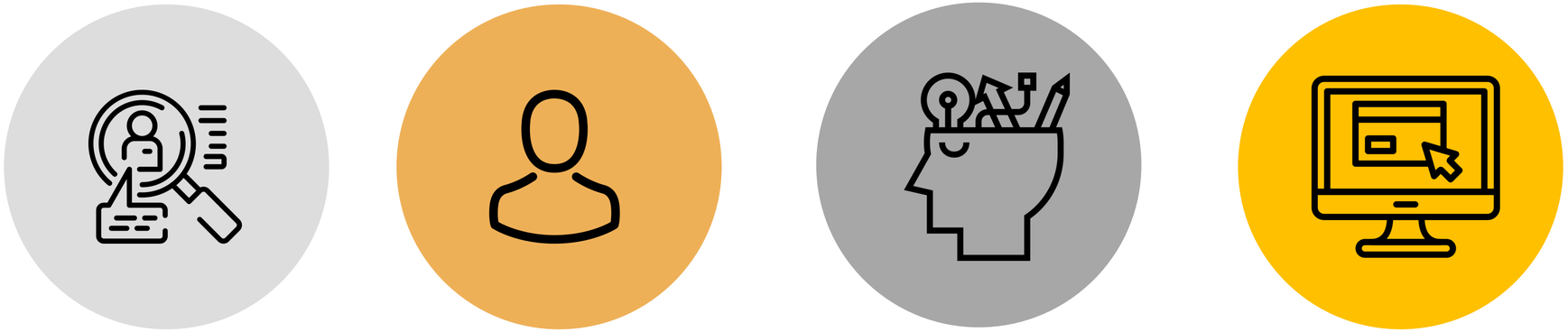
WHAT'S THE MENU?

Thomas Verdi, Yanira Suarez, Anushka Pai, Francis Afriyie

The Task

Identify an opportunity for a new service that will improve customer’s experiences in the food space.



Research Synthesize Design Prototype

Research Overview

- Held brainstorming sessions to **identify problem areas** in the food space
- **Aligned on a central theme** to explore: how do people decide what they want to eat?
- Determined target audience through a screener survey and **conducted interviews to understand the process to their food decisions**

Key Quotes from Interviews

"I resort to what's quick or where some else is going..it's hard to go and discover new foods."

"I'm always craving a certain flavor but I don't know what it is that I'm looking for."

"I don't even remember what I ate for lunch yesterday…I'm very busy and I have limited time…. that's why I go back to what is dependable"

"My dietary restrictions are always an afterthought….they don't have too many options and are the same everywhere!"

Key Insights

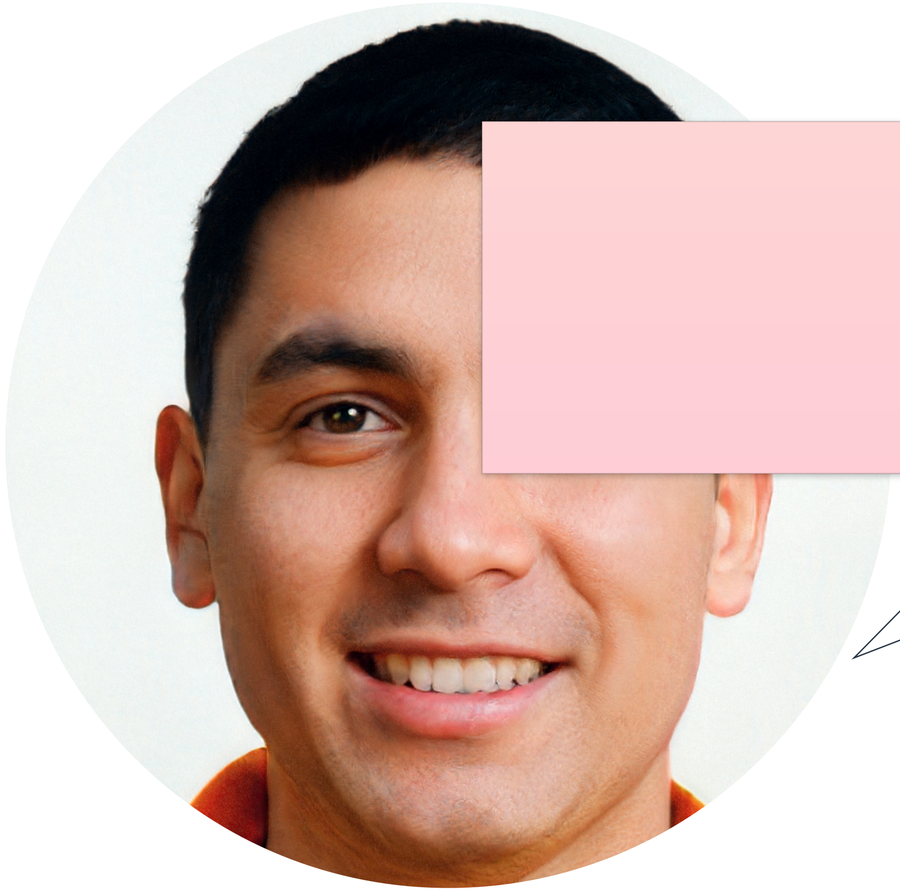
Users want a lot of options, yet they are plagued with information overload.

