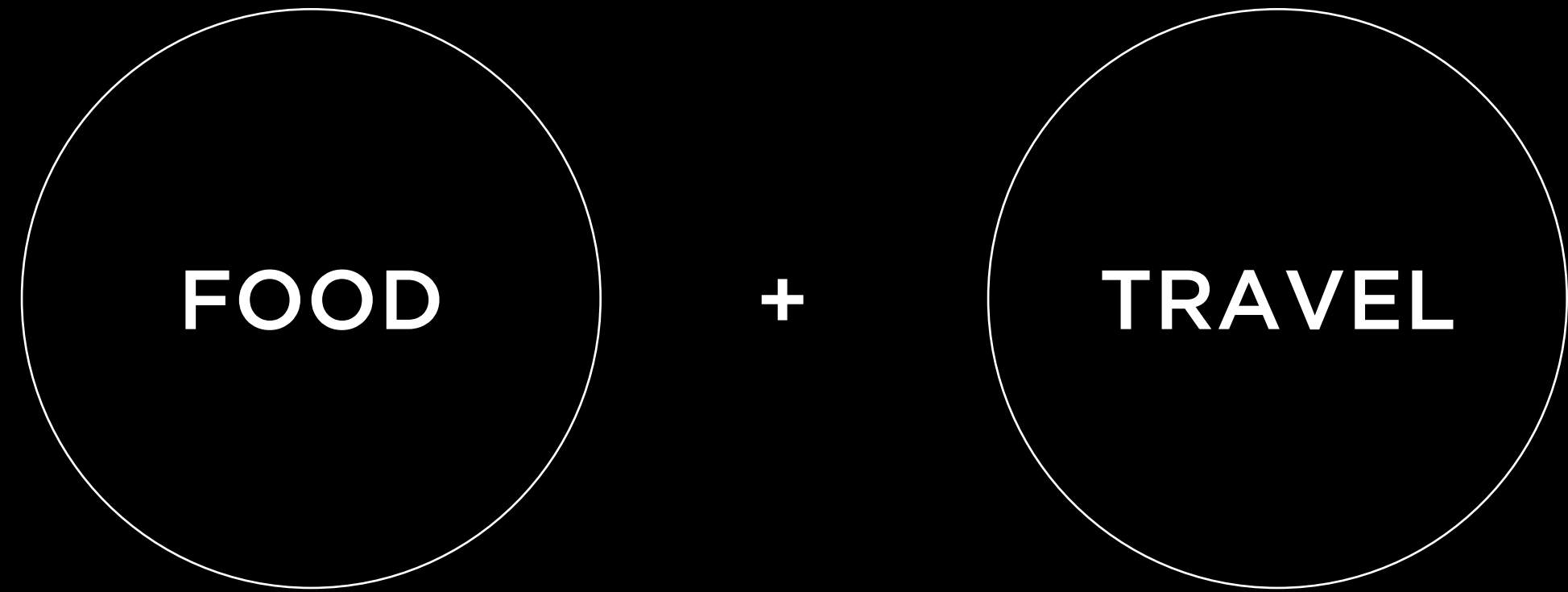


FOOD SCOUT

LAMA SHEHEHADEH
MOBILE MEDIA
PRESENTATION 1
FEB 4, 2016

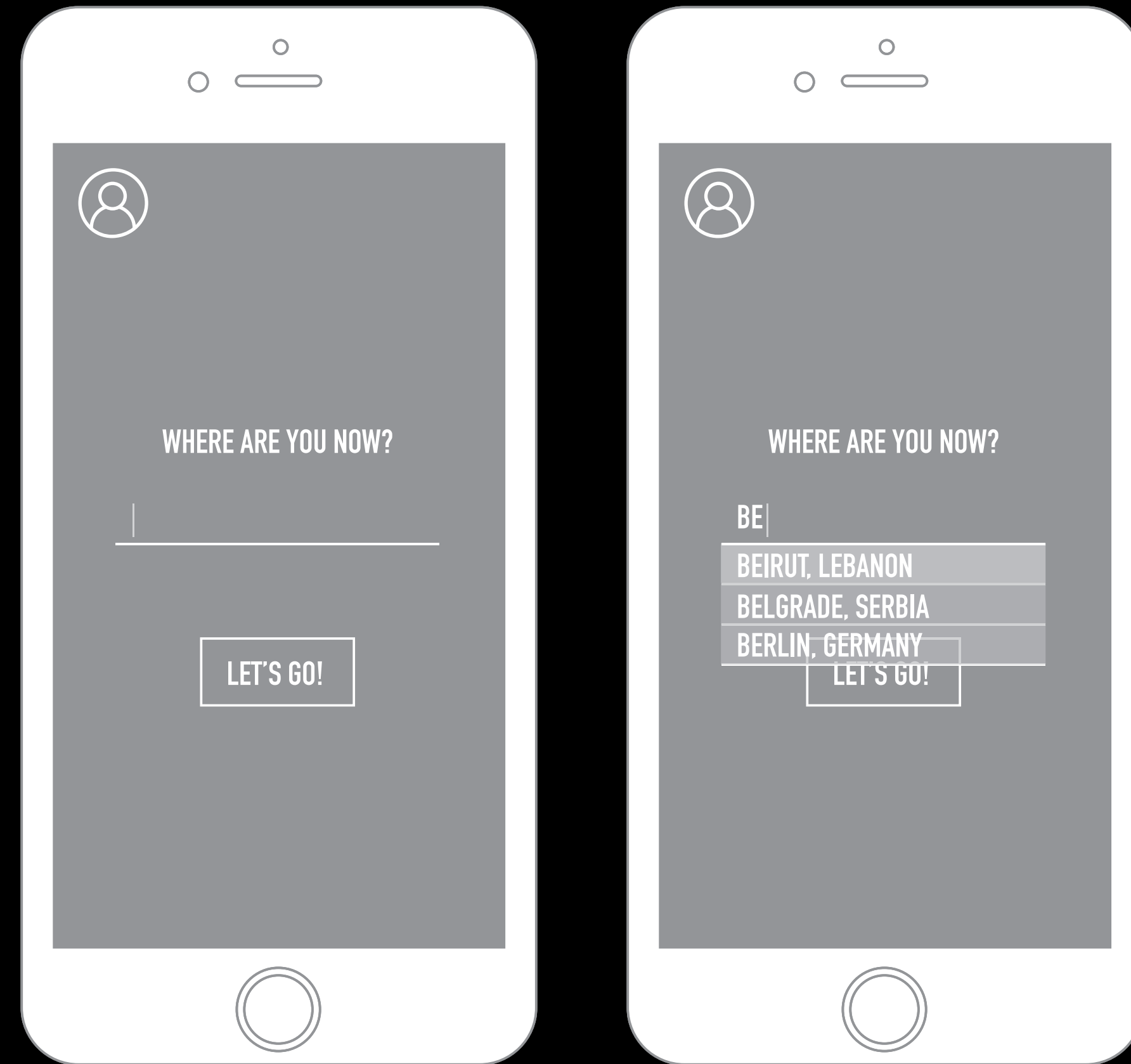
CONCEPT



FOOD SCOUT IS AN APPLICATION FOR TRAVEL AND FOOD ENTHUSIASTS. IT CATERS TO THE NEEDS OF ADVENTUROUS TRAVELERS THAT WISH TO ENJOY AUTHENTIC AND CULTURAL FOOD EXPERIENCES ON THEIR TRAVELS. EXISTING APPLICATION REVIEW RESTAURANTS AND GIVE MINIMAL INFORMATION ABOUT THE CUISINE. ONE HAS TO DO A SEPARATE RESEARCH TO FIND OUT ABOUT A CITY'S DISHES.

