Design a Mobile Ordering App For a Family Diner

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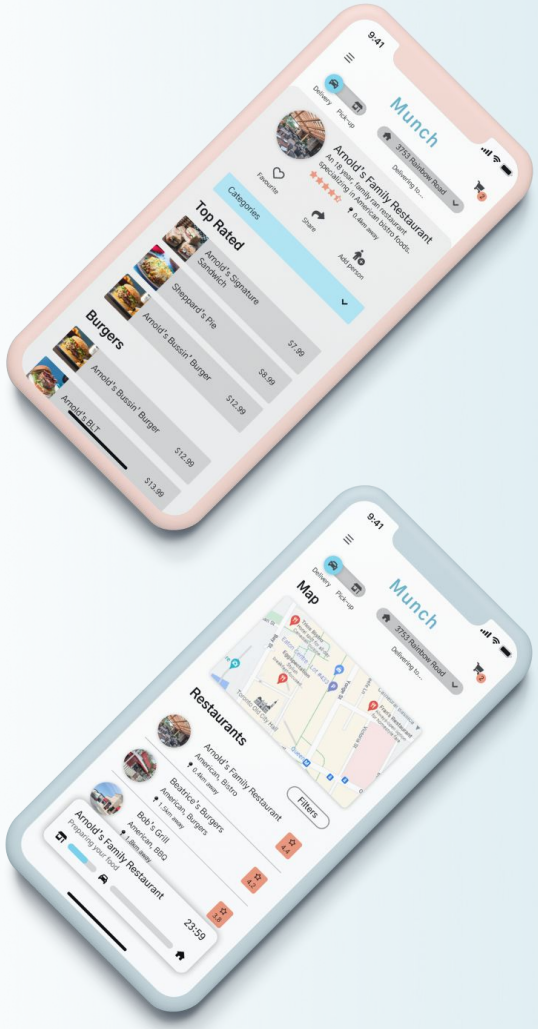
Project overview

The Product

The app intends to allow customers to quickly locate local eateries catered towards their tastes.

Project Duration

June 2022 - December 2022



Project overview

The Problem

Users want an easy way to support and order local foods.

The Goal

Design an app that emphasizes local restaurants, focusing on ease of use.

Project overview

My Role

UX designer for Munch, a local food ordering app.

Responsibilities

- User surveys
- Wireframing (paper, digital)
- Prototyping
- Usability studies
- Design iterations

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

The user research I conducted in order to gain insight into what the users need. My initial group of users were busy college students that wanted to quickly order local foods.

Initial research showed that there were a few reasons as to why they want to order food. For example, the limited amount of time when studying, social gatherings, or the health-consciousness for going local.

User research: pain points

1 Scheduling

Students studying have few hours to spare for cooking or browsing for unhealthy meals.

2 Accessibility

Other food ordering apps have limited considerations for accessibility

3 Recommendations

Users found other apps to have sponsored restaurants that do not match their tastes.

Persona: **Alexis**

Problem statement:

Alexis is a hard-working undergraduate who needs to quickly order healthy foods because of the amount of time she spends studying.

Alexis

Age: 19
Education: Undergraduate
Hometown: Toronto, Canada
Family: Single
Occupation: Student

"Intellect is the result of working hard, being healthy, and eating well."

Goals

- Support local eateries by ordering more from them
- To easily discover local restaurants
- Lead a healthier lifestyle

Frustrations

- "It is difficult to find good local eateries on UberEats."
- "It is not always easy to find a healthy option in a sea of tempting foods from big chains."
- "I would like to easily see the ratings of restaurants"

Alexis is an undergraduate studying biochemistry and is usually very busy. Alexis usually orders Subway--as she believes it is healthy compared to other options--when she does not have time to make her own meals. However, the recent news of COVID-19 impacting local businesses influenced her to try out local eateries. Alexis is now determined to order from local restaurants whenever she is studying.

