



RDSC Project 6 Lotus Foods

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Our Solution

Short Term - 1 month

Mid Term - 6 months

Long Term - 2 years

- Fix usability problems.

- Design a clearer site information architecture.
- Connect customers with food.
- Create a community for customers.
- Convey brand image more clearly.

- Offline community building.
- In-store promotion and advertising campaigns.
- Social network communication.

**Graph: Budget Needed*

Long Term

Mid Term

Short Term

Why Three Steps

Short term: Quick and easy to make changes

Mid term: Considering the budget constraint, it is not that realistic to start the technology-based off-line promotion in a short time. It'll be better for Lotusfoods to focus on promoting their company online, and in hence expand their customer base.

Long term: After Lotusfoods gets more customers after the mid term revolution, there will be enough budget to to do more creative and technology-based off-line promotion to engage more customers joining the lotusfoods community.

The background of the slide is a close-up, slightly blurred image of yellow lentils. The lentils are densely packed and fill the entire frame, creating a warm, textured background. The lighting is soft, highlighting the natural color and shape of the lentils.

Current Usability Problems

for short term redesign

Nav Bar & Footer



PRODUCTS ▾ / HEALTH / NUTRITION ▾ / FARMERS / TERROIR ▾ / MORE CROP PER DROP™ ▾

Not all categories are shown in Nav Bar, which may cause confusions. Also, store should be separately listed.

MORE CROP PER DROP™

50% less water + 90% less seed = 3X more rice

Lotus Foods Inc.

Lotus Foods Clinton Global Initiative Presentation
Thu Jul 03 2014
Minutes: 5 Tagged: Education

Lotus Foods
Thu Jul 03 2014
Minutes: 6 Tagged: Education

Lotus Foods Madagascar Pink Rice
Thu Jul 03 2014
Minutes: 15 Tagged: Education

Lotus Foods Madagascar Pink Rice
Thu Jul 03 2014
Minutes: 3 Tagged: Education

@Lotusfoods

Make a Beautiful, Healthy 'Grain Bowl' with the help of @goodappetit. Watch the video here! [#NYTCooking](http://t.co/hFzy0AeDBU) 3 hours ago

Spend over \$59 on <http://t.co/lu4PmYIEpj> and get free shipping + 3 free #riceramen! Use code: RICEMISO Yesterday

20 inspiring books selected by that entertain, inform, and reaffirm the importance of food and agriculture. <http://t.co/VTFAWhzVGI> Yesterday

Food Tank's Fall Reading List: 20 Great Books About Food <http://t.co/anRtdXer1> via @Food_Tank Yesterday

@Lotusfoods

Too many information are going on in the footer and they are competing with each other. The result is users lose interest in viewing them at all.

The "More Crop Per Drop" is listed here for attracting more attention. People are less likely to view the footer, especially when it is put together with youtube, twitter and pinterest posts.

The information here seems to belong the "Connect" category. And it should belong to menu.

If "Shop Now" button is beside menu, then there is no need showing it here.



