

# KUNG FOOD HIPPO

## Food Delivery App

The go-to app for food delivery!

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01

# Motivations

Why are we doing this?



# 01

# Motivations

## Widely Used

Many examples that we can learn and take inspiration from

## Holistic

We can learn the entire process of a full-fledged app.

## WHY?



## Feature Rich

There are a lot of features that we can improve on

## Innovations

We can think of many innovations to implement

# 01

## Pain Points

1. **Branding** does not clearly reflect company culture



2. **User interface** makes it difficult to access all in-app features

3. Poor **review system** with insufficient content and media confuses users



4. Users are unable to order food from multiple stores in one delivery



02

# Objectives

What are our goals?



# 02

# Objectives

1. Create the core essential features required in a food delivery app
2. Fine-tuning and internal hypothesis testing
3. Incorporating innovations into the app



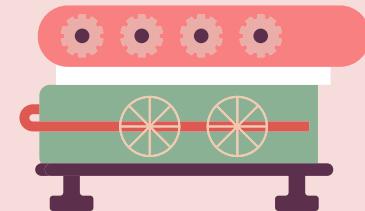
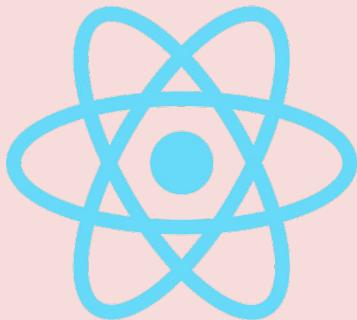
03

# Technology Review

What goes behind our product?



