Online Food Ordering System

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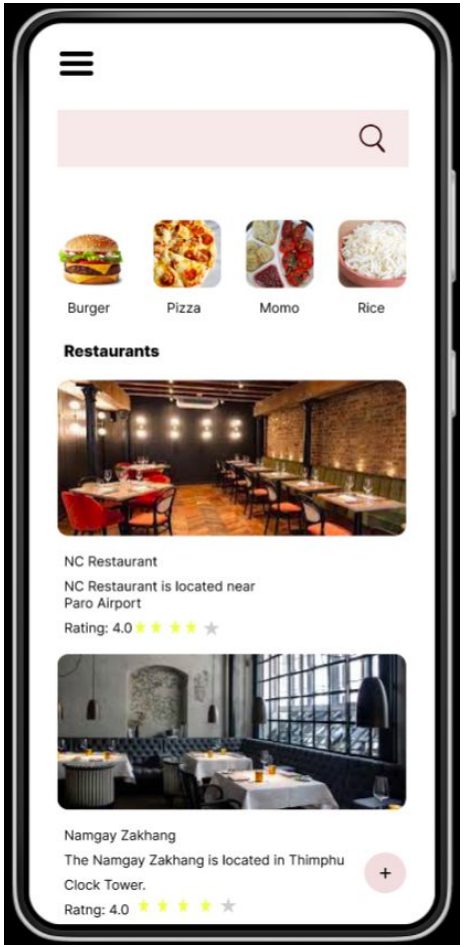
Project overview

The product:

I am going to develop an online food ordering system for a customer so that they don't have to physically visit restaurants for eating food.

Project duration:

September 10th, 2022 - December 10th, 2022



Project overview

The problem:

The main reason for me to develop this app is because in earlier days people had to physically visit restaurants for eating food and the people had to wait in a queue while ordering food. And it has also become difficult for them as they have to deal with crowds as well as keep track of the ordered food in their restaurants. So to overcome these issues I am going to develop an online food ordering system.

The goal:

Is to replace the old manual way of managing the food ordering system.

Project overview

My role:

UX designer

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. Some of the user group identified through research were working adults who don't have time to prepare their meals and students who are busy with their assignments.

The user group confirmed the initial assumptions about needing an digital system to order and track food from their favorite restaurants but the research also revealed that time and assignments were not the only factors limiting them from cooking. Other user problems were interests, challenges that make it difficult to get groceries and go to restaurants in-persons.

User research: pain points

1

Assignments

Students have busy with assignments which makes it difficult for them the cook for themselves

2

Time

Working adults are busy with their work to prepare their own meals

3

Accessibility

There are not many platforms that the users can use to order as well as to track their order

4

Reliable

The orders placed are usually incomplete or incorrect in other app

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Persona: **Sonam**

Problem statement:

Sonam is a manager who works in a large company she needs food from her favorite restaurant because she does not have time to cook for herself due to the workload.

Name

Age: 27
Education: IT Degree
Hometown: Thimphu
Family: Single
Occupation: Intern UX designer

"I am new to UX designing but I love creating new and interesting designs."

Goals

- To get the takeaways from my favorite cafe fast and correctly.

Frustrations

- Since the cafe the is very popular there are lots of customers therefore, sometimes the orders are made slowly and incorrectly.

I am an intern working as a UX designer. I love drinking coffees therefore I always go to a coffee shop to get a takeaway but sometimes the makes the order very slowly and incorrectly.

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User journey map

Mapping Pem's user journey revealed how helpful it would be for the users to have access to a menu and ordering app.

Persona: Pem

Goal: An easy and fast way to order food from your favourite restaurant.

