



Foodie

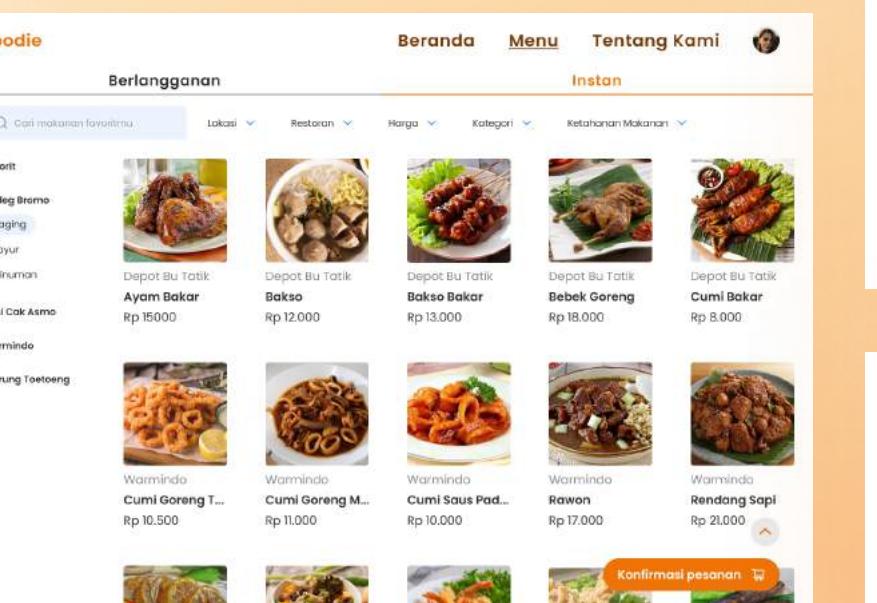
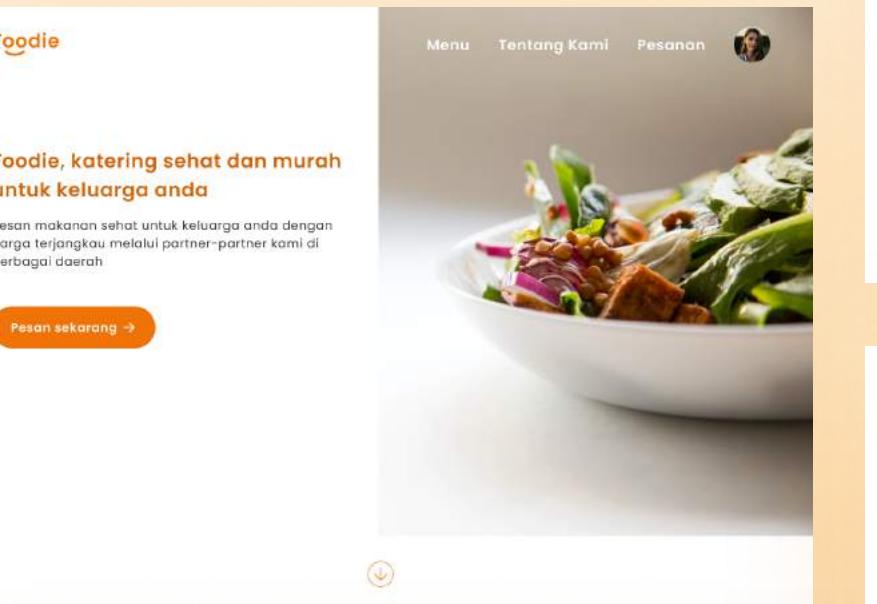
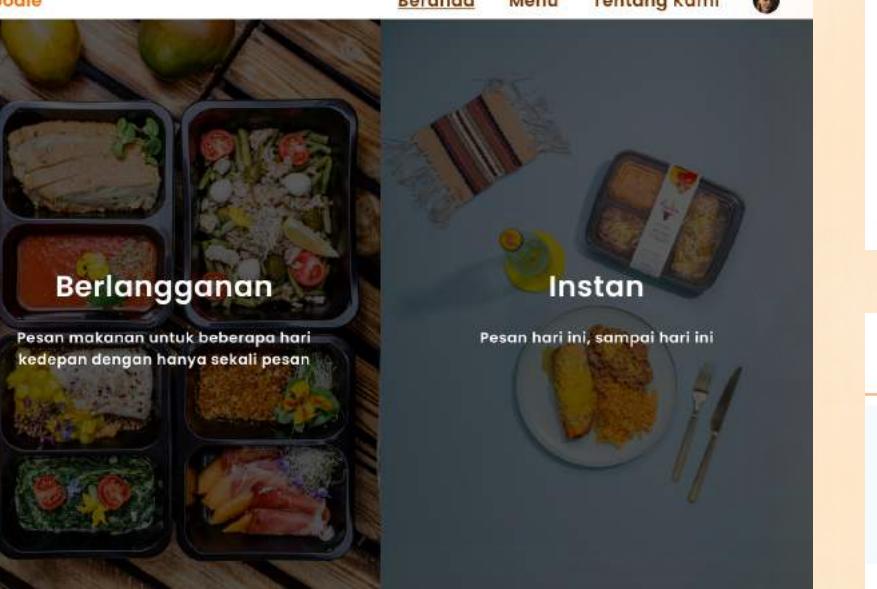
2021 - Website

