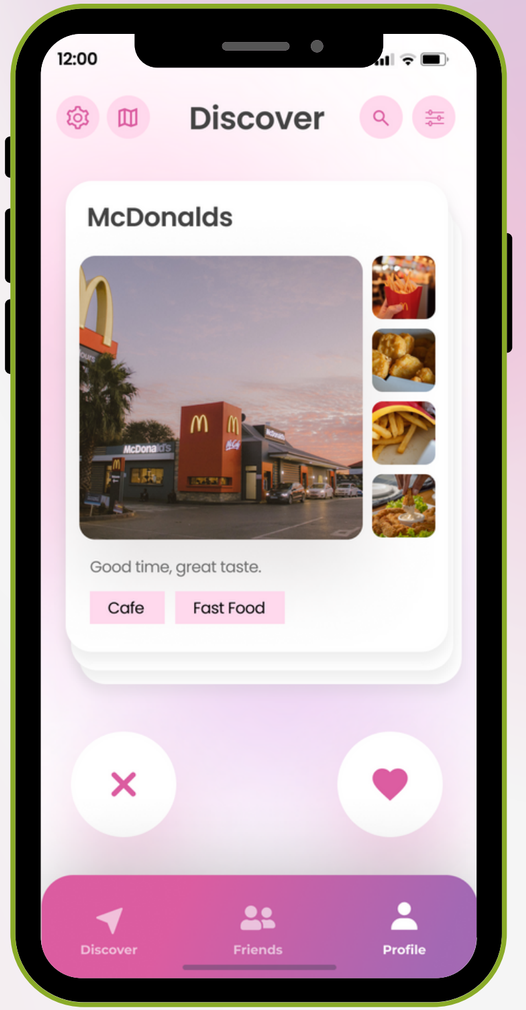
Chewse

Sarah Tran



Background

Team

Sarah Tran

Timeline

February 2022 - May 2022
(12 weeks)

Role

UX/UI Designer

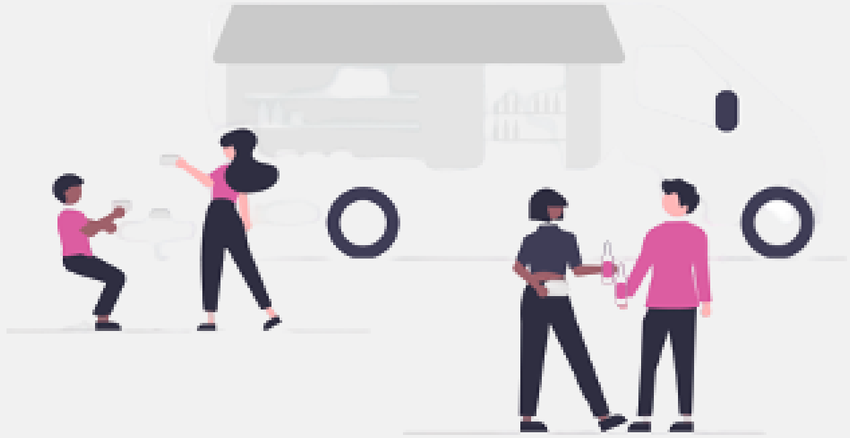
Tools

Figma
Miro

About

This was a project that I created for my mobile app class at Monash University. My assignment was to create an original app idea and because I'm a foodie myself, I chose to do a restaurant discovery app as I felt that it would be useful for me.

Many people while being in the city, are in the mood for a particular meal. They want to find a nearby restaurants which serves their favourite dishes.



01 Too many food businesses and too many choices

02 Always end up eating the same meals due to familiarity

03 Can take too much time to decide where to eat

04 When eating out with friends, always disagreeing where to eat

Problems

There are so many choices in deciding where to eat and through the overwhelming amount of restaurants, it is harder to make these decisions especially with friends.

Solutions

The aim of this project is to design an application that makes it fun and interactive for users to discover new restaurants and pick where to eat, with minimal effort.

01 A fun way to decide where to eat, with minimal effort

02 Can share experiences with friends and family with similar tastes

03 Various search filters to narrow down the different choices

04 Detailed information on restaurant’s ratings, location, address, website, menu

Competitive Analysis

Yelp

Pros

Very large choice, large database, has reviews for every place, focuses on local businesses

Cons

Lack of incentive to post reviews, many fake reviews, sponsored content

Google

Pros

Largest search engine of restaurants, focuses on global and local businesses, reviews, maps

Cons

Not very personalised, no categories, can't pin places into a list

Questionnaire

10 people via Google Forms

We sent a questionnaire via Google Forms to 10 people, who reported that they are interested in discovering new restaurants and experiences.

- How often do you eat out?
- How do you find new restaurants?
- When alone and with friends, how long does it take you decide where to eat?
- Do you leave reviews after you eat at a restaurant? And why?
- Do you currently use any food recommendation apps? If so, which one(s)?
- What do you like about these food recommendation apps?
- What challenges do you encounter when you need to find a restaurant that caters to your needs?
- What factors are essential in deciding where to eat? Reviews? Budget? Location? How busy is it?
- What type of features would you look for in a restaurant discovery app?

