

Med-Fi Pres.:
FoodBack



Produced by
Team **Yes&**

Clean plates, full stomachs

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Presentation Goals

- Value Prop, Problem and Solution Overview
- Tasks
- Revised Interface Design
- Prototype Overview



Problem

The feedback loop is broken.



Clean plates, full stomachs

Mission

Enhance & Expand Patron-
Chef Communication



Solution



Design Principles

- Simple start.
- Increasing richness.
- Opt-in fun.



Simple Task: Feedback

- @Patron → @Chef:
- Provide simple, anonymous feedback to the chef



Medium Task: Analysis

- @Chef:
- Views feedback to inform future meal decisions



Hard Task: Chef adds dish info

- @Chef
- Chef updates menus to share comments with patron



How was your dining
experience today?



(TOUCH ONE TO BEGIN)

MEAL SUGGESTION

Initial User Screen

How was your meal today?

(click one!)



New User Screen



Clean plates, full stomachs

Drag the food items
you selected to your plate!

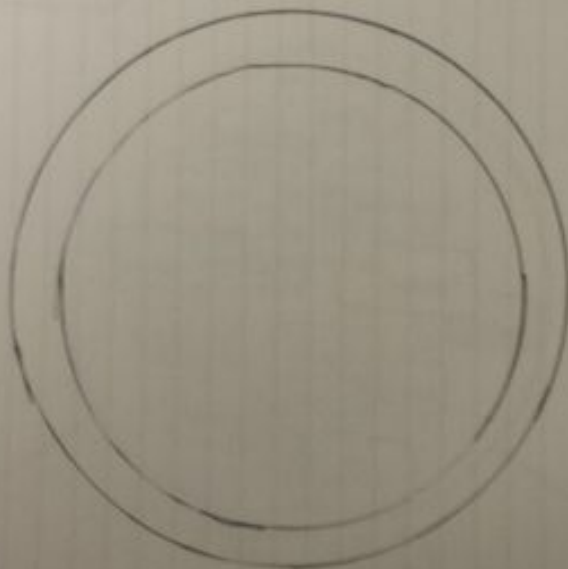
Grilled
Chicken

Kale
Salad

Lentil
Soup

Chocolate-
chip
Cookie

Pepperoni
Pizza



Steamed
Broccoli

Fried
Tofu

Steamed
Brown
Rice

Beef
Hamburger

Bread
Pudding

Submit

Circle of Life

Drag the food you ate onto the plate!

Burgers

Broccoli

Escamoli

Nachos

Fro-yo

Tunafish

Coconut

Gorditas

Submit



After

Clean plates, full stomachs



**Old, (complex) Rating
System**

Rate each item you ate on the plate!

<p>Fro-yo</p> <p> </p>	<p>Tunafish</p> <p> </p>	<p>Burgers</p> <p> </p>	<p>Broccoli</p> <p> </p>
<p>Coconut</p> <p> </p>	<p>Gorditas</p> <p> </p>	<p>Escamoli</p> <p> </p>	<p>Nachos</p> <p> </p>

Submit

(New, simple ratings)

**Shout out:
Jocelyn +
others for
binary
feedback
rec.**



Clean plates, full stomachs

Drag the descriptors to each item! Done

Grilled Chicken

Fried Tofu



Steamed Rice

Bank of Words\$

Drag each word to the food it describes!

Hamburger

Chocolate

Escamoles

Spicy

Moist

Gnarly

Yucky

Salty

Dank

Dry

Shwag

Great

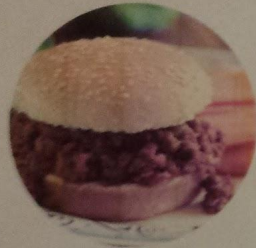
Submit



Clean plates, full stomachs

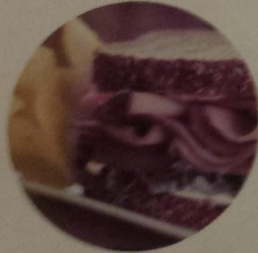
New Word Bank

“Thank you for your feedback!”



Sloppy Joe's
A chef Pedro original!

Vote on next
Week's
meal!



Deli Sandwich Bar
Featuring meats from Spain!



Beef Vinda loo
In traditional beef sauce

“★★★★”

- Bhaven P.

Reward!!!

Thanks! Now vote for next week's meal!

(Click on a meal!)



