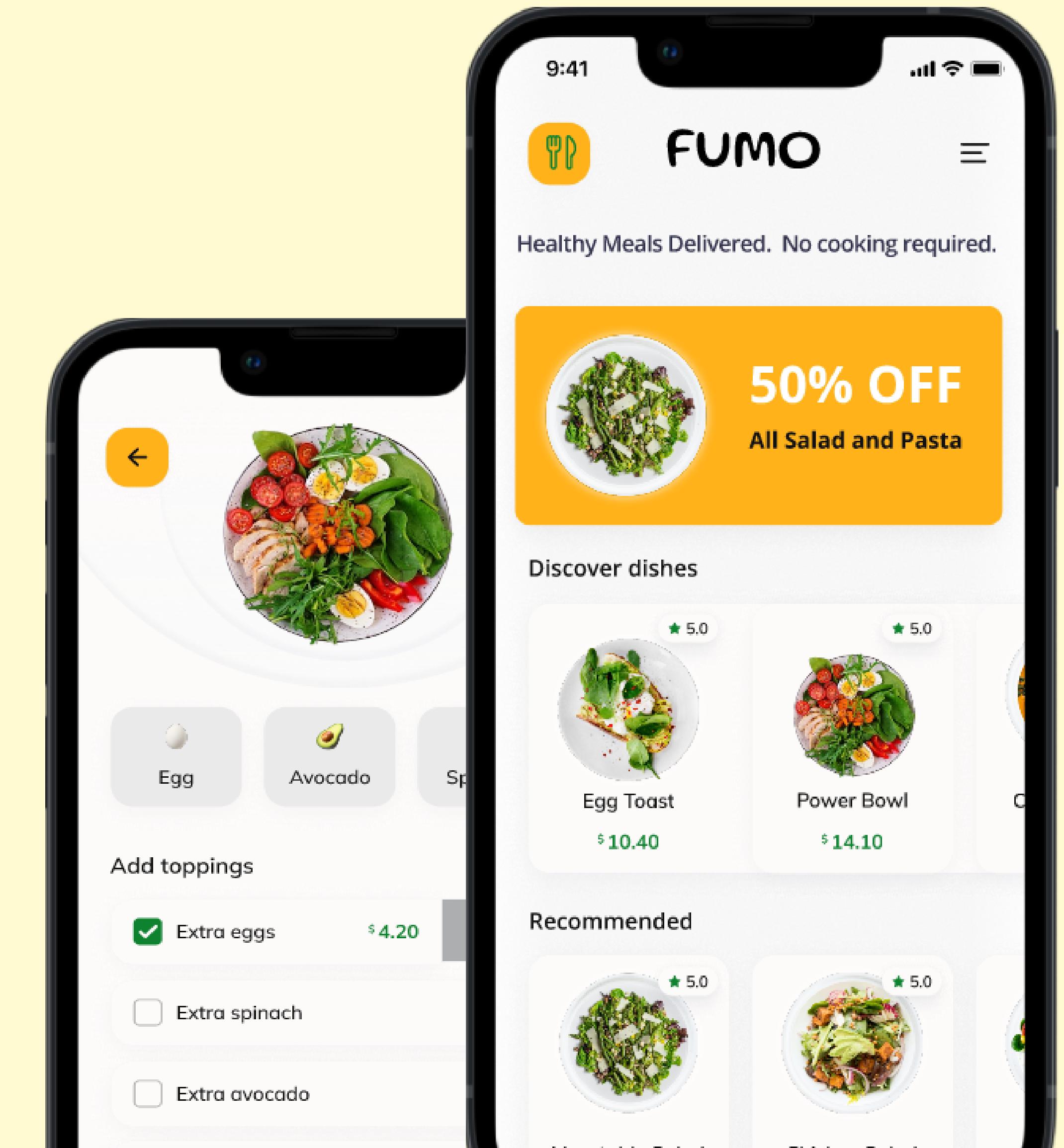


UX CASE STUDY

# FUMO - CROSS-PLATFORM FOOD DELIVERY SERVICE DESIGN FOR PEOPLE WITH LIMITED MOTOR FUNCTION

TOOL USED  
FIGMA

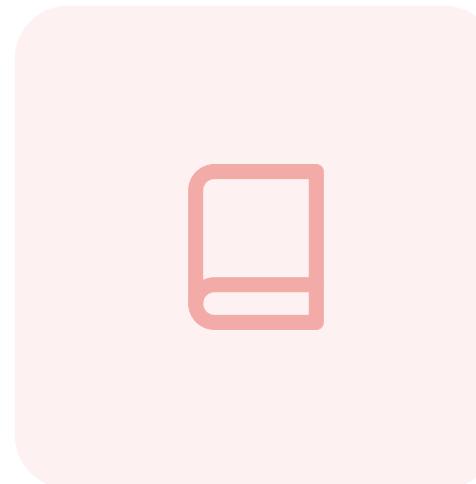
DURATION  
2 WEEKS, 14 DAYS



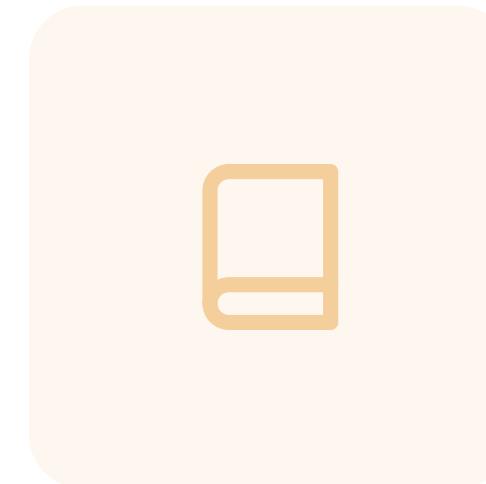
# PROJECT OVERVIEW

FUMO is a cross-platform food delivery service for people with limited motor function. The platform strives to stand out in the market and increase customer satisfaction.

