DishExpo

Franky Wang

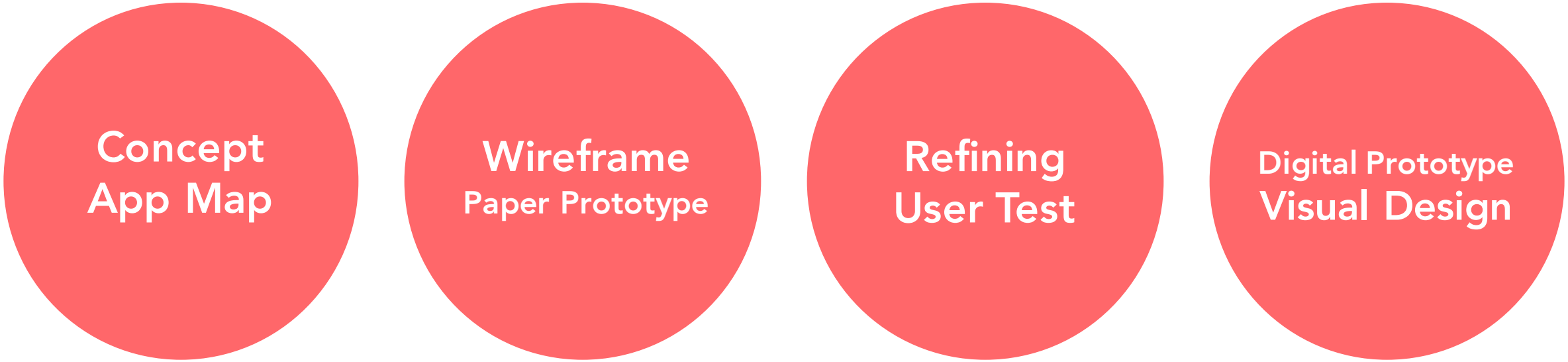
What is DishExpo?

Concept Statement

DishExpo is a social platform for users to freely upload the photos of their dishes from the restaurant.

By providing the basic information of the dish, the dish is promoted while making recommendations for users according to the first eyesight impression.

