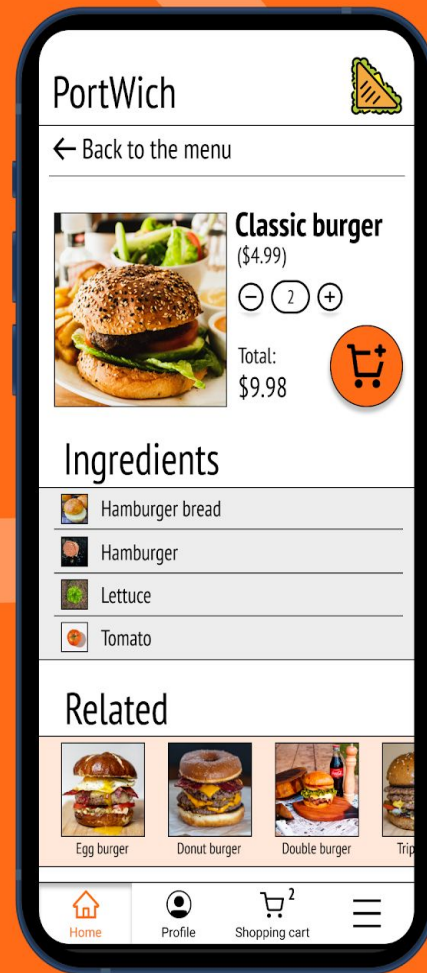
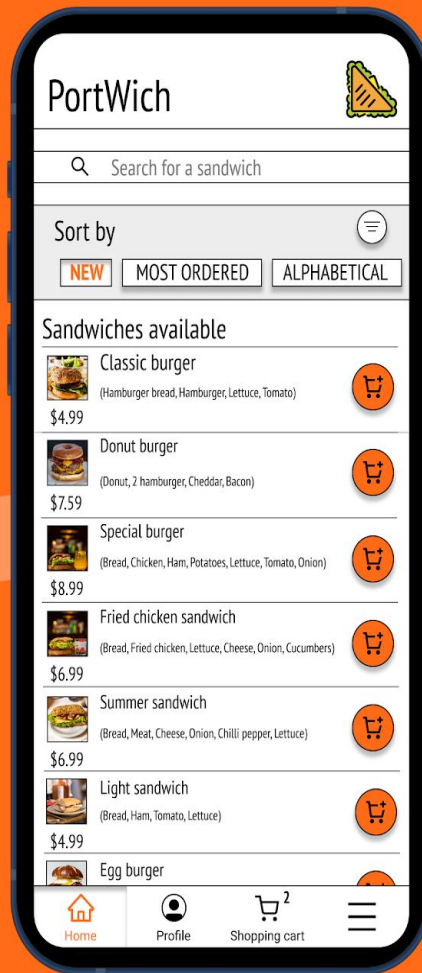
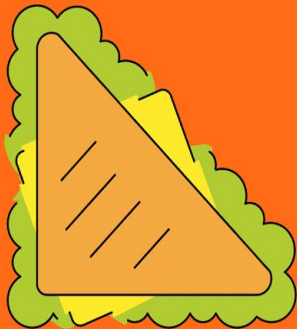


PortWich

Davide Parizia



Project overview



The product:

Mobile ordering app that can be very useful especially for busy people with a full schedule and a short lunch break, but can also be appreciated by everyone who just wants to enjoy a good sandwich and thanks to this app he can browse the menu and order in a few taps.



Project duration:

May 2021 - October 2021

Problem & Goal



The problem:

Nowadays, people are often overwhelmed by work and they have very small time for having lunch or even dinner and this problem becomes way more bigger when they have to pay attention to calories or intolerances and allergies as well while ordering.



The goal:

PortWich make users able personalize their menu by selecting their preferences, intolerances and allergies. By selecting them the menu will automatically change the menu making it easier, quicker, and safer to make an order.

Davide Parizia



My role:

Lead UX designer, UX researcher.



Responsibilities:

- User research
- Wireframes
- Mockups
- Low & High fidelity prototypes
- Accessibility considerations

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand how different types of people interact with delivery apps and which problems do they often face trying to understand how to improve and solve these kinds of pain points to help users to overcome them and to make this application more user-centered in order to cover and predict the majority of the problems users would encounter.

I can say that some assumptions that i made before starting the user research have been confirmed by conducting interviews on users and creating personas, but there were also other issues that i had not taken into account in my initial assumptions.

