DESING CHALLENGE

SEAT:CODE

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March 2020

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PRODUCT DEFINITION

Some considerations

Before the definition of a product, it is essential to analyse and understand the ecosystem that makes it, to find what generates added value. In this way, we can place the product in a leading position compared to the other competitors.

Therefore, I have analysed the shared information to get valuable insights, and they have allowed me to design the following solution.

User profiles

This new product has different user profiles, with shared and specific needs. The profiles are briefly described below:

Owner

Needs to **increase the visibility** and a **booking tool** to improve the organization. **Promotions** and campaigns are a must.

Waiter

Needs to **manage the bookings easily** and know all the promotions and campaigns that are active.

Foodie hunter

Advice people discovering and sharing **new places** and real stories, saving money.

Client

Want to filter and **compare** by different kind of needs (type of cuisine, promotions, special menus). **Booking** online is a must.

List of high-level features

After understanding the users' needs, it is possible to list the features that the product should have.

Owner

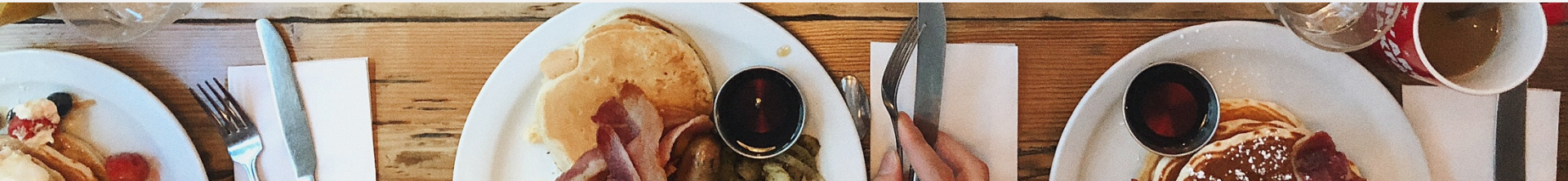
Manage bookings
Manage promotions
Manage campaigns / special events
Manage menus and special menus
Manage reviews
Manage social media posts
Search for foodie hunters to review the restaurant or new menu
Create polls, Q&A
Ask for inside the kitchen report
Billing and payment

Foodie hunter

Search restaurants
Search reviews or inside the kitchen petitions
Post reviews and interviews
Personal list of recommendations
Manage followers
Create polls, Q&A
Connection with social media
Manage billing

Client

Search restaurants
Compare restaurants
Filter by cuisine / food allergic / zone / price / ambient
Book online for specific day, hour and number of people
Save as favourite
Share info
Write reviews and questions
Follow restaurants and foodie hunters



