

DESIGNED  
BY ●●●● LXT

Process Book



**BETTER  
GRUB**



# BETTER GRUB

# Meet the team!



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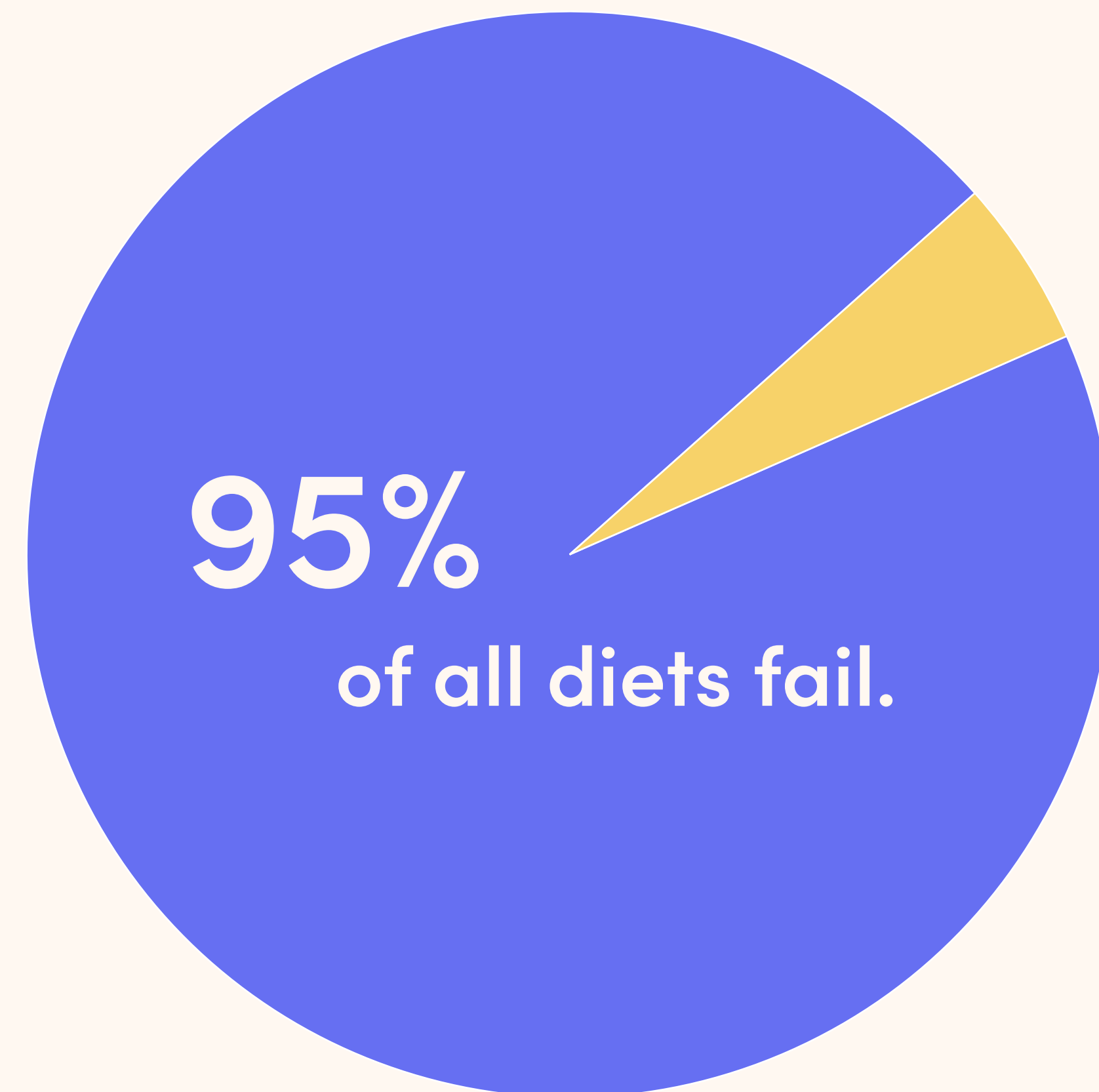
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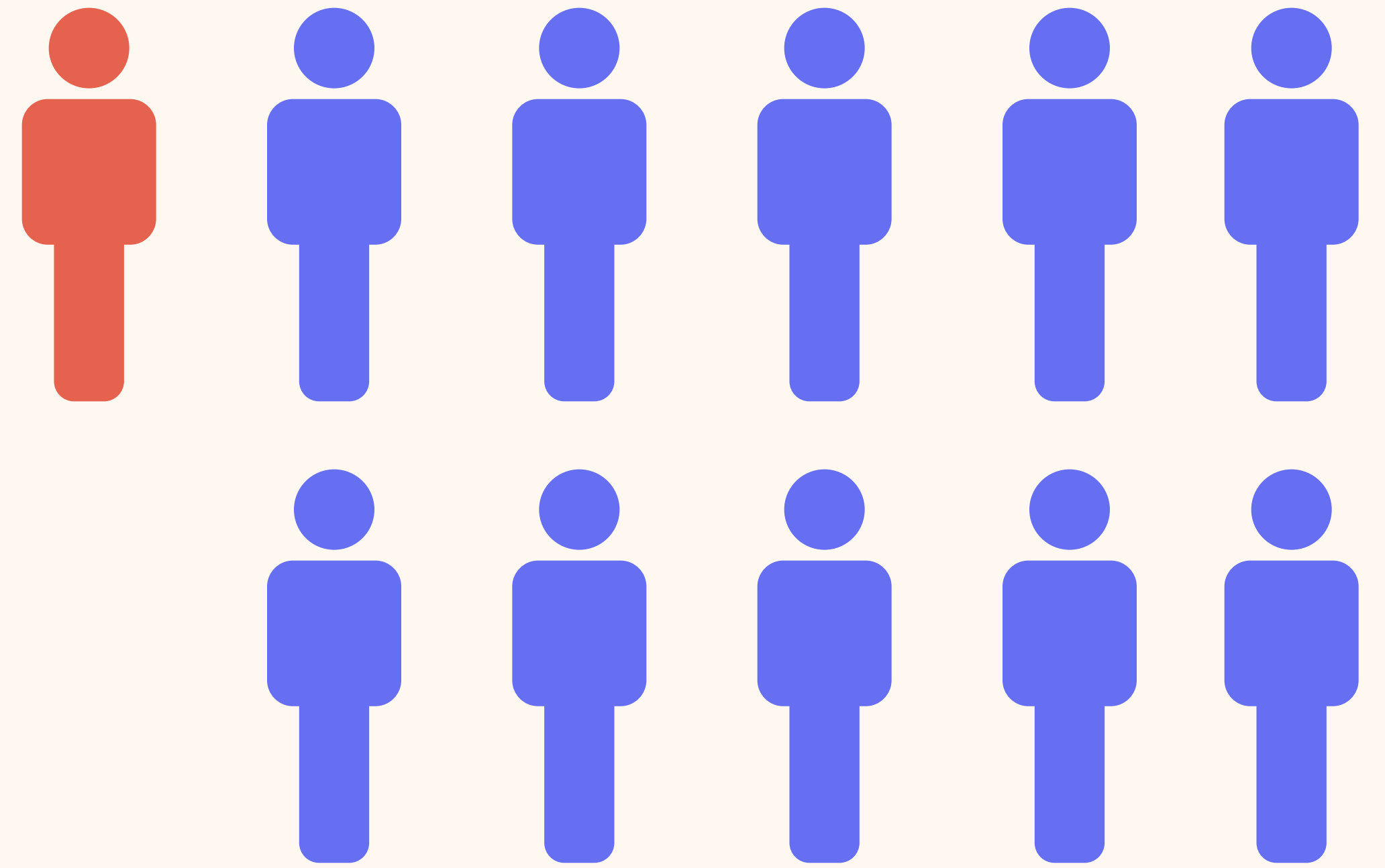
# What are the problems?

Unhealthy diet contributes to approximately  
**678,000** deaths each year in the U.S.

# People wants to change, but...

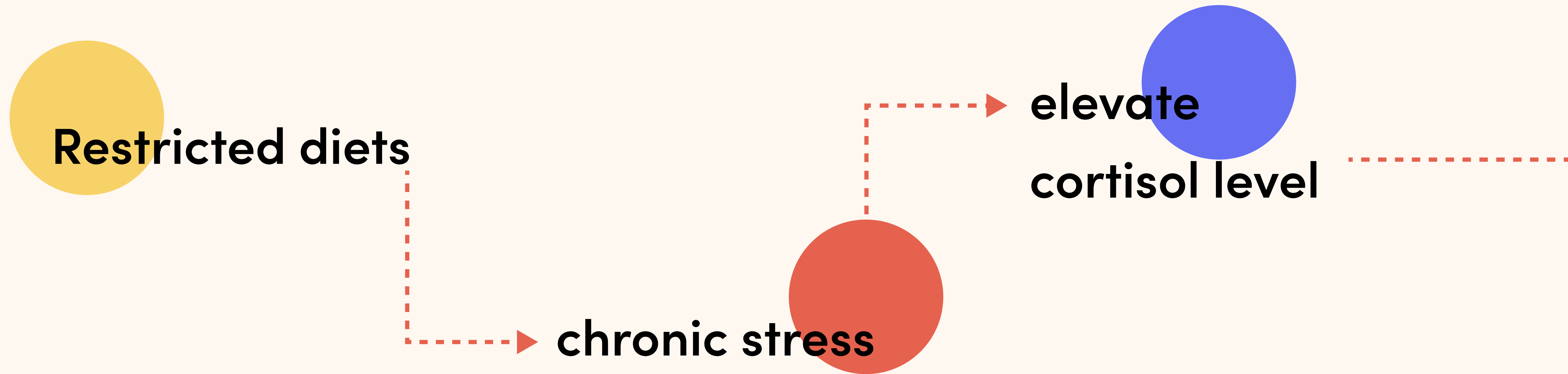


# People wants to change, but...



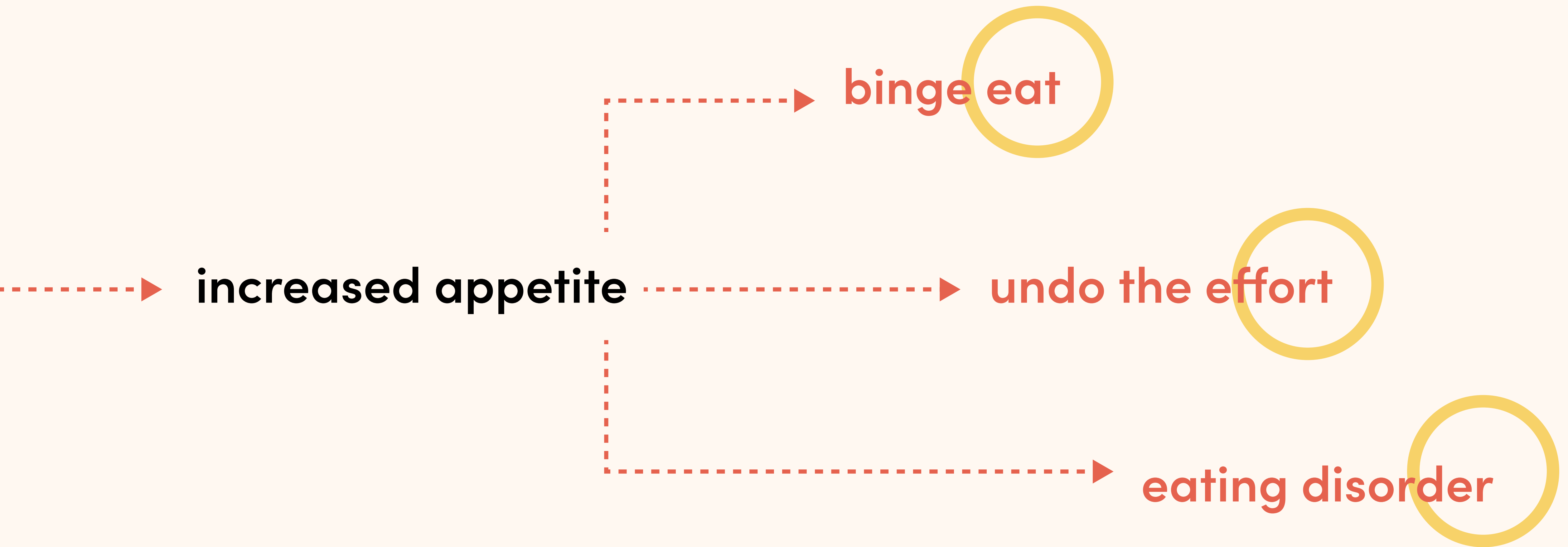
only **1** in **11** of us can stick to a diet in long term

# The science behind?





# The science behind?



# It's hard improving an eating habit!

**90%**

of Americans don't like to cook

**40%**

of Americans were consuming fast food on any given day

**17 tsp**

is the average daily intake of added sugars for children and young adults aged 2 to 19 years

**So... how can we  
solve the problem?**

**So... how can we  
solve the problem?**

Make the process of  
improving eating habits more  
fun and rewarding, so people  
are willing to change.

# Concept Card

# BETTER GRUB

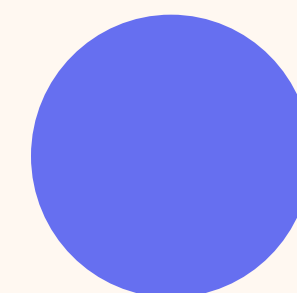
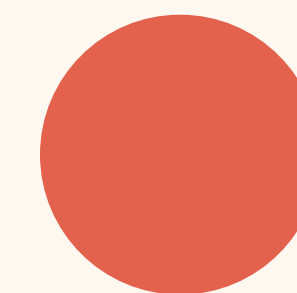
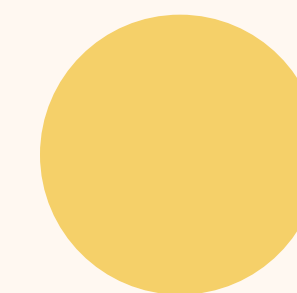
An app that combats bad eating habits and improve diets for busy people who don't cook, in an easy and rewarding way.

## Features

- Customized suggestion of healthier foods
- Search function based on location and current free time
- Reward discount/coupons when goal reached
- Customizable improvement tracking

## Benefits

- Healthy lifestyle
- Combat food related health issues
- Easy to use and not time consuming

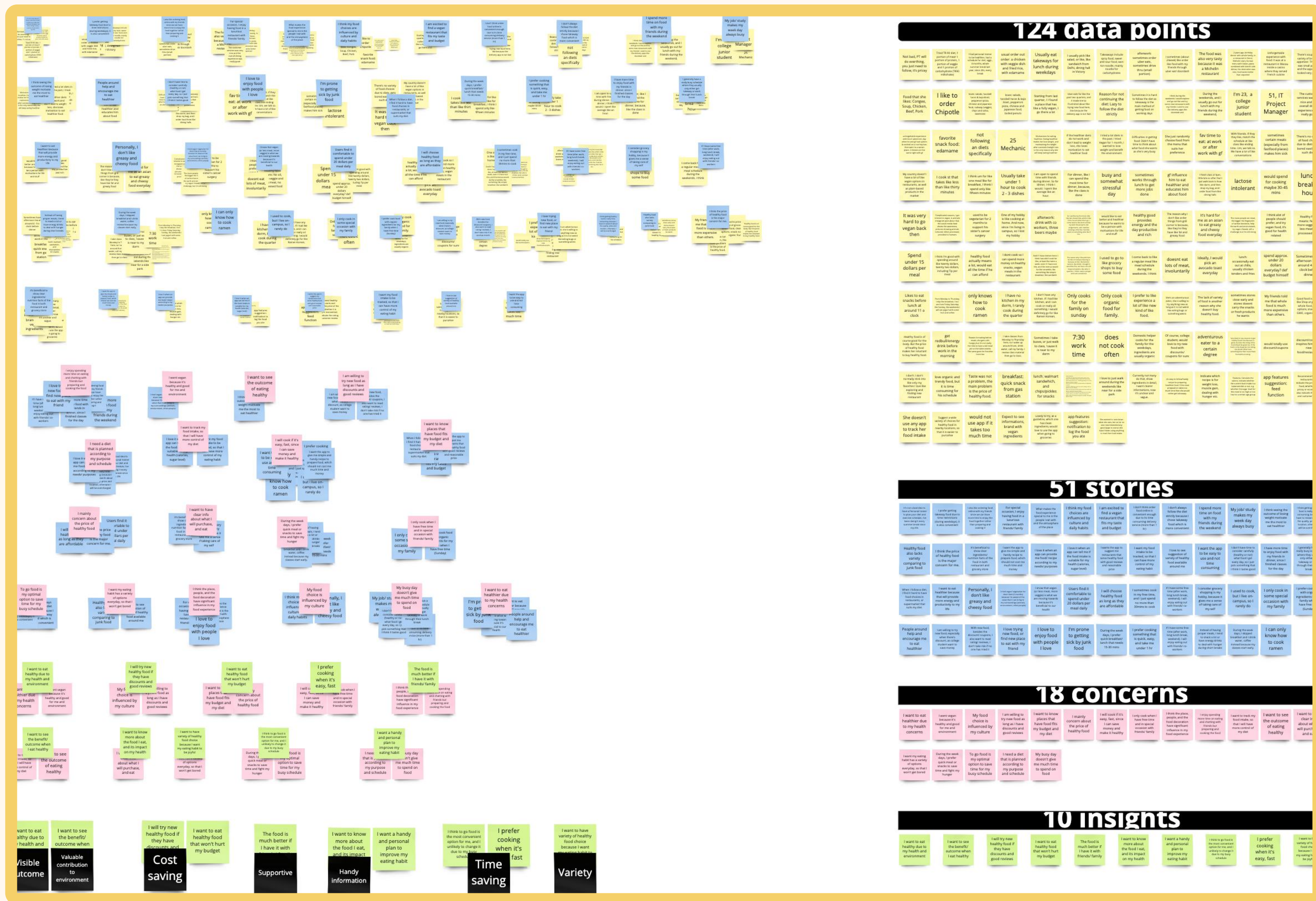


# **Our Strategy**

**Creating an app that connect users to restaurants and food sales places.**

**Help users find better option of food when they do not have the time to cook.**

# Affinity



124  
Data points

51  
Stories

18  
Concerns

10  
Insights



# 10 Insights

I want to eat healthy due to my **health and environment**

I want to **see the outcome** when I eat healthy

I will try new healthy food if they have **discounts** and good reviews

I want to eat healthy food that won't hurt **my budget**

The food is much better if I have it **with friends/ family**

I want to know more about the food I eat, and its **impact on my health**

I want a handy and **personal plan** to improve my eating habit

I think **to go food** is the most convenient option for me

I prefer cooking when it's **easy, fast**

I want to have **variety of healthy food choice** because I want my eating habit to be joyful





# Design Criteria

## Must have

### Variety of options

Fits users location, time, interest and budget

### Visible outcome

Health improvement, cost saving, environment contribution

### Customizable

Customized to users' goal, time and budget

### Transparency

Ingredients, nutrition facts, reviews

## Should have

### Supportive

Community, chat, rating, reviews

### Cost Saving

Point reward system

### Time saving

Offers food options that seamlessly fit the users daily life

### Food delivery

Online ordering, partner with Doordash

## Could have

### Subscription

Premium users have access to ad-free, weekly meal surprise

### Sync with others

Share and support the journey with friends/family

### Connect with professionals

Advice from Nutritionist, PT, Physician

## Won't have

### Guilt, pressure

Weight loss comparison, body insecurity

### Time consuming

Complicated to use, or to understand the provided nutrition facts







### Vague, unverified

Provide precise information, price and feedbacks



# Competitive Research

Direct Competitors	PROS	CONS
 <b>Fooducate</b>	<ul style="list-style-type: none"> <li>• help us implement healthy eating habits</li> <li>• a community of users who share their recipes for healthier versions of most popular dishes and also an experience of changing their lifestyle.</li> </ul>	<ul style="list-style-type: none"> <li>• Adding extra nutrient (fats, carbs, proteins, etc.) and health (cholesterol, blood pressure) tracking features requires either a monthly or lifetime premium subscription.</li> </ul>
	<ul style="list-style-type: none"> <li>• large database for <b>easy food logging</b></li> <li>• many free features available</li> <li>• <b>barcode scanner</b> helps simplify nutrient tracking</li> </ul>	<ul style="list-style-type: none"> <li>• some users note that the interface can be glitchy, confusing, or difficult to use</li> <li>• detailed nutrient analysis only available with premium membership</li> </ul>
	<ul style="list-style-type: none"> <li>• designed to help you save time on meal prep and shopping</li> <li>• multiple diet plans and customization options available</li> <li>• creates a nutritious <b>meal plan</b> based on your needs and preferences</li> <li>• reduces food waste by optimizing your use of ingredients</li> </ul>	<ul style="list-style-type: none"> <li>• requires membership to use</li> <li>• cost of ingredients isn't included in the price of the app</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>focuses on mindful eating and healthy habits rather than counting calories</b></li> <li>• includes extra features like experiments and personal insights</li> <li>• simple and easy to use</li> </ul>	<ul style="list-style-type: none"> <li>• subscription required after 7-day free trial</li> </ul>
	<ul style="list-style-type: none"> <li>• includes support from <b>virtual coaching team</b></li> <li>• <b>lesson plans</b> designed to help understand your food choices</li> <li>• provides tools to track progress</li> </ul>	<ul style="list-style-type: none"> <li>• some users report that the coaching team offers little personalized feedback</li> <li>• more expensive than other apps</li> </ul>
	<ul style="list-style-type: none"> <li>• Stree-free meal planning, shopping, cooking</li> <li>• Favorites section allows quick access to meals you want to make again</li> <li>• Ability to select Eating Preferences</li> </ul>	<ul style="list-style-type: none"> <li>• Not enough features for the monthly price</li> <li>• Unable to browse recipes</li> <li>• Recipes (usually) take 5-15 longer to make than stated</li> </ul>

Indirect Competitors	PROS	CONS
	<ul style="list-style-type: none"> <li>• This app also lets you track your fitness regimen, and is compatible with fitness trackers like FitBit.</li> <li>• Useful features include the ability to scan supermarket barcodes to get nutritional information that helps you make smart choices while grocery shopping, and the tracking of macronutrients such as carbohydrates, protein, and fat.</li> <li>• enter your nutritional goals or weight loss goals, and use features within the app to plan your meals and monitor your adherence.</li> <li>• What makes this app stand apart is an elegant user interface that makes entering your food intake fast and easy.</li> </ul>	<ul style="list-style-type: none"> <li>• For some users, cost can be a concern, because full functionality is not unlocked without an annual subscription of \$40 per month.</li> </ul>
	<ul style="list-style-type: none"> <li>• focused on aiding people with allergies and food insensitivities. It's targeted at people with conditions such as histamine intolerance, mastocytosis, fructose malabsorption, sorbitol intolerance, gluten sensitivity, and lactose intolerance</li> <li>• contains a database of hundreds of foods, and will tell you whether a particular food is compatible with your allergies or food sensitivities.</li> </ul>	<ul style="list-style-type: none"> <li>• it doesn't contain databases of particular products, but rather broad categories of foods.</li> </ul>
	<ul style="list-style-type: none"> <li>• Waterlogged helps you make sure you're getting enough water by allowing you to take pictures of your drinking vessels to quickly and automatically log your water intake.</li> <li>• allows you to set up reminders to drink fluids, and can help you quickly assess your hydration with handy graphs.</li> </ul>	<ul style="list-style-type: none"> <li>• some features require an upgrade to a premium version, and also the fact that the app is only available for iOS right now</li> </ul>
	<ul style="list-style-type: none"> <li>• nutrients contains the nutritional info for a wide range of foods and a food journal which makes tracking your food intake simple</li> <li>• ability to enter your recipes, and get an instant nutritional breakdown.</li> </ul>	<ul style="list-style-type: none"> <li>• lack of availability on Android. Some reviewers have also complained that the nutritional browser lacks some foods, although we didn't encounter any notable absences in our testing.</li> </ul>
	<ul style="list-style-type: none"> <li>• Enter your fitness goals, nutritional requirements and food sensitivities when you setup the app.</li> <li>• Then, as you shop, you can scan the bar-codes of items you're considering for information about the nutritional content, added sugar and sodium, and more.</li> <li>• You can also take photo of your receipt or store loyalty/rewards card for a full analysis of all the food you've purchased and how well it aligns with your nutritional goals.</li> </ul>	<ul style="list-style-type: none"> <li>• while most major grocery stores do participate, some favorites, like Trader Joe's are absent.</li> </ul>
	<ul style="list-style-type: none"> <li>• it contains a nutritional database of 2 million items, and includes the ability to track calories, macronutrients and water intake, and see if you're meeting your diet goals.</li> <li>• can also generate graphs and charts that help you to visualize and assess your food habits.</li> </ul>	<ul style="list-style-type: none"> <li>• it's not as comprehensive as the aforementioned app MyFitnessPal's Calorie Counter &amp; Diet Tracker</li> <li>• unlike MyNetDiary's Calorie Counter &amp; Food Diary, you cannot track exercise. Like both those tools, full functionality requires a subscription (\$9.99 per month or \$44.99 per year).</li> </ul>

# Lean UX Canvas

<p><b>Business Problem</b> What business have you identified that needs help?</p> <p>We want to provide healthier meal options for people who can't cook or people who do not have the time to cook.</p>	<p><b>Solution ideas</b> List product, feature, or enhancement ideas that help your target audience achieve the benefits they're seeking.</p> <ul style="list-style-type: none"> <li>- Customization of better eating plan</li> <li>- Suggestion of alternative foods</li> <li>- Reward coupons</li> <li>- Daily nutrition tracking</li> <li>- Supportive Community</li> <li>- User profiles</li> </ul>	<p><b>Business Outcomes</b> <b>(Changes in customer behavior)</b> What changes in customer behavior will indicate you have solved a real problem in a way that adds value to your customers?</p> <ul style="list-style-type: none"> <li>- Number of downloads of the app</li> <li>- Number of active users</li> <li>- Average time on app</li> <li>- Number of ratings and comments on restaurants/ food</li> </ul>
<p><b>Users &amp; Customers</b> What types of users and customers should you focus on first?</p> <ul style="list-style-type: none"> <li>- People who don't know how to cook</li> <li>- People who are too busy to cook</li> <li>- People who are willing to learn how to cook</li> <li>- People interested in healthier options</li> </ul>		<p><b>User Benefits</b> What are the goals your users are trying to achieve? What is motivating them to seek out your solution? (e.g., do better at my job OR get a promotion)</p> <ul style="list-style-type: none"> <li>- Healthy lifestyle</li> <li>- Combat food related mental and physical issues</li> <li>- Easy to use and not time consuming</li> <li>- Lower risk of disease</li> <li>- Help others and give back</li> <li>- Get food within user budget while being healthy</li> </ul>
<p><b>Hypotheses</b> Combine the assumptions from 2, 3, 4 &amp; 5 into the following template hypothesis statement: "We believe that [business outcome] will be achieved if [user] attains [benefit] with [feature]."  Each hypothesis should focus on one feature.</p> <ul style="list-style-type: none"> <li>- We believe that a healthier lifestyle will be achieved if people follow the personalised eating plan</li> <li>- We believe that a supportive community could help others and give back</li> <li>- We believe that reward coupons motivates users to have a healthy lifestyle</li> </ul>	<p><b>What's the most important thing we need to learn first?</b> For each hypothesis, identify the riskiest assumption. This is the assumption that will cause the entire idea to fail if it's wrong.</p> <p>We assume that people would care a lot about the lifestyle and eating habits that they are having right now. We also assume that people are very willing to change their lifestyles and eat healthier without external motivation.</p>	<p><b>What's the least amount of work we need to do to learn the next most important thing?</b> Brainstorm the types of experiments you can run to learn whether your riskiest assumption is true or false.</p> <p>We could conduct surveys on how much people care about their eating habits and lifestyle. We could also interview people on how far people would go to get food.</p>





**Who is our  
target audience?**



# Active Andy

AGE 18-22

OCCUPATION College Student

LOCATION Georgia

STATUS Single

## Bio

Andy is a Junior college student living alone. As a junior his school work is getting very intense and he has a rather busy schedule. He also works at a restaurant as a part time job. He gets to take home some leftovers from his job, but he doesn't really get to choose what he brings home. He eats a lot of unhealthy, salty and high-fat snacks during class and he only knows how to cook very simple things. Andy has issues focusing and he doesn't like spending too much time on one single task. He also doesn't like to be bored, therefore once in a while he changes up his daily routine. He likes to party when he has time, and wants to eat a healthy and filling meal before going out.

