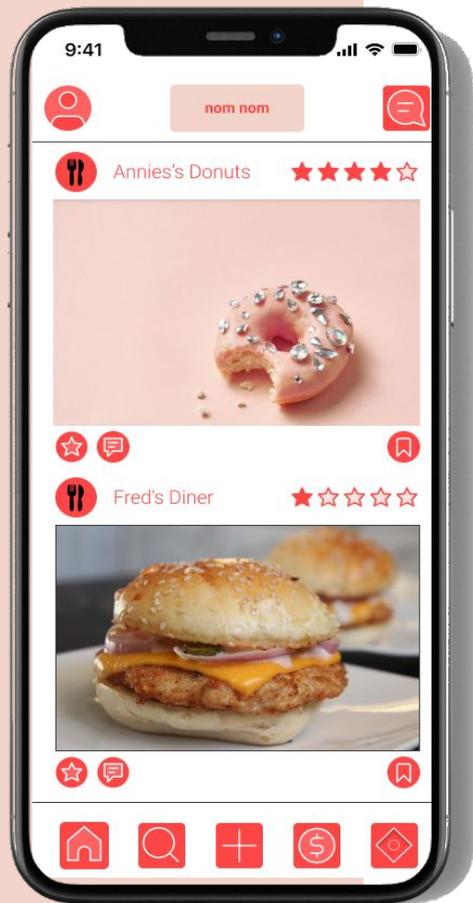
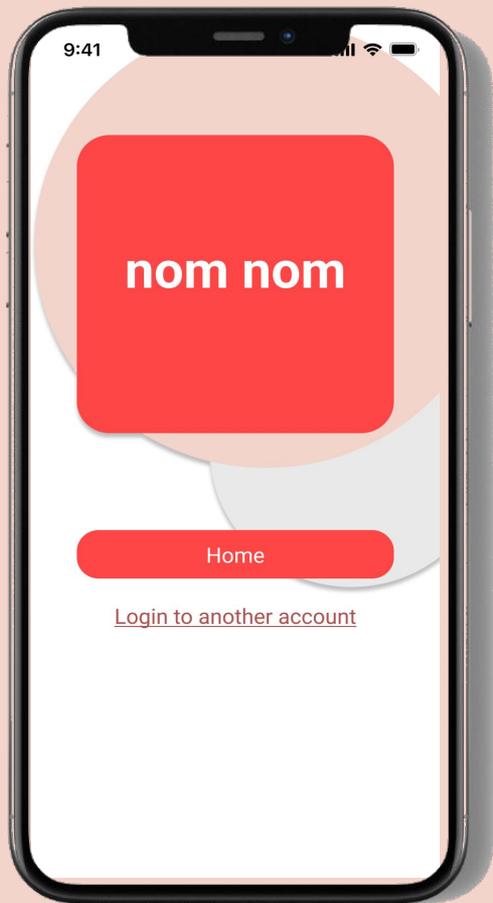


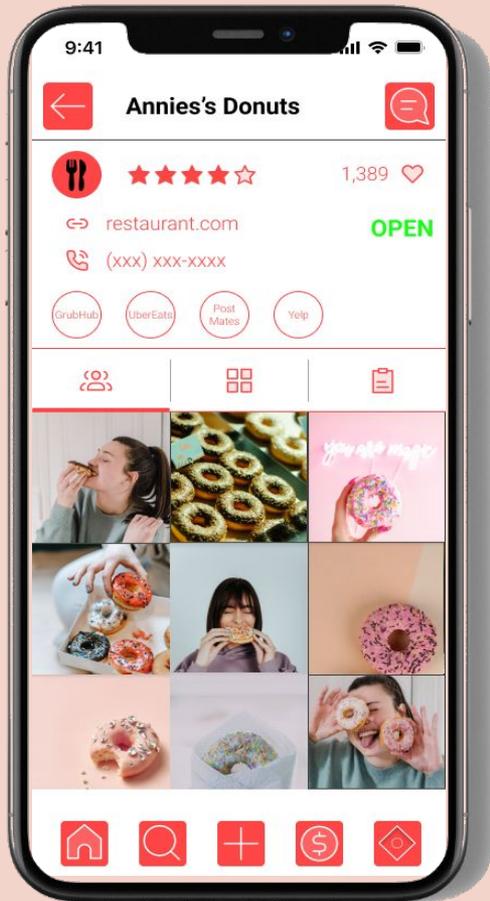


nom

nom



nom
nom



nom nom the
social media
app for the
foodie in
everyone

Since the pandemic started, food delivery applications have become really popular

