

# Sustainability Victoria

## The platform to promote sustainable living

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Duration: 4 Months      My Role (Individual): User Research | UI Design

### Summary:

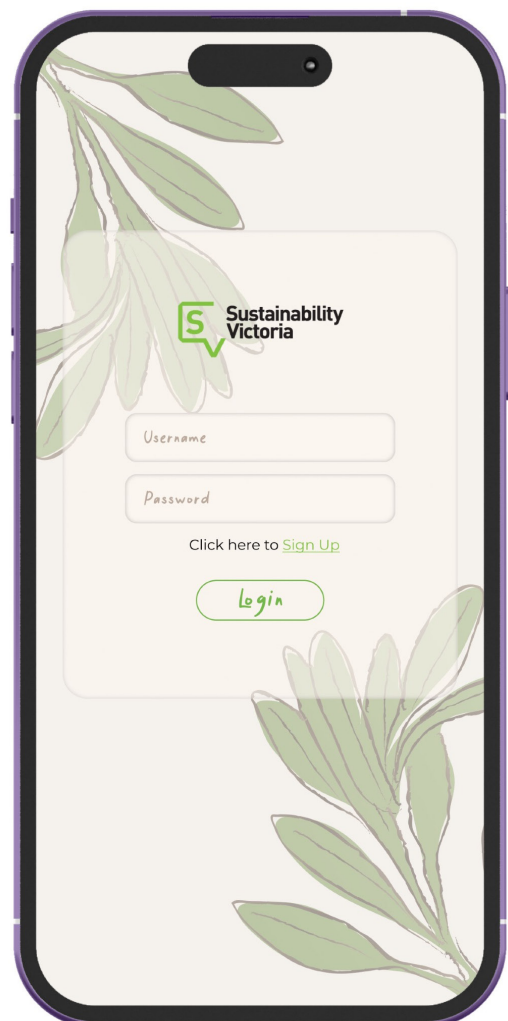
This application was made to aid Australians with the ability to be able to grow and cook their own produce.

### Problem:

People experience a significant disconnect between their food production and consumption.

### Methods:

- Surveys
- Interviews
- Wireframes
- Prototyping
- Personas
- Senarios



## The Process

The general process that I go through with my projects

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# Interviews and Group Analysis

Interviews and surveys were conducted with people from various backgrounds. This then lead to an analysis of the data

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“Starting out to plant produce is hard”

## Related Quotes:

- “I never tried because I always failed in gardening because the last time, I tried to grow grapefruit it died.”
- “I’m too lazy to do the gardening.”
- “I want to know how to keep it growing and produce a good product”

## Implications:

Gardening should be introduced as fun and shouldn’t take too much time and effort

## Design Ideas:

- There should be an inclusion of plants that are easy to look after.
- Thorough instructions for users that are starting to garden.

“I think gardening is fun and I would like to do it properly”

## Related Quotes:

- “I think its pretty good... It’s kind of fun as well when you pick our own fruit and cut your spring onions and stuff.”
- “It won’t be worth doing it properly if you’re not getting anything out of it.”

## Implications:

The information given should be thorough and that there should be some level of satisfaction

## Design Ideas:

- Information should be thorough about the plant.
- The level of satisfaction could be recorded via gamification.

# Interviews and Group Analysis

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“Would like to learn more about gardening”

## Related Quotes:

- “I have little experience because I just started. I don’t know much.”
- “I want to know if I give the plants enough sunlight, the conditions and how much water they need.”
- “I would like to know how much water things need and how much fertilizer things need because I either over do it or under do it.”

## Implications:

The more useful information about the plant would be best

## Design Ideas:

- Information about the ideal environment would be the best for the plant.

“I don’t want to start planting”

## Related Quotes:

- “I think its fine if other people want to do it but personally, I have a green thumb and wouldn’t do it.”
- “Time consuming to maintain and to constantly look at it and to make sure no pests and stuff get into it.”

## Implications:

Growing your own produce should be deemed as open to everyone

## Design Ideas:

- Difficulty levels included
- The amount of time and effort put into the plant should also be included.

## Interviews and Group Analysis

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### Findings:

- 40% of users check the weather daily and track their steps
- Most of the participants are fairly tech savvy and rely on their phone constantly with an average of around 3-4 hours.
- Most of the participants walk their dogs daily and if they don't it is because of how busy their schedule is.

### Recommendations:

- Incorporation of a more personalised map depending on the user and the area that they live in.
- The incorporation of social media functions into the application. This will encourage users to interact with others on the app and explore new places with other app users.
- An automatic fitness tracking element implemented into the application and an automatic notification daily stating the temperature and the forecast.