Recipes



Locator



FAQ



Search



News



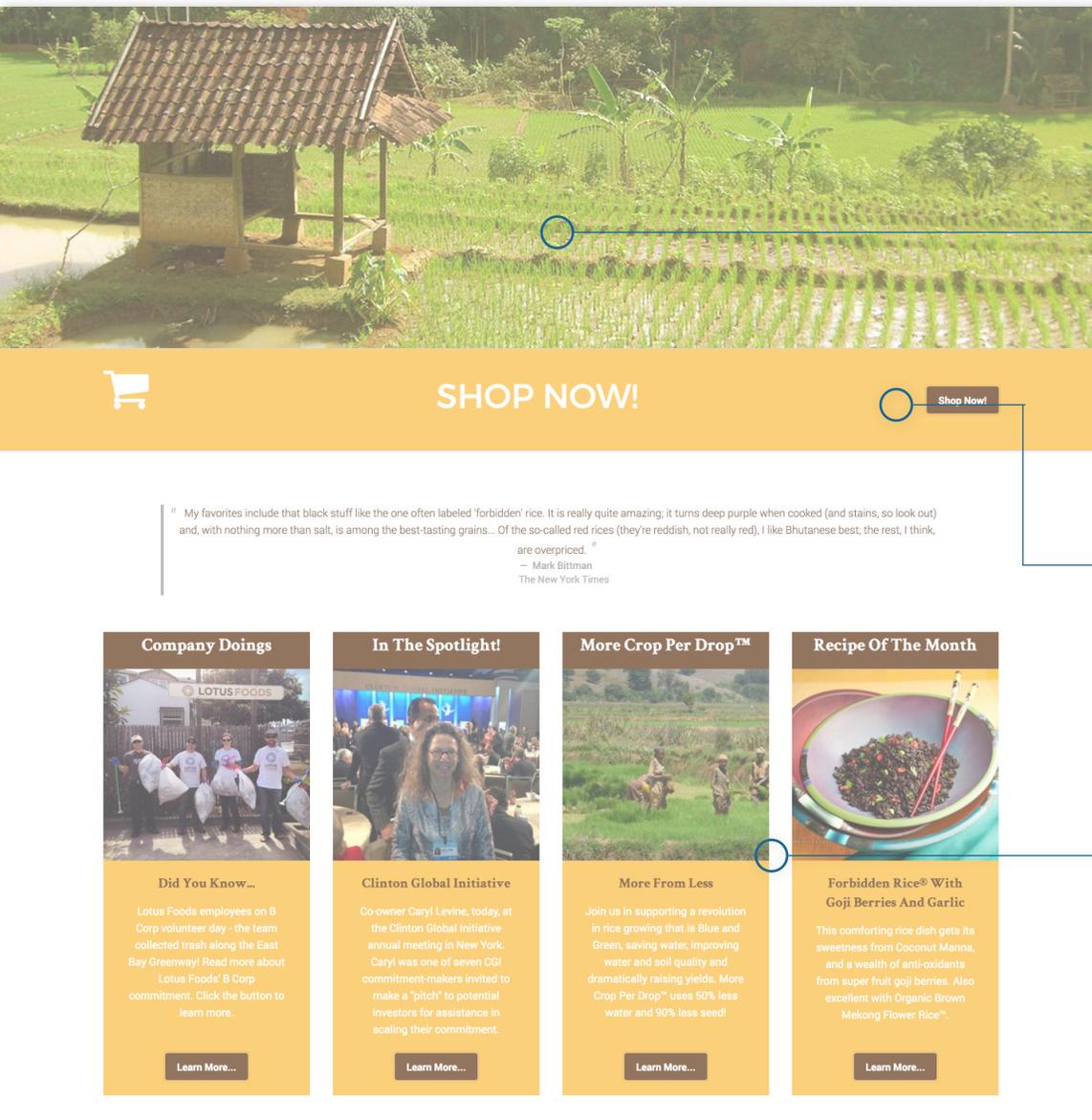
Contact


SHOP NOW!

Shop Now!

Home Page

The picture shown here doesn't show what the company do and what kind of product it sells. A good site should let users know immediately what they do.



Three separate places with same information. Only one is clickable, and they are competing with each other. One way to keep users seeing “Shop Now” button is putting it next to menu bar. So it will always show up on the screen.

These four sections are put together but they don't belong to the same category. The home page should focus more on promoting the product and get user's interest in exploring the site.

Product Info Page

ORGANIC VOLCANO RICE™ [Buy Now](#)

Brown & Red Heirloom Rices, Imported From Indonesia

Volcano Rice is a mineral- and antioxidant-packed blend of traditional aromatic West Java rice grown on volcanic soils rich in magnesium, manganese and zinc – essential minerals so often lacking in modern diets. A colorful blend of nutrient-dense Sintanur brown rice, whole grain red rice and lightly milled red rice that is reputed to restore vitality due to its high mineral, fiber and antioxidant content, it's no wonder the Javanese favor these healthy rices for their satisfying wholesome flavor. We're told that Sintanur, with a hint of vanilla-like Pandan aroma, is such a favorite with Javanese that they take it along when visiting other islands. Volcano Rice can transform any rice dish into a more flavorful and nutritious meal.

Volcano Rice is grown by a cooperative of Tasikmalaya family farmers using the System of Rice Intensification. With SRI they are able to increase their production and conserve their local rice biodiversity using less water, seed, land and no agrochemicals. The cooperative is one of the first in Indonesia to get the rice it produces certified as both organic and fair trade. In fact, it is the first rice to be imported to the US that qualifies for labeling as "Fair for Life." The standards for this certification, set by IMO (Institute for Marketecology), are perhaps the most stringent in the industry encompassing many social and environmental criteria as well the price premiums most people associate with fair trade. Due in large part to the benefits of the SRI growing methodology, the production and processing of the Volcano Rice surpassed the minimum required standards of IMO. Visit the Fair for Life website to see the ratings for the Simpatik Farmer Cooperative. And visit our MCPD section to learn more about this remarkable system and how it is changing the rice-growing world.

- Cooks in 30 minutes
- High in magnesium, manganese, zinc
- 100% Certified Organic
- IMO Fair for Life fair trade certification
- Gluten and wheat free
- Excellent source of minerals: magnesium, manganese and phosphorous
- A good daily source of protein, iron, molybdenum and complex carbohydrates*
- Vegan

*Diets rich in whole grains and other plant foods and low in total fat, saturated fat and cholesterol may reduce the risk of heart disease and some cancers.

◀ Organic Mekong Flower Rice™ Organic Rice Organic Madagascar Pink Rice™

4 people like this. Sign Up to see what your friends like.

Don't need two "Buy Now" button here.

There is no margin between the picture and the text.

Some nutrition facts images on hover are over stretched.

Product information is lack of information hierarchy. Main feature should be emphasized.

"Buy Now" button should open a new tab showing shop.lotus. Right now, lotusfoods.com and shop.lotusfoods.com are mixed together, which makes the experience more confusing.

Different certifications should have some information. Users don't know what's it about now.

Navigation within the same category is quite confusing.

The background of the slide is a close-up, slightly blurred image of a large quantity of yellow lentils. The lentils are piled together, filling the entire frame. The lighting is soft and even, highlighting the natural texture and color of the legumes. The overall tone is warm and natural.

