Foodie

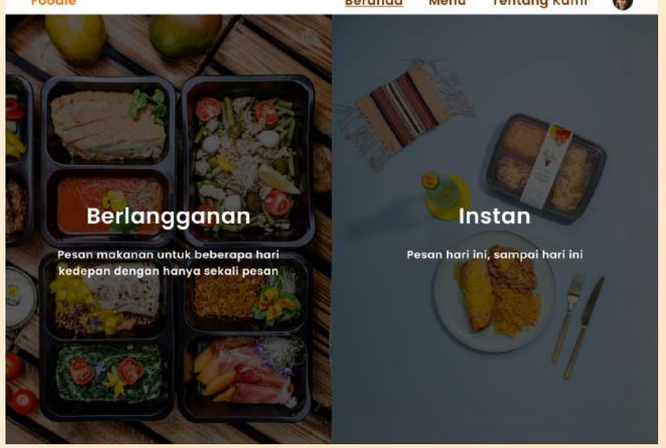
2021 - Website

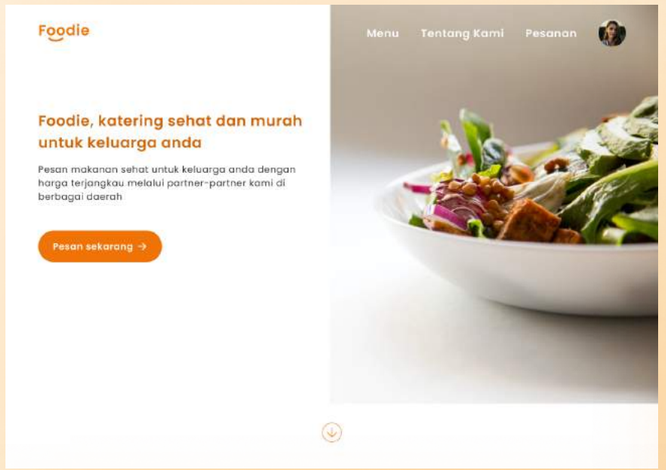
Role: UI/UX Designer

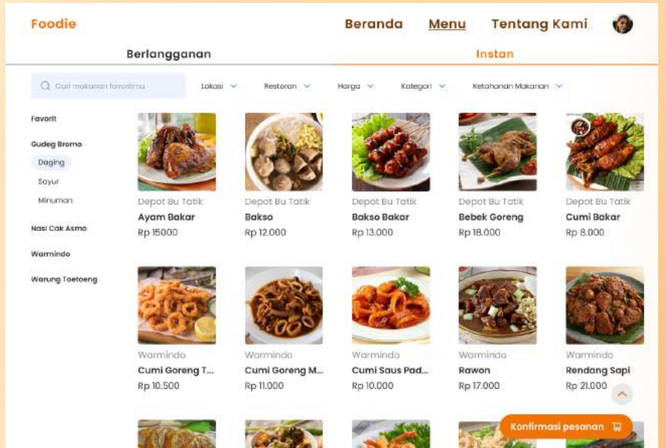
This is a project for SYNRGY Academy bootcamp.

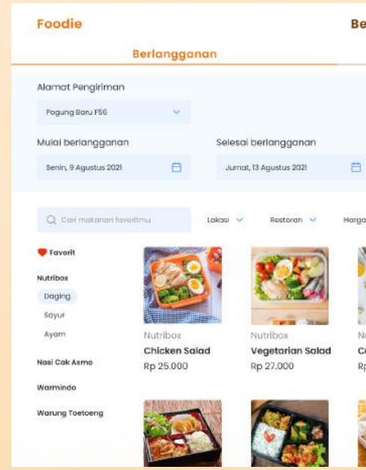
TLDR:

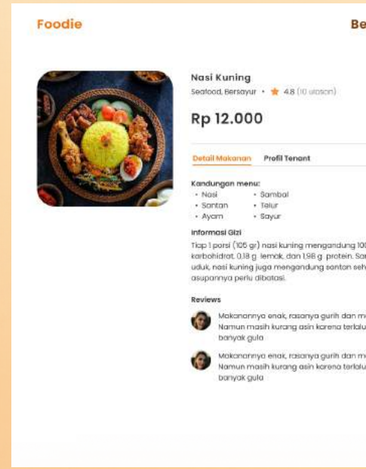
During Covid-19 period, working moms are experiencing challenges in providing healthy meals. Preparing healthy and varied meals is not easy, just like finishing their office work. In short, they are overwhelmed. They need a help to prepare healthy meals in a flexible, cost-effective, and convenient manner for their families.











Project overview

This is a project for SYNRGY Academy, a bootcamp organized by Binar Academy and scholarship program from BCA. We were challenged to create a website within 2 weeks.

