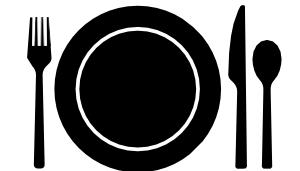


Petpuja

Kunj Vyas | **Jan - April 2024**



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# Content

- 1 Introduction
  - 2 Research
  - 3 Design
  - 4 Journey
  - 5 Iteration
  - 6 Iterated Design
  - 7 Conclusion
-

# 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.

# Easy, Safe, Intuitive

## THAT'S WHAT PETPUJA AIMS TO OFFER:

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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)

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 an application for their growing business.

## My role

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Product Designer,  
UX Researcher

## Responsibilities

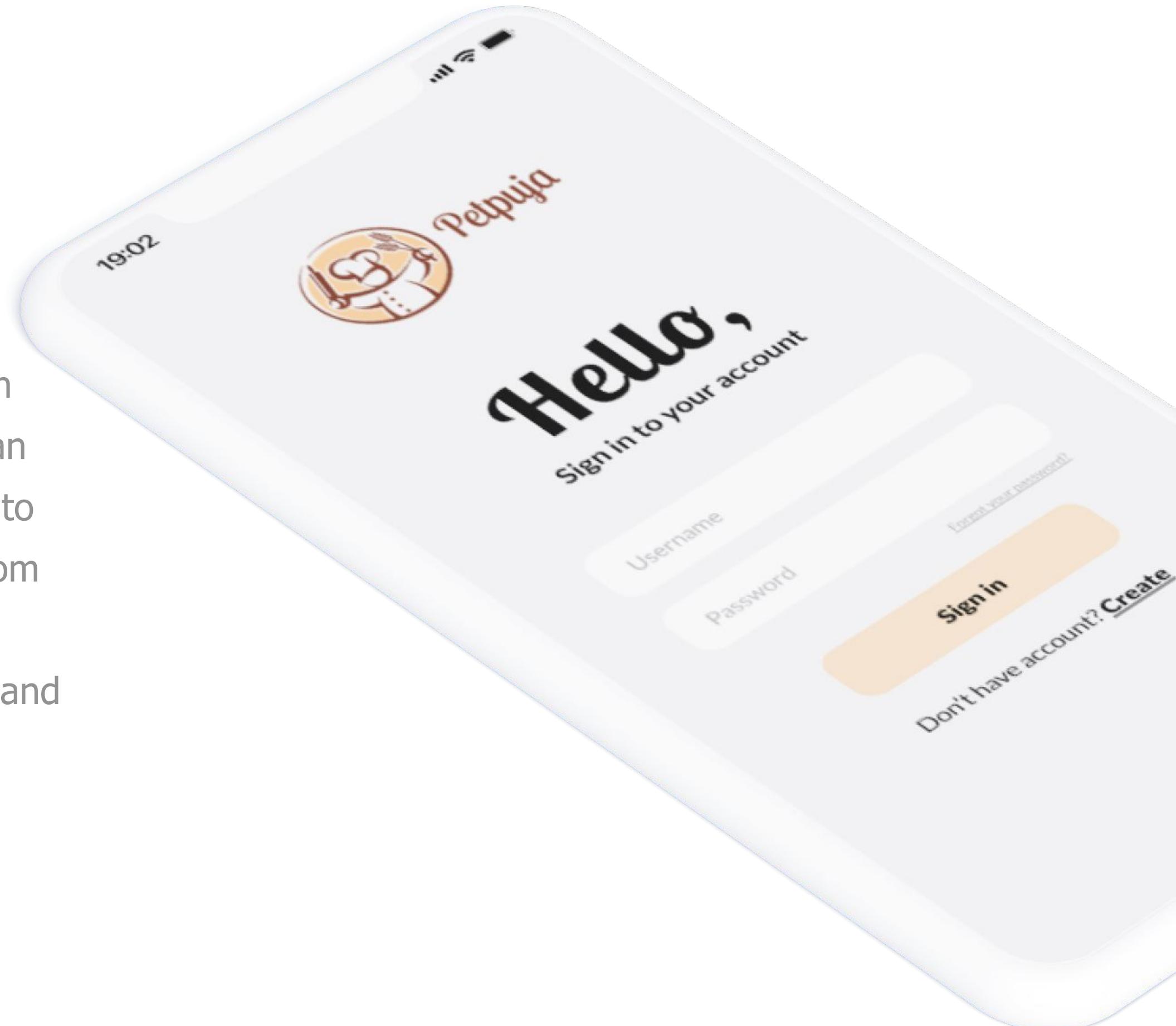
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User Research, Interaction  
Design, Visual design,  
Prototyping, and Testing

# Method & Solution

## 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.



## 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.

## Kickoff

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### INITIAL KEY QUESTIONS

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

## 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:

- Everyday customers
- Students from the nearby college.
  - 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:

- They prefer to order from the application even if it's an order from the table.
- Applications that can make a delivery order or a pickup order, or in-store order.

# Persona

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**Liam P.**



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

**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”

**Personality**

Creative Impatient

**Brands Used**



# Persona

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Kunj Vyas

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**Shika Dalal**



AGE 43  
EDUCATION MA  
STATUS Married  
OCCUPATION Teacher  
LOCATION Ahmedabad, GJ  
TECH LITERATE 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.

**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**



**Personality**  
Extrovert Reader Calm

# User pain points

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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

# Competition

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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



# Ideation

Solving complex problems  
with intuitive interface  
solutions.