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User journey map

Through mapping Alexis' journey, it demonstrated the need for a streamlined ordering experience

Persona: Alexis

Goal: To easily order good local eats while studying

ACTION	Searching for a good local restaurant	Browsing the restaurants menu	Placing the order	Having the food arrive
TASK LIST	Tasks A. Ponder about what type of food she wants B. Checks map on her phone to see what restaurants are near C. Choose a restaurant based on ratings	Tasks A. Go to the restaurant's website page B. Click on their menu page	Tasks A. Click on the order button B. Call the restaurant C. Tell the restaurant the foods she would like	Tasks A. Meet the courier at the door B. Verify the order is correct C. Pay for the meal D. Consume the food
FEELING ADJECTIVE	Confused about the number of choices available. Unsure about her decision of restaurant.	Dislikes the lack of images on the menus Finds the navigation as not smooth	The reception is not always good, leading to repeating her items on the phone Hard to keep track of her orders	Relieved to finally eat
IMPROVEMENT OPPORTUNITIES	Create an app to help connect users with restaurants near them.	Include photos next to the menu items Improve clarity on items Create a simple order page with a logical flow	Create a simple menu confirming the selected items	Create a rating page to give feedback to the restaurant.

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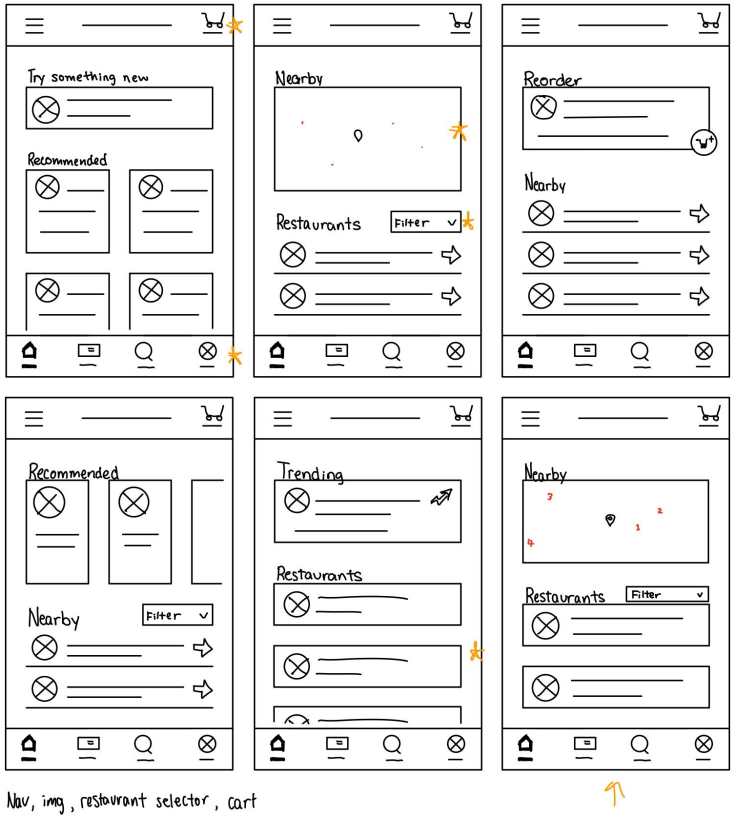
Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

The initial wireframes saw 5 different iterations of the home page. I picked elements that would be the most appropriate to solve the pain points listed earlier.



Starred items refer to elements that would be in the digital wireframe

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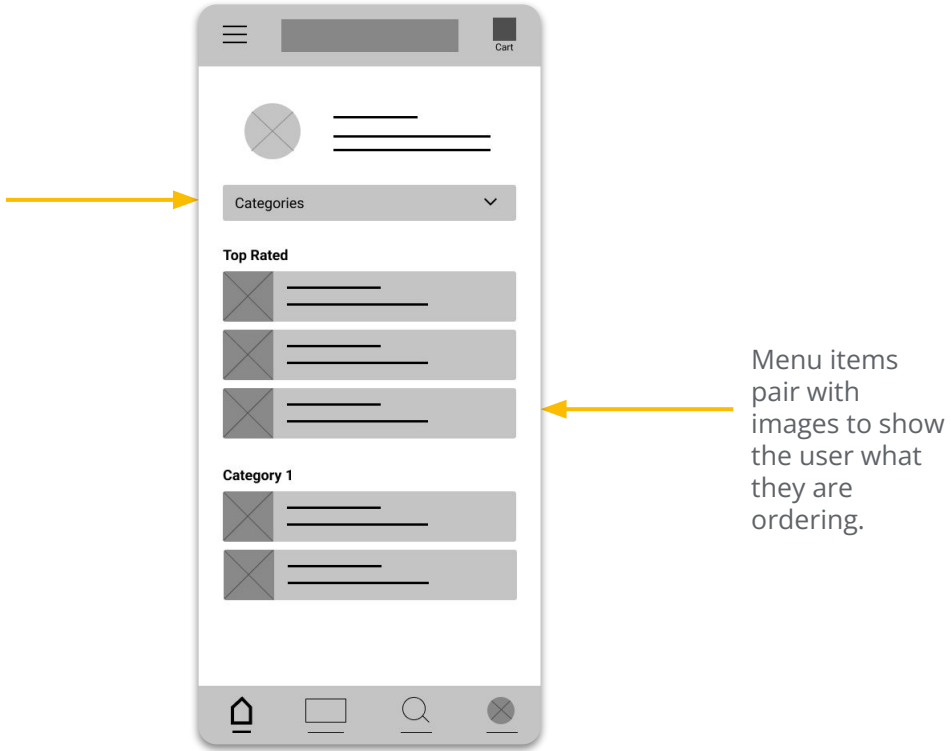
Digital wireframes

