

Menu Wizard



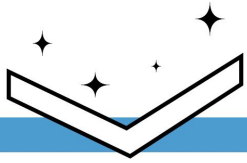
Project Type: Mobile App

Duration: 3 weeks

Roles: User research, UI/UX Design, Wireframing, Prototyping

Team:

Grace Lea, Jordan Cohen,
Erix Chen, Bethелеhem Tesfaye



The Problem

Aspiring foodies are *unaware* of which eateries have secret menus, and desire to have a more *enticing* eating experience

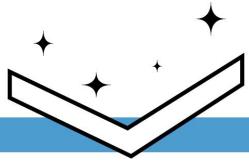


“

How might we design an app that provides a way to *discover* secret menus and *incentivizes* users to find them?

”

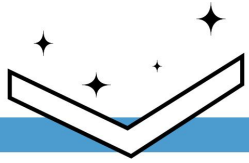




The Solution

Menu Wizard! An app that motivates users to go to local eateries and scan in-person menus with their phone to reveal an AR secret menu - earning points towards rewards.

WHY AR? Over 90% of the people who took our survey use AR in social media.



User Insight

It is difficult to find out which eateries offer secret menu options!

Foodies and their friends need something to help them find secret menus...something magical



“I wish there was an easier way to find off menu items at eateries”

Jessie Mullet

Age	23
Occupation	Executive Assistant
Location	Los Angeles, CA
Education	College Grad
Status	Single

BIO

Jessie is a foodie and likes to be in-the-know when it comes to new eateries. He likes to give food recommendations to his friends and is open to discovering new places. He is spontaneous and always on the go!

Interests

- Exploring new eateries
- Outdoor activities

Influences

- Word of mouth recs
- Food Vlogs

Goals

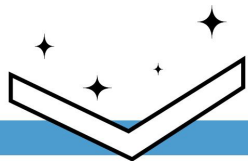
- Be the go to person for restaurant recommendations

Needs & Expectations

- Needs reliable eatery recommendations
- New menu options that stand out

Pain Points / Frustrations

- Tried too many of the same things at eateries
- Not having an effective reward/point system for eating out

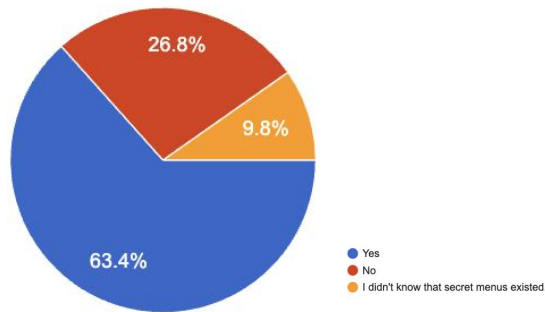


Interview Quote / Survey Data

“Restaurants that have pictures of their menus make it 10 times easier to make a decision.” - Griffin (24)

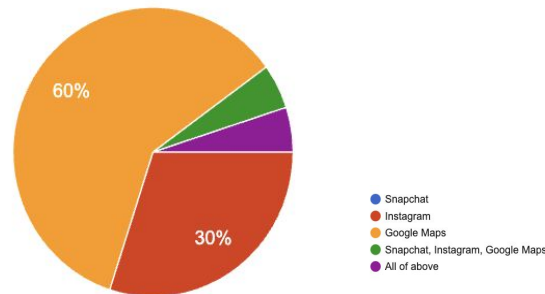
102 people took our survey

Have you ever ordered off a secret menu?



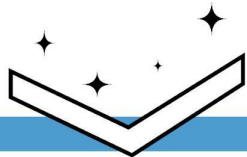
70% of people answering the survey were 21-26 years old

Have you used any apps that are AR?



