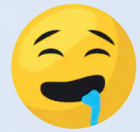


Clickable

by Loyal Hashwa, Shruti Saha, Shrishti Arora, Li Yintong

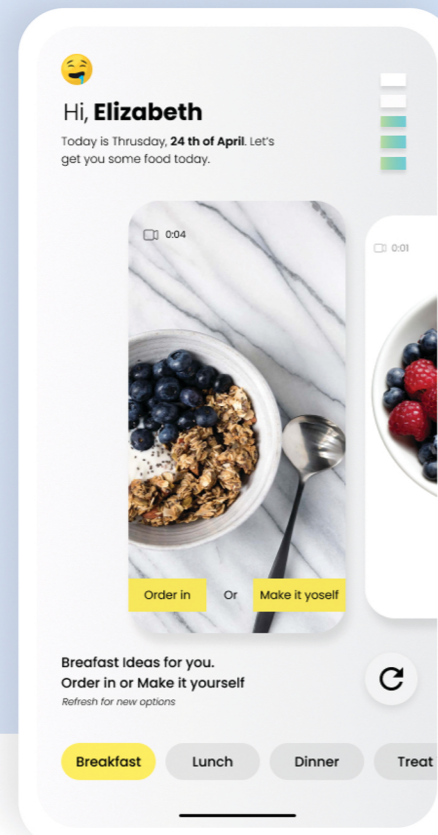
Design for Emergency
Seed ideas



Clickable

Crave, Click, Eat, Repeat.

A food +
entertainment +
health app.



Your perfect companion that lets you buy healthy food from videos while you are in the kitchen or planning your day in bed.

Clickable is a food delivery app with a twist. It is dedicated to providing healthy food ideas through mouth watering videos where the product displayed can be sold at the click of a button using AI smart-video technology.

By selling products through videos, the platform gives local shops and restaurants another outlet to generate revenue and to survive this crisis and it gives customers a new way to support them while enjoying their time doing it.

Clickable is focusing on a new wave of interactive entertainment, rather than traditional e-commerce methods, which helps users quickly develop better eating habits during the lockdown that are converted into healthier lifestyle routines in the future.

WHOM IS IT FOR?

Gen X and Gen Y, who are currently either studying or working remotely from home

WHY IS IT RELEVANT?

Most of the people stuck at home are feeling bored, hungry and disoriented, looking for ways to make sense of their days. By using *Clickable*, users will satisfy and fulfill their appetite by following healthy routines and purchasing healthy meals with just one click.

WHAT IS NEEDED TO IMPLEMENT THE IDEA?

- Google Maps APIs
- Data Platforms
- Web/Mobile Apps
- Specific CSS Development
- Open API / Partner API
- Pick up Stations

WHO CAN CONTRIBUTE?

- UI/UX designers
- Web/Mobile Apps developers
- Digital Content Creators
- Delivery Personnel (Daily Wage Workers)
- Grocery Shops / Restaurants (Small & Local Businesses)
- Health / Fitness Influencers



