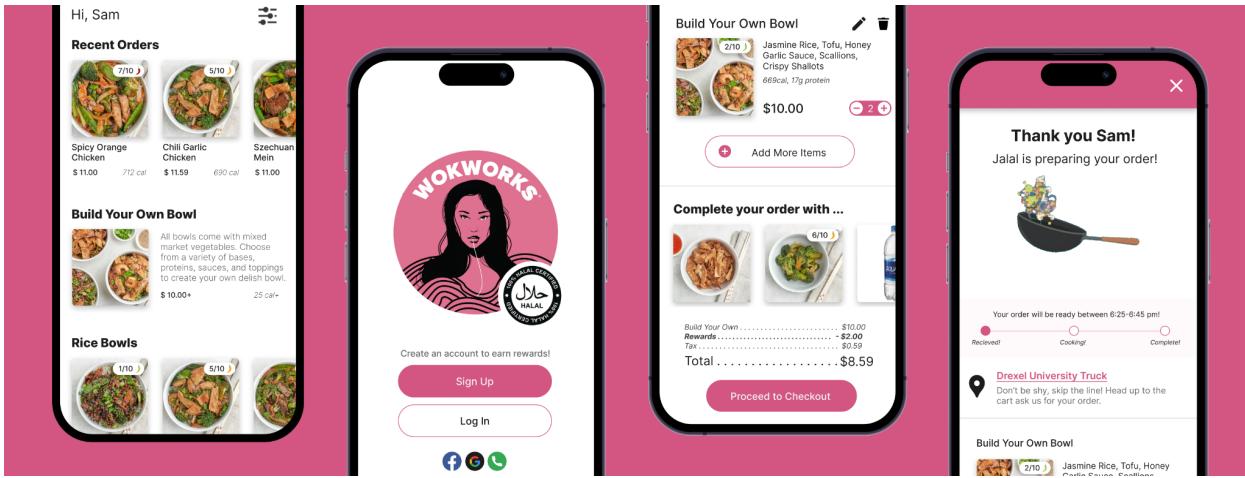


# WokWorks



## Team:

- Cam Kelly
- Dane LeGassick
- Vidhi Shah
- Clay Logsdon

## Tools Used

- Figma
- Figjam
- VidYard
- Balsamiq
- Pen and Pencil (wireframes)

## The Overview

When given the task to create a mobile food ordering app, we had just the place in mind. WokWorks is a food truck serving asian halal food, a niche among Philly food trucks. The owner, Kashif, is well-known among WokWork customers due to his friendliness, welcoming each and every customer he encounters. Additionally, customization is offered throughout the menu, which strengthens the appeal of WokWorks. We strived to create an app that showcases these features through personal touches that mimic the WokWorks experience.

## The Challenge

WokWorks is known for their friendly and welcoming customer service. Many of their customers became regulars due to personal connections the owner and staff had made with them out of

kindness. Unfortunately, WokWorks is one of the many businesses that was affected by COVID-19, which caused them to have staff changes. Through this change, some personality of WokWorks was lost.

Our main challenge was bringing the friendliness and fun back into the WokWorks ordering process to restore the welcoming experience that customers adore.

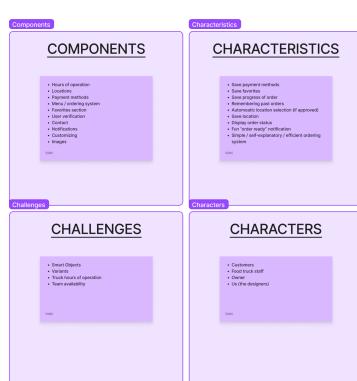
# Research

When preparing to begin the structure and design of our app, we knew we needed to construct a clearer picture of WokWorks as a company and a brand, as well as gain information about their customers. As a niche styled food truck with a goal of good customer service, WokWorks has a loyal clientele. The app was designed for both existing and new customers.

