

# FreshFood Menu Preview App

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# Project overview



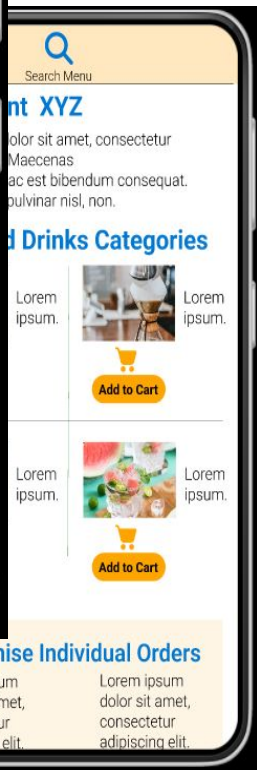
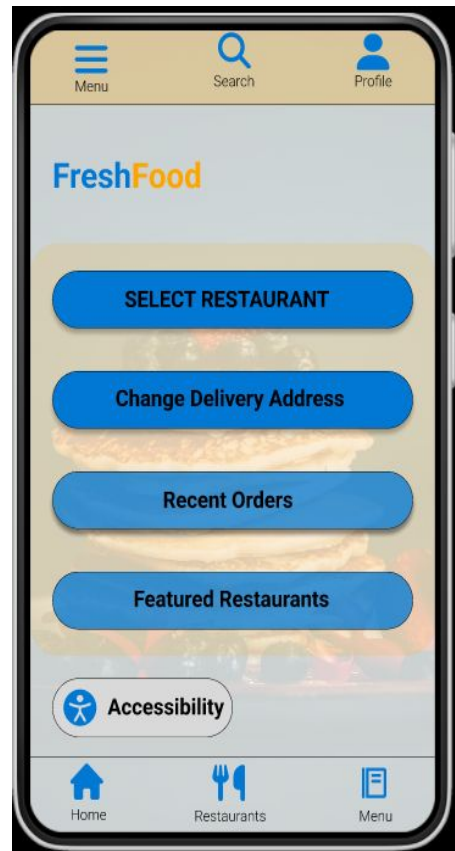
## The product:

FreshFood app is a menu preview and ordering app for busy individuals who need to order food for their colleagues in their workplace. The app offers an opportunity for colleagues to collaborate in ordering food as a single group.



## Project duration:

October 2023 - March 2024



# Project overview



## The problem:

Busy employees in professional firms encounter delay challenges when they are ordering food for their colleagues.



## The goal:

The app let users to collect and make group orders by saving time for busy professionals to focus on productive tasks.

# Project overview



## My role:

UX designer for FreshFood App from conception to delivery.



## Responsibilities:

The product idea conception, conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, Ensuring accessibility in the design, and iterating on designs.

# Understanding the user

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

# User research: summary



I conducted interviews with potential users, including busy employees in professional firms, to gain valuable insights into the app's user experience. At first, I had formulated various assumptions about how users will interact with the app and their preferences about features like group ordering and communication.

Through interviews, I learned that users valued simplicity and efficiency in ordering process. They expressed a strong preference for a single-page checkout, contrary to my assumption of multi-step process. Additionally, users demonstrated the significance of real-time chat for effective communication during group orders, deviating from my initial assumption that notifications are enough.

# User research: pain points

1

## Complex Checkout Process

Users found the multi-step checkout process confusing and time-consuming, leading to frustration during group orders. To address this pain point, I will simplify the checkout process to a single, straightforward page.

2

## Lack of Real-time Communication

Users expressed difficulties in coordinating group orders due to the absence of a real-time chat feature, relying solely on notifications. In response, I will prioritize the development of an integrated chat feature to enable instant communication among participants.

3

## Limited Accessibility Features

Some users with accessibility needs found certain parts of the app challenging to use. I will enhance accessibility by incorporating features like screen reader compatibility, adjustable font sizes, and improved contrast.

4

## Confusing Invitation Process

Users encountered difficulties in sending and accepting invitations. I will redesign the invitation process with clearer instructions and user-friendly interfaces.

