

Asian Fusion Website Design

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Project overview



The product:

Asian Fusion is a sushi ordering app that allow users to receive sushi at home. The typical user is between 19-30 years old, and most users are college students or early career professionals. Asian Fusion goal is to make ordering fast and easy for all types of users.




Project duration:

April 2023

ASIAN FUSION

Beijing

Order summary

 **Uramaki x1**
Maki: rice, dry seaweed, nori

Time shipping: 10-15 minutes.
Price shipping: 2\$
Subtotal: 5\$
Total: 7\$

Leave a note

Payment info

Name
Mei Ling

Address
Beijing, Chaoyang District

E-mail
Mei_Ling@gmail.com

Payment
Paypal




Confirm





Location

: amet, consectetur adipiscing
sleifend arcu, a porttitor orci
a consequat eros, quis posuere
elit purus. Etiam egestas enim
na dictum sit amet. Ut metus
illa at, molestie vitae elit.
a libero quis ultrices. Duis eget

←

Other restaurants





sako

Your cart

The products you selected
will appear here

Project overview



The problem:

There are no apps allowing to order only sushi with a detailed attention to allergies



The goal:

Design an Asian Fusion website to be user friendly by providing clear navigation and offering a fast checkout process.

Project overview



My role:

UX designer leading the Asian Fusion website design



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that many target users have a great passion for sushi but many people need to know ingredients and allergies. Many food website apps are confusing and have too many popups which frustrated many target users. This caused a normally enjoyable experience to become challenging for them, defeating the purpose of relaxation.

User research: pain points

1

Navigation

Food ordering website designs are often busy, which results in confusing navigation

2

Interaction

Confusing filters and order buttons

3

Experience

Online food ordering websites don't provide an engaging browsing experience

Persona: Mei

Problem statement:

Mei is a busy college student who needs intuitive website navigation and search filters because she wants to know ingredients.



Mei

Age: 22
Education: Art student
Hometown: Beijing
Family: Parents
Occupation: Student

"I love eating healthy foods"

Goals

- Bigger buttons and improved placement for more accessible navigation.
- Accessible information on ingredients
- Accurate and not invasive advs

Frustrations

- "I struggle with the size and placement of buttons."
- "Not enough information on ingredients"
- "Too many advs"

Mei is a 22-year-old art student who lives with their parents. She went to school during the day and study at night, and enjoy ordering food online during their off time to relax.

She is frustrated with their online ordering experience on mobile websites because of the size of buttons and complicated navigation. She also feels disappointed that ingredients are not listed on the website and there are too many advs

User journey map

I created a user journey map of Mei's experience using the site to help identify possible pain points and improvement opportunities.

Persona: Mei

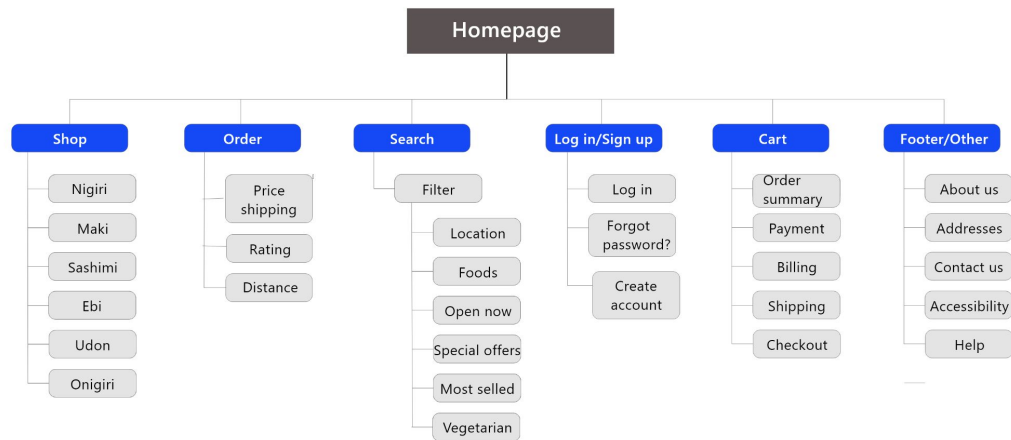
Browse and order sushi on their app and receive at home.

