Fooding

Team 6

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Contents

Part 1
Project Overview

Project Structure

Internet Commercial

Main Target?
Single-person-household

Sales What?
Instant & Retort food

Feature 1.
Categorize users with their taste

Feature 2.
Recommend food
based on categorization

Fooding
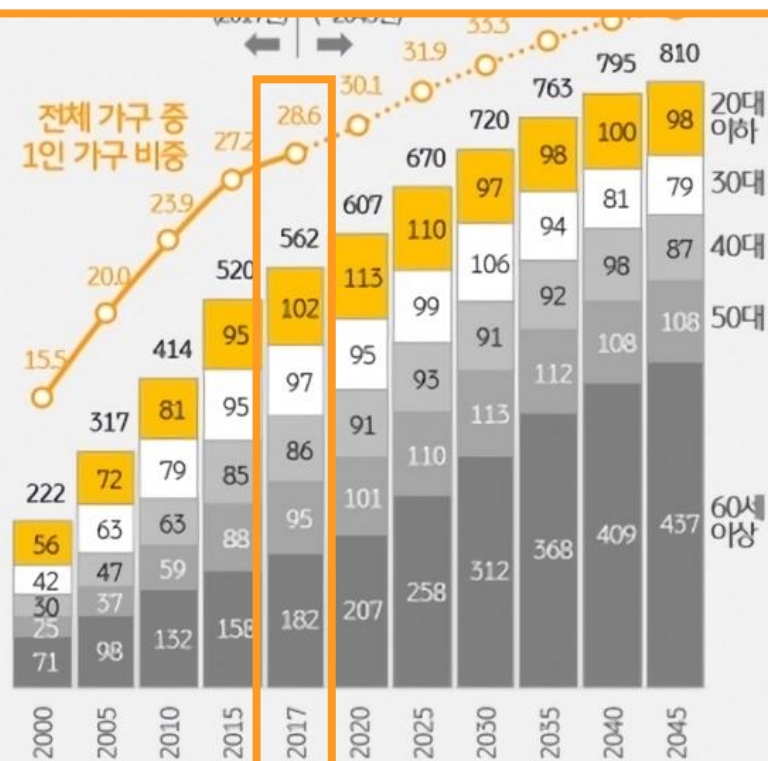food+feeling

Part 2
Background

Single-person household
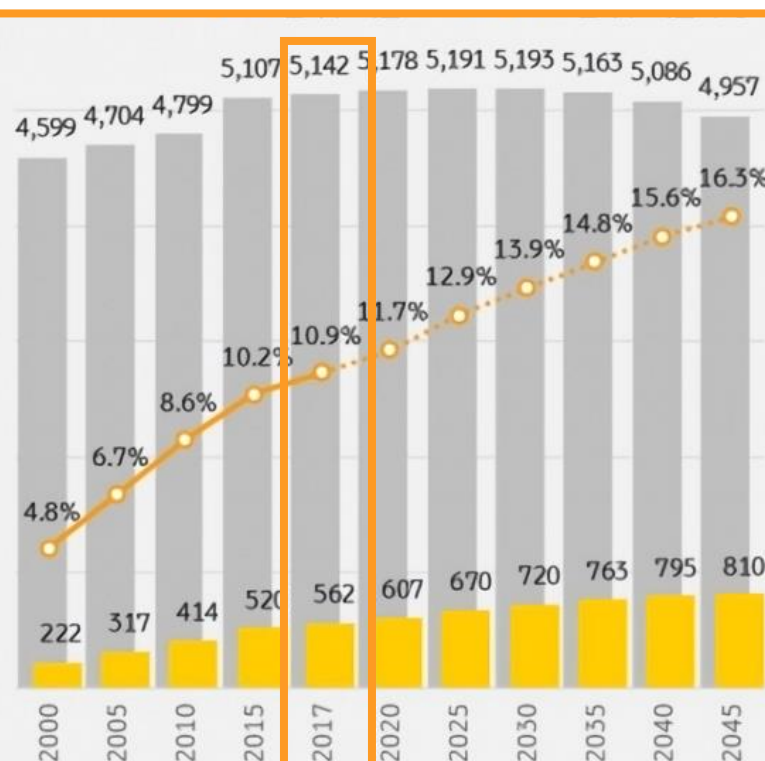

[그림 1] 1인가구의 규모 및 성장 전망 　(단위: 만 가구, 만 명, %)

