

The logo features the word "ROCKET" in large, bold, yellow capital letters. To the left of the letter "R", there is a white ice cream cone with a pink scoop of ice cream melting down its side.

ROCKET

ice cream from anywhere, even the moon

Yiping Dong
Hyacinth Weng



YIPING DONG

Chef,
Food Feeder



HYACINTH WENG

Food Eater,
Always Hungry

**Design a build-your-own ice
cream sundae app.**

Competitive Analysis



Google Maps



Search Platform



Local Delivery Platform



National Delivery Platform



Shops + Local Delivery Platforms



Shops + Local Delivery Platforms + In Grocery Stores



In Grocery Stores



Deliver Pints through Local Delivery Platforms



Shops + National Delivery

Survey & Interviews



75%
in their 20s
46%
in NYC area



18%
~ once a week
53%
less than once
6%
very often



25%
ordered for
delivery
0%
ordered for
national delivery



50%
both flavor
and brand
75%
flavor first



50%
have problem
finding a flavor

more than 80%
people don't go to
ice cream shops
often



50%

have a problem
finding a flavor

Green tea
Custard apple & figs
Belgium chocolate
Blue moon
Stracciatella
Cream n' Coffee Fudge
Death by Chocolate
Tea Dance
Lychee
Pistachio
Cookie Butter Ice Cream
Black Sesame
Superman Ice Cream
Lemon



**An app that allows you to find,
build, and get any ice cream by
flavor from anywhere in the
country.**

Target Audience/User Personas

Primary



Jennie M.

Ice Cream flavor hunter.

GOALS

- find more unique flavored ice cream
- explore local ice cream shops

PAIN POINTS

- Google can't provide the best result when trying to locate a specific ice cream
- hard to find news places that make a specific flavor

Age 27

Job Title marketing specialist

Status single

Location New York City

Secondary



Anne G.

Ice cream enthusiast

GOALS

- find a stable source of ice cream in the desired flavors for everyone

PAIN POINTS

- constant moving makes it hard to establish a favorite local shop and a stable source of certain ice creams

Age 40

Job Title military housewife

Status married with 2 kids

Location Illinois suburbs

Problem Statement

Jennie the ice cream flavor hunter
needs a way to effectively and conveniently find
new ice cream shops with unique flavors
because she values the quality that comes with
locally made ice creams
and hopes her mom in a different state gets to
try it as well.

Goals

- Help people finding their favorite ice cream flavor in their town or nationwide.
- Allow people to access their favorite ice cream from anywhere in the country
- Generate awareness for nationwide delivery service for ice cream
- Become the primary platform for ice cream lovers searching for ice cream



Product Requirements

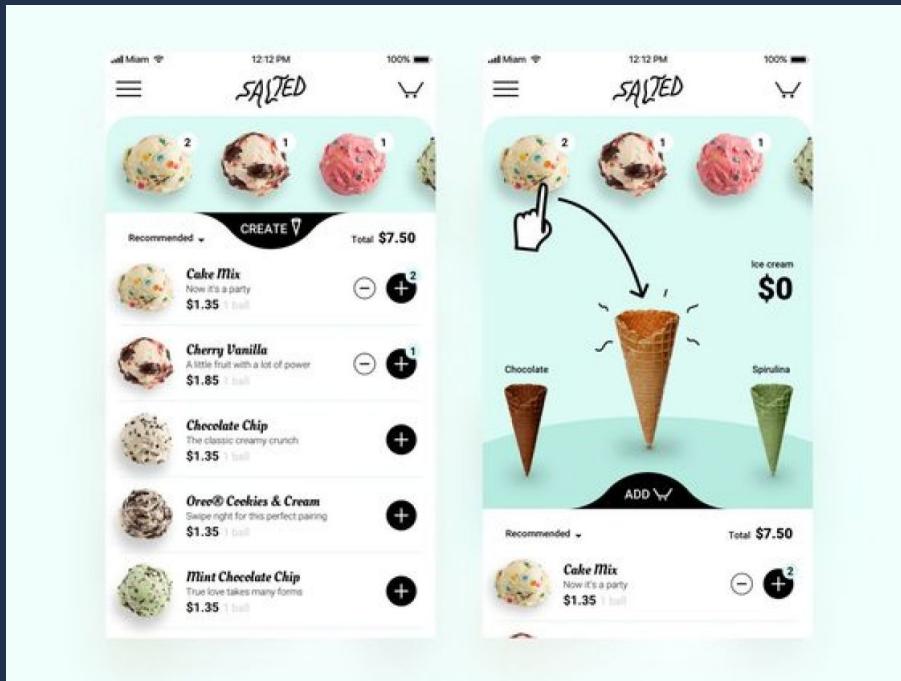
- 🍒 Extensive inventory of flavors and shops
- 🍒 Useful and effective search method for locating specific ice cream flavors
- 🍒 Convenient delivery locally and nationwide



