

CO-MEAL

Creating the Next Platform for
GT Mealprep: LMC 3710 Team 2



01

02

Designing for Collective Support

What communities near us need immediate support? Is there a community that must be created for support? Local? Online?

Collective support: providing a community that collectively supports each other; developing a group that can manifest its own cycle of support.



Problem and Scope

Problem: GT Students who are cooking for themselves for the first time lack support in learning to cook and staying motivated to make healthy meals on their own.

Scope: GT Students/GT (Could be applicable to all colleges in the future)





Who are our users?

Georgia Tech students living on or around campus who need inspiration, motivation, and support for cooking healthy meals.

GT Student user characteristics:

- Knowledgable about tech use
- On campus/local
- Cooking on their own
- Young college population
- Variety of dietary restrictions

Collecting Insights



Since we can easily access our target users for research, we plan to make use of Google form surveys and semi-structured interviews for different populations of GT students (based on dietary and monetary restrictions) to collect design insights and craft accurate personas moving forward

Preliminary Design Insights

Some insights we arrived at in the first round of interviews/surveying

- Respondents want a space to organize and share recipes
- There is interest for a space to organize group meal plans, but some are reticent
- Most respondents are self taught cooks



Egg-straordinary insights

25 of the 28 respondents reported that they actively look for recipes through online or social means.

Unfamiliarity with other students played a large part in user hesitation in meal-share participation.

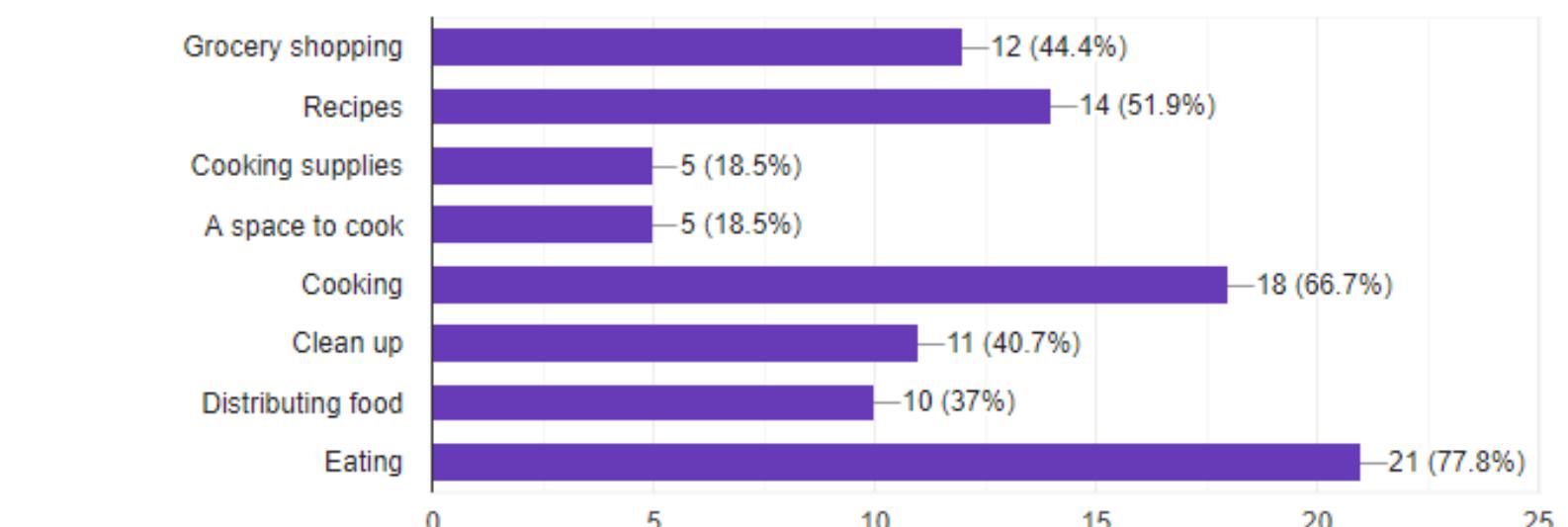
Having a clean and accessible cooking environment was an unexpected obstacle.

People are willing to contribute to every step of the process of community based cooking, and 78% of students already have recipes they would like to share with others.



What kind of role or expertise would you be willing to contribute to a community cooking platform?

27 responses



A close-up photograph of a lemon being sliced. A single slice is already cut and positioned at the top left. A second slice is shown whole at the bottom right. A sharp knife is positioned diagonally between the two slices, having just made the cut. The background is a dark, textured slate or stone.

Squeezing out meaning!

As there is already a habit among some users of turning to online spaces for recipe gathering and cooking advice, centralizing those spaces into one web app could cater to their needs

In order to address issues that users had with cooking with unfamiliar people, having a system to create familiarity among the cooking community and building relationships is necessary

To address the interest that users have in contributing in large part to collaborative cooking events, it would be beneficial to create a platform that does more than collectivize recipes and cooking advice, including facilitating the organization of large scale meal-sharing events

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Solution Space

Create a web app specifically for GT Students that aims to:

- Create communal spaces promoting healthy eating
- Assist students adjusting to a lifestyle away from the GT meal plan
- Connect students with little cooking experience to recipes and more experienced cooks





What ingredients will we need?

Alongside gathering info from potential users we will need to:

- Develop multivariate mockups to inform the final design in Figma
- Construct the final site on Webflow to take advantage of its adaptive design

Personas





Stacy Rembrant



AGE	20
MAJOR	Mechanical Engineering
MINOR	Spanish
RESIDENCE	North Avenue South
ACTIVITIES	LTT Improv Troupe
ROOMMATES	1

“ I consider myself a foodie and LOVE to eat out with my friends! Food tastes better when you're with other people.

Bio

She currently is studying for her 4 year degree in ME. She spends most of her weekends going out to eat at restaurants with her friends, but because of COVID, has not been able to establish a safe environment to support this social activity. Life of the party, usually. Always finds herself attending some organization's events to hang out with people.

Goals

- Short Term: Wants a new way to engage in community actions like she did with her friends
- Long Term: Graduate on time with at least a 3.0 GPA and make her parents proud
- Short Term: Perform an actual live improv show somewhere in ATL

Challenges

- Lacks the space/too lazy to take it upon herself to cook.
- She feels like she lacks opportunities to attend events that are just about meeting new people and having a consistent community from that.

Food Sources



Cooking Experience



Josephine Hepburn



AGE	21
MAJOR	Chemistry
MINOR	None
RESIDENCE	Home Park
ROOMMATES	2
ACTIVITIES	Undergrad research

“ My roommates appreciate that I love to try out different recipes, but I don't get to cook as often as I would like.

Bio

She is always busy with classes, research, and applying for jobs, so she is trying to make time to focus on herself and her hobbies. She is interested in a health and fitness lifestyle and enjoys exercising with her friends and spending time in nature. She also loves to cook different types of food and experiment with substituting in healthier ingredients.

Goals

- Long Term: Find a job in Pharmacology
- Short Term: Go to the CRC at least 3 times a week for the rest of the semester
- Short Term: Find more taste testers for her new smoothie recipe

Challenges

- Easily distracted, so tends to get off schedule
- Does not have enough time for hobbies like cooking
- Does not get to do as many social activities since she does not want to bring COVID to her roommates

Food Sources



Cooking Experience





Fred Bodai



AGE	19
MAJOR	Industrial Design
MINOR	N/A
RESIDENCE	Brown Residence Hall
ROOMMATES	0
ACTIVITIES	Resident Advisor, Fencing

“I would cook more often but I'm in studio most of the time and don't want to spend the time cleaning the communal cooking area

Cooking Experience



Food Sources



Bio

After taking a year to figure out Tech, he has realized that the best schedule for him revolves around dedicating long stretches of time to working in studio and saving his free time for the weekend. He's known as a pretty quiet guy unless speaking about his passion for fencing. Whenever he's not drawing a sword or a sketch, he's being goaded by his residents to hang out with them at some impromptu event.

Goals

- Long Term: Find an internship for the summer
- Long Term: Save money to pay off his high out of state fees
- Short Term: Save time throughout the day so he doesn't end up spending too much time in studio

Challenges

- Has a sponsored meal plan but finding time to go to the dining halls and finding good food that fits his dietary restrictions is time consuming
- Finds the service and delivery fees too expensive on most food delivery apps
- Needs homecooked meals he can save for studio time but doesn't have the time or space to cook

Storyboards and Scenarios

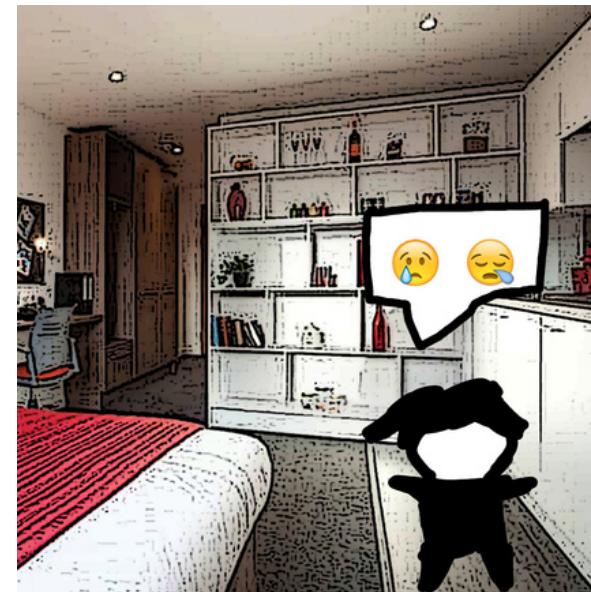


Stacy Scenario

It's a Thursday evening and Stacy is getting hungry. She's running low on her dining dollars, and it's much too cold to walk from North Ave to tech square for some food. To top it off, Stacy's roommate is out with her boyfriend and most of her other friends are studying for their linear exam tomorrow.

She whips out her phone and starts looking on the app to see what's cooking near her. Stacy flips through the available groups, filtering her search down to other people in NAV. She eyes a couple of people offering up a plate for a few dollars, other groups asking for someone to deliver the dishes in exchange for one themselves until finally settling on a group that's inviting anyone to come for dinner so long as they're willing to pitch in and help clean.

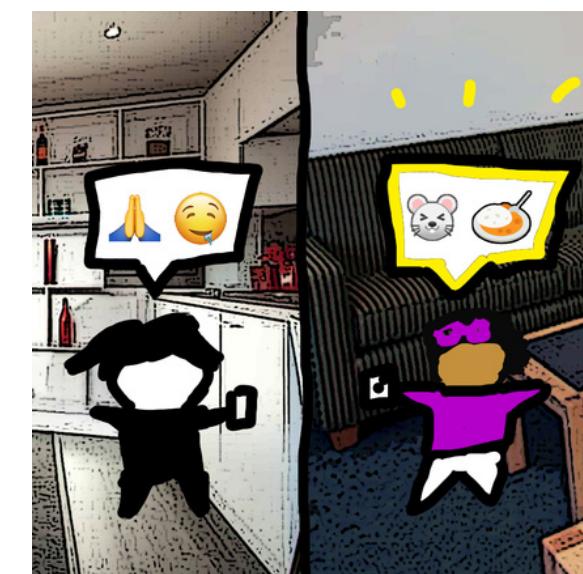
All she has to do is show up, hang out, and at the end help Josphine wash the pots and pans. An easy deal for Stacy. Now her Thursdays not so boring, and she can get the food she needs.