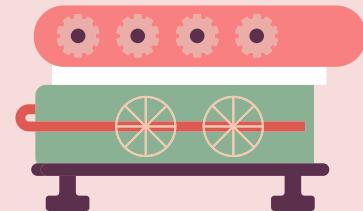
# Development



# Design



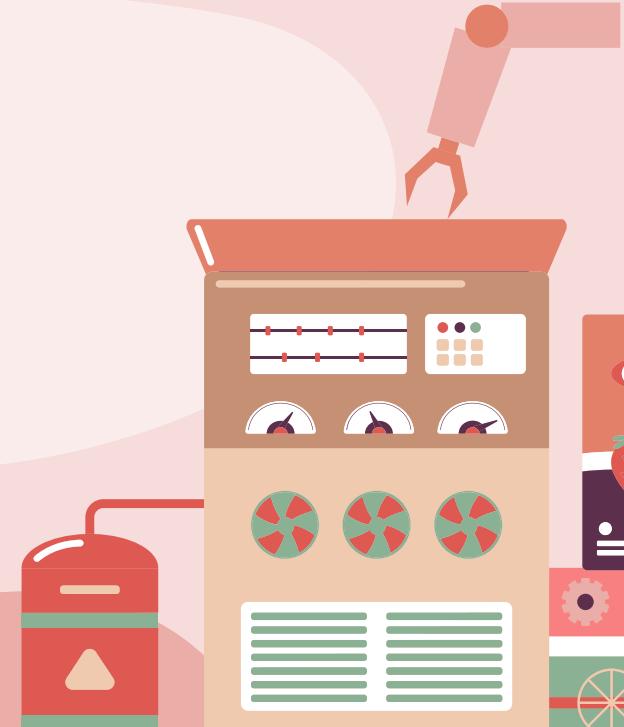
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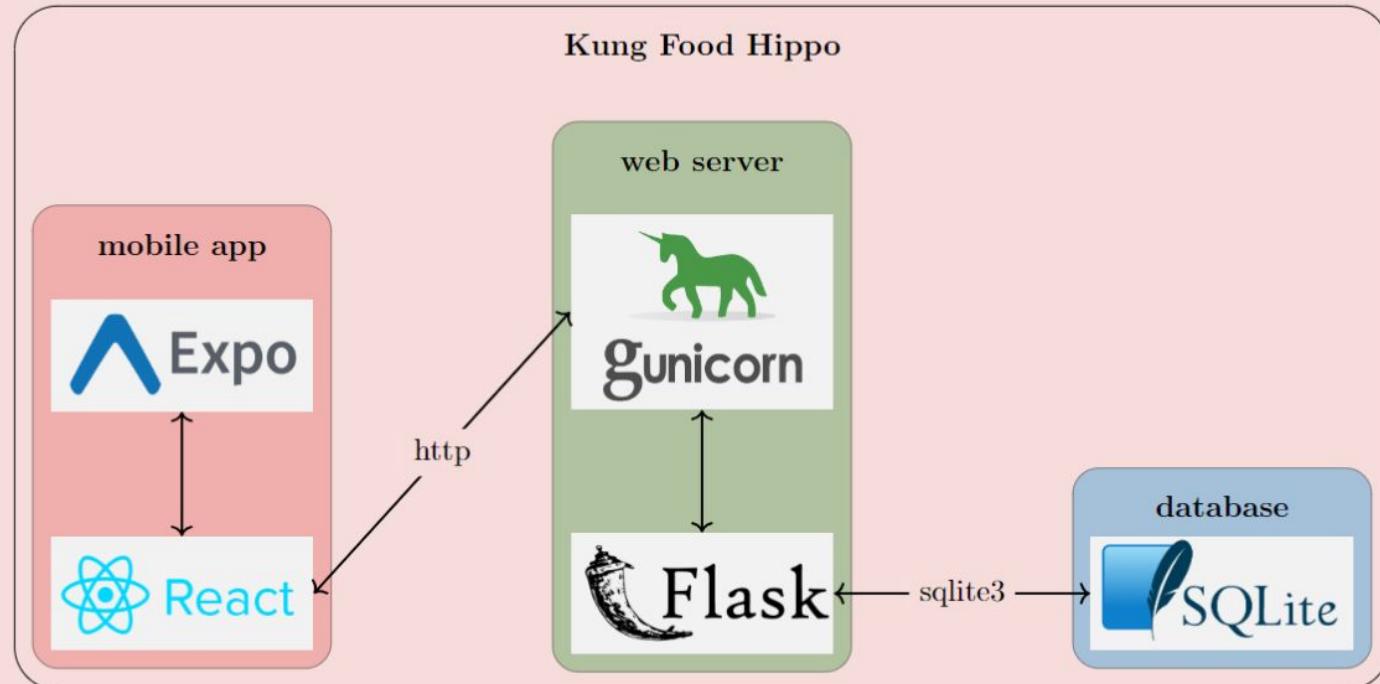
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# System Design