Time and location play an key role in helping users decide what to eat.

User’s food decisions are influenced by factors non-specific to food.

Users know intuitively what they want, but often can't articulate what it is.

Meet Advol



“No matter where I go its always the same cucumber sandwich, I want more options”

Profile

Goals

To be able to quickly and easily find food that meets his dietary needs.

The ability to explore diverse menu offerings based on what he can eat.

Pain Points

Limited knowledge of what's available based on his diet

Limited time/ feeling pressured to decide

Struggles to pinpoint the exact thing he craves

Overwhelmed by unorganized options

Resents not having a lot of food options

Needs

A faster and easier way to make decisions about what to eat

Ability to find food based his dietary needs

Ability to explore options so he can add variety to his diet

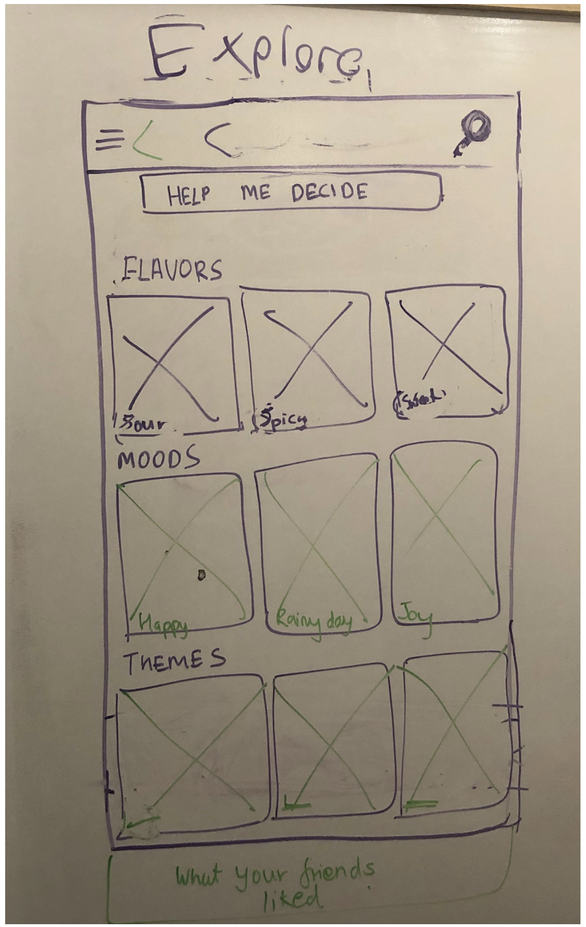
The Problem

When people are presented with too many options it leads to decision making fatigue which makes them resort to reliable options or trusted sources of food.

