



bud-dy



IAT 334 - Spring 2016

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| Bud-dy



Bud-dy is a mobile application that allows local gardeners to find and trade produce with other members of their community.

# I Research

## Core User

- Local gardeners in urban communities
- Goals/motivations:
  - Diversify their glut of harvests
  - Continue expanding their garden (make it more colorful, add variety of produce)
  - Avoid excess produce from going to waste
  - Being self-sustainable and cruelty-free

## Context

- Location: home, garden, group garden
- When local gardeners have an excess of produce they don't want to keep but also want to avoid wasting
  - Can trade with another gardener for a produce on their wishlist and also minimizes waste
- When local gardeners wish to diversify their harvests
- When local gardeners want to collaborate on a group garden as a means of continually providing and receiving fresh produce grown with one another

Persona



# Susan

Vegan  
Age: 37  
Occupation: Marketing Manager  
Residence: Townhouse

## Motivations



Ethics



Cost



Health



Environment

## Experience Goals

Practical & concise  
Simple & intuitive  
Non-disruptive

## Life Goals

Being self-sustainable and cruelty-free  
Eating clean

## End Goals

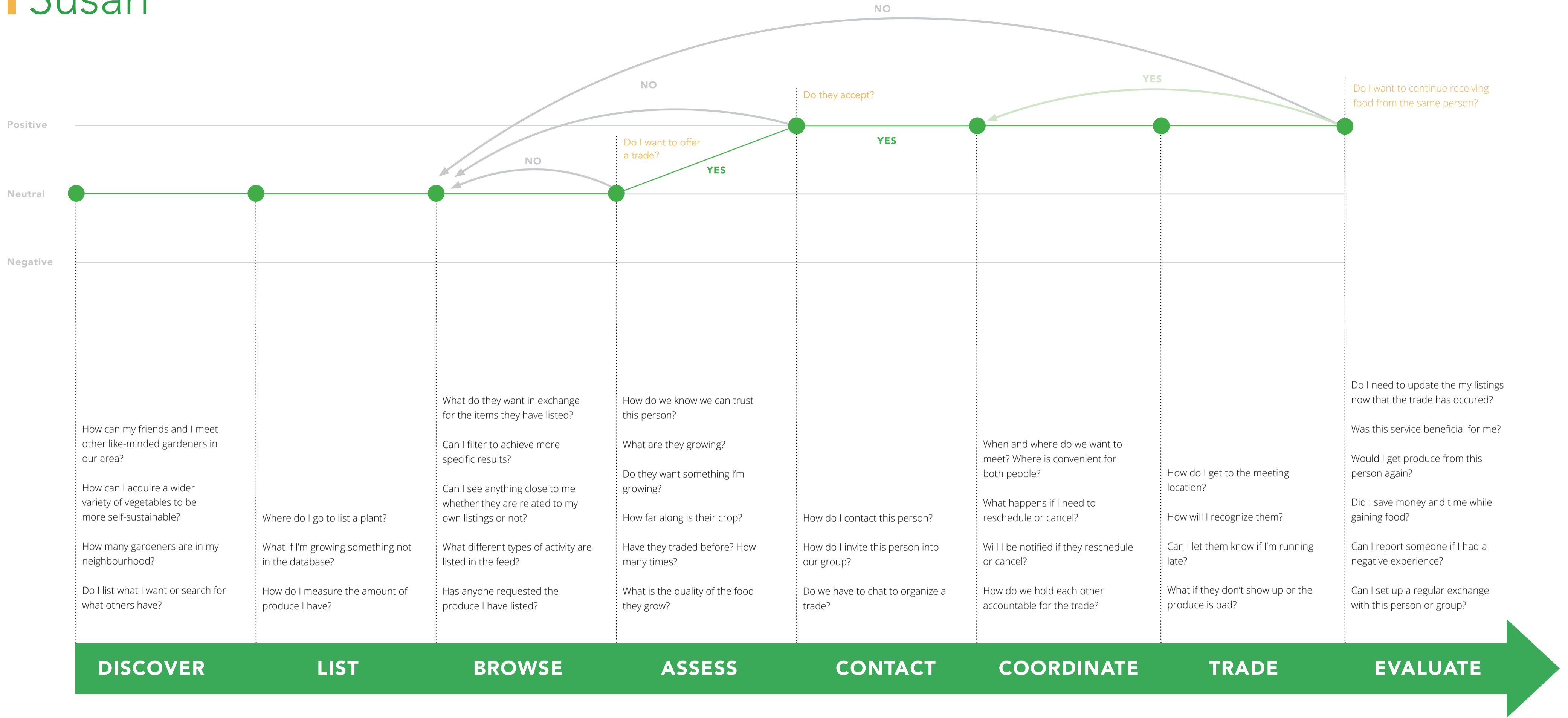
Grow most of her own food  
Organic, self-sufficient  
Network with like-minded,  
local gardeners

