

# Bear Bread APP

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Cristo Rubén Pérez Suárez

# Project overview



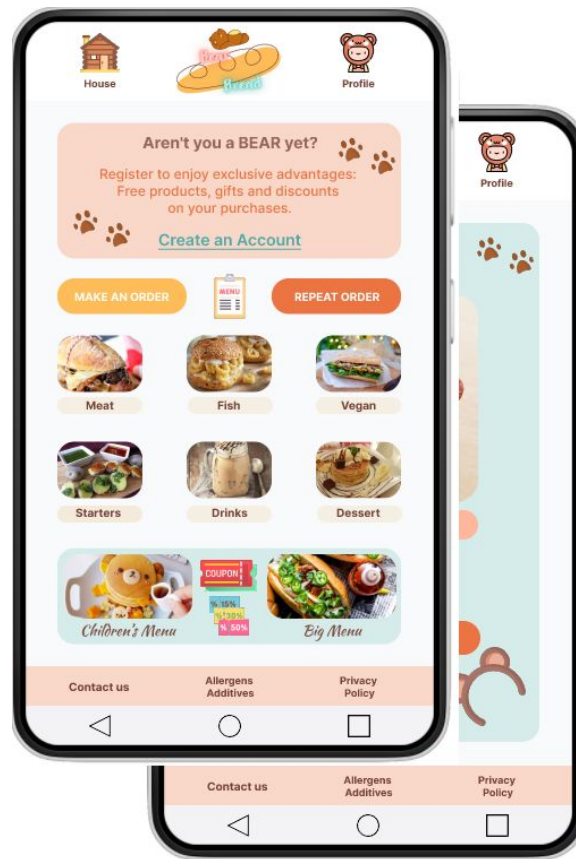
## The product:

Application to order food and make reservations in a place that is inside an amusement park



## Project duration:

June 2022 - July 2022



# Project overview



## The problem:

Long queues to order



## The goal:

The APP will allow you to place orders

The APP will allow you to reserve tables

The APP will allow you to apply coupons and discounts

The APP will allow you to pay in cash or online

# Project overview



## My role:

I am a T-shaped UX designer who has carried out all phases of the project as a single designer



## Responsibilities:

Design a dedicated mobile application.  
Empathize with users.  
Define your weak points.  
Generate ideas for design solutions.  
Create wireframes and prototypes.  
Test designs to get feedback.

# Understanding the user

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

# User research: summary



Conducted interviews and created empathy maps to understand user needs.

A primary user group identified through research.

Workers and college students who don't have time to wait in amusement park food lines.

# User research: pain points

1

## Time

People who visit the amusement park lose fun time buying food

2

## Accessibility

Platforms for ordering food are not equipped with assistive technologies

3

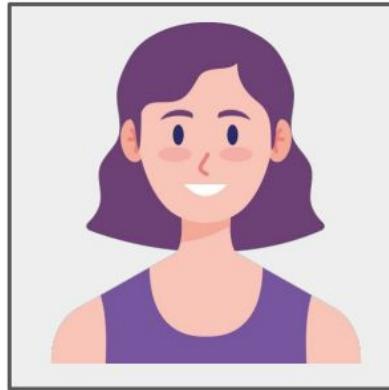
## Interaction

Menus with a lot of text in applications are often difficult to read and order

# Persona: Carolina Pérez

## Problem statement:

Carolina is a busy, working woman who needs easy access to healthy food with take-out options because she really doesn't have time to wait long in long lines.



**Carolina Pérez**

**Age:** 36 years

**Education:** Sign translator

**Hometown:** Canary, Spain

**Family:** A son and a cat

**Occupation:** Clerk at McDonald's

*"I always see things with perspective and look for the good side of them"*

## Goals

- Helped whenever they needed me
- I am a Red Cross volunteer
- I love assistive technology

## Frustrations

- I am disabled and the means available are not sufficient
- I believe that in society there are few means for deafness

I currently have 80% deafness so I like to try applications that improve my environment, it relaxes me to go for a walk although I am afraid of having an accident because I do not hear very well and the devices are very expensive



# User journey map

This is Carolina's path and she can show us how useful the app should be.