ACTION	Browse the list of restaurants	Browse the list of sushi	Choose sushi	Order sushi	Receive sushi
TASK LIST	<ul style="list-style-type: none">Filter for type of foodFilter for locationBrowse restaurantsChoose restaurant	<ul style="list-style-type: none">Filter ingredientsBrowse sushi	<ul style="list-style-type: none">Choose sushiChoose ingredientsChoose quantityClick "add to cart" button	<ul style="list-style-type: none">Enter payment informationRead all	<ul style="list-style-type: none">Wait the orderReading the notificationsReceive the shipper
FEELING ADJECTIVE	<ul style="list-style-type: none">EagerInquisitive	<ul style="list-style-type: none">AnxiousOptimistic	<ul style="list-style-type: none">Having funRelieved	<ul style="list-style-type: none">BotheredImpatient	<ul style="list-style-type: none">ExcitedAnxious
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">Ability to select multiple filters at once	<ul style="list-style-type: none">Shopping cart full of sushi to check outEasier "add to cart" button	<ul style="list-style-type: none">Easier "add to cart" button	<ul style="list-style-type: none">Provide a clear form	<ul style="list-style-type: none">Allow after hours pick upProvide many notifications as possible

Sitemap

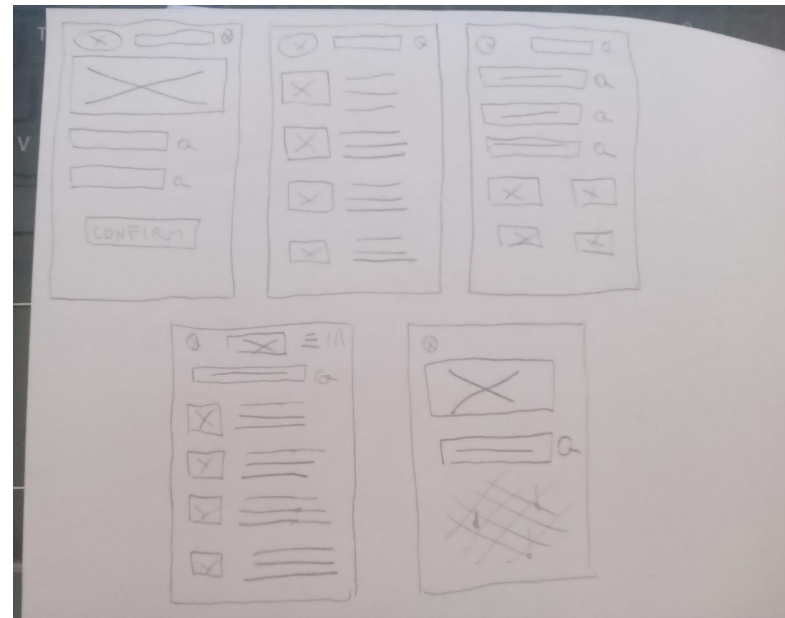
Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.



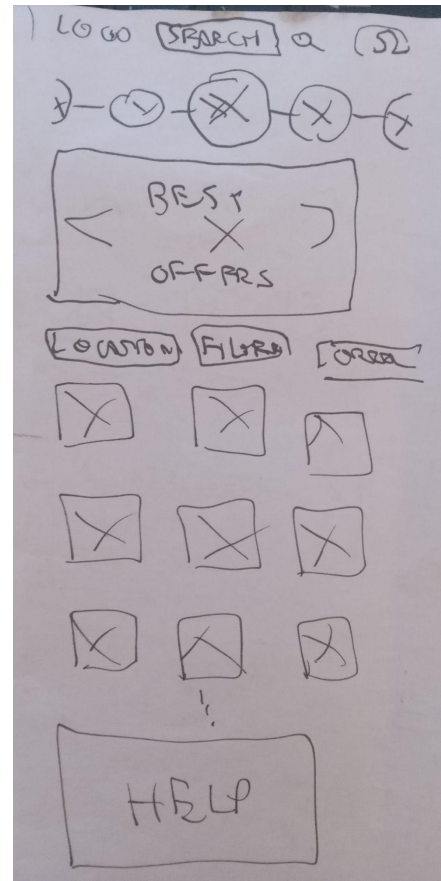
Paper wireframes

Next, I sketched out paper wireframes for each screen in my app, keeping the user pain points about navigation, browsing, and checkout flow in mind.



