



Basic UX

# 04.03.02 Design documentation

## Spiser App

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# Design brief

## Fact box

4 out of 10 SU receiving students from EU/EEA countries leave once they have finished their studies according to analysis by Danish Ministry of Education and Research.

Three major factors that affected students decision to leave were: 1) job offer outside Denmark, 2) professional network outside Denmark, 3) social network outside Denmark.

According to Ease of Settling in Index 2017 conducted by expat organisation InterNations, Denmark ranks 65 out of 65 countries.

Who are we:

five young entrepreneurs and students at KEA in Denmark, Copenhagen.

What do we want to achieve:

To help strengthening the connection between local and foreign students in Denmark, which would eventually lead to decrease of number of international students leaving Denmark straight after graduation. We want to achieve it through creating an innovative app, connecting Danish and international students by sharing a meal together, in order to create new friendships, form an international network for Danes and make foreign students feel in Denmark more like home.

Essence:

Share a meal together and strengthen the bond. Never feel lonely again. Feel as a part of Danish society.

Mission:

Connecting international students living in Denmark with locals by creating network based on sharing a meal and interest. In the long run – preventing international students from leaving Denmark because of feeling lonely and unwelcome.

Vision:

Foreign students will no longer feel excluded, never.

Values:

Tolerance, broad mindedness, caring, sharing.

Target audience:

Danish students, willing to get to know foreign students and create an international network. Foreign students, feeling lonely and willing to make more Danish friends.

Key stakeholders:

Higher education institutions in Denmark, restaurants and grocery shops.

# Design brief

## Competition environment:

There is no competition on the market for our idea, since there is no app with the same purpose as ours. There are online platforms like meetup or couchsurfing, there are also two social dining apps present in Denmark (TastePlease and eatwith), however they have a way broader target audience, which doesn't contribute to fulfilling mission like ours, because they are not being promoted specifically between students, as well as based on our research international students haven't heard of them at all. Our app is concentrated on more intimate meetings, which could be arranged by students more spontaneously than via the other platforms.

## Current dining trends among Danish millennials:

Create meal plans more often and are more interested in cooking at home than the rest of population, both because of smaller income and concerns about food waste. On the other side, they eat take aways more often, because their daily life is more unpredictable with impulsive changes of original plans. Every fifth eats brunch during the weekend.

## Current dining trends among American millennials:

Food adventures + local foods + communal dining + food trucks + affordable food + convenience is important + choice + healthy foods + connecting through technology + small batch alcohol.

## The scope:

The product will be presented to judges on 30/05/2018.

## Budget:

We will launch a crowdfunding campaign to raise 50000 dkk needed to get started. We will look into possibilities at getting state grants/support, as our business aims to serve the public interest.

## Measurement of success:

At this stage, developing an attractive seamless product that will allow us to convince potential investors and relevant stakeholders.

# Logo

The intention behind the Spiser logo was to create a simple but modern logo with neutral colours like white and black...

The choice to implement forks in the logo is due to a desire to convey the image of the company that it is an application intended to meet people around a meal.

2 forks = conviviality, sharing, etc....

Azedo Typeface:

The choice of the Azedo font was for its geometric inspiration, with its bold lines and its low center of gravity.

This font attracts the eye without disturbing.



Logo Colors



24 practical requirements of trademarks by Per Mollerup:

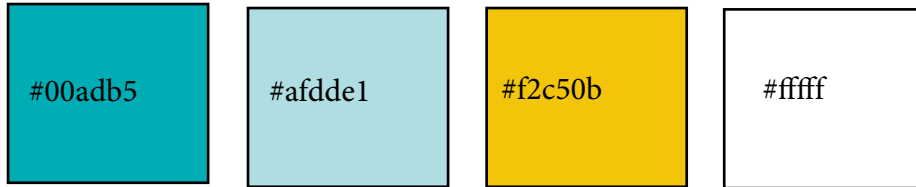
1. Visibility ✓
2. Application ✓
3. Competetion ✓
4. Legal protection ✓
5. Simplicity ✓
6. Attention value ✓
7. Decency ?
8. Colour reproduction ✓
9. Black & White reproduction ✓
10. Vehicles ✓
11. Holding power ✓
12. Description ✓
13. Tone of voice ✓
14. Fashionability ✓
15. Timelessness - rather not
16. Graphic excellence ✓
17. "Buy-me" ✓
18. Is it a trademark? ✓
19. On screen (Phone, PC, TV..) ✓ (online)
20. 3D ✓
21. Pronunciation ✓
22. Nonverbal sounds - no
23. Discreet identification ✓
24. Likability ✓

Per Mollerup's taxonomy for trademarks:

Graphic trademark → Letter mark  
→ Name mark → Descriptive name



# App Colors



Why blue color?

