



HANGRY

THE APP FOR WHEN YOU'RE HUNGRY + ANGRY

WHAT IS HANGRY?

Hangry aims to provide people who are hungry, angry and indecisive with options for what they want to eat and where they can get it.



SEARCH

Search and find a variety of food options.



DISCOVER

Discover what you feel like eating when you're hungry, tired and have no idea.



EAT

Eat the food you really feel like, when you feel like it.





WHO

Time poor inner-city dwellers who are tech-savvy.



WHY

The first food app that helps you discover what you feel like eating when you're hungry and angry.



HOW

Developed in partnership with UrbanSpoon, Taste and MenuLog so you can find what you want to eat and then choose how to get it.

USER RESEARCH

Two surveys, five interviews, coffee and conversations.

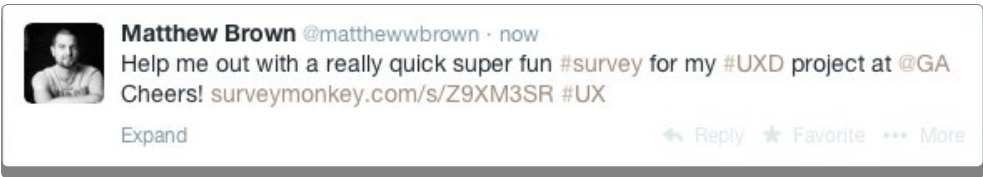


USER RESEARCH

USER SURVEYS

When it came to asking questions about hunger and what types of technology people are currently using to solve their hunger problems, I sent out my first survey via Facebook, Twitter and to all staff at my workplace, which just so happens to be staffed by a lot of inner-city time poor people.

The survey was simple, with 12 questions that examined if people get angry when they're hungry, do they currently use technology to search out food places and what kinds of kinds of technology are they using?



1. Do you ever not know what you want or feel like eating?

2. Do you find your stomach starting to rumble and your mouth watering when you...

- > watch food/travel TV shows
- > flip through cook books, food blogs or newspaper articles
- > hear about delicious food from friends
- > scroll through your friends foodie instagram account
- > finish your last drink at 2am and decide it's time to catch a cab home

3. What varieties of food do you feel like when you're hungry:

- > Healthy options
- > Asian/Indian
- > Italian
- > Greek/Middle Eastern
- > Pub/Australian
- > Mexican
- > Give me grease

4. How often do you cook at home?

*Doesn't exist

- > 1-2 times a week
- > 2-4 times a week
- > 5-7 times a week
- > Never

5. Do you find recipes from websites such as:

- > Taste
- > Best Recipes
- > The Loving Cook
- > Recipe Shack*

6. How often do you eat out?

- > 1-2 times a week
- > 2-4 times a week
- > 5-7 times a week
- > Never

7. Do you find restaurants/cafes to eat at from websites such as:

- > UrbanSpoon
- > Broadsheet
- > EatMe.com*
- > Good Food Guide

8. How often do you order take away?

- > 1-2 times a week
- > 2-4 times a week
- > 5-7 times a week
- > Never

9. Do you find restaurants/cafes to eat order take away from websites such as:

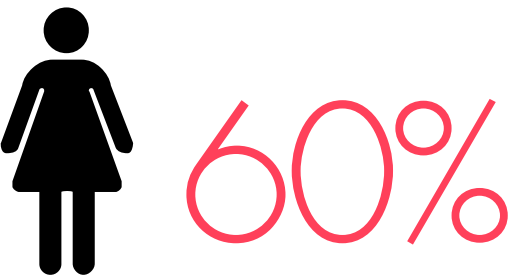
- > MenuLog
- > Eat Now
- > GrubHub
- > Seamless
- > Never

8. How often do you share recipes with friends or family?

- > 1-2 times a week
- > 2-4 times a week
- > 5-7 times a week
- > Never

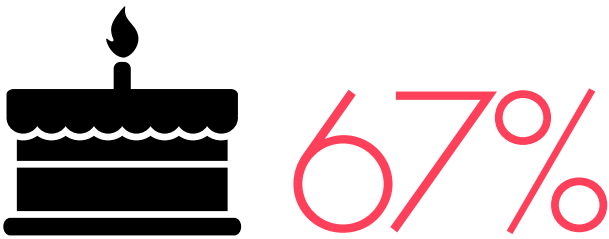
SURVEY RESULTS

PROFILE



MORE GIRLS THAN BOYS

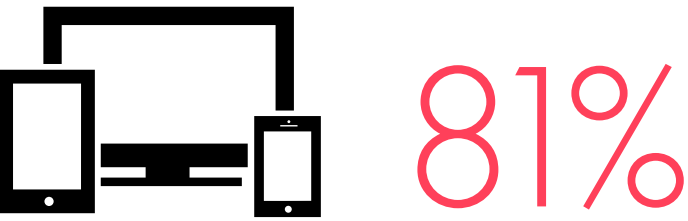
Suffering from 'Hangry' seems to be something that females can relate to more than men.



MOSTLY 30-39 YEARS OLDS

Most respondants were between the age of 30 and 39. This was followed by 21-29.

DEVICE



DEVICES CAN HELP

Laptop computers and iPhones were the two most common devices used to search for food.



LOOK WHAT I'M EATING

A large percentage of respondants said that they share recipes and food experiences with family and friends 1-2 times a week. However the remainder said they never do.

EATING HABITS



EAT OUT 2-4 TIMES A WEEK

The majority of respondants said they tend to eat out 2-4 times a week this was followed by 1-2 times a week and finally 5-7 times (being extreme). What this says is a lot of people are time poor and like to eat out.



LATE NIGHT MUNCHIES...

65% of respondants said they suffer from sever cases of hangry when they've finished their last drink and start thinking about getting a taxi home. This was followed by trawling their 'foodie' friends instagram accounts.

IS IT REAL?



HANGRY DOES EXIST

91% of respondants said they experience moments of Hangry. They're angry, they're tired and they really don't know what they feel like.



CATEGORY

More than 52% of respondants said they prefer Asian/Indian and Italian food when they eat out.

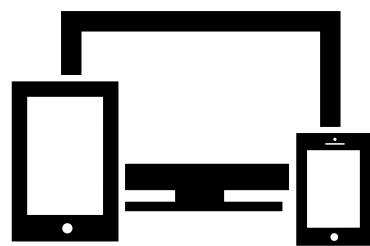
USER RESEARCH

WHAT DOES THIS MEAN➤

It became clear from the data that Hangry needs to be targeted towards the 20-29 and 30-39 year-old market.

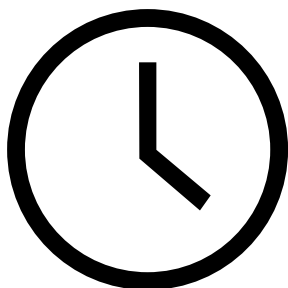
Specifically those living in the inner-city and those who are time poor.

It also looks like it's going to be used for Friday nights, even later Saturday nights and hangover Sundays.



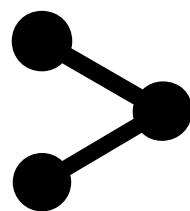
DEVICES

The iPhone or laptop is going to be the best platform.



TIME

The app is best targeted towards time poor inner-city dwellers that eat out 2-4 times a week.



SHARABILITY

It's important to build sharability into the app considering a lot of respondants like to share their food experiences with family and friends. This will help promote the app.



EATING OUT...

Most cases of 'hangry' occur late at night and early into the morning when respondants are thinking about heading home after a big night.

UX PROJECT - HANGRY

USER INTERVIEWS

Friends, colleagues and people who just get Hangry.



USER RESEARCH

GOAL

The goal of conducting face-to-face interviews was to further determine and discover if a problem really existed.

I wanted to hear real life experiences of when people had been hungry, whether they knew what they wanted to eat and what steps they took to solve the problem.

PROCESS

All interviews were conducted informally.

I worked off the survey questions and took notes moments after it had ended.

*Swiping back will be important to go back.
Swiping up could give me more information.
Data could be generated through
friends (sharing).*

*I'm not sure if people
will know how to swipe.
I like big pictures of food.
I'd want to save my favourites.*

*Keep it simple.
Will it tailor towards my choices?
If I feel like Chinese or spicy food
will it show me more of this?
Will there be a self-help at the start?*

*I gave my mum the chin chin
book so she could cook some
of my favourite dishes from there.*

*I send my mum links to recipes from the Age
website so next time I go over
there she can cook it for me.*

*User driven content could be a
way to keep people interested.
Food bloggers might be interested.
Can I tag my photos?*

UX PROJECT - HANGRY

DESIGN STUDIO METHOD

Wednesday lunch time. Lots of paper, pens, Maltesers and chips.



STUDIO SKETCHING SESSION WED 15TH OCTOBER

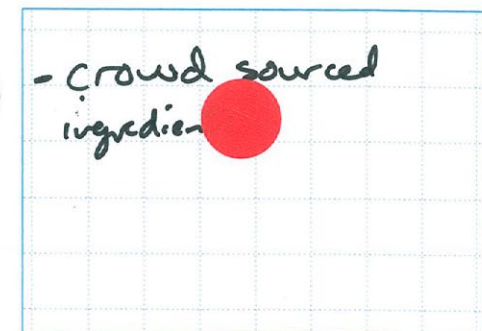
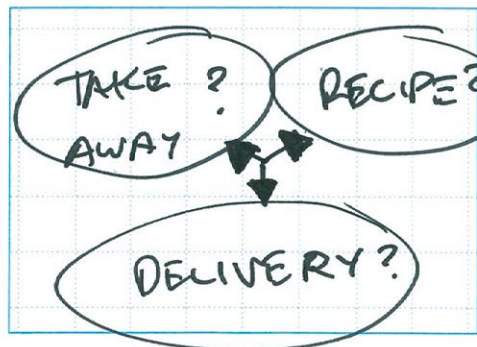
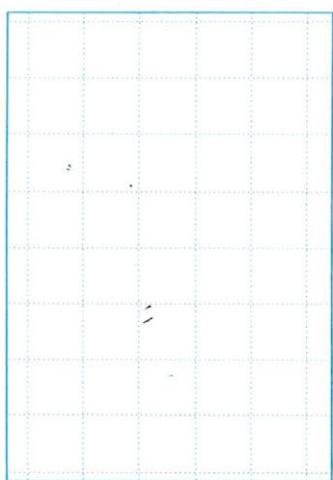
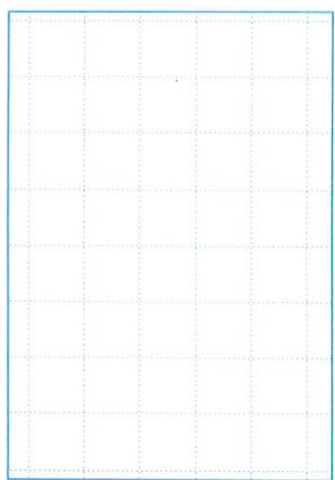
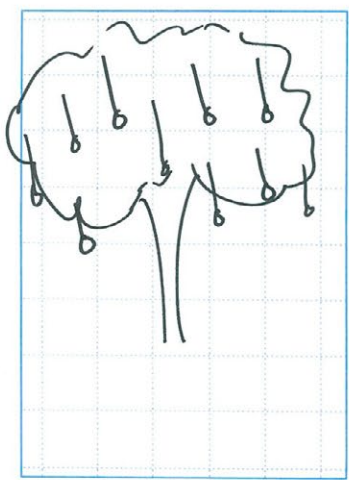
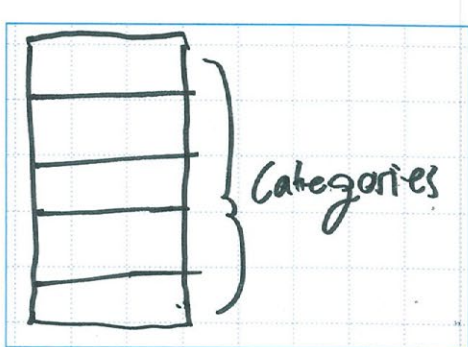
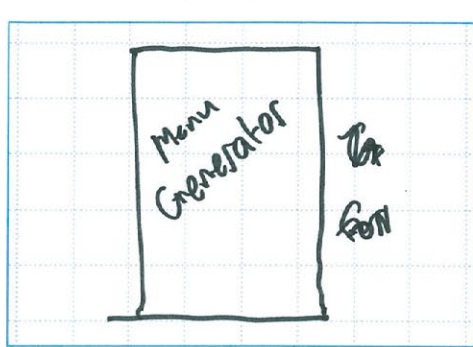
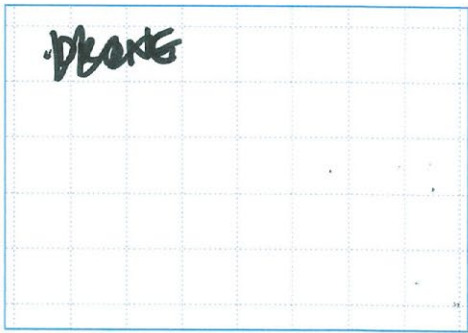
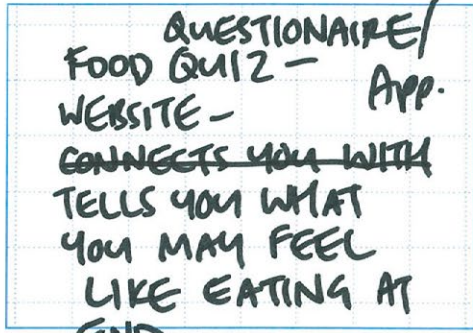
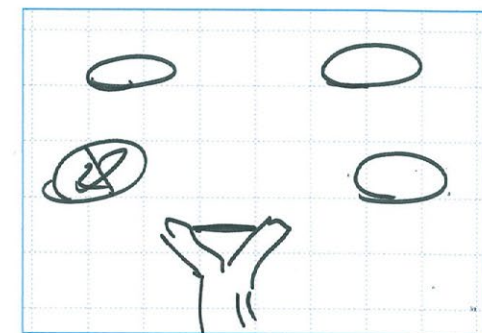
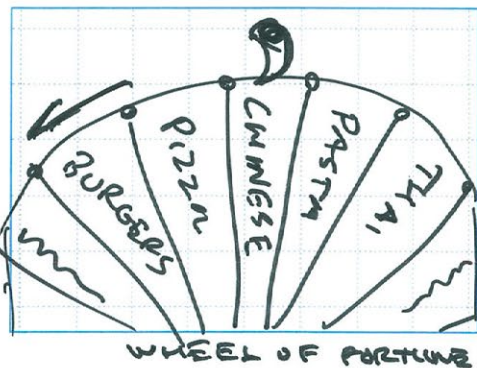
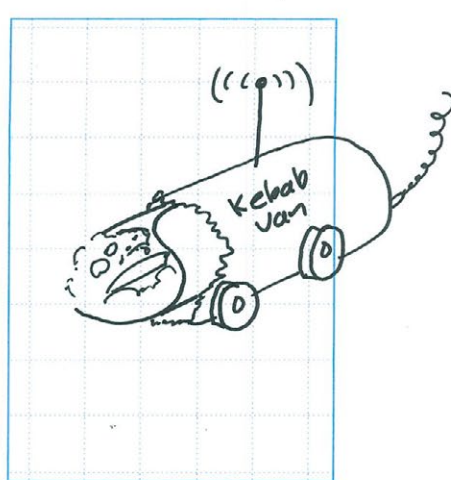
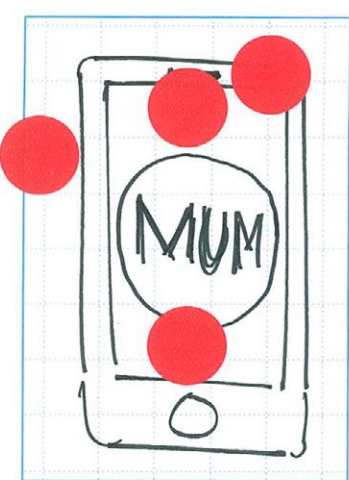
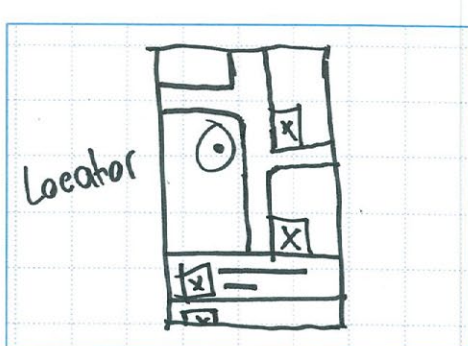
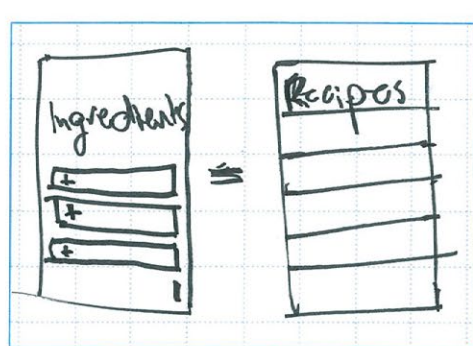
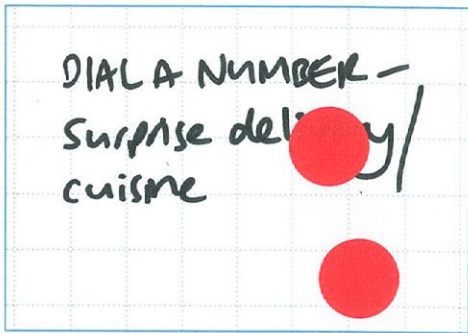
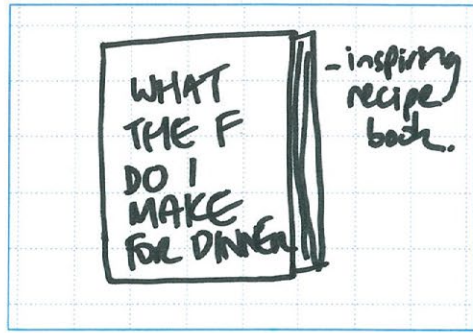
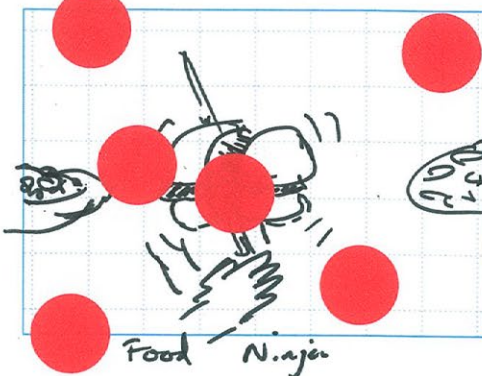
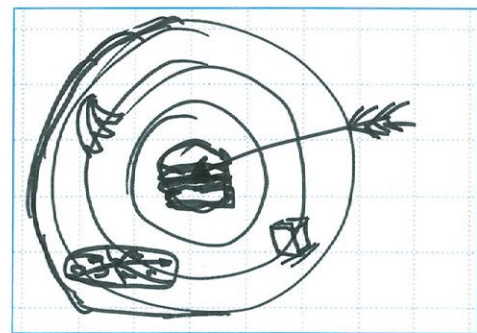


