

Design a food menu app for a Japanese restaurant

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Project overview



The product:

With just a few taps on their phone, users will be able to order delicious food.



Project duration:

December 2022 to February 2023



Project overview



The problem:

Users confused about menu bar and how to order



The goal:

Determine if users are encountering problems and where they are having problems.

Project overview



My role:

UX designer



Responsibilities:

User research, Wireframing, Prototyping

Understanding the user

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

User research: summary



I will conduct interviews, which will result in the creation of empathy maps and the identification of the problem, in order to design hypotheses to meet the needs of the users.

The majority of the users interviewed came from online reviews of the apps. It includes a primary research group of people of various ages.

The issue we discovered is that the user-friendliness of these apps is not consistent.

User research: pain points

1

Time

When making a payment or placing an order using the applications, the user must wait a lengthy time for the procedure to complete.

2

Loss of trust and confidence

Password, username, forget password, and personal information options are not available.

3

Frustrating

Apps that are difficult to use and are problematic.

4

Unstable

The lag in some animations or taps will irritate the user.

Persona: Jack Lee

Problem statement:

Jack is a hard-working web developer who needs order food from online apps with faster because he wants to eat his meals quickly in order to save time and simplify his life.



Jack Lee

Age: 27
Education: Degree
Hometown: Kuala Lumpur, Malaysia
Family: Single
Occupation: Web developer

"There's nothing complicated about it; it's just simple and fast"

Goals

- Able to unwind and enjoy a meal without being interrupted.
- To come up with unique and fascinating meals that makes him happy.
- Wishes to navigate restaurant menus quickly.
- See the price of the menu items in further detail.

Frustrations

- Frustrated when the system apps become stuck or take a long time to load.
- Frustrated with the meal menu app's inability to locate food.
- The food preparation process takes an excessive amount of time after the order has been completed.

Jack Lee is a web developer who working under IT industry. He will work full time and be on call 24 hours a day. He's insecure and doesn't want to get out with a lot of people. But there are instances when he wants to eat fast food but is hampered by factors such as proximity, price, variety, and so on.

User journey map

The user journey of Jack highlighted how useful it would be for consumers to place orders through food applications.

