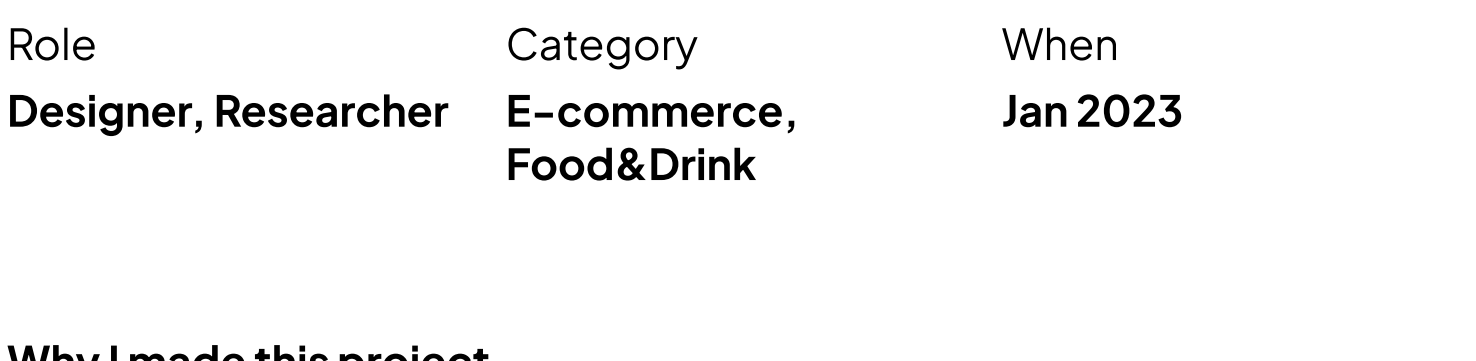


## Foodalization

Personalize as you wish



Where <b>Pasym, Poland</b>	What <b>Native Mobile App (iOS)</b>	Why <b>Portfolio Project</b>
Role <b>Designer, Researcher</b>	Category <b>E-commerce, Food&amp;Drink</b>	When <b>Jan 2023</b>

## Why I made this project

I'm a fan of customizing my orders.  
This app allows people to order personalized food.

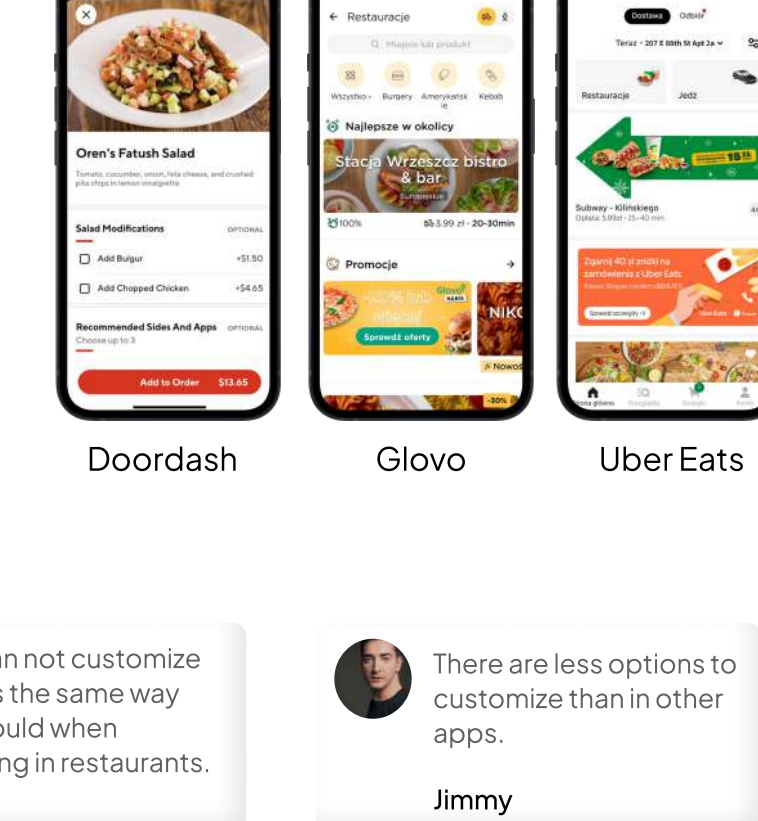
## Market Research

### The claim

The global eBook reader market is now estimated at around \$220B.

