

# King Of Gourds

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Phil Jester

# Project overview



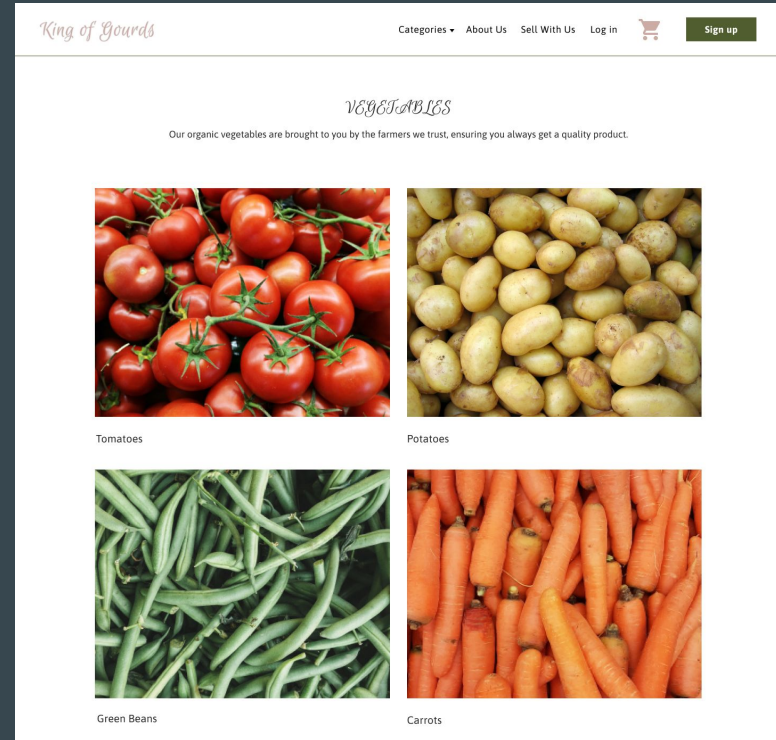
## King Of Gourds:

King Of Gourds is a website designed to connect small farms with those looking to buy locally sourced organic produce.



## Project duration:

June - July 2023



# Project overview



## The problem:

Not everyone has access to fresh produce, which nutritional experts consider the cornerstone of a healthy diet. Furthermore, it can be difficult for small farms to compete with larger operations or big box stores.



## The goal:

Create a platform that connects small farms with people in search of fresh organic produce.

# Project overview



## My role:

UX Designer

UX Researcher

Intern



## Responsibilities:

User Research

Wireframes

Prototypes

Usability Studies

High-Fidelity Mock-Ups and Prototypes

# Understanding the user



User Research // Personas // Problem Statements // Competitive Audit // Ideation

# User research: summary



Conducting research revealed that even in major metropolitan areas many individuals live in “food deserts” where it is hard to get access to good nutrition. In addition to this it was also found that it is very difficult for small farmers to break into the marketplace due to cost constraints and competition from industry giants such as Amazon and Walmart.

# Persona 1: Todd

## Problem statement:

Todd is a father and auto mechanic who needs a reliable way to put healthy food on the table because he lives in one of America's many food deserts.



**Todd**

**Age:** 28

**Education:** Highschool Diploma

**Hometown:** Baltimore

**Family:** Wife + 2 Kids

**Occupation:** Auto-Mechanic

*"I just don't have anywhere to shop."*

## Goals

- Be able to provide healthy food for the family.
- Get access to food without a vehicle.

## Frustrations

- It's almost impossible to find fresh food in the area.
- Commuting to the grocery store is cumbersome and difficult.

Todd is a 28-year-old auto mechanic who lives in a food desert in Baltimore, MD. His wife uses their one vehicle to commute to work in DC daily and he finds it very difficult to go grocery shopping give their are only convenient stores in the area. He's frustrated that the only food he has easy access to is processed and high in preservatives.

## Persona 2: Charlotte

### Problem statement:

Charlotte is a small farm owner who needs a way to connect with potential customers because it's too expensive to try to compete with big business.



**Charlotte**

**Age:** 32

**Education:** BA in Ag Science

**Hometown:** Des Moines, Iowa

**Family:** Single

**Occupation:** Farmer

*"It's too hard to compete"*

### Goals

- Get her small business off the ground.
- Show the benefits of supporting your local community.