PROBLEM

Lack of communication between buyer and seller. Which was causing frustration on both ends.

PROJECT SPECS

Time: 5 weeks

Team: 4 UX/UI Designers

My Responsibilities:

Project Manager

UI Designer

UX Researcher

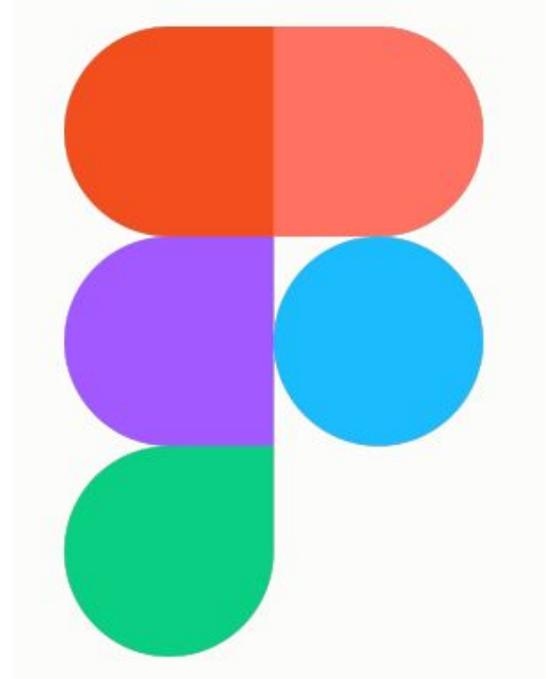
Facilitator

SOLUTION

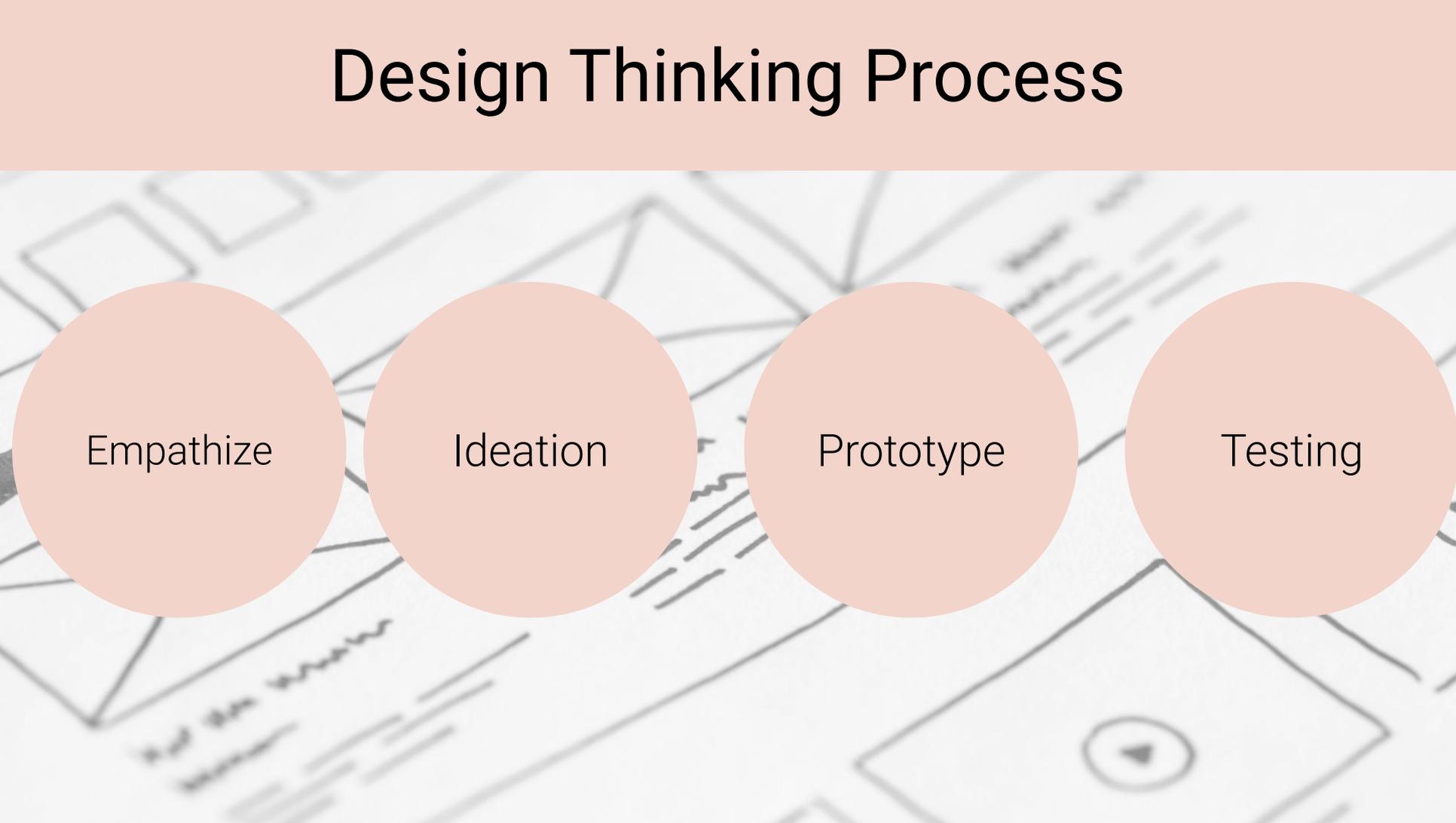
nom nom is a social media application which main goal is to **connect restaurant owners** and **customers** in a **personalized way**

Medium Fidelity Prototype

Note: Unfinished school project in which some user journeys are not prototyped yet



Design Thinking Process

The diagram illustrates the Design Thinking Process as a linear sequence of four steps, each represented by a light orange circle. The circles are arranged horizontally from left to right. The background features a faint, sketchy illustration of a hand-drawn wireframe or user interface design, with various lines, rectangles, and a circular arrow icon, suggesting a creative and iterative design environment.

Empathize

Ideation

Prototype

Testing

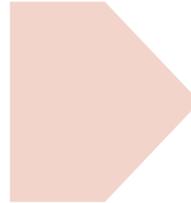
Who are we helping?

We created behavioral archetypes for two different group of users:

Sellers
Customers

Sellers:
Restaurant owners
Food sellers
Business owners

Customers



Seller - Pain Points

Lack of technology experience
Hidden fees
Communication between customers is not the best

Customers - Pain Points

Security concerns
Extra fees
Lack of technology experience
Lack of communication between customers and business owners

Validating our assumptions with Research

Research Objective:

“I want to understand how to connect sellers and buyers in order to alleviate any losses and frustrations on both ends cause by third party applications in the food industry”

A hand-drawn diagram on a whiteboard with a grid background. The diagram consists of several interconnected shapes, including rectangles and triangles, drawn with black lines. Some lines are thicker than others, suggesting a flow or hierarchy. The drawing is somewhat abstract and appears to be a conceptual sketch.

Process-Research

We interviewed 4 users (ages 20-35) on the customer side and 1 user on the restaurant side to understand the following:

- Frustrations and pain points
- Motivations
- How they discover new business within the food industry
- What users are looking for when using a food app
- How they feel when using a food app
- Feelings towards additional costs

Quantitative data to validate our qualitative data

Which apps
to our
interviewees
use?

