WECHEF APP DESIGN

Role: *Research, ideation, prototyping*

Timeline: *7 weeks*

Type: *Web Based Sovereign Application*

Tools: *Pencil & Paper, Adobe InDesign, PowerPoint, Adobe XD*

Angelo DiMauro

UX Designer

THE
PROBLEM

Being a chef is hard work. 60 + hours on your feet in a grueling and often-times dangerous environment. Ticket machines built in the 90s that decrease efficiency and maximize frustration.

They're noisy and stress inducing! Tickets are hard to keep track of and can get lost or fall on the floor. The kitchen runs through multiple rolls of paper per night.

I've been using them for the past 10 years or so and they're truly terrible. So not very long ago I started to think about why no one has effectively made anything better.

Maybe the wrong people were working on the project. Maybe you need chefs that have lived with the frustrations of the current model and know what could be improved upon.

Could we create something that would make it fun to cook again? Could we build a product that excites and brings different culinary teams together from across the entire user base?

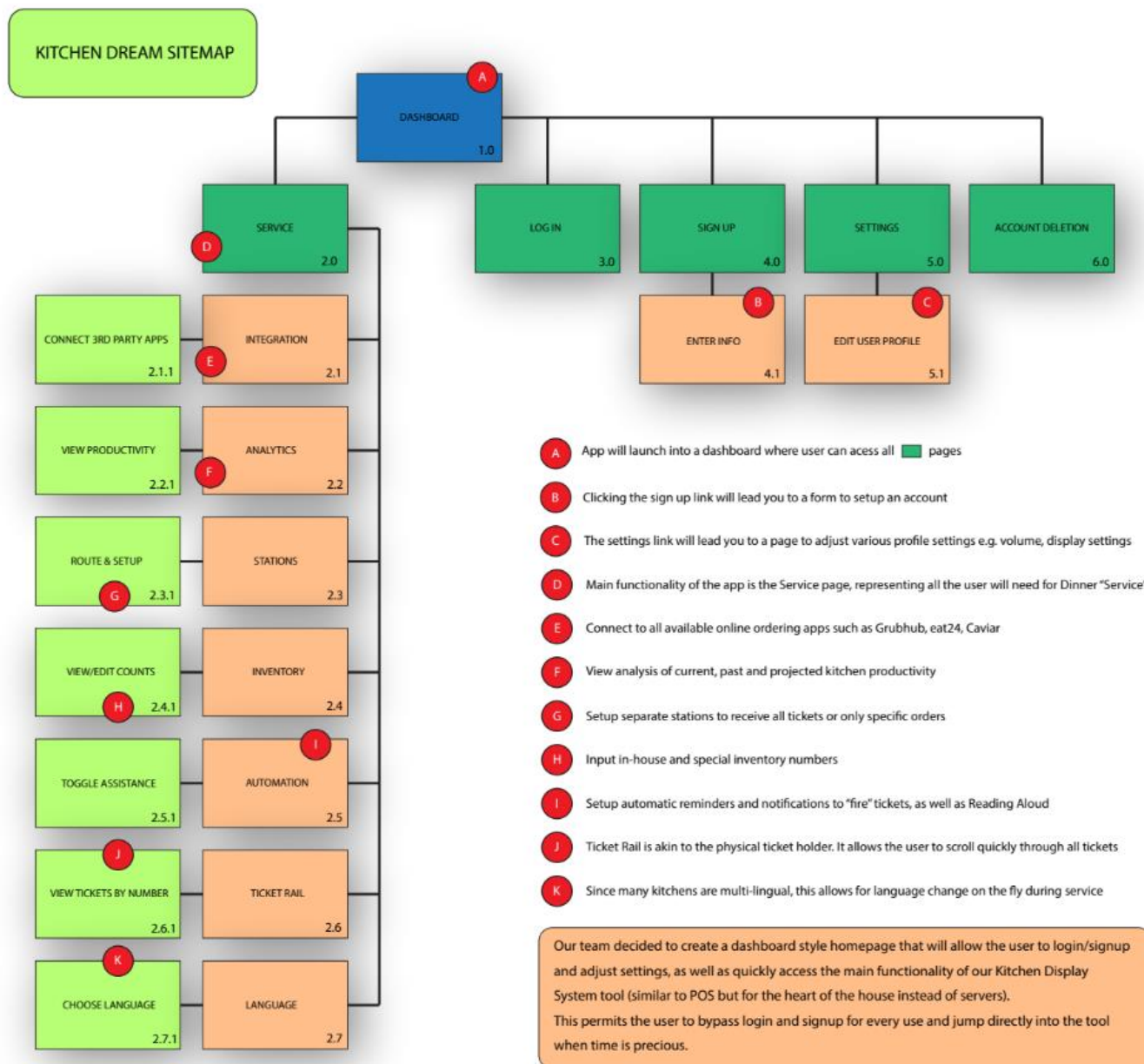**Can we create a zen kitchen and relieve some of the stress of the job?**