Make your own Burger Bar:

“When I make burgers, I add extra extra pepicorn flakes to soften the meat” - Chef Joey



Vegan Pizza:

“Vegan is hard to pull, so I spend a month creating this pizza on a wood-fire oven” - Chef Green



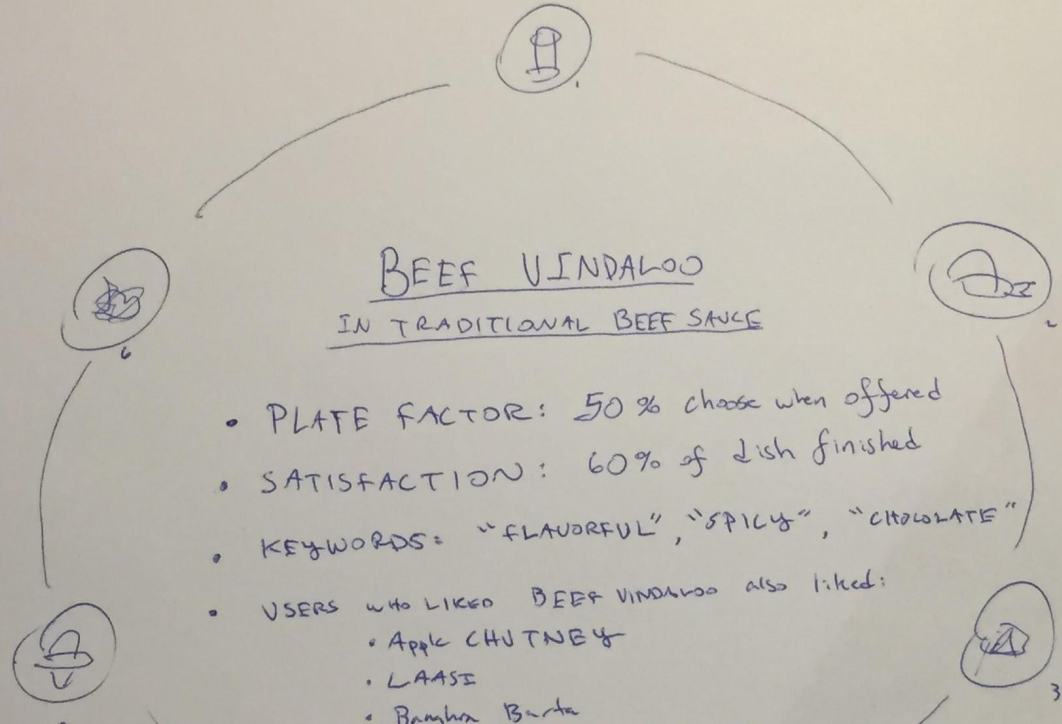
Super-Dry Chicken:

“Sometimes I stop trying” - Chef Sanders



TOP SIX DISHES

I AM SEARCHING



Feedback

Daily Menu

Calendar

Recipe List



Clean plates, full stomachs

Landing Page



Recipe List



A			
Apple Pie	Y		10%
Avocado Salad	Y		20%
B			
Beef Stroganoff	N		13%
Broccoli Beef	N		2%
E			
Escamoles	N/A		45%
G			
Gorditas	N		10%
Gordon-Bleu Chicken	N		20%
Garlic Alfredo Pasta	Y		83%
L			
Lamb & Artichoke Stew	N		90%
Lasagna	N		22%
Leek & Asparagus Soup	Y		0%
T			
Taco Bar	N		83%
Tamales	Y		2%
Tarragon Chicken	N		53%

A
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X
Y
Z
+

New Recipe List

Sort by Name

Sort by Veggie

Sort by Rating

Fooditude
Chef Edition

Monday 10/19

← Click me!

Tuesday 10/20

Wednesday 10/21

Thursday 10/22

Friday 10/23

Meal Suggestions

Digital
Menu
Management

Day Interface

Menu: 11/1



Recipe List



Breakfast
 Escamoles
 Add Comment

Lunch
 Taco Bar
 Add Comment

Dinner
 Lasagna
 Add Comment
 Apple Pie
 Add Comment

A			
Apple Pie	Y		10%
Avocado Salad	Y		20%
B			
Beef Stroganoff	N		13%
Broccoli Beef	N		2%
E			
Escamoles	N/A		45%
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**Day
Interface**

