UberEats Menu Illustrator Process Book

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About the Project

Generative AI provides users with a notion of control, and feeds more into the fact that simply everyone now can feel clever at the touch of a button.

This project pushed us to further explore opportunities that are “low-hanging fruit” and to think of ways to take **advantage of the technology** in ways that best suit its current capabilities. We’re fascinated by platforms that can produce songs, paintings, and a whole book from prompts no more than a few words long. The reality is that **any content generated by AI can replicate what it has seen before.**

Adding all these parameters of customization, and allowing users to feel some sense of control or satisfaction in their own personal involvement with content generation, brings with it a lot of natural fascination. Thus, what was important in this project was to think about **basing our ideas on readily accessible content**, and opportunities that are most simple to seize, but that can still be modified in **to fit focused contexts and the accompanying user experiences.**

Ideation: The Matchmaking Process

To begin generating ideas for our GenAI product concept, we built on the skills from our previous project and **utilized the matchmaking process** to search for applications that would be a good fit for GenAI.

We made sure to **explore a wide variety of ideas** by having each team member complete this process individually first, coming up with a minimum of **6 ideas alone** without the influence of each other.

Each idea was then ranked on three factors that we found important for implementing a new product/service with AI: **1) Financial Viability, 2) Technical Feasibility, and 3) User Acceptance**

By starting with broad brainstorming and then narrowing it down based on numerical scores, we were able to **collectively explore a diverse set of potential markets and uses**, and then compare all these ideas more easily. After individual matchmaking, **each member pitched their favorite few ideas to the team**, which were then ranked more in detail in the next iteration of our design process.

Compilation of each member's matchmaking ideas (1)

Specific Capability	Domain and/or Activity	Customer	Application	Financial viability	Technical feasibility	Desire/Acceptance	Score	Rank
Image Generation	Fashion/Clothing	People who want to have unique/personalized T-shirts	Custom (Self-Designed) T-shirts: Customers generate images, patterns, or textures they want on their T-shirt, see a preview, and if it looks satisfactory, we will create that T-shirt and deliver it to them.	4	5	5	**14**	2
Generates music	Sound/Audio	Filmmakers, advertisement companies, etc	Background music generator: creates background music (i.e., an orchestral piece) for visual media, negating the need to hire professional musicians	5	4	3	12	13
Generates photos of a subject	Photography	Anyone who needs professional headshots	Headshot generator: Takes in existing photos of a subject, and generates a modification that looks like a professional headshot	4	5	5	**14**	2
Generates pictures of nature, scenery, cityscapes, etc	Photography	Photographers + their subjects	Backdrop Generator: Create images that can be used as backgrounds for photoshoots	4	5	3	12	13
Can generate clothing/outfit ideas	Fashion/Clothing	People who want ideas for what to wear and what style they want / fashion designers looking for inspiration for what to design	Outfit Generator Tool: Create outfit pairings, provides clothing inspiration using image generation	3	4	4	11	19
Can generate logos, color schemes and slogans	Branding	People who want to get personalized branding but not invest in designers	Branding Tool: Create logos, color schemes, slogans based on input for a particular company	4	4	3	11	19
Can create different homescreens based on prefrences	Computers	People who want to have unique homescreens but do not want to find images	Home Screen Generator: Take input information to generate homescreen designs based on the users moods	4	4	2	10	27
Image Generation	General Purpose or Education	People who want to save time or need a visual summary of a text or media (e.g. visual learners)	Text summarizer: generates a series of photos or thumbnails that summarize the content	3	5	5	13	6
Image Generation (Text (Cusine name) to image))	Food/Delievery	Restaurants	Uber Eats (Doordash) Menu Illustration: Generate images based on the restaurant menu in Uber Eats (DoorDash).	5	5	5	**15**	1
Can create pitch deck layout	Startups/ Education	People who want to create beautiful pitch decks but find difficult to create layouts	Pitch Deck Generator: Take information on a deck or a document and convert it into beautiful slides	3	3	3	9	32
Can create different playlist based on prefrences and previous listened musix	Music	People who want to make multiple playlists or create a playlists of different songs based on their mood at that point of time	Playlist Generator: Take data on what users had listened to and similar music and based on the input description create new playlist	3	4	2	9	32
Can generate floor plans/room decor ideas	Interior Design	People who want ideas for how to design their room and furniture / interior designers / furniture companies (e.g., Ikea)	Interior Design Tool: Create floor plans, room decor arrangements, etc for people to get inspiration when they want to redesign their homes	4	4	4	12	13
Can generate stock videos based on inputs	Videos	People who want to use stock videos to create movies or use it for multiple purposes	Application: Create general videos based on basic input words	3	3	2	8	36
Image Generation	Culture/Literature	People who want to read old scriptures but cannot understand the text	Image Translator: Converts scriptures, texts, poems into images	3	3	3	9	32
Can create combination of clothes and accessories that pair well	Fashion	People who want to wear trendy clothes but dont know where to start	Fashion Trend Generator: Put in basic information regarding your size and aesthetic requirements or upload an image of something you own and generate trendy ideas on pairing the clothes	3	3	4	10	27

