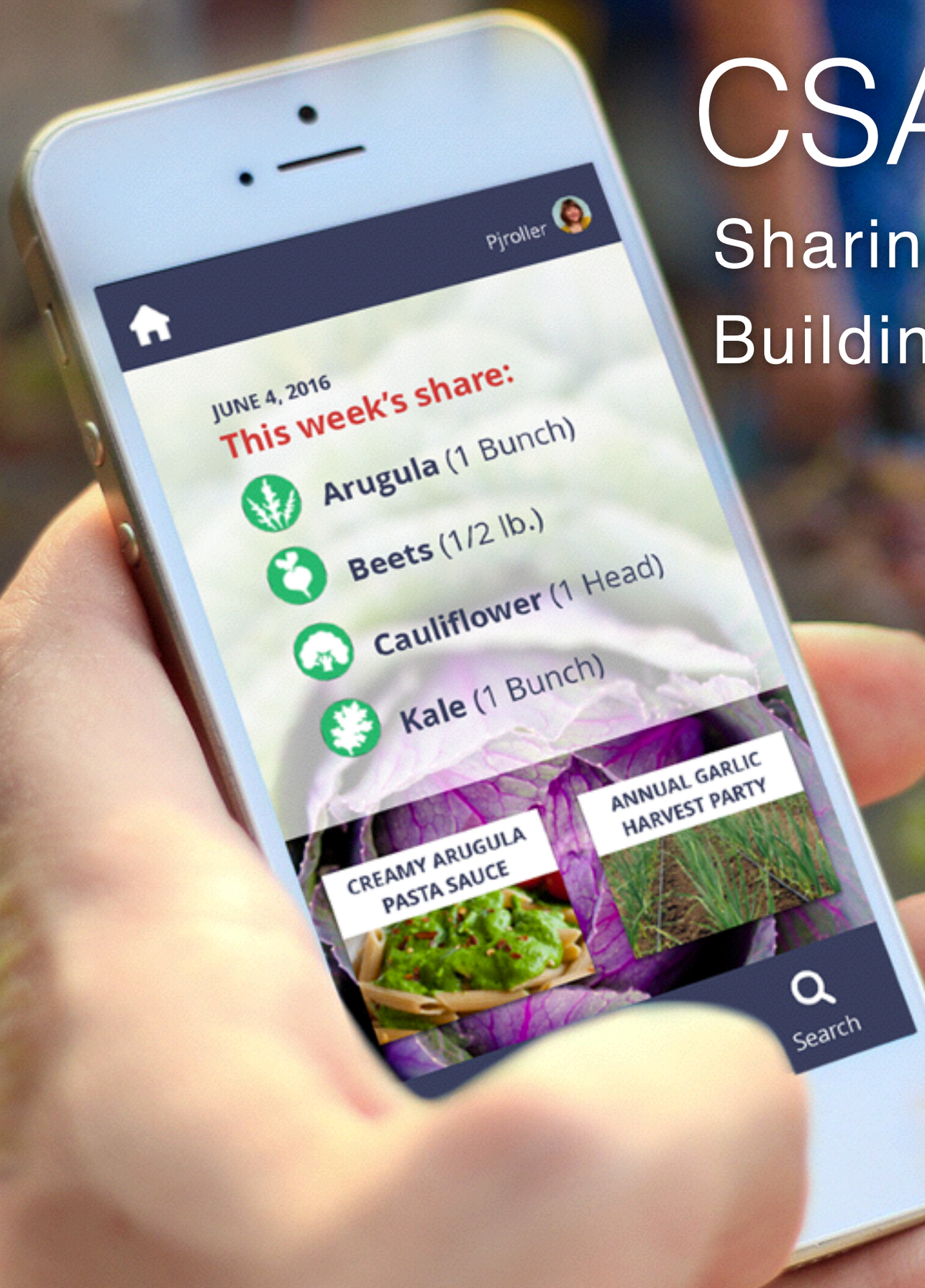
CSA Connect

Sharing Recipes, Building Community



CSA Connect enables members of community shared agriculture groups to easily share recipes and information with one another. It builds community while providing valuable support for members.

