FoodVentory App Design

Maya Rubins

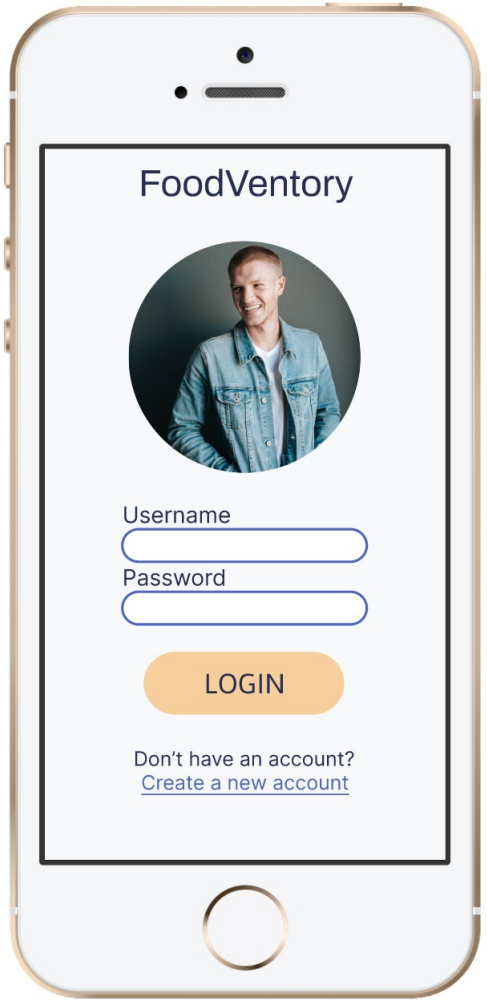
Project overview

The product:

FoodVentory is an app developed to help take stock, manage, and order inventory on food trucks throughout the United States. They offer a wide range of ingredients and quantities to chose from. FoodVentory targets customers like food truck owners and workers who lack the time to take to manage or take stock of their inventory.

Project duration:

November 2021 – April 2022



Google

Project overview

The problem:

Busy food truck workers and owners lack the time necessary to order and manage their inventory.

The goal:

Design the FoodVentory app that allows users to easily order and manage their inventory.

Project overview

My role:

UX designer designing the FoodVentory app 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.

Understanding the user

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

User research: summary

I conducted interview and created empathy maps to understand the users I’m designing for and their needs. A primary user group identified through research was food truck owners who don’t have time to keep track of their inventory.

This user group confirmed initial assumptions about food truck owners, but research also revealed that time was not the only limiting food truck owners from being able to order their inventory. Other problems included menu updates, managing the inventory, food storage, food use, and accurate delivery time.

User research: pain points

1

Time

Food truck owners and workers are too busy running and working on the food truck to spend time taking stock of their inventory.

2

Accessibility

Platforms for managing inventory are not equipped with assistive technologies.

3

Accuracy

Ingredient prices, quantity, stock, and quality vary from product to product.

Persona: **Dmitry**

Problem statement:

Dmitry is a food truck owner who needs help managing his inventory because he wants to spend more time cooking instead of counting.

Dmitry

Age: 32
Education: Culinary School
Hometown: Moscow, Russia
Family: Lives alone
Occupation: Food truck owner

"I want an app that can do it all, so that I don't have to."

Goals

- Wants to successfully and efficiently run business.
- Make money
- Serve quality food

Frustrations

- "Products never consider language barriers."
- "Coordinating deliveries is difficult with my busy schedule."
- "It's hard to keep track of all the ingredients that you need and where to order them."

Dimitry came to the United states with one goal in mind, to own and operate a successful food truck. He has poured everything he has into a food truck and has a hard time using specific platforms because they don't consider language barriers.

User journey map

Mapping Dmitry's user journey reveled how helpful it would be for users to coordinate orders for a food truck while also maintaining a busy schedule.

Persona: Dmitry

Goal: To coordinate orders for his food truck with his busy schedule.

