

The background is a repeating pattern of small, light yellow line-art icons on a darker yellow background. The icons include various food items such as fruits (apple, banana, pineapple, watermelon slice, grapes, cherry, strawberry, kiwi, kiwi), vegetables (broccoli, carrot, bell pepper, mushroom, onion, radish, chili, cucumber, zucchini, eggplant, tomato, pea pod, corn, carrot, pumpkin, leafy greens), dairy (cheese wedge, milk carton, butter), and other food items (ice cream cone, donut, bread, pizza slice, sandwich, hot dog, hamburger, taco, burrito, sushi, dumpling, bowl of soup, teapot, coffee cup, glass of juice, smoothie, fork, knife, spoon, whisk, spatula, rolling pin, grater, strainer, measuring cup, measuring spoon, salt shaker, pepper mill, mortar and pestle, wine glass, beer glass, martini glass, cocktail glass, wine bottle, beer bottle, smoothie bottle, juice bottle, water bottle, coffee pot, teapot, toaster, oven, microwave, refrigerator, stove, sink, faucet, plate, bowl, glass, cup, mug, saucer, napkin, fork, knife, spoon, whisk, spatula, rolling pin, grater, strainer, measuring cup, measuring spoon, salt shaker, pepper mill, mortar and pestle, wine glass, beer glass, martini glass, cocktail glass, wine bottle, beer bottle, smoothie bottle, juice bottle, water bottle, coffee pot, teapot, toaster, oven, microwave, refrigerator, stove, sink, faucet).

Dished

Research

Where do you like to eat and why?

What is your favorite meal? Where do you find that here (Madison)? Does it meet your restrictions?

How do you go about getting that food?

What are your specific restrictions? What determines your restriction (religion, allergies, finances, preferences)?

Have you ever accidentally broken your restriction due to lack of knowledge of ingredients given?

Do/Did you live in the dorms? Did you eat in the dining halls? Did you feel like they catered to your restriction well?

Do any of your friends share this same restriction? If no, does that make it difficult when out with friends to find meals to fit your restriction?

Is it difficult to meet the financial needs of your restriction?

What stores/dining halls/restaurants cater to your restrictions best?

Have you ever gone without food due to lack of options meeting your restriction?

How do your friends understand and treat your restriction?

Have you had this restriction your whole life?

Are there aspects of your restriction that people don't know about or that are not common knowledge?

Have you ever experienced discrimination or animosity after sharing your restrictions?

What would you like people to understand about your restrictions?

Has your experience finding food gotten easier or harder during your time at the university?

How have the options been in comparison to your experiences prior to attending UW? Are the options offered well made and up to par?

Persona: Kelly



Name: Kelly

Age: 26

Gender: Female

Occupation: Grad Student/TA

Marital status: Engaged

Location: Madison

Other traits:

has 2 yr old dog
physically active, yoga, running
healthy eater
loves to cook
busy work/school schedule

Context and obstacles faced:

Celiac Disease
Absolutely no gluten
Medical Emergencies
No options @ Restaurants
Gluten Free Household
Cross Contamination
'Not taken seriously'

How will he/she interact with your product/service?

Find Restaurants that offer strict contamination policies + understand the severity of her allergy

Find/Share good gluten free recipes

Interact with Gluten Free Community (Local/National)

Influences:

Family/ Finance
Doctors
Dog
Restaurants/Grocery Stores

Situation: Goals, motivations, keywords

Cook for fiancé without losing high quality taste

Healthy and Delicious Foods

Stay healthy/avoid hospitalizations due to allergic reactions

Variety of Options

Keywords:

Stigma, Health, Allergies, Variety of Options

Story

Has a non-restricted fiancé who gives up a lot of foods to accommodate her allergy inside the house and based on the restaurants they avoid. She wants to find ways to create meals that taste the same as gluten containing counterparts. Looking for many varieties of options for meals/ingredients and restaurants.

Persona: Sarah



Name: Sarah

Age: 19

Gender: Female

Occupation: Student

Marital status: Single

Location: Madison

Other traits:

Active
Religious
Busy
Close to Family
Far from home

Context and obstacles faced:

Eats Halal diet based on Muslim Religion
-Depends on production process of food, not just ingredients
Not many restaurant options
Cooks for herself mostly
Friend group does not share restriction
Only used to traditional meals

How will he/she interact with your product/service?