Blue is often described as peaceful, tranquil, secure, calm, and orderly.

Majority of people like Blue.

Most common types of colorblindness can see the color blue.

This can't be said for colors like green or red.

Orange color was chosen naturally because it a complementary color for blue color.

White

It allows to highlight the different elements of a site, to better highlight the texts, visuals and other action buttons. Used wisely, it will give a site its cachet and sharpness.



✓  
Colors women love  
the most\*



✗  
Colors women hate  
the most\*



✓  
Colors men love  
the most\*



✗  
Colors men hate  
the most\*



# Logo Sketches



# Typography

Oxygen was chosen because it's sans serif and neutral, modern and works well in all user interfaces, desktops and devices.

## Oxygen Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

## Oxygen Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

## Oxygen regular

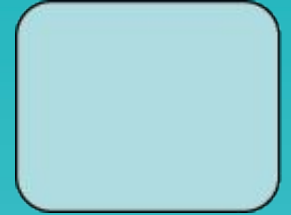
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

284<sub>M</sub>

Number of times Google Fonts API served Oxygen over the last week. Oxygen is featured in more than 600,000 websites.

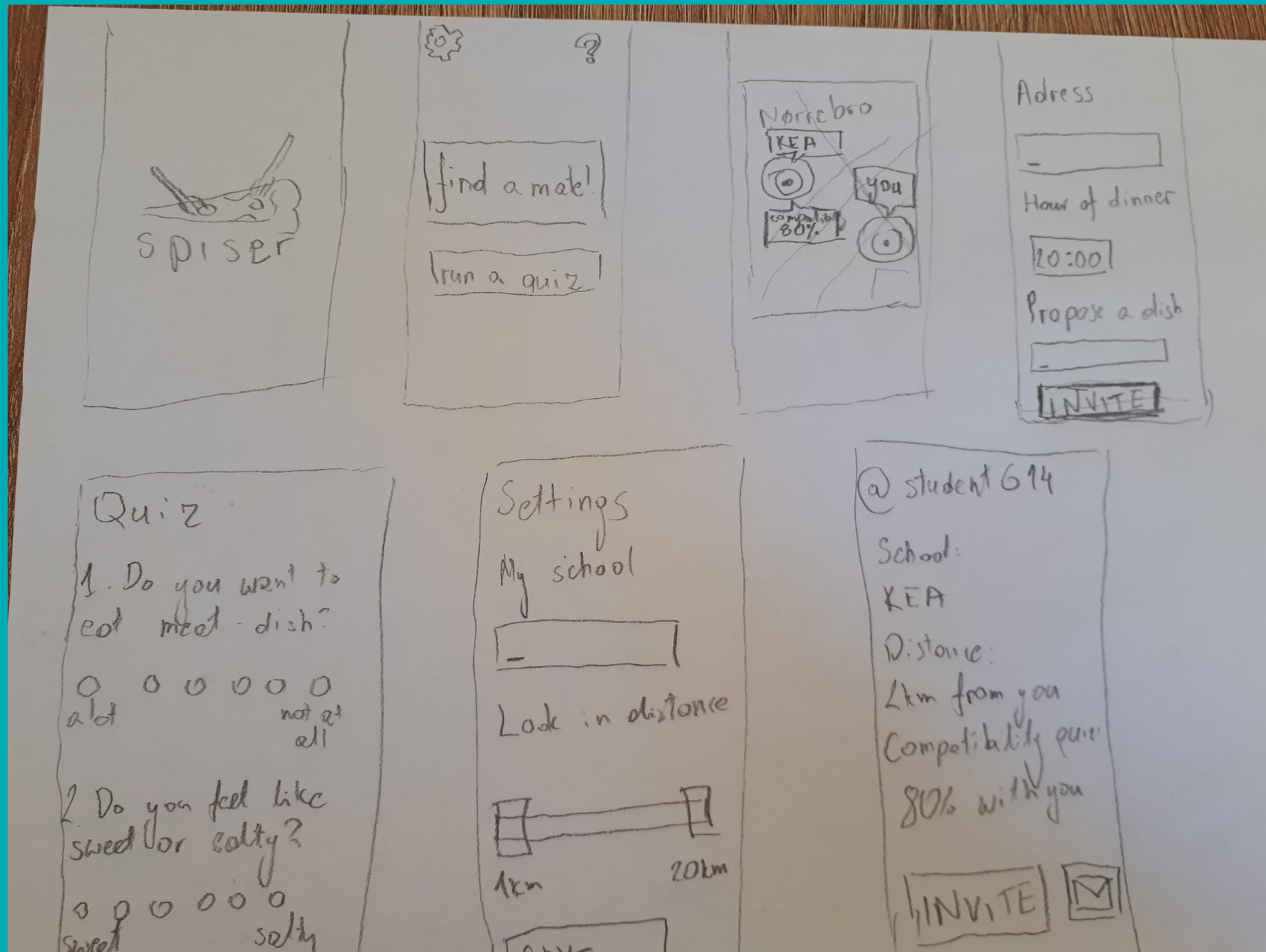


# Moodboard



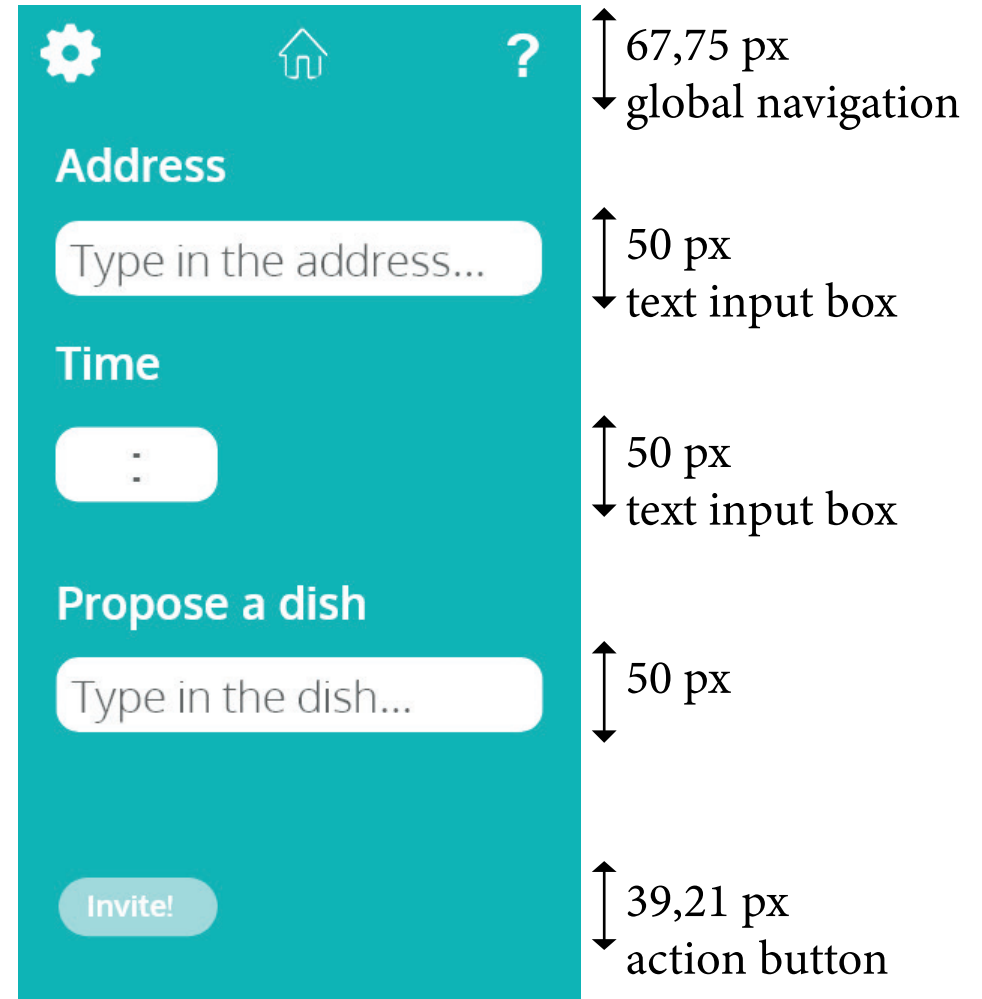
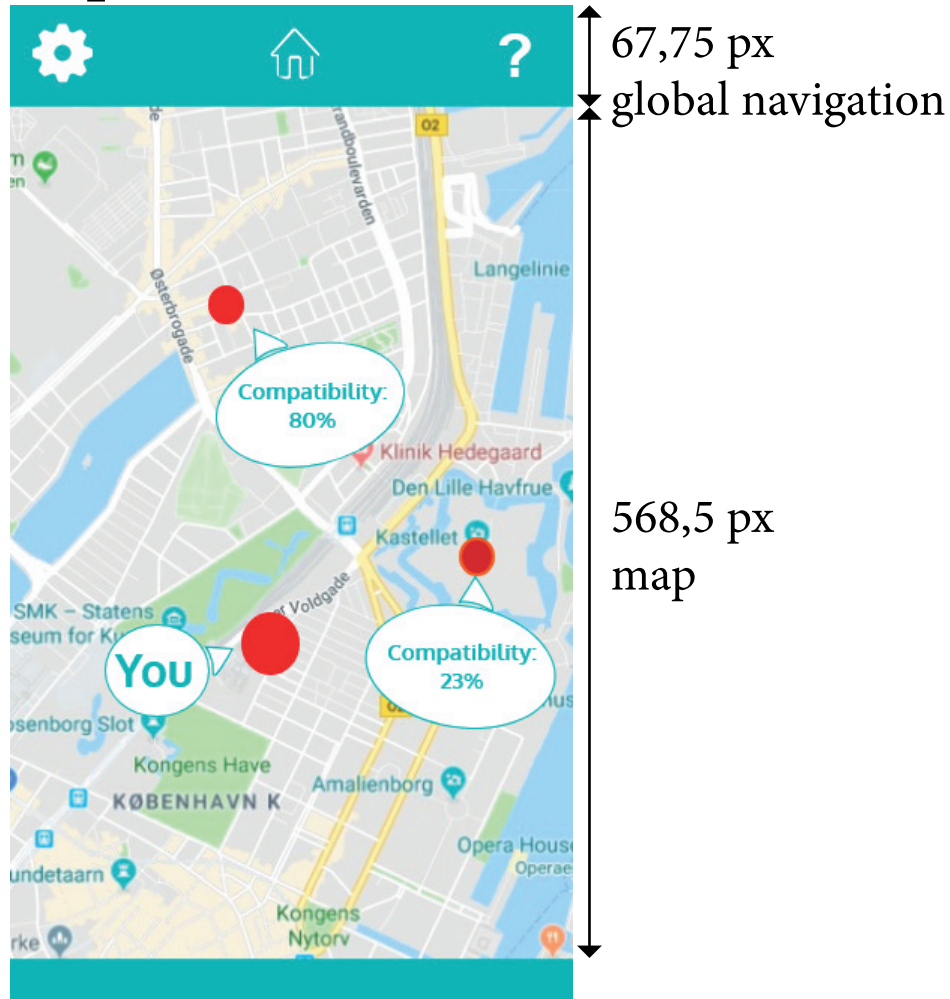


