

# Chef Oink

## The purpose of my website

"Chef Oink," a mobile app is going to be created for a Maltese childcare that I have previously worked with. This app purpose is to completely change how parents and guardians feed their kids healthy meals. Chef Oink's main goal is to make it as easy as possible for parents and guardians to get nutritious meal packages that are provided to the dietary requirements of their kids.

Parents can purchase these healthy meal packages from Chef Oink, which offer to be delivered the next day or even the same day they ordered. One unique feature of this app is that parents may order meal delivery straight to the childcare (the childcare that created this app) or they can have it delivered to any location that works best for them.

This application is being created because before, orders could only be placed through an online application process at the childcare centre. With a different menu to select from, Chef Oink is here to further and simplify the ordering process for parents, ensuring that kids get nutritious, tasty meals without the usual stress.

## Target audience of my website

Parents and guardians who struggle with time restrictions and finding time to cook meals for their kids are the app's main target audience. For these busy adults, "Chef Oink" provides a perfect answer. It serves those who are looking to give their children nutritious meals as well. Despite not being the app's primary users, kids stand to gain the most from it as their parents use it to get them nutritious and fresh food.

3 personas:

Making user personas before starting to design a product is important because it makes the designer do some research and helps them understand their target audience better.

### Kim Suhye

<b>Profile</b> Gender : Female Age : 24 years old Education : BA in Software engineer Status : Computer engineer	<b>Psychographics</b> <ul style="list-style-type: none"><li>• Love to do online shopping.</li><li>• supports small businesses.</li><li>• She enjoys authentic food.</li><li>• wants her daughter to be happy and healthy</li></ul>	<b>scenario</b> <p>I want to buy meals for my daughter while she's at school. In Korea, it was simple with cafeteria and street market food. However, in Malta, I've struggled to find time to prepare healthy lunches. I'm searching for a local shop in Malta that delivers nutritious lunches for my daughter.</p>
 <p>I want my daughter to be healthy and happy with the food that she eats.</p>	<b>Bio</b> <p>Kim Suhye, a dedicated computer engineer from Korea, has embarked on a continuous her career in Malta. Her decision to come to Malta was motivated by her desire to embrace new experiences and break out of her comfort zone. When she's not at work, she goes to church and spend time with her family. She thinks that rating will lead to a happy and healthy life. She used to make homemade kimchi and other vegetables. After moving, when she found her Korean food, she no longer has the time to accomplish that.</p>	<b>End Goal</b> <p>ensuring that the daughter has access to healthy and convenient meals while at school in Malta.</p>

### A-Yeong

<b>Profile:</b> Gender : Female Age : 34 years old Education : BA Performing arts Status : Teacher	<b>Psychographics:</b> <ul style="list-style-type: none"><li>• Loves to see other peoples works</li><li>• Supports small business that has uniqueness</li><li>• she prefers to know what she is getting as a serves</li></ul>	<b>scenario</b> <p>I'm looking for freeze-friendly lunches I can prepare in advance for my daughter, who stays with her grandmother while I'm at work. The child is young, and it's challenging for her grandma to make healthy lunches regularly due to her other responsibilities.</p>
 <p>I'm looking for lunches that I can freeze</p>	<b>Bio</b> <p>A-Yeong is an aspiring teacher that teaches performing arts. Since she was six years old, she has acting in plays and theatre. She enjoys doing online shopping in her free time. She experiments with various things to discover new talents in her free time. She is a mother of one and married to a maltese man.</p>	<b>End Goal</b> <p>She needs meals that can freeze and give them to her daughter</p>

### Ae-Ri

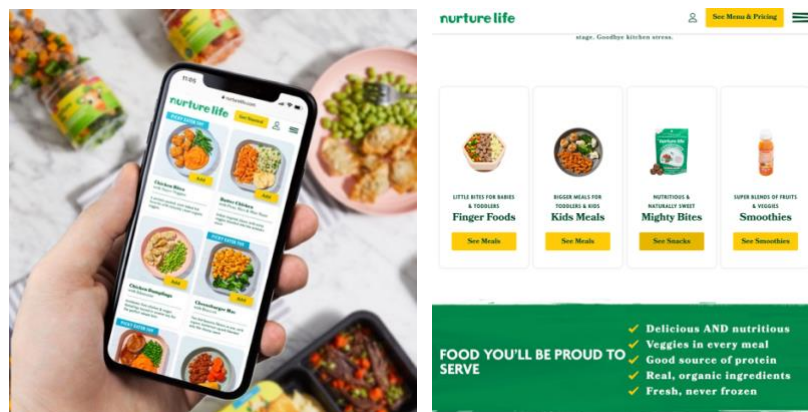
<b>Profile:</b> Gender : Female Age : 26 years old Education : Certificate in Marine Biology Status : Ecologist	<b>Psychographics:</b> <ul style="list-style-type: none"><li>• Loves to order online</li><li>• wants a professional photographer</li><li>• enjoys reading reviews to see what other people about the product</li><li>• prefers to find deals when buying something</li></ul>	<b>scenario</b> <p>As a single mother, I'm struggling to prepare diverse lunches for my child at the childcare center. After a long time, I have shift. I lack the energy to cook dinner, let alone make lunches for the next day. My child dislikes eating the same meal two-days in a row, so relying on leftovers isn't an option. I'm seeking a solution where I can find ideas for varied meals that I can pack for my child at the childcare</p>
 <p>I'm searching for meals suitable for my son to have at the daycare center.</p>	<b>Bio</b> <p>As life commitments as a single mother is evident in her work as an ecologist, working nine hours daily in Malta. Entrusting her child to the care of the Stage Childcare Center enables her to pursue her professional endeavours. During weekends, she passionately dedicates her free time to studying, travelling, museum and adventures with her child, fostering a strong and loving bond.</p>	<b>End Goal</b> <p>in easy and reliable way to make lots of different tasty lunches for the child to bring to daycare.</p>

## Nurture life

Nurture Life is a company that provides healthy snacks and meals for toddlers, newborns, and parents with busy schedules. They provide parents with cooked meals that are ready to eat and packed with nutrients for their children. There is food in nature that is suitable for all diets, including those that are picky eaters.

