Eatup app Design

Raffay Bin Moazzam
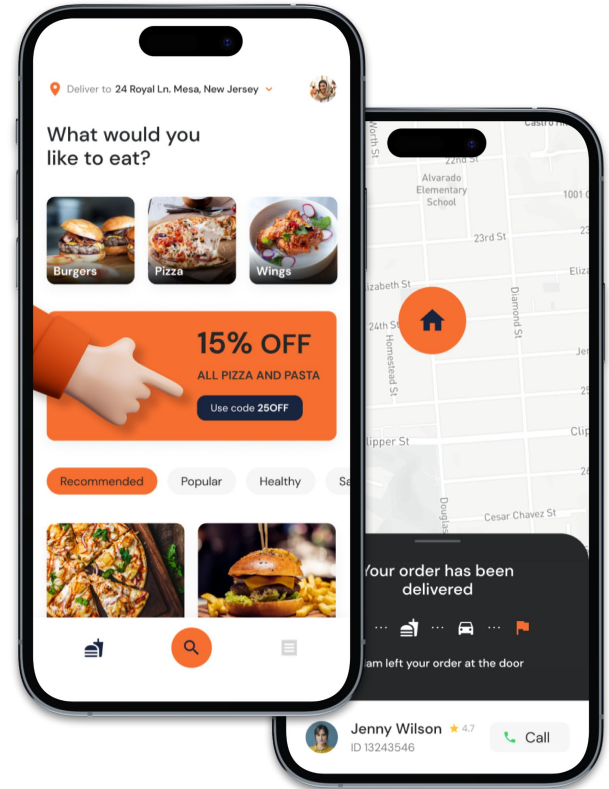
Project overview

The product:

Eatup is a Pakistani based app from which you can order food online from various nearby restaurants and home chefs located in your area. Eatup strives to deliver healthy, specialty pizzas and side dishes. They offer a wide spectrum of competitive discounts. Eatup targets customers like students, commuters and workers who lack the time or ability to prepare a family dinner.

Project duration:

October 2022 to December 2022.

Project overview

The problem:

People with busy schedules, students, and commuters don't have time to cook.

The goal:

Provide an app for Eatup that allows users to order fresh healthy food and have it delivered directly to their door.

Project overview

My role:

UX/UI designer designing an app for Eatup from conception to delivery.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

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

User research: summary

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who don't have time to cook meals.

This user group confirmed initial assumptions about Eatup customers, but research also revealed that time was not the only factor limiting users from cooking at home. Other user problems included obligations, interests, or challenges that make it difficult to get groceries for cooking or go to restaurants in-person.

User research: pain points

1

Time

Working adults are too busy to spend time on meal prep

2

Accessibility

Platforms for ordering food are not equipped with assistive technologies

3

IA

Text-heavy menus in apps are often difficult to read and order from

Persona: **Ying**

Problem statement:

Ying is a busy working adult who needs easy access to healthy food ordering options because they have no time to cook dinner for themself.

"I live an active lifestyle so I need healthy and hearty meal options. I just don't have the time to cook them myself."

Ying

Age: 45
Education: Juris Doctor degree
Hometown: Denver, Colorado
Family: Single, lives alone
Occupation: Lawyer

Goals
- To be a great advocate for their clients.
- To maintain a healthy work-life balance.
- To minimize the energy they have to put into basic needs, so they can focus on their hobbies and personal life instead.

Frustrations
- "Products and service providers are often poorly prepared to accommodate my visual impairment."
- "There are things I'd like to do, such as cooking, that I simply don't have time for."
- "It's difficult to find fast and healthy pickup options near me."

Ying is a lawyer with a busy and demanding schedule. They work as a litigation specialist in a mid-size city law firm, and swim for a local semi-professional team. Ying has a visual impairment for which they use screen reader technologies. This technology makes online shopping much more convenient for Ying, but not all platforms are effectively equipped for screen reader usage. Ying specifically would like for there to be an easier way to order food to pick up on-the-go.

