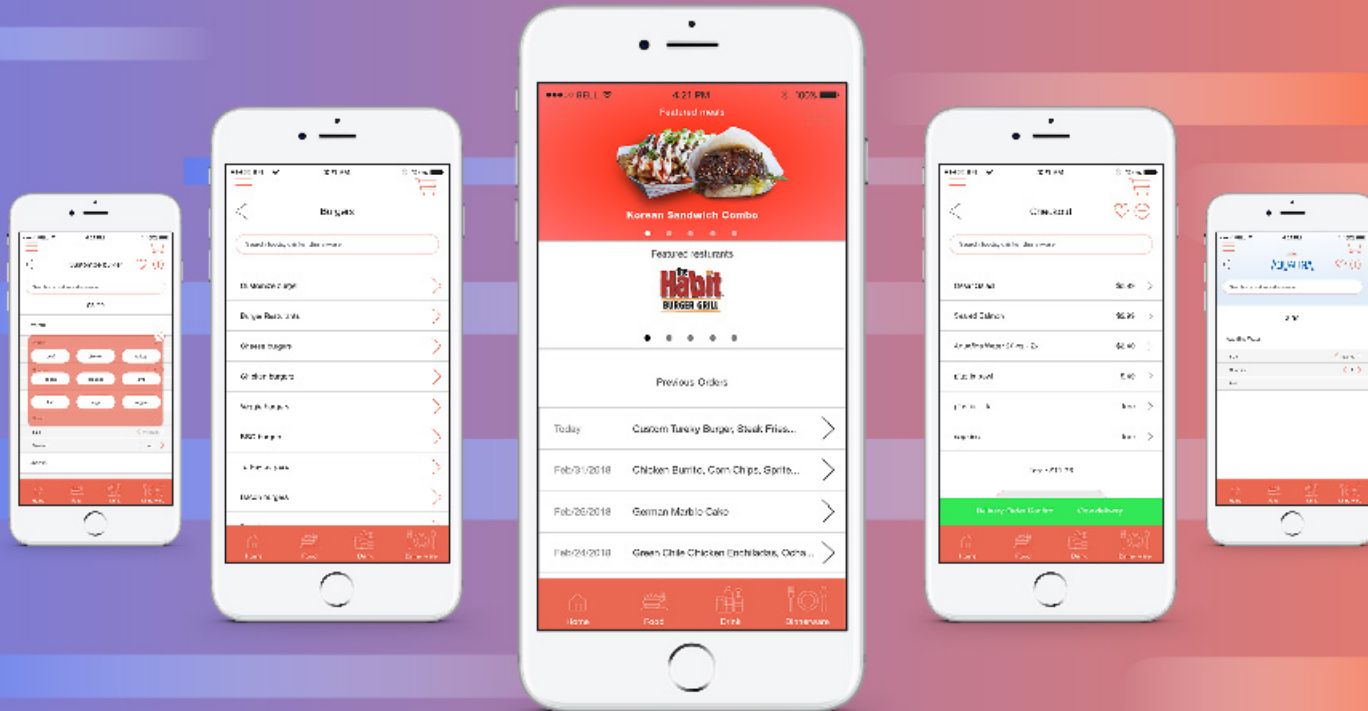




PROPER BITE

Custom-food delivery service.

Smartphone Application



Case study by Anthony Hernandez

Introduction

PROPER BITE

Do you want your meal at a specific temperature? Are you conscious of what is inside your food and prefer free-range meat? Do you want your fruits and vegetables locally grown? Are you having a party and need variety of food, drinks, and utensils delivered. Or maybe you just want a hamburger?

Mobile application, PROPER BITE is a food and delivery service that delivers customers' fully customized meals. Customers can select from a variety of food, drink, and dinnerware options to satisfy their taste buds. PROPER BITE will create the meal you want, and deliver it to your location.

Problem & Solution

The problem is that food delivery apps don't offer wide variety and selection of foods or drinks. Most delivery app services that make and deliver their own food have a limited menu. Other services provide food only from restaurants.

The solution is to allow users to customized their own food and drink from the ground up. Customers can also find their favorite foods from wide selection of restaurants.

Introduction

PROPER BITE Is

ORGANIZED

FLEXIBLE

DETAILED

PROPER BITE has the ability to fulfil a customer's meal they always wanted without compromised by giving customers options that can be intricate.

preference
benefit
organic
cultural
vagabond
wanderer
deranged
value
development
breakthrough
growth
process
movement
journey
momentum
voyage
odyssey
envoy
organized
authentic
accurate
flawless
chop
genuine

Food
range
fresh
specific
detail
prepare
perfection
busy
tranquil
steady
travel
proper
relief
options
easy going
time
pace
clairvoyant
comfort
content
flexibility
impeccable
plan
schedule

green
natural
hot
warm
cold
calculate
adjust
constellation
system
ideal
cerebral
mental
variety
diversity
aid
calm
trinity
bite
reasonable
native
clean
world
alternative
choice

Project research

Our Competitors



Delivery service is nationwide
Any restaurant with a delivery service is available through GrubHub
Good number of options through web and app
No nutrition information
Delivery status is up to the restaurants.
Service app and web is free, but price is up to the restaurants.



Organic produces and fresh ingredients
Food from farms, hormone-free, free-range, antibiotic-free only through farms
Reasonable priced
Can only order through mobile app
Service only in San Francisco
Limited dishes
Does not serve breakfast only -- Lunch and dinner



Home delivery is free
Free delivery on orders over \$30
Variety of meals
Local food from farms
SF, Brooklyn, New Orleans, Los Angeles
2 day wait for food to be prepared and delivered

Project research

Target Audience

Ages 19-35

Income 50k~

People who don't have time to cook or buy food.

People who are perfectionist and want their meal to be very specific.

People who have a lot of family members in their household.

People who enjoy eating, but want to foods that can't be ordinarily order from their home or desired location.

People who are having an event and need a lot of food, beverages, plates, and utensils.

User Experience

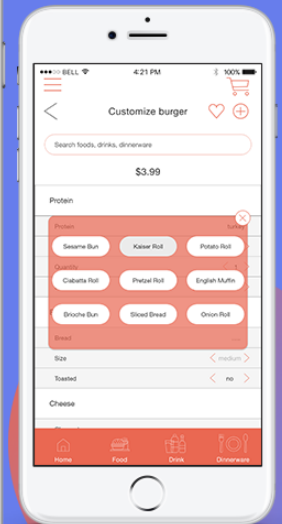
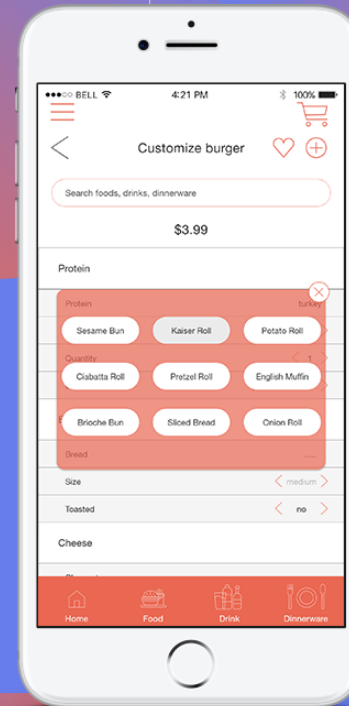
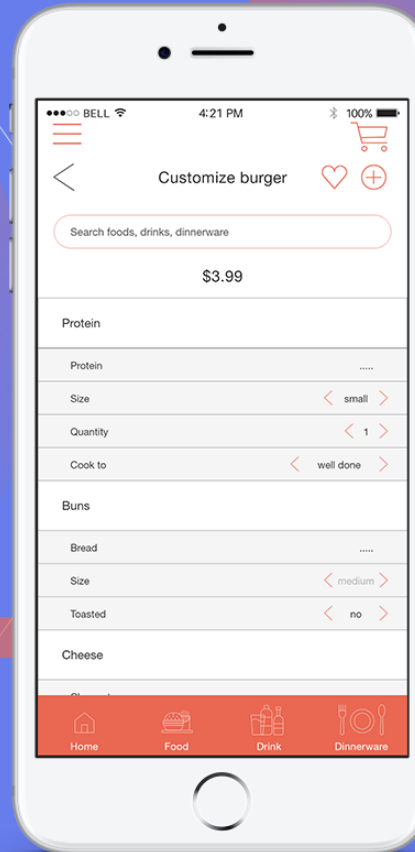
Early Sketches/Wireframes

IA Site Map

Prototype

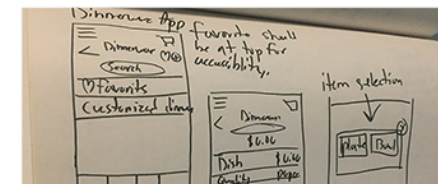
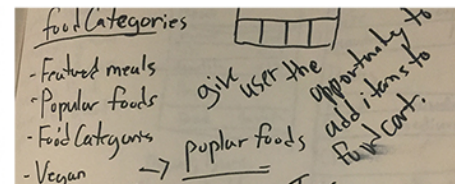
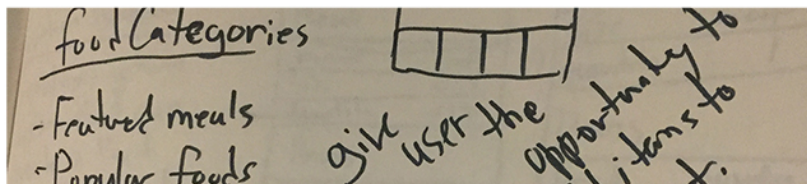
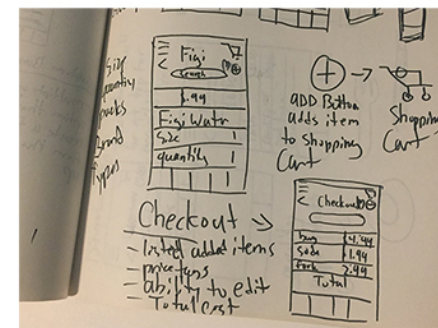
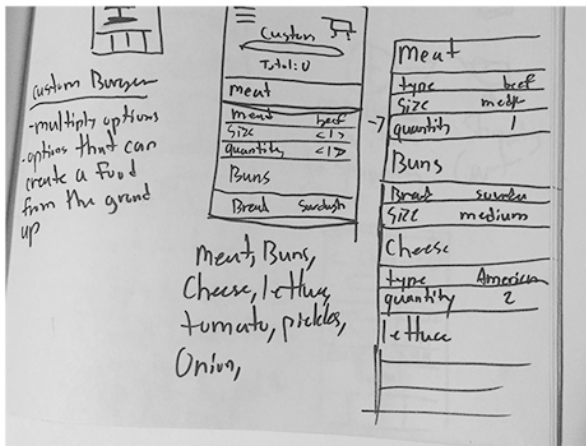
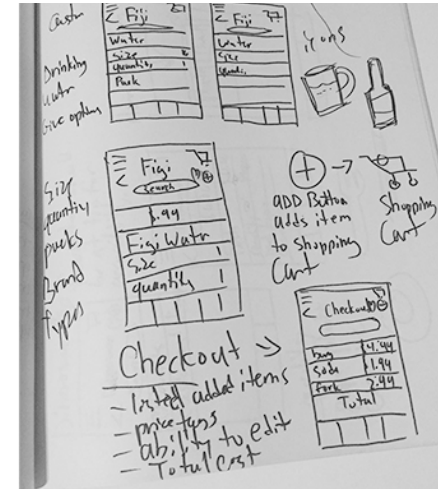
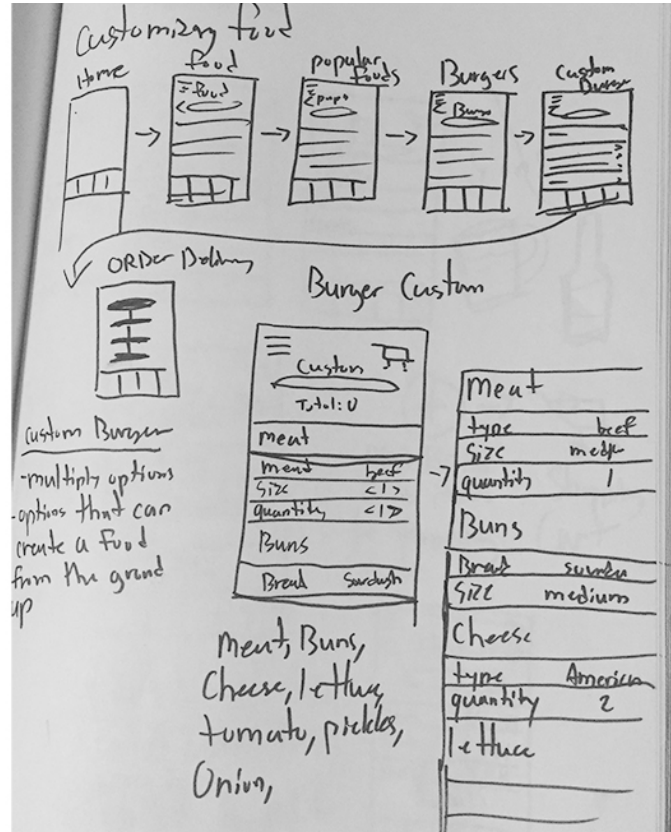
User Testing

Task Flows



Early Sketches

Early UX sketches of the app content, navigation, and ideas.



