Petpuja

Kunj Vyas |May - August 2022
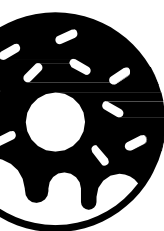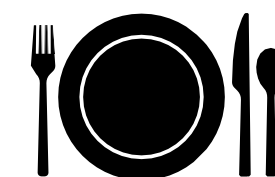
Content

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Introduction

The goal was to understand the user pain points in the existing well known food order & payment application, and design a new app with enriched user experience. I chose to rebrand a local fast food restaurant company Petpuja, and also design their application from the ground up.

Petpuja

Easy, Safe, Intuitive

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THAT'S WHAT PETPUJA AIMS TO OFFER:

In today's time, people are accustomed to shopping online, especially with the boom of Amazon.

On the flip-side, people's nice niche hobbies are not offered the same shopping experience due to lesser interest from the rest of society.

Petpuja (Market)

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I chose to rebrand a local fast food restaurant company Petpuja, and also design their application from the scratch. Petpuja is a small fast food shop near me. On my recent visit to the shop, I saw a need of creating a application for their growing business.

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# My role

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UX Designer

Responsibilities

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User Research, Interaction
Design, Visual design,
Prototyping, and Testing

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Method & Solution

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GOAL DIRECTED DESIGN

Petpuja application aims to bridge the gap between the two seemingly opposite audience by creating an engaging interface. For the customers, who wants to order from in-store by scanning simple QR code from the table or NFC, and another group who wants a simple fast checkout experience for home delivery and picking up ordered food.

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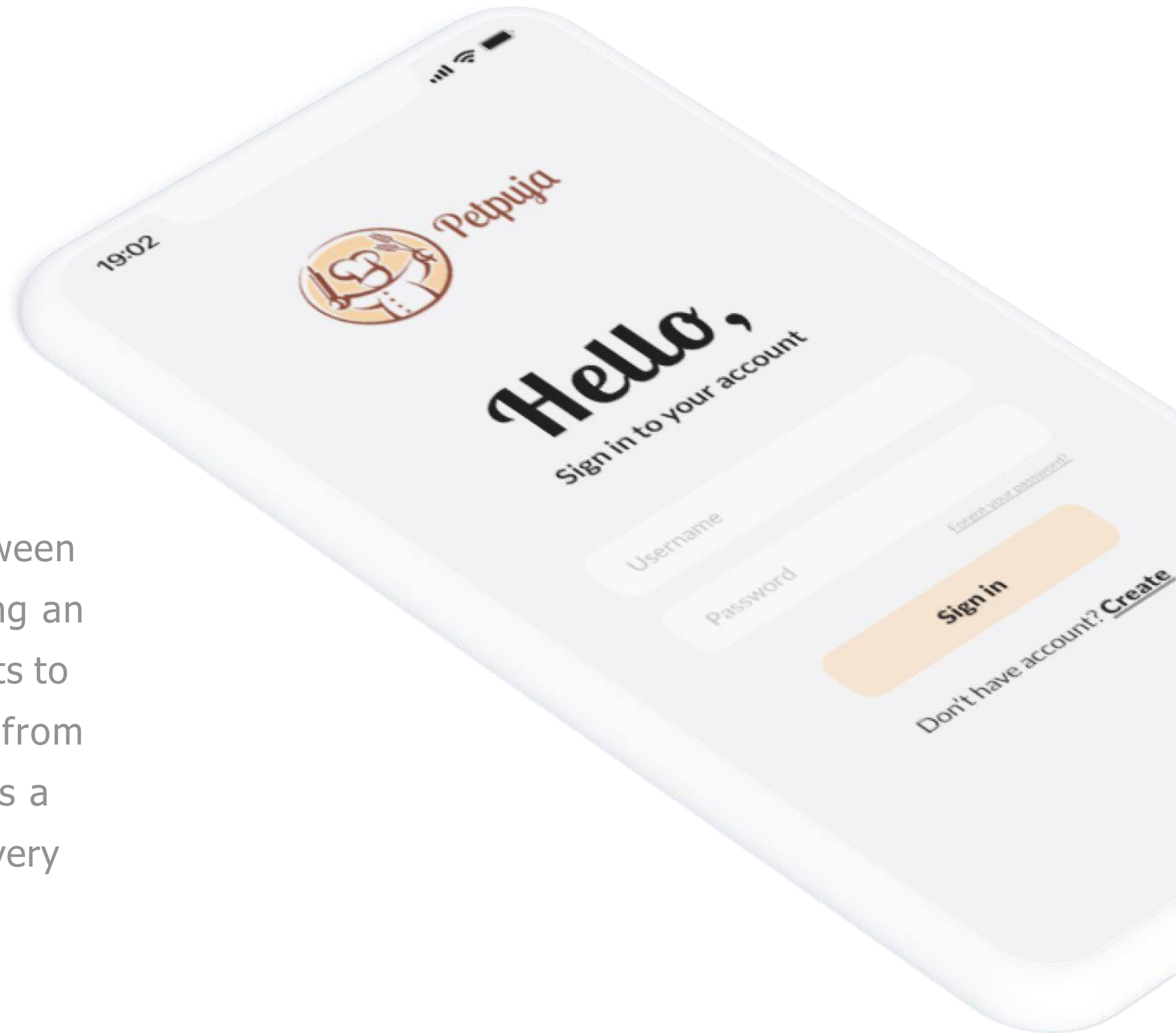
Research

What's the purpose of exploring the
solution?

