

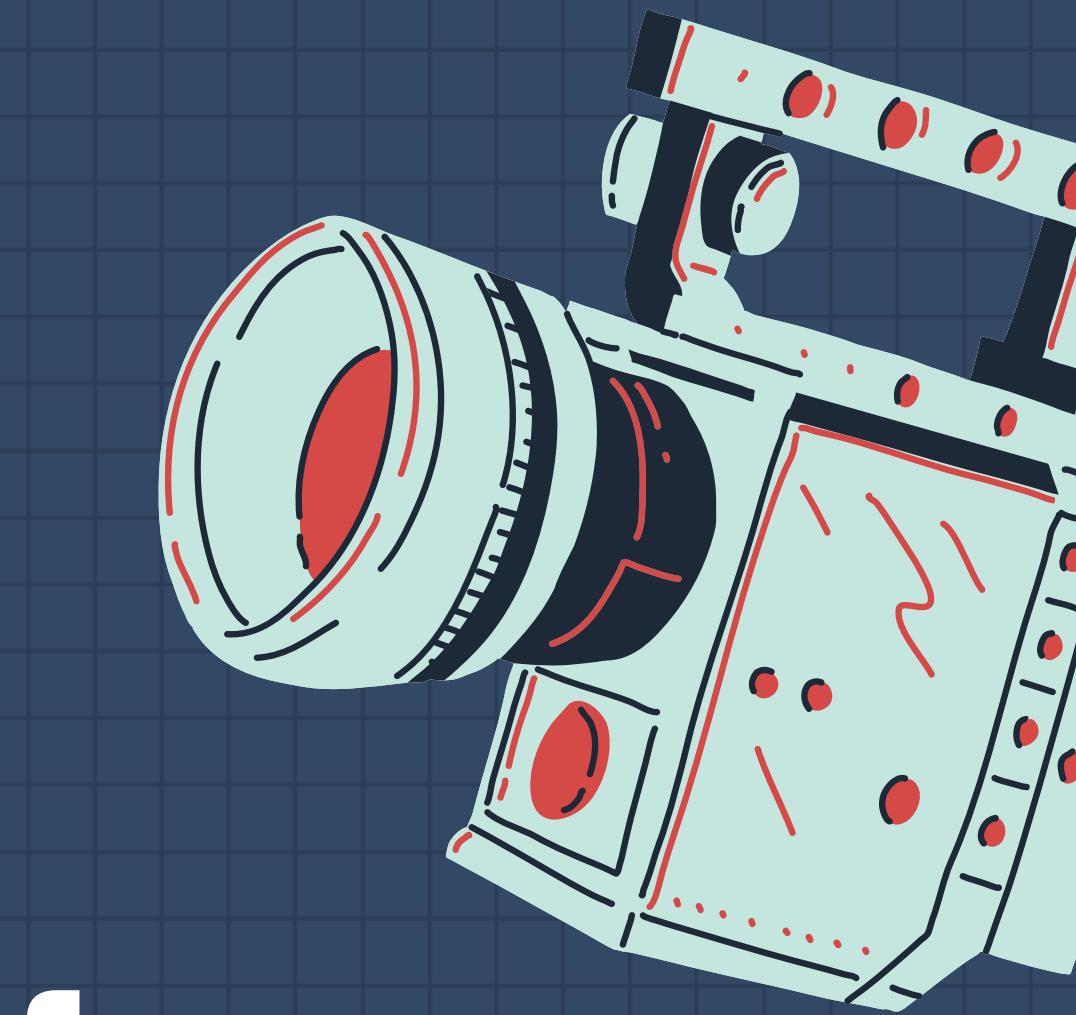
Binge n' Eat

Cinematic snacking, at its finest!

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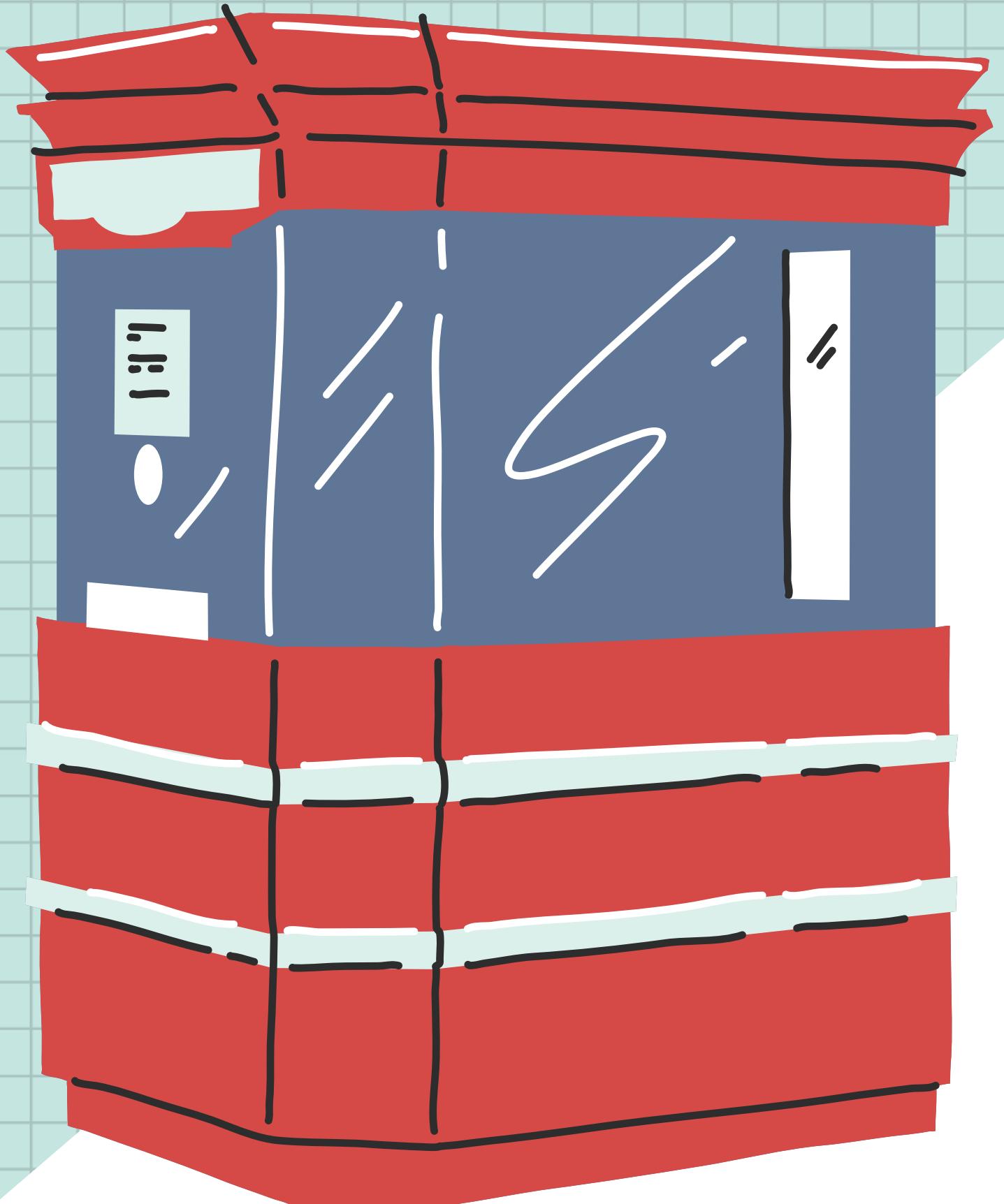


[link for canva slides](#)



Agenda

- 1 Problem Statement
- 2 Scope and Motivation
- 3 Stakeholders and Research Goals
- 4 Surveys and Graphs
- 5 Interviews
- 6 Empathy map, mind map etc
- 7 Lofi and its evaluation
- 8 Alternative Designing
- 9 Hifi & Final Evaluation
- 10 Learnings and Reflections



We Are



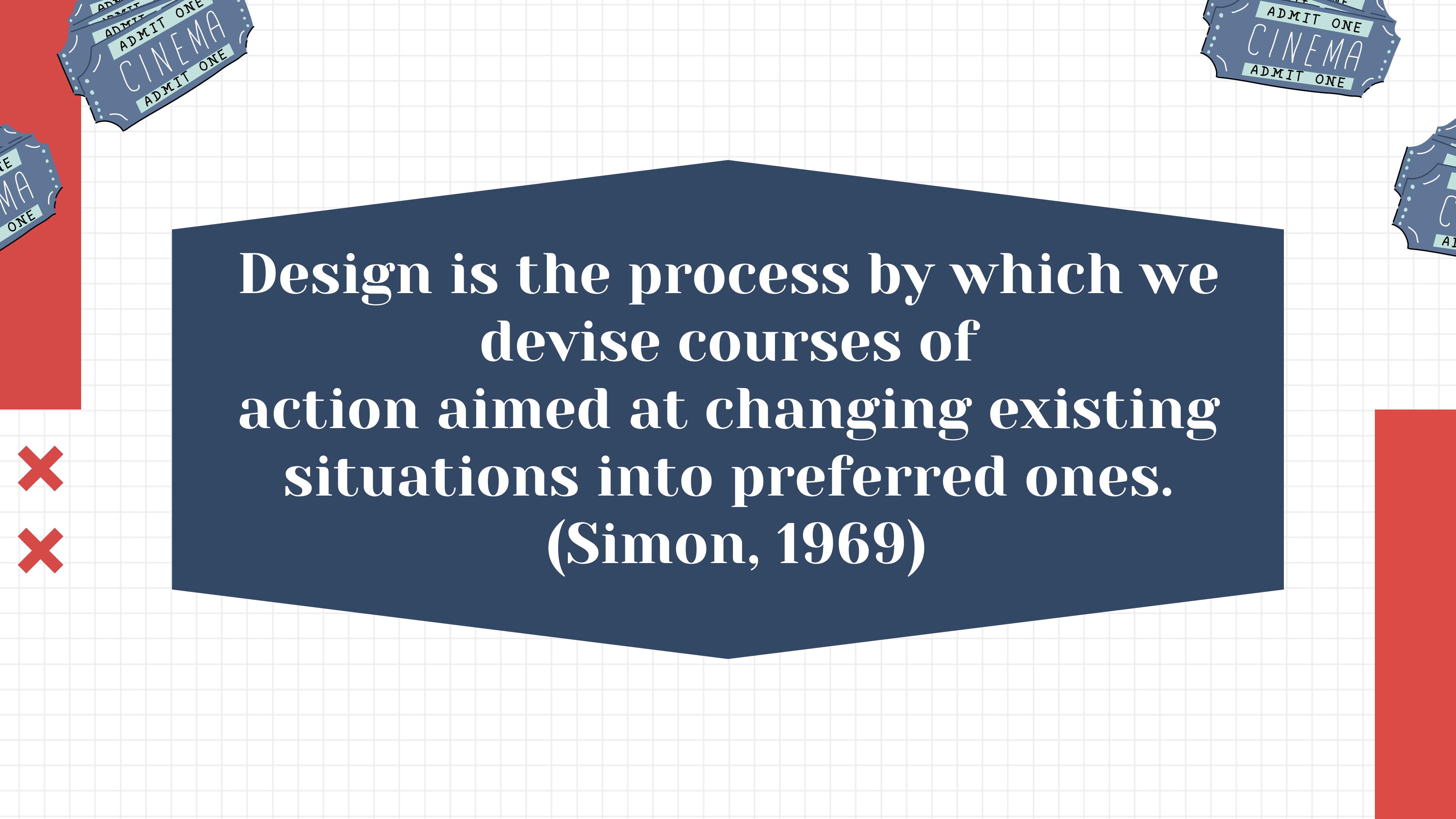
Riya Jain

Sahaj Gupta

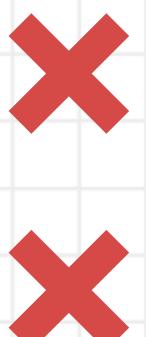
Sanchit Maini

Shaman Ranjan

Shubhi Jain



Design is the process by which we
devise courses of
action aimed at changing existing
situations into preferred ones.
(Simon, 1969)





Problem Statement

Cinephiles need a medium through which they can order food at affordable prices during movies and get it delivered to them during the film on their seats because currently, they cannot do so due to lack of such a medium.

Stakeholders and Research Goals

Research Goals

The research goal is to figure out what specific difficulties users encounter when they try to complete the core tasks of the

Binge N Eat app:

Item selection

Ordering

In-app navigation.



The **stakeholders** of our app are as follows:

Cinephiles

Chefs

Delivery men

Restaraunt owners

Movie theatre owners

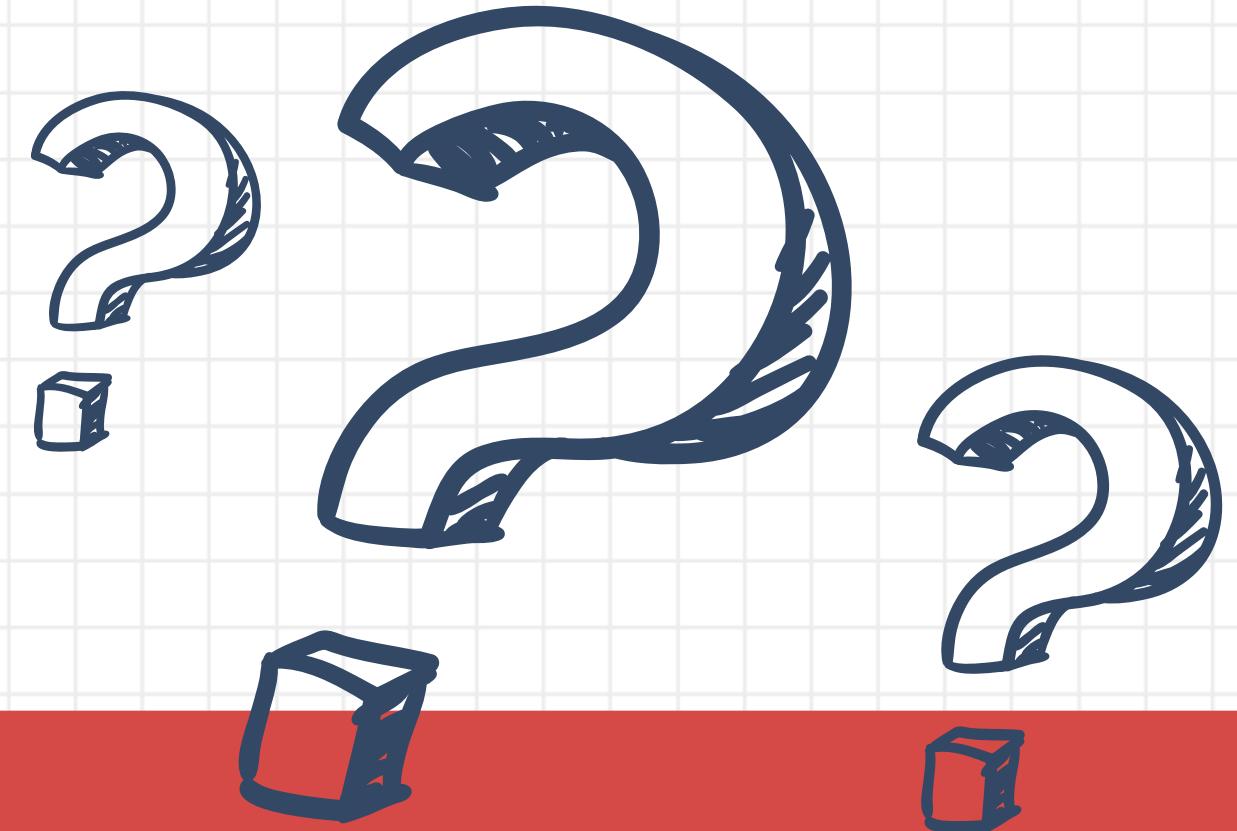


Scope & Motivation

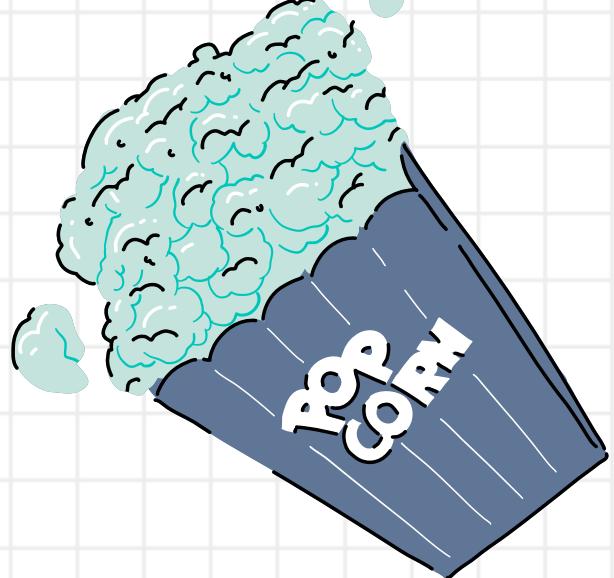
The proposed solution is creating an app and placing a QR code on every seat in the movie hall.

It will enable cinephiles to order food anytime instead of being restricted to a 10-minute break.

Furthermore, it will provide an alternative to the costly food that is currently offered in the cinema halls. The current scope that our app aims to achieve is to enable customers to order food in the cinema at any time and with convenience.



The motivation behind this project was the inconvenience faced; every time we went to the movie theatre, we had to miss parts of the movie if we decided to get some food mid-movie. Other than that, senior citizens find it difficult to get snacks themselves and many times, the interval break itself is skipped.



Features of our App

QR CODE

People can get their food conveniently delivered to their seats by scanning the QR code on their seat cup holder. This shares the movie hall number and seat number with the restaurant so they can easily deliver. (They can also manually enter their location.)

