

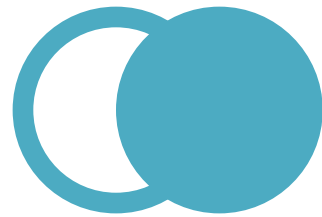


ShareTheMeal

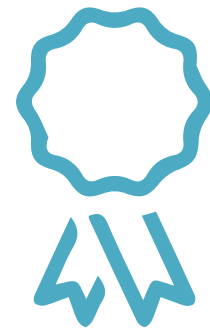


ShareTheMeal

research +  
implementation



**Lack of diversity**



**Lack of achievement**



**Lack of interaction**



ShareTheMeal

# persona



## Hayley Au

AGE : 24

Occupation : Master Student

Gender : Female

interaction with friends

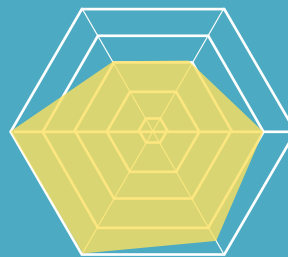
discover new restaurants

access to phone

community involvement

travel and discover

achieving goals



### ABOUT

Hayley is a master of clinical psychology student from UBC. Ever since she was young, she was heavily influenced by her father into helping more people in need.

“ food is my bestfriend, everyone should have food. ”

### MOTIVATION

Be involved with the community

Discover and Explore

### FRUSTRATION

Inequality within the community

### EXPERIENCE GOALS

Personal Growth

Have fun

Connect to the community



## Francisco Pavez

AGE : 32

Occupation : Cafe Owner

Gender : Male

interaction with friends

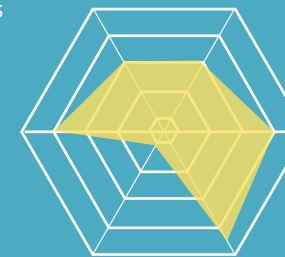
discover new restaurants

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achieving goals



### ABOUT

Cisco have great passion in cooking ever since he was young. He enjoy the joy that his food is bringing to his customers. He have a life goal in bringing more joy

“ food is the best way into someone’s heart ”

### MOTIVATION

To influence more people with his cooking

### FRUSTRATION

Setting up an account as a company

### EXPERIENCE GOALS

Influence more people within the community of cooking

Satisfaction of doing good deed

Connect to the community



ShareTheMeal

two groups



food lovers



restaurants



# EAT AND DONATE



The mission behind the idea of Eat and Donate, is to raise awareness and the main platform is restaurant because it is the great opportunity to remind people about how lucky we to live in a first world

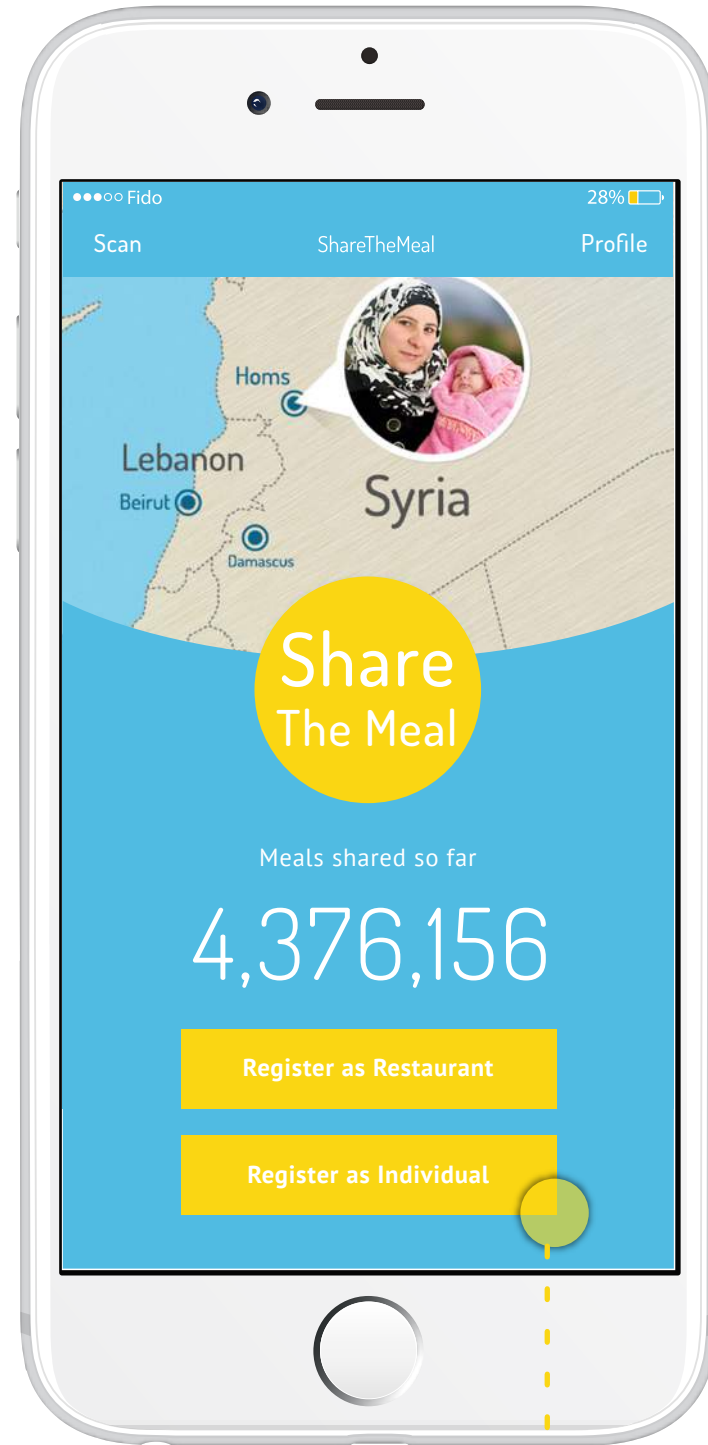
country and there are people in non or developing country who are suffering from hunger. It is a great opportunity to connect to community together through restaurants and bring this issue forward



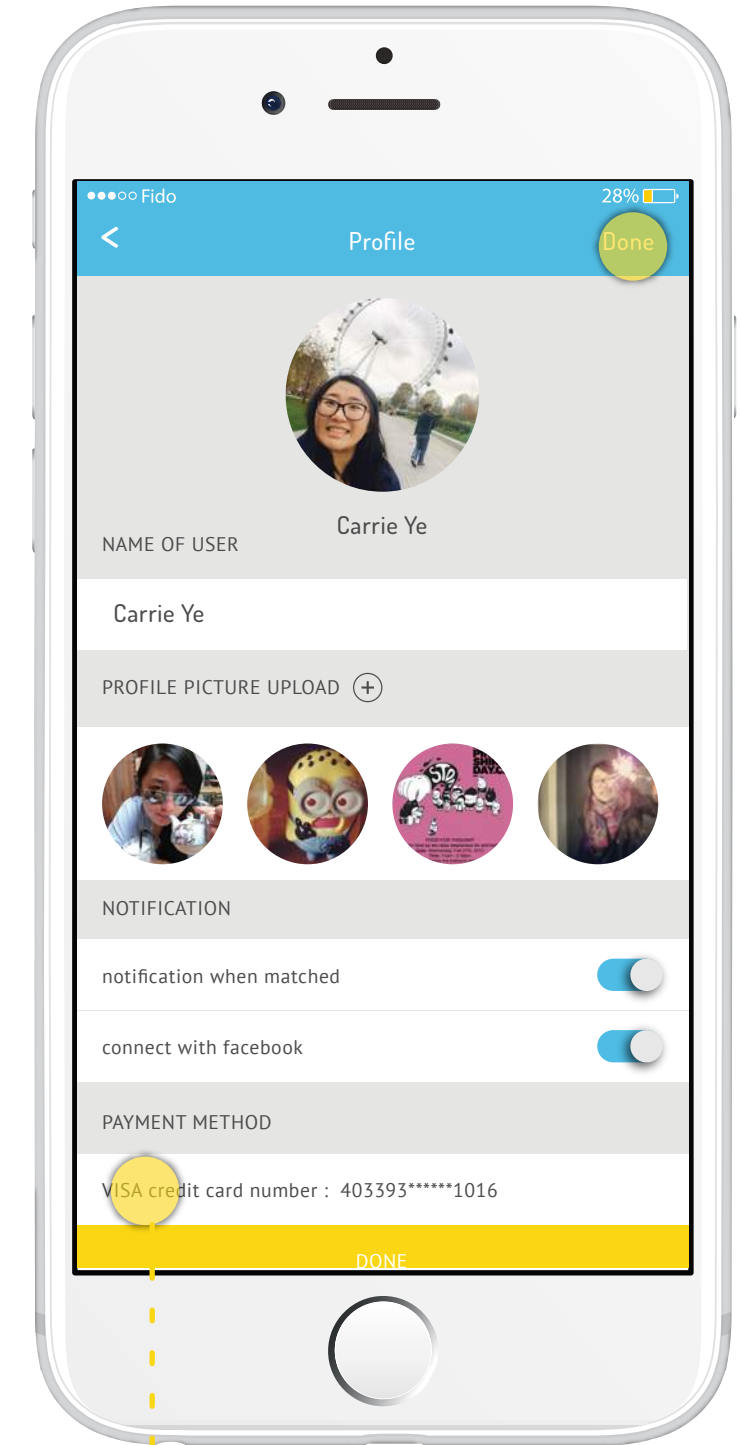
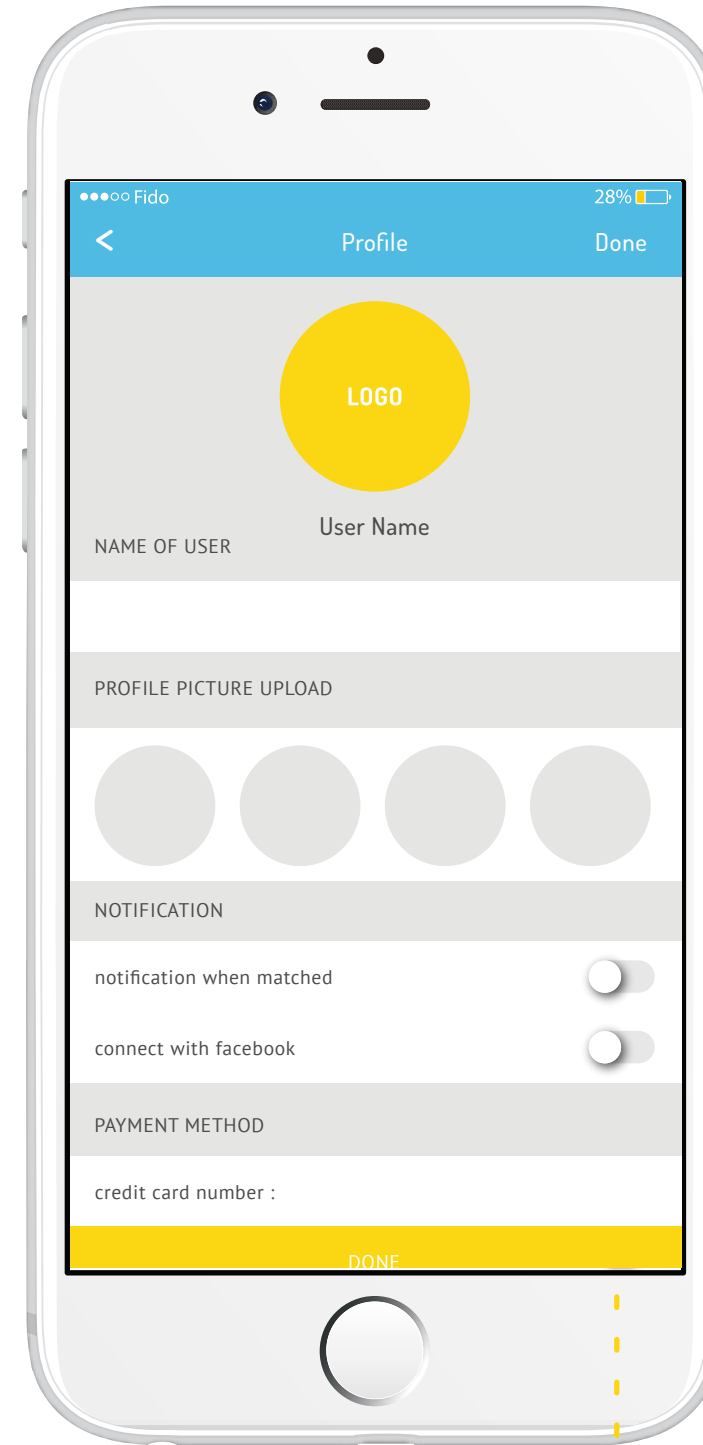
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# customer interface

