Tsai's Food App Design

Mary Tsai

Google

Project overview

The product:

Tsai's Food is a Chinese food restaurant located in the suburbs of a metropolitan area. Tsai's Food strives to deliver delicious and convenient dishes. We offer a wide spectrum of competitive pricing. Tsai's Food targets customers like commuters and workers who don't have enough lunch time and don't want to waste time on finding changes for a meal.

Project duration:

May 2021 to August 2021.

Google

Project overview

The problem:

Busy workers and commuters lack the lunch time and don't want to waste time to find changes for a meal.

The goal:

Design an app for Tsai's Food that allows users to easily order and pick up without wasting any time.

Project overview

My role:

UX designer designing an app for Tsai's Food from conception to delivery.

Responsibilities:

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

Google

Understanding the user

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

Google

User research: summary

I conducted interviews and created empathy maps to understand the users I'm
designing for and their needs. A primary user group identified through research
was working adults who don't have enough lunch time and don't want to find changes for a meal.

This user group confirmed initial assumptions about Tsai's Food customers, but research
also revealed that lunch time was not the only factor limiting users.
Other user problems that make it difficult to cook by themselves .

Google

User research: pain points

1

Time

Working adults are too busy to spend enough lunch time on meal.

2

Accessibility

Platforms for ordering food are not equipped with assistive technologies

3

Finding changes

Working adults don't want to waste time for finding changes.

Google

Persona: **Vicky Chen**

Problem statement:

Vicky is a busy office lady who needs easy access to ordering and paying for food because she has no time to find changes which is troublesome to her.

Vicky Chen

Age: 30
Education: University graduate
Hometown: Daan, Taipei
Family: Live with her husband and 5-years old daughter
Occupation: Office lady

I enjoy my work and my life, especially the achievement of work-life balance!

Goals
- Complete the challenging tasks in the office where she works.
- To take good care of her family.

Frustrations
- "Finding changes to pay is so wasting my time."
- "It's so troublesome to bring lots of money in my wallet."

Vicky is an office lady who works in a big company. Completing the tasks on time brings her lots of achievement. In addition, she would shop at streetfood stand to buy some materials for cooking, and she has trouble paying by money because it wastes her time a lot.

Google

User journey map

Mapping Vivian's user journey revealed how helpful it would be for users to have access to a dedicated Tsai's Food app.

Persona: Vivian

Goal: Use mobile payment app to pay efficiently while shopping at food vendors

ACTION	Open the mobile payment app in the smartphone	Click "pay" button	Scan the QR code of the vendors	Complete payment	Take the order
TASK LIST	A. Swipe the smartphone to open the mobile payment app B. Choose credit cards in the smartphone you'd like to use	A. Browse all functions the mobile payment app has B. Click the "pay" button	A. Find vendors' QR code which they will provide B. Scan the QR code	A. Confirm to pay B. Provide payment information	A. Pick up the order B. Inspect the order C.Eat meal
FEELING ADJECTIVE	Annoyed to find the mobile payment app	Dissatisfied the functions design of the mobile payment app	Excited to scan QR code to pay	Exhilarated to complete payment process	Happy to eat after a long day
IMPROVEMENT OPPORTUNITIES	Create a shotcut of the mobile payment app in the cellphone	Provide different way such as Touch ID to pay	Provide a simple and clear QR code that customers could easily see	Provide a record of the order in app	Include a coupon after using the mobile payment

Google

Starting the design

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

Google

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.