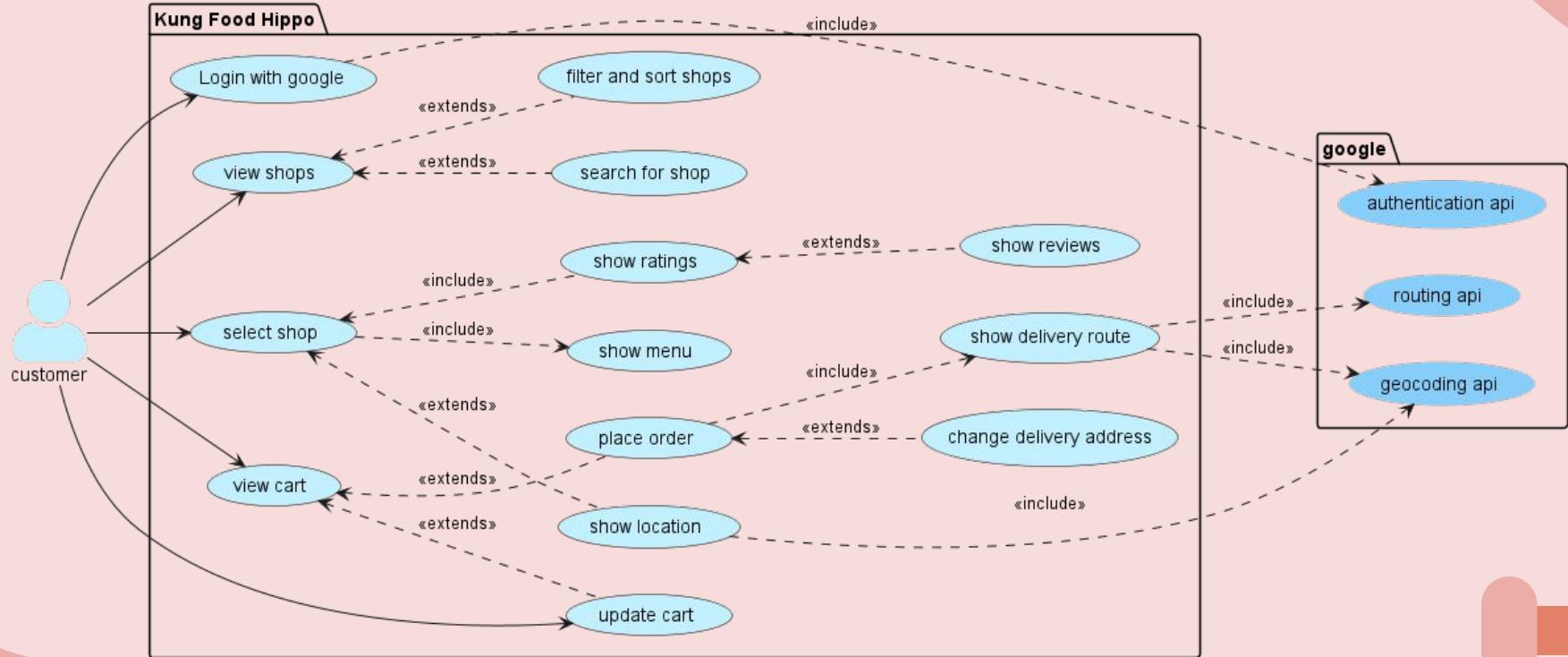
What is the process?



