

Tastify! UX Deck



Tastify Goals



Business Goals:

To increase engagement of the Tastify app.

Fix the context in which people use the app, while maintaining the 'core value' which is to record their dining experiences.

To remind people to add a testimony.



Design Goals:

To improve upon the visual experience and make the app more intuitive and engaging to use.





User Goals:

To make it easy to add a 'testimony'

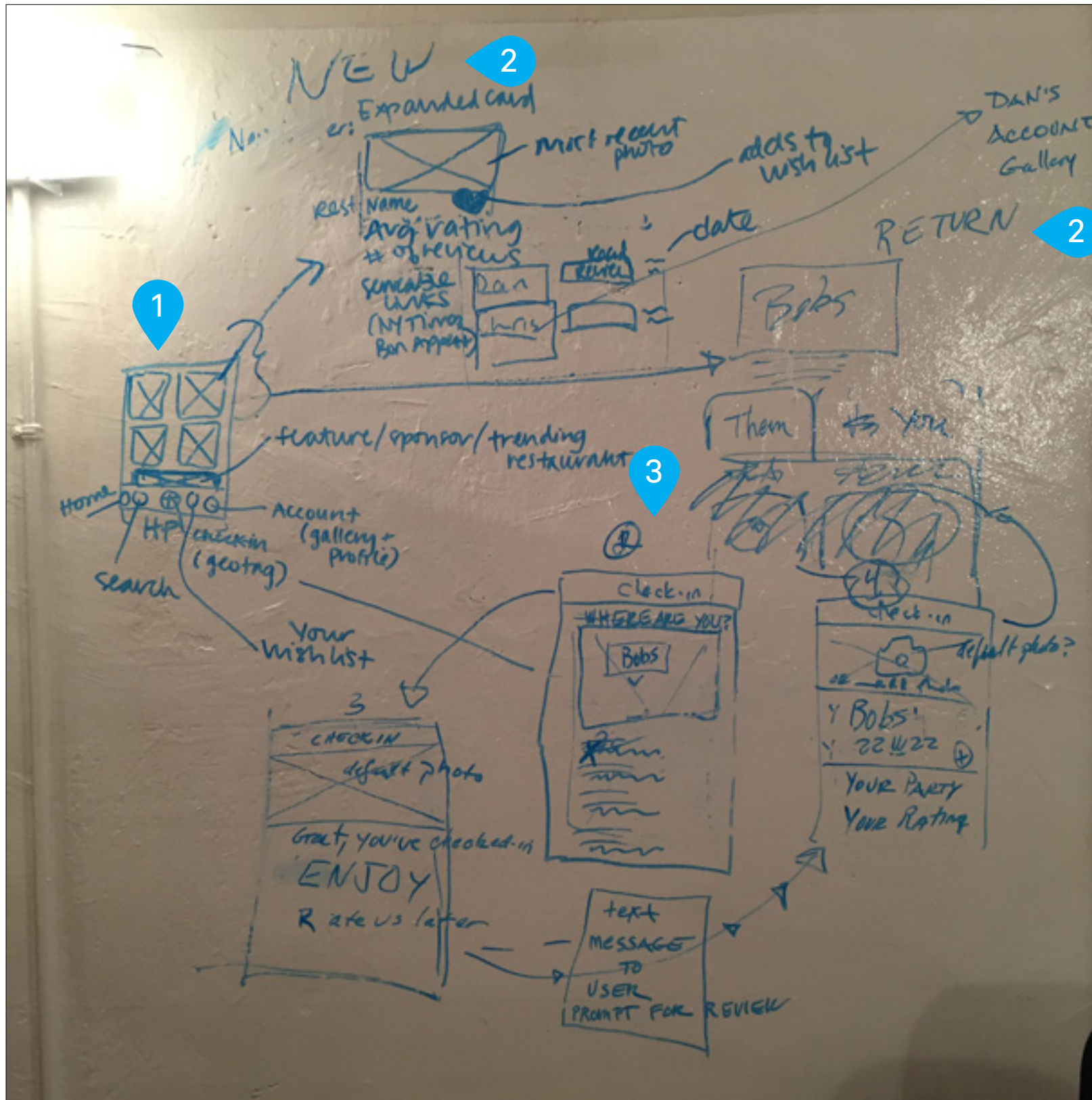
To incentivize users in adding a testimony

