Name: Afrah Imran
Enrollment No: 02-134212-009

SE PROGRESS REPORT

CapyCuisine: UX/UI Team Progress Report

TEAM MEMBERS:

- Mania imam (LEAD)
- Yusra Arshad
- Syed Hasan
- Afrah Imran
- Jawwad Ahmed
- M.Ahmed Usmani
- Faiz

Introduction

This report details the significant progress made by the CapyCuisine UX/UI Team since our last update. We have successfully achieved several key milestones, overcoming numerous challenges along the way.
We are now well-positioned to move forward with the next stages of development with confidence and enthusiasm.

Accomplishments:

1. User Interface Design:

Our team meticulously developed high-fidelity user interfaces for both web and mobile platforms, ensuring a seamless and intuitive user experience and navigation across all devices. We prioritized user flows for commonly used features like food browsing, menu exploration, order placement, sign in, login, password and payment processing for user modules and admin dashboards, products and categories editing and adding features which included table views, forms and analytics for admin modules in Web UI and designed user interfaces that are visually appealing, accessible, and conform to the established brand identity. The Mobile app design contained kitchen, rider and cashier modules each with their specific features and functionality for the restaurant suse. The design utilizes user-centered principles, prioritizing clarity, accessibility, and ease of use for all users (customer, admin, cashier, rider, kitchen).

2. Logo and Brand Identity:

We created a unique and memorable logo that effectively conveys the essence of the CapyCuisine brand. This visual identity is complemented by a comprehensive brand identity guide, including color palette, typography, voice guidelines, and logo usage guidelines.

Name: Afrah Imran
Enrollment No: 02-134212-009

Ensured consistency in brand application across all touchpoints, including the app, website, social media, and marketing materials.

3. Social Media Posts:

To generate interest and build a strong online presence, we crafted engaging social media posts. These posts utilize captivating imagery and compelling messaging to effectively promote the brand and its value proposition.
These visually compelling designs effectively showcase the app's features and benefits, attracting potential users and fostering anticipation for the launch. Additionally, we created a consistent visual style for social media content that aligns with the overall brand identity.

4. Style Guide:

We have developed a comprehensive style guide that serves as a single source of truth for all visual design elements and branding aspects. This ensures consistency across all touchpoints, from the app interface to marketing materials and social media posts. It defines consistent usage guidelines for typography, color palette, icons, buttons, and other UI elements. Which enabled designers, developers, and marketing posts to maintain visual consistency throughout the project.This guide serves as a valuable resource for all team members, ensuring brand adherence and coherence.

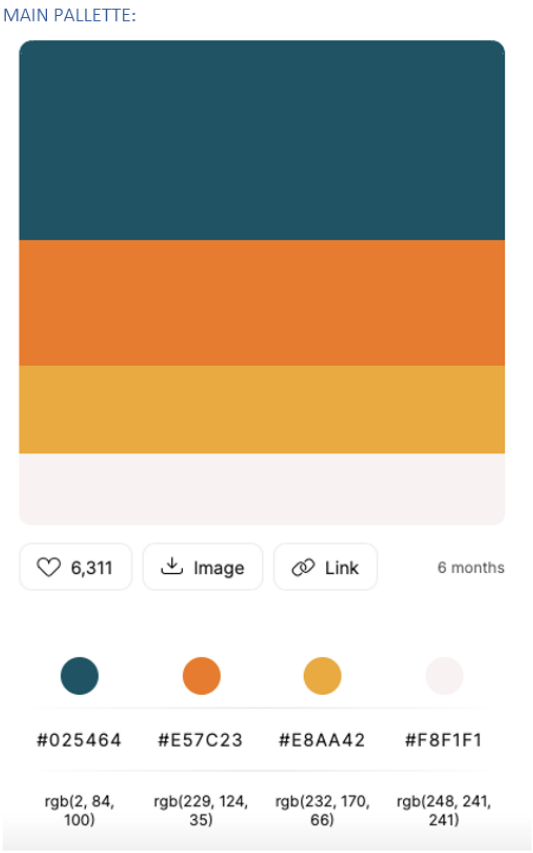
5. Collaboration:

We have fostered a strong collaborative environment within the UX/UI team, the team Lead managed sprints and tasks on the Notion board created, scheduled continuous meetings encouraging open communication, feedback exchange, and shared ownership of project goals. The team members maintained discipline, hard work, creativity and communication skills to achieve these milestones. This has facilitated smooth progress and enabled us to leverage the diverse strengths and perspectives of each team member.