Short Term Redesign

Nav Bar & Footer



PRODUCTS ▾ / HEALTH / NUTRITION ▾ / FARMERS / TERROIR ▾ / MORE CROP PER DROP™ ▾ / CONNECT ▾ / STORE



Added “connect” and “store” into menu.

Connect Us



Simplified footer.



At LotusFoods, what we have is more than rice.

[More About Our Rice](#)

Paul Shields
Lazy Acres, Santa
Barbara, CA

“ Lotus Foods Rice is of the highest quality, extremely consistent and provides the exotic flavors our discerning customers demand and by the way, the rice salads in our deli case are selling quite well!



We sell rice. Of all kinds.

[View more on our products](#)



Rice, treasure of mother nature.

We love fine food and are pleased to offer you delicious rice that will delight your senses and enhance your health and wellbeing.

[View more on Health/Nutrition](#)



Stories behind our rice.

Chosen for their prized flavors, exceptional cooking qualities, beautiful colors and pleasing textures, as well as their superb nutritional values, we bring you the most distinctive grains from around the world.

[View more on Farmers/Terrior](#)



More Crop Per Drop™

More Crop Per Drop is a different way of cultivating rice that doubles and triples their yields while using less seed, water, less or no chemical inputs. That's revolutionary!

[View more on Farmers/Terrior](#)

Home Page

Change banner into a slider. There will be some description for each picture, giving people informatino about what the company do

Change the layout of quotes, to make it more scanable.

Each category in the menu has a coresponding section, giving people more context of what is included and they can do in the site.

Product Info Page



ORGANIC FORBIDDEN RICE ®



The Emperor's Exclusive Grain, Imported From China

Now grown organically, our most popular rice is fabled to enrich health and ensure longevity. This medium-size heirloom rice is treasured for its delicious roasted nutty taste, soft texture and beautiful deep purple color. Extremely high in a class of flavonoid antioxidants called anthocyanins, Forbidden Rice® is also rich in iron and, according to Chinese herbal medicine, considered to be a blood tonifier. A striking presence on any plate, this once forbidden indulgence is now a wholesome everyday rice. It pairs beautifully with all cuisines - use it steamed plain, in a pilaf, stir-fry, salad or pudding.

As many antioxidants as blueberries? A new study shows that a spoonful of black rice bran or 10 spoonfuls of cooked black rice contains the same amount of antioxidants as a spoonful of fresh blueberries. [Click here for more information.](#)

For only \$0.50 a serving, this rice provides the richest nutritional value, providing a higher level of vitamins, minerals and fiber of any bran rice, as well as a comprehensive range of amino acids, proteins, vegetable fats and essential trace elements needed by the body.

One of the first rices we brought to the US, it took ten years, but now Forbidden Rice® is grown organically for us on hundreds of small family farms in the Black Dragon River (Heilongjiang) region of China's sub-arctic Northeast provinces.

Buy Now

- Cooks in only 30 minutes
- 100% Certified Organic
- Whole grain and heart healthy
- High in minerals: magnesium, molybdenum and phosphorus
- Good daily source of protein, fiber, manganese and complex carbohydrates
- Gluten Free
- Non-GMO
- Vegan