Compilation of each member's matchmaking ideas (2)

Image Generation	Robotics/manufact	Designer/architect	Product Prototype: Generates prototypes/3D models of devices and parts with text description, eliminating the use of complex prototyping and design applications	3	3	4	10	27
Image Generation	Law & Order	Police, Private Investigators	Criminal Tracing: Generates image of suspected criminal based on text description	2	4	2	8	36
Translate text to product renders	Product Design	Product designers/manufacters/retailers	Product Renders: Better control of parameters like lighting, material of product, generates files that are compatible with CAD softwares and can be further manipulated	3	2	3	8	36
Translate text to character rigs	Animation	Animators	Character rigs for animation: Faster ways of creating rigs from descriptions of characters, generates files that are compatible with softwares like Maya, Houdini etc.	3	2	2	7	40
Generate sleep frequency, white noise from text prompts	Productivity	Insomniacs	Sleeping Frequencies: For insomniacs who need some sort of white noise to help them fall asleep	4	3	4	11	19
AI analyzes video and content of video and generates thumbnail for creator	Content Curation	Content creators	Thumbnail snapshot: Content creators who post videos regularly and need a more efficient solution	4	3	4	11	19
Scans course catalog, makes decisions based on your major, schedule preferences, required credits	Education	College students	Schedule organizer: Looks through all classes and sections and helps curate an optimal schedule	4	3	4	11	19
Image Generation	Art	Artists	Character Creation	3	5	5	13	6
Image Generation	General and Education	Anyone who wants to save time or needs a	Summarizer (creates a thumbnail or series of photos based on the media)	3	5	5	13	6
Image Generation	Fashion	Hobbyists or fashion designers	Generate Sewing Patterns based on description of clothes or sketch of clothes	3	2	1	6	42
Image Generation	Education	Visual learners	Illustrates any text	3	5	5	13	6
Image Generation	Marketing	Businesses	Create social media posts	4	4	4	12	13
Video Generation	General Use	Children, visual learners, actors	Act out a story	2	4	2	8	36
Video Generation	General Use	Internet users	Create a funny gif	1	4	2	7	40
Video Generation	Music	Musicians, music studios	Create a music video/music visualizer	2	2	5	9	32
Video Generation	Marketing	Businesses	Create a video ad for a product	5	4	5	14	2
Video Generation	Fashion	Fashion companies, designers	Model walking with clothes	3	3	4	10	27
Audio Generation	General Use	Audiobook companies	Make a soundtrack to a story	4	5	3	12	13
Audio Generation	Music	Musician/songwriter/producer	Make the instrumental to lyrics	3	5	5	13	6
Audio Generation	Accessibility	Visually impaired people	Make soundtrack to image (can convey tone)	3	5	3	11	19
Audio Generation	Video Production	Other businesses or individuals	Make soundtrack to video	3	5	5	13	6
Audio Generation	Video Production	Video producer	Make sound effects (e.g. apple crunch)	4	4	4	12	13
3D Models		Architects	Generate room/house model based on text description	5	4	5	14	2
3D Models	Food	Bakeries	Cake decorating	3	5	2	10	27
3D Models	Design and Prototyping	Designers or hobbyists	Turn image into 3D model	4	5	4	13	6
3D Models	Art	Artists	Character Creation but 3D	3	5	3	11	19
3D Models	Art	Artists	Pose Generator (for drawing)	4	4	3	11	19