### Design choices:

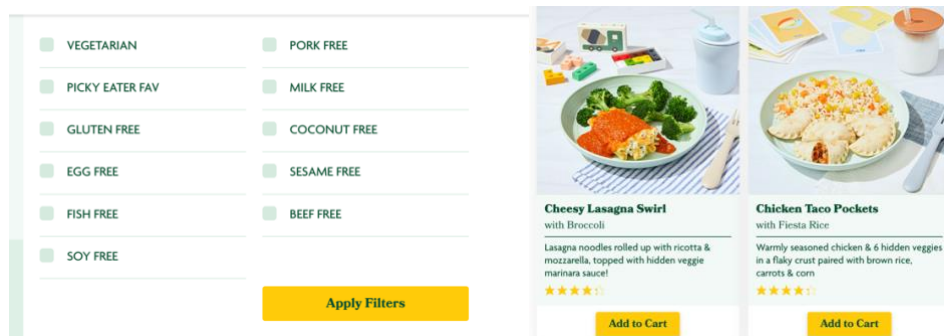
- Visual appeal: The designers for the app and website used a lot of colourful colours, especially green, which is associated with health and is appropriate since they are offering healthy food. Users are able to see illustrations that is visually appealing for children and encourage them to choose their own meal. Lastly, menu have images attached with them, which makes it easier for parents and children to choose what to eat because they can view the dish.



## FAQs



- User interface: Designers created the app layout easy having menu and categories that made it easier for parents to find meals. The app is well organized that made it easier for parents to find the correct meal prep for their kids.



- **Reviews:** The website offers parents to rate their meals or leave a comment that can aid other parents.

#### Functionalities:

- **Meal variety:** They offer a range of options that aligns with the children's need that can be met by providing options such as gluten-free, dairy-free, or specific allergens.
- **Delivery reminders:** They inform parents in advanced to notify her about deliveries to ensure her to receive he order. As well, parents are giving a real time information on the delivery progress closer to their arrival to their location.
- **Customer service:** They provide a customer service by offering their address, phone number, and email so that any parents who have questions can get in touch with them. Lastly, they offer a Frequently Asked Questions (FAQ) section that answers the most frequent questions and problems that other parents had.



#### Strength:

- **Convenient meals:** The company offers parents with busy schedules with already prepared meals, saving them time. By purchasing healthy meals that are appropriate for their children, parents can avoid spending endless hours in the kitchen, saving them valuable time.
- **Meals suitable for the kids:** They offer a range of options that aligns with the children's need that can be met by providing options such as gluten-free, dairy-free, or specific allergens. This flexibility ensures parents not to stress over meals and can serve the meals with no worries about allergies etc.
- **Eating new food:** The company provides a range of foods that introduce children to new food. This will help the children in the future in not being choosy about trying new things or to be grown as a picky eater. The meals include a range of protein, whole grains, and a variety of fruits and vegetables that makes a balanced meal.

#### Weakness:

- **Limited food:** There's not a wide variety of meals available. Kids could get easily tired eating the same thing all the time. This will lead to parents to find another company or cook home meals.

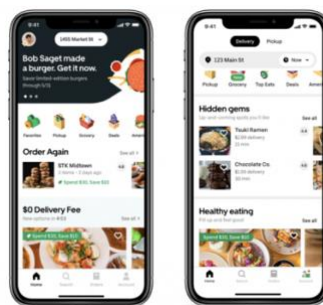
- **Cost:** The meals cost more than buying fresh food from grocery store and prepare the food at home. This will be an issue for parents with a tight budget, making it harder for parents to buy ready to eat meals instead cook at home for less.
- **Delivery:** It is possible for families to become upset when deliveries do not arrive as planned. If the Families face the same problems, they may decide to look for other food options rather than relying entirely on Nurture Life.
- **Communication:** Parents can only get in touch with them during business hours or send them an email, and they may respond the next day, if they have a problem with their purchases.

## Uber eats

Uber Eats is a company that offers food ordering and delivery services from a variety of restaurants directly through their website or app. Uber eats allows you to order from a nearby restaurant and get it delivered to your location. The company lets you know when to expect your order, how long it will take to arrive, and when it will be ready.

### Design choices:

- UI friendly: Uber Eats has a simple design that makes it easy to browse and place orders from a variety of restaurants. The design layout of the app is well organized with sections for restaurant, search bars, and filters for cuisine types or dietary preferences. The goal is to simplify the user experience so that customers can quickly find the food they want and easily place orders.



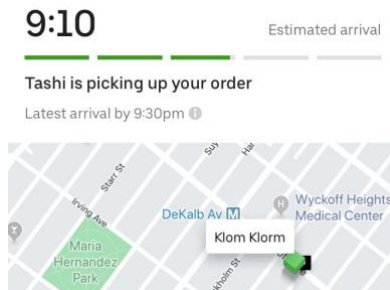
- Visual Appeal: The visual elements is important for an app to attract customers. The elements include the restaurant logos, high quality photos and photos of the food the restaurant is offering. To attract users and improve their entire ordering experience, high-quality photographs of dishes and cuisine specialties is included.
- Restaurant variety: The main goal of this app is to offer a wide range of restaurants, from popular chains to local restaurants, offering different cuisines that suits for everyone preferences. This variety means that customers will find something they enjoy, an authentic cuisine or their favourite dish. Regardless of a person's food habits or preferences, the aim is to provide something for everyone.



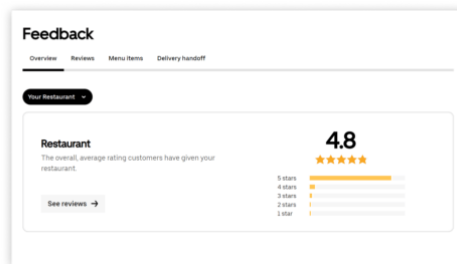
- Algorithm: The application uses an algorithm to examine users' browsing history, past orders, and preferences in order to provide restaurant or cuisine that will be interested in. the app's goal is to improve costumers experience by offering food that there are interested in, which will make it simpler for users to find new eateries or dishes that suit their tastes.