## Persona - Alec Zheng

"My friends want to start to garden so I want to join in and meet new people"

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**Occupation:**  
Student

**Goal:**  
Starting to garden because of social benefits such as meeting new people and making friends in a community environment.

**Frustrations:**  
It's too much effort

**Satisfactions:**  
Talking to new people about gardening



## Persona - Liz Jones

"I want to save money on food by growing my own and knowing what goes in it."

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**Occupation:**  
Student

**Goal:**  
To save money from growing her own food

**Frustrations:**  
It's so hard to grow food and takes so much time.

**Satisfactions:**  
Saving money and earning more about produce



## Persona - Sarah Joan

"I want to learn more about fruit and veg and use them in recipes."

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Occupation:  
Student

Goal:  
To learn more about produce and to cook for herself

Frustrations:  
Finds it hard to look for recipes

Satisfactions:  
When she finds one that matches her skill set



## Persona - Liam King

"I think that people growing produce is cool and I want to try it out."

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Occupation:  
Graduate

Goal:  
To motivate himself to grow his own food

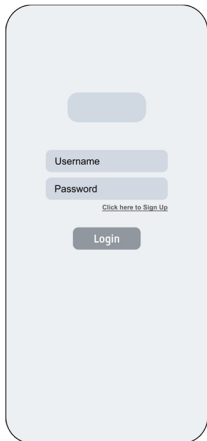
Frustrations:  
Finds it hard to start

Satisfactions:  
Growing his own food to eat

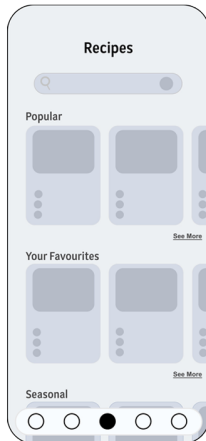
# Wireframes

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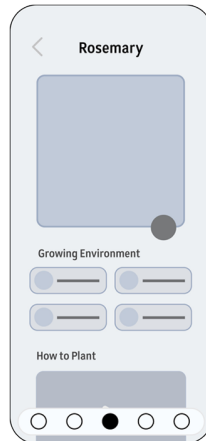
Splash



Recipes



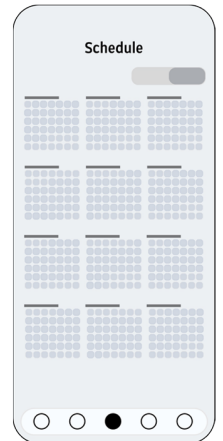
Specific Plant



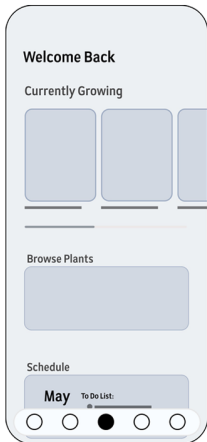
Recipe



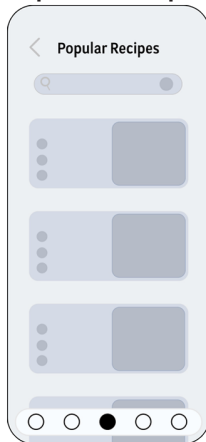
Calendar Full



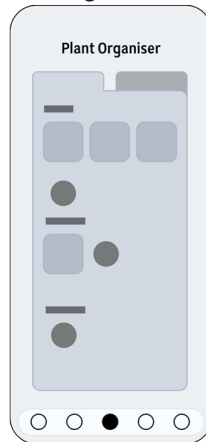
Home



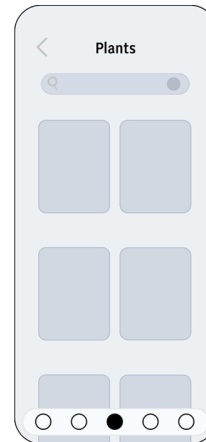
Popular Recipes



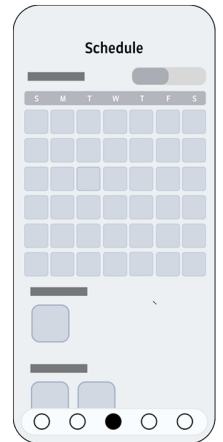
Organiser



Plants



Calendar Month





# Solution

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## Reflection

With this project I had to perform many tasks in a short time frame. Moving forward I would like to continue to explore multiple aesthetics incorporating watercolour. Later I would like to improve some of the functionality of the application and work on the recipe and organiser pages, refining them further.

## Prototype:

[bit.ly/Sustainability-Victoria](https://bit.ly/Sustainability-Victoria)

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