## Frustrations

Lack of space in her home  
People who don't share her goals  
and ethics

*"I believe that people need to think about where their food comes from. It is important to me that my food is ethically grown and organic."*

# Susan



Screens	DISCOVER	LIST	BROWSE	ASSESS	CONTACT	COORDINATE	TRADE	EVALUATE
	Onboarding	List an Item they Have Add to Wishlist	Search for other local gardeners. Filter search Pending Trades	Profiles Plant Profiles	Messaging Offer Trade Trades (Schedule, reschedule, edit, cancel)	Pending Trades In Progress Trades Completed Trades	In Progress Trades Profiles Messaging	Pending Trades - Confrim trade happened will automatically update your profile Report Create Group

Bud-dy

# Style Guide

## Titles & Headings

Avenir 35 Light, 60pt  
Avenir 35 Light, 48pt

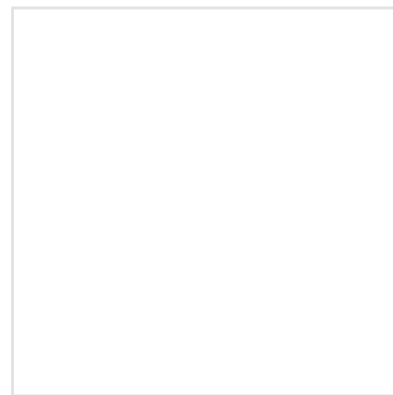
## Colour Palette



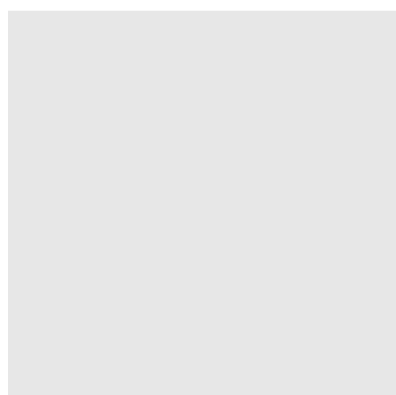
Main Colour  
45 / 158 / 72



Interaction Colour  
255 / 158 / 31



Background  
255 / 255 / 255



Lines  
225 / 225 / 225



Inactive Icons  
166 / 166 / 166



Body Text  
51 / 51 / 51

## Body Text

**Open Sans - Semi-bold, 30pt**

Open Sans - Regular, 30pt

Open Sans - Regular, 28pt

Open Sans - Regular, 26pt

Lorem ipsum dolor sit amet, consectetur adipiscing. Curabitur vitae lorem congue, pellentesque tortor eu, mollis lectus.

