Food order customization app – «Pizza-Time» - UX Case Study
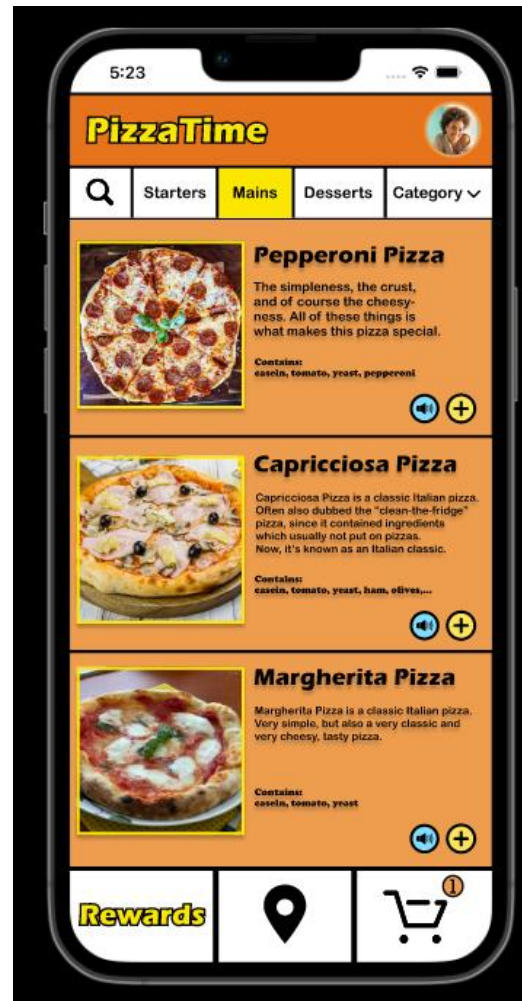
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Project overview

The product:

Is an app that lets users customize their order and order food from a restaurant.

Project duration:

Two months of work in total

Project overview

The problem:

Design a food order customization app for a fictional, modern restaurant.

The goal:

The goal of the project was to go through an entire UX process of conducting user research as well as designing an app that is user friendly and needed on the market.

Project overview

My role:

All UX Design roles in a product design process – this incluces conducting UX Research as well as designing and testing.

Responsibilities:

User research, wireframing, prototyping, and testing.

Understanding the user

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

User research: summary

I conducted interviews of different age groups and created empathy maps to understand the users I'm designing for and their needs. The primary user group identified through the research conducted, ended up being adults with jobs who don't have time to cook.

This group of users confirmed initial assumptions about food-ordering users. Research also revealed not only that time is a factor when users decide to order from home, but other factors such as social difficulties and convenience also help make the decision of users ordering from home.

User research: pain points

1

Short of time

Adults with kids & jobs are often too busy to spend time cooking

2

Accessibility

Assistive technologies in food-ordering apps are rare to find

3

Credentials

The option to save the users information (credentials like credit card info) are not often present in food-ordering apps for restaurants

4

Hard to read

Small text & images are not optimal for the readability of the user trying to read menu items, as well as too much showing at once on the screen

Persona: **Samuel**

Problem statement:

Samuel is a married, small business owner with two college-aged kids who needs an easier time finding information about dishes when ordering through an app because one of his kids are allergic to gluten and he's not that tech-savvy.

"I think it's harder to order from home, especially for someone like me who isn't that tech-savvy. But it's necessary because I don't always have the time to go out and eat or make dinner for my kids or wife."

Goals

- Balance between work & fulfilling their family's needs
- Growing his business
- Wants an easier and faster time when ordering food

Frustrations

- «My child is allergic to gluten, and usually I don't get a clear indication of what is in the dish.»
- «Some apps never remember my credit card details which makes the process even longer!»
- «It shows too much on the screen that I *didn't* look for, but not enough relevant info about the dishes that I *am* looking for.»

Samuel

Age: 50
Education: High School & some college
Hometown: New York City, New York
Family: Married with two college-aged children
Occupation: Small business owner

Samuel is a small business owner living in the middle of a busy metropolitan area with his family. His business is growing fast, which makes time an important factor for him. He wants to grow his business, as well as fulfilling his family's needs when in a rush, but isn't tech-savvy. He has a hard time finding items when ordering from apps because of cluttered interfaces, as well as spending his valuable time re-entering his credentials instead of getting to order quickly when needed. Samuel wants an easier time finding the items he's looking for as well as information about the dish.

Persona: **Alex**

Problem statement:

Alex is a married teacher with a young child who needs more accessibility options when ordering food through an app because she has a vision impairment and she doesn't want to be late for work.

