



HUNGRY

— *now* —



Jeremy Roske

29, Front End Developer

It's 11:45am on a Tuesday morning, Jeremy is wrapping up his project at his desk before he heads to lunch. He skipped breakfast this morning and wanted to eat a hearty satisfying lunch. He can't even fathom the thought of having another Subway combo meal for the fifth straight time. He knows he needs to get back to the office in one hour before he meets his manager.

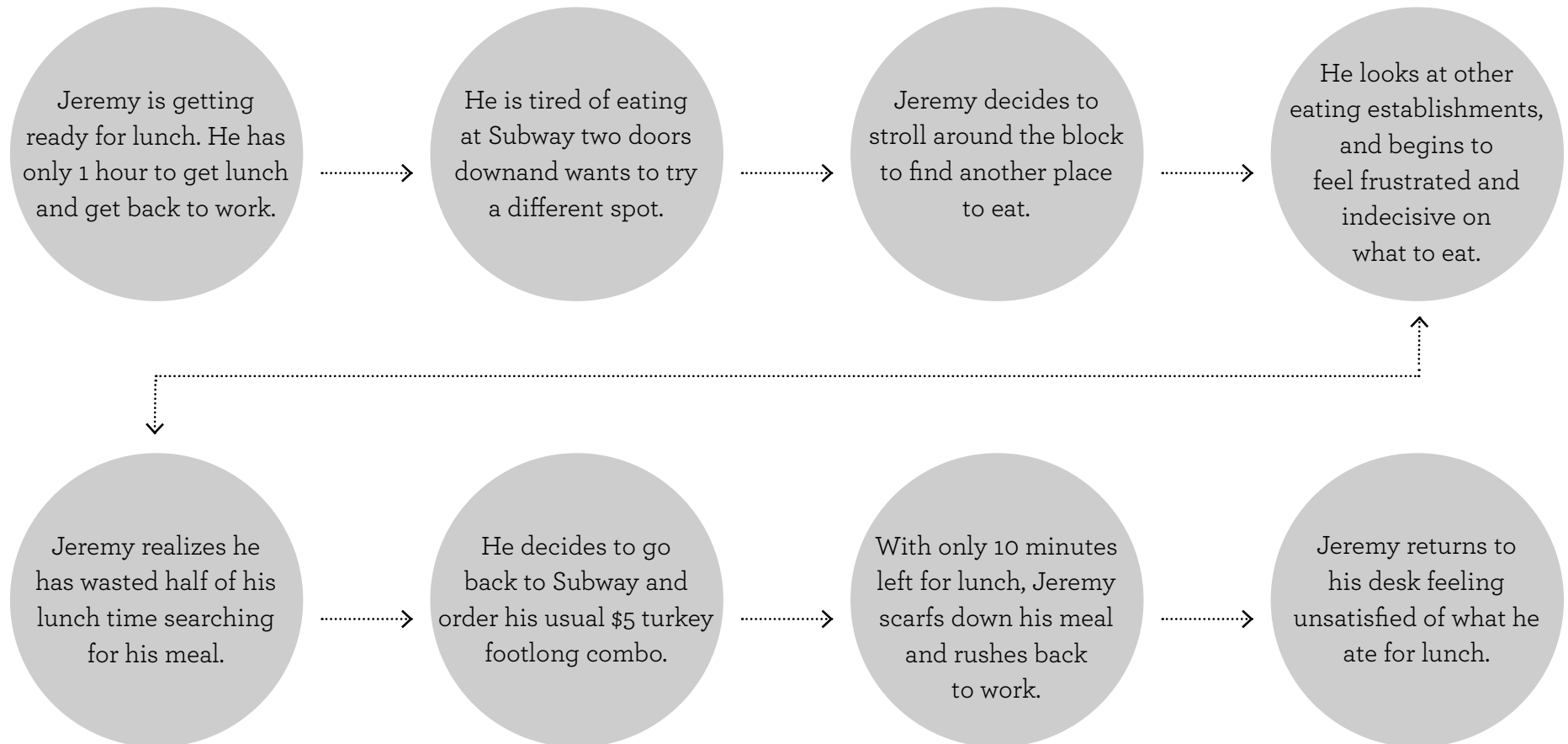
“I really don’t eat fancy lunches, but occasionally I want to eat something fun once in a while.”

Jeremy starts to feel indecisive, and he can't waste any more time to find lunch in the congested Financial District of San Francisco. He decides to download the app Hungry Now from the Google Play store. Within no time, Jeremy allows Hungry Now to search a food truck based on how far he wanted to travel and how hungry he was.

