Meet Fresh Design Alternatives: Brainstorming, Prototyping Results and Evaluation

🌟Motivation

As a crucial stage in our solution design lifecycle, the brainstorming and prototyping phase ties together user requirements from the need-finding stage and lays the foundation for product technical design. We now enter the next phase in product design, and move on to conducting individual and group brainstorming, refining ideas, prototyping ideas and evaluating prototypes. The goal for this important phase is to explore possibilities, evaluate ideas, and refine concepts before we have a solid potential solution to pursue and invest significant resources in full-scale development efforts.

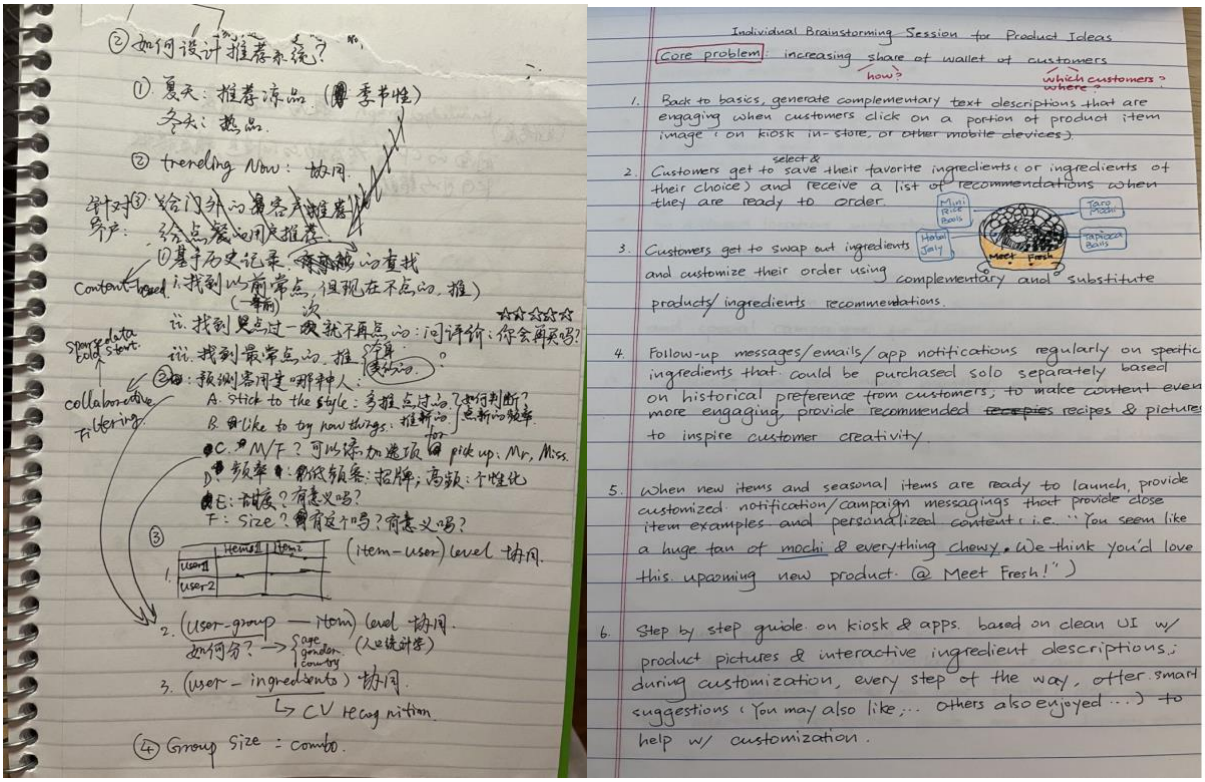
In this report, we document our brainstorming process, low-fidelity prototypes using verbal and paper prototype methods, and gathering user feedback to iteratively optimize our product design.

🧠Brainstorming Results

I. Individual Brainstorming

Each team member was given sufficient time and space to plan and conduct their individual brainstorming sessions. Following the best practices and tips described in our brainstorming plans, the team was empowered to unleash individual creativity, think outside of the box and embrace their imagination while exploring possibilities for the solution design space.

Individual brainstorming addresses the challenges from bias and group influence commonly encountered in group brainstorming, and ensures a more productive and healthy group brainstorming session. Our team members conducted individual brainstorming at their own pace, and some documented their individual brainstorming results (**Fig. A.1**).



(Fig. A.1) - sample individual brainstorming results

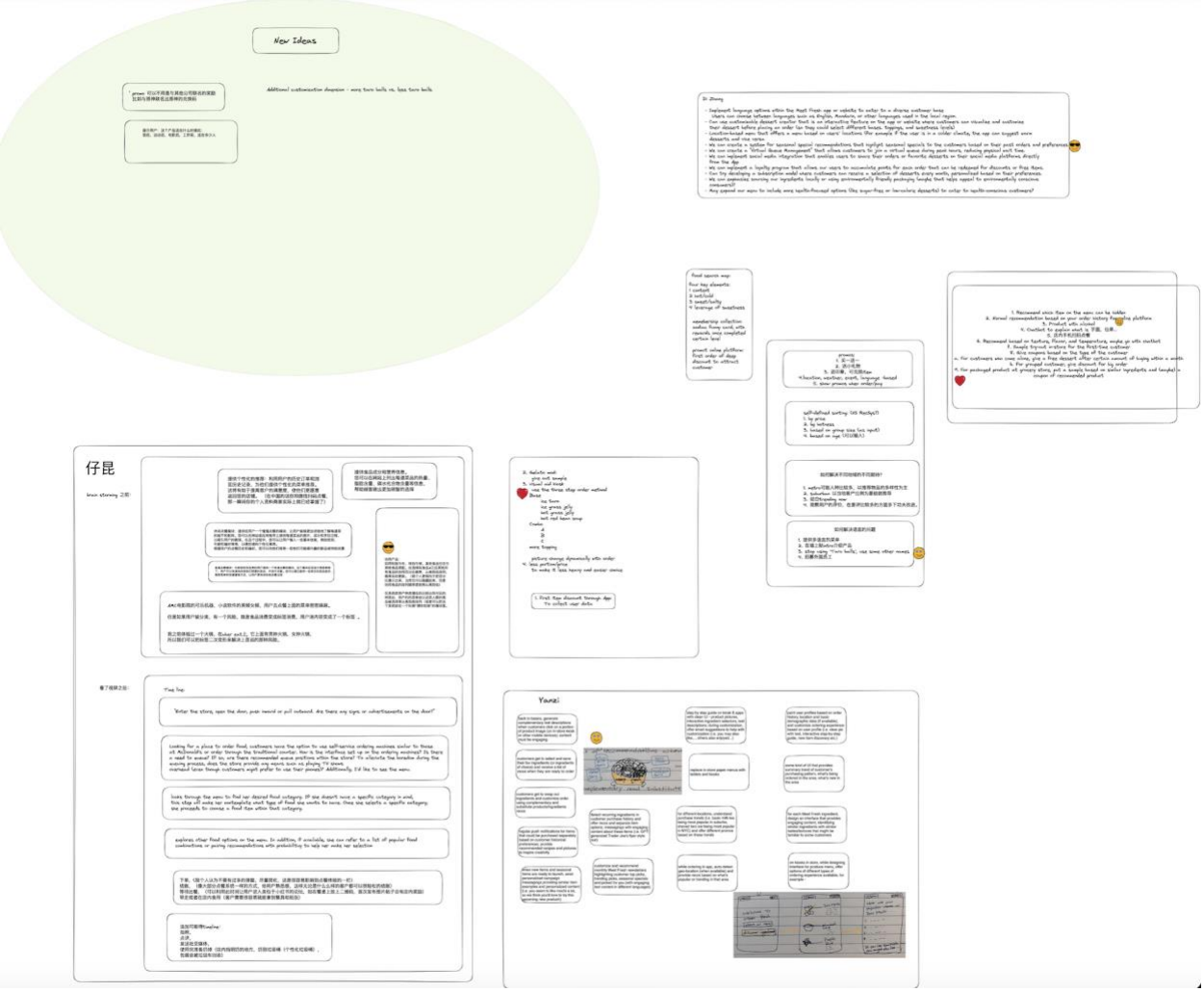
II. Group Brainstorming

Following our plan for a productive and engaging group brainstorming session where all team members should feel empowered to share a diverse range of ideas, the team gathered for a working session, after all individual brainstorming sessions were completed.