Design Process



Target Users

Foodies

Eager to observe new food and restaurants

Office Workers

Fast decision on what to eat during office lunch hours

Couples

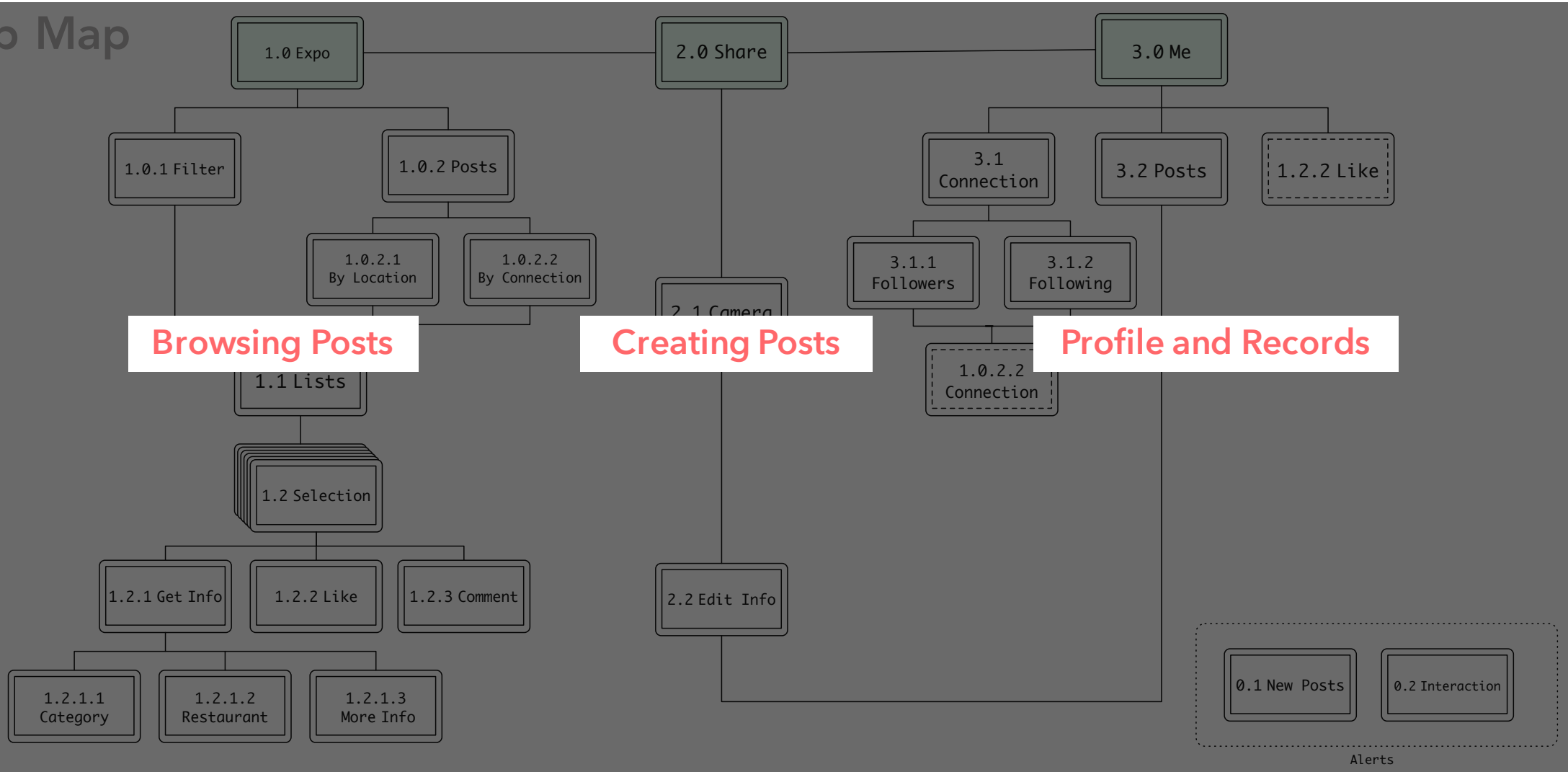
Strong in need of good looking dishes to light up their dates