When translating paper wireframes into digital wireframes, I ensured to incorporate user feedback.



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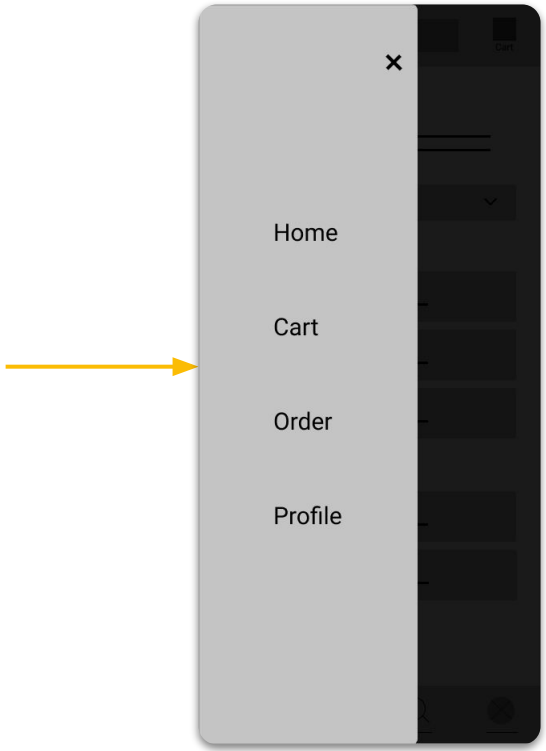
Digital wireframes

Users voiced their dissatisfaction with cluttered elements, thus a simple sidebar navigation helps with ease of navigation and improve accessibility.

A sidebar navigation element allows users with assistive technologies to quickly access different facets of the app



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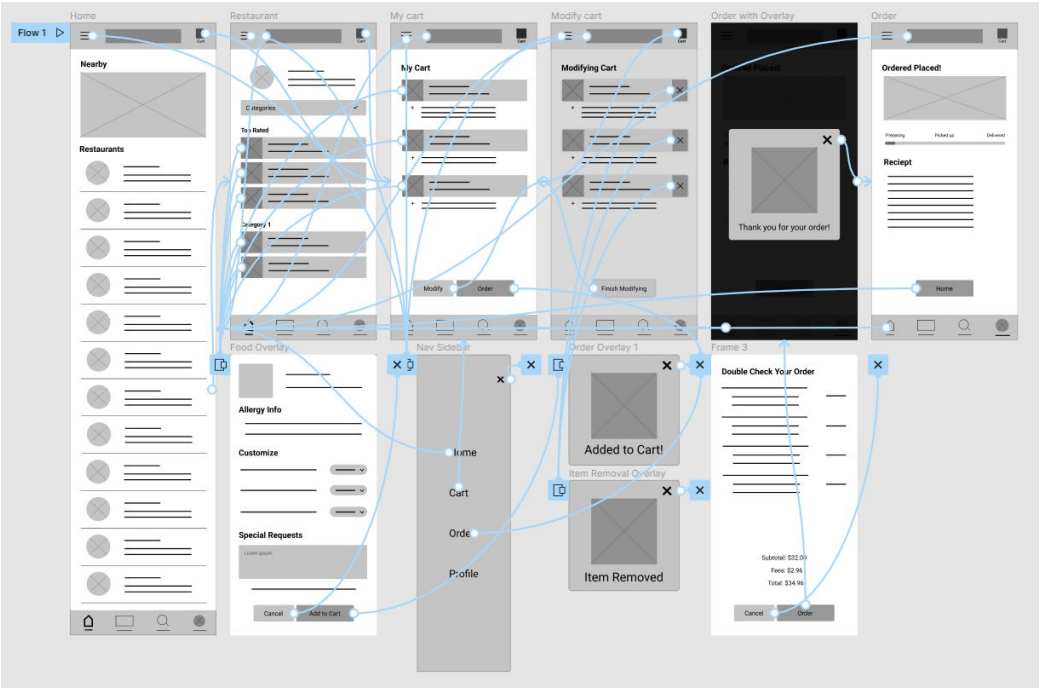
Low-fidelity prototype