User research: pain points

1

Time

Due to busy schedule they might have small time to eat and they can't always prepare food by themselves

2

Ingredients

If someone is intolerant, vegan, vegetarian can have problem during the ordering process if ingredients are not well specified.

3

Calories

Some people often base their decisions on calories contained in foods, for example fitness addicted.

4

Pain point

Write one to two sentences reflecting on the pain point listed above and how it will guide designs moving forward.

Persona: Alex

Problem statement:

Alex is a university student who needs to know ingredients and calories contained in sandwiches because of his fitness policy and his lactose intolerance.



Alex

Age: 23

Education: University student, 3rd year

Hometown: Nice, France

Family: Single

Occupation: Waiter in an Italian restaurant

"The best way to help people feel good is feeling good about themselves"

Goals

- Avoid losing time on cooking or going pick-up food from the restaurant
- Keep track of calories he eat to stay in shape
- Check the ingredients in the food

Frustrations

- Sometimes timetables aren't clear or correct
- When you can't pre-order your food well in advance
- Often ingredients and calories are not specified

Alex studies medicine in Nice and works as a waiter in an Italian restaurant every other day. During his free time he use to go to the gym at least 2 hours a day and sometimes he go out with university friends. He's fitness addicted so he always eat healthy food but once a week he allows himself a free meal but trying not to overdo it. In addition he's lactose intolerant so he has to be sure which ingredients are contained in food.

User journey map

This journey map allows me to understand lots of improvement to make, like the possibility to save payment information for future orders so the user won't have to insert them again.

Persona: Alex

Goal: Order healthy and lactose-free sandwiches online on his way to the sandwich shop so he can get it as soon as he arrives.

ACTION	Get App	Check the menu	Add sandwiches	Check out and pay	Collect the order
TASK LIST	A. Download the app B. Fill in the registration form C. Sign up	A. Browse sandwiches B. Check if they contain ingredients with lactose. C. Check calories to keep track of them.	A. Select the sandwiches he wants B. Select the quantity C. Add toppings	A. Select pick-up time B. Add phone number C. Add payment information and pay	A. Arrive at the shop B. Queue waiting for his turn C. Collect the order
FEELING ADJECTIVE	Frustrated because registration form needs lot of information and takes time.	Worried because he's not very good in english and lactose is sometimes not well indicated so he has to check each ingredient carefully. The same for calories.	Upset when he wants to place a previous order he had made before but he has to add all the sandwiches again.	Bored of entering information every time. Glad he can pay in app directly.	Annoyed that he has to queue even if he ordered through the app. Excited to eat a good sandwich.
IMPROVEMENT OPPORTUNITIES	Possibility to sign up with Google or others.	Possibility to translate pages, clear icons or labels that inform if a sandwich contains lactose or other intolerances, and a filter to exclude them.	Possibility to create a "Favourite list" to select favourite sandwiches or to resume a previous order.	Personal area to add and save personal information, such as card number, phone number, etc.	Digital code to show at the shop for those who use the app to order in advance to avoid the normal queue.

Paper wireframes

I focused my paper wireframes' session on designing a draft for each of the most important pages that i will have to include in the application.

PERSONAL AREA

A paper wireframe for a 'PERSONAL AREA' page. It features a profile icon placeholder, fields for 'Name', 'Surname', and 'Age'. Below this is a table with two columns: 'Intolerances' and 'Others:'. The 'Intolerances' column contains checkboxes for 'Lactose', 'Gluten', and 'Eggs'. The 'Others:' column contains checkboxes for 'Vegan' and 'Vegetarian'.

WELL-EXPLAINED INTOLERANCES

A paper wireframe for a 'WELL-EXPLAINED INTOLERANCES' page. It has a title bar and a main content area with a list of intolerances. The first item is 'Lactose' with a description 'Intolerant to: 1, 2, 3'. Below this is a section titled 'Intolerances legend:' with a list of numbers 1 through 4, each followed by a horizontal line for a description.

FILTERS TO EXCLUDE SANDWICHES THAT INCLUDE SOME SPECIFIC INGREDIENTS

A paper wireframe for a 'FILTERS TO EXCLUDE SANDWICHES THAT INCLUDE SOME SPECIFIC INGREDIENTS' page. It has two main sections: 'INTOLERANCES' and 'INGREDIENTS'. Each section has a dropdown menu and a list of items with checkboxes. Below these is a section titled 'PERSONALIZED MENU' with two placeholder boxes for menu items.

