

dinnow



APP PROTOTYPING

MINHQUANG NGUYEN

PROJECT BRIEFS

Product idea: **dinnow**

Dinner now! What's for dinner?

Problem statement

People have busy schedule, they usually have a hard time deciding what to get for dinner.

Product description

This is an app that suggests a menu for dinner. This app can also suggest a list of different courses such as appetisers, soups, entrees, or desserts. The app also help users filter the distance radius of the restaurants' location. This app provides solutions to almost everybody.

User needs

The "dinnow" app suggests dinner dishes through lists with images for users to choose what they might like to have. Users can save the suggestions, know where to get them to enjoy them.

Product format

This is an iPhone application.



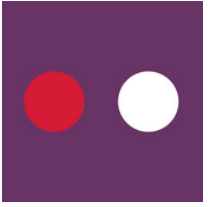




COMPETITIVE ANALYSIS



	hellofood	Shake Shack	Sushi Itto	Seamless	Plated
Is an App	yes	yes	yes	yes	yes
Multi Languages	yes	no	yes	no	no
Ease of Use	yes	yes	no	yes	yes
Bright Tones	yes	no	yes	yes	yes
Evaluations	<p>Hellofood app has a nice clean feel with their primary white tone background. The use of the warm accent orange color suggests the warm thoughts of food. The multi language feature surely adds a dimension to its popularity.</p>	<p>The Shake Shack is a mobile ordering app that you can order food via your mobile devices. The dark tone gives elegance and high-end looks to their chain restaurant services.</p>	<p>Users can order sushi from home using their iPhone, iPod, and iPad. This is a brilliant idea to focus on sushi option, which is an exotic flair of food. Sushi Itto also reaches out to cross-cultural users by having a multi-language feature.</p>	<p>Seamless app let users order from thousands of the delivery and takeout restaurants in cities across the US and London. The app even syncs eGift Cards across all devices, which is a clever feature. Red and white give a nice clean look.</p>	<p>Plated app is for people who love home-cooked meals. Their features let users skip the hassles of shopping and meal planning. Users can get all the ingredients, along with recipes, delivered each week. Plated uses a clean look of beige and white colors.</p>

COMPETITOR ANALYSIS cont.

<p>hellofood</p> 	<p>Shake Shack</p> 	<p>Sushi Itto</p> 	<p>Seamless</p> 	<p>Plated</p> 
<p>This food delivery app is fast and convenient for ordering from restaurants.</p> <p>Users view menus, categories and deals of restaurants that deliver in users' area.</p> <p>Features included deals and vouchers; simple and safe payments; saving several addresses to order food faster.</p> <p>App saves previous orders allowing users to reorder favorite meals.</p> <p>After placing orders, users receive a text message with the order details and expected delivery time.</p>	<p>Shake Shack app lets users choose and order items from their burger chain's menu.</p> <p>Users can order ahead and customize orders on iPhones, skipping long lines.</p> <p>The drawback is it takes time for users to be able to get their orders after placing them from the app.</p> <p>However, the app is still a convenient tool for busy people to save some time by skipping waiting time in the lines for their lunches.</p>	<p>User can order sushi at home directly from iPhone, iPod, and iPad, in addition to be able to locate the nearest restaurants.</p> <p>User can register different delivery addresses.</p> <p>Users receive reports of the status of orders.</p> <p>Enable saving features of users' favorite dishes.</p>	<p>The app has a reviews and rating info. After ordering, users receive a short survey about the delivery time, and food quality. Users can also write a review.</p> <p>The app accepts cash and PayPal payments.</p> <p>App search lets users find the food dishes they crave.</p> <p>App is available on mobile and tablet.</p> <p>App has order history feature.</p>	<p>For users who love to cook for themselves or family, but short on time and kitchen skills, this could be a perfect app.</p> <p>App provides meal subscription service by shipping quick-preparing time, easy recipes, and exact amounts of ingredients needed to make home-cooked meals.</p> <p>App has instruction clarity and options for days per week, seafood choices, desserts, and preferred/ special diets.</p>

USER SURVEY

Summary

This gathering and summarizing data show what users need from the "dinnow" app:

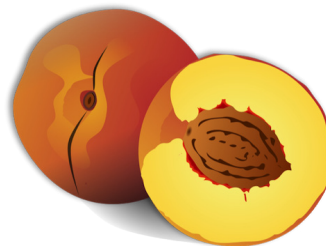
Most people often having the problem of finding ideas for their dinners. They are potential users of the dinnow app.

Half of the people from the survey think they will use the app. We need to persuade them with very appealing and simple to use app, and very good advertising campaigns. Once they decided to use it, they are likely to use often.

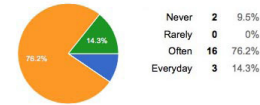
The app needs many fast and simple suggestions and informations on local restaurants, delis and markets for their conveniences in short steps.

It should have a section for users to store their previous choices or favorite dishes.

These enters are valuable ideas and golden rules to crucially have in the app.



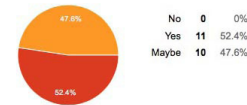
Do you have the problem of finding ideas for your dinners?



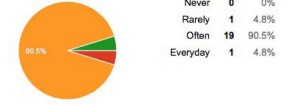
Do you like to do grocery shopping?



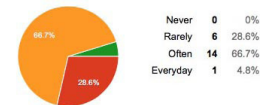
Will you use the app?