Google
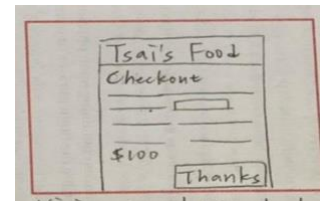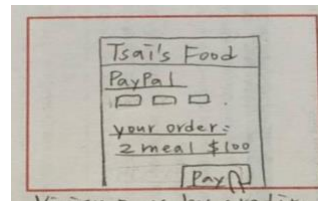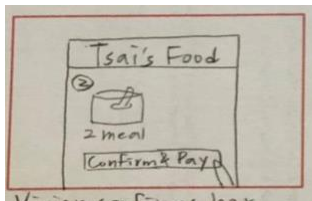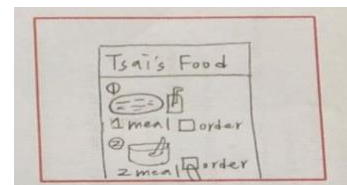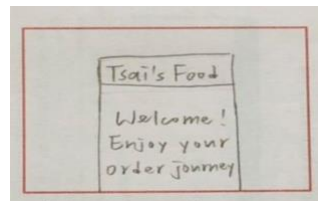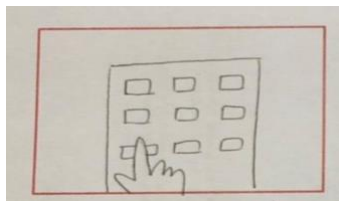
Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.
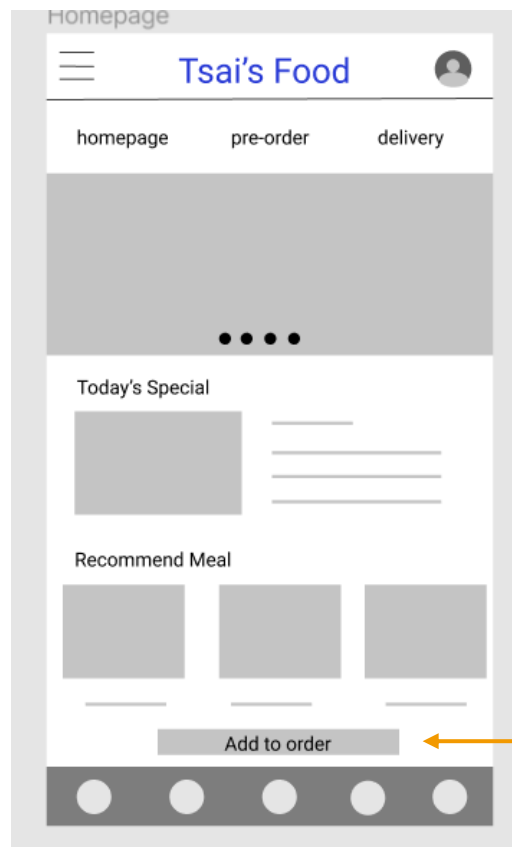
This button provides an easy option for users to make an order.

Google

Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

Easy access to navigation that's screen reader friendly.

Tsai's Food

Current order

xxx
xxx
xxx

Total   xxxx

Add item

Checkout

Google

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was ordering and paying, so the prototype could be used in a usability study.

View the Tsai's Food
low-fidelity prototype

Google
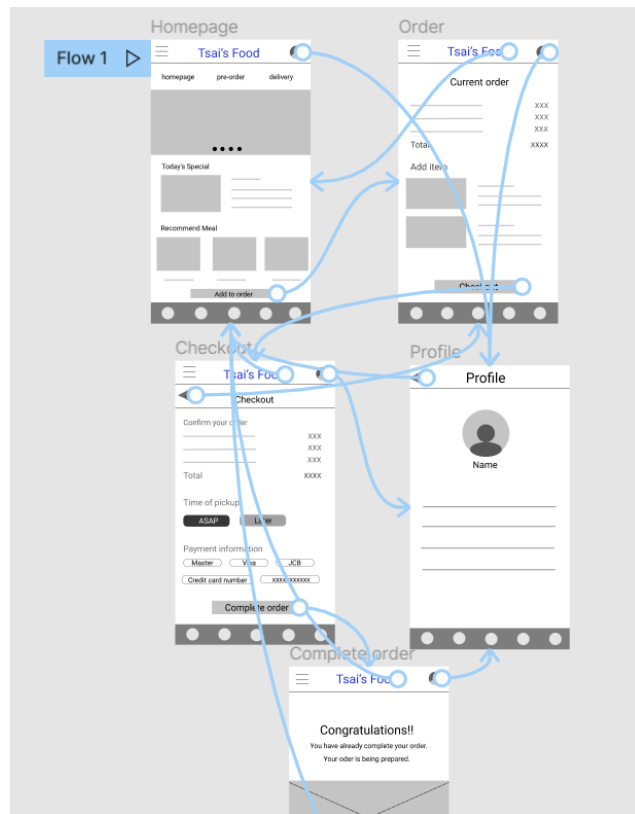
Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

