

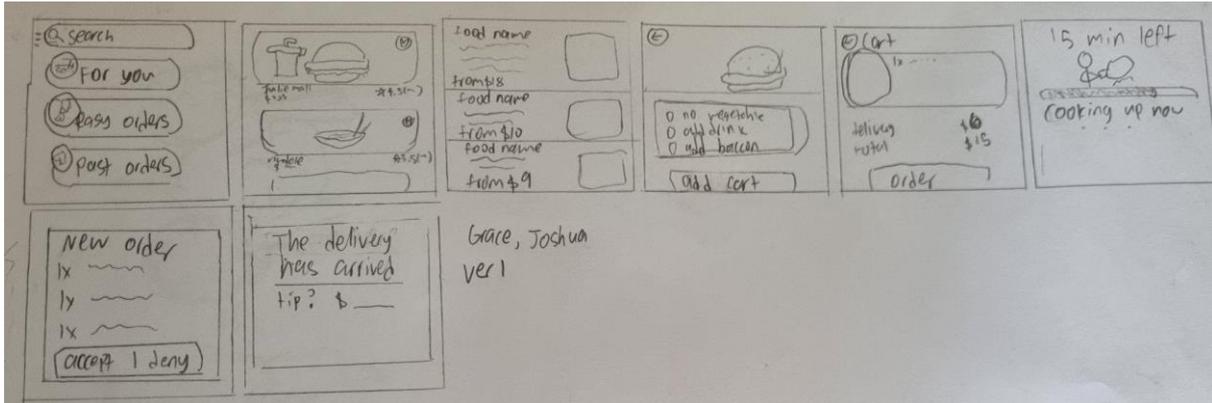
FreshFare’s Proposal

By Grace Foo

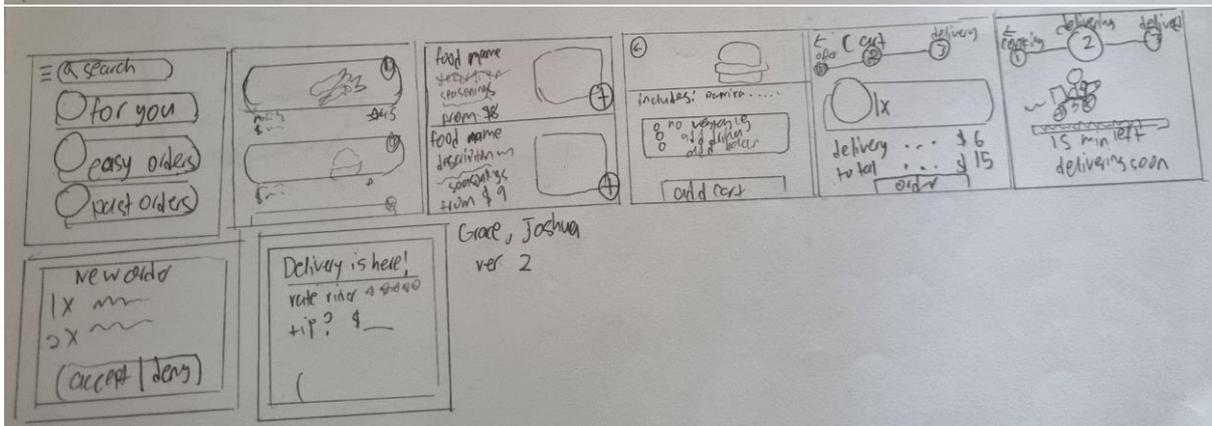
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Low fidelity for the smart watch



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Introduction



FRESHFARE

What is FreshFare? FreshFare is a delivery app, where home chefs can easily set up their own online stores on this app. Users will be able to order/pre-order meals from these home chefs and have it delivered to them with seamless delivery, and the home chefs will have an easy platform they can use to be able to promote their own home businesses.

Why the name FreshFare?

The food is freshly cooked by the home chef, and for the word fare, fare can be defined as the amount of money paid for a journey, also fare can also be used to describe a range of food as well. Thus, means that the user will pay a fare for freshly cooked food to arrive at their doorsteps.

Background

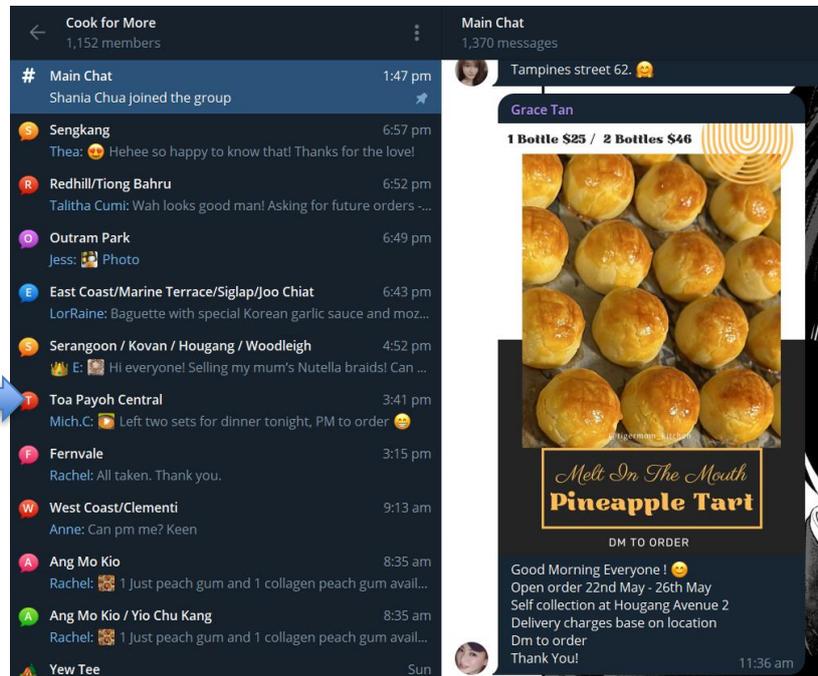
I plan to make a delivery app, where people can order home cooked from home chefs, to be delivered to them seamlessly without any convocation or need to meet up physically to pick up food, which reduces the spread of covid and give business to home chefs.

I first thought of this idea when covid-19 first started. My mother had a couple of friends who were in the food and beverage industry. However, due to the lockdown, many of them lost their jobs. This is supported by an article from CNBC stating that “ vast majority of the industry’s layoffs were in food service, where the government said 5.5 million chefs, waiters and cashiers lost jobs.” (Franck, 2020) . Those chefs tried to make money by selling food they had cooked in their own homes, however, the only ways they could promote their business was through WhatsApp and their own personal social media, but at times still struggled to find potential buyers, and were struggling to continue taking care of their families. Additionally, I also realized that due to covid-19, some people may not be with their families, and may miss eating home-cooked food. Thus, I thought of an idea that could help these home chefs, by having

a dedicated platform where users who want to buy homemade food, can easily buy food from these home chefs, to be delivered to their houses without much contact with others.

Why retain FreshFare in a post covid world?

The benefits of retaining this app post covid today are that there are still home chefs who want to continue selling their food and people who want to buy home-cooked food. As seen from an article from Mothership, Cassandra Xu, who is a housewife and went on to being a home chef, and later created a telegram group to help promote and sell other home chefs food named cook for more, which proves that multiple are still trying to make a business as a home chef.



This is the telegram group, as you can see its still quite active and there are multiple members in this group, proving that there is still a market of home chefs that we can target, post covid.

As well as potential buyers

By keeping up FreshFare in a post covid world, we can help these home chefs promote themselves on a dedicated platform without worrying much about delivery, or contacting people, as the delivery will be seamless without much interaction with the customer.

Additionally, with post covid and people going back to work, the average Singaporean can be quite busy, they are unable to have time in a day to cook at home, as shown in an article from Moneysmart, stating “ With 1 in 5 Singaporeans working more than 11 hours a day, spending time buying groceries and whipping up something edible in the kitchen can seem like too much of a sacrifice.” (Poh, 2015). And leading with only about 22% of Singaporeans cooking at home, this is supported by an article from CNA, stating that “A recent survey has shown that just 22 per cent of Singaporeans cook at home daily, compared to those in other cities such as Shanghai and London.” (Chia, 2022) . Due to the lack of cooking at home and being busy at work, some Singaporeans may miss eating home-cooked food but want it at their convenience, since their so busy, thus FreshFare may be a solution to this issue, where it can be easy to place an order for a home-cooked dish, with seamless delivery without much contact, to save time in their busy lives.

A summary of the proposed enhancements is making an app where you can easily set up a profile to start selling home-cooked food as a home chef and to be able to deliver the food to someone who wants to eat home-cooked food, with seamless delivery. It is still useful today as there are still multiple home chefs who are still trying to make business, and many Singaporeans who are busy may rely on the app for a freshly cooked meal that can be easily delivered to their homes

This app is meant to target home chefs for they to have a dedicated platform to easily set up a store from their homes with cheaper and seamless delivery, and to users who want to buy home-cooked food.

Core objectives

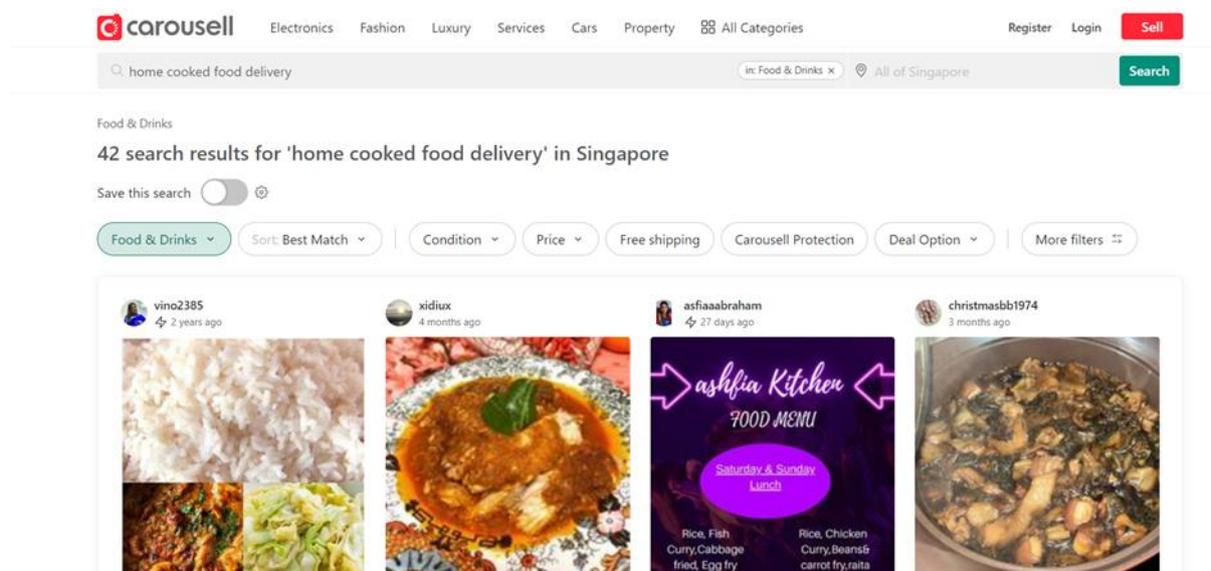
A user who wants to set up an online store selling food, and for it to be easily delivered to others.