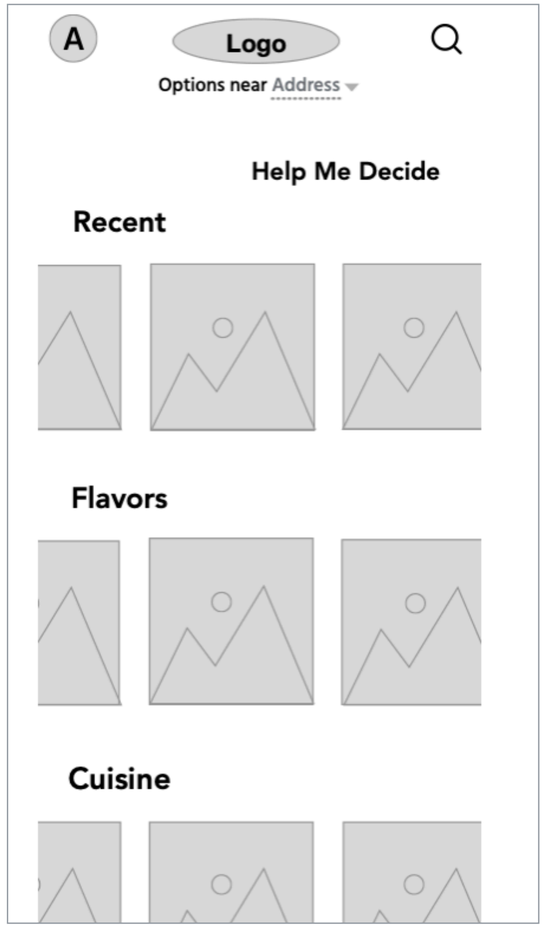
Advol is trying to lead a healthier lifestyle, but finds himself confined by his limited knowledge of the options available to him. How might we support Advol in reducing his fatigue in deciding what to eat?

Proposed Solution

An online tool that will enable users to find and decide on new meals quickly. A tool that can take out unnecessary steps and filter our options by preference.



Whiteboarded Concept



Mid-Fidelity Wireframe

Mid-Fidelity Concept & Testing

- We **created rough concepts of solution ideas** that could help Advol's situation
- **Tested features with users** to gather feedback on utility and usability
- **Incorporated feedback** into solution design