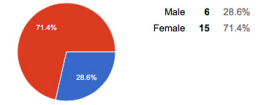
How often do you do grocery shopping?



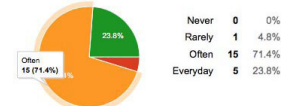
How often will you use the app?



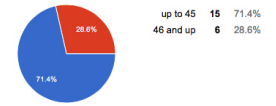
Your gender (optional)



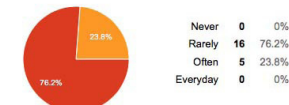
How often you do cook?



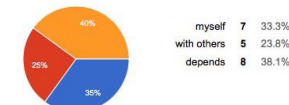
Your age group (optional)



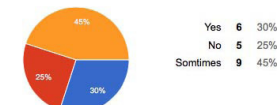
How often do you eat out?



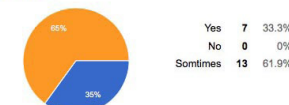
Do you dine by yourself or with friends and family members?



Do you like to cook?



Do you like to eat out?



USER SURVEY cont.

Answers from survey

Do you remember what you had for dinners in the last three days?

Yes.
One day, maybe.
Yesterday: chicken. Day before: noodles.
yes
Quinoa salad
1 - Chicken. 2 - Chicken. 3 - Salad with soup.
Yes, when I had left-over.
Kind of.
Maybe remembered up to two days.
Sometimes it's hard to remember.
Maybe 2 days.
It's hard.
If I try hard to recall.
Yes
Maybe 2 days.
It's hard.
If I try hard to recall.
Yes
Up to two days.
Not really.
Not really



What features would you suggest the app should have?

Food groups.
Enough suggestions on meal ideas.
healthy diet after 40
Its perfect and complete .
Short steps to get to suggestions.
Nice icons.
Able to save good suggestions for later use.
Interesting suggestions.
Nice colors
Easy steps
Fast and simple suggestions.
Food images.
Interesting app idea. Not sure what to suggest.
Not really sure what to suggest.
Not really sure.
Not sure.
Food photos.
Photos
Feature photos.
I like colors.
diet and preferences

PERSONAS

April Miller



Age: 55
Occupation: Entrepreneur
Status: Married
Income: \$180,000

Personal Interests:

- Making dinners
- Shopping online
- Checking news and media
- Listening to music
- Going to the museums

Websites she likes:

www.charleschocolates.com
www.createmychocolate.com
www.snapdeal.com

Likes:

Interesting subjects
Beautiful sunrises
Busy streets

User Scenario:

When I'm abroad or at home, I find myself so busy that by the end of the day, I walk around in the grocery store not knowing what to get for my dinner. I think I should go to a restaurant nearby but cannot decide which one to pick. To get ideas, I check out food dish images. An app to suggest dinner dishes would really be helpful.

Story:

As an entrepreneur and a busy person, I need to be able to find dinner suggestions fast, so that I can decide what to order for my dinners and enjoy them.

“When travelling or searching online, I find beautiful merchandises for my spice and tea stores.”

April is a trendy person. She loves traveling to find new ideas. She tends to lack time for herself.



1 - April walked around in the streets of a city during the day.



2 - April stood in the groceries, pondering about her dinner.



3 - A blank space occupied her mind. Restaurant, maybe?



4 - Got out her iPhone, check out the dinner app. Found suggestions.



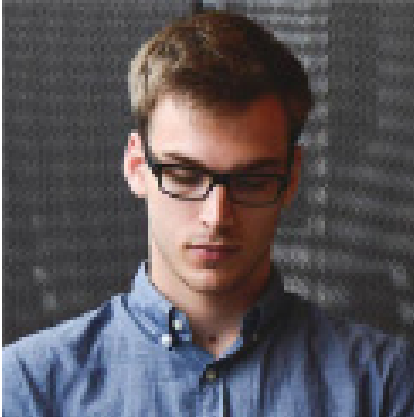
5 - She ordered some ready-made dishes from the grocery's deli.



6 - April sat in her room, savouring her dinner.

PERSONAS 2

James Foster



Age: 34
Occupation: Teacher
Status: Single
Income: \$68,000

Personal Interests:

- Cooking with spices
- Hanging out with friends
- Biking
- Listening to music
- Going to the parks

Websites he likes:

www.makeuseof.com
www.chocomize.com
www.epicurious.com

Likes:

New technologies
Interesting gadgets
New tastes

User Scenario:

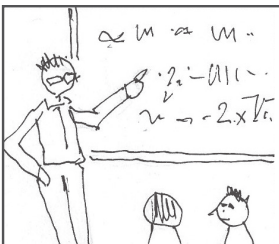
I love kitchen gadgets and also love to cook. Being a teacher gives me chances to meet with students from other countries, and talk about their food cultures. When I need to get ingredients for my dinners, I find it difficult with many possible choices. It would be helpful to have an app that can store my dinner ideas, suggestions that I can methodically go through.

Story:

As a busy teacher with diverse interests, I need to be able to get dishes suggestions that I can get them at the restaurants for my dinners later.

“Computer technology really helps me find resources and view recipes from other cultures.”

James is a quiet person. He manages work-life balance, cooks and orders food often.



1 - James was in front of the black board, teaching his class.



