



TASTE

A food exploring and sharing community!

designed by Liang Chen

## BACKGROUND

### THE PROJECT

- Taste is a self-initiated project.
- We were a team of three designers.
- Tried to design a better experience for finding nice food and friends.

### ME

- Facilitator.
- Actively participate in every step.
- Made interactive prototyping and visual design.

## INDEX

THE PROBLEM



THE APPROACH



RESEARCH



APP STRUCTURE



IDEATION & ITERATION



VISUAL

## THE PROBLEM

"SO, WHAT ARE WE GOING TO EAT?"



## THE APPROACH



# RESEARCH

USER INTERVIEWS

## FOOD SEARCHING EXPERIENCE

We conducted several user interviews to get a better understanding of the problems that people have when they are trying to find nice food.

## USER INTERVIEWS

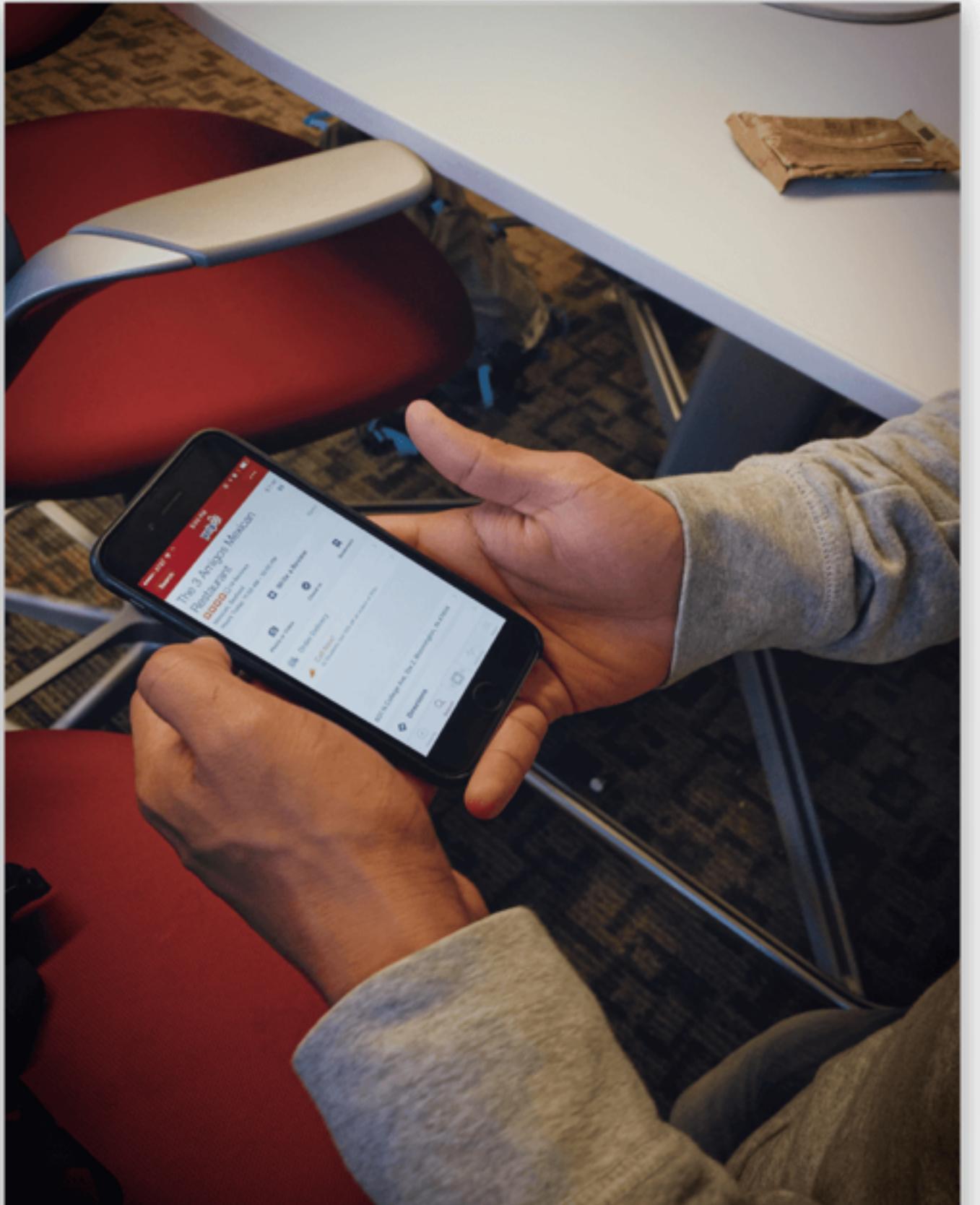
### FOOD SEARCHING EXPERIENCE

Some questions we asked during interviews.

1. What tools do you use for finding local food?
2. Have you ever used Yelp or anything similar?
3. If yes, could you please show us how do you use it? If no, could you tell me why you are not using?
4. What information most important to you when you are looking for restaurant?
5. Do you ask your friends for recommendations?
6. ...

## USER INTERVIEWS

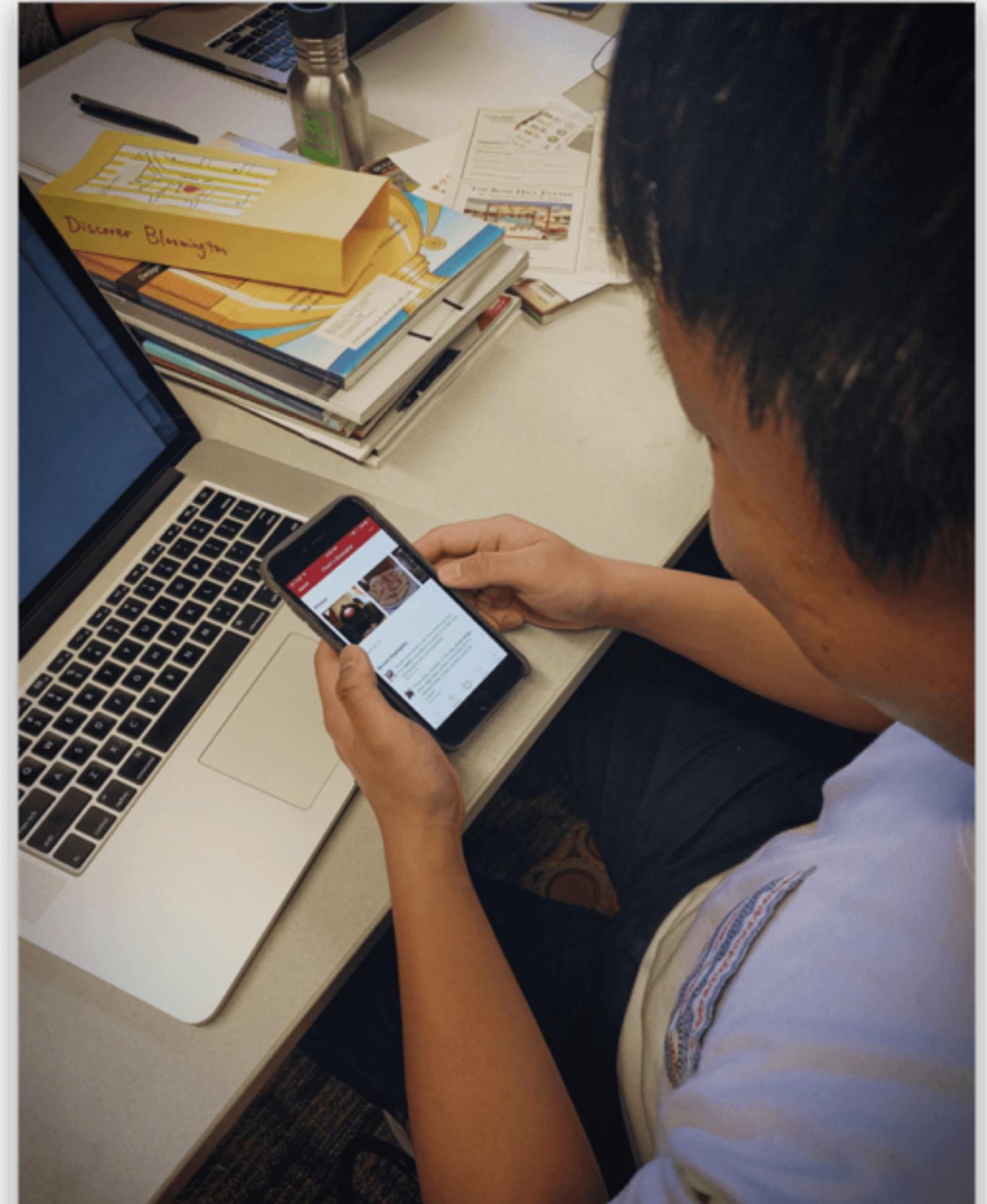
### USER TESTS ON YELP



"Mostly I just see the menu and pictures. I do not real care the rate or the comments. I tend to try myself."



