CSYE 7280 Final Presentation

TASTE SWIFT

A DIGITAL PLATFORM FOR HOME COOKS TO DELIVER FRESH HOME COOKED CUISINES

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Overview:

Problem Statement:

Home cooks face barriers in sharing and delivering their homemade meals, and consumers struggle to find them easily. A digital platform is needed to connect home cooks with customers, streamlining the ordering and delivery process, and creating a vibrant community of culinary enthusiasts. This project aims to solve these challenges.

Solution:

We will design a user-friendly digital platform with robust search features, streamlined ordering, and a secure payment system, connecting home cooks and customers effortlessly. This platform will prioritize trust through reviews and ratings, facilitate community interaction, and maintain food safety standards

Style Guide:
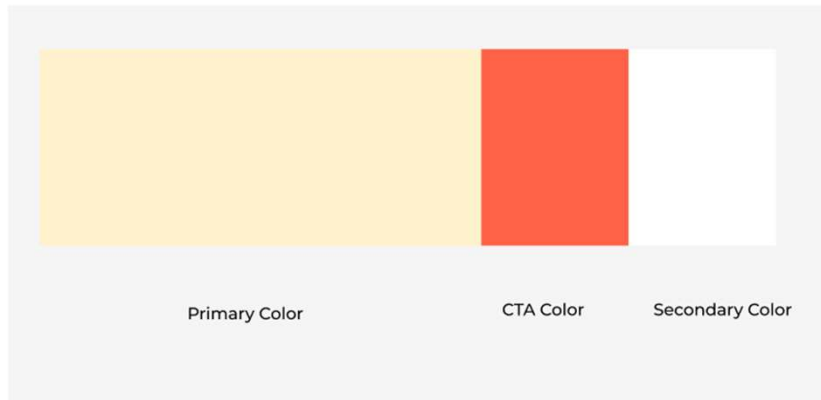
Color Theme:

- Primary Color: FFF2CC
- **Secondary** Color: FFFFFF
- CTA Color: FF6347

Design Specifications:

- Font Size: 14
- Font Style: Montserrat

Frame:

- iPhone 14 and 15 Pro Max

Plugins:

- Unsplash
- Iconify
- Neomorphism

Product Objectives:

Expand Culinary Diversity: Offer a wide array of homemade meal options, encompassing various cuisines and dietary preferences to cater to a diverse customer base.

Time Efficiency: Prioritize quick and hassle-free meal selection and delivery options to accommodate the fast-paced lives of working professionals

Affordability and Convenience: Offer budget-friendly meal options and ensure that the platform is easy to use, catering to the financial constraints and busy schedules of students.

Secure Payment Facilities: Offer various payment options for food enthusiasts, ensuring that their financial information is handled with the utmost security and transparency.

Target Audience:

- Target Segment Buyers

- Target Segment Sellers

Students

Working Professionals

Senior Citizens

Food Enthusiasts

Home Chefs

User Needs:

- **Convenience**: Quick access to homemade meals for busy lifestyles.

- **Diverse Choices**: Broad selection of cuisines and dietary options.

- **Quality Assurance**: Guaranteed meal safety and cleanliness.

- **Personalized Experience**: Custom recommendations matching user preferences.

- **Community Trust**: User reviews fostering informed choices.

- **Time Efficient**: Home-cooked meals without the prep time.

- **Healthy Living**: Nutritious meals for health-conscious users.

- **Cost-Effective**: Homemade meals at competitive prices.

- **User-Friendly**: Easy navigation and ordering process.

- **Dependable Delivery**: Timely and secure meal delivery.

- **Culinary Adventure**: Exploring new dishes and flavors.

