NoshFlix - Snack ordering App

Dhakshina Sri P

Project overview
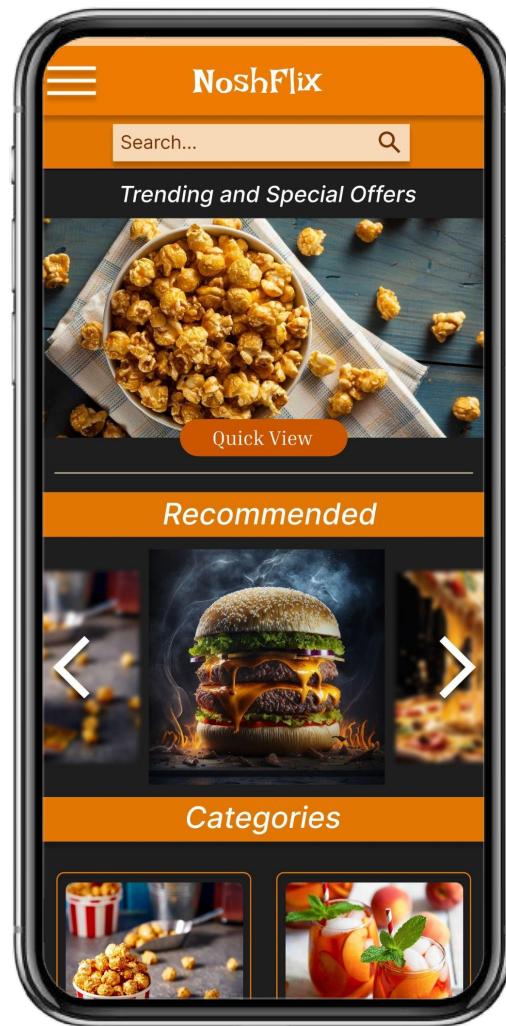
The product:

NoshFlix: A snack ordering app for moviegoers.

Project duration:

October 2023 to December 2023

Google

Project overview

The problem:

Movie intermissions are typically short, providing user a brief timeframe to browse the menu and make snack selections.

Complex navigation distract users from the movie-watching experience.

The goal:

Design an app that allows users to browse, order and pay for snacks quickly and efficiently within a limited time frame.

Ensure ease of navigation to maintain a seamless movie-watching experience without causing distractions for users.

Project overview

My role:

Lead UX designer, UX researcher, Interaction Designer.

Responsibilities:

User research, paper and digital wireframing, low-fidelity and high-fidelity prototyping, conducting usability study, Information Architecture.

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Understanding the user

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

Google

User research: summary

I conduct interviews and create empathy maps to understand the users I'm designing for and their needs. One primary user group identified through research was youth who don't want to miss any best part of the movies.

This user group confirmed our initial assumptions about the snack ordering app, as most youths are movie enthusiasts. However research also revealed that this is not the only problem. Other user problems include preferred payment methods, dietary restrictions, limited snack varieties, and unavailable items, which make the snack ordering process difficult.

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User research: pain points

1

Food

People with dietary restriction and food allergies need to know the ingredients used in their food.

2

Payment

Absence of convenient payment option was frustrating for many users.

3

Accessibility

Platforms for ordering food are not equipped with assistive technologies.

4

IA

Text-heavy menus in apps are often difficult to read and hinder the ordering process.

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Persona: **Linda**

Problem statement:

Linda is a full time student who needs easy and quick access to order snacks because she wants to avoid time-consuming waits while ordering snacks.

Linda

Age: 19
Education: Earning degree at a local university
Hometown: Austin, Texas
Family: Lives with parents and younger siblings
Occupation: Full time student

"Sharing cinematic adventures with loved ones and embracing technology's convenience is the perfect blend of my passions."

Goals

- I was determined to maintain a high GPA.
- I has clear career aspiration in tech industry.
- Going outing with friends as entertainment, especially movies.