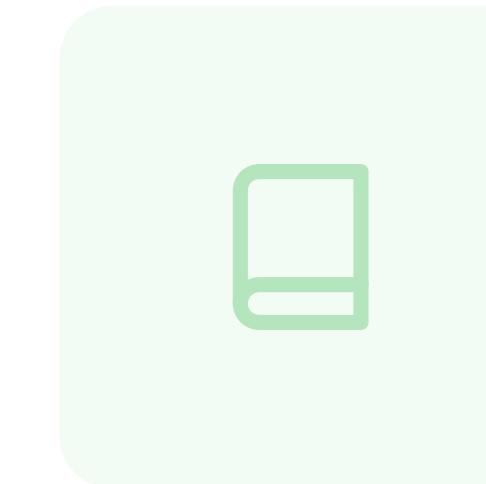
## DESIGN PROCESS AND ROLE



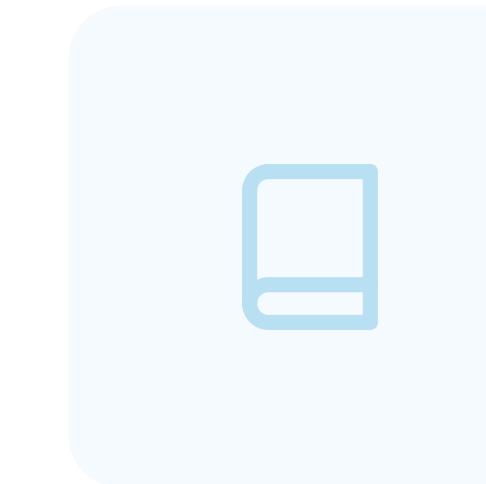
Research by Juulia



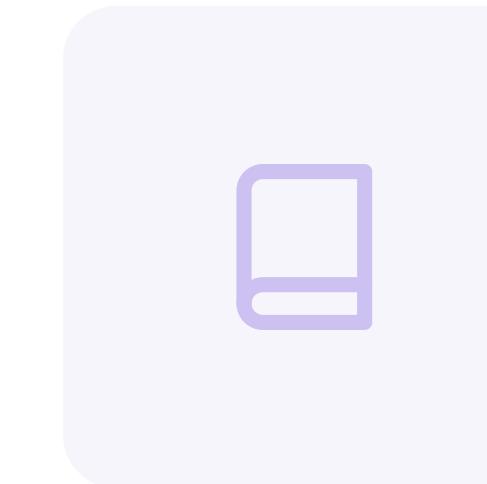
Wireframe by Juulia



User flow by Juulia



User Persona by Juulia



UI design by Juulia

# USER RESEARCH

6 Users

A primary user group identified through research was adults who need clear and simple solution to support their day-to-day life, save their time and make food shopping easier.

This user group confirmed initial assumptions about primary needs, but research also revealed other needed add-ons to keep users loyal and satisfied.

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs.



# USER PERSONA

User personas are both with limited motor function as it is the main goal of the product to make tailored food delivery service for such user groups.



Annie

Freelance Artist

Age: 20+

Status: Single

Location: Ohio, USA

About me: A few weeks ago I got ran over by a car.

Standing is tough so I rely heavily on food delivery services.

## Goals

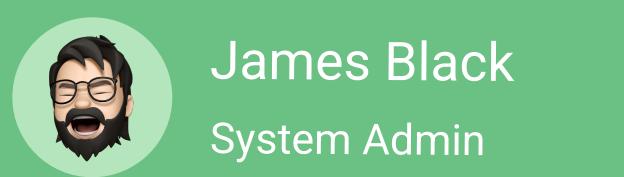
- ✓ Eat healthy regardless of constraints
- ✓ Take injury as holiday - relax and generate new art ideas
- ✓ Take care of mental and physical health

## Frustrations

- ✗ Healing takes time
- ✗ Not good at cooking
- ✗ For uncertain period of time can't visit favorite diner
- ✗ Take out food is unhealthy

## Values

- ✓ Positive attitude
- ✓ Small things taken for granted
- ✓ Deeply fascinated books
- ✓ Effective time management



James Black

System Admin

Age: 50+

Status: Single

Location: Nevada, USA

About me: I have autoimmune arthritis and some days, when my body is cranky, cutting up veggies or lifting a pot is next to impossible.

## Goals

- ✓ Eat warm meal at least once a day
- ✓ Take time to invest in complicated work project
- ✓ Get out of comfort zone from time to time
- ✓ Spend quality time with grandson

## Frustrations

- ✗ There are days when moving is extremely difficult
- ✗ Due to work have not so much time to cook
- ✗ Tired of eating junk food

## Values

- ✓ Little things that make tough days easier
- ✓ Likes to try new things - different cuisines
- ✓ Every moment spent with grandson
- ✓ Opportunity to work from home

# EMPATHY MAP

I created empathy maps to understand better the users I'm designing for and their needs.

## Thinking

- Take-out is not healthy
- Order might be packed badly
- The menu should look and resemble what you get in real life
- Same day delivery is a must for food service

## Feeling

- Unsure what to pick
- Craving for something tasty
- Worried about allergens
- Excited to taste new cuisine

## Pains

- Hard to open packages
- Unhealthy food
- Allergens
- Not possible to cook daily

## Saying & Doing

- Tries to minimize food waste by ordering the right amount
- Buys take-out food daily
- "Healthy food makes me happy"
- "Sometimes warm meal is needed to help me feel better."

# PROBLEM STATEMENT

FUMO is a cross-platform food delivery service for people with limited motor function. The design of FUMO looked ordinary when compared to its competitors, and parts of its user experience fell short of expectations.

The design of FUMO looked ordinary when compared to its competitors, and parts of its user experience fell short of expectations. An insights from users helped to ensure that FUMO will remain competitive and needed in the long run.

