

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

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

Potatoes



Green Beans

Carrots

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

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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

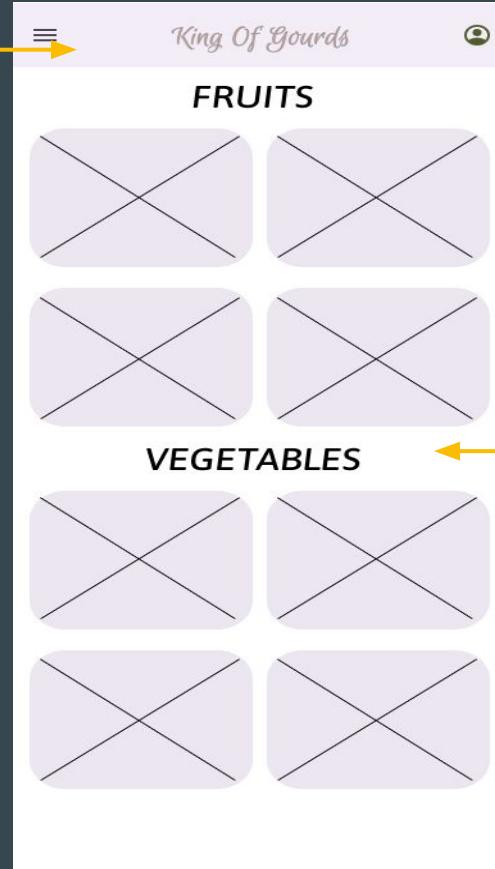
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Digital Wireframes // Lofi Prototypes // Usability Studies

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



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 category markers for even more ease of use.

Refining the design

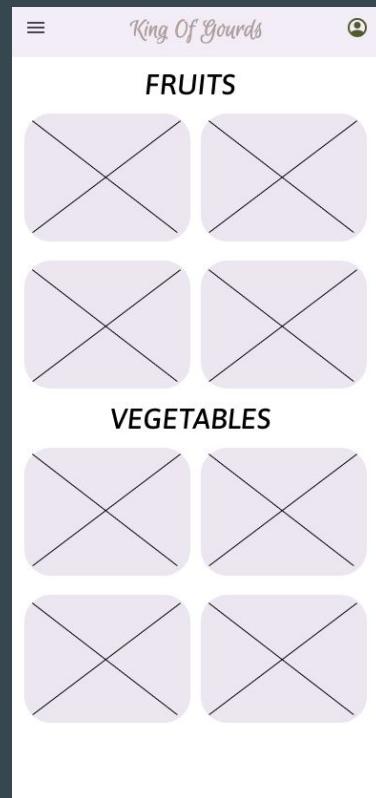
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Mockups // Hifi Prototypes // Accessibility

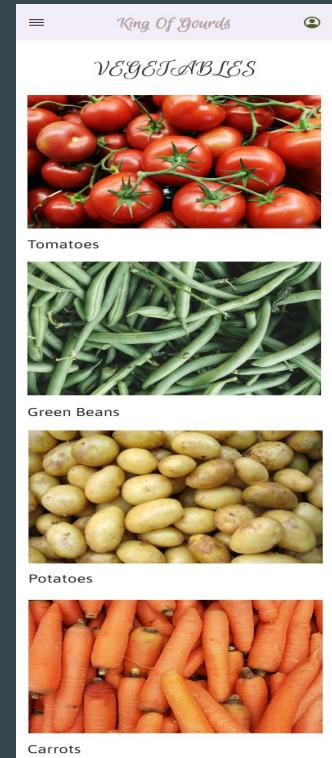
Mockups

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.

