

Sandwitches

The title 'Sandwitches' is rendered in a blue, dotted, serif font. A green witch hat with a small white dot is positioned above the letter 'i'. A brown broomstick is positioned horizontally across the middle of the letters 'i' and 't', with the broom head extending to the right of the 's'.

German Shein

Project overview



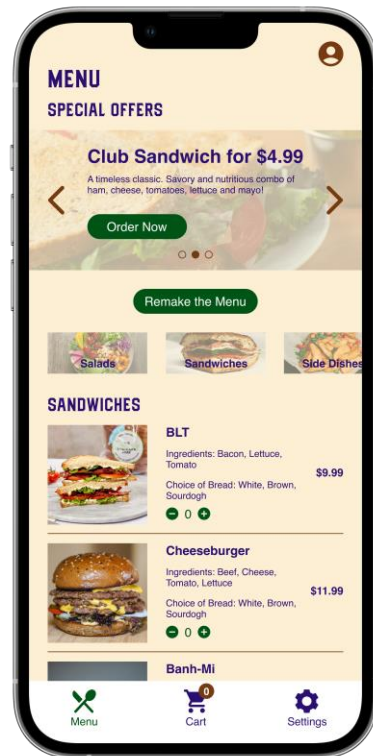
The product:

Sandwiches is an innovative dining experience, designed to cater to people with specific tastes, diets and people who have food allergies. Our application replicates this process by allowing the users to customize the menu to only see the items they want to potentially eat.



Project duration:

March 2022 – October 2022



Project overview



The problem:

Customers spend a significant portion of their time on food-delivery apps trying to find an item that fits their tastes and health preferences.

Additionally, they often have several payment methods and delivery locations that need to be managed within the app.



The goal:

Our goal is to design a Sandwiches app that:

1. Allows users to select food options based on the ingredients they want to consume
2. Saves cards, mobile payment options and delivery locations.

Project overview



My role:

Lead UX Designer: From Ideation to Implementation



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



There were several distinct research studies conducted for the Sandwiches application. First, pain points and preferences were surveyed. Secondly, competition was studied. Thirdly, two rounds of moderated usability studies were conducted. Additionally, throughout the design process there was a consistent study of the accessibility standards and practices to make the Sandwiches app available to a wide audience.

User research: pain points

1

Lack of Ingredients' List

Due to health concerns and sometimes refined tastes, consumers need to know what they will have in the food they want to order.

2

Wrong Delivery Location

A lot of the people surveyed were from the United Arab Emirates, which is a very rapidly changing place with an idiosyncratic address system.

3

Payment Methods are not stored

People want to utilize all of their credit/debit cards, Google and Apple Pay, without constantly reentering the payment information.

4

Abundance of options

Customers spend a lot of time selecting their food in the face of increasing options.

Persona: Paul

Problem statement:

Paul is a student who needs variety of sandwiches available for delivery daily because he does not have time to cook.



Paul

Age: 20
Education: Bachelor of Science in Finance
Hometown: London, UK
Family: Single
Occupation: Student & Intern

“Sandwiches are the best study food! They can be healthy and I can eat them while studying.”

Goals

- To graduate
- To order from a place with low prices, no delivery fees and loyalty rewards
- To save time on meal planning and eating

Frustrations

- Lack of clear labels and/or illustrations in the selection menu
- Sandwiches sometimes arrive cold

Paul is a young and ambitious student who dreams of working in a major bank. His schedule is extremely busy, since he is both studying full-time and always doing internships, related to his field of study. As such, Paul does not have time for proper meal planning or cooking. However, he likes to have some variety in what he eats and wants food to be healthy. Sandwiches offer him variety of ingredients, can be healthy and save his time

Persona: Rafif

Problem statement:

Rafif is an engineer who needs to know the ingredients of food because she has several food allergies that are health-threatening.



