Feast

Where dining is at its finest

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"Food, tastes better when you EAT IT with family."

~Author Unknown

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01: Overview/Introduction

Queues are not exclusive to one particular industry, in fact, queues are often expected in many scenarios. As a society, we instinctively line up and wait our turn. Problems arise when queues become longer than anticipated and drive potential customers to leave. The long, snaking queues of hungry patrons, waiting patiently to get a little taste of a food marvel that they deemed is worthy of their time is commonly spotted in Singapore.

Singapore is well-known for its diverse and wide-variety of food ranging from high-quality restaurant food to fast food, cafes and hawker centres. There are a total of 7679 establishments in the Food and Beverage Industry of which 35.3%, 2712 establishments are restaurants followed by 6.2%, 477, fast food restaurants. Despite the fact that there is a huge availability of food choices, people are still spending their time queueing for something really good or a restaurant that is popular and is known to serve high-quality, unique food or dishes such as Shake Shack at Jewel Changi Airport.

Based on Singapore's queuing culture, most Singaporeans love to queue when they feel that it is worth the wait. For example, people in Singapore started queuing outside of the new Hello Kitty cafe at Singapore Changi Airport since 7am which is way before its opening time at 11.30am on 12 May 2016. (Travel Wire Asia, 2019)

There is also an article on what the foreigner has observed during his stay in Singapore. In this article, he mentioned that when he was in Jakarta, people tend not to queue because they did not want to waste time. However, in Singapore, people are willing to queue if the food is good. For the past 6 years living in Singapore, he gradually also adopted the queuing culture whereby he will queue for good food. (T Singapore, 2019). This shows that even foreigners in Singapore also have noticed the queueing culture in Singapore and gradually adapted to the culture after living for a long period of time.

However, there are also times when people in Singapore faced frustrations during long queue, long waiting time for food and finding suitable seat availability in restaurants.

02: Challenges

According to a report on Singapore's customer satisfaction index in the Food & Beverage (F&B) sector, longer waiting times were badly associated with the overall scores of low satisfaction and loyalty among respondents. (Singapore Business Review, 2019).

There are also cases of people in Singapore who felt that their customer dining experience is unpleasant. There were reviews from customers who wrote on Trip Advisor that they had bad dining experiences because there were not enough tables and long waiting time for food.

According to an article written by Be Inclusive, ¼ of their application users in Singapore are wheelchair users and these users have stated that they will know better not to go to the place which does not welcome them.

Even though there are existing solutions, they do not have enough feature to meet the needs of specific customers such as wheelchair. Following is an example of an existing solution, Eatigo.

eatigo – discounted restaurant reservations

Eatigo **Food & Drink** ★ ★ ★ ★ ★ 23,223 👤

3+

ℹ This app is compatible with all of your devices.

Reserve in 3 easy steps

1. Browse for restaurants on our curated categories, top & new restaurant tabs, or use 'here & now' feature to see nearby restaurants, or simply search for the restaurant you are looking for.

2. Select the restaurant you would like to dine in

3. Pick a time, date & discount and confirm your reservation. An instant booking confirmation will be sent to you on the app, email and sms.

| Pros	Cons
Pay bill with the type of discount chosen during reservation.	Does not have any special request which user can indicate (e.g. space suitable for wheelchair customers)
Find best deals based on user's location, availability and interest	Does not allow users to pre order their food
Find restaurants and real-time offer near you with "Here & Now" feature	Does not allow users to choose their own seat preference (e.g. Indoor or Outdoor)
Manage your reservations, personal details and favourite restaurants	Customers complained that the discount codes were not updated and could not use the codes after dining.

03: What are the available apps

Quandoo

A local restauarnt guide (depends on country) that allows users to discover over 18,000 restauants nearby, reserve tables and dine out to earn cashback via loyalty points.

Some features of this app include:

- Filter by avaliability, cuisine, price point, opening hours and locations. The near me function helps users save time especially when they are hungry.

- View photos, menu and reviews which helps user to make booking decisions easier

- Earn loyalty points each time a reservation is made. Once 1000 loyalty points are earned, users can redeem them for cashback to use with their next reservation

- Allow users to edit reservations within the app and rebook the restaurants

The app is free to use and is available on both Andriod and IOS.
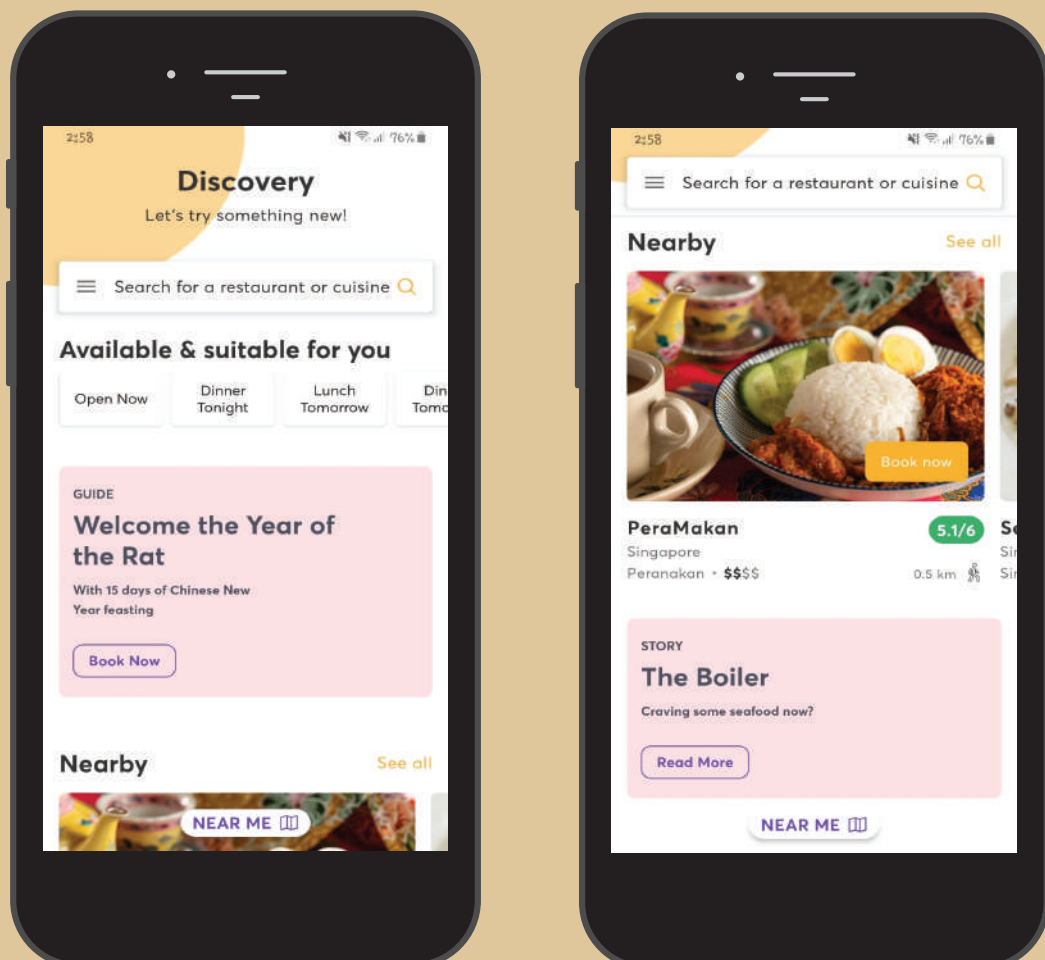
How the app works?