### Functionalities:

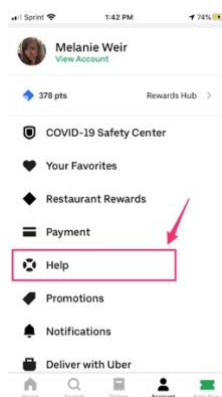
- **Track order:** When an order is placed with Uber Eats, order tracking is available. This feature offers real-time updates on the order's status, estimated food arrival time, and allows for better tracking of the delivery driver's location.



- **Review:** uber eats allow customer to rate their delivery experience and write reviews to the restaurant and delivery person. When a review is left for a restaurant, it affects its rating, which future customers will use to determine if the restaurant is good or not.



- **Customer support:** Uber Eats offers customer service via the app for any issues or questions consumers may have. Support is available for orders, refunds, and other issues that may come up during the ordering process.



- **Restaurant Selection:** They have a large selection of restaurants, ranging from well-known chains to local restaurants, with a variety of cuisines to satisfy every taste. Because of the variety, people are likely to find a food they like or dish cuisine. The goal is to offer something for everyone, regardless of dietary choices or preferences.

#### Strength:

- **Brand recognition:** Uber eats is a well-known company and this benefits the company. Users trust the company since its greatly affected by Uber reputation by being trustworthy and trust. This leads more customers to choose uber eats to order and trust their meal to be delivered and orders on the app.
- **Adaptable Business Model:** Uber Eats first served to bring food from the restaurants, but things have since changed. Uber Eats transformed their business and is now delivering groceries, alcoholic beverages, and technological products. Not only does it provide meals, but it also makes everyday necessities accessible to everyone.
- **Offers:** Uber Eats often offers exclusive in-app offers that aren't found anywhere else. These deals include things like buy one, get one free and discounts on particular meals. In an effort to save money, this will encourage more people to place online orders than to visit restaurants. Additionally, it will encourage customers to check other restaurants to see if any other establishments have any specials. The restaurant will benefit from this as well because it will attract more patrons.
- **User-Friendly Interface:** With its simple design, the app allows users to browse for new restaurants and place orders without difficulty. They offer a range of options that aligns with everyone needs. The app lets customers pick a type of cuisine they want, showing only that. It also shows the best-rated places, nearby options, and ones with discounts. The design is easy to use, and everything is arranged neatly.

#### Weakness

- **Price:** The food prices that can be seen in the app is higher than the one you see on the restaurant's menu or other food delivery apps. This is a problem since customers who wish to save money look elsewhere rather than purchasing food from Uber Eats. This happens because uber eats charges the restaurant a commission fee for using their platform, so restaurants raise their prices to cover the fees. As well, just before you pay, there's a service fee that is usually under 1 euro for using their app as a customer. Sometimes, the prices for the same food can be different depending on the account you're using on Uber Eats. Additionally, when a restaurant is really busy, they might decide to increase their prices.
- **Delivery Issues:** Sometimes, the delivery times aren't consistent, or orders might not be right, making people unhappy and unsure if they can rely on the service. Also, some restaurants charge a really high delivery fee that can lead to 10 euros, which can seem like a lot for some customers.
- **Reviews:** If people write bad reviews on a particular order, it can lead to problem on uber eats. Uber Eats could appear unprofessional if a lot of customers complain about poor restaurant or delivery times. Then, individuals may be reluctant to use the app due to concerns about poor quality meals or sluggish delivery. From the restaurant's side, bad reviews on delivery or food can lower their rating on Uber Eats. This can make people think twice about ordering from them, causing the restaurant to lose potential customers.

