



Foodie

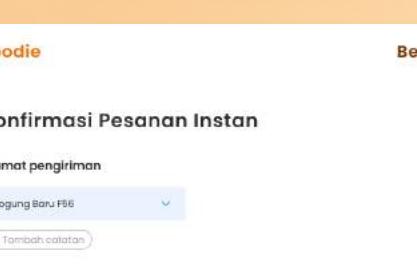
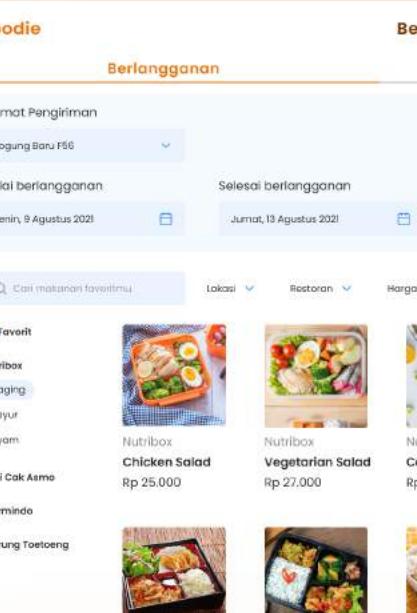
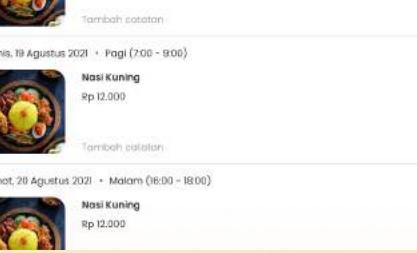
