

DESIGN THINKING IN FOOD DELIVERY APP WORKSHOP

This is where the presentation begins



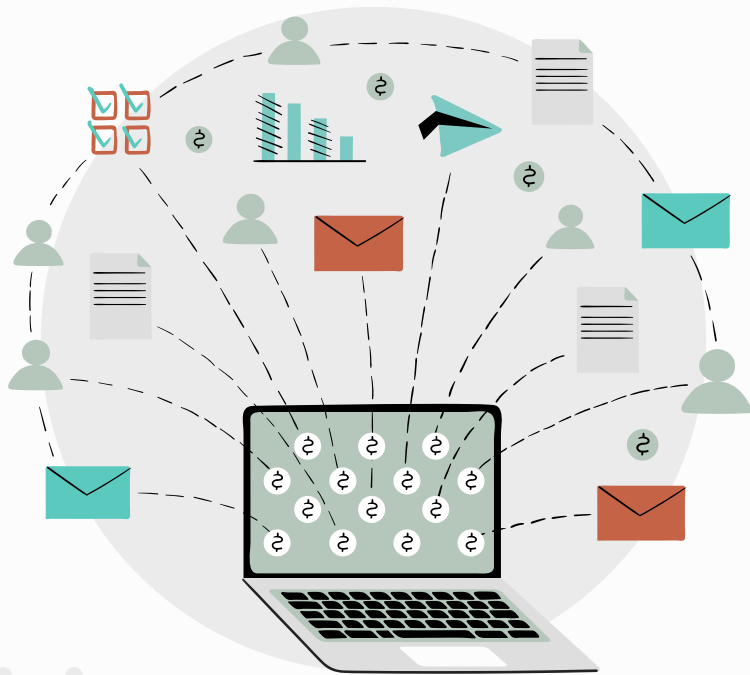
WHAT IS DESIGN THINKING?

Design thinking is a problem-solving and innovation methodology that emphasizes a human-centered, empathetic approach to finding solutions. Design thinking encourages creativity, collaboration, and iterative prototyping to arrive at innovative and user-friendly solutions.



DESIGN THINKING PROCESS



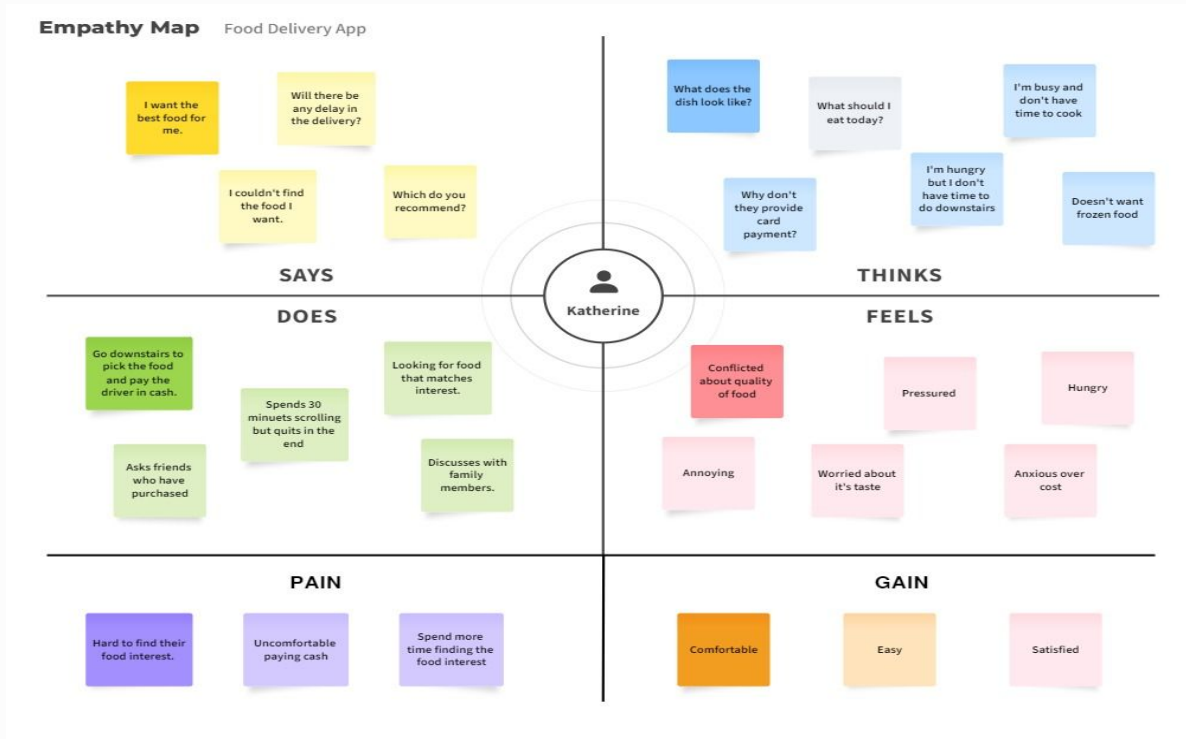


01.