A user who can buy home-cooked food on a platform easily without much hassle

Competitive Apps in Singapore

1. Carousell

Carousell is an app where locals can promote and sell services, and second-hand items



Advantage as a platform to buy/sell home cooking

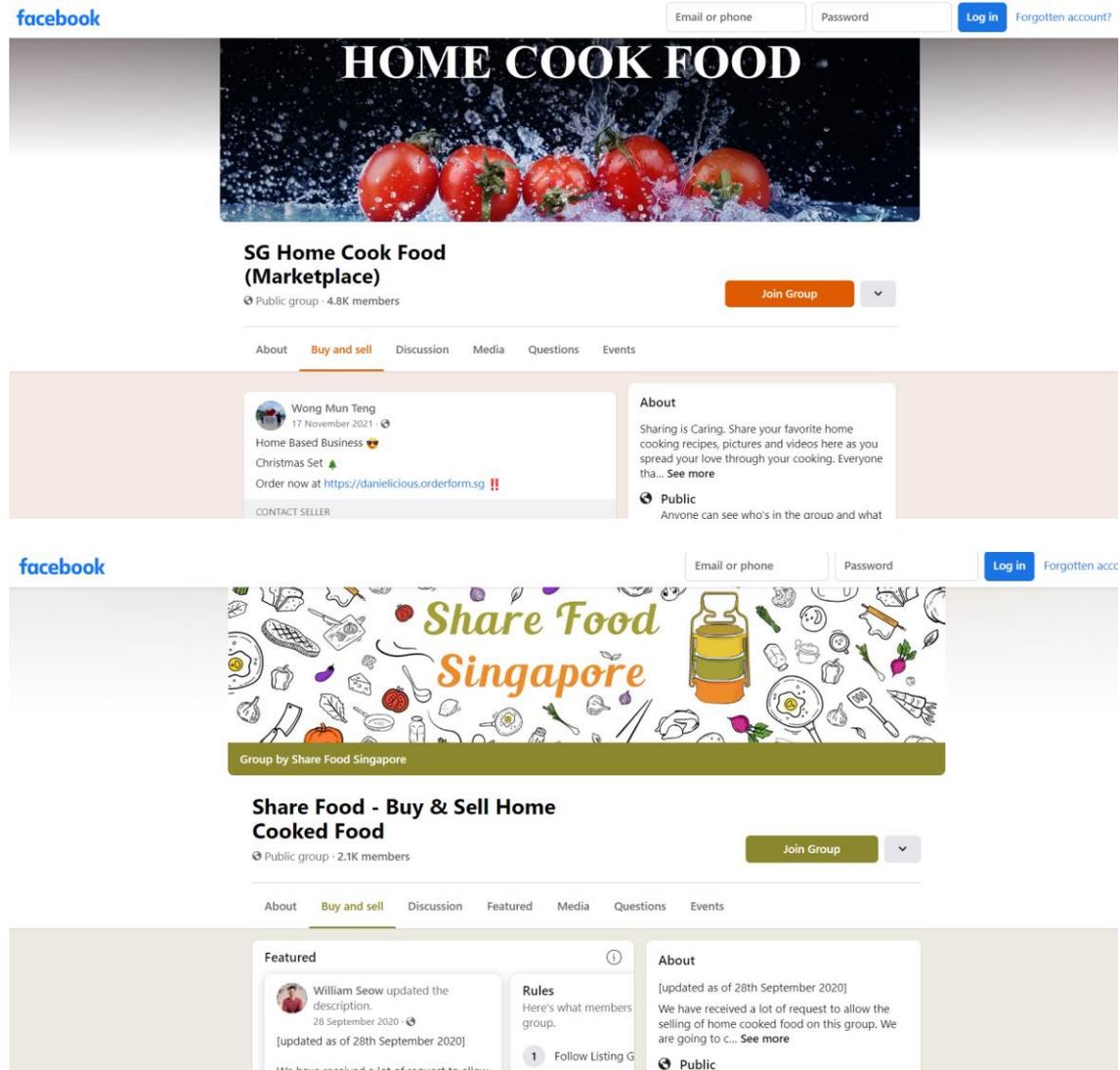
- Good way to promote their cooking as Carousell has a system where you can spend money to promote your listings. Additionally, many Singaporeans use carousell
- There are reviews so people can trust the home chef if the reviews are good
- Able to filter listings, for example, to filter cheapest to the most expensive, filter listings that are near to a certain location

Disadvantages as a platform to buy/sell home cooking

- Not many listings and options to choose from
- Most listings don't have an option for delivery and or have delivery that is seamless and requires a lot of back and forth, which turns off people, instead of a one-stop payment. Additionally, because of the lack of delivery and pick up only being available, this could increase the spread of covid-19
- App is not mainly focused on home-cooked food

2. Facebook Marketplace

Facebook market place is where you can join a group and find things that you would want to sell or buy. In this case ill be looking into the facebook market place groups called SG Home Cook Food and share food singapore.



Advantage as a platform to buy/sell home cooking

- Multiple users use facebook market place and there are multiple people in this group as well. Thus there are more possible options for buyers and there would be more eyes on the home chef's business

Disadvantages as a platform to buy/sell home cooking

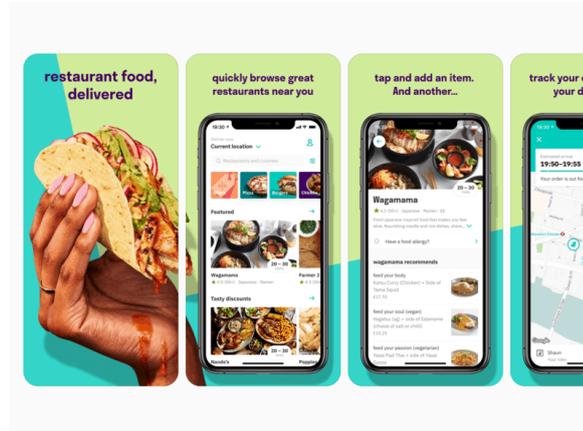
- Facebook market place as a whole, doesn't focus fully on promoting home cooked food by home chefs
- There is no way to put feedback or to review people's food publicly, which may create a lack of trust among users
- Most listings don't have an option for delivery and or have delivery that is seamless and requires a lot of back and forth, which turns off people, instead of a one-stop payment. Additionally,

because of the lack of delivery and pick up only being available, this could increase the spread of covid-19

- The groups don't seem very active at times

3. Deliveroo

Deliveroo is a food delivery app, where users can browse and order food from restaurants



Advantage as a platform to buy/sell home cooking

- They offer seamless delivery
- There are ratings for the restaurants
- There are multiple promotions on the app

Disadvantages as a platform to buy/sell home cooking

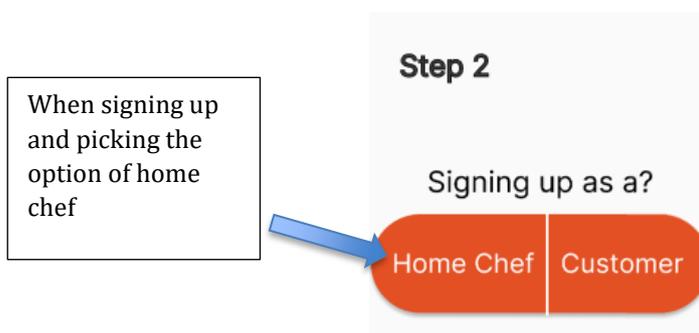
- Hard to set up as a seller on the platform, especially if you are a home chef
- There is no description of those reviews, thus users may be lacking the reasons why the restaurant received that review, for example, maybe the dish had hair or plastic in the dish, and the restaurant may be rated 3 stars. Users can't filter and or see the response why it is the case

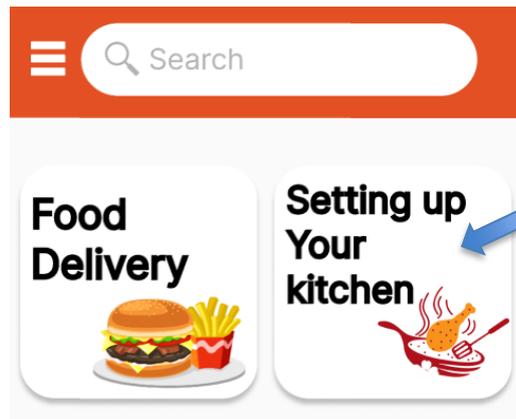
Functions

Mobile app functions

1. Setting up your own "store" easily as a home chef

This function is for home chefs to be able to easily set up their stores on the platform. They can set up their listings and profile and receive alerts and orders





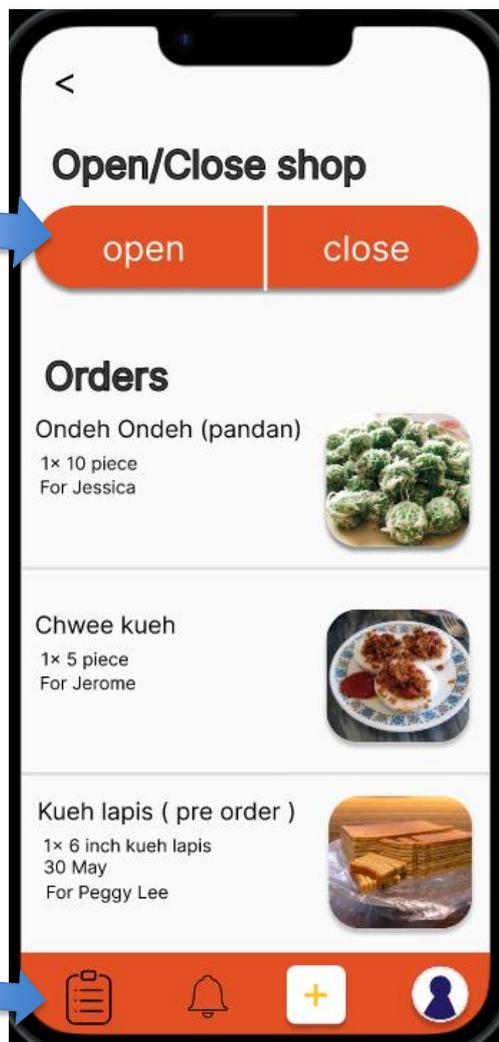
You can make and edit your profile and store through "setting up your kitchen"

When clicking "setting up your kitchen", it shows this system for your home kitchen.