"I only use Yelp when I was traveling. I choose restaurant based on their rates. But I like to check the pictures of food and environment"



"I am not a big fun. But when I was using, I usually see the pictures."

## USER INTERVIEWS

### KEY FINDINGS

1. Seeing the actual dish
2. People's needs are varied
3. They tend to trust friend's recommendations

### INSIGHTS

1. Dish centered
2. Personalized recommendation
3. Connect people

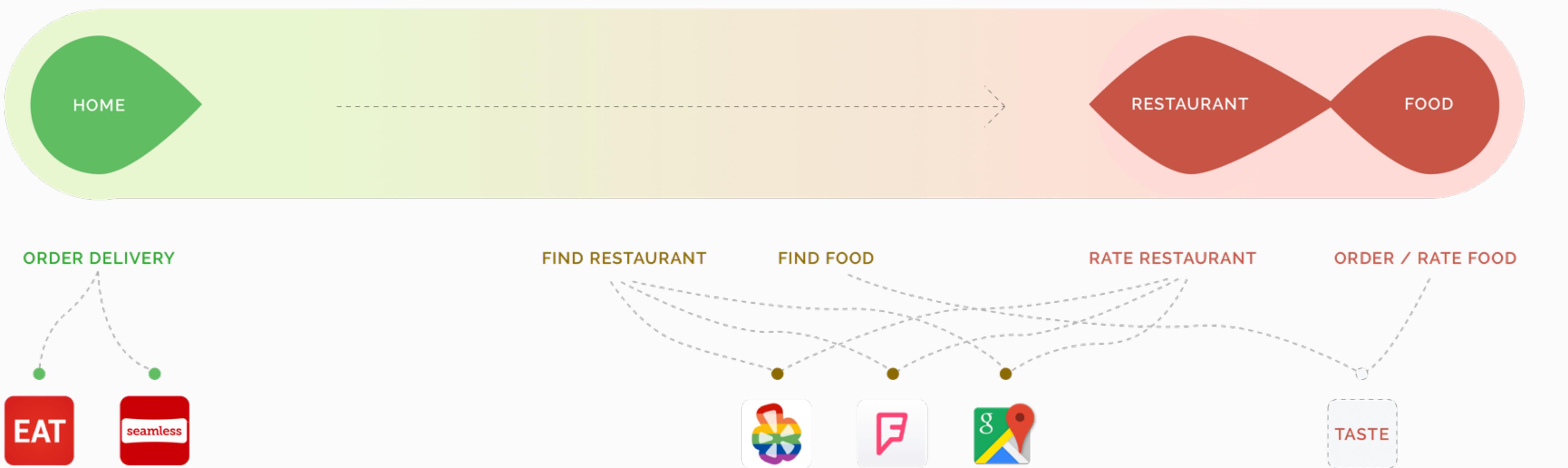
The background of the slide is a soft-focus photograph of a restaurant interior. In the foreground, a hand holds a glass of white wine. Behind it, several other glasses are on a table, some containing beer. There are plates of food, including what looks like a sandwich and some greens. The lighting is warm and ambient.

THE VISION

CONNECTING PEOPLE WITH FOODS DIRECTLY IN A  
PERSONALIZED, CONTEXTUAL AND SOCIALIZED WAY.

