

# Hestria's Kitchen App Design

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# Project overview



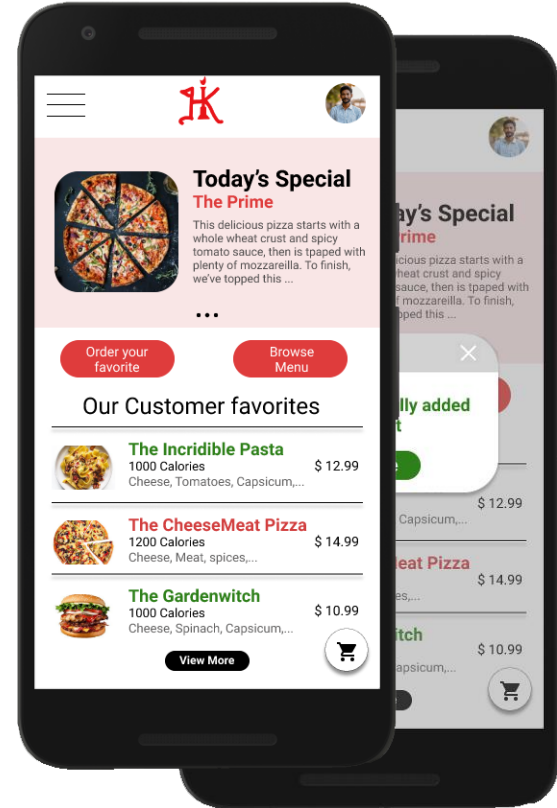
## The product:

Hestia's Kitchen App is a Italian cusine maker located in the Ney York. Hestia's Kitchen strives to deliver healthy, specialty italian delights and servings. They offer a wide spectrum of competitive pricing. Hestia's Kitchen targets customers like commuters and workers who lack the time or ability to prepare a food at home..



## Project duration:

May 2021 to June 2021.



# Project overview



## The problem:

Busy workers and commuters lack the time necessary to prepare a meal.



## The goal:

Design an app for Hestria's Kitchen that allows users to easily customize and order or schedule fresh, healthy dishes.

# Project overview



## My role:

UX designer designing an app for Hestria's Kitchen 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 Hestria's Kitchen 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

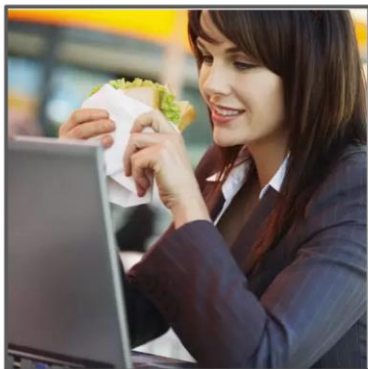
## IA

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

# Persona: Clare

## Problem statement:

Clare is a busy working adult who loves to order Italian cuisine food because they have no time to cook dinner for herself.



**Clare**

**Age:** 34

**Education:** M.BA

**Hometown:** Brooklyn, NY

**Family:** Lives alone

**Occupation:** Marketing Manager

*"I love to try out new food"*

## Goals

- Relaxing
- Better atmosphere / Music
- Pleasant food presentation
- No need to do washing

## Frustrations

- Spend too much time on queuing sometimes
- It's expensive
- Health concern during pandemic
- Takes time on making decision

Clare is a independent working woman who lives in Brooklyn, NY. She is passionate about her work and is busy all day but loves to explore places and food for pleasant experience. She prefers to eat out for quick lunch and breakfast in-store.



# Persona: May

## Problem statement:

May is a busy working Mom who is so conscious about healthy food, and cooks mostly and eat home food.



May

**Age:** 30

**Education:** M.CA

**Hometown:** Queens, NY

**Family:** Single with 1 year old daughter

**Occupation:** Finance Manager

*"Food safety is my priority"*

## Goals

- Hygienic and use fresh ingredients.
- Safe for myself and kids health

## Frustrations

- Feel exhausted after work and cooking
- Less options on food
- Need to do lot of washing

May is single and loves her daughter. She works hard for her future and also takes care of daughter. She is productive , caring and impatient at times. She is dietary free and gives importance to every meals she cooks. Her priority is on quality on anything she does both in work and food.