Certification 1: blablabla



Certification 2: blablabla



Certification 3: blablabla



Certification 4: blablabla



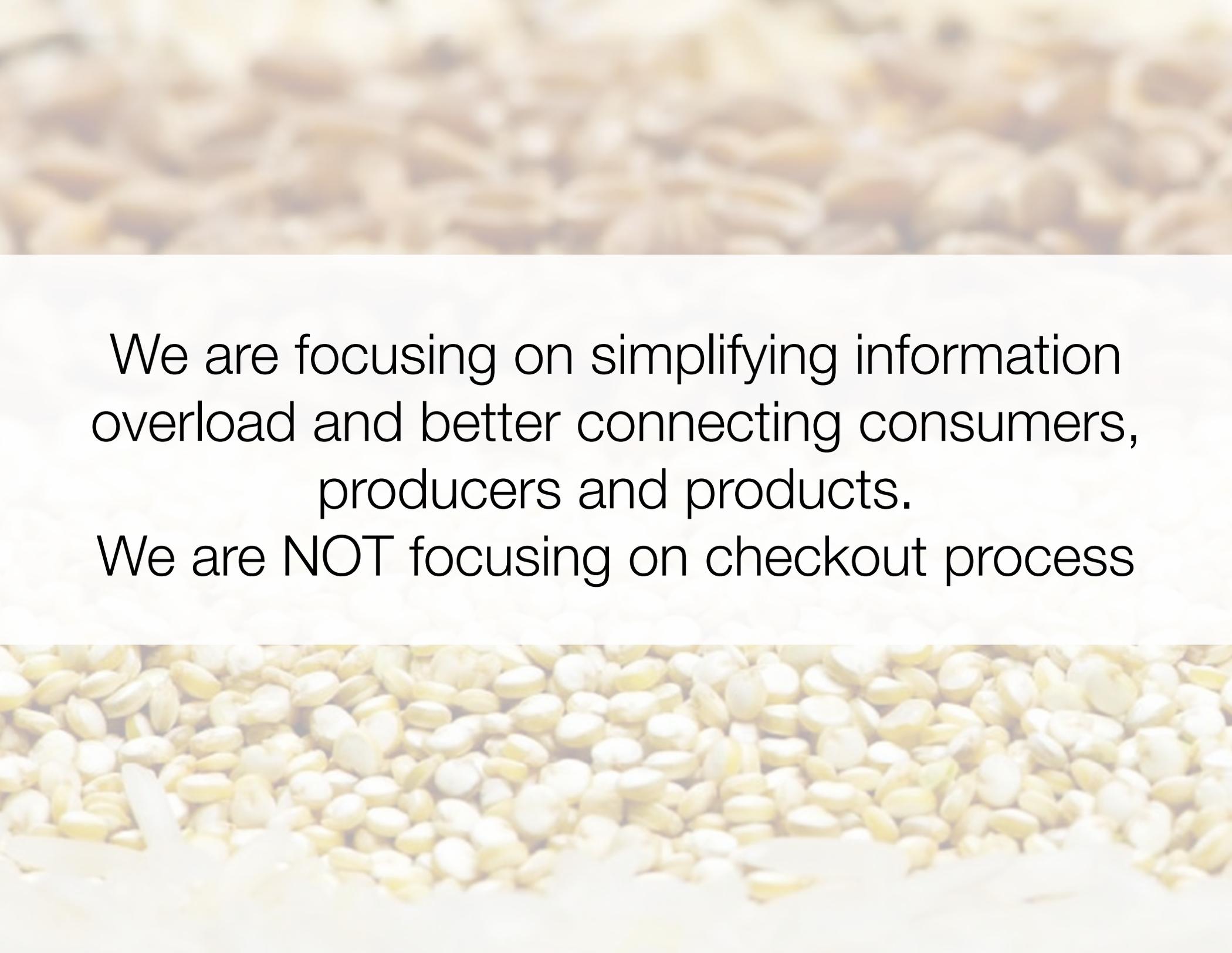
Certification 5: blablabla

Keep only one "Buy Now" button on the page.

Inform people what kind of certification it is.