### The problem

In many apps you can't personalize your orders. This may affect the user growth since some users might be dissatisfied.



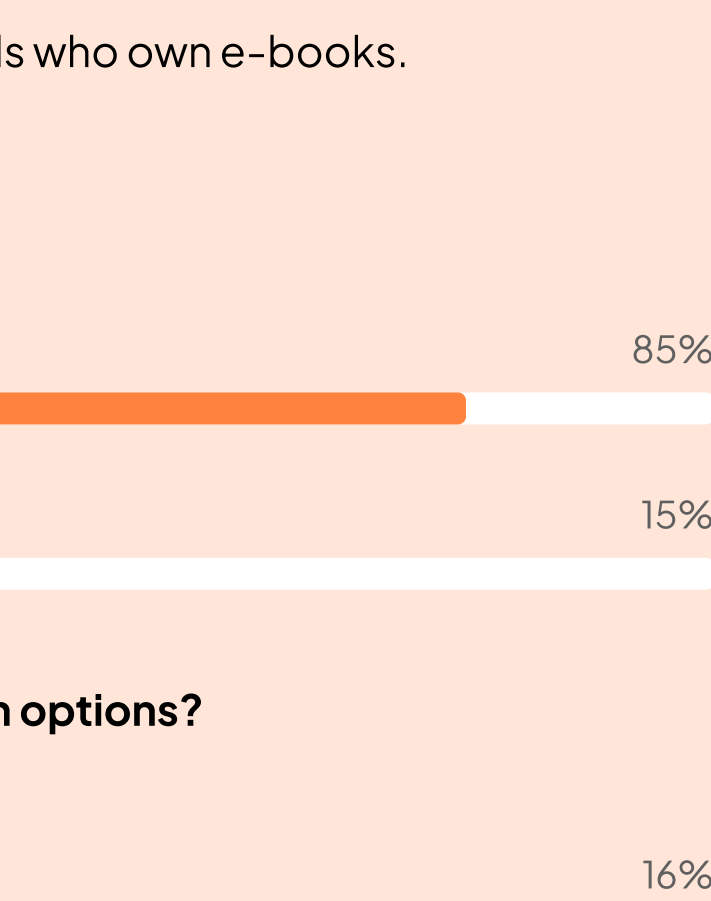
## Competitive analysis

### The good

All apps allow users to roughly personalize orders

### The bad

There's not much options when it comes to personalizing your order (Doordash, Glovo). You can't specify the degree of doneness (All apps)



### Problems from the comments

	Glovo does not allow adding notes to orders.		You can not customize orders the same way you could when ordering in restaurants.		There are less options to customize than in other apps.
Ashley		Brian		Jimmy	

## User survey

I conducted a survey among my friends who own e-books.