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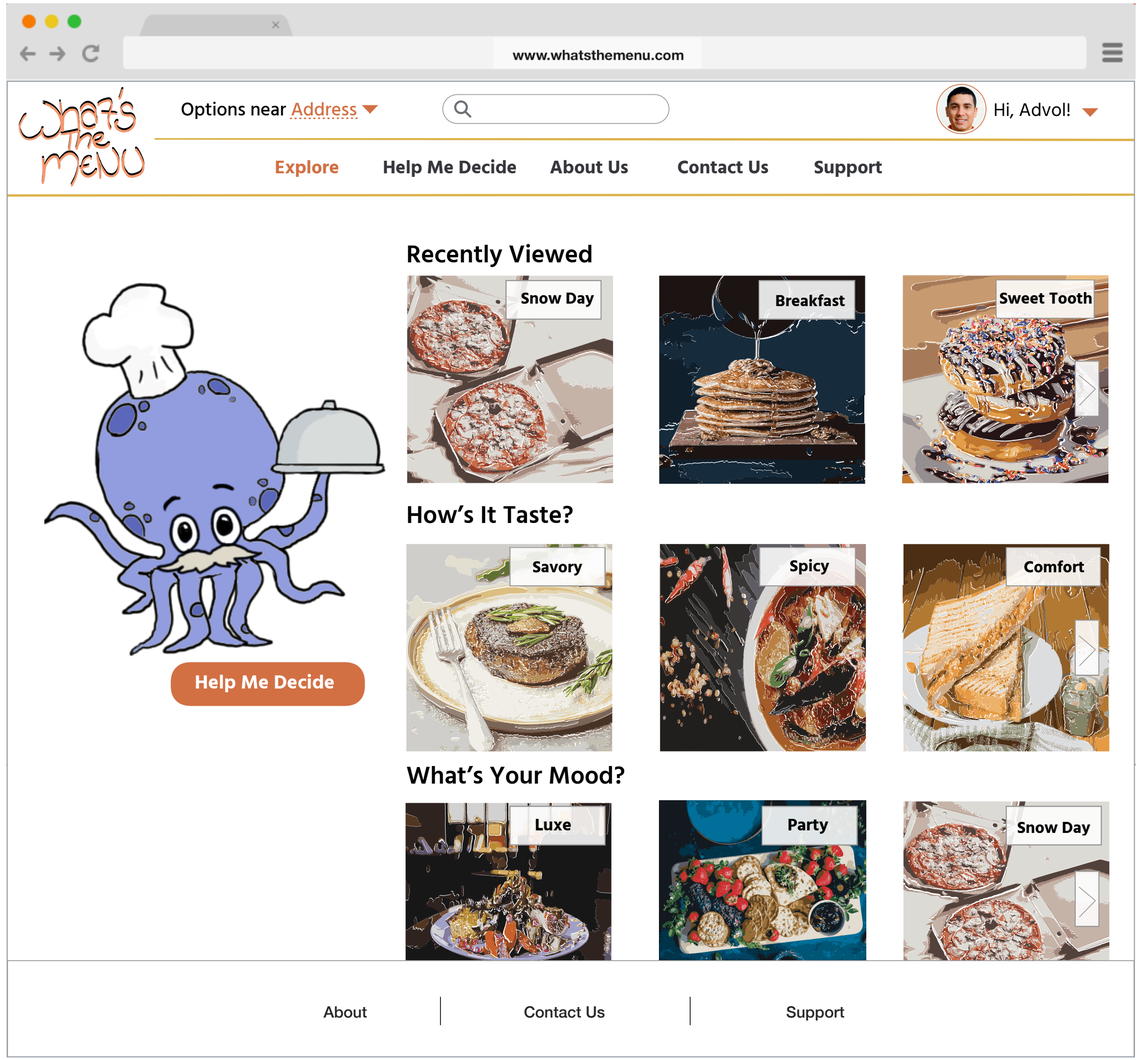
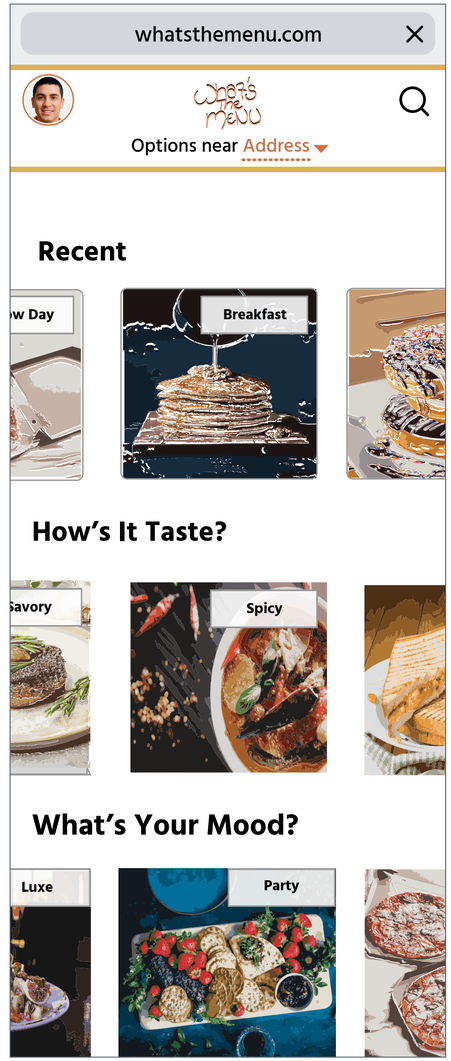
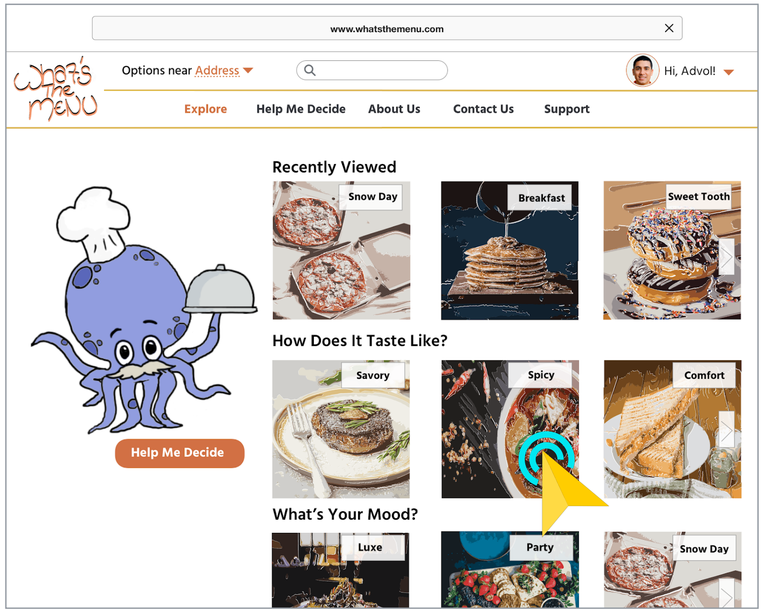


