

Title page

Jacob Fielding WEB14303 Year 3, Term 1

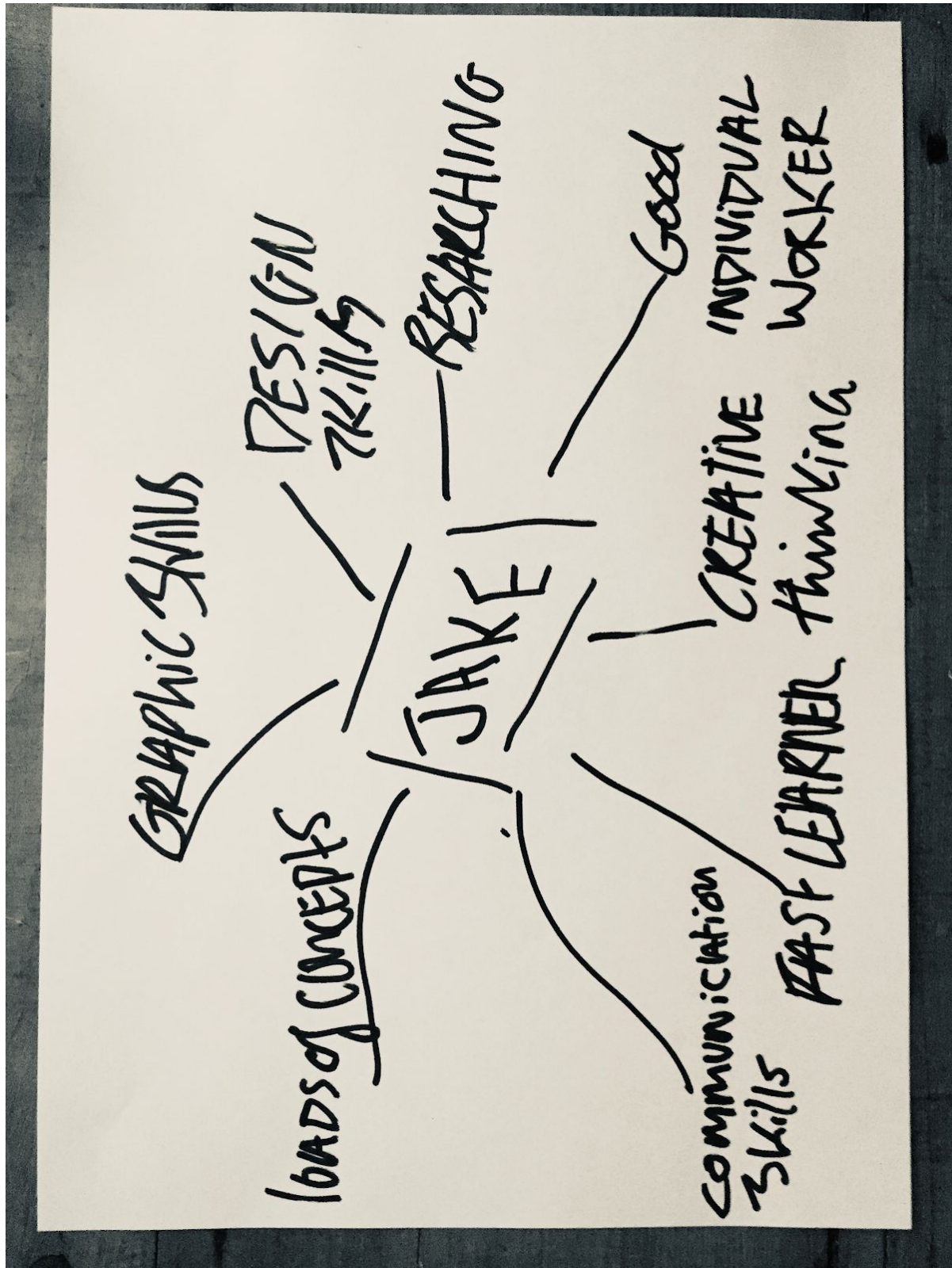
Executive Summary

This Research Folder contains my development progress and process into creating my concept. It covers the core reasoning behind my idea and takes you back to the start before any design and concepts are created it will show you how I have started to further my workings over time with research and feedback.

