

CONCEPTUAL DESIGN

SYSTEM CONCEPT STATEMENT

PROBLEM STATEMENT: Design and develop a mobile application that assists the user with finding a trusted place to eat out that matches their custom requirements and preferred habits conveniently.

INTERACTION PARAGIGM: Mobile

INTERACTION MODE: Instructing

KEY METAPHORS



SYSTEM REQUIREMENTS

1

PROMOTE EXISTING DEALS

Users are informed whether an option is in their budget.

2

EDITABLE AND SHAREABLE LIST

User needs a way to review their options.

3

RESTAURANT INFO

Information to make an informed decision.

4

INTERACTIVE MAP FILTERED

Search for options relevant to user needs.

5

EMBEDDED MENU FILTERED

All relevant information is available.

6

RECOMMEND TO A FRIEND

Remove focus from reviews, encourage user interaction

7

TRACK USER HISTORY

Easily re-visit restaurants

8

DEFAULT PREFERENCES

Shortcuts for expert users

9

FAVOURITE RESTAURANTS

Alternative way to search for options.

DESIGN PRINCIPLES



OPEN TO CHANGE



MANAGEABLE STEPS



SIMPLIFY DECISION PROCESS



CLEAR DIRECTION & GUIDANCE



BE FAMILIAR



ENCOURAGE COLLABORATION



CUSTOMISATION OPPORTUNITIES



IMMEDIATE ACCESS TO ACTIONS



FLUID NAVIGATION



MINIMAL EFFORT



PURPOSEFUL MOVEMENT



CONSISTENCY

UX GOALS

I want to...

- ☐ dine out at places that match my diet
- ☐ eat what I am craving.
- ☐ choose where to eat based on my location
- ☐ view the menu of the place as it relates to me before going there.
- ☐ learn about the relevant deals of a place.
- ☐ access the basic information of a place.
- ☐ compare a variety of restaurants at once
- ☐ share the experience of with friends
- ☐ find new places to eat out.
- ☐ dine out at restaurants that have been recommended by word-of-mouth.
- ☐ re-visit restaurants that I enjoyed.
- ☐ dine out in my budget.
- ☐ decide where in less than 20 minutes
- ☐ support places without long reviews.
- ☐ use my favourites to choose a place.
- ☐ visit a place without comparing options.
- ☐ save my preferences for next time.