

# Concept Video

Art and Digital Media (1:30-3:30 PM, Team 1)



*Dining made easy – just for you!*

### **Problem**

The **lack of information about the full dining experience** makes it difficult for people to find details on a per-dish level, or about other factors like service, parking, and safety measures.

This poses a particular challenge for customers who have multiple food restrictions or unique constraints which causes them to prioritize certain factors (*e.g. potential allergens, waiting time, etc*).



*Dining made easy – just for you!*

### **Solution**

Whether you're dealing with food restrictions, picky tastes, or a time crunch – **noms** aims to simplify the food selection process with *your* dietary profile in mind!

The background features abstract, wavy shapes in shades of pink and teal. A pink shape is located in the top-left corner, and a teal shape is in the bottom-right corner. The central text is set against a plain white background.

# **Market Research**

# Yelp

Allows customers to discover local businesses & share information about them

## Things They Do Well:

- Easily access information about a business (e.g. hours, contact information, FAQs)
- Displays reviews from previous customers and provides option to write your own

## Things They Do Poorly / Don't Do:

- Doesn't systematically organize customer reviews
- No moderation of reviews - customers and businesses can be unsure about validity or appropriateness of comments
- Doesn't take user's dietary restrictions and/or preferences into account

**noms**

→ Retain general functionality, but with more focus on dish-level info (vs. general restaurant info)

→ Prioritize reviews based on specific user needs

→ Filter menus & give recommendations based on individual user profile

# Zomato

Provides fast information, menus, and user-reviews for restaurants + food delivery options

## Things They Do Well:

- Food delivery is fast, easy, and transparent because you can see the live status of your order
- Can recommend food near you based on high ratings from reviews

## Things They Do Poorly / Don't Do:

- Doesn't cover all details of a restaurant (e.g. hygiene, food quality)
- Search for individual dish shows restaurants *with* dish instead of individual dish prices/info
- Doesn't ask about users' dietary restrictions and/or preferences

noms

→ Similar emphasis on transparency, but applied to eating out; give more *personalized* recommendations

→ Include user reviews about all aspects of dining experience

→ Keep users' dietary needs in mind while recommending/filtering menus

# AllergyEats

Guides customers to allergy-friendly restaurants in the US

## Things They Do Well:

- Allows individuals to input dietary restrictions
- Compiles per-restaurant reviews from people with the same allergens as you
- Gives general ratings for how "allergy-friendly" restaurants are

## Things They Do Poorly / Don't Do:

- Only has filters for common allergens, but doesn't consider other types of restrictions (e.g. religious)
- Can only effectively filter out 1 ingredient at a time
- Only gives high-level allergy reviews, doesn't give detailed information about specific dishes

**noms**

→ Also enable user dietary profiles, personalize review filtering based on that

→ Consider broader range of food restrictions AND preferences (e.g "soft" and "hard" filtering)

→ More information on a per-dish level

# Foursquare

Gives location-based reviews and recommendations for retailers (e.g. restaurants, bars)

## Things They Do Well:

- Ability to "check in" to places and see reviews
- Gives recommendations for places to visit based on location and "tastes"
- Fun to collect badges and earn rewards

## Things They Do Poorly / Don't Do:

- Allows people's locations to be tracked
- Overlap of function (sharing/tagging locations in posts) with other social media sites
- Discounts seemed to disappear
- Bases recommendations based on past "tastes"/likes but doesn't consider needs

**noms**

- Have reviews, but more specific and varied; give even more personalized recommendations focused on food
- Not as social/friends-based, don't have location tracking
- First consider needs of user in addition to past likes

# Summary

Most food apps focus on **high-level** restaurant data (e.g. overall reviews, general cuisine, etc).

Functions like search, filters, and recommendations don't work well when users have **specific details** in mind.

So unique user groups like customers with dietary restrictions are **overlooked and under-served**.

The background features decorative wavy shapes. A pinkish-red shape is on the left side, and a teal shape is on the bottom right side. The word "Tasks" is centered in the middle of the page.