"I have a vision impairment, which makes it extra hard for me to see what I'm ordering, usually also because of small text and tiny images. It doesn't help either that there are missing options for making the app read what's on the screen."

Alex

Age: 29
Education: Master's in Education
Hometown: Champagne, Illinois
Family: Married with a young child
Occupation: Teacher

Goals

- To not be late for work
- To reduce her stress knowing both her kid and her pupils are happy
- Wants an easy way of ordering food as well as more accessibility options

Frustrations

- «I have a vision impairment, which makes it extra hard for me to see what I'm ordering, usually also because of small text and tiny images.»
- «It doesn't help either that there are missing options for making the app read what's on the screen.»
- «Usually when this happens, I then must make food for my child. In those situations, I arrive late to my job, which is stressful to deal with when I know my pupils rely on me.»

Alex is an established education professional with a lot of teaching experience. She is passionate about her job, but sometimes has trouble managing the stress of teaching while also raising a young child. Alex prepares breakfast and dinner for her family on most days, which has left her with little time grading papers and planning her lectures. Often, she also doesn't eat the food she makes herself before going to work to not be late for her lectures. She wants the option to order food quickly and efficiently for those days she either doesn't have time to make food or haven't eaten herself. This proves to be difficult with her vision impairment. She often gets frustrated when ordering in apps because of small text and images, as well as the lack of built-in accessibility options.

User journey map - Alex

The goal for Alex was to have an easy way of ordering food with accessibility options when short of time. In this journey map, we can see the steps in which she would take when ordering in an app and what can be improved.

Persona: Alex				Goal: An easy way of ordering food with accessibility options when short of time	
ACTION	**Determine how to order**	**Identify dishes**	**Add to cart**	**Insert credentials**	**Pay & checkout**
TASK LIST	Tasks A. Search for nearby restaurants B. Select a restaurant C. Check if they have an app available on the appstore D. Download app	Tasks A. Use restaurant app B. Look through the categories of dishes C. Decide on which dishes (& drinks) to be ordered	Tasks A. Click the desired dish decided B. Choose which extra(s) to follow the dish (sauce & other) C. Add to cart	Tasks A. Add payment option B. Enter address where to deliver to C. Move to checkout	Tasks A. Pay & checkout B. Wait for driver to deliver food C. Eat food when delivered
FEELING ADJECTIVE	-Intimidated -Stressed	-Overwhelmed -Excluded	-Hopeful -Annoyed	-Relieved -Excluded	-Hungry -Excited
IMPROVEMENT OPPORTUNITIES	-Advertise for app to be more easily found	-Bigger text, better images -More detailed dish info -Accessibility button on app	-Acessibility button in app -Less on screen at once (but also show enough so there aren't too many steps)	-Accessibility button in app -Ability to save payment & address option (for easier checkout)	-Ability to see where the driver is on map & contact details -Ability to tip -Include rewards for ordering through app

Starting
the design

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

Paper wireframes

The thought process of the final paper wireframes were that it should be as few screens as possible for the main user flow to be completed, as well as there is enough relevant info on the screen at the time for the user experience to be optimal
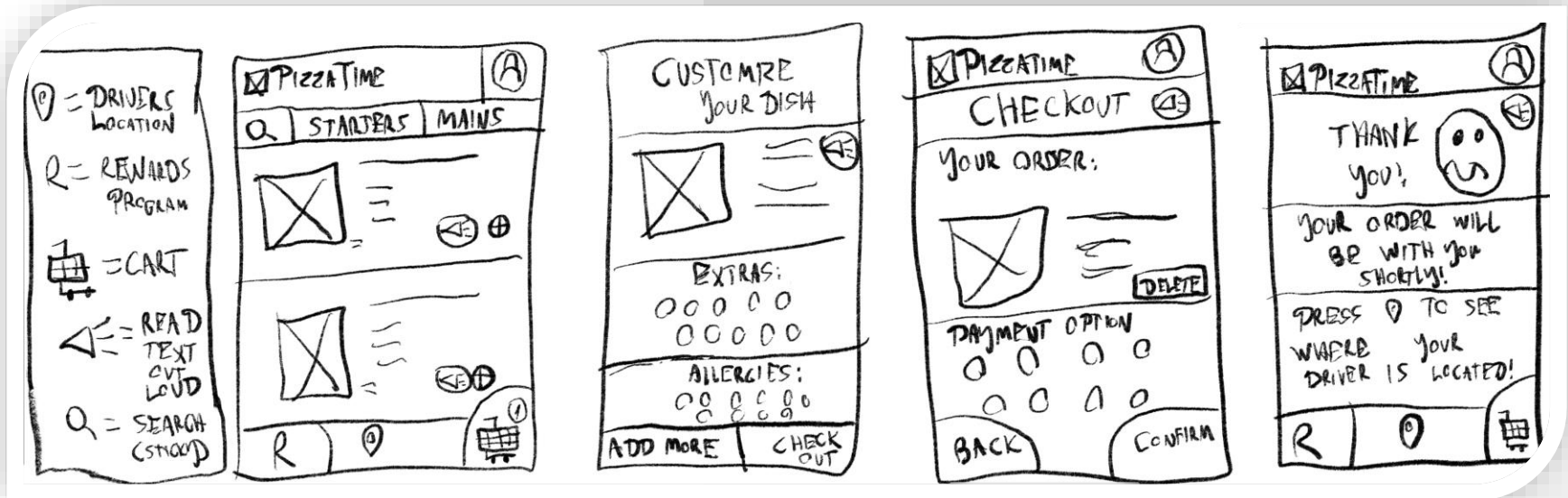
Digital wireframes