PROBLEM STATEMENT

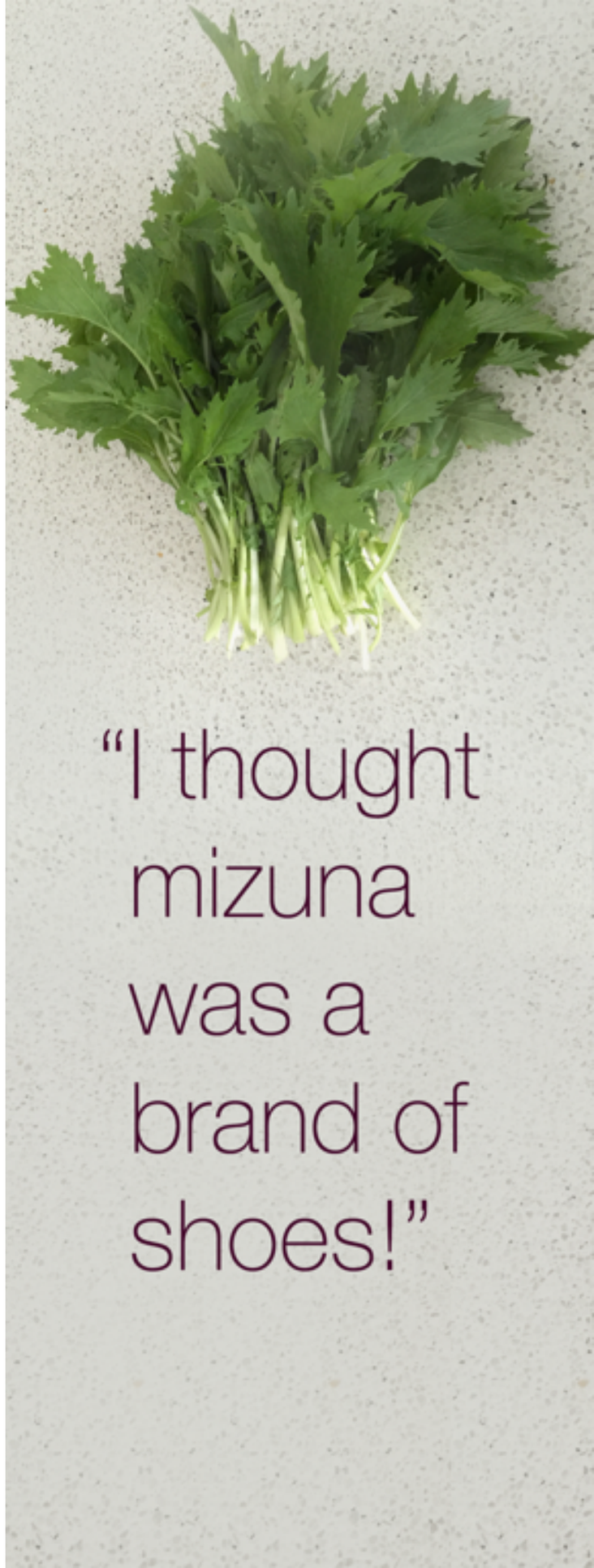
CSA members encounter new and sometimes overwhelming amounts of vegetables when they pick up their weekly share. They turn to websites and cookbooks for recipes and information, and communication among members is limited. There are missed opportunities for CSA members to help each other and share their knowledge of how to process, store, and prepare the fresh produce they receive from the farm each week.

USER RESEARCH

INTERVIEWS WITH 4 PEOPLE AGES 36–40, M/F

- CSA members tend to look online for recipes
- CSA members tend to worry about wasting the produce they receive
- CSA members are sometimes overwhelmed by the amount and variety of each vegetable share

Shared point of frustration: CSA members are concerned with easily finding pertinent recipes and information on the produce they receive.



PERSONA

Eve is a 33 year old editor who lives in Brooklyn, NY. She is married and has a dog named Al.

Concerned about the environment and eating healthy, she joined her neighborhood CSA after learning about it from her friend. She often rides her bike to work and participates in the NYC composting program. She likes taking part in neighborhood events and meeting people at the dog park.

Stories, Scenarios, and Frustrations

Although she is happy to be participating in the CSA program, Eve is often overwhelmed by the amount of produce she gets in her share each week. Processing the vegetables for storage and cooking take a lot of time, and she is worried about having to throw away the produce she doesn't use. She wishes she knew more ways to store and prepare the fresh vegetables and would like to learn more about what other members of the CSA do to deal with these issues.

Eve picks up her first vegetable share from her CSA and feels overwhelmed.

She gets home and opens her CSA recipe app. She finds many ideas of how to prepare the vegetables and begins to cook.

Eve is happy she has used up all of the produce and is set for healthy meals for the week!