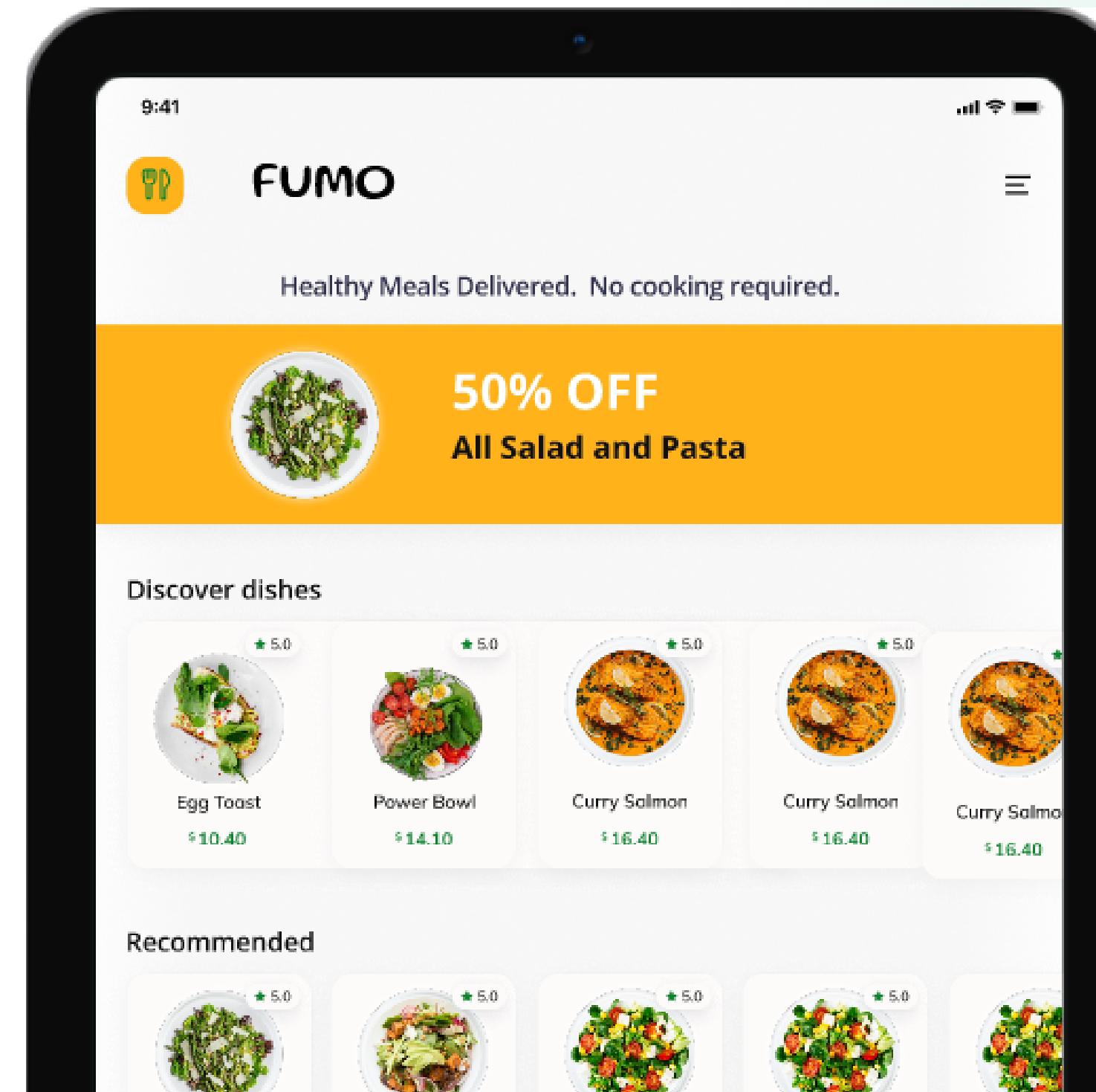
- ✗ Annie is an adult with temporary injury who needs easy access to healthy food ordering options because she can't stand for too long to cook for herself.
- ✗ Annie is a freelance artist who needs allergen free food ordering option because she is good at art but no so good at cooking.
- ✗ James is an adult with autoimmune illness who needs diversity in food choice because on some days trying new cuisines is the only thing that can make him happy.
- ✗ James is a busy system admin who needs to order food fast because one warm meal a day is a must for him.



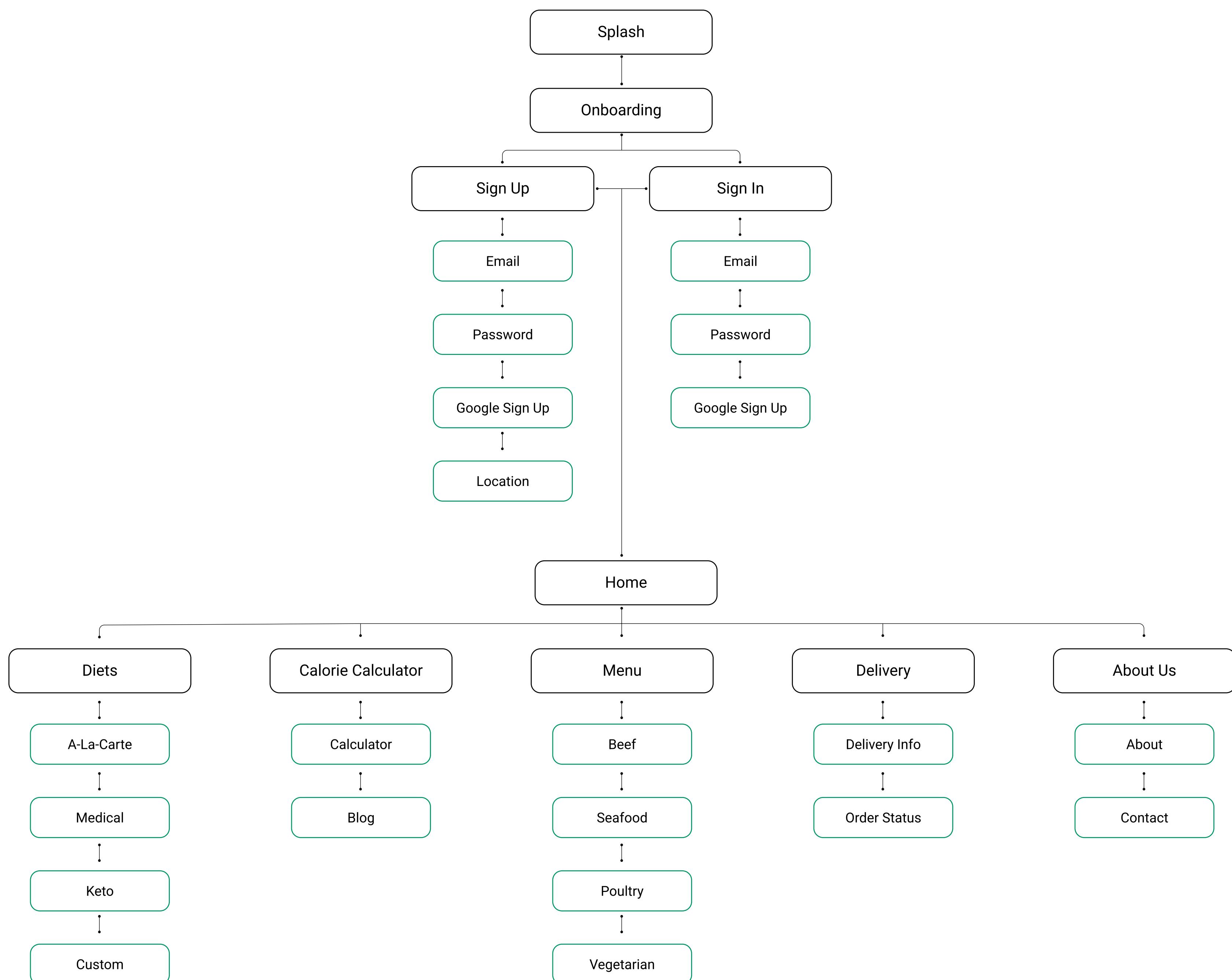
# PROPOSED SOLUTION

I set out to adjust FUMO's look and feel and created a unifying design system that merges usability guidelines and aesthetic appeal. These changes impacted every corner of FUMO's app, including key interactions.