Rafif

Age: 35

Education: Master of Science in Biomedical Engineering

Hometown: Sharjah, UAE

Family: Married

Occupation: Biomaterials Engineer

"I have too much on my plate to worry about cooking and meal planning. Fast delivery of food to wherever I am is important to sustain myself."

Goals

- To properly manage time to focus on work and family
- To have a variety of food options and toppings in a restaurant menu

Frustrations

- Lack of proper geolocation
- Lack of allergen information
- Lack of option for different diets
- Entering payment information

Rafif is a Lebanese expat living in the United Arab Emirates. She has built a life in this country by studying the field she enjoys working in. Ever since the delivery services became popular, she has learned to rely on them to save her time, while she is working and building family. She also has several food allergies and her house does not have a proper address and therefore some of the food turns out to be either dangerous for her to eat or is delivered to a wrong building.

User journey map

Paul's user journey reveals that he is excited to try new sandwiches that fall within his preferences. Sandwiches gives him ample space to experiment with his taste buds!

Persona: Paul

Goal: Order a healthy customized sandwich ahead of his study session

ACTION	Find a sandwich he likes	Check the nutrition information	(Optional) Add/remove ingredients	Use a coupon or a loyalty program	Eat while studying
TASK LIST	A. Open the app B. Look through the list of sandwiches C. Pick the appealing one	A. See the ingredients B. Take a look if there are any undesirable biochemicals in these ingredients	A. Select desired ingredients B. Unselect undesired ingredients	A. Enter a coupon code B. Use loyalty/rewards points	A. Receive the food B. Eat it
FEELING ADJECTIVE	Excitement	Curiosity	Excitement and/or frustration	Relief if successful; Disappointment if not	Satisfaction
IMPROVEMENT OPPORTUNITIES	1. Add images and text descriptions for those using a screen reader 2. Make UI elements usable with one hand	List what dietary style permits eating this sandwich as an easy shorthand	Add images and text descriptions for those using a screen reader	Introduce a feature that would apply the points or coupons automatically if the user wants to	N/A

User journey map

Rafif's user journey

demonstrated how payment, delivery and allergens are an important consideration for a healthy and responsible person.