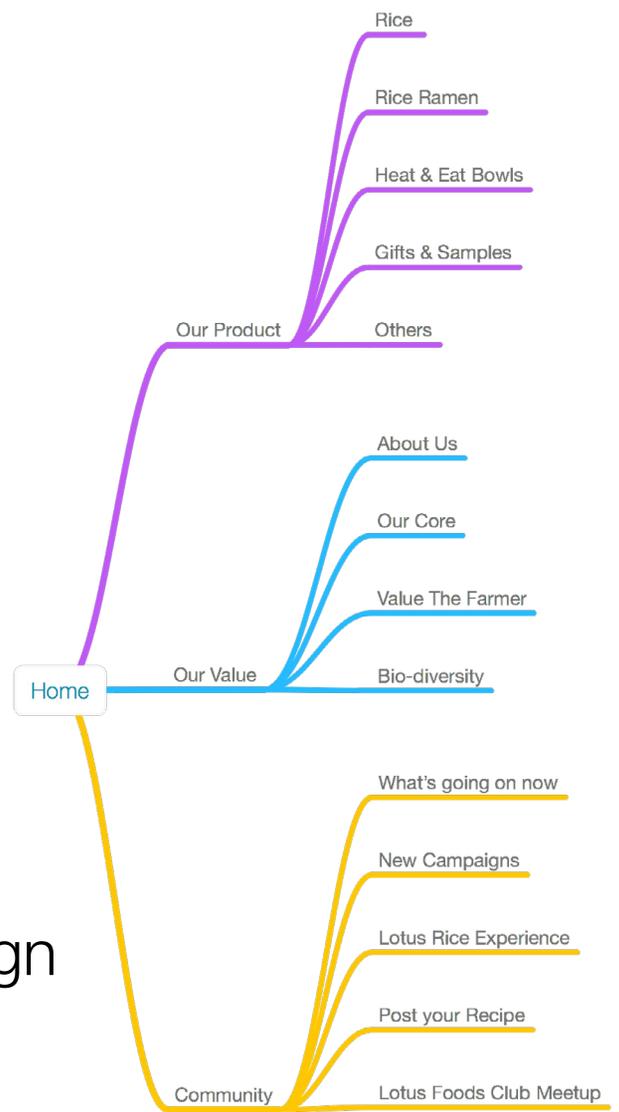
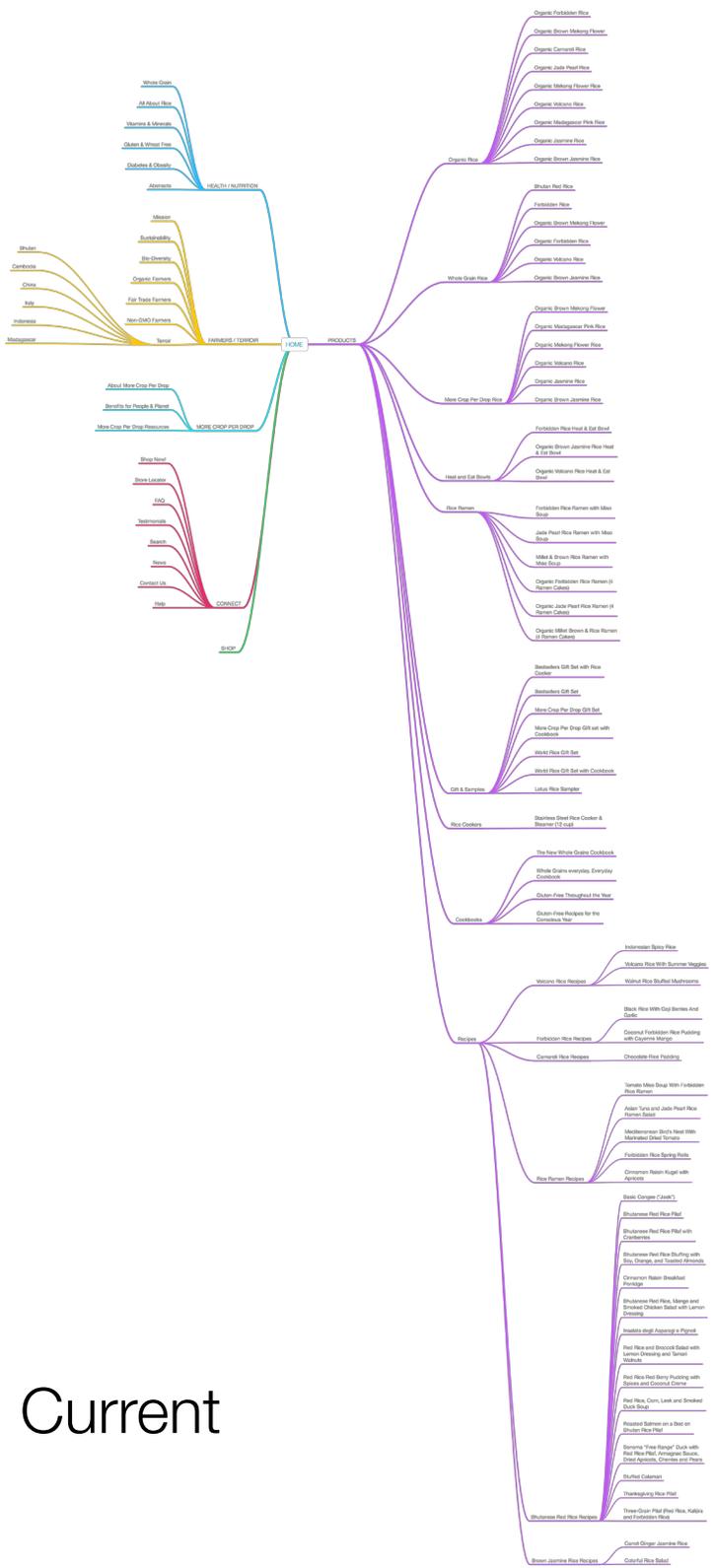
The background of the slide is a close-up photograph of a large quantity of yellow lentils. The lentils are piled high, filling the entire frame. The lighting is soft and even, highlighting the natural texture and color of the legumes. The top portion of the image is slightly more blurred than the bottom portion, creating a sense of depth.

Mid Term Redesign



We are focusing on simplifying information overload and better connecting consumers, producers and products.
We are NOT focusing on checkout process

Information Architecture Change



Current

Redesign

Connect customers with food

Organic Forbidden Rice



\$ 6.59

Size: 10 oz. bag ▾

Qty: 1

Water Saved: 10 kg

Add to Cart

Highlights

- Cooks in 4 minutes
- 100% Organic
- Gluten Free
- Non-GMO Project Verified
- Whole grain and heart healthy
- A natural source of antioxidants
- Low Fat
- Vegan

Certifications



Select highlights of product to help consumer know rice at a glance.

Story

Recipes

Nutrition & Benefits

Review (30)

Bring stories and recipes to the front with product pages.

Create a community

The screenshot shows a website layout for a community section. At the top is a navigation bar with the Lotus Foods logo and menu items: 'Our Products', 'Our Value', 'Community' (circled in blue), and a user profile icon with '(0)' next to it. Below the navigation is a 'WHAT'S GOING ON NOW' section featuring a large image of people working in a field. To the right of the image are three text boxes: 'Have You Taken Your Rice Bucket Challenge?', '[Recipe of This Week] Coconut Forbidden Rice Pudding With Cayenne Mango' (circled in blue), and 'First trial on Volcano Rice and fell in love with it!'. Below the image is a 'More Crop Per Drop' section with the text 'How much water have you saved? Post your achievement here!' and a date '@10.3.2014'. The main content area is divided into four columns: 'New Campaigns' (listing 'More Crop Per Drop - Join Now', 'Have You Taken Your Rice Bucket Challenge?', and 'Clinton Global Initiative!'), 'My Lotus Rice Experience' (listing 'First trial on Volcano Rice and fell in love with it!'), 'Post Your Recipe!' (listing 'Coconut Forbidden Rice Pudding With Cayenne Mango'), and 'Lotus Foods Club Meetup' (listing '[Bloomington IN] Foodies Attention! Let's meet and try New Rice! @10.3.2014'). Each column has a 'More...' link at the bottom. A blue circle highlights the 'More...' link in the 'New Campaigns' section.