Which user will interact with the app more?

 Figuring out the common pattern that
understands the user needs and helps in
designing the concept.

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Kickoff

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INITIAL KEY QUESTIONS

- What's the product?
- Who will us it?
- What do our primary users
  need most?
- Who do we see as out biggest
  competitions?

Afterwards

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Moving forward, we were able to
understand user's thoughts on the
product, and design problems to
formulate how to construct stakeholder
interviews later on.

Users and Audience

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The target users of the Petpuja application are everyday customers and students from the nearby college. These users have a strong preference for mobile-first and real time status updation of the order. Messages and emails just don't cut it anymore.

The key differentiator of this user group are they prefer to order from the application even if it's an order from the table. So they would like to have such applications that can make a delivery order or a pickup order, or in-store order.

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Persona

Liam P.

AGE	22
EDUCATION	Bachelor in Technology
STATUS	Single
OCCUPATION	Intern @MLveda
LOCATION	Anand, GJ
TECH LITERTE	High

❝ I want to make a positive impact in the world. Create a harmonic vibee.

Personality

Creative   Impatient

Bio

Liam is a intern at software company. She is in her early phase of the career which makes her do more work but at less income. She gets less time to manage her room and work and is totally exhausted after the work. She frequently prefers to order food or visit a restaurant, she always uses payment app. She feels it is a safe way to order and at original cost.

Core needs

- More responsibility at work
- Complete challenging tasks with more efficiency
- Attention to detail in every task
- After a lump sum day order a food from and pay online with a ease and get the desired and accurate product.

Frustrations

- "Timing of the arrival is not clear and creates problem sometime."
- "UI is little complicated for ordering a simple food with different toppings."
- "When the shop is busy they tend to take much time in preparing and delivering the order."
- "Option to add extra napkins and sugar or sausage should be there"

Brands Used

Petpuja

Persona

Shika Dalal

AGE	43
EDUCATION	MA
STATUS	Married
OCCUPATION	Teacher
LOCATION	Ahmedabad, GJ
TECH LITERTE	Moderate

" I want to bring the best in every student and encourage them to make a better future. Unleash their creativity and take out their true potential to defy the challenges.

Personality

Extrovert   Reader   Calm

Bio

Shikha is mother. She works as a teacher in the college nearby. She loves cooking food and sheldon orders food from the shop. She loves ordering from the company's payment app. It sounds secure and easy to use for her. It also helps her to plan surprises. Payment from the app makes easy to keep track of the orders too.

Core needs

- More responsibility at work
- Complete challenging tasks with more efficiency
- Attention to detail in every task
- Order food faster and on time

Frustrations

- "Ambiguity in ordering specific toppings."
- "Have to wait for long queues when in store sitting on table."
- "When the shop is busy they tend to take much time in preparing and delivering the order."
- "Option to add extra napkins and sugar or sausage should be there"

Brands Used

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User pain points

From the early research study I came to know some of the pain points, which I considered before starting the design activity.

- Streamlined Payment Process

- Past Order Records and Reward based on it

- Proper Order Status

- In-store Orders From The Table

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Competition

We looked at several potential competing companies. Some of them directly competed with Petpuja app. They can still infringe on the business' revenue & popularity. Petpuja app has the opportunity to capitalise on this by bringing products from each company to create a one-stop shop without over saturating the user's selection.

MAIN KEY DIFFERENCE

- **Easily Accessible** vs **Hardly Accessible**
- **Too Many Screens** vs **Simplified Interaction**
- **Bright / Distracting Interface** vs **Minimalistic Interface**
- **Specialisation of Products**

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Design

Solving complex problems
with intuitive interface
solutions.

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Paper wireframes

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SKELETON DRAWING

- Cost-effective
- Easy to use
- Quick iteration
- Universal
- Honest critique

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Digital wireframes

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THE BLUEPRINT FOR DESIGN

- **Structure** - How will the pieces of this site be put together?

- **Content** - What will be displayed on the site?
- **Informational hierarchy** - How is this information organised and displayed?