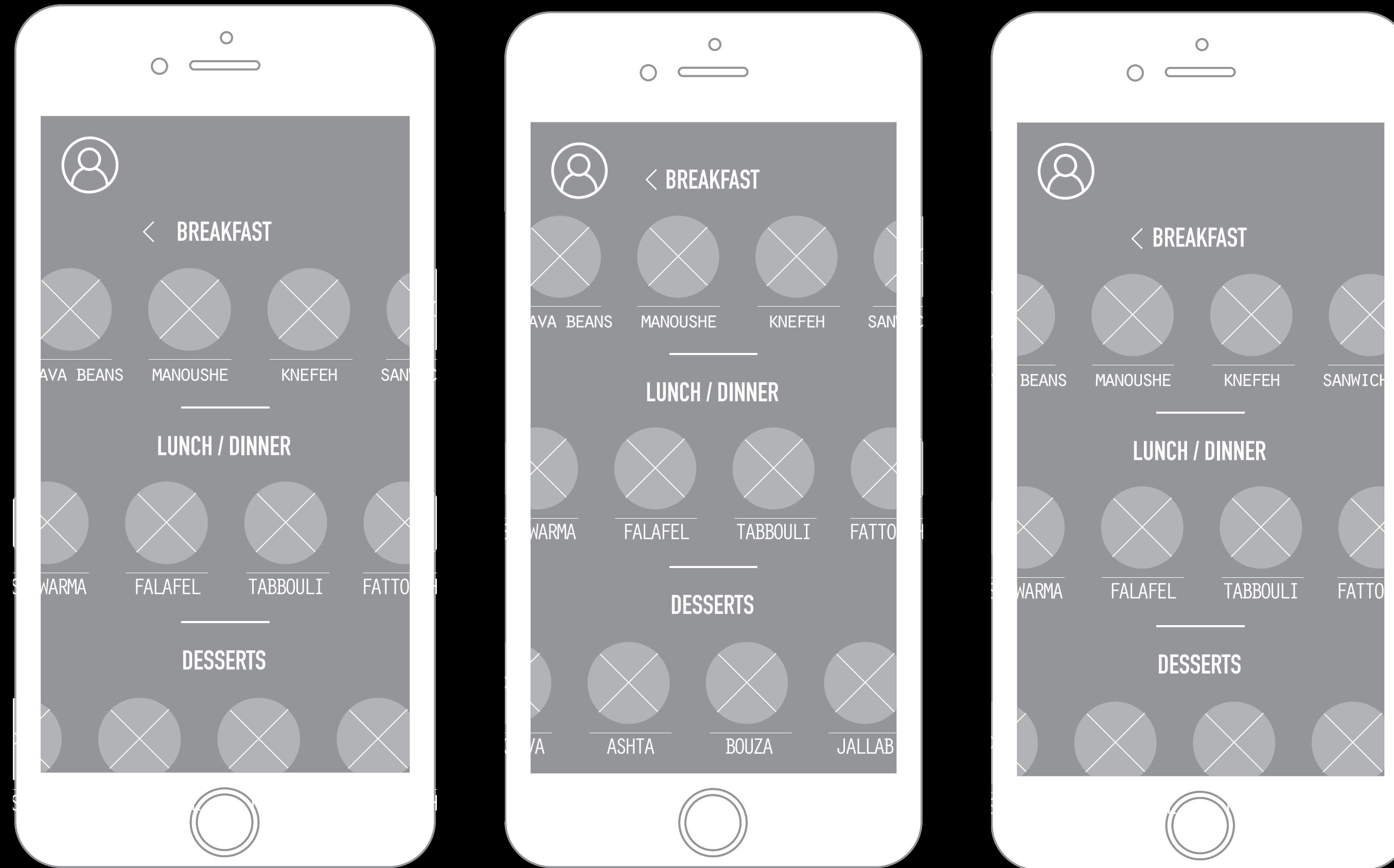
HOW DOES IT WORK?

WIREFRAMES // STEP 1