### Frustrations

- Advertising is very costly.
- Competing with big box stores is next to impossible.

Charlotte is a 32 year-old small farmer who is struggling to make ends meet due to not being able to match the prices offered by stores like Walmart. She needs a way to connect with people looking to support local farmers without spending an absurd amount of money on advertising.



# Starting the design

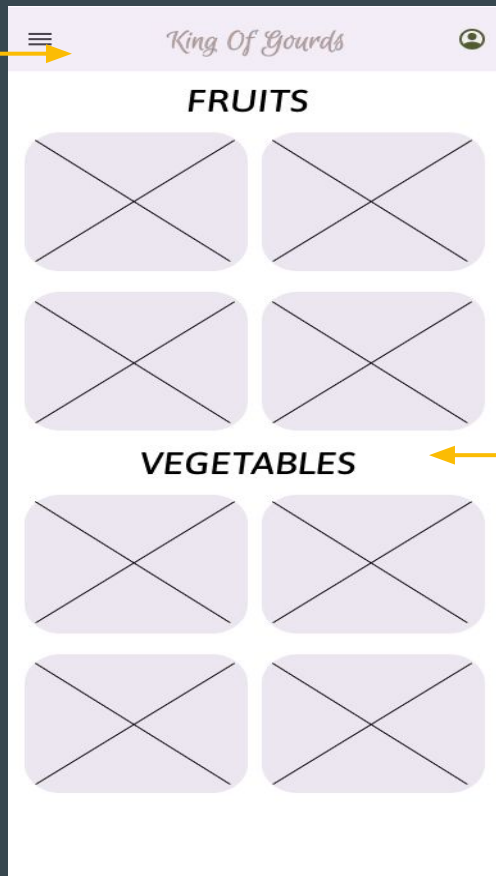
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Digital Wireframes // Lofi Prototypes // Usability Studies

# Digital wireframes

I wanted to make the app easy to browse through and to have individual categories based on the type of produce the user is looking for.

Top Navigation bar for ease of use



Easy to browse selection of produce

# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

USA, remote



## Participants:

5 participants



## Length:

30-60 minutes

# Usability study: findings

Users were asked to navigate through the app and simulate selecting and purchasing a selection of produce.

1

## Finding

Users found the category groupings easy to navigate and understand.

2

## Finding

Users would like the addition of a search to quickly find a specific produce item.

3

## Finding

Users would like images of for category markers for even more ease of use.

# Refining the design

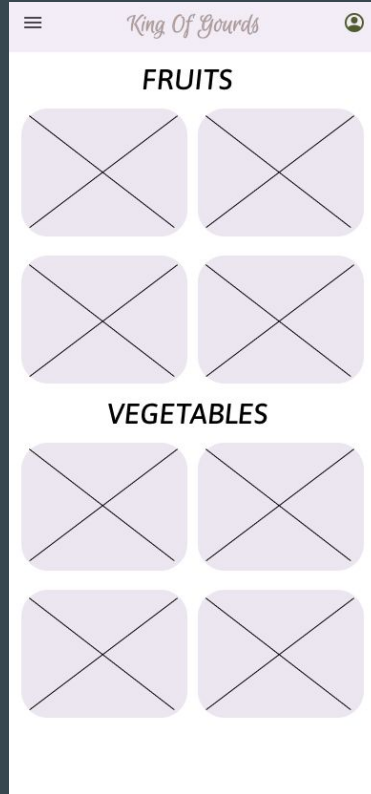
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Mockups // Hifi Prototypes // Accessibility

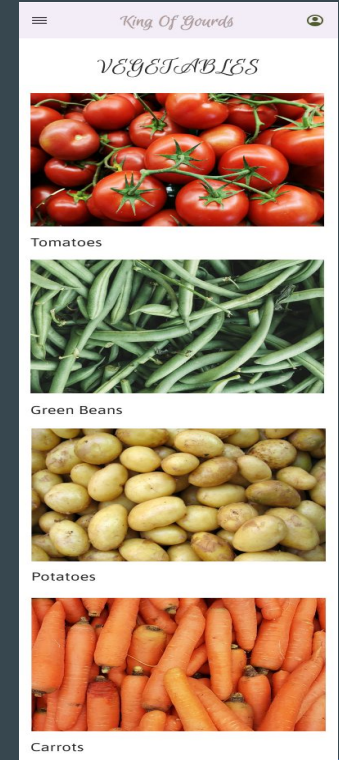
# Mockups

Further separating the categories and adding large header images makes for even easier navigation and adds support for users who require additional visibility considerations.

