

# Zia's Pizza App Design

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Alex

# Project overview



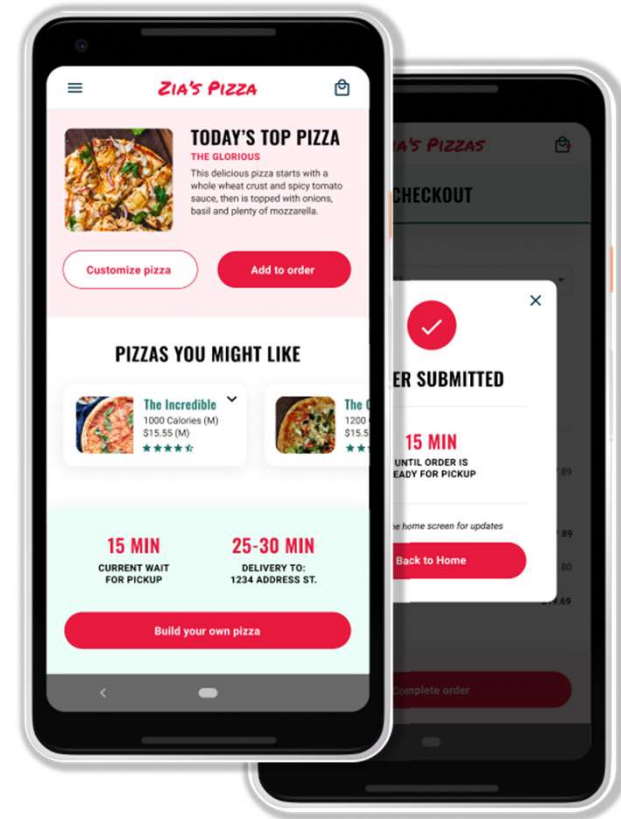
## The product:

Zia's Pizza is a regional pizza maker located in the suburbs of a metropolitan area. Zia's Pizza strives to deliver healthy, specialty pizzas and side dishes. They offer a wide spectrum of competitive pricing. Zia's Pizza targets customers like commuters and workers who lack the time or ability to prepare a family dinner.



## Project duration:

October 2020 to February 2021.



# Project overview



## The problem:

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



## The goal:

Design an app for Zia's Pizza that allows users to easily order and pick up fresh, healthy dishes.

# Project overview



## My role:

UX designer designing an app for Zia's Pizza 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 Zia's Pizza 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: Ying

## Problem statement:

Ying is a busy working adult who needs easy access to healthy food ordering options because they have no time to cook dinner for themselves.



Ying

**Age:** 45  
**Education:** Juris Doctor degree  
**Hometown:** Denver, Colorado  
**Family:** Single, lives alone  
**Occupation:** Lawyer

*"I live an active lifestyle so I need healthy and hearty meal options. I just don't have the time to cook them myself."*

### Goals

- To be a great advocate for their clients.
- To maintain a healthy work-life balance.
- To minimize the energy they have to put into basic needs, so they can focus on their hobbies and personal life instead.

### Frustrations

- "Products and service providers are often poorly prepared to accommodate my visual impairment."
- "There are things I'd like to do, such as cooking, that I simply don't have time for."
- "It's difficult to find fast and healthy pickup options near me."

Ying is a lawyer with a busy and demanding schedule. They work as a litigation specialist in a mid-size city law firm, and swim for a local semi-professional team. Ying has a visual impairment for which they use screen reader technologies. This technology makes online shopping much more convenient for Ying, but not all platforms are effectively equipped for screen reader usage. Ying specifically would like for there to be an easier way to order food to pick up on-the-go.



# User journey map

Mapping Ying's user journey revealed how helpful it would be for users to have access to a dedicated Zia's Pizza app.

## Persona: Ying

Goal: An easy and quick way to order healthy food for pickup.