Sort by Name

Sort by Veggie

Sort by Rating

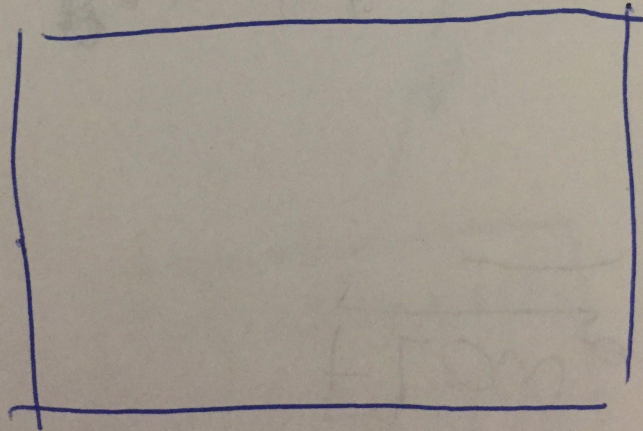


Clean plates, full stomachs

A weak first attempt at Chef Feedback

Share with Patrons

TEXT:

A hand-drawn rectangular box with a thin blue border, representing a text input field. The box is empty and occupies the central portion of the page below the 'TEXT:' label.

SUBMIT

Menu: 11/1

Breakfast

Escamoles

Add Comment

"Here I can write a message about each dish for all the kids to read ..."