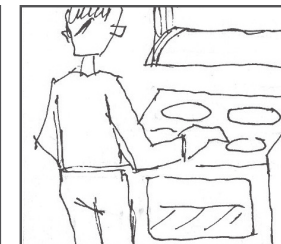
2 - He walked home, thinking of multiple food selections.



3 - James had a hard time decided in front of the store stands.



4 - He checked the dinner app, selected, and pickup the dishes he needed.



5 - He got plates and glasses from the kitchen.



6 - James enjoyed his dinner nicely at home.

PERSONAS 3

Tory Nelson



Age: 24
Occupation: Illustrator
Status: Single
Income: \$36,000

Personal Interests:

- Collecting illustrated books
- Spending time with her cat
- Drawing & reading
- Listening to music
- Going to the parks

Websites she likes:

<http://www.booktrust.org>
<http://www.blurb.com>
<https://www.buzzfeed.com>

Likes:

Beautiful images
Innovative information
Resourceful books

User Scenario:

After drawing all day and spend some time with my cat, I need to think about dinner. Sometimes, it's hard to come up with ideas. Being a vegetarian makes my choices even more limited, and dinner ideas scarcer. I occasionally call and ask my friends if they like to have a dinner date when we can eat together.

"I love spending quiet time and reading illustrated books and books on different food cultures."

Story:

As an illustrator with a special diet, I want to be able to get meals ideas so that I can decide and get them fast in order to share dinner with my friends.

**Tory is an illustrator and a quiet person.
She reads comic books everyday.**



1 - Tory was at her desk, drawing studiously, her cat stood by her.



2 - She played with her cat, and thought about dinner.



3 - She called friends to invite them for dinner at her place.



4 - She used the dinner apps for ideas of where to get food.

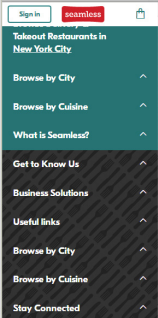
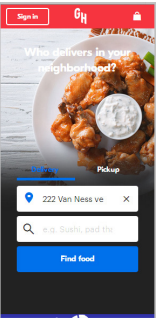
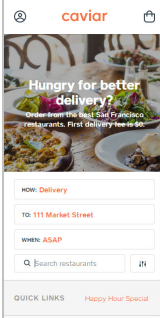


5 - Tory opened the door for friends.

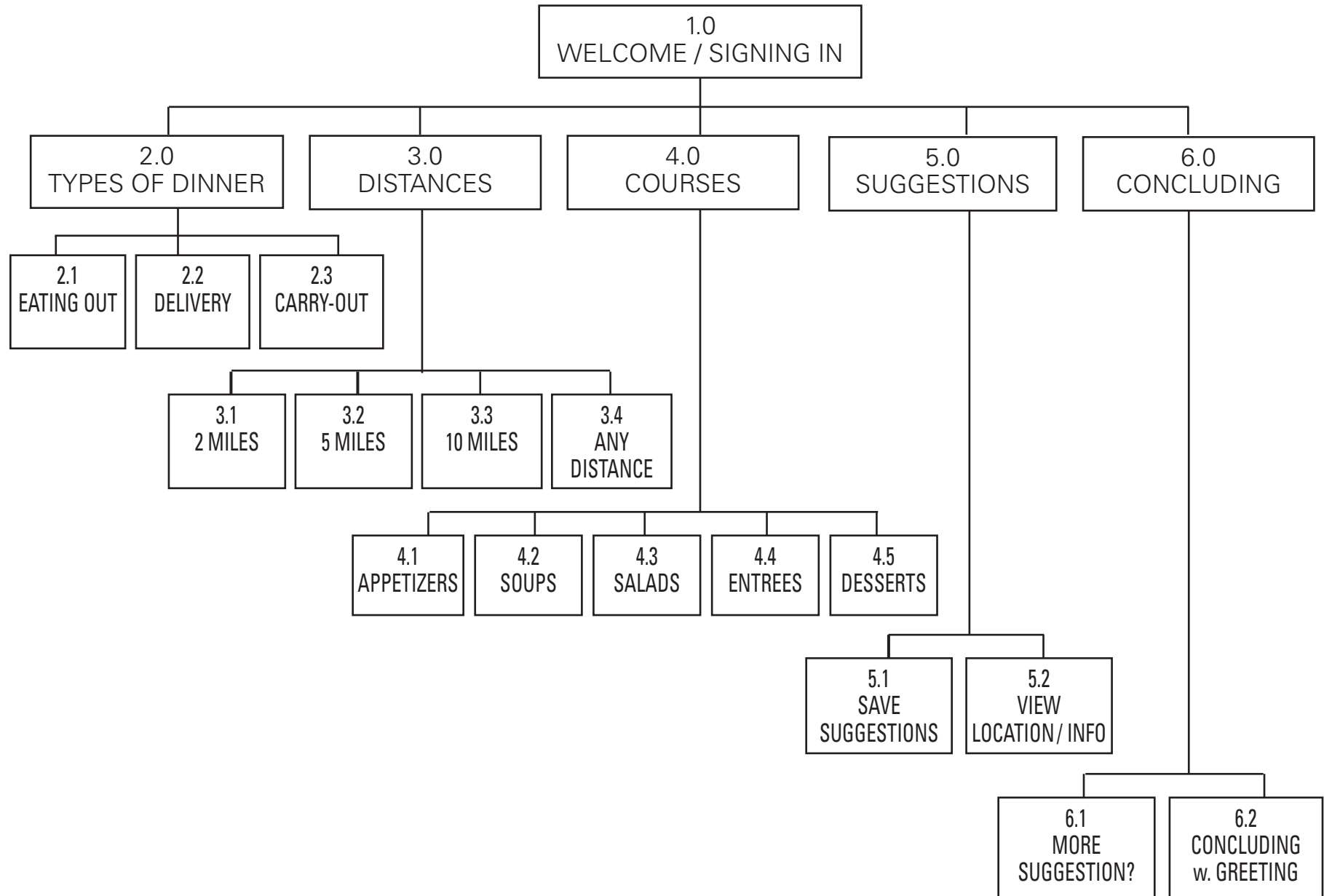


6 - They had a fun dinner party together.