REORDER PREVIOUS ORDER

A paper wireframe for a 'REORDER PREVIOUS ORDER' page. It features a title bar, a date field 'DD/MM/YYYY', a time field 'HH:MM', and a price field '\$'. Below these are two buttons: 'VIEW' and 'REORDER'.

SPECIAL MENUS

A paper wireframe for a 'SPECIAL MENUS' page. It has a title bar and a main content area with two sections: 'VEGAN MENU' and 'INTOLERANCES: 1, 2, 3, ...'. Each section has a placeholder box for a menu item.

CREATE PERSONALIZED SANDWICH

A paper wireframe for a 'CREATE PERSONALIZED SANDWICH' page. It has two main sections: 'CHOOSE BREAD' and 'CHOOSE INGREDIENTS'. Each section has a grid of placeholder boxes for selection. Below these is a section titled 'LEGEND' with checkboxes for 'Vegan' and 'Vegetarian'.

CLEAR ICONS FOR VEGANS, ETC

A paper wireframe for a 'CLEAR ICONS FOR VEGANS, ETC' page. It has a title bar and a main content area with two sections: 'MENU' and 'LEGEND'. The 'MENU' section has a list of items with checkboxes. The 'LEGEND' section has checkboxes for 'Vegan' and 'Vegetarian'.

FAVOURITE LIST

A paper wireframe for a 'FAVOURITE LIST' page. It has a title bar and a main content area with a list of placeholder boxes for favorite items. At the bottom is a button labeled 'ADD MORE +'.

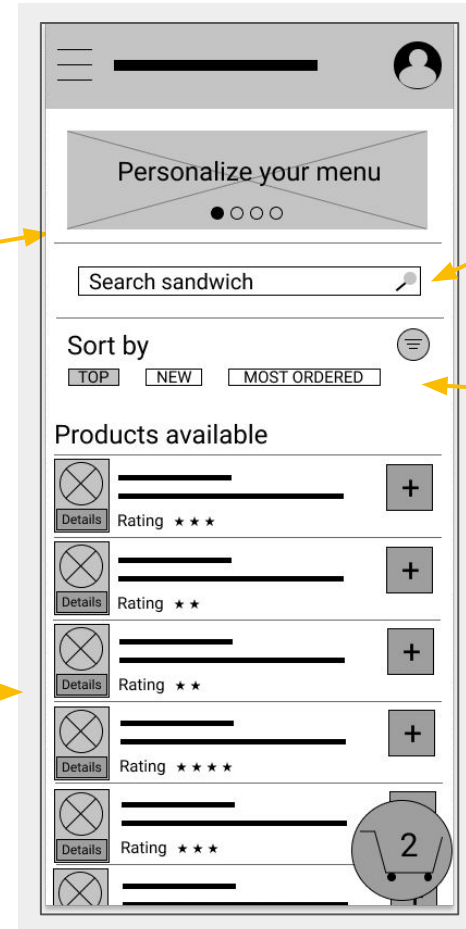
Digital wireframes

Homepage

In the menu page, that is the first page users will reach as soon as they enter the app, I included as many useful features as I could so that from this page they can easily navigate the application.

Carousel that shows most important features of the app and give users and easy path to reach them

List of sandwiches available and possibility to see more details about them or add them to the checkout cart.



