

FLAMING HOT

Deliveries

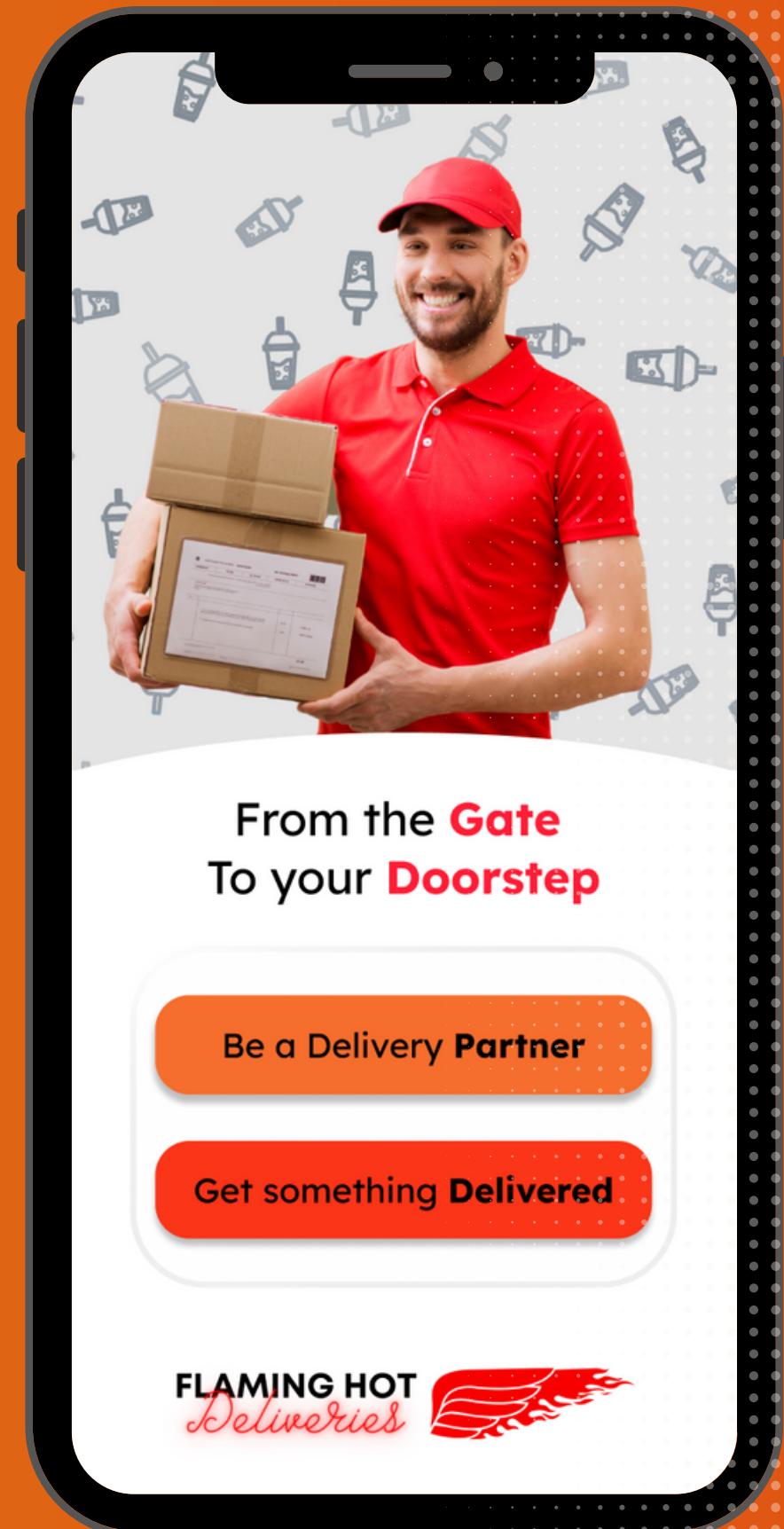


CSIT322 - Fundamentals of User
Interaction and Experience

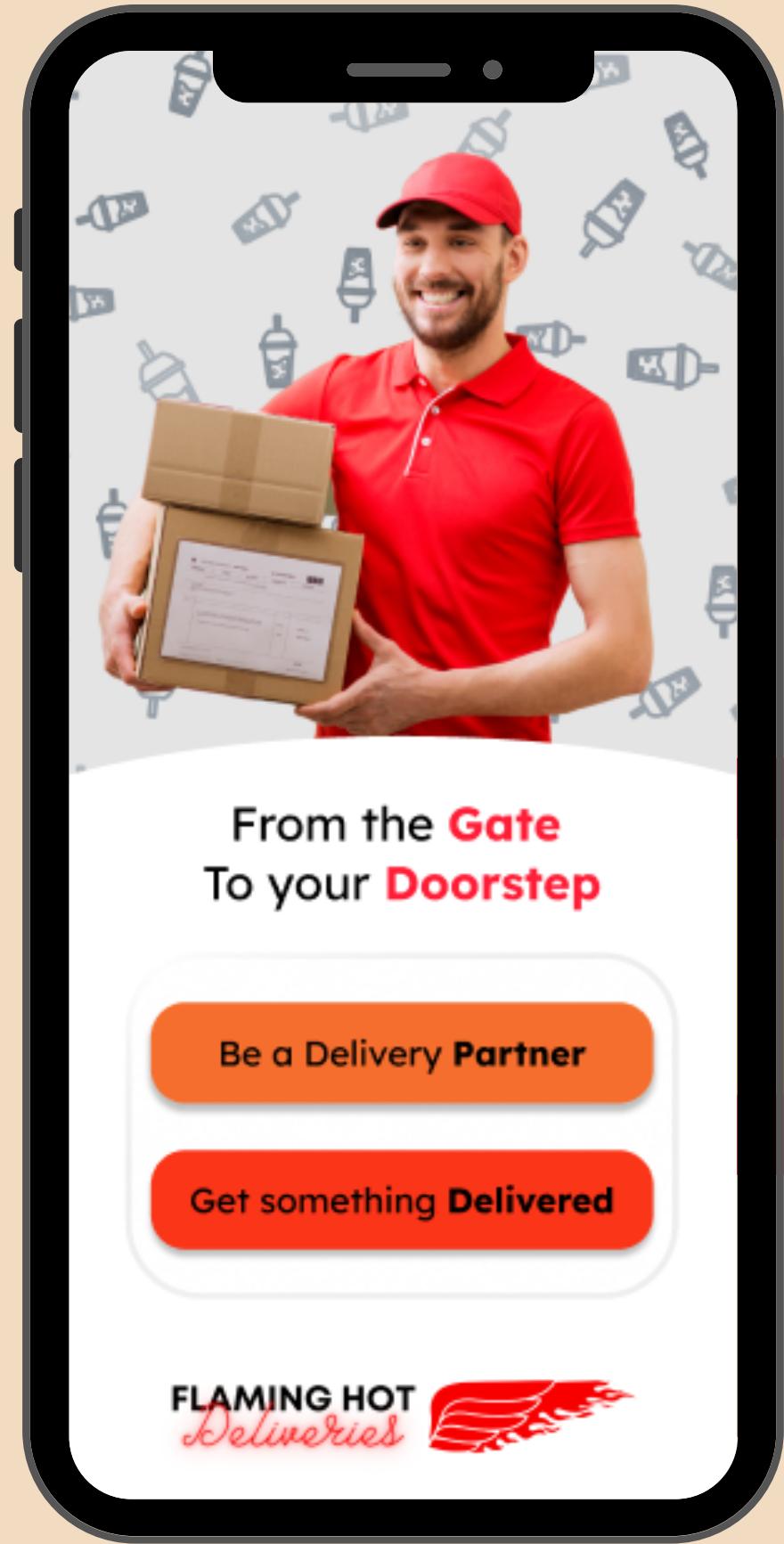
Jash Popat

Nishtha Agarwaal

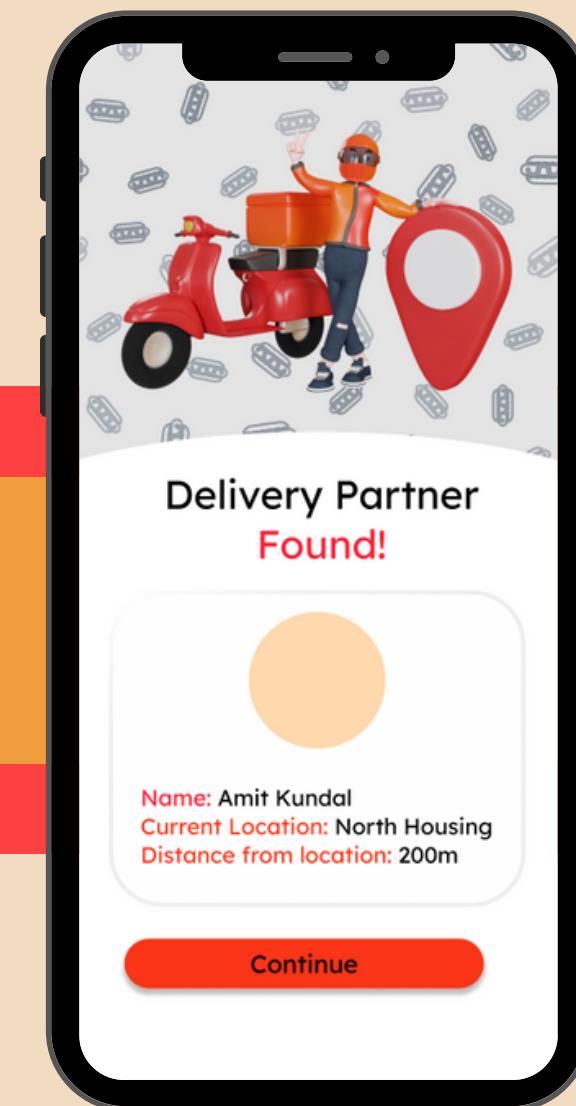
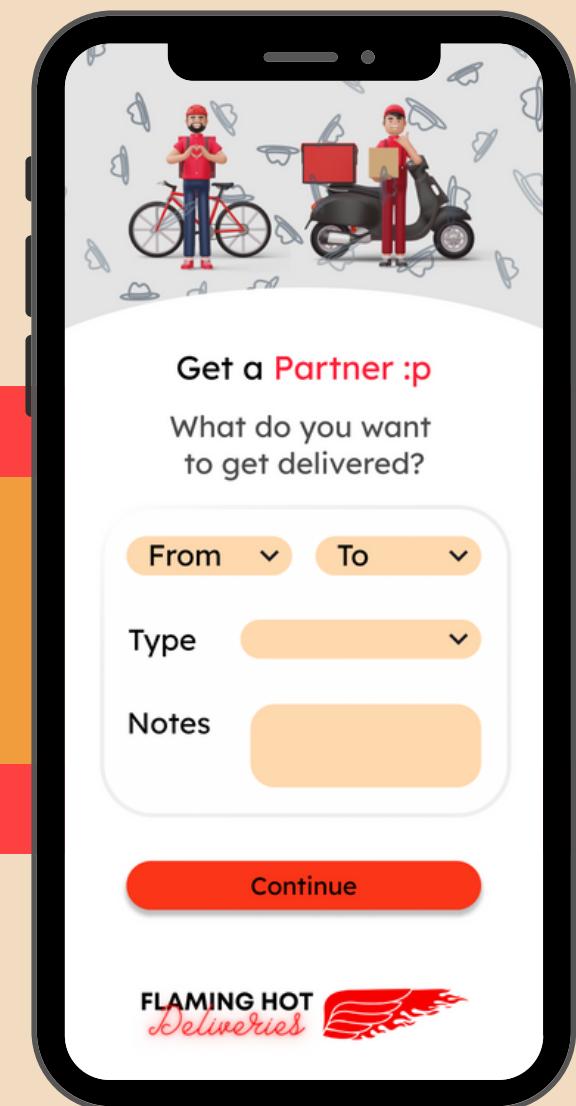
Abhyuday Singh



FLAMING HOT



For all your campus delivery needs.



Style Choices

What our app looks like and why we chose what we did



Colour Selection

Colour can play a vital role in creating a mood, conveying ideas nonverbally, and influencing users' decisions.