Desktop Browser View



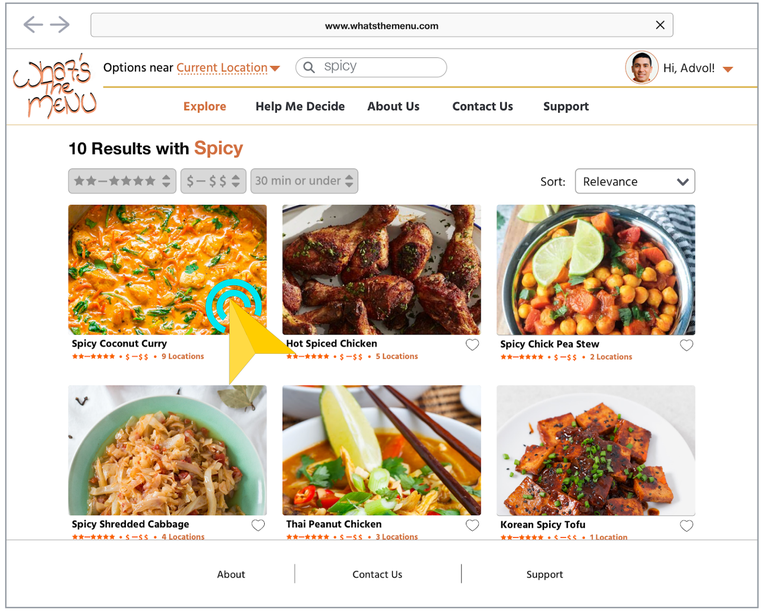
Mobile Browser View

Explore



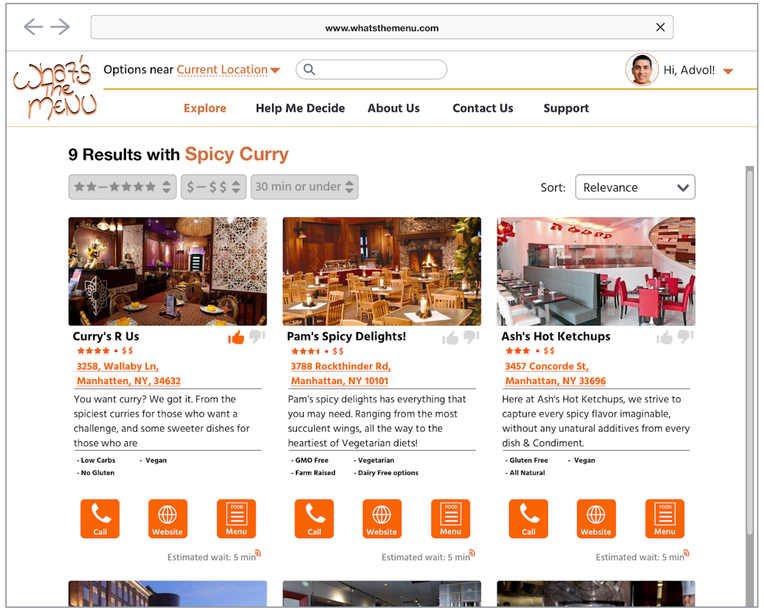
1

Explore options based on recently viewed, flavors, moods, or cuisines.