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST	A. Search for your favourite restaurant in the app B. Select the restaurant you like C. Decide on food type	A. Browse the menu B. Select the menu items	A. Add the food items in cart B. Select the quantity you want C. Place order	A. Confirm order B. Make payment C. Get the location of the restaurant	A. Go to the restaurant B. Pickup the order C. Eat at restaurant or home
EMOTIONS	Excited to find your favourite restaurant from the options Delighted to see many options for restaurants	Confused with what to eat based on the images displayed in the app	Worried about the order you placed Eager	Annoyed at times to go to restaurant and back Lazy	Happy to get the order and eat
IMPROVEMENT OPPORTUNITIES	Develop a mobile app or website	Provide search options	Add a easy form to place order	Send notification on confirming the order	Include a delivery system

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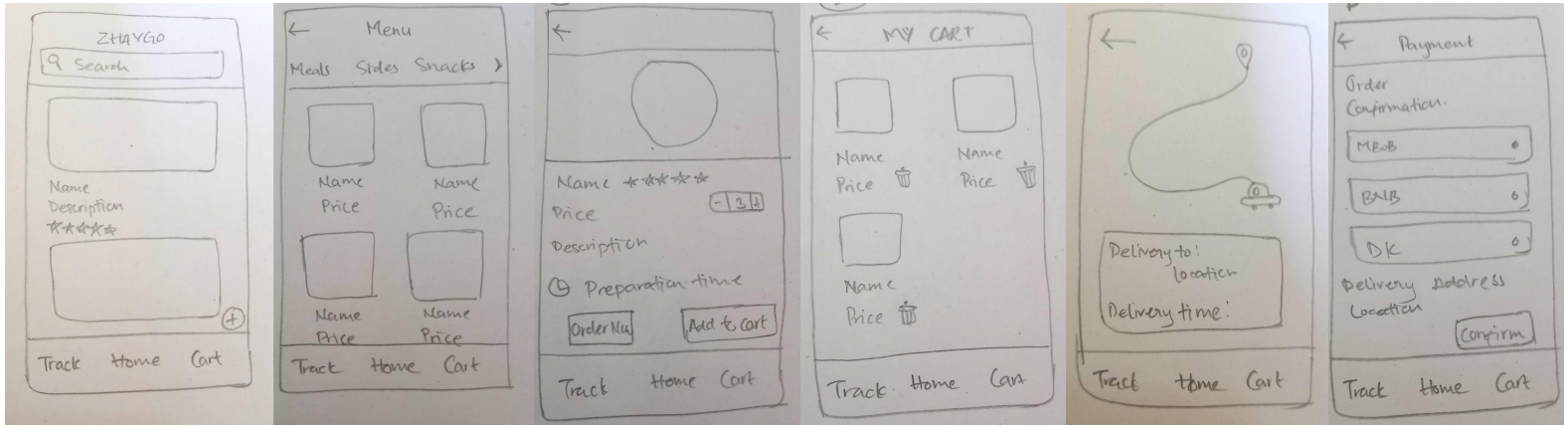
Starting the design

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

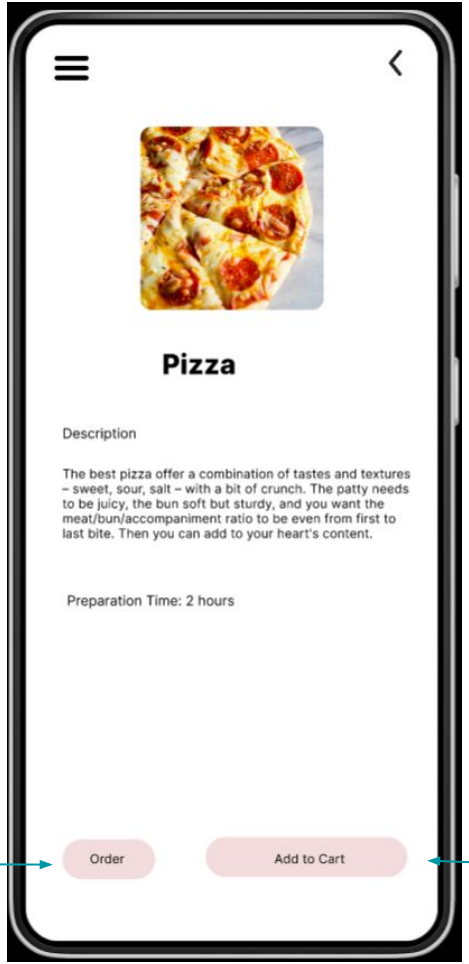
Paper wireframes

It was made sure that the components that made it to the digital wireframes would be well-suited to solve customer pain points by taking the time to create iterations of each app screen on paper.