#F19D3E

Has a comforting and rejuvenating look, one that seems to uplift the user. Used by a successful food delivery app.



#FD4040

Creates an air of urgency and calls for quick, immediate action. Also used by a successful food delivery app.

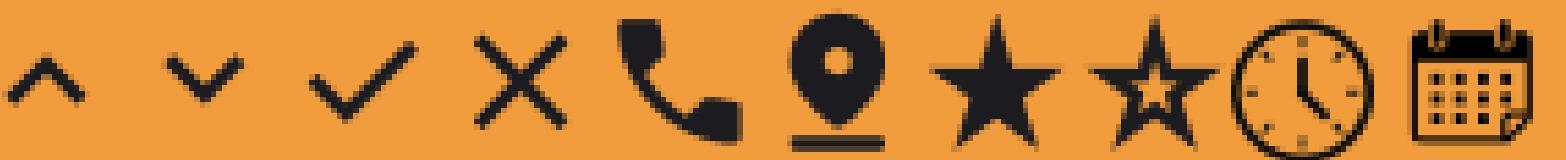
Lexend Deca

Geometric Sans Serif fonts are common in apps like ours, and for good reason. They're easy on the eyes, readable, and very welcoming for the user.

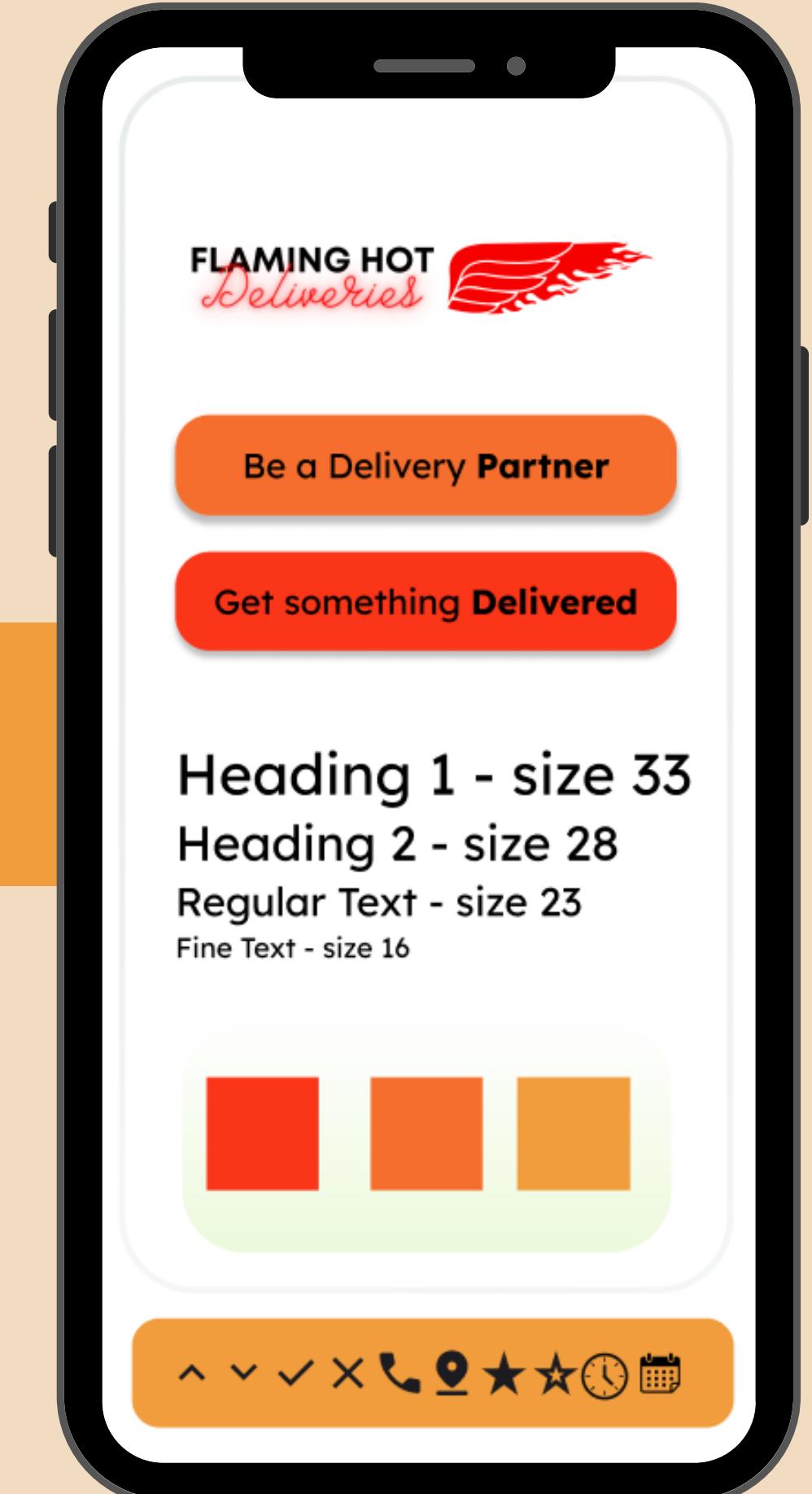
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Visual Design