Lo-Fi WireFraming
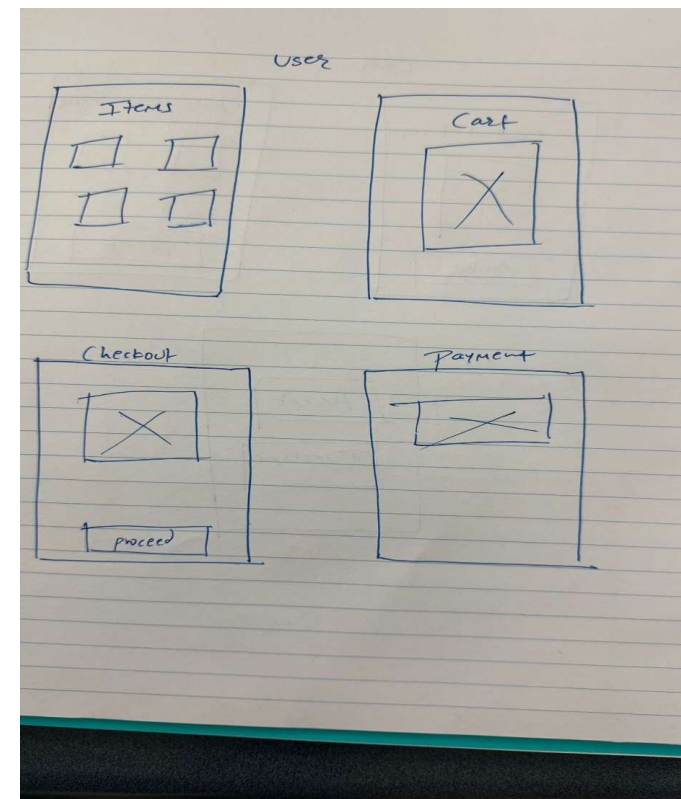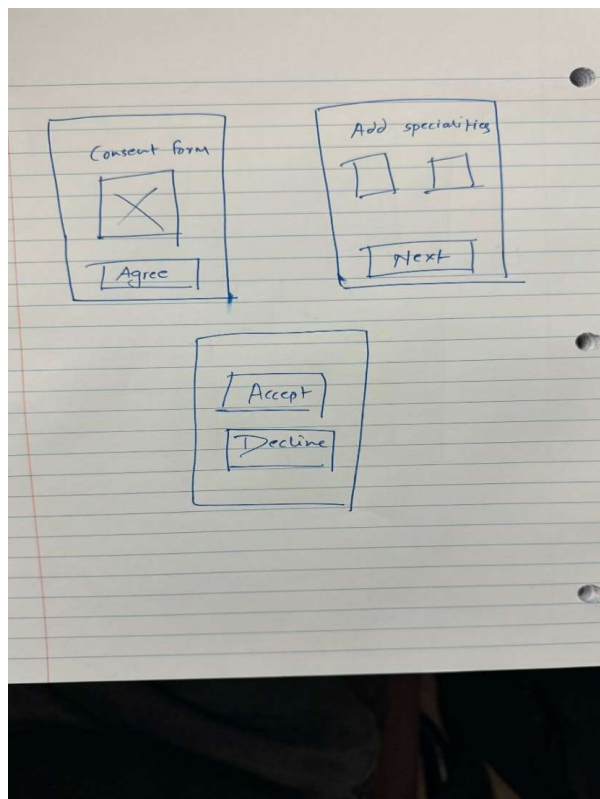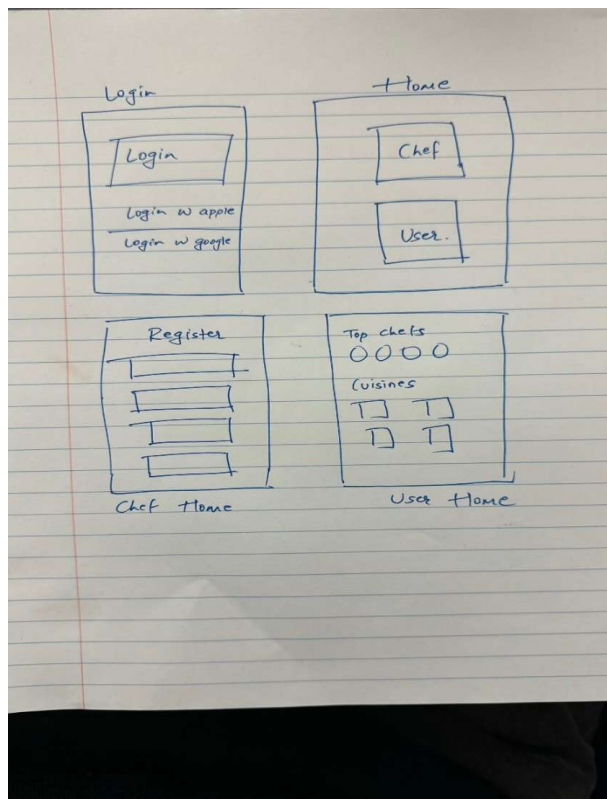
Onboarding
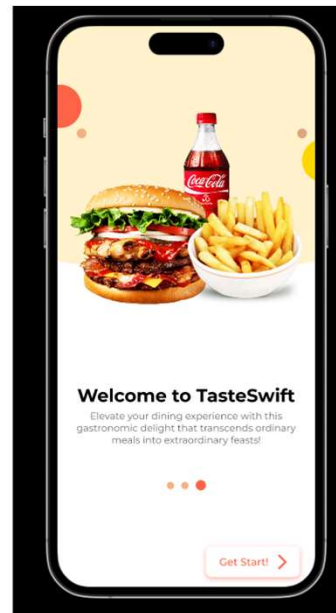
Our Prime Features:

- **Fast Delivery**: Since we are a medium to connect custom cuisines to the users, our robust delivery system is emphasized.

- **Food Search**: Ability to search multiple cuisines and types of food item is our primary highlight.

- **Welcome Screen**: Welcomes the user to immerse in our experience of cherishing custom cuisines.

Use Cases

Custom Meal Ordering and Delivery

- **Use Case ID**: HW1
- **Primary Actor**: Customer
- **Goal**: To order custom meals tailored to specific preferences and receive them through a streamlined delivery process.
- **Preconditions**: Customer has the app installed and an active account.
- **Process**:
    - Customer logs into the app.
    - Navigates to the custom meal section.
    - Inputs specific meal preferences (dietary needs, cuisine type, etc.).
    - Reviews a list of home cooks who can fulfill the custom order.
    - Selects a cook and places an order with specific instructions.
    - Chooses delivery options and completes the payment.
    - Receives real-time updates on meal preparation and delivery.
    - Meal is delivered to the specified address.
    - Customer provides feedback on the meal and delivery service.
- **Special Requirements**: Advanced filtering and search capabilities, real-time tracking, secure payment processing.
- **Frequency of Use**: Varies by customer preference.

Use Cases

Registering as a Chef

- **Use Case ID**: HW2
- **Primary Actor**: Home Cook (Prospective Chef)
- **Goal**: To register as a chef on the app and set up a professional profile.
- **Preconditions**: Prospective chef has culinary experience and necessary documentation. User has downloaded the app and has mobile internet connection
- **Process**:
  - Selects 'Register as a Chef' option in the app.
  - Fills out the registration form with personal and professional details.
  - Uploads necessary documents and culinary certifications.
  - Reads and agrees to terms and food handling procedures.
  - Completes legal agreements for food safety.
  - Submits the application and awaits email confirmation.
  - Completes email verification and any additional steps.
  - Receives approval and sets up menu and availability.
- **Special Requirements**: Secure document upload and verification process, user-friendly interface.
- **Frequency of Use**: One-time registration, periodic updates.

Use Cases

Forgot Password

- **Use Case ID**: MW1
- **Primary Actor**: Registered User
- **Goal**: To reset a forgotten password securely.
- **Preconditions**: User has an existing account. User has downloaded the app and has mobile internet connection.
- **Process**:
    - User selects 'Forgot Password' on the login screen.
    - Enters registered email address.
    - Receives a password reset link via email.
    - Clicks the link and sets a new password.
    - Confirms the new password and regains access to the account.
- **Special Requirements**: Secure email communication, encrypted link for password reset.
- **Frequency of Use**: As needed by users.

