For Purpose Co.™

THE BUSINESS OF IMPACT

BorrowBox

UX Report

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Key Questions for the BorrowBox project

Are City-Based food court patrons willing to use a reusable take-away container service as an alternative to single-use plastics?

How might this reusable take-away container service be enhanced and supported by a digital experience?
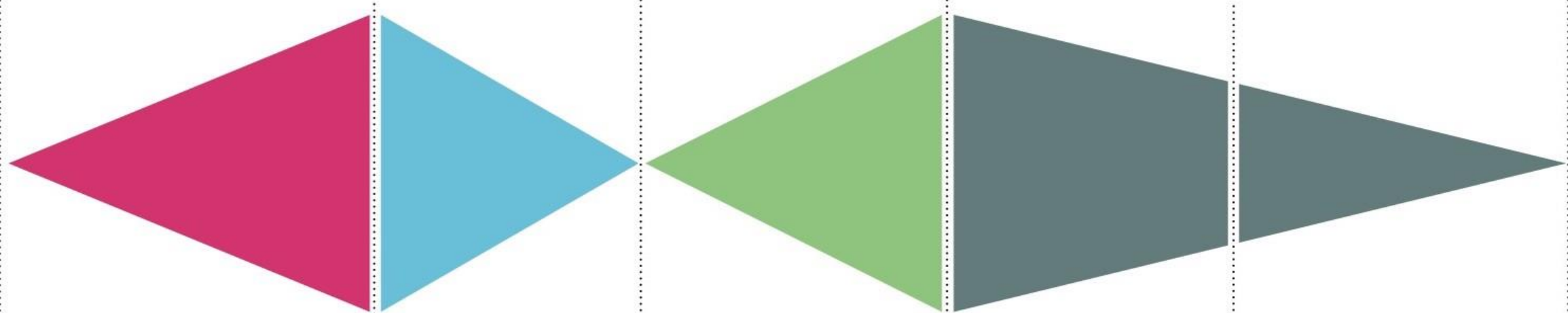
Design thinking approach

Understand
Understanding ends in **Insight**.

Create
Creation ends in **ideas**.

Deliver
Delivery ends in **reality**.

empathise → **define** → **Ideate** → **Prototype** → **Test**

empathise
- ✓ 7 interviews
- ✓ 3 contextual observations
- ✓ Competitor analysis

define
- ✓ Empathy map
- ✓ Customer Journey map
- ✓ Personas

Ideate
- ✓ HMW and POV statements
- ✓ Ideation sketches

Prototype
- ✓ Paper prototypes
- ✓ Wireframes
- ✓ Clickable prototype

Test
- ✓ Usability testing
- ✓ SUPRQ test

Phase 1: empathise and define

- ✓ contextual enquiry
- ✓ Interviews
- ✓ MadLib activitiy
- ✓ Competitor analysis

- ✓ Empathy mapping
- ✓ Customer journey mapping
- ✓ Personas
- ✓ Affinity mapping

Using these research methods and analysis tools resulted in insight into City-based food court patrons routines, expectations, frustrations and interest in Borrow Box, and has provided the basis for the digital design.

INSIGHTS

Central Message

BorrowBox provides city-based food court patrons with an opportunity to transform their lunch time routine into one that reflects environmentally responsible choices.

The initial BorrowBox users are united in their desire for better. Some for a better environment, others for a better use of time or money, others desire a better self.
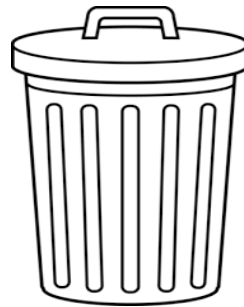
BorrowBox will also have a mobile app that works alongside the BorrowBox service to ensure users succeed on their BorrowBox journey, and feel the importance of their impact.

Key insights

CFPs value convenience
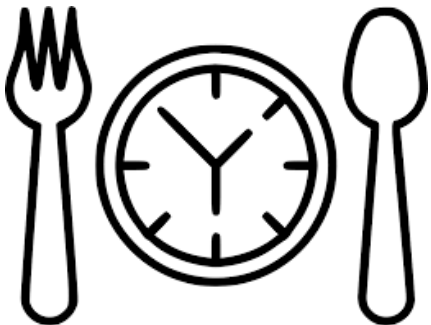
CFPs are aware of the problem of waste

CFPs are frustrated by lack of choice that reflects their values

How might we?

1. How might we ensure that the BorrowBox container and app is convenient for users so that the time pressures of purchasing take-away food are eased.

2. How might we empower BorrowBox users to feel the positive impact of using BorrowBox in relation to tackling the problem of waste.

3. How might we get customers to understand BorrowBox as a good choice, one that reflects environmental sustainability and identifies them as conscious consumers.

Target Audience – Early Adopters

City-based food court patrons (CFPs)

- People who eat takeaway food from a city-based food court at least once a week
- Knowledge worker in a major Australian city
- Younger generation skew (Gen X, Gen Y)

Personas

Jake

Sarah

Jake

Age: 28, Occupation: Marketing Manager.

Thoughtful　**Self-motivated**　**Generous**

"I feel it's important to do my bit"

Frustrations:

- Plastic waste

- People don't care as much as he does

- He wants to make more sustainable choices but lacks time

Goals:

✓ To get lunch quickly and conveniently

✓ To make conscious choices that fit his lifestyle and work schedule

✓ Inspire others to make eco-friendly choices

Lunch Choices

- convenience　- healthy
- price　- fast service
- loyalty

Jake is already environmentally conscious, and is looking for more opportunities to make positive changes within his daily routine.

Sarah

Age: 32 Occupation: Financial Advisor

Self-disciplined

Logical

Driven

"I'll do the right thing if it's good for me too"

Frustrations:

- Short lunch break

- Competing life pressures and priorities

- Uncertainty about what to do with recycling

Goals:

- ✓ To get an easy healthy lunch
- ✓ To strive to meet her personal goals
- ✓ To be seen as a good person

Lunch Choices

- convenience
- healthy
- price
- fast service
- loyalty

Sarah strives for better in many different aspects in her life. If she can see the benefit of making her lunch routine eco-friendly, she will do it.
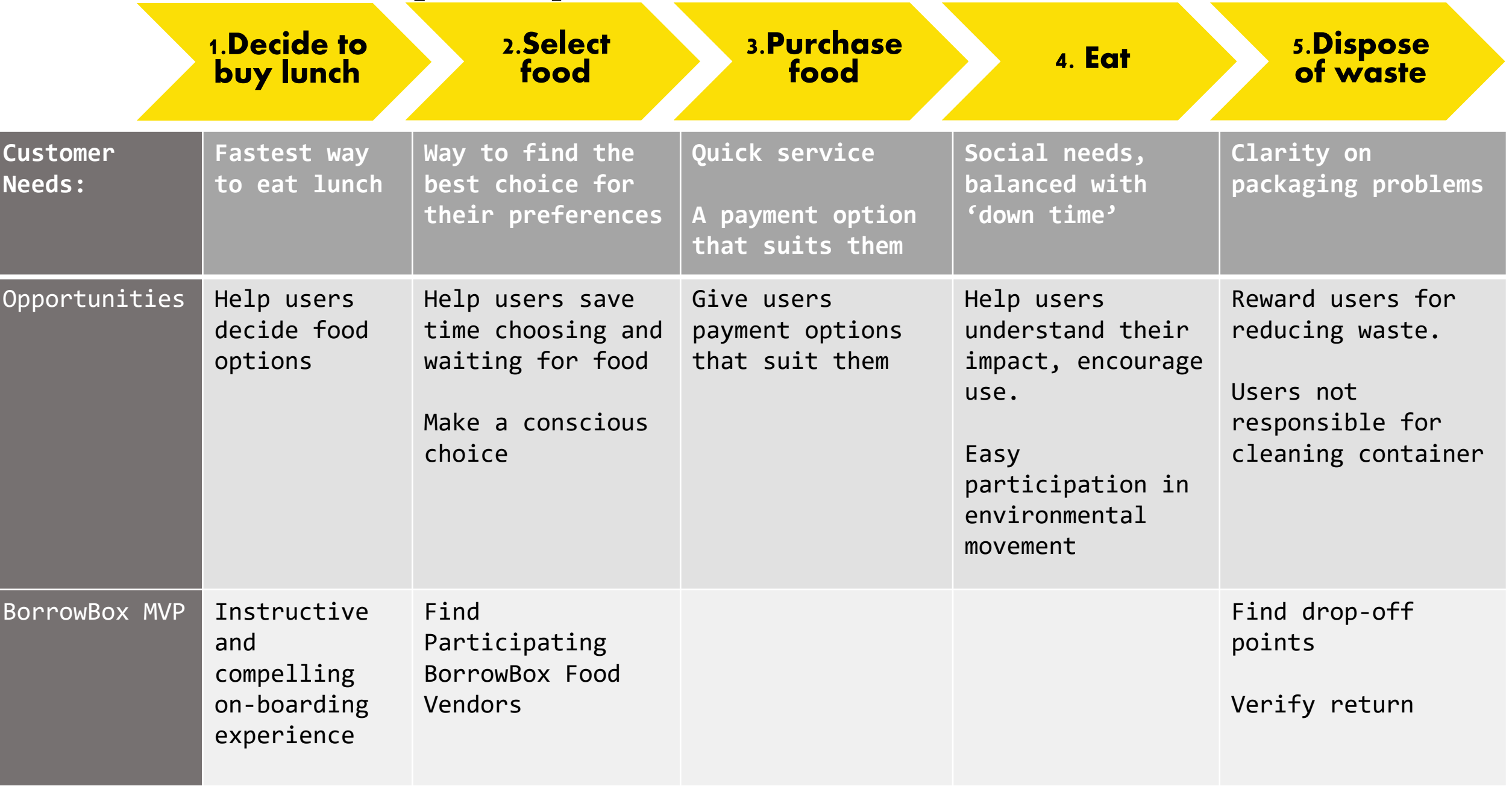
Jake would like to do more about the environment, but is restricted by time and overwhelmed by choice.

