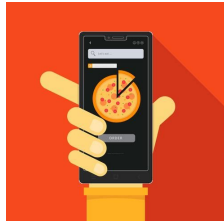


FOOD 4 THOUGHT



Lukasz Bakun, Anya Biryukova, Hayeon Choi, Gabriel Smith-Dalrymple

FOOD FINDER

- Elevator Pitch:

“A one-stop shop for all UW Bothell students needs when it comes to order food on and around campus. Providing easy access to online ordering, menu pricing, and allergy information. Ensuring that students are given every opportunity to grab and eat their food, even between classes.”

- Product Description:

- Mobile GUI based app
- User profiles
- Allows for online ordering
- Payment registration
- Food allergy restrictions
- Menu ingredients
- Menu pricing
- Eatery favoriting
- Past order tracking
- Food finder map



PRIMARY PERSONAS

Studious Sandra: Full-time student and a part-time waitress that lives off campus. Tries to fit all her classes in on similar days and has short breaks between classes. Works hard to keep up her grades.

Allergic Angela: Full-time student that wants to make sure that there is no chance of peanuts or almonds being found in her food. Lives on-campus, and parents pay for college. Her budget is open, so she can focus on keeping her food allergy free.

Single Dad Daniel: Only goes to class for 5-10 credits a quarter, but works a full-time job. His busy schedule makes it tough for him to be able to find time to get food as he's always traveling between work, class, and his local daycare.

Hard Working Harold: Owns a moderately successful food truck and is looking to expand his clientele. Operates mainly in Seattle, but travels to events and places with lots of customers. Uses Square for payments, and keeps up-to-date on technology to increase profits and visibility.



Profile

Studious Sarah is a full-time student at University of Washington Bothell. She is earning her Bachelor's Degree in Business Administration and is taking out student loans to assist with paying for college. She commutes to school from her apartment in Renton, WA. She lives with her boyfriend and works part-time as a waitress at Berliner Pub.

Responsibilities

- Needs to do homework on time
- Has 15 minutes in between classes
- Needs to eat while at school
- Has to budget living off-campus

Pain Points

- Doesn't have time to always get food between classes
- Wants to try good food nearby but doesn't know how to find them
- Food trucks not serving when she has a chance to get food
- Tired of eating Subway

Key Drivers & Motivation

- Needs to get her degree to go on to a well paying job
- Friends in class help motivate her to be there
- Enjoys learning new things
- Enjoys trying new things

Validations

- Word of mouth from friends helps her decide what to eat
- Is always willing to try a new experience to judge it herself
- Refers to peer reviews when thinking of trying something new



"Sorry, I can't go this evening, gotta study!"

Age 22
Location Renton, WA
Status Single
Education A.A. in Business
Experience Waitress

Key Identifiers

- Student
- Always has laptop or phone
- Constantly busy
- Commutes to school
- Prefers to have classes back to back
- Prefers doing homework at school

PRIMARY USER REQUIREMENTS/SCENARIOS

Actors: UW Bothell Student, Food Truck business, Payment System

Primary Scenario

1. The student pulls up the Food Finder app and selects an eatery.
2. The system displays a page of the eatery name, rating, and menu.
3. The student selects the menu item they are interested in purchasing.
4. The system pulls up an order summary and requests payment information.
5. The student enters their payment information and hits "Complete order."
6. The system processes the payment information and notifies the user the order is processed.
7. The system notifies the food truck that an order was made.
8. The food truck business notifies the system when the order is complete.
9. The system notifies the student that their order is ready for pickup.
10. The student goes and picks up their meal.

DELIGHTER STORYBOARD



A student is in class and looking to get food from a food truck before their next class, which is in 15 minutes.

The student uses the app to find the food truck

The student places an order to pick up during their class break.

The student doesn't have to wait in the long line, and gets their food before their next class starts.