King of Gourds

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Tomatoes

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Green Beans

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FRUITS

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



Apples



Melons

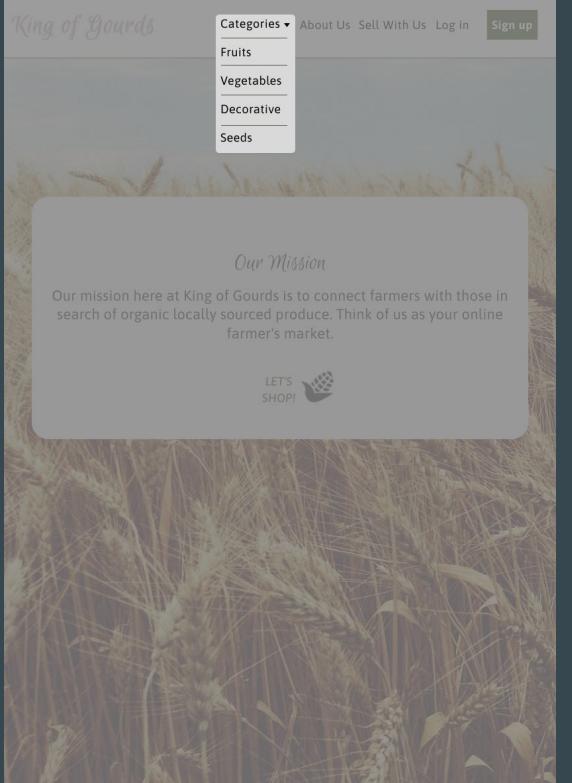


Bananas



Berries

Mockups



King of Gourds

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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! 

FRUITS

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



Apples



Melons



Bananas



Berries

DECORATIVE

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



Gourds



Pumpkins



Flowers



Dried Vegetables

VEGETABLES

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



Tomatoes



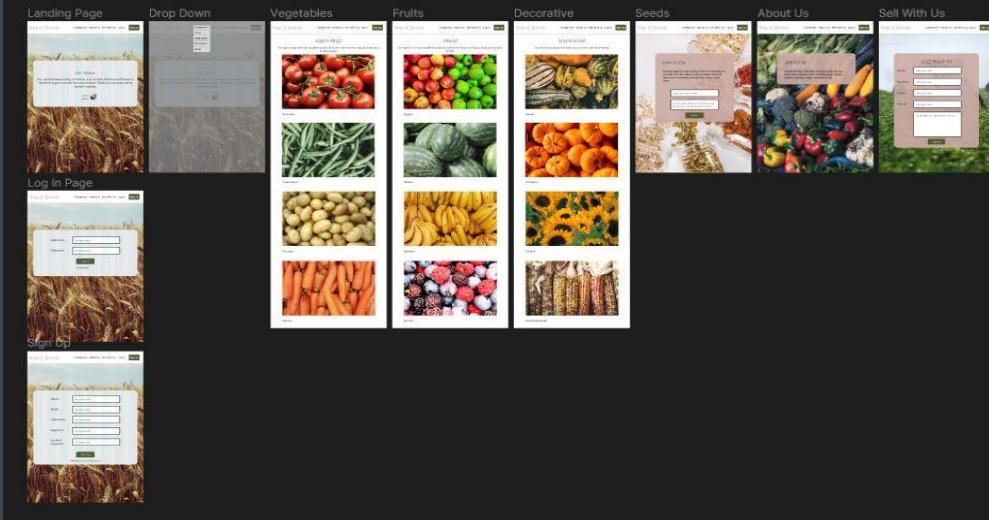
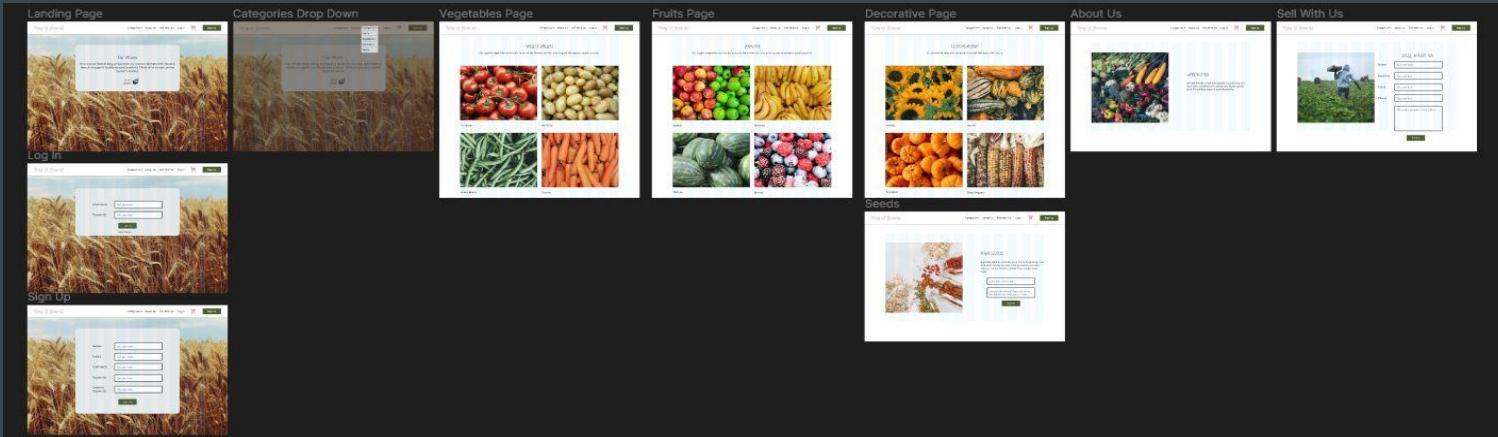
Green Beans