x6 PEOPLE

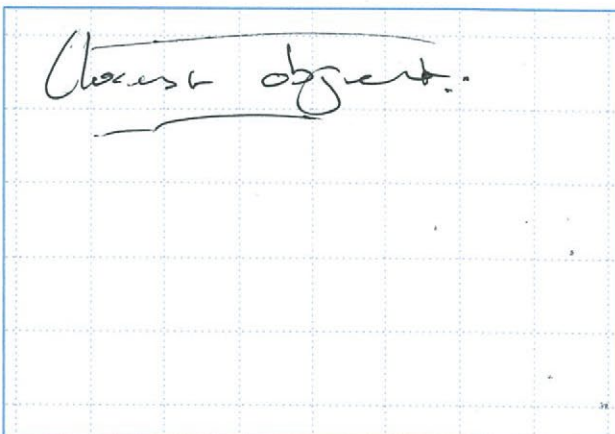
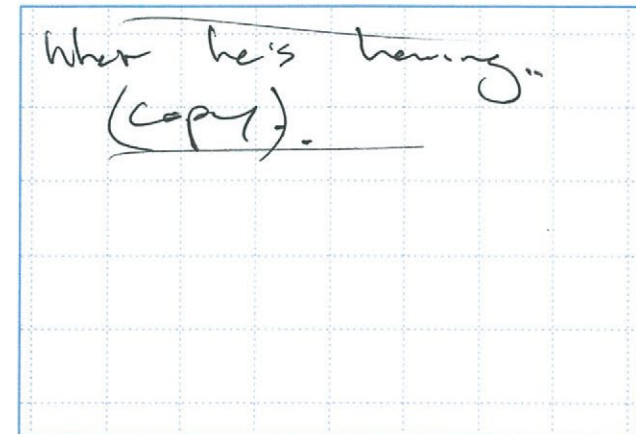
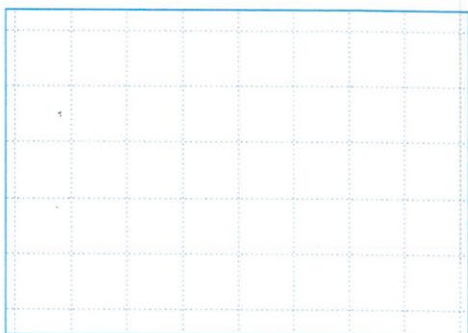
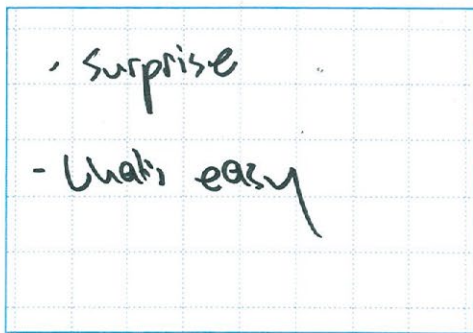
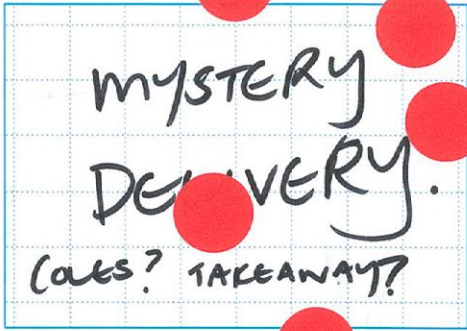
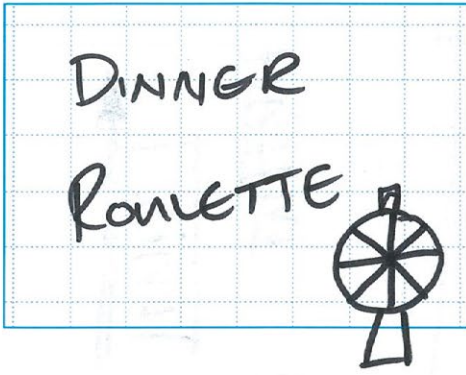
- Designer
- Finished artist
- Art director
- Account manager
- Account executive
- Retoucher



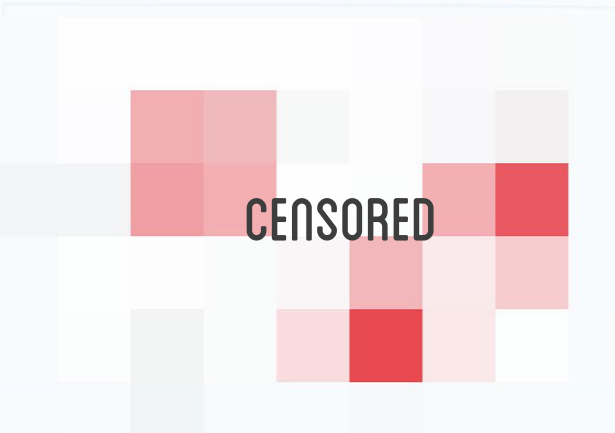
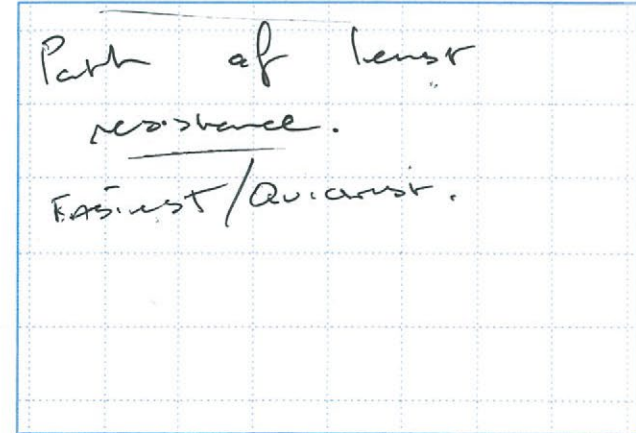
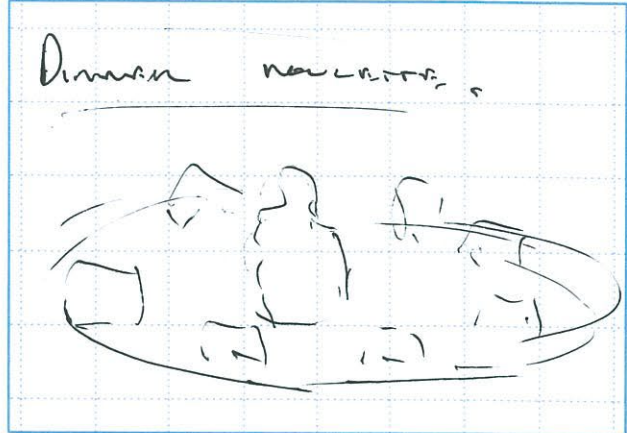
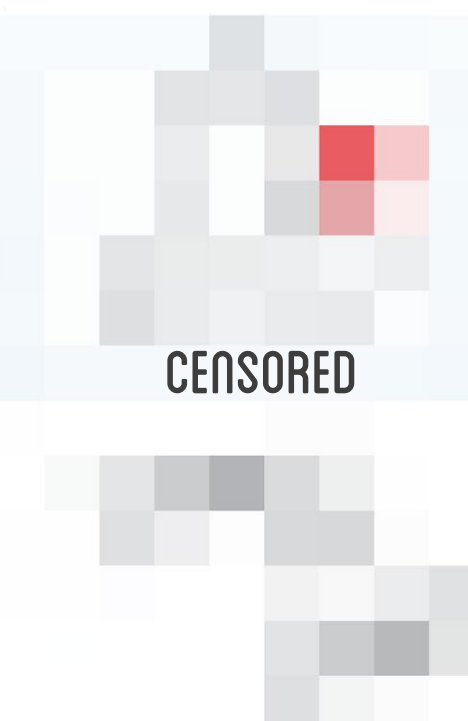
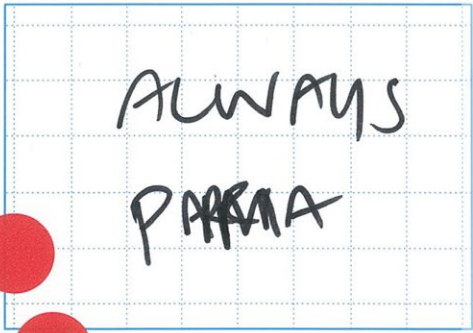
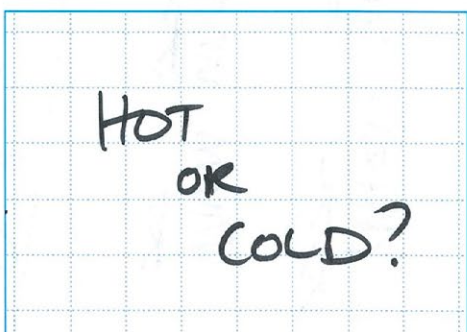
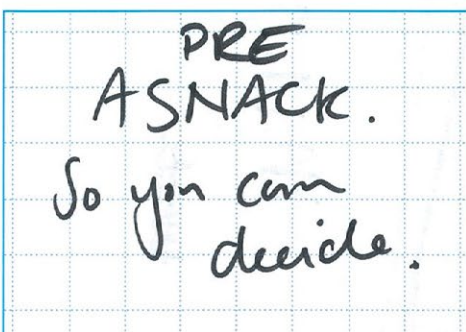
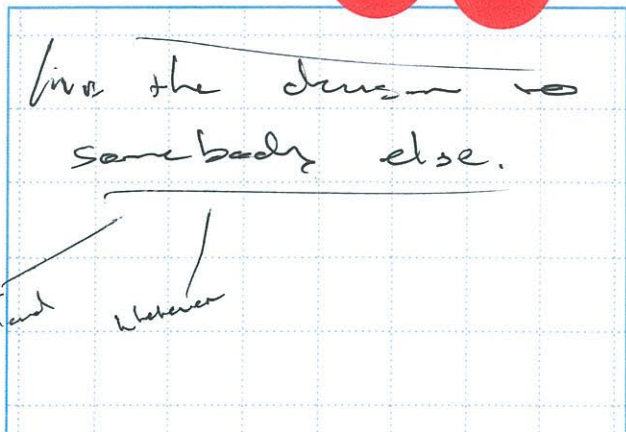
STUDIO SKETCHING SESSION 6UP



PROBLEM: I'M HANGRY.



Indecision

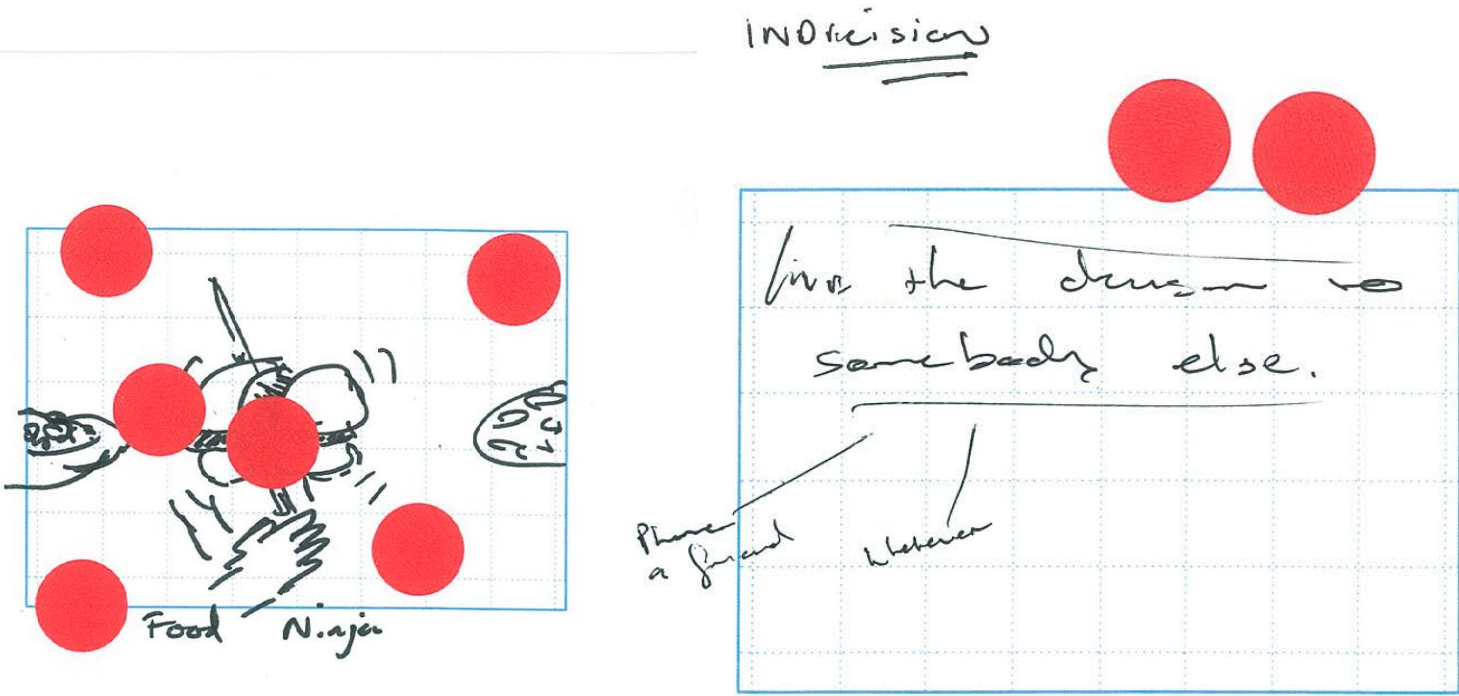


STUDIO SKETCHING SESSION DISCUSSION / PREFERENCES

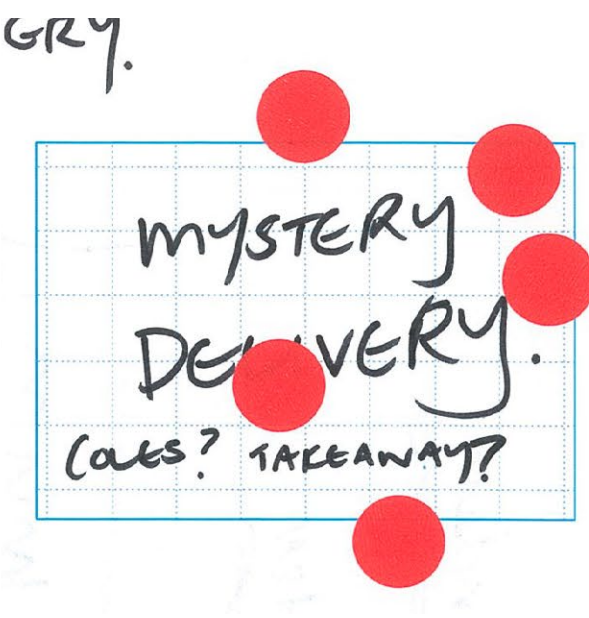
The group liked the following ideas and themes:

- Mystery / not having to make a decision.
- A game like fruit ninja where you swipe / throw plates against a wall.
- Hungry Hippo could be interesting also.
- Having visual access to your mum's pantry.
- Having mum make it for you. Neighbourhood Nonna.
- Roulette. Chance.