2

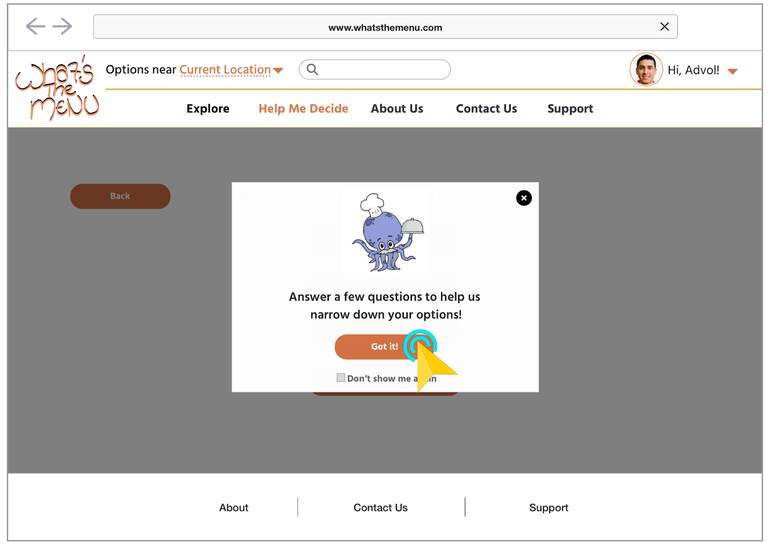
Discover dishes based on searched category and preferences.



3

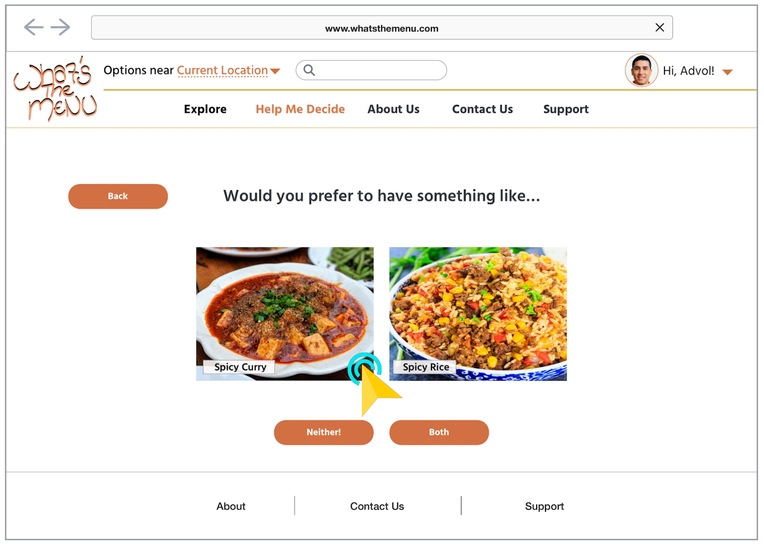
View the information on nearby restaurant options serving the selected dish.

Help Me Decide



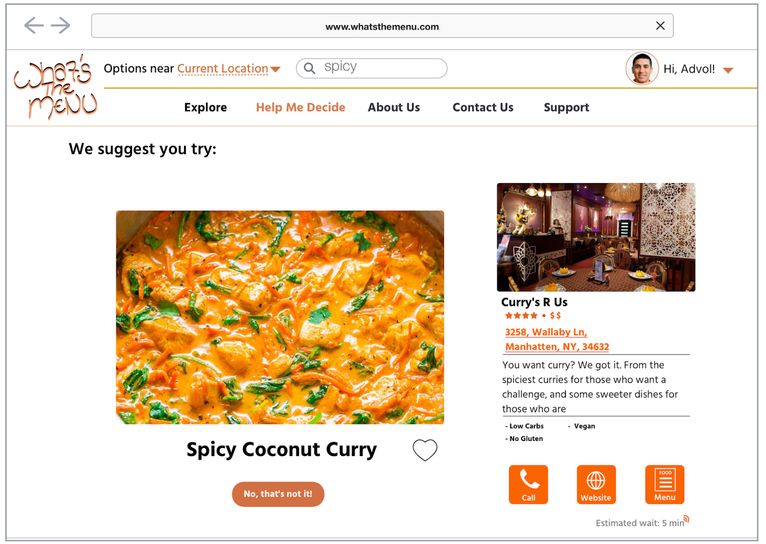
1

Initiate 'Help Me Decide' feature (pop-up with instructions).



2

Respond to survey questions to understand what user is in the mood for.