# Tasks

## *Simple*

**Filter and sort** dishes based on user dietary restrictions, preferences, popularity.

## *Moderate*

Get **detailed information** about specific dish reviews, ingredients, and nutritional facts.

## *Complex*

Get **personalized dish recommendations** based on a user's dietary profile.



# **Values in Design**

# Values in Design

**EASE OF USE:**  
Simplify the selection process

**INCLUSIVITY:**  
Accommodating everyone's  
dietary needs

**COMPREHENSIVE:**  
Provide detailed information at  
every step

**PERSONALIZATION:**  
Make dining out a customized food  
experience for each individual

**Potential Conflict:**  
Trying to cater to everyone's tastes while  
meeting individual restrictions

**Address By:** asking & storing individual  
dietary profiles (user-centered design)

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**COMPREHENSIVE:**  
Provide detailed information at  
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**PERSONALIZATION:**  
Make dining out a customized food  
experience for each individual

**Potential Conflict:**  
High quantity of detailed information VS  
simplified user decision making

**Address By:** condensing & prioritizing  
information (based on what details matter  
specifically to the user)

The background features two large, wavy, organic shapes. One is a light pink shape in the top-left corner, and the other is a teal shape in the bottom-right corner. The rest of the background is a plain, light cream color.

# Storyboards

# Scene 1

incl. notes

Remove intro section  
(zoom & planning) to get  
straight to the problem

Dietary restrictions:

- Pork (OK)
- Dairy (OK)
- Gluten (!!!)

Show with print-outs

**[frustration point]**

head in hands,  
throw up papers

**NOTE:** Film with dialogue but exaggerated  
actions, so easier to convert to silent film



e.g. full scene  
happens in  
present-day

LAST TIME... ③



{PRESENT DAY} ⑤



L&L HABBOQ



# Scene 2

incl. notes

ENTER: noms (actor)

FULL MENU

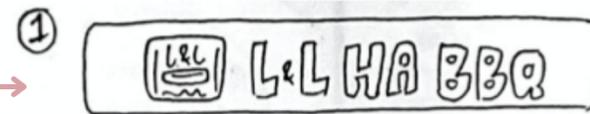
[confusion]

FILTERED MENU  
(based on restrictions + popularity)

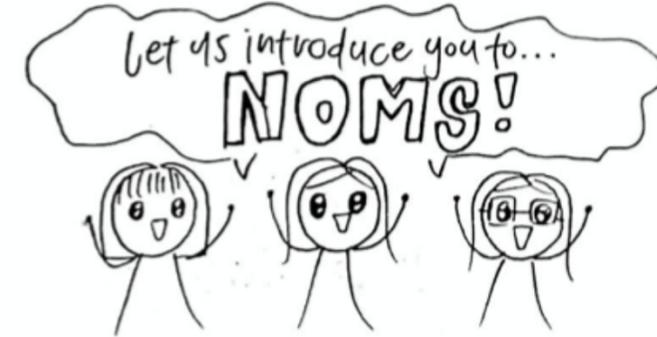
SPECIFIC DISH  
(reviews, ingredients)

