Gourmet Pal

The Good Team

A sociable solution to connect travelers
with locals through food sharing

The Good Team

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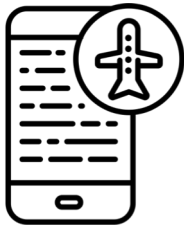
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Introduction

Design brief

How might we make it easier for consultants to get familiar with a new environment faster?

User group

Millennial solo travellers aged 18-35

Problem

Food is an important concern for travelers.

Solo travelers are sometimes **disconnected** from local food culture and local people.

No easy way exists to **make new friends** through food.

Solution

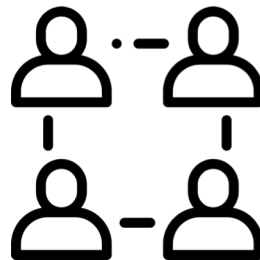A mobile platform where users can host and join social events on food
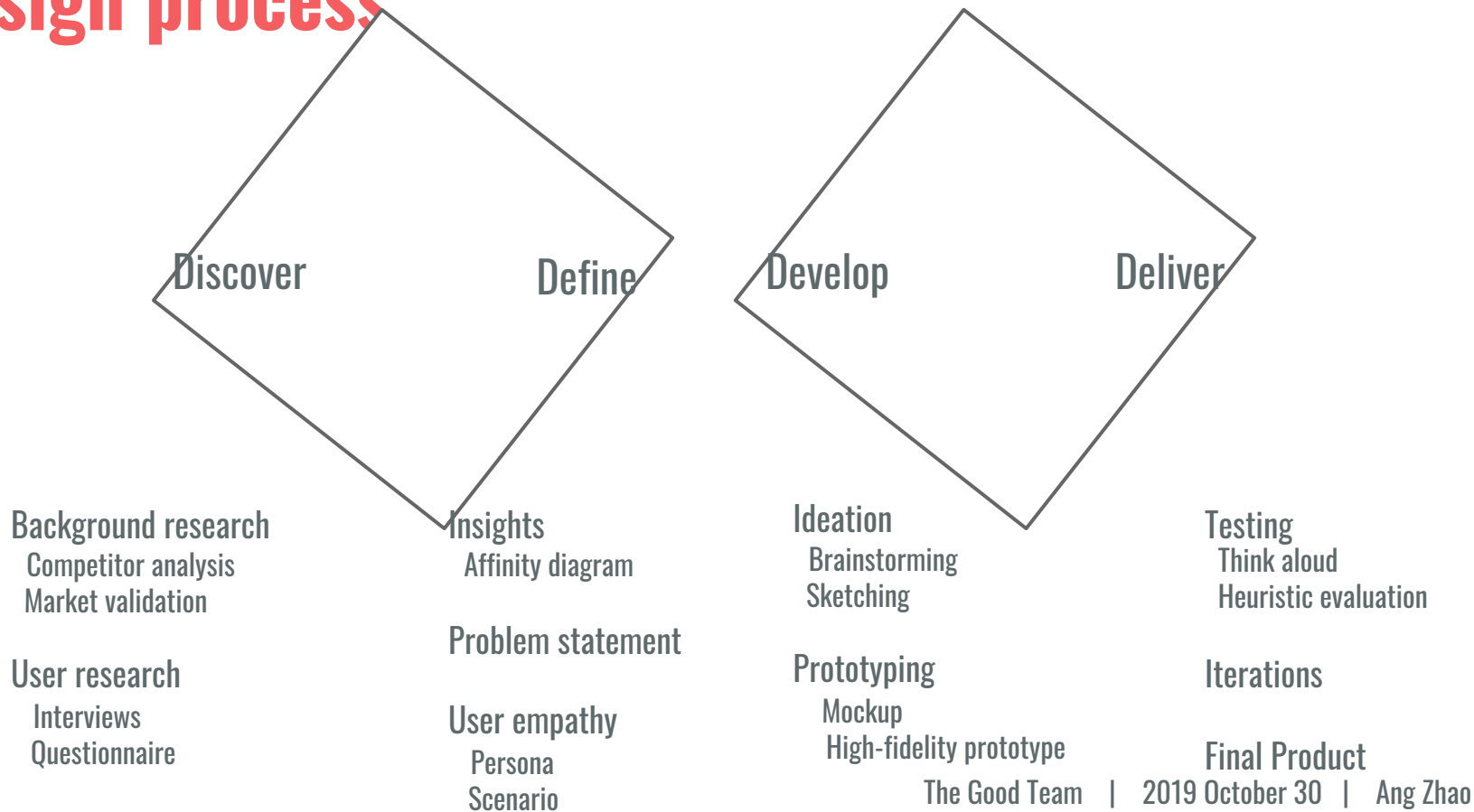

Eating

Enjoy authentic & local
approved food

Sharing

Less cost for more kinds
of food

Connecting

Make friends. Connect
travelers with local people

Design process

Discover

Define

Develop

Deliver

Background research
  Competitor analysis
  Market validation

User research
  Interviews
  Questionnaire

Insights
  Affinity diagram

Problem statement

User empathy
  Persona
  Scenario

Ideation
  Brainstorming
  Sketching

Prototyping
  Mockup
  High-fidelity prototype

Testing
  Think aloud
  Heuristic evaluation

Iterations

Final Product

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Research

Background research

76% of respondents saying sharing a meal was a good way to bring people closer together

20% of respondents said haring a meal is a rare occurrence for them

75% of respondents recognised seeing other people is the best done by sharing a meal, instead of the food itself.

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Background research

"Some People Are Going on Tinder Dates Just to Score a Free Dinner, So Be Extra Careful How You Swipe"

- MAXIM

- Some people treated dating as a way to get free food

- Being lied in a past relationship causes to be more calculated and manipulative when dating.

Background research

-   Being "ripped off" is often part of the travel experience.

-   Use food as a window to cultural diversity

-   Interaction with local people to acquire information

Background research

Competitors

In-home cook experience with locals
Cooking classes
Food tours
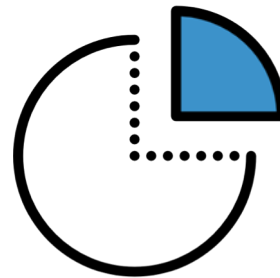
Market Gaps

- Dine out
- Local recommendations
- Social features
- Mobile apps

User research summary

Methods

Interviews:

7 interviewees

Questionnaire:

47 responses

Needs

Making friends

Broadening the horizon

Acquiring Information

Problems

Cost

Diet taboos and allergies

Others' personalities

Concepts

Ideation- Brainstorming
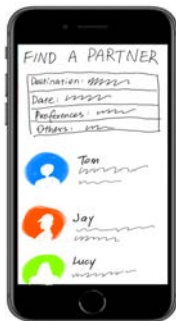
Find travel partner before trip

Smart accommodation recommendation

Legit local food experience

Find travel buddies during trip

Rating system
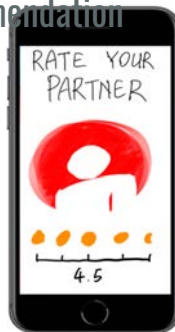
Share to save

Choice of solution

Legit local food experience

Share to save

Share the bill
&
Experience authentic
food

Needs and features

Needs		Features
Restaurants related information	➡	Post
Know partners' information Dietary preference	➡	Match
Alternative payment methods	➡	Split pay online
User evaluation and credit	➡	Rate

Revenue model

Advertising

We provide advertising services and get promotion fees from restaurants.

Commision

We will take 5% commision fee on online transactions of food events.

