# CHEF'S TABLE

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Want to eat where chefs eat?

## Concept

Chef's Table is designed for foodies, travellers and food professionals.

With so many restaurants to choose from and so many restaurant apps and tools on the market, it's hard to separate the good from the bad as customer reviews alone are not always reliable.

Chef's Table is a responsive web app offering expert recommendations from top chefs around the world, from cheap eats to fine dining.

## Role

Market research and analysis
User research and testing
Product design
Style guide

## Duration

8 weeks

## Process

### UNDERSTAND

Competitor analysis
UX analysis

I began by looking at competitor apps to understand their objectives, strategies and marketing advantage; and conducted a SWOT analysis. I also conducted a UX analysis, looking at the usability, layout, navigation structure and user psychology of the apps and their competitors. I used the information to identify opportunities and potential pitfalls, weeding the valuable content using Marie Kondo's tidying method, approaching the function through consistent and cohesive designs; and connect with the user by personalizing and providing a social element to the app.

### OBSERVE

User interviews

I conducted a number of user interviews to understand if Chef's Table would be of value to the user and how it could better serve the user if I understood their needs and requirements. A number of patterns and key insights emerged.

> *"Chef recommendations are valuable but wouldn't limit to only this. User ratings are also valuable."*

### POINT OF VIEW

User personas

I developed user personas from the user interviews to understand user behaviours, goals and frustrations.

### IDEATE

User flows
Sketching wireframes

Start
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Sign In
Sign Up
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