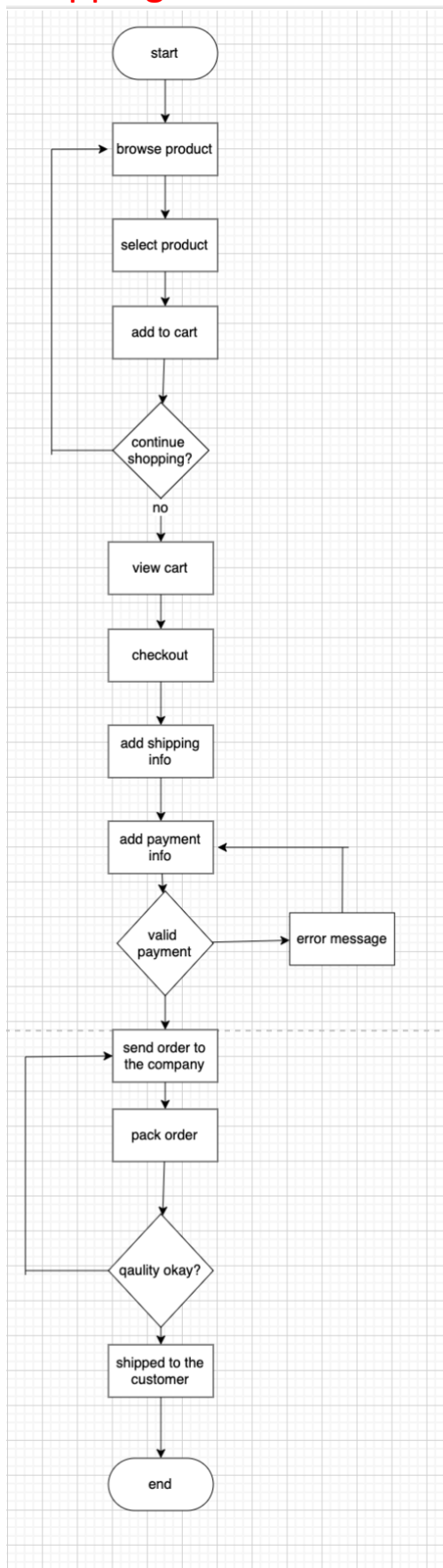


## Functionalities

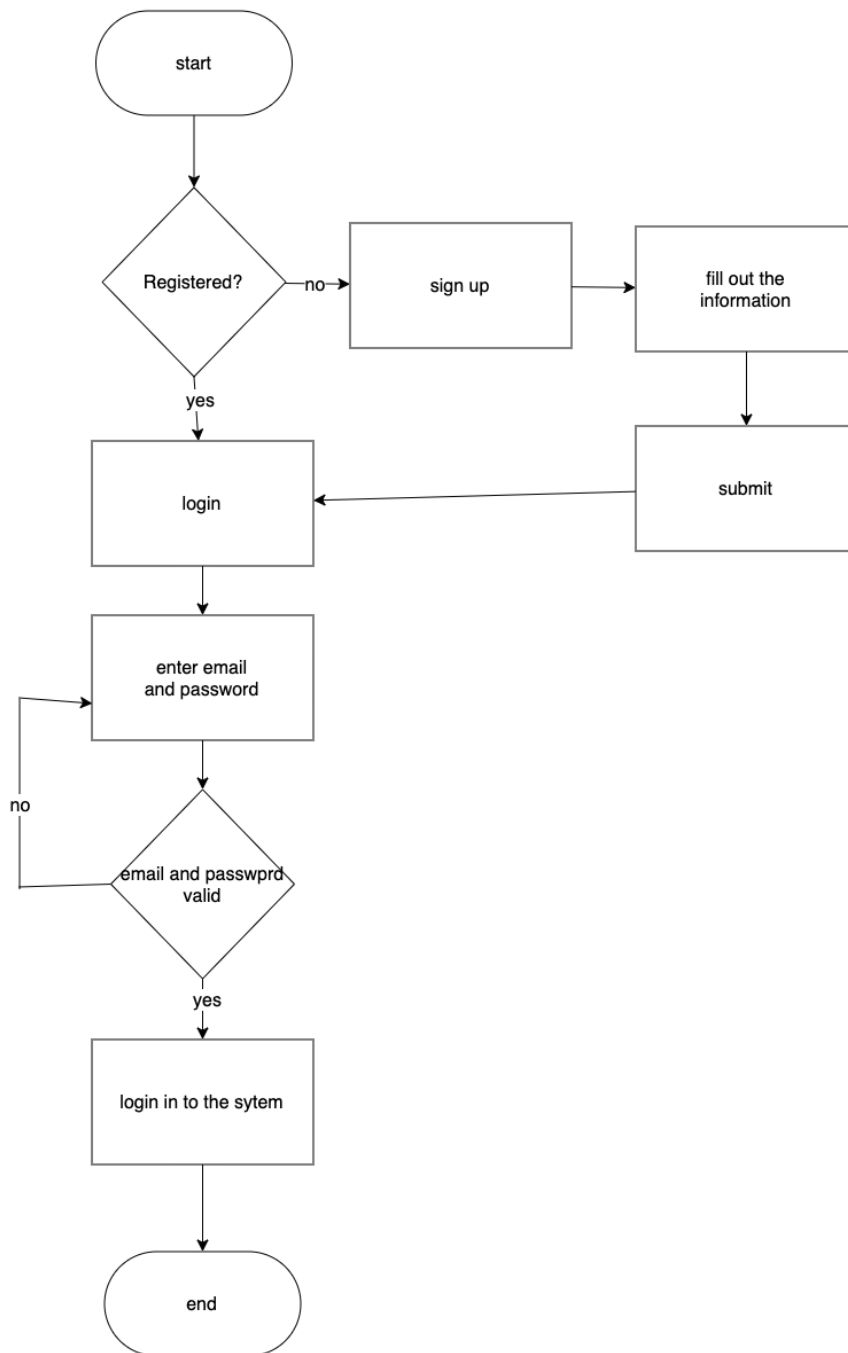
- User registration and login: Users can sign up by giving basic information such as their name and contact details. After registering, individuals can safely log in using their login credentials.
  - Note: It will keep a track of what parents ordered before, making it easy to order again. It saves details like cards and addresses so parents don't have to enter them every time they order.
- Meal selection: By having different meals packages categorized with the needs of every children and portion sizes. Having customers create customised meal plans or choose meals for particular days.
  - Note: Having lots of different meals makes sure there's something for every kid's special diet, making the menu healthy and delicious for children.
- Delivery: Delivery system gives an option to the user to choose the delivery place such as the magic childcare or any preferred location. Choose your preferred delivery time and date.
  - Note: The delivery has to be flexible to meet the bust schedules and provide convenience for parents and guardians.
- Order Review and Screen for Confirmation: Show a list of the meals you've chosen, where they'll be delivered, and how much everything costs together. Allow users to review everything before they complete their purchase.
  - Note: checking the order before paying, it will ensure them everything is right and prevent items that they didn't select.
- Payment: The process payment should provide users to pay in different ways like credits cards, debit cards or google pay/apple pay.
  - Note: This provides flexibility and convenience in completing transactions.
- delivery notification: In order to make sure parents are prepared to receive their orders, they are informed in advance about deliveries. When the delivery approach their location, they also get real-time updates on its progress.
  - Note: This happens to make things easier and ensure the delivery goes as planned for parents.
- User profile: Features for user login and registration. User profiles safely save information about the user, including addresses, payment methods, and order histories.
  - Note: managing profile easily and checking if your information is correct. This helps the app suggest things that you already ordered even easier.
- Reviews: The website offers parents to rate their meals or leave a comment that can aid other parents.
  - Note: By having parents review on their order, it helps to improve the quality of the meals and delivery system. If the parents encountered an issue, it will be solved immediately.

