
Design Sprint Foundations

Project 1: The Concept

LONG TERM GOAL

In two years GourmetAR will be the standard end-to-end, online food ordering system - with customers in all corners of the globe, that has the capability of displaying high-quality detailed cooked dishes in augmented reality on a mobile device (or other compatible device).

SPRINT QUESTIONS



1 | Can we make the benefits attractive enough that restaurants will be willing to pay for the use of our service ?

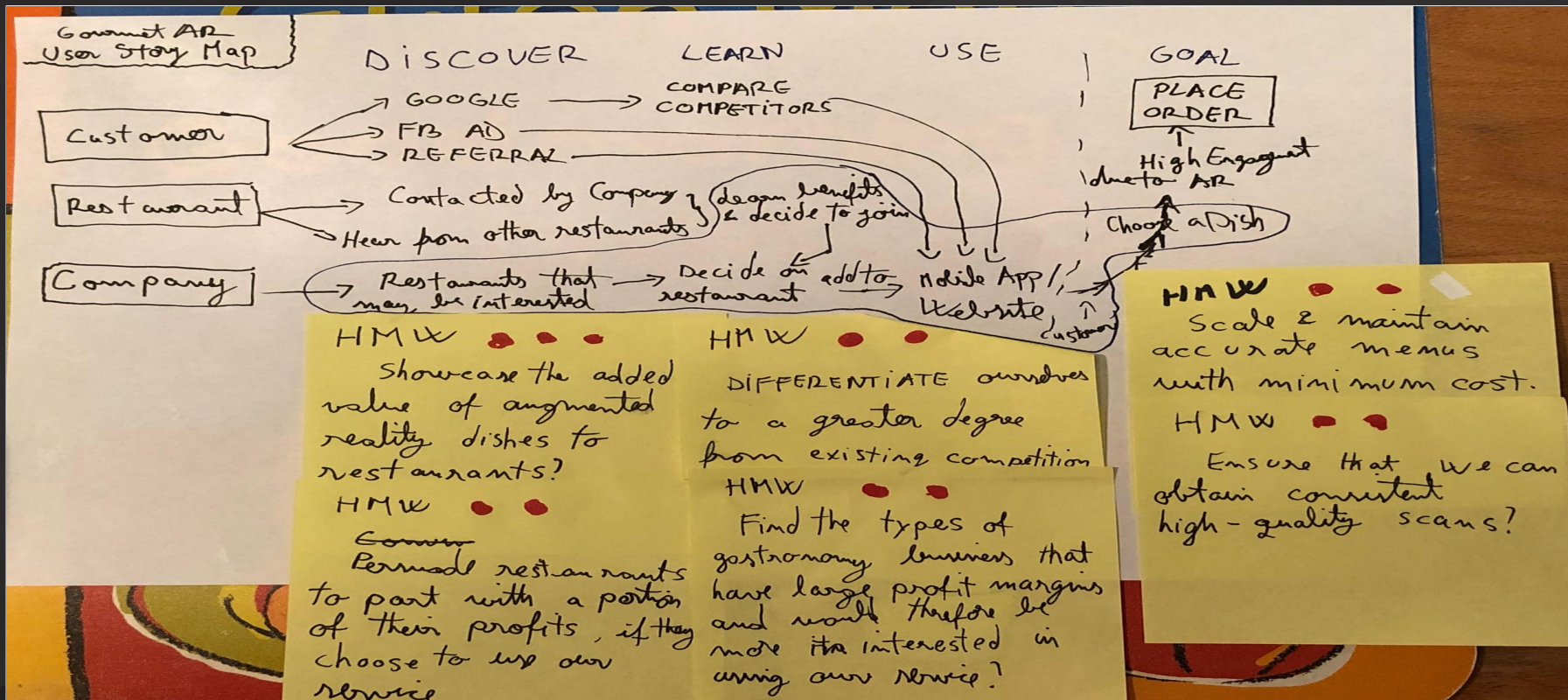


2 | Can we easily scale the business, while still maintaining a high standard of quality for our 3D models ?