The first page is the order page

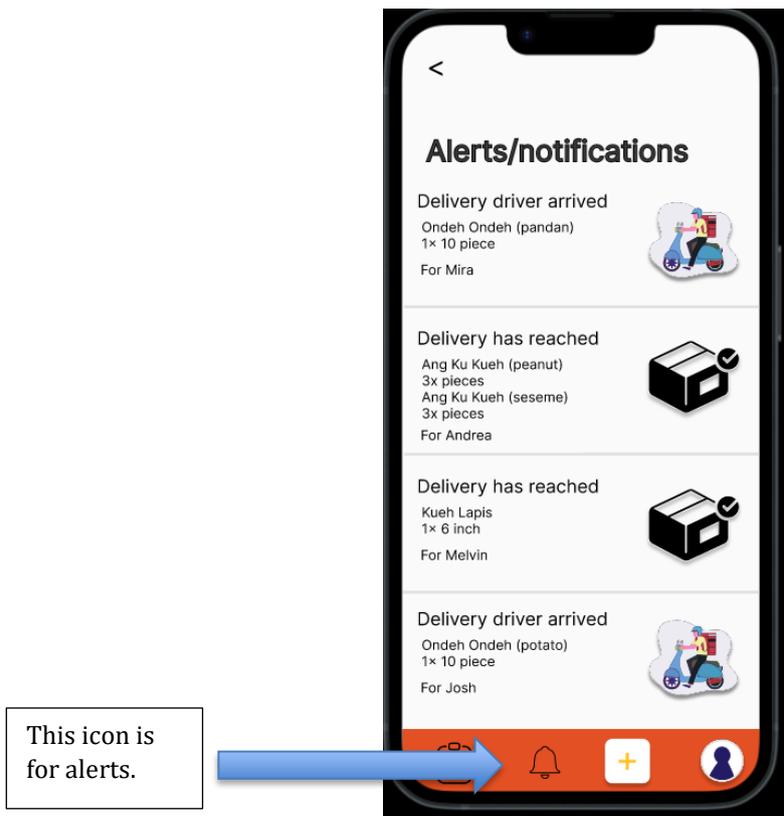
You can see all the orders you have received for your shop, both MTO and pre-orders

option to open the shop (to receive orders), and to close the shop (closing all orders for the day)

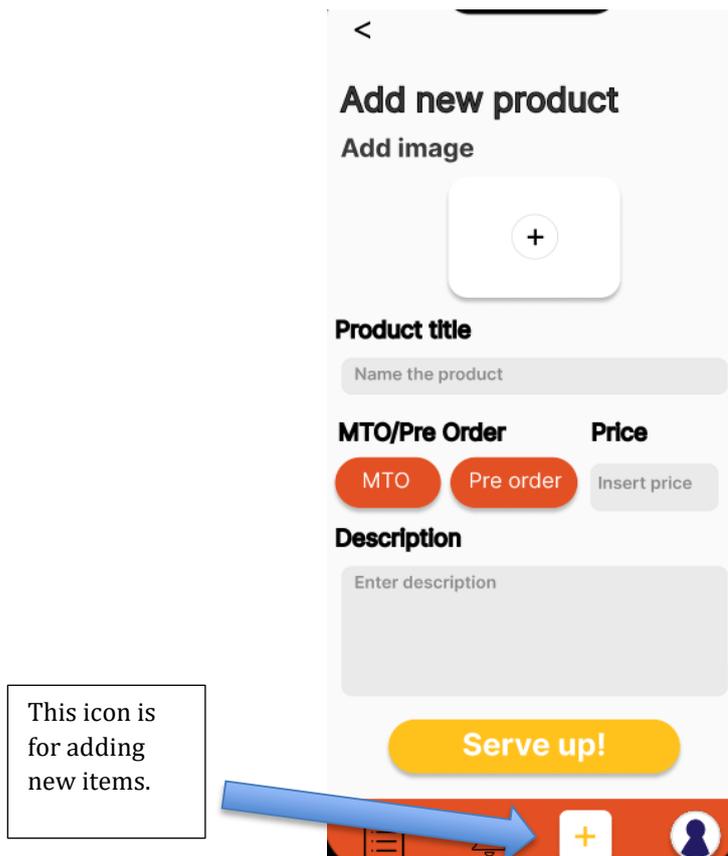


This button is for orders

The next section is the alerts. This shows the alerts and notifications to the home chef, showing if the delivery driver is here to pick up the item, or that the item has reached the buyer



The next section is to add a new product. The user can add images to the product, give it a title, tag the item for made-to-order or for pre-order (pre-order is for dishes such as baked dishes, which takes time to cook), give it a price, and give the product a description



The last section is the chef's profile, it shows the chef's products, the reviews and about. The chef can edit their background image, and their profile picture. They can also add their social media for more potential exposure for their business

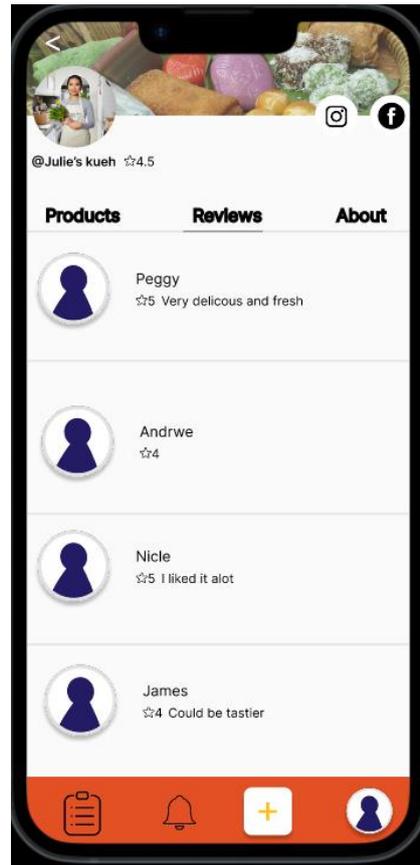
The screenshot displays a mobile application interface for a chef's profile. At the top, there is a header image of various pastries, a profile picture of a woman, and social media icons for Instagram and Facebook. Below this, the text '@Julie's kueh ☆4.5' is visible. Two tabs, 'Reviews' and 'About', are positioned above the product list. The product list includes three items: 'Ondeh Ondeh (pandan)' with a description 'Chewy pandan and coconut flavoured balls', '10 piece | MTO \$5', and an image of green balls; 'Kwee Kueh' with a description 'Rice kueh steamed with fried shallots on the top', '5 piece | MTO \$5', and an image of rice cakes; and 'Kueh lapis (pre order)' with a description 'Delicious Kueh Lapis, baking layer by layer in the oven', '6 inch | pre order \$20', and an image of layered cakes. At the bottom, a navigation bar contains icons for a clipboard, a bell, a plus sign, and a profile icon. Three callout boxes with arrows point to specific elements: one to the 'Reviews' tab, one to the 'About' tab, and one to the profile icon in the navigation bar.

You can click here to see the reviews

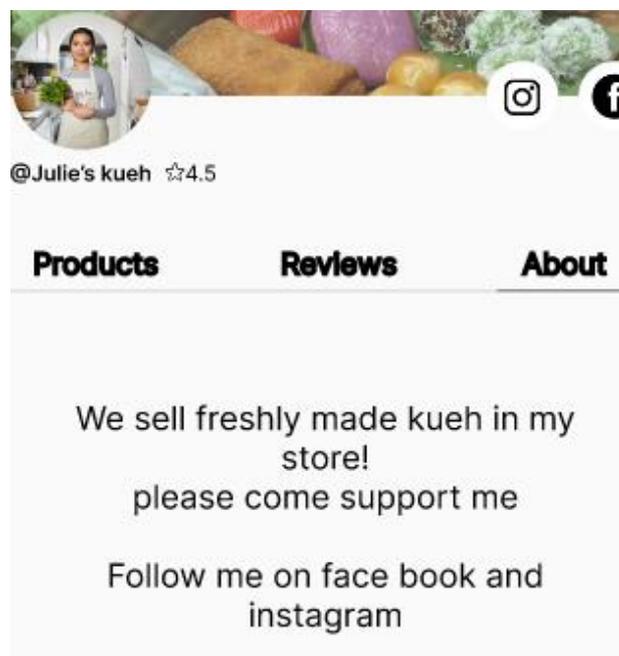
You can click here to see the about

This icon is for the profile

This is the review page. Some users may not trust some of the chefs on the platform, so for users to trust the chefs, there should be a review tab. The home chefs may also learn how to improve from the feedback given in the reviews.

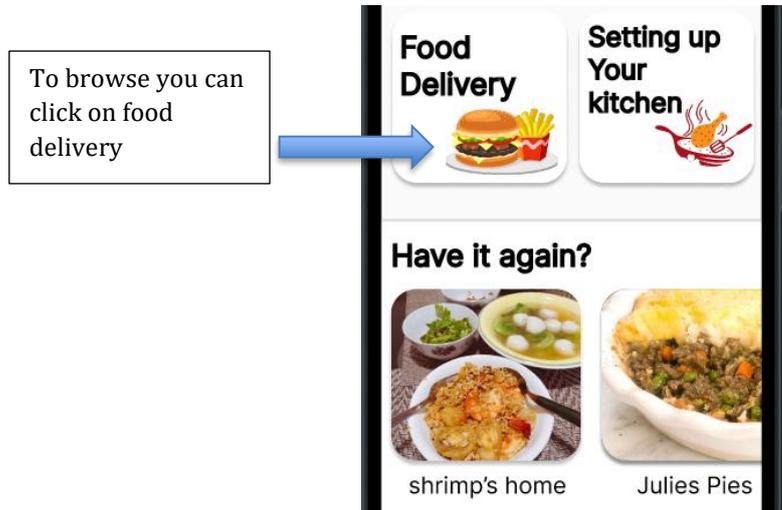


This is the About page, this is for users to learn more about the chefs store.

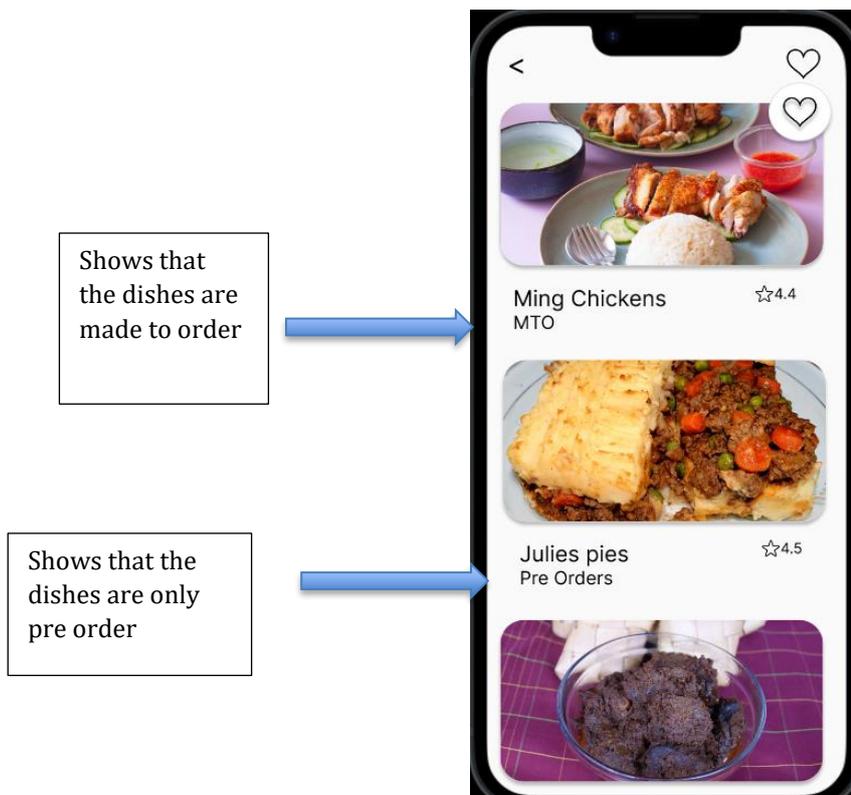


2. Being able to browse and order a meal

Here you can browse for food to order. It will show you all the stores that are available to order from. You can pick a store and have a look into more details and the foods they offer and later be able to order a meal straight to your doorstep

