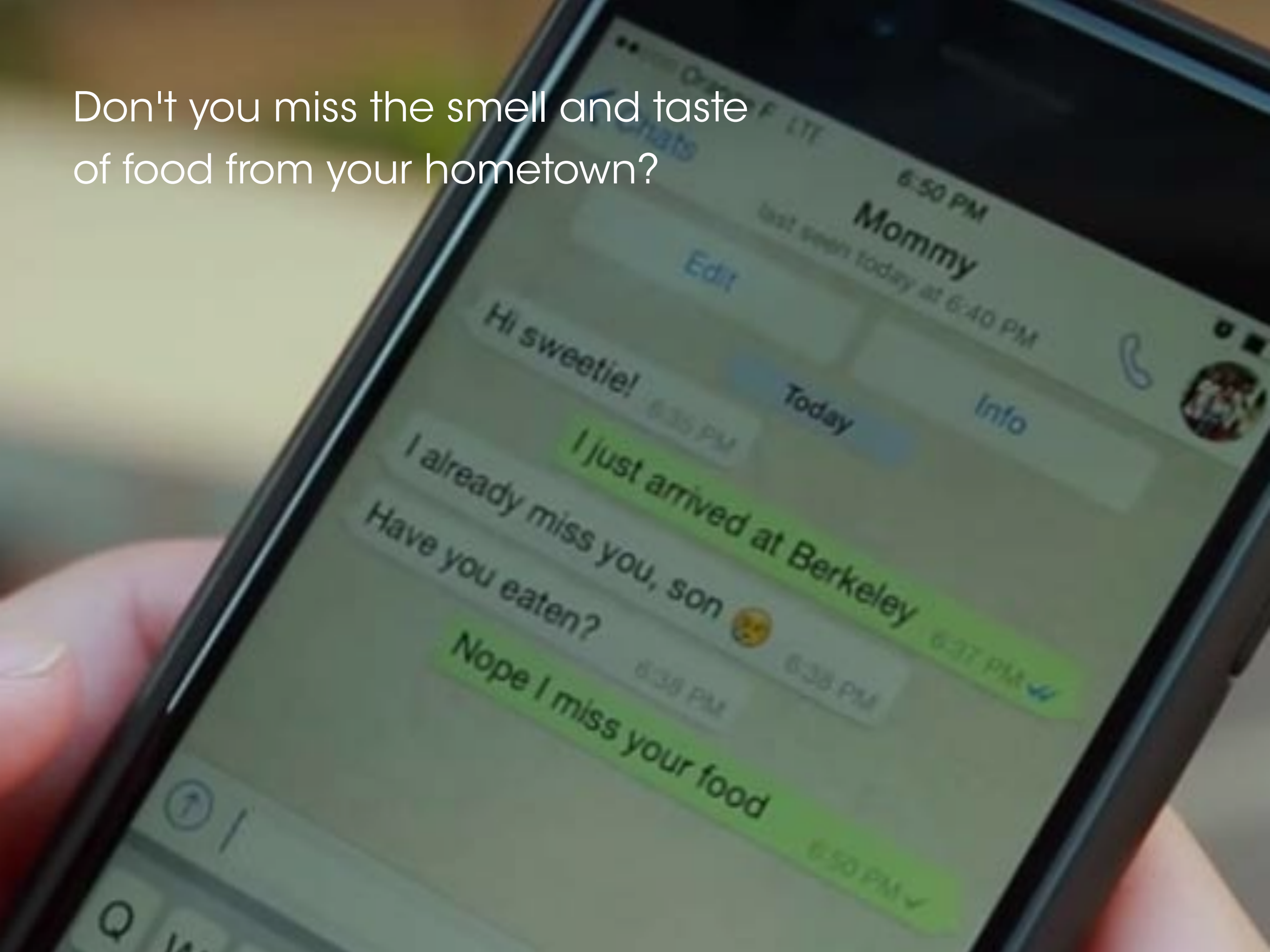




Granny's homemade hometown dish

Don't you miss the smell and taste
of food from your hometown?