Filter home page results
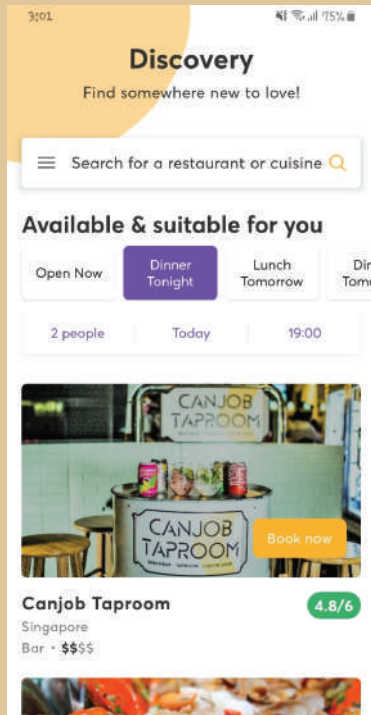
Search & filter feature
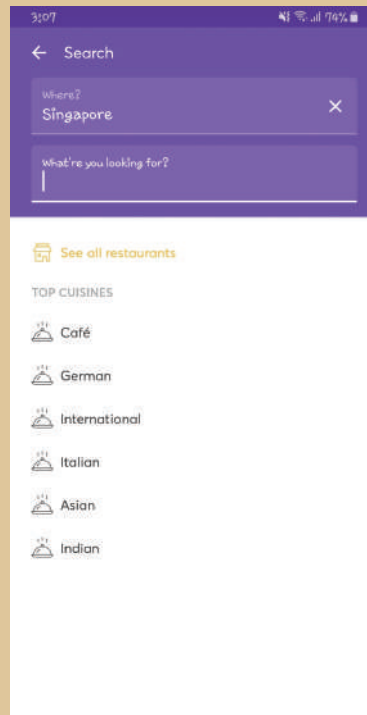
"Near Me" feature
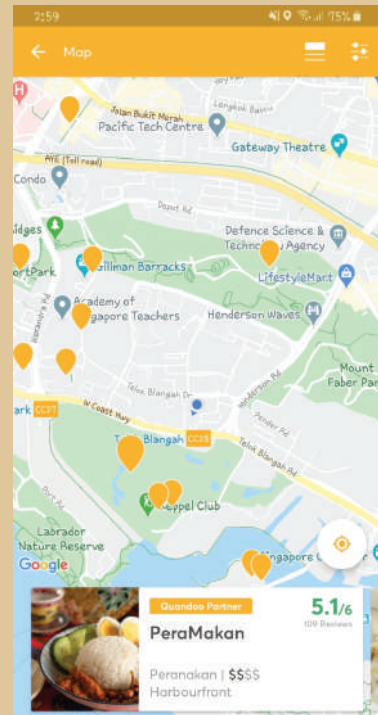
View restaurant details
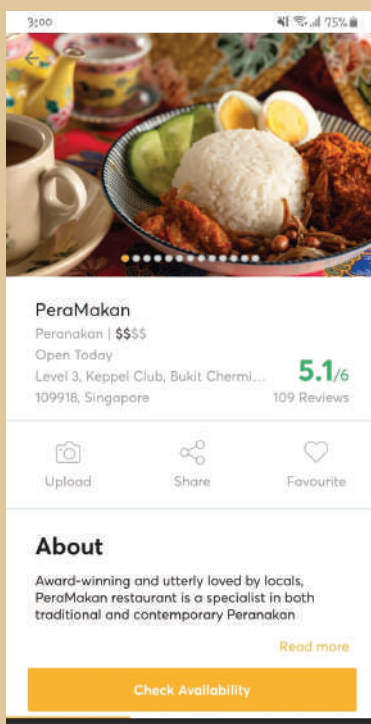
View restaurant menu
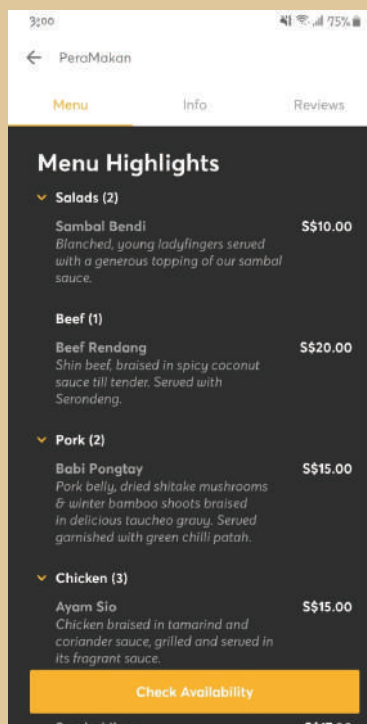
View restaurant information
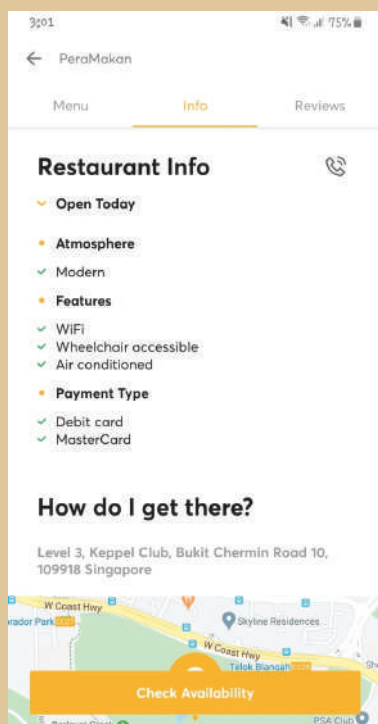
How the app works?

View restaurant reviews

Book a reservation

Enquire restaurant (selective)

04: The proposed solutions

The One-Stop solution to reduce waiting time for seats and food:

1. Allow users to choose their own seat preferences (e.g. Indoor or Outdoor) when booking a reservation.

2. Pre-order food feature is optional for users if they wish to have their food served when they have arrived at the reserved time slot.

3. Allows users to indicate any special request (e.g. wheelchair, baby chair) so that they can have seats that can cater to their needs.

4. Crowd watch feature helps users make better dining decisions. For example, if they find the restaurant too crowded to their liking, they can choose alternative restaurants available.

5. Menu translator feature helps to translate the menu into images to help users better visualise what kind of food the restaurant is offering. There will be reviews from existing customers to help users make better decisions.

6. FEAST points feature helps users to save more for their next reservation. They can use FEAST points to redeem discount codes, vouchers etc. to use for their next reservation.

6. Search filter feature helps users to filter more specific restaurants which they are looking for. For example, American cuisine, price range $20 - $50 etc.

7. Login and register feature so that users can have their own account and track upcoming reservations, past reservations, redeem FEAST points and a list of their faourite restaurants
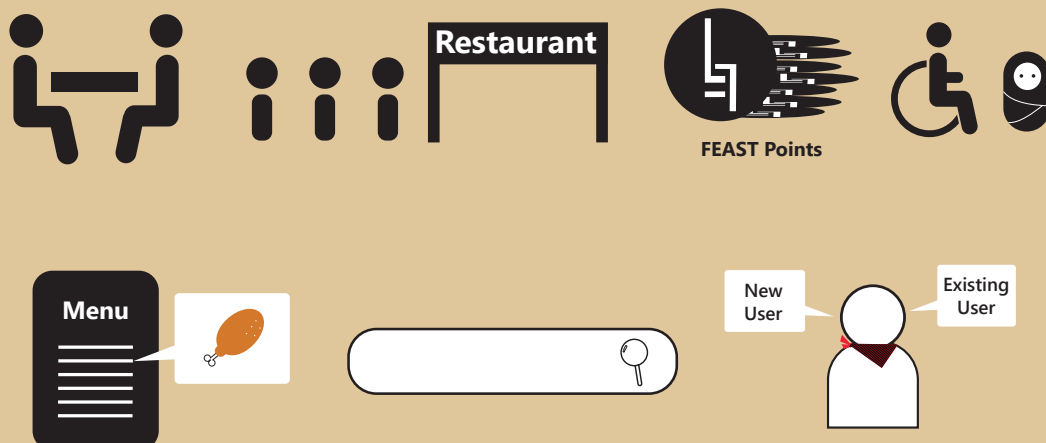
05: The design process

Topic:

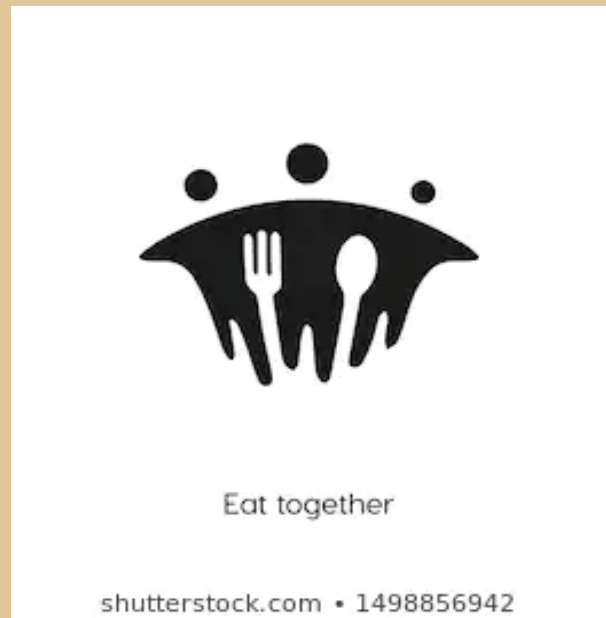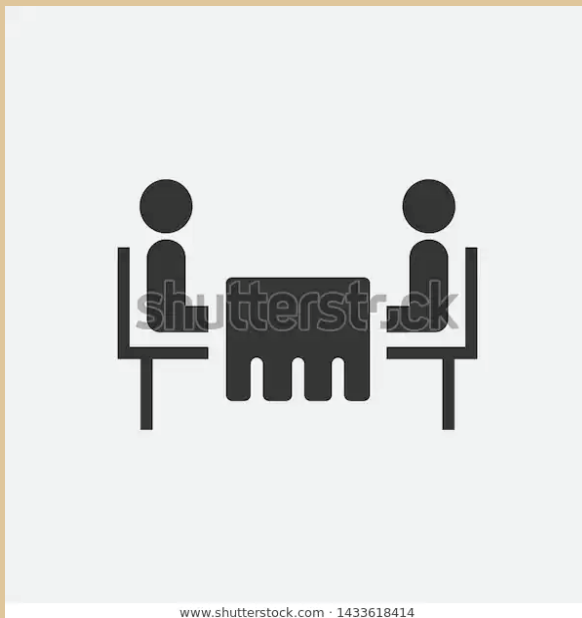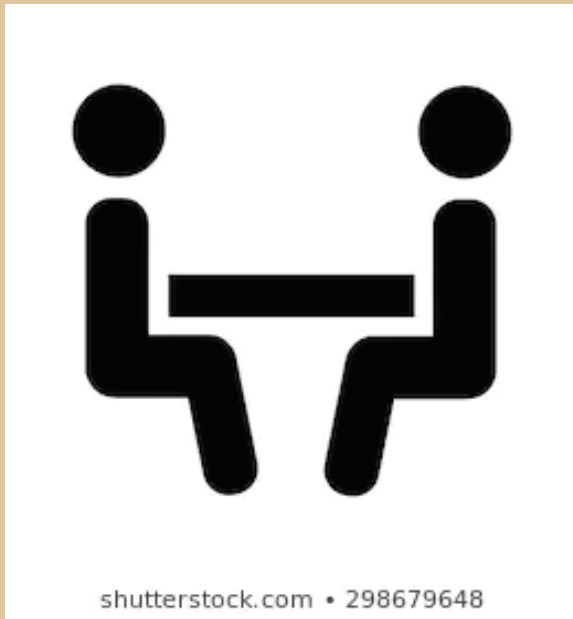To reserve seat of choice in a restaurant

Theme:

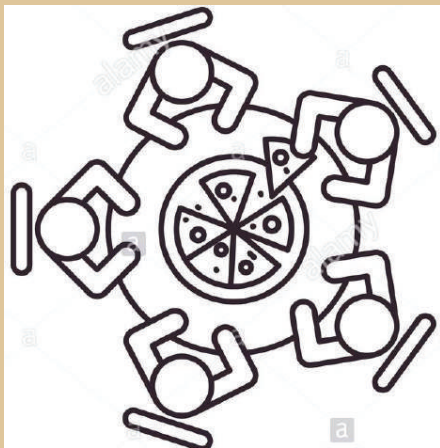People eating together at the same table

Research

Eat together

05: The design process

First Icon Concept

Final Icon Concept

05: The design process

Icon Design

512 px

512 px
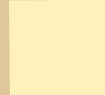
Colour Schemes

	45636D
	CC8061
	8EBDB3
	9FC7BF

	A73723
	85B694
	F1C992
	FFEEBA

	D76735
	FBD266
	91B1AB
	F2D8B3

Colour Schemes

05: The design process

Fonts

Research: Fonts

Blenda Script - Title

Segoe UI - Sub Title

Segoe UI - Text

Blenda Script is a free experimental font inspired by Lobster font, a bold vintage script. It can be used for various purposes such as news, posters, logos, badges etc. It was designed by Seniors Studio under the classification of Script fonts and Free for Personal & Commercial use.

Segoe UI is a sans-serif typeface used in Microsoft products for user interface text, as well as for some online user assistance material, designed to improve the consistency in how users see all text across all languages. It was designed by Steve Matteson during his employement at Agfa Monotype. It was designed to be friendly and legible and Matteson liscensed to Microsoft for use as a branding typeface. The font was officially released in 2004 in the United States.

Blenda Script:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890%$@

Segoe UI:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890%$@

App Icon Design

06: App Icon Design

App Icon Design

Description

FEAST is a local restaurant booking app based in Singapore that allows you to discover thousands of restaurants islandwide and select your own seats when making a reservation. You can also choose to pre-order your food while making the reservation to reduce waiting time of food to be served.

Other features such as crowd watch, menu translator, favorite restaurants helps you to make better decisions when choosing a restaurant to dine in. You can earn FEAST points every reservation made through FEAST app and these points can be used to redeem vouchers, discount codes etc. to help you save more at your next reservation.

Typography Design

Using the app name 'FEAST', it is designed in a way to look like 2 people sitting together at the same table. The letters 'F', 'E' and 'S', 'T' are combined and designed to look like chairs whereas the letter 'A' is put in the middle as the table.

The idea behind this design is to empahise on FEAST's main feature which is that users can choose their own seats and sit together to eat good food together. Red symbolises joy and happiness in Chinese culture, the colours are used in this app as people experience joy eating together. Red is also a colour commonly used in retro style.
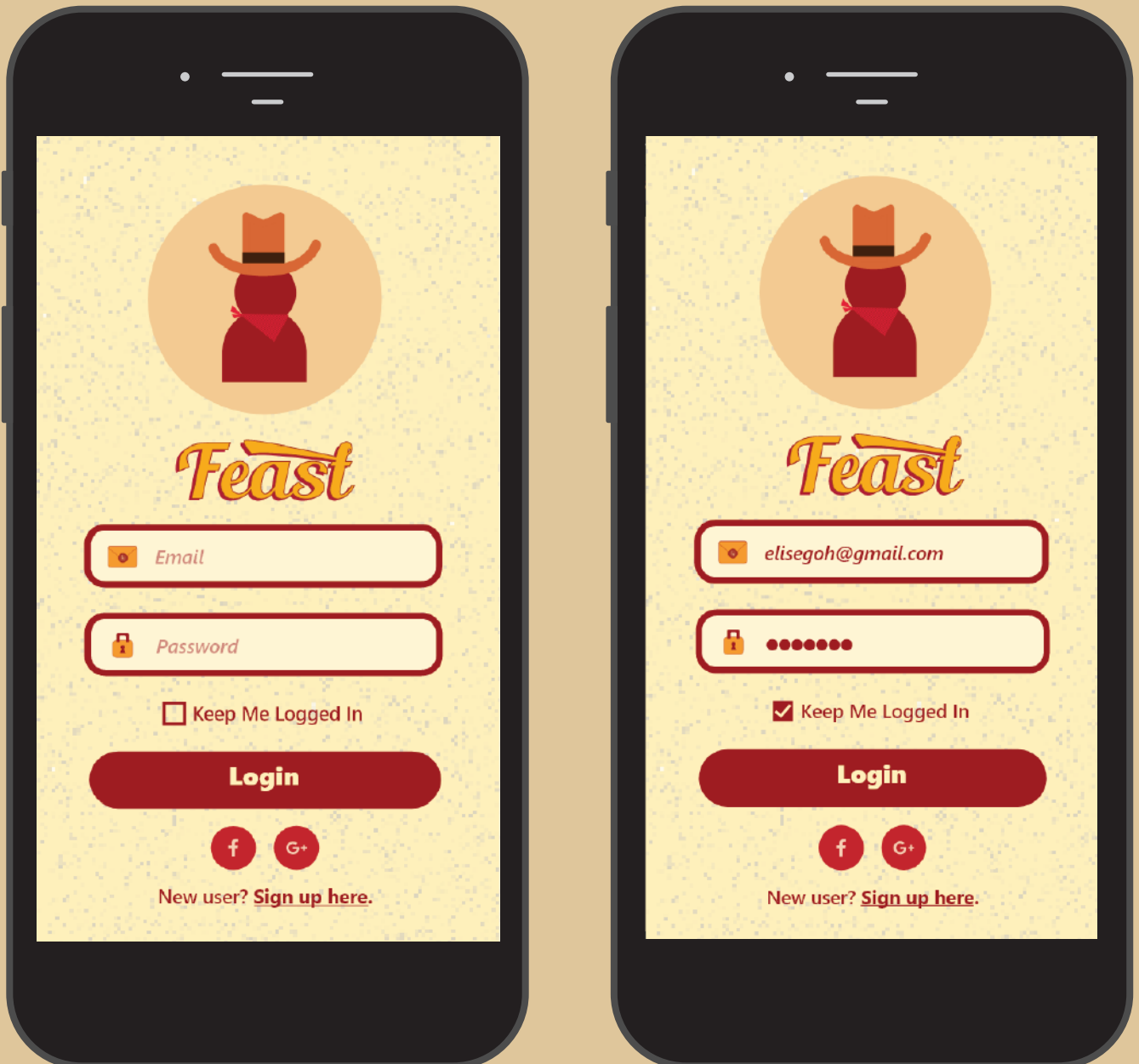
07: Wireframes