Frustrations

- I feel hard to balance studies and social life.
- I was annoyed with the absence of preferred payment option in movie theaters.
- In movie theaters, lack of snack varieties and unavailable items was annoying.

Linda is vibrant and tech-savvy 19 year old girl. As a college student majoring in Computer Science, she values convenience and enjoys socializing with friends during nights. She always hangout with her friend whenever she got a leisure time. Linda is often the go-to person among her friends for organizing movie outings.

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User journey map

Mapping Linda's user journey revealed how useful it would be for user to have access to a dedicated Snack ordering app.

Persona: Linda

Goal: An easy and quick way to order snack in movie theater.

ACTION	Access the app	Browse menu	Place Order	Complete Order	Pick up order
TASK LIST	Tasks A. Install the app B. Create an account or log in C. Select your movie, theater, showtime and seat	Tasks A. Browse menu B. Customize the order C. Add snack to cart	Tasks A. Review and confirm order B. Select preferred payment option C. Provide payment details	Tasks A. Apply a discount if you have one. B. Place order C. Order updates will be provided	Tasks A. Show confirmation code or order number for verification B. Collect your snack
FEELING ADJECTIVE	Tired of app installations. Concerned about account security.	Excited to explore the menu. Annoyed with unavailable item.	Confident because getting a chance to review the order. Concerned about payment security.	Eager to place order. Relief from not having to worry about delivery updates.	Satisfied with the accuracy of the order. Happy to enjoy the snack.
IMPROVEMENT OPPORTUNITIES	Make the process of creating an account easy, quick, and secure.	Provide filter options to customize their search.	Enhance the design features and ensure users' payment security.	Provide user-friendly navigation.	Ensure order accuracy and implement a feedback system.

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Starting the design

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

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Paper wireframes

Crafting multiple iterations for each screen on paper was a thoughtful investment of time, ensuring that the selected selected elements for our digital wireframes were finely tuned to alleviate user pain point. I prioritized a quick and easy ordering process to help users save time.
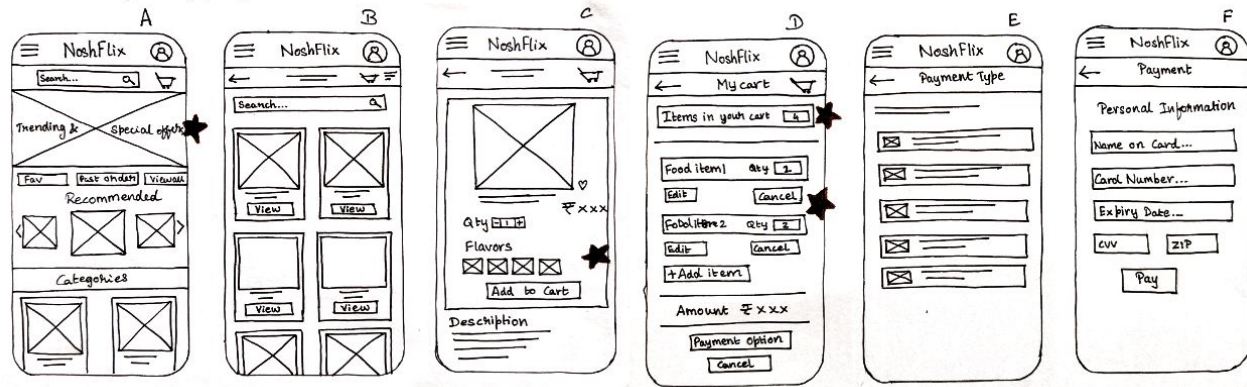
Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and discoveries obtained from user research.