Active social app users

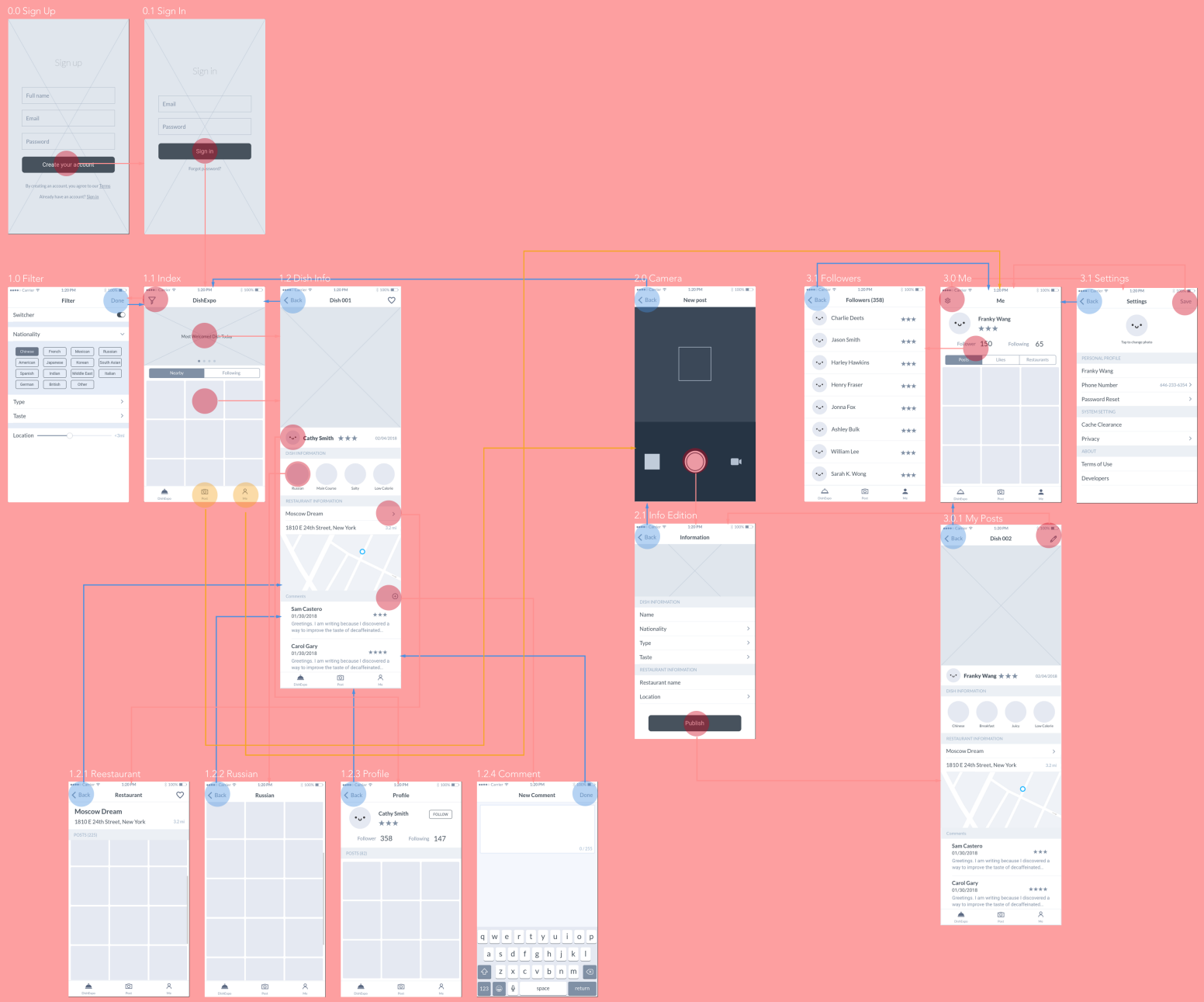
Love to share photos and connect with other online users

Functions

App Map



Wireframe


0.0 Sign Up
0.1 Sign In
1.0 Filter
1.1 Index
1.2 Dish Info
2.0 Camera
3.1 Followers
3.0 Me
3.1 Settings
2.1 Info Edition
3.0.1 My Posts
1.2.1 Reestaurant
1.2.2 Russian
1.2.3 Profile
1.2.4 Comment