Search bar for the user to quickly find what they are looking for

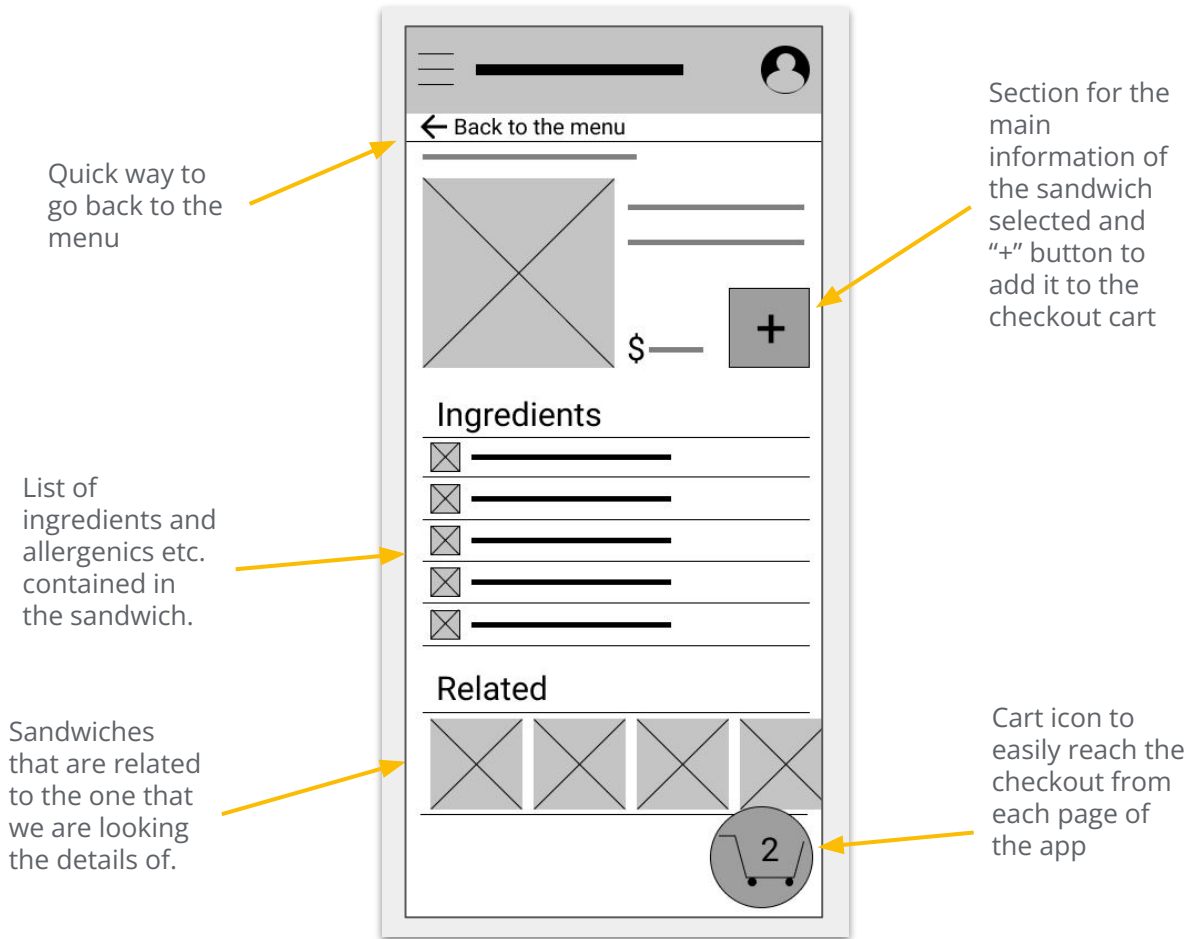
Filters to sort results in a specific order