07: Wireframes

Splash Screen

The background in this app is made to look like a retro table texture. Just like how people choose what they want to eat at the table, this textured background is made to look like the "table" and users can choose their restaurants on the "table".
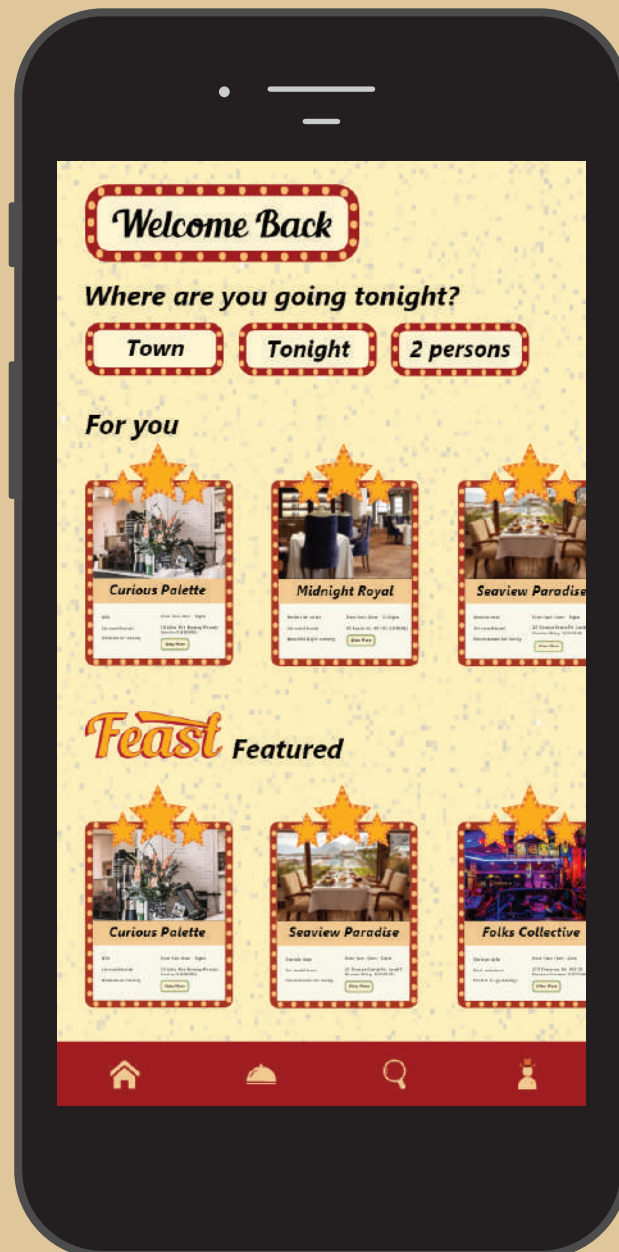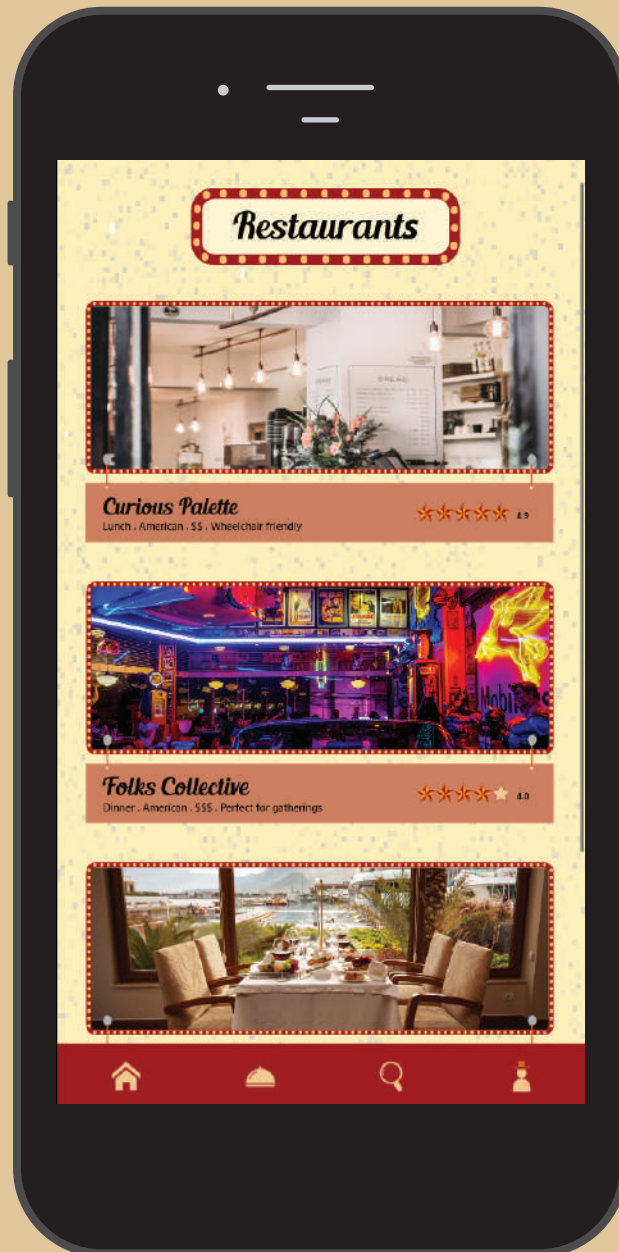
07: Wireframes

