

Kara: Group Food Ordering

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Outline

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- Introducing Kara
 - Group food ordering
- Problem Space: Why Kara?
 - Judy ordering for 122 staff meeting
 - Existing CUIs aren't solving this problem: limited or nonexistent
- Problem Solving: Research & Design Process
 - Scenarios & experience prototyping
 - What are real world scenarios where Kara is needed?
 - What do people actually ask or need?
 - Storyboarding
 - How would people interact with Kara?
 - How would Kara's abilities fit into a full experience/story/interaction
 - Conversation Model
 - How can Kara respond to different utterances with the same intent?

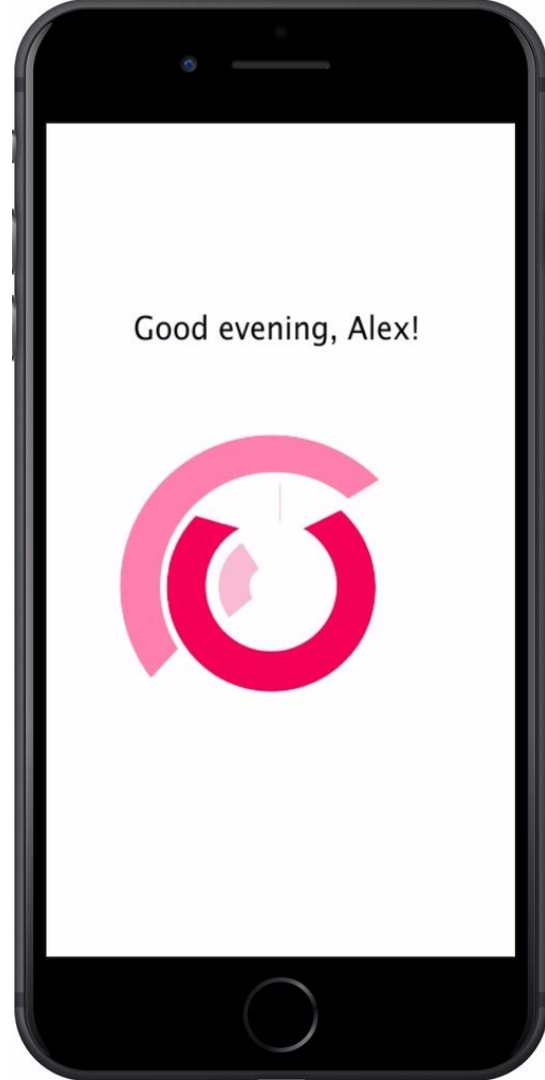
Outline

- Introducing Kara
- Why Kara?
- Research and Design Process
- Concept Video
- Additional Features
- Questions & Comments



Introducing Kara

A conversational UI that makes your
group ordering much easier



Why Kara?

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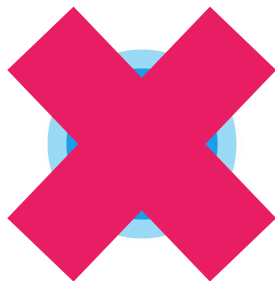


When Judy orders food for 15-122 staff meeting every Tuesday...

- Don't know how much to order for a large group
- Tedious ordering process
- Forget to include utensils
- Forget to change delivery address in Grubhub
- ...and so many more

Why Kara?

Existing options are limited--in where you can order and how much



GRUBHUB

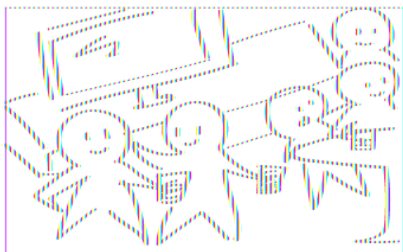


UBER EATS

Experience Prototyping



Storyboarding



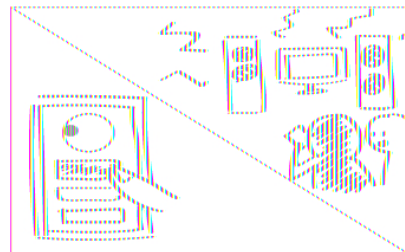
1. Joe is hosting a halloween party at his home this weekend.