## Ideal Features

- Budget matcher
- Easy and fun tracking function

## Main Concerns

- Avoid expensive foods
- Easily bored with routine
- Not used to taking care of himself







# Tired Trevor

AGE 24-28

OCCUPATION Mechanic

LOCATION Ohio

STATUS In a relationship

## Bio

As a technician, Trevor stands on his feet all day and gets very tired at the end of the day and doesn't have energy to cook for himself. He eat outs a lot, but mainly cheaper options and fast food/drive thru. He is trying to change up his eating habit because his girlfriends has been educating him more about better food options and more cuisines. He believer eating better gives him the energy he needs for a day of tiring 9-hour of work. But he has little to no time to be on his phone everyday and definitely on the budget. Sometimes after a decent paycheck he'll splurge or treat himself once or twice.

## Ideal Features

- GPS function
- Budget matcher

## Main Concerns

- No energy to cook after work
- Not knowledgeable enough on different types of food





# Occupied Olivia

AGE 30-40

OCCUPATION Legal Accountant

LOCATION Oklahoma

STATUS Single

## Bio

Olivia spends ~10 hours and sometimes over time in the office dealing with paperworks and numbers. She's always occupied during the day with meetings, reports, and staring at a screen. After she entered her 30's, she noticed her metabolism started to slow down. This made her wants to start eat better and cleaner, but struggle with it during the day because of her busy schedule. She's not particularly too concerned with price since she is pretty comfortable financially. she loves to go out with friends on the weekends to try new restaurants and bars.

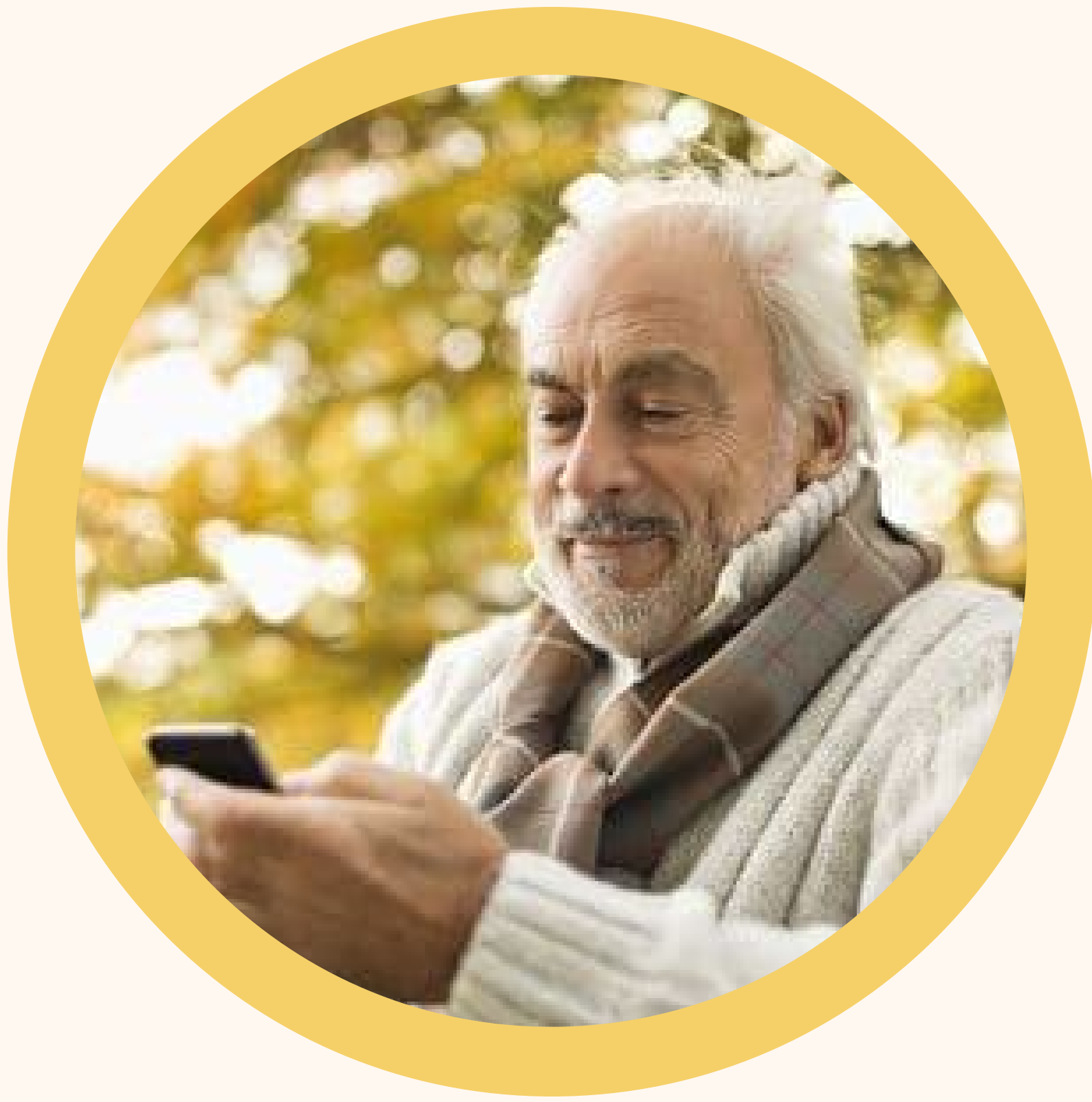
## Ideal Features

- Ingredient List
- Delivery options
- Review function

## Main Concerns

- Little to no time to travel for food during work days
- Unfamiliar with clean eating





# Modern Marvin

AGE 60-70

OCCUPATION Retired

LOCATION Arizona

STATUS Single

## Bio

Marvin is single, lives alone, and doesn't know how to cook. He retired 10 years ago and his wife passed away two years ago and it has only been her cooking for them. Now he wants to live longer with a healthy lifestyle, so he can still be there for the rest of his family. He recently discovered that he has high blood pressure. Marvin is surprisingly adaptive with electronics and technologies - even his grandkids think he's doing great! He is slowly learning simple dishes but due to his age he is a bit slow with it. He is not exactly the most adventurous eater, so he mostly sticks to what he knows. In Marvin's free time, he likes to read on his porch, go hiking with his family, or have a couple drinks with his old buddy Gary.

## Ideal Features

- Ready-made food
- Review function
- Coupons on traditional restaurants

## Main Concerns

- Not adventurous enough
- Adapt to new diet rather slowly
- Health concerns



# User Journey



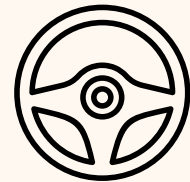
# Active Andy

“ Ugh... I don't want to eat this but I have no choice.”

## Activities

### Goes to school

- Gets out of the dorm to drive to school to get to an 8AM class
- Woke up late, didn't have time to get breakfast



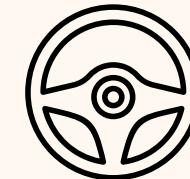
### Attending classes

- Eats a lot of snacks to deal with hunger during classes
- No lunch break
- Continue to work on school work



### Leaves school & Goes to work

- Drives to work right after his 4PM class



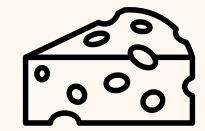
### Gets off work & goes back home

- Works during night shifts
- Gets off work at 9PM
- Brings leftover food from work
- Drives home



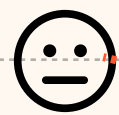
### Eats dinner

- Eats leftover food
- Work on school projects
- Rest and goes to bed
- Shower



## Feelings & Needs

- He's hungry and sleepy
- Unmotivated to start the day



- Gets hungry and loses focus
- Snacks are great but high fat
- Feeling frustrated as he could only snack to deal with hunger



- Stuffed with snacks but he's still hungry
- Drained, not much energy to go to work



- Feeling tired working night shifts
- Feeling hungry
- Feels relieved that he gets off work



- Hesitant to eat the leftover
- Chose to eat it anyway since it is convenient
- Hopes to have better choices other than left overs



## Opportunities

- Recommend locations of healthy restaurants based on his current location
- Show a variety of options to choose from, e.g. By cuisine/ type of food
- Show recipes of healthy snacks/ meals that could be prepared under 15 minutes





# Tired Trevor

“I am so tired that I don’t want to cook, I’m just going to eat takeaway.”

Activities

Goes to work >

- Drives to work
- Eats simple breakfast i.e. toast on the way to work

Attending work >

- Stands on feet during work
- Carries heavy objects to replace parts of customer’s vehicle/ device
- Walks back and forth to grab utensils to fix customer’s vehicle/ device
- No rest time
- Communicates with customers

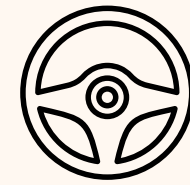
Gets lunch >

- Drives to nearby store to grab fast food during lunch break
- Chooses meals with cheaper price e.g. Mcdonald’s
- Drives back to work once he gets food

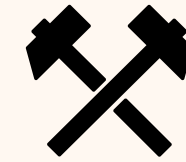
Finishes work

- Drives back home
- Grab fast food on the way home
- Gets home and eats while scrolling his phone
- Takes shower and goes to bed

Feelings & Needs



- He’s hungry and sleepy
- Unmotivated to start the day



- Very focused on work
- Energy drained as he stays really focused
- Starts to get physically tired because of fixing and replacing



- Could only eat fast food without variation
- Couldn’t choose better food because it’s expensive
- Could only grab fast food because he didn’t have time to order food delivery



- Very exhausted
- Getting fast food again as he doesn’t want to cook
- He doesn’t have any energy left
- Wants to eat healthier but can’t



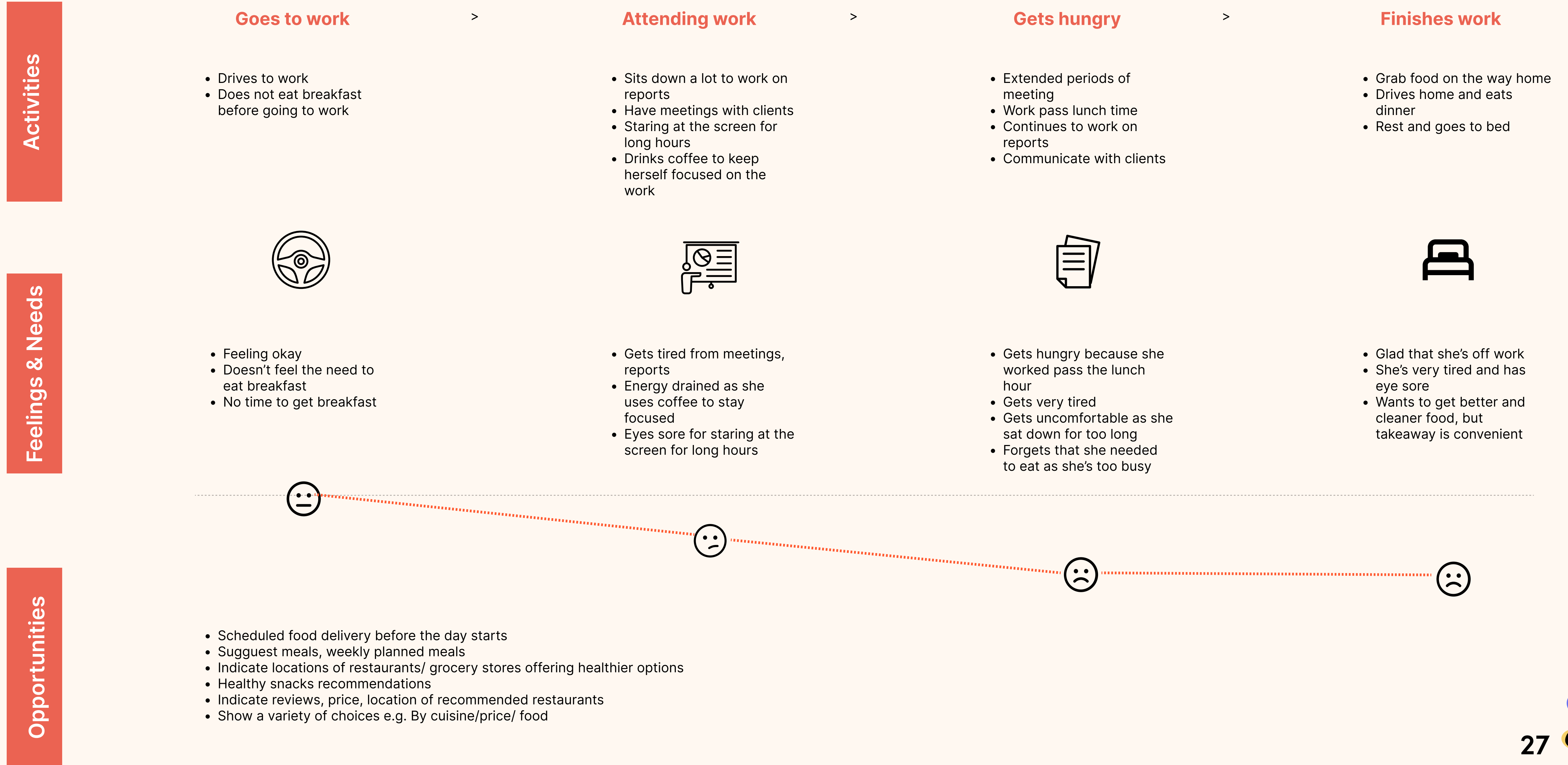
Opportunities

- Scheduled food delivery before the day starts
- Coupons for discount on ordering food
- Suggest meals, weekly planned meals
- Indicate locations of restaurants/ grocery stores offering healthier options
- Pre-prepared food delivery door to door



# Occupied Olivia

“I want to eat better but I got no time!”





# Modern Marvin

“Cooking is such a nuisance!”

## Activities

### Wakes up in the morning >

- Reads newspaper
- Watches television
- Eats simple breakfast such as toasts, pastry
- Cup of tea



### Goes to grocery shopping >

- Drives the mobility scooter to nearby grocery store
- Starts shopping for simple food
- Goes home to prepare food for lunch



### Starts cooking food >

- Looks at recipe while cooking
- Slow cooking
- Messy table when preparing food



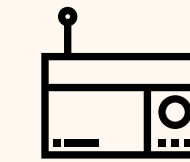
### Eating the food >

- Tidies up the table
- Wash the dishes
- Eat the food while watching television



### Rest >

- Takes a rest after lunch
- Reading books
- Listen to the radio



### Cooks dinner

- Starts cooking slowly
- Tidy up the table
- Wash the dishes
- Shower & Goes to bed



## Feelings & Needs

- Feeling okay
- Misses his wife as he remembers his wife used to cook for him
- Feeling relaxed while watching TV

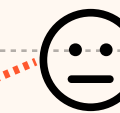
- Feels inconvenient needing to get grocery
- Feels frustrated not knowing what to buy
- Doesn't know what to cook

- Gets grumpy and impatient because it takes a long time to cook a proper meal
- Feeling irritated because of cooking fails as a beginner cook

- Feeling unhappy as the meal was too complicated to cook
- The taste wasn't to his liking, not healthy enough

- Feeling relaxed as he takes a rest from doing all the chores
- Feels comfortable taking a rest while listening to the radio

- Gets grumpy again now that he has to prepare dinner
- He had to cook because he couldn't starve himself
- He wants to be healthy but it is hard to cook traditional healthy food



## Opportunities

- Pre-Prepared meals delivered
- Instructions on how to cook/reheat the pre-prepared food
- Recipes for beginner friendly dishes
- Guides on cooking e.g. treating it as a hobby/ how to be organized when cooking





# The Scope

# Explore

---

- Restaurant List
- Recommend by cuisine/ diets/ rating
- Liked & Saved restaurants
- Nutrition information of items on menus

# Diary

---

- Tracking of food intake
- Statistic of nutrition based on user input
- Manual data input/ Input by AI
- Conversion of data to report by AI

# Profile

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- Personalized Goal
- List of usable coupons
- Points gained through reaching goals
- Points convertible to coupons

**How will we make a profit?**



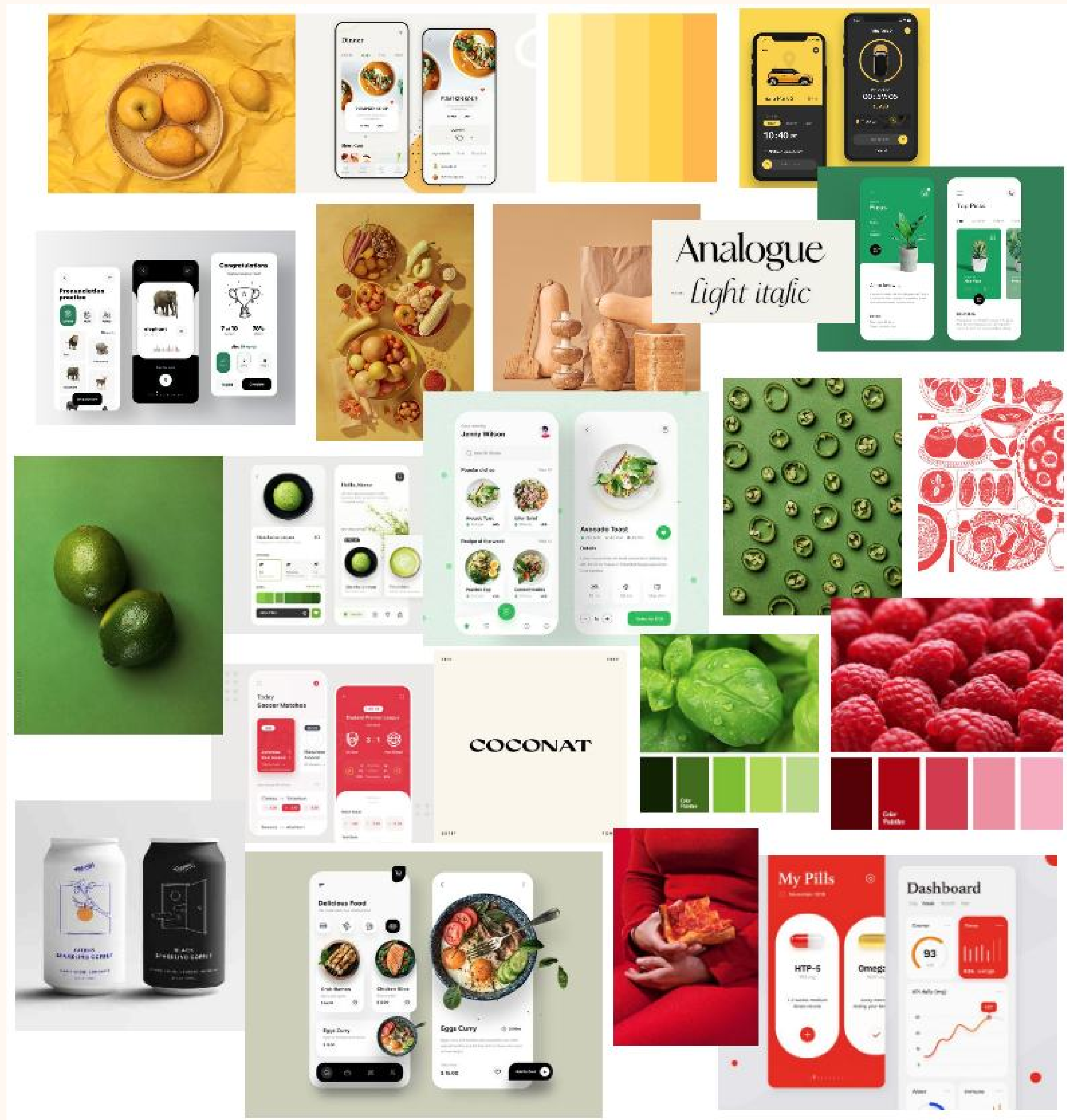


# Branding & Style



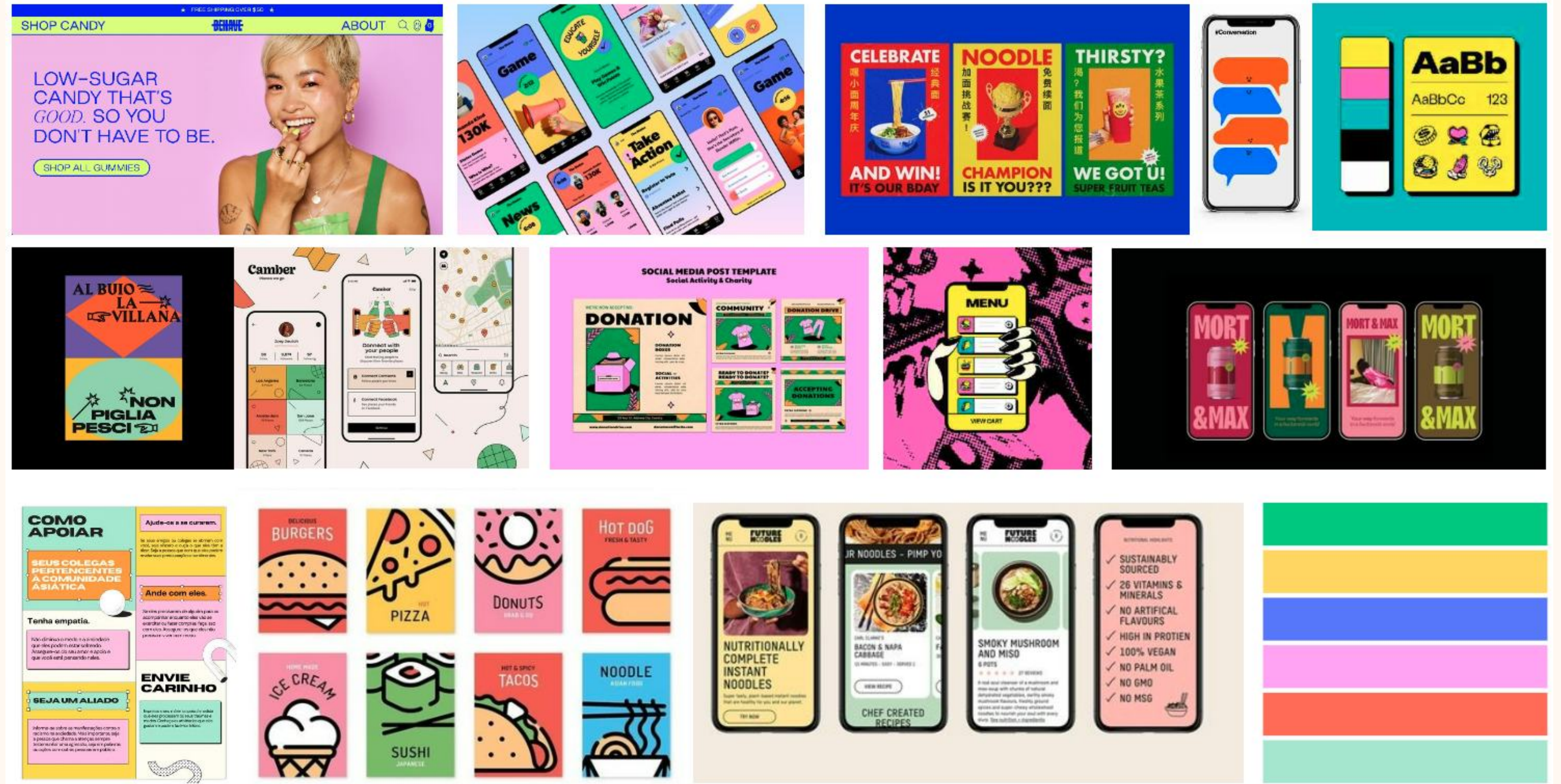
# Moodboard 1

- Minimalistic
- Fresh
- Elegant
- Monochrome
- Polished



# Moodboard 2

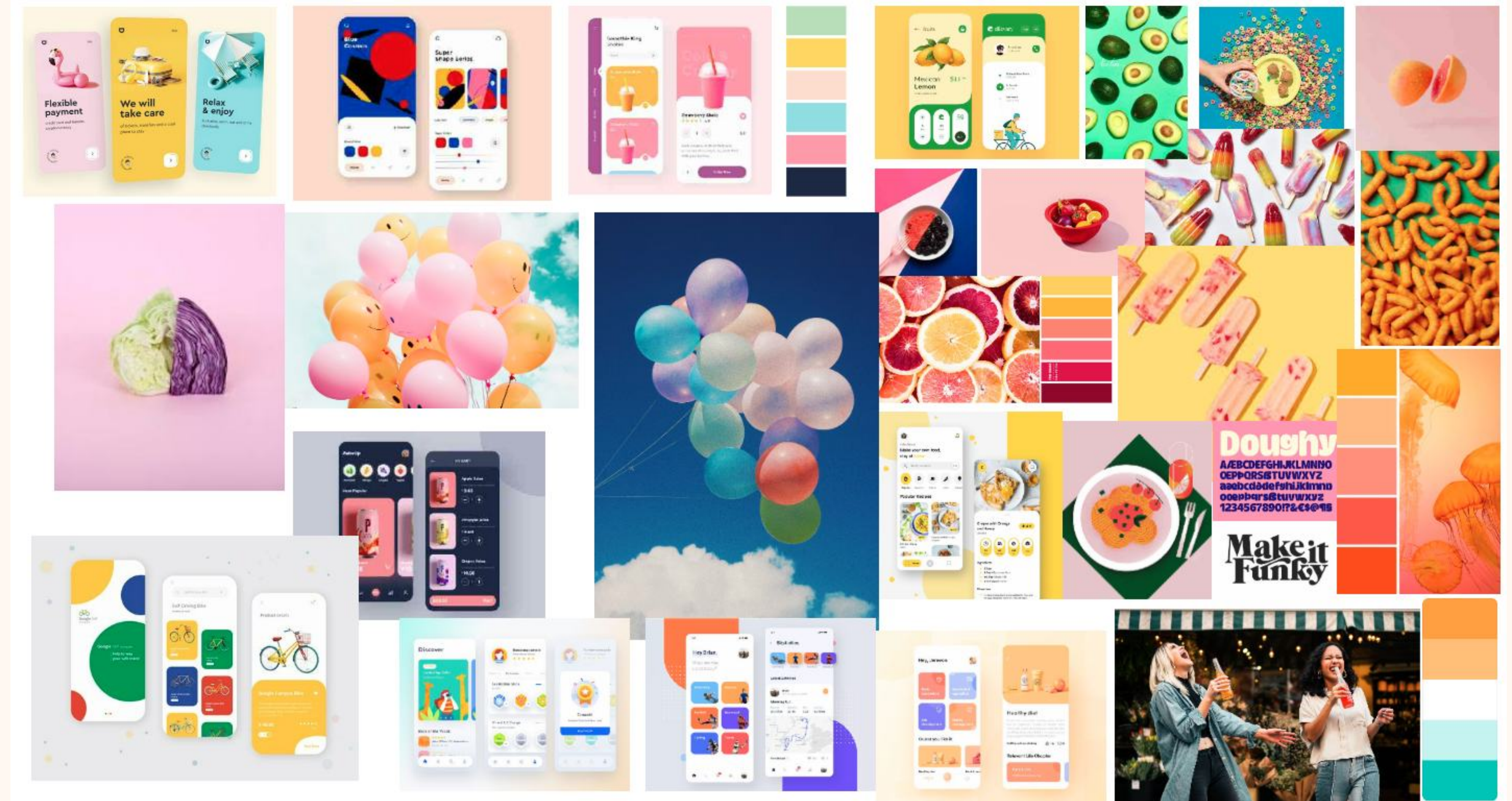
- Retro
- Bold
- Funky
- Saturated
- Eccentric