Diversity of food



CONCEPT

A homemade
hometown food
delivery service

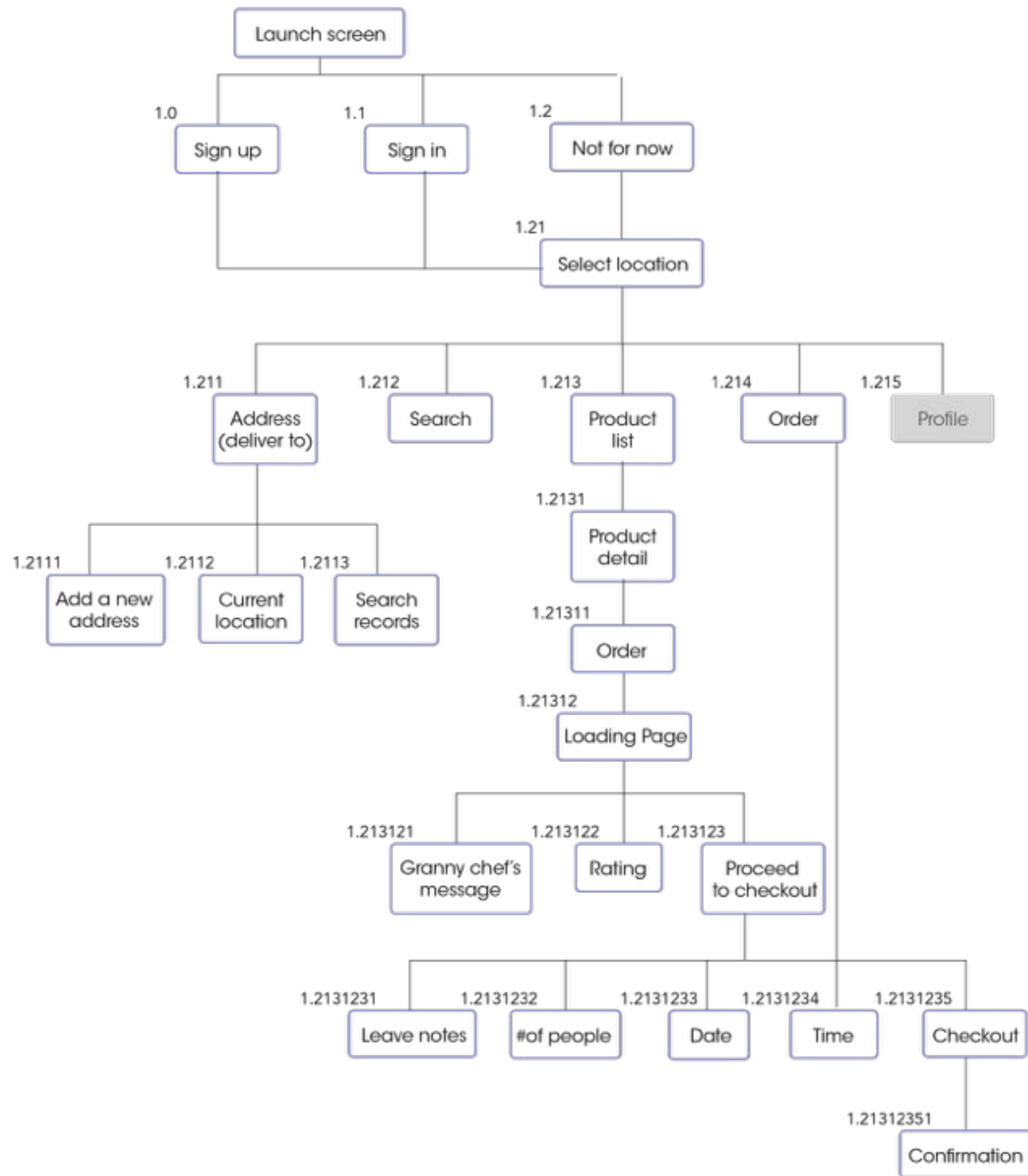
TARGET USER

People who are away from
their hometown and
longing for the food there

+

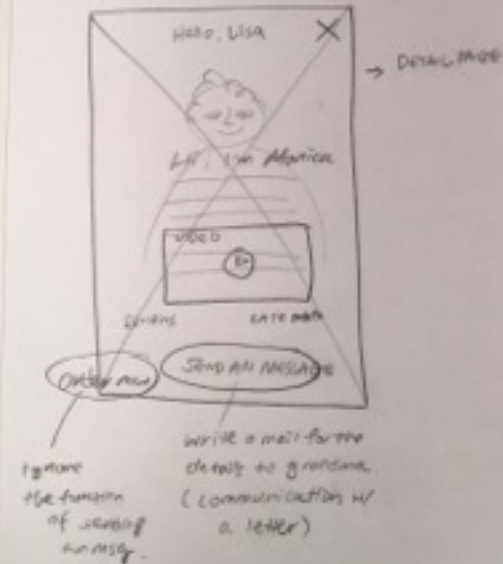
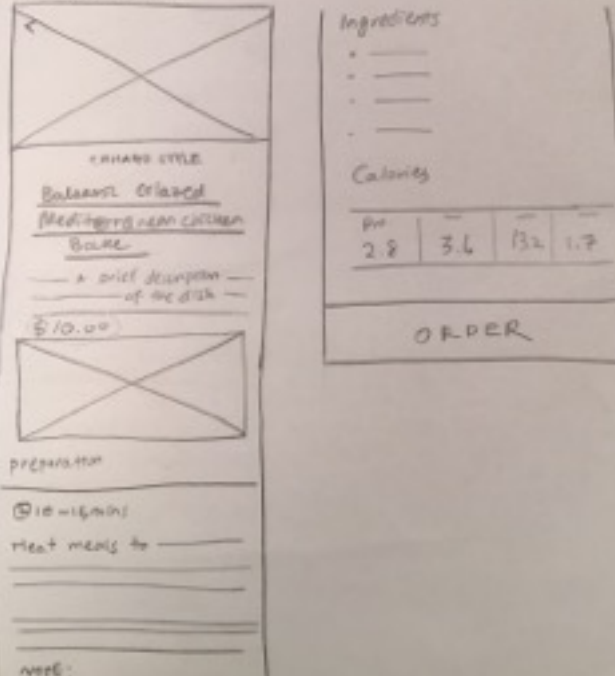
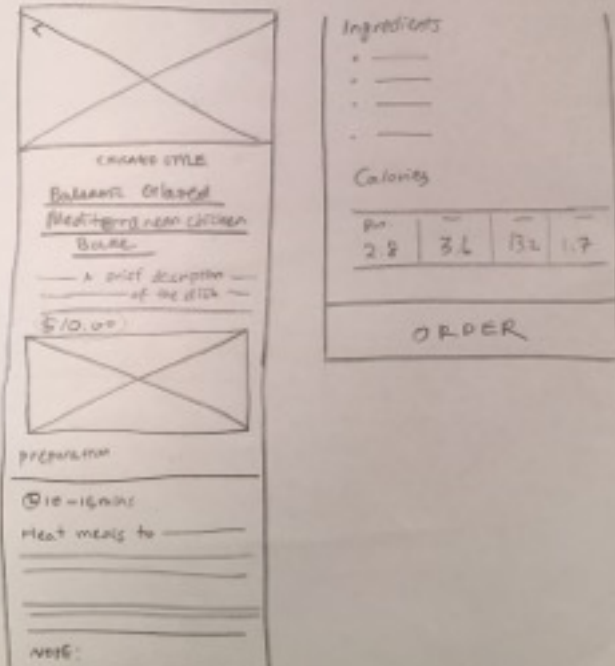
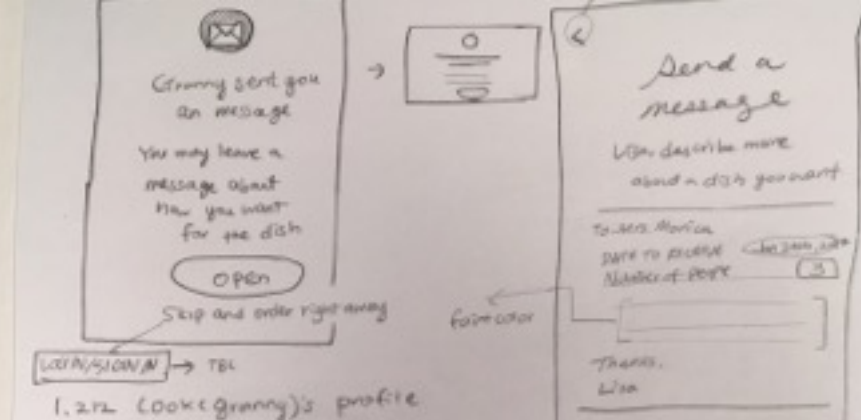
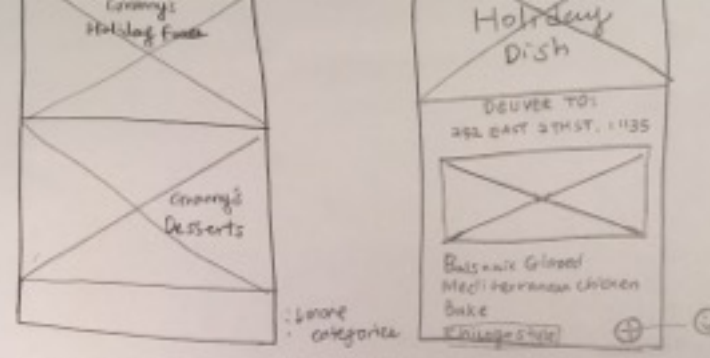
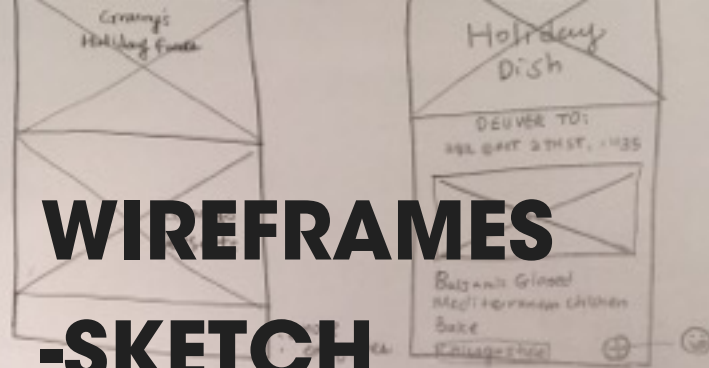
Being matched with a grandma
who has lived in a particular region
or is able to cook specific local foods.
It meets individual tastes of different
people from various regions
in the States.