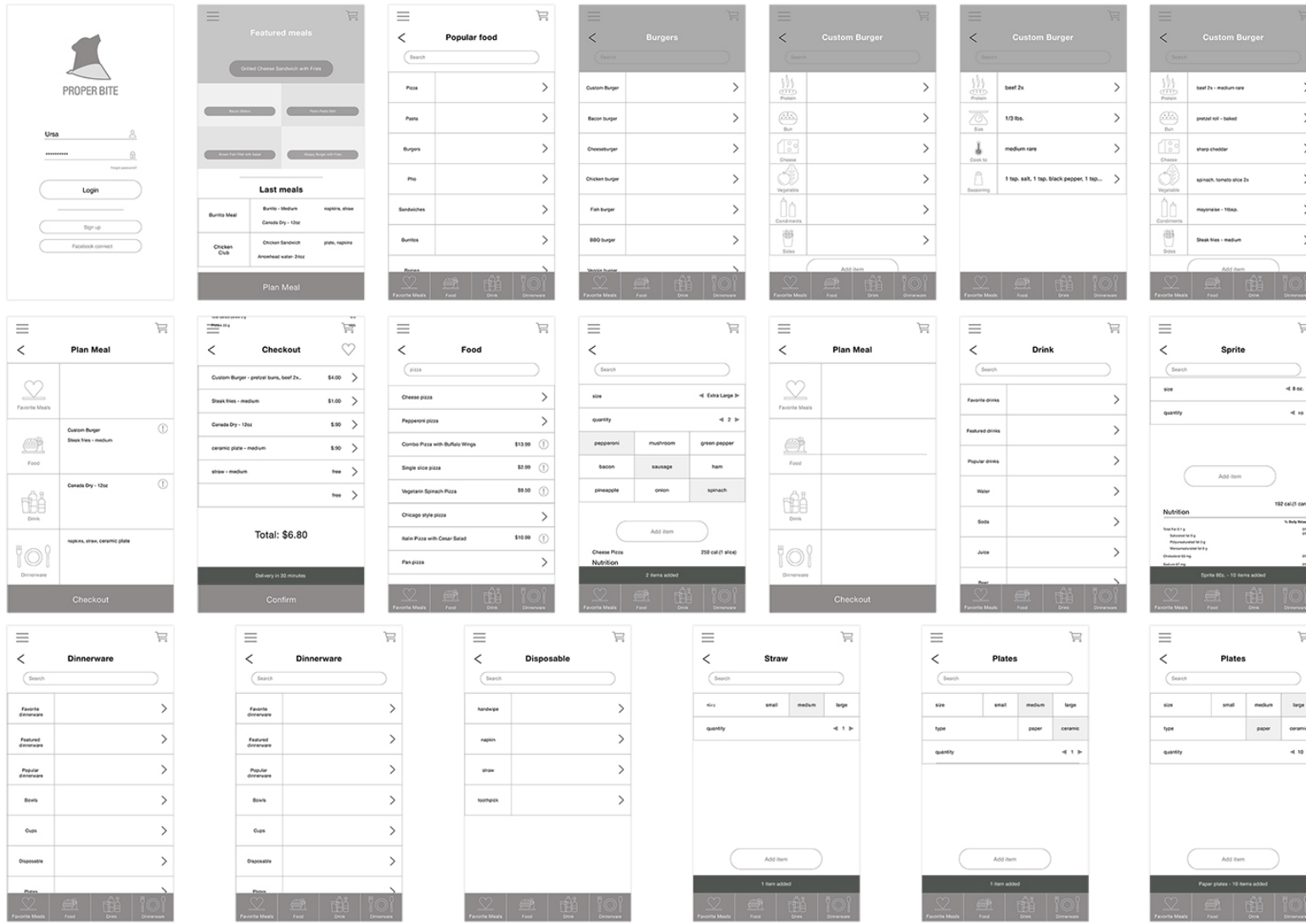
User Experience

Sitemap

PROPER BITE's architecture is categorized by what's best for users' needs and wants. Search functionality, popular and featured items are displayed first so the user can begin finding the types of foods or drinks they want.



Early Wireframes



User Testing

The purpose of the usability test was to find how users interact with the prototype to identify what type of content is valuable, useful, accurate, and accessible to the users. It is important to recognize what are the users' behaviors, motivations, and wants when using the prototype. Uncovering any information from these users will help in refining or redesigning aspects of the navigation, content, and interface design.

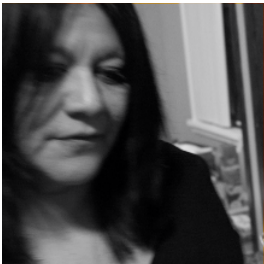
The Task

You are running your hip company's office party and your job is to provide pizza, drinks, and drinking and eating utensils for your co-workers. Please find and order these items for the party.

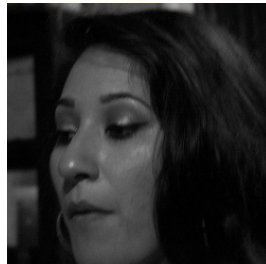
The Prototype Version 1

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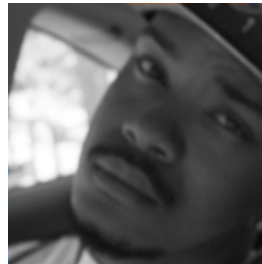
The Participants



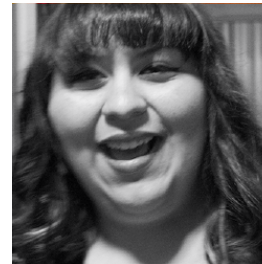
Rita Hernandez



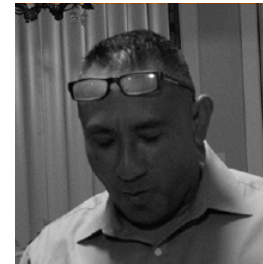
Samantha Jordan



Jay Jordan



Jacinta Becerra



Jose Hernandez

User Testing

Each user was timed.

Users were also encouraged to think out loud as they navigate the prototype.

Users gave feedback on the prototype.

Observations

Participants averaged 6.3 minutes doing the prompt task. Generally, users flow through the task of customizing a pizza, but at the beginning users interacted with other food categories that are listed in Food to advance to the 'Pizza category'. Users spent most time in customizing pizza, as it was longest part of the task. User Samantha, Jay, and Jacinta used the search functionality to find any of the items like drink or dinnerware items, but the search wasn't prioritized in the prototype. User Rita and Jose would frequently re-pick customized options, to see "how it works."

User Response

User Rita noted that there was some misspellings. She also said that she wanted to pick the quantity of toppings to control the portions.

User Samantha said that navigation was great, but wanted the Custom Pizza to have "extra instructions field to let the user makes special request or state any allergies, etc." She also desired to use the search function to find items quickly.

The Needed Changes From User Testing

Create an "extra instructions field" for possible requests to PROPER BITE to ensure that the food doesn't have anything that could cause allergies or harm to the body.

Another possible solution is that the user can inform the app somehow of their allergies. Users' first instinct was to use the search feature to look items up prototype the search feature to accommodate users' behaviors.

User Jay said, "This was a good experience. I think it would have been better as an actual app. Since it was a demo I did want to choose specific options that were not clickable, but overall a fairly simple experience." He also wanted to use the search function immediately.

User Jose spend the most time with the app, and said that he had trouble reading the words.

User Jacinta said that liked messing with the app, choosing the food option.

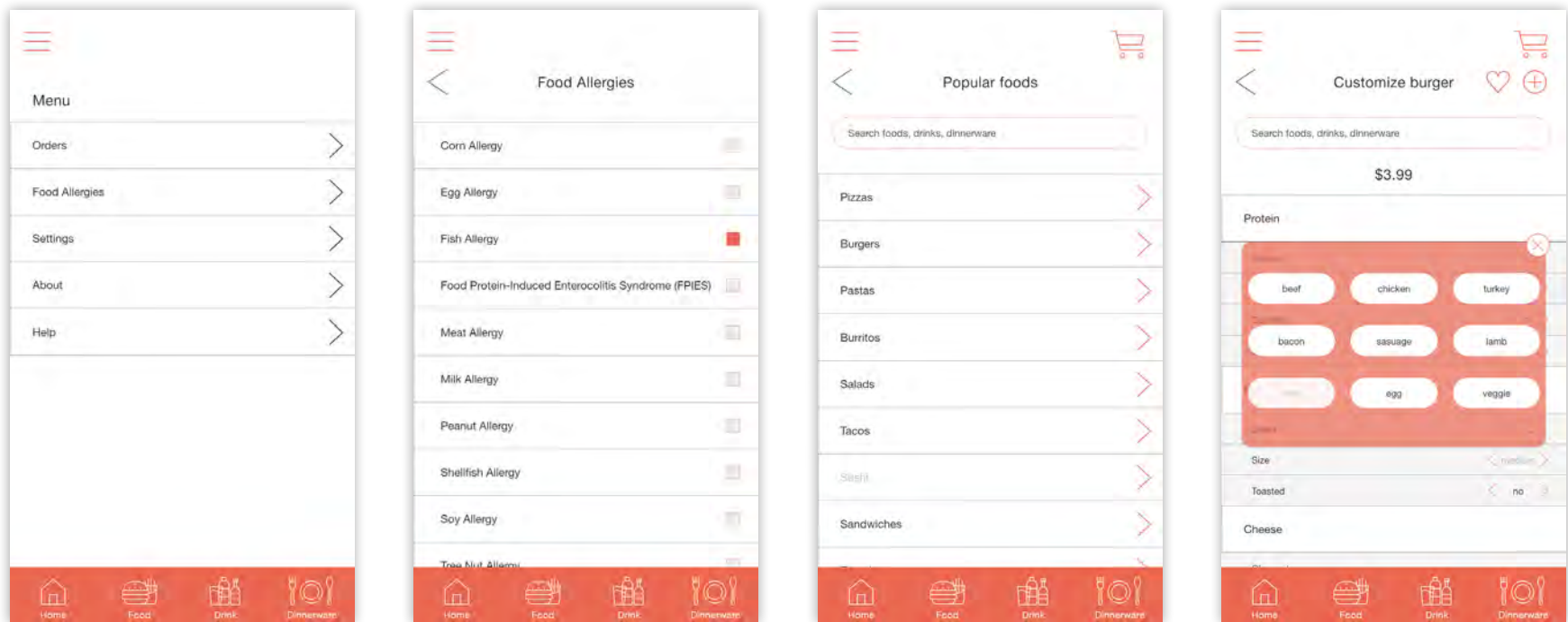
User Testing

Food Allergy Feature

From user testing feedback it was important to develop a feature that could filter food by allergy. Food allergies are dangerous and it could mean life or death if a person isn't aware of their meal. It is essential to alert users if the food they are choosing has any food ingredients that themselves are allergic to. Greying out any item level categories that heavily uses the filtered allergic ingredient(s) will signal users to be cautious.