Alas, Hungry Now suggests a food truck right around the corner from his office that serves home style Thai food. Jeremy's face lights up and decides on Pad Thai. Finally, Jeremy enjoys the hearty satisfying lunch he's been craving and more importantly, he's on time to meet his manager at 1pm.

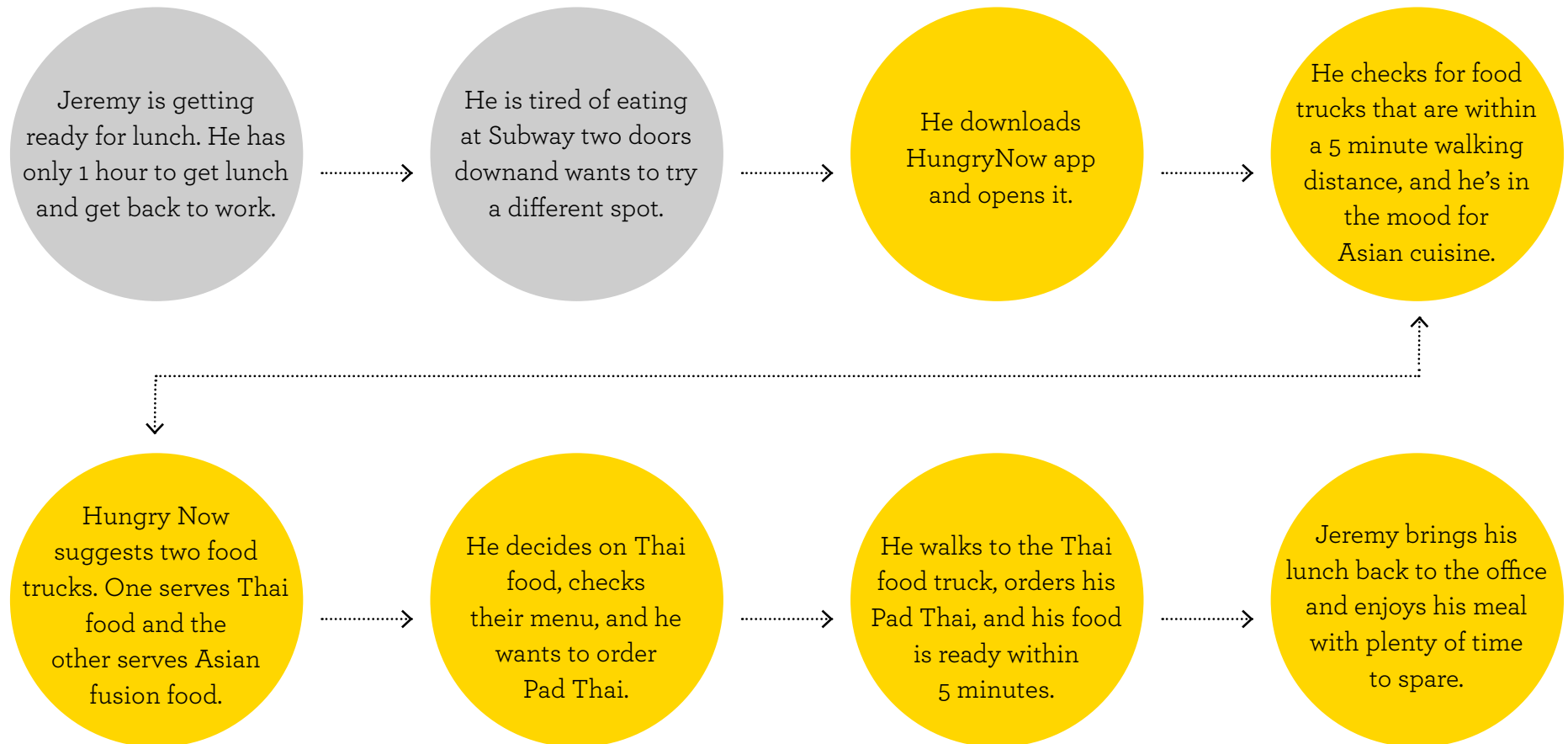
USER SCENARIO

HUNGRY NOW



USER SCENARIO

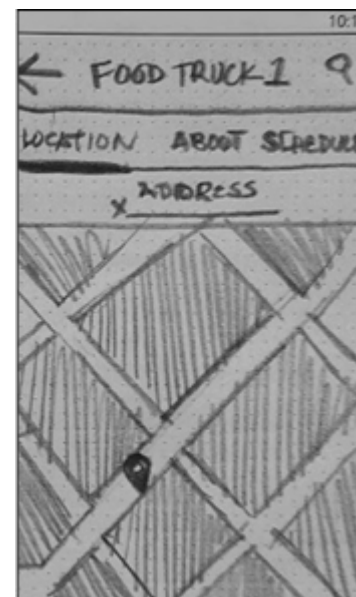
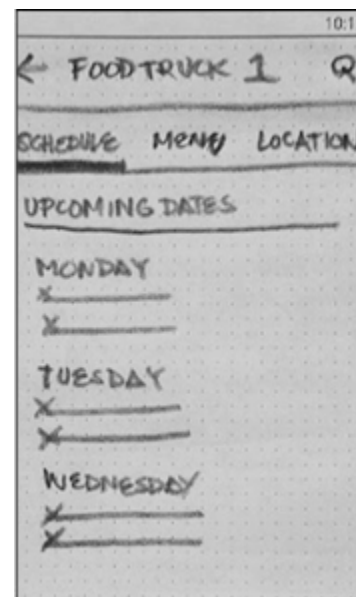
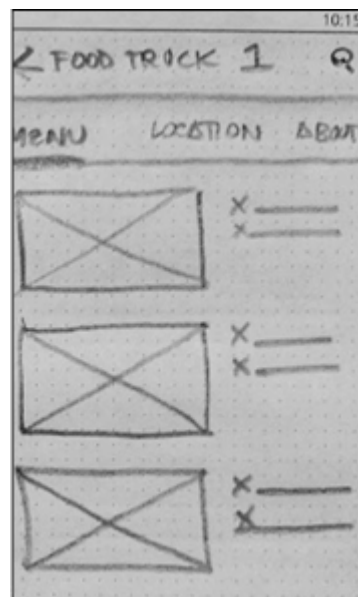
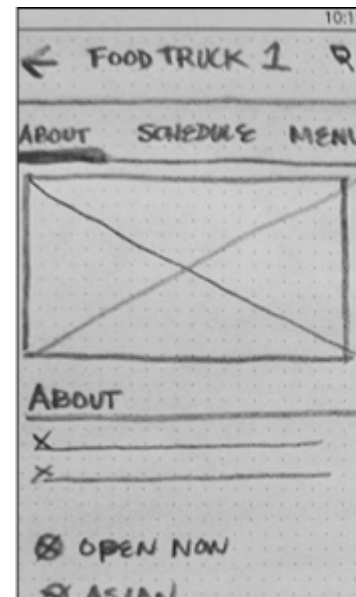
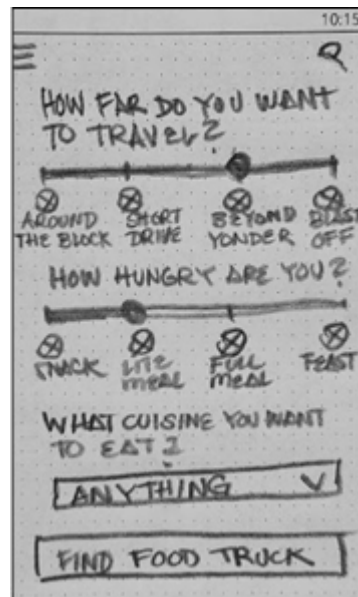
HUNGRY NOW