What are
their
motivations?

What are
their pain
points?

What do
they enjoy
about the
apps they
use?

Note:
We distributed the
survey on social media
and got 36 responses

Our research questions were focused on the wrong thing



The 5 interviewees had no problems with the extra hidden fees and cost, they were willing to pay for the cost of convenience

However, 78% of our interviewees mentioned they were discouraged from getting food delivery due to the additional fees, which validated our earlier assumptions about our users.

From this, we realized that we were thinking about our user wrong. Users that do not care about cost will get food delivery, and users that care about cost will not get food delivery

We were looking into problems regarding food ordering applications, but what we needed to know was about the **general process of getting food from restaurants**



Reassessing our Research Plan



We sent out another Google survey with questions that were tailored to eating out:

1. How often do you eat out? What are your motivations?
2. Do you try new restaurants?
3. How do you discover new restaurants?
4. How often do you order food online?
 - How easy or difficult is the process? Why?
 - What are your major pain points?

Results from the
second survey
We narrowed down
the problem



The Problem:

Getting people to discover new restaurants,
and restaurants reaching out new
customers directly (communication)

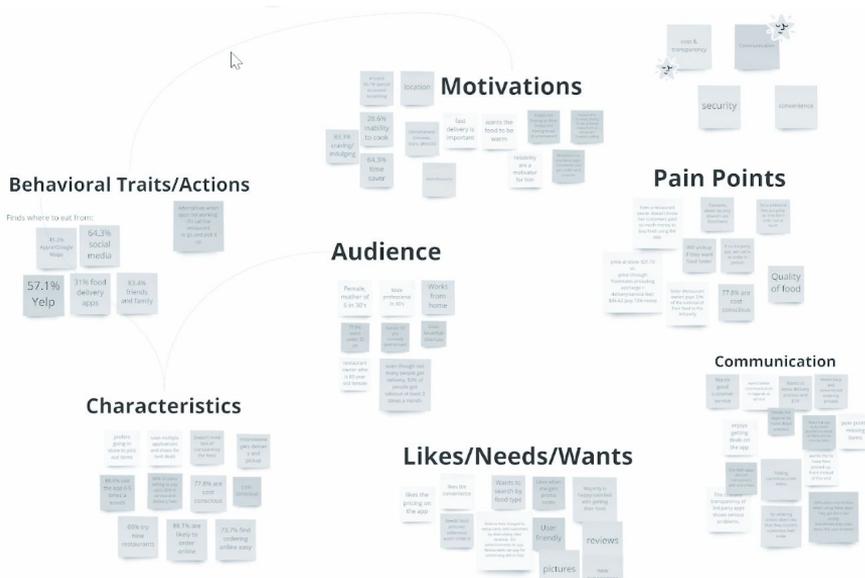
Our Guiding Statement



How Might We provide a food driven experience with open communication for a cost conscious seller and buyer in order to intuitively and effortlessly connect one another?

How can we connect foodies and restaurants?

We created a matrix focused on cost, communication, user security and the ordering process. We spent some time coming up with ideas for solving and improving these main concerns



We created a competitive matrix, to analyze and pull the best features from similar applications

Best Features:

Reviews

Food Pictures

Menu

Converging



We wanted the user experience to be interactive, exciting and focused on the **communication and connection.**

We wanted a way for restaurants to market themselves without any cost

The team voted and decided to create a **social-media type application that is photo focused, so users can connect with each other and with restaurants**