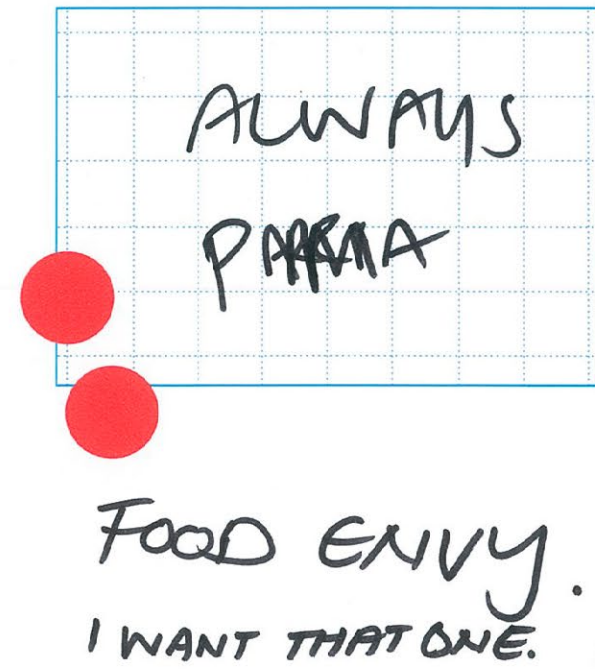
FOOD NINJA



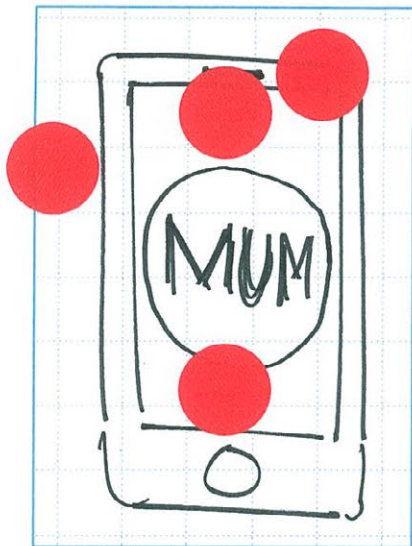
MYSTERY



ALWAYS PARMA



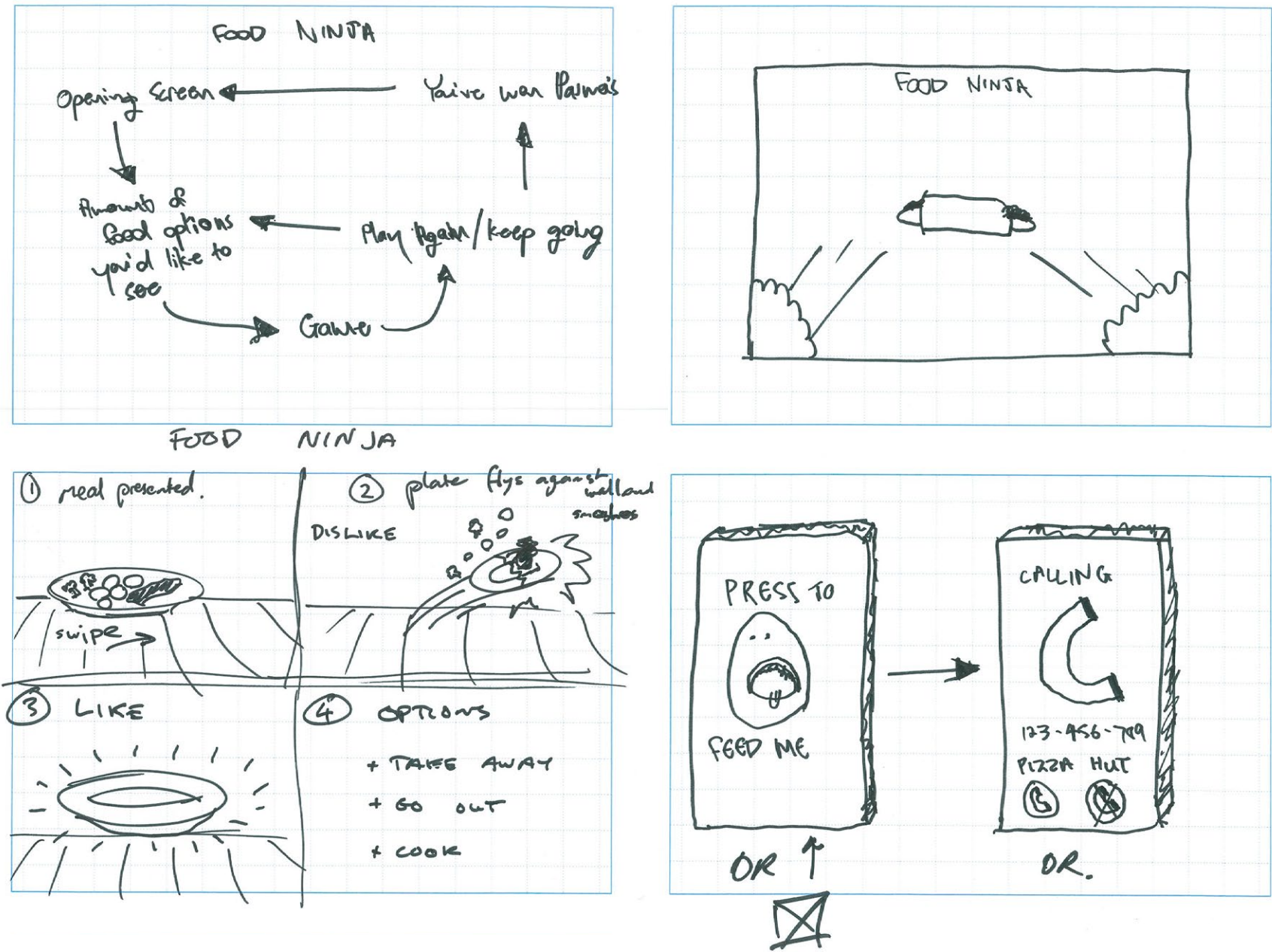
MUM



STUDIO SKETCHING SESSION 2UP

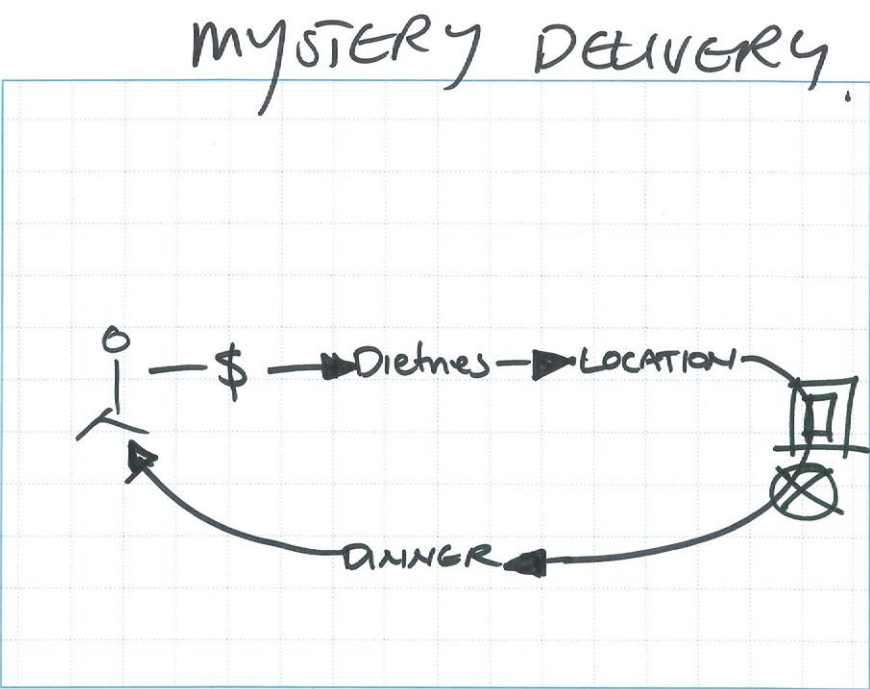
FOOD NINJA

A game you play. When you're hungry or before you're hungry at work. You swipe at meals you don't want smashing them against the wall for example. Until you win the meal you want.



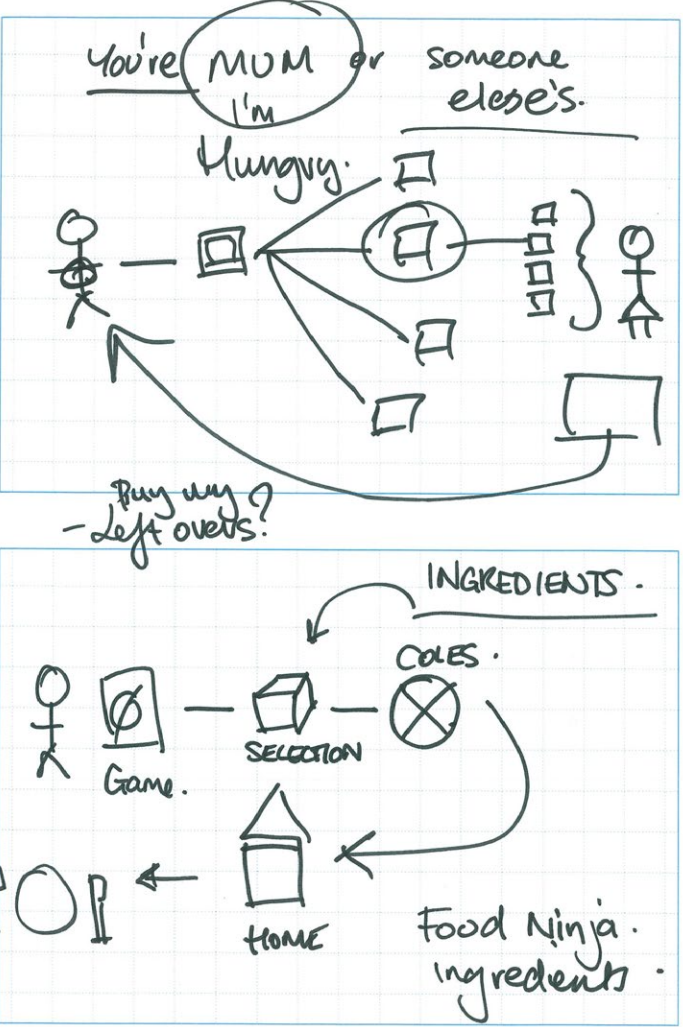
MYSTERY

You input your dietary requirements and a mystery meal is delivered to your home.



MUM

You tell your mum you're hungry. She cooks you a meal and courier it to you.



AFFINITY MAPPING

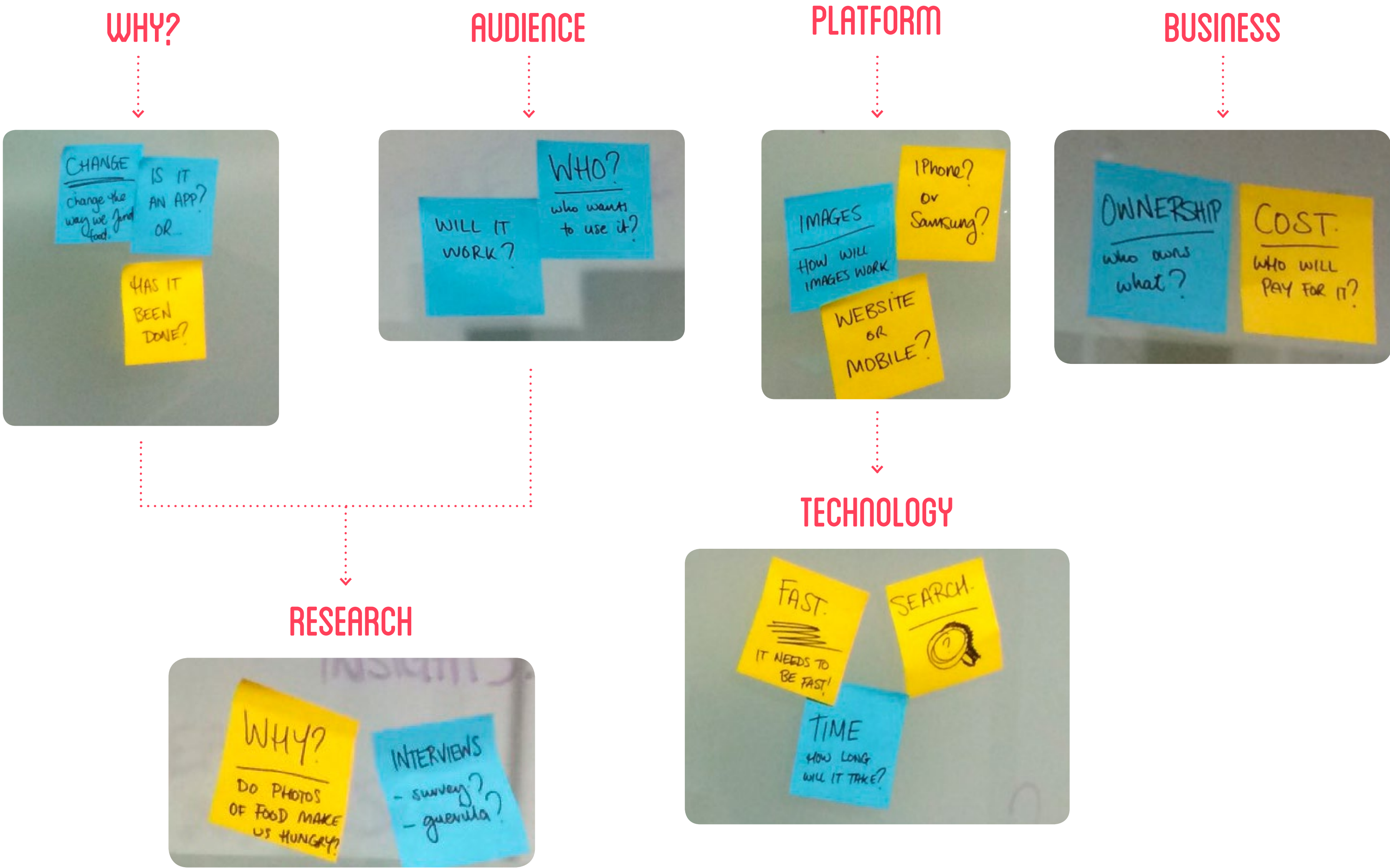
Friends and colleagues who just happen to get 'Hangry' a lot.



AFFINITY DIAGRAM

FIRST THOUGHTS

Early ideas for the app were put into an affinity diagram. This was to establish some key themes that needed to be tested.



AFFINITY DIAGRAM

INITIAL PRESENTATION

After the initial presentation all class feedback was collated and sorted.

Feedback was then sorted into categories and some clear themes became apparent.

Key feedback:

- > Partnerships with UrbanSpoon Urban List etc
- > Simple UI 2-3 clicks.
- > Develop a clear hook
- > Detailed personas based off interviews

RESEARCH

How do you know users are hungry + angry?
CRAIG

I get this ALL THE TIME.
Love the mood aspect of decision-making.
LISA

What if don't use app currently?
How will?
CRAIG

LUNCH MIGHT BE A GOOD FOCUS.....
MOST PLACES OPEN 11/3 DAILY.
COULD BE CATCHUP DINNER.
JEREMY

How will you HELP ME MAKE A DECISION WHEN I'M AT MY MOST INDECISIVE?
(I generally say to do everything at this point.)
MICHAEL

Why wouldn't I just walk into the next decent looking cafe?
MICHAEL

Will ANGRY connection be negative?
CRAIG

LOVE THE IDEA!
ALWAYS HAVE THE SAME DILEMA MOST DAYS...
WHAT TO EAT... LEFT RIGHT...
-- GETTING ANNOYED.
JEREMY

FEATURES

Feel like it's an interesting concept and there needs to be a hook to market effectively

CATEGORIES

How will users be categorised?
is this needed?
CRAIG

PERSONAS

Good presentation and Personas :)
AAS

Not sure who the personas were based off - seemed a little bit fictitious.

Maybe avoid grouping users as "hipster" etc - bit of a pitfall/generalisation

INTERFACE

KEEP IT REALLY SIMPLE... X 2 TAPS MAX.
LOCATION / FOOD (SECURED) ON LIST / MAP.
JEREMY

Photos focused. Good photo can help you decide what to eat.
ANDREW

PARTNERSHIPS

Could you pair with Urban List in some way?
(best dishes in Melb)
MICHAEL

Yelp? It is very popular in Australia. Integrated with iOS.
ANDREW

Difference between app & UrbanSpoon (ratings)?
CRAIG

SETTINGS

What about dietary requirements?
- Gluten free
- Paleo etc?
Menus are easy to find?
MAYOR

AFFINITY DIAGRAM

CLASS PRESENTATION

I took a look at the classes feedback on my first presentation and looked at grouping them into their categories.

Finally I grouped them together to see if there were any reaccuring themes.