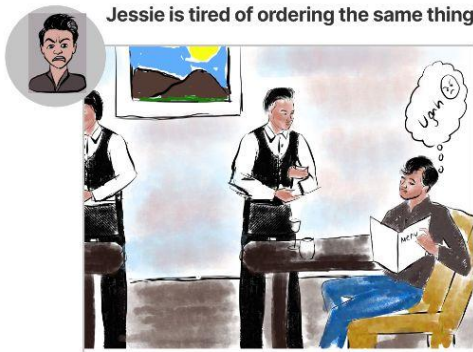
Only 25.6% are likely to try new items

90% of people eat out 1-3 times per week



Storyboard

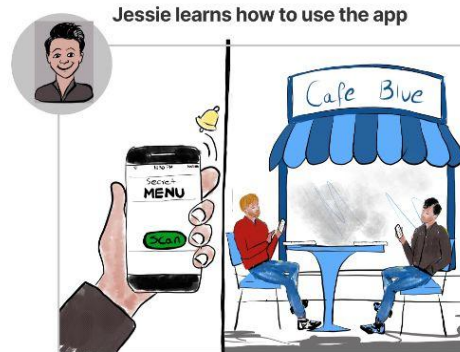
Jessie is tired of ordering the same thing



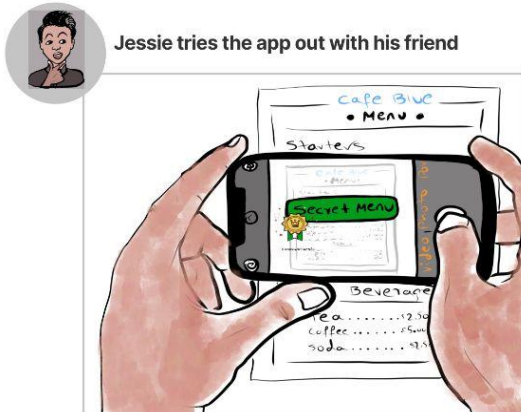
Jessie discovers the Secret Menu app



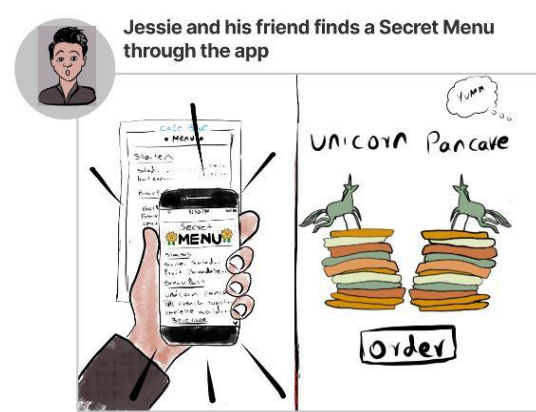
Jessie learns how to use the app



Jessie tries the app out with his friend



Jessie and his friend finds a Secret Menu through the app

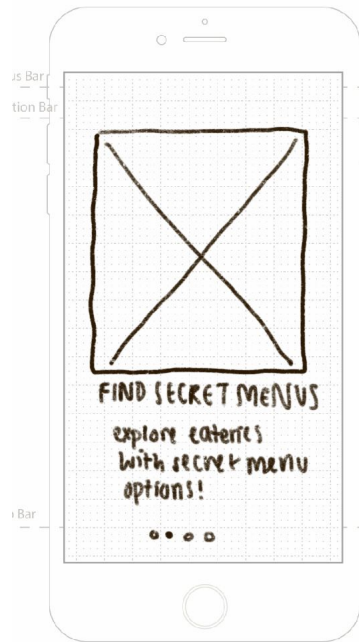