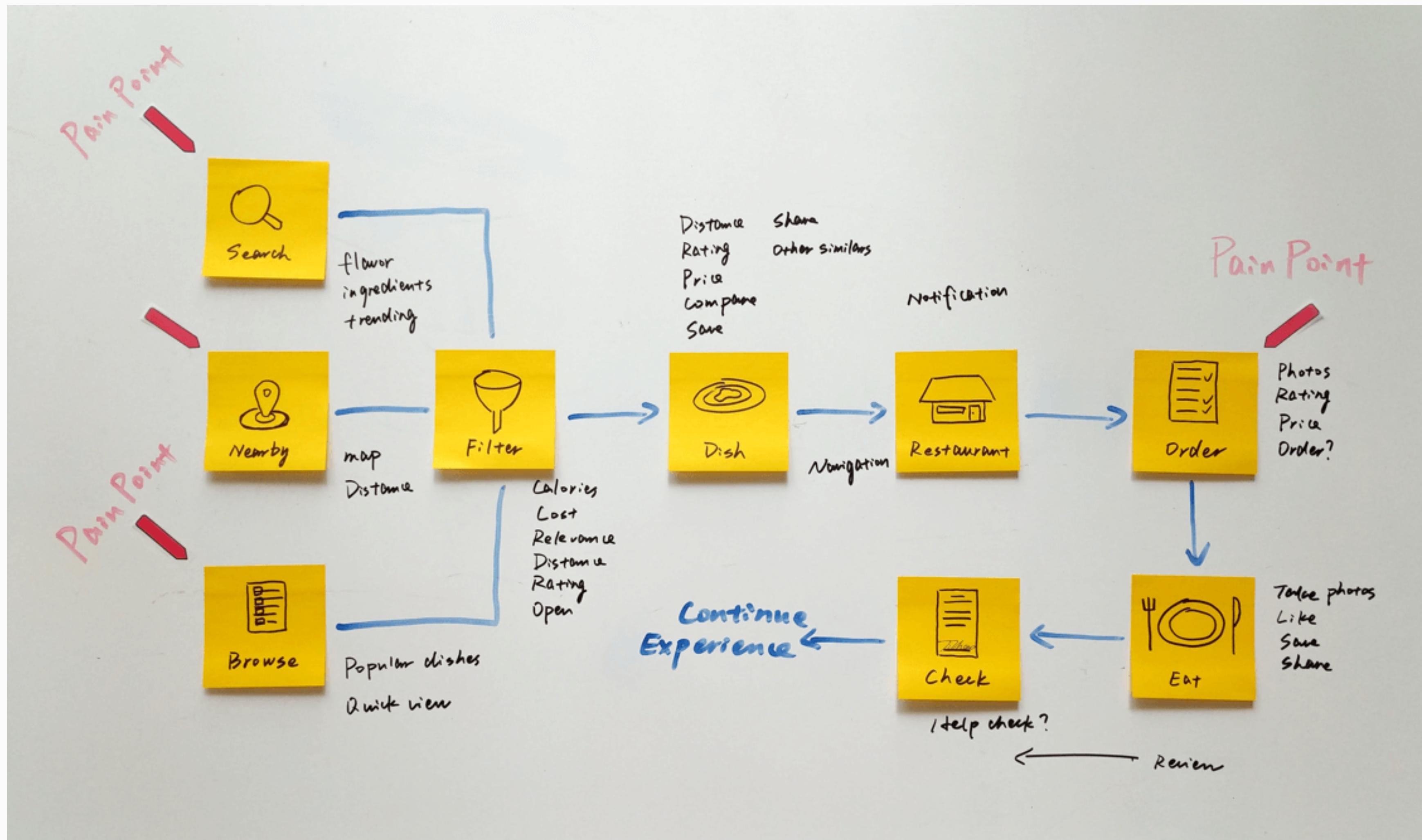
## COMPETITOR ANALYSIS

# DIFFERENTIATE OUR APP FROM COMPETITORS



## USER JOURNEY MAP

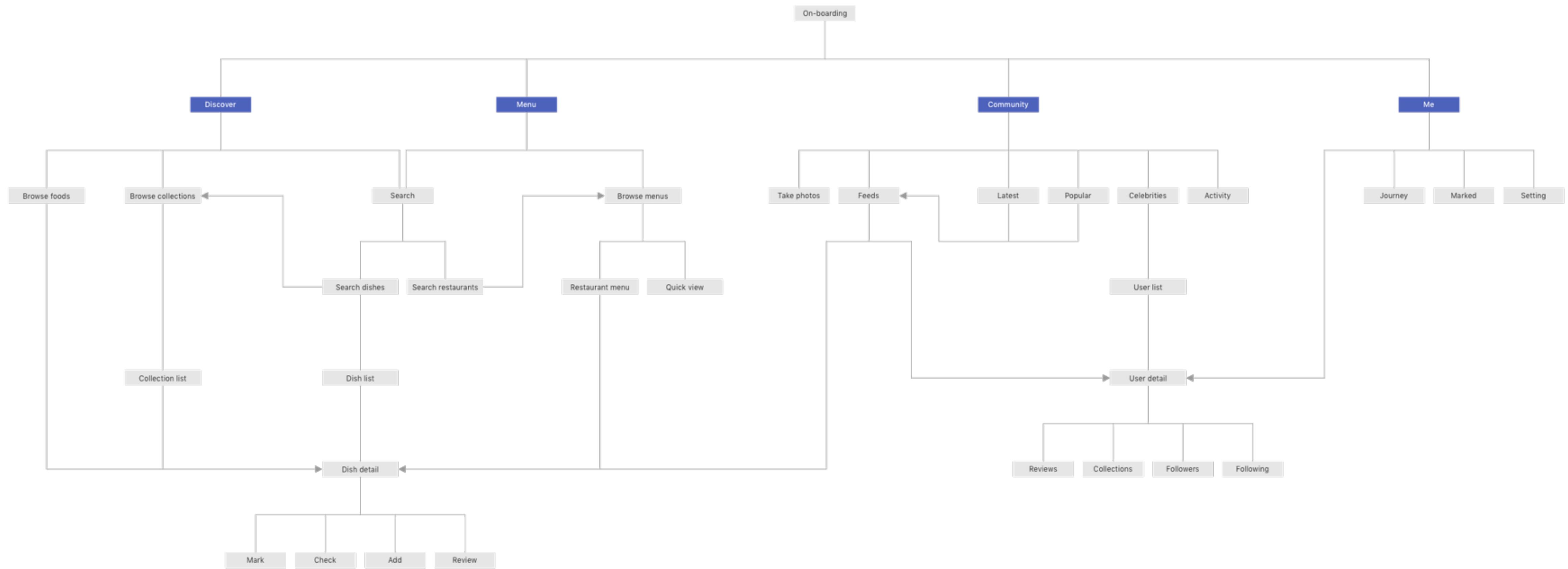
### MAPPING OUT ESSENTIAL FEATURES





## THE STRUCTURE

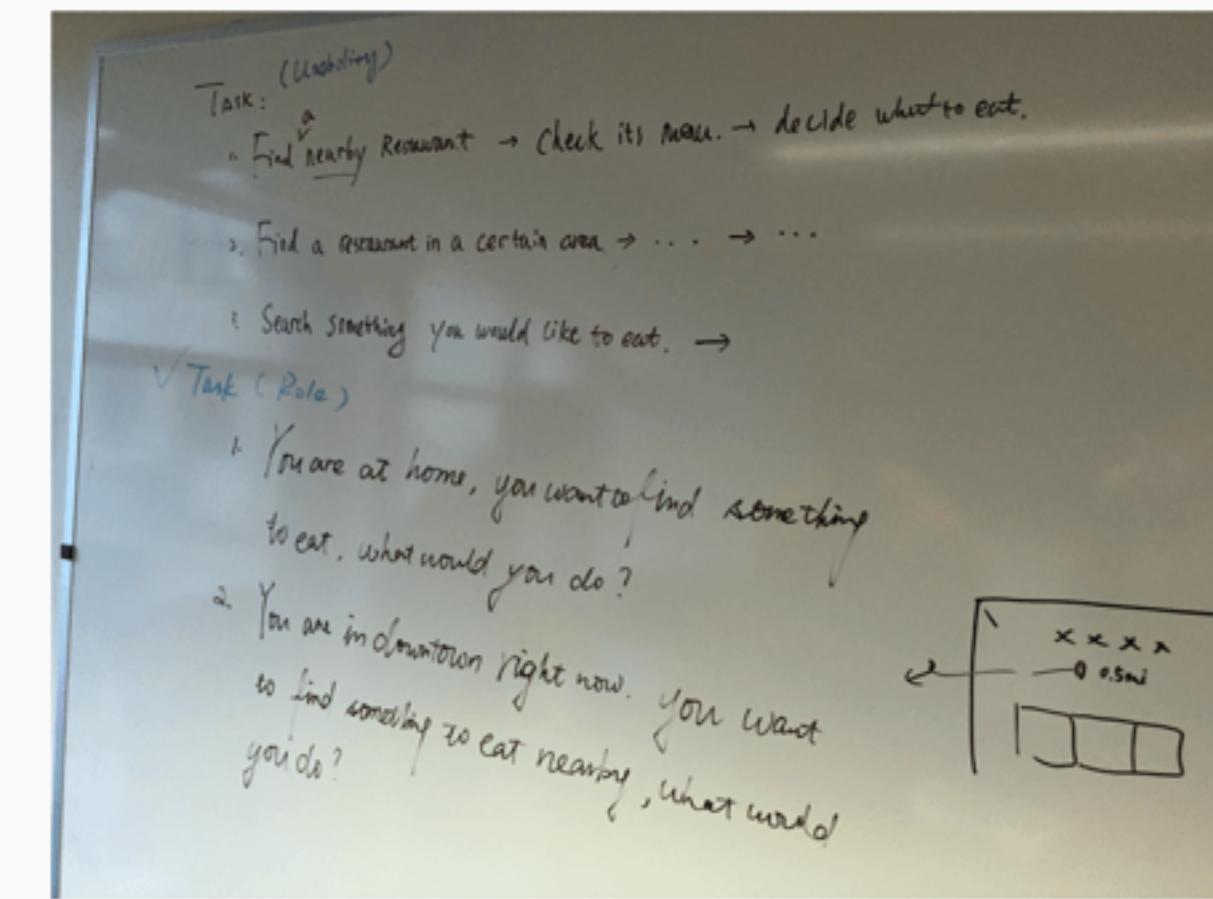
