



# Foodie

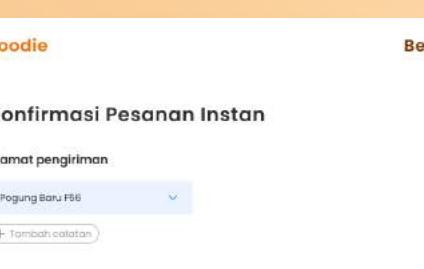
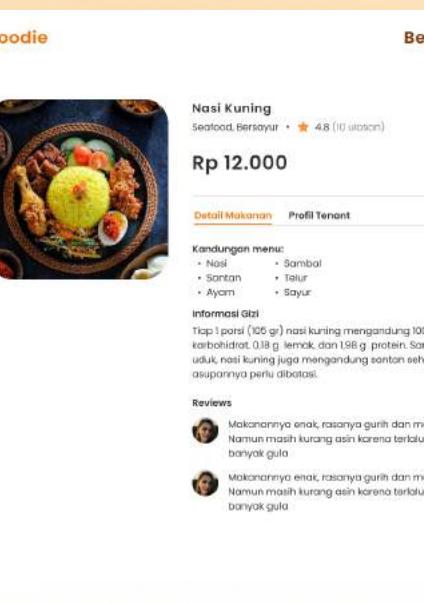
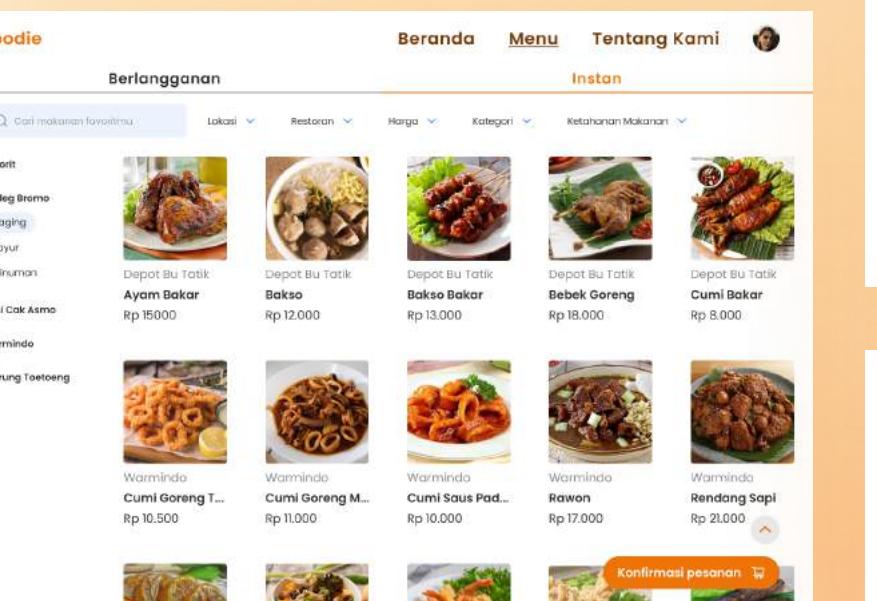