User Tests

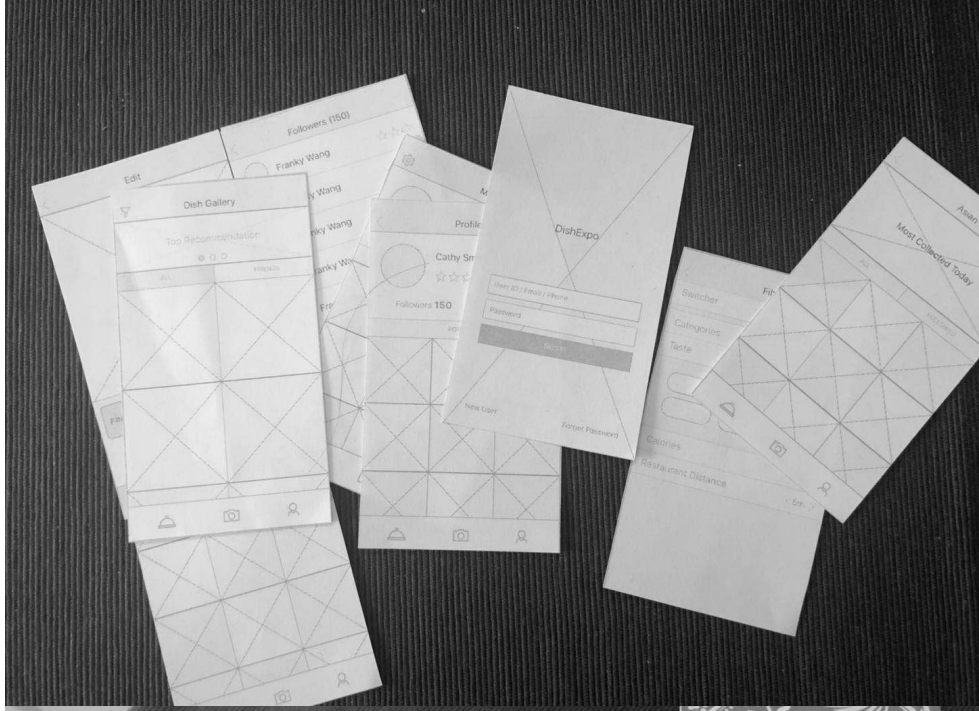
Prototype and Insights

Display order in functions

Reconsideration of categories

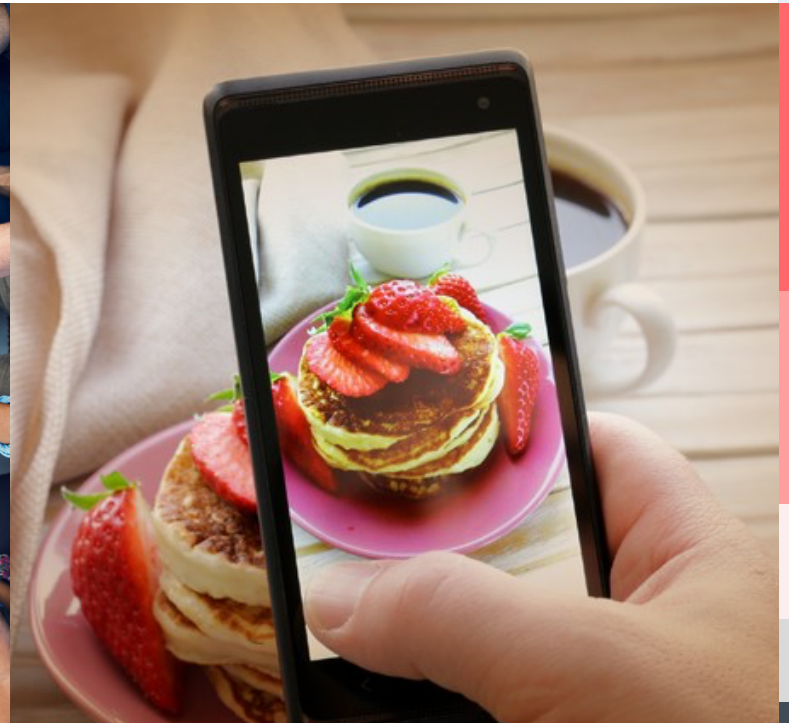
Settings of icons / texts

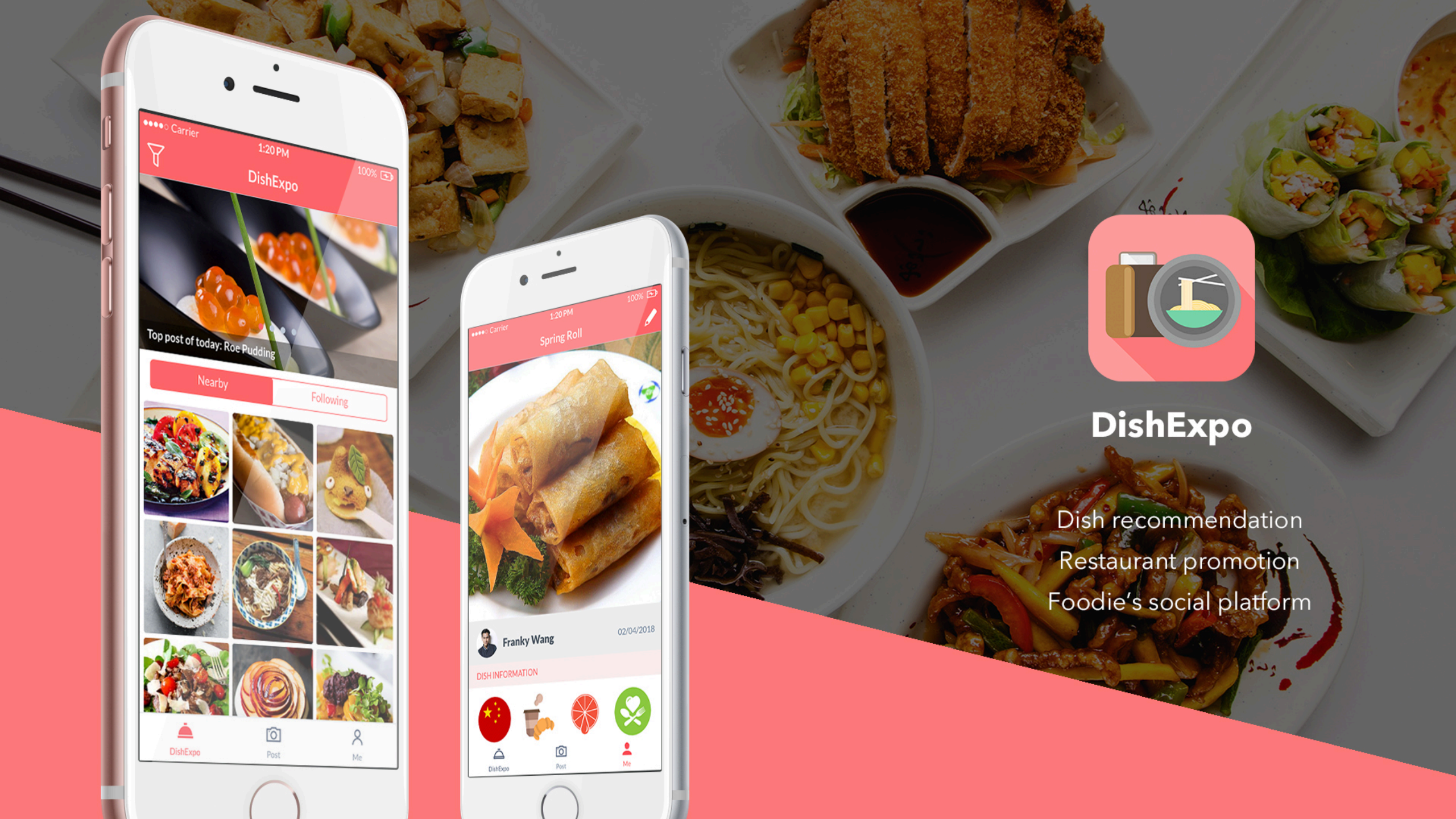
Most practical information in need



Visual Design

