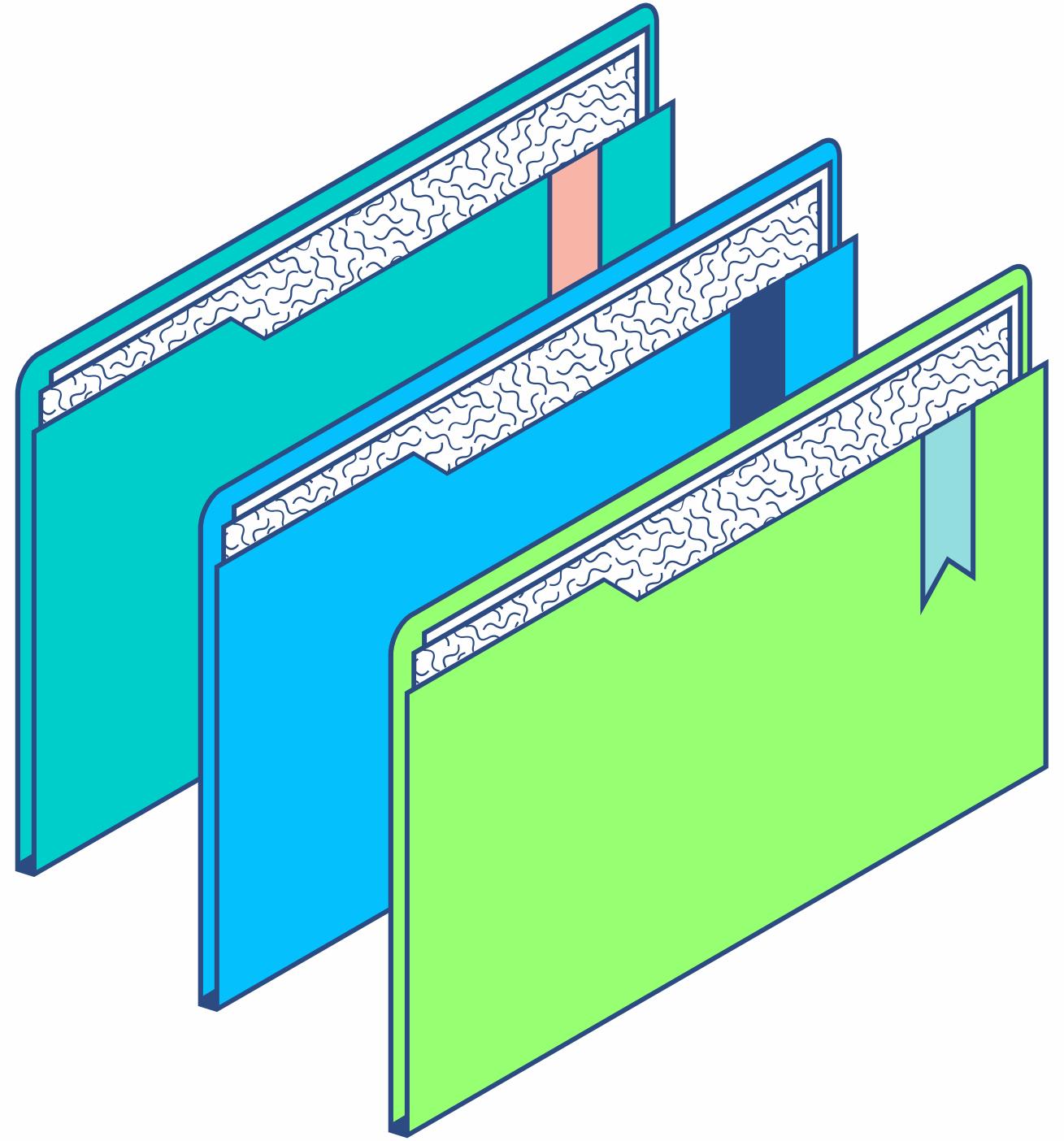


A QUICK INFORMATION GUIDE

# CraveCompass

A project presentation of MA Solutions



# Agenda

KEY TOPICS DISCUSSED IN  
THIS PRESENTATION

- Motivation
- Top requirements
- Design
- Evaluation
- Conclusions

# MOTIVATIONS - WHAT

what problem are you addressing?