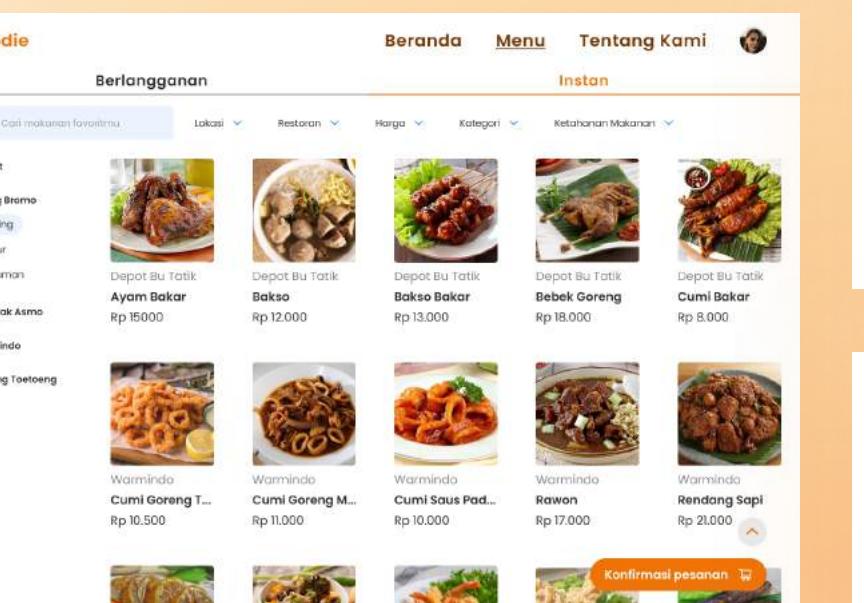
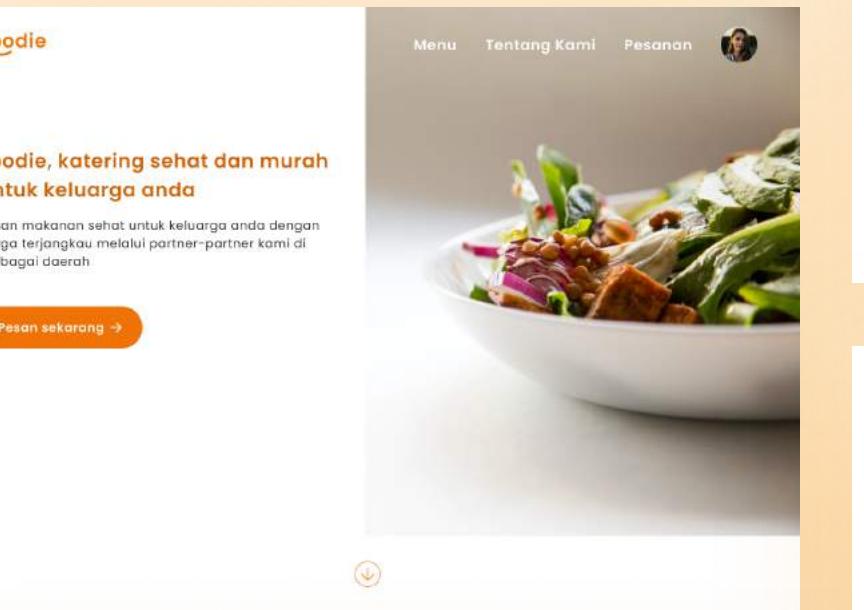
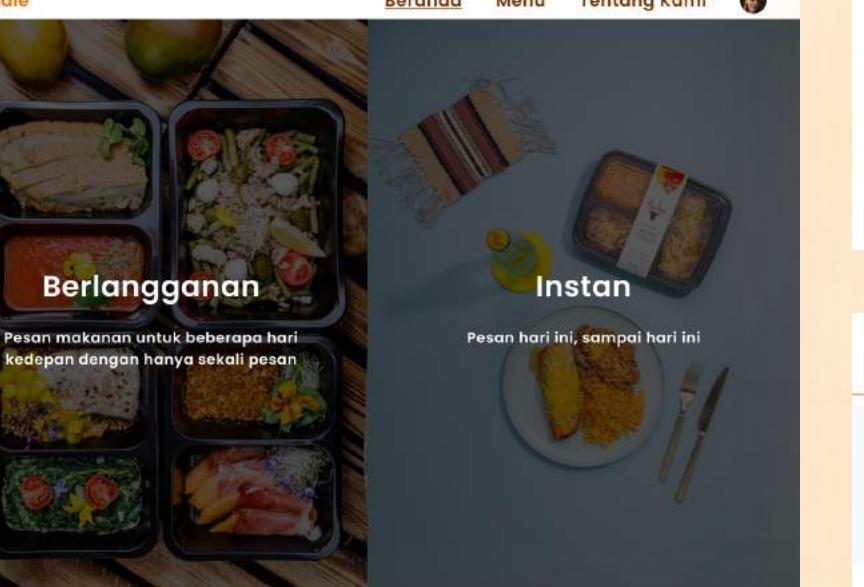
2021 - Website

