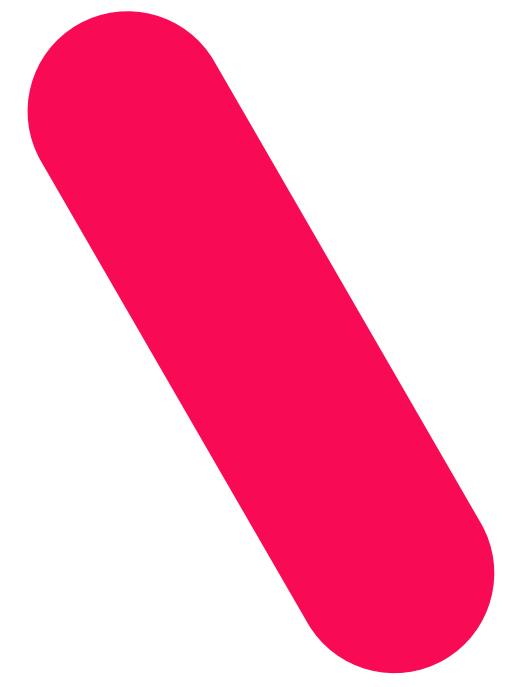
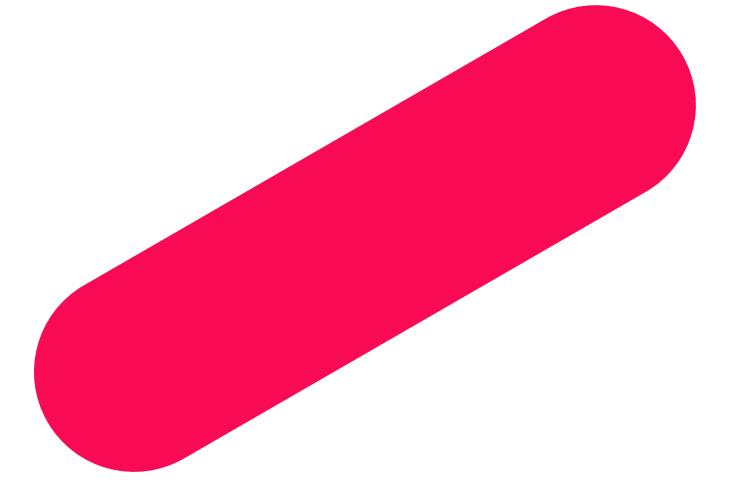




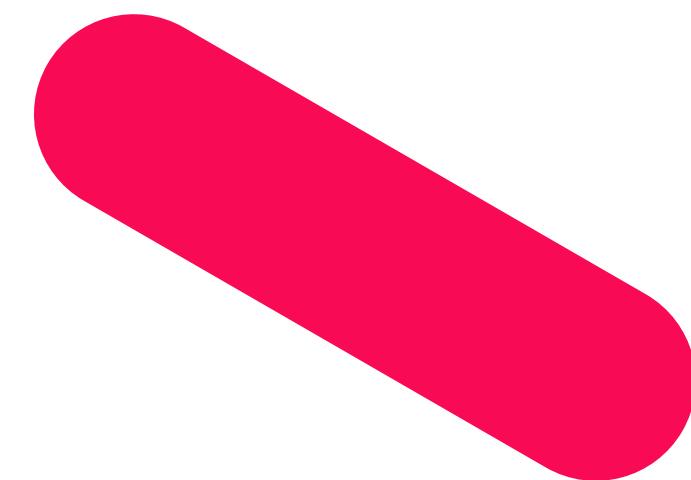
**Research
& Prototyping**



Hungry was a research and prototyping contract that was completed in a 2 week sprint. The client came to me with some rough ideas about using images rather than names when choosing food for delivery/take-out.



Through user research, I discovered that many people order delivery/take-out under very specific circumstances. The circumstances usually involve a late night, a short attention span, and a user who is easily frustrated. Often, this scenario arrives as the result of a work binge or inebriation.



Several users indicated that they don't want to make decisions, they just want to eat food. I designed a solution for this use case. Simplicity was the strongest focus, stripping the food ordering process down to its bare minimum. User research indicated an almost primal decision making process, so I designed an app for that mindset. I shortened the user flow down to 2 main interactions: choosing a dish and paying.



User Interviews



I went to coffee shops to interview millennials.



