

# EZCATER INITIAL CONCEPTS

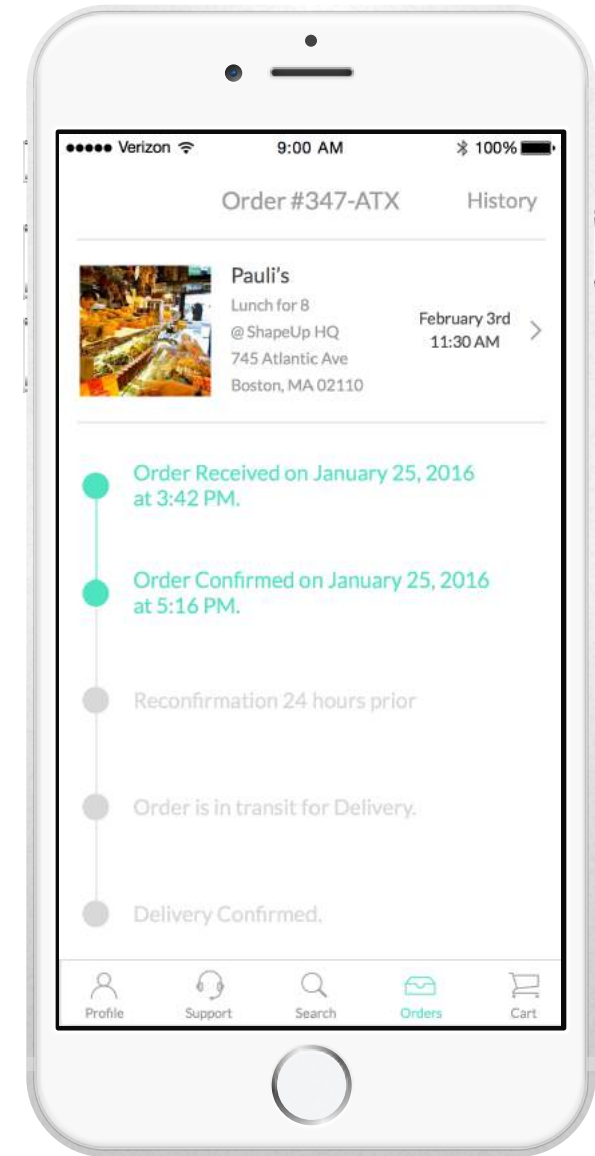


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# ezCater Initial Concepts

Will Younker

- I. Design Process
- II. Pharma Rep User Story
- III. Caterer User Story
- IV. Product Evolution Concept
- V. Landing Page Concepts