The overall goal and thought process of the design was to make it as easy as possible to get only relevant info over each dish before it's picked. This makes the user experience good by not overwhelming the user with information (that they may not need) as well as make it easy to add to cart and manevour around the menu with it's accessiblity and search options.
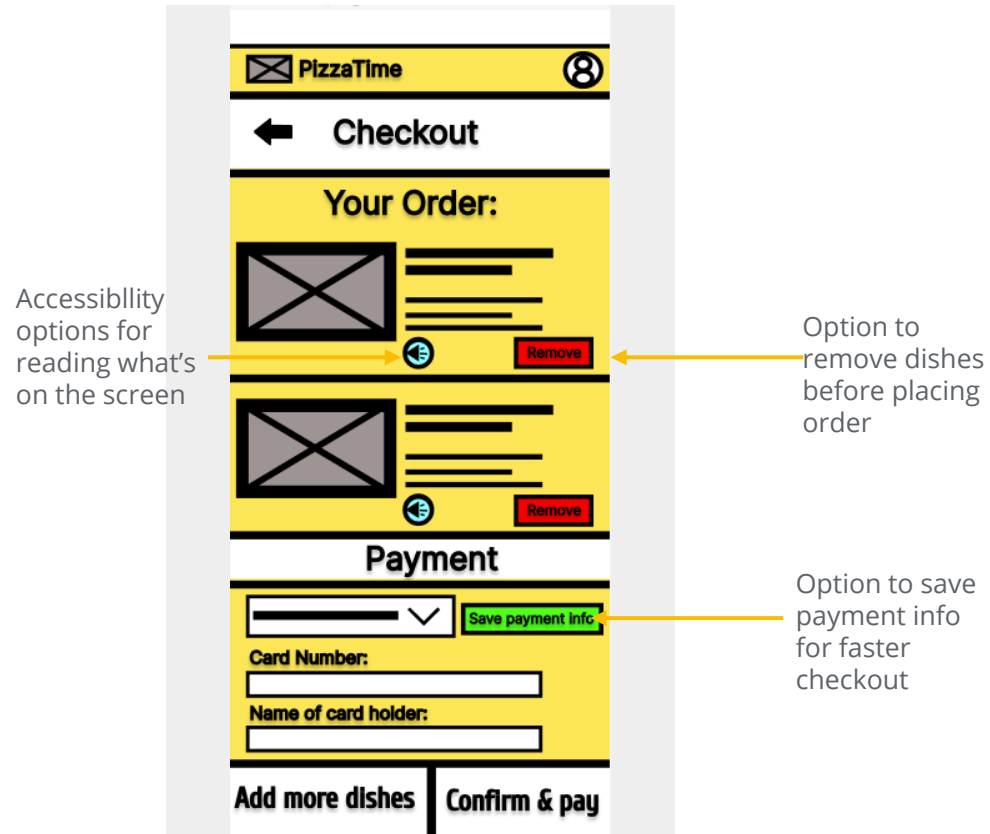
Search function as well as a simple menu bar that lets the user manevour around the restaurant menu
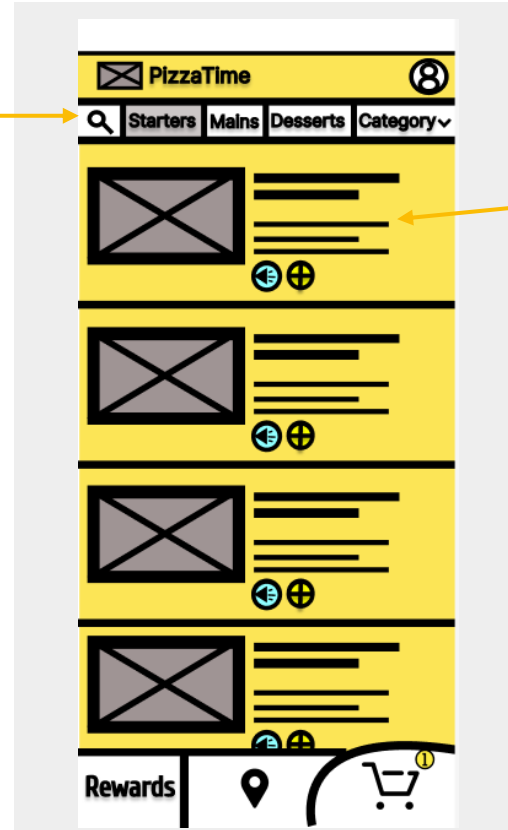
Short, but relevant info to each dish are presented as well as usability options for reading what the text says out loud
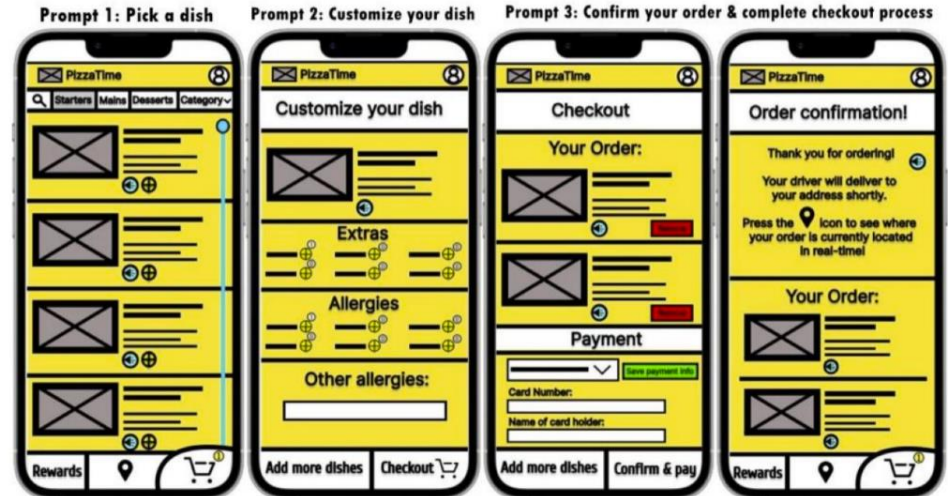
Digital wireframes