Icons have been kept minimalistic to the point where their purpose is easily inferred but they do not attract excessive attention on the screen.



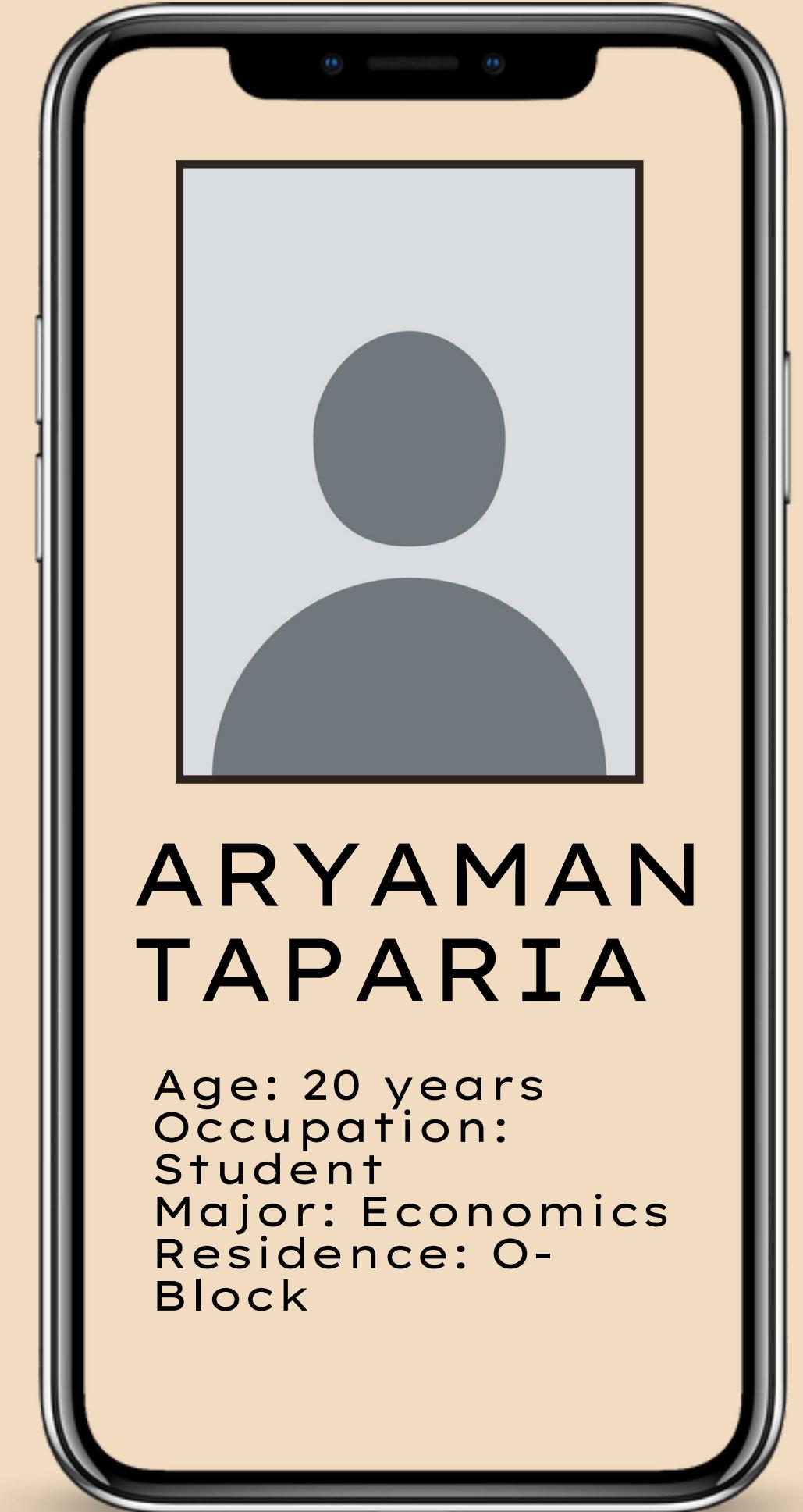
Buttons are large and readable so that the user's choices are well-defined and next moves are clear, and the screen is never cluttered with an overwhelming amount of information.





The Users

Who our app is for, and how they're supposed to use it



ABOUT ME

An energetic and athletic kid, Aryaman is smart on regular days and smarter still on days he wants to apply himself. He is a diligent student who loves academics only slightly less than taking it easy and having fun with his friends. To him, a day well spent means a day in which he had a good lunch and had nothing all day that took away too much of his time or thought.

NEEDS

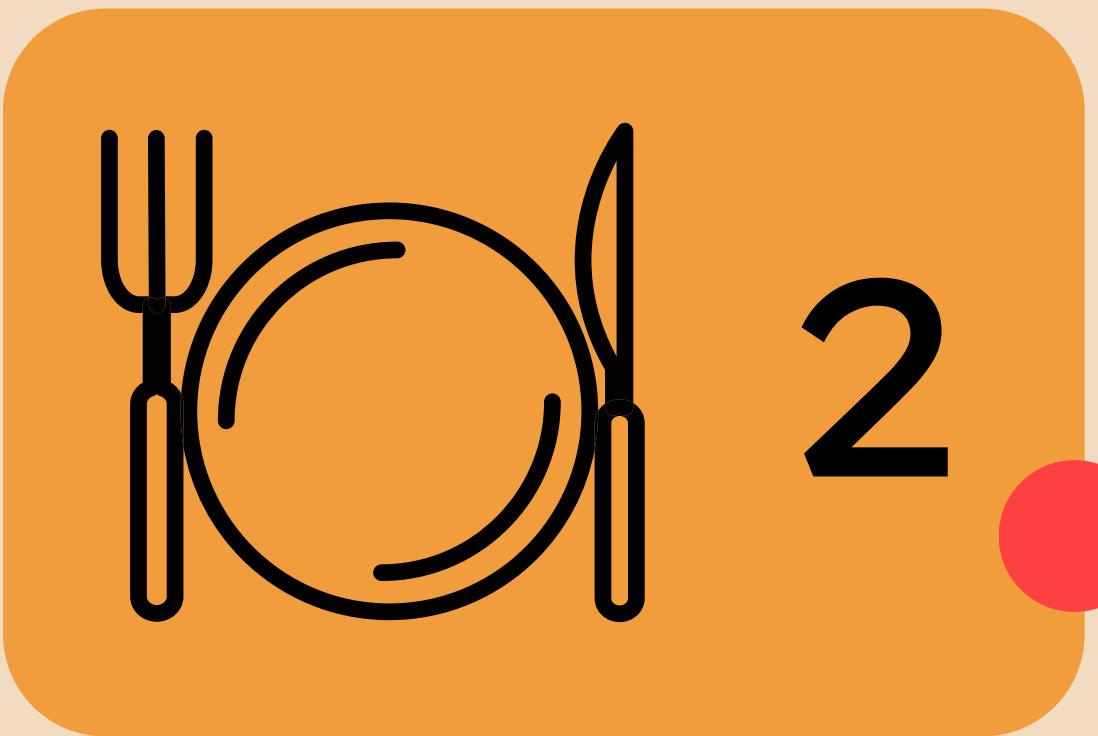
Due to Aryaman's hectic schedule he often misses the operational timings of the laundry service and thus has a pile of unclean clothes. He also occasionally needs food deliveries at night as he loses track of time while studying and thinks it's a waste of his time to walk to the mess and waste an hour.