Findings

60%

Typically take about 15-30 minutes to decide where to eat

70%

Believe that location and images are the most important factors in deciding where to eat.

80%

Eat out more when with friends.

Findings

"I work full time and don't have time to cook so I mostly go out to eat or order food."

-Full-time worker

"At least pictures/reviews of the restaurant would be helpful."

-A foodie

"I don't currently use any apps, I just go browse through each restaurant's menu in person."

-A casual restaurant goer

Key Insights

Trustworthiness

People don’t trust random reviews online and prefer recommendations from a friend instead.

Shared Experiences

People love going out to new places to eat together, and they both love being able to pick or have some input.

Visualisation

Images are usually what attracts a person to wanting to try a restaurant as it showcases popular dishes and the environment.

Important Factors

Location is most important, needs access to map, reviews, general price, category of food and fits within dietary requirements

Personas

Michelle Miller

29 Yrs

ABOUT

Michelle is a social butterfly. After long hard weeks at work, she likes to hang out with her friends on the weekend. They love to explore different places such as restaurants, cafes and bars. She considers herself a foodie and is open to eating anything.

AGE	29
OCCUPATION	Marketing Manager
STATUS	Married
LOCATION	Melbourne, Australia

GOALS

- Try new places but doesn't know the best places
- Share her experiences with other people such as friends and family
- Keep track of where she eats

BEHAVIOUR

- Open to trying new foods and going out to different places
- Very sociable, is always out with friends
- Can be very indecisive

CHALLENGES

- Goes out to eat a few days a week, but tends to revisit the same places as she is familiar with them
- Friends are really picky eaters so it is hard to find places to go together
- Can be very indecisive

EXPECTATIONS

- An app that shows recommendations that will suit both her and her friends' preferences
- Be able to 'like' restaurants and keep them saved into a list
- Narrow down her searches so that she can look for specific restaurants that cater to her cravings that day

Personas

Leaf Green

25 Yrs

ABOUT

Leaf Green recently went vegan due to her love for animals and also because she loves being healthy while eating good foods and exercising regularly. She is very picky with what she eats and can have a hard time finding places that cater to her needs. She also loves taking photos of her food and sharing them on social media, for her friends to see.

AGE	25
OCCUPATION	Nutritionist
STATUS	Single
LOCATION	Melbourne, Australia

GOALS

- Find ethically sourced vegan food
- Be able to support local businesses
- Find a diet that supports her overall wellbeing

BEHAVIOUR

- Likes to take photos of aesthetically pleasing food
- Supportive of local businesses, likes to leave reviews for them if she loves their food
- Lives a healthy lifestyle

CHALLENGES

- Not sure what alternatives there are as she is newly vegan
- Struggles to eat out with friends now that she is vegan
- Struggles to find delicious foods that suit her dietary preferences

EXPECTATIONS

- An app that allows her to find specific restaurants that she'd be happy to support
- Be able to look at images of food and see if they're aesthetically pleasing

Feature Prioritisation

Must Have

- Quick summary with key information of restaurants, but can view in more detail
- Interactive way of finding new restaurants
- Search filter
- Restaurants will be tagged by cuisine types

Should Have

- Map to visualise all restaurants
- Liked restaurants will be saved into a list to refer back on
- Reviews/ratings

Could Have

- Deals/coupons
- Incentives to review

Won't Have

- Virtually tour a place
- Meet and chat with new people, to eat with

Key Features

Discover

To discover restaurants, there will be cards. They can swipe right to ‘like’ a restaurant which will be saved or swipe left to move on. This is designed to make it fun and interactive.

Profile

Each user will have own profile page where they can view likes and a map. They can also add friends and view other people’s profile.

Map

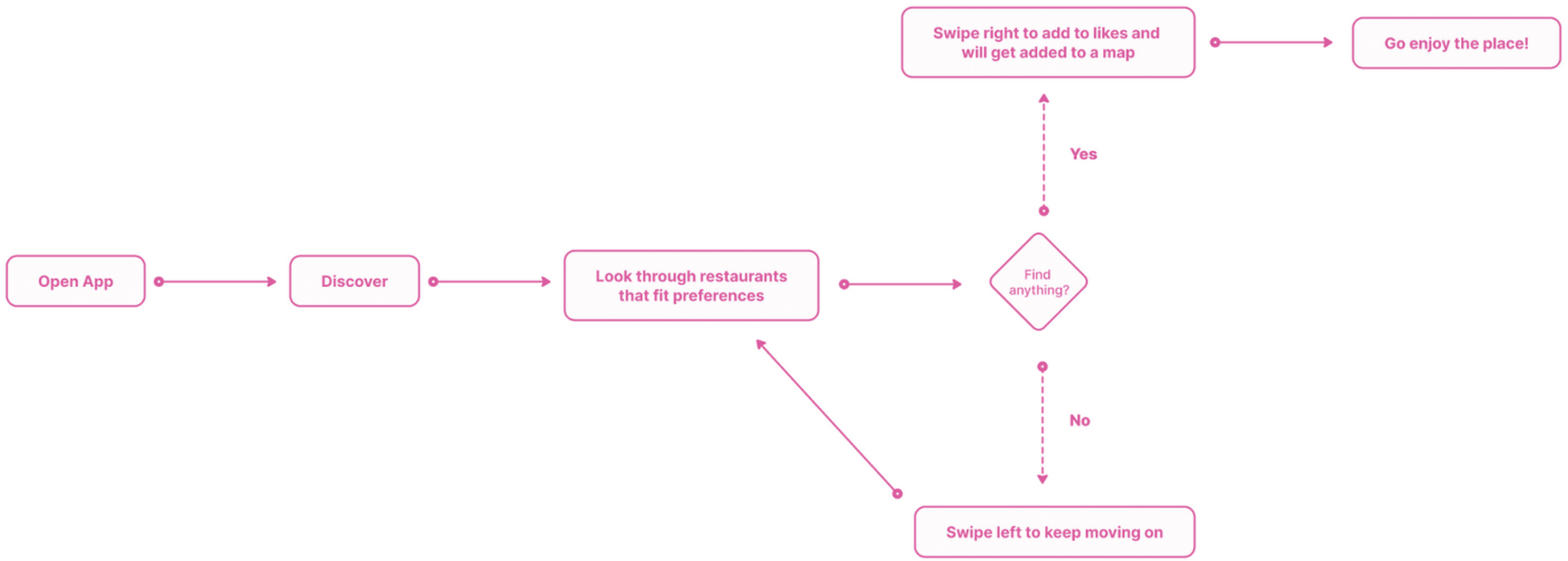
Once restaurants are ‘liked’, they will be saved into a list. Users can also view them in a map format. Allowing them to build their own map will make them invested.