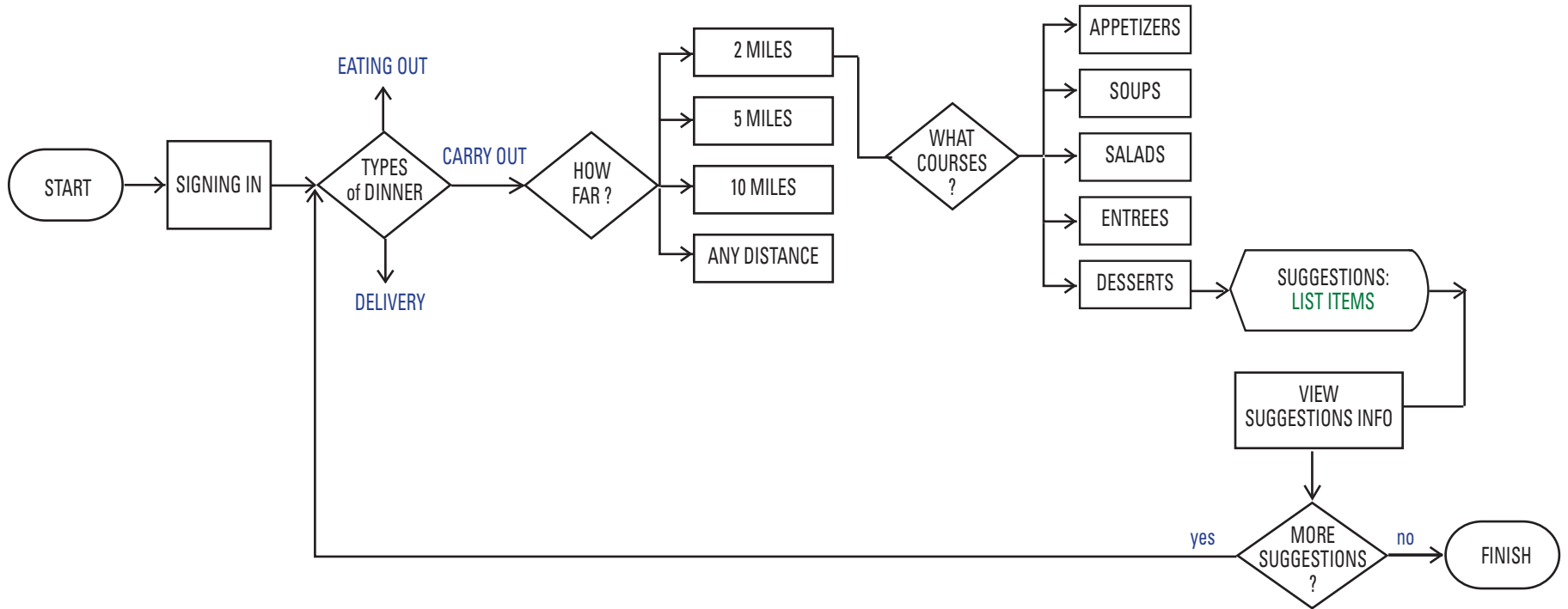
HEURISTIC ANALYSIS

Seamless	GrubHub	Caviar
		
<p>[H3 User control and freedom] [Severity 4] Users cannot order and save several cart loads from different restaurants at the same time before finishing and checking out that cart load.</p> <p>[H4 Consistency and standards] [Severity 1] In a cart, the number of orders from one item is showed next to the number of the dish hierarchy on the menu. It's unclear of which to which in the set of 2 numbers.</p> <p>[H8 Aesthetic and minimalist design] [Severity 1] The floating blue graphic background under the restaurant name has a 4-stars icon at the top left position. This could be easily confused with the real rating graphic appeared below, smaller in yellow color.</p>	<p>[H2 Match between system and real world] [Severity 1] In the gallery of restaurant lists, some have a grey rectangle box that looked like button links on other pages, but have no link here, however labelled "Sponsor". Other restaurants in the same gallery don't have those boxes. No way to know what they meant.</p> <p>[H3 User control and freedom] [Severity 4] Cannot order and have several cart loads from different restaurants at the same time before finishing and checking out that cart load.</p> <p>[H3 User control and freedom] [Severity 2] User can pick only one style of soda, no matter how many cans are ordered.</p> <p>[H8 Aesthetic and minimalist design] [Severity 1] At the checkout stage, the "Chose a style" has a tiny piece of yellow square stuck to the end of the grey table. It's for a cosmetic purpose, but confusing on the functionality.</p>	<p>[H1 Visibility of system status] [Severity 4] After putting items to cart from one restaurant, the way to get out of that is very obscure. It's showed in a very small text size color orange on a dark floated background, positioned on top of a white, large and bold name of the restaurant.</p> <p>[H2 Match between system and real world] [Severity 1] There's a small rectangle button next to "Search Restaurants" designed with 3 vertical stripes, looking like a vertical hamburger with unclear indication of its functionality. (Actually it opens to show prices and features.)</p> <p>[H4 Consistency and standards] [Severity 3] There's a button "Start group order" with an icon of 2 shapes. Clicking on that button leads to "Create an account" form (with Name, Email, Password, Address ...) It's unclear what the meaning of the word "group" is referring to.</p>

