



**We Care**

# We Care..

Be healthy .. Order healthy Food

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1 week

Figma, Miro, Zeplin



# Challenge or Problem Overview

Ordering healthy food is very difficult nowadays where all these junk food restaurants and digital applications are exist and while they are hard competing by low prices , fast delivery and availability everywhere.

I wanted to create a solution that helps all people to order healthy food from home or work, with easy ways , low prices and availability.



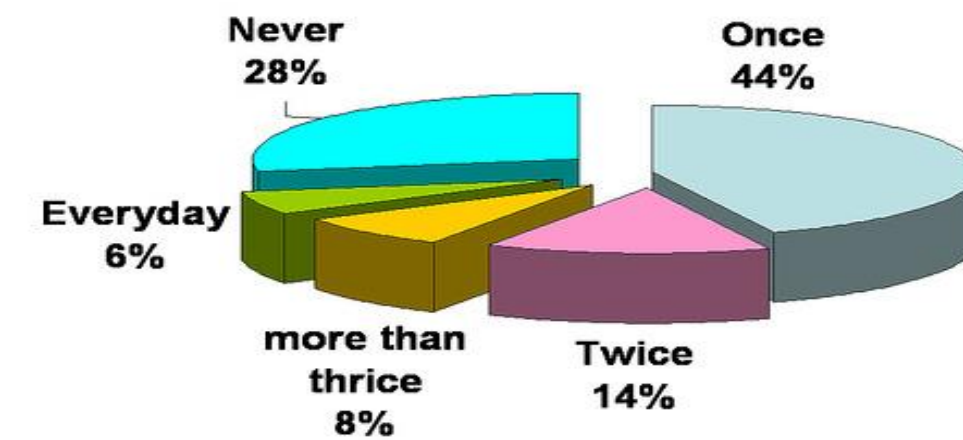


# Discovery: Research & Analysis

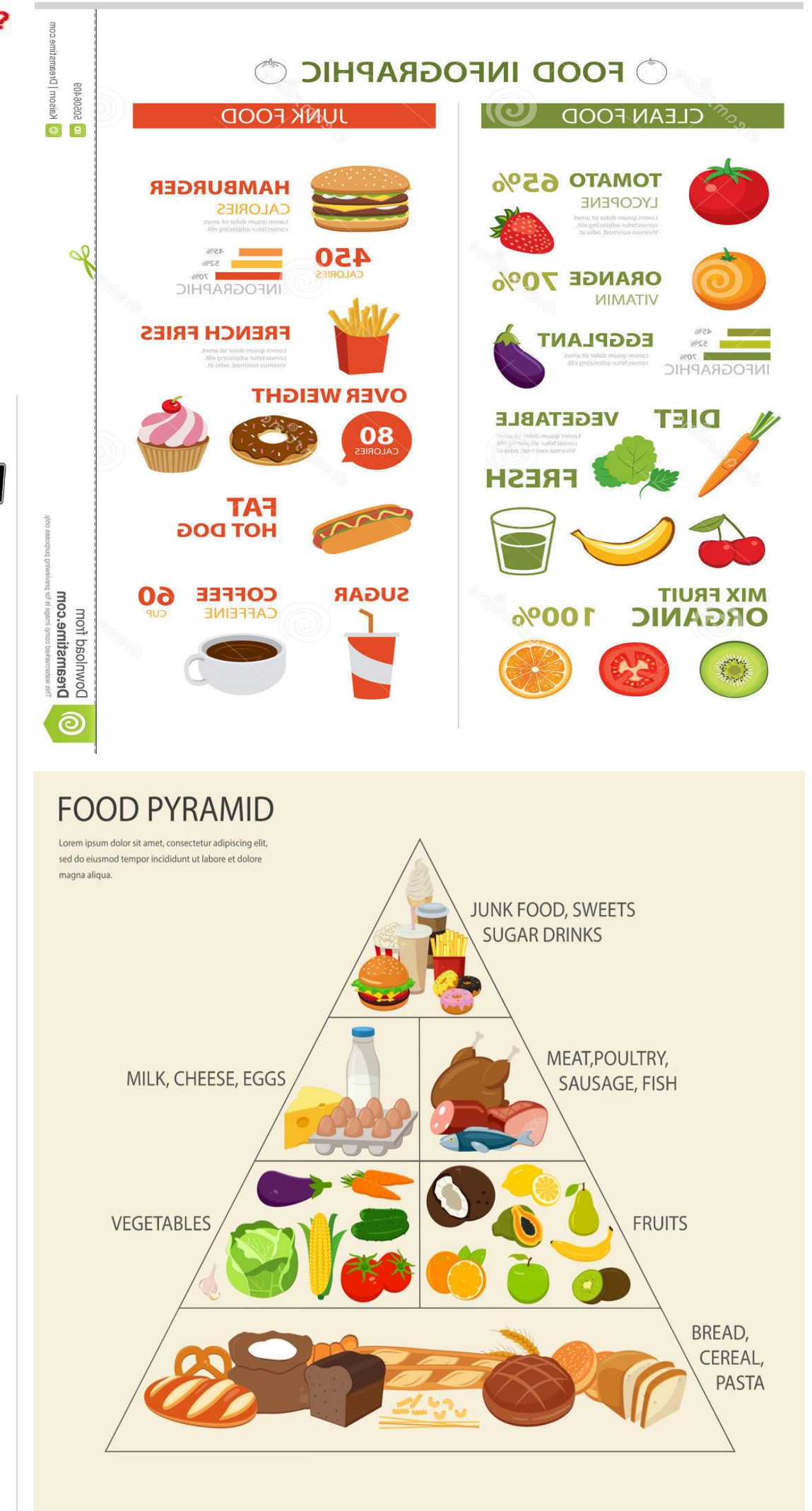
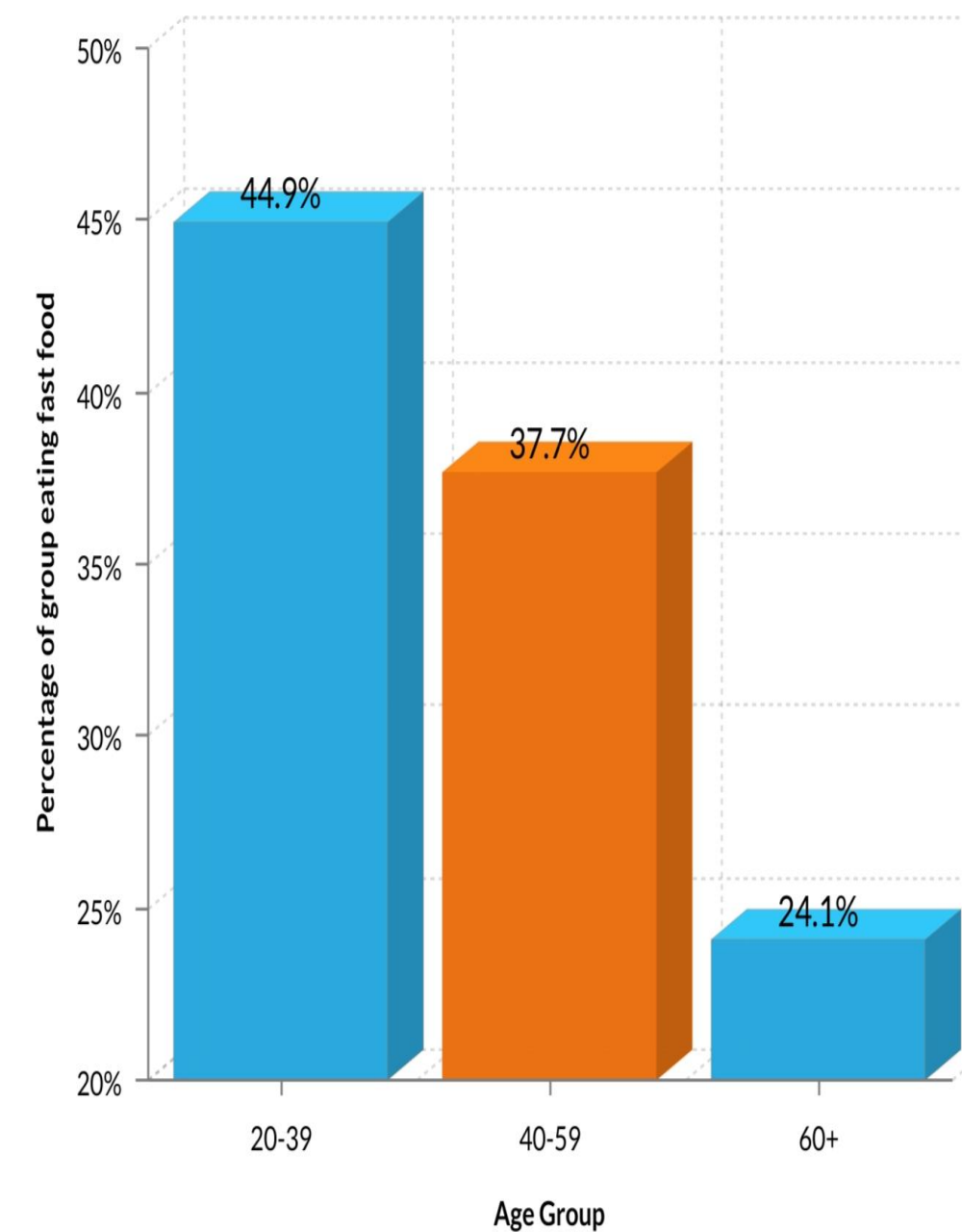
I had to figure out how many people use the digital applications to order food and many people know to use it, Also I had to know users preferences and food choices , I try to collect all information about users needs and what will make them prefer to order healthy food, what difficulties are they facing while ordering food and what do they aim from my application.