Concept ranking

Once we had the top ideas from each individual, we ranked them again against four critical criteria: **1) Financial Viability, 2) Technical Feasibility, 3) User acceptance and 4) Risk Level.** After ranking the ideas we also considered the innovation, the uniqueness, and the level of interest of team members to finalize one idea.

While evaluating risk factors, we considered the **processing speed required and as well as the environmental risk** it might pose. We also considered **FATE factors, privacy risks and social risk factors.**

We enjoyed exploring these risk factors as a team and were intrigued by the potential concerns of each of our ideas.

The idea for an **UberEats Menu illustrator** was a clear winner: it was ranked high and also had high innovative interest.

The only risk factors were that the image might not be similar to the actual food being made, but we felt that this could be mitigated by **adding an extra layer of validation** where the restaurant/chef checks over the images before they're posted.

Concept Ranking

	Technical Feasibility				Financial Viability				User Acceptance				Team Criteria		Score	W.Score
Generative AI Concept	Tech .availability	Data Exists	Data labelled	Model Perf.	Installation cost	Processing cost	Willingness to pay	Market size	Privacy risk	Social risk	FATE Risk	Environment risk	Innovation	Interest		
Custom (Self-designed) T-shirts	4	3	3	4	4	5	4	3	1	2	1	4	1	2	30	13.8
Background music generator	5	5	3	3	3	4	4	2	1	1	1	1	3	3	29	12.1
Headshot generator	5	4	5	2	3	4	3	5	3	2	1	2	4	3	31	13.9
Backdrop generator	4	3	4	2	5	5	2	3	1	3	3	2	4	2	28	13.2
Outfit generator tool	4	3	4	3	4	4	3	4	3	3	3	2	3	2	29	13.9
Branding tool	4	4	4	3	4	4	4	4	3	3	1	3	2	3	31	14.5
Home Screen Generator	4	3	5	4	4	4	2	3	1	2	1	3	3	2	29	12.7

Concept Ranking

	Technical Feasibility				Financial Viability				User Acceptance				Team Criteria		Score	W.Score
Generative AI Concept	Tech .availability	Data Exists	Data labelled	Model Perf.	Installation cost	Processing cost	Willingness to pay	Market size	Privacy risk	Social risk	FATE Risk	Environment risk	Innovation	Interest		
Uber Eats (Doordash) Menu Illustration	4	5	5	3	3	3	3	4	4	5	5	3	4	5	30	15
Pitch Deck Generator	4	3	3	2	4	3	3	4	4	3	2	3	3	5	26	13
Playlist Generator	3	4	4	2	2	4	4	4	1	2	2	3	3	2	27	12.5
Interior design tool	4	4	4	2	2	3	4	4	1	1	5	1	4	3	27	12.3
Stock Video Generator	3	4	4	3	2	3	3	4	1	3	2	1	2	3	26	11.6
Image translator	4	4	3	1	3	4	3	3	1	1	5	4	3	4	25	12.3
Fashion Trend Generator	3	4	4	2	3	3	3	3	1	4	4	4	3	2	25	12.5