Competitive advantage

Unique mobile solution

New social experience through eating out

Access and keep in touch anytime and anywhere

Ease of use

Geographical-based app

Search by filters, explore events nearby and match by swipe

Profiles

Detailed user profiles of food facilitate communication and coordination

Scenarios

Persona

Jonathan Lee
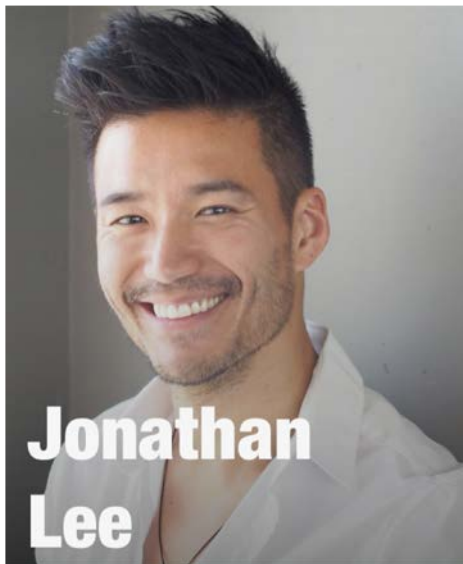
Background

Businessman

Busy work

Outgoing personality

Frustrations

No travel time

Stuck on same social circle

Hide emotions during business dinners

Goals

Avoid business dinner

Know different people

experience more culture

Persona

Charlotte Walker

Background

Designer

Work inspirations

Love fancy food

Frustrations

No company

Hard to try local food

Too shy to talk with strangers

Goals

Meet local people

Experience local food

Storyboard
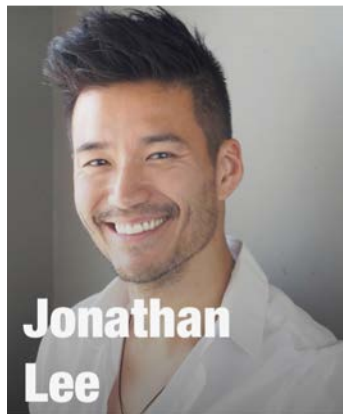
Post
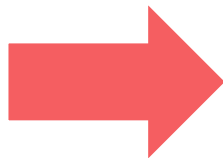
Explore
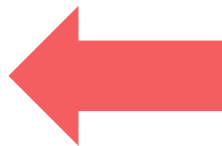
Gourmet Pal

host

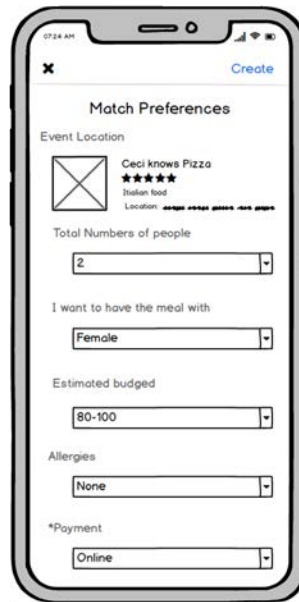Shanghai

Match

traveller

Sydney

Pay & Rate

Prototype

Wireframe- key pages showcase
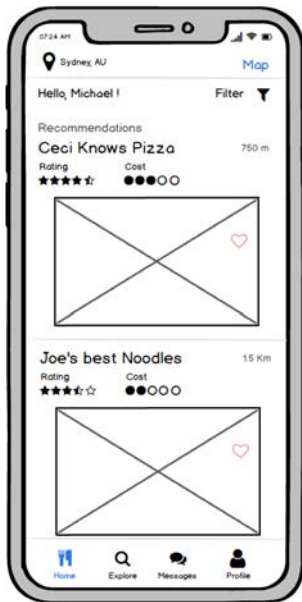
Explore
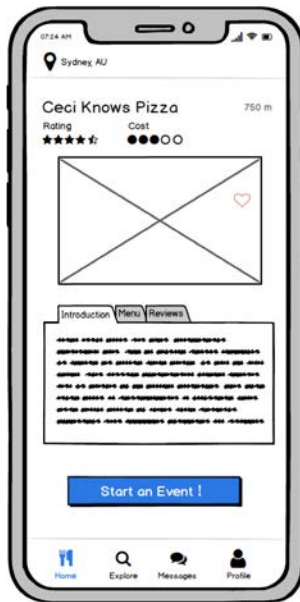
Post

Match
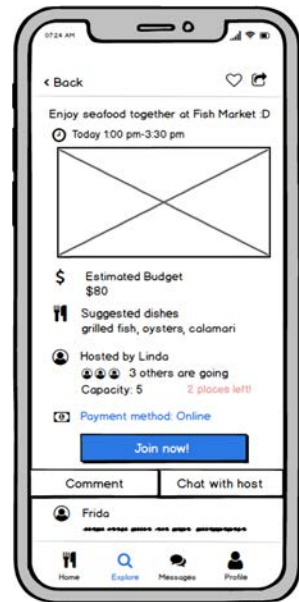
Join
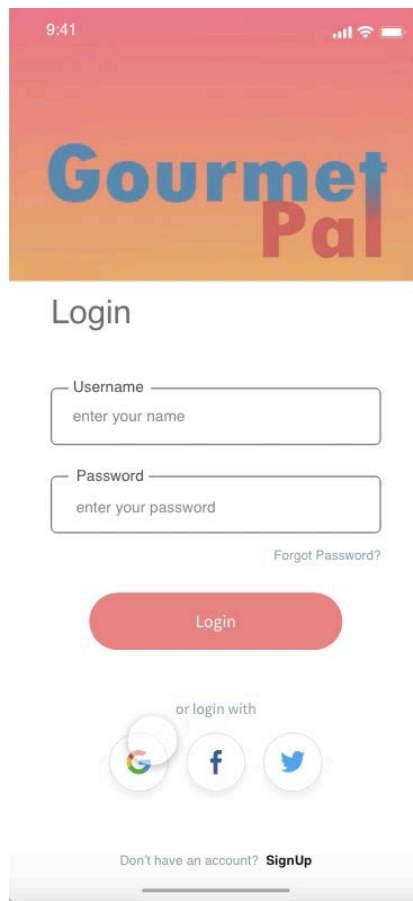
Mockup
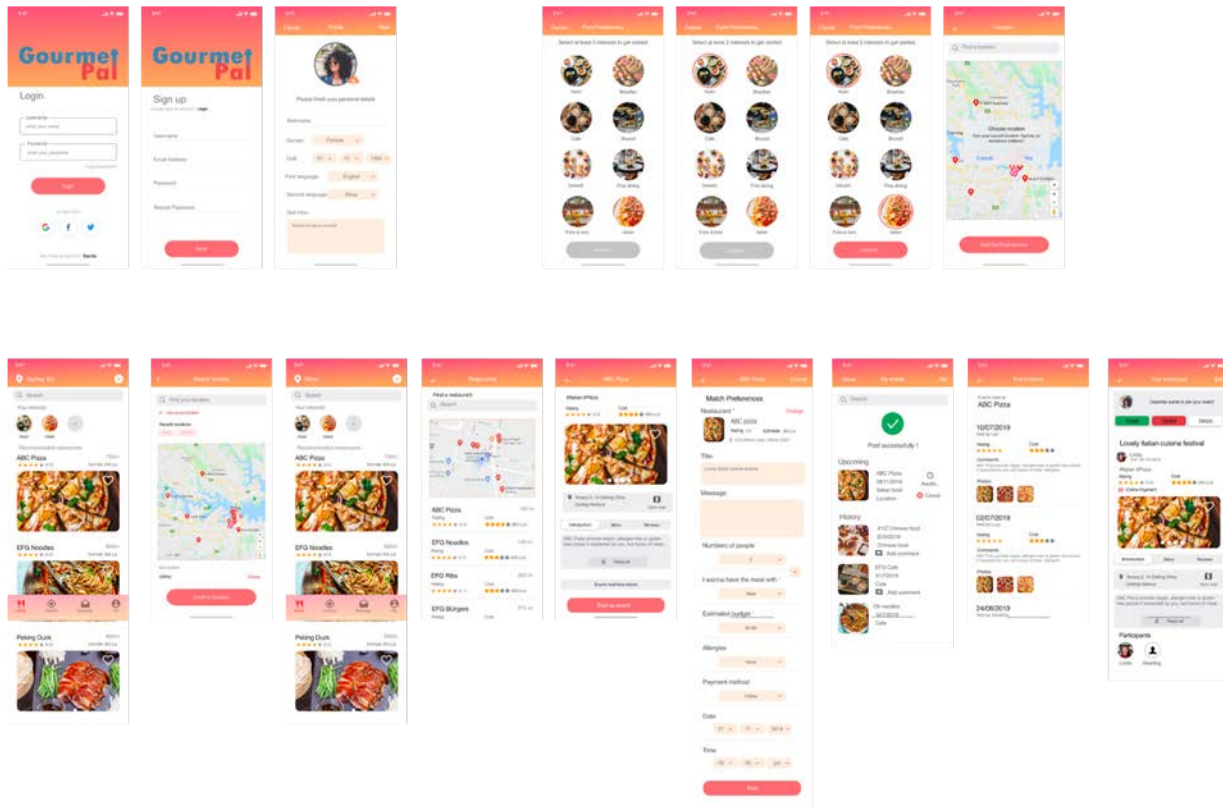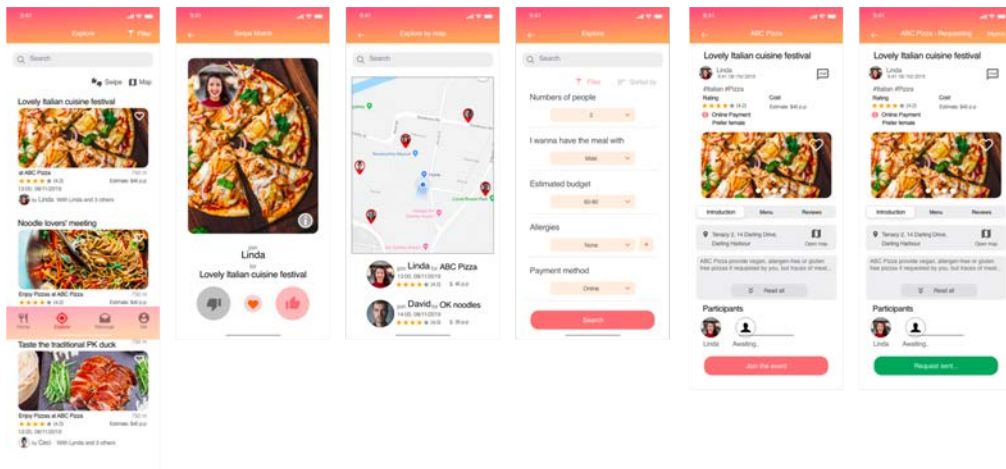
Mockup

