

# App Design Idea

## Description

I designed an ios application prototype for the University of Chicago students to share information about free food and leftovers around campus.

## Figma

<https://www.figma.com/file/aoJklnhiaNvHRzenhH2edz/Assignment-6?node-id=105%3A954&t=ODsWdPBnYf9XHxUO-1>

## Persona



Name: Ringo

Age: 39

Occupation: Graduate student

Location: Hyde Park, Chicago

## Goals

Ringo wants to get a graduate degree within 9 months, spend as much time as possible on studies and coursework and less on other chores like cleaning and cooking. He wants to get a high paying job by the completion of his degree at the University of Chicago

## Frustrations

Ringo is frustrated that he does not have a roommate to help with his chores. He has to do all his work himself. He is also frustrated that there aren't any cheap restaurants around in Hyde Park that he can eat at every day. Ringo also does not have many friends who can tell him of the events happening around campus or if they have free food. Most of Ringo's daily problems revolve around his access to good and cheap food.

## Bio

Ringo is from Southern California. He has been accustomed to the fast paced life in the bay area and is always on the move. He graduated with a Bachelor's degree in Chemistry and wants to switch careers to Software Engineering. Ringo is currently enrolled in the MPCS program at the University of Chicago. Ringo once aspired to be a drummer in a famous band, preferably one named after an insect. He loves food and exploring different cuisines. Ringo spends most of his free time watching 90's comedies or playing video games.

## **On-boarding UI/UX**

On-boarding design added for the home screen, describing the features of the app

## **Retention UI/UX**

Created a food-scout leaderboard and also karma points, and option to enable notifications to encourage users to use the app

## **Design & Accessibility Principles**

Followed the design principles discussed in class and recorded lectures