Friends

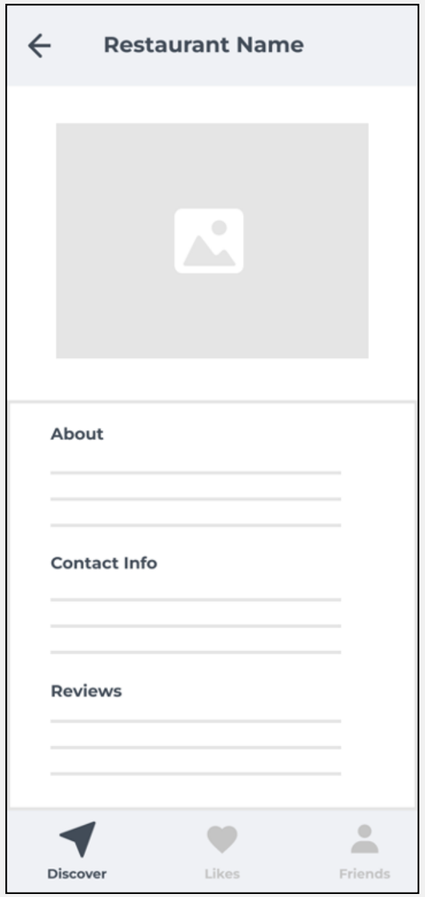
Users will be able to add friends into groups. As a group, they can swipe through restaurants together. If they both swipe right on the same restaurant, then it will be saved into a list.