The city's growing curiosity has increased demand for information about exploring places, leading to the use of social media platforms for location-based information. However, these systems often lack specialization and fail to advertise businesses fully. This has transformed food trends, making it challenging for businesses and customers to adapt to specific tastes and preferences, resulting in lost revenue and wasted time.



# MOTIVATIONS - HOW

## HOW DID WE IDENTIFY THE PROBLEM?

The application aims to address the lack of knowledge and preferences in food trends by providing users with information on food categories, locations, and menus. It will also include a dynamic food cost database to reduce anxiety. Data will be gathered from 5-20 respondents using similar apps like Grabfood, Foodpanda, or food guides. A working prototype will be provided after completion.



# MOTIVATIONS - METHOD

## HOW DID WE CONDUCT THE STUDY?

The survey is conducted digitally through the use of Google Forms as a Platform. It consists of 3 sections: **Navigation, Main, and Manipulation**. Each has their functionalities and provides a benchmark for the functionality of the application. The results are interpreted using a 5-point Likert Scale, which the success of the application is based on the results.

Mean	Scale	Descriptive Equivalent	Classification
5.51 – 6.49	5	Highly Acceptable	SUCCESSFUL
4.51 – 5.59	4	Acceptable	
3.51 – 4.49	3	Moderately Acceptable	NEUTRAL
2.51 – 3.49	2	Fairly Acceptable	FAILED
1.51 – 2.49	1	Not Acceptable	
Overall Mean		Overall Descriptive Equivalent	



# TOP REQUIREMENTS - SURVEY RESULTS

**3.1**

ACCURATE FOOD PRICES  
SURVEY SHOWS PEOPLE  
HAVE A FAIRLY  
ASSUMPTION THAT PRICES  
ARE ACCURATE.