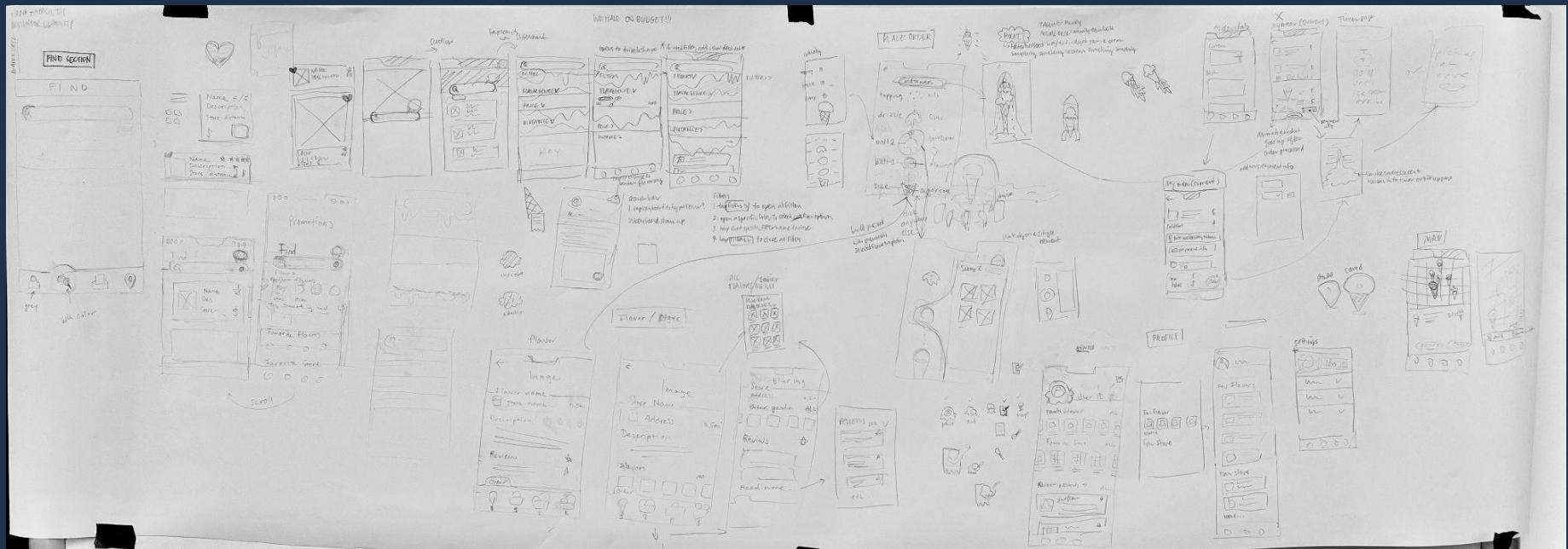
- 🍒 Organization is robust
- 🍒 Easy to use
- 🍒 A fun and engaging experience
- 🍒 Visually standout

