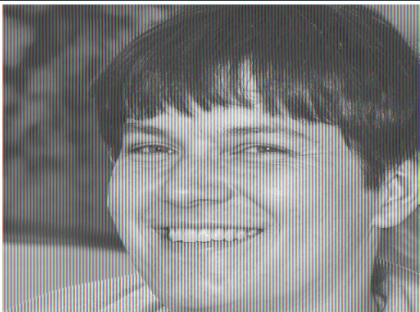# Web Design Assignment 2

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Jeanie Chen (191378L)

Company's Name: Meat Up

Name: Michael Teo
Age: 36
Martial Status: Married, 2 Kids.
Job: Office worker

Likes: Burgers, fast foo
Dislikes: Shopping, alr
pineapple on

Current User Journey

He woke up late for work so he has to go work on an empty stomach → He has to stay back during break cause of a deadline → He decided to order food delivery →

He has to go on with the day not satisfied ← He eats his meal only to find it not fresh. ←
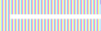
Ideal User Journey

He woke up late for work so he has to go work on an empty stomach → He has to stay back during break cause of a deadline → He decided to order food delivery →

He goes on with his work satisfied. ← He eats his meal happily cause it's fresh and warm ←

Name: Bryan Lim

Age: 20

Martial Status: Single

Job: Student, Part-time job at Nike.

Likes: Gaming, base

Dislikes: Library, ba

Current User Journey

After playing video games, he got hungry and went out with his siblings to eat → He went to a normal fast food restaurant to eat → Food was not fresh but he ate it anyway →

He has to go on with the day not satisfied ← He realised he has food poisoning ←

Ideal User Journey

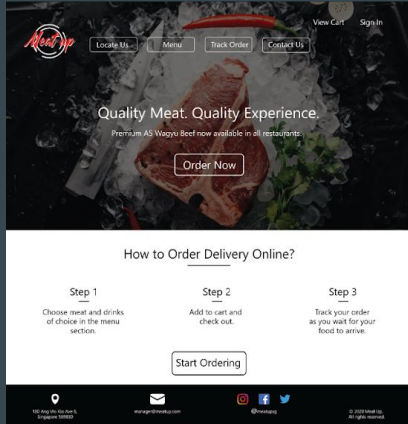After playing video games, he got hungry and went out with his siblings to eat → He went to Meat Up to eat → Food was fresh and it was served vastly →
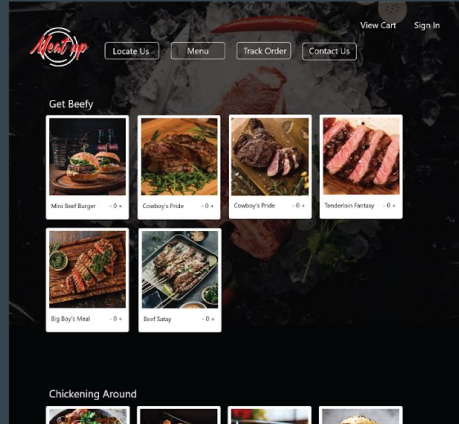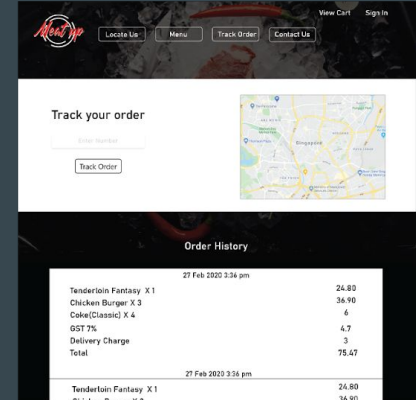
User flow

User first see this page
user selects start ordering

User selects food and pays for
the food

User tracks order while waiting
for food

User

Target audience :

- Family
- Teenagers
- Working adults
- Age range 16-25

Reason for being here :

- To order delivery
- To look at the menu
- Contact number for queries

What does the visitor want from the website?

- Easy to read
- Simplistic design
- Easy to navigate
- Easy to understand

How does the visitor know the site?

- Family
- Teenagers
- Working adults
- Age range 16-25

Context

What is the website about?

- Showing our food signatures, recommendations.
- Showing the Menu
- About us, contact numbers, FAQs
- Giving the option to food delivery

Business Goals:

- Being able to look appealing to the
- site visitors.
- Make the site fun to interact with
- Call to action to food delivery

Section

Home:

- Banner
- Footer

Menu:

- Beef
- Lamb
- Pork
- Vegan
- Drinks

Track my order:

- GPS
- Track order
- Transaction history

Contact Us:

- Contacts form
- Hotline
- Numbers from address

Content

What is the site's content?

- Deals
- Menu
- Visual images of our food.
- Contacts
- FAQs.

What kind of product is the website selling?

Burgers, Steaks anything that is meat related.

A few vegan options that is similar to beef meat.

Ice creams, sundaes, drinks

Content

What kind of service does
the site provides?

- Food delivery
- Contact us
- FAQs