How might we empower Jake to see BorrowBox as an opportunity to make another environmentally conscious choice when he buys take-away lunch?

Sarah would make more considered choices if she can see the benefit and can easily fit it into her existing routine.

How might we encourage Sarah to understand BorrowBox as a convenient way to make a better choice for the environment without sacrificing the convenience of her usual lunch time routine?

Current Journey Map

	1. Decide to buy lunch	2. Select food	3. Purchase food	4. Eat	5. Dispose of waste
Customer Needs:	Fastest way to eat lunch	Way to find the best choice for their preferences	Quick service A payment option that suits them	Social needs, balanced with 'down time'	Clarity on packaging problems
Opportunities	Help users decide food options	Help users save time choosing and waiting for food Make a conscious choice	Give users payment options that suit them	Help users understand their impact, encourage use. Easy participation in environmental movement	Reward users for reducing waste. Users not responsible for cleaning container
BorrowBox MVP	Instructive and compelling on-boarding experience	Find Participating BorrowBox Food Vendors			Find drop-off points Verify return

Point of View statement

User	Need	Insight
• City based worker • Buys lunch at food court regularly	• Reduce time • Reduce expense • Reduce waste	• Limited time • Aware of problems of waste • Want to be conscious consumers

A city-based food court patron need a way to reduce the time, money and waste that comes with takeaway lunch because they are trying to balance a busy lifestyle with their desire to make conscious choices.

Proposed Customer Value Proposition

BorrowBox provides city-based food court patrons a ground-breaking opportunity to make their takeaway food choices environmentally responsible, without sacrificing the convenience of their lunch time routine.

Rational Benefits	Emotional Benefits	Social Benefits
• Easy positive contribution to environmental activism • Simple process to use BorrowBox (service and digital)	• Personal wellbeing and sense of fulfillment • Removing guilt from using plastic/ waste	• Part of a positive environmental movement • Keeping Australia clean

The BorrowBox digital experience therefore needs to:

Be instructive and communicate the use and benefits of BorrowBox clearly and simply

Have an easy and unobtrusive sign-up and payment process.

Provide an easy way to locate food vendors and allow users to search with parameters that suit their needs.

Provide an easy way to find the drop-off locations and ensure the users' container is returned.

Maintain incentive for users to become frequent customers.

Proposed Minimum Viable Experience

Essential Function	UX principle	User Story
An on-boarding experience that is instructive and compelling	▪ Simple, concise content ▪ Step by step instructions ▪ Informative product tour ▪ Emphasise benefits and convenience	"I want clear step-by-step instructions so that I understand how it all works before I start." "I want to be able to see all the features and benefits before I sign up"
Find participating BorrowBox food vendors	▪ Easy to find on home page/ navigation bar ▪ Range of search terms ie. Food type, location, restaurant chain. ▪ Interactive map (zoom, pins) ▪ Directions	"I want to see if BorrowBox is available close to my work, so I don't waste time on my lunch break" "I want to check if BorrowBox is available in places I like or usually go to" "I would need to see if anywhere with BorrowBox has gluten-free options"
Find drop-off points	▪ Easy to find on home page navigation bar ▪ Interactive map (zoom, pins) ▪ Verify return	"I want to the drop off point to be convenient" "how do I know it won't get lost or taken after I return it?"

'Nice to have' Functions and Features

As a BorrowBox user I want to...

browse menus of BorrowBox food vendors

be able to skip the queue so that I save time

pre-order my food with BorrowBox so that I can see what is available and save time

be able to pay for my take-away food with the BorrowBox app

be updated on the social impact of BorrowBox so that I know my money is being well invested

Know what to do if something goes wrong or I need help with using BorrowBox

PROTOTYPE

The Prototype is based on the three MVE features and designed to include the flow of processes and calls to action a user would require to complete each function.

On-boarding

- Product tour
- Sign-up process

Search Vendors

- Search function
- Map
- directions

Search Drop-Off

- Search function
- Map
- Directions
- Scan to verify return
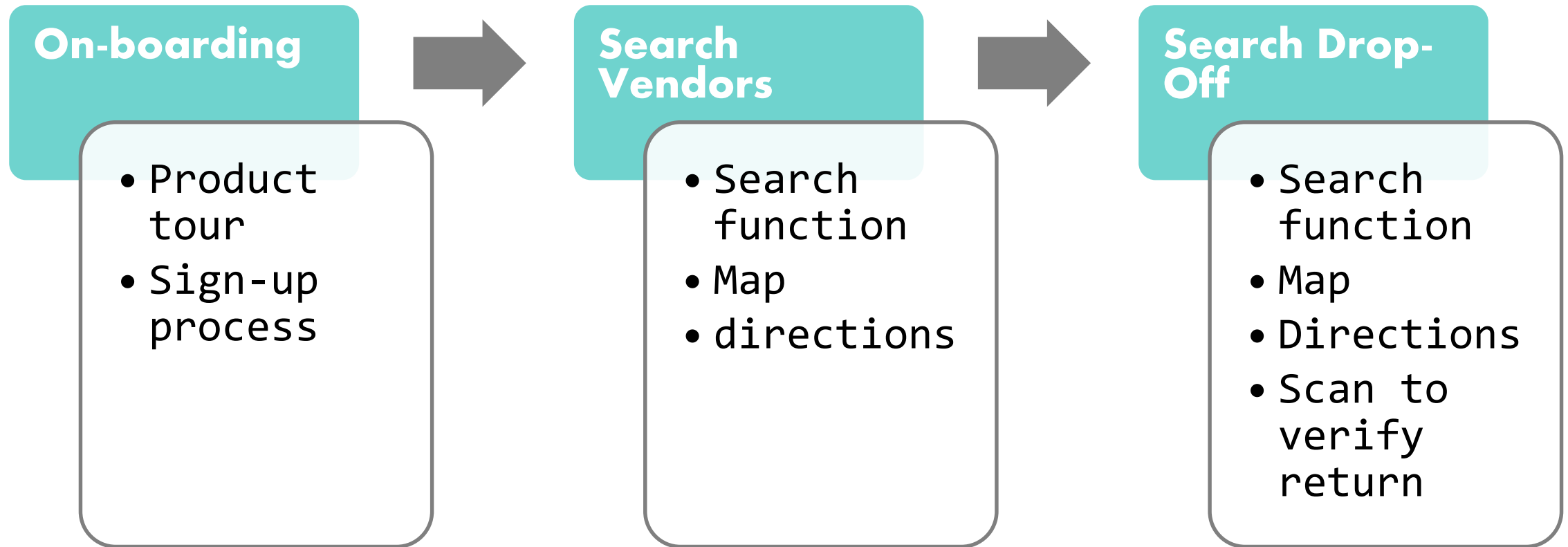
On-Boarding: The Product Tour flow

Welcome to BorrowBox

BorrowBox aims to transform your take-away food experience. With BorrowBox, you make a better choice for yourself and the environment.

BB

Show me

Already keen?

Hit 'Sign up' to see payment options

Sign Up

BorrowBox

1. Sign up to BorrowBox

With BorrowBox membership you can:

- get a reusable container at participating food vendors
- connect to the BorrowBox community
- track your impact

Got it

BorrowBox

2. Find BorrowBox Vendors

Use the Search function on the homepage to find food vendors that have BorrowBox near you.

