

Nom Guru 知百味

Your Diet Dilemma Solver

2024/4/5

CPT208 Group F7



Content

- 1. Daily food choice dilemma
- 2. Requirement analysis
- 3. Exist design
- 4. Our working principle



Our Daily Pain.....

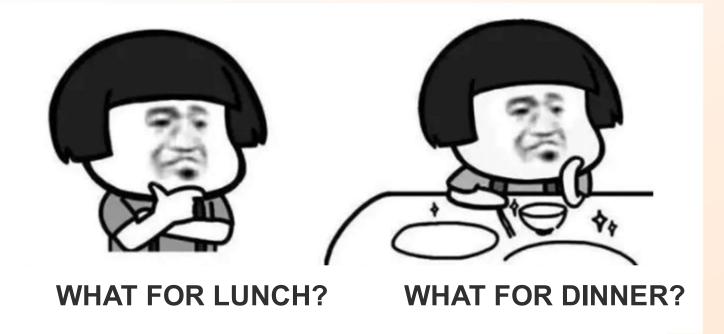
Maybe not yours



What exactly should I eat?







Project Introduction



Nom Guru or 知本味

is an app that helps people solve the dilemma of making dietary decisions in their daily lives.

"Nom" refers to the sound of chewing, meaning food and life.

"Guru" refers to an expert, meaning wisdom and professionalism.

A Chinese proverb says, "常言道大富由天,小富由勤,民以食为本。" It illustrates the importance of food to our happiness in life. "知本味" means that the app will tell you the true answer to the important tastes you want.



Our aim





nom Guru

Revealing the answer to your dining choice

Requirement analysis



Common dilemma in life



- 01 I'm sick of the food that the takeout apprecommends to me.
- I want to try something different, but I can't think of anything!
- Ah... there's really nothing good to eat around campus... what should I eat on earth?
- There are so many delicious food around, I want to try every one but I can't... which one should I choose?
- I really don't have time to think about what to eat, but I'm afraid that anything I make might not be good for me...

What exactly should I eat?

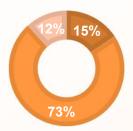


Survey result



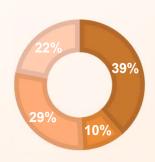
PLACE FOR MEALS

■Canteen ■Take-out ■Restranut



FOOD PREFERENCE

- Chinese food (home-cooked dishes)
- ■Western fast food (e.g. KFC)
- pasta
- Light eaters

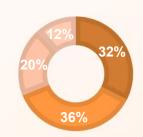


MEAL TIME (TAKE 7, 11, 17 AS AN EXAMPLE)

■ Eat on time ■

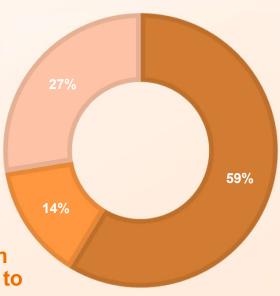
■ Within 30 minutes

■ Within an hour ■ Within two hours



FEELING UNSURE ABOUT WHAT TO EAT?

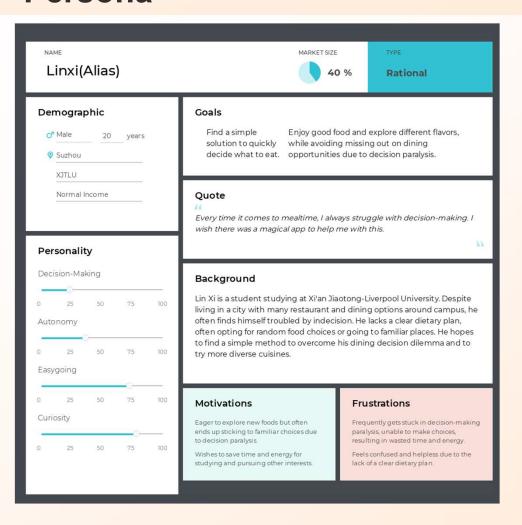
■ Of course! ■ Maybe not. ■ I don't know...