SPECIAL MOVIE-THEMED SNACKS

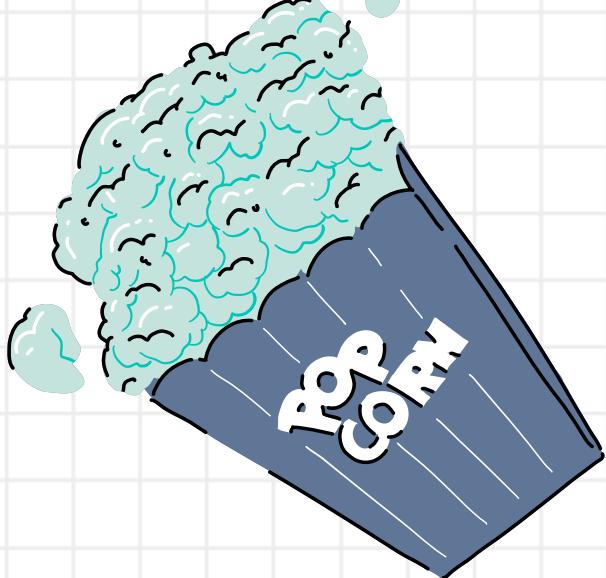
Occasionally, for selected movies, the app will offer customers a chance to buy themed snacks based on their favourite movie screenings. (Example: These cookies are Harry Potter-themed and can be ordered during a Harry Potter binge screening.)

BINGEBUCKS MEMBERSHIP

Specially designed for cinephiles, this membership offers them great discounts, 100% refund on cancellation, their own Bingebucks wallet for faster payments, priority while delivering food, access to a secret menu, and many other perks!

TRIVIA QUIZZES

To add engagement and some fun, this feature allows users to participate in short quizzes related to the cinematic world. If they get it right, there are more surprises in store for them!



Additional Features

AESTHETICS AND COLOUR PALETTE

The app is only available in dark mode so that the glare from the screen is avoided when using the app in the dark cinema hall. Other than that, the design is simple, modern and trendy.

COLLABORATION WITH THE BIGGEST CINEMAS

Our app is associated with popular cinema brands and provides services all across India. That is whether you are a PVR or an INOX fan, this common snack app is at your service. You don't need different apps for different brands.

PLACE ORDER IN ADVANCE

Orders can also be scheduled days in advance to avoid last-minute troubles. For people holding a movie party placing bulk orders, additional discounts apply along with options related to occasions like birthdays, anniversaries and more

OTHER FEATURES

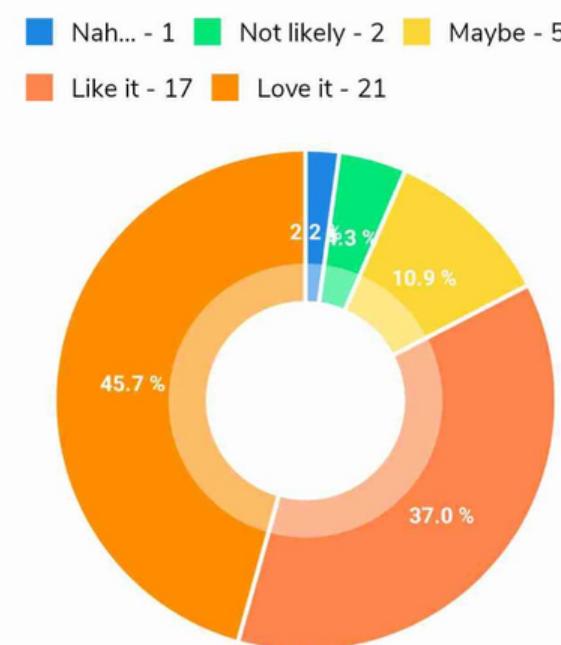
This app also includes a language translation option, send feedback option, frequent offers, a page for frequently asked questions, fast and easy payments and also a menu solely for the kids!

User Survey Responses

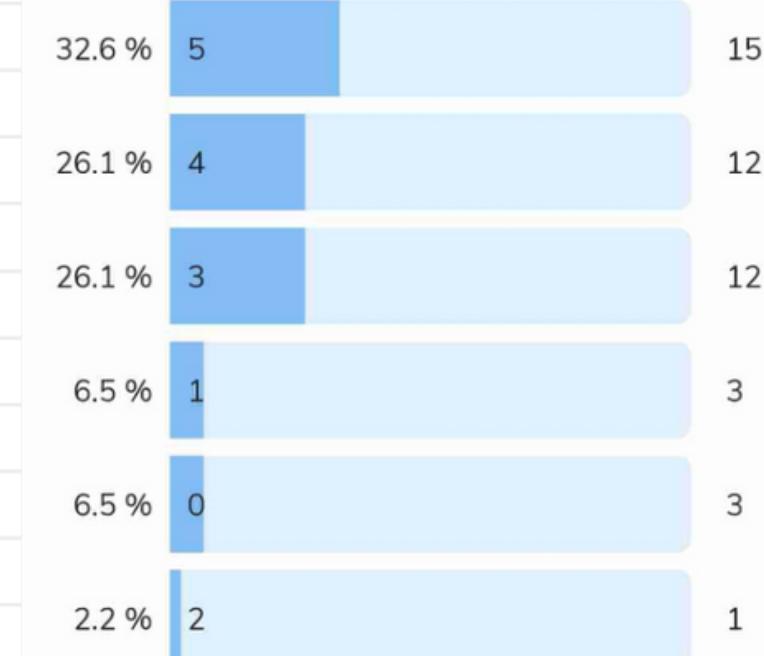
What is your preferred method of payment for such a service?



Would you be interested in a service that allows you to order food during a movie and have it delivered to your seat?

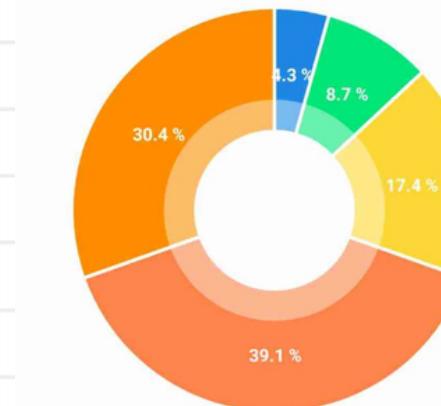


On a scale of 1 to 5, how important is it for you to have a variety of food options to choose from?



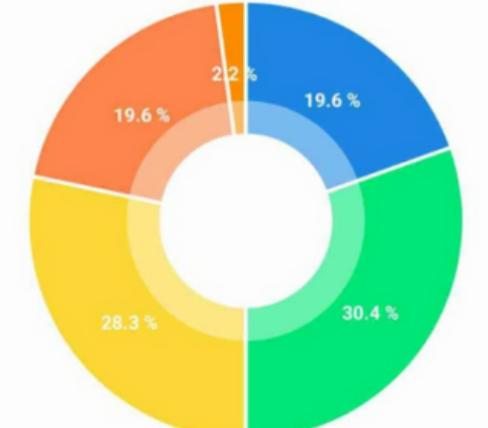
How likely are you to use a mobile app for ordering food during a movie?

Legend: Nah... - 2, Not likely - 4, Maybe - 8, Like it - 18, Love it - 14



How often do you go to the movies?

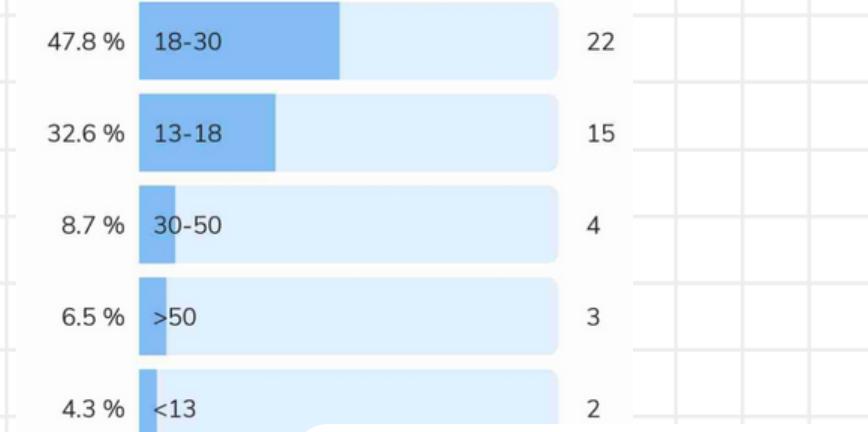
Legend: Very Frequently - 9, Once a month - 14, Once in a few months - 13, Rarely - 9, Never - 1



Do you have any dietary restrictions or allergies we should be aware of?

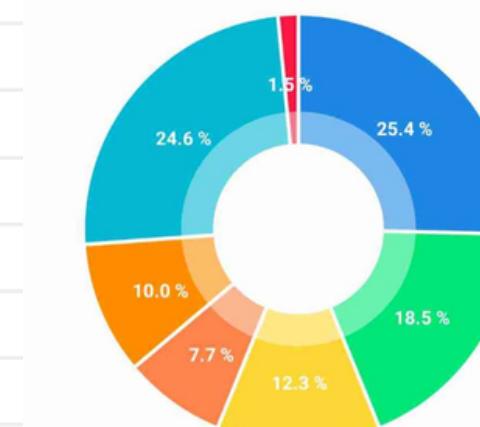


What is your age?



What types of food would you be most likely to order during a movie? (Select all that apply)

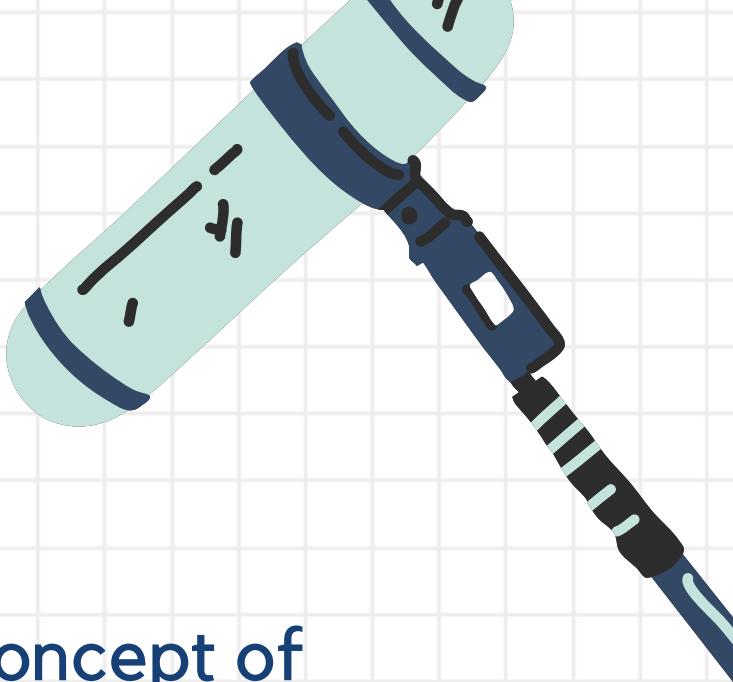
Legend: Popcorn - 33, Nachos - 24, Burger - 16, Pizza - 10, Rolls - 13, Drinks - 32, others - 2



[Click to view survey form](#)

[click to view survey responses](#)

Interviews



Interview Script audio links

- 17 yr old user: Had never heard of such a concept of QR code for this purpose, liked the idea of getting food delivered
- 29 yr old user: Feels like there is a lack of variety of food in halls, believes that cinema food is extremely costly, liked the idea of Bingebucks for frequent cinema visitors
- 74 yr old user: Like to have Limca and Namkeen during the movie(generally not provided), ease of use is critical due to age, Doesn't have much experience with using food ordering apps
- CHEF: Problem of a hike in the number of customers at peak hours and confusion due to multiple orders during a short interval, the app gives more flexibility and thus supports it
- DELIVERY MEN: Customers are always in a rush because of missing the movie, Suggests a feedback system, App should be easy for his co-workers to use.

Brainstorming

[link to miro board](#)

CAN DOWNLOAD/OPEN APP USING QR CODE	QR-CODE CONTAINS INFORMATION LIKE SEAT NO. FOR DELIVERY CONVINCE	UPI PAYMENTS CAN BE PREFERRED	Offers language translation options	Order cancellation allowed only upto 2 minutes of placing it
Each seat should have a QR code	special discount on birthdays	App name? Binge n Eat?	Notification alert when order ready/delivered	DIFFERENT SIGNING IN OPTIONS
We should not overcharge the user for food like the cinema halls.	LARGE FONT FOR ELDERLY PEOPLE	user should get the food in less than 10 minutes	The entire interface should be black so that the phone screen doesn't disturb other people in the movie hall.	Business model to work with biggest cinema brands and make the cinematic experience better
SUBMIT AND CONTINUE BUTTON SHOULD FOLLOW FITT'S LAW	Can schedule order before or in the movie hall	Add to favourites list by hitting the "heart" option	BingeBucks feature in app offers an inbuilt wallet to users for coupons and refund money during cancellation	User can select specific items like desserts to be delivered after they've completed their meal
User should be able to track order	Option to select from previous orders	Filter option for Price range, Veg/Non-Veg etc	special meal for special children	Should specify if certain foods contain allergens





PERSONAS

[Link to miro board](#)



Joseph

Age: 20
Education: Online college class
Hometown: Nairobi, Kenya
Family: Parents, 1 little sibling
Occupation: Full Time student

"I'm up for anything new and interesting in this neighbourhood that helps immigrants!"

Goals

- To be fluent in English
- To maintain a good work-life balance
- Experience everything that the diverse community has to offer
- Look after younger sibling

Frustrations

- It's annoying when restaurants have limited translation options
- Some shopkeepers speak too fast making me lose interest

Joseph is a recent immigrant to the US who is taking classes at a night school for learning English. He is passionate about sports and the outdoors, and wants to explore what his neighborhood has to offer. He is more comfortable with written English, not verbal and believes cinema food apps is a great option for everyone.



Doris Johnson

Occupation: Volunteering at NGO
Education: B Comm
Location: California, USA
Family: Single mother of 1 son
Age/Generation: 71 years

"I may be getting older but that won't stop me from going to the movies!"

Goals

- Wants to watch movies at the cinema every week.
- She wants something to constantly snack on while watching a movie
- She wants to relax, eat something but doesn't wanna miss any part of the movie.
- She has trouble seeing in the dark, therefore constantly crashes into something trying to go and buy food.

Pain Points

- She has damaged her cornea and has trouble navigating through the dark.
- Mobility issues like going up stairs or boarding.
- She has trouble seeing in the dark, therefore constantly crashes into something trying to go and buy food.
- She misses a big part of the movie trying to get snacks.

Doris is a retired senior citizen who has watched movies in the theatre all her life. Her age doesn't stop her from doing so but with time, she has developed loss in her cornea, making it very hard for her to look at anything in the dark. She likes to eat while watching a movie, but because of her condition, it takes her a lot of time to navigate in the dark, if she goes outside the hall to buy food, she loses a big part of the movie.



Leroy Harris

Occupation: Part-time Consultant
Education: Engineer
Location: Jamaica
Family: Wife and 2 children
Age/Generation: 72 years old

"Every week I used to go to the movies with my father, this tradition has been going on in my family and I won't stop it!"

Goals

- Wants to watch movies at the theatre every week.
- Likes to eat something while watching a movie.
- Uses a wheelchair and doesn't wanna be dependent on someone in the theatre to get him snacks.
- Would like to avail a service to get snacks delivered right at his seat

Pain Points

- His wheelchair makes it hard for him to navigate around the theatre
- It is tough for him to go up and down the steps in movie halls.
- Tough to navigate a wheelchair in dark halls.
- Doesn't like to disturb people trying to move his wheelchair

Leroy is an avid cinema fan and loves to eat all the time. Due to a surgery, he is on wheelchairs and there is no way for him to go to get snacks while watching a movie. He doesn't wanna be dependent on anyone else in the theatre and would love to use a service where he could get his snacks right at his seat and watch a movie without any hassle.



Neelam

Age: 35
Education: Masters in Education
Hometown: Champagne, Illinois
Family: Married, 1 small child
Occupation: Teacher

"In this busy world, it's hard to find time for myself, anything that can help me with that is approved by me!"