setting up the profile to assist the feature later



setting up account as an individual customer



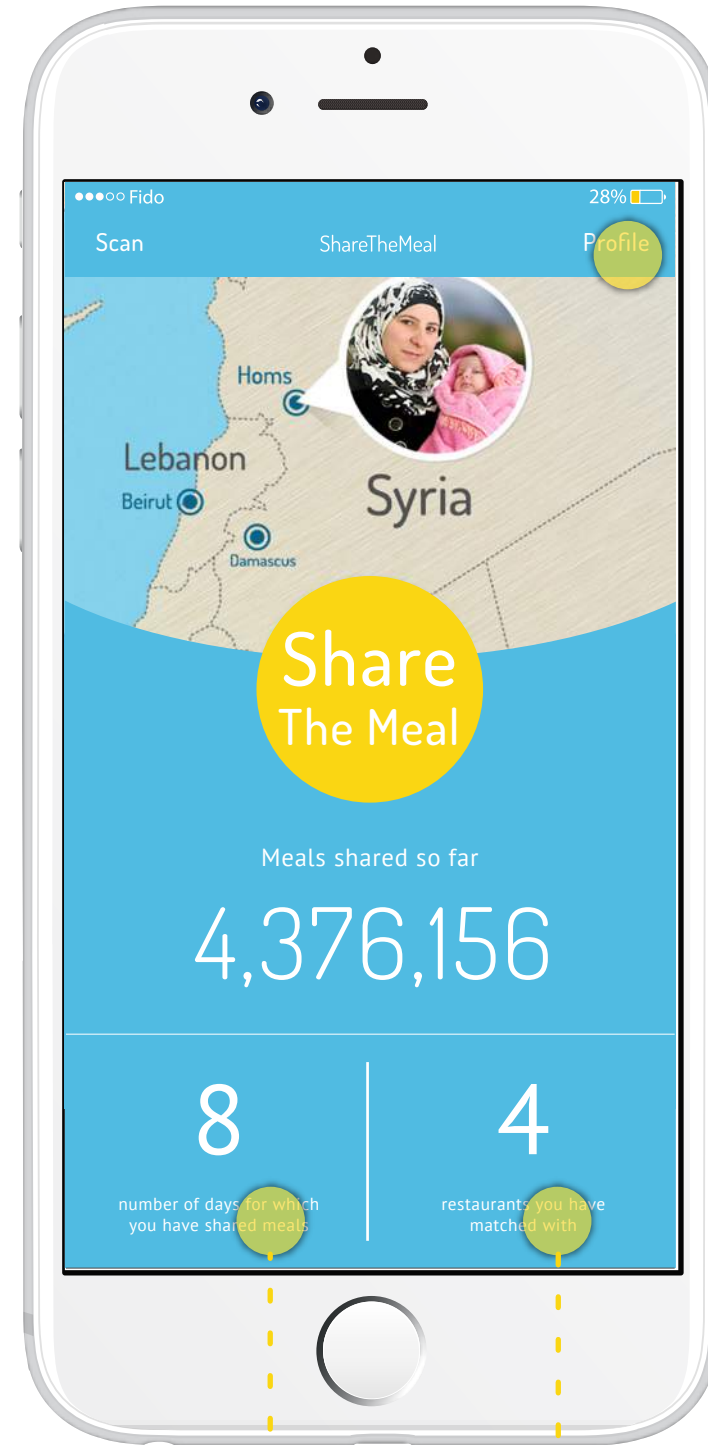
setting up the payment method when setting up the profile will be more convenient for the user later when they "match" their charity or they donate later on in the progress.



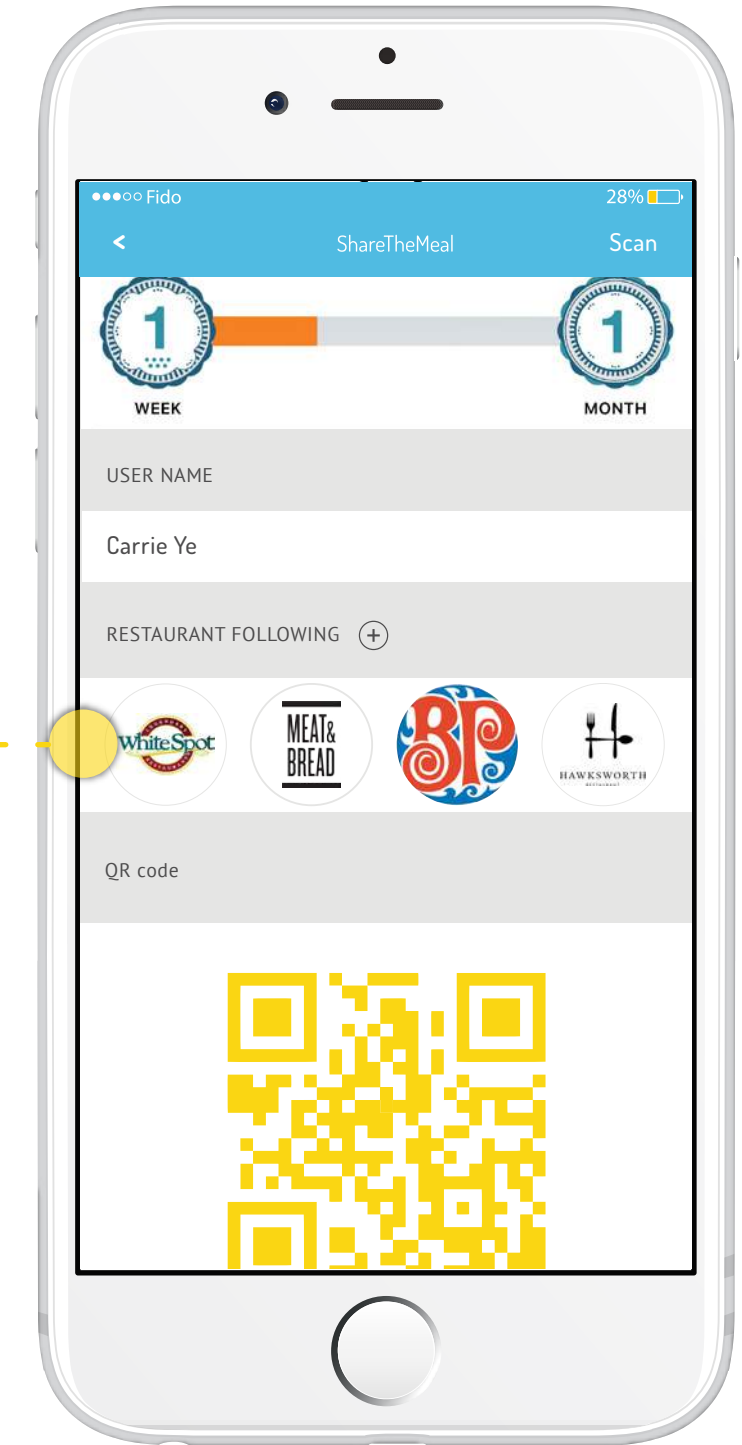
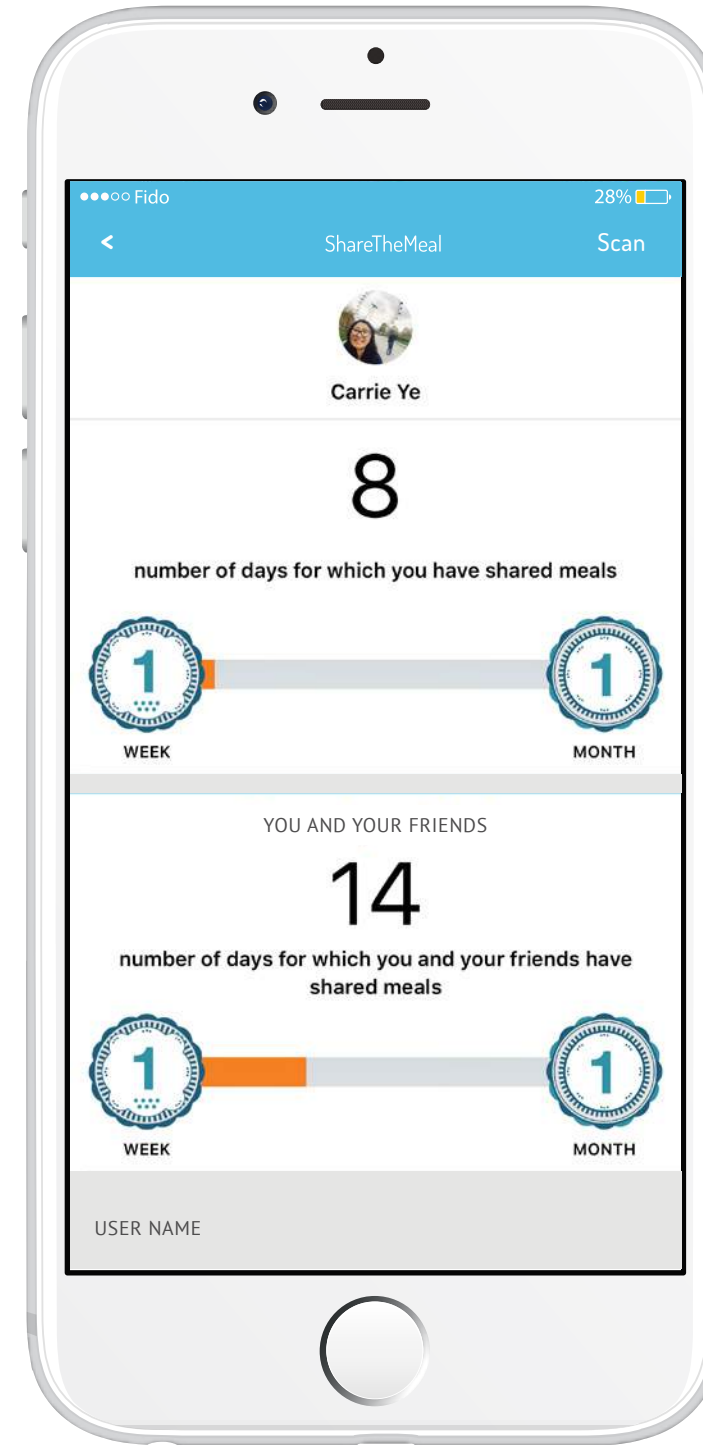
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# customer interface

