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

"Do you have any suggestions for gluten free brands at the grocery store?"

"Did you see that video about animal cruelty? It's heartbreaking"

Says

"I need the 'alternative' and gluten-free food options to be as low-impact as possible"

"This is so expensive"





Feels

Browses gluten free product websites

Chats with friends about budgeting tips

Frustrated when dining out due to limited gluten-free options

Unsure of how to strike the balance between conscious consumerism and a financial limitations

Concept Story + Emotions



Anticipation

Participation

Reflection

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 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.



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

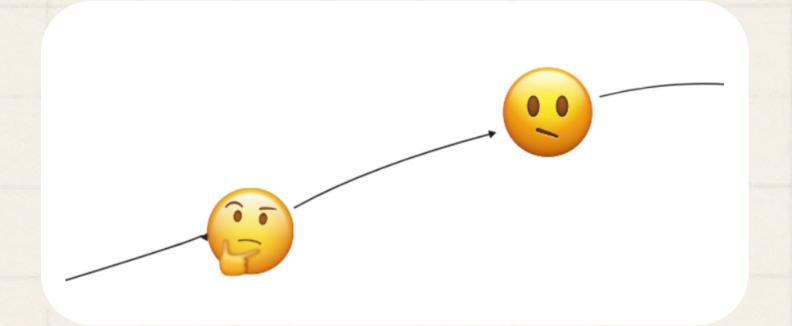
Negative

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

"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

Liked Company Ad on Instagram

Searching App Store

Download App

Entering
Personal
Information on
Sign-up Page

Prioritization
Survey/
Questionnaire

Channels

Social Media

See advertisement for the app

<u>App</u>

Download app Entering personal info and Survey/Questionnaire to determine priorities

Email

Sign up verification

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



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

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."

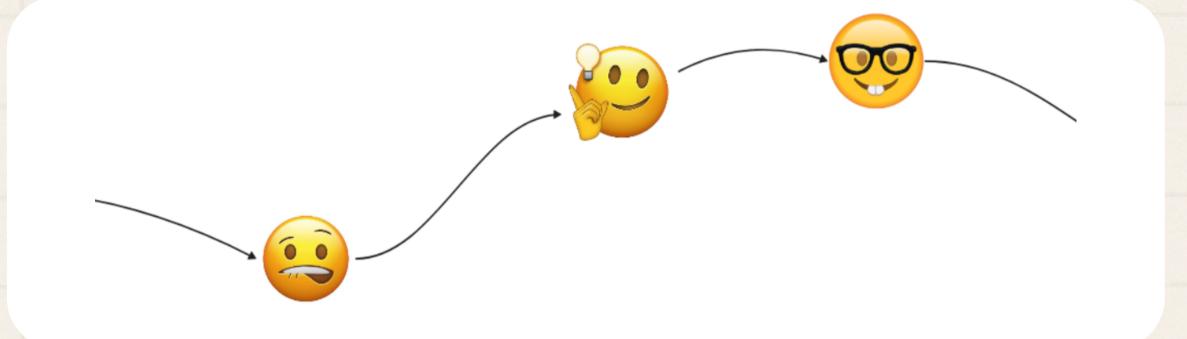
Thoughts

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

Grocery store entry triggers reminder to check for impact

Scan potential purchases

Instant feedback to show factors of impact Alternative suggestions based on user criteria

Education Hub supports informed choices

Channels

Push Notification

Geo-location feature

App & Smartphone Camera

Scanning products

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

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."

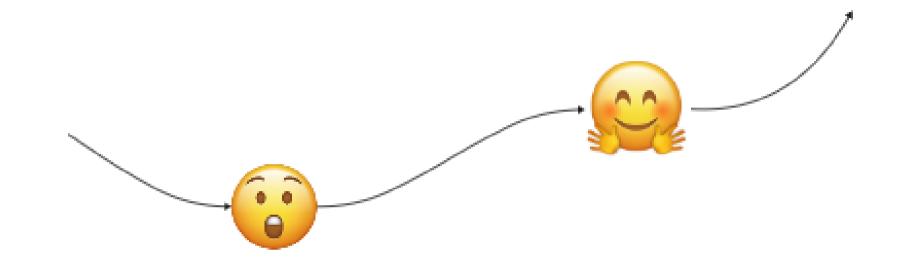
Thoughts

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

Review virtual cart / saved items page

Personalized Insights Page Share via social media linking / text

Badges and Rewards

Channels

<u>App</u>

Track achievements and saved products

Social Media

Share enthusiasm and tag company

Text

Branded text to send to friends / family

Push Notification

New badge / achievement alerts

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



IDS 462 Experience Design