Persona: Rafif

Goal: Order a set of allergen-free sandwiches for the day

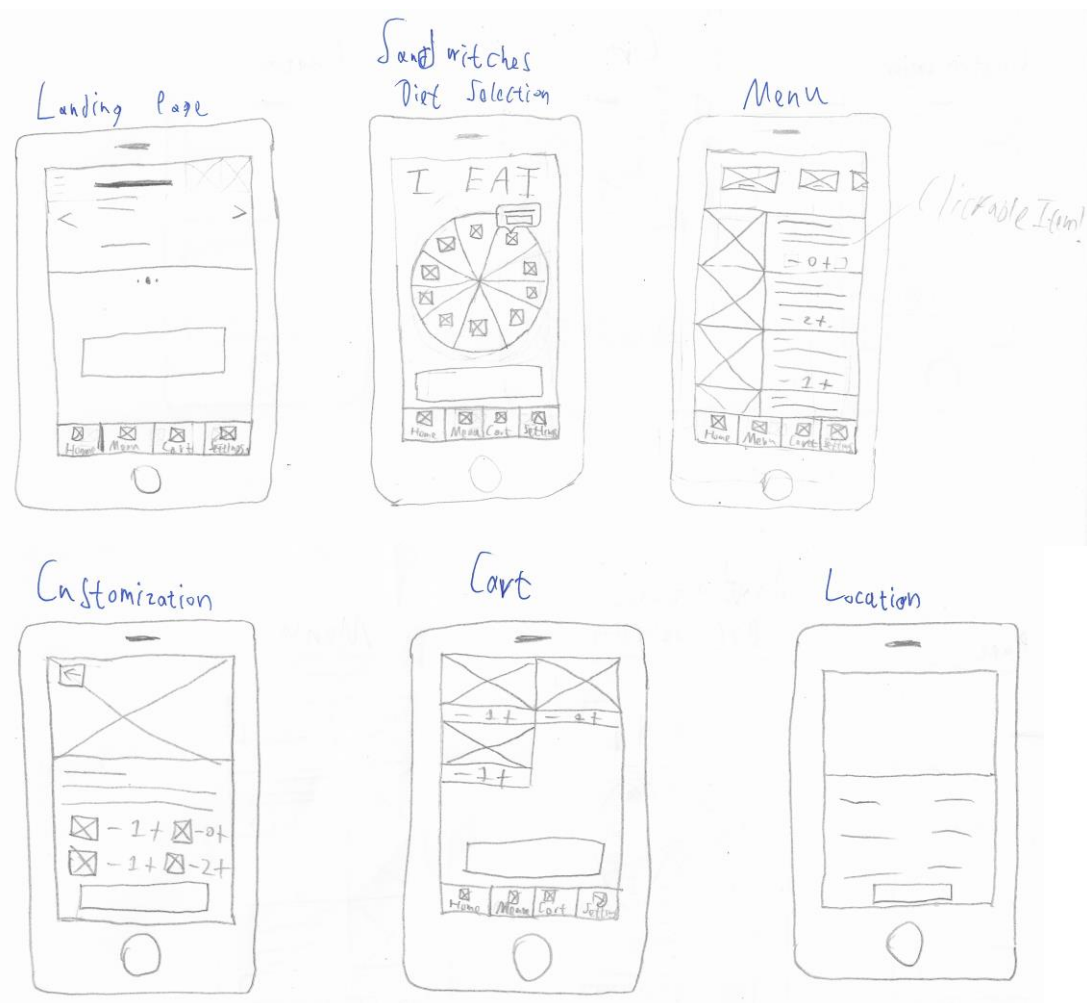
ACTION	Find sandwiches she likes	Check the allergen warnings	Enter payment information	Describe delivery location	Store them for later consumption
TASK LIST	A. Open the app B. Look through the list of sandwiches C. Pick the appealing one	A. See the list potentially harmful ingredients B. Check the full list of ingredients for anything else the first list missed	Entering debit/credit card information or other payment method	A. Enter the nearest landmark/street B. Enter the name of the building C. Describe how to reach that building from landmark/street	A. Receive sandwiches B. Put them in the refrigerator
FEELING ADJECTIVE	Excitement	Caution	Frustration	Frustration, Fear	Satisfaction
IMPROVEMENT OPPORTUNITIES	1. Add images and text descriptions for those using a screen reader 2. Make UI elements usable with one hand	Allow each individual user to provide their allergens for the restaurant to be aware of	Save card information (securely!)	1. Geolocation 2. Use address details stored in the device, on which the app is installed	Provide an expiration date for each sandwich

Starting the design

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

Paper wireframes

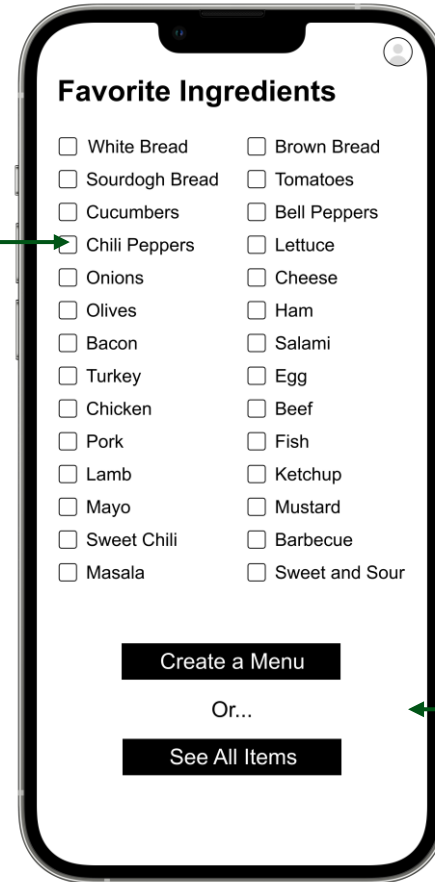
Drawing wireframes on paper allowed me to quickly visualize the first concept of the restaurant within an app. I focused on creating the main flow of the app: menu customization and subsequent ordering. It enabled me to create the main screens right away.