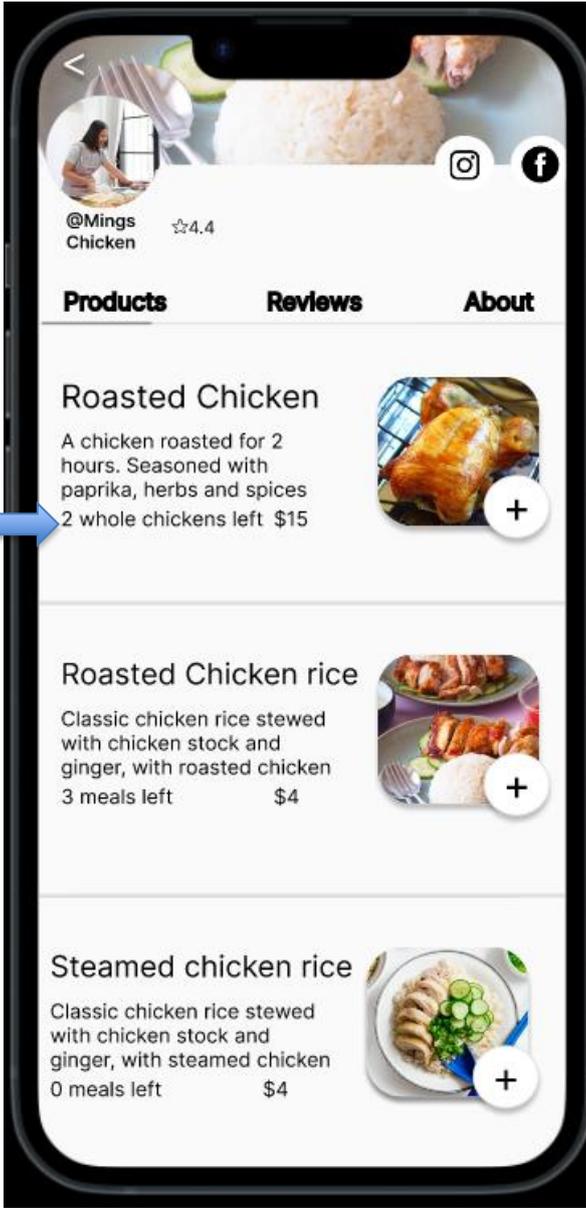


After clicking on food delivery you can browse the options. You can click on a store you want to look more into



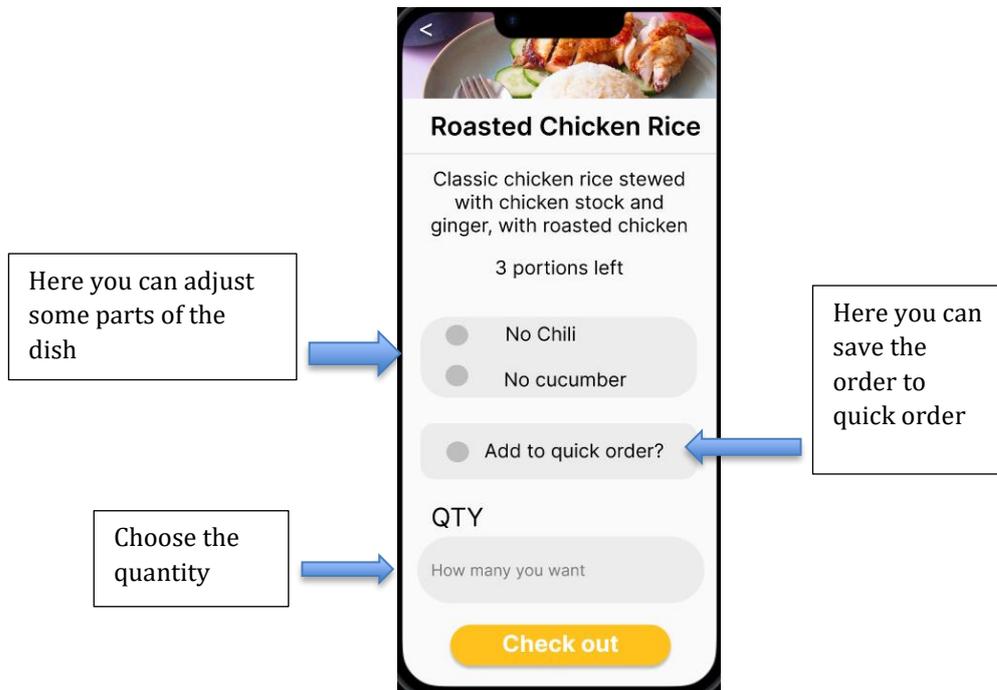
After clicking on the store you want, you can look more into the store, you can see the products, reviews and the about page as well. You then can click on the plus sign to open up the next page, where it shows more details when ordering

You can see how much stock there is left, for this example there are 2 chickens left. This is so the user who is trying to buy delivery knows how much is left and wont order more than the app says so

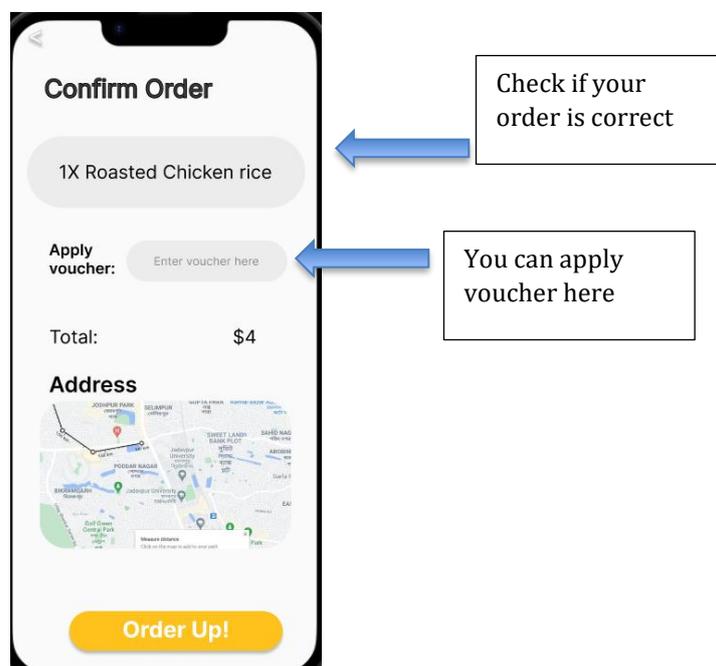


After clicking on the dish you want to buy, it shows a ordering page and the dish in more detail. You can adjust the order, like having no chili or no cucumbers and the quantity. After customizing the dish you can also add it to your quick order list which will be touched on later in the proposal.

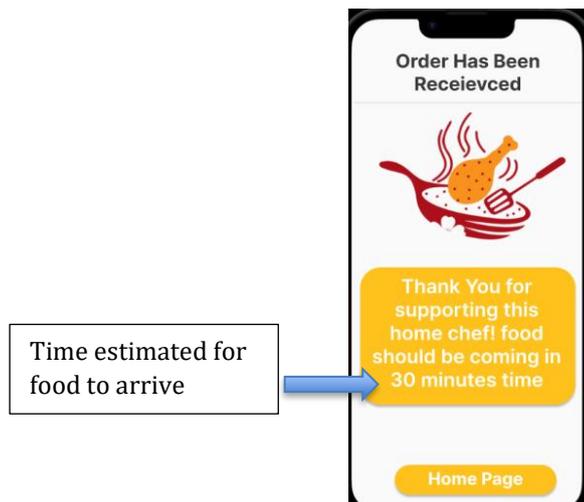
When you are done adjusting your order, click on check out.



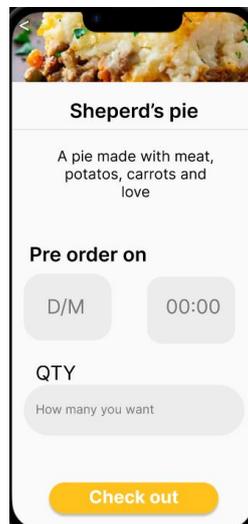
Clicking on the check out button will lead you to the confirm order page, here you can check over if the order is correct, if the total price is correct and to check if the address is also correct. You can also apply a voucher code if you do have one (vouchers are added to the app to incentivize new users to use the app). Once checking that everything is correct, you can click order up and you have successfully ordered a meal from a home chef.



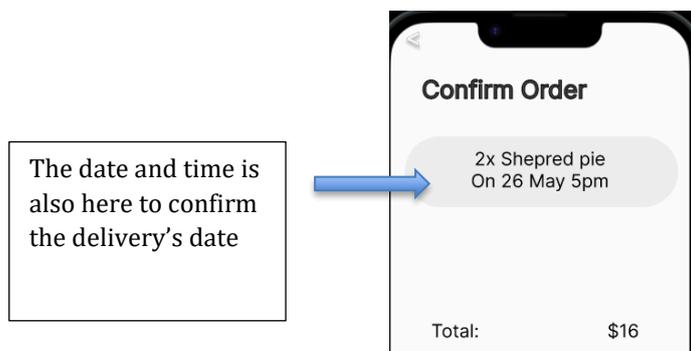
This is the order successful page, it also states how long the meal will arrive



For pre orders everything is the same up to the order details page where it will ask for the preorder date and time. You will realize there's no option for quick orders, as quick orders will be mainly used for smart watches for quick and fast ordering, so pre-orders on a smart watch may not be very effective especially since the watch is small



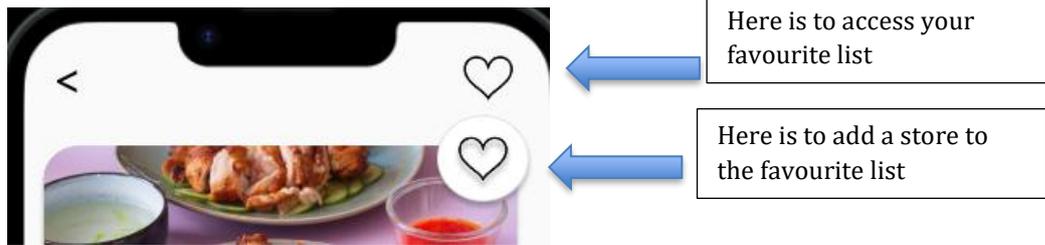
The confirm order page for pre orders will also show the date and time for the dish to be delivered as well



3. Favourites

This is where you can store all your favourite stores in a list that you love ordering from so that you won't lose the store when you want to order from the store again

You can add your favourite stores to your favourite list by clicking on the heart icon



You can also access the favorites list by opening up the hamburger bar



This is what the favorites list looks like, you can then click on a store and normal as per usual.



4. Add, delete, and pick and switch the payment

One of the persona's I interviewed mentioned to me that a pain he had is to unable to add new cards, delete old cards, and being unable to pick which payment he wanted. Thus, I implemented a function that will help with this.

With this function, you are able to add new payment options, pick which payment option you want to use, and delete payment options

When signing up, the app will prompt for your payment details.