interaction within the profile that will assist the feature



instant feedback implemented at the launch screen



options to "follow" restaurant to be involved in the community

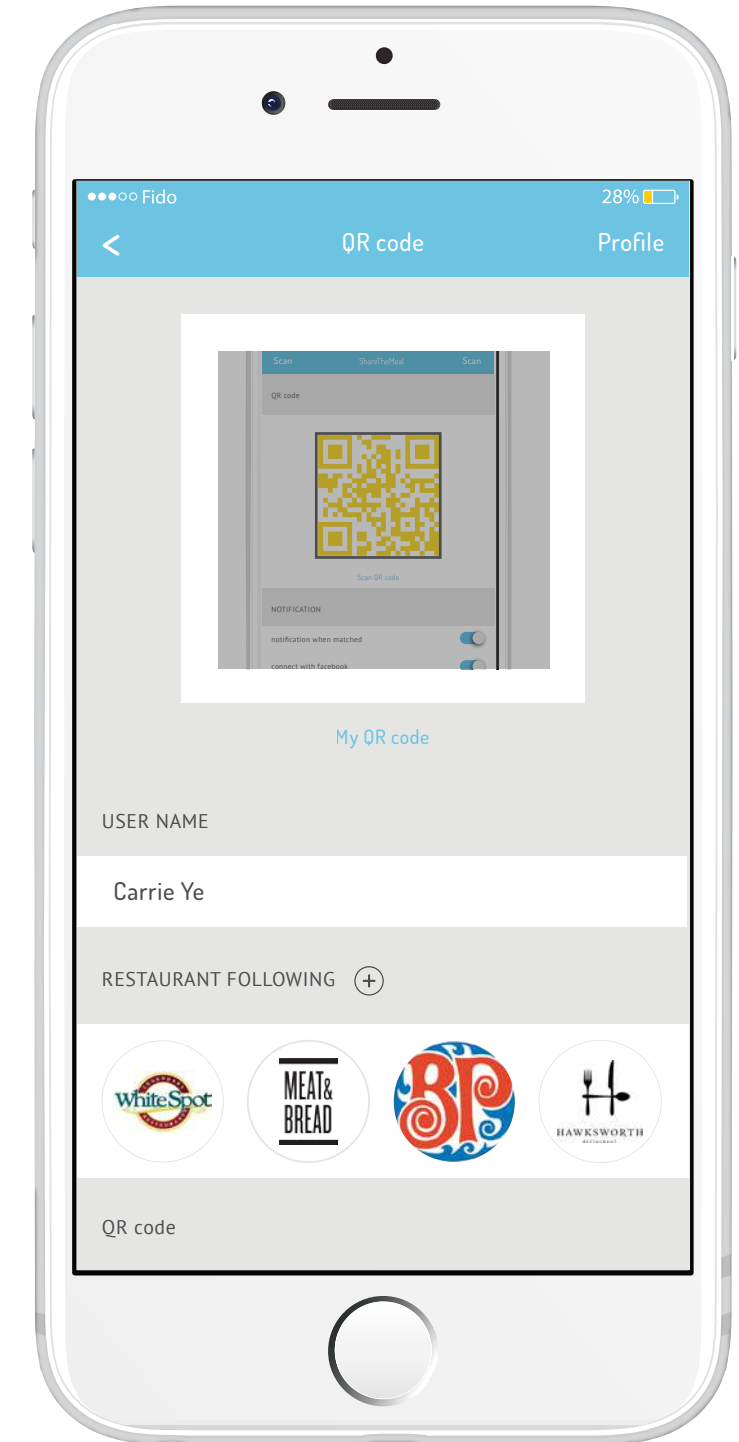
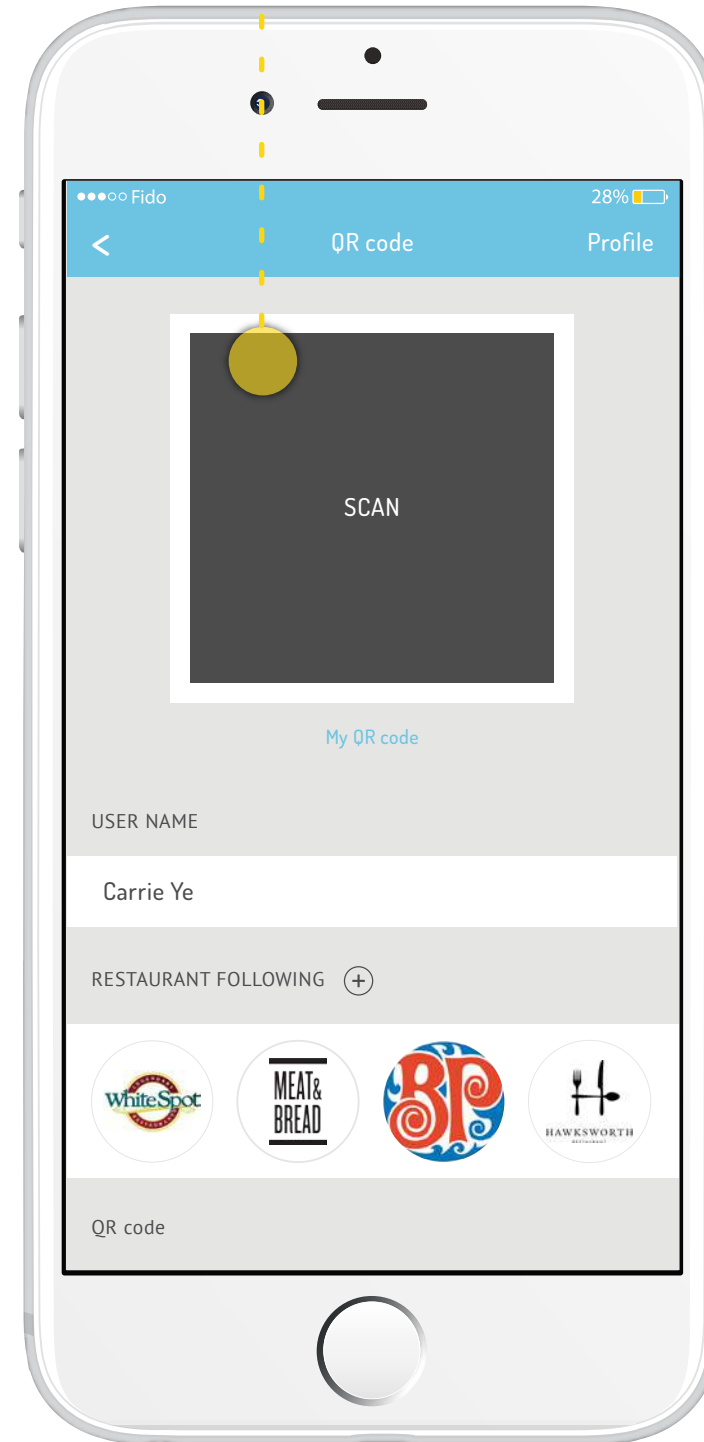
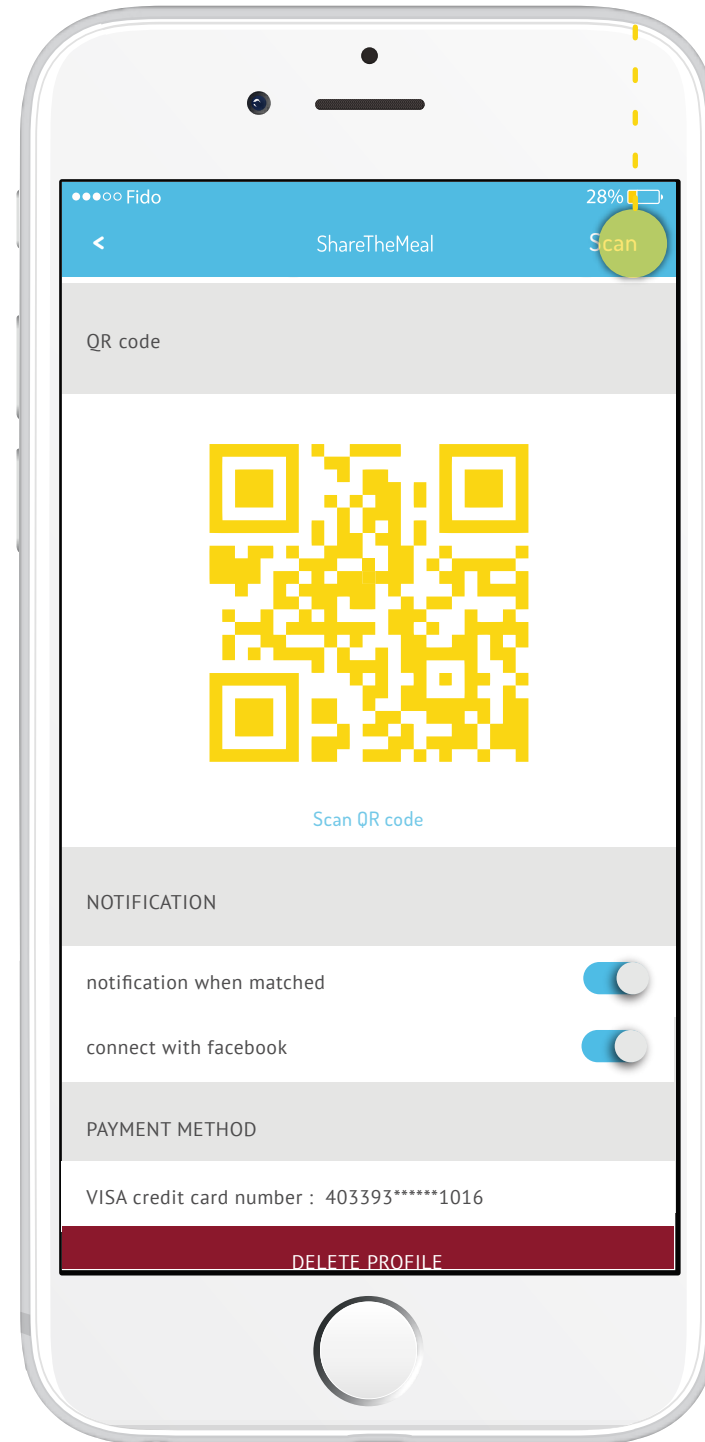


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# customer interface

instant scanning and matching service so user could match find the restaurant they are dining.

instant scanning to follow restaurant on their charity activities + activate matching donations