## Buttons

Large: 378 x 70 pixels



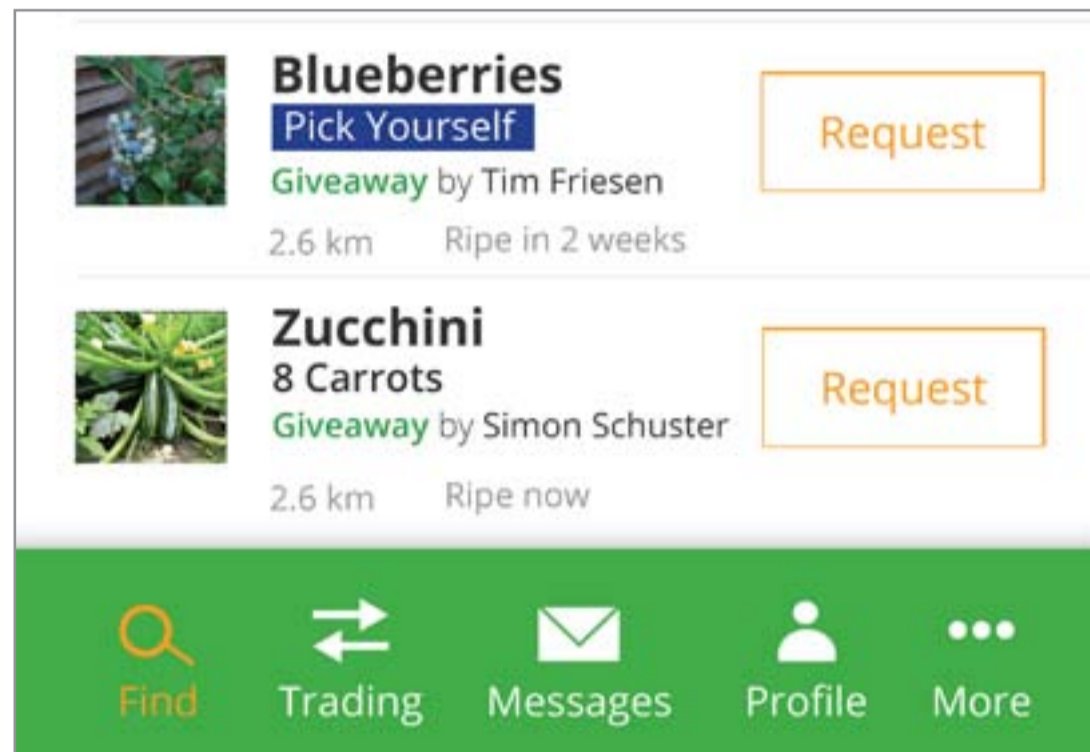
Small: 230 x 70 pixels





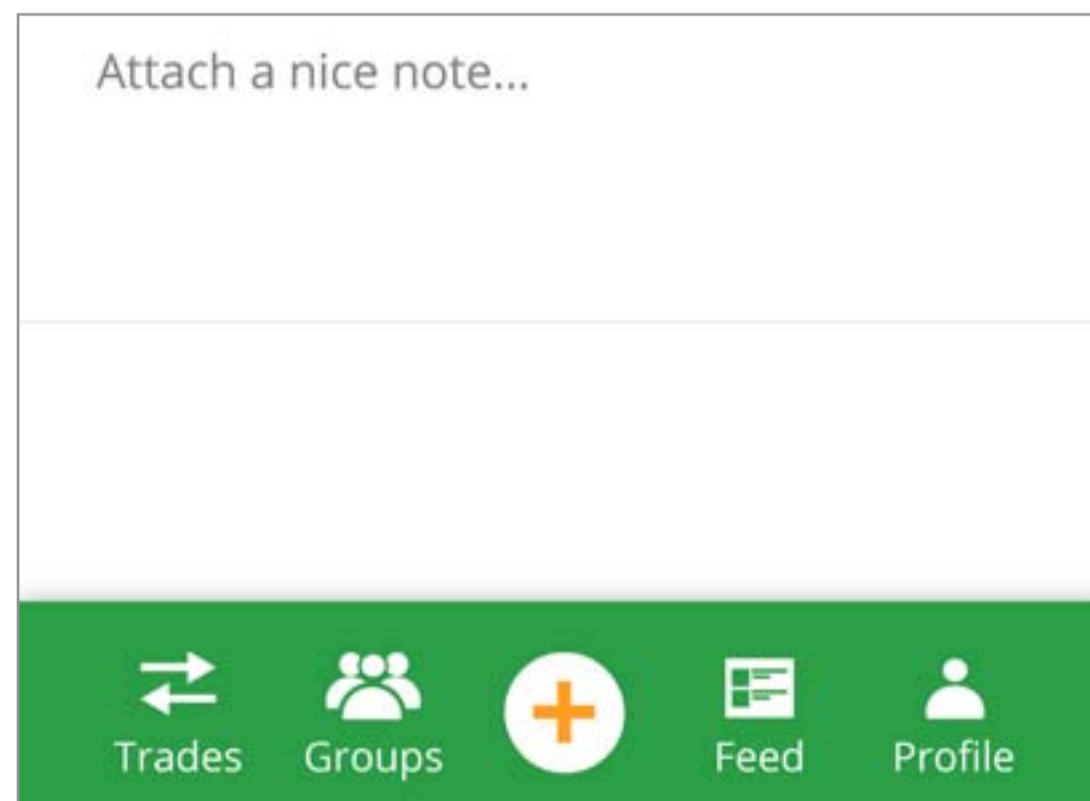