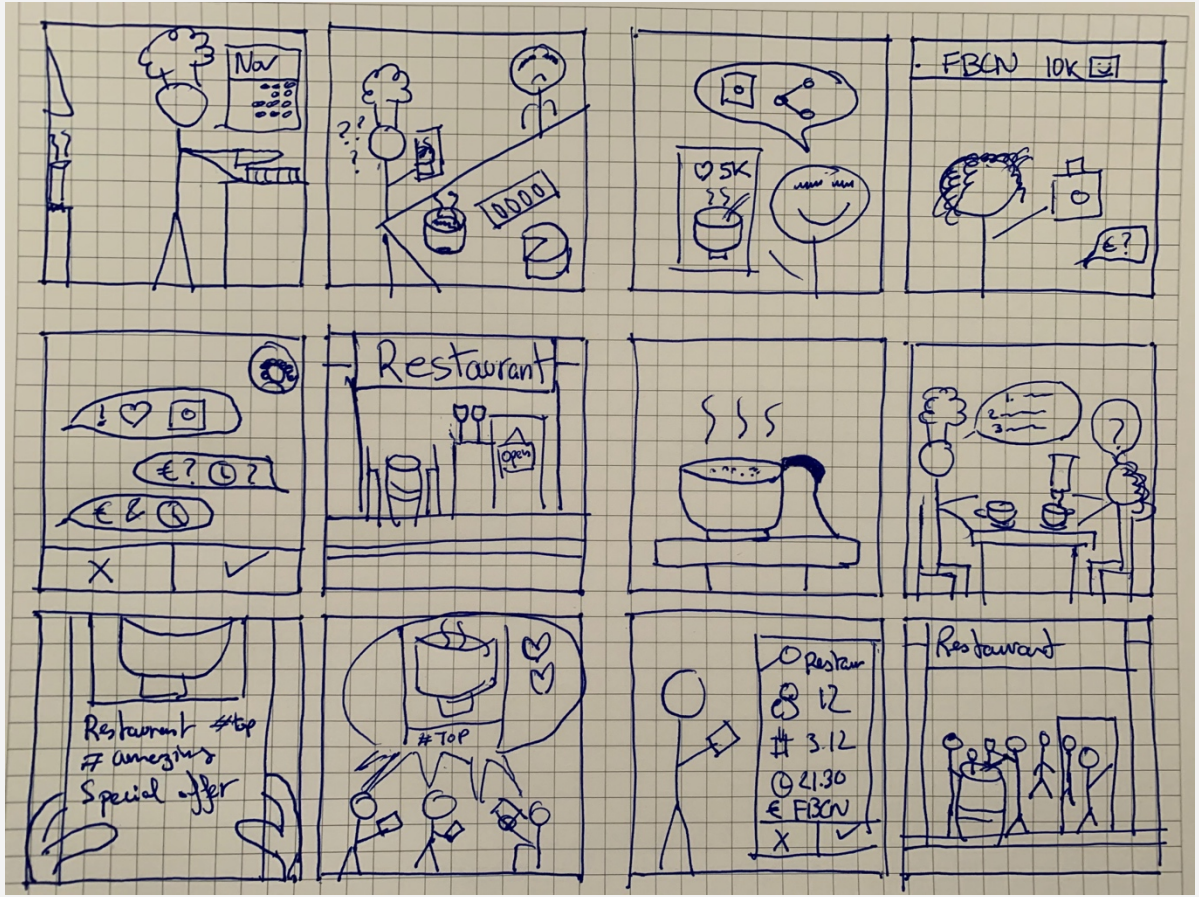
Platforms and type of devices

This new product should be developed for web browser and native app for iOS and Android, to cover the different touchpoints with the users.

For the web browser, it must be designed with a mobile-first approach and developed as responsive web.

Regarding the mobile devices, developing a native app guarantee the performance with all the functions and allow to interconnect with other apps, such as Instagram, Facebook, Tripadvisor, Snapchat or Tik Tok.

Storyboard



The owner is cooking a special menu for groups, but he can't take good pictures. One of the waiters suggests that he could contact a foodie hunter.
After a quick chat, they agree on a fee and a date to show the menu and take some pictures.
Then, the foodie lover posts the review with a promotion code.
This review will be published in different social media to reach more clients, that will be able to book online.