# Persona: Mike

## Problem statement:

Mike is a busy working allday with his colleagues with who he lives in apartment. He loves ordering food especially italian cuisines which he has with his mates.



Mike

**Age:** 25

**Education:** B.E

**Hometown:** Bronx, NY

**Family:** Lives with colleagues

**Occupation:** Intern at Startup

*"It's easy to eat at home"*

## Goals

- Easy to order
- Lots of options
- Order any food anytime
- Feel relaxed at home

## Frustrations

- Too many packages
- Sometime order gets delayed
- Order might get mixed up or might miss an item on pickup from restaurant

Mike is single and lives with his colleagues whom he is working with in startup. They came to Bronx in search of job. Thus he lives in a temporary apartment with less equipped kitchen needs. He is easy going and doesn't care about food diet.

# User journey map

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

## Persona: Mike

Goal: Provide an easy and quick way to order food from restaurant.

ACTION	Find the restaurant info	Download the restaurant app	Menu Page	Food Detail Page	Place Order	Food Delivery
TASK LIST	1. Search for the restaurant name 2. Read and Understand the restaurant info	1. Download the app 2. Install the app 3. Sign in / register to the app	1. Browse the menu 2. Find the food 3. Add to checkout	Get details about the food and the ingredients used.	1. Confirm product and discount. 2. Enter address and info details. 3. Place order	1. Get order notification. 2. Receive order. 3. Eat Meal.
FEELING ADJECTIVE	+ Stressed to go through search + Confused with reviews and user feedbacks	+ Got excited while downloading the app + Curious on how the app will provide his needs	+ Annoyed with banners popping up for subscription for free delivery. + Happy to find the product on the fly.	+ Not satisfied with food ingredients. + Not much information on nutrition	+ Annoyed when most of discounts were not applicable to order. + Excited after placing the order.	+ Eager to receive the order for delivery. + Anxious if the food will be delivered on time. + Happy to have meal after a long day of work.
IMPROVEMENT OPPORTUNITIES	- Create a brand for the restaurant to identify - provide users a promo on registration.	- Create a web application for restaurant brand. - Provide more previews of the app visual in play store	- Show the banner only once during login of app.	- Provide options to customize ingredients. - Provide Healthy facts about that food and <u>Minerals</u> contents / nutrition value.	- Provide only the discounts that are applicable to the order. - Greyout other discounts.	- provide tracking and packing information - User feedback on delivery - Remind users for subscription and loyalty program pts.



# 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.

## UX Design Storyboard

Scenario: Use Hestia's Kitchen app to quickly order and track the food.

Big Picture



Mike and colleagues are hanging out and want to order



They search for restaurants that provide quick & reliable delivery



Mike uses voice command and is happy to move faster to check out step



Mike reviews & customizes his order items



Hestia's kitchen delivery arrives at Mike's home



They happily enjoy their food in 20 mins of order

**Big View** : An story board of sketch for Mike ordering food from home with his colleagues.

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

## UX Design Storyboard

Scenario: Use Hestia's Kitchen app to quickly order and track the food.