Tastify Personas

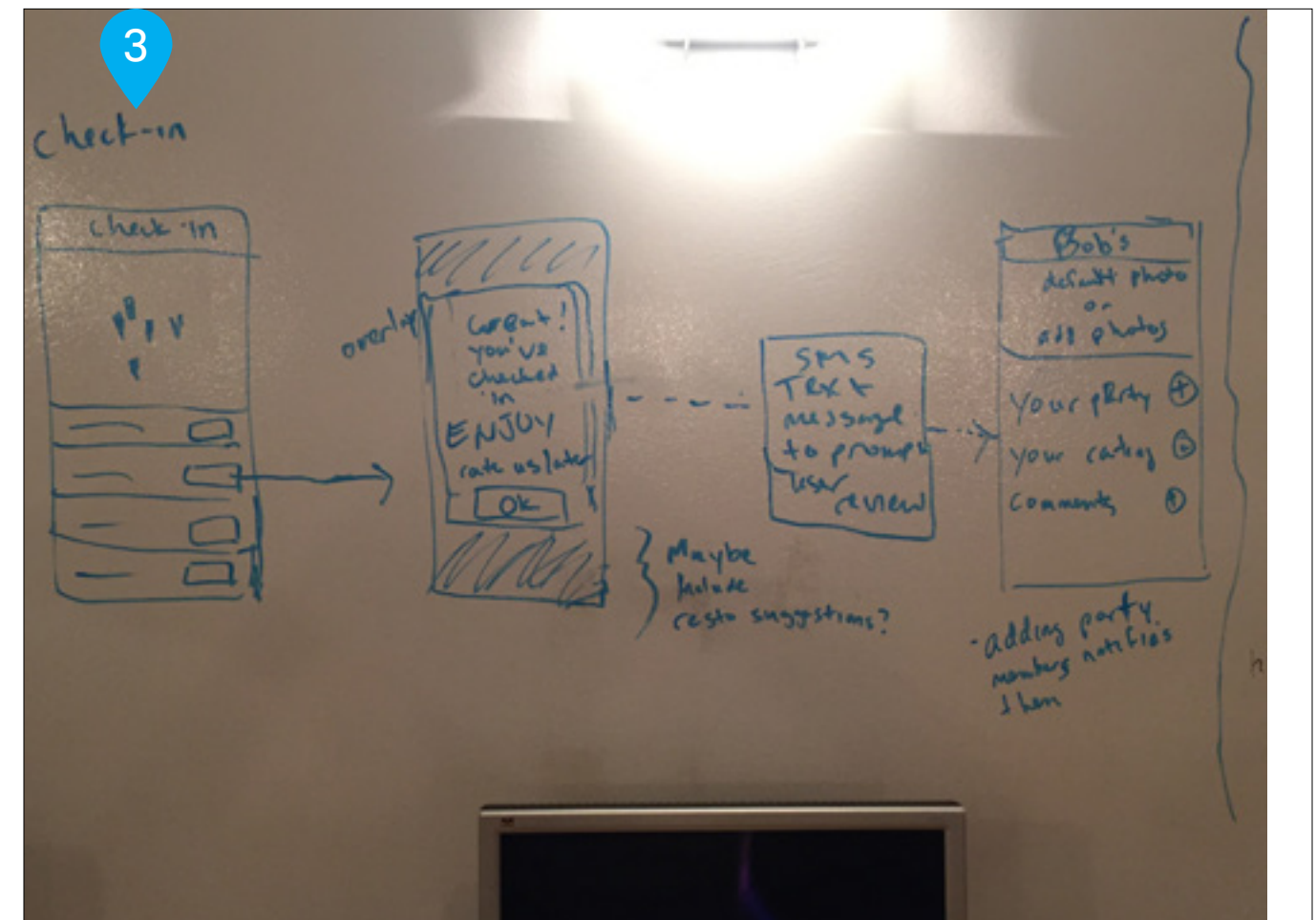
Name	Profile	Behaviors/Beliefs	Needs/Goals
 <p>Rachel Dunn</p>	<ul style="list-style-type: none"> • 24 years old • recent college grad • lives in NYC • earns \$50k • single • has multiple 'circle of friends' • very much into social media • nightowl • video producer/editor 	<ul style="list-style-type: none"> • goes out to eat 3-4 times a week • follows all the major food blogs • loves to travel and 'experience the city life' • sentimental • takes lots of photos on her iPhone • often texting and checks iPhone notifications frequently • currently on Instagram, Snapchat, Twitter, Facebook • does believe in times of being 'unplugged' 	<ul style="list-style-type: none"> • Likes to take pics of food and share it on her various social platforms, but would like to separate her food pics from her other experiences (travel, social, random pics, etc) • Would like to share her food outings easily, and not limit it to just food pics. • She looks at yelp when looking for places to eat at times, but finds it too 'stuffy'