Concept Ranking

	Technical Feasibility				Financial Viability				User Acceptance				Team Criteria		Score	W.Score
Generative AI Concept	Tech .availability	Data Exists	Data labelled	Model Perf.	Installation cost	Processing cost	Willingness to pay	Market size	Privacy risk	Social risk	FATE Risk	Environment risk	Innovation	Interest		
Product prototypes	2	2	4	1	2	2	4	5	1	5	4	2	4	3	22	11.6
Criminal Tracing	2	1	1	1	4	4	3	3	5	1	1	4	4	4	19	10.7
Product renders	2	3	3	5	3	2	2	2	2	4	5	2	3	2	22	11
Character rigs for animation	2	3	4	4	2	2	3	2	1	2	3	1	3	3	22	9.8
Sleeping Frequencies	5	3	3	2	4	4	2	1	1	4	4	3	4	2	24	11.8
Thumbnail snapshots	4	3	4	4	2	3	3	3	3	4	2	4	2	2	26	12.6
Schedule organizer	4	4	4	4	4	3	2	3	2	4	4	4	2	3	28	13.6

Idea Evaluation

We evaluated our concept on three factors: its **financial viability**, its **technical feasibility,** & its level of **user acceptance.**

Financial viability

We first considered our potential **market size**—through research, we found that 825,000 restaurants were partnered with UberEats

Next, we considered what kind of value we could offer to this market: we found that in general, restaurants can spend **$50 - $500 per hour** on food photography

Through this research, we concluded that our product could **offer restaurants a service that they needed** while being cheaper than the existing solution.

Technical feasibility

Our product relies on **image generation**, which we planned to implement through **DALL-E 3**, giving us the capability for text-to-image generation.

The DALL-E 3 model is trained on a wide array of text-image pairs sourced from the Internet. The input text is encoded to produce an image, which gets repeatedly modified until the **image has been enhanced to a degree that correlates best with the input.**

DALL-E 3 is a well-known, widely-used image generation model & is easily accessible to us—it could be **installed into the existing UberEats tech stack with little extra overhead.**

User Acceptance

We considered our two main user groups:

UberEats customers:
We felt that a common problem with online food ordering is the ambiguity and risk of trying new dishes: often restaurants don't supply photos of every dish they offer, and without a visual representation of what they'll be receiving, customers typically don't want to order new things.

UberEats restaurants:
It's in the benefit of restaurants to provide as many pictures of their food as possible—it drives up sales & increases customer satisfaction. Usually the cost of hiring a food photographer is the major roadblock for restaurants to actually do so; as such, our product is an easy-to-use and desirable tool for many restaurants.

Pitch critique

During the first round of presentations/critiques, we gained feedback that helped us further develop our concept and refine details for a profitable solution. Some of the feedback we received included:

- Show visually how the AI would add the images on food delivery websites
- Find stats on whether or not more people will actually order food from a particular website if the menu is supported by images
- Make the presentation pitch shorter on time
- Think of risk mitigation techniques for the restaurant, by creating a customized system for them to edit and have more control over the images added
- Researching details on whether or not the company will generate more revenue; it seems that people would order more food and even order more often with an illustrated menu

Critique Revision

The feedback we received in the critique session helped us refine several details in our product. Based on feedback, we first decided to take some time to **research how profitable our solution would actually be** and how much more customer interest it would really drive. Doing this research gave us confidence as the results we found directly aligned with our chosen direction: **we were able to find statistics that confirmed the profitability of our concept.**

Next, we added visuals that showed the before and after affect of our AI product, based on another critique we received. We felt that doing this really helped us to **clearly present our concept to the audience and solidified our idea into a real product.**

While our concept was low risk, we realized it would be better for the **restaurants to have more control over the images representing their food and brand**. Based on feedback from our peers and professors, we decided to come up with mitigation strategies to give the restaurants owners an authentic voice in presenting their food.

Overall, the first pitch helped us find the missing spots in our product and presentation and gave us the inspiration and guidance to fix our problems, in order create a well-rounded final pitch.