• 전체 가구수 대비

¼ of households are single-person.
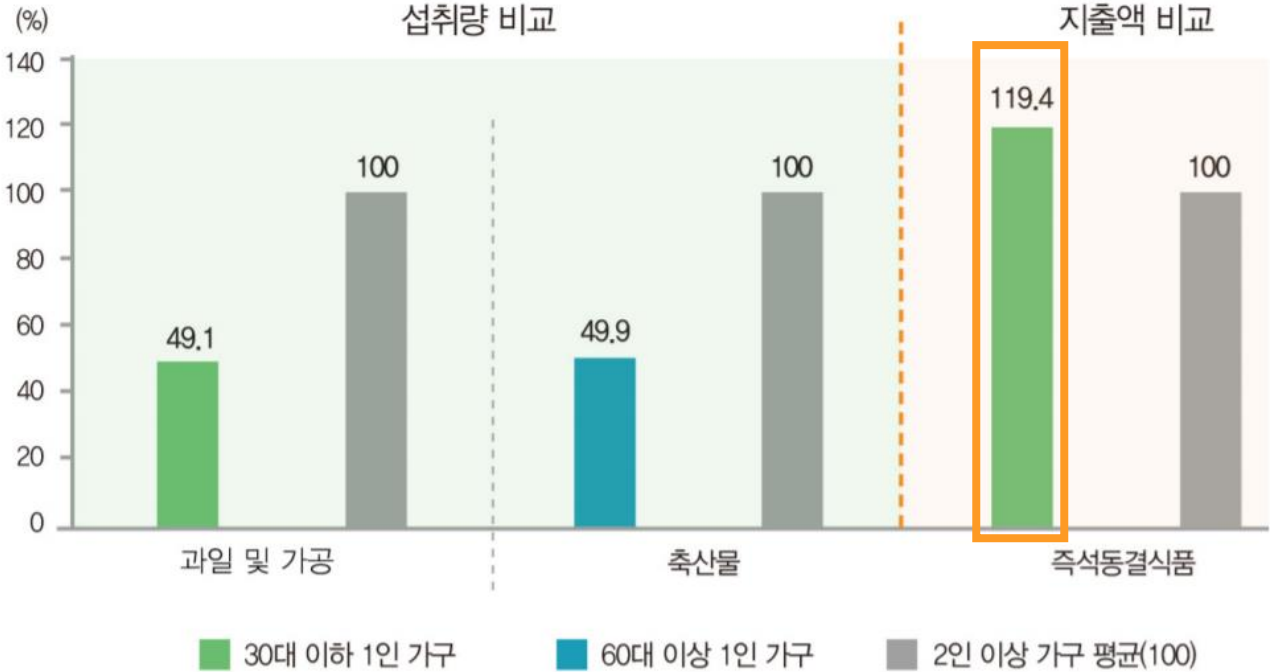
• 전체 인구 대비

⅑ of Korean people are living alone

자료: 통계청(인구총조사 2018, 장래가구추계 2015, 장래인구특별추계 2019, 총인구규모예상은 중위추계 기준)

Single-person household's Food culture

Single-person household cost more to **instant** food.

그림 2. 1인 가구 연령대별 식료

섭취량 비교   지출액 비교

(%)

140

120 — 119.4

100 — 100 — 100 — 100

80

60 — 49.1 — 49.9

40

20

0

과일 및 가공   축산물   즉석동결식품

■ 30대 이하 1인 가구   ■ 60대 이상 1인 가구   ■ 2인 이상 가구 평균(100)

주 1) 섭취량은 국민건강영양조사 원시자료 분석결과임.