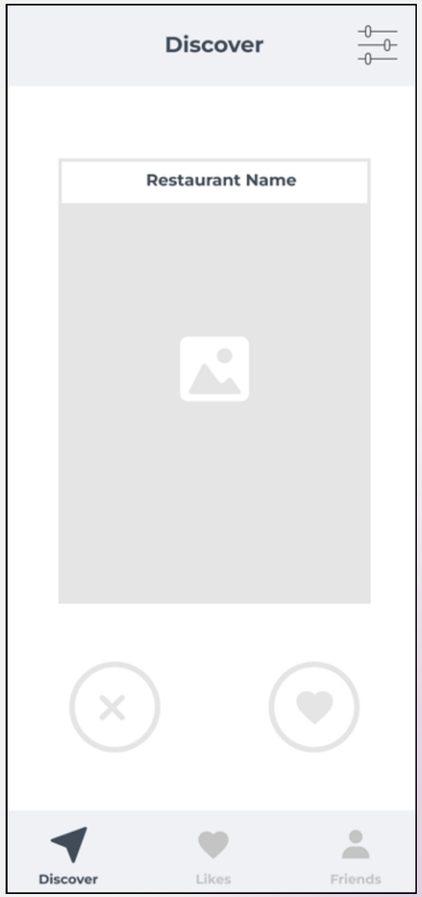
User Flow

Discover a new restaurant



Mid Fidelity





Colours

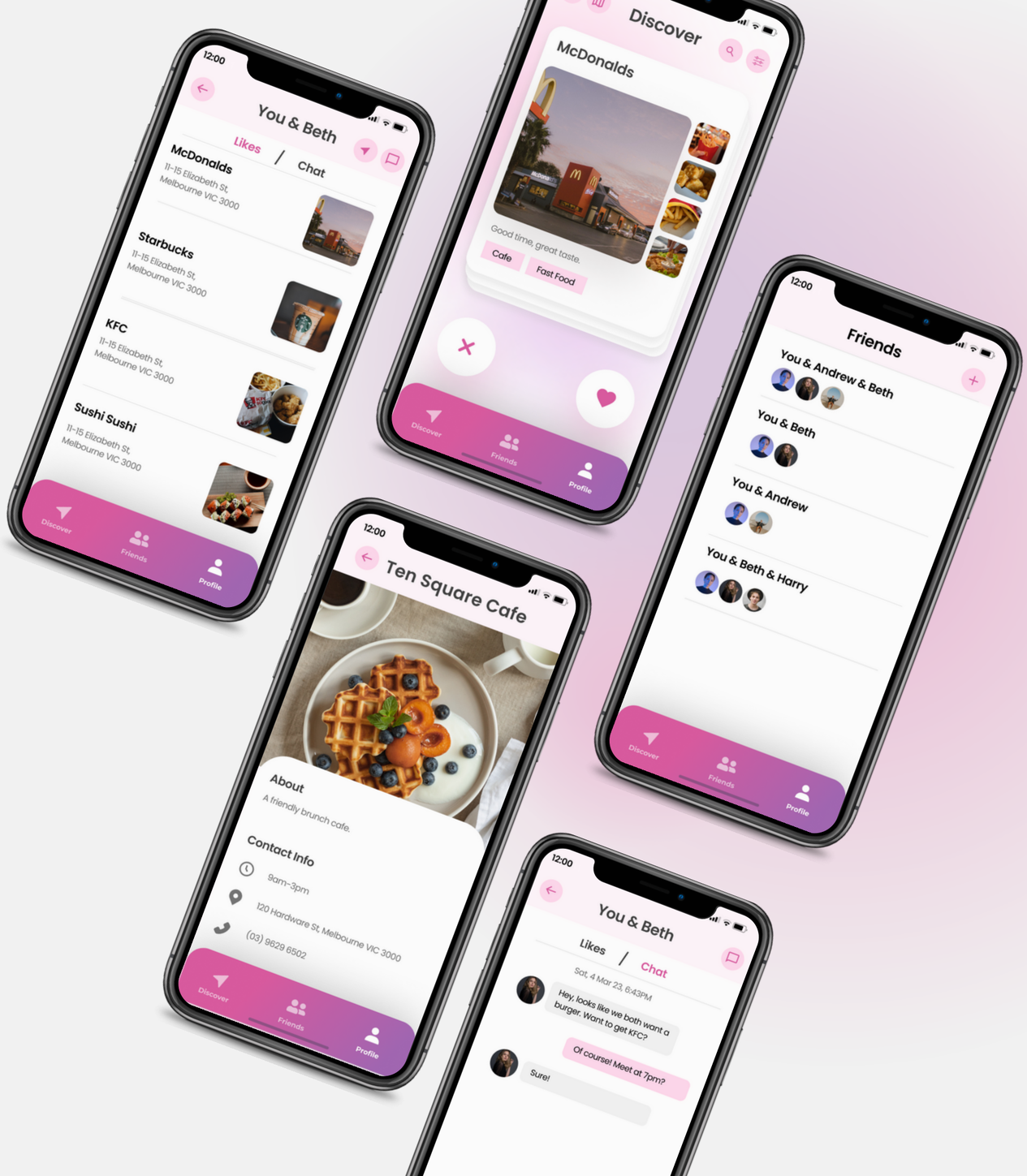
Logo

Fonts

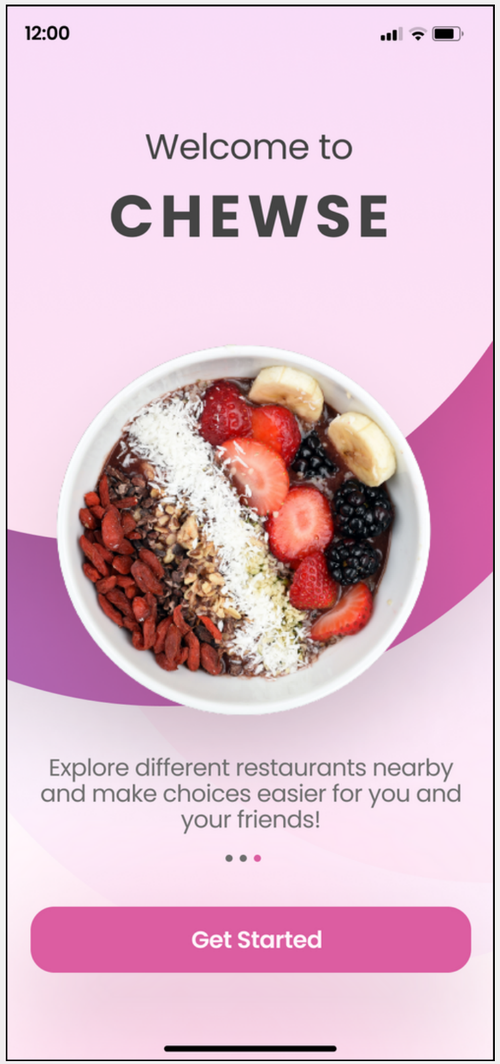
Poppins

Style Guide

High Fidelity



Welcome



Onboarding

There will be three onboarding screens outlining the benefits of the app.