Role: UI/UX Designer

This is a project for SYNRGY Academy bootcamp.

TLDR:

During Covid-19 period, working moms are experiencing challenges in providing healthy meals. Preparing healthy and varied meals is not easy, just like finishing their office work. In short, they are overwhelmed. They need a help to prepare healthy meals in a flexible, cost-effective, and convenient manner for their families.



Project Overview

This is a project for SYNRGY Academy, a bootcamp organized by Binar Academy and scholarship program from BCA. We were challenged to create a website within 2 weeks.

The grand theme was about "help parents to be better in workload management doing both school and work from home"

What happened?

We believe that during this lockdown period, working moms are experiencing challenges in providing healthy meals for their families.

Why?

They have to put in extra effort to plan the meals they will serve, prepare them for their family, all while also completing their own office work.

→ In short, they are overloaded



Design Process

Solving the right problem:

1 Emphasize

- User interview
- Desk research

2 Define

- Problem statement

Solving the right problem:

3 Ideate

- Desk research (again)
- User flow & wireframe

4 Create

- User interface design
- Prototyping

5 Test

- Usability testing
- Design iteration

User Interview

- Interviews were conducted via WhatsApp phone calls.
- Each interview runs for ± 1 hour, with a total of **5 participants**.

Participant criteria:

- *WFH mom* who has elementary to junior high school children
- They have used catering service
- Their children are doing school from home

Key points on our questions:

1. Behaviour
2. Pain
3. Gain
4. Motivations
5. Hope
6. Needs
7. Suggestion

After understanding the insights and findings from our respondents, we found the root problem:

Most WFH moms do not have much time to cook for her family.

We decided that our product will focus on:

**“How might we help WFH moms
to be able to provide healthy
food in the most convenient
manner for their families?”**

Competitive Analysis

Analysis Competitors	Yellow fit	Kulina	Homade
Key products	<ul style="list-style-type: none"> • Catering (1 batch/week) • Free consultation with nutritionist • Designed with diet program menu • Refund (if diet program didn't work) 	<ul style="list-style-type: none"> • Options subscribe order • Provide large-quantities order and pre-order system • Provide catering for corporation 	<ul style="list-style-type: none"> • Flexible order system • Provide realistic preview for each menu • Provide most popular menu in landing page
How to order	<ul style="list-style-type: none"> • Website 	<ul style="list-style-type: none"> • Mobile app 	<ul style="list-style-type: none"> • Website
Strengths	<ul style="list-style-type: none"> • Emphasize on their healthy menu • Detailed information about their menu 	<ul style="list-style-type: none"> • Clear order flow • Appealing testimonials and their services' benefits on landing page 	<ul style="list-style-type: none"> • Menus are appealing, on-point with the photos • Provide many options for order
Weaknesses	<ul style="list-style-type: none"> • Unclear CTA • Landing page is too focused on ads 	<ul style="list-style-type: none"> • Can't place order on their website 	<ul style="list-style-type: none"> • Can't make a subscription order

User Persona



Demographics

Age : 43

Work : Karyawan

Status : Menikah

Location : Jakarta

Character : Sibuk

Personality

Introvert Extrovert

Thinking Feeling

Sensing Intuition

Judging Preceiving

Dewi

Goals

- Membuat user dari yang awalnya memilih membuat masakan sendiri dikesehariannya menjadi tertarik mengikuti program catering terjadwal

Frustations

- Anak yang memiliki keinginan berubah-ubah
- Membutuhkan makanan yang kualitasnya setara dengan masakannya
- Membutuhkan makanan yang harganya terjangkau

Bio

Dewi adalah seorang wanita karir memiliki anak yang sedang menempuh pendidikan pada tingkat SD-SMP. Namun karena pandemi, ia harus WFH dan anak dari ibu ini harus menjalankan sekolah secara daring. Meski tetap bekerja ia harus tetap menyiapkan makanan untuk anak dan keluarganya.