BEHAVIOUR

Aryaman doesn't like walking around campus, especially during the monsoons, when the entire road gets wet and muddy. Aryaman is a pure vegetarian, but because he wants to get his proteins in, he likes to order protein bars from the con-store. He prefers Juice Press over the unhealthier cafes on campus.



1

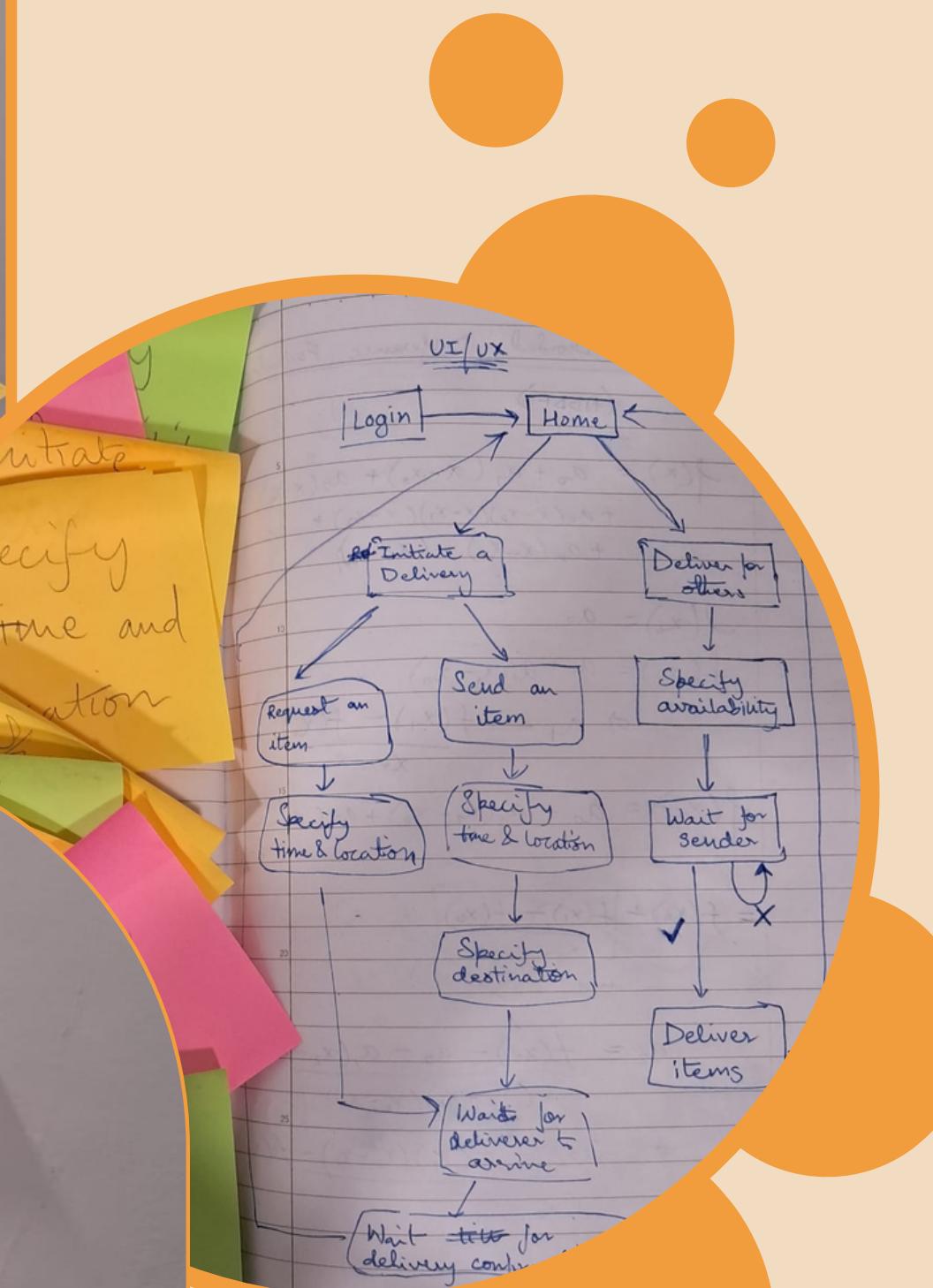
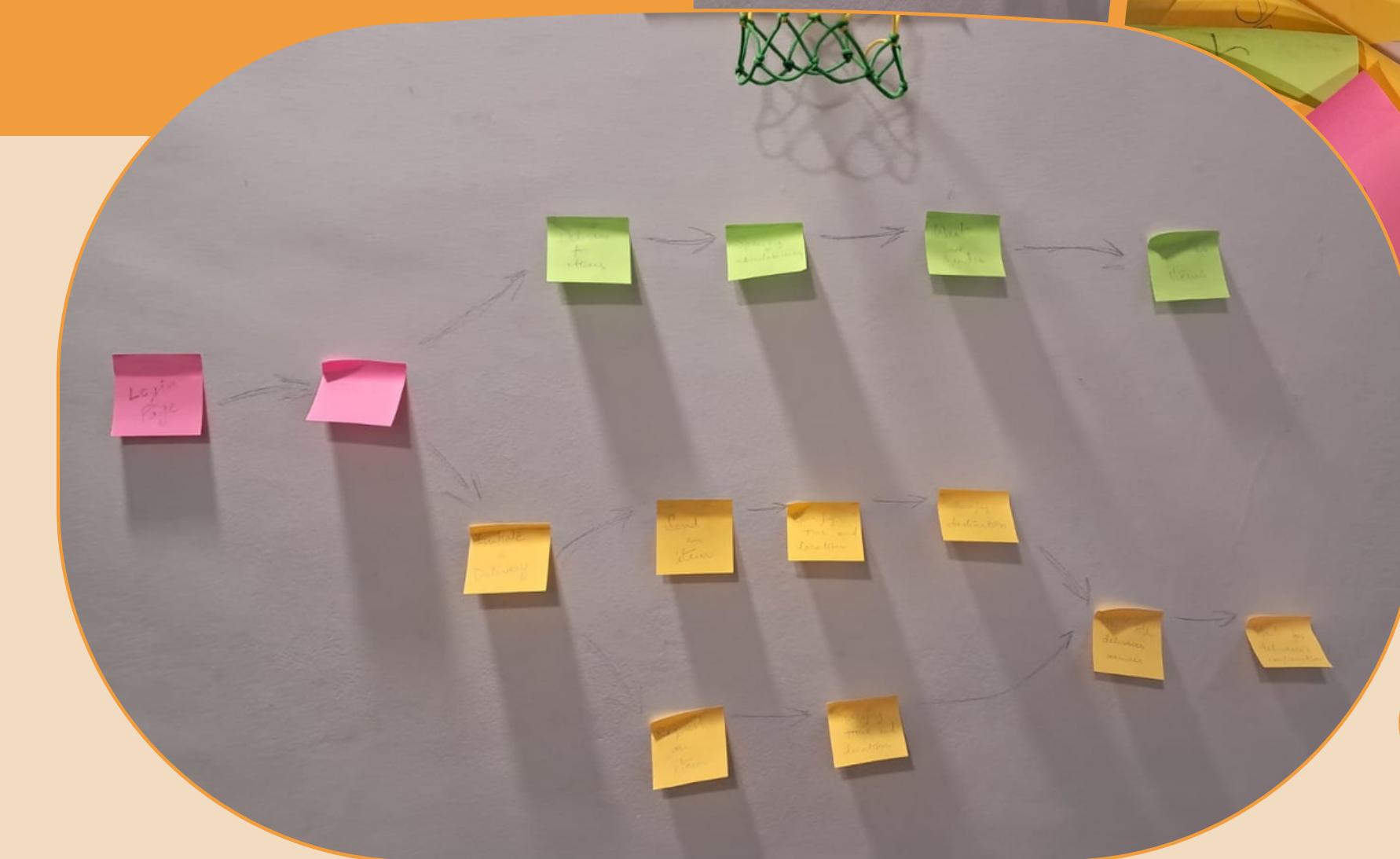


