

The Conscious Consumption App: Designing an Experience

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Persona

Meet Sam

- 24 years old
- Lives in Lakeview, Chicago
- Single and lives with a roommate
- Has a cat
- \$60,000 salary at a marketing company
- Environmentally and animal rights conscious
- Gluten intolerant
- Uses Instagram and TikTok

“As a person with a moderate income, I want affordable, eco-friendly products recommended to me, so that I can save as much money as I can while reducing my footprint.”

“As a person with a gluten intolerance, I want to find low-impact, gluten-free products, so that I feel good about the quality of my alternative food choices.”



Empathy Map



Concept Story + Emotions



Our Goals

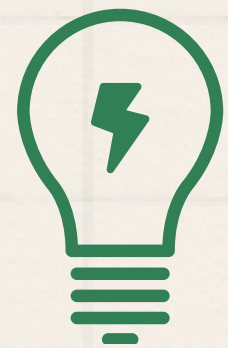


Empower consumers to make conscious purchasing decisions.

Provide a **transparent and trustworthy** assessment of how well a product meets a user's priorities.



Suggest **alternative products** that are better suited to a user's preferences.



Facilitate the purchasing of alternatives and **sharing of recommendations** within a network.



Value Proposition

We are here to

empower inundated grocery shoppers

to make **conscious purchasing decisions**

that **bolster their wellbeing.**



Anticipation



Stages and Moments

Scenario

Sam is an eco-conscious shopper with a gluten intolerance and a strict budget. She wants to buy eco-friendly, gluten-free products to make substitutions to a meal she found on Instagram and, hopefully, share it with her roommate.

! Anticipation

How does one initially become aware of this process?

Stages

Discovery

Onboarding

Arriving at grocery store

Moments

Noticing ad on Instagram and is intrigued

Signing up for app

Overwhelmed by options and curious about how this app can help

Motives, Goals, and Thoughts

Motives & Goals

To ensure products are gluten-free and budget-friendly. Ideally, they are eco-friendly, too!

Thoughts

Positive

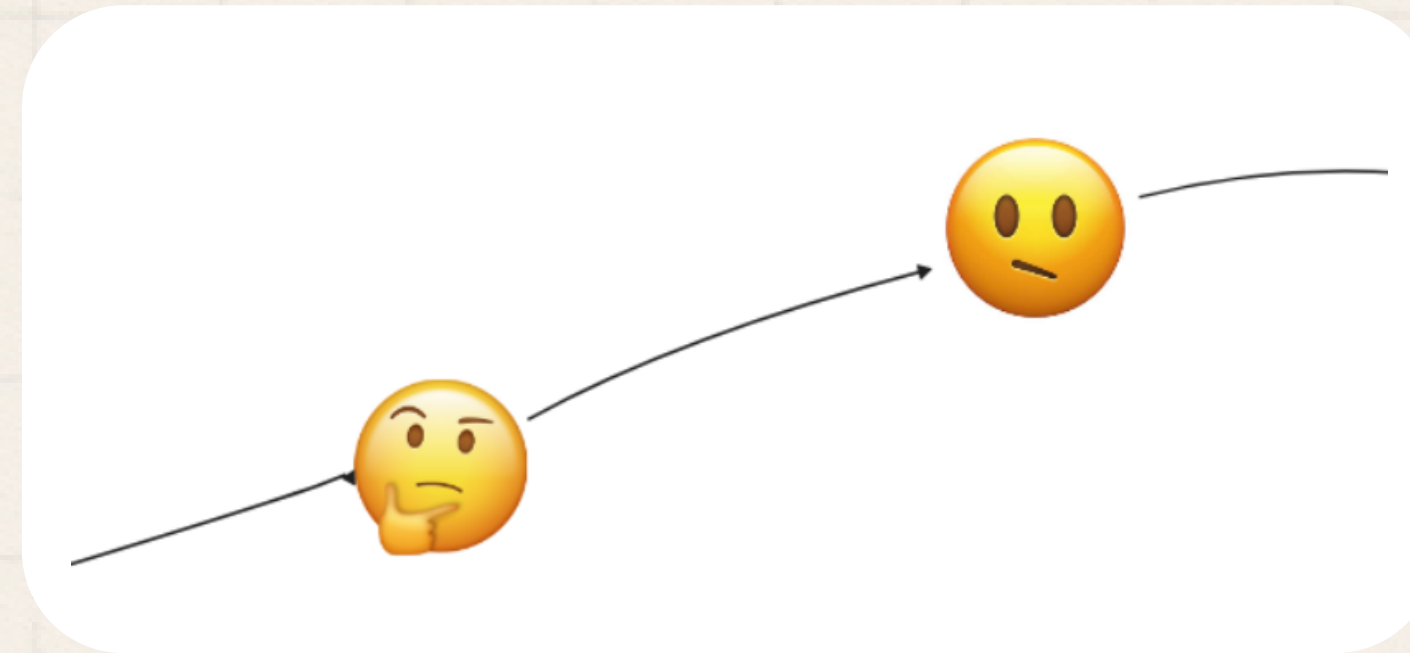
"This app has an easy onboarding process and it's simple to add my criteria"