# Navigation Bar



## Navigation Bar

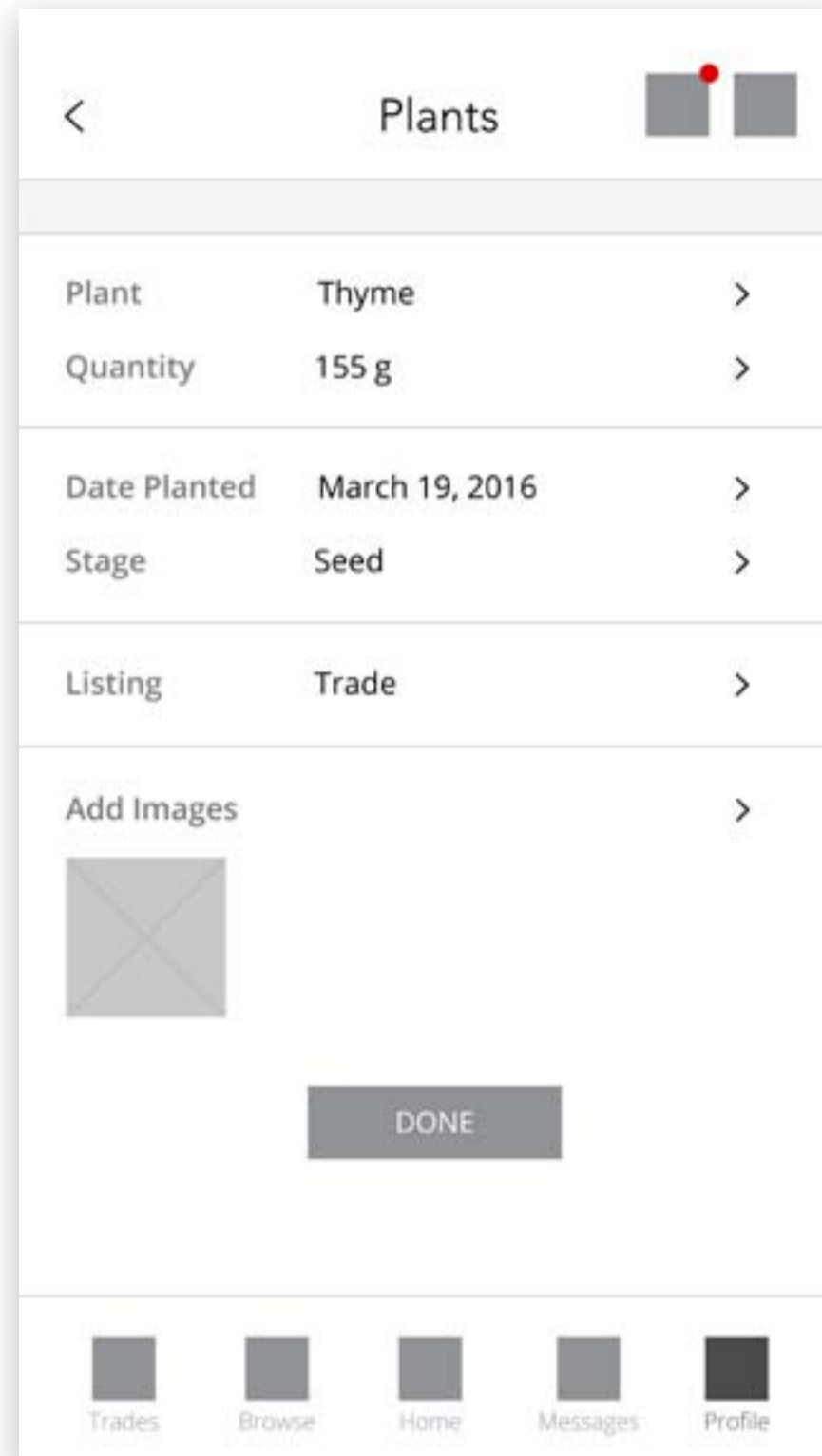
- Clearer functions and labels for each menu option
- Ability to add plants from anywhere in the app



