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GRID DESIGN
by squareboat

/delicut/

Delicut

For Middle East Region

Ditch the meal planning and savor the excitement of relishing a tasty meal conveniently delivered to your doorstep.

Work we did.

WEB APP

Tools we used.

ADOBE XD

FIGMA

Overview.

We understand the frustrations of juggling a busy lifestyle while striving to maintain a nutritious and satisfying diet.
For that we have Delicut now, a comprehensive solution that takes care of all your meal-related concerns. This innovative service offers a wide range of delicious, wholesome meal options delivered straight to your doorstep, eliminating the need for extensive planning and preparation.

With Delicut, you can now enjoy convenient access to diverse and nutritious meals, allowing you to focus on what truly matters – savoring your food and embracing a healthier lifestyle.

THE OPPORTUNITY.

To eliminate the challenges faced in planning and preparing meals due to busy schedules, and limited access to diverse and healthy recipes.

DESIGN PROCESS

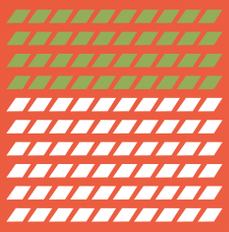
Our process

Our five-step design process allows us to deeply understand your requirements, identify key challenges, generate innovative ideas, create prototypes for testing and validation, and finally implement a robust solution tailored to your needs.

DESIGN RESEARCH

Understanding the problem statement

An individual person's process crisis can have a ripple effect on the work of other people involved in the chain. A platform that can bring change in the application tracking system to overcome hinderances faced by different target groups.



80%

Lack of time was the primary challenge in planning and preparing meals.

76%

Expressed a need for customisation options to accommodate dietary preferences

60%

Expressed a desire for diverse and creative meal options to avoid monotony in meals.

77%

Reported difficulties in sourcing ingredients or finding specific items, leading to frustration and limitations in meal options.

91%

Demanded a need for access to healthy and nutritious recipes to support their well-being.

87%

Stated that a solution providing convenience and time-saving features would greatly assist them.

The target audience

The target users of this platform is anyone who is typically a busy individual facing challenges in planning and preparing meals due to their hectic schedules and limited access to diverse and healthy recipes.

Zaid

"I need to find a way to maintain a healthy diet without having to put much time effort about it every day"

Maryam

"Planning a meal is much more time consuming than the whole act of consuming it"

Satyam

"Sometimes I make some unhealthy food choices just because I decide that faster"

User Persona

A Persona was created that helped in knowing the user and the problem statement closely.

Name
Maryam

Age
23

Dubai

Human Resource

Maryam, an HR executive based in Dubai, diligently manages talent acquisition at all stages of the process, spending approx 9-10 hours per day dedicated to all her desk-bound responsibilities.

Needs

- Her demanding work schedule leaves her with limited time for meal planning.
- She desires access to a wide range of meal options to avoid monotony.
- She wants to ensure her meals are well-balanced with good nutrition value.

Time Constraints | Nutritional Balance

Goals

Efficiency at work

Manage health

Planned diet

Tech-savy

Time Conscious

Characteristics

Maryam is a busy, health-conscious manager who values convenience and seeks a variety of nutritious meal options delivered to her doorstep through a user-friendly app.

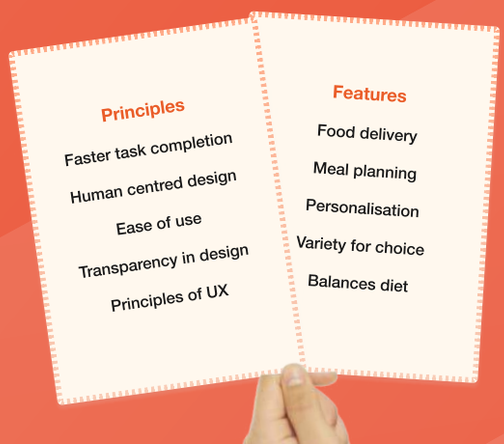
Passionate | Well Organised | Multitasking

Pain points

- Limited time for meal planning in demanding work schedule.
- Difficulty in finding diverse and creative recipes to avoid meal monotony.
- Challenges in maintaining a well-balanced and nutritious diet amidst a busy lifestyle.
- Struggles with the inconvenience of shopping for groceries after long work hours.

Application of business strategy

Our business strategy revolves around providing convenient and diverse meal options, delivered to our customers' doorsteps, to support their busy lifestyles and promote healthier eating habits.



Input

Our strategy: Collecting user profile information, dietary preferences and restrictions, health goals, and caloric and nutritional requirements to provide personalized meal suggestions.

Output

Our solution: Convenient, diverse meals delivered to your doorstep, supporting busy lifestyles and healthier eating.

