

## IMD019131: Design crit template

### Group critiqued (not your group):

I

### Brief description of the designed artefact:

The designed artefact of the group I is to produce a mobile application that will help its users to find local business around them. The application is targeted for everyday people that like to go out and try different food or drink every day. By using their application, the users will support its local business and promote their business on the Krafti application by giving their feedback about the company. In order for mobile application to be beneficial, the businesses will be able to give promotions and deals to its customer for an exchange on checking on the application. The application will be split into three parts, restaurants, breweries and cafes and it will be available on all mobile platforms such as Windows, Android and IOS.

### What are the apparent aims of the designers?

The aims of the designers is to give support to local businesses and for people to discover places they haven't heard of. By using Krafti mobile application, the local businesses will be able to get some recognition around the communities and bring people together. Also, by working together, Krafti and local companies will be able to promote each other and encourage people to go to small local restaurants, cafes or breweries rather than big well-known chain companies.

### Who will use/experience the artefact?

There isn't a lot of information about target audience in the proposal however out of context I can figure out that this mobile application is aimed at adults who like to attend restaurants, breweries and cafes. Also, this application is designed to bring people the stuff that is made locally.

### What does the design expect of its users? For example... are they active or passive, personalisation, learning, emotional responses...

The design of the application, wants its users to find what they are looking for quickly and easily with a minimum number of clicks. It is encouraging its users to find new

places to eat, drink and support local businesses. The application also want its users to leave a nice little feedback at the end of the visit which will surely help the business and thanks to a system that uses pre-selected words, the feedback won't be too negative.

**Where relevant, how far are the following qualities achieved in the design: elegance, efficiency, usefulness, fun, transparency, seduction, surprise, social potential, stimulation, immersion, support for individual or group identities...**

The application is absolutely sociable as it encourages people not to sit around at home but to help their local business and find or explore new places that are beside them and in their local communities.

**Relationship to comparable artefacts and style influences?**

The one relationship that is comparable to this application is a "Just Eat" website that thanks to entering your postcode, it is able to display all the takeaway restaurants that are close to you within couple of miles. I think that "Just Eat" was successful as it only focussed on takeaway restaurants and a very thoughtful system based on location.

However, focussing on three types of businesses is a great idea and it gives a lot of option to its customers that can chose what they want, but it can become overwhelming as number of local businesses have definitely grew and putting all of those businesses into one app will be definitely challenging.

**Considering the above aspects, how far is the design successful? What improvements can you suggest, including improvements to project management?**

I think the overall idea of the project is fantastic as it brings the community together and it requires team effort between customers and businesses to promote the local places to new people and supporting each other. The project plan along with the proposal is very informative and I feel that it could be enhanced if there was some kind of mock-up of the application rather than just a logo which itself is very well

designed. I'm certain that this project will be successful and with appropriate design of the application, it will have lot of users.

For improvement I think that adding an option to filter through the local business by a postcode, the same way as "Just Eat" was designed, will be a great addition and it will enhance the project.