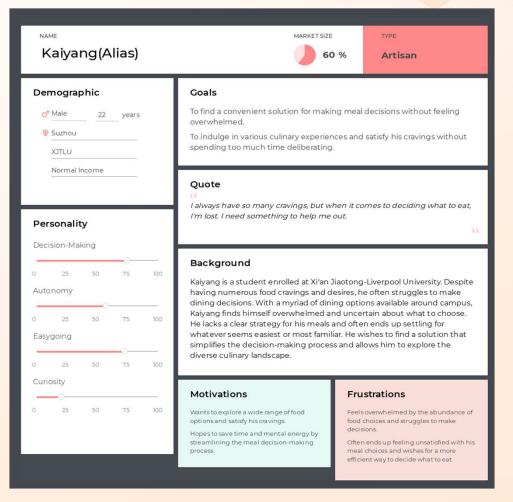


It is obviously that it is common for respondents to feel difficult to decide what to eat.

Persona







Exist designs

Random food pickers



Example 1



- <u>今天吃什么/点餐吃饭选择助手/在线抽签/摇</u>号/抓阄工具-万能导航 (wndh.net)
- A totally random food picker



Just click the button to start randomize



Example 2



- <u>今天吃什么?吃饭选择转盘帮你选择吃饭难</u> <u>题 - 无双工具 (wushuangzl.com)</u>
- Actually a custom random picker.
- Input your possible choices and randomly choose one.



What are the problems?





Working principle



Principle disign



Our initial designs



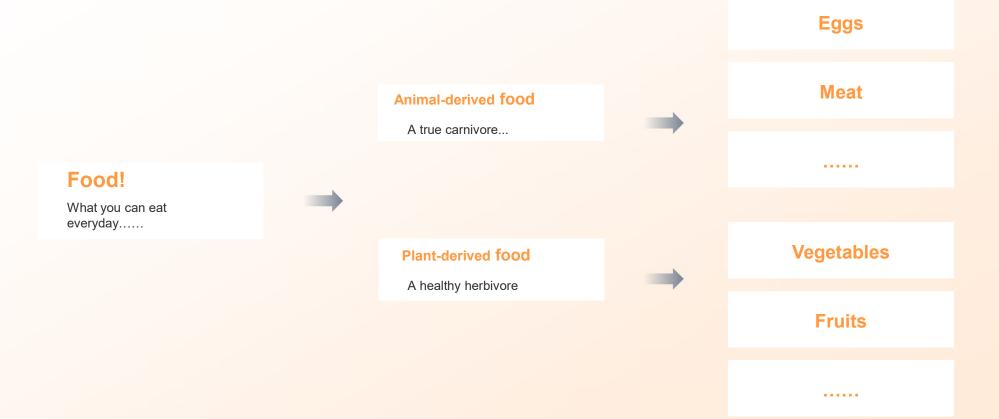
Filltering picker



Flavors digger

Filltering picker





Flavors digger



The core is the user's flavor.



Discover the user's inner demands

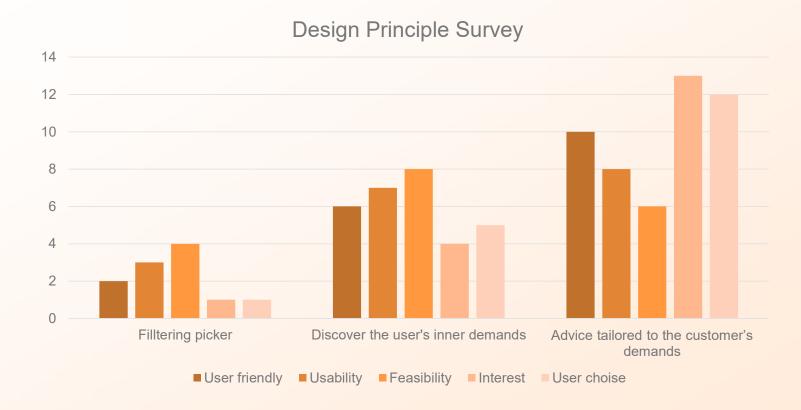
Ultimately, there is always hidden demands inside the user.

Advice tailored to the customer's demands

Try to transform the provided guidance into tailored recommendations, inquiries, and responses that meet the user's specific demands.