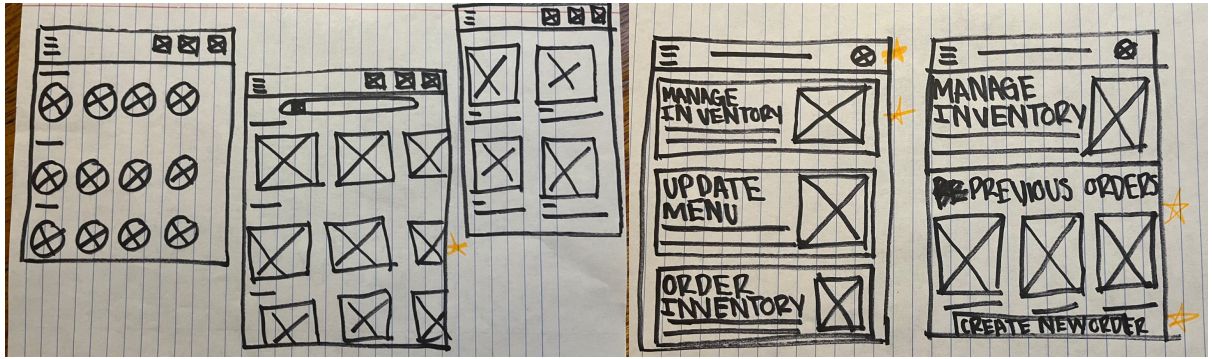
ACTION	Select the items to order on the mobile app	Make changes to quantity if needed	Review order	Schedule drop of day and time	Confirm order	Pay for order
TASK LIST	Tasks A. Use mobile app B. Select items C. Select quantity	Tasks A. Delete items B. Change quantity C. Adjust order	Tasks A. Click on cart icon in mobile app B. Review order and add address for delivery C. Correct any mistakes	Tasks A. Click next button in mobile app B. Select an open day and time slot for delivery C. Confirm date and time for delivery	Tasks A. Click place order in mobile app B. Review all previous selections in your order and scheduled delivery date C. Adjust order or click confirm	Tasks A. Enter your name B. Enter credit card information C. Click on place order
FEELING ADJECTIVE	• Overwhelmed • Confused	• Overwhelmed • Confused	• Skeptical • Determined	• Skeptical • Confident	• Determined • Confident	• Uneasy • Hesitant • Confident
IMPROVEMENT OPPORTUNITIES	• Clearer layout and navigation • Search engine in app • Drop down next to each item for quantity. • Accessibility	• X next to each item for the ability to delete an item • Drop down next to each item for quantity. • Accessibility	• Clean easy to ready layout • Allows for scrolling • Easy correction of mistakes • Accessibility in address field	• Calendar layout method • Available for different time zones	• Easy layout to review • Ability to adjust any part of order on the same screen	• Easy Navigation • Allows for different mobile payment methods • Allows for different currencies

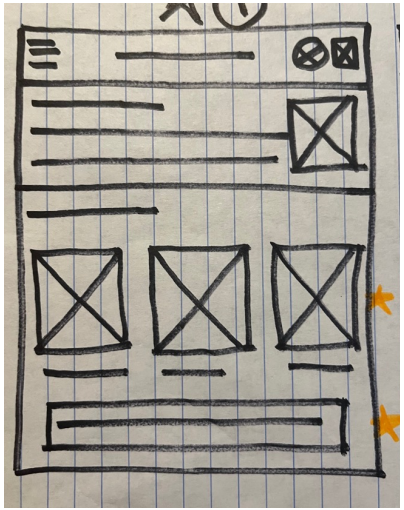
Starting the design

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

Paper wireframes

Taking 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.