APP MAP (1.0)



WIREFRAMES

-SKETCH



1.2.11 MATCH (pop up)

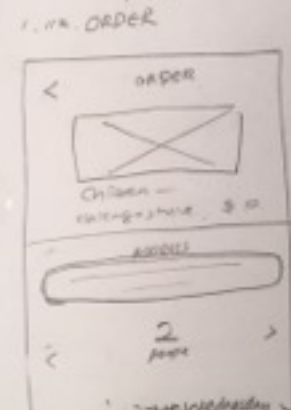
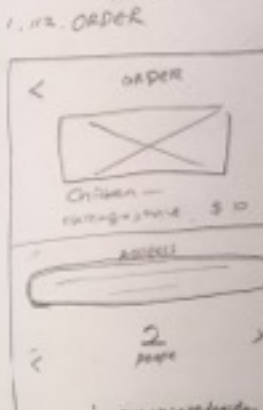
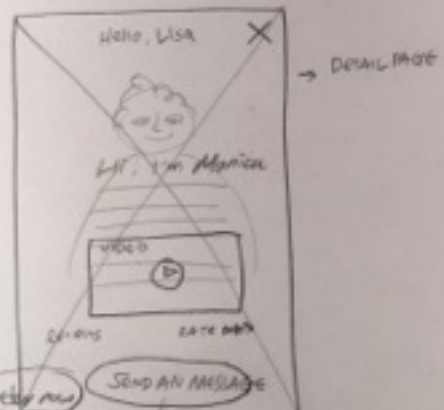
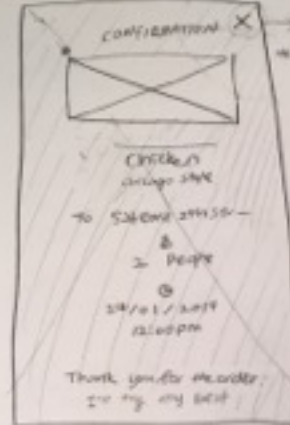
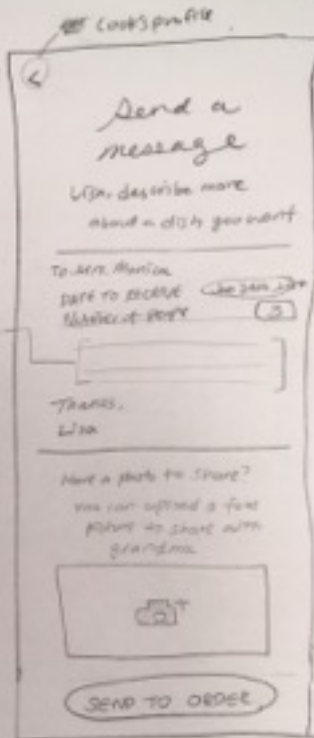
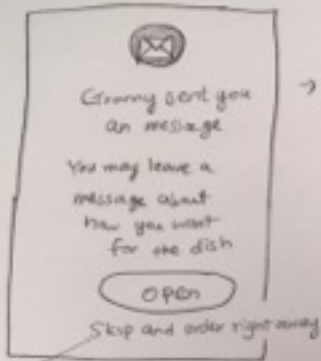
1.2.12.2 SEND MESSAGE

1.2.12.11 CONFIRMATION

2.0 MY PROFILE PAGE -> LOGIN/SIGNUP

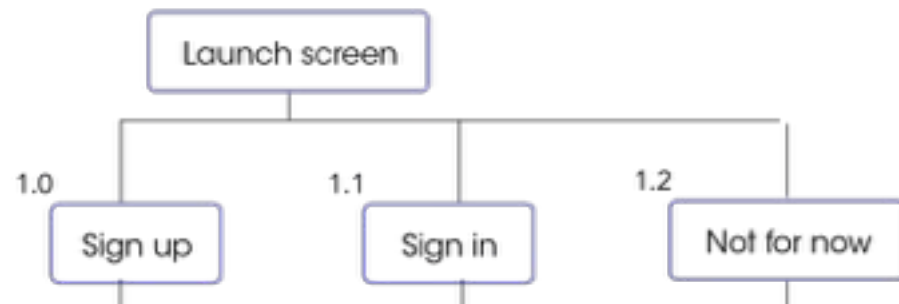
1.2.12.11 CONFIRMATION

2.0 MY PROFILE PAGE -> LOGIN/SIGNUP

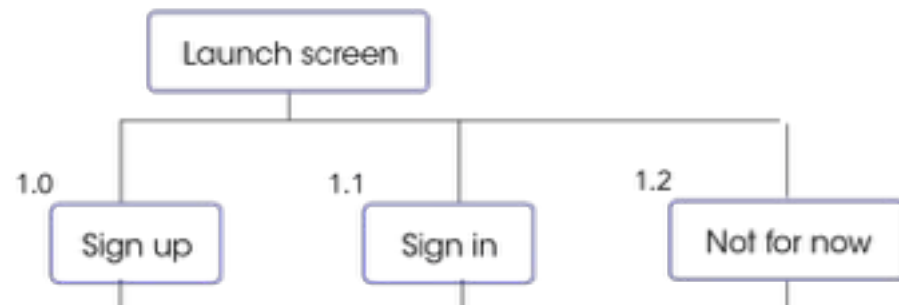



WIREFRAMES

1.0 Launch screen



1.0 Launch screen



SIGN UP

Name
required

Email
required



Password
required



Next

Already have an account? [Sign In](#)

q w e r t y u i o p

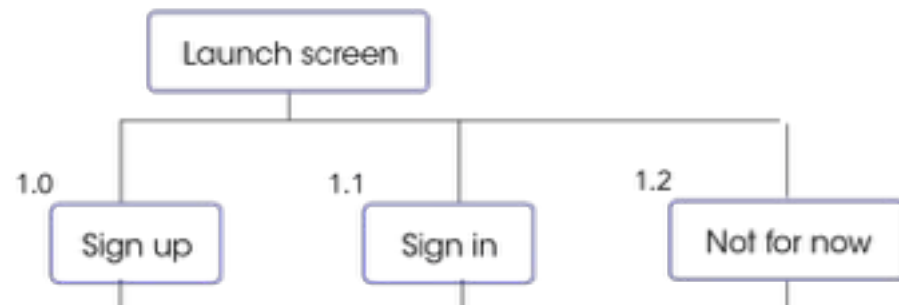
a s d f g h j k l


 z x c v b n m 

123   space

Done

1.0 Launch screen



SIGN UP

Adress
required

Apt, Suite, Floor
required



Zipcode
required



Sign Up

By registering you agree to our privacy policy
and terms of service

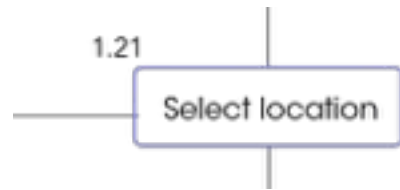
q w e r t y u i o p

a s d f g h j k l

 z x c v b n m 

123   space Done

1.21 Select Location



Korean version or
American version

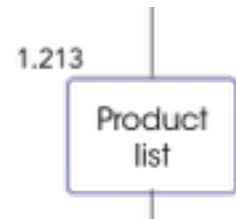
SELECT LOCATION

Choose one location
where your food is from


TEXAS


Done


1.213 Product list



DELIVERED TO
525E 14th St ▼




 Search any dish you want to eat



Balsamic Glazed
Mediterranean Chicken

Chicago Style
1 day expected

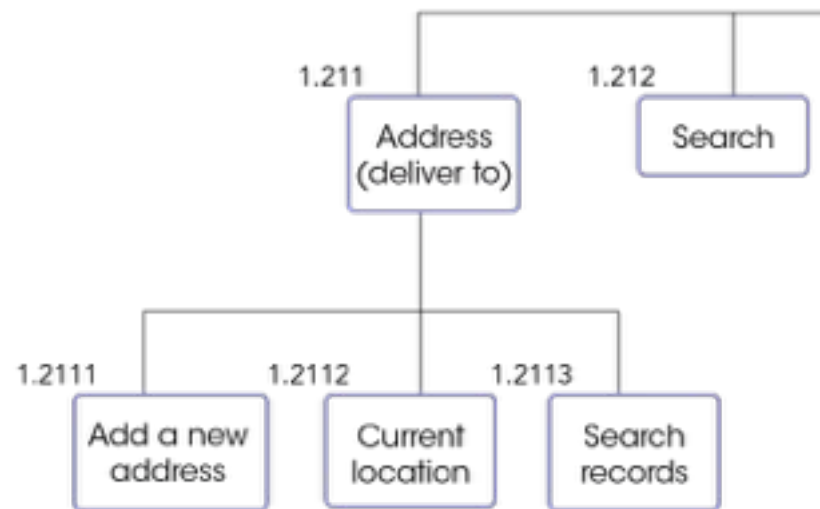
Order



Balsamic Glazed
Mediterranean Chicken

Order

1.2111 Address



DELIVERED TO ×

⊕ Add a new address

📍 Current Location

525 E 14th St, New York, NY 10009, USA

🕒 525 E 14Th St

New York, Ny

🕒 525 E 14Th St

New York, Ny

🕒 525 E 14Th St

New York, Ny

1.2131

Product detail

1.2131

Product detail



Balsamic Glazed Mediterranean Chicken

\$15

Chicago Style

A brief description about the dish A brief descri about the dishA brief description

how to cook the food at home

Preparation

⌚ 10m - 15m

Heat meals to a minimum internal temperature of 165 degrees F for 15 seconds

how to cook the food at home

Preparation

⌚ 10m - 15m

Heat meals to a minimum internal temperature of 165 degrees F for 15 seconds

Conventioanl Oven:

Hear for 10-12 min, or to desired temp.