# Persona: Joseph

## Problem statement:

Joseph is a student at college and is new in United States and needs an app for previewing and ordering food in an understandable language.



Joseph

**Age:** 20  
**Education:** Student at college.  
**Hometown:** Nairobi, Kenya.  
**Family:** Lives with parents with one sibling.  
**Occupation:** Full-Time Student.

*"As an immigrant student pursuing online college courses and night school for learning English, accomplishing my tasks, including ordering food is of critical importance."*

## Goals

- To ease the completion of basic tasks while being immigrant in the United States.
- To explore the best that his new neighbourhood has to offer.
- To balance his studies and fun, while taking care of his younger sibling while parents are at work.

## Frustrations

- "Some of the hotel menu preview apps has been taking long time to validate payments especially for those who are not the inhabitants of the country."
- "Some hotel menu preview apps has been challenging to use due to use of the icons that I am not conversant with."
- "It sometimes takes time to load the page as you scroll and swipe while looking for your favourite coffee and food."

Joseph is a recent immigrant to the United States who is currently enrolled in an online classes and taking classes at a night school for learning English. They can read English well, but sometimes encounter challenges due to difficulties at restaurants and at shops where the attendants speak very quickly and limited translation options available. Joseph likes sports and outdoors, and wants to know more about his neighbourhood. Joseph needs an hotel menu preview app with translation feature to know the right food to order in restaurants.



# Persona: Leah

## Problem statement:

Leah is a doctor with a busy and demanding schedule and needs an app for ordering food on the go to save time to attend her patients.



Leah

**Age:** 42

**Education:** Doctor of Medicine

**Hometown:** Newport, Rhode Island.

**Family:** Single, lives alone.

**Occupation:** Doctor

*"My career as a doctor makes my schedule busy and demanding. I do not have time to waste while previewing hotel menus."*

## Goals

- To save time and attend to patients in real-time.
- To keep a balanced life between her work and her hobbies and personal life.
- To be in a position to get an easier and efficient way to order food to pick on-the-go.

## Frustrations

- "Some mobile apps fail to load the screen reader technologies making it challenging for me to preview menu due to my visual impairment."
- "I sometimes perceive using mobile preview app challenging to use due to the improper incorporation of the screen readers that facilitate people with visual impairment to get the menu items."
- "I have found that restaurants menu preview apps use very small fonts that make me to highly struggle in reading and understanding their menu."

Leah is a doctor with a busy and demanding schedule. They work on unpredictable shifts in a mid-size hospital, and swims for a local semi-professional team. Leah is visually impaired for which she uses screen reader technologies. This assistive technology makes using apps more convenient for Leah, but not all apps are optimised for screen reader usage. Leah would like for an app for ordering and picking food effectively.

# User journey map

Mapping out Leah's journey in exploring food menu preview and ordering apps made it useful to have a dedicated FreshFood app to ease the process.