Key results & solution

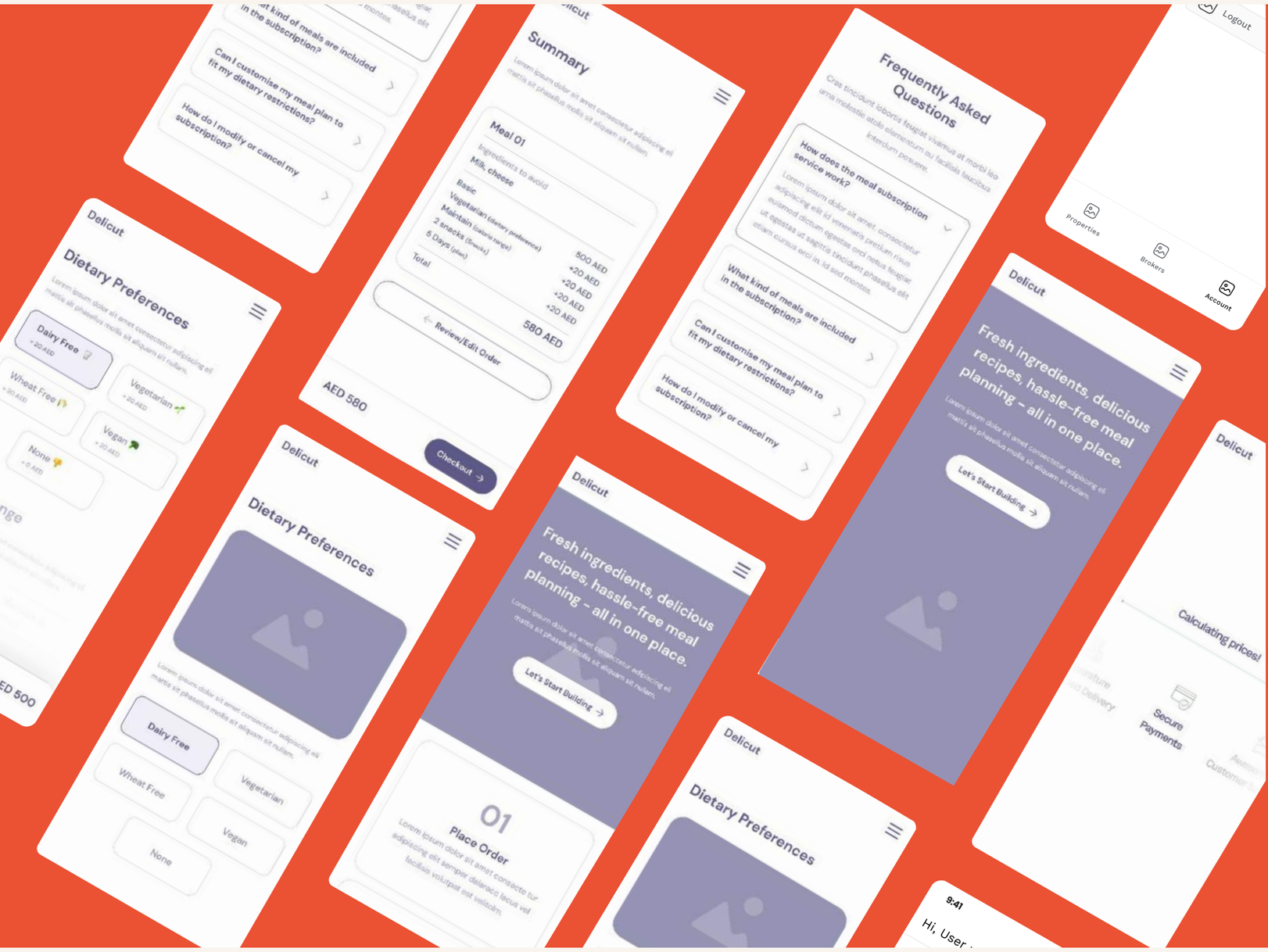
Some of the key features that helped solving the problem, establishing the product and create value for all

- Meal Customisation
- Recipe Discovery
- Nutritional Analysis
- Meal tracking & logging
- Goal Setting
- Order history & reordering

WIREFRAMES

Wireframes

Wireframes were created for the visual representation, a blueprint of the whole website and mobile application's layout that outlined the basic structure, content, and functionality of each page.



DESIGN SYSTEM

Typography and colors used

Maison Neue

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0123456789

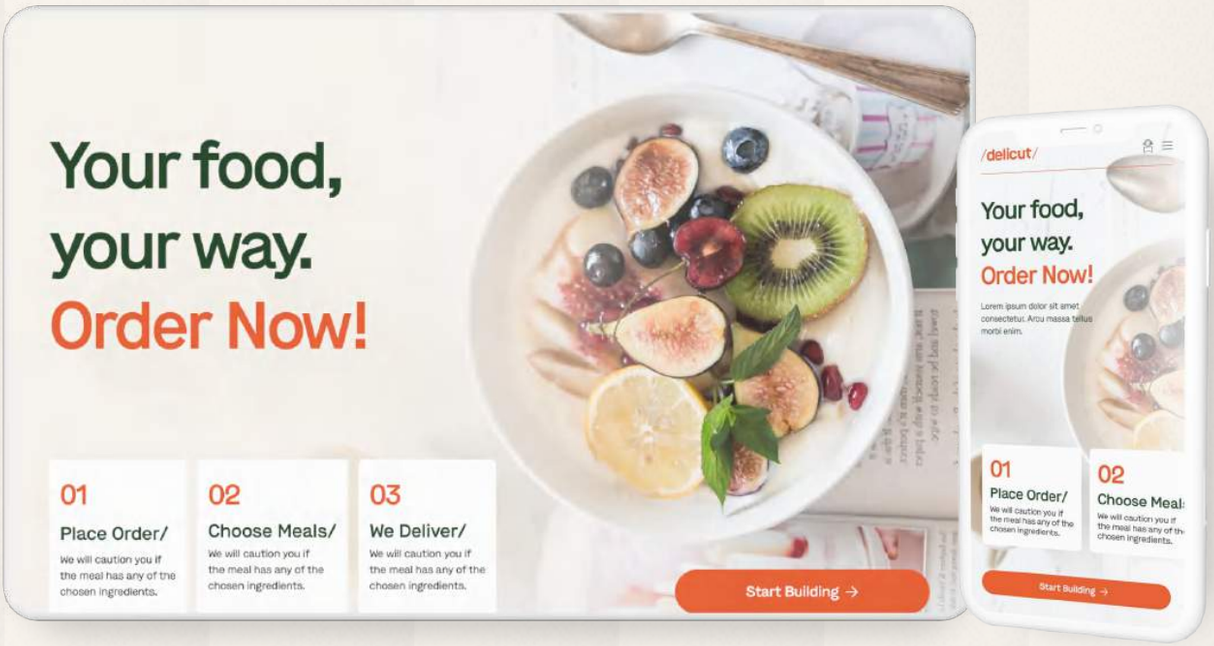
Light Regular Demi Medium
Semibold **Bold**

#193E18	#607E63	#94AD5A
#547B7B	#000000	#7F7F7F
#EB5133	#EF8572	#8FABAC
#C0AE4F	#C39675	#E9E1D9

UI SCREENS

Delicut

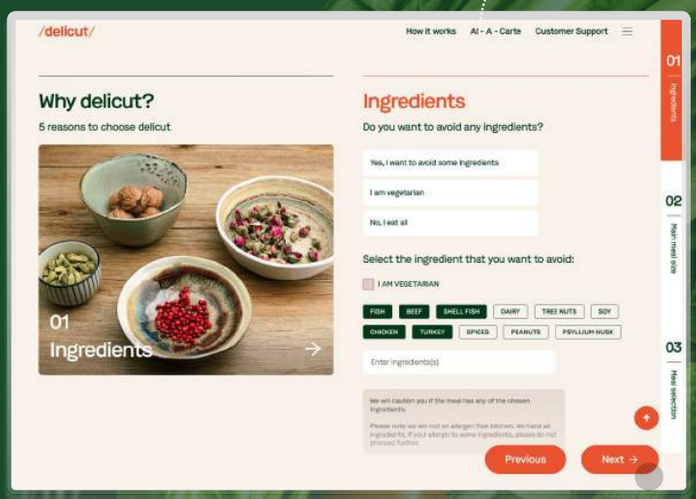
Great design, even greater experience



5 step process to building a meal

Start Building →

1.