The goal here was important to let the user see what they are about to order as well as easily save their payment till next order so the checkout process will be faster.

Accessiblity options for reading what's on the screen

Option to remove dishes before placing order

Option to save payment info for faster checkout

Low-fidelity prototype

[View low-fidelity prototype](#)

Usability study: findings

In this project I conducted unmoderated usability studies regarding to my lo-fi prototypes (round 1) and hi-fi prototypes (round 2). These studies were conducted remotely and included 5 participants. The study included prompts that asked users to complete a task and then later answered questions about the task. After the procedure was complete, I had a call with each participant and asked questions regarding the prototypes. These were the major findings.

Round 1 findings

1. Users would want to customize/add allergies to their order

2. Layout can be improved upon, colors are not visually pleasing

3. It would be easier for users using the app by adding a counter to stuff added and selected to the cart

Round 2 findings

1. Not all users allergies or preferances can be listed, so adding a custom input method for the user to specify allergies themselves would be good

2. Contrast/color is good

3. Buttons can be better highlighted

Refining the design

- Design profile
- Mockups
- High-fidelity prototype
- Accessibility

Design profile

Before considering hi-fi mockups, tests were done to make sure certain color-combinations worked. This was done with accessiblity in mind. A design profile was made to ensure that the app has consistency in colors and fonts all through-out the app.