Negative

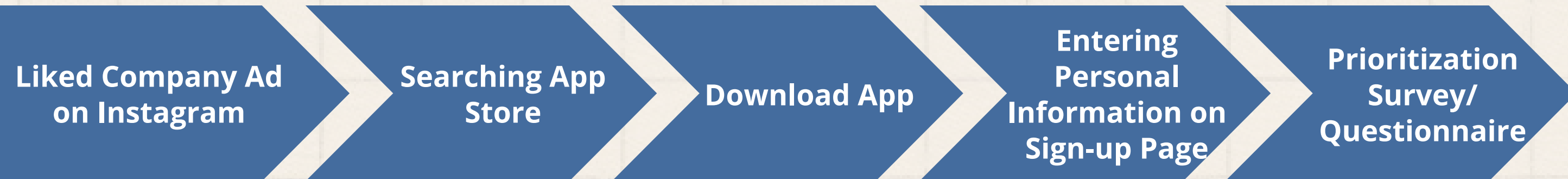
"Sometimes apps are more frustrating and confusing than they are helpful...I'm not sure how this one will turn out."

Channels and Touchpoints

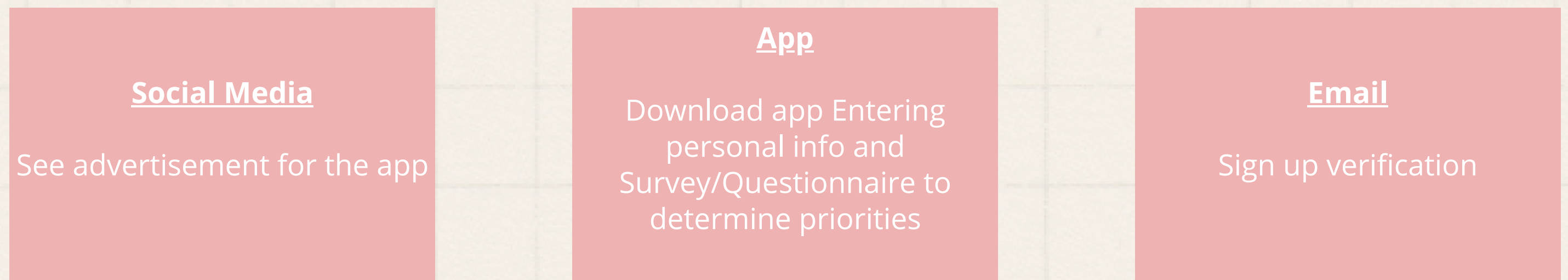
Emotions



Touchpoints



Channels



UX - KPIs

Behavioral

Views on App Store vs.
Downloads

Engagement with Ads

Logins: Unique User vs
Repeat User

KPIs

Attitudinal

CSAT with Sign-up

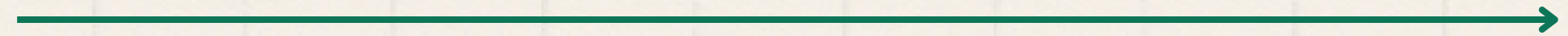
Participation



Stages and Moments

→] Participation

In the core moments in the process, what happens?



Stages

Opening app

Scanning products

Comparing products

Making purchases

Moments

Realizing Impact of Current Purchases

Discovering Eco-Friendly Alternatives

Exploring Sustainable Options

Motives, Goals, and Thoughts

Motives and Goals

Trying to find the best selection from all these options

Comparing the pros and cons of different products

Instant suggestions for alternatives

Thoughts

Positive Thoughts

"The scanning feature is helpful and easy to use."

"I am glad there are so many better alternatives that I was not familiar with."