Login Screen

07: Wireframes

Home Page

07: Wireframes

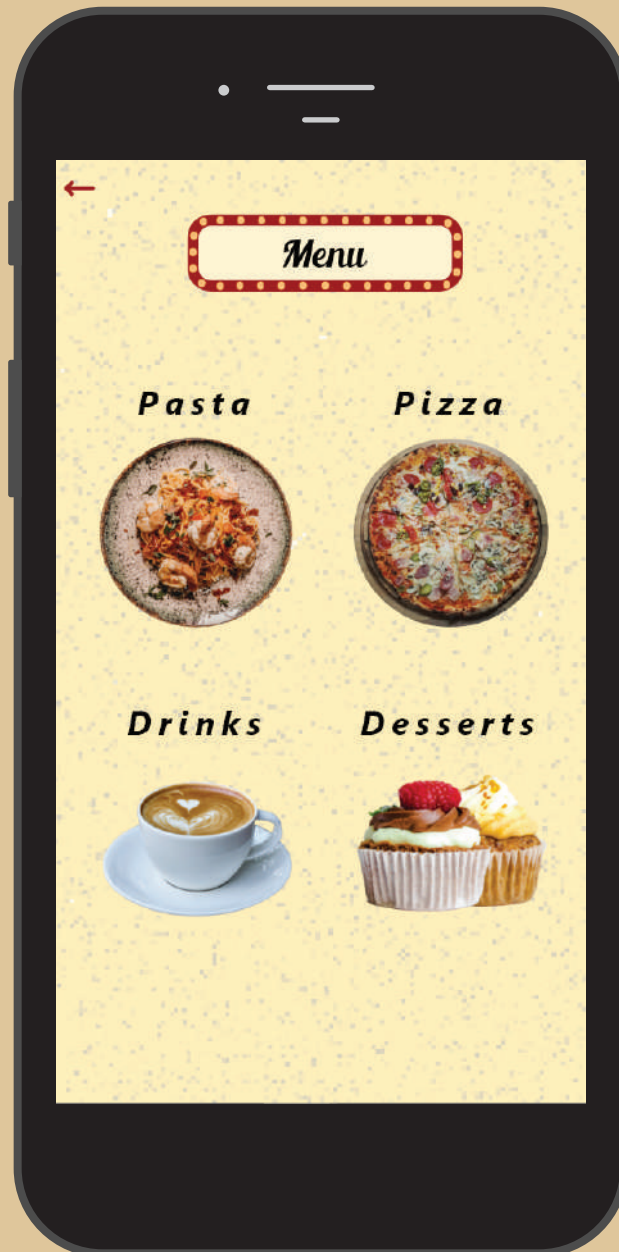## Restaurant List Page

07: Wireframes

Restaurant Details Page

07: Wireframes

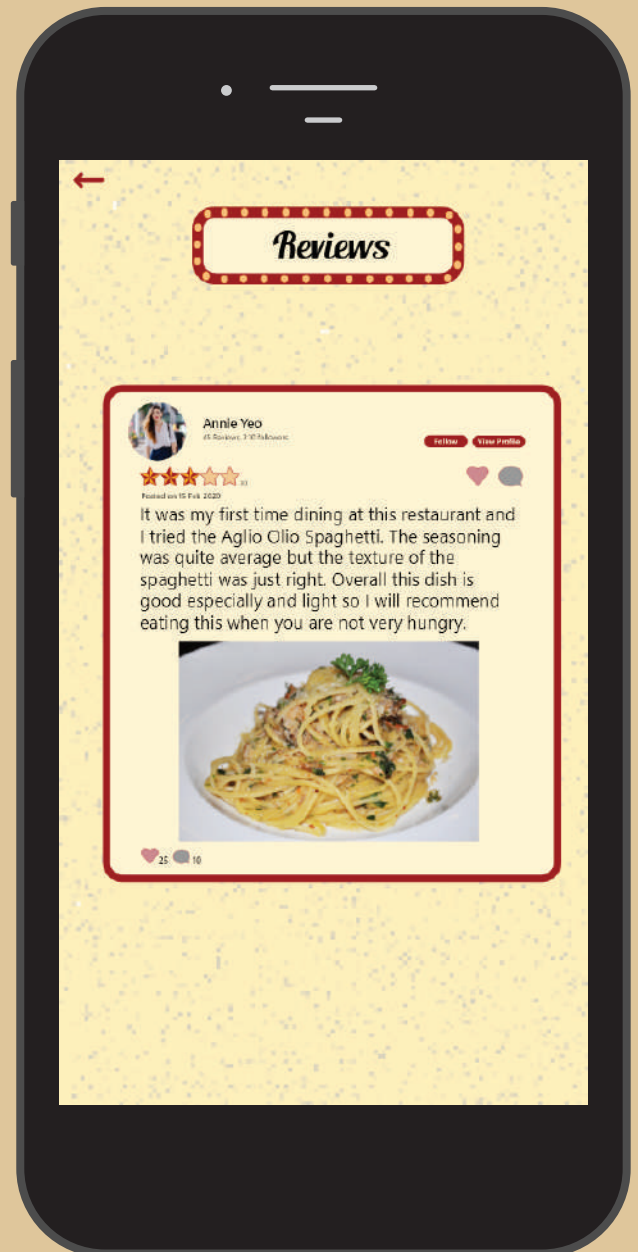# Menu Page (Category)
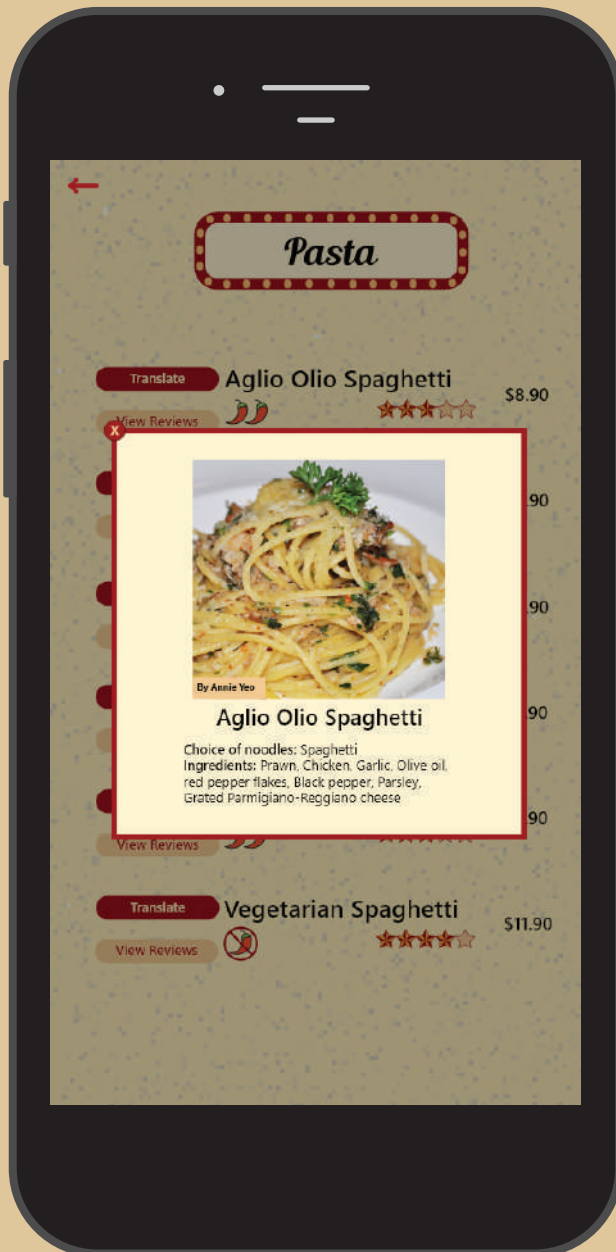
07: Wireframes

Menu Page (Translator)

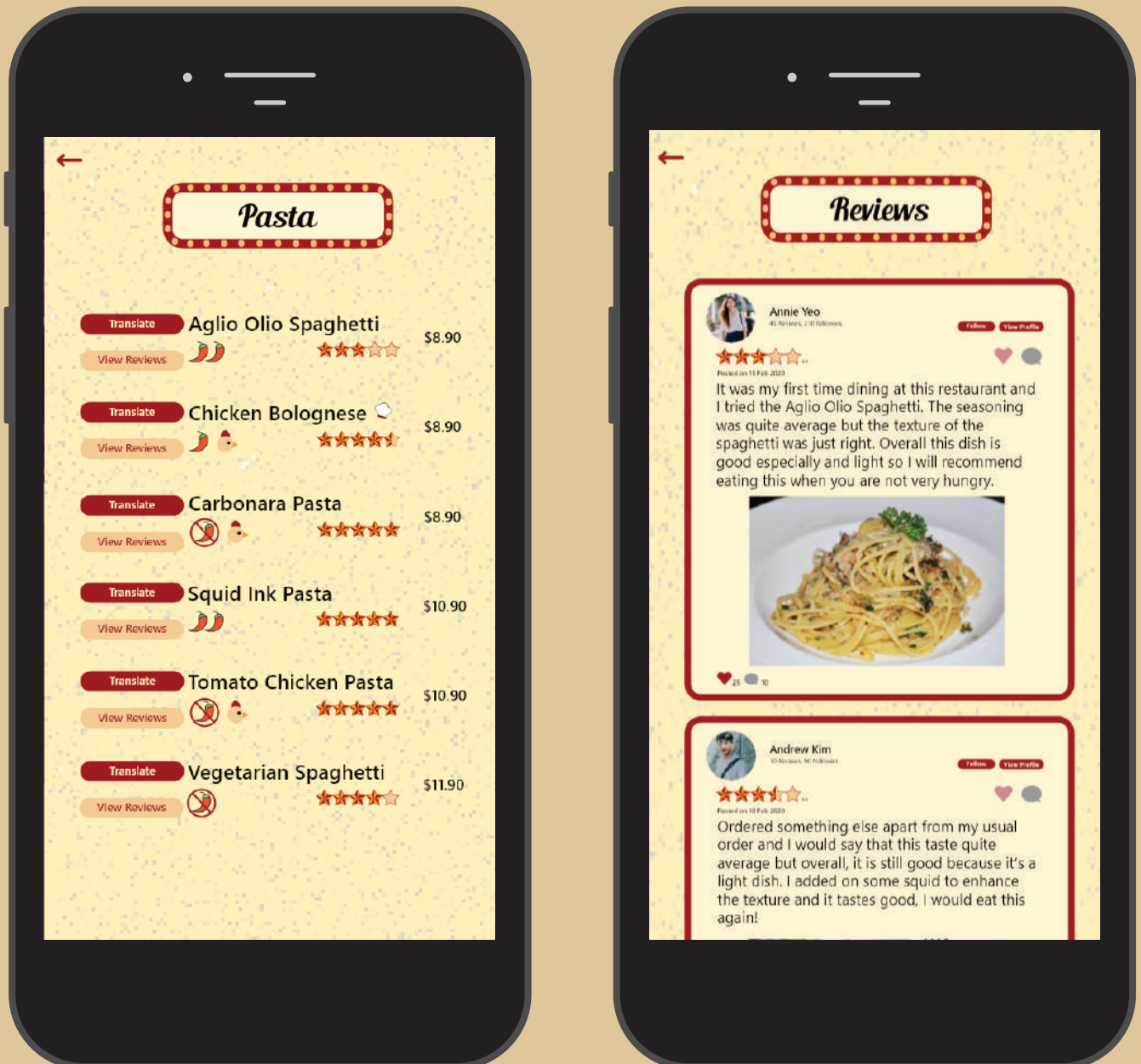When 'Translate' button is tapped.

