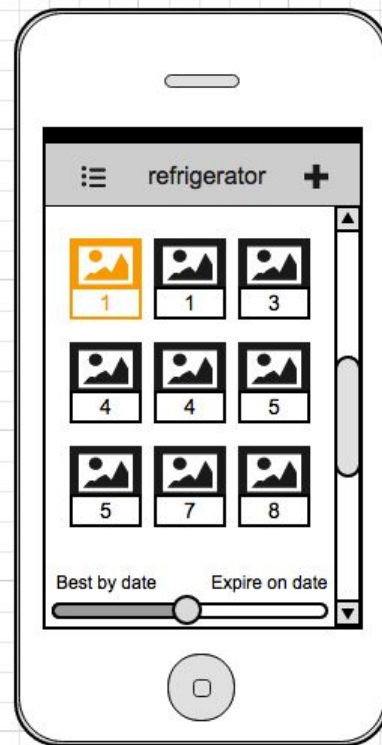
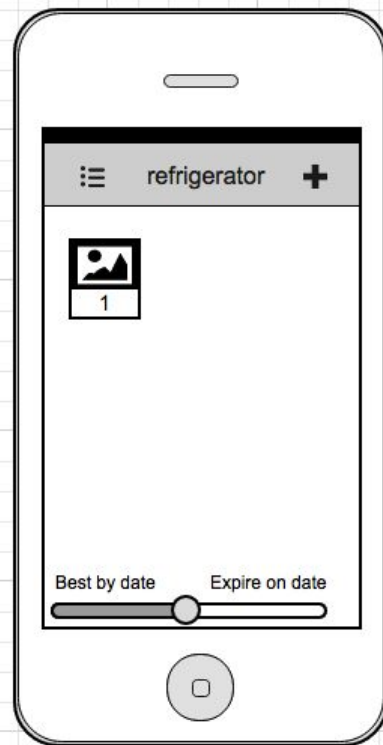
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# Sign in

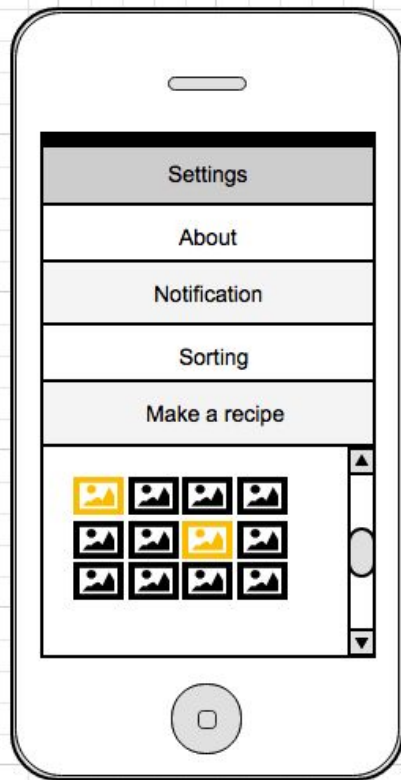


# Home page





# Settings



one day before ▼

- ☒ category
- ☐ compartment
- ☐ date



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# Feedback

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Few people will input the information and the expiration date themselves, try to simplify the usability. Maybe create some tags for people to choose.

Maybe the users can scan the QR code or barcode to read the info of food.

The best-by dates are vague concepts for people, this may confuse the users.