Paper wireframe screen size variations

Because Asian Fusion customers access the site on a variety of different devices, I started to work on designs for additional screen sizes to make sure the site would be fully responsive.



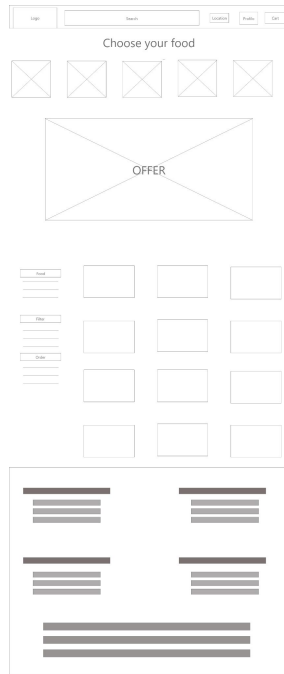
Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

Prioritizing visual element placement on the home page was a key part of my strategy.



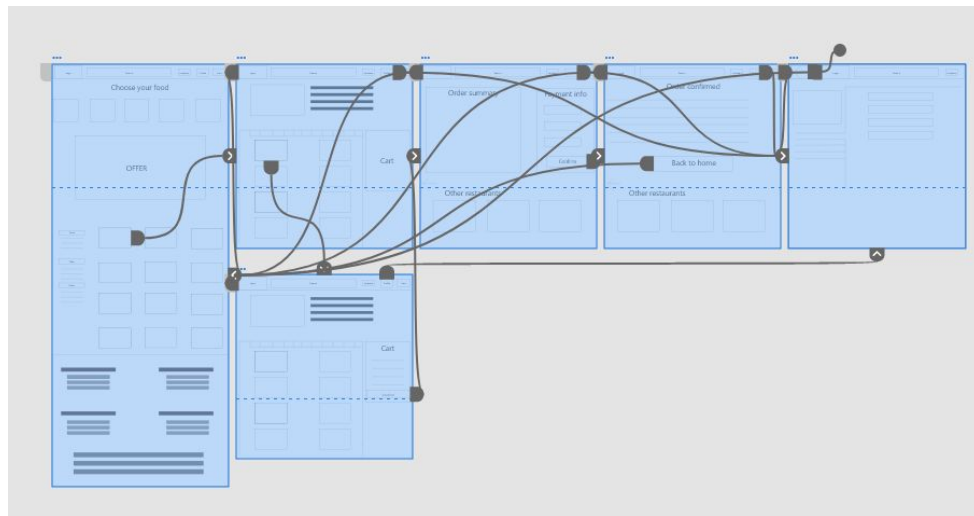
Digital wireframe screen size variation(s)



Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.

At this point, I had received feedback on my designs from my user testing about things like texts and page organization. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.



View [Tee's Shirts low-fidelity prototype](#)

Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Cart

Once at the checkout screen, users didn't have a way to edit the quantity of items in the cart

2

Checkout

Users weren't able to easily copy the shipping address information into the billing info field

3

Account

During the checkout process, there wasn't a clear way for users to log in to their account to pre-fill previous billing and shipping info

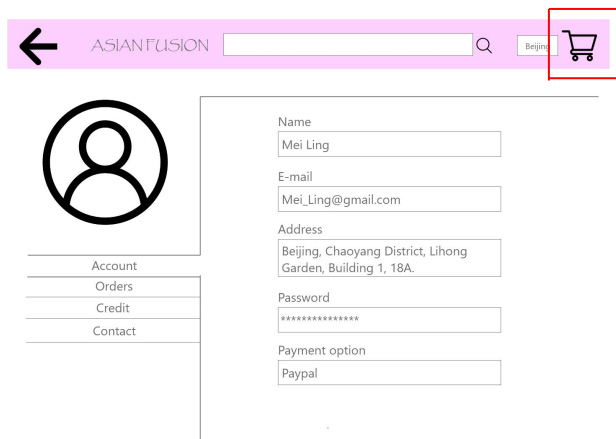
Refining the design


- Mockups
- High-fidelity prototype
- Accessibility


Mockups

Based on the insights from the usability study, I made changes to improve the site's checkout flow. One of the changes I made was adding a cart variation icon on user profile