Connect with others who eat halal
Find a community away from home
Get new recipes
Eat with others
Find restaurants that meet halal production restrictions

Influences:

Religion
Family
Traditions
Her own taste

Situation: Goals, motivations, keywords

Find a community to dine with
Get more recipes
Have more dining out options
Meet more people who eat with same restrictions

Keywords:

Religion, difficult, options, dine-out, community

Story

Sarah is far away from home for school and comes from a very traditional Islamic family. Her religion calls for strict dietary restrictions that make it hard to dine out with friends who don't follow them. She's feeling homesick and in need of comfort to know she's not alone. She loves cooking but only knows a few recipes.

Persona: John



Name: John

Age: 20

Gender: Male

Occupation: Student

Marital status: Single

Location: Madison

Other traits:

Physically Active
In a Fraternity
Only one of his friends who is vegetarian
Doesn't like to cook - eats out often
Laid back

Context and obstacles faced:

Vegetarian

Going out to eat with non-vegetarian freinds

On the go food

How will he/she interact with your product/service?

View ratings on restaurants + stores based on their vegetarian options

Meet other vegetarians to eat/cook with

Share + view recipes

Influences:

Friends
Family
Cost
Moral+Ethical Dietary Decisions

Situation: Goals, motivations, keywords

Stick with his vegetarian diet
Navigate Campus Options
Keep to healthy food options
High Energy level
do well in school/social life

Keywords:

Convenience, Active, Healthy, Community, Confidence

Story

John is a low key guy who wants to suggest restaurants to eat without seeming needy when the menu comes around. He wants to be confident in knowing he has options at restaurants before he gets there with his on-vegetarian friends. He spends a lot of time at his fraternity house but can't eat there due to his restriction so he often eats alone.



Kelly's Customer Journey Map

Dietary Restriction: Gluten Free

SCENARIO

Kelly is planning on hosting a dinner party with her fiance and his family. She will be the only gluten intolerant attendee.

GOALS & EXPECTATIONS

She wants to hear recipe ideas from real people like her who have tried and rated the meals themselves. She expects to be able to cook something everyone will enjoy.

	STEP 1	STEP 2	STEP 3	STEP 4	STEP 5
Customer goals	Choose a couple recipes for her dinner party that accomodate her allergy without inconveniencing her guests	Read through recipe ingredients, filter out those that include gluten or find replacements for individual glutonous recipe items	Choose the best tasting recipe that meets her needs	Purchase ingredients	Prepare, cook, eat the food
Customer thoughts and emotions	Nervous, frustrated with past experiences, excited to try something new	Frustrated, discouraged by lack of options	Questioning, suspicious, anxious about time	Overwhelmed, Unorganized	Excited, hungry
Opportunities and Ideas to Improve	Save time reading through single database of recipes rather than searching different sources	<ul style="list-style-type: none"> - Have the ability to filter out recipes that include Gluten - Second level of filtering that lists gluten-containing recipes but with a suggested replacement ingredient 	<ul style="list-style-type: none"> - Read reviews, tips, pricing and time reports on recipes that have been used by those sharing her allergy - See pictures of actual turnout - Reviews that include thoughts of 'eaters' that aren't gluten-free 	When a recipe is selected, include a digital list of items to check off to make grocery shopping easier	App suggests she document process via photos and advice, improving experiences of others who choose that recipe. Asks for final rating after eating