The Prototype Version 2

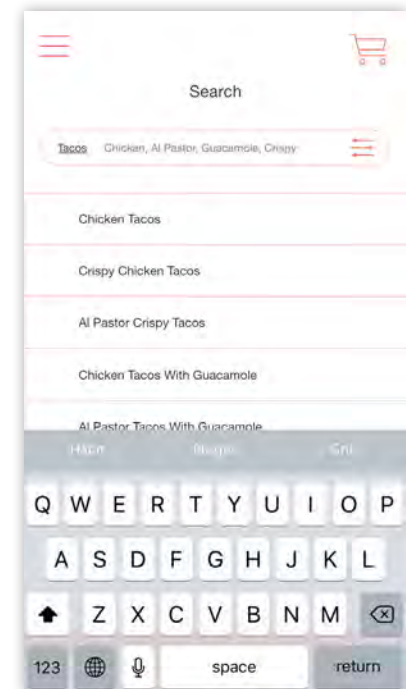
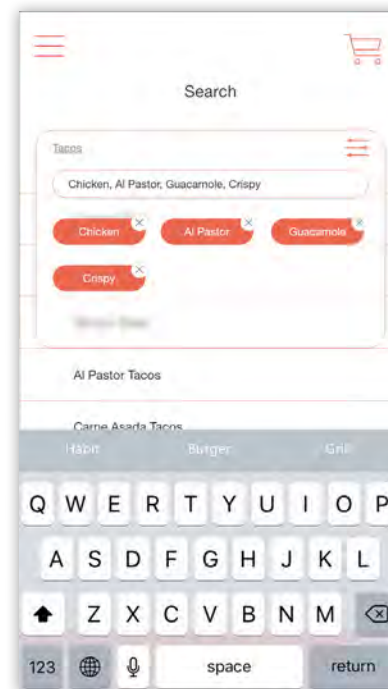
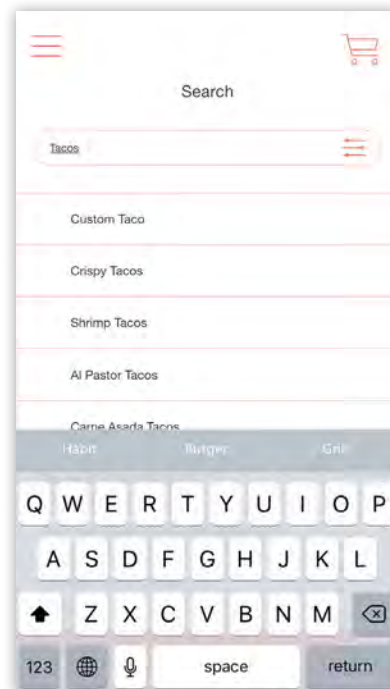
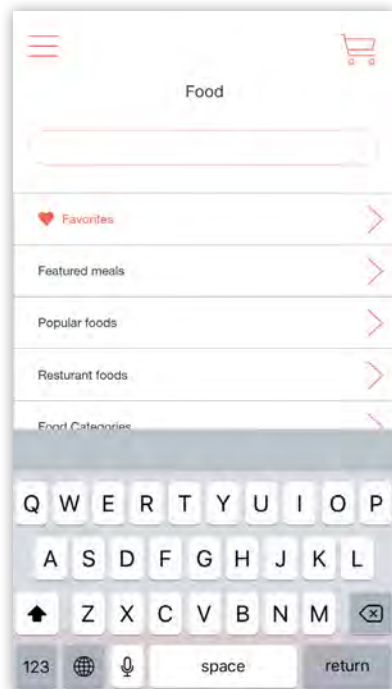
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User Testing

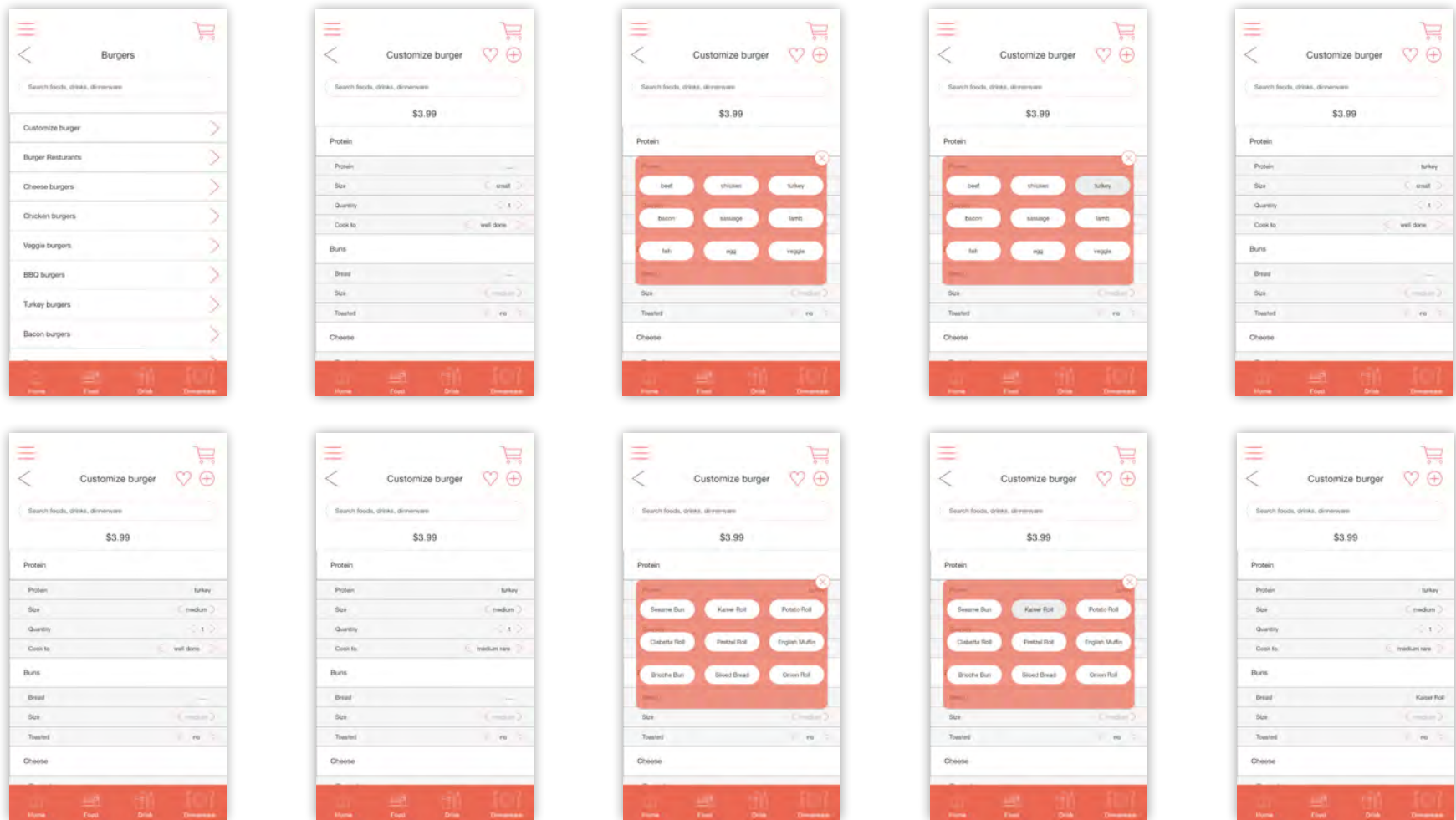
Search and filter

From observation and user feedback it was clear that users would choose the search field as the first option to find items. Users responded that not only searching to find foods or drinks faster, but this feature would be used regularly to find all content. It was evident that designing a filtering system that could find food based on your tastes would improve users locating items.

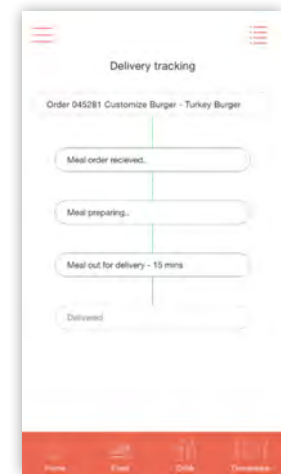
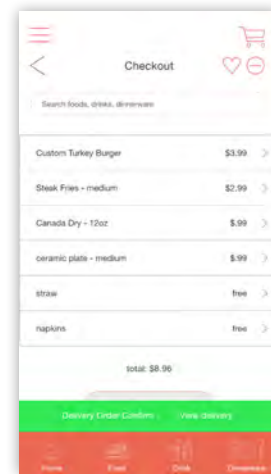
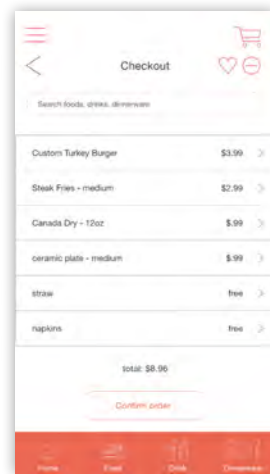
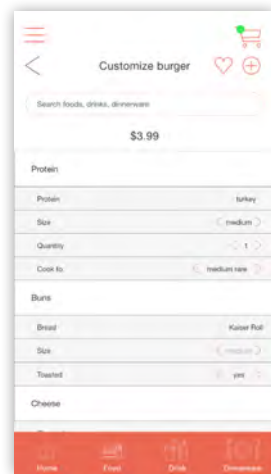
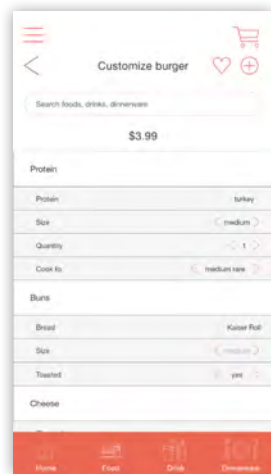


Personalize Food Creation

This task flow – which is part of the prototype – demonstrates how users would interact with the multiple food options when creating their own meal. Users are given the ability to direct the app (Proper Bite) on how to cook the meal from the ground up. The objective was to develop a streamlined process which would defined other navigational tasks.