The key things I took from this:

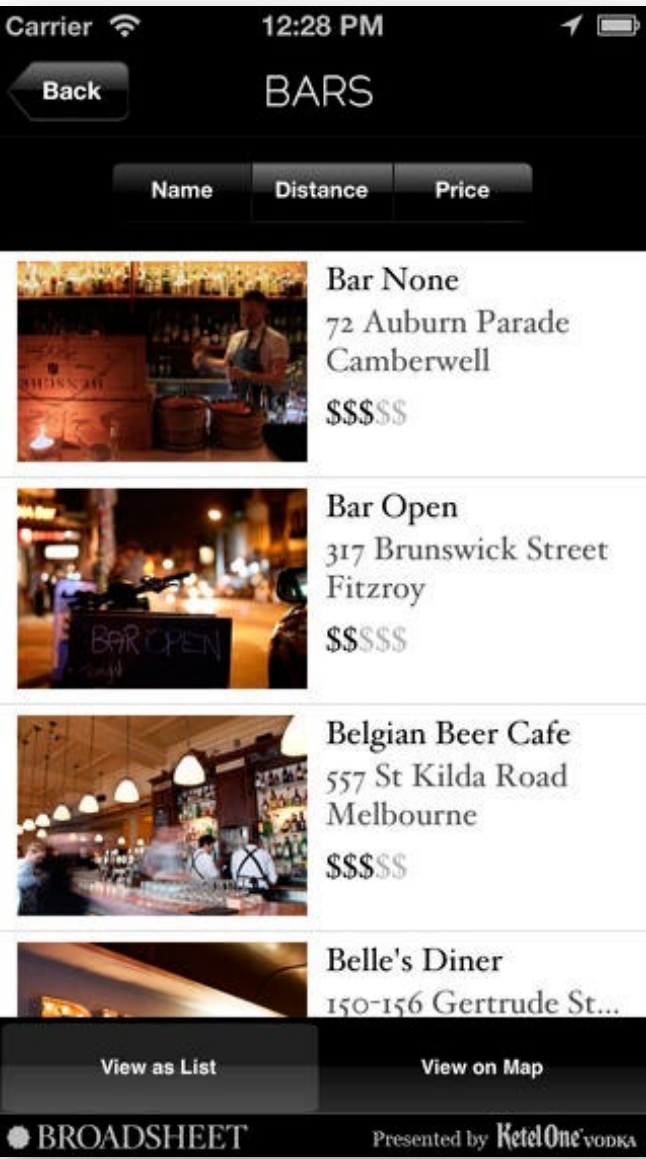
- > Use real images for prototyping
- > Gluten Free / Preferences should be included in the settings.
- > Great for hangovers (leverage off this)



COMPETITOR ANALYSIS

What's everyone else doing?

COMPETITION



BROADSHEET

The BROADSHEET Melbourne iPhone app is the definitive tool for navigating Melbourne’s best restaurants, shops, bars and cafes.



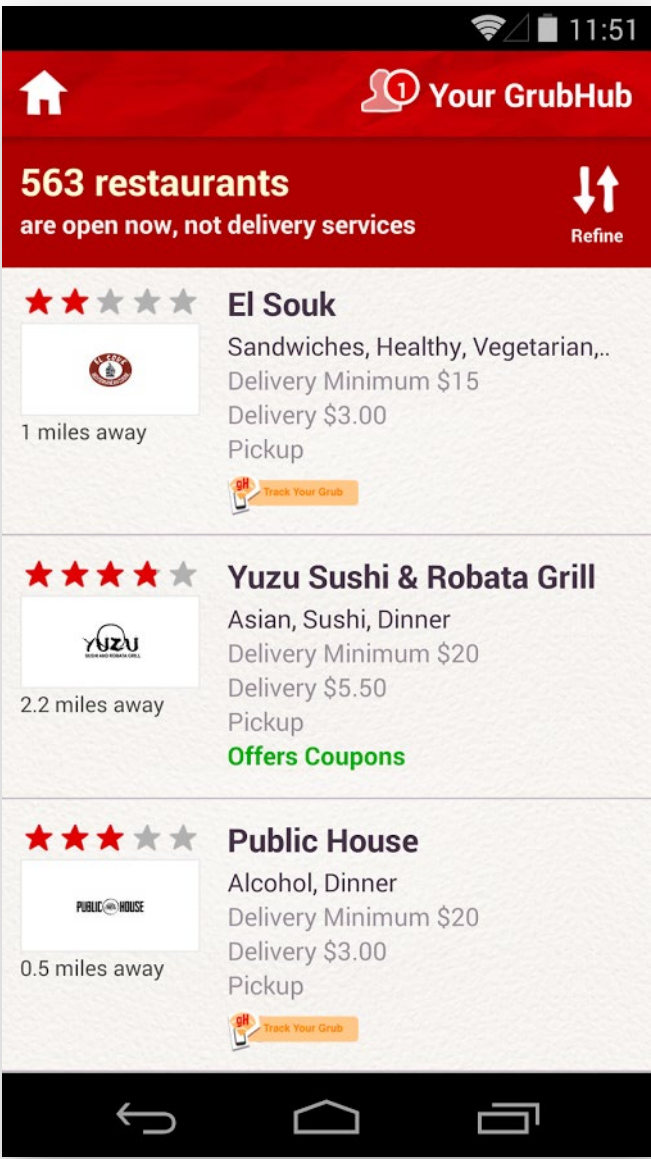
URBAN SPOON

The iPhone Urbanspoon offers the ability to filter restaurant searches by neighborhood, type of food, special features (gluten-free, kid friendly, BYOB, etc.), price, and other locations nearby (movie theaters, sports venues, etc.).



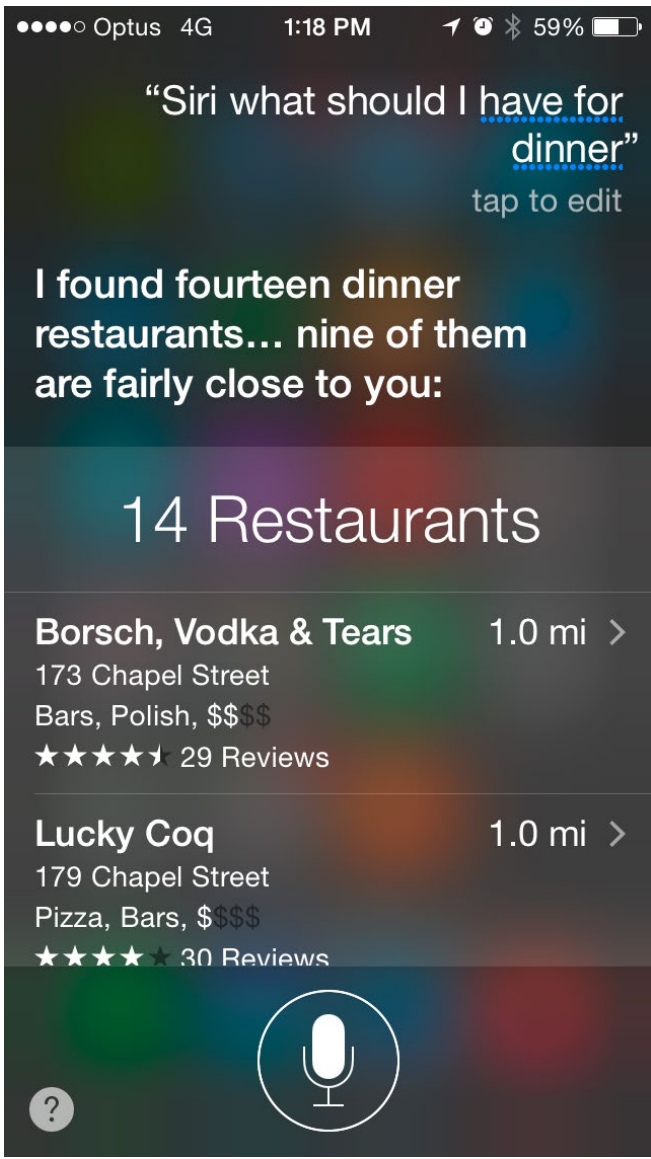
TASTE

Taste lets you browse or search through thousands of recipes, with shopping lists and easy instructions. It also includes recipe categories like Thai or vegetarian – and has features like Recipe of the Day, to help users get inspired.



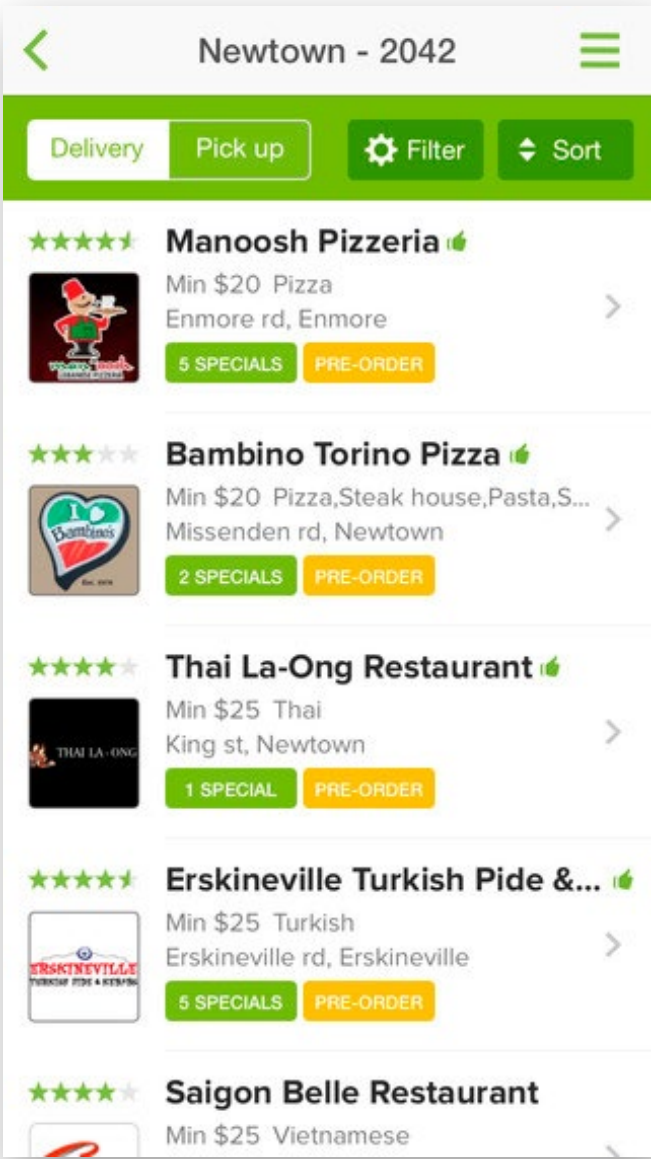
GRUB HUB

Grub Hub is a mobile and on-line food-ordering company that connects diners and corporate businesses with thousands of takeout restaurants in more than 700 esablishments in the U.S. cities and London.



SIRI

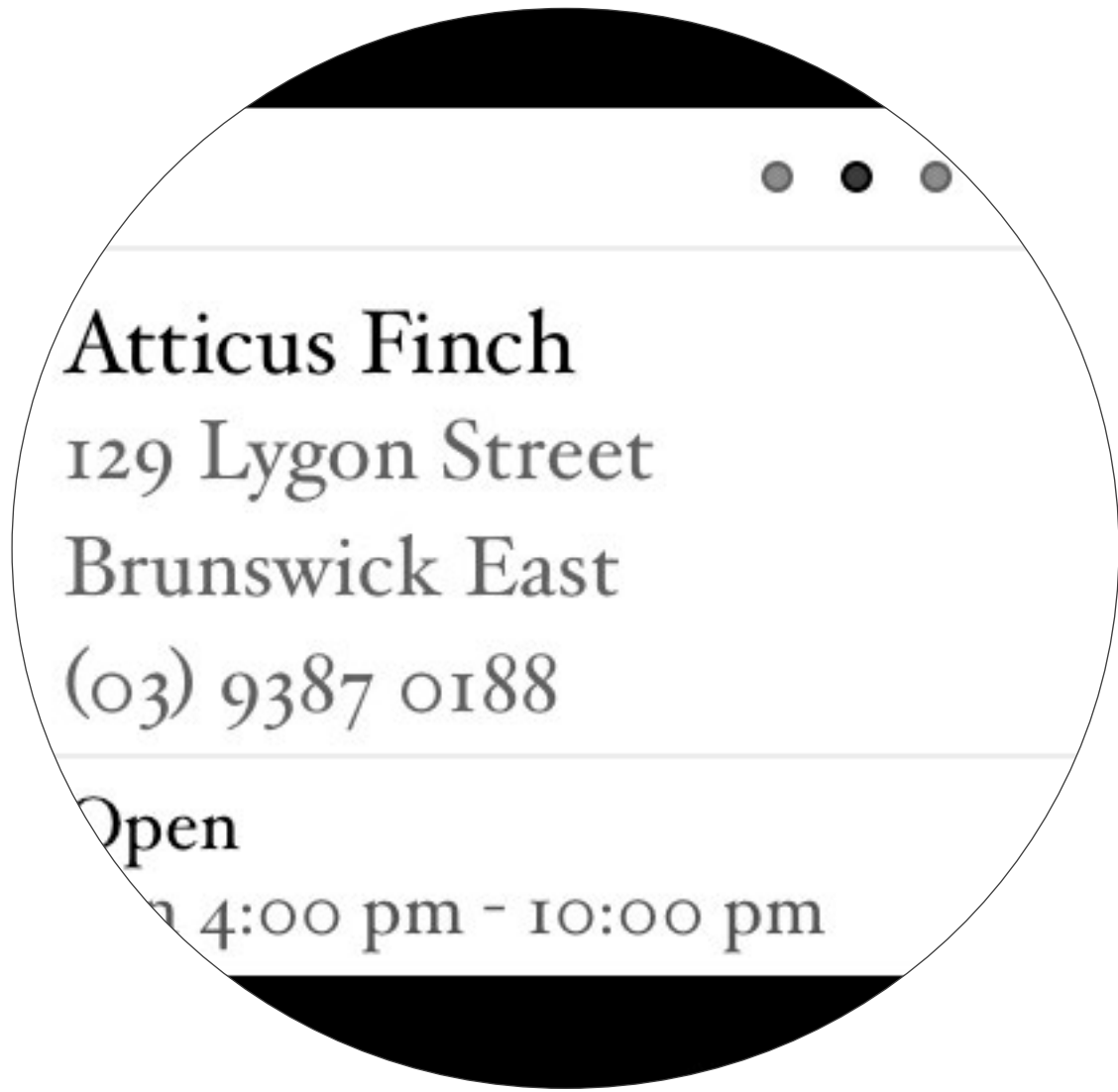
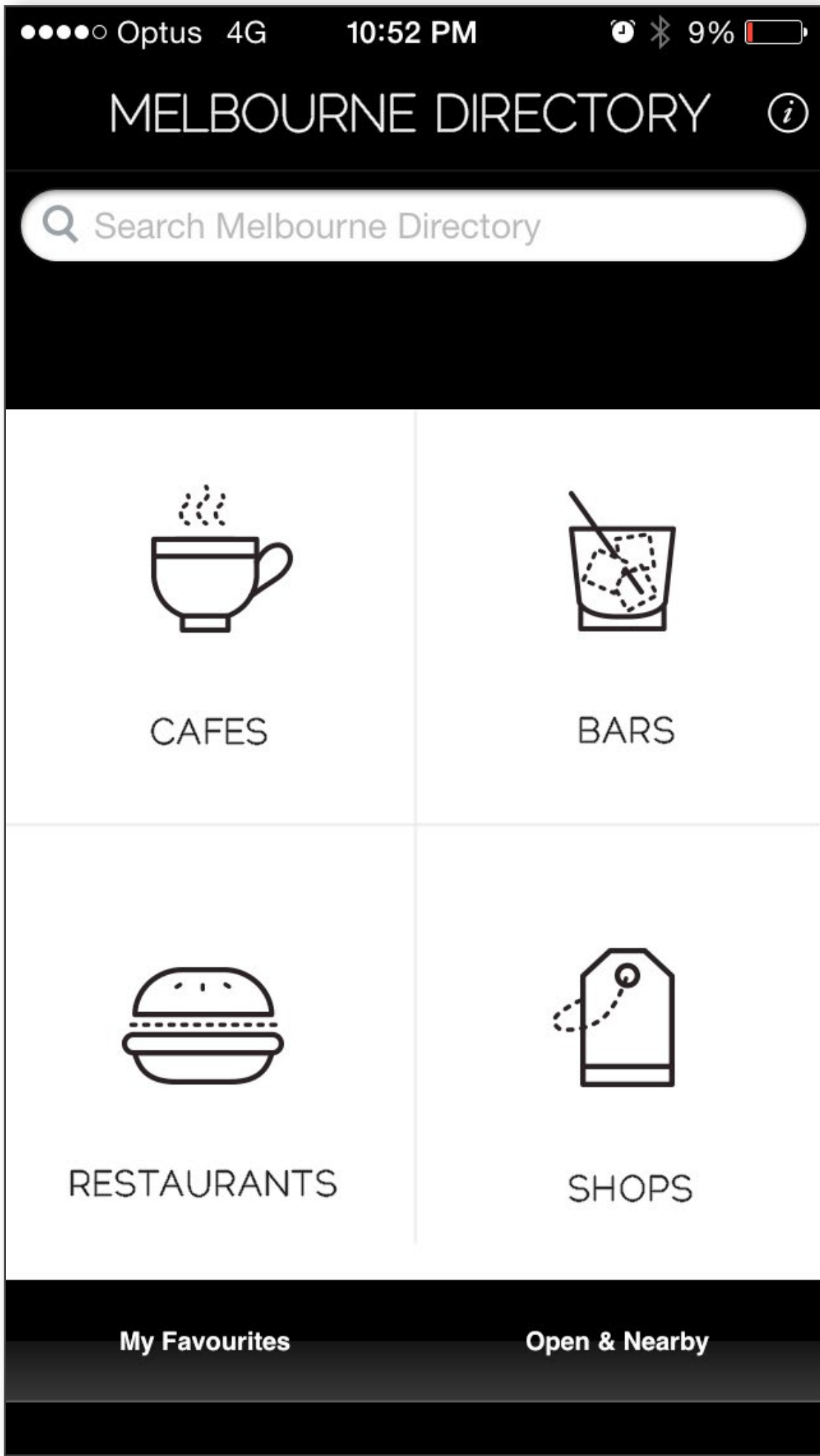
Yep, even Siri can find the nearest restaurant when you’re hungry. She came up with a couple of good places. Within a reasonable distance.