Mockups

The usability study conducted made the inconveniences in the design easier to pin-point, and improvements where therefore made in the translation from the digital wireframes to hi-fi mockups. For example, counters were added to clearly indicate that some extras are selected.
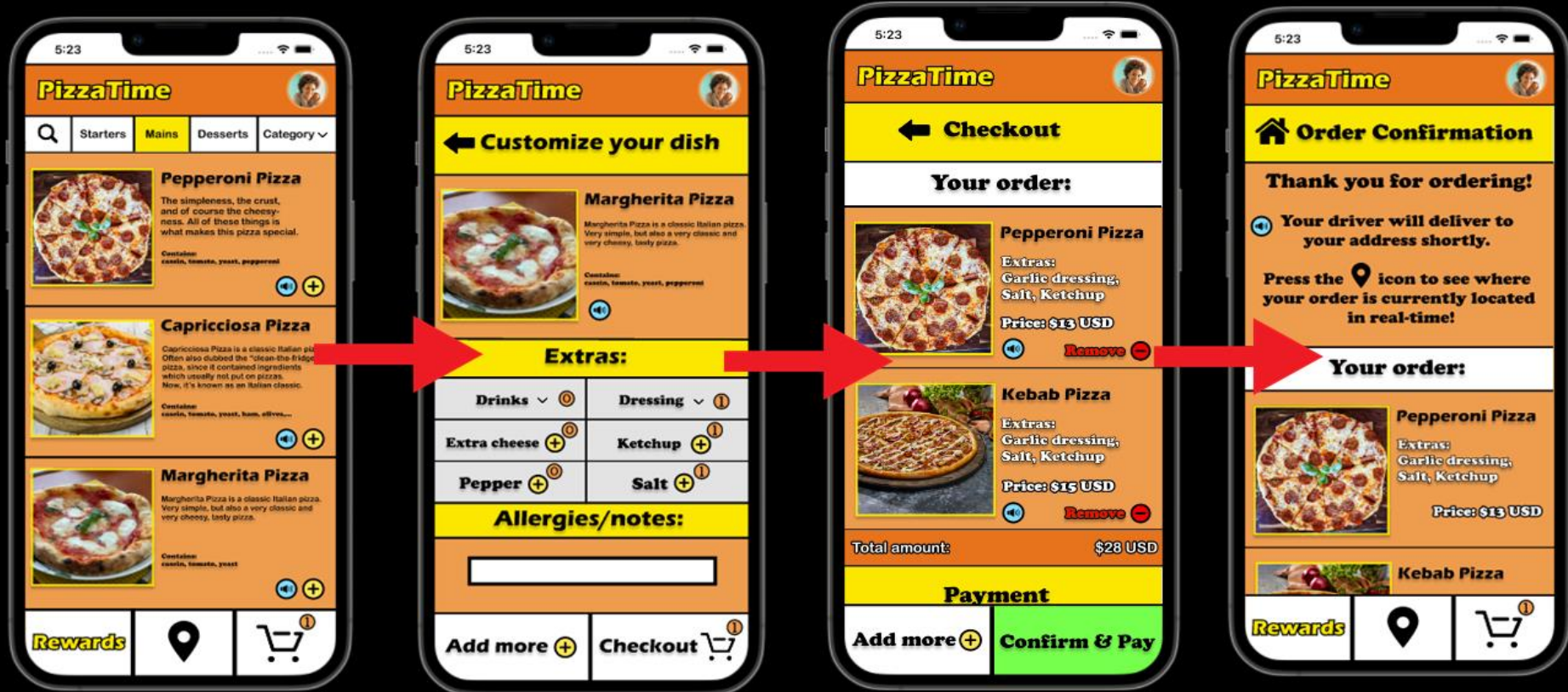
Mockups of main user flow

High-fidelity prototype

[View high-fidelity prototype](#)

Accessibility considerations

1

One major consideration during the design process was to make text and images big enough to be easily read. This also included well-thought out typography when choosing fonts and considering their readability. Icons were also used for a simpler UI and ease-of-use based on familiarity of well-known icons.

2

Another consideration was to have a button which (when clicked) has the app reading what the text on the screen says.

3

The third major accessibilty consideration during the design was to make sure the contrast was good. This includes making sure the color-combinations work for specific color blindness and specific hard-to-see combinations of colors.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Since this was a fictional project and not a real app released, the only impact known was from the ones I conducted the usability studies on. At the last one, it seemed like they found the app extremely easy to learn and easy to use. One of them said: "I wish most ordering apps were like this", which is a sign that the app would have a positive impact if released.

What I learned:

What I learned from this project is what really goes into the entire UX-process and the considerations us as designers have to do when designing. The users are the most important, and user-centered design is key to good design and a good UX as well as good UI.

Next steps I would do if project was released

1

One of the next steps I would do would be to gain more feedback and also iterate more on designs based on what is possible to program. This is an advantage I have when designing since I also know what is more likely to make and what's unlikely to.

2

Other steps I would take would be to share it. Marketing is a big factor when coming to releasing of apps, so I would make sure the right marketing would be used for this type of project, advertising how great it really is!

3

I would also check more for accessiblity options in the app. I would also consider trying to conduct usability studies with the app on people more likely to need accessibility options to really see how they would operate the app in real-time.

Let's connect!

If your curious of getting to see more of my work or getting in contact with me, feel free to check my website or getting in contact with me!

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Thank you!