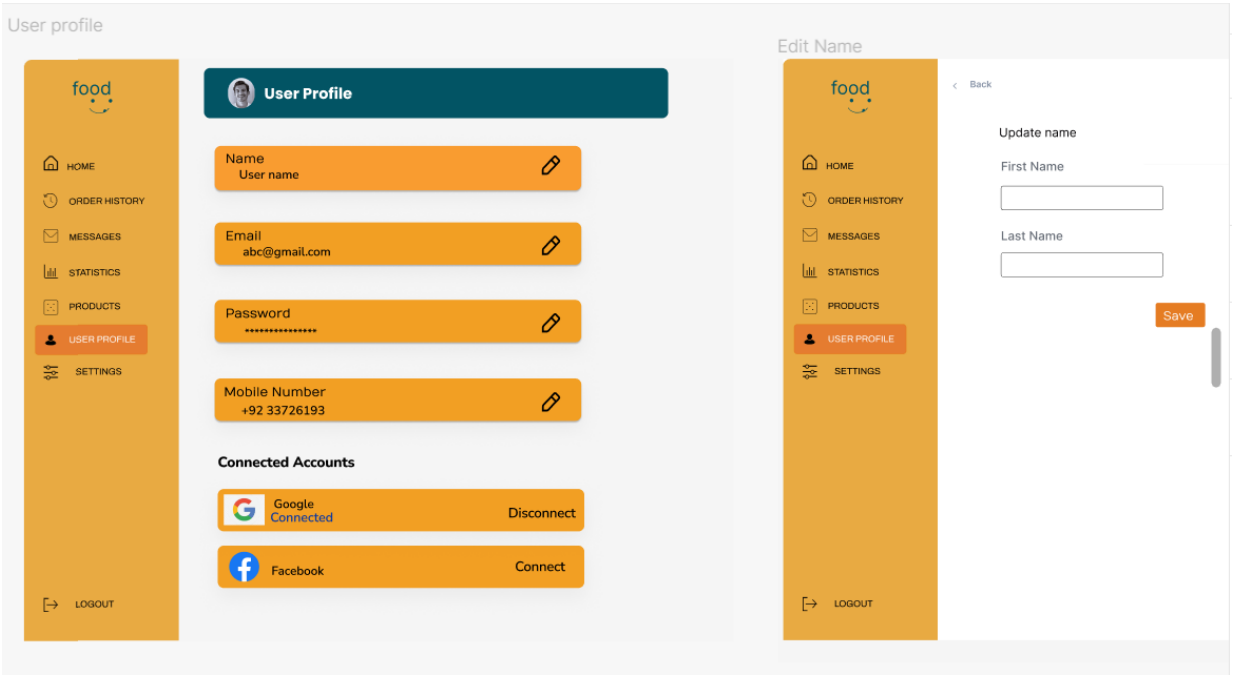
Name: Afrah Imran
Enrollment No: 02-134212-009

Individual Contributions:

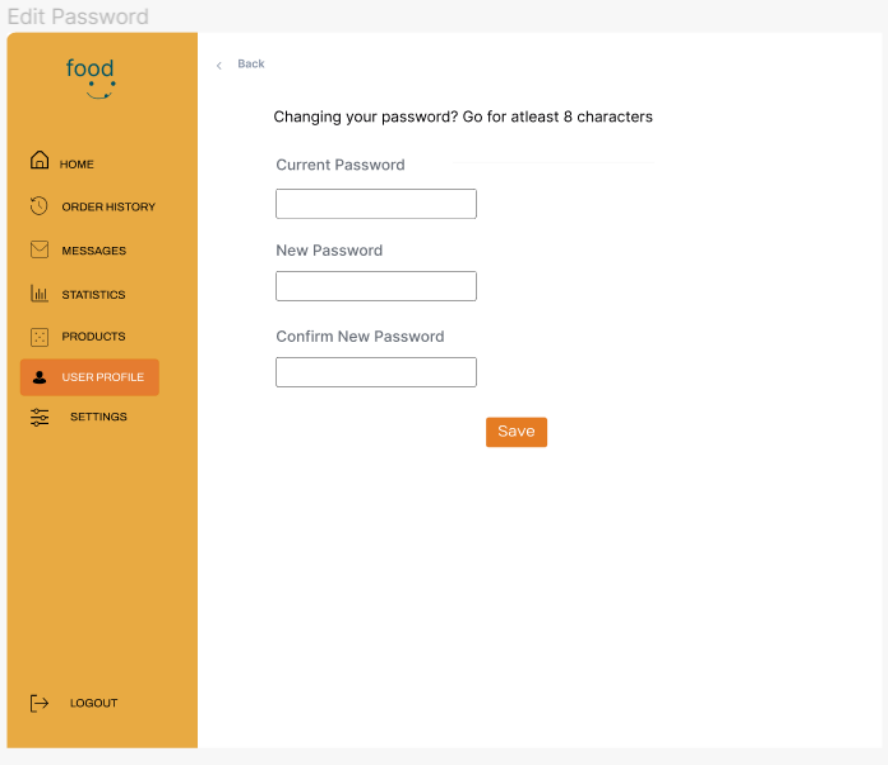
I chose the colour palette for the CapyCuisine's Website.

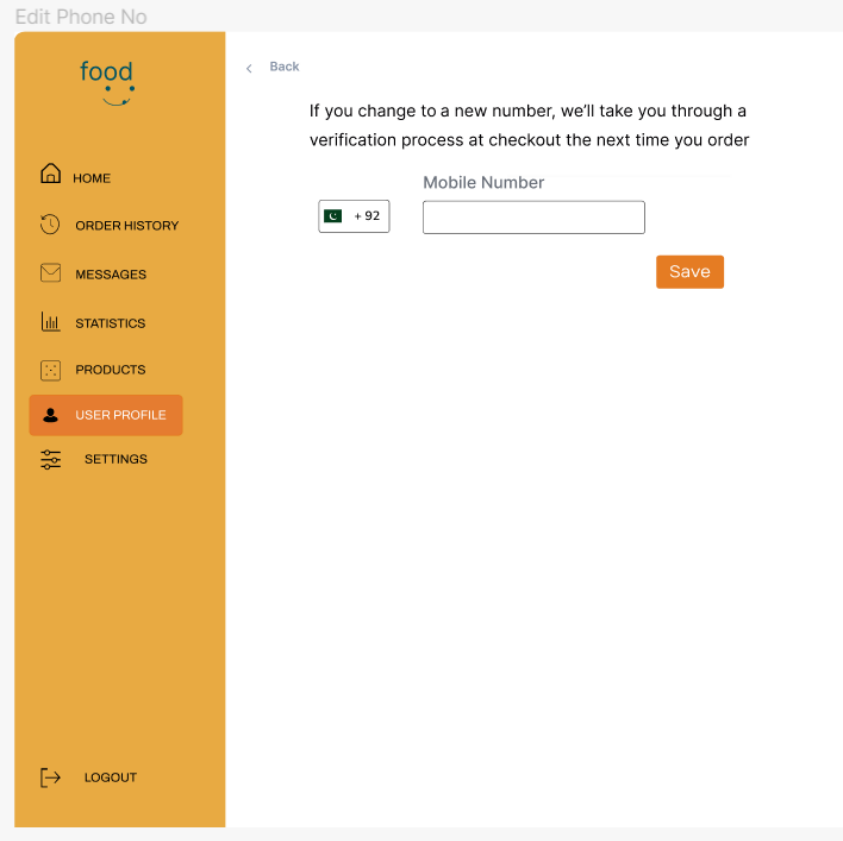


Design for Website (User Profile Screens & Add/Edit Screens):

