

## MoM - Minutes of Meeting

**Date:** 11.11.2020

**No.:** 5

**Location:** P35

### Attendees:

Andor Davoti

Aurora Kiese

Sindre Fladvad (meeting leader)

Thomas Stoltenberg (secretary)

### Meeting Notes

- Discussed the different project names, decided the name “cFood”, as it works both for English and is understandable for people with limited english knowledge. The name focuses on seeing food, and is not too long. A catchy name that is easy to remember, and not used in other settings and existing products/services.
- Created a logo and decided that different variants of green works best with the logo and profile for the website. Focused on the WCAG guidelines, important that the color contrast of the green colour is readable for colorblind. Further important to not use a green and red combination, as that is the most common color blindness. Used Hatchful logo generator to create the logo.
- Used colormind.io, an AI generated color palette generator for inspiration to the color profile for the app. Modified the colors to some extent to improve readability for colorblind, and used a contrast checker to improve readability.
- Researched universal design, focused on the paper “Maximizing usability: the principles of universal design. Assistive technology” by Story, M. F. (1998).

- Important for us that the website and app was equitable for all users. In other words the design is useful and accessible for people with diverse abilities.
  - Focused on using strong color contrasts to avoid stigmatizing users with color blindness. The most common color blindness is the red/green distinction, which we purposely avoided by adding a white circle around the english and norwegian flag icon in the navigation bar.
  - We want the design to be easy to understand. The design must be simple and intuitive to use, regardless of the experience, language skills and knowledge of the user. In practice we incorporate this by arranging information consistent with its importance. Using short sentences without too complex language and trying to convey the most important information first. Further it is important that citation is easy to access, so users can easily find the sources we use.
  - Also important that the mobile app and website is easy to access by providing adequate target areas for the users. This includes buttons being in the appropriate size such that all users can access them regardless of finger size and mobile device size.
- 
- Which font do we want for the web-page?
    - <https://medium.com/productivity-revolution/10-best-fonts-for-improving-reading-experience-6171ce199e97>
    - Researched which font is best for reading experience and agreed to go for Montserrat.
- 
- Created user stories to develop a better idea of how to create the app and focus on the end users of the app.
    - As a user/consumer, I want to easily and in short time compare organic footprints on different products in the grocery store.

- As a consumer, I can scan food and access information about the product's ecological footprint.
  - As a consumer, I want simple and transparent information about the production cycle of the product.
  - As a consumer with an interest in animal welfare, I want to compare goods in a simple way so that I can choose products with a good animal welfare profile.
  - As a consumer, I want to easily choose items that are locally produced.
- For next meeting:
    - Sindre: Make a PACT analysis of the app, to understand better how to design the app and website and further improve accessibility.
    - Andor: Make the full size image layouts for the solution and challenge page.
    - Aurora: Make the privacy policy and terms of use page.
    - Thomas: Write content for the challenge page.