Before usability study



← ASIAN FUSION 



- Account
- Orders
- Credit
- Contact

Name

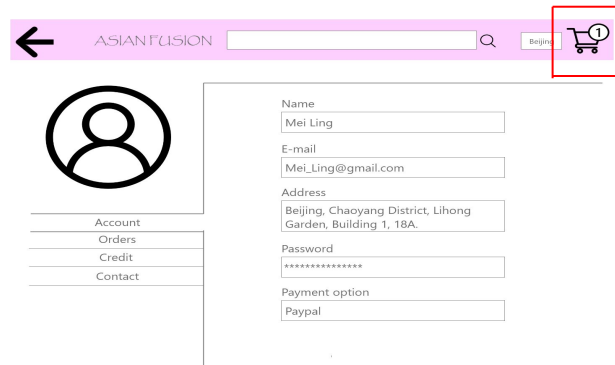
E-mail


Address


Password

Payment option

After usability study



← ASIAN FUSION 



- Account
- Orders
- Credit
- Contact

Name

E-mail

Address

Password

Payment option

Mockups

To make the checkout flow even easier for users, I modify the sizes of the text boxes

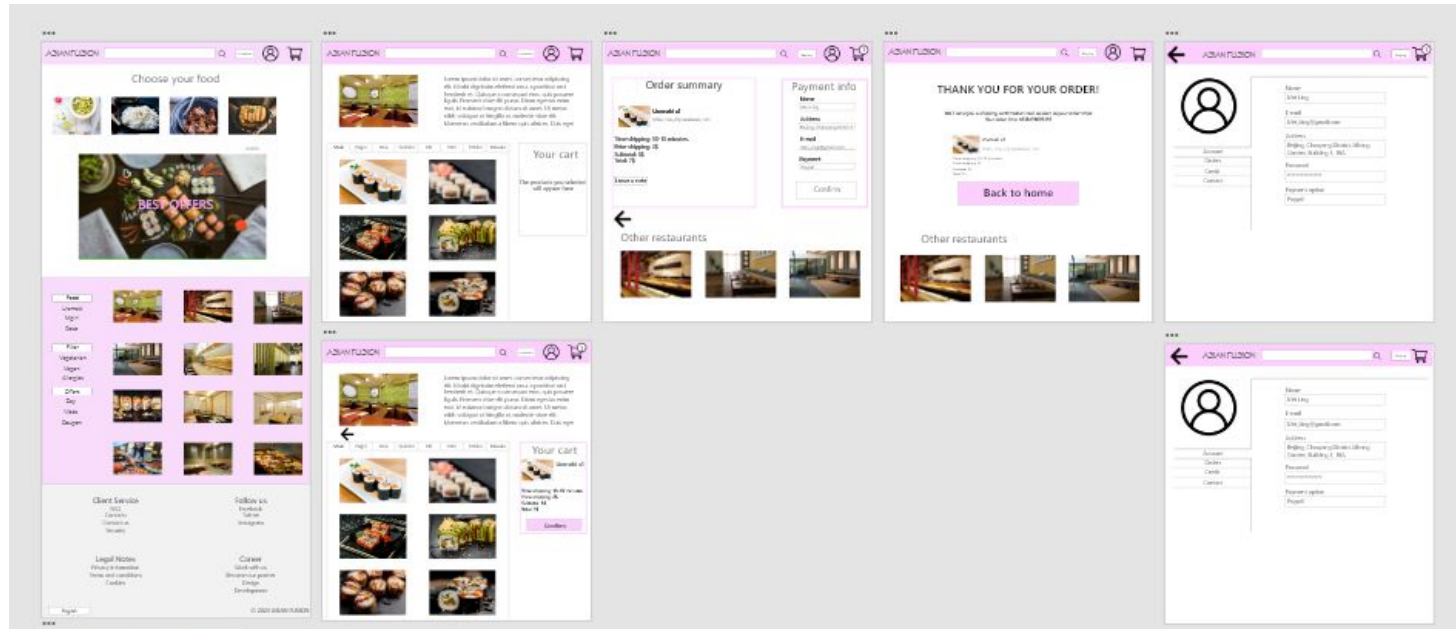
Before usability study

This mockup shows a checkout interface with a top navigation bar containing a logo, a search bar, and buttons for location, audio, and cart. The main content area is divided into two columns: 'Order summary' on the left and 'Payment info' on the right. The 'Payment info' section contains four small, narrow text input fields. Below these fields is a 'Confirm' button. At the bottom of the page, there is a section titled 'Other restaurants' with three placeholder boxes. A green box highlights the 'Payment info' section, and a green arrow points from it to the 'After usability study' mockup.