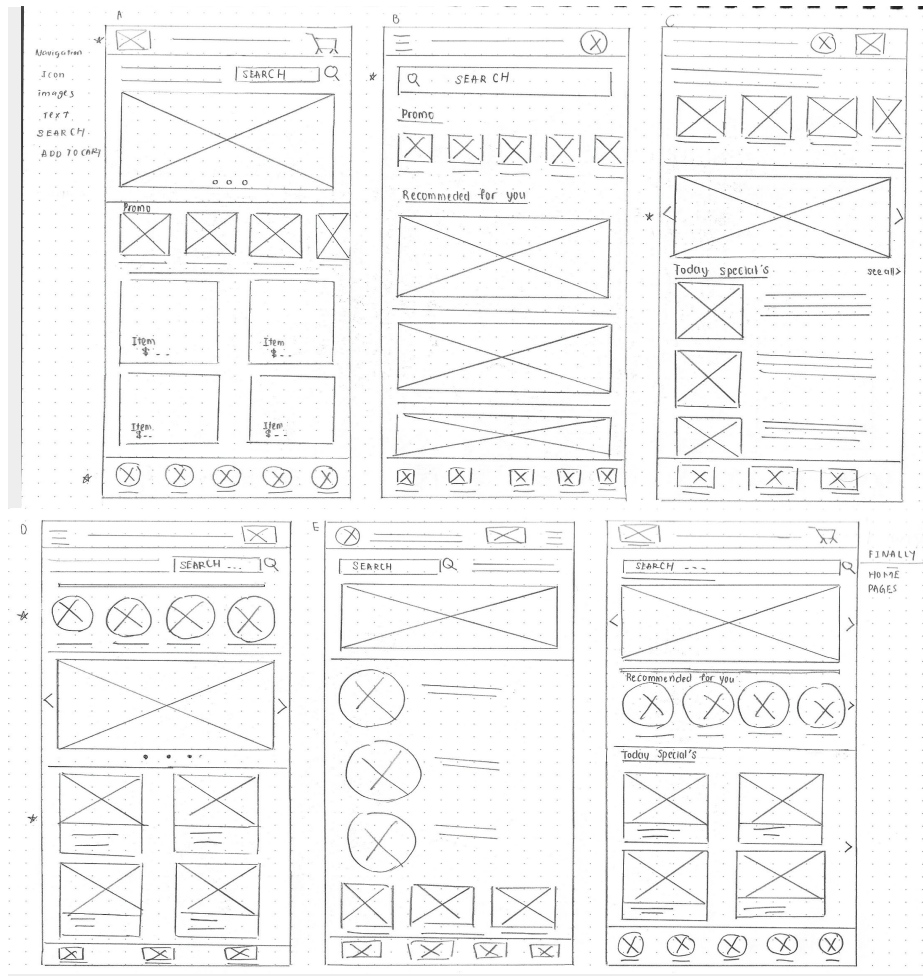
Persona: Jack Lee

Goal: To enjoy and order food in a restaurant

| ACTION | Get Apps | View the Menu | Add To Cart | Make Confirmation | Payment |
|----------------------------------|--|---|--|--|---|
| TASK LIST | Tasks A. Search the app B. Download App C. Open App D. Set up User account | Tasks A. Choose order delivery or dine-in B. Check the price C. View for details | Tasks A. Select the food item B. Select the number of food items. C. Make sure the items is correct | Tasks A. Cancel / Accept B. Review final list order C. Click button confirm | Tasks A. Review the total price B. Click button to pay C. Choose a payment method D. View the receipt |
| FEELING ADJECTIVE | <ul style="list-style-type: none">ExcitedConfused | <ul style="list-style-type: none">HappySurprised | <ul style="list-style-type: none">UndecidedBored | <ul style="list-style-type: none">NervousWorryHappy | <ul style="list-style-type: none">HappySatisfied |
| IMPROVEMENT OPPORTUNITIES | <ul style="list-style-type: none">Add regional languages | <ul style="list-style-type: none">Add more food items pictures or imagesAdd user reviews | <ul style="list-style-type: none">Select items radio button create more simply and nice | <ul style="list-style-type: none">Add a remarks | <ul style="list-style-type: none">Add a payment method with an E-wallet |

Paper wireframes

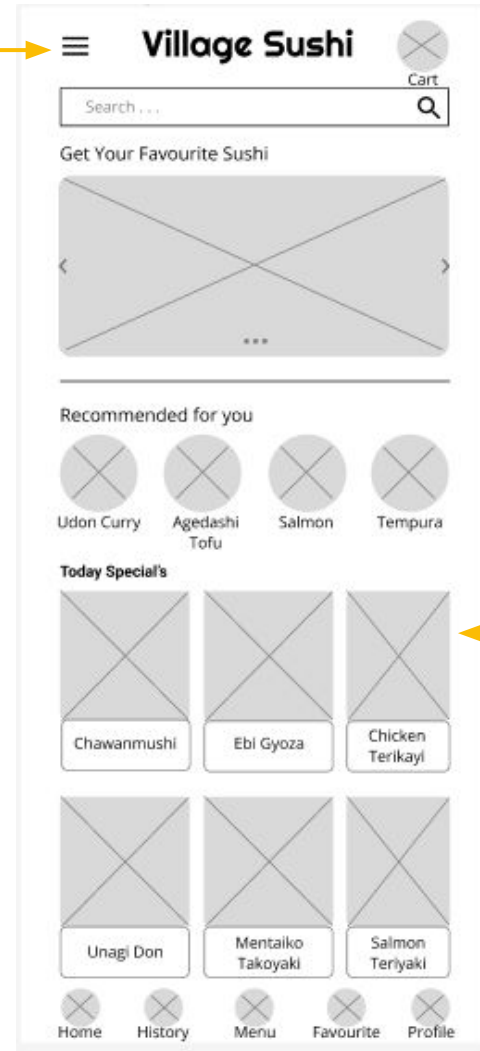
Take the time to begin building solutions in order to address hypotheses based on earlier study of what we believe to be a user and the solution to their needs.