- **Functionality** - How will this interface work?
- **Behaviour** - How does it interact with the user? And how does it behave?
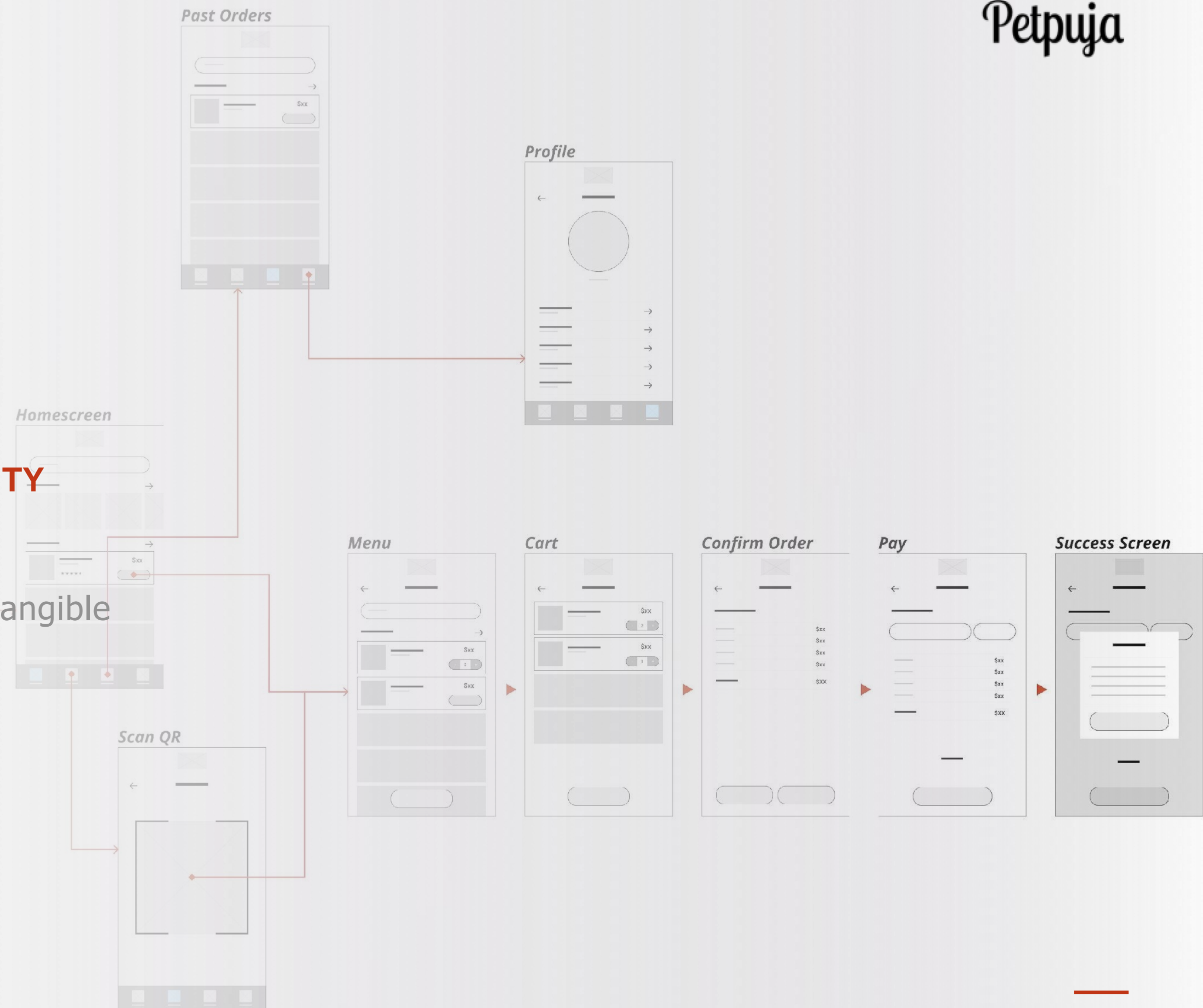
🔗 https://bit.ly/3C2Fhmf