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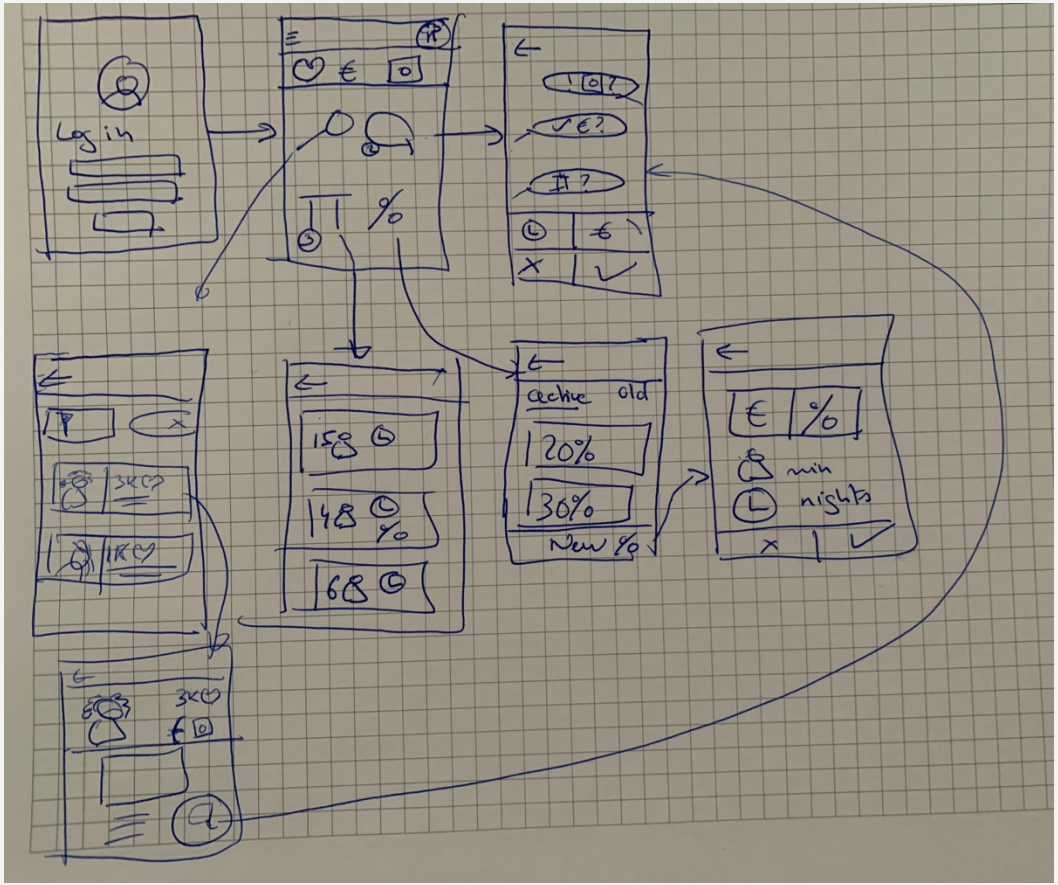
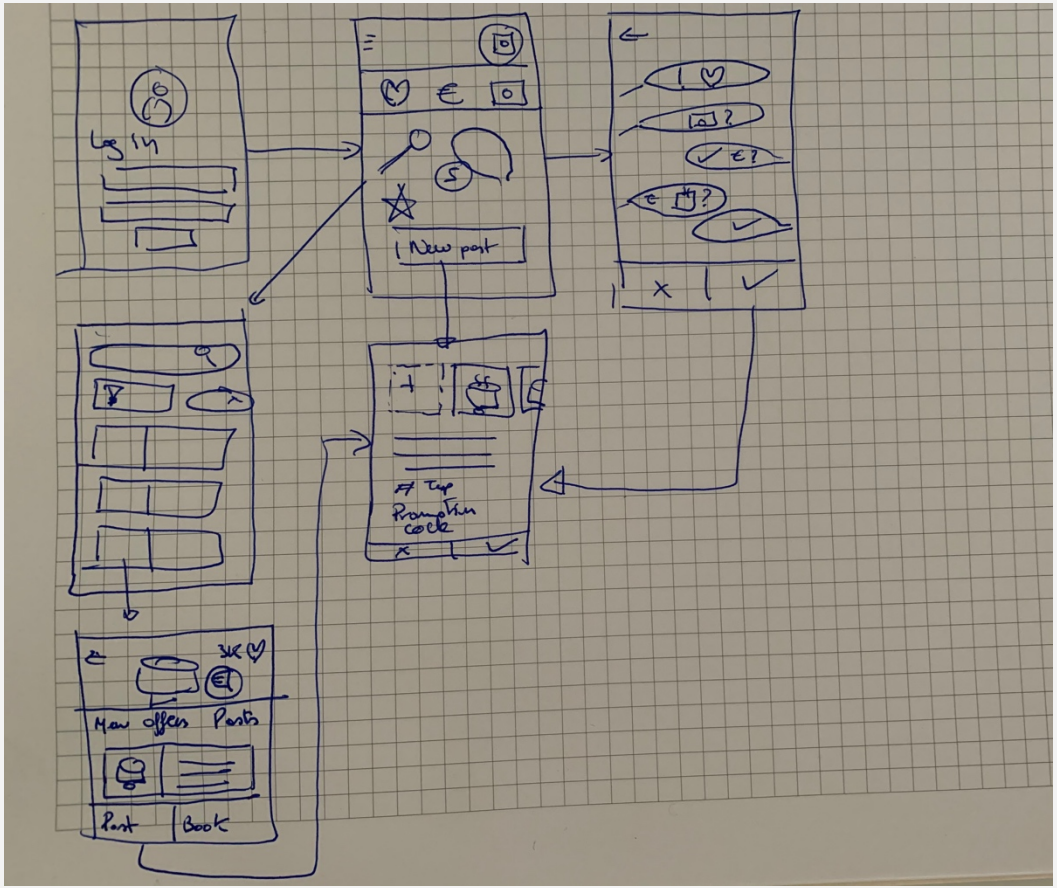
PRODUCT DEFINITION