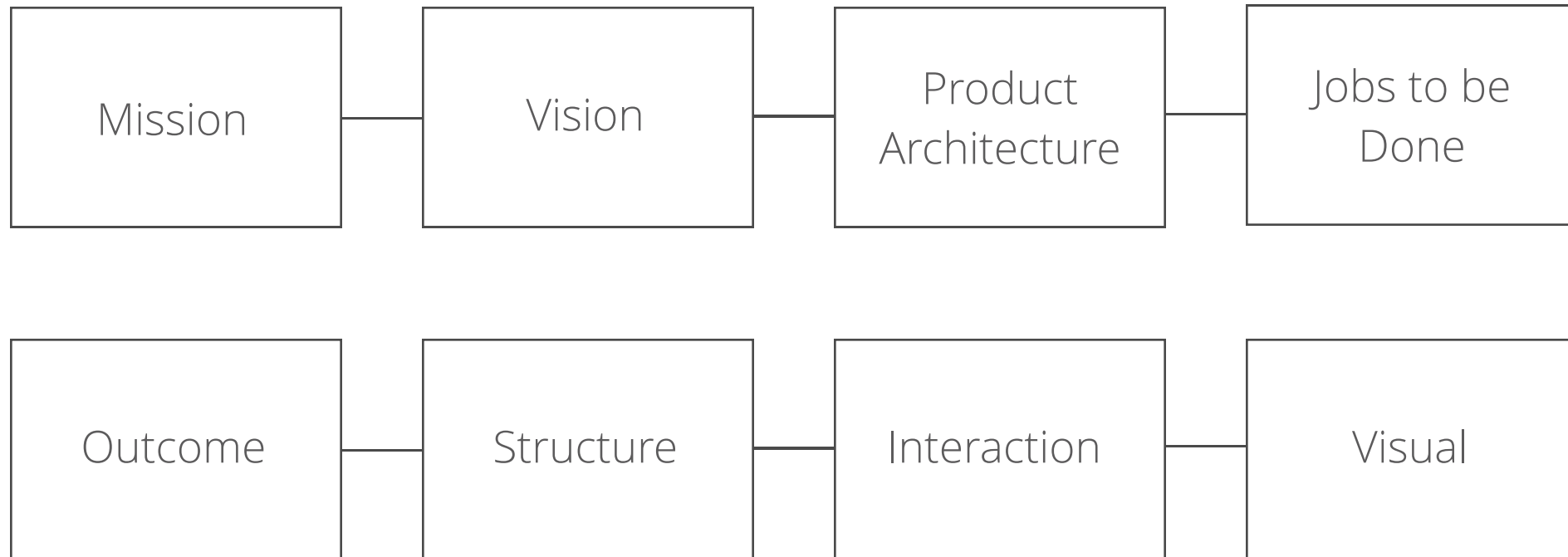
Order Tracking

Note: concepts created without ezCater's creative inputs or strategic objectives

# DESIGN PROCESS OVERVIEW

# Design Process: High Level Overview

Start Here



End Here

Note: this process also reads left to right from static to iterative. Mission is the foundation, Interaction and Visual are agile.

# **JOBS TO BE DONE (USER STORIES)**

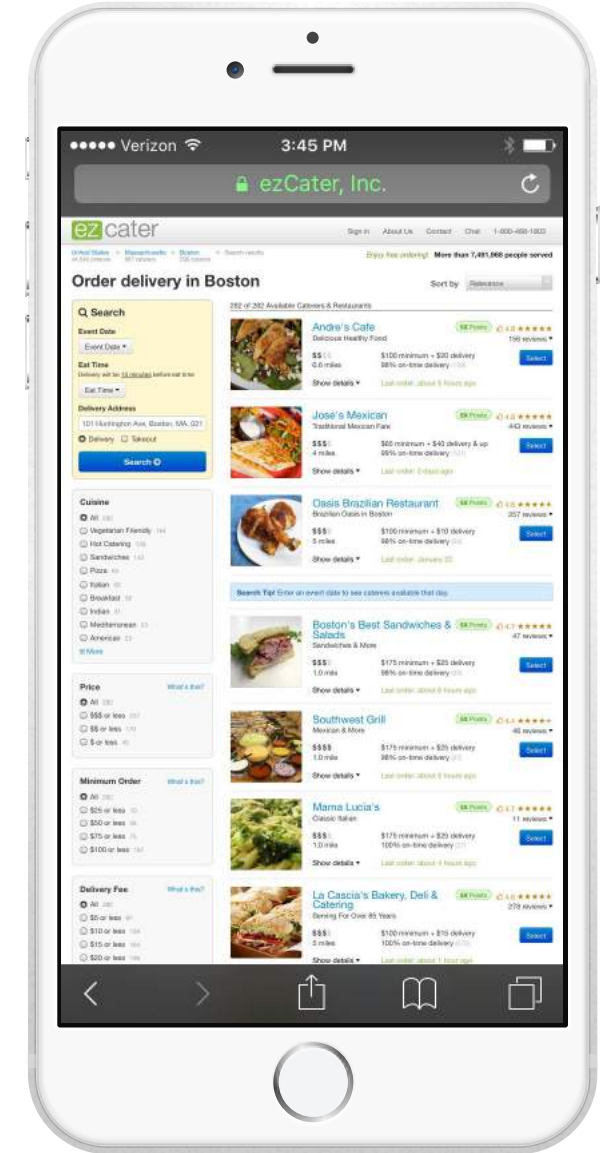
# Pharma Sales Rep

“ When I am on the road and can book a last minute in service presentation, I want to check catering availability as quickly as possible, so I can immediately confirm the meeting with my client who will only meet over BBQ lunch at his office. ”