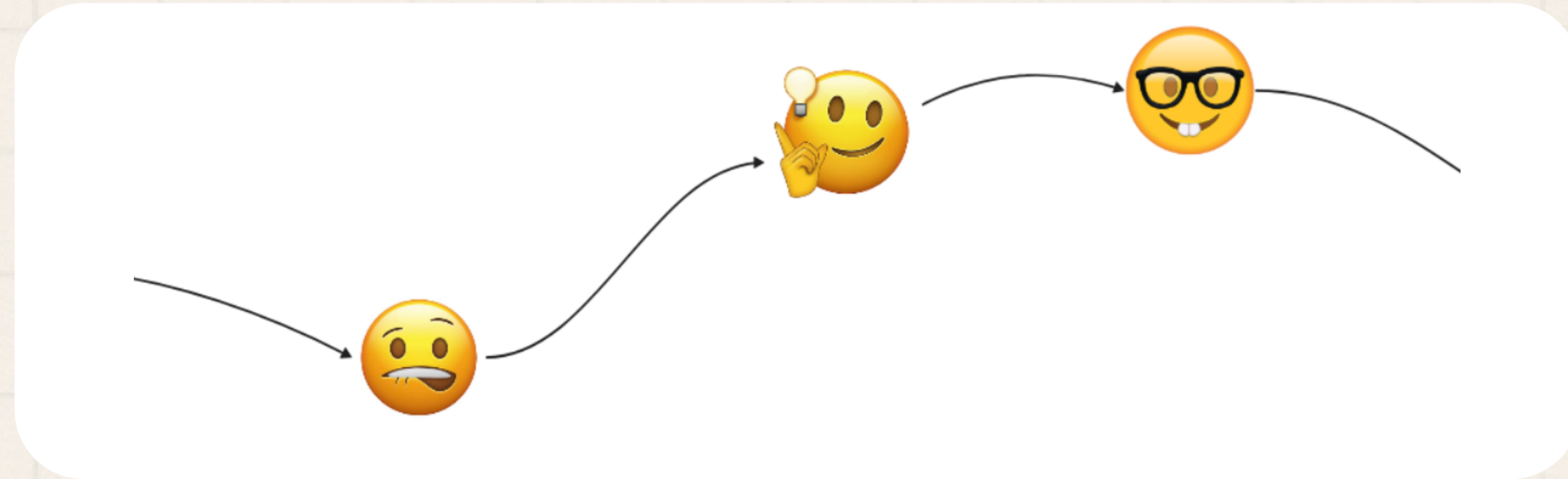
Negative Thoughts

"It's frustrating to arrive here unsure of if I'll find the products I need."

"Are all of these options even in this store? I need to cook this tonight."