Stacy is alone and hungry



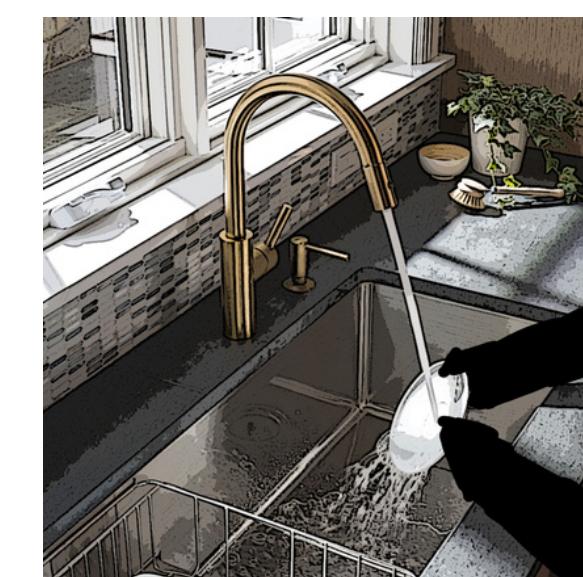
Stacy opens our app and finds a group meal that looks fun and tasty



She messages the group organizer, Josephine, to see what's on the menu and how she can help.



Stacy goes to Josephine's apartment and enjoys a nice home cooked meal.



After eating, Stacy does her part by doing the dishes



Stacy leaves Josephine's feeling full and excited for having made new friends

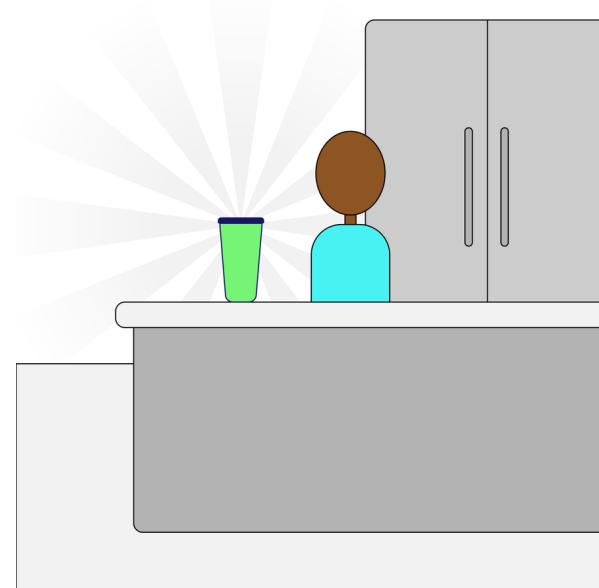
Storyboard

Storyboard

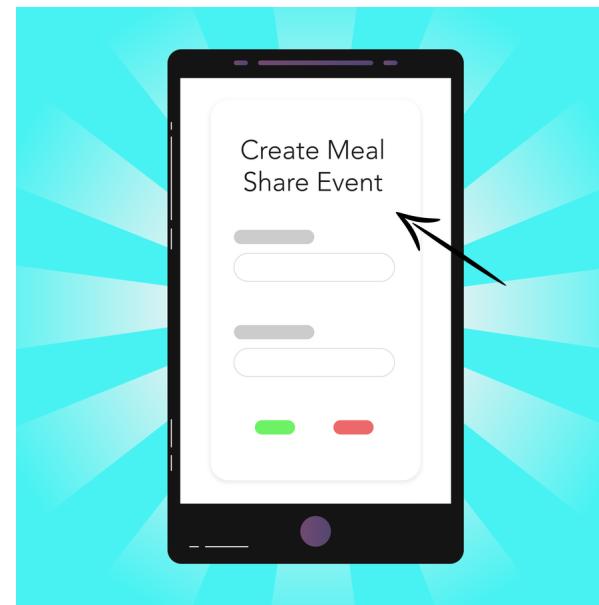
Josephine Scenario

Josephine became interested in creating a healthy and fulfilling smoothie since her busy schedule does not allow for much time to get groceries and cook elaborate meals. Her roommates are usually the ones to try out her recipes when she does cook, but now Josephine wonders if other people would like her health smoothies.

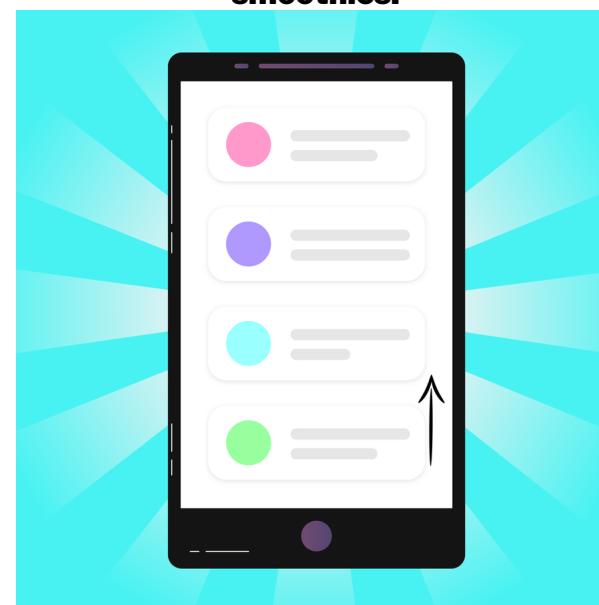
Josephine logs in to her profile on our platform and creates a new meal share event. She enters information about her smoothies and when and where people can pick them up. After, she checks the comments on her event post to see what people thought. The positive reviews motivate her to keep cooking, and she is inspired by some of the suggestions.



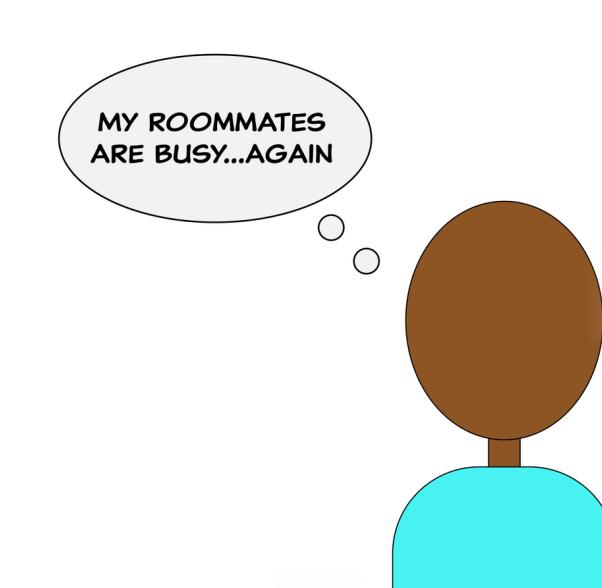
Josephine comes up with a new smoothie recipe.



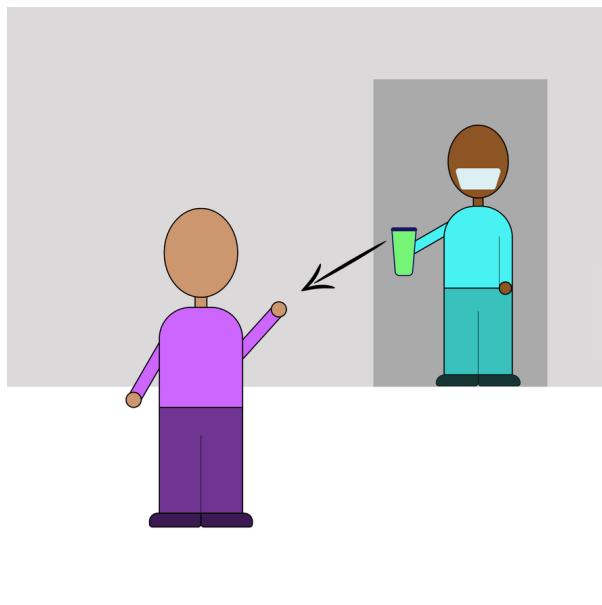
Josephine creates a meal share event to give out smoothies.



Josephine reads people's feedback on her smoothies.



Josephine wants feedback on the recipe.



Josephine hands out her smoothies.



Josephine gets inspired to create more recepies

Storyboard Insights

- Centered our focus as the creators on the central idea of community building.
- Placing people at the forefront of the interaction gave more perspective on the process and reactions we wanted to achieve.
- Our ideas for the app were too broad, creating the storyboards narrowed our potential uses down to three major functions: Recipe Creation, Finding food, Making food.
- Focus on these three processes for our prototypes as they dominate the breadth of the system's functionality.



Lo-Fidelity Prototypes



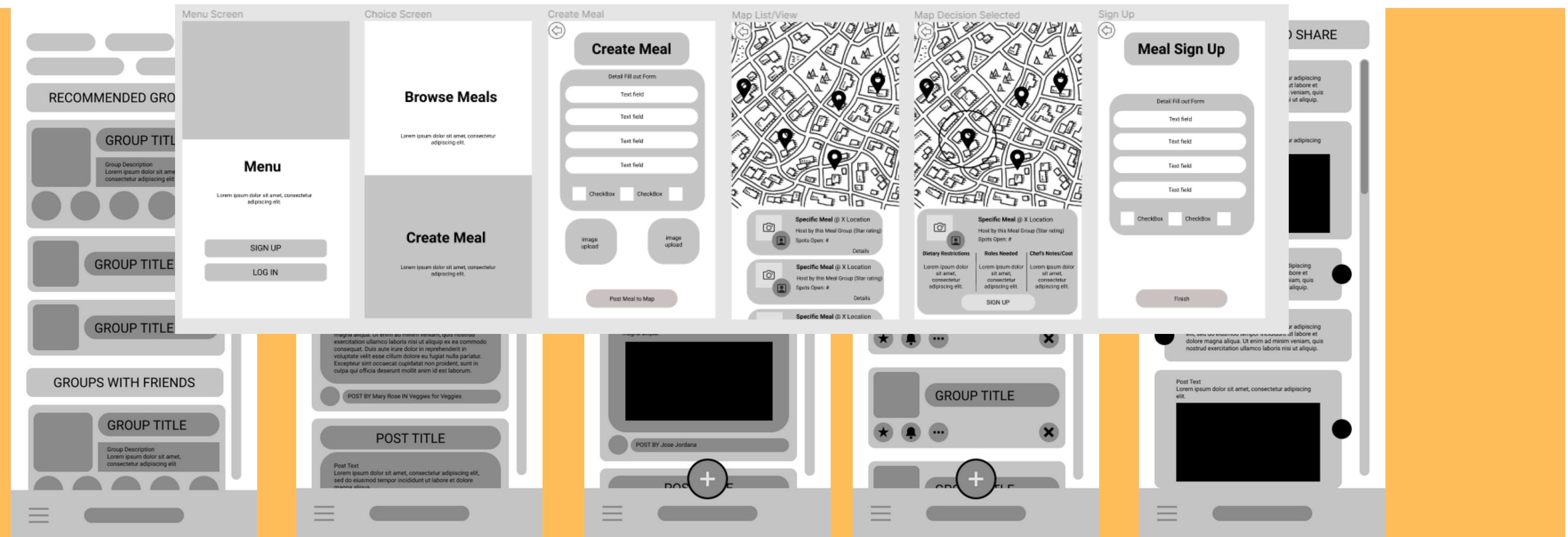
Wireframes: (Josephine)

The user scrolls through the recipes. Recipes currently being used in a meal share are highlighted (darker cards). Tapping on a recipe card brings up more details about the recipe, such as the name, creator, ingredients, and other instructions.