The section at the top of the screen makes it fast and easy for users to order.
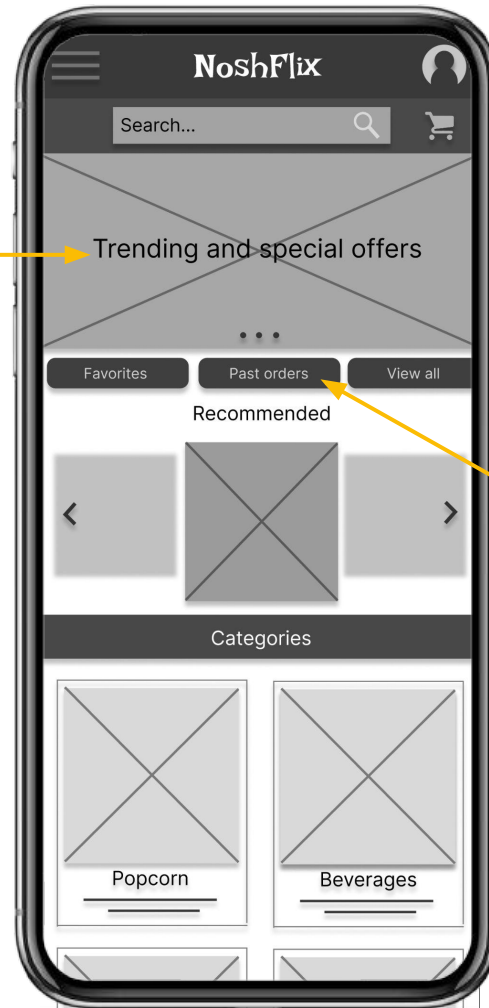
This button containing the collection of previously ordered items makes it easy for users to order.

NoshFlix

Search...

Trending and special offers

. . .

Favorites | Past orders | View all

Recommended

Categories

Popcorn

Beverages

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Digital wireframes

Key navigations are the essential ways user can move around and interact with the interface.

Home

Profile

Past Orders

Contact

About Us

Easy access to navigation that's screen reader friendly.

