

Noodle'N

A Development Project

09/01/22

Overview

Mission

Who, what, when, where, and why?

- Our mission is to create a grocery shopping app that allows users to efficiently and easily track grocery supplies before, during, and after the shopping experience. Users will reduce stress related to overpacked schedules and repetitive grocery purchases leading to unused products.

Project Overview

Time and Team.

- Estimated Duration: 1 Week.
- Fullstack Developer:
- Backend Specialist:
- Front-end engineer:
- UX Designer/Researcher:
- Graphic Designer:
- Dev Ops

Problem Statement

What the problem you need to solve.

- Large families need shared resources for organization.
- Wasting money. Wasting food.
- Aesthetically pleasing. Inspiring.
- Make healthier choices.
- Hurting environment.
- Catering, restaurants, parents, college

Goals/Solutions

Goal = MVP | Solution = Summary antidote.

- Goal = Create a basic app that has CRUD.
- Solution (Parent) = Create an app that allows syncing of grocery items in fridge and needing to be purchases.
- Solution (Restaurant) = Create an app that allows restaurant owners to prioritize items needed to be purchased based on cost and expiration.
- Solution (College student) = Create an app that allows busy college students the opportunity to better diversify their meal planning and make health conscious decisions when grocery shopping.

Research

User 1: Tabitha

Busy mom and stylists

- Tabitha is a mother of 2 and full-time hair stylist. She forget to go the store to buy food, and when she does get to the store she often makes double trips or spends money on expensive delivery apps.
- “Quote from Tabitha”
- She wants reminders to go shopping and a fun system to enjoy the process instead of feeling like chore.



User 1: Carl

Tax Specialist

- Carl works from home and recently started Keto diet and also grocery shops for his mom with Alzheimers. He needs a site that allows for organized shopping for multi home families.
- “Quote from Carl”
- Carl needs an efficient time consuming solutions to expedite his shopping experience.



Competitive Research

Direct: AnyList (Mobile App)

- Direct marketing
- Brand is all about calmness and stress free vibes
- Flow: text button and intuitive scrolling
- Improvement: replace sample image with demo gif
- Create and share: break it up into two sections
- Multplatform option: not selling
- Can try without
- Softer delivery for warning prompt
- No demo?

“We love this app because it is an all in one solution.”

“We can’t move around our list items easily....”

“We need clear instructions on CRUD....”

ShoppingList

Competitive Research

Direct: OurGroceries (Mobile App)

- Motion design is stellar.
- Bottom navigation can be stronger.
- More customization

“We want a cost calculator”

“We need reusable list”

“I am not sure how to add new items”

OurGroceries

Competitive Research

Direct: ShoppingList (Mobile App)

- Fun and Vibrant
- Nice accessibility with help option
- Suggested List, skip option
- Wizard walk through for first list
- Create category, add emoji
- Auto type feature good?

“We need customer support...emails don’t work.”

“I am confused about the selection.”

“We want to collaborate with other family members and can’t.”