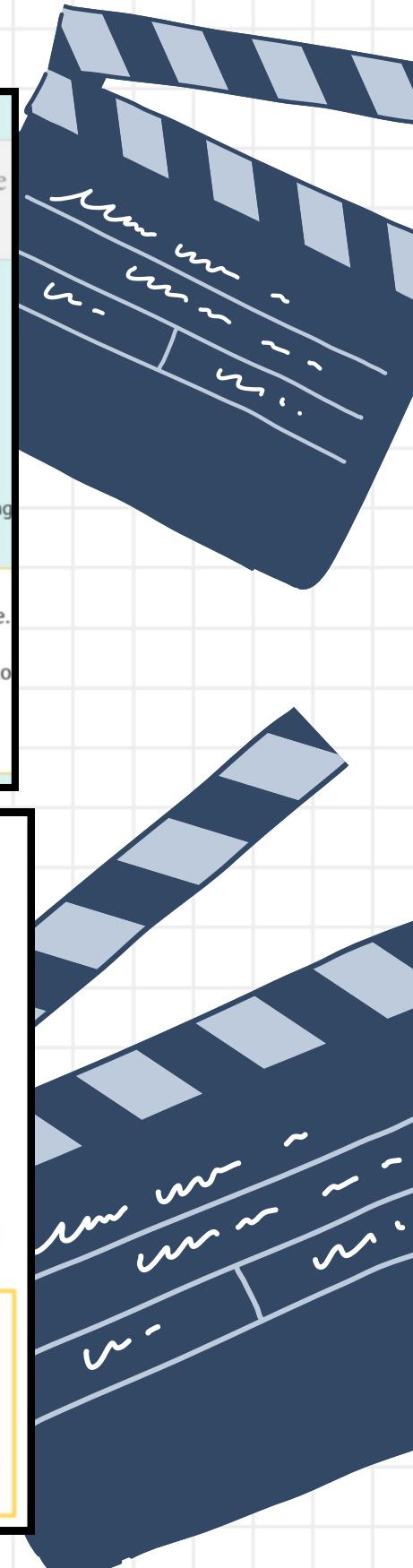
Goals

- To give her child the best possible childhood
- To maintain a healthy work-life balance
- Complete work efficiently using helpful tools

Frustrations

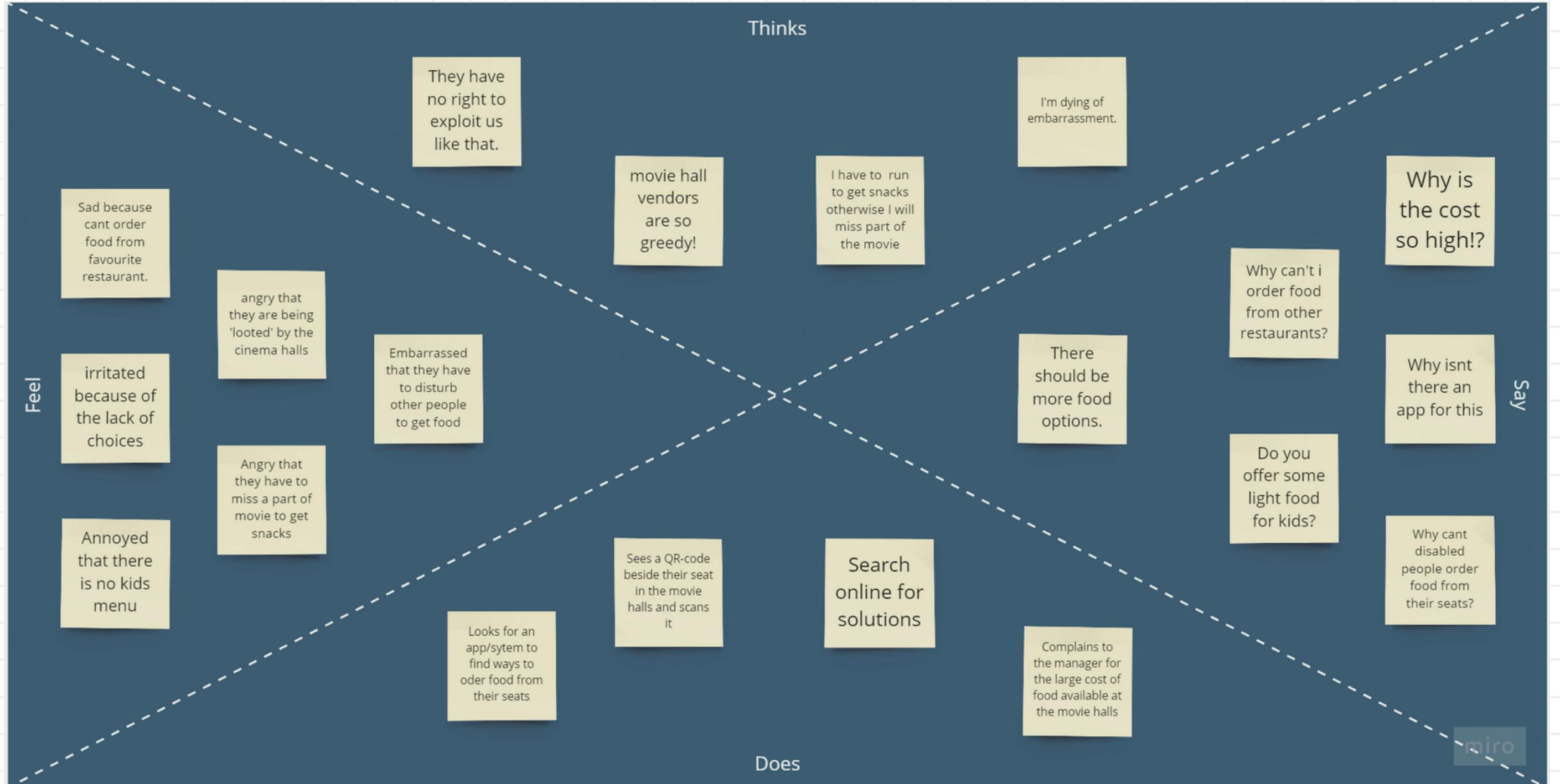
- Managing teaching along with a young child gets stressful sometimes
- Tough to find time for work due to daily responsibilities towards family

Neelam is an established education professional and is very passionate about her job. Neelam also prepares breakfast and dinner for the family on most days and loves them deeply. Neelam appreciates products that help her stay more organized and manage her time in the classroom and at home. She wants her child to have a healthy and yummy food and wishes happiness for her family.



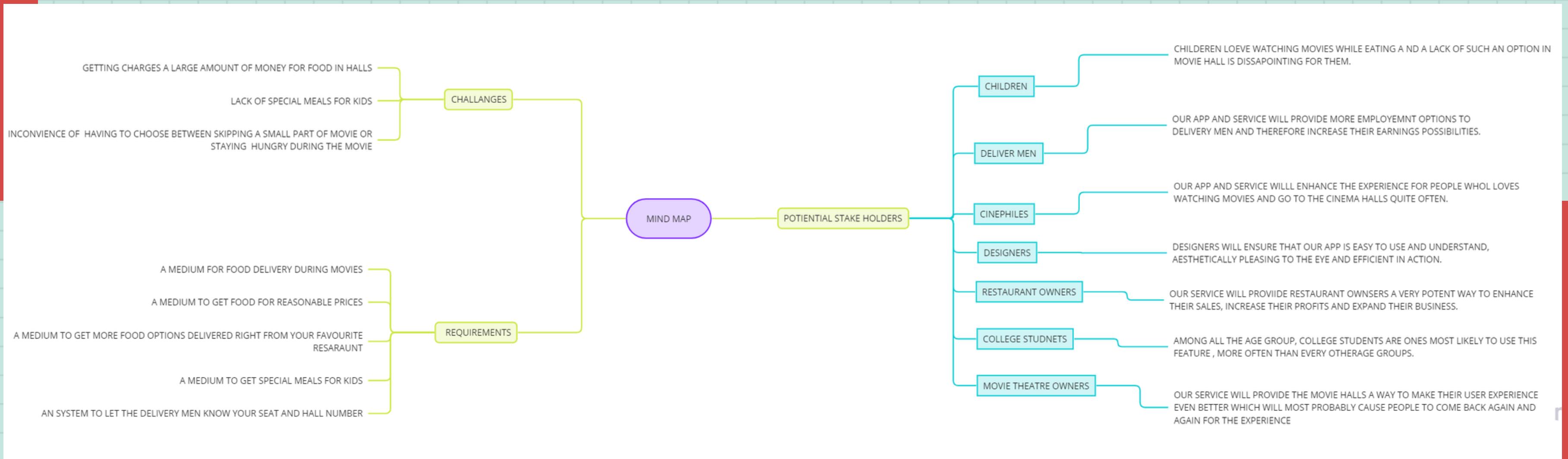
Empathy Mapping

[Link to miro board](#)



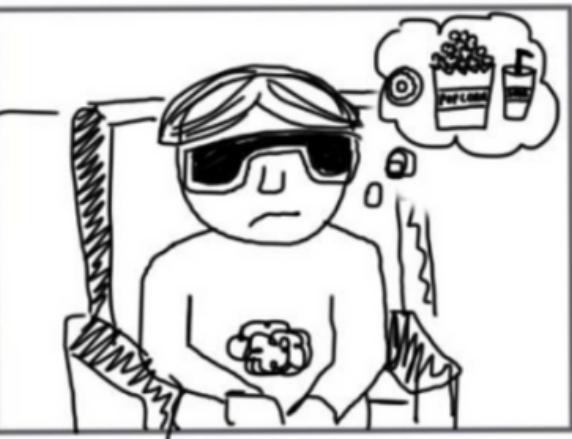
Mind Map

[Link to miro board](#)

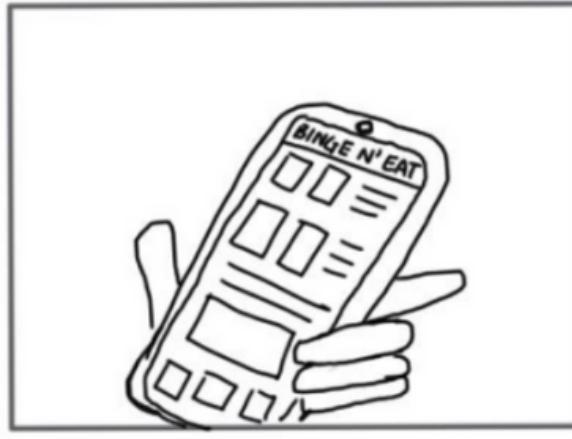


Big-picture StoryBoard

Scenario: Use the Binge n' Eat app to easily order food in a cinema hall - BIG PICTURE



Joseph watching a long movie and unhappy craving for snacks but cannot leave the hall.



Joseph downloads the Binge n' Eat app and logs in.



He is happy that app is accessibility friendly and has language translation since he is an immigrant.



Joseph adds his order to cart and checks out.



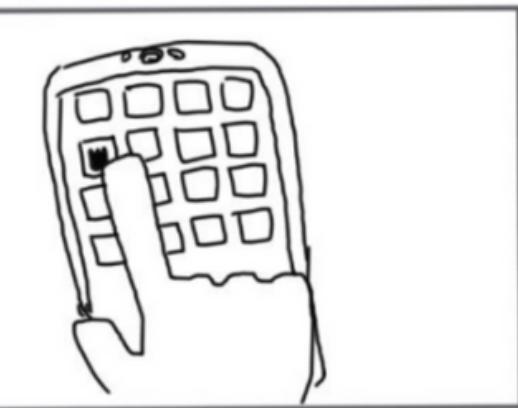
Food is delivered to Joseph at his seat within minutes



Joseph happily enjoys his Snacks while watching the movie

Close up StoryBoard

Scenario: Use the Binge n' Eat app to easily order food in a cinema hall. - CLOSE - UP



Joseph opens the app.



Joseph Logs in.



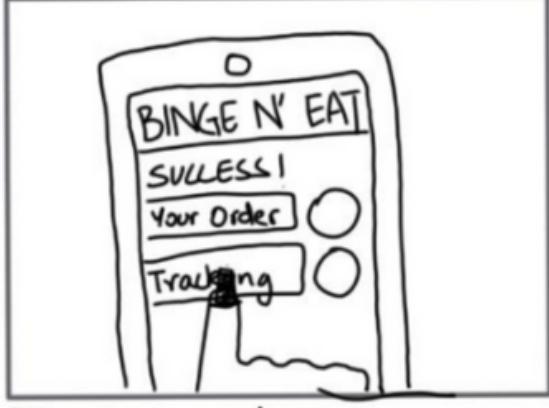
Joseph quickly builds a cart using preferences by app.



Joseph opens each added item for better visual and snack description.

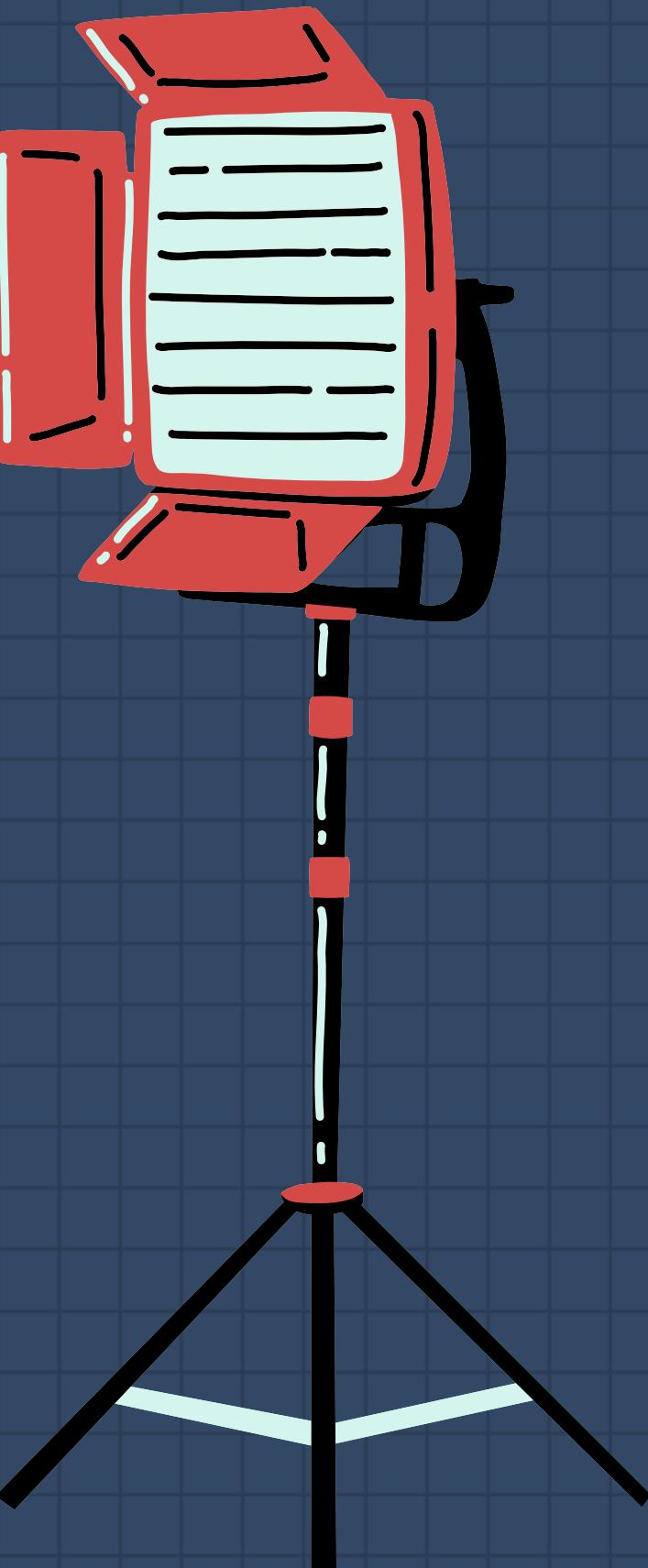
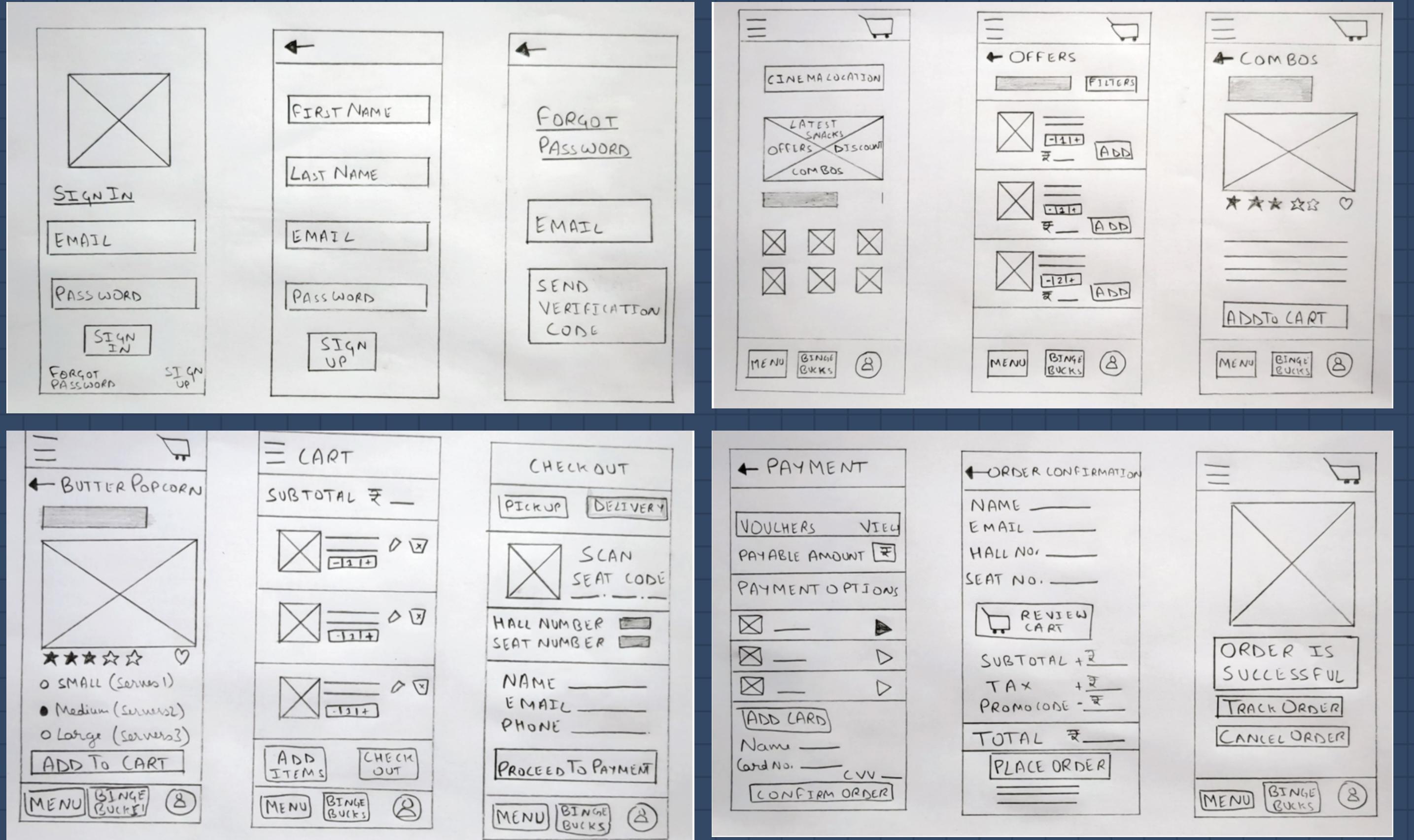


Joseph views cart, confirms order and proceeds with payment.