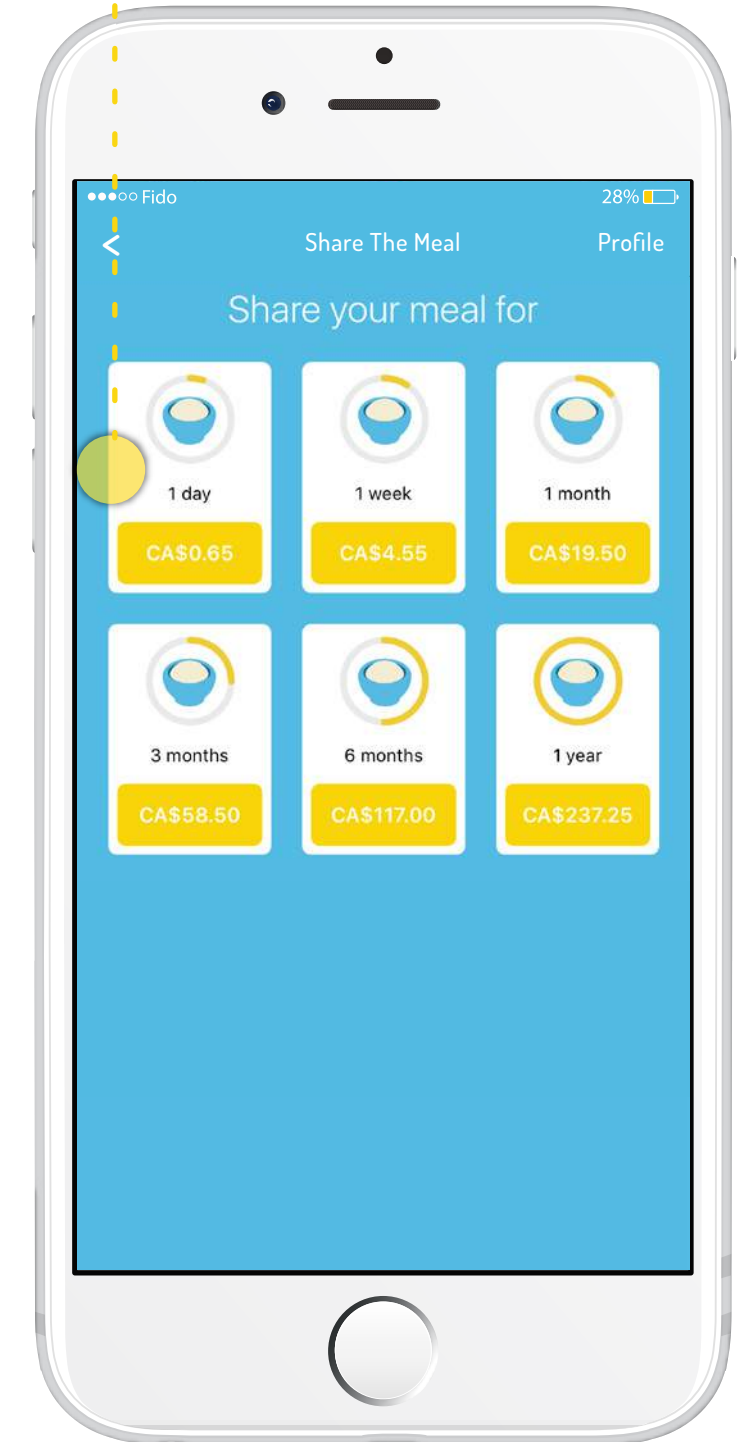
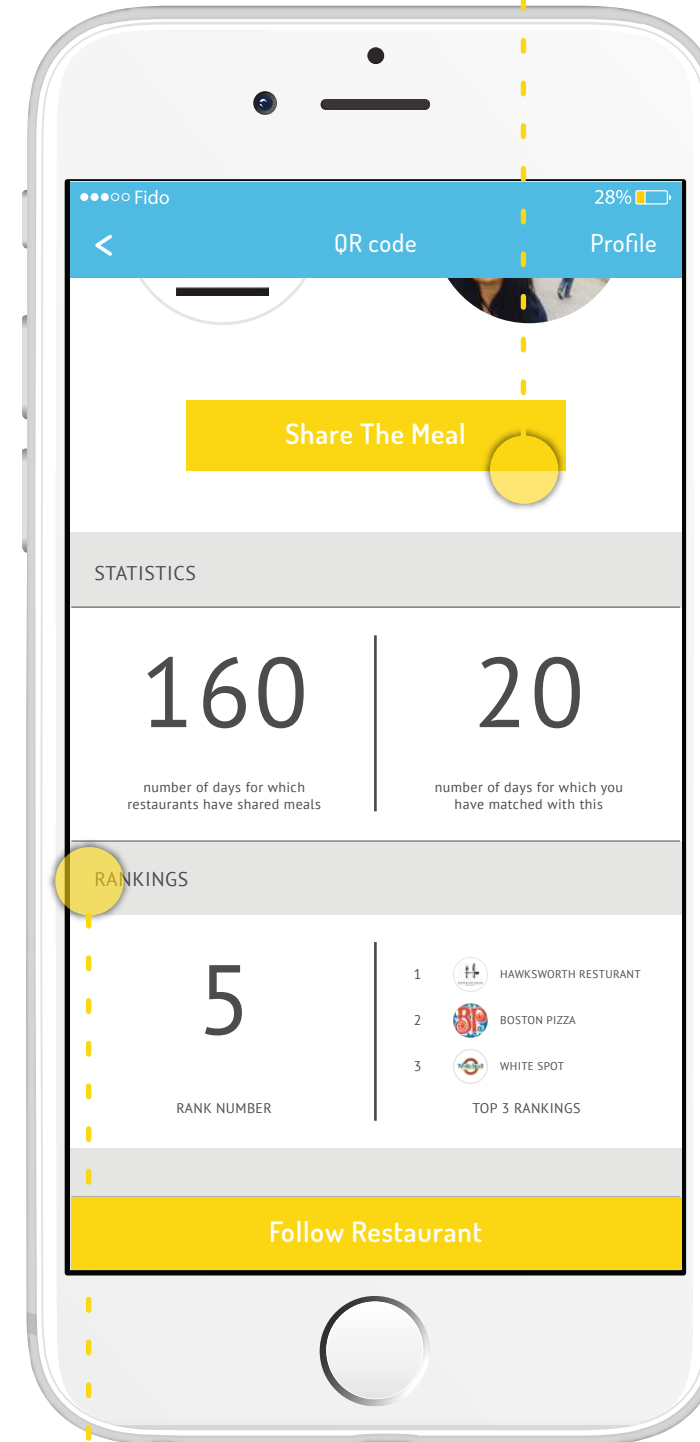
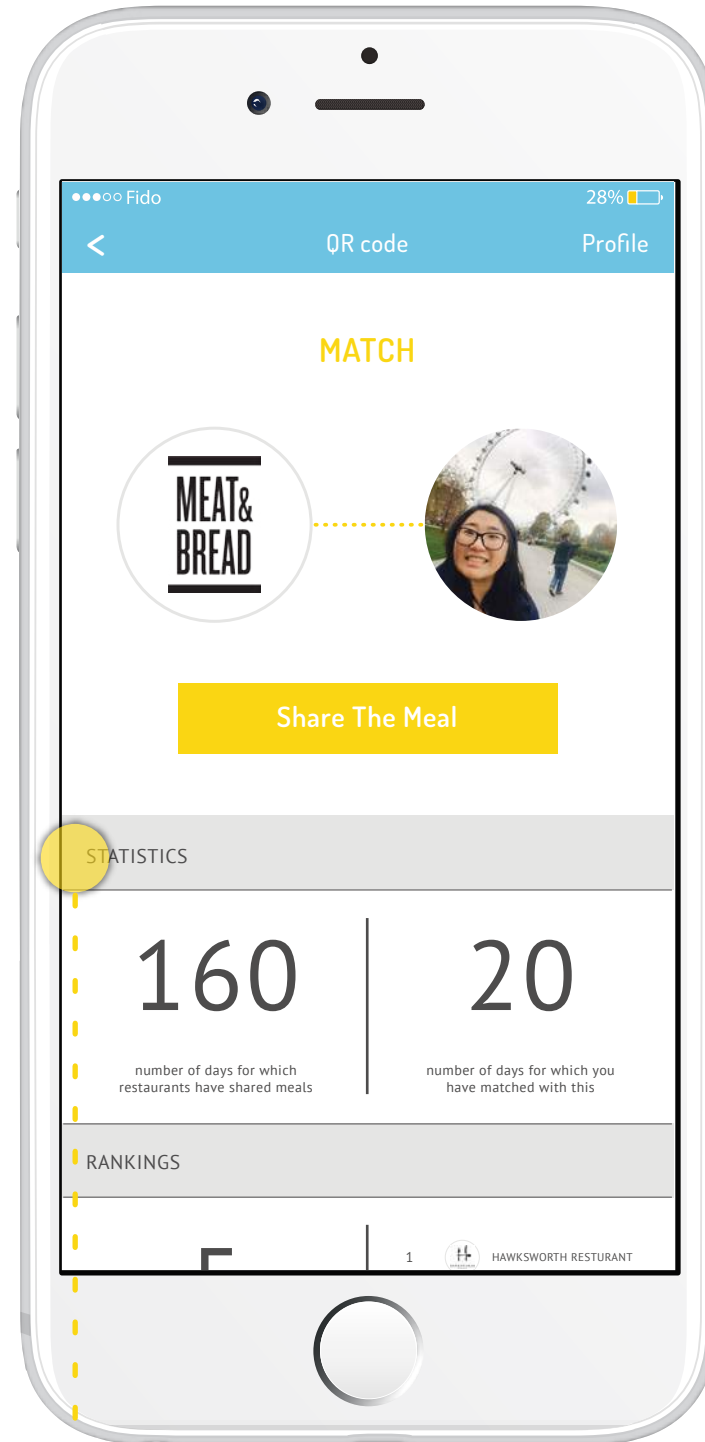




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customer interface

quick and hassleless interaction to allow users to share right after they match with the restaurant