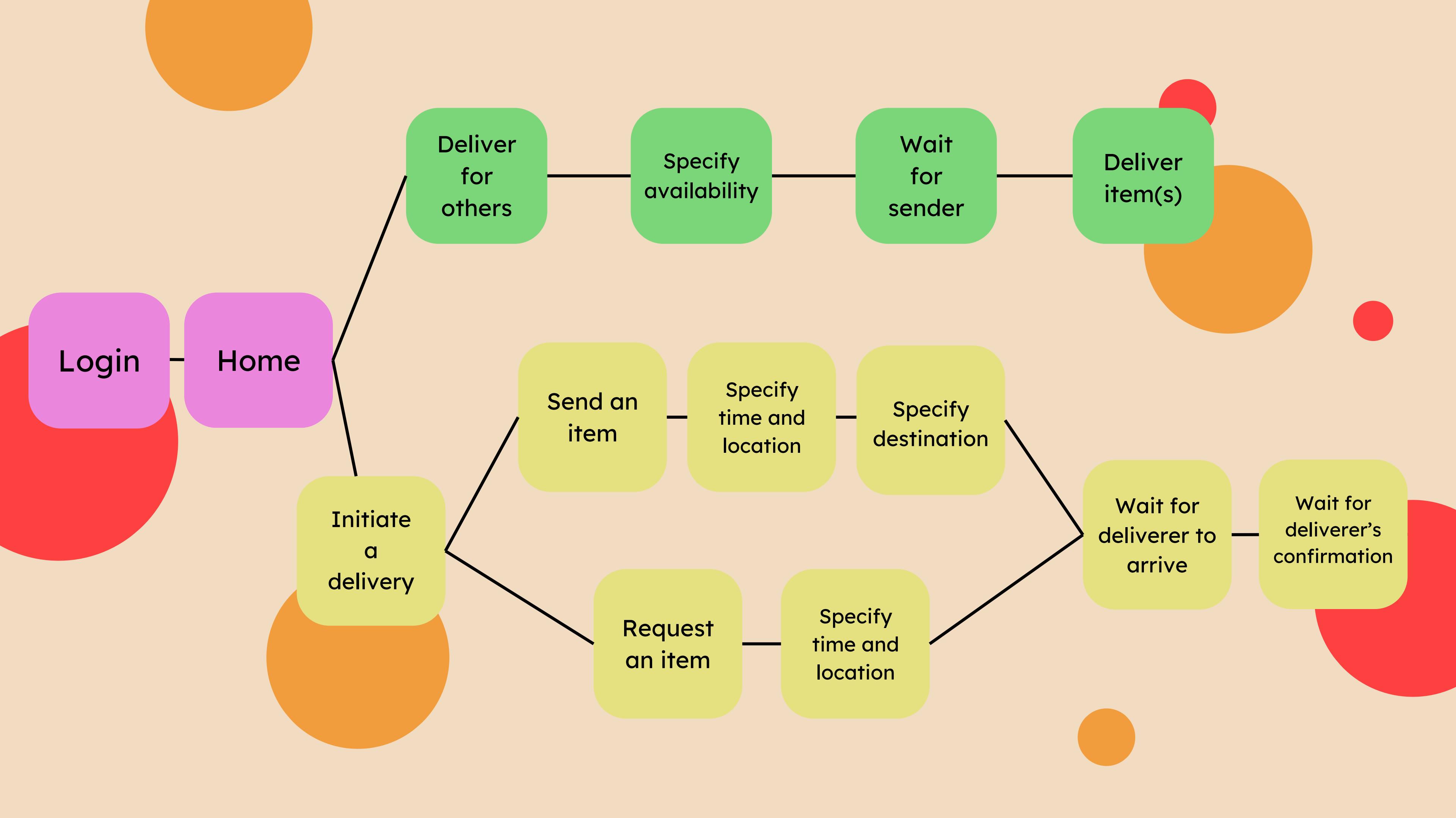
2



3

User Flow





The Process

How we got our product to where it is today