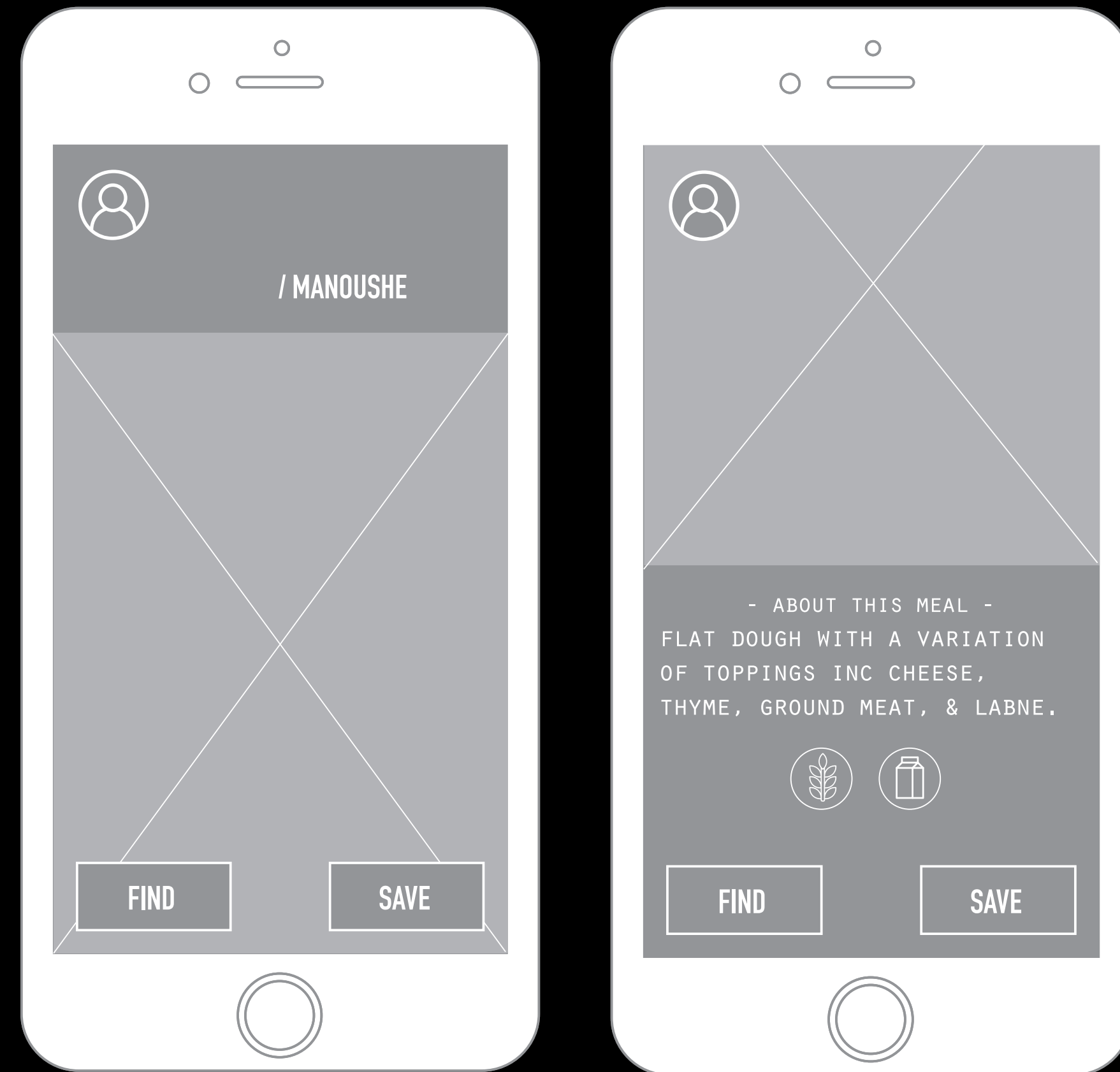
- AUTOCOMPLETE FOR LOCATION
- LAUNCHES THE APP