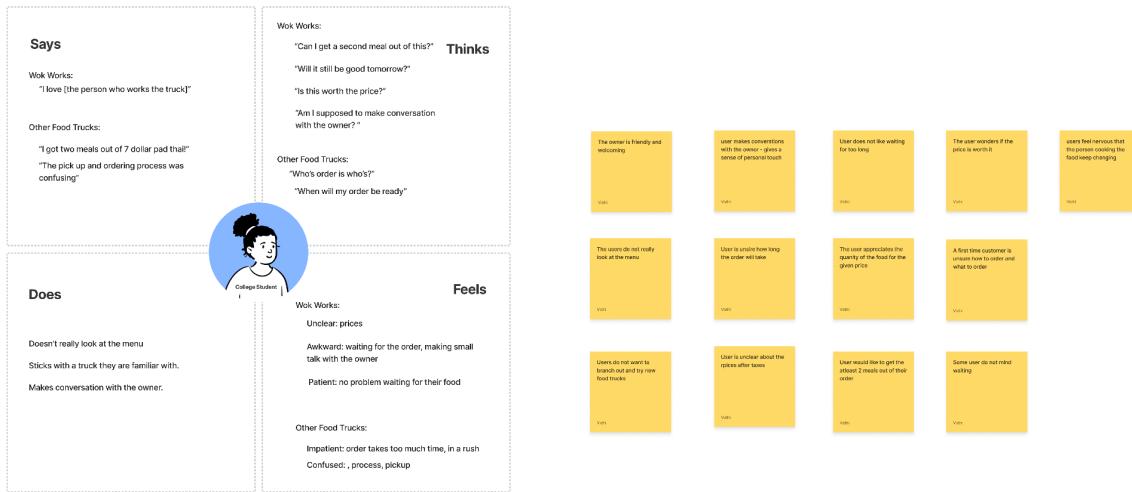
The next step was to visit the physical location and dive deep into analyzing the business and consumer-sides of WokWorks. This stage of research included a SWOT analysis, the Four C's, empathy mapping.



SWOT Analysis



The Four C's



Empathy Mapping

## Target Audience

After completing this research, we moved onto Fly-On-The-Wall tests to better understand the users behavior and their interactions with the truck. Then, we conducted user interviews which gave us insight into target customers' thoughts about WokWorks and what they would want out of a mobile ordering process. From this information, we created our user persona.

**Cooper Marks**  
"The Gymrat"

**Bio**

Hi, my name is Cooper Marks and I'm a Junior in the Lebow school of Business getting a major in International Business and a minor in Marketing. I am very focused on my health, so I go to the DAC to workout 5 days a week as well as eat big portions. Because of this, I am an avid food truck goer, especially since there are trucks near the DAC with rice and chicken options.

Snapchat Nike Excel

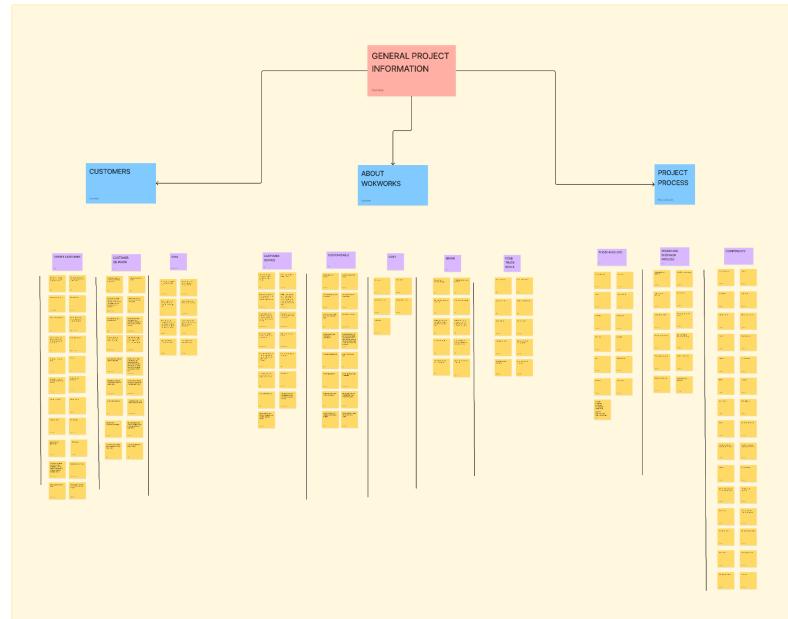
**Personality**

|             |             |
|-------------|-------------|
| Introvert   | Extrovert   |
| Analytical  | Creative    |
| Busy        | Time rich   |
| Messy       | Organized   |
| Independent | Team player |
| Passive     | Active      |
| Safe        | Risky       |