## Persona: Leah

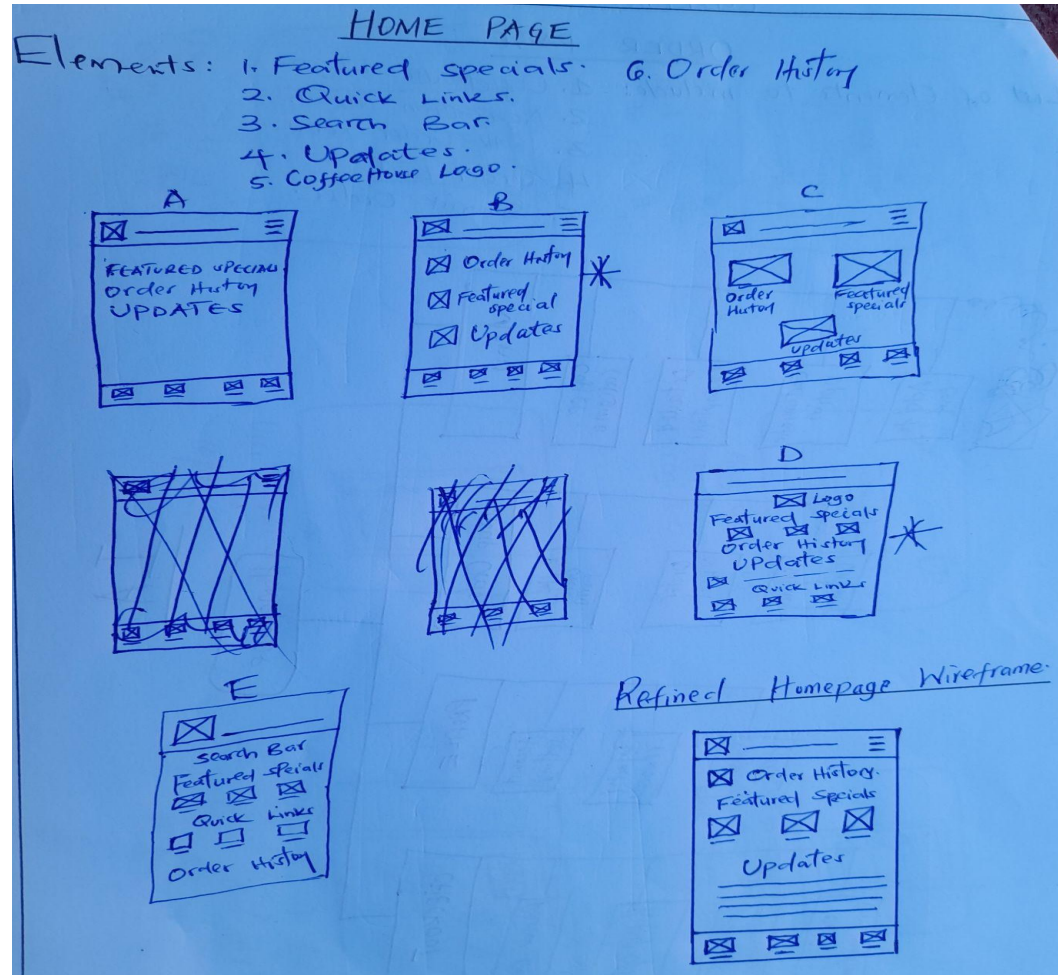
Goal: To save time while previewing hotel menus due to my busy and demanding schedule.

ACTION	Leah reaches her pocket and gets her smartphone	Leah downloads, creates an account, and login to the app	Leah browses and explores restaurant menu	Leah orders her favourite meal and pays	Leah tracks and picks her meal.
TASK LIST	A. Locate her smartphone in her bag or pocket. B. Unlock her smartphone.	A. Download the app B. create an account. C. Login to the app	A. opens the app's main menu B. Browse available restaurants C. Select a specific restaurant to view its menu	A. Choose her favorite meal B. Customize the order C. Proceed to the payment screen.	A. Confirm her order B. Receive a notification confirming. C. Track her order's progress
EMOTIONS	Relieved Frustrated.	Accomplished. Impatient.	Contented. Confused.	Efficient Anxious	Assured. Impatient.
IMPROVEMENT OPPORTUNITIES	Provide an assistive device to quickly access the restaurant menu preview app.	1. Allowing users to sign up using social media or email accounts. 2. Minimise the required fields for registration	Implement voice-activated menu exploration.	Integrate a voice command feature.	1. Providing estimated wait times 2. Enable Leah to communicate her specific needs to restaurant staff through the app.