Design Principles

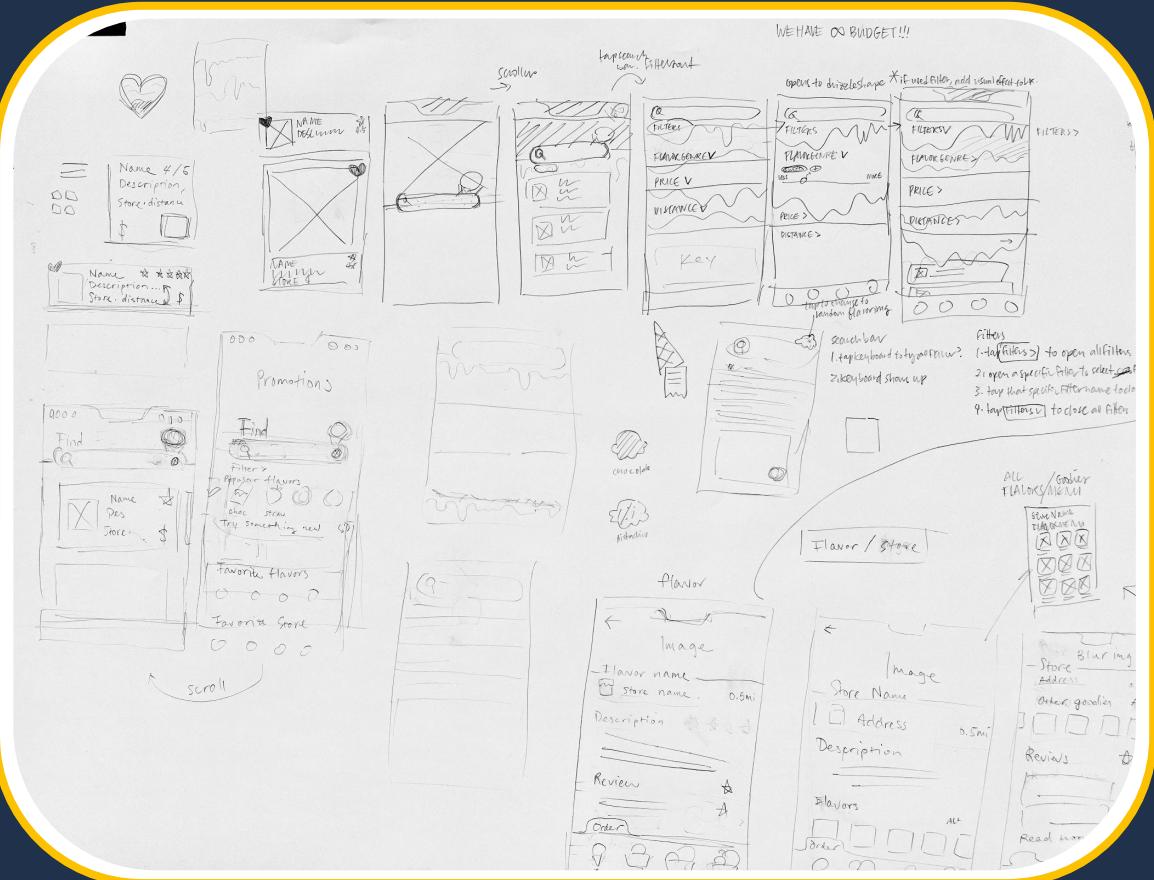
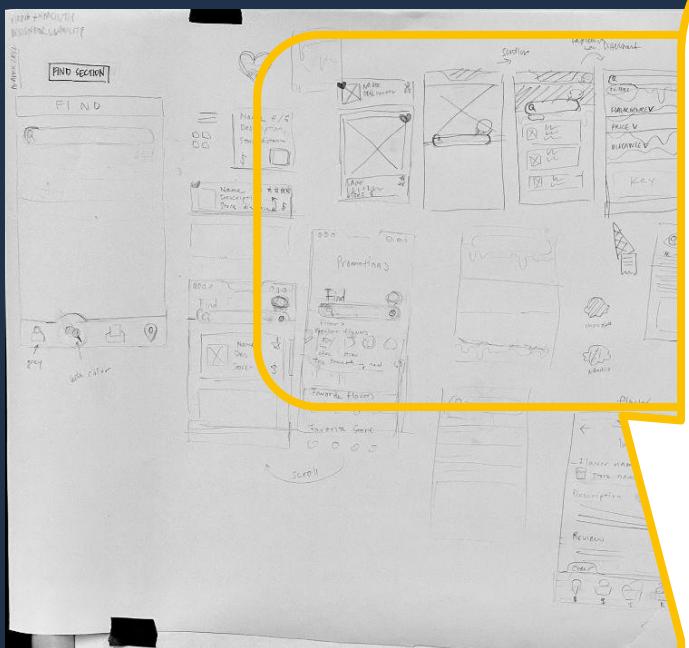
Inspirations



