

meet *cheu* there

Feed Your Social Cravings.

The Team



Michael
Cruz Doshi



Bronwyn
Campbell Early

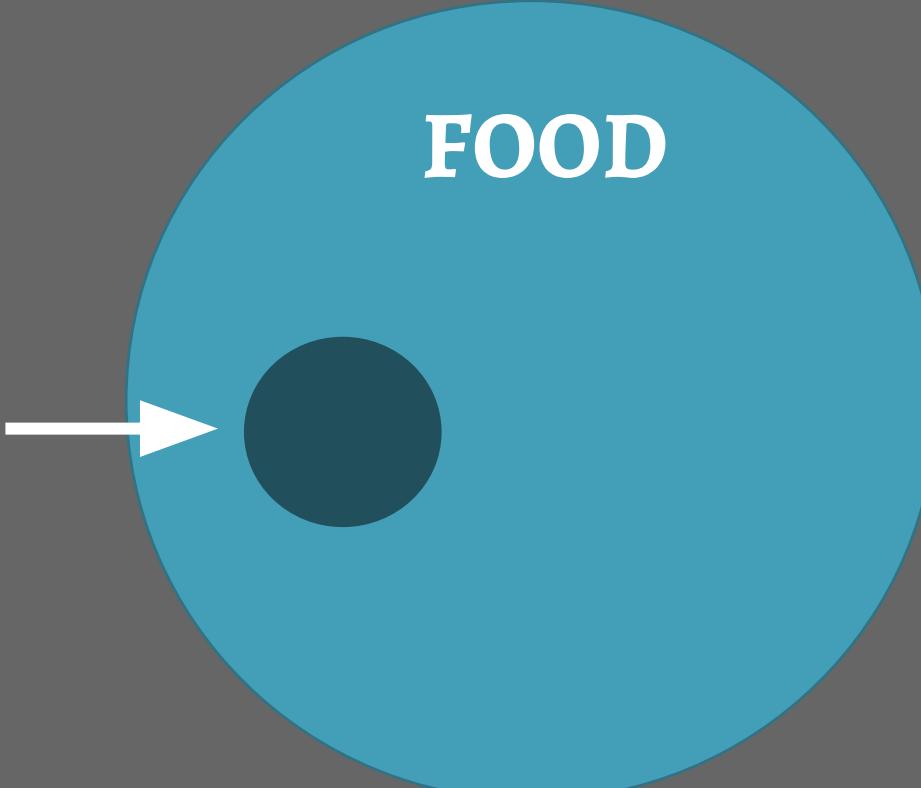


Alejandrina
Gonzalez Reyes



Senthilnathan
Viswanathan

The Problem

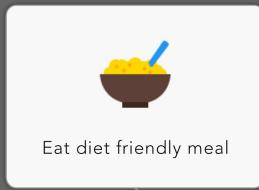


FOOD

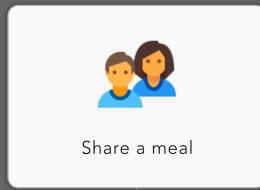
RESTRICTED
EATERS

People with diets limited by food allergies, sensitivities, and other medical, religious, or moral reasons