RESEARCH

We started by sizing up the competition. We researched all the top software available and lined them up against one another to see what worked best and what was missing.

Then we created a project brief to give our stakeholders an idea of how our vision would take the best functionality of the current market and improve upon them.

We discussed the biggest pain points with what is available and most prevalent in modern kitchens. We pinpointed some inspiration for our product and then outlined the keys to our proposed software.

KITCHEN DREAM SITEMAP

DASHBOARD — 1.0 (A)

- SERVICE — 2.0 (D)
  - CONNECT 3RD PARTY APPS — 2.1.1
  - INTEGRATION — 2.1 (E)
  - VIEW PRODUCTIVITY — 2.2.1
  - ANALYTICS — 2.2 (F)
  - ROUTE & SETUP — 2.3.1 (G)
  - STATIONS — 2.3
  - VIEW/EDIT COUNTS — 2.4.1 (H)
  - INVENTORY — 2.4
  - TOGGLE ASSISTANCE — 2.5.1
  - AUTOMATION — 2.5 (I)
  - VIEW TICKETS BY NUMBER — 2.6.1 (J)
  - TICKET RAIL — 2.6
  - CHOOSE LANGUAGE — 2.7.1 (K)
  - LANGUAGE — 2.7
- LOG IN — 3.0
- SIGN UP — 4.0
  - ENTER INFO — 4.1 (B)
- SETTINGS — 5.0
  - EDIT USER PROFILE — 5.1 (C)
- ACCOUNT DELETION — 6.0

(A) App will launch into a dashboard where user can acess all ▮ pages

(B) Clicking the sign up link will lead you to a form to setup an account

(C) The settings link will lead you to a page to adjust various profile settings e.g. volume, display settings

(D) Main functionality of the app is the Service page, representing all the user will need for Dinner "Service"

(E) Connect to all available online ordering apps such as Grubhub, eat24, Caviar

(F) View analysis of current, past and projected kitchen productivity

(G) Setup separate stations to receive all tickets or only specific orders

(H) Input in-house and special inventory numbers

(I) Setup automatic reminders and notifications to "fire" tickets, as well as Reading Aloud

(J) Ticket Rail is akin to the physical ticket holder. It allows the user to scroll quickly through all tickets

(K) Since many kitchens are multi-lingual, this allows for language change on the fly during service

Our team decided to create a dashboard style homepage that will allow the user to login/signup and adjust settings, as well as quickly access the main functionality of our Kitchen Display System tool (similar to POS but for the heart of the house instead of servers).
This permits the user to bypass login and signup for every use and jump directly into the tool when time is precious.
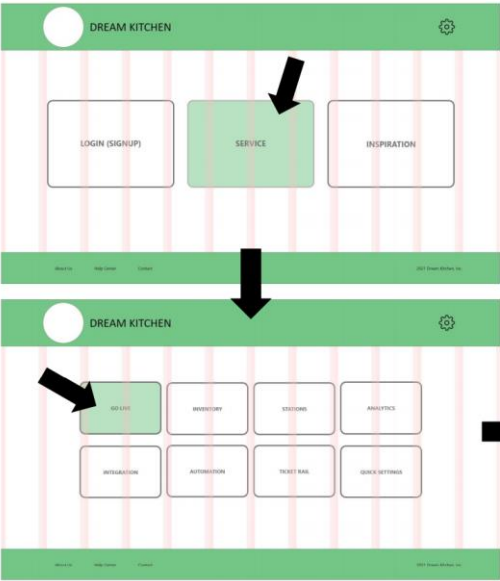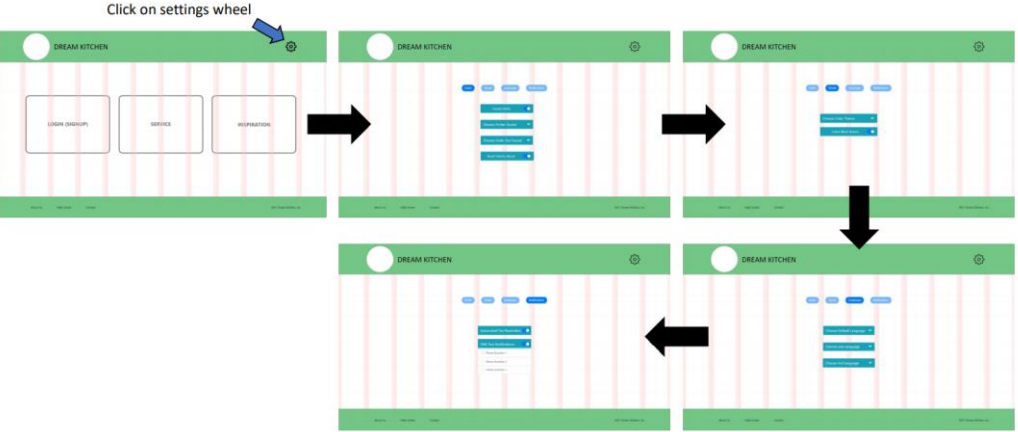
SITEMAP

