Design Case Study

Assignment Deliverables

1. User Personas
2. Workflow Diagrams
3. Lo-fi Wireframes
4. **Bonus Points:** Hi-fi Prototype (with defined color scheme, and design system)
5. **Bonus Points:** Name for the product
6. Mail it all with your resume to summer@innovaccer.com with **HackerCamp Summer 2018 Submission - Design** as its subject.

Scenario

Getting a good three meals is a hunt for the wilderness, especially if you don't live with family. Doing it daily would be an awful waste of time.

According to a recent survey in India, 34% of the people eat out two to three times a week, while 27% eat out once a week. ***About 12% eat out everyday.***

Food habits are changing with Indian Millennials:

1. They eat out more often
2. They want healthy food
3. They want different cuisines

With the changing demand, supply of food is not a problem at large. Multiple food delivery applications are now available to order food that is health, offers variety and is gastronomically satisfying.

Most people use the food delivery applications for at least two meals everyday. That said, this *takes up a lot of time*, and with the amount of options available, selecting an option is a daunting task. More often than not, *they end up ordering an expensive, unhealthy meal*.

Problem Statement

Design a mobile application with the sole purpose of feeding the 12% population who order food everyday and end up with a mediocre option, even after waste a major amount of their time ordering food.

The app should allow the user to automate the task of ordering food while specifying his/her eating habits.

The user should be able to specify the following things:

1. Which meals to order, time preference, and the location
   For example, Lunch 1pm - 2pm at Work, Dinner 9pm - 10pm at Home

2. Selection of cuisines
   For example, Indian, Japanese, American, Vietnamese, and so on

3. Number of calories, and macronutrients
   For example, 2,500 calories per day with 30% of calories from protein, 50% from carbohydrate, and 20% from fat

4. Allergies and other preferences
5. Payment method

P.S. If you can come up with more things that are relevant to the problem statement, and present a good solution for them, it will get a bonus point.

Assumptions
Please assume that data on the calories, and macronutrients is available for all food items. You can make other assumptions required to design the applications, but please make sure that you specify it in you assignment.

Additional Questions
If you have questions related to the assignment deliverables, please drop me an email on varun.dhawan@innovaccer.com and I will try to get back to you as soon as it allows.

Cheers, and good luck :)