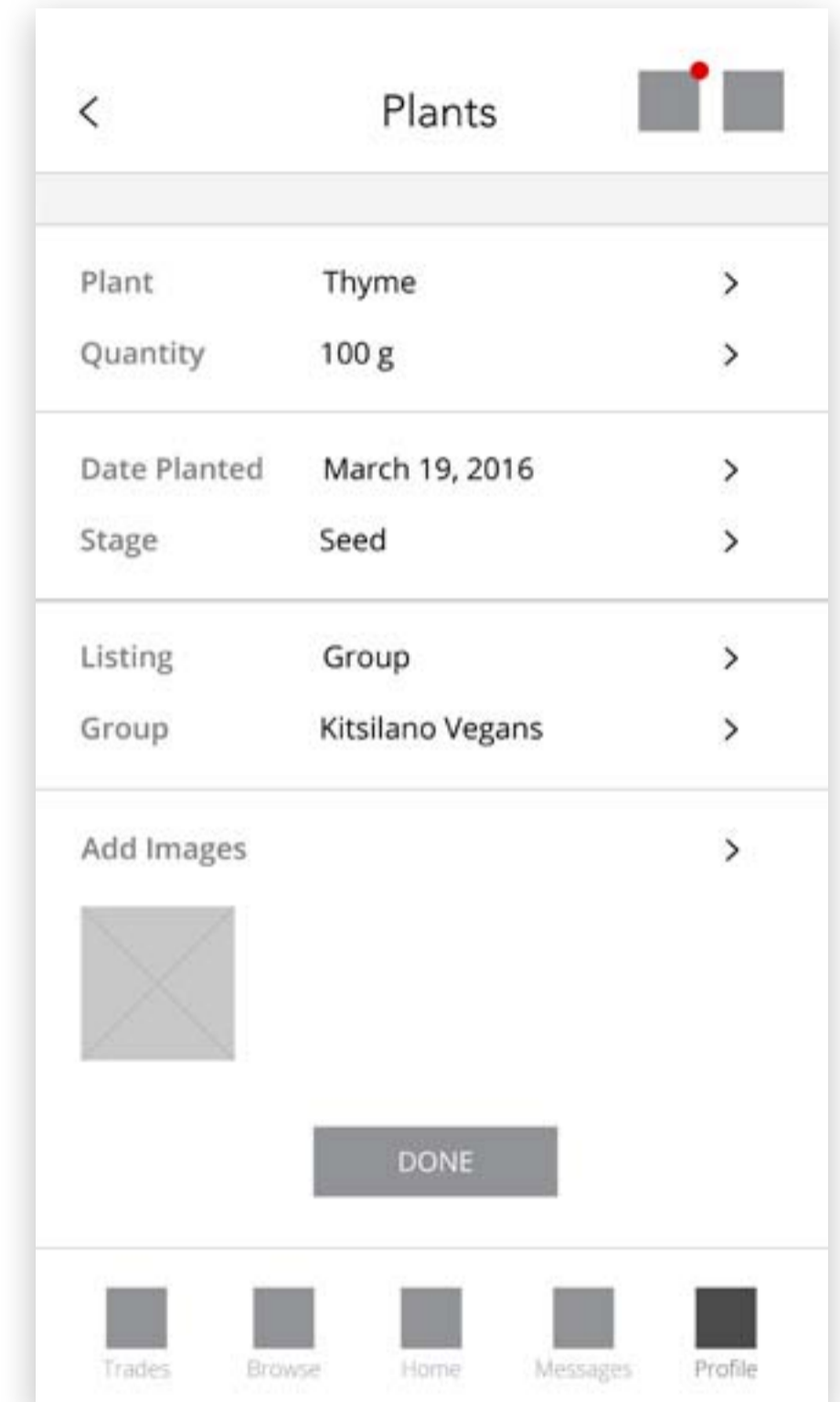
# Mockups: Editing Profile



- User adds plants that they want to trade, or give away. They can also list any plants they're looking for