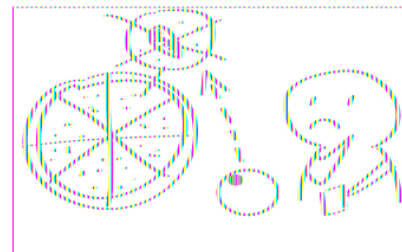
2. After chatting, drinking and playing board games for a while, people start to get tipsy and hungry.



3. Joe pulls via his virtual phone.



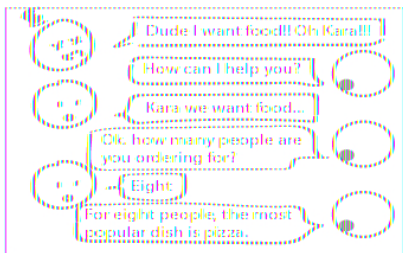
7. Someone starts to play very loud music. Kara has a hard time catching what Joe is saying, so she asks Joe if he wants to talk to a real person in the restaurant or selects a option on his phone. Joe chooses to tap on his phone.



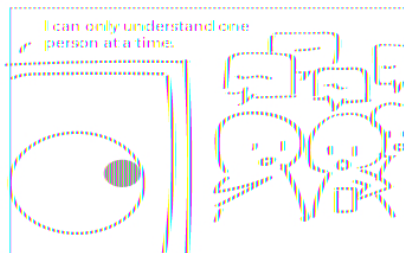
8. Joe decides to order some three cheese pizzas. By pulling up the ingredient information, Kara detects that they contain pine nuts which Joe is allergic to. Kara asks Joe if he wants to change his order or send a request to the restaurant to remove the pine nuts.



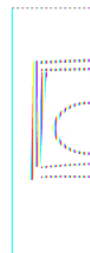
9. Some friends would switch the pizzas and schedule.



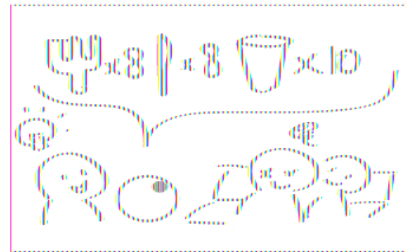
4. After detecting that Joe is ordering food for a group of people ("we"), Kara asks for the size of group and gives recommendations accordingly.



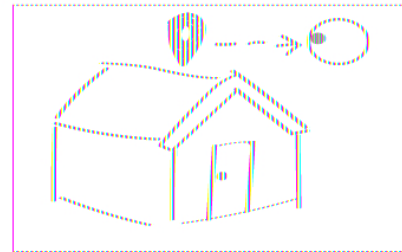
5. Joe's friends all get very excited, and all start to speak out what they want. Only following the instructions given by Joe, Kara asks the group to quiet down.



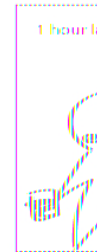
6. Joe has a hard time catching what Kara is saying, so he asks Kara for information to Joe.



10. Before sending out the order, Kara asks Joe and his friends if they need any utensils. Joe and his friends are happy that Kara reminded them of getting utensils.



11. Kara detects Joe's location, and confirms that the pizzas will be delivered to Joe's home address.



12. One hour later, the pizzas are delivered.

Kara: Concept Video

Who & when would use Kara?