BorrowBox

State, District
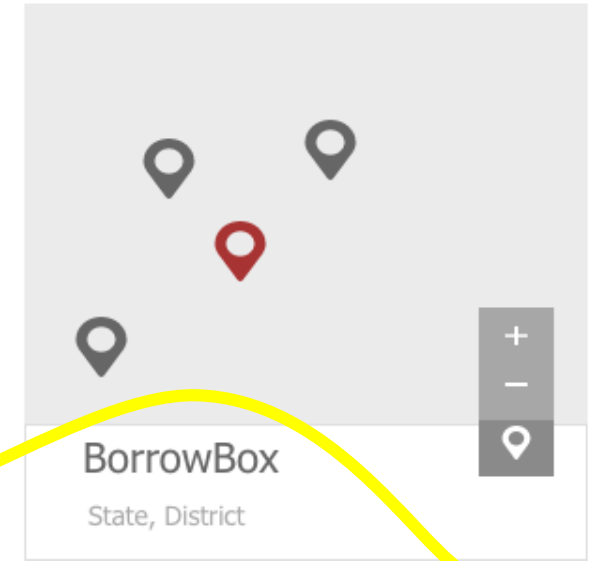
Got it

Product tour continued
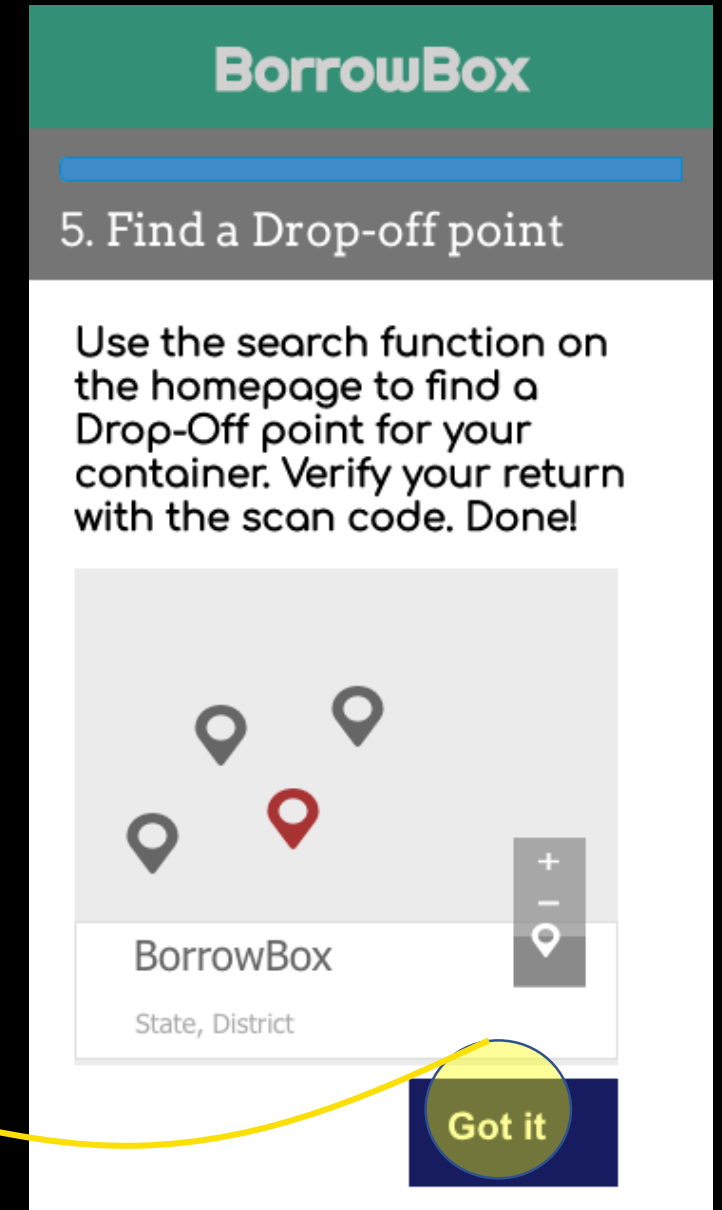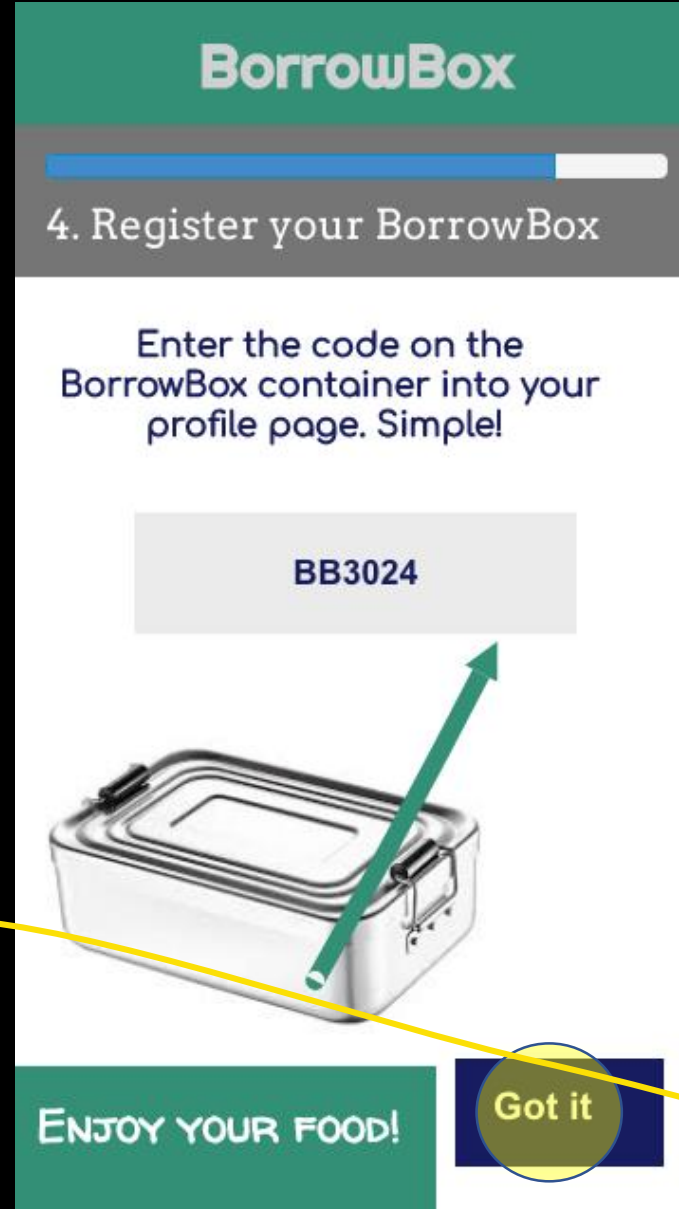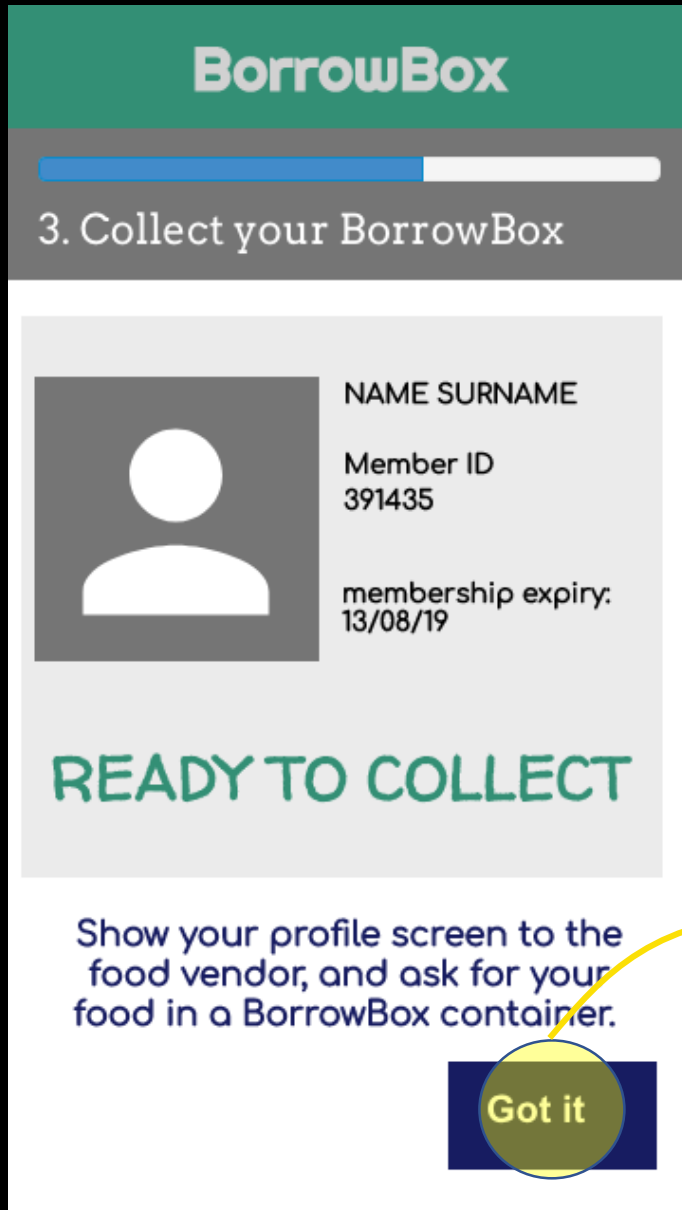
BorrowBox

Thats it! Choosing BorrowBox is a simple and effective way to reduce waste.

Are your ready to feel better about takeaway food?

Sign Up

You will see payment options as part of the sign up process

Want to see where BorrowBox is near you?

Find Vendors

When the product tour is finished. Users are left with two options: to sign up – which takes them through the sign up process and payment options. Or to Find Vendors.

In testing, many wanting the option of looking through the tour again. Most also wanted to find vendors straight away and check if it would work for them.

BorrowBox

Thankyou for Joining BorrowBox

Start Transforming your Take away food experience today!

So how does BorrowBox work?

Show Me

Get Started with BorrowBox Now!