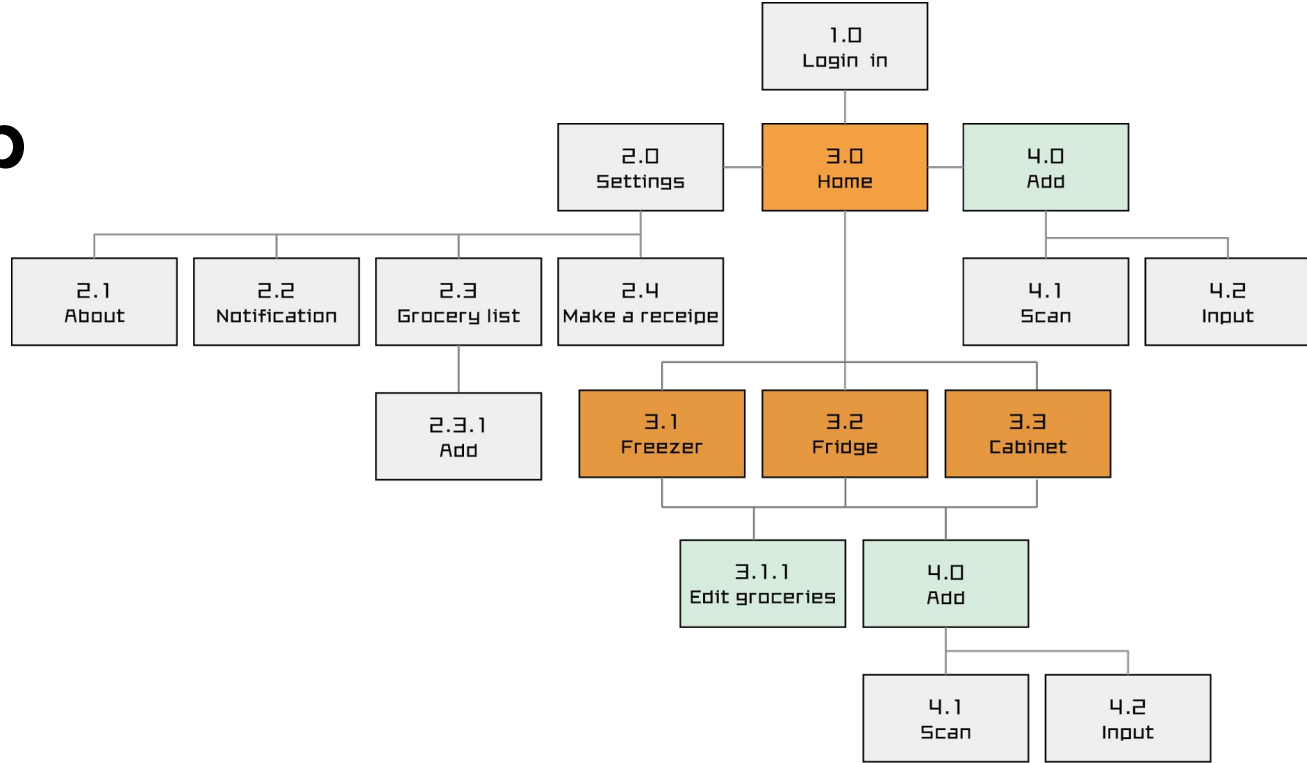
Some canned food has maybe over 2-year expiration date, but some vegetables hit their expiration date within 3 days, how to classify these different kinds of food?

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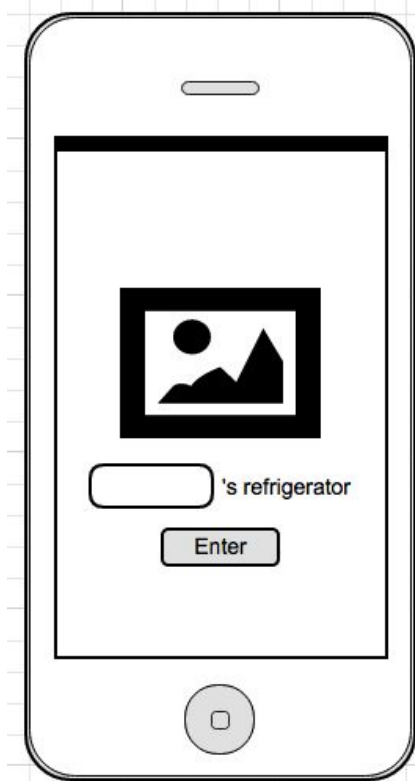
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# Prototype: Design