The user flow follows the primary flow from browsing restaurants to ordering food. This prototype enabled the ability to conduct usability studies to gather feedback.

Lo-Fi Prototype



Usability study: findings

The first usability study employed the low-fidelity prototype. The first study informed me of problematic areas that needed addressing for the high-fidelity prototype. The second study utilized the high-fidelity prototype to further round out the final mockups.

Round 1 findings

1. Users wanted to change payment methods before ordering
2. Users wanted to see and give ratings
3. Users wanted a way to contact support

Round 2 findings

1. Users wanted a pick-up option
2. Users wanted to quickly view their order status
3. Users wanted a way to tip

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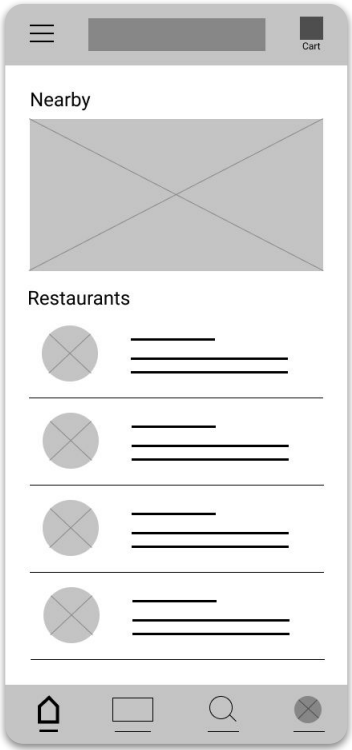
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

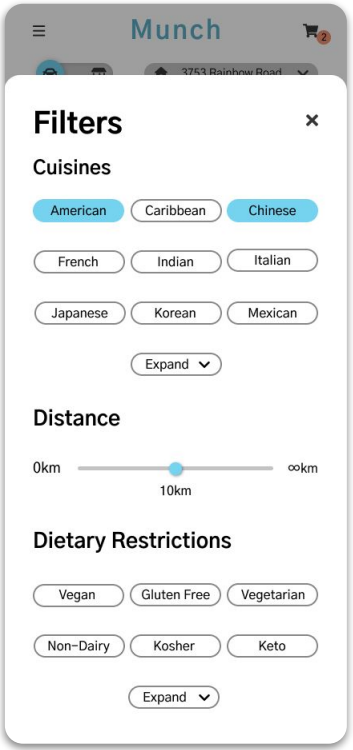
Mockups

Initial designs placed restaurants nearest to the customers first. However, after usability studies, the users wanted more **flexibility to pick and choose the types of restaurants** served to their home page.