● User utilizing the Hungry Now app

EARLY SKETCHES

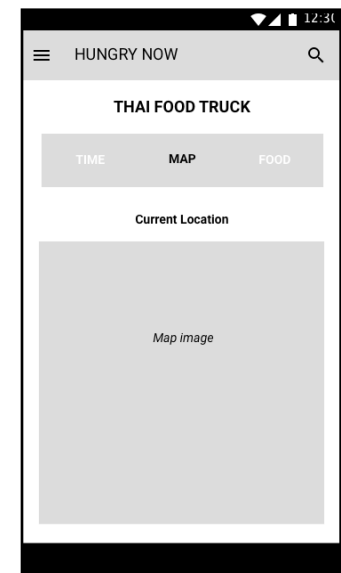
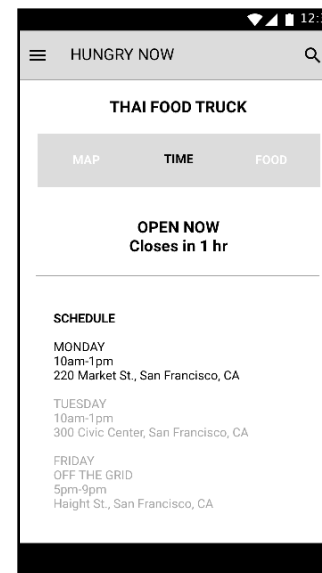
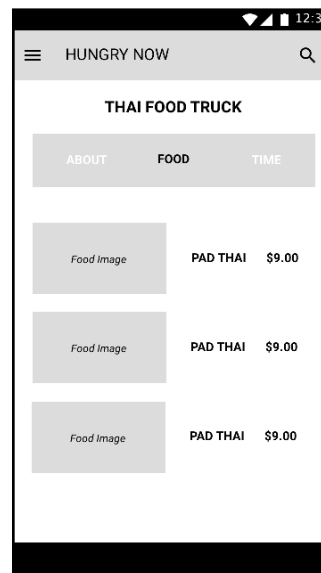
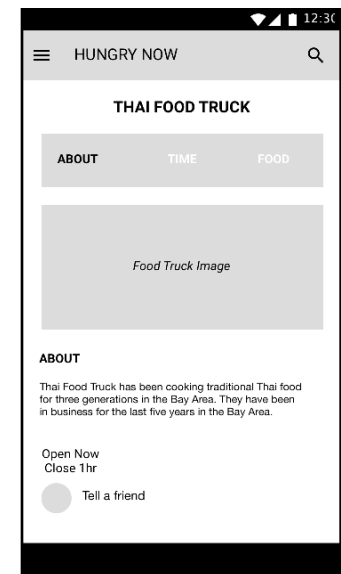
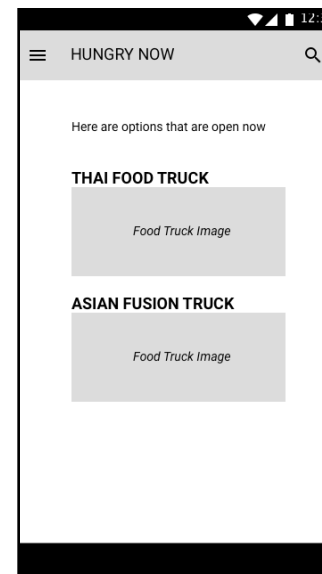
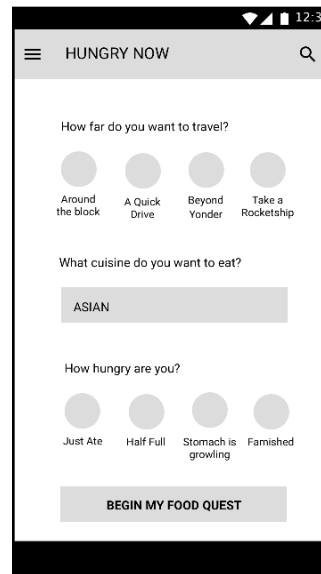
HUNGRY NOW