Wireframe



Filters



Build

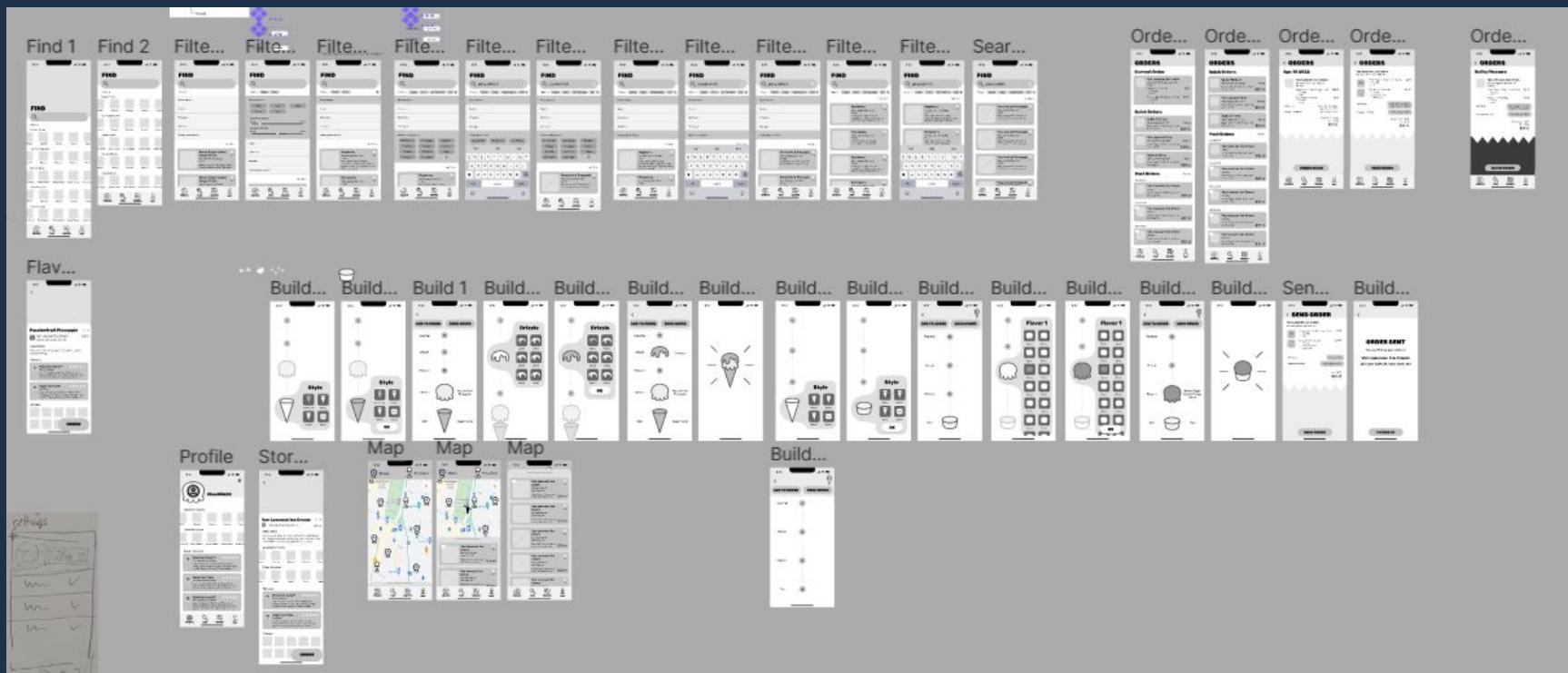




Berry Blue	#20314C
Passion Yellow	#FCC201
Maraschino Red	#FF6666

RUBIK **BLACK**
Lexend Normal

Gray box

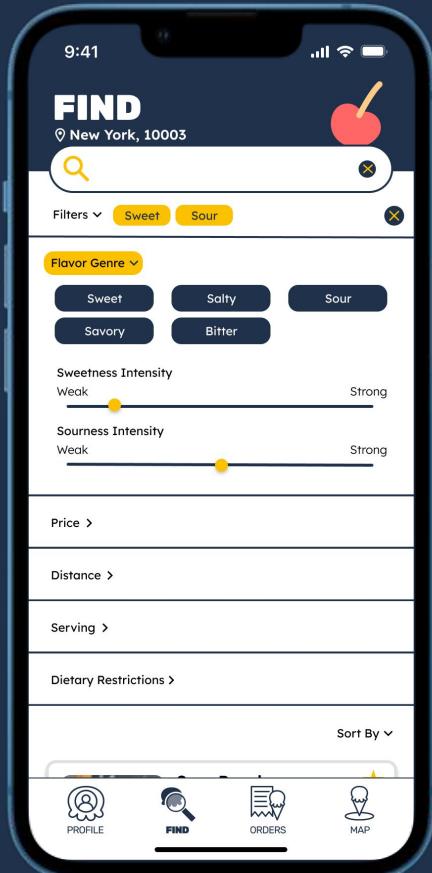


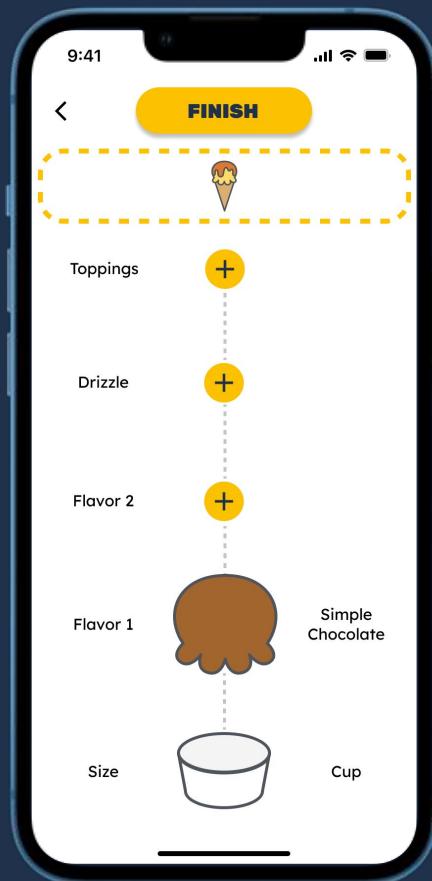
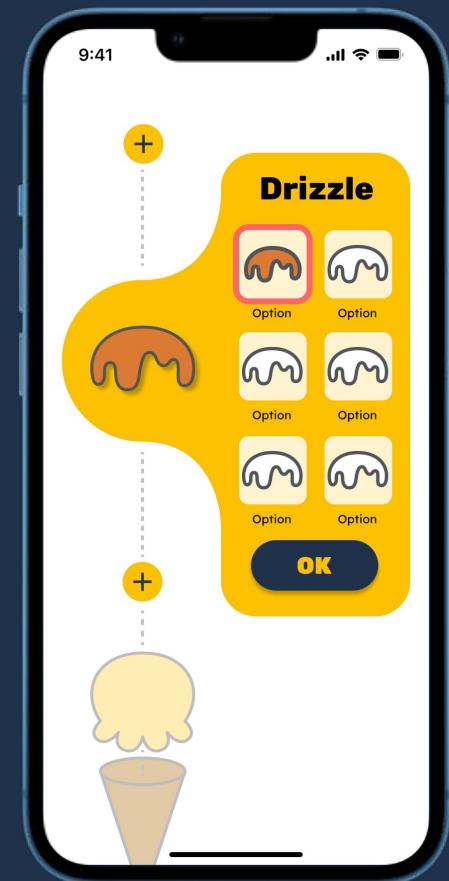
User Test: Tasks

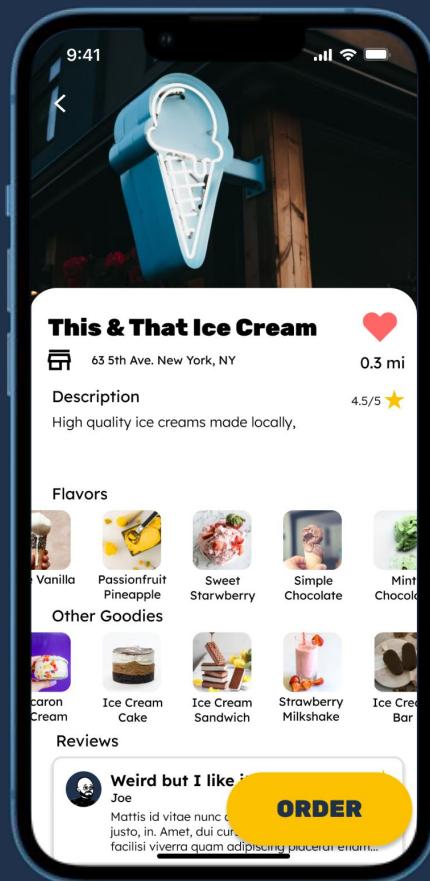