1. Users want to edit profile effectively

2. Users want adding items on current order

3. Users want more payment option

Round 2 findings

1. The feedback page should be created to get more real sounds from users
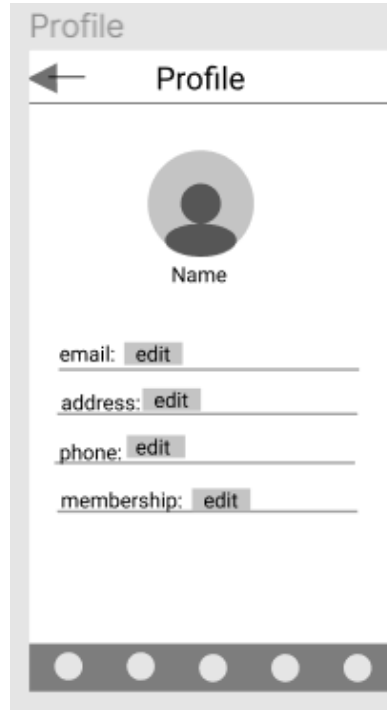
Google

Refining the design

- Mockups
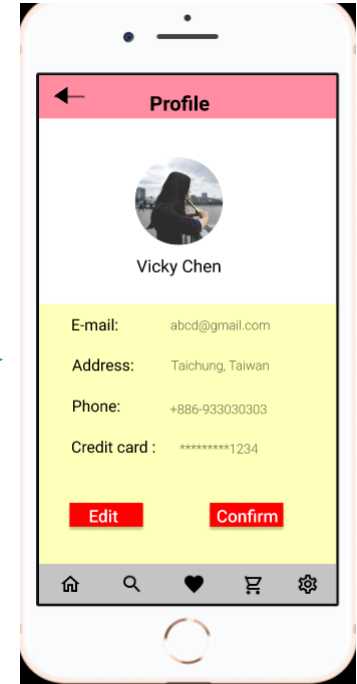- High-fidelity prototype
- Accessibility

Google

Mockups

Early designs allowed for profile information, but after the usability studies, I added edited options to **edit the profile more easily and understanding**. I also revised the design so users see **all the visual options** when they first land on the screen.

Profile

Profile

Name

email: edit

address: edit

phone: edit

membership: edit

Profile

Vicky Chen

E-mail: abcd@gmail.com

Address: Taichung, Taiwan

Phone: +886-933030303

Credit card : *********1234

Edit   Confirm

Google
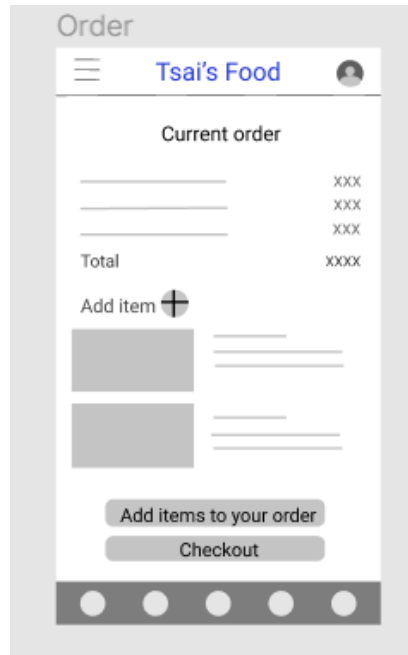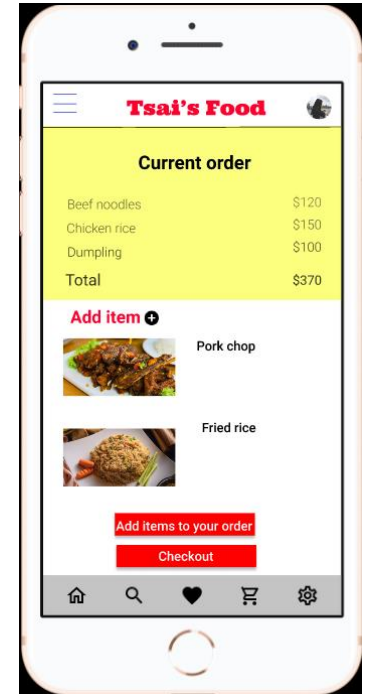
Mockups

The second usability study revealed frustration with the order flow. to streamline this flow, I added **plus icon** and **"add items to your order" button** to this screen.