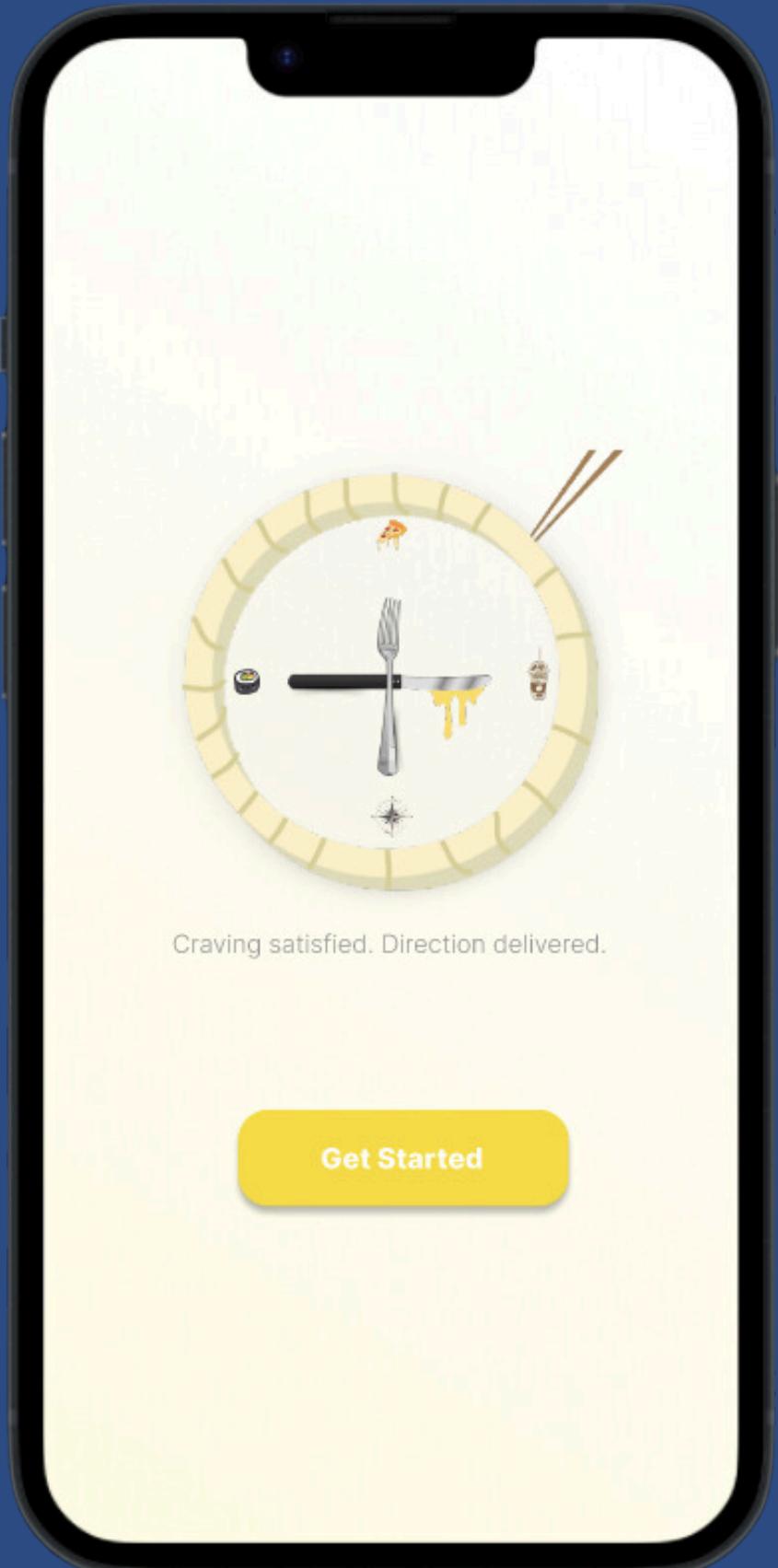
**3.4**

UPDATED LOCATIONS  
SURVEY SHOWS PEOPLE  
HAVE A FAIRLY  
ASSUMPTION THAT PRICES  
ARE ACCURATE.

PROJECT DESIGN

# CraveCompass

A project presentation of MA Solutions





Craving satisfied. Direction delivered.

**Get Started**

## BRIEF DESCRIPTION

CraveCompass is a basic IOS application intended to provide a solution to the general population with the latest and most accurate information related to the food market relative to the user.

# PROTOTYPE OBJECTIVE

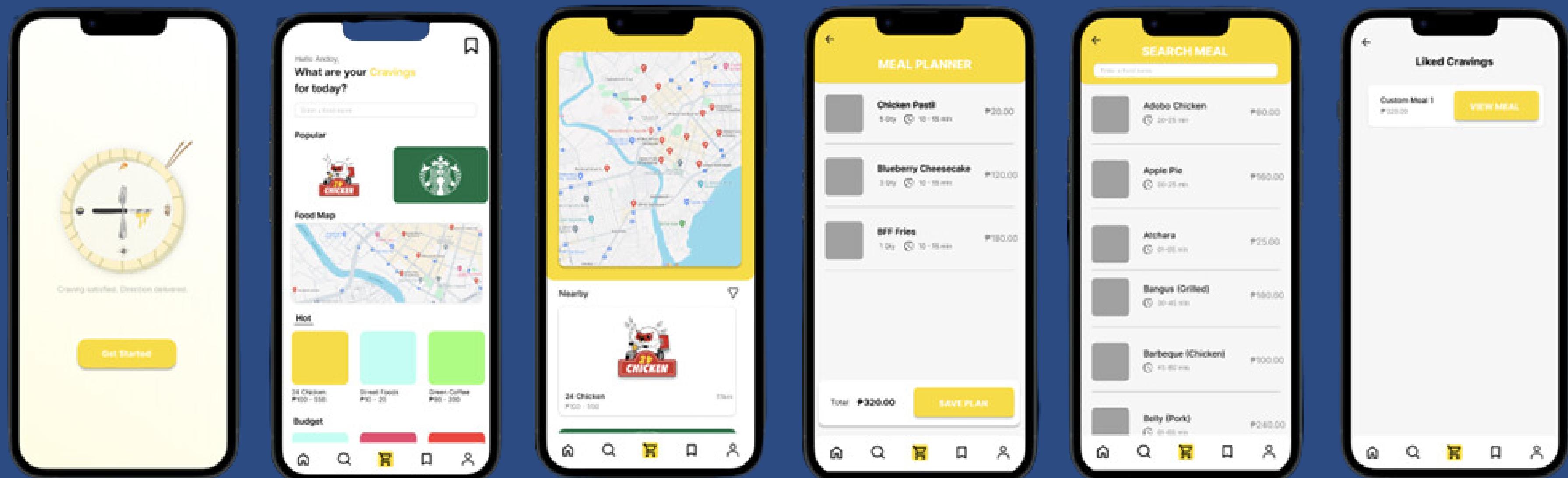
The prototype aims to provide a benchmark in how people would adopt an application with similar purposes to hundreds of existing and established applications but with an emphasis on providing information rather than service. Results will be used as a benchmark for future designs and implementations.