Dinner

Lasagna

Add Comment

Apple Pie



Recipe List



A
B
C
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V
W
X
Y
Z
+

A

Apple Pie

Y

10%

Avocado Salad

Y

20%

B

Beef Stroganoff

N

13%

Broccoli Beef

N

2%

E

Escamoles

N/A

45%

G

Gorditas

N

10%

Gordon-Bleu Chicken

N

20%

Garlic Alfredo Pasta

Y

83%

L

Lamb & Artichoke Stew

N

90%

Lasagna

N

22%

Leek & Asparagus Soup

Y

0%

T

Taco Bar

N

83%

Tomato

Y

20%

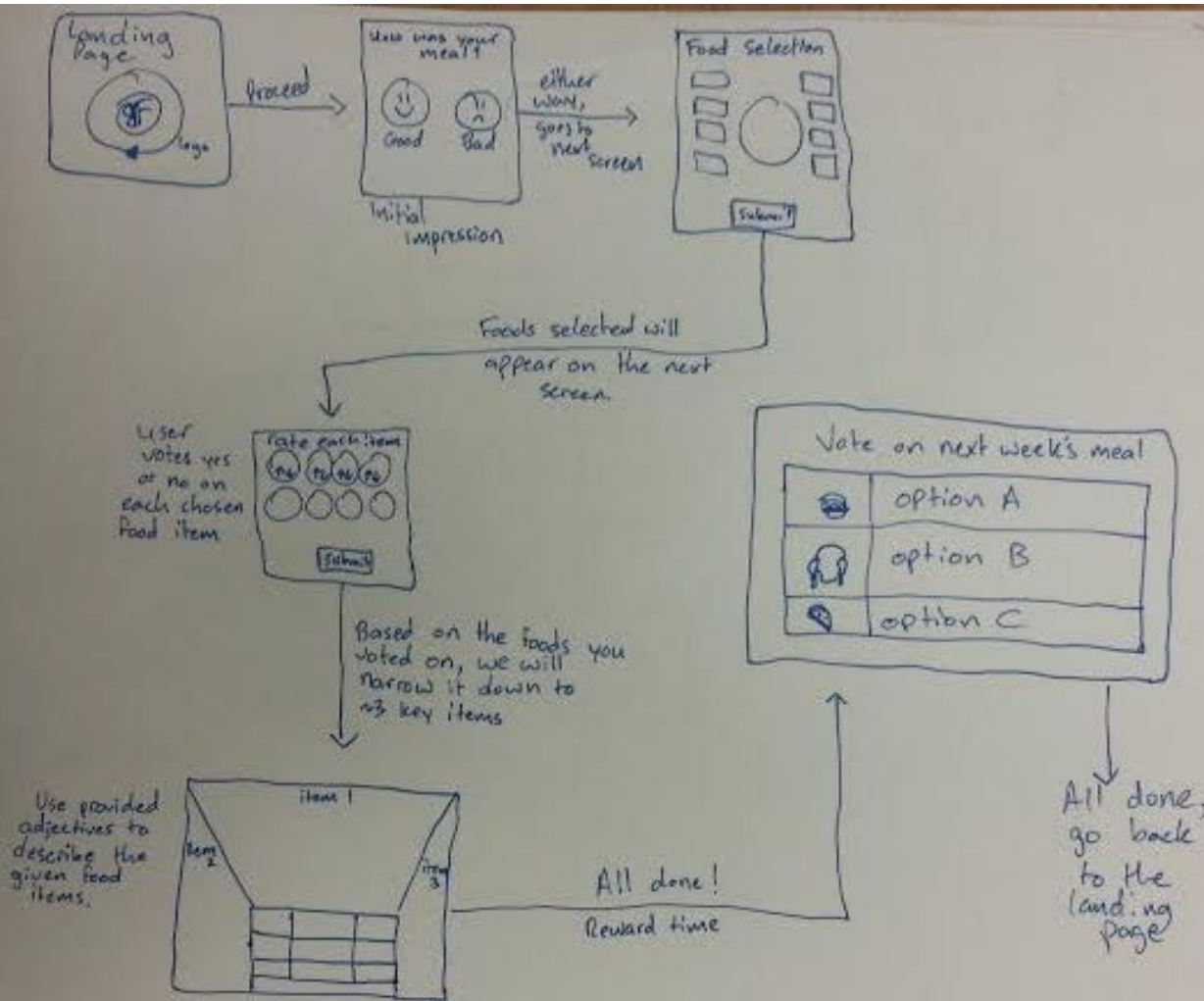
Chef can now add messages to daily menu

Sort by Name

Sort by Veggie

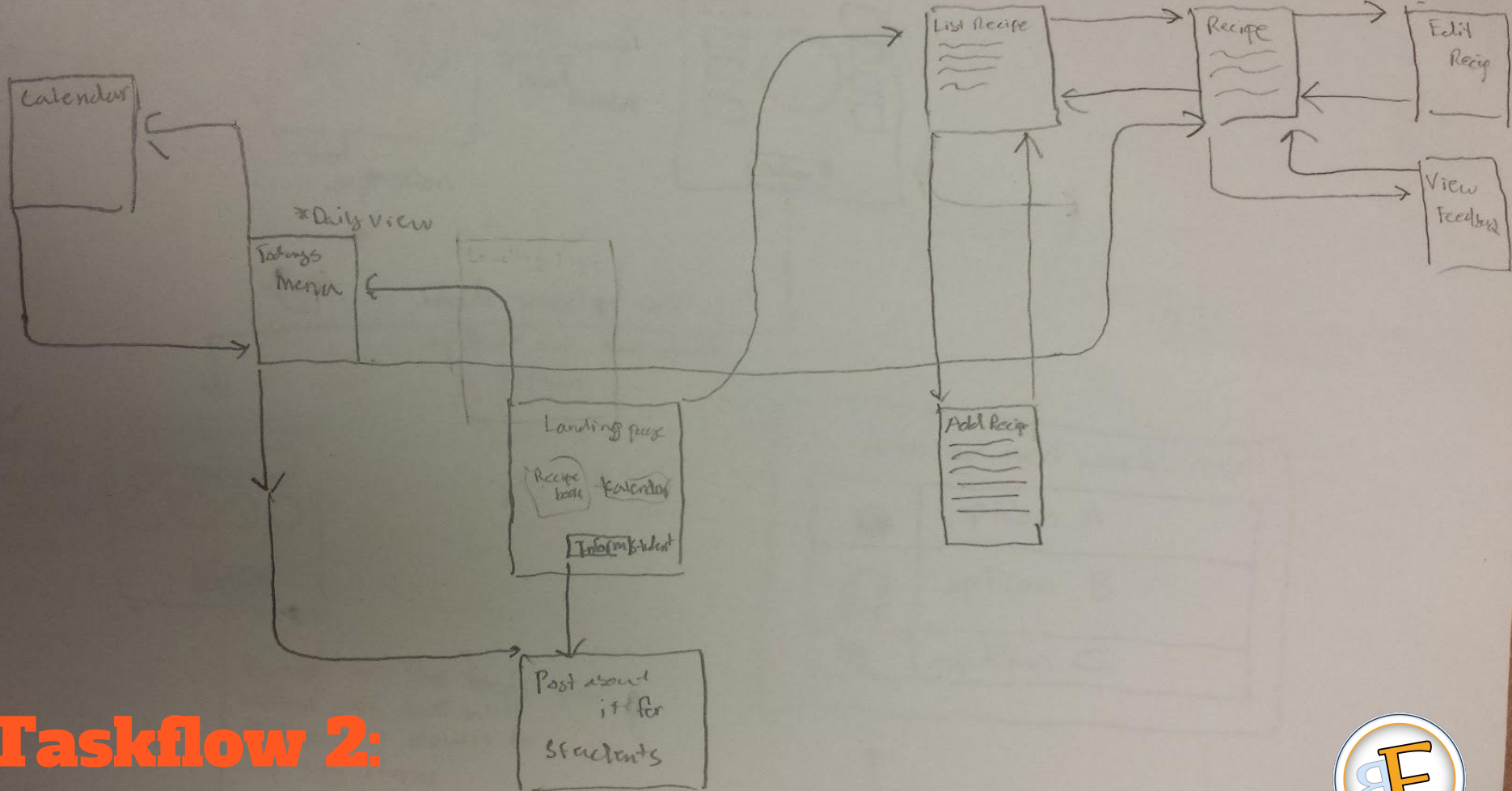
Sort by Rating

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
11/1 + Avocado Salad	11/2 + Escamoles	11/3 + Gorditas	11/4 +	11/5 +	11/6 +	11/7 +