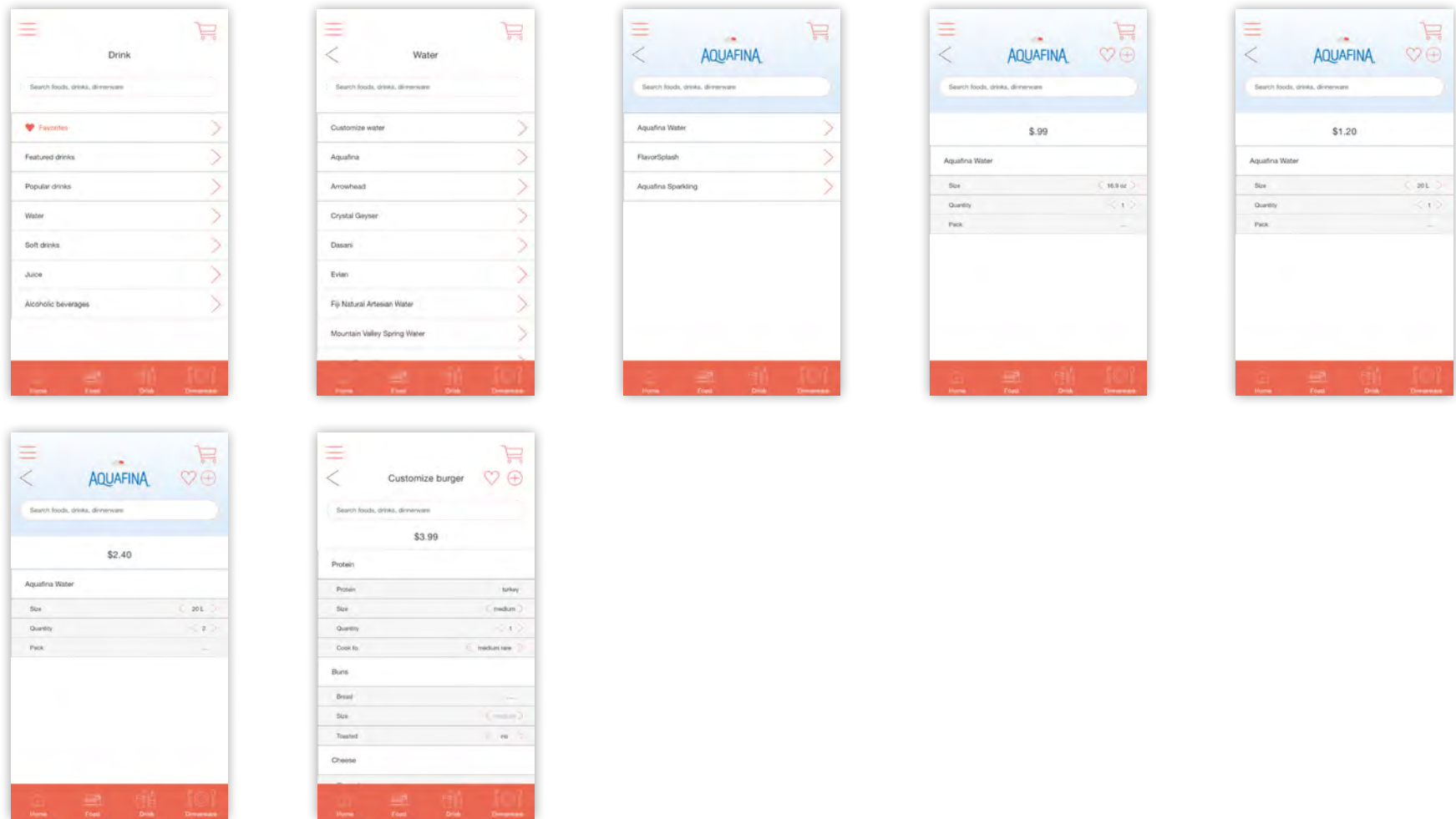


Personalize Food Creation



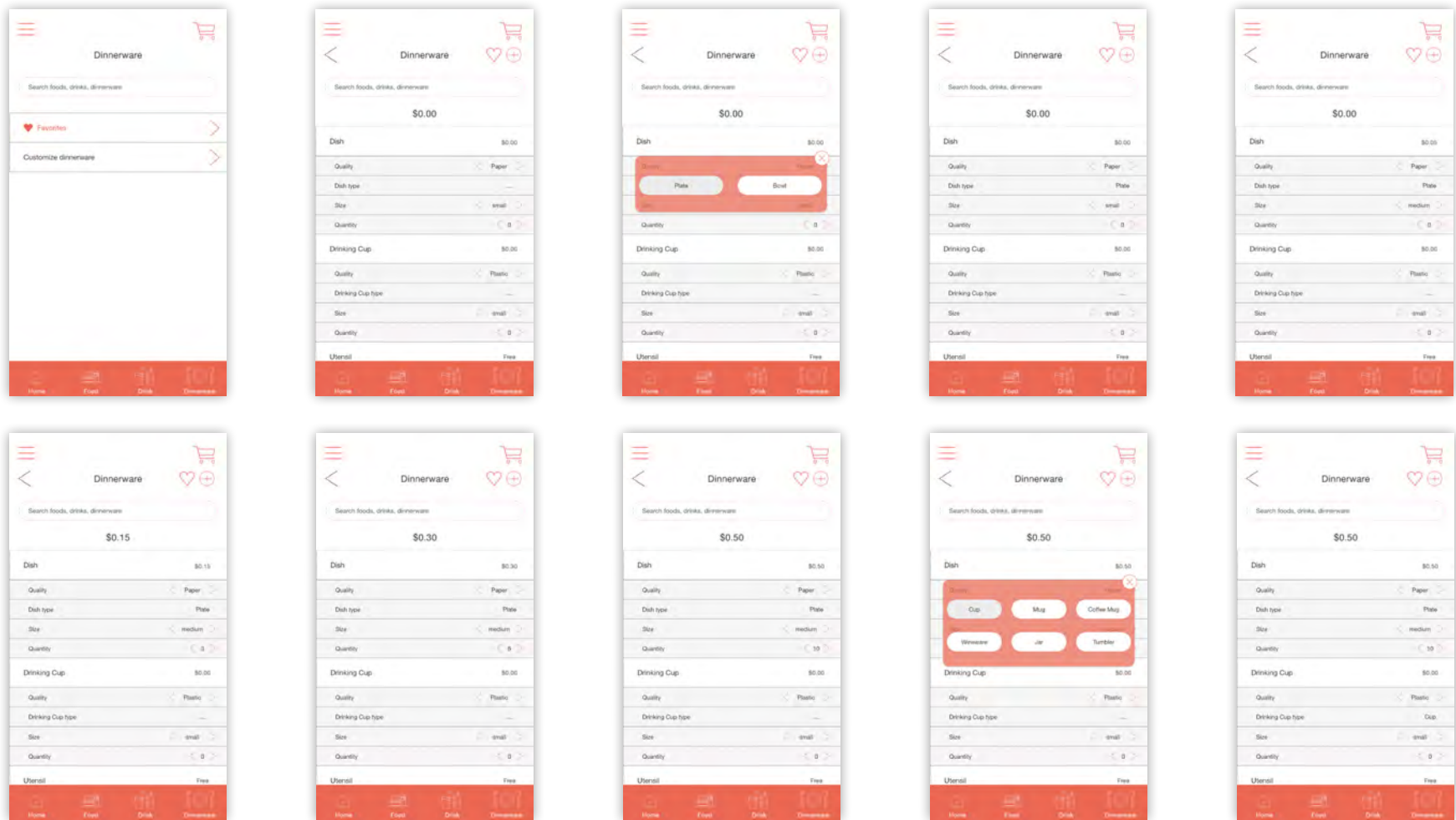
Customizing Products

After defining the navigational structure, developing the other tasks flows became fluid. Popular brand products like Aquafina, Coca-Cola, Gatorade, Breyers, Oreos, etc. can be personalized.

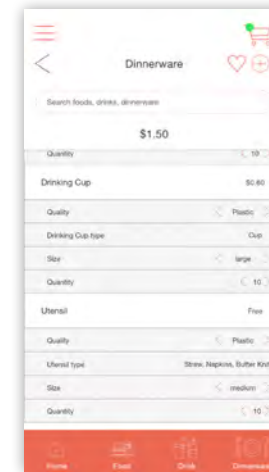
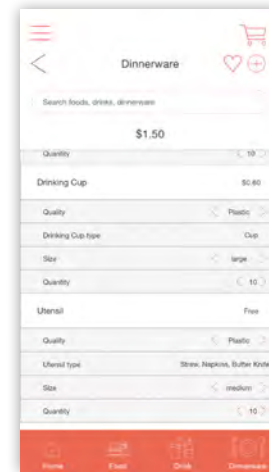
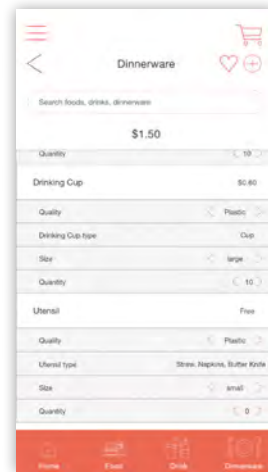
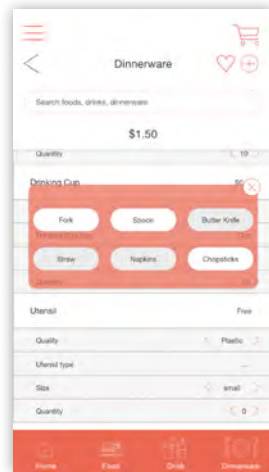
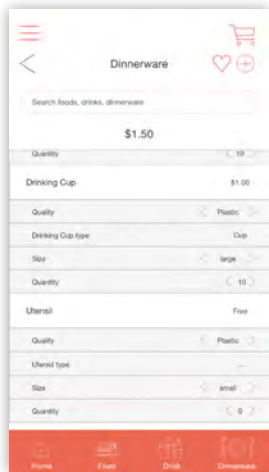
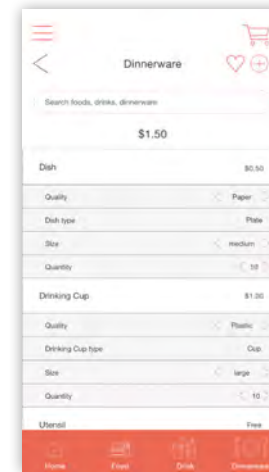
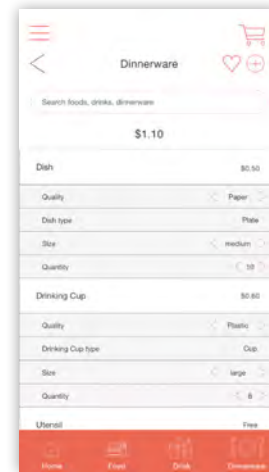
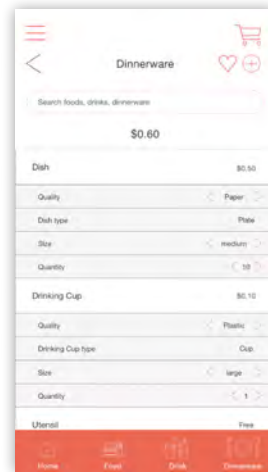
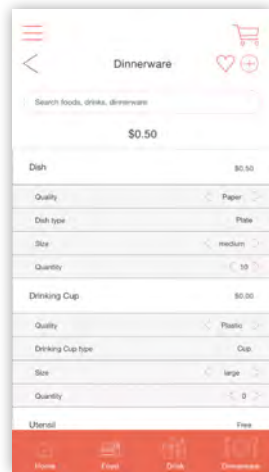
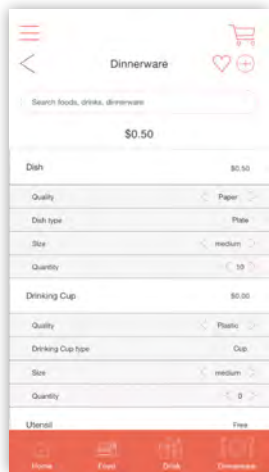


Dinnerware

The Dinnerware task flow shows how a user could use this feature to purchase plates, cups, and utensils for office and college parties, potlucks, family outings, and any other large events.