Wireframes: (Stacy)

The goal of this prototype was to capture some of the social media-like aspects of group formation through posts and timelines.



User Browsing and Filtering Groups

A Feed for all activity of users groups

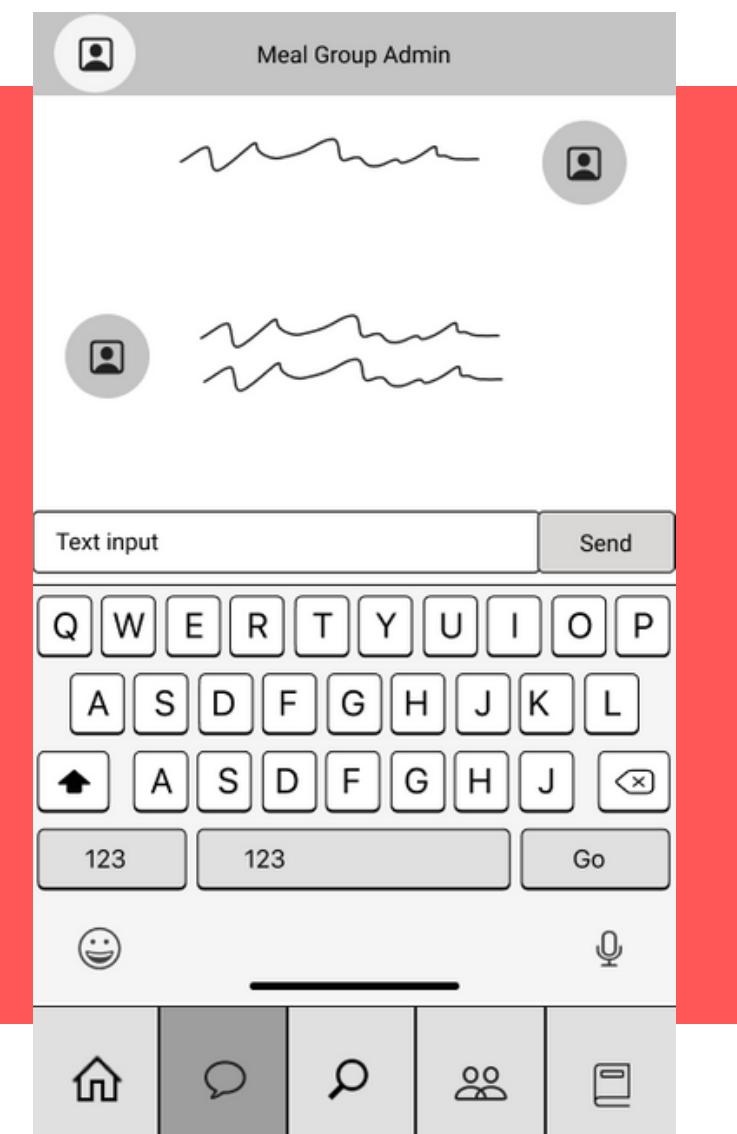
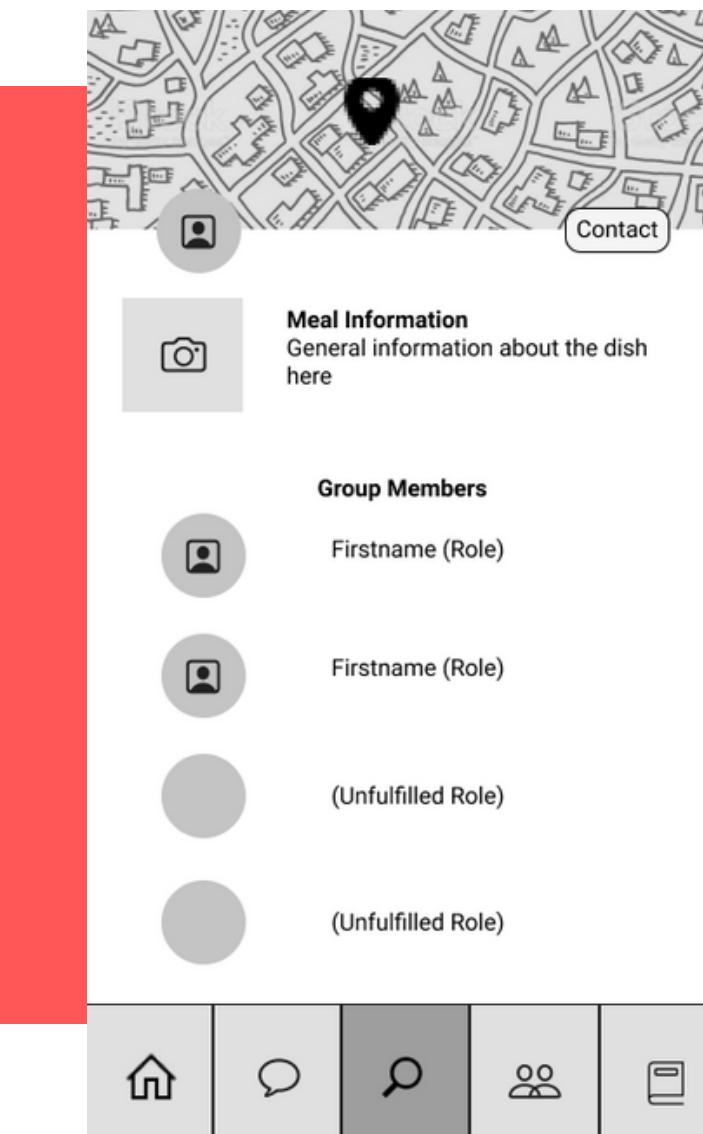
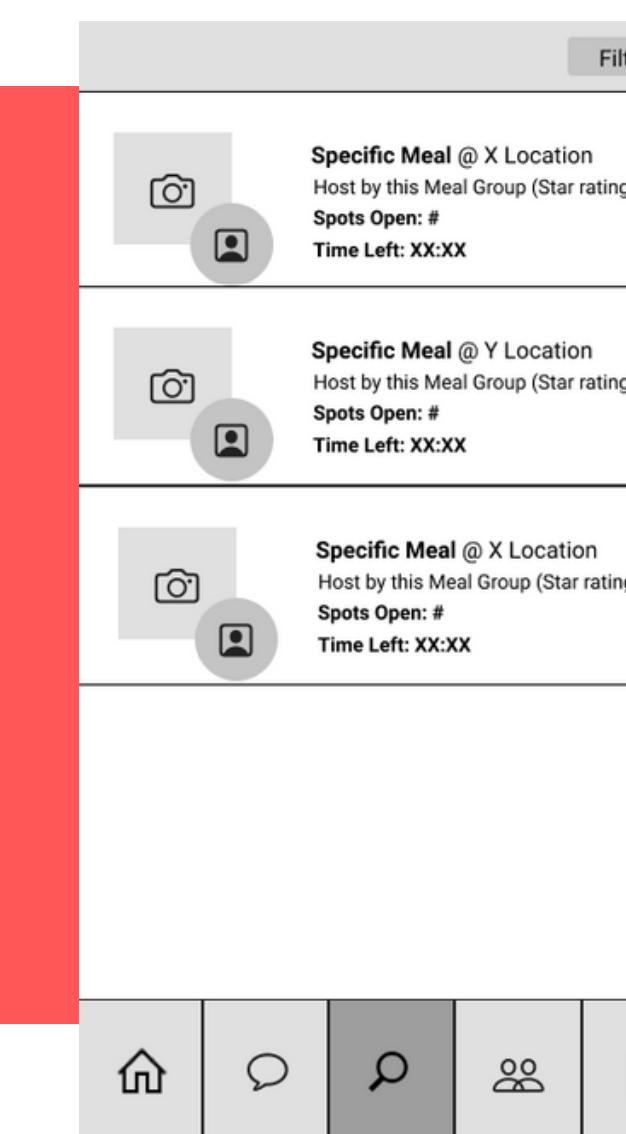
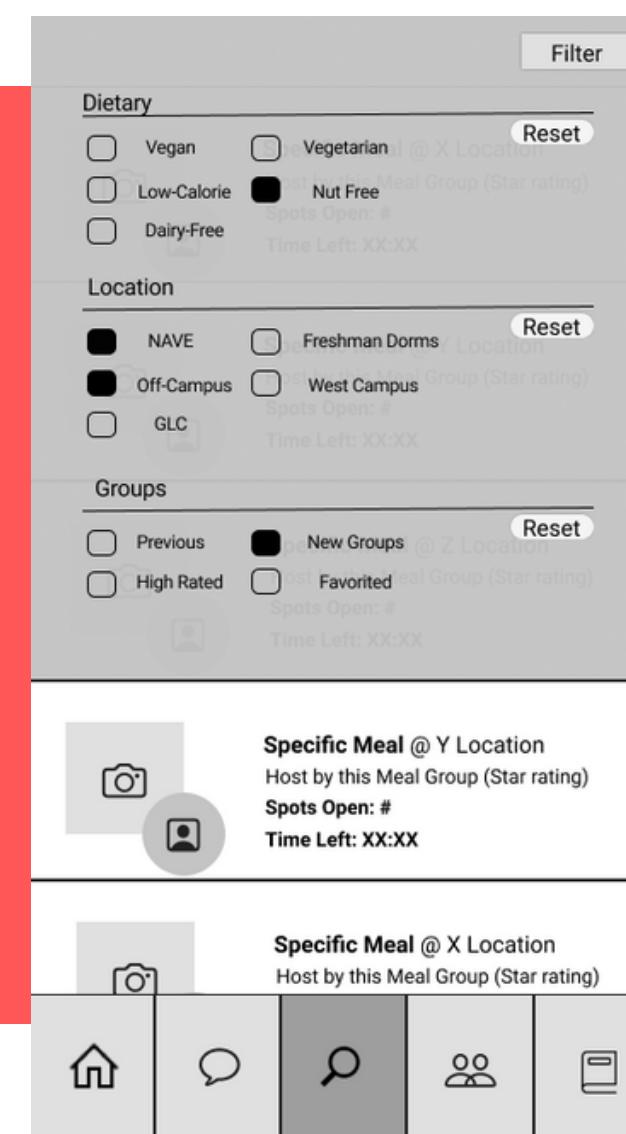
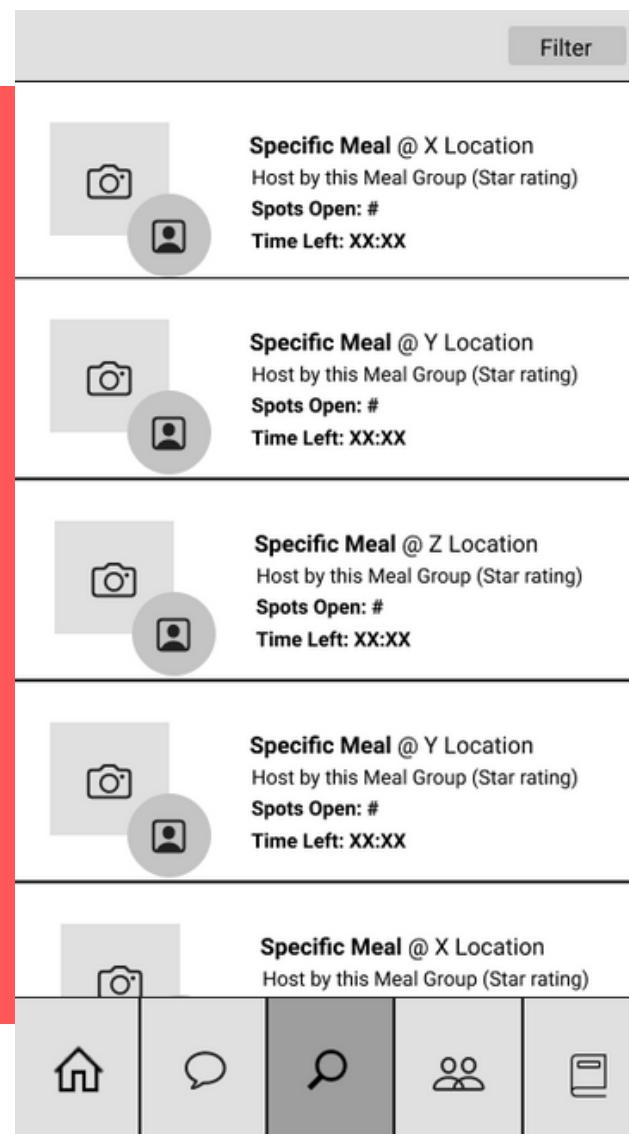
A Feed for a Single Groups Activity

