




## CSC 642 842 HCI Fall 2021

### PHASE 2:

Initial (low fidelity) UI/UX Design

### FOODPEDIA

A  food ordering and delivery application to save food, make it affordable to customers and profitable to restaurants.

### TEAM 10

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## 1.Executive Summary



FoodPedia is a food ordering and delivery application which would help people to order food at a discounted price using an innovative idea. Our application focuses on saving the food and helping people utilize it, before it is wasted, at a much lower price. We partner with restaurants and they can list their leftover food menu items or ingredients at a lower rate than the competitors, without any additional fees, to save their food from going to waste.

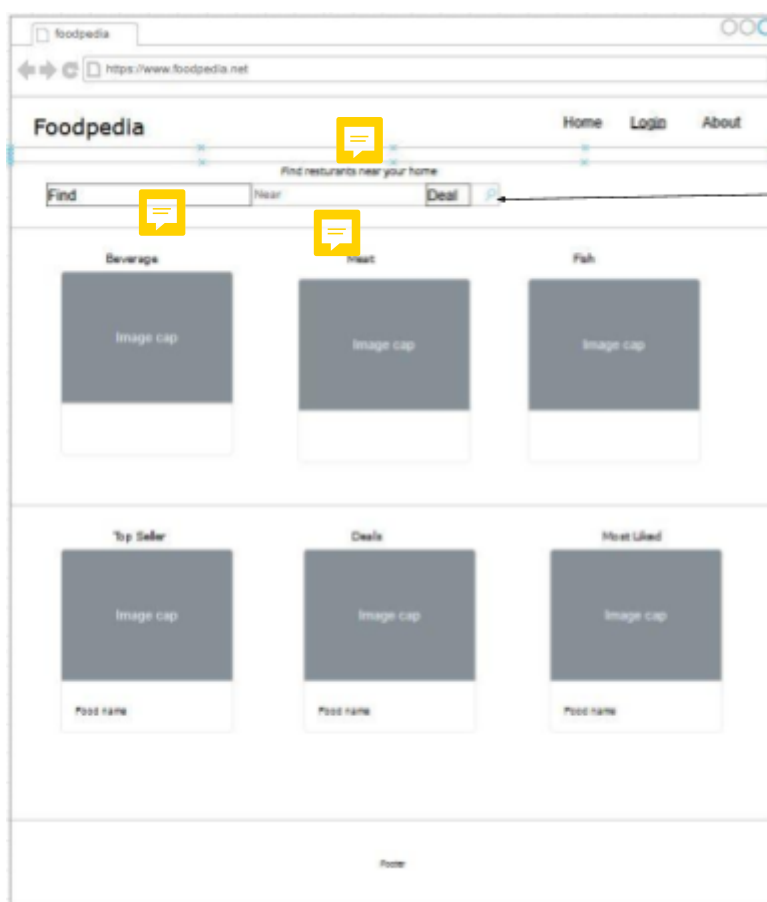
Our focus is to save the leftover food and ingredients in restaurants at the end of each day which would either go to waste or expire. For restaurants, it is extremely difficult to order the precise amount of food needed to satisfy demand on a weekly/ biweekly basis. Those restaurants can sell the leftover food or freshly prepared food with leftover ingredients at a discounted price using our application. The user can search and order food from all the nearby restaurants and specifically those that are partnered with us and provide food at discounted prices. The user can make use of various filters like cuisines, location and discounts. To deliver your food faster and in an affordable manner, we have partnered with local delivery services and companies. We use their portal to forward the delivery instructions and the delivery is fulfilled by the nearest driver in their database. Delivery costs are minimal depending on your location but will be waived if you are our Pro Member. The motivation behind this application is to make the food more affordable to people and also make the restaurants more profitable by saving the food, ingredients and the environment. All surplus meals bought through FoodPedia helps restaurants cut down on costs, gain exposure and compete with big restaurant chains. To encourage the practice of saving the environment and food, we will reimburse all partnering restaurants for the packaging material used for the orders if they are 100% compostable and eco-friendly. Just send us a receipt and we got you covered.

## 2. Product Name: Foodpedia

### 3. Storyboards:

#### 1. Food near schools :

Sam is a university student and is always looking for food near campus since he spends most of his time in the library. Sam wants to find food near the university at some discounted price. He came across FOODPEDIA poster on campus and used the QR Code on it to download. He turns on the discount feature from OUR APP and selects a restaurant from nearby. The restaurant he selected has many deals on all the food items. He orders the food he likes after logging into the app and gets it delivered outside the library. He saved nearly \$10 on this order compared to other apps and services because he ordered from a breakfast place which was closing soon and had dishes left.





foodpedia

https://www.foodpedia.net

FoodpediaHomeLoginAbout

Login

Username

Password

Submit

If you dont have an account. Register Here

If you are a restaurant. Register Here

Footer

## Login Page



He was logging into the app.

foodpedia  
https://www.foodpedia.net/order

Foodpedia Home Login About

Find restaurants near your home

Find Near Deal

← Order

Image cap

### Pasta

Food description goes here...