Craving satisfied. Direction delivered.

[Get Started](#)

# PROTOTYPE DESIGN



# PROTOTYPE DESIGN

## CRAVECOMPASS DESIGN IMPLIMENTATION



### COLOR PALETTES

USE OF A VIBRANT COLOR PALLETTE ENSURES THAT MOST COLOR ARE SUITABLE IN THE APPLICATION.

### MODERN UI

THE PROTOTYPE USES A MODERN UI SIMILARLY TO EXISTING APPLICATIONS TO REDUCE MEMORIZATION AND SPEED UP ADAPTATION.

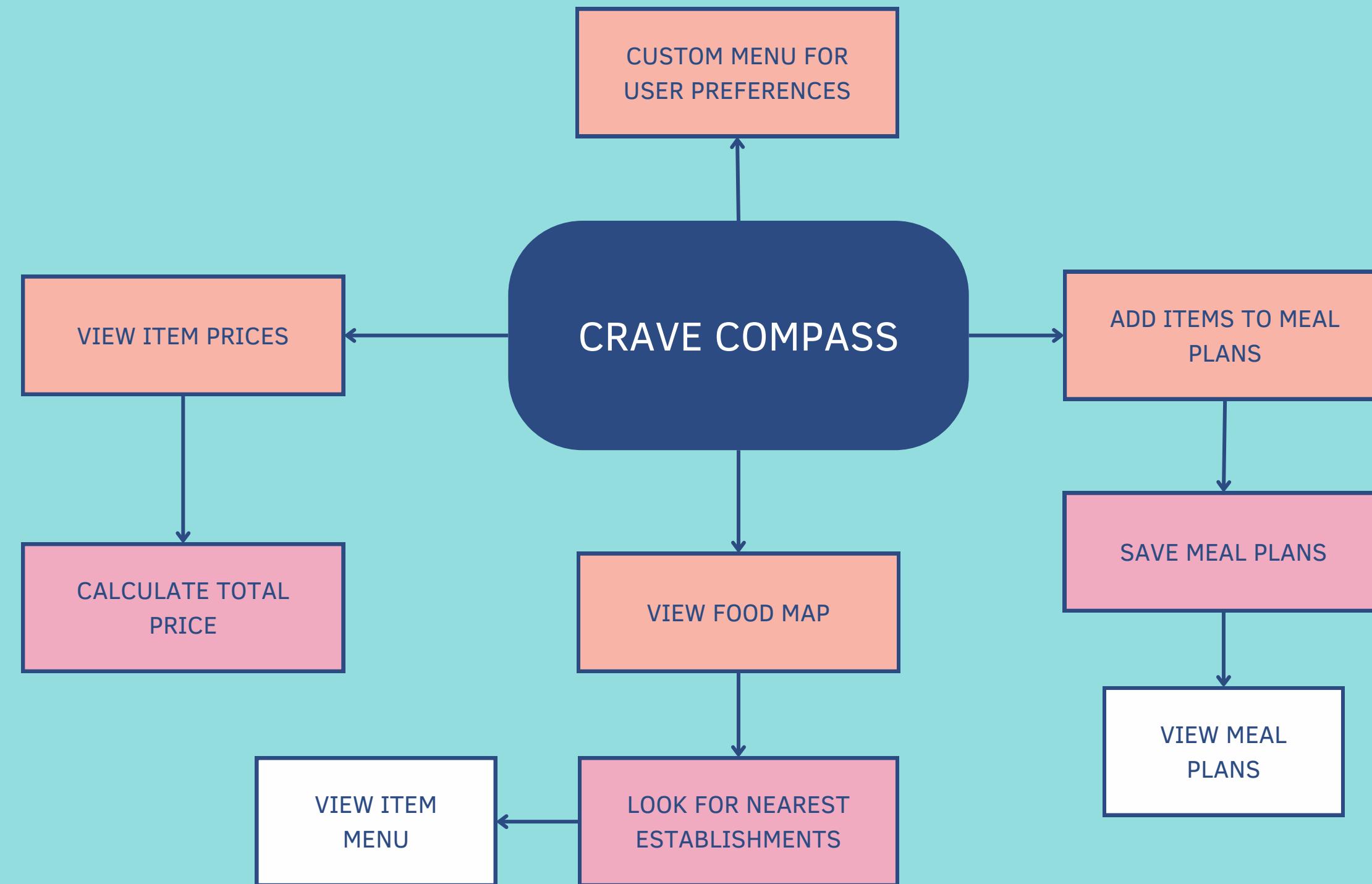
### FONT STYLE

THE PROTOTYPE USES **INTER** AS FONT DUE TO ITS WIDE UTILIZATION IN MODERN DISPLAYS AND FORMAL NATURE.

### RENDERING SOLUTION

**FIGMA** is used as the prototype's workspace and rendering solution due to its simple yet extensive functionalities and a built-in test mode.

# FEATURES



# EVALUATION PLAN

1 ————— 2 ————— 3 ————— 4 ————— 5

## STEP

### PREPARATORY PHASE

This step includes all preparatory steps in surveying by doing the following:  
Completion of the initial prototype, Survey, platform, and date.

## STEP

### PROTOTYPE LAUNCH

With the initial prototype ready for preliminary testing, link will be provided to the participants bundled with the survey for a smooth transition.

## STEP

### PROTOTYPE EVALUATION

Evaluation of the Prototype will be based on the questions provided on the surveys in: Testing, Heuristics, and Feedback.

## STEP

### PROTOTYPE DISCUSSION

After the survey concludes, a discussion among the team members and a translation of data will be conducted to provide a conclusion.

## STEP

### PROTOTYPE CONCLUSION

Once a conclusion is created, the team will provide insights as to the process and results which will highlight improvements and changes that can be made in future iterations.