Prototype showcase

Video: https://youtu.be/F0whraUtX08

Prototype link in appendix

User tests and evaluation

Think aloud

2 Participants

Heuristic evaluation

2 Participants

User observation, interviews and SUS

2 Participants

User tests and evaluation

Think aloud

Show the user's destination on live map

Make clear the "set up a table" action for the user

Add multiple event time selection

Make match preferences changeable

Modify "my event" page more

User tests and evaluation

Heuristic evaluation

Necessary text annotations

Feedback after operations

Simplification of use

Secondary functions

Unification of style and colours

User tests and evaluation

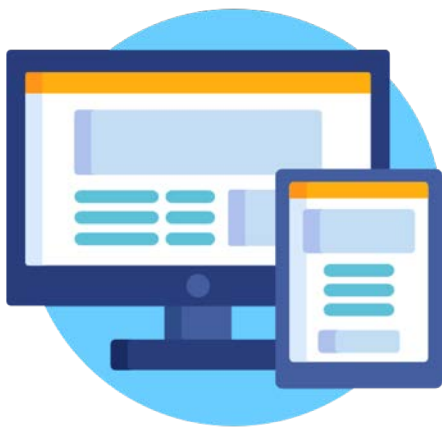Recategorize food preferences

Clear entry of key functions

Consistency in color

User observation and
System Usability
Scale (SUS)

Iteration 1-evolution summary

Improving details and consistency in design

Requiring more logical profile information

Choosing at least two food preferences

Enabling more accurate location selection

Iteration 2 - evolution summary

Enhancing social features

Add function of "Swipe match"

Remove online order function

Final product
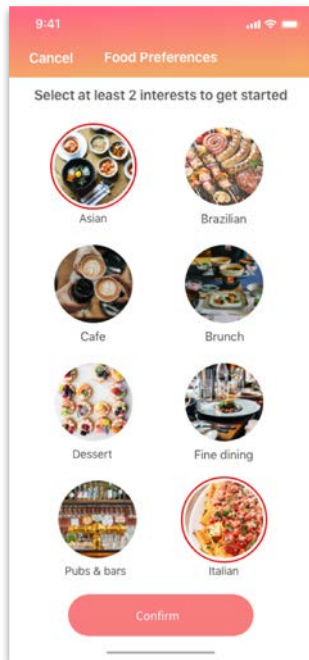
Branding

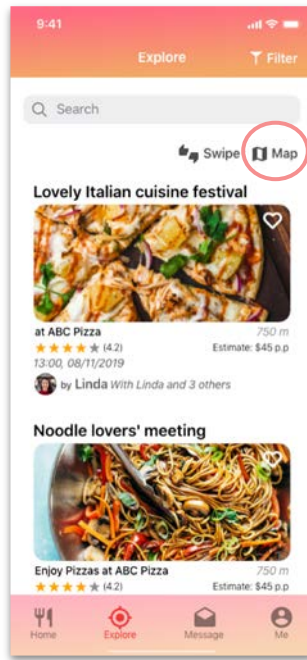Colour palette: Red and yellow, the chief's choice

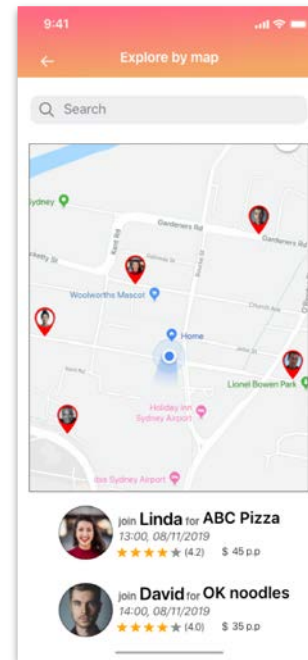Logo design: reflects theme, blending blue increases contrast and freshness

Explore food events

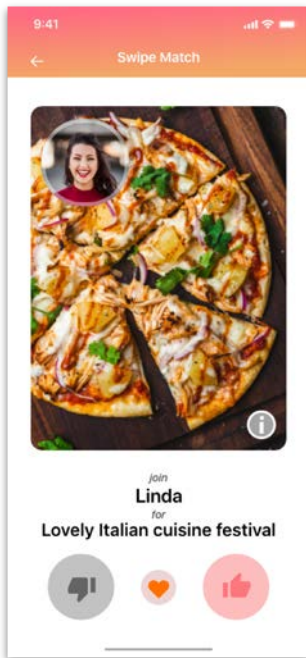Users choose their food preferences when registering

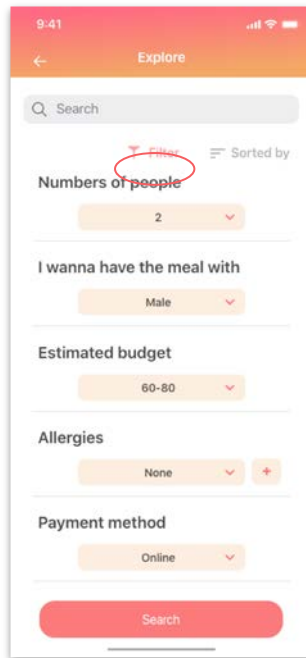System recommends food events according to the chosen food preferences

Users can also explore food events nearby directly in a visual way on the map.