Use Cases

Sign Up

- **Use Case ID**: MW2
- **Primary Actor**: New User
- **Goal**: To create a new account on the TasteSwift app.
- **Preconditions**: User has downloaded the app and has mobile internet connection
- **Process**:
  - User opens the app and selects 'Sign Up'.
  - Enters required information (name, email, password, etc.).
  - Agrees to terms and conditions.
  - Verifies email address through a confirmation link sent to their email.
  - Completes the sign-up process and logs into the app.
- **Special Requirements**: User-friendly sign-up interface, email verification process.
- **Frequency of Use**: One-time process for new users.

User Persona 1

User Persona: Ethan College Student
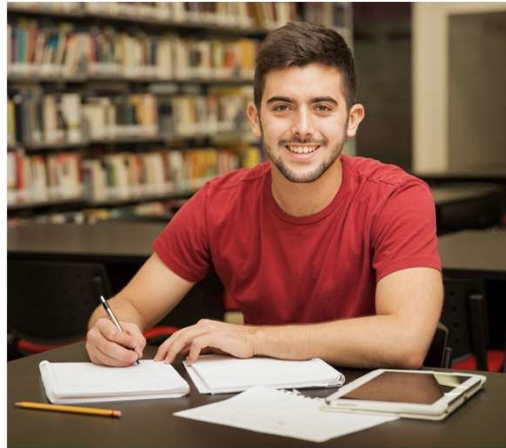Background:
Name: Ethan James
Age: 20
Occupation: Full-time university student
Location: Northeastern University
Gender :Male
Income: Limited Income from part time jobs
Education: Pursuing Bachelors degree in computer science

Needs:

- Access to a variety of affordable, homemade meal options on or near the campus.

- Assurance of meal quality and safety through peer reviews and a trustworthy rating system.

- A platform that connects him with local home cooks and fellow students who share his passion for diverse and convenient dining experiences.

- An intuitive and user-friendly interface that aligns with his busy student lifestyle.

Goals:

- Convenience and Variety: Ethan needs convenient, affordable, and diverse meal options that fit his busy student schedule.

- Support Local: Ethan values supporting local cooks and entrepreneurs, including fellow students, to contribute to the campus food ecosystem.

- Budget Management: Given his limited income, he needs cost-effective meal choices that won't strain his finances

Pain Points:

- Limited Time: Ethan's academic commitments leave him with little time to cook, and he often relies on fast food or dining hall options

- Monotonous Choices: Campus dining options can become monotonous, and he craves a variety of meals that align with his taste preferences.

- Financial Constraints: With limited disposable income, he needs meals that provide good value for money.

Behaviors:

- Ethan uses food delivery apps frequently to save time and satisfy his hunger

- He actively engages in student food forums and seeks recommendations from peers for new dining experiences.

- Ethan enjoys trying different cuisines and is open to exploring homemade meal options to break the monotony.

User Persona 2

User Persona: James Senior Savour
Background:
Name: James Stokes
Age: 65
Occupation: Retired Chef
Location: Northeastern University
Gender :Male
Income: Fixed retirement Income
Education: Culinary School Graduate

Goals:

- Share Culinary Wisdom: James has a wealth of culinary knowledge and experience. He aims to share his passion for cooking with others and make a meaningful contribution to his community

- Stay Active: Cooking has been a significant part of his life, and he wants to stay active and engaged in a meaningful way during his retirement years.

- Supplement Retirement Income:While not his primary motivation, James wouldn't mind making some extra income to cover occasional expenses.

Pain Points:

- Limited Mobility: James faces challenges with mobility and cannot engage in full-time, physically demanding work or activities.

- Access to Customers: He lacks a platform to connect with people who appreciate his culinary skills and can benefit from his expertise.

- Complex Technology: James may not be familiar with advanced technology, making it challenging to navigate complex digital platforms.

Needs:

- A user-friendly platform that allows him to offer his culinary expertise and share his passion with a local audience.

- Access to a community of like-minded individuals who appreciate his culinary knowledge.

- A straightforward, tech-savvy solution that accommodates his limited experience with digital platforms.