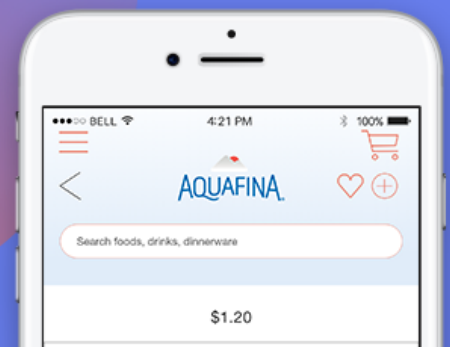
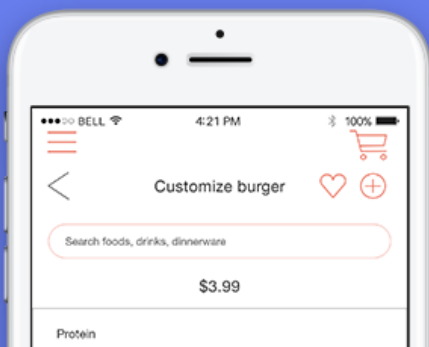
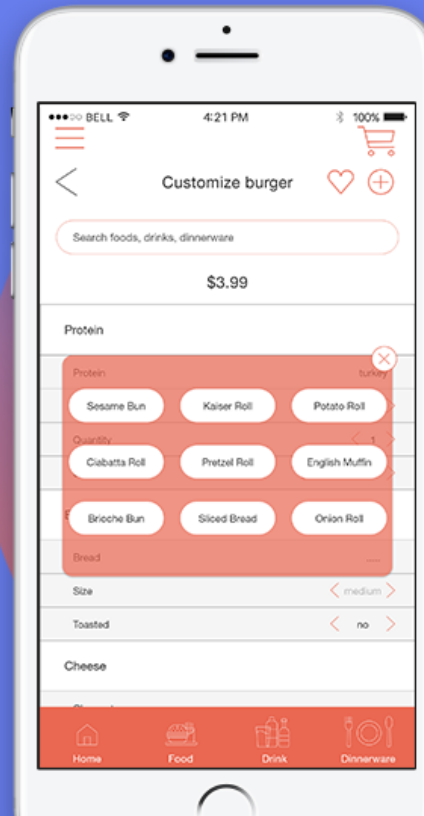
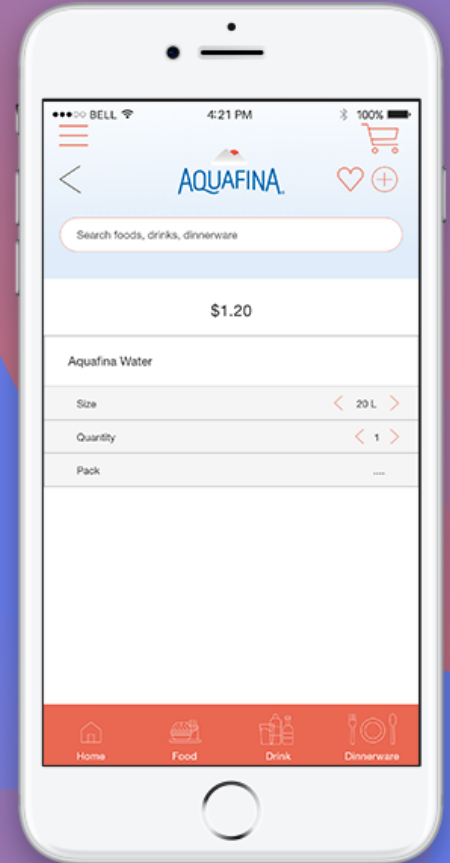
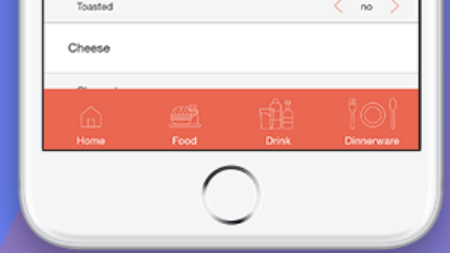
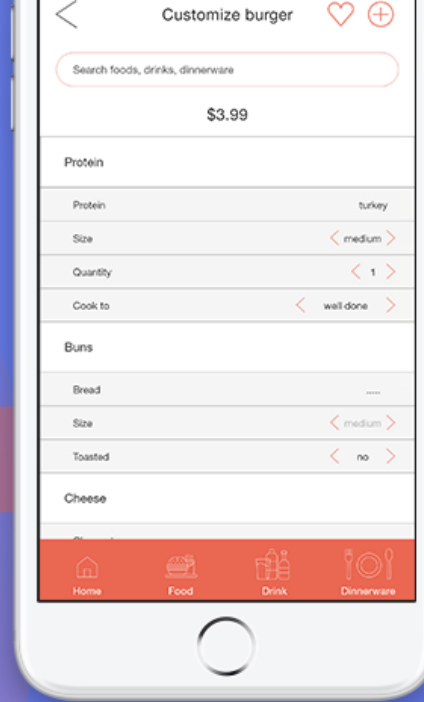
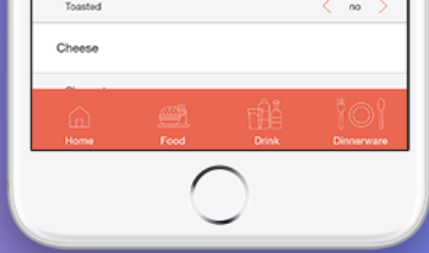
Dinnerware continued



Campaign

Motion Design

Print Ads



Motion Design Story

Story of 3 Bears

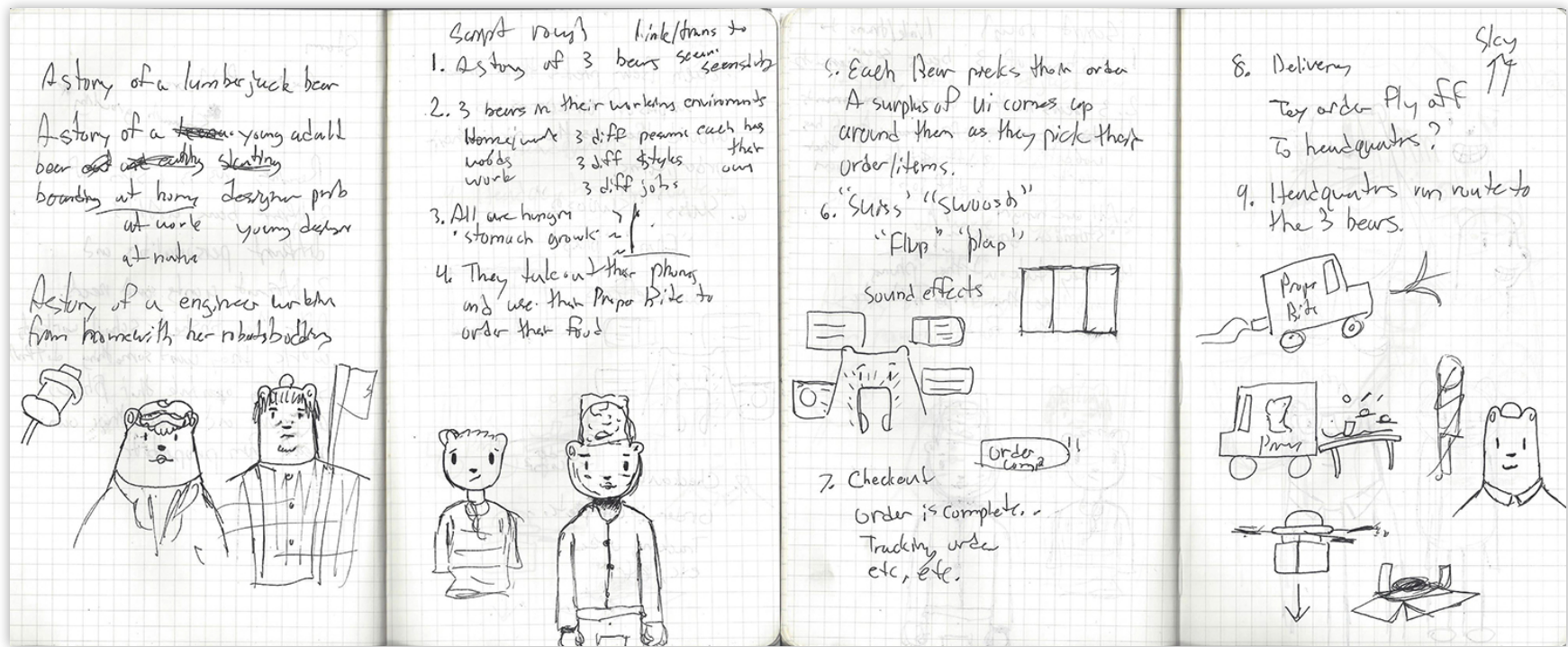
PROPERBITE's motion piece is inspired by the story of The Three Bears, a fairy tale about a family of three bears who all have particular and contrasting quirks that make these characters unique. The narrative plays with the idea of people are different from one another, whether its careers, their personalities, or tastes in food.



<https://vimeo.com/254419736>

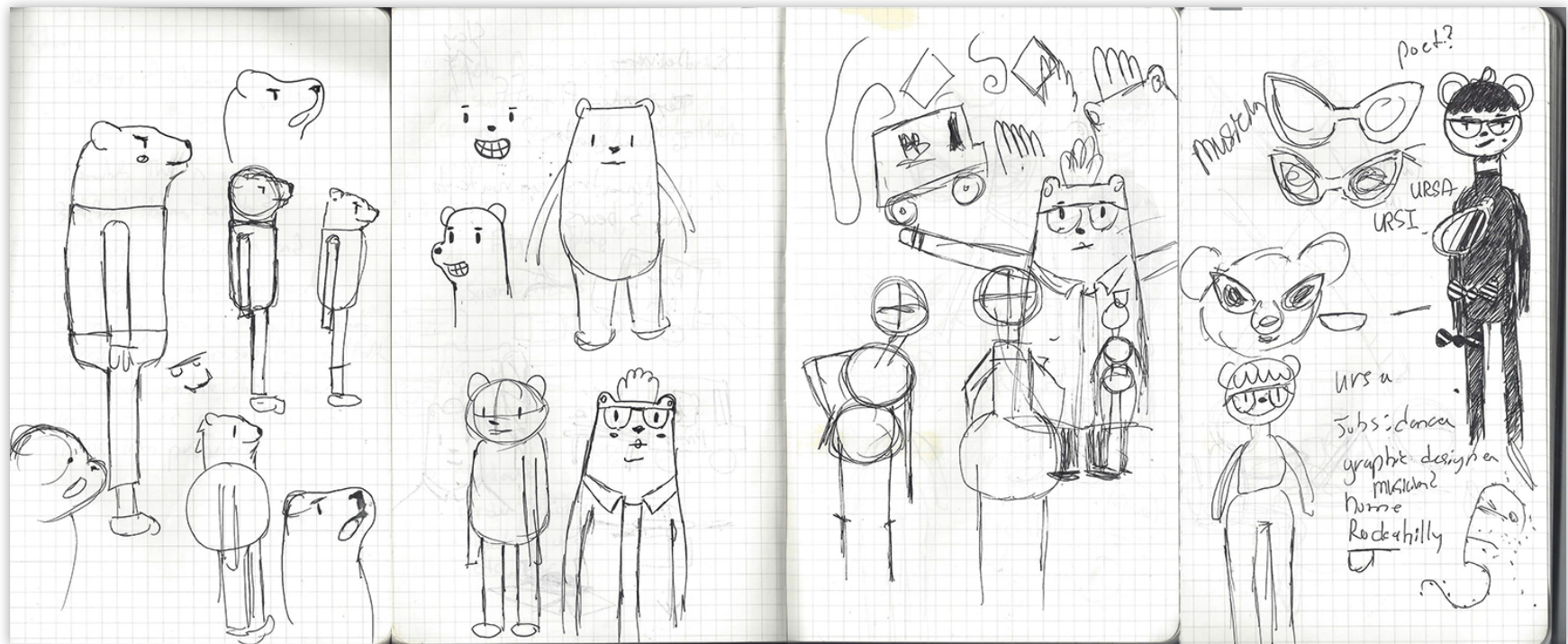
Story of 3 Bears

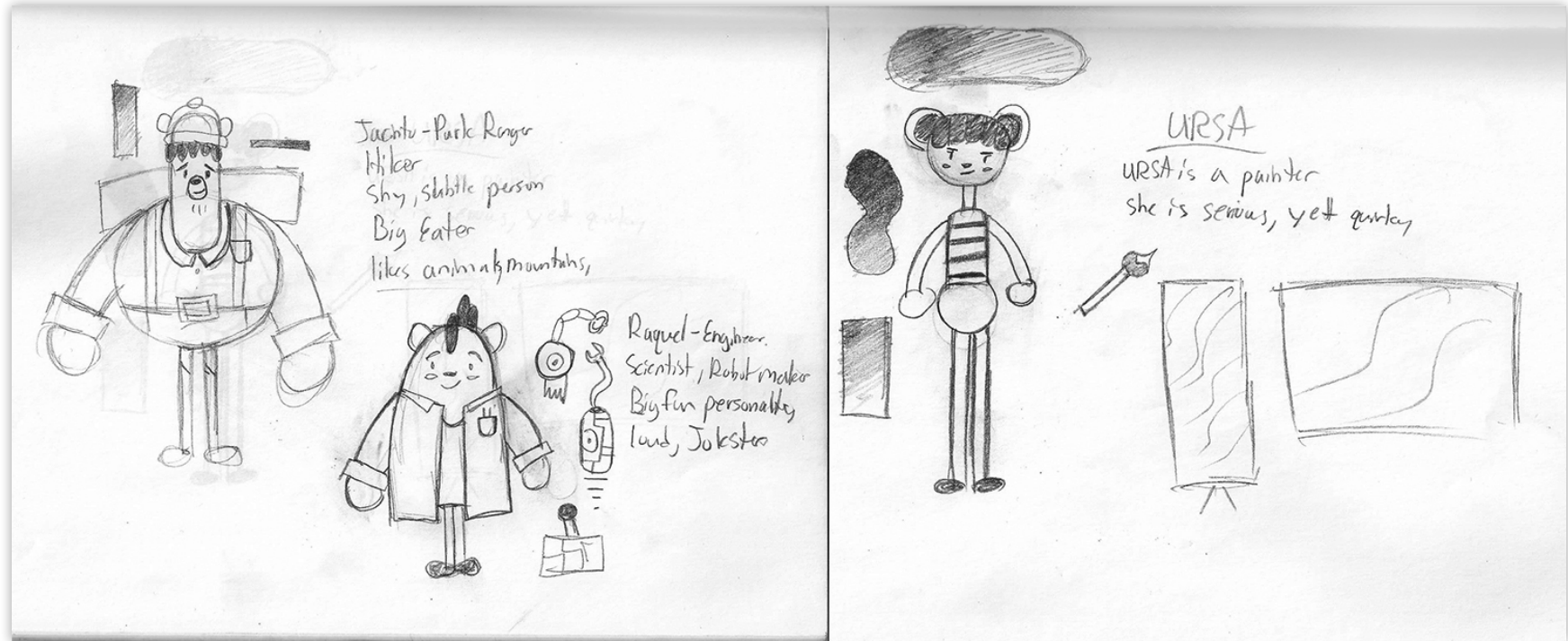
The initial concepts of the motion project was trying to bridge the story of The Three Bears and PROPERBITE app into a fun, yet informative animation. From the beginning I wanted the characters to be different in terms of background, jobs, tastes, and personalities to match the diverse options featured in the food app.