# Moodboard 3

- Organic
- Playful
- Youthful
- Friendly
- Positive



# Style Tile

#energetic #friendly #nonrestrictive

Search here

Sweets Protein Snacks

Button Label Button Label Button Label

Apfel Grotezk Fett — **Headline**

Sofia Pro SemiBold — **Subheading**

Sofia Pro Regular — Body Copy

#FFF8F0

#20283F

#666FF2

#E5624E

#F7D269

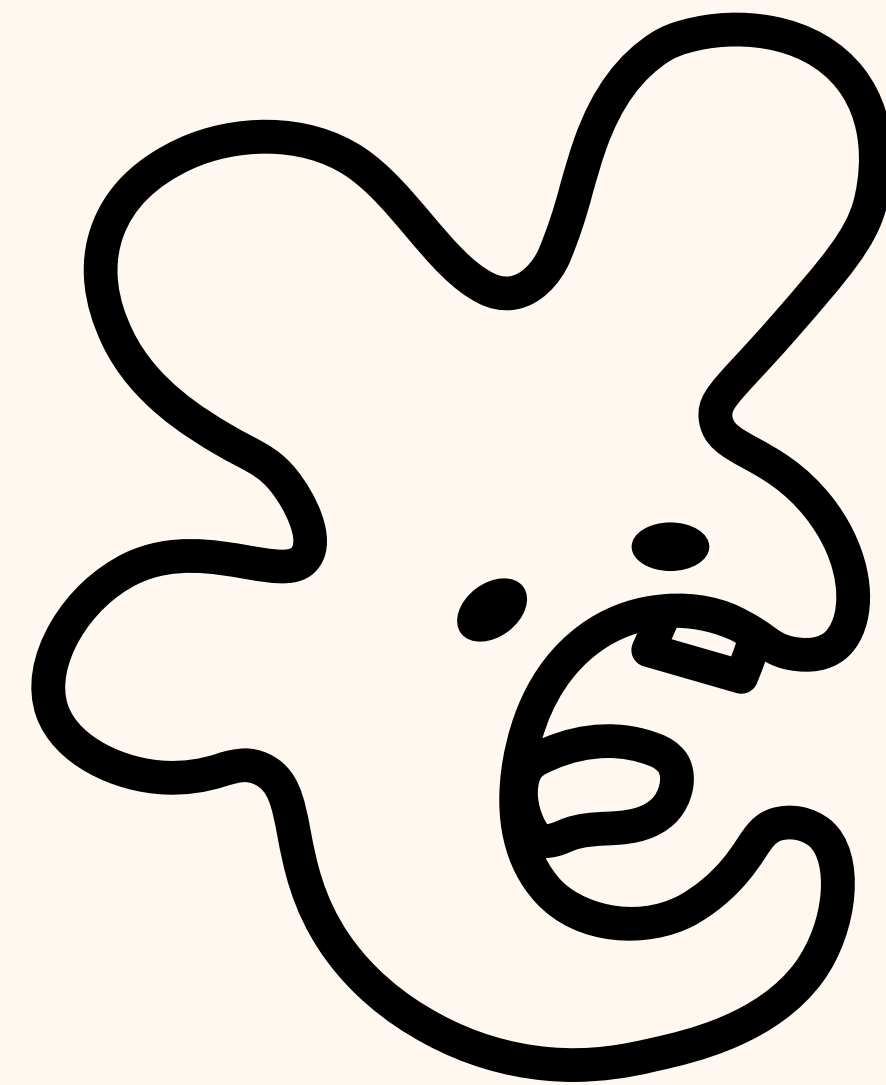


# Logo & Marks

Inspired by a bok choy and a dim sum...