# METHODS OF EVALUATION

## PROTOTYPE DESIGN

### USABILITY SPECIFICATIONS

This method will be tested through interactions between the participants and the software. Task will be given in 3 categories: **Navigation, Main, and Manipulation.**

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### HEURISTICS EVALUATION

The prototype will be evaluated using Nielsen's Heuristics, which assesses interfaces in independent walk-throughs.

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### PARTICIPANT SURVEY AND FEEDBACK

Forms will be handed out to the participants for reviews on the prototype. A 5-point likert scale is utilized and will be results will be given in both Qualitative and Quantitative form.

# ASSYNCHRONOUS TESTING

The screenshot shows a Google Form interface with the following details:

- Title:** MA SOLUTIONS CRAVE COMPASS
- Description:** This form contains the survey for USER FUNCTIONALITY. This will test the functionality of the Prototype based on the tasks provided by the developers.
- Link for Prototype:** <https://www.figma.com/design/pD1jeZKpyQhnbxzg9OL0iD/System-Prototype?node-id=0-1&t=rSe18ty9GUcWluIG-1>
- Question 1:** WHAT IS YOUR PARTICIPANT NUMBER? \*
- Question 2:** As a user, What is your expectation in:
  - 1 Not Acceptable
  - 2 Fairly Acceptable
  - 3 Moderate Acceptability
  - 4 Acceptable
  - 5 Highly Acceptable
  - Column 6
- Response Options for Question 2:**

On a scale of 1 to 5	1	2	3	4	5	Column 6
On a scale of 1 to 5	<input type="radio"/>					
On a scale of 1 to 5	<input type="radio"/>					
How easily ...	<input type="radio"/>					

GOOGLE FORMS

# USABILITY SPECIFICATIONS

BASED ON THE RESULTS, THE PRESENTERS FOUND THE APPLICATION TO BE SUCCESSFUL AND ACCEPTABLE ENOUGH.