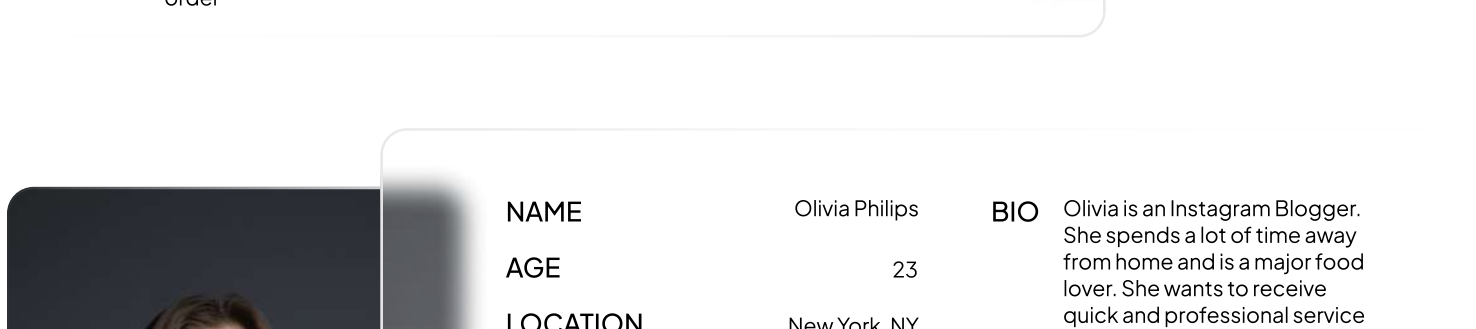
### Do you use any food delivery apps?

7 participants



### Are you satisfied with personalization options?

6 participants

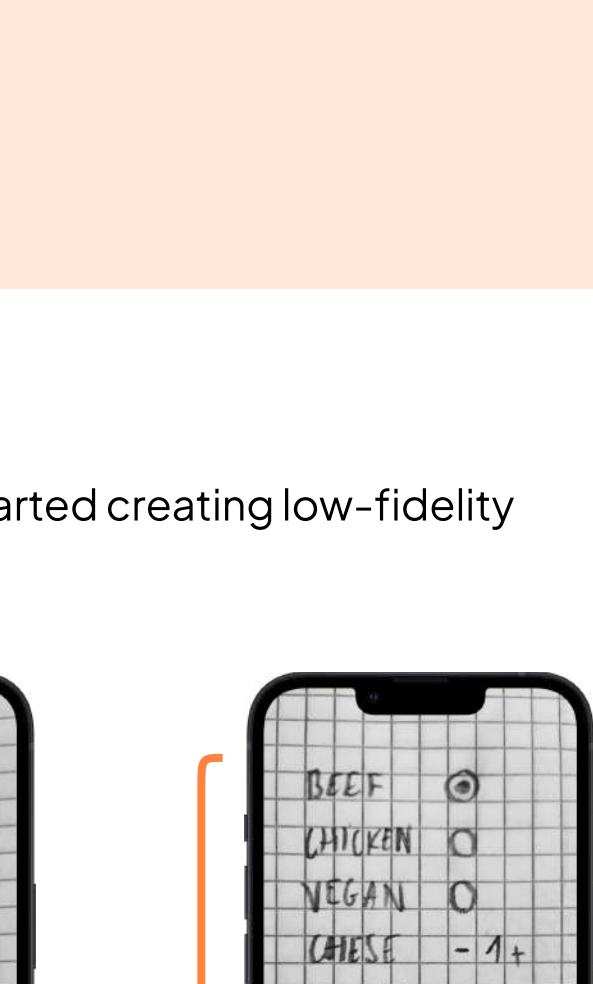


### Notable comments

	I wish there were more options when it comes to the degree of doneness.		Sometimes you can't remove a specific ingredient.
Michael		Jordyn	

## Initial research shows

People are more likely to personalize orders so they suit their tastes.