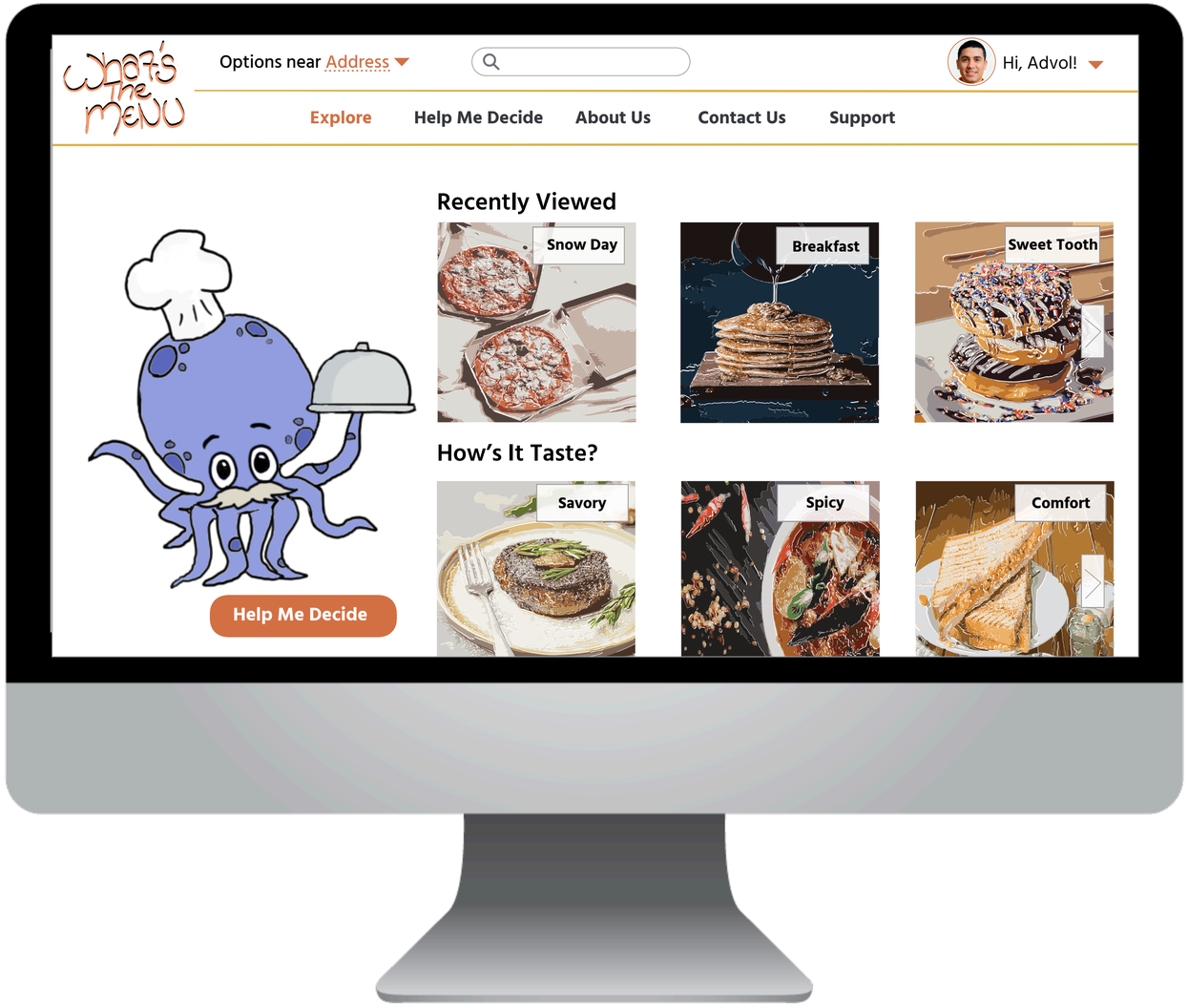
3

Receive dish recommendation along with nearby restaurants to try it out.