Joseph is redirected to success page and can now track his order

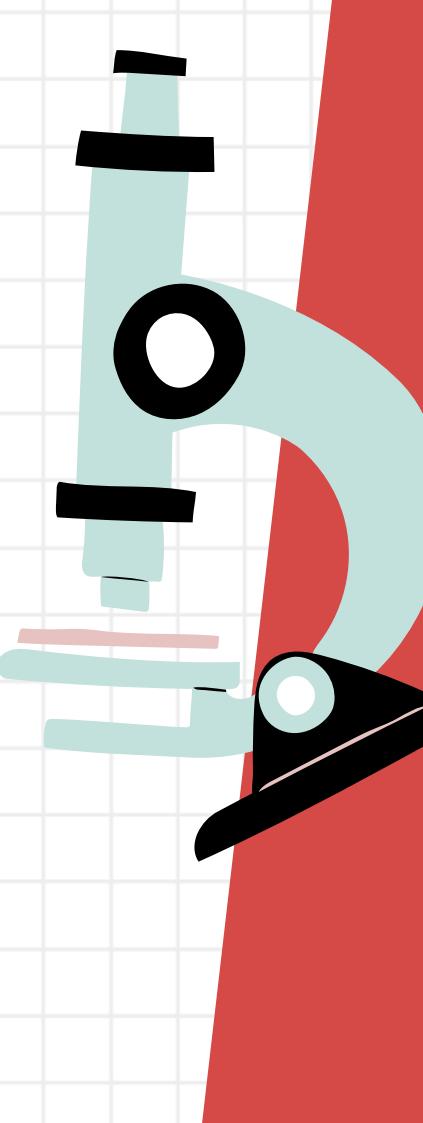
First Lofi Design





Lo-Fi Design Interviews

[Link for audio recordings](#)



15 y/o user

- Commended the user-friendly interface and straightforward menu options.
- Recommended including allergy information for food items.
- Satisfied overall

20 y/o user

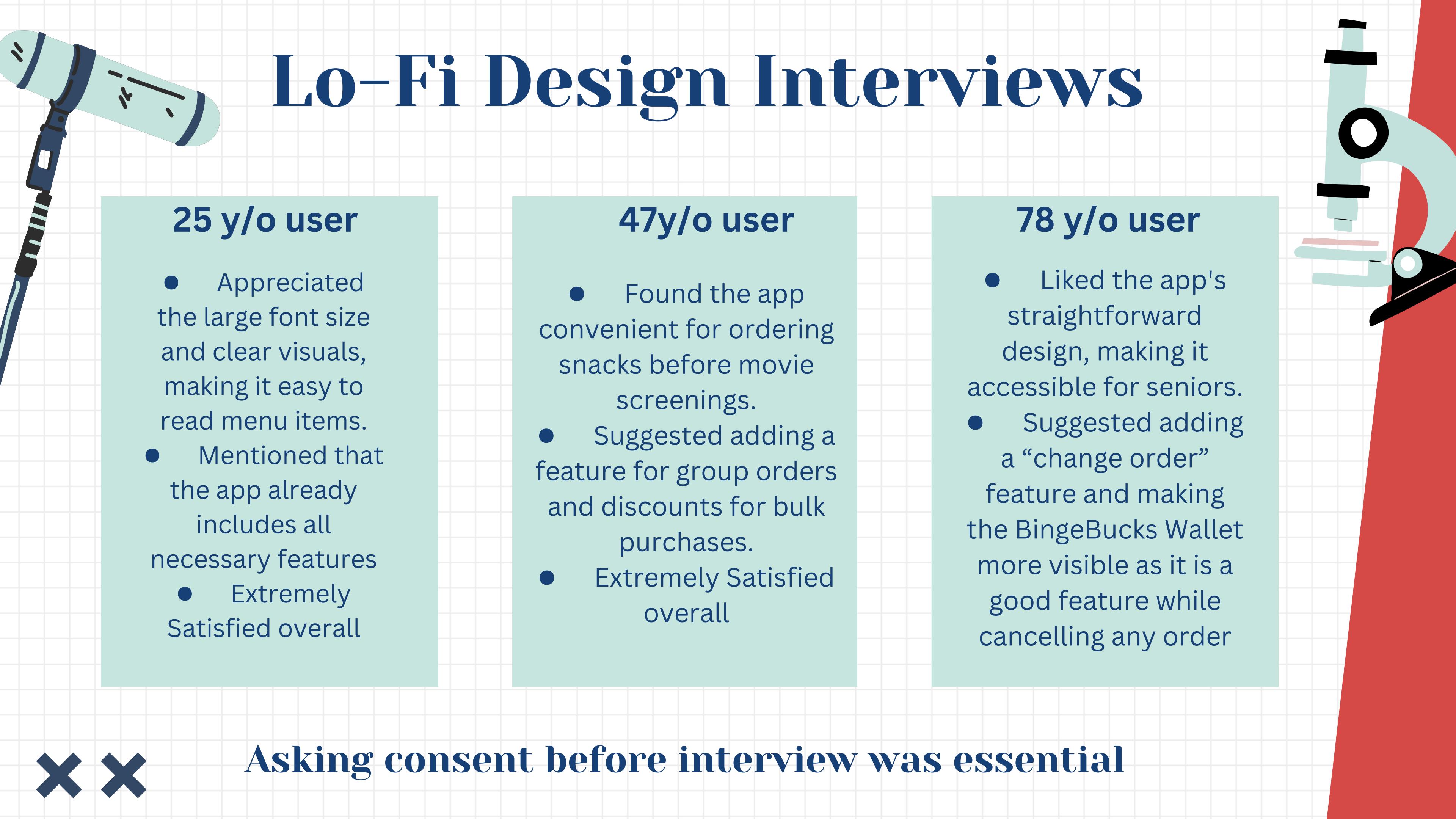
- Liked the concept of the app for cinema halls, found it practical.
- Pointed out the need for clear instructions during the ordering process.
- Very Satisfied overall

24 y/o user

- Appreciated the app's simplicity and navigation
- Suggested adding "call restaurant" feature and movie related quizzes whose winners will get additional discounts on ordering snacks



[Interview Script](#)



Lo-Fi Design Interviews

25 y/o user

- Appreciated the large font size and clear visuals, making it easy to read menu items.
- Mentioned that the app already includes all necessary features
 - Extremely Satisfied overall

47y/o user

- Found the app convenient for ordering snacks before movie screenings.
- Suggested adding a feature for group orders and discounts for bulk purchases.
- Extremely Satisfied overall

78 y/o user

- Liked the app's straightforward design, making it accessible for seniors.
- Suggested adding a “change order” feature and making the BingeBucks Wallet more visible as it is a good feature while cancelling any order

XX

Asking consent before interview was essential



System Usability Scale

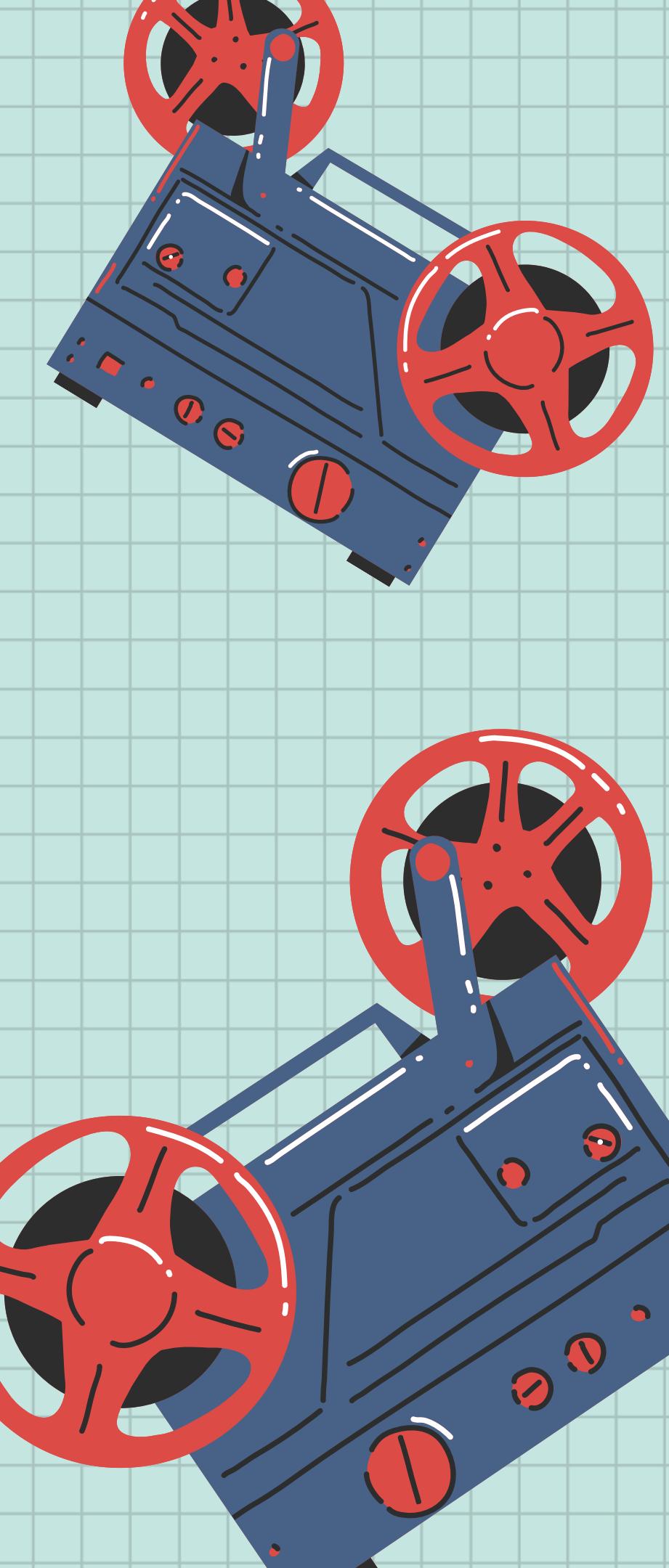
Participants are asked to score the following 12 items with one of five Responses that range from Strongly Agree to Disagree Strongly:

- I think that I would use this app frequently.
 - I found the app unnecessarily complex.
 - I thought the app was easy to use.
 - I think that I would need a technical person's support to use this app.
 - I found that the various functions in this app were well integrated.
 - I thought there was too much inconsistency in this app.
 - I imagine that most people would learn to use this app quickly.
 - I found the app very cumbersome to use.
 - I felt very confident using the app.
 - I needed to learn many things before I could use this app.
 - I found the payment system frustrating.
 - I found the ordering process cumbersome
- 

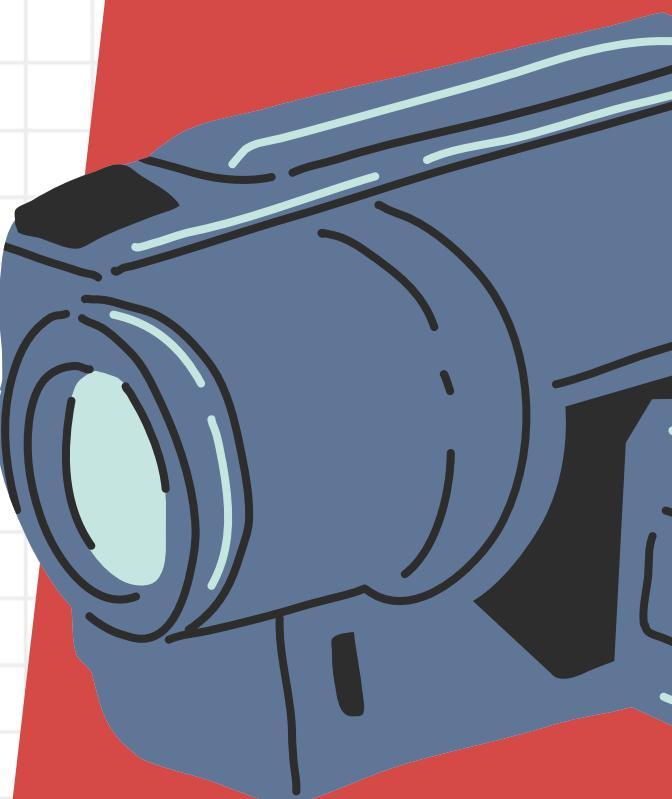
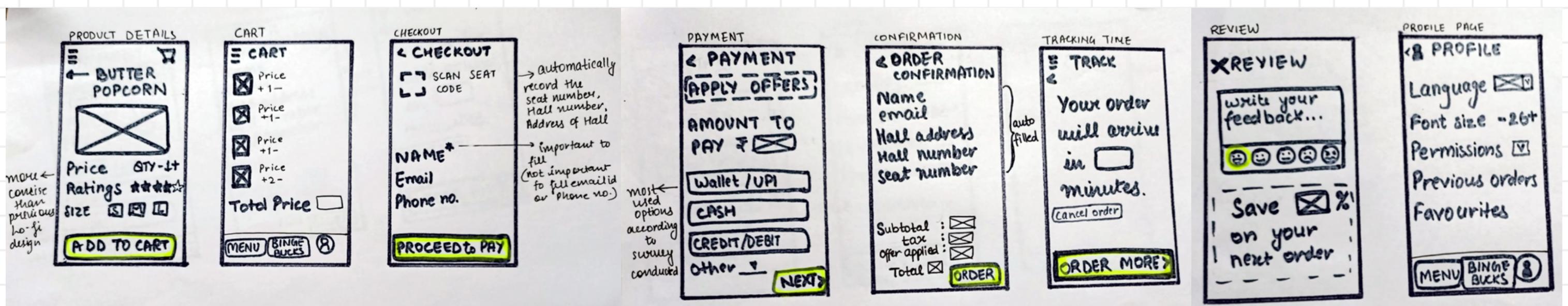
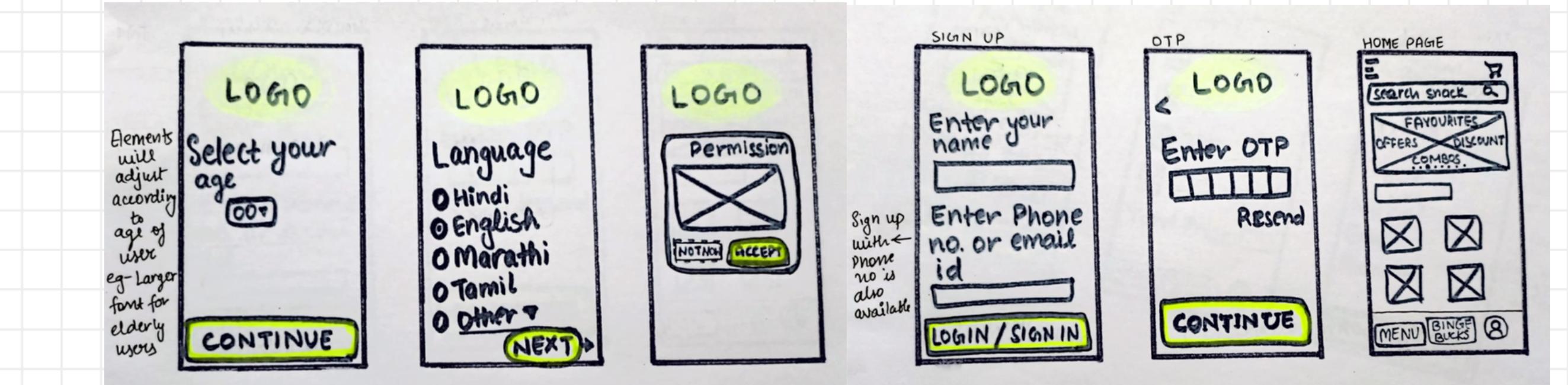
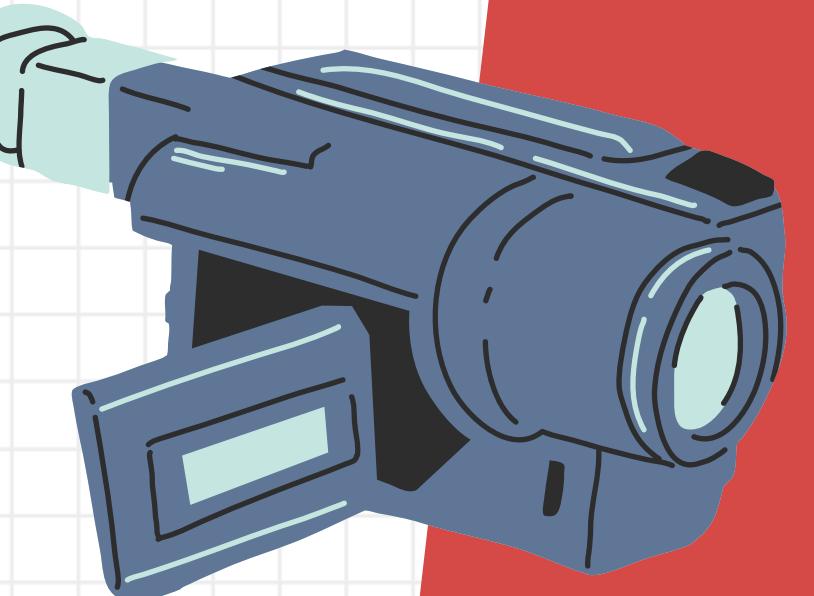


Conclusion of Evaluation-1

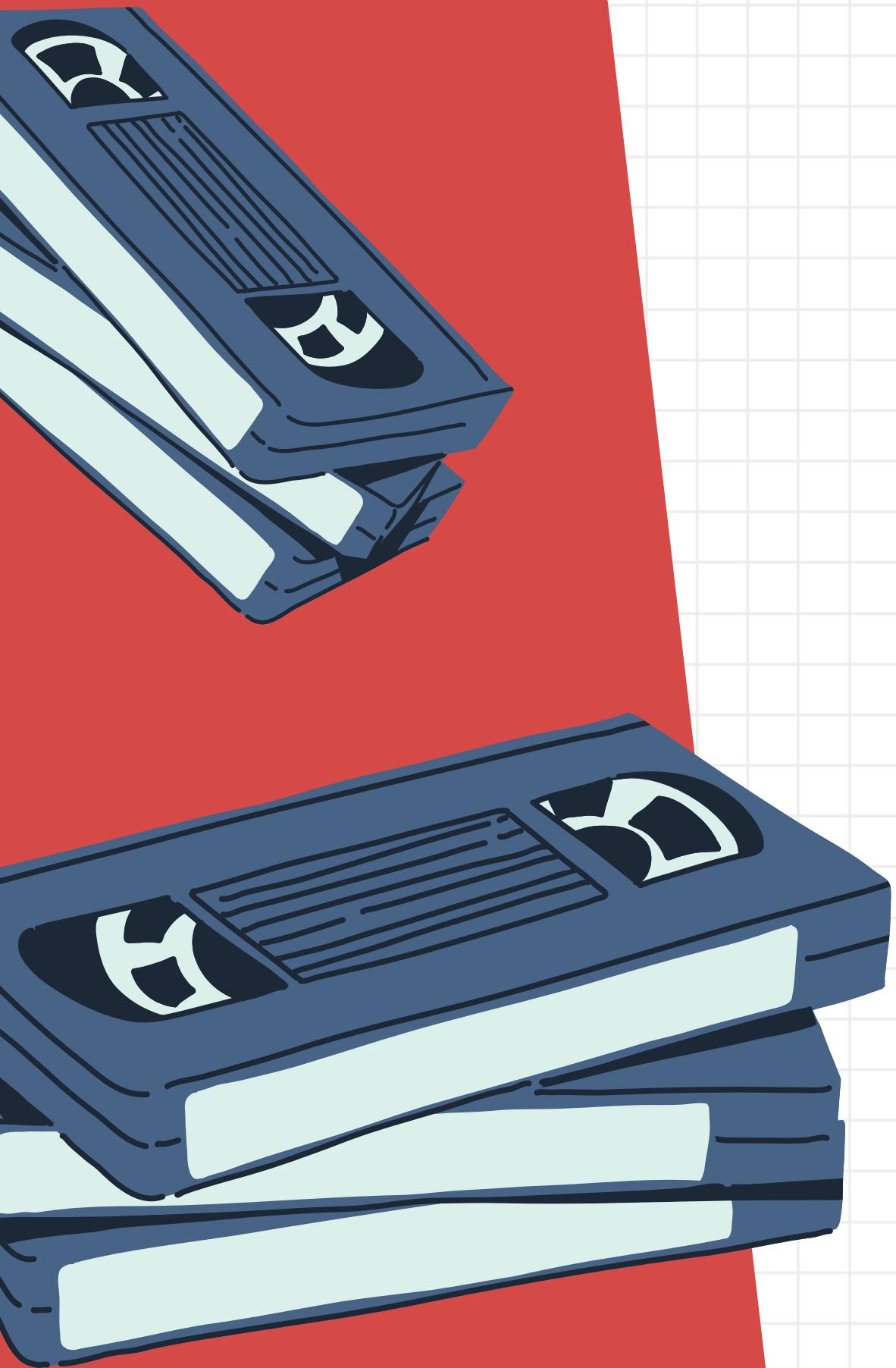
In conclusion, the feedback from these interviews and surveys underscores the viability of our snack-ordering app for cinema halls. Users are enthusiastic about the convenience it offers and find the interface user-friendly. By incorporating the valuable suggestions received, particularly in terms of customisation, order tracking, payment security, and user feedback, we can refine our app to meet and exceed user expectations. Moving forward, further user testing with higher fidelity prototypes can help us fine-tune the application, ensuring it delivers a delightful and hassle-free snacking experience for cinema-goer



Alternate Design 1



Alternate Design 2



The image displays a 4x5 grid of wireframe screens for a mobile application, illustrating a user flow from login to a specific snack page and a cart summary.