- ✓ Added option to easily spot allergens.
- ✓ Added option to sort food by diet type.
- ✓ Calorie calculator for users who are into counting.
- ✓ Approximate delivery time at the end of the order flow.

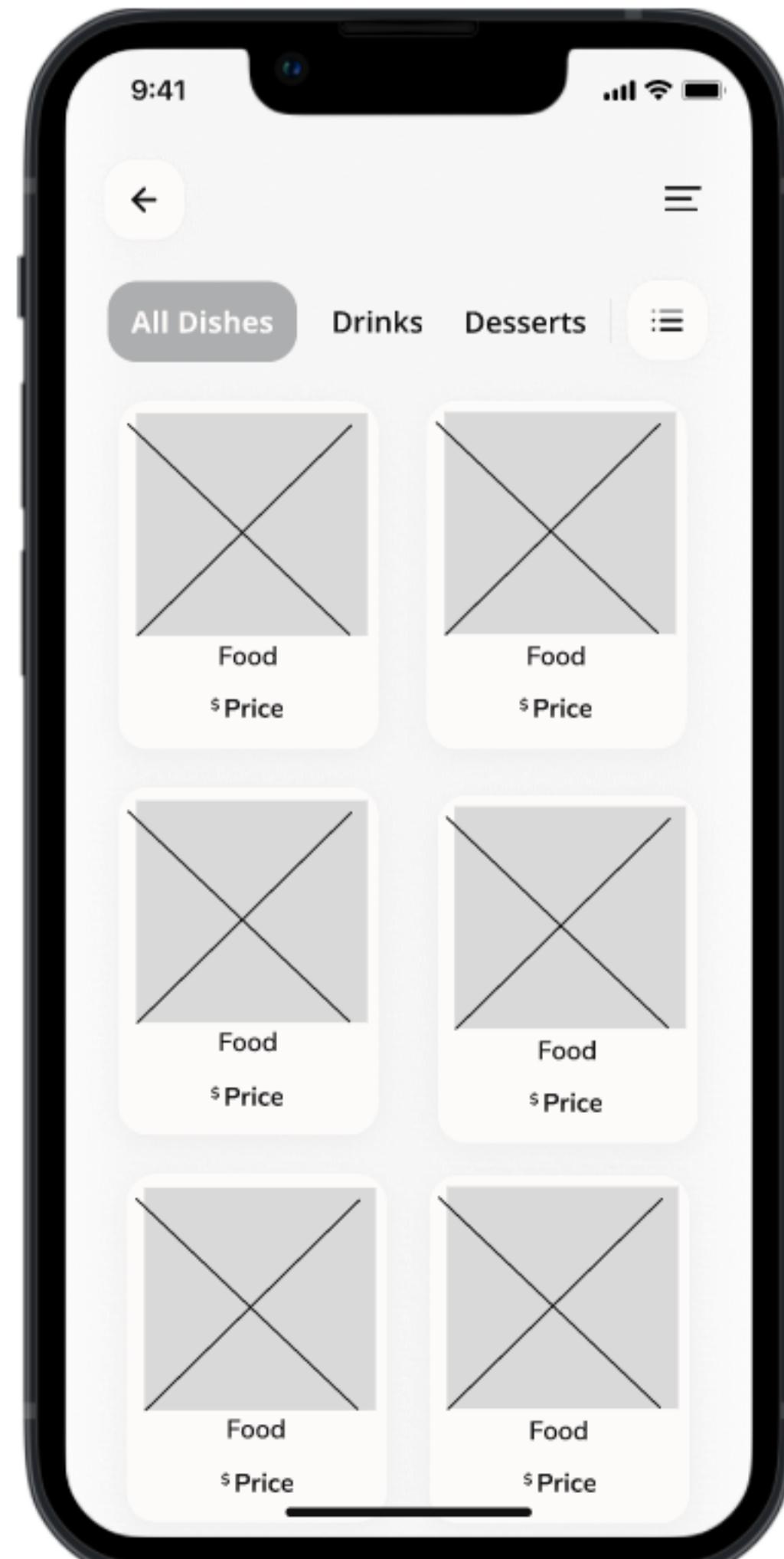
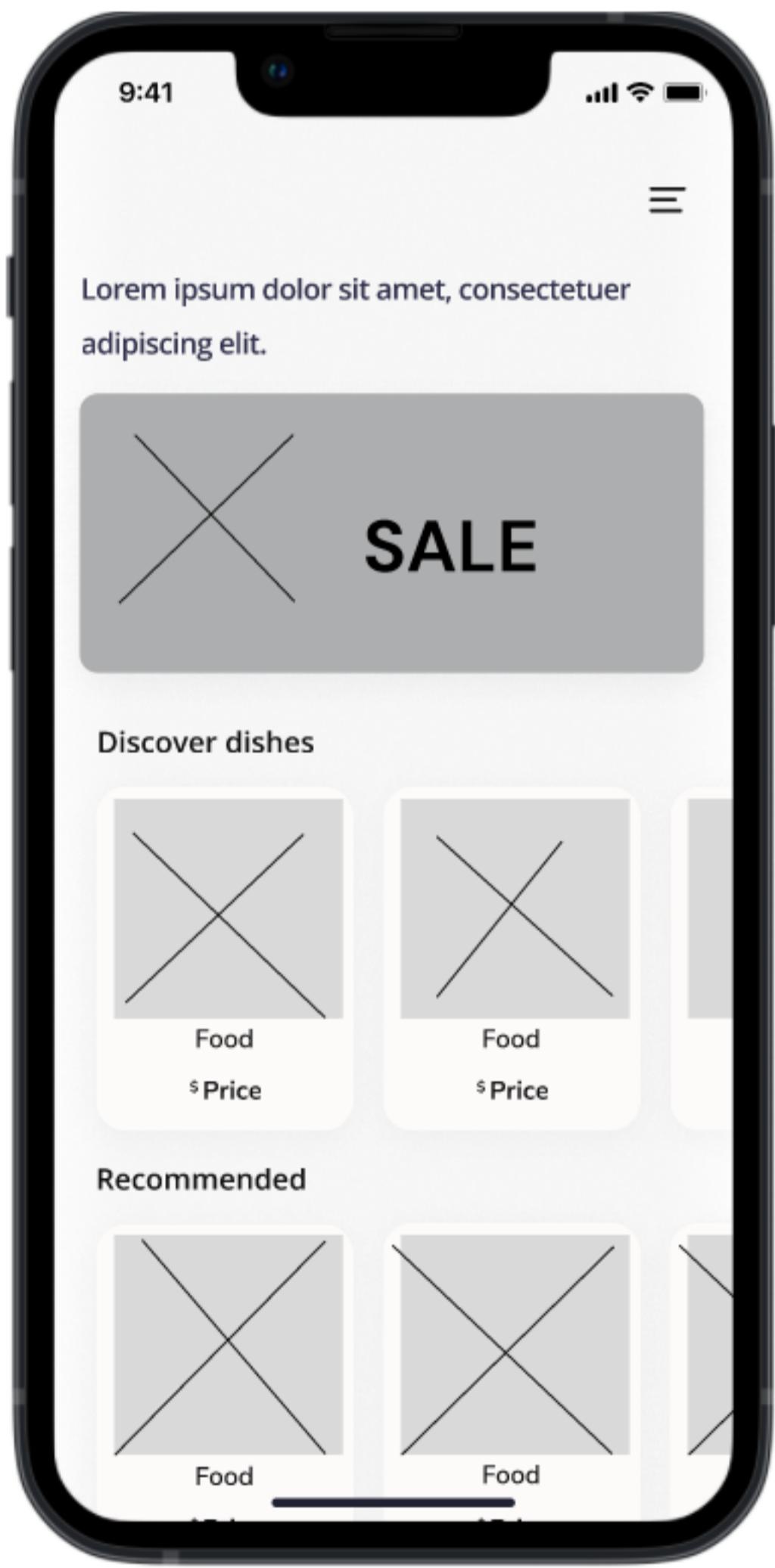