I went to bars to interview drunk people.

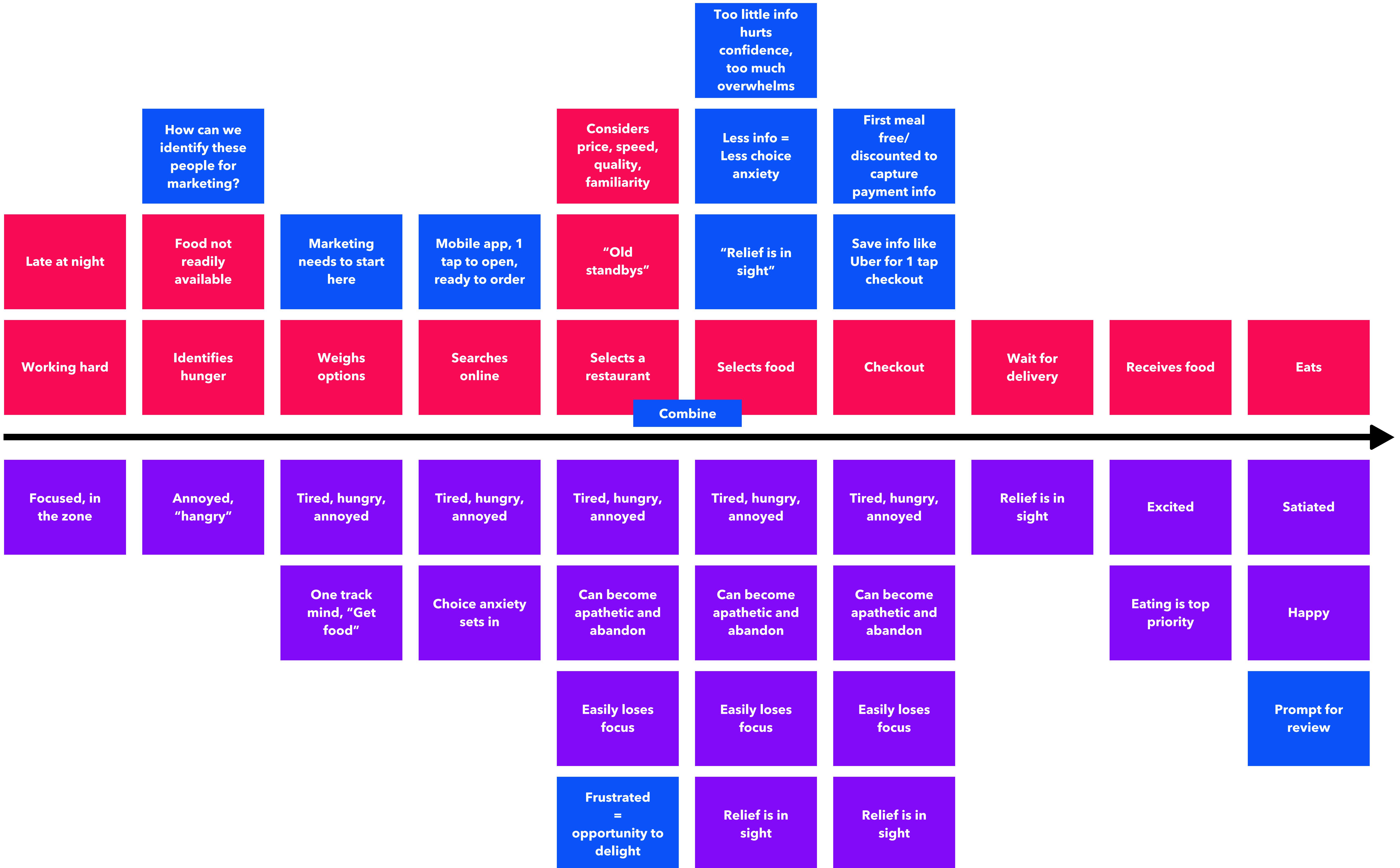


