SEG 4105
Deliverable #1
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Problem:

In today's society, many people love to eat out and enjoy some refined cuisine. Restaurants offer millions of different cuisines and flavors that customers delight in. However there comes a time when a person simply wants a warm home cooked meal without putting in the time, effort, and skill to prepare it. Similarly, sometimes there are many talented and exquisite home chefs that have the ability to create amazing meals but lack the opportunity to share them with others. Therefore we have two issues, customers who are hungry for home cooked meals, and undiscovered chefs with exceptional cooking that long for an opportunity to display their talents.

Appetite:

SimplyEats creates a platform that can connect local chefs who wish to share their home cooking with customers that crave it. This application reaches a huge audience of people from students that have no time to cook to immigrants that simply miss a taste of home. We see SimplyEats showcasing a variety of different cuisines that cater to everyone's preferences with a few touches of their fingertips.

Solution (Design Aspect):

In terms of the solution, we are going to focus on the design aspect of the application. The main focus is the ease of use for the users. We want to design the application with the user as the center of attention.

One specific feature, we need to implement for ease of use, is to add the address button to the homepage of the application so that users can input their addresses at the beginning of the ordering process as opposed to the end when checking out. This can help customers verify that they are delivering to the right address right away, as well as see the distance between the delivery address and where the address of the chef the user is ordering from. Another aspect we must focus on when designing the application is the quality. We display many videos and photos of different dishes, cuisines, chefs and many more, therefore we must ensure the visuals are enticing and appealing to the customers as much as they really are in real life. Our main goal is that we want the user to have an enjoyable experience while using the application.

Rabbit Holes:

When it comes to the design aspect of an application, it is very easy to fall into rabbit holes, as the design is always changing and can always be easily modified. The main points we wish to focus on are maintaining one look and feel of the design of the application throughout without

constantly changing it. We also want to avoid the potential issue of trying to include established restaurants and the application turning a simple food delivery app. Although this point isn't about a design aspect, it is very important for the application as a whole otherwise this will be like every other application and we want to stay true to what the application is truly made for.

No Gos (if applicable):

In terms of complete non-negotiables for design of the application, there are one main points we will be avoiding which is overloading the application with too many new features and buttons which will decrease the user experience overall. Sometimes trying to do everything all at once can ruin all that is being accomplished.