Growing Instant Food Market
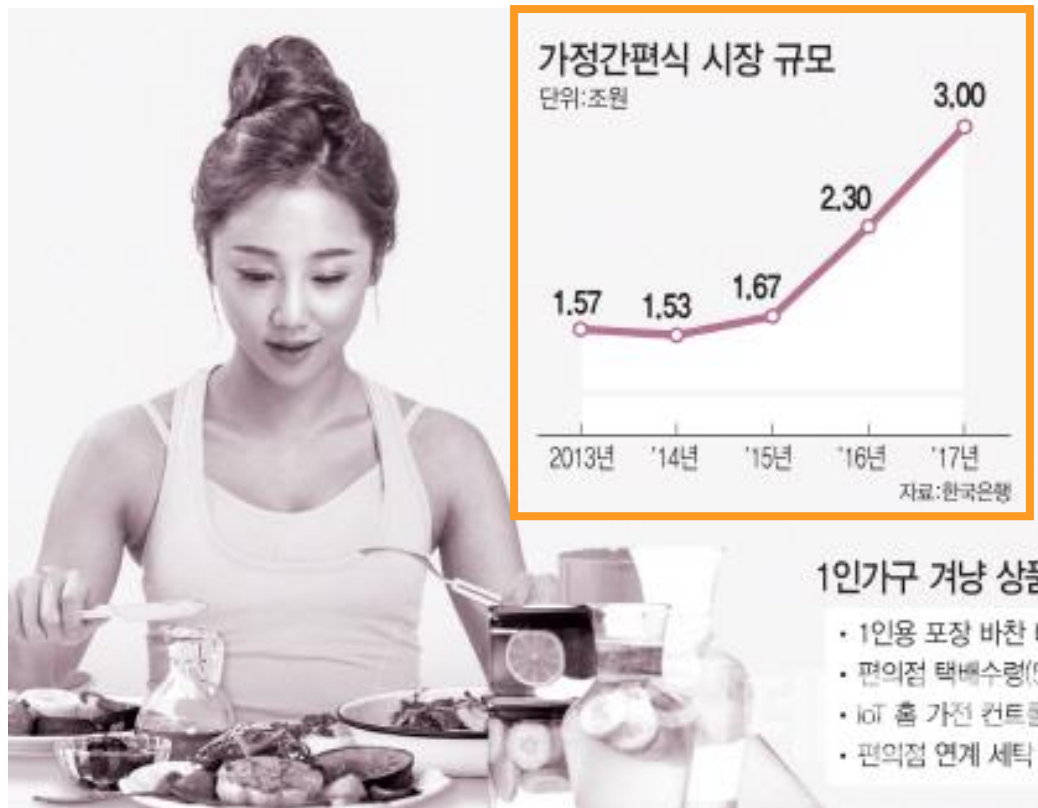
- **How salty is this food?**

- **How spicy is this food?**

It's hard to know **specific taste** without eating.

PEANUTS

TREE NUTS

MILK

EGGS

WHEAT

SOY

FISH

SHELLFISH

We need friends like us

We need reviews from friends like us

Solution

Categorizing
with Taste &
Allergic condition

Recommend
Based on
Categorization

Fooding

Free of Shopping

Part 3
Features

Features

- Main page
- Search page
- Product Detail page

Main page

- 4 Sub menu buttons
  - Home: Find new items and search product
  - Delivery: Delivery status of my orders
  - Recommendation: Recommended products
  - My page / Login: App settings, Home address, etc.

Product Detail page

- Image & Title
  - Price
  - Amount
  - Buy Now, Add to Cart
- Details
  - Product description
  - Allergy materials
- Preference Reviews & Rate
- All Reviews & Ratings

Search page

- Text search bar
- Filter options
  - Taste: Sweet, Spicy, Salty
  - Allergy ingredients: Vegetarian, Peanut, Egg, Milk, etc.
  - Price Limit: from ~ to
  - Category: Noodle, Bread, etc.
- Sort options: Newest, Cheapest Rate, etc.
- Product lists
  - Product Images
  - Product Title
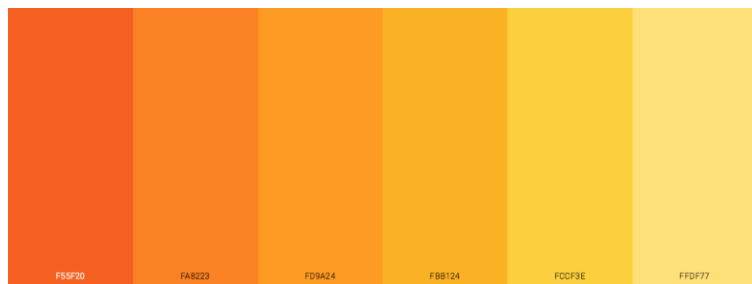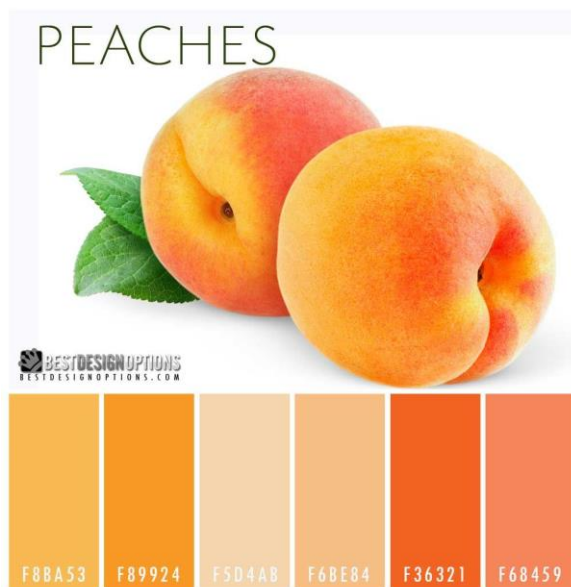 - Price / Rate