The grand theme was about:
Help parents to be better in workload management doing both school and work from home

What happened?

We believe that during this lockdown period, working moms are experiencing challenges in providing healthy meals for their families.

Why?

They have to put in extra effort to plan the meals they will serve, prepare them for their family, all while also completing their own office work.

→ **In short, they are overloaded**

Design Process

Solving the right problem:

1. **Emphatize**
   - User interview
   - Desk research
2. **Define**
   - Problem statement

Solving the right problem:

3. **Ideate**
   - User flow
   - Wireframe
4. **Create**
   - User interface design
   - Prototyping
5. **Test**
   - Usability testing
   - Design iteration

User Interview

- Interviews were conducted via WhatsApp phone calls.
- Each interview runs for ± 1 hour, with total 5 participants.

Participant criteria:

- WFH mom who has elementary to junior high school children.
- They have used catering service.
- Their children are doing school from home.

Key points on our questions:

1. Behaviour
2. Pain
3. Gain
4. Motivations
5. Hope
6. Needs
7. Suggestion

Competitive Analysis

Competitors / Analysis	Yellow fit	Kulina	Homade
Key products	• Catering (1 batch/week) • Free consultation with nutritionist • Designed with diet program menu • Refund (if diet program didn't work)	• Options subscribe order • Provide large-quantities order and pre-order system • Provide catering for corporation	• Flexible order system • Provide realistic preview for each menu • Provide most popular menu in landing page
How to order	• Website	• Mobile app	• Website
Strengths	• Emphasize on their healthy menu • Detailed information about their menu	• Clear order flow • Appealing testimonials and their services' benefits on landing page	• Menus are appealing, on-point with the photos • Provide many options for order
Weaknesses	• Unclear CTA • Landing page is too focused on ads	• Can't place order on their website	• Can't make a subscription order

The root problem based on our findings:

Most WFH moms do not have much time to cook for her family.

User Persona

Demographics

Age : 43
Work : Karyawan
Status : Menikah
Location : Jakarta
Character : Sibuk

Personality

Introvert — Extrovert

Thinking — Feeling

Sensing — Intuition

Judging — Preceiving

Dewi

Goals

- Membuat user dari yang awalnya memilih membuat masakan sendiri dikesehariannya menjadi tertarik mengikuti program catering terjadwal

Frustations

- Anak yang memiliki keinginan berubah-ubah
- Membutuhkan makanan yang kualitasnya setara dengan masakannya
- Membutuhkan makanan yang harganya terjangkau

Bio

Dewi adalah seorang wanita karir memiliki anak yang sedang menempuh pendidikan pada tingkat SD-SMP. Namun karena pandemi, ia harus WFH dan anak dari ibu ini harus menjalankan sekolah secara daring. Meski tetap bekerja ia harus tetap menyiapkan makanan untuk anak dan keluarganya.

Motivation

Improvement

Fear

Achievement

Social

Brand & Influencers

GO FOOD

GrabFood

Preferred Channels

Online & Social media

Referral

“How might we help WFH moms to be able to provide healthy food in the most convenient manner for their families?”

Brainstorming & Clustering

Cluster 1 - Promo

Cluster 2 - Menu

Cluster 3 - User Trust

Cluster 4 - Accessibility

Brainstorming & Clustering (cont.)