Motivation

Improvement

Fear

Achievement

Social

Brand & Influencers



Preferred Channels

Online & Social media

Referral

Brainstorming & Clustering

Cluster 1 - Promo

Notifikasi promo
Promo subscribe (makin lama makin murah)
Ajak teman dapat discount
Notifikasi promo (bukan di message)

Cluster 2 - Menu

Custom makanan
Request resep
pilih makanan sesuai tujuan (goals)
opsi penyajian (mentah/masak)

Favoritkan makanan kesukaan
Menu anak (fleksibel)
opsi penggantian untuk makanan yg sekitarnya ada alergi
Tag catering & menu per 'genre' makanan

Tag 'terfavorit'
Custom menu
bisa frozen
ada program nya

Cluster 3 - User Trust

Rate
Review makanan
Informasi foto & lokasi catering
Emphasizes faktor kesehatannya

certificated foods
halal foods
quality tester
testimoni pelanggan

share pendapat makanan
makanan tidak cepat basi

Cluster 4 - Accessibility

Kalender keagamaan & acara besar?
Paket langganan
Paket besar (4-5 porsi)
pemesana mudah

sistem langganan
paket keluarga
pesan bisa untuk permringgu, buan

Brainstorming & Clustering (cont.)

Cluster 5 - Warranty

gaenak kembalikan
telat refund
Opsi refund (yg ketat)

Cluster 6 - Delivery

Antar gratis
bisa diantar keluar kota

Cluster 7 - Customer Care

approach client
Kontak sosmed pihak catering

Cluster 8 - Payment

gaenak kembalikan
Bayar belakangan
telat refund
payment COD/e-wallet
Opsi refund (yg ketat)