# Current Process

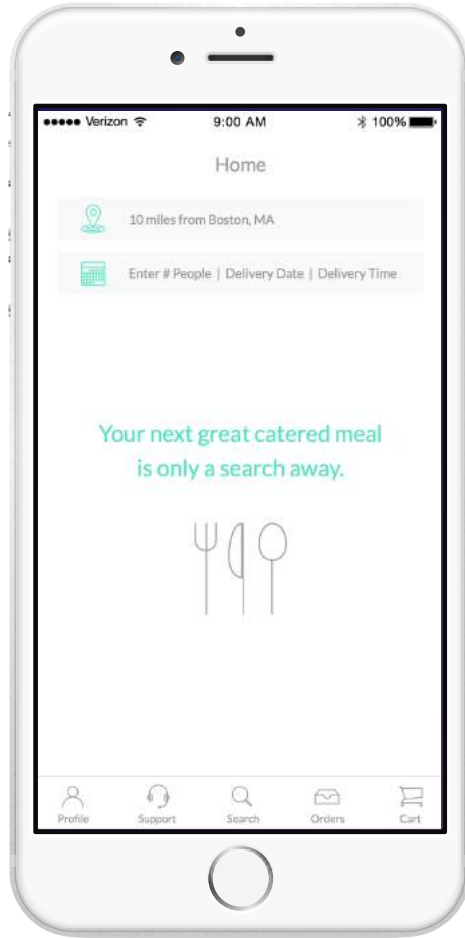
Current Process Requires 24 Steps:

1. Go to ezcater.com
2. Click search input
3. Type Address
4. Select Address
5. Click Search
6. Pinch and Zoom
7. Scroll
8. Select Filter
9. Scroll
10. Select Filter
11. Scroll
12. Select Filter
13. Pinch and Zoom
14. Select Date Field
15. Scroll
16. Select Date
17. Click Done
18. Select Time Field
19. Scroll
20. Select Time
21. Select Done
22. Pinch and Zoom
23. Scroll
24. Select Caterer