User Persona

## Synthesis

With all of the information gathered from these various research methods, we created an Affinity diagram which helped us to organize our thoughts and focus on solving our main problem: How do we create an app that satisfies the needs of both our client and the customers while showcasing the personalized WokWorks experience?



Affinity Map

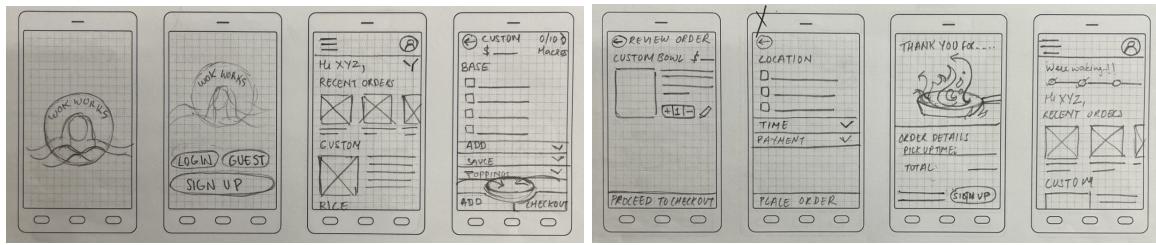
## Design Iteration

The structure of our app is designed to seamlessly combine user experience and our customers and clients needs. The focus was on bringing the in-person customization options to the users fingertips, with a personal touch. Other aspects such as a loyalty-based rewards system, easy access to the truck's location, and a recent orders section were added to enhance the online ordering experience and maintain WokWork's helpful and friendly identity.

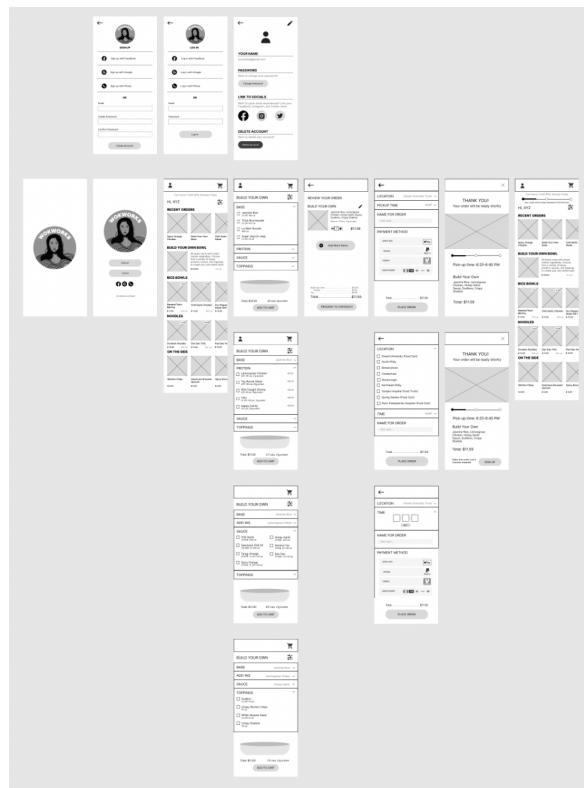
### Initial Task Flow

We began our design process with pencil and paper, sketching out what we envisioned to be the main flow of ordering the most popular item: a build your own bowl, and received constructive feedback on the quality of our ideas. One main aspect that we were able to improve upon was

adding our progress bar to the Thank You page, as well as having a way to return to that page after closing it.