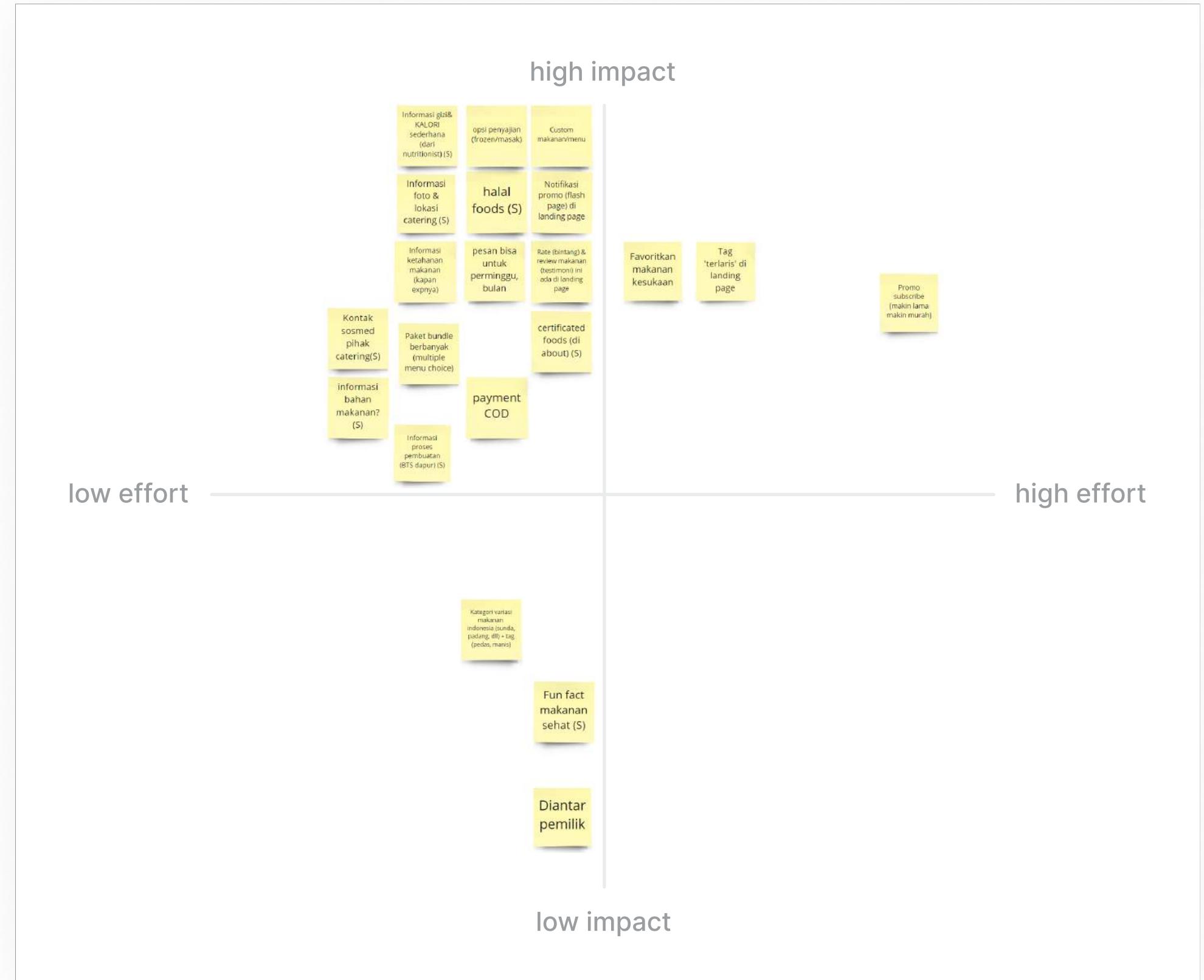
Cluster 9 - Feature

daily reminder?
Fun fact makanan sehat
Flow yg sederhana (mirip existing app order makanan)
variasi makanan tradisional indonesia