Contents page

Not decided the layout yet.

What am I good at mind-map.



Your Design Methodology

I am going to keep a simple clean cut design with pastel colours bright loud and attractive and modern.

What is the gap?

The problem I have come across is that the ice cream van industry is in tatters and is in desperate need for modernization and revitalization.

What purpose does it serve?

The idea is an app on your phone, which is connected to a tracker device which is placed into every ice cream van. When the Van is near to your location you will receive a notification on your phone which will then allow you to order the Ice Cream Van to come to your location (for free) you can then scan through the menu before they arrive so you already know what they have in stock allowing a much smoother transaction.

User Personas:



Name: **Jordan**
Age: **17**
Occupation: **Student**
Gender: **Male**

Motivation:

The motivation to get this app is to make his life a lot more convenient he loves ice cream and hates waiting around or walking to the shop so getting it to his door in a click of a button would really improve the service.

Backstory:

Average guy growing up in London,
Plays football does his homework doesn't get into trouble.

When or where will it be?

It will be launched in London to start with and further expand once users increase.

Is this a new or emerging market?

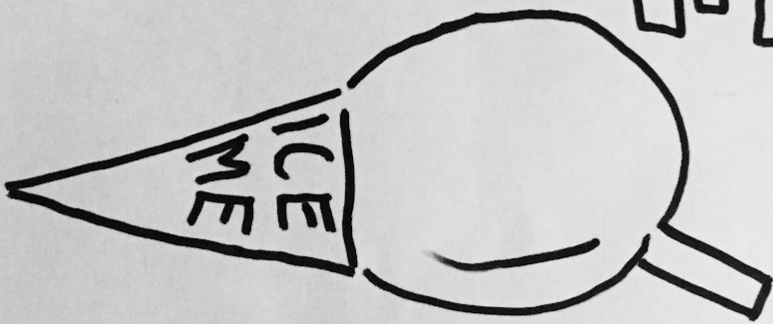
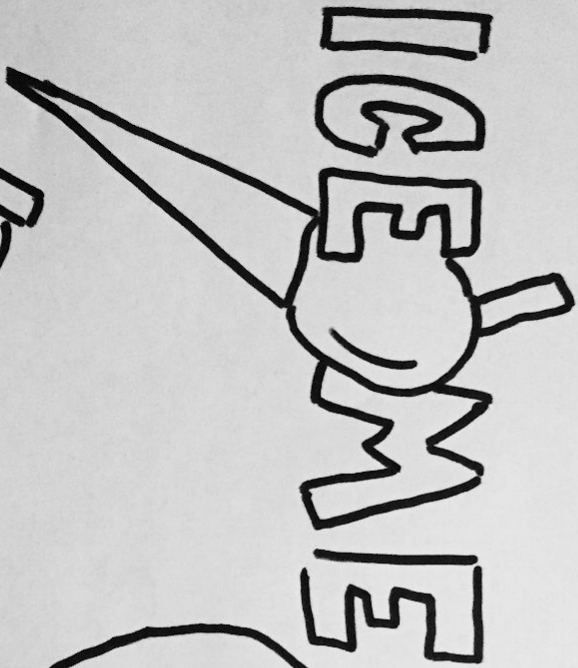
This is an old fashioned market which will be modernized into a brand new market of food delivery.

Why now?

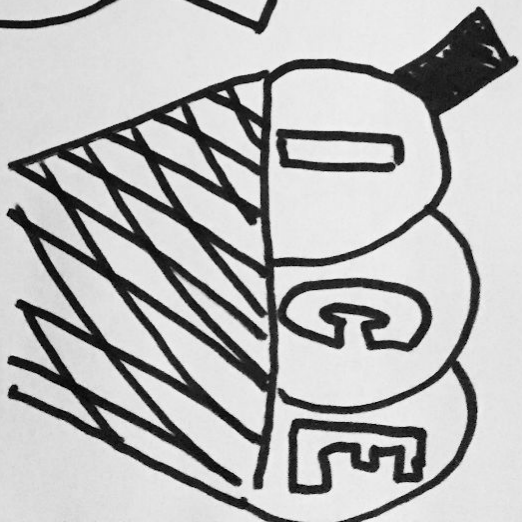
The App is needed as the industry is really in a dying state and has been on the decline for years, anyone who lives in Britain knows the nostalgic feel you get from hearing the ice cream van or reminiscing of a past time getting the classic ice cream. There is an opportunity for the industry to be revitalised by modernising the system already in place the ice cream van could definitely make a comeback. there are thousands of vans in the uk which are constantly roaming the streets so digitalising this industry and developing it further will allow a comeback for ice cream van, which can be the most convenient and accessible way to order a delivery.