# INFORMATION ARCHITECTURE



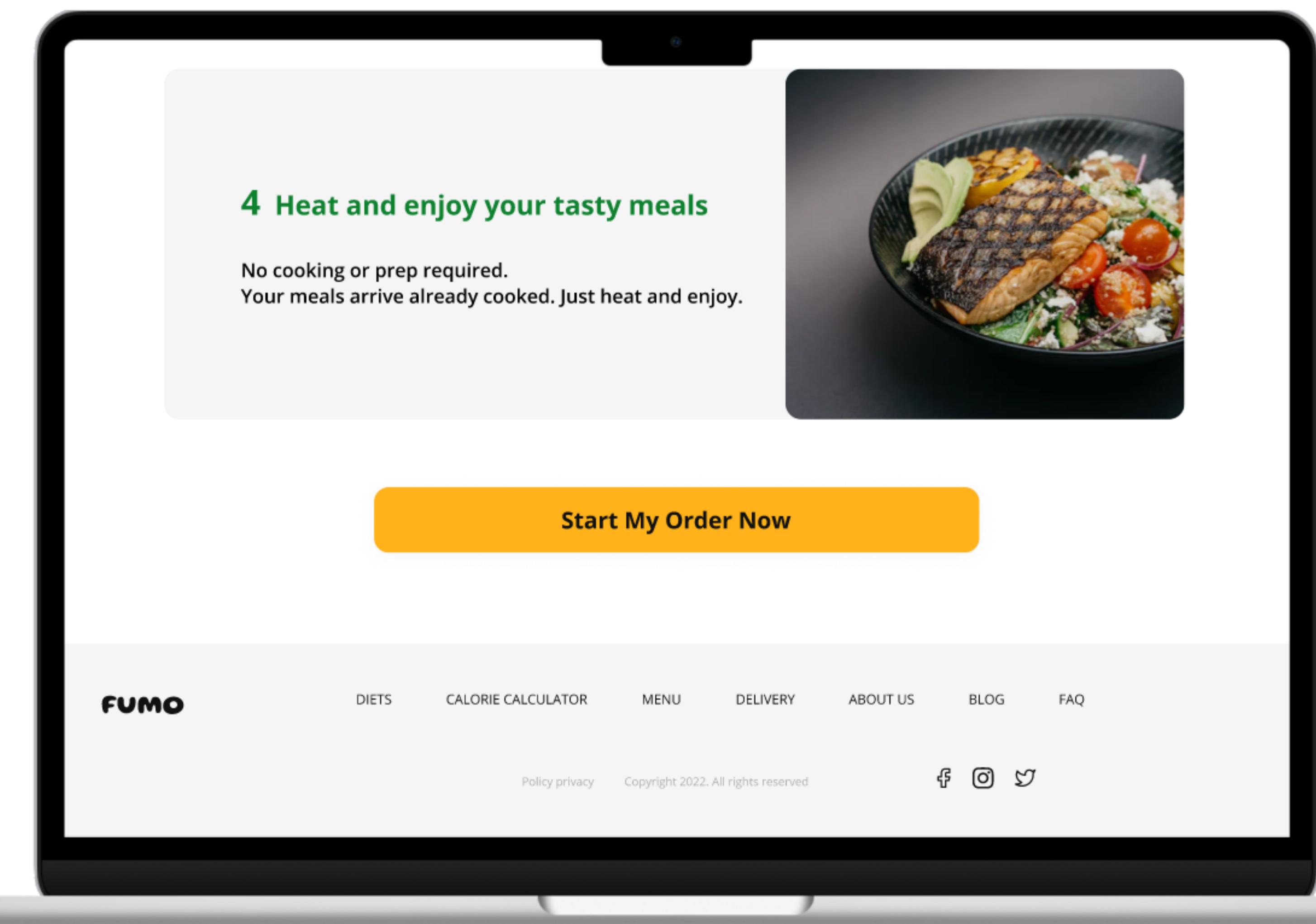
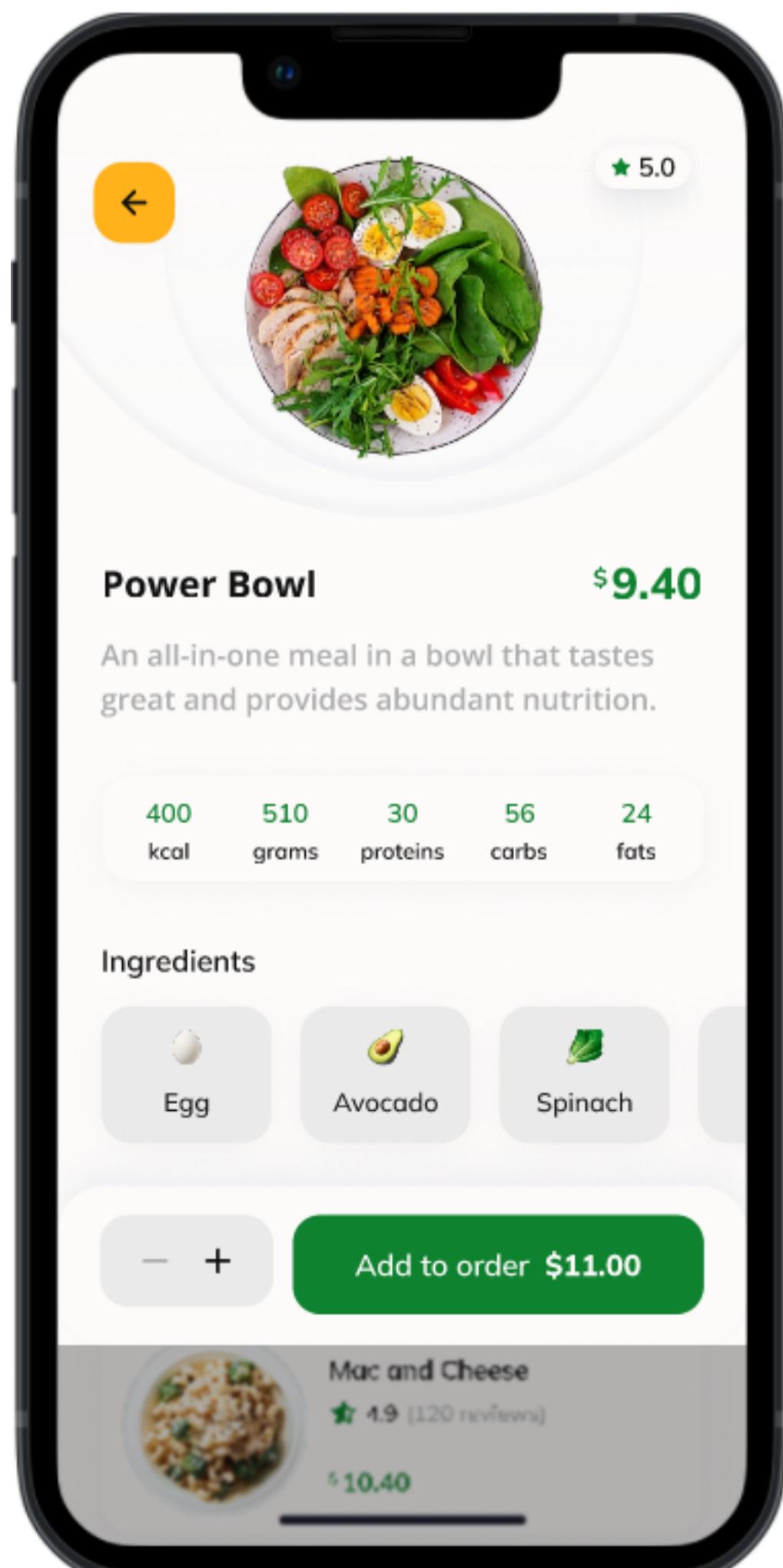
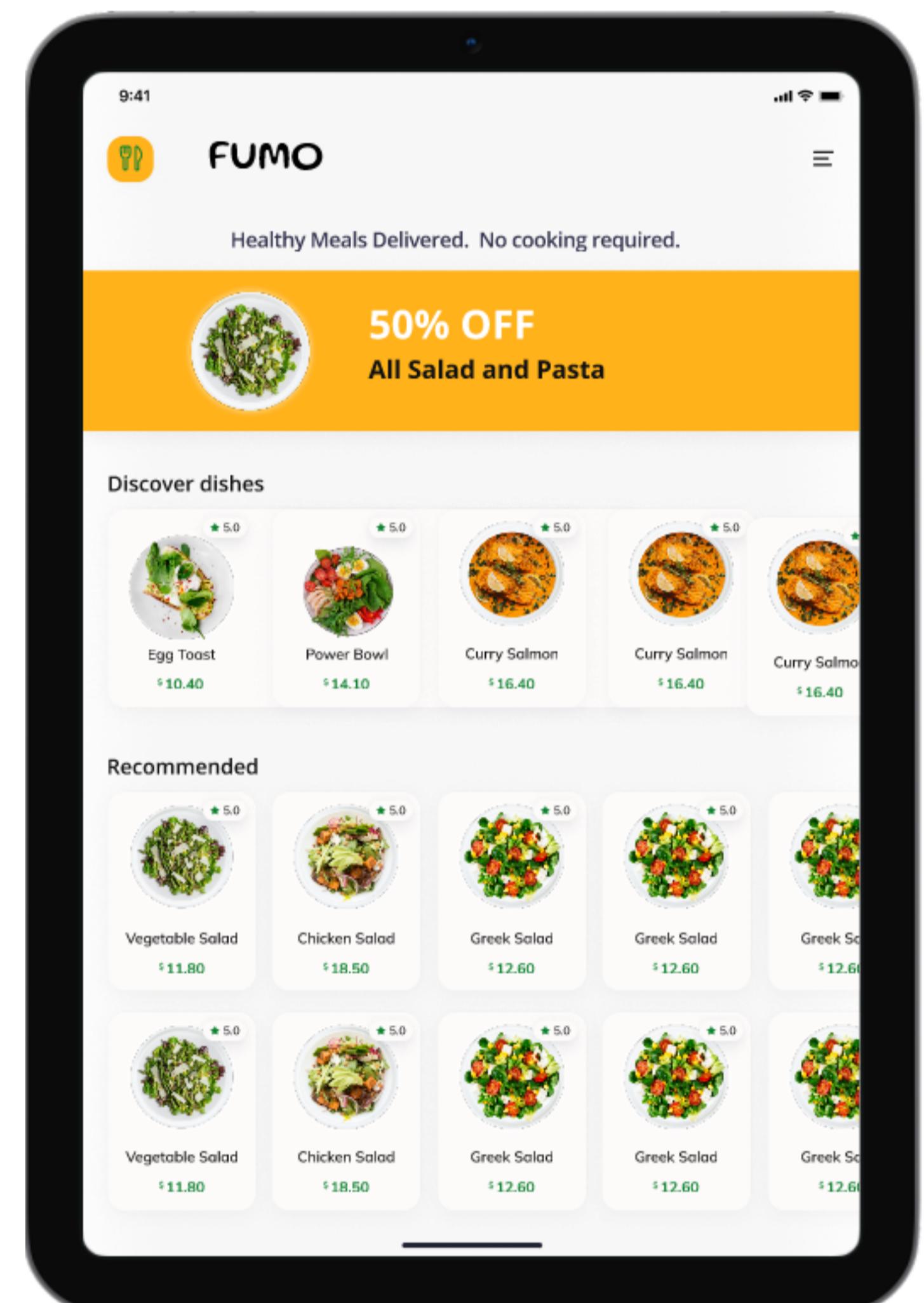
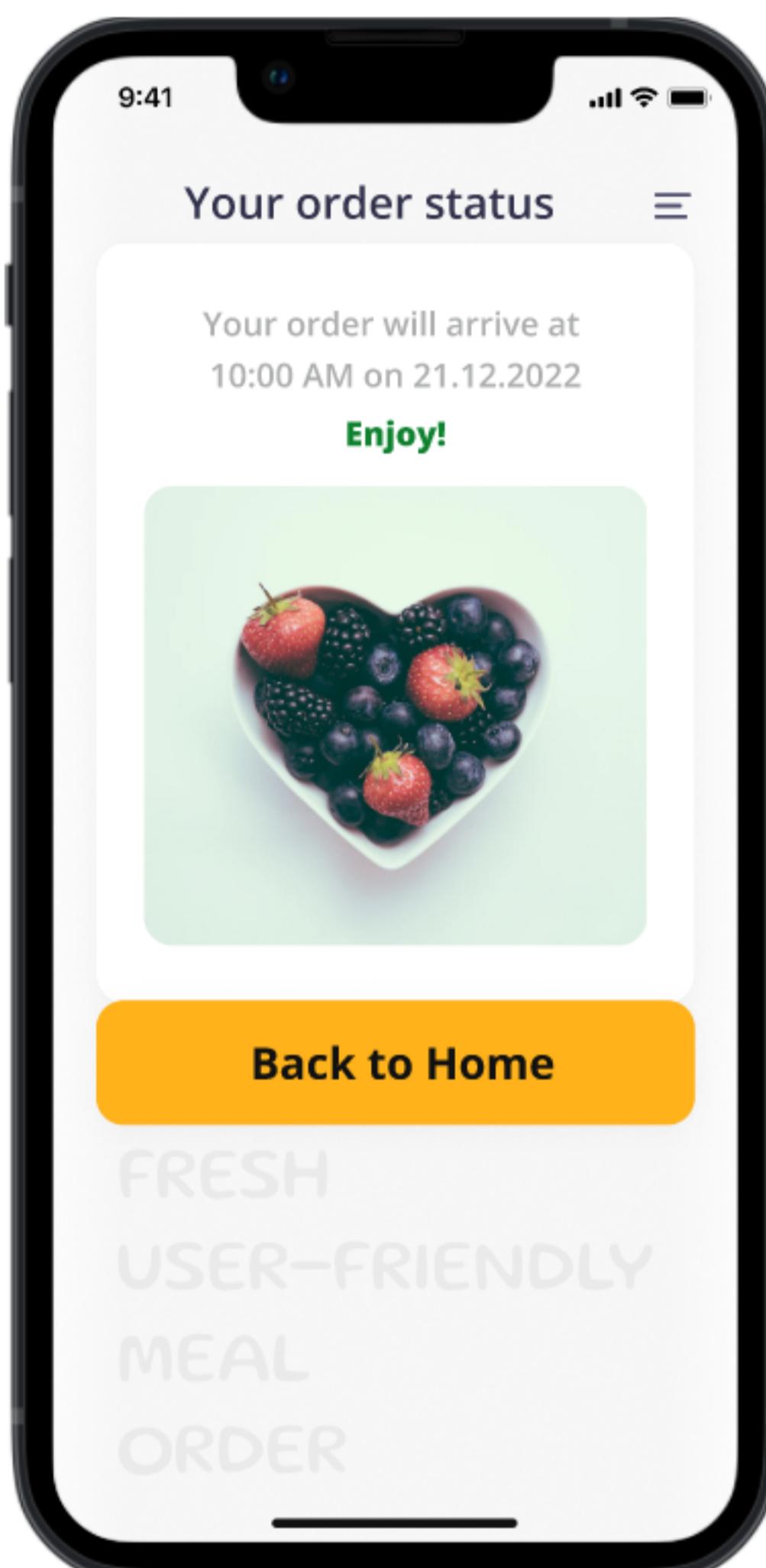
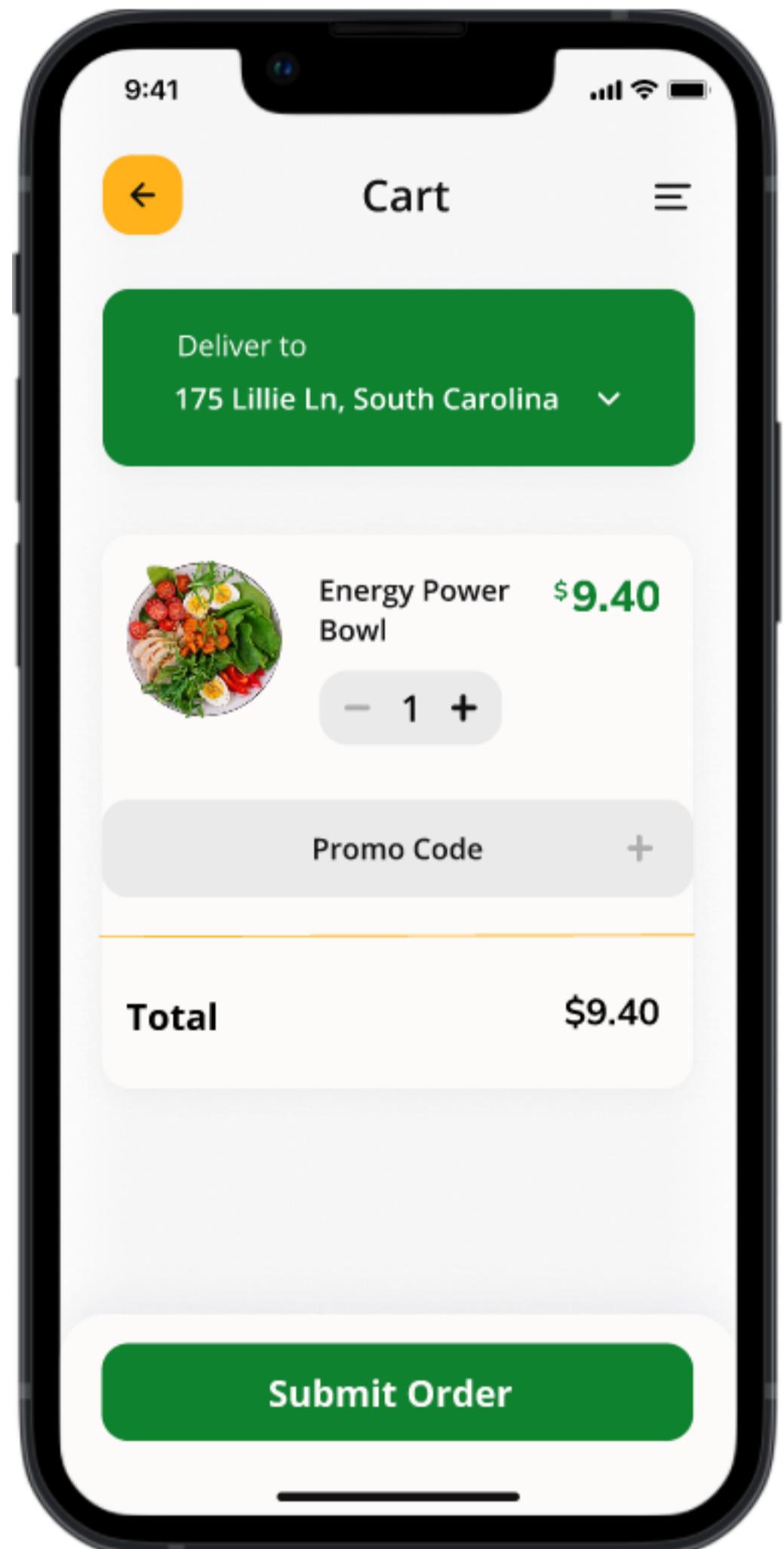
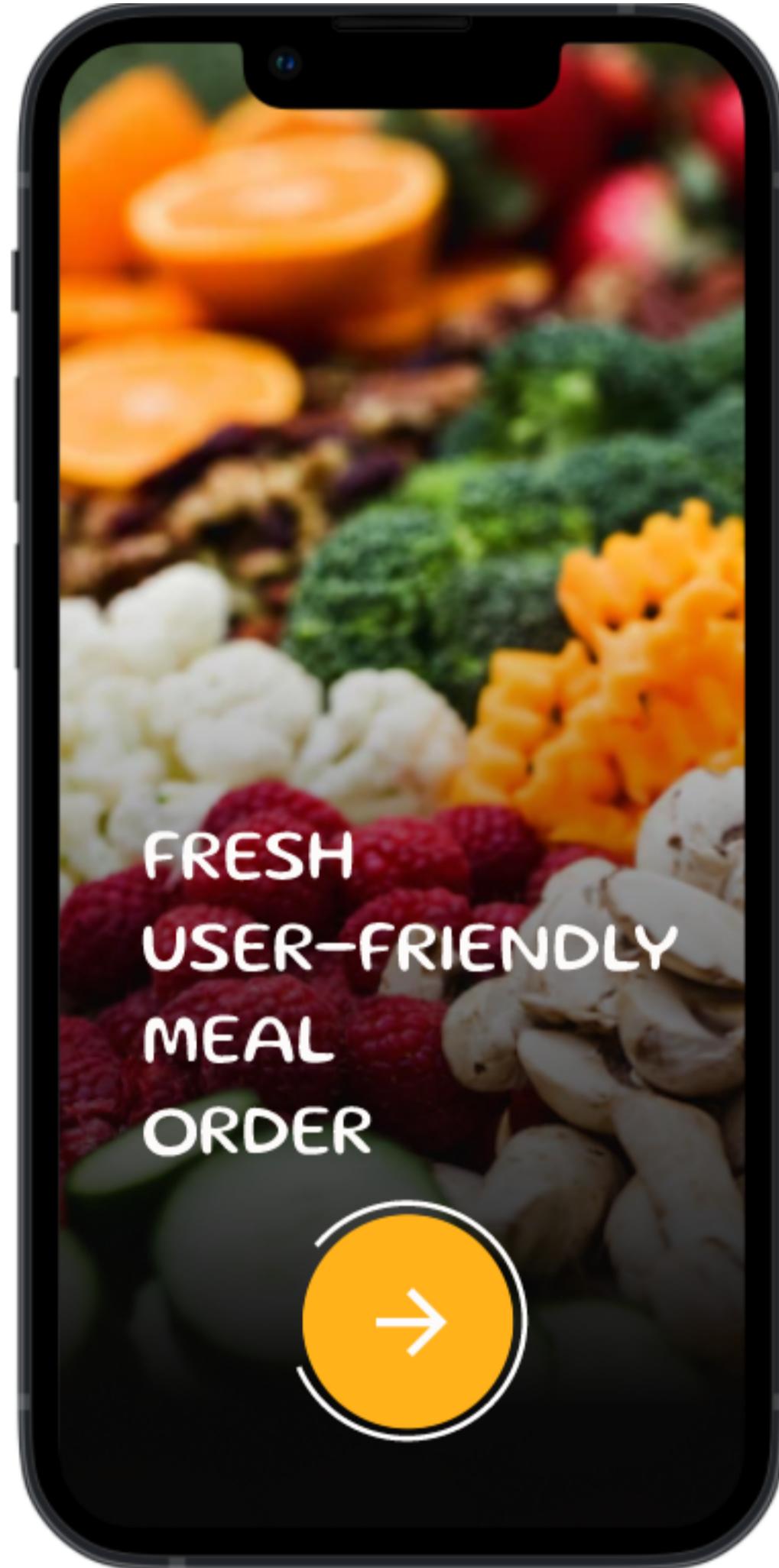
# LOW FIDELITY

Easy navigation was a key user need to address in the designs in addition to equipping the cross-platform to work with assistive technologies.  
View FUMO low-fidelity [app prototype](#).



# HIGH FIDELITY

The final high-fidelity prototype presented clearer user flows, more understandable checkout process and simplified interface.  
[View FUMO high-fidelity app prototype.](#)



# ACCESSIBILITY CONSIDERATIONS

## Seeing

Provided access to users who are vision impaired through adding alt text to images for screen readers.

## Mobility

Used icons to help make navigation easier.

## Voice

Used voice control option for in-app navigation.

## WHAT I LEARNT

While designing FUMO, I learned that the first ideas are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the designs.



THANK YOU FOR YOUR TIME REVIEWING MY WORK!