- Row 1:**
 - Login via mobile:** Shows fields for 'Mobile number' and 'Enter Password', with 'Forgot password?' links.
 - Login via email:** Shows fields for 'Email address' and 'Enter Password', with 'Forgot password?' links.
 - Homepage:** Displays a search bar ('Cinema hall location'), a section for 'Latest snacks/Offers/Combos', and a 'Discover our menu!' grid of 9 items.
 - Offers/Combos Page:** Shows a list of offers like 'Binge duo (Large Butter Popcorn + 2 Lemonade)' for ₹449, '2 Cheese Burgers + 2 Pepsi' for ₹499, and 'Veg Loaded Nachos + Pepsi' for ₹379, each with an 'Add' button.
 - Popcorn menu:** Shows a list of popcorn options: 'Butter Popcorn Regular' (₹119), 'Salted Popcorn Regular' (₹99), 'Cheesy Popcorn Regular' (₹129), each with an 'Add' button.
- Row 2:**
 - specific snack page:** Shows a large image of 'Butter Popcorn', its price (₹119), and a 'Change Size' dropdown with options: Regular (Serves 1) for ₹99, Medium (Serves 2) for ₹179, Large (Serves 4) for ₹349.
 - My cart:** Shows a subtotal of ₹678, a list of items: 'Butter Popcorn Medium' for ₹119, '2 Cheese Burgers + 2 Pepsi' for ₹99, and a 'Checkout' button.
- Row 3:**
 - Sign up 2:** Shows fields for 'Full Name', 'Email Id', 'Enter Password', 'Confirm Password', and a 'Submit' button.
 - Sign up 3:** Shows a success message 'Profile successfully created!', a 'LET'S BEGIN!' button, and 'EXISTING USER? LOGIN!' and 'Submit' buttons.
 - Forgot password 1:** Shows a 'Forgot password?' button, fields for 'Mobile number' or 'Email address', and a 'Continue' button.
 - Forgot password 2:** Shows a 'Verification code' input field, a 'Submit' button, and links for 'Didn't receive OTP?' and 'Resend OTP'.
 - Forgot password 3:** Shows a 'Create new password' form with 'Enter new password' and 'Confirm new password' fields, a note about password uniqueness, and a 'Submit' button.
- Row 4:**
 - Forgot password 4:** Shows a 'Password saved successfully' message, a 'CONTINUE' button, and links for 'NEW USER? SIGN UP!' and 'Submit'.
 - Menu:** Shows a sidebar with categories: Popcorn, Nachos, Burgers, Beverages, and Desserts.
- Row 5:**
 - Sign up 1:** Shows a 'Let's get started!' message, fields for 'Mobile number' (with a note about OTP verification), and a 'Continue' button.
 - Checkout:** Shows a 'SCAN SEAT CODE' button, 'SHOW TIMINGS' fields for Date and Time, 'SEAT DETAILS' fields for Hall number and Seat number, 'CONTACT DETAILS' fields for Name, Email ID, and Phone number, and a 'Proceed to Payment' button.
 - Order Successful!** Shows a large 'YAY! ORDER IS SUCCESSFUL' message, buttons for 'Track order', 'Cancel Order', and 'Rate us!', and a note at the bottom: 'Cinematic snacking, at its finest!'
 - Android Small - 1:** Shows a 'My Account' screen with a user icon, a list of settings: 'Settings', 'Saved Cinemas', 'Payments', 'BingeBucks', and 'My Ratings', and a 'Logout' button.
 - Three bars Tab:** Shows a vertical navigation menu with options: 'Change Language', 'Notifications', 'My Account', 'Frequently Asked Questions', 'Send Feedback', 'Terms & Conditions', and 'Contact Us'.
- Row 6:**
 - Rate us page:** Shows a 'Rate us!' rating star (5 stars), a 'Leave a comment!' input field, and buttons for 'Track order', 'Cancel Order', and 'Rate us!', with a note at the bottom: 'Cinematic snacking, at its finest!'

Alternative Design Survey

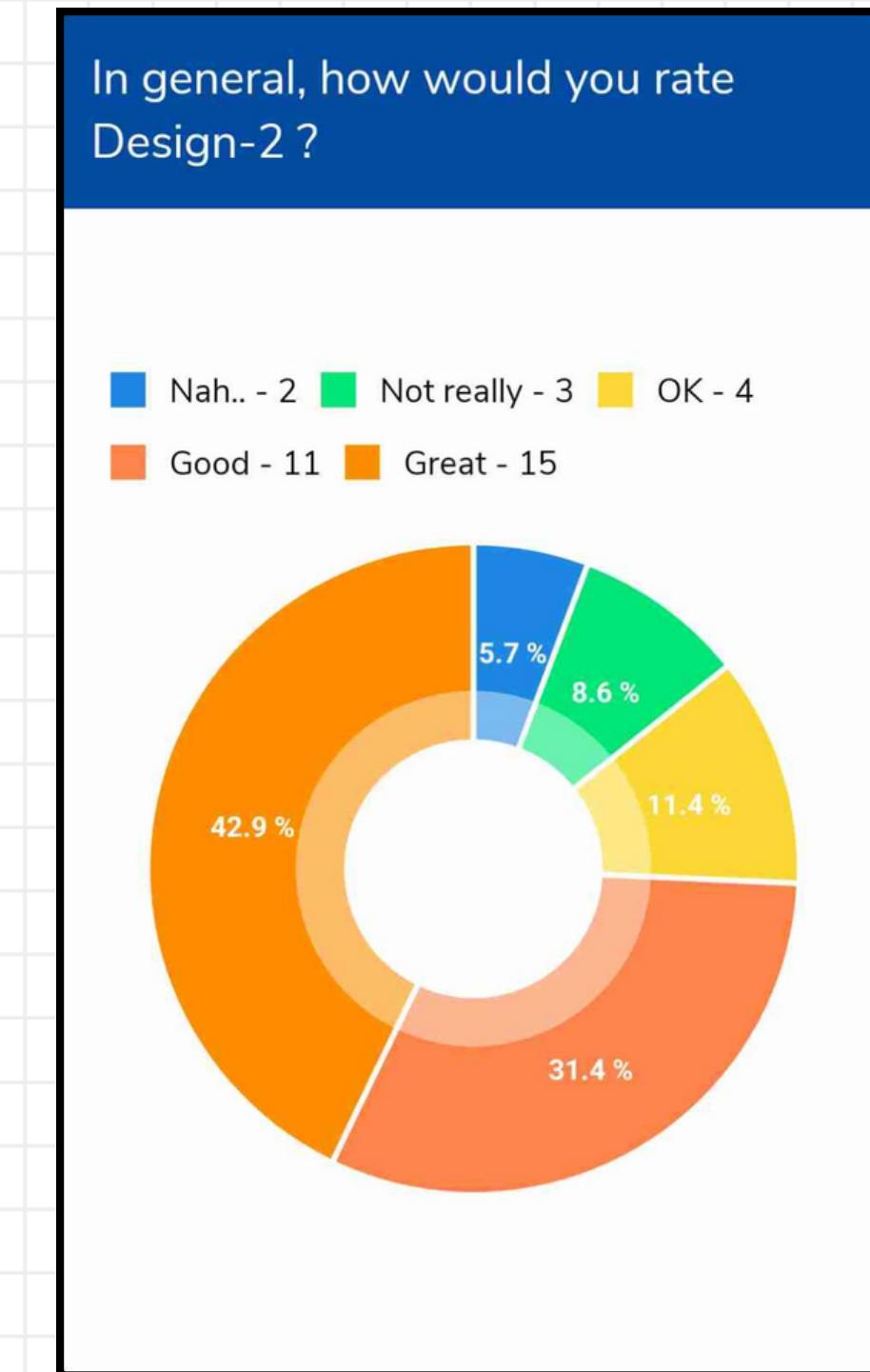
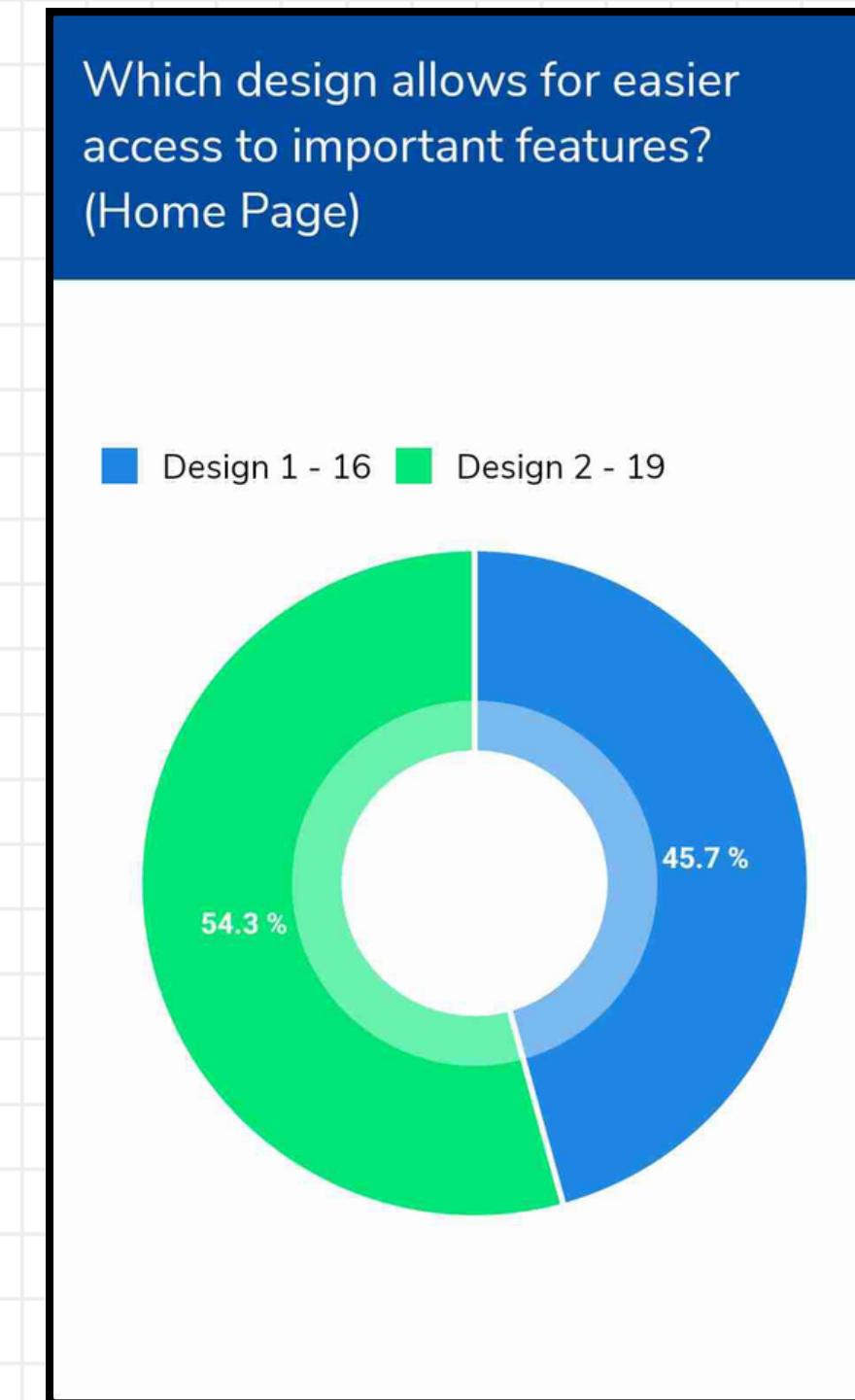
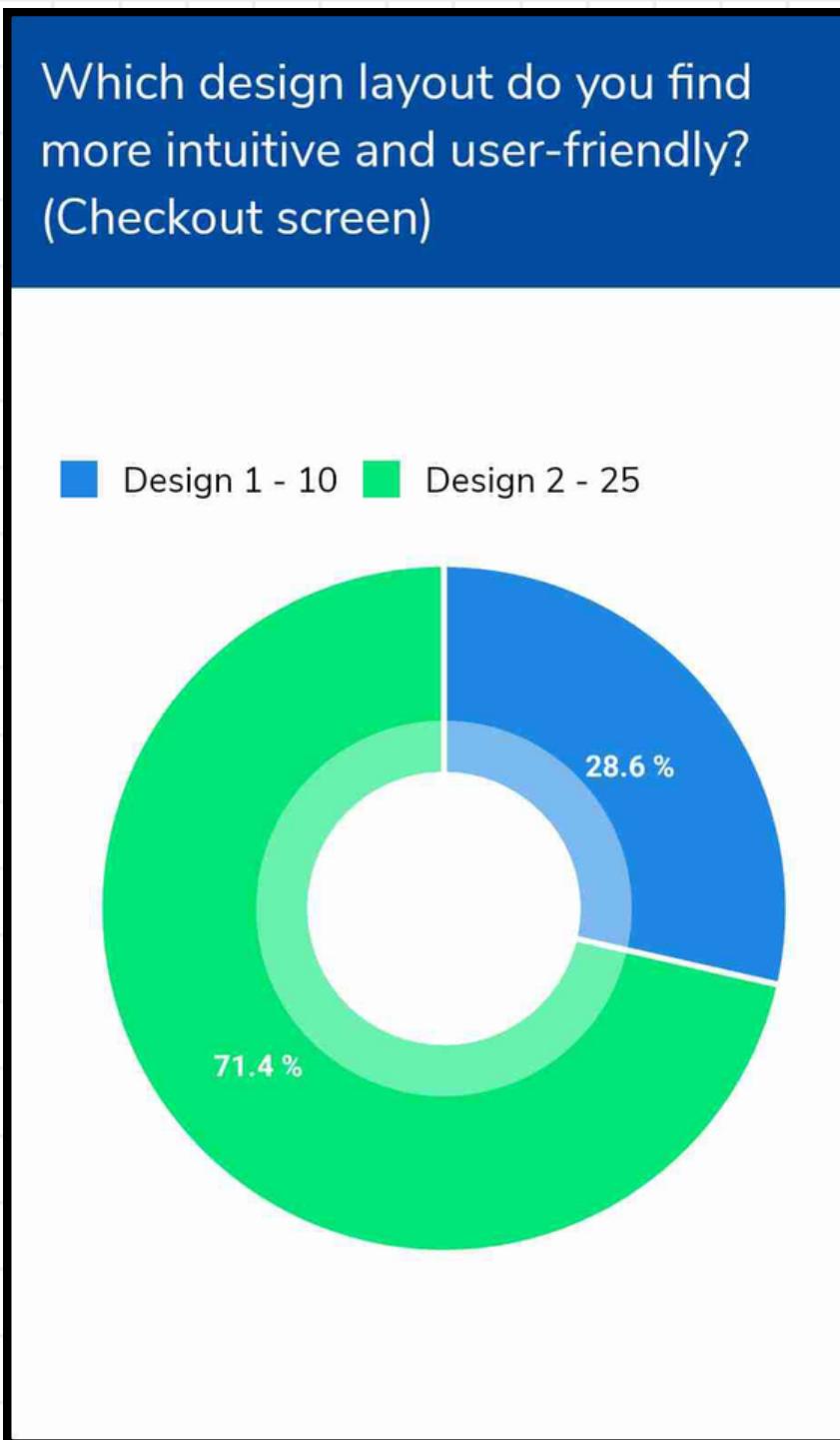
[Link for survey](#)

- As an extension of the Main survey for requirements, this survey aimed at understanding the public opinion on which Lo-Fi design seemed better.
- Various parameters included intuitiveness, easier access and user-friendliness.
- In general, design 2 seemed to leave a better impression on the users.
- However, 30-40% of the target audience seemed to like the accessibility of Design 1.
- Three-fourths of the audience found both designs great/good, while the others were neutral.
- The survey shows that the user-friendly components of Design 2 need to be combined with the accessibility of Design 1 for best performance.
- This will be the outline for further design improvements of the application.