Pitch Deck

Design for AI Pitch

Team 7

Uber Eats (Food Delivery Platforms) Menu Illustration & Thumbnail Generation

Overview

Our product:

Uber Eats Menu Illustration

Capability:

Text-to-image generation which produces pictures of the menu items

Domain:

Food delivery service

Stakeholders

Uber Eats will pay for the generative AI, allowing their patrons (restaurants) to more easily provide photos of their menu items ⇒ higher customer interest ⇒ more meals sold

Stakeholders

Restaurant owners will benefit from this tool being integrated into UberEats, because it gives their menu items more visual appeal and thus generates higher customer interest

Tamarind Flavor of India

★ 4.4 (81 ratings) • Indian • $ • Read 5-Star Reviews • More info

Open until 9:30 PM

Cart • 2

See similar | Group order | Schedule

Delivery 30–45 min | Pickup 5–15 min • 2 mi

Picked for you

Chicken Tikka Masala
$16.79
#2 most liked

Special Chicken Biryani
$17.99
#3 most liked

Idly
$7.19

1 Samosa
$7.19

Madras Masala Dosa
$11.39

Appetizers

Samosa
$7.19
90% (21)

Gobi Manchurian Dry
$8.39

Tamarind Flavor of India

★ 4.4 (81 ratings) • Indian • $ • Read 5-Star Reviews • More info

Open until 9:30 PM

Cart • 2

See similar | Group order | Schedule

Delivery 30–45 min | Pickup 5–15 min • 2 mi

Picked for you

Mushroom Garlic Masala
$17.95

Makhani / Butter
$17.95

Andhra “Fry Piece” Biryani
$16.95

Hyderabad “House Special”
$15.95

Featured items

Makhani / Butter
$17.95

Garlic Naan
$3.95

Andhra “Fry Piece” Biryani
$16.95

Mushroom Garlic Masala
$17.95

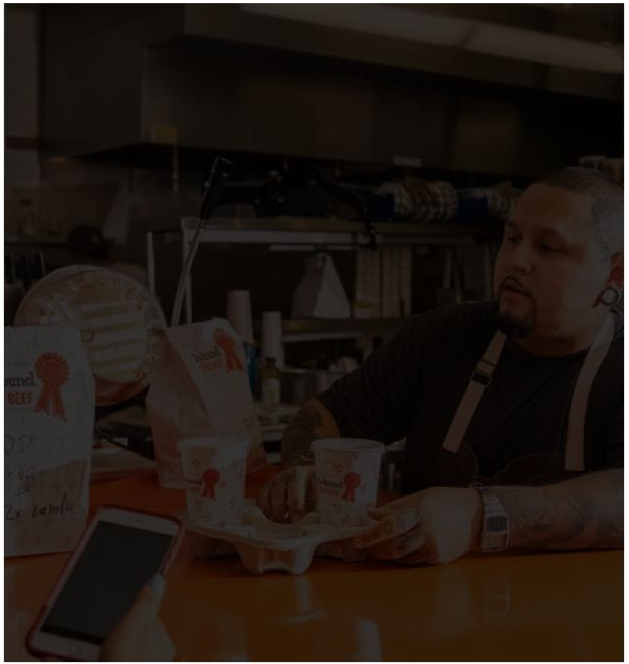
Hyderabad “House Special”
$15.95

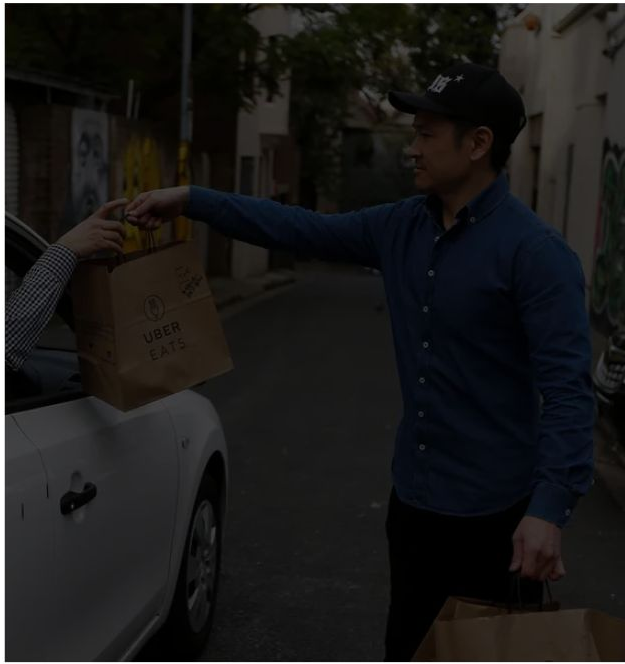
According to Grubhub, including professionally-taken photos in your menu can boost your sales by **approximately 30%.**

Value for Stakeholders

Delivery Platforms (UberEats, Doordash etc.)