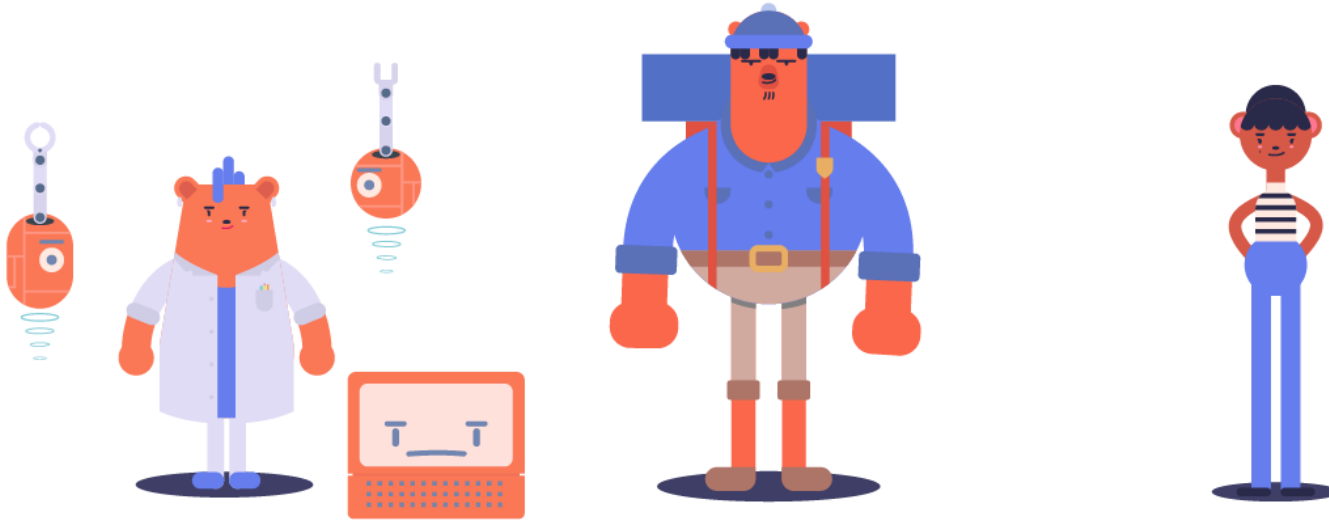
Character Concepts

The idea of having three anthropomorphic bear characters rather than human characters was the idea straight from the original tale. Each character needed their own unique qualities in personality that would shape their identity. Also, each character needed to be different in appearance so, their shape and silhouette are unlike.





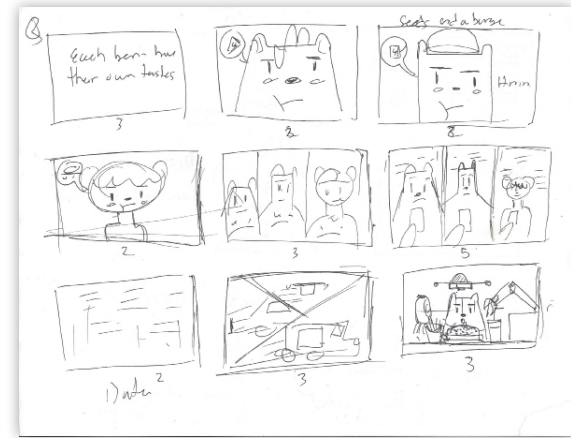
Motion Design Final Character Designs



Storyboard Concepts

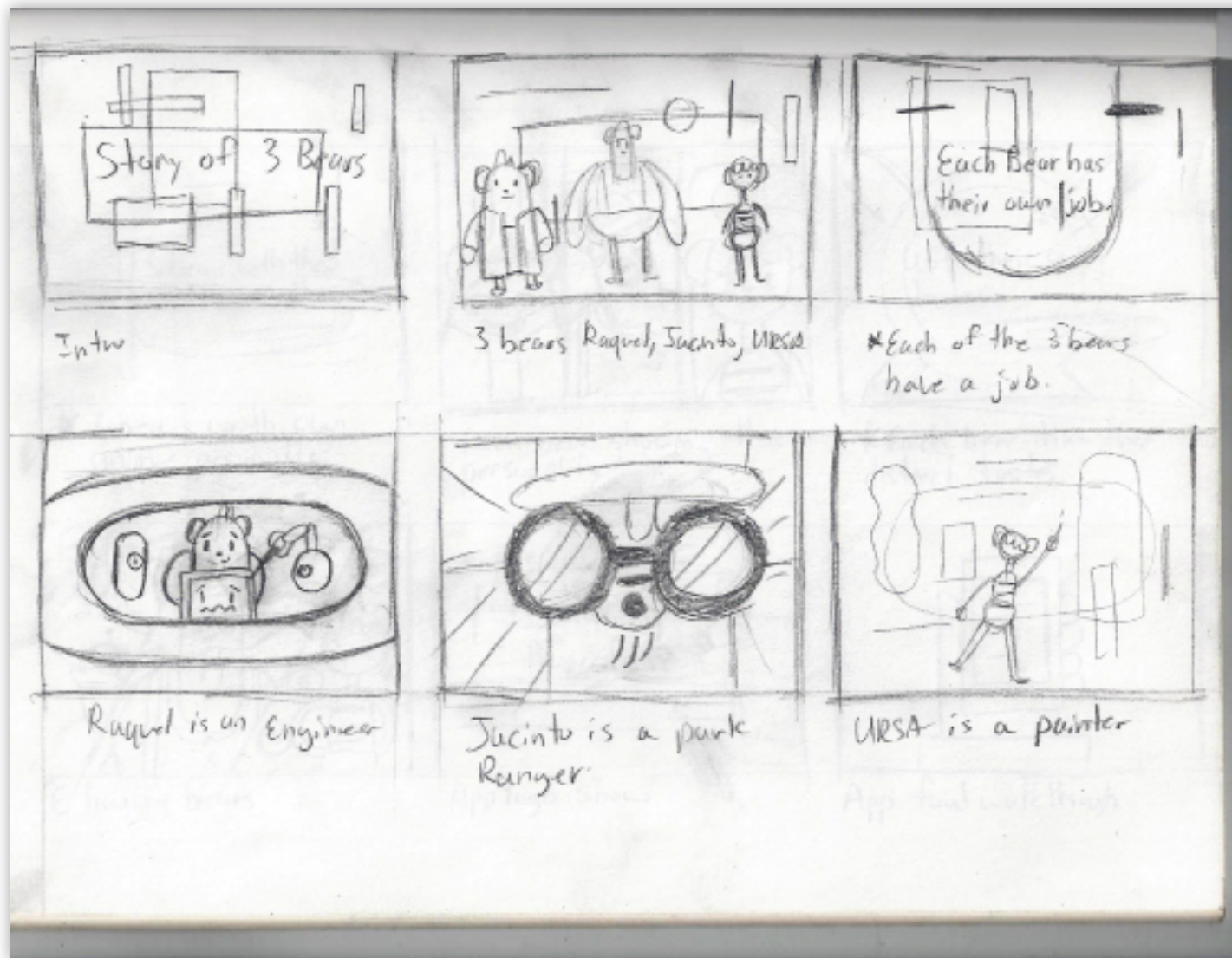
The first few storyboards explores the concept of characters in their environment doing their usually daily routines displaying their differences to the audience.

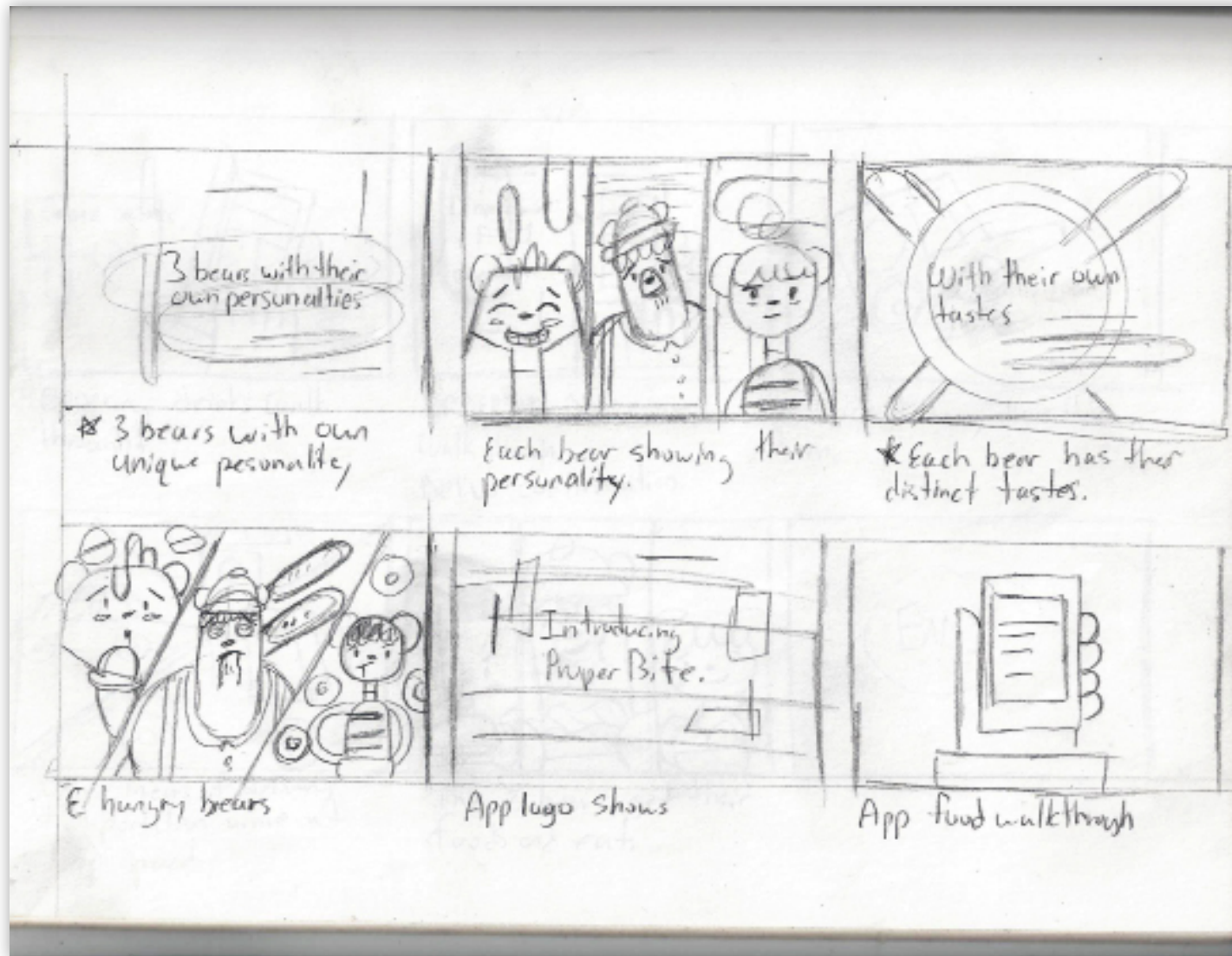
In the final storyboard we are introduced with three different bears -- Raquel, Jacinto, and Ursa. These three characters are unique and introduce their different character traits and personalities. After a hard day's work the three bears get hungry and began to salivate for food. The three bears remember the PROPER BITE app and introduces the audience to PROPER BITE's main features of selecting and ordering meals.