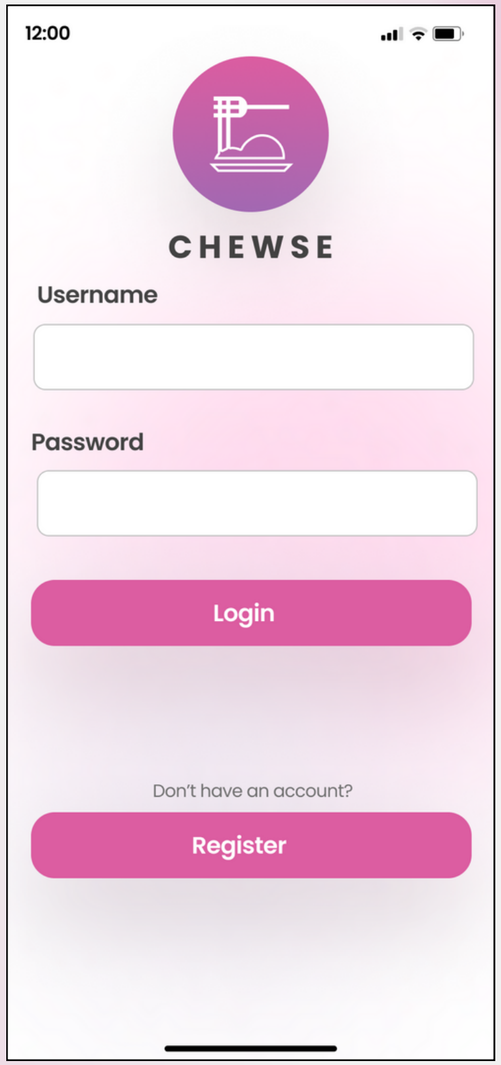
Get Started

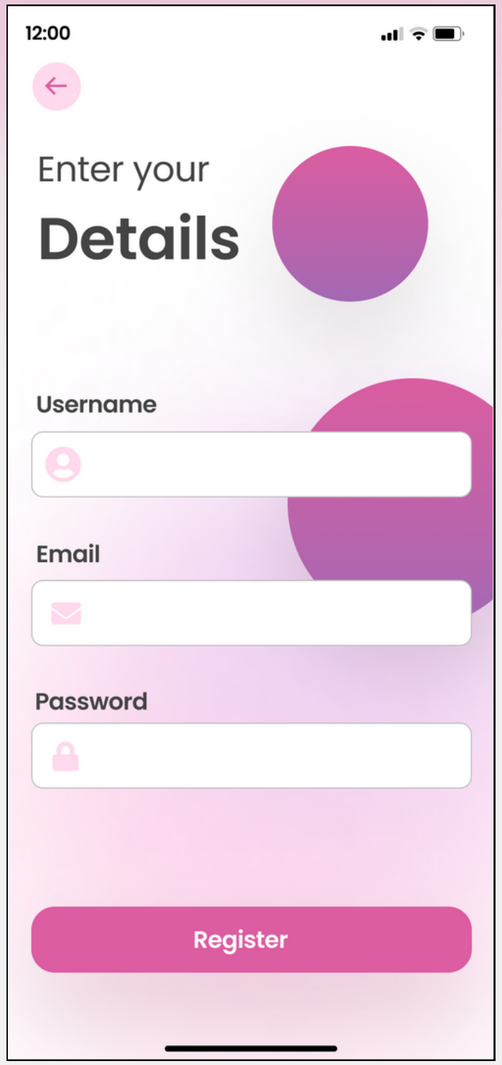
This will link to the login/register page as it allows users to get started.