Colored logo



Outlined logo

**BETTER  
GRUB**

Wordmark

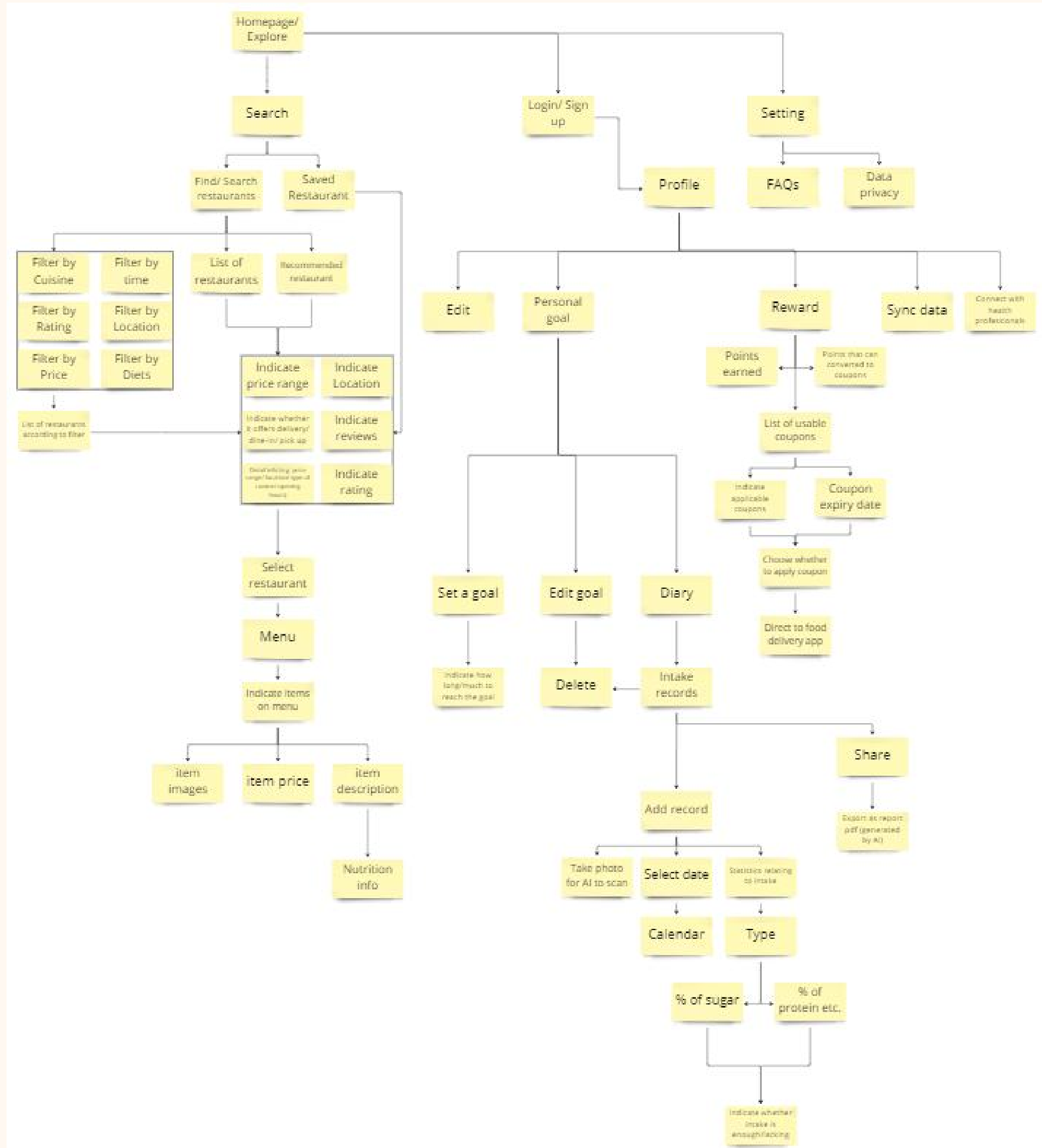


App icon

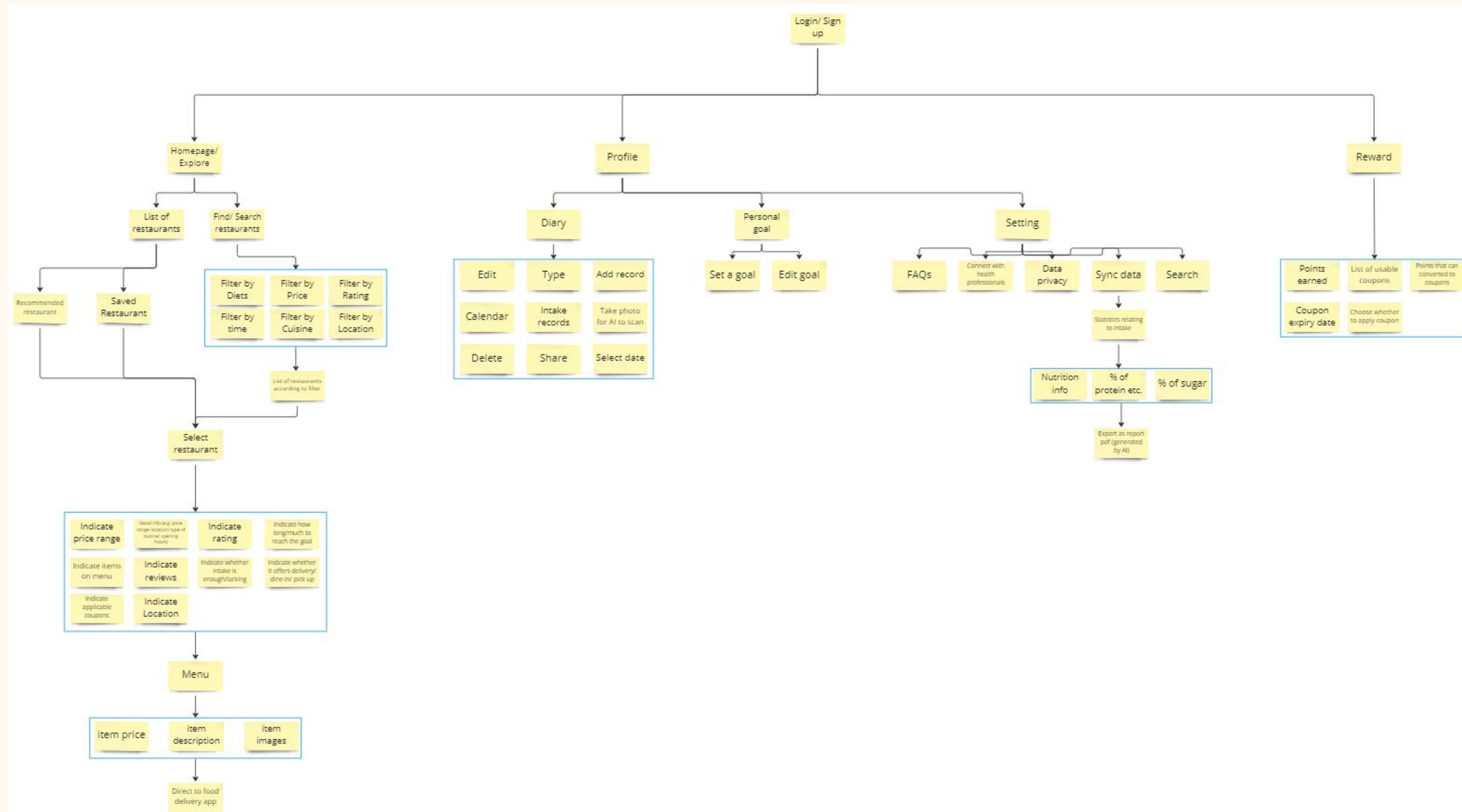


# Information Architecture

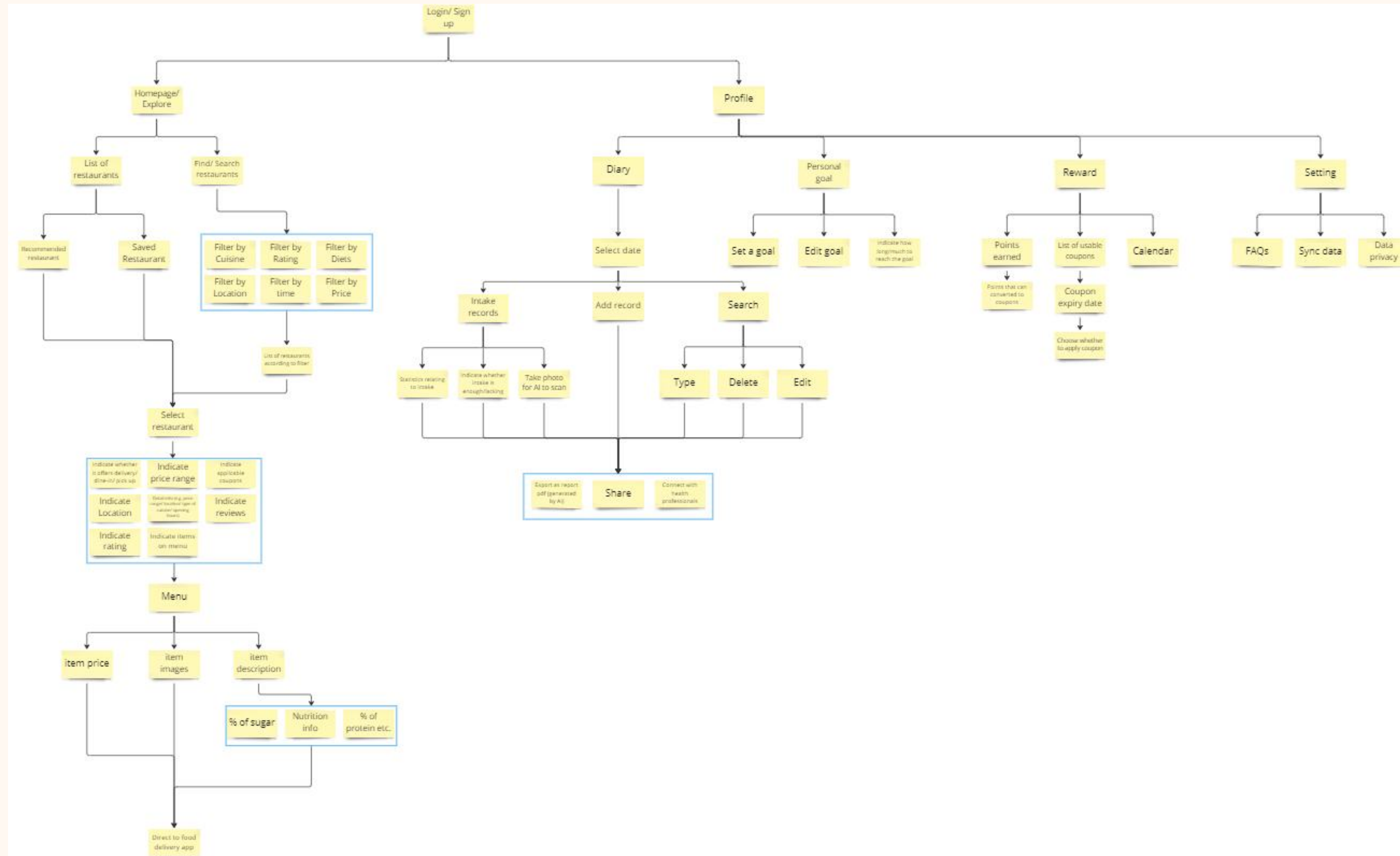
# Card Sorting



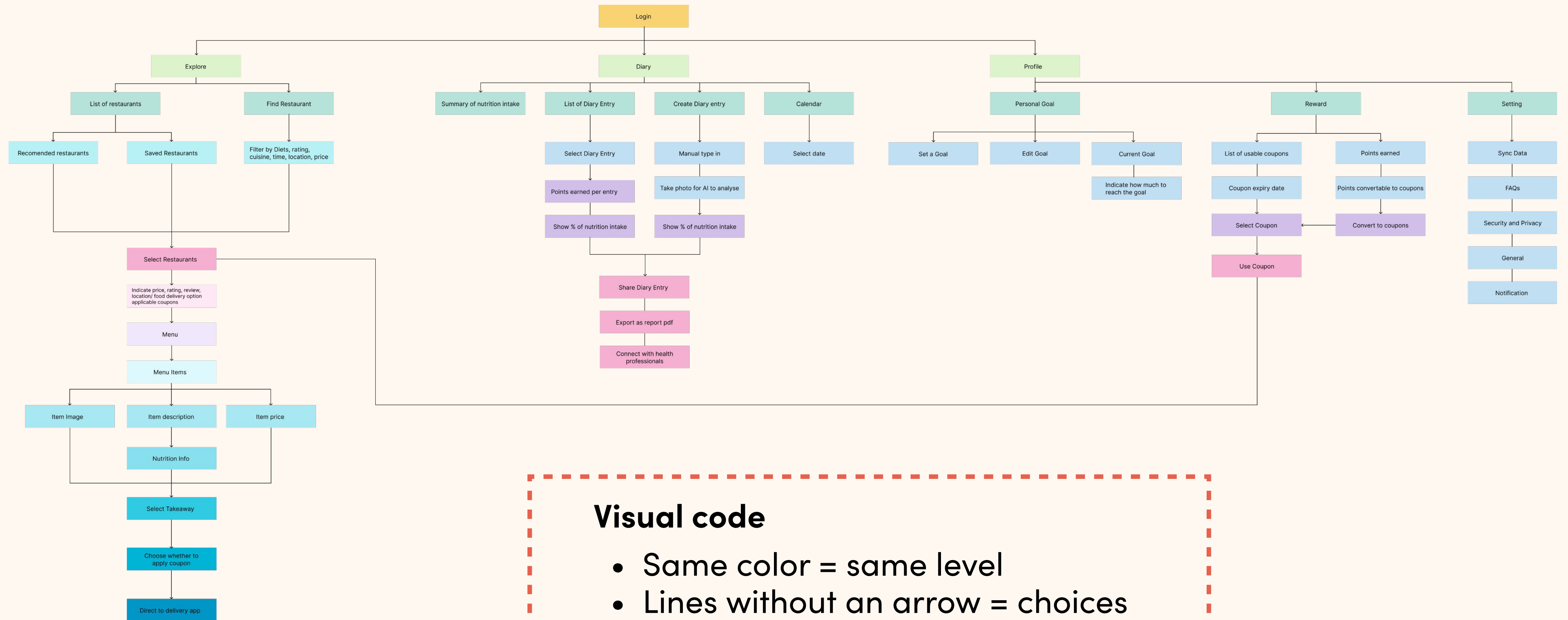
# Card Sorting



# Card Sorting



# Information Architecture



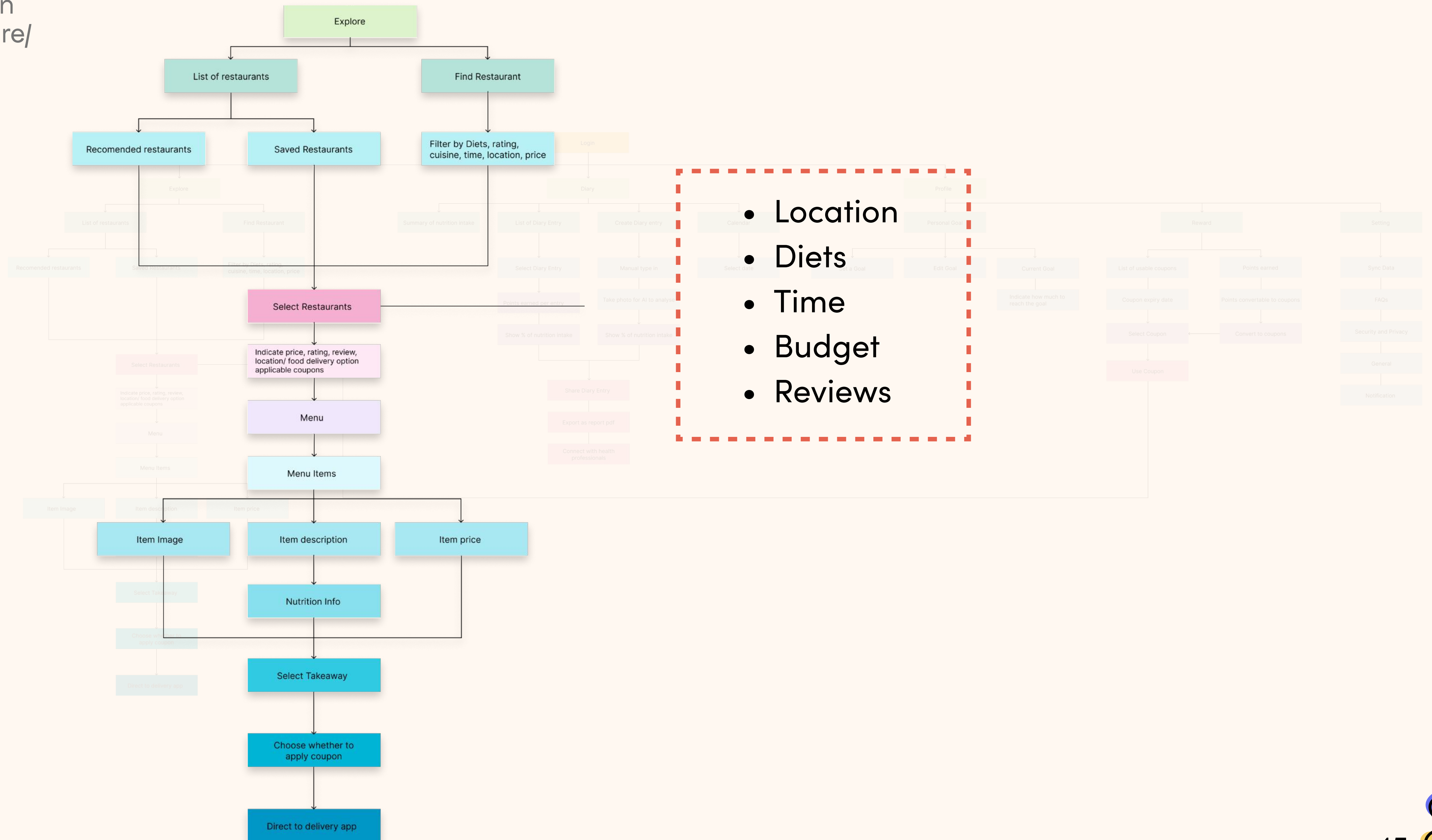
## Visual code

- Same color = same level
- Lines without an arrow = choices

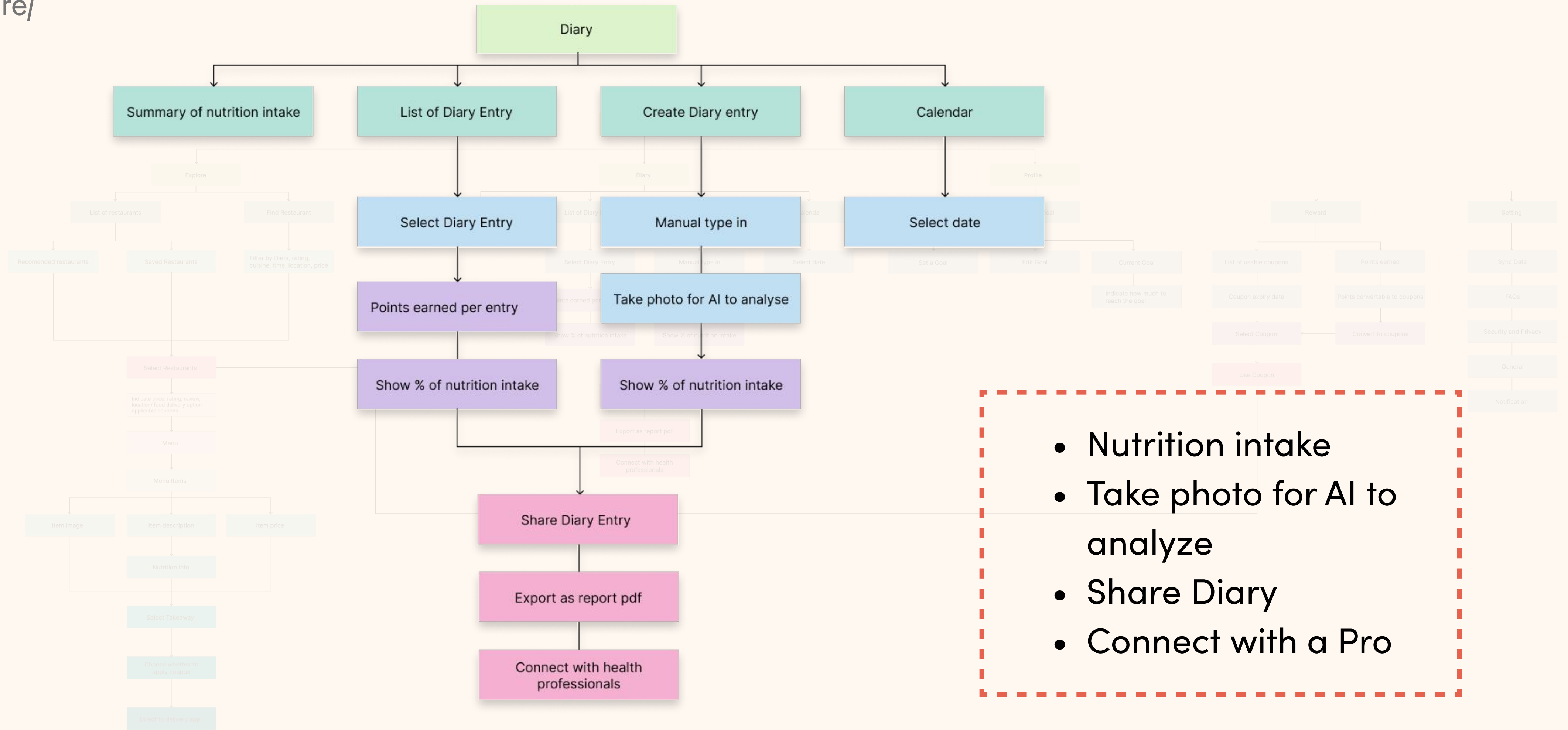




# Information Architecture/ "Explore"

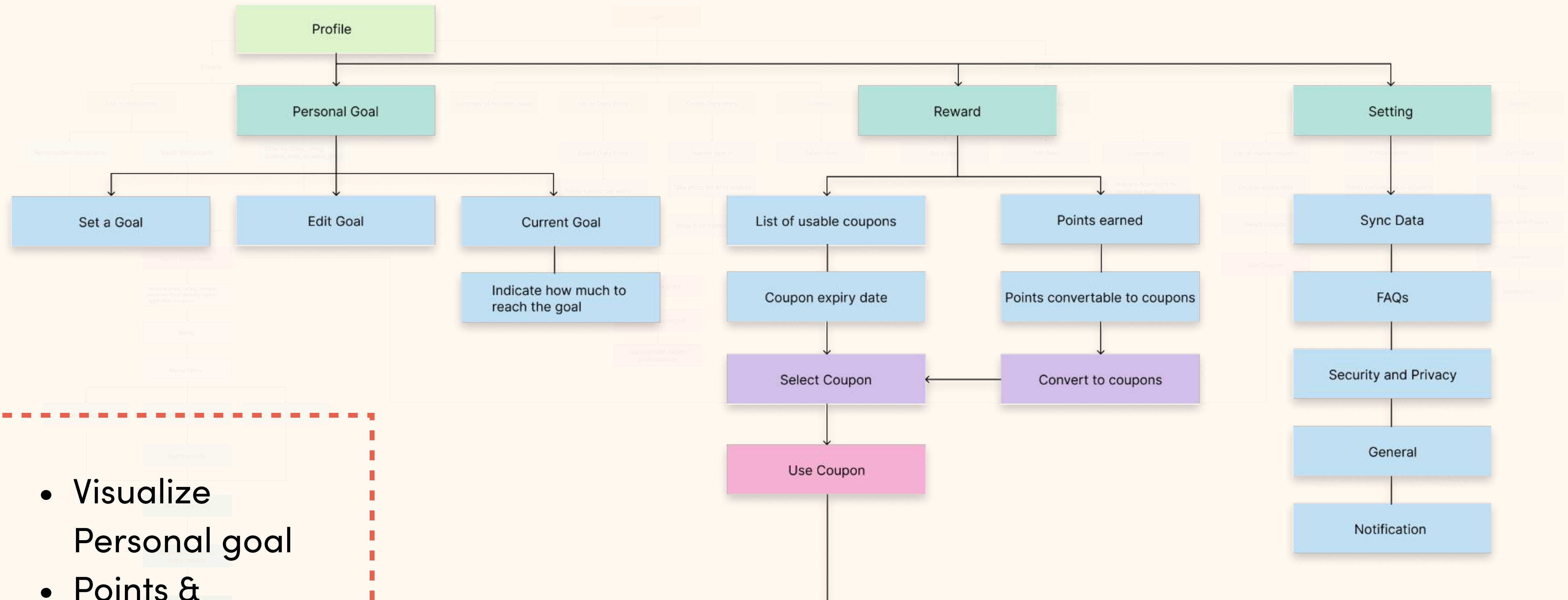


# Information Architecture/ "Diary"



- Nutrition intake
- Take photo for AI to analyze
- Share Diary
- Connect with a Pro

# Information Architecture/ "Profile"



- Visualize Personal goal
- Points & Coupons

# User Flow

# User Flow

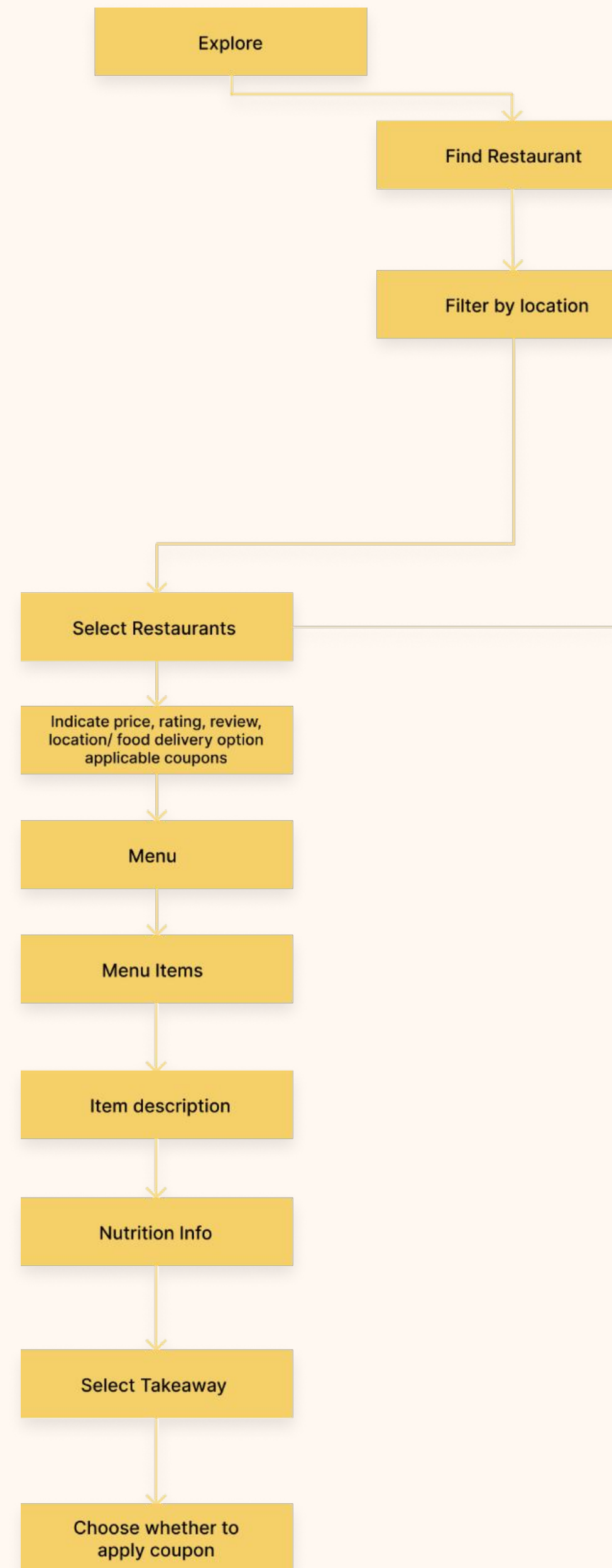


## Active Andy

- First time user
- Want to find better food near his school



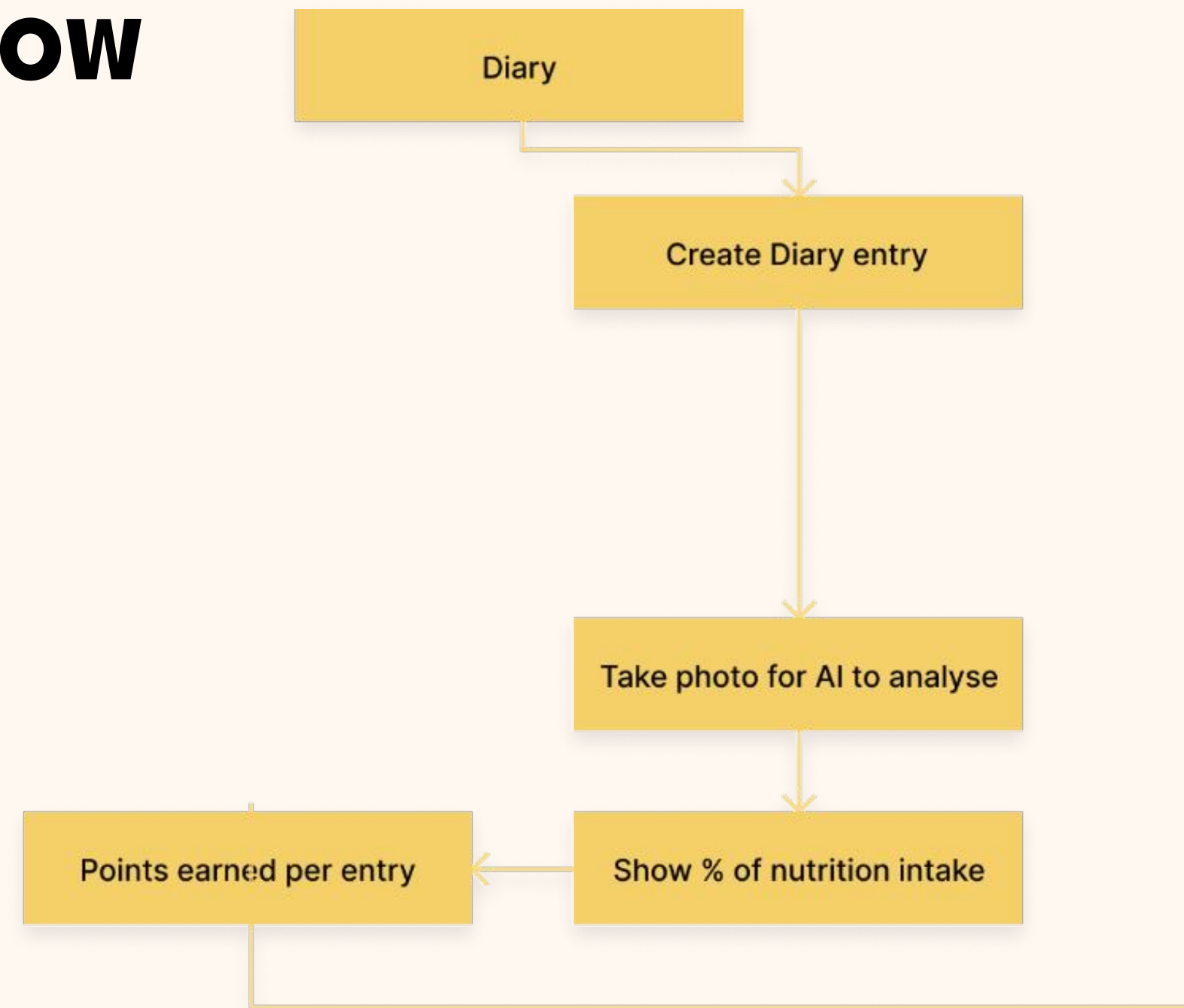
# User Flow



- He needs the app to spot out the healthy food near his location
- Review quickly -> Grab the food

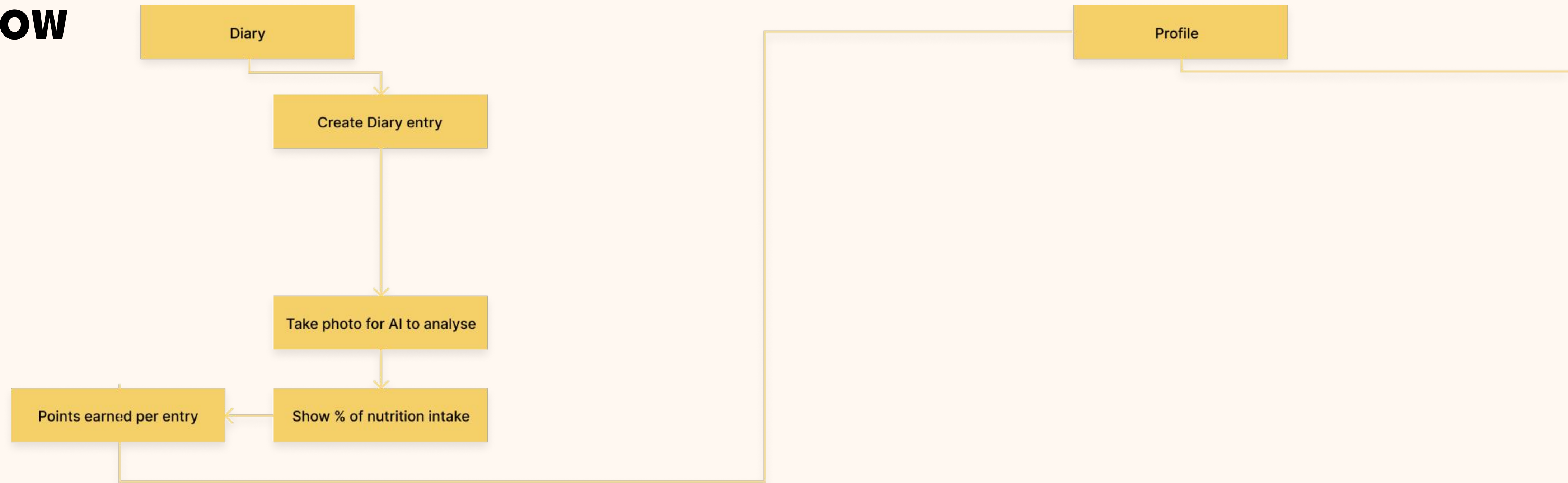


# User Flow



- The app reminds him to take picture of the food
- He got points, and know the nutrition info

# User Flow

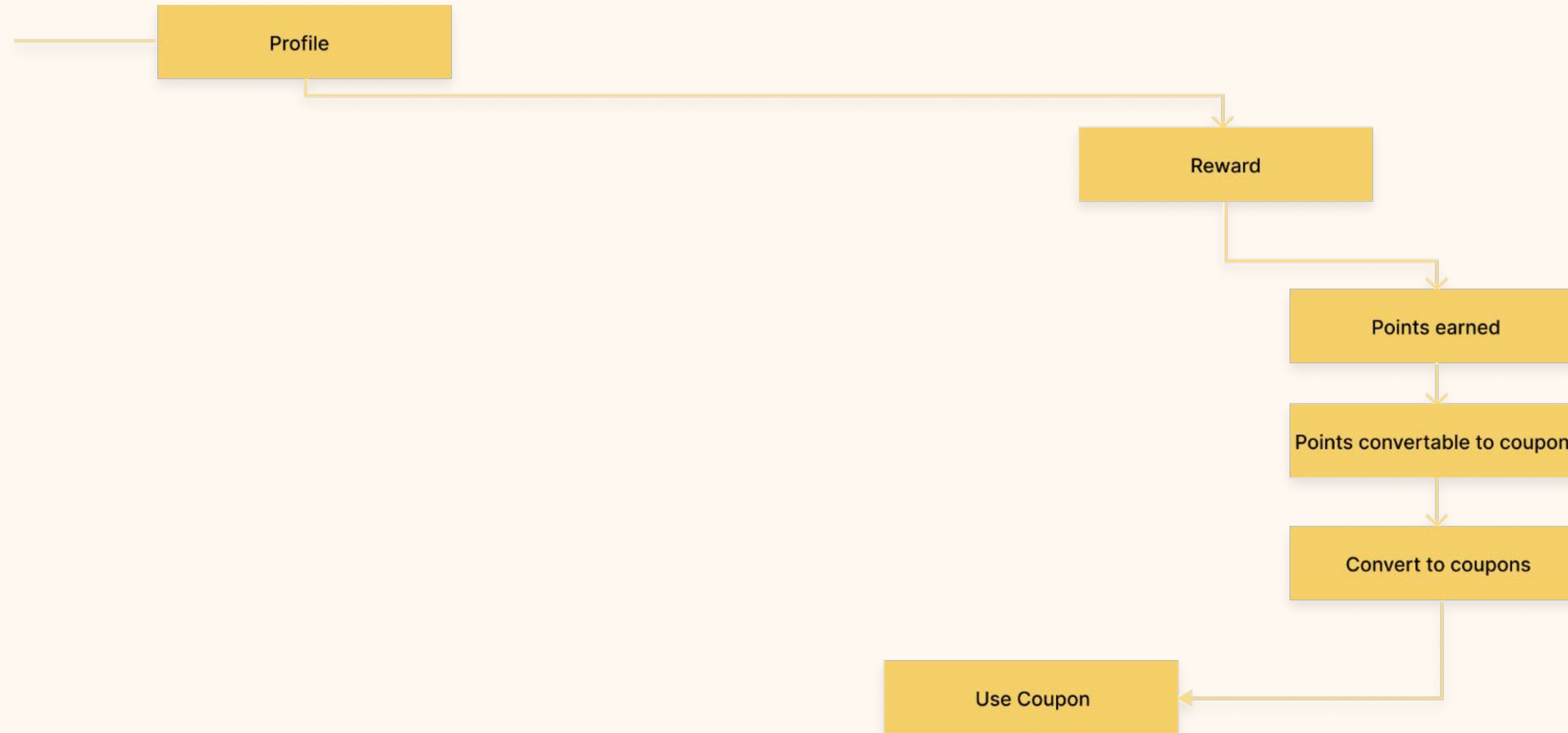


- Want to know how the points work





# User Flow

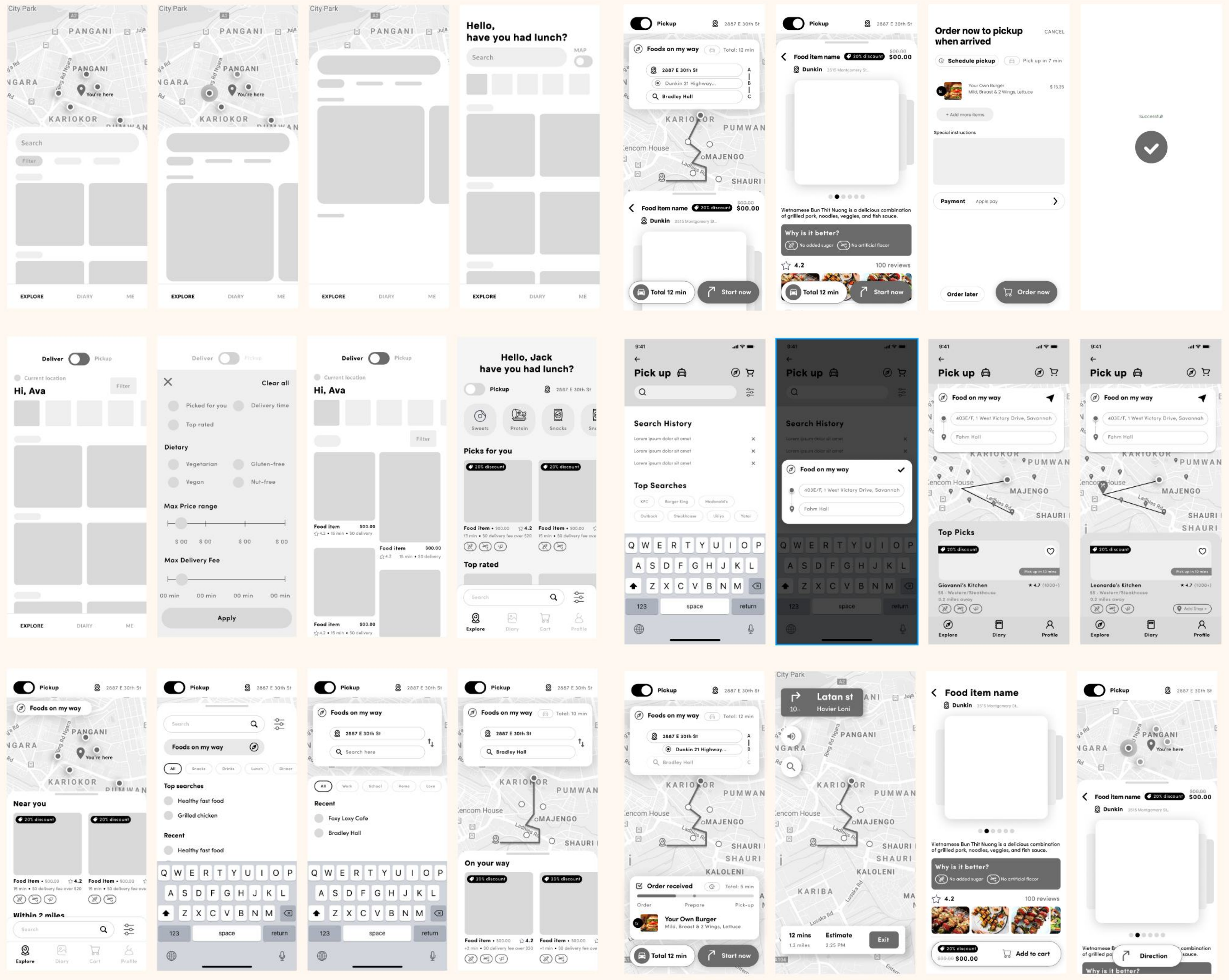


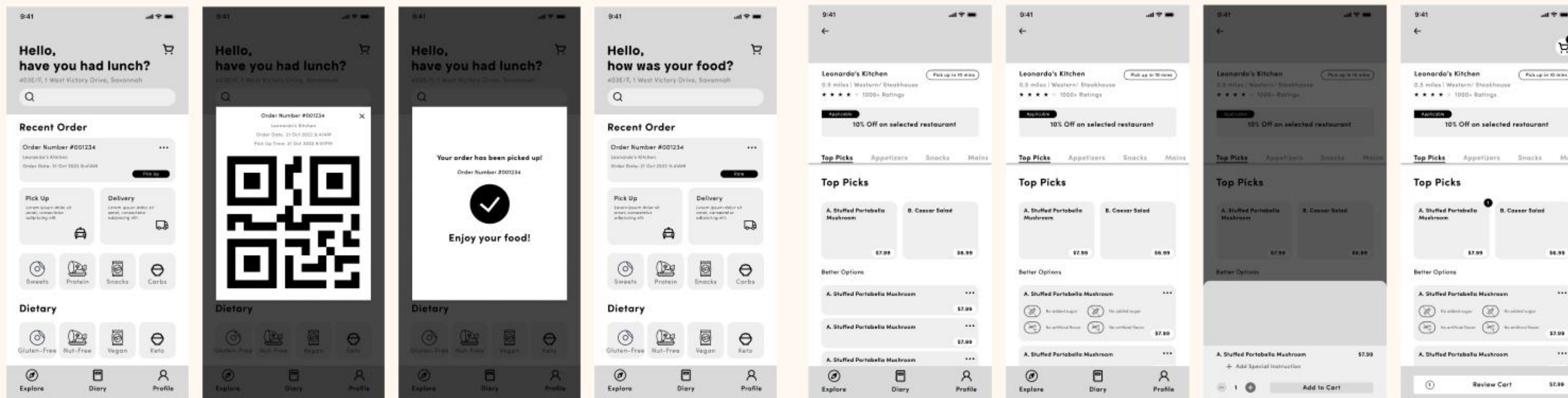
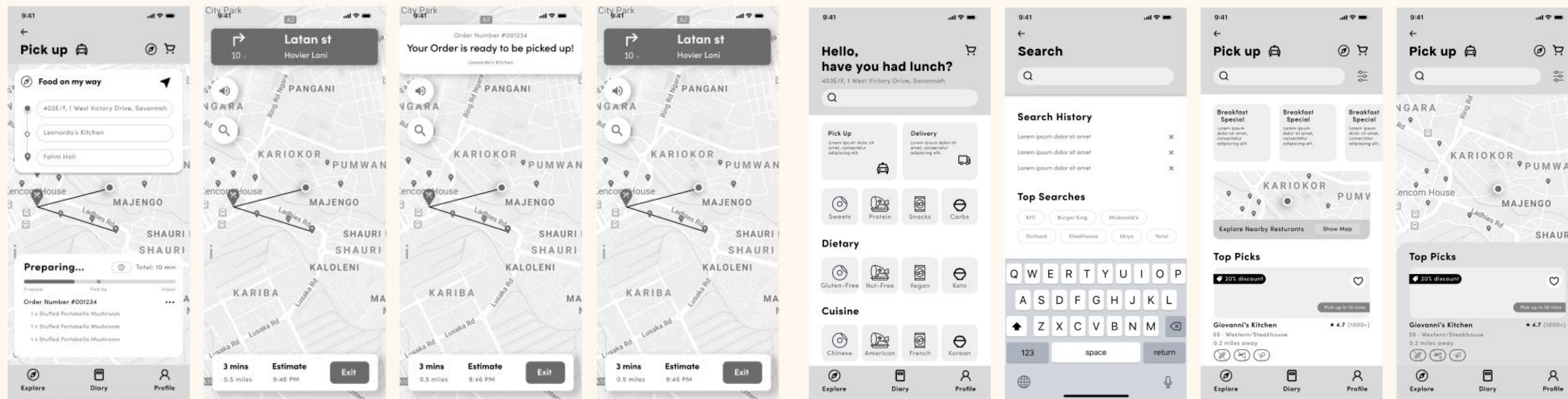
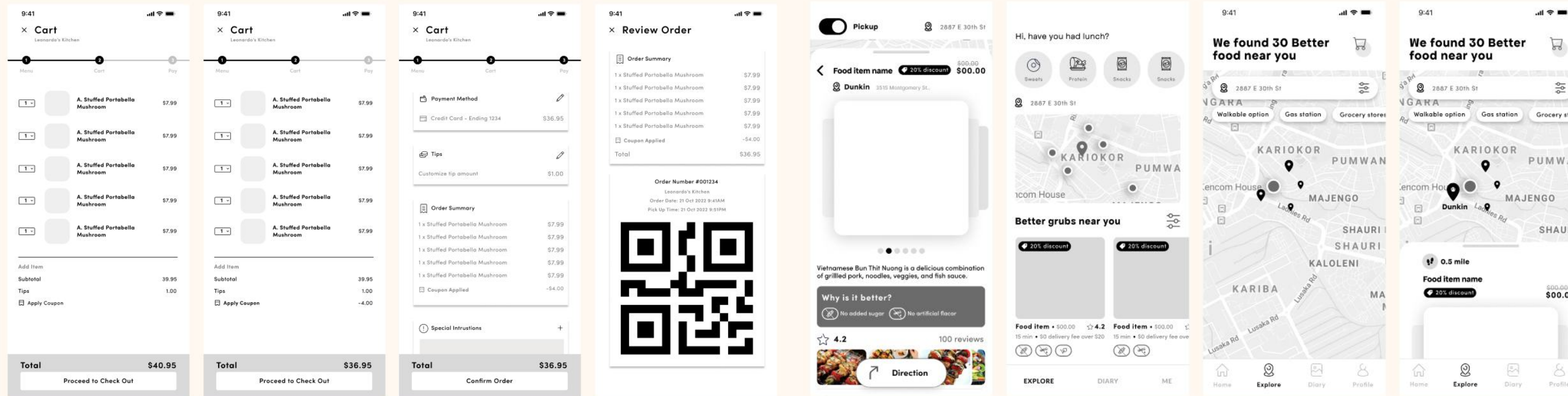
- He plans to use the coupon tomorrow lunch