They happily order off the Secret Menu and earn points/rewards by ordering

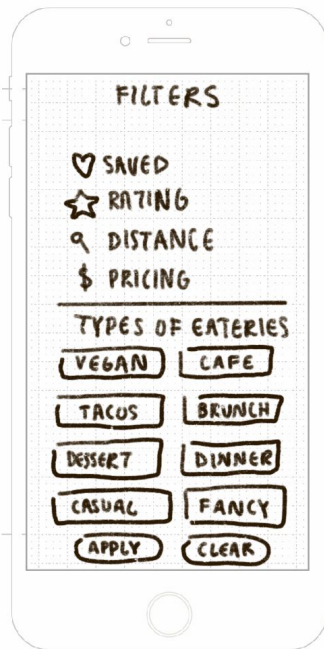




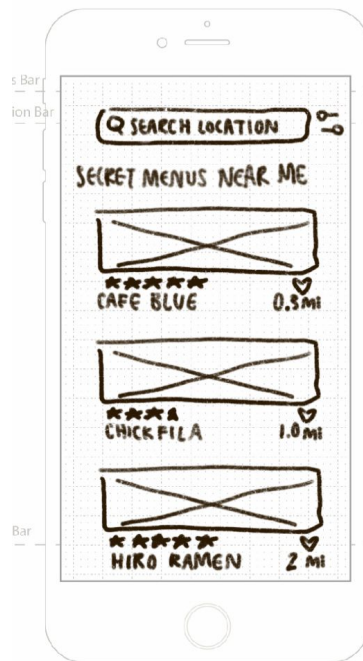
Wireframe Sketches



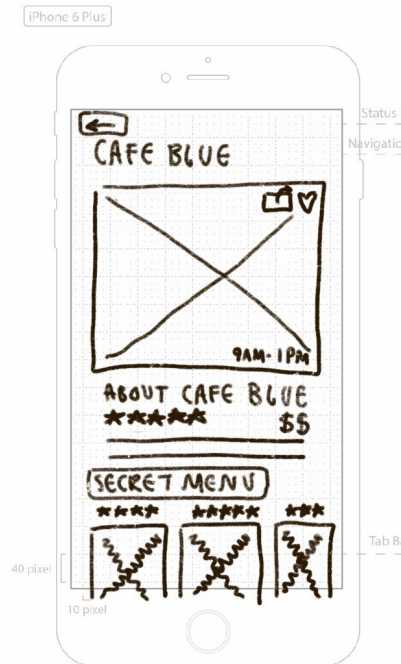
onboarding 1



FILTER



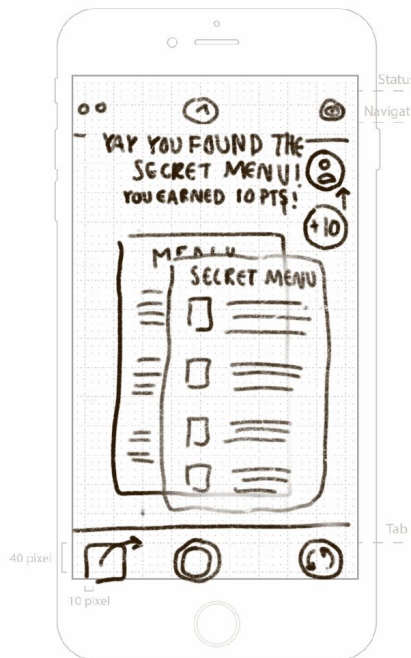
EXPLORE PAGE



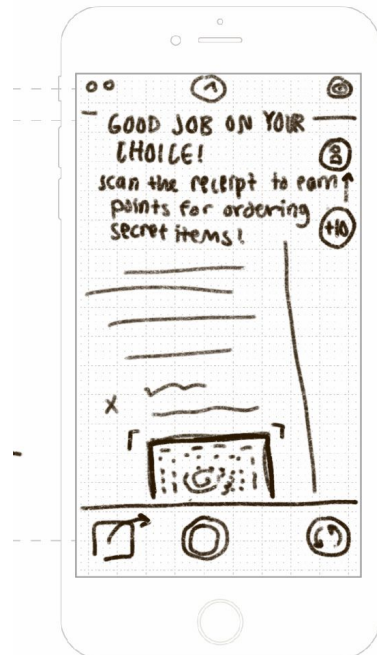
SELECTED EATERY
CAFE BLUE



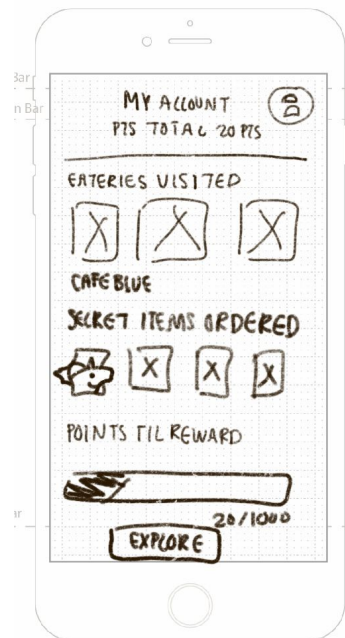
Wireframe Sketches



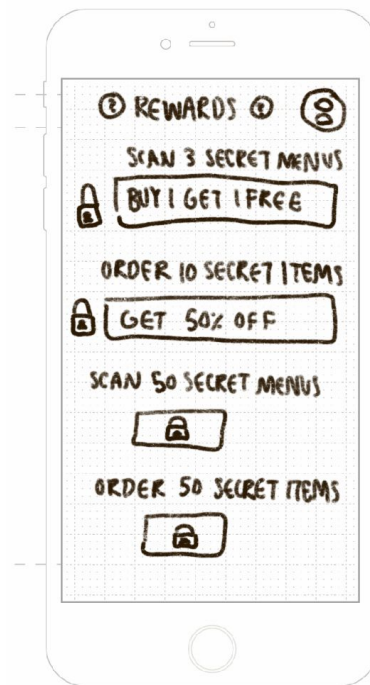