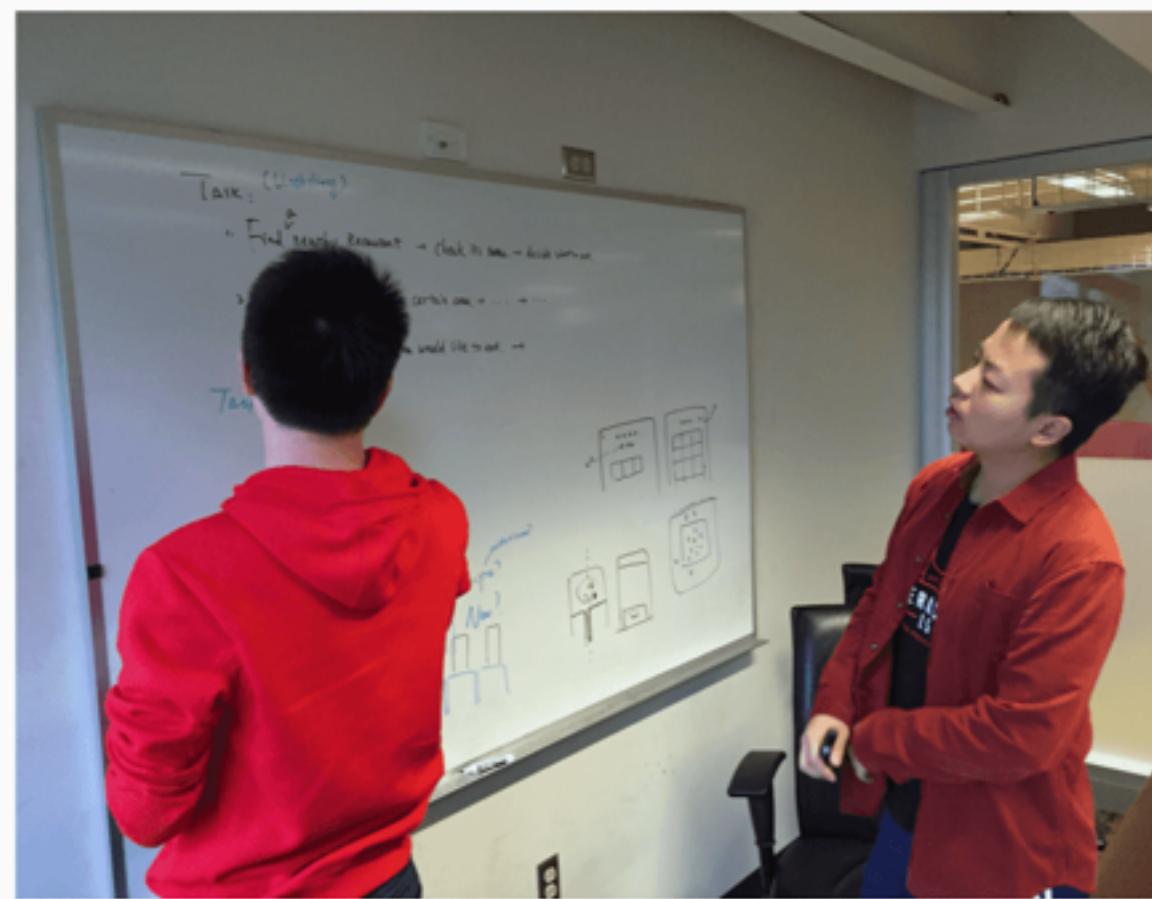
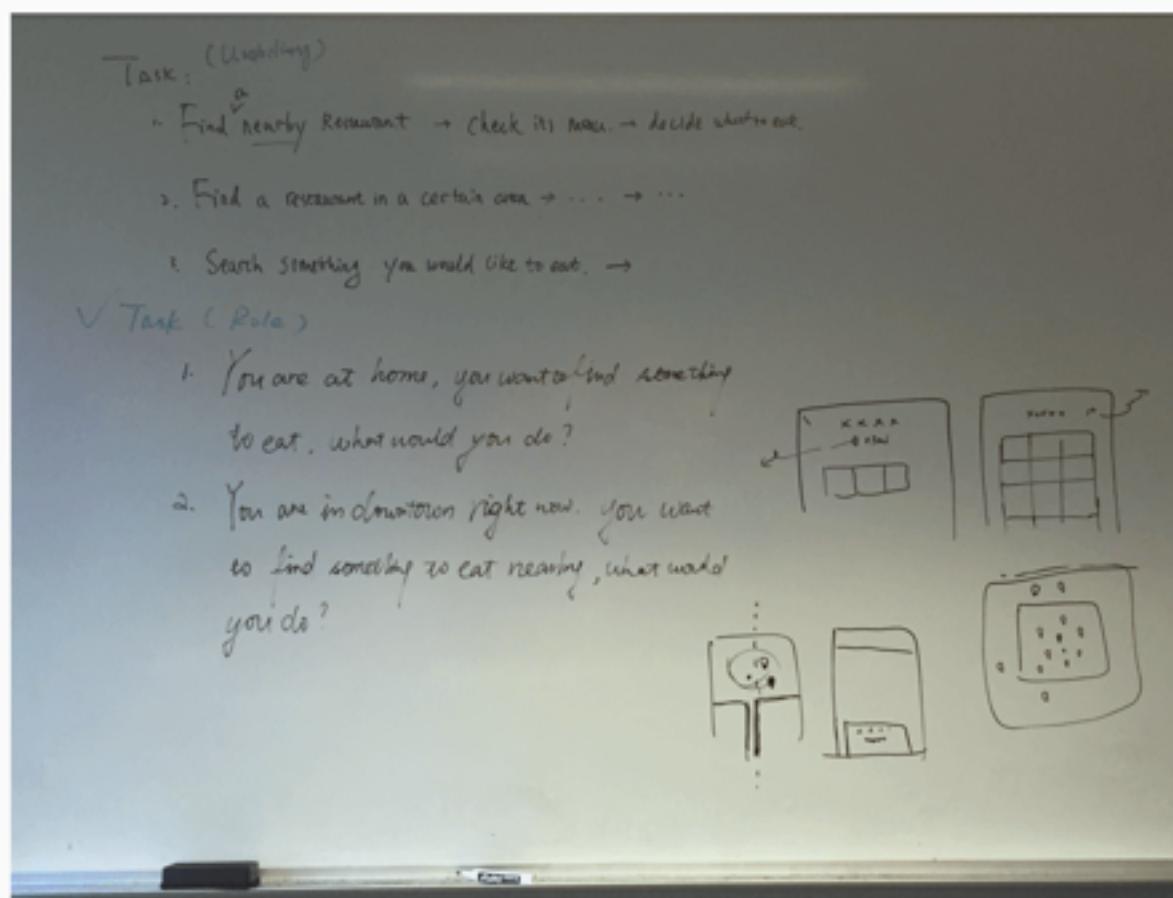
Based on the vision and the flow of the user, we organized the content into four sections: **Discover**, **Menu**, **Community**, and **Me**.