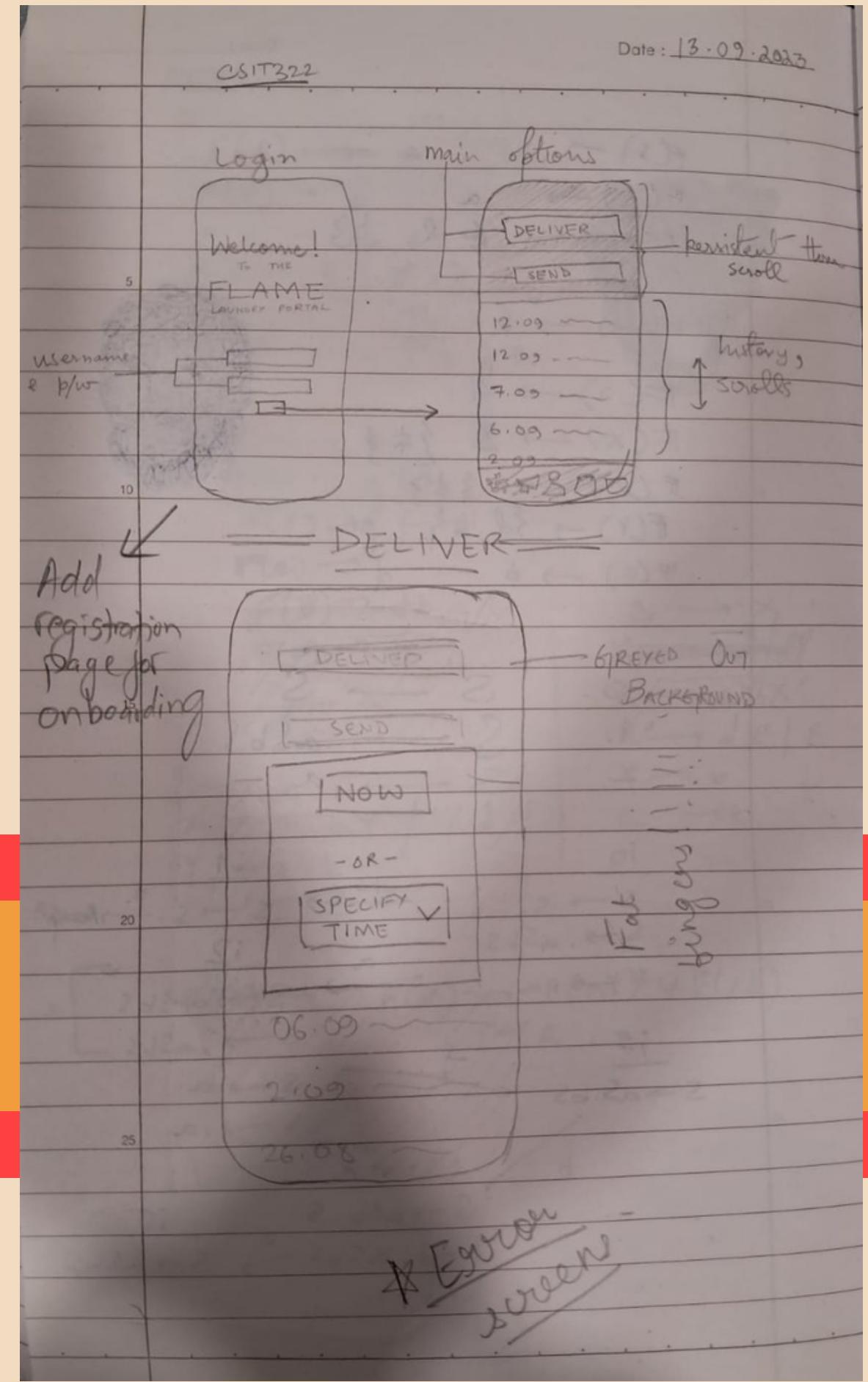
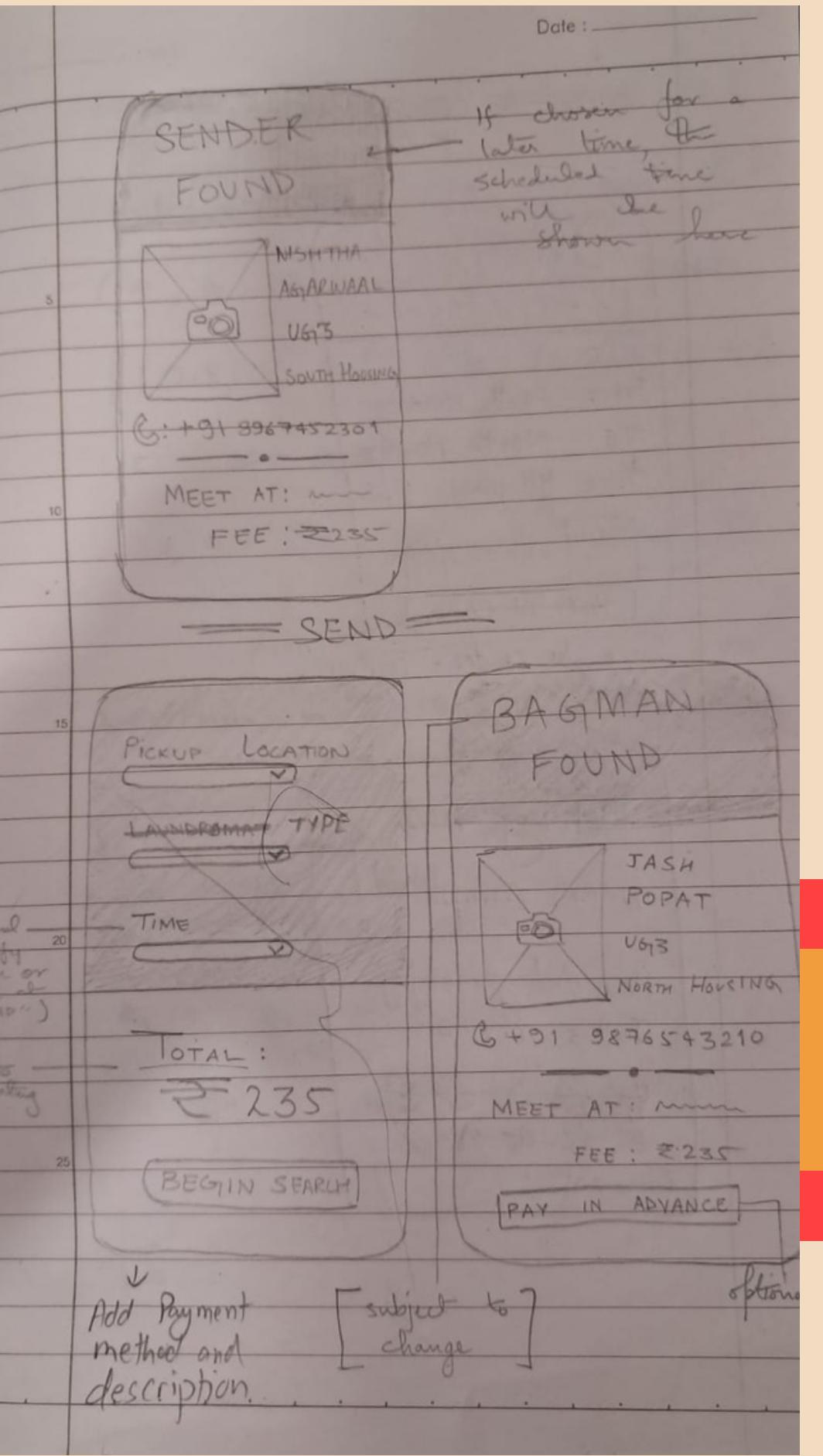
Moodboards