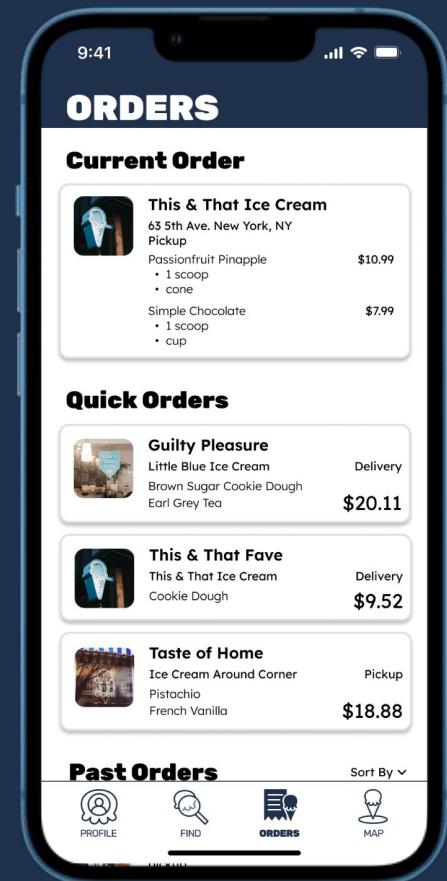
1. You are looking to get something sweet and sour.
2. You are allergic to tree nuts, gluten and are lactose intolerant.
3. You realized that you want passion fruit flavor.
4. Now you want to order it.
5. You want a sugar cone and add a drizzle to it.
6. Then your kid says he want a simple chocolate ice cream in a cup.
7. You will go pick up the order.