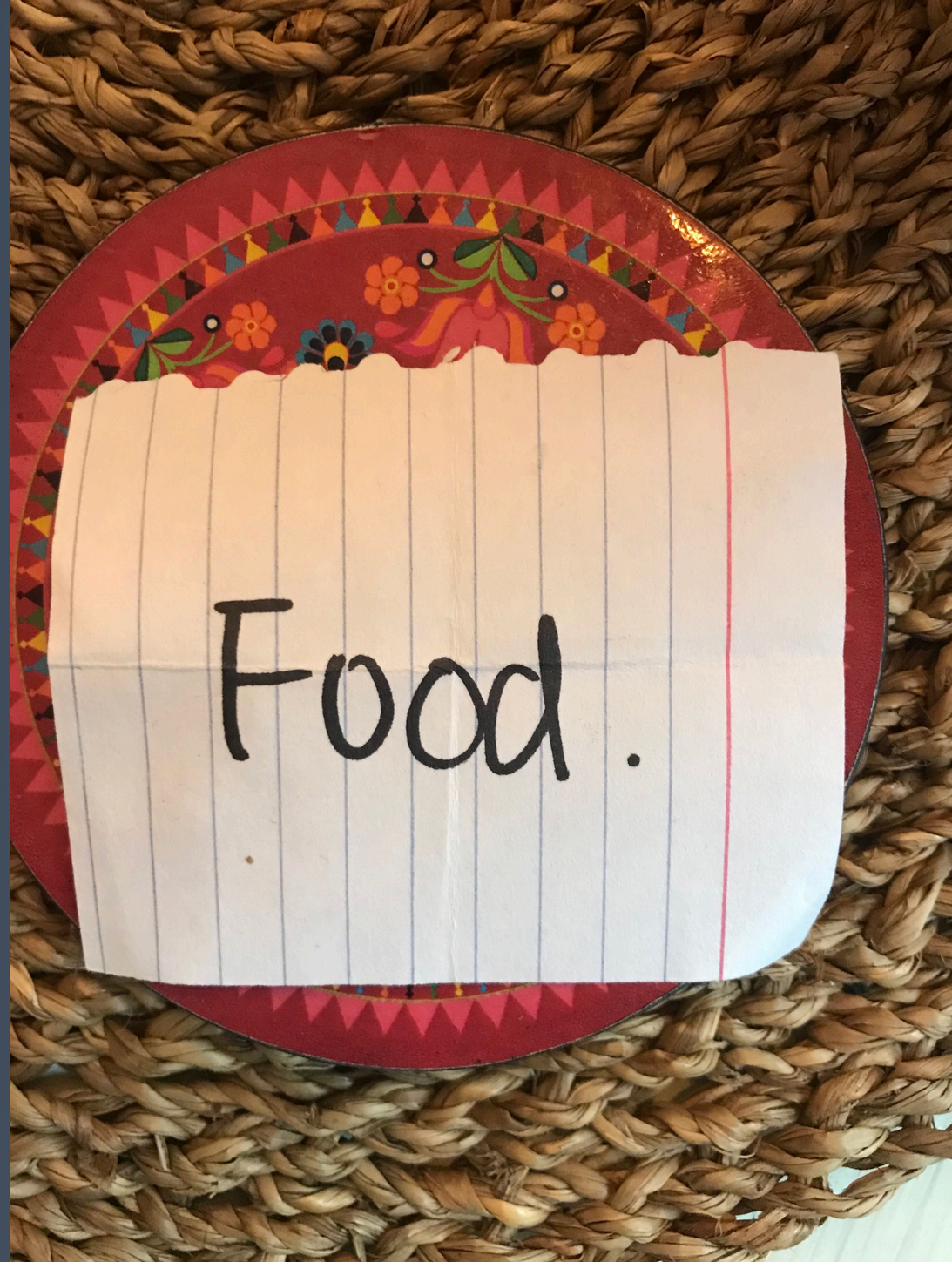
Hi-Fi Prototype

[Click here to demo “What's the Menu"]

There are two paths to What’s the Menu — ‘Explore’ which helps you discover new kinds of food based on your mood, flavors, etc. And ‘Help Me Decide’, a gamified approach to narrowing down the options for food you could consider.



Next Steps:

- Flesh out "Help Me Decide" feature with development team
- Incorporate additional features based on feedback from usability testing
- Finalize content and iterate on hi-fidelity wireframes

Thank You!