

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

Meetup App Review [2023]: A legit event meetup app? FlightDeck. (2022, July 7). Retrieved April 10, 2023, from <https://www.pilotplans.com/blog/meet-up-review#:~:text=courtesy%20of%20Meetup-,is%20Meetup%20worth%20it%3F,safe%20and%20fun%20to%20use.>

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

Garrett, T. (2021, January 8). Bumble BFF: A case study in building friendships. Medium. Retrieved April 10, 2023, from <https://tcgdesign.medium.com/bumble-bff-a-case-study-in-building-friendships-b98b6e1c8328>

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



Color Palette



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:

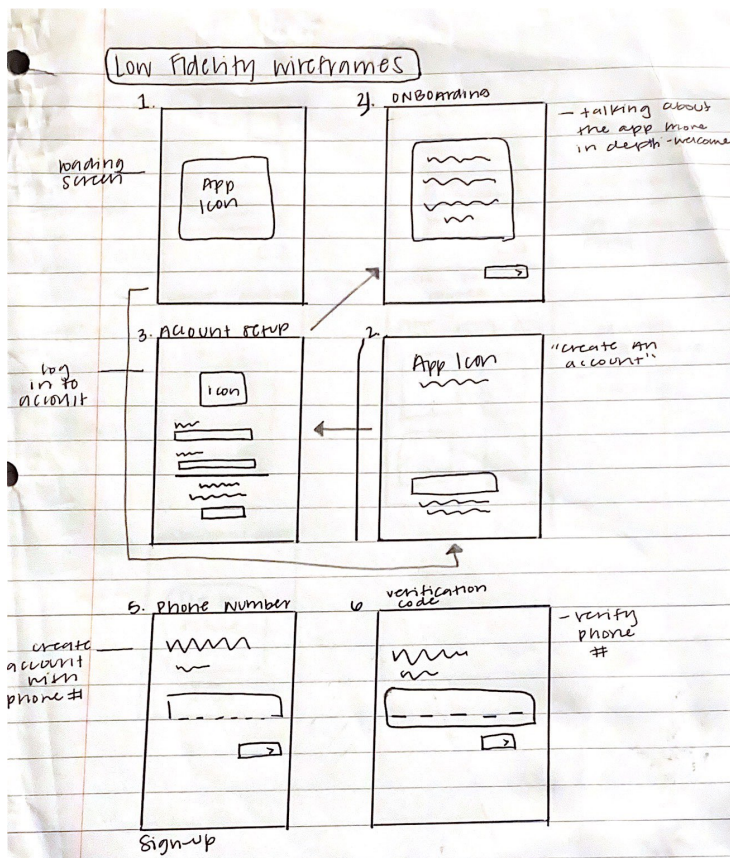
Finding a job that she loves, Hiking all the trails that San Diego has to offer, Find a girl group, Visit a new restaurant every week

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.

Loading Page **Landing Page** **Sign In**

Adding Photos **Onboarding** **Survey/Quiz/...**

Profile Prom... **Determining ...** **Create Acco...**

I01: Site LogoT01: "Create an Account"
T01: "Create an Account"
T02: "Sign In"
T03: "Sign In With Apple"
T04: "Sign In with Gmail"
T05: "Sign In with Phone Number"
T06: "What's Your Phone Number?"
T07: "Verify Your Number Enter the Code."
T08: "Choose A prompt"
T09: "Choose A prompt"
T10: "Choose A prompt"
T11: "Show us a little something. Share a prompt-worthy confession or intriguing tidbit."
T12: "Let's get to know you better: How many individuals are associated with your profile?"
T13: "Add Some Photos"
T14: "👉"
T15: "Let's match your taste buds with some compatible dining partner."
T16: "Get to liking"
T17: Questions
T18: Answer #1
T19: Answer #2
T20: Answer #3