Needs, Problems, and Goals

Eve needs an easy way to get information on processing and cooking large quantities of vegetables. She would also like to find a way to share what she learns with other members of the CSA to help others with the same concerns.

PRODUCT RESEARCH

COMPETITOR ANALYSIS

Key features needed to attract the target market

Website	Intuitive interface/ease of use	Browse by ingredient	Social media share	Add own recipes	Post items from other sites	Favorites	Create grocery list	Comments	Related content	Ask the community	Most popular
allrecipes	✗	✓	✓	✓	✗	✓	✓	✓	✓	✓	✗
BigOven	✓	✗	✓	✓	✓	✓	✓	✓	✗	✗	✓
Cookooree	✗	✗	✓	✓	✗	✓	✗	✓	✗	✗	✓
How to Cook Everything app	✓	✗	✗	✗	✗	✓	✓	✗	✗	✗	✓
Quinciple	✓	✗	✓	✗	✗	✓	✗	✓	✓	✗	✗
Smitten Kitchen	✗	✓	✓	✗	✗	✗	✗	✓	✓	✗	✗
Wholefoods app	✓	✗	✓	✗	✗	✓	✓	✓	✓	✗	✗

FEATURE PRIORITIZATION

Weekly share. This updated list will help users find the most pertinent information about the ingredients they have on hand.

Blog and event calendar. Posts and updates about the farm and CSA members will help users stay connected to the community.

Submit recipe. Users will have the opportunity to share their own recipes and contribute to the community.

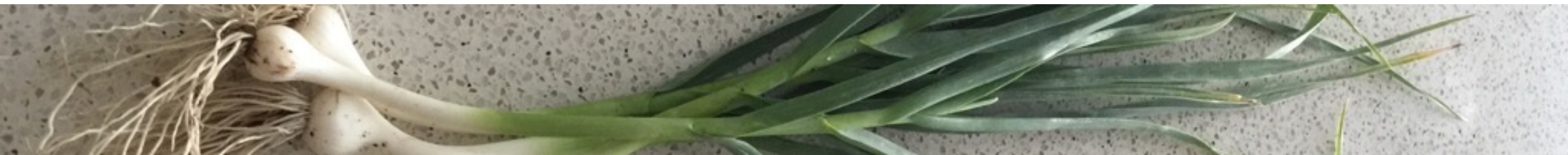
Search by ingredient. Having an index of the most common ingredients found in a CSA share will be a convenient way to browse the content.

Global search. If a user has a specific need this will be the fastest way to search. Including a faceted filtering method will help users narrow the results based on the ingredients they have on hand.

Rate recipe. Ratings will be a good way to rank recipes for the order they appear in search results. They will also promote member interaction, helping to build the community.