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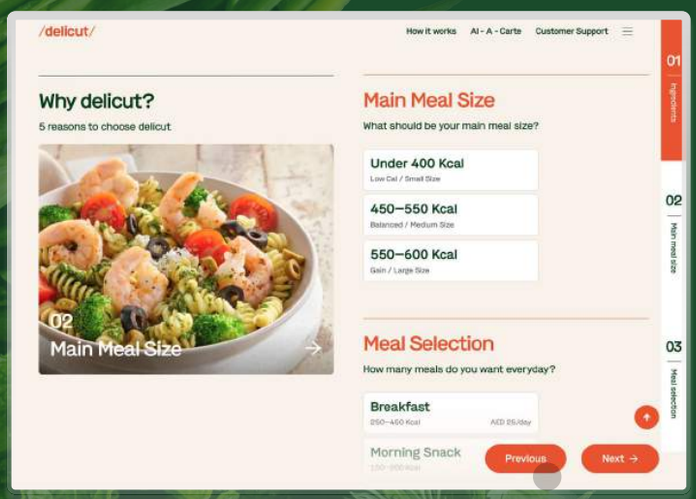

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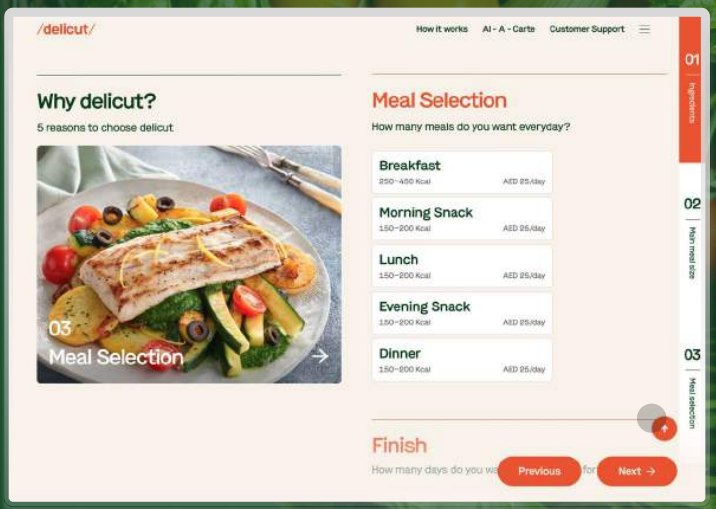

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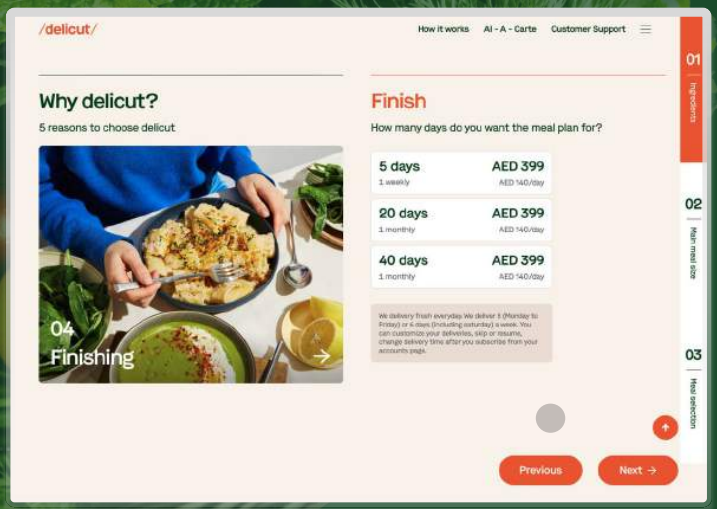

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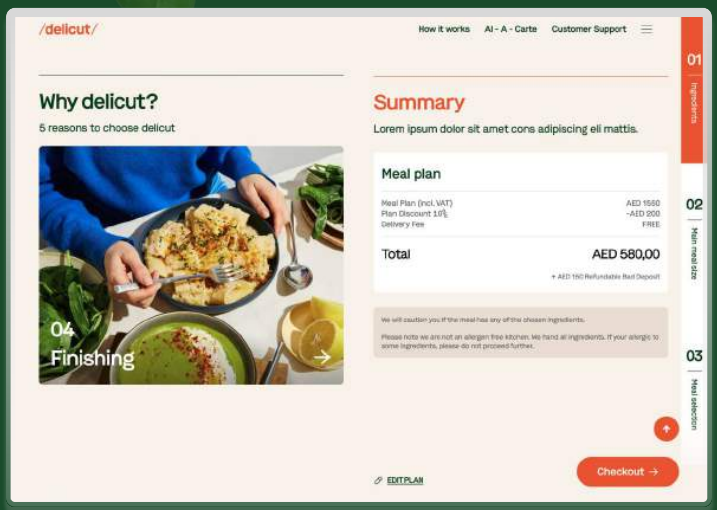
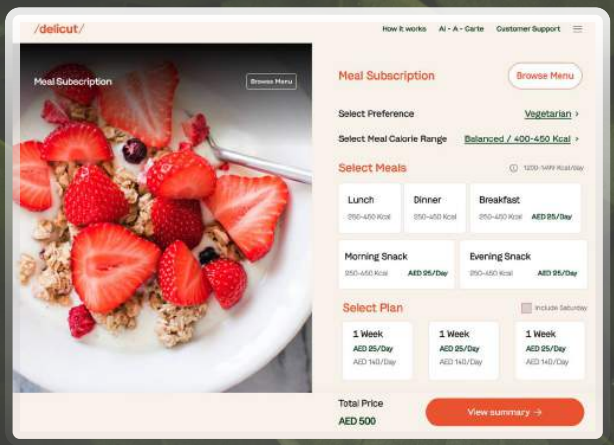