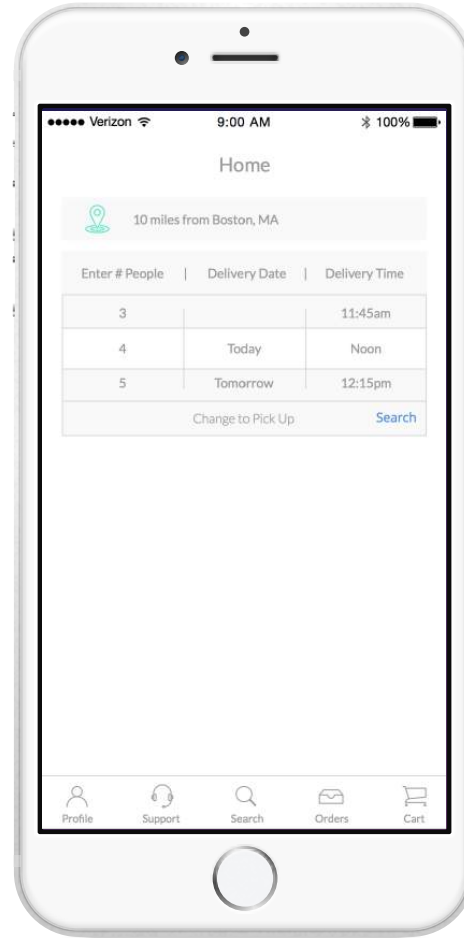


Current Search

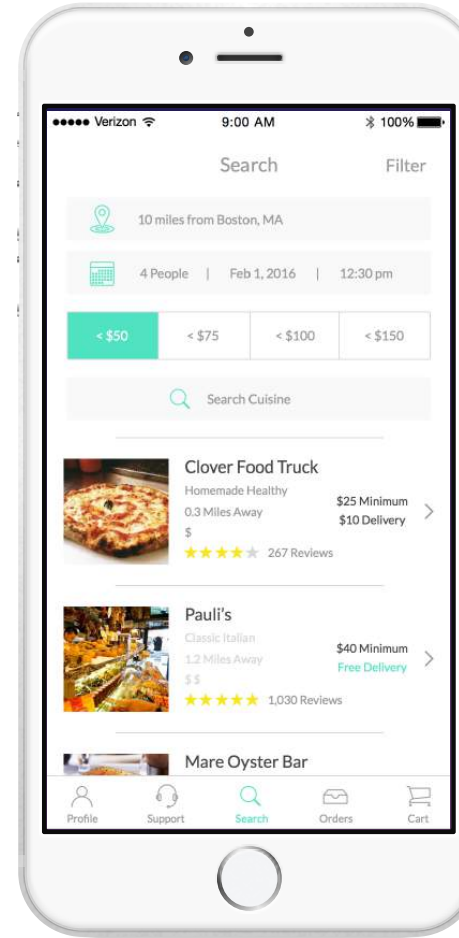
# New Process: 12 Steps



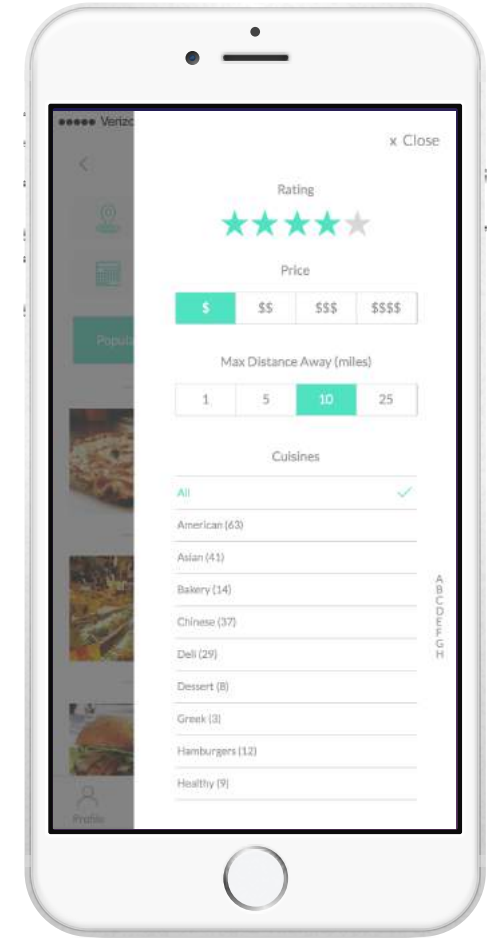
Start



Multi Select



Search Results



Filter Tray



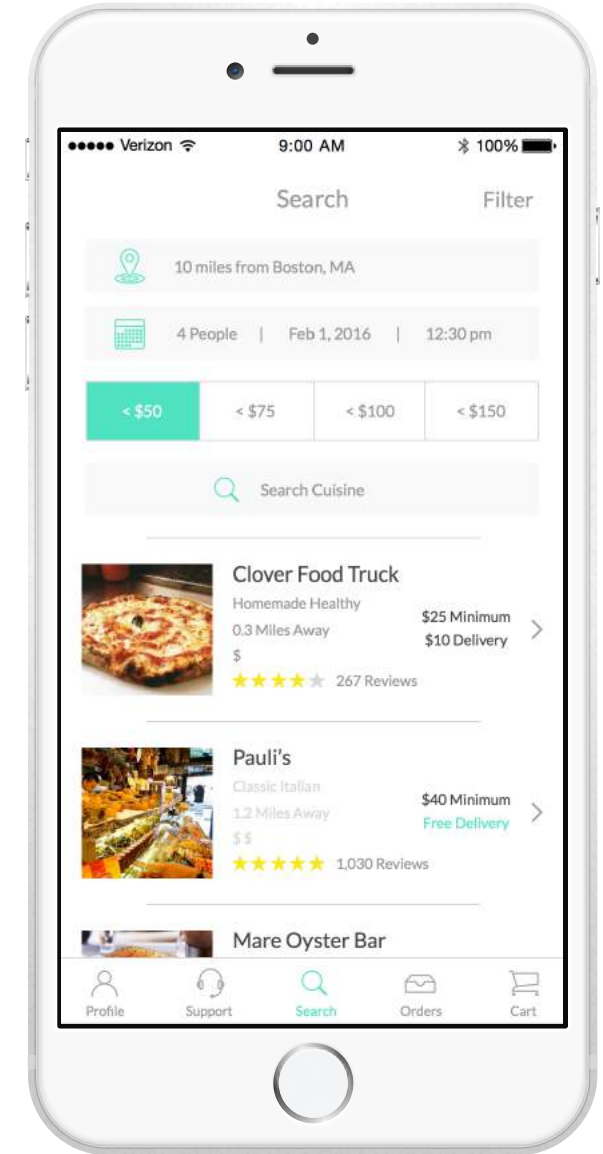
# Outcome & Structure

## Outcomes

- 50% Reduction in User Steps
- Visible filters make choices obvious
- Decrease cognitive load with Filter Hierarchy
- Eliminate false availability by requiring date/time selection

## Structure

- Native / hybrid app and responsive framework
- Location (native app or HTML5 permission)
- Availability filtering (Size, Date, Time)
- Auto Saving
- Filters (Order Minimum Delivery, Cuisine)
- One click in modal change for delivery / pick up
- In page results auto refresh