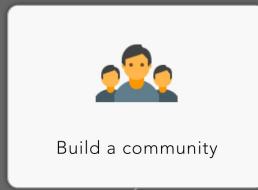
Our Solution



Eat diet friendly meal



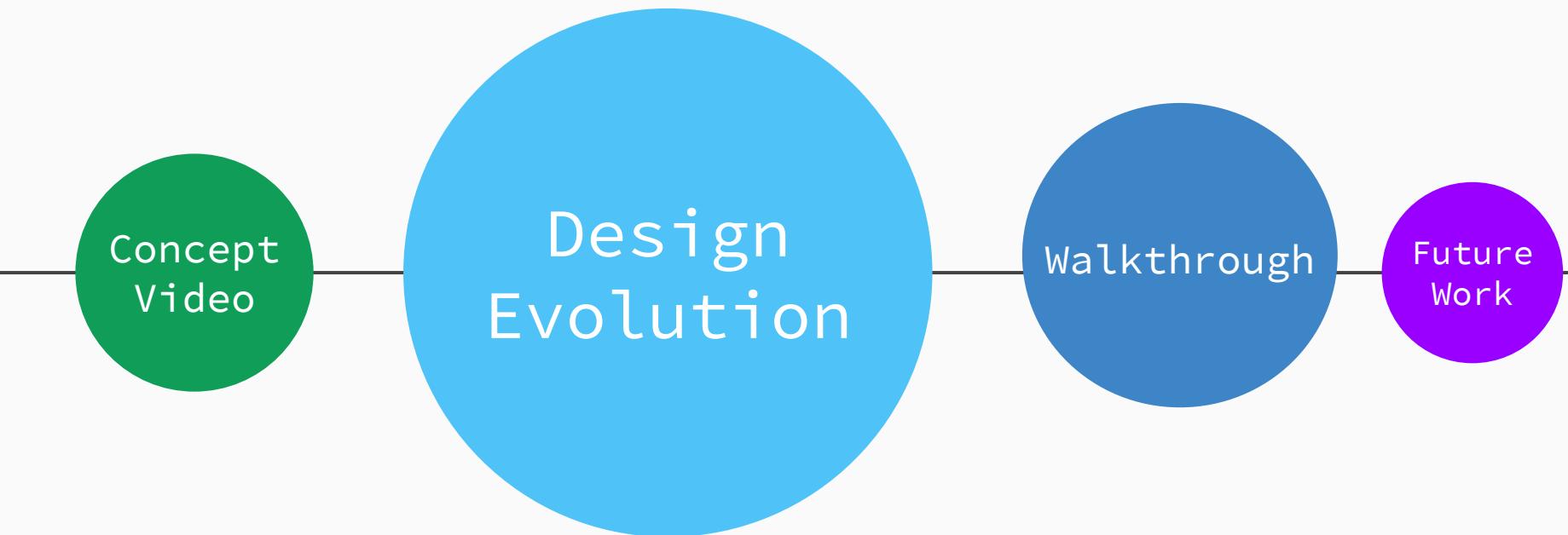
Share a meal



Build a community

meetchewthere

Talking Points



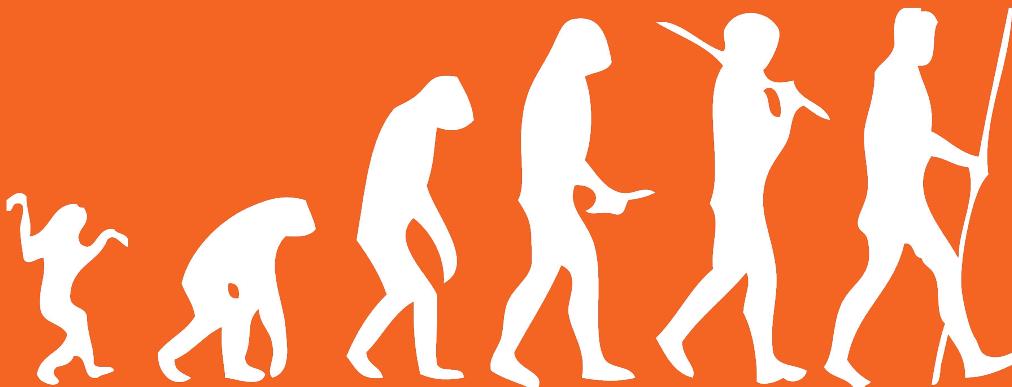
Concept Video



How can we meet others like us?