**Food Flavor**

Required

- ☐ choice 1 flavor add (flavor name)
- ☐ choice 2 flavor add (flavor name)
- ☐ choice 3 flavor add (flavor name)

**Ingredient add-on**

Required

- ☐ choice 1 add (food name)
- ☐ choice 2 add (food name)
- ☐ choice 3 add (food name)

100 Add 1 to order \$?.??

Do you have any discount coupon? ☐

Total \$1.??

He picks any choice for favor and ingredient.



He checks discount, since he has a discount coupon.

foodpedia  
https://www.foodpedia.net/payment

Foodpedia Home Login About

Find restaurants near your home

Find Near Deal

← Payment

Delivery Time: 25 Mins

Confirm Address:

Map Address fields

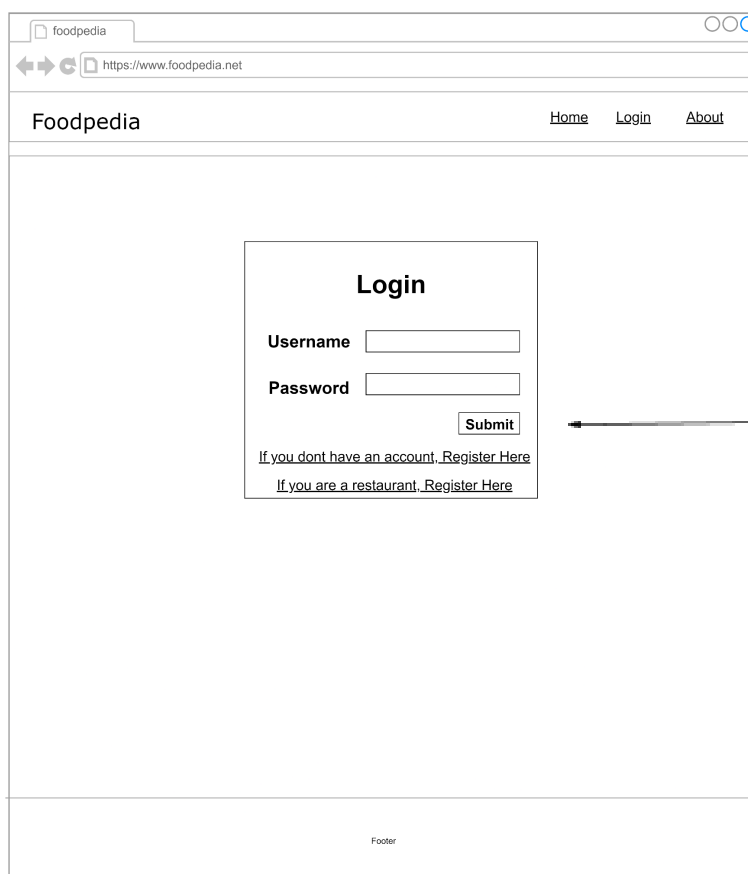
Order Details

Payment: Payment Options

He checks for the address and the payment option, since he wants to buy the food.

2. Food delivery due to lack of transportation : Emma is a retired teacher and either likes to cook at home or order from outside. Due to her lack of transportation, she couldn't go far and had to buy groceries and food from the nearby expensive shopping plaza. Emma came across an ad in her community app about a service to order food at low prices compared to the top competitors. She installed the app, signed up and scrolled through the list of restaurants and decided to order some pasta. She saw some ingredients listed in the menu and added some pasta packets and sauce bottles too. She pays on the app to redeem the discounted price and orders delivery from the restaurant since she has no means of commute. The restaurant fulfills her order and sends all the items with the delivery driver. She tipped the driver for amazingly fast delivery and was happy with her food. When she orders next time, she will have some points added in her account waiting for her to redeem.

Emma registers her name.



The screenshot shows a web browser window with the address bar displaying 'https://www.foodpedia.net'. The page title is 'Foodpedia' and there are navigation links for 'Home', 'Login', and 'About'. The main content area features a 'Login' form with the following elements:

- Login** (Section Header)
- Username** (Label) followed by a text input field.
- Password** (Label) followed by a text input field.
- Submit** (Button)
- [If you dont have an account, Register Here](#)
- [If you are a restaurant, Register Here](#)

At the bottom of the page, there is a 'Footer' section.