Sketching
Low-Fidelity

Our User's Journey

Phase of Journey	Registration/Login	Create Profile	Browse and Select
Actions What does the customer do?	Select seller or buyer Input information Confirm information	Watch how-to video Choose bio/likes Add profile picture and update bio Link other apps or switches	Search through hashtags and location Scroll through feed View map of food businesses around the user Like and write reviews browse profiles Add to photo collection
Touchpoint What part of the service do they interact with?	Create an account Log into existing account Select "Don't share information" button Choose bio/likes page	Tutorial video Links to apps and URLs Like/likes feature Use only items and range-based Sync contacts	Tags Photos Profiles User review/ ratings/ likes/ purchase button
Customer Thought What is the customer thinking?	I want to find something to eat I want my personal info to be secure I don't want to get spam	After watching the video, how much do I use the app? Which apps do I want to link to my account? Do I want to sync my contacts? What kind of foods do I like? What should I include in my profile?	This food looks delicious I wonder what reviews are around this area? Should I follow this person or not? Should I have this photo as a like? How should I contact this restaurant?
Customer Feeling What is the customer feeling?	 	 	  
Process ownership Who is in the lead on this?			
Opportunities	Downloadable app from app store Newsletter sign-up	Sync contacts Picture upload Write reviews and ratings Link and open to other apps Super profile based on user interests/ location Virtual kitchen	Photo collection Direct messaging Suggested photos Seasonal events/ holidays tab

Phases

1. Registration / Onboarding
2. Customize profile
3. Browse feed and restaurants

Sketches

Wireframed Pages

- Login/Signup
- Home
- Search
- Map
- Add picture/post
- Onboarding
- Promotions
- Suggestions (New restaurants, new menu items, highly rated)
- User profile and preferences



Test - How is our user flow?

User Tasks:

- Discover a new restaurant
- Leave a review with a picture
- Change user preferences

Results:

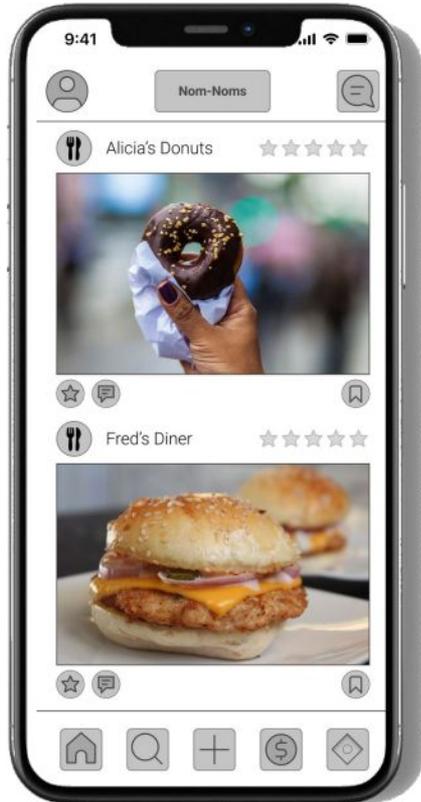
Prototypes were low fidelity and users did not know what they were looking at or what some of the icons represented.

However, we were able to see what users expected when feeling confused

Using this information, we iterated our prototypes and added more images, icons and content such as restaurant names and photographs.

Back to the Drawing Board (Low-Medium Fidelity)