WIREFRAMES // STEP 2



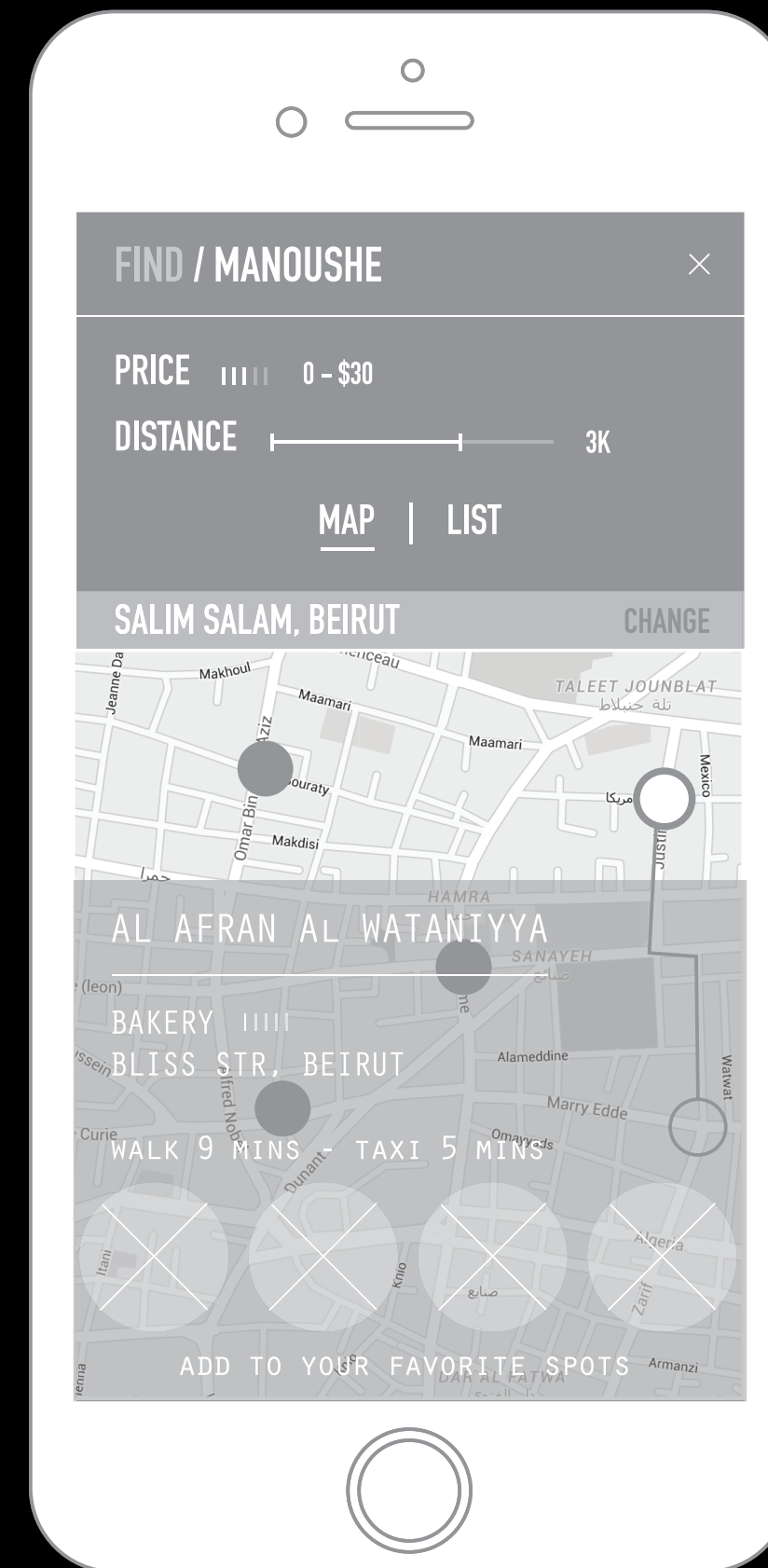
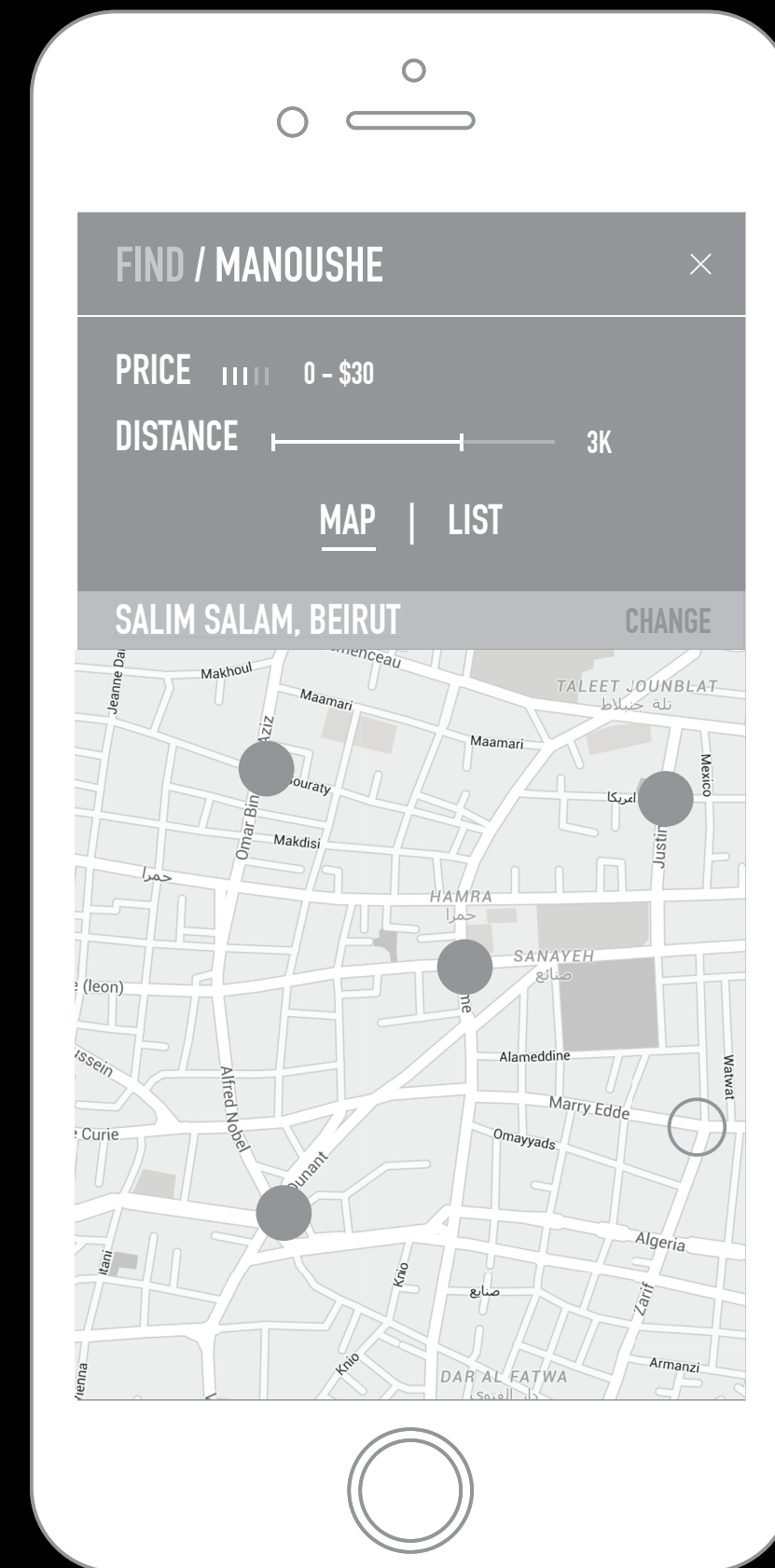
- AUTHENTIC POPULAR ITEMS
- CATEGORIZED BY TIME
- SWIPE UP, DOWN, LEFT, RIGHT