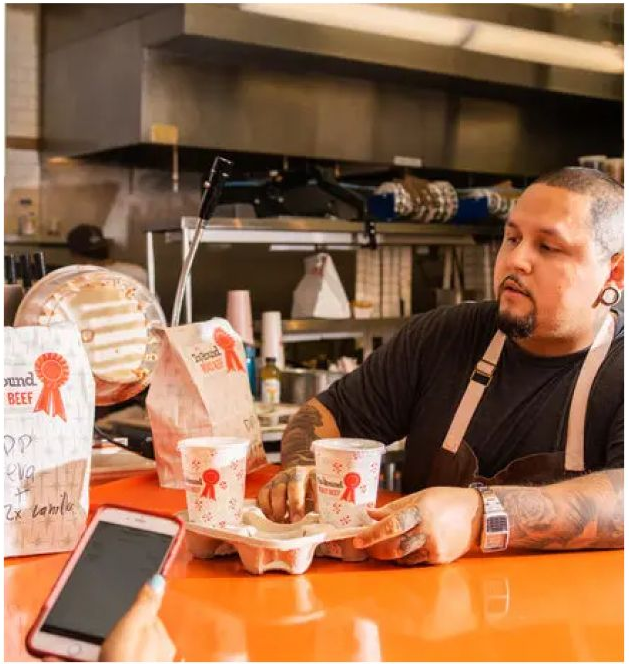
Having a standardized platform of generating thumbnail images might result in a more cohesive user experience, and consistent visual theme. If employed by the delivery platform themselves, it may help express their care in providing an experience/platform that adjusts to the specific needs of their vendors. If employed as an in-app service, platforms might be able to control its parameters, and therefore, maintain consistency.

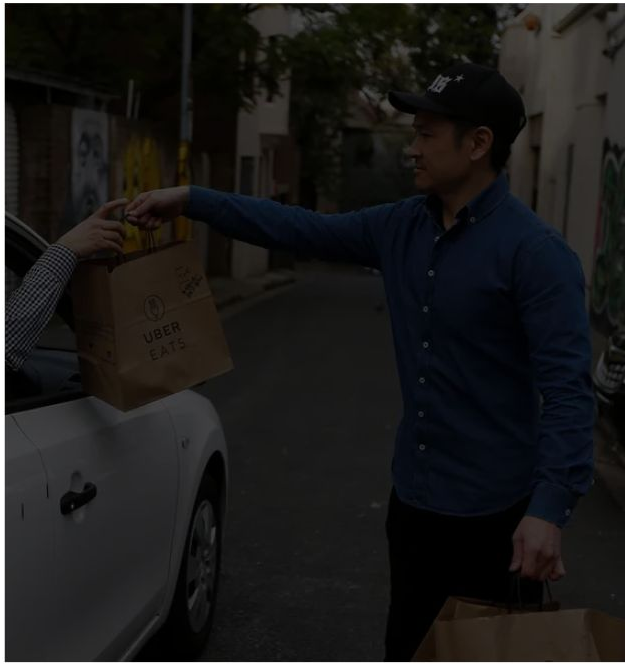




Value for Stakeholders

Restaurants (Selling on Platforms)	Ease of comprehension; thumbnail images create snapshots that best summarize a restaurant's menu/essence, providing clarity for those looking for fast meal solutions