Sarah's Customer Journey Map

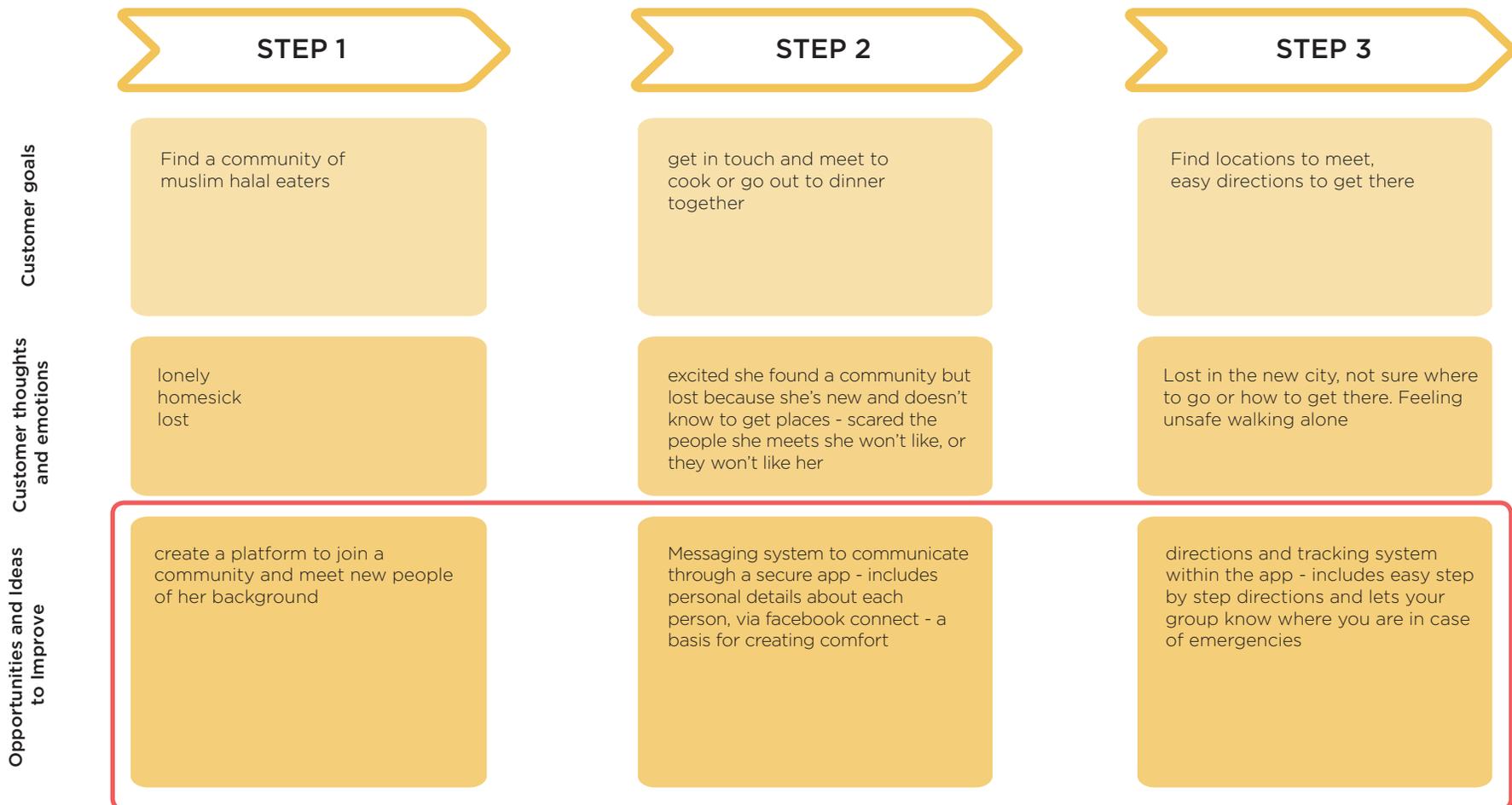
SCENARIO

Sarah is a 19 year old muslim undergraduate student at the UW Madison from New Jersey and is homesick and feeling lonely. She only knows a few traditional halal recipes and doesn't like eating alone all the time. None of her new friends share her muslim or halal background.

Dietary Restriction: Halal

GOALS & EXPECTATIONS

Sarah hopes to find a community of other Halal eaters and those of muslim faith. She is homesick as she is far away from home and new to the area, and is seeking a halal community that she can share meals with and build relationships with based on their common experiences.