Step 3

Insert payment details:

 12345678 123
expire date: 10/7

To check your payment details, click on the hamburger bar and click on payment details

X Grace Foo

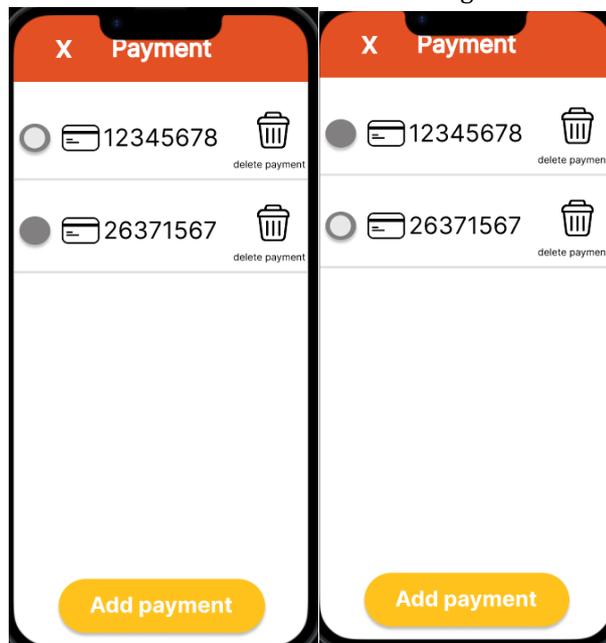
Favourites

Quick Orders

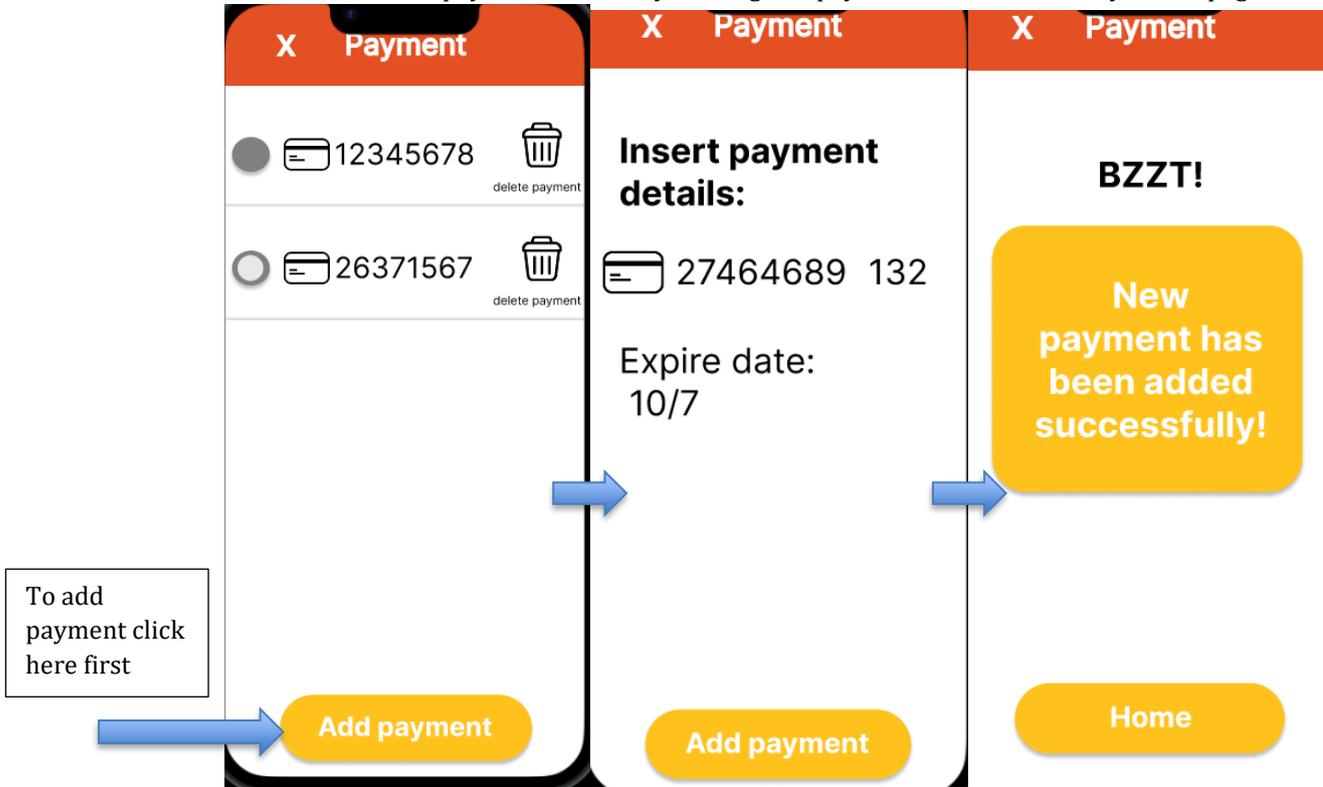
Address

 **Payment Details**

It will then show this page where it shows the multiple cards, you can select which card the bill will charge by clicking on the grey circles. By picking the selected card, the app will by default charge the selected card. You can delete the card when clicking the trash can

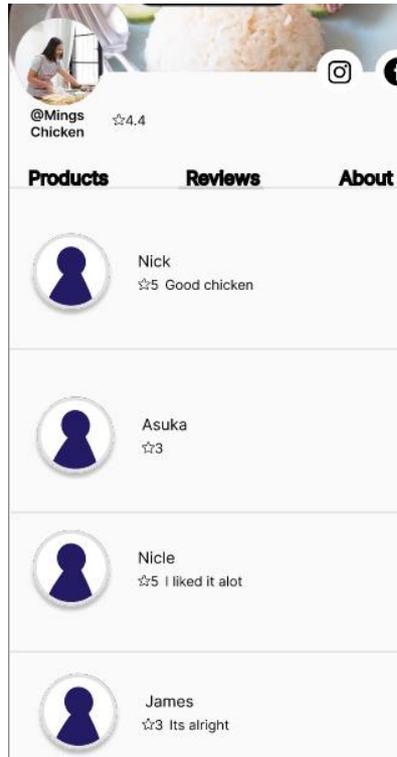


You can add a new payment as well, by clicking add payment and it will show you this page



5. Add Reviews

For users to trust buying from home chefs, there should be a way to see reviews and feedback on their profiles. You can see reviews on profiles by clicking the review tab. Home chefs can also take the reviews as feedback on what they can improve on as well



You are only allowed to review a shop after successfully ordering a meal from them, to keep it fair. To leave a review, open the hamburger bar and click on the feedback/review



Then pick and click on one of the past orders you want to review

X Review past orders



Julies pies
2x Shepherd's pie



Shrimp's house
1x shrimp fried rice

Then you would be shown a page where you can rate the dish you ordered out of 5 stars and if you want you can also add your thoughts about it. After being done with the review, click on submit and there will be a page showing that your submission is successful

^ Shrimp's house shrimp fried rice



Submitted successfully

Your review has been successfully posted. Thank you for your feed back

Here you can rate the dish out of 5 stars

Rate: ☆ _____

Review:

Enter your thoughts about the dish u ordered here

Here you can rate the dish out of 5 stars

Submit **Home**

Smartwatch functions

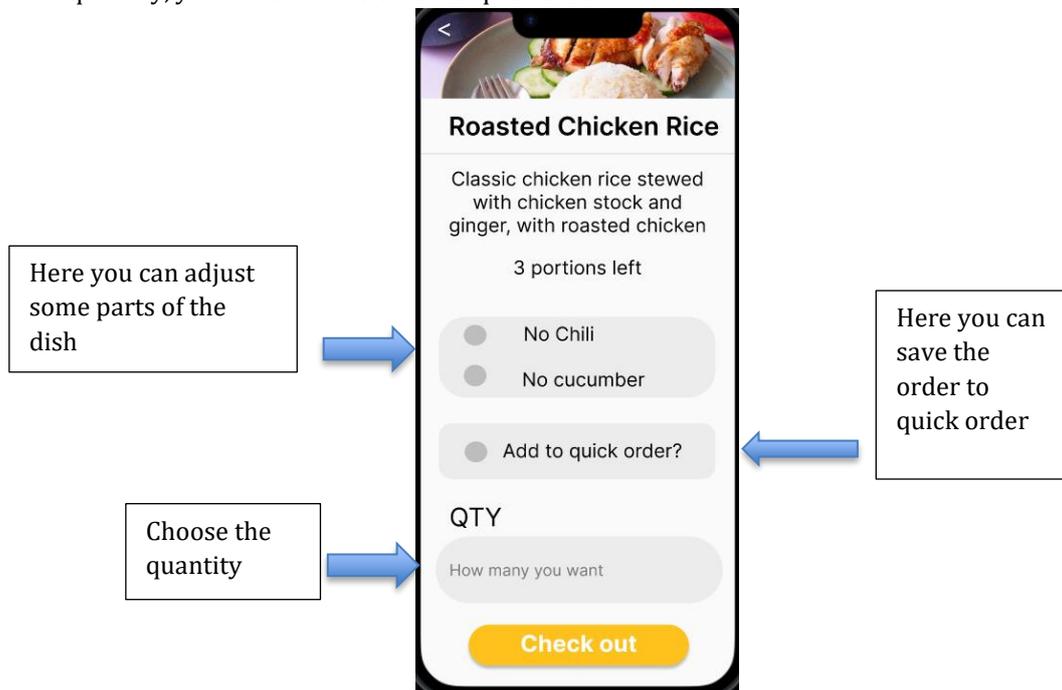
For the smartwatch, since the smartwatch is small, there are limited functions compared to the mobile phone. For example, you can't browse for foods as it's too small to see and type to search for food, you can't pre-order items from stores and you can't make an account on the smartwatch. The reasoning for not being able to make an account on the smartwatch is to quicken ordering food on the smartwatch since the smartwatch is small, mostly used for convenience and to make the app feel less cluttered. All settings such as payment details and address, can be done on the mobile version, thus when placing an order, the app automatically charges the card which was chosen and can be edited in the setting, and for the address, the food will be sent to the address which is placed in the setting in the mobile app's settings.

1. Quick orders

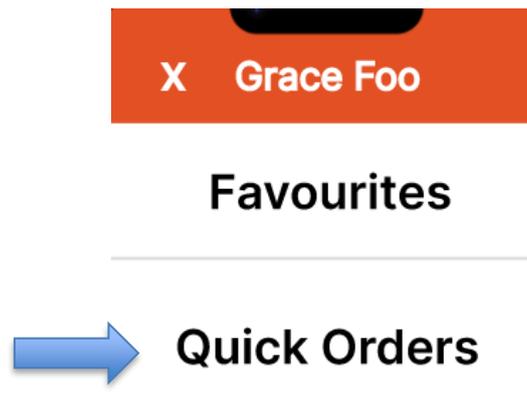
Since the smartwatch is small and mostly used for convenience I decided to make a function that can easily order your food in 4 taps.

How to set an easy order for your smartwatch?

As shown earlier, for made-to-order dishes, after editing your meal and adjusting a few things like quantity, you can save this order to quick order



To access check and look at quick orders on mobile, click on the hamburger bar and click quick orders



The quick order list would look like this.