Cluster 5 - Warranty

Cluster 6 - Delivery

Cluster 7 - Customer Care

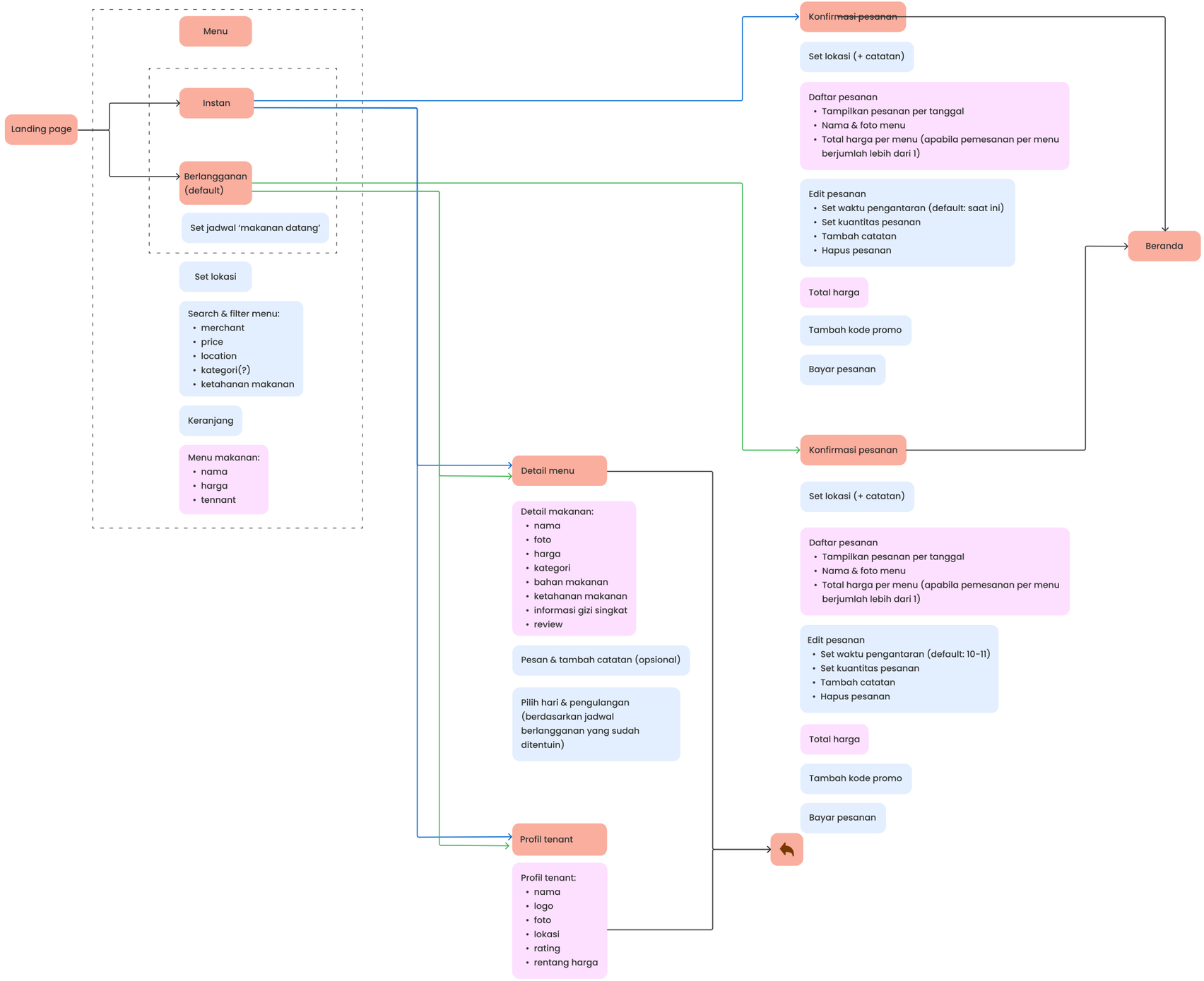
Cluster 8 - Payment

Cluster 9 - Feature

Cluster 10 - Menu's Information

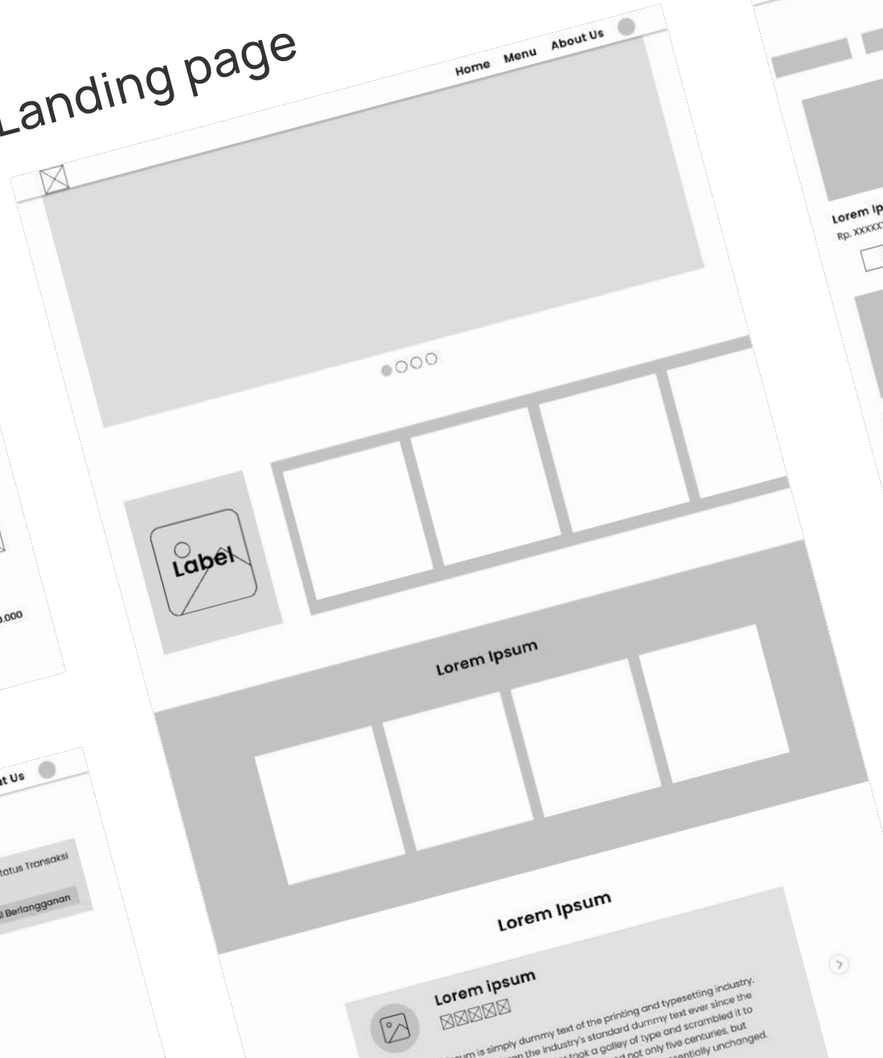
Action Priority Matrix

User Flow

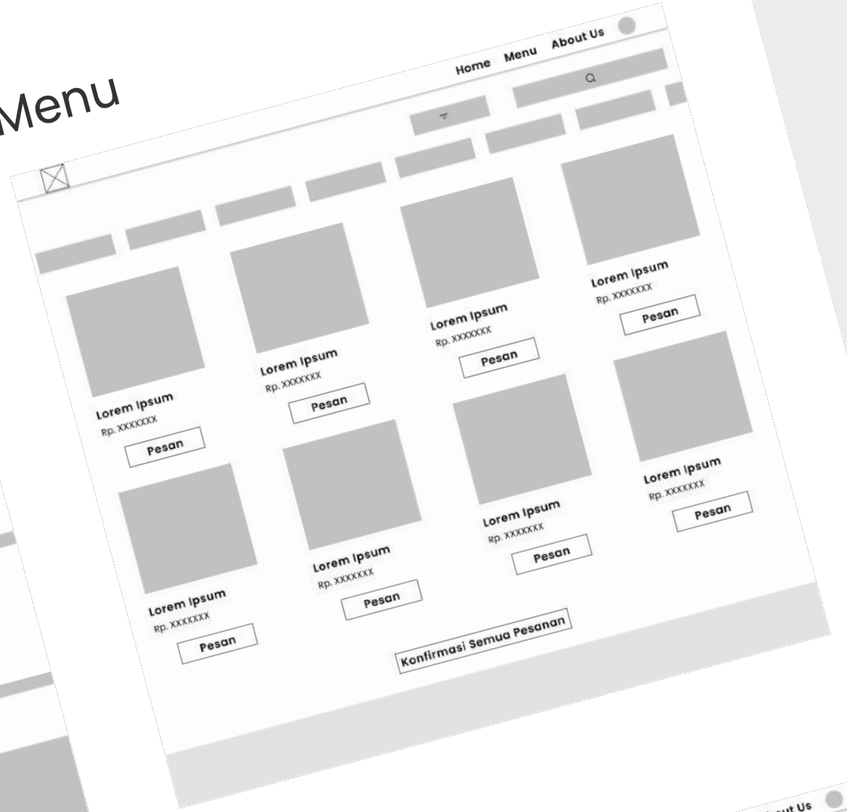

Menu
Landing page
Instan
Berlangganan (default)
Set jadwal 'makanan datang'
Set lokasi
Search & filter menu:
• merchant
• price
• location
• kategori(?)
• ketahanan makanan
Keranjang
Menu makanan:
• nama
• harga
• tennant
Konfirmasi pesanan
Set lokasi (+ catatan)
Daftar pesanan
• Tampilkan pesanan per tanggal
• Nama & foto menu
• Total harga per menu (apabila pemesanan per menu berjumlah lebih dari 1)
Edit pesanan
• Set waktu pengantaran (default: saat ini)
• Set kuantitas pesanan
• Tambah catatan
• Hapus pesanan
Total harga
Tambah kode promo
Bayar pesanan
Beranda
Konfirmasi pesanan
Set lokasi (+ catatan)
Daftar pesanan
• Tampilkan pesanan per tanggal
• Nama & foto menu
• Total harga per menu (apabila pemesanan per menu berjumlah lebih dari 1)
Edit pesanan
• Set waktu pengantaran (default: 10-11)
• Set kuantitas pesanan
• Tambah catatan
• Hapus pesanan
Total harga
Tambah kode promo
Bayar pesanan
Detail menu
Detail makanan:
• nama
• foto
• harga
• kategori
• bahan makanan
• ketahanan makanan
• informasi gizi singkat
• review
Pesan & tambah catatan (opsional)
Pilih hari & pengulangan (berdasarkan jadwal berlangganan yang sudah ditentuin)
Profil tenant
Profil tenant:
• nama
• logo
• foto
• lokasi
• rating
• rentang harga