Cart icon to easily reach the checkout from each page of the app

Digital wireframes

Sandwich details

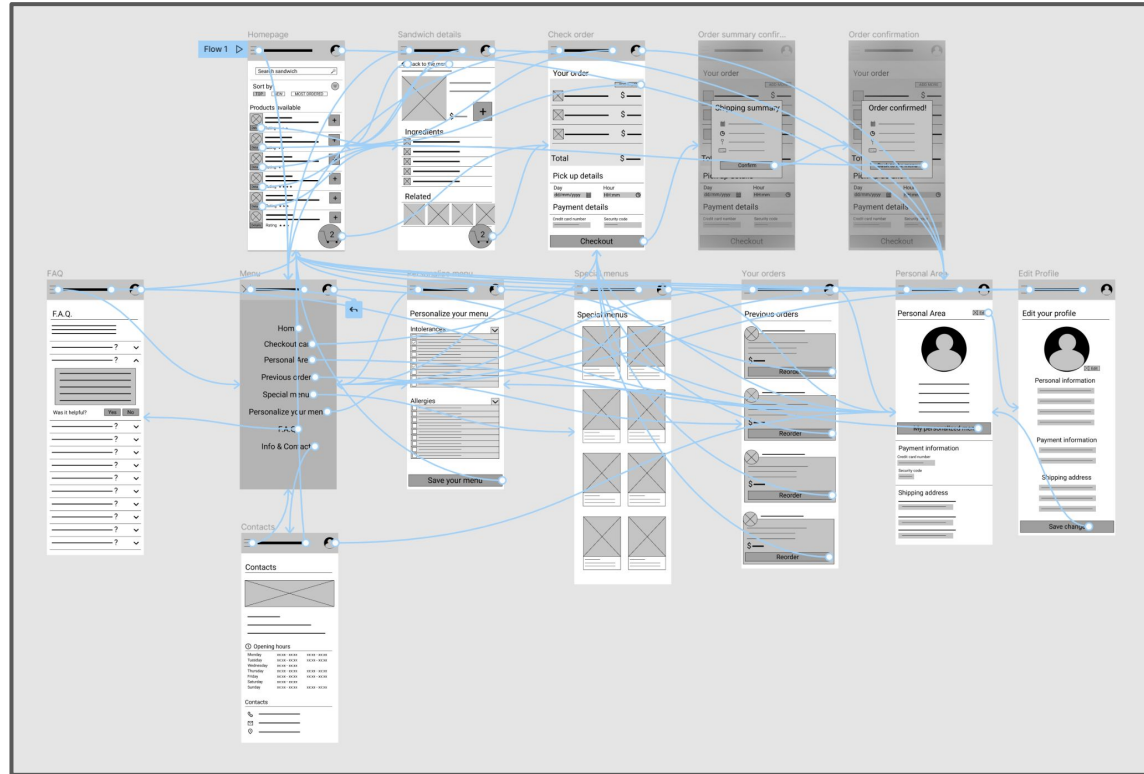
The sandwich details' page will include all the necessary information a customer needs to know about a sandwich in order to make it easy for them to decide whether the selected sandwich fits their needs or not.



Low-fidelity prototype

In the low fidelity prototypes the users that took part in the usability study could test the primary user flow of completing the order, from browsing the menu to the checkout, but they could navigate other pages of the website as well.

View the PortWich [low-fidelity prototype](#)



Usability study: parameters



Study type:

Usability Study



Location:

Savigliano, Cuneo, Italy



Participants:

5



Length:

3 hours

Usability study: findings

I focused the usability study I conducted mainly on the navigation.

It revealed very important problem that that struggled the users while they were navigating the low fidelity prototype.

1

Menu personalization

Users found it difficult to move within the page of the menu personalization.

2

Navigation

Users want a quicker and more intuitive way to move around main pages of the app, like home, personal area, checkout.

3

Floating action button

Users often clicked on the cart floating action button by mistake so they were moved to the checkout cart even if the didn't want to do that.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

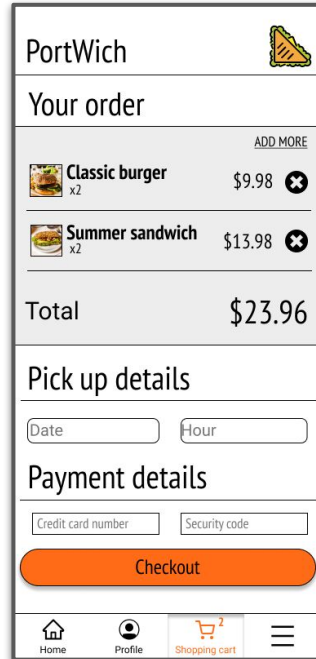
Mockups

Order checkout

Before the usability study, the user had to insert the date and the hour of the pick up manually(writing each number).

So i decided to add a date picker for the day and a time picker for the hour so it's easier for user to select them.

