FooBar

Miserables Group

KEA Multimedia
Front End Design Elective Spring
2020, Exam Assignment

Problem Formulation - The challenge

How can we help Foobar stay in business while respecting the social distancing rules imposed in Denmark? What ideas or assets could we provide to help them achieve this objective, of bringing the people together and offering them beer in a safe environment with good quality drinks and services?

What kind of digital solution can we provide to help Foobar staff and consumers carry out previously physical tasks and turn them into digital tasks performed independently by the staff and customers?

The potential solution

Because the people at Foobar were impressed with our previous work they gave us two tasks. Due to the fact that they have a rather big amount of dynamic data to work with we need to split up the data in two separate services.

Part 1 - Dashboard
First one would be a Dashboard, that would be displayed on the big screens behind the staff that is serving the beer at the bar counter.

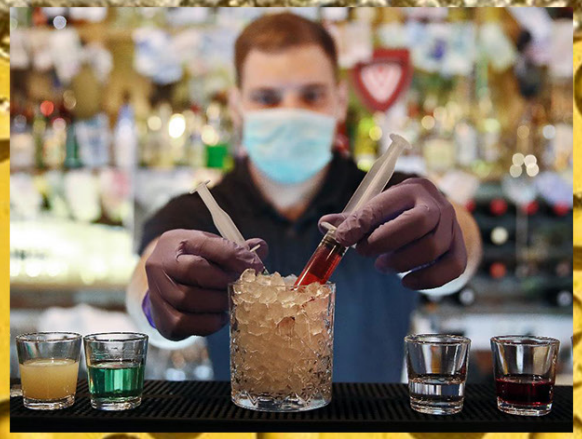
Part 2 - The Order Form (The App)
The order form will be displayed on tablets located at each table in the bar or on the customer’s own phones. You must use the data to display the various beers the customers can order.

FooBar

Drink it from afar!

Buy it with
3 clicks!

Share it
with friends,
online.
@foobar



FooBar

Style Tile

Colors

#e7ab1d

#fdff2b

#e29214

#000

#fffff

Logo's

FOOBAR

FooBar

Fonts

ROBOTO

ROBOTO BOLD

Signation

Images

Keywords

#Fun #DigitalBar #distancing
#Foobar #Entertaining #beer

Buttons

Links to Prototype:

Dashboard: https://xd.adobe.com/view/48f-18b1e-a778-4ae5-5a04-90c261f03e4a-3ec0/?-fullscreen

App: https://xd.adobe.com/view/4c71c194-ff0a-4601-64ac-45a82168a76c-3a40/?fullscreen

Group Work process

- Identification of team strengths and weaknesses - Team Canvas
- Set up goals, tasks and deadlines - Trello Boards
- Attend the organization events to fully understand the objective of
this task - Mandatory meetings
- Individually research on different topics to efficiently support the

THANK YOU !

STAY SAFE!

HAVE A GOOD SUMMER!