Match and join it

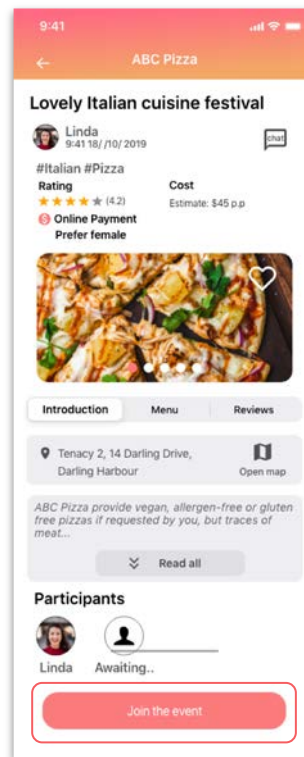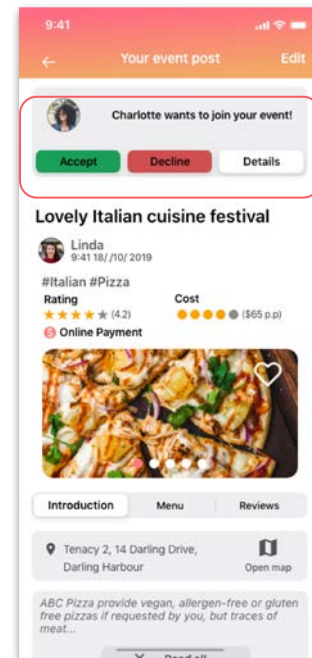Users can simply match the event and host interested by swipe left for dislike and right for like.

Users can use filters to enter detailed requirements and search for events that match their needs.

They can view the details of the event and choose to join if they are interested and satisfied with it.

The host will receive the notification and finalise the matching procedure by deciding to accept or decline.

Communication before the event
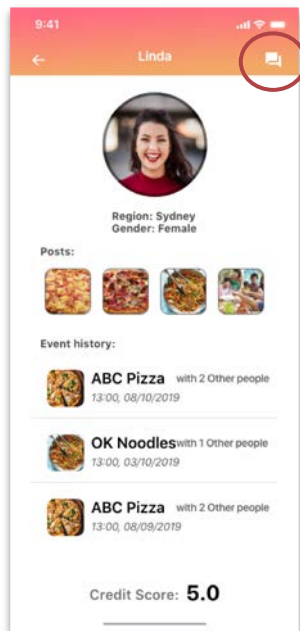
Users can view others' profile and have private chat through the chat icon.

Hosts and people interested in the event can have private chat before the event to know more about each other.

Users will receive notifications in "Messages" when they receive other's message.

Online payment and rating
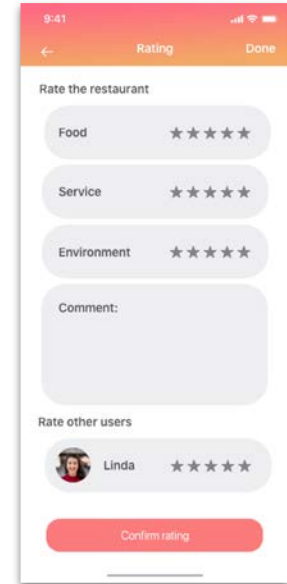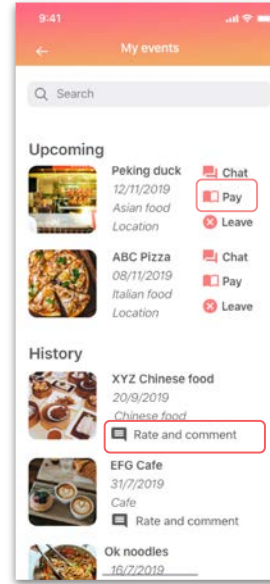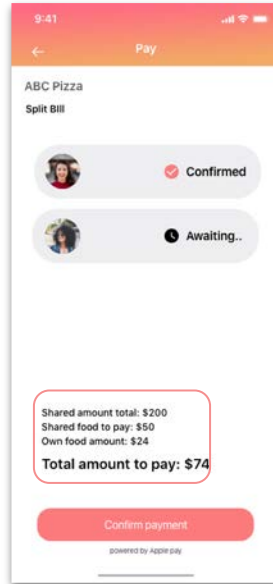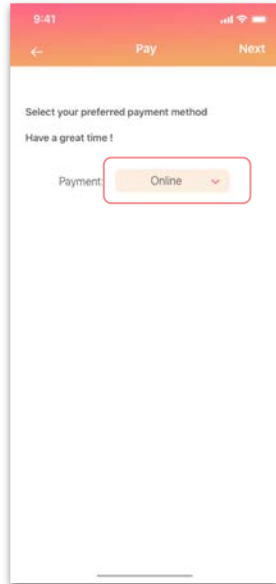
Users can have alternative payment method of online transaction to facilitate split pay.

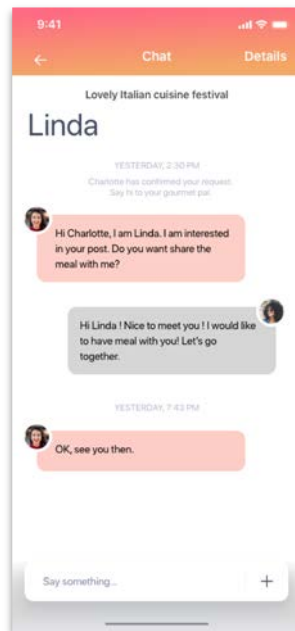Users can easily split bill by entering shared amount and own food amount.

In "my events" page, users get entry to chat, payments or leaving the events. In history, they can rate past events experience and other users.

The host will receive the notification and finalise the matching procedure by deciding to accept or decline.

Concept pitch video

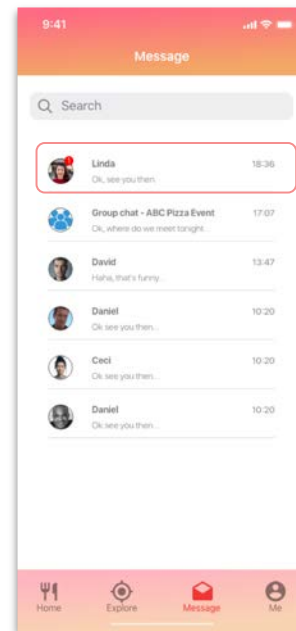Thank you !

Appendix

References

Connolly, J. D. (2018, May 16). Colors that Influence Food Sales. Retrieved from https://jenndavid.com/colors-that-influence-food-sales/

Dunbar, R. I. (2017, March 11). Breaking Bread: the Functions of Social Eating. Retrieved from https://link.springer.com/article/10.1007/s40750-017-0061-4

Hrysomallis, C. (2019, September 6). Tourists often pay more than the locals. Is that fair? Retrieved from https://www.abc.net.au/life/is-it-reasonable-to-pay-tourist-prices-when-travelling-overseas/11395356

Pinsker, J. (2019, July 17). When One Person on a Date Is Just There for the Free Food. Retrieved from https://www.theatlantic.com/family/archive/2019/07/dating-free-food/594070/

Sarah, A. A. (2017, September 26). 7 Ways to Travel Local in a Foreign Country. Retrieved from https://www.nationalgeographic.com/travel/features/find-authentic-experiences-local-travel-tips/

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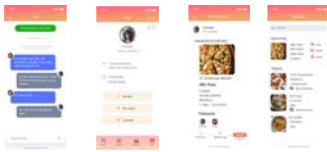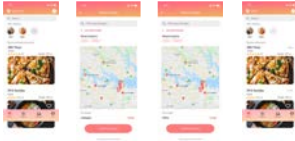
Moodboard