Before usability study

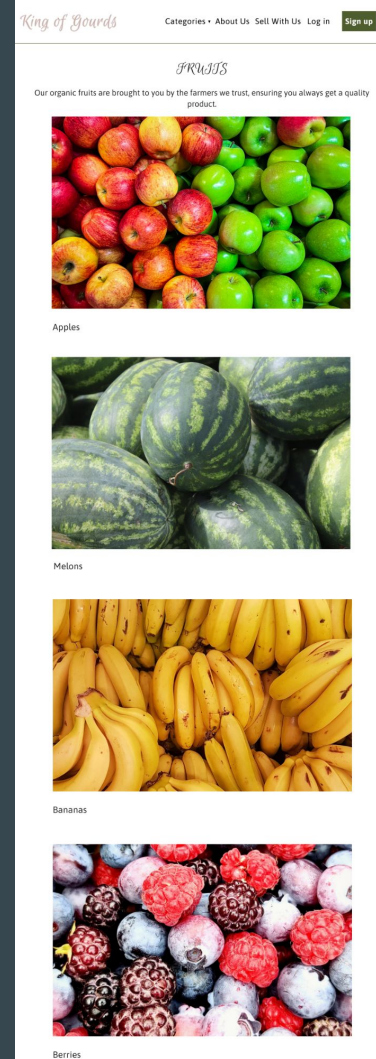
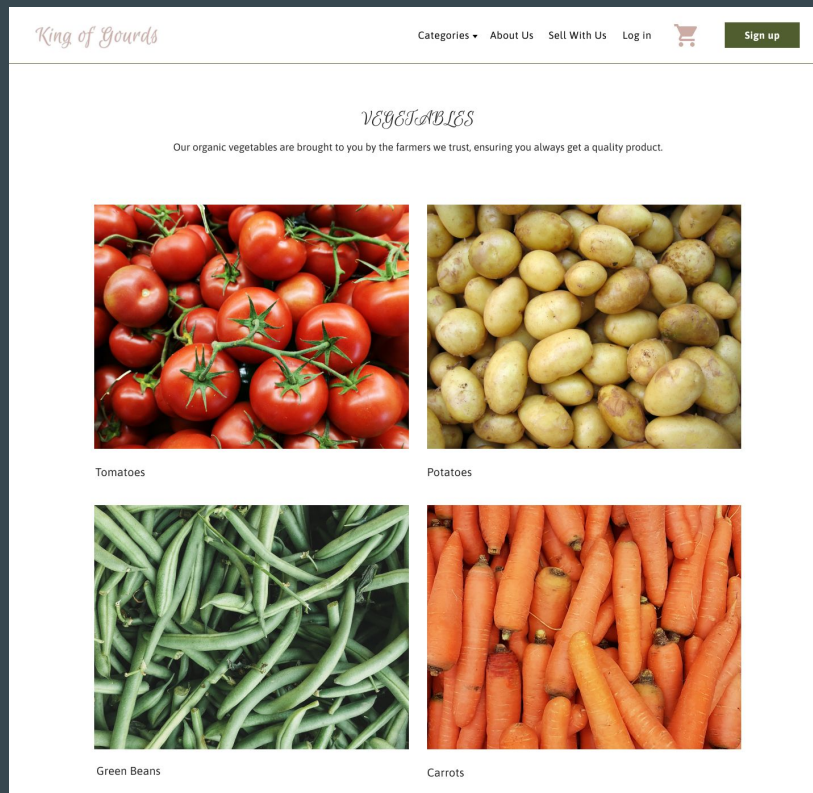


After usability study



# Mockups

The same consideration was taken when making the desktop and tablet version of the application.