Channels and Touchpoints

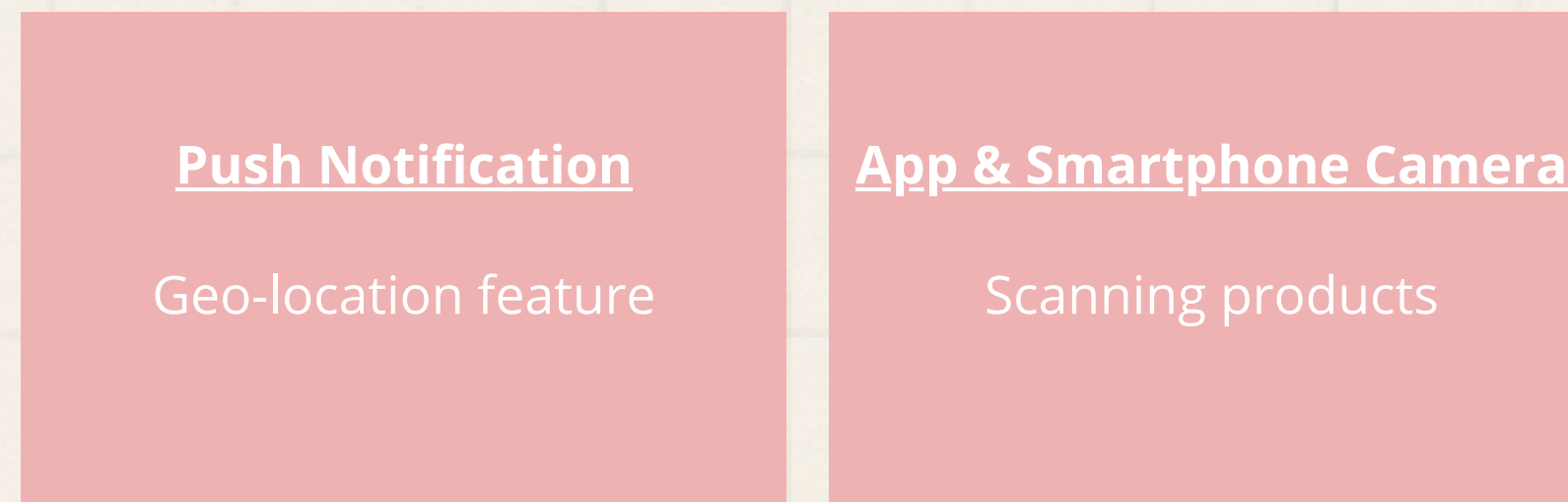
Emotions



Touchpoints



Channels



UX - KPIs

Behavioral

Logins: Unique User vs.
Repeat User

Error rate scanning
products

Count of new products
bookmarked

KPIs

Attitudinal

CSAT with product
options provided

Usability Scale

Reflection

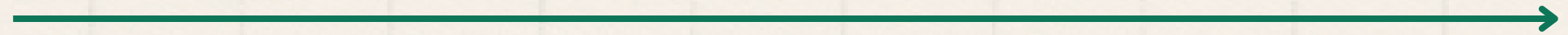


Stages and Moments



Reflection

What was someone's impression of the experience?



Stages

Exploring other features of the app

Recommending app to friends and family

Moments

Reflecting on newfound products

Sharing achievements and impact

Motives, Goals, and Thoughts

Motives and Goals

Completing the monetary transaction for the good

Curiosity about what else the app has to offer

Wanting others to have a similar experience

Thoughts

Positive Thoughts

"Wow, that was surprisingly useful, I'm curious to see what else this app has to offer."

"My mom seems excited to try this app out after I explained it."

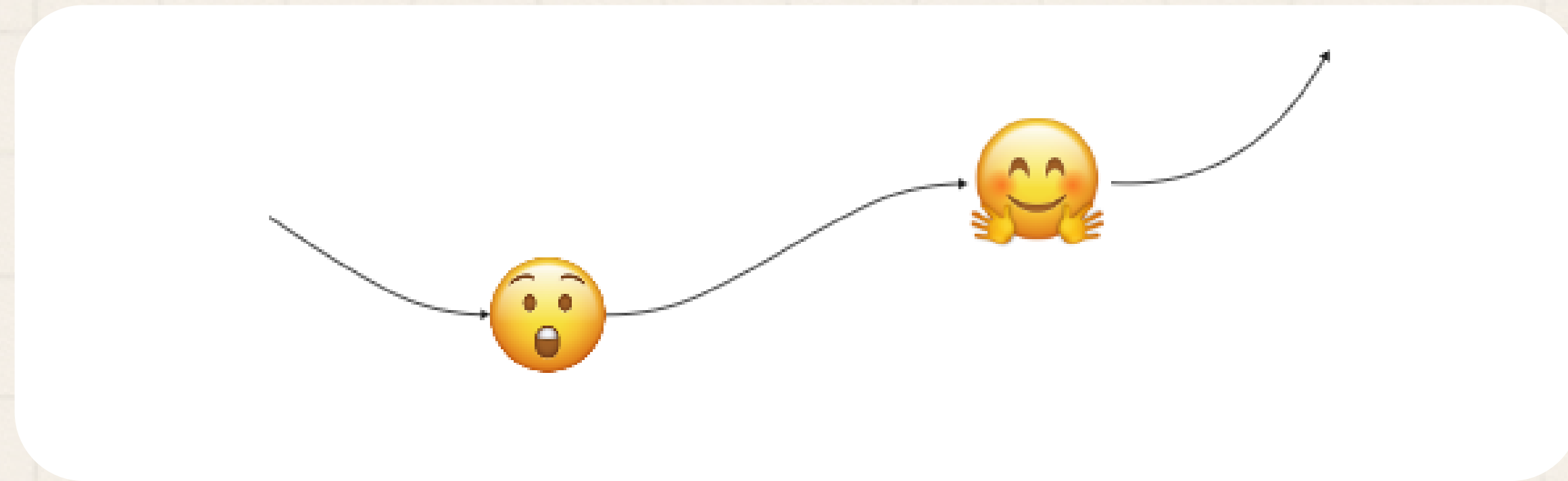
Negative Thoughts

"There is so much information, where do I even start?"

"I had a hard time describing the app to my friends."

Channels and Touchpoints

Emotions



Touchpoints



Channels



UX - KPIs

Behavioral

Time spent in
Education Hub

Frequency of sharing
via different mediums
(text, Instagram, etc.)