<b>Inputs</b>	<b>process</b>	<b>outputs</b>
Customers details for registration: Name, contact info, login account.	Validate user data, create profiles, and ensure secure login access.	Verified user profiles,saved order history, and secured profiles.
Customers meal preferences: dietary needs and portion sizes, or pick specific meal for certain days	Categorize meals based on children's need, customize meals, and present choice.	customised food plans, personalised meal options, and chosen meal options.
Flexible Delivery Options: Customers choose preferred delivery locations, times, and date for their orders	Schedule deliveries as per customer, provide real time updates	Chosen delivery options, scheduled delivery details, and progress notifications.
Order Review & Confirmation: Customer review chosen items, delivery info, and total costs before completing purchase	Confirm orders, review details and verify information before payment	Confirmed order details, payment confirmation, and pre payment review
Customer chosen payment method: Customer can pay by using credit cards,debit cards or apple/google pay	Process payment via various methods for flexibility	Completed transactions, payment confirmation and transaction completion
Delivery notification: Alert regarding order delivery and progress	Notify users about delivery status, provide real time progress updates	Pre-delivery notifcations,real-time progress updates and informed users
Profile management: User details, order history, address and payment method	Update user information, ensure accuracy, maintain secured profile	Updated user details, personalized suggestions and secured profiles
Review: Customers can rate their meal and comment.Giving feedback for meal and delivery experience	Gather feedback, analyse review, address concerns and enhance service	User wrote the review,improved meal quality and improved the delivery services