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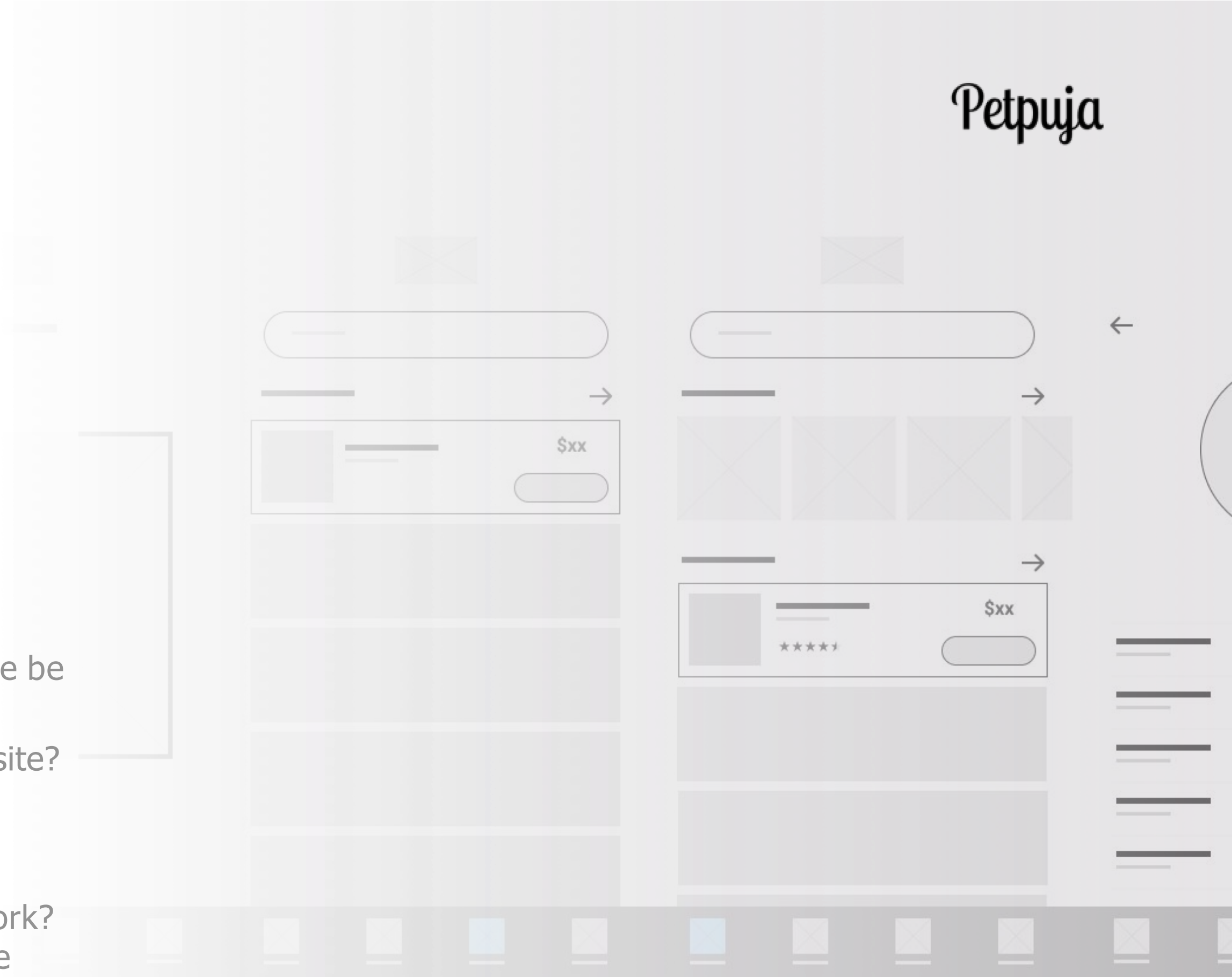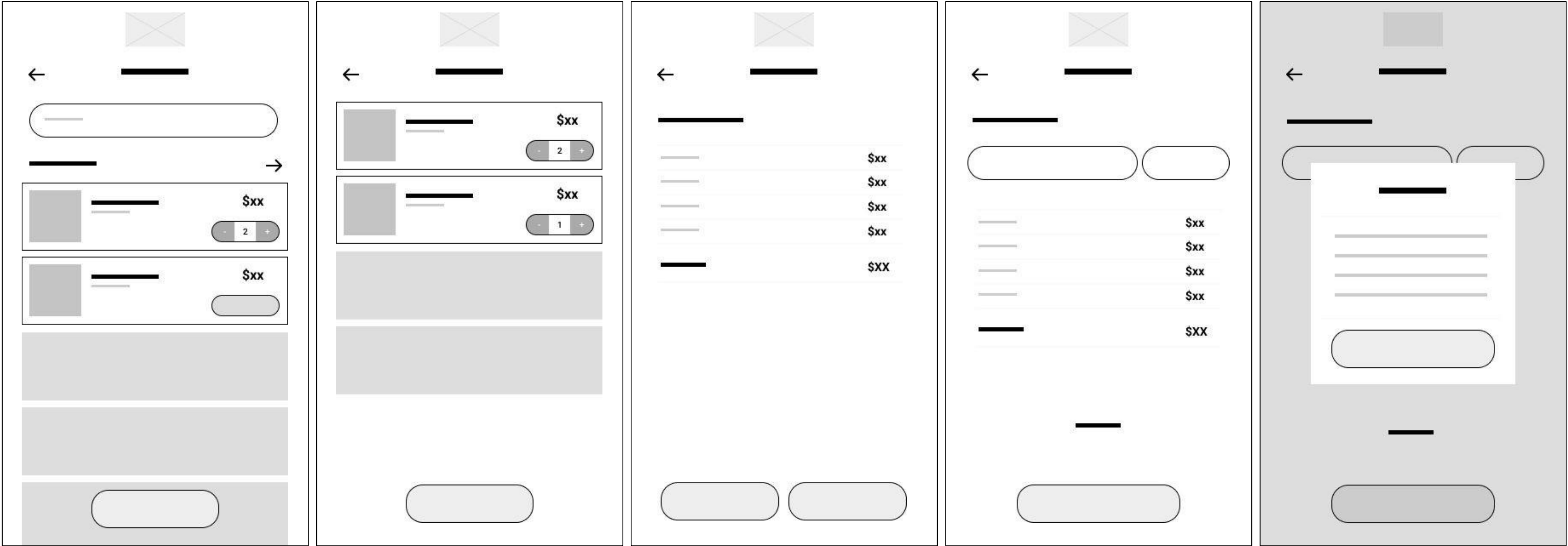
Lo-Fi Prototype

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CHECK AND TEST FUNCTIONALITY

Quick and easy way to translate high-level design concepts into tangible and testable artefacts.

🔗 https://bit.ly/3zSv3mP

Past Orders

Profile

Login

Homescreen

Scan QR

Menu

Cart

Confirm Order

Pay

Success Screen

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Sticker Sheet

ALL THE VISUAL ELEMENTS

Quick and easy way to find and keep track of the fonts, colours, logo variants, and button types used in the design process for high-level designs.

Color

| #000000 | #7D3621 | #FDCC99 | #F8F8F8 | #FFFFFF |

Type

Title	H1	H2	H3	H4
AaBbCc	AaBbCc	AaBbCc	AABBCC	AaBbCc
35pt, Bold, Lobster Two	27pt, Black, Lato	20pt, Semi-bold/Bold, Lato	17pt, Bold, Lato	16pt, Regular, Lato