Friends hangout

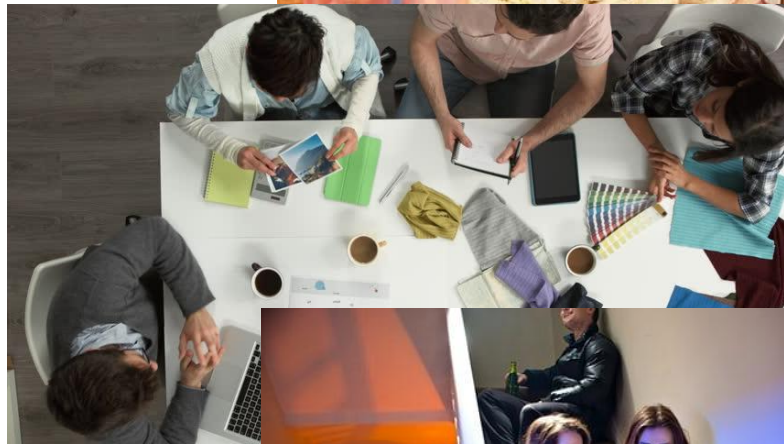
Parties Conferences

Late-night work sessions

Meetings

Social events

Hackathons

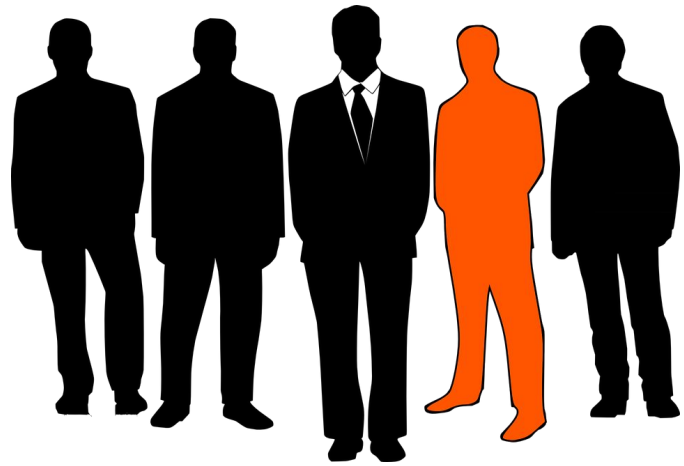


What can Kara do for you?

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- **Voice recognition**
- Multiple profiles
- **Order ahead**
- Calculate amount of food
- **Suggest popular food options, different kinds of food**
- Suggest nearby restaurants
- Remember and check for allergies and preferences
- Send requests to restaurant and delivery person
- Recognize when too many people are talking
- Know where you are and deliver to your door

What if Alex's
roommate Katrina is
allergic to
strawberries?



Kara recognizes different people's voices and keeps multiple profiles.

Whenever she hears Katrina's voice during the conversation, or if Alex tells Kara that Katrina is coming to the party, she includes their profile in the allergy check.

What if I don't want pizza?

Kara looks for nearby restaurants that take group orders and provides you with a list of places for you to choose from.

It can be pizza, tacos, Chinese food, or anything!



What if I want to order
for next Tuesday?

Kara can place your order well ahead
of time, down to the minute and day.

Just tell her when and where to
deliver the food!



What if the delivery person has to buzz in, how do I tell them that?



Kara can pass special questions and instructions along to the restaurant or delivery person.

Just say, "Can you please tell the driver/restaurant/cook..." and Kara will pass the message along.

A top-down view of a group of people's hands and arms reaching towards a large, round pizza cut into many slices. The pizza is placed in the center of a wooden table. Several hands are holding clear glasses filled with a golden liquid, likely beer. The people are wearing various items: a blue and white striped shirt, a yellow shirt, a red and white striped shirt, a blue long-sleeved shirt, and a white shirt with a green and red striped wristband. Several national flags are draped around the table, including the Italian flag (green, white, and red), the French flag (blue, white, and red), the German flag (black, red, and gold), and the Union Jack (red, white, and blue). A red and white striped inflatable horn is also visible on the table. A smartphone is lying on the table in the bottom left corner.

Questions?