

FORK & FOUND



IDEATION



THIS PHASE WILL HELP YOU ANSWER

- How do I make sense of what I've learned?
- How do I turn my learnings into an opportunity for design?
- How do I make a prototype?
- How do I know my idea is working?

During the ideation phase, the goal is to take everything you've learned, organize all the information, and uncover the best opportunities for design. This is where brainstorming takes center stage. You'll generate a wide range of ideas, keeping the strongest ones and letting go of those that don't quite fit. To bring these ideas to life, you'll start creating rough prototypes that help visualize how your solution will work. From there, you'll gather feedback from users and stakeholders, refining and improving your concept through multiple iterations. This process continues until you've fine-tuned your solution into something functional, intuitive, and ready for the real world. Ultimately, ideation is all about exploration, experimentation, and continuous improvement to build the best possible product.

What is one app you would love to use/have?

My boyfriend and I love the thrill of discovering new restaurants, indulging in hidden gems, and sharing our culinary adventures. But with so many options out there, it's easy to forget where we've been, what we loved, and where we still want to go. Traditional review apps feel cluttered with biased opinions, and bookmarking places on maps just doesn't cut it. I would like something tailored to my taste; an app that not only helps me find new spots but also lets me keep a personal log of my dining experiences.

What Will It Do?

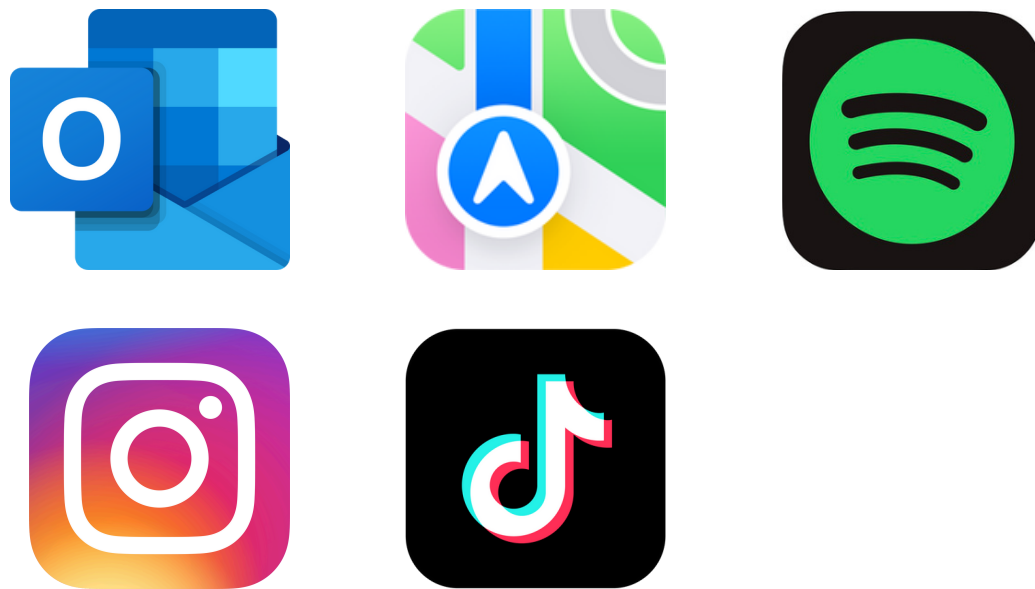
- | | | | |
|-----------|--|-----------|--|
| 01 | Find and Save new restaurants, organizing them into customizable lists (ex. “Date Night Spots”, “Brunch Goals”, “Best Tacos in Town”, etc.) | 04 | Upload Photos of your meals and dining experiences, either for personal reference or to share with the community. |
| 02 | Rate & Review each restaurant with a free-form rating system, leaving detailed descriptions of your experience. | 05 | Follow Friends & Foodies to see their restaurant discoveries and recommendations |
| 03 | Reservation & Waitlist Integration Book a table directly from the app or see real-time waitlist updates. | 06 | Smart Suggestions based on your past reviews and saved restaurants, helping you explore new places you’re actually likely to enjoy. |

Purpose

Fork & Found isn't just another review app; it's your personalized food adventure companion. It makes discovering and remembering great meals easier, encourages sharing experiences, and ensures every dining decision is an informed one. Whether you're planning your next foodie outing or tracking your favorite eats, Fork & Found turns every meal into an experience worth savoring.