Design Evolution

The stages between needfinding
and building a hi-fi prototype



Needfinding

250

Minutes

10

People

4

Locations

1

Commonality

Davis - the overbooked associate

Dora - the master planner

Elaine - the routined eater

Ellie - the health nut

Evan - the olympic athlete

Jessica - the reluctant chef

Joel - the mood eater

Jonathan - the average joe

Justina - the new mom

Richard - the young professional



POVs and Experience Prototypes



We met

We were amazed to realize
It would be game changing

SAY	"it doesn't take that great, I'm not gonna lie" "oh! there's gluten in a lot of things" "I had to take drugs when I slept to sedate me so I wouldn't scratch myself!" "I don't want to mess it up" "The food doesn't taste that great, it's not that mouthwatering." "the office would always order food for us - I always had to order a salad w/ dressing on the side" "since it's something that I'm not entirely sure about I don't risk it "you can have gluten free chocolate cake but it's trash"	"A lot of people who are "gluten free" aren't actually gluten free!" "I don't care what that's like, oh I'm sorry I can't eat this" "it definitely takes away from enjoying my new diet, I can't risk messing it up" "I'm super picky for just about if it's unusual" "especially when eating out sometimes I'm like I should just eat now so I don't eat when I go out and inconvenience people"	Eating with my friends wouldn't be so bad if they could just remember I am gluten free It's so difficult to figure out if something is gluten free, I'd rather just eat the few things I know are safe	I feel a lot better and I know what's going on in my body "there are times where I've literally had to leave half the plate and I feel awful!" I feel like a burden	THINK
DO	used air quotes every time she said "gluten-free" cut us off mid-sentence to talk about her one wish that chocolate cake was gluten free DO	showed off her arms (and lack of rashes) sat up straight when talking about strawberries and cream and then immediately slouched to describe the accompanying salad imitated people's reaction to her eating at a restaurant or finding out she's gluten-free	Spoke assertively when talking about how healthy her diet is and quietly about the taste unsure of what she can eat nostalgic for real food	uncomfortable to eat with others unfairly judged unmotivated to understand her diet better healthy physically uneducated about her diet	I don't want to be labeled as the "gluten free girl" I feel so much better on my new diet, I can't risk messing it up I wish I could put something on my salad other than olive oil even my friends sometimes can't understand how hard it is to have and maintain my diet
FEEL					I wish there were more gluten free options scared to change what's working happy that the diet's working like a burden frustrated by the gf stereotype



• Tasting Tour

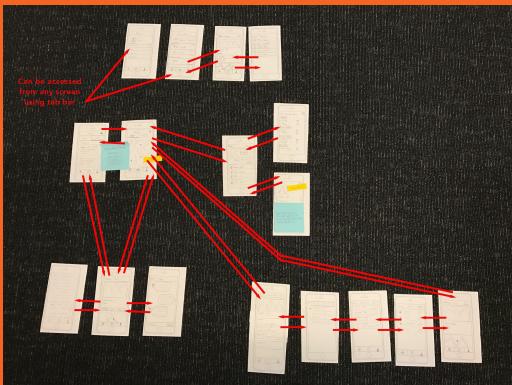


• On-Demand Chefs

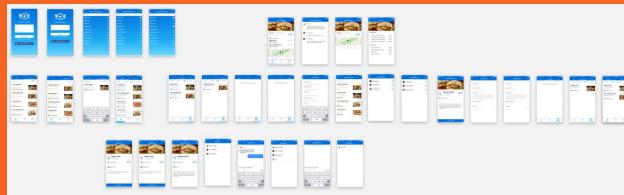


• Group Dieting

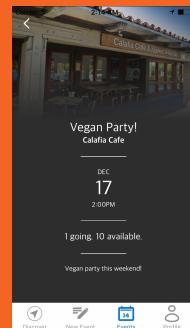
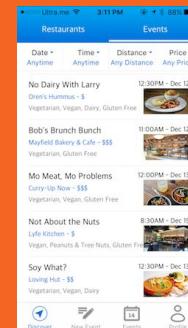
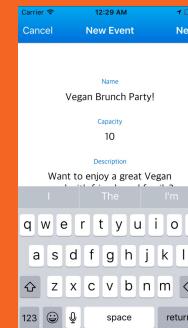
Low, Medium and Hi-Fi Prototypes