Then we created the bones of our app. We took what we learned from our research and developed our sitemap, or the visual representation of how the user moves through the software. We color coded the different tiers of the information architecture and added detailed annotation for farther down the road when we need to come back to the blueprint.
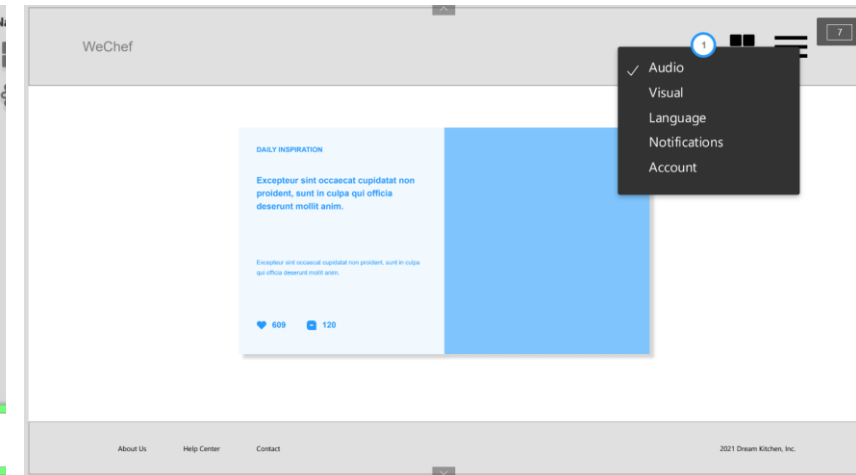
INITIAL WIREFRAMES

Next came sketching up our wireframes in low fidelity. We worked through the basic framework and functionality and made notes for our stakeholders.

2ND ITERATION

WIREFRAMES

After the first round of wireframes, we started to get a better feel for the overall flow of the app. We cleaned up a lot of the screens and simplified the icons, we developed the seedlings of a splash screen that would help ground the app in the ideas of our original purpose: to create a fun kitchen again.

PROTOTYPING

To see the project, click the link below:

https://xd.adobe.com/view/ce059eaf-9f51-48f5-96e3-95e68777652a-9b56

Once we had refined the architecture of the app with wireframes, we began to prototype in hi-fidelity. We created **more advanced interactions**, *button toggles, drop down menus & flyouts, as well as scrollable and discoverable components.*

We learned that to create a **zen-like kitchen,** we needed smooth transitions from one page to the next, and we made them longer in duration but not enough to sacrifice efficiency.

WHAT WE LEARNED

The team is happy with the prototype thus far. There's still a lot of work to do though! With an extensive network of chef friends in the culinary world, I'd like to do some **usability testing** and get some feedback from real users, then **reiterate**. The overall feel and flow is where I would like it, but there is functionality I would like to flesh out before it's ready to go.

Mostly we learned that to make this project work for the user and stand out from the competition, we need to **integrate learning and social interactions** within the app. We also need to bring the system into the current age and allow for **drag-n-drop** and other patterns that would identify it as an app for the modern chef.

The era of paper and ink in the kitchen is over.

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