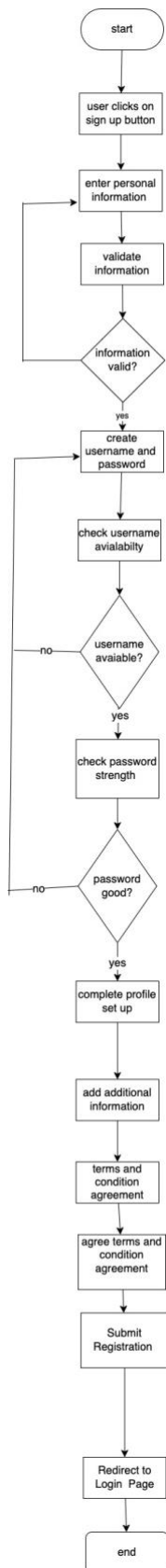
## shopping



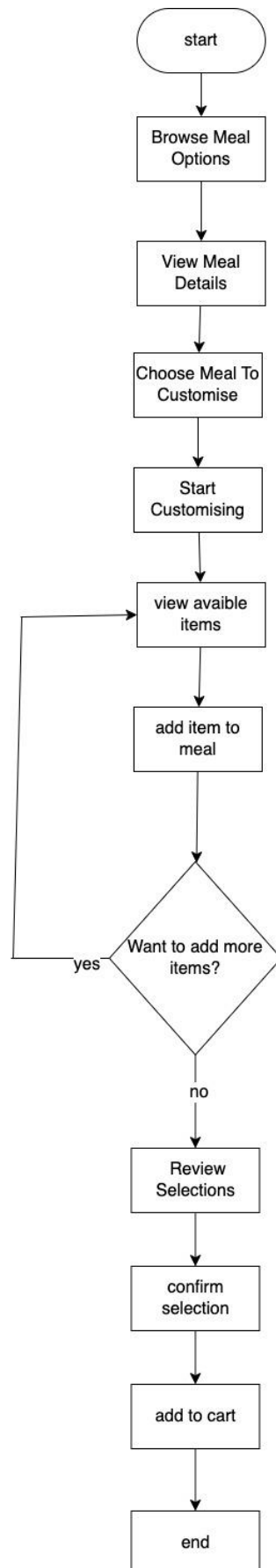
# login



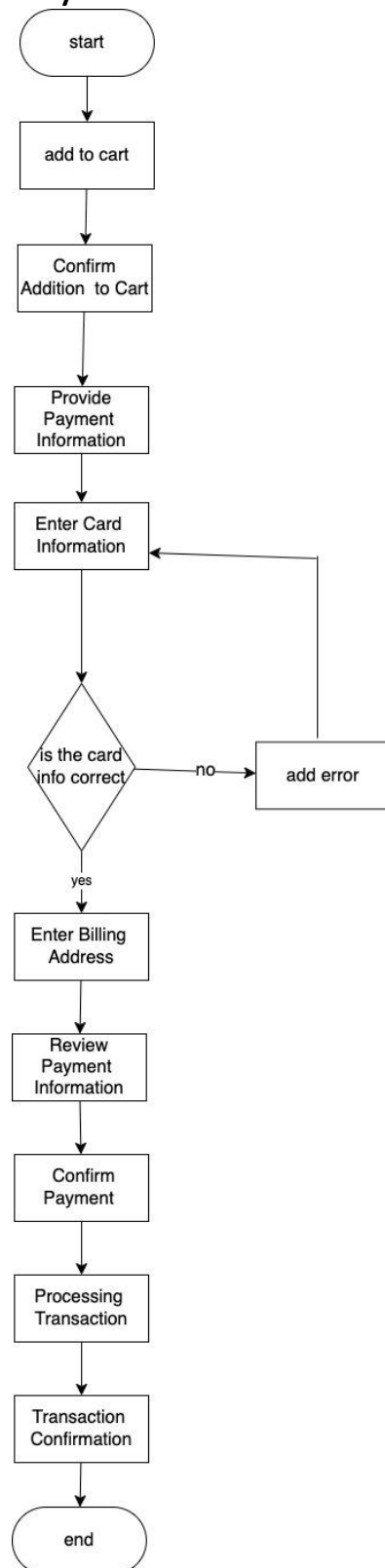
# Sign up



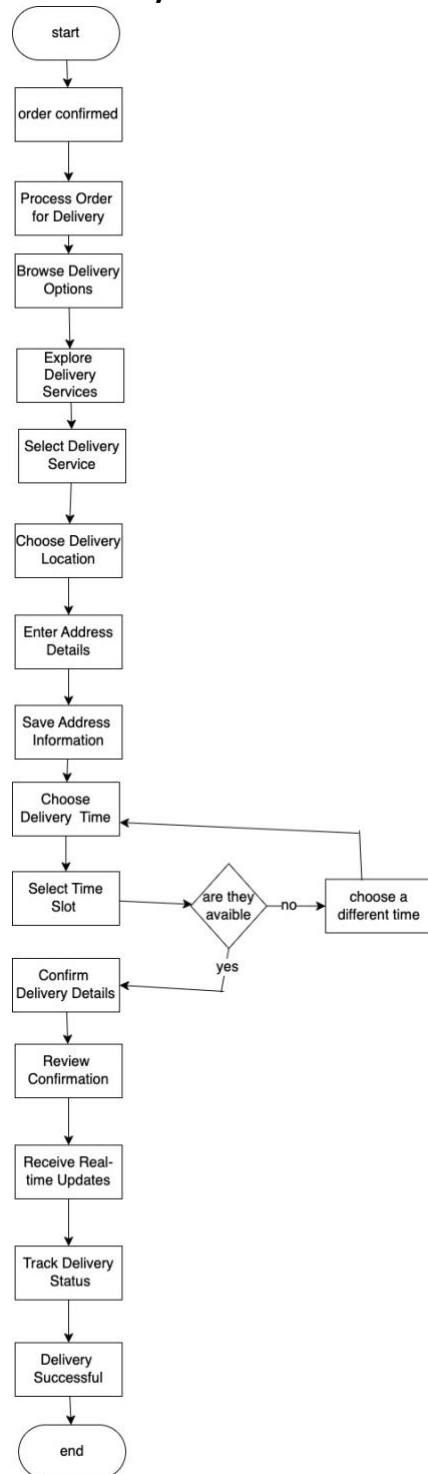
# Customize meal



# Payment

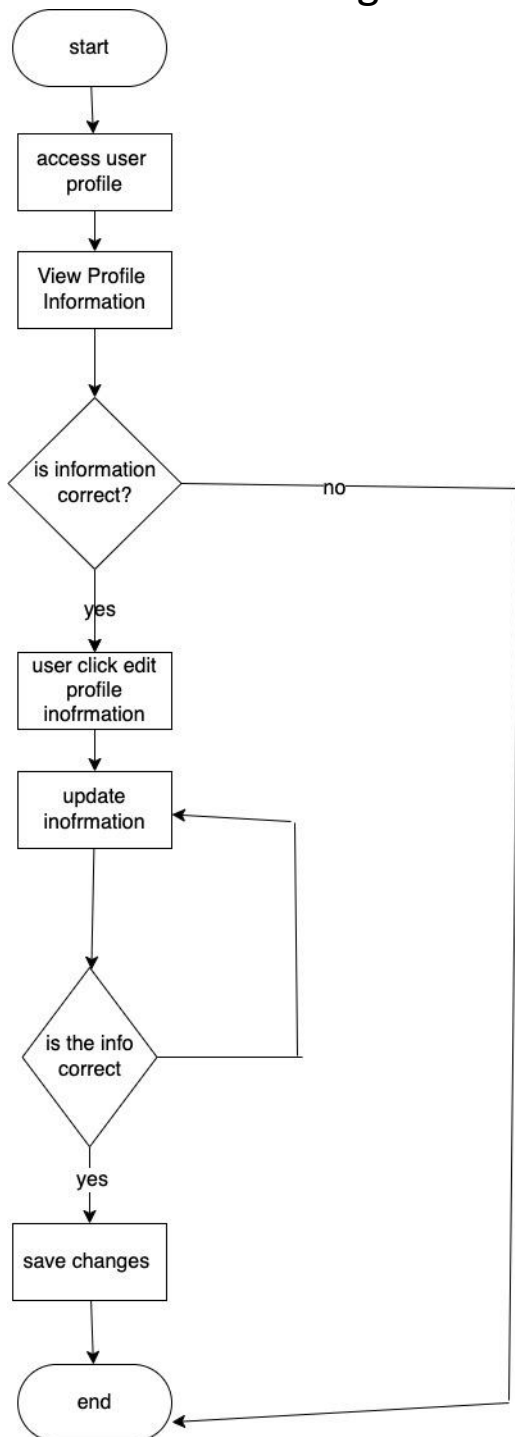


# Delivery

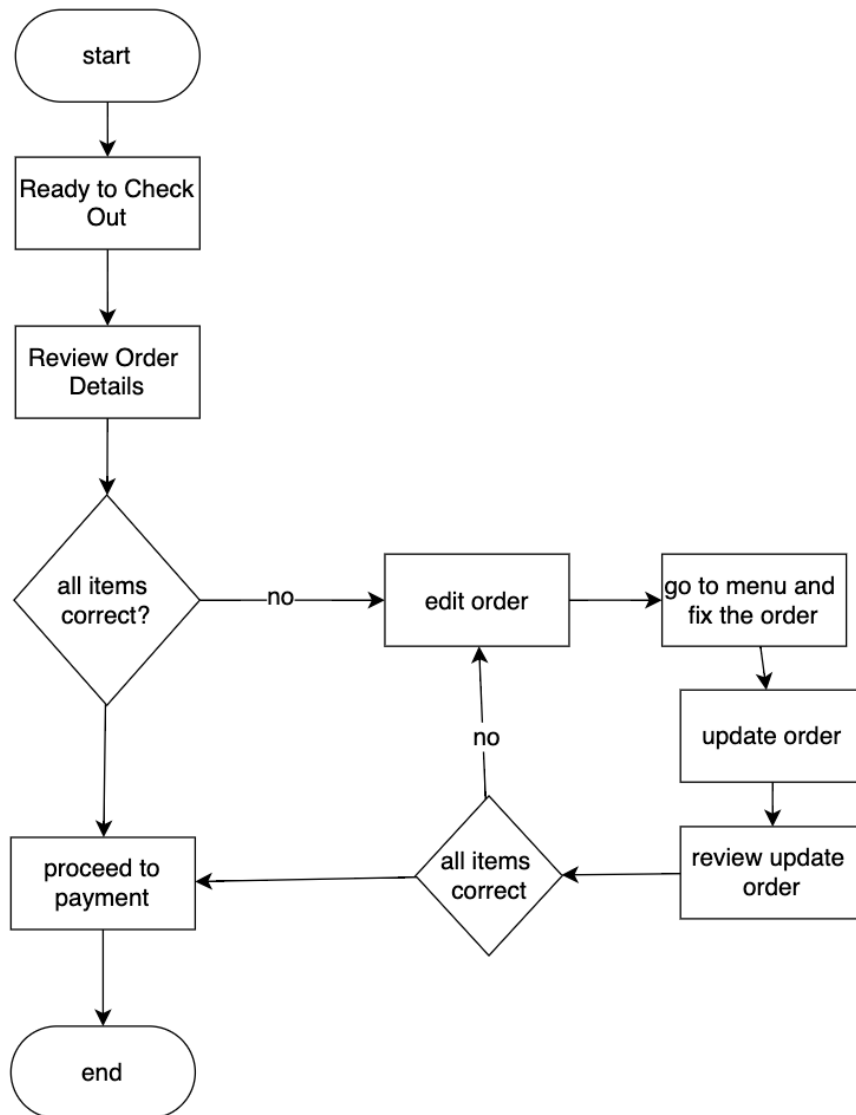