Before usability study



PortWich

Your order

ADD MORE

Classic burger x2 \$9.98

Summer sandwich x2 \$13.98

Total \$23.96

Pick up details

Date Hour

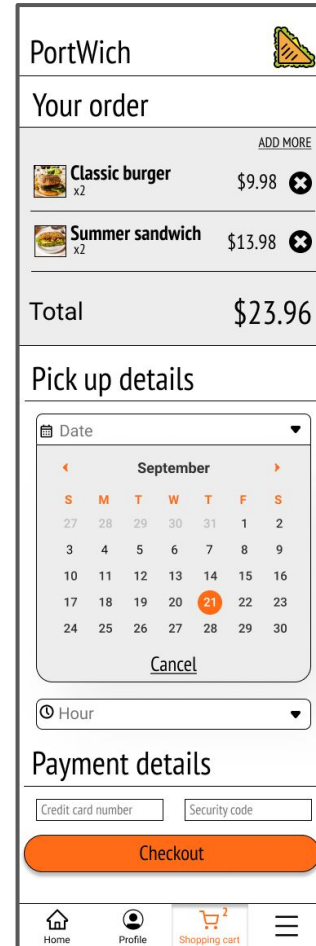
Payment details

Credit card number Security code

Checkout

Home Profile Shopping cart

After usability study



PortWich

Your order


ADD MORE


Classic burger x2 \$9.98

Summer sandwich x2 \$13.98

Total \$23.96

Pick up details

Date 

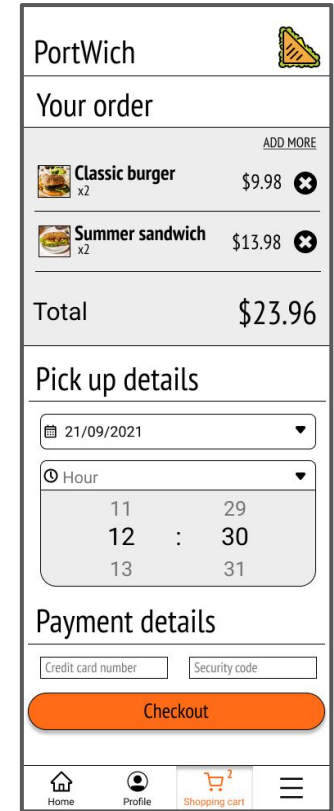
Hour 

Payment details

Credit card number Security code

Checkout

Home Profile Shopping cart



PortWich

Your order


ADD MORE

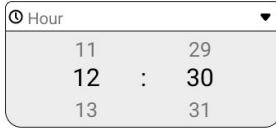
Classic burger x2 \$9.98

Summer sandwich x2 \$13.98

Total \$23.96

Pick up details

Date 

Hour 

Payment details

Credit card number Security code

Checkout

Home Profile Shopping cart

Mockups

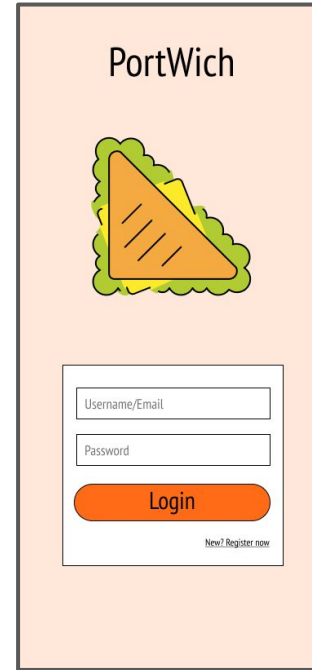
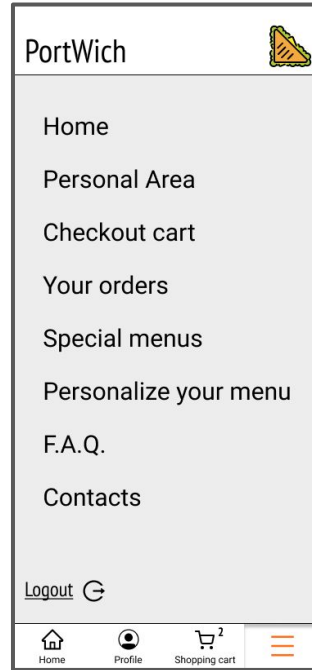
Logout

Users want a confirmation screen to confirm they want to logout.

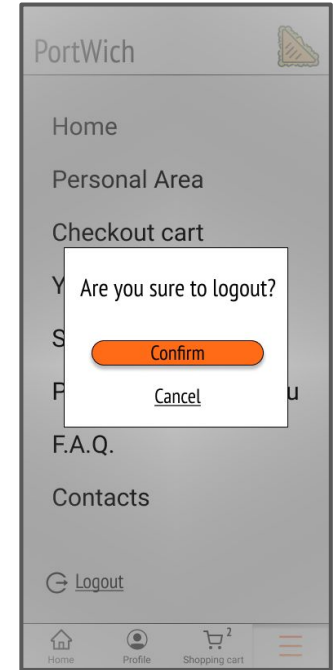
Sometimes they click by mistake the logout button and they have to login again.

Now i added a confirmation page between the click and the actual logout to avoid these kind of problems.