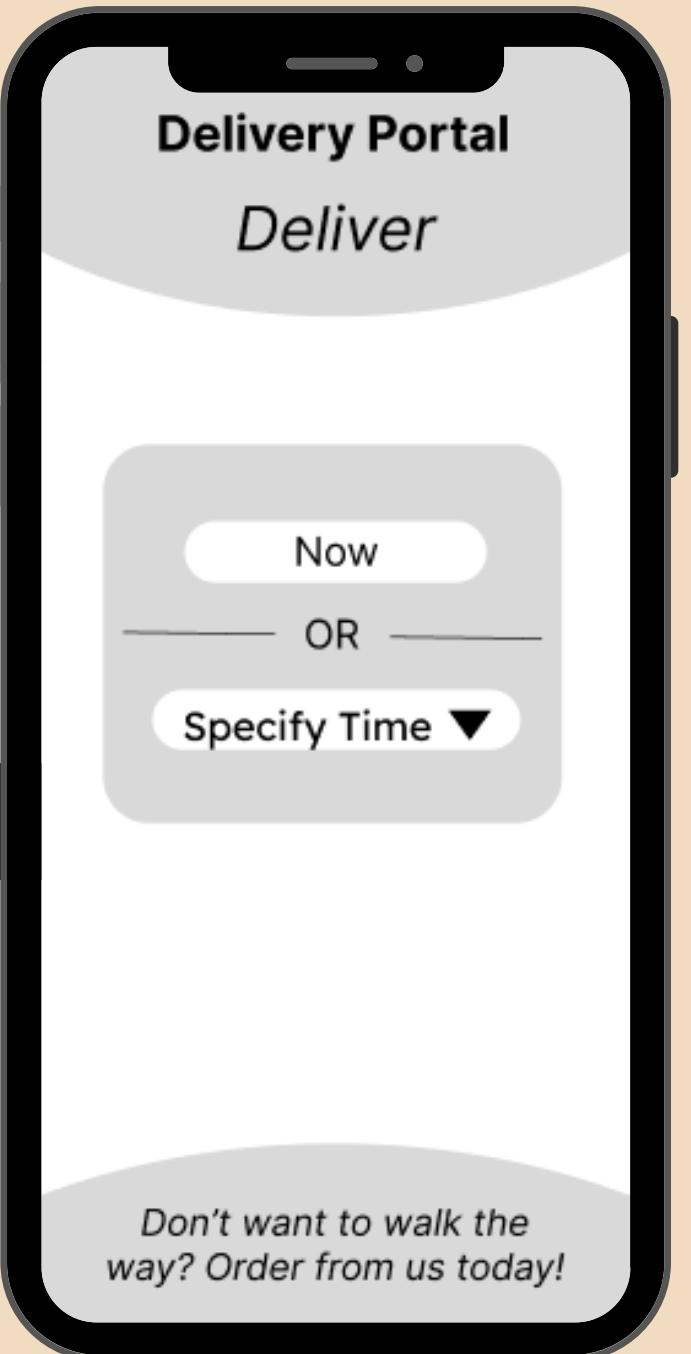
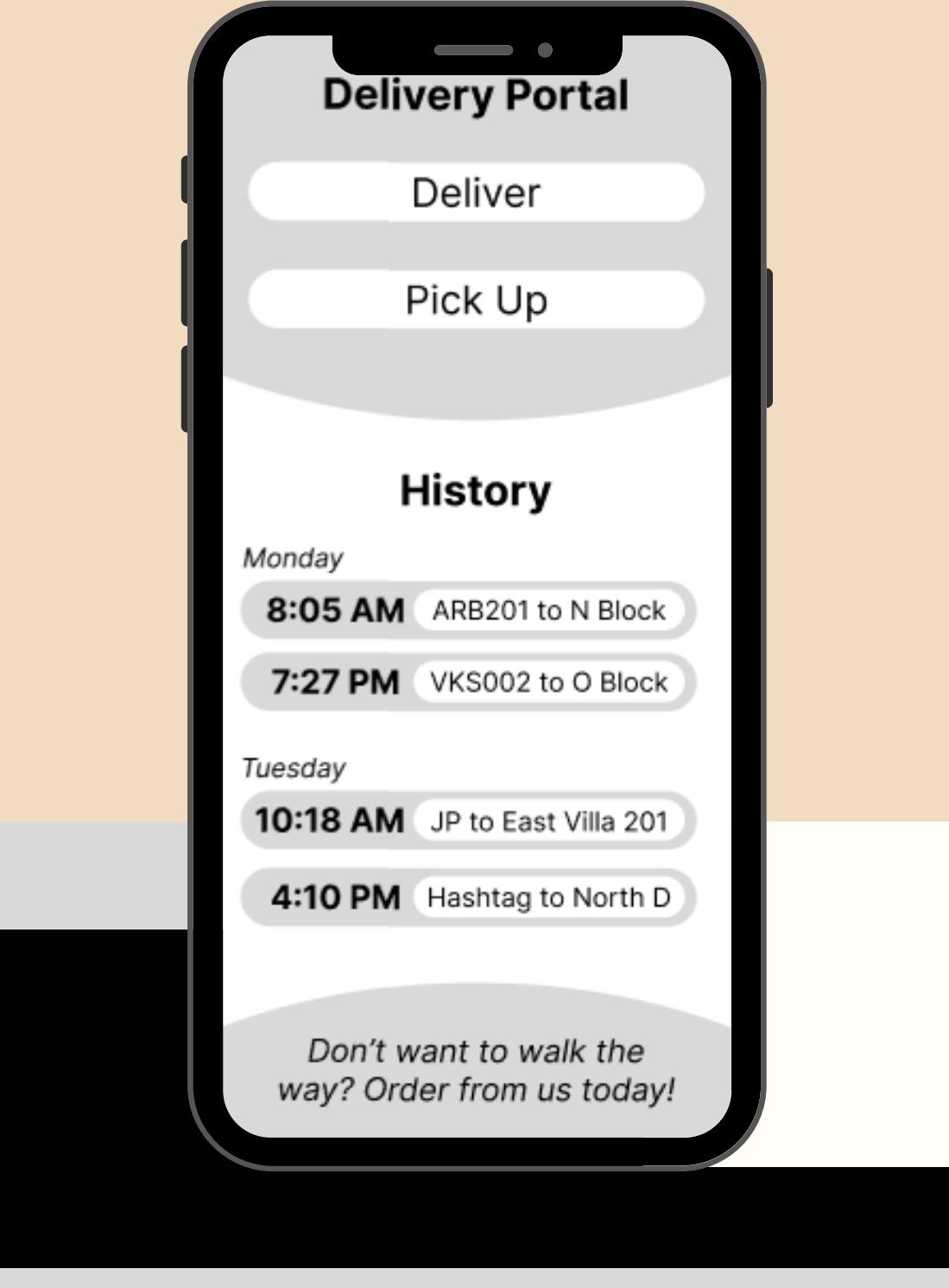
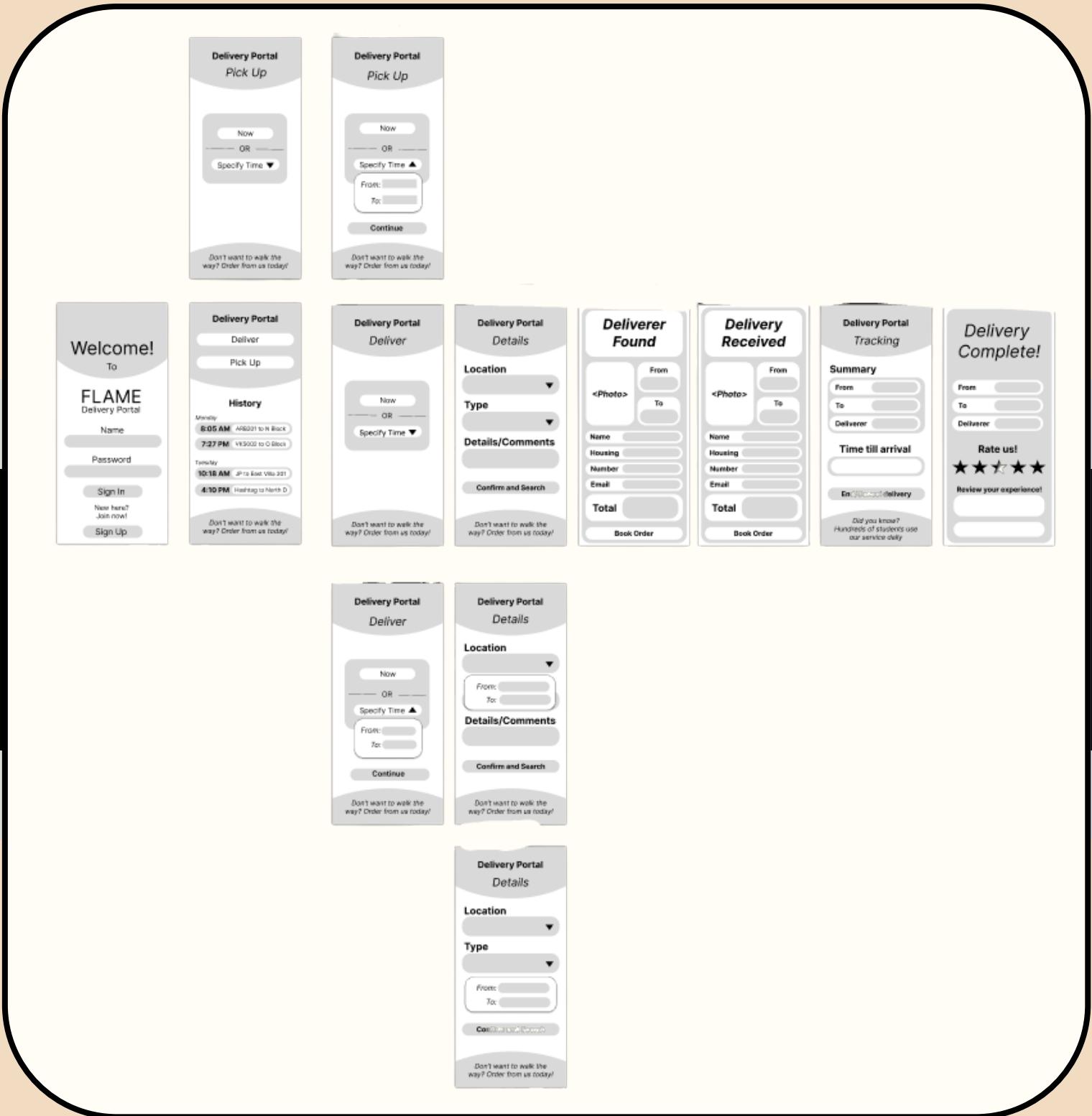
Delivery
App