Name	Profile	Behaviors/Beliefs	Needs/Goals
 <p>Mary Scott</p>	<ul style="list-style-type: none"> • 32 years old • personal assistant for entrepreneur • lives in NYC • earns \$80k • on social media for information but doesn't post often • early riser 	<ul style="list-style-type: none"> • goes out to eat 5-7 times a week • organized and meticulous • very good at her job • uses her phone for work 90% of the time • takes lots of photos on her iPhone • often texting and checks iPhone notifications frequently • currently on Instagram, Twitter, Facebook • reads the NY Times daily 	<ul style="list-style-type: none"> • Would like to be informed of the city's latest 'hotspots' especially when it comes to food • Needs to keep track of past dining experiences for her boss for future reference • Food 'journaling' is less important from sentimental standpoint and more used as a tool

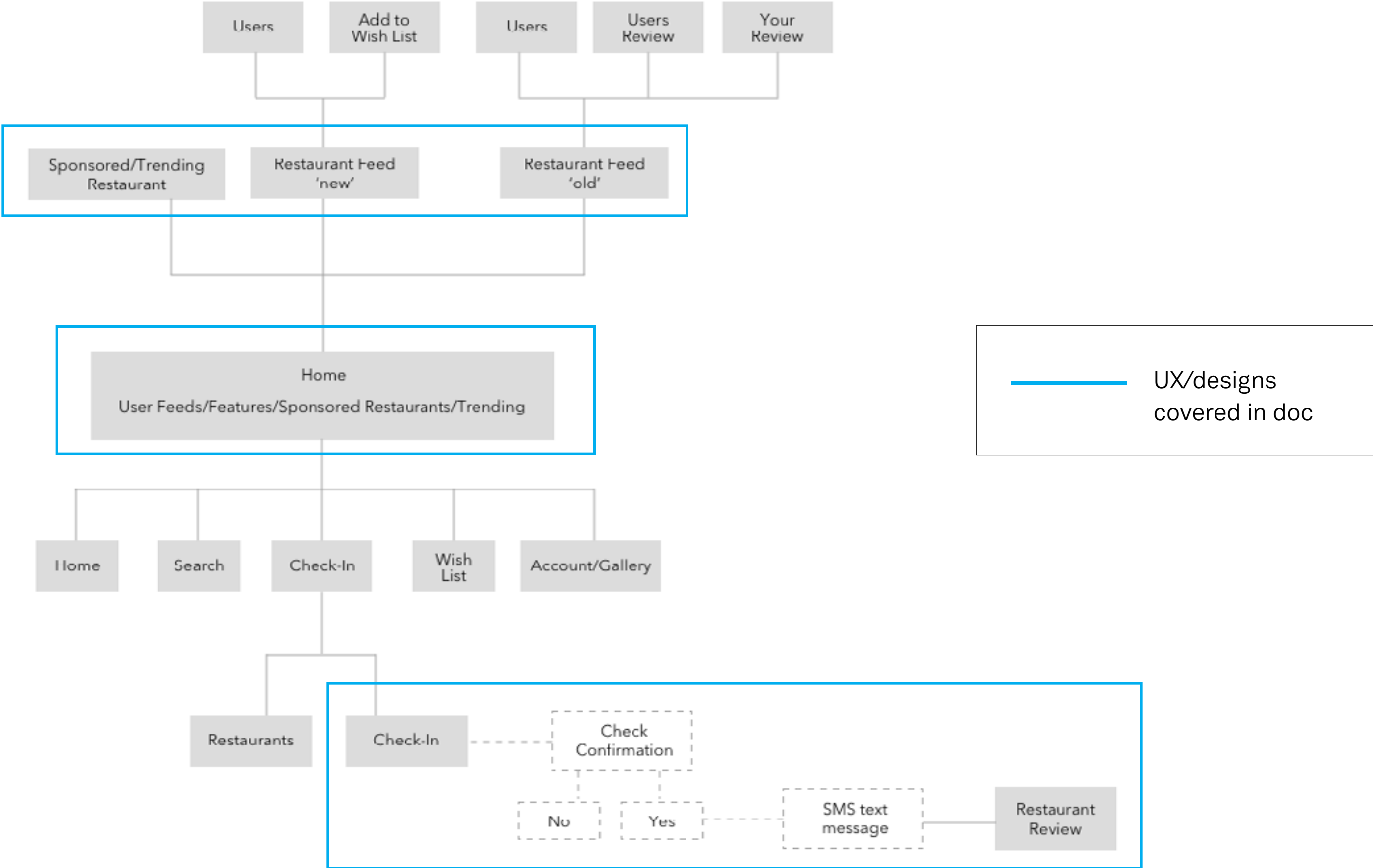
Tastify Whiteboards



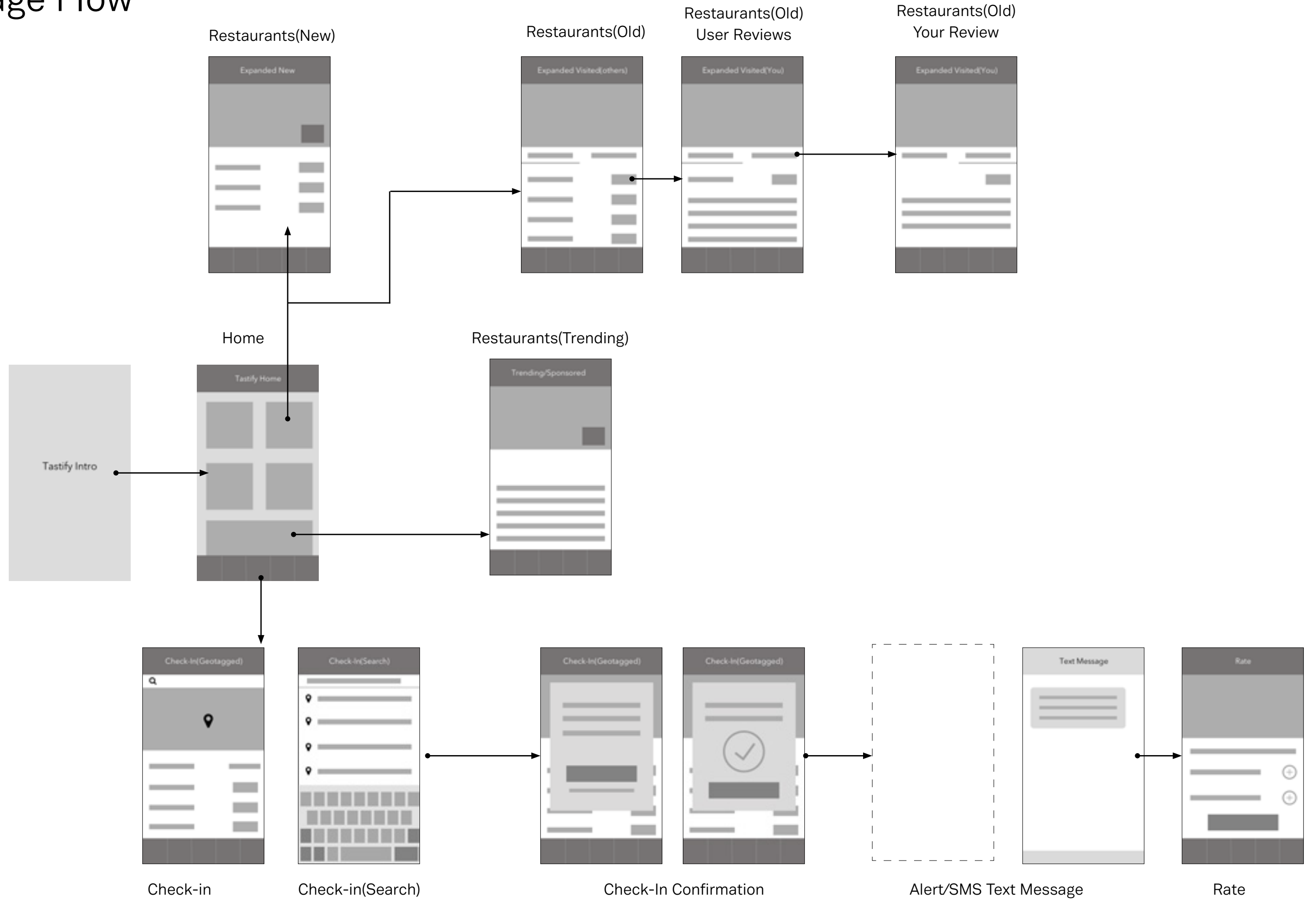
- 1 Updated 'Home' page
- 2 Use cases for restaurant pages
 - 'new' - user has not been to
 - 'return' - restaurants that the user has been to
- 3 Check-In Flow