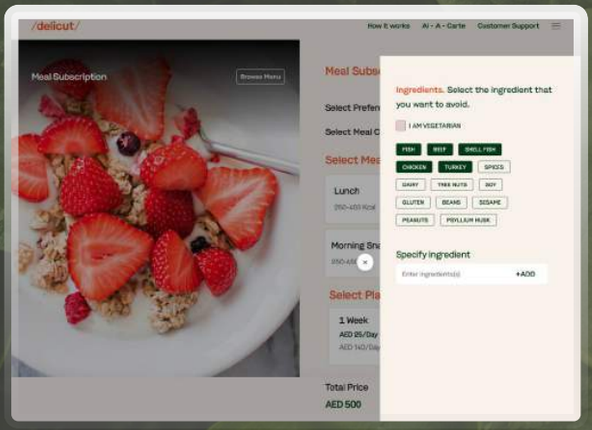
Make your meal (B)

You can decide what you want to have as Delicut gives that kind of flexibility to it's users

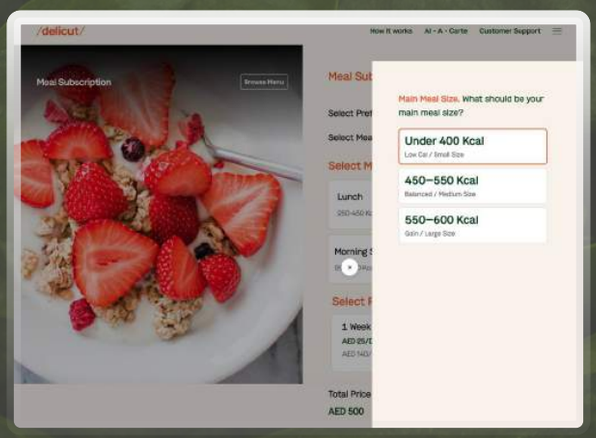


A customised meal subscription plan according to your preference

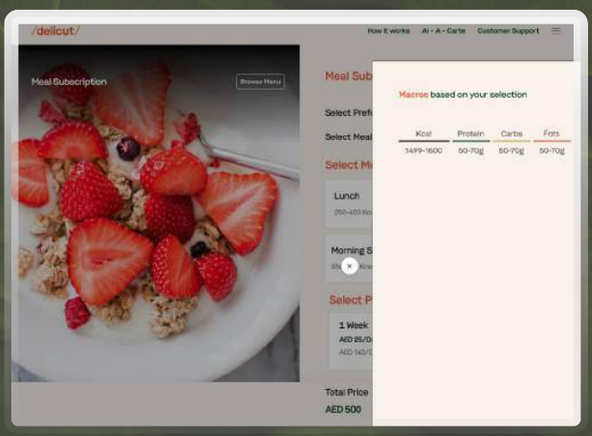
A side menu will open if you click to choose your preference



You can choose your meal size as per your need



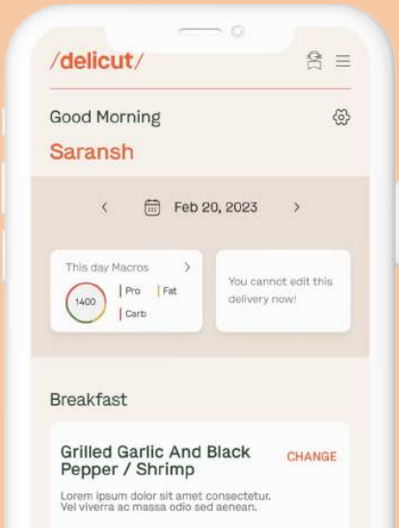
Based on your meal selection you can choose that macros amount



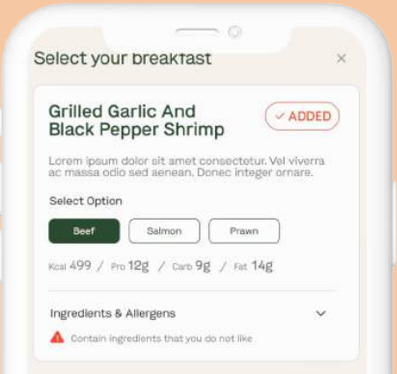
Meal plan on your account

You can decide what you want to have as Delicut gives that kind of flexibility to it's users

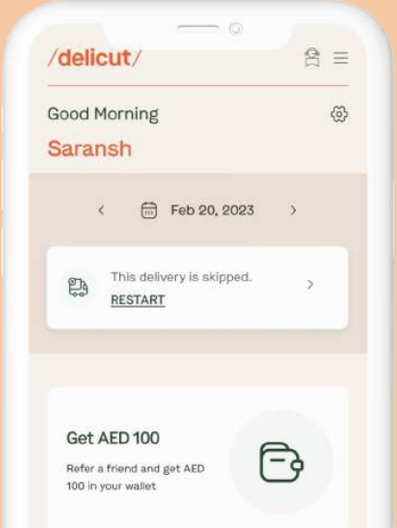
Swap meal as you want by clicking on the change button