Login and Register

Login

Enter username and password to login

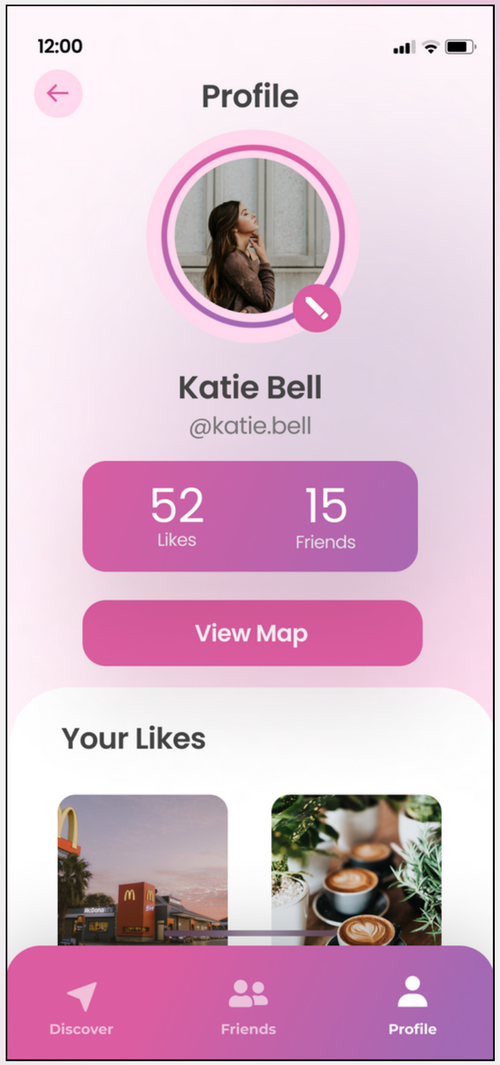




Register

Enter details including username, email and password to register

Profile



Likes & Friends

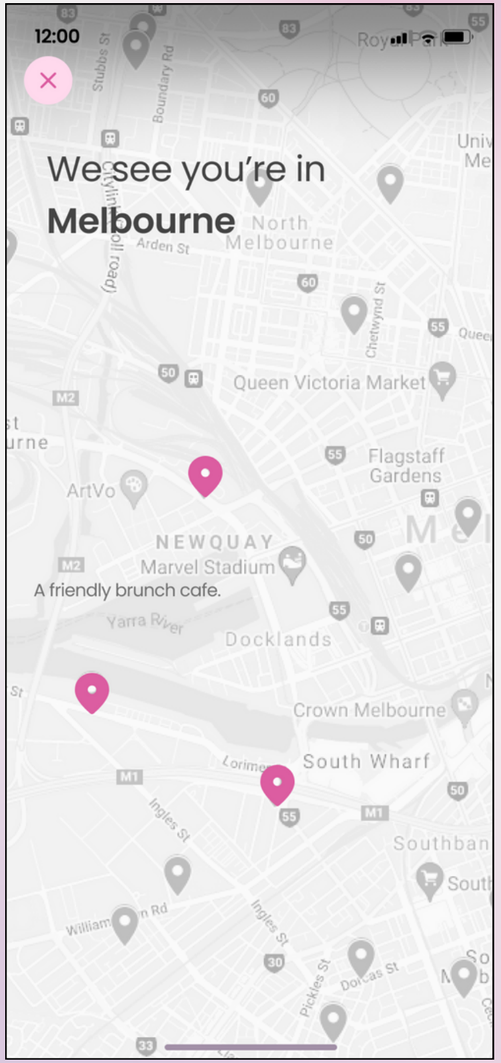
Number of likes and friends will be displayed here.

Edit Profile

Can edit user profile such as changing profile picture and adding full name.

Map

This links to the user's personal map which will display all of the user's liked restaurants



Liked Restaurant

Liked restaurants will all be displayed on the map by being highlighted.

Location

The map will show the user's exact location and nearby restaurants. There will be directions to follow in order to go places.

Map

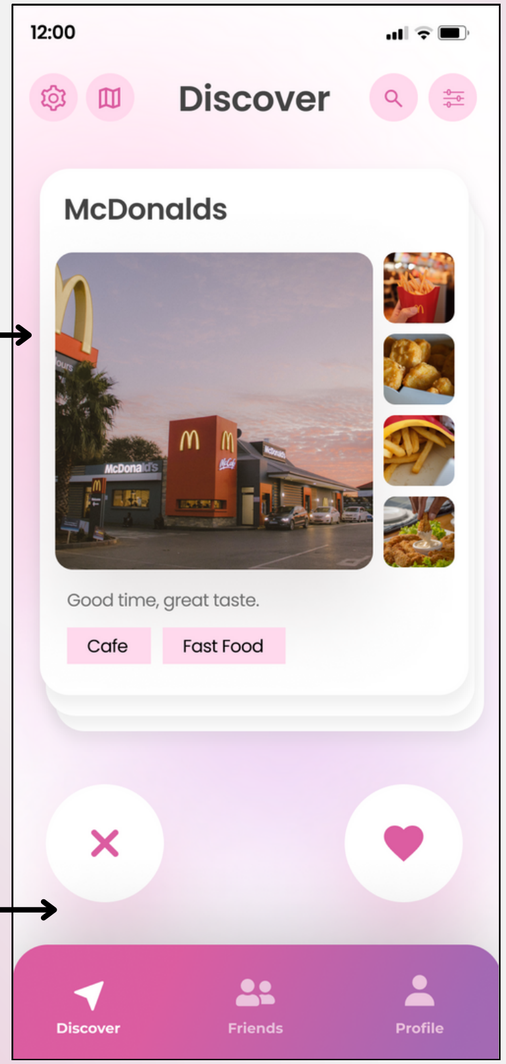
Discover

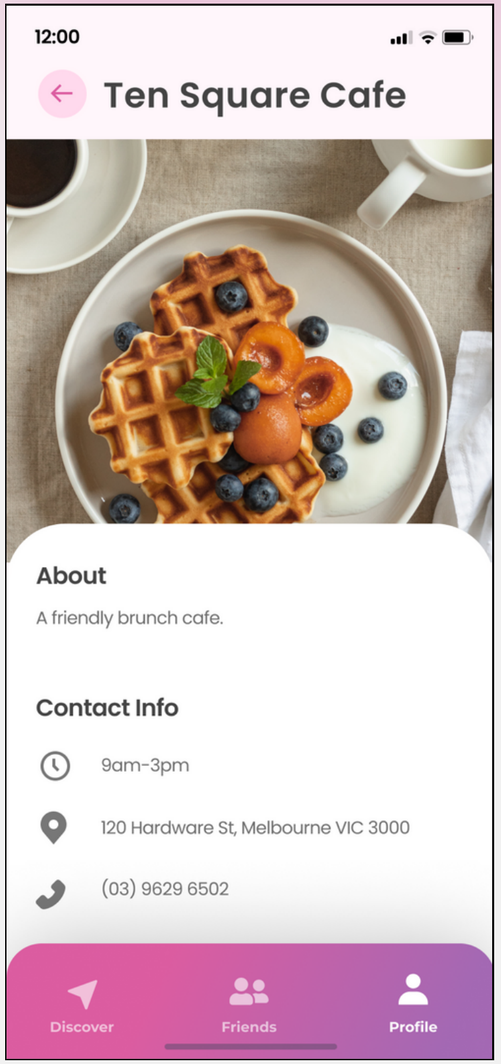
Cards

Restaurants are displayed as cards with images, category tags and a description..