MENULOG

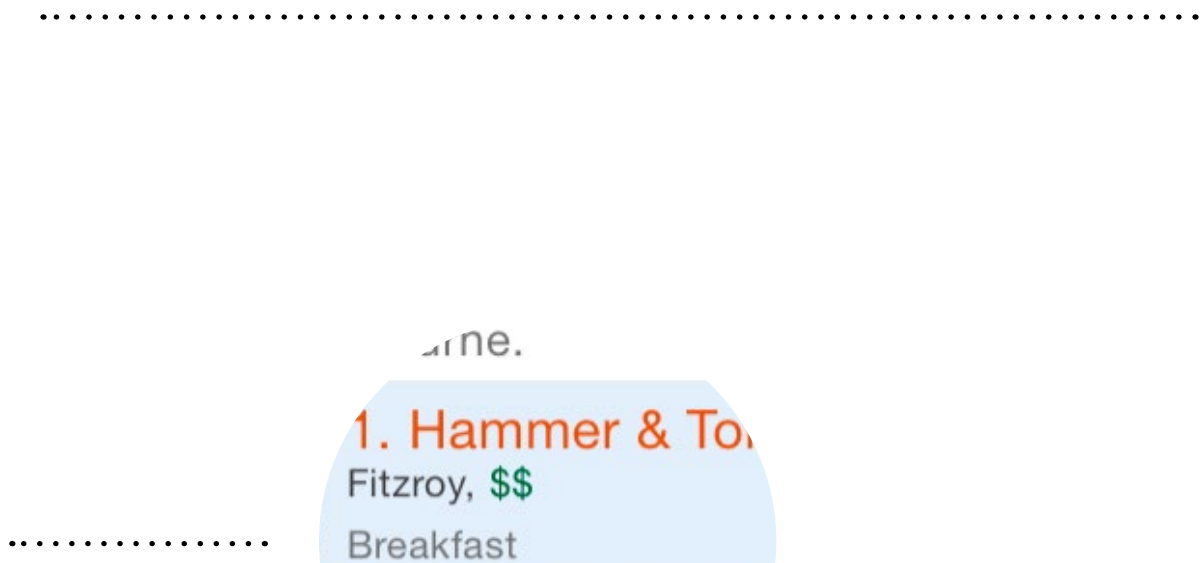
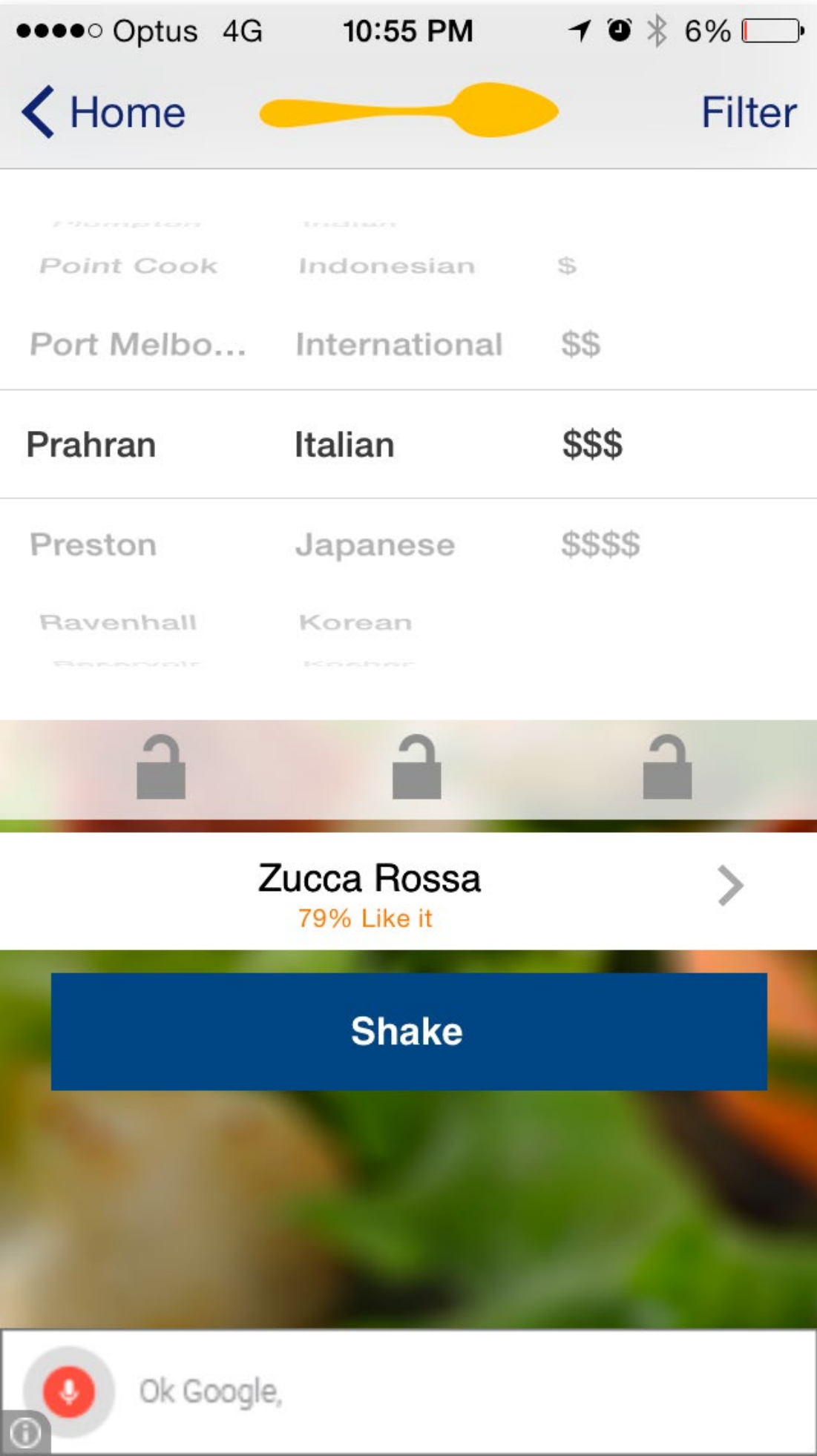
Menulog features delivery options from more than 2000 restaurants and makes it easy to hunt down places that will deliver to your address.

BROADSHEET

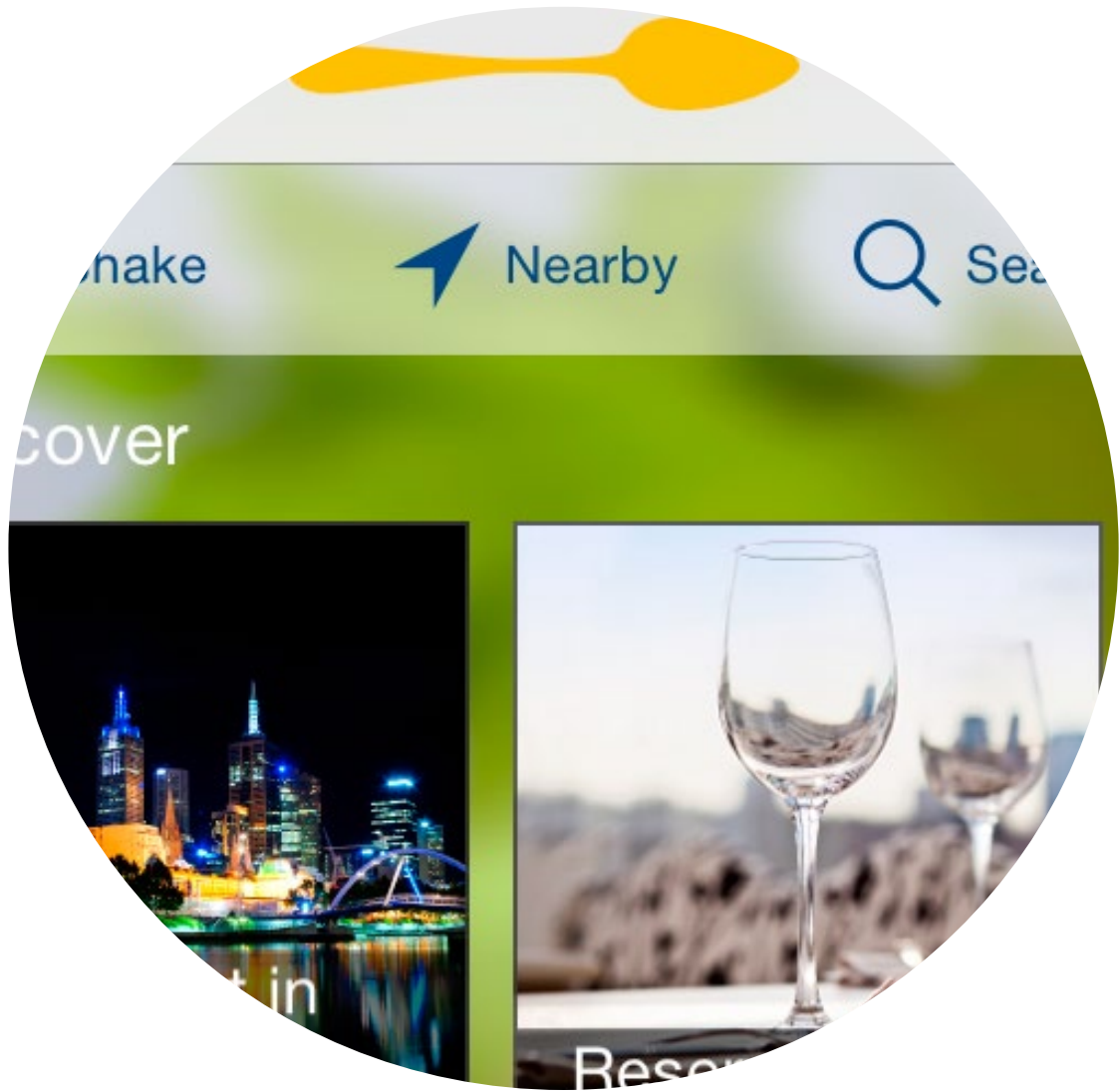


It's clean and simple. The icons are pretty cool and easily recognisable.

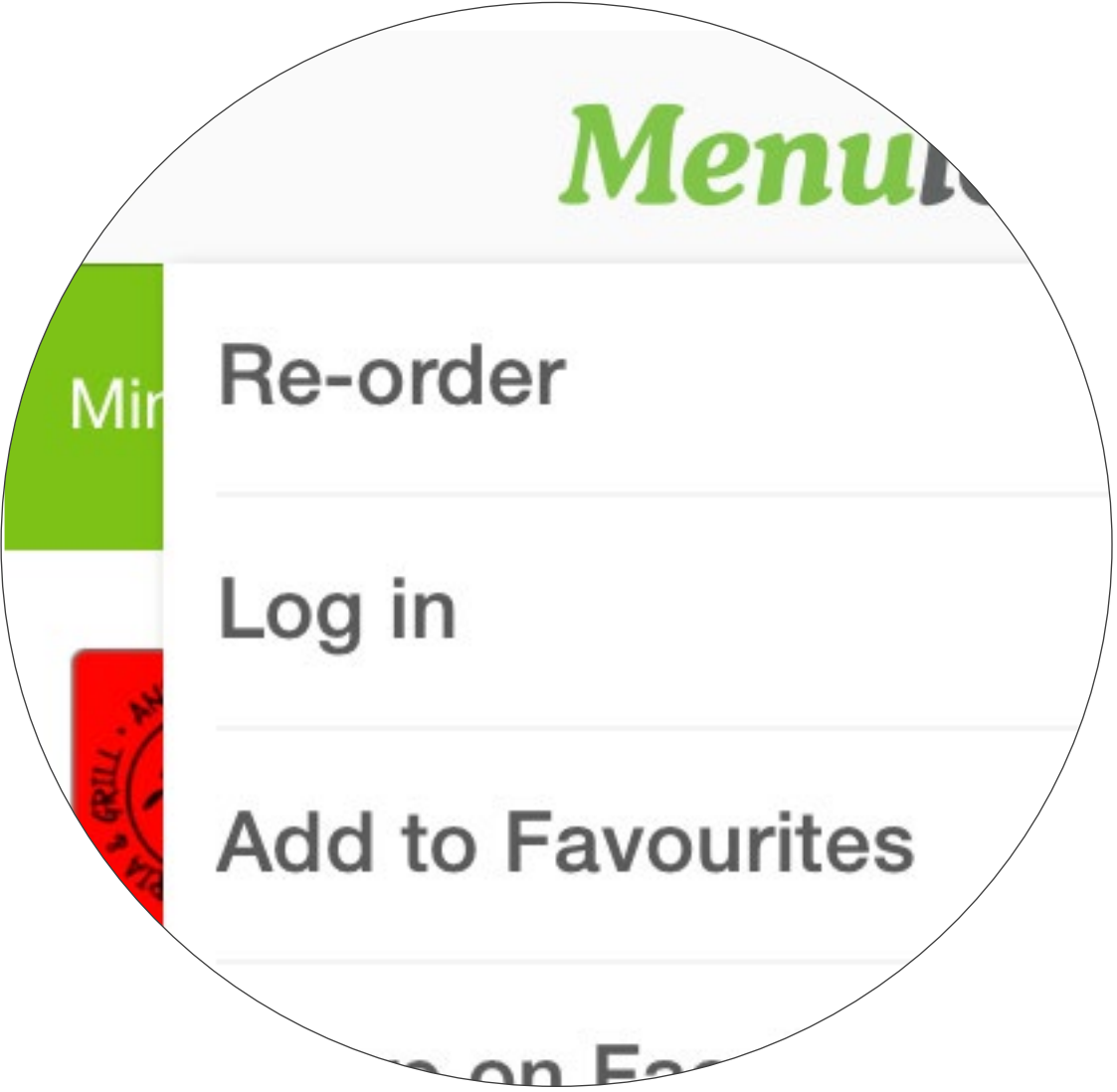
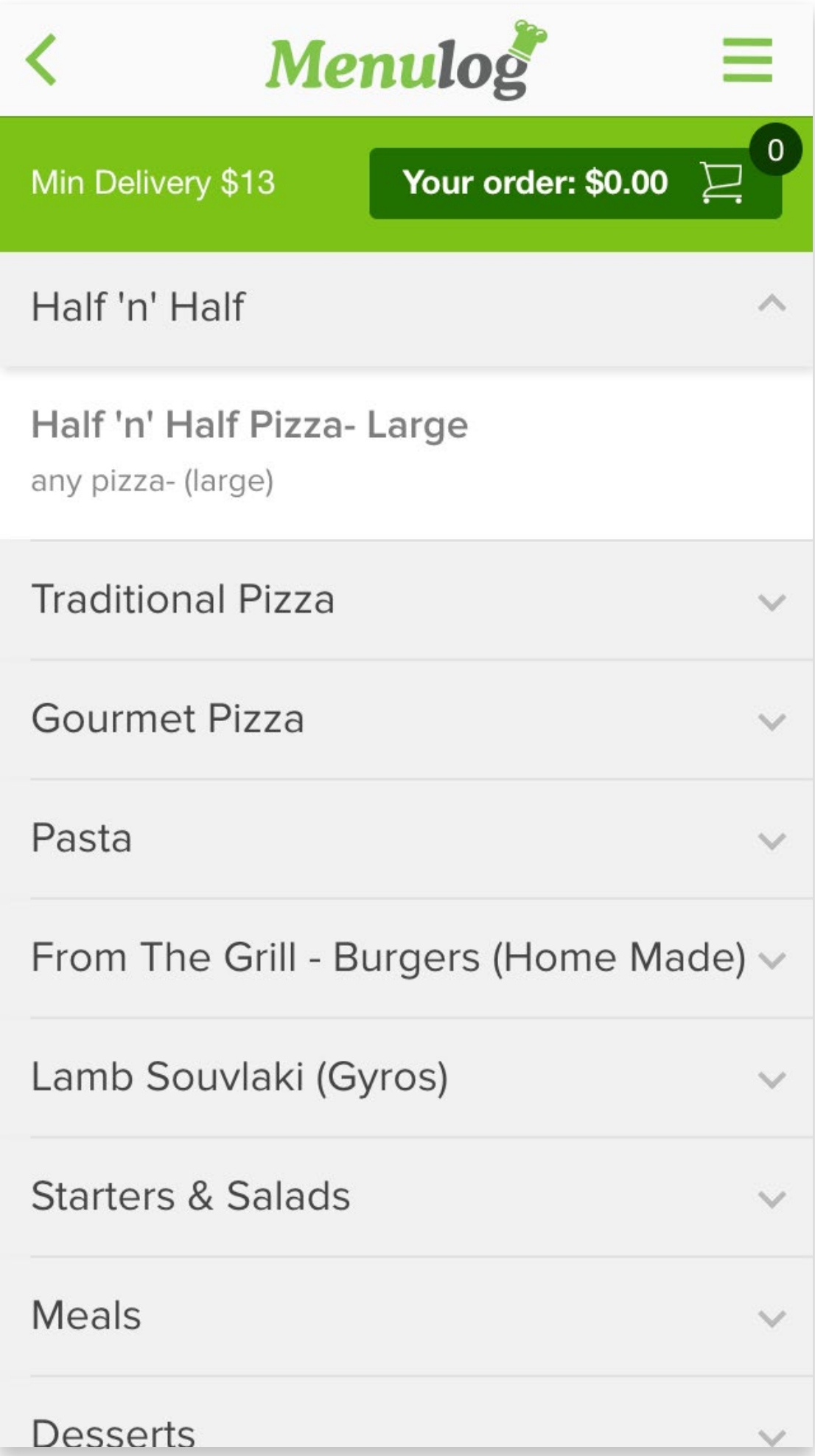
URBAN SPOON