Login Page

Once in the login page,  
she clicks on the registration as a  
Restaurant option

foodpedia

https://www.foodpedia.net

FoodpediaHomeLoginAbout

Register

Restaurant Name

Username

Password

Admin Email

Contact Number

Address

Cancel

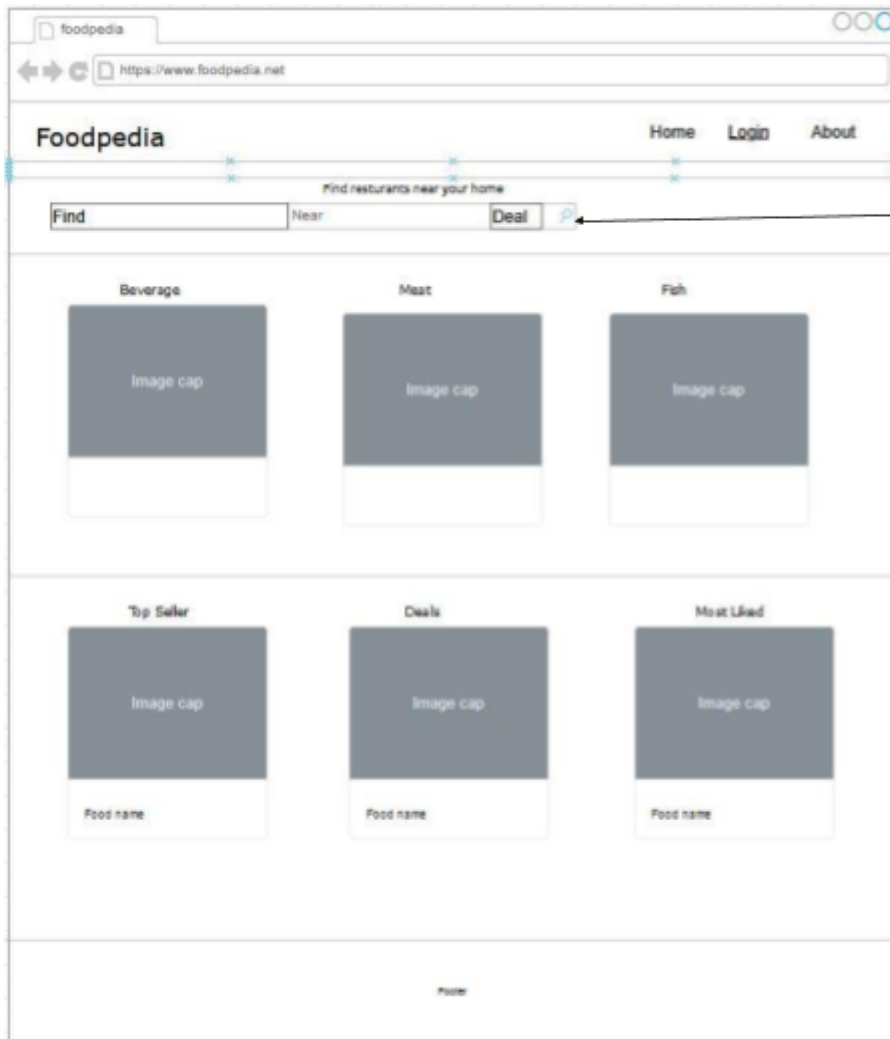
Submit

Footer



Once on the registration page, she fills out all of the fields and submits the information.