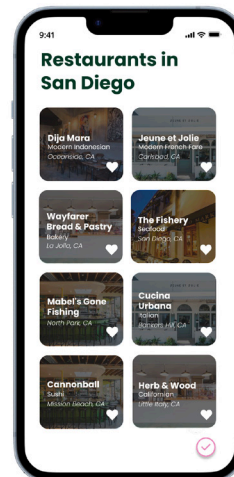
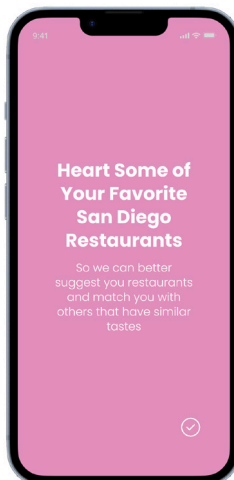
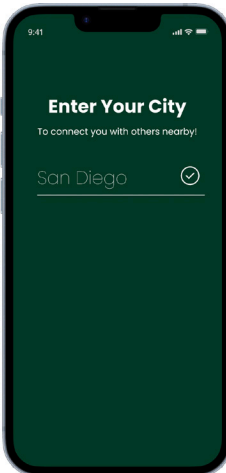
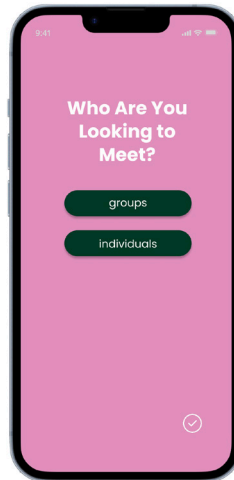
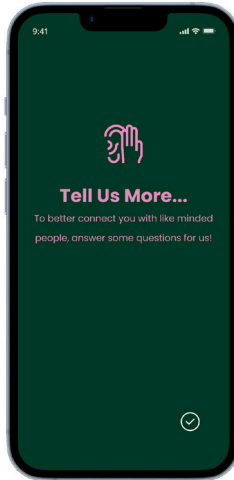
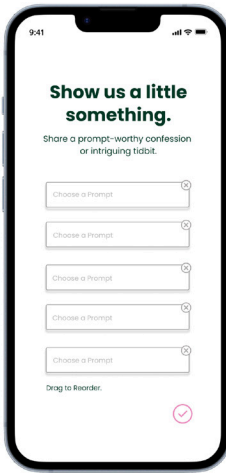
B01: Link to Create an Account
B02: Link to Sign In
B03: Link to Sign In With Apple ID
B04: Link to Sign In With Gmail Account
B05: Link to Sign Up with Phone Number
B06: Button to Add more Profile Prompts
B07: Button to Choose Amount of Users on the Profile
B08: Button to Add more Photos

F01: Phone Number Form Field
F02: Phone Number Verification Form Field
F03: Prompt Form Field
F04: Prompt Form Field
F05: Prompt Form Field
F06: User Number Form Field
F07: Photo Form Field

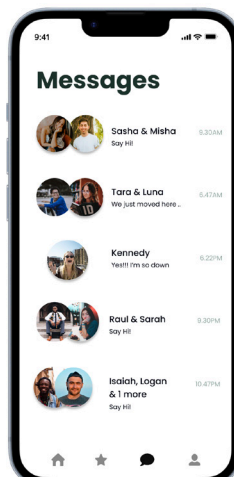
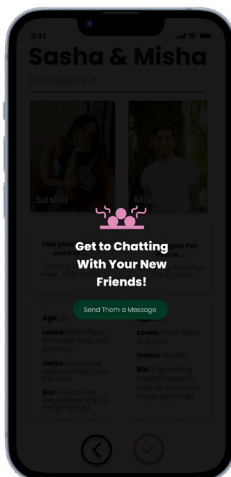
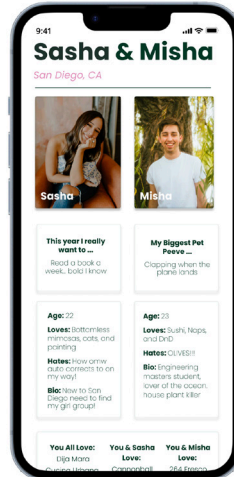
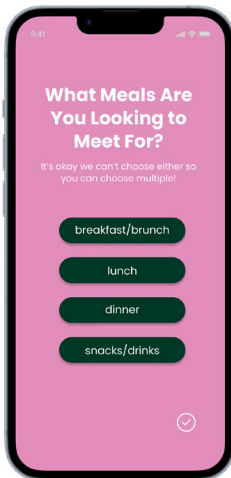
Hi-Fi Wireframes



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.



Scan to see
my prototype
in Figma!