07: Wireframes

Menu Page (Translator)

Tap on image to view that review which its picture
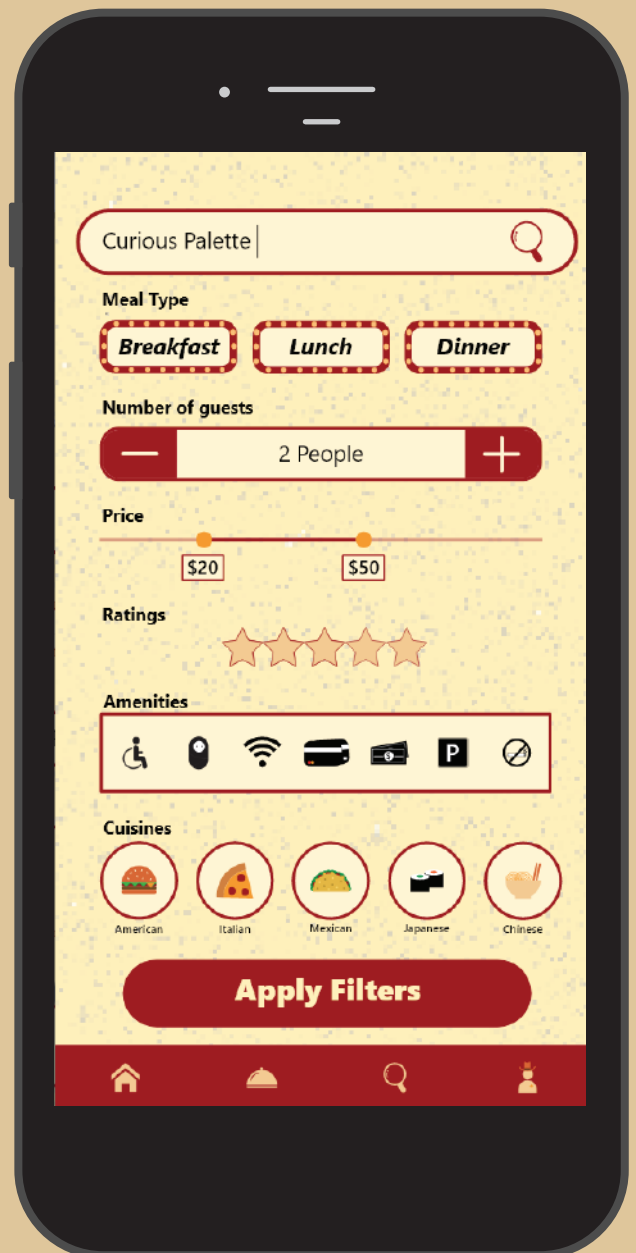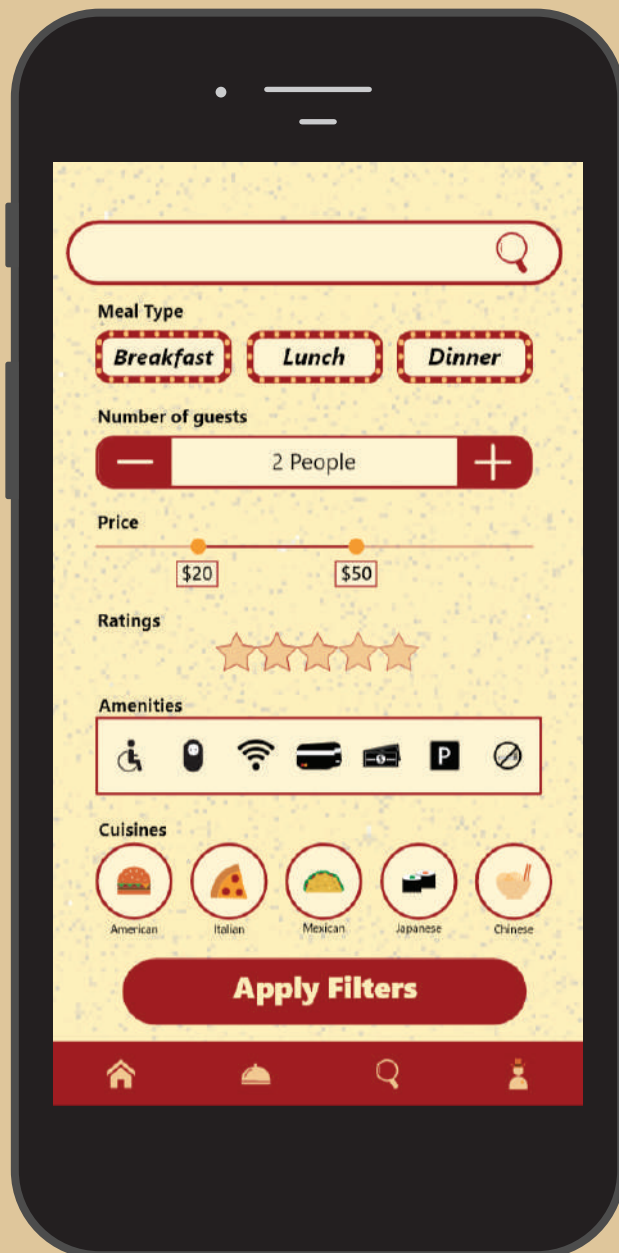was used as the menu translator.

07: Wireframes

Menu Page (Translator)

Pasta (left phone)

Translate / View Reviews	Item		Price
Translate / View Reviews	Aglio Olio Spaghetti	★★★☆☆	$8.90
Translate / View Reviews	Chicken Bolognese	★★★★⯨	$8.90
Translate / View Reviews	Carbonara Pasta	★★★★★	$8.90
Translate / View Reviews	Squid Ink Pasta	★★★★★	$10.90
Translate / View Reviews	Tomato Chicken Pasta	★★★★★	$10.90
Translate / View Reviews	Vegetarian Spaghetti	★★★★☆	$11.90

Reviews (right phone)

Annie Yeo
41 Reviews, 210 followers
Follow / View Profile
★★★☆☆
Posted on 11 Feb 2023

It was my first time dining at this restaurant and I tried the Aglio Olio Spaghetti. The seasoning was quite average but the texture of the spaghetti was just right. Overall this dish is good especially and light so I will recommend eating this when you are not very hungry.

♥ 25 💬 10

Andrew Kim
10 Reviews, 90 Followers
Follow / View Profile
★★★⯨☆
Posted on 10 Feb 2023

Ordered something else apart from my usual order and I would say that this taste quite average but overall, it is still good because it's a light dish. I added on some squid to enhance the texture and it tastes good, I would eat this again!

When 'View Reviews' button is tapped.