Find Vendors

Sign-up process

In testing, most users chose the '10 meal' option, reflecting that they did not like feeling 'locked in' to a 12 month service, especially if they were unsure how much they would use it.
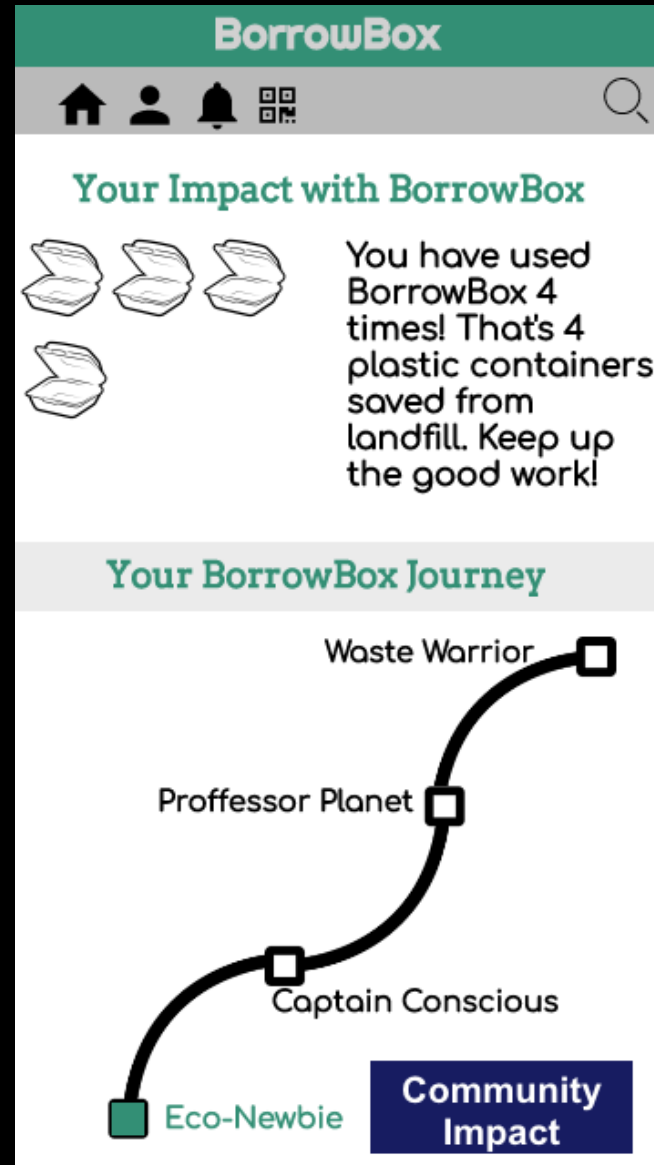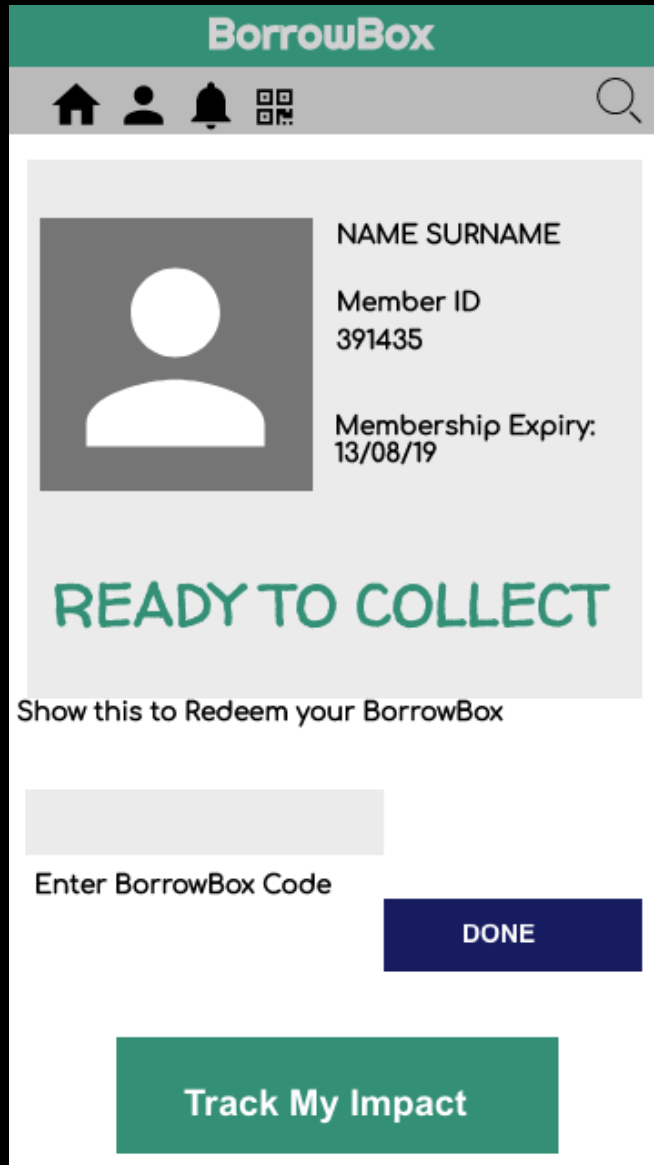
Search Food Vendors
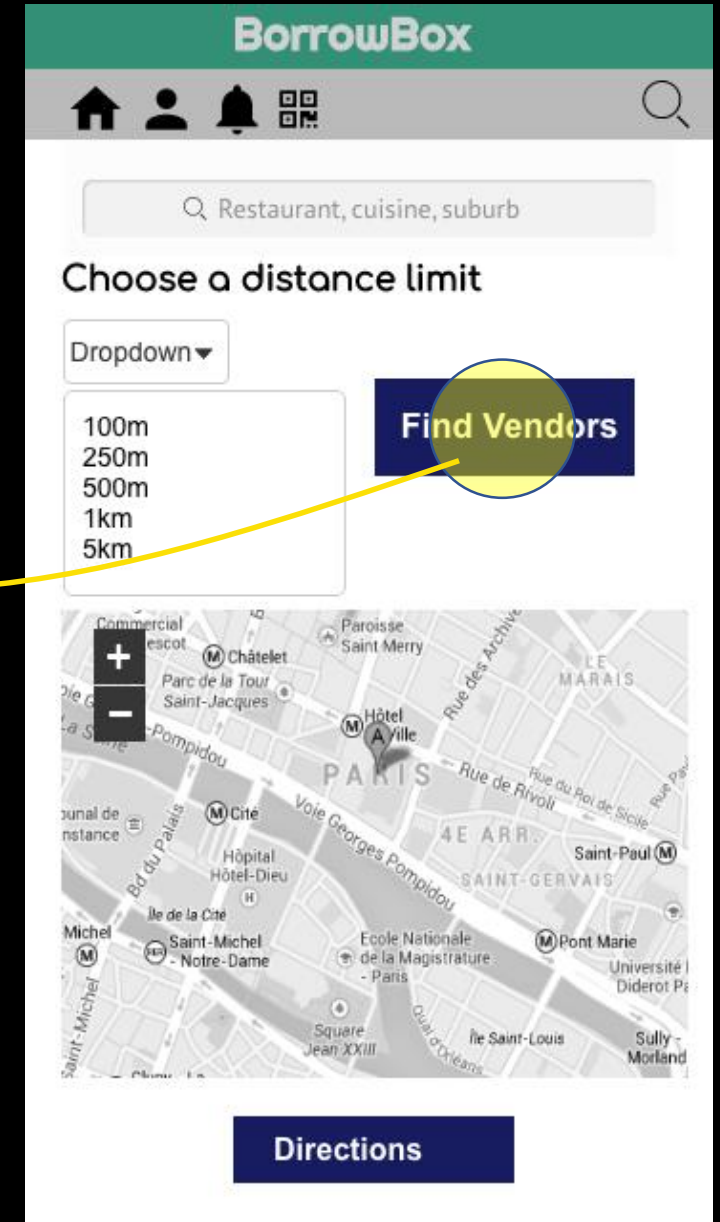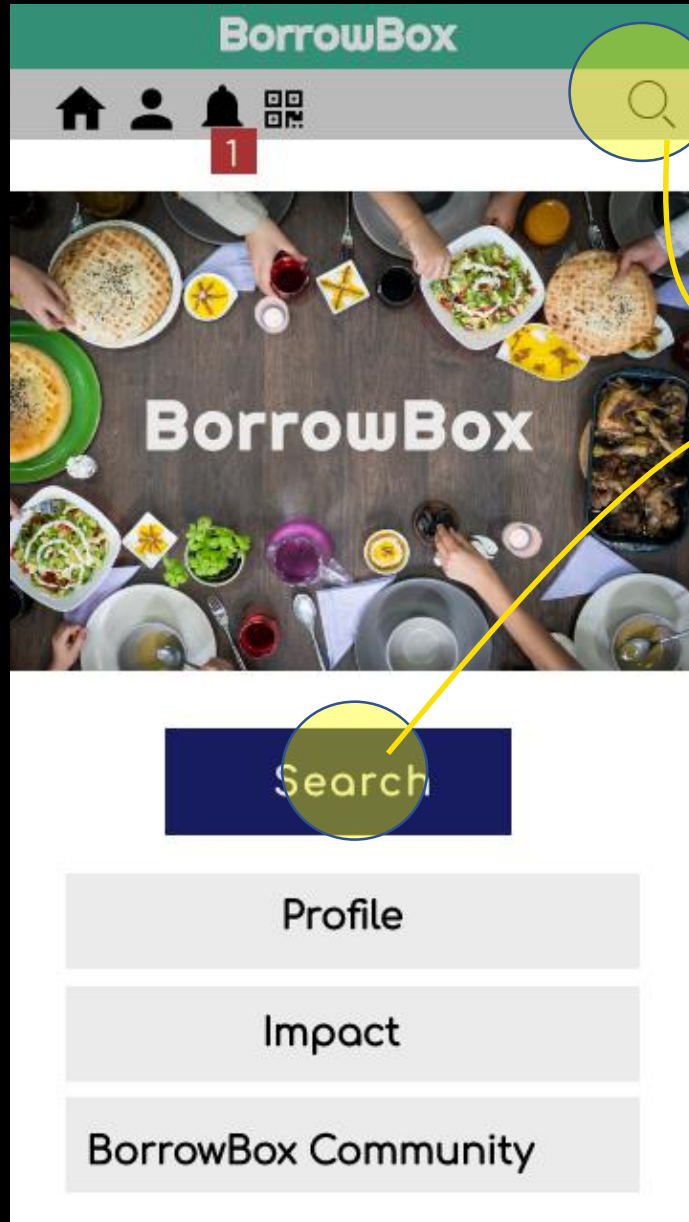
Find Drop-Off Points
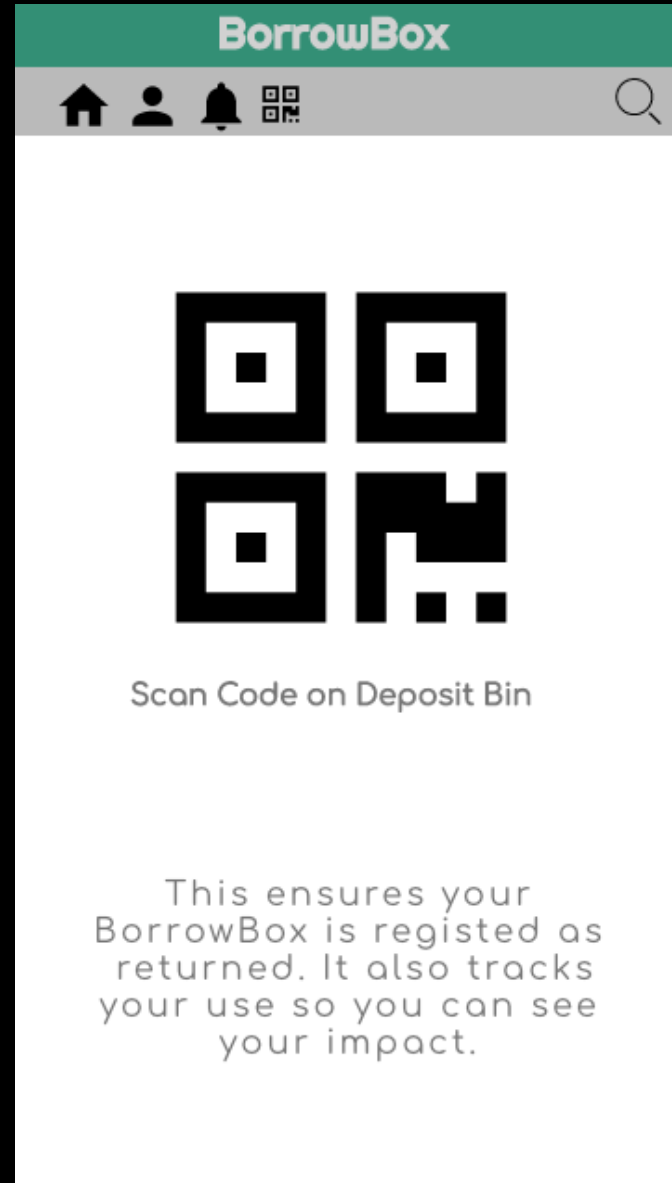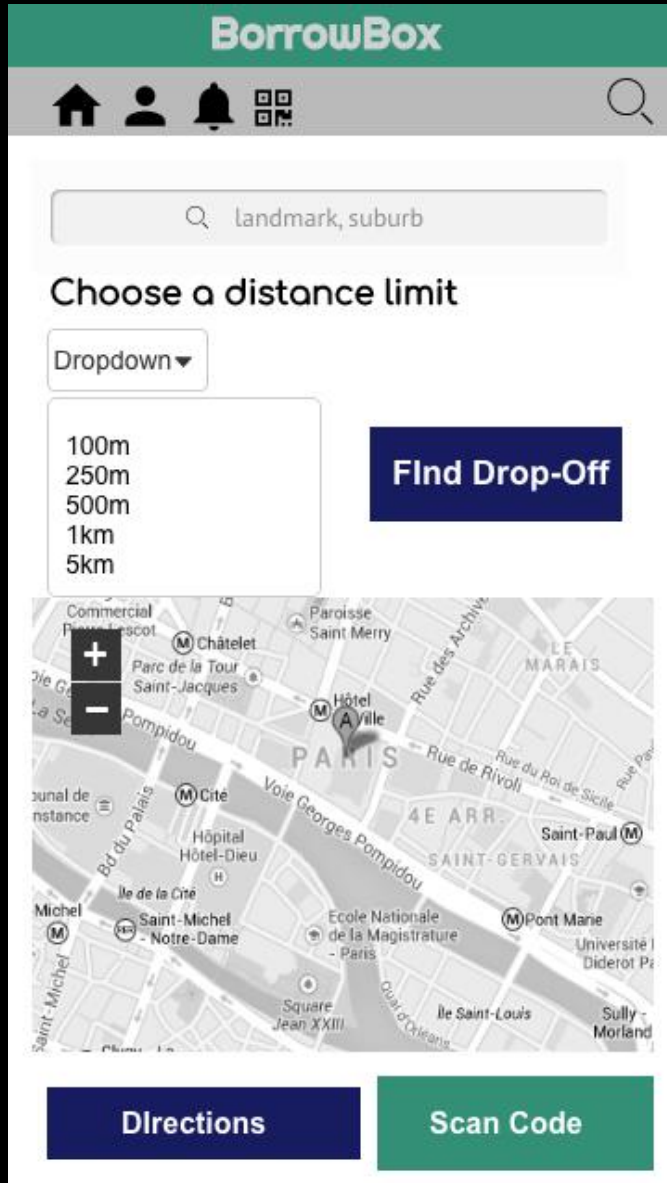
Users said they wanted confirmation that their container had been returned. I added this scan feature to verify return.