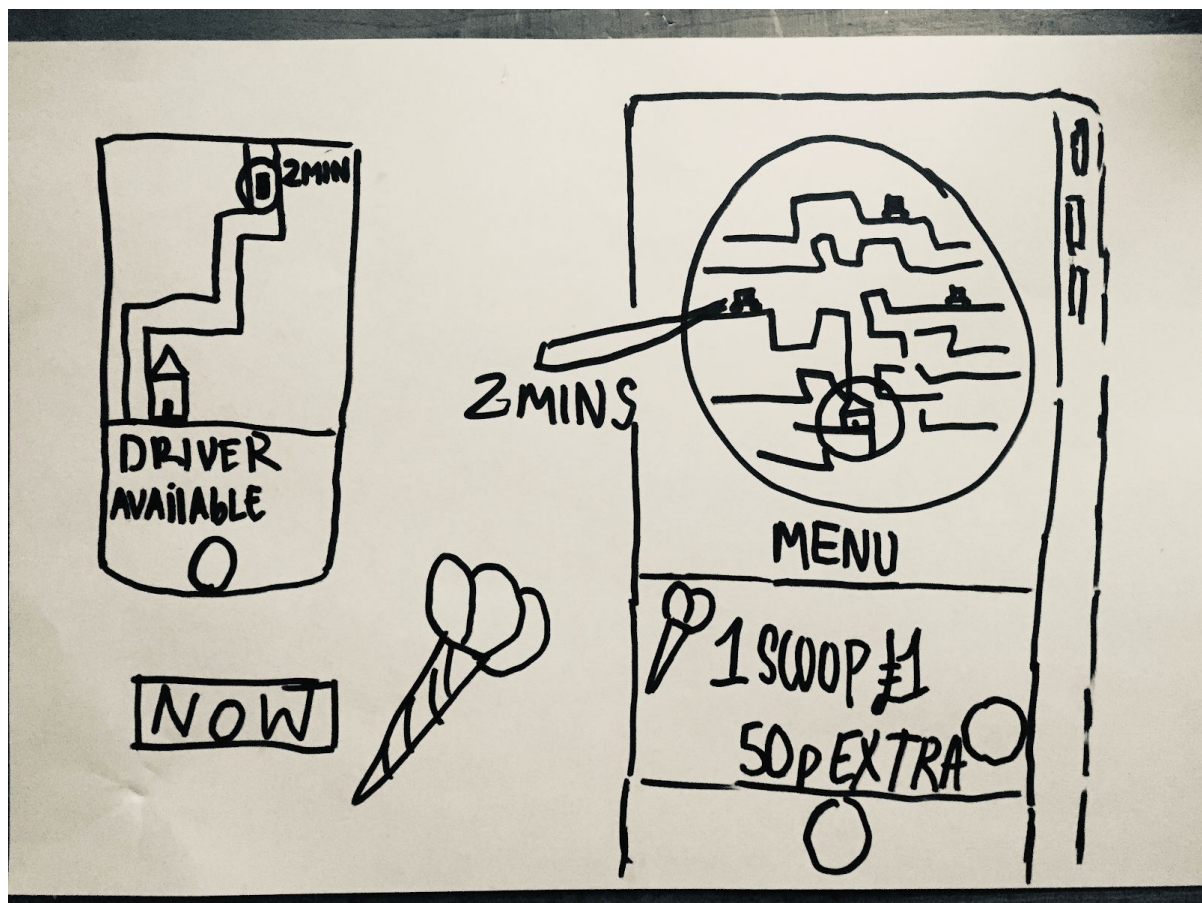
Paper prototype (UX/UI)