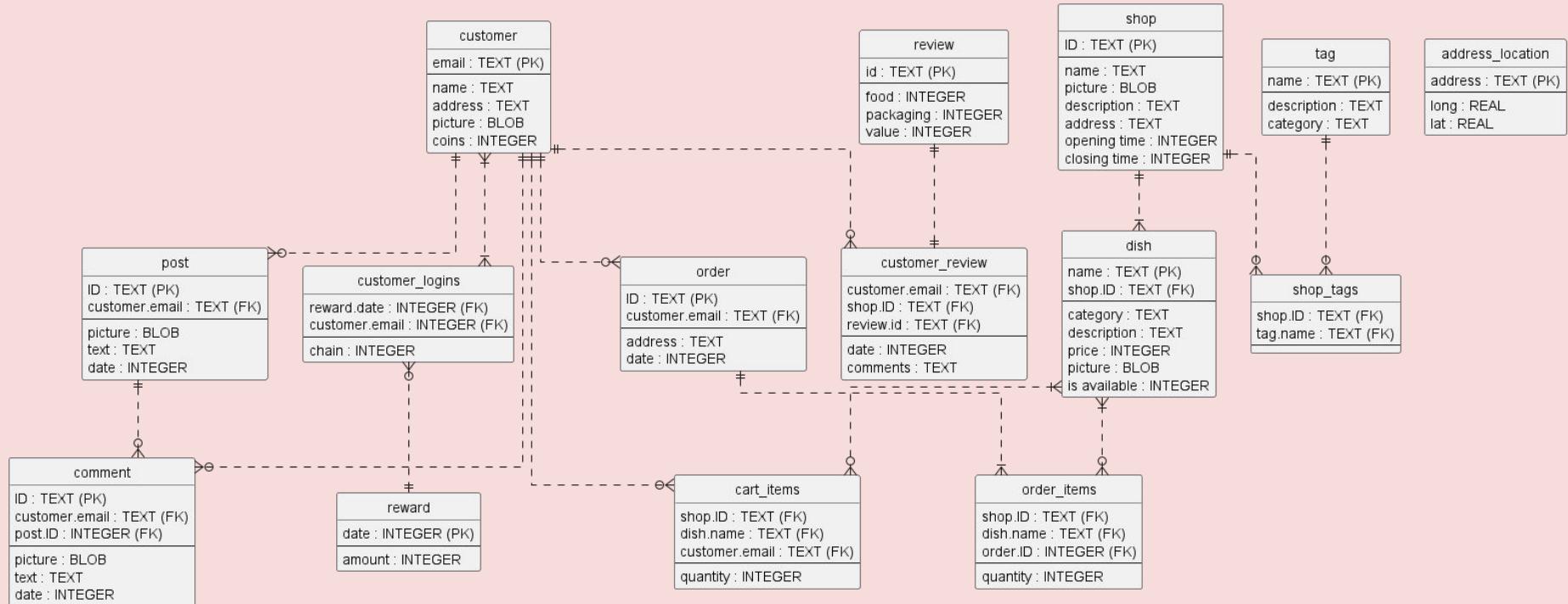
# Architecture diagram



# Use case



# Database



05

# Features and Innovations

What does our product have?

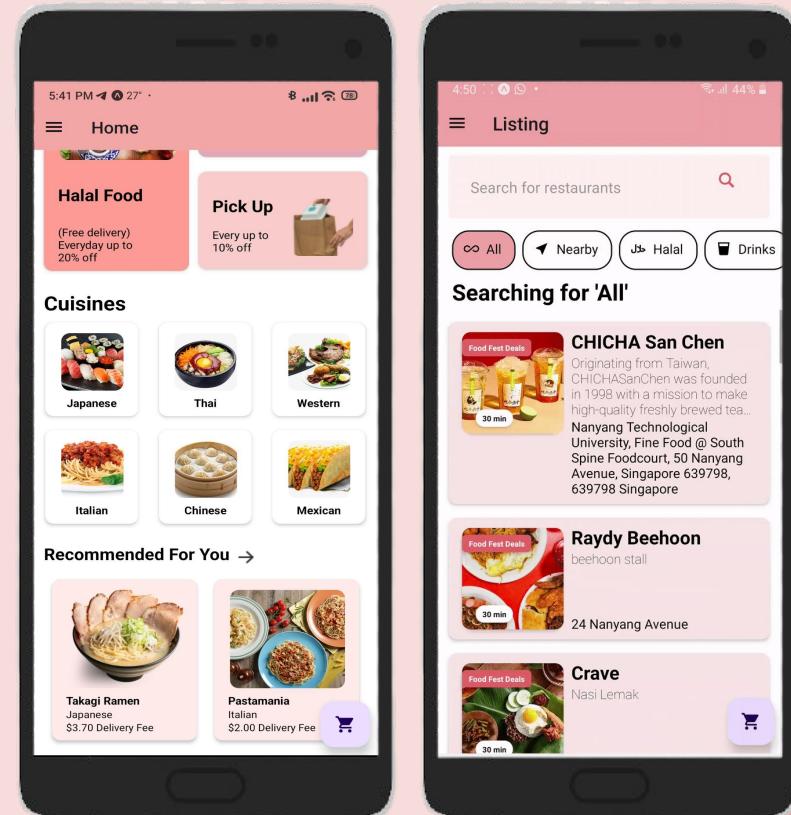


# 05

## Features

### Selection of food options by criteria

- Ability to choose which stall to order based on cuisine type
  - 12 different cuisines to choose from, such as Japanese, Chinese, Halal, Drinks etc

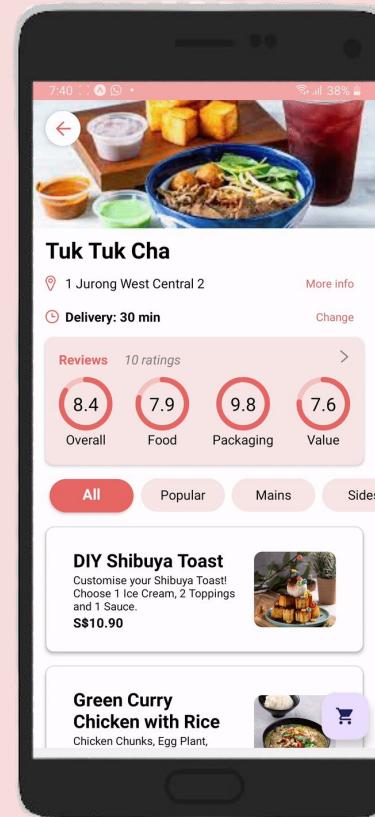


# 05

# Features

## Selection of food items by criteria

- Ability to choose which food item to order within each food stall based on menu categories
  - Popular, Mains, Sides

