

Food Delivery App: **XIAO CUN**

Designing Process

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Winter Des157



Food Delivery App: Audience Research

There are 3500 Chinese international students studying at UC Davis, and 1500,000 studying all over the world. They are facing lots of problems that haven't been solved very well by both U.S. society and Chinese society. Disfluent language, an unfamiliar lifestyle, no family nearby and expensive accommodations are barriers to international Chinese students' adaptation to college life in the U.S. They have the same pain point: loneliness in a totally new environment, and different lifestyle.



UCD Chinese
Undergraduates

29.76%

2,800



U.S. Chinese
Undergraduates

14.36%

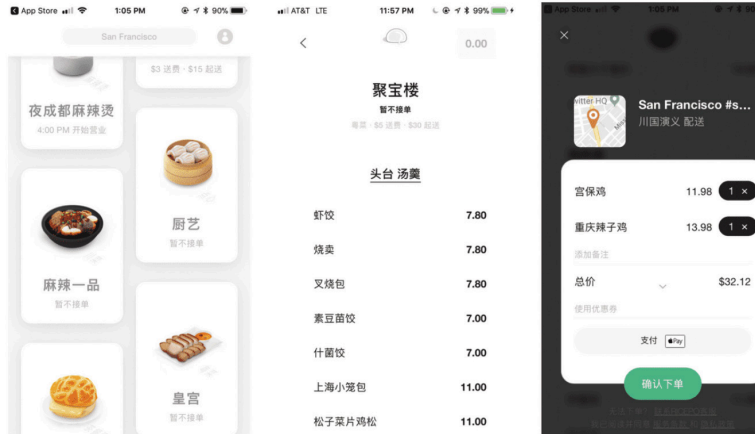
180,000



U.S Chinese
Students

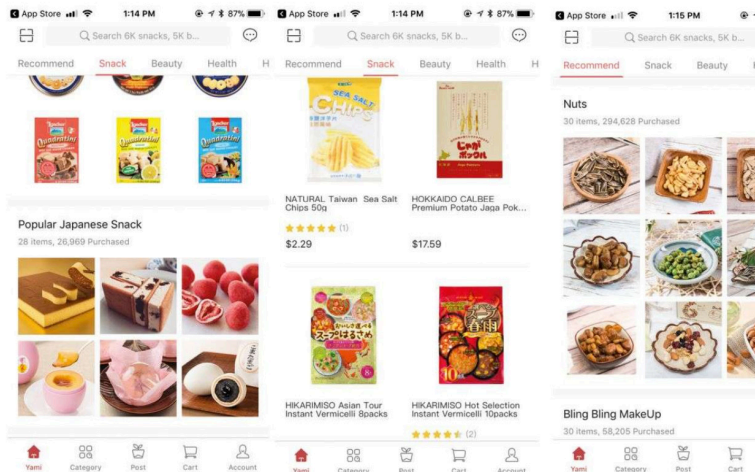
10.79%

400,000



Food Delivery App: Visual Research

The first moodboard includes obvious grid, prepared illustration, and enough negative space. The visual style is cute, but simple, which makes it interntaionally functional and user-friendly.



It is between the first simplicity and the third customization design. It have organized product images with white background but also the one with natual images. T

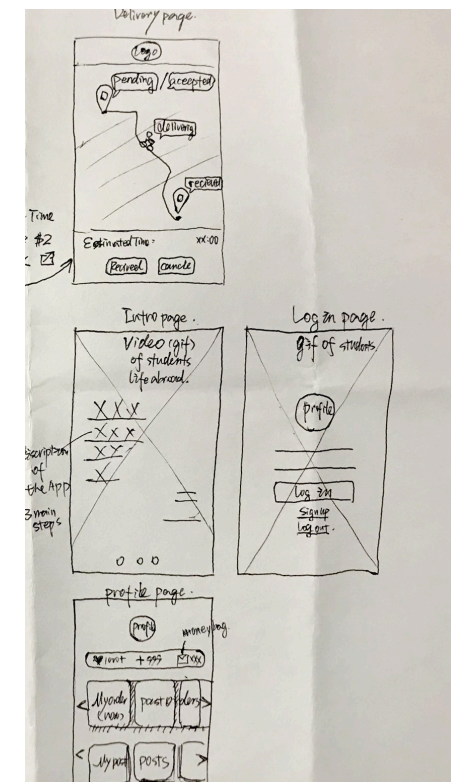
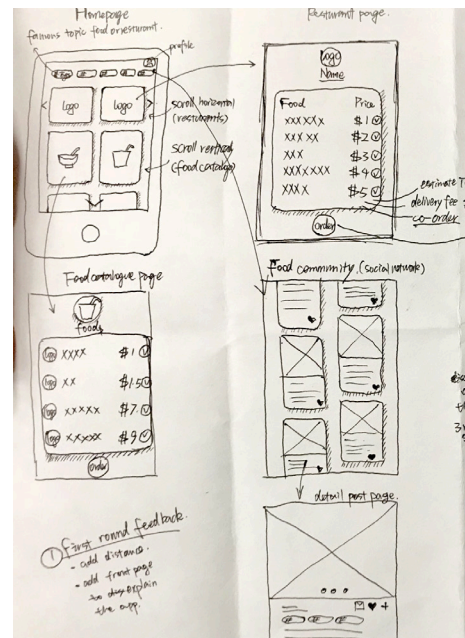
The third one give users more space to present their words, pretty images within the preset grid.

