

# **ALIFOOD**

## **USER INTERFACE DESIGN**

### **PROJECT PRESENTATION**

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## Description of project

Our project will bring together all the restaurants in Aktobe. That is, we deliver food and drinks to people at any restaurant to their homes or workplaces.



## Discover Best Food You Need

The project will focus on the following target audiences:

- Office worker looking for lunch or breakfast
- Organizers of events at work or at home

## Description of functions

The user will search for food, and we will show him restaurants nearby that have this food. Or the user can choose food from the menu of any restaurant. then we complete the order online. After the user has paid, we will deliver the food.

## Demographics

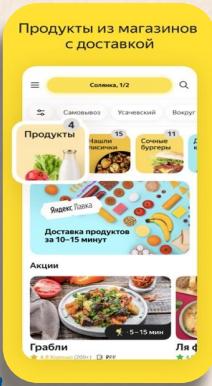
- Gender - both
- Education - college students or higher
- Occupations - office workers
- Age - 25-35 year old
- Location - urban



## Psychographics

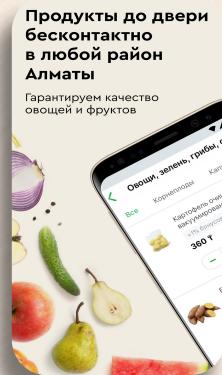
- Personality & Attitudes:
  - Snarky, expedient, efficient, social climber, professional
- Values:
  - Career, safety, discipline, finance, team building
- Lifestyles:
  - Video game, studious, partiers, spending time with friends, active

## Related Apps and Web-sites



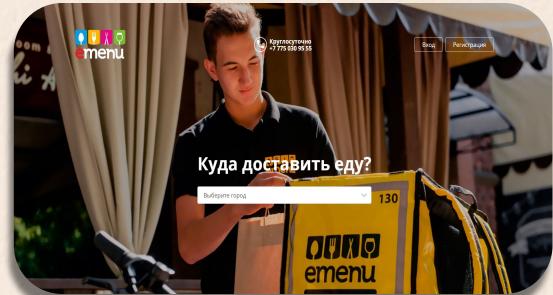
### Yandex.Food

A service for ordering fast food delivery from restaurants via a mobile app or website.



### Arbuз.kz

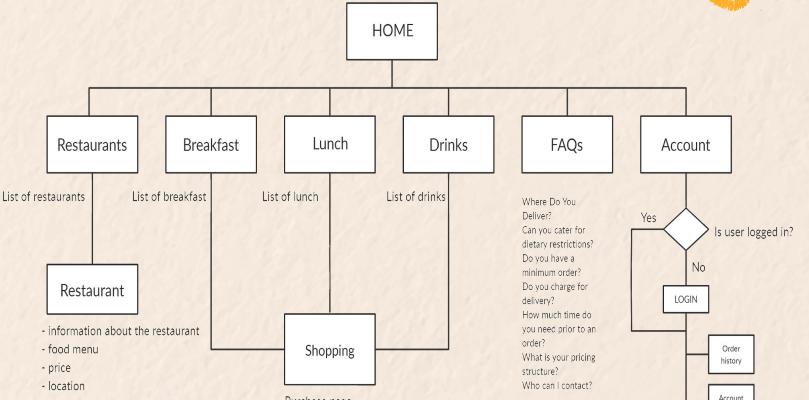
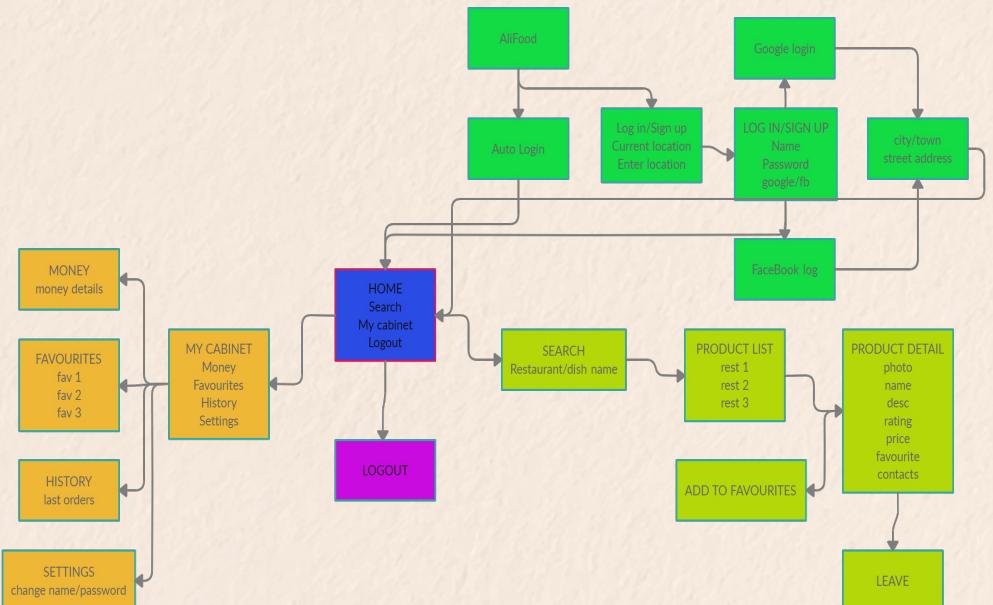
Online supermarket, provides users with a variety of products.