# Design

Petpuja



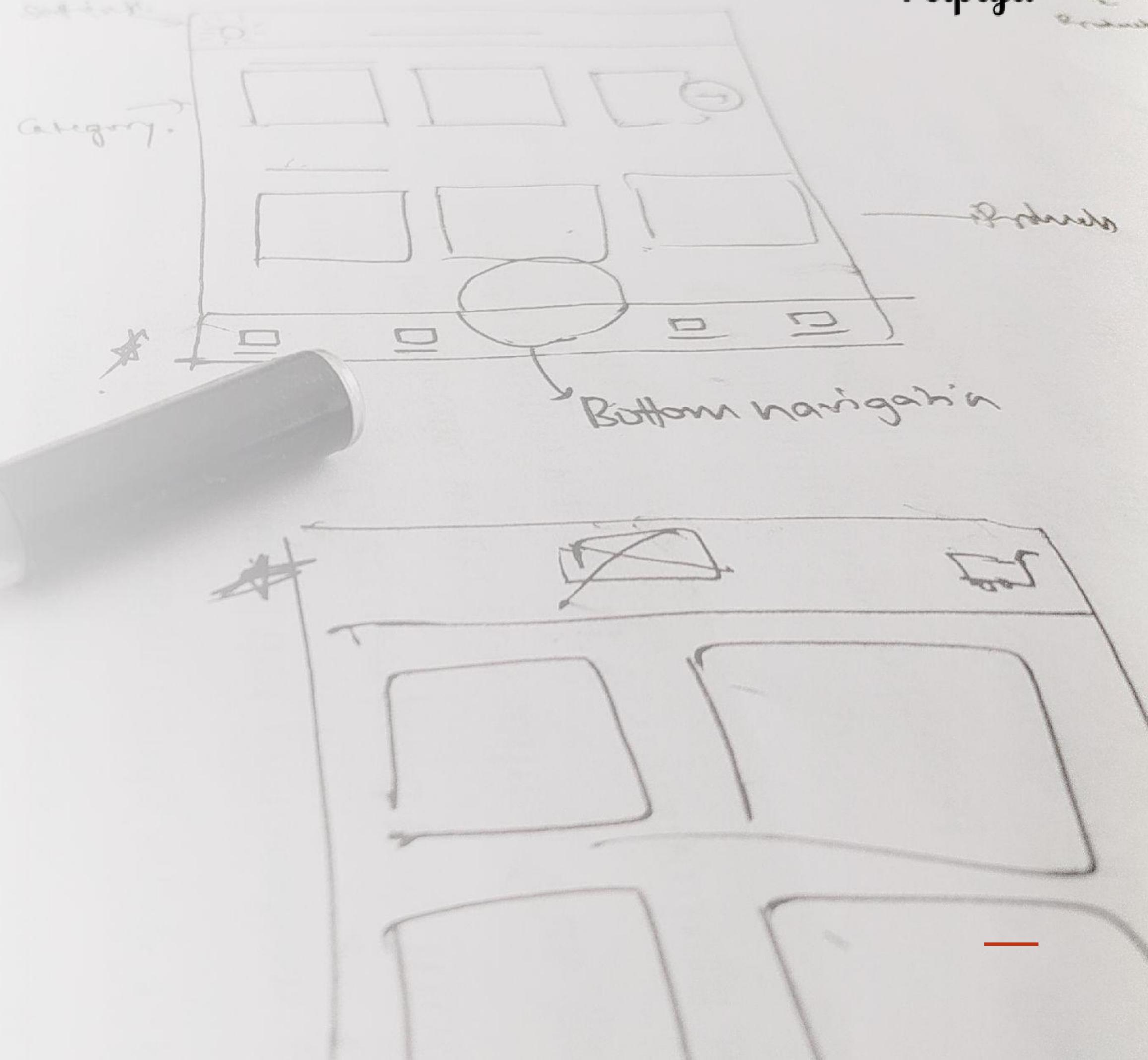
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## Paper wireframes