ICE
CREAM

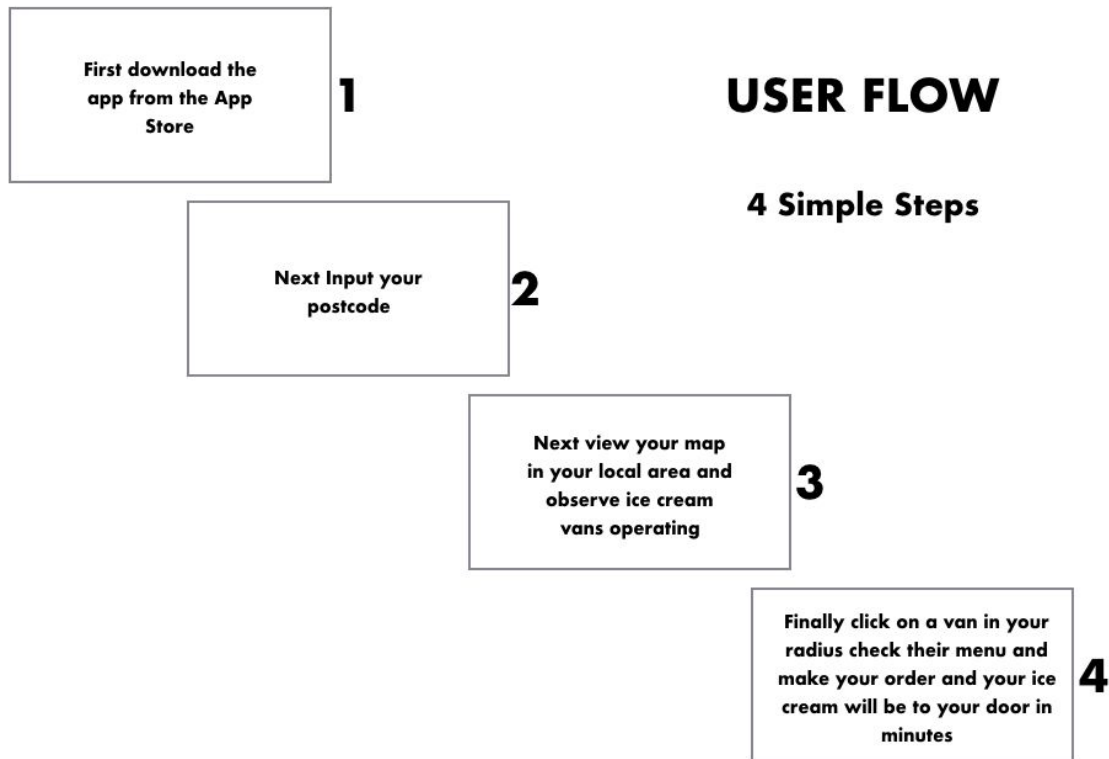


ICE
CREAM



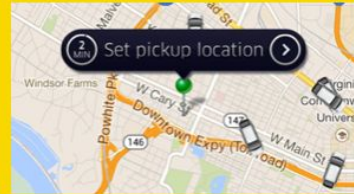


User flows

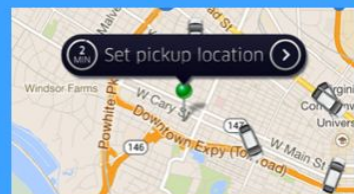


Concept one-pager

Instant ice cream at the touch of a button!