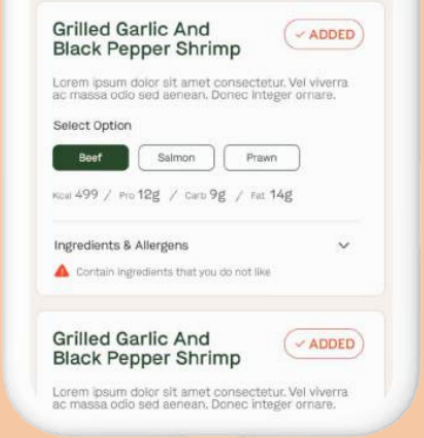


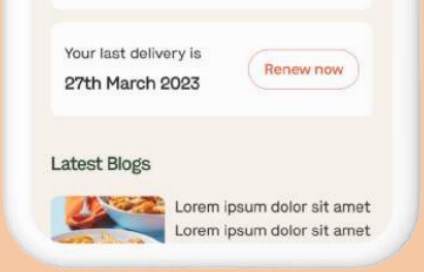
Chosen item will be added to your pack

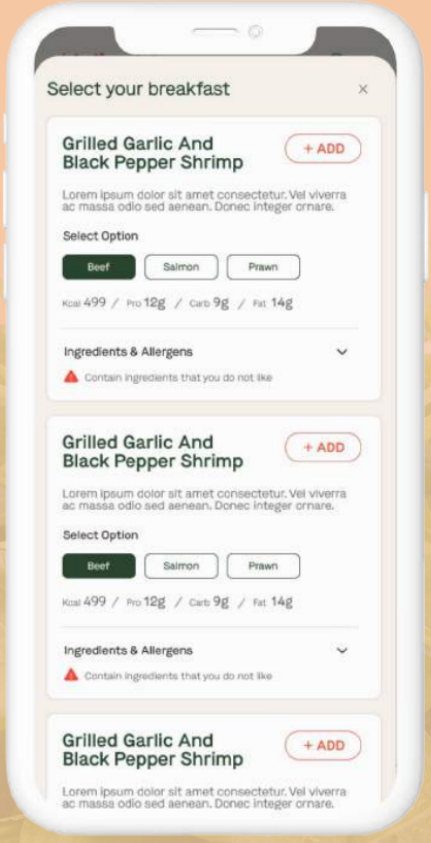


Skip the meal by selecting the date from the calendar

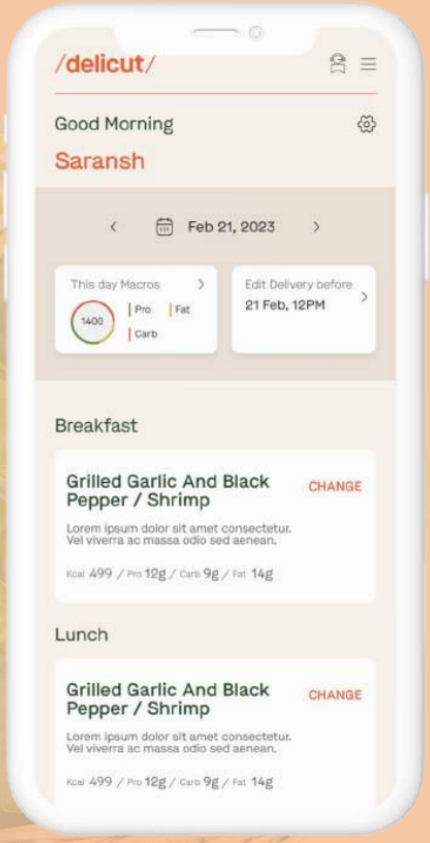




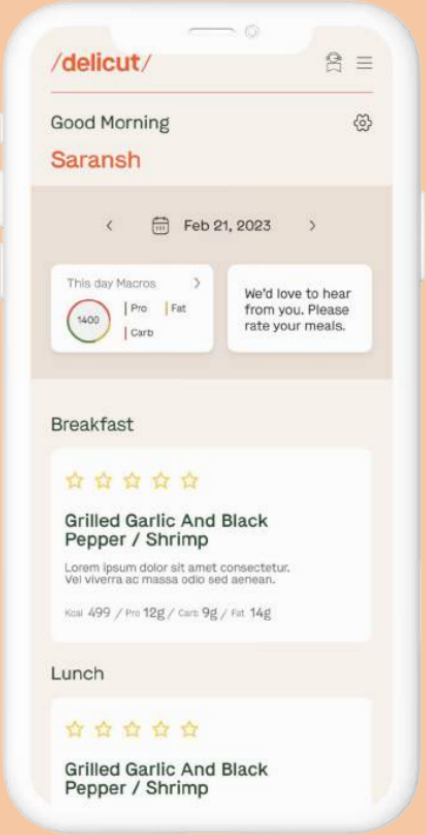




Choose from the bottom sheet your desired item

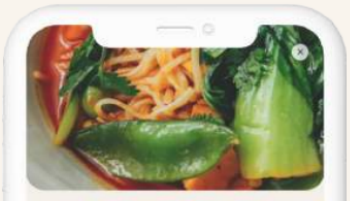


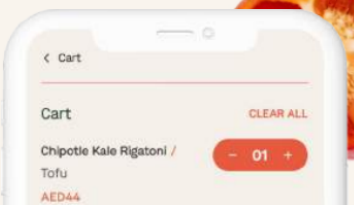
After selection view of the items to be delivered next day

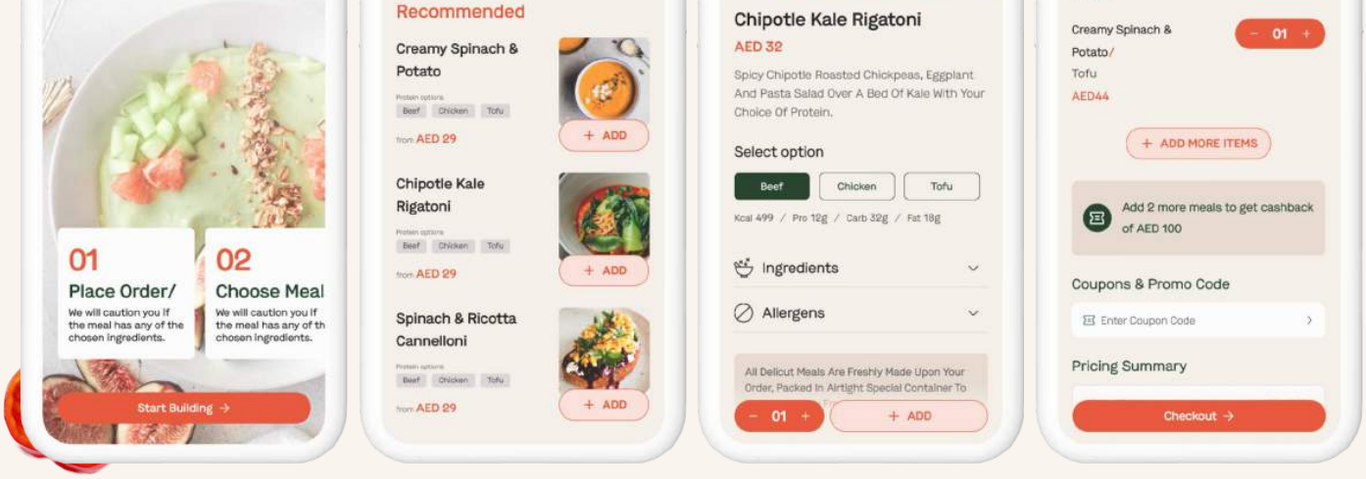


Once received, one can choose to rate the meal

(in a restaurant) referring to food that can be ordered as separate items, rather than part of a set meal.