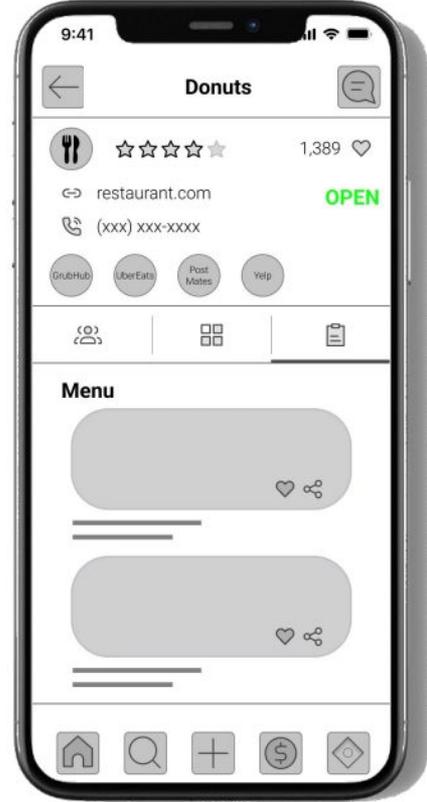
Home



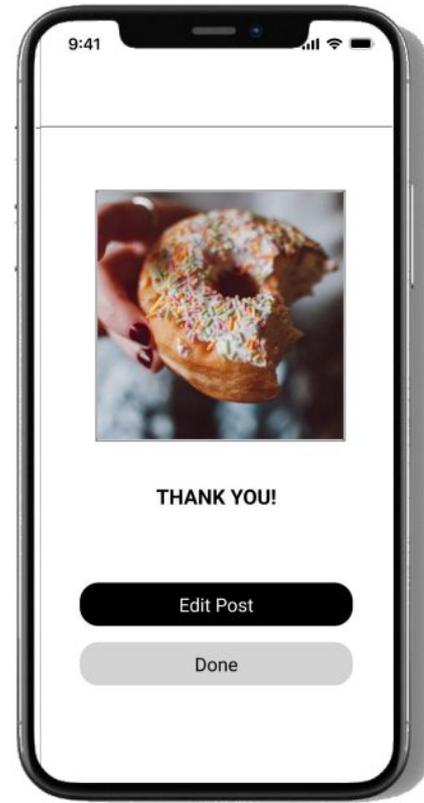
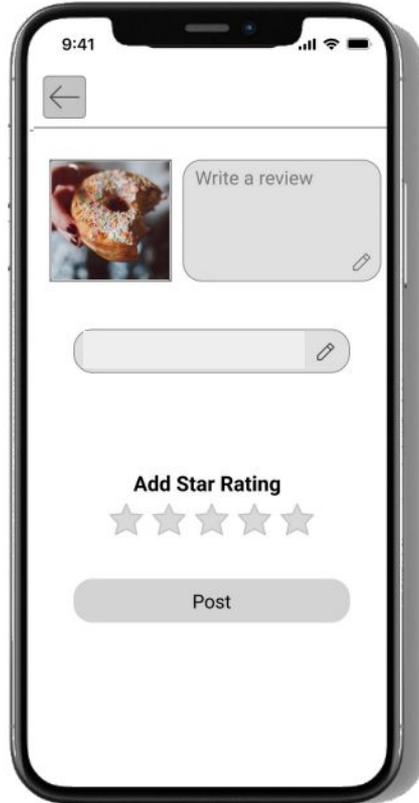
Restaurant
Profile: Photos