Low-Fi

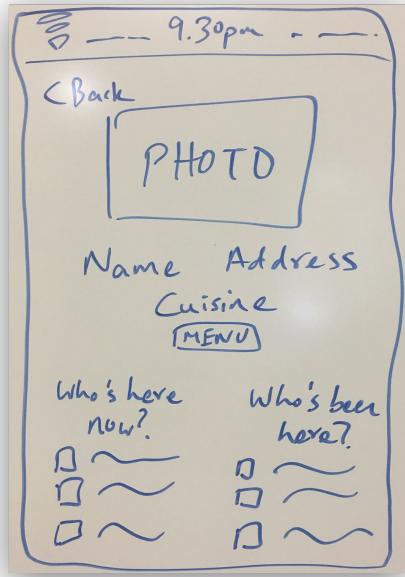


Medium-Fi

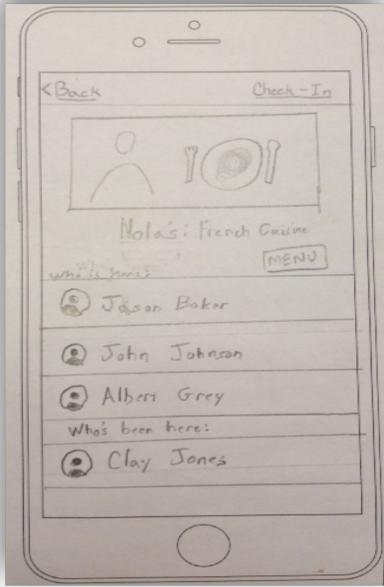


Hi-Fi

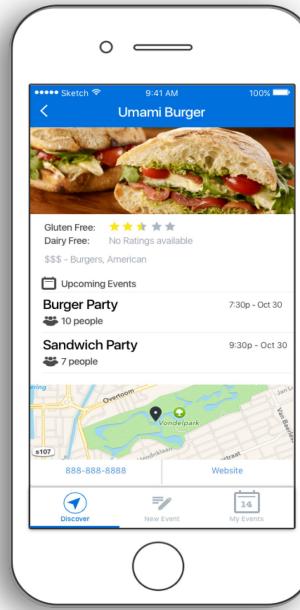
The changes from whiteboard to an app



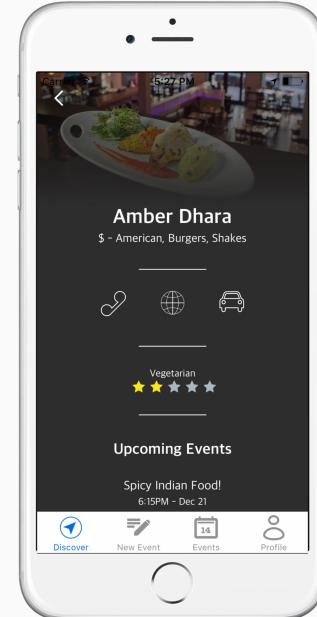
Concept Sketch



Low-Fi

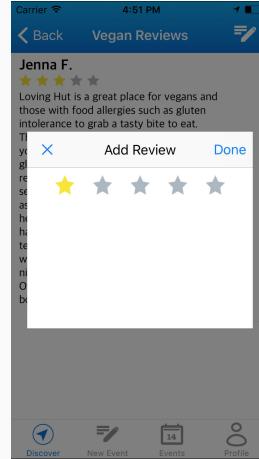
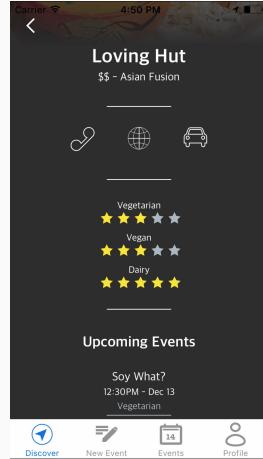
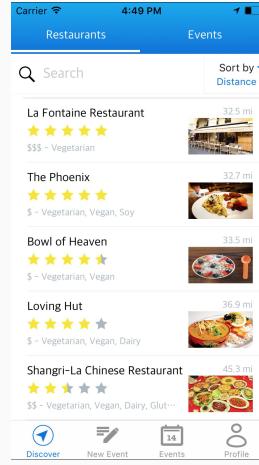
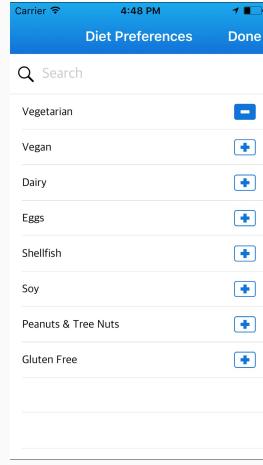


