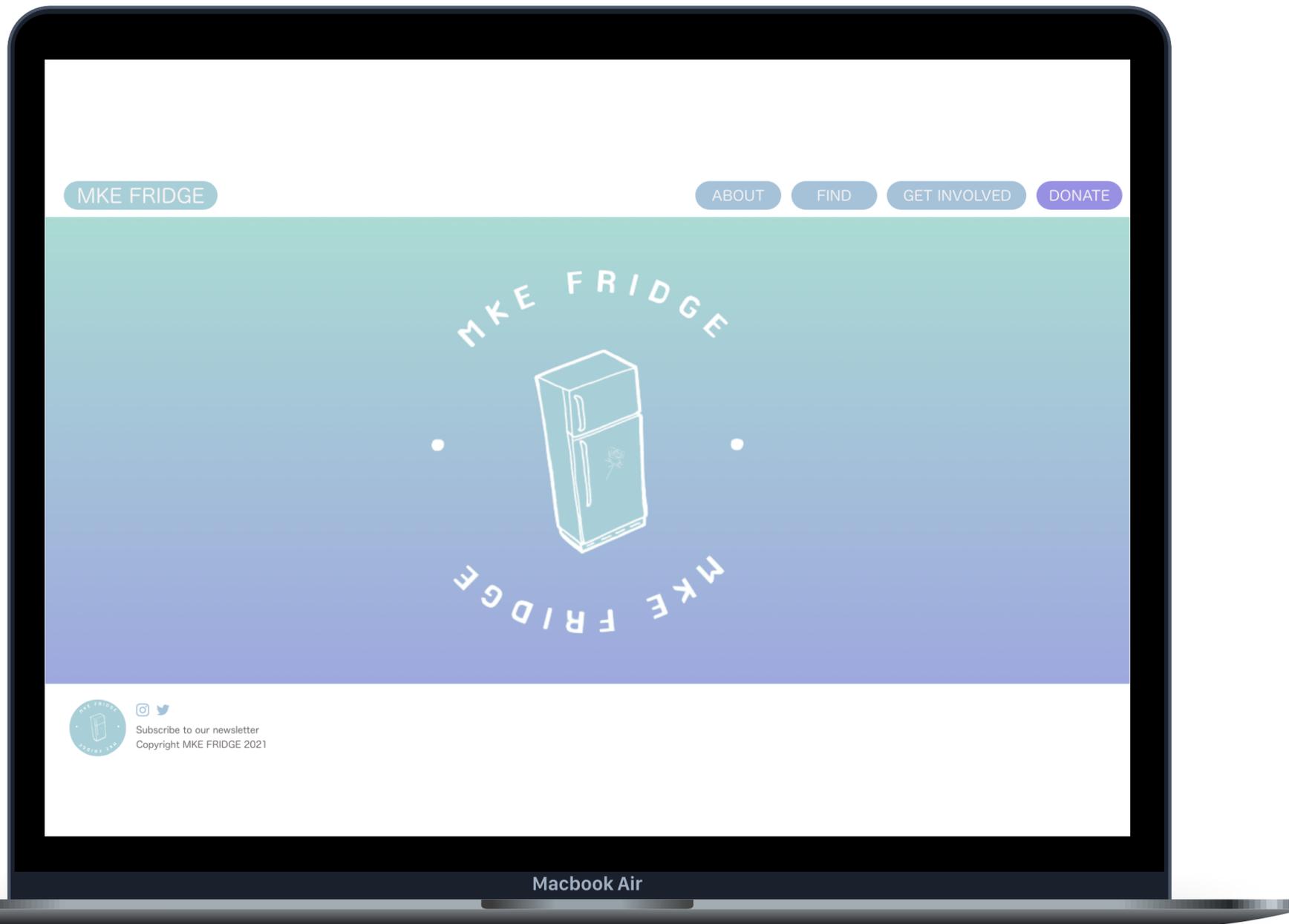


# MKE Fridge



EMILY A BIENIEK

# MKE Fridge

MKE Fridge is a Milwaukee-based initiative created to nourish communities through mutual aid by offering solutions to food scarcity and food waste.