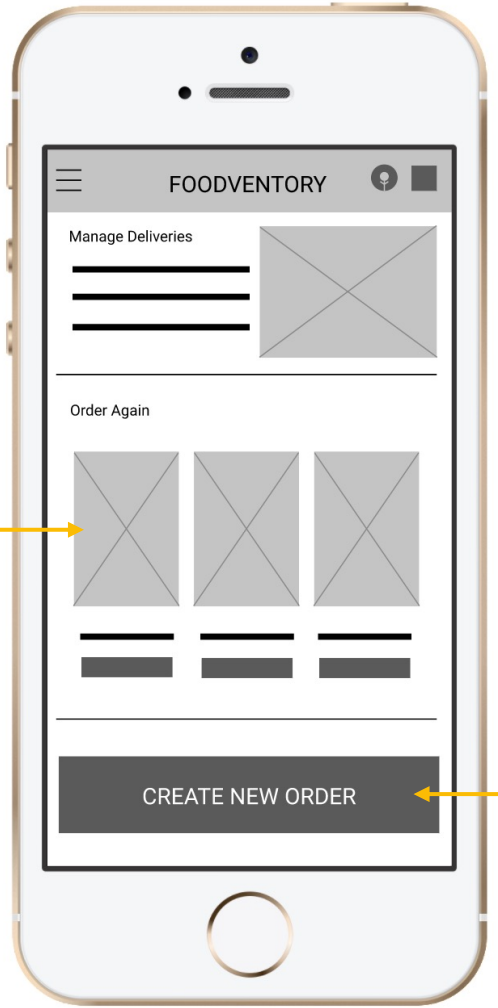


Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes. The final sketch for the home page is on the left.

Digital wireframes

As the initial design phase continued, I made sure to create the screen designs based on feedback and findings from the user research.

The order again buttons gives the user the option of placing the same order again.

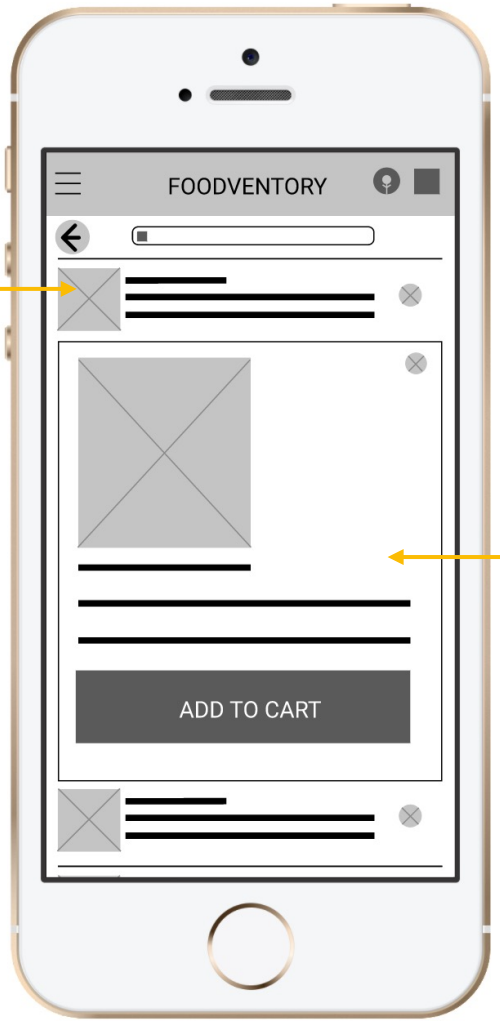


This button provides an easy option for users to create a new order.

Digital wireframes

When selecting a product to place in the users cart the design allows for accuracy through images and informational text.

The images provide quality assurance for the user.



The text description of each product allows the user to see the name, price, and quantity of the item(s) that they wish to order before they add them to their cart.

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was to create a new FoodVentory account, login and create a new order, so that the prototype could be used in a usability study.

View the FoodVentory
Lo-Fidelity Prototype

Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped me 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 be able to create their own profile.
2. Users want to navigate between pages easier.
3. Users want to save their payment method of a faster checkout.

Round 2 findings

1. Users want to be able to select a quantity for items.
2. Users want to click on drop-down to add information.
3. Users want a keyboard to pop up when they click in a box.