X Quick Orders



1X Roasted chicken rice

- No Chili
- No Cucumber



Here is to delete the order, if you no longer want it in your list

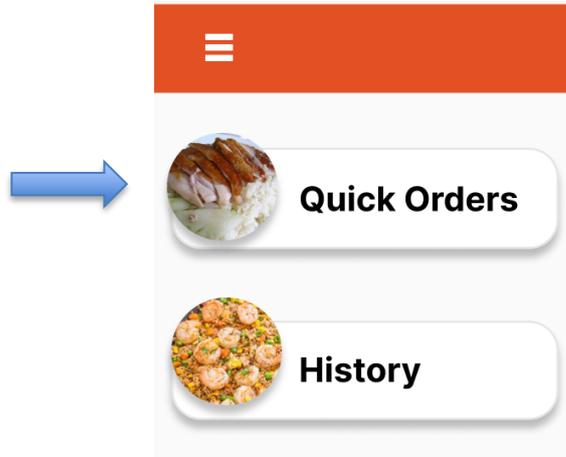


1X shrimp fried rice

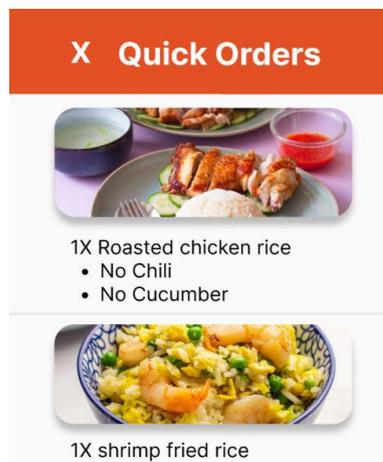


How do you place a quick order on your smart watch?

First log in and tap Quick orders.

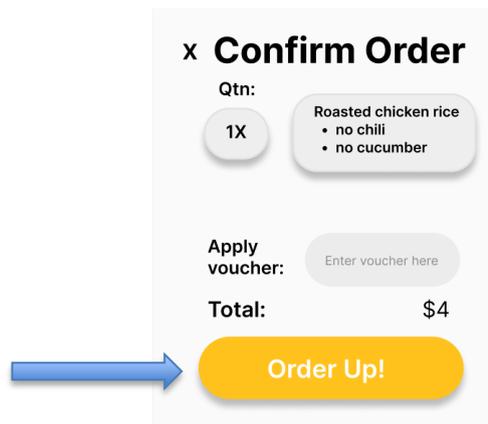


Then pick one of the dishes you previously added as a quick order. (for this example I will pick the roasted chicken rice



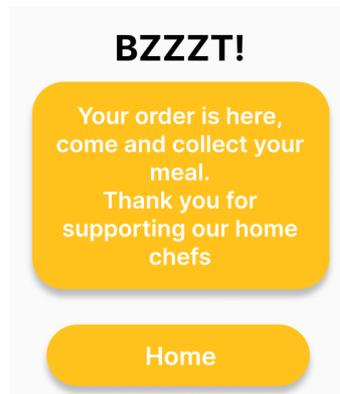
The app will immediately skip through the details and go to the confirm order page.

And after clicking Order up, your order has been placed, in just four easy steps



2. Vibration to notify user's

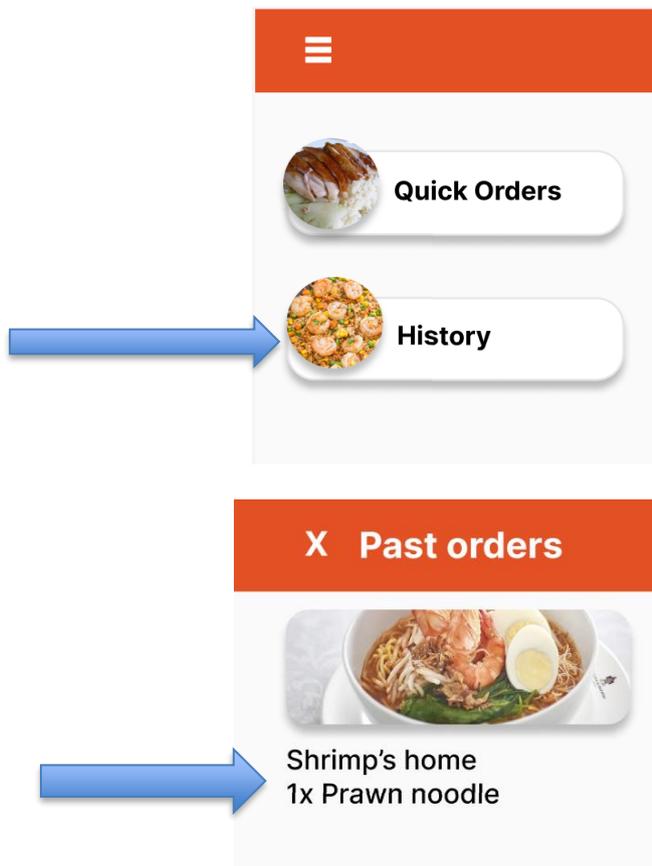
The smartwatch will vibrate on the user's wrist to help notify the user that the food has arrived

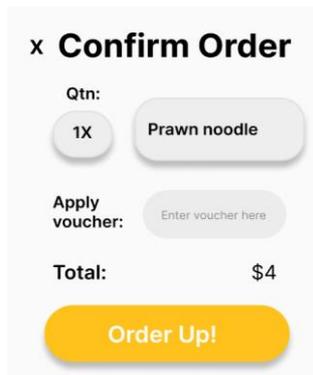


1. Being able to quickly order past orders you have ordered

If you are in a rush and want to order the exact same thing you ordered in the past, you can order it quickly by going into history

When you click on history it shows your past orders, in this instance its just one bowl of prawn noodles, you can click on the order and it will immediately show you the confirm order page. Click on order up and the order is complete



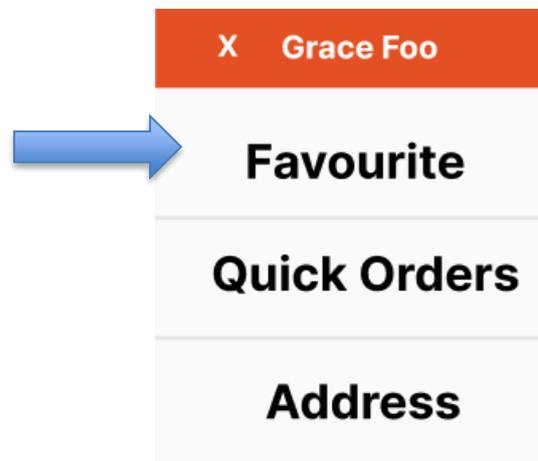


3. Favourite

Here you can look at your favourite stores from the favourite list, and order a meal from it

Favorite shows all your favorite stores that you have put in this list. The list can be adjusted in the mobile version. For the smartwatch, you can tap and open the favorites list and put a order. You can find your favourite in the hamburger bar (stores with pre-orders will not be shown)

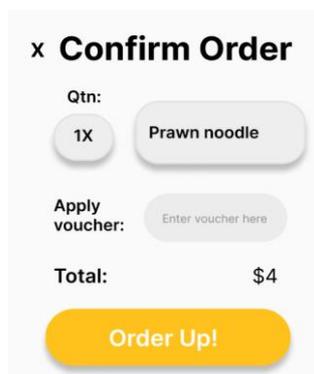
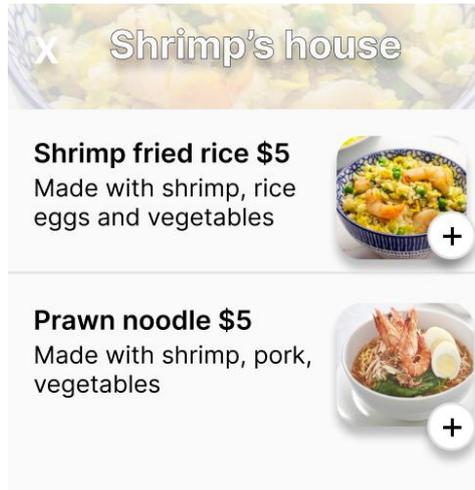
Click on favourite



And click on the store you want to order from

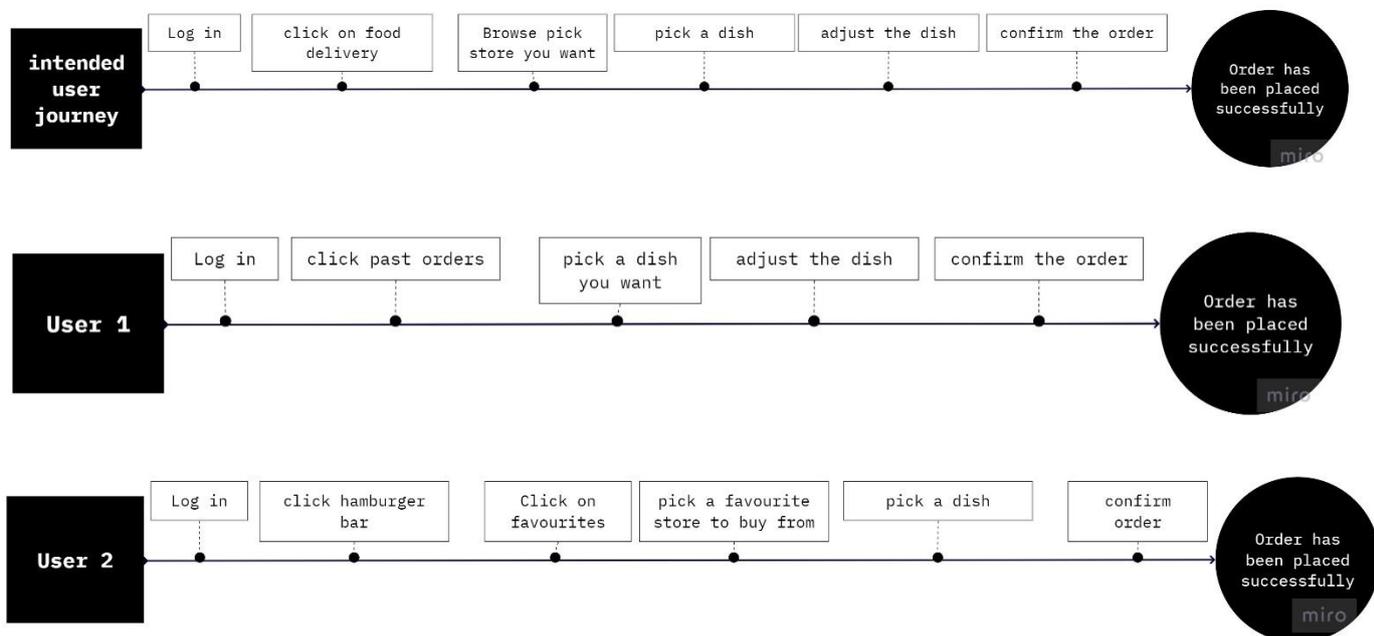


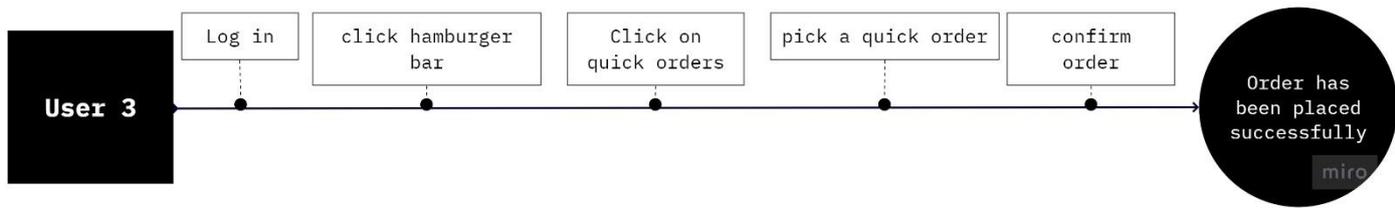
Pick a dish you want from the store, click on it and you will land on the confirm order page. Then place the order, and click order up and the delivery is done