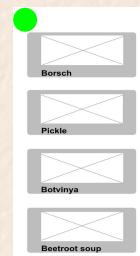
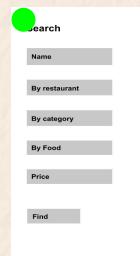
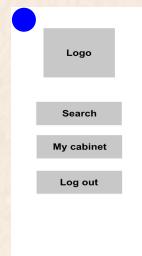
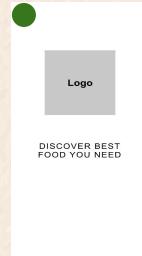
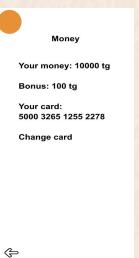
### Emenu

A free food and grocery ordering service that combines dozens of free delivery services from restaurants in Kazakhstan.

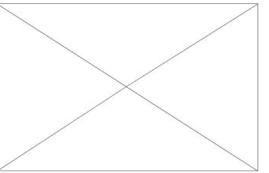
# Sitemaps for mobile app and web-site



# Wireframes for the app



# Wireframes



Rakhat

European, Kazakh, Eastern European, Japanese cuisine

Average bill:  
5000-9000 tenge per person

Rating:

☆ ☆ ☆ ☆

Contacts:

8 (7132) 41 94 19

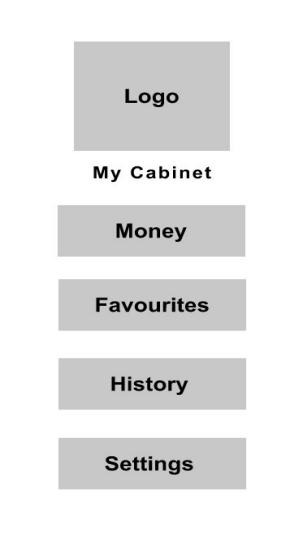
MENU

◀

之心

## Product detail page

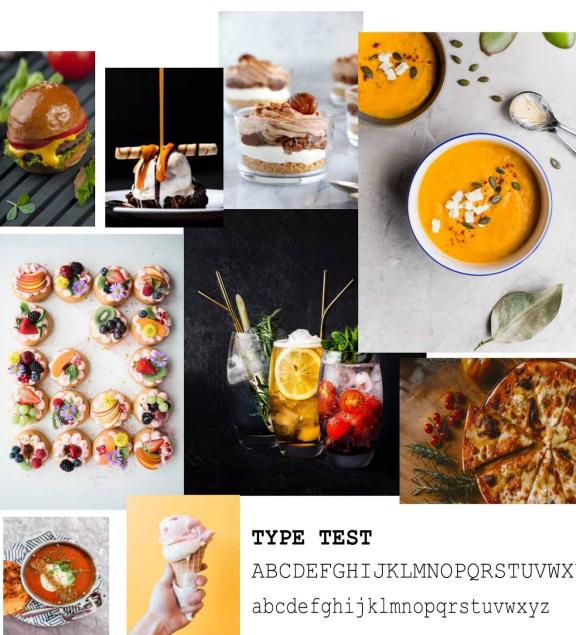
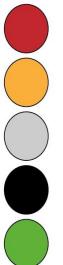
This page contains a product image, name, description, cost, rating, and contact number. If you click on the menu button, the restaurant menu will be displayed. Click on the heart icon and this product will be part of your favorite products. The back icon returns you to the back page.