Close Up



Mike opens the app



Mike is welcomed



He can choose his past customized order to proceed quicker



Mike checks the ingredients and proceeds



Hestia now shows Mike the items being prepared and its ETA

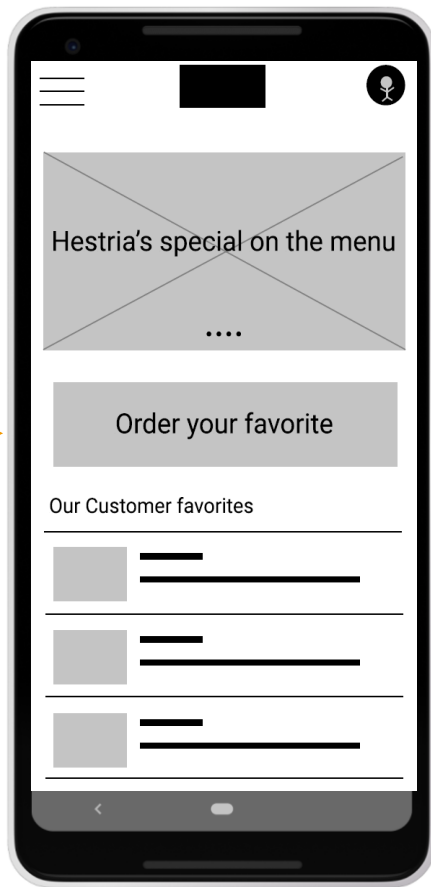


Mike now tracks his order as it arrives

# 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 top of the home screen makes it fast and easy for users to order.

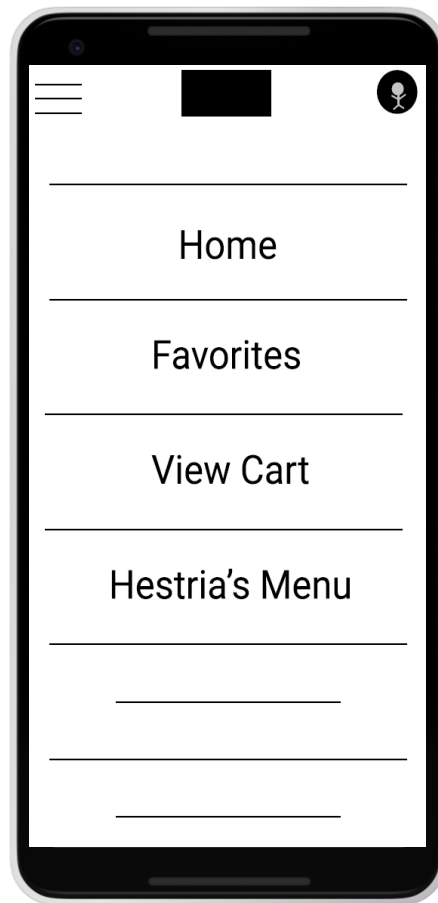


This button provides an easy option for users to choose most ordered/favorite dish.

# 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.

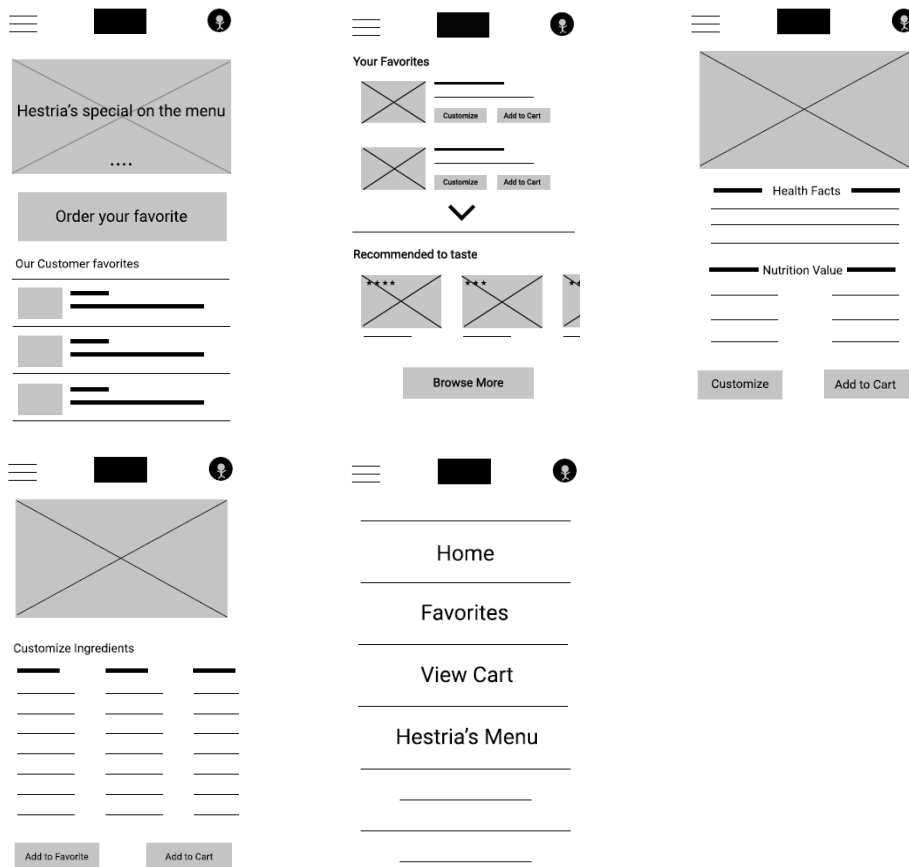
Easy access to navigation that's screen reader friendly.



# Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering a Italian dish, so the prototype could be used in a usability study.

View the Hestia's Kitchen  
[low-fidelity prototype](#)





# 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 food quickly
- 2 Users want more customization options
- 3 Users want a delivery Schedule option

## Round 2 findings

- 1 The items in cart was not visible until checkout
- 2 Items already added to cart was not shown on the product

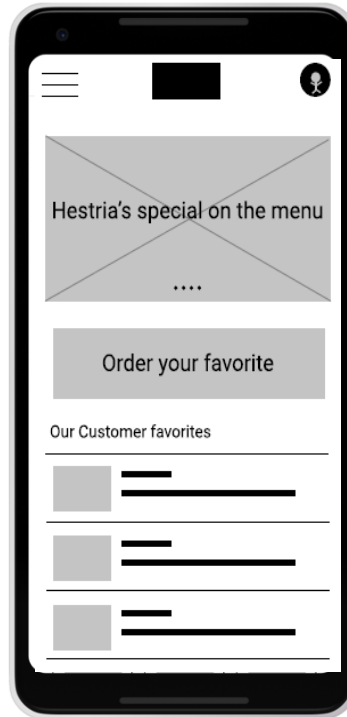
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

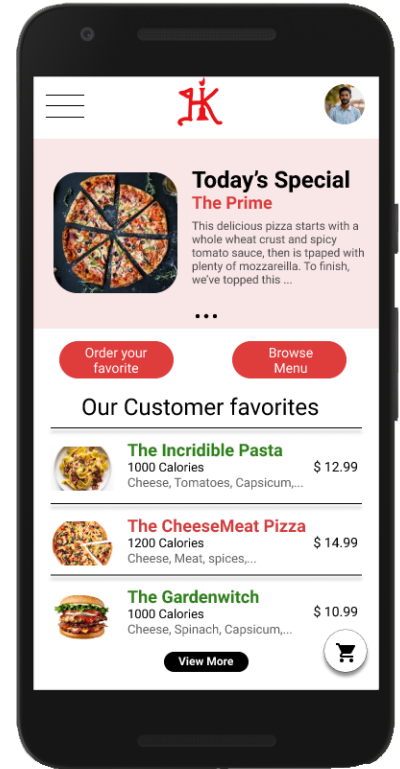
# Mockups

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.