Digital wireframes

This screen was created after the first round of the usability study. It allowed to create a more clear process of selecting ingredients for the menu.

Users can select individual ingredients they want in their sandwiches. Only items with this ingredients will show up later in the menu



Users do not have to customize their menu. They can skip the step by pressing the "See All Items" button

Digital wireframes

This idea was implemented to make entering the payment information easier. Since the form resembles most debit/credit cards, it would be easy to copy the information

The card resembles most standard debit and credit cards

A digital wireframe of a mobile application's payment screen. The screen is titled 'Payment' at the top. Below the title is a card form that resembles a standard debit or credit card. The card form includes a card number (0000 0000 0000 0000), a validity date (VALID THRU 00 / 00), and fields for Name and Surname. Below the card form is a placeholder for a card image, showing a stylized card with a chip and the number 000. At the bottom of the screen is a large button labeled 'ORDER'. The bottom of the screen features a navigation bar with three icons: a circle with an 'X' labeled 'Menu', a circle with an 'X' and a notification badge labeled 'Cart', and a circle with an 'X' labeled 'Settings'.

Low-fidelity prototype

Sandwiches Lo-Fi prototype covers only the main user flow: selecting ingredients, ordering a sandwich, selection a location and paying for it.

Access the prototype below:

Sandwiches: Lo-Fi Prototype



Usability study: findings

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

Round 1 findings

- 1 Chosen unorthodox labels do not always convey the meaning behind the UI elements
- 2 The wheel of ingredients did not convey the function behind it
- 3 Users interpreted menu customization process as building a custom sandwich

Round 2 findings

- 1 UI Elements are hard to interact with due to size and placement
- 2 There are not enough cues that indicate the changes in the ordering process. For example, they suggested adding a pop-up message “Item added to Cart”

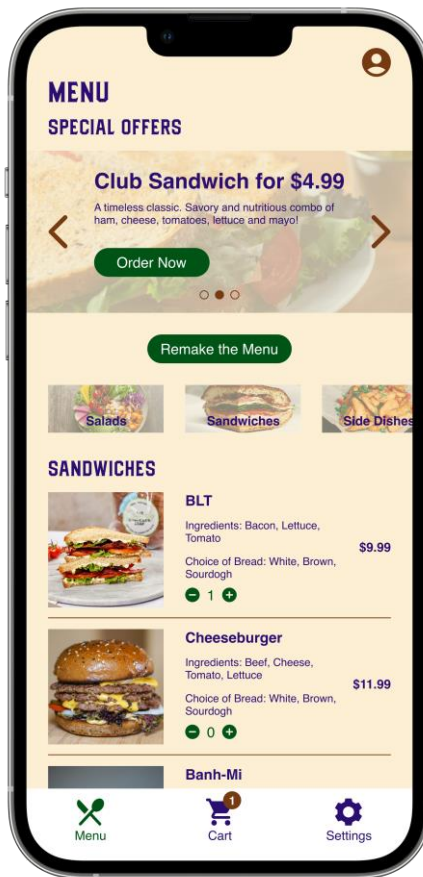
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