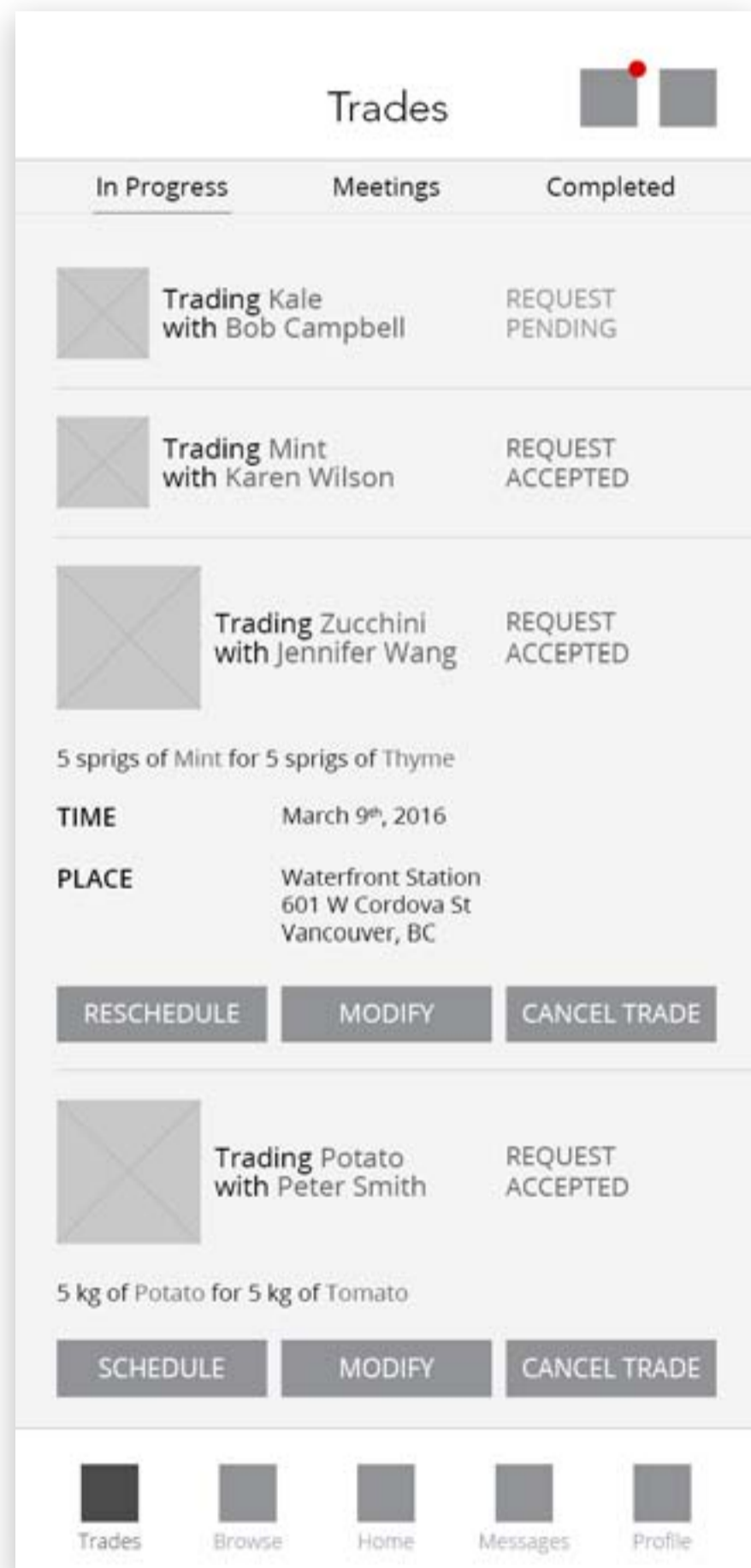


- User adds plants that they want, or edit current listings

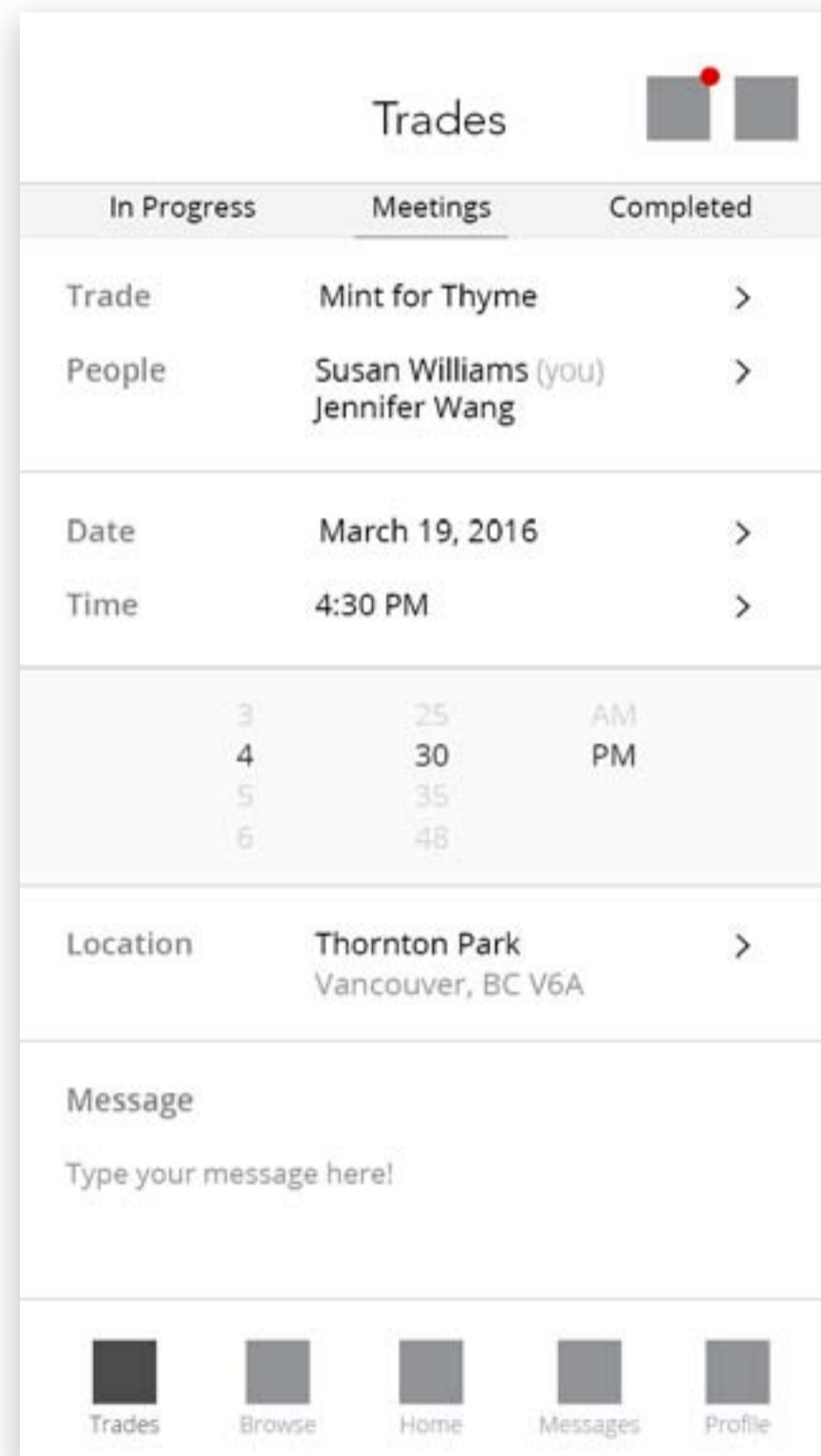


- User specifies which group a plant is for if listing as part of a group

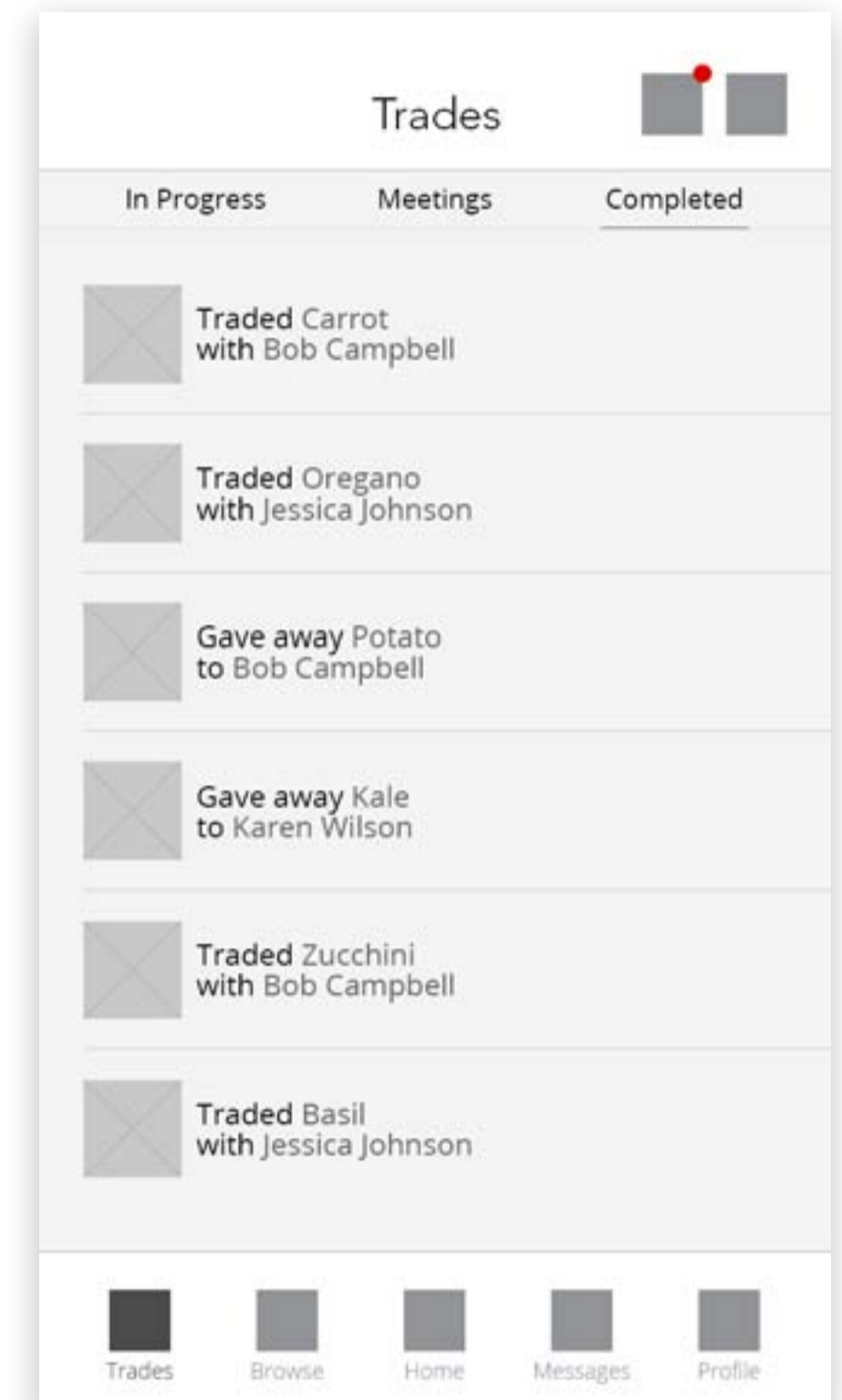
# Mockups: Trading



- In the Trades page, users can view, reschedule, modify, or cancel trades that are in progress



- Users can schedule when and where they're meeting each other



- Users can view their activity history

# Major Changes

< Offer Trade

I would like to trade

0 g of my produce

for 5 bunches of

your mint

Additional Message

Attach a nice note...

Trades Groups + Feed Profile