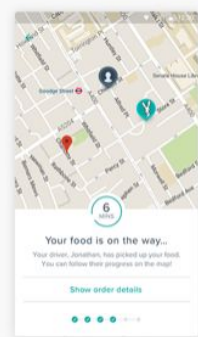
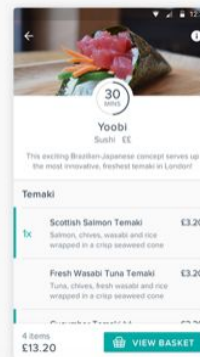
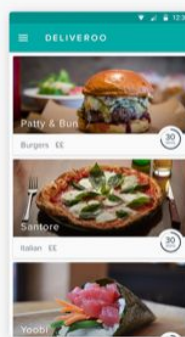
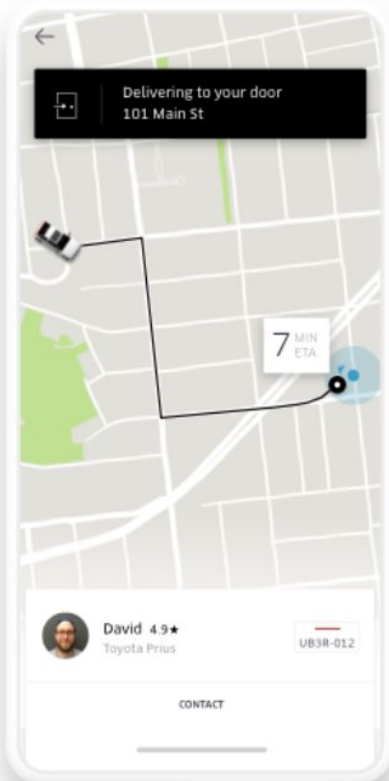


Instant ice cream at the touch of a button!

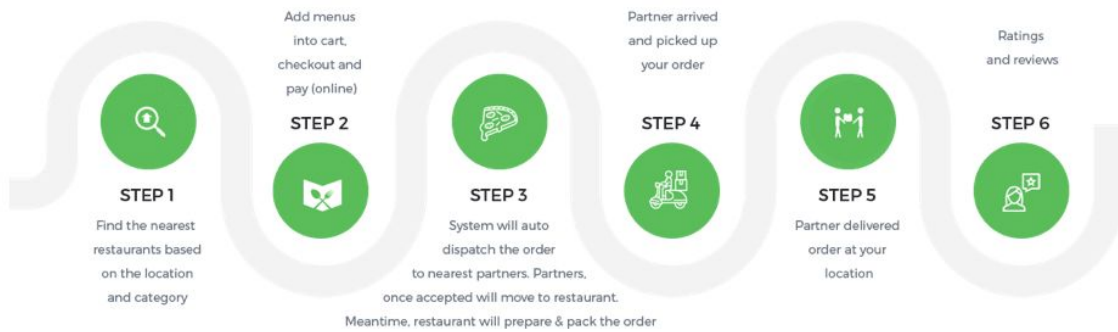




Moodboards



UBER / Deliveroo Competitor Analysis



Stats & Facts

Brits devour an estimated 337million litres of ice cream each year, more than 5 litres per person with more than 100 flavours available.

“Britons spend £1.1 BILLION a year on ice cream”

“The unstoppable rise of the takeaway delivery phenomenon means the market is now worth £4.2 billion, up 73% in a decade”

‘Deliveroo, JUST EAT, hungryhouse and UberEATS – have been the catalyst for this growth. They have levelled the playing field, allowing smaller independents to compete more effectively with the bigger foodservice chains.’

User testing report

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Customer Discovery interviews

I have not yet asked any ice cream van operators, although I have asked lots of potential customers in my target age range, and the response has been more positive than I expected; Making the assumption that everyone wouldn't understand my concept to my surprise people understand the idea and actually saw and felt the difficulty in the service and the decline in the current market.

Conclusion & Reflection

To Conclude my Research Folder and my overall Concept and Final Presentation I feel I have a good base to start from and once I start to further develop my app I believe it will all begin to come together, but for now I think it's a decent start and It is clear what I am trying to achieve, I feel I have used this first formative in understanding more of what I need to add to my concept rather than starting to create it straight away.

Annotated bibliography

<https://www.statista.com/topics/4679/food-delivery-and-takeaway-market-in-the-united-kingdom-uk/>

This link shows stats of the takeaway market in the Uk which helped me gain and understanding of how big the market is and who controls it.

<https://www.npdgroup.co.uk/wps/portal/npd/uk/news/press-releases/the-unstoppable-rise-of-the-takeaway-delivery-phenomenon-means-the-market-is-now-worth-4-2-billion-up-73-in-a-decade/>

This link speaks about the current value of the market and addresses how huge of a rise there has been and the prediction for the future.

<https://www.youtube.com/watch?v=1C3TKtoJwsA>

This is a Video covering the steady decline in the ice cream van in the ice cream van industry.

Appendix

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