## Persona: Carolina

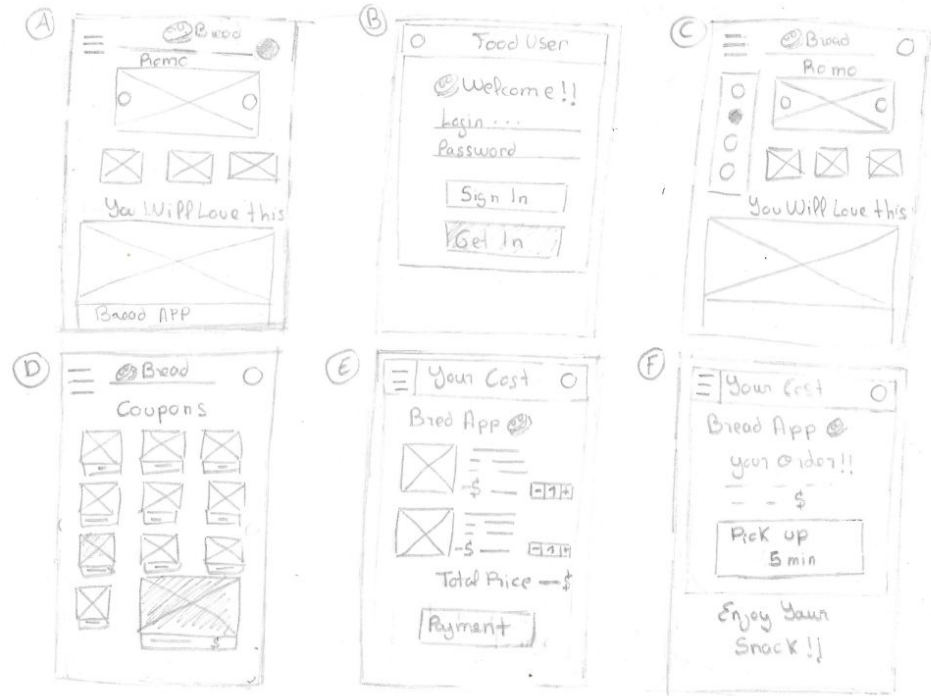
Goal: Design a mobile payment app for an amusement park snack shop

ACTION	Buy a ticket to visit the amusement park	He has fun in the park until he decides to go eat	He finds the snack shop and decides to eat there	Download the app to see the products and offers	Select the product and make the payment from the app
TASK LIST	Tasks A. Travel to the park B. Make the queue C. Pay the entrance	Tasks A. Visit stores B. Ride attractions C. Search to eat	Tasks A. Come in to eat B. View options C. Find the app	Tasks A. View products B. View ingredients C. View offers	Tasks A. Place an order B. Pay in the app C. Queue up
FEELING ADJECTIVE	<ul style="list-style-type: none"><li>- Cheerful</li><li>- Exalted</li><li>- Nice</li><li>- Predisposed</li></ul>	<ul style="list-style-type: none"><li>- Excited</li><li>- Observer</li><li>- Interested</li></ul>	<ul style="list-style-type: none"><li>- Curious</li><li>- Thoughtful</li><li>- Undecided</li></ul>	<ul style="list-style-type: none"><li>- intrigued</li><li>- Hungry</li><li>- Receptive</li></ul>	<ul style="list-style-type: none"><li>- Decided</li><li>- Glad</li></ul>
IMPROVEMENT OPPORTUNITIES	Promotion of the application of the snack shop at the entrance of the park	Snack shop address within the app	Promotional notification of the app when entering the store	Show star products and offers when opening the application	Mobile payment service and cart with multiple options



# Paper wireframes

Taking the time to write iterations of each screen of the paper application ensured that the elements of the digital wireframes would be adequate to interpret the user's expectations and pain points. For the screen, I prioritized a quick and easy ordering process to help users save time.



# Digital wireframes

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

This list provides users to look for their favourite food and order them.