Google
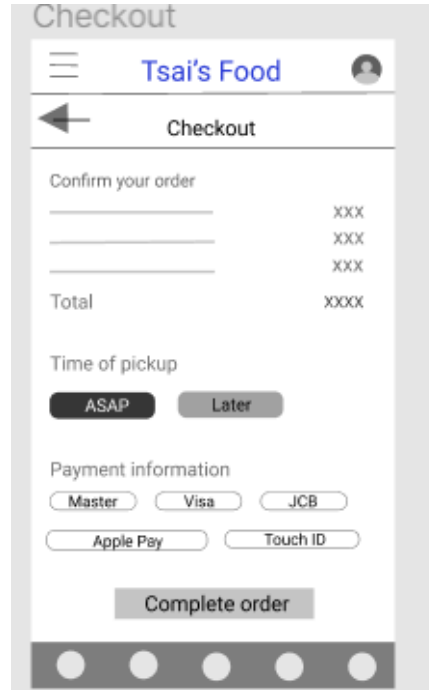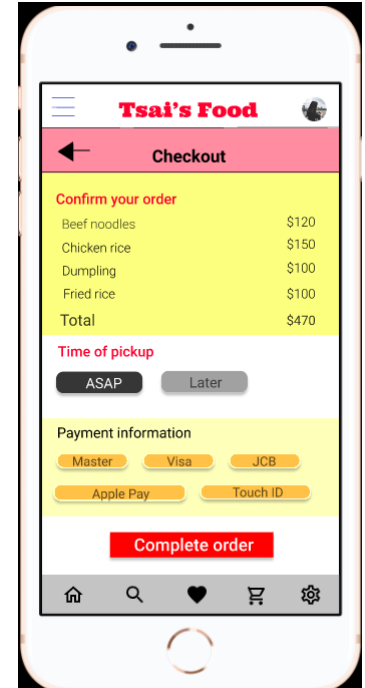
Mockups

The third usability study revealed frustration with the payment flow. to streamline this flow, I added **payment option with Apple Pay and Touch ID** to this screen.
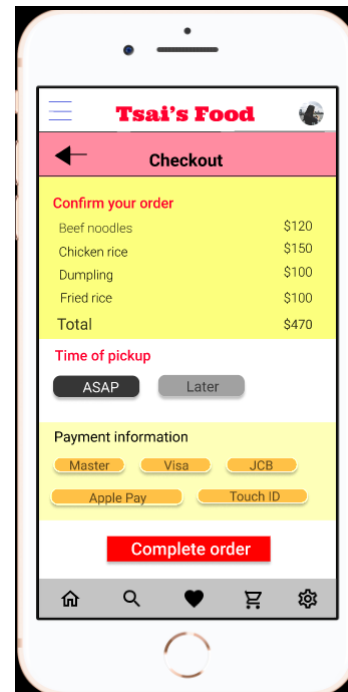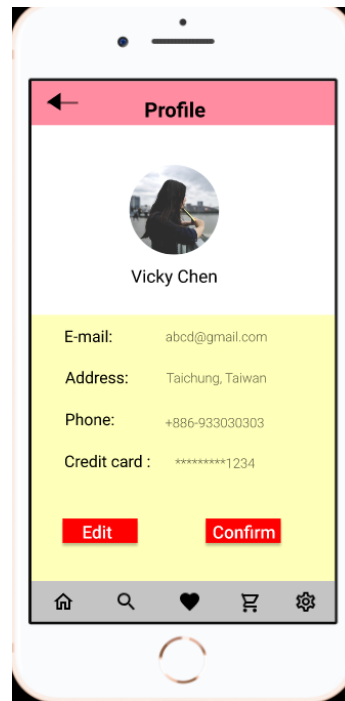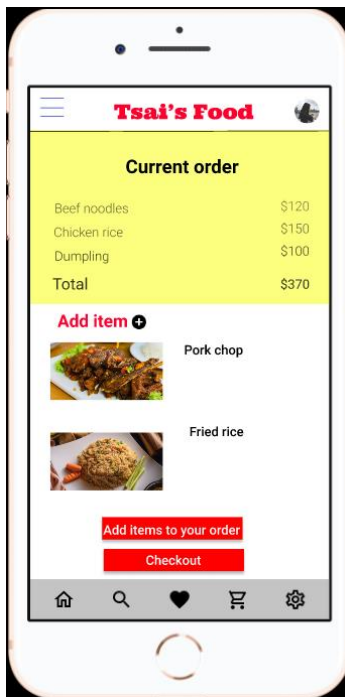
Google