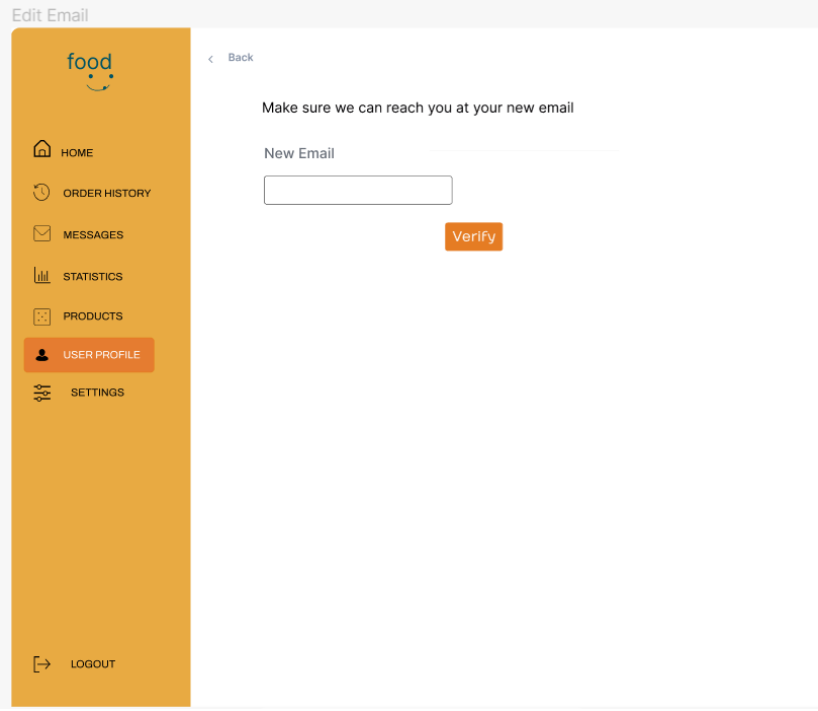


Name: Afrah Imran
Enrollment No: 02-134212-009



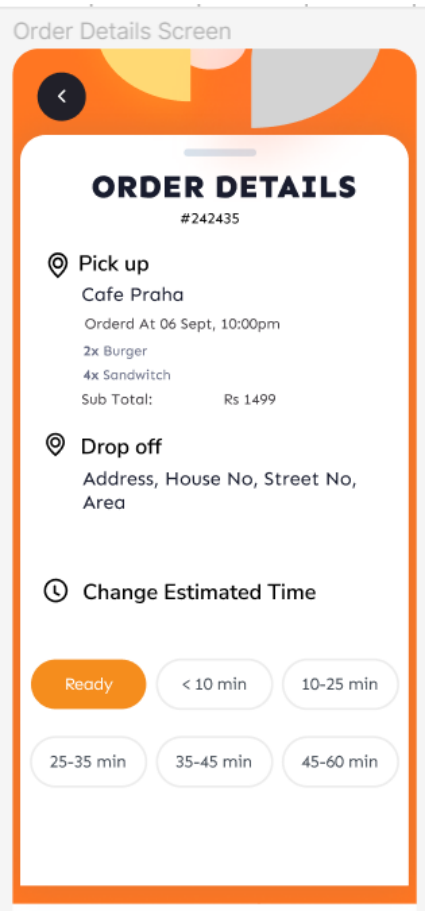


Name: Afrah Imran
Enrollment No: 02-134212-009

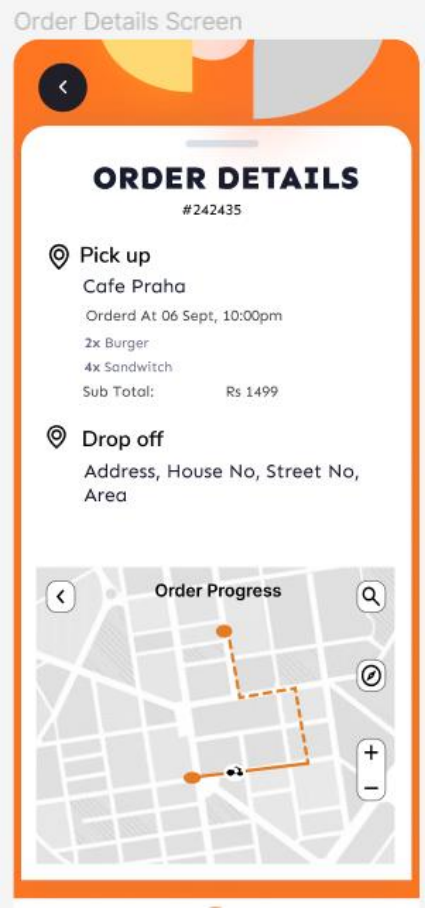


Design for Mobile (Order Detail Screens):