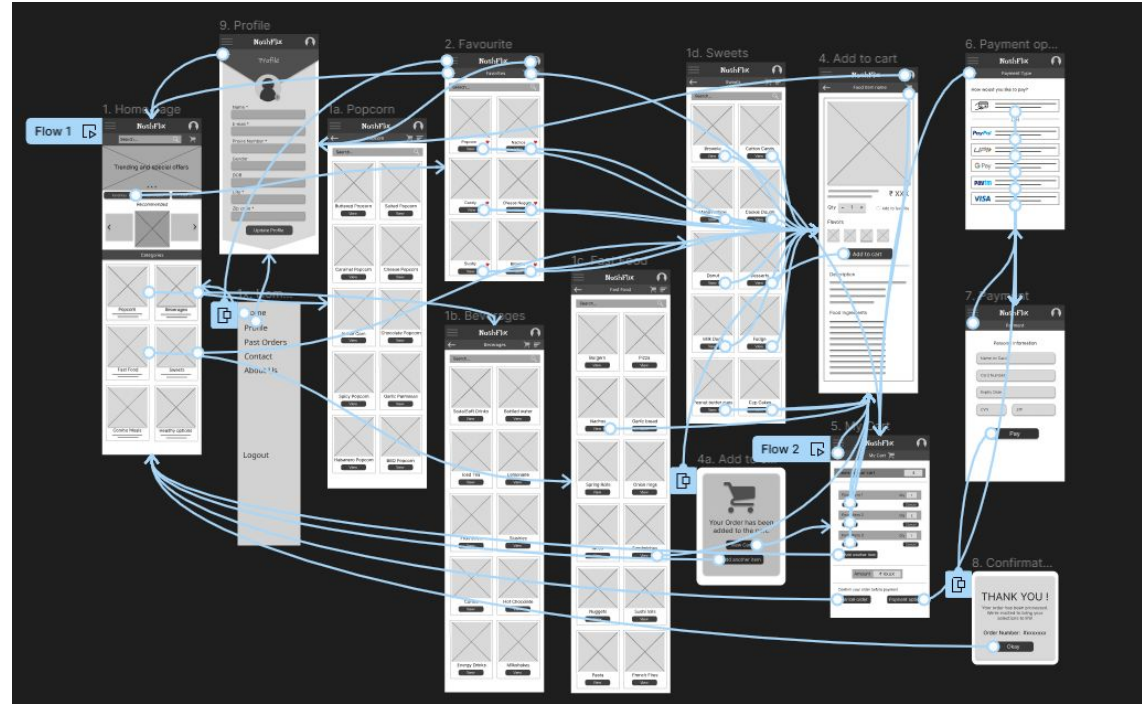Logout

ial offers

View all

>

Beverages
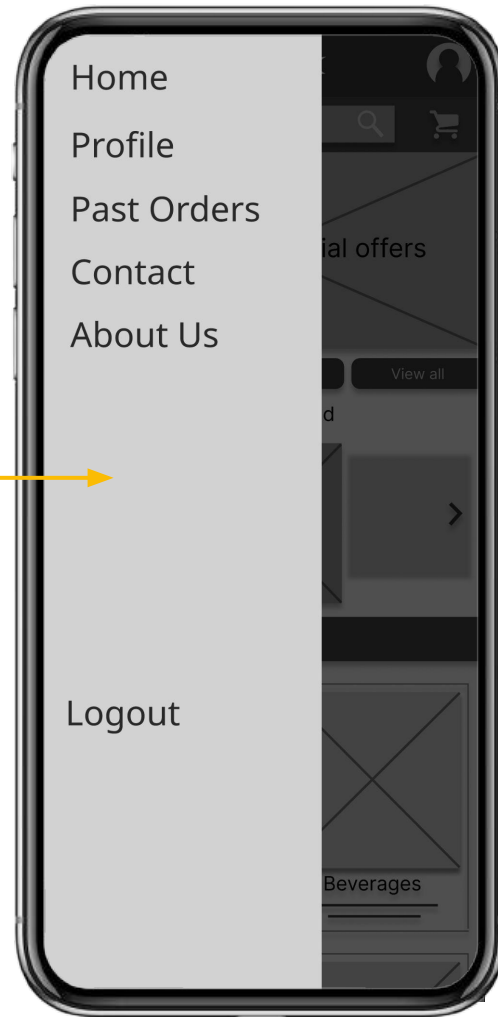
Low-fidelity prototype

The low-fidelity prototype connected the primary user for ordering and tracking the food, so the prototype could be used in a usability study with users.

View the NoshFlix

Low-fidelity prototype.

Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

1. Ordering process is too long.

2. The clustered layouts are frustrating.

3. Duplicate components with same functions are distracting.

Round 2 findings

1. Variation in size of buttons.

2. Users don't know whether the payment is processed or not.

3. Text heavy design

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Refining the design

- Mockups
- High-fidelity prototype
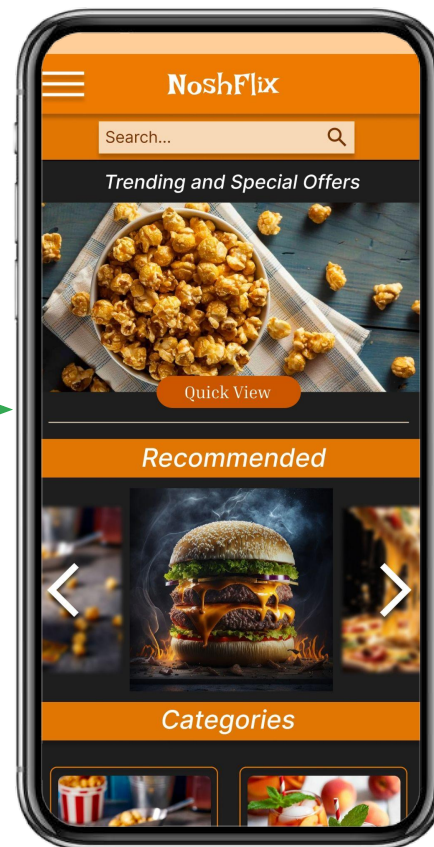- Accessibility

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Mockups

The first usability study revealed frustrations with clustered layouts and the distraction of duplicate components with same function. To enhance the user experience, I implemented a symmetrical layout. I drew sections to organize it and eliminated unnecessary buttons to reduce the visual weight.