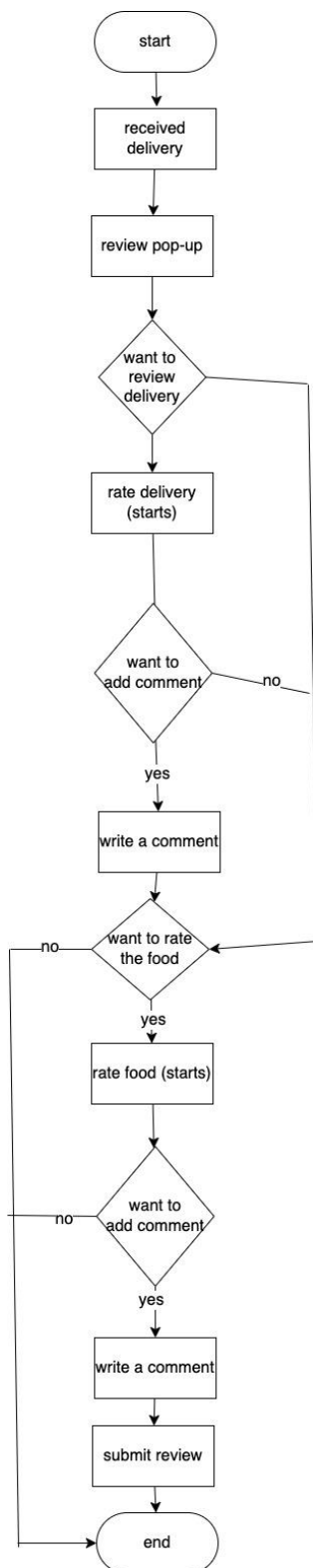
# User Profile Management



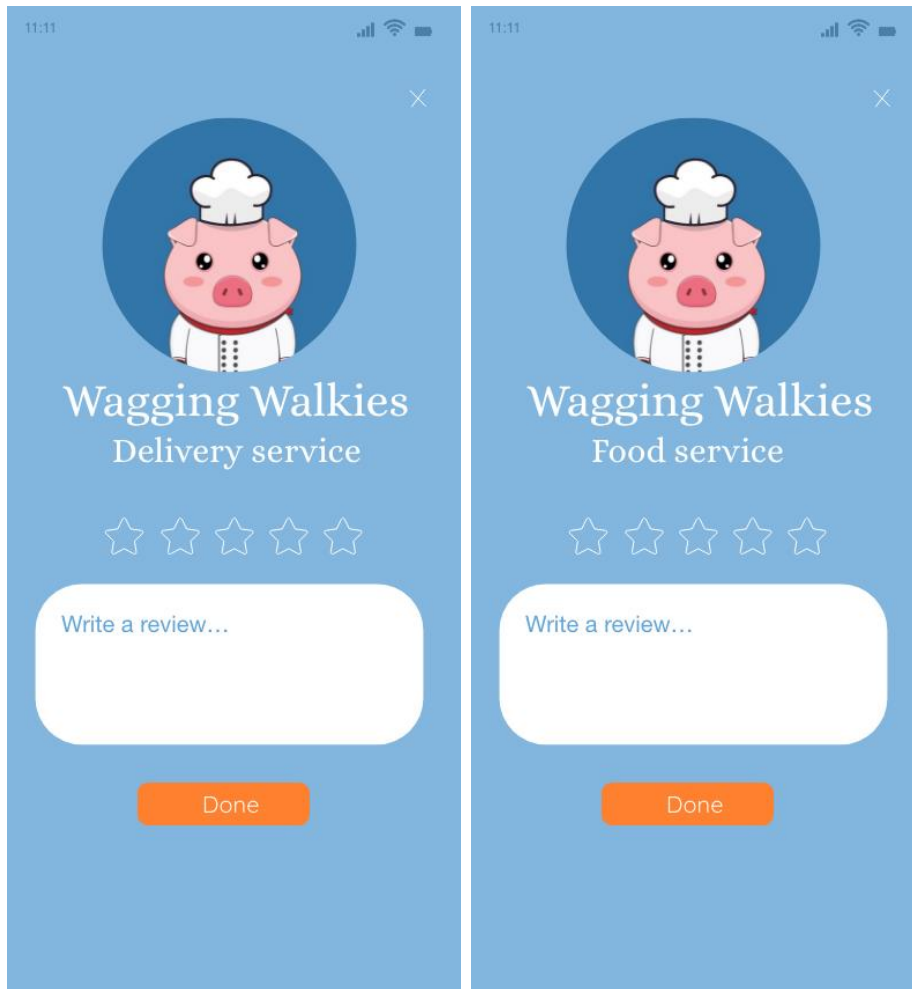
# Order Review



# Reviews



## Wireframes



11:11



Customer support



11:11



Book Your Food

Drop off Location

Childcare (optional)

8-02-2023



Time



Book Now



Message...