WIREFRAMES // STEP 3



- BRIEF INFO ON INGREDIENTS AND VARIATION OF ITEM
- ICONS ADDRESSING NUTRITION CONCERNS
- OPTION TO FIND WHERE TO BUY IT OR SAVE IT FOR LATER

WIREFRAMES // STEP 4



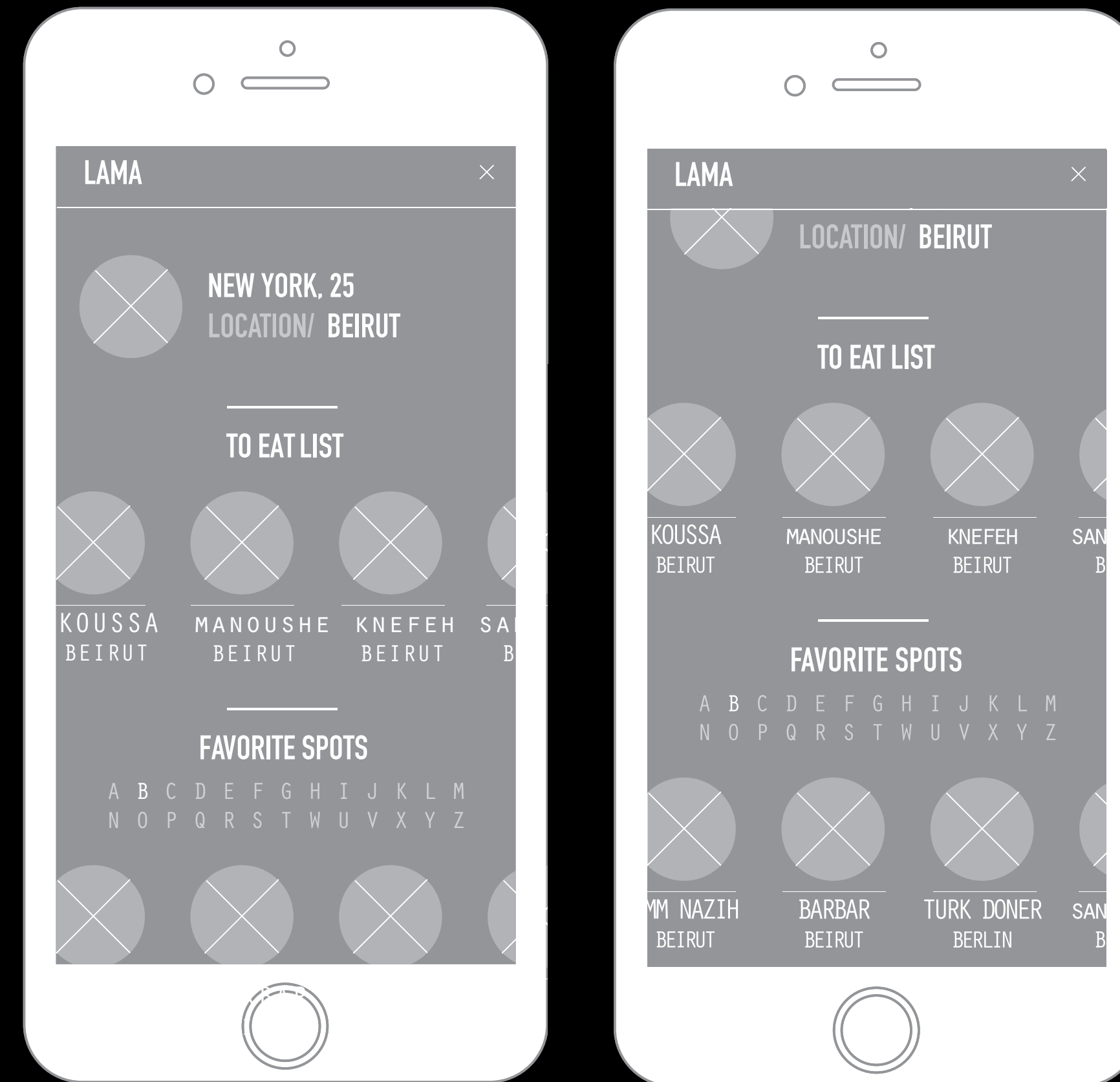
- FIND //
- MAP VIEW
 - OPTION TO FILTER BY PRICE AND PROXIMITY
 - OPTION TO CHANGE CURRENT LOCATION
 - INTERACTIVE PINS ON MAP THAT GIVE BRIEF ON INFO ON RESTAURANT
 - OPTION TO ADD TO FAVORITE SPOT