# Lo-fi Wireframes

# Mid-fi Wireframes





# User Testing

# User Testing

[User Testing Video Link](#)

The overall prototype flow is hard to follow, it didn't make a lot of sense

Buttons & Text are way too close to the edge of the screen

The position of the pickup toggle button doesn't seem right

There should also be a filter option here, refer to Google Maps

The current location's position doesn't seem right

The location for 'You're here' & the location used for restaurant should be the same

It looks like some of the restaurant names instead of the food items

Not sure what the \$10.00 means next to the food items

The discount wouldn't be applied to the food items, but the amount should appear next

The discount wouldn't be applied to the food items, but the amount should appear next

It seems weird why the discount price should appear next

There is no order button

There is no description for the food items

The restaurant name should come before the food item name

Could also add a note for the restaurant name

Why is it better?

No added sugar

No artificial flavor

Not sure whether this is the correct way to indicate the item or the restaurant

This looks like a button to be clickable, but it is not

It looks more like the food is going to be delivered to me

How about for people who don't have a car

This flow is quite confusing, hard to understand

There are tags here so the filter function will be redundant

The icon for current location doesn't make sense

The icon for current location doesn't make sense

Position of driving time is off, refer to Google Maps

A stop is added but there is no button to add the stop

There is no button to add the stop

There is no button to add the stop

There is no button to add the stop

The icon for 'order now' doesn't make sense

The icon for 'order now' doesn't make sense

Don't use 'order now' as a button to order

This should only appear when he/she has finished the food, but not after arriving the restaurant to pick up the food

There should be an option to write review or not

It jumps to a loading screen which doesn't make sense

The goal jumps out of nowhere

This button is a little confusing

The search button is probably not necessary

This button should be either 'Use this coupon' or 'Apply to this restaurant'

# Lo-fi Wireframes



# Optimized User Journey



# Active Andy

“ Ugh... I don't want to eat this but I have no choice.”

## Activities

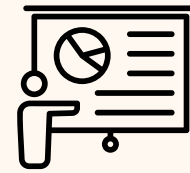
### Goes to school

- Gets out of the dorm to drive to school to get to an 8AM class
- Woke up late, didn't have time to get breakfast



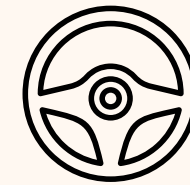
### Attending classes

- Eats a lot of snacks to deal with hunger during classes
- No lunch break
- Continue to work on school work



### Leaves school & Goes to work

- Drives to work right after his 4PM class



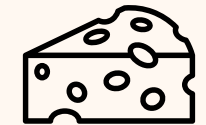
### Gets off work & goes back home

- Works during night shifts
- Gets off work at 9PM
- Order healthier food via Better Grub
- Pick up the food from restaurants on his way home



### Eats dinner

- Enjoys dinner ordered via Better Grub
- Review and rate the food and enter food log
- Add restaurant to saved list



## Feelings & Needs

- He's hungry and sleepy
- Unmotivated to start the day



- Gets hungry and loses focus
- Snacks are great but high fat
- Feeling frustrated as he could only snack to deal with hunger



- Stuffed with snacks but he's still hungry
- Drained, not much energy to go to work



- Feels relieved that he gets off work
- Feels happier as he get to choose what he eats
- Thinks it is convenient to pick up food on his way home



- Feels delighted that there are even healthy snacks that could be ordered to deal with hunger at school
- Feels satisfied that AI helps analyze food and provide insight





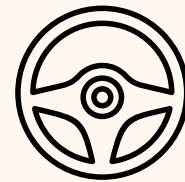
# Tired Trevor

“I am so tired that I don’t want to cook, I’m just going to eat takeaway.”

Activities

## Goes to work

- Drives to work
- Eats simple breakfast i.e. toast on the way to work



## Attending work

- Stands on feet during work
- Carries heavy objects to replace parts of customer’s vehicle/ device
- Walks back and forth to grab utensils to fix customer’s vehicle/ device
- No rest time
- Communicates with customers



## Gets lunch

- Orders food via Better Grub
- Picks up lunch from nearby restaurant
- Goes back to work after lunch



## Finishes work

- Drives back home
- Have food delivered to home via Better Grub
- Enjoys dinner and search for other restaurants to try out next time



Feelings & Needs

- He’s hungry and sleepy
- Unmotivated to start the day



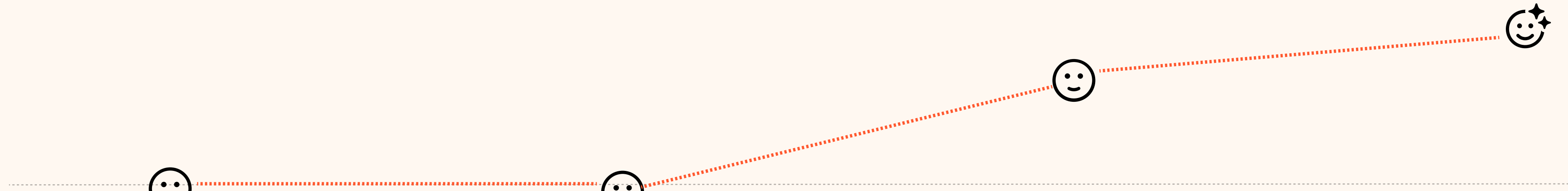
- Very focused on work
- Energy drained as he stays really focused
- Starts to get physically tired because of fixing and replacing



- Feels great that there are healthier fast food available
- Feels good that better food options are not far away from work
- Feels energized after eating healthier meal



- Very exhausted
- Feels great enjoying healthier dinner
- Feels delighted that there are better options even on budget





# Occupied Olivia

"I want to eat better but I got no time!"

Activities

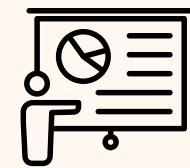
### Goes to work

- Drives to work
- Does not eat breakfast before going to work
- Order scheduled food delivery via Better Grub



### Attending work

- Sits down a lot to work on reports
- Have meetings with clients
- Staring at the screen for long hours
- Drinks coffee to keep herself focused on the work



### Gets hungry

- Extended periods of meeting
- Work pass lunch time
- Continues to work on reports
- Communicate with clients
- Gets food delivery at office



### Finishes work

- Grab food on the way home
- Drives home
- Order food via Better Grub
- Pick up food on the way home
- Enjoy dinner



Feelings & Needs

- Feeling okay
- Doesn't feel the need to eat breakfast
- No time to get breakfast



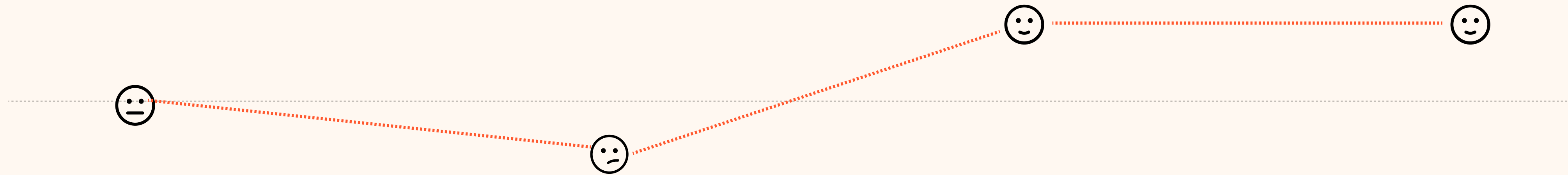
- Gets tired from meetings, reports
- Energy drained as she uses coffee to stay focused
- Eyes sore for staring at the screen for long hours



- Gets hungry because she worked pass the lunch hour
- Feels better that she doesn't need to travel to get food
- Feels healthier that she's not skipping meals



- Glad that she's off work
- She's very tired and has eye sore
- Feels great that she's eating cleaner and full





# Modern Marvin

## "Cooking is such a nuisance!"

### Activities

#### Wakes up in the morning >

- Reads newspaper
- Watches television
- Eats simple breakfast such as toasts, pastry
- Cup of tea



#### Goes to grocery shopping >

- Drives the mobility scooter to nearby grocery store
- Starts shopping for simple food
- Goes home to prepare food for lunch



#### Starts cooking food >

- Looks at recipe while cooking
- Slow cooking
- Messy table when preparing food



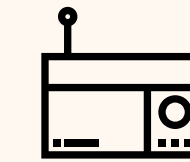
#### Eating the food >

- Tidies up the table
- Wash the dishes
- Eat the food while watching television



#### Rest >

- Takes a rest after lunch
- Reading books
- Listen to the radio



#### Eats dinner

- Order food via Better Grub
- Enjoy meal delivered to home
- Tidy up the table
- Shower, goes to bed



### Feelings & Needs

- Feeling okay
- Misses his wife as he remembers his wife used to cook for him
- Feeling relaxed while watching TV

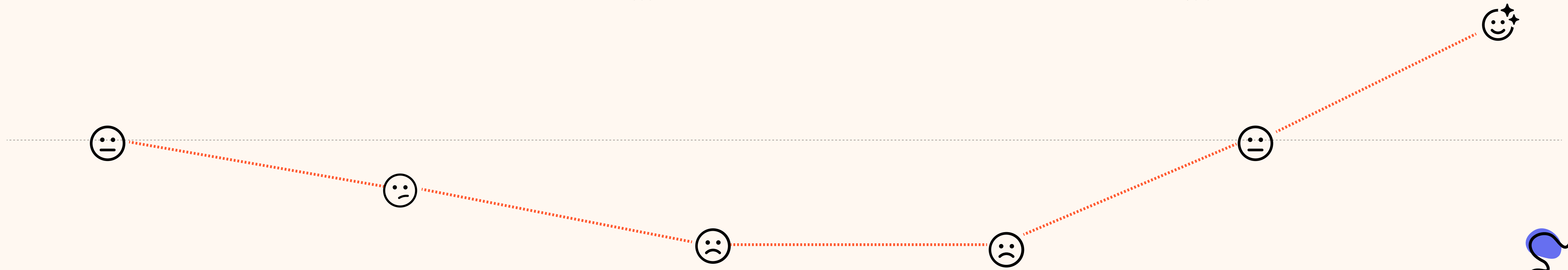
- Feels inconvenient needing to get grocery
- Feels frustrated not knowing what to buy
- Doesn't know what to cook

- Gets grumpy and impatient because it takes a long time to cook a proper meal
- Feeling irritated because of cooking fails as a beginner cook

- Feeling unhappy as the meal was too complicated to cook
- The taste wasn't to his liking, not healthy enough

- Feeling relaxed as he takes a rest from doing all the chores
- Feels comfortable taking a rest while listening to the radio

- Feels great that he doesn't need to cook every meal
- Feels great that there is a variety of food choices

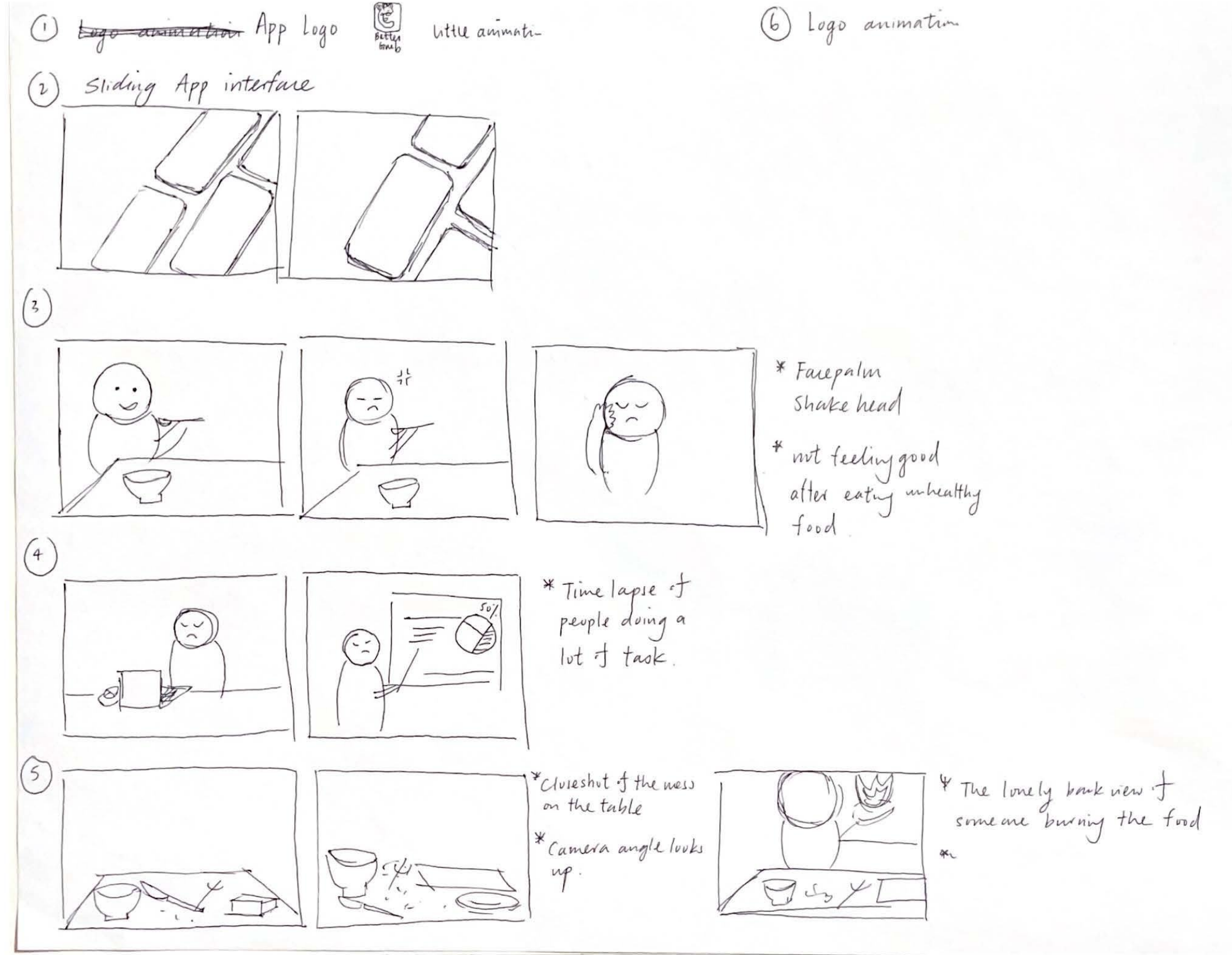
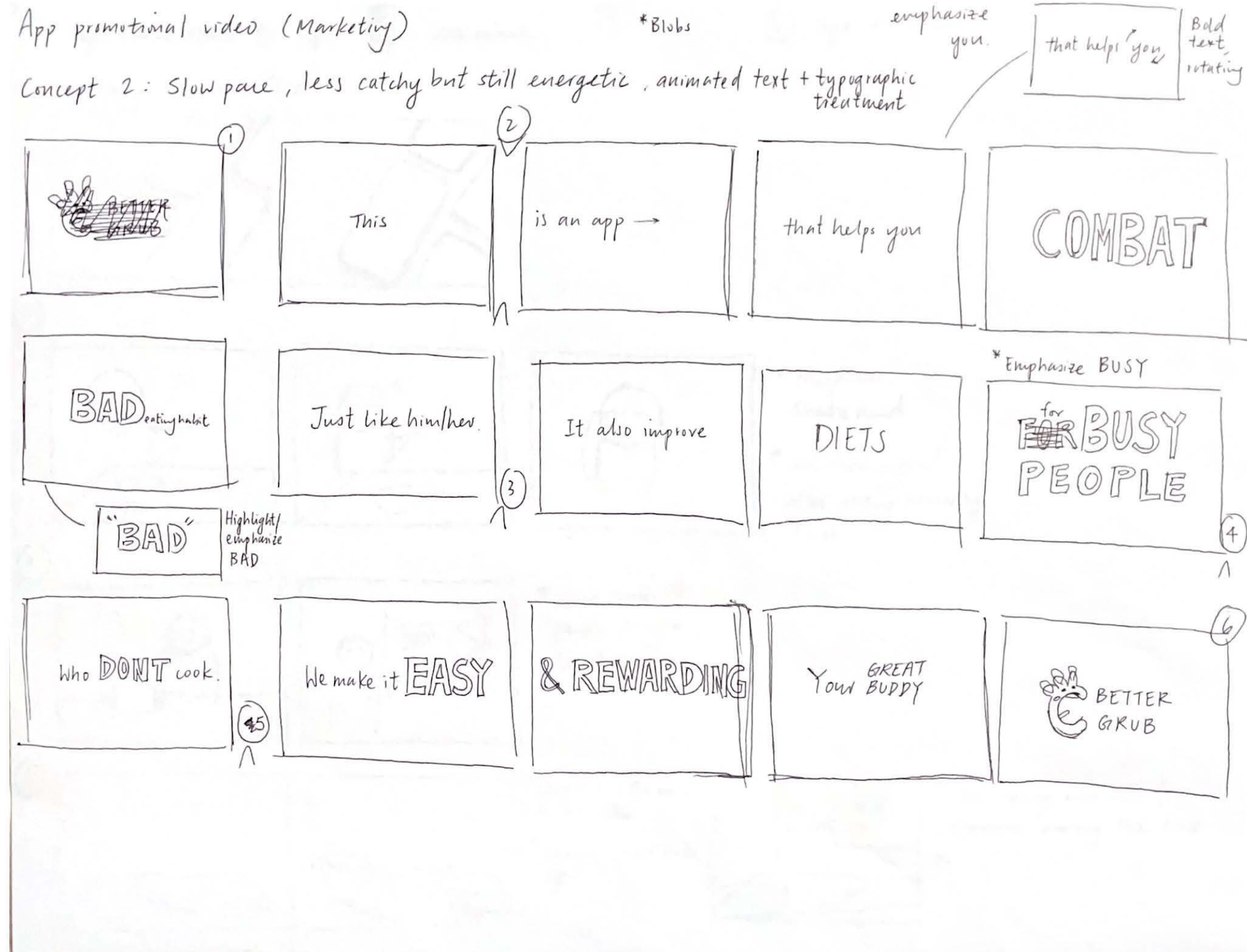


# Marketing Video

# Storyboarding

App promotional video (Marketing)

Concept 2: Slow pace, less catchy but still energetic, animated text + typographic treatment

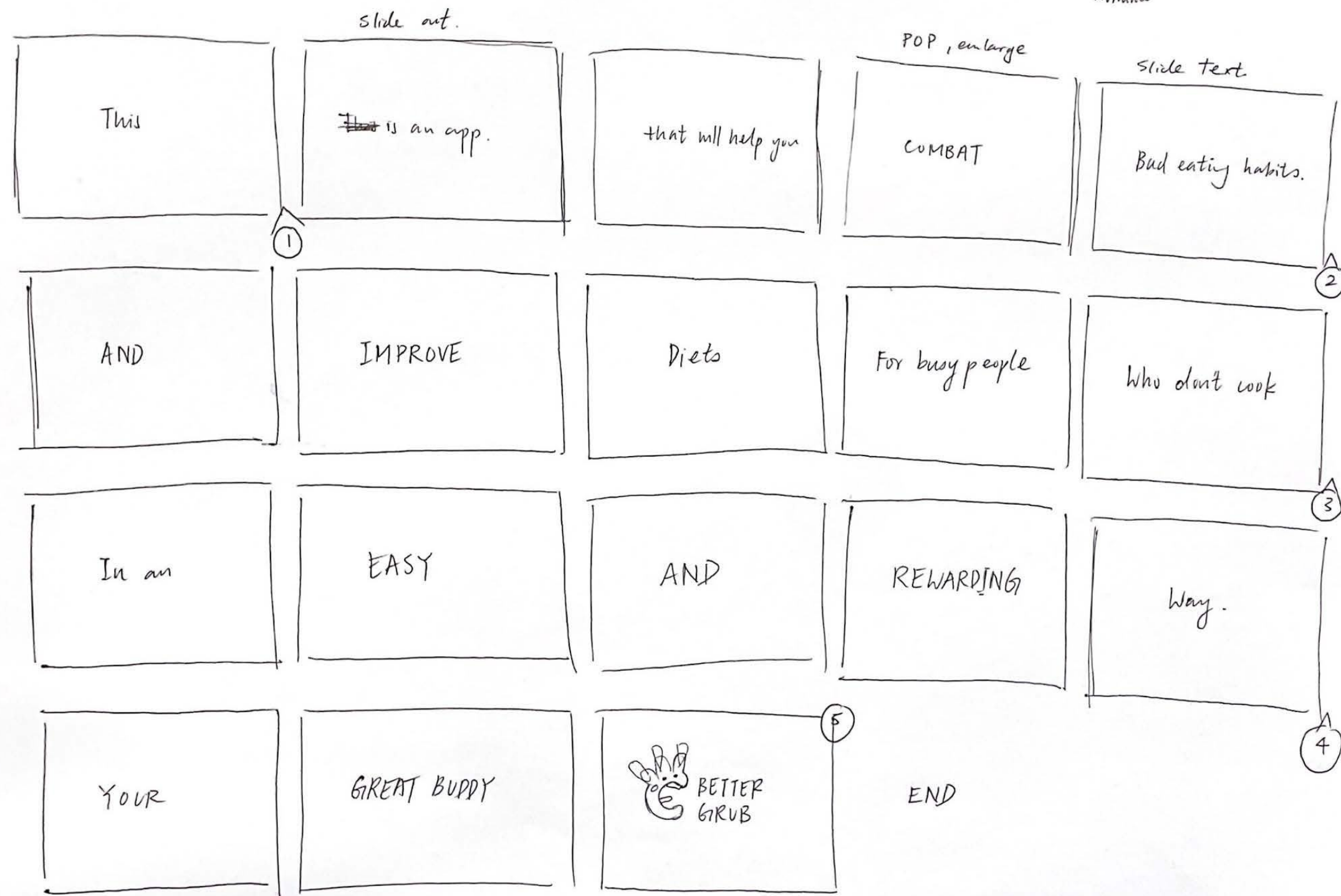


# Storyboarding

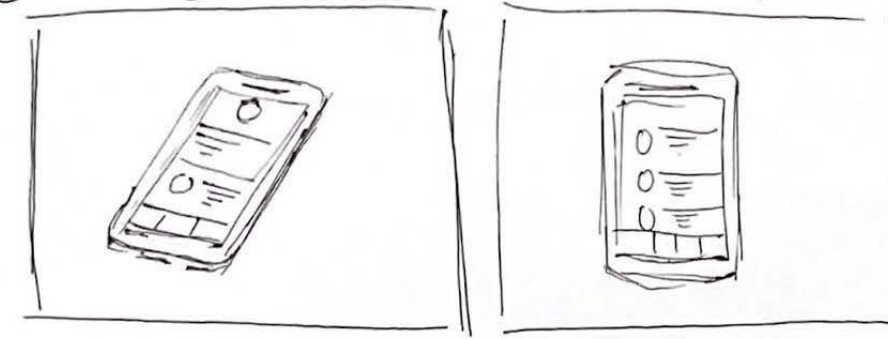
App promotional Video. (Marketing)

Concept 1: Typographic treatment of text + Video Footage.  
(Animated)

\* not too much text  
X snappy, fast tempo.  
smooth transitions.  
introduce

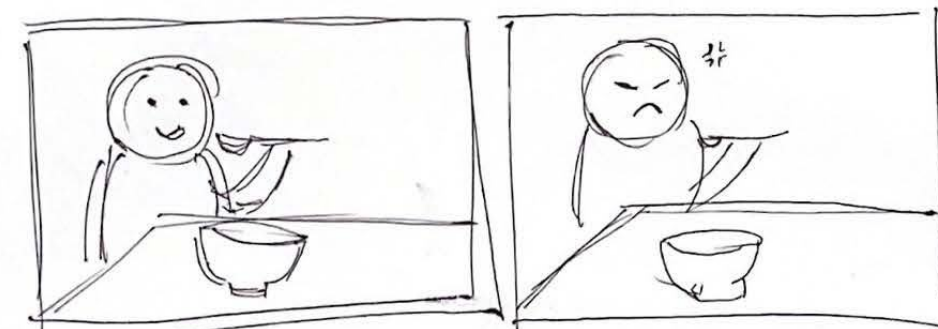


① Rotating Angle of App mock up of phone. (Maybe some animated screens(?))