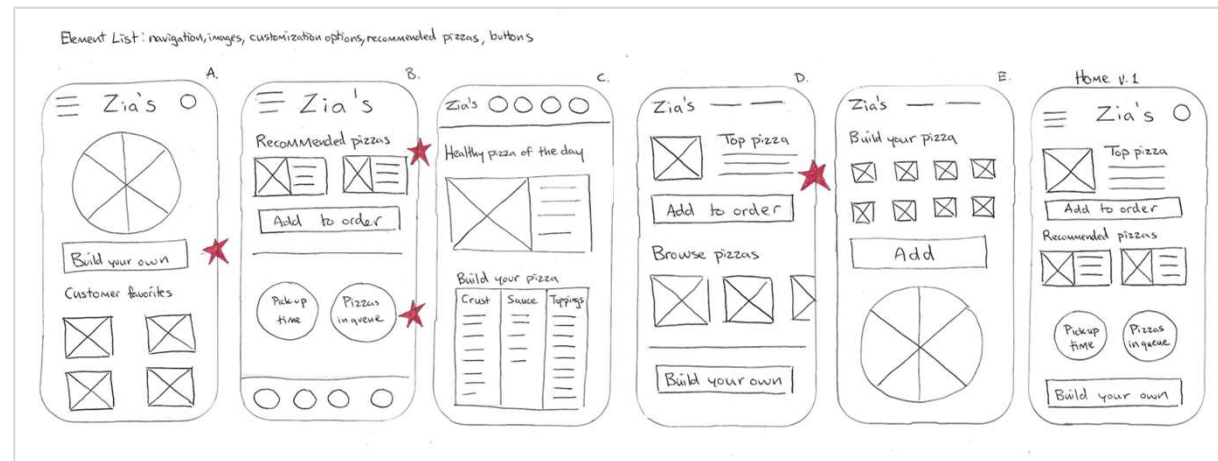
ACTION	Select restaurant	Browse menu	Place order	Complete order	Pick up order
TASK LIST	A. Decide on food type B. Search nearby restaurants in browser C. Select a restaurant	A. Browse online menu B. Select menu items	A. Locate phone number B. Call restaurant C. Place order	A. Confirm order B. Provide payment information C. Get directions to restaurant	A. Drive to restaurant B. Pick up food and tip employee C. Inspect items D. Drive home E. Eat meal
FEELING ADJECTIVE	Overwhelmed by number of restaurant options  Excited to find a restaurant that they like	Annoyed at large amounts of text with limited visuals	Dissatisfied with scrolling to find phone number  Anxious about having to remember order	Frustrated at having to read card number out loud  Annoyed at time it takes to drive to restaurant and back	Happy to eat after a long day
IMPROVEMENT OPPORTUNITIES	Create a dedicated mobile app for Zia's Pizza	Provide search filters  Include images  Optimize app for screen reader technologies	Provide a simple checkout flow	Provide option to tip in-app	Include a rewards program

## Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

# 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.

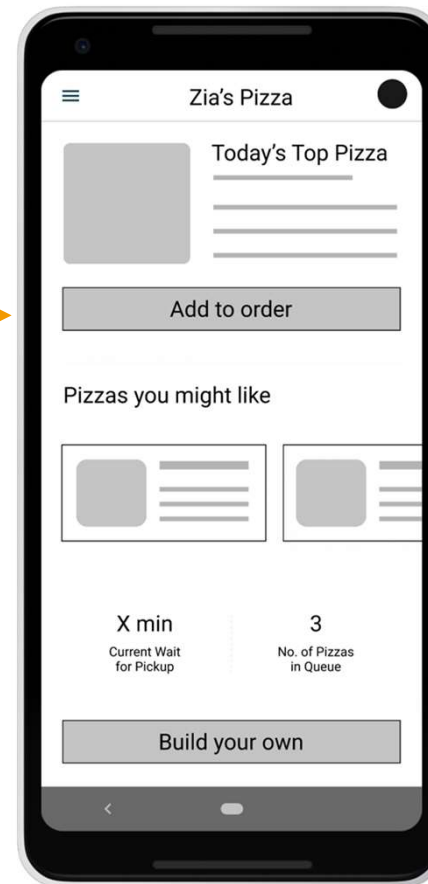


Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

# 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.

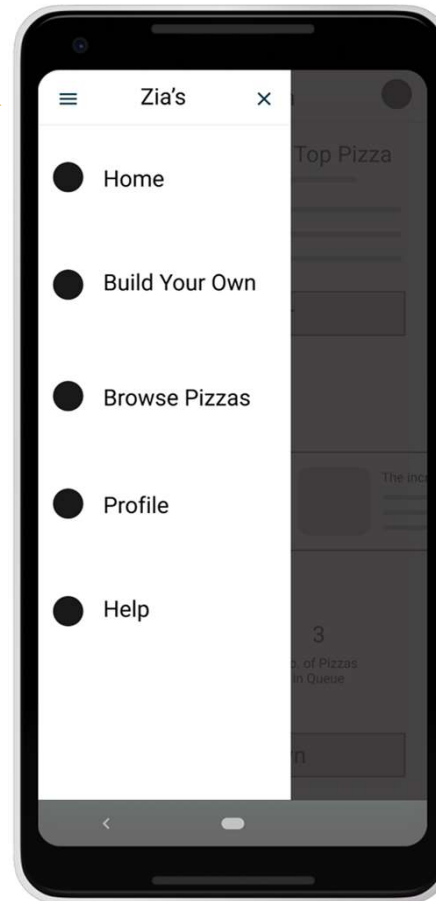


This button provides an easy option for users to make their own pizza.

# Digital wireframes

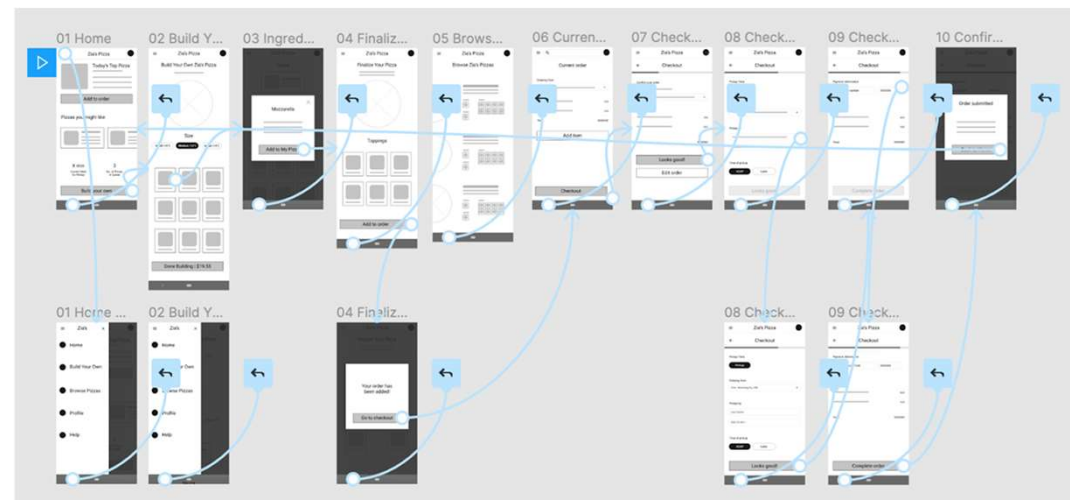
Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

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 pizza, so the prototype could be used in a usability study.



View the Zia's Pizza  
[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 pizza quickly
- 2 Users want more customization options
- 3 Users want a delivery option

## Round 2 findings

- 1 The checkout process has too many unnecessary steps
- 2 “Build your own” functionality is confusing

## Refining the design

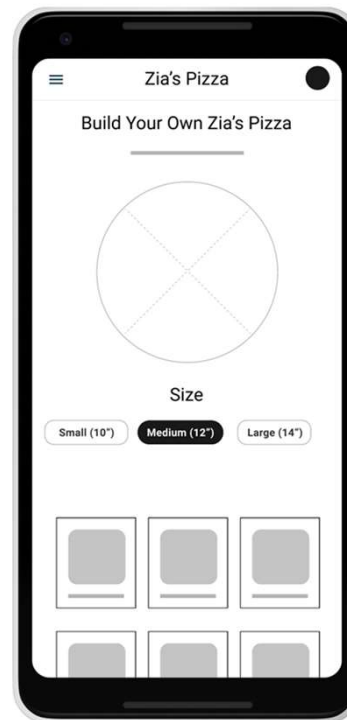
- Mockups
- High-fidelity prototype
- Accessibility