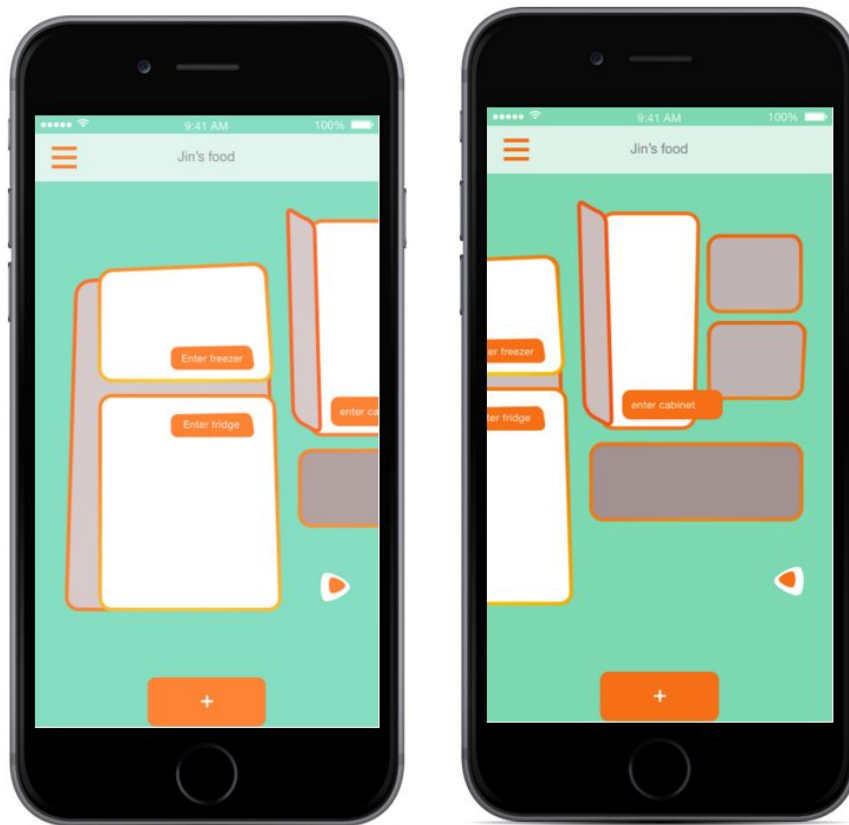
# Revised App map



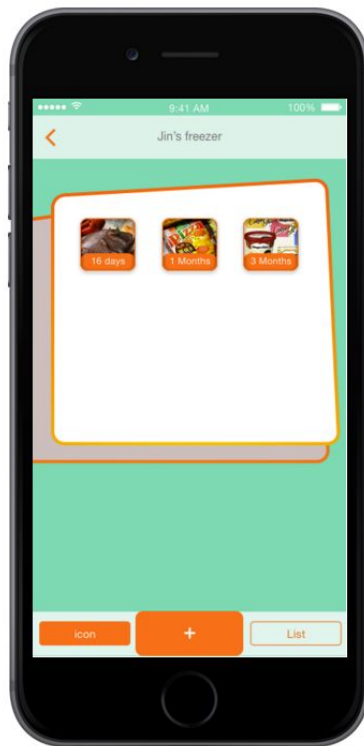
# Sign in



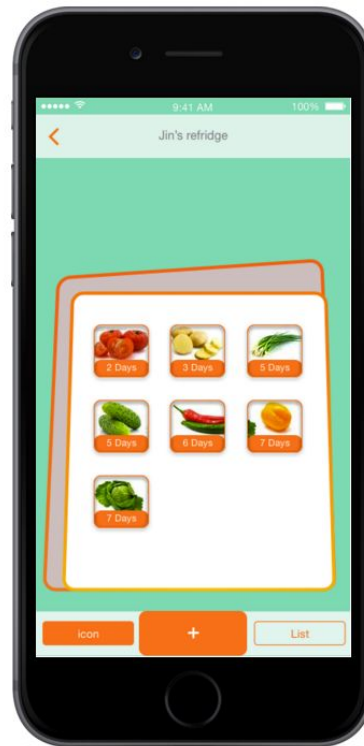
# Home page



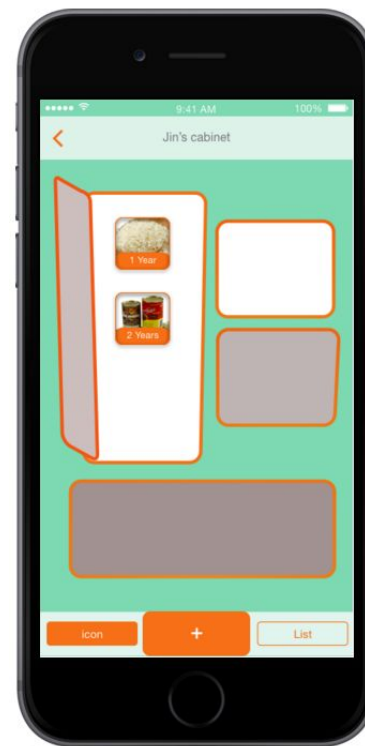
# Home page



Freezer



Fridge



Cabinet



# Home page



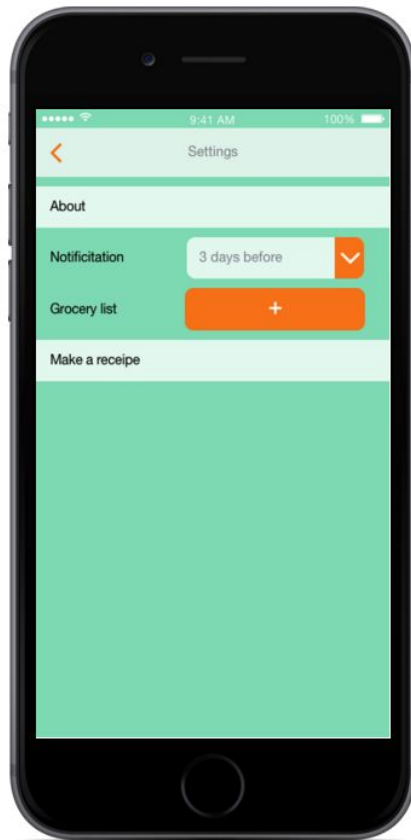
Show by  
Icon



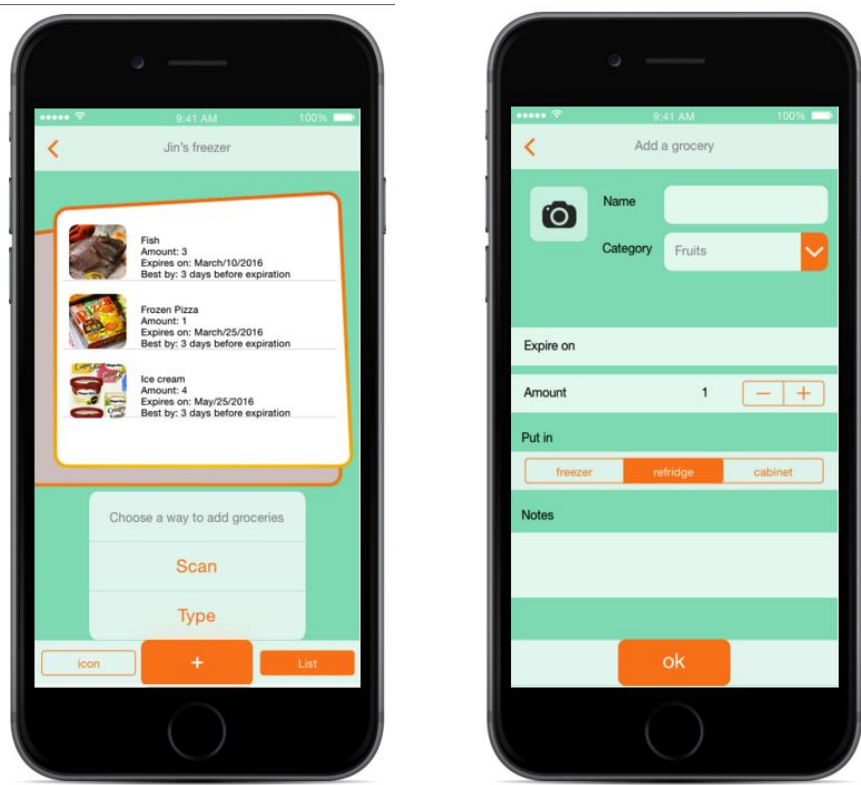