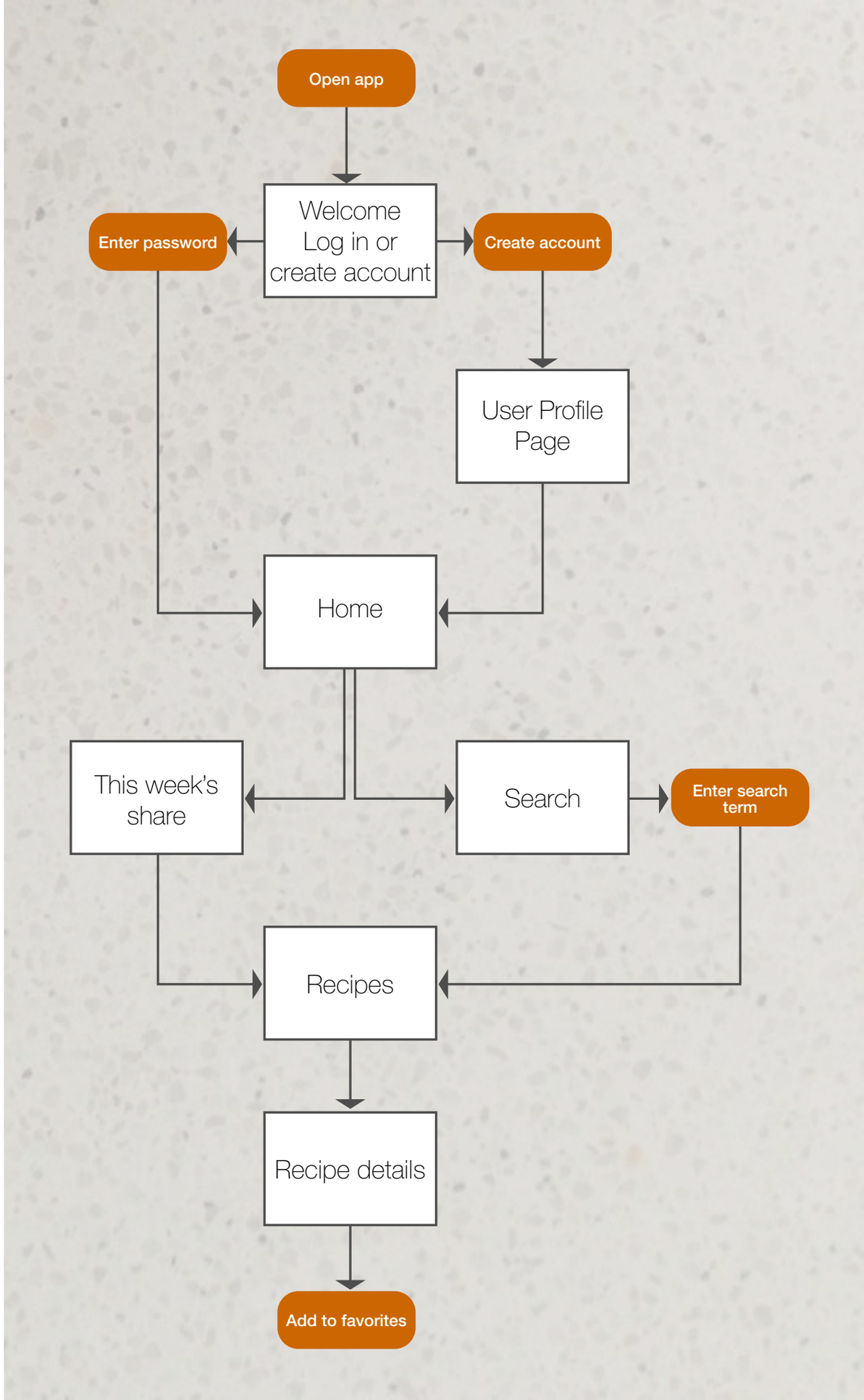
Comment on recipe. Like the rate recipe feature, comments will promote interaction and is also a space for members to ask questions. It came up in my interviews that working with CSA shares got a lot easier with experience, so this can be the opportunity for seasoned members to pass on their knowledge.

Save recipe. This is a regular feature in recipe apps and will be expected here. Since some vegetables repeat over a few weeks' shares, it will be helpful for members to save a recipe in order to find it again quickly the next time they want to make it.