1. Hammer & To
Fitzroy, \$\$
Breakfast
Rear 412 Brunswick St
Fitzroy VIC
Long BBC

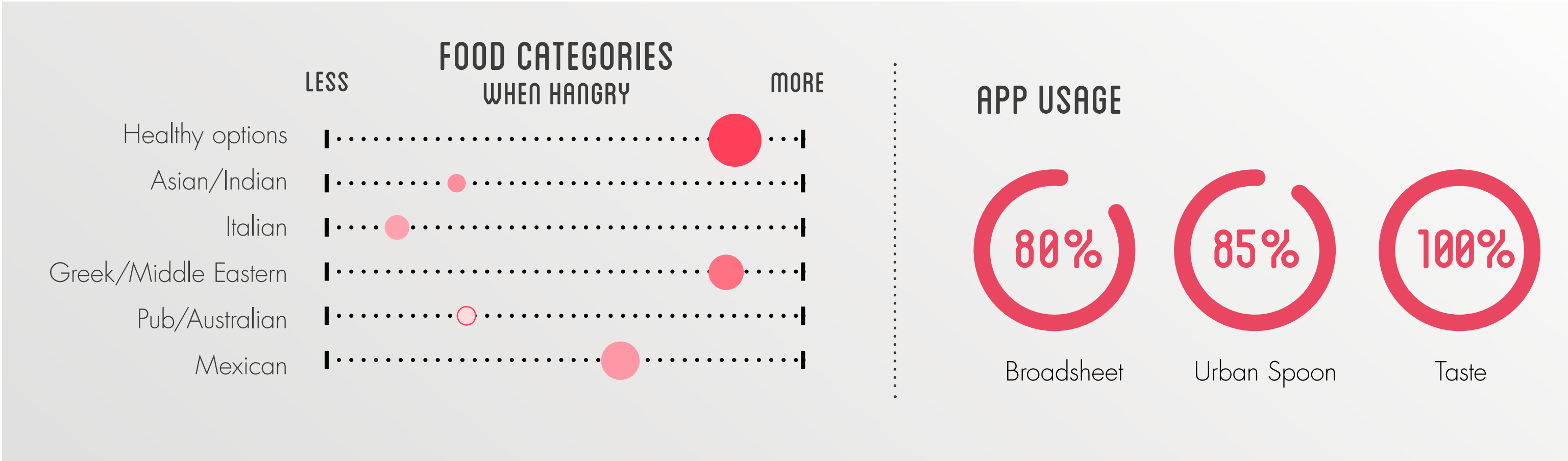


Some screens are a bit busy but once you've searched restaurants its pretty straightforward...



Menulog is really easy.
The menus are easy to read...

PERSONAS



CHELSEA FOODIE

Age: 27
Occupation: Journalist
Location: Collingwood
Personal Income: 55,000
Family: Brother, sister, mum, dad
Currently Dating
Hobbies: Cooking, gym, reading, movies, travel

“ I CAN'T EVEN FOCUS ON WRITING WHEN I'M HANGRY ”

BIO:

Chelsea is young and vivacious and always aware of the next up and coming event in Melbourne. She writes for the local newspaper and she writes her own style blog outside of work. She’s health conscious and attends the gym 5-6 times a week. She lives in inner-city Melbourne with her boyfriend and catches up with her friends one or two nights during the week and almost always on the weekend.

She’s not an early adopter of technology and relies on her boyfriend for the latest news and updates. She does keep up to date with the latest apps and software though. She enjoys using technology and apps that offer convenience and fit into her lifestyle.

NEEDS:

With Chelsea taking an active interest in food and journalism, ideally she would love a way to easily locate restaurants (to invite her friends and family to).

PAIN POINTS:

Chelsea is Gen Y. She’s all about now. She gets annoyed when things don’t go to plan and something interrupts her plans.

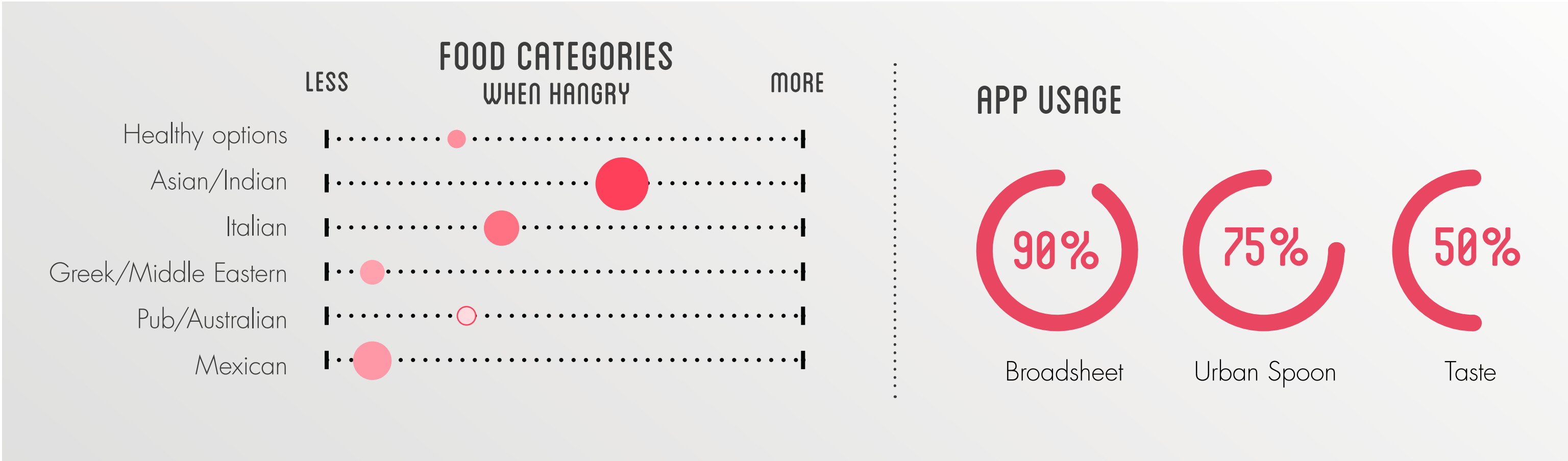
PERSONAS



ANDREW AD GUY

Age: 45
Occupation: Advertising
Location: Albert Park
Personal Income: 120,000
Married, two kids
Hobbies: Football, jogging, movies

" WHEN I AM WORKING LATE
I NEVER KNOW WHAT I FEEL LIKE"



BIO:

Andrew is a celebrated advertising writer with years of experience. He lives in inner-city Melbourne and has two young daughters. He loves sport and always has a story and a joke when there's a crowd around. He's health conscious and goes for a run in the morning. He doesn't mind the occasional fish and chip shop burger.

Andrew works long hours and sometimes weekends. He's very familiar with technology and has the latest smart phone, tablet and laptop all supplied to him by his work.

NEEDS:

Sometimes Andrew has to work late and make late night food decisions with his colleagues. He's looking for quick last minute dinner options and solutions.

PAIN POINTS:

Andrew has an abundance of confidence and some ego to boot. Anything that embarrasses him or makes him look like he's not on top of things are a big no. In fast paced advertising he needs technology that works for him and makes him look good.

USER BASED SCENARIOS



SUNDAY HUNGOVER

Andrew wakes up around 1pm. His head is throbbing, his throat is dry and his eyeballs feel like they're about to fall out of their sockets. He reaches for a glass of water beside his bed only to discover he's knocked it onto the floor during the night.

The kids run in screaming and laughing. His wife Julie is nowhere to be found. He's in the dog house. Another advertising awards night he can't remember.

"Dad, Dad... what's for lunch?" He reaches for his phone. Opens Hangry and selects 'I know what I want' He swipes 'greasy' and is greeted by an abundance of mouth-watering options to swipe through. He selects a nice big juicy burger and fries the Eat Out option which connects him to (UrbanSpoon). There's a new burger joint 1.0km away. He's got the kids on their bikes and he's on his way to greasy burger heaven.

FEATURES USED

Filtered Search, Select, Eat Out (Urban Spoon)



FRIDAY NIGHT FIGHTS

Chelsea finishes work and is late getting to her friend Sarah's for a movie night. She arrives to find Sarah is a little edgy and has polished off half a bottle of sav. They're both indecisive about what to eat so Chelsea fires up Hangry.

They both have no idea of what they want to eat so bypass the selection criteria, (the Quick Search) swipes through an array of Indian, Spanish and Mexican dishes until they both scream out, "Ohhhhhh Pho. Let's get Pho." She selects Eat In and is taken to MenuLog where a list of local Vietnamese restaurants nearby are listed. Using MenuLog Chelsea selects two bowls of Pho to be delivered.

FEATURES USED

Quick Search, Select, Eat In (MenuLog)

minimum viable product

Userflows, site maps, prototypes.

USER RESEARCH

MINIMUM VIABLE PRODUCT

Some of the original ideas for Hangry were...

- Help you discover food that you feel like.
- Email your mum what you feel like.
- Deliver food to your house.
- Make a reservation at a restaurant.
- Allow you to develop a food diary. Track your nutrition.

Although some of these suggestions could possibly be built into future updates it became clear that the feature set for UrbanSpoon was already doing a pretty good job. Competing with it wasn't going to work. But what it wasn't doing well is helping people filter out options to discover what they feel like. This is where we come in.

We went back to our core original task:

- Help you discover food that you feel like.

And found the baseline for our minimum viable product.

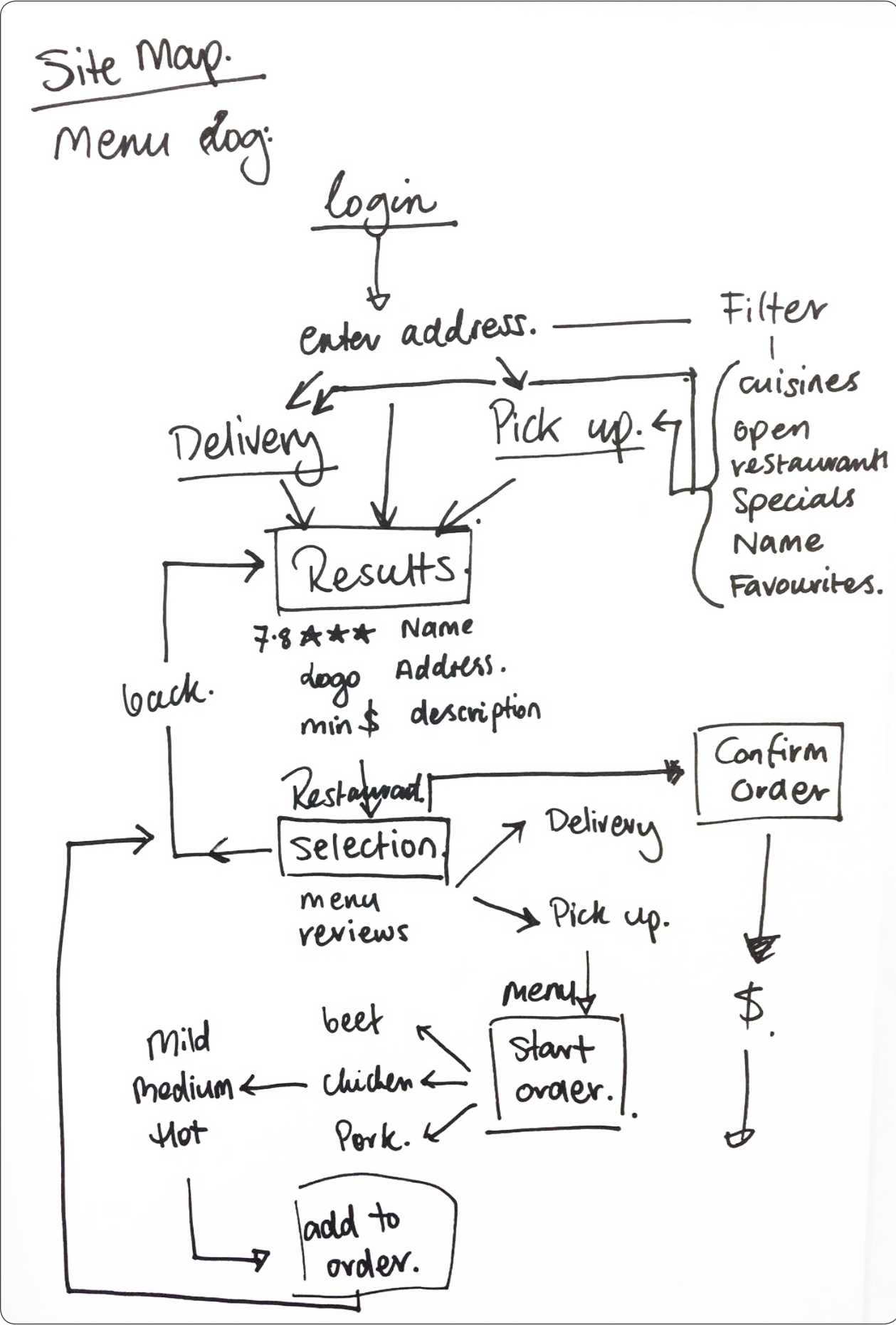
Key takeaways included:

I really missed UrbanSpoon when I was overseas...

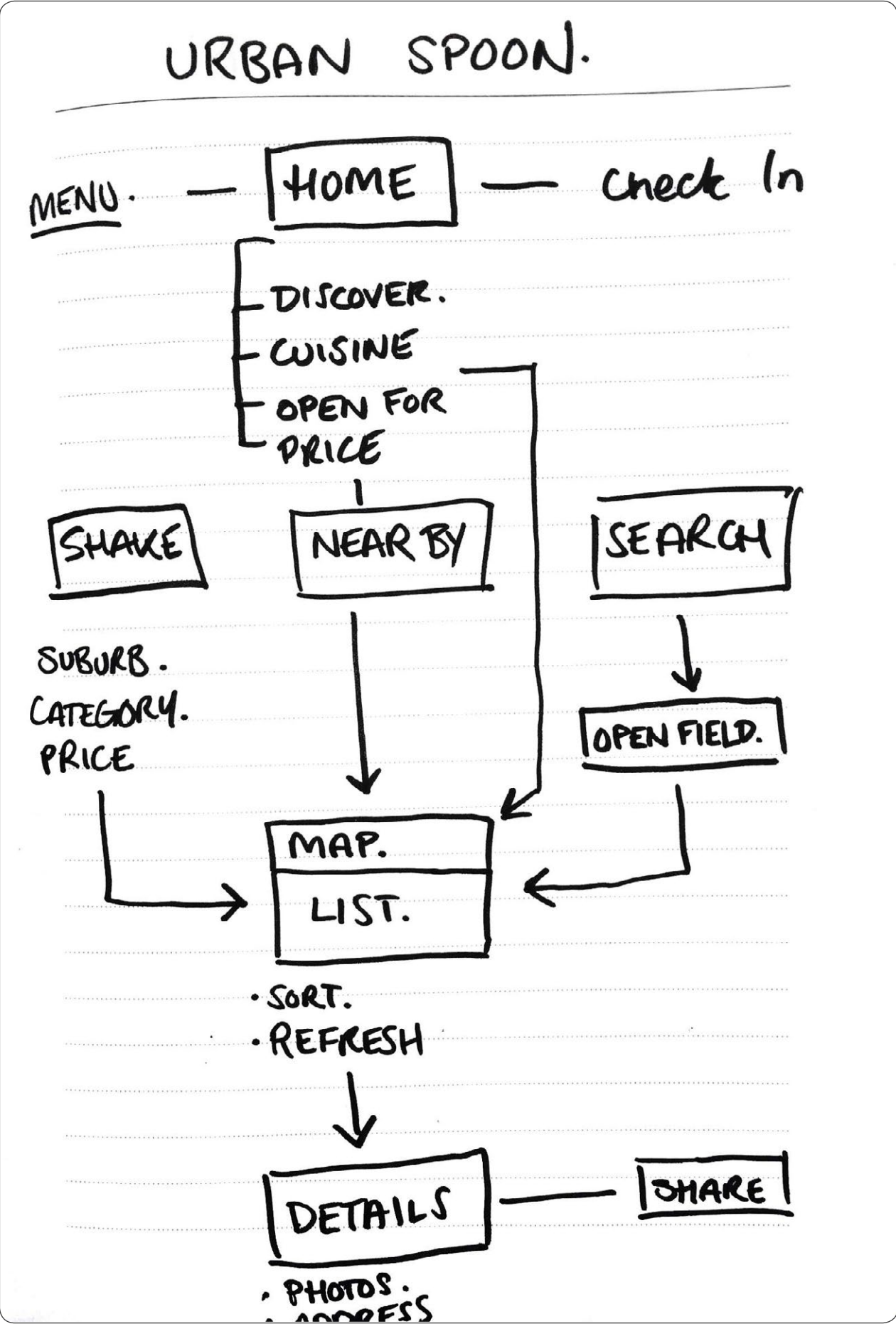
Will I be able to see places by category like Urban Spoon...

I want it to tailor my choices...