During group brainstorming, we adhered to a set of rules previously outlined to mitigate biases, just to name a few:

1. Equal participation in round-robin format
2. No evaluation, no explaining, stay focused on expressing ideas
3. Encourage diverse opinions and healthy discussions
4. Build on top of each others' ideas
5. Revisit ideas

A pool of 66 raw ideas were generated from group brainstorming session (refer to Appendix section for full list), utilizing team whiteboard tools that allowed for working collaboration (**Fig. A.2**).



(Fig. A.2) - group brainstorming collaboration board

III. Idea Refinement

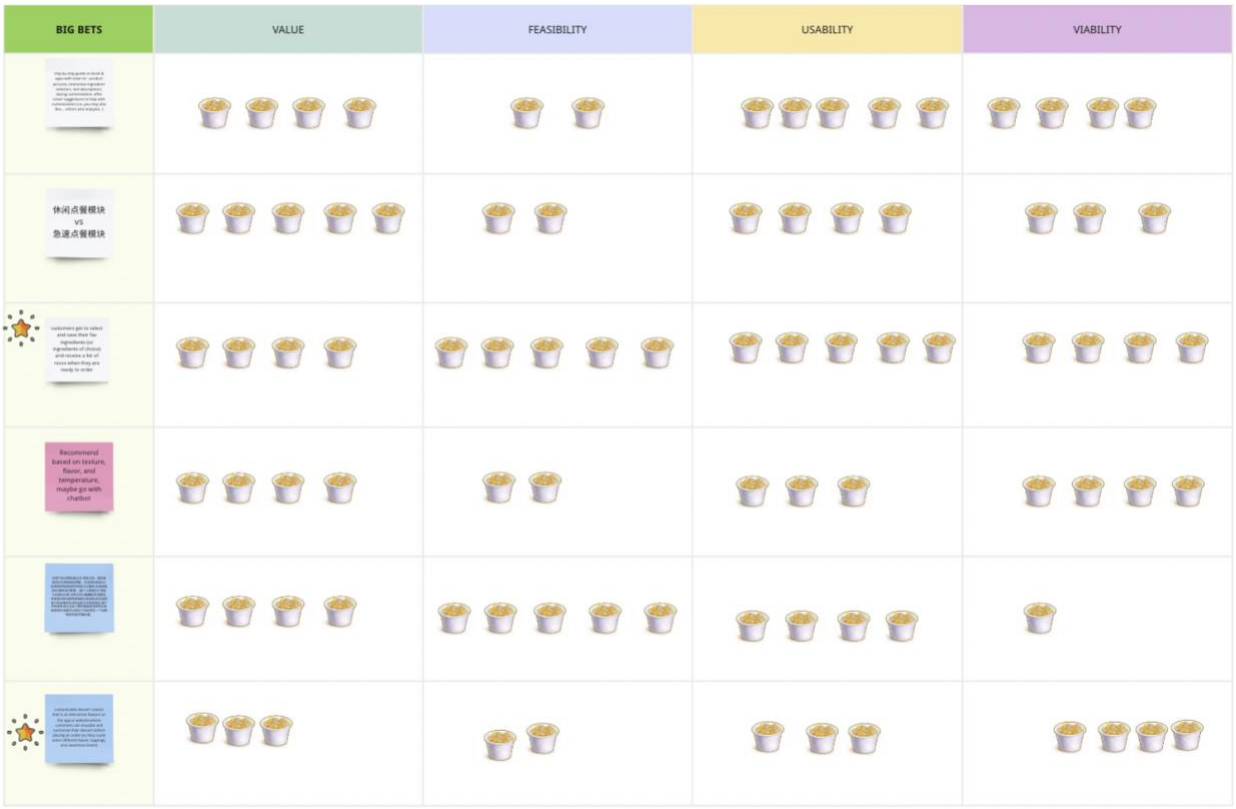
As expected, we have quite a long list of ideas. Before we could proceed with prototype development, we conducted idea refinement exercises that helped us narrow down and prioritize this list to identify the top ideas we'd like to pursue.

As discussed in our planning report, we align and assess our ideas based on whether they address our user requirements given their technical complexity and business impact. We conducted an idea mapping exercise (**Fig. A.3**) that assessed each individual idea.

		Impact	Complexity	Category	Requirement Alignment	Technical Resource Required	Cost	Data Availability
1	Example Row	High	High	Big Bets	Provide suggestions to existing customers given order history	DS, DE, MLE, Front-End, Designer	human, money, time?	Historical transaction data available
2	买一送一, 送小礼物 送印章,可兑换item implement a loyalty program that allows our users to accumulate points for each order that can be redeemed for discounts or free items	Mid+	Low	Quick Wins	Design and Offer promos		$$	order history
3	promo 可以是与其他公司联名的奖励, 比如与原神联名出原神的兑换码	Mid+	Mid+	Big Bets	Design and offer promos		$$$	Order history
4	show promos when order/pay	Mid+	Low	Quick Wins	offer promos		$	N/A
5	promos that are location, weather, event, language -based	High	High	Big Bets	offer promos		$$	All sales data
6	self-defined sorting by price, by what's trending	High	Low	Quick Wins	provide suggestions to customers		$	All sales data
7	self-defined sorting based on group size & age (as input)	High	Mid	Quick Wins	provide suggestions to customers given small context		$	
8	metro可能人种比较多,以推荐物品的多样性为主, suburban 以当地客户人口比例为基础做推荐	Low+	Mid	Money Pit	provide suggestions to customers given population context		$$	
9	Location-based menu that offers a menu based on users' locations (for example if the user is in a colder climate, the app can suggest warm desserts and vice versa	Mid	Low	Quick Wins	provide suggestions to customers given location context		$	
10	for different locations, understand purchase trends (i.e. basic milk tea being most popular in suburbs, shaved taro ice being most popular in NYC) and offer different promos based on these trends	Mid	Mid	Fill ins	provide suggestions to customers given trend		$$	
11	create a system for seasonal special recommendations that highlight seasonal specials to the customers based on their past orders and preferences	High	Mid+	Big Bets	provide suggestions to customers given history order and season		$$$	
12	create a "Virtual Queue Management" that allows customers to join a virtual queue during peak hours, reducing physical wait time	Low	High	Money Pit			$	
13	店内手机扫码点餐	High	Low	quick wins	enable a smoother experience		$	
34	协同产品:如同轮胎与车,球拍与球。某些食品往往与其他食品搭配。在选择玩食品A之后其他所有食品的协同百分比概率,从高到低排列,概率实时更新。(我个人更倾向于把百分比展示出来,当然也可以隐藏起来,但是协同食品的排列顺序是按照从高到低)在系统把用户种类潜在的识别出所对应的种类后,用户的的菜单会以这类人群的商品被选择率从高到底排列(或者可以把这个系统放在一个叫做"猜你吃啥"的模块里。	High	Medium	Big Bets	Utilize purchase data for product pairing	Data Scientist, Front-End, Designer	High (money, time)	Historical transaction data
35	customers have the option to use self-service ordering machines	Medium	Medium	Quick wins	Streamline ordering process	Front-End, Designer	Medium (money)	
36	on kiosks in store, while designing interface for produce menu, offer options of different types of ordering experience available, for example - 	High	Low	Quick Wins	Provide personalized ordering options	Front-End, Designer	Low (money)	
37	refer to a list of popular food combinations or pairing recommendations with probability to help her make her selection	Medium	Medium	Quick Wins	Enhance customer decision-making	Data Scientist, Front-End, Designer	Medium (money, time)	Historical transaction data
38	first item discount through App: to collect user data	Medium	Low	Quick Wins	Incentivize app usage and collect user data	Data Engineer, Front-End, Designer	Low (money)	Historical transaction data
39	promo online platform: first order of deep discount to attract customer	Medium	Low	Quick Wins	Attract new customers to online platform	Data Engineer, Front-End, Designer	Low (money)	
40	Gelato mod: give out sample, sample try-out in-store for the first-time customer	Low	Low	Quick Wins	Encourage trial and introduce new flavors	Front-End, Designer	Low (money)	
41	Product with alcohol	Medium	Medium	Quick Wins	Cater to customers looking for alcoholic options	Data Scientist, Front-End, Designer	Medium (money, time)	
42	less portion/price: to make it less heavy and easier choice	Medium	Low	Quick Wins	Provide smaller, more affordable dessert options	Front-End, Designer	Low (money)	
43	Recommend which item on the menu can be hidden	Low	Medium	Quick Wins	Increase discoverability of lesser-known menu items	Data Scientist, Front-End, Designer	Medium (money, time)	Historical transaction data, ingredient data
44	Chatbot to explain what is 芋圆,仙草...	Low	Low	Quick wins	Improve customer understanding of unfamiliar items	Front-End, Data Engineer, Data Scientist	Low (money)	
45	Recommend based on texture, flavor, and temperature, maybe go with chatbot	high	mid+	big bets	provid suggestions to all customers	DS, DE, NLP, GPT	computing, mid	daily information
46	for each Meet Fresh ingredient, design an interface that provides engaging content, identifying similar ingredients with similar tastes/textures that might be familiar to some customers	high	mid-	quick wins	provide suggestions	DS, DE	low	similar ingredients with similar tastes/textures

(Fig. A.3) - part of idea mapping exercise results

15 ideas were highlighted and selected from the idea mapping exercise. However, for prototype development, this is still a long list of ideas. To further iterate on idea refinement, we conducted a second round of idea assessments, this time based on **value**, **feasibility**, **usability** and business **viability**. We used a collaboration board where the team got to vote for each idea along the 4 dimensions in terms of taro balls (1 taro ball being lowest, 5 taro balls being highest) (**Fig. A.4**).