User journey map

Mapping Ying's user journey revealed how helpful it would be for
users to have access to a dedicated Eatup app.

Persona: Ying

Goal: An easy and quick way to order healthy food for pickup.

ACTION	Select restaurant	Browse menu	Place order	Complete order	Pick up order
TASK LIST	A. Decide on food type B. Search nearby restaurants in browser C. Select a restaurant	A. Browse online menu B. Select menu items	A. Locate phone number B. Call restaurant C. Place order	A. Confirm order B. Provide payment information C. Get directions to restaurant	A. Drive to restaurant B. Pick up food and tip employee C. Inspect items D. Drive home E. Eat meal
FEELING ADJECTIVE	Overwhelmed by number of restaurant options Excited to find a restaurant that they like	Annoyed at large amounts of text with limited visuals	Dissatisfied with scrolling to find phone number Anxious about having to remember order	Frustrated at having to read card number out loud Annoyed at time it takes to drive to restaurant and back	Happy to eat after a long day
IMPROVEMENT OPPORTUNITIES	Arrange food types into categories.	Provide search filters Include images Optimize app for screen reader technologies	Provide a simple checkout flow	Provide option to tip in-app	Include a rewards program

Starting
the design

- Paper wireframes
- Digital wireframes
- Usability studies

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.
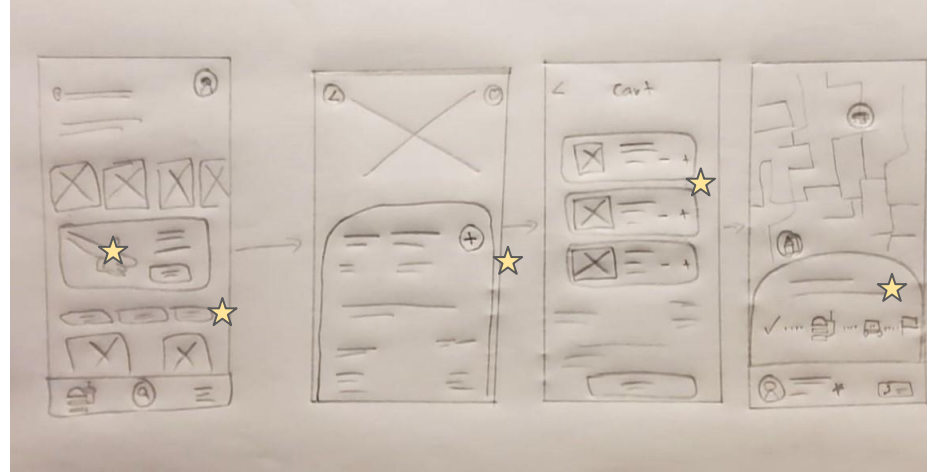

Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

This button at the middle of the home screen makes it fast and easy for users to checkout the latest discounts and deals.
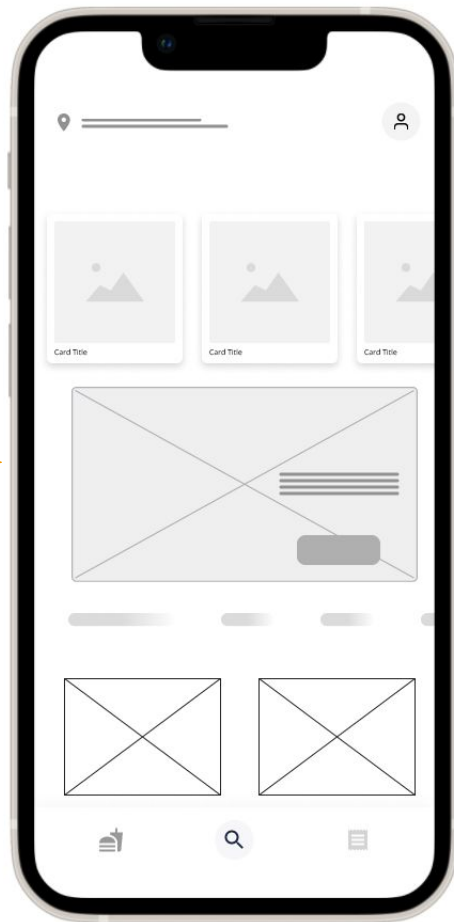
This sliding menu provides an easy option for users to look for the type of food they want to order.

Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

Easy access to navigation that's screen reader friendly.

Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

1. Users want to order pizza quickly

2. Users want more customization options

3. Users want a delivery option

Round 2 findings

1. The checkout process has too many unnecessary steps

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Early designs allowed for some customization, but after the usability studies, I added additional options to **choose pizza crust and sauce**. I also revised the design so users see **all the customization options** when they first land on the screen.
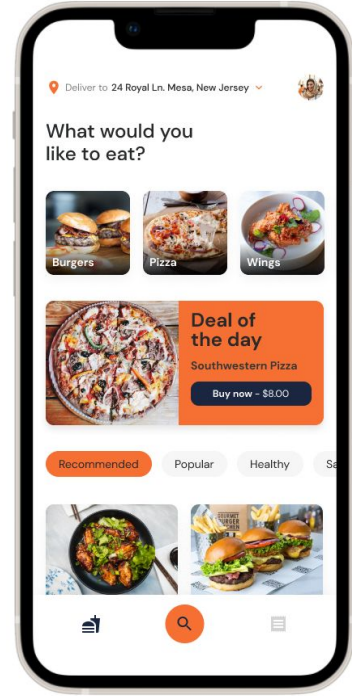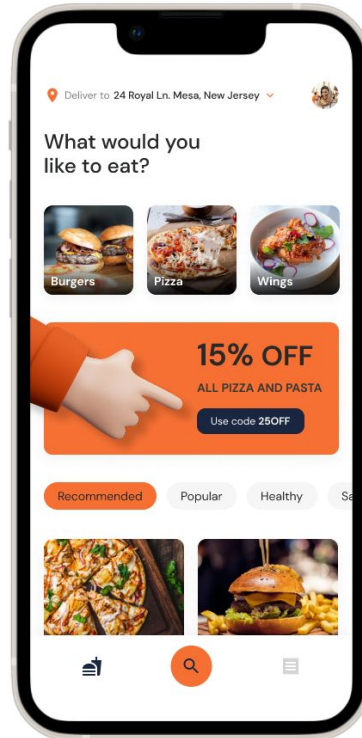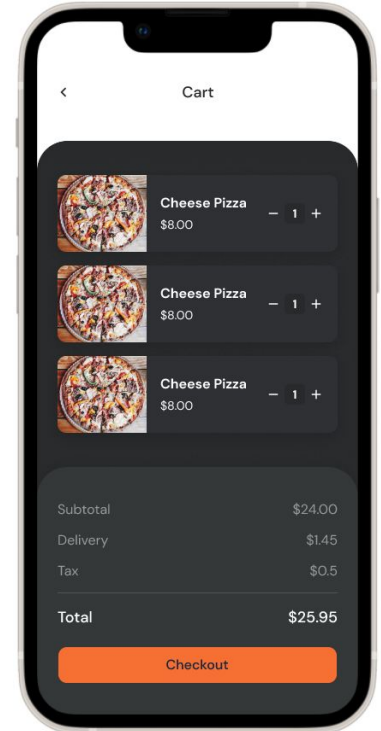
Mockups