Manage and Create Groups

Group Chat for a Single Group

Wireframes: (Fred)

The goal of this prototype was to capture the meal share display in a traditional timeline view, while adding the ability to message the admin directly. Users can filter the meal/meal event they want and can see details about it in list view.



User looking at mealshare events

Filtering Overlay on Screen

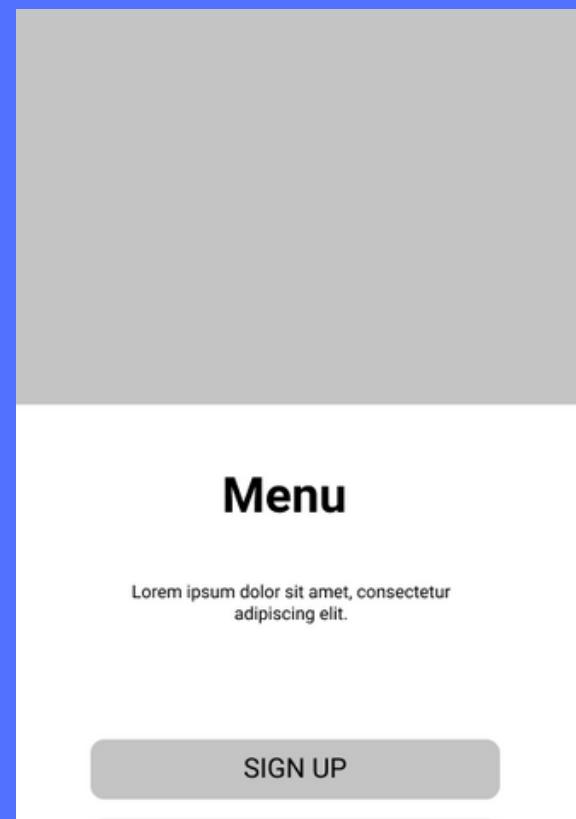
User looking at Filtered Results

Mealshare specific view

Chatting with Group Admin

Wireframes: Fred cont.

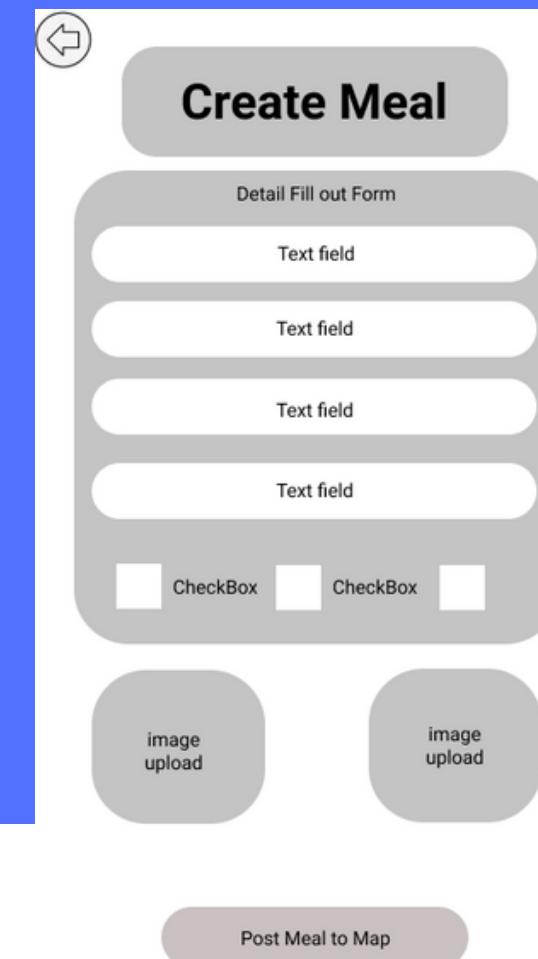
This version focuses on implementing a map for meal event selection. A user either publishes a meal share event at a certain location with the recipe or searches for an event by tapping locations on the map and signing up. Meals can be open or closed whenever on the map.