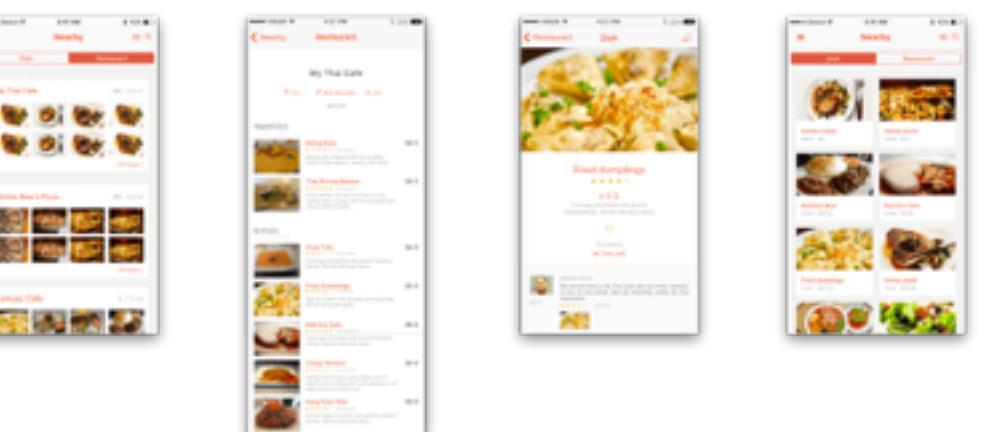
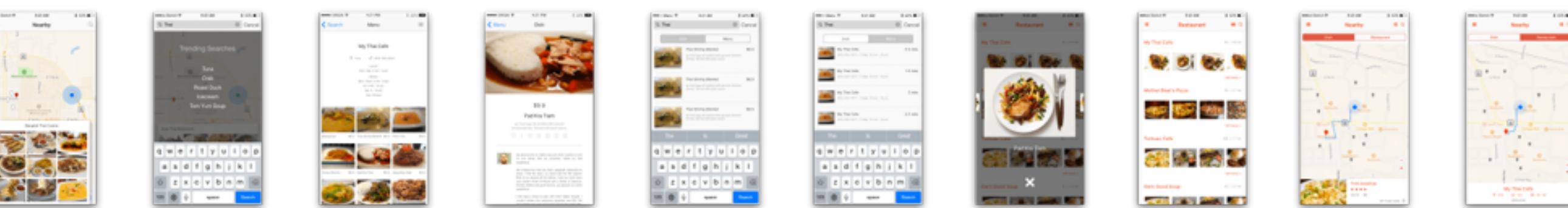
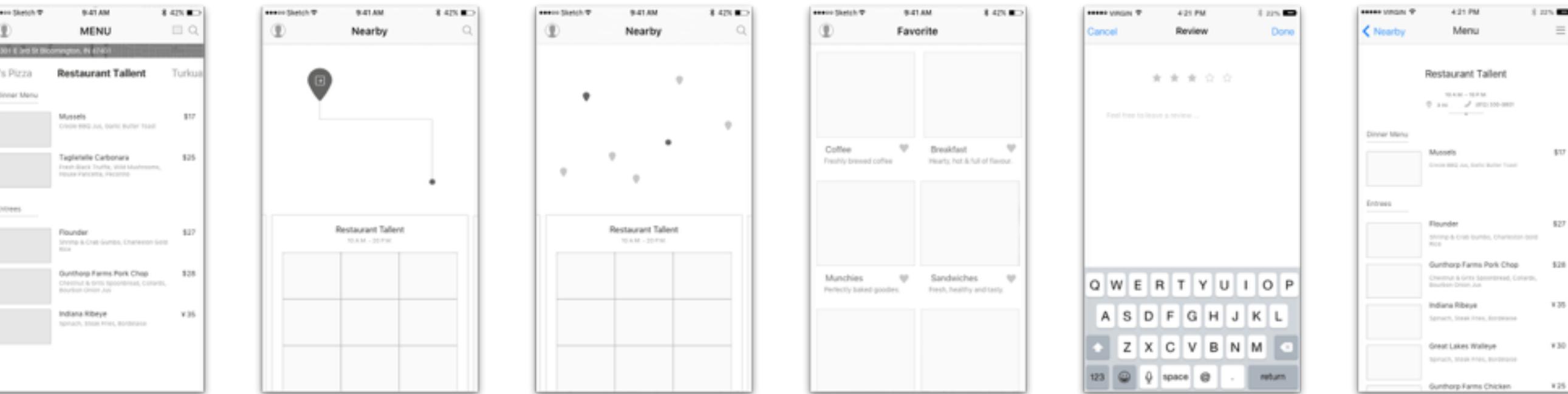




