



nom
nom



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



SOLUTION

**nom nom is a social
media app
for
foodies which main
goal is to connect
restaurant owners
and customers**



PROJECT SPECS

Time: 5 weeks

My Responsibilities:

UI Designer

UX Researcher



Shannon
UX/UI
Designer

Josephine
UX/UI
Designer

Eddie
UX/UI
Designer

Alicia
UX/UI
Designer



BEHAVIORAL ARCHETYPES

Business owners:

Communication between
customers is not the best
Hidden fees

Customers:

Lack of communication between
customers and business owners
Hidden fees

Process



Research

Ideation

Design

**User
Testing**



Process-Research

We interviewed 5 (ages 20-35) users to understand the following:

- Frustrations and pain points

- 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

User Summary



Online Surveys

9 Questions | 36 Responses

- *Majority of users were between the ages of 18-35*
- *Most users use at least one delivery application*
- *88.6% of users use delivery apps between 0-5 times a month*
- *77.8% of users are discouraged from using apps based on additional costs*
- *The main things that users consider are Restaurant Reviews, Star Ratings, Photos, and*

Deals/Discounts

9 Questions | 44 Responses

- *Majority of audience dines out at least once a month*
- *68% of audience was willing to try new restaurant*
- *89% utilized applications for online ordering*
- *91.5% were satisfied with their transactions*
- *Majority of users found the ordering process easy, but had some dissatisfaction with some common issues.*

Process-Ideation

Competitive Analysis

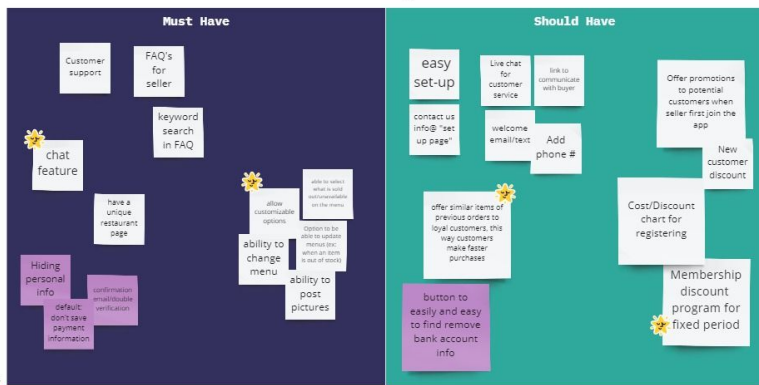
Unique capabilities	Best capabilities	Same capabilities	Poor capabilities
<p>DoorDash/GrubHub/UberEats/etc</p> <p>Less service fees for seller</p> <p>Livechat for seller</p> <p>photo loading service for seller</p>	<p>order online is effortless</p> <p>Offers refund on messed up orders</p> <p>widespread</p>	<p>photo loading service</p>	<p>Orders take too long</p> <p>Security</p> <p>Too expensive and hidden fees</p>
<p>Instacart</p> <p>Plan to grocery shop ahead</p> <p>Continuous app revision for improvement</p>	<p>Easy Communication between buyer and driver</p> <p>Delivery option</p>	<p>photo loading service</p>	<p>Higher pricing than in-store</p> <p>Not every grocery is on Instacart</p> <p>lack of employee training</p>
<p>Instagram</p> <p>0 service fees for seller</p> <p>Able to talk and connect with consumers</p>	<p>Great way to advertise restaurant</p>	<p>photo loading service</p>	<p>Instagram algorithm is hard to connect to communities</p> <p>food delivery not available</p>
<p>Yelp</p> <p>Great reviews</p> <p>Great photos</p> <p>Most restaurants are in Yelp</p>	<p>read a lot of reviews</p> <p>see pictures of food</p>	<p>photo loading service</p>	<p>Delivery not available</p>