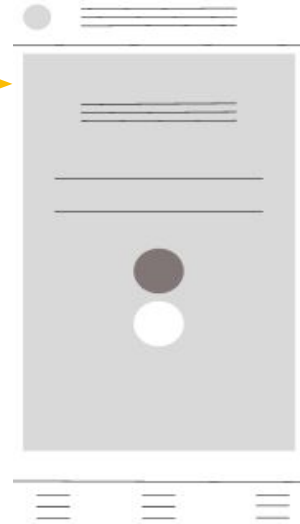
This list provides the food that will be available to order



# Digital wireframes

To make seat  
reservations and  
orders you must be  
a registered user  
and have a  
telephone number  
to be able to claim  
at the police station  
in case of scams

Provides an  
indicator  
message of the  
page you are  
on



Description  
of the  
element  
and its  
benefit to  
the user

# Low-fidelity prototype

Lo-fi prototype  
connected main  
user flow for food.  
Then the prototype  
could be used in a  
usability study with  
users.



# 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 a mic to search using voice
- 2 Users want a “today’s specials” on home screen
- 3 Users want order summary before confirming order

## Round 2 findings

- 1 Users wants to know about time to prepare order
- 2 Users want to know about contact details
- 3 Users want a unique order id for each order

## Refining the design

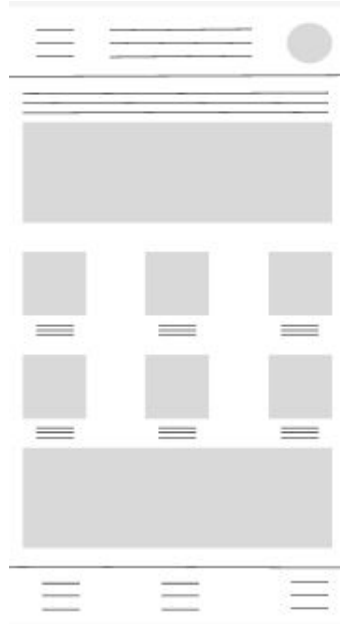
- Mockups
- High-fidelity prototype
- Accessibility



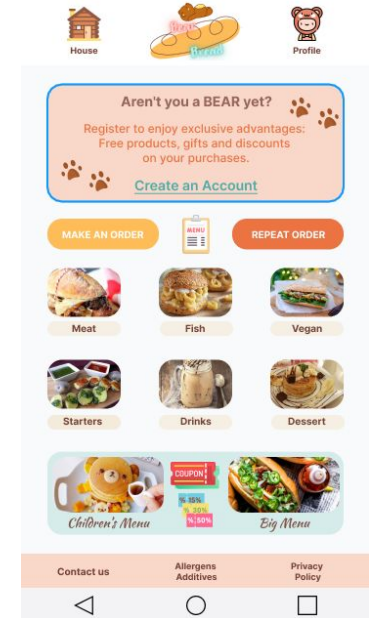
# Mockups

Early designs did not incorporate voice search, but after the usability study, the microphone was added to the bar search, which can help users search using their voice, and also many users wanted "special coupons" so it is also added to home page

Before usability study



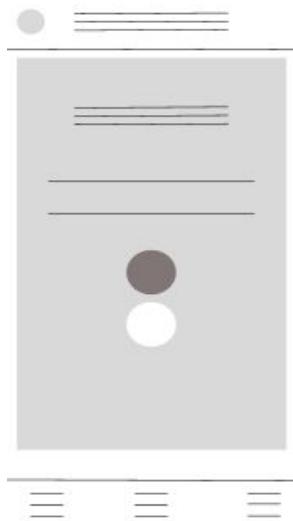
After usability study



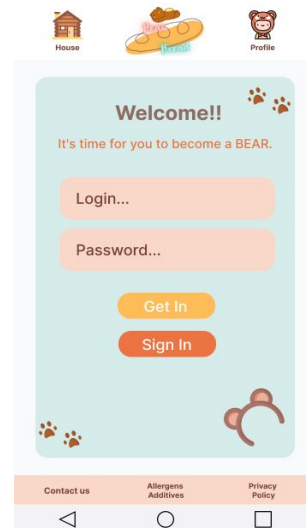
# Mockups

Before the usability study you could only give the buttons to start session or create an account, after the study you could start directly without a previous button or register and recover password