That's why I started to make surveys and conduct interview to collect all the needed information.

How often in week do you eat in a fast-food outlet?

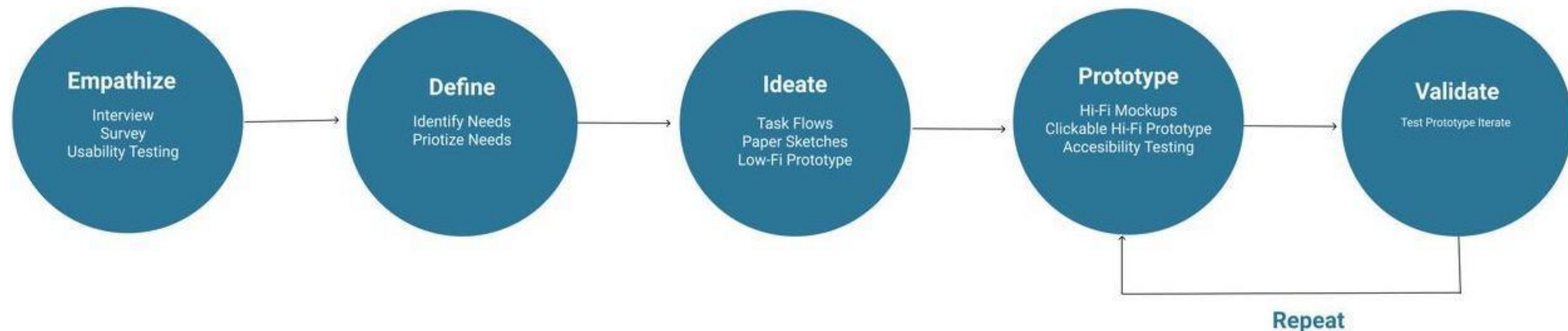


Fast Food Consumption  
by Age Group



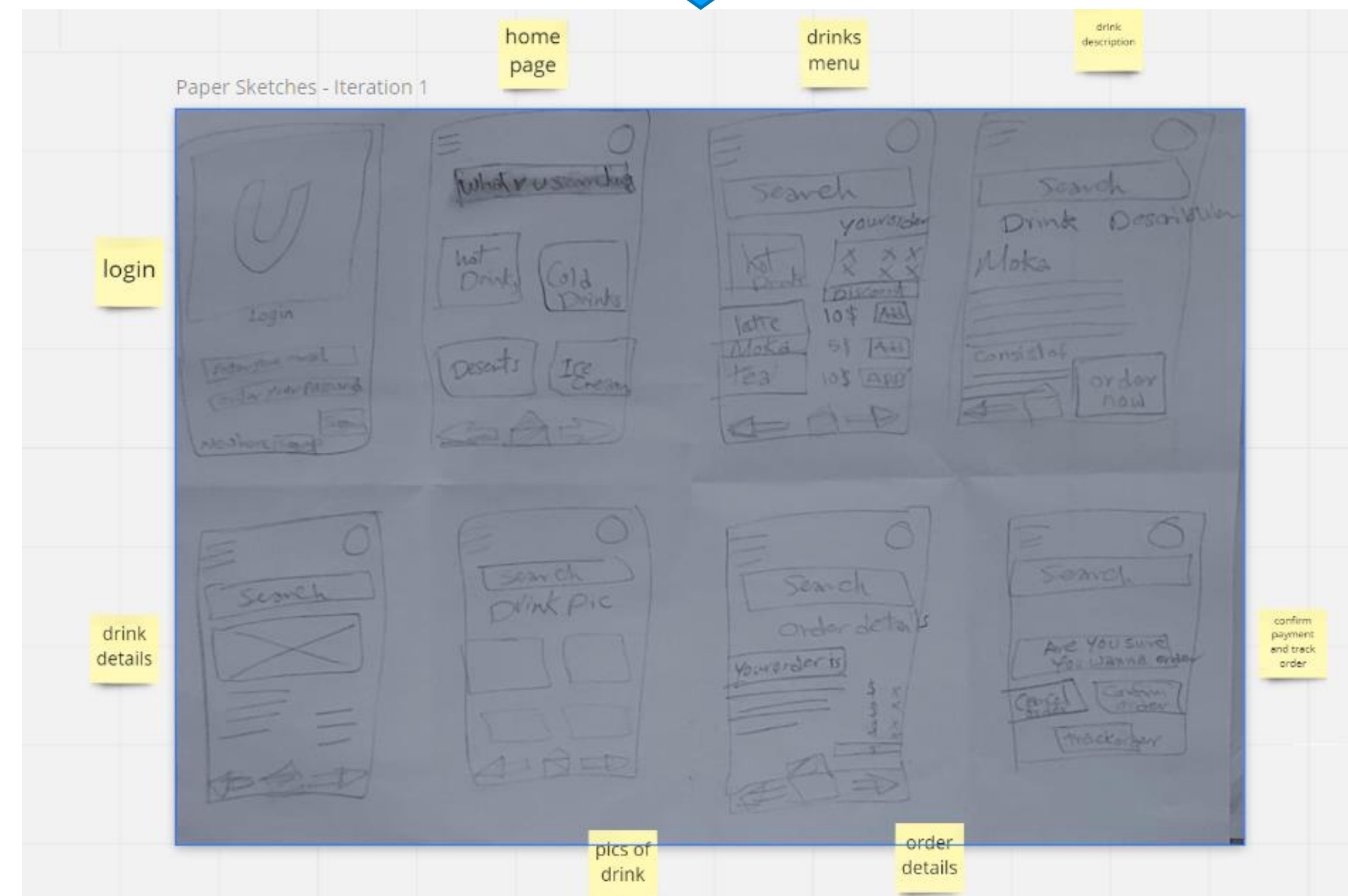
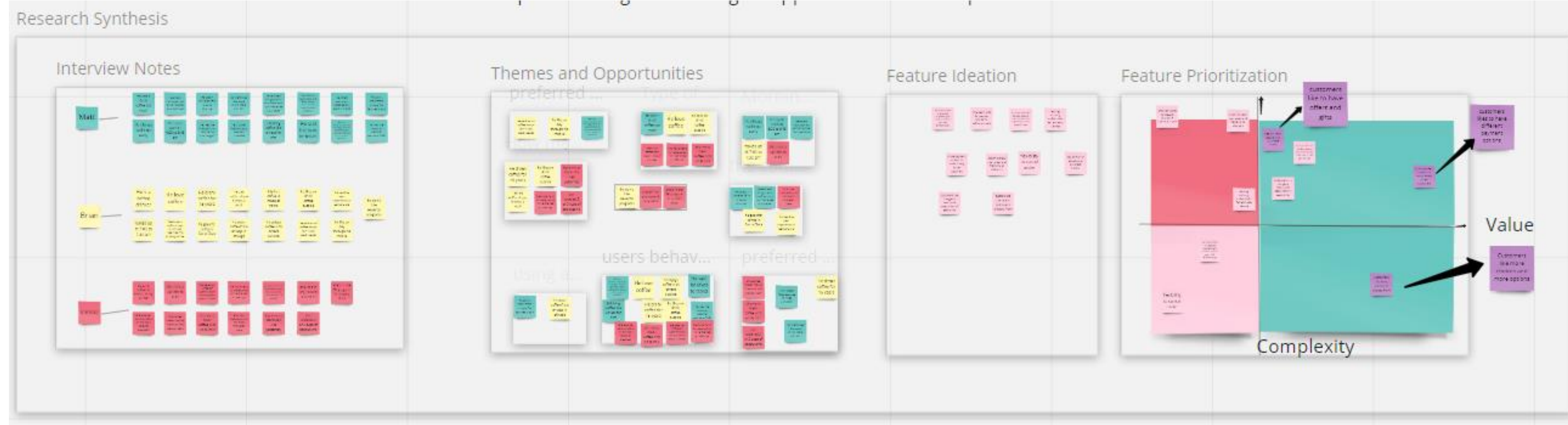
# Design: Concepts & Sketching

After discovery and research synthesis, we figured out that there is a need for an online product that let user order healthy food easily from home or work, so I come up with an online solution that would help users, first I use the Crazy-8 Sketching to create a sketch for the app screens, then we created a low – fidelity design based on the sketch.