MoSCoW Prioritization

Seller

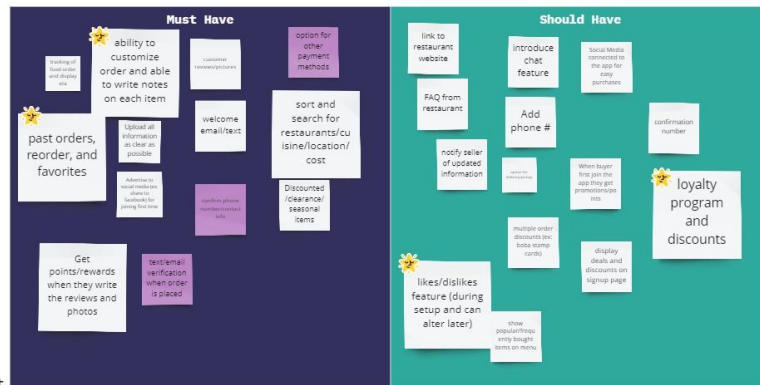
Buyer

Priority



Impact

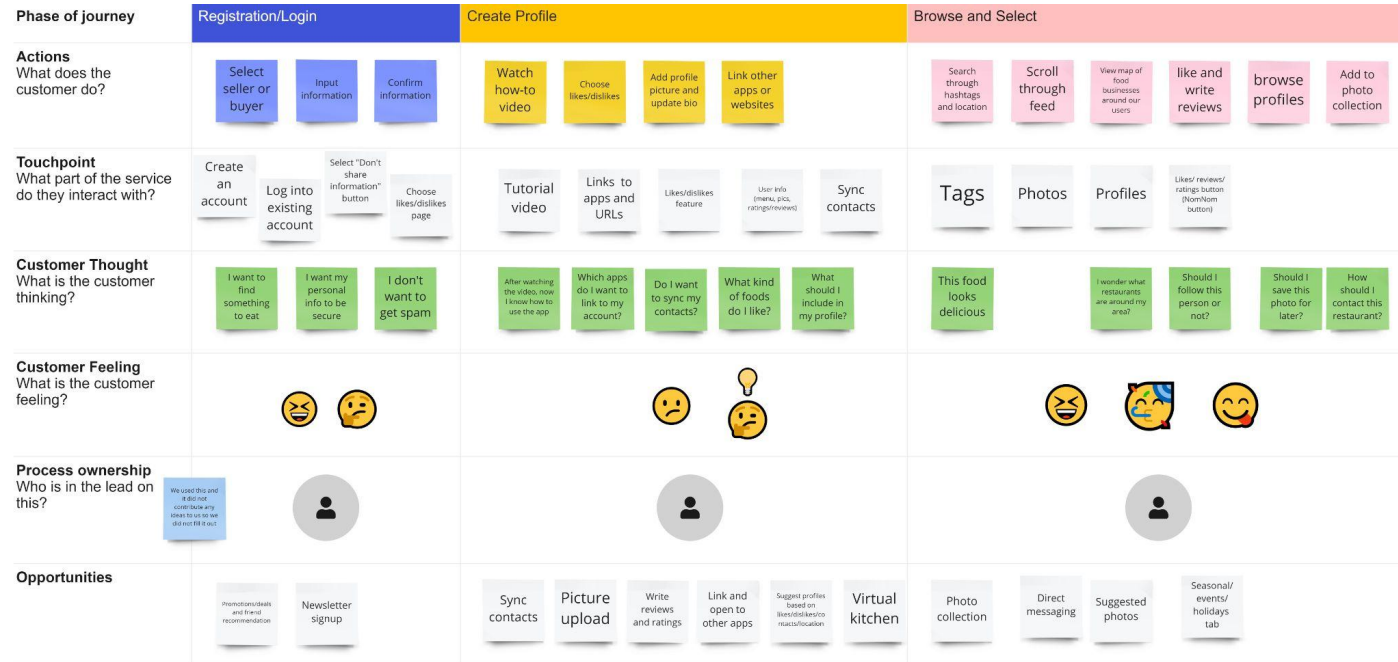
Priority



Impact

User Journey

We wanted our users' journey to be interactive, and create an exciting experience for both buyers and sellers. We focused on the communicating and connection part of it, as opposed to the transactional part. We wanted it to be a good tool for a seller to market themselves without all the high costs that third party applications come with. At the same time, this app will help buyers find exactly what they are looking for when using the right keywords and hashtags.