From there, we created our low fidelity wireframes. We conducted two rounds of usability testing and refined our structure according to the feedback we received



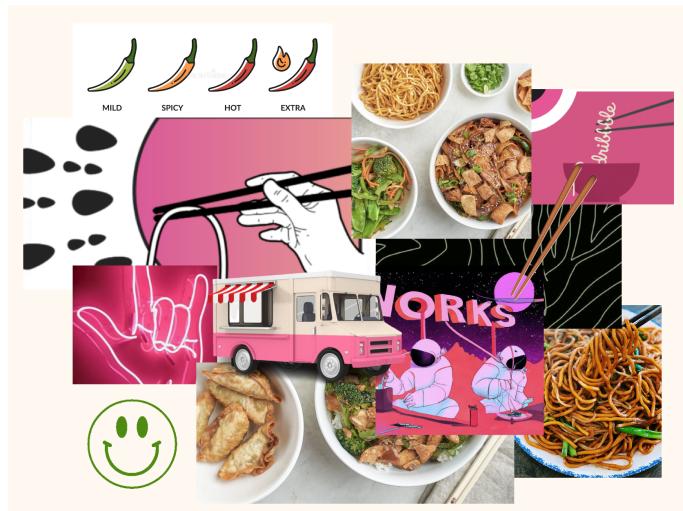
After our adjustments were made, we moved on to paper prototype testing so that users could simulate “clicking” through the app. We again received constructive feedback that we were able to apply in the next phase of design.



Paper Prototype

## Branding

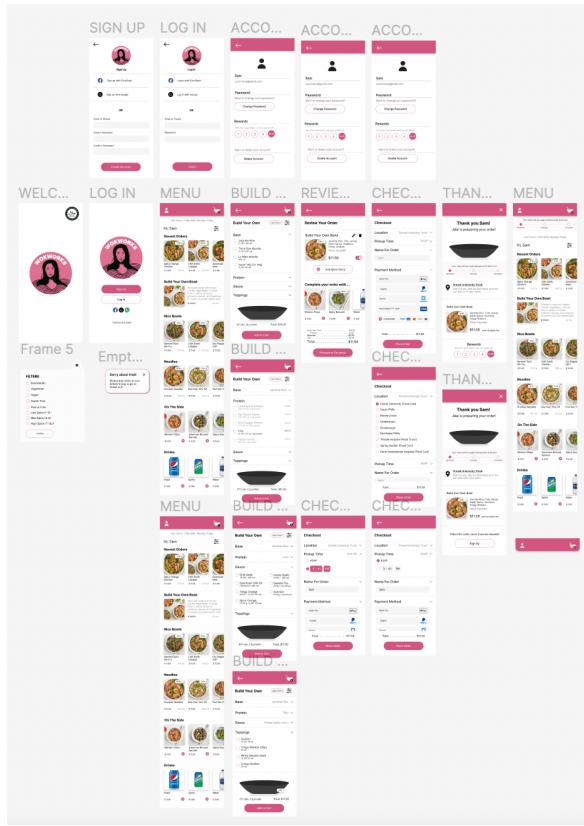
Because WokWorks already had an established and well-recognized brand, we had a lot to work with. We began by pulling inspiration from their current brand, as well as various items, colors, and words that showcased WokWorks, to create a mood board. We decided to stick with their funky modern designs and love of pink.



Mood Board

When incorporating these design styles into our Mid-Fi Prototype, we decided to make our primary color pink, since it is a huge part of WokWork's established brand. Because this is such a vibrant color, and the images of the food are quite bright, we wanted to keep the rest of the palette calm, so we chose white, black, and light gray as complements.

We presented this mid-fi prototype to more users for another round of usability testing, gaining a lot of insight and more feedback.



## Synthesis

Throughout all of our usability testing, we pinpointed each of our findings and identified any issues, differentiated their significance, and ideated solutions. Below is a chart of our findings throughout the testing and iteration phase.