Buttons

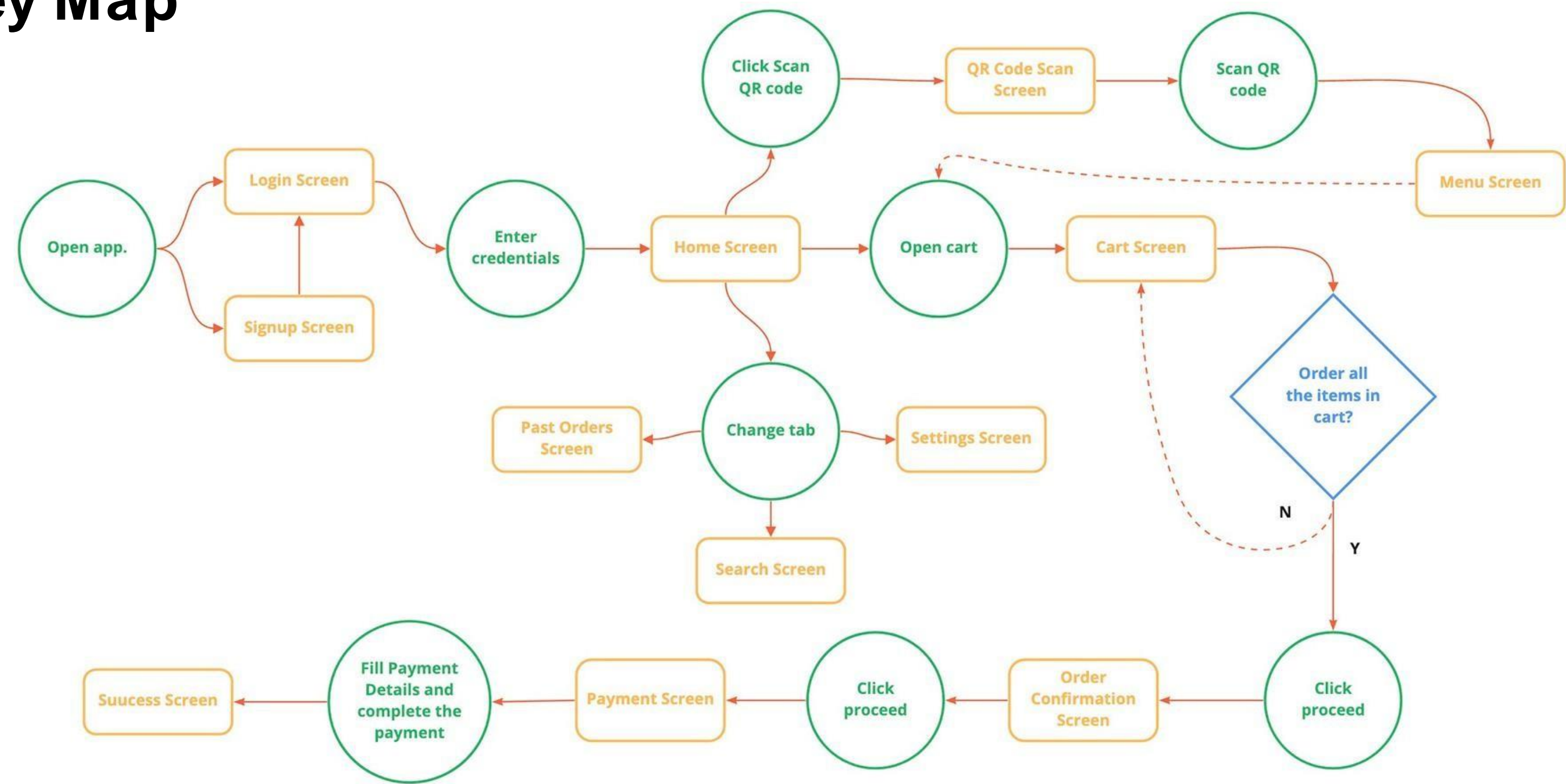| Large | Small | Icon button |
Button	Button	
Button	Button	
23pt, Bold, Lato	17pt, Bold, Lato	15px radius
15px radius	15px radius	

Logos

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Journey

The foundation of the proposed solution - in what way will the design solution should be used?

Which actions   will the users will interact with?

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User Journey Map

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Iteration

What went wrong?

What can we do correctly?

How can we translate the feedback into
an intuitive solution?

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Usability Study Findings

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RESEARCH INSIGHTS

- Delivery type navigation needs improvement
- Promo code at the time of payment
- Schedule delivery order suggestion
- Multiple languages menu

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Usability Study Findings

DELIVERY TYPE NAVIGATION NEEDS IMPROVEMENT

There was no option to change the delivery type while checkout screen therefore in the iteration I added a navigation for delivery type showing Delivery, Table Order, and Pickup as 3 radio options.