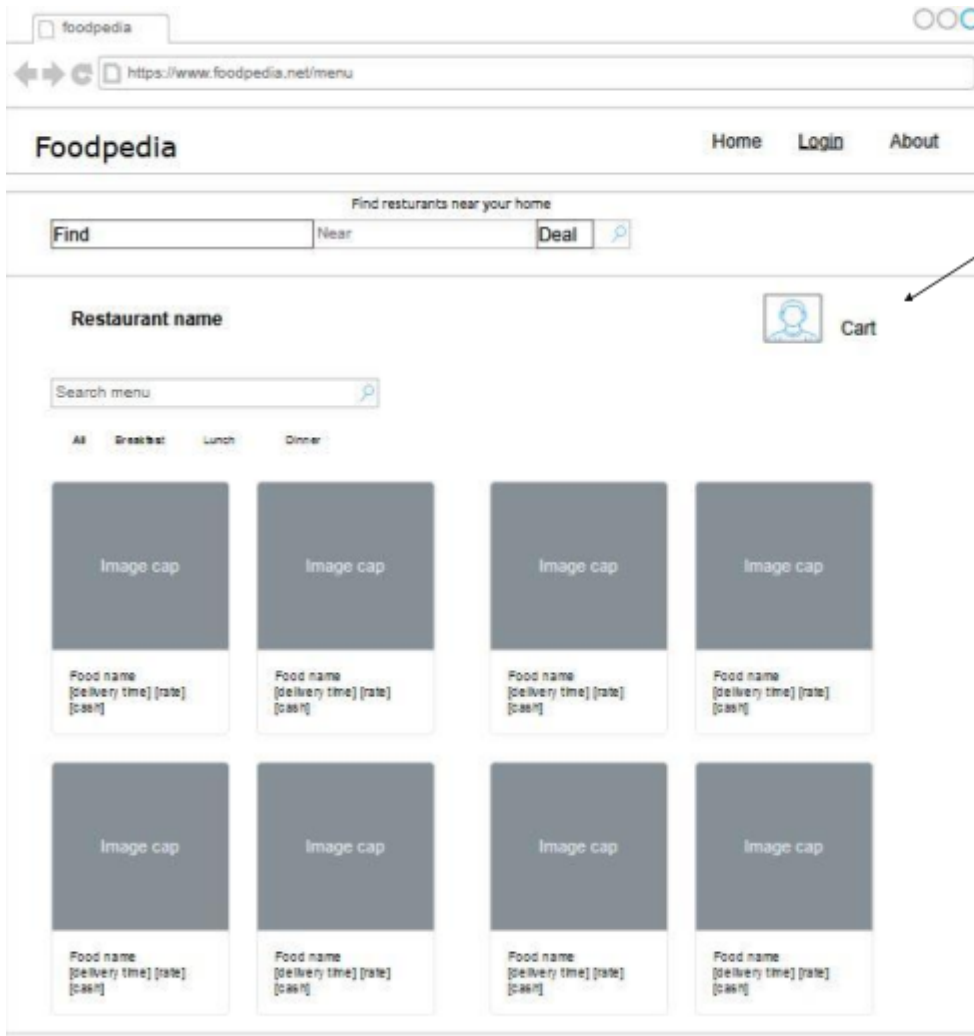




She searches to find restaurants near your home. 🗨️



She clicks on her favorite restaurant



After she was done searching the restaurant, she saw the list of food and then clicked cart.

foodpedia  
https://www.foodpedia.net/order

Foodpedia Home Login About

Find restaurants near your home

Find Near Deal

Order

Image cap

## Pasta

Food description goes here...

Food Flavor

Required

☐ choice 1 flavor add (flavor name)

☐ choice 2 flavor add (flavor name)

☐ choice 3 flavor add (flavor name)

Ingredient add-on

Required

☐ choice 1 add (food name)

☐ choice 2 add (food name)

☐ choice 3 add (food name)

100

Add 1 to order \$?.??

Do you have any discount coupon? ☐

Total \$?.??

She picks any choice for favor and ingredient.

She picks a number to order how many and adds food to cart

foodpedia  
https://www.foodpedia.net/cart

Foodpedia Home Login About

Find restaurants near your home

Find Near Deal

Cart

1x Food Item	Description	Image
1x Food Item	Description	Image
1x Food Item	Description	Image
1x Food Item	Description	Image

Total

Checks her cart to checkout

Food can be delivered.

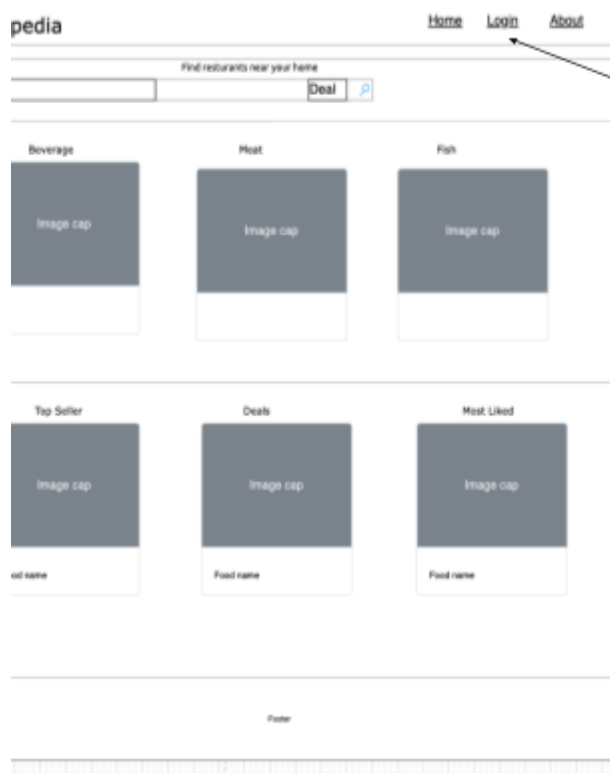


She checks which address you want your food to be delivered.

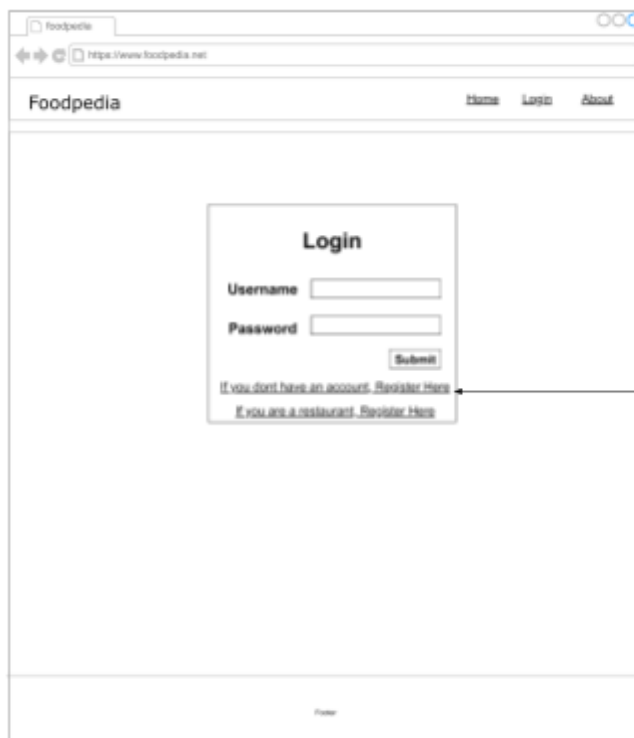
She checks which payment you want to use.