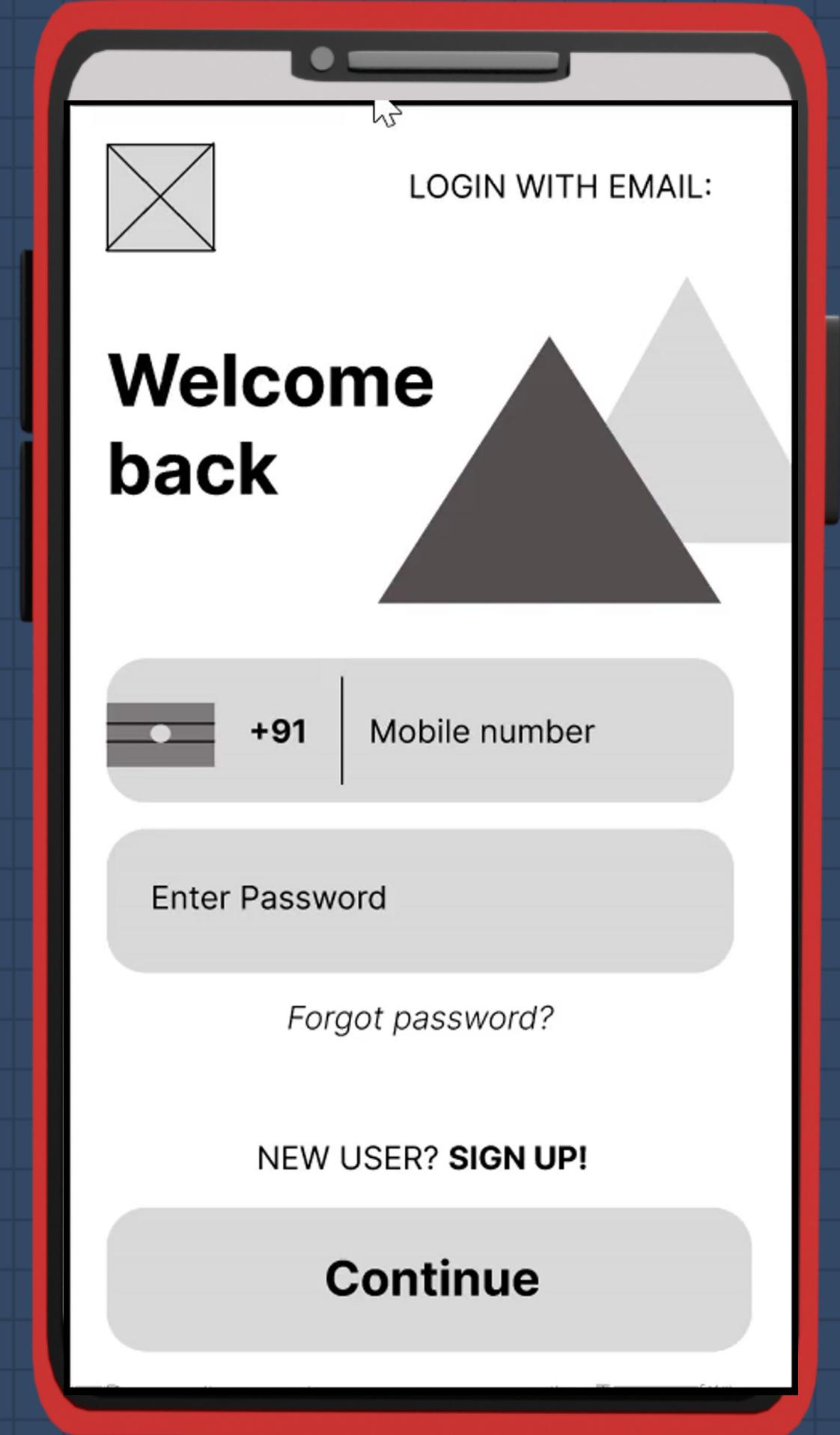
Alternative Design Survey

Some responses...

[link for responses](#)



X
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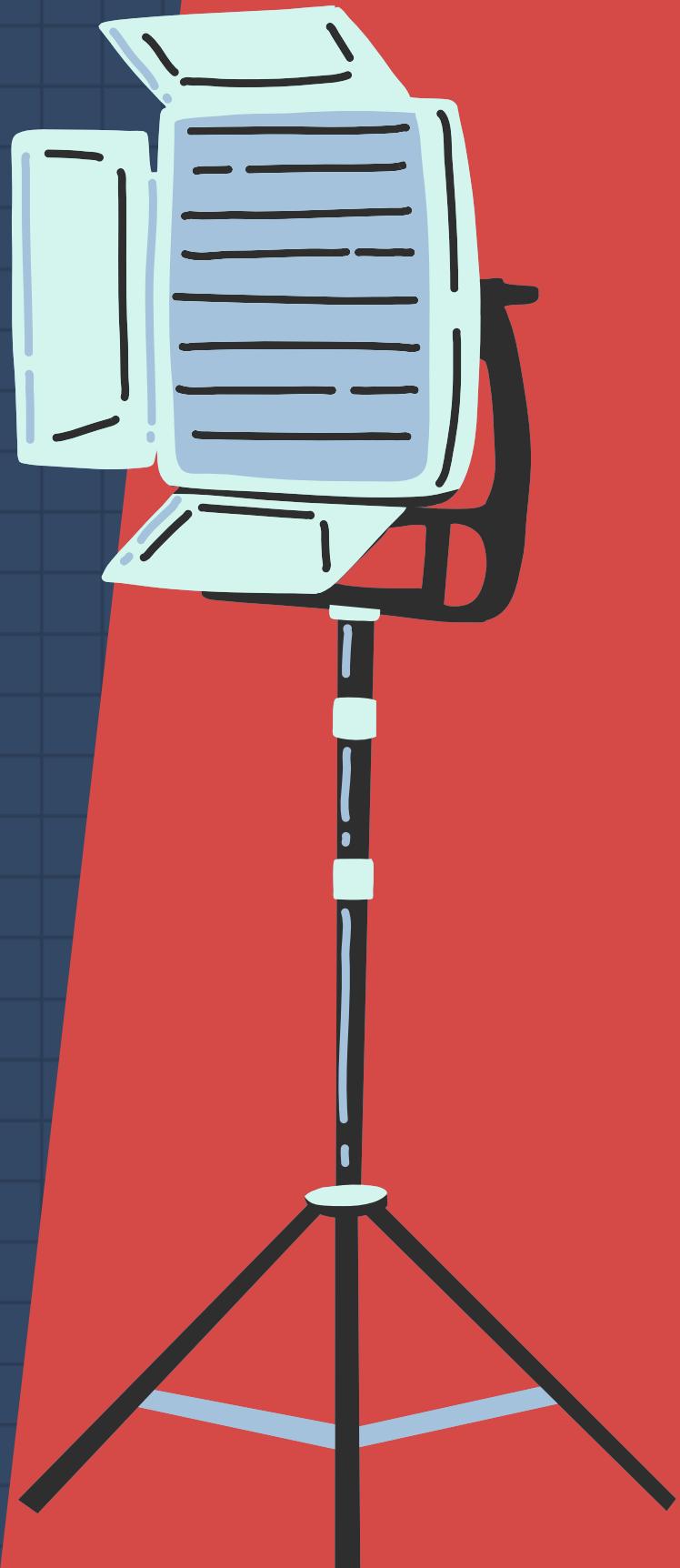


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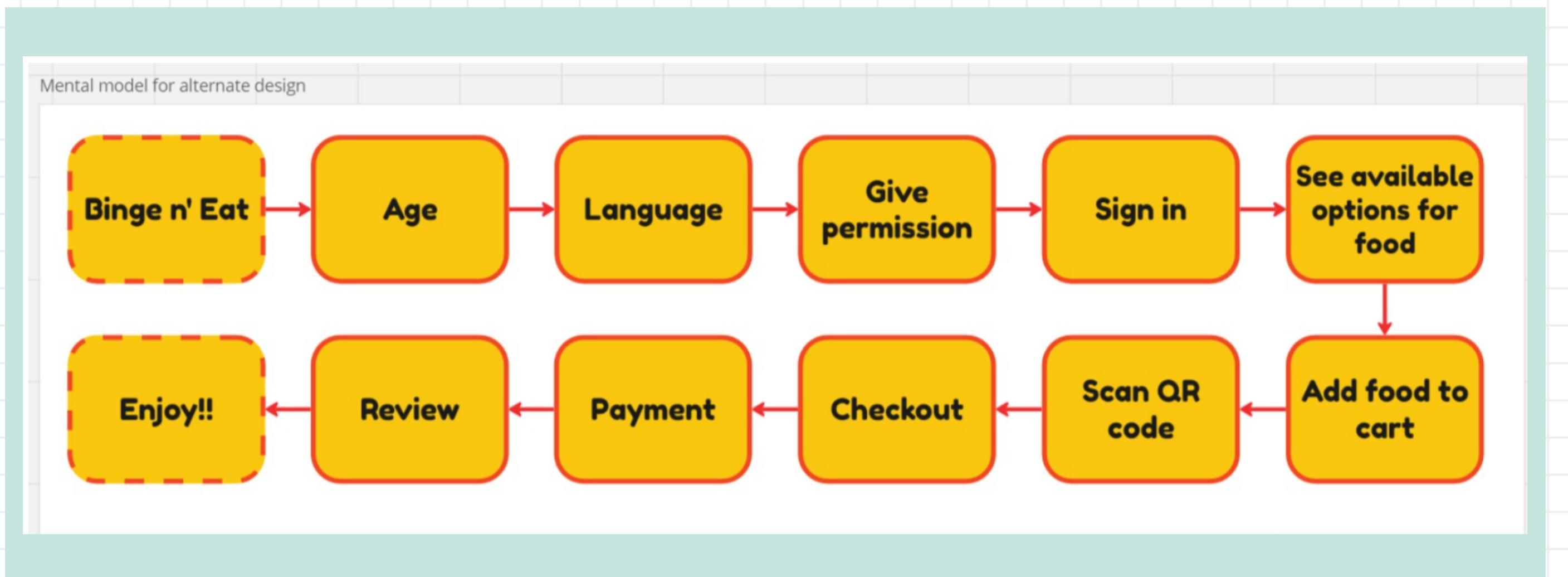
Mid-fi link

Mid Fidelity App Design

X X

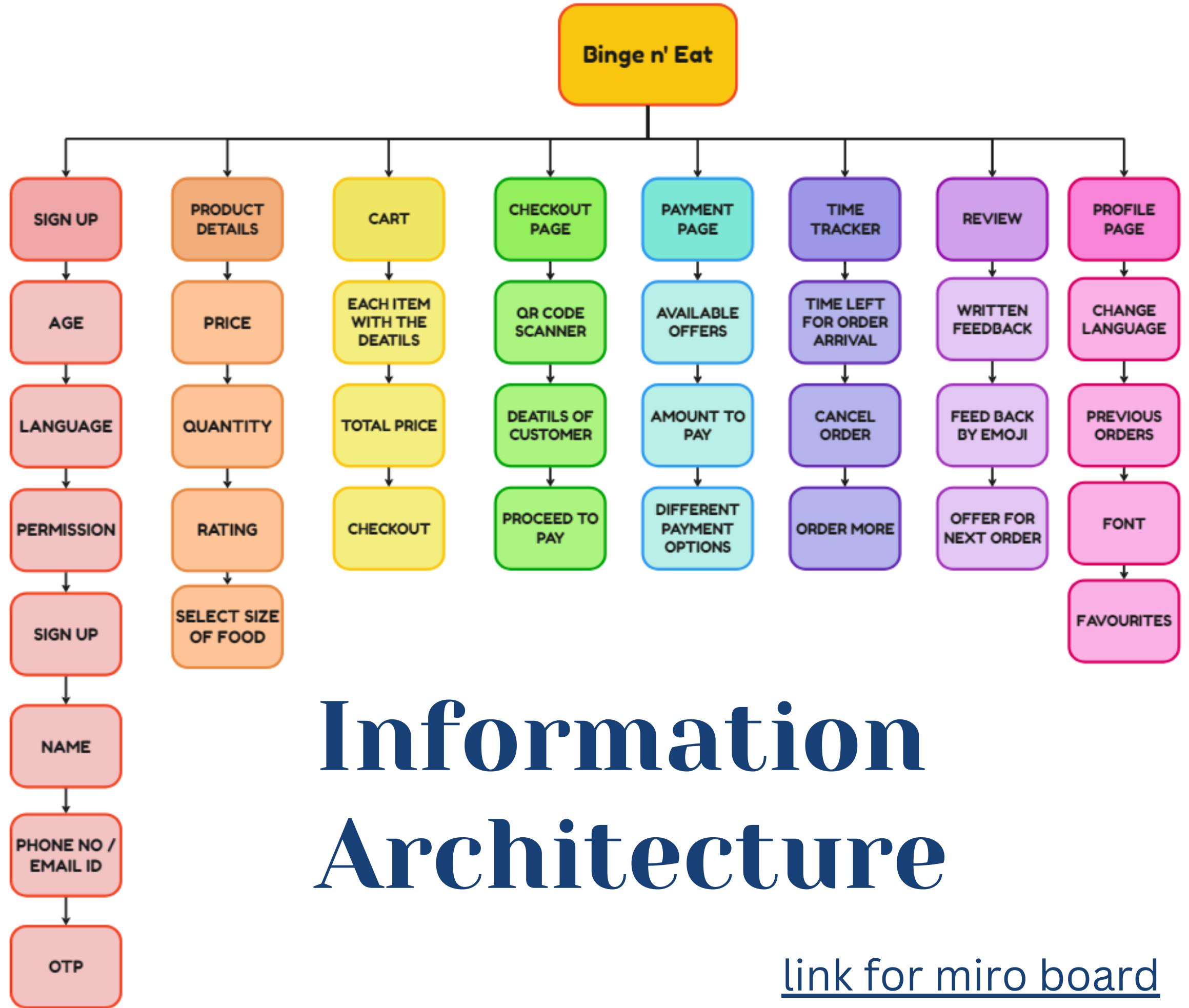


Mental Model



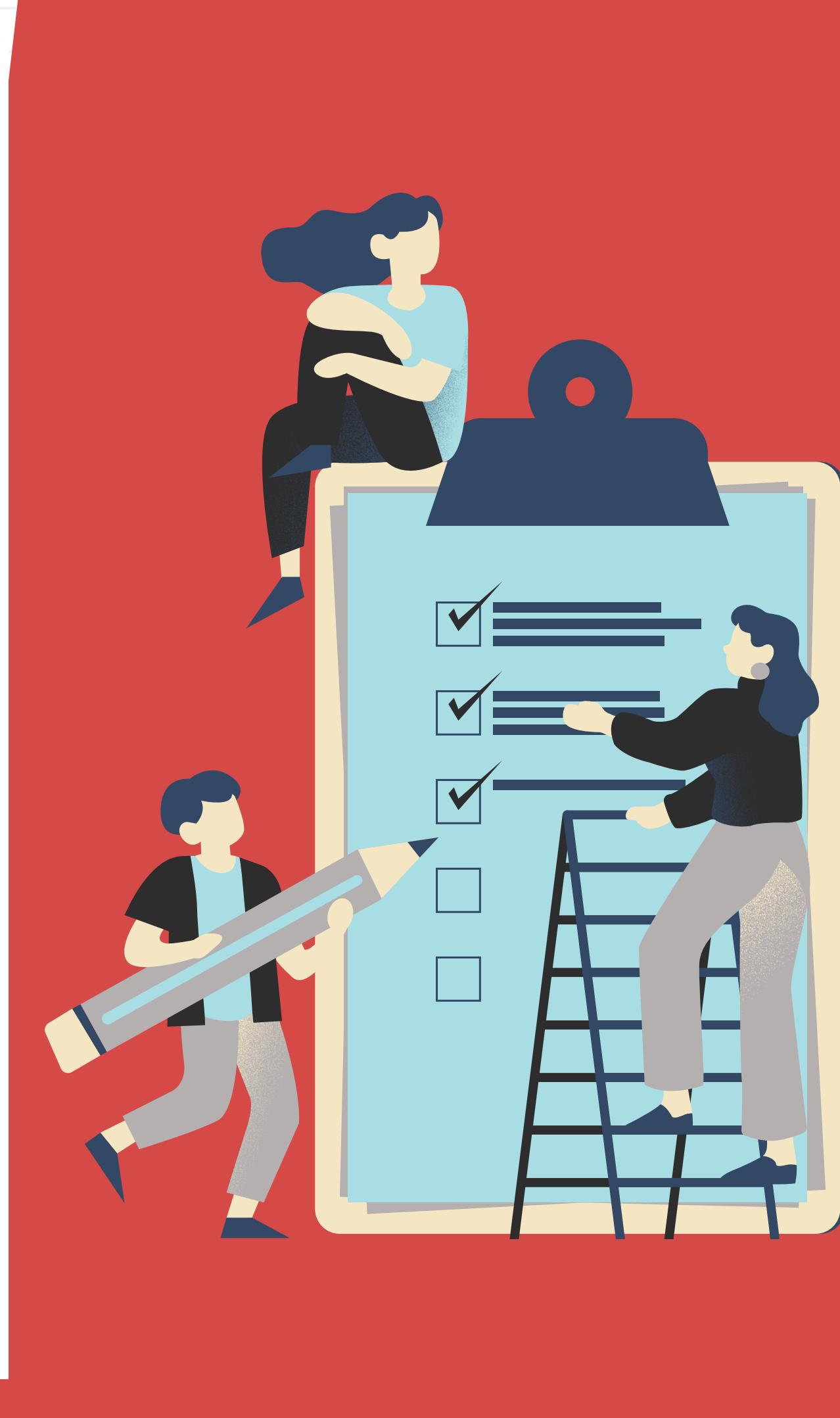
[miro board link](#)