# App sketches



# Mock-up's

Aspect ratio: 0,56



# Other examples



Do you feel like eating a meat dish?

☐

☐

☐

☐

☐

☐

☒

yes,  
please

not at  
all

☐

☒

☐

☐

☐

☐

☐

very  
sweetonly  
salty

Back

Next







@CoolKate96

has accepted your invite,  
she will arrive at 13:30!

Message




Inbox



@CoolKate96

@HeidiMn

@Omar123



# Elements

## Global navigation icons



Home



Help



Settings

## Buttons



Calling for any action

## Settings elements



Setting the distance of search

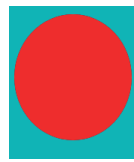


Add picture

## Map elements



Description



Location  
version 1



Location  
improved

## Quiz options



Choosing between two polar options

## Navigation bar 1



In the middle - home button

## Navigation bar 2



In the middle - indicator of a subpage

# Links to prototypes

App prototype:

<https://xd.adobe.com/view/9c271ffc-a2f9-4a97-5bdb-a542ff95b938-ea16/?fullscreen>

Website prototype:

<https://xd.adobe.com/view/ec6941c4-7c54-42ad-625b-7ebcb4c6090e-9a58/?fullscreen>

# Think aloud test

## 5 users were asked for feedback:

A: Ellen (25), medicine student from The Netherlands on internship in Denmark

B: Clara (28), Spanish girl after master degree in Denmark

C: Ben (31), former Geology student in Copenhagen

D: Daria (23), Polish student on bachelor degree in Denmark

E: Magda (25), Polish student on master degree in Denmark

## 1. User tasks

You are a student in Copenhagen and someone told you about a new app which allows you to meet another students through eating together.