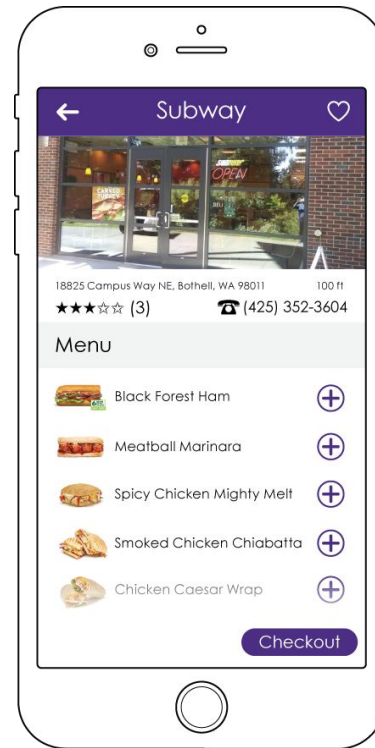
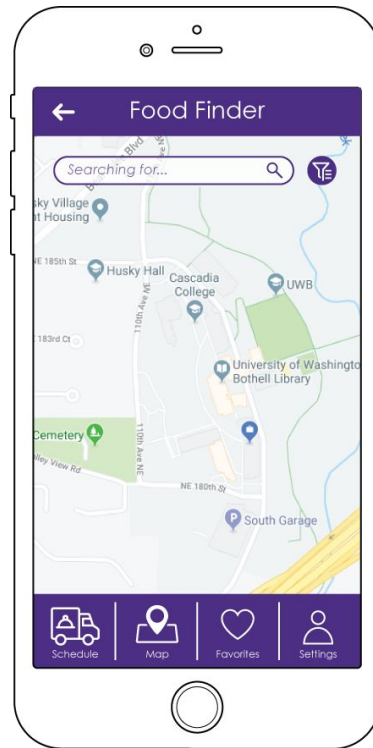
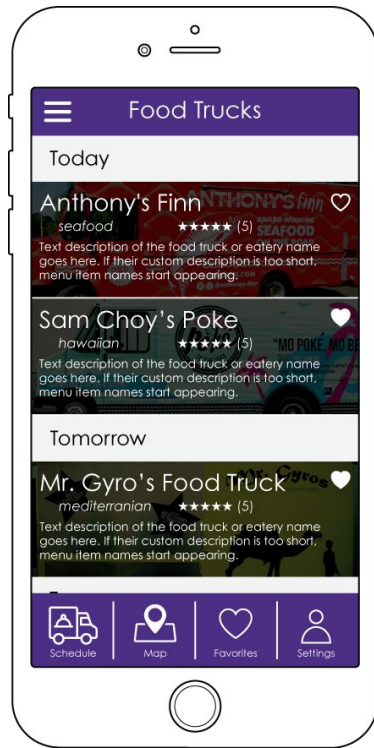
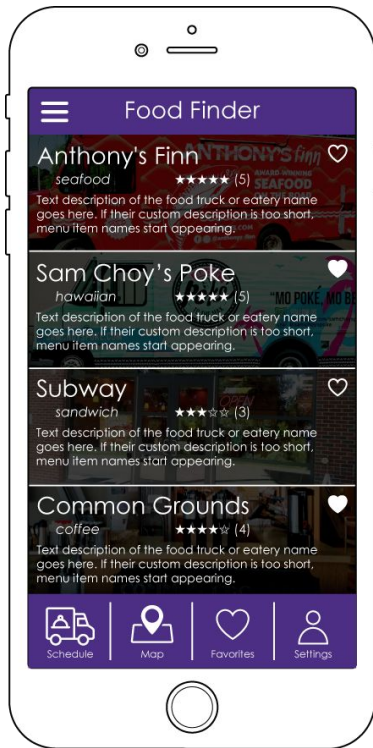
DESIGN GOALS

- Adding a built-in rewards system for eateries (buy ten, get one free) like Clover
- Searching for cuisine preferences on the map similar to Google Maps
- Ability to write, read, and rate eatery reviews similar to Yelp
- Ability to easily configure personalized user filters and preferences
- Ability to place mobile orders in advance to:
 - Reduce time waiting in line.
 - Pick up food reliably on breaks.