read secret menu



EARN POINTS FOR
ORDERING



MY ACCOUNT



REWARDS



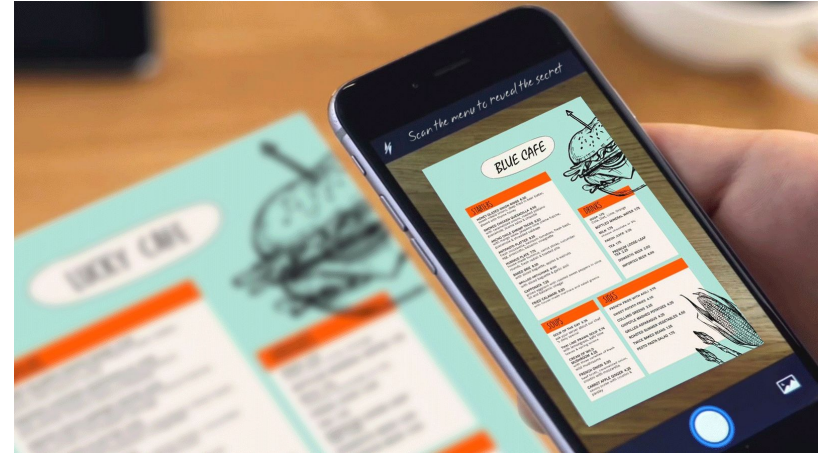
User Testing

Tasks

1. Onboard and Sign Up
2. Enabling Location and Filter
3. Select Eatery and Unlock secret menu
4. Order Secret Item
5. Earn Points towards Rewards by scanning receipt

Feedback

- *"Why can't I order directly from the app"*
- *"Camera Feature not mentioned in instructions"*
- *"I'm too lazy to scan receipts"*
- *"Clarify if the points can work for one or more eateries"*



