Supper

The social food app
About

Hello,

I’m a student, collaborator, lover of all things pink, and most importantly a creative. Currently a graduating Graphic Communication major concentrating in User Experience/User Interface with a minor in Packaging.

My mission is to be led by love. Through the relationships I foster, challenges that face me and my professional endeavors ahead. Along with this, to let confidence, compassion, and integrity fuel my decisions.
Alexa Fernandez
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This social app aims to increase a user’s social network through dining experiences. It creates a framework for how their users are to take their connection from the digital realm to the physical one. The app cultivates friendships through individual and group connection, while providing users with suggestions on nearby restaurants to connect in person. This application aims to reach users that may be new to an area and thus may not know anyone and are largely unfamiliar with local restaurants, or even those that simply want to expand their social circle. Because meals are commonly a social or communal event, this app aids in expanding a user’s social network through dining experiences.
Social apps such as Tinder, Hinge, and Bumble are designed for connection, though they largely revolve around cultivating romantic relationships while ignoring platonic ones. Along with this, there is a lack of framework for how their users are bridge physical & digital realms. Therefore I see an opportunity to create a social app that aids in expanding a user’s platonic social network with a framework for how and where to meet.
This project aims to create a fully designed interface of a mobile application.

1. Improve UX design skills
2. Improve project management abilities (time, accountability, and planning)
Week 1: Background Research

Week 2: Background Research & Development
    Problem Statement, Abstract, Scope, Features

Week 3: Brand & Design Guideline
    - Personas, Design Guideline, Mission Statement

Week 4: Application Development
    - Lo-Fi Wireframes, Mid-Fi Wireframes

Week 5: Application Development
    - Hi-Fi Wireframes

Week 6: Application Development
    - Hi-Fi Wireframes

Week 7: Application Development
    - Interaction Framework

Week 8: Showcase Presentation Preparation

Week 9: Final Edits & Reflection

Week 10: Process Book
As a means of understanding what users love and hate about the closest competitors, I analyzed two to improve my application concept and overall design.

**Competitor Review: Meetup**

**Citation**


**Summary**

This article presented a review on the social app, Meetup which is noted as being the first social site, with its launch in 2002. The app allows for people with shared interests to connect and attend a wide variety of activities. Some of the well liked features are that it helps people meet and allows a user to join events and activities. Some of the complaints are that there’s a paywall associated with joining a group, potential limited groups, and inappropriate users. I want to focus on the pain points associated with this application and design with these in mind to ensure that these same issues don’t arise in my application.
Competitor Review: Bumble BFF

Citation

Summary
This article presented a case study on the social app, Bumble BFF which has proven to be one of the most successful social applications. This article outlined pain points in the app, most of which pertain to restrictive options in discovering matches. From insight gained through research and user interviews, the team found that users wanted a friendship management system, easier connection between those with similar interests, and features that allow for in-app event booking. The final designs create a concept that feels entirely different from a dating app which is what Bumble is primarily known for, the BFF sub-app being significantly smaller and identical to the Bumble dating app. This article truly provided insight into what one of the most popular social app was lacking and what users desire from them.
**Mission:** To bring people together through the joy of eating.

**Tone:** Fun, inviting, laid-back

**Features:**

User Profiles

Discovery

Personalized Recommendations

Single & Group Connection

Chat/Messaging

Social Integration
Design Guideline

**Typeface**

**Poppins ExtraBold**

**Poppins SemiBold**

**Poppins Regular**

**Poppins Light**

**Iconography**

![User Icon](image1)

![Home Icon](image2)

![Heart Icon](image3)

![Star Icon](image4)

**Color Palette**

![Color Palette Image](image5)
Personas

Marcus Griffin

**Age:** 23

**Gender:** Male

**Occupation:**
Marketing Coordinator

**City:**
Los Angeles

**Hobbies:**
Playing Basketball, Painting, Trying new foods

**Goals:**
Learn French, Run a half marathon

**Personality Traits:**
Outgoing, Driven, Kind, Competitive
Personas

Isabel Gonzales

**Age:** 22

**Gender:** Female

**Occupation:** Recent college grad

**City:** San Diego

**Hobbies:** Reading, Hiking, Pottery

**Goals:**
Finding a job that she loves, Hiking all the trails that San Diego has to offer, Find a girl group, Visit a new restaurant every week

**Personality Traits:** Outgoing, Adventurous, Curious, Independent
Lo-Fi Wireframes

I began the design process with lo-fi wireframes to determine the flow of the application. Pictured below are the wireframe that depict the on boarding screens.
Mid-Fi Wireframes

Once the lo-fi wireframes were done, I transitioned into mid-fi wireframes in Figma which can be seen below.
Hi-Fi Wireframes
Hi-Fi Wireframes
Hi-Fi Wireframes
Reflection

What went well

Phase 1 of my project included a design guideline, mission statement, and determining the overall vibe. These proved to be helpful throughout the process when I found myself stuck or confused as to how a screen should look or be implemented. These foundational deliverables served as a guiding compass for what I should and shouldn’t create because there was already an established guideline. This proved to be helpful in both reducing the time I was spent stuck (thus making me more efficient) as well as allowing me to create more cohesive looking screens.

Gantt Chart: This was really helpful in holding myself accountable and putting myself back on track when I got behind a bit. It was a very clear way to be able to see start/end dates with the days and weeks in between to truly see how much time was left.

What could’ve gone better?

Interactions: Because Figma is a relatively new program to me, creating interactions with the hi-fi frames that reflected what I wanted was difficult. I found myself having to research certain interactions and sometimes wasn’t able to create what I wanted.

Time Management: This was one of the biggest I found myself facing. Because I was juggling all my other responsibilities and classes that had assignments with stricter deadlines, my project was easily neglected. Despite my time management skills being something I could’ve done better, the project allowed me to truly understand my natural habits and how to improve my habits in the future.

What would I do differently?

Create ads/marketing for my application with mockups
User survey to gather more information on what my target market would like to see.
Create a tablet/desktop version.