Digital wireframes

Design were made based on user research feedback and findings.



This button allows the users to easily order the food

This button allows the users to easily add the food in the cart

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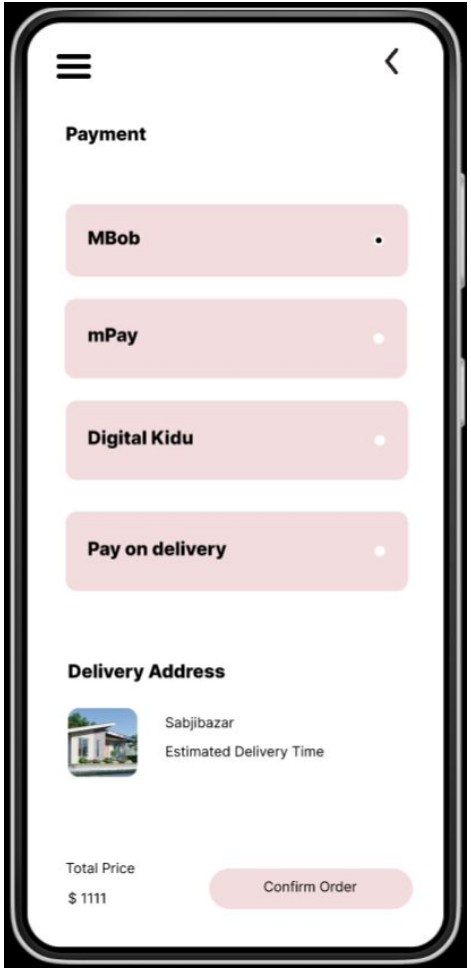
Digital wireframes

The vast number of payment option made the ordering process easier.

This payment page allows enough choice to make payment through online.



Low-fidelity prototype

The primary flow of this low fidelity prototype was to select a restaurant, add their choice of food to cart, confirm order by paying through online and then track their order.

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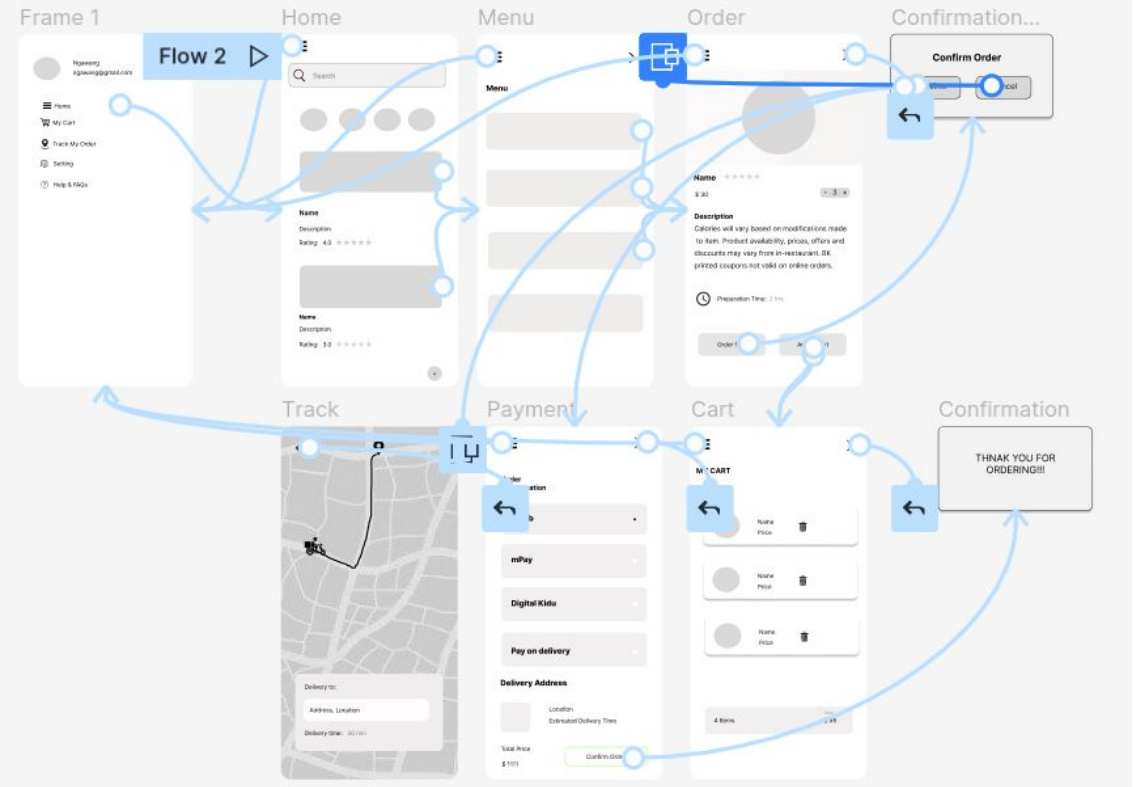