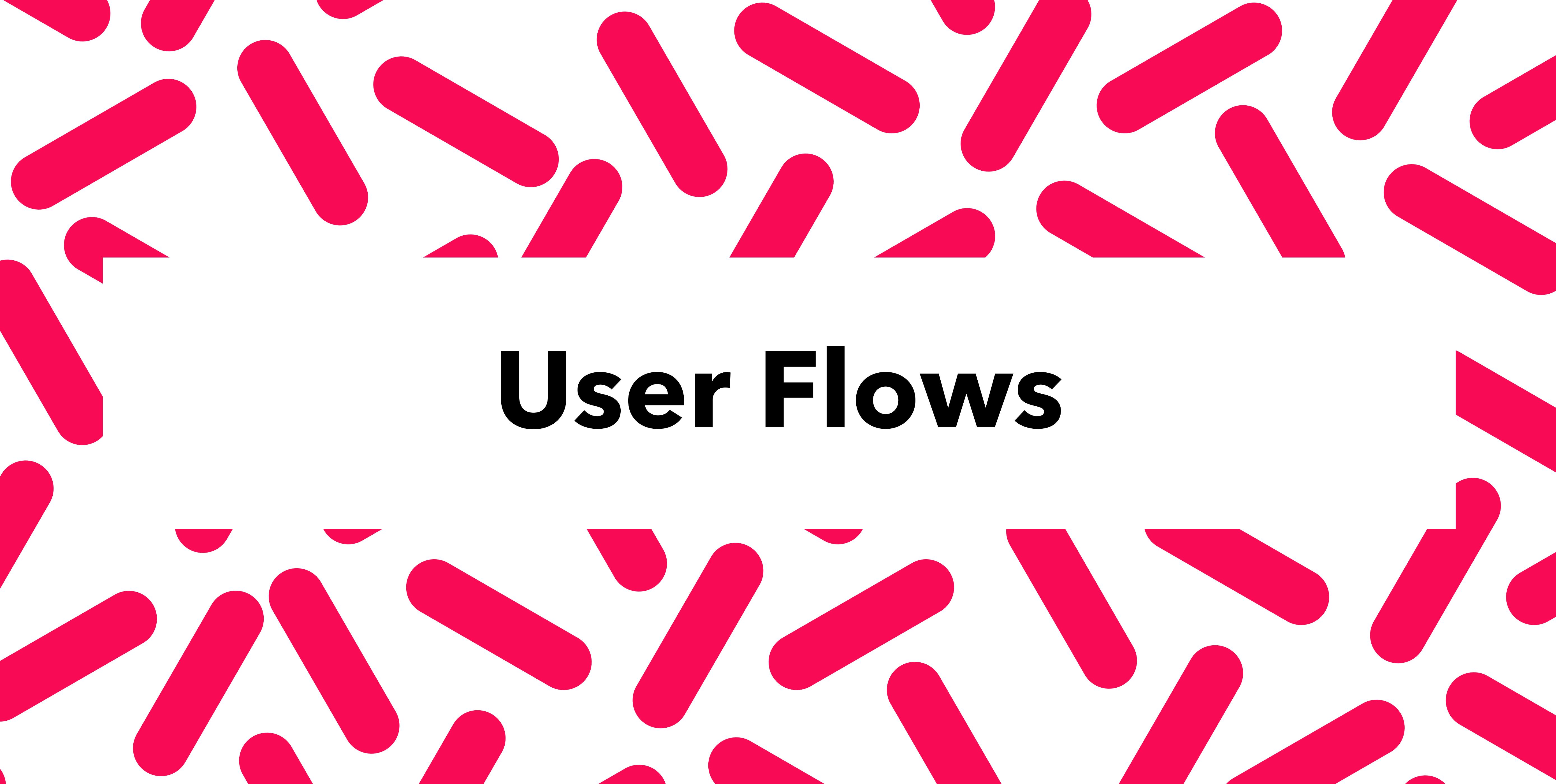
I went to startups to interview workaholics.