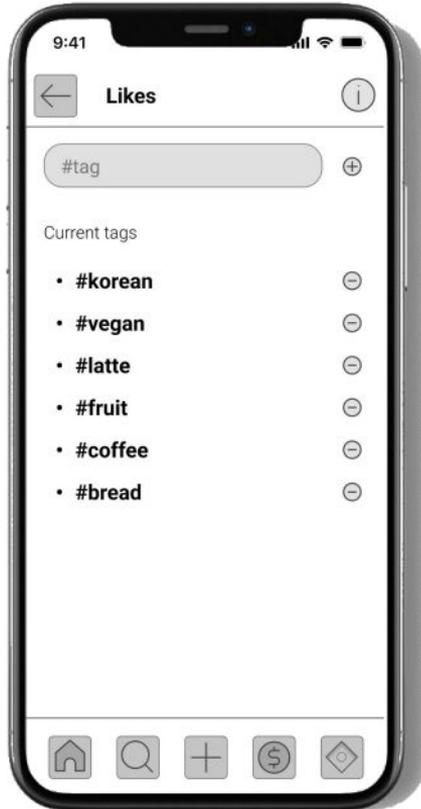
Restaurant
Profile: Menu



Post photo and leave a review



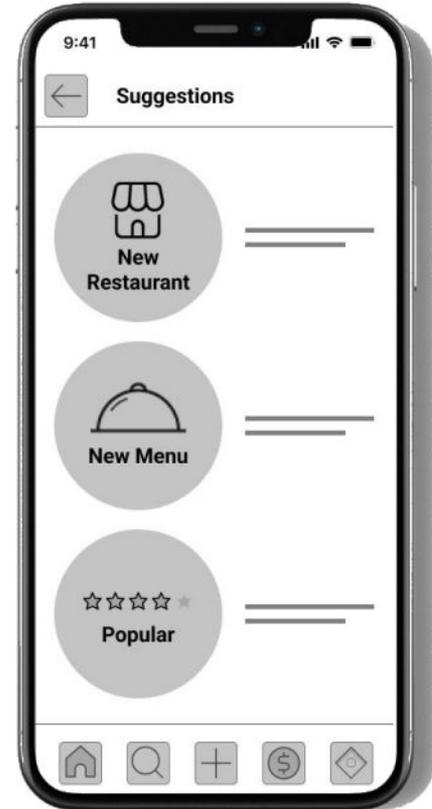
User preferences



Search



Suggestions



Validating our Changes

Our prototype was not 100% intuitive yet, but we wanted to re-test the user flow quickly.

We conducted moderated in-person testing, so we could **provide testers with context** for user flows that were not built yet and were low priority (such as the sign up and onboarding user flows)



Our Testing Plan

User Tasks:

- Discover a new restaurant
- Leave a review with a picture
- Change user preferences

SUCCESS METRICS:

- How fast can the user complete the task?
- How intuitive is the process?
- How many clicks does it take for the user to complete the journey

Results

Existing Issues:

- Icons were still not intuitive to our users
- Layout was confusing
- There were options and features that users were completely uninterested in

SUCCESS:

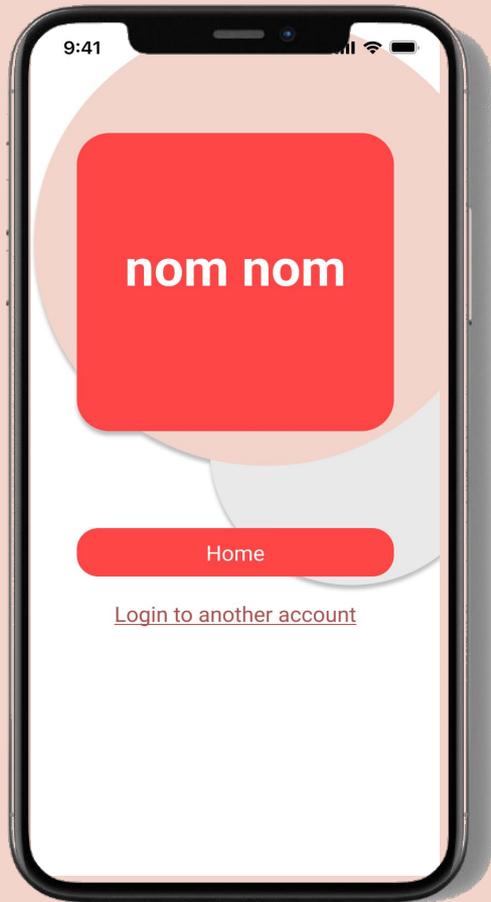
- All users were able to complete the tasks completely, within our success metrics

Next Steps



To-Do List:

- Improve icons
- Improve UX writing
- Increase fidelity
- Simplify our user journey
- To improve our prototype based on the user feedback we got
- To add details to the prototype so for our next round of testing, users will have more context and understanding
- To create more screens for the chat feature and the search filters
- We will also repeat our whole process to create an interface for the restaurants so that they can edit and add their information.



Medium Fidelity

Changes:

- Applied color
- Iterated icons
- Added context

[Medium Fidelity Prototype](#)



Project Learnings

- ★ Designing Nom-Noms was an amazing learning experience. Specially during the ideation phase, it allowed the team to learn how to re-evaluate ideas based on research we had previously obtained. It gave us an insight on what users want and need.
- ★ By doing so, it allowed us to design a product which essentially would solve the issues that our current users have. Through our user testings we learned that not everything we thought would be useful was necessary. Sometimes, simplicity is key.

We love our happy customers