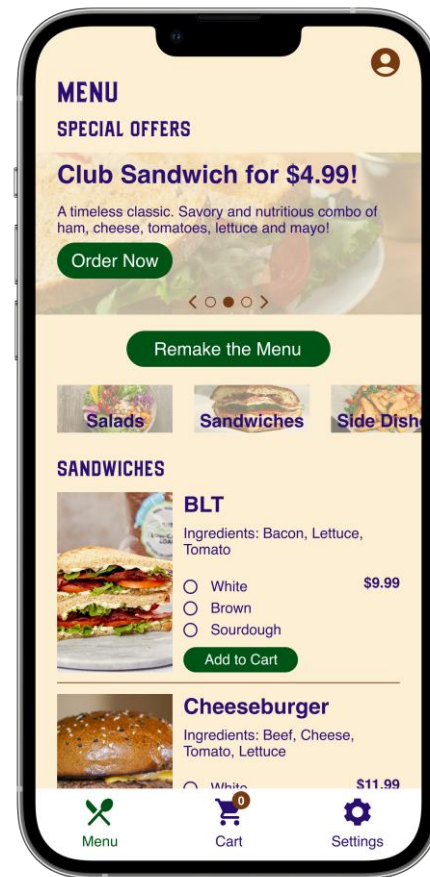
Mockups

The Menu page had fonts and buttons that were too small to interact with or even read. After conducting the Usability Study, I have reworked the page to make it accessible

Before usability study



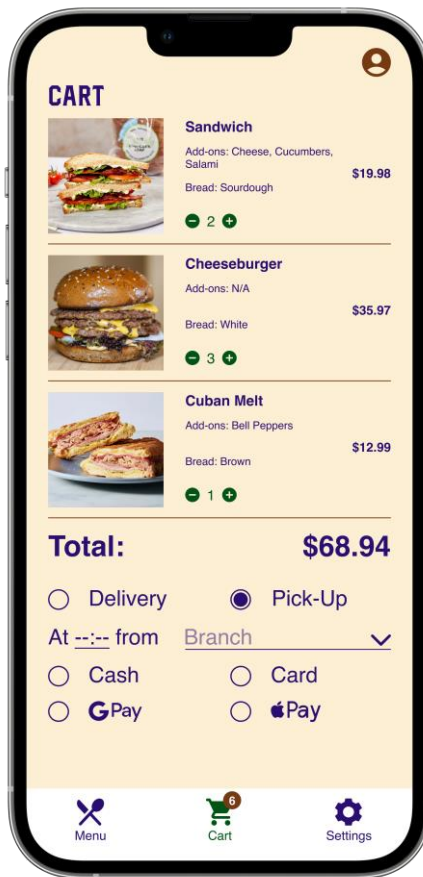
After usability study



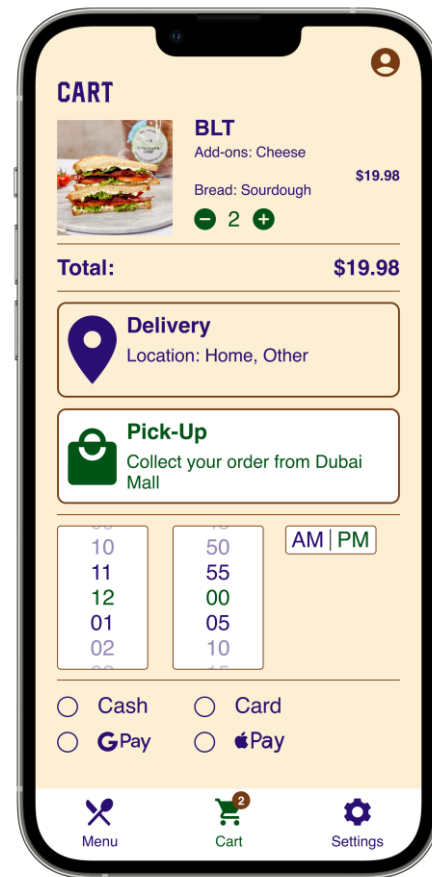
Mockups

The Cart page was complicated and had an unfinished UI, resembling a collection of radio buttons and placeholders. Now, it includes highlightable options and a proper time picker