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

- 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 total 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

Competitive Analysis

Competitors Analysis	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

The root problem based on our findings:

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

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 

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

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.)

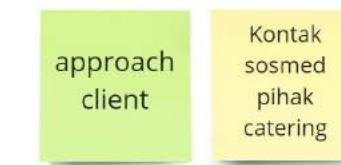
Cluster 5 - Warranty



Cluster 6 - Delivery



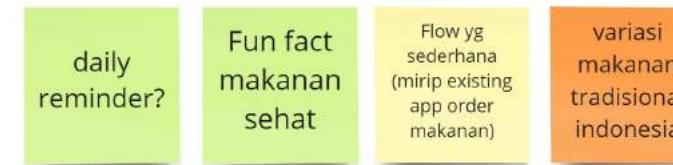
Cluster 7 - Customer Care



Cluster 8 - Payment



Cluster 9 - Feature



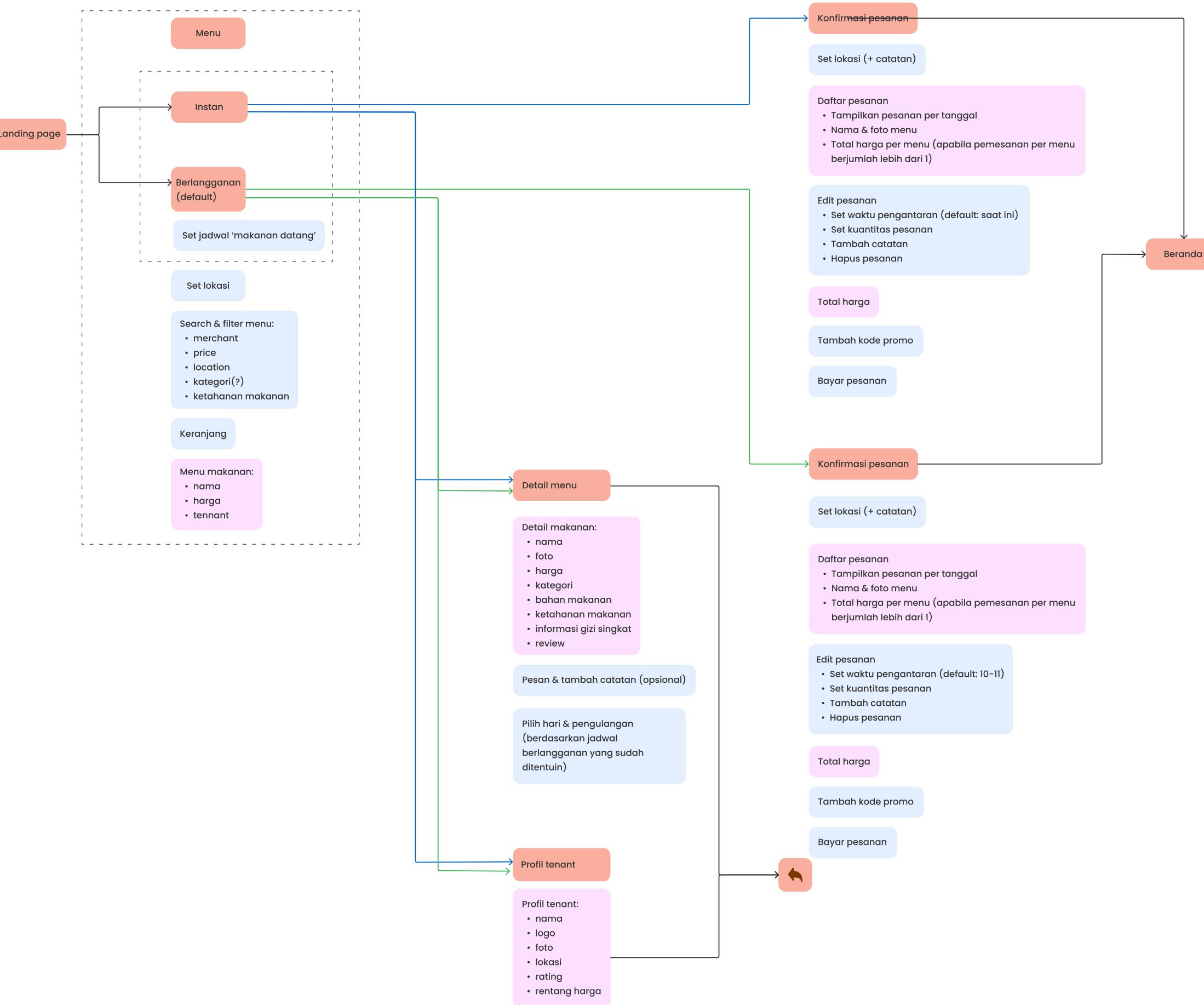
Cluster 10 - Menu's Information



Action Priority Matrix



User Flow



Low-fidelity

sanan

Konfirmasi pesanan

Landing page

Status Berlangganan

Home Menu About Us

Status Transaksi

Batal Berlangganan

Menu

About us

Tentang Kami

Lorem Ipsum is simply
Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

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Profile

Status Berlangganan

Lokasi Pengiriman
Alamat

Profil
Nama
Alamat
No Hp
Simpan perubahan

Menu description

User Interview

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

👍 Positive feedback

1. Effective landing page

The top-selling items and testimonials on the landing page are convincing.

2. Detailed food descriptions

The food descriptions provide thorough information.

3. Optimized for food ordering

Speeds up the ordering process, especially with the recommendations & well-organized menu.

4. Attractive idea

The concept seems appealing & beneficial for WFH moms.

👎 Negative feedback

1. Highlight & clarify key feature

The key feature (subscription) needs better visibility & clearer explanations about how it works.

2. Expand catering reach

We should open for catering expansion opportunities, such as open partnerships.