## My cabinet page

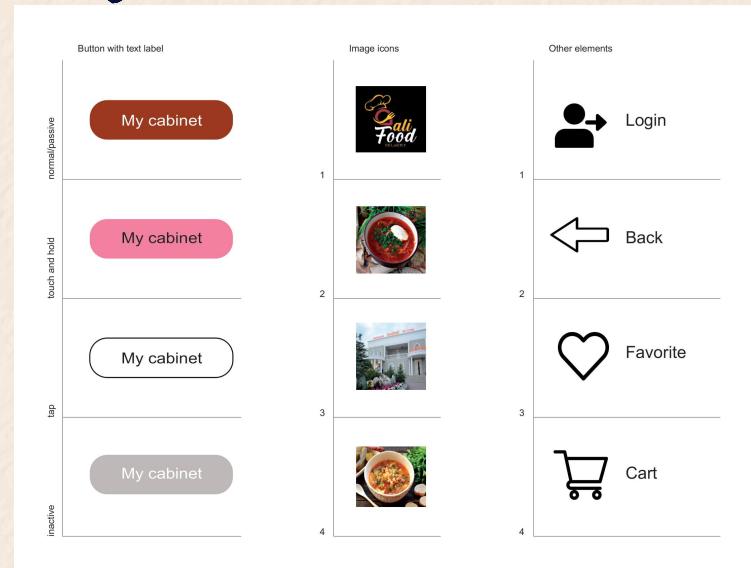
This page stores your account information. There are buttons on your card to go to your money information, go to your favorite products, go to your order history, and go to Settings.

# Moodboard and elements of my mobile app

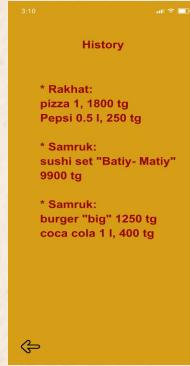
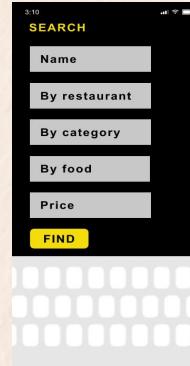
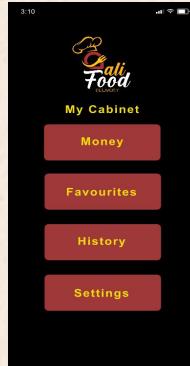


TYPE TEST

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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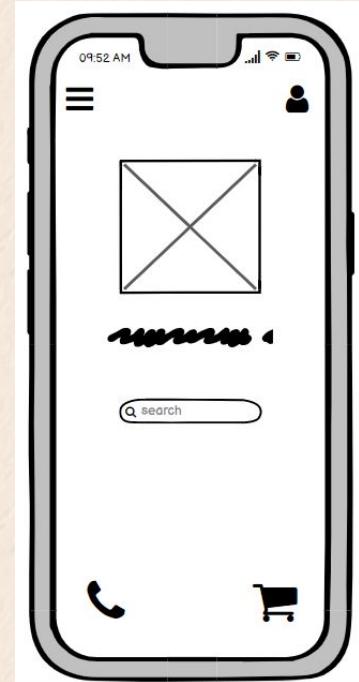
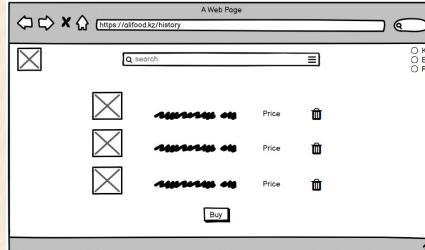
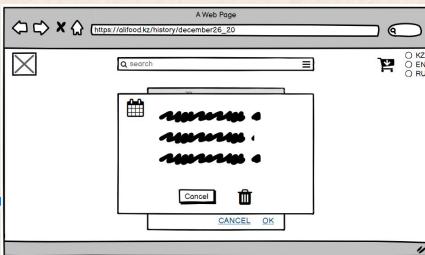
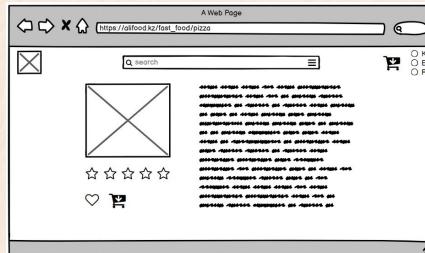
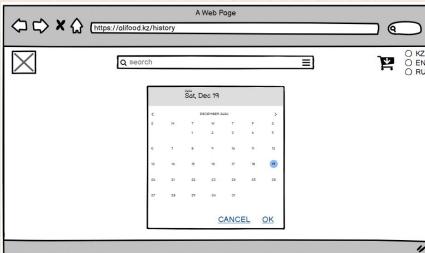
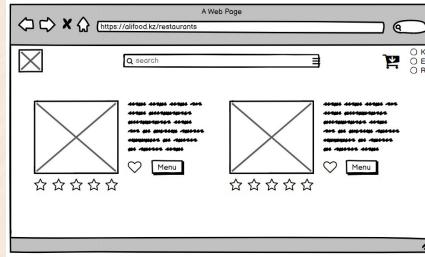
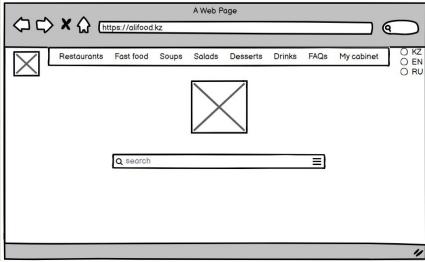