Survey result

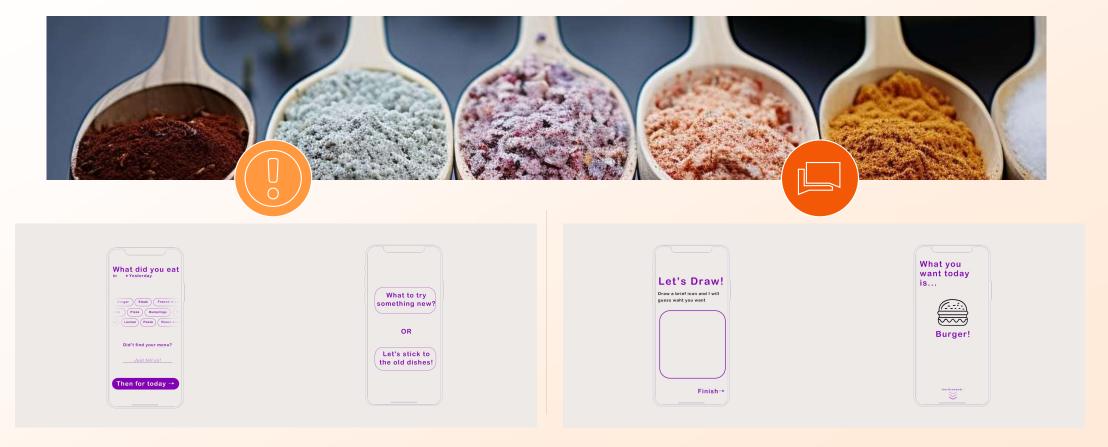




Possible Prototype



The core is the user's flavor.



Other eater's idea



User could also seek for advice from our Eater's Community



Group character

The same individuals may find a sense of connection with one another..



Thanks for your attention

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supplementary materials are below.

Portfolio Content



Students with limited food options in campus area

Pain point

The food options in the area are limited, and the repetitive menus make them feel bored and unable to find fresh and delicious foods that meet their taste.

Needs

A app that recommends diverse and fresh food options based on personal taste and preference, helping them quickly find suitable dining places.

Busy working people

Pain point

Time is too tight to spend a lot of time thinking about healthy eating options, and food choices are often made arbitrarily, worrying about nutritional imbalances.

Needs

A app that provides fast and healthy food recommendations, able to suggest simple and nutritious meal plans based on user health needs and taste preferences.

Users tired of food delivery platform recommendations.

Pain point

Using delivery platforms for long periods of time, finding that the recommended foods are repetitive, and want to try new flavors and styles but don't know how to choose.

Needs

A app that recommends a variety of different food options, providing multiple choices to help users discover and try new dining experiences.

Food lovers

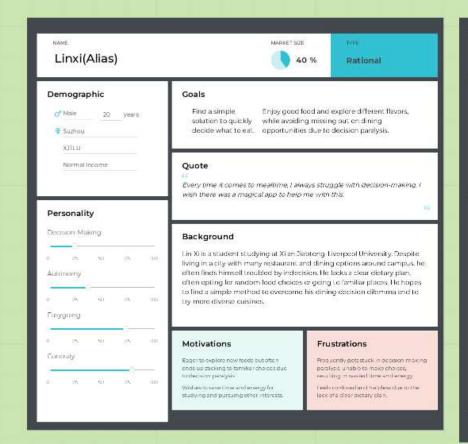
Pain point

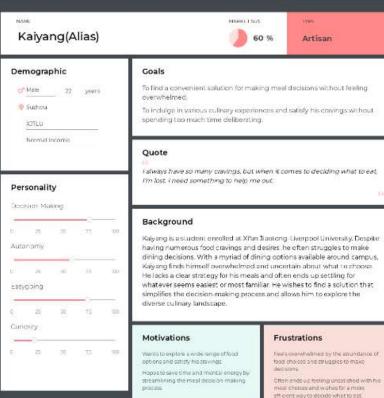
Having to face a wide variety of food options, unable to make a decision, and want to try all the foods but have limited time and money.

