

# AR FOOD

PABLO PLANAS BOQUER



**ORDER THE FOOD YOU  
REALLY WANT**

**GIVE A REAL IDEA OF THE FOOD YOU ARE GOING  
TO ORDER, DO NOT MAKE A MISTAKE AGAIN!**



# ORDER FOOD WITH AR

**NEVER MESS UP YOUR ORDER AGAIN!**

- ✿ Augmented Reality for those who normally mess up when ordering food
- ✿ Help people visualise their potential order before hand
- ✿ Create a visual experience of the food
- ✿ Help to get a better idea of how the dish looks like



# TARGET AUDIENCE

**HELPING YOU WHEN ORDERING!**

- ✿ Indecisive people when ordering food
- ✿ Restaurants who want to offer a more visual food menu service
- ✿ Food delivery APPS



# INTERVIEW QUESTIONS

**WHAT DO YOU THINK?**

- ✿ Do you usually order food from platforms like Uber Eats?
- ✿ How do you choose your order?
- ✿ Have you ever order something and it was not how you expected?
- ✿ Do you like food images in the food menus?



# INTERVIEW INSIGHTS

#1

- ❖ A lot of people uses APPS like Uber Eats in a weekly basis
- ❖ They normally are happy with the food order when they eat from places they already know like Shake Shack or similar
- ❖ They normally mess up when they order form unknown restaurants
- ❖ Not always are upset of the order, but they would like to have a better idea of the dish



# INTERVIEW INSIGHTS

#2

- ❖ When there are pictures they choose their food based on how it looks
- ❖ When there are no images they have to risk and expect what they ask is what they would suppose it was going to be
- ❖ They think AR dishes would be also useful in regular restaurants
- ❖ Since already a lot of restaurants have QR codes for de menus, the technology es almost there\*



# RESEARCH

***IT IS POSSIBLE!***

- ❖ AR has already been used to show objects
- ❖ Ikea is a great example of how being able to see the actual furniture in your home will help take a good decision
- ❖ It is easier to make a choice when you are able to see the actual options



# APP SOLUTION

**AR FOR YOUR NEXT MEAL!**

- ❖ Measure the surface of your table, to get real food proportions
- ❖ Display the real dishes directly into your plate
- ❖ Navigate through the food menu by actually seeing the food
- ❖ Make the right choice since by eliminating doubts about the dishes



# **FIGMA PROTOTYPE**

**LINK TO THE PROTOTYPE**

