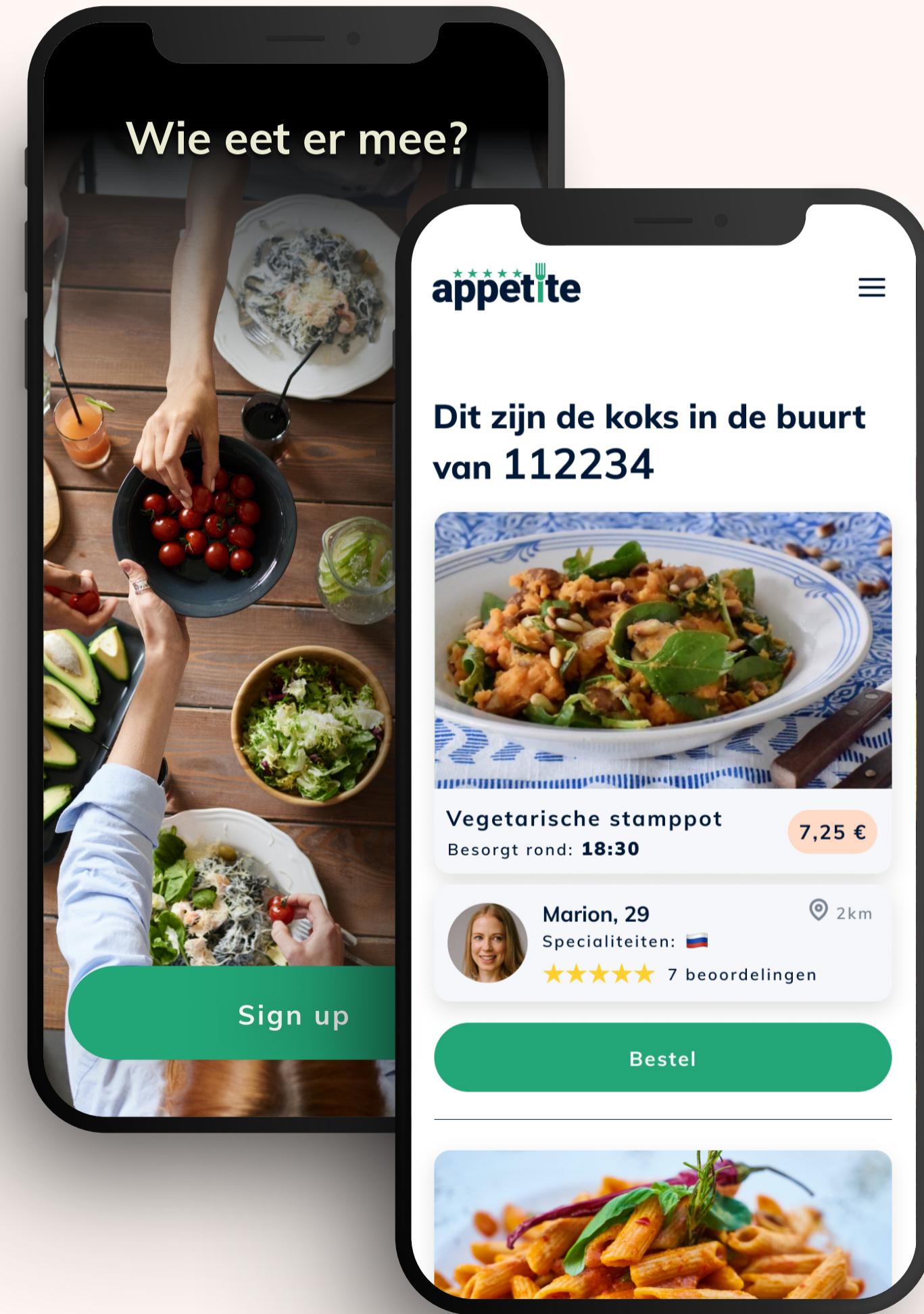




Food sharing app for  
neighbours



## Background

Appetite hired me to create a fresh new look for their app idea and improve the customer journey from a UX perspective. The focus was to create a minimum viable product mockup to pitch to investors and measure interest in the product.

## Project goals

- Create clickable prototype based on initial wireframes
- Improve the user journey by implementing UX best practices
- Design a contemporary website with clear call to actions
- Update the colour palette from the initial MVP to reflect a modern, fresh and up to date product.

## The challenge

The challenge was to create a Minimum Viable Product with a fresh look within a very short timeframe and a tight budget.