# Paper wireframes

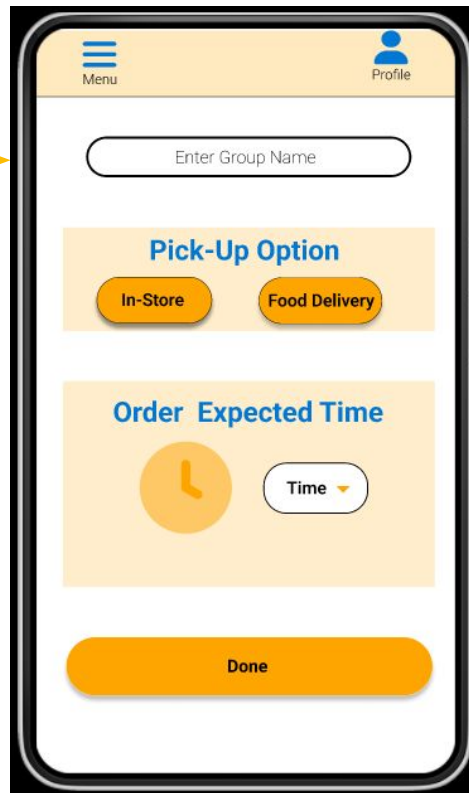
[I took sufficient time to draft paper wireframes and come up with refined page for every page for easy transition to digital wireframes in addressing user pain points. For the home page screen shown, easy group order start is prioritised.



# Digital wireframes

The design of the digital frames were based on the findings from the user research. This will address users' pain points.

This feature enables users to create group name for ordering food for various individuals as a whole.

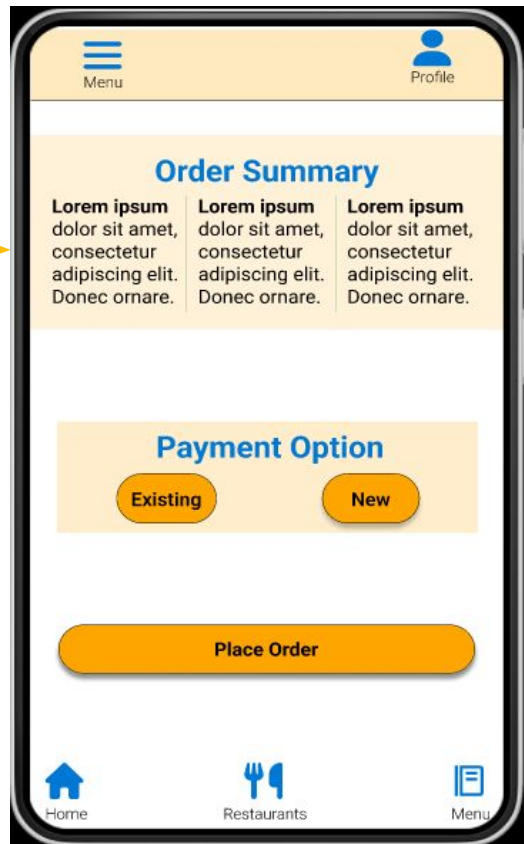


This feature will enable the group ordering person to specify time they need their order ready to avoid any delays.

# Digital wireframes

Review of all individual orders was a challenge for group orders, and the design has to put it in one screen for easy review before inputting payment method and placing the order.

This section provides a summary of all orders placed before placing the order in a single place.