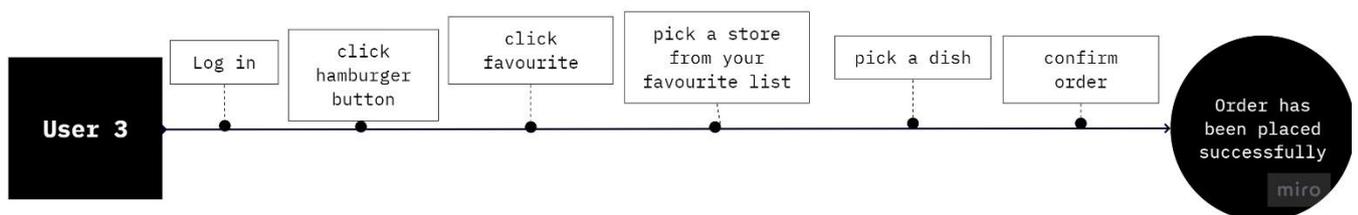
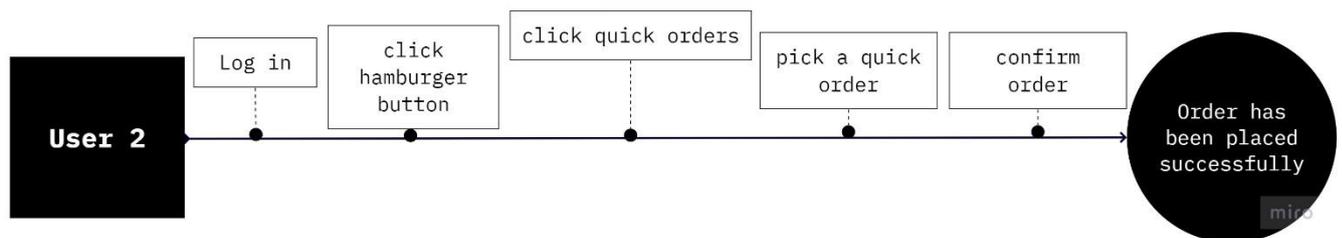
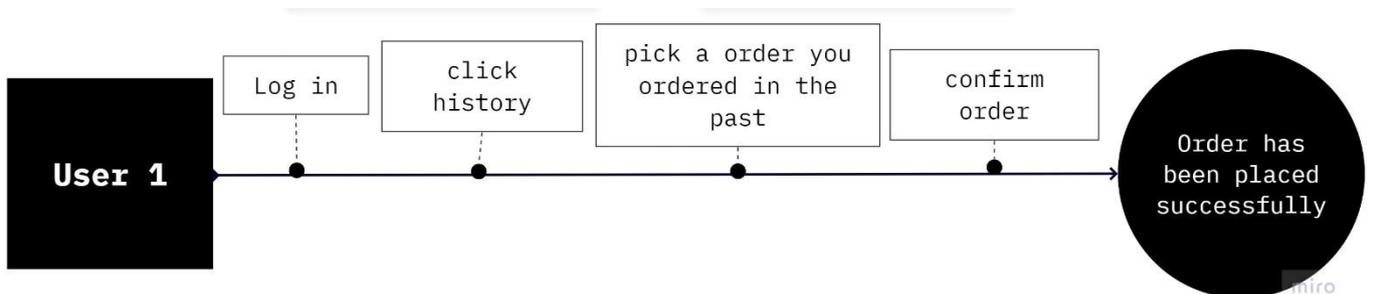
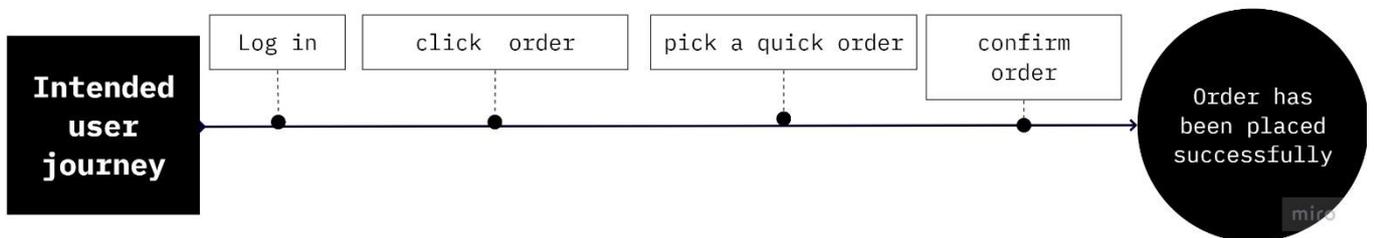
User Journeys

Ordering food on the mobile app





Ordering food on the smartwatch



Persona

For this project, I decided to interview two people to represent the two different users who will use the app.

One named Julie Yee, who lost her job as a cooking teacher during covid, who then turned to being a home chef to support her family during those tough times

The second person being Joshua Foo, a digital payment business project manager who works at food panda and also frequently uses the app as well

Julie Yee's Persona



"It is tough, but I love what I do!"
- Julie Yee

Personal Traits

- Adaptability ▼70%
- Curiosity ▼65%
- Open-minded ▼80%
- Analytical ▼70%

Goals

Julie is an ambitious chef who wants to be able to support her children while continuing in her passion for cooking

Challenges

- She is a single mother who needs to support her three kids
- She struggles at times to find business during covid

Me Time

Browsing the internet, watching YouTube, looking for new recipes to learn

Julie Yee
Home chef/ cooking teacher

- Age: 52
- Marital Status: Married
- Location: Singapore
- Annual Income: \$85,000
- Education: Bachelor in food science

CUSTOMER PERSONA

"Your hard work will always pay you back in the future"
- Joshua Foo



Joshua Foo

Project Manager

-  Age: 28
-  Employer: Food Panda
-  Annual Income: \$72,000

Personal Traits

Patience	90%
Flexibility	70%
Problem-solving	75%

Bio

Joshua Foo is a digital payment business project manager at food panda, which overlooks over 11 countries. He also frequently uses food panda and other delivery services

Needs

-  I like to see my order history where I can see what I ordered in the past and order again
-  Delete tokenized cards, on my profile and select payment method

Frustrations

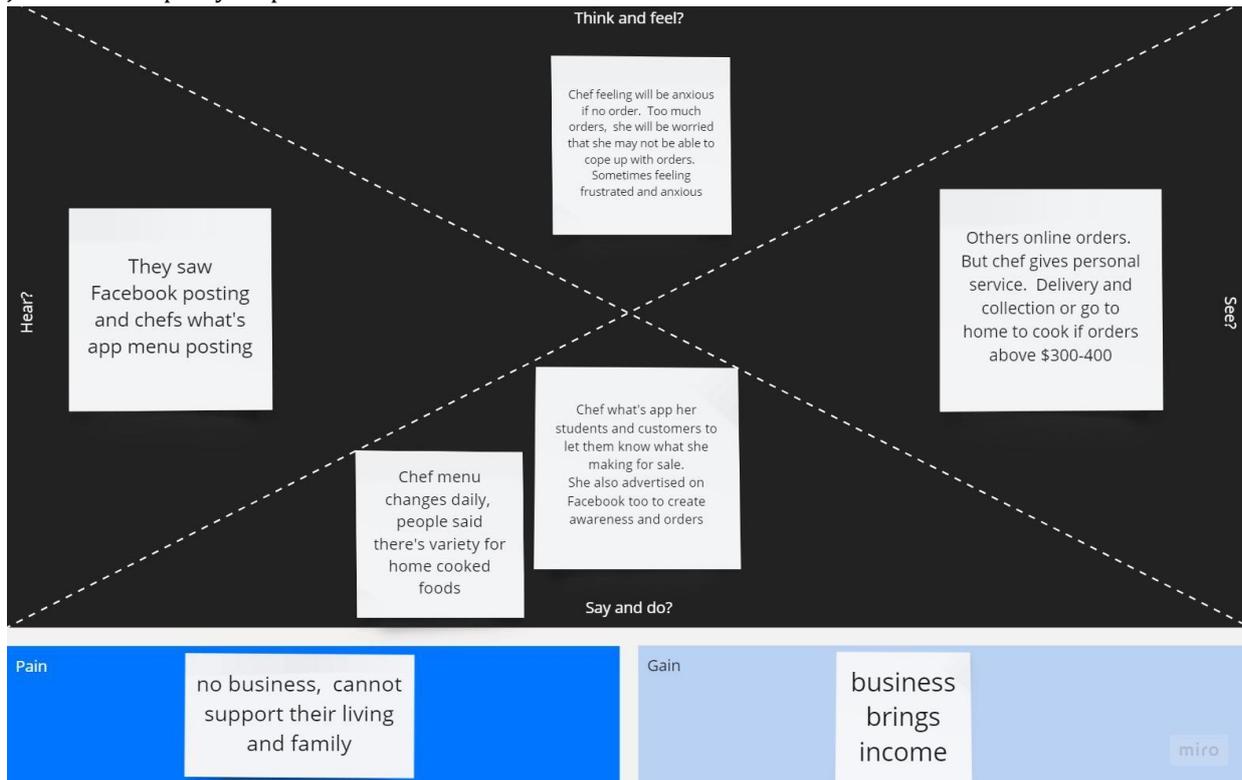
-  Working with toxic colleagues
-  Short deadline