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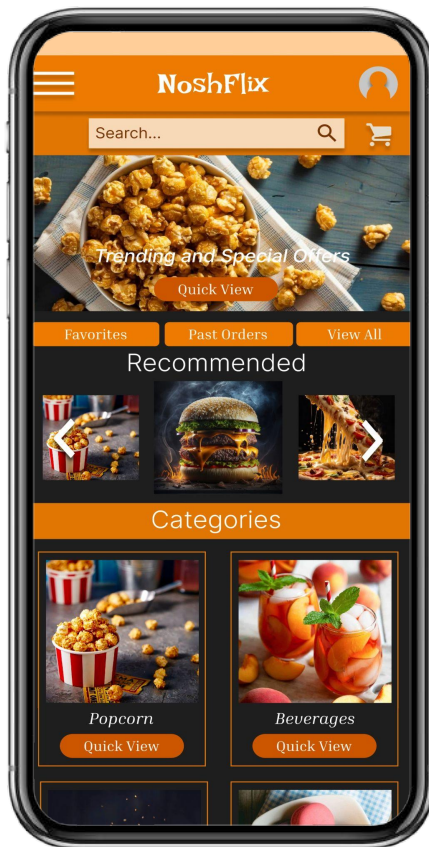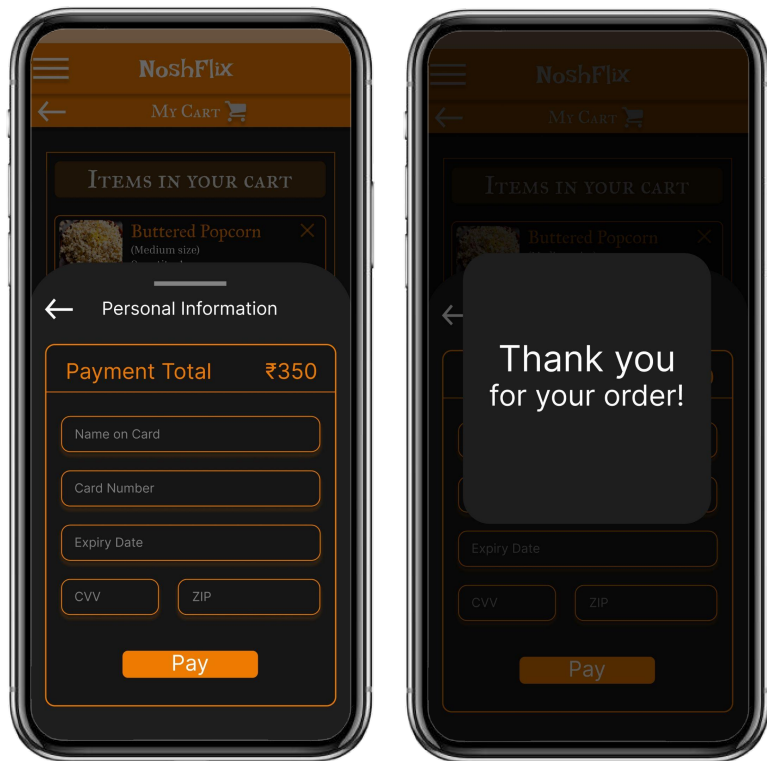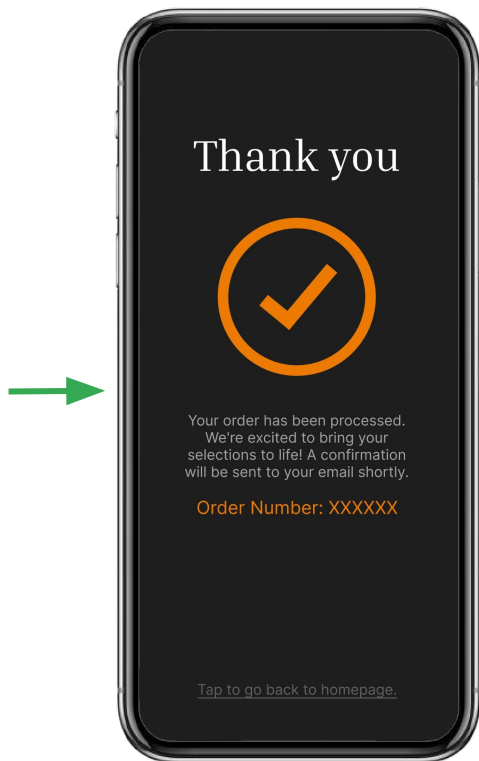
Mockups