Microwave:

Hear for 10-12 min, or to desired temp.

Note:

Oven & Microwave cook times may vary - modify cook times accordingly to ensure thorough cooking. For best results, verify temperatures using a food thermometer.

Nutrition

71 kcal	Protein, g	Carbs, g	Fat, g
	2.1	13.2	1.7

Allergens: Contains apple, onion

Order

1.21312 Loading

1.21312

Loading Page

Gra



We are finding
your granny chef...

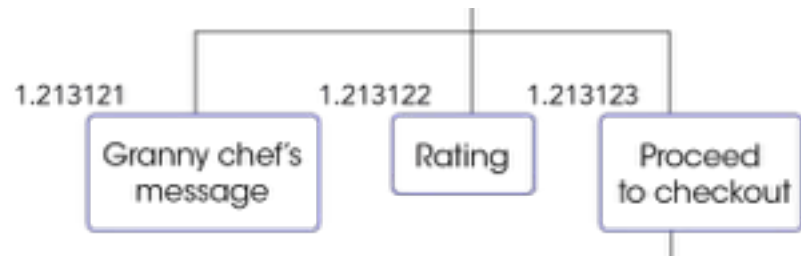
Balsamic Glazed
Mediterranean Chicken

\$15

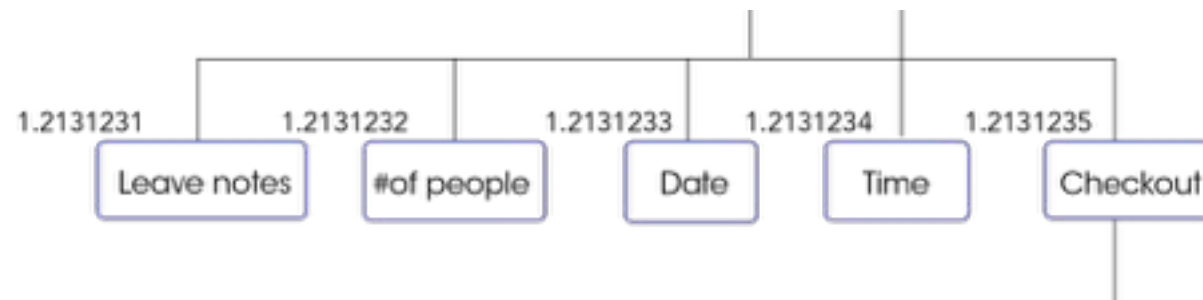
Chicago Style

A brief description about the dish A brief descri
about the dishA brief description

1.213121 Granny chef's message



1.2131231 Leave notes



Communicate with a grandma who cooks for you, After matched with a grandma who is assigned to cook the dish, users can leave a message to her for their preferences like sorts of spices, number of people, etc..

←

Proceed to checkout

Misung, describe more about a dish you want

To. Monica

When I was 10, my granma made me a really sweet galbiggim on Thanks giving day. So I want some really sweet one again.

Thanks,
Misung

The delivery date and time will be adjusted based on your order

People < 3 >

Date < Jan 14th >

Time < 1pm >


Total \$45

Place order

1.21312351 Confirmation

1.21312351

Confirmation




Thank you
Your order has been placed

Balsamic Glazed
Mediterranean Chicken

Chicago Style

423East 15th Street, New York
New York, 12048



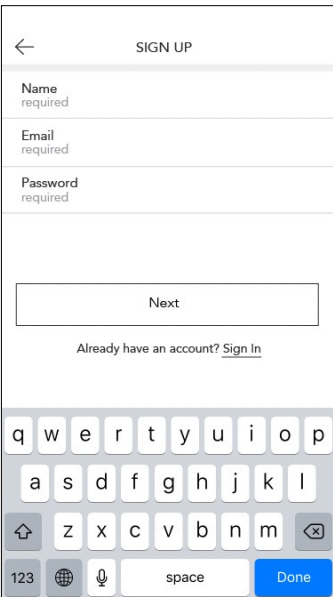
01/04/17 Thursday
13:00pm
3 people

WIREFRAMES

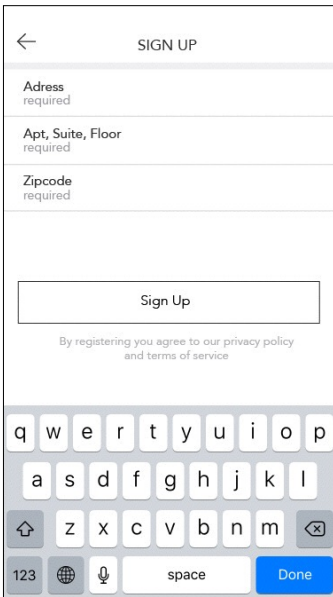
<https://marvelapp.com/501fj4h/screen/24777697>