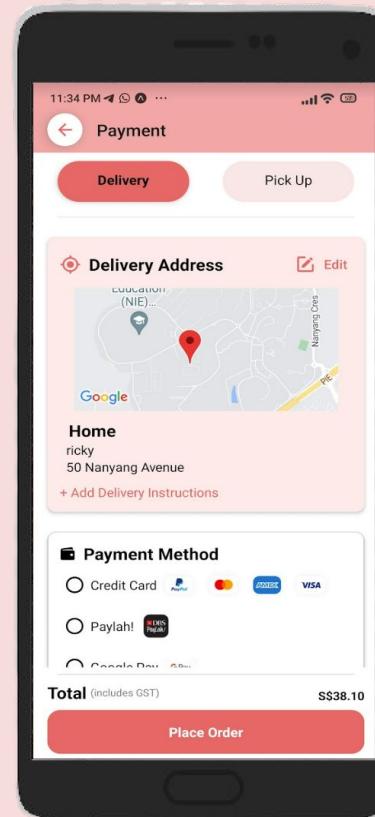


# 05

# Features

## Choice of Delivery or Self Pick Up

- Ability to choose whether the customer wants the food to be delivered to him, or pick it up from the store himself

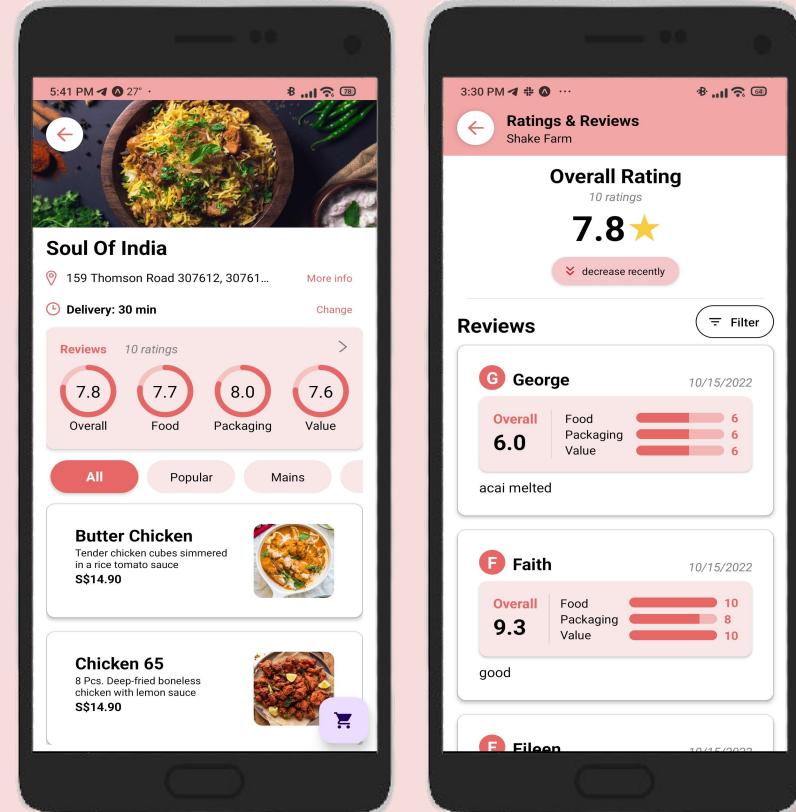


# 05

# Innovations

## New rating system

- Better rating system of 1-10 instead of the usual 1-5
- Different ratings for different aspects based on food, packaging, value and overall
- Filters out outliers
- Shows whether the ratings for the stall has increased or decreased recently