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Usability study: findings

I carried out two iterations of usability tests. The first study's findings were used to help design wireframes and mockups. The second research showed which elements of the mockups needed to be improved through the usage of a high-fidelity prototype

Round 1 findings

1. Customers wants order confirmation message
2. Customer wants more payment options
3. Customers wants tracking option for their order

Round 2 findings

1. Add more attractive visuals
2. Make it interactive

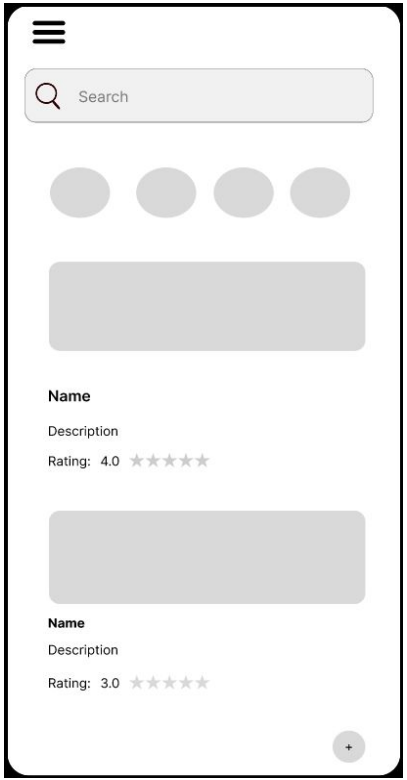
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

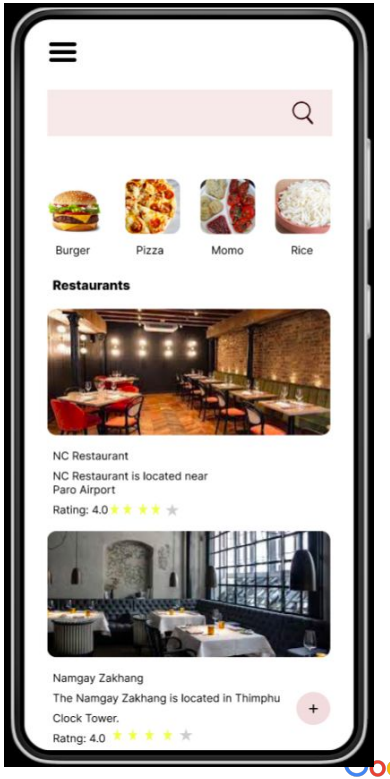
Mockups

Early designs were customized, I have included colors, visuals and typography.