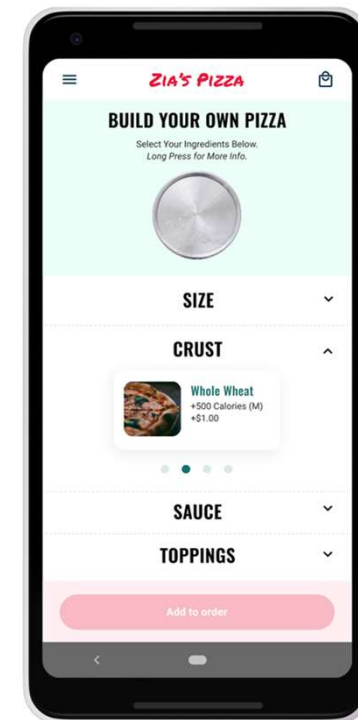
# Mockups

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

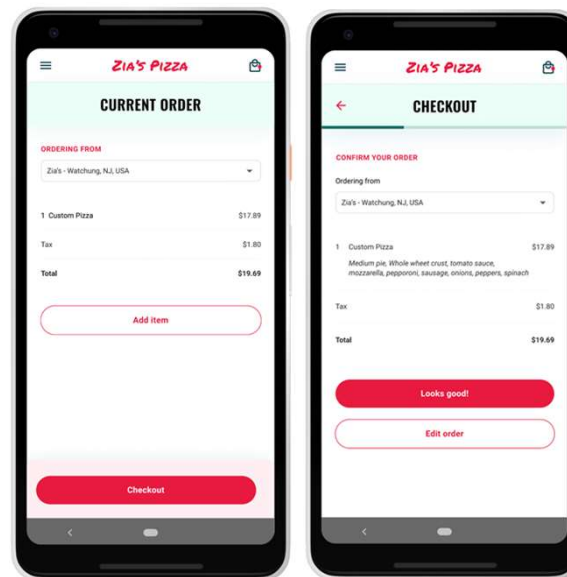


# Mockups

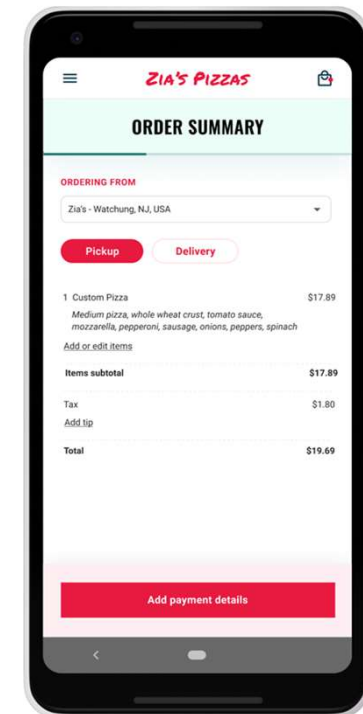
The second usability study revealed frustration with the checkout flow. to streamline this flow, I consolidated the “Current order” and “Checkout screens” to **one “Order summary” screen**.

I also added the **pickup or delivery option** to this screen.