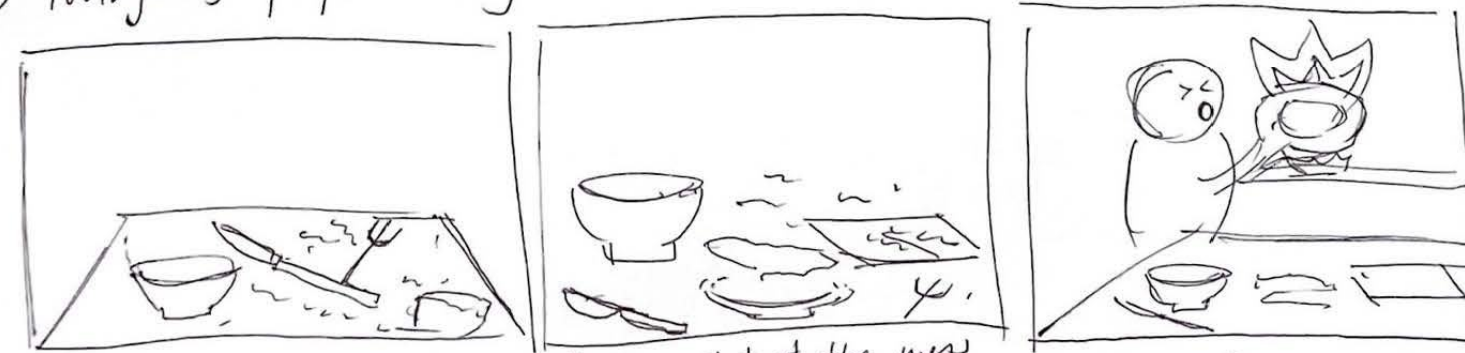
\* indicating flow(?)

② someone binge eating/eating fast food



\* Frowning after eating too much fast food, feel uncomfortable

③ Footage of people making a mess in the kitchen



\* close shot of the mess on the table

\* Burning the food/ burnt food as a result.

\* zoom out from messy table to the food / burning frying burnt pan.

①. No time -> Busy, occupied.

②. too expensive.

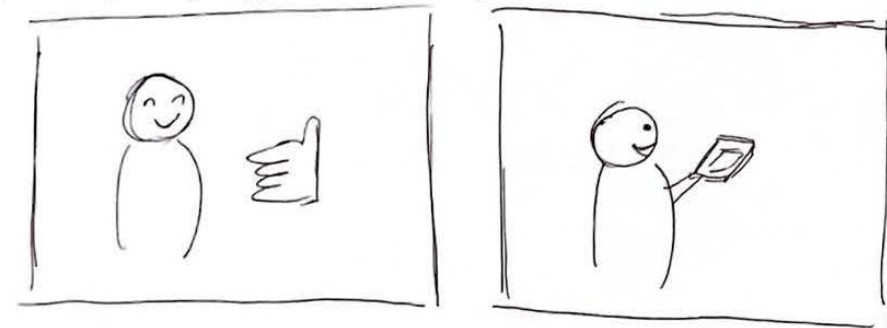
③. hard to find.





# Storyboarding

④ People giving thumbs up / people approving the app



⑤ LOGO Animation

Optim 1: Concept 1



Optim 2: Concept 2



App marketing Video (Refined) Part 1

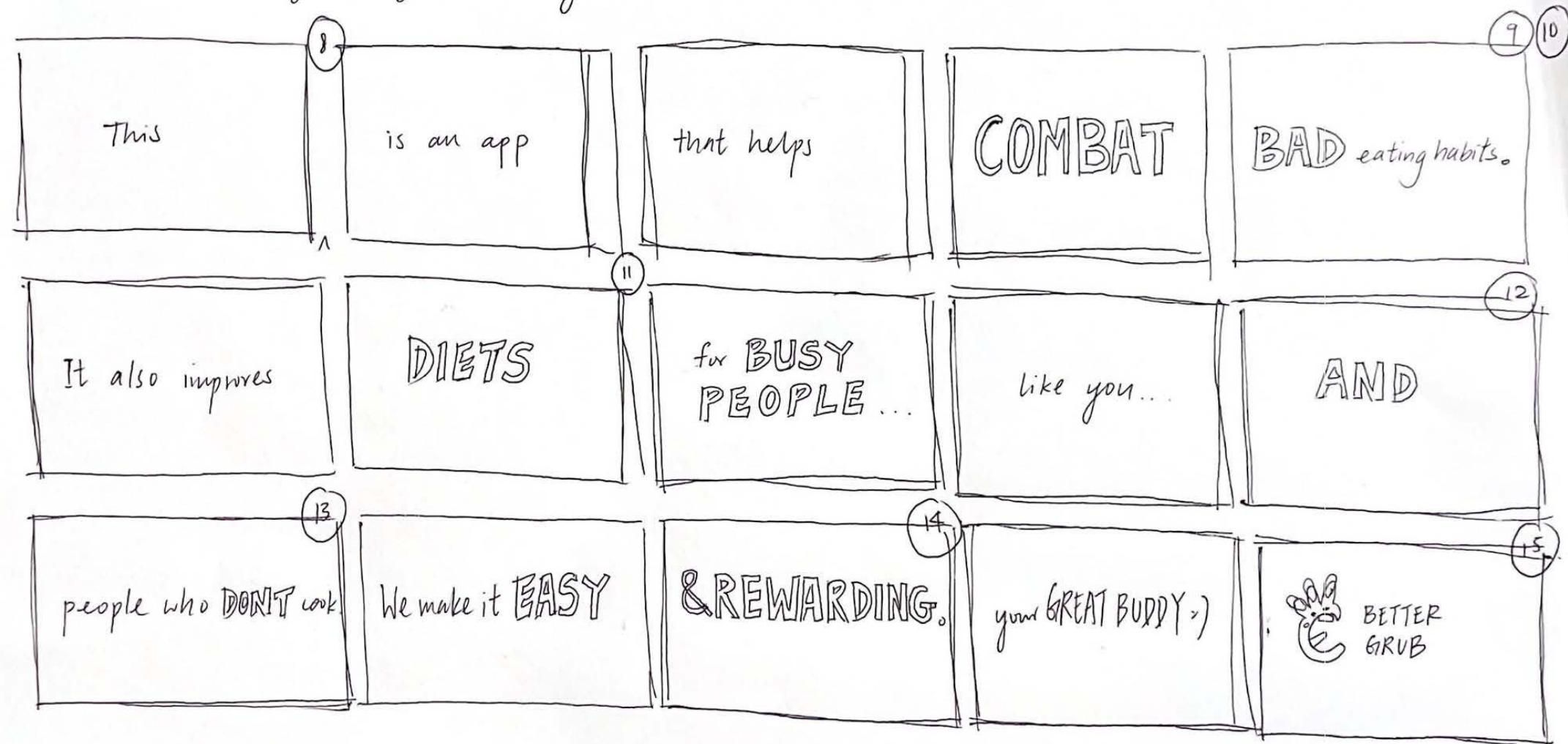
Concept #3: Text animation + Typography treatment + Interface animation  
Funky / playful / energetic



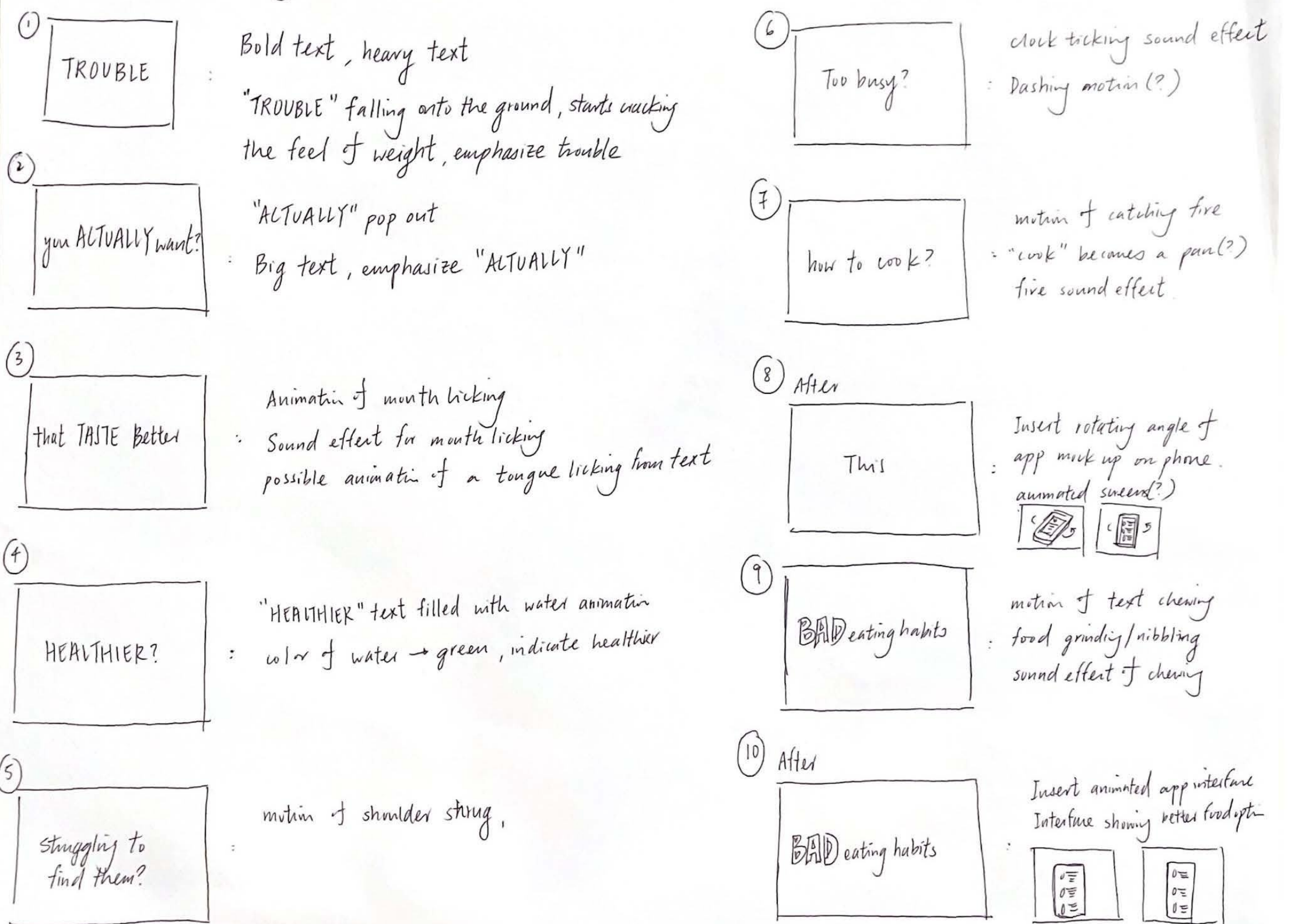
# Storyboarding

App marketing video (Refined) Part 2.

Concept 3: Text animation + Typography treatment + Interface animation.  
Funky / playful / energetic



Notes for App marketing video (Refined) \*Rounder text, sans serif(?)



# Storyboarding WIP

Notes for App marketing video (Retind) Part 2.

11) After

DIETS

Insert interface animation  
: reaching goal,

12)

AND

BOLD TEXT, pop out  
Zoom out

13) After

people who DON'T cook

Insert interface of  
: food delivery opt-in/pickup

14) After

& REWARDING.

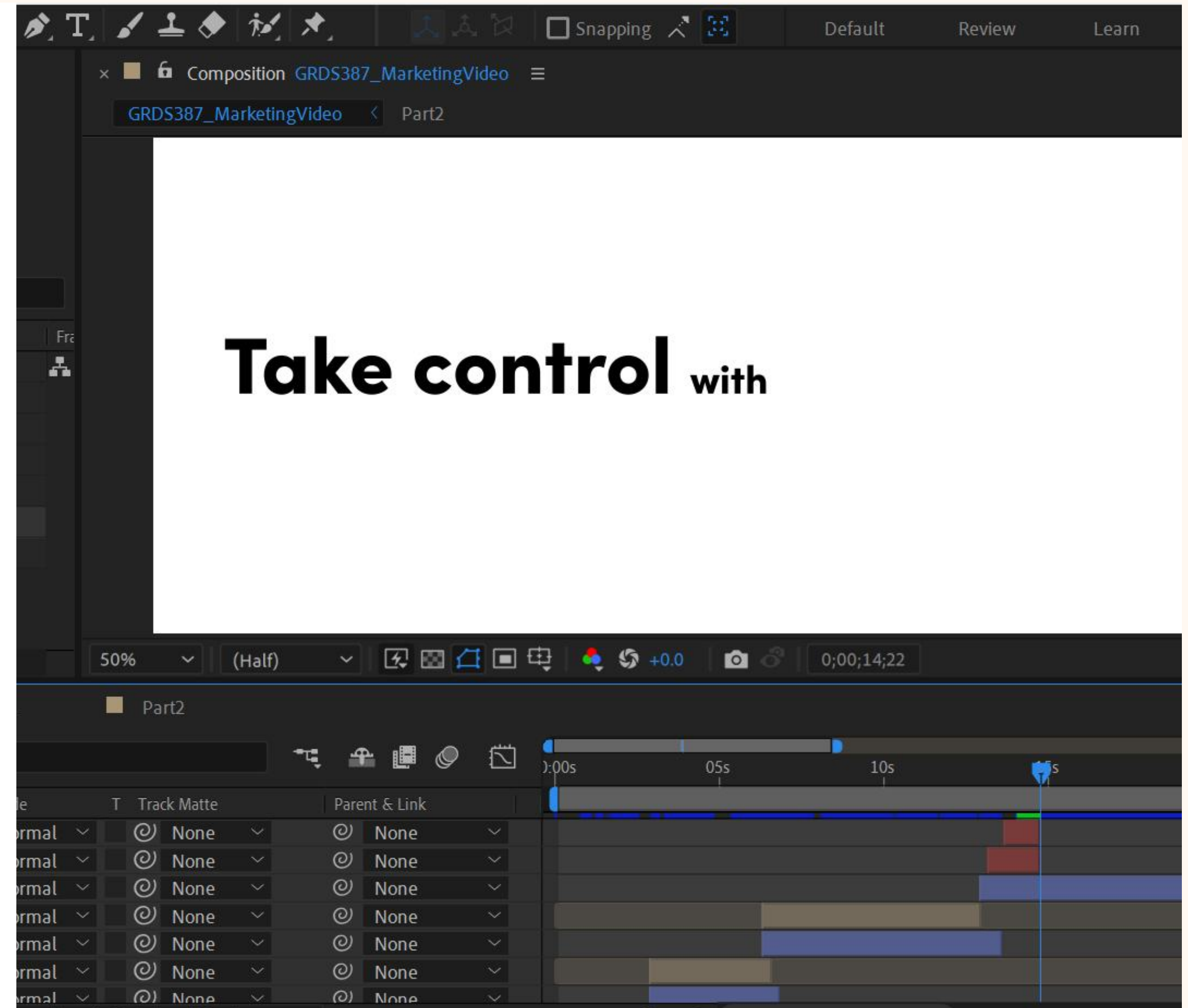
Insert interface of  
: ~~rewarded~~ you've reached  
your goal!

15)

BETTER GRUB

Logo animation  
: END of video.

- \* Special notes:
- think about having the animated interface & text on the same screen to avoid the video being too choppy.
  - sound effects
  - smoothness of animation
  - text animation
  - transition of text / scenes.
  - timing



# Script

## Version 1

Have you ever had trouble getting food that you actually want? It might be something that taste better, healthier or something out of the ordinary. Stuggling to find them? Too busy? or don't know how to cook? Don't worry. We've got your back :)

This is an app that helps combat bad eating habits. It also improve diets for busy people like you, who also don't cook. We make it easy & rewarding. Your Great buddy. Better Grub

## Version 2

Have you ever had trouble getting food that you actually want? It might be something that taste better, healthier or something out of the ordinary. Stuggling to find them? Too busy? or don't know how to cook? Don't worry. We've got your back :)

This is an app that helps combat bad eating habits. It also improve diets for busy people who also don't cook. Still hesitant? We make the experience easy & rewarding. Stress-free & guilt-free. Come & join us! Your Great buddy. Better Grub

## Version 3

Don't you hate those times when you're hungry but can't find exactly what you want to eat? You might be looking for something that tastes delicious, something that's healthier, or something that fits your budget.

Better Grub – an app designed to help busy people like you combat bad eating habits – is waiting to serve you.

Better Grub is the perfect solution for those who don't cook, or those who want to improve their skills in the kitchen. It takes the stress and guilt out of meal-time.

Give us a try. Find what you are looking for and make food fun again!

# Script

## Version 4

What's preventing you from eating healthy? Is it the money? Or are you too busy to not get fast food? You might be looking for ways to eat better, but you always end up giving up. What's so bad about eating fast food anyway?

We can change this situation. Better Grub - It is an app designed to help busy people like you combat bad eating habits.

It is the perfect solution for those who don't cook or those concerned with the budget. Better Grub takes all the stress and guilt out of meal-time. Give us a try and eat better!

## Version 5

What's preventing you from eating healthy? The money? Or are you too busy to not get fast food? You might be looking for ways to eat better, but you always end up giving up. Don't you think that eating healthy consumes a lot of time and money? And they're not always tasty.

We can change this situation. Better Grub is an app designed to offer you the better food that you deserve. In the app, you can have access to all of the healthier food options that fits your time, budget, location, and your preference.

Better Grub takes all the stress and guilt out of meal-time. Give us a try and eat better!

## Final Script

What's preventing you from achieving your goal of eating healthy? Cost? Unsure about the best choices? Too busy to plan what and where you will eat so you don't end up in the fast food lane? Take control with Better Grub, an all-in-one app designed to provide all the options you need to start eating better and feeling healthier. You'll quickly find ways to achieve your eating goals, all while saving money, time and effort.

No need to worry about where and how much to eat and whether it's best for you. You'll be certain. Better Grub does it all. It takes the stress out of meal-time planning and makes finding the best foods for you fun again. Give us a try ... and start enjoying your meals and meal-time planning again.

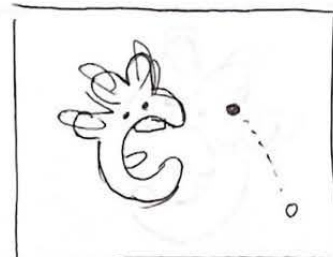
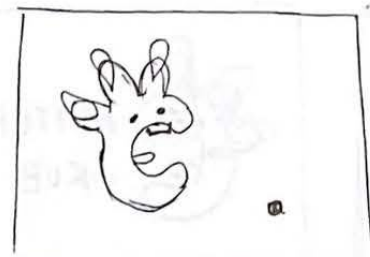
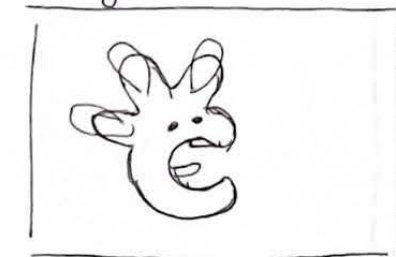
# Microinteraction

LOGO Animation (Micro-Interaction)

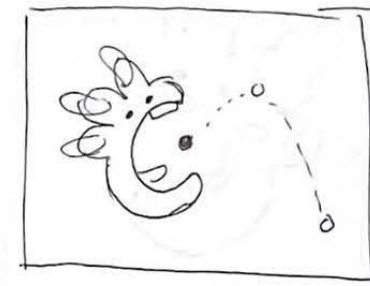
Concept 1 = In landing page / before login on App, Logo animation

→ Logo bok choy eats, burps, burps out Better Grub.

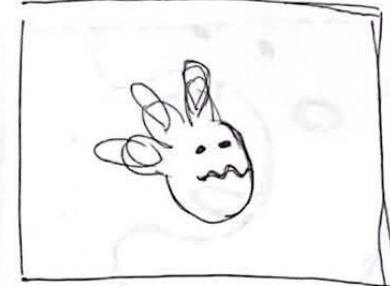
\* Logo without blush



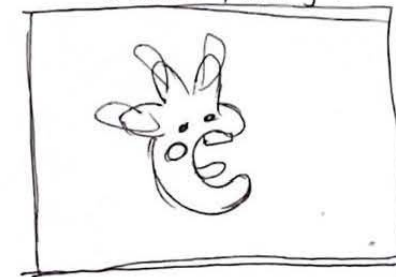
Open mouth, eats



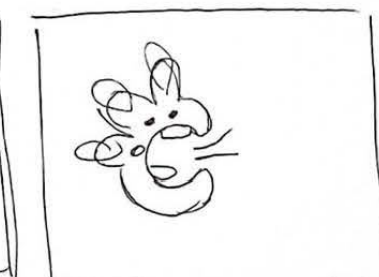
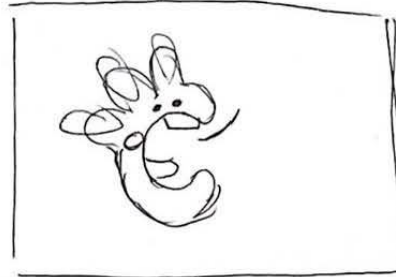
Chewing food.



Blush, feeling full



Burps



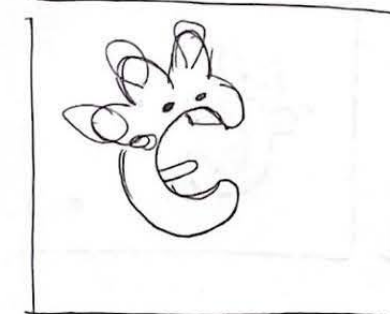
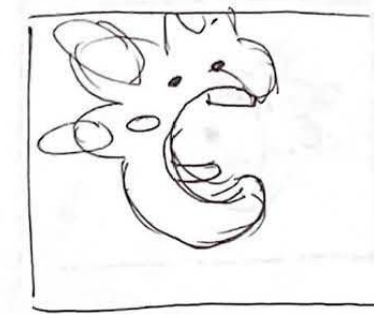
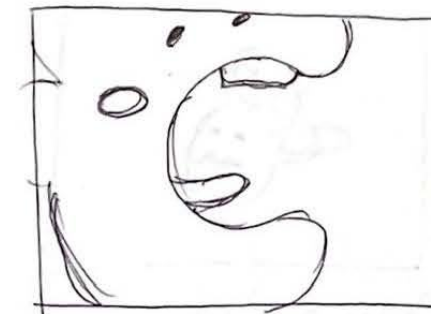
"Better Grub" fades in



LOGO Animation

Concept 2: Zoom out logo, Better Grub pops out

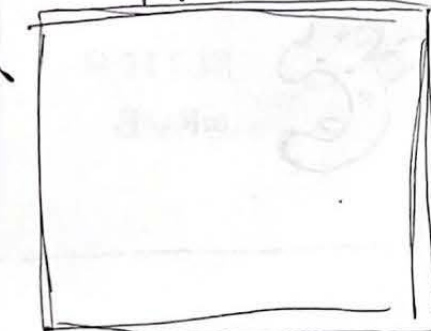
Zoom out



Camera Shake effect, Better Grub Pops out

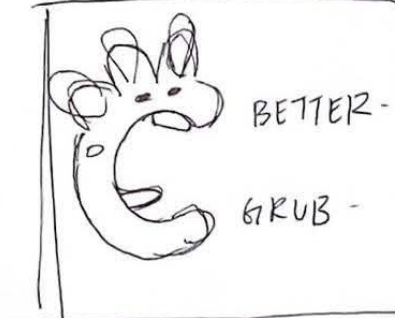
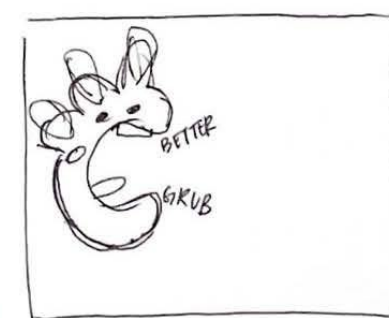
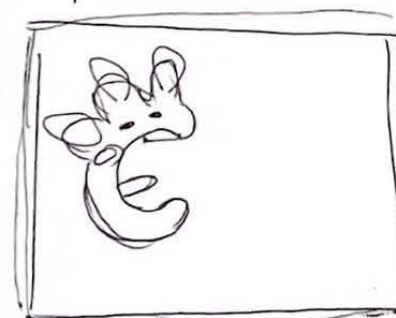