3. Get ingredients and food on the go : Jane is a mother of two children but never gets time to cook due to her busy schedule. She has to feed her children and it worries her every day to spend money on expensive food from outside. She lives in the suburbs so it is hard for her to travel far to get food. One of her patients, and regular FoodPedia customer, suggested her FoodPedia App and she tested it the same day. She purchased FoodPedia's due to get amazing deals on food and save money. She now always gets custom low pricing and uses the app every day to pick up different cuisines, on her way back from job. She doesn't worry about food or feeding her children anymore.

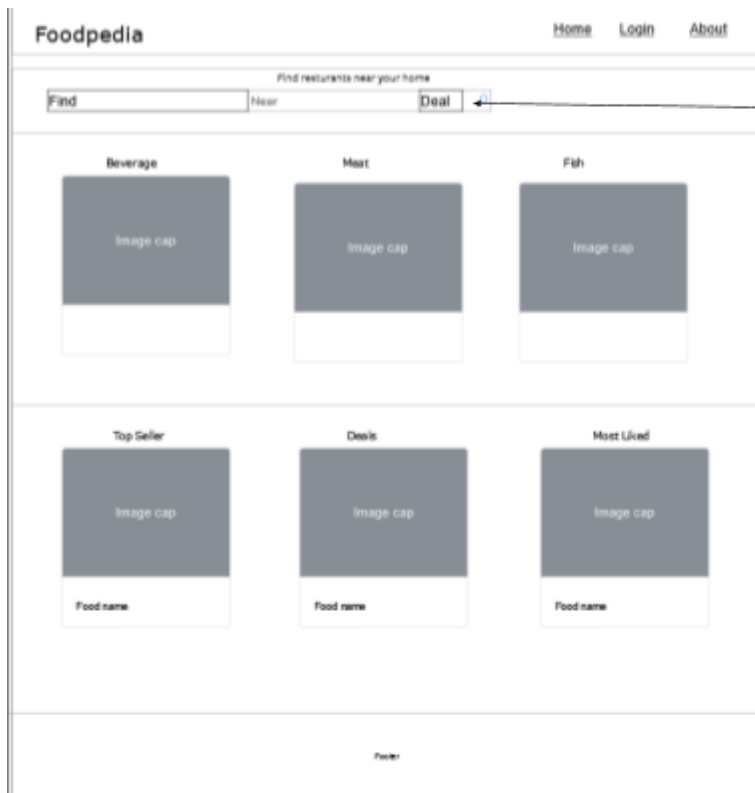
She visits our home page and decides to create an account with us, so she clicks on Login



She decides to create an account and click on Login



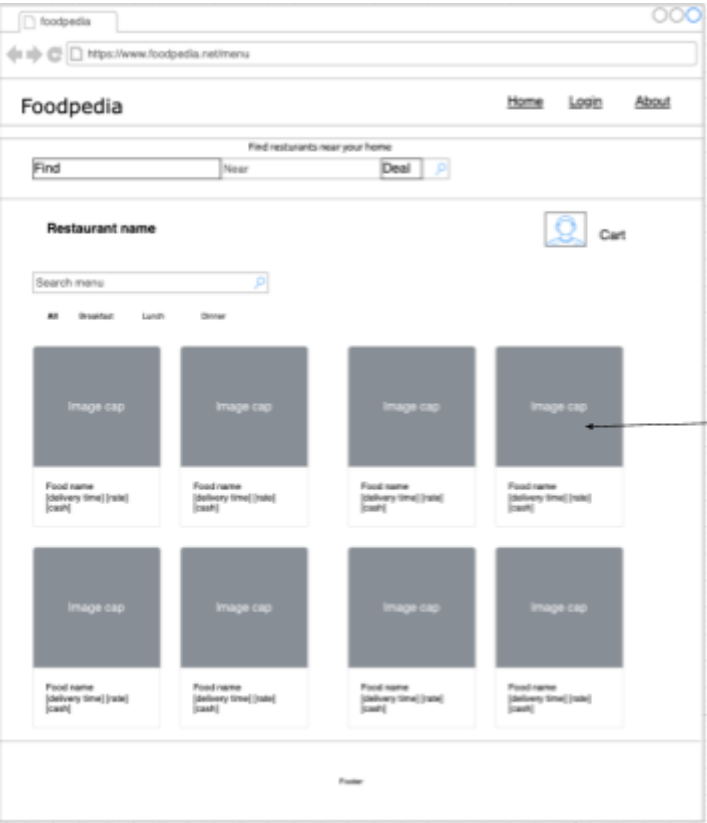
Since she doesn't have a account, she clicks on Register.



