



SWITCH

Switching European food systems for a just, healthy and sustainable dietary transition through knowledge and innovation

First version on Hub digital experience

D6.5

March 2024



Table of Contents

Table of Contents	2
Disclaimer	3
Copyright message	3
Document History	4
Partners	5
Abbreviations and acronyms	6
Executive Summary	6
1. Introduction	7
Digital Hub Experience	7
Strategy for developing the DHE	8
Purpose of this deliverable	9
2. Figma app	10
Description	10
Onboarding	10
Hub Dashboard	10
Europe Dashboard	11
Main Menu	11
Noteworthy Observations	12
3. Link to Figma app	13

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Document History

Deliverable Title	D6.5 – First version on Hub digital experience
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11 March 2024	Revised version 1	Revisions and suggestions provided by José Luis Vicente-Vicente (ZALF), Malin Barman (Chalmers)
15 March 2024	Second version	Shared with reviewers of CMCC (Matteo Bellotta, Andrea Magnani and Maria Vincenza Chiriaco) for the quality control
19 March 2024	Consolidated version	Sent to Coordination Team for final review
26 March 2024	Final version	CMCC approved revisions and finalized the document

Partners



Antistatique

Abbreviations and acronyms

DHE	Digital Hub Experience (sometimes Hub Digital Experience)
EPFL	École polytechnique fédérale de Lausanne
WP	Work package

Executive Summary

This deliverable presents the work in progress of the Digital Hub Experience (DHE). This takes the form of an interactive Figma file which demonstrates the key functionalities of the DHE app. This version intends to serve as a key prompt for co-creation activities with Hubs and stakeholders, as well as for further design development.

1. Introduction

Digital Hub Experience

This deliverable shows the first design of the Digital Hub Experience (DHE). The DHE is the central landing point composed of three apps or web apps, targeted at citizens, chefs and policy makers respectively. These are expected to increase knowledge, facilitation and connectivity among different actors, enabling access to affordable, safe, traceable, healthful and sustainable food at all levels.

Citizen's app: A digital tool to engage citizens in Hub activities, inform them about healthy and sustainable diets and to collect data about their food choices and behavior.

Chef's app: This is seen as a digital tool for chefs and kitchen professionals to post recipes that highlight the sustainability and nutritional value of their ingredients.

Policy Maker's app: A digital tool for policy makers to aggregate and link dynamics and trends of food data and behavioral changes observed by SWITCH (and other databases) to identify factors that can transform the food agenda.

We propose that the apps will not exist as separated, self-standing items but as an ecosystem of related functionalities that can ignite action. Nonetheless, the DHE remains the central starting point for all users of the app.

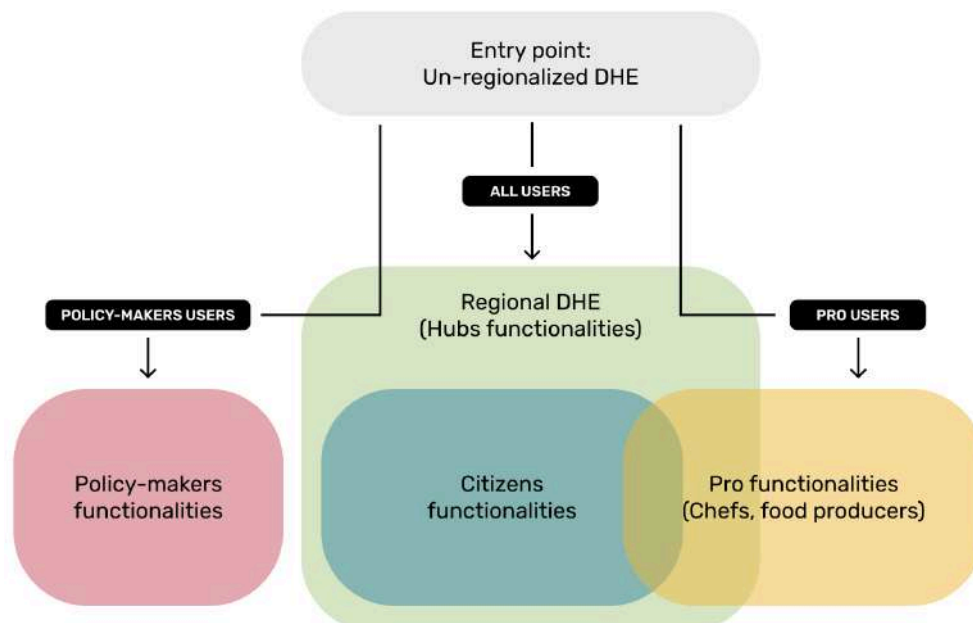


Figure 1. Diagram showing the overlapping structure of the three apps and overall Digital Hub Experience, highlighting how the four apps will not exist as separated, self-standing items but as an ecosystem of related functionalities that can ignite action.