Before usability study



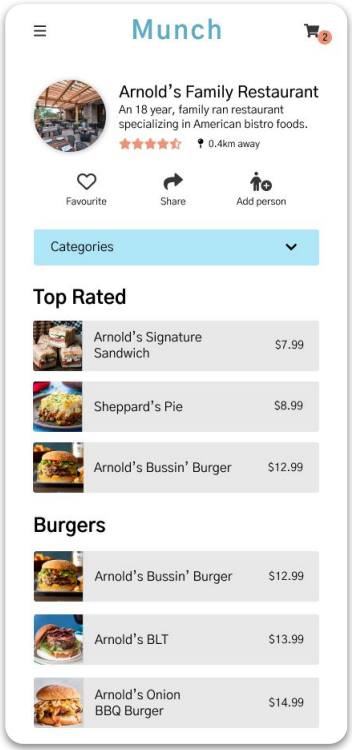
After usability study



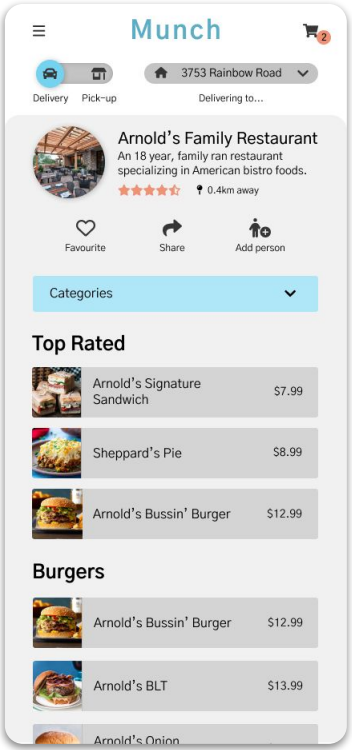
Mockups

The second usability study saw users having a hard time figuring out whether they set the order to delivery or pick-up. Thus, I made the **delivery or pick-up buttons and address selection buttons persistent** throughout more sections.