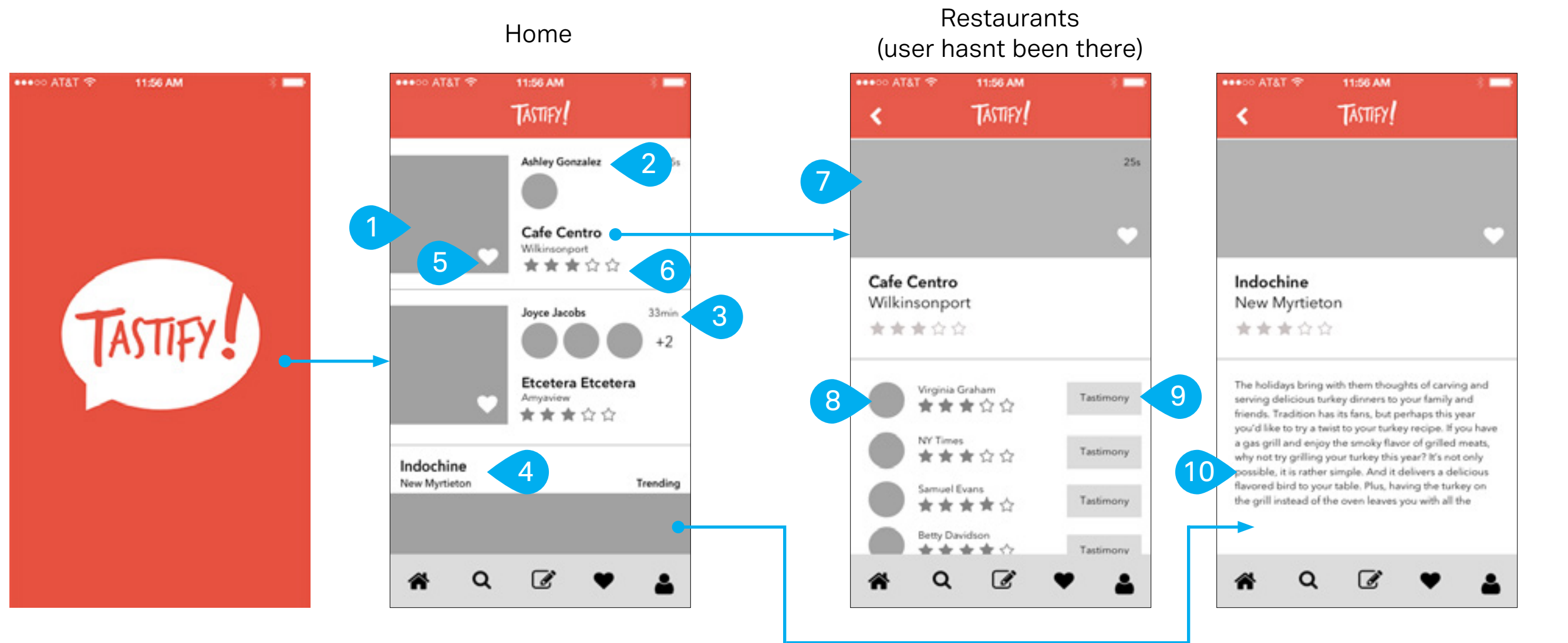
Tastify Site Map



Tastify Page Flow



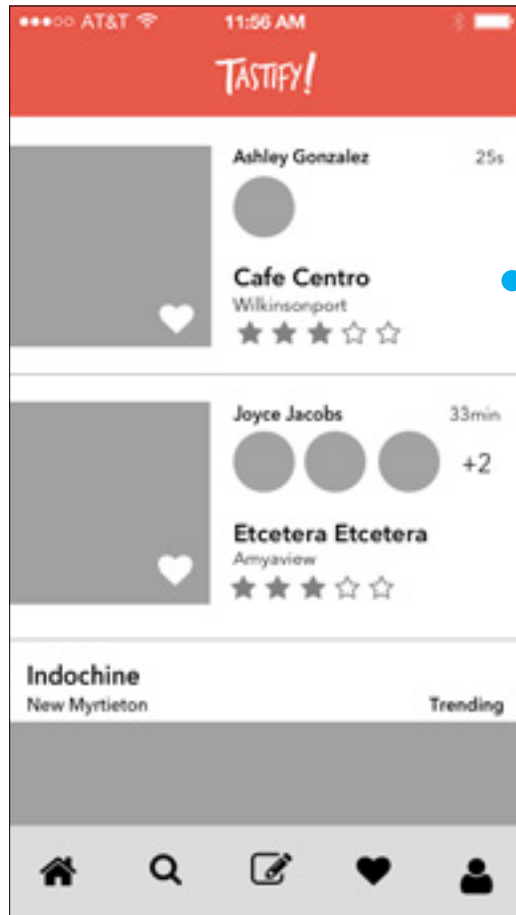
Tastify Wireframes



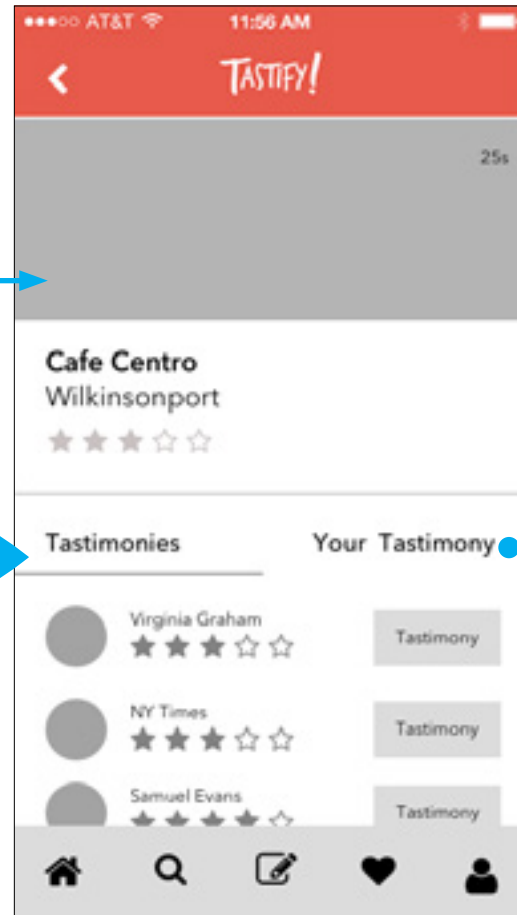
- 1 Restaurant entry
- 2 Friends, Celebs, etc that user follows
- 3 Date of entry
- 4 Trending/sponsored Restaurants (will have a larger graphic)