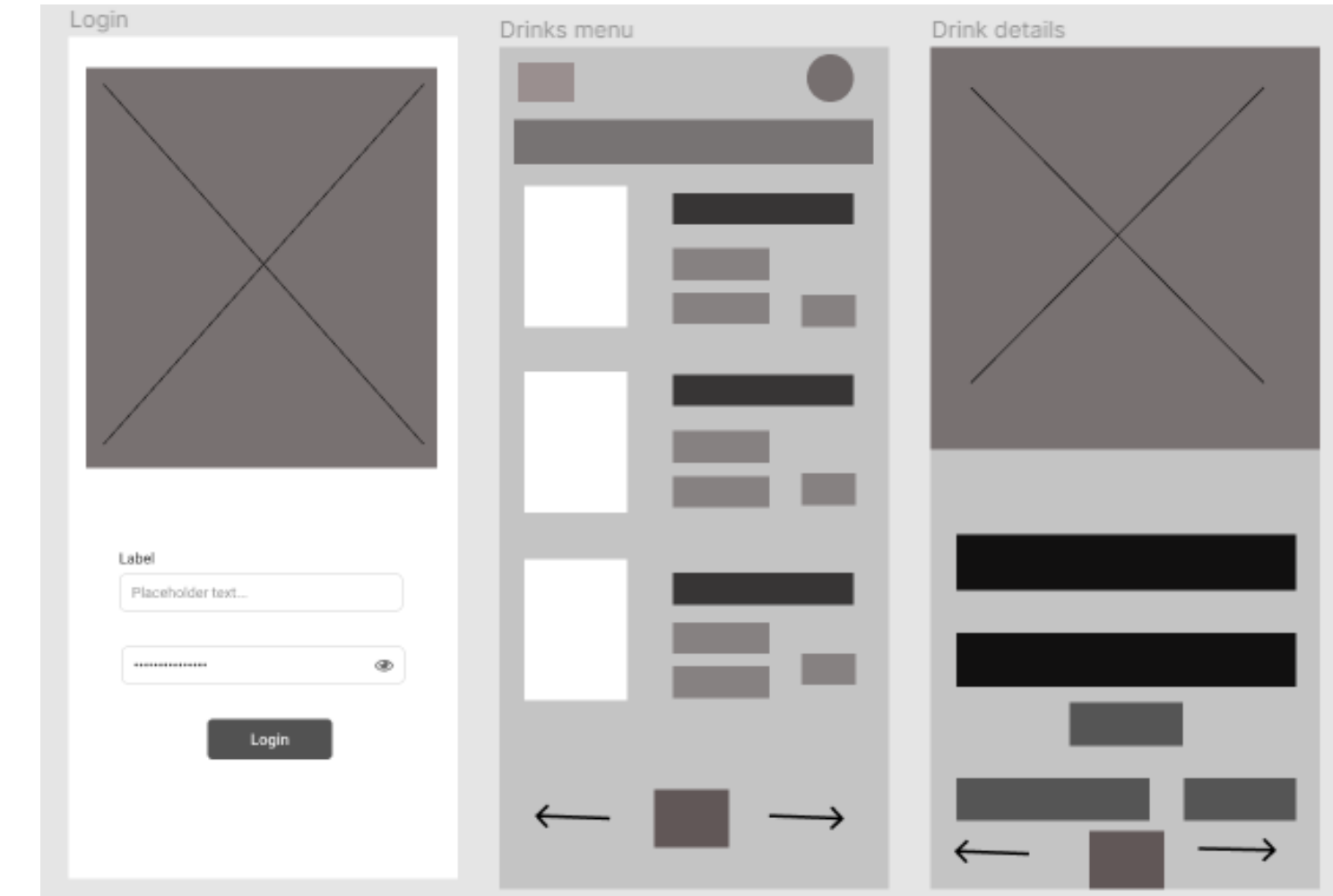
# Design: Concepts & Sketching



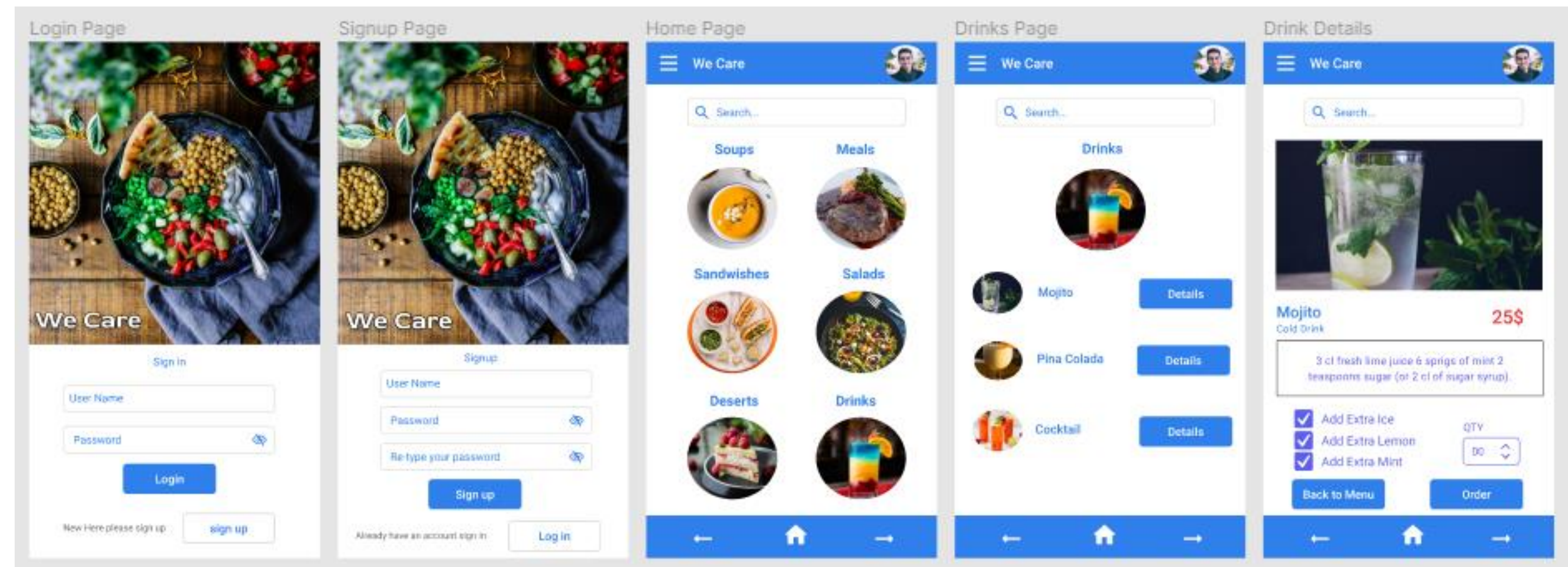


# Develop: Prototyping

I started with the low fidelity design , I used Figma to create my design which were based on the sketch I have did before. You can check it [here](#).