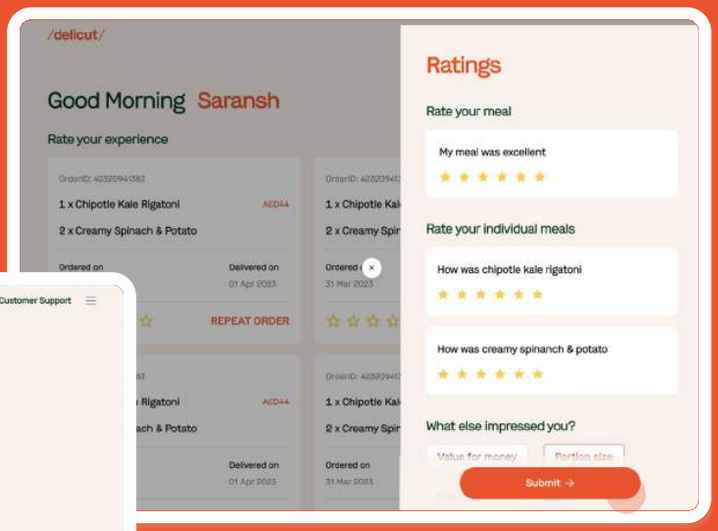


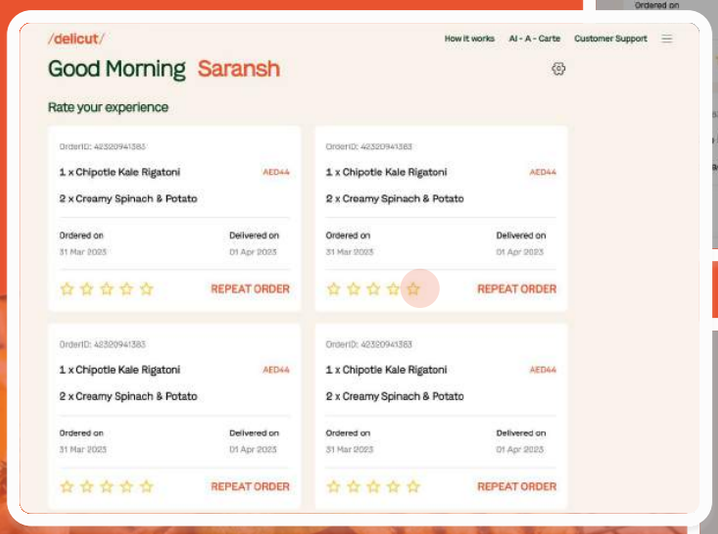


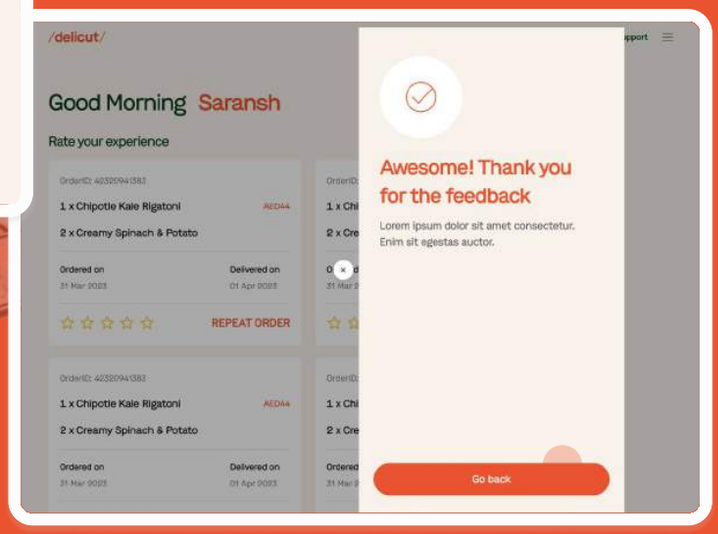


A La Carte

Don't want the whole plate? We have got you covered! Order from A La Carte

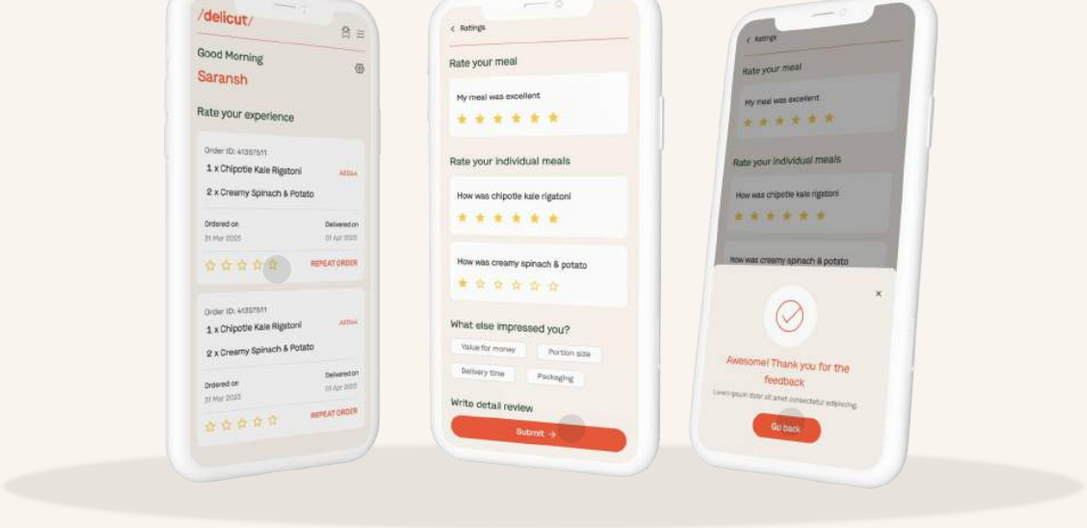