1.0 - 1.2
Launch screen



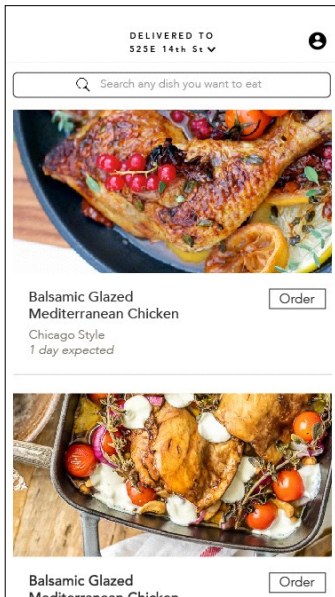
1.1
Sign up



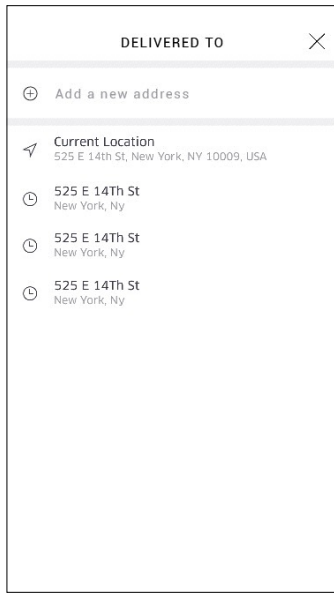
1.1
Sign up



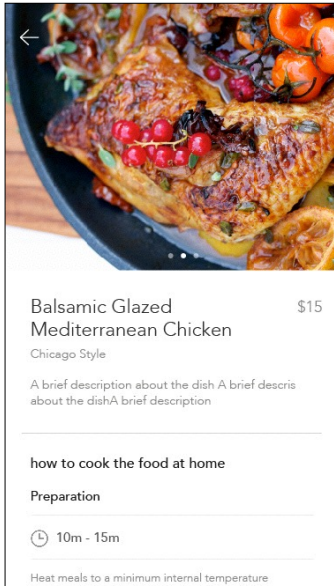
1.21
Select Location



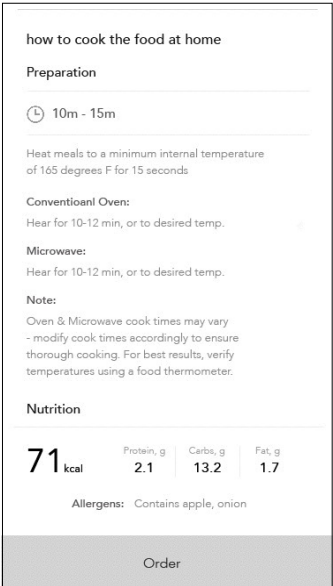
1.213
Product list



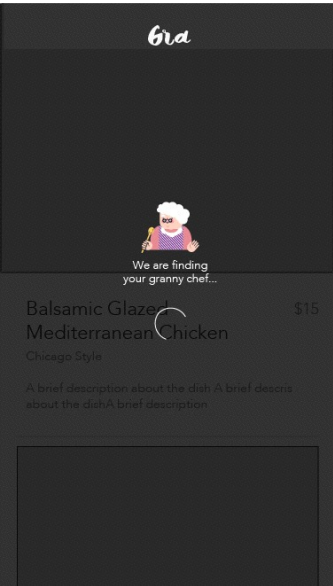
1.2111 - 1.2113
Address



1.2131
Product detail



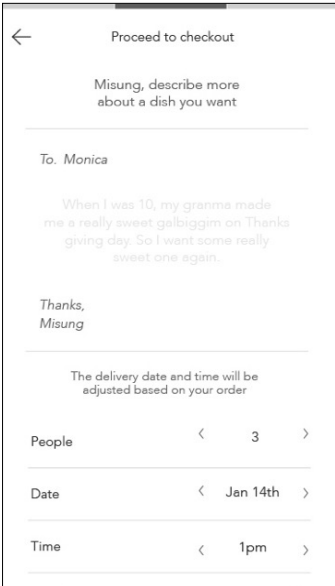
1.2131
Product detail



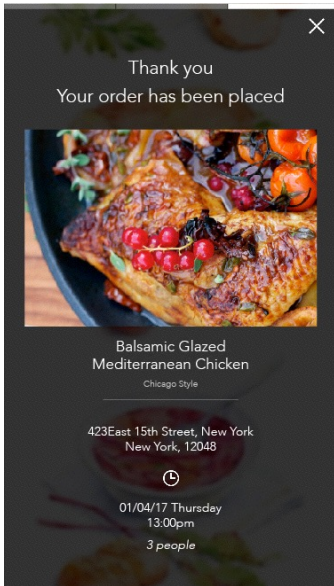
1.21312
Loading



1.213121
Granny chef's message

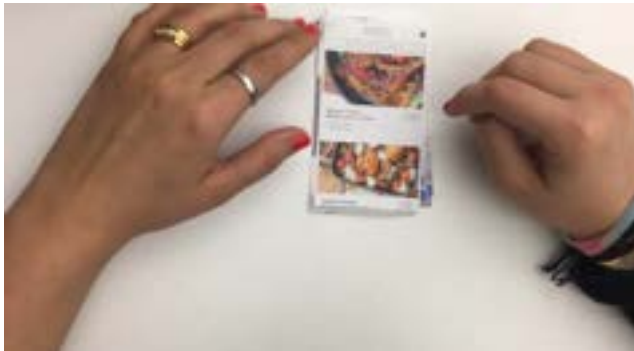


1.2131231.
Leave notes



1.21312351
Confirmation

USER INSIGHTS (PROTOTYPE)



- 1** Why should I sign up in the beginning?
- 2** Could you show featured food from different areas and then allow a person to optionally enter their home region and then just show that food?
- 3** How to maximize the cart size of your users
If they've ordered from a chef in the past and enjoyed it, how do you show them more or new things from that chef for next time?
- 4** What if there is an opportunity to feature the chefs more?
- 5** It'd be nice to see details about the chef cooking it before I choose to purchase it.

IMPROVEMENT

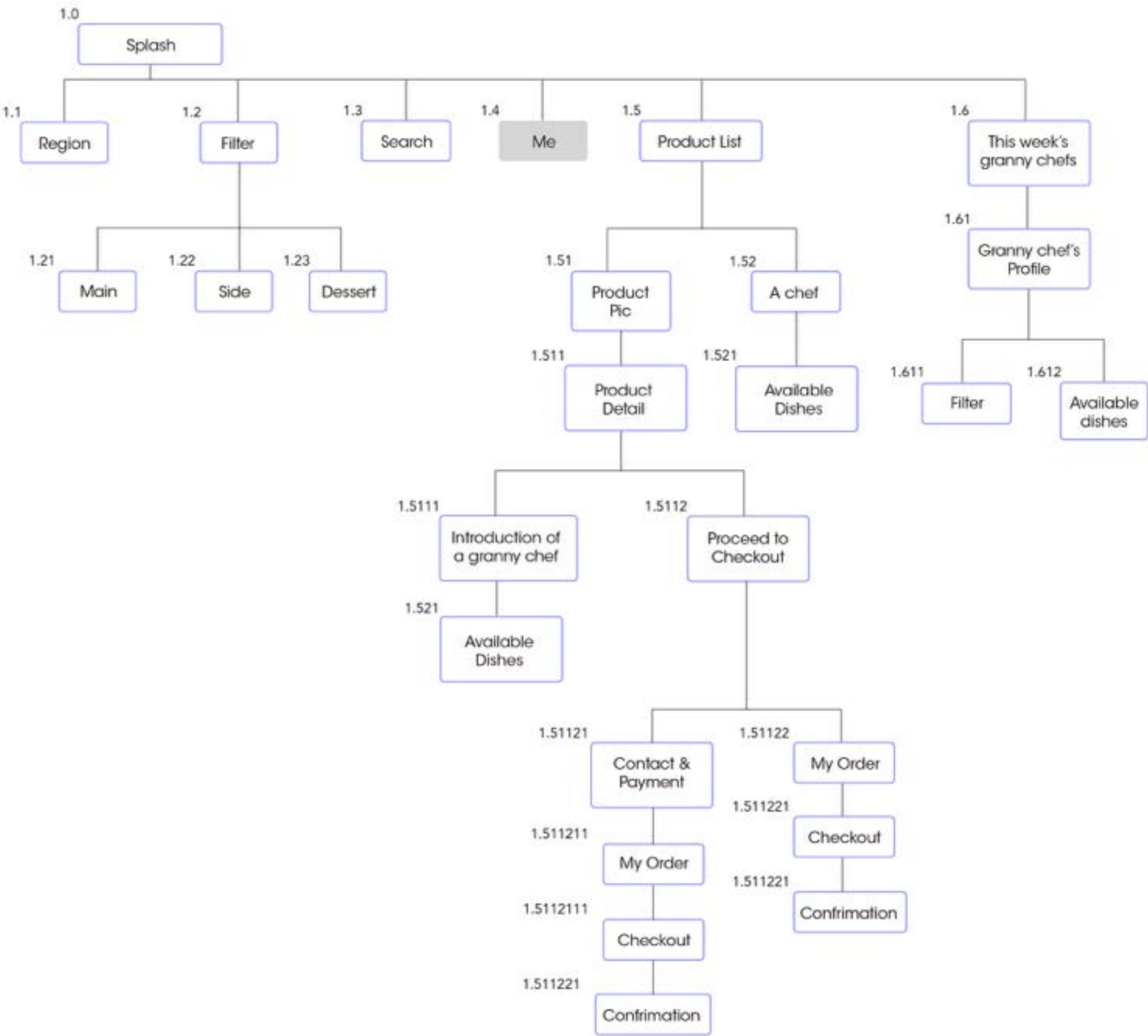
- 1** First page —> When checking out the food
- 2** Mechanism of showing the region:
First visit: Showing a region where nearby granny chef can cook

Signed up user: based on previous search
- 3** No cart
Users can approach a chef one ordered from in the past while browsing the list.
- 4** Created a section for 'This week's granny chefs.'
- 5** Created granny chefs' profile page including introduction, specialities, menus

VERSION 1.1

APP MAP

(1.1)




**VISUAL DESIGN
PROTOTYPE
1.0 SPLASH**




1.1-1.6 MAIN

Seoul 📍 🔍 👤


Main Side Dessert




Balsamic Glazed Mediterranean
👤 Nancy Kim \$12



Balsamic Glazed Mediterranean
👤 Nancy Kim \$12




Balsamic Glazed Mediterranean
👤 Nancy Kim \$12




Balsamic Glazed Mek
👤 Nancy Kim \$12

🍴


This week's granny chefs




Nancy Kim
★★★★★
📍 Seoul



Nancy Kim
★★★★★
📍 Daegu




Nancy Kim
★★★★★
📍 Gwangju




Na
★★★★★
📍

Do you want to see your last chef's new menu?