3. Improve tenant profiles

Detailed tenant profiles are crucial for building consumer trust.

4. Increase flexibility of catering schedule

The catering schedule selection process should be more flexible & user-friendly.

Key Points Landing Page

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

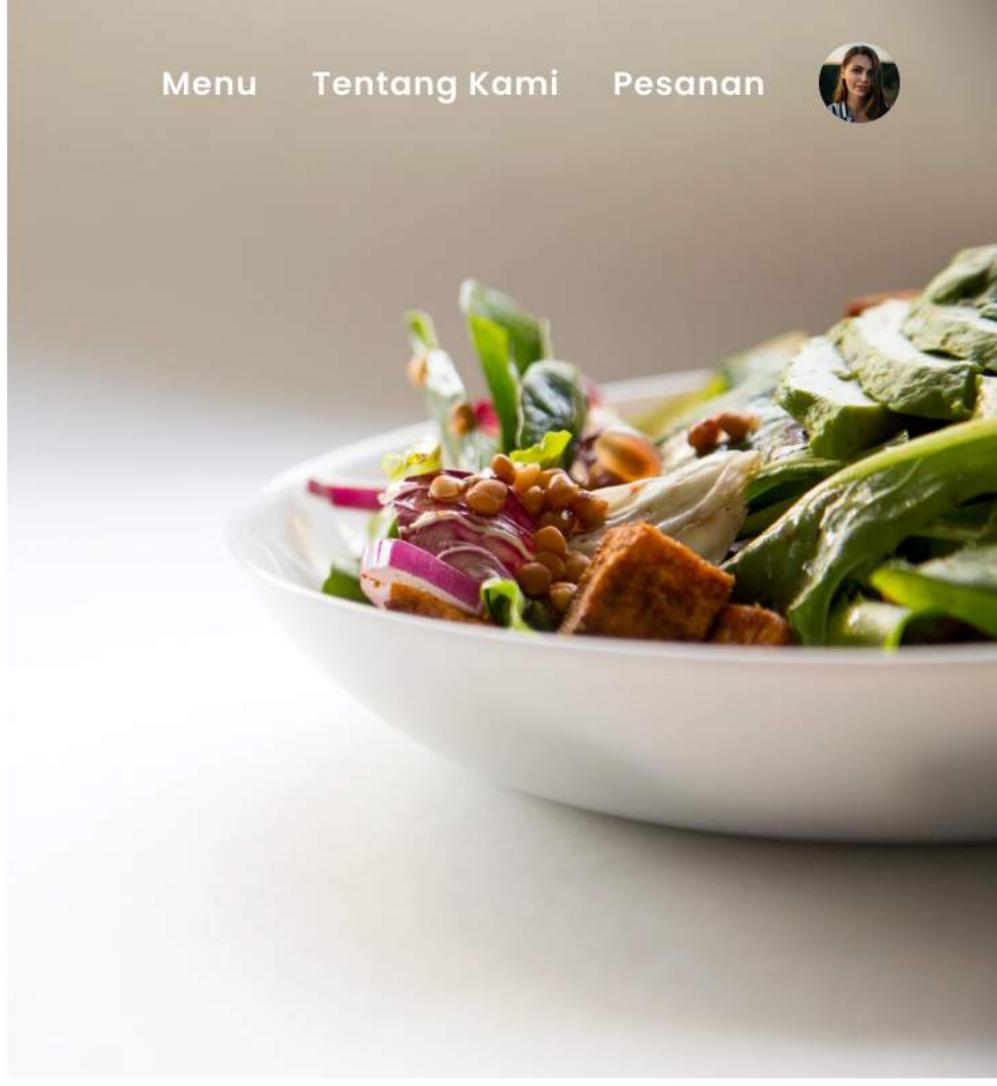
The purpose of this page is to effectively showcase the selling point through an attractive design.