Show by  
list

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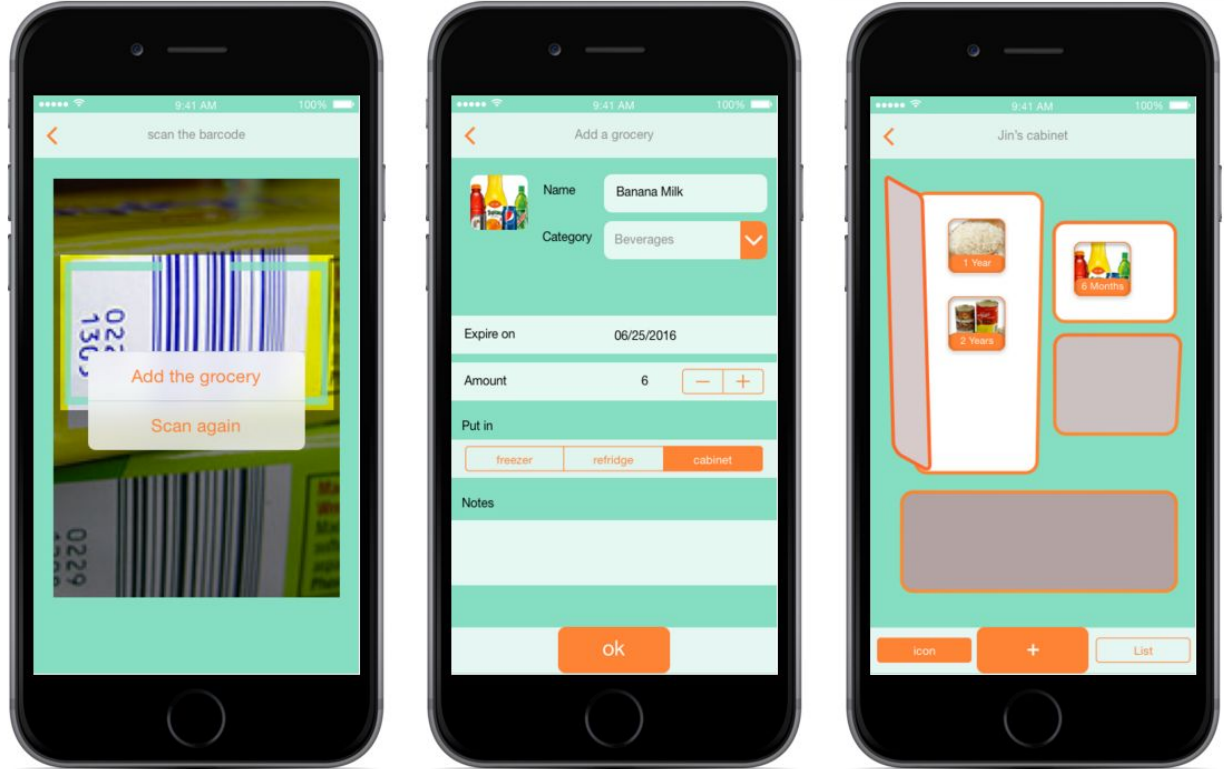
# Settings



# Input



# Scan



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# User Insight

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The design is unique out of so many apps.

If people need to use the app, it's better to focus on the freezer and fridge, don't use the cabinet because those food stored in cabinet have so long expiration date.

People may need an account for backend data and sync data in different devices.

You don't need the grey area to let users tap and gain more space to put in their groceries.

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