**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.

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| **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**