25.4 SECONDS

AVERAGE TIME IN NAVIGATION

48.8 SECONDS

AVERAGE TIME IN MAIN FUNCTIONALITY

30 SECONDS

AVERAGE TIME IN DATA MANIPULATION

1 MINUTE & 44.2 SECONDS

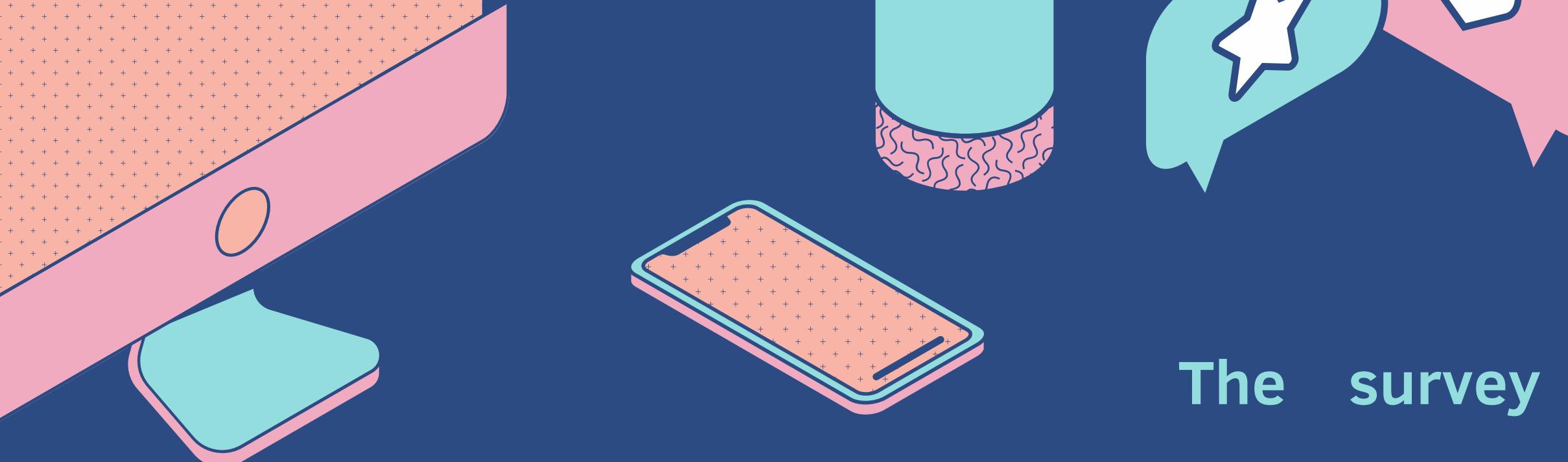
TOTAL AVERAGE TIME IN UTILIZATION



# OBSERVATIONS

HOW WELL DID THE PROTOTYPE PERFORM  
USING HEURISTICS EVALUATION?

Overall, the prototype managed to perform most of the heuristic requirements but failed at expectations on one which refers to error handling which can be addressed in future iterations.



# SURVEY

4.325

AVERAGE MEAN OF THE  
SURVEY QUESTIONS

The survey results show that the prototype is deemed acceptable by the participants which can be interpreted as a successful prototype. This is rated in terms of design, functionality, and usability.