Then after the surveys and interviews I developed my design to the final look [here](#).

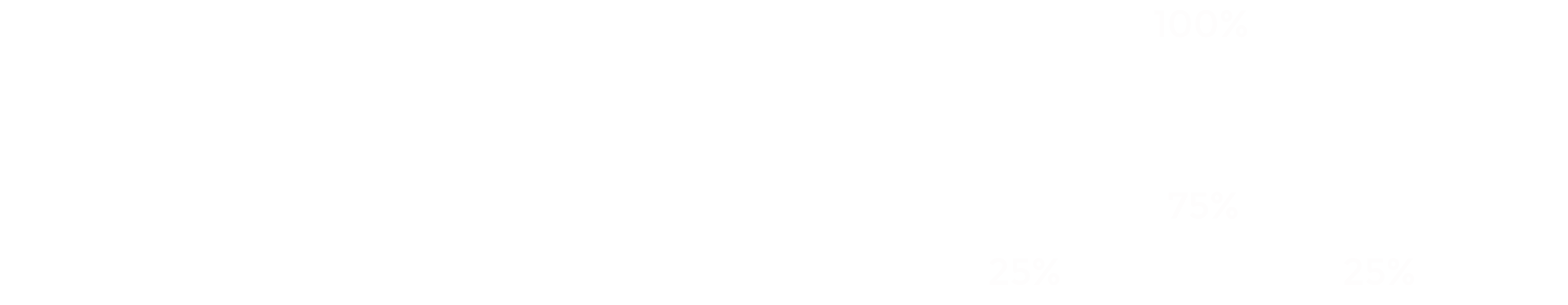


# Test: Validation, Usability, Feedback

We conducted a survey with a couple of potential users who agreed to validate our product, see how useful it is and provide their feedback to make the product better.