Mood Board



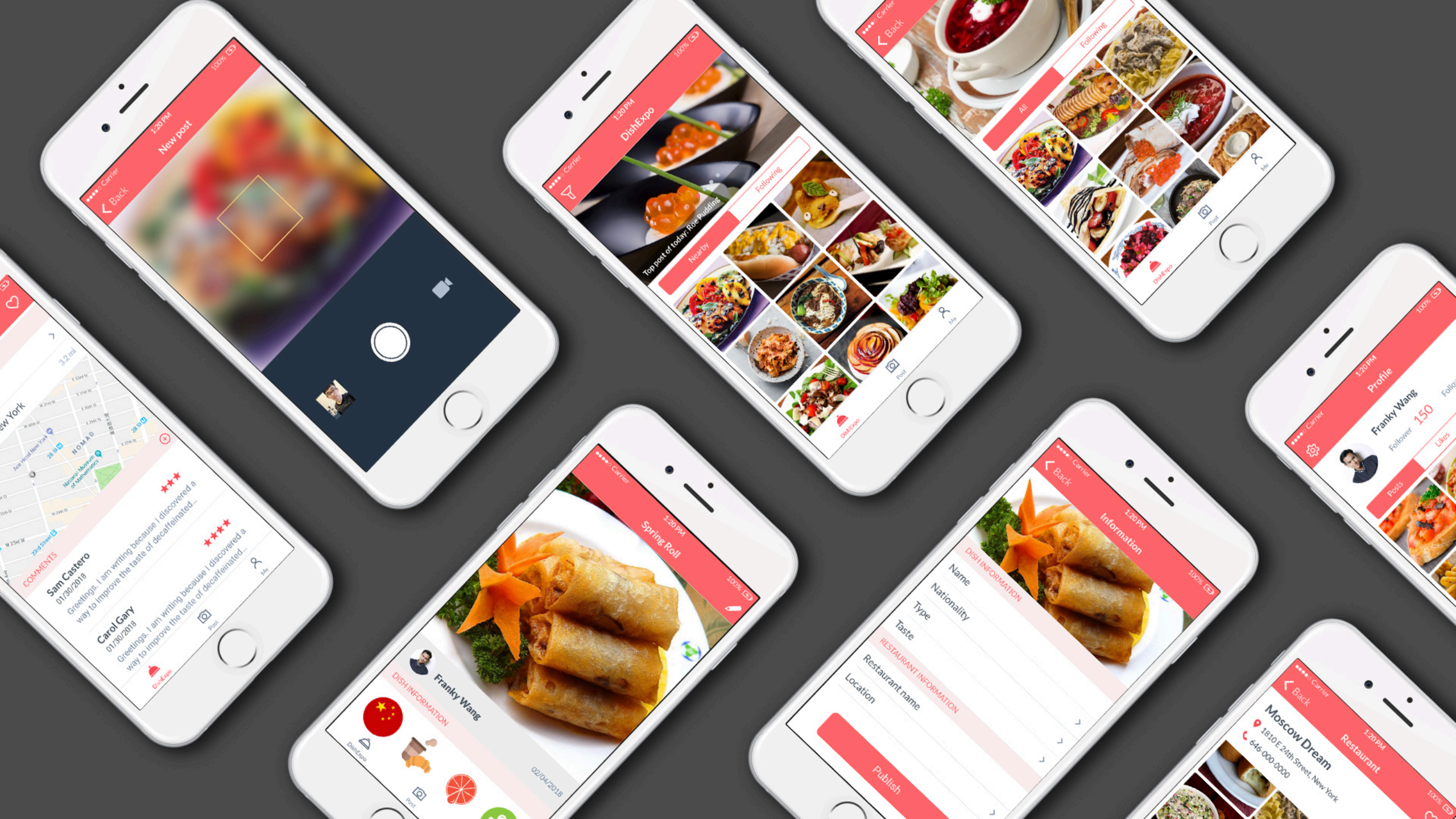


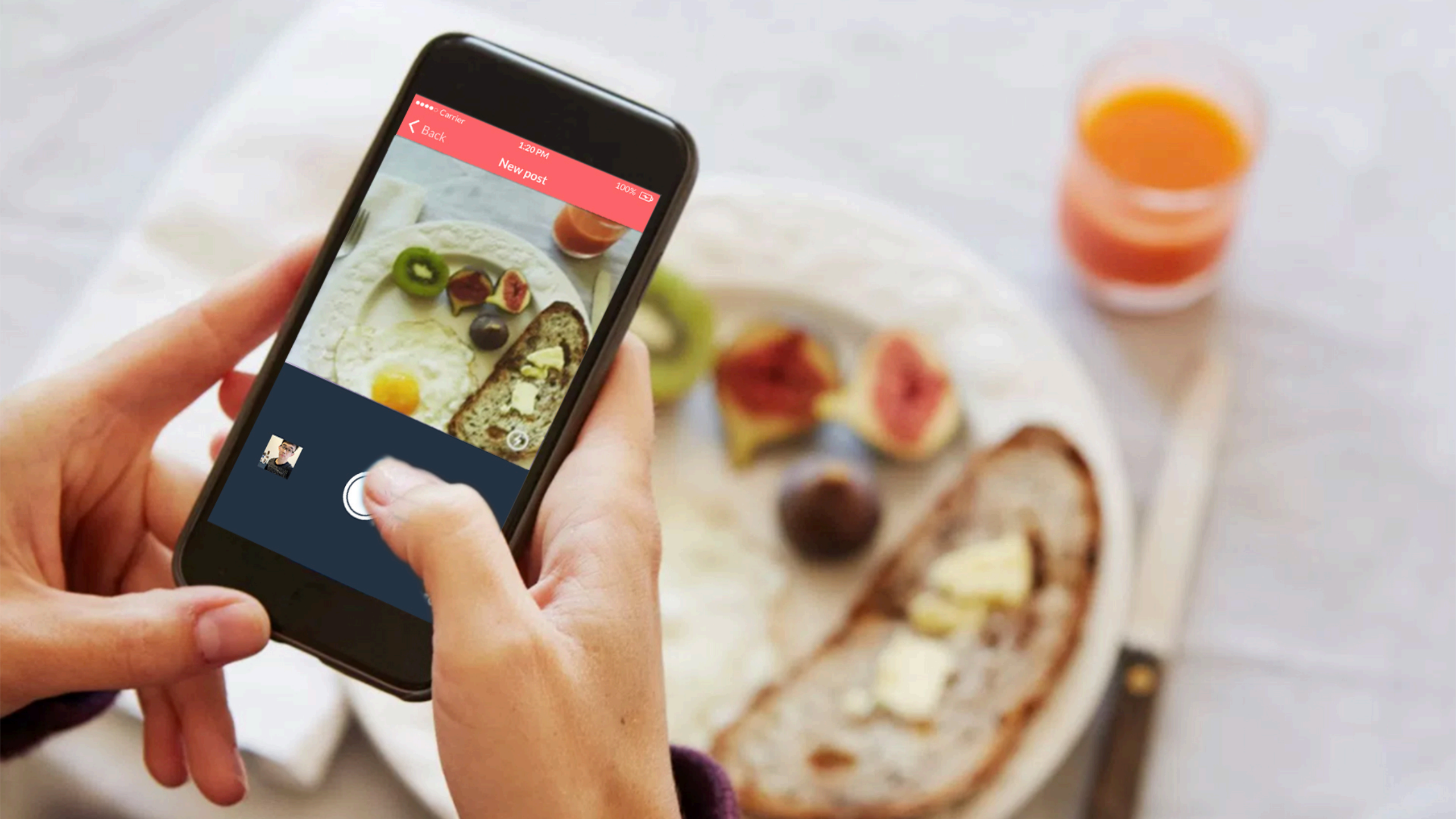
DishExpo

Dish recommendation

Restaurant promotion

Foodie's social platform


New post
DishExpo
Top post of today: Roe pudding
Nearby
Following
All
Me
Post
Profile
Franky Wang
Follower
150
Likes
Posts
Spring Roll
Franky Wang
DISH INFORMATION
02/04/2018
Information
Name
Nationality
Type
Taste
RESTAURANT INFORMATION
Restaurant name
Location
Publish
COMMENTS
Sam Castero
01/30/2018
Greetings. I am writing because I discovered a way to improve the taste of decaffeinated...
Carol Gary
01/30/2018
Greetings. I am writing because I discovered a way to improve the taste of decaffeinated...
Moscow Dream
1810 E 24th Street, New York
646-000-0000
Restaurant


Carrier
Back
1:20 PM
New post
100%

Carrier
1:20 PM
100%
DishExpo
Top post of today: Roe Pudding
Nearby
Following
DishExpo
Post

DishExpo

Thank you