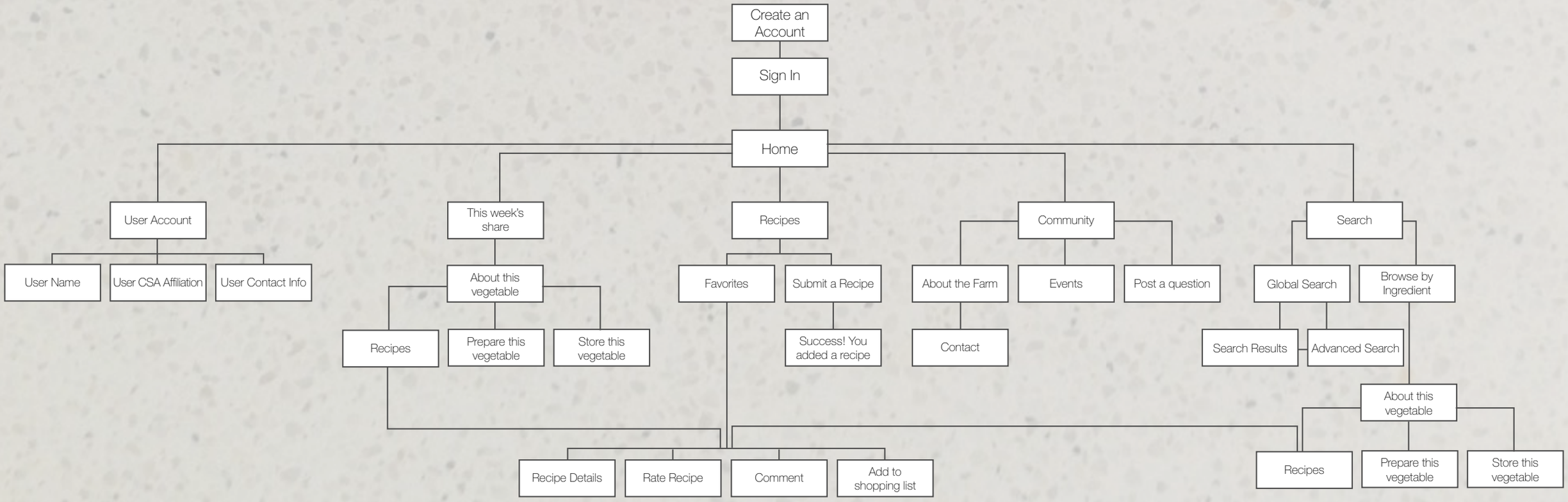
USER FLOW

This flow describes two paths a user may take to save a recipe to her list of favorites.



SITE MAP

This diagram describes the structure of the app's content and includes features that will be added in future iterations.



CARD SORTING

Using OptimalSort

I gained insight from users on how to organize the content of the app.

SKETCHES AND WIREFRAMES

INITIAL SKETCHES

After synthesizing the data I collected from my research, I began sketching the key frames of the app.

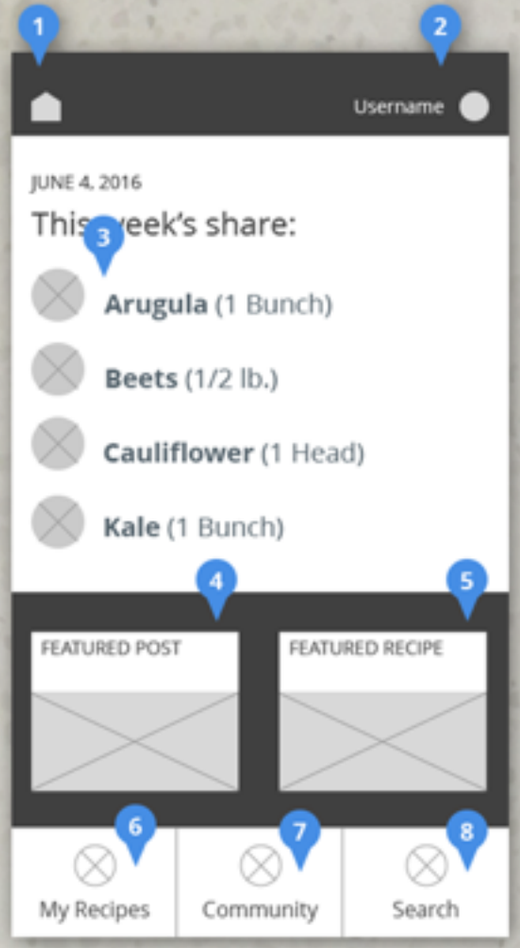
PAPER PROTOTYPE

After revising my sketches, I tested them out with users as a paper prototype. The biggest insight I gained from these tests was the need to make the navigation more clear by adding a back button to interior pages.