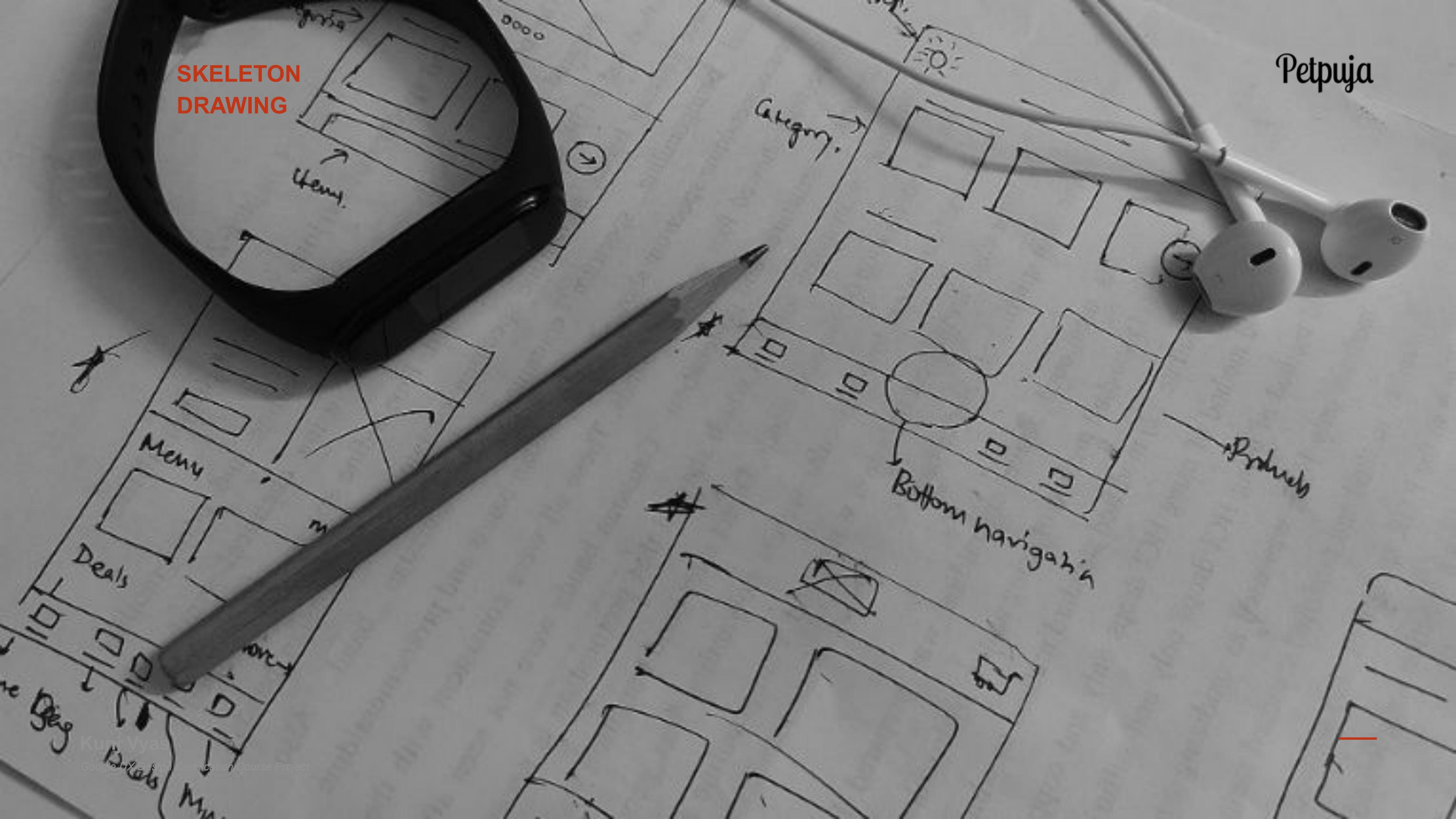
### SKELETON DRAWING

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



Petpuja

## SKELETON DRAWING



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## Digital wireframes

### THE BLUEPRINT FOR DESIGN

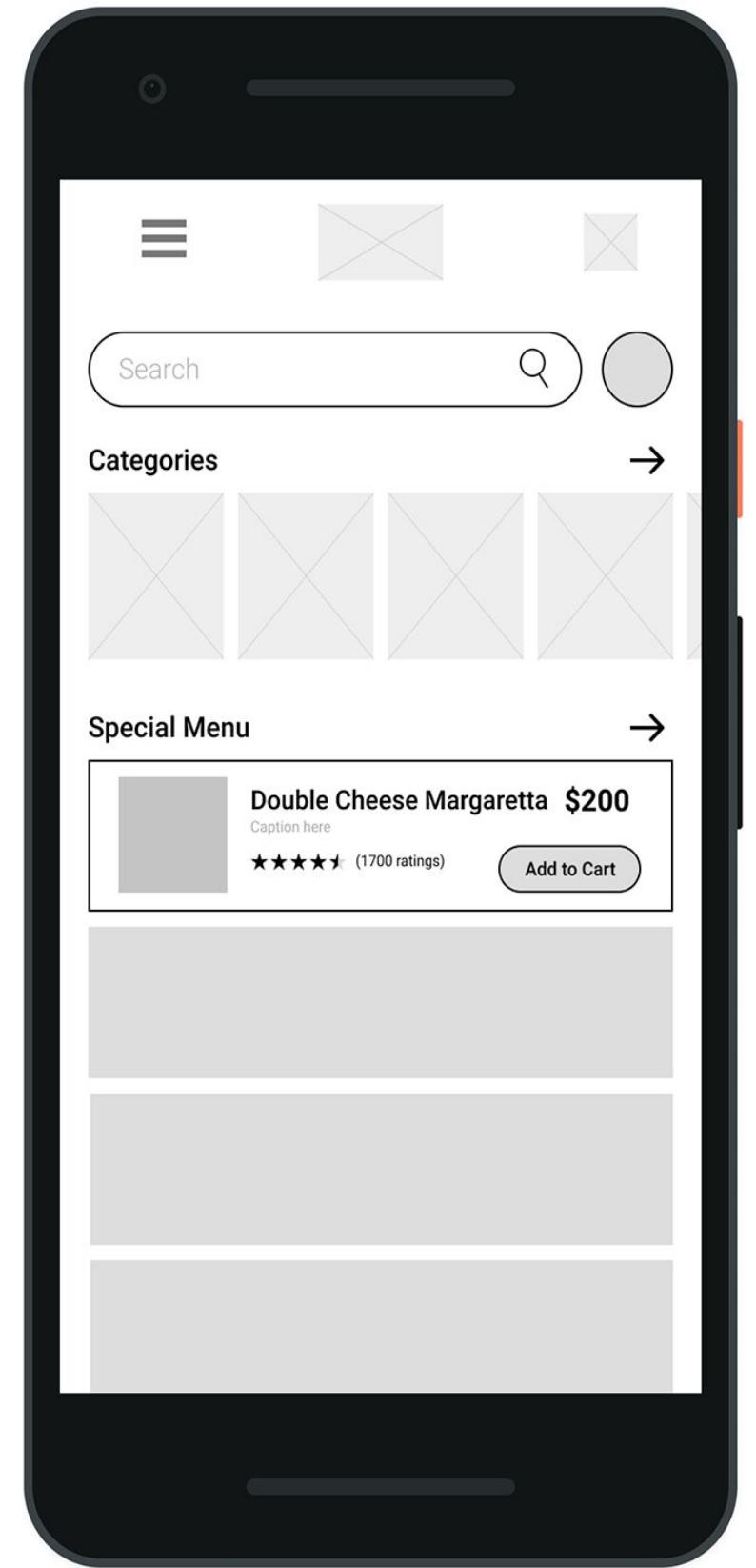
- **Structure** - How will the pieces of this site be put together?
- **Content** - What will be displayed on the site?
- **Informational hierarchy** - How is this information organised and displayed?
- **Functionality** - How will this interface work?
- **Behaviour** - How does it interact with the user? And how does it behave?



# Design

Petpuja

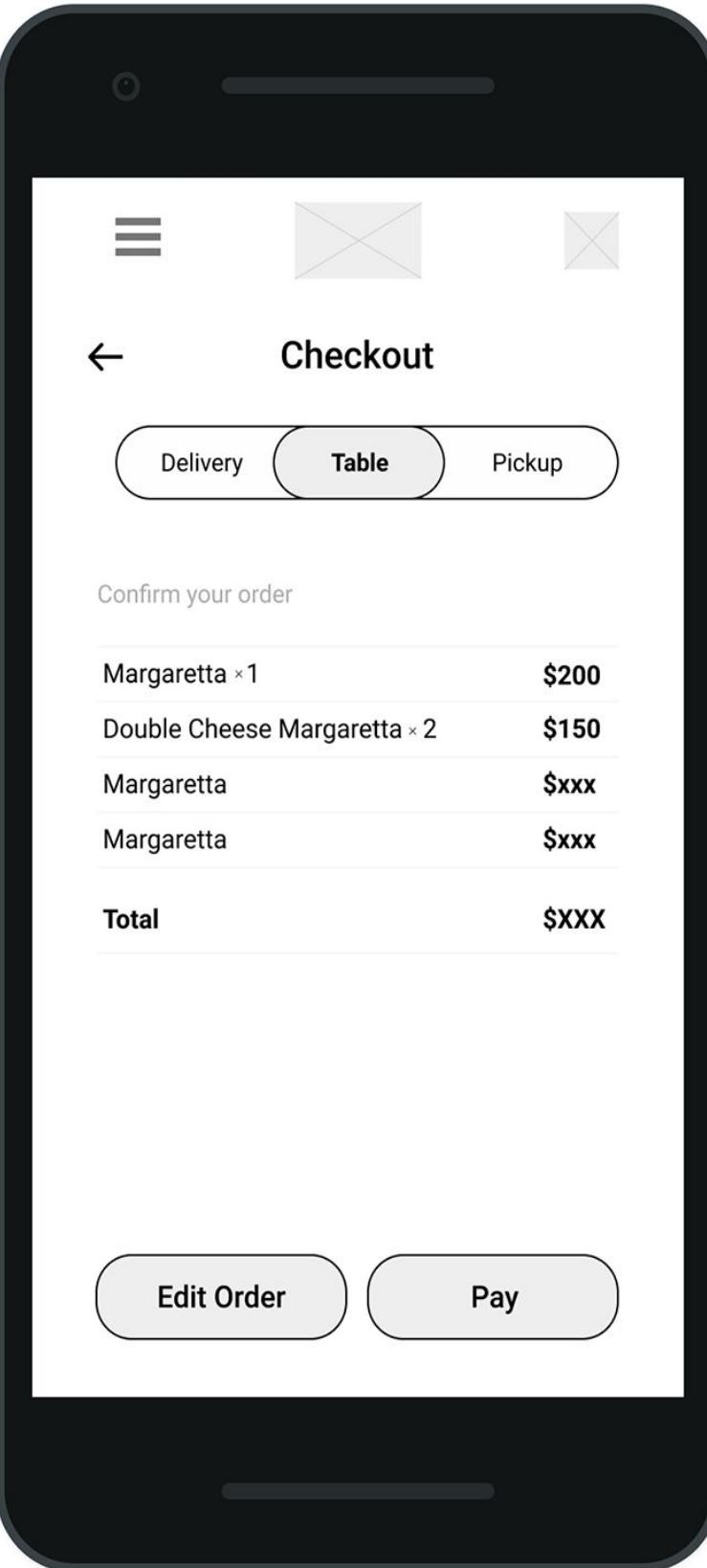
With this list of categories, users will clearly get the gist of what items are available in the restaurant.