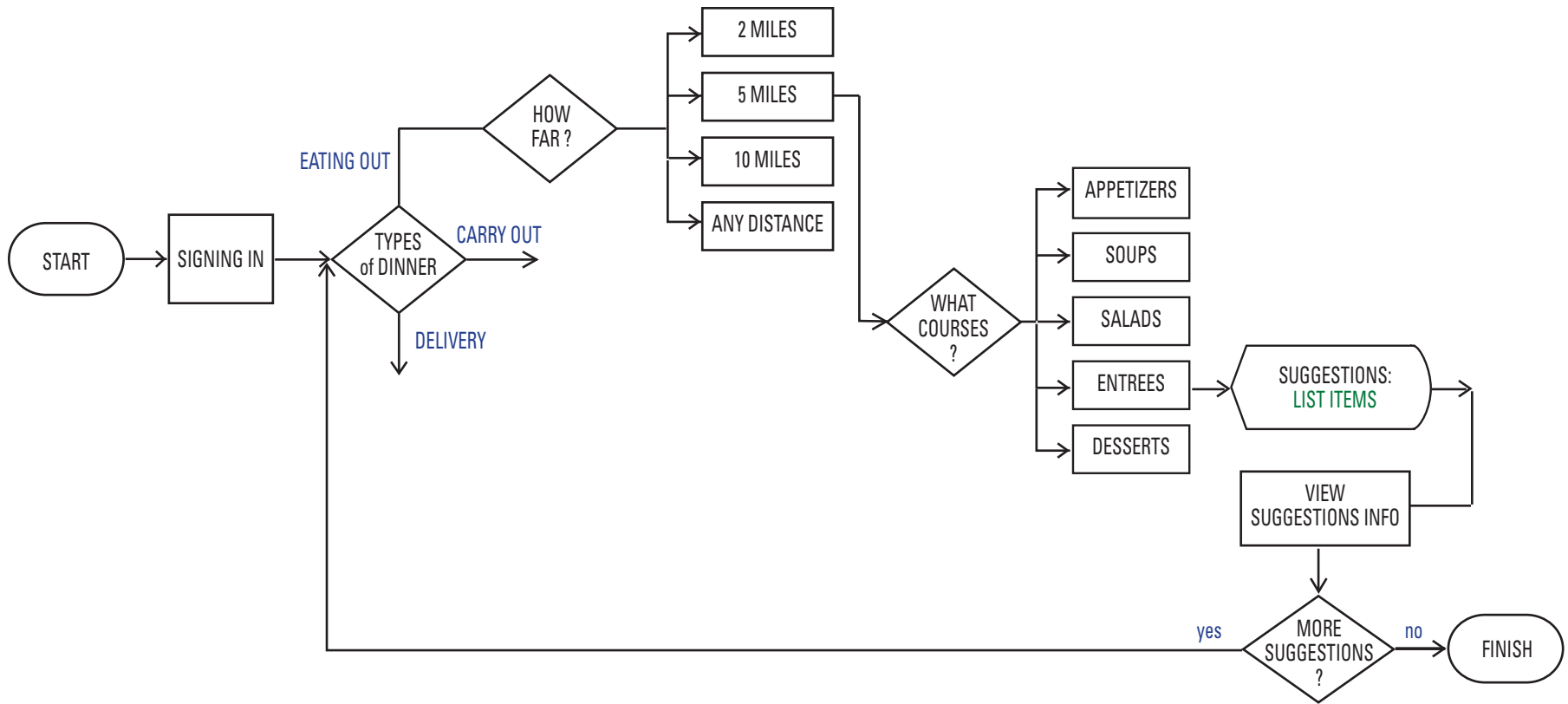
INFORMATION ARCHITECTURE – SITE MAP



TASK FLOW



TASK FLOW 2



PAPER PROTOTYPES



User Testing Results

Changes to improve

Consider remove preparation style, perhaps also give healthy choice options.

Categorize dinner suggestions by Appetizer, Entree, Soup, ... etc.

Build dietary consideration into profile. Provide options for users to look for food/meals for someone else.

Be clear on choices for whether users are eating at home, picking up food, or eating out.

Need to provide option for transport time radius needed to travel.