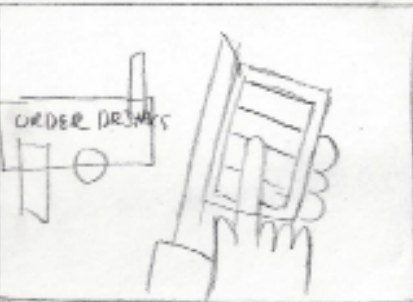
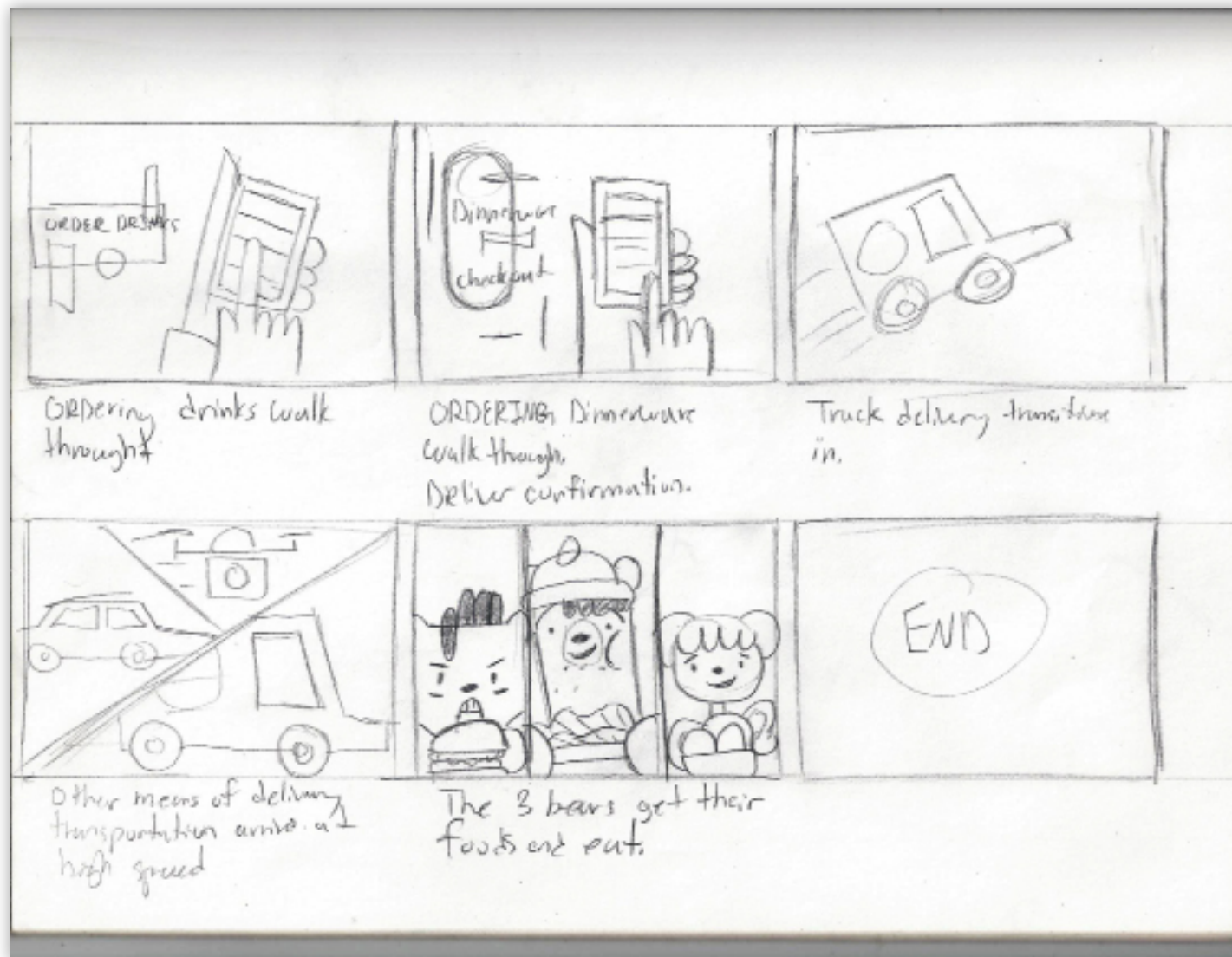


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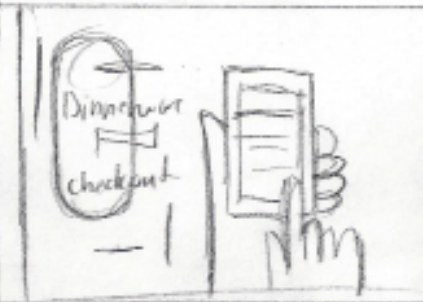
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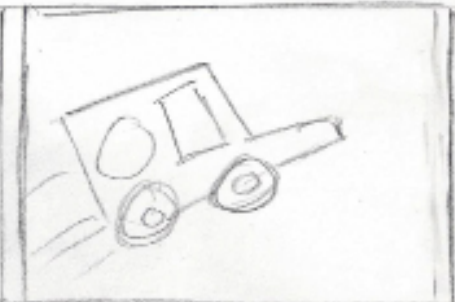




ORDERING drinks walk through



ORDERING Dinnerware walk through. Deliver confirmation.



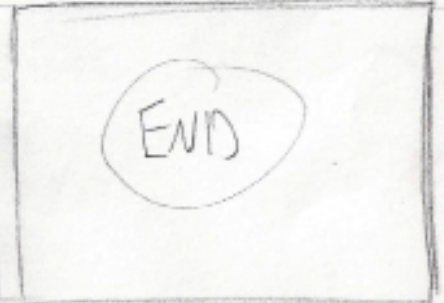
Truck delivery transition in.



Other means of delivery transportation arrive at high speed



The 3 bears get their foods and eat.

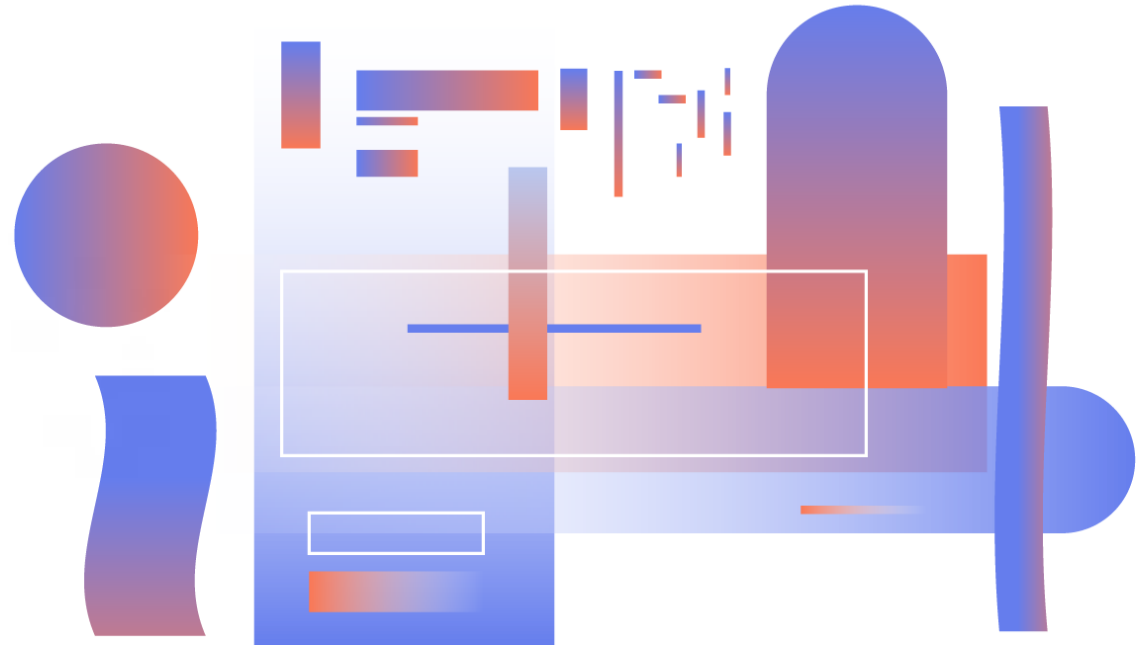


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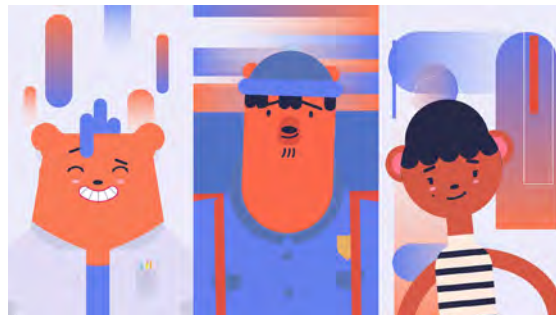
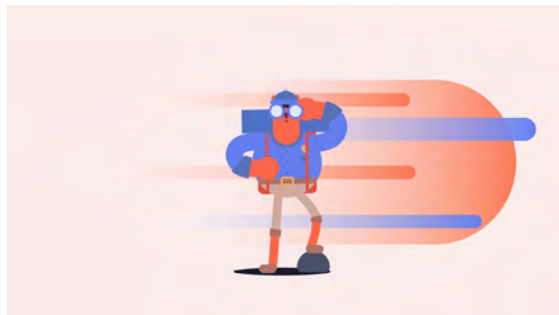
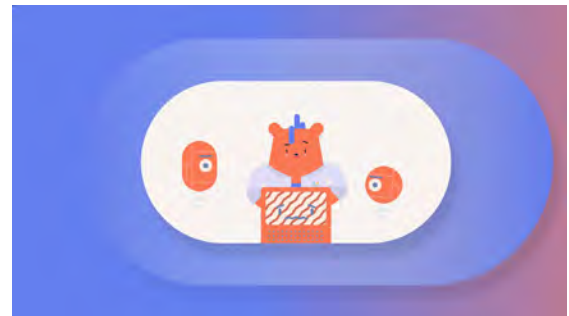
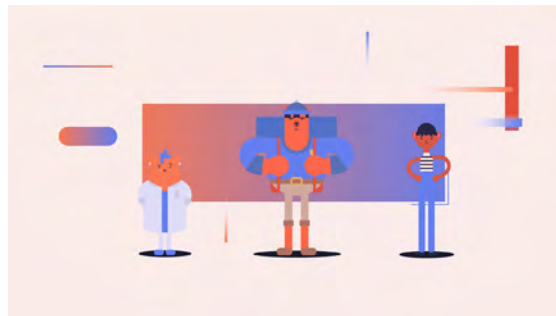
Narrative Shapes

While part of the narrative element is about diversity in personality and tastes, I wanted the visual elements to be coherent and consistent throughout the project. An orange color was chosen to illustrate a fun and energetic mood, and a blue color perfectly compliment it.