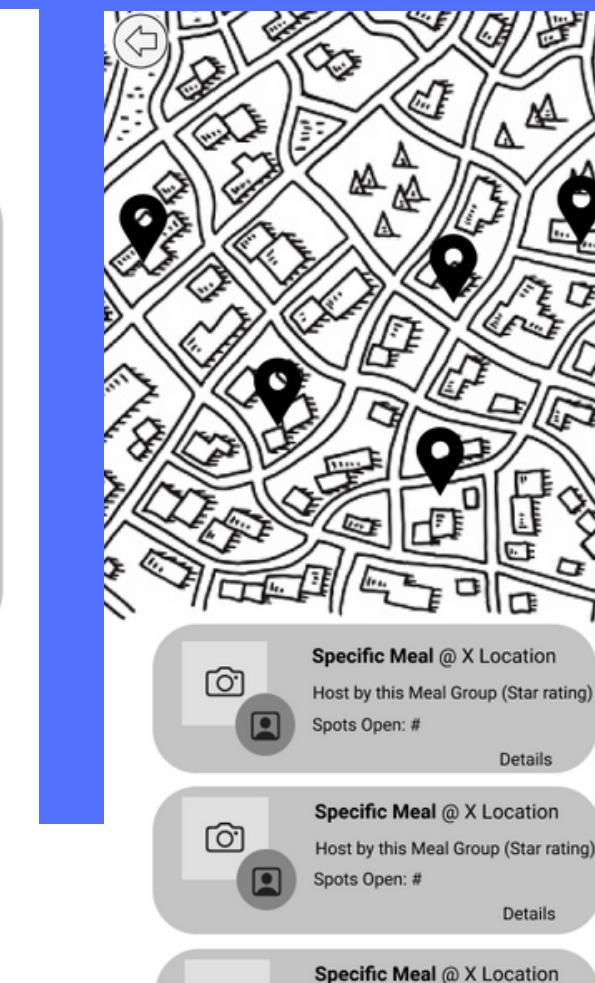
Menu Screen



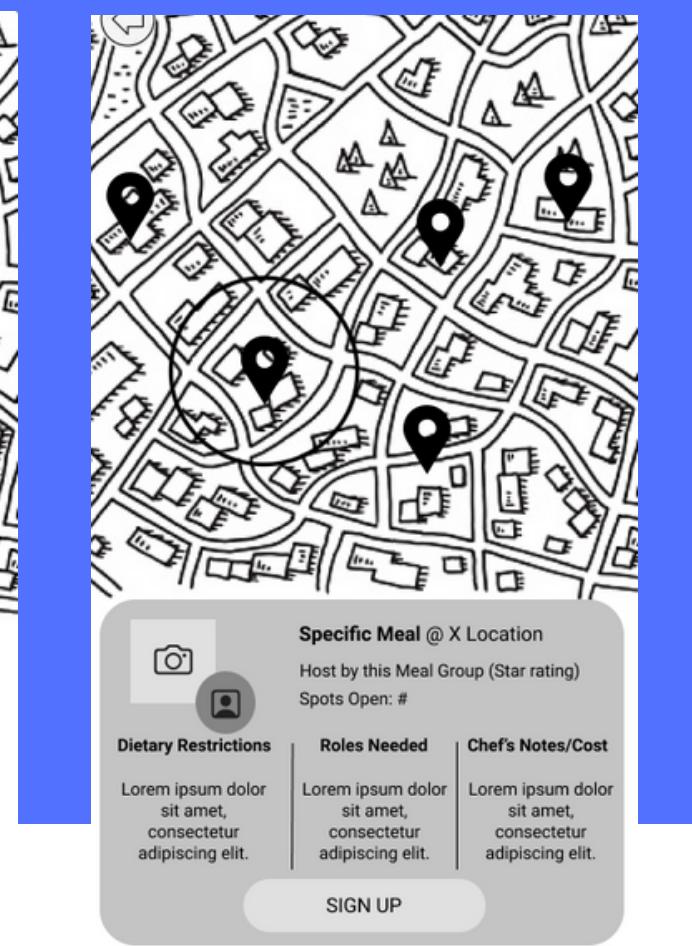
Choice Screen



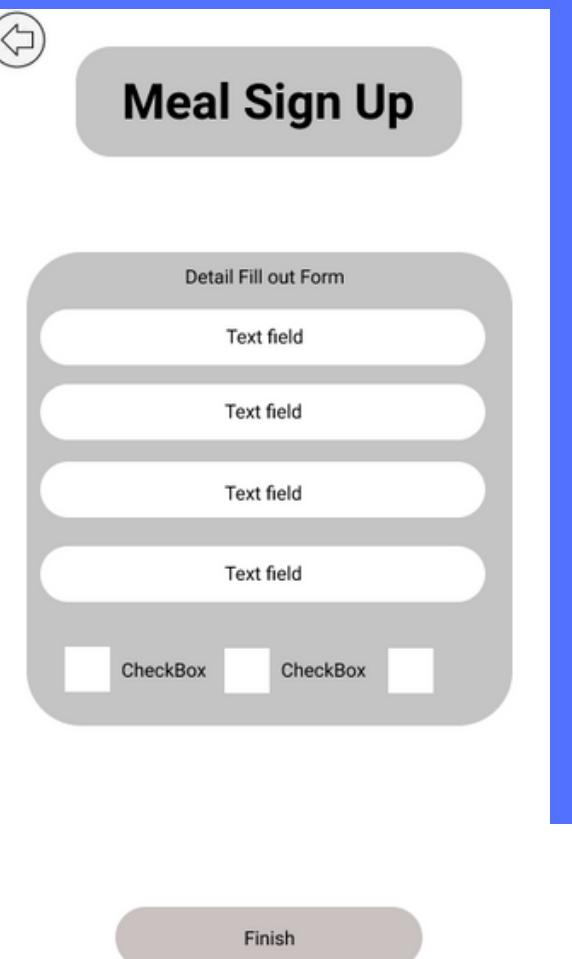
Create meal screen



Map/List Screen



Map (details) Screen

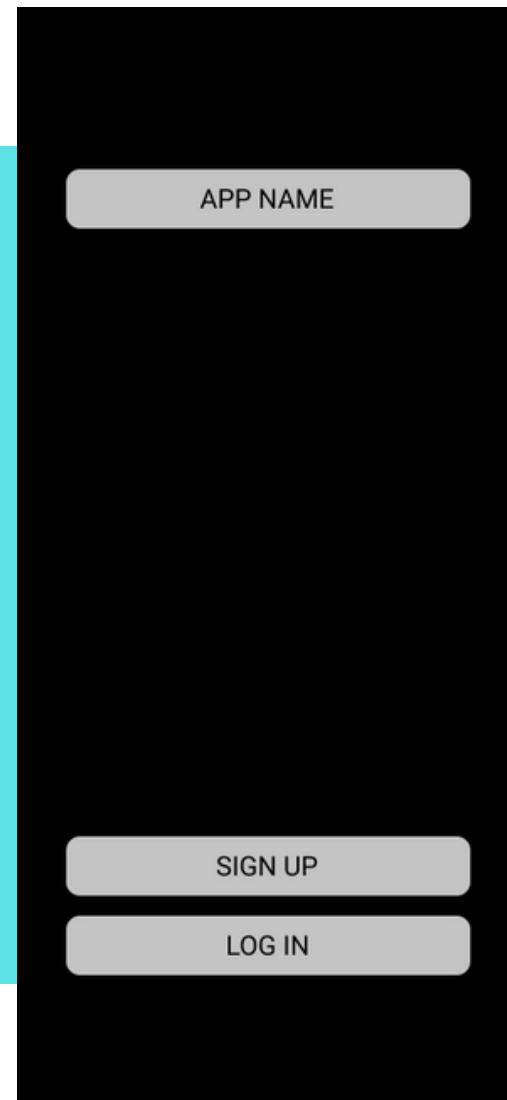


Sign Up Form Screen

Wireframes: Twitter-Like

24

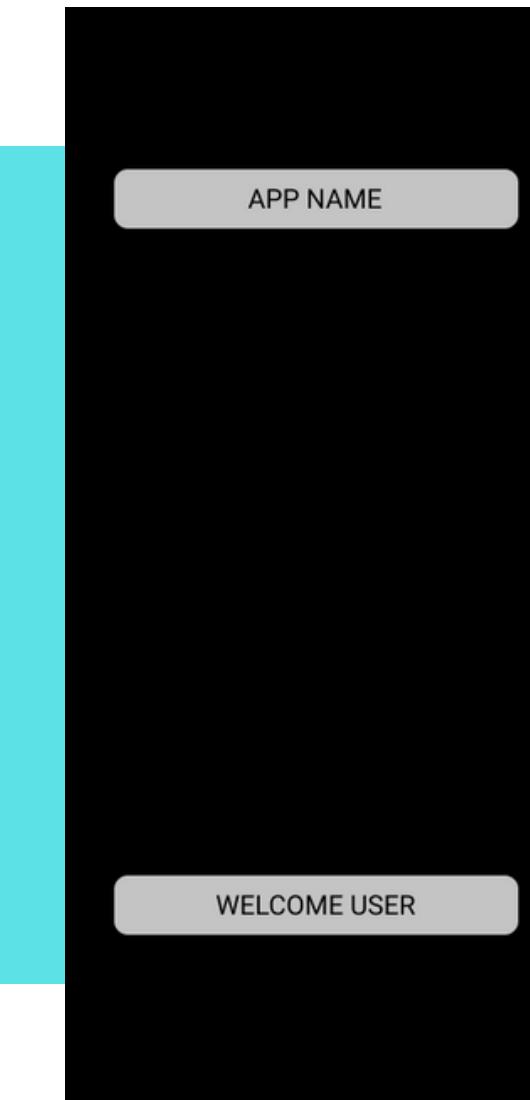
This wireframe was meant to capture the basic introduction users would receive to the app. This captures a more social media approach as you would like recipes and foods and join groups that are recommended.



Splash Screen



Splash Screen
Log In State



Splash Already
Logged In

A wireframe of a mobile application sign-up and preference questionnaire screen. It has a light gray header with three buttons: "ENTER EMAIL", "ENTER PASSWORD", and "CONFIRM PASSWORD". Below this is a section titled "TELL US ABOUT YOU" with five radio buttons labeled "DO YOU LIKE THIS?", "OR THIS?", "OR THIS?", "OR THIS?", and "OR THIS?". Further down is a section titled "DIETARY RESTRICTIONS" with five radio buttons labeled "NO EGGS", "NO DAIRY", "NO MEAT", "KOSHER", and "HALAL".

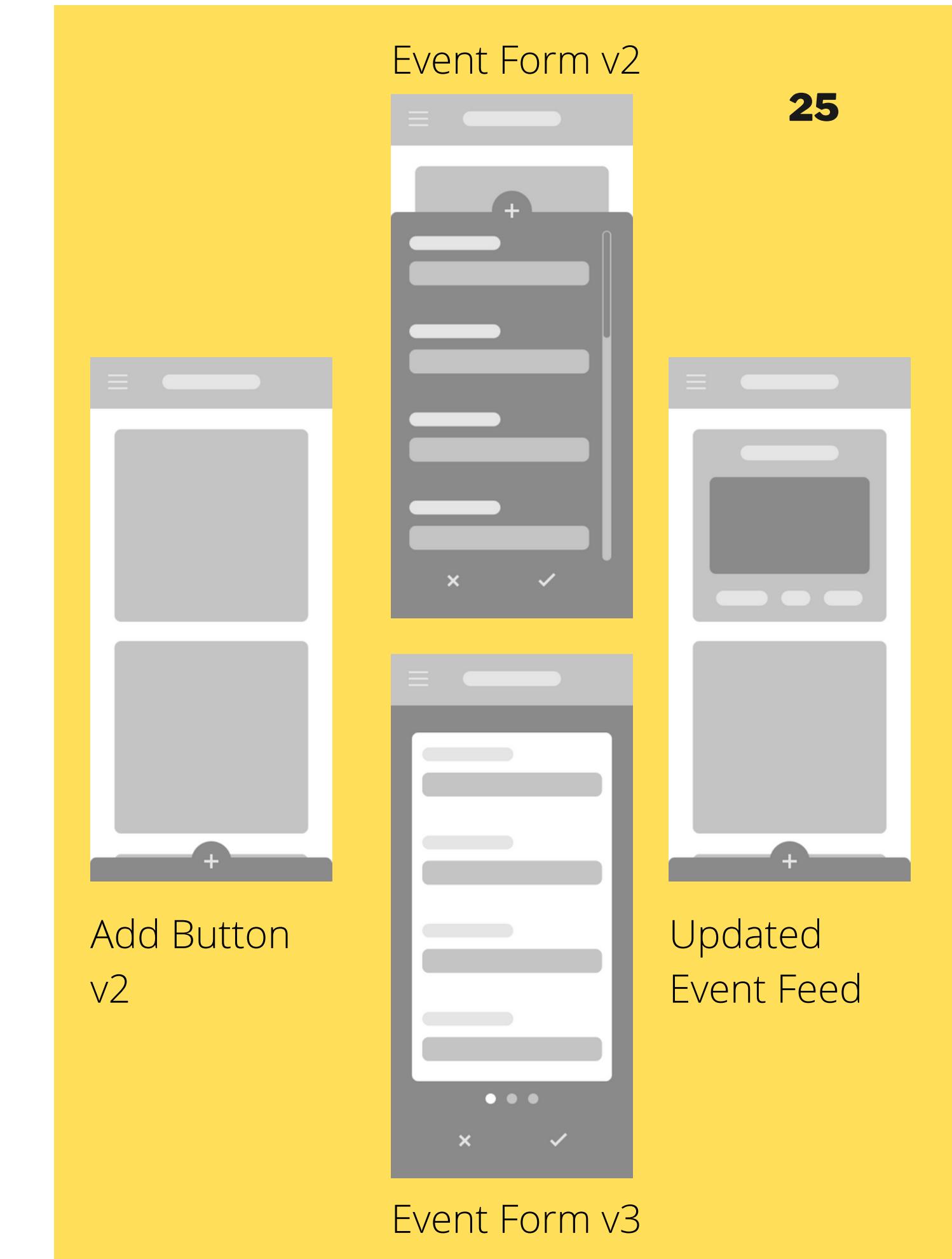
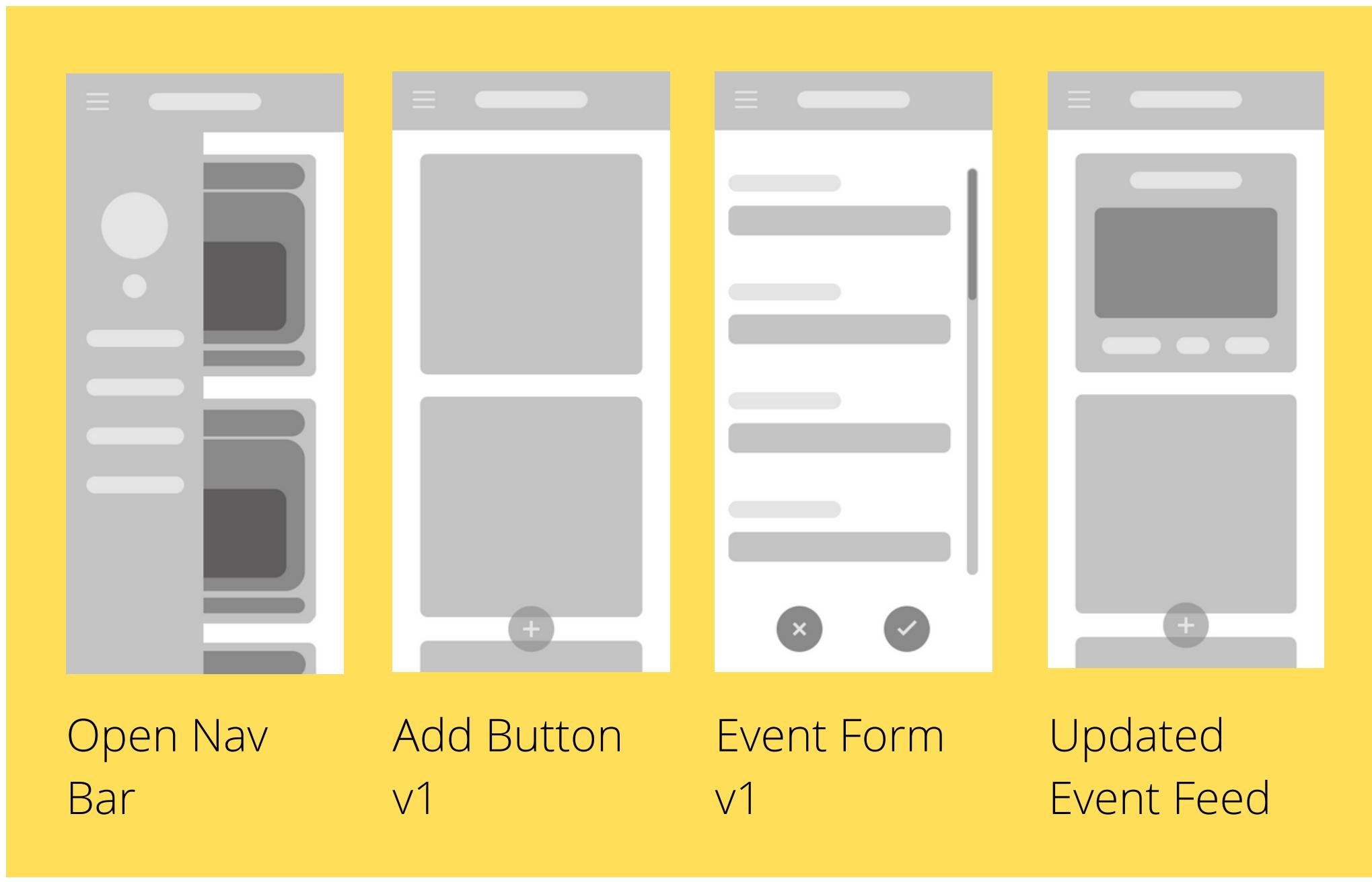
Sign Up and
Preference
Questionnaire