This search bar with the filters provides users with ease of searching any item.

This navigation on the top of the screen makes it easy for users to select the delivery type.

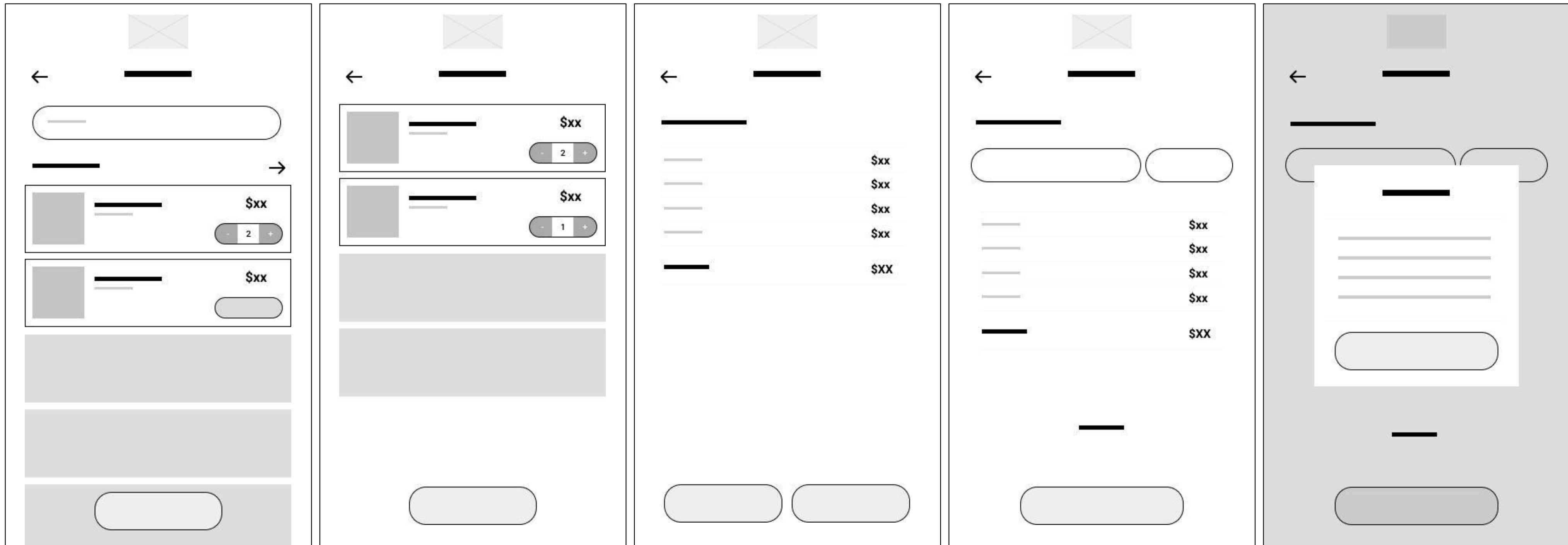
This card allow users to overview all the basic information of the item like price, rating, picture, etc.



This button on the bottom clearly indicates the user to proceed or to edit the order.

# Design

Petpuja



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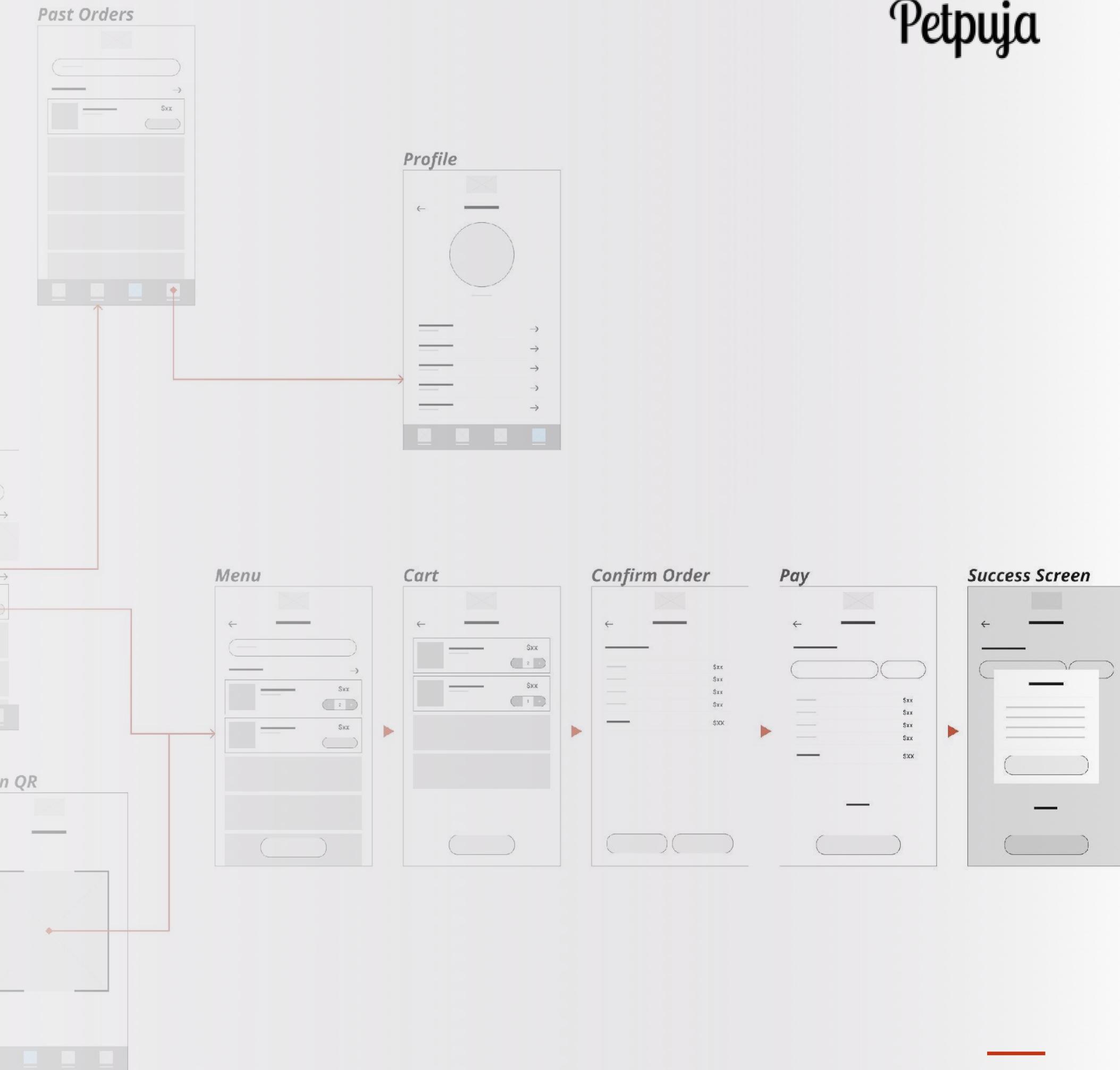
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## Lo-Fi Prototype