Other features

The Prototype can be found using this link

https://preview.uxpin.com/882278f36502b866e4e680eb6c05b8237b11e5f3#/pages/92969089?mode=i

Gamification was a desired incentive for many users, who said their office culture, and an innate competitiveness would incentivise them to use BorrowBox more if they could visualise their progression.

USABILITY

Usability Testing

What I tested	What I looked for	What I found
On-Boarding Flow	• Whether users understood each step • If it was appealing • How long they spent on each step	• Users were confused at the collection stage. • They needed more visuals • They found the process overall simple to understand • Some wanted to go through the product tour again
Sign-up process	• What payment plan appealed • What payment method they chose	• Most chose the '10 meal option' – some as a 'trial', others as they were not sure how often they would use it. • Some chose the $25 as it was more cost effective • Most wanted to use PayPal
Find Food Vendors	• What search terms would they use • What features would they expect to help them get there?	• Most searched by suburb • Some wanted food type ie. 'gluten-free'. • All wanted to use the map • All like the 'pins' • Some wanted directions
Find Drop-Off Points	• What search terms would they use • What features would they need to help them get there?	• Most searched by suburb • All used the map and liked 'pins' • All wanted to verify return.

Usability Insights for MVE features

I need the instructions to be really clear so I can use it straight away

I would like to be sure my container has been returned properly

I need more visuals so I can imagine myself using it

I want the option to see the 'how to' again, in case I don't use it in a while

Can I have a reminder, if I forget to return my container?

I would want to know where vendors were before signing up

These suggested changes and added functions were then incorporated into the final prototype design and re-tested to ensure they met the user's expectations and improved usability.

UX Design Insights

On-Boarding

- Need to show how BorrowBox works. How will it work for THEM?
- Help users visualise and understand using the container and mobile app as convenient and routine.
- Demonstrate the benefits for the environment and the user.
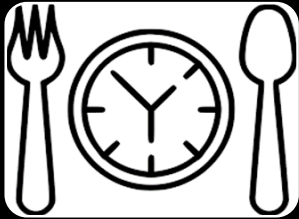
Finding Vendors

- Need to show that BorrowBox will fit into their lifestyle and preferences.
- Give users options of searching by location or food preference.

Finding Drop-Off points

- Need to show BorrowBox is an easy way to be eco-conscious.
- Easy to find drop-off points.
- Verify they have returned their container. Reward them for making a conscious choice.

APPENDIX

Ideation

Imagining the role and relevance of a digital experience
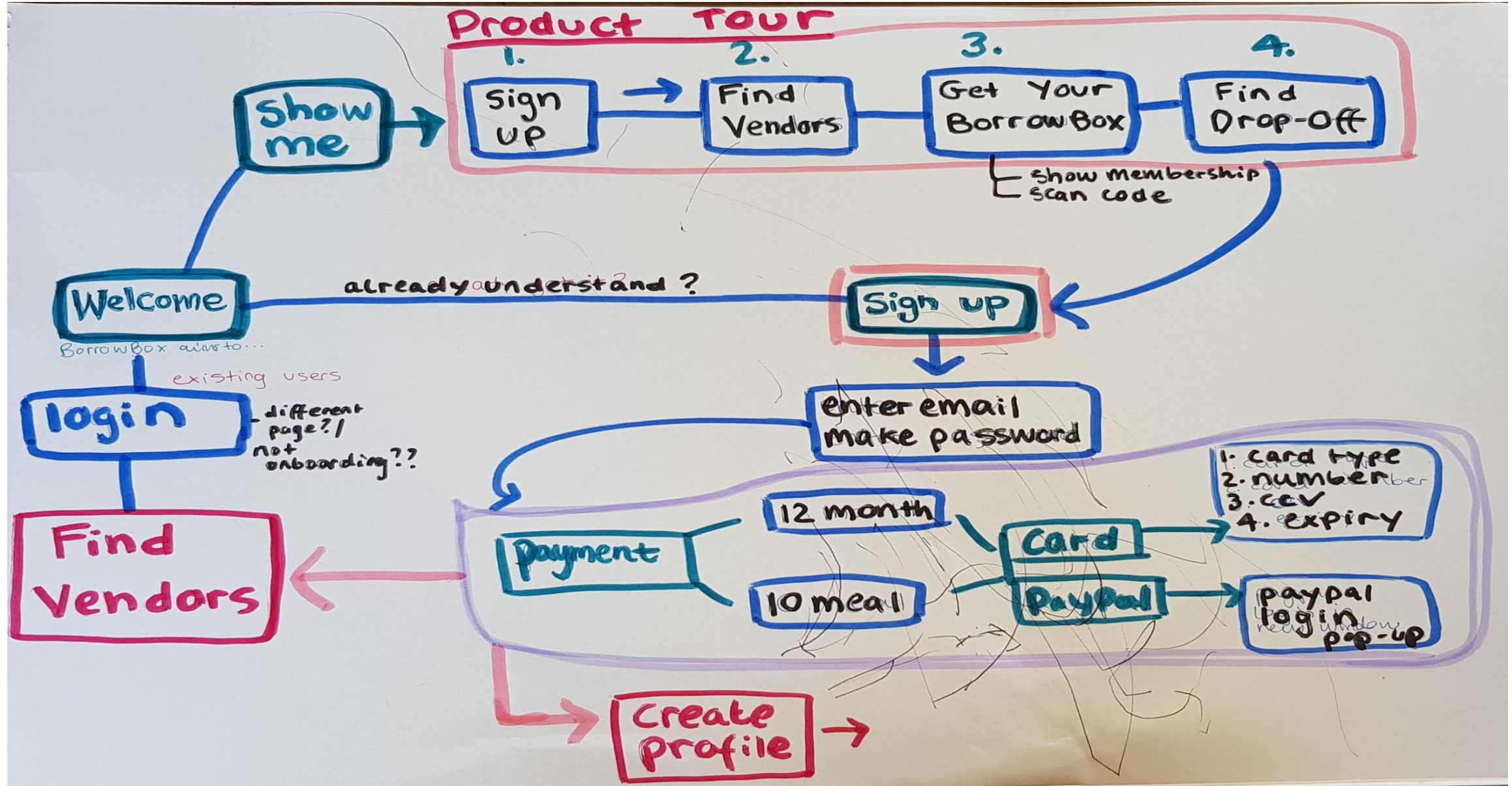
Jake's journey – Digital ideation sketch