## IDEATION AND ITERATION

### MOVE FAST, KEEP SIMPLE, ITERATE WITH PROTOTYPES





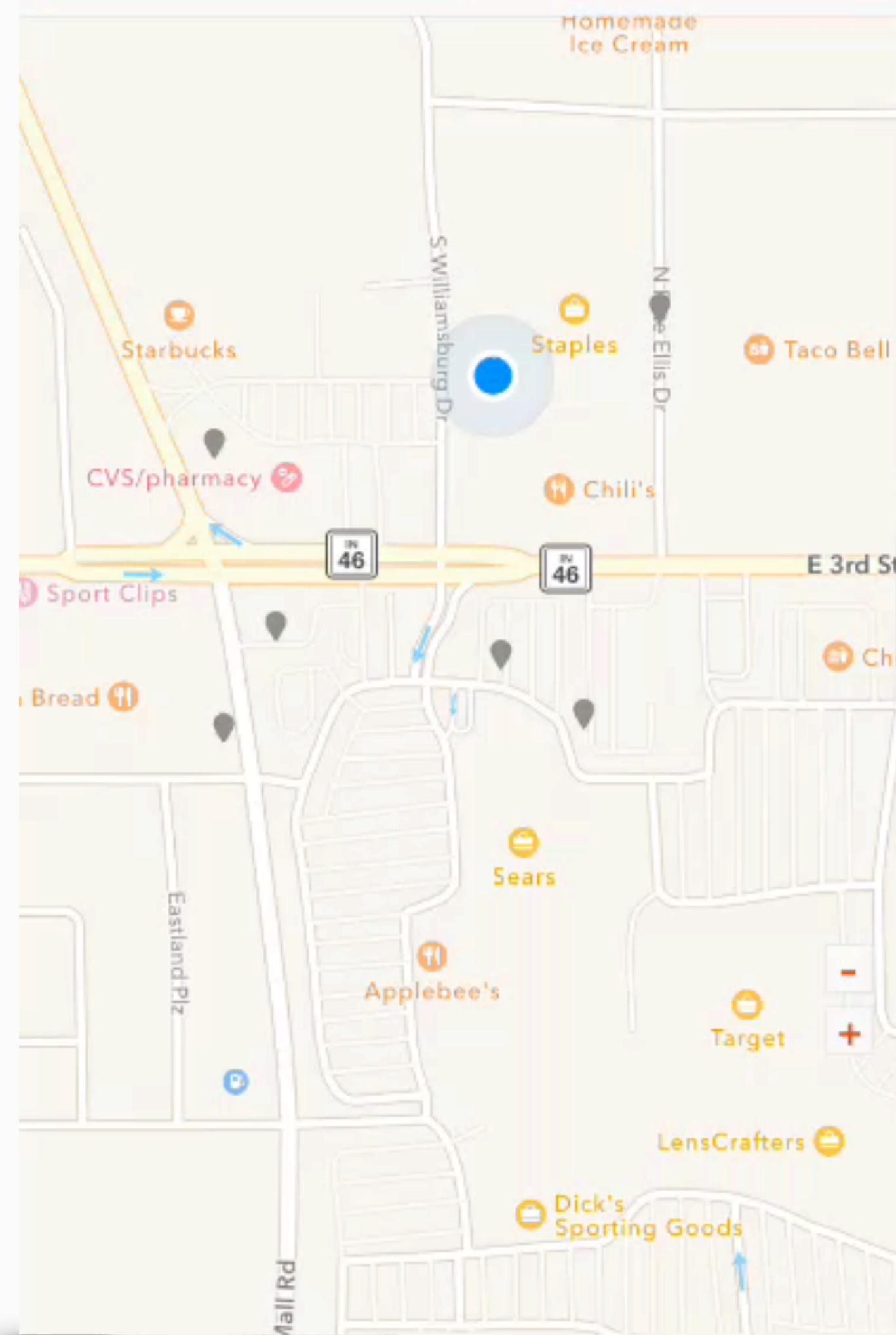


## Nearby



Dish

Restaurant



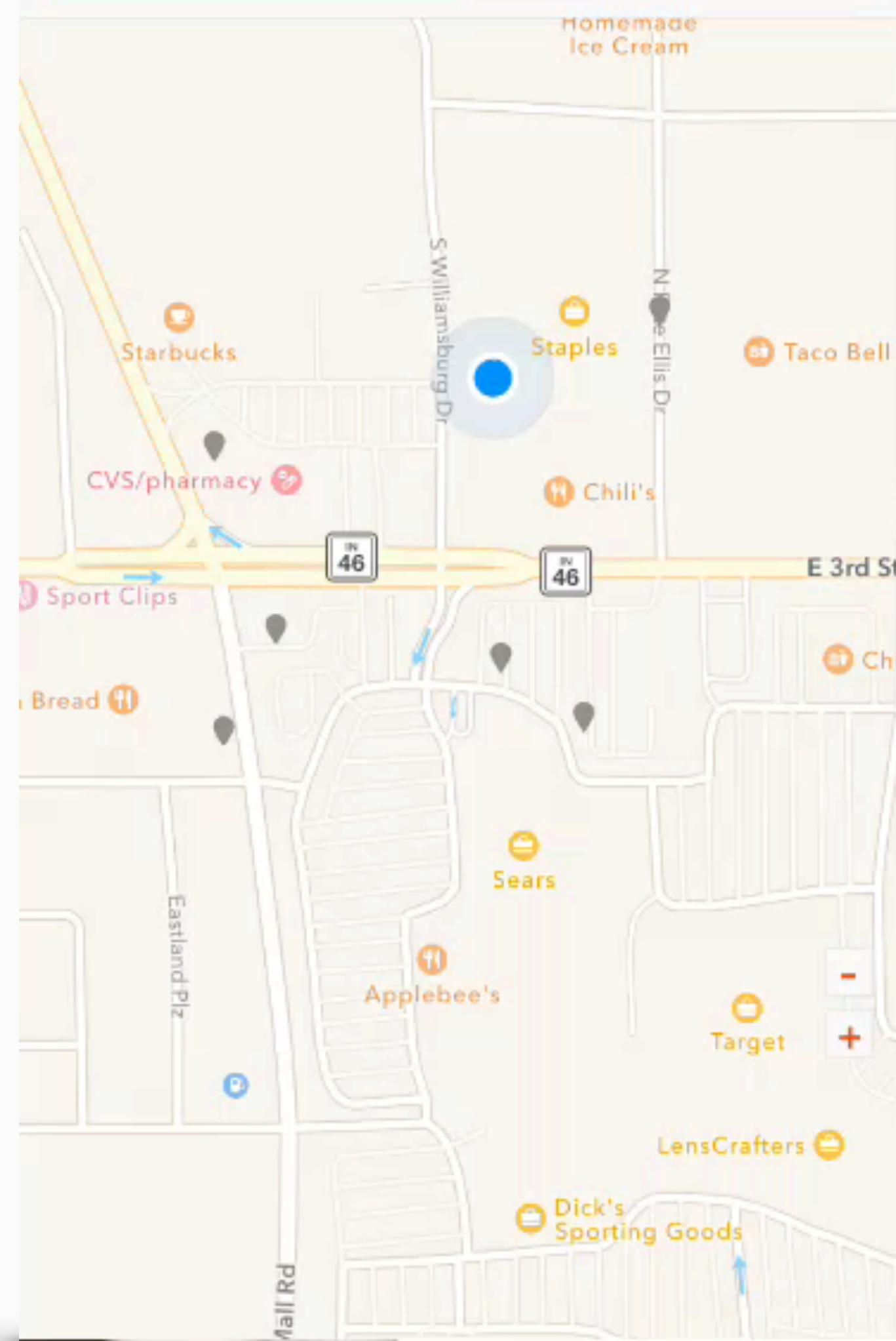


## Nearby



Dish

Restaurant



## USER FEEDBACKS

- Some users did not understand the difference between dish tab and restaurant tab.
- Browsing dishes is not very efficient, it would be nice to add more recommendations on home tab.
- Need to quickly search for certain kind of food.
- Recommendation should be different based on user's browsing history, time, location, etc.
- ...



## VISUAL DESIGN

# ENERGETIC, DELIGHTFUL AND CONNECTED

### Color Scheme



#DF5A49  
rgb (196, 86, 74)

#F5A623  
rgb (245, 166, 35)

#4A3C3B  
rgb (74, 60, 59)

#969696  
rgb (150, 150, 150)

#C8C8C8  
rgb (200, 200, 200)

#fafafa  
rgb (250, 250, 250)



# A FOOD EXPLORING AND SHARING COMMUNITY!

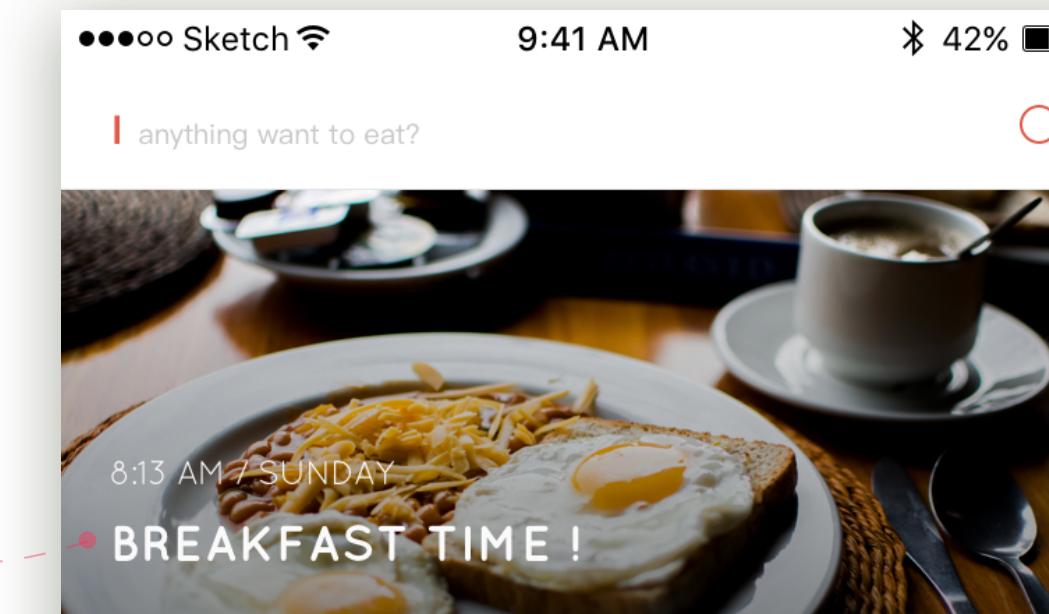
The image shows a central smartphone displaying the TASTE app interface, surrounded by screenshots of the app's features:

- Dish:** Shows a dish from "My Thai Cafe" called "khao kluk kaphi" for \$12.99, with a description: "Fried egg roll stuffed with ground chicken/shrimp. Served with plum sauce.", and a photo of the dish.
- Community:** Shows a post from "Keith Ellis" with a review of "khao kluk kaphi" from "My Thai".
- Restaurant:** Shows a post from "Brandon Griffin" sharing a collection of healthy eats.

The TASTE app interface includes a search bar at the top, followed by a map view, a menu section with categories like appetizer, entrees, soup, dessert, and filters for drink, burger, pizza, vegan, seafood, meat, noodle, and dessert. At the bottom, there are tabs for Explore, Menu, Community, and Me.