### CHECK AND TEST FUNCTIONALITY

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

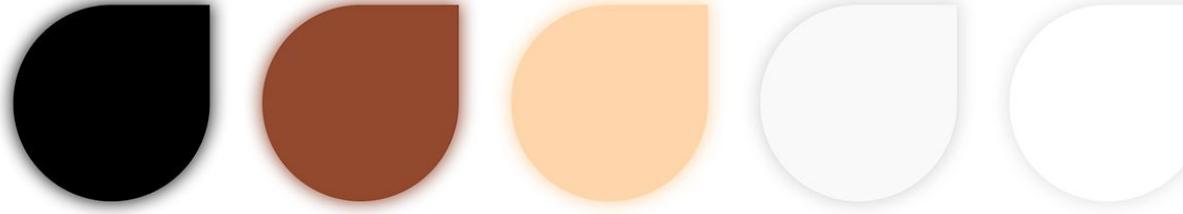
🔗 <https://bit.ly/3zSv3mP>



## 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
	35pt, Bold, Lobster Two	27pt, Black, Lato	20pt, Semi-bold/Bold, Lato	17pt, Bold, Lato	16pt, Regular, Lato

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

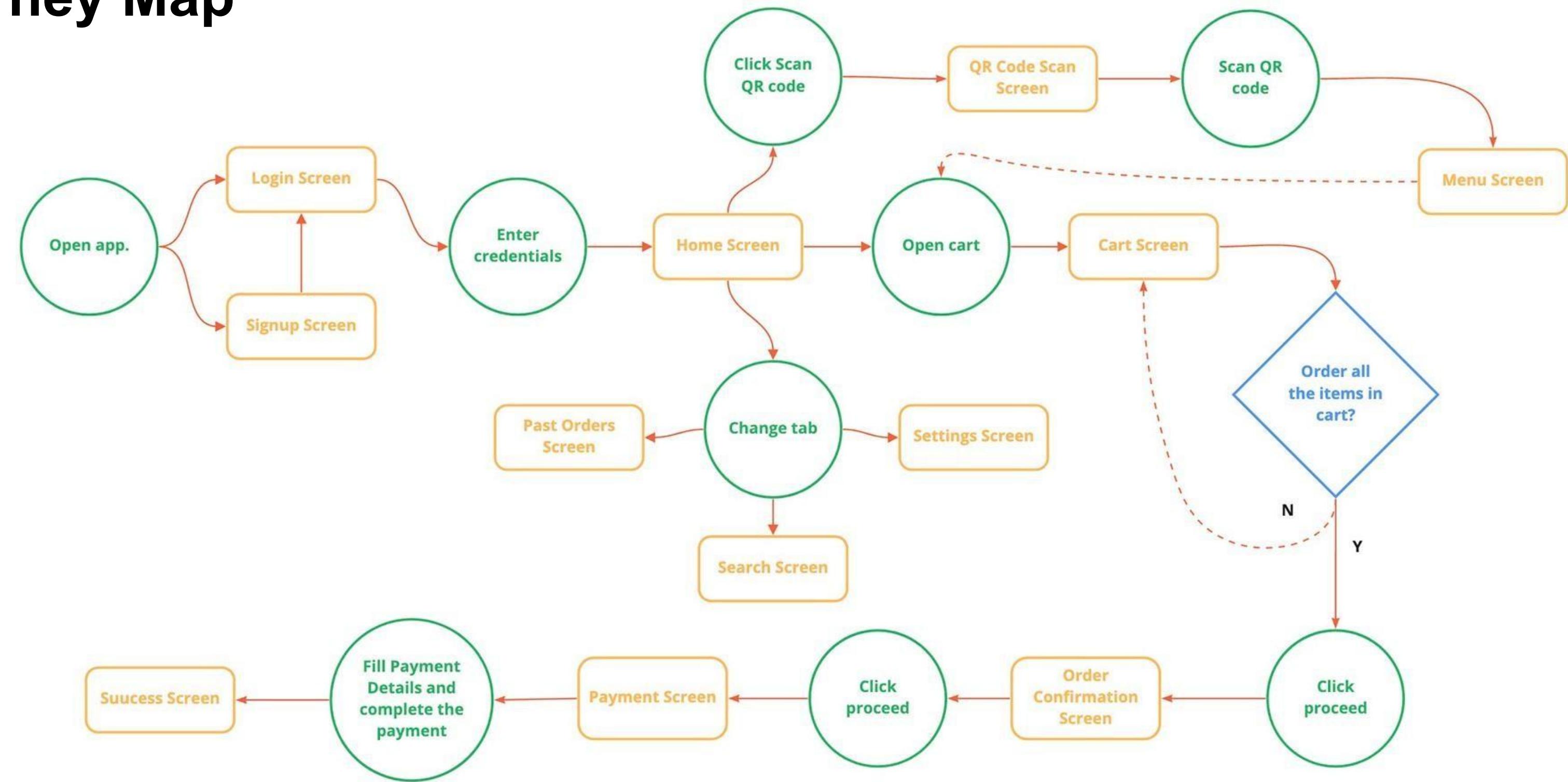
Logos		
Petpuja		

# 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?

# User Journey Map



# Iteration

What went wrong?

What can we do correctly?

How can we translate the feedback into  
an intuitive solution?