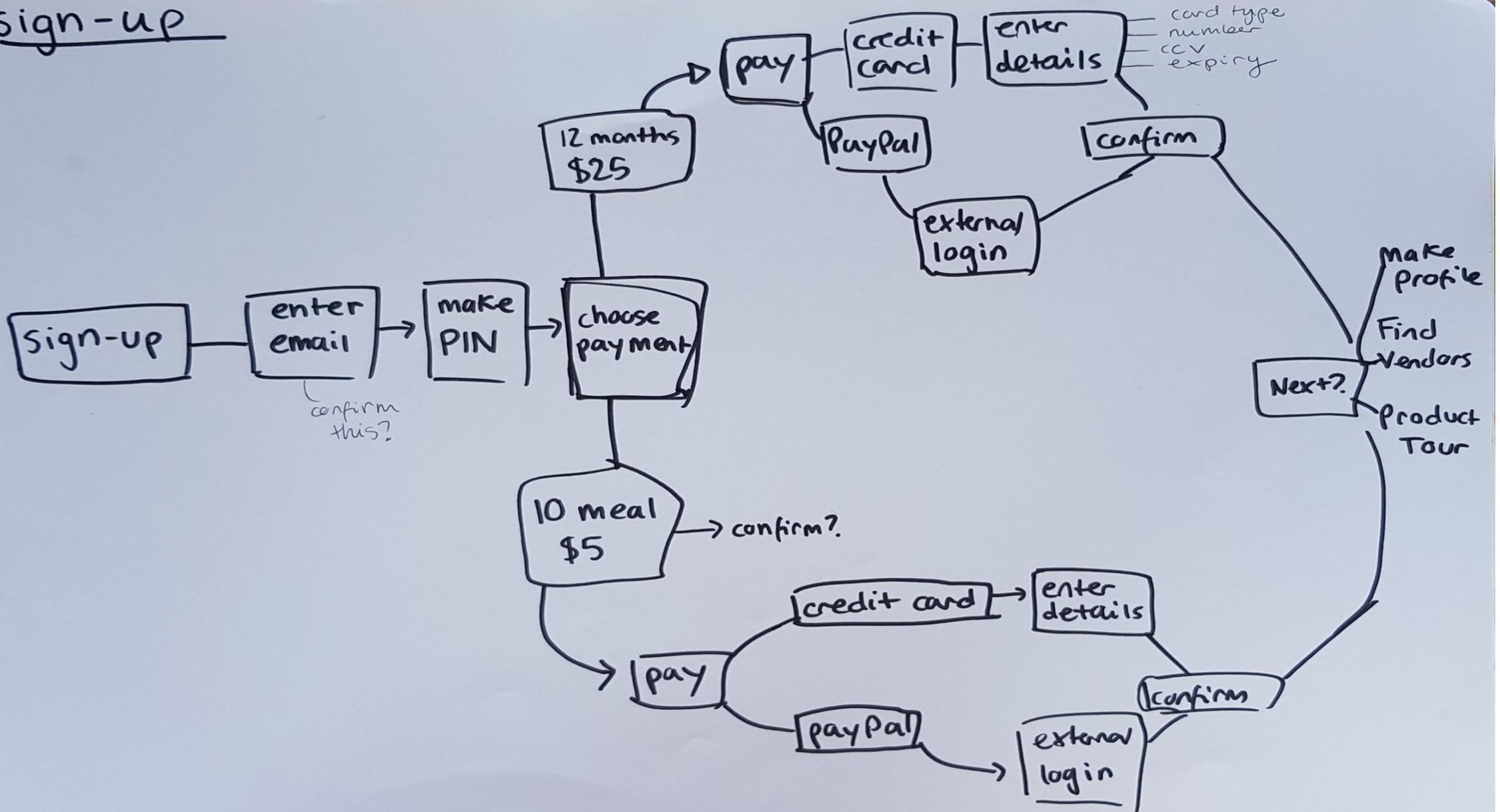# Sarah's BorrowBox story – ideation sketch
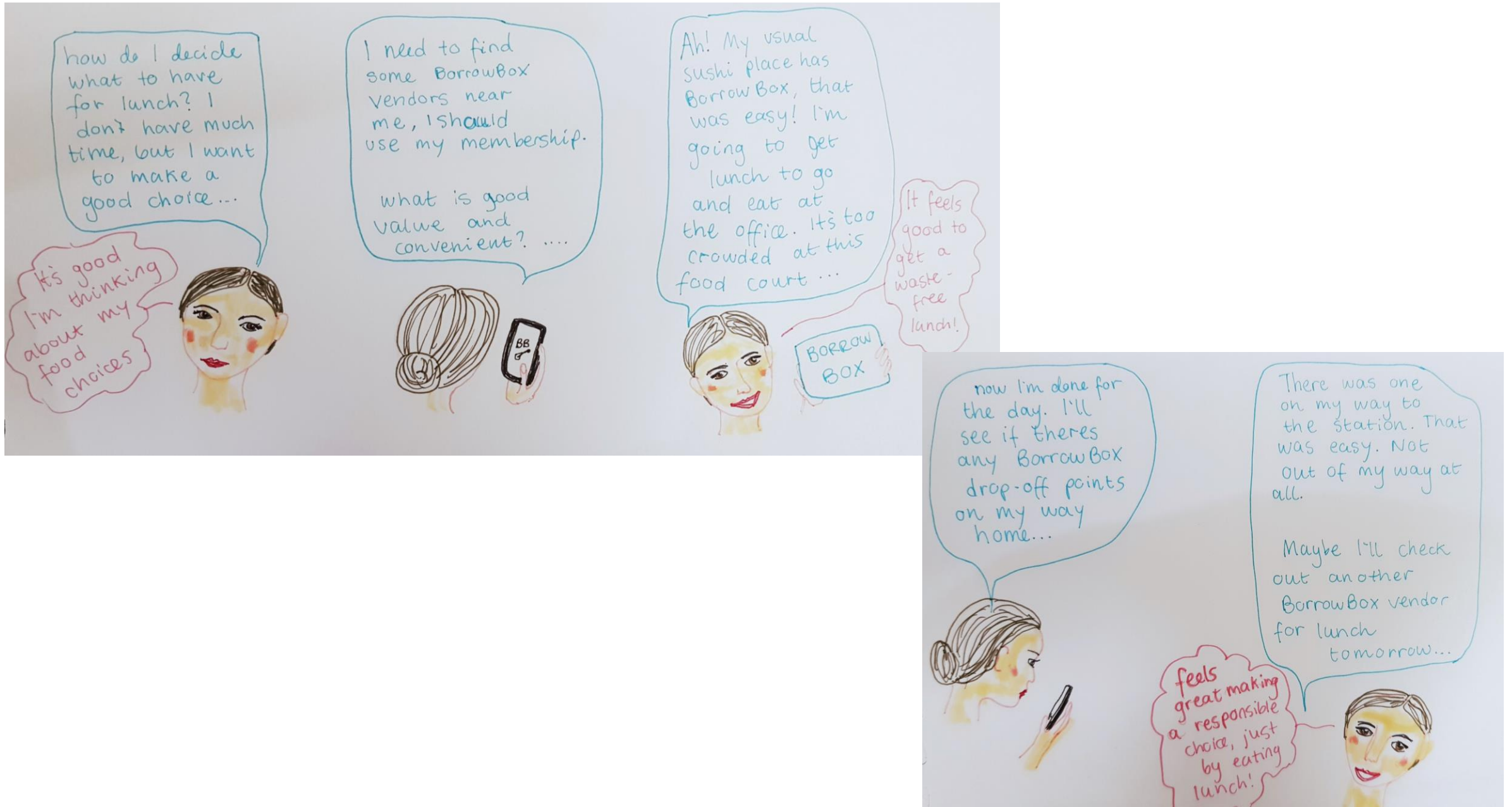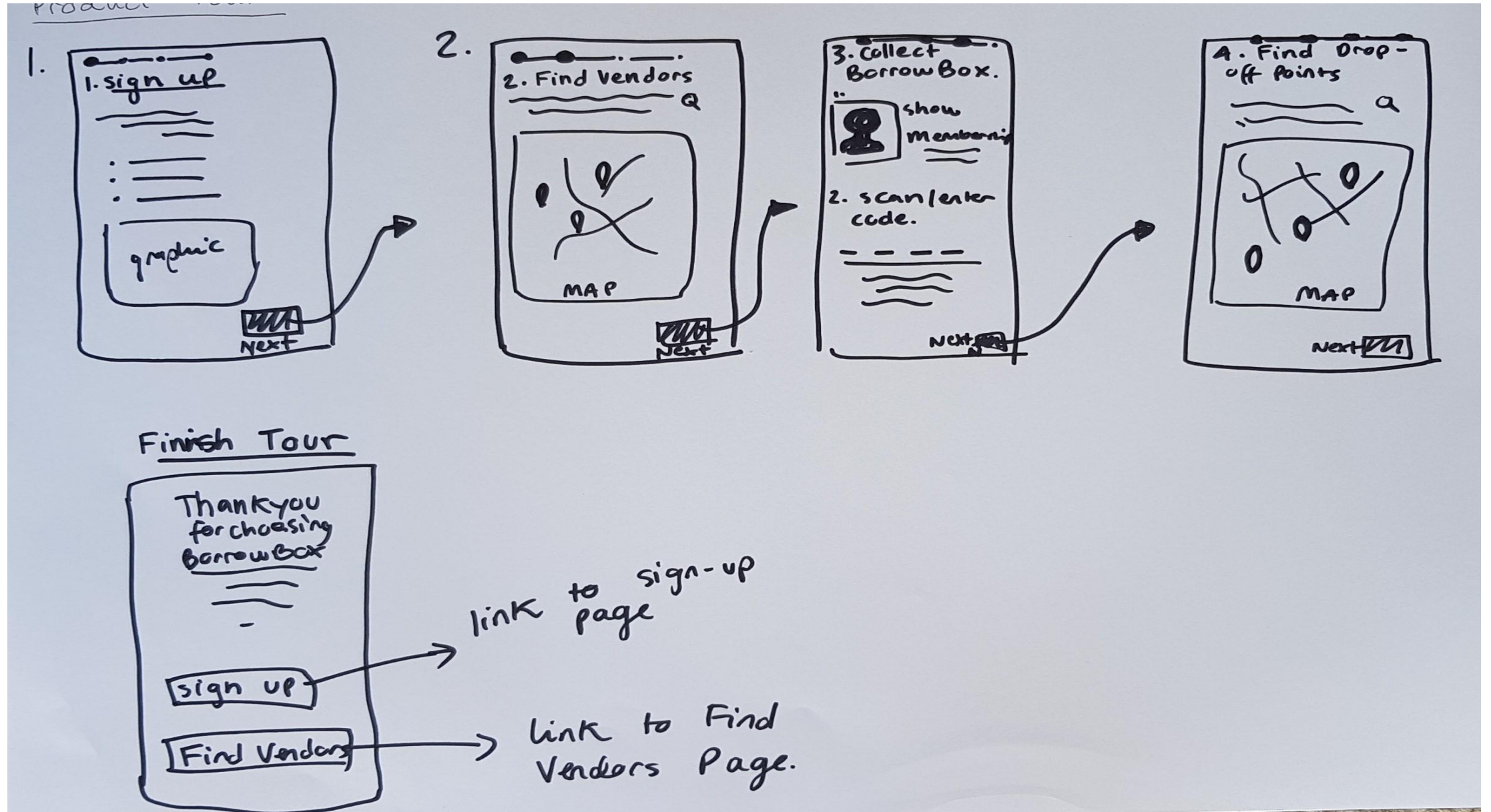
Wireframing- Product Tour