EMPATHISE PHASE

Understand the Users and
Identify their Pain Points

EMPATHY MAP

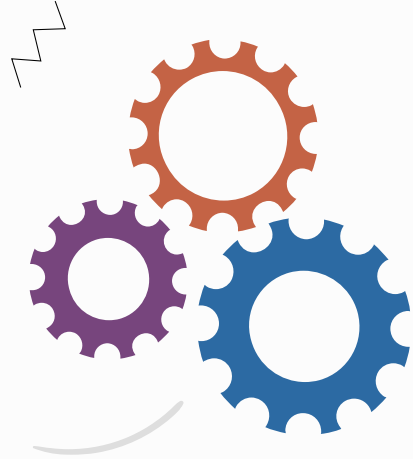
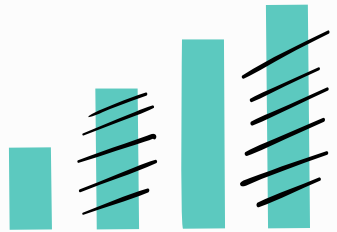


02.

DEFINE PHASE

Define Problem Statement
and User Needs





PROBLEM STATEMENT

Users in urban areas struggle to find convenient and affordable meal options that cater to their dietary preferences and time constraints, leading to increased stress and unhealthy eating habits.





03.

IDEATE PHASE

Brainstorming and
Mind Mapping



BRAINSTORMING AND IDEA GENERATION

CUSTOM MEAL KITS

Offer customizable meal kits where users can select ingredients and have them delivered, promoting healthy and personalized cooking at home.



NUTRITIONAL TRACKER

Integrate a nutritional tracker that analyzes the nutritional content of meals, helping users make informed choices.



ECO-FRIENDLY DELIVERY OPTIONS

Promote eco-friendly delivery practices, such as bicycle deliveries or reusable containers.



GROUP ORDERS

Enable users to place group orders with friends or coworkers, making it easy to coordinate meals for social gatherings.

BRAIN STORM



LOCAL FARM-TO-TABLE OPTIONS

Collaborate with local farmers to offer fresh, locally sourced ingredients for users.



SUBSCRIPTION PLANS

Offer subscription plans for regular customers, providing discounts and exclusive features.



COMMUNITY KITCHEN COLLABORATIONS

Partner with community kitchens to offer affordable meal options for those on a tight budget.