DIGITAL WIREFRAMES

CLICKABLE PROTOTYPES

dinnow app **invision** clickable project prototypes URLs:

Nguyen-Minh-dinnow-app-HiFi

<https://projects.invisionapp.com/d/main#/console/11040698/233660240>

Nguyen-Minh-dinnow-app-U1:

<https://projects.invisionapp.com/d/main#/projects/prototypes/10924894>

Nguyen-Minh-dinnow-app-U2:

<https://projects.invisionapp.com/d/main#/projects/prototypes/10924990>



VISUAL EXPLORATIONS - STYLE TILE

KEY THEME/CONCEPTS

- Simple
- Organized
- Earthy
- Welcoming

ICONS



HOME



DISTANCE



MENU



CHOICE

BUTTONS



TYPOGRAPHY

Univers LT Std 55 Roman 9.5pt

Cakes with Lemon Sauce, Chicken with Potatoes

Univers LT Std 65 Bold 9.5pt

What do you prefer? Suggested items

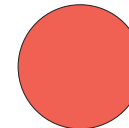
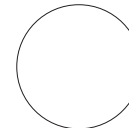
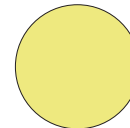
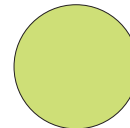
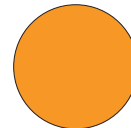
Univers LT Std 67 Bold Condensed 12pt

Appetizers Soups Entrees Desserts

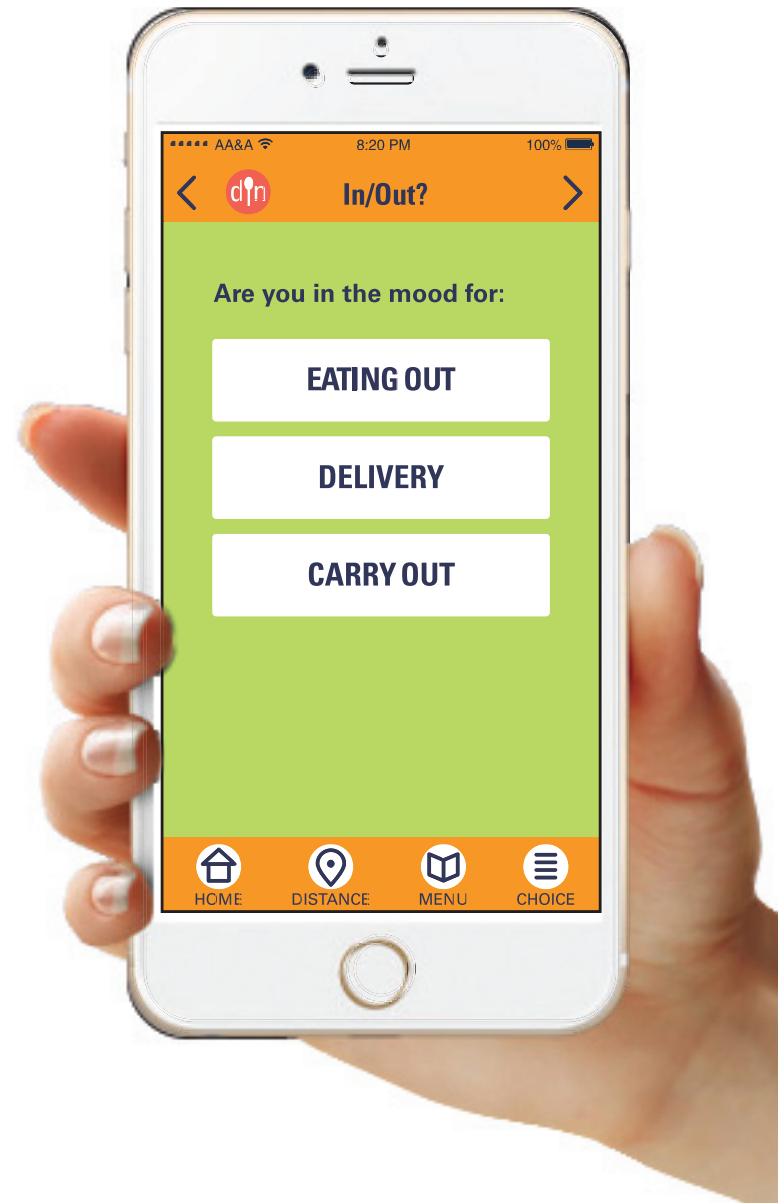
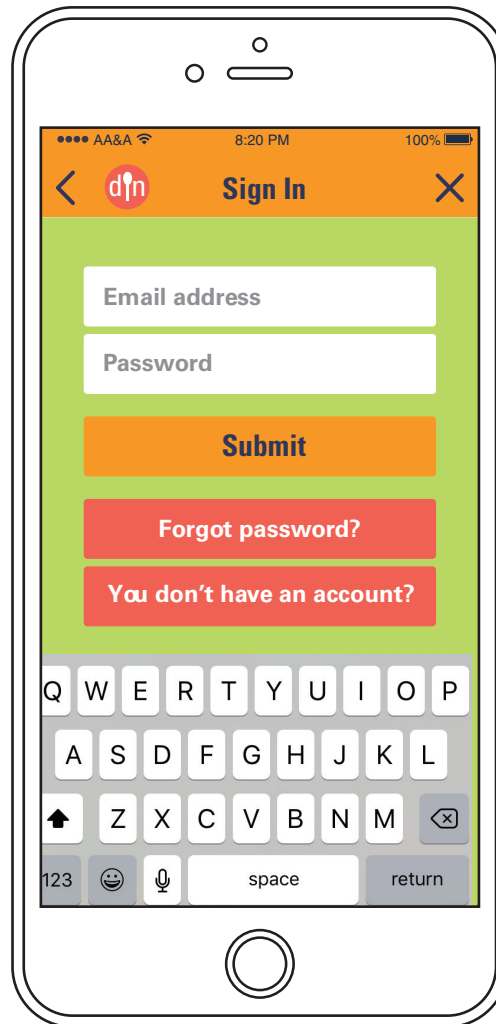
Suggestions Distance Courses