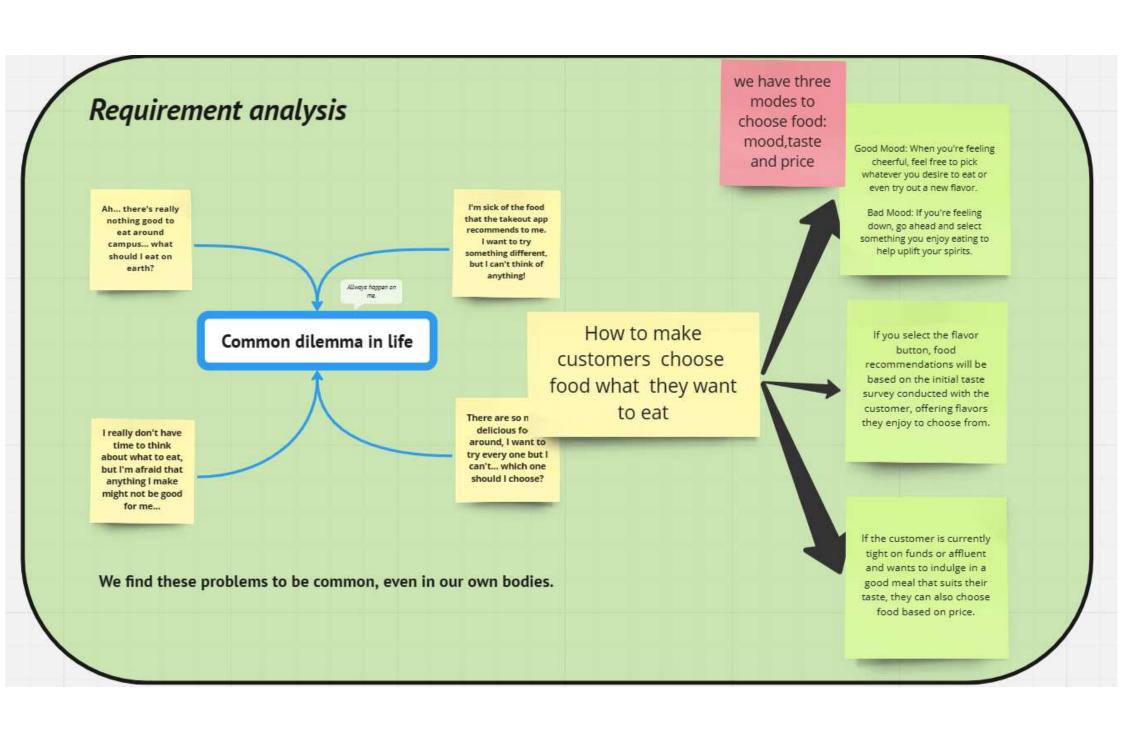
Needs

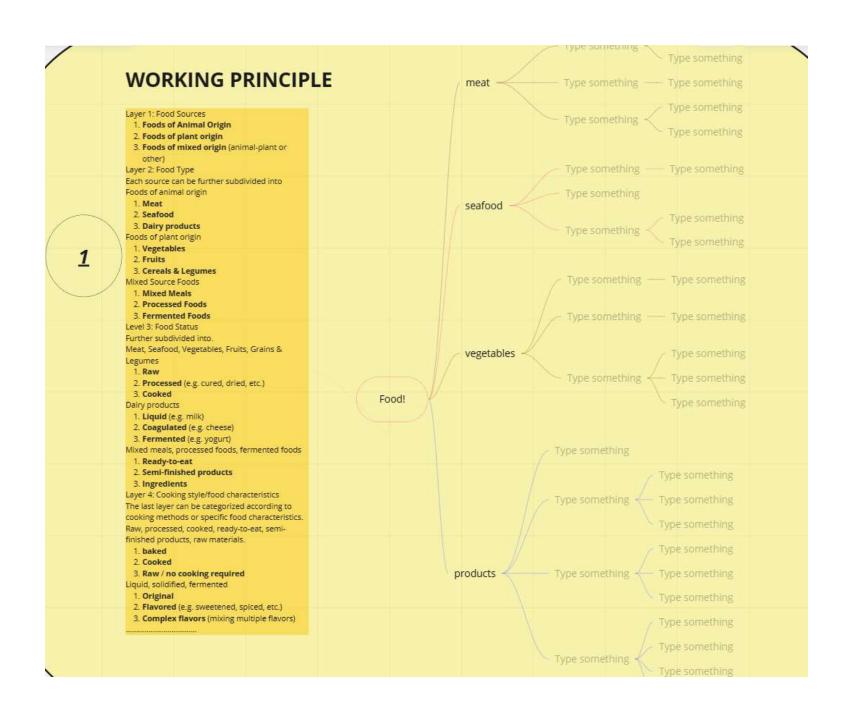
A app that recommends diverse food options based on user taste preferences and personal interests, helping them explore the world of food more effectively.

