Foodie

2021 - Website

Summary:

For working moms during Covid-19, every day felt like a balancing act between office deadlines and preparing nutritious, varied meals at home. Many felt exhausted and overwhelmed, signaling the need for a service that could simplify meal preparation while staying flexible, cost-effective, and family-friendly.

This is a project for SYNRGY Academy bootcamp.

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. **Emphatize**
   - 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 ± 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	• Catering (1 batch/week) • Free consultation with nutritionist • Designed with diet program menu • Refund (if diet program didn't work)	• Options subscribe order • Provide large-quantities order and pre-order system • Provide catering for corporation	• Flexible order system • Provide realistic preview for each menu • Provide most popular menu in landing page
How to order	• Website	• Mobile app	• Website
Strengths	• Emphasize on their healthy menu • Detailed information about their menu	• Clear order flow • Appealing testimonials and their services' benefits on landing page	• Menus are appealing, on-point with the photos • Provide many options for order
Weaknesses	• Unclear CTA • Landing page is too focused on ads	• Can't place order on their website	• 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

GO FOOD

GrabFood

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 sekiranya 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 perminggu, 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

Landing page
Menu
Instan
Berlangganan (default)
Set jadwal 'makanan datang'
Set lokasi
Search & filter menu:
• merchant
• price
• location
• kategori(?)
• ketahanan makanan
Keranjang
Menu makanan:
• nama
• harga
• tennant
Detail menu
Detail makanan:
• nama
• foto
• harga
• kategori
• bahan makanan
• ketahanan makanan
• informasi gizi singkat
• review
Pesan & tambah catatan (opsional)
Pilih hari & pengulangan (berdasarkan jadwal berlangganan yang sudah ditentuin)
Profil tenant
Profil tenant:
• nama
• logo
• foto
• lokasi
• rating
• rentang harga
Konfirmasi pesanan
Set lokasi (+ catatan)
Daftar pesanan
• Tampilkan pesanan per tanggal
• Nama & foto menu
• Total harga per menu (apabila pemesanan per menu berjumlah lebih dari 1)
Edit pesanan
• Set waktu pengantaran (default: saat ini)
• Set kuantitas pesanan
• Tambah catatan
• Hapus pesanan
Total harga
Tambah kode promo
Bayar pesanan
Konfirmasi pesanan
Set lokasi (+ catatan)
Daftar pesanan
• Tampilkan pesanan per tanggal
• Nama & foto menu
• Total harga per menu (apabila pemesanan per menu berjumlah lebih dari 1)
Edit pesanan
• Set waktu pengantaran (default: 10-11)
• Set kuantitas pesanan
• Tambah catatan
• Hapus pesanan
Total harga
Tambah kode promo
Bayar pesanan
Beranda

Low-fidelity

Landing page

Menu

Menu description

About us

Profile

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.

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

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

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 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.