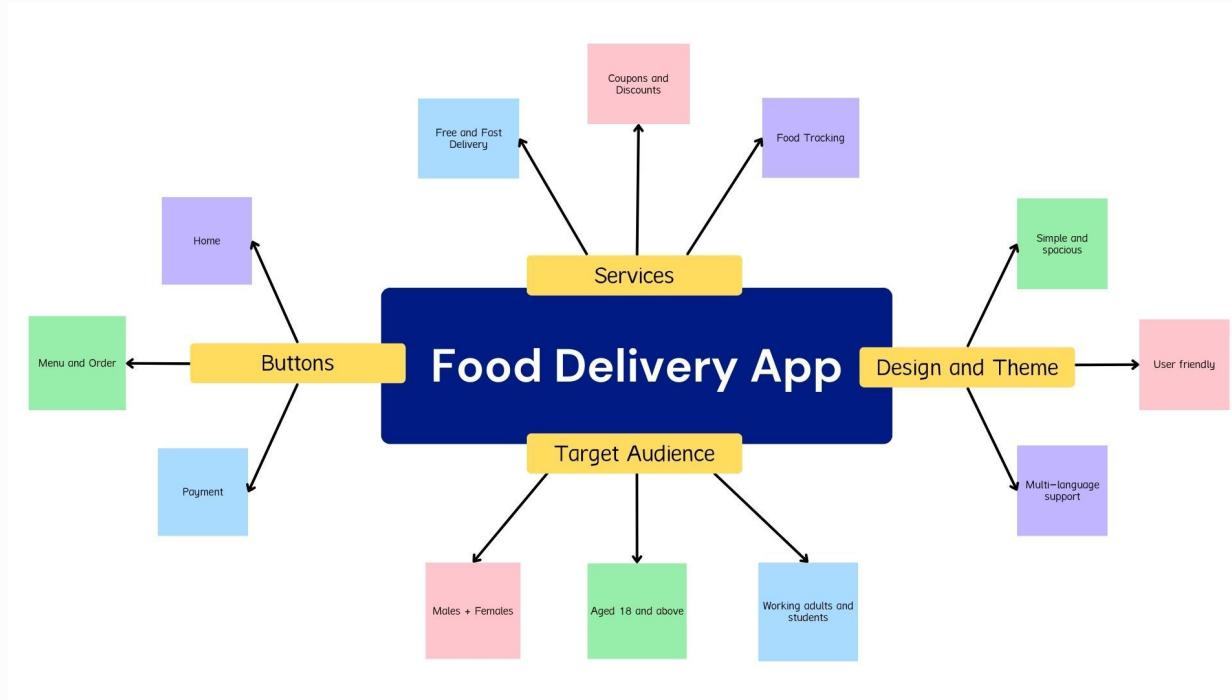


PERSONALIZED RECOMMENDATIONS

Use AI to provide personalized meal recommendations based on user preferences and past orders.



MIND MAPPING



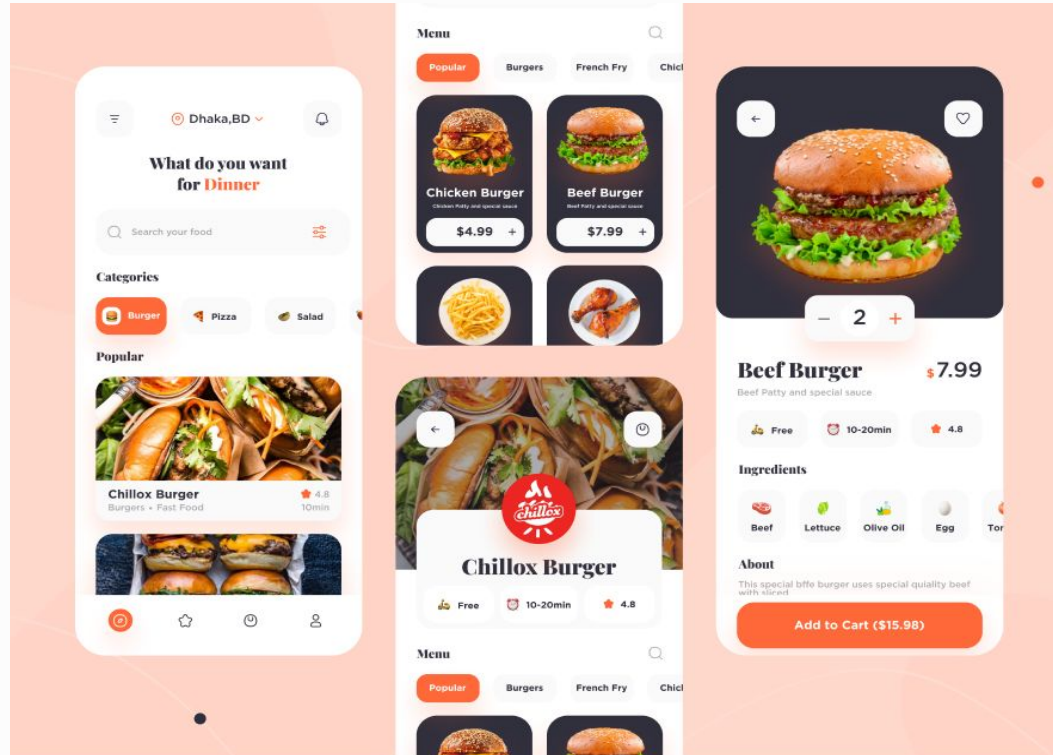
04.

PROTOTYPE PHASE

Create High-Fidelity
Prototype and Test with Users



PROTOTYPE





05.

TEST PHASE

User Testing and
Gather Feedbacks

USER FEEDBACKS

- The overall design of the prototype is clean and visually appealing. I like the color scheme and layout.
- The navigation within the prototype is intuitive. I can easily move between different screens and sections.
- Consider adding a feature that allows users to set their dietary preferences and filter restaurants accordingly. Also, a dark mode option would be nice for nighttime use