[See All >](#)

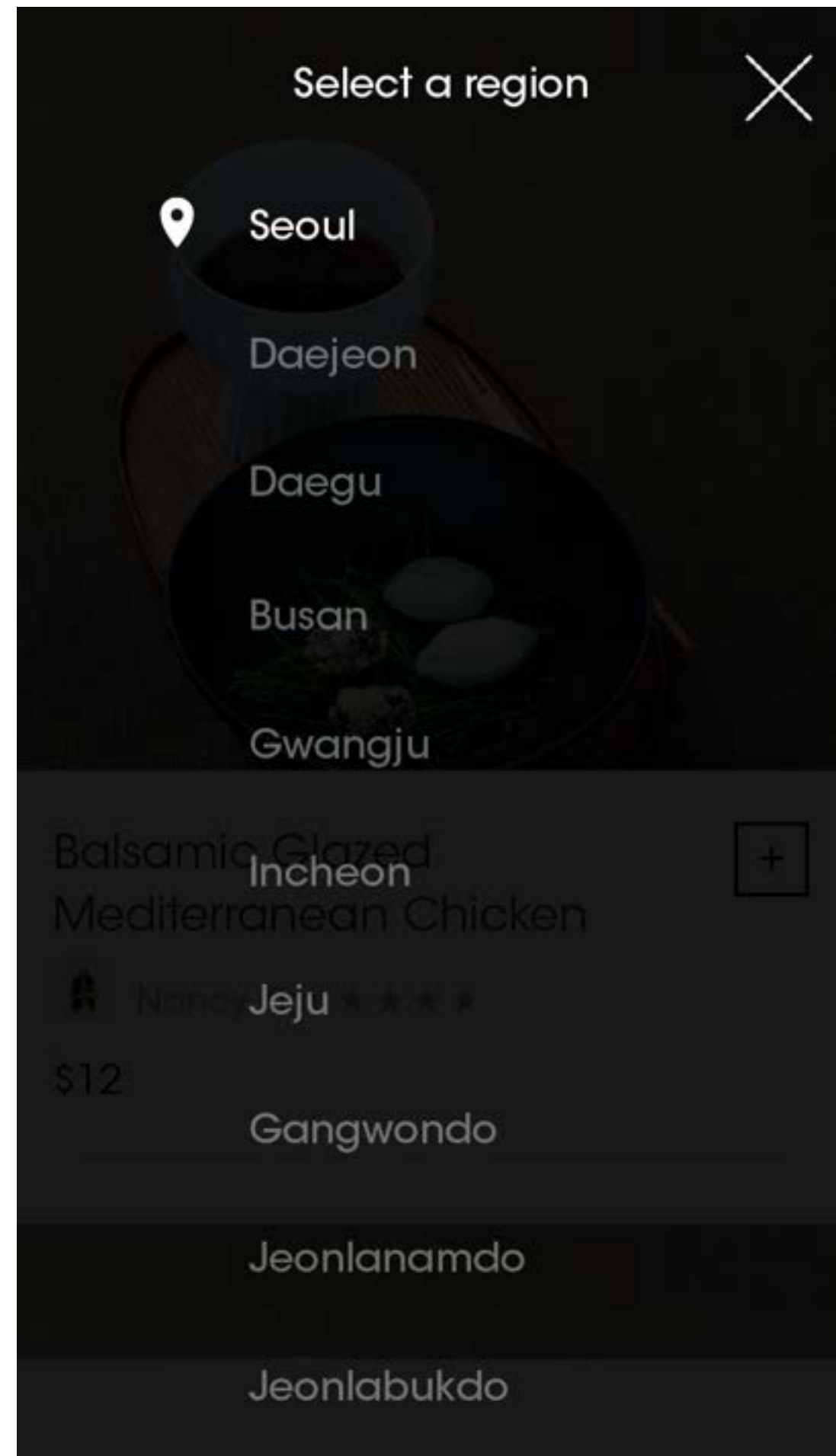


Balsamic Glazed Mediterranean
👤 Nancy Kim \$12



Balsamic Glazed Mediterranean
👤 Nancy Kim \$12

1.1 REGION



1.3 SEARCH



Search: Region, Food, chef

Cancel

Food

Galbizzim

Kimchi

Ttuckgook

Region

Seoul


Gwangju

Daegu


1.1-1.6 MAIN

Seoul 📍 🔍 👤


Main Side Dessert




Balsamic Glazed Mediterranean
👤 Nancy Kim \$12



Balsamic Glazed Mediterranean
👤 Nancy Kim \$12




Balsamic Glazed Mediterranean
👤 Nancy Kim \$12




Balsamic Glazed Mek
👤 Nancy Kim \$12

🍴


This week's granny chefs




Nancy Kim
★★★★★
📍 Seoul



Nancy Kim
★★★★★
📍 Daegu




Nancy Kim
★★★★★
📍 Gwangju




Na
★★★★★
📍

Do you want to see your last chef's new menu?

[See All >](#)



Balsamic Glazed Mediterranean
👤 Nancy Kim \$12



Balsamic Glazed Mediterranean
👤 Nancy Kim \$12

1.6 THIS WEEK'S GRANNY CHEFS

Granny chef 📍



Nancy Kim
GwangJu

Specialities
Kimchi, Galbizzim, Sikhae

★ ★ ★ ★ ★

Training

Nancy started cooking at age 15. I graduated from the prestigious culinary institute of Korea. I held a position at a Korean traditional hotel. I opened a restaurant in 2013.

Specialities

Kimchi: At her own restaurant, Nancy places a special emphasis on making well fermented kimchi every month. She had an entire room to the craft of fermenting various kinds of kimchi.

Granny chef 📍



Nancy Kim
★★★★★
Seoul



Nancy Kim
★★★★★
Daegu



Nancy Kim
★★★★★
Gwangju





Nancy Kim
GwangJu

Specialities
Kimchi, Galbizzim, Sikhae

★ ★ ★ ★ ★

Training

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Specialities

Kimchi: At her own restaurant, Nancy places a special emphasis on making well fermented kimchi every month. She had an entire room to the craft of fermenting various kinds of kimchi.


1.1-1.6 MAIN

Seoul 📍 🔍 👤


Main Side Dessert




Balsamic Glazed Mediterranean
👤 Nancy Kim \$12



Balsamic Glazed Mediterranean
👤 Nancy Kim \$12




Balsamic Glazed Mediterranean
👤 Nancy Kim \$12




Balsamic Glazed Mek
👤 Nancy Kim \$12

🍴


This week's granny chefs




Nancy Kim
★★★★★
📍 Seoul



Nancy Kim
★★★★★
📍 Daegu




Nancy Kim
★★★★★
📍 Gwangju




Na
★★★★★
📍

Do you want to see your last chef's new menu?

[See All >](#)



Balsamic Glazed Mediterranean
👤 Nancy Kim \$12



Balsamic Glazed Mediterranean
👤 Nancy Kim \$12

1.511

PRODUCT DETAIL



Seoul

Balsamic Glazed Mediterranean Chicken

From
\$12

A brief description about the dish A brief
descri about the dishA brief description



Nancy Kim

Seoul



Seoul

Balsamic Glazed Mediterranean Chicken

From
\$12

A brief description about the dish A brief
descri about the dishA brief description



Nancy Kim

Seoul



I'm the quintessential Parisian foodie and
am serious about eating locally and
responsibly. I teach gastronomy all over
France and always have great restaurant
recommendations at the tip of my tongue.