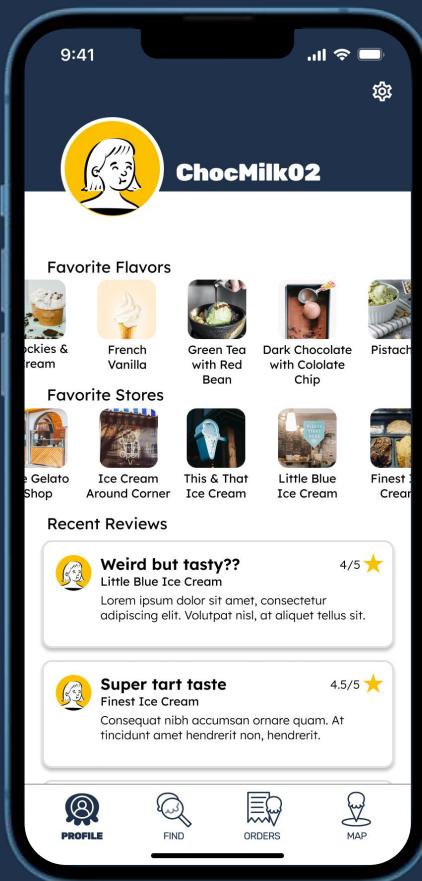
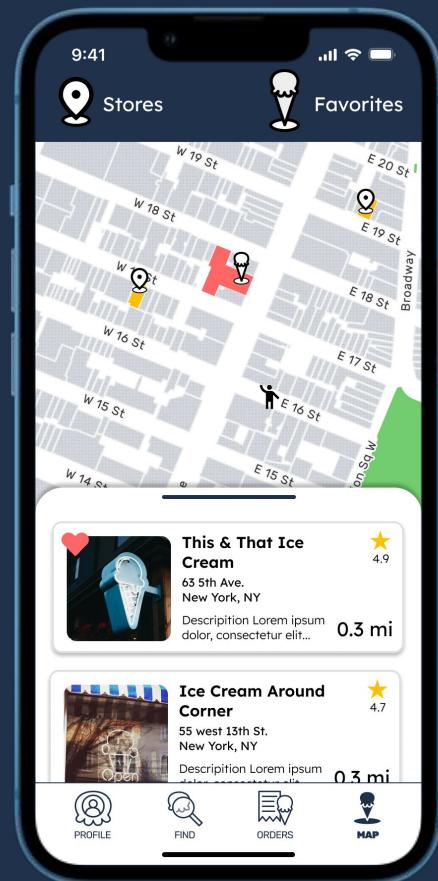
User Test: Feedback

- 👉 The filtering and searching steps are confusing.
- 👉 The build part is very cute and fun.
- 👉 We got diverse opinions on the map function.
 - 👉 Some people find it very important, but some people said they won't use it.
- 👉 Some people find some visuals distracting.
- 👉 Word choice could have more difference.









Future Steps

- 🍒 Refine our app
- 🍒 Push forward with branding
- 🍒 Expand to other treats

what if we actually
release the Rocket??



THANK YOU!