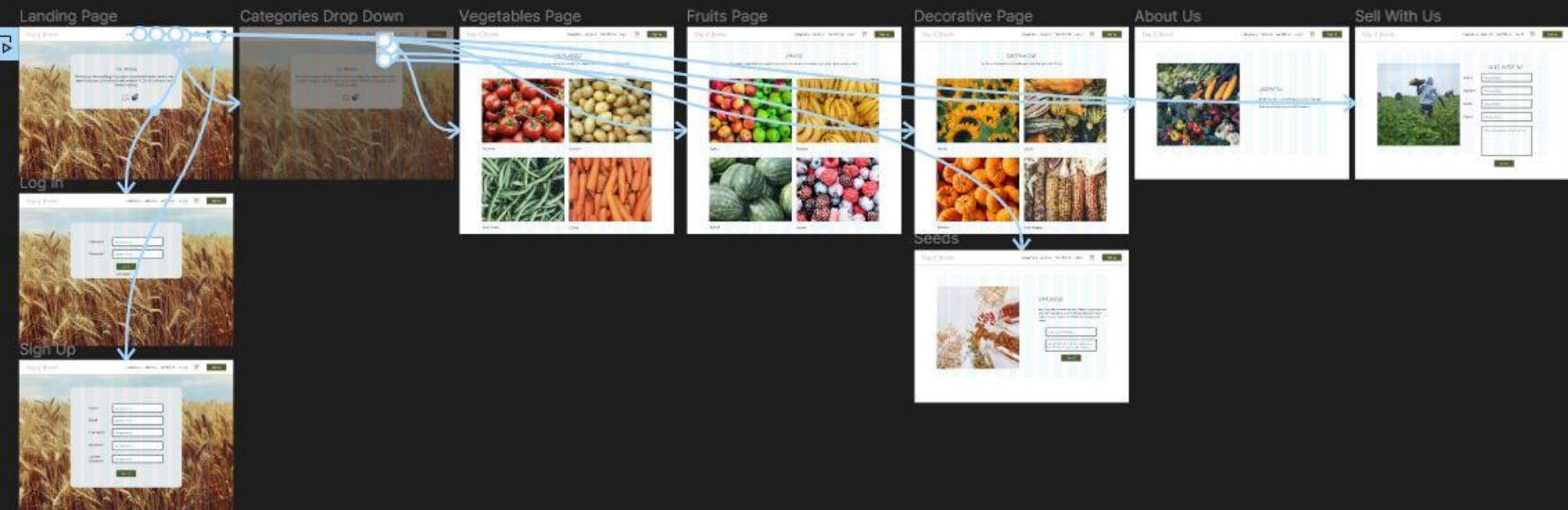
Potatoes



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.