WIREFRAMES // STEP 5



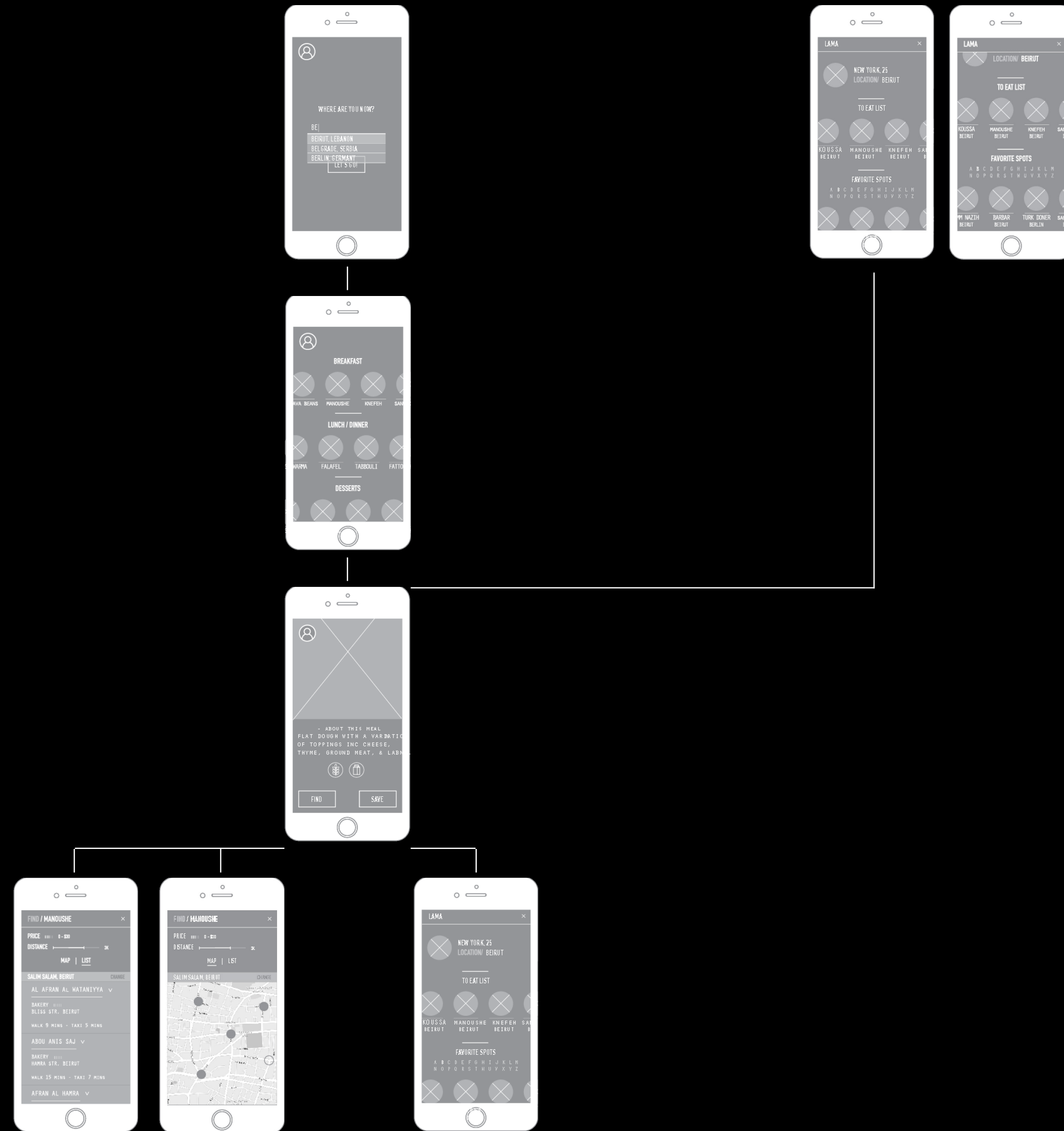
- FIND //
- LIST VIEW
 - OPTION TO FILTER BY PRICE AND PROXIMITY
 - OPTION TO CHANGE CURRENT LOCATION
 - BOX EXPANDS TO VIEW MORE DETAILS SUCH AS IMAGES
 - OPTION TO ADD TO FAVORITE SPOT