Wireframing- Sign-up process

Paper Prototype- Onboarding

Product Tour

1.
1. sign up

graphic

Next

2.
2. Find vendors
Q

MAP

Next

3. Collect Borrow Box.

show Membership

2. scan/enter code.

Next

4. Find Drop-off Points
Q

MAP

Next

Finish Tour

Thank you for choosing BorrowBox

sign up → link to sign-up page

Find Vendors → link to Find Vendors Page.

Mood Board

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Target audience is an office worker:

What are they ALREADY engaging with in reducing plastic waste? coffee cups? drink bottle?

what is their lunch time routine like? is it rushed, is it based on convienience?

where does a re-usable lunch box fit in to their lunch experience?

what other things can be part of lunch time that can be used as an engagement tool? social, competitions? games? eating lunch together? favourite places to eat etc??

How can existing office/ work culture be utilised to embrace the lunch box scheme?

the keep cup is a good example of uptake - no digital partner though?

From google.com.au

https://www.biome.com.au/lunchbots-stainles

LunchBots Bento Box Cinco Blue Dots - Biome Eco Stores

LunchBots Bento boxes are 60% larger than the classic Lunchbots range. Great for packing lunch or snacks. LunchBots lunch boxes lids and containers are manufactured from high quality, food grade, 18/8 stainless steel. Free from BPA.

how to work within this space - how to create a flow that complements the existing ritual of getting lunch at a food court?
what can be enhanced through a digital experience?

Competitor Audit

- Go Box: https://www.youtube.com/watch?v=nJHxTBDAKAo
- Milk Crate (excellent onboarding)
- Lyra (tracking energy use and impact) https://startsomegood.com/LyraApp
- Joulebug (gamification and competition)
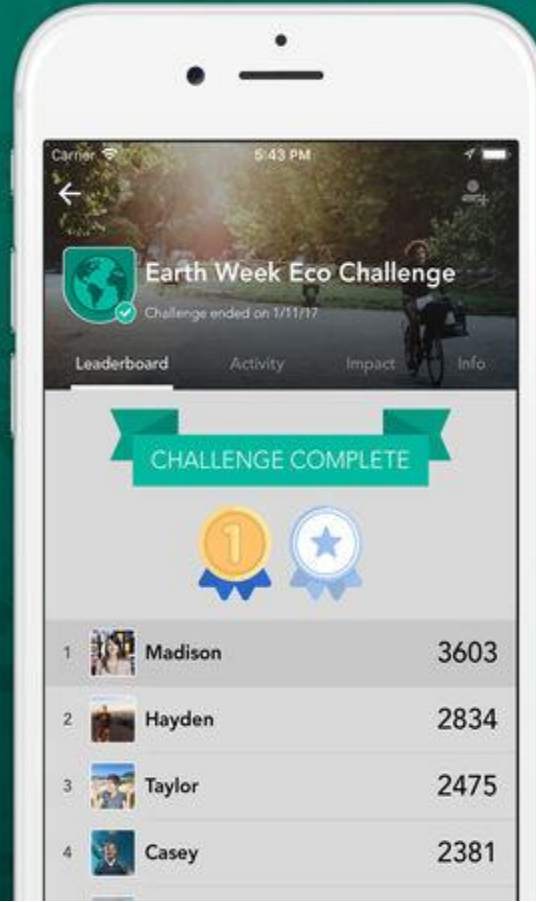- Recycle Nation (clear content and maps)

GO Box mobile app
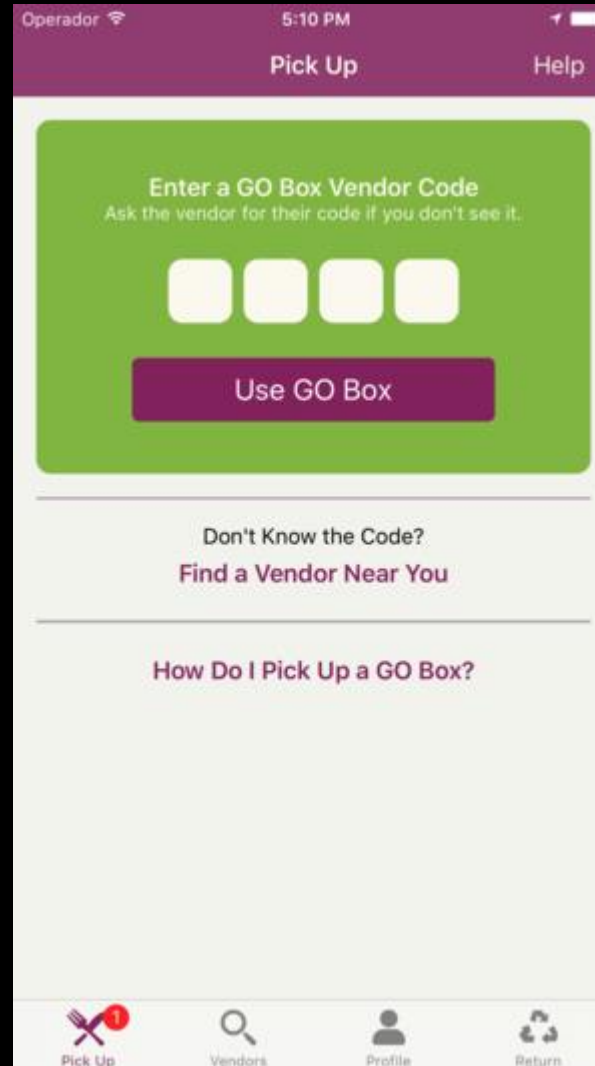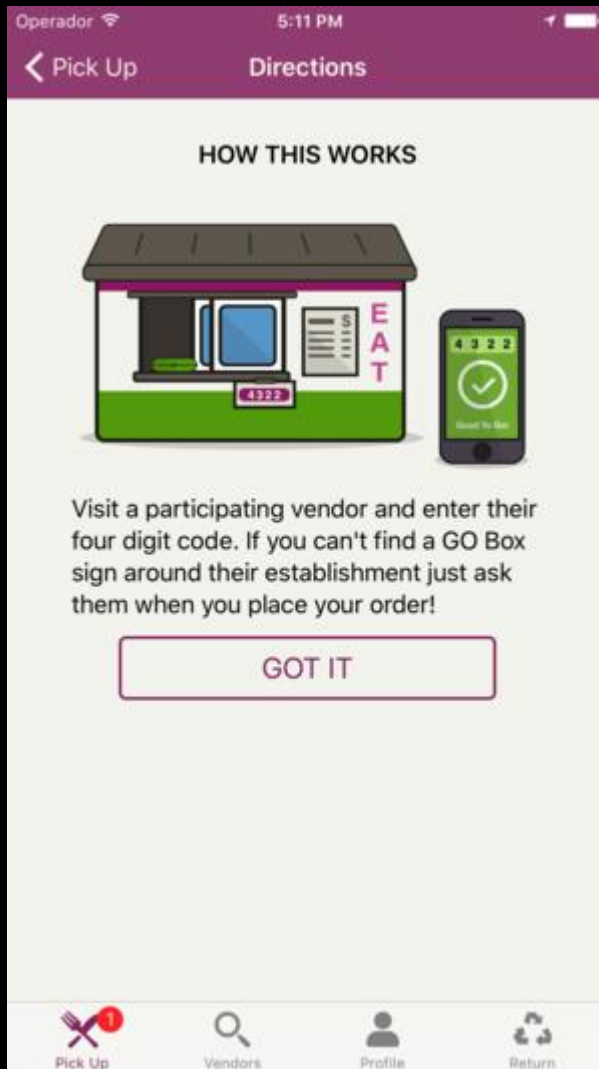
Joulebug
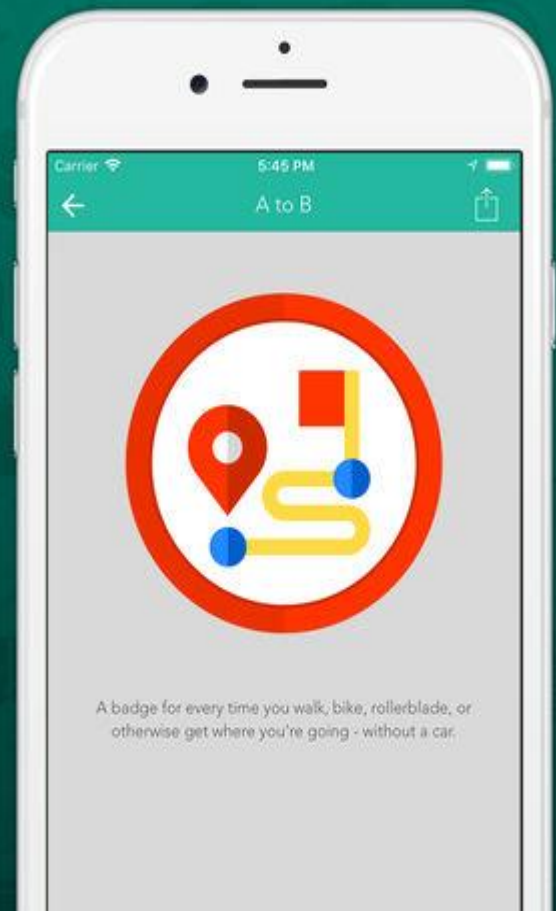