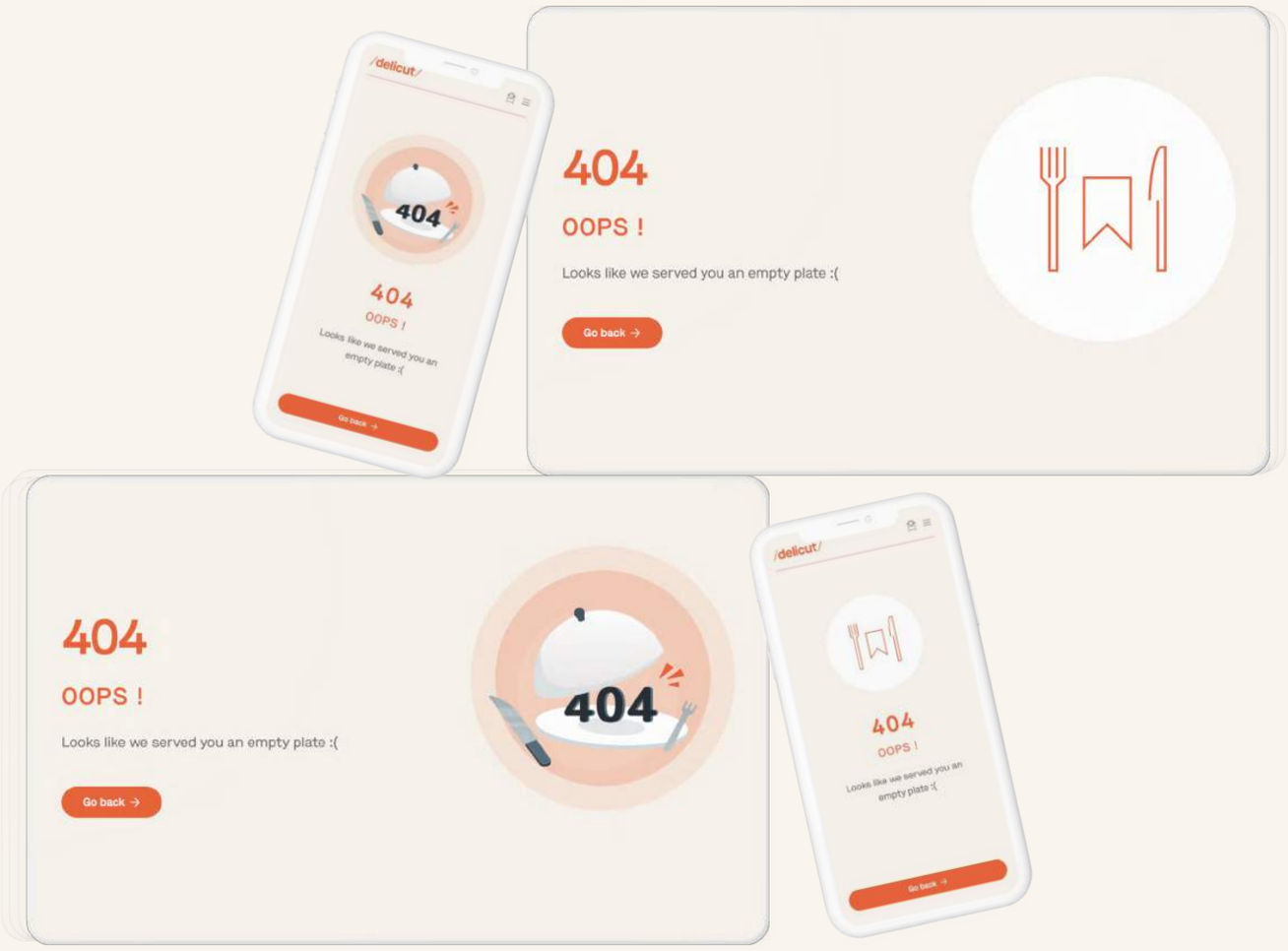
Check Out

How our infamous A la Carte looks on mobile!



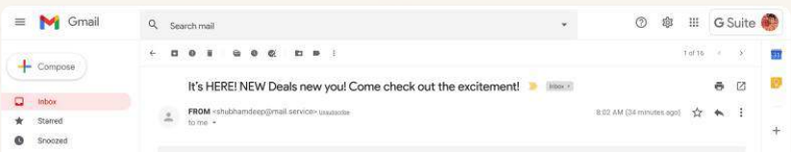
Error States

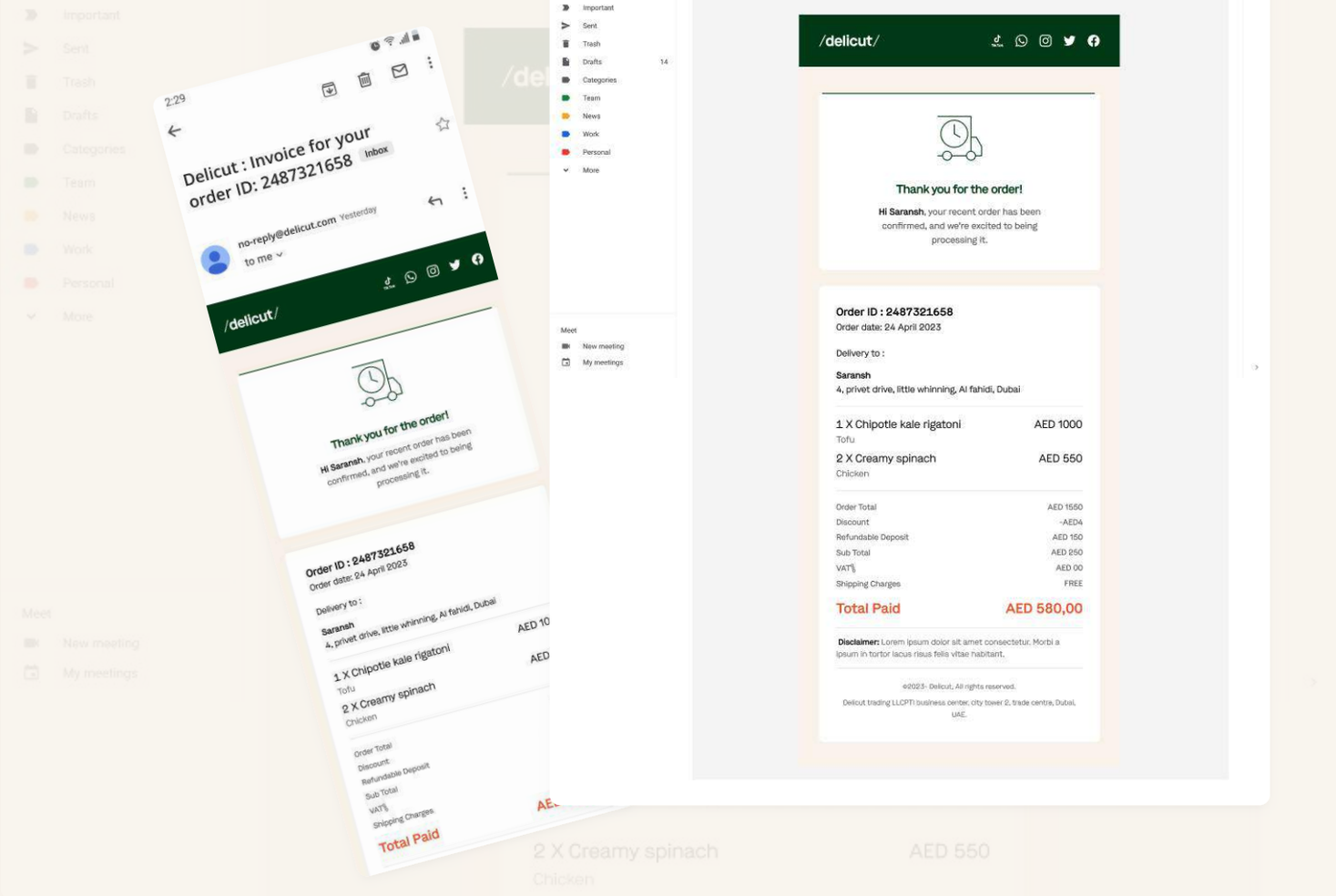
Providing clear and informative feedback when unexpected issues occur, ensuring a smooth user experience