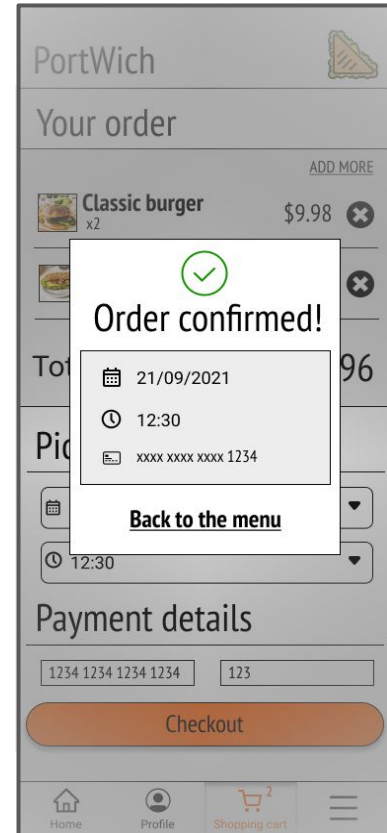
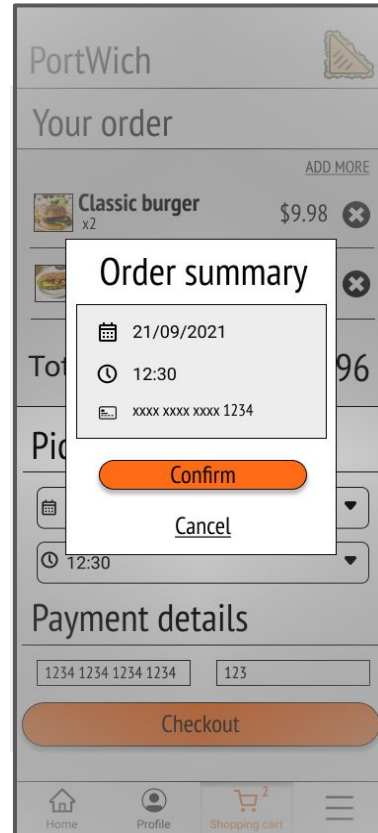
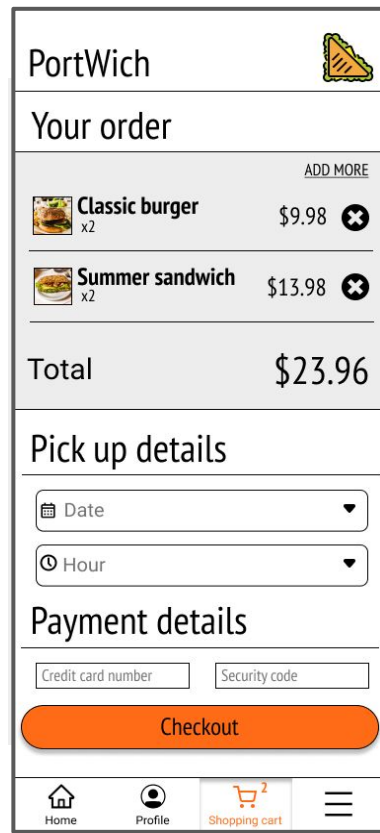
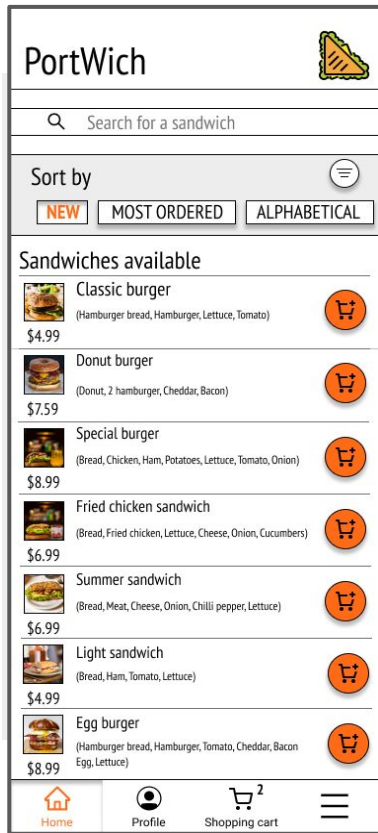
Before usability study