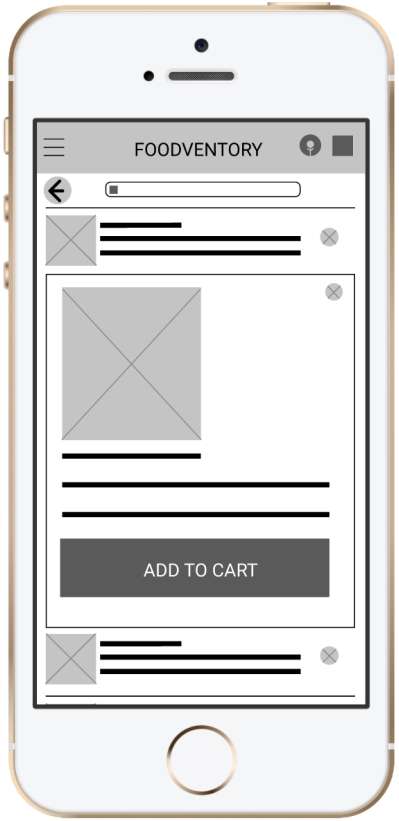
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

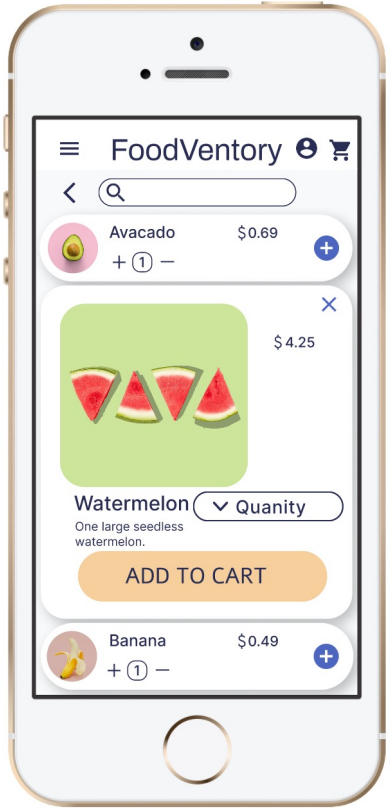
Mockups

Early designs allowed for some customization, but after the usability studies, I added additional options to **select a quantity**. I also revised the design so users could see **all the customization options** when they first land on the screen.

Before usability study



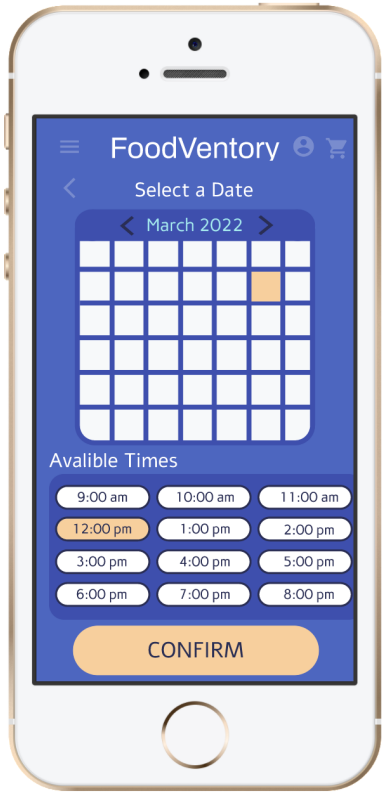
After usability study



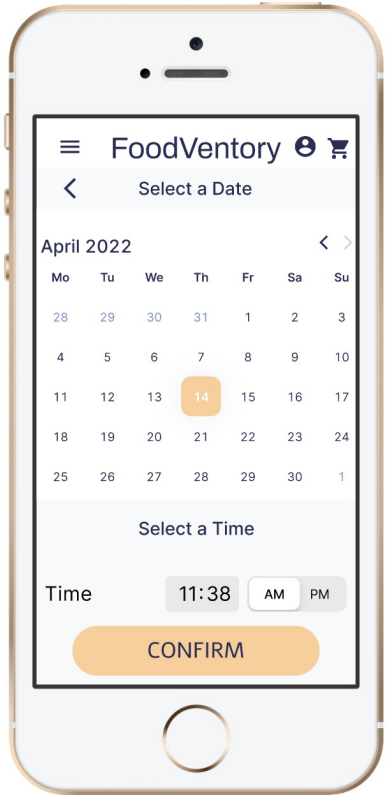
Mockups

The second usability study revealed frustration with the color pallet of the initial design. To improve the accessibility and the legibility of the design. I changes the color pallet. I also updated the **calendar and time function** on the **"Schedule Delivery" page** so users can now update the time and date.