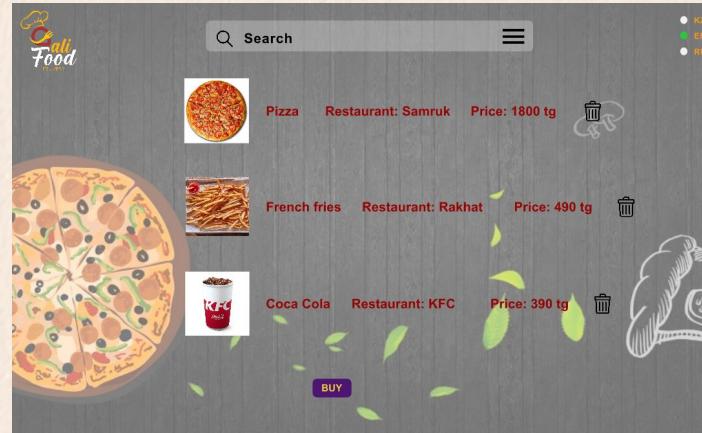
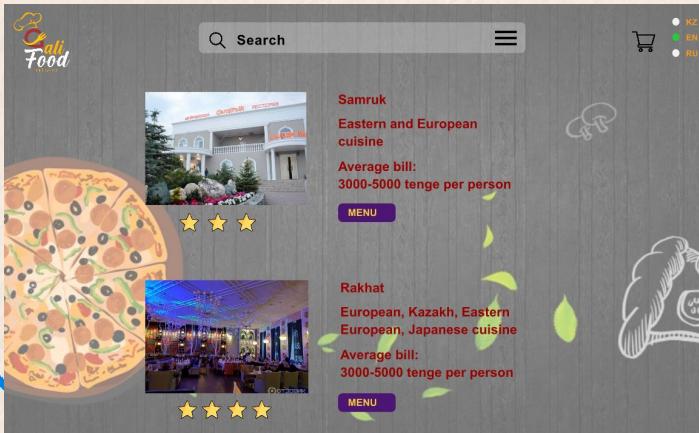
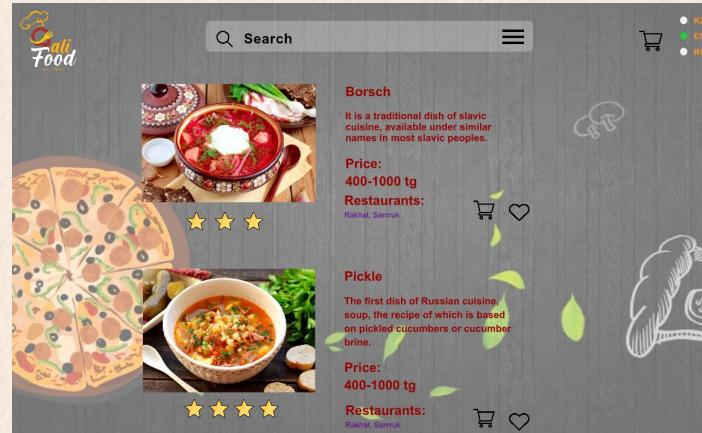
Link to clickable prototypes: <https://projects.invisionapp.com/prototype/ckhxtmf04005w9401jpxczow/play>



- Ability to log in to your own account
- You can search by restaurants or by food names or by prices
- Each account has a personal cabinet
- You can view your personal card info, order history, and favorite food or restaurants
- You can see information about restaurants or food
- You can add any food or restaurant to the favorites section
- You can add any food to your cart

# Wireframes for the web-site





Link to clickable prototypes: <https://projects.invisionapp.com/prototype/ckiw032c3001e2701krqdrdz1/play>

## Functions

- Home page: Click the Restaurant Label -> move to Restaurants page
- Click the Soups Label -> move to Soups page
- Click the Cart icon -> move to Cart page
- Click the Logo anywhere-> move to Home page