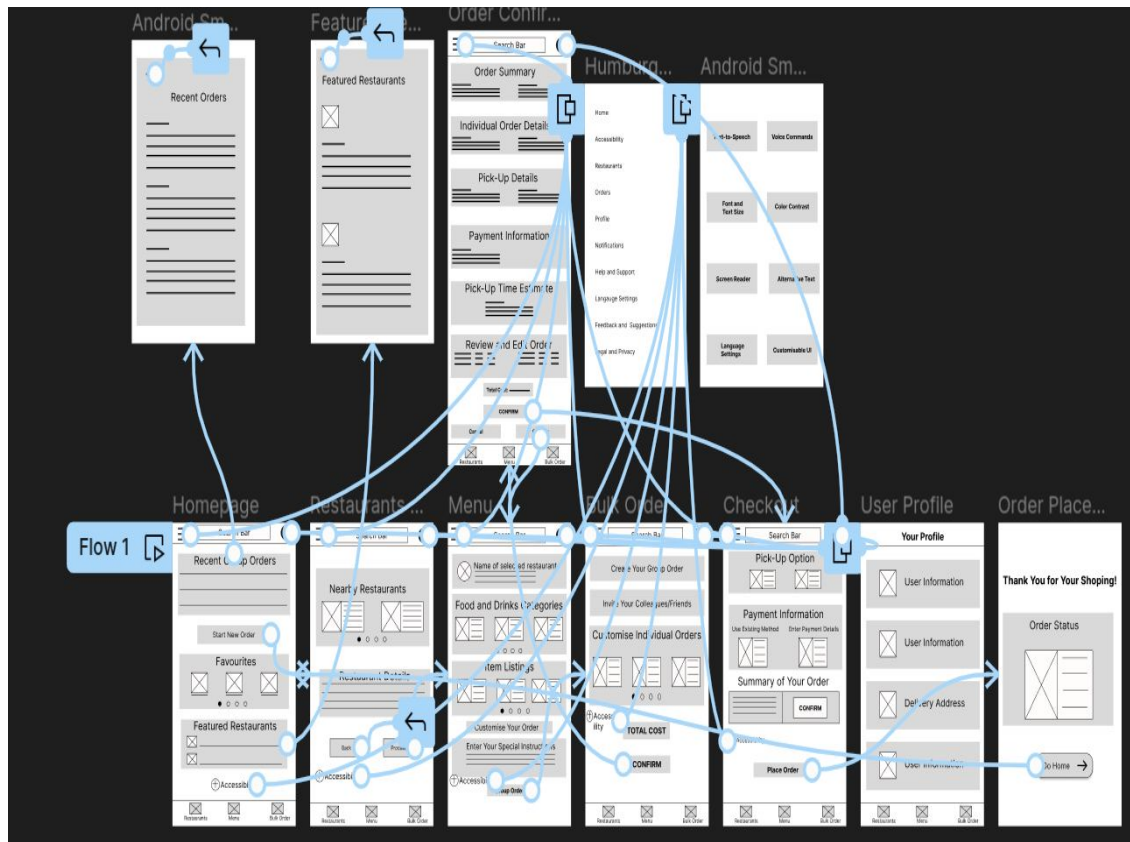
This section provides user with an opportunity to choose preferred method of payment before placing the order.



# Low-fidelity prototype

## [Link to the prototype](#)

The prototype connected how the user can start a group order, invite colleagues to collaborate in ordering food, review, and place the order to be ready before the stated time to remove any delays. The prototype is used for usability study.



# Usability study: findings

I conducted two usability studies for this project. The first study generated findings that guided the transition from wireframes to mockups. The second usability study utilised a high-fidelity prototype and demonstrated the features of mockups that needed refinement.

## Round 1 findings

- 1 Users wanted easy navigation to restaurant list.
- 2 Users needed an easy and efficient way of picking food items and adding them to the cart.
- 3 Users wanted a clear navigation to changing delivery address.

## Round 2 findings

- 1 Users needed a more easier way of selecting restaurant.
- 2 Users wanted an efficient feature of creating and customising group orders.
- 3 Users wanted a page for inviting their colleagues to the group order.



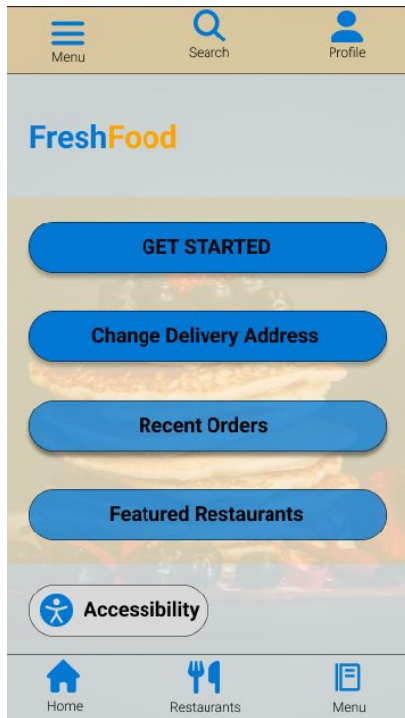
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