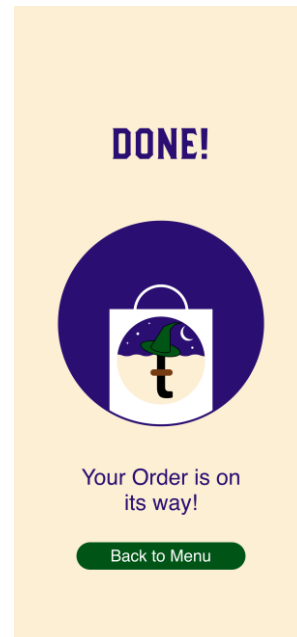
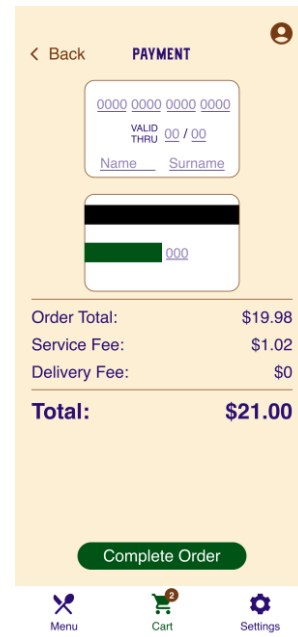
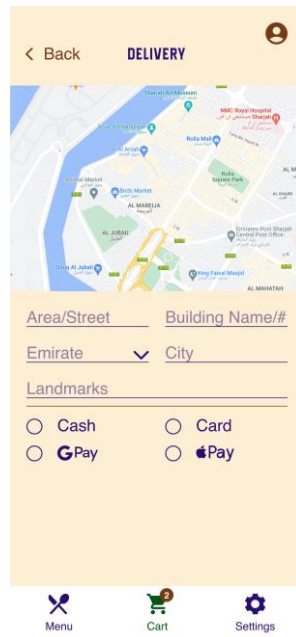
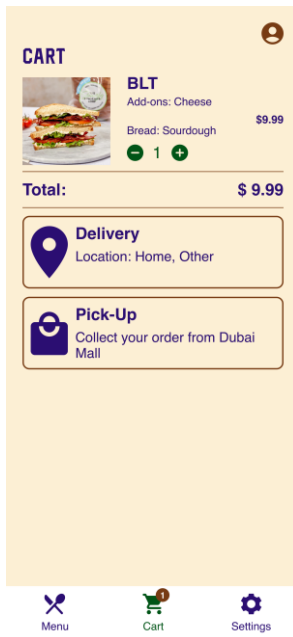
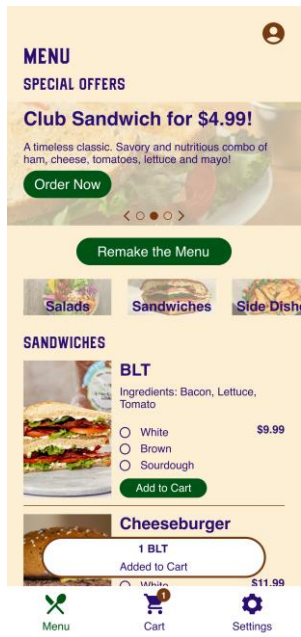
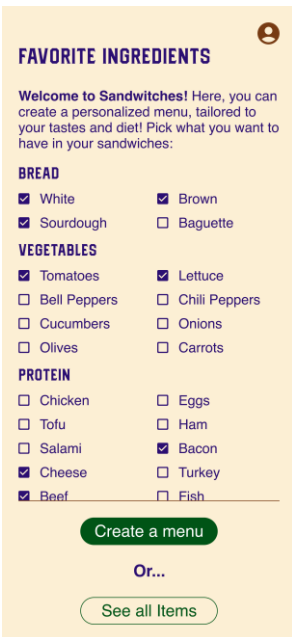
Before usability study