My Applications

Applications I love/use more frequently:



I frequently use Outlook, Apple Maps, Spotify, Instagram, and TikTok because they seamlessly integrate into my daily routine, making life more efficient and entertaining. Outlook helps me stay organized by managing emails, calendars, and tasks all in one place. Apple Maps ensures I can navigate easily with real-time traffic updates and accurate directions. When it comes to entertainment, Spotify provides endless music and podcast options with personalized recommendations that match my mood. Instagram keeps me connected to friends and trends through engaging visual content, while TikTok delivers quick, algorithm-driven videos that keep me entertained and up-to-date on viral moments. Each of these apps serves a specific purpose, enhancing either productivity, social interaction, or entertainment in a way that feels natural and essential to my daily life.

Applications I dislike/use infrequently:



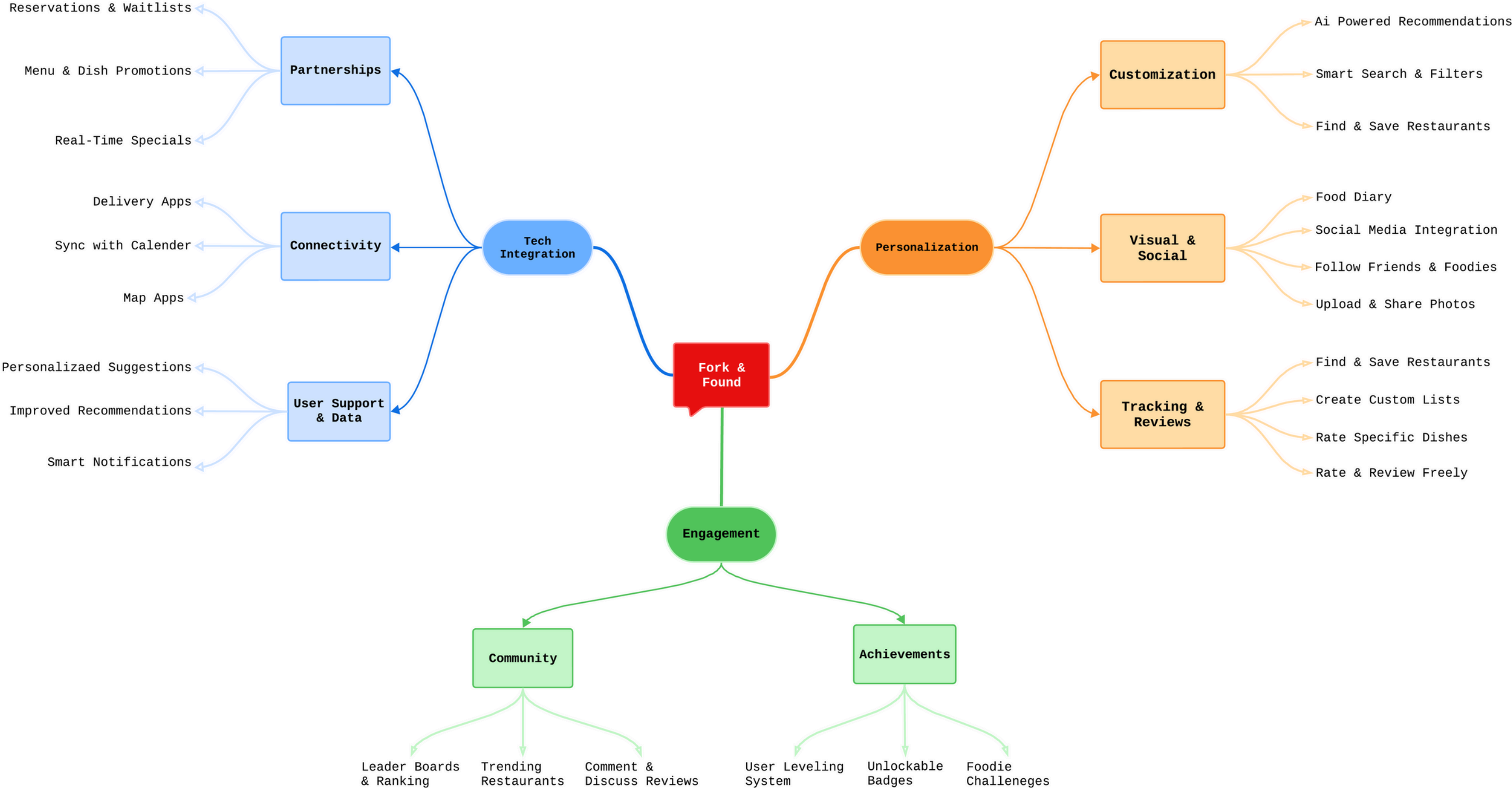
I rarely use FanDuel, Blackboard, Hopper, Cash App, and Apple Music because they either don't fit into my routine or have features that don't appeal to me. FanDuel doesn't interest me much since I'm not heavily into sports betting or fantasy leagues. Blackboard is frustrating to use because while I can view what I need for my classes, the app often doesn't load correctly and looks different from the web version, making it harder to navigate. Hopper is useful for travel deals, but I don't book trips often enough to need it regularly. Cash App seems unnecessary when I already use other payment platforms that feel more secure and widely accepted. As for Apple Music, I prefer Spotify's curated playlists and user experience, so I rarely have a reason to switch. Overall, these apps just don't align with my needs or preferences, so they don't get much of my attention.