The Digital Hub Experience (DHE) will source the essential data for its diverse functionalities from the DataLake, both for external resources and information generated by other Work Packages and project activities. For instance, the DHE will access the SWITCH food items database, developed by WP3, through the DataLake to support the features designed for citizens and chefs. Additionally, the DHE will feed the DataLake with data on the utilization of its features, ensuring a continuous loop of information.

Strategy for developing the DHE

This deliverable represents the first Digital Hub V1 Figma App Creation (in light blue in the diagram Figure 2). The diagram shows how this initial version will be used to initiate a structure which the Citizens', Chefs' and Policy Makers' app will subsequently fit into.

In June 2024 we will release the Digital Hub V1 Figma App transferred for tests, which will incorporate first versions of the Citizens', Chefs' and Policy Makers' apps. We will use this version to implement co-creation activities and questionnaires. Feedback from this work will then be incorporated into the final design of the DHE and associated apps.

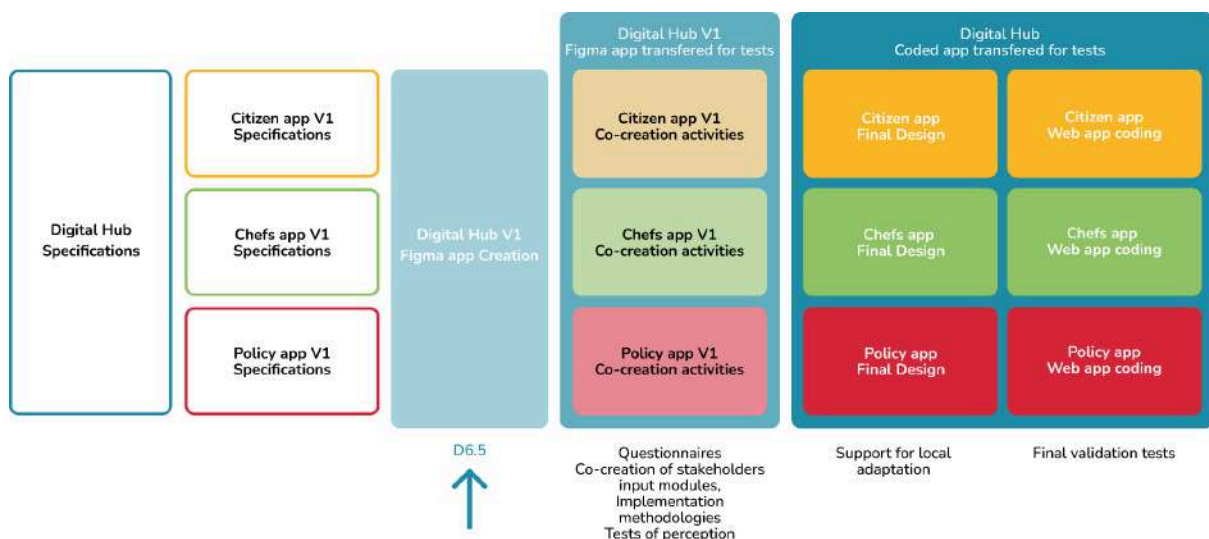


Figure 2. Diagram showing the stages of design and development of the Digital Hub Experience.

Purpose of this deliverable

It should be noted that this deliverable, an app demo of the DHE, has been designed to show the relationships between different functionalities and features. It does not go into specific details on functionalities and features, as they are yet to be co-created with the Hubs.

2. Figma app

Description

Onboarding

The app opens with a short onboarding process to determine certain characteristics of the user in order to direct them to tailored content. This includes:

- choosing the desired language (the five Hub languages plus English will be available);
- choosing their “profile type” (chef, farmer, policy maker or citizen);
- deciding whether they would like to look at a particular Hub’s content or access an un-regionalized version.

If the user chooses to have the profile of a chef or policy maker, they are taken to the SWITCH Pro or SWITCH Lex versions of the app respectively. The specific functionalities of these versions are not presented in this deliverable as they are still under conceptualisation and will be released with milestone n.6 at M18.

Hub Dashboard

If the user chooses to see content from a specific Hub during the onboarding process, then they are directed to the respective Hub Dashboard.