11/8 +	11/9 +	11/10 +	11/11 +	11/12 +	11/13 +	11/14 +
11/15 +	11/16 +	11/17 +	11/18 +	11/19 +	11/20 +	11/21 +
11/22 +	11/23 +	11/24 +	11/25 +	11/26 +	11/27 +	11/28 +
11/29 +	11/30 +			Menu Overview		



Taskflow 1: User Feedback

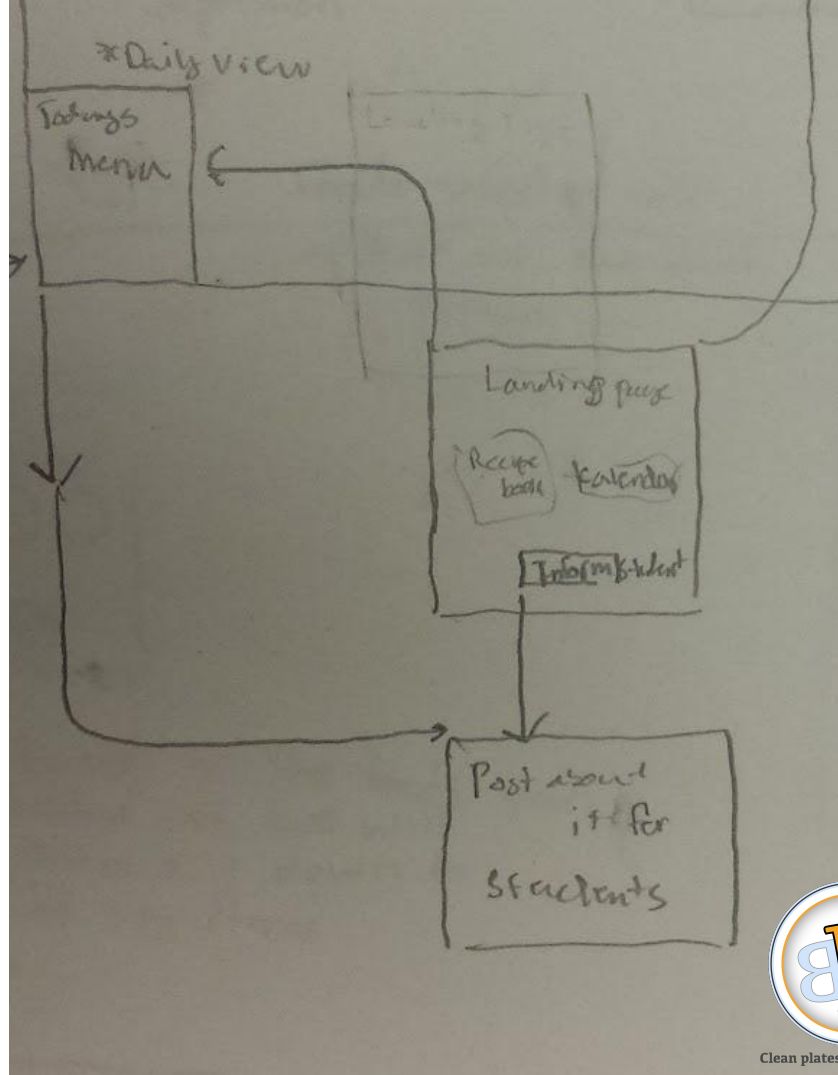




Taskflow 2: Chef analyzes feedback



Taskflow 3: Chef → Patron communication



Prototype Overview: Tools

- Sketch (for graphics)
- Marvel (prototyping)
 - **PROS:**
 - noNeed4Code, simple interface,
 - hotspot display
 - flat learning curve
 - **CONS:**
 - no dragging, no flow network,
 - time consuming (Sketch)



Prototype Overview: Limitations

- **Conveying idea vs. complexity**
 - **< complexity 1st time**
- **Chef and patron prototypes don't interact (directly)**
- **only brief glimpse of functionality**