# Mockups

King of Gourds

Categories ▾

About Us Sell With Us Log in

Sign up

Fruits

Vegetables

Decorative

Seeds

## Our Mission

Our mission here at King of Gourds is to connect farmers with those in search of organic locally sourced produce. Think of us as your online farmer's market.

LET'S  
SHOP!



King of Gourds

Categories • About Us Sell With Us Log in Sign up

## FRUITS

Our organic fruits are brought to you by the farmers we trust, ensuring you always get a quality product.



Apples



Melons



Bananas



Berries

King of Gourds

Categories • About Us Sell With Us Log in Sign up

## DECORATIVE

Our decorative produce can make any home feel warm and inviting.



Gourds



Pumpkins



Flowers



Dried Vegetables

King of Gourds

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## VEGETABLES

Our organic vegetables are brought to you by the farmers we trust, ensuring you always get a quality product.



Tomatoes



Green Beans

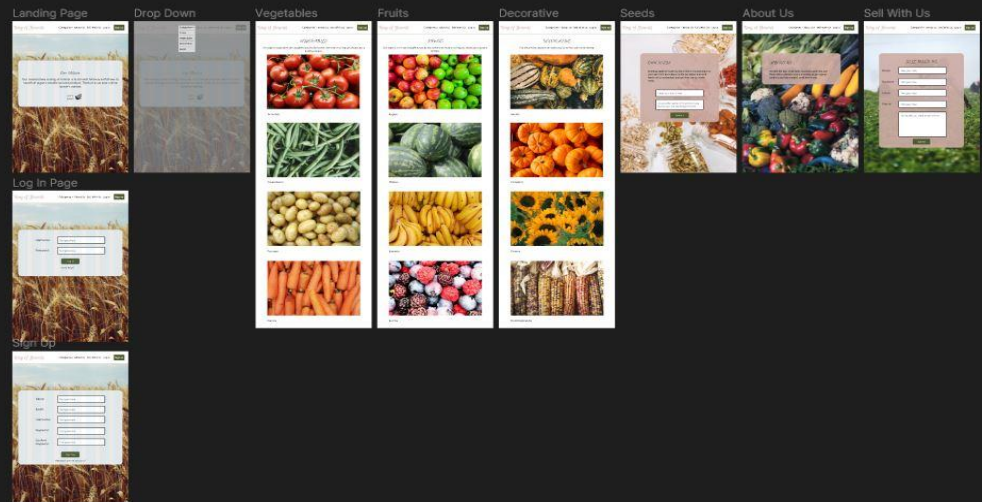
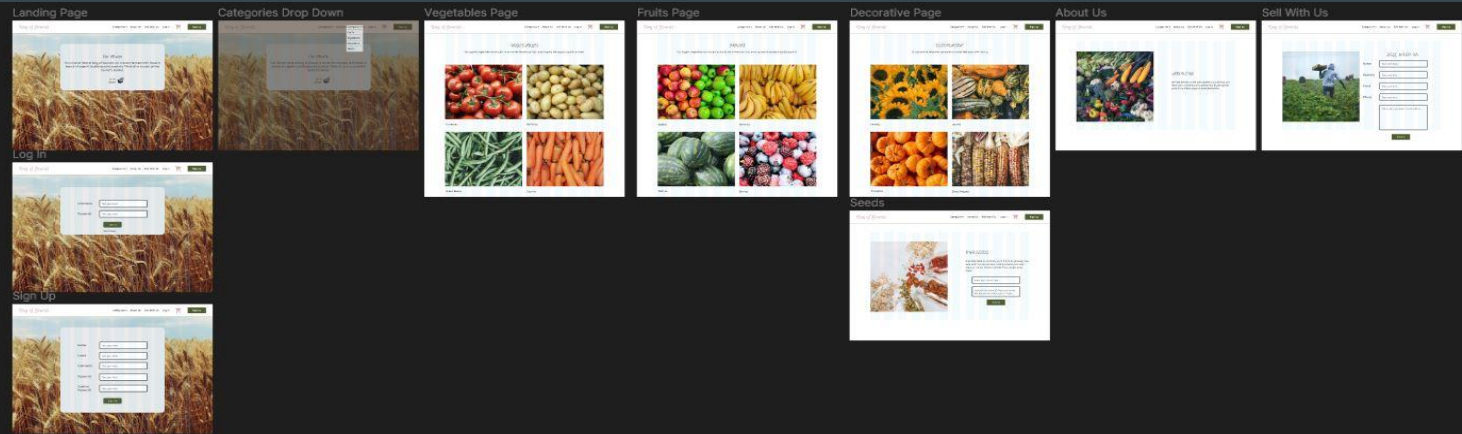