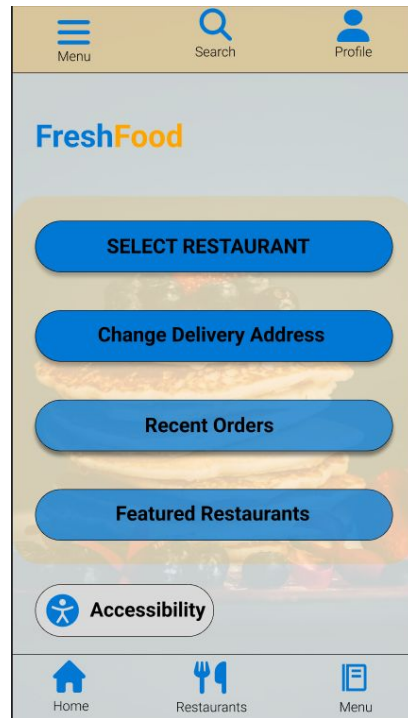
# Mockups

Early design allowed the users to only start the process of starting the order without specifying the first step. After the study, **select restaurant** button replaced the **get started** button.

Before usability study



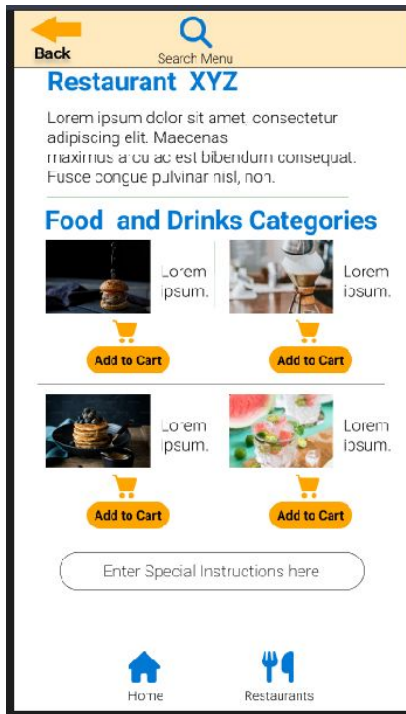
After usability study



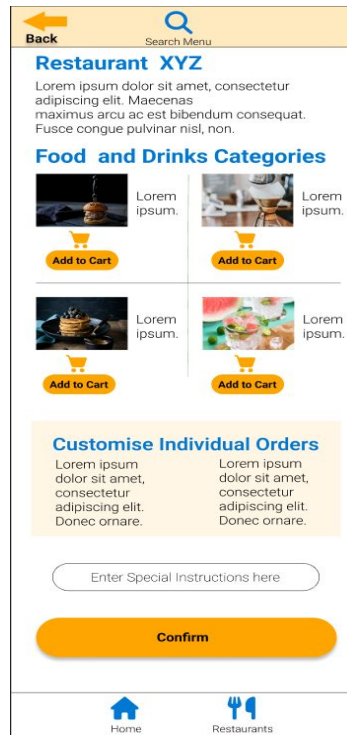
# Mockups

Before the usability study, the users did not have the option to customise individual orders. After the study, customise individual orders section was added.