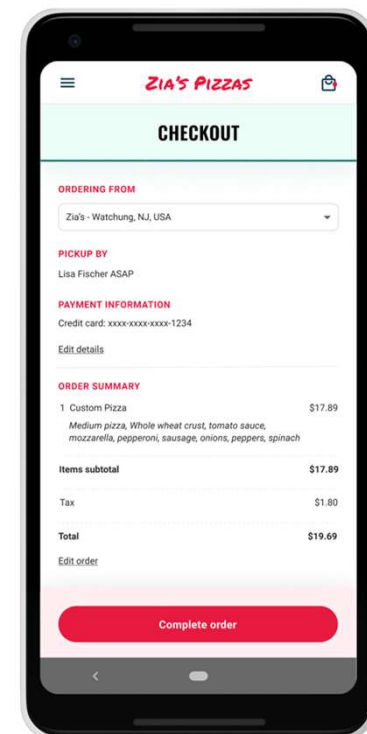
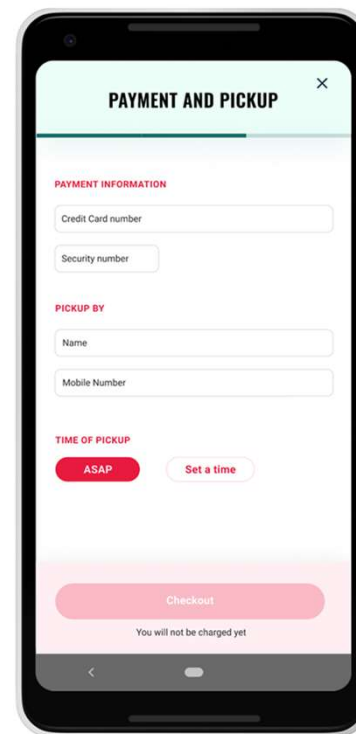
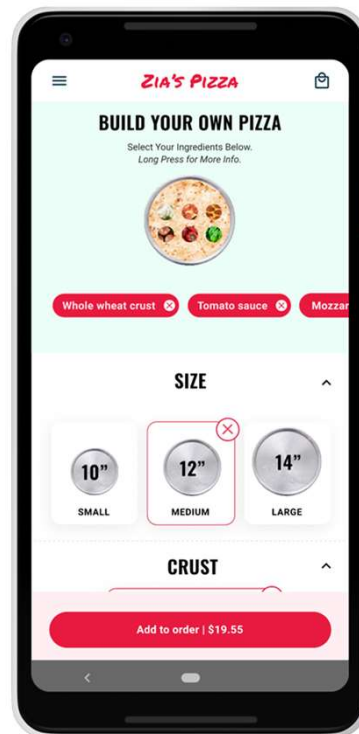
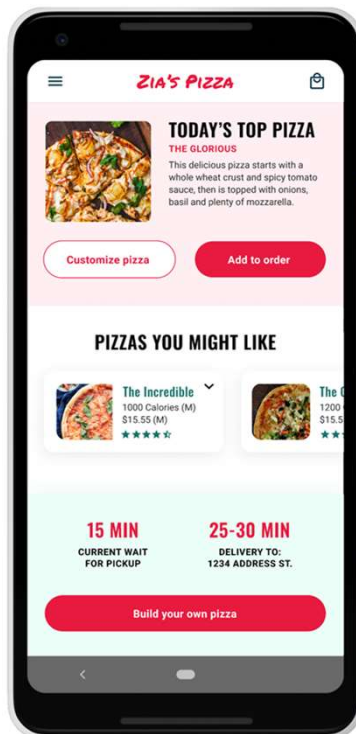
Before usability study 2



After usability study 2



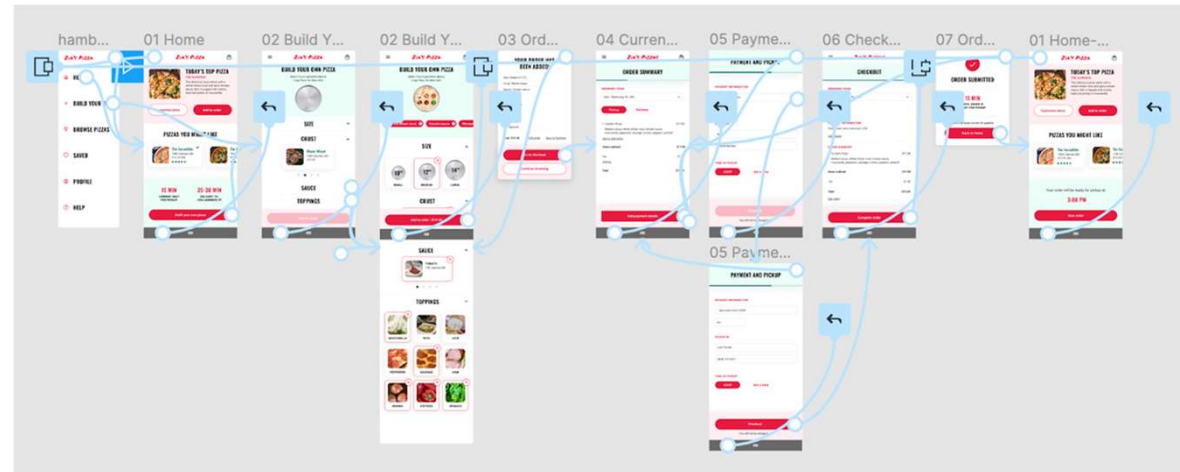
# Key mockups



# High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for building a pizza and checkout. It also met user needs for a pickup or delivery option as well as more customization.

View the Zia's Pizza [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 pizzas and toppings to help all users better understand the designs.

## Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The app makes users feel like Zia's Pizza 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 pizza! I would definitely use this app as a go-to for a delicious, fast, and even healthy meal."*



## What I learned:

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

[Email](#)

[Website](#)

Thank you!