She searched for restaurants near her and with deals



She clicks on her favorite restaurant



She clicks on  
the food that  
she wants to  
order

foodpedia

https://www.foodpedia.net/order

Foodpedia Home Login About

Find restaurants near your home

Find Near Deal

← Order

Image cap

### Pasta

Food description goes here...

**Food Flavor**

Required

☐ choice 1 flavor add (flavor name)

☐ choice 2 flavor add (flavor name)

☐ choice 3 flavor add (flavor name)

**Ingredient add-on**

Required

☐ choice 1 add (food name)

☐ choice 2 add (food name)

☐ choice 3 add (food name)

100 Add 1 to order \$7.??

Do you have any discount coupon? ☐

**Total** \$7.??

Footer

Selects her options  
for her food and  
adds it to her cart

foodpedia

https://www.foodpedia.net/cart

Foodpedia Home Login About

Find restaurants near your home

Find Near Deal

← Cart

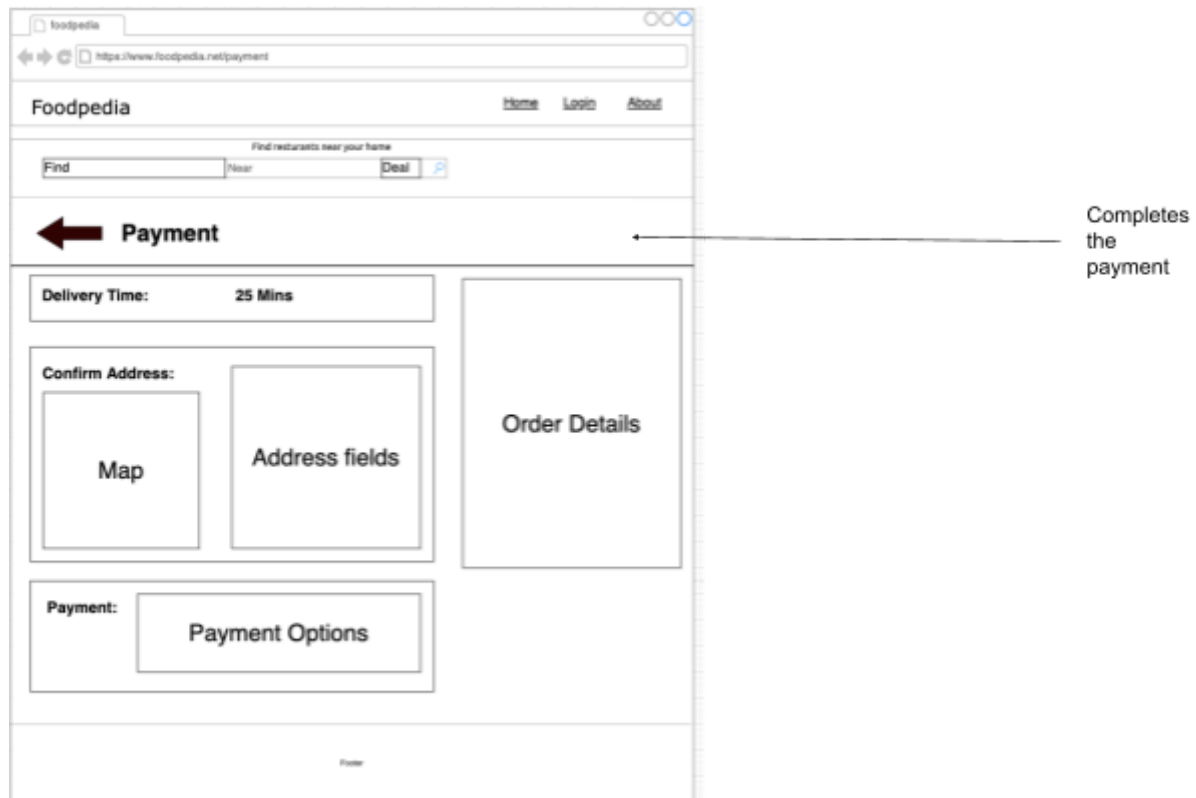
1x	Food Item	Description	Image
1x	Food Item	Description	Image
1x	Food Item	Description	Image
1x	Food Item	Description	Image