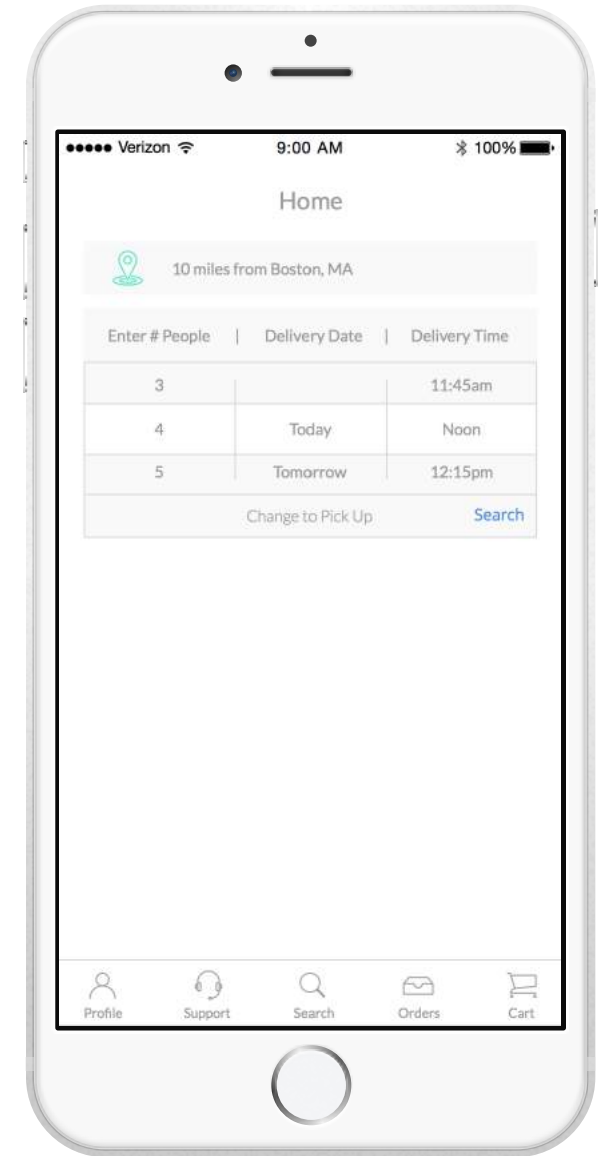
# Interaction & Visual

## Interactions

- Multi select menu animates on touch
- Delivery is default choice; one touch to change to pick up
- Search results populate in frame below on Search touch
- Location and Availability fields remain visible; activated on touch
- Price filtering have onstates; results repopulate on selection
- Cuisine search auto repopulates results
- Results scroll vertically
- Select caterer routes to caterer detail view page; slide animation
- Filter link activates filter tray on touch

## Visuals

- Negative space and muted colors promote CTA
- Progressive disclosure reduces user cognitive load
- Onstates confirm user selections and filters
- Filter tray with overlay reinforces navigation context