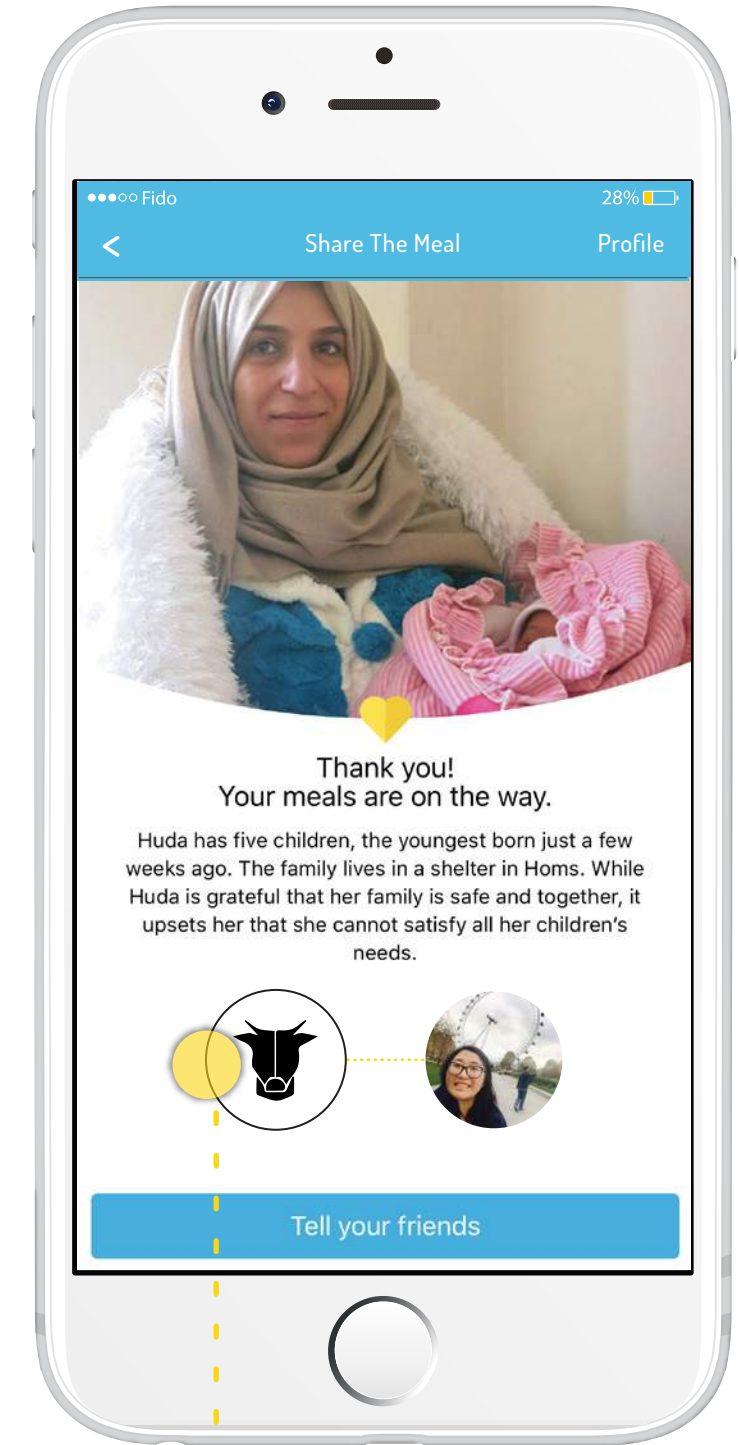
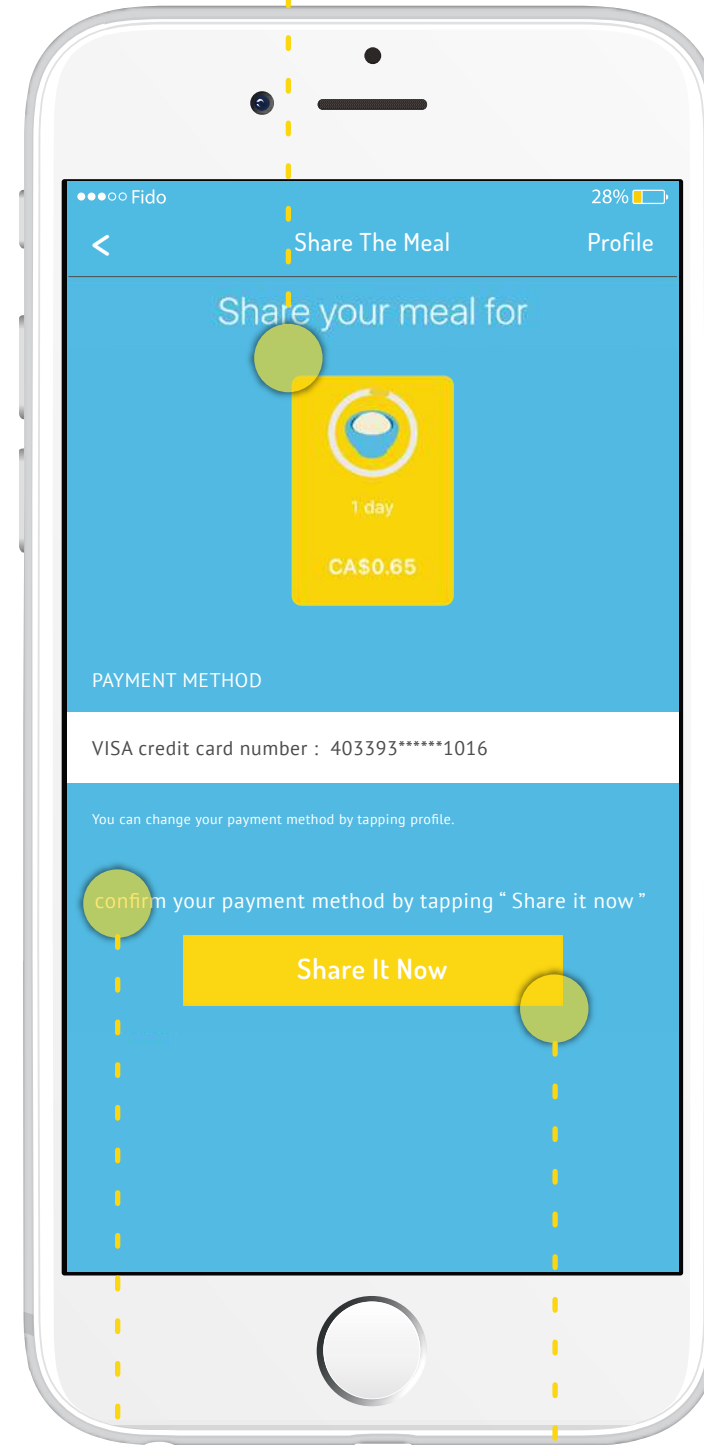
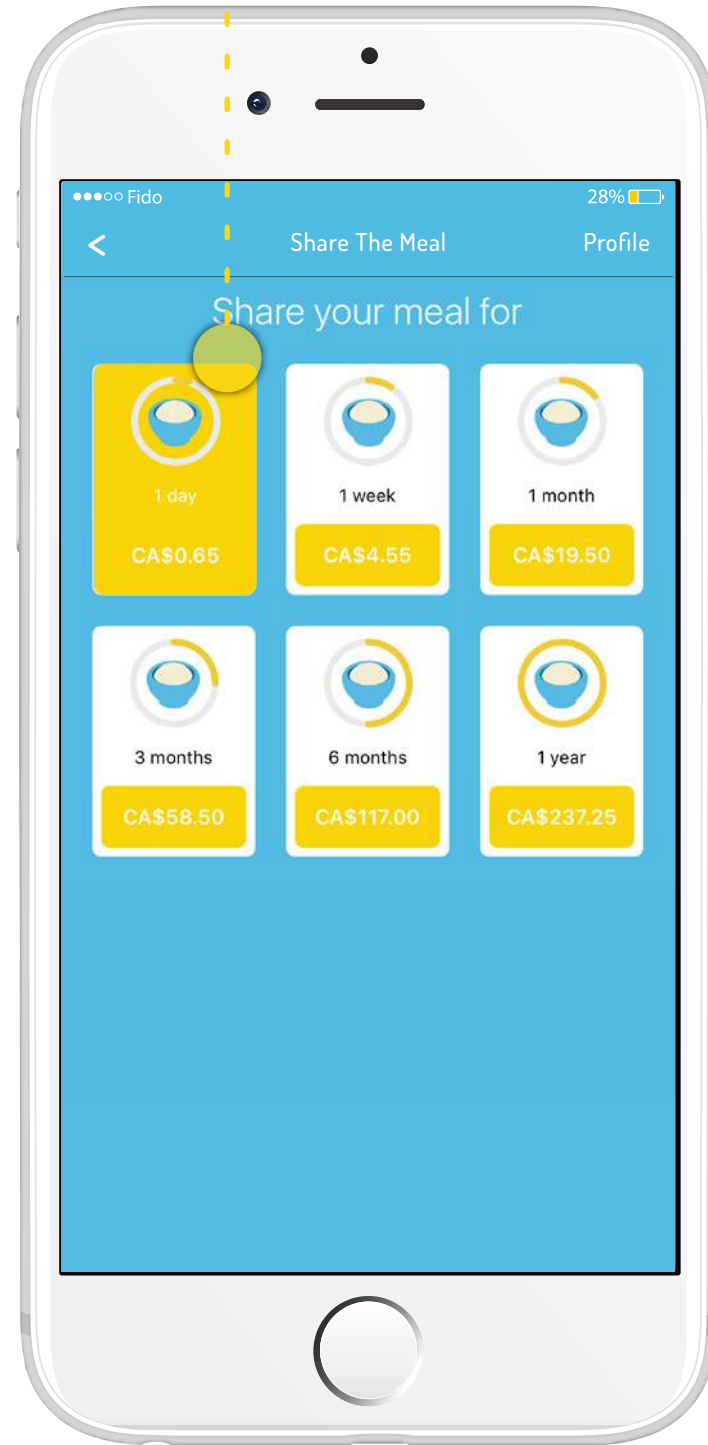
instant information on restaurant's community involvement purpose of this feature is to engage more people to donate at the same time user could have instant feedback of the current charity state.



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customer interface

previous payment setup could help instant payment within the app and notification could be sent to data and restaurant



guide user to tell them that money will be taken directly from pre-setup from the account.

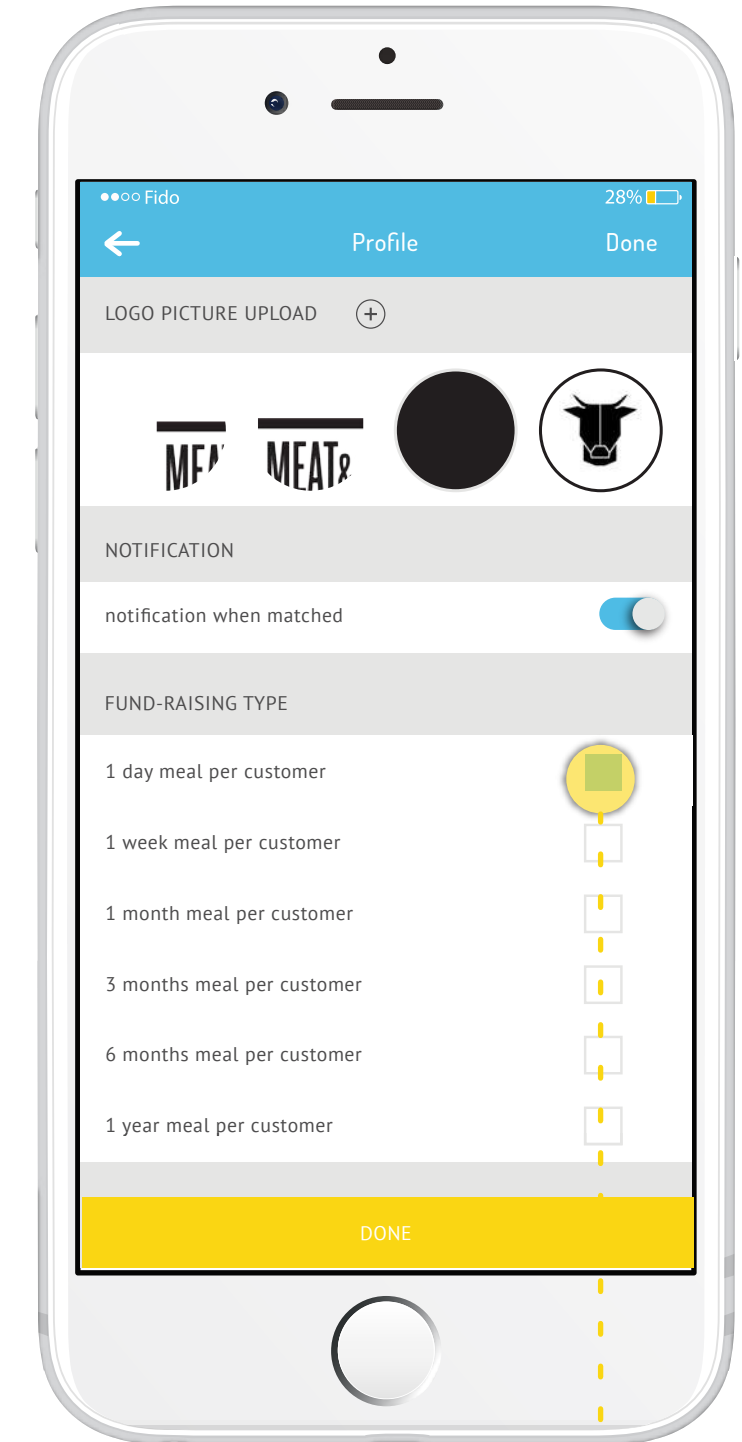
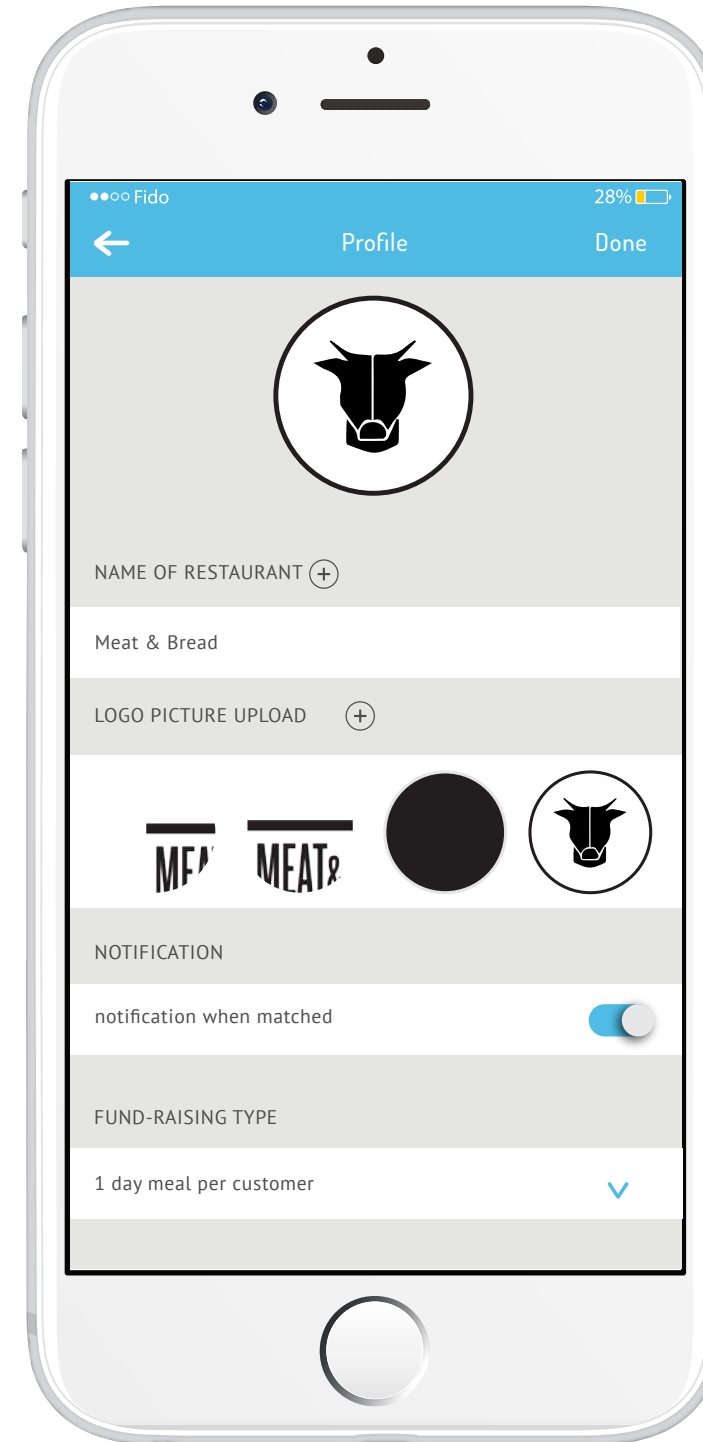
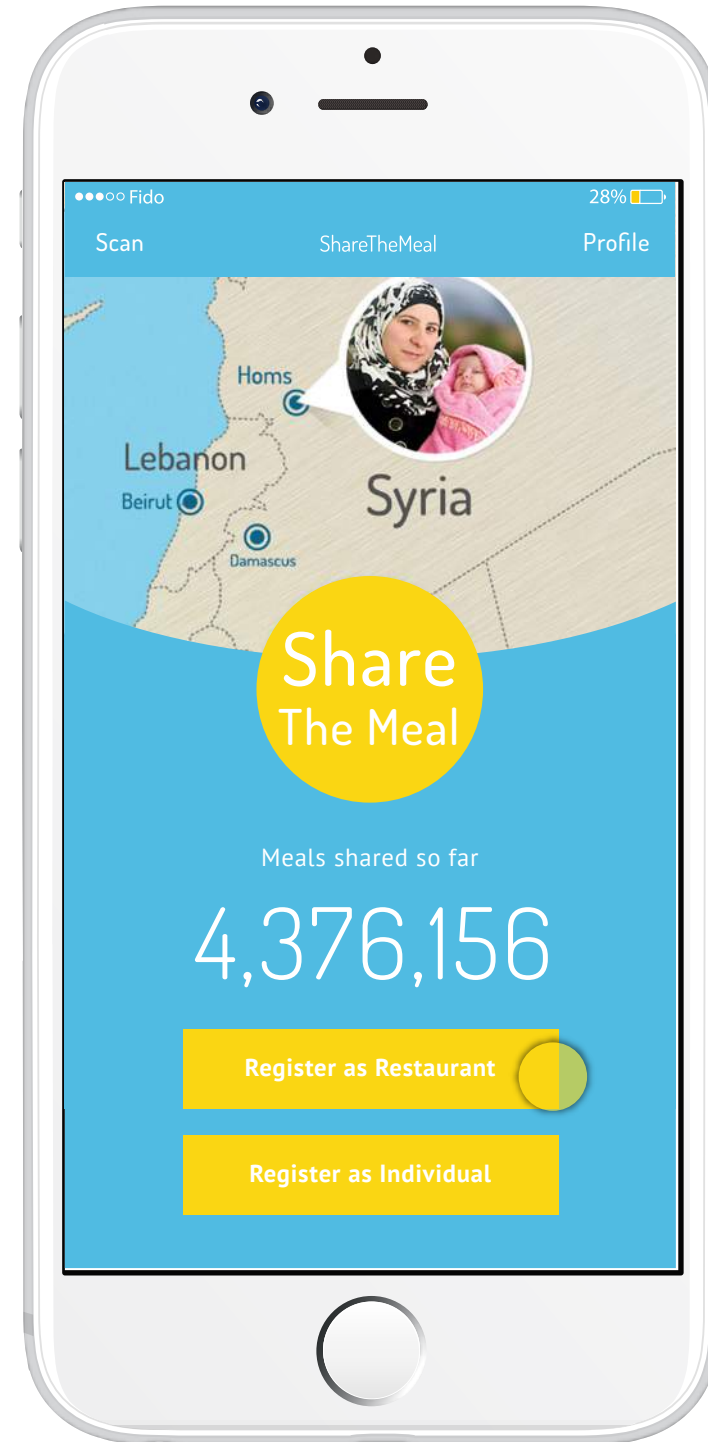
instant feedback and achievement of what have been done together.