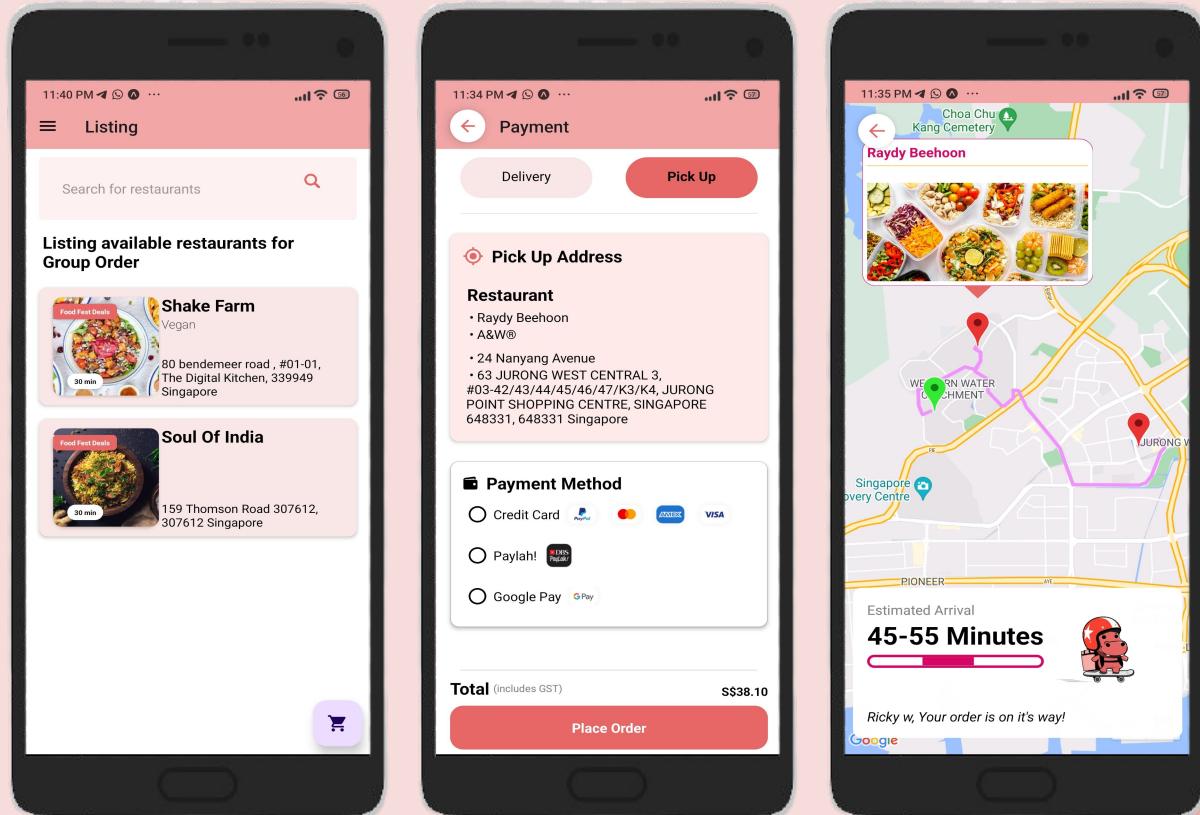


# 05

# Innovations

## Multi-store delivery

- Larger range of food options to choose from
- Mix and match different cuisines in one order
- Multiple order map routing