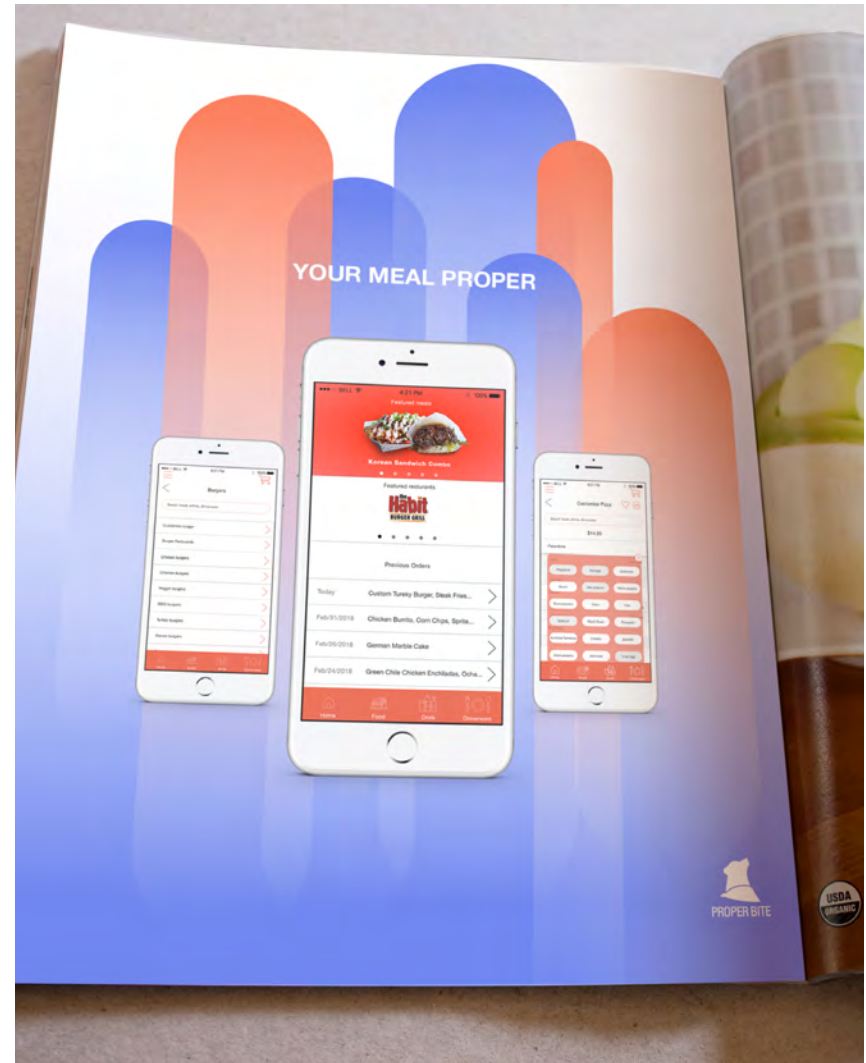
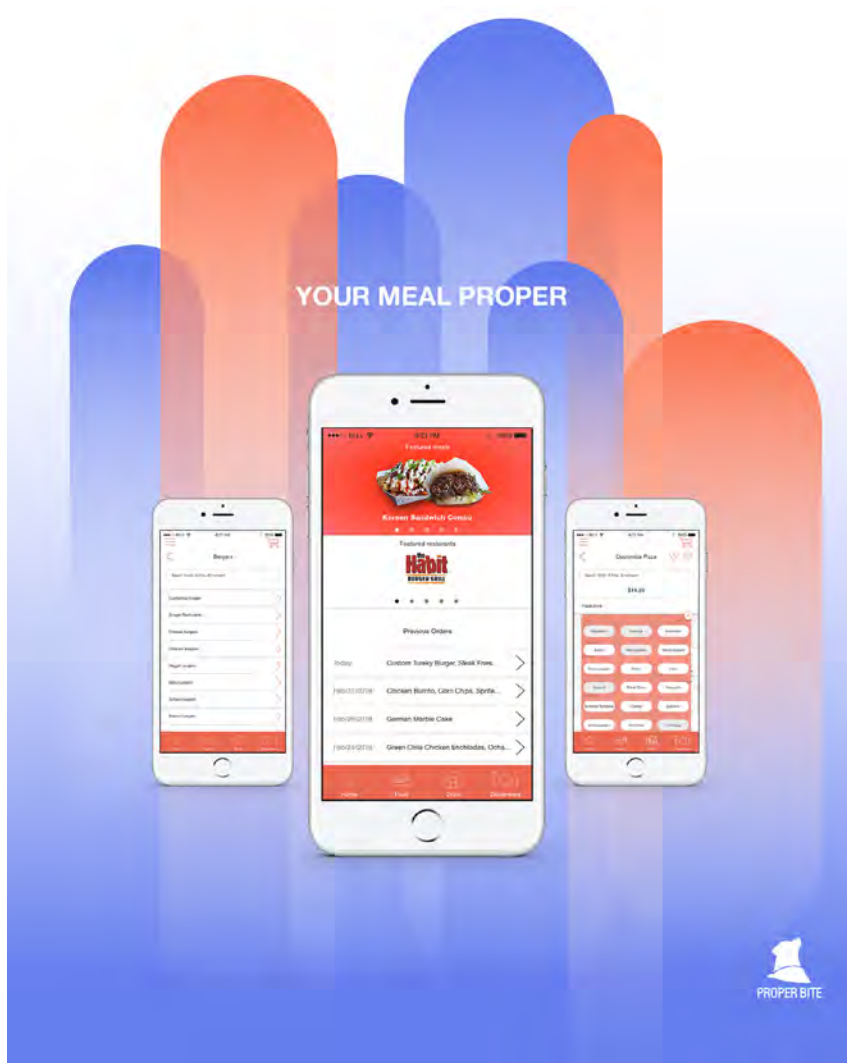
To play with the idea of unique different tastes – different types of shapes of length, size, and color combos were used to illustrate that aspect of uniqueness. Animating these shapes to move sequentially horizontal or vertical was also another way to show variation.



Style Frames



Print Ad APP





Brand Guidelines

Mood board

Logo

Colors

Typography

Mood Board



Brainstorming Phase 1

URSA

Preference

Your Feast

Proper Bite

Precise Meal

Menu Tinker

Tinker Menu

Menu Tinker

BearBite

Spoiled Bear

Every Meal

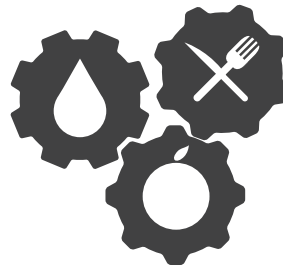
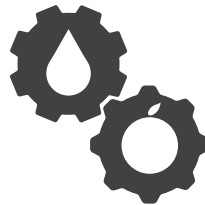
Serving Bear



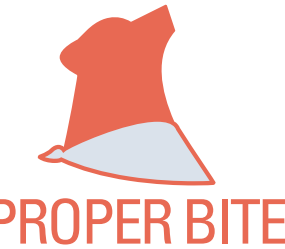
TINKER MENU



TINKER MENU

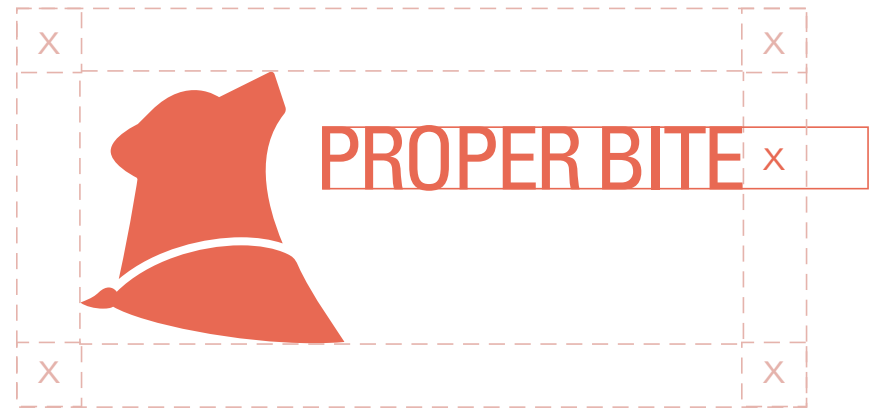
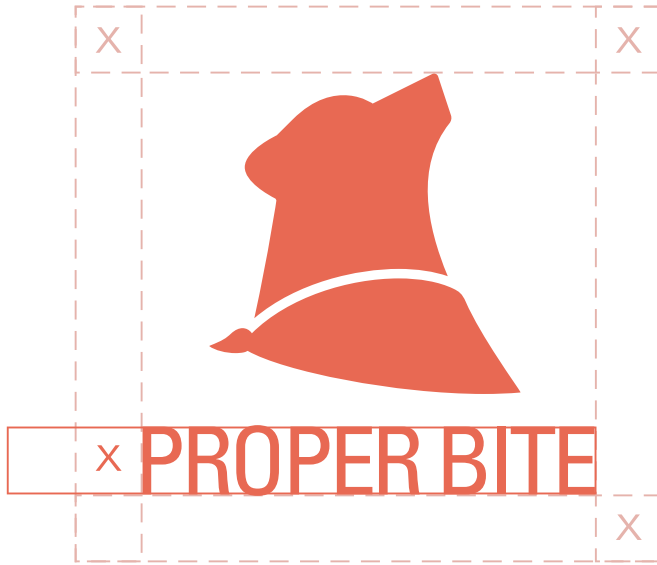


Brainstorming Phase 2



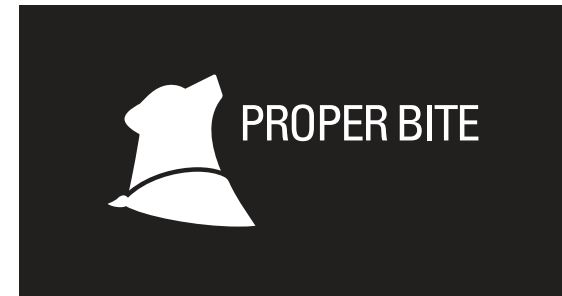
Logo Mark & Type

Brand Rules



Logo type: Univers LT Std - Condensed

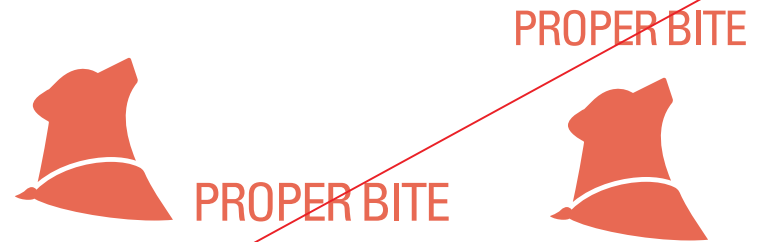
Logo Alternates



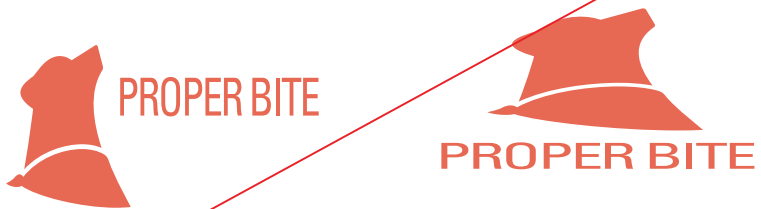
Logo Uses



The logo must not appear in different colors and gradients.



Don't rearrange the logo elements in any way.

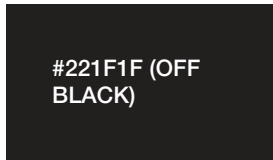


Don't skew, rotate or distort the logo.

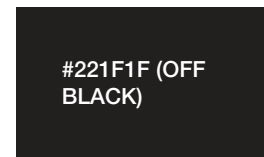
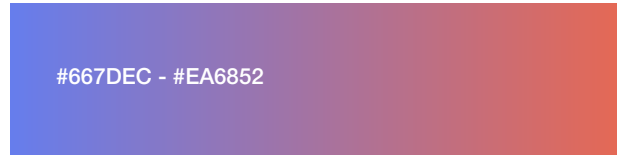


Don't add drop shadows, outer glows or any other stylize effects.

Logo Colors



Brand Campaign Colors



PROPER BITE Typefaces

Helvetica Neue LT

Helvetica Neue LT - Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT - Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Thank you.