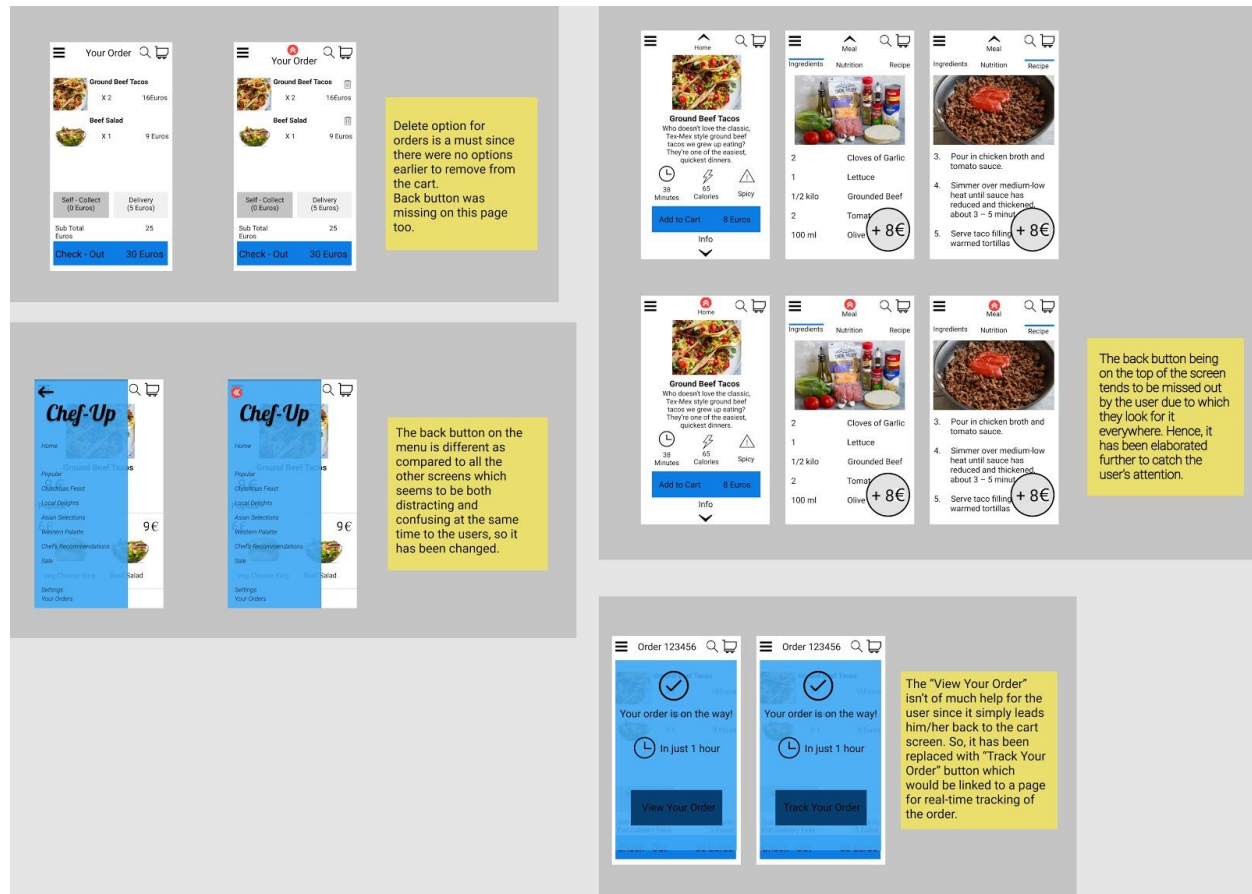


Previously submitted Prototype (For Mid Term) -

<https://www.figma.com/file/8NcbfJjcRWqZN8N7AKEw7B/Chef-Up-App-High-Fidelity-Mockups>

Accessibility section link -

<https://www.figma.com/file/ISOkguJxvJEuFIdrhuFhVk/Chef-Up-App-Accessibility>



Link for Test Insights (Results of Remote USability Test) -

https://docs.google.com/document/d/1baU8LxTLgpa6I7cWAOIxQ_mniAzcserqo5uBAgL9bl0/edit?usp=sharing

Link for iterated design based on Data and KPI provided -

<https://www.figma.com/file/fqu9P8q8x1q2G3KiKVEd4Q/Chef-Up-App-Annotated-Iteration-based-on-Data-and-KPIs>

Goal: Decrease number of incomplete orders.

Signal: Number of users who didn't complete their order.

Metric: Track where users are dropping off in the app.

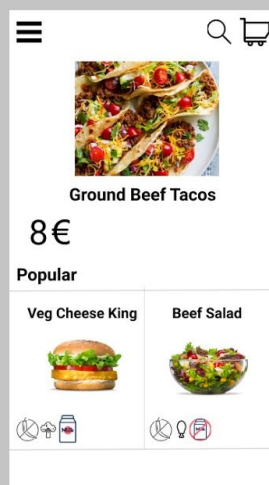
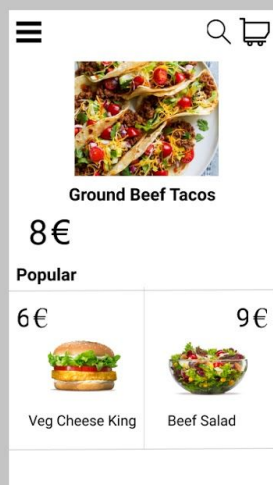
We aim to focus on the stage in this product where we are facing drop-off.

KPI: Increase Task Success Rate

There is a decrease in number of completed orders. Users were getting onto the menu screen page, but then it has been observed they are instead navigating back to the main screen or away from the website - something is causing them to decide against completing the order.

Data obtained: 86% of users don't click on the items to know more.

Hypothesis: "Since the goal is to get the user to buy interesting items, having irrelevant factors at the first sight of the item tends to cause loss of interest in users. The right information can promote the feeling of being cared for among the users and hence lead to appreciation and purchase."



Having a factor like price visible at the very first sight discourages the user to get any further information about the item. Whereas, having other relevant information like lactose-absence at the first look intrigues the user to know more."

Zeplin Project submission link - <https://zpl.io/scene/a3B9Q3A>