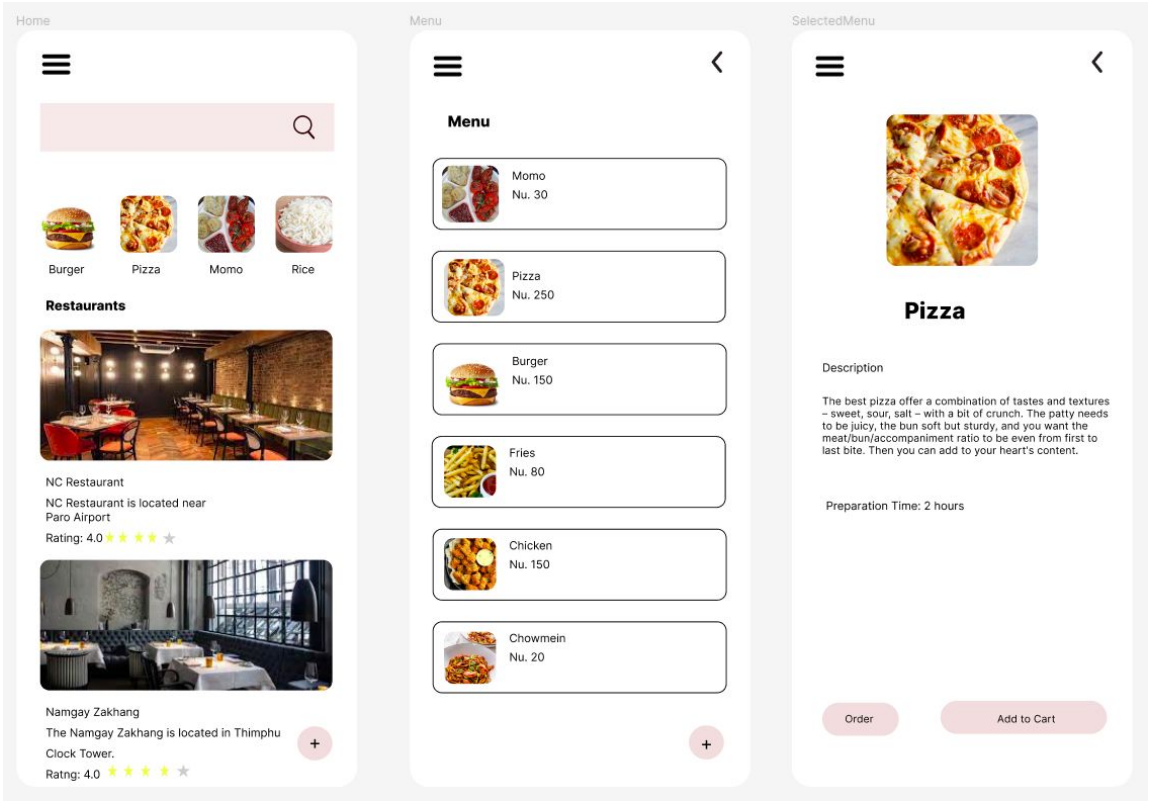
Before usability study

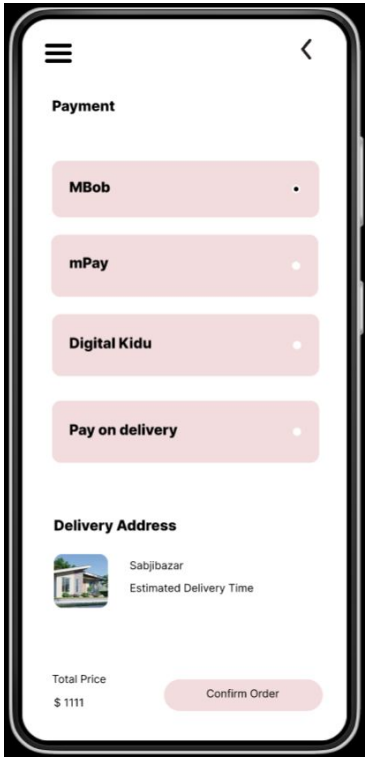


After usability study



Mockups


Home
Burger
Pizza
Momo
Rice
Restaurants
NC Restaurant
NC Restaurant is located near
Paro Airport
Rating: 4.0
Namgay Zakhang
The Namgay Zakhang is located in Thimphu
Clock Tower.
Ratng: 4.0
Menu
Menu
Momo
Nu. 30
Pizza
Nu. 250
Burger
Nu. 150
Fries
Nu. 80
Chicken
Nu. 150
Chowmein
Nu. 20
SelectedMenu
Pizza
Description
The best pizza offer a combination of tastes and textures – sweet, sour, salt – with a bit of crunch. The patty needs to be juicy, the bun soft but sturdy, and you want the meat/bun/accompaniment ratio to be even from first to last bite. Then you can add to your heart's content.
Preparation Time: 2 hours
Order
Add to Cart