Empty Screen/White



LOGO Animation

Concept 3: Combination of 1 & 2. "Better Grub" pops

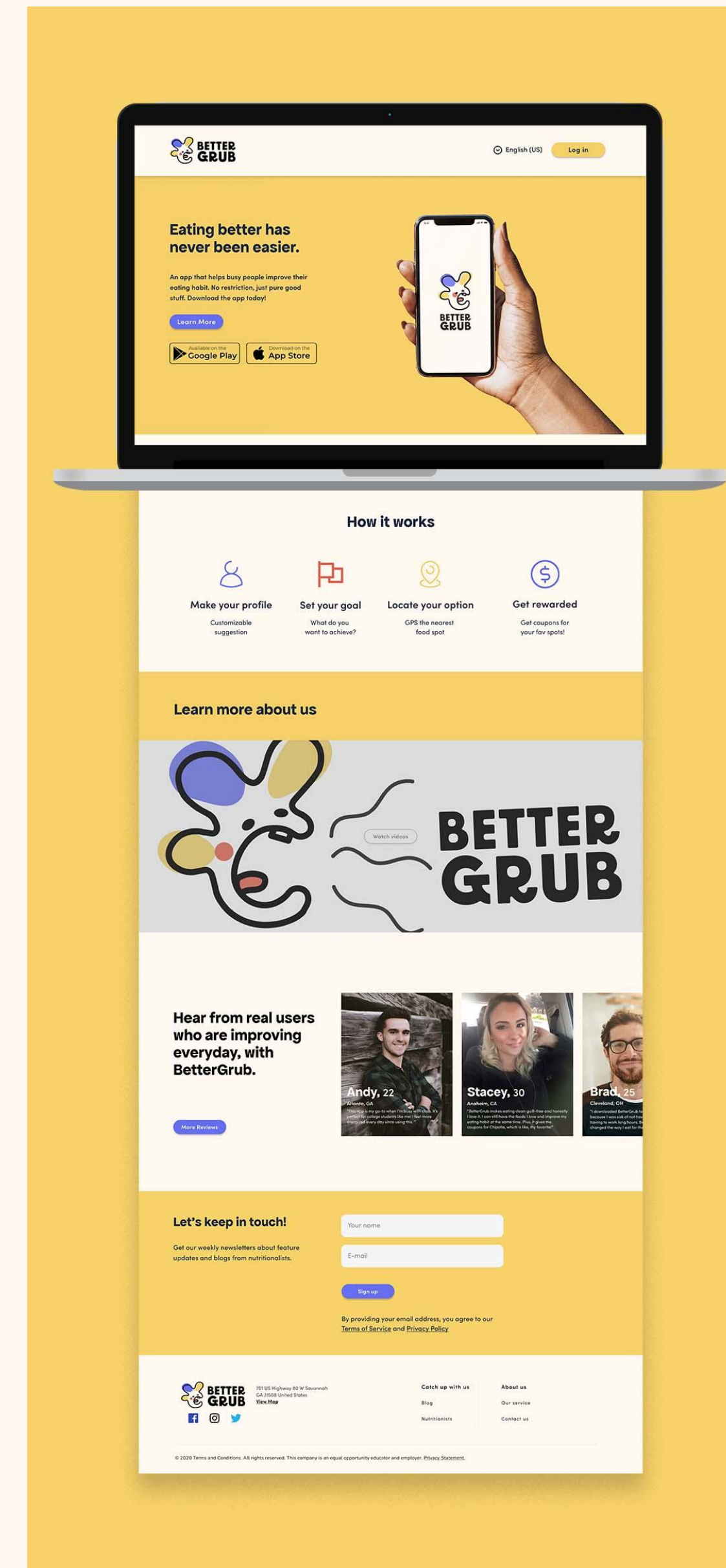
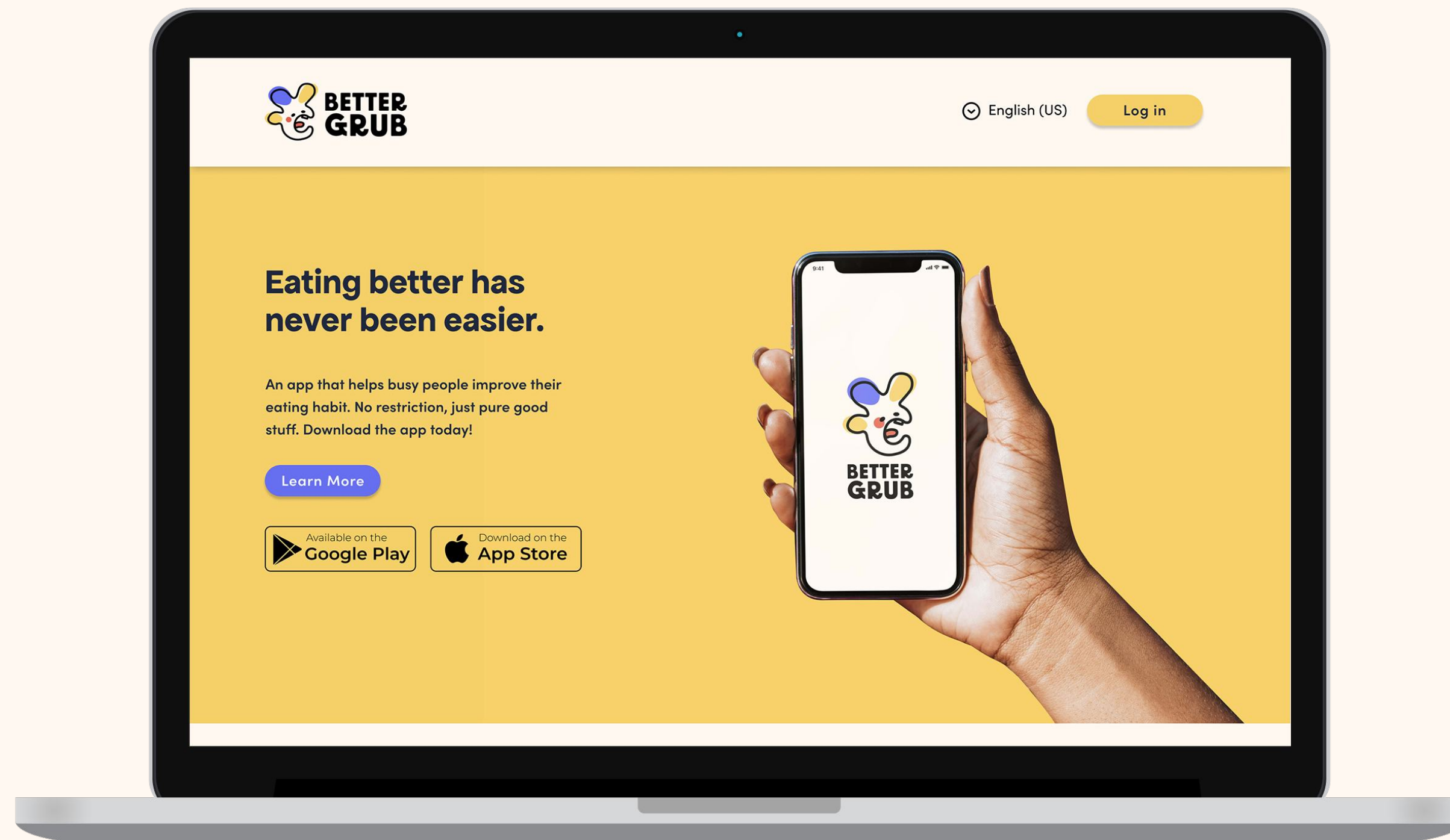




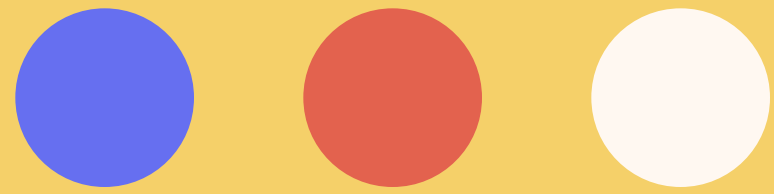


# Landing Page

# Landing Page



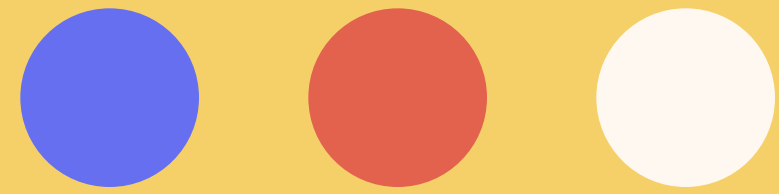
# Surface Designs



# Explore

The Explore Page lets you discover better food items from restaurants and stores near you. You could browse different categories or search food based on your preferences using the filter button.

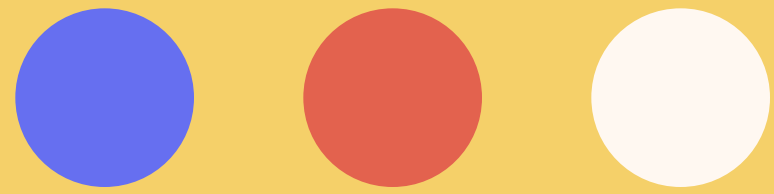




# Food On My Way

The Food On My Way feature lets you discover food items from restaurants and stores on your way to a certain location. This benefits your needs of grabbing a bite on the way and saves a chunk of your time.

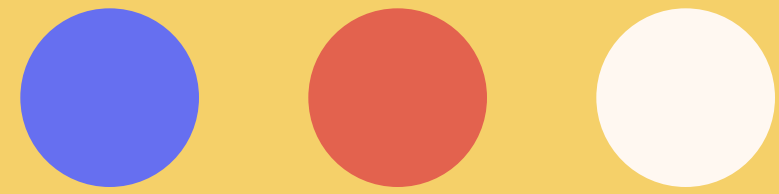




# Diary

The Diary Section allows you to log food you ate through out the day in order to reach your personal goal. Instead of calories, it focuses more on portions of nutrition to help you adopt a balanced diet.



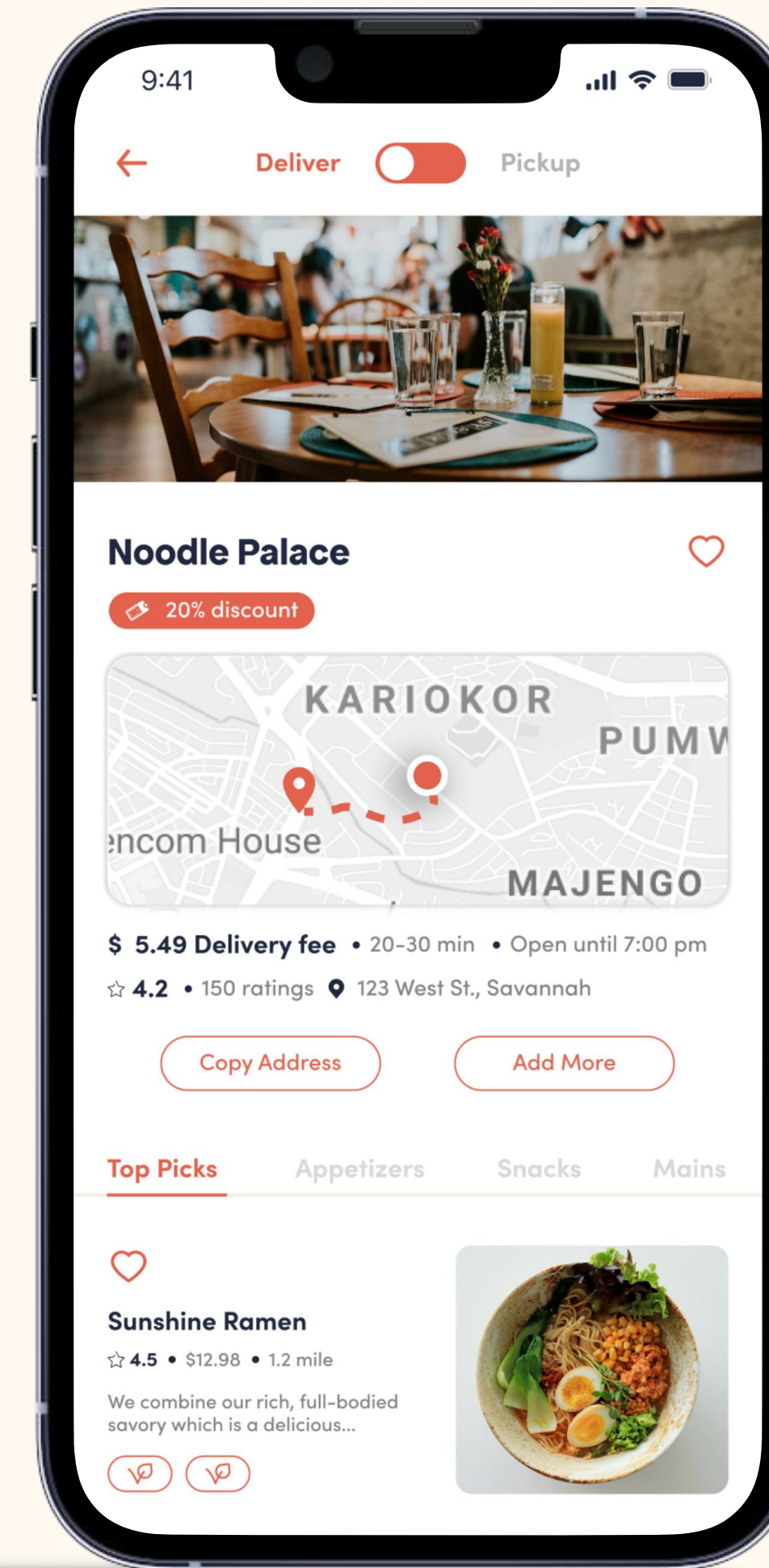
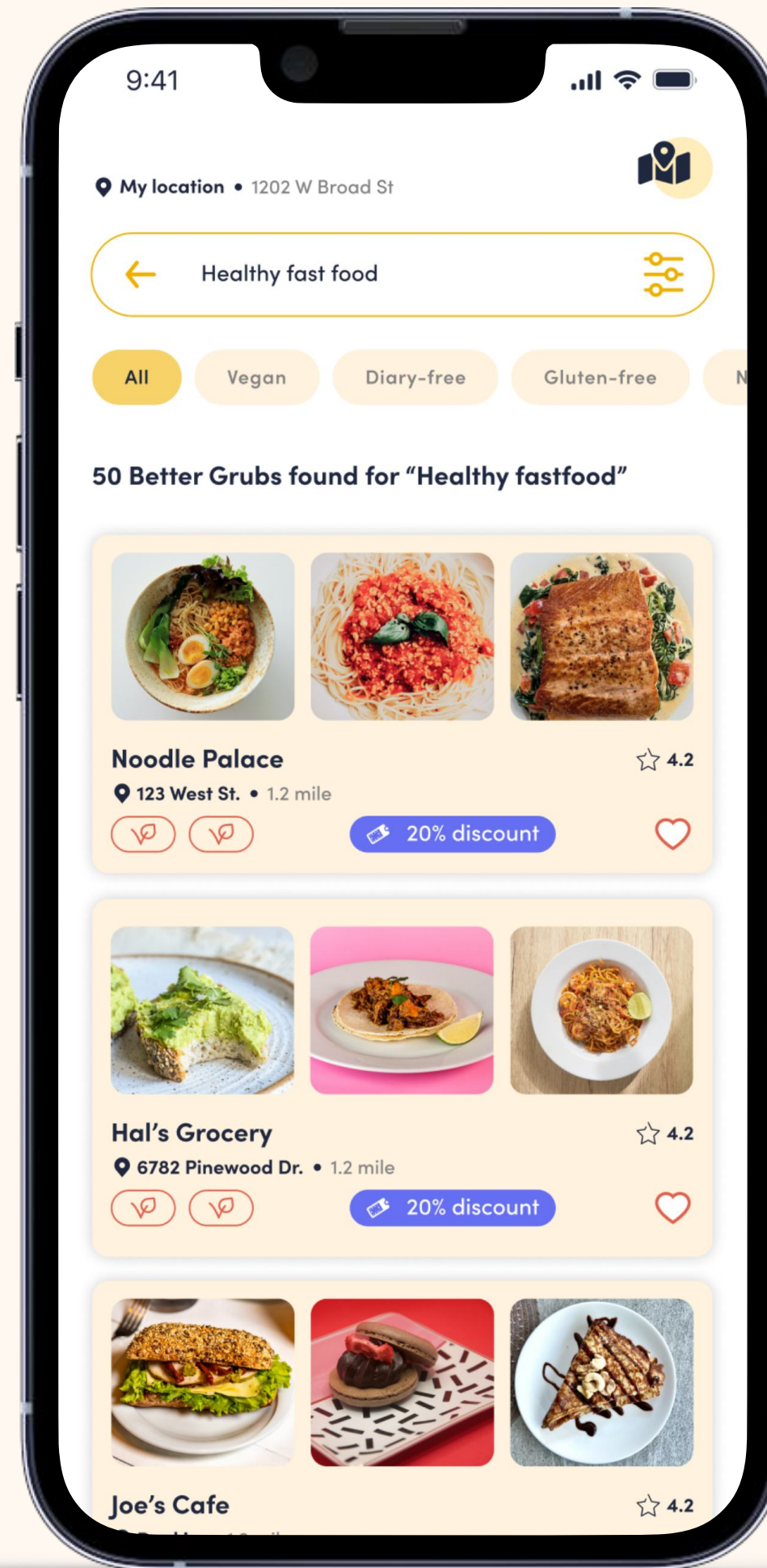
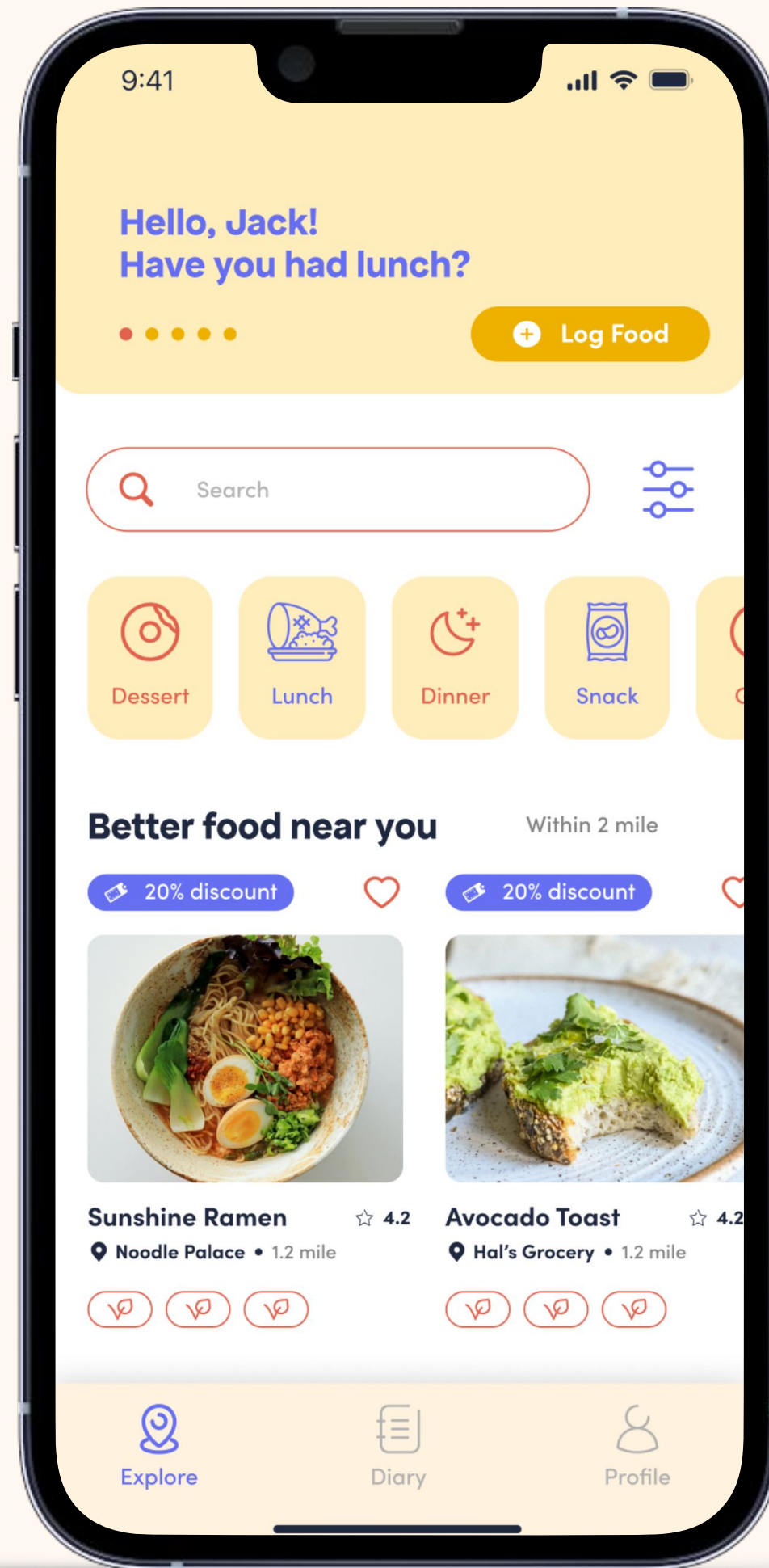


# Profile

The Profile section allows you to check out your personal information, your rewards, and gives you the options to upgrade to our Premium Membership.