Each Hub will be represented by a Hub Dashboard which acts as a platform for them to communicate and promote their activities, tell their story and those of their actors and share local resources. The dashboards share the following common elements or modules that give an overview of the Hub’s activity. Each module is clickable to get more detail about the content summarized on the dashboard.

Daily Budget: This module will link to a tool to allow users to check the environmental and health impact of their diet. This module is still in conceptualisation.

Local Updates: This shows updates from farmers such as information about the latest crops to be in season. This module is still in conceptualisation.

Hub life: This includes links to local resources, stories from the community and information about hub events. Clicking on “Local



resources” takes you to a list of local initiatives that support healthy and sustainable eating such as farmer’s markets, restaurants or specialist shops. Clicking on “Our stories” takes you to a selection of short articles documenting events, profiles of interesting actors and other news and updates from the Hub. Clicking on an “Event” takes you to a page where details of that event are presented. There is also an option to see all the events listed on a page.

Recipes: Clicking on a recipe takes you to that recipe page, where alongside the normal ingredients list and method, you will find a link to the profile of the chef who created it as well as several indicators about its healthiness and sustainability. There is also an option to see all the recipes listed on a page.

Europe Dashboard

If the user chooses not to see content from a specific Hub during the onboarding process, then they are directed to the Europe Dashboard.

This contains similar modules as the Hub Dashboard but instead of content coming from a single Hub, it is aggregated to give a Europe-wide vision. These include:

European Updates: This shows updates from farmers around Europe.

Recipes: This shows recipes from chefs in all 6 Hubs.

Daily Budget: As before, this module links to a tool to allow users to check the environmental and health impact of their diet.

Hub life: This includes links to local resources, stories from the community and information about Hub events. Clicking on “Local resources” takes you to a list of local initiatives that support healthy and sustainable eating such as farmer’s markets, restaurants or specialist shops. Clicking on “Our stories” takes you to a selection of short articles documenting events, profiles of interesting actors and other news and updates from the Hub. Clicking on an “Event” takes you to a page where details of that event are presented. There is also an option to see all the events listed on a page.

Recipes: Clicking on a recipe takes you to that recipe page, where alongside the normal ingredients list and method, you will find a link to the profile of the chef who created it as well as several indicators about its healthiness and sustainability. There is also an option to see all the recipes listed on a page.

Main Menu

The main menu currently links to content about the SWITCH project goals and partners, as well as resources, such as reports and repositories generated by the project.

It also includes settings for user profiles, so that the user can save content and choices.

There is also a section for providing support for using the application.

