

Juan's Kitchen Proposal

By Juan Liao

The project is to create a mobile app for *Juan's Kitchen*, a restaurant offering a blend of traditional Chinese and modern culinary experiences. The app aims to enhance customer convenience through features like online ordering, reservations, loyalty rewards, and personalized recommendations.

Target Audience:

- Primary Audience: Urban professionals and families aged 25–45 who value convenience and high-quality meals, especially Chinese food lovers.
- Secondary Audience: Food enthusiasts looking for authentic, flavorful experiences.

Group Members and Task Allocation

1. Project Manager : Oversees the project timeline, coordinates tasks, and compiles the final PDF.
2. Designer: Creates the app's wireframes in Adobe Illustrator and refines the design.
3. Content Writer: Prepares written content, including summaries, feature descriptions, and the final report.

Milestone	Description
Week 1: Research Phase	Considering app features. Conduct competitive analysis and gather design ideas.
Week 2: Wireframes Draft	Design low-fidelity wireframes
Week 3: Content writing	Prepares written content according to the design
Week 4: Hi-Fe Prototype	Refine the APP with pictures and designs

Competitive Analysis

Some existing solutions and design inspirations:

- Uber Eats: Easy navigation and intuitive online ordering process.
- OpenTable: Simplified reservation system with real-time updates.
- Starbucks App: Engaging loyalty program and personalized rewards.

Wireframes