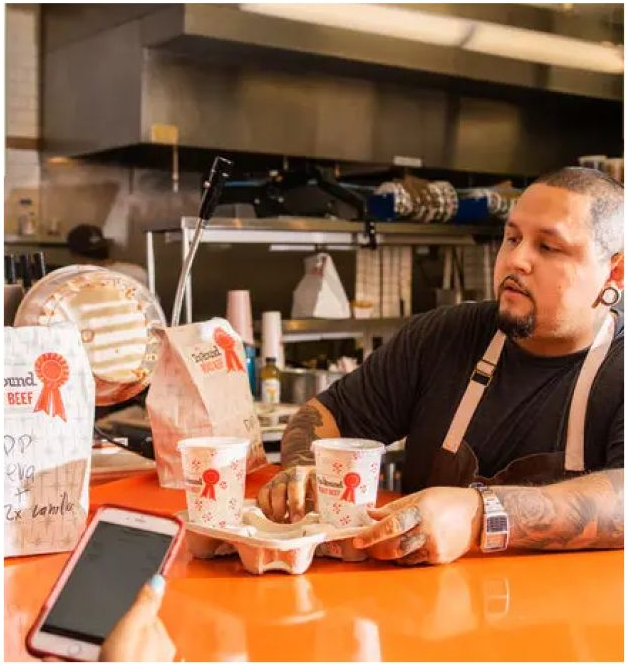




Value for Stakeholders

Platform users (customers who order)

Especially for those that struggle with branding themselves digitally, having generated thumbnails that suit to their menu might help establish credibility. Users of delivery platforms often desire fast clarity in what they are seeing; accurate thumbnails can help increase engagement and exposure with their digital storefront.



Financial Viability

Market Size

825,000 Restaurants partnered with UberEats in USA as of 2022

Market Size

Restaurants spend $50-$500 per hour for Food Photography

Competitive Advantage

DoorDash supports only 390,000 restaurants as of 2021

Pricing Strategy:

- Basic - 20 Menu Items, 3 options to choose from - $30 per Year
- Premium - 50 Menu Items, 5 options to choose from - $50 per Year

Technical Viability

How it is installed:

Our menu illustration tool is implemented via a model known as stable diffusion, which provides us with the capability for text-to-image generation.

A prompt generator from open-source stable diffusion models can be easily installed into the existing UberEats stack, allowing owners to write prompts that produce images of their menu items.

How it collects data:

The stable diffusion model is trained on a wide array of images and captions sourced from the Internet.

This data is classified and filtered based on language and resolution, and then assigned a score corresponding to its visual quality.

How it makes an inference:

The model begins with a generation of a blurry image. The image is given to a denoising model, which is trained to make inferences on the amount of noise in the image.

This allows the model to progressively eliminate noise until it can produce an enhanced image correlating to the user's input.

User Desirability

Platform users (customers who order)	Customers often want to try new things when they order, but they're afraid of not liking the end result. This makes them hesitate to order new things. Having images to support the dishes can help them take informed decisions.
Restaurants (Selling on Platforms)	Restaurants want to upload images of their food, but hiring a photographer and preparing every dish for a photoshoot can be time-consuming and expensive. The tool can help them generate quick images to describe the meals and attract more customers.

THANK YOU!

Individual Reflections: Anna

Since A.I. is still territory we have yet to fully chart, I found it interesting to see how I–as a novice learner in this discipline–might transform the most basic functions of generative A.I. into useful services. The openness of the project was, ironically, the most bounding difficulty for me. Without constricting myself to one area of focus, I found that I thought less about the pre-existing systems that A.I. might be impeding on, and more daydreaming about a world where our every wish might be granted at the expense of a short text prompt. That being said, while brainstorming the risks, our group found that a common denominator was the fact that A.I. platforms disrupt some form of human interaction, to squash some opportunities, and to push us aside. I'm curious to explore how I might dissolve the tension in this divide in future projects and discussions.

Individual reflections: Christina

While coming up with ideas for this project, I realized that my view of generative AI was more limited than I had thought. A lot of the ideas that came to me at first were all involved with text-to-text generation, which is what my perception of generative AI defaults to; as such, I initially found it difficult to come up with other uses, but I quickly discovered that the capabilities of generative AI extended to many unique and sometimes even niche applications.

Another thing that I enjoyed about this project was having to think about the risks in each of our products and identifying areas where our product might have unintended consequences. This is something I haven't done before in a design class and I feel like it's an important part in determining your product's viability.