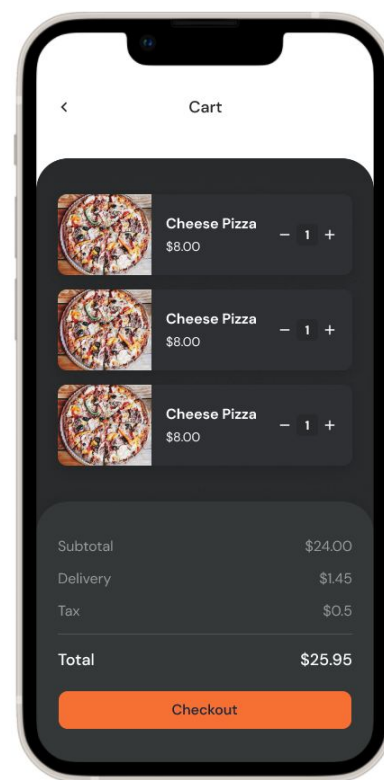The second usability study revealed frustration with the checkout flow. To streamline this flow, I consolidated the Checkout screen.

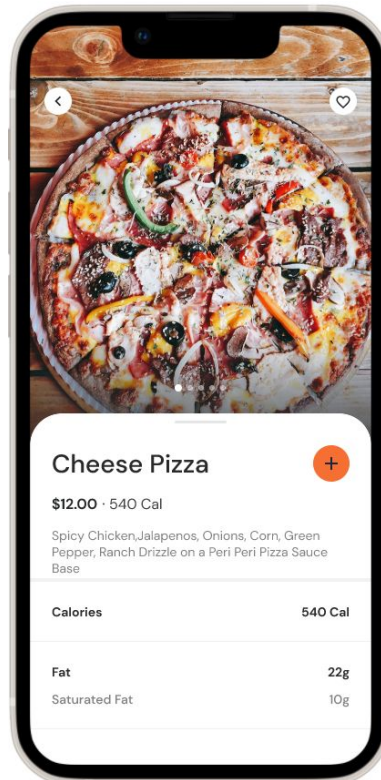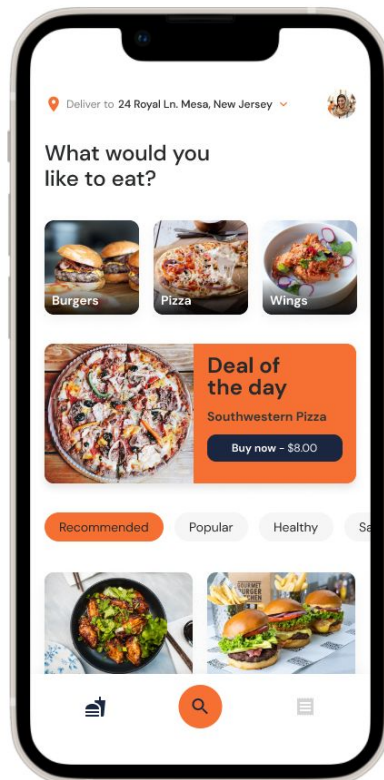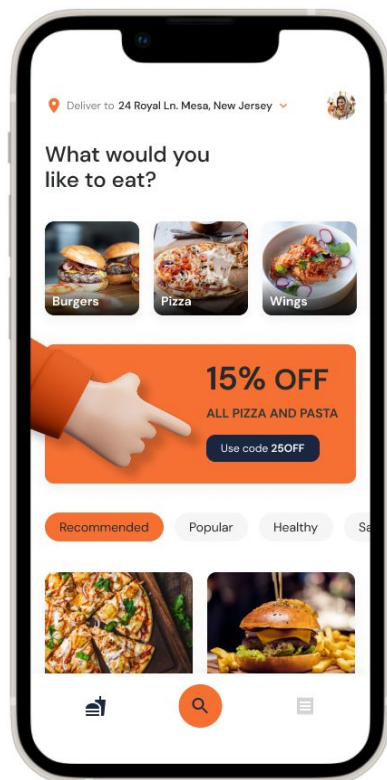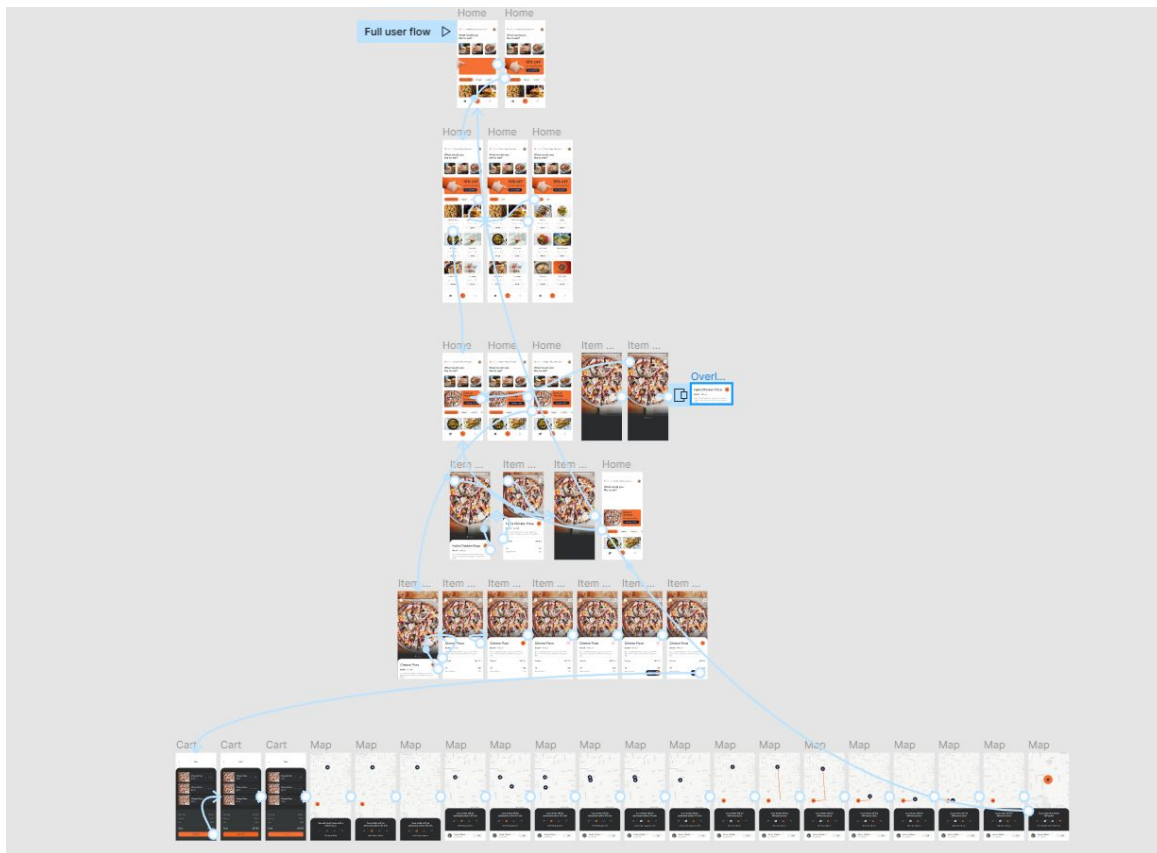# Key mockups

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for order food and checkout. It also meet user needs for a pickup or delivery option as well as more customization.

View the Eatup

high-fidelity prototype

Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used to help make navigation easier.

3

Used detailed imagery for food and Add-ons to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app makes users feel like Eatup really thinks about how to meet their needs.

One quote from peer feedback:
"The app made it so easy and fun to build order my favorite food! I would definitely use this app as a go-to for a delicious, fast, and even healthy meal."

What I learned:

While designing the Eatup's food delivery, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!

Thank you for your time reviewing my work on the Eatup's food delivery app! If you'd like to
see more or get in touch, my contact information is provided below.

Email:raffaybinmoazzam@gmail.com
Website:raffaybinmoazzam.com