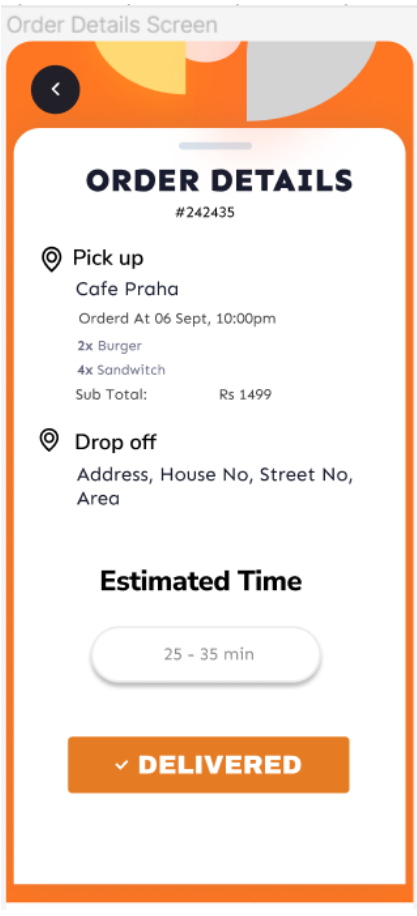
Kitchen App's Screen



Cashier App's Screen

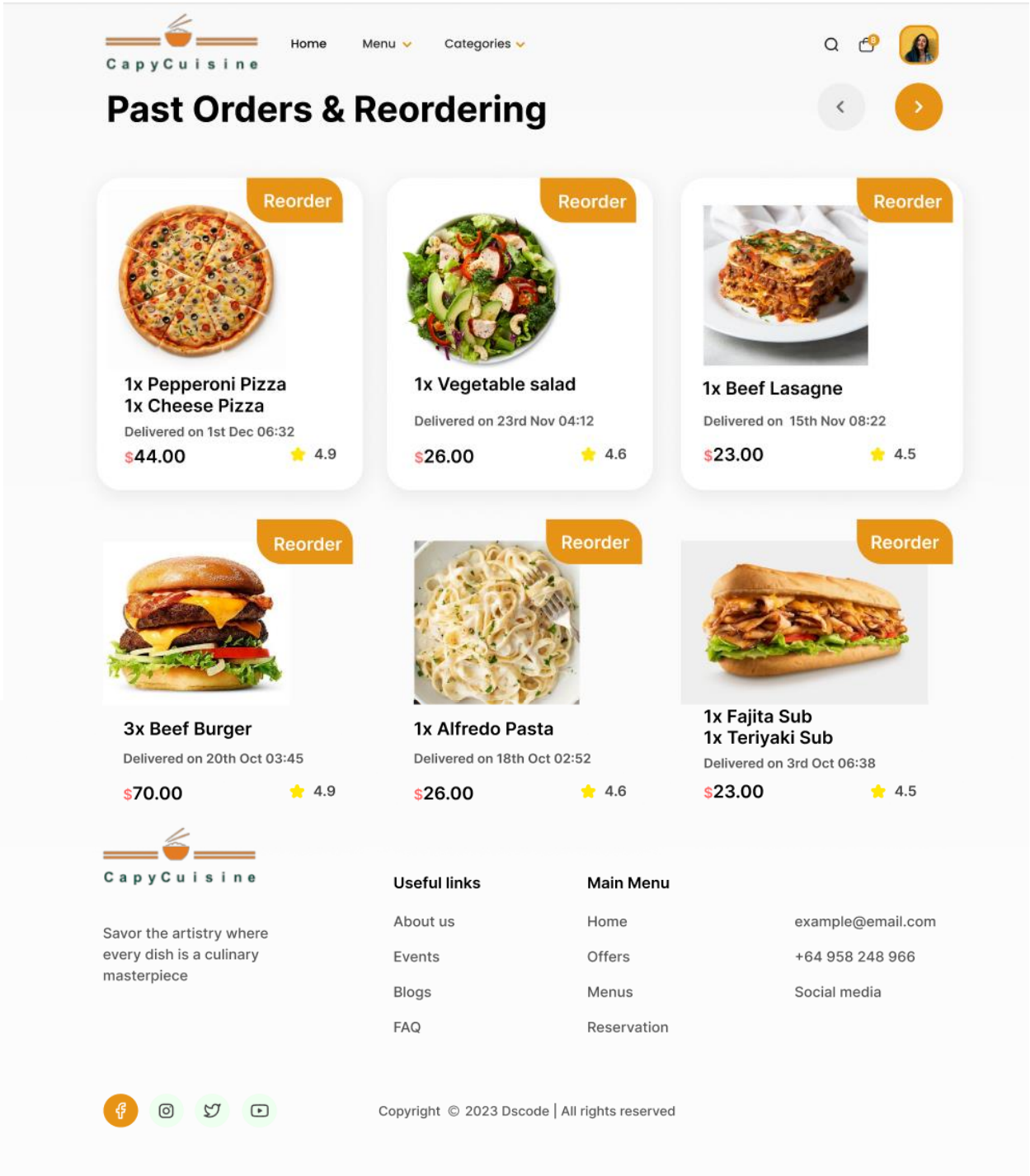