Swipe

Can swipe right to like a restaurant which will be saved into a list, or swipe left to view other options.

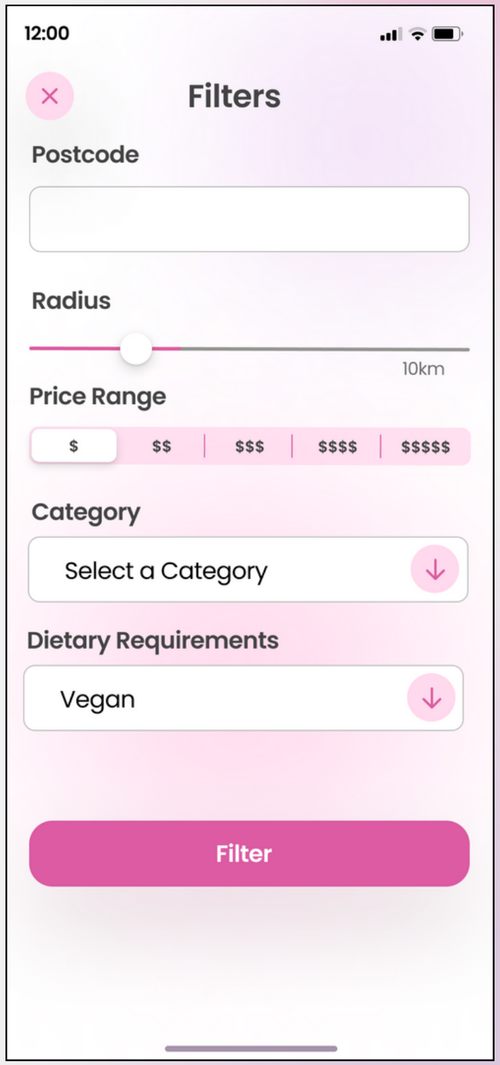




Detailed Info

Users can click on a card which will display more information about a restaurant such as times it is open, location, phone number, website and reviews.