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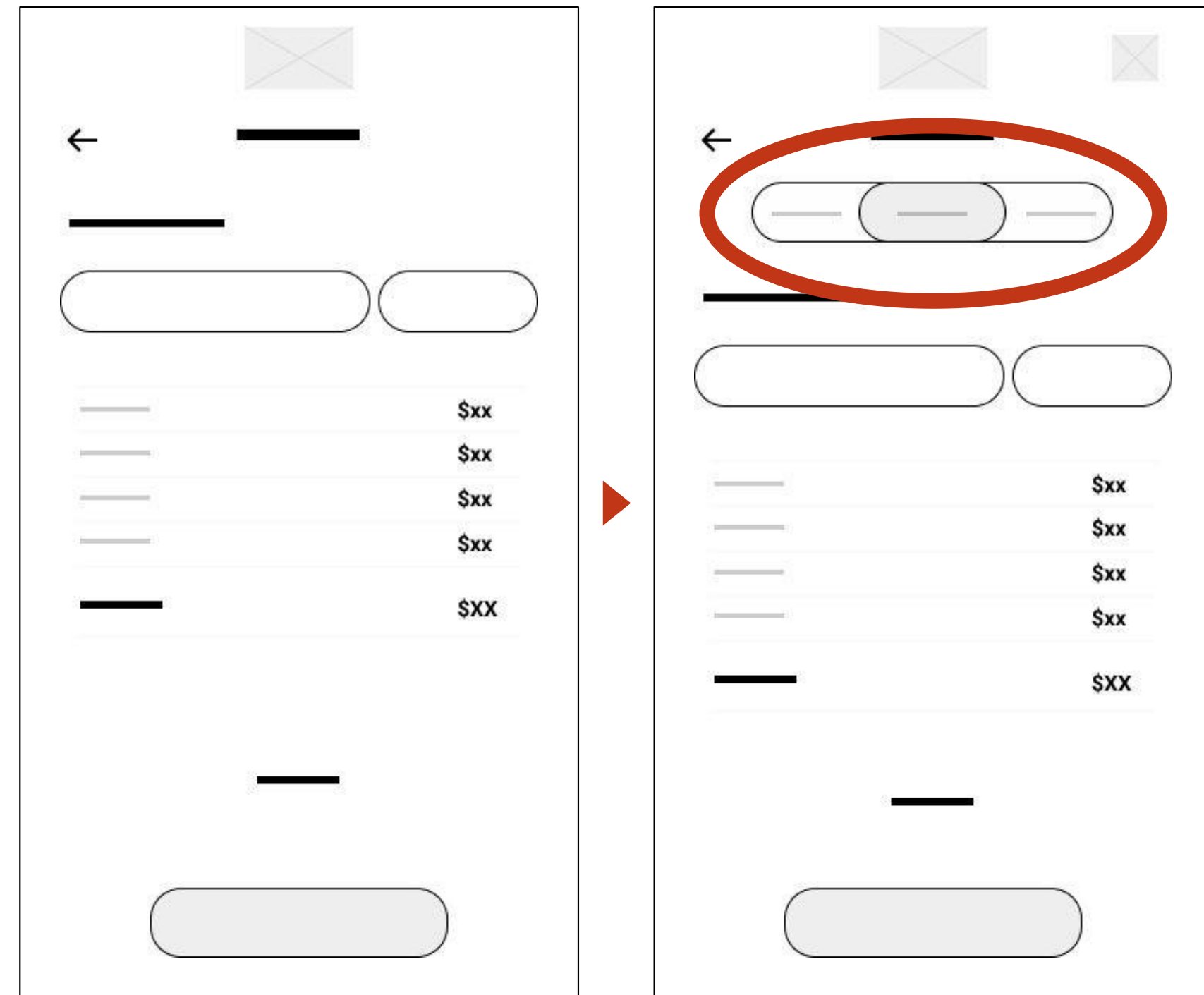
Usability Study Findings
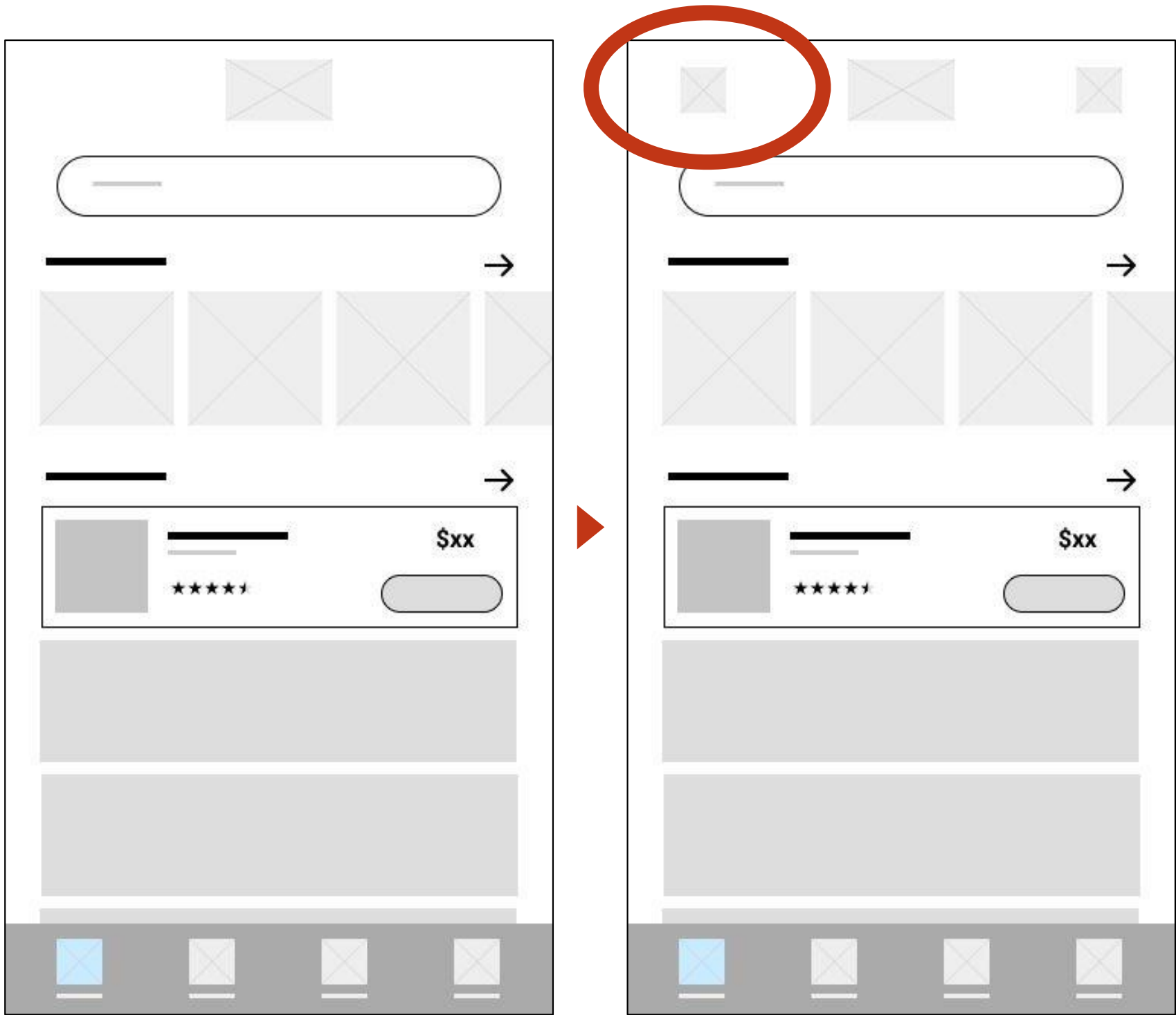
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PROMO CODE