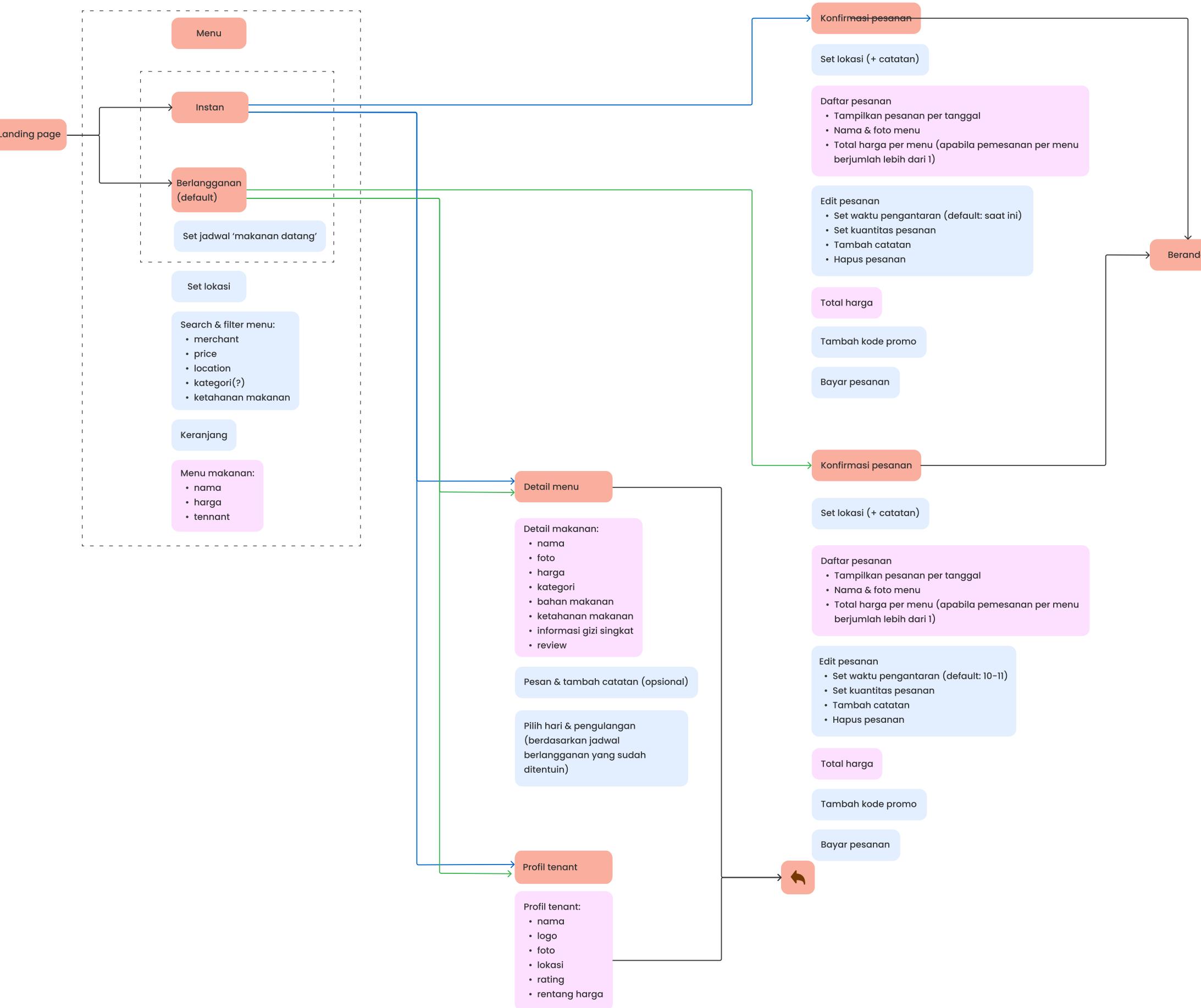
Cluster 10 - Menu's Information

alternatif harga & bahan (mahal-murah)
Informasi proses pembuatan
informasi bahan makanan?
Informasi gizi sederhana (dari nutritionist)
Informasi ketahanan makanan (kapan expnya)
point promo
makanan yang ada deskripsi kalori