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restaurant  
interface

interface with  
the individual  
user is similar



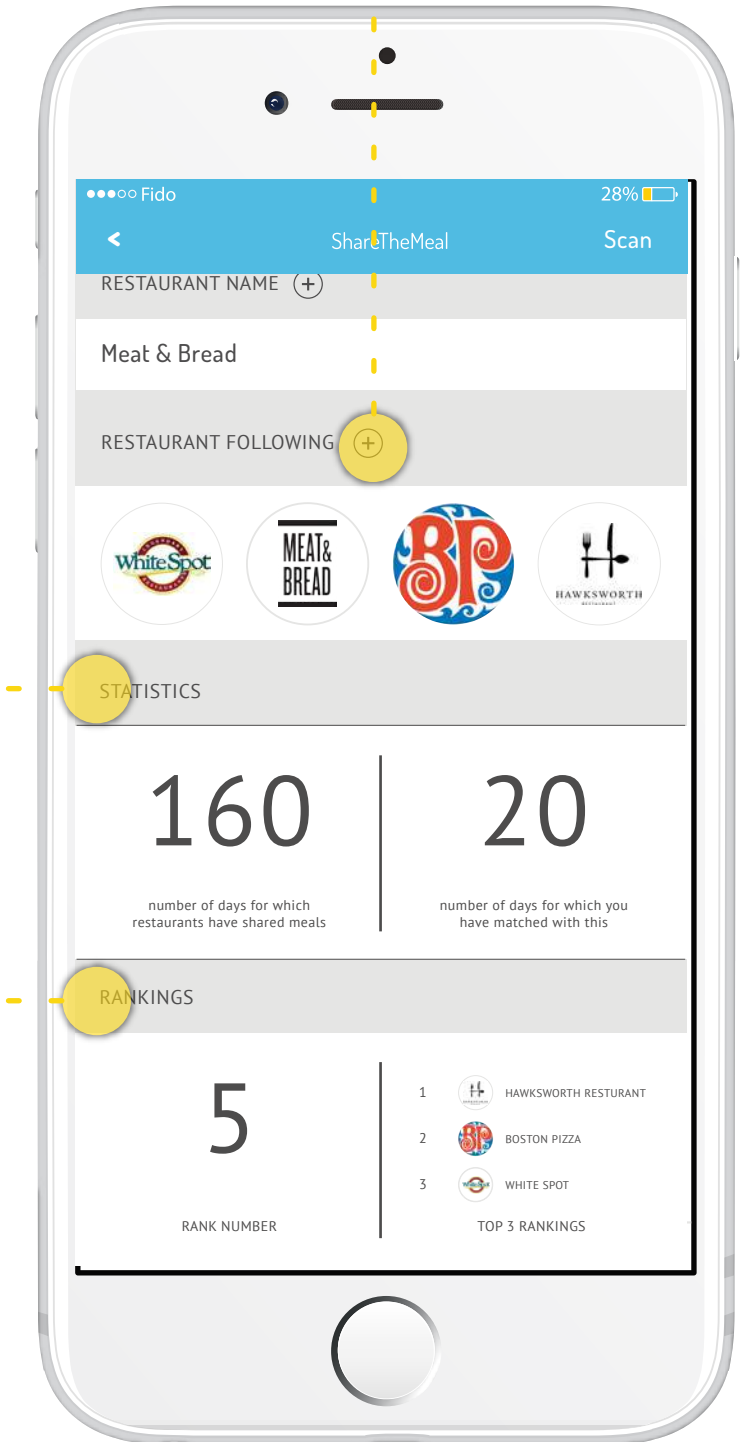
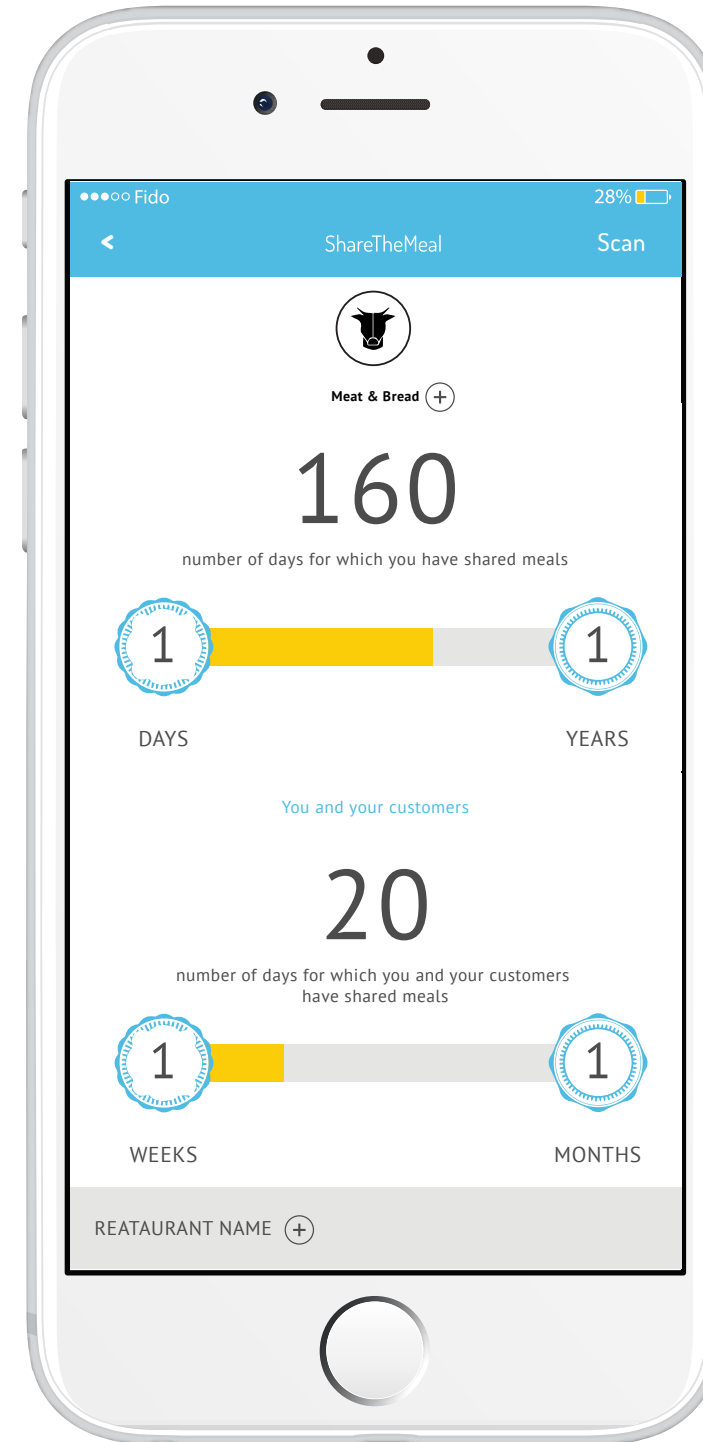
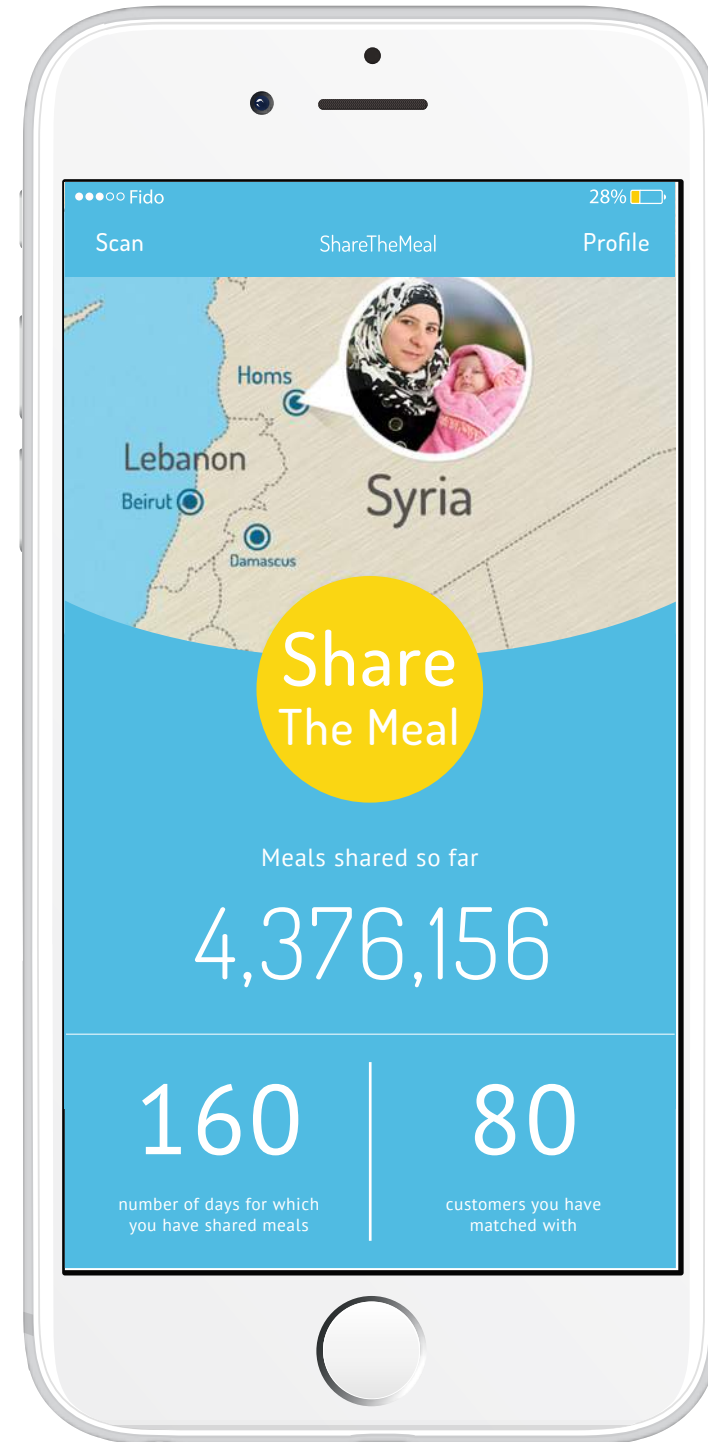
option to choose fundraising type so they could set up certain budget when match up with customer at the same time incase when matching customer during high peak hours the process could take less steps