Foodie

Foodie, catering 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	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



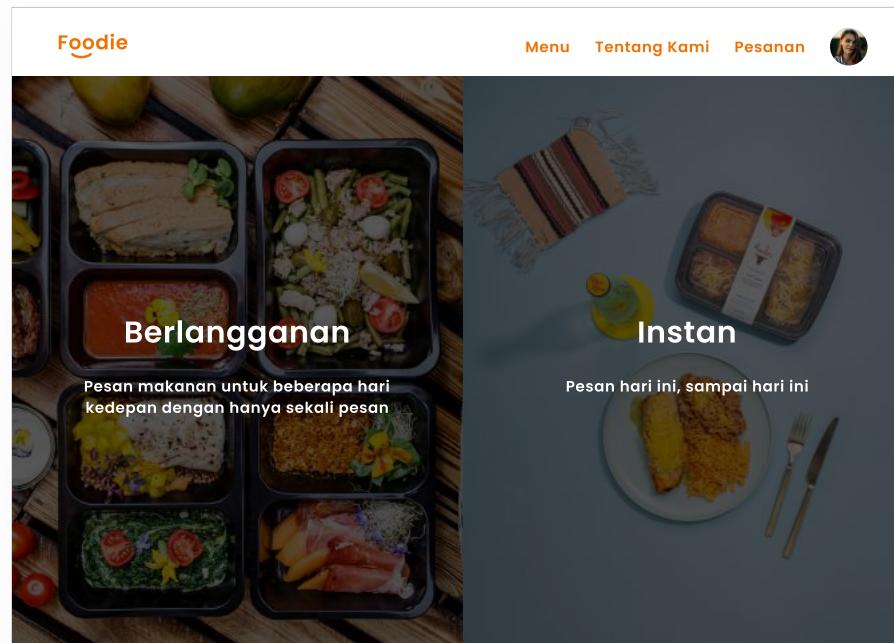
“ Memudahkan kami makan sehari-hari! Foodie menyediakan pembelian makanan secara praktis! Saya bisa memesan instan maupun berlangganan sesuai kebutuhan kami! Ga nyesel kalo beli disini.

Mirza Putri, 53 th



[Pesanan sekarang →](#)

Key Points - Menu



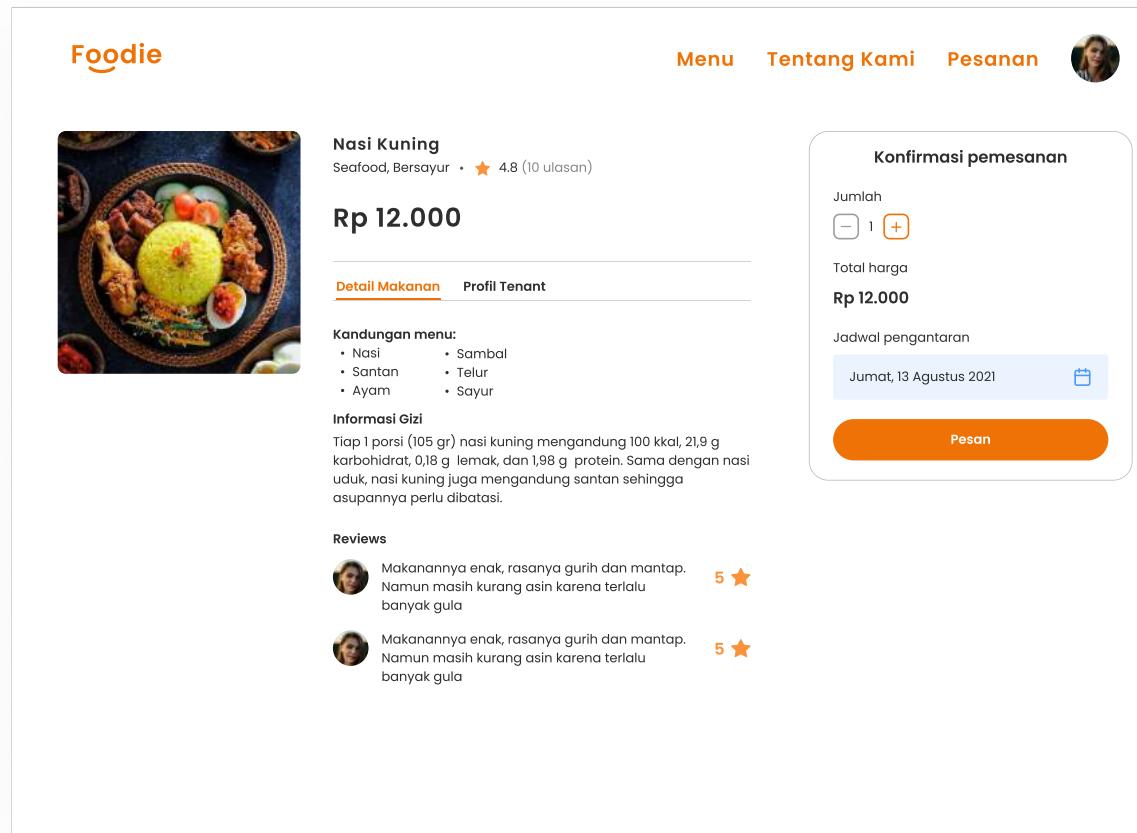
The main value of our catering web is the ability to order by subscription. Our goal is to make the subscription ordering process as simple and clear as possible.