# 06

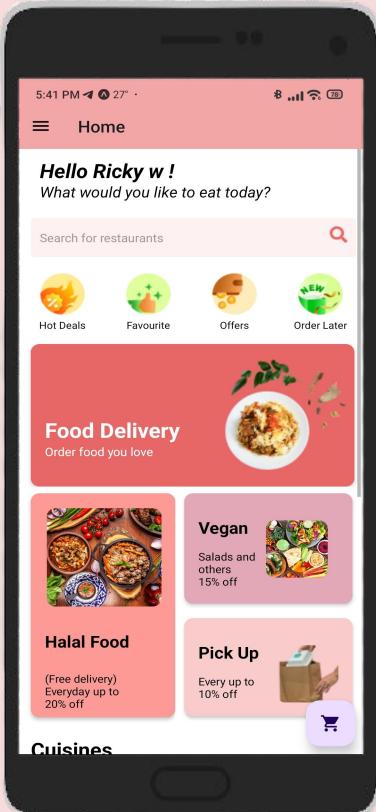
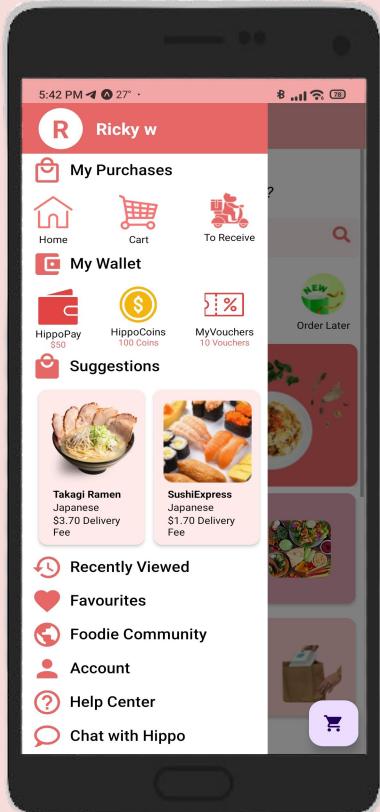
# UI/UX

How does our product look like?



# 06

# UI/UX considerations

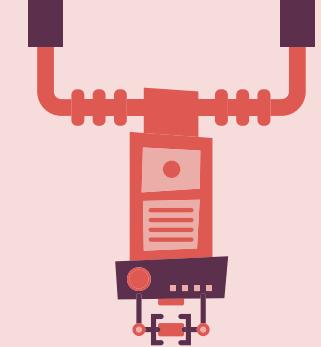




# Logo



- Big size to express fullness and happiness
- Rounder shapes give off friendlier vibes



# 06

## Color Theme



- Pastel red as main colour to evoke hungriness
- Warm colors complements well which improves aesthetics

# 06



## Visuals

- Many visual images and animations - self-explanatory user experience and user-friendly
- Human brains process visuals x60,000 faster than text
- Brain processes 90% of its information visually



07

# Challenges and Limitations

What difficulties did we face?



# Challenges/Limitations

- Unfamiliar with the technology and functions at the start
- Times where setting up/configuring of the database hinders the progress of other parts
- No A/B testing due to the limited time and resources
- Stress testing and information security issue
- Tight timeline



08

# Conclusion

What's next?



# Conclusion

- Successfully satisfied its motivations and objectives
- Learned a new framework for mobile app development
- Gained insightful knowledge in the intricacies of software project development
- Learned how to realize and analyze pain points that customers of an application might face which not only includes the features of the app itself, but also the user interface and the user experience
- Not be achievable without building a robust back-end framework wherein we explored different ways to create an API and to host a database framework on the web

# What's next?



## Improvements

- More animations
- Seller app



## More Features

- Food social media
- Recommendation system
- Hippo coins and vouchers



09

# Poster & Video

Poster & Video advertisement





# KUNG FOOD HIPPO

## Feeling Hungry? Hippo has got you covered!

Food delivery has never been easier with KUNG FOOD HIPPO.

Multi-store delivery, 5 min quick fix, from chinese to western cuisine, delivery or pick up, we have a solution for every hungry stomach out there...



## FEATURES

Selection of food options by criteria   Selection of delivery options

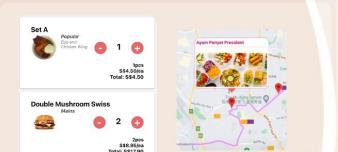
- choose food options by cuisine
- choose food items by popular, mains and sides
- choose delivery under 10 minutes option
- delivery
- self-pickup