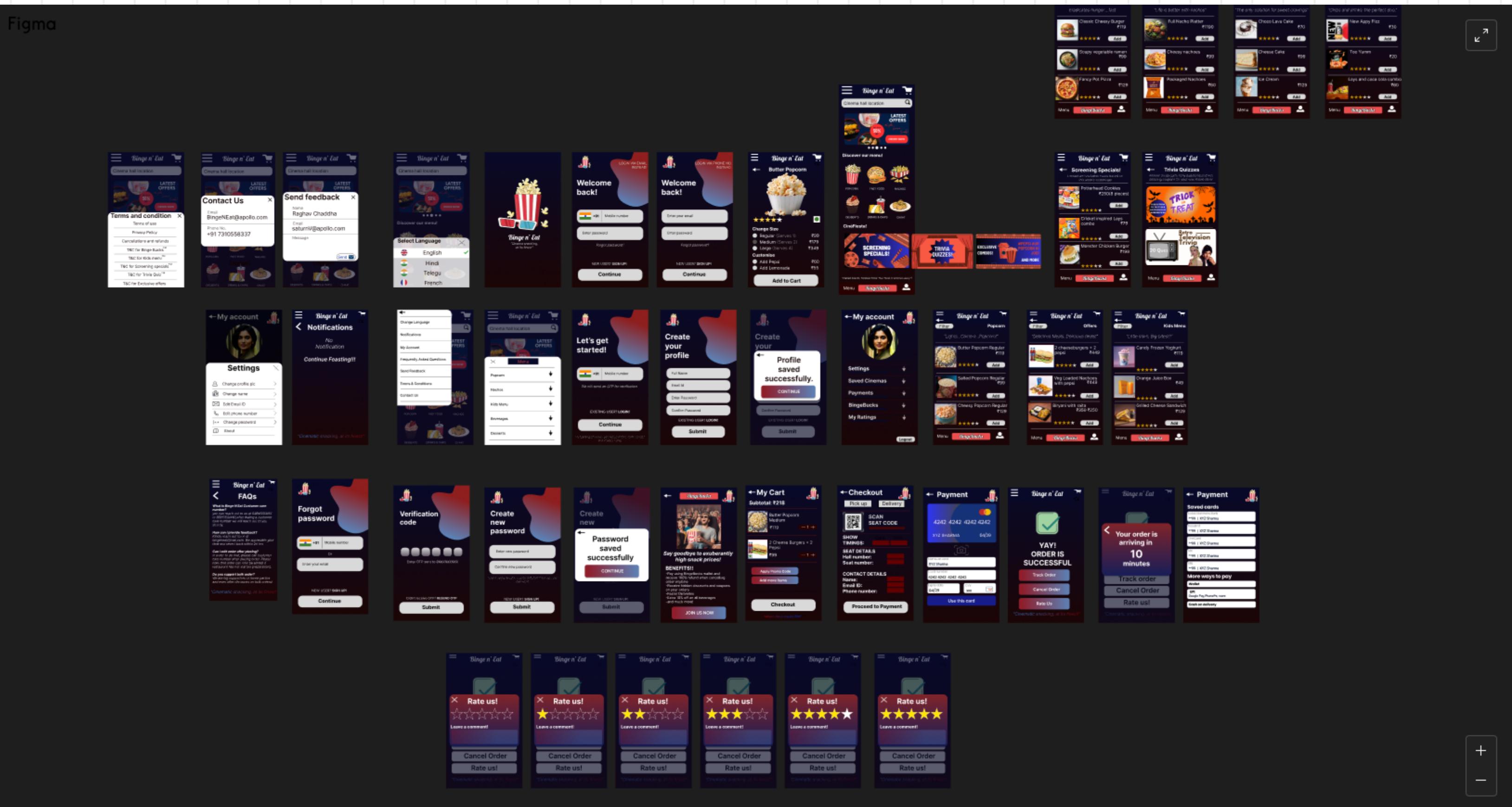
Information Architecture

[link for miro board](#)

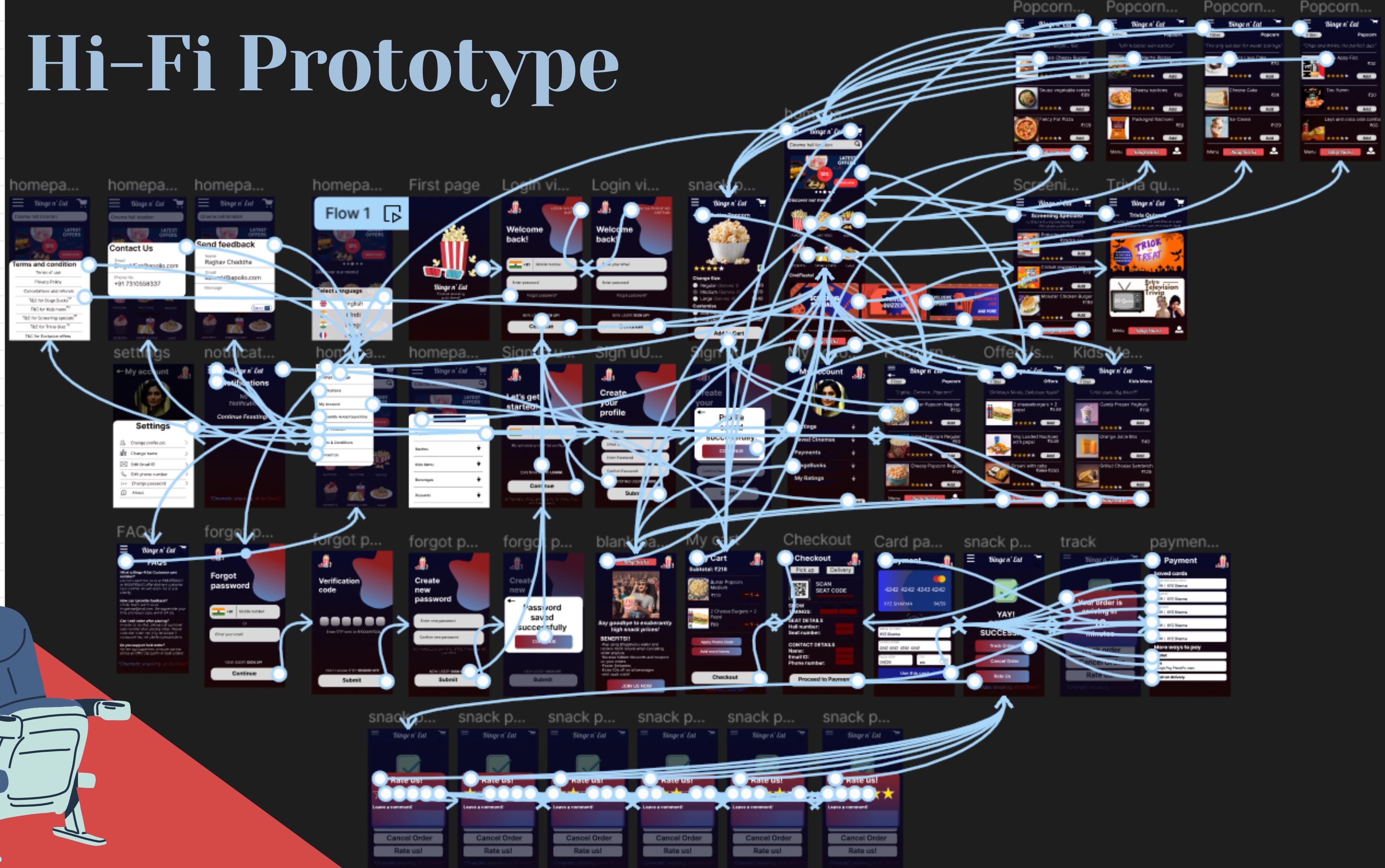
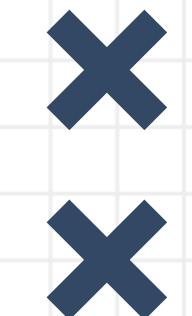


Hi-Fi Wireframing

[Link for figma board](#)



Hi-Fi Prototype



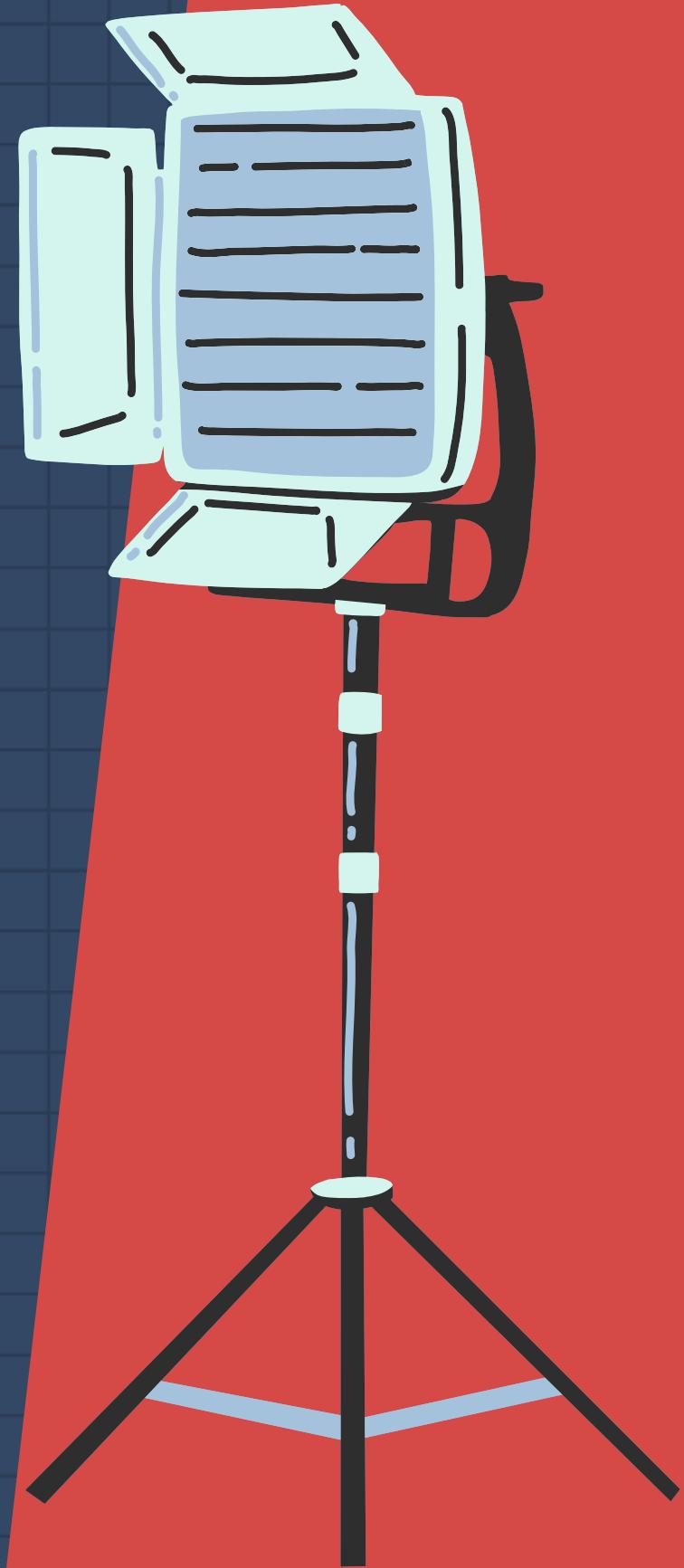


X X

High Fidelity App Design

[High-Fidelity Figma link](#)

X X



Hi-Fi Survey

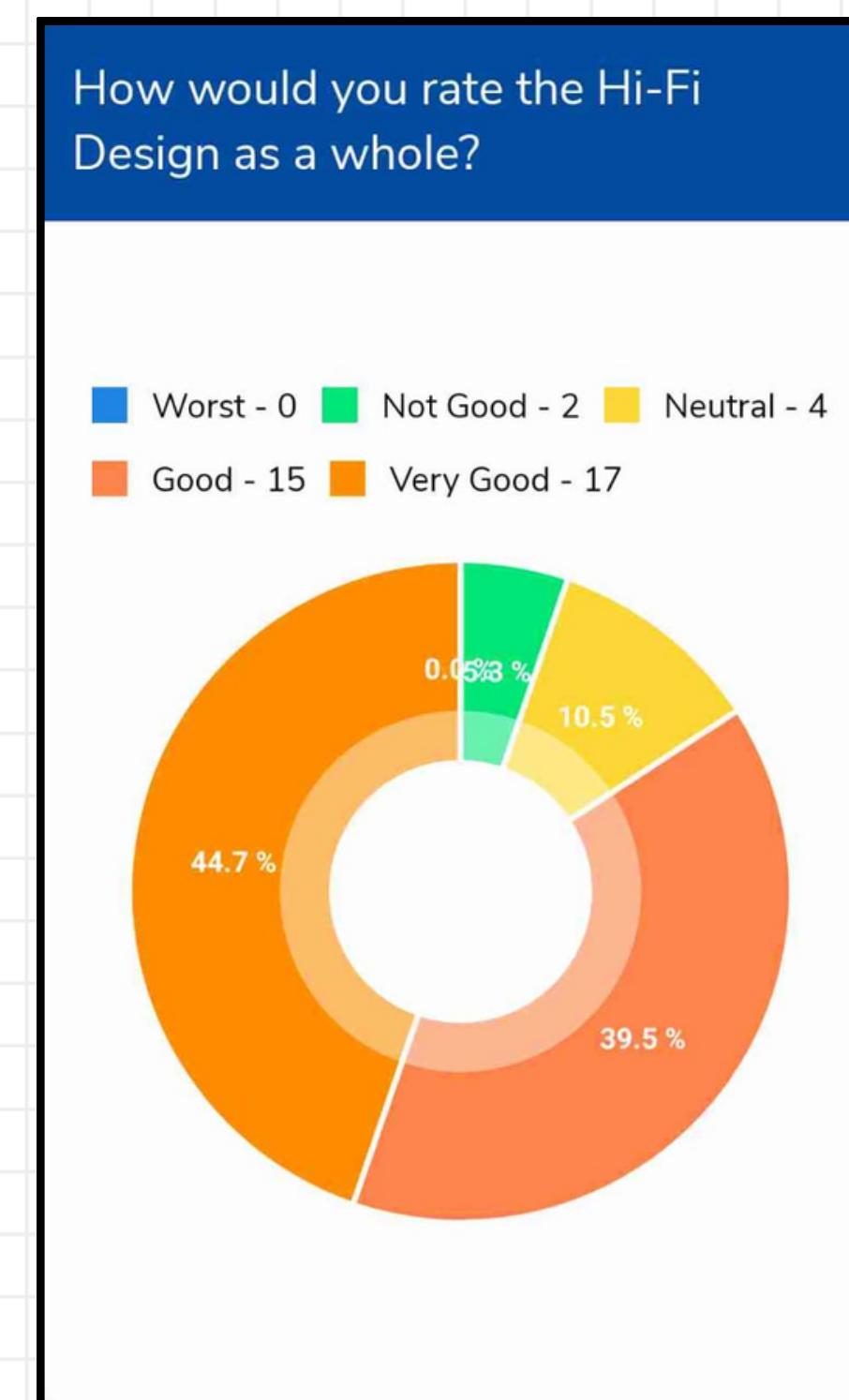
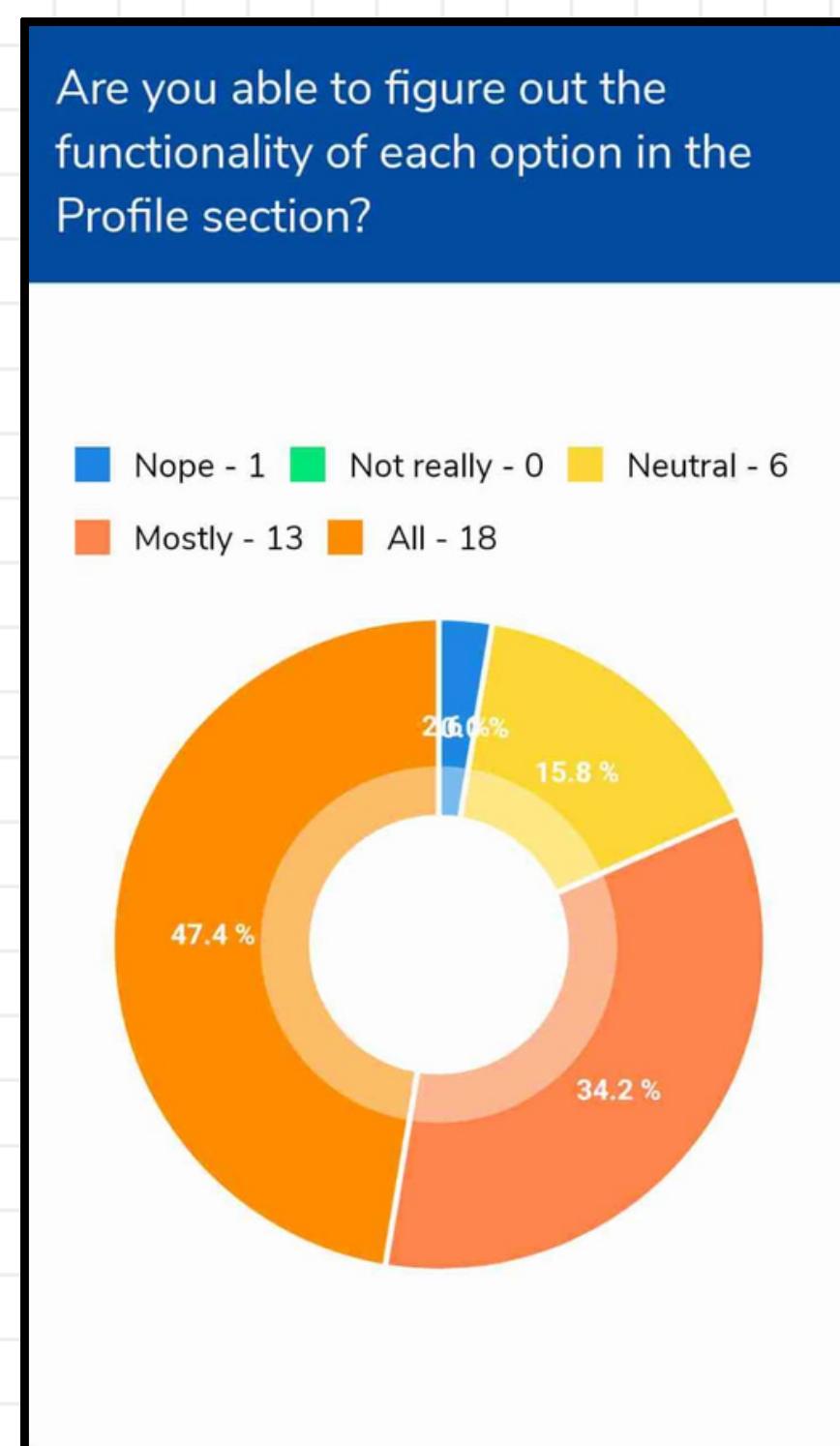
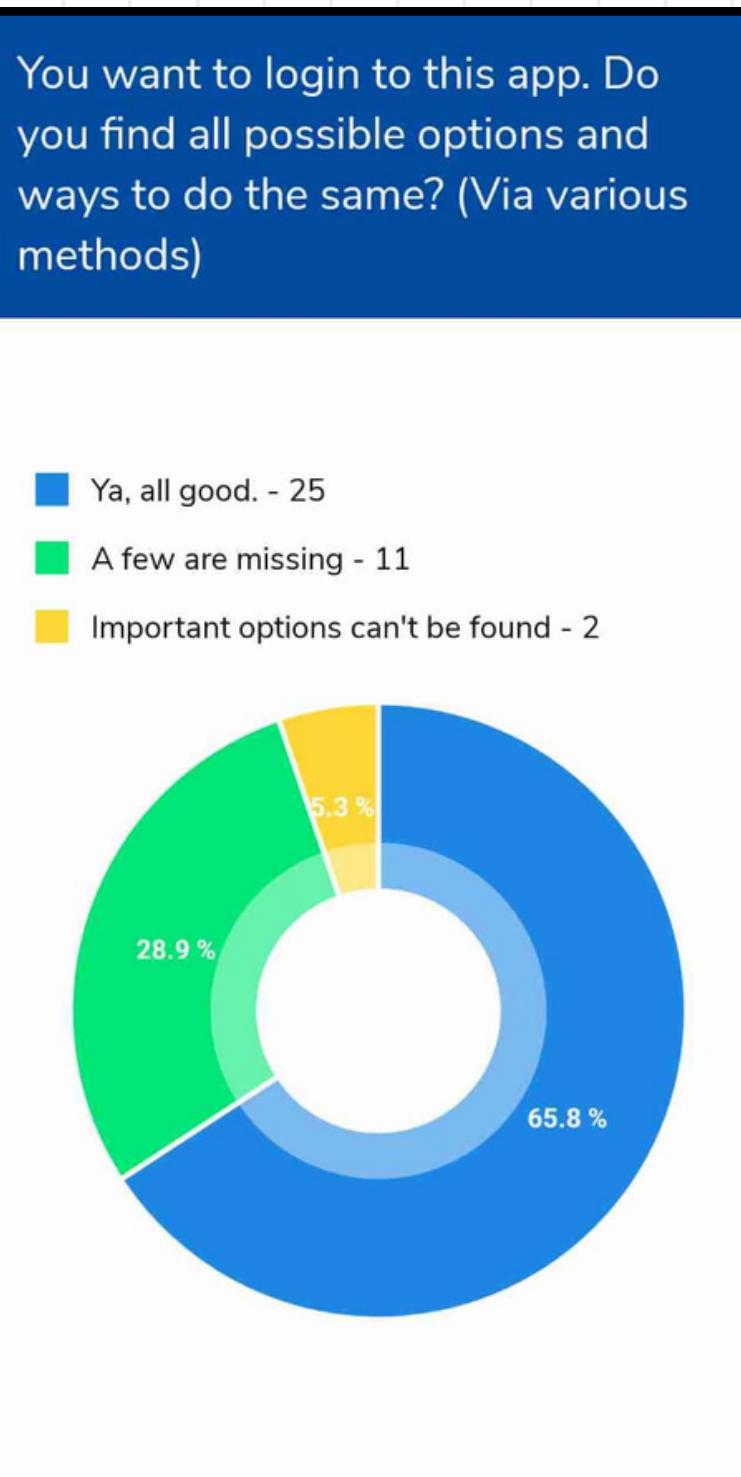
Survey Report

