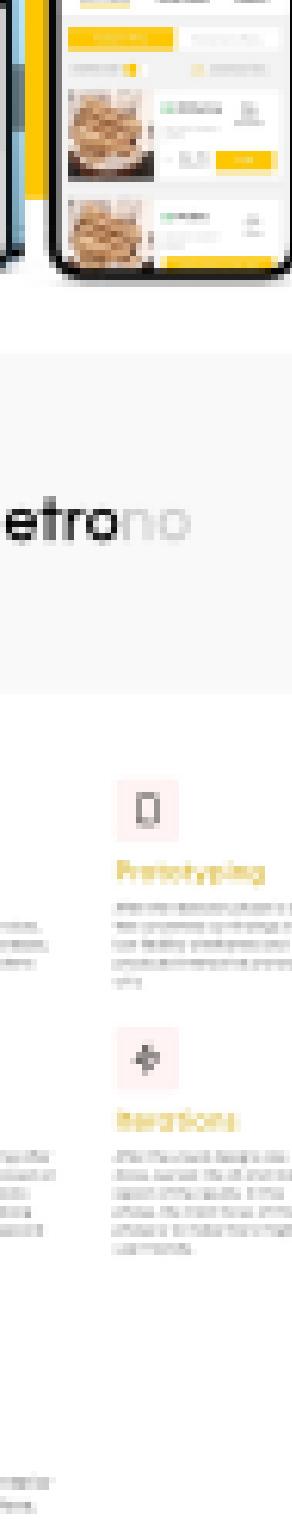
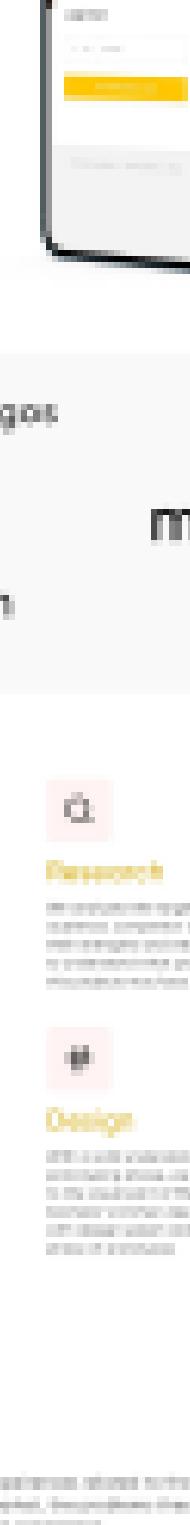


# METRONO

## Bachelor's Kitchen

metrono is a mobile application that connects food delivery agents, cooking chefs and grocery delivery drivers with customers who are looking for delicious, healthy and affordable meals straight to their door.

metrono - Delivery - metrono



## Research APP Icons & Logos

### metrono

#### Bachelor's Kitchen

##### SCOPE & MILESTONES

###### Problem solving

metrono targets an appeal to what we feel is the most common concern of students: finding healthy and affordable meals that are delivered to their doorsteps.

21% 36%  
Students have a budget  
Students have a budget

42% 17%  
Students have a budget  
Students have a budget

##### USER RESEARCH

###### Personas

The research team has found that our target audience consists of students who are looking for healthy and affordable meals that are delivered to their doorsteps.

###### Profile: Student-Affordability Project

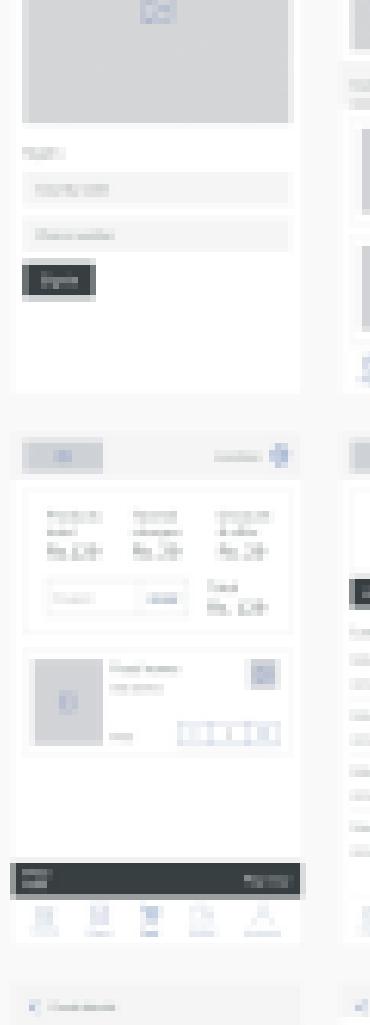


Name: Akash Malhotra  
Age: 20  
Education: Bachelor of Engineering  
Address: Mumbai, Maharashtra, India  
Occupation: Food delivery agent  
Personality: Affordable

Values & Goals: To get home cooked food in hotel  
Motivations: How to eat different restaurants for good  
Influences: This leads him to spend a lot of money  
in food purchases.

Goals & Objectives:  
The goal of solution from different service providers  
should be more than the actual benefit received  
and the delivery of meals should be on time.

###### Profile: Akash Malhotra



Name: Akash Malhotra  
Age: 20  
Education: Bachelor of Engineering  
Address: Mumbai, Maharashtra, India  
Occupation: Food delivery agent  
Personality: Affordable

Values & Goals: Wants to eat healthy at home  
Motivations: Due to her profession and irregular meal times, she has to leave her meal at odd times.  
Influences: She eats healthy because of her husband doing healthy eating habits.

Goals & Objectives:  
The goal of solution from different service providers  
should be more than the actual benefit received  
and the delivery of meals should be on time.

##### Empathy map

An empathy map is a communication tool that helps us gain perspective on our users' needs and challenges. It can help us identify opportunities for improvement during user interviews and user testing sessions.

###### Says

- Home-cooked food
- Meals need to be delivered to their doorsteps
- Can I skip meals on an occasional basis?
- Can I help you the delivery agent?
- Do they provide a meal model?

###### Did

- Visit different restaurants
- Order food online
- Support restaurants for food delivery
- Sign up on multiple delivery sites
- Visit menus of different restaurants before ordering food.

###### Thought

- Can I rely on the delivery agents?
- Are there payment services available?
- Are the delivery agents punctual with the time of delivery?
- Does the restaurants have a meal plan system?
- High cost?

###### Felt

- Food prices remains are too high
- Restaurants provide mediocre
- Numerous restaurant service providers offer in-store meals
- Order cancellation is a mess, I cannot change the order until the cancellation is over.
- No food delivery service provides delivery location time.

##### PROJECT TIMELINE

###### Project process & timeline

The main goal of the design process is to design a step-by-step product process, starting from the concept phase and going to the execution phase.

Phase 1: Research & Planning Phase (Week 1)

Phase 2: Design Phase (Week 2)

Phase 3: Development Phase (Week 3)

Phase 4: Testing & Iteration Phase (Week 4)

Phase 5: Deployment Phase (Week 5)

Phase 6: Maintenance Phase (Ongoing)

##### APP FUNCTIONALITY & DESIGN

###### Information architecture



##### Wireframes

Wireframes are visual designs of user interface components that represent the structure of a user interface.

###### Home

###### Profile

###### Cart

###### Balances

###### Document

###### Home

###### Profile

###### Cart

###### Balances

###### Document

###### Home

###### Profile

###### Cart

###### Balances

###### Document

##### Style guide

A style guide is a design and development tool that helps to maintain consistency across the project.

##### Typography

###### A

###### a