07: Wireframes

Search Page
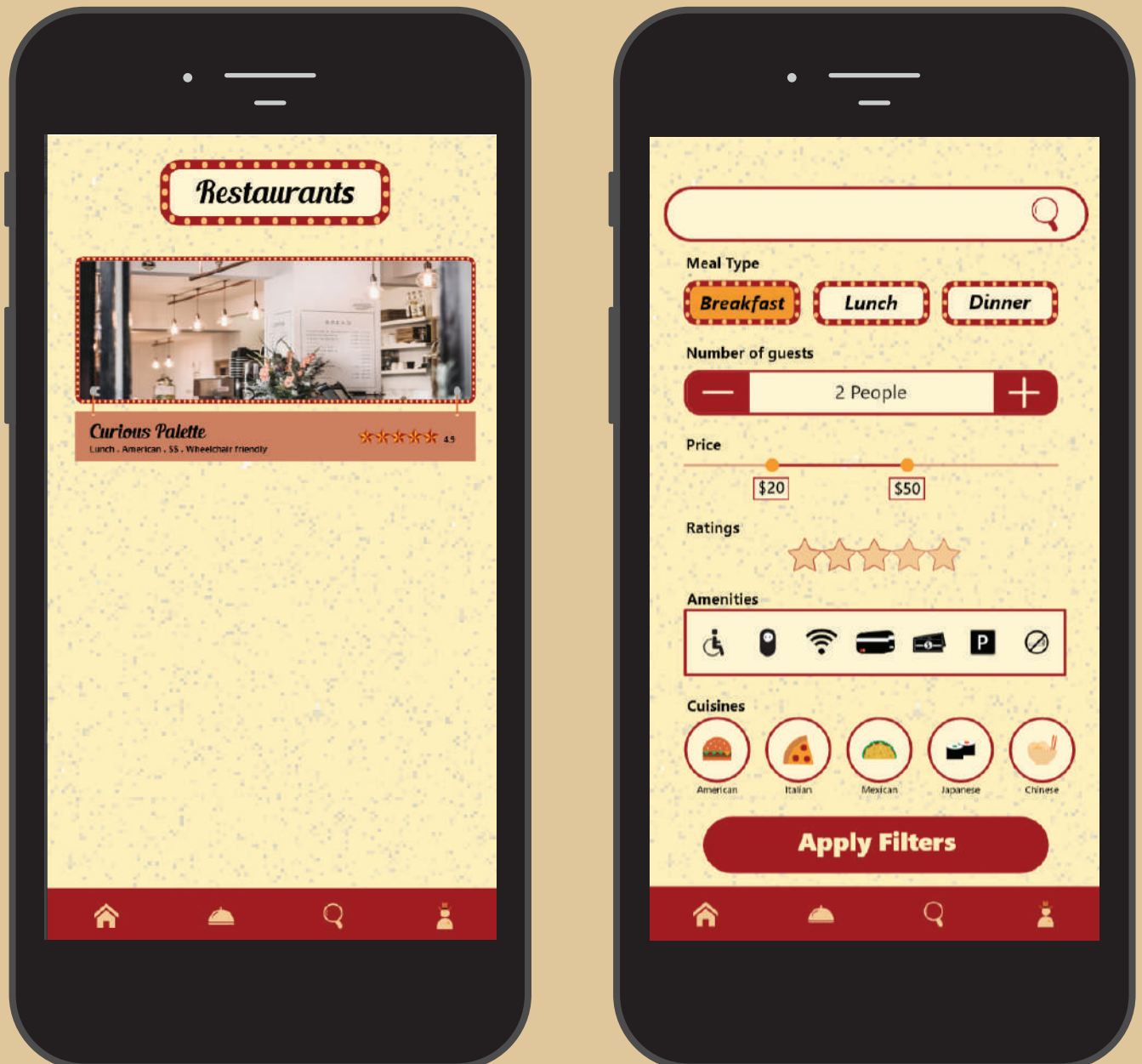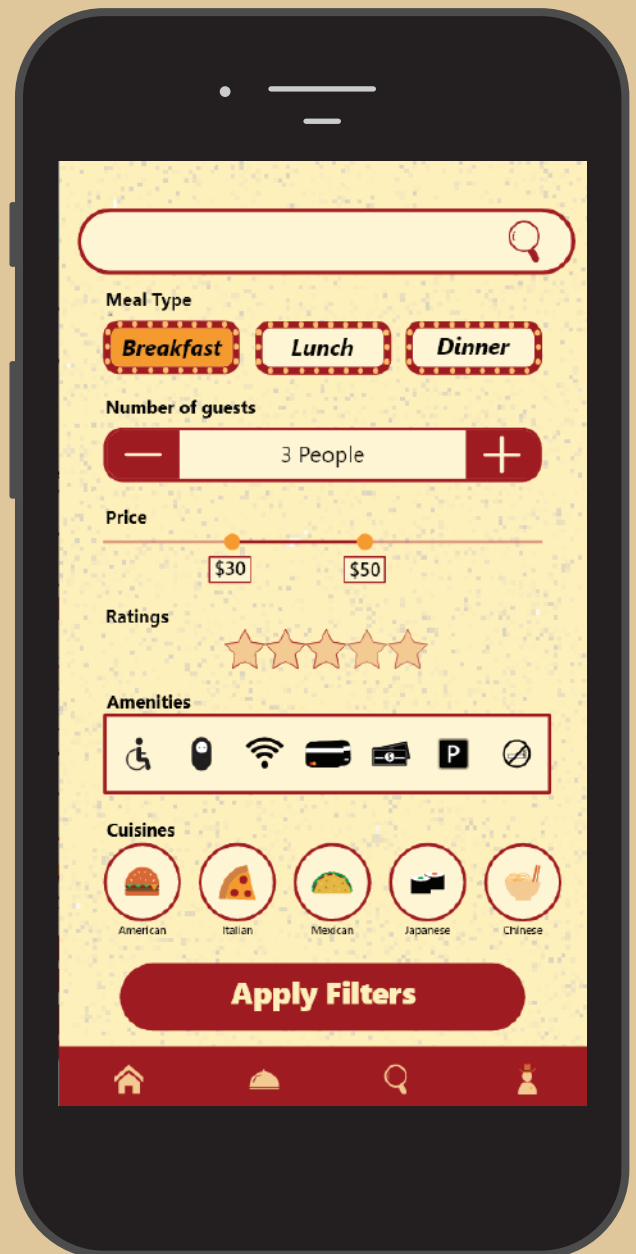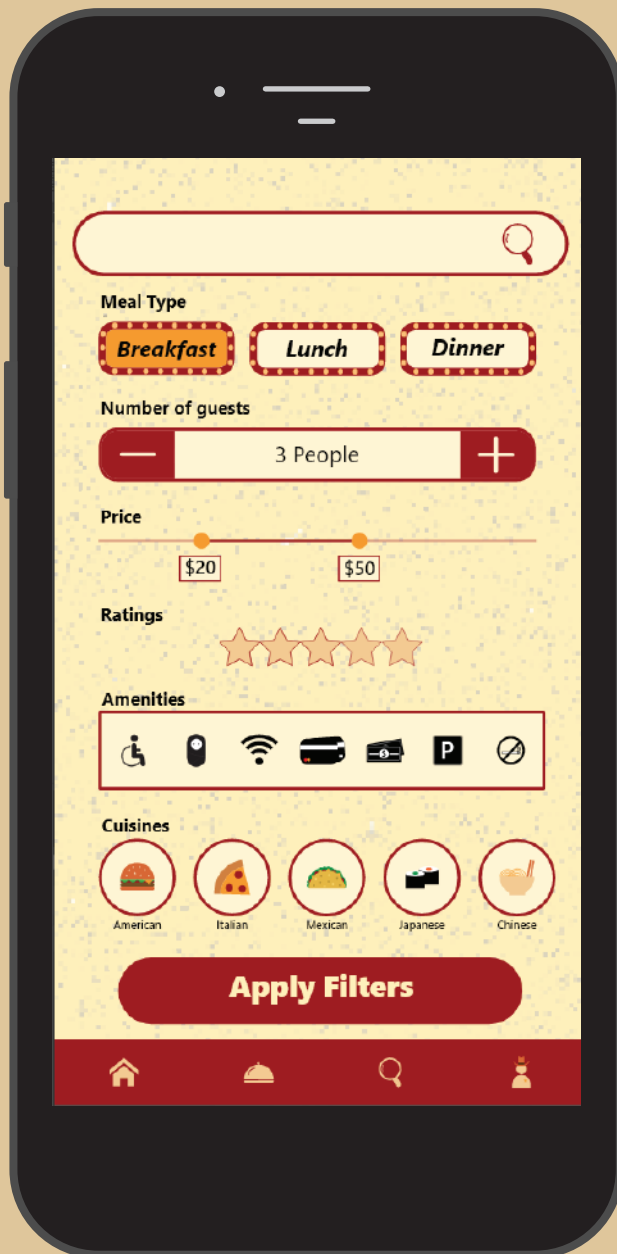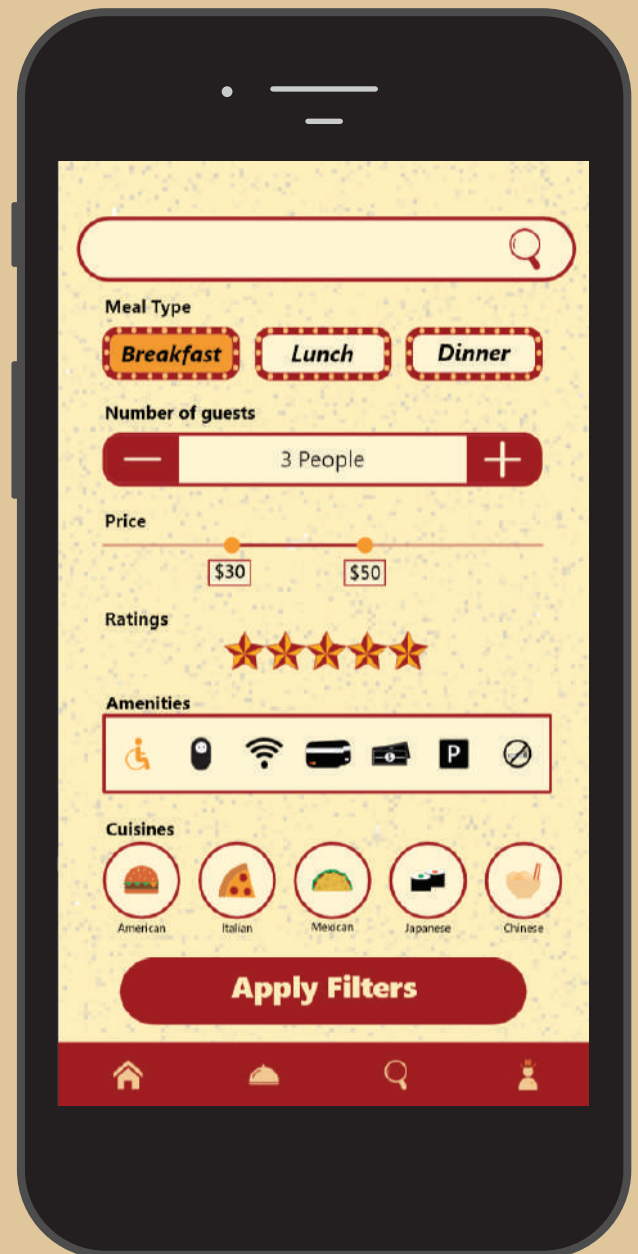
07: Wireframes