Recommendations
for Groups based on
Preferences

Wireframes: Event Search

The user navigates to the event feed. The user taps the add button and fills out the new event form. Tapping the check/confirm button adds the new event to the event feed.



Prototype Evaluation

For usability testing, we connected our low-fi screens, added interactivity, and unified heirarchies (iconography, text).



[https://www.figma.com/proto/Fk3XMrBdDVDFsaz4JikeZv/lxD3710-
Lo-Fi-Prototypes?node-id=130%3A592&scaling=scale-down](https://www.figma.com/proto/Fk3XMrBdDVDFsaz4JikeZv/lxD3710-Lo-Fi-Prototypes?node-id=130%3A592&scaling=scale-down)



Evaluation Protocol

45-50 minutes

Introduction

- Summary of problem and our solution
- Show user personas and scenarios

Cognitive Walkthrough + Questions

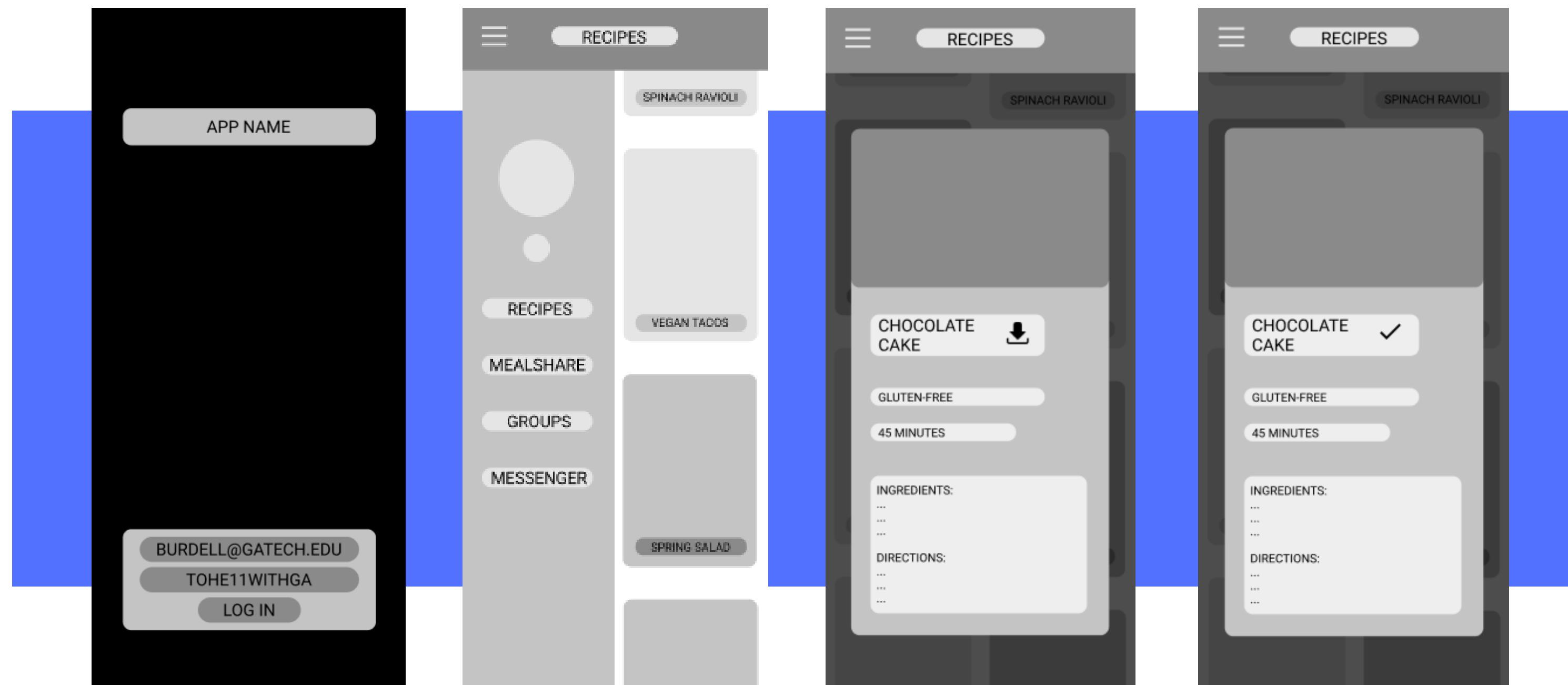
- How was the experience of completing the task?
- What could be improved about the experience?

Heuristic Evaluation + Questions

- How does the app accomplish each heuristic?
- What is effective? What hinders it?

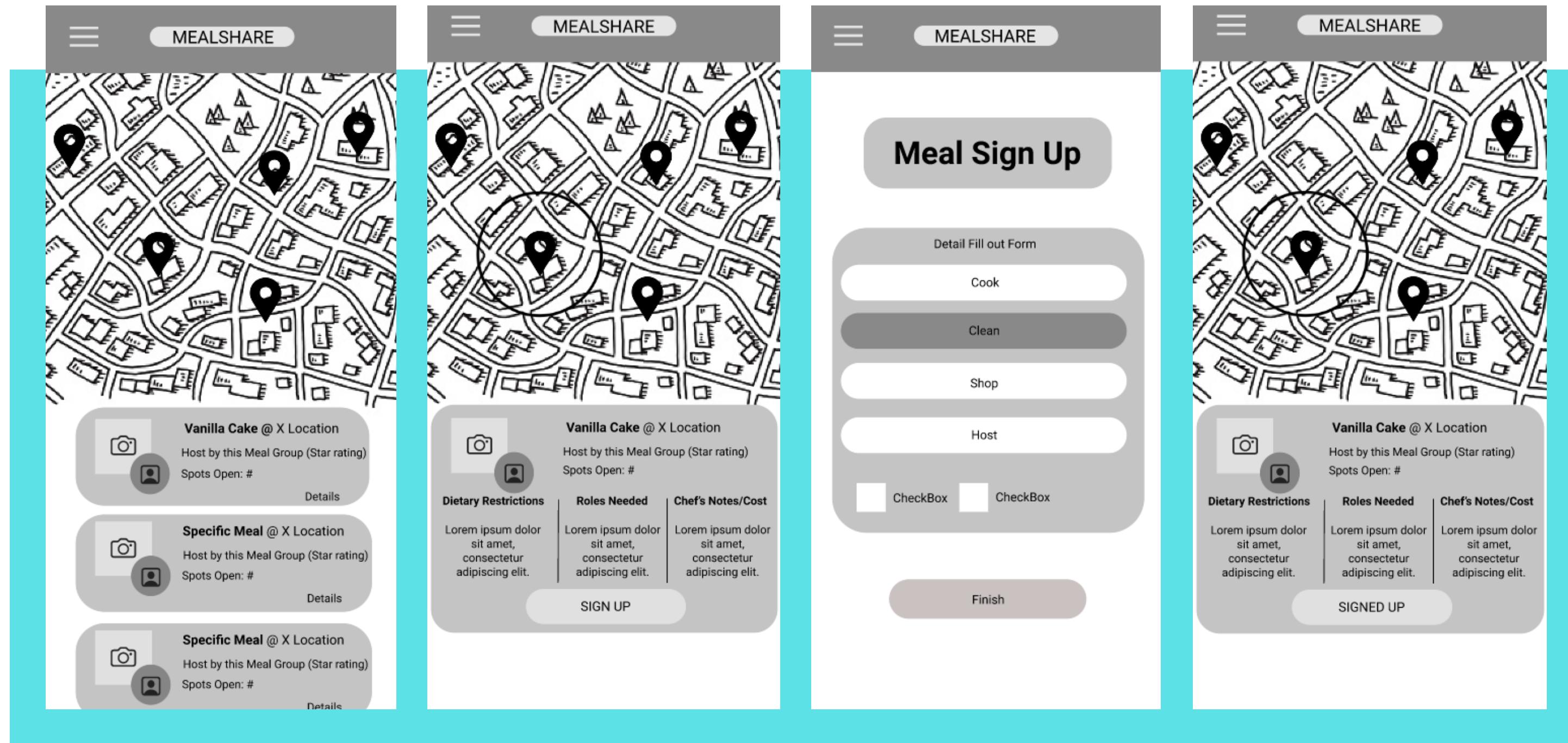
Task 1: Find a Recipe

Joesphine likes cooking new things, so she wants to download a new recipe to try.



Task 2: Find a Mealshare Event

After a busy day of classes and work, Stacy and Fred want to find a convenient meal nearby.



Task 3: Create a Mealshare Event

Josephine wants to create a new mealshare event to get feedback on her latest culinary creation!