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restaurant  
interface

interface with  
the individual  
user is similar



follow by searching

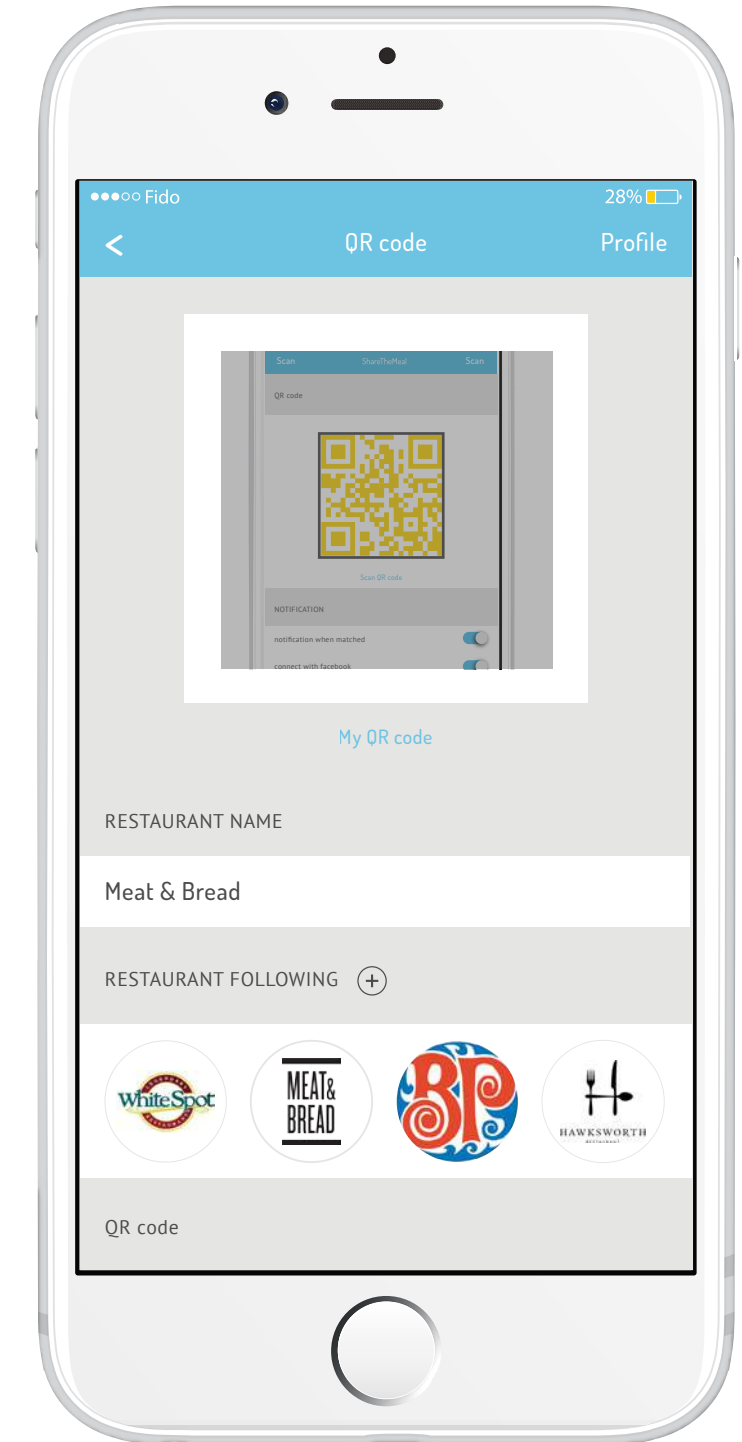
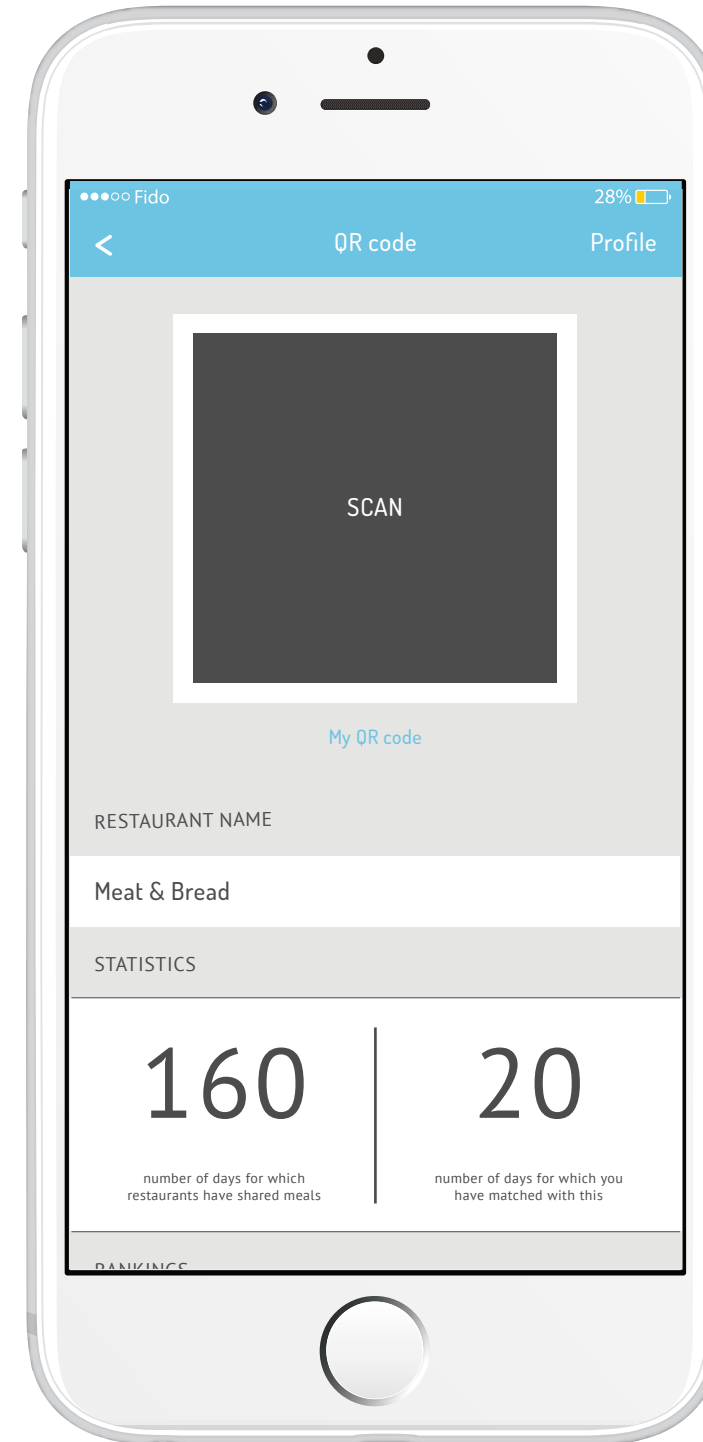
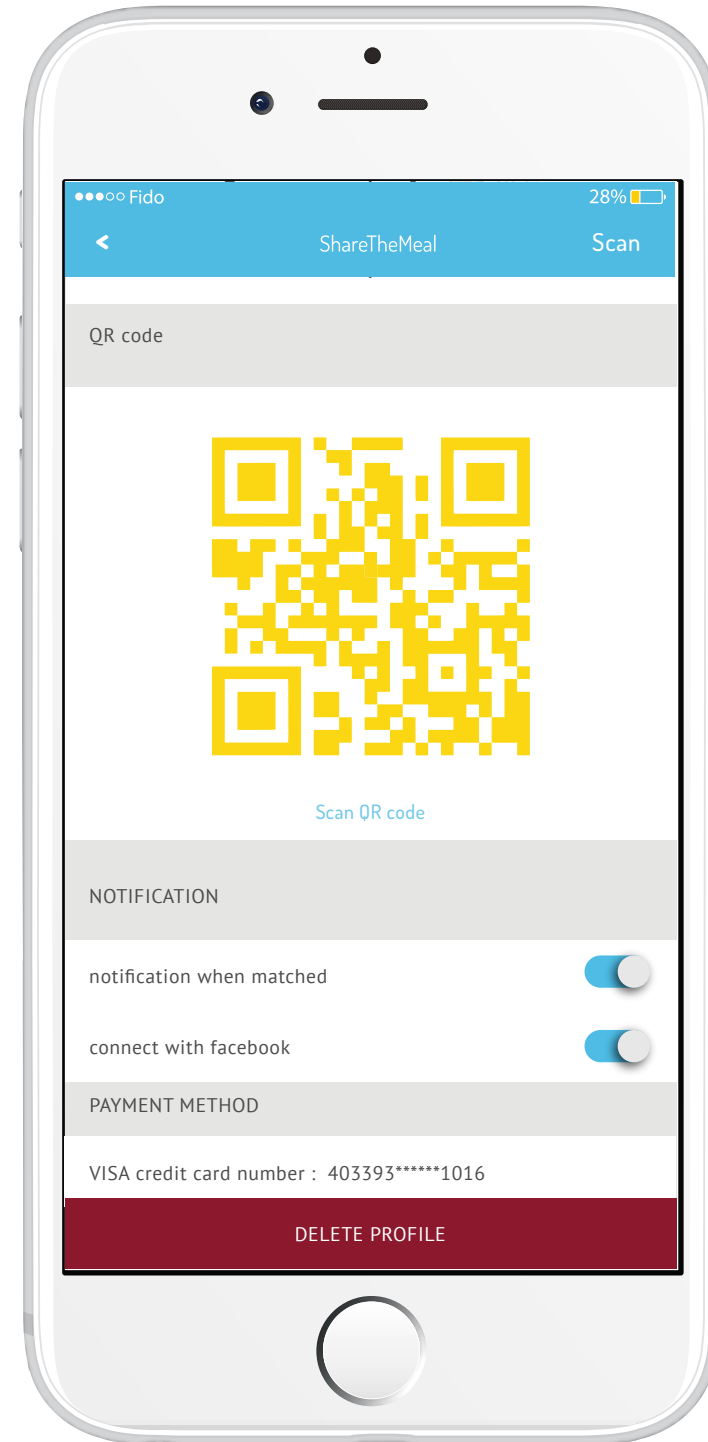
allow options to follow other restaurants to see the competition and involve more with the community. However, only top three will be shown as a reward