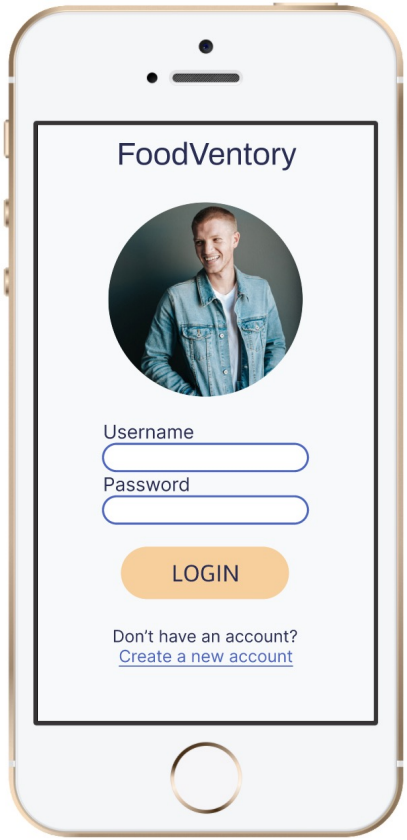
Before usability study

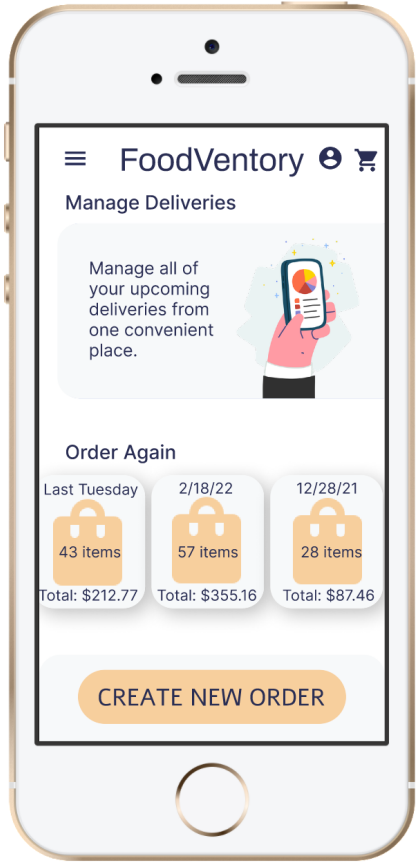


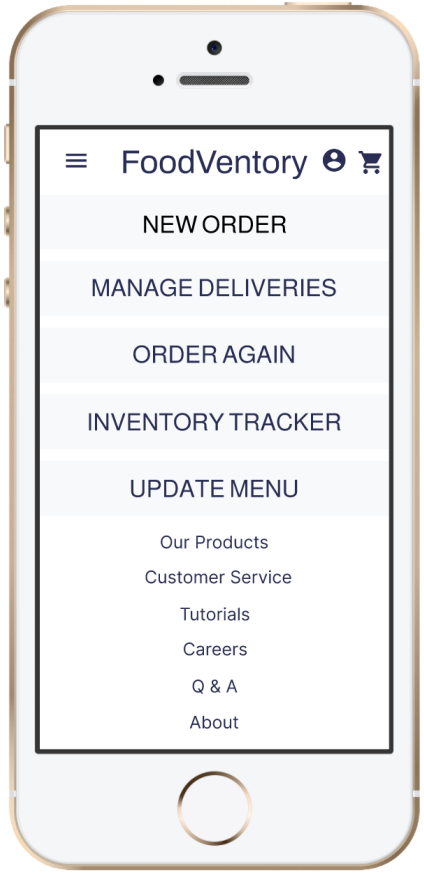
After usability study

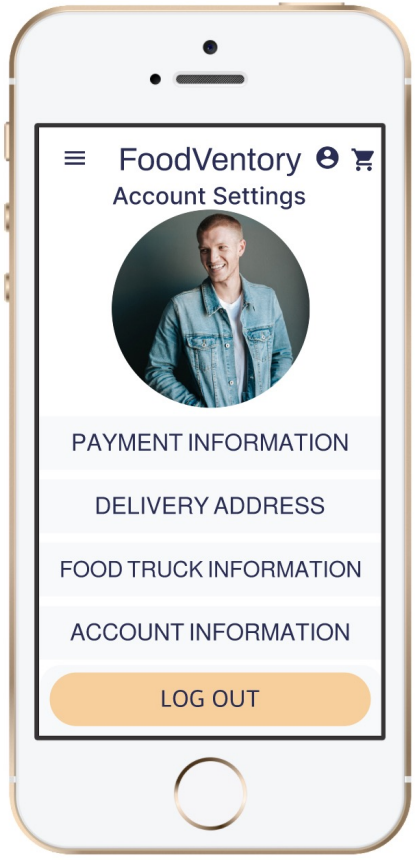


Mockups


FoodVentory
Username
Password
LOGIN
Don't have an account?
Create a new account

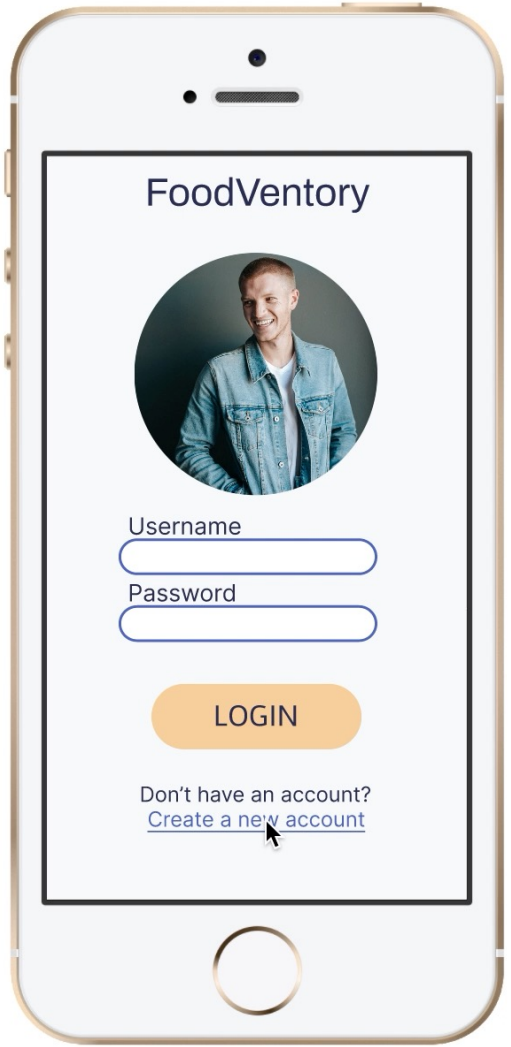

FoodVentory
Manage Deliveries
Manage all of your upcoming deliveries from one convenient place.
Order Again
Last Tuesday
43 items
Total: $212.77
2/18/22
57 items
Total: $355.16
12/28/21
28 items
Total: $87.46
CREATE NEW ORDER


FoodVentory
NEW ORDER
MANAGE DELIVERIES
ORDER AGAIN
INVENTORY TRACKER
UPDATE MENU
Our Products
Customer Service
Tutorials
Careers
Q & A
About


FoodVentory
Account Settings
PAYMENT INFORMATION
DELIVERY ADDRESS
FOOD TRUCK INFORMATION
ACCOUNT INFORMATION
LOG OUT

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for creating a new order. It also met user needs for a selecting a date and time, along with added customization and an updated color pallet for accessibility.



Accessibility considerations

1

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

2

Used icons and contrasting colors to make navigation and reading easier.

3

Used detailed imagery for inventory items to help all users understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The users feel like the FoodVentory app really thinks about how to meet their needs.

One quote from peer feedback:

“I love how easy this app is to use. I was able to place my inventory order in minutes.”

What I learned:

While designing the FoodVentory app, I learnt 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.

Next steps

1

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

2

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

Let’s connect!

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

Email: maya.rubins@gmail.com
Website: https://mrubins05.gitlab.io/portfolio/about.html
Link to app on Figma: https://www.figma.com/file/uLJu9eH8BS0zUJc348nNs4/FoodVentory-App?node-id=77%3A136

Thank you!