After usability study

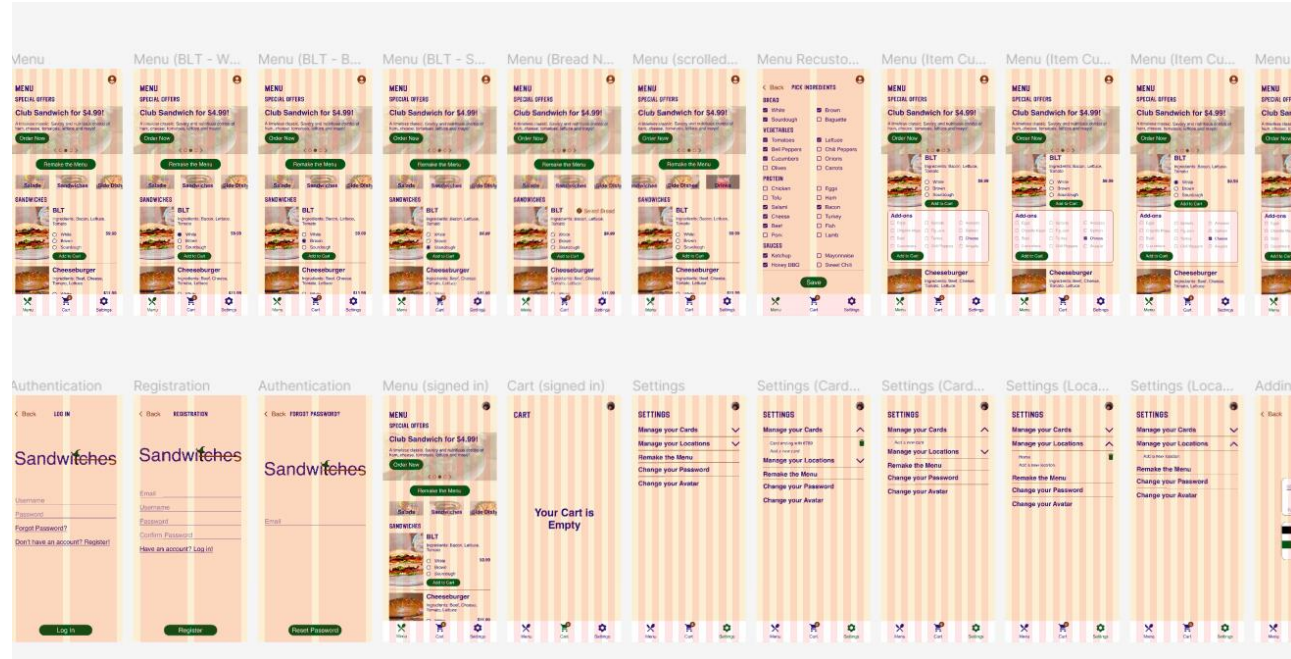


Mockups



High-fidelity prototype

Sandwiches: Hi-Fi Prototype



Accessibility considerations

1

Proper color contrast for all UI elements. Text colors, backgrounds, button colors and highlights have passes both WCAG 2.0 AA and AAA tests

2

Font and button sizes have been increased after testing them on a people around 60 years of age with visual difficulties

3

Swiping gestures and visual cues were introduced to make users aware of changes to their cart and to increase interactivity with the elements

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Sandwiches generated moderate interest and, based on System Usability Scale, garnered enough interest to be used regularly.



What I learned:

Design is about both aesthetics and functionality. One should not supercede the other, otherwise it hurts the overall user experience.

Next steps

1

Conduct the final round study. After refining the Hi-Fi prototype and addressing the main challenges, it would be a good idea to conduct one more study to see if the problems with the design and the user's wishes were addressed.

2

After that, the final Hi-Fi prototype would be created. Unlike previous ones, it would also be designed with considerations to future app development.

3

The final step would be to start developing the application

Let's connect!



You can see more of my work and connect with me through Instagram and LinkedIn:

<https://www.instagram.com/germansheinportfolio/>
<https://www.linkedin.com/in/german-shein-1a2650140/>

Thank you!