ShoppingList

Branding

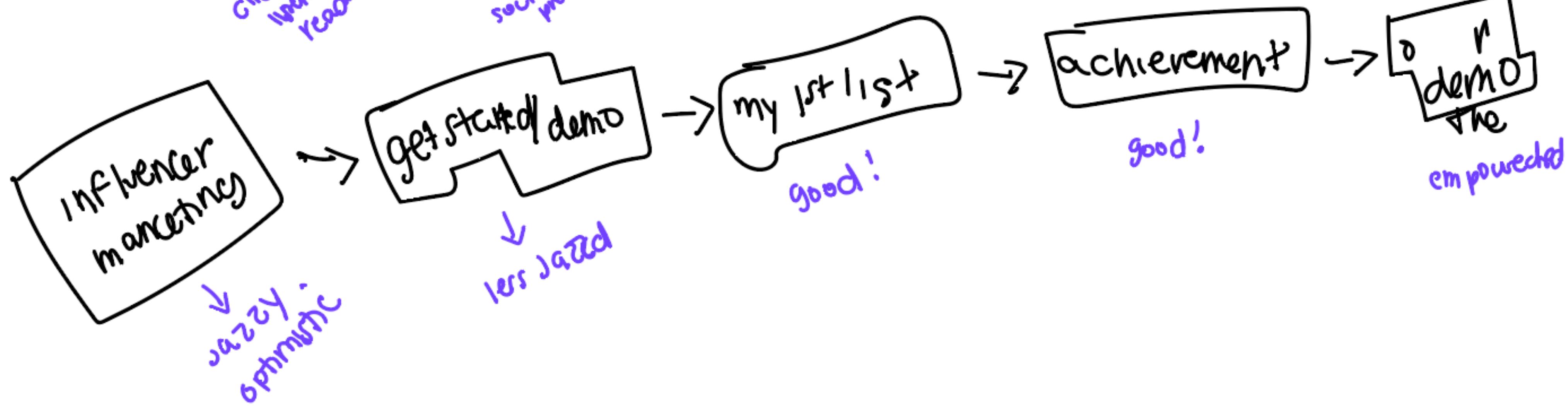
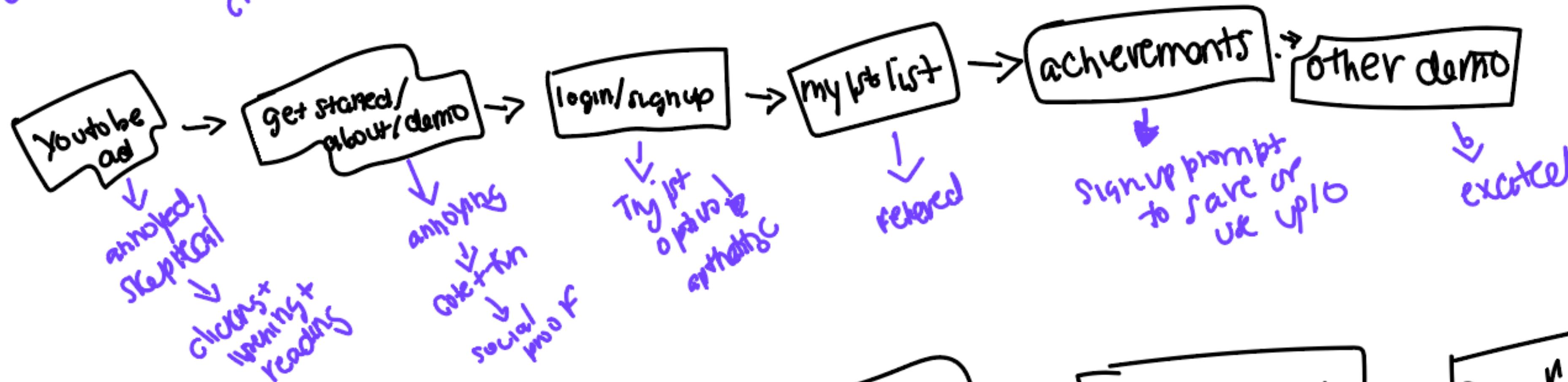
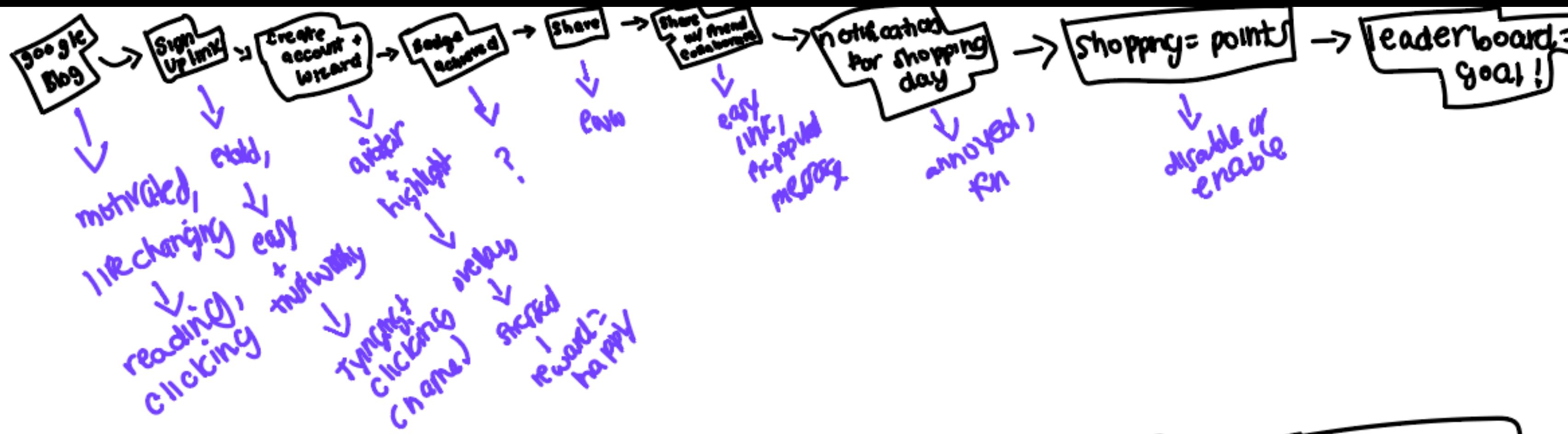
- Family centered
- Beginner tech users
- Maturity, discipline, systems. Mindset, habit, accountability,