The data based on this survey was organized and then we analyzed it to get more insights. Below is the major take-aways of our data-analysis:

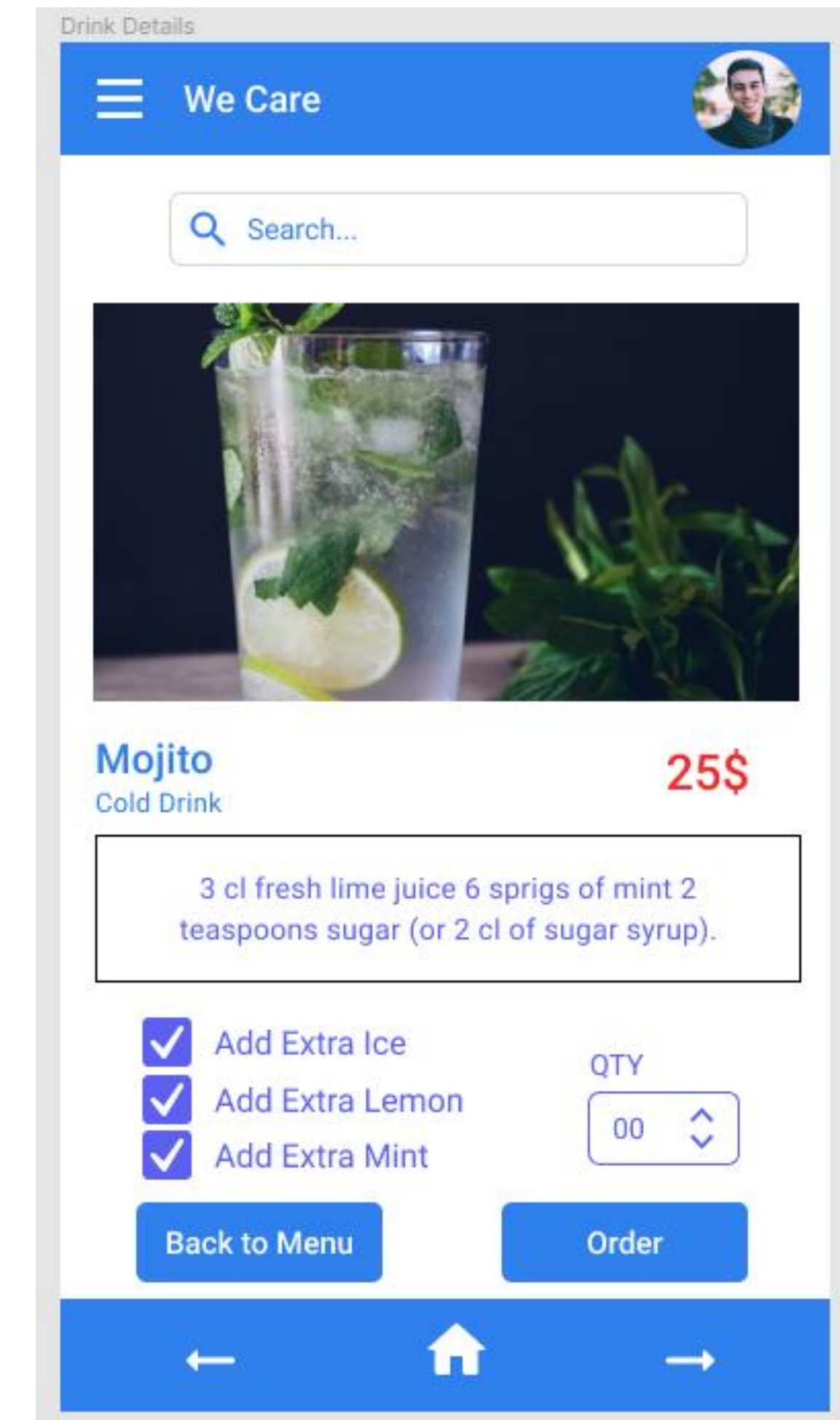
- 85% of the users were happy to switch to an online product instead of dealing with restaurants to order their food.
- 90% of the users were happy with usability of the product



# Design: Iteration

After conducting interviews and surveys I collected all the data that I need and create the final product based on the users needs and suggestions, I add some features and update others:

- Most of the users didn't like the item details page so I had to update the design.
- Also they wanted more details about the product to make a real order.
- Finally I update the navigation and I added the application logo.