# Usability Study Findings

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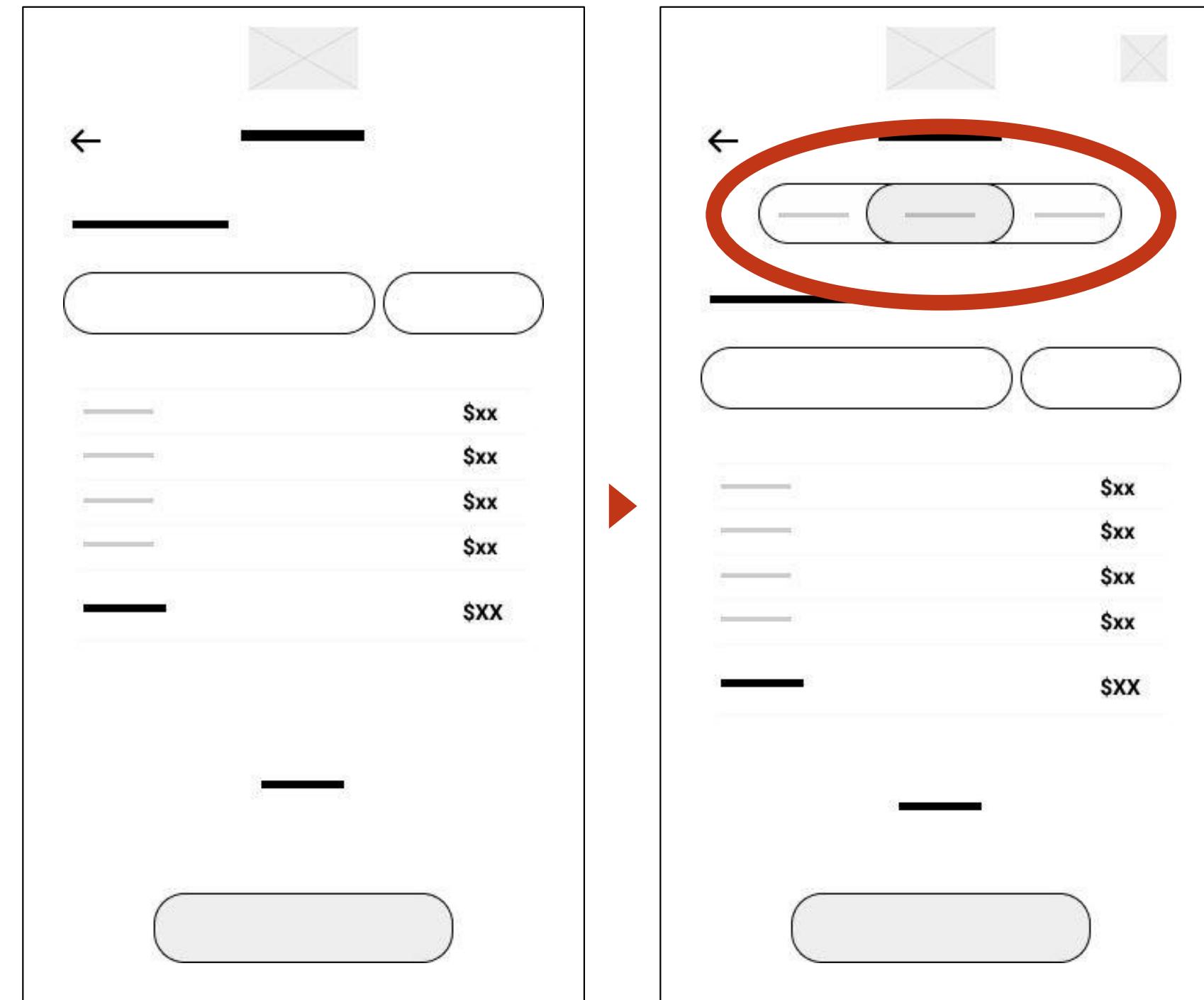
## RESEARCH INSIGHTS

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

# 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.



# Usability Study Findings

## PROMO CODE

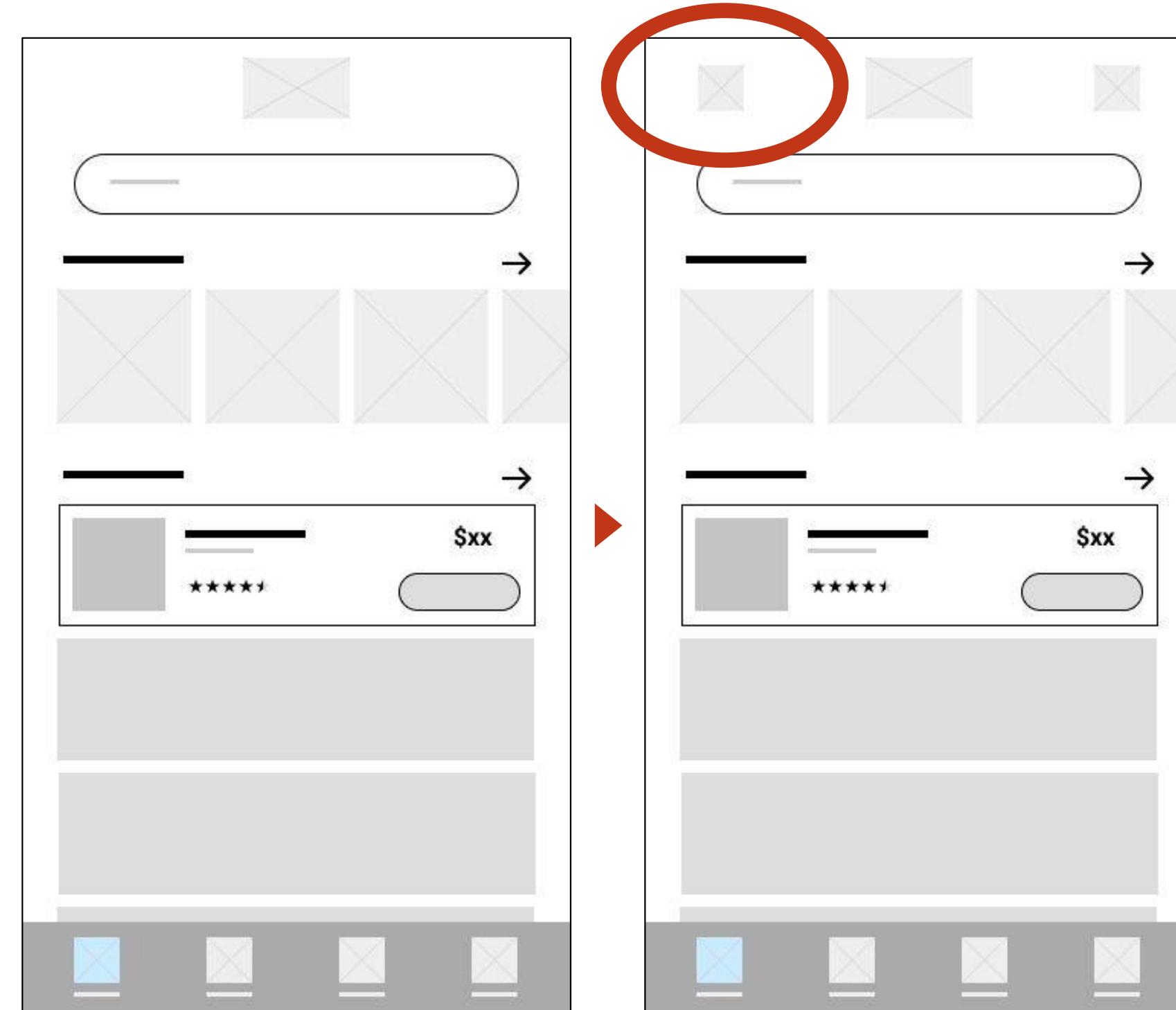
There was no additional text input field for entering Promo Code, I added in the first iteration.