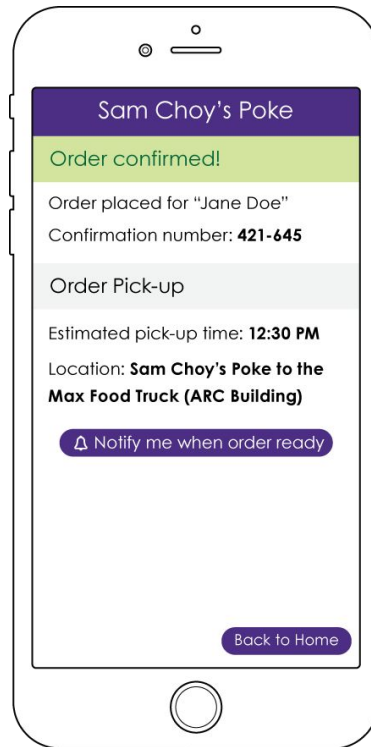
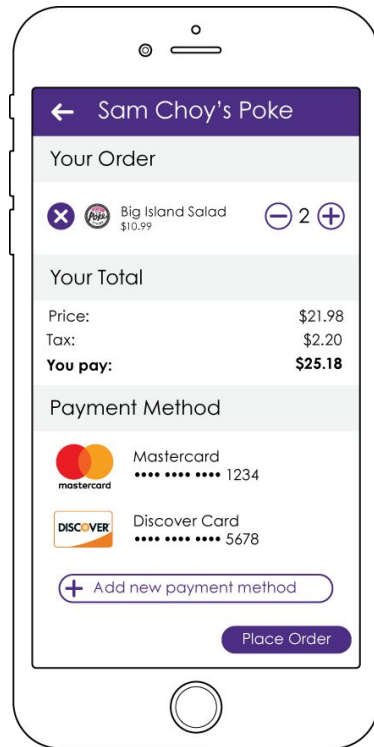
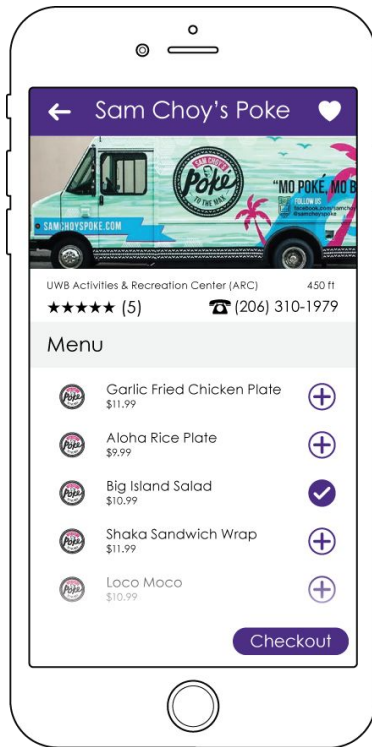
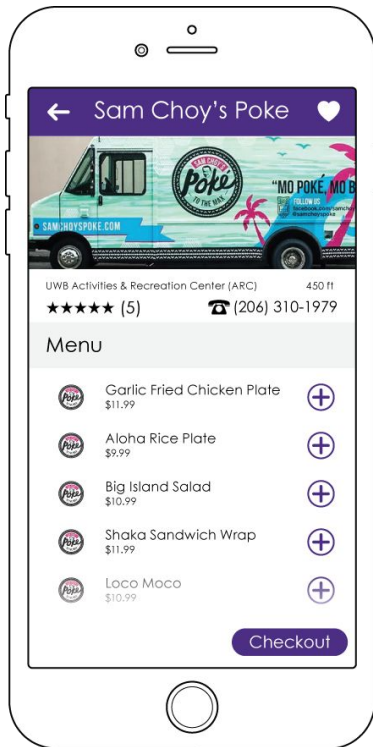
IMPORTANT GUIDELINES

- Ensure our application is faster and more convenient than the current methods used to get food at UWB
- Verify that our allergy and special diet settings filter eateries properly
- Guarantee that user payment systems and logged information is secure
- Design simplified yet robust interfaces that are easy to understand while providing all necessary functionalities
- Keep Gestalt design principles under consideration for elegant and simple interfaces. Refer to common imagery and design traditions to aid new users in familiarizing with the application.