## Role

UX/UI Designer working with founders

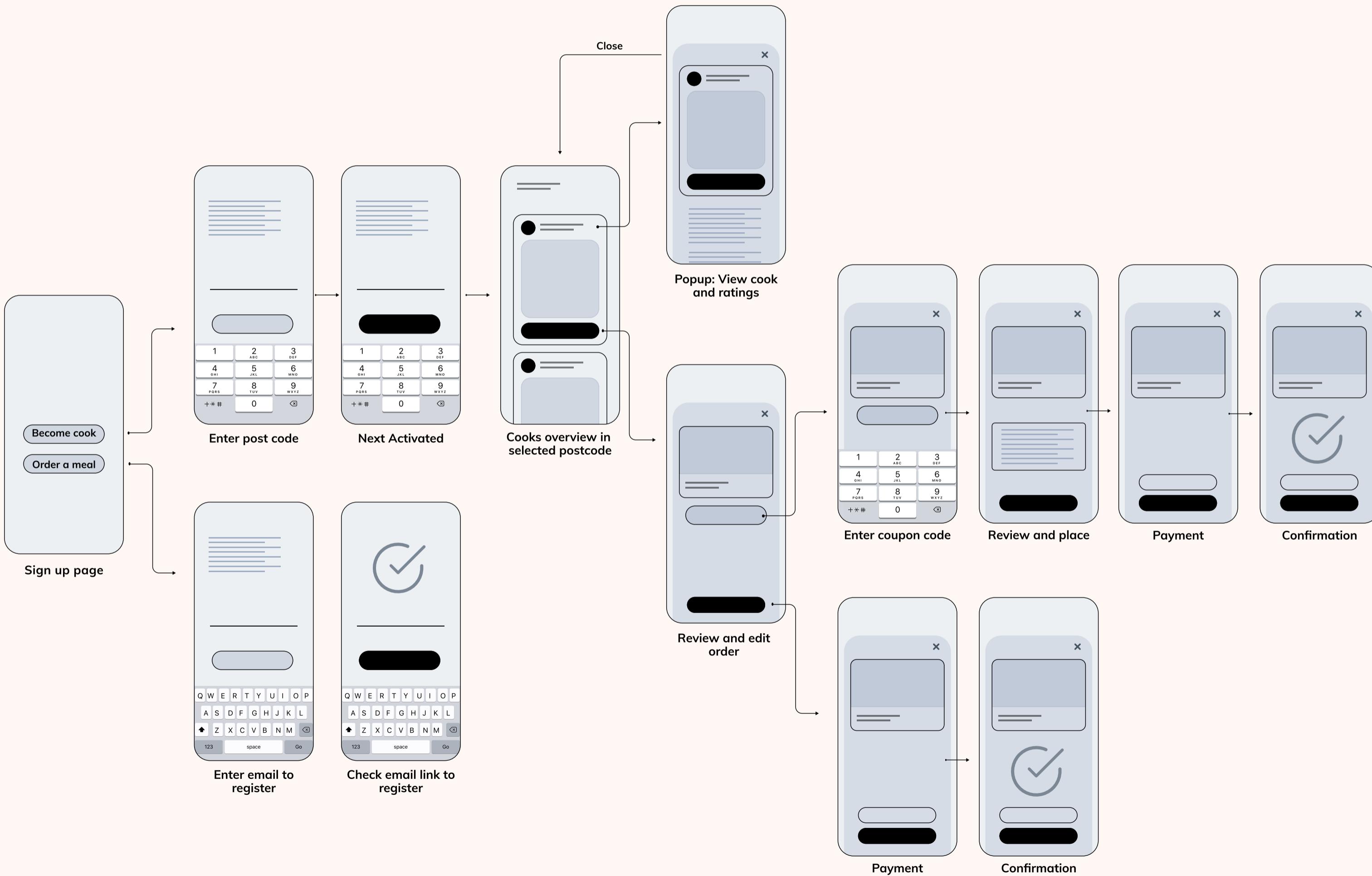
## Timeline

23 Nov 2020 - 12 December 2020 (3 Weeks)

# User Journey

I created the first user flow based on existing wireframes. There were two main journeys to consider.