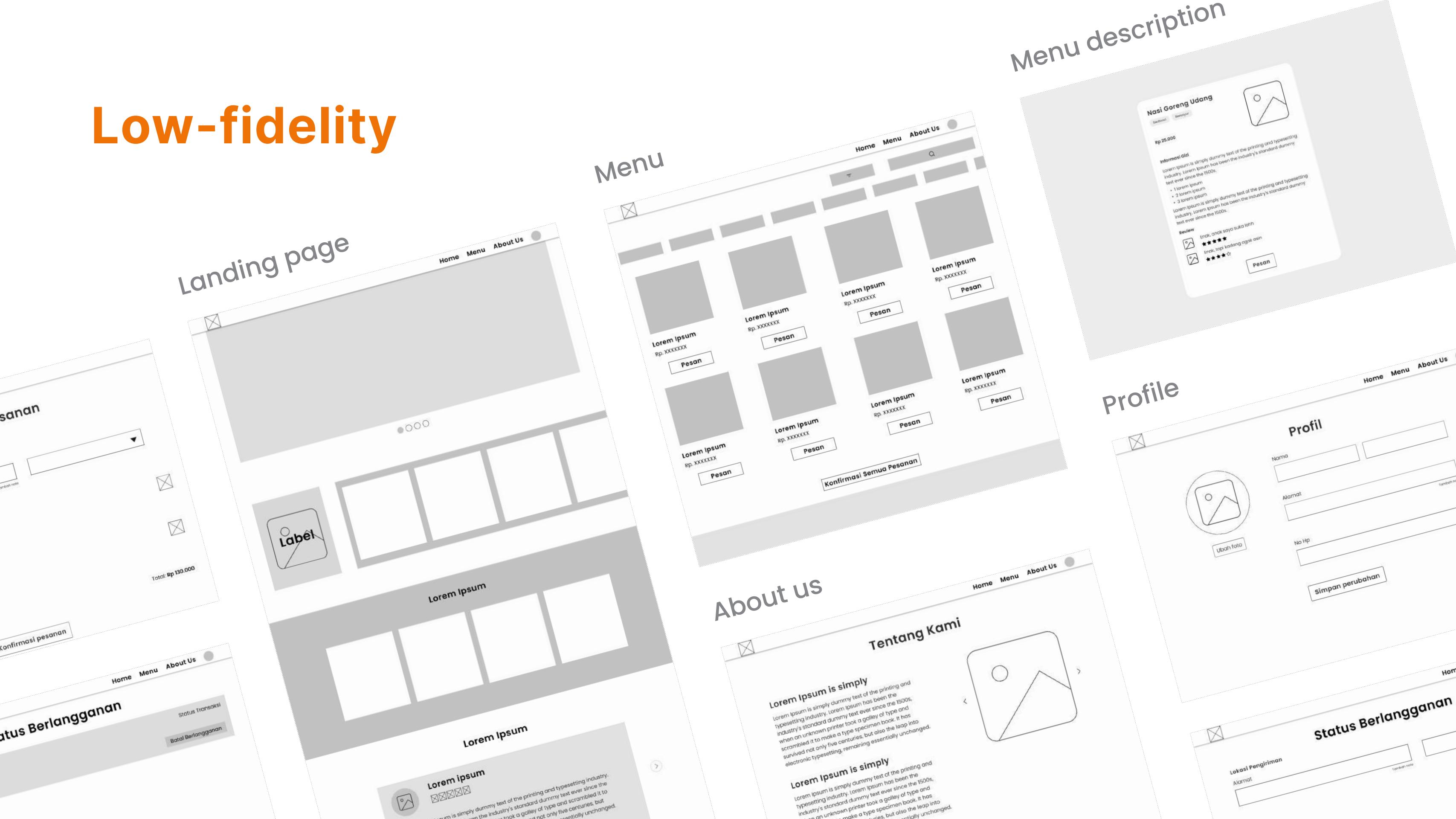
Action Priority Matrix



User Flow



Low-fidelity



Usability Testing (on 1st version)

- Each test were conducted as remote moderated usability test
- Each testing runs for ± 45 minutes, with a total of **4 participants**.
- The testing participants criteria is still the same with interview participants criteria

Positive feedback:

Landing page (khususnya menu terlaris & testimoni) cukup membantu meyakinkan calon pelanggan

Bagian deskripsi makanan telah berhasil memberikan informasi secara detail

Seluruh konten di landing page sangat membantu mempercepat proses pemesanan (terutama rekomendasi)

Idenya sangat menarik & membantu para WFH mom

Menu sudah terorganisir dengan baik

Negative feedback:

Fitur unggulan (berlangganan) tidak ter-highlight dari keseluruhan produk

Fitur berlangganan masih belum jelas, terutama mengenai cara kerja fitur

Open partnership untuk memperluas jangkauan catering

Profil tenant sangat dibutuhkan untuk meningkatkan kepercayaan konsumen

Jadwal antar catering tidak fleksibel



Key Points Landing Page

This landing page is the first page that users will see (especially for those who are new).

The purpose of this page is to effectively showcase the selling point through an attractive design.

Foodie, katering sehat dan murah untuk keluarga anda

Pesan makanan sehat untuk keluarga anda dengan harga terjangkau melalui partner-partner kami di berbagai daerah

[Pesanan sekarang →](#)



Menu terlaris kami



Nutribox
Caesar Salad
Rp 22.000



Nutribox
Bento Fried Chick...
Rp 10.500



Nutribox
Protein Box
Rp 16.000



Nutribox
Katsu Rice
Rp 17.000

[Pesanan](#)

[Pesanan](#)

Tahukah kamu?



Manfaat Kacang Hijau

1. Menurunkan risiko penyakit jantung
2. Menurunkan kolesterol
3. Menurunkan tekanan darah
4. Memperkuat sistem kekebalan tubuh
5. Berpengaruh dalam mengobati penyakit hati
6. Berpotensi mencegah kanker

Sumber: hellosehat.com



Khasiat Bayam

1. Meredakan peradangan
2. Meningkatkan sistem imunitas
3. Mencegah anemia
4. Menjaga kesehatan mata
5. Menurunkan risiko penyakit jantung
6. Mencegah kanker

Sumber: alodokter.com

Apa kata pelanggan kami mengenai Foodie?

“

Sangat membantu saya saat pandemi!

Saya harus WFH dan tidak sempat menyiapkan makanan untuk keluarga. Dengan pelayanan ramah dan kualitas makanan terjamin, Foodie telah membantu saya. Terima kasih Foodie!



Maya Christanty, 48 th

“

Makanan enak tapi tetap sehat!

Anak-anak saya sangat suka setiap saya memesan makanan di Foodie. Katanya enak, padahal dia biasanya tidak suka sayur. Terima kasih telah membantu saya!



Lina Alfiani, 57 th

“

Memudahkan kami makan sehari-hari!