Think Aloud(1/2)

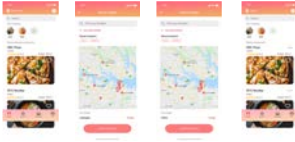| User goal	Task interface part	Location verbal protocol
1. Suppose this is the first time you use this app, set up account information and choose "Asian", "Italian" and dessert as your interests.		I like to select the categories that I may be interested in.
2. Suppose your location is "Sydney, AU", set your location as "Ultimo".		Oh where is the location, oh I see. I can tell many ways to find my destination. Using current locations ? oh "Ultimo is in recent locations" it is convenient. Oh do I change it successfully? I wish to show my destination in the map, but the text notification is also important.
3. Suppose you are a host, select "ABC pizza" as your destination, start an event within the restaurant's information page.		I like the scrolling, even listed by distance related to my setting location. I like the "start an event" button, it is clear and obvious.
4. Suppose you are a host, enter your match preference and post an event.		I would like to add more preferred time for my gourmet pal to join my event.
5. Suppose you are a traveller, you are interested in Charlotte's event, join in this event in detailed page.		I like the post's card, just like to choose a invitation card.

Think Aloud(1/2)

User goal	Task interface part	Location verbal protocol
6. Suppose you are a host, you have received the application from a traveller (Linda), confirm this application.		I like to select the categories that I may be interested in.
7. Suppose you are a host, you want to check the booking event's information.		Oh where is the location, oh I see. I can tell many ways to find my destination. Using current locations ? oh "Ultimo is in recent locations" it is convenient. Oh do I change it successfully? I wish to show my destination in the map, but the text notification is also important.
8. Suppose you and your gourmet pal have had a great meal, online order to get "traditional pizza" as shared, online order "meat lover" as own, and pay for that.		I like the scrolling, even listed by distance related to my setting location. I like the "start an event" button, it is clear and obvious.

Think Aloud(2/2)

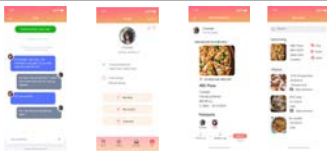| User goal	Task interface part	Location verbal protocol
1. Suppose this is the first time you use this app, set up account information and choose "Asian", "Italian" and dessert as your interests.		Choose at least 2 interests… Asian food and Italian, I like this layout. Oh, the button is active, click, successful !
2. Suppose your location is "Sydney, AU", set your location as "Ultimo".		Sydney, Australia, I guess I can get the location settings through this button. Switch my current location to ultimo, do I need to search ? Or just tap the "ultimo"button? Ok, I see (click "Ultimo" button), yes, the location has changed into Ultimo.
3. Suppose you are a host, select "ABC pizza" as your destination, start an event within the restaurant's information page.		Before I choose a restaurant to start my event, I would like to know some basic information about the restaurant. ok, I can see a "start an event" button, I think is this one. (click "start an event").
4. Suppose you are a host, enter your match preference and post an event.		Choose preferences… yes, I believe the "post" button is working for the post function.
5. Suppose you are a traveller, you are interested in Charlotte's event, join in this event in detailed page.		(Tap the gray area), I think this part is clickable to get into event detail page, I can see a the "join the event" button. (tap the red button), oh, it turns green. I think it is successful.

Think Aloud(2/2)

User goal	Task interface part	Location verbal protocol
6. Suppose you are a host, you have received the application from a traveller (Linda), confirm this application.		The little red circle means new message I believe. I am not very sure about the function of the top button, maybe it is for confirm.
7. Suppose you are a host, you want to check the booking event's information.		Oh go back , where is the event's information? Maybe in "me"... "my events"(tap "my event"), yes I got it. And I can notice the status I am in, good.
8. Suppose you and your gourmet pal have had a great meal, online order to get "traditional pizza" as shared, online order "meat lover" as own, and pay for that.		Online order (tap the "online order" button), share "traditional pizza" and "meat lover" for myself. Yes, got it. Cool , I think I have completed this task. (screen shows green tick)

Heuristic Evaluation   *Notes sheet*

Heuristic	Is the heuristic violated? How?	Severity
1. Visibility of system status The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.	Not Violated. Food and meeting features indicate the main purpose of the App.	0
2. Match between system and the real world The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.	The logic is good. Some icons need to be changed to match users' common sense. If can't, add text label.	1
3. User control and freedom Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.	Free to create, join or leave an event, during the user is currently in an event.	1
4. Consistency and standards Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.	The design of the App follows ios 13 guidelines	0
5. Error prevention Even better than good error messages is a careful design which prevents a problem from occurring in the first place.	No error is found during the user test	0
6. Recognition rather than recall Make objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.	Most of the buttons have reasonable icons to represent, but some of them could be misunderstood by the user, can be replaced by words	1
7. Flexibility and efficiency of use Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.	A first time user might need time to get used to the App. Better add some multiple accesses to create/explore events	1
8. Aesthetic and minimalist design Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.	The colour combination makes me want to eat, but some spacing and edit need to get refined.	1
9. Help users recognize, diagnose, and recover from errors Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.	The App is almost error- free. Buttons only show up when they do have further steps	0
10. Help and documentation Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.	A short instruction can be added	1

Heuristic Evaluation *Notes sheet*

Heuristic	Is the heuristic violated? How?	Severity
1. Visibility of system status The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.	The 4 main tabs at the bottom screen provide users clear status. Notifications for new messages need to be clear.	0
2. Match between system and the real world The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.	The people who post the event should also have the right to accept or decline other users who want to join.	1
3. User control and freedom Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.	In the post event pages, the suer needs more freedom to provide more information about the event.	1
4. Consistency and standards Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.	ios 13 platform conventions are followed	0
5. Error prevention Even better than good error messages is a careful design which prevents a problem from occurring in the first place.	not violated	0
6. Recognition rather than recall Make objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.	Lack of visible feedback after the user's operation. The user needs text or animation to tell what have been done. eg. post/join an event, join a group chat.	2
7. Flexibility and efficiency of use Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.	the product is novice- friendly. Some kind of first time guidance can be added but adobe XD can't do that	0
8. Aesthetic and minimalist design Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.	Lack of visible feedback after the user's operation. The user needs text or animation to tell what have been done. eg. post/join an event, join a group chat.	1
9. Help users recognize, diagnose, and recover from errors Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.		0
10. Help and documentation Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.	Lack of visible feedback after the user's operation. The user needs text or animation to tell what have been done. eg. post/join an event, join a group chat.	1

System usability scale-Notes Sheet 1

#		1	2	3	4	5
1	I think that I would like to use this system frequently.				√	
2	I found the system unnecessarily complex.	√				
3	I thought the system was easy to use.					√
4	I think that I would need the support of a technical person to be able to use this system.	√				
5	I found the various functions in this system were well integrated.					√
6	I thought there was too much inconsistency in this system.		√			
7	I would imagine that most people would learn to use this system very quickly.				√	
8	I found the system very cumbersome to use.	√				
9	I felt very confident using the system.					√
10	I needed to learn a lot of things before I could get going with this system.	√				

Calculation: odd number question, subtract 1; even number questions: subtract from 5. Sum up the values and multiply by 2.5.   Total score: 92.5

System usability scale-Notes Sheet 2

#		1	2	3	4	5
1	I think that I would like to use this system frequently.			√		
2	I found the system unnecessarily complex.		√			
3	I thought the system was easy to use.					√
4	I think that I would need the support of a technical person to be able to use this system.	√				
5	I found the various functions in this system were well integrated.				√	
6	I thought there was too much inconsistency in this system.	√				
7	I would imagine that most people would learn to use this system very quickly.				√	
8	I found the system very cumbersome to use.		√			
9	I felt very confident using the system.				√	
10	I needed to learn a lot of things before I could get going with this system.	√				

Total score: 82.5

User observation summary

Tasks:

1. Sign up by email
2. Explore events and join an event
3. Post an event
4. Order and make payments

Key errors and insights:

Certain categories of food preferences are confusing and overlapping

Cannot find entry of order and online payment

The color of message bubbles are a little bit inconsistent with the whole app

First Iteration - Set profile

Newly designed profile page for users to set the profile. The latest version is more logic for ursers to fill.