The second usability study revealed that users doesn't know whether the payment is processed or not. To address this I replaced the phase "Thank you for your order" that appears after tapping the pay button with a detailed message that provides users with confidence that their payment has been successfully processed.
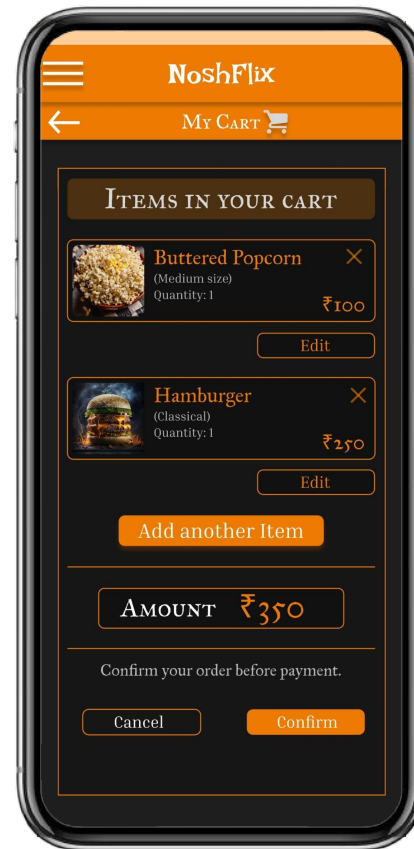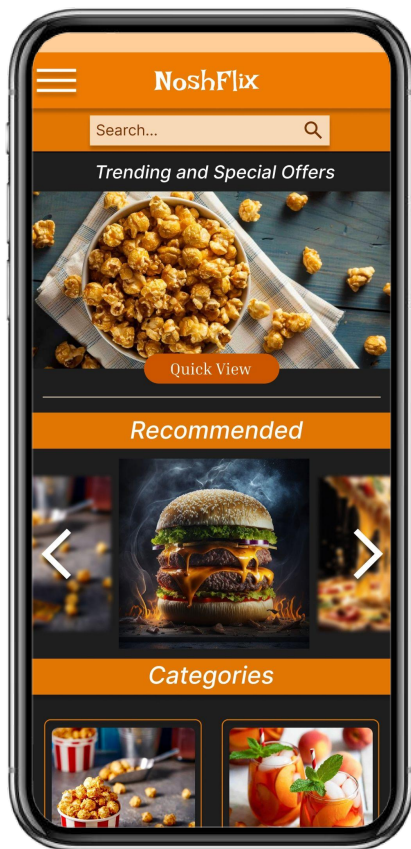

NoshFlix
My Cart 🛒

ITEMS IN YOUR CART

Buttered Popcorn
(Medium size)

← Personal Information

Payment Total ₹350

Name on Card

Card Number

Expiry Date

CVV | ZIP

Pay

NoshFlix
My Cart 🛒

ITEMS IN YOUR CART

Buttered Popcorn

Thank you
for your order!

Expiry Date

CVV | ZIP

Pay

Thank you

✓

Your order has been processed. We're excited to bring your selections to life! A confirmation will be sent to your email shortly.