Buzz whenever you do something sustainable.

Compete in **Challenges** to see who's the greenest.

Join Communities to learn the latest on sustainability **near you**.
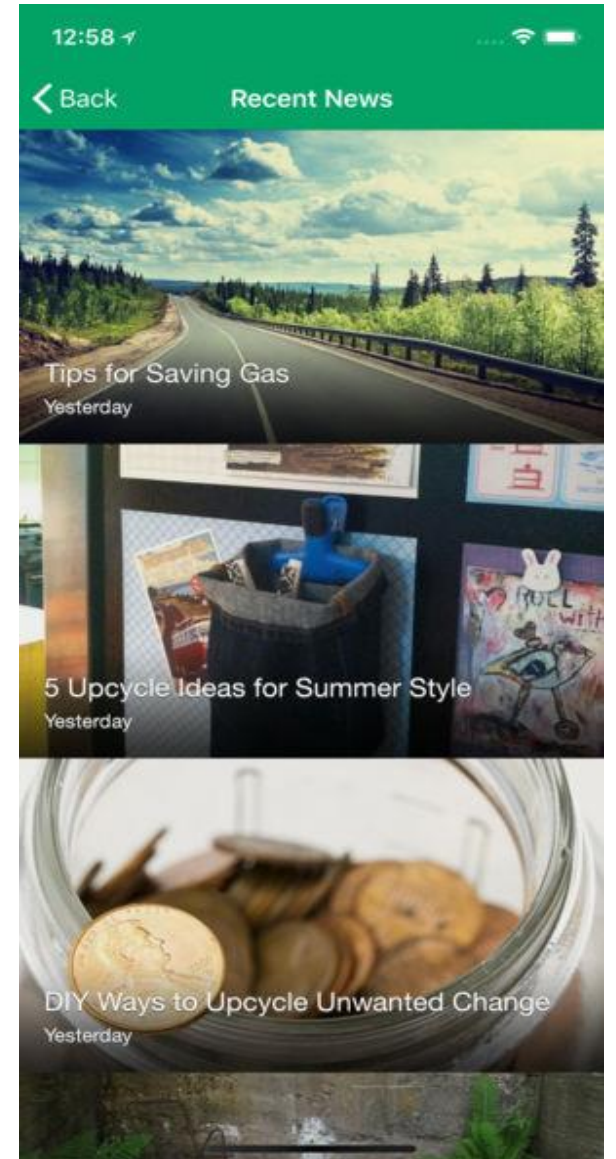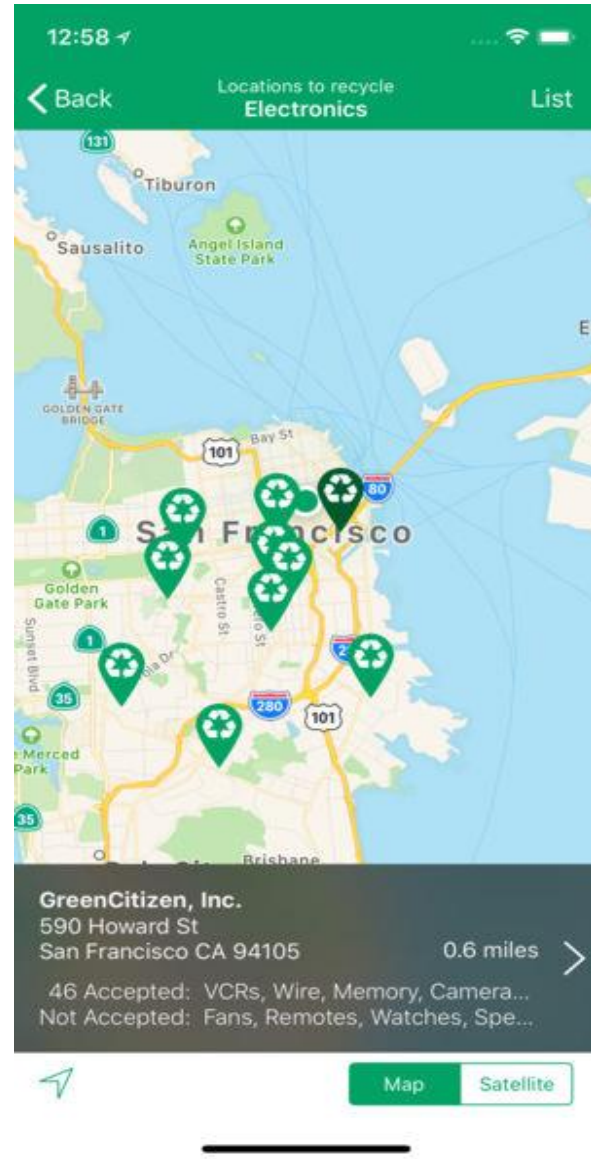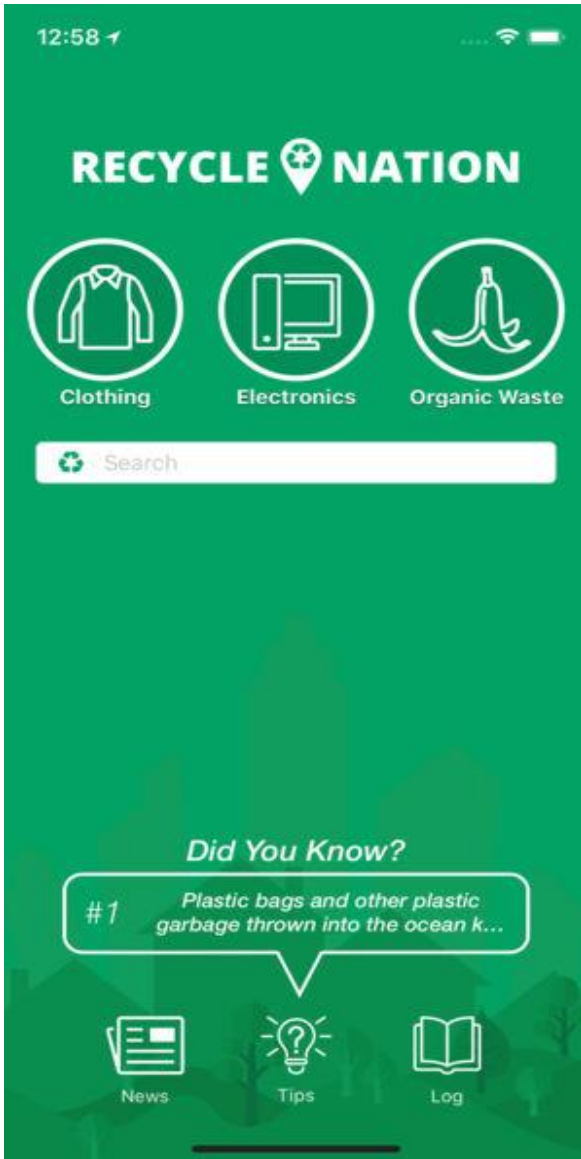
Earn Achievements for discovering new ways to go green.

Recycle Nation

AUSTRALIAN
NEW!
MADE & OWNED

MAKE
AN
IMPACT

Thank You