Portion of users who
share referral link

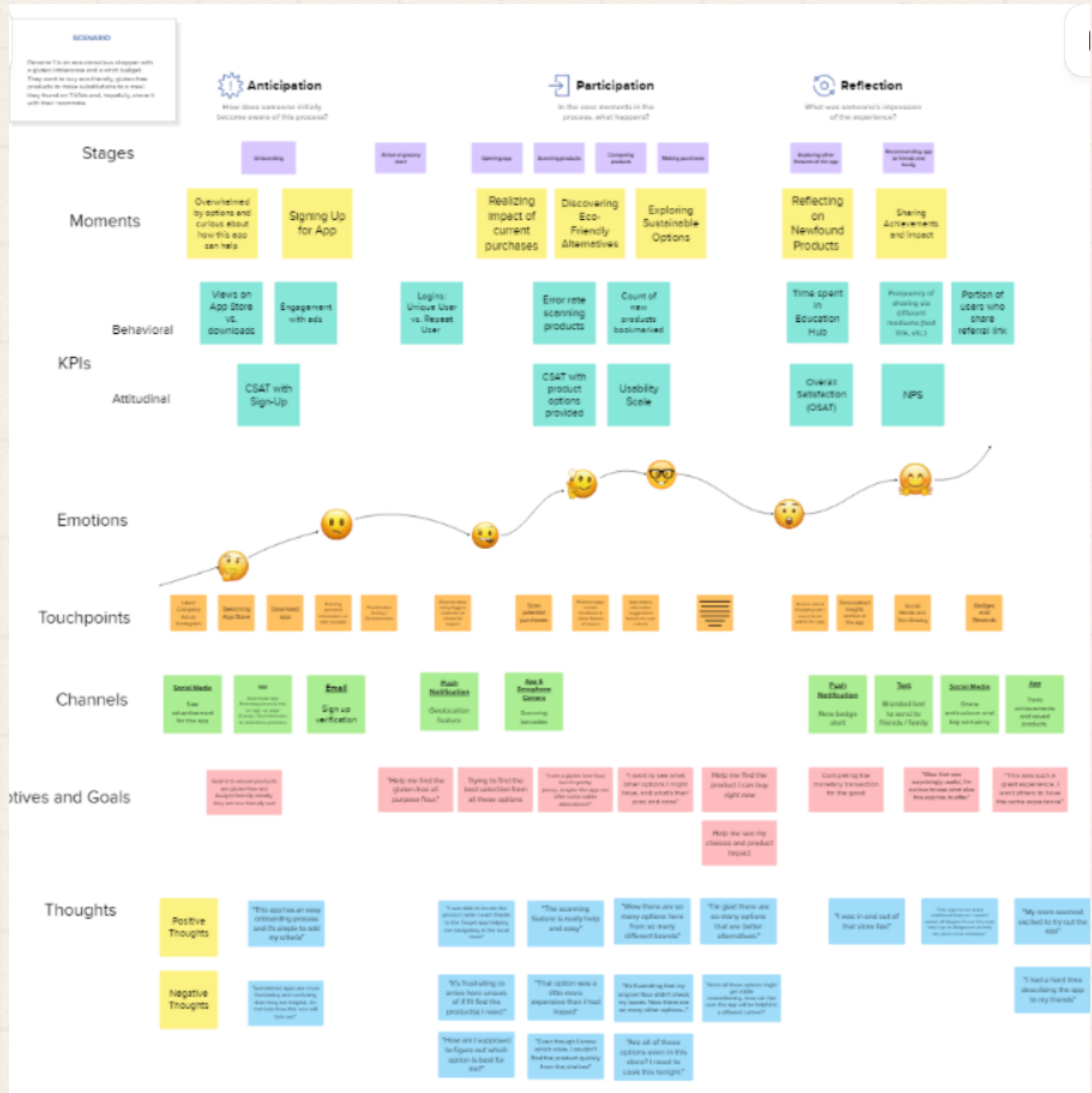
KPIs

Attitudinal

Overall Satisfaction
(OSAT)

Net Promoter Score
(NPS)

Final Map



Reflecting on the Process

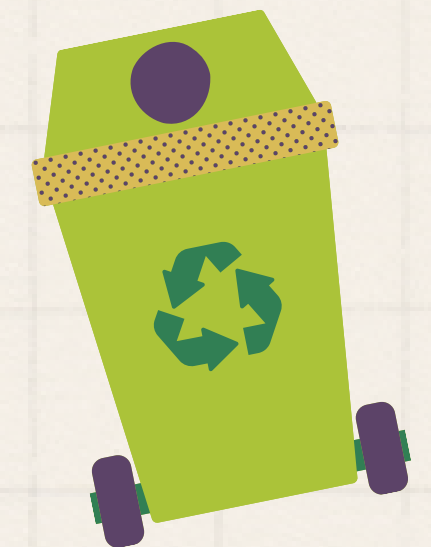
- What worked well and what didn't?
- What were some favorite methods or activities?
- Any other insights about the process?



THANK YOU

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IDS 462 Experience Design





RESOURCES