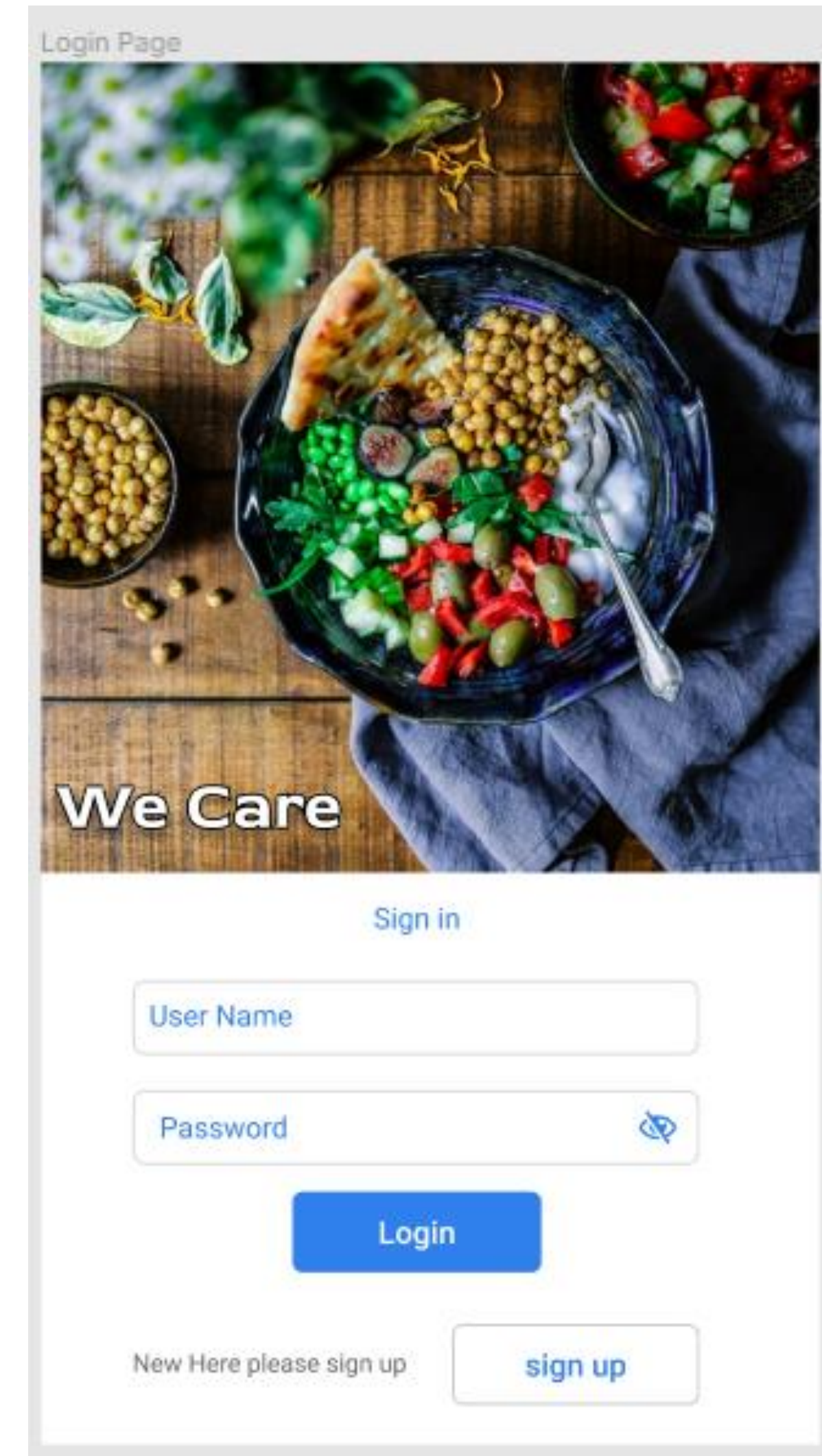


# Solution & Impact Overview

After finished up paper sketches and Low-Fi prototype, I started to create a High-Fi prototype of my proposed solution to illustrate my ideas and represent the concept for getting quick feedback and improving the product.

My Hi-Fi prototype was created with Figma and consists of 6 frames and focused on users' pain points.

Also, I have used Zeplin to export my prototype file to generate development resources. You can access it [here](#).





# About Me

I am Mona, A Software Engineer who is passionate about UI/UX Design, I master all Figma, Miro, Zeplin and other tools' skills, I believe that my research understanding will help me further understand user needs to create a user experience design. I would like to build a company to promote my ideas in the UX Design domain.

I like art with all it's fields, I like drawing typo graphing, photographing and design.

Add your picture here