Configurator Project Proposal

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Project name: Poke maker

Background and Problems: Poke is healthy rice bowl with filleted raw fish, nutrient rich vegetables and minimal calories and processed carbohydrates therefore the popularity of poke is getting increased. However, a lot of people are overwhelmed by too many options for fish, sauce, rice, seaweeds, toppings that they have never heard of before and they are even first-heard ingredients. Thus, they easily get frustrated when they try to order a poke bowl. This leads to failure of choosing the type of poke bowl they would like to have. This also causes the store to lose their potential customers as well as making customers order delayed significantly.

A lot of people do not have a lot of experience with raw seafoods, or seaweeds or different types of sauces used in poke. Here we hypothesize as follows. First, walking people through the process of making their poke bowl in their ordering experience will make users much easier choosing what they want to have. Second, it will give them confidence on their order that they truly want to have. Third, it will make order process much faster compared to their previous poke bowl ordering process.

I would like to launch a project that walks people through the process of making their own bowl of poke, with all different types of fish, sauce, seaweeds, rice and so on by introducing people about what they are with actual images, what they taste like, and recommending what would be the good combination for them with clear explanations. Finally, I will give them options of delivery or pickup like an actual restaurant website setup.

In this time, I will focus more on visual design part. I will visually create intuitive selection buttons so that users can easily add ingredients to their poke bowl. I will try to make the website aesthetically pleasing and appetizing as well so that users can intuitively understand the customization step and order without any obstacles and frustrations. The project will be built in a clickable prototyping format using Figma.

User research

- Researching other existing poke website configurator for observation (~ 4 websites)

- Conducting user interview with someone who have an experience with poke configurator from different background and age range. (~ 5 people)

- Conducting user research by visiting poke restaurant. Investigate what kind of question they have, In which part they are mostly confused about, What are the demographics of people who order poke bowls?

- Developing personas based on user interview. (~ 5 personas)

- Developing user stories based on personas

- Working on user journey map based on their user stories (touch point, action, thinking, feeling, how to solve?), once it seems useful enough to create low-fidelity wireframe, start wireframing.

Scheduling and deliverables for each following date

1. Monday, Mar 7th: Project planning, Creating proposal

2. Wednesday, Mar 9th: User interviews, other poke websites configurator research

3. Monday, Mar 21st: Creating Personas based on user interviews

4. Wednesday, Mar 23rd: Working on user stories, user journey map

5. Monday, Mar 28th: Low fidelity wireframe sketch for desktop device and mobile device

6. Wednesday, Mar 30th: Low fidelity wireframe – testing

7. Monday, April 4th: Based on lo-fi testing, make mid fidelity wireframe for desktop device

8. Wednesday, April 6th: Based on lo-fi testing, make mid fidelity wireframe for mobile device

9. Monday, April 11th: Content collection for visual mockups

10. Wednesday, April 13th: Working on visual mockups for desktop device

11. Monday, April 18th: Working on visual mockups for mobile device

12. Wednesday, April 20th: Revision

13. Monday, April 25th: Revision, and making clickable prototyping

14. Wednesday, April 27th: Final presentation