Clickable

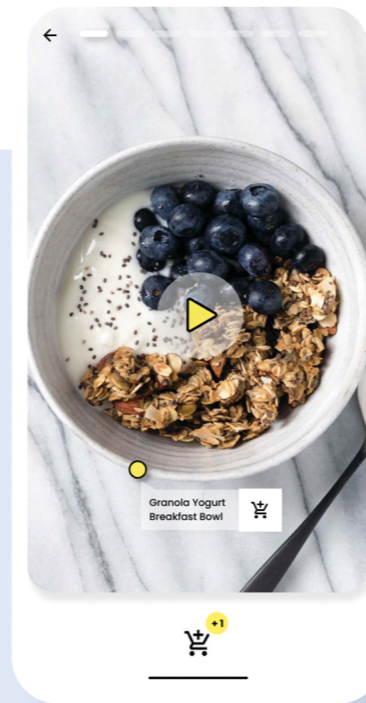
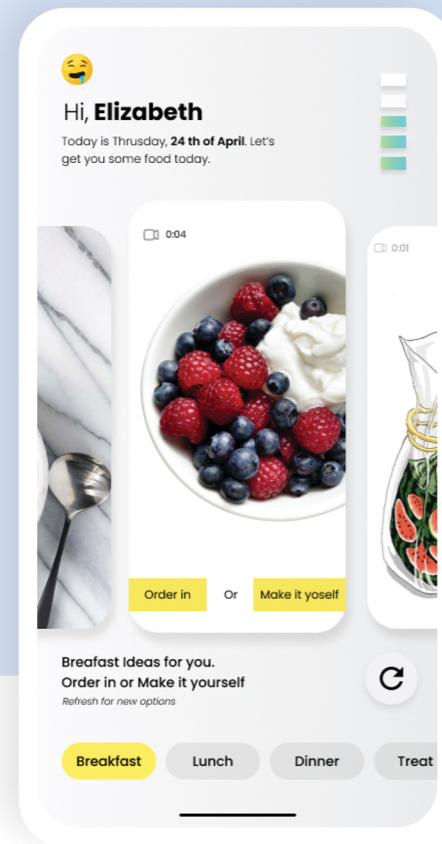
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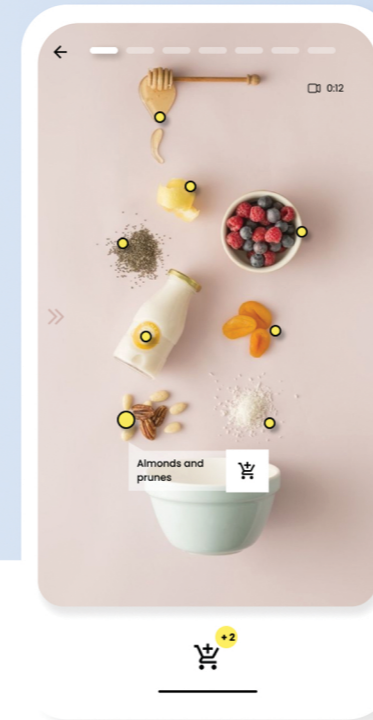
Clickable

Plan your meals. Order it in or make it yourself. And the occasional treat to yourself!

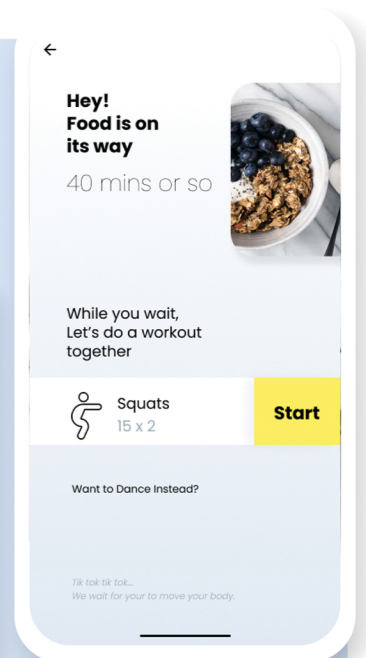
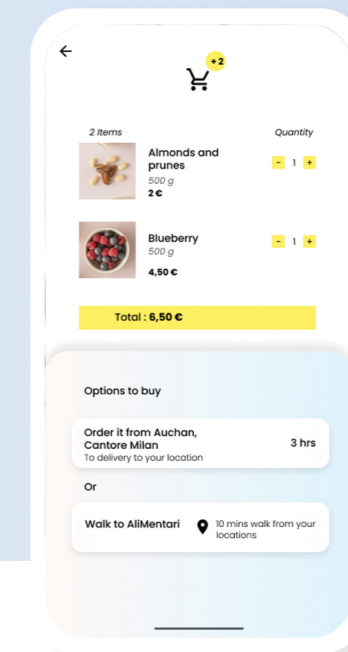


 Order in through an interactive video

Or Make it yourself
The quick and easy recipe to follow



Healthy and engaging suggestions to keep active, whether you order in or make it yourself.



On the home screen, Users are provided with healthy food ideas through mouth-watering videos based on availability of items from local restaurants and on the personalized preferences of users regarding lifestyle, dietary restrictions, accessibility and location information

Using AI, products are automatically tagged in videos in real-time, turning them into virtual shops. Users can click on the yellow dot either to order in the product from the nearest restaurant or to make it themselves by purchasing the ingredients from the local grocery shop. Both options can be selected directly on the spot without leaving the video. If users chose the "make it yourself" option, they are also provided with a quick and easy recipe to follow at home and achieve the expected result

Finally, users are given the option between contactless delivery or self pick up depending on the time to prepare the product. The app will suggest a workout while waiting for same day delivery, a walk around the block to the local grocery shop or a drive to the nearest Clickable pick up location

Contacts:

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Domus Academy, 2020



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