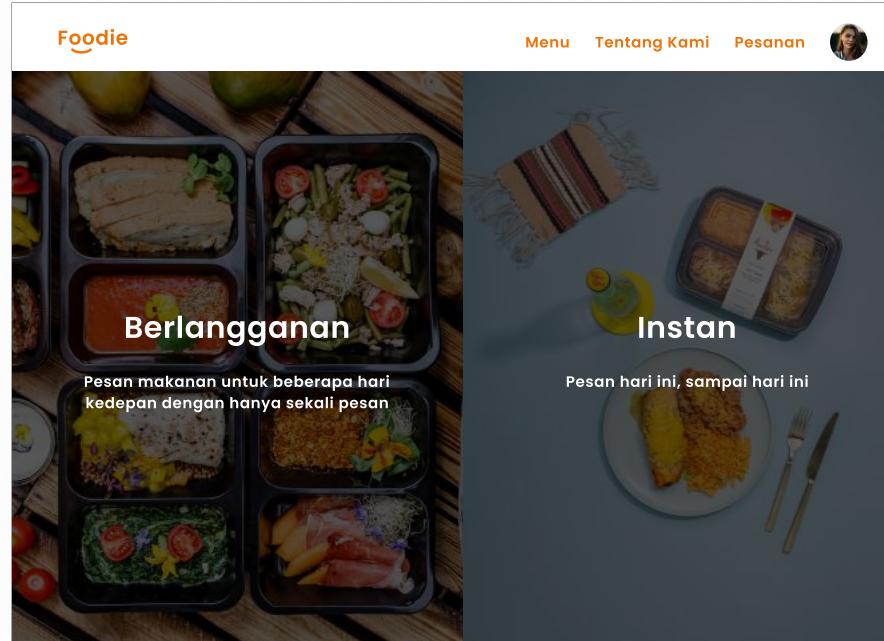
Foodie menyediakan pembelian makanan secara praktis! Saya bisa memesan instan maupun berlangganan sesuai kebutuhan kami! Ga nyehel kalo beli disini.



Mirza Putri, 53 th

[Pesanan sekarang →](#)

Key Points - Menu



This screenshot shows the 'Berlangganan' (Subscription) section of the website. It includes fields for 'Alamat Pengiriman' (Delivery Address), 'Mulai berlangganan' (Start subscription), 'Selesai berlangganan' (End subscription), and 'Jadwal pengantaran' (Delivery schedule). Below these are sections for 'Favorit' (Favorites) and 'Nutribox' (meal boxes) with various meal options and their descriptions.

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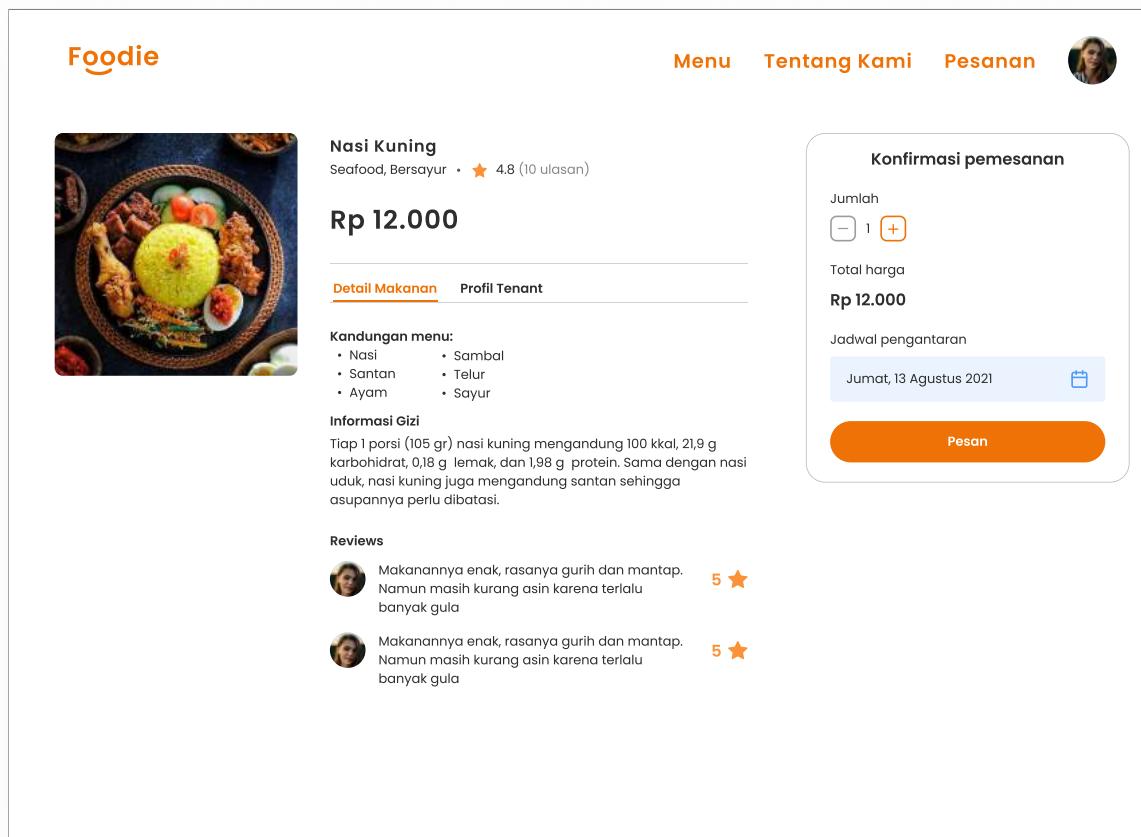
The main value of our catering web is the ability to order by subscription. Our goal is to make the subscription ordering process as simple and clear as possible.