Method 1: Mind Mapping

A mind map is a visual way to organize ideas and information, kind of like a big web of thoughts that all connect to one central idea. Imagine you're brainstorming something, like planning a trip or creating an app, and instead of writing everything in a long list, you start with one big idea in the center of a page and then branch out into related topics. Each of those topics can then have their own smaller details branching off, making it easy to see how everything is connected.

For example, if you're designing an app like "Fork & Found", your central idea would be the app itself. From there, you might have big branches like "Features," "User Experience," and "Community Engagement." Under "Features," you could list things like saving restaurants, rating dishes, and uploading photos.

Mind maps are useful because they help you see the big picture while also breaking things down into smaller, easier-to-manage parts. They're often used in design, business, and creative projects to make planning and problem-solving more visual and intuitive. Instead of getting lost in long lists of ideas, a mind map helps keep things organized, clear, and easy to adjust as you go.



Method 2: “Worst Possible Idea”

The "Worst Possible Idea" ideation technique is a creative way to spark fresh, innovative ideas by intentionally brainstorming terrible concepts. The goal is to flip bad ideas into good ones by analyzing what makes them bad and finding ways to improve them. This technique helps uncover hidden opportunities and improve your design thinking by exploring extremes.

Worst Idea

- 01

Only lists one restaurant, and you can't search for others.
- 02

Users can never update their reviews or change their ratings
- 03

The app deletes your saved restaurants every 24 hours.
- 04

It forces you to watch a 5-minute video ad before seeing a review.
- 05

Instead of user reviews, all restaurant ratings are randomly generated by AI.

Why They're Bad

- 01

Lack of choices and flexibility makes the app pointless.
- 02

Losing saved data would make users angry and frustrated.
- 03

Long ads disrupt the user experience and drive people away.

Flipping Them To Good

- 01

Allow users to explore endless restaurant options with smart recommendations.
- 02

Give users the ability to edit and refine their reviews anytime.
- 03

Let users save restaurants and create custom lists that never disappear.
- 04

Make the experience ad-free to keep users engaged.
- 05

Ensure ratings and reviews are authentic and community-driven

Conclusion

Through the ideation process, we explored the foundation of "Fork & Found", focusing on its core purpose: helping users discover, save, and review restaurants in a highly personalized and engaging way. By mapping out key features, considering user needs, and even flipping bad ideas into great ones using the "Worst Possible Idea" technique, we've refined a vision for an app that enhances the dining experience.

This exercise not only helped identify what makes a restaurant app useful and enjoyable but also highlighted potential pitfalls to avoid. The next step is to take these insights and refine the user experience, interface design, and overall functionality to create an app that people will truly love to use.

With a strong concept in place, "Fork & Found" is ready to move forward in development, ensuring it stands out as an intuitive, community-driven, and must-have tool for food lovers.