- 5 User can tap to add to users 'wish list'
- 6 Current restaurant rating
- 7 Tapping takes user to restaurant tastimony page
- 8 Tapping takes user to individual Users page
- 9 Tapping takes user to user tastimony
- 10 Trending/Sponsored pages

Tastify Wireframes(cont)

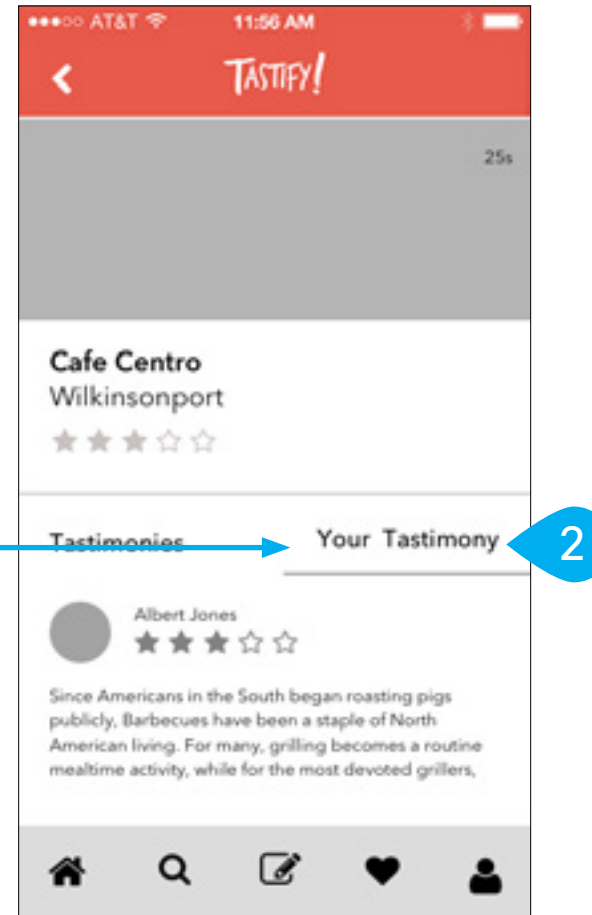
Home



Restaurants
(user has been there)