## INNOVATIONS



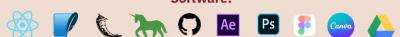
New Rating System

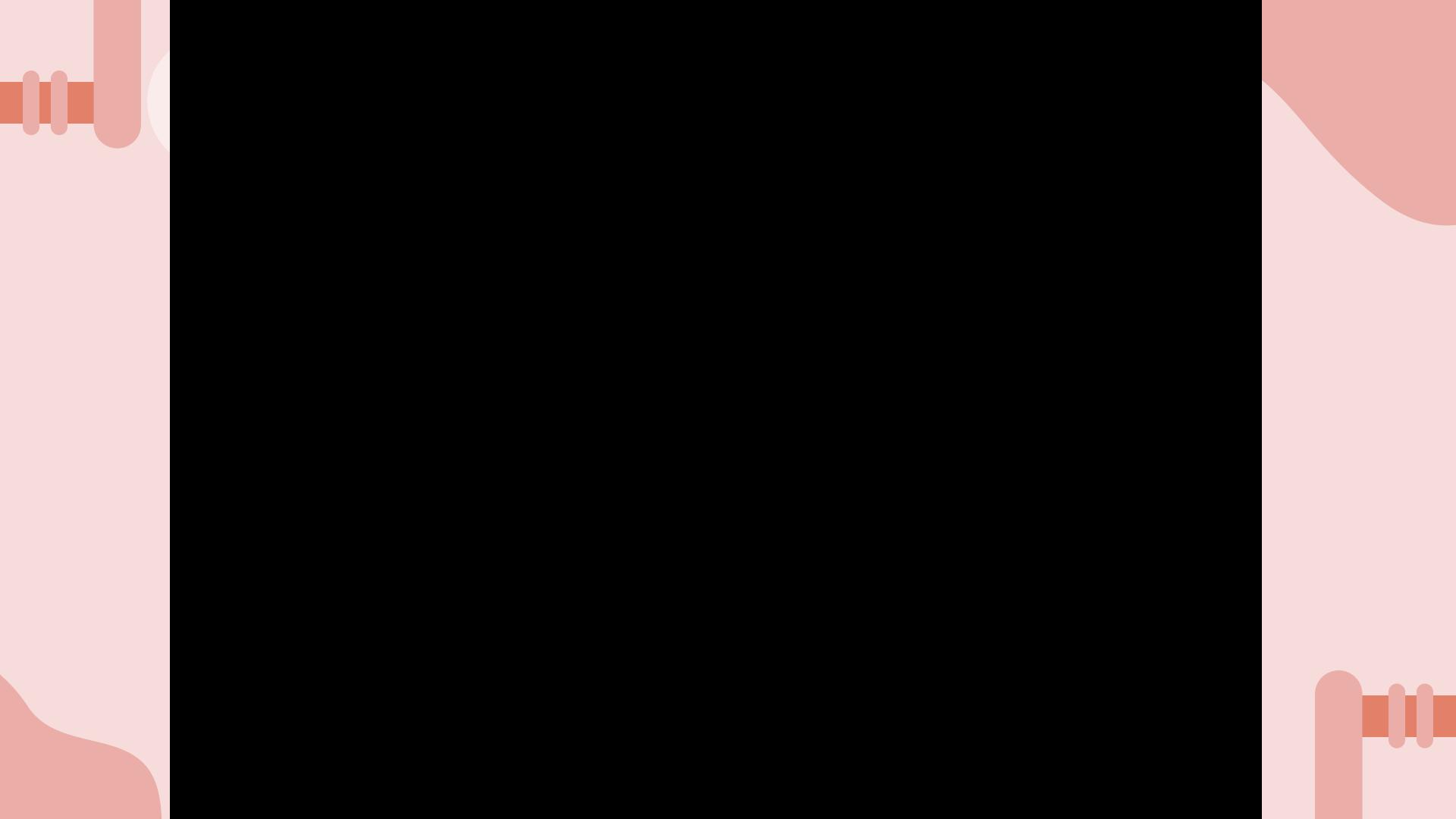
- better range selections of ratings
- different rating for different aspects



New Multi-store delivery option

- larger range of food options to choose from
- mix & match different cuisines in one order





10

# Demo!

Are you excited to see our product?





# Thanks!

Do you have any questions?

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