Rider App's Screen



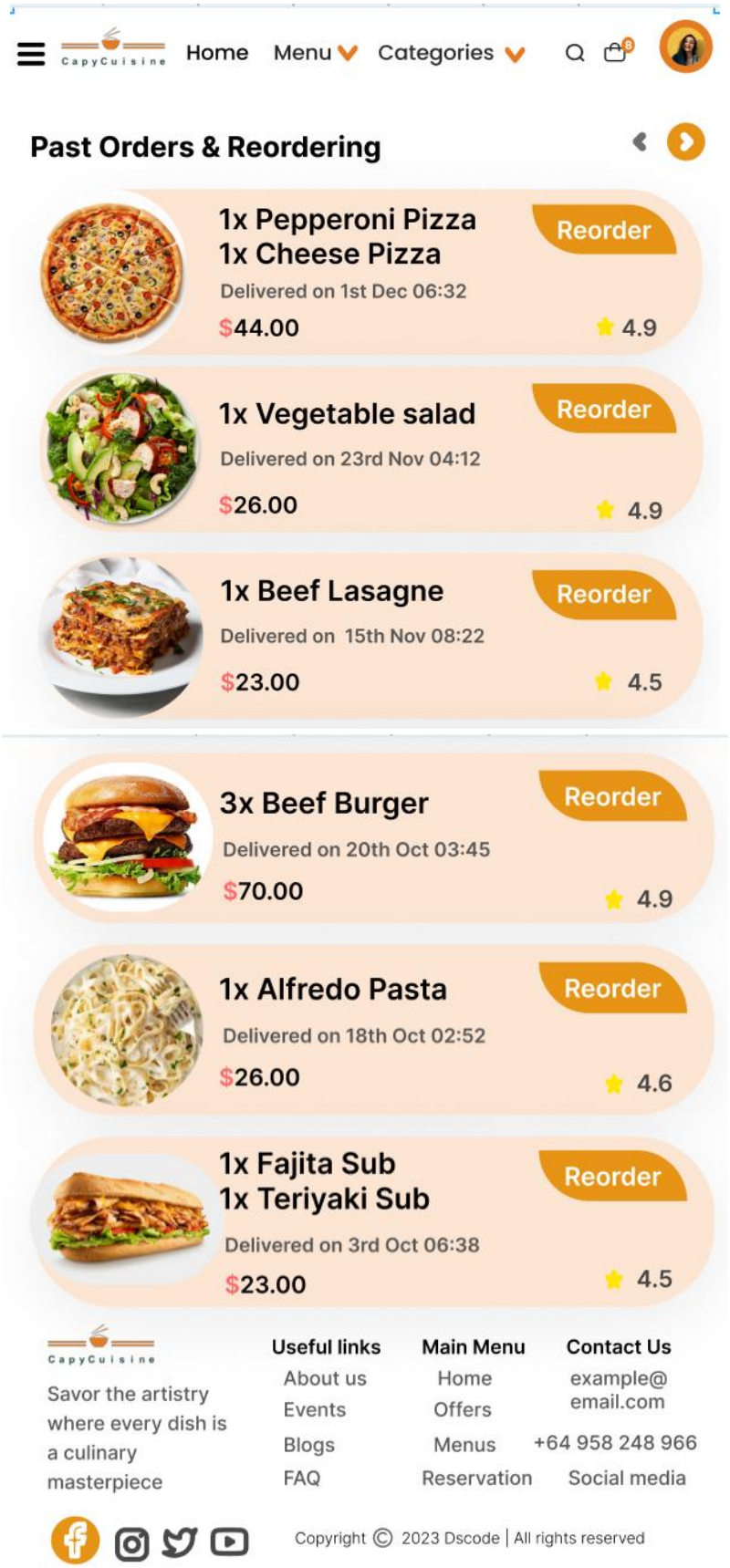
Name: Afrah Imran
Enrollment No: 02-134212-009