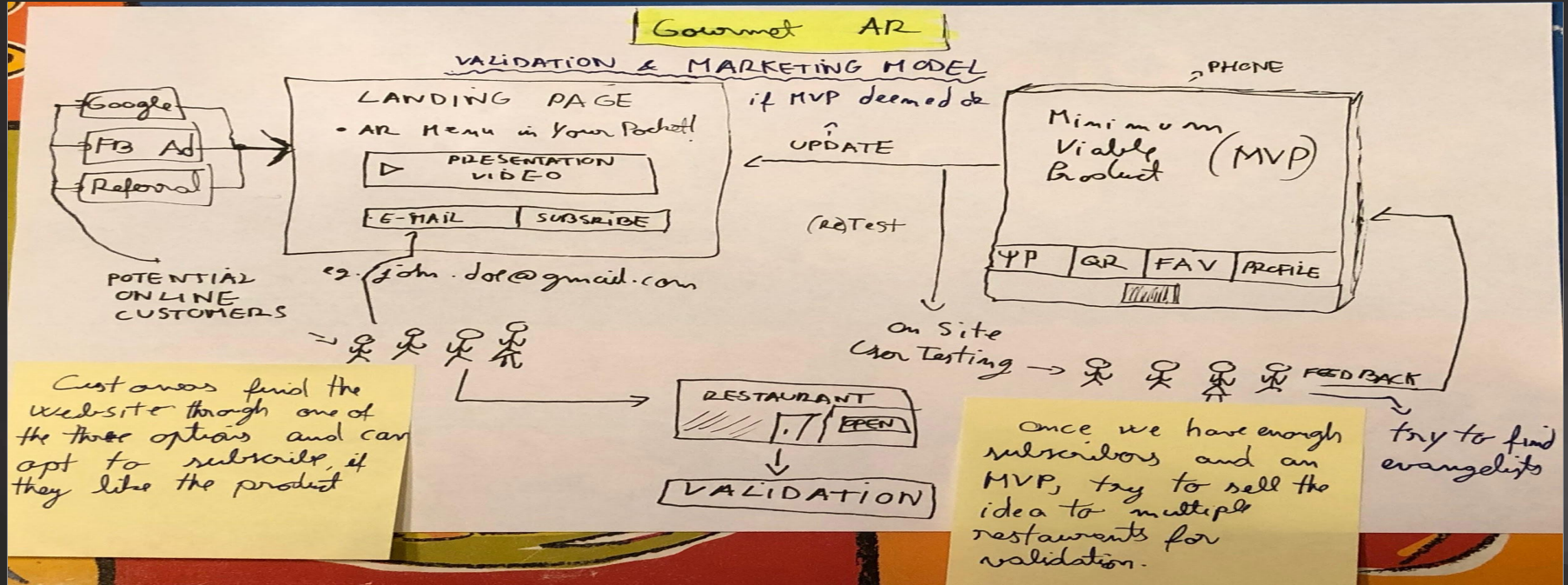
3 | Can we advertise our service in a way that will bring more customers to restaurants, while also increasing their engagement ?

YOUR USER STORY MAP



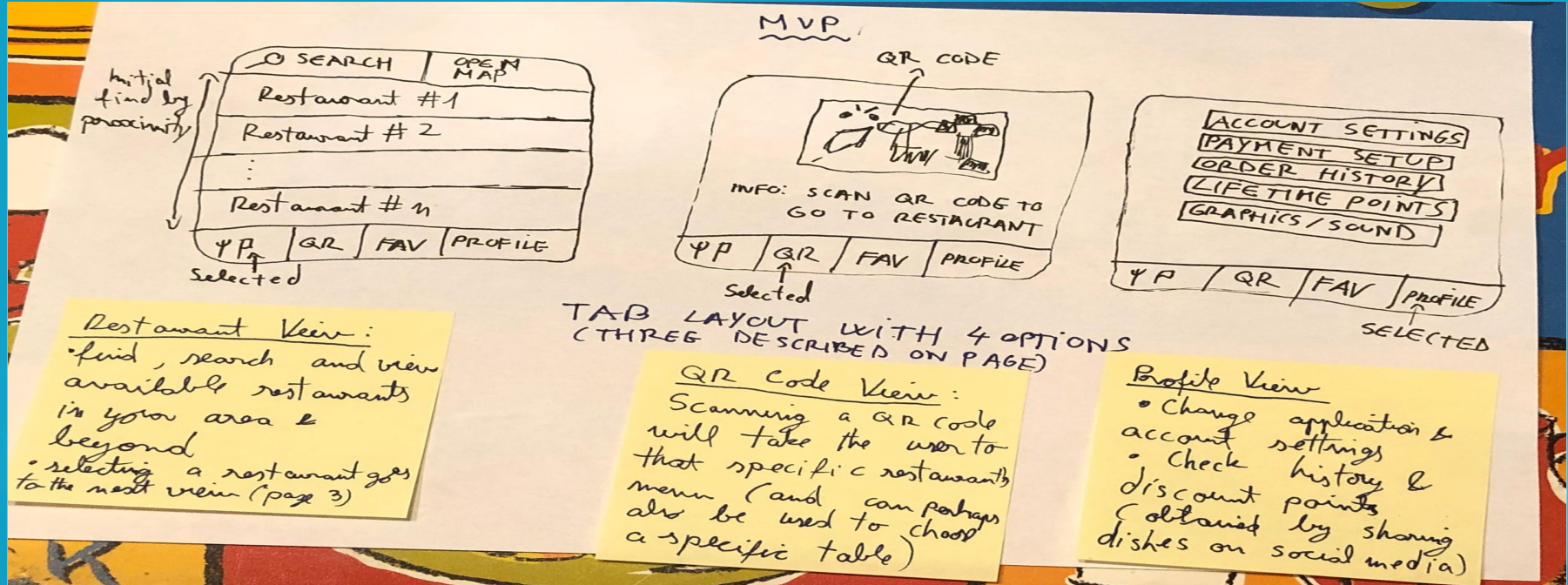


Gourmet AR - Validation & Marketing Model





Gourmet AR - Minimum Viable Product



Gourmet AR - Detailed Dish View in Augmented Reality