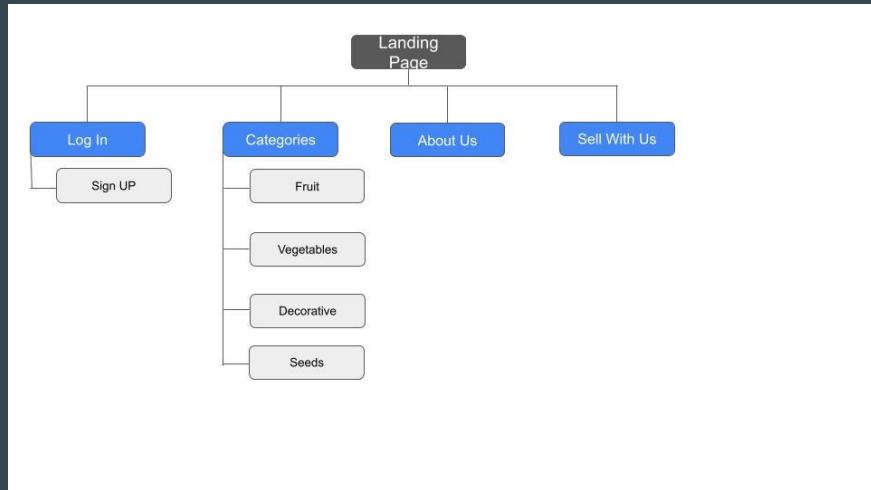
Responsive Design

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Information Architecture // Responsive Design

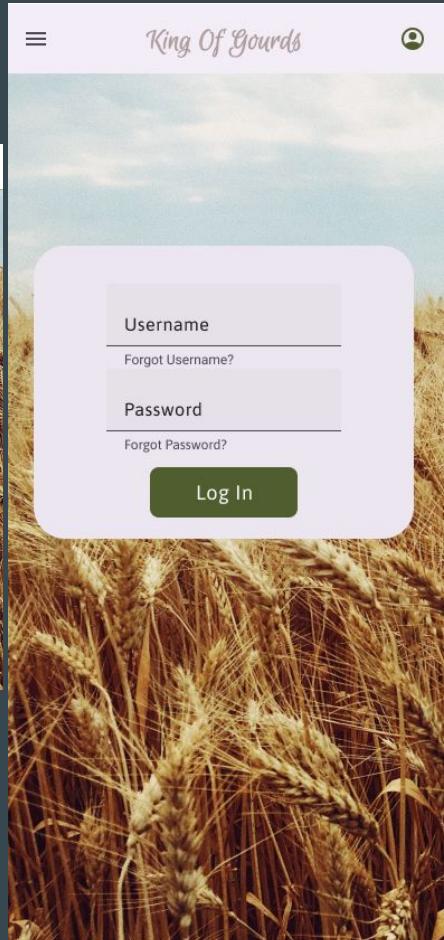
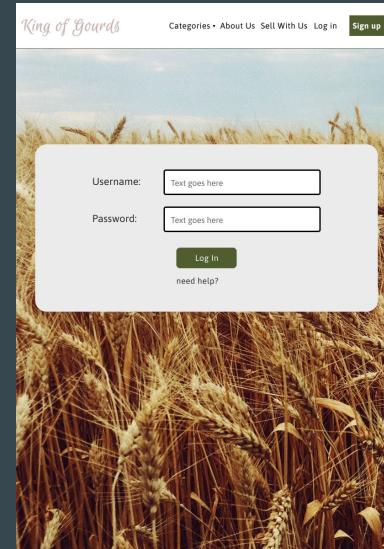
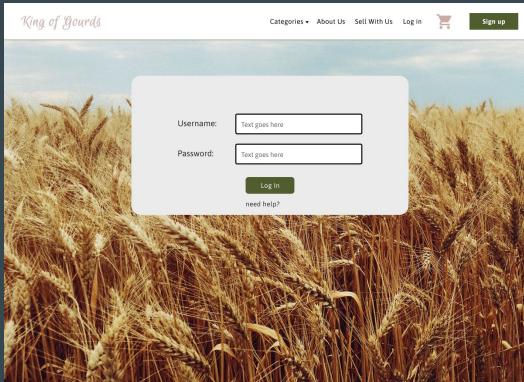
Sitemap

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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Twitter: @omgitsphillip