Filters



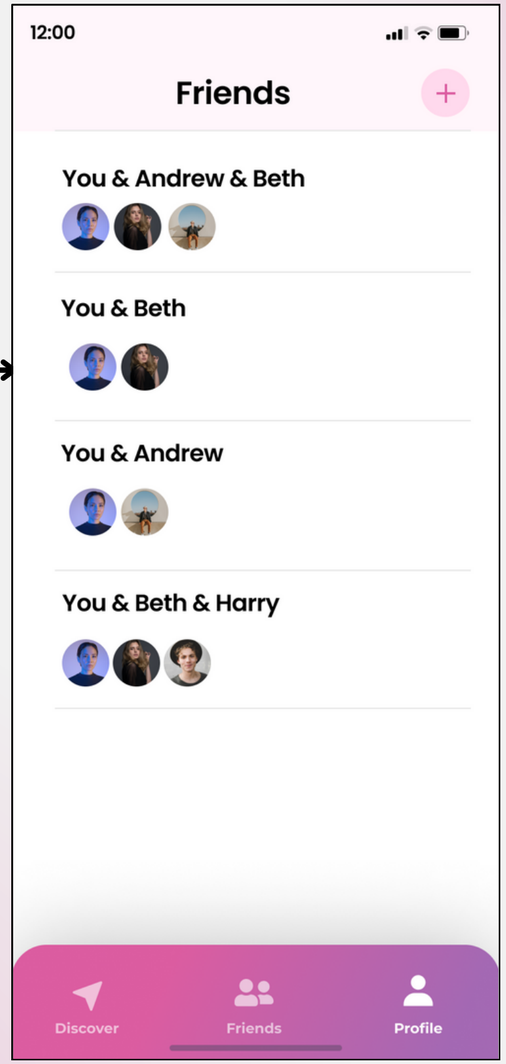
Filters

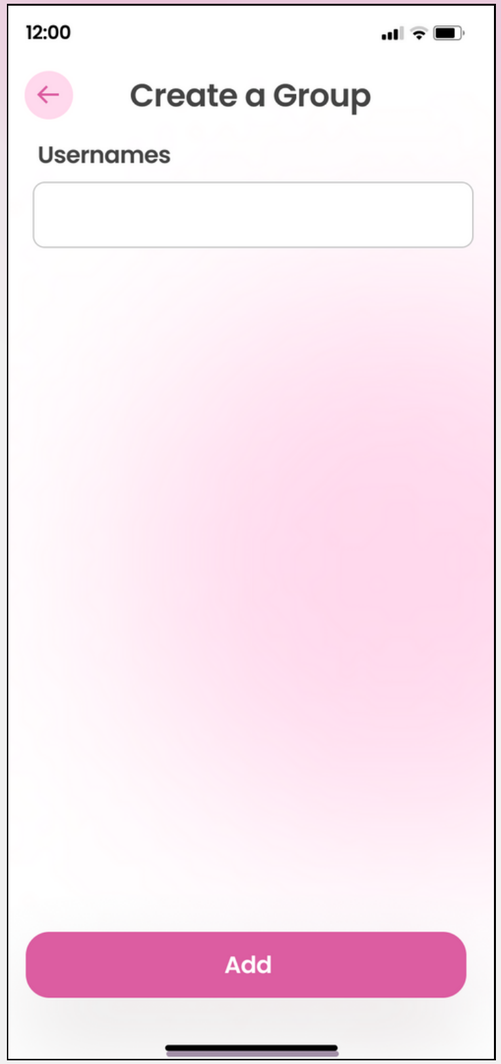
Can filter restaurant card swipe by post code, radius, price range, category, dietary requirements.

Friends

Friend Groups

Can have various friend groups

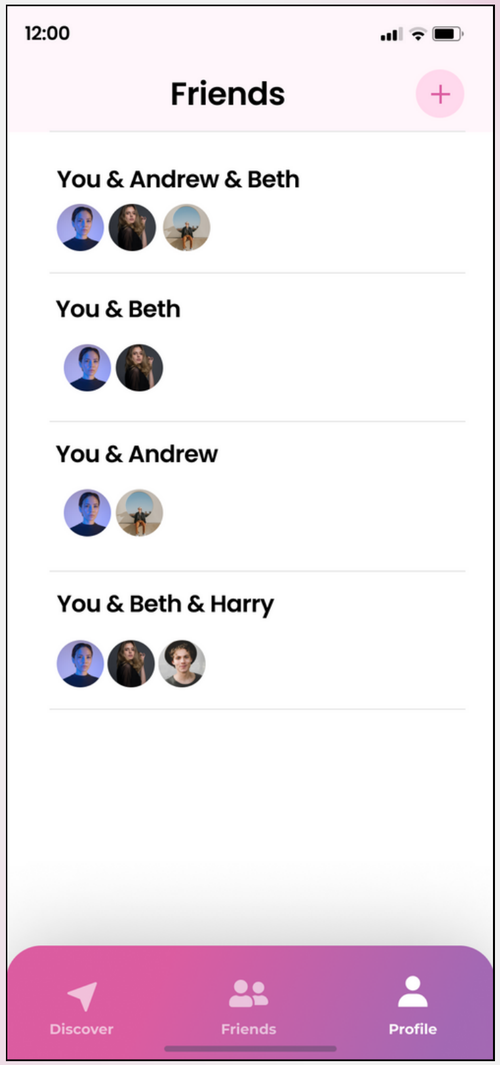


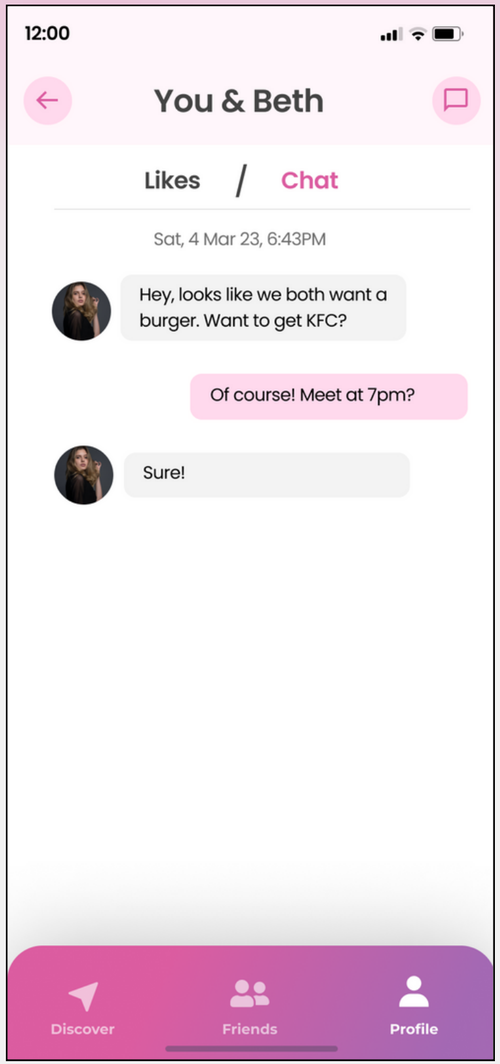


Create Group

Add usernames to create a friend group.

Friends





Likes

A list of restaurants that you and your friend both mutually like.

Chat

Can send messages back and forth to your friends

Takeaways

What went well

- Improved my UI design skills by taking inspiration and playing more with colours, shadows and styles
- Was able to conduct detailed research and obtained very useful quantitative and qualitative data

What did not go well

- It is hard to prototype the map feature in Figma, as we want to navigate around a map which limits the experience in our prototype

- Some interactions such as the swiping mechanic, I didn't know how to prototype

What could be improved

- Could interview more people to get more results, and to also get more people to participate in testing
- Could revisit our feature prioritisation and add more features that could go into the final product