- The Hi-Fi Evaluation survey was conducted to find the improvement areas in the design.
- It was based on parameters of Visibility, Functionality, Ease of use and appeal/aesthetic of the screens.
- The survey revealed that users liked the appeal of the pages. Also, people were able to understand the functionality of the options with ease.
- Navigating through screens was convenient for 82%, while the rest found it as moderate.
- Users found the Profile page to be self-explanatory and its options as complete.
- However, around 20% of people found some important methods missing in the Payments section and the general menu.
- People gave the Hi-Fi design an average rating of 4.5/5.
- Overall, the design is nicely laid out, with minor additions to be added in the next phases.

[Link for Hi-Fi Prototype evaluation survey](#)

Hi-Fi Survey

Some responses...



Interview Findings

The interviewee was given with 4 tasks for working with the Figma prototype, namely creating a profile, adding items to cart, checking out the offers and discounts and finally the Payment process.

30 y/o user

- "Back" buttons in the Login were not clear/working.
- Offers section could be more clearer and attractive.
- Believed that the payment process was smooth.
- Liked the ease of adding to cart and the Profile section.

17 y/o user

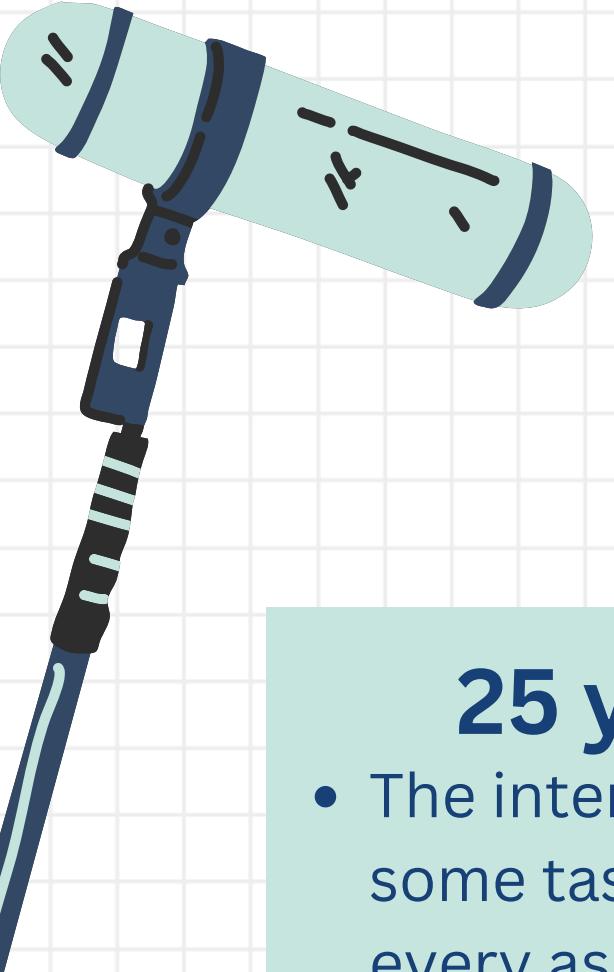
- Felt that the app was easy to use and the procedure was simple.
- The offers and discounts portion was not easily found.
- Found some options in the Profile section to be unimportant, which made the screen cluttered.
- According to the Usability scale conducted, he was good with all the elements and found the app great as a whole.

74 y/o user

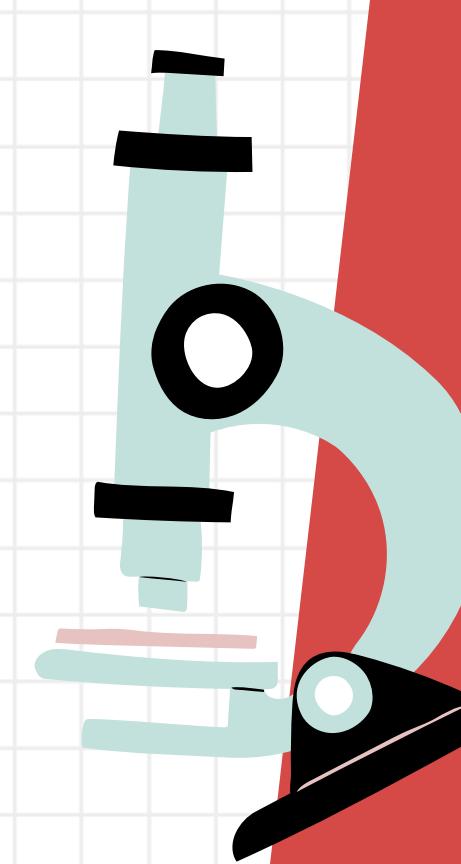
- The elderly lady was able to complete the tasks of the app within 7 minutes.
- But she did require assistance with few options.
- Visibility was appreciated.
- Most important options should be in the front, this, according to her, would reduce the time taken by her to complete the order.

[Drive link for interviews](#)





Interview Findings



25 y/o user

- The interviewee had to do some tasks that used every aspect of the prototype, starting with creating a profile, adding items to the cart, checking out the offers and discounts and finally, the Payment process.
- Everything was done hassle-free and with ease.
- The user faced no issue whatsoever.

37 y/o user

- After completing all the steps, the user felt it was easy to learn the features of the app.
- The user mentioned that he faced some problems while moving from the cart to the payments section.
- Overall, the user was satisfied with the entire interface and said that they would use the app in the future.

56 y/o user

- The interviewee was able to perform the tasks after making some mistakes and took 5 minutes to complete the tasks.
- Had a hard time reading the font.
- Did not have a problem going through the interface and did not require any assistance.
- Got a grasp of the app easily and was able to navigate easily.



Learnings and Reflections

TEAMWORK

DESIGN PRINCIPLES

DESIGN ELEMENTS

REAL- LIFE APPLICATION

PROTOTYPING

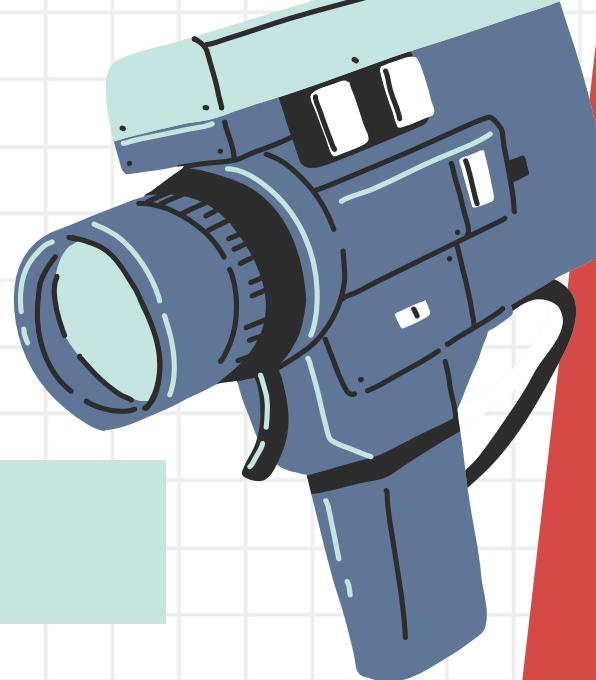
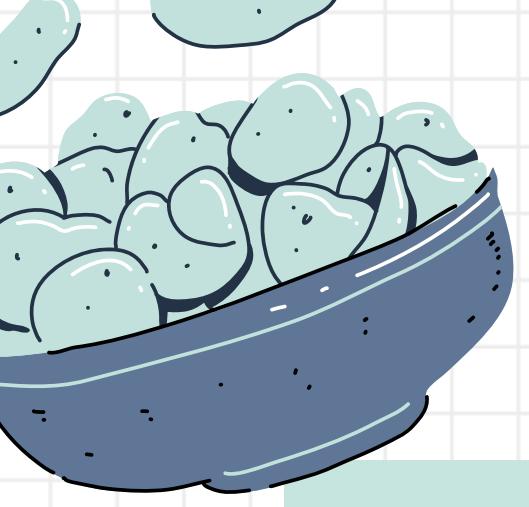
USING FIGMA AND MIRO

DESIGNING ICONS

LEARNING ABOUT AESTHETICS

EMPATHISING WITH USERS

EVALUATING AND IMPROVING



Learnings and reflections

*Technical Learnings

- Learned to practically apply the Double Diamond Design approach to build an app.
- Use of Design principles and elements to make our presentation (through the use of Canva)
- Importance of consistency through colours/fonts throughout the app.
- Understood the effect of visibility and positioning of elements on the screens.
- Learnt how to use MiroBoard to brainstorm among the members.
- Learnt the collaborative features of the Figma software to build our prototype.



Learnings and reflections

*Feedback and Research

- Learned how to effectively take interviews and surveys to consider all stakeholders' opinions.
- Learnt the importance of clarity in the problem statement
- Through the TA feedback, we improved upon the user-centered aspect and understood that before implementing anything, it is a must to note the opinion of the stakeholders.
- We also understood that research on the topic is necessary for making any useful design.

Upon TA's feedback, we increased our research and made suitable adjustments.

Last but not least, we learned how to effectively work and manage deadlines as a team!



All submission links

First Project Submission Link:

<https://docs.google.com/document/d/1zSISGWkWq02KJW92tUsV0yhtkzZ67AqLkfMaWMDhMSo/edit#heading=h.yspy8tt3f0xe>

Second Project Submission Link:

https://docs.google.com/document/d/1Bzv_isKgBIRyf4le9Pl6mTpWj-Un_zFF_GZbfv0P2D0/edit#heading=h.14sf7vx5dqjf

Hifi Prototype link:

<https://www.figma.com/file/VmSxyS00DveTqfjuLs0CZs/Untitled?type=design&node-id=1%3A391&mode=design&t=x5Fpmz2PZnARXbqd-1>

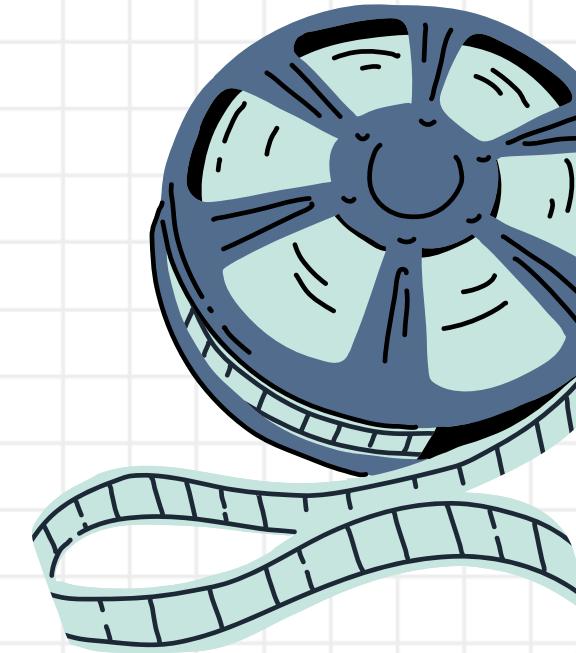
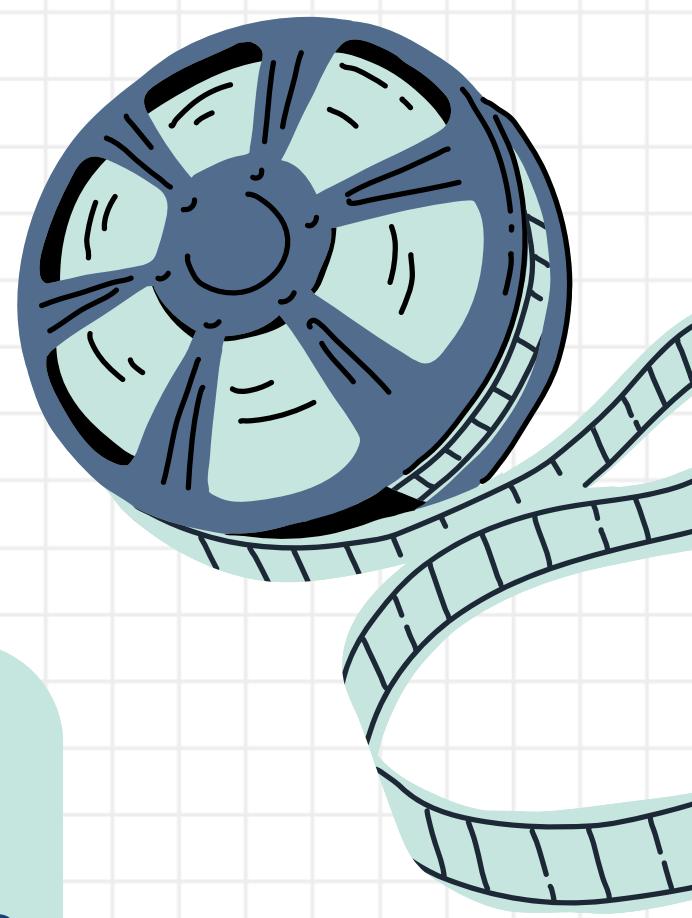
Evaluation (Interviews and Surveys):

<https://drive.google.com/drive/u/1/folders/1RPSCxn6uXZ8U8pmAGyOnizI0f04z6cfO>



Challenges Faced

- Difficulty in integrating all the design principles.
- Finding a suitable colour theme for our app.
- It was hard to decide the right font for the presentation and app to make them aesthetic.
- Difficult to reach out to chefs and cinema owners for interviews or their feedback.
- Choosing the correct entity to be a focal point for our logo.
- Analyze the data collected from the users in surveys and interviews.
- Challenging to convince a large number of users to take our survey.
- Difficulty in learning how to use various apps like Miro, Figma, and Canva.



Contributions



Riya Jain-Interviews, Alternate Lo-fi Design 1, storyboard, brainstorming, compilation 1, Hi-fi Prototype, Slides

Sahaj Gupta-Personas, Initial Lofi Design, brainstorming, Refining of 1st submission, Interviews, Slides

Sanchit Maini - Surveys, Results of survey, brainstorming, interviews of stakeholders, user evaluation survey, Slides

Shaman Ranjan- Mind Map, Empathy Map, brainstorming, Initial Lofi Design, Hi-fi Prototype, Slides

Shubhi Jain- Alternate Lo-fi Design 2, Mental Model, brainstorming, information architecture, Refinement of First Submission, Hi-fi Prototype, Slides