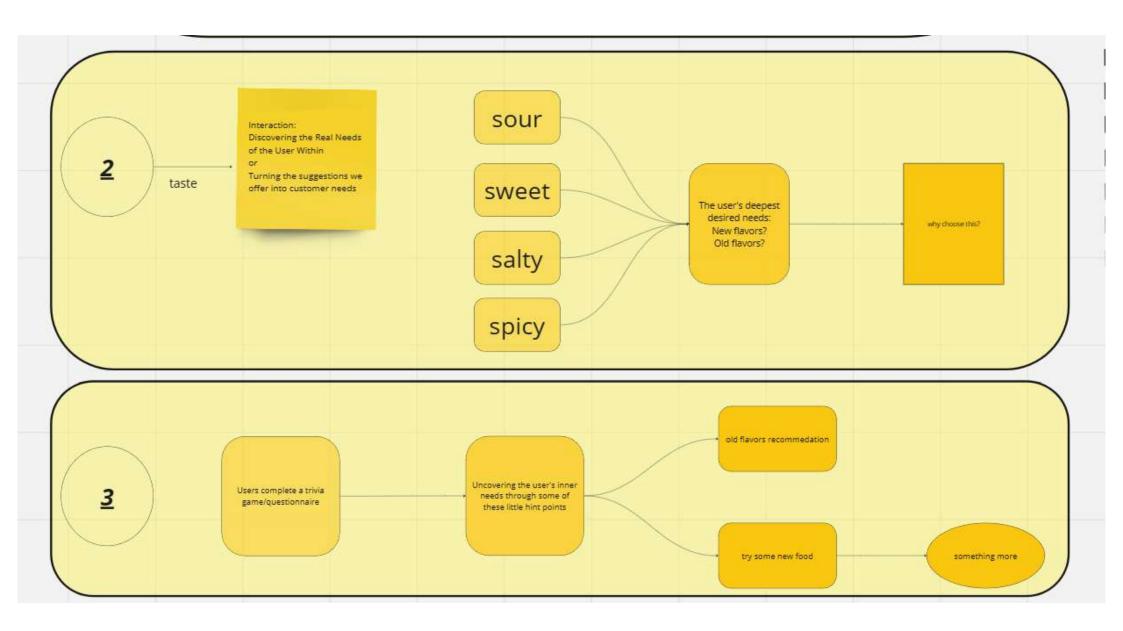
Persona

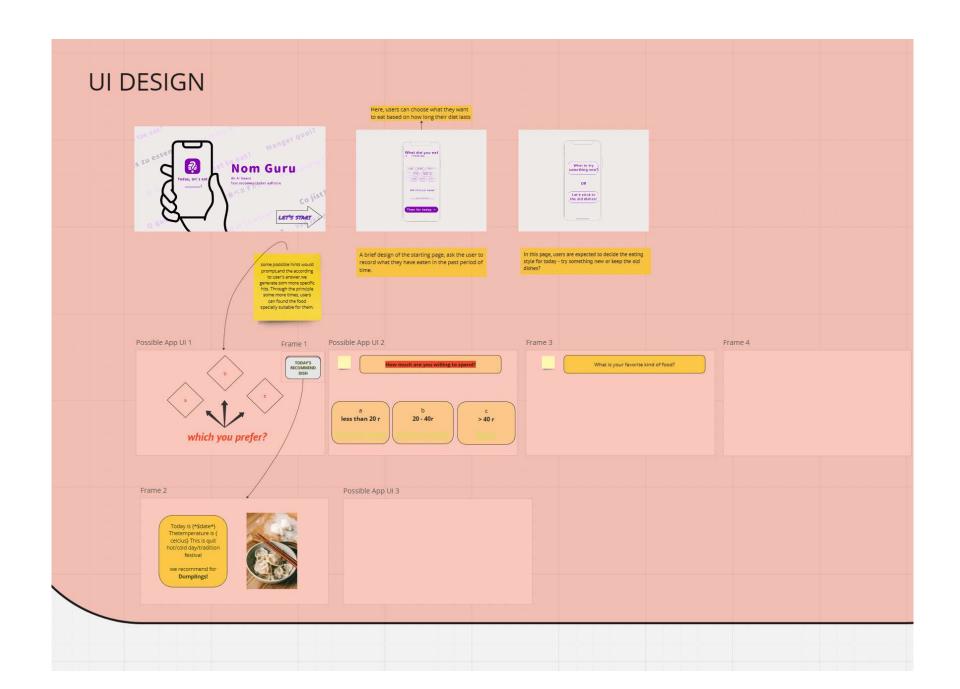












Survey Content

Questionnaire for the design ideas of dining recommendation software Nom Guru 餐饮推荐软件 Nom Guru 的设计思路问卷调查

亲爱的参与者,

感谢您抽出时间参与我们的调查。	我们正在研发一	-款帮助人	们选择用餐的	软件,	现在需要您
的意见来评估我们的三个制作思路。请您	对每个具体方面	在以下洗耳	面中选择您认:	为最好的	的一个。

I confirm that I have read and understood the research consent form and participant information sheet /	本
人确认已阅读并理解本研究同意书。	

Circle one: Yes / No

Demographic Information 基本信息	Demograp	hic Inf	ormation	基本信息
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How old are you? 你多大了?年龄:				
/our gender, circle one: Male / Female 性别:				
男/女				
Nhat grade are you in?你在读几年级?年级:				
Past Eating Recommendation APP Experience				
Have you used Eating Recommendation APP before? Circle one: Yes / No				
尔使用过用餐推荐软件吗?				
f Yes, what kind of chatbot, and how often?若使用过,使用频率是多少?				

我们的三个思路:

- Idea 1 思路 1: Multinomial Tree Approach
 - The application first asks the user whether he/she wants to eat fast food, regular food or snacks, and then continues to segment based on the choices, e.g. in regular food you can choose Asian food, Italian food, etc.

- 应用程序首先询问用户是否想吃快餐、普通食品或零食,然后根据选择继续细分,例如在普通食品中可以选择亚洲食品、意大利食品等。
- Idea 2 思路 2: Question approach