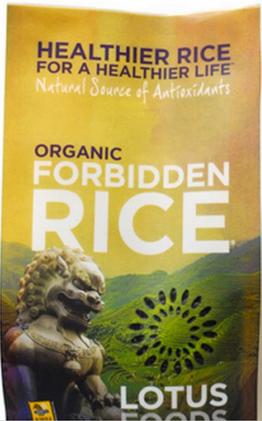
Community section will act as an online forum for both company and consumers to contribute contents.

What's going on now shows the trending topics in community.

Different sections could be set up for future online/offline community building.

Rebuild Company Image

Organic Forbidden Rice



\$ 6.59

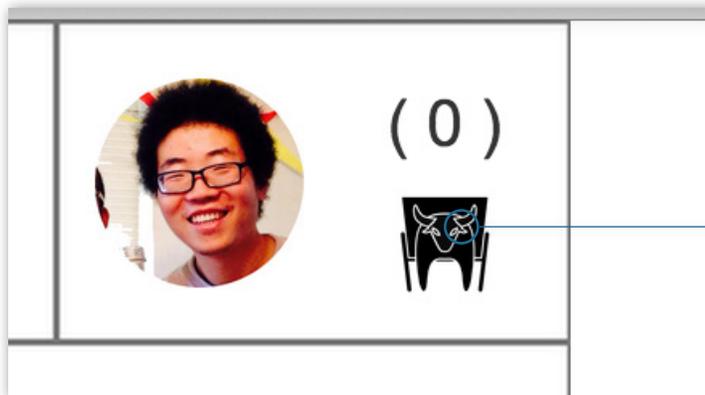
Size: 10 oz. bag ▾

Qty: 1

Water Saved: 10 kg

Currently, the language Lotus Foods use on websites are very information heavy, educating and full of jargons. Though it didn't reflect on our interface, what we expect in mid term will be the implementation of a more approachable and plain language.

Connecting More Crop Per Drop more closely to the specific product. Bring the social responsibility awareness of LotusFoods to consumers.



Little changes like the change of shopping cart icon could also matter in brand image.