Medium-Fi



Hi-Fi

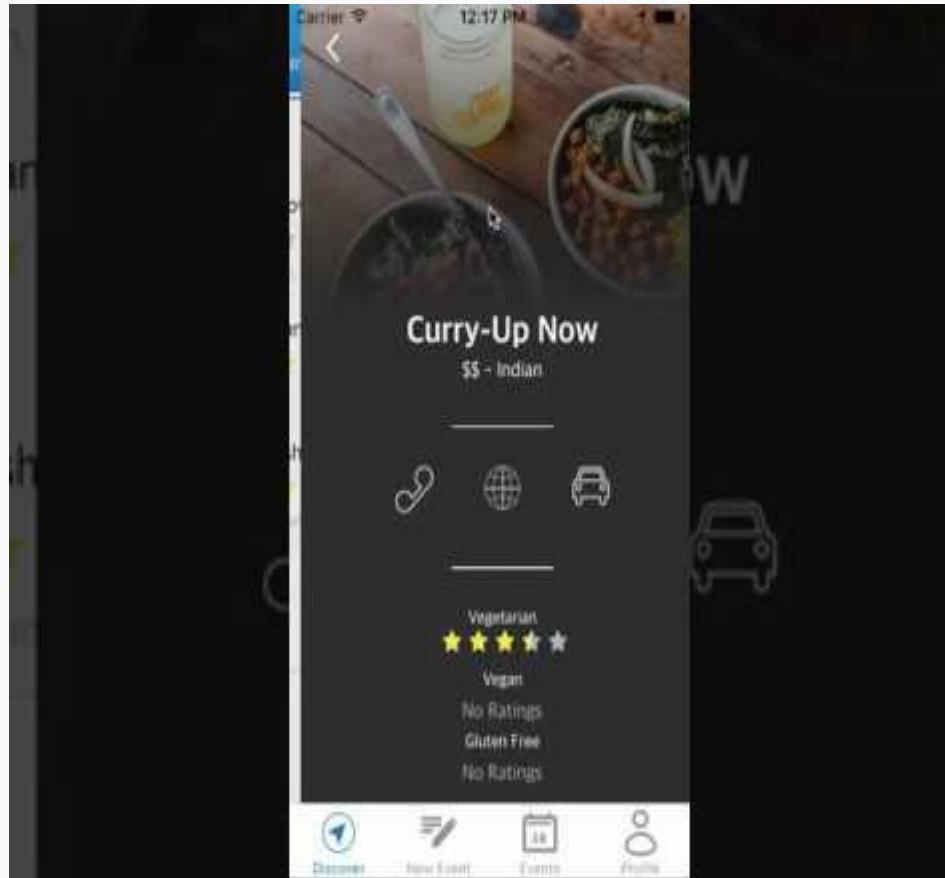
Tasks,
Walkthroughs
&
Demos

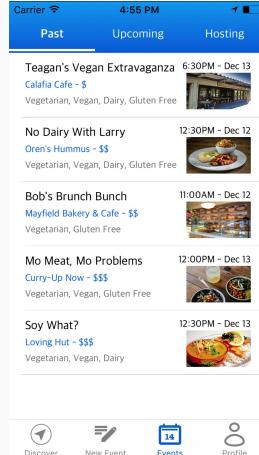
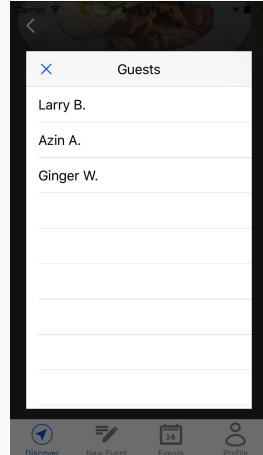
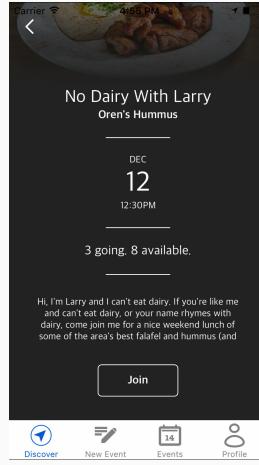
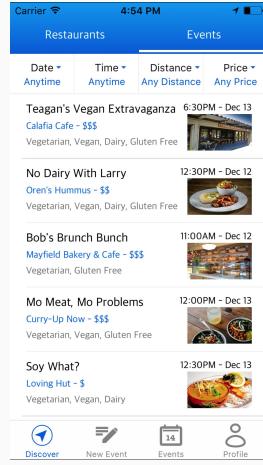


Task 1: Find Food

Locate restaurants that fit your dietary restrictions!

Task 1 Demo





Task 2: Join Events

Attend food centered events
hosted by people like you!

Task 2 Demo

Bowl fast

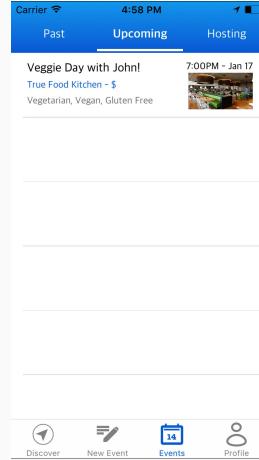
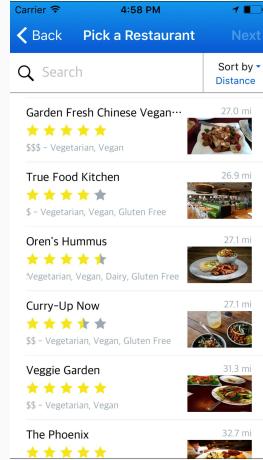
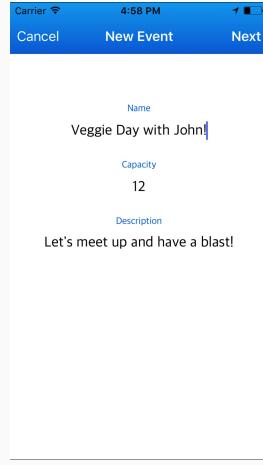
Bowling for Breakfast
Bare Bowls

DEC
14
7:30PM

1 going, 7 available.