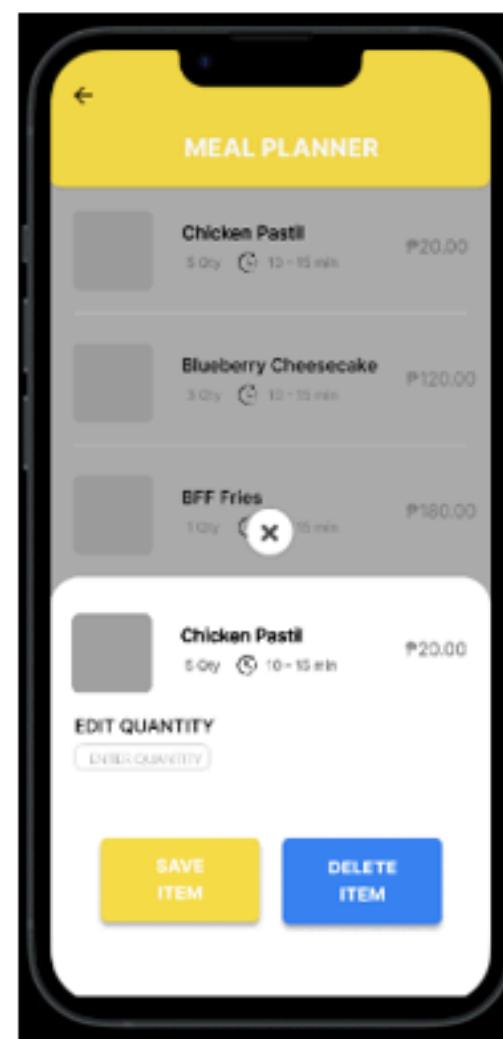


## FEEDBACKS

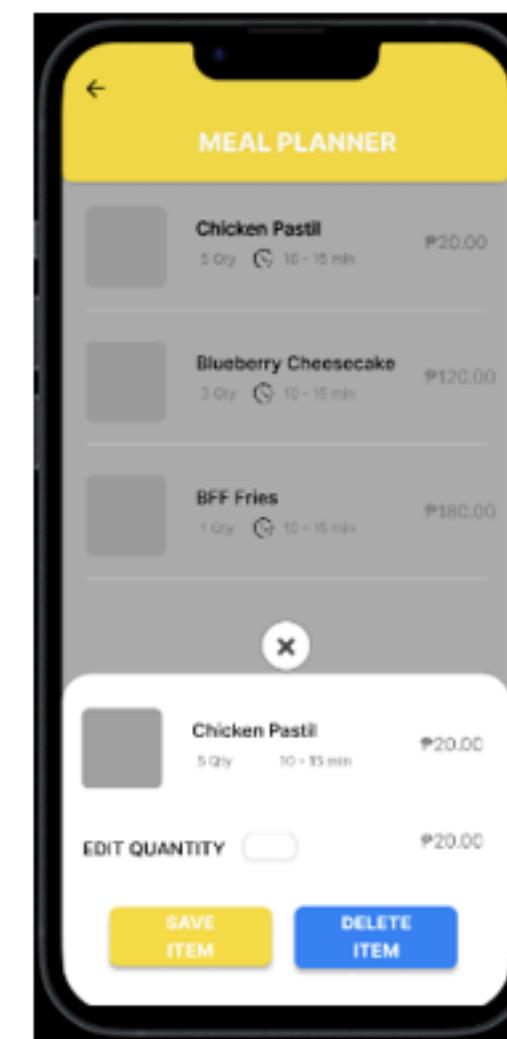
Based on the Survey Results, the team found multiple feedback messages related to the Prototype systems which include:

- I think the prototype is really good, just need some smooth transitions between interactions.
- Good enough, has potential. Just need some minor adjustments.
- Improve UI Design