Total

Footer

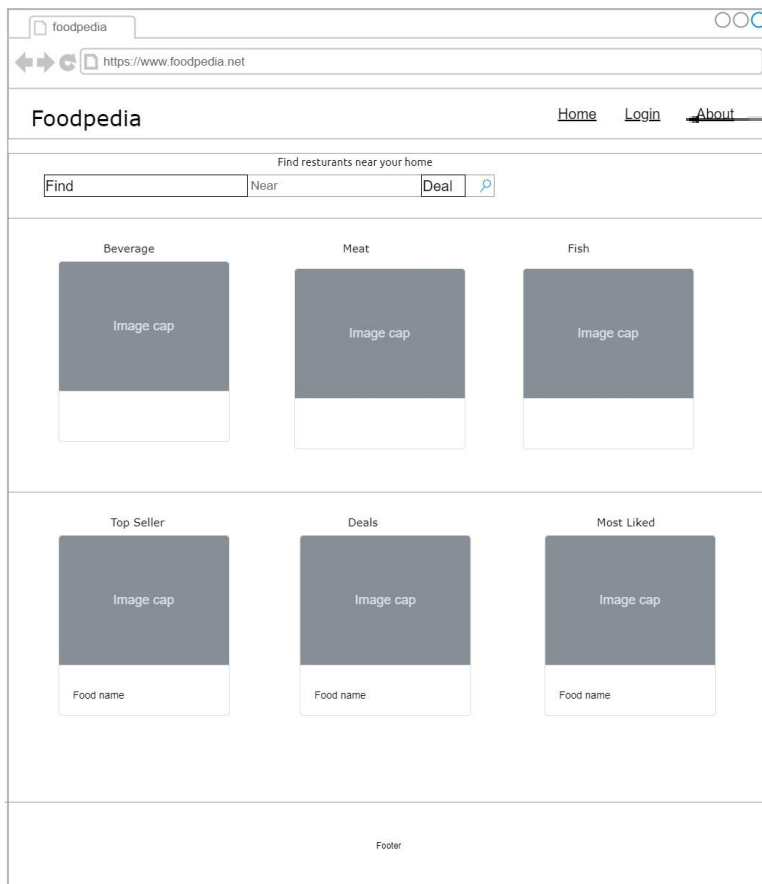
Checks her cart to  
checkout





4. Save food and sell it before you waste it : Josh owns THE MILKCAKE FACTORY, and his restaurant is not getting business as before due to the pandemic. Most of his food and supplies go to waste due to expiry. He explores all the food apps to find if he can sell his leftover items online and finds FoodPedia. To his surprise, he also saw that he can list the ingredients from his restaurant too. He lists all the leftover items on his restaurant's menu in FoodPedia at cheaper pricing than the restaurant's in-house menu. Josh starts getting multiple orders the next day and almost sells out of all the leftovers. He started adding more menu items and leftover items day by day while maintaining the same quality to meet the standards alongside. He doesn't have to worry about long queues in his restaurant either because the customers order delivery at such low prices and he saves his resources and staff. Josh also makes sure that he gives to the environment too. Therefore he opted for our Biodegradable reimbursement and uses eco-friendly compostable packaging

material for his food orders. He gets back his money for the packaging from FoodPedia.



The first thing is to  
Click on the login page  
To create an account

foodpedia

https://www.foodpedia.net

Foodpedia Home Login About

### Login

Username

Password

[If you dont have an account, Register Here](#)

[If you are a restaurant, Register Here](#)

Footer

## Login Page

Once in the login page,  
Click on the registration as a  
Restaurant option



foodpedia

https://www.foodpedia.net

Foodpedia Home Login About

### Register

Restaurant Name

Username

Password

Admin Email

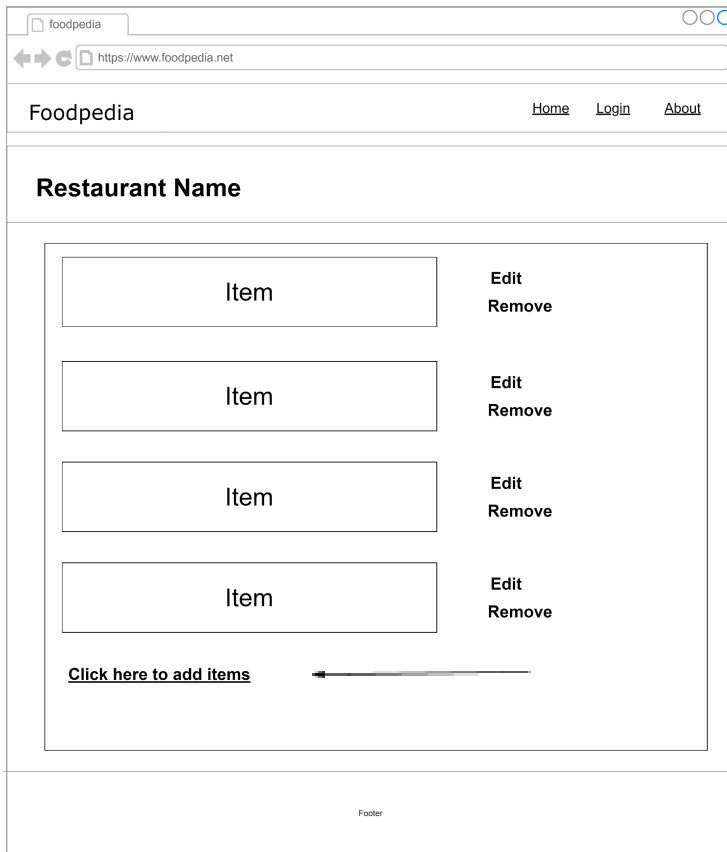
Contact Number

Address

Footer

## Registration Page

Once on the registration page,  
Fill out all of the fields  
And submit



foodpedia

https://www.foodpedia.net

Foodpedia Home Login About

**Restaurant Name**

Item	Edit Remove
Item	Edit Remove
Item	Edit Remove
Item	Edit Remove

[Click here to add items](#)