(Fig. A.4) - part of iterative idea assessment

Our winners from two rounds of idea refinement are consolidated and combined into the following 3 ideas for prototype development -

1. Location-based menu that offers selections based on user locations (for example if the user is in a colder climate, the app can suggest warm desserts and vice versa), incorporating self-defined sorting by customer demographics and by what's trending (**verbal prototype**)
2. Customizable dessert creator that is an interactive feature on app or website where customers can visualize and customize their desserts before placing an order (so that they could select different bases, toppings, and sweetness levels); food search map with four key elements: content, hot/cold, sweet/salty, level of sweetness (**paper prototype**)
3. Customers get to select and save their favorite ingredients (or ingredients of choice) and receive a list of recommendations when they are ready to order (**paper prototype**

Prototyping Results

I. Prototype 1: Location-specific with self-defined sorting

We interviewed three students during which we explained to them our ideas on location based menu and product sorting by customer demographics and trending to get their feedback. We also provided them with bullet points on our ideas for them to recap easily. Bullet points are as follows. Overall, the feedback for Location Based Menu is negative, while Product Sorting by Customer Demographics and Trending is quite popular.

A. **Location based menu**
   1. Different menu based on user location
      a. Colder climate, app suggest warm desserts and vice versa
      b. New York vs Georgia
         1. There is a lot of good milk tea shop in New York → high competition
         2. Menu focuses more on dessert instead of drinking product
         3. Georgia: maybe equal weight on dessert and drinking product, depends on competition

B. **Product sorting by customer demographics and trending**
   1. Collect some demographic information from customers before they order
   2. Basically use this information to do customer segmentation
   3. Find out what type of dessert is most enjoyed by certain group of customers
      a. Ex. Teenagers may prefer cold desserts and old people prefer warm
   4. List at the top of the menu the most enjoyable dessert in this group with top trending item (product liked by everyone)

To conduct this verbal prototype, we performed the following steps:

1. Describe to our friends what is verbal prototype and ask for their feedback on our ideas; get their consent
2. Verbal prototype is conducted through a wechat voice call, during which we explain our ideas; The bullet points is sent to the interviewee
3. I explained to the interviewee that we will modify our idea based on your feedback, so we prefer it to be critical and constructive. No other instruction is given to avoid potential confirmation bias
4. Interviewee provides feedback through voice message, typed response, and comments on the idea bullet points.
5. Organize their feedback into bullet points. Please refer to the Appendix section for full feedback content

Prototype Evaluation Results

We performed verbal interviews with users to gather feedback for initial prototype design evaluation. The evaluation comprises two parts: location based menu and product sorting by customer demographics and by trending.

Location Based Menu

We received controversial feedback for the idea of a location based menu. Negative feedback includes:

- It may impact the brand of “Meet Fresh”, making it lose the advantages of a chain brand as the product is universal and familiar to current users. Local stores can be more customized and attractive.
- location is not a good parameter which can be heavily affected by other factors such as season, competitors etc.
- It could be really difficult to gather the data for all the customers within a certain location range, making the menu less reliable as “location based”.
- If we base on ethical locations to generate more customized products, such as more hot drinks in an Asian centered area, it can cause potential litigation risk for racist and discrimination.
- If the menu only focuses on certain location favorable products, it may lose clients who live in the area but are not prone to location based products.

Interviewee also provided several positive suggestions: limited special items based on different locations (limited only) and recommendations based on time of the day.

Based on the feedback, we conclude that a whole location based menu is neither practical nor beneficial to the business. We might want to give up this idea.

Product sorting by customer demographics and by trending

We received positive feedback for the idea of product sorting. Interviewers showed interest in the idea. Additional suggestions includes:

- Always present the top 10 best sales and unify the application layout and classification rules for all stores in the US.
- Give incentive to clients to gather customer information, such as gender, age, etc
- Add order history for each client, making it more convenient for users to reorder.
- Add consideration for relevant hot sales drinks on social media
- Allow clients to give feedback to items purchased and give recommendation based on the feedback

One of the interviewees also expressed concerns about data collections for product sorting, such as privacy issues, suspicious and annoying steps, which may cause inaccurate information.

Based on the feedback, we modified the first iteration of our prototype by adding more concerns regarding data collection, including giving out more discount/incentive, streamline the data collection steps, and avoiding asking too detailed and personal questions.

II. Prototype 2: Dessert creator with food search map

Key: visualization, pipeline, customizable items: high freedom

1. We designed the prototype separately and obtained two models
2. We merged the good practices from two models
3. We finalized our prototype as shown in this paper
    a. Why we did it this way
        i. We want to build a module that helps customers order easily. The basic idea was to show fewer things than usual, but provide the option to show more items.
        ii. We gave customers some concepts, like hot/cold, sweet/salt, high/low Cal to decrease the food searching space and also to decrease customers' pressure.
    b. How it works: This is a prototype that enables customers to search for food quickly within a range and build their own bowls.
        i. Ask customers to choose among hot/cold/None, sweet/salty/None, high/low Cal/None, then we provide the following ingredients and items according to these options.
        ii. First show customers some base types, they can pick only one.
        iii. After they choose a base type, we show them variants of this base type (if we don't have variants, skip this step)
        iv. Now customers can choose toppings from a given list. This list is collapsed but can be extended if customers want to see more. They can see an interactive image on the right side of the screen, which shows what they chose. The image is interactive so that when customers click ingredients on the image, it shows brief intro and prices of the ingredients.
        v. After choosing toppings, customers can choose to add extra toppings, or extra ingredients.

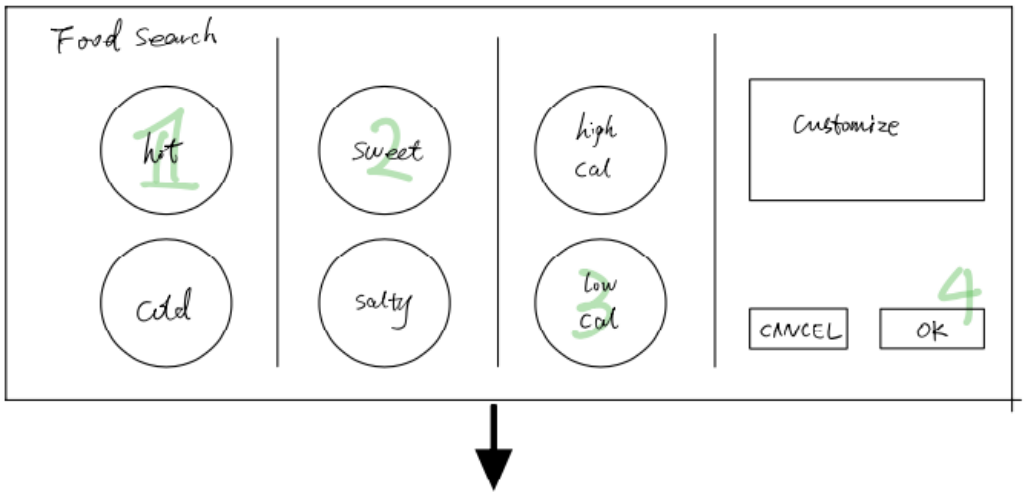
vi. After going through the pipeline, customers will see a review page that summarizes all the items they have selected. In this page, they will finalize the order by choosing a sweetness level, the size of the item, and the count of this item.