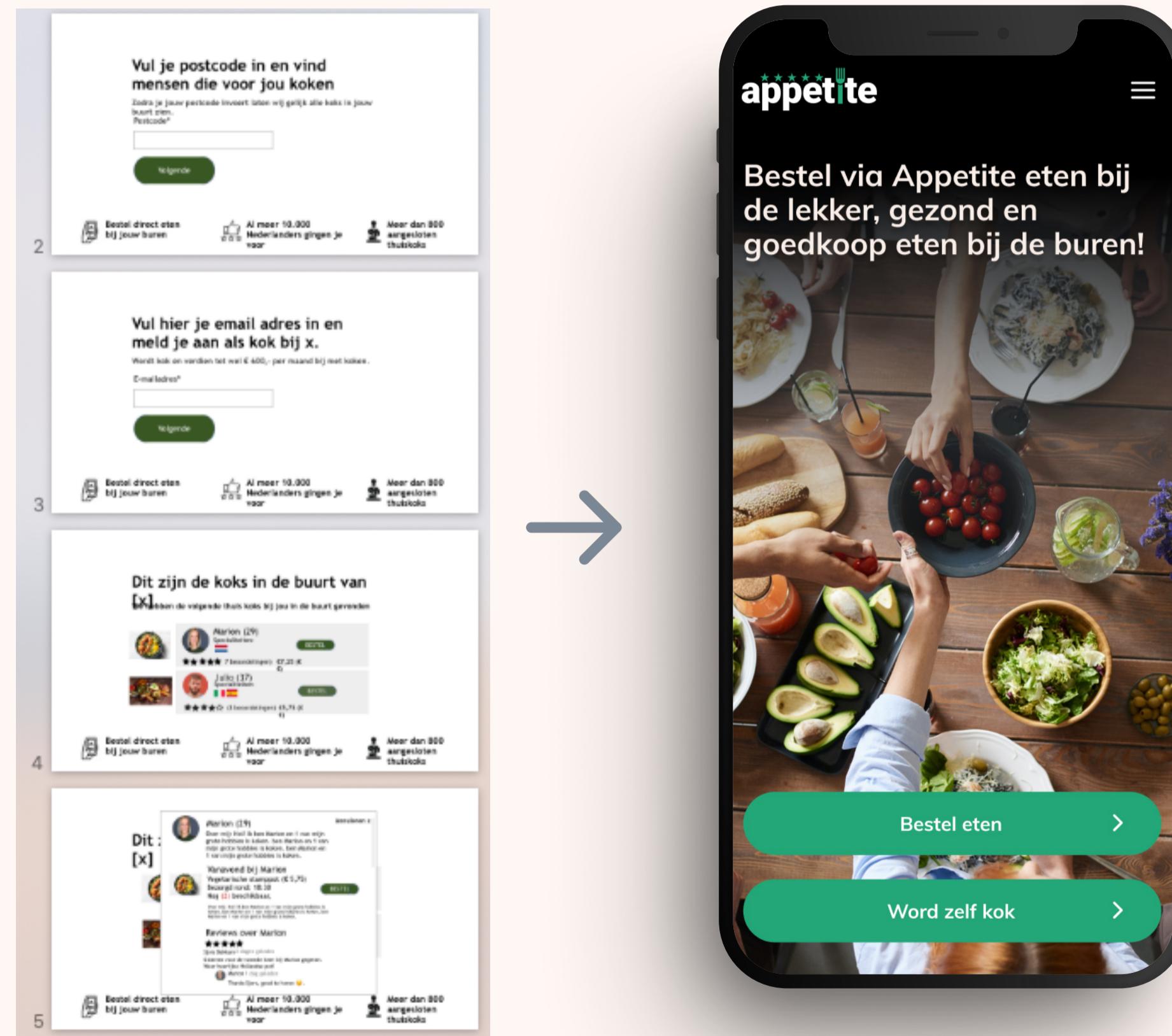
1. Become a cook
2. Order a meal (from a cook near you)



# Flow 1

From the clients initial ideas I created a simple mockup of the flow with a contemporary design following UX/UI best practices.

This flow demonstrates how you can enter your zipcode and see the meals available in your area.



[View Prototype](#)

# Website

I decided to work with a block building layout to make the initial development as simple as possible in a wordpress template.

[View prototype](#)

Home   Over ons   Word kok   Bestel   Contact

## Bestel eten bij een thuiskok bij jou in de buurt!

### Wie eet er mee?

- ✓ Eet snel een gezonde topmaaltijd
- ✓ Geen boodschappen doen, niet afwassen en koken!
- ✓ Leer je buren beter kennen!

Bestel eten



### Geld bij verdienen met koken voor de buren?

- ✓ Verdien tot €500 p/m bij met koken.

# Design Library

I updated the colour palette to represent feeling of freshness, reliability and innovation.

## Primary Primary actions, emphasizing navigation elements, backgrounds, text, etc.

Russian Blue  
900

#775E0D

Emerald Green 600

#E7B820

Blush 100

#F3DB90

Ivory 100

#F9EDC7

## Neutral (Grey) Text, backgrounds, panels, form controls.

Grey 400

Dividers, icons, disabled text

#7B8794

Grey 100

Disabled buttons

#E4E7EB

Grey 00

Secondary surfaces

#F5F7FA

White

Primary surfaces, text on dark surface

#FFFFFF

## Key Learnings

The key learning was to align my goals as a designer with the goals of my client.

My client wanted a Minimum Viable Product with less of an onus on making it pixel perfect or spending time on user research. As a designer I aim for perfection - in UX design, doing user research and interviews before creating a product is a core part of my process. For UI design, taking time to create a strong brand identity is key to creating a successful brand.

The challenge lay in working with a limited timeframe and budget with little focus on user research. I had to rely on my expertise as a UX designer by implementing UX/UI best practices and understand that the MVP would be a great springboard for starting user research in V2. This challenge was all about understanding the clients needs and the stage of the design process they were in!

## For V2

- User interviews & surveys to test the concept
- Usability testing based on MVP
- Branding workshop

## Client Feedback

**Freelance UI expert needed to develop some mockups**

★★★★★ **5.00** Nov 23, 2020 - Dec 2, 2020



*"Great UI specialist to work with, highly recommended."*