## OVERVIEW

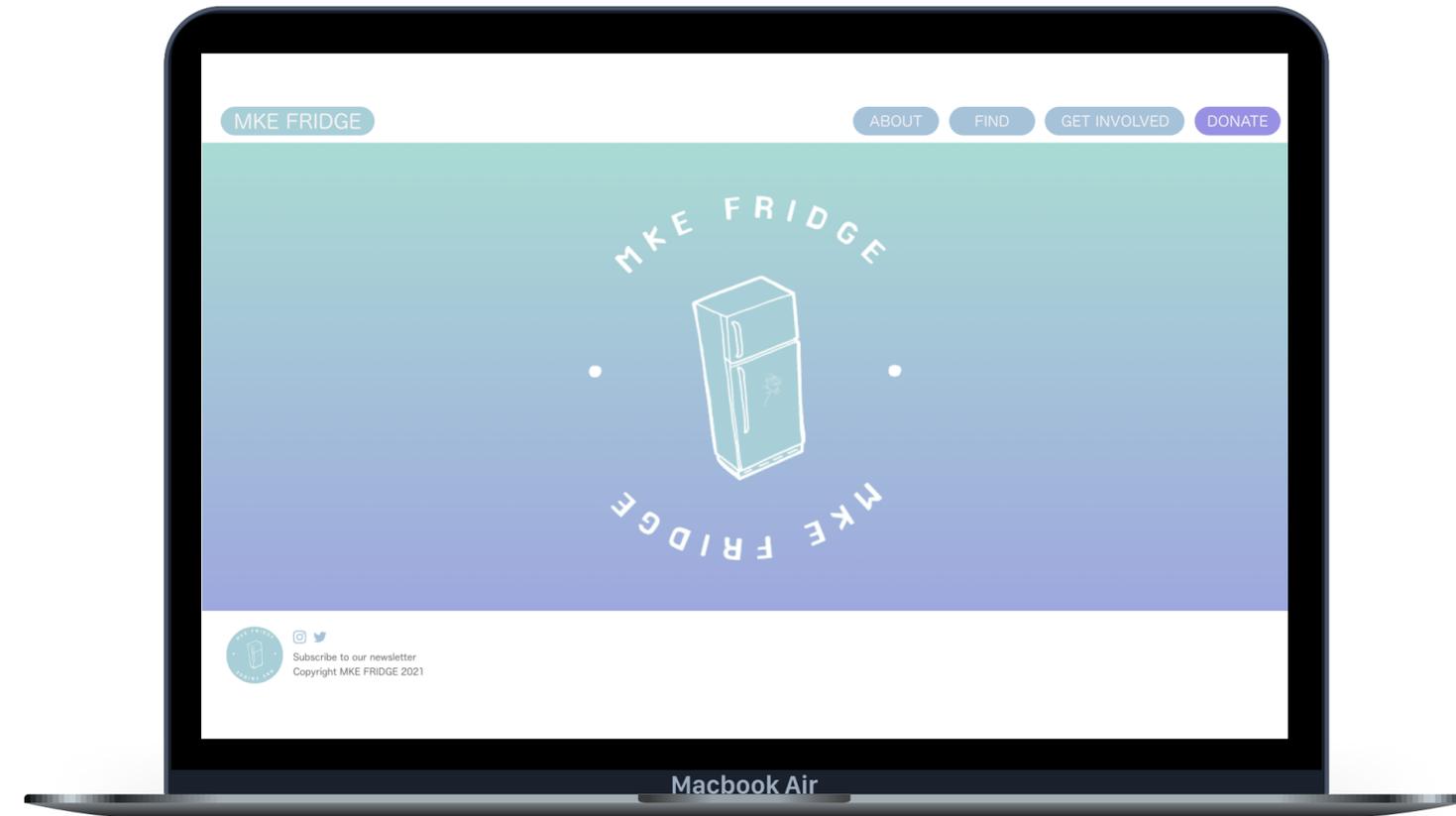
I designed this responsive website over a week for the Google UX Design Certificate. I was inspired by Love Fridge, a Chicago project with a similar purpose, and so I created a MKE Fridge as a high fidelity prototype for a similar project Milwaukee.

For this project I was responsible for user research, wireframing, prototyping, usability testing, iteration, and the creation of a final high-fidelity prototype.

## THE PROBLEM

# why did I create this website?

I designed this responsive website because I think it's important that organizations that are doing good work for communities have good branding and functional websites just like large corporations.



## CONSTRAINTS

# here's some constraints I ran into



### time

In order to complete the course, I had to work quickly throughout this process and manage my workload. I didn't want to rush the process and jeopardize the end result. But since this was just for my certificate I didn't have the pressure of deadlines for stakeholders.

### user needs

Creating this website for a fake mutual aid organization is a challenge because I had to find people to test the user flow with some knowledge of running a mutual aid organization or volunteering for this kind of organization. Asking myself questions helped me imagine these user needs, but nothing is as valuable as raw human feedback.