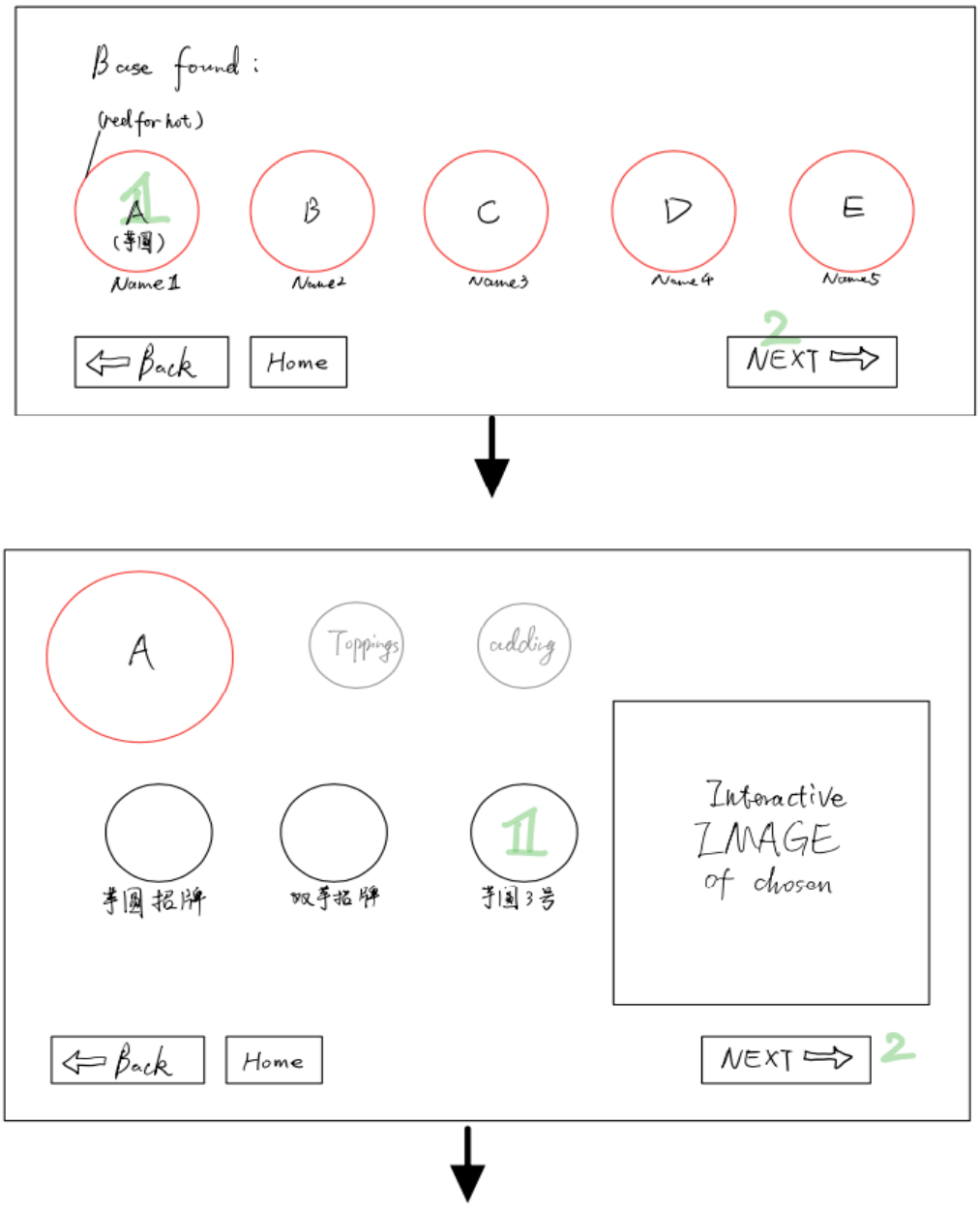
vii. On the right side is an interactive image that shows what they chose and gives the customers an idea of how big the bowl is by showing some referencing objects beside it.

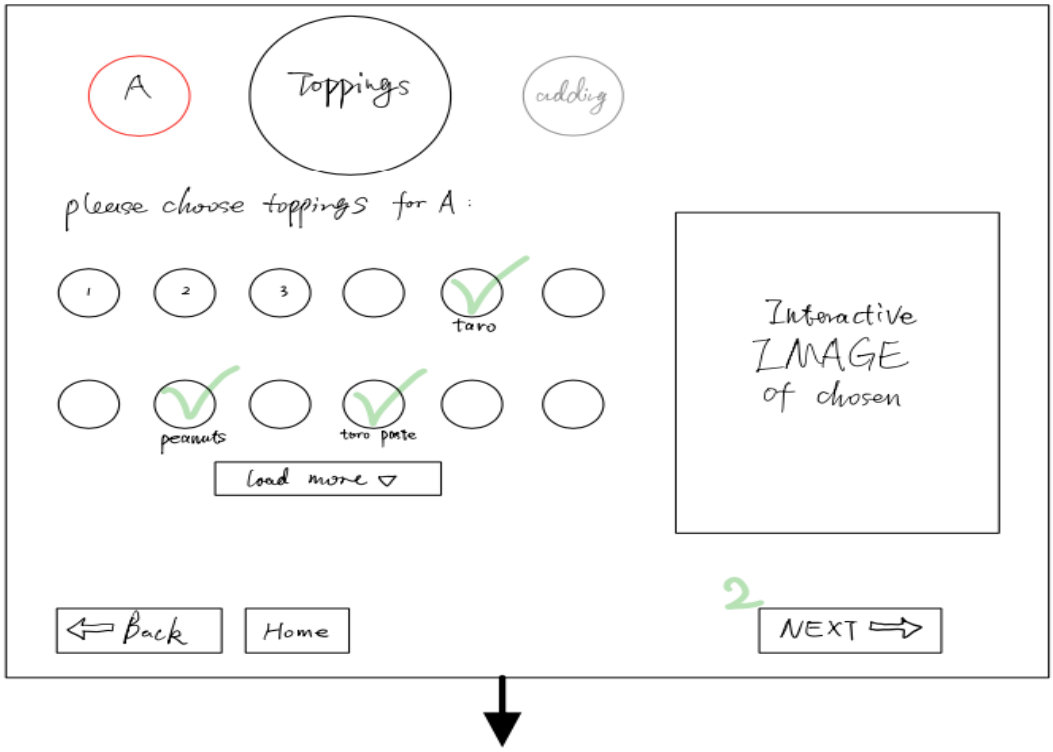
viii. If customers get ready, they can click Confirm Order to submit the order, if not, they can easily delete any items by clicking the ⛔ button beside the item and confirm. Customers can add another item by clicking the ➕ button at the end of the list, once it's clicked and confirmed, customers will be redirected to the first page.

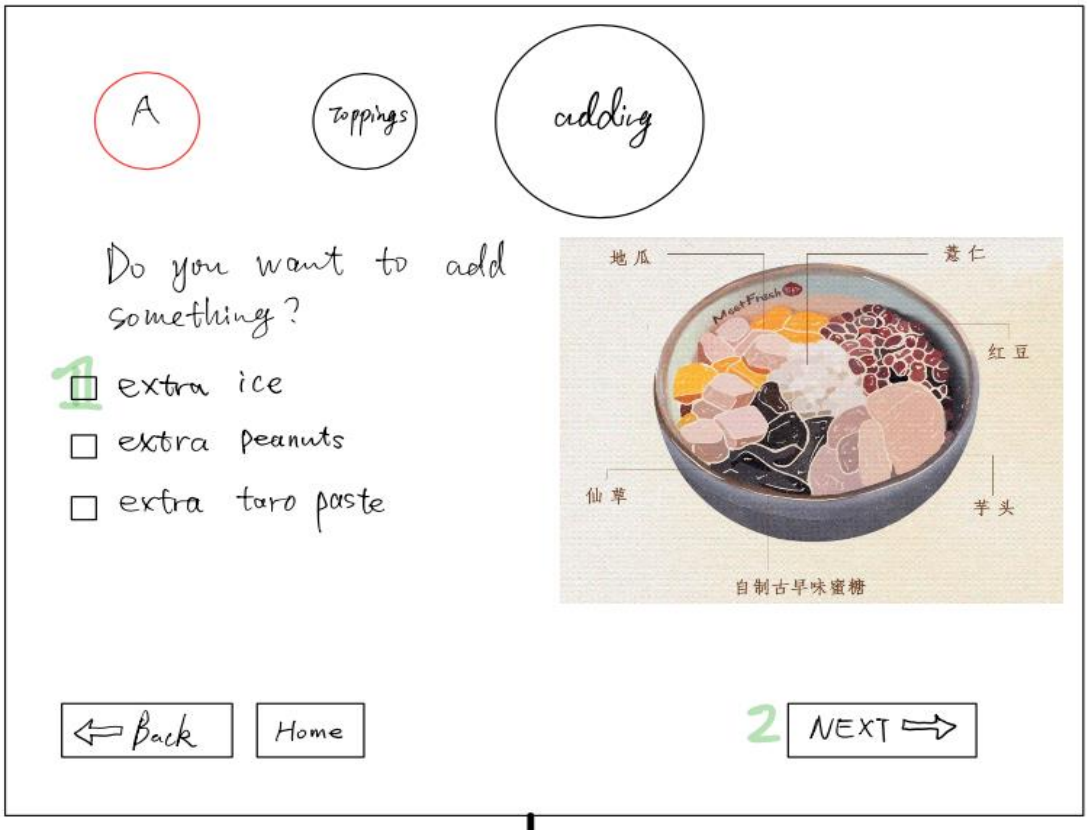
4. Here's a paper workflow of how the prototype works:

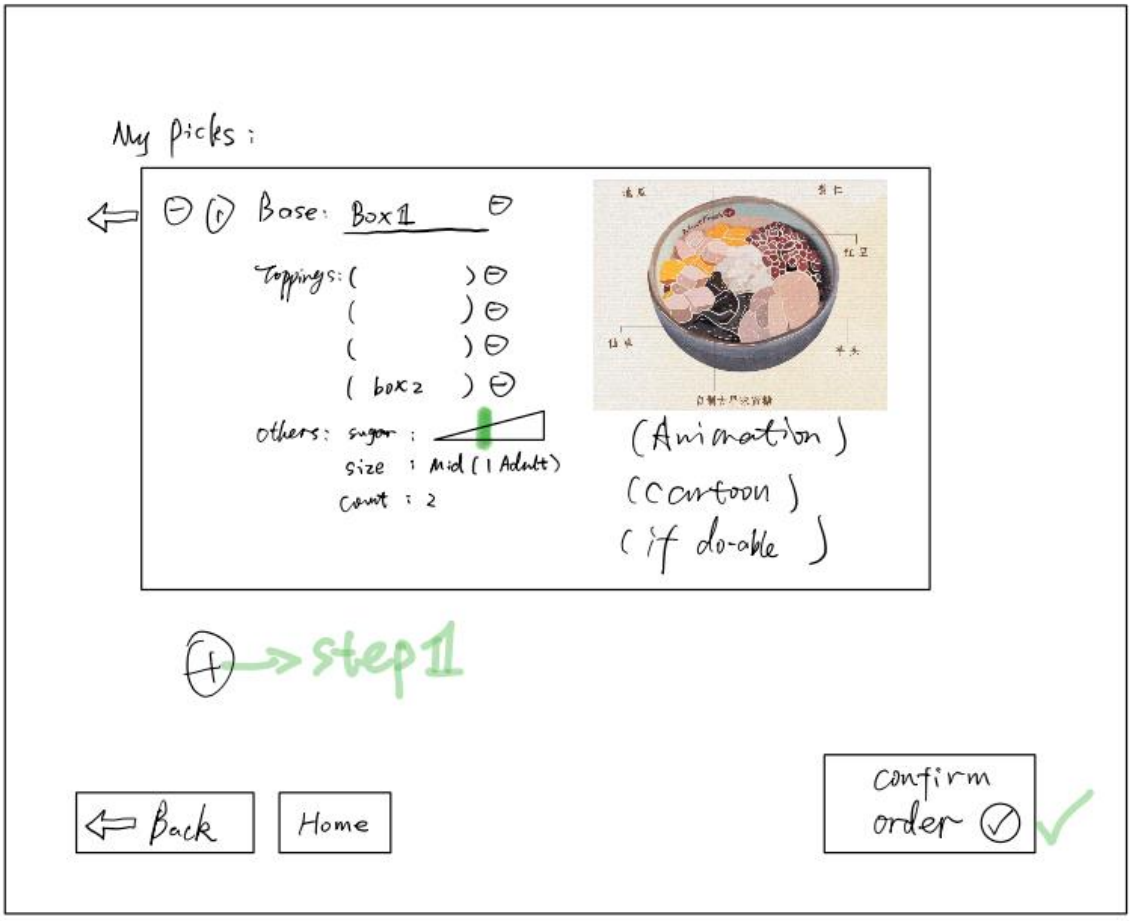
按钮：  芋圆 (top)，  杏仁烧 (base)，  boba (top)，  tofu (top)，etc…











Prototype Evaluation Results

Interview 1: We and the interviewees simulate the entire ordering process through a prototype to experience and provide feedback.

1) (Positive evaluation)” Picture 1 is very good, you can choose more than one.”
2) (Suggestion) “Eating and drinking do not need to be classified separately. If you choose to eat and drink and enter the same page, you may be able to simplify the process. Can users eat and drink in the same interface.”
3) (Suggestion) “If there are a large number of pages that need to be passed through to order food, users may find it troublesome, because after using it, they cannot return to the interface they want to modify at once, but can only click back once, and click The response time of the meal machine is often not as fast as that of the mobile phone, so it will take a long time for the user to order the meal.” (The piece we customized actually shows the progress of the overall process)
4) (Suggestion) “Each page can add a shopping cart and display the ordered quantity.”

5) (Suggestion) “When the user does not respond for a long time, there can be a voice or pop-up prompt”
6) (Positive review) “Interactive image is great, like a game”

Suggestions for improvement:

1. It is suggested that the process of ordering food and drinks could be simplified by combining them on the same screen or interface, rather than separating them.
2. If there are multiple screens or pages involved in the ordering process, it is recommended to allow users to **easily navigate back to a specific page** they want to modify. The current back button might be time-consuming and the response time of the ordering machine may not be as fast as a smartphone.
3. It is proposed to include a **shopping cart on each page**, displaying the selected items and the quantity chosen.
4. A suggestion is made to provide a voice or **pop-up prompt** if the user is unresponsive for an extended period of time.

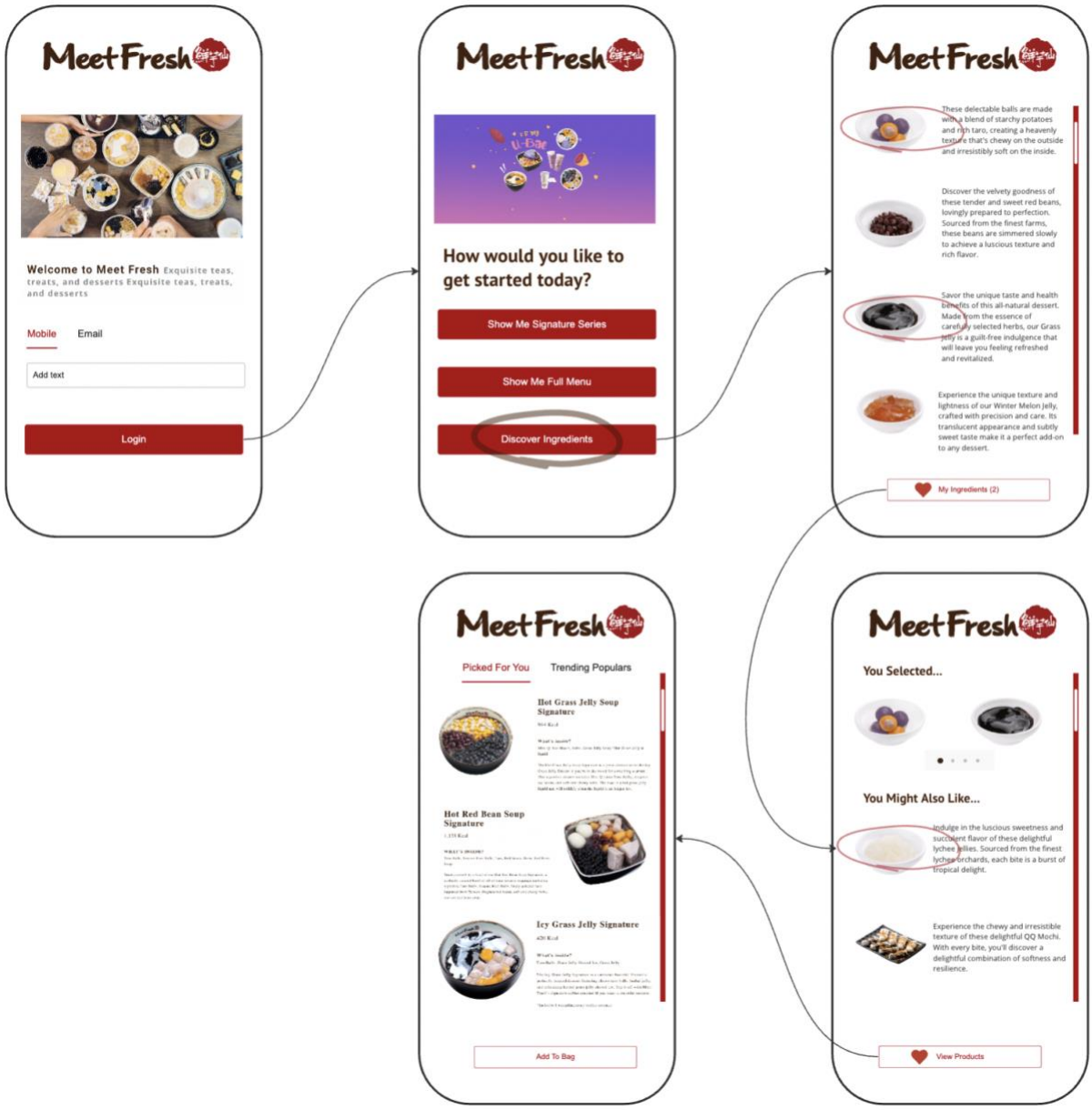
In Interview 2, another interviewee also gave us some positive feedback and suggestions :