# Usability Study Findings

## MULTIPLE LANGUAGES

I added a language switcher button.



# Iterated Design

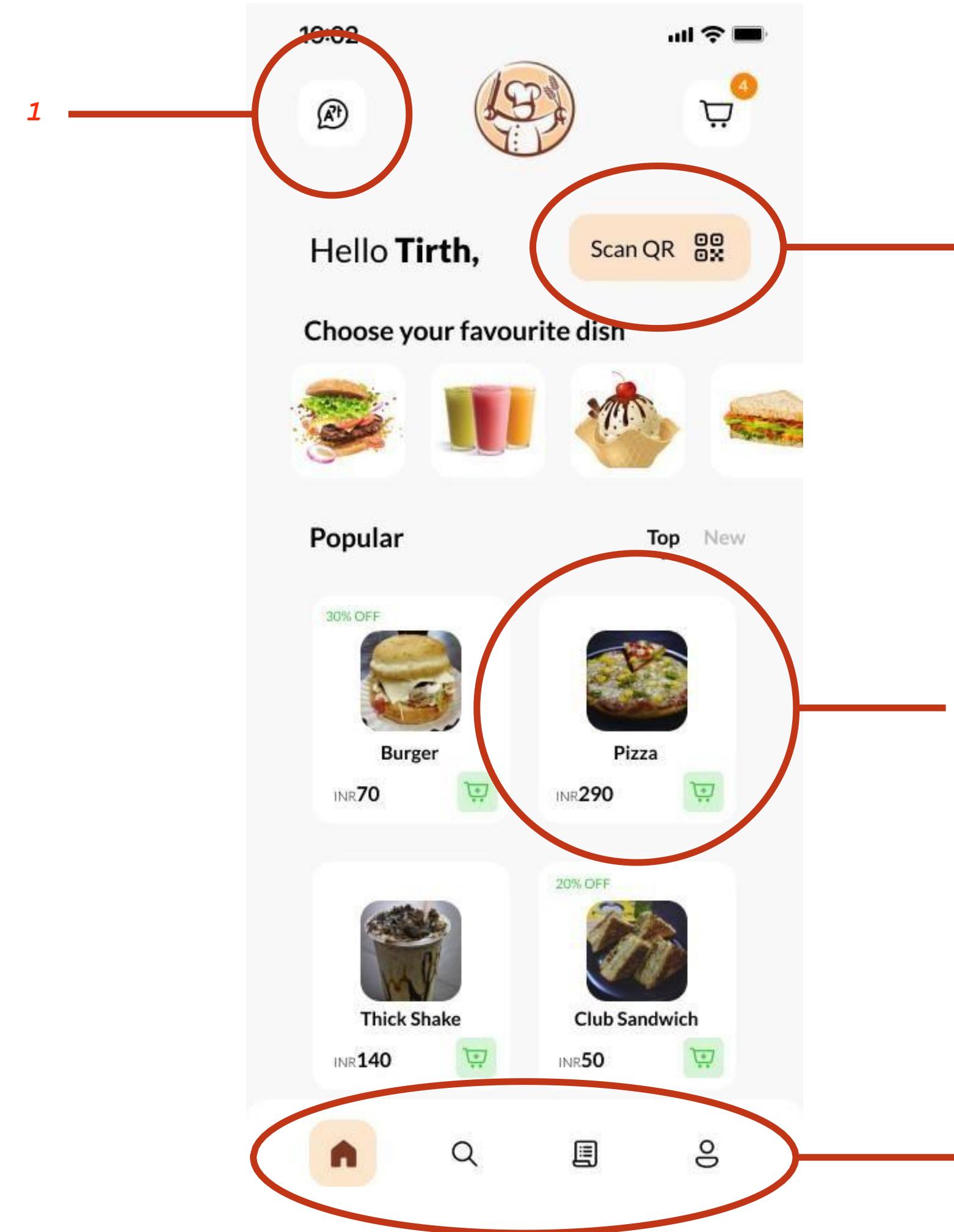
Taking newfound knowledge by understanding and applying in the current product.