Buyer pick up



We deliver

725 East 12th Street, #2A, 10211



Preparation

🕒 10m - 15m

Heat meals to a minimum internal temperature
of 165 degrees F for 15 seconds

Conventioanl Oven:

Heat for 10-12 min, or to desired temp.

Microwave:



Buyer pick up



We deliver

725 East 12th Street, #2A, 10211



Preparation

🕒 10m - 15m

Heat meals to a minimum internal temperature
of 165 degrees F for 15 seconds

Conventioanl Oven:

Heat for 10-12 min, or to desired temp.

Microwave:

Heat for 10-12 min, or to desired temp.

Note:

Oven & Microwave cook times may vary
- modify cook times accordingly to ensure
thorough cooking. For best results, verify
temperatures using a food thermometer.

Nutrition

71 kcal	Protein, g	Carbs, g	Fat, g
	2.1	13.2	1.7

Allergens: Contains apple, onion

Proceed to Check Out

1.511

PRODUCT DETAIL



Seoul

Balsamic Glazed Mediterranean Chicken

From
\$12

A brief description about the dish A brief description about the dishA brief description about the dishA brief description



Nancy Kim
Seoul

★★★★★

Seoul

Balsamic Glazed Mediterranean Chicken

From
\$12

A brief description about the dish A brief description about the dishA brief description about the dishA brief description



Nancy Kim
Seoul

★★★★★

I'm the quintessential Parisian foodie and am serious about eating locally and responsibly. I teach gastronomy all over France and always have great restaurant recommendations at the tip of my tongue.



Buyer pick up



We deliver

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🕒 10m - 15m

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Hear for 10-12 min, or to desired temp.

Microwave:

🕒 10m - 15m

Heat meals to a minimum internal temperature of 165 degrees F for 15 seconds

Conventioanl Oven:

Hear for 10-12 min, or to desired temp.

Microwave:

My Order

Available Dates

Jan 2, 2017
12:10pm

Jan 2, 2017
16:10pm

Jan 3, 2017
11:10pm

Jan 2
12:1

Quantity



1



Dietary Restrictions

Soy

Nuts

Dairy

Gluten

Add Comments

When I was 10, my granma made me a really sweet galbiggim on Thanks giving day. So I want some really sweet one again.

Check Out

1.5111 INTRO OF A CHEF

Granny chef



Nancy Kim

GwangJu

Specialities

Kimchi, Galbizzim, Sikhae

★ ★ ★ ★ ★

Training

Nancy started cooking at age 15. I graduated from the prestigious culinary institute of Korea. I held a position at a Korean traditional hotel. I opened a restaurant in 2013.

Specialities

Kimchi: At her own restaurant, Nancy places a special emphasis on making well fermented kimchi every month. She had an entire room to the craft of fermenting various kinds of kimchi.

the craft of fermenting various kinds of kimchi.



Galbizzim
\$20



Seafood hotpot
\$27



Cabbage Kimchi
\$10

Main

Side

Dessert



1.511

PRODUCT DETAIL



Seoul

Balsamic Glazed Mediterranean Chicken

From
\$12

A brief description about the dish A brief
descri about the dishA brief description



Nancy Kim

Seoul



Seoul

Balsamic Glazed Mediterranean Chicken

From
\$12

A brief description about the dish A brief
descri about the dishA brief description



Nancy Kim

Seoul



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responsibly. I teach gastronomy all over
France and always have great restaurant
recommendations at the tip of my tongue.



Buyer pick up



We deliver

725 East 12th Street, #2A, 10211



Preparation

🕒 10m - 15m

Heat meals to a minimum internal temperature
of 165 degrees F for 15 seconds

Conventioanl Oven:

Heat for 10-12 min, or to desired temp.

Microwave:



Buyer pick up



We deliver

725 East 12th Street, #2A, 10211



Preparation

🕒 10m - 15m

Heat meals to a minimum internal temperature
of 165 degrees F for 15 seconds

Conventioanl Oven:

Heat for 10-12 min, or to desired temp.

Microwave:

Heat for 10-12 min, or to desired temp.

Note:

Oven & Microwave cook times may vary
- modify cook times accordingly to ensure
thorough cooking. For best results, verify
temperatures using a food thermometer.

Nutrition


71 kcal	Protein, g	Carbs, g	Fat, g
	2.1	13.2	1.7

Allergens: Contains apple, onion

Proceed to Check Out

1.51121

CONTACT & PAYMENT

 Contact and payment

Account registration

Name

Name

Phone

000-000-0000

Email


email@address.com


Address

Address

Add your card

>


 Save information for future signin and order

 Your sensitive credit card details are encrypted using SSL before transmission to our secure payment provider. They are not stored on your device or our servers.

Continue to Check Out

1.511211

MY ORDER




Seoul


Balsamic Glazed Mediterranean Chicken


From \$12


A brief description about the dish A brief descris about the dishA brief description

Nancy Kim
Seoul
★★★★★

I'm the quintessential Parisian foodie and am serious about eating locally and responsibly. I teach gastronomy all over France and always have great restaurant recommendations at the tip of my tongue.


 Buyer pick up

 We deliver



725 East 12th Street, #2A, 10211

Preparation

 10m - 15m

Heat meals to a minimum internal temperature of 165 degrees F for 15 seconds.

Conventioanl Oven:
Heat for 10-12 min, or to desired temp.

Microwave:
Heat for 10-12 min, or to desired temp.

Note:
Oven & Microwave cook times may vary - modify cook times accordingly to ensure thorough cooking. For best results, verify temperatures using a food thermometer.

Nutrition

71 kcal

Protein, g

2.1

Carbs, g

13.2

Fat, g

1.7

Allergens: Contains apple, onion

Proceed to Check Out

Heat meals to a minimum internal temperature

My Order

Available Dates


Jan 2, 2017
12:10pm


Jan 2, 2017
16:10pm


Jan 3, 2017
11:10pm

Jan 2
12:1

Quantity







Dietary Restrictions

Soy

Nuts

Dairy


Gluten

Add Comments


When I was 10, my granma made me a really sweet galbiggim on Thanks giving day. So I want some really sweet one again.