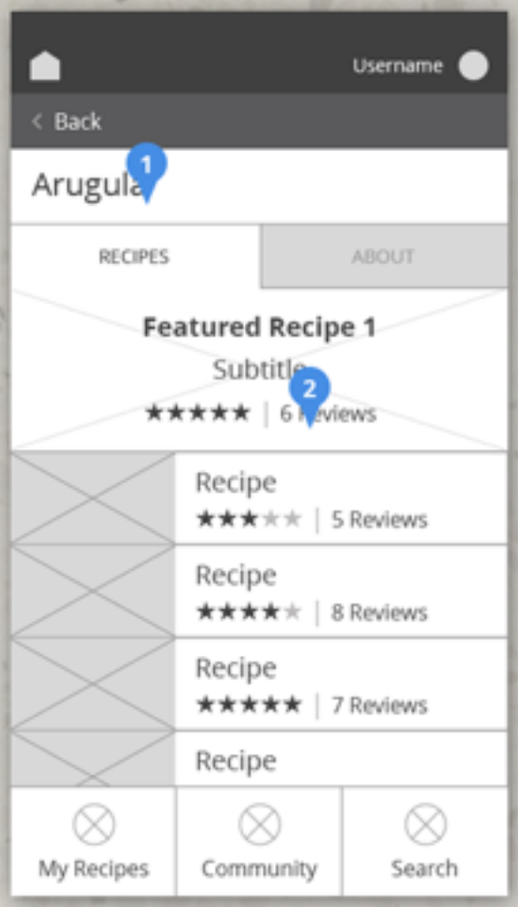
PROTOTYPES AND USABILITY TEST

WIREFRAMES

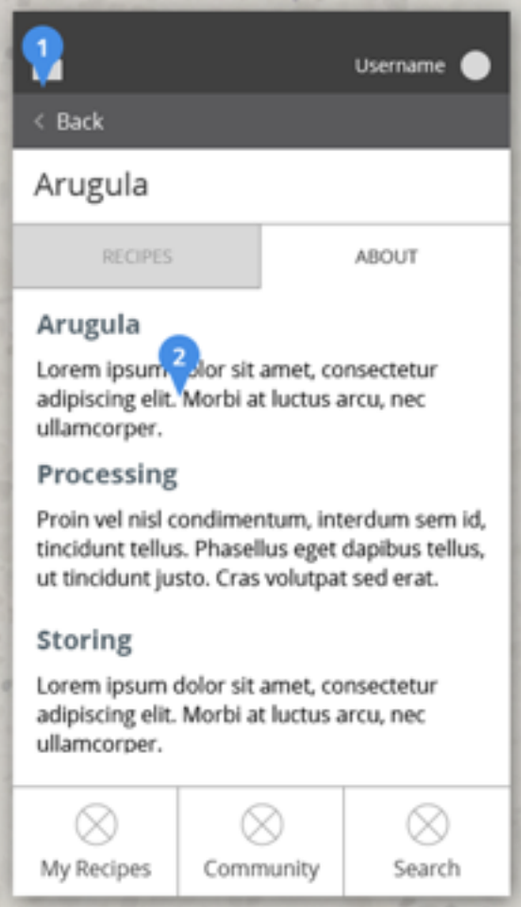
After sketching out lo-fi wireframes, I rendered them in Sketch, adding annotations to document interactions.



1. Home Icon takes you back to the home page (this page)
2. Username and avatar take you to the profile page with an option to edit
3. List of ingreditents are links to the ingredient pages
4. Featured post or recipe content block take you to the post or recipe detail page
5. Bottom nav is global, takes you to the My Recioes, Community, or Search landing pages



1. Tabbed navigation lets you flip among the content for recipes, about, and storing information for the ingredient
2. List of recipes link to the recipe detail pages



1. Back button takes you back one step to the ingredient page
2. Clicking on the "add to favorites" icon stores the recipe to the user's favorites list

Username

My Recipes

FAVORITES | + SUBMIT RECIPE

Favorite Recipe 1
Subtitle
★★★★★ | 6 Reviews

Recipe
★★★☆☆ | 5 Reviews

Recipe
★★★★☆ | 8 Reviews

Recipe
★★★★★ | 7 Reviews

Recipe
★★★☆☆ | 2 Reviews

My Recipes | Community | Search

Username

My Recipes

FAVORITES | + SUBMIT RECIPE

Submit/Edit a Recipe

Recipe Title

Ingredients

Put each ingredient on its own line.

Directions

Put each step on its own line.

Private Recipe

My Recipes | Community | Search

Username

Back

Submitted Recipe 1
Added on 6-1-2016
Edit recipe

Ingredients
1/2 cup ingredient
2 tablespoons ingredient
1 bunch ingredient

Directions
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi at luctus arcu, nec

My Recipes | Community | Search

Username

Search

Enter search terms | Advanced

Recipe Index
A
Arugula
Arugula pesto
Arugula salad
Asparagus
Asparagus with chorizo and croutons
Asparagus, goat cheese and lemon pasta
Asparagus-stuffed eggs
B
Berry tart
Bib lettuce
Blueberries

My Recipes | Community | Search

Username

Community

EVENTS | BLOG | ABOUT

June 2016

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Event 1
Date
Location | Time
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

My Recipes | Community | Search

Username

Back

Event
Date
Location | Time
Sign Up

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi at luctus arcu, nec ullamcorper turpis. Proin vel nisl condimentum, interdum sem id, tincidunt tellus. Phasellus eget dapibus tellus, ut tincidunt justo. Cras volutpat sed erat.

My Recipes | Community | Search

Username

Community

EVENTS | BLOG | ABOUT

Featured Post
Subtitle
Author | Date

Post Title
Author | Date

Post Title
Author | Date

Post Title
Author | Date

Post Title
Author | Date

My Recipes | Community | Search

Username

Community

EVENTS | BLOG | ABOUT

About the Farm

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi at luctus arcu, nec ullamcorper turpis. Proin vel nisl condimentum, interdum sem id, tincidunt tellus. Phasellus eget dapibus tellus, ut tincidunt justo. Cras volutpat sed erat.