Hey hey early birds! If you like bowls and breakfast, come meet some fellow dairy free friends and join our pre-work breakfast hangout at the best smoothie/ acai bowl/juice bar! Whether you want to call it noms or fuel,

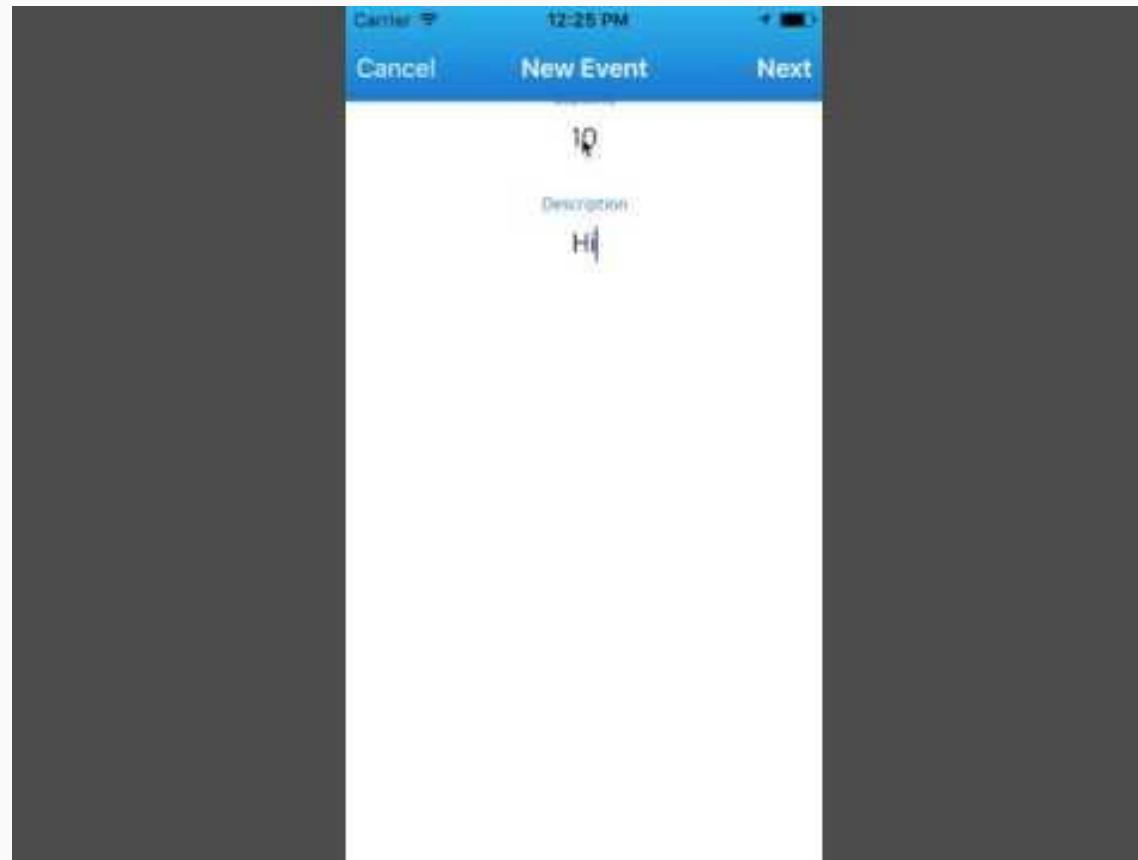
Discover New Event Events Profile



Task 3: Create Events

Create and host events for people who share your dietary needs!

Task 3 Demo



We know it's not perfect

So, what's missing?

- Menu in the restaurants page
- Ability to invite friends to events
- More customization for events and user profile
- User interaction and engagement

There's still a lot on our plate

- Build a backend server
 - Pull restaurant data using Yelp API
 - Populate user database
 - Allow event group chats
- UI/UX enhancements
 - Add more profile customization
 - Host private events (i.e. friends only)
 - Search with filters

Summary

- People limited by dietary restrictions and they need help
- Created a platform to help these people eat and meet
- Current app features finding restaurants, joining events & hosting events
- Need to add more features and improve user experience through field testing

Questions?