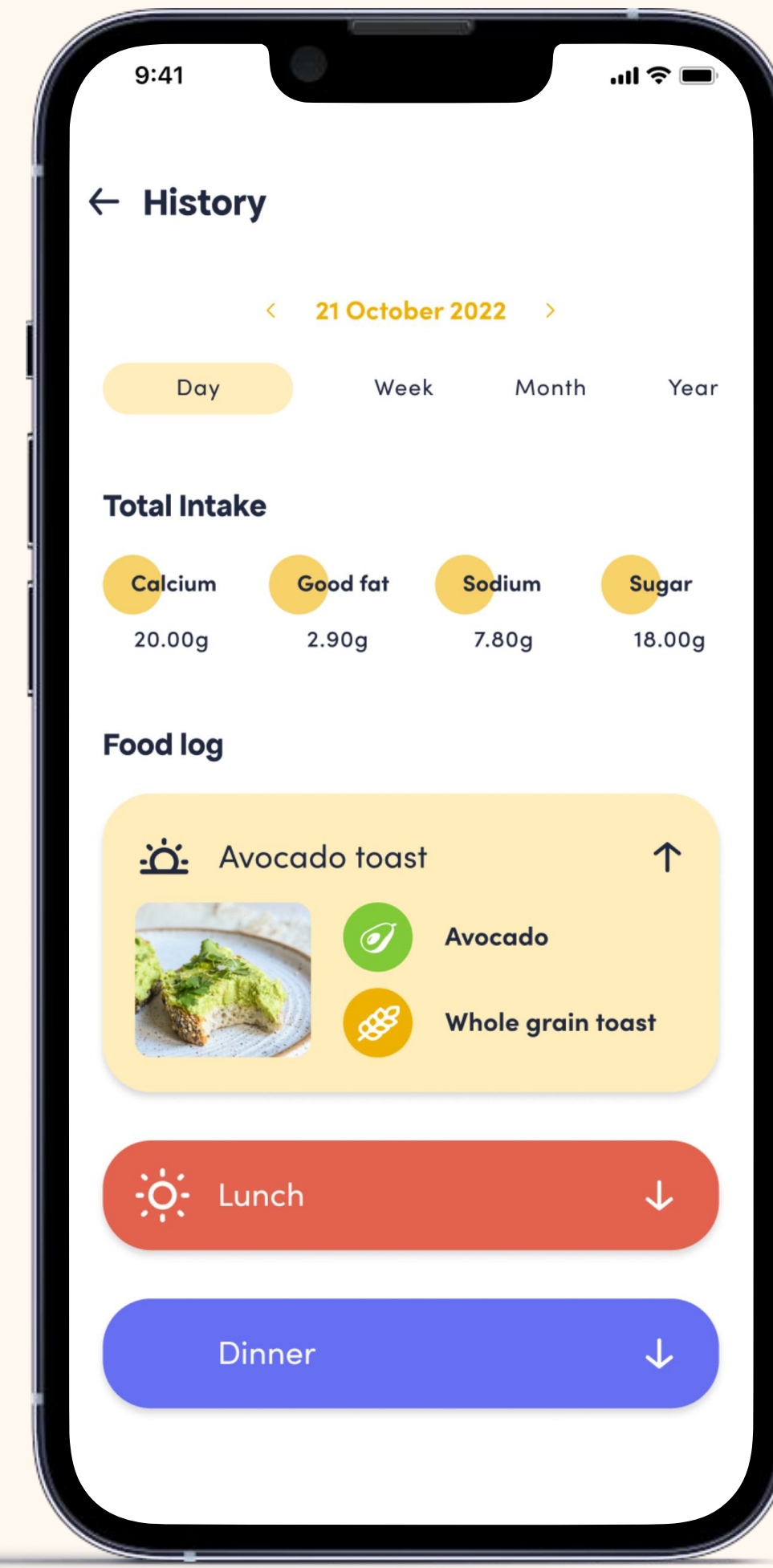
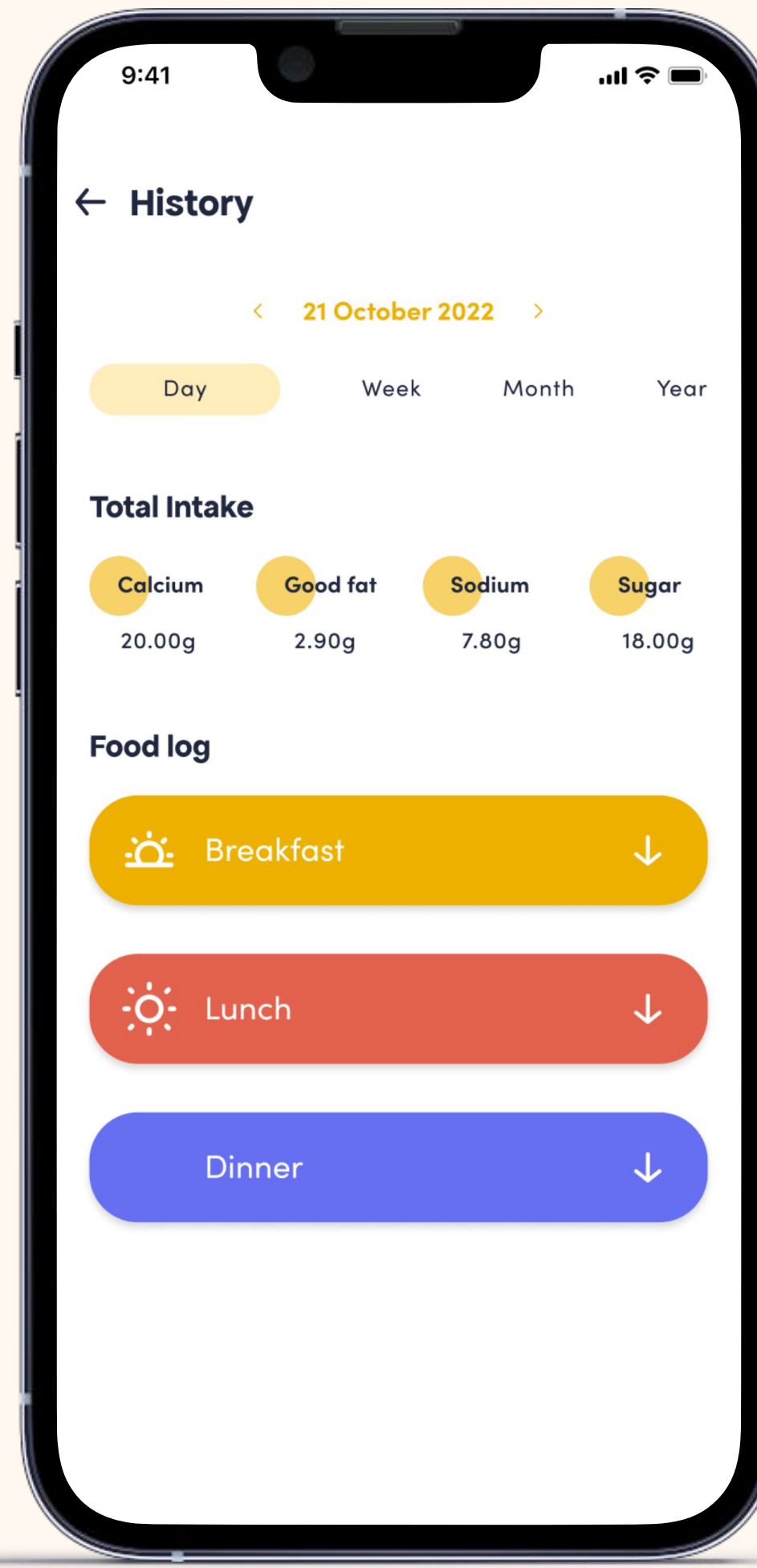
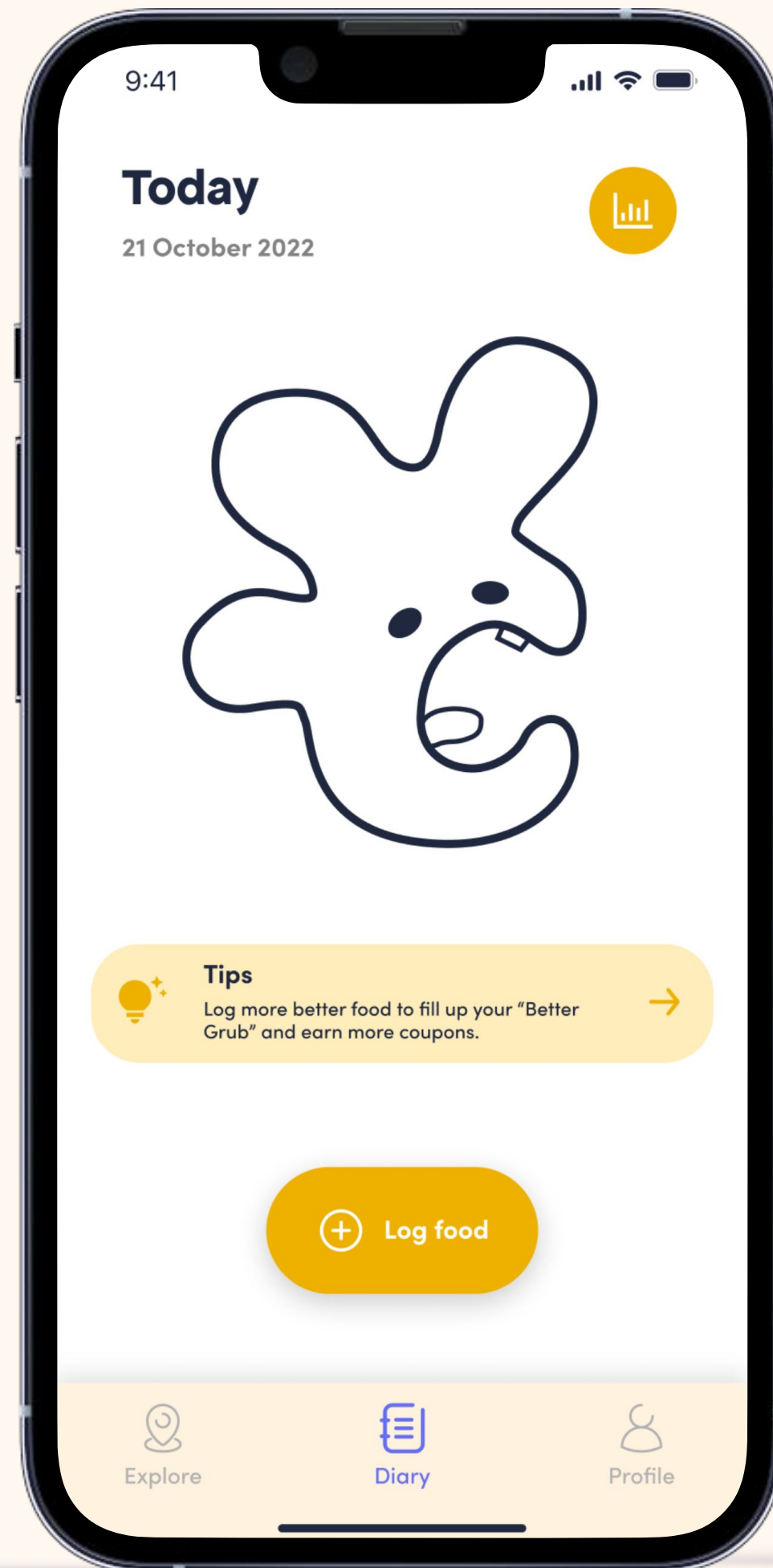


# Explore

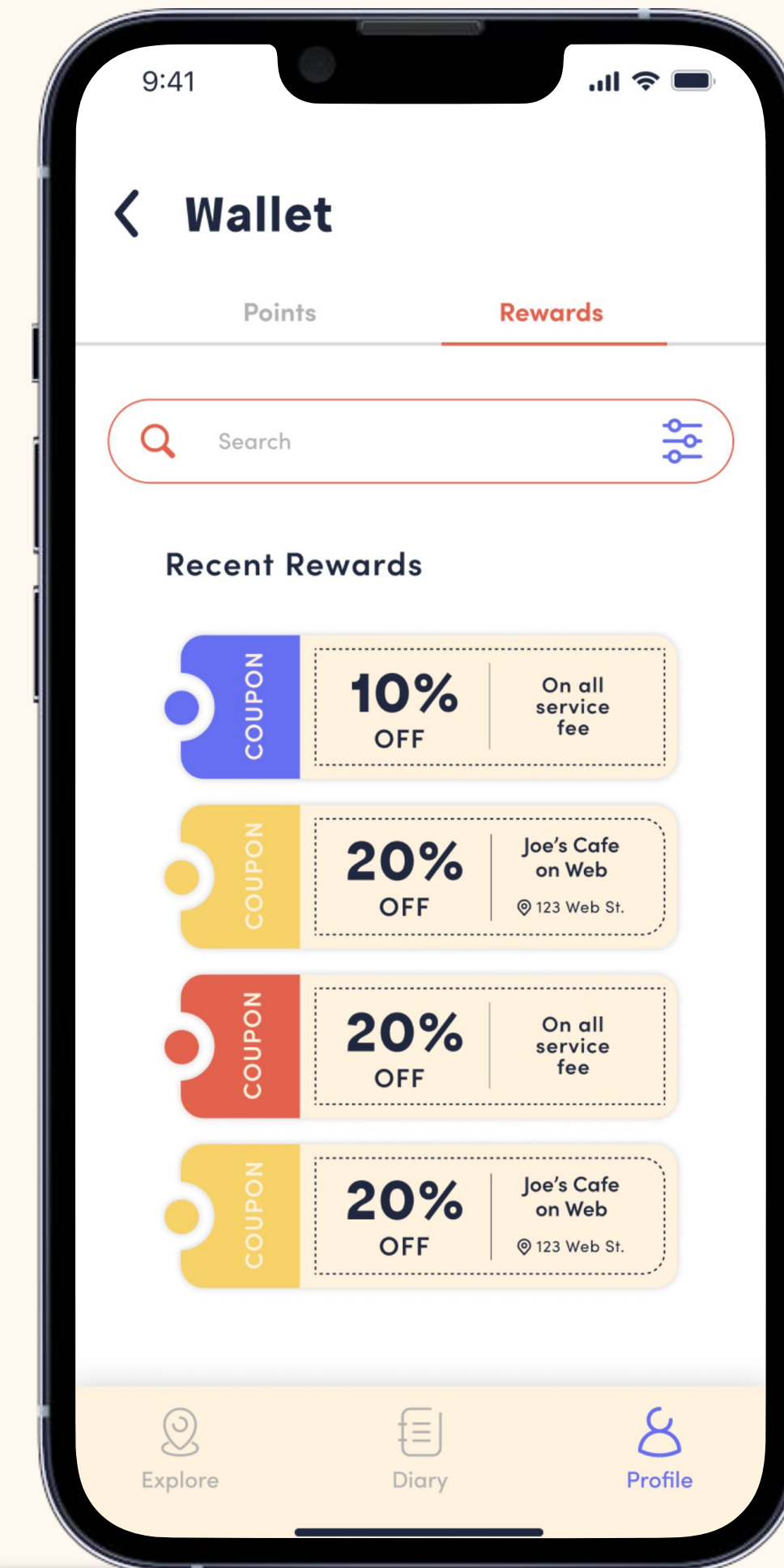
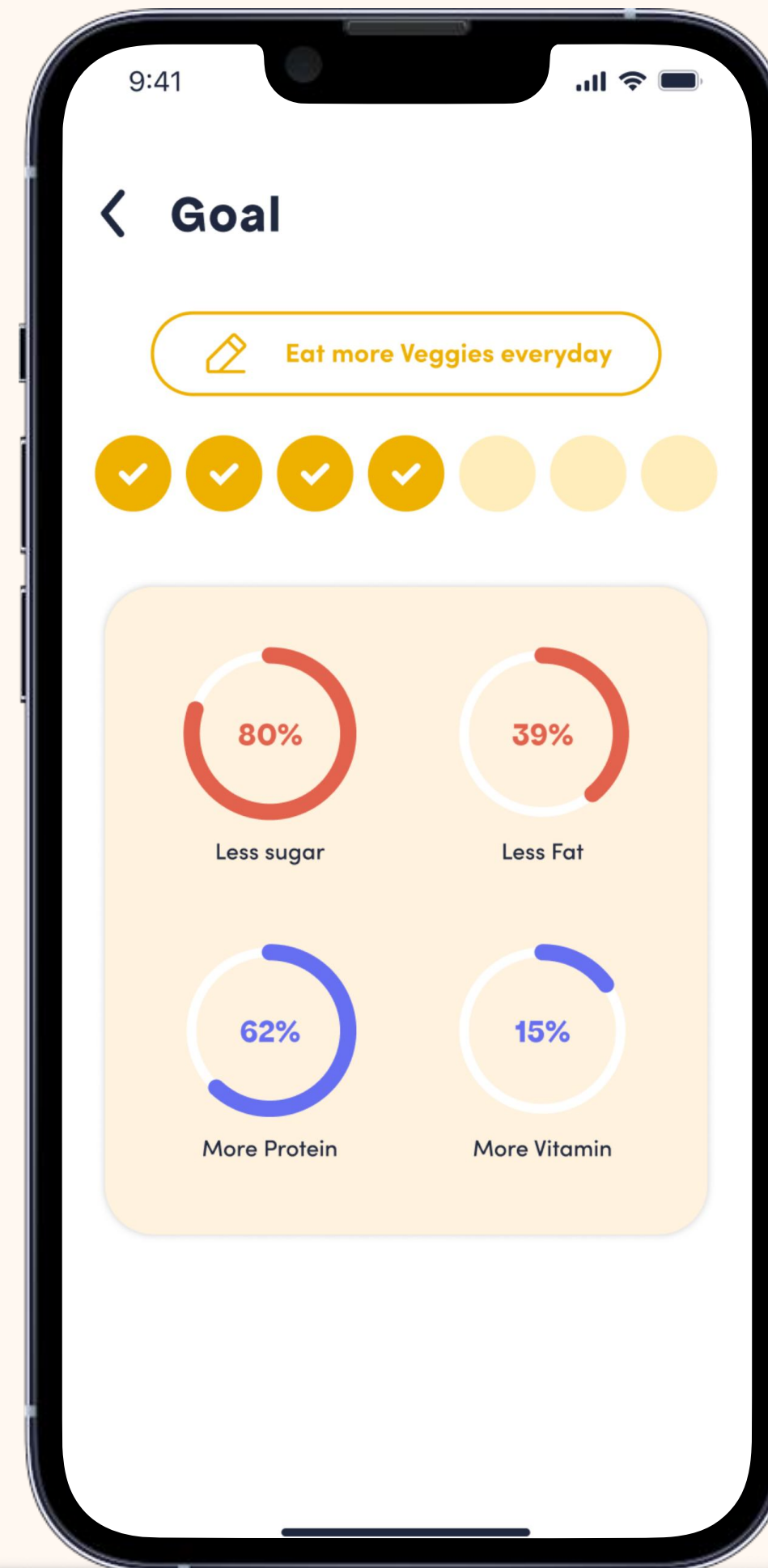
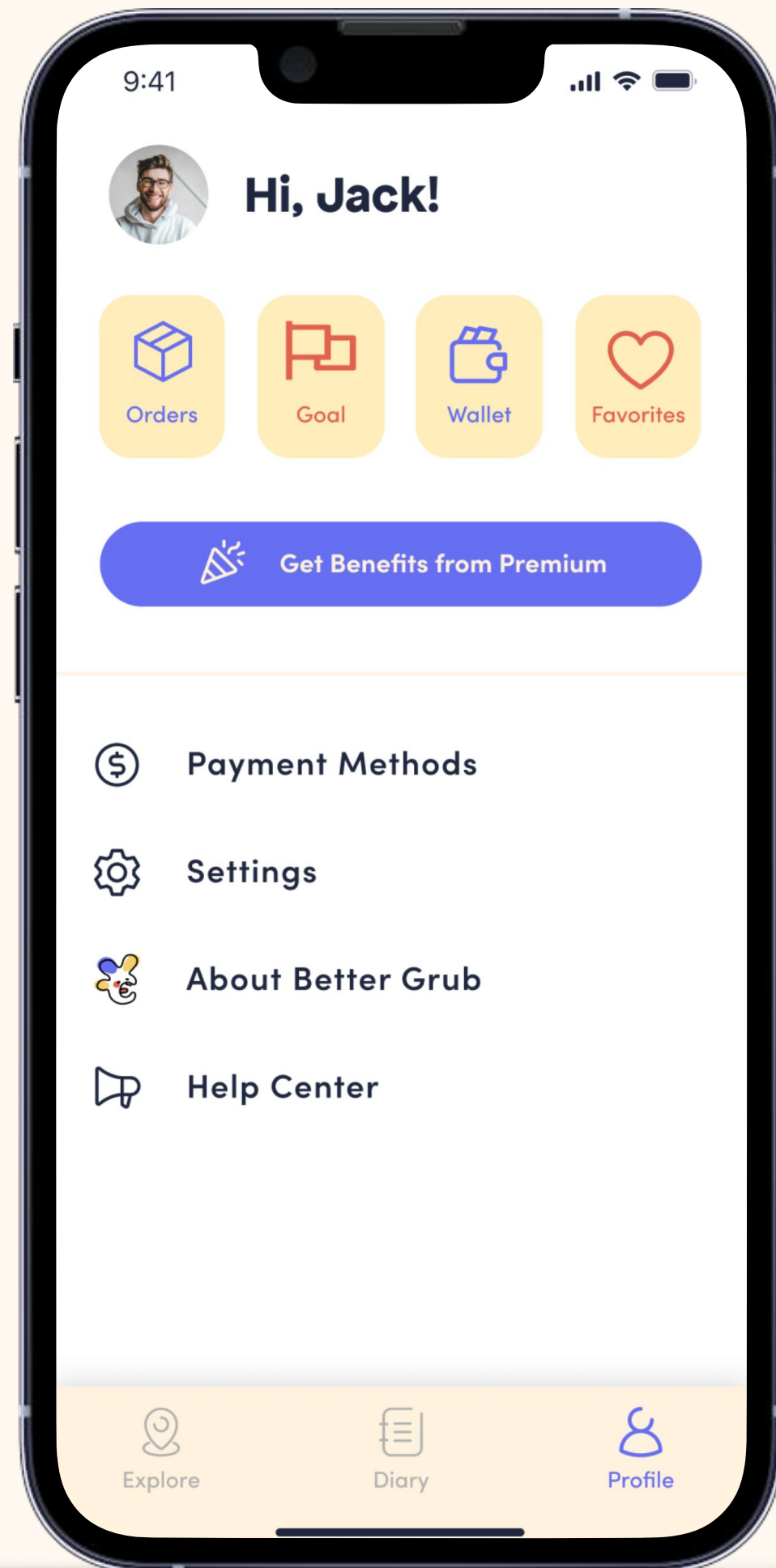




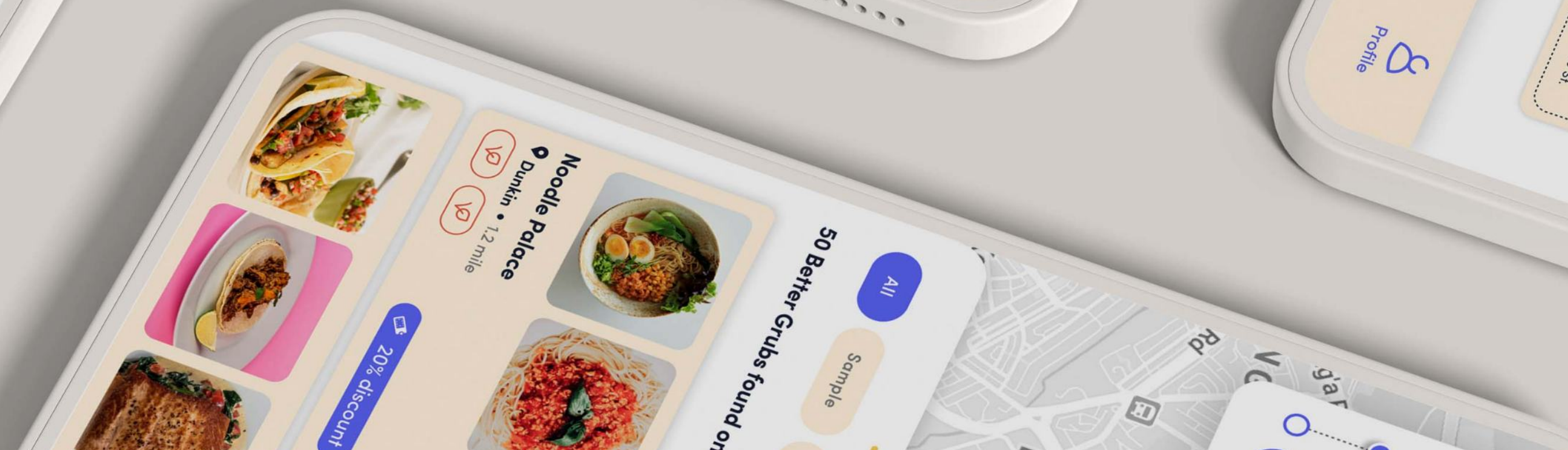
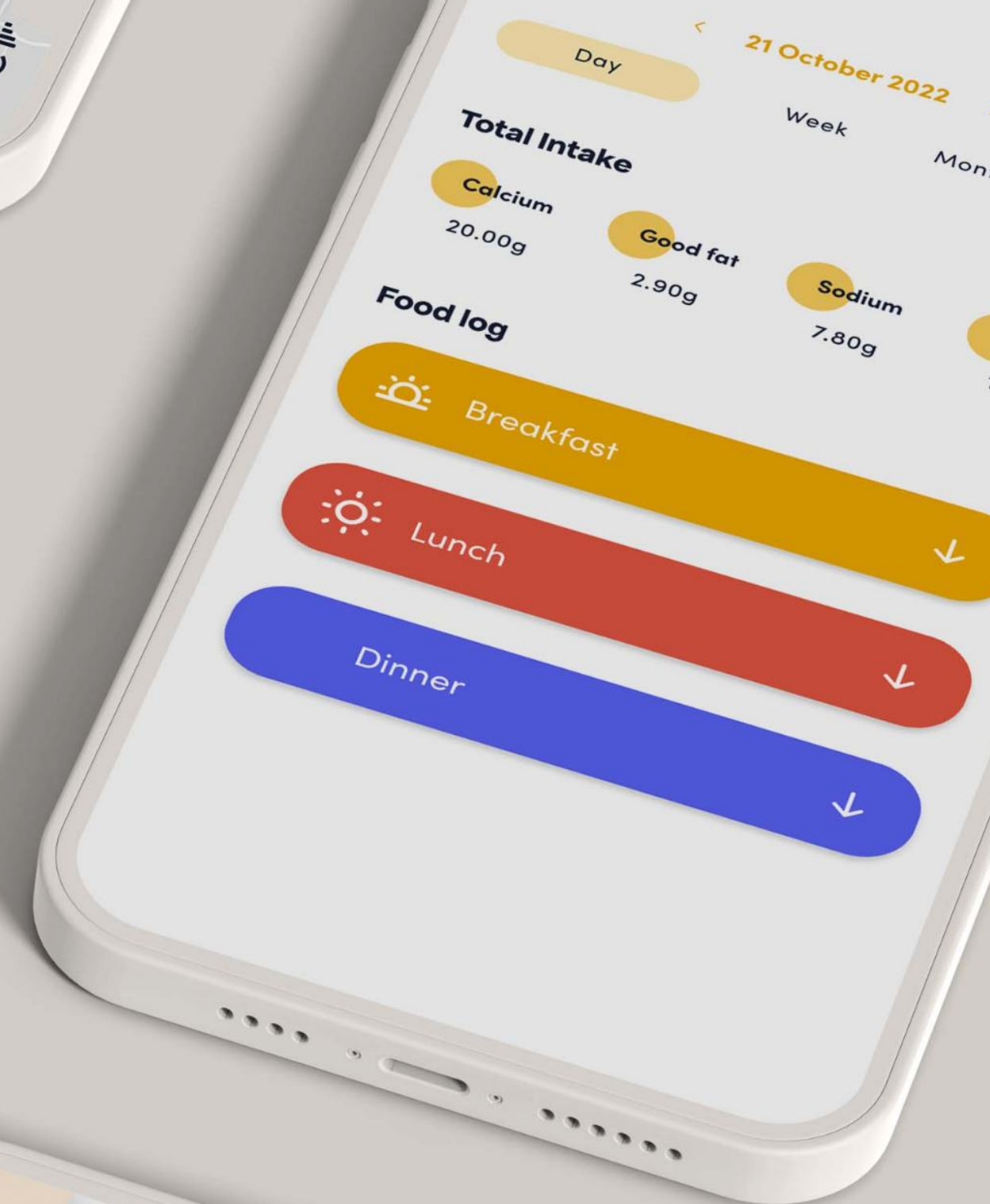
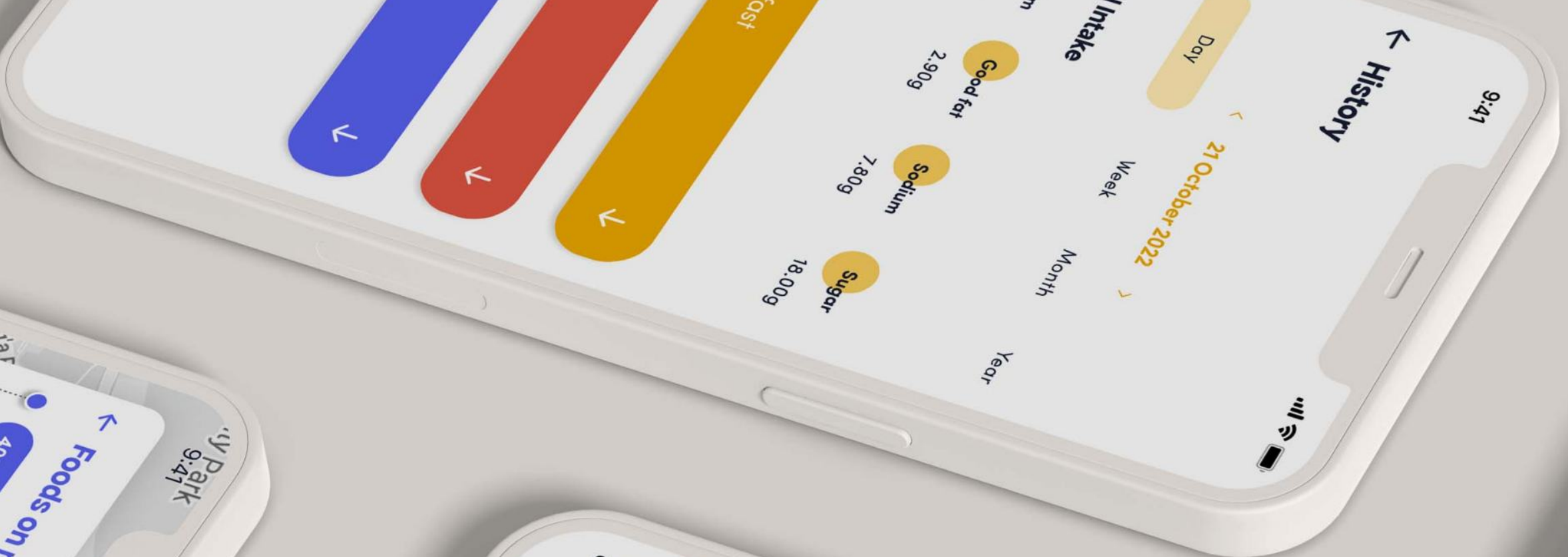
# Diary



# Profile









# Quick Links

[Microinteractions](#)

[Logo Animation](#)

[Marketing Video](#)

[App Walkthrough Video](#)

[App Prototype](#)

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