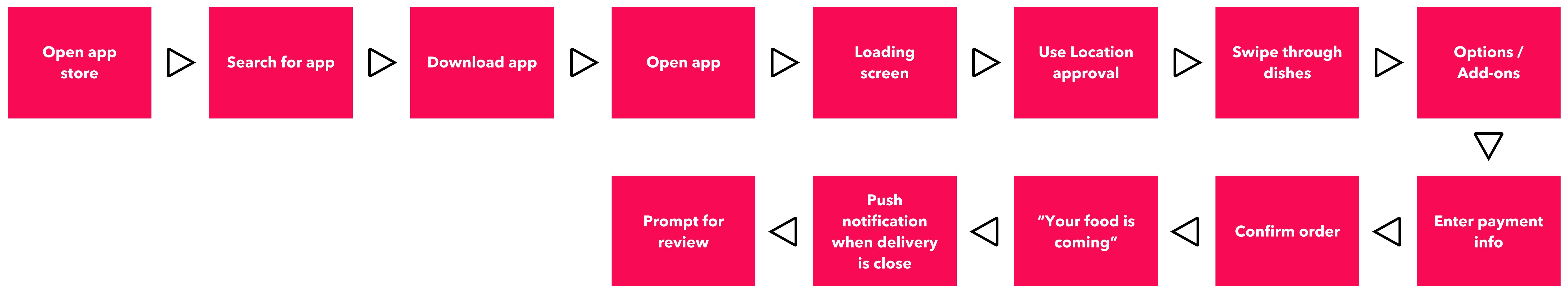
Journey Map



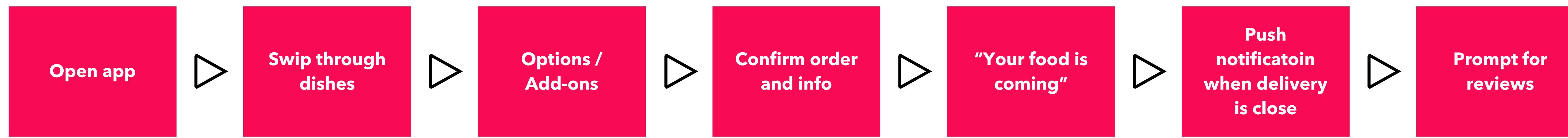