First Iteration - Set preferences
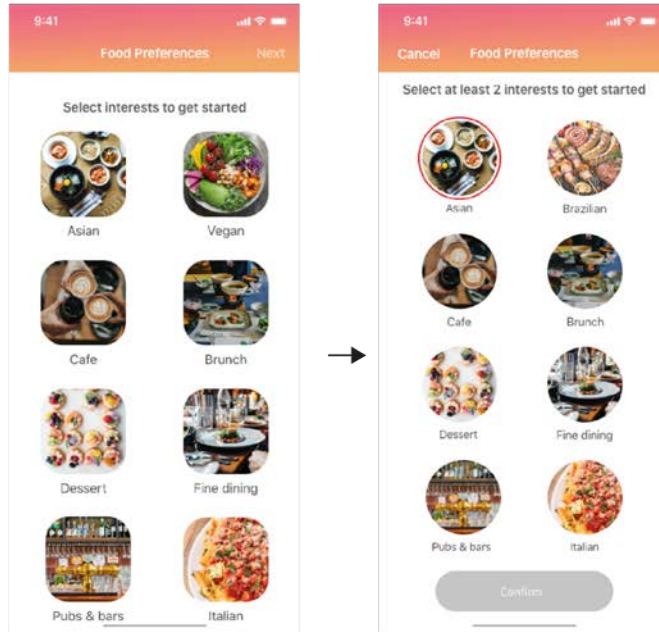
Refined preference settings. Now we ask users to choose at least 2 preferences to get started

Changes after iterations
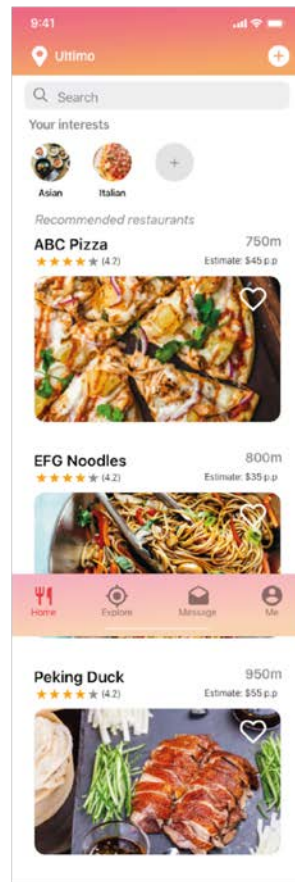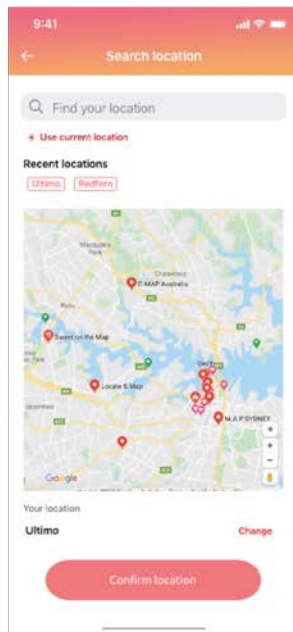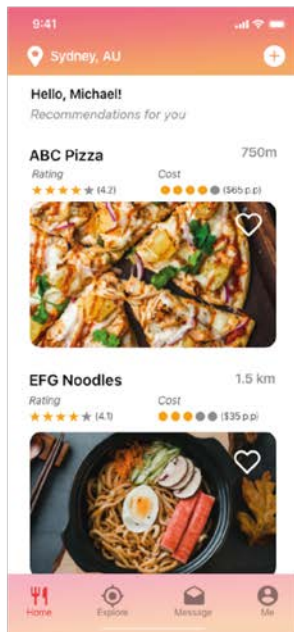
Newly designed Home page for users to choose restaurants and post new events. A more accurate location can be set and users' interests can be edited at anytime. And also the editing of the total interface has been slightly modified.

First Iteration - Post an event
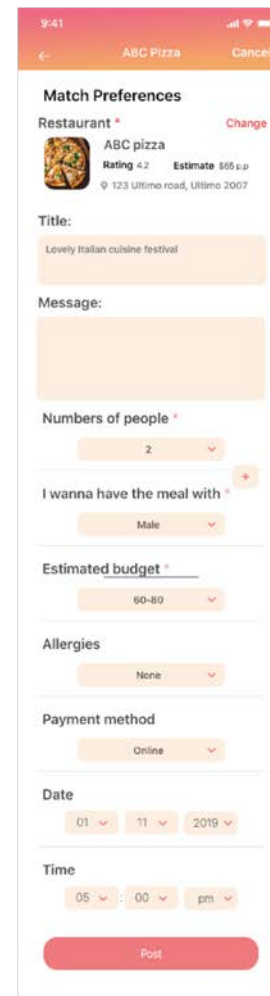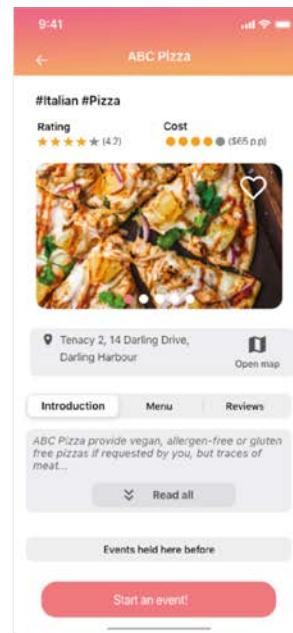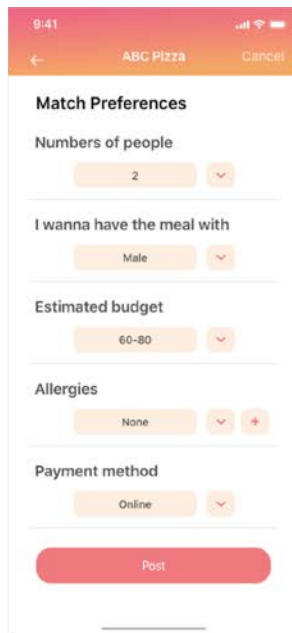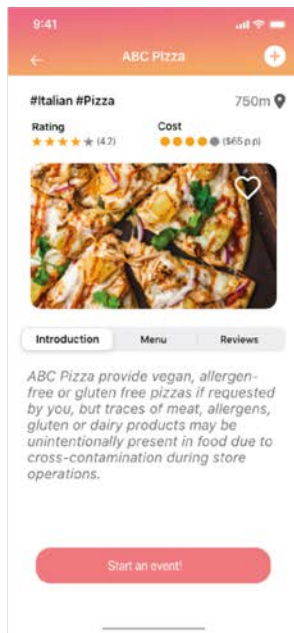
The sub page under the 'Home' tab has been refined. Added more infomation about the restauratn, and more free-dom to edit and personalize the pose details.