There was no additional text input field for entering Promo Code, I added in the first iteration.

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Usability Study Findings

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MULTIPLE LANGUAGES

I added a language
switcher button.

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Iterated Design

Taking newfound knowledge by understanding and applying in the current product.

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Hi-Fi Prototype

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HOMESCREEN

1 Added a language accessibility setting on the top left.

2 Changed the navigation icons more intuitive.

3 The scan button was also changed to a proper place.

4 Iconography was improved.

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Hi-Fi Prototype

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CHECKOUT SCREEN

1 Proper back button were added at every screen.

2 Delivery type navigation was added for better user experience.

3 Promo code was placed in the checkout

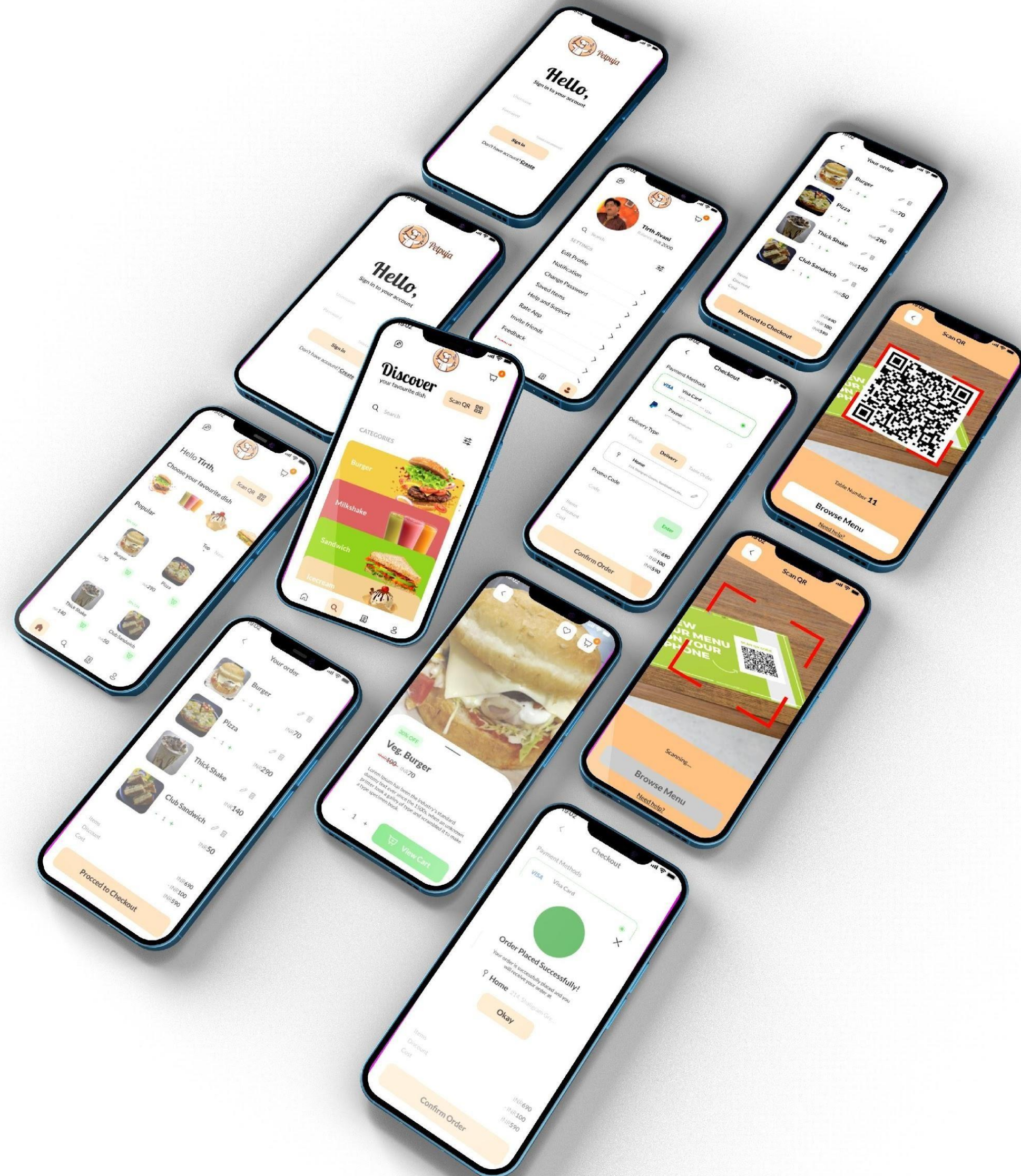screen for promotion code discounts
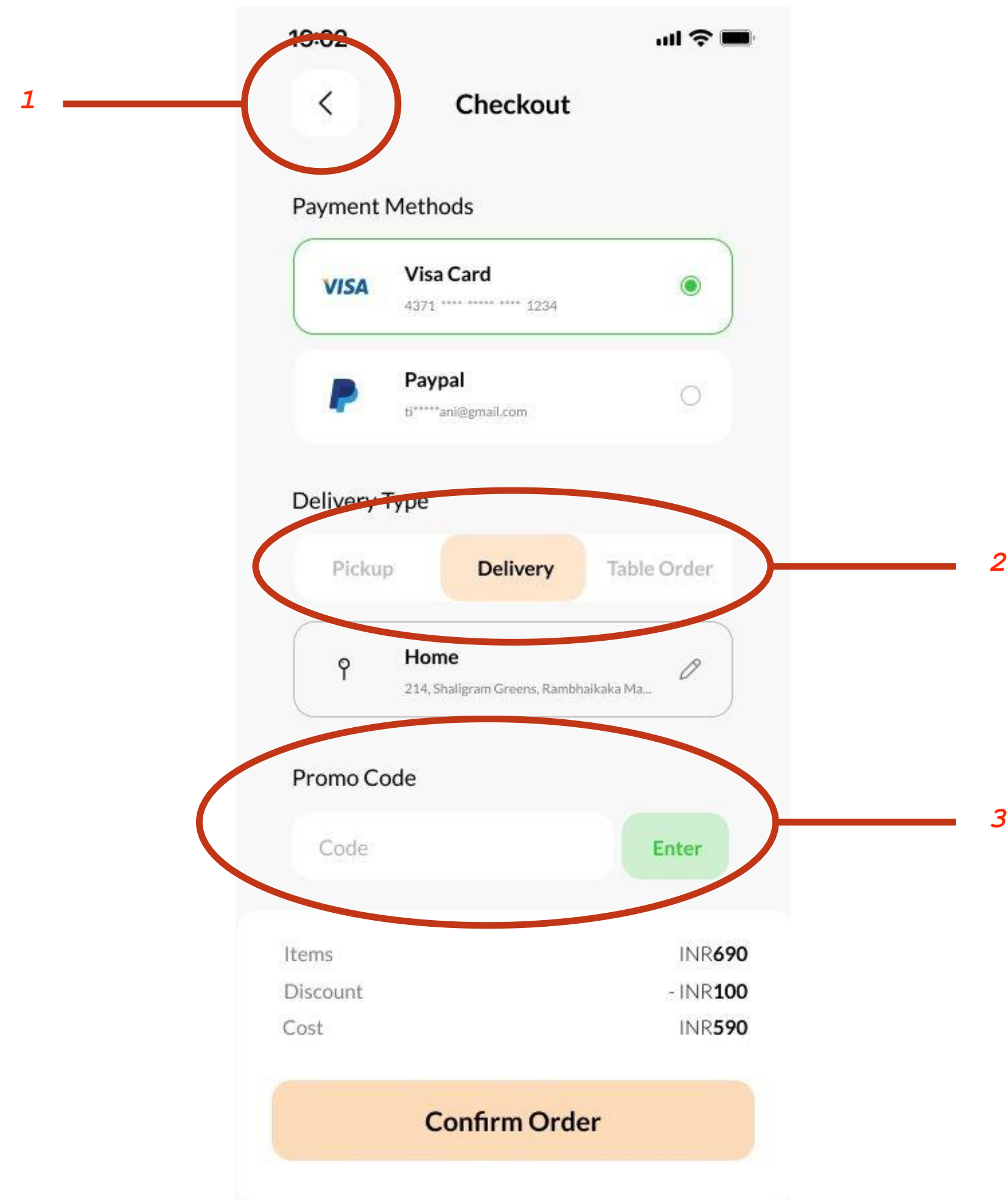
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Mockups

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A REPLICA OF FINAL DESIGN

- A lot more detail

- A better taste of what real UI elements

- Easier to communicate functionality to developers

🔗 https://bit.ly/3x4riJ2

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Hello,

Sign in to your account

Username

Password

Forgot your password?

Sign in

Don't have account? **Create**

Discover
your favourite dish

Scan QR

Search

CATEGORIES

Burger

Milkshake

Sandwich

Icecream

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Accessibility

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A11Y USED

- Proper colour contrast was used in the pallet.

- Added different language switching button.

- User experience rich iconography is used.

- Proper visible font size and typography is used

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Conclusion

Petpuja Payment Application is a easy to use, safe, secure, and intuitive application for any user to order fast food either by pickup, home delivery or in-store order from their respective table.

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Let's Connect

Any Art!

I love to talk about any art!

My favourites are Music, Designing and Sports.

I'm a professional musician and a singer.

Check out my insta for music related stuff! ;)

https://www.linkedin.com/in/kunj-vyas-6886a3196/

https://www.instagram.com/_kunjvyas98/

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Thank you!

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