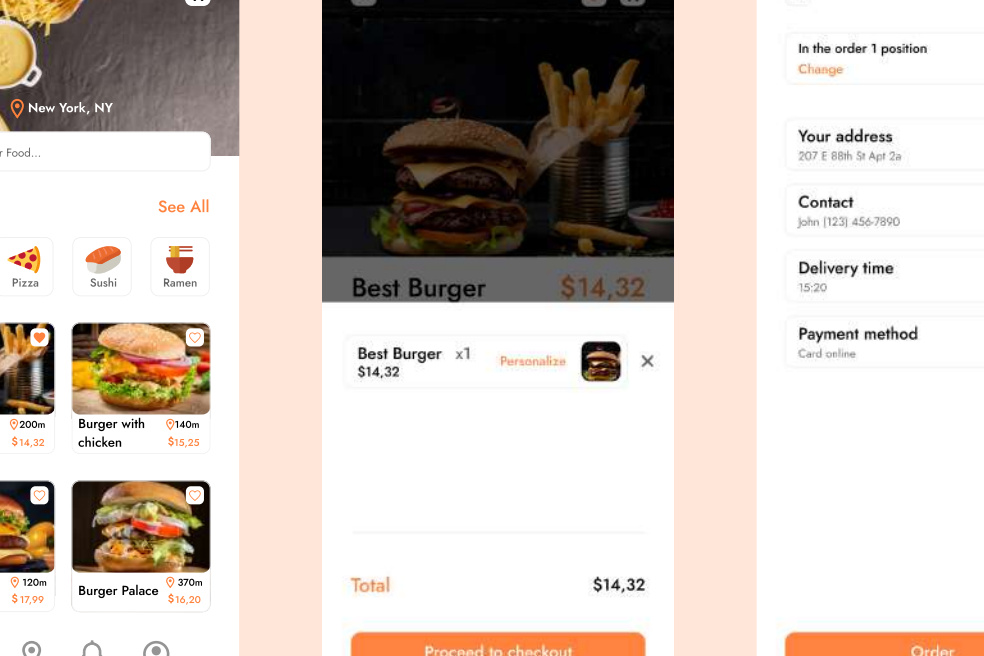
## Personas

I created two personas based on two types of users of the app. The author and the client

<p><b>NAME</b> Cassandre Aynur</p> <p><b>AGE</b> 26</p> <p><b>LOCATION</b> New York, NY</p> <p><b>OCCUPATION</b> Stylist</p> <p><b>EDUCATION</b> Cornell University</p> <p><b>GOALS</b></p> <ul style="list-style-type: none"> <li>To cut down on unhealthy food</li> <li>To order a perfect set for herself</li> <li>Get to try many restaurants in town</li> </ul> <p><b>FRUSTRATIONS</b></p> <ul style="list-style-type: none"> <li>Hard to filter categories for vegan food</li> <li>Writing an extensive description when it comes to personalized order</li> </ul>	<p><b>BIO</b> Cassandre is a stylist and for the past couple years she has been eating only vegan food.</p>	
<p><b>NAME</b> Olivia Phillips</p> <p><b>AGE</b> 23</p> <p><b>LOCATION</b> New York, NY</p> <p><b>OCCUPATION</b> Blogger</p> <p><b>EDUCATION</b> Columbia University</p> <p><b>GOALS</b></p> <ul style="list-style-type: none"> <li>Travel taking food pictures</li> <li>She needs information on the type of food a restaurant serves</li> </ul> <p><b>FRUSTRATIONS</b></p> <ul style="list-style-type: none"> <li>Hates waiting too long for her food</li> <li>Not a lot of options to personalize orders</li> </ul>	<p><b>BIO</b> Olivia is an Instagram Blogger. She spends a lot of time away from home and is a major food lover. She wants to receive quick and professional service and order online from her smartphone to avoid lineups.</p> <ul style="list-style-type: none"> <li>Increase popularity on Instagram</li> <li>Doesn't know enough about nutritional facts</li> </ul>	