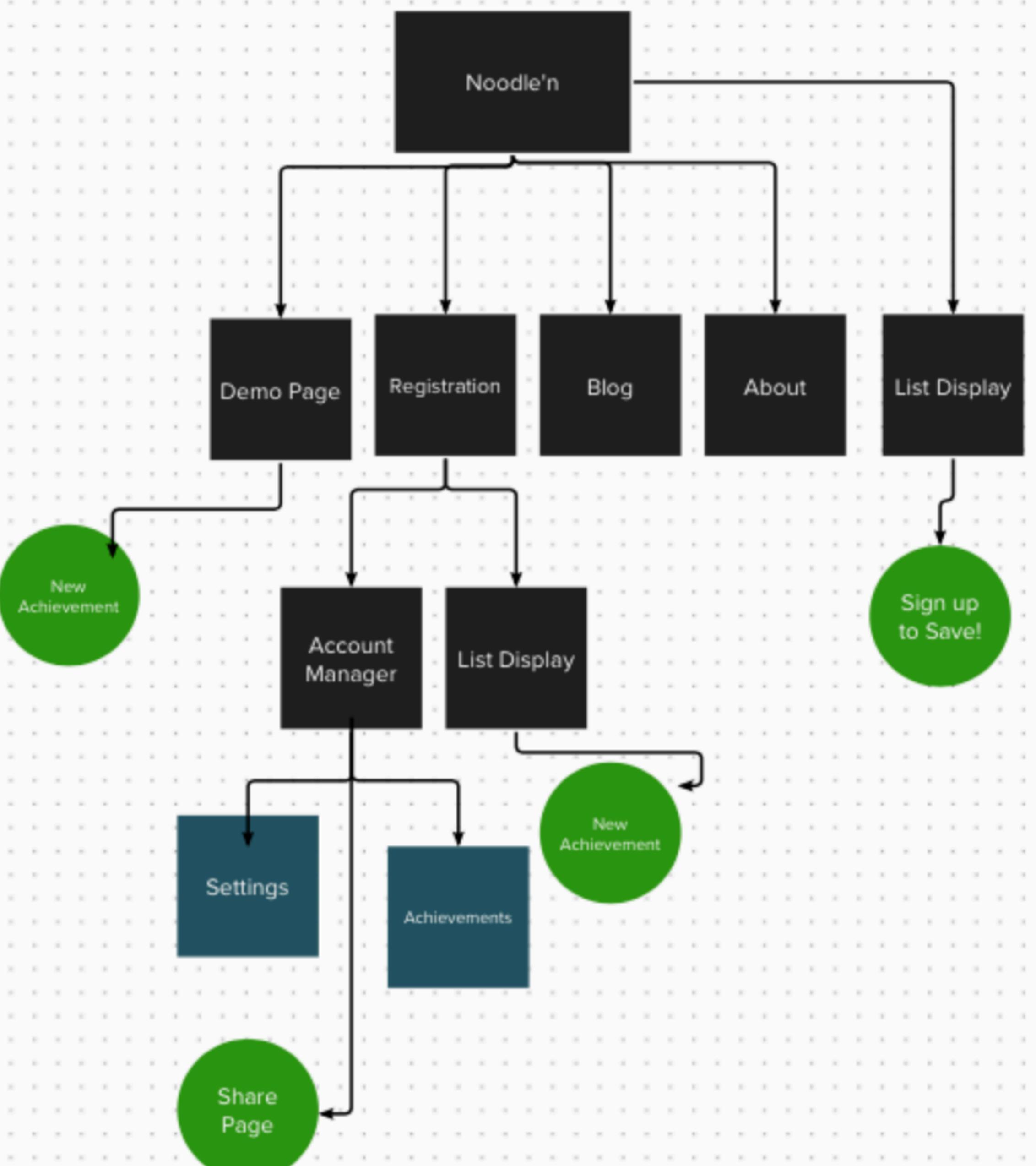
Psychology of Food

Road to being the #1 food app.

- Food affect how we feel
- Compulsive eating, weight gain, binging
- Increase alertness, improve health, easier movement, improved body image, energy
- Eating pattern dictate choices
- Food therapy, food diary, do not skipping, encouraging snacks and treats
- Thriving not surviving
- “Rewrite your food story”

Mapping





Design and Development

Oh No! Password Forgotten?

Email

Recover Password

Return Home

Need More Assistance? [Email Us.](#)



List Name