Wireframe



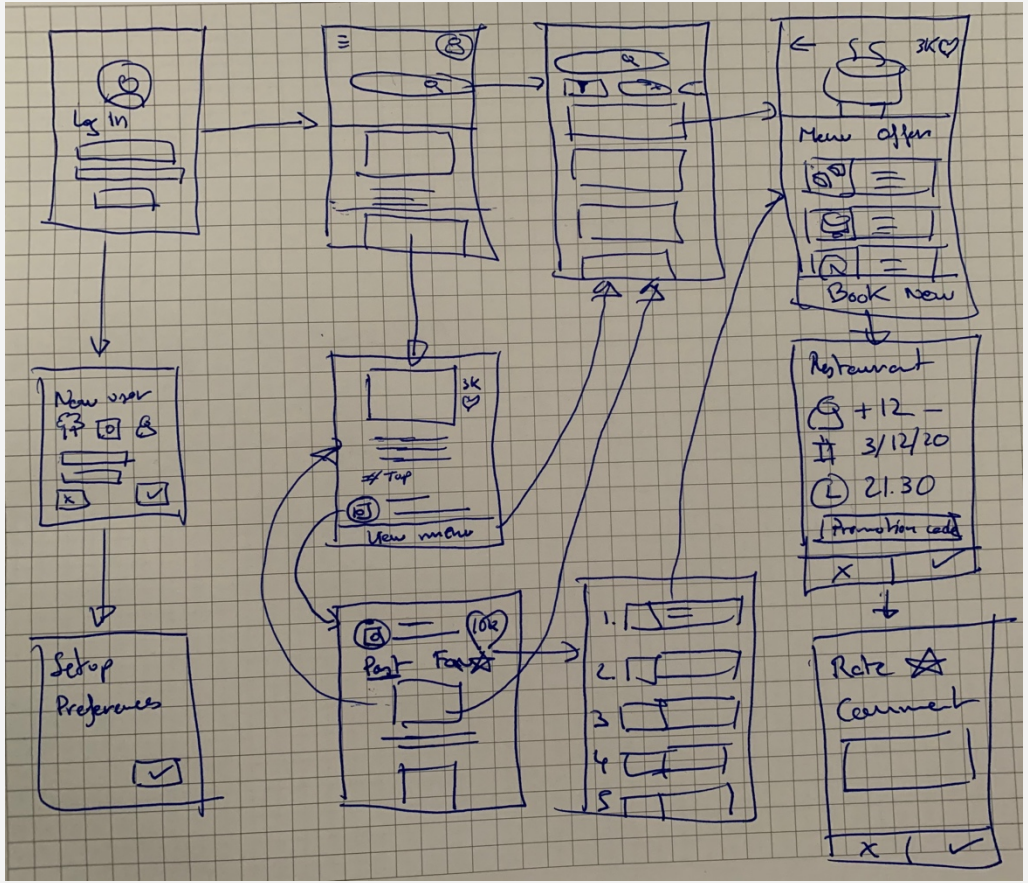
This is the main flow and some low definition wireframes for the restaurant owner. They can log in or sign in. Then, they can search for a foodie hunter, check the status of followers, posts and incomes, chat with foodie hunters, manage bookings and manage promotions.