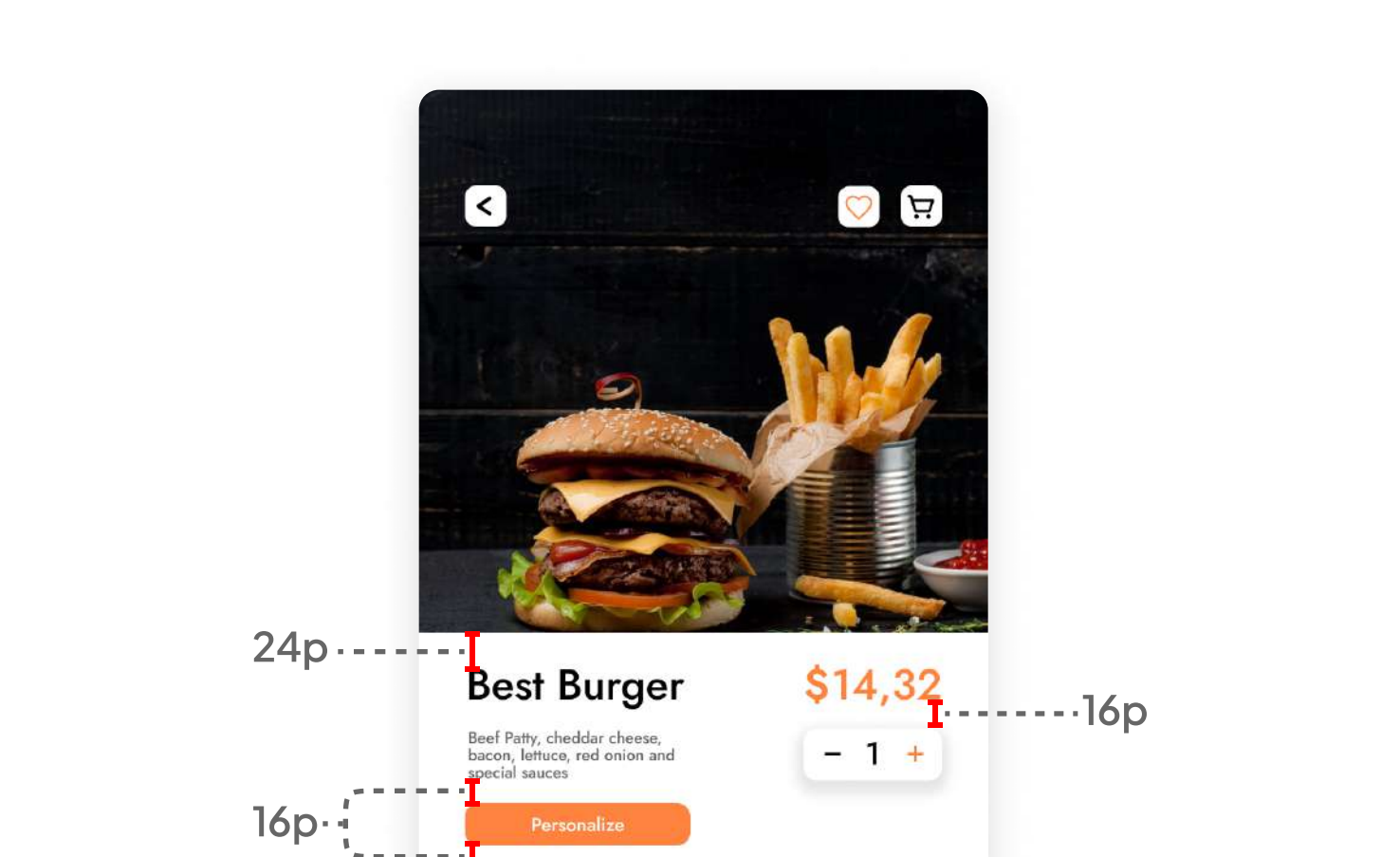
## Flow Diagram

I created a simple flow diagram of the main tasks the user can do.



## Low-fidelity wireframes

Once the flow diagram was established, I started creating low-fidelity wireframes of the main flows.

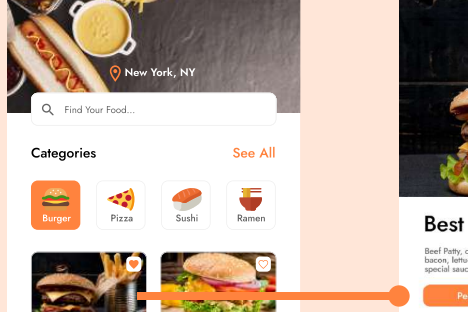


## High-fidelity UI Design

Once the initial flow was completed I started by creating a couple of screens of the app. I started with defining the fonts and colors.