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 a mobile application called "Foodie".
The left screenshot displays a menu item: "Nasi Kuning" (Seafood, Bersayur) with a rating of 4.8 (10 ulasan). It includes a price of Rp 12.000, a thumbnail image of the dish, a list of ingredients (Nasi, Santan, Ayam, Sambal, Telur, Sayur), nutritional information (Informasi Gizi), and two reviews. The reviews are from users who found the food delicious but noted it was a bit sweet.
The right screenshot shows a "Konfirmasi pemesanan" (Order confirmation) screen. It displays the quantity (1), total price (Rp 12.000), delivery date (Jumat, 13 Agustus 2021), and a large orange "Pesan" (Order) button.

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 displays 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, a dish image of 'Nasi Kuning' is shown with a price of 'Rp 12.000'. To the right of the dish image, there are tabs for 'Detail Makanan' and 'Profil Tenant'. The 'Profil Tenant' tab is currently selected, showing the restaurant's logo ('Dapur Aisyah'), address ('Jl. Pogung Kidul No 5 Sinduadi, Sleman, Yogyakarta'), rating ('★ 4.8'), and a 'HALAL PRODUCT CERTIFICATE' badge. Below this information, there are two review snippets with their respective users and ratings (5★ and 4★). On the right side of the screen, a modal window titled 'Konfirmasi pemesanan' shows a summary: 'Jumlah 1', 'Total harga Rp 12.000', 'Jadwal pengantaran Jumat, 13 Agustus 2021', and a large orange 'Pesan' button. To the right of the modal, a section titled 'Jadwal pengantaran' lists delivery times: 'Diantar pada Siang (9:00 - 11:00)', followed by time intervals from '7:00 - 9:00' to '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
- Promo:** Kode promo (Input field: Masukkan kode promo)
- Konfirmasi pembayaran:**

Subtotal	Rp 44.000
Pajak (10%)	Rp 4.400
Subtotal	Rp 48.400
- Pesanan:**
 - Nasi Kuning:** Rp 12.000 (Quantity: 1, Add: +, Remove: -)
 - Bakso Goreng:** Rp 16.000 (Quantity: 2, Add: +, Remove: -, Note: Catatan: Tidak pedas)
- Total Subtotal:** Rp 44.000

Konfirmasi Pesanan Berlangganan (Right Screenshot):

- Alamat pengiriman:** Pogung Baru F56
- Promo:** Kode promo (Input field: PertamaPesan - 50%)
- Konfirmasi pembayaran:**

Subtotal	Rp 44.000
Promo (-50%)	- Rp 22.000
Pajak (10%)	Rp 4.400
Subtotal	Rp 26.400
- Pesanan Langganan:**
 - Rabu, 18 Agustus 2021 • Siang (9:00 - 11:00): Nasi Kuning (Rp 12.000, Quantity: 1, Add: +, Remove: -)**
 - Kamis, 19 Agustus 2021 • Pagi (7:00 - 9:00): Nasi Kuning (Rp 12.000, Quantity: 2, Add: +, Remove: -, Note: Catatan: Tidak pedas)**
 - Jumat, 20 Agustus 2021 • Malam (16:00 - 18:00): Nasi Kuning (Rp 12.000, Quantity: 1, Add: +, Remove: -)**
- Total Subtotal:** Rp 26.400

The aim of this page is to present the information in a clear & 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.