Key mockups

Tsai's Food

homepage   pre-order   delivery

Today's Special

Beef noodles

made of stewed or braised beef, beef broth, vegetables and noodles.

Recommend Meal

Dumpling   XiaoLongBao   Chicken rice

Add to order

Tsai's Food

Current order

Beef noodles	$120
Chicken rice	$150
Dumpling	$100
Total	$370

Add item ⊕

Pork chop

Fried rice

Add items to your order

Checkout

Profile

Vicky Chen

E-mail: abcd@gmail.com

Address: Taichung, Taiwan

Phone: +886-933030303

Credit card :   *********1234

Edit   Confirm

Tsai's Food

Checkout

Confirm your order

Beef noodles	$120
Chicken rice	$150
Dumpling	$100
Fried rice	$100
Total	$470

Time of pickup

ASAP   Later

Payment information

Master   Visa   JCB

Apple Pay   Touch ID

Complete order

High-fidelity prototype
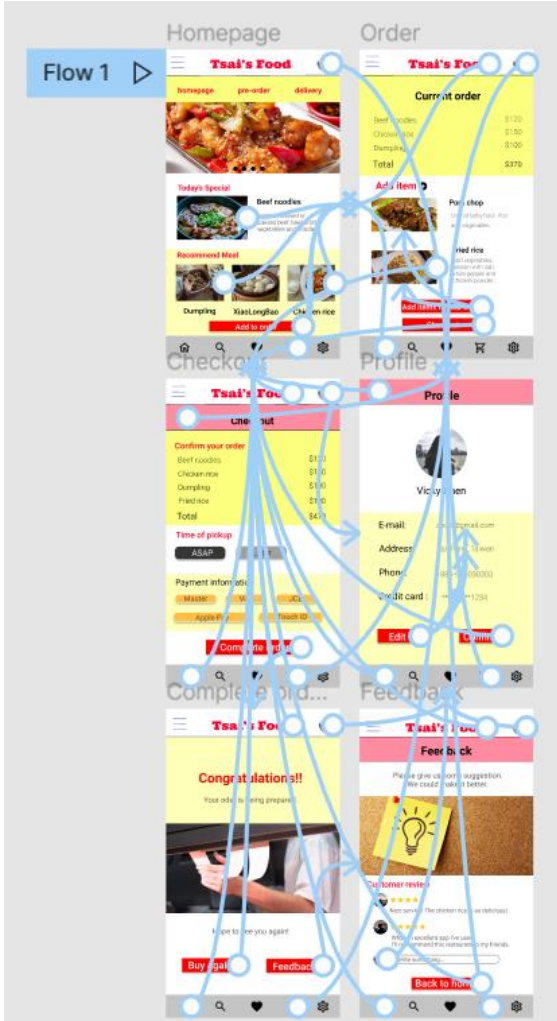
The final high-fidelity
prototype presented
cleaner user flows for
ordering and making a
payment. It also met user
needs for a credit card or
apple pay option as well
as more customization.

View the Tsai's Food
high-fidelity prototype

Google

Accessibility considerations

1

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

2

Used icons to help make navigation easier.

3

Used detailed imagery for dishes to help all users better understand the designs.

Google

Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

The app makes users feel like Tsai's Food really thinks about how to meet their needs.

One quote from peer feedback:
"The app made it so easy and save time to order my lunch! I would definitely use this app as a go-to for a delicious and fast meal."

What I learned:

While designing the Tsai's Food app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Google

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Google

Let's connect!

Thank you for your time reviewing my work on the Tsai's Food app! If you'd like to see more or get in touch, my contact information is provided below.

Email: Tsai's food@email.com
Website: Tsai's food.com

Google

Thank you!

Google