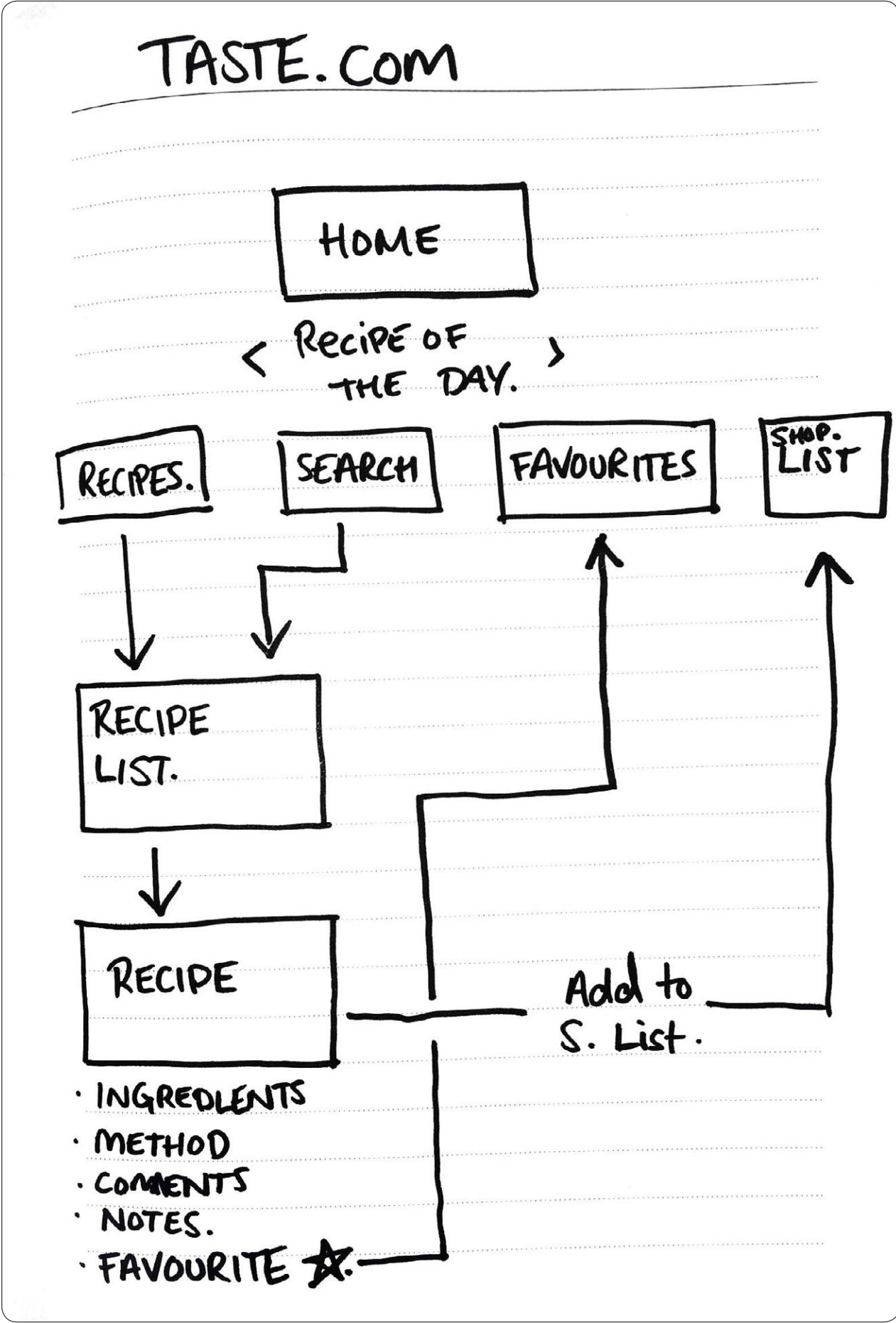
SITE MAPS



MENU LOG

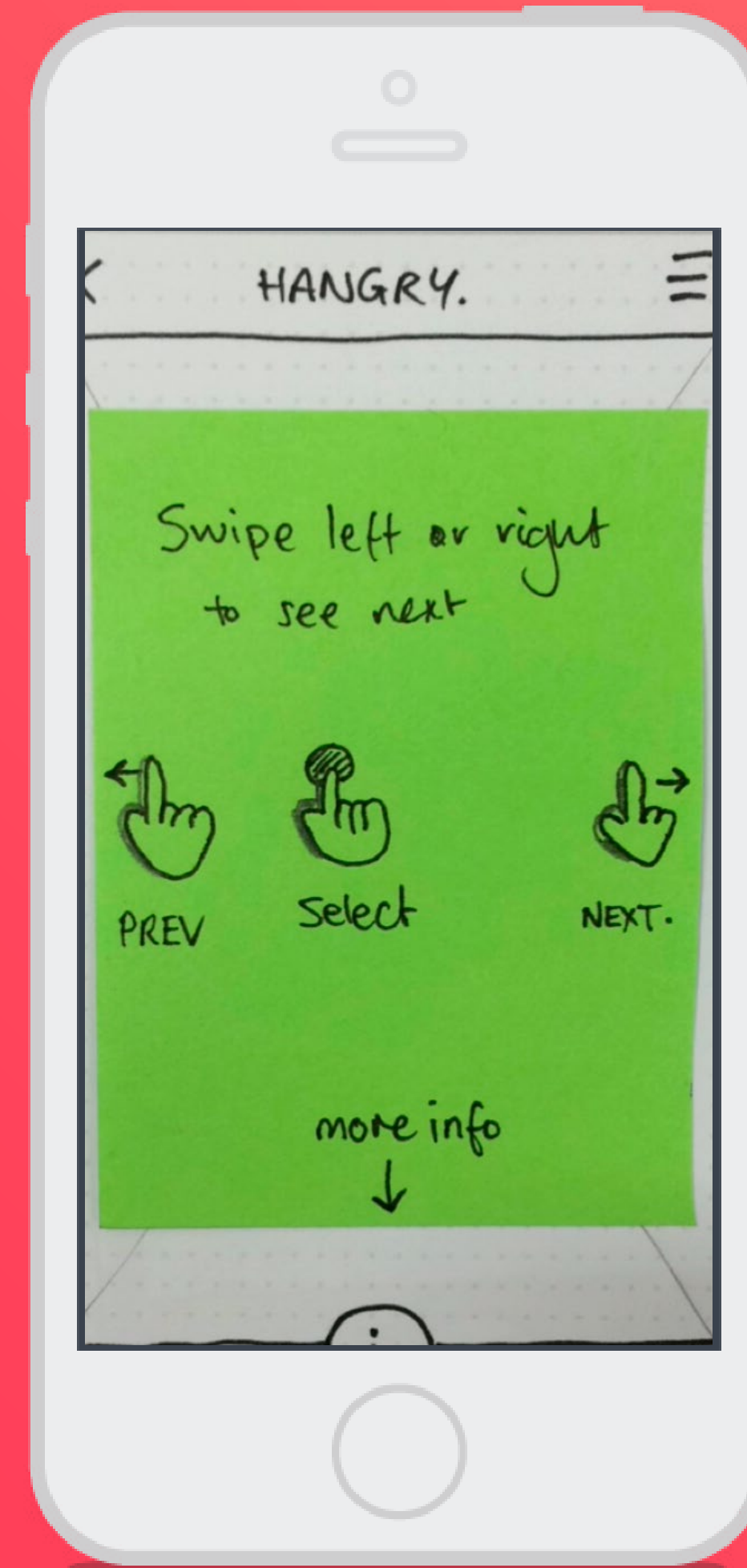
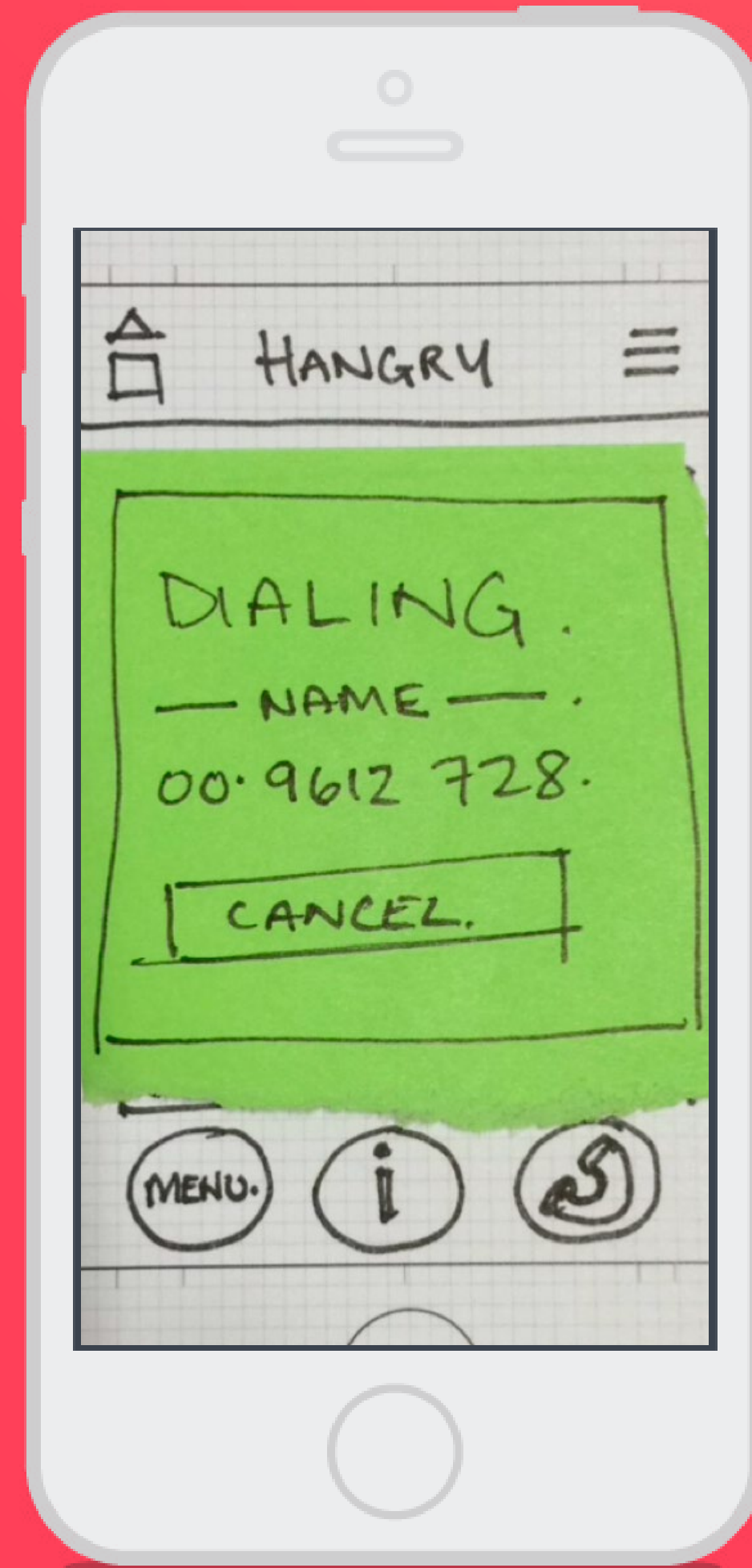


URBAN SPOON



TASTE.COM

POP PROTOTYPE



TESTING:

Ability to tap through to order screen.

Which features are used / not used

What's missing?

Gestures: Tapping / Swiping

PROTOTYPE : TESTING



TEST RESULTS

Confused by dialing?

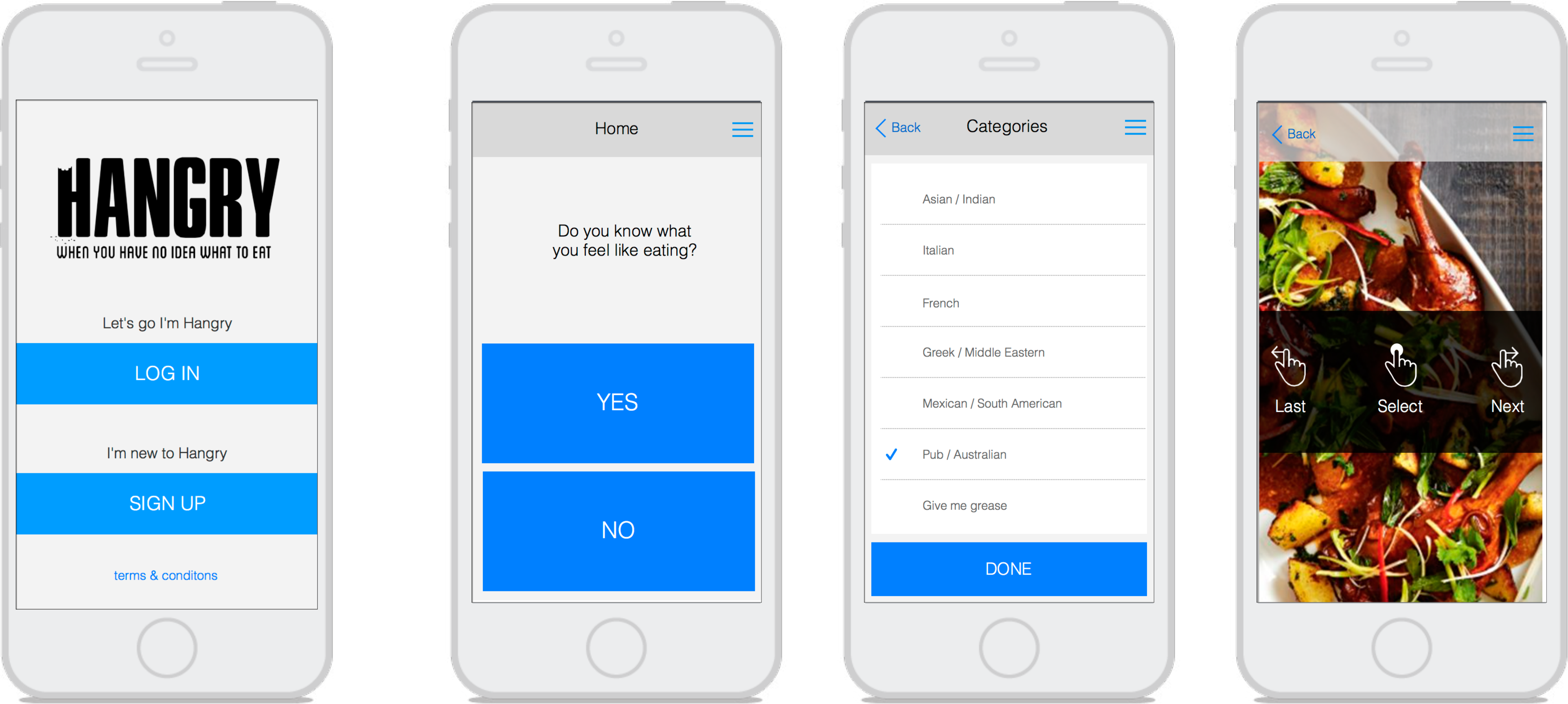
Location Services?

Menu: Favourites? History?

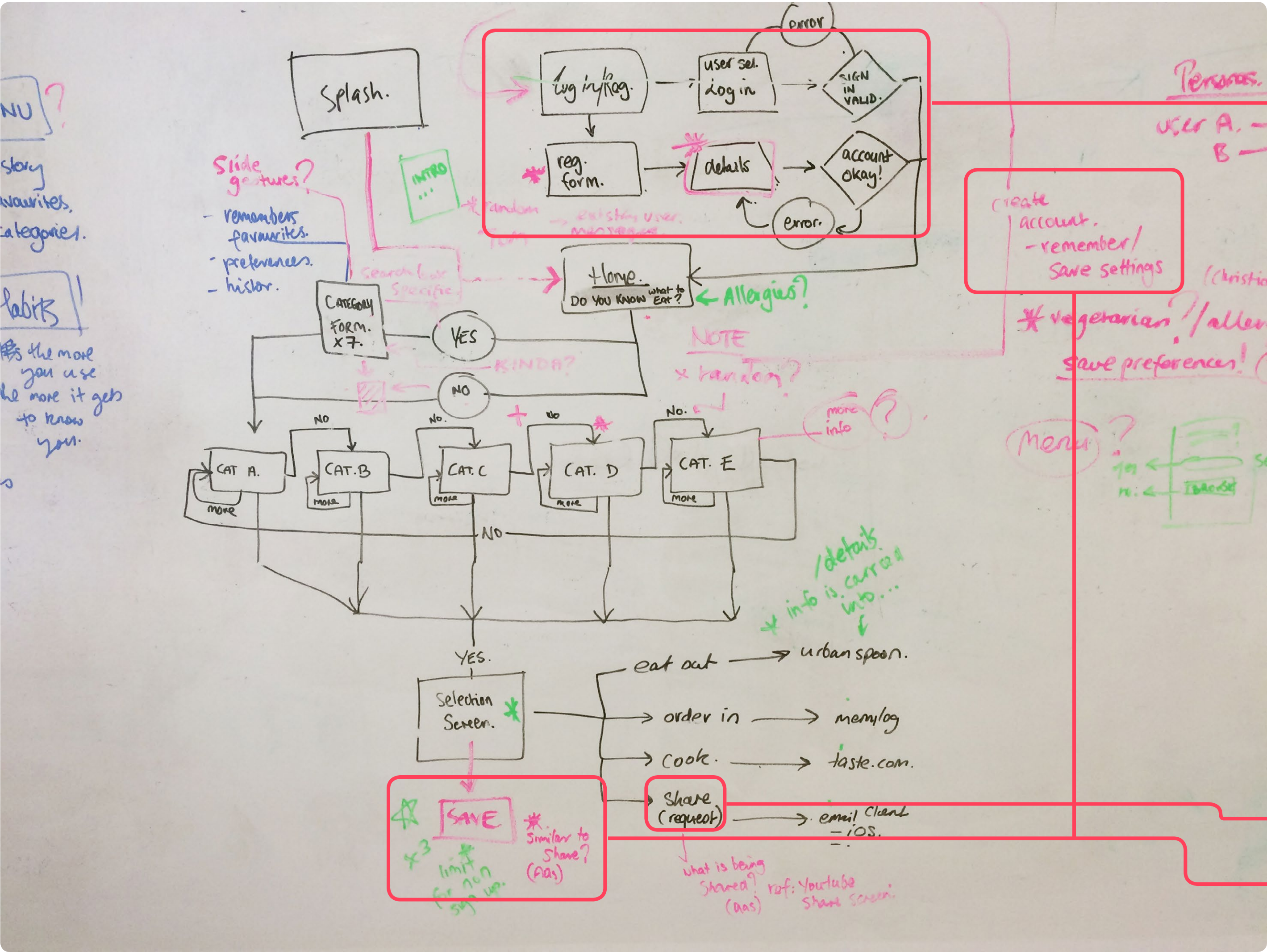
Categories: Which foods?