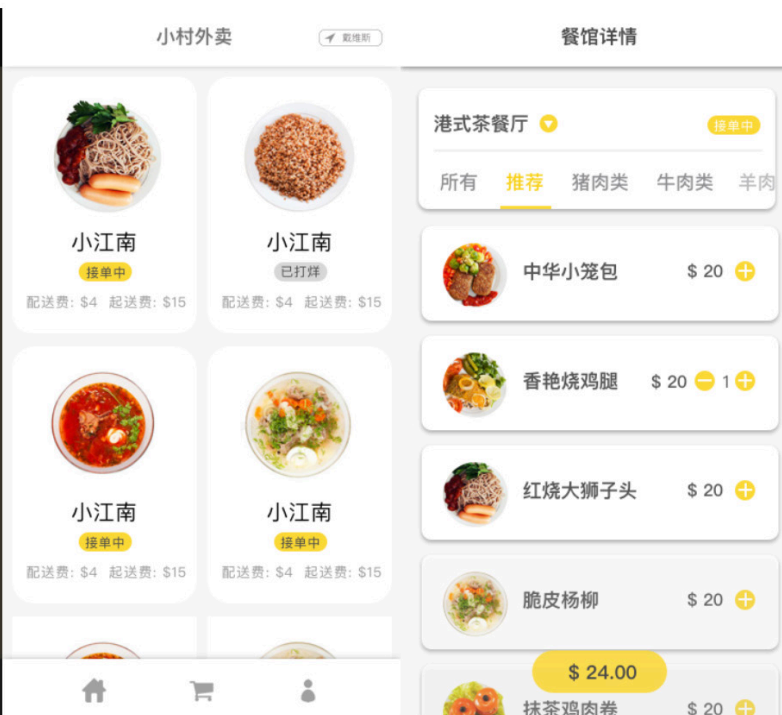
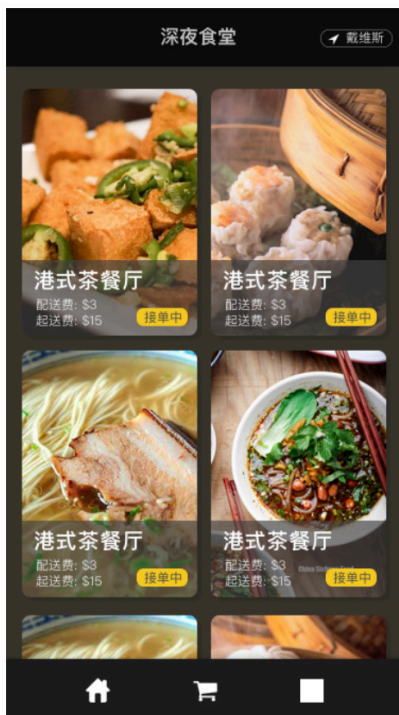


Food Delivery App: Prototype

The first prototype include home-page, restaurant page, food community and food catalog pages. The visual style is card style for each section. Peer suggestions: For the food delivery app, users need to know the distance, and discription for the app.

The second version, I made the delivery page and profile pages. Peer suggestions is that the homepage with two catalogs makes them feel confused, because users hate duplicated and complex logic to use the app.





Food Delivery App: Comp

One is night style, which is specially designed with the idea that during the late night, people prefer to eat. Thus, sometimes they are lazy to go out for food and they prefer to get online. Another one is the day style, which is created with the simplicity idealization.