Evaluation Findings

- Our interactions going forward should place a focus on the core aspect of meal share events. This comes in the form of having it be the landing page as well as enabling different paths to the create meal share page
- Our app is relatively medium-sized in scale which gives us the flexibility to focus on refinement and polish as opposed to a mechanical implementation
- One of the biggest decisions going forward in prototyping is the visual hierarchy of the app. There are many viable paths but we want to reduce visual clutter from screen-to-screen
 - Which functionality we want also plays into this idea

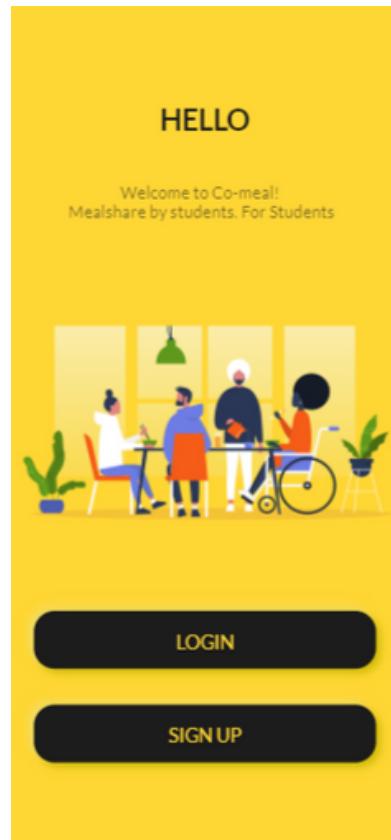
High-Fidelity Prototype

<https://framer.com/share/Co-Meal-Final-Prototype--Lh9yk7rL8cU5212dWsOA/eRuKGoSNW>

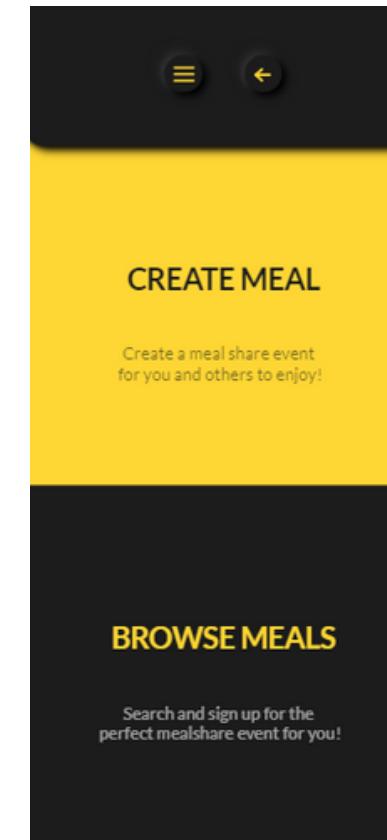


Changes & Reflections

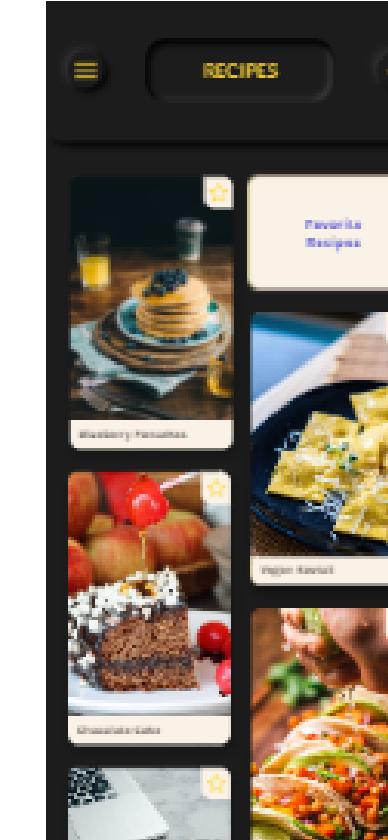
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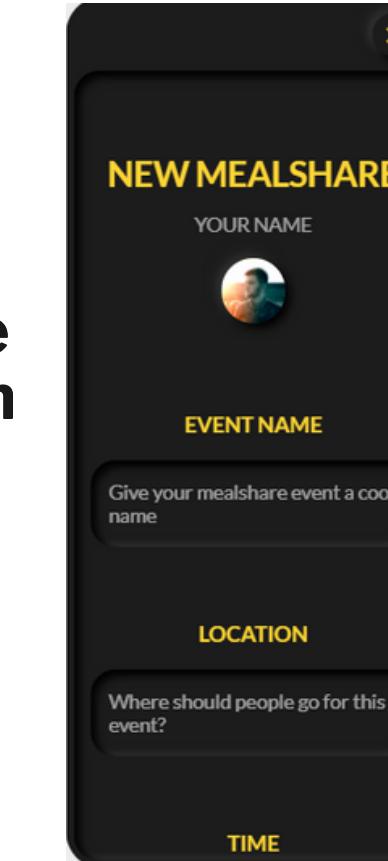
Splash



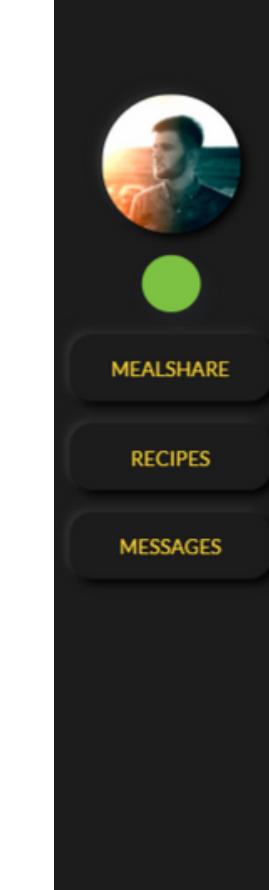
Choice Screen



Recipe Screen



Create Meal Screen



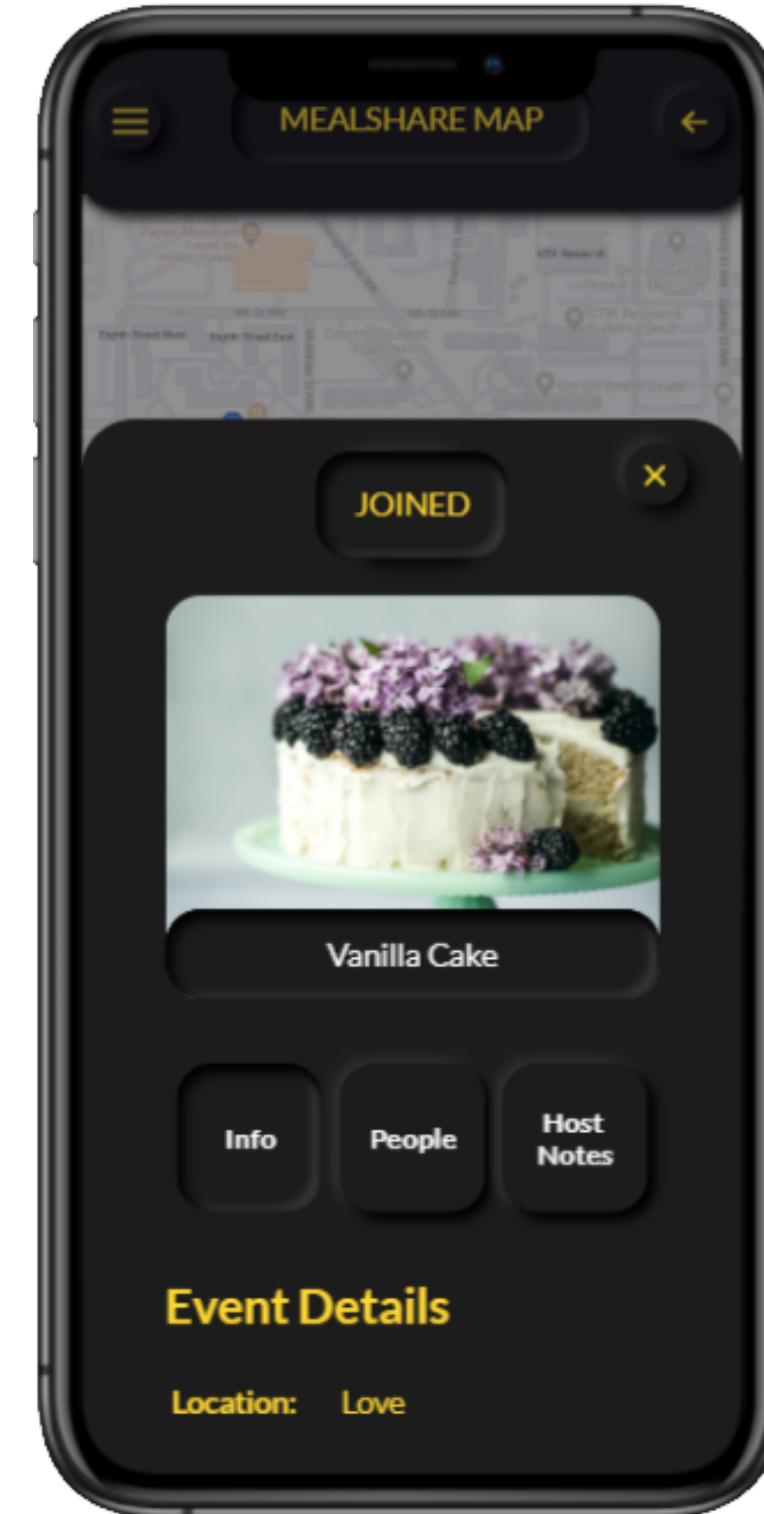
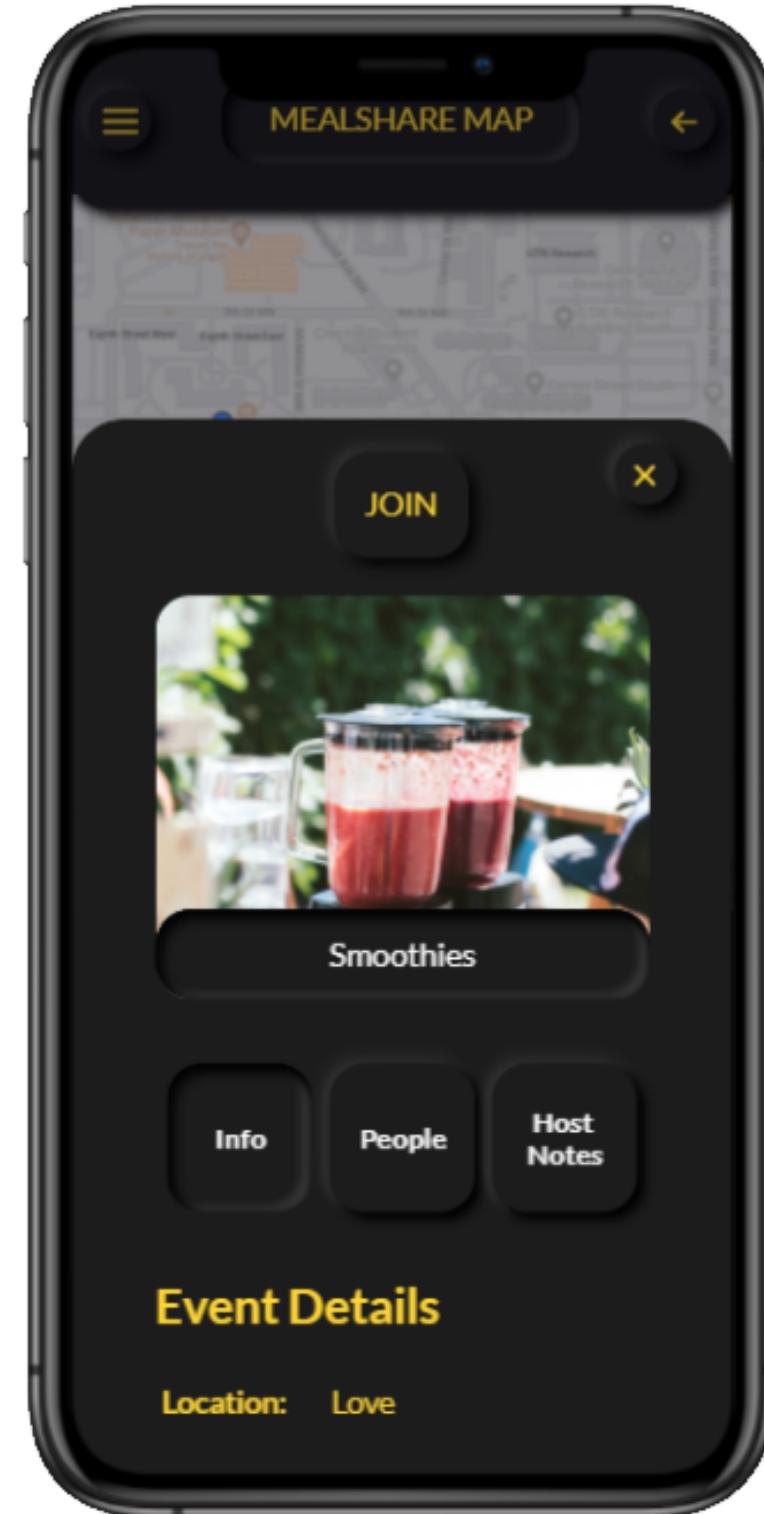
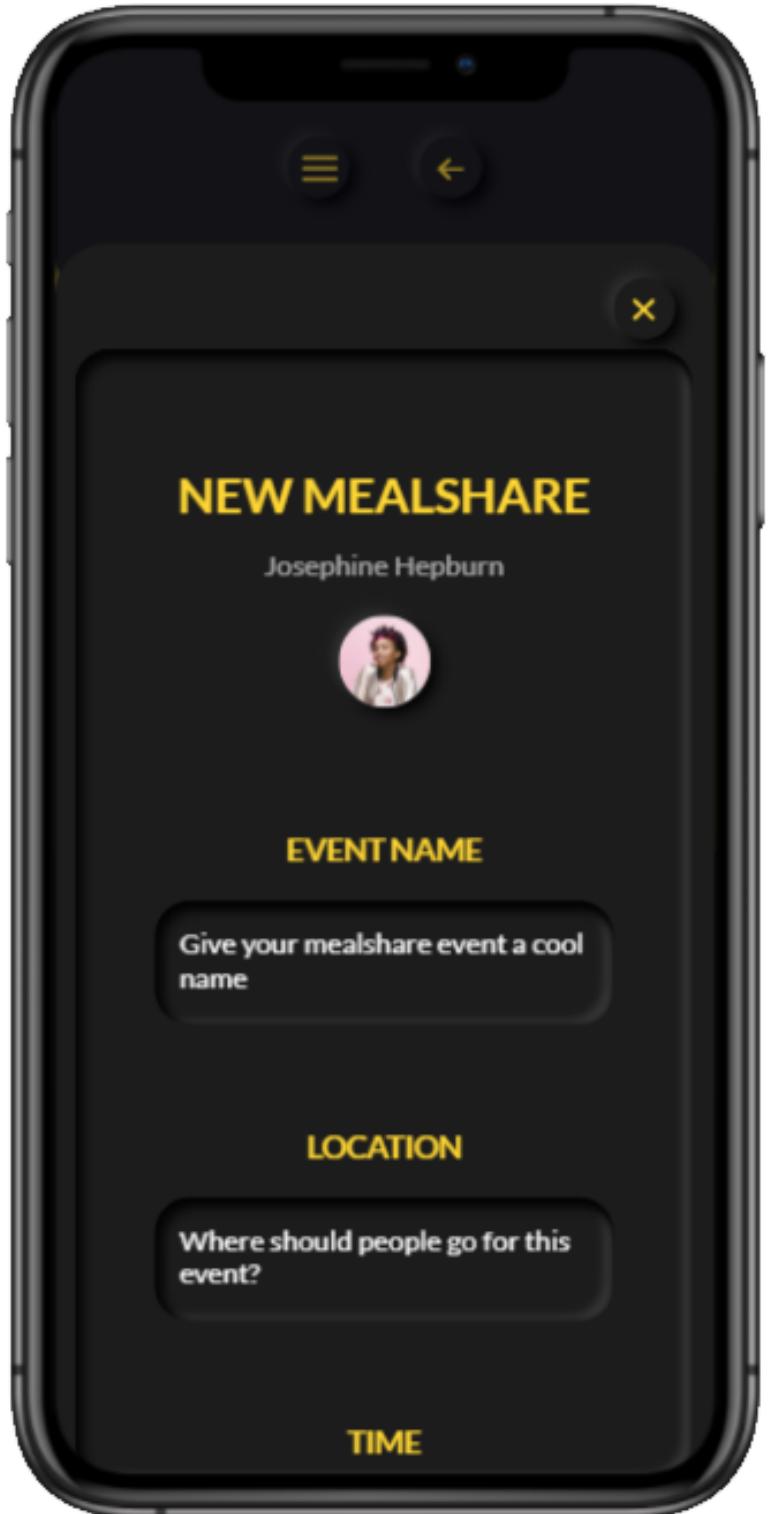
Nav Bar

