Case Studies
project — plate2plate

Type
Mobile App

Methods
User Research, Personas, Flowcharting, High-fidelity Prototyping

Software
Illustrator, InVision, Adobe XD
Challenge
On college and university campuses, clubs and other organizations frequently host events with free food as a means to attract and sustain student interest. Gaining visibility for these events can often be difficult, however, and much of the food ends up being given or thrown away. This contributes to the staggeringly large amount of food waste colleges produce, estimated at around 22 million pounds of food every year in the US.

Solution
To raise the visibility of student-organized events and cut down on wasted food, our team decided to create plate2plate, an app-based platform designed to give student organizations a dedicated means of promoting and organizing their food-centric events.

Role
I guided the research and design process from start to finish. This included being directly responsible for conducting qualitative interviews of potential target demographics, developing user personas, structuring app flows, and producing the final interactive, high fidelity prototype in Adobe XD. The work product shown is the result of several months of research, user testing, and refinement.
Event visibility is a key focus of plate2plate. The app opens by default to the Discover tab, which reminds users about events they’ve registered for and allows them to explore other gatherings on campus. Each event has critical information accessible at a glance, with more granular detail provided for registered activities.

Tapping on an event brings users to that event’s page, which provides a summary, location information, a list of attendees, and access to the app’s dedicated collaborative planning tools.
The My Events tab provides users with a more intentional space for managing all of their registered events. In a similar fashion to the Discover tab, upcoming events are highlighted in a separate group at the top, while other events are organized in chronological order below.
plate2plate relies on a group metaphor to help users create and organize events. Depending on a group’s membership permissions, users can join a group, request an invite, or receive an invite.

Each group has dedicated planning spaces for each upcoming event. Users are given easy access to collaborative checklist and survey tools that link automatically to each event’s homepage in the chat flow. This tailored and integrated approach to messaging and collaborative planning makes plate2plate uniquely capable when compared against apps that offer these tools in a standalone format.
During the design process, we recognized that active participation from both event planners and participants was key to ensuring the vitality of the plate2plate platform. To reduce the potential friction and complexity that might otherwise deter people from creating events, we presented the event creation workflow as a simple, step-by-step process and made it accessible throughout the app. Users input event information into a series of cards, which they can scroll through by touch or advance with the keyboard. A summary of their input can be seen on the final card, which they can publish or go back and edit.
The search tab allows users to quickly look for specific events or groups.

Search is the most direct way for users to explore groups on the platform. Each group on plate2plate has a home page, where users can learn more about the organization’s interests, its upcoming events, and its members.
notes

Adobe XD Prototype
https://xd.adobe.com/view/5da483e0-e708-43d5-59b8-462ee6355a5b-2b95/

Portfolio
https://audreymgu.github.io

Email
audreymgu@gmail.com
Thank you!