

---

# Design Sprint Foundations

## Project 4: The Summary Report



## Interactive Prototype

The interactive Prototype has been uploaded to the Sketch Cloud platform. It is accessible at the following link: <https://sketch.cloud/s/Rln4Q/1aGOqy/play>

Note that the prototype has been updated with some corrections after the first user test (especially first two pages).

The prototype is simulated on an iPhone X.

However, the prototype is purely digital and it makes a few features, like Augmented Reality, hard to simulate correctly.



## Top Trends

1. The Facebook ad did not highlight the unique Augmented Reality 3D dish preview enough - although all users realized the product is about ordering food.
2. The general interaction flow was good, with some possible improvements suggested by the users.
3. The overall concept was described as fancy & generally liked, but the opinions were split on the actual usefulness of the 3D preview of the dishes. While most users acknowledge an added value, it was not a clear enough differentiator with respect to just using pictures, for example (this may, in part, be due to the tests not being conducted on a physical phone with camera and real 3D models).
4. Some users felt that the 3D preview complicates the ordering process and may be much better suited for home delivery.



## Long Term Goal Reflection

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 showing high-quality detailed cooked dishes in augmented reality.

The stated goal does not look to be achievable solely due to the AR 3D preview feature of food (some further differentiation may be required in order to achieve it). An option is to narrow down the scope of the goal and just focus on producing the Augmented Reality 3D preview side of things. This could then be integrated in an existing home-delivery product.

Otherwise, a full proprietary home delivery + ordering system needs to be created, which has the Augmented Reality feature as a differentiator (this is a much more complex endeavour, a different type of business). However, from the gained feedback it seems that this differentiator may not be substantial enough to go down this route - further testing is required to confirm or infirm this hypothesis.



## Sprint Questions & Answers



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

There is potential, but a second study needs to be performed, with actual 3D models, for confirmation from a user perspective (If the users are very engaged and want to buy, it will make restaurants interested - at least large or high-end venues).



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

Scaling may be difficult due to the requirements of capturing videos or many images for each food type. Perhaps the product is better suited for fast-food chain stores, where there is a common menu that does not change that often - and with limited items, available in most corners of the globe.



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

The ad has to be improved to more properly highlight the 3D dish preview feature in order to get a more useful response (user opinions were split).



## 5 Recommended Next Steps



1 | Redo the prototype test with high fidelity + actual phone camera + real 3D model use for food dishes (it will better differentiate with respect to the alternative of just having a picture)



2 | Improve the ad to more properly highlight unique benefits.



3 | Consider whether to focus on home delivery and, if an existing product should be leveraged (i.e: just add the AR support to an existing food delivery/ordering platform).



4 | Add the following requested features, but simplify overall process (keep app simple): dish customization, allergen information, more detailed ingredient information, payment and tip options



5 | Focus on food chain restaurants to reduce the number & frequency of required food scans. Also, create & provide a procedure so that the restaurants can do the scans themselves (further processing will be required by a 3D artist though, there is no way around this).



## Detailed Prototype Feedback - Part I

- [P] FB add looks good, would like to click it, if interested in food.
- [N] FB add did not clearly highlight 3D food preview feature.
- [P] Food selection & displaying was pleasant, and users almost immediately wanted to add to cart - they also wanted to see how the food looks like, but some users expected to get a little more information on the food.
- [N] Food selection & displaying - some users felt it is complex with respect to a classical ordering process and there are not enough controls to view the dish from a different angle or zoom-level. (this could be fixed by producing a high-fidelity prototype). Furthermore, some button's behavior was not clear for all users (Especially the button for removing the dish from the view in the bottom right corner)
- [P] The main menu was appealing, gave a choice of selecting a restaurant ("cool", "clear") - it made the user want to explore



## Detailed Prototype Feedback - Part II

- [P] The restaurant's main page was clear, and gave useful info - the expectation was for more info to appear as well as some type of visualization, when tapping on a dish entry from the left side.
- [N] Some users were confused about the right-side of the Restaurant's Menu View - which
- contained the Camera View. Some did not understand its purpose at this point (before inserting the dish).
- [P] Order & confirmation was straightforward & clear. Users wanted to add to cart and order right away and really liked that the ETA is displayed. They suggested to improve the process by providing recommendations on the Order page.
- [P] The more information feature was useful and had appropriate behavior, for the most part. Extra information was, however, requested (more info about ingredients, allergens etc.).
- [N] Some users complained about no easy feature to edit the cart during the ordering process.