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# restaurant interface

interface with the individual user is similar

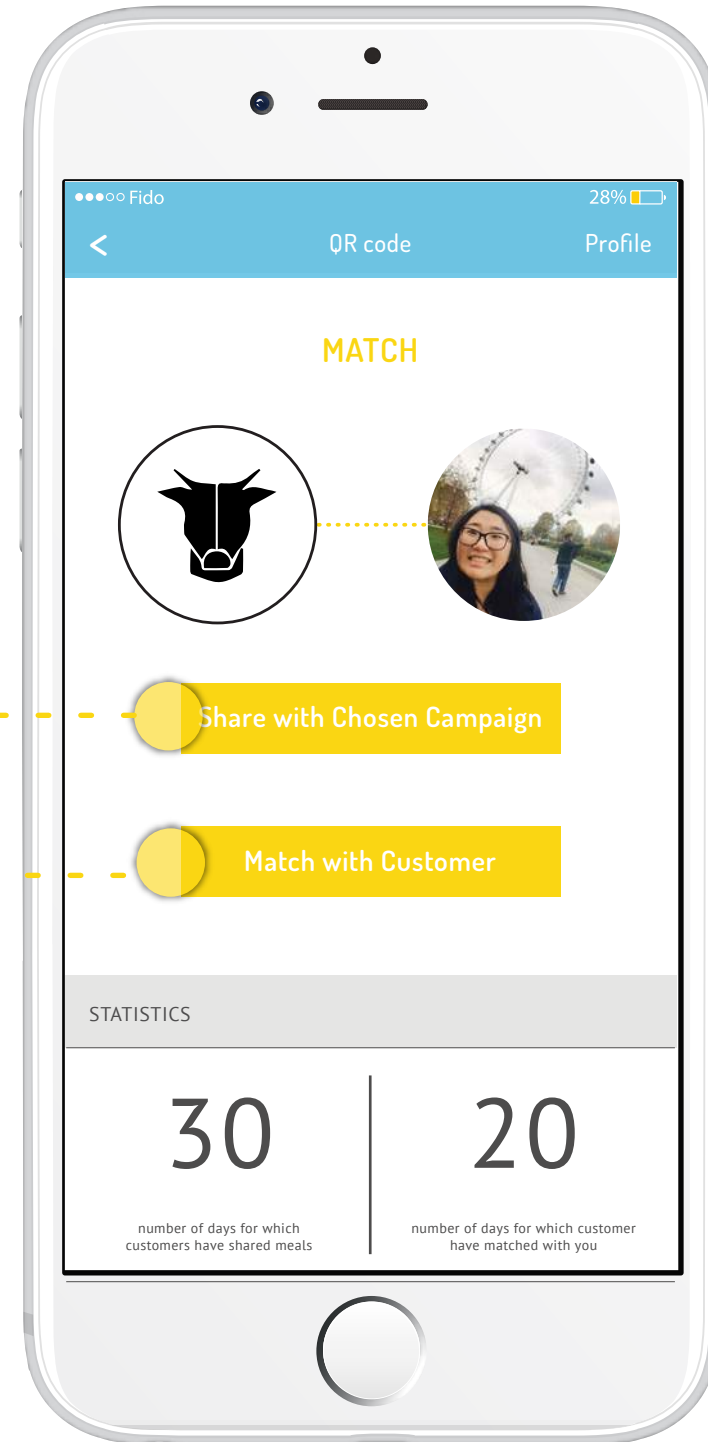




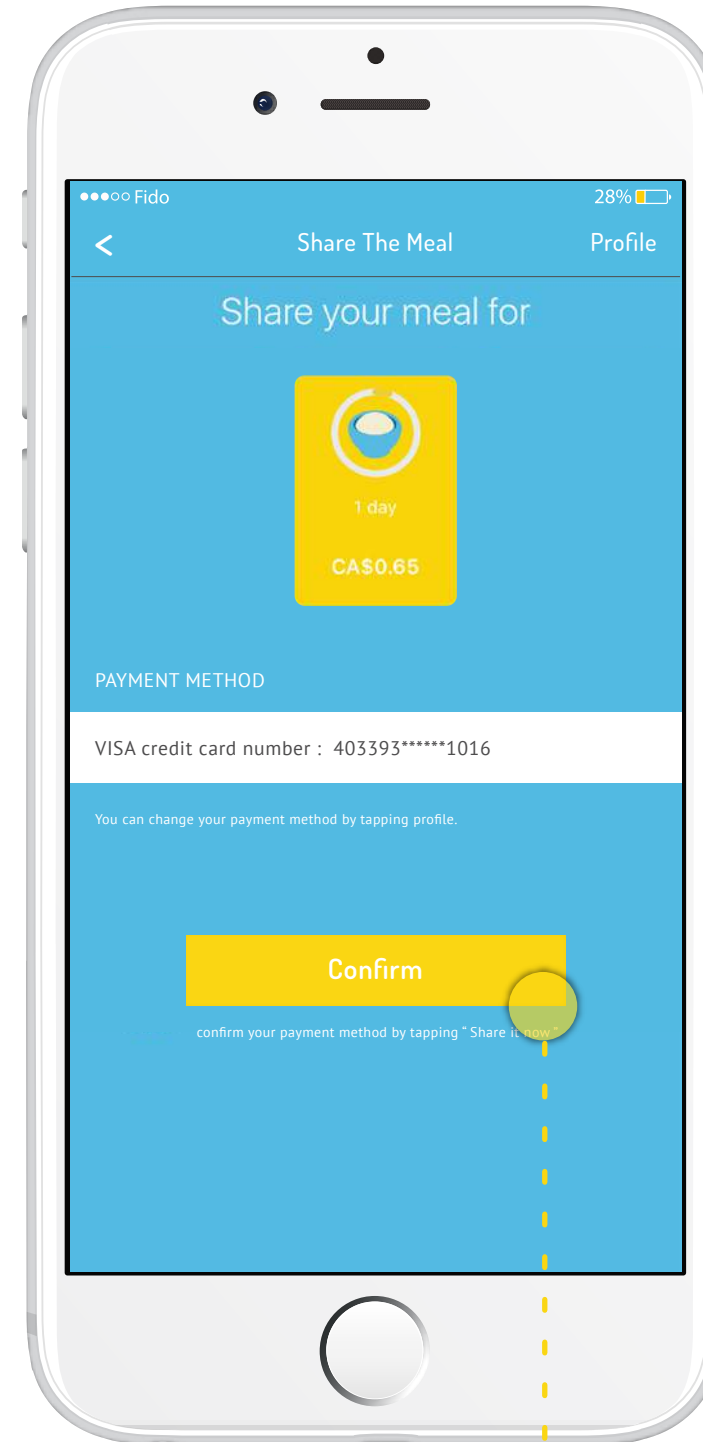
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restaurant  
interface

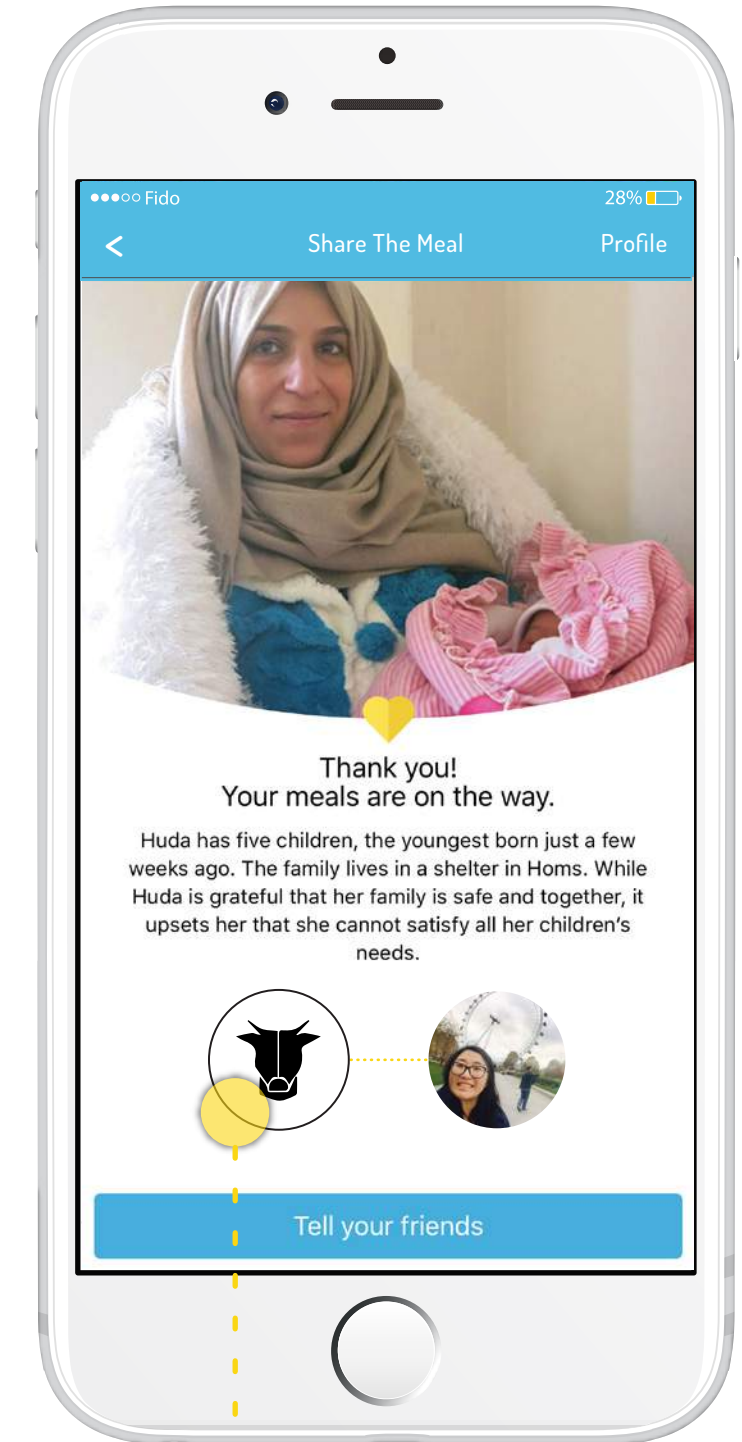
interface with  
the individual  
user is similar



Earlier setup could save time for restaurants, to skip the step of choosing which "plan" to donate



sense of achievement

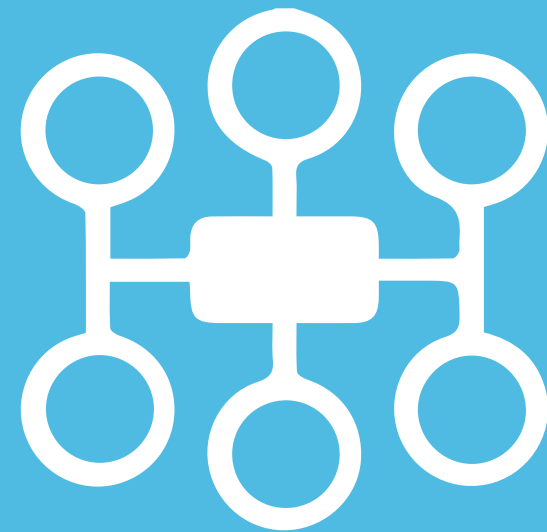




WFP logo



reflection



marketing



campaign

The sole purpose is to market and setup mini-campaign around the area and involve more users in knowing this app and be reminded while they are having their meal in their favorite restaurant.