Behaviors:

- James enjoys preparing classic, homey meals, often using family recipes passed down through generations.

- He actively participates in the retirement community's cooking club, teaching and learning from fellow residents.

- James has a vast collection of handwritten recipes and enjoys sharing cooking tips with friends and family.

Pain Points:

- Limited availability of homemade, authentic, and culturally diverse dishes.
- Squeeze the margins of home chefs, making it difficult to sustain their business.
- Inconsistent quality due to lack of direct supervision.
- Inconsistent delivery times leading to customer dissatisfaction, especially for time-sensitive customers like students and professionals.
- Inability to communicate specific preferences directly with the cook.
- Missing the taste and nourishment of staple diet
- Lack of cooking skills
- Unhealthy and expensive dine out options
- Sellers are unable to reach a wider audience
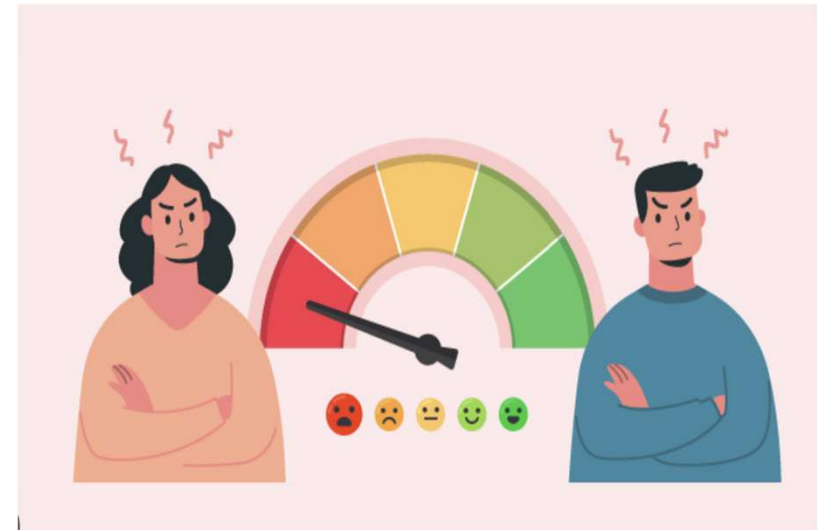
UX Research Methods

Personas: Personas help ensure that the platform serves a variety of users effectively, enhancing its overall usability and appeal. Personas humanize user data, enabling designers and developers to tailor the user experience to specific needs and behaviors.

Empathy Map: Visualize and map out user emotions, thoughts, and experiences throughout their journey on the platform. The empathy map's purpose is to build a deeper understanding of users' needs and pain points, fostering empathy among the design and development teams.

SWOT Analysis : Evaluate the platform's internal strengths and weaknesses, as well as external opportunities and threats. The SWOT analysis is essential for making informed strategic decisions and shaping the platform's direction.

Empathy Map: Alex – A working Professional

A1

Says:

"I'm always in a hurry and don't have time to cook."

"I want to eat healthily, but it's tough with my busy job."

"I wish there were more diverse food options available for delivery."

Thinks

"I need convenient meal solutions that fit my demanding work schedule."

"Finding healthy, homemade meal options should be easier."

"I want to explore different cuisines without leaving my home."

Goals:

Increased convenience and improved work-life balance.

Time saved on meal preparation and cooking.

Access to a variety of healthy and diverse homemade meal options

Satisfaction from enjoying restaurant-quality food without leaving home.

Does:

Frequently orders takeout or delivery.

Searches for quick, diverse meal options online.

Shares dining experiences and recommendations with colleagues and friends.

Feels:

Frustrated with limited healthy dining choices.

Excitement when discovering a new, convenient meal option.

Stressed due to a busy work schedule

A1   Asus, 10/30/2023

SWOT Analysis

Strengths:

Specialized Niche: The platform's focus on connecting home cooks with customers in need of homemade meals creates a unique and specialized niche in the food delivery industry.