# Hi-Fi Prototype

## HOMESCREEN

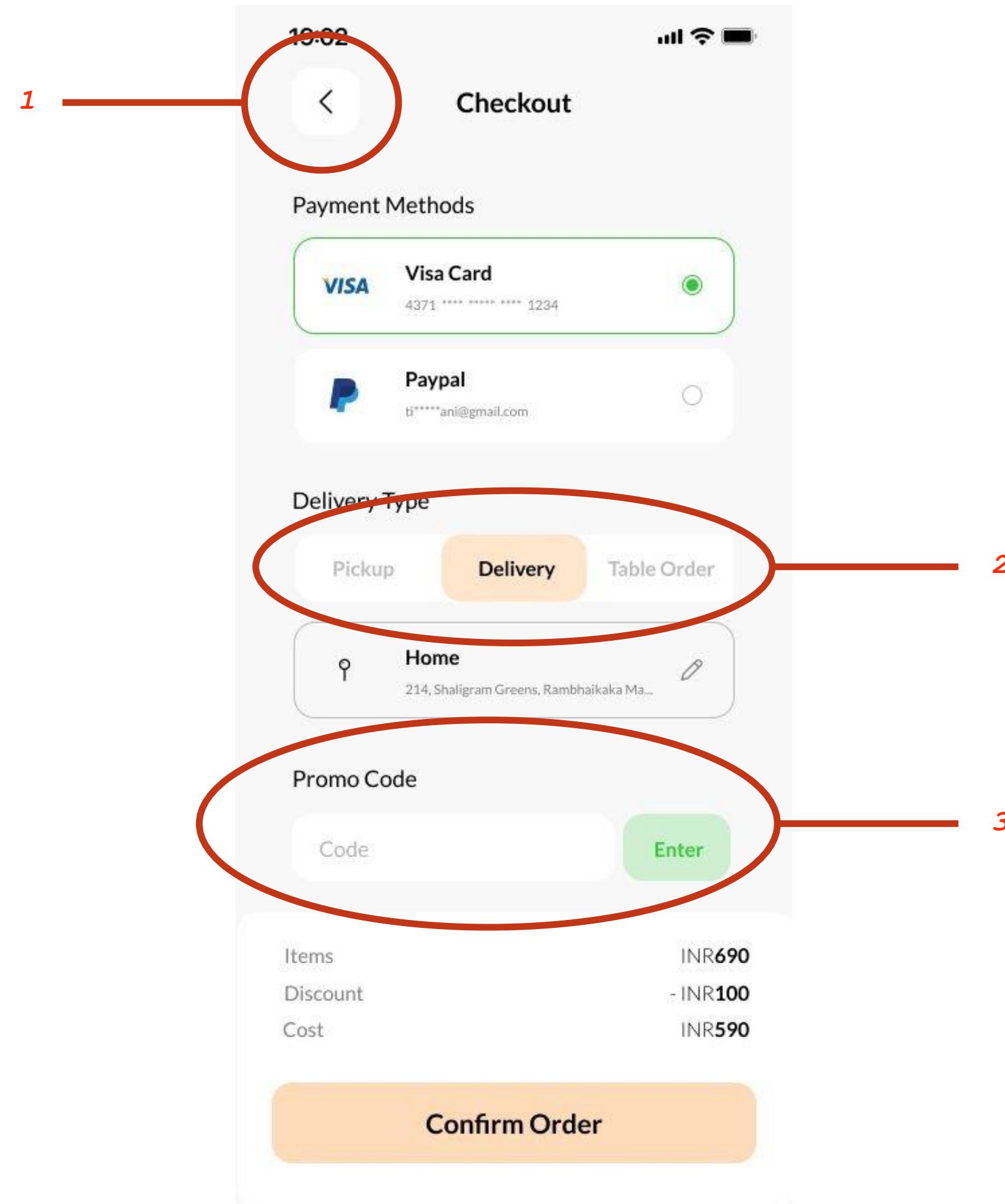
- 1 Added a language accessibility setting on the top left.
- 2 Changed the navigation icons more intuitive.
- 3 The scan button was also changed to a proper place.
- 4 Iconography was improved.



# Hi-Fi Prototype

## 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.
- 4 Payment method selection:

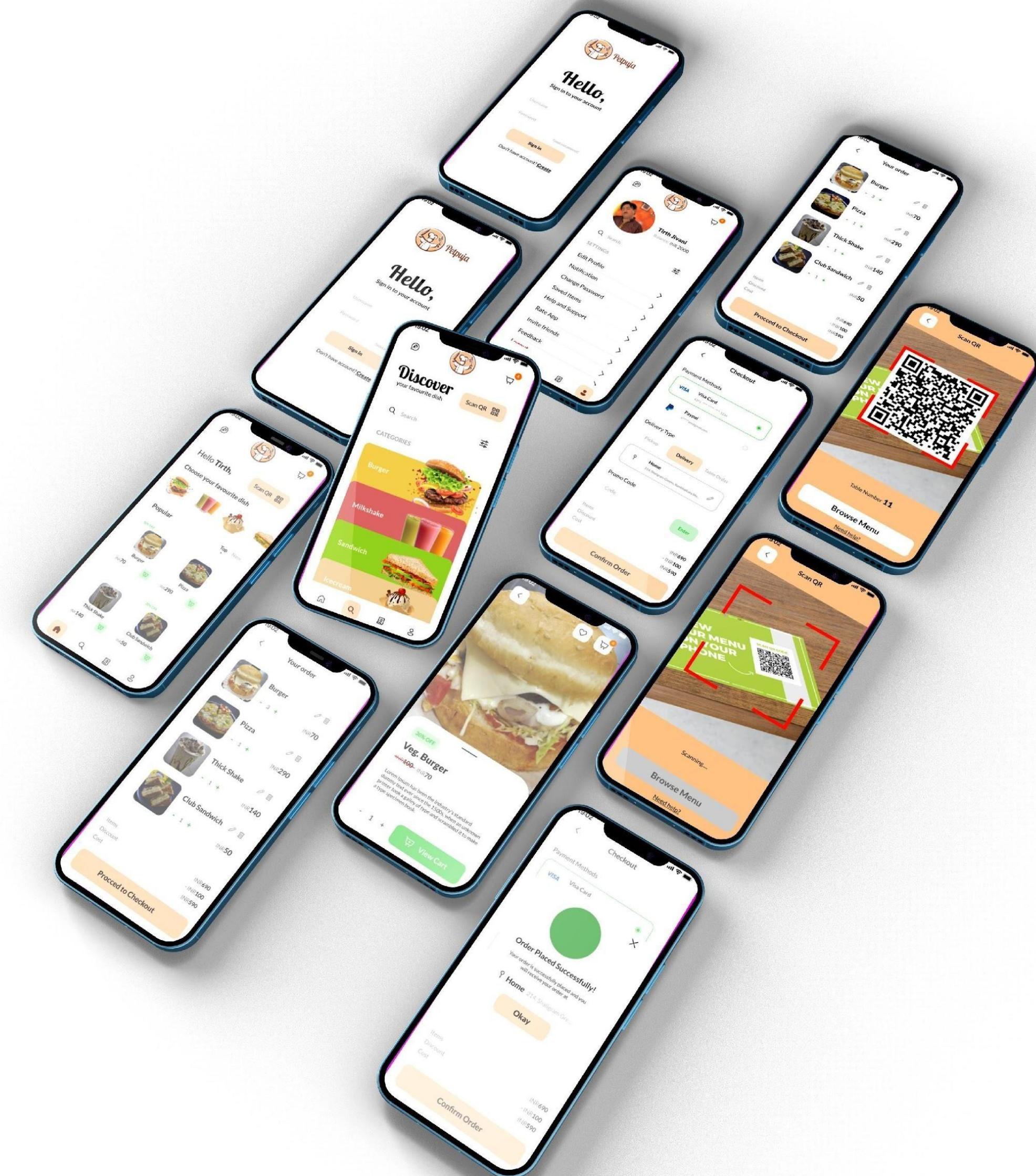


# Mockups

A REPLICA OF FINAL DESIGN

- A lot more detail
- A better taste of what real UI
- Easier to communicate functionality to developers

🔗 <https://bit.ly/3x4riJ2>



# Iterated Design

Petpuja



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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

## Future Roadmap

Add more accessibility features like voice assistance, audio buttons for description, and color names with colors for partially blind or color blind people.

# Thank you!