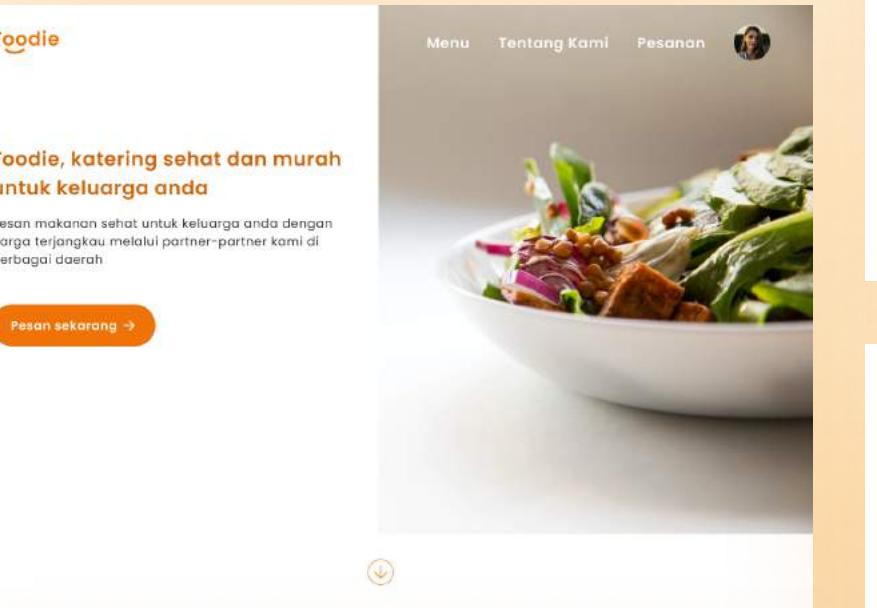
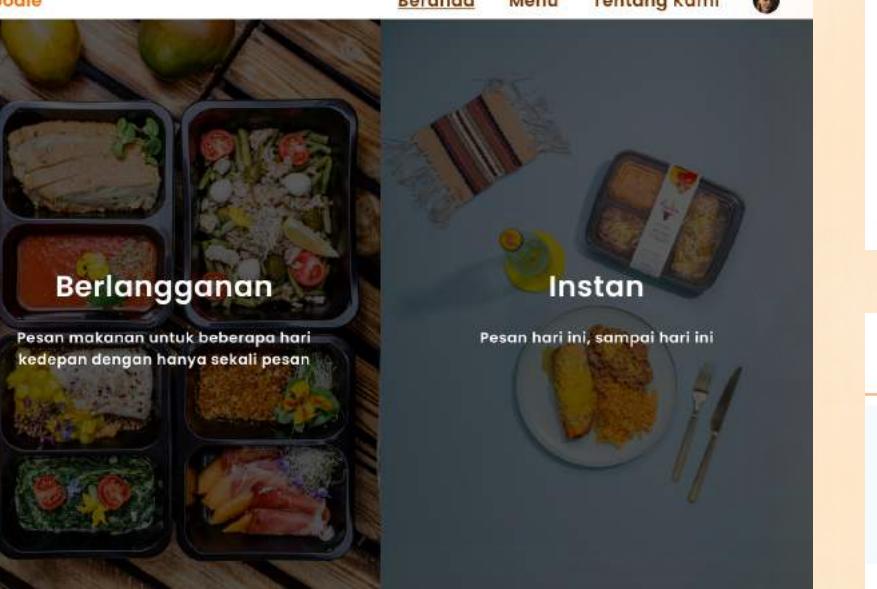
2021 - Website