Design for Website (Order History):



Name: Afrah Imran
Enrollment No: 02-134212-009

Design for Mobile (Order History):



Name: Afrah Imran
Enrollment No: 02-134212-009

Challenges Faced:

1. Meeting deadlines:

Balancing multiple tasks and ensuring timely completion of deliverables has been a continuous challenge. The lead implemented efficient workflow processes, continuous team meetings and prioritized critical tasks to maintain a steady pace and achieve deadlines effectively. The team efficiently cooperated and came up with creative solutions to help maintain team deadlines and everyone worked efficiently , submitting good quality work on time despite limited resources from specific areas and teams.

2. Maintaining consistency:

Achieving a unified and cohesive user experience across different platforms and devices with varying screen sizes and interaction methods required careful planning and collaboration is a challenge. To overcome it, we implemented responsive design principles and conducted usability testing to optimize the user experience across all devices.

3. Adapting to feedback:

Accommodating diverse feedback from teams while staying true to the project's vision has required clear communication and flexibility. We have adopted an iterative design approach, allowing us to incorporate valuable feedback while preserving the core design vision. We also utilized collaborative tools and documented design decisions to ensure transparency and facilitate open discussions. Our initial web UI design, due to lack of coordination faced constructive criticism. Our resilient team incorporated new strategies, communicated and produced a new improved Web UI with seamless design and user navigation.

4. Experience:

During the design process, we encountered many unforeseen limitations due to lack of experience in the field as students. Despite the lack of experience we created innovative designs and remained adaptable and resourceful, finding creative solutions to overcome these technical hurdles.

Strategies for Overcoming Challenges:

We have implemented an agile development methodology that allows for iterative design, rapid prototyping, and continuous improvement. This approach facilitates flexibility and enables us to adapt to changing requirements and user feedback efficiently. The lead incorporated and team members utilized online collaboration tools such as Figma and Notion to streamline communication, project management, shared document access, and streamlined feedback exchange between designers, developers, and other teams.
This has enhanced team coordination, improved transparency, and ensured everyone remains on the same page throughout the development process.

Name: Afrah Imran
Enrollment No: 02-134212-009

We have established standardized design and development processes to ensure consistent quality and adherence to style guidelines. This creates a predictable and efficient workflow, minimizing errors and rework.

Plans for Next Stages:

1. ### Usability testing:

   We will be conducting comprehensive usability testing with the SQA team to gather feedback on the app's functionality, usability, and overall user experience. This feedback will be used to refine the design and make any necessary adjustments before launch.

2. ### Development handoff:

   We will work closely with the development team to ensure a smooth and seamless handoff of design assets and specifications. This includes providing detailed documentation, conducting technical walkthroughs, and answering any questions the development team may have.

3. ### Marketing and launch:

   We will be developing a comprehensive marketing strategy to generate awareness and excitement about the CapyCuisine app prior to its launch. This will include social media campaigns, posts, etc.

Conclusion:

The CapyCuisine UX/UI Team is proud to present this report as a testament to our commitment to user-centered design and high-quality deliverables. We are confident that our meticulous design solutions,thoughtful branding, and user-centric approach will contribute to the success of the CapyCuisine platform and provide users with a delightful and efficient food delivery experience. We are energized by the project's potential and firmly committed to delivering a product that exceeds user expectations and aligns with the business objectives. We remain enthusiastic about the upcoming stages of development and look forward to launching a food delivery app that enhances the user experience and revolutionizes the online ordering process.