John's Customer Journey Map

Dietary Restriction: Vegetarian

SCENARIO

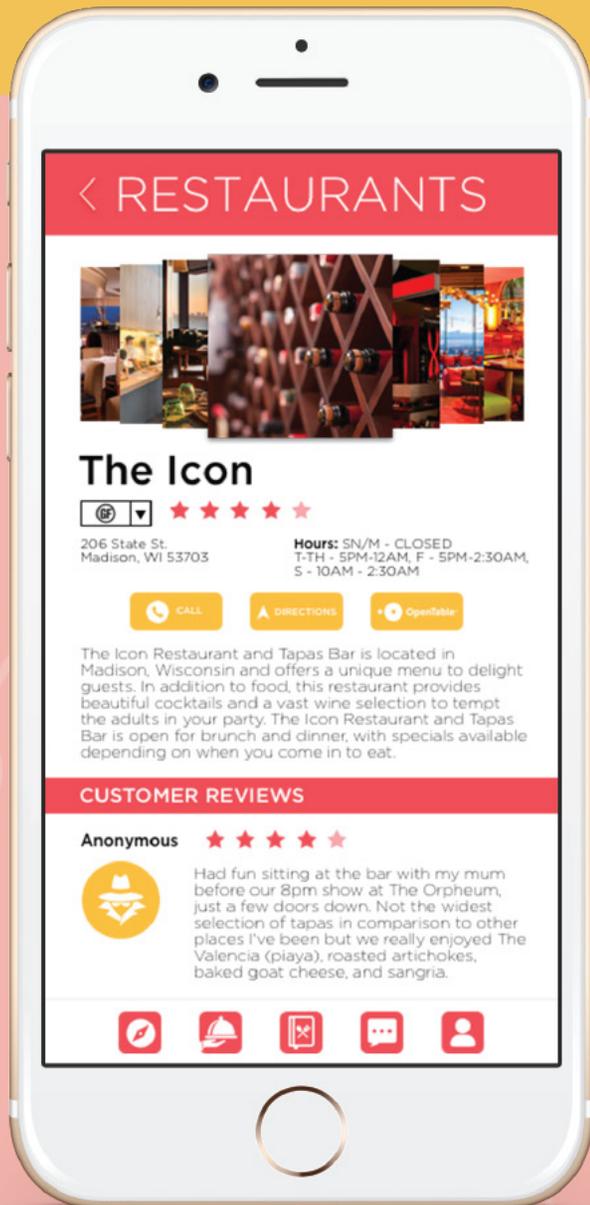
John is a 20 year old undergraduate student at UW Madison who is looking for a restaurant he can eat at with his fraternity brothers that offers good vegetarian options.

GOALS & EXPECTATIONS

John spends most of his time with his fraternity brothers at the house when not in class and tends to go without food and has been looking for ways to find restaurants that he can eat at with his brothers, in which both parties have good meal options.