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

# 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 permriggu, 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

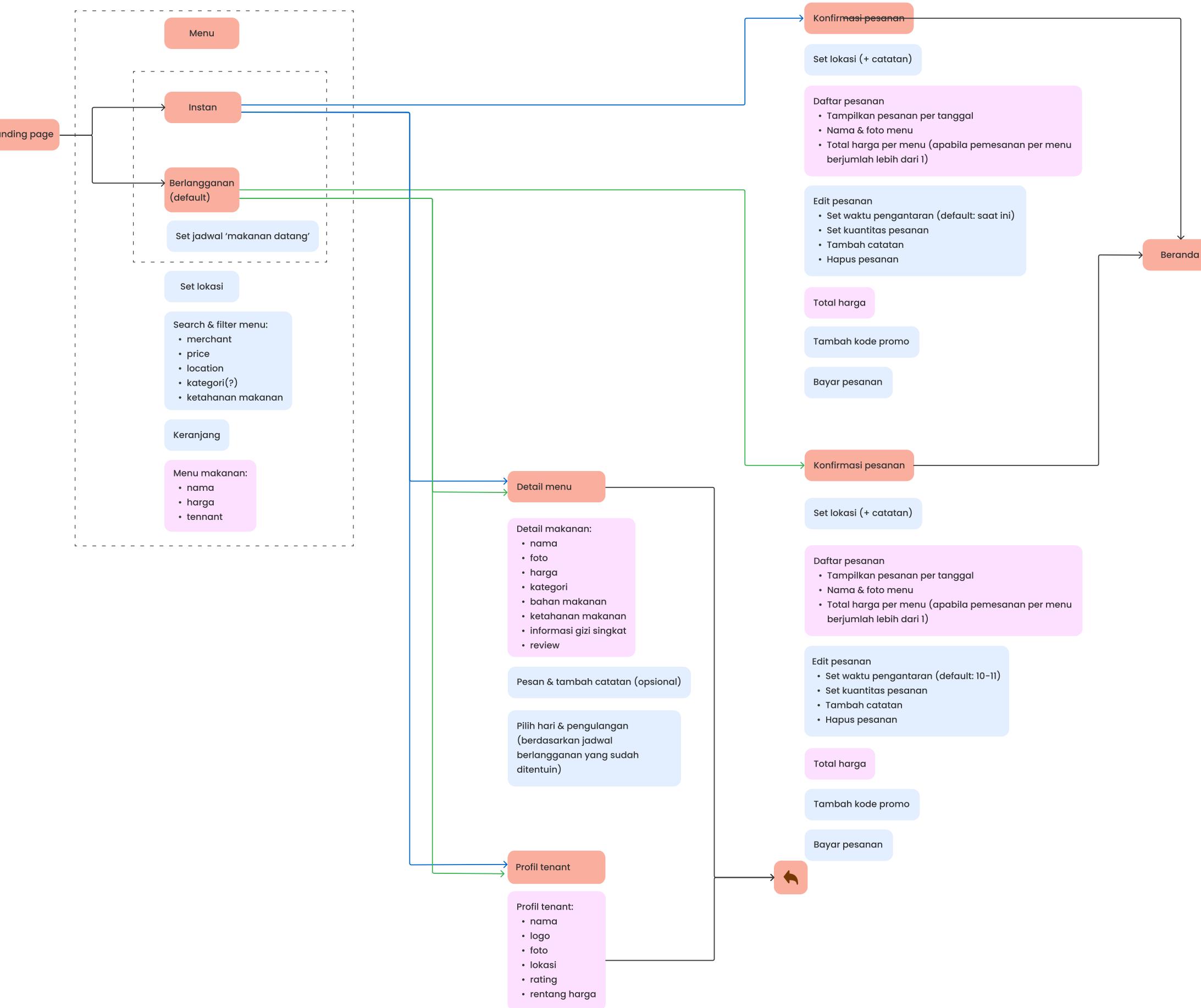
Cluster 10 - Menu's Information

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

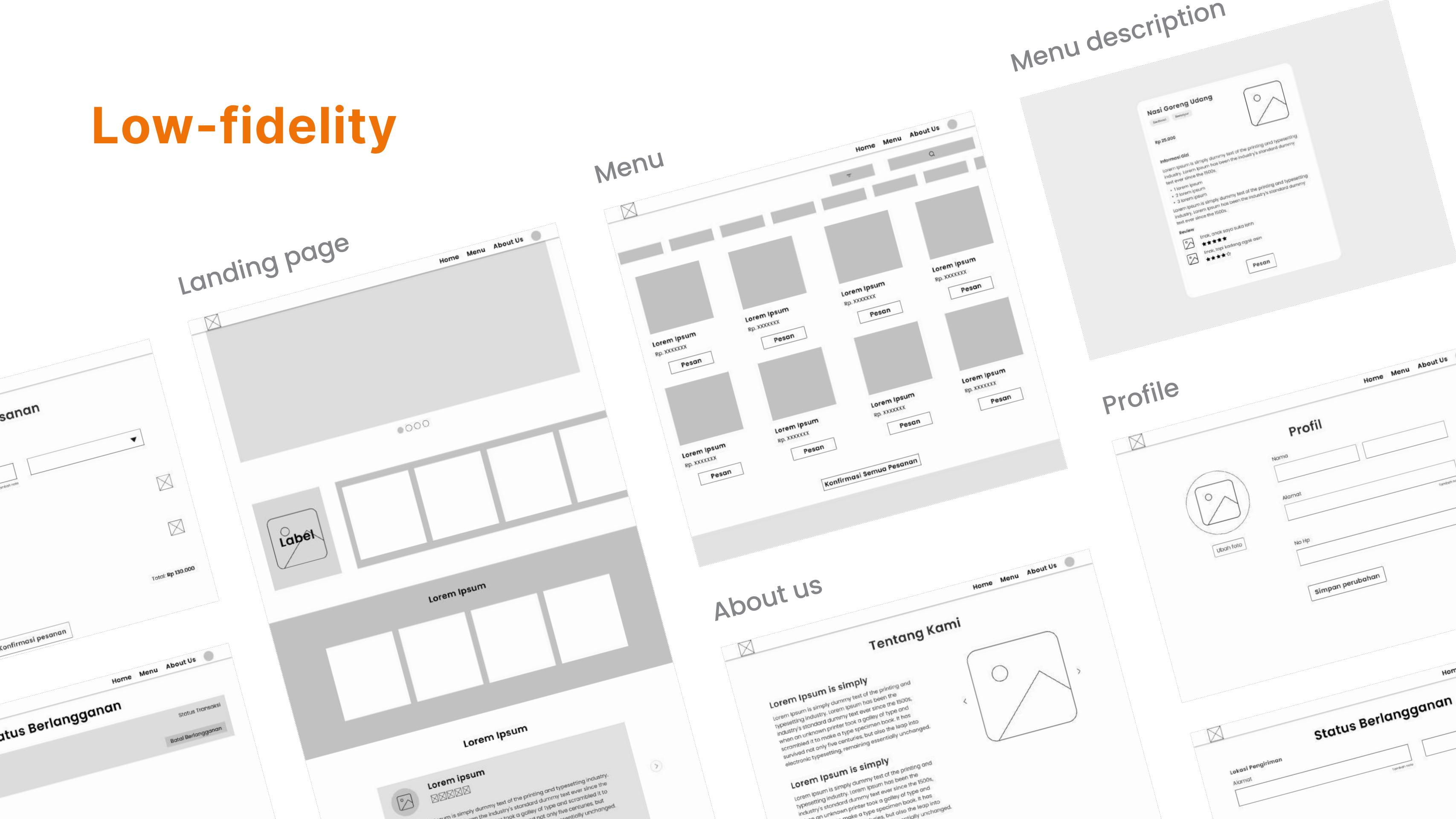
# Action Priority Matrix



# 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!

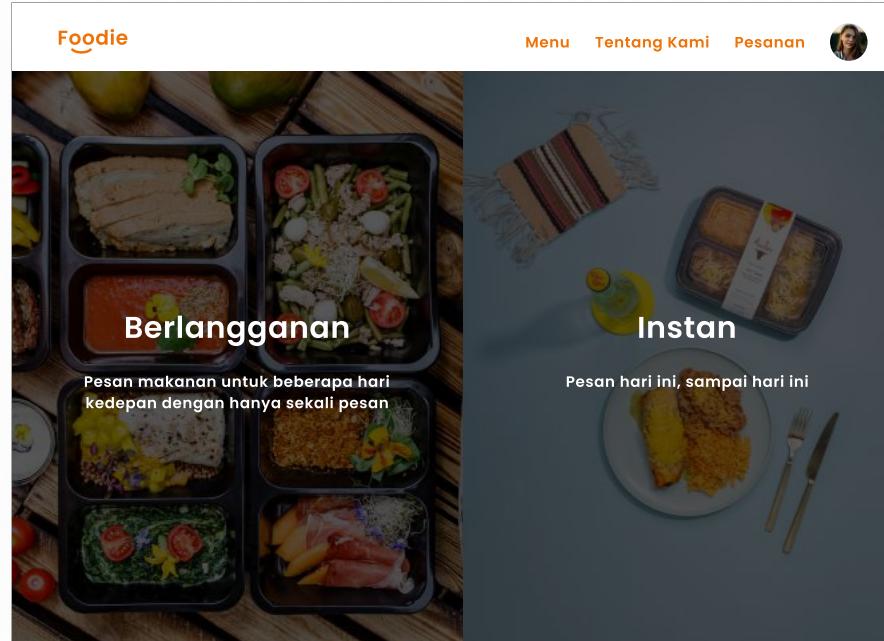
Foodie menyediakan pembelian makanan secara praktis! Saya bisa memesan instan maupun berlangganan sesuai kebutuhan kami! Ga nyehel kalo beli disini.



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 listed with their names and prices. At the bottom is a 'Konfirmasi pesanan' (Order confirmation) button.

This screenshot shows the 'Instan' (Instant) section of the website. It features a search bar 'Cari makanan favoritmu' and filters for 'Lokasi', 'Restoran', 'Harga', 'Kategori', and 'Ketahanan Makanan'. Below this is a grid of food items from various restaurants like Gudeg Bromo, Warmindo, and Warung Toetoeng, each with a thumbnail, name, and price. At the bottom is a 'Konfirmasi pesanan' (Order confirmation) button.