Send



11:11



- Cookies
- Cookies
- Cookies
- Cookies
- Cookies
- Cookies
- Cookies
- Cookies

#### Recent orders



Cookies  
x2



11:11



## Chef Oink



#### Most Popular



Cookies



Cookies



Cookies



C

#### Added Recent



Oatmeal



Oatmeal



Oatmeal



C

ORDER NOW ON OINK



11:11



★4.5

### Oatmeal Banana

Healthy Banana Oatmeal | Life Made Sweeter. Those benefits include an abundance of vitamins, minerals, protein, fiber, antioxidants and potassium from the oats and banana alone.

#### Nutrition Facts (per serving)

364 Calories

5g Fat

71g Carbs

12g Protein

- 1 +

Order



11:11



### Delivery Services



Flat 6 block c  
Triq patri Marsa, Marsa



Write a message



Card Payment

#### Order details

Oatmeal Banana - 1 +

Oatmeal Banana - 1 +

#### Prices in Euro

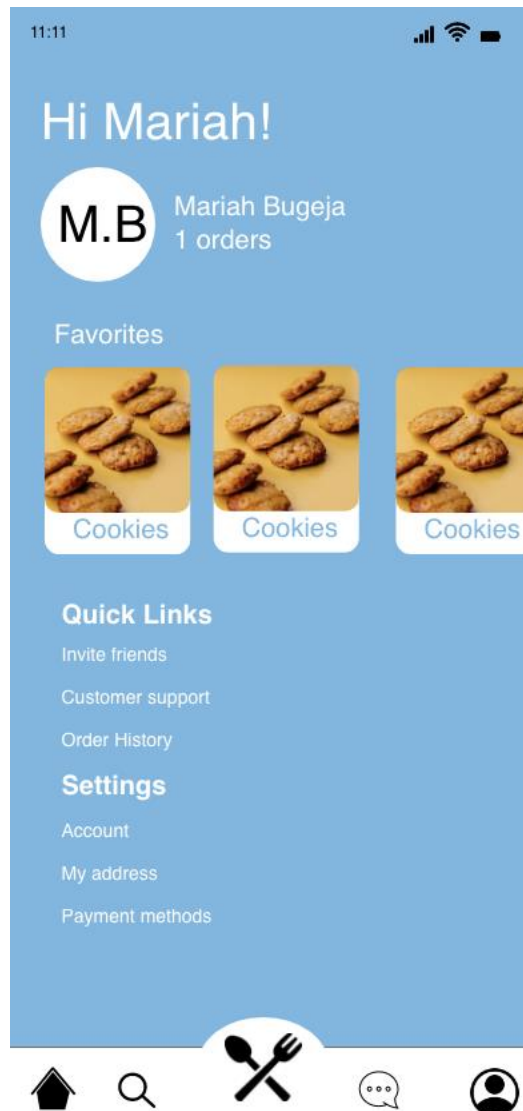
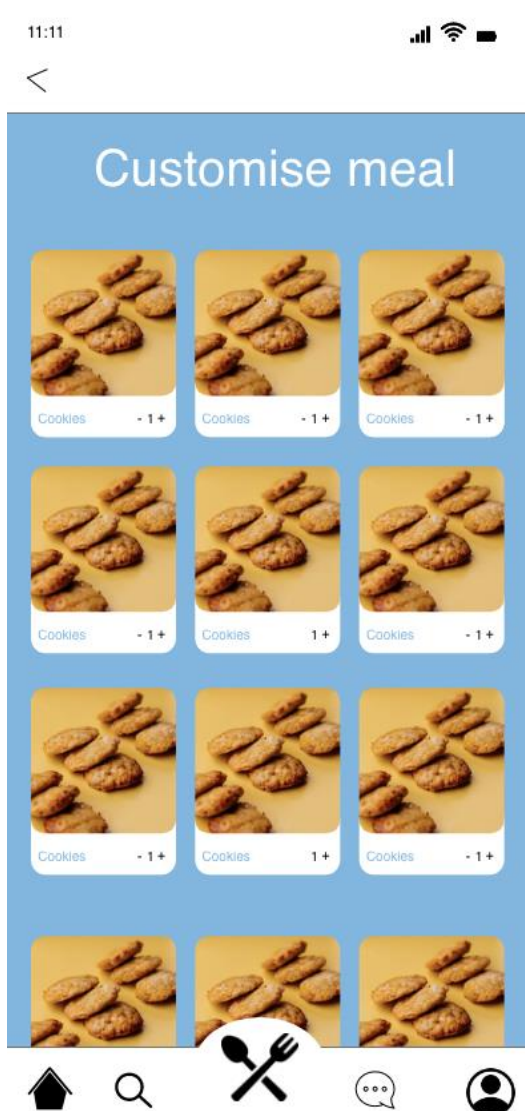
Item subtotal €9

Small order fee €2

Service Fee €0.5

Delivery (5km) €2

Total €13.05





11:11



11:11



Chef Oink  
Google

*Chef Oink*



Sign in

Log in

Email

Password

[Sign in](#)

Login

11:11



11:11



## Chef Oink



[Sign in](#)

Login

Or



## Chef Oink Sign up



[Log in](#)


Next

# Style guide

It is important to have a style guide for your app or website! It keeps consistency and gives your design a professional, friendly appearance.

## Brand Style Sheet


MAIN LOGO




SUB MARK

*Chef Dink*


COLOURS



C0 M0 Y0 K0  
R000 G000 B000  
#3275A9



C0 M0 Y0 K0  
R000 G000 B000  
#FF914D



C0 M0 Y0 K0  
R000 G000 B000  
#F5F0E6

FONTS

Raleway  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Anonymous pro  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Reference

- Kelcie Woods (N.D) Nurture Life Reviews, Available at: <https://kidsvsmeals.com/nurture-life-reviews/> (Accessed: 22nd November, 2023).
- Nurture Life (Year) Home Page, Available at: <https://www.nurturelife.com/> (Accessed: 22nd November, 2023).
- The Strategy Story (N.D) Uber Eats SWOT Analysis, Available at: [https://thestrategystory.com/blog/uber-eats-swot-analysis/#google\\_vignette](https://thestrategystory.com/blog/uber-eats-swot-analysis/#google_vignette) (Accessed: 22nd November, 2023).