Order Number: XXXXXX
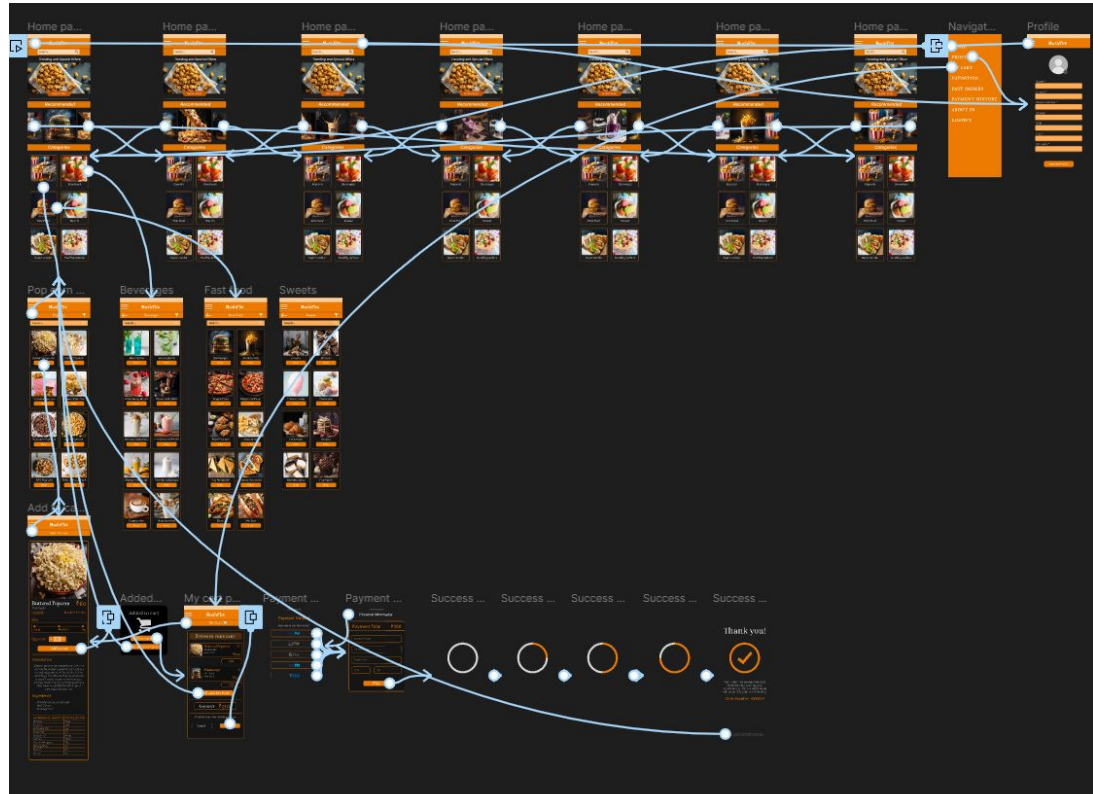
Tap to go back to homepage.

Google

Mockups

High-fidelity prototype

View NoshFlix

[High-fidelity prototype](#)

Accessibility considerations

1

Designed an intuitive navigation flow, ensuring coherent organization of information for users to easily understand the app's structure and functionality.

2

Implemented a high contrast between text and background colors to enhance readability and visually accessibility.

3

The elements employed are universally recognized, delivering a consistent and familiar user experience across culture and language.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

Our target users have shared that the design is intuitive to navigate, more engaging with the images and demonstrates a clear visual hierarchy.

What I learned:

I acquire a foundational knowledge and problem-solving approach that involves empathizing with users, emphasizing the significance of designing with the end-users in mind.

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Next steps

1

I continue to expand my understanding of design thinking and build upon what I have learnt.

2

Joining in UX groups and communities to establish my professional network.

3

Technology changes at a rapid pace, with tools and processes evolving. Therefore, I'll find the right sources to follow and stay updated on new tools.

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Let's connect!

Have feedback on my portfolio or want to bounce around design ideas? I'm all ears! Your insights are incredibly valuable to me.

Let's connect if you're passionate about user experience, design thinking, or anything related to digital products.

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