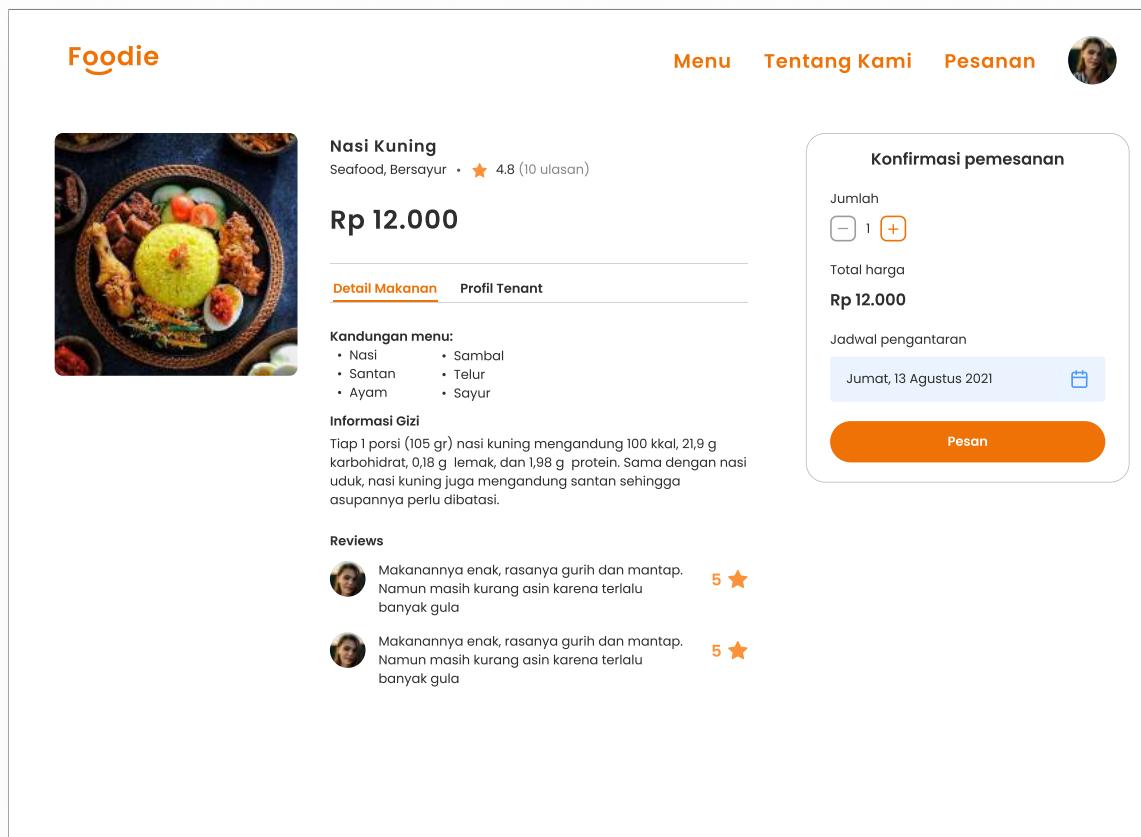
The main value of our catering web is the ability to order by subscription. Our goal is to make the subscription ordering process as simple and clear as possible.

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 with a quantity of 1, a total price of Rp 12.000, and a delivery schedule for Friday, August 13, 2021.

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 header with the word "Foodie" and navigation links for "Menu", "Tentang Kami", and "Pesanan". On the right side of the header is a user profile picture. Below the header, there's a dish image of "Nasi Kuning" with a rating of 4.8 stars and a price of Rp 12.000. There are tabs for "Detail Makanan" and "Profil Tenant". The "Profil Tenant" tab is currently selected, showing the restaurant's logo, name ("Dapur Aisyah"), address ("Jl. Pogung Kidul No 5 Sinduadi, Sleman, Yogyakarta"), rating (4.8), and price range (\$\$ \$ 10rb - 24rb). Below this, there are images of the restaurant's interior and staff. At the bottom, there are two review snippets with 5-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:** 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:** 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.