Restaurants
(user has been there)

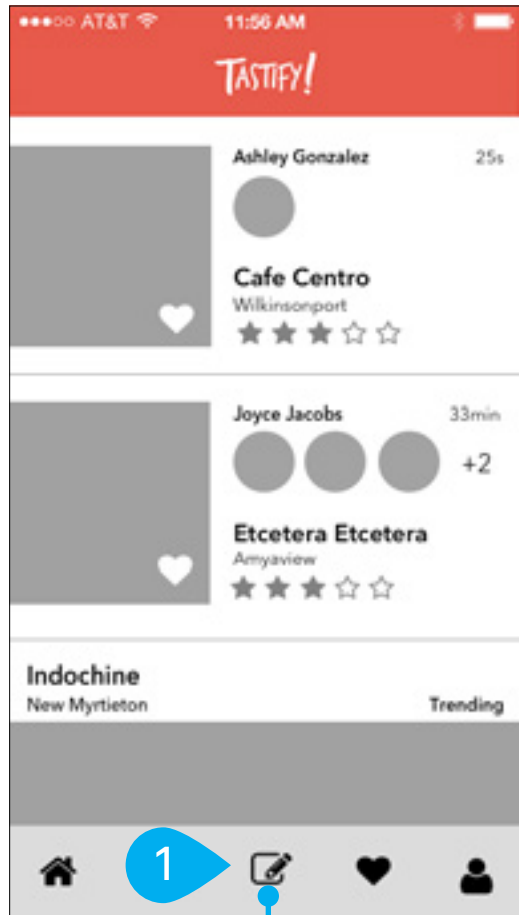


1 Tastimonies tab (displays who user follows)

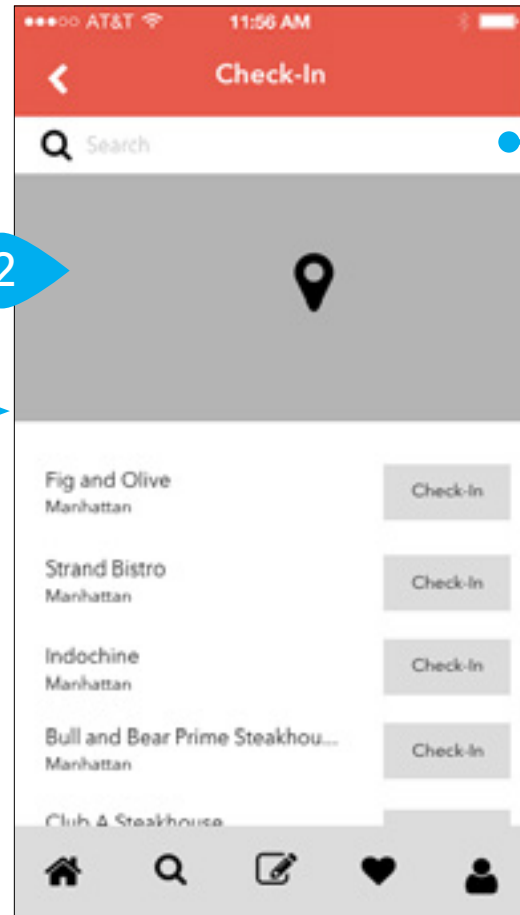
2 Your Tastimony tab

Tastify Wireframes(cont)-Check In

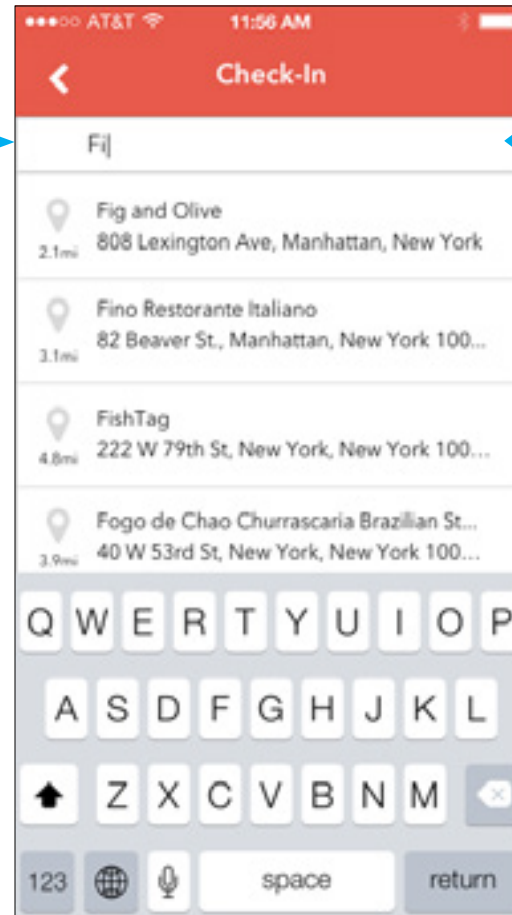
Home



Tastify/Check in



Tastify/Check in
(via type search)

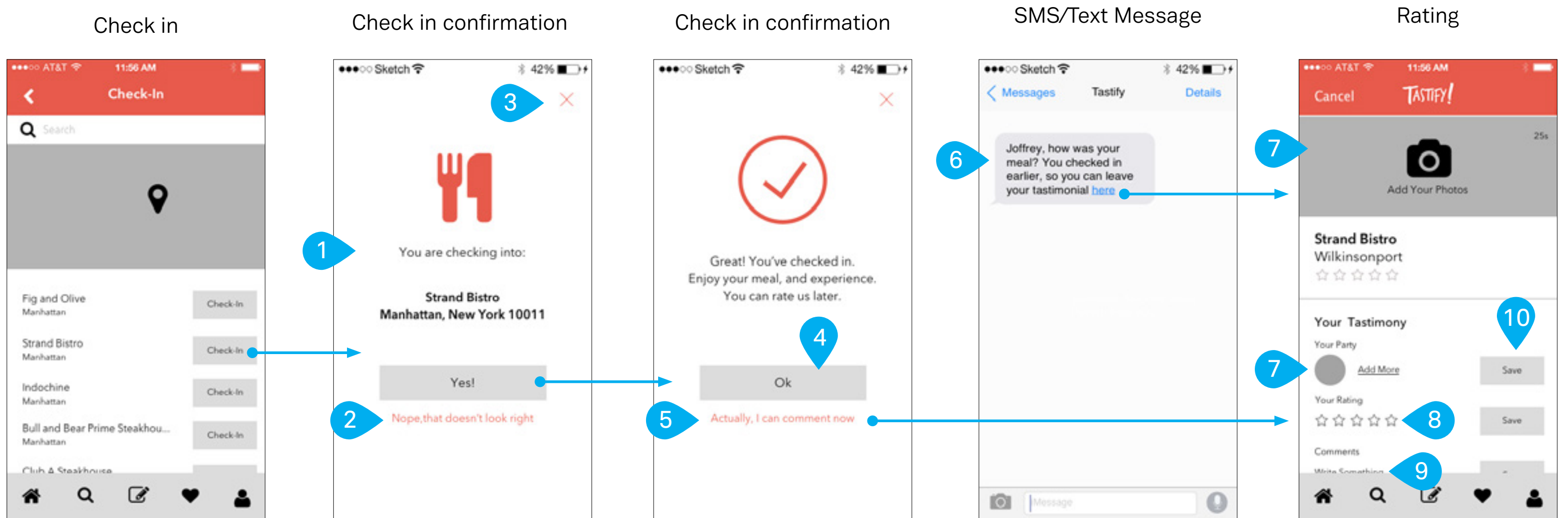


1 Check in button

2 Populates check in based on location

3 User can also type in location if incorrectly geotagged

Tastify Wireframes(cont)-Check-In/Rating



- 1 Tapping Check in screen drops down confirmation screen
- 2 Takes user back
- 3 Closes confirmation screen

- 4 Confirms check-in
- 5 Takes user to rating screen

- 6 SMS/Text message-shows up 2 hrs after check in. If user disables push-notification, a message will show up next time app is opened

- 7 user can add photos
- 8 user can add those in his party(only if they are in users 'circles')
- 9 user can add comments
- 10 saves users input

Tastify Hi-Fi Screens