- More visual feedback to clarify the purpose of each screen and outcome of actions
 - Neumorphic buttons with a pressed response, added animations to interactions
 - Added back and cancel buttons
 - Black and yellow color scheme to help separate elements and indicate outcomes/changes
- Revamped map screen - color event markers, filtering system
- Fully built out recipe and event entry forms and detail screens
- Reflecting on the strengths of our app, we think that our app is natural to navigate. Our app calls upon lots of already existing similar features in other apps that gives it easy navigability as experienced phone users will recognize already used patterns in other apps, e.g. favoriting things through stars, pop up screens, etc.
- Overall, we are really proud of our high fidelity design. We tried hard to reach a high level of design through incorporating elements like a nav bar, colored event cards, detail screens, table views, interactive map, and messaging features all while touching into our Evaluation Report feedback of more clear action communication, naviablity, and visual clarity to the user.

Feature: Login



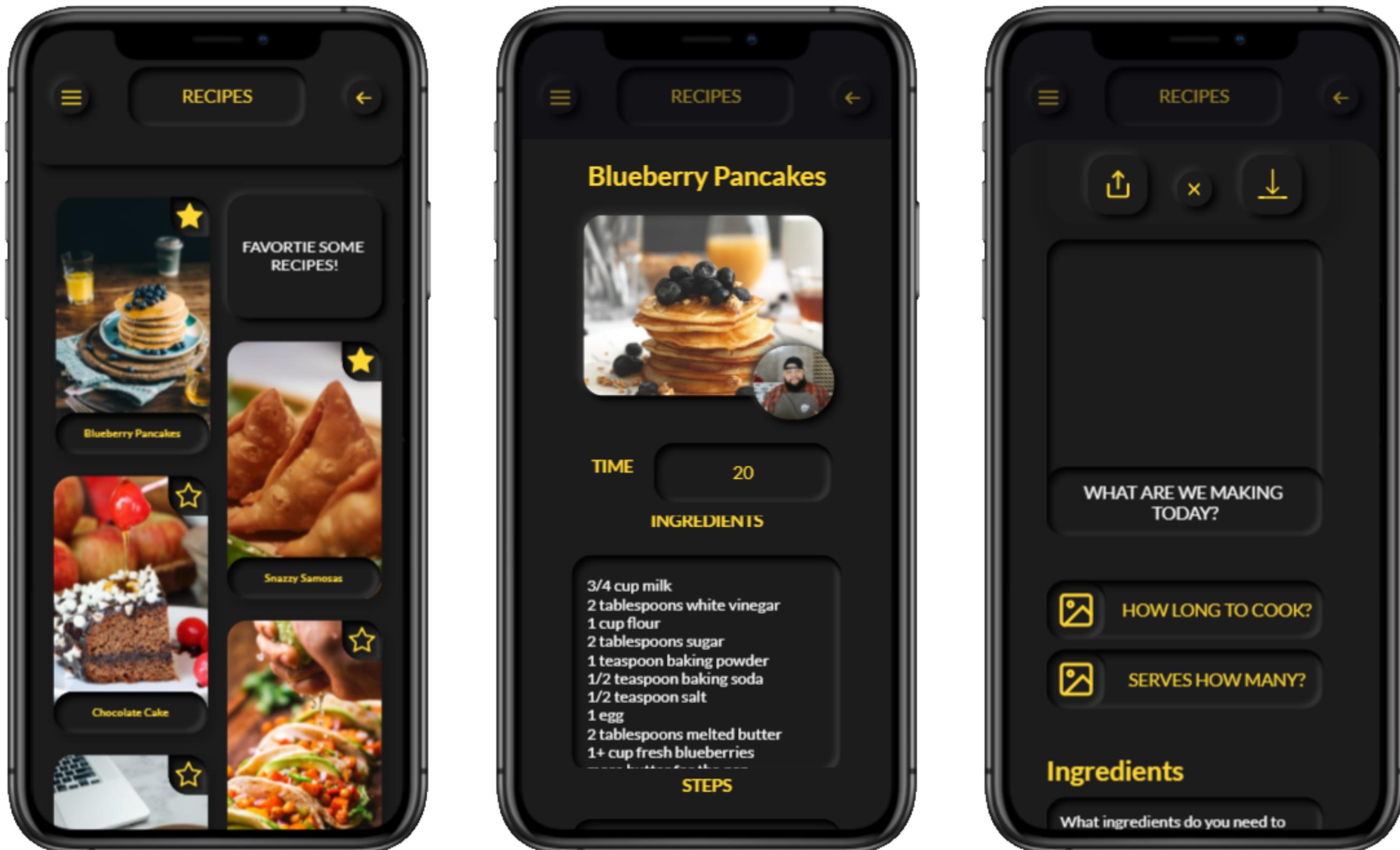
Feature: Create & Join Mealshares



Feature: Event Group Chat



Feature: Browse & Upload Recipes



Feature: Profile



Overall Reflections

- Designing involves a lot of assumptions that can be helpful (personas) or harmful (usability issues)
- Low-fi prototypes are essential for exploring ideas early on
- Designing with a team requires a lot of communication to ensure consistency
- The design process feels and is both collaborative and iterative
 - Learned lots of new technologies like Figma, Mural, and Framer to make designs



Challenges & Future Work



- Neumorphism is hard to work with!
- We need to create clear distinctions between interactive, editable, and read-only elements
 - Decide on a style for each type and apply it consistently
 - How do we add these styles without breaking the overall neumorphism?
- Maybe light mode, our color design has ambiguity because neomorphism style doesn't lend itself well to dark mode
- Help page could help solve lots of interaction clarity
- We have diverse functionality, which made the broad design easy, but improving each feature difficult since we had so many

Thank you!

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Mckennley Wilson, Sabrina Wilson