Overall I feel like this project really gave me some interesting insight into the world of Gen AI and how many things there are to consider when creating a gen AI product, even if the end use-case is pretty simple.

Individual Reflection: Kavya

Top Ideas

- **Title:** Product prototypes
  Capability: Image generations
  Domain: Robotics/manufacture
  Customer: Designer/architect Application: Generates prototypes/3D models of devices and parts with text description, eliminating the use of complex prototyping and design applications

- **Title:** Criminal Tracing
  Capability: Image Generation
  Domain: Law & Order
  Customer: Police, Private Investigators
  Application: Generates image of suspected criminal based on text description

Reflection

This project has given a great learning opportunity in the Generative AI space. I believe the matchmaking skills have improved from the P1. This project has also given me the opportunity to explore the applications of GenAI with various capabilities. I'm eager to apply these learnings in a professional setting.

The inclusion of Risk factors in concept ranking is magnificent. It taught me to evaluate the ideas on multiple factors and considerations. Also being aware of the FATE risks and social risks is critical.

Critique has given us a new perspective to our idea. We were suggested to explore the dimension and business impact where there is no image of food and the opportunity created with Uber Menu Illustration feature. We commend this critique since it enable us to size the market more effectively.

Individual Reflections: Melody

Through this project, I feel that I have a better understanding of generative AI and practiced thinking about what would be a good business idea vs. just a useful idea. By working in a team with such diverse backgrounds, I was able to see a little more about how different our thought processes and design flows could be, especially the economic/business model aspects of the ideas. The presentation itself was also in a different style than I was used to, for example, having to do background market research is something I don't do that often as someone with an engineering background. It was also helpful to include the risk assessment in the ranking process, because while some of our ideas could have been useful in some ways, the open-endedness of the generative technology sometimes made the risk higher if there was a possibility of creating explicit or inappropriate content. Overall, I think this project helped me think more deeply about how GenAI could be feasibly used in a profitable context.

Individual reflections: Nikita

Through the P2, I enjoyed coming up with ideas similar to the first iteration but felt bound by my current knowledge and a little research. I believe there are multiple avenues Generative AI could play a key role but we are unaware of. It made me wonder if are own experiences are the extent to our creative idea generation. Ranking really helped define good ideas that can be applicable but I realized it was not the best ranking that drew more excitement amongst us as a team as it also felt like a common and safe option. The process gave us perspective to realize feasibility, need of users and profitability of the idea.

Individual reflections: Yankun

Reflecting on my journey of P2, I've gained several insights that are pivotal for my creative process. Firstly, instead of just sitting in front of my laptop and forcing ideas to appear, I found that it's more effective to carry the thought, "I need an idea about xxx," and consciously observe my surroundings in everyday life. This method has led ideas to naturally sprout in my mind. Secondly, when a seemingly novel yet too risky idea comes to light, instead of discarding it immediately, it’s worth exploring how it could be altered or pivoted into a different application domain to make it viable and less risky. Lastly, user desirability and acceptance shouldn’t merely be analyzed through the lens of personal experience. Turning to existing research and literature can help avoid bias and solidify the analysis.

Team reflections

Reflecting on P2, we've recognized that there are several areas where we can enhance our team dynamics and project management.

First, we need to establish a communication channel early on that everyone agrees upon and include every team member promptly. This ensures all team members are consistently in the loop and can collaborate effectively.

Second, when scheduling team meetings, besides discussing timing in our Slack channel, sending calendar invitations will serve as a helpful reminder in case messages are missed or forgotten.

Third, we also acknowledge the importance of adhering to our internal deadlines. If, for any reason, a team member cannot meet a deadline, it's essential to communicate this to the team in advance. This allows us all to adjust and realign our tasks accordingly.

Lastly, setting a meeting agenda in advance will help to make our team meetings productive and time-efficient, ensure that we cover all necessary discussion points and facilitate effective decision-making. Moving forward, each of us will incorporate these learnings to improve our future teamwork.

Thank you!