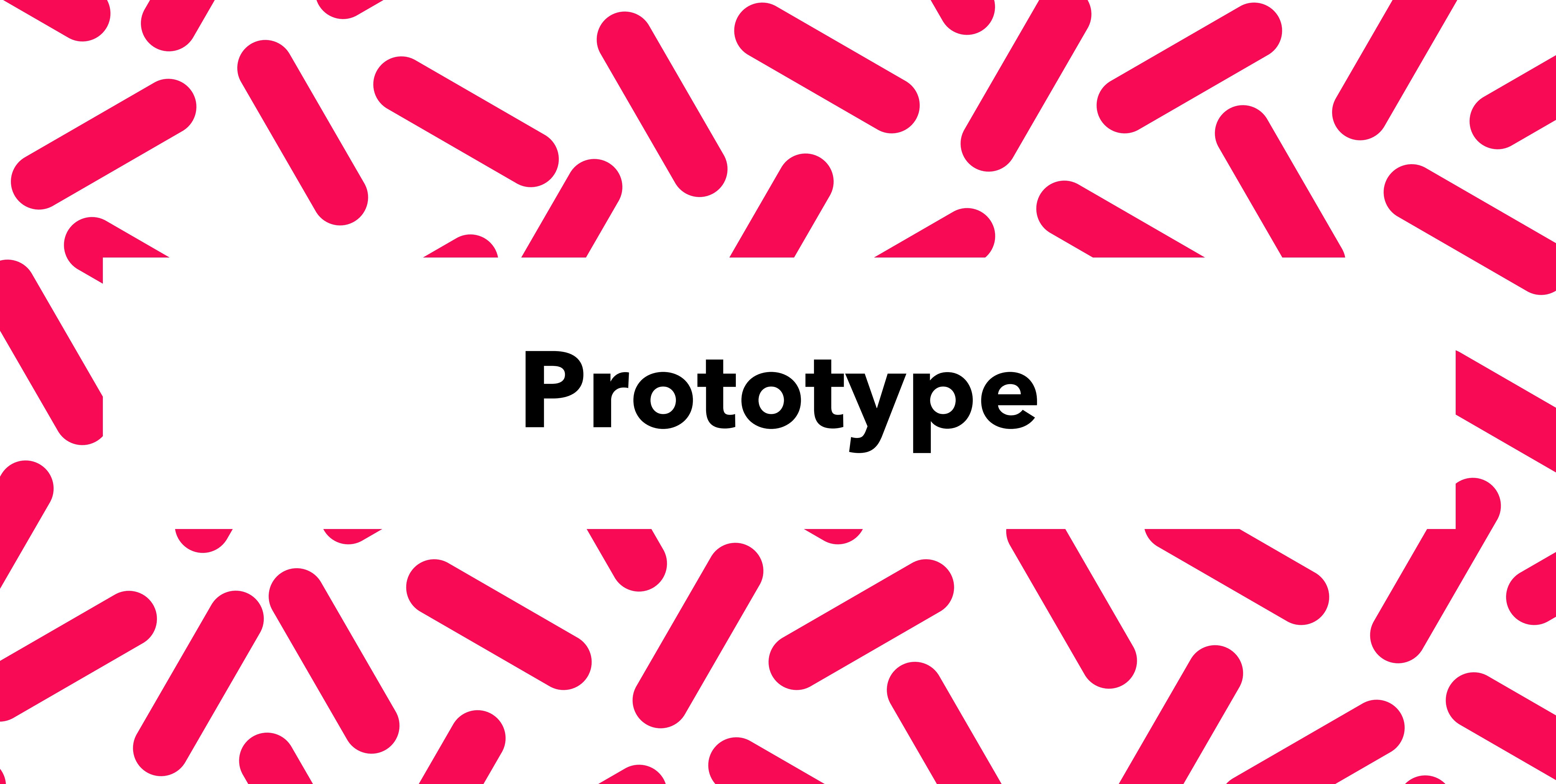
User Flows

First Time User