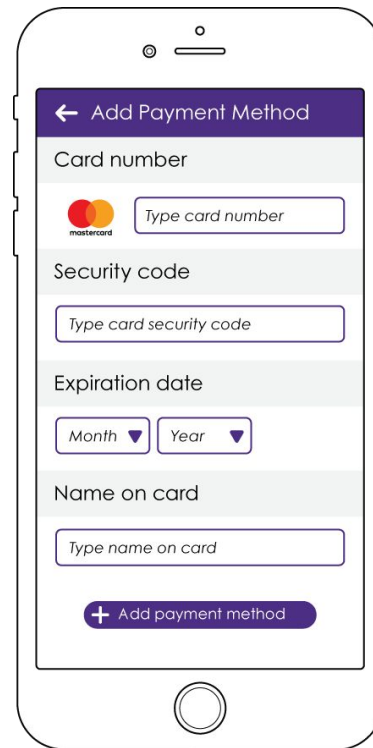
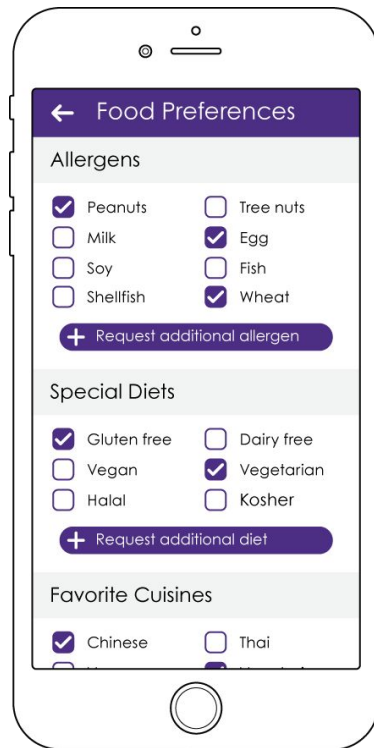
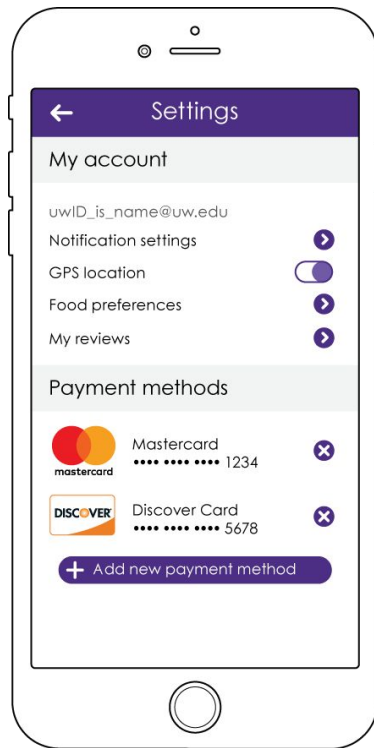
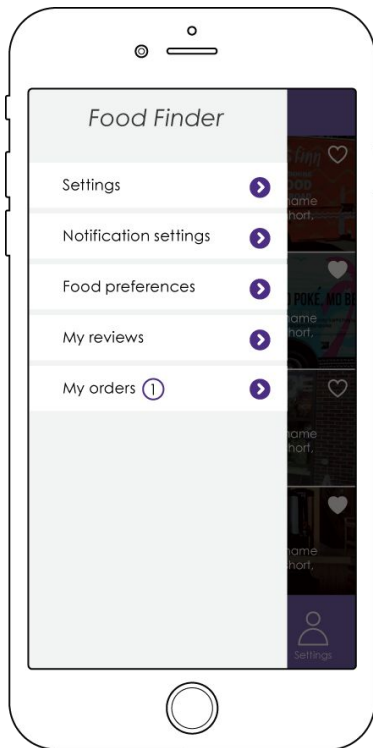
DESIGN WALKTHROUGH



DESIGN WALKTHROUGH



DESIGN WALKTHROUGH



DESIGN DECISIONS/CONSIDERATIONS

- Edit buttons with down arrows to be fade to white to signify scrolling.
- Add certain navigation options to hamburger menu (order history, shortcut to confirm code)
- Add the navigation bar to fit in all pages.
- Favorites being hearts instead of stars due to possible confusion with rating system
- Set a time frame for pickup when purchasing an order
- Adding a pop-up menu when adding an item to the checkout list to enter quantity/description

GETTING FEEDBACK

Taking advice from usability testing to improve and lead the design feedback process.

- Advice and ideas that came from usability testing often fit together and seemed intuitive.
- Actual user input in the creation process may help find missing parts.
- Finding things that seemed obvious to the design team that were unclear to users.
- Users may have needs that the designers may not have known about.