1. The UI looks neat and tidy, and seems like something Meetfresh would build.
2. I feel comfortable when I order, I see not too many things shown in each step, which is good.
3. Users may need help if they are disabled, e.g they can’t see or can’t hear. You might need some **‘assistance’ button**.
4. In your Topping choosing page, better provide the **upper limit of toppings** that customers can choose.
5. For the interactive images, you’d better add some caption/description saying that it’s interactive otherwise people won’t know.
6. I wish there were a **‘shopping cart’ button** at the top-right corner of each page, and I can go check there whenever I want to.
7. You may want to put the **size and count configuration at an earlier stage**, instead putting them at the review page
8. I’d like to have some **buttons to add coupons** at the last review page.

III. Prototype 3: Ingredients combo recommendations

Idea 3: Customers get to select and save their favorite ingredients (or ingredients of choice) and receive a list of recommendations when they are ready to order.

This prototype was created as a paper prototype, because we are hoping to visualize a concrete design and user flow for user interview feedback. The prototype should display the basic user flow using a very basic UI, but capture the core functionalities of this idea (**Fig. B.1**).



(Fig. B.1) - prototype 3, ingredients combo recommendations

This solution could work on mobile apps, in-store kiosks or any in-store ordering tablet devices. Following the user flow, the general steps are:

1) Customers are asked to provide their phone number or email so that purchase order history data can be used in conjunction with the current session data (customers can also proceed without providing any identifiable information, but this means we will need to work without order history data).
2) Multiple order experience options are available, '**Discover Ingredients**' allows customers to begin exploring and selecting ingredients of interest for recommendations.
3) After selecting the 'Discover Ingredients' option, customers see a list (or a categorized list with ingredient groups) displayed with eye-catching and engaging content describing each ingredient with pictures. This is the interface where customers get to explore, discover and select their favorite ingredients or ingredients of interest. Data collected at this stage is crucial for generating recommendations later, in conjunction with historical purchase data (if available).
4) The next interface allows customers to review selected ingredients, while showing recommendations for other ingredients based on session data and historical data (if available). This step offers **ingredient-level** recommendations that enable customers to continue discovering and exploring ingredients.
5) After ingredient selection is finalized, customers then move on to the last interface before checkout, where they receive a list of **product-level** recommendations based on all session data and historical data (if available) so far. Two tabs are included at the top - "**Picked For You**" offers a curated list of recommendations based on ingredients and products content data; "**Trending Populars**" offers a curated list of recommendations based on non-content-based methods such as collaborative filtering or Meet Fresh business expert knowledge input.

This prototype satisfies all high-impact requirements, thus generating great value and business viability for Meet Fresh, specifically:

- It meets the "Big Bets" requirement of enabling smoother ordering experience for customers with language and cultural barriers by allowing customers to discover ingredients without going through an otherwise intimidating process. At the same time, it provides clear and step-by-step guidance that's friendly and fun for customers to discover relevant products.
- It meets the other 2 "Big Bets" requirements by providing recommendations to both new customers and existing customers. "Picked For You" provides more personalized recommendations to especially existing customers with historical purchase data, while "Trending Populars" offers recommendations based on what's trending among other users in the area. These two recommendation algorithms complement each other by addressing the **exploration vs.**

exploitation problem (content-based recommendations suffer from limitations of expanding on users' existing interests), and the **popularity problem** commonly seen in collaborative filtering (collaborative-filtering based methods could recommend the same items over and over again due to overwhelming popularity of certain items, but we could address this issue by further complementing this approach with alternative methods).

This idea and prototype is also rated higher in terms of technical feasibility and usability, all important signs of ideas with great potential that are worthy of pursuing.

Prototype Evaluation Results

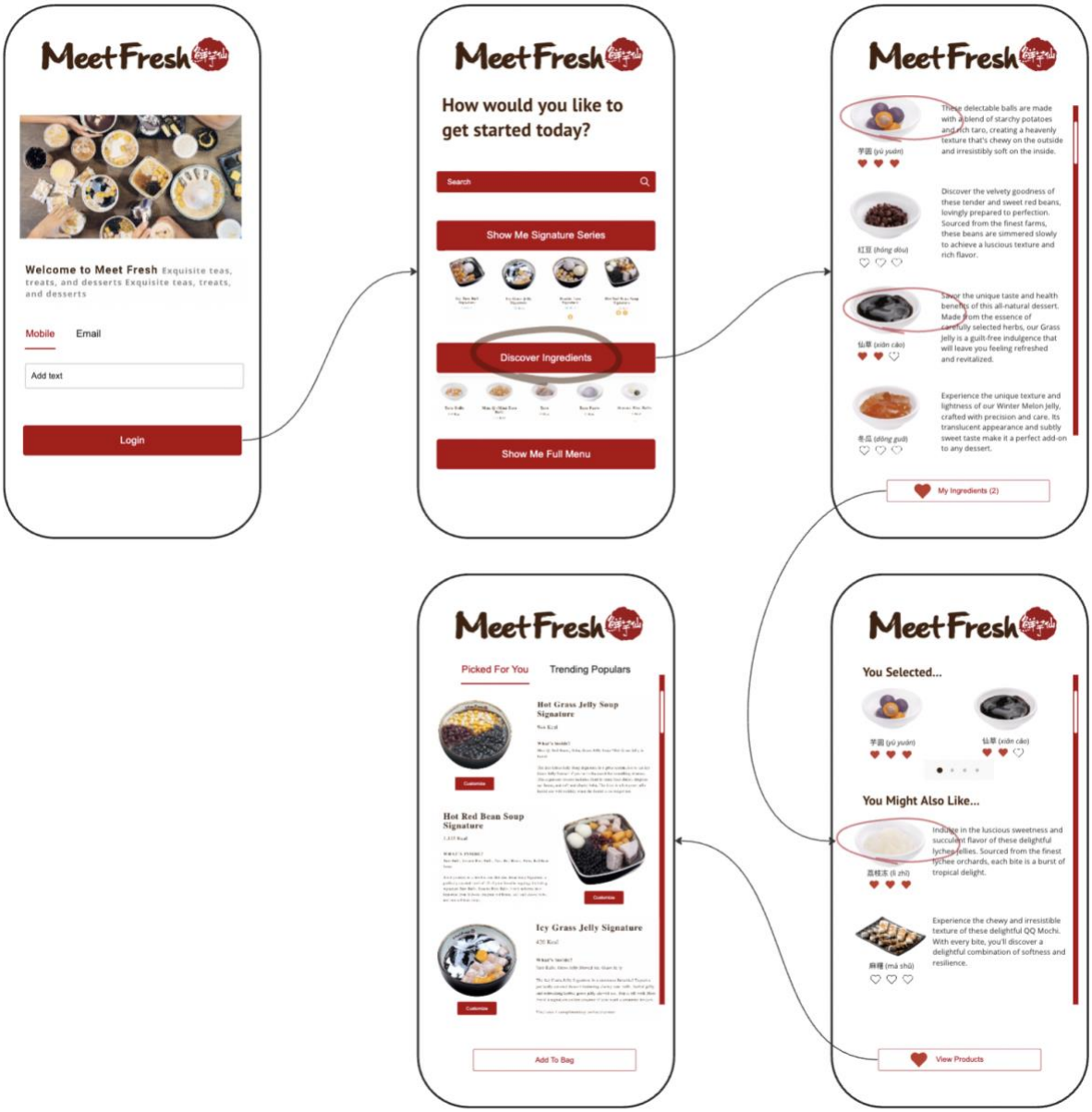
We performed user interviews to gather feedback for evaluating the initial prototype design. Users have expressed positive feedback for the design such as:

- "I think this would work really well for in-store kiosk or tablet ordering"
- "This definitely makes it easier to find more ingredients and products knowing what ingredient I like without having to go through a long menu or asking the store staff"
- "Love the clearly guided process"
- "Having both 'Picked For You' and 'Trending Populars' really diversifies recommendations, increases relevant product exposures and as a result, increases chance of purchase".

Some additional feedback that we'd like to highlight are as follows:

1. For the new "Discover Ingredients" feature, we should consider ways to promote user adoption by marketing campaigns or designing UI in a way that makes user onboarding easier.
2. It would be even better to allow customers to indicate on a 1-3 scale their interest level towards a certain ingredient (1 - somewhat interested, 2 - interested, 3 - very interested), and incorporate this data into generating recommendations.
3. Offer customization functionality when displaying recommendations to customers to allow further customizations.
4. Enable internal search functionality for customers who know exactly what they are looking for.

Based on user feedback, we modified the first iteration of our prototype. The modified prototype for idea 3 is illustrated below (**Fig. C.1**).



(Fig. C.1) - modified prototype 3, ingredients combo recommendations

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Summary

What we have done in this report

1. We conducted individual brainstorming and group brainstorming, and collected 66 ideas in total.
2. We prioritized the ideas in two rounds of discussion and decided to focus on 5 ideas. Then We merged the chosen ideas into 3 by their functionality and scopes.

3. We designed 3 low-fidelity prototypes aligning with the previous ideas using verbal and paper methodologies. And we described the prototypes' functions and features.
4. We showed and described prototypes to customers and conducted customer interviews to evaluate the prototypes.
5. We made modifications to prototypes according to the feedback collected and kept our fingers crossed that the prototypes satisfy our customers better.

Good/bad practices

1. In this particular report, we did well in these part:
    a. We gathered more than enough ideas by brainstorming.
    b. We reduced the ideas to stay focused, by prioritizing and scoring them, which made the process to some extent objective.
    c. We chose the best methods to implement prototypes considering the complexity and feasibility.
    d. We implemented prototypes in sub-teams so that everyone has exposure and impact.
    e. We gathered qualitative feedback from customers directly and made improvements to prototypes.
2. What we didn’t do well:
    a. We found it hard to reduce ideas count from 66 to a unit number.
    b. We found it hard to make a decision when an idea has goods AND bads.

Our prototypes

1. Verbal: Location-specific with self-defined sorting
2. Paper: Dessert creator with food search map
3. Paper: Ingredients combo recommendations

Next step

1. We'll improve our prototypes further with customer feedback.
2. We'll discuss technical implementations of the prototypes and prioritize our target according to values, feasibility, viability and folks' interests.

Appendix

Full List of Ideas from Group Brainstorming

1. Ideas for promos:
    a. 买一送一
    b. 送小礼物
    c. 送印章，可兑换item
    d. location, weather, event, language -based
    e. show promos when order/pay
    f. promo 可以不用是与其他公司联名的奖励. 比如与原神联名出原神的兑换码
2. self-defined sorting: (VS RecSys?)
    a. by price
    b. by hotness
    c. based on group size (as input)
    d. based on age (可以输入)
3. metro可能人种比较多，以推荐物品的多样性为主
4. suburban 以当地客户比例为基础做推荐
5. 结合trending now
6. 观察用户的评价，在差评比较多的方面多下功夫改进
7. 提供多语言的菜单
8. 在墙上贴intro介绍产品
9. stop using 'Taro balls', use some other names
10. 招募外国员工
11. 提示用户：这个产品适合什么时候吃：饭后，运动后，电影后，工作前，适合多少人
12. Additional customization dimension - more taro balls vs. less taro balls
13. Implement language options within the Meet Fresh app or website to cater to a diverse customer base. Users can choose between languages such as English, Mandarin, or other languages used in the local region.
14. Can use customizable dessert creator that is an interactive feature on the app or website where customers can visualize and customize their dessert before placing an order (so they could select different bases. toppings, and sweetness levels)

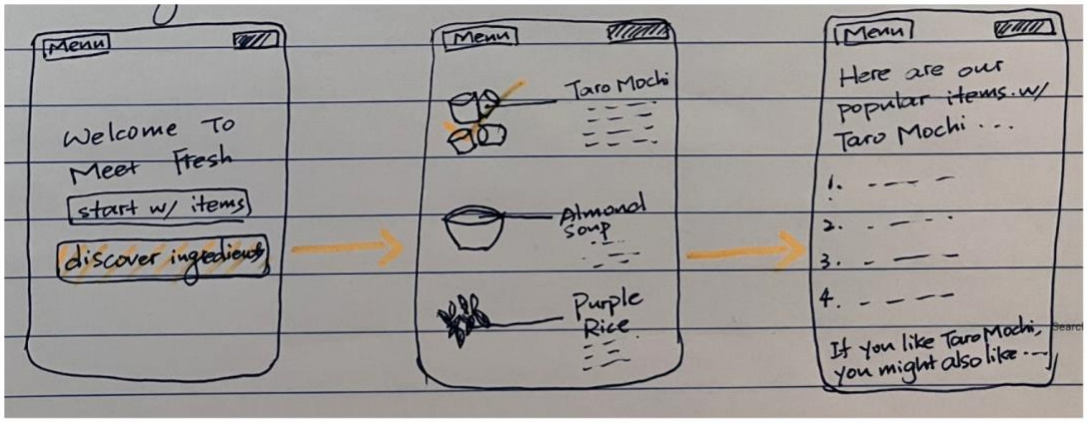
15. Location-based menu that offers a menu based on users' locations (for example if the user is in a colder climate, the app can suggest warm desserts and vice versa
16. We can create a system for seasonal special recommendations that highlight seasonal specials to the customers based on their past orders and preferences
17. We can create a "Virtual Queue Management" that allows customers to join a virtual queue during peak hours, reducing physical wait time.
18. We can implement social media integration that enables users to share their orders or favorite desserts on their social media platforms directly from the App
19. We can implement a loyalty program that allows our users to accumulate points for each order that can be redeemed for discounts or free items.
20. Can try developing a subscription model where customers can receive a selection of desserts every month, personalized based on their preferences.
21. We can emphasize sourcing our ingredients locally or using environmentally friendly packaging (maybe that helps appeal to environmentally conscious consumers)?
22. May expand our menu to include more health-focused options (like sugar-free or low-calorie desserts) to cater to health-conscious customers?
23. 提供个性化的推荐：利用用户的历史订单和浏览历史记录，为他们提供个性化的菜单推荐。这将有助于提高客户的满意度，使他们更愿意返回您的店铺。（在中国的话你用微信扫码点餐，那一瞬间你的个人资料商家实际上就已经掌握了）
24. 提供食品成分和营养信息。您可以在网站上列出每道菜品的热量、脂肪含量、碳水化合物含量等信息，帮助顾客做出更加明智的选择
25. 休闲点餐模块：提供给用户一个慢慢点餐的模块，让用户能够更加详细地了解每道菜的细节和配料。您可以在网站或应用程序上提供每道菜品的图片、成分和烹饪过程，以吸引用户的眼球。在这个过程中，您可以让用户输入一些基本信息，例如性别、年龄和偏好等等，以便后续的个性化推荐。根据用户的点餐历史和偏好，您可以向他们推荐一些他们可能感兴趣的新品或特别优惠
26. 急速点餐模块：为那些时间宝贵的用户提供一个快速点餐的模块。这个模块应该设计得简单明了，用户可以快速地找到他们想要的菜品，并进行点餐。您可以通过提供一些常见的菜品组合、推荐菜单和快捷键等方式，让用户更快地完成点餐过程
27. AMC电影院的可乐机器，小说软件的男频女频，用户去点餐上面的菜单密密麻麻。但是如果用户被分类，有一个风险，就是食品消费变成标签消费，用户消内容