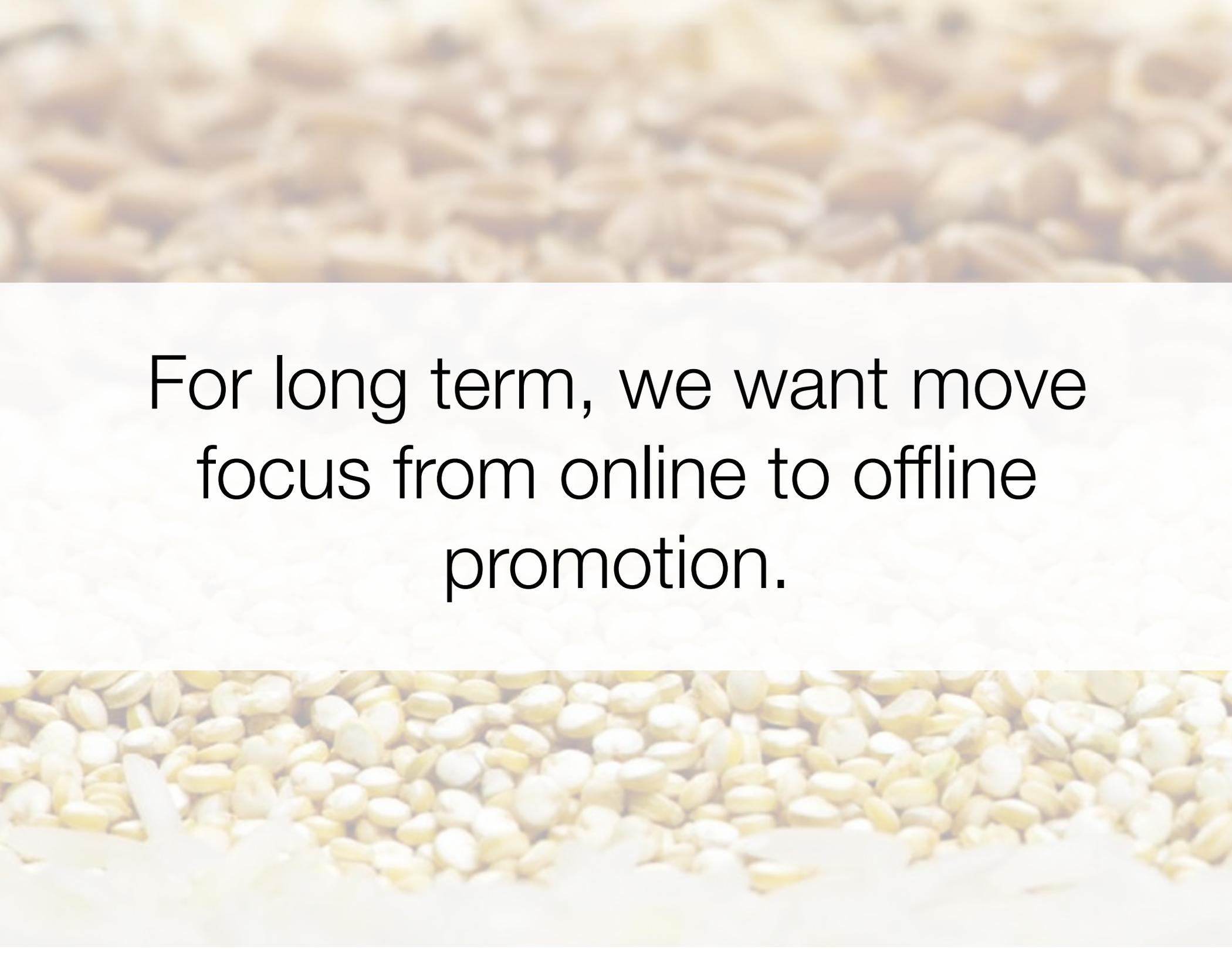


Link to clickable new website (demo) for mid term:

<http://vbn95d.axshare.com/#c=2>

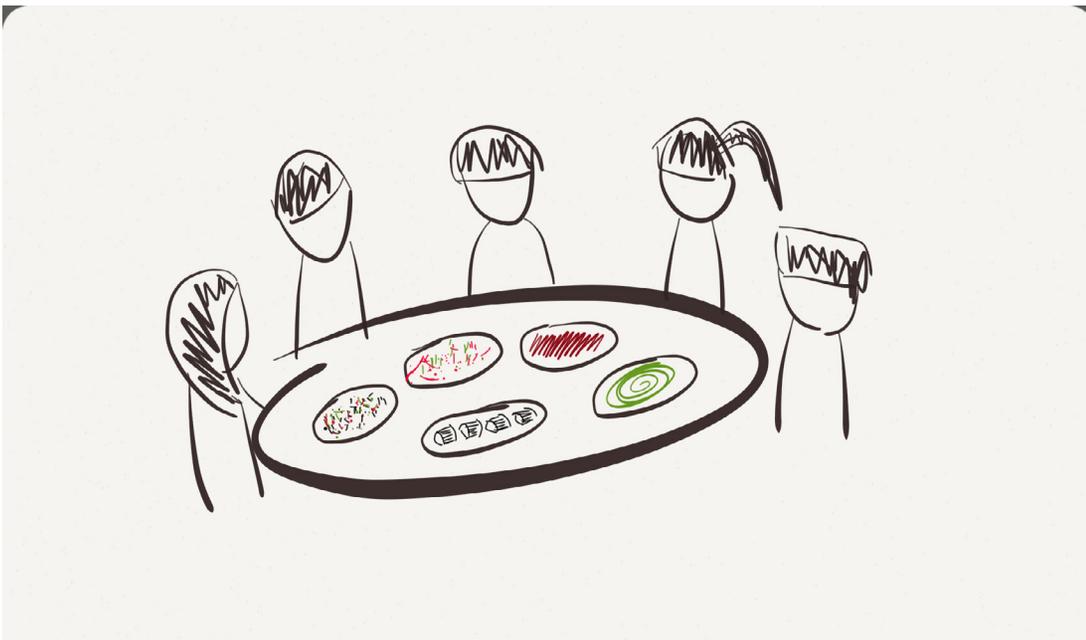


Long Term Strategy



For long term, we want move
focus from online to offline
promotion.