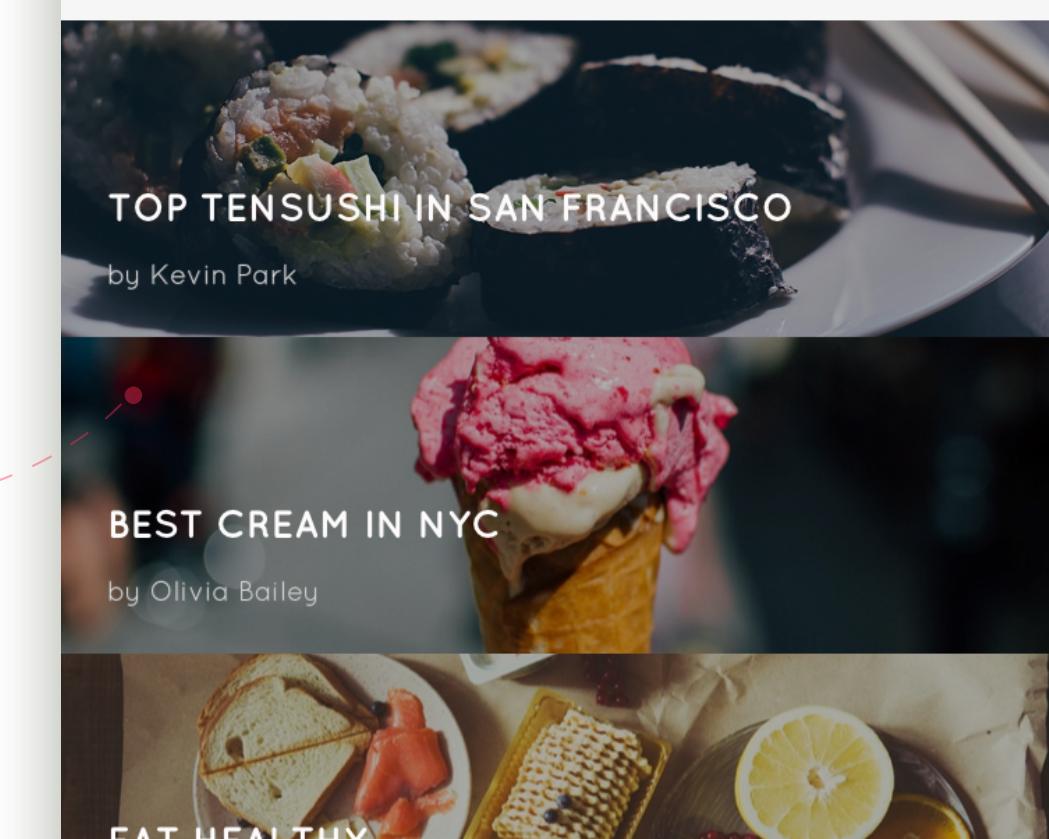
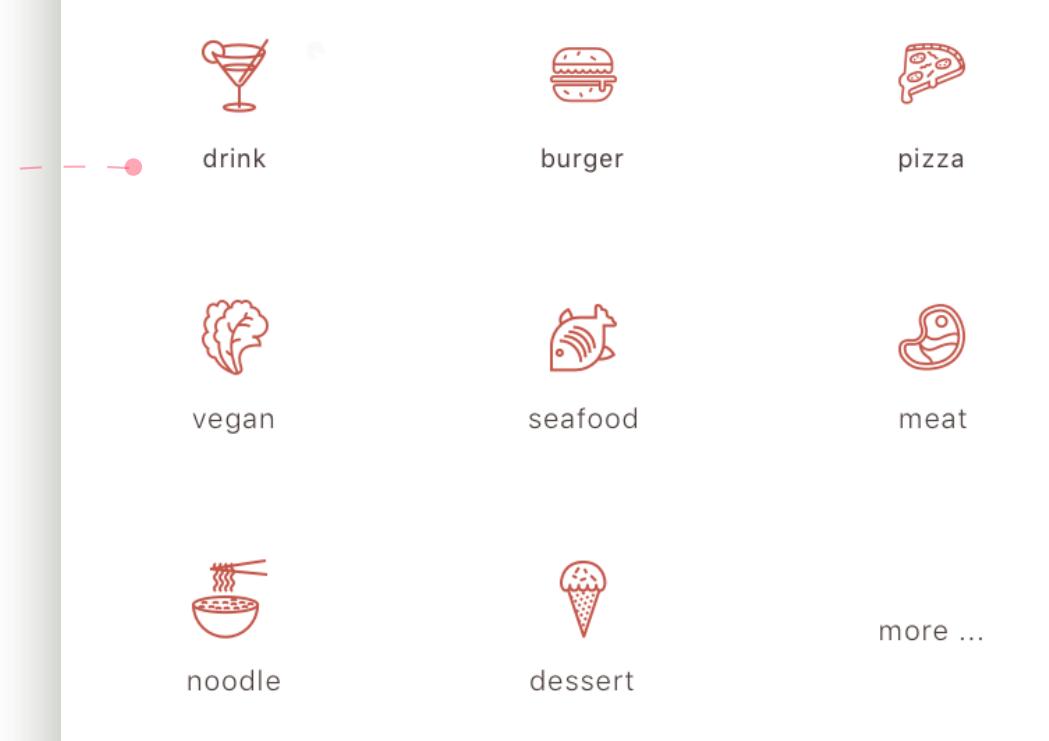
# Personalized and contextual recommendation

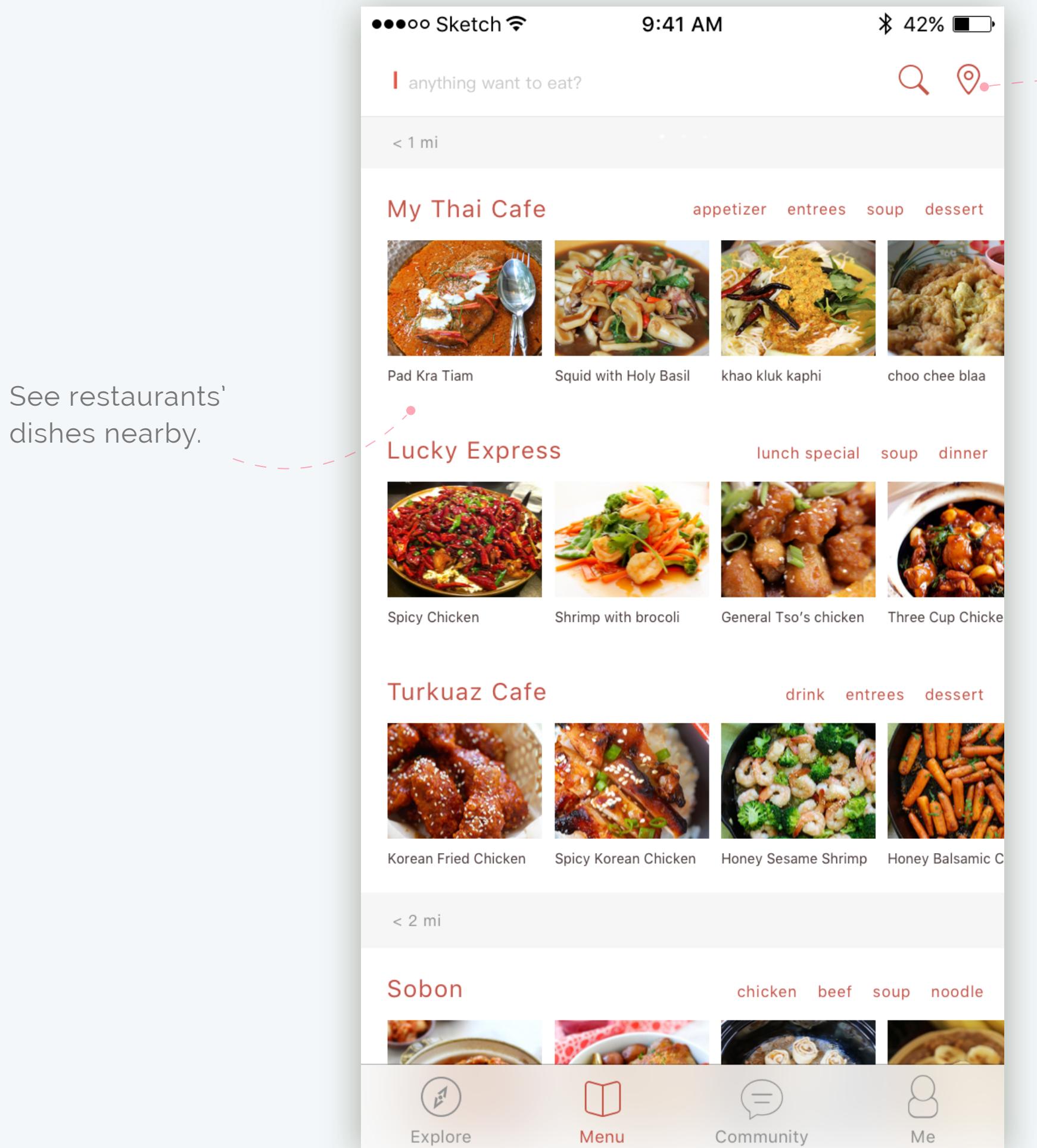
Morning!, It is 8:13 am, see what breakfast Taste has for you!



Quick access to your favorite categories. Or change the order based on your preference.

Anyone could share food collections, be a food connoisseur!





See restaurants'  
dishes nearby.