WIREFRAMES // STEP 6

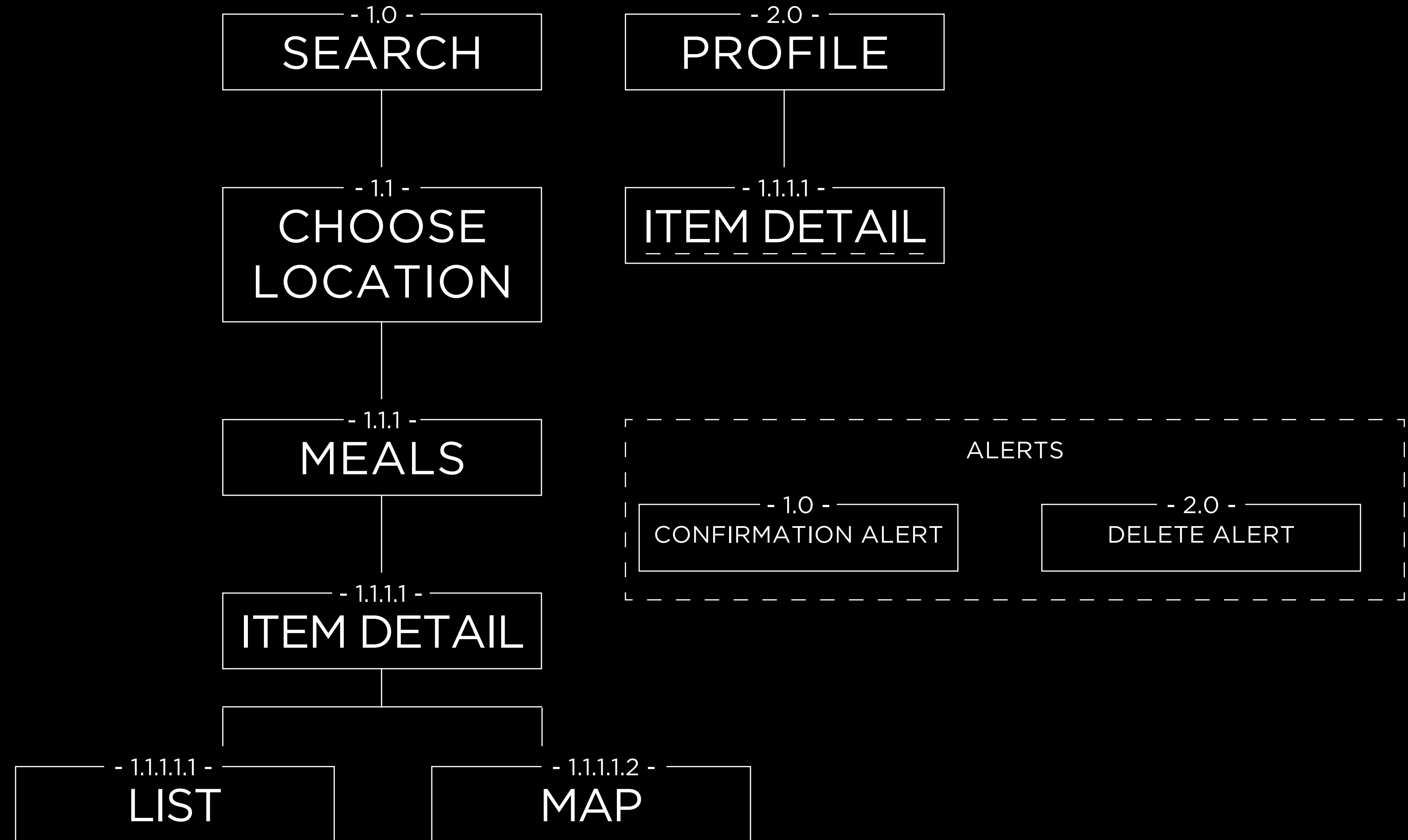


- PERSONAL PROFILE //
- EXPANDS BY CLICKING ON ICON
 - BRIEF INFO ON USER
 - SHOWS SAVED ITEMS
 - HARD PRESS TO DELETE ENTRY
 - SHOWS FAVORITE SPOTS FROM ALL TRAVELS
 - EASIER ACCESS BY USING THE ALPHABET TO FILTER

WIREFRAMES // APP FLOW



APP MAP



NEXT ITERATION

- TEST THE SEAMLESSNESS OF THE APP FLOW WITH USERS
- EXPLORE DIFFERENT VARIATIONS FOR BUTTONS VS TEXT
- TRY ADDING A SOCIAL ASPECT TO THE APPLICATION BY GIVING USERS THE OPPORTUNITY TO CONNECT WITH OTHER USERS OF THIS APPLICATION AND HAVE ACCESS TO THEIR FAVORITE ITEMS

FOOD SCOUT

LAMA SHEHEHADEH