Potatoes

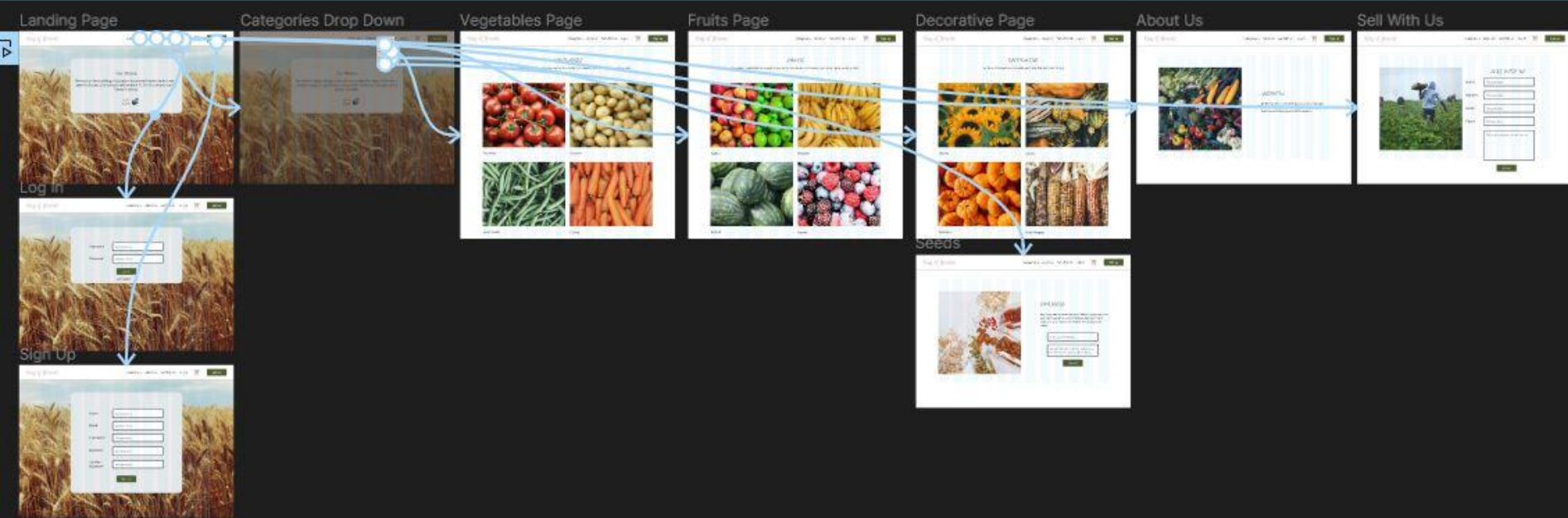


Carrots





# High-fidelity prototype



# Accessibility considerations

1

Large images and typography standards were used to accommodate users with low vision.

2

Navigation is done through simple gestures and doesn't require any complex multi-faceted gesturing.

3

Layout is kept consistent throughout platforms.