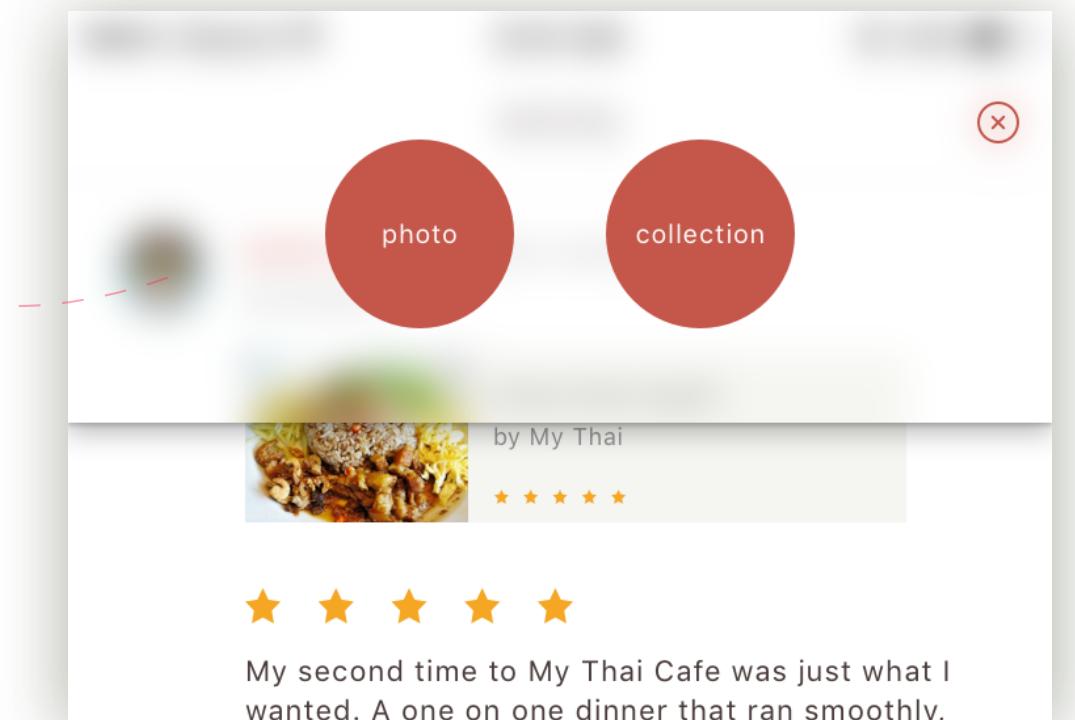
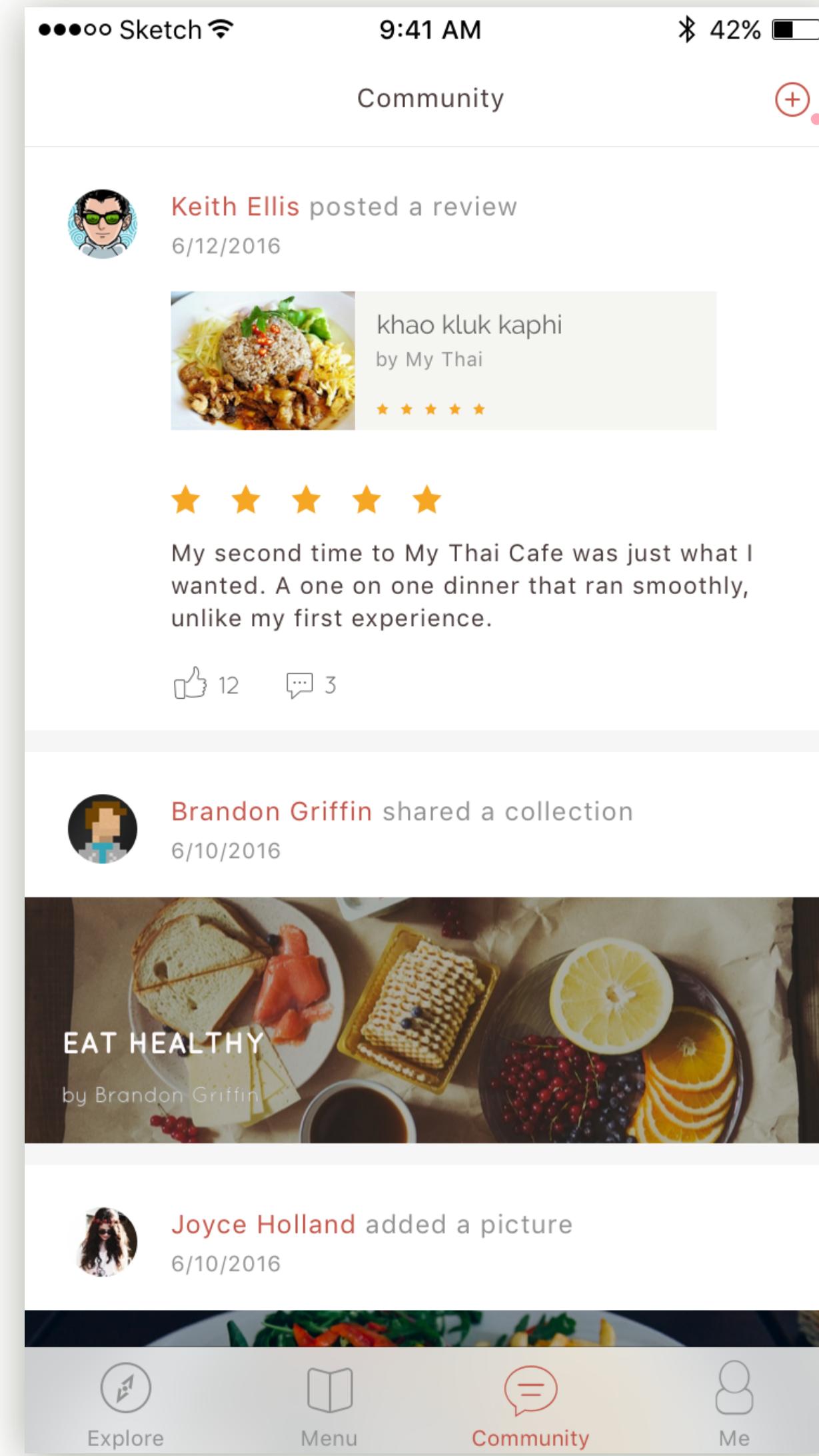
Check restaurant locations

Find nearby food easily  
and directly!

Check what dishes nearby, swipe  
to see more dish pictures!

## Share experience, make new friends!

Enjoy new food, make new friends in this food enthusiast community!



●●●○○ Sketch WiFi 9:41 AM ⚡ 42% 🔋

< Restaurant

MY THAI

opening 812-333-2234 0.5 mi

Appetizer

 Pad Kra Tiam \$ 8.99  
★★★★★ 28 reviews  
Spring rolls wrapped with rice noodles, lettuce, bean sprouts, carrots, and herbs.

 Squid with Holy Basil \$ 9.99  
★★★★★ 12 reviews  
Shoyu Ramen will take you back to your college days. Luckily, the rich soy broth and chewy wheat noodles...

Entrees

 khao kluk kaphi \$ 12.99  
★★★★★ 28 reviews  
Egg roll stuffed with ground chicken/shrimp. Served with plum sauce.

 choo chee blaai \$ 11.99  
★★★★★ 12 reviews

Explore Menu Community Me

●●●○○ Sketch WiFi 9:41 AM ⚡ 42% 🔋

< Dish

khao kluk kaphi

★★★★★ 28 reviews

Fried egg roll stuffed with ground chicken/shrimp. Served with plum sauce. \$ 12.99

like review share

Photos



Reviews (23)

Jacqueline Tran  6/16/2016  
★★★★★  
My second time to My Thai Cafe was just what I wanted. A one on one dinner that ran smoothly, unlike my first experience.  
12

Keith Ellis  6/16/2016  
★★★★★

## All dishes, at a glance

No longer suffering from text-only menu, with real dish pictures, descriptions and rates, ordering food could not be more easier!

## CONCLUSION

### WHAT WE ACCOMPLISHED

- Practiced an agile work approach.
- Developed detail orientated design attitude.
- Improved the ability to make interactive prototypes and visual design.



THANK YOU!

designed by Liang Chen