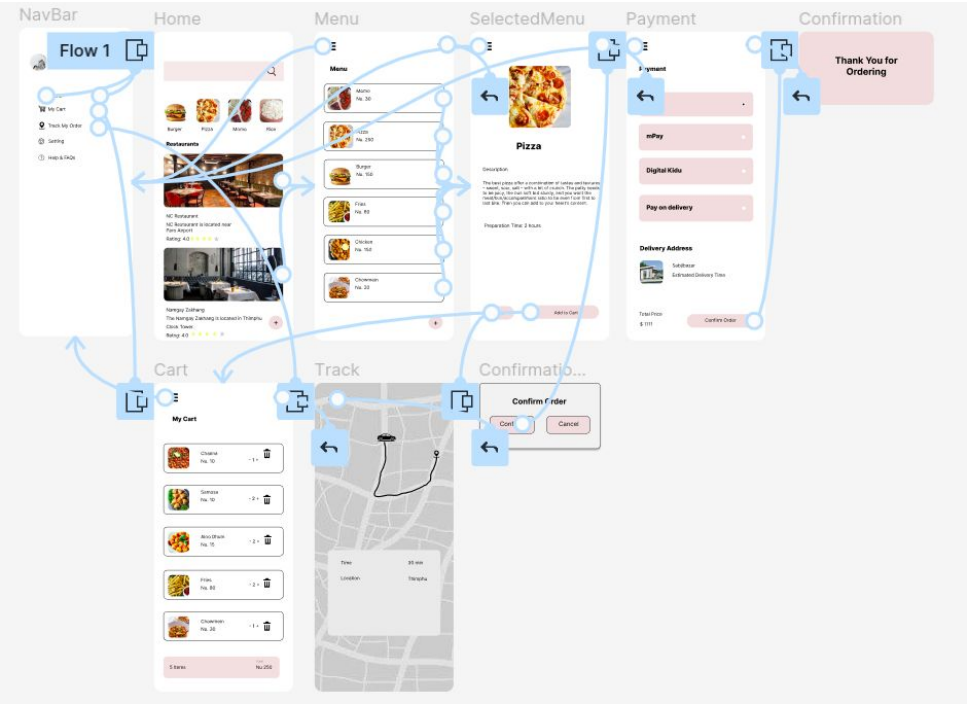

Payment
MBob
mPay
Digital Kidu
Pay on delivery
Delivery Address
Sabjibazar
Estimated Delivery Time
Total Price
$ 1111
Confirm Order

High-fidelity prototype

The high fidelity prototype shows a clearer user flows which is to select a restaurant, add their choice of food to cart and then confirm order by paying through online.

Visit:

https://www.figma.com/file/M5Zsp1DIY36tarZRegi9DQ/Food-Ordering-System?node-id=0%3A1



Accessibility considerations

1

Used attractive visuals and colors to assist users understand the designs better.

2

Used icons to help make navigation easier

3

Provided more payment options for users to make easy payment.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Users get impression that the app help users to easily pre-order their food.

Quote from peer feedback:

"Nice!! I like how the menus of the restaurants are categorized like the main dishes in one category and side dished in another category. I also like the fact that it shows the details of that particular menu like its preparation time and rating.“

What I learned:

I got experience in design wireframes, mockups, low fidelity and high fidelity prototypes.

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Next steps

1

Conduct additional usability tests to confirm that the problems users encountered have been successfully resolved.

2

Conduct more user research.

Let’s connect!

Thank you for your time reviewing my work on the Online Food Ordering App! If you’d like to see more or get in touch, my contact information is provided below.

Email: 12190066.gcit@rub.edu.bt

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THANK YOU!!!