 - The app explores the user's taste preferences through a series of questions, for example, asking if the user likes spicy food, if they prefer vegetarian or meat, how they are feeling today, etc.
 - 应用程序通过一系列问题来探索用户的口味偏好,例如,询问用户是否喜欢辛辣的食物, 他们喜欢素食还是肉类,他们今天感觉如何等。
- Idea 3 思路 3: Mini-game approach
 - Users enter a simple game, such as winning virtual rewards by selecting different pictures of food, or indirectly expressing food preferences by making choices during the game.
 - 用户进入一个简单的游戏,例如通过选择不同的食物图片赢得虚拟奖励,或通过在游戏中做出选择间接表达对食物的偏好。

Circle one: A, B, C.请选择你认为最符合的一项 A/B/C

- 1. 哪个思路具有更高的用户友好度? Which is more user friendly?
 - A. Idea 1 思路 1: Multinomial Tree Approach
 - B. Idea 2 思路 2: Question approach
 - C. Idea 3 思路 3: Mini-game approach
- 2. 哪个思路更易于上手? Which is easier to use?
 - A. Idea 1 思路 1: Multinomial Tree Approach
 - B. Idea 2 思路 2: Question approach
 - C. Idea 3 思路 3: Mini-game approach
- 3. 哪个思路有更高的可行性? Which has higher feasibility?
 - A. Idea 1 思路 1: Multinomial Tree Approach
 - B. Idea 2 思路 2: Question approach
 - C. Idea 3 思路 3: Mini-game approach
- 4. 哪个思路你最感兴趣? Which interest you the most?
 - A. Idea 1 思路 1: Multinomial Tree Approach
 - B. Idea 2 思路 2: Question approach
 - C. Idea 3 思路 3: Mini-game approach
- 5. 哪个思路你最可能选择? Which idea are you most likely to choose?
 - A. Idea 1 思路 1: Multinomial Tree Approach
 - B. Idea 2 思路 2: Question approach
 - C. Idea 3 思路 3: Mini-game approach