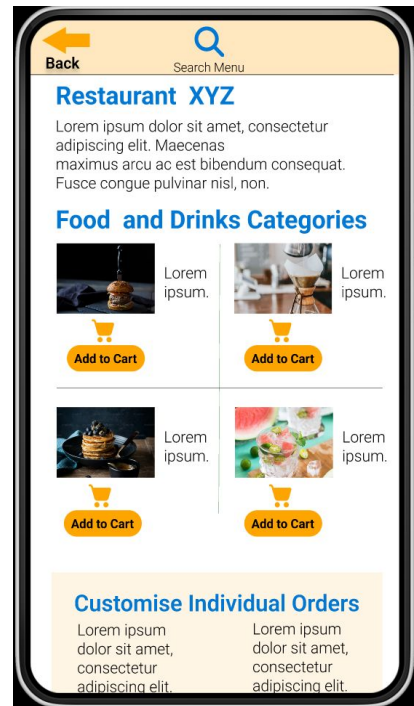
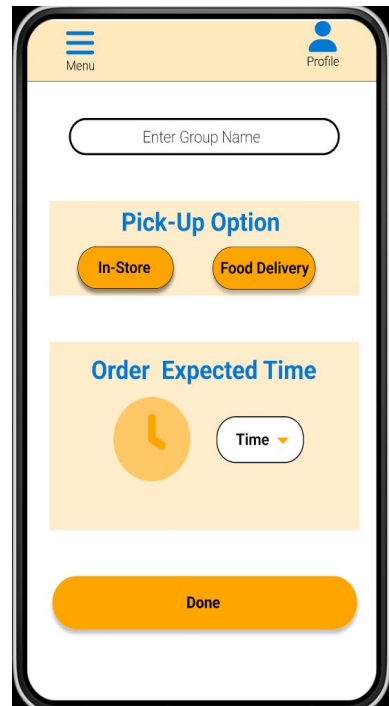
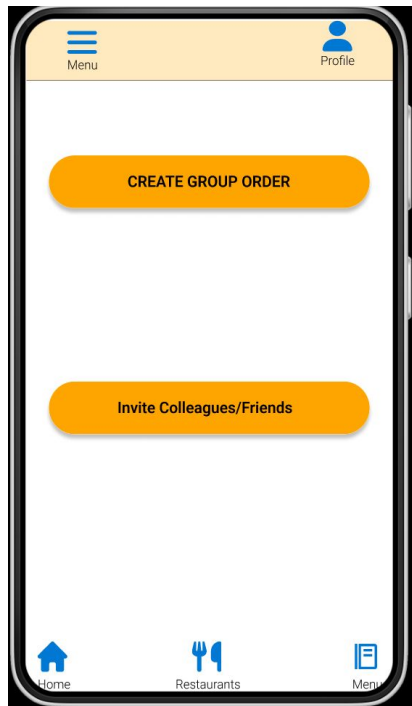
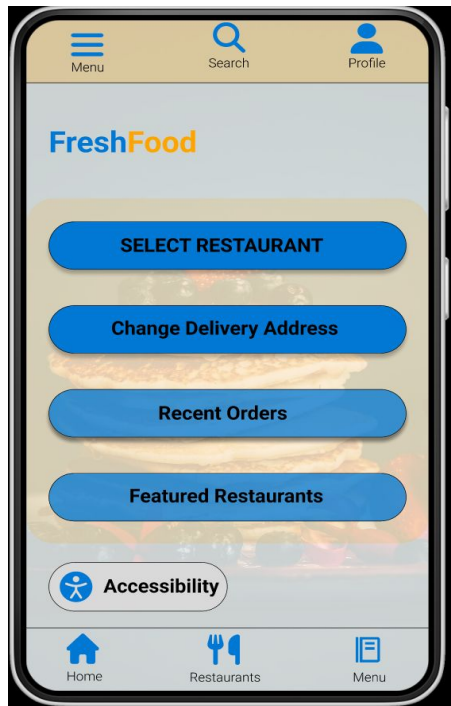
Before usability study