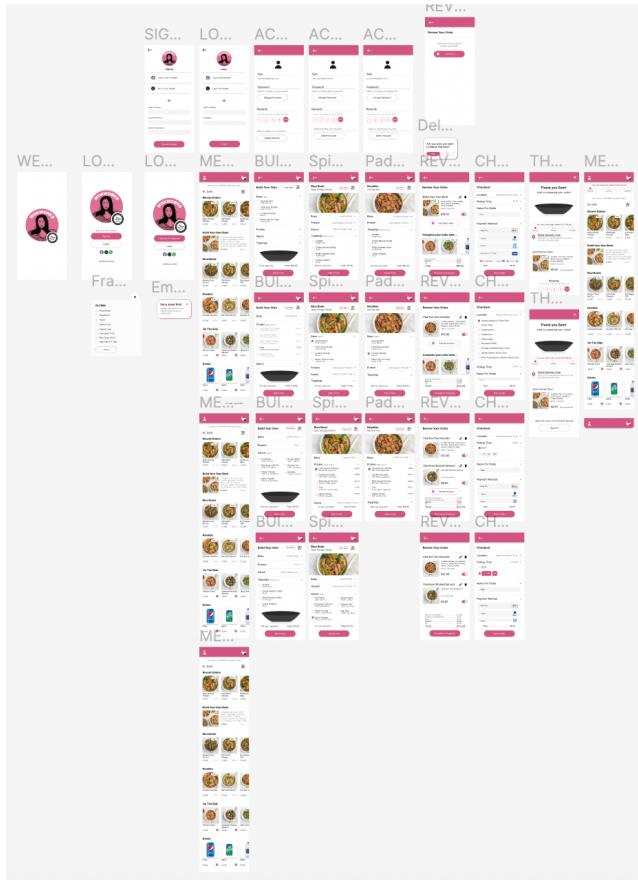
| SEVERITY    | TASK  | ISSUES  | RECOMMENDATION  |
|-------------|---|---|---|
| MINOR       | Welcome screen animation                      | It moves too fast for the user to process   | Make it move slower   |
| CRITICAL    | Deleting item from cart                       | There is no way to delete an item from the cart   | Add a trash icon to delete an item  |
| CRITICAL    | Back arrow on order page                      | The back arrow takes you back to the menu and not the bowl selection page   | The back arrow should take the user to the previous page  |
| SERIOUS     | Content organization on Thank You page        | There is not structure on the Thank You page, it makes it confusing to read since there is a lot of information                 | Add a clear hierarchy with different font weights and sizes   |
| MINOR       | Map is linked to location                     | People did not realize that it was linked   | Change font hierarchy to make it look clickable   |
| CRITICAL    | Rewards System                                | It is not obvious that it is a Reward System on the bottom of the Thank You page  | Add a label "Rewards"   |
| SERIOUS     | Consistent preselection for location and time | The design does not show that a certain time or location are preselected  | Fill in the circle to show the selection that is made.  |
| MINOR       | Delay on Build your bowl selection            | The user did not realize that they selected something   | Fill in the circles to show the selection and add a delay before transitioning to the next drop down. |
| SCOPE CREEP | Name For Order                                | Logged in users were confused why their name wouldn't be auto filled since we use their name in other places throughout the app | Make the Name For Order auto filled   |

#### Combined Findings

## The Solution

Through all of our research, ideation, testing, and refining, we were able to create an app that meets our goal of embodying the lively spirit of the owner, Kashif, and the totality of the WokWorks culture and brand.

We were able to bring the personal touch you experience at the physical truck into the app through various friendly aspects. Some of those include welcoming the user by name and using their name throughout the app, implementing a loyalty rewards system, displaying pick-up instructions and truck location, enabling order ahead and order tracking, creating fun animations, and providing the name of the staff member preparing their food.



# Results

From choosing WokWork's as our muse, to our final product today, we have come a long way. We've learned the value of research and its benefit to user-centered design, as well as the importance of usability testing and design iterations. Through this, we achieved our goal, and converted the in-person ordering process to a digital experience right at your fingertips, layered with personalization and ample customization opportunities.

Our team could not be more proud of this 10 week journey and all that we've accomplished together.