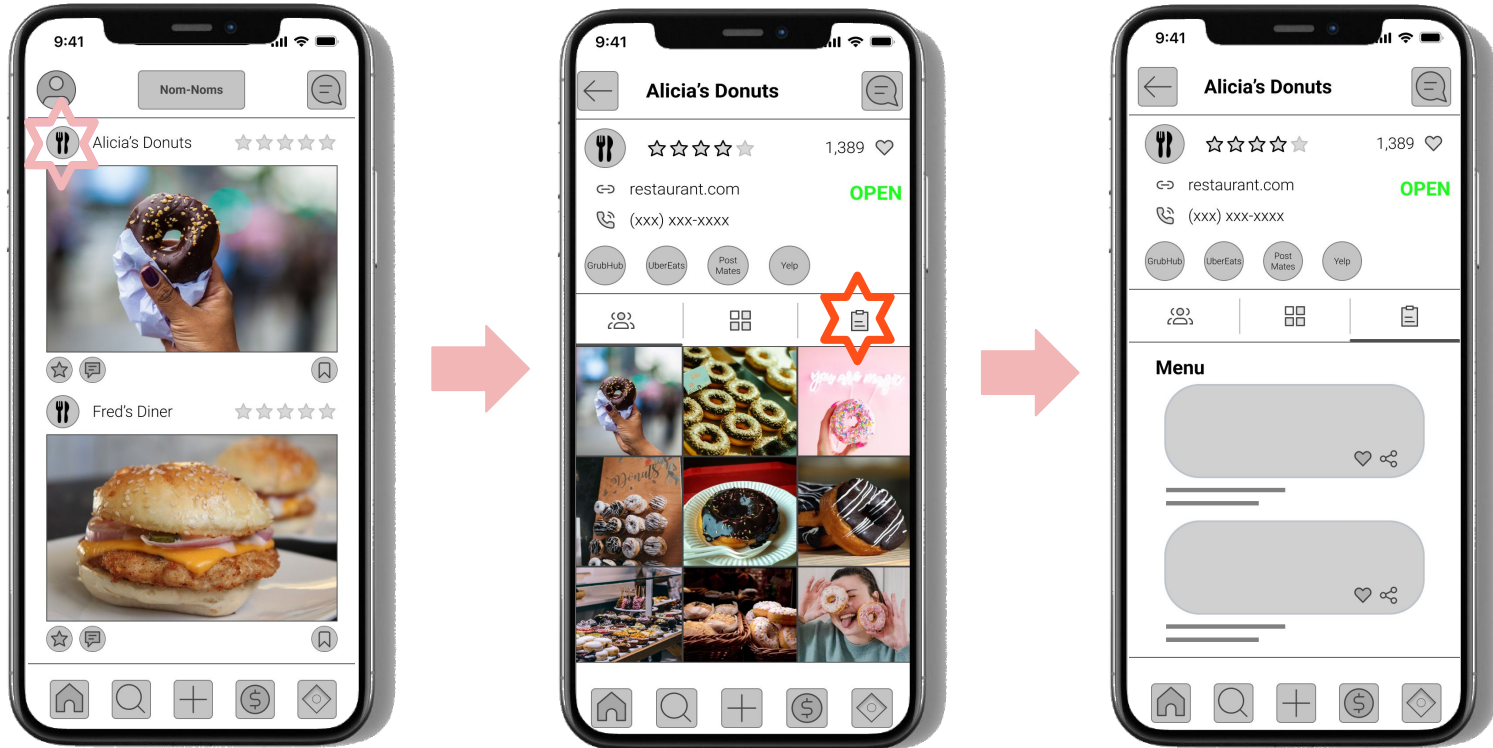


Prototyping

[Nom Nom App](#)