Low-fidelity

Landing page

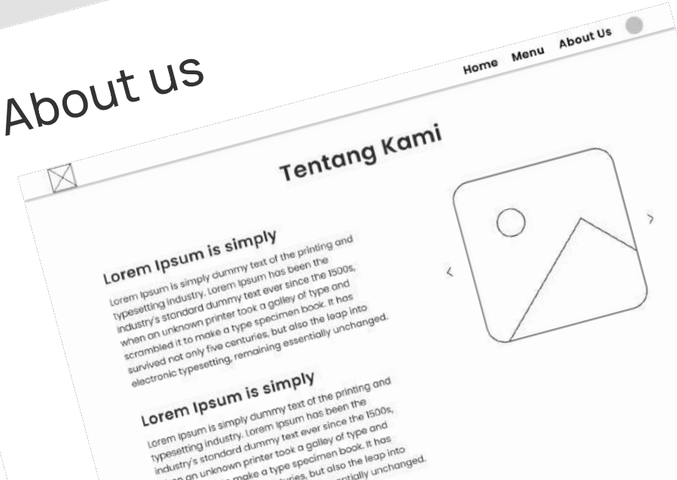


Menu

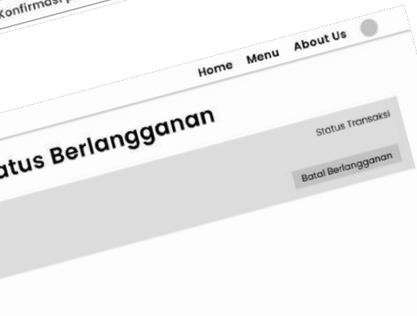


Menu description

About us



Profile



User Interview

- Each test were conducted as remote moderated usability test
- Each testing runs for ± 45 minutes, with total 4 participants
- Participants criteria is still the same with interview participants criteria

Positive feedback

1. **Effective landing page**

   The top-selling items and testimonials on the landing page are convincing.

2. **Detailed food descriptions**

   The food descriptions provide thorough information.

3. **Optimized for food ordering**

   Speeds up the ordering process, especially with the recommendations & well-organized menu.

4. **Attractive idea**

   The concept seems appealing & beneficial for WFH moms.

Negative feedback

1. **Highlight & clarify key feature**

   The key feature (subscription) needs better visibility & clearer explanations about how it works.

2. **Expand catering reach**

   We should open for catering expansion opportunities, such as open partnerships.

3. **Improve tenant profiles**

   Detailed tenant profiles are crucial for building consumer trust.

4. **Increase flexibility of catering schedule**

   The catering schedule selection process should be more flexible & user-friendly.

Key Points

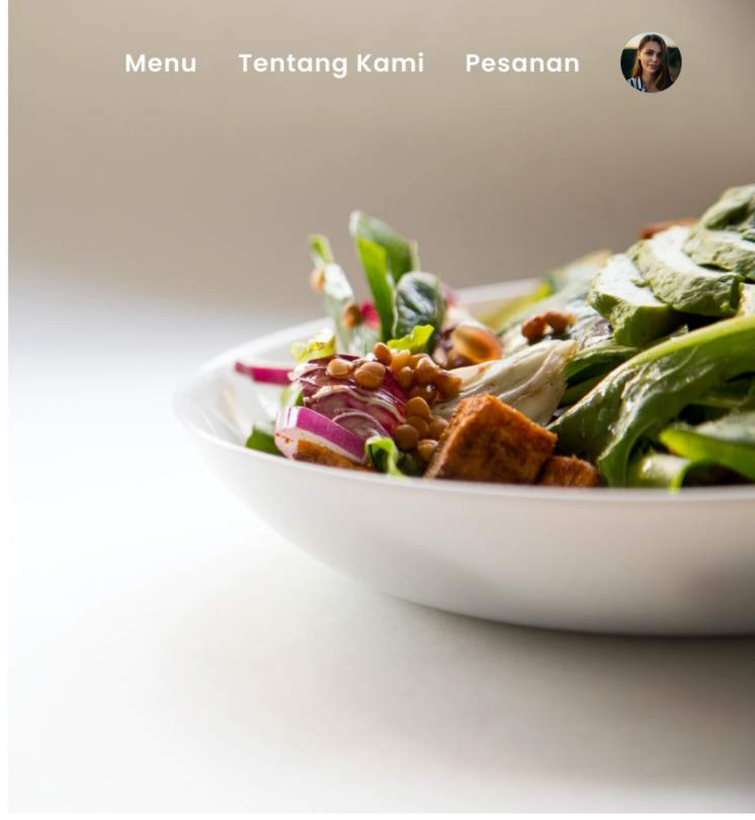
Landing Page

This landing page is the first page that users will see (especially for those who are new).