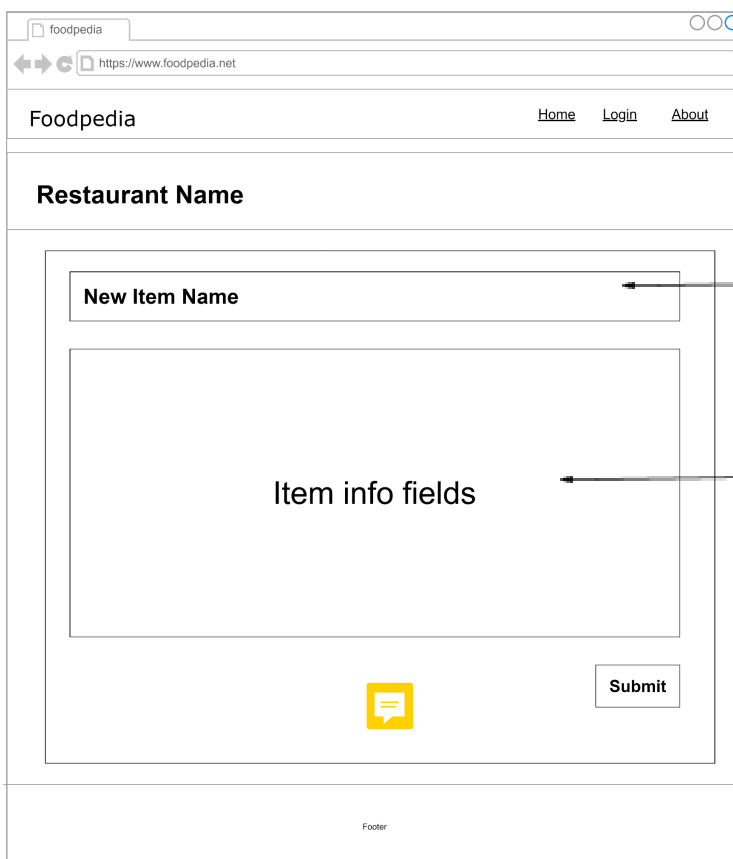
Footer

## Restaurant Admin Homepage

Once an account is made,  
You get to the account home page

By default, this will be empty for a new  
account

Click on add new items to add items



foodpedia

https://www.foodpedia.net

Foodpedia Home Login About

**Restaurant Name**

New Item Name

Item info fields

Submit

Footer

## Add item page

In order to add a  
new Item, fill out  
the item information  
and click submit




## 4.Functions:

### P1.

- Search Restaurants
  - Search for restaurants with or without discounted price
  - Search for restaurants based on proximity
  - Search for restaurants based on cuisine
- Order Food:
  - a) Order the food based on the user's preference.
  - Free delivery for Pro members.
- Login/Signup
  - Registrations forms
  - If a user tries to order without login, the user will be prompted to log in at the purchase page.
- Pickup/Delivery Options
  - Option to select either Pickup/ Delivery at checkout.
  - If Pickup : Display queue : Order accepted by restaurant, Order being prepared and will be ready in xx minutes, Order is ready for pickup.
  - If Delivery : Display queue : Confirm Address, Order accepted by restaurant, Order being prepared, Order on your way with Driver Info, Your food is here.
- Notification for users
  - Notified message goes to email.
  - Users can also communicate with the driver using their phone number.
- Allow restaurant admin to add/ edit the menu
  - Edit menu options, pricings, publish
  - Allow restaurants to list food for cheaper prices; including left-over food, specials, left-over ingredients
  - Receive orders
  - Display if customer picks up or the driver

### P2

- Pro Plan:
  - Point based approach. Every user with high points would get a free delivery/ free item.
  - Purchase a pro plan based on your needs for an affordable rate and enjoy the perks.
- About Page:
  - About  talking about our mission and what FOODPEDIA plans to do to contribute to the community

## 5. Improvements over key competitor:

The key competitor that we choose is **Uber Eats**.



The key competitor that we choose is UberEats. Uber Eats is an online food ordering and delivery platform launched by Uber. The significant difference between our app and uber eats is that, with uber eats we cannot specifically search for restaurants that provide deals on leftover food. It will also not be possible for the restaurants to update the deals for the leftover food everyday. We provide specific search filters to help users to search for restaurants with deals. Using our app, the user can search for their favorite restaurants, restaurants near them with deals on leftover food, restaurants near them without deals on leftover food. They can also search for restaurants with different cuisines. The restaurants can use our app to update the deals for leftover food and provide deals for food made with leftover ingredients.