## TESTING

# usability study

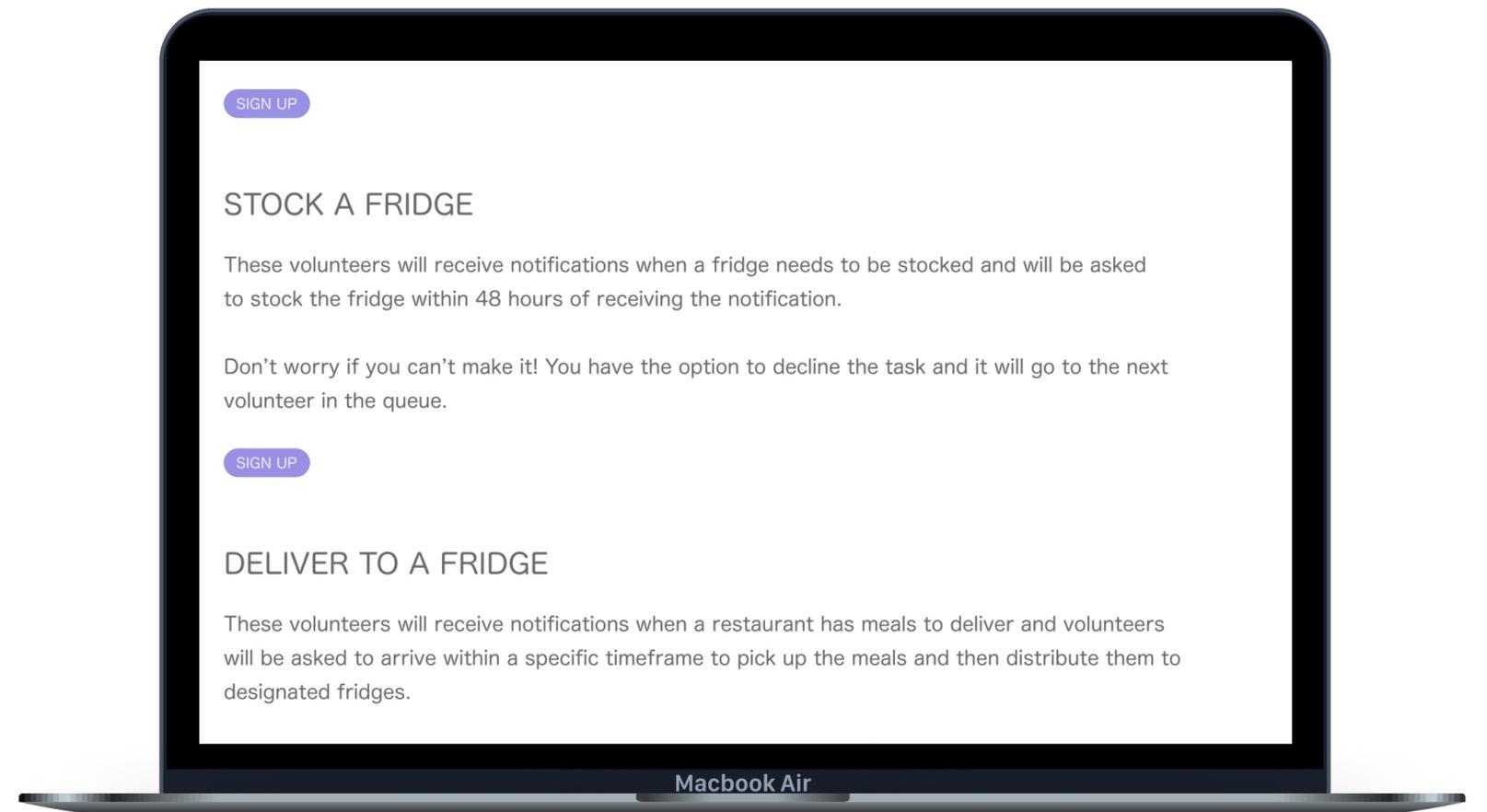
Study type: Unmoderated usability study

Location: United States, remote (each participant went through the usability study in their own home)