Wireframe



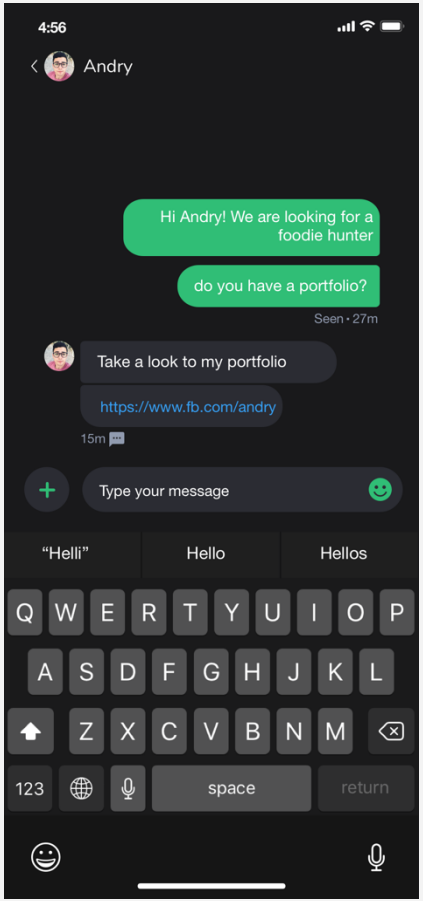
This is the main flow and some low definition wireframes for the foodie hunter. They can log in or sign in. Then, they can search for a restaurant, check their status regarding followers and incomes, manage the favourite restaurants, write new posts and chat with restaurant owners.

Wireframe



This is the main flow and some low definition wireframes for the client. They can log in or sign in. Then, they can search for a restaurant or view last post. If they select a restaurant, they can see the menu, offers and related posts. If it feeds with their needs, they can book a table online, including the possibility to add a promotion code.
After enjoying the meal, the user will be able to rate and write a comment.

UI Design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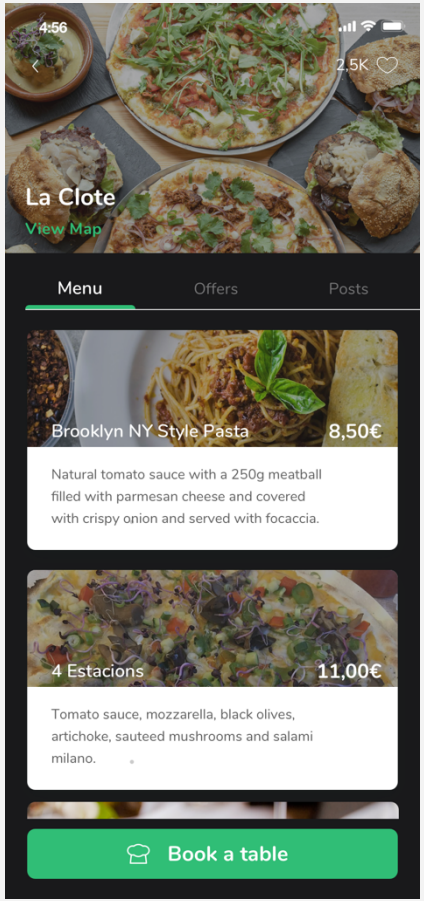
Andry
Hi Andry! We are looking for a foodie hunter
do you have a portfolio?
Seen · 27m
Take a look to my portfolio
https://www.fb.com/andry
15m
Type your message
"Helli"
Hello
Hellos
space
return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2.5K
La Clote
View Map
Menu
Offers
Posts
Brooklyn NY Style Pasta
8,50€
Natural tomato sauce with a 250g meatball filled with parmesan cheese and covered with crispy onion and served with focaccia.
4 Estacions
11,00€
Tomato sauce, mozzarella, black olives, artichoke, sauteed mushrooms and salami milano.
Book a table

THANKS!

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