The purpose of this page is to effectively showcase the selling point through an attractive design.

Foodie

Menu Tentang Kami Pesanan



Foodie, katering sehat dan murah untuk keluarga anda

Pesan makanan sehat untuk keluarga anda dengan harga terjangkau melalui partner-partner kami di berbagai daerah

Pesan sekarang →

Menu terlaris kami

Nutribox

Caesar Salad

Rp 22.000

Pesan

Nutribox

Bento Fried Chick...

Rp 10.500

Pesan

Nutribox

Protein Box

Rp 16.000

Pesan

Nutribox

Katsu Rice

Rp 17.000

Pesan

Tahukah kamu?

Manfaat Kacang Hijau

1. Menurunkan risiko penyakit jantung
2. Menurunkan kolesterol
3. Menurunkan tekanan darah
4. Memperkuat sistem kekebalan tubuh
5. Berpengaruh dalam mengobati penyakit hati
6. Berpotensi mencegah kanker

Sumber: hellosehat.com

Khasiat Bayam

1. Meredakan peradang
2. Meningkatkan sistem
3. Mencegah anemia
4. Menjaga kesehatan m
5. Menurunkan risiko per
6. Mencegah kanker

Sumber: alodokter.com

Apa kata pelanggan kami mengenai Foodie?

"

Sangat membantu saya saat pandemi!

Saya harus WFH dan tidak sempat menyiapkan makanan untuk keluarga. Dengan pelayanan ramah dan kualitas makanan terjamin, Foodie telah membantu saya. Terima kasih Foodie!

Maya Christanty, 48 th

"

Makanan enak tapi tetap sehat!

Anak-anak saya sangat suka setiap saya memesan makanan di Foodie. Katanya enak, padahal dia biasanya tidak suka sayur. Terima kasih telah membantu saya!

Lina Alfiani, 57 th

"

Memudahkan kami makan sehari-hari!

Foodie menyediakan pembelian makanan secara praktis! Saya bisa memesan instan maupun berlangganan sesuai kebutuhan kami! Ga nyesel kalo beli disini.