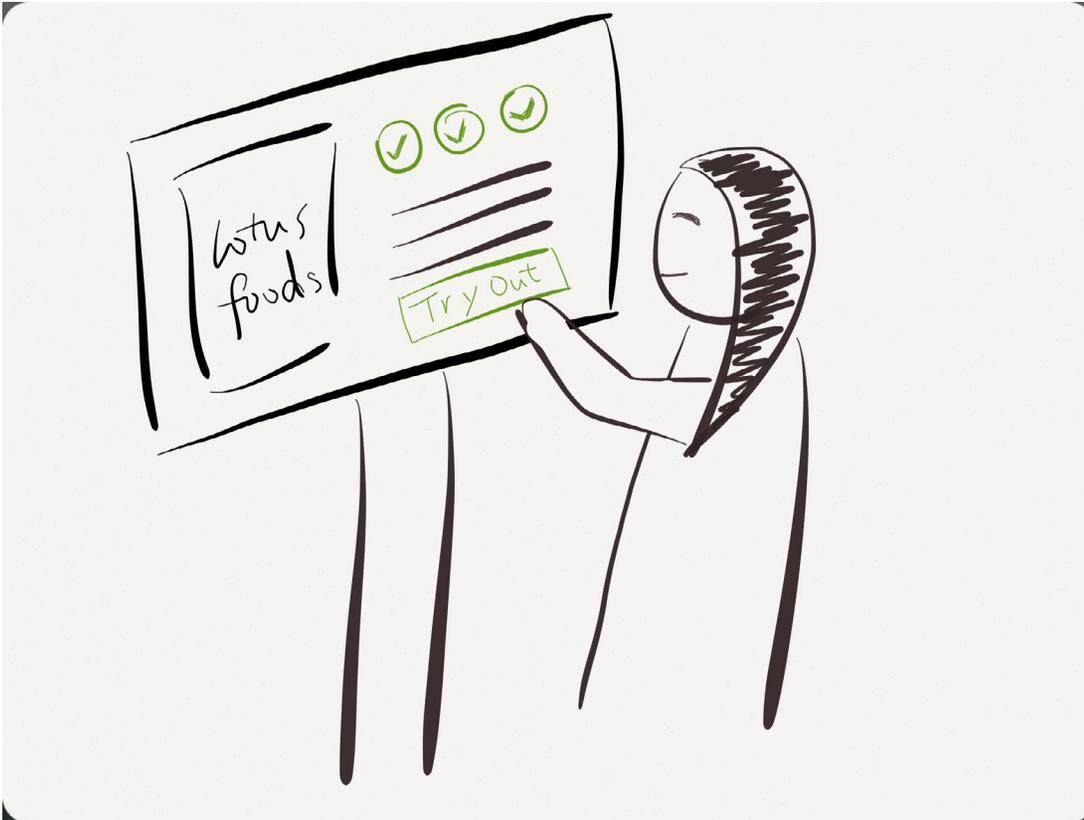
Possible Direction #1



Offline Meetup and Taste New Rice

After mid term online community building, we assume considerable consumers groups scattered in different locations will be formed. Offline meetups can be organized to help consumers build connections and share experience in the real world.

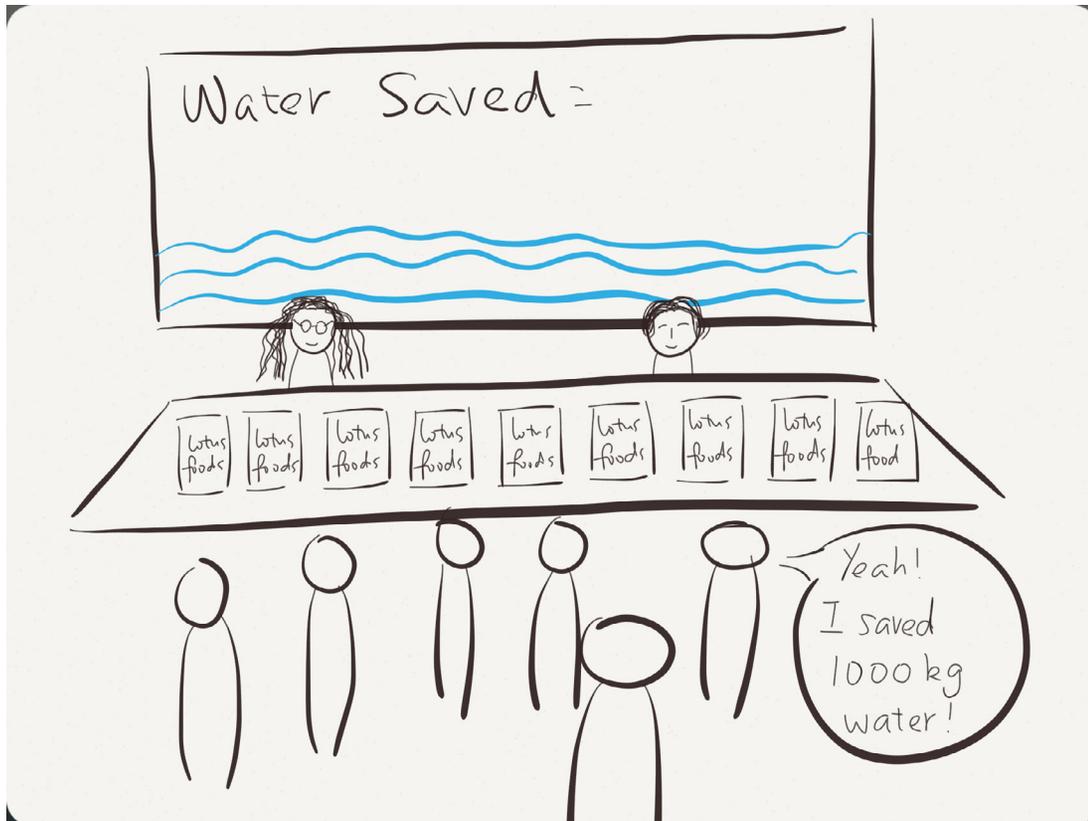
Possible Direction #2



In-Store Kiosk

We envision after the company has enough budget, digital devices like kiosks could be installed in stores. They can provide more comprehensive information about LotusFood's products and brand identity.

Possible Direction #3



Street Campaigns

To expand LotusFoods's influence on a broader sense, certain street campaigns or events could be organized to connect with the online promotion. Integrated Marketing Communication could help the company realize the "small company, big dream" at a lower cost.



Thank you!

To: Lotus Foods, Marty Siegel, Jordan Beck