Part 4
UI/Design Concept

Color Theme

Color Palette

PEACHES

| F8BA53 | F89924 | F5D4AB | F6BE84 | F36321 | F68459 |

| F55F20 | FA8223 | FD9A24 | FBB124 | FCCF3E | FFDF77 |

Logo

Fooding

Colors

main color
#FD9A24

sub colors
#FFD966

#F8B952

Icons

Use Custom Icons

(Emoji + Material Design Icons doesn't fit)

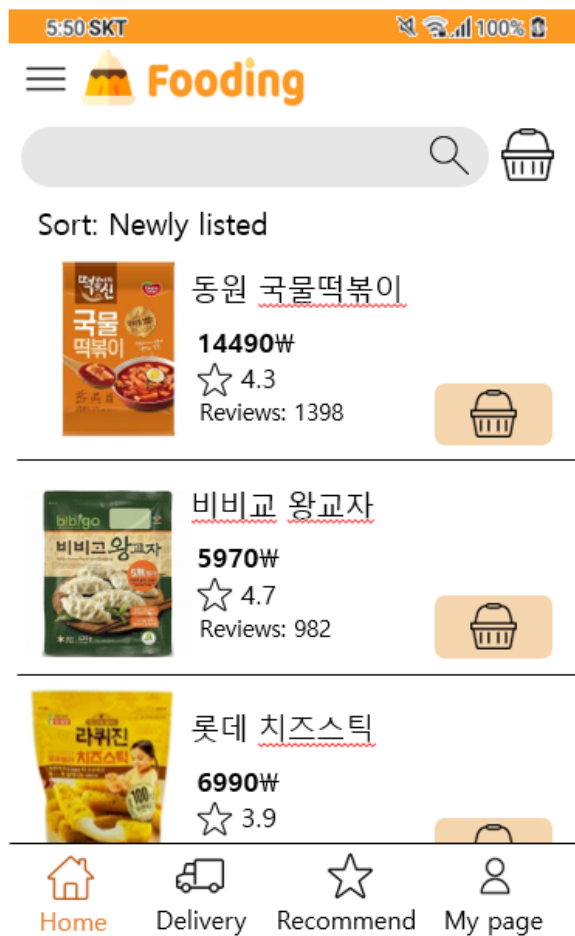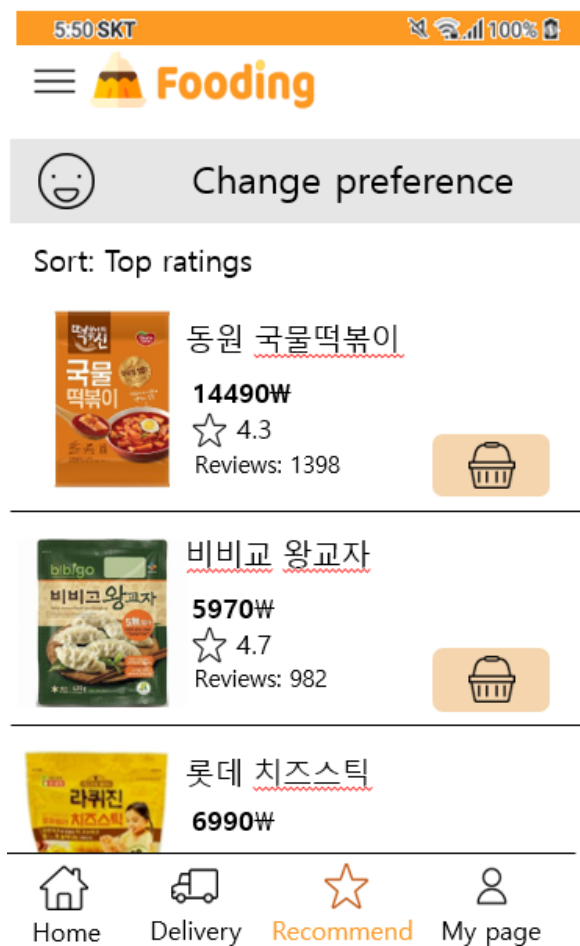https://app.streamlineicons.com/streamline-light

