A3. Research & Proposal

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Design Domain

Food Service Application

The project domain will revolve around food service providing applications, with a focus on information management and discovery.

Initial Ideas

1

Food Delivery App

Efficiency & Home delivery

Ex. Uber Eats

2

Order Ahead App

Mobile order & Meal pick-ups

Ex. Starbucks App

3

Food Recipe App

Idea hub

Ex. Hello Fresh

Who are the people in this domain?

- People who would want to order food / find new food to eat
- Introverts
- People on the go
- Students and young adults, ranging between 18-29
- Low income individuals

What are the common goals of the people in this domain?

- Finding desired food to eat
- Achieve their goal with minimal social interaction
- Increase individual efficiency

What are some common activities?

- Order food quickly and efficiently by paying online
- Get food delivered to a specified location
- Find recipes to create dishes at home
- View available food dishes that can be ordered online
- Finding their specific needs through a user friendly interface
- Gain rewards from using the app for a long period of time

What are some of the technologies, locations and situations that enable you to design a system?

- The smartphone allows the app to be created
- Restaurants allow the app to do a service for people who want to eat their food at a price
- Users who are hungry but do not want to leave their house enables the system to grow

Challenges or Opportunities

Challenges

- Users often have a hard time deciding what food to pick.
- Creating a visually appealing yet efficient and user friendly interface.

Opportunities

- We can help narrow down their decisions with A.I. algorithms to their favour.
- Generate categorization option for users.

Idea 1. Food Delivery Application

General Concept: Wheel of Fortune type feature that randomly picks a food dish to order from a user list. This feature is for people who are indecisive in picking a meal.

How you intend the app idea to work.
- Having a login in for the users to pick/ having a guest login.
- User orders the food through scrolling the page/ a search bar on the top.
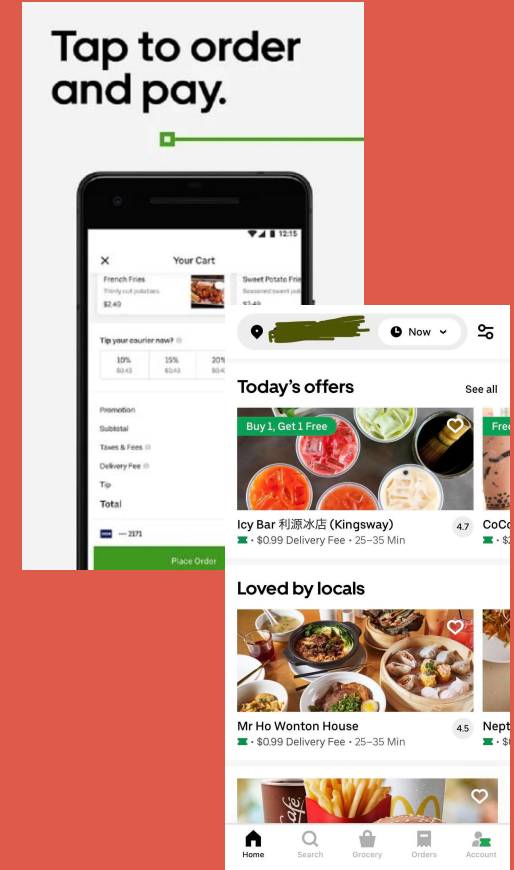
Who in your domain it is for.
- People who are on the go and need to skip the line.
- Young low income group.
- Work from home individuals.

What goals it addresses.
- A lot of time is spent wasted by people who are indecisive in choosing their meals.

Why you believe it to be viable.
- Having to spend less time deciding what to eat as the app generates the places to eat.

Idea 2. Order Ahead Application

How you intend the app idea to work.
The app should consist of visually focused categorization that improves usability. It will promote items users may be interested in based on previous purchases.

Who in your domain it is for.
Young adults between the age 18-19. Individuals who prioritizes efficiency and avoids social interactions. They are familiar with mobile applications and online transactions.

What goals it addresses.
Increase efficiency and minimize social engagements. Maintain a consistent design and reduce user friction.
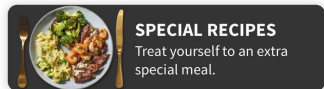
Why you believe it to be viable.
Food ordering application will rely heavily on visual presentation and feedback. This will be a key part of the design in combination with methods of categorization.
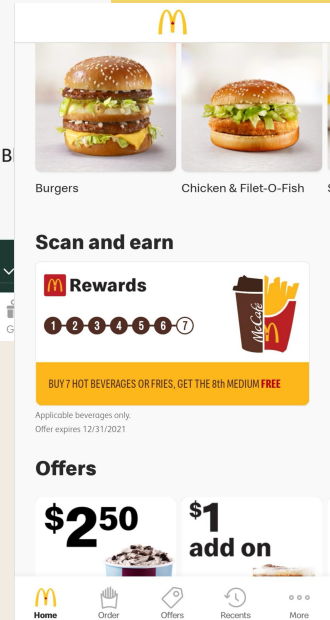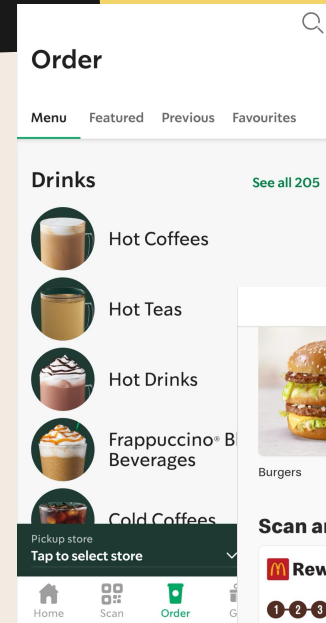
Idea 3. Recipe Discovery Application

How you intend the app idea to work.
- Having users to get custom food every week
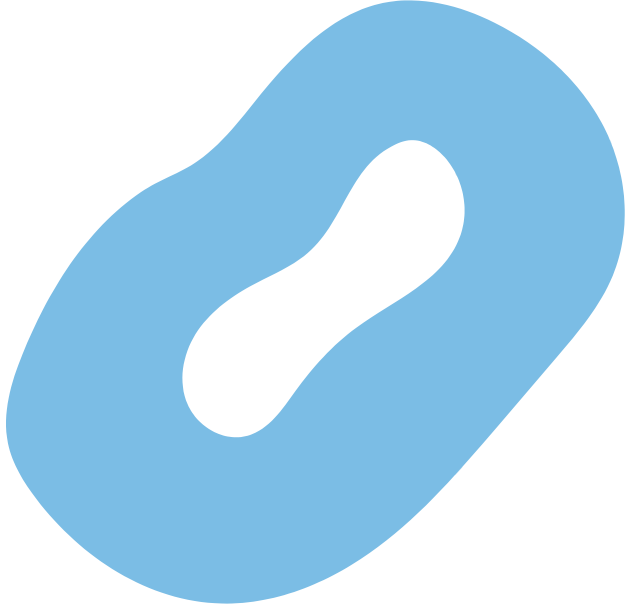
Who in your domain it is for.
- For anyone who wants to try new foods.
- Women between ages 25-50.

What goals it addresses.
- Reduce the headache for user to decide what to cook.

Why you believe it to be viable.
- Believe to be cheaper and cost efficient when having groceries sent to their house.

Future Works

What do you need to know to refine your ideas?

- How food will be organized based on specific criterias.
- Transaction specification on mobile apps.
- What elements users are looking for when searching for the item they desire.

Thank You!

Citation [Research]

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