EARLY WIREFRAMES

HUNGRY NOW

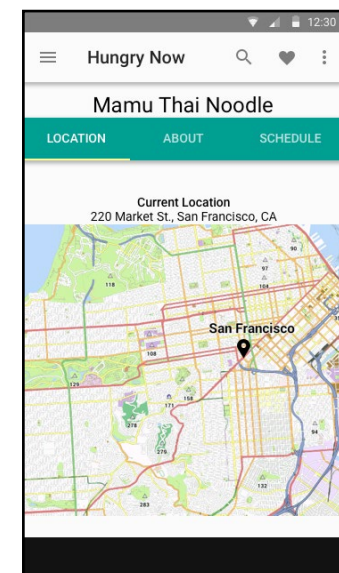
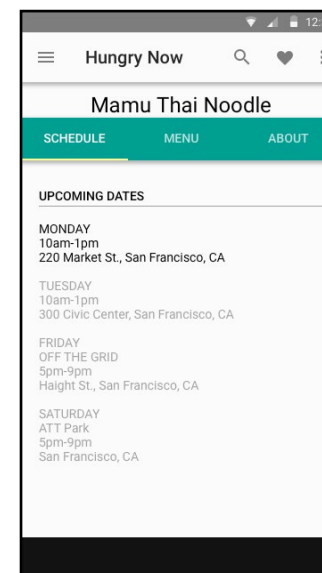
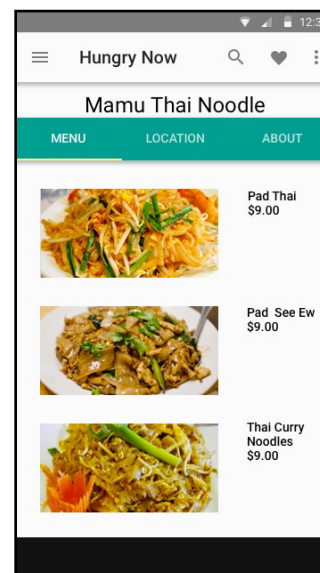
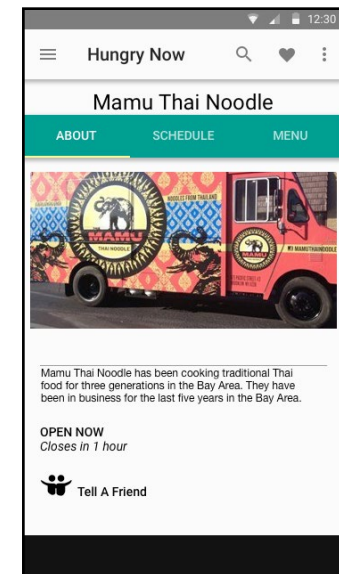
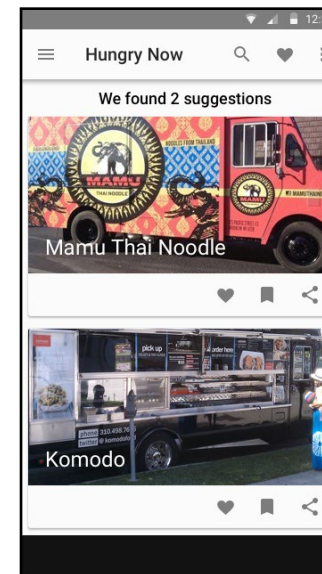
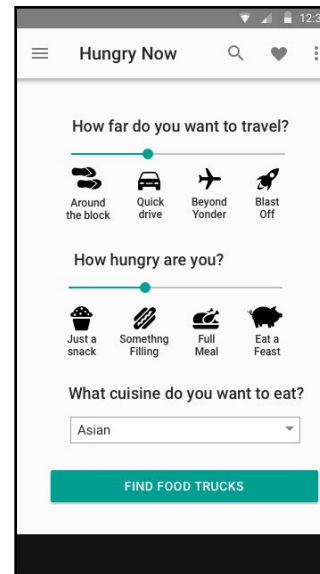
Based on my exploration, I further developed my initial sketches to create my early wireframes. I focused on how the user would interact from the main home screen to choose a food truck based on a set of filters. The user can then choose their food truck and gather more information about their selection including menu items, location, etc.



EARLY WIREFRAMES

HUNGRY NOW

In my next iteration, I added more elements to the visual design of these wireframes. I referenced Google Material Design to create a coherent and consistent visual language for this prototype. I focused on designing a visual hierarchy in the content, layout and style. My goal in this stage was to formulate recognizable patterns that will engage the user to interact with the prototype.



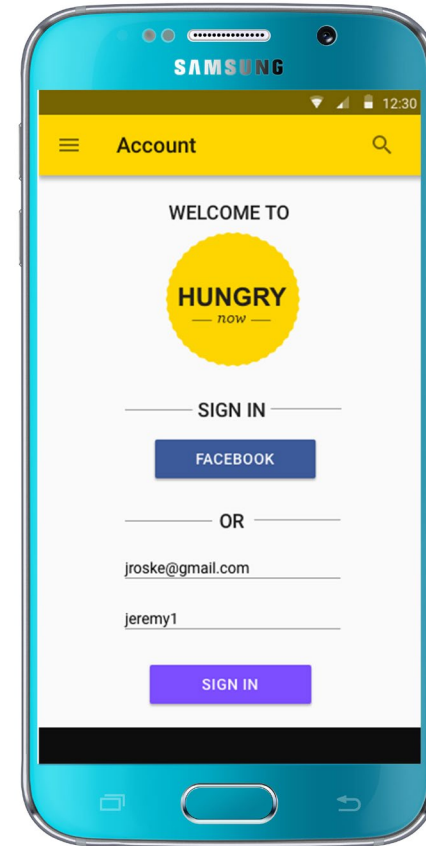
Logo Development

Font family: Whitney, Archer

● #FFD600

● #000000

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— now —



Icon Development

Font family: Whitney, Archer

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In the final iteration, I tightened the overall visual language to keep it consistent throughout the app. Referencing Google Material guidelines, I chose a vibrant color palette with a primary (#FFD666) and accent color (#7C4DFF). I used the typeface Roboto since it's the standard for Android. I also added components that are consistent on all Android devices including bottom sheets, lists, etc.

Please view the prototype here:
<https://invis.io/CN6TDYAW8>