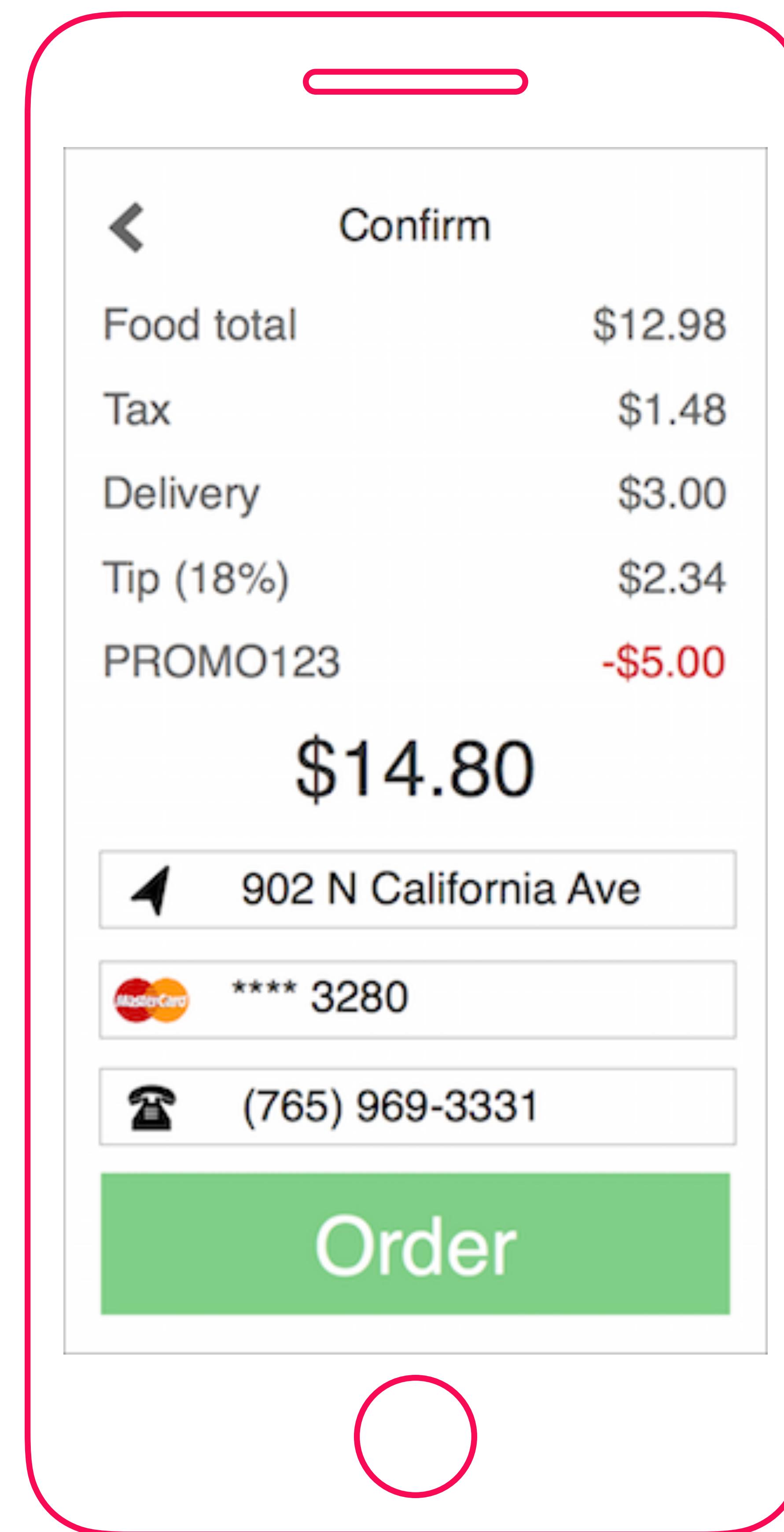
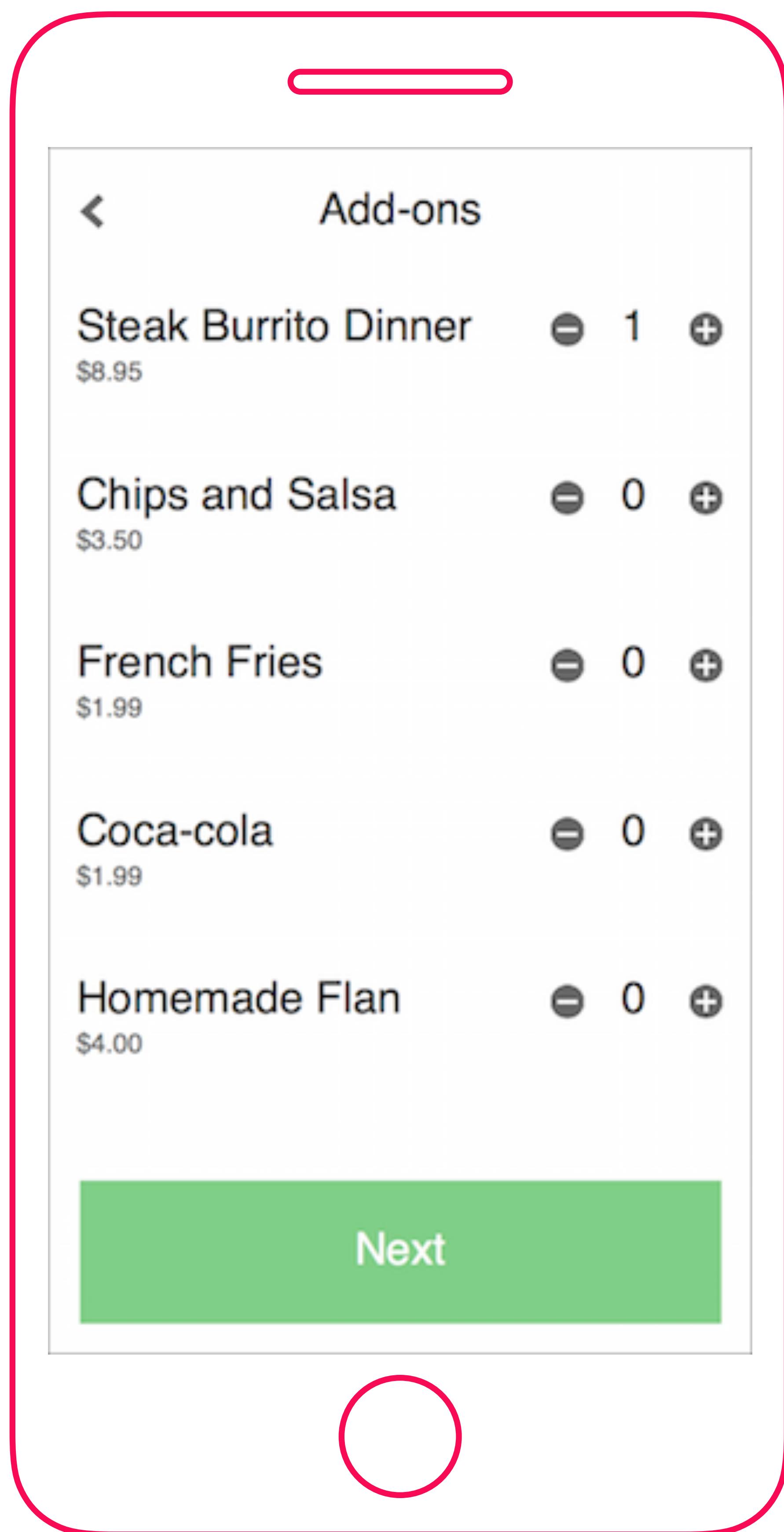
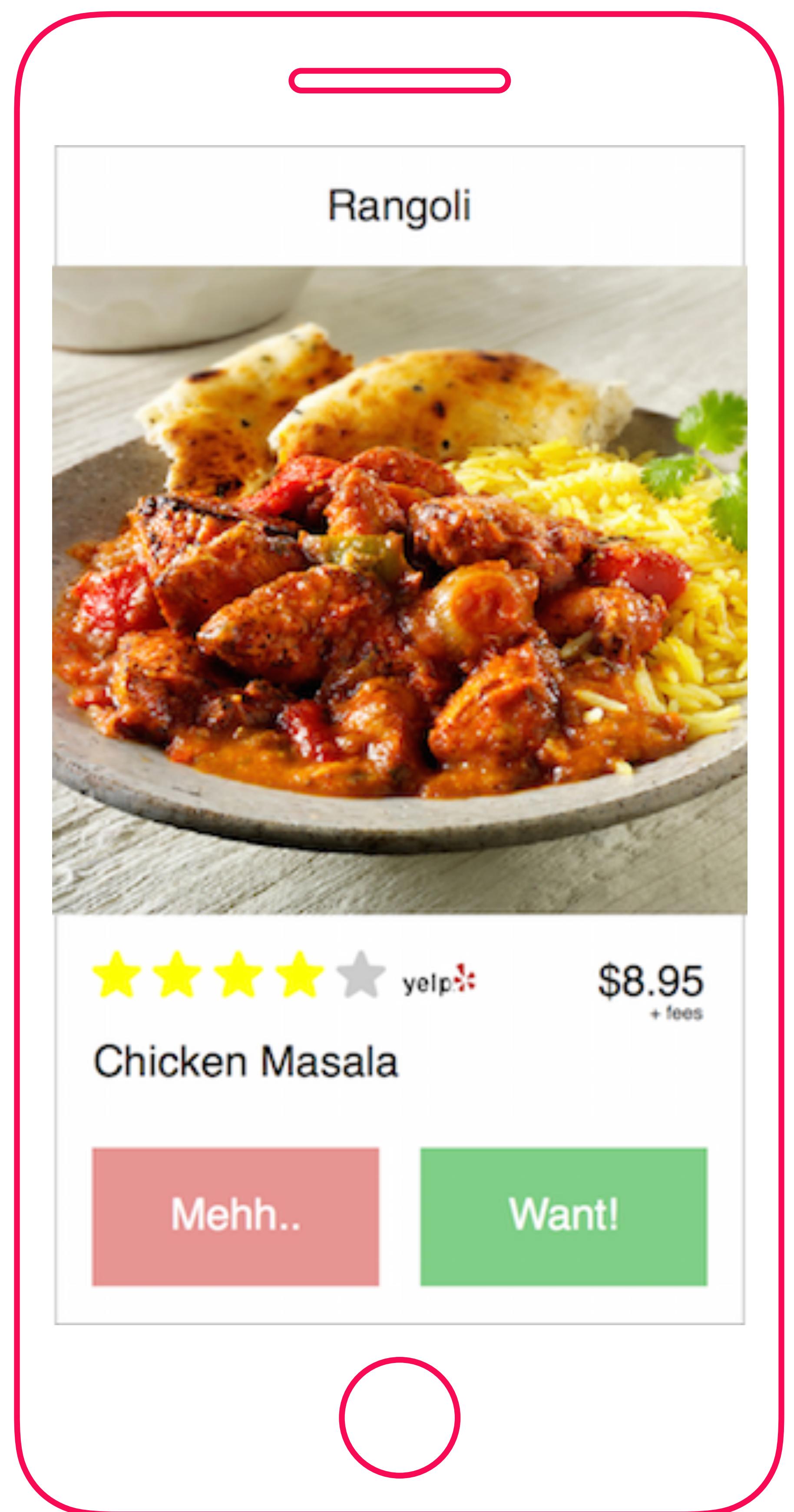


Logged-in User





Prototype



Fast prototypes in Keynote



Jordan Braun
06.2018