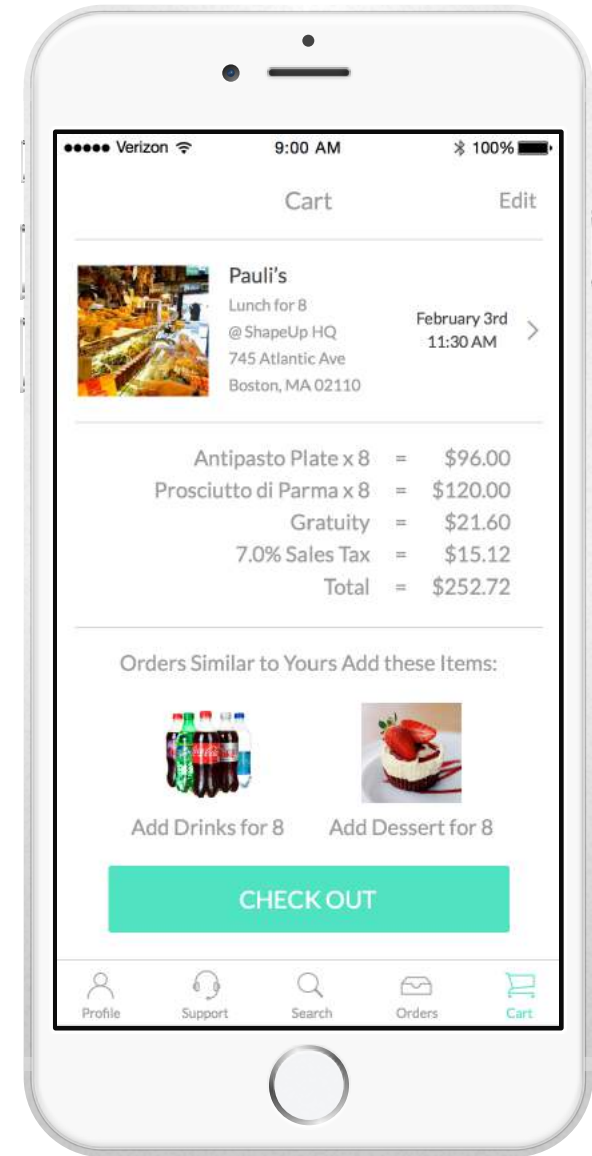
**CATERER**

# Jobs to Be Done: Caterer

“ When customers place an order, I want to automatically offer them relevant add on items, so I can increase my revenue and not have to manually edit the order later because the customer forgot to include typical menu items, like drinks and dessert. ”

# Inline Cart Add Ons

- Outcome
  - Increase Caterer Revenue
  - Decrease manual order editing by Caterer
  - Decrease Customer time spent fixing orders
  - Decrease ezCater support tickets for order changes
- Structure
  - Relational data suggestions
  - Realtime Cart update
- Interaction Elements
  - One touch add to cart
  - Option to adjust quantity with steppers
- Visual
  - Collaborative filtering - "orders like yours"
  - Inline upsell doesn't disrupt user flow
  - Note: images are FPO



Cart View

# **PRODUCT EVOLUTION CONCEPT**

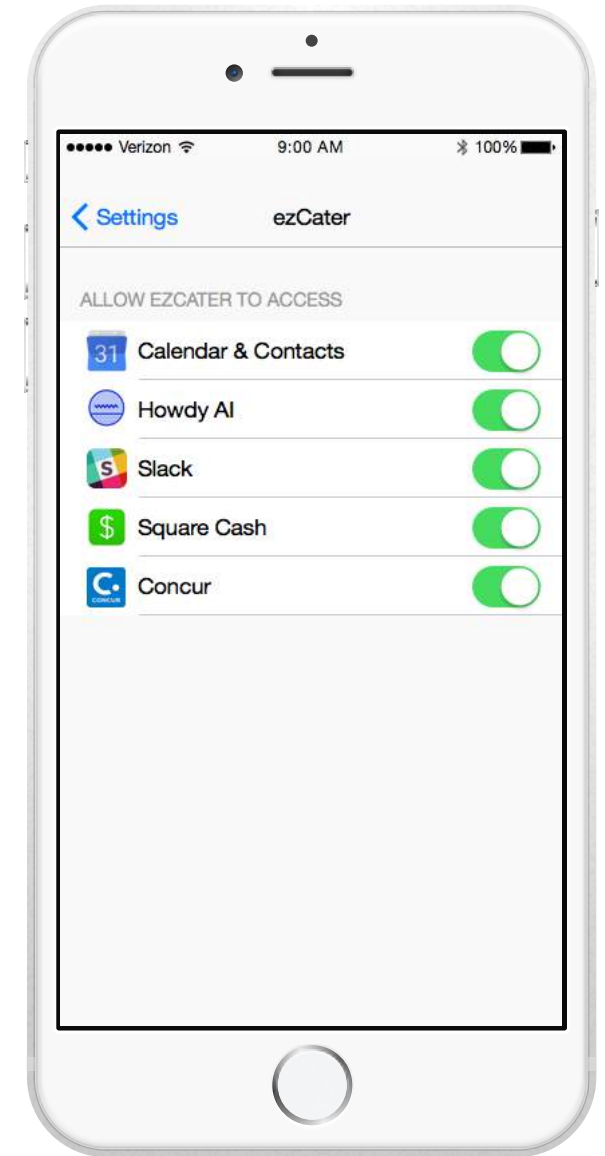
# Future Jobs to Be Done: Product Evolution

“ When I’m on the road for in service presentations, I want to schedule local meals that my clients can customize and I can pay for and expense automatically, so I can focus on my clients instead of administrative tasks.”

# Eventually Everything Connects: ezCater as a platform

- Calendar & Contacts
  - Tag calendar with ezCater order reminder
  - Search contacts while creating order in ezCater
- AI Bots
  - Auto collect meal choices and meeting confirms
- Messaging
  - Message clients from ezCater with app of choice
- Payments
  - Auto pay and auto split payments
- Expense Management
  - Auto flow from ezCater to expense management

Integrations lead to  $\approx 80\%$  reduction in user's manual inputs.





# LANDING PAGE CONCEPTS

# Concept 1: Photographic Expression