Proceed to Check Out

1.5112111 CHECKOUT

Checkout


My Order



Seoul

Balsamic Glazed
Mediterranean Chicken

Jan 2, 2017 Thursday 13:00 pm, 3 people

Payment >

Phone Number(321) 413 - 3928 >

Subtotal + Tax

\$12.00 + \$0.90

Total

\$12.90

Place Order\$12.90

1.511221

CONFIRMATION



Thank you
Your order has been placed



Seoul

Balsamic Glazed
Mediterranean Chicken



Your first order will be arrived

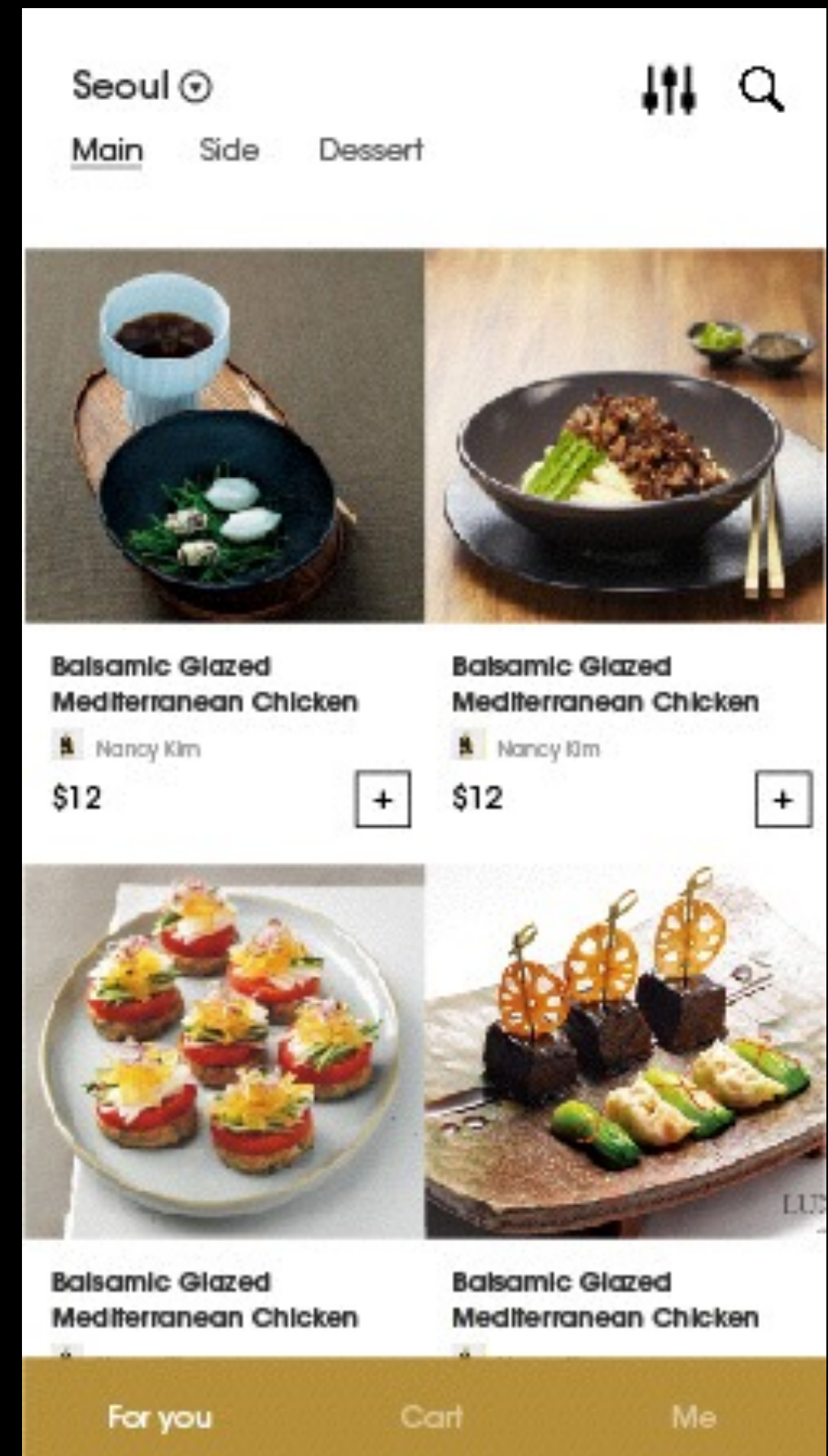
Jan 2, 2017 Thursday

13:00 pm

3 people

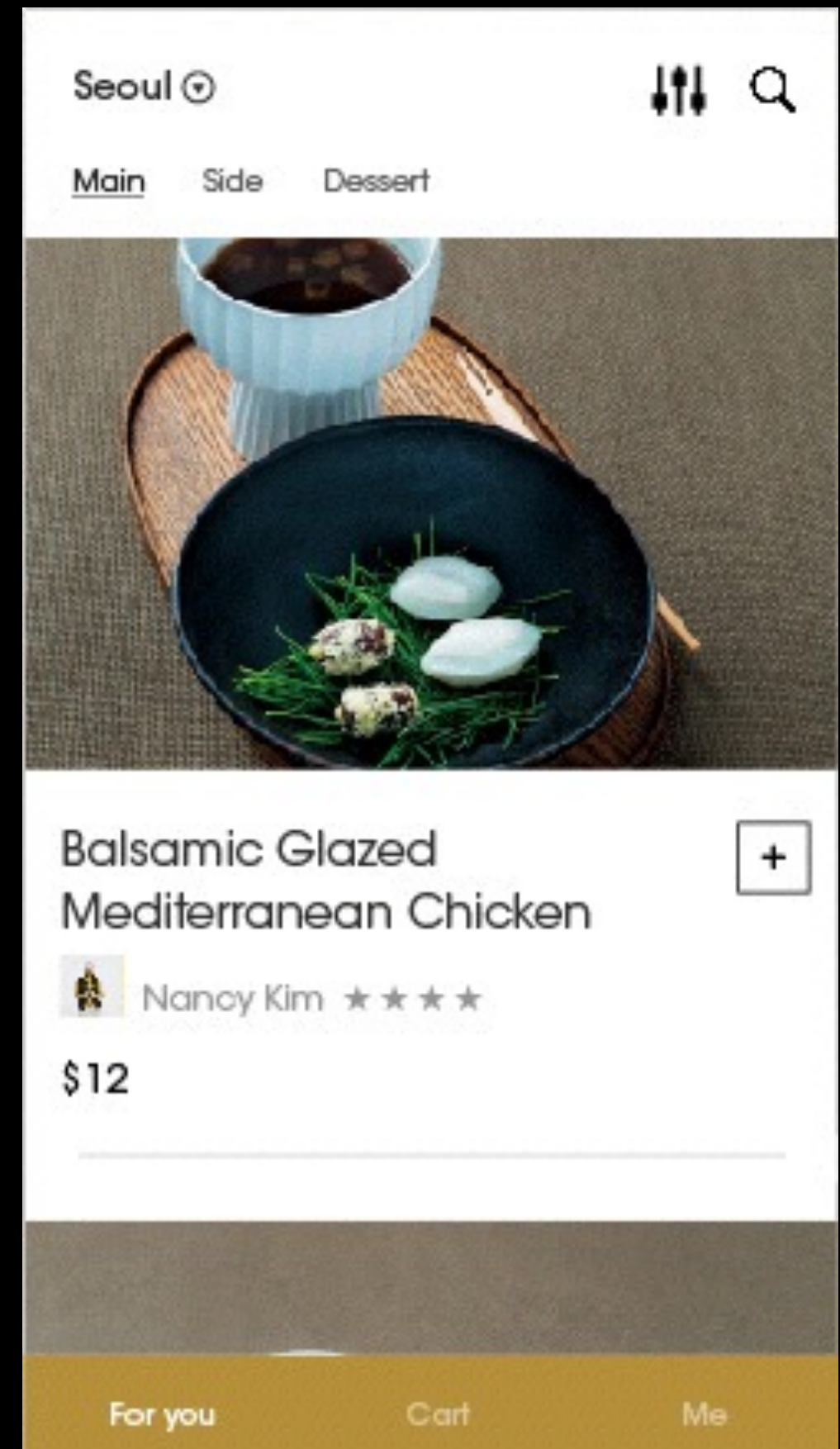
+

CART option



+

CART option





CART option

Cart


Foods ordered

Jan 2, 2017

12:10pm


16:10pm

21:10pm



Songpyeon
\$12

< 1 >



Bulgogi
\$13


< 2 >

Jan 8, 2017

16:10pm


19:10pm

22:10pm



Dakgalbi
\$12

< 2 >



Cucumbersobagi
\$14

< 1 >

Total\$ 51

Place order


For you

Cart


Me

+

CART option

Checkout

My Order




Seoul

Balsamic Glazed
Mediterranean Chicken

Jan 2, 2017 Thursday 13:00 pm, 3 people

Payment

PayPal >

Phone Number

(321) 413 - 3928 >

Subtotal + Tax

\$12.00 + \$0.90


Total

\$12.90

Place Order \$12.90

+

CART option

 **Contact and payment**

Name

Name

Phone


000-000-0000

Email


email@address.com

Add your card

>



Save information for future signin and order



Your sensitive credit card details are encrypted using SSL before transmission to our secure payment provider. They are not stored on your device or our servers.

Continue to review

Enjoy your food!