Diverse Culinary Experiences: With a variety of home cooks offering different cuisines, the platform can provide customers with diverse culinary experiences, appealing to a wide range of tastes and preferences.

Personalization: The ability to match users with home cooks based on culinary preferences offers a high level of personalization and enhances the user experience.

Weaknesses:

Market Entry Barriers: The platform may face challenges entering markets dominated by established food delivery giants, making it essential to differentiate itself effectively.

Quality Control: Ensuring consistent quality and safety standards among a diverse group of home cooks may be a challenge, potentially leading to inconsistent customer experiences.

User Adoption: Convincing users to try homemade meal options from unfamiliar home cooks might be a hurdle, especially in areas where the concept is less common.

Opportunities

Growing Trend: The rising trend of seeking healthier, homemade meal options among consumers provides a significant growth opportunity for the platform.

Market Expansion: Expanding into new geographical areas and target markets can help the platform tap into a broader customer base.

Collaborations: Partnering with local food producers and suppliers can enhance the variety and quality of ingredients available to home cooks, further improving the offerings.
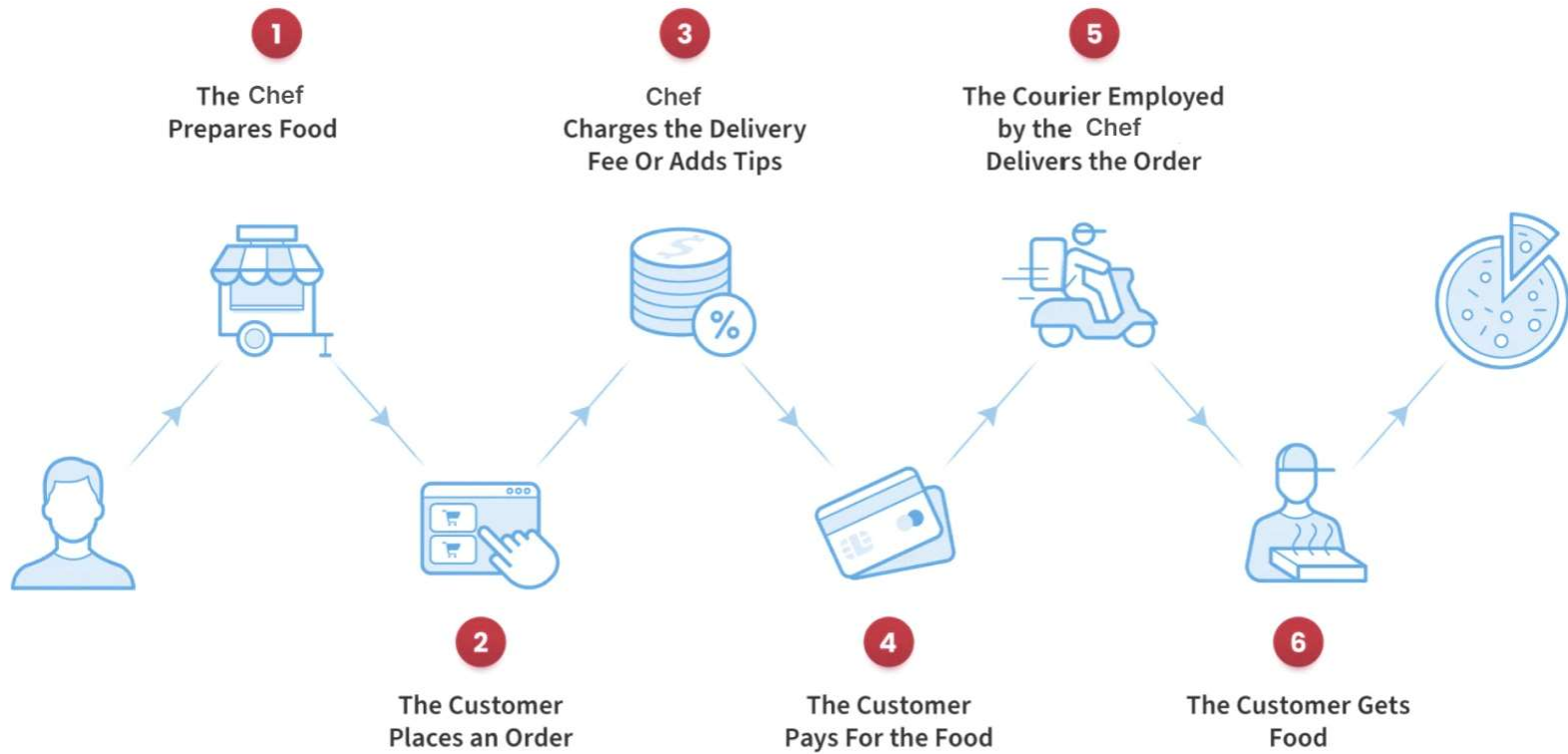
Threats:

Competition: Intense competition from established food delivery apps and emerging competitors in the homemade meal sector can pose a significant threat.

Consumer Trust: Negative incidents or food safety issues involving home cooks can damage the overall trust and reputation of the platform.

Supply Chain Disruptions: Disruptions in the supply chain can impact the availability of ingredients for home cooks, affecting their ability to meet customer demands.

Design Process

1 The Chef Prepares Food

2 The Customer Places an Order

3 Chef Charges the Delivery Fee Or Adds Tips

4 The Customer Pays For the Food

5 The Courier Employed by the Chef Delivers the Order

6 The Customer Gets Food

Usability Testing:

USER	ACTIVITY	FEEDBACK	ACHIEVED
User/Chef	Onboarding	Easy steps provided for users as well as chefs to login and signup. Seamless onboarding process is provided	✅
User	User Home	Have them browse sample vendor profiles and meal listings. Observe how they interact and if they can easily find what they're looking for.	✅
Chef	Chef Home	Ask them to list a sample meal and set pricing. Observe how intuitive the interface is.	✅

Usability Testing:

Information Architecture
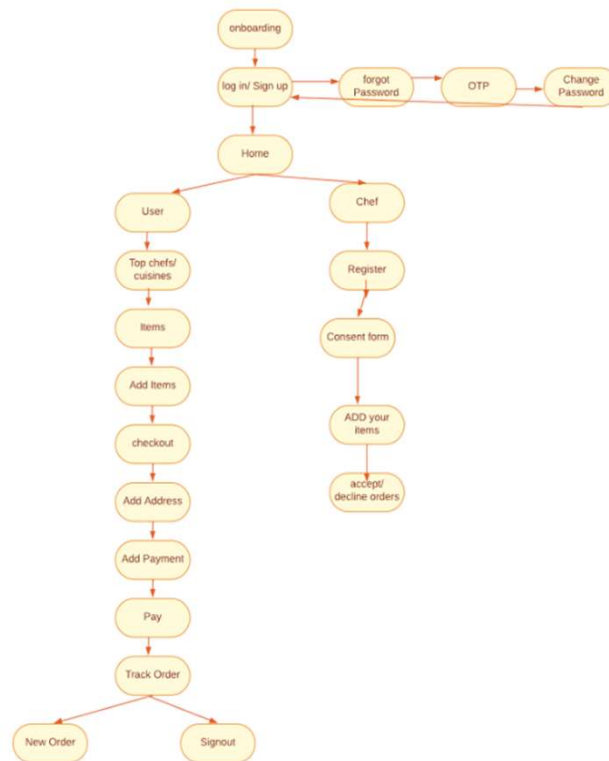
Conclusion

1. A user-friendly digital platform with robust search features, streamlined ordering, and a secure payment system, connecting home cooks and customers effortlessly.
2. Established product objectives like payment security, convenience and time efficiency.
3. Detailed user personas representing different target user groups aided in understanding and designing for diverse user needs and behaviors.
4. Empathy Map helped us understand and empathize with users by capturing their feelings, thoughts, and motivations to create user-centered solutions.
5. Used SWOT Analysis to evaluate the organization's Strengths, Weaknesses, Opportunities, and Threats in a concise visual format.

Thank you!