## Natural Language Forms

- Simplify the process of offering a trade and filtering
- Adds personality to the app
- Makes filling in a form fun and engaging

# | Sources

## Urban Gardening

<http://www.urbanfarmers.ca/>

<http://www.backyardharvest.org/>

<http://www.cropswapsandiego.com/>

<http://www.foodtechconnect.com/2015/04/03/connecting-gardeners-urban-farmers-fresh-food-for-all/>

## Images

<http://www.usnews.com/cmsmedia/37/a3/6cda6b1f48f29ca1b2a16c800ac6/150623-gardeningcity-stock.jpg>

[http://cdn.ohsheglows.com/wp-content/uploads/2011/07/IMG\\_8180.jpg](http://cdn.ohsheglows.com/wp-content/uploads/2011/07/IMG_8180.jpg)

<http://www.gardeningknowhow.com/wp-content/uploads/2009/02/carrots.jpg>

<http://topfoodfacts.com/wp-content/uploads/2013/02/growing-zucchini-how-to-grow-zucchini-summer-squash2.jpg>

<http://www.gardeningknowhow.com/wp-content/uploads/2013/01/mint.jpg>

<http://1.bp.blogspot.com/-h6Y0drpjs9Y/T84kmWOOgII/AAAAAAAAAGF0/pZgS9EpCLG0/s1600/potato-plant.jpg>

<http://agrifarming.in/wp-content/uploads/2015/08/Kale-Plant.jpg>

[http://cdn.wholelifestylenutrition.com/wp-content/uploads/IMG\\_2424.jpg](http://cdn.wholelifestylenutrition.com/wp-content/uploads/IMG_2424.jpg)

<https://www.flickr.com/photos>

## Videos

I Believe in You - Basspartout Music

<https://www.youtube.com/watch?v=yTqXes8l7TE>

Introducing Edyn

<https://vimeo.com/97291773>

Urban Gardening Berlin

<https://vimeo.com/46645652>