ZOOM IN on paper

PAN to reviewers



Appetizers	③	⑥	⑨	⑫	Drinks
~~~~~	⊗	⊗	⊗	⊗	~~~~~
~~~~~	⊗	⊗	⊗	⊗	~~~~~
~~~~~	⊗	⊗	⊗	⊗	~~~~~



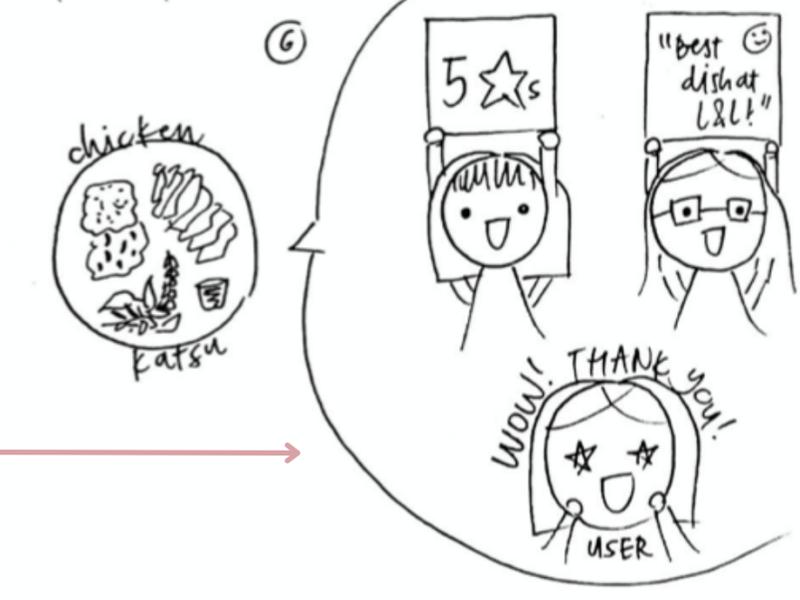
NAME: NOMS  
OCCUPATION: Best Food Finder!

POWERS:

- registers your dietary needs
- filters menus for you
- reports dish details
- creates suggested item for you!

~ FILTERED ~

⊗	⊗	⊗	⊗
⊗	⊗	⊗	⊗
⊗	⊗	⊗	⊗



# Scene 3

incl. notes

throw phone  
[pain point]

Not sure what to get,  
difficult to filter thru restrictions

Zoom in on phone scroll

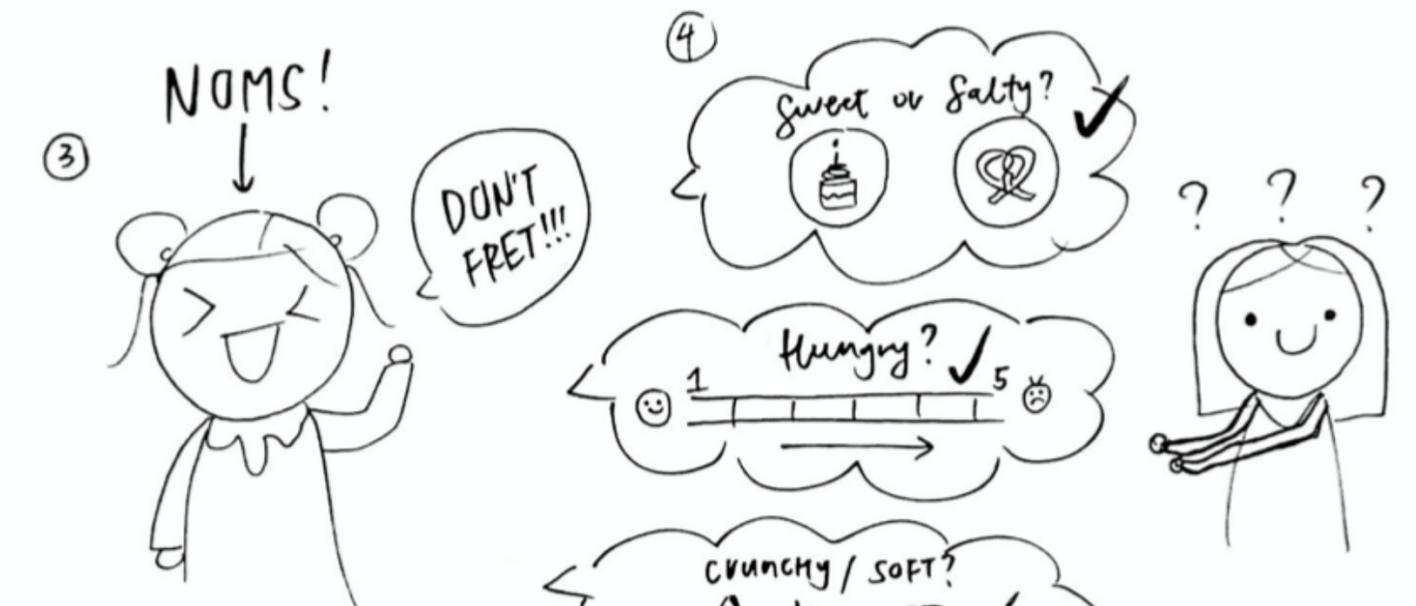
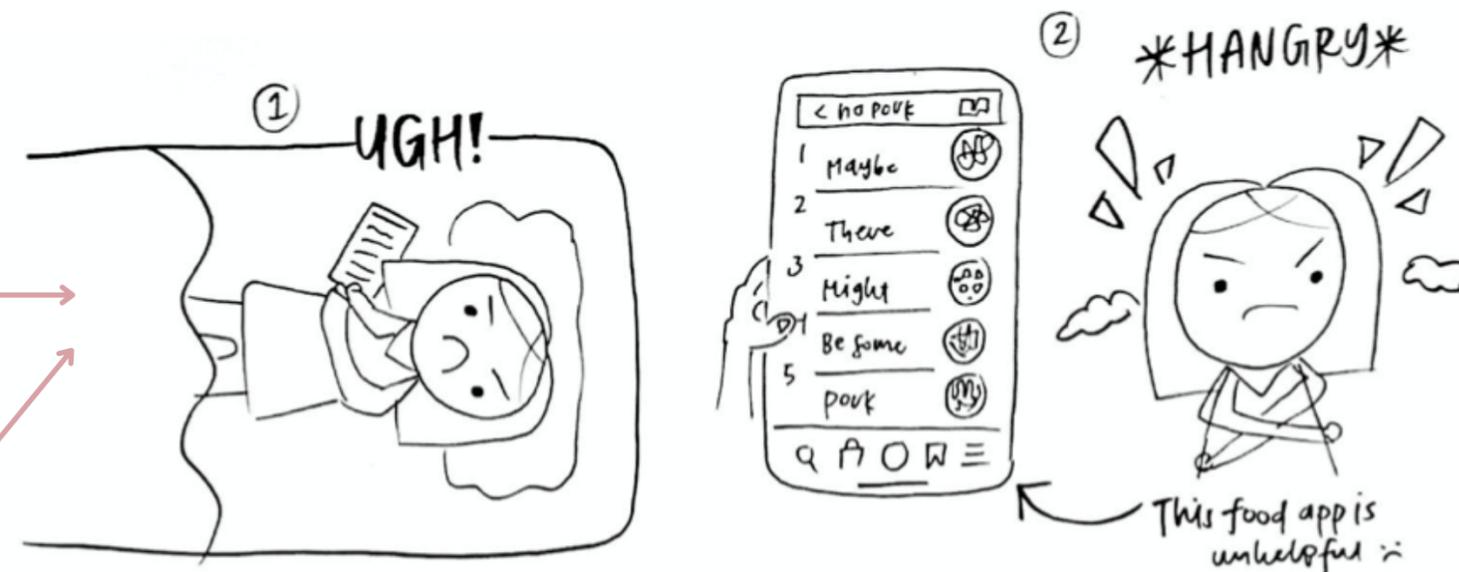
ENTER: noms (actor)

Dietary restrictions:

- Pork (OK)
- Dairy (OK)
- Gluten (OK)

Show with print-outs

Focus on paper questionnaire



# Props

## SCENE 1:

Food restriction signs:

- PORK (pig crossed out)
- DAIRY (milk crossed out)
- GLUTEN (wheat crossed out)

## SCENE 2:

- Full Menu
- Menu W/O restrictions
  - starred: most popular 1-2 items
- Specific dish
  - full ingredient list, nutritional info

Reviews:

- 8 score paddle
- 9 score paddle
- 10 score paddle

## SCENE 3:

Questionnaire:

- Sweet VS Salty
- Crunchy VS Soft
- How hungry are you?

Recommendation:

"You should try... DISH!"