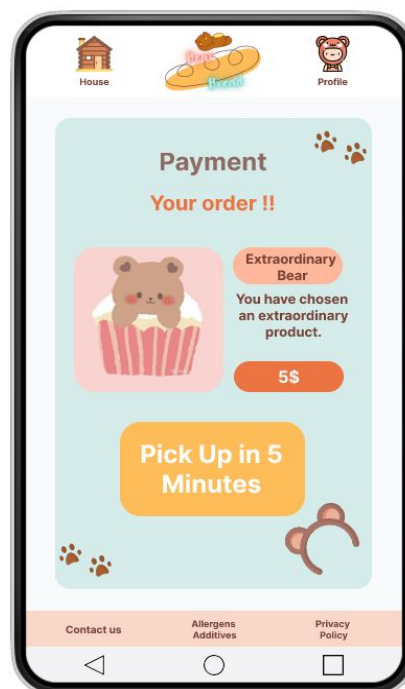
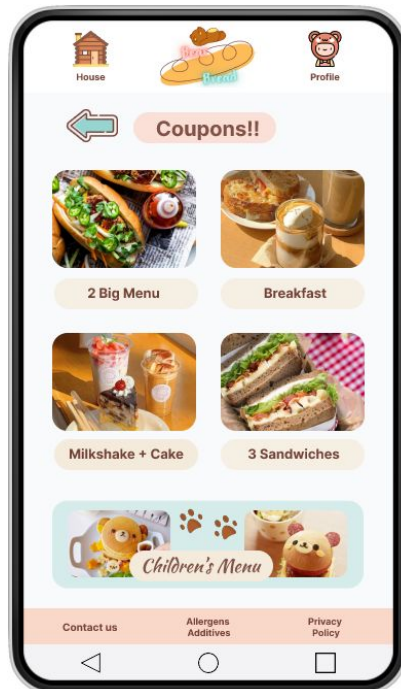
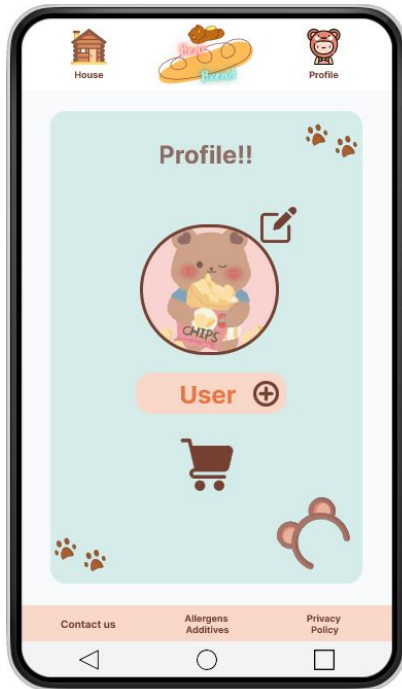
Before usability study



After usability study



# Mockups





# Accessibility considerations

1

Voice search for people with typing difficulties

2

Icons that accompany the text to facilitate navigation using high-contrast colors for color blind people

3

detailed pictures of food and better contrast colors to help users easily choose between foods

## Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The services provided after the study of UX and UI usability improve the impact of visitors to the amusement park who want to order food in advance and reserve tables, improving that they can spend more time having fun.



## What I learned:

What most users need goes beyond the biases of both the designer and the user himself when asking open questions and use cases. The feedback has also been a good mirror of what I do vs what I think

# Next steps

1

Carrying out a final round to identify problems in the alpha phase allowed to find pain points and bugs

2

It was demonstrated in the final phases of tests, if the needs were covered and if the design was functional.



# Let's connect!



Thank you for your time reviewing my work on the Bear Bread app! if you would like view more or get in touch, my contact information is provided below.

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Thank you!