COLOR PALETTE

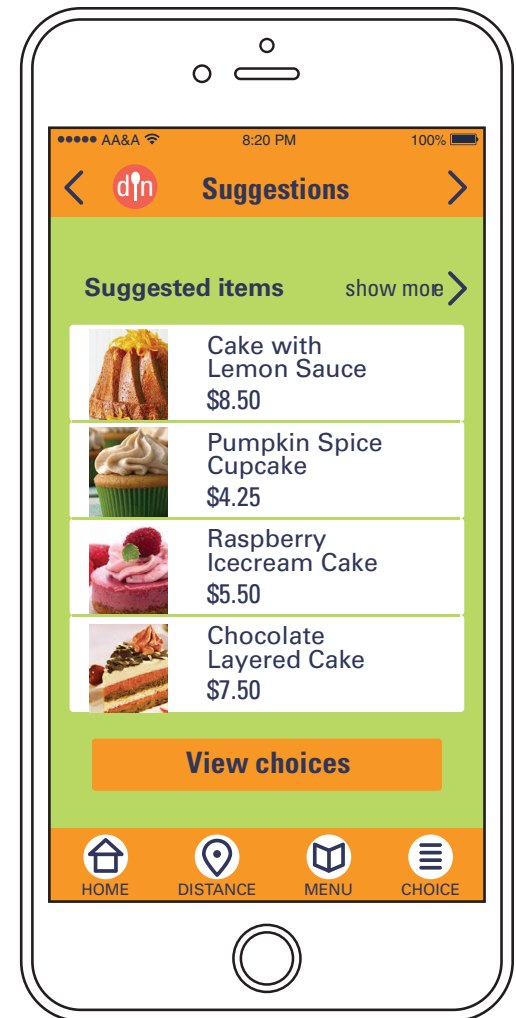
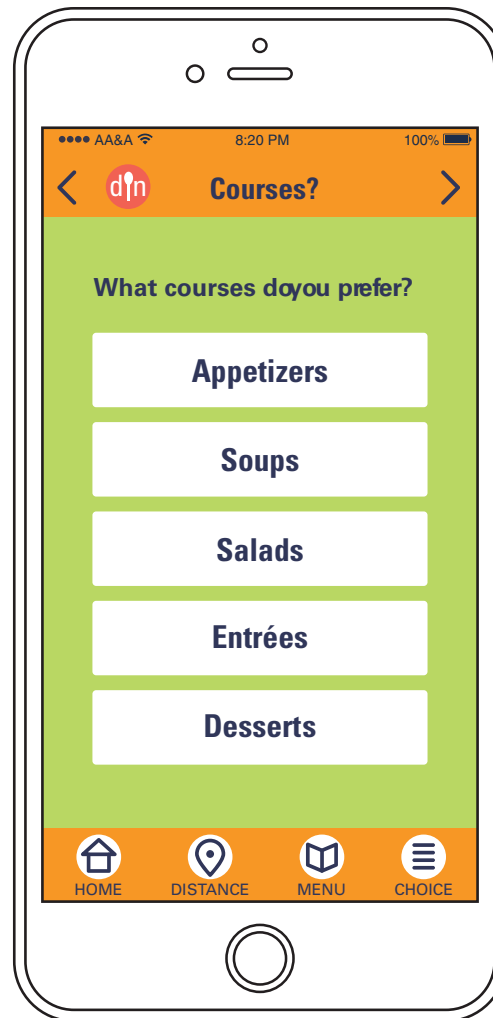
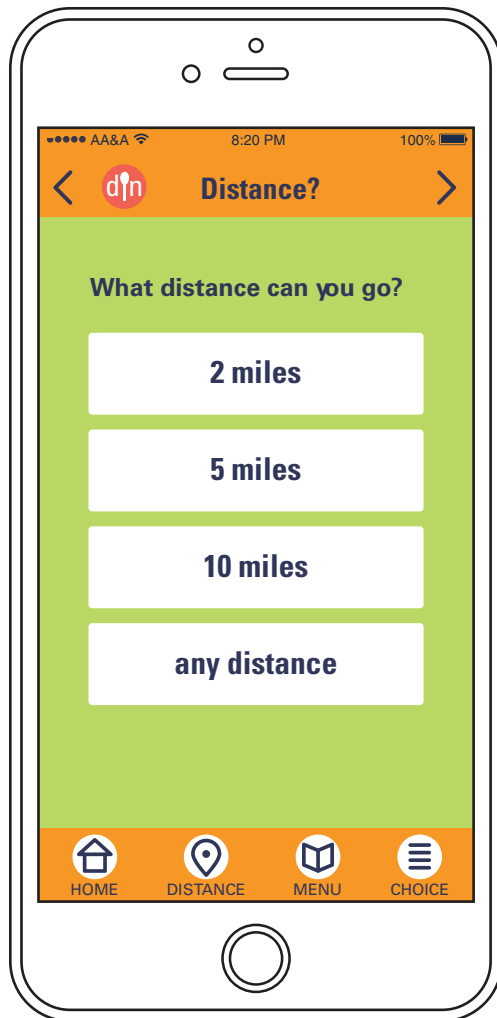
#F89825 #BAD764 #EFE87E #FFFFFF #F16254 #303658