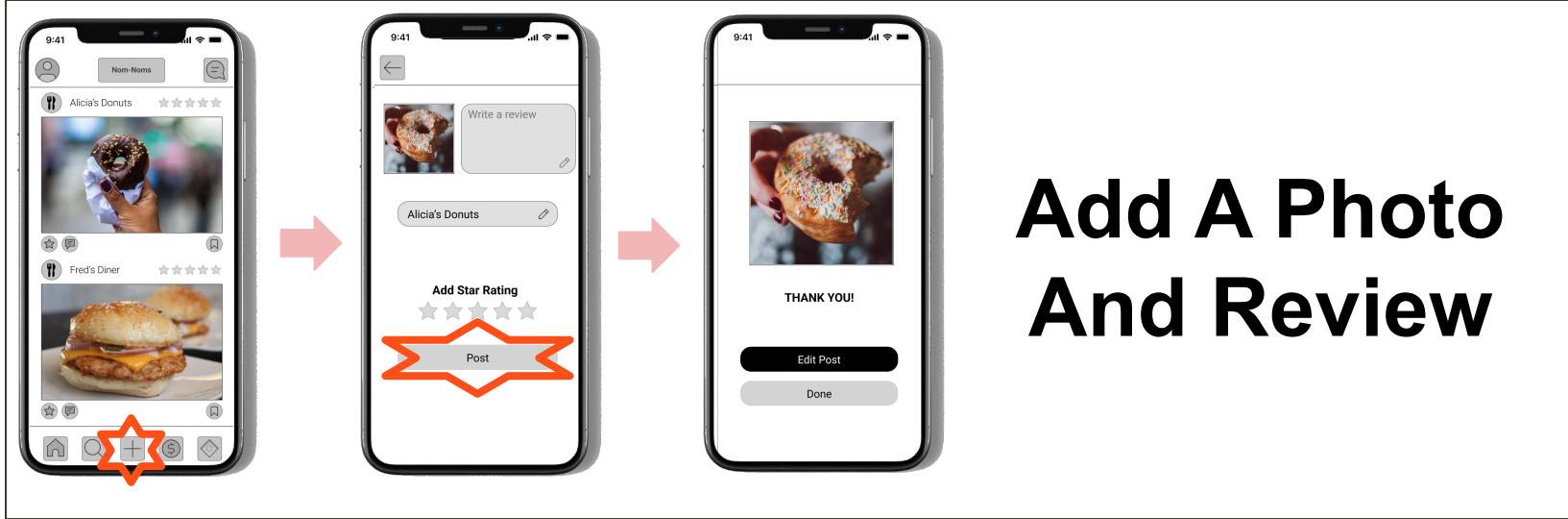


Product Design

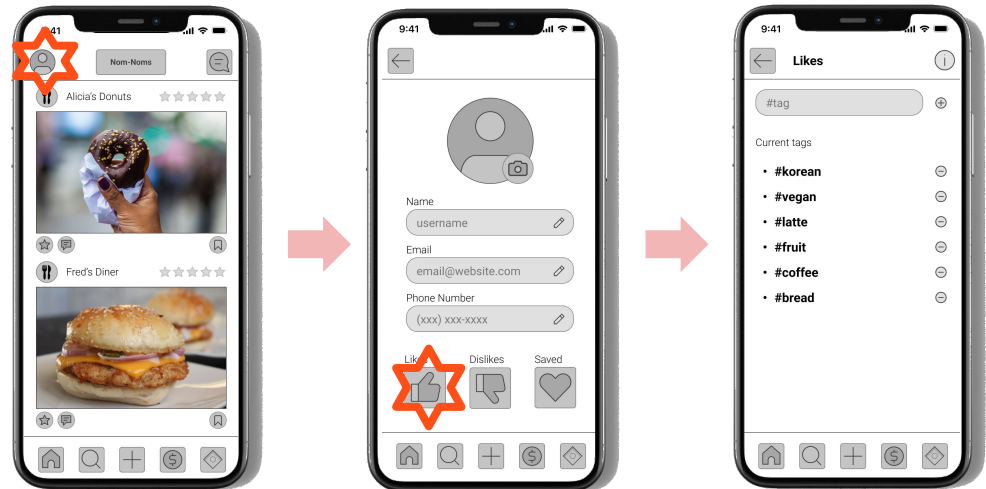


Product Design





Filter Results





User Testing

We showed our app to the people that we talked to, and got feedback from them. The biggest issues they had was that they didn't know what some icons did, and that they did not think they would use some features our app provided.

However, all of the test users were able to do what we wanted them to do quickly and intuitively.



Next Steps

Our next steps will be improving our prototype based on the user feedback we got. We will also add details to the prototype so that for our next round of testing, users will have more context and understanding. We will also create more screens for other features we wanted to include in the app, such as 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.



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 how what a users wants and needs are.
- ★ 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 happy foodies