First Iteration - Explore page
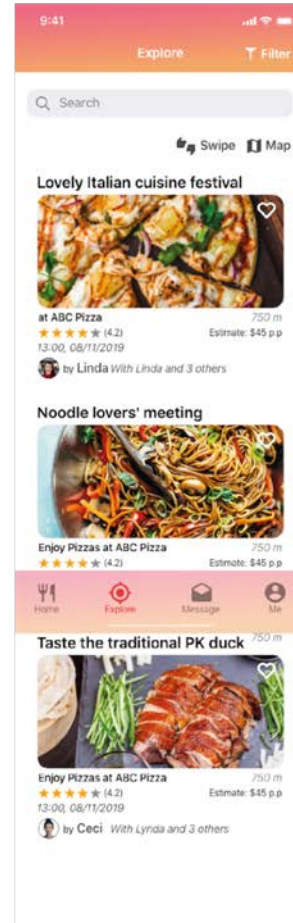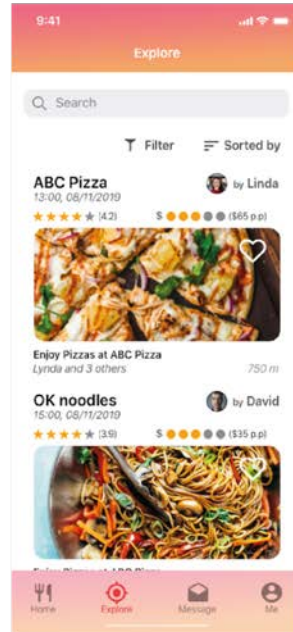
The Explore page and the filter for users who want to join others' posts has been refined as well. Event name can be set for the user who posted it. Some interfaces have been simplified. At the filter page
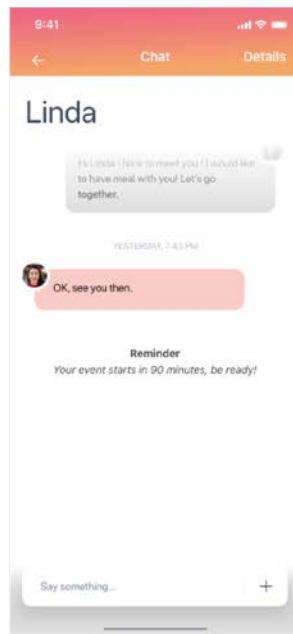
First Iteration - Join an event
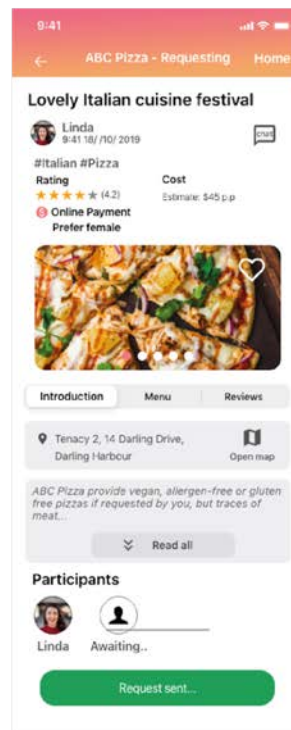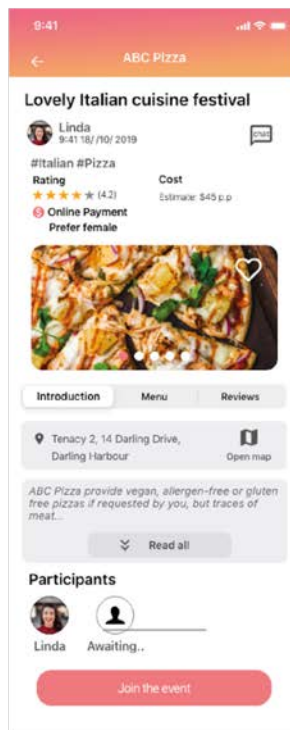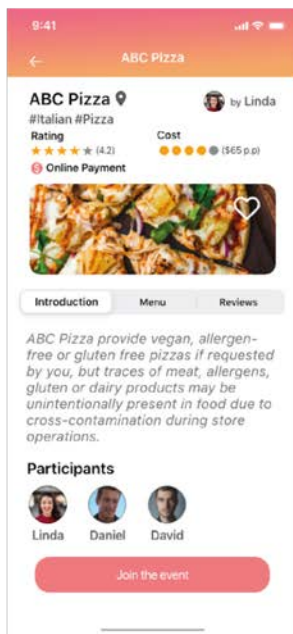
We have refined the 'join the event' page (a sub page under the 'explore' tab). Added more details in the page incude address and chat button. And also, after press the 'join' button, 'request sent' wil appear.
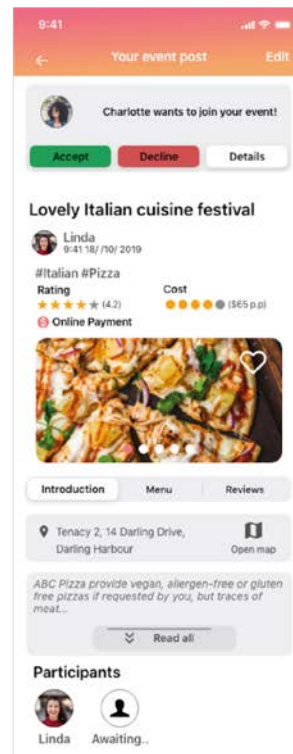
Changes after iterations

Second Iteration - Newly added features
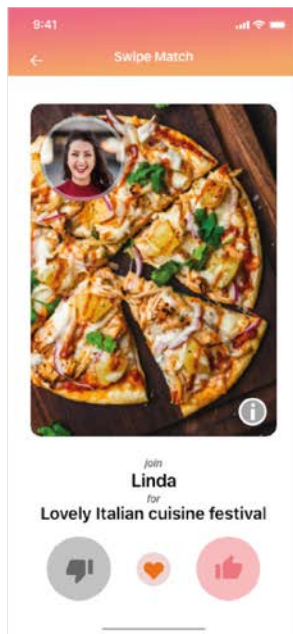
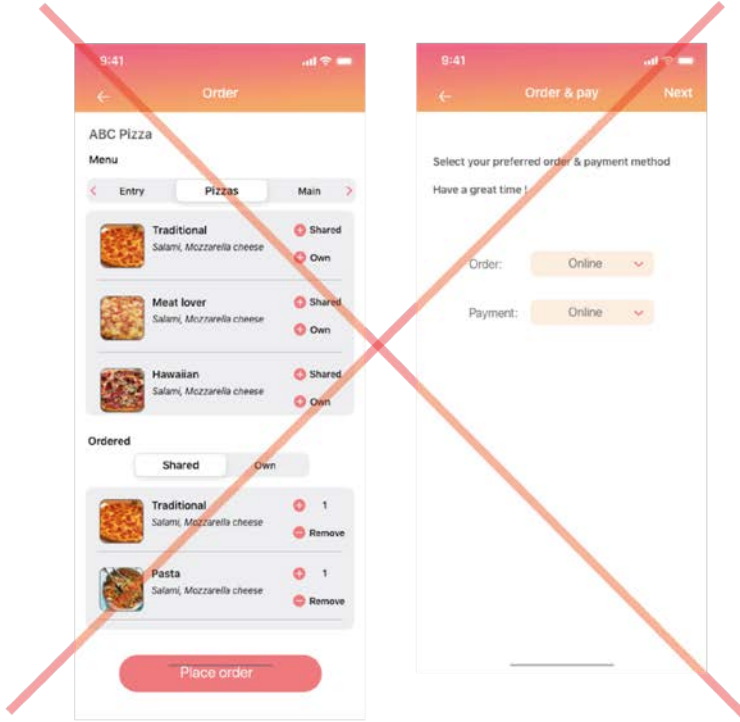New social feature: Swipe to match