UI examples

Home page

Recommendation page

Product page

Part 5
Development
Environment

Development schedule

Incremental Model

Development

Specification
~ week 10

Evaluation

Integration

Presentation
~ week 16
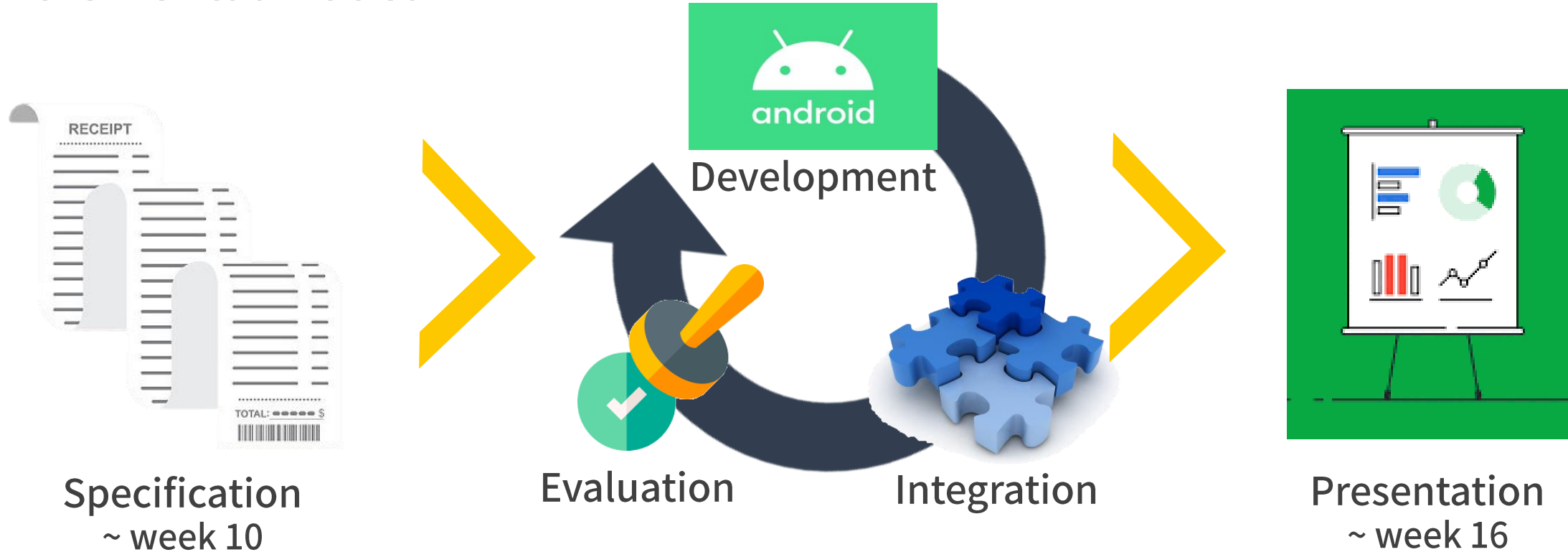
System Structure

Frontend

UI/UX Design

Icon Design

Activity Design

Activity Connecting

Backend

User Account

DBMS

Review Management

Main Function

Categorizer

Rank System

Recommend System

References

- 김승권 . "컵밥 3년 만에 1000억...국민간편식." 식품음료신문, 식품음료신문, 19 Mar. 2018, http://www.thinkfood.co.kr/news/articleView.html?idxno=79733
- 안상미 . "1인 가구 40% '10년 지나도 혼자일 것'...男 '외로움' 女 '경제력' 걱정." 메트로신문, 메트로신문, 23 June 2019, https://m.metroseoul.co.kr/article/2019062300019
- https://www.nl.go.kr/NL/contents/search.do?pageNum=1&pageSize=30&srchTarget=total&kwd=1인가구+식품시장#

END

감사합니다