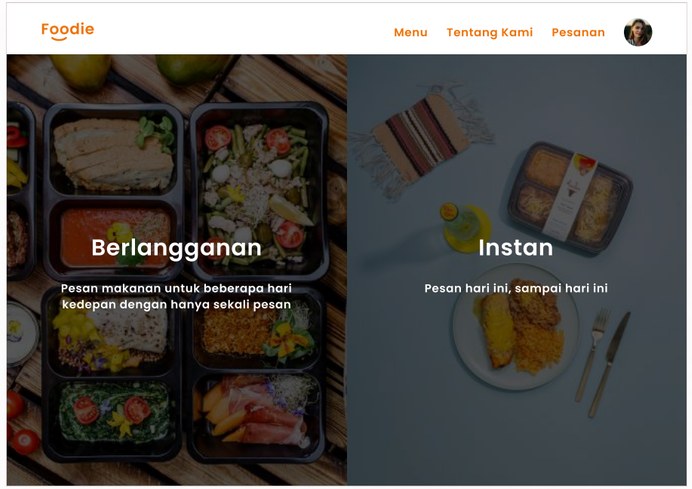
Mirza Putri, 53 th

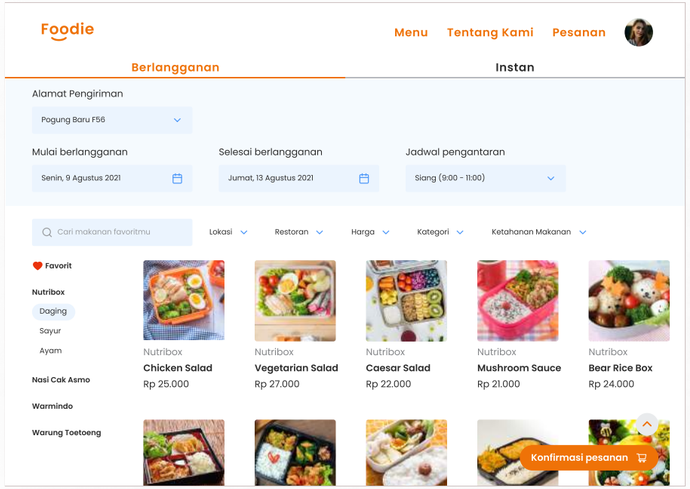
Pesan sekarang →

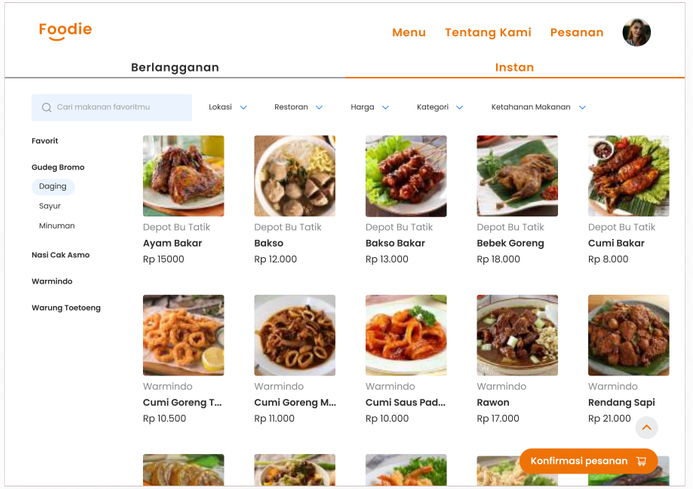
Foodie
Jalan Grafika No. 2
Mlati, Sleman, DI Yogyakarta
55284

Foodie@gmail.com
0274 246746

Key Points - Menu







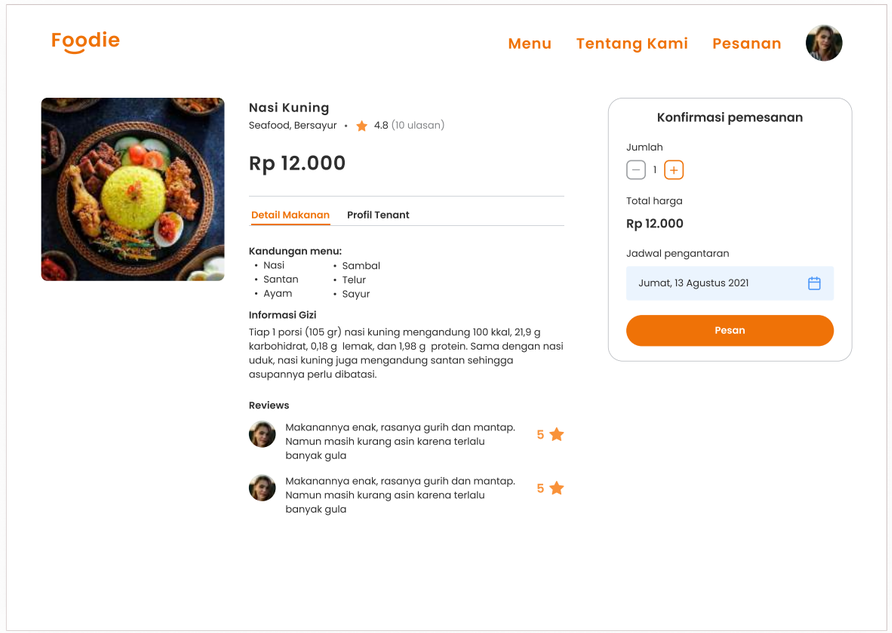
The main value of our catering web is the ability to order by subscription. Our goal is to make the subscription ordering process as simple and clear as possible.

There are 2 main reasons why users use our products:

- to start a subscription with our catering service
- to place an instant order

That's why our menu is divided into 2 main sections: instant and subscription order menu.