Search Page

07: Wireframes

Search Page

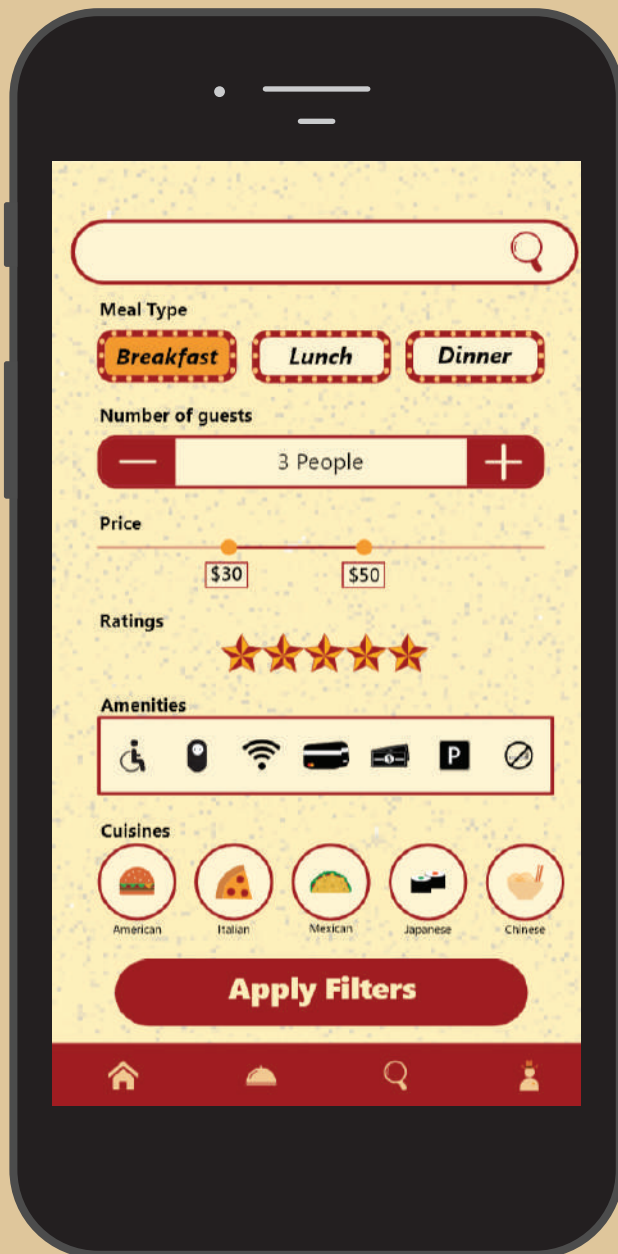# 07: Wireframes

Search Page

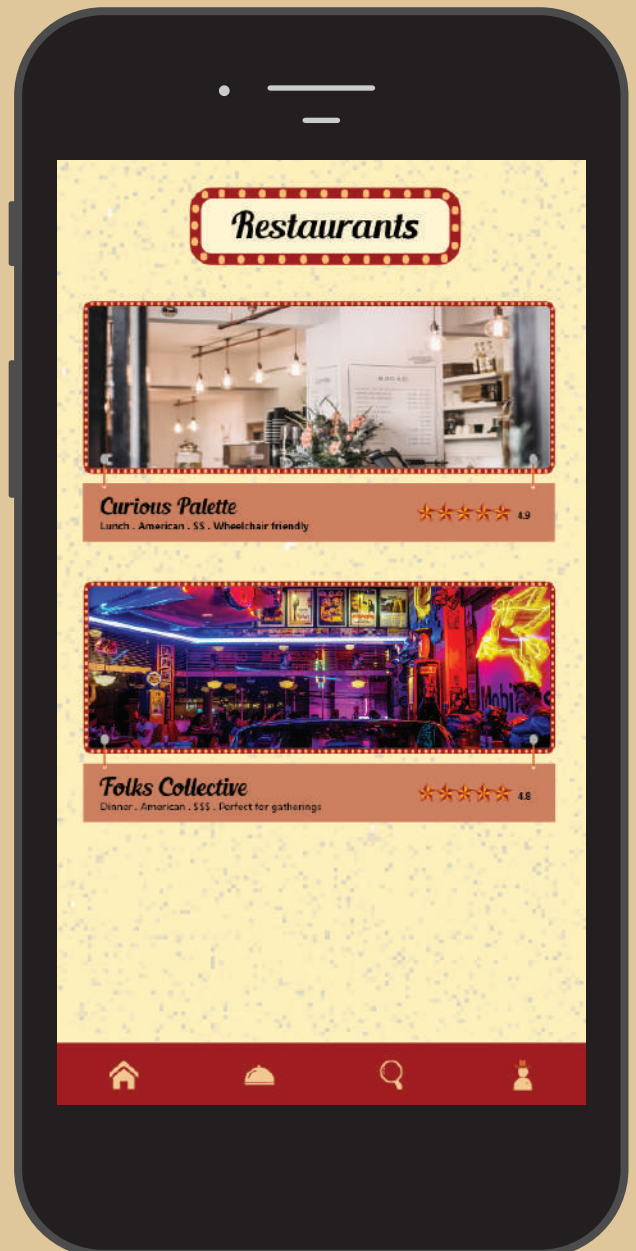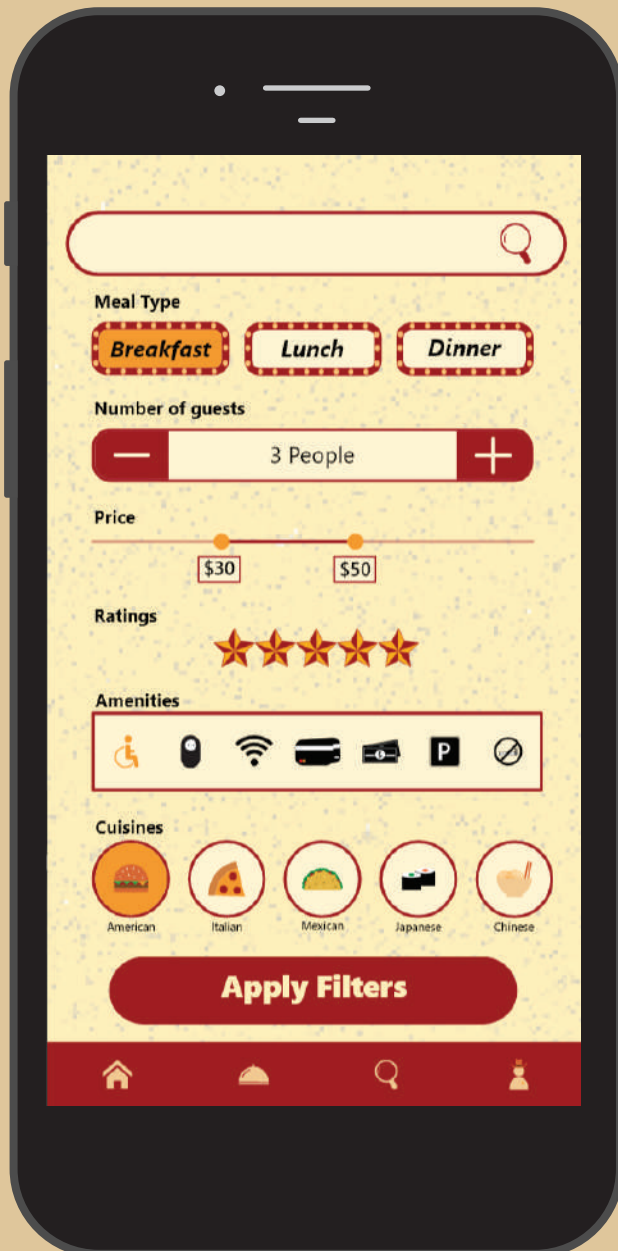# 07: Wireframes

Search Page

08: Prototype

Adobe XD File in Google Drive Submission Folder