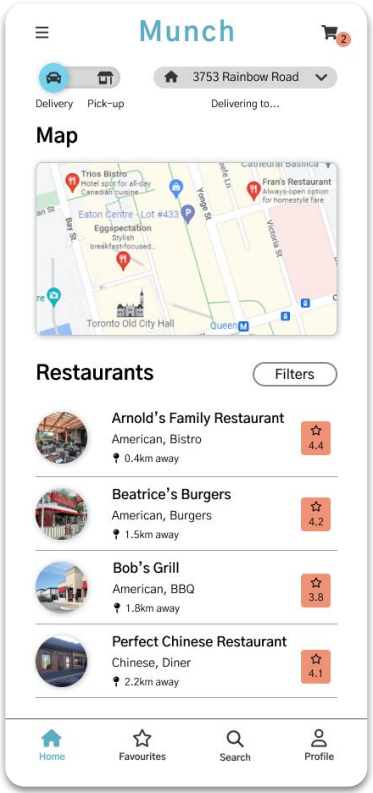
Before usability study

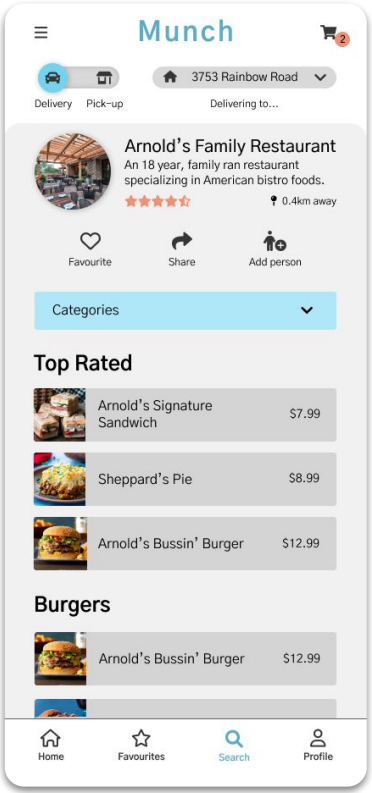


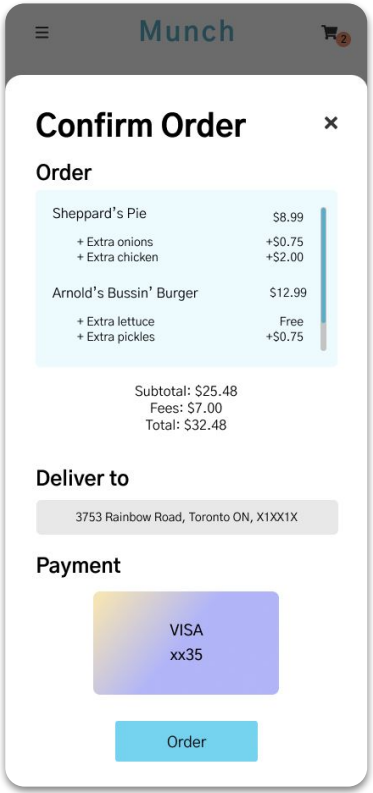
After usability study

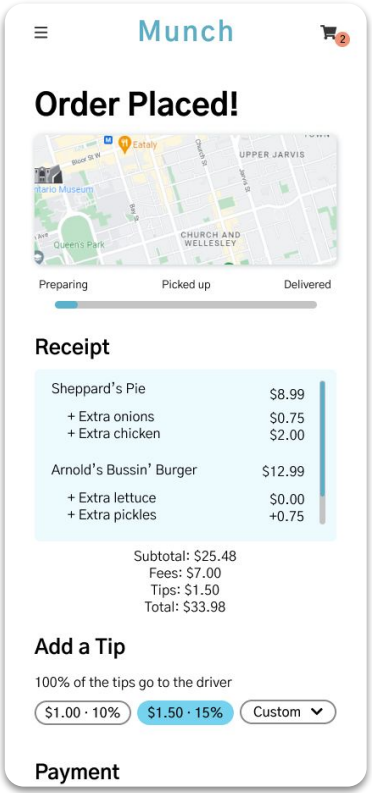


Key Mockups









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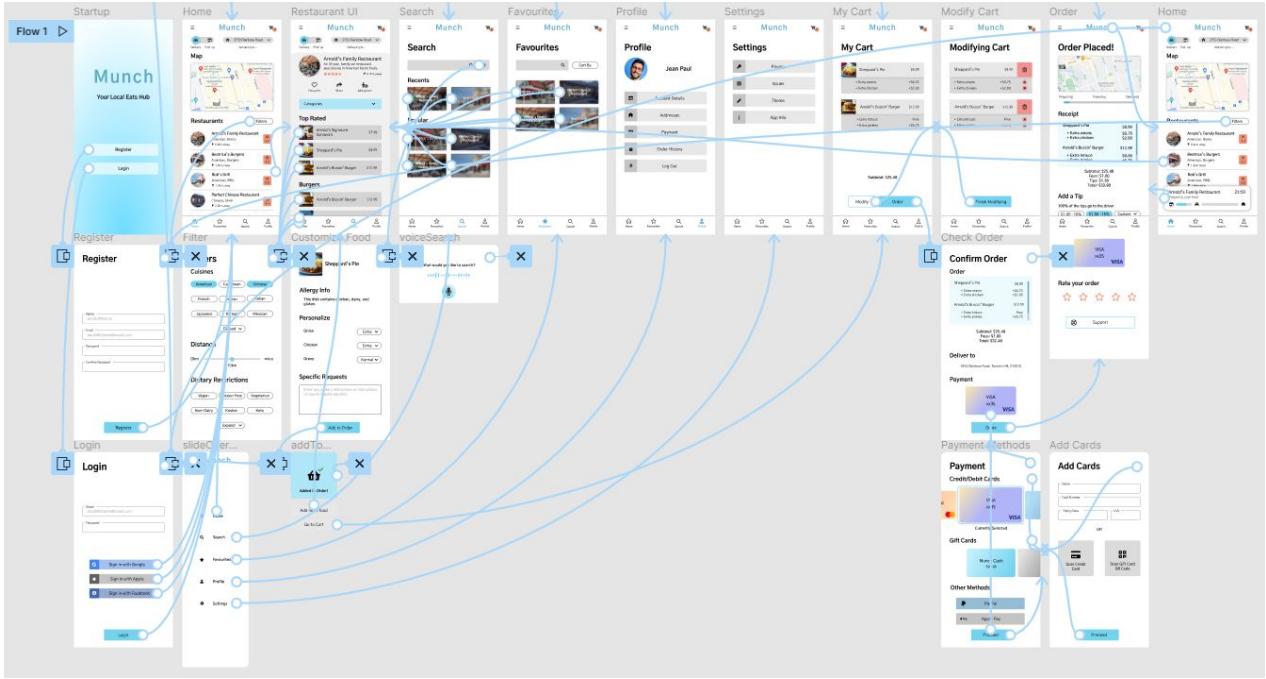
High-fidelity prototype

The final prototype has a smoother flow from account creation to checking out.

Hi-Fi Prototype



Accessibility considerations

1

Bold iconography along with text helps users smoothly navigate from page to page.

2

Thumbnails for menu items to help users visualize their order.

3

An integrated speech-to-text function for users to search with their voice.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

This app makes finding local eats a breeze. From browsing to ordering, every step feels concise.

What I learned:

Throughout the design process, I learned that what I think might be good may end up detrimental to the user. Thus, user research by way of usability studies and feedback helped inform the iterations made to the design.

Next steps

1

Further usability studies can help identify new pain points for subsequent iterations.

2

User surveys can help reveal any features that the app may lack, improving the user experience.

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Let’s connect!

Thank you for taking you time to look at my project on the Munch app. I would love to get in touch with you!

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