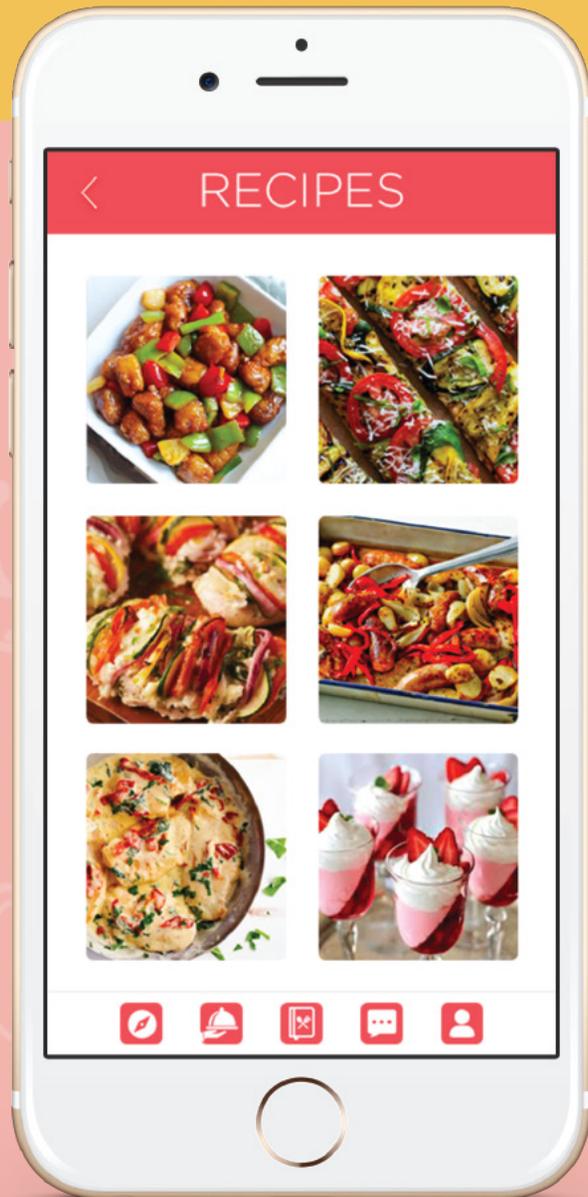
	STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6
Customer goals	Find good restaurants that have both vegetarian and non-vegetarian options	Find restaurants close to the frat house	Choose a restaurant that isn't too expensive	Convince brothers to go with him	Secure table	Easy directions from the house
Customer thoughts and emotions	frustrated hungry defeated	Lazy and anxious	cheap, broke (college student), defeated (by high price points)	nervous excited	excited hungry frustrated nervous - no availability	excited hungry lost anxious
Opportunities and Ideas to Improve	restaurant reviews, suggestions and coupons	GPS locator, suggestions based on close proximity	Loyalty program - offers coupons to regular users of the app give price projections	Click to send - share the menu with friends via text include HD photos of restaurant and food	Open in "open table" or "nowait" app to secure table prior to arriving	Click to navigate - use GPS location and it opens via your phone's map app

Restaurants



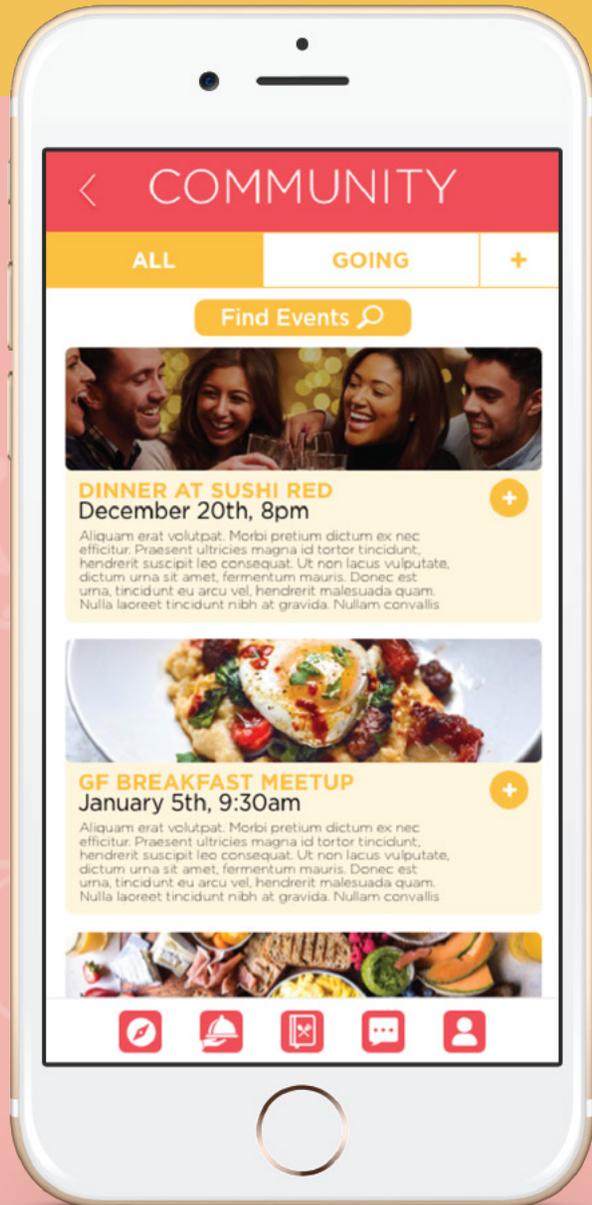
- Scroll through nearby restaurants, and filter out those that don't offer necessary restriction meeting options
- View ratings and reviews of restaurants by customers who share restriction
- View menu, restriction meeting options
- Options for calling restaurant, navigating to restaurant, and booking reservation on OpenTable