Before usability studies



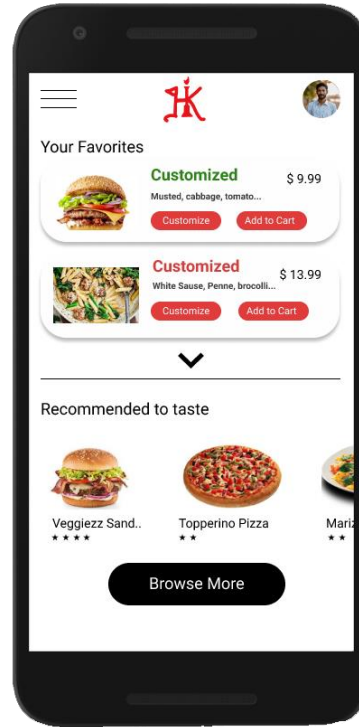
After usability studies



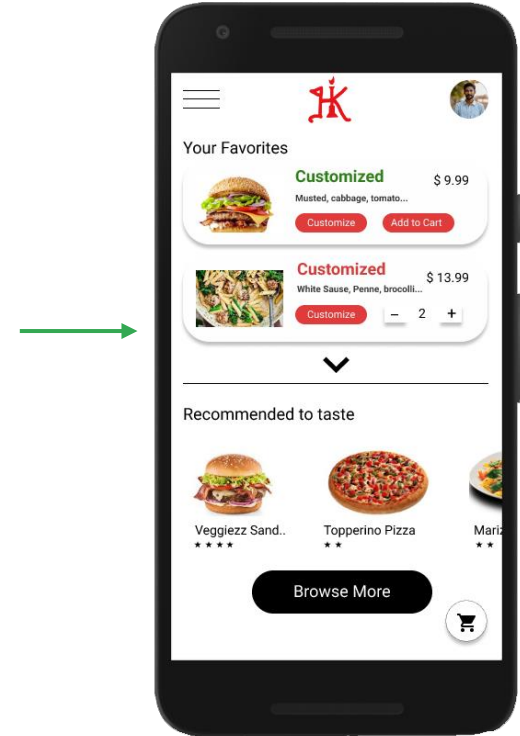
# Mockups

The second usability study revealed frustration with the availability of items in cart, where users have to go through menu and click view cart to see the existing item quantity added to cart. To streamline this flow, I consolidated by making this quantities available and also added an elevated cart icon to the bottom of screen.

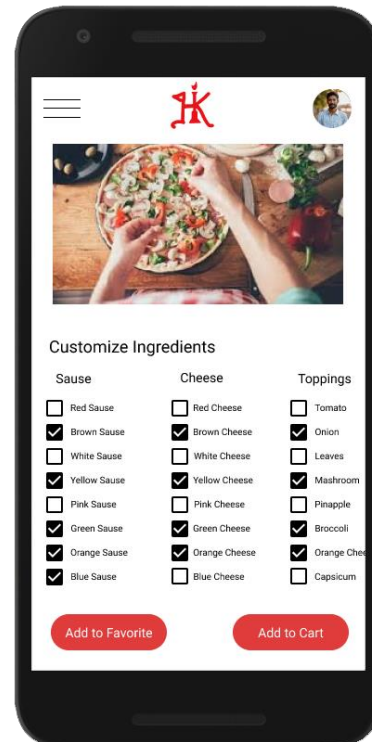
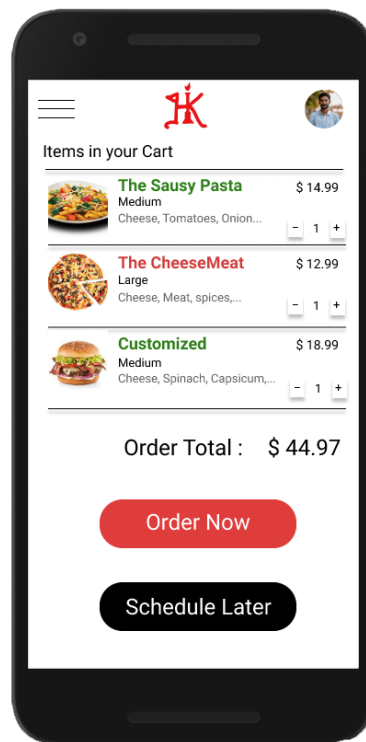
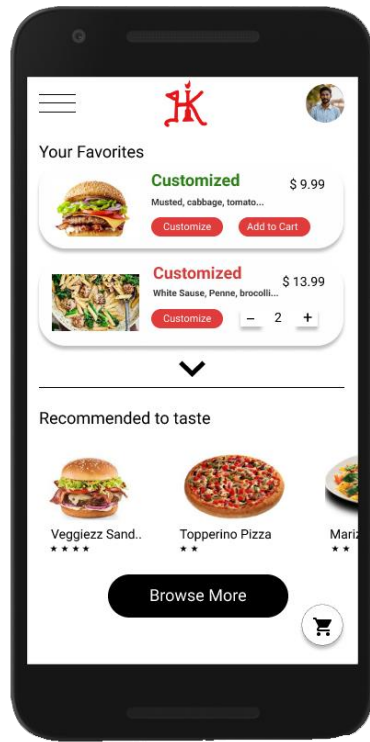
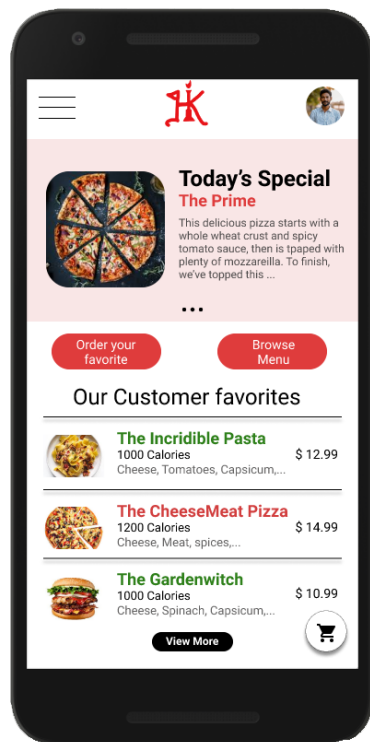
Before usability study 2