Notifications before the event

provide host the freedom to decide accept or not
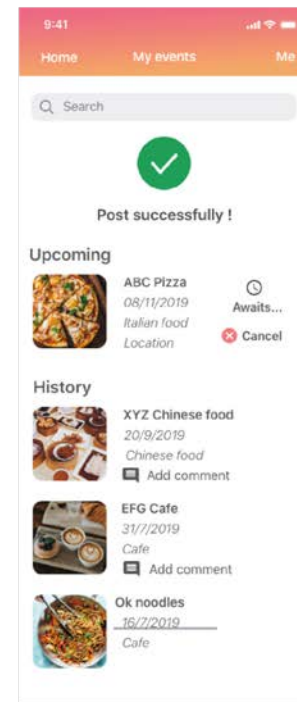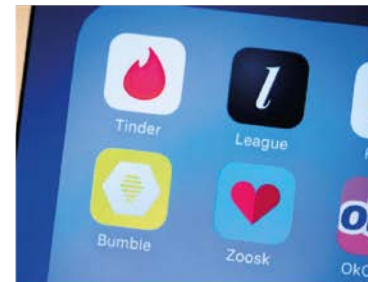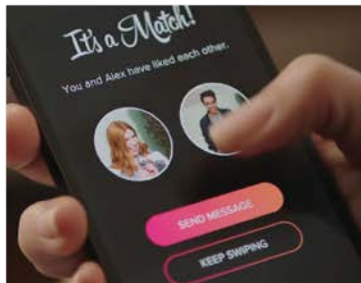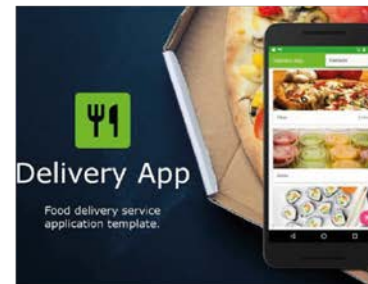
Feedback to users' operations

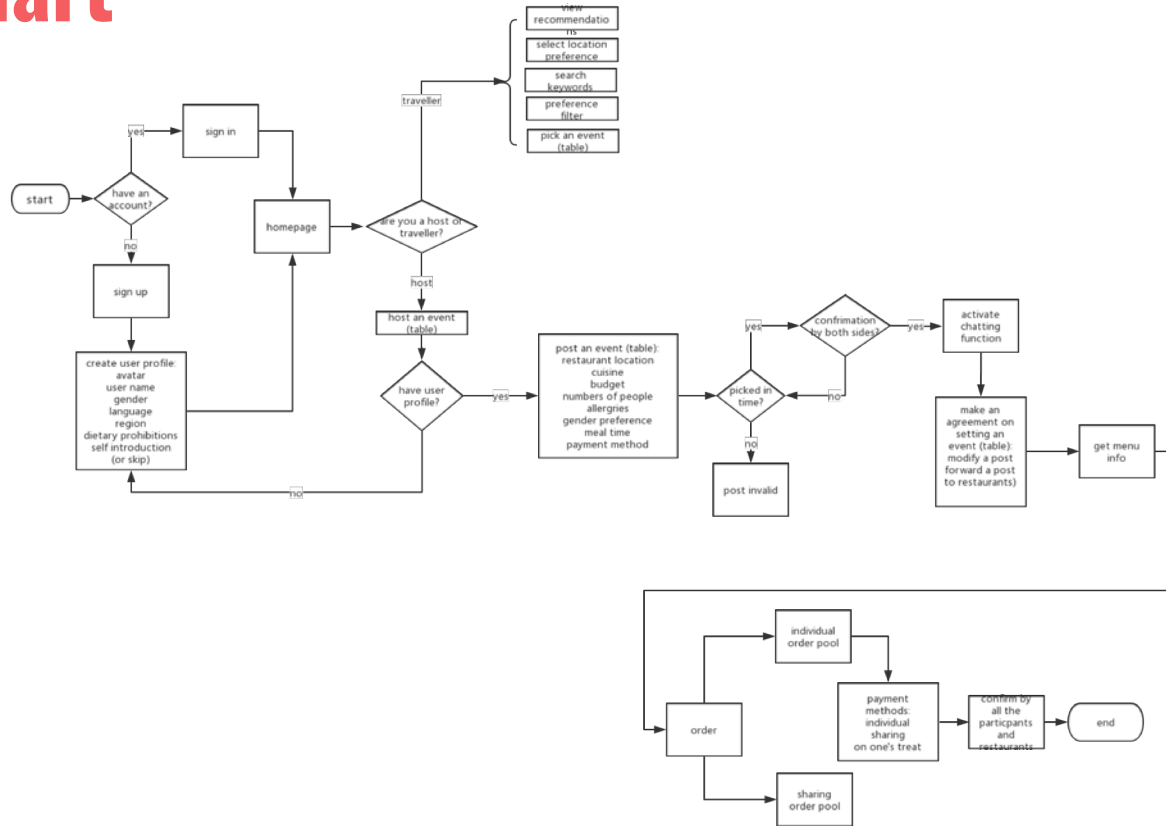Second Iteration - **Removed** features

Online ordering feature has been removed due to the workload of maintainance for restaurants. But the online payment system has been kept to provide users a fair payment option.
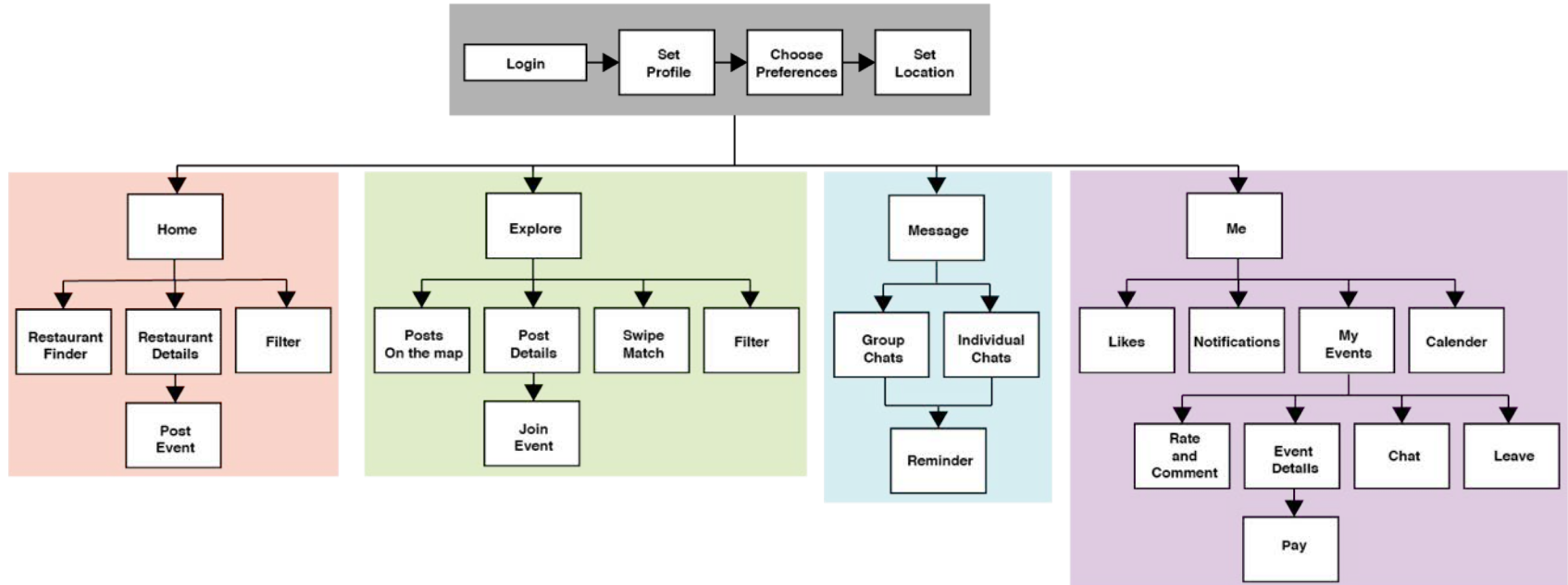
Moodboard

Gourmet Pal

Flowchart

Information Architecture

Prototype link

Please visit:

https://xd.adobe.com/view/a97b0391-c5e9-40ab-63d4-b2b53a22d6f2-df4a/

For all interfaces