After usability study



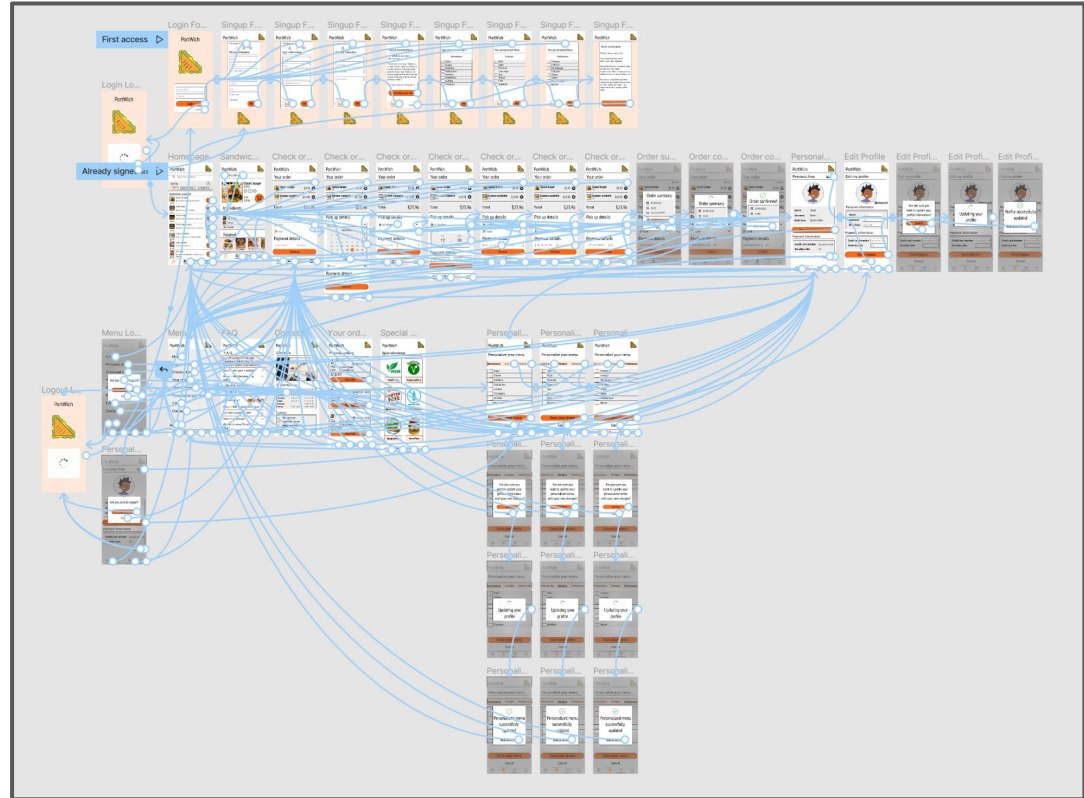
Ordering process key mockups



100%

Try the PortWich

high-fidelity prototype



Accessibility considerations

1

The possibility to personalize the menu and the “Special menus” section allow users that have some kind of intolerances or allergies to quickly and safely complete their order.

2

The usage of well-known icons, such as back arrow, cart icon and more, helps the user easily navigate the application.

3

Thanks to alternative text in images users that are visually impaired can easily navigate and complete the ordering process using a screen reader.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Due to the careful attention on food problems, PortWich can make the ordering process easy and quick for all the users.



What I learned:

Throughout all the research and design processes I learned how complex it is to pay attention for all of the different kind of problems a person can have with food, but thanks to that, I learned how important it is to constantly research and iterate on designs.

Next steps

1

Conduct a usability study to check if the last design iterations address all the users' pain points or not.

2

Conduct a usability study as soon as we launch the complete application in order to understand whether we address all the different problem a user can have while using our application or if we've missed something.

3

In the meanwhile, continue researching to determine if there are new areas where I have to focus my attention on.

Get in touch with me!



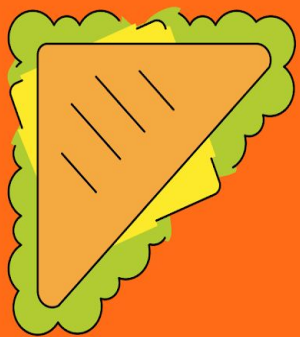
Thank you for your attention on my work on the PortWich app!

If you want to know more or get in touch with me, my email is provided below.

davideparizia98@gmail.com

In addition if you are interested about myself or about my other works you can visit my website.

davide-parizia.webflow.io



Thank you!

PortWich

Davide Parizia