After usability study

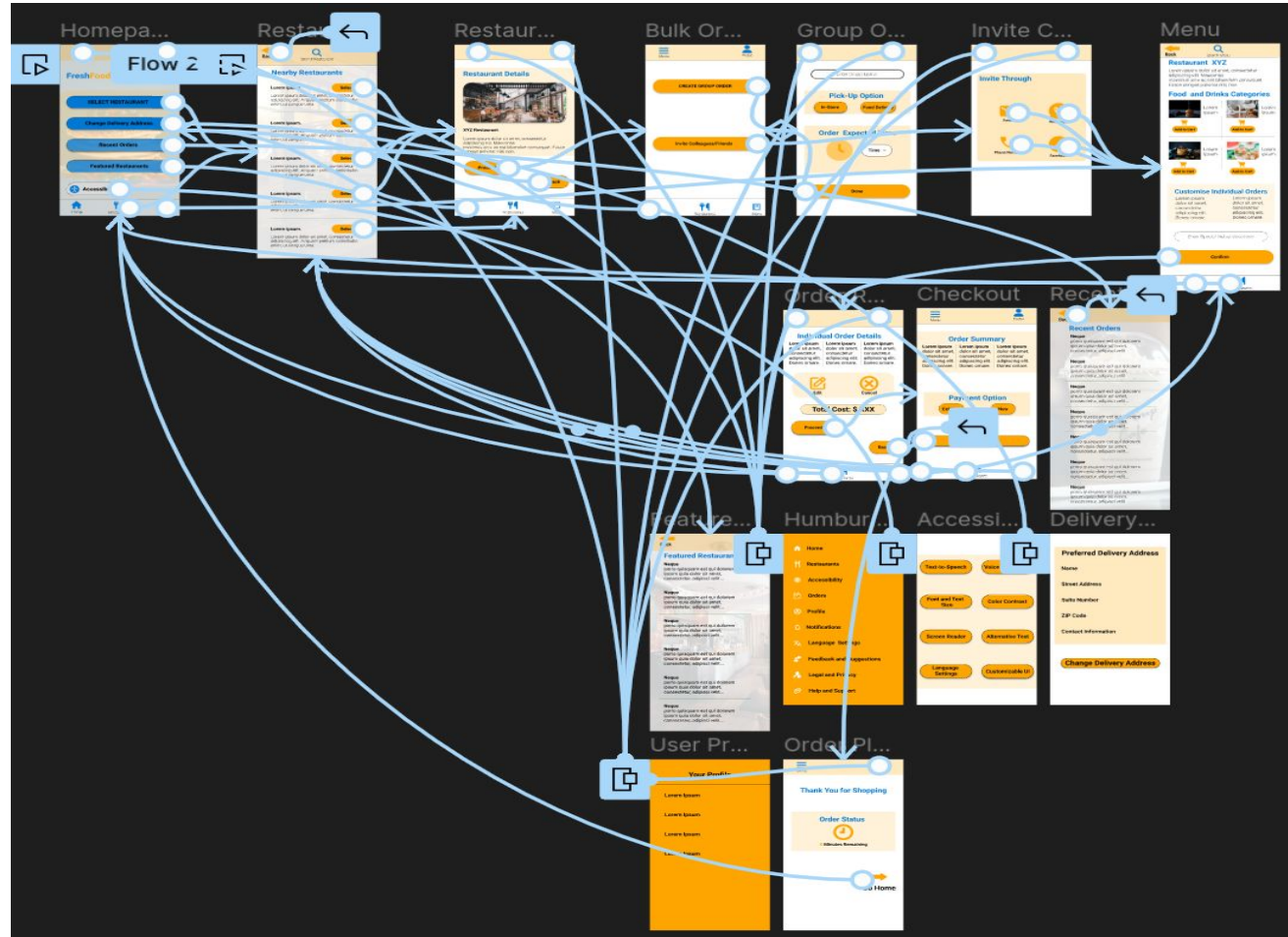


# Mockups



# High-fidelity prototype

[Link to high-fidelity prototype](#)



# Accessibility considerations

1

Integration of accessibility button in home page for users to adjust the app settings based on their preferences.

2

Use of clear images for food categories and drinks to avoid confusion.

3

Use of icons to easy navigation.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

FreshFood app allows users to place food group orders with ease without much struggle.

The quote from peer feedback is:

"It's so intuitive and efficient. I can't wait to use it regularly with my colleagues once it's launched. It's going to save us so much time and effort!"



## What I learned:

As I was developing the FreshFood app, I learned that the initial ideas are only the beginning of the process since these ideas later get refined through findings from usability studies and peer feedback.



# Next steps

1

Conduct other usability studies with users to ensure that pain points are addressed..

2

Conduct additional user research to identify any new areas of need.

3

Continue refining the app's visual and interactive design based on user feedback to enhance usability, accessibility, and overall aesthetics.

# Let's connect!



I appreciate the time you have taken to review FreshFood Menu Preview App. If you would like to contact me, my contact information is provided below.

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