

APPLIED DESIGN PROJECT PROPOSAL

MA Design

Student Name

Salah Ahmed Jibril

Title

Designing a platform for Tourists and Saudi Food Hosts to Connect

Summary of the work to be developed

This project aims to design user-friendly platform that help tourists and locals in Saudi Arabia to find hosts who cook and sell homemade food. The focus is on to help local to sell their authentic Saudi food experiences to tourists and providing local food makers a new way to earn money and share their rich culture.

Main Goals

The main goal is to identify the needs and preferences of homemade enthusiasts and local homemade food providers in Saudi Arabia.

To design a platform that simplifies the connection between homemade authentic seeking authentic food experiences and locals offering homemade meals.

To evaluate the platform's potential to enhance user experience in Saudi Arabia and support homemade food chefs.

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Methodology

The project will use a mixed-methods approach, incorporating qualitative interviews with potential users (users and homemade food chefs) and UX/UI design prototyping. Initial research will identify key features for the platform, followed by iterative design and user testing to refine the design and the UX.

Project plan and schedule

Month A					Month B			
	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
Task 1	Conduct	Develop survey	Distribute	Analyze collected				



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	literature review on culinary tourism and UX/UI best practices .	instruments for primary research.	surveys and begin qualitative interviews.	data for initial design considerations.				
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Milestone 1								
Task 2	Completion of initial research and data analysis							
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Milestone 2								
Task 3	Completion of the platform design ready for presentation							

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<i>Milestone 3</i>							
<i>Task 4</i>							
...							
<i>Milestone 4</i>							
<i>Task 4</i>							
...							
<i>Milestone 5</i>							

Main references

The homemade food market : An empirical analysis of potential factors determining consumer behaviour

<https://www.emerald.com/insight/content/doi/10.1108/JADEE-03-2013-0013/full/html>

The use of homemade food selling and delivery applications: investigating the adoption and post-adoption among Saudi female micro-entrepreneurs

<https://eprints.nottingham.ac.uk/76679/>

Marketing Potential of Homemade Food: a New Entrepreneurial Endeavour

<https://journalmbr.net/index.php/mbr/article/view/7140/5825>