# ALTERATIONS - EDIT ITEM MENU

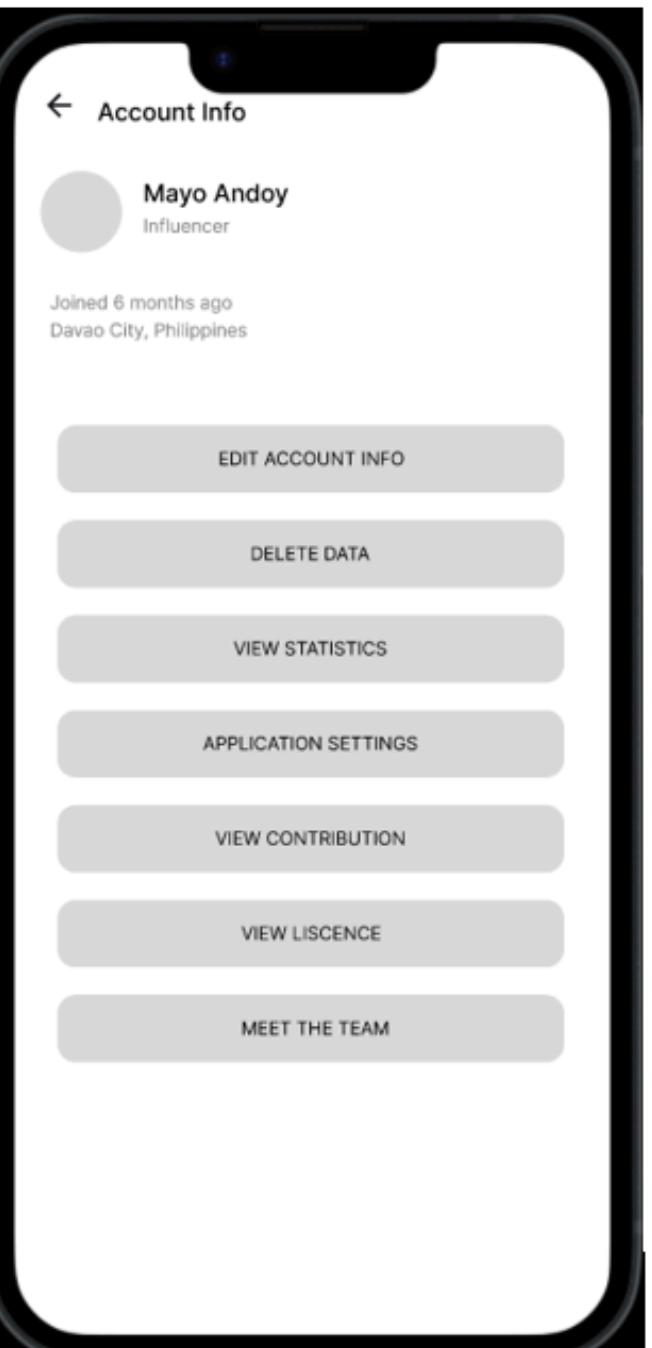


Before Changes



After Changes

# FEATURES NOT IMPLEMENTED



**Account info**

# CONCLUSIONS

Given more time, what would you do next?

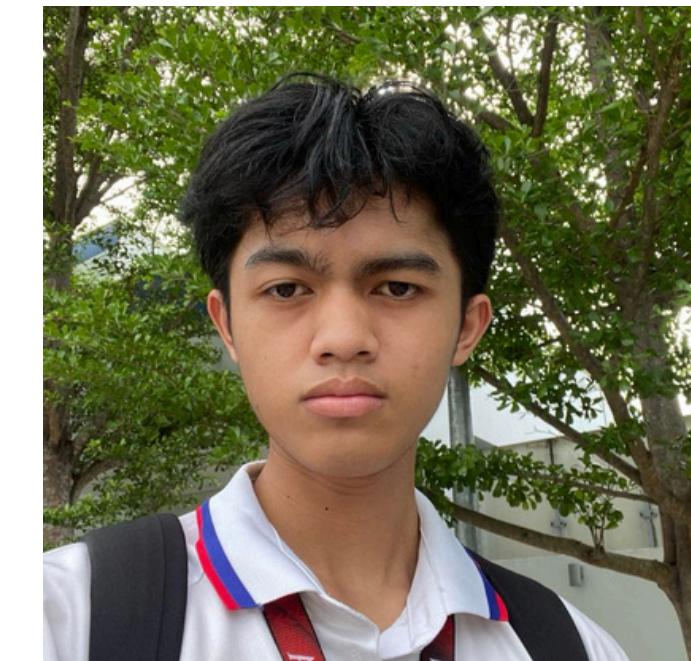
- Conduct a Physical Evaluation to have better interaction with the developer and user.
- Include more tasks to provide much more detailed information with the usability of the prototype.
- Present various cases to test the prototype's limitations.
- Utilizes other applications for better integration.

# MEET THE TEAM

THESE ARE THE MEMBERS OF MA SOLUTIONS THAT HAVE CONDUCTED THE STUDY AND FINISHED THE PROTOTYPE.



MAYO, JONATHAN LANCE S.  
1st Year - Information Systems



Andoy, Jervin R.  
1st Year - Information Systems



Andal, Ethan Alfonz S.  
1st Year - Information Systems

# FAREWELL!

THANK YOU FOR LISTENING TO THIS  
PRESENTATION.