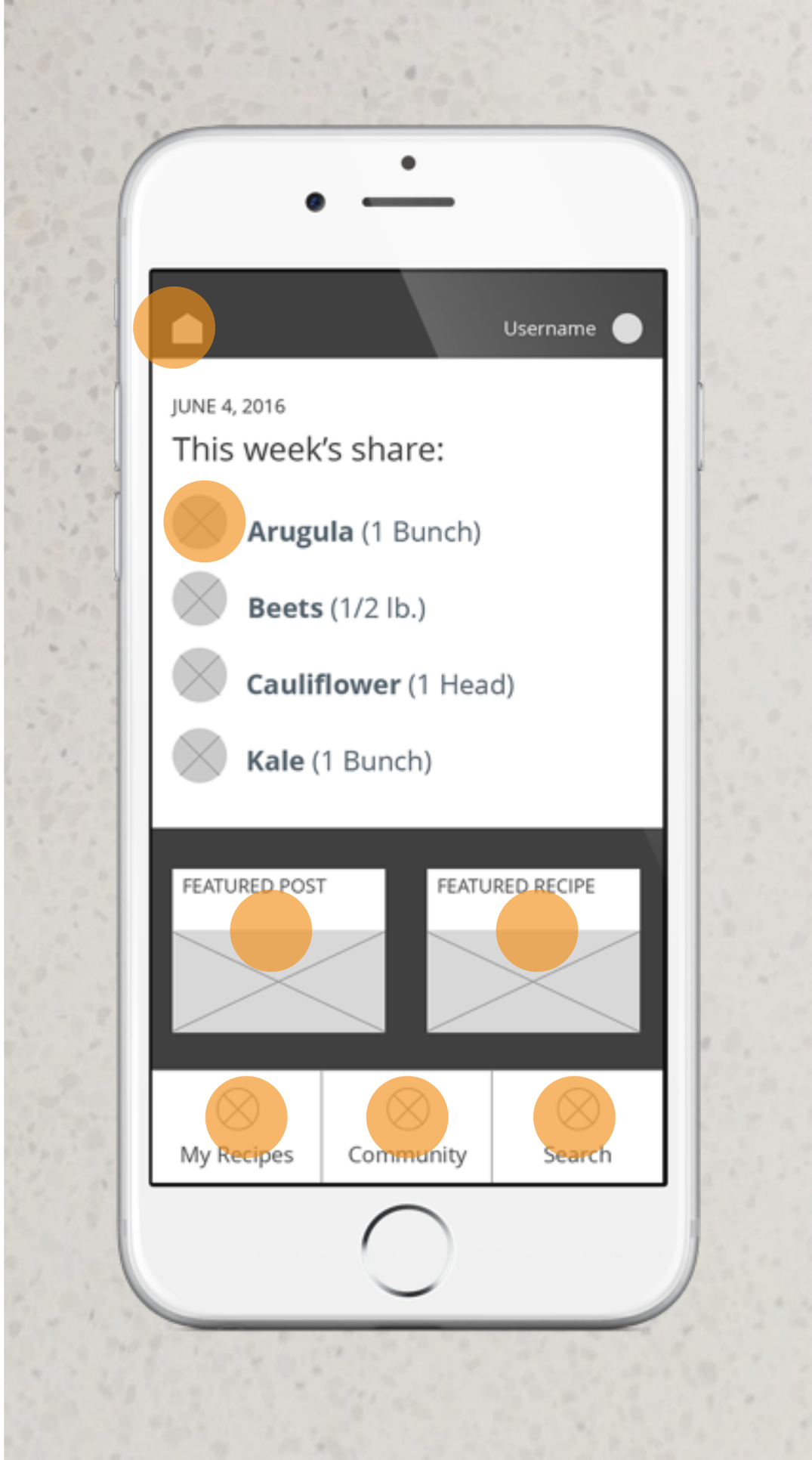
Ut tempus ante ex, ac gravida lectus feugiat porttitor. Integer vel velit ac leo varius auctor. Nulla facilisi. Aenean placerat non diam sed pharetra. Suspendisse ullamcorper tempus nunc ut.