We will ask you now to do several tasks on the prototype of our app:

1. Do the quiz
2. Make changes on your profile
3. Find someone through the app
4. Create an event
5. Write a message to your fiends
6. Ask a question to the support

## 2. Test result

Everyone did all the tasks easily. Two of them drew attention to the unclear navigation.

# Think aloud test

## 3. Debriefing

### 1. Was any of tasks difficult or unclear?

A: No, it was clear

B: I couldn't go direct to message box as well as to create event for friends I already have

C: Crystal clear

D: It was fine, but I can make an event only by finding someone new

E: Clear

### 2. Were the tasks realistic?

A: Yes

B: Yes, natural actions

C: Yes, they were not virtual. Did not seem abnormal

D: They were realistic

E: Yes

### 3. Does design and colours fit the content?

A: I really like the colour, but I would choose green. I heard that blue is the colour which discourage to eat.

B: The colour is great. The only thing is that I would add one more maybe? (Because now there are only two)

C: The colour of the app is totally neutral, which is great. It is very good, it does not divide opinion.

D: I'm not sure if this colour fit the content, but I have no idea what would fits better, I like this colour

E: Yes, I think used colours are nice and minimalist

### 4. What would you change or improve in design?

A: I'd change the background by adding some elements? Forks? Instead of one-colour background, maybe it's too boring.

B: Maybe adding one more colour to background. I don't like this speech bubbles on the map, they are unnecessary.

C: The place where you are on the map could be a different colour and then you do not have to have these arrows saying compatibility, you just have dots on the map. You do not even need to have these speech bubbles with arrows, that just clogs it up, I can't see. You can just have a circle with a percentage with it so you can see or you have a circle that has a pie chart where you can see how much percentage of the pie chart is compatible with you. Instead of a dot, without having to use text. And when you see a full circle you know it is more compatible than a ring, an empty circle. It is easy to look at and it is not too busy. And then "you" sign does not have to be a circle, it could you be any symbol, does not have to be a circle. Could be your face, could be your profile picture

D: I think you should put logo not only at first page.

E: I would change map, delete speech bubbles. I hate red dots on maps.



# Think aloud test

5. What would you change or improve from the technical side?

A: I don't know, everything is fine

B: Put inbox button somewhere in the menu and maybe create event button as well

C: Nothing, it is a technical masterpiece

D: Navigate was not really clear and intuitive, you can improve it

E: Settings may be more complex.

6. Any other comments?

A: I fully understood the idea only after your explanation

C: Having to enter one's nationality in the profile is a bit racist. It is a bad idea, unless it was hidden from other users. People have a lot of preconceptions or people might want to hang out with people from their own country. I was confused about the address field on the "create an event" part. I thought I need to know the address of where I want to eat. Firstly I did not understand it was a "cooking thing" and up to this point I thought it is about going to eat out somewhere.

D: It's not clear that it is both cooking together and eating out in the restaurant app.

## 4. Conclusion

Think aloud test ran correctly, because none of the testers had a problem with completing tasks. The test didn't show critical errors, however, testers underlined the need of improvement several technical aspects. We certainly have to make navigation more intuitive and add some elements such as inbox button.

The testers agreed that the colours used are suitable, but they suggested some changes. We should add one more colour to revive the app and consider adding some elements or logo on subpages. Moreover, more than half of our testers mentioned map and its speech bubbles and dots. We have to redesign it. We want to try our tester's idea of replace dots by percentage pie chart. We also need some changes in settings.

Our biggest error is, that our app's purpose is unclear for a new user. The testers questioned the clarity of message and understood the idea after some explanations. We have to find a solution how to inform customers about the possibilities and functions of the application from the beginning of use.

Thanks to the test we were able to look at the project objectively. We will certainly analyse all suggestions which will allow us to eliminate all errors and will help us to create an attractive application.