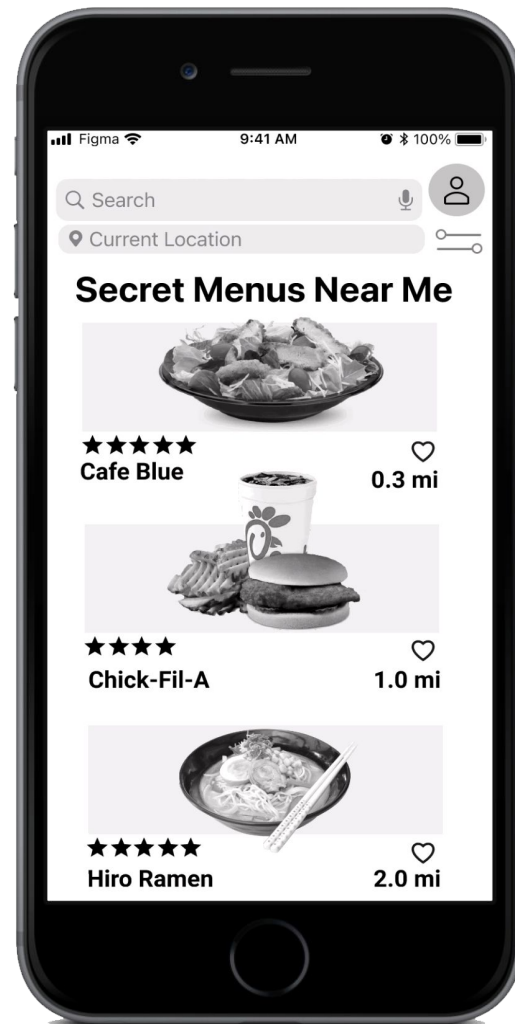


Lo Fi Wireframes

Confusion on instructions to unlock the secret menu

Iteration:

Utilizing buttons and icons

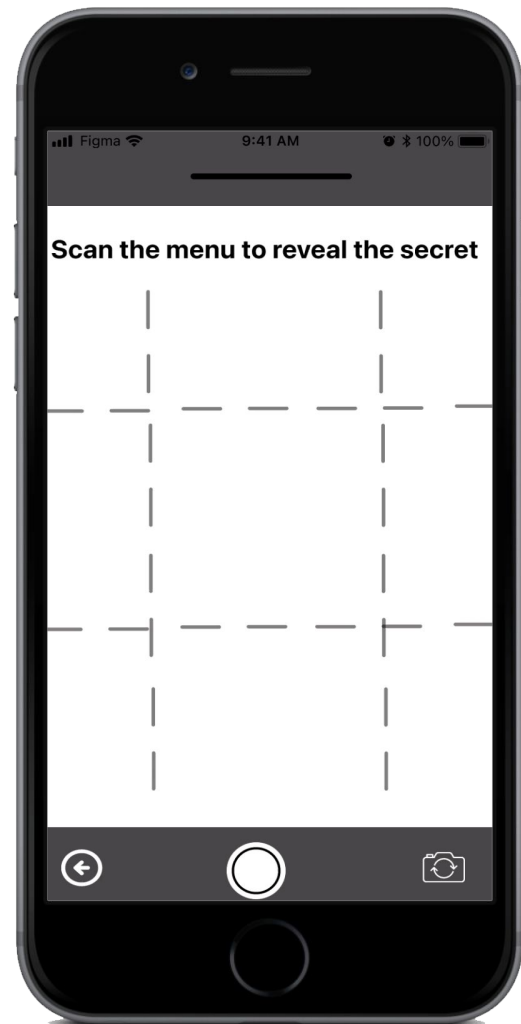




Lo Fi Wireframes

Unsure of how to read/order off
secret menu on camera view

Iteration:
Expand Secret Menu image

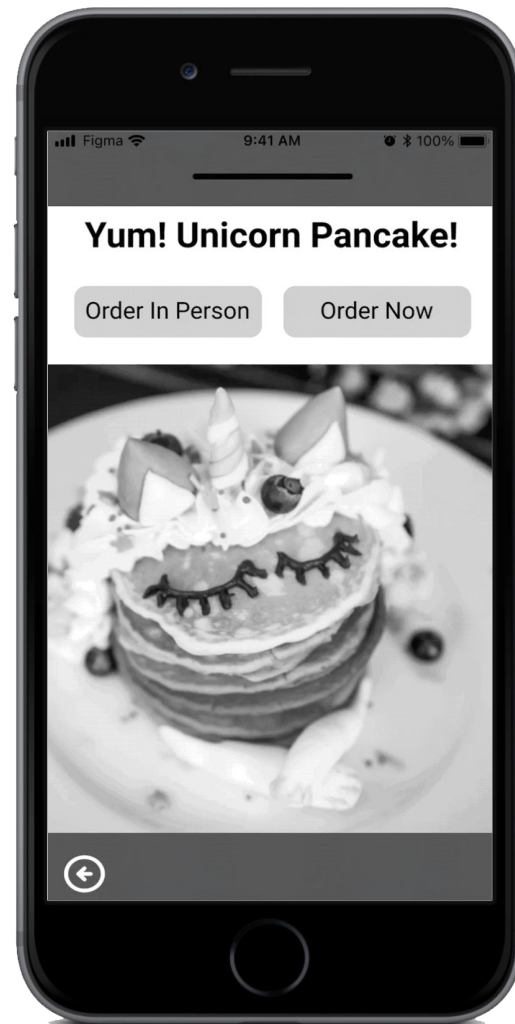




Lo Fi Wireframes

What if I lose/forget my receipt?

Iteration:
2 payment options

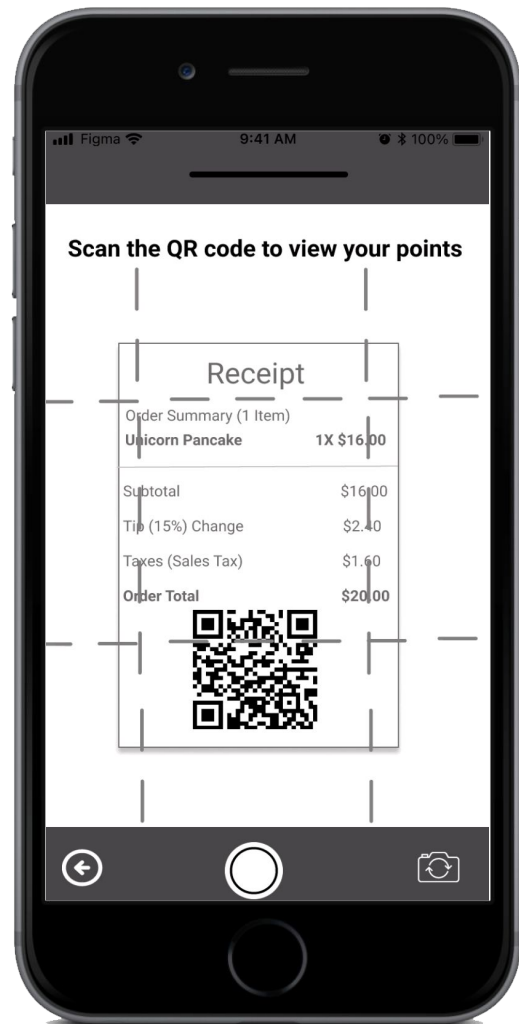


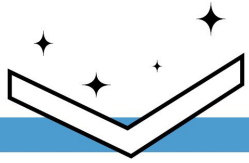


Lo Fi Wireframes

Unsure of how to access / utilize points and rewards

Iteration:
Highlight points in My Account and have progress bar





Final Thoughts & Next Steps

- The importance of making decisions based on data
- Good collaboration is crucial

Next Steps:

- Partner with eateries to build secret menus
- Work with AR designers and learn more about how AR works
- Build a sharing option for social media