### Color palette

Primary, secondary, tertiary

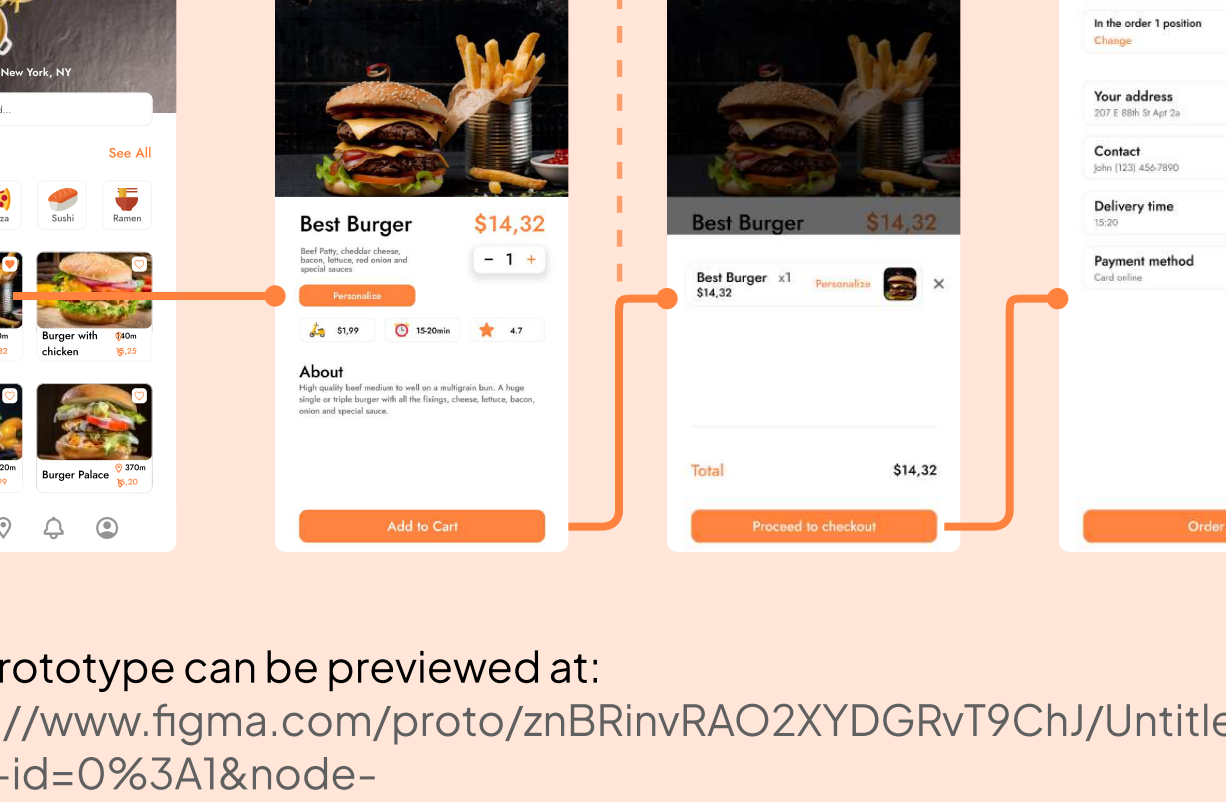


Main CTA button color

### Fonts

Just Medium

AaBbCcDdEeFfGgHh



## Alignment and grid

I picked an 8-point grid for my project with margins between groups at 16, 24 and 32.



## High-fidelity prototype

I connected my high-fidelity designs into a clickable prototype.



This prototype can be previewed at:

<https://www.figma.com/proto/znBRinvRAO2XYDGrVT9ChJ/Untitled?page-id=0%3A1&node-id=1%3A2&viewport=782%2C324%2C0.21&scaling=scale-down&starting-point-node-id=1%3A2>