Contact us

My Recipes | Community | Search

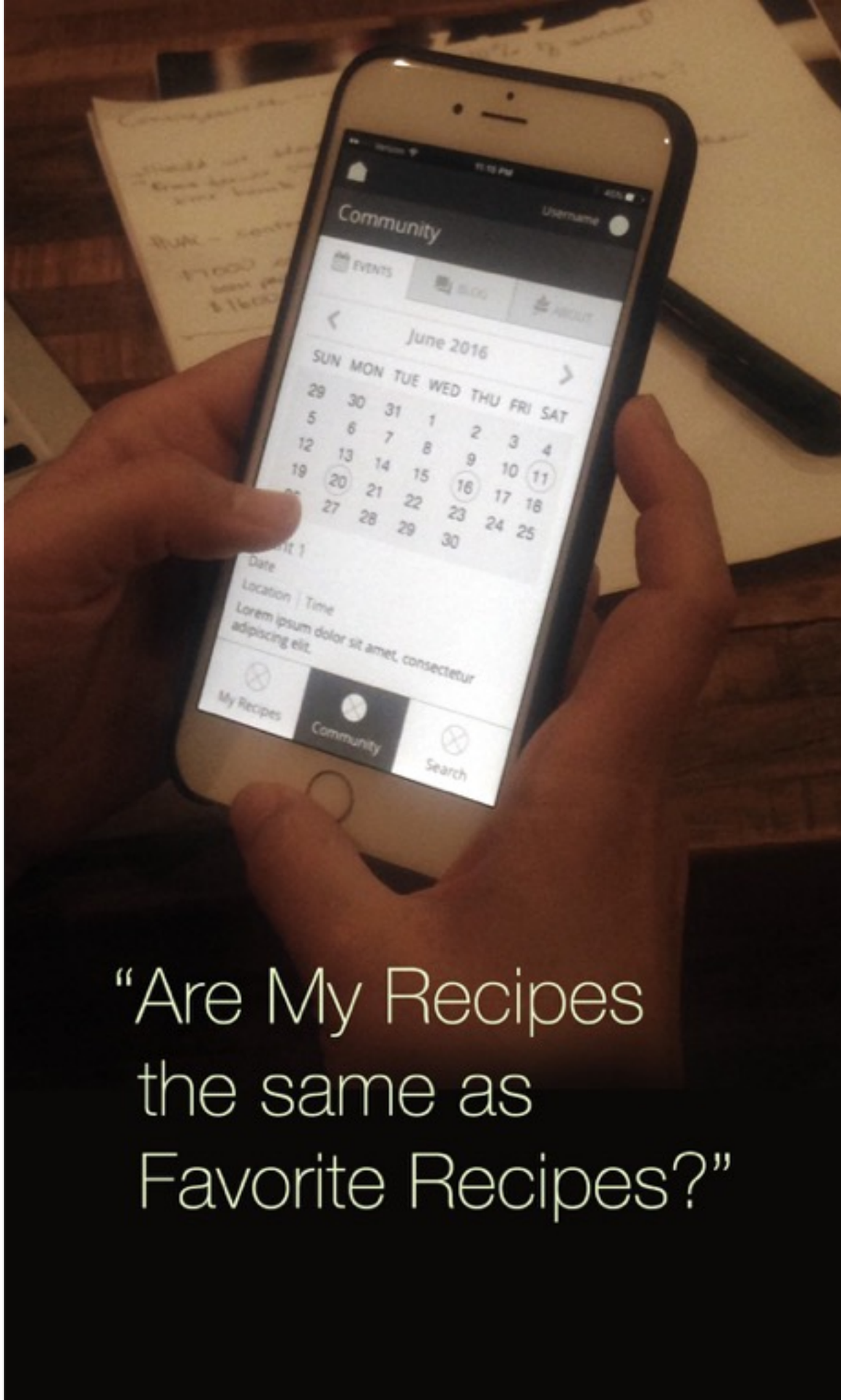
CLICKABLE PROTOTYPE

View my clickable prototype in InVision and explore the key features of the app.



USABILITY TEST

During my first round of testing, I discovered that there was confusion with the naming of certain sections. Additionally, I found that the ingredient information pages could be combined into two tabs instead of three. These adjustments are reflected in the current prototype.



FUTURE CONSIDERATIONS

POST MVP

Features I’d like to focus on next include a shopping list creator to help users plan ahead for cooking, an organizational tool to keep track of the recipes a user has already cooked, and a more robust interface for adding personal recipes.

THANK YOU!