Recipes



- Sort recipes by their adherence to dietary restriction
- Recipes written and vouched for by users who share restriction
- View recipes ratings and reviews
- Convenient checklist allows for easy gathering of ingredients
- Offers navigation to a store that carries ingredients

Community



- Filter out restaurants that don't offer options that meet restriction
- View ratings and reviews of restaurants by customers who share restriction
- View menu, restriction meeting options
- Options for calling restaurant, navigating to restaurant, and booking reservation on OpenTable

App Wireframe



Exhibition

Dished

Dished is an iOS application to assist those with Dietary restrictions in their navigation of restaurants, recipes, and community dining experiences. Upon creating a profile, users are asked to select their dietary restriction (allergies, preferences, religious adherences), which allows them to filter the culinary world around them. They can find restaurants with the best accommodations, search and rate recipes that meet their needs, and collaborate with others in their area.

USER RESEARCH

Our work started with introduction to the concept of "social homelessness" on campus, the ways in which many students experience exclusion or ostracism from certain aspects of life. We focused in on one aspect on a local level: Campus Dining. Many students find it difficult to navigate this area based on their dietary restrictions. These restrictions can be based on their religion, allergies, illness, or personal preferences. Through interviews, we uncovered these students struggles not only to eat in campus dining halls and many Madison restaurants, but also the difficulties of eating out or cooking with friends who don't share their restriction. In our application's development, we offer a tool to reduce these students exclusion by uncovering for them the best options around them that suit their dietary needs.

USER PERSONAS

CUSTOMER JOURNEY MAP



BRAND IDENTITY

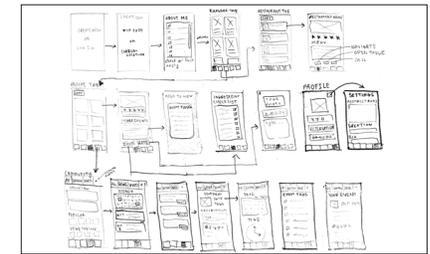
Dished
Dished is a place where food meets community. This logo represents both the coming together to share in our dining experiences, whether it's in your home or in a restaurant as well as the human desire to share stories and Dish out the details.

Color Palette

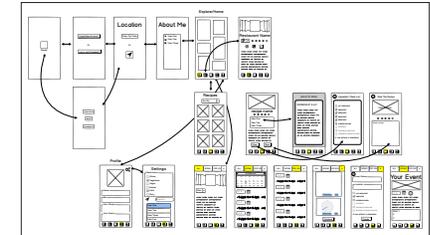
Typeface
Our typeface is a visual representation of Dished's voice and tone. It's a contemporary typeface used to elicit fluidity, creativity and fun for interest. For Logo use only, use Bellatine Pro. For username attribution and body text, use Gotham Light. For titles or headlines, use Gotham Medium and Bold, with varied scale. Gotham book italic and medium italic are used sparingly to add emphasis.

Bellatine Pro & Gotham
designed by Motypeidea & Tobias Frere-Jones

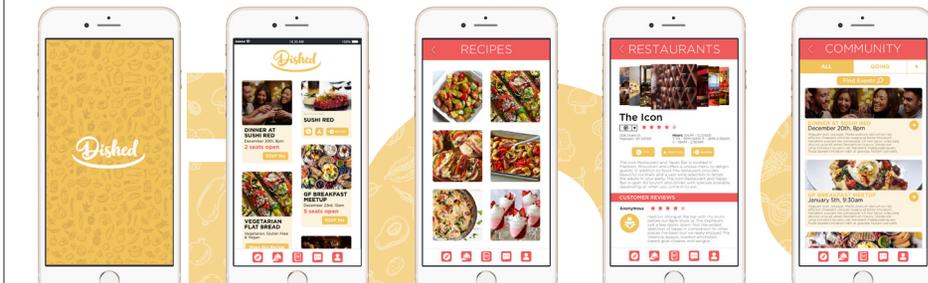
USER FLOW



WIREFRAME



PROTOTYPES



Exhibition



Video