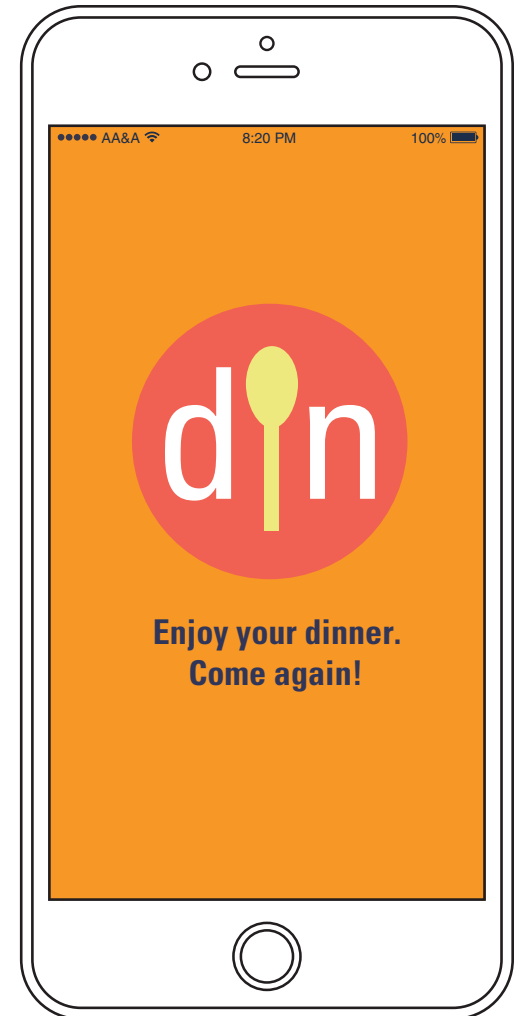
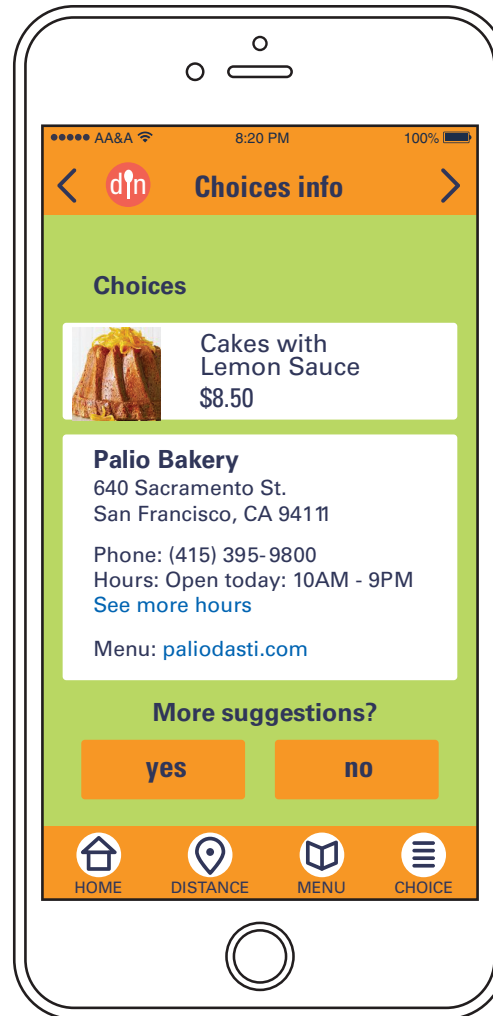
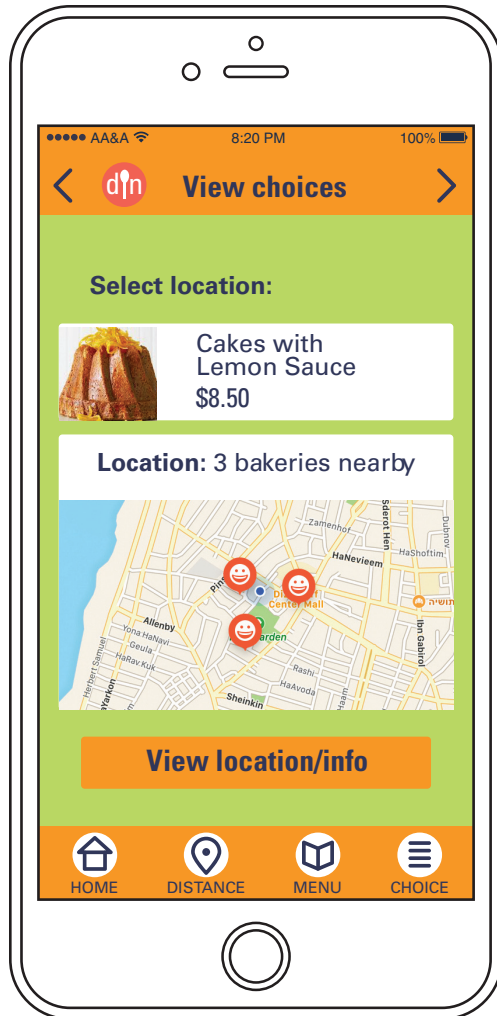
HI-FI PROTOTYPE



HI-FI PROTOTYPE cont.



HI-FI PROTOTYPE cont.



dinnow app

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