变成了一个标签 。 我之前体验过一个火锅，在uber eat上, 它上面有男神火锅，女神火锅，所以我们可以把标签二次变形来解决上面说的那种风险。

28. 协同产品：如同轮胎与车，球拍与球。某些食品往往与其他食品搭配。在选择玩食品A之后其他所有食品的协同百分比概率，从高到低排列，概率实时更新。（我个人更倾向于把百分比展示出来，当然也可以隐藏起来，但是协同食品的排列顺序是按照从高到低）在系统把用户种类潜在的识别出所对应的种类后，用户的的菜单会以这类人群的商品被选择率从高到底排列（或者可以把这个系统放在一个叫做“猜你吃啥”的模块里。
29. 下单，(我个人认为不要有过多的弹窗，尽量简化，这是很容易影响到点餐体验的一栏）结账，（像大部分点餐系统一样的方式，给用户熟悉感，这样无论是什么么样的客户都可以很轻松的结账）等待出餐，（可以利用此时间让用户进入类似于小红书的论坛，如在餐桌上放上二维码，首次发布图片帖子会有店内奖励）带走或者在店内食用（客户需要很容易就能拿到餐具和纸张）
30. "Enter the store, open the door, push inward or pull outward. Are there any signs or advertisements on the door?"
31. Looking for a place to order food, customers have the option to use self-service ordering machines similar to those at McDonald's or order through the traditional counter. How is the interface set up on the ordering machines? Is there a need to queue? If so, are the recommended queue positions within the store? To alleviate the boredom during the queuing process, does the store provide any means such as playing TV shows overhead (even though customers might prefer to use their phones)? Additionally, I'd like to see the menu.
32. looks through the menu to find her desired food category. If she doesn't have a specific category in mind, this step will make her contemplate what type of food she wants to have. Once she selects a specific category, she proceeds to choose a food item within that category.
33. explores other food options on the menu. In addition, if available, she can refer to a list of popular food combinations or pairing recommendations with probability to help her make her selection
34. first item discount through App: To collect user data
35. Gelato mod: give out sample
36. visual aid kiosk: use the three step order method
    a. Base - ice taro, ice grass jelly, hot grass jelly, hot red bean soup
    b. Combo

    c. more topping picture change dynamically with order
37. less portion/price: to make it less heavy and easier choice
38. Recommend which item on the menu can be hidden
39. Normal recommendation based on your order history for online platform
40. Product with alcohol
41. Chatbot to explain what is 芋圆，仙草…
42. 店内手机扫码点餐
43. Recommend based on texture, flavor, and temperature, maybe go with chatbot
44. Sample try-out in-store for the first-time customer
45. Give coupons based on the type of the customer
46. For customers who come alone, give a free dessert after certain amount of buying within a month
47. For grouped customer, give discount for big order
48. For packaged product at grocery store, put a sample based on similar ingredients and (maybe) a coupon of recommended product
49. Food search map - four key elements:
    a. content
    b. hot/cold
    c. sweet/salty
    d. leverage of sweetness
50. membership collection: zodiac funny card, with rewards once completed certain level
51. promo online platform: first order of deep discount to attract customer
52. back to basics, generate complementary text descriptions when customers click on a portion of product image (on in-store kiosk or other mobile devices); content must be engaging
53. customers get to select and save their fav ingredients (or ingredients of choice) and receive a list of recos when they are ready to order
54. customers get to swap out ingredients and customize order using complementary and substitute products/ingredients recos
55. regular push notifications for items that could be purchased separately based on customer historical preferences; provide recommended recipes and pictures to inspire creativity
56. when new items and seasonal items are ready to launch, send personalized campaign messagings providing similar item examples and personalized content (i.e. you seem to like mochi a lot, so we think you'd love to try this upcoming new product!)

57. detect recurring ingredients in customer purchase history and offer recos and separate item options; messagings with engaging content about these items (i.e. GPT generated Trader Joe's flyer style text)
58. customize and recommend monthly Meet Fresh newsletters highlighting customer top picks, trending picks, seasonal specials and picked for you (with engaging text content in different languages)
59. step by step guide on kiosk & apps with clean UI - product pictures, interactive ingredient selectors, text descriptions; during customization, offer smart suggestions to help with customization (i.e. you may also like..., others also enjoyed...)
60. replace in-store paper menus with tablets and kiosks
61. for different locations, understand purchase trends (i.e. basic milk tea being most popular in suburbs, shaved taro ice being most popular in NYC) and offer different promos based on these trends
62. while ordering in app, auto-detect geo-location (when available) and provide recos based on what's popular or trending in that area
63. paint user profiles based on order history, location and basic demographic data (if available), and customize ordering experience based on user profile (i.e. clear pic with text, interactive step-by-step guide, new item discovery etc.)
64. some kind of UI that provides summary trend of customer's purchasing pattern, what's being ordered in the area, what's new in the area
65. for each Meet Fresh ingredient, design an interface that provides engaging content, identifying similar ingredients with similar tastes/textures that might be familiar to some customers
66. on kiosks in store, while designing interface for produce menu, offer options of different types of ordering experience available, for example -



Prototype 1 - Verbal Prototype Raw Data

同学1

Location based menu feedback

1. 连锁品牌的亮点之一就是让用户在每家店里都能无脑找到自己最习惯的/最喜欢的几个产品 如果menu在每个地区都不一样 那品牌效应可能会受到影响 why品牌呢？找一个local的小店就行了 小店可能会有更有特色的产品 比menu based on location的difference更值得尝试

2. 想规避上面的风险，但同时还想有点新意的话，或许可以在每个地区推出不一样的限定产品？通过社交媒体的影响让每个地区每个季度的冠军加入永久菜单（只是一个小建议～～）

3. 有没有可能产生racist/discrimination的歧义 比如纽约冷 —> 提供更多的热饮 但他的店如果集中在亚裔多的地方 就有可能被视作racist

4. 抛开racist的问题，有的dessert就不适合热的 或者很多美国人就不吃热的 如果只按weather来分类可能会让爱吃冷的的用户流失

Product sorting by customer demographics and trending

1. 有没有privacy的issue 我assume你这个地方是想让user点单前标注自己的一些基本信息（比如age），但是user会不会觉得这个步骤很麻烦/很suspicious/瞎写等等，可能导致更差的recommendation

同学2

Location based menu feedback

1. location这个parameter就不是特别好。比如纽约夏天也会热。Competition这个东西也不一定，纽约确实有更多的奶茶店，但如果在一个更小的region里，奶茶的competition不一定有那么高。Location这个parameter太受其他parameter影响，比如季节和较近的同类business影响。他认为这个也和第二个大点有冲突

Product sorting by customer demographics and trending

1. 这个点就非常好，应该做成一栏，大家可以看到比如热销前十
2. 应该做到美国各个地方app用起来是一样的，这样更舒服。Layout，归类的顺序是一样的
3. 热销可以根据当地的热销榜单不一样而改变，比如冷的地方热销就是热饮，那自然这个热销榜单上就会是热饮，没有必要单独用location做一个parameter

同学3

Location based menu feedback

1. 用户在不同位置时如何检测当地的同类竞品店的数量以及优劣程度？还是仅仅是在大致位置，如州级别单位
2. 可以考虑不同地理位置其他方面的preference，如当地文化或者社区人口构成。比如某些种族社区可能倾向于某种口味的饮品。或工作人口居多推送咖啡等品类
3. 也可以根据时间进行推送，如早上推送咖啡或其他比较清爽的饮品，晚上推送甜品等

Product sorting by customer demographics and trending

1. 可以考虑用优惠卷的方式鼓励用户填写个人信息，给一些incentive
2. 可以增加与当前社交媒体上流行饮品类似的product，不止调查你的客户群体，也可以参考网上的trending products
3. 可以加上过去常点的饮品/甜品。很多外卖/餐饮平台都有过去常点这个选项，在此之上，可以根据某个用户过去所点产品的倾向进行推送。

4. 可以建立一个反馈机制，在客户点餐/用餐完成后对产品有一个评价，如果评价过低就可以避免为这个客户推荐这个及同类产品