Low Fidelity Wireframes

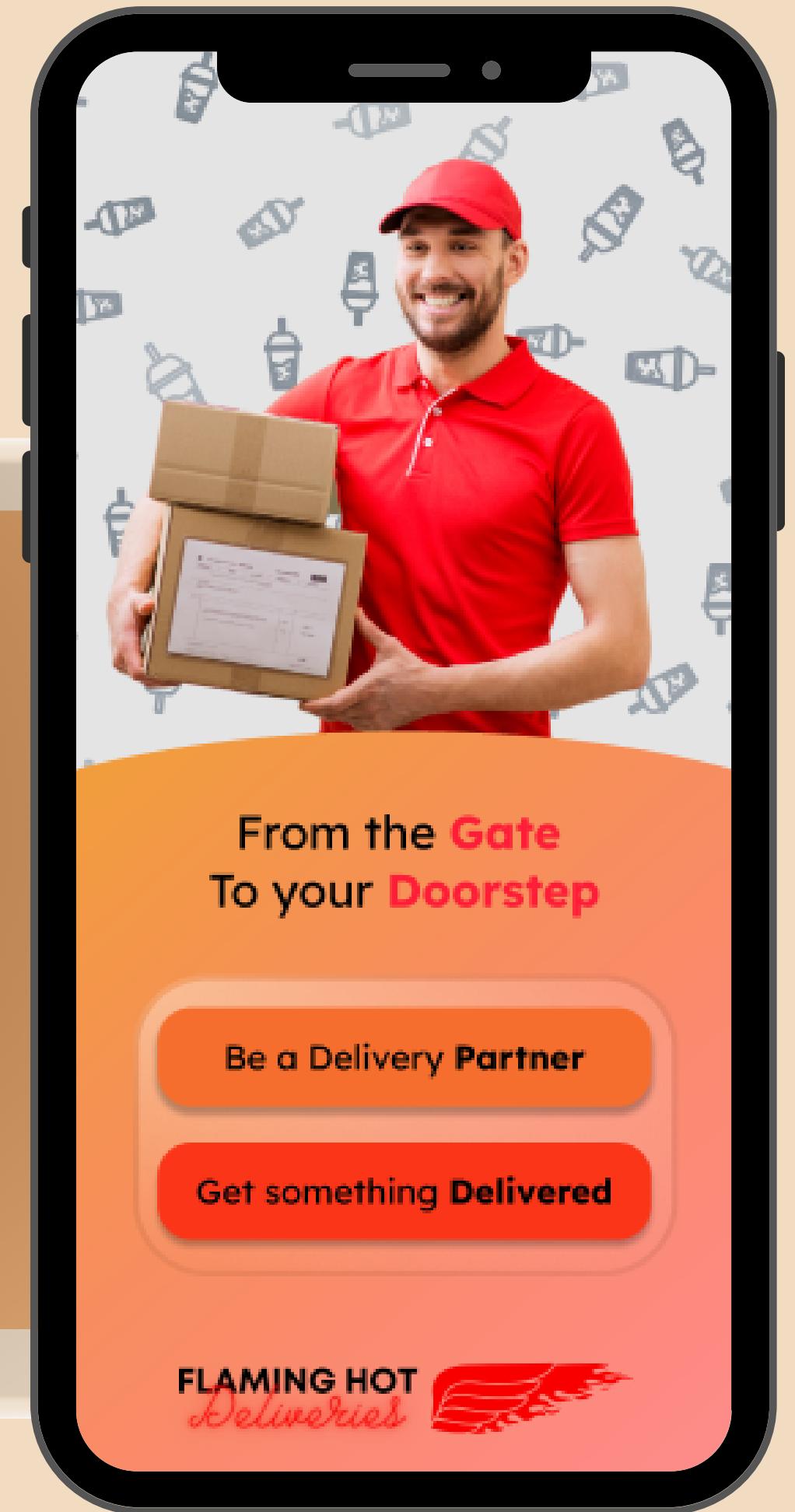


Medium Fidelity Wireframes



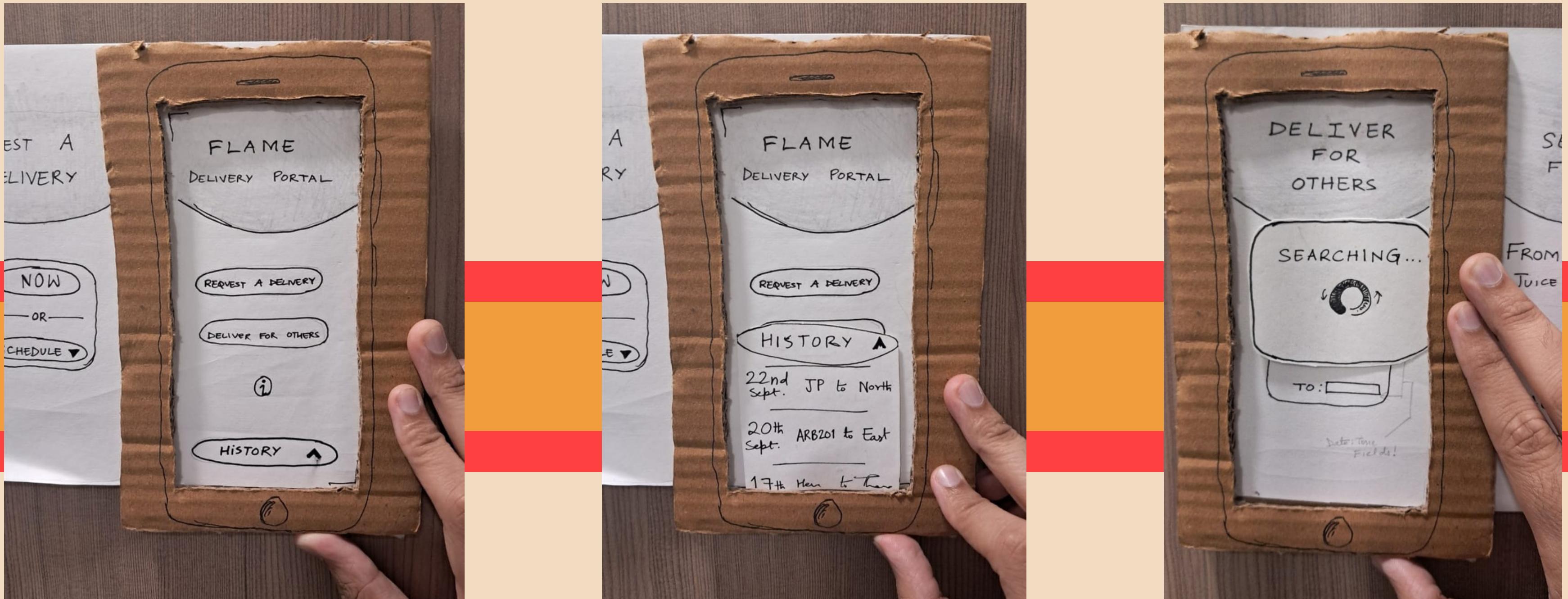


An Attempt at Glassmorphism



User Testing

Poor Man's Figma Prototype



Thank you!

We hope you enjoyed this Flaming Hot presentation