After usability study

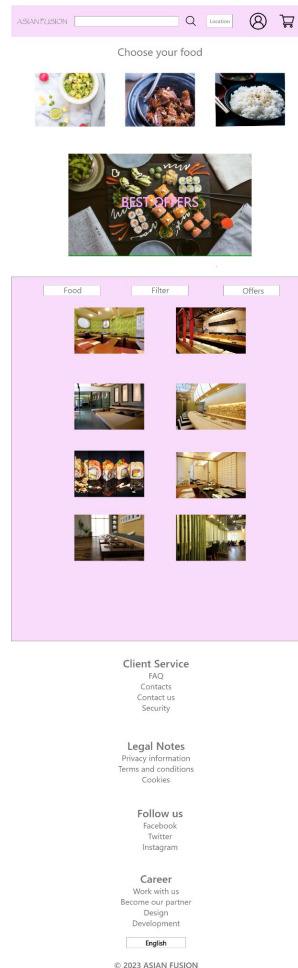
This mockup shows the same checkout interface after modifications. The top navigation bar now includes the text 'ASIAN FUSION' and a search bar with a magnifying glass icon. The 'Payment info' section has been redesigned with larger, more prominent text input fields for 'Name', 'Address', 'E-mail', and 'Payment'. A 'Confirm' button is still present at the bottom of this section. The 'Order summary' section now includes a product image and name 'Uramaki x1', a description 'Maki, rice, dry seaweed, nori', shipping and pricing details, and a 'Leave a note' button. The 'Other restaurants' section at the bottom now displays three actual restaurant images instead of placeholder boxes. A green box highlights the 'Payment info' section, and a green arrow points from it to the 'Before usability study' mockup.

Mockups: Original screen size



Mockups: Screen size variations

I included considerations for additional screen sizes in my mockups based on my earlier wireframes. Because users order from a variety of devices, I felt it was important to optimize the browsing experience for a range of device sizes, such as mobile so users have the smoothest experience possible.

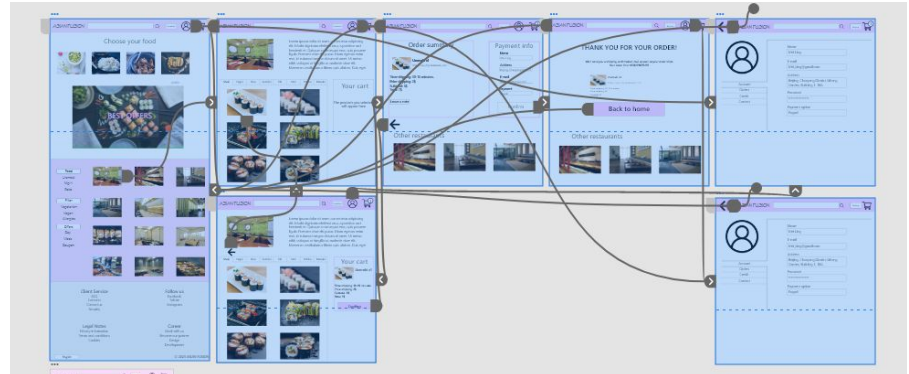


High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study

View the Asian Fusion

<https://xd.adobe.com/view/a4b27cf9-8993-40d3-bd52-32ae671b3f35-f1e1/>



Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I used color contrast to help accessibility reading.

3

I designed the site with alt text available on each page for smooth screen reader access

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.



What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

Next steps

1

Conduct follow-up
usability testing on the
new website

2

Identify any additional
areas of need and ideate
on new features

Let's connect!



Thank you for reviewing my work on the Asian Fusion app!

If you'd like to see more, or would like to get in touch, my contact information is provided below:

Email: luca-sanjevic@hotmail.it