E-mailers

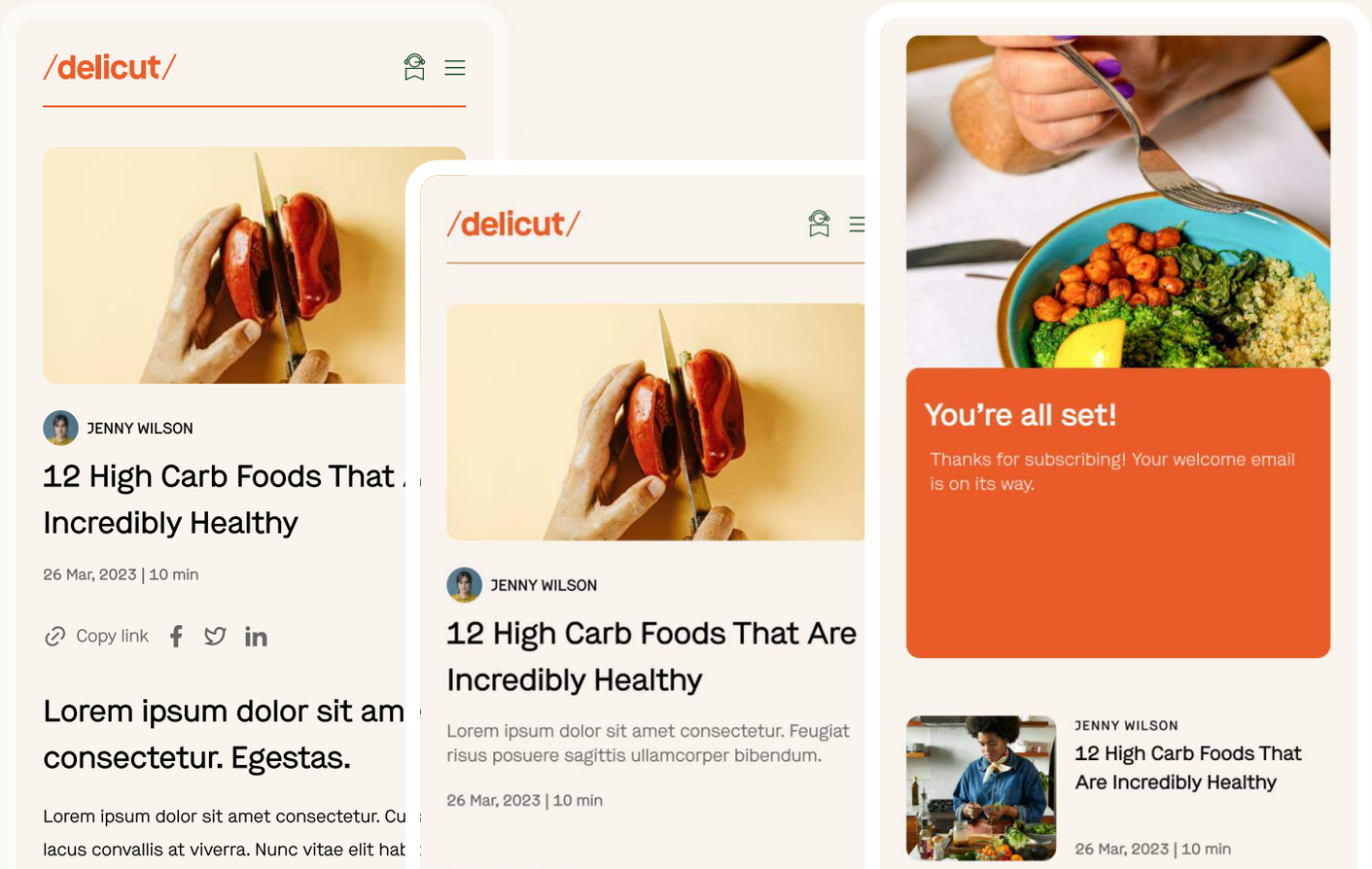
Delectable Delights in Your Inbox: Email designs showcasing regular updates





Blog Page

Providing clear and informative feedback when unexpected issues occur, ensuring a smooth user experience



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e a foodie break/Take

squareboat

We at Squareboat build beautiful, scalable and feature-rich web and mobile applications that solve real customer problems.

Contact Us

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We are creative hooomans who are obsessed with crafting seamless digital experiences that affect the lives of our users whilst sipping a lotttt of coffee!

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