Users swiped rather than tap.

AXURE : PROTOTYPE #1 - USER TESTING



UX WORKSHOP : TESTING / SITE MAP FEEDBACK

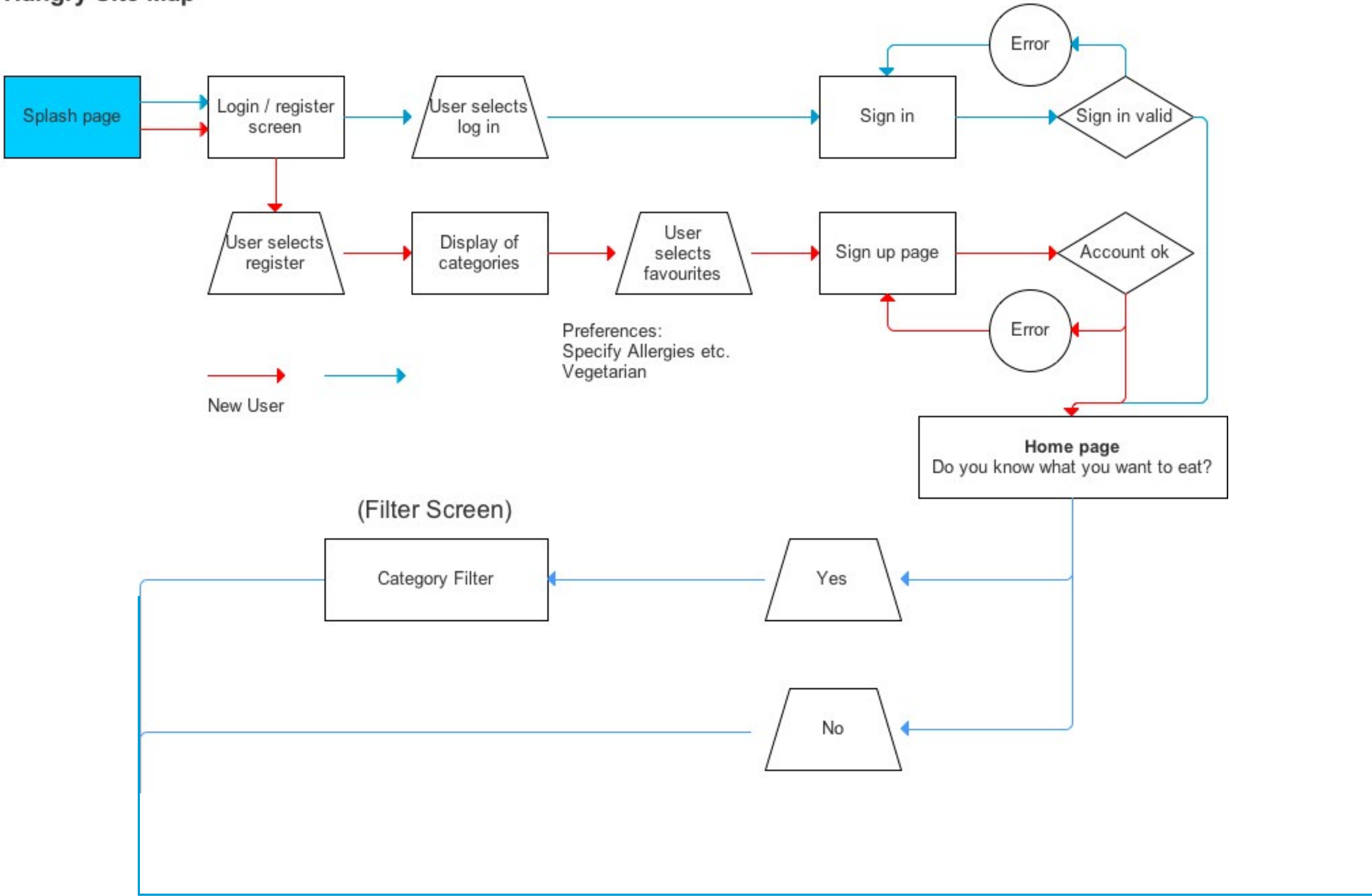


RESULTS

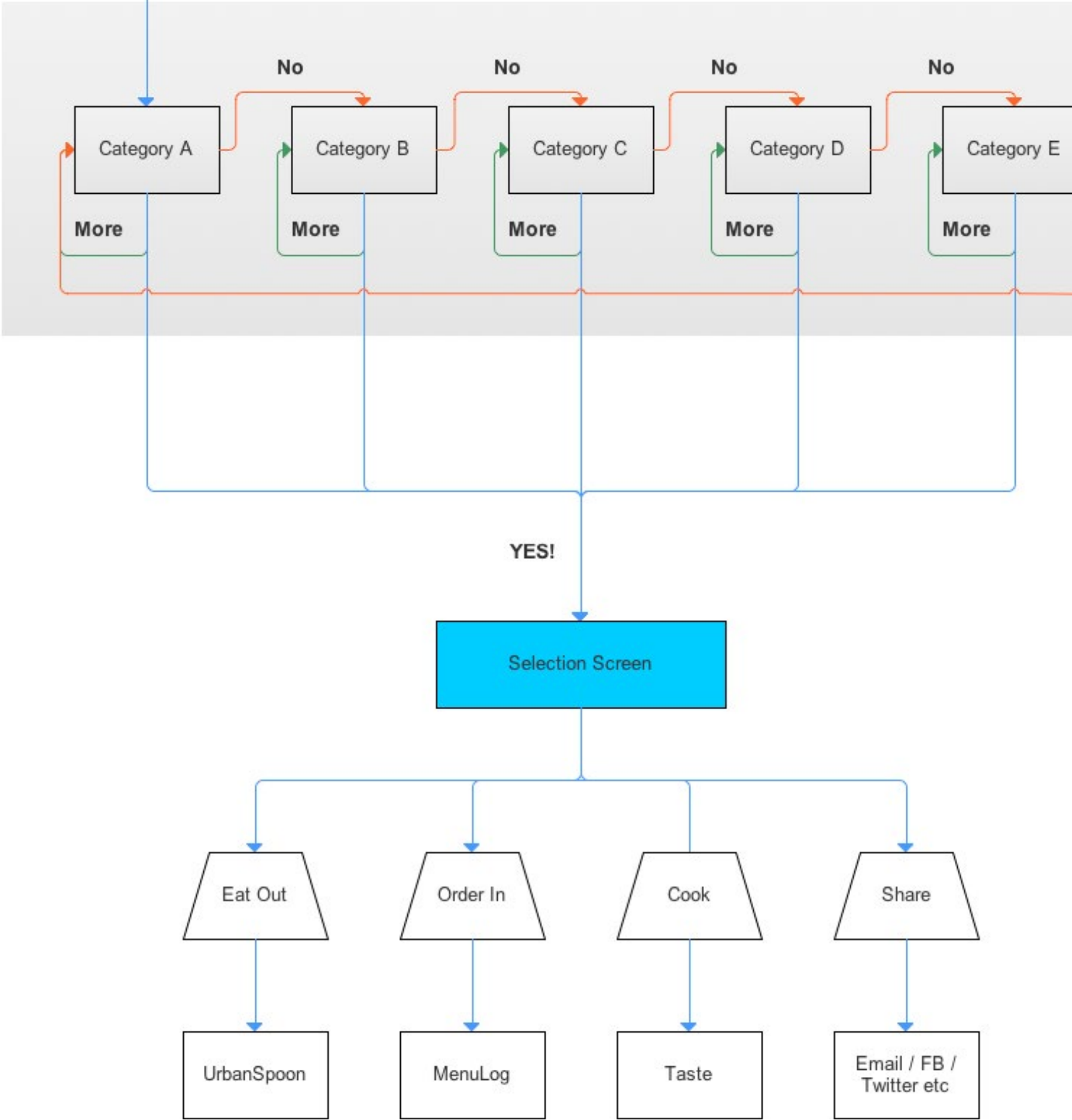
- Login not needed at beginning
- Slide gestures for categories
- Categories? Which foods?
- Habits: the more you use the app the more it gets to know you.
- Menu: History / Favourites / Categories / Preferences.
- Offers/Settings - hungover sunday or late Friday night promo.
- What is being shared at the share point?
- Save results - prompts for sign up account

SITE MAP V1

Hangry Site Map



Selection Process (Food Viewer Screen)



POP : PROTOTYPE #2



Hangry V2

Apple · iPhone 5 · Portrait · 640 x 1136

Create by  Matthew Brown

Project Description

V2 TESTING:

Food images

Working categories

Sign Up / Register

Share Options

POP : PROTOTYPE #2 - RESULTS

CONNOR:

Tried swiping up for more info.

Noted that the information tab was a little too hidden and could be bigger.

Said a triangle for swipe up could be a better way?

SAL:

The information panel isn't visible.

Needs to be a triangle pointing up.

JACKEY:

Why do I need to fill in the form.

Select needs to bring something up.

Compared to the first prototype they found it confusing.

Why doesn't anything happen when I tap on the picture.

Can you share it with a friend on Facebook.

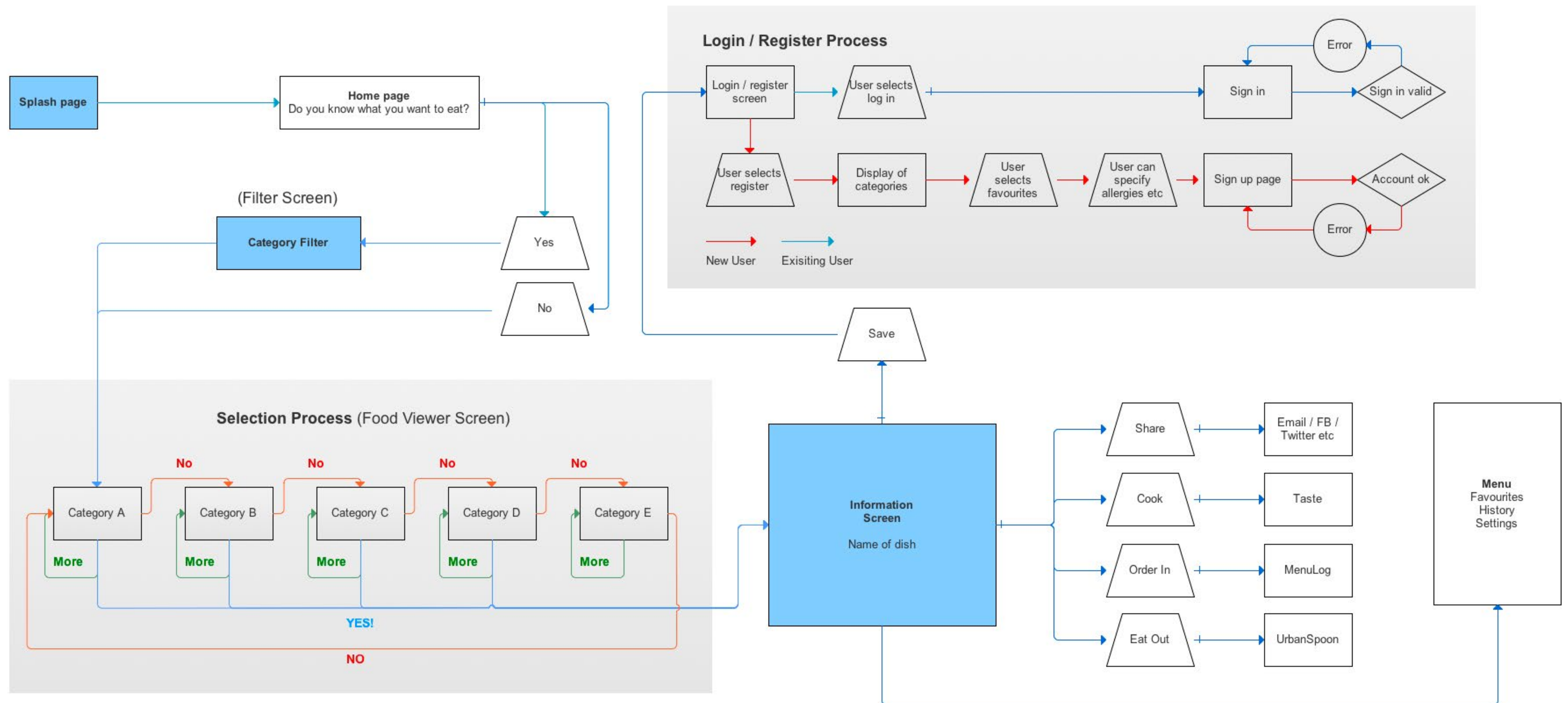
Couldn't get to the info screen.

The information panel isn't visible enough.

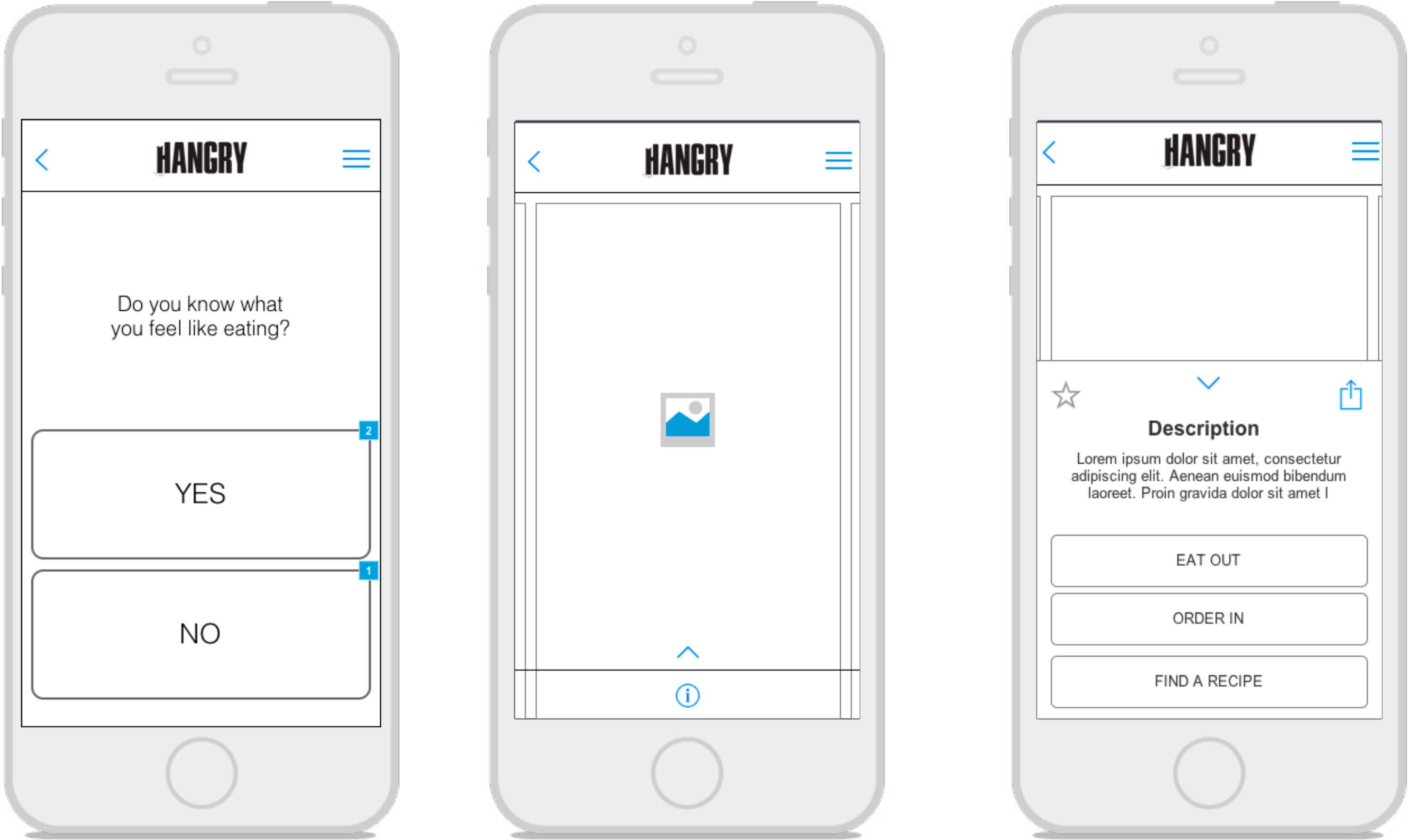
"WHERE'S THE INFORMATION SECTION.">
JACKEY



SITE MAP V2



WIRES : PROTOTYPE #2



THANKS