Participants: Five participants, each completing the study individually

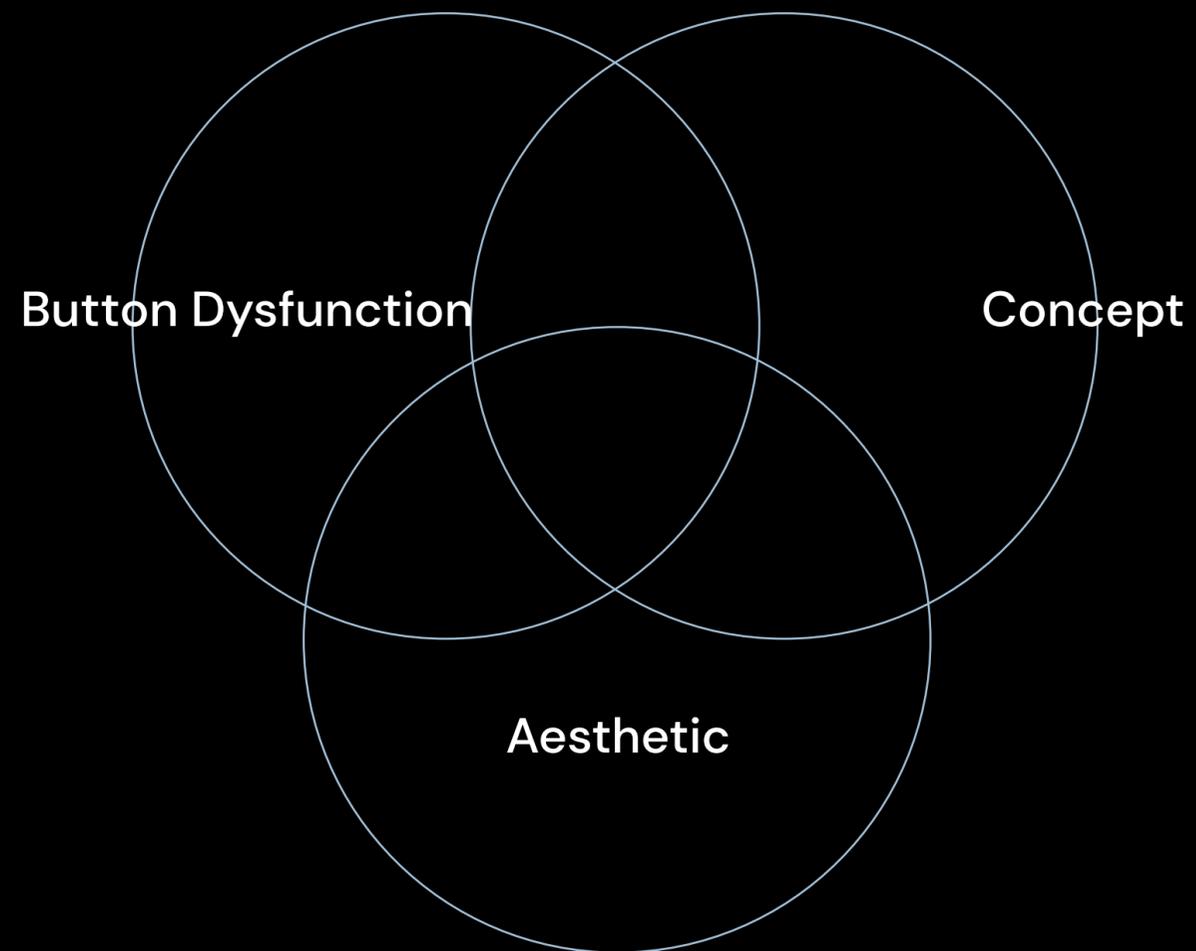
Length: Each session was 5–10 minutes, based on a list of prompts

Results: Users couldn't tell when they selected a interest on the sign up page. Users liked the color scheme. Users didn't understand the concept of MKE Fridge. User couldn't select the donate button if they didn't want to volunteer.



## USABILITY STUDY OUTCOMES

# some themes from the study



### Button Dysfunction

Users could not donate to MKE Fridge

### Concept

Users didn't understand what MKE Fridge did

### Aesthetic

Some users had difficulty reading the text, but most liked the color scheme

## SOLUTIONS

# here's what I did about it

### impact

I made sure every button was clickable on the page.

### impact

I made sure the text was legible as the page colors transition in the gradient and double checked to make sure the text was meeting accessibility standards.

### impact

I added more copy explaining the concept of MKE Fridge. High quality photos would add even more clarification, but for now all I can work with is photos.

## THE TAKEAWAY

web then mobile?

mobile then web?

While designing the responsive website for MKE Fridge, I learned the importance of designing for both mobile and desktop websites.

I'm thankful for this experience of learning UX Design through this certificate program because not only is it teaching me how to build apps and websites, I learned the importance of designing for users and not just what looks good to me.