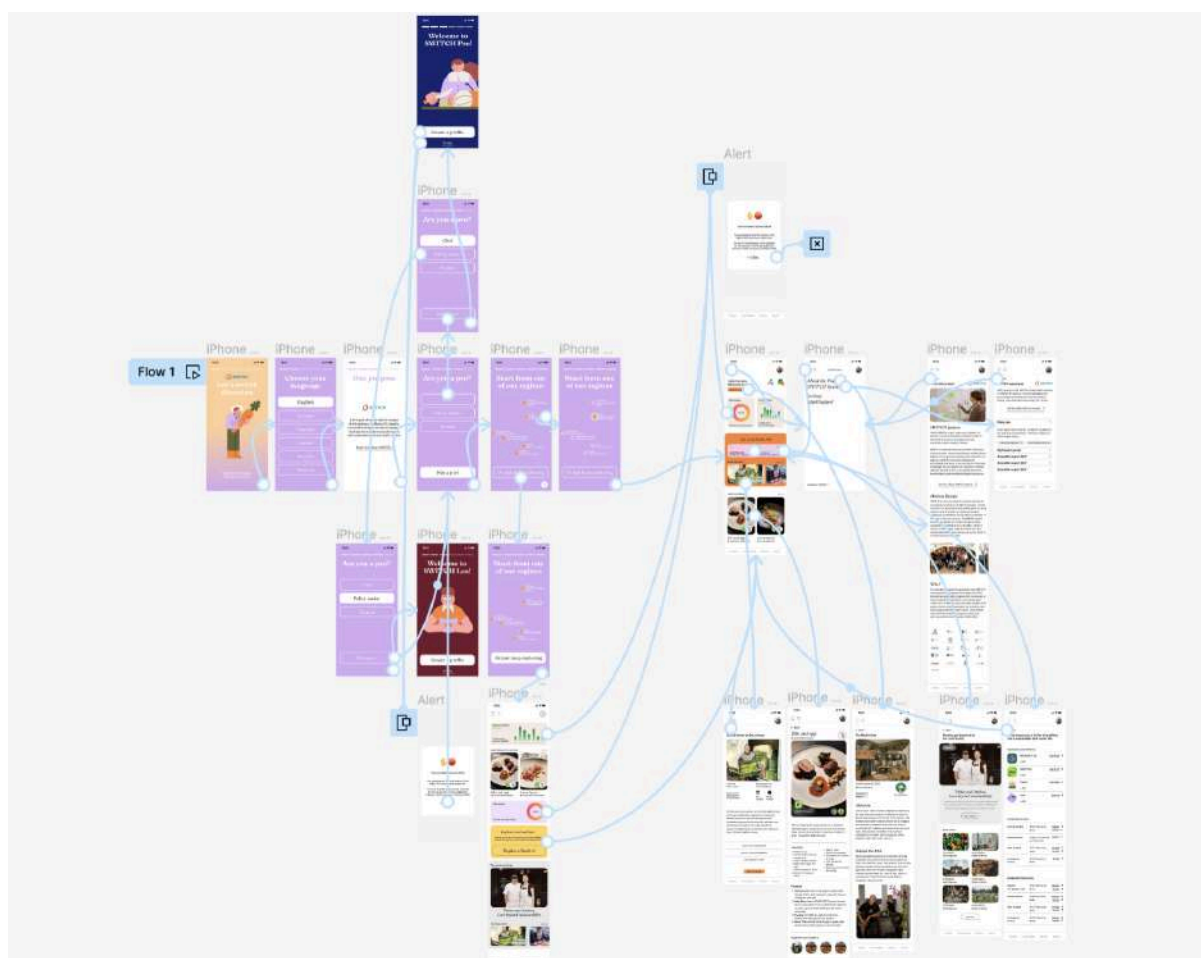


Figure 3. Overview of the current status of the application, showing the user flows between different screens and buttons. Below in the document is provided the link to access the file and navigate the application in detail.

Noteworthy Observations

Content: The textual and visual content present in this version of the DHE is intended only to illustrate its structure in relationship to the layout and designs. These elements serve as placeholders to demonstrate how the final content will be integrated and should not be considered as the definitive material. The collection and production of the final material will take place in following stages of the project, in collaboration with the Food Hubs and other WPs. For example, hubs will be free to provide their own descriptions of their events and activities, as well as writing their general description page. Communication material coming from WP8 could also be integrated in the pages of the Main Menu.

Functionalities: As this deliverable focuses on the DHE's structure, not all functionalities are available for interaction. Specific tools for chefs, citizens and policy-makers will be shared with Milestone n°6, due for M18.

Visual aesthetic: The visual design and layouts will still be subject to modifications and refinement until the final release of the apps. As previously mentioned in D6.4, our goal is to establish a visual language that differentiates the DHE from the multitude of already existing food-related apps, while also providing a concrete impact on the life of our users.

Hubs as users: Hubs will be able to upload contents inside of pre-defined templates in an autonomous way through a back-end system. For example, they will be free to upload new activities/events, and update lists and texts in all the pages related to their practice. As they are an unique type of user and their number is limited and pre-defined, they will be provided with access and thus will not have to go through the on-boarding process of the app.

Differences between Hubs: The general structure of the functionalities and dashboard will remain the same for all Hubs. However, with the release of Milestone n°6 (M18) co-creation activities will take place with the hubs and their actors, and that will possibly lead to the identification of regional differences that can be translated in design elements and implemented in the final versions for the apps.

Format and responsiveness: Currently the DHE is only browsable with mobile proportions. However, the final version of the applications will be fully responsive, although some tools might be limited on certain screen formats due to technical constraints.

3. Link to Figma app

Link to click-through app demo (on top bar click on *Options* > *Fit to screen*):

<https://www.figma.com/proto/DaWN7cgaZr790W5nompuE2/D6.5---First-version-on-Hub-digital-experience?page-id=0%3A1&type=design&node-id=2-317&viewport=-457%2C-667%2C0.52&t=sO3tsrfnzGBoVmEm-1&scaling=scale-down&starting-point-node-id=2%3A317&mode=design>

Link to production file and screen overview:

<https://www.figma.com/file/DaWN7cgaZr790W5nompuE2/D6.5---First-version-on-Hub-digital-experience?type=design&node-id=0%3A1&mode=design&t=lc9et2nmPw9wKF9W-1>