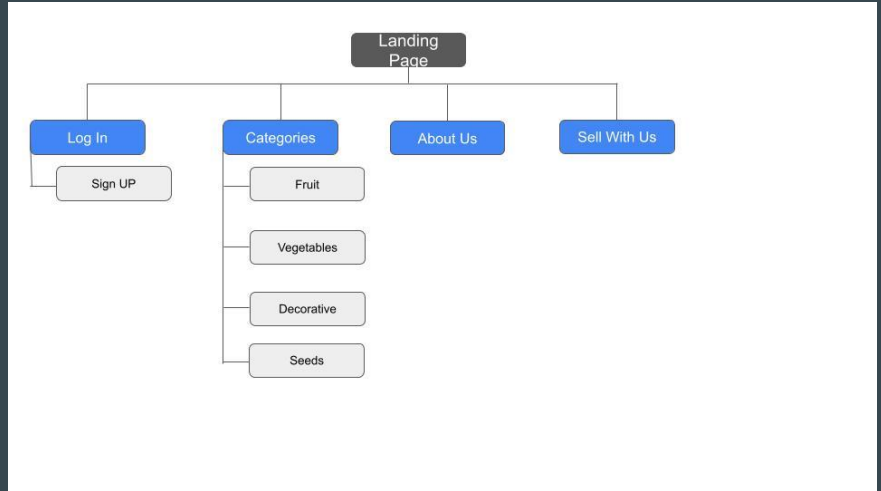
# Responsive Design



Information Architecture // Responsive Design

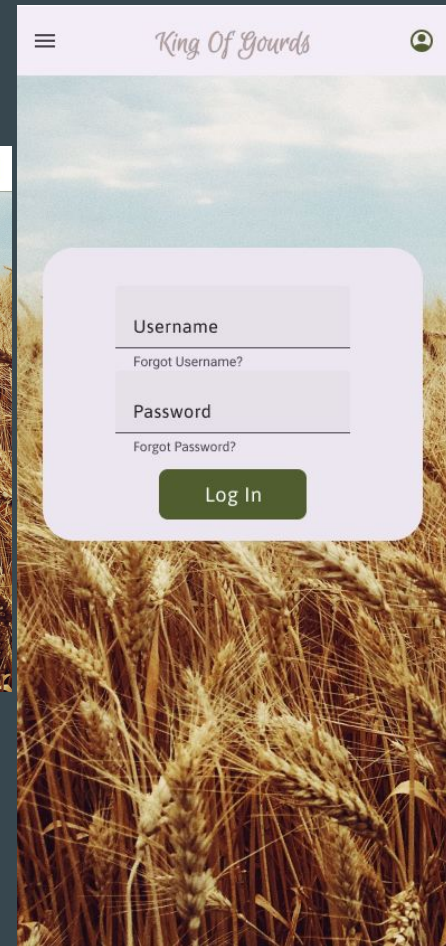
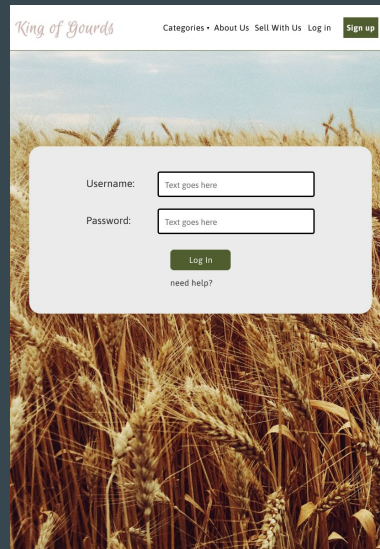
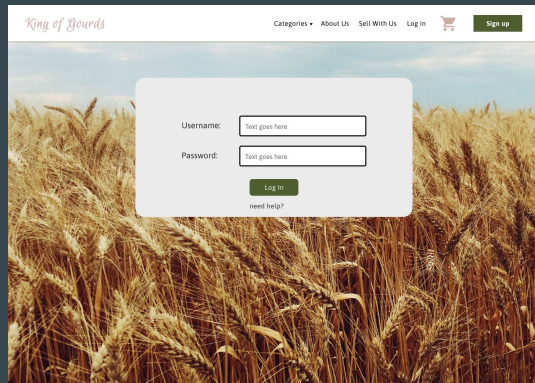
# Sitemap

The goal was to keep the site as simple as possible to navigate through.



# Responsive designs

Consistency was the main consideration throughout this part so the experience would be same across devices.



# Going Forward

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Takeaways // Next Steps

# Takeaways



## Impact:

"The striking images really help to invoke the idea of being at a farmer's market from the comfort of your own home" - Thomas A.



## What I learned:

Having a good sticker sheet and IA is key when designing across multiple platforms to ensure that the vision stays the same no matter what device is being used to access the end product.



# Next steps

1

I would expand the sell with us section to add more consideration for different distributors.

2

Add a search function to easily search for a specific farmer or produce type.

3

Add a favorites section in the profile to you can save sellers that you want to continue to do business with.

# Let's connect!



To view more of my work please contact me below:

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