Free Time

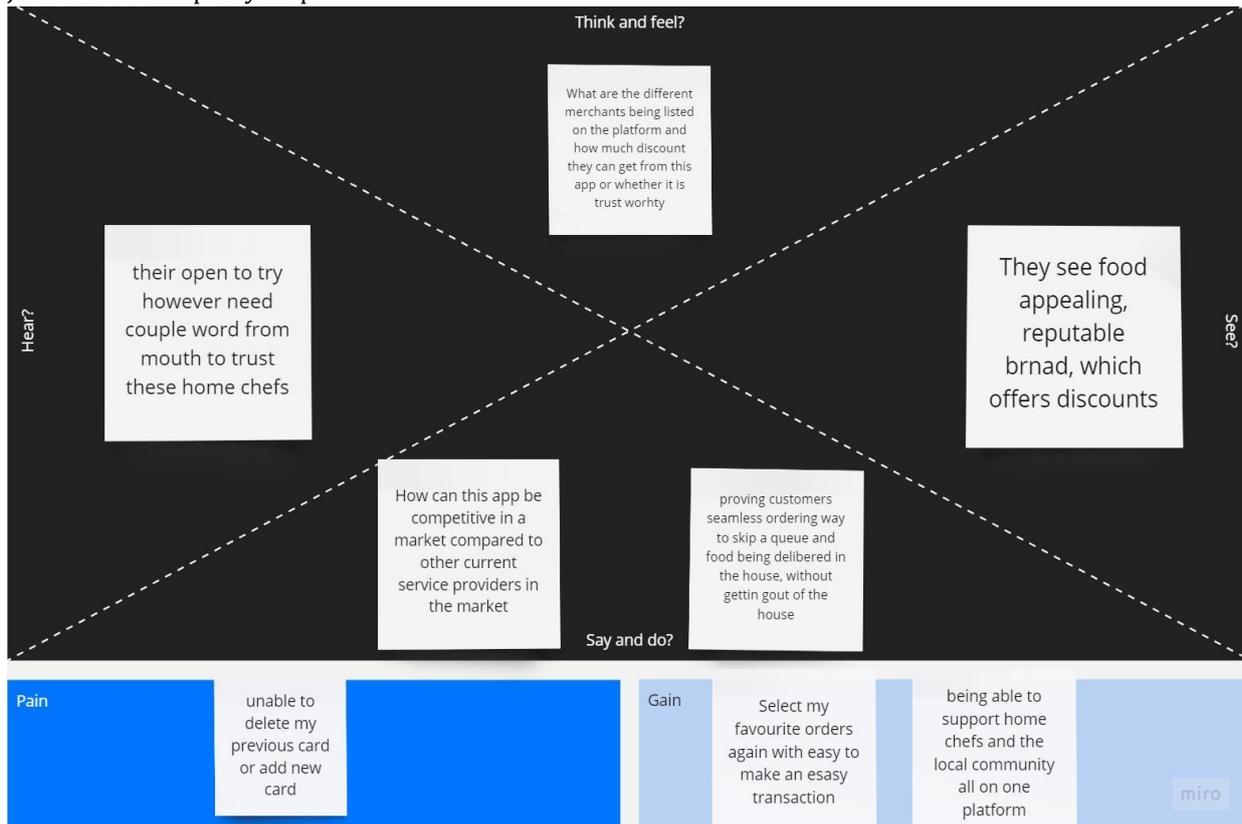
Love to watch movies, tv series and explore new food and cultures

Empathy map

Julie Yee's empathy map



Joshua Foo's Empathy map



A day in a life of...

A day in a life of a home chef

A day in a life of a home chef

7:30 Wakeup 	8:00 breakfast 	8:30 go to market for groceries 
9:30 prepare ingredients for orders 	11:30 cooking orders 	12:30 customers collect the orders from her 
14:30 lunch 	16:30 prepare dinner orders 	17:30 cooking dinner orders 

A day in a life of a home chef

18:30 customers collecting their dinner orders 	20:00 have dinner with family 	
21:00 prepare ingredients for tomorrow 	22:00 Relax and rest, watching videos 	23:00 sleep 

A day in a life of a project manager who works at food panda and often uses food panda

A day in a life of a project manager at food panda who frequently uses food panda

8:30 Wakeup



9.15 commute to office



9:50 Login into email and communication channels and reply accordingly



11:00 First meeting with the APAC team



11:45 Order my food via foodpanda



13:00 Lunch



14:00 Back to work



15:00 Call with the data team



18:15 commute home



A day in a life of a project manager at food panda who frequently uses food panda

18.50 reach home and take a shower



19:30 have dinner with family



20:30 Rest, play games watch videos

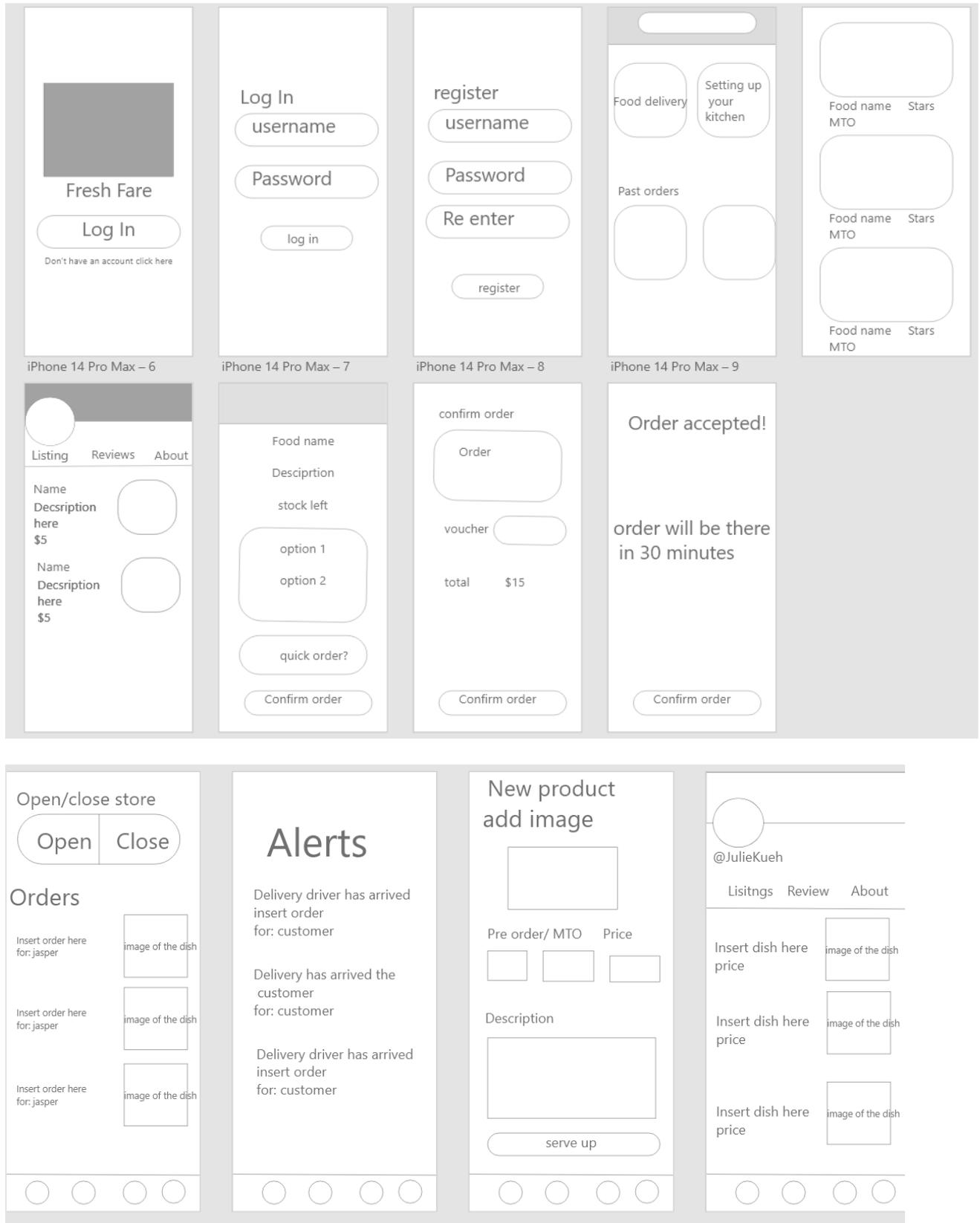


00:00 Sleep

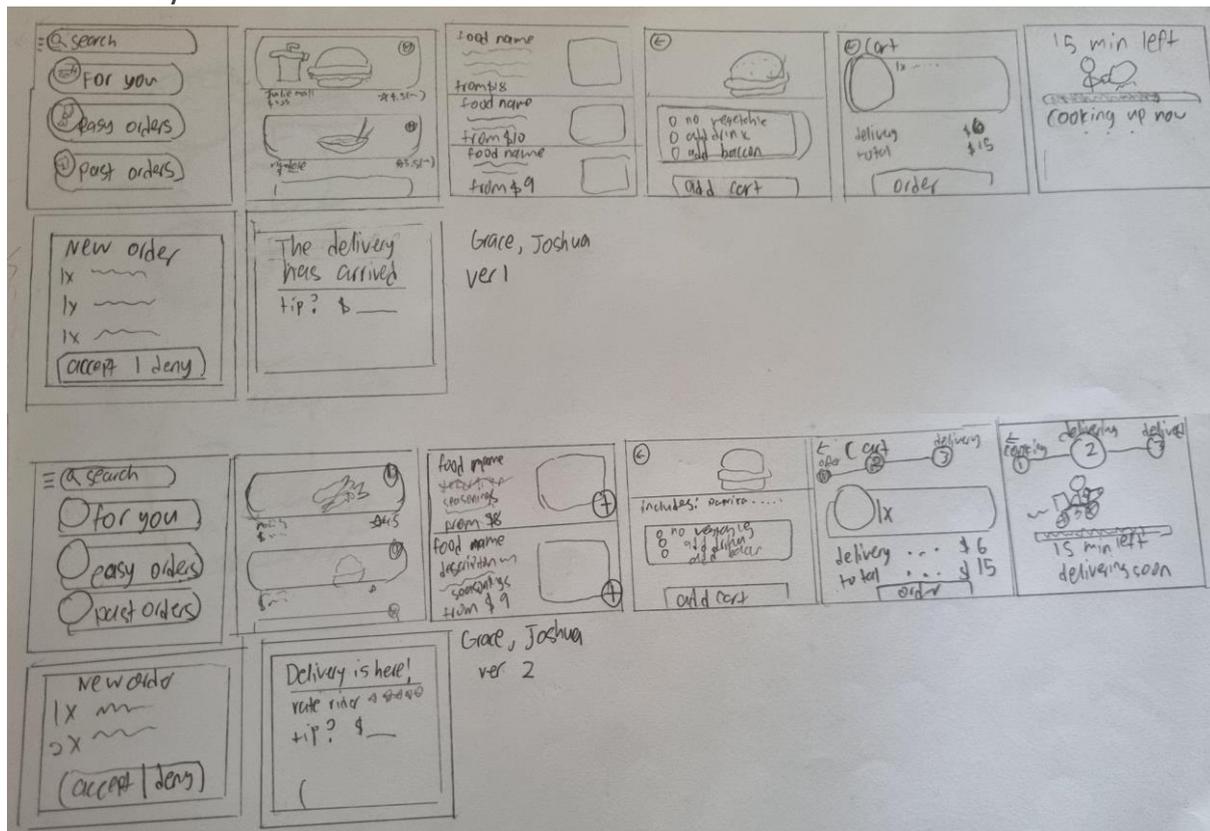


Wire frames, low fidelity, and more

Wire Frames of mobile app



Low fidelity for the smart watch



Colour palette and reasoning



I decided to use this color palette as Red and yellow are usually associated with food and or chiefs as it evokes the tastebuds and stimulates people's appetite. The two colors are also very effective in grabbing attention due to their bright colors.

Figma mobile version:

<https://www.figma.com/file/OgbKxqqQisRZFirpV5z84G/assignment1-phone?type=design&node-id=2%3A2&t=7hbScfnzQXAi4L8-1>

Figma watch version:

<https://www.figma.com/file/a9WmRF71QWxGVpmASnlkU9/smart-watch?type=design&node-id=0%3A1&t=NcsfTfpoZeZ6egCW-1>

Video Demo

https://ivid2.np.edu.sg/media/DUX_Assg1_P03_GraceFoo_demo_video/1_15xwlgky

References and links

<https://www.facebook.com/groups/sharefood.sg/>

<https://www.facebook.com/groups/Sghomecookfood/>

<https://www.merriam-webster.com/dictionary/fare>

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