After usability study 2



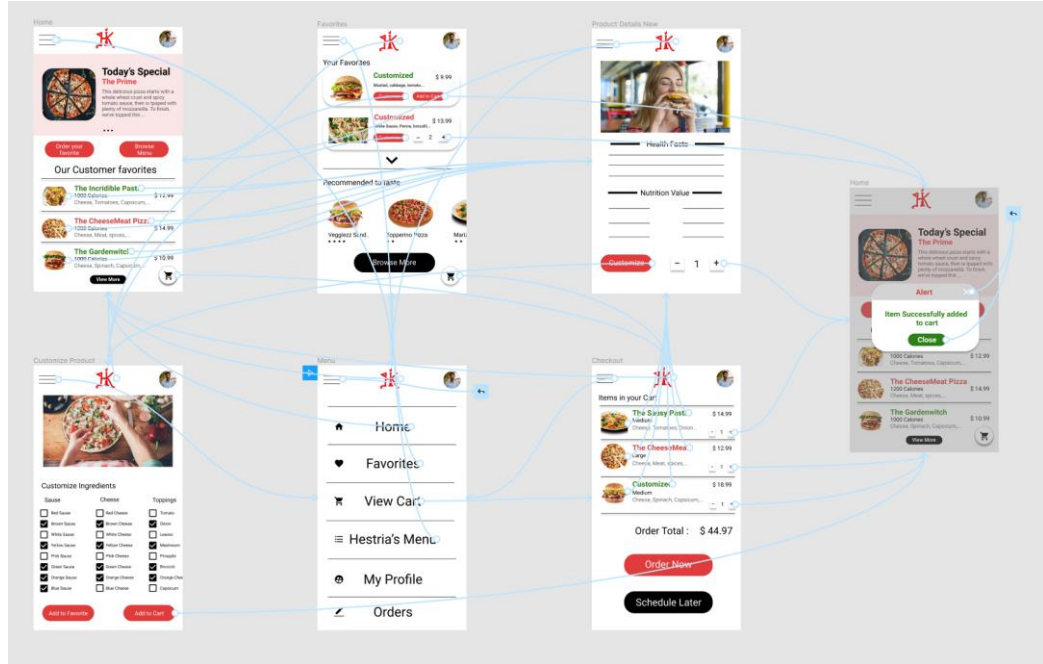
# Key mockups



# High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for ordering an dish and checkout. It also met user needs for a quick oand schedule delivery option as well as more customization.

View the Hestia's Kicthen App [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 icons to help make navigation easier.

3

Used detailed imagery for burger, pizza and pasta toppings to help all users better understand the designs.

## Going forward

- Takeaways
- Next steps



# Takeaways



## Impact:

The app makes users feel like Hestria's Kitchen App really thinks about how to meet their needs.

One quote from peer feedback:

*"The app made it so easy and fun to build my own Italian dish! I would definitely use this app as a go-to for a delicious, fast, and even happy meal."*



## What I learned:

While designing the Hestria's Kitchen app, 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 Hestia's Kitchenapp! If you'd like to see more or get in touch, my contact information is provided below.

Email: [amirtharajanpks@hotmail.com](mailto:amirtharajanpks@hotmail.com)

Thank you!