There are 2 main reasons why users use our products:

- to start a subscription with our catering service
- to place an instant order

That's why our menu is divided into 2 main sections: instant and subscription order menu.

Key Points - Menu Description



The image shows two screenshots of the Foodie app. The left screenshot displays a menu item for 'Nasi Kuning' with a rating of 4.8 stars. It includes a photo of the dish, its price (Rp 12.000), and a detailed description of its ingredients. The right screenshot shows a 'Konfirmasi pemesanan' (Order Confirmation) screen where a user has selected one item and chosen a delivery date of Jumat, 13 Agustus 2021. A large orange 'Pesan' (Order) button is at the bottom.

Our target users are career women who work from home and have children.

To improve our users' understanding of the menus and enable them to make informed choices, we created a menu detail page that is linked to the merchant profile. With this approach, our users will have an easier time accessing more information.

Key Points - Tenant Profile

The screenshot shows a food delivery application interface. At the top, there's a navigation bar with 'Foodie' on the left and 'Menu', 'Tentang Kami', and 'Pesanan' on the right. A user profile icon is also present. Below the navigation, there's a large image of a dish labeled 'Nasi Kuning'. To its right, the dish name 'Nasi Kuning' is listed along with a description 'Seafood, Bersayur • ★ 4.8 (10 ulasan)'. The price 'Rp 12.000' is prominently displayed. Below this, there are two tabs: 'Detail Makanan' and 'Profil Tenant'. Under 'Profil Tenant', there's a section for 'Dapur Aisyah' featuring its logo, address 'Jl. Pogung Kidul No 5 Sinduadi, Sleman, Yogyakarta', rating '★ 4.8 • \$\$\$ 10rb - 24rb', and a 'Pesanan' button. There are also images of the restaurant's interior and staff. At the bottom, there are two review snippets with their respective star ratings.

Jadwal pengantaran

Diantar pada

Siang (9:00 - 11:00)

7:00 - 9:00

8:00 - 9:00

9:00 - 11:00

10:00 - 12:00

This page provides information about restaurants that serve the foods our users are interested in.

With this information, our users will feel more at ease when ordering from our website.

Key Points - Order Confirmation

The image displays two side-by-side screenshots of the Foodie mobile application interface, illustrating the order confirmation process for different delivery types.

Konfirmasi Pesanan Instan (Left Screenshot):

- Alamat pengiriman:** Pogung Baru F56
- Pesanan:**
 - Nasi Kuning (Rp 12.000)
 - Bakso Goreng (Rp 16.000, Catatan: Tidak pedas)
- Konfirmasi pembayaran:** Subtotal Rp 44.000, Pajak (10%) Rp 4.400, Total Rp 48.400
- Promo:** Kode promo (Masukkan kode promo)
- Button:** Pesan

Konfirmasi Pesanan Berlangganan (Right Screenshot):

- Alamat pengiriman:** Pogung Baru F56
- Pesanan Langganan:**
 - Rabu, 18 Agustus 2021 • Siang (9:00 - 11:00): Nasi Kuning (Rp 12.000)
 - Kamis, 19 Agustus 2021 • Pagi (7:00 - 9:00): Nasi Kuning (Rp 12.000)
 - Jumat, 20 Agustus 2021 • Malam (16:00 - 18:00): Nasi Kuning (Rp 12.000)
- Konfirmasi pembayaran:** Subtotal Rp 44.000, Promo (-50%) - Rp 22.000, Pajak (10%) Rp 4.400, Total Rp 26.400
- Promo:** Kode promo (PertamaPesan - 50%)
- Button:** Pesan

The aim of this page is to present the information in a clear and easy-to-understand format, particularly for users who are ordering menus with the subscription feature.

Takeaways

What did we learn?

- 1 Using an iterative design process enables us to come up with better ideas and release best possible product that meet our users' need.
- 2 Developer reviews and feedback are crucial in testing and refining our solutions, in order to improve the quality of our product.
- 3 Challenging your ideas, solutions, and designs on a regular basis can help you uncover a multitude of previously unknown problems.