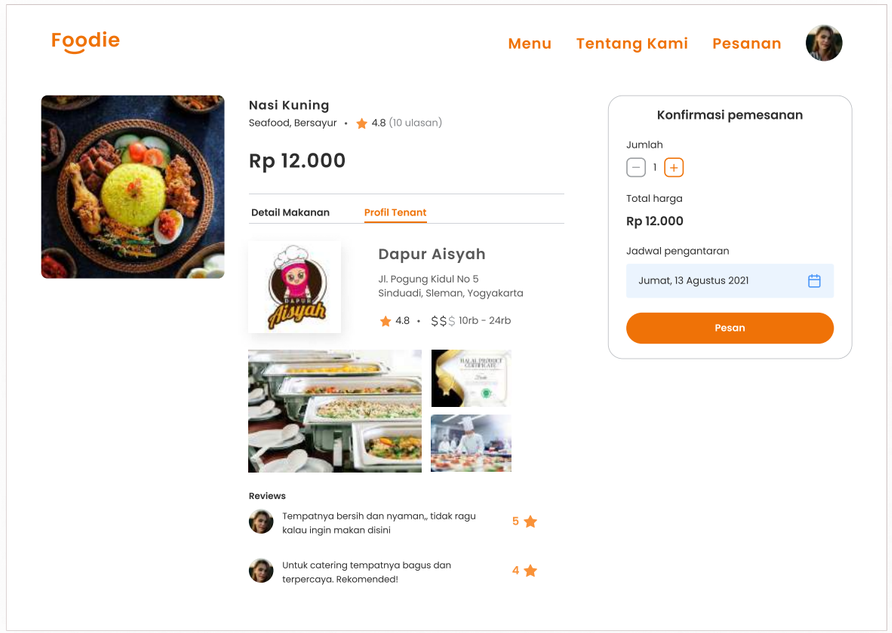
Key Points - Menu Description

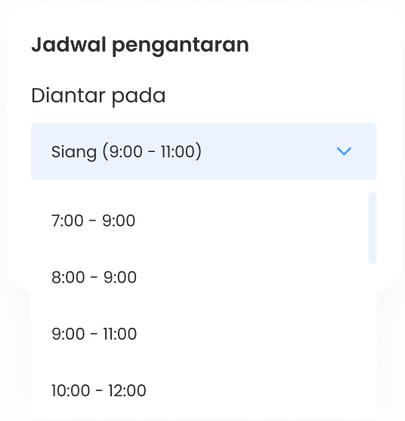


Our target users are career women who work from home and have children.

To improve our users' understanding of the menus and enable them to make informed choices, we created a menu detail page that is linked to the merchant profile. With this approach, our users will have an easier time accessing more information.

Key Points - Tenant Profile

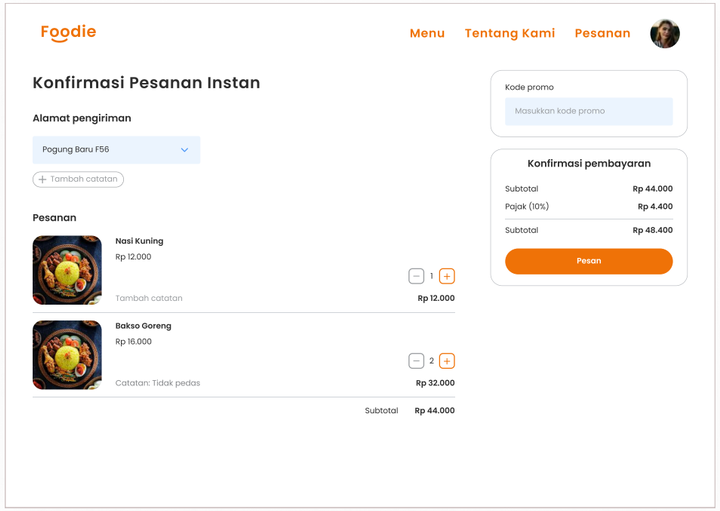


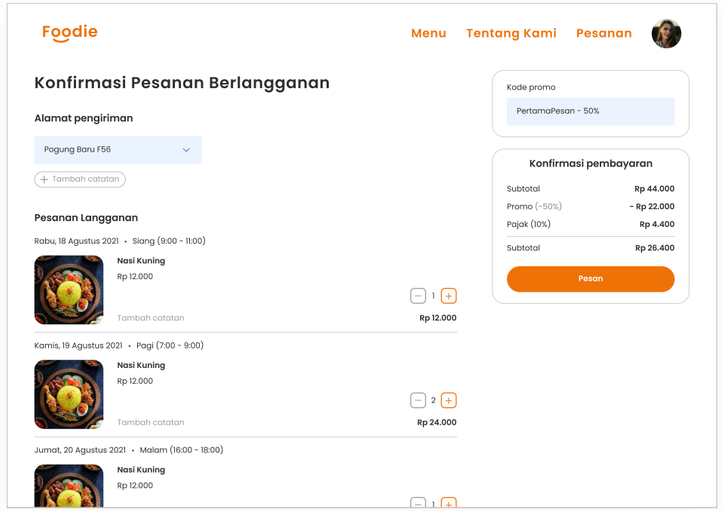


This page provides information about restaurants that serve the foods our users are interested in.

With this information, our users will feel more at ease when ordering from our website.

Key Points - Order Confirmation





The aim of this page is to present the information in a clear & easy-to-understand format, particularly for users who are ordering menus with the subscription feature.

Takeaways

What did we learn?

1. Using an iterative design process enables us to come up with better ideas and release best possible product that meet our users' need.

2. Developer reviews and feedback are crucial in testing and refining our solutions, in order to improve the quality of our product.

3. Challenging your ideas, solutions, and designs on a regular basis can help you uncover a multitude of previously unknown problems.