Digital wireframes

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

Easy navigation through the app



Digital wireframes

Users prefer a faster and more understandable way of going through this process.

Easy to choose which payment methods during payment process

< Payment

Placeholder icons for payment methods (two circles with an 'X')

Input fields for card details

You have to pay : XXXXXX

Make Payment

☐ Pay at Counter

☒ Credit / Debit Card

☐ Online Payment

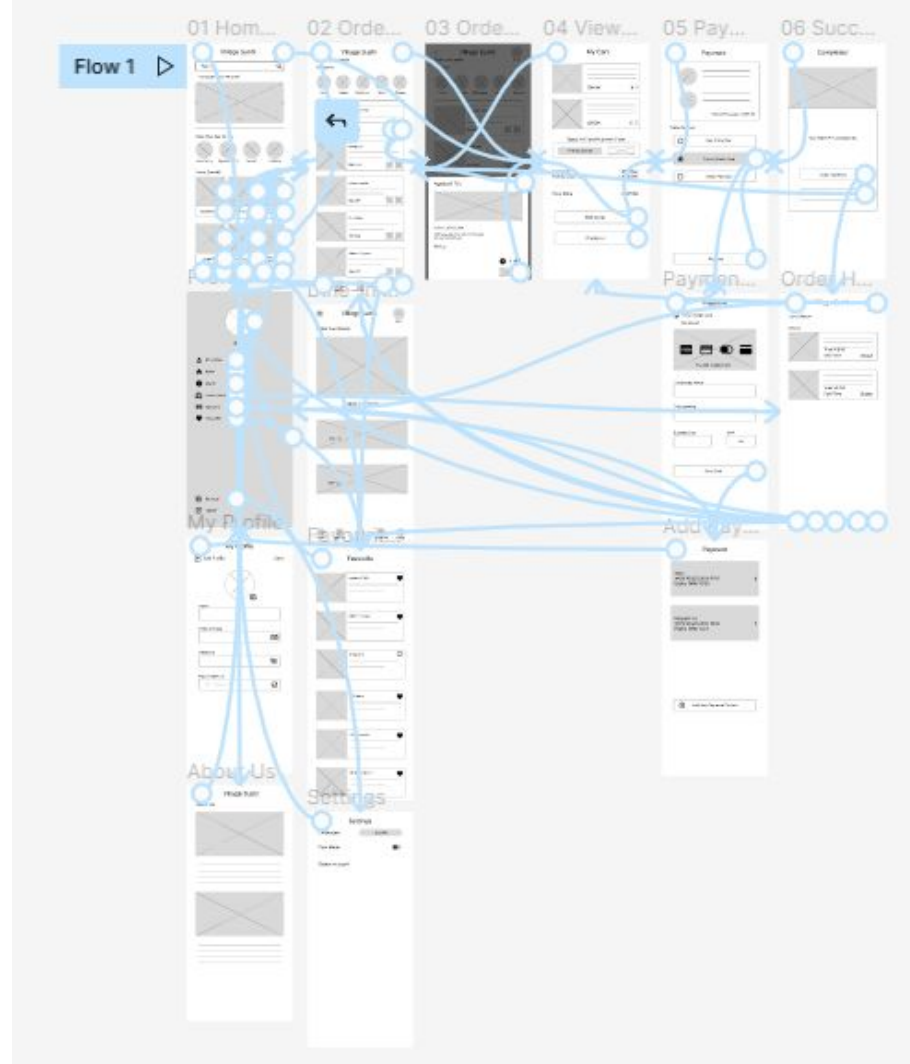
Pay Now

One step click "Pay Now" make users easily to complete payment

Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of building and ordering process for meals, so the prototype could be used in usability study with users.

[Low-fidelity prototype](#)



Usability study: findings

I conducted two rounds of usability studies with the app. They were conducted with the low-fidelity and high-fidelity prototypes respectively.

Round 1 findings

- 1 Users want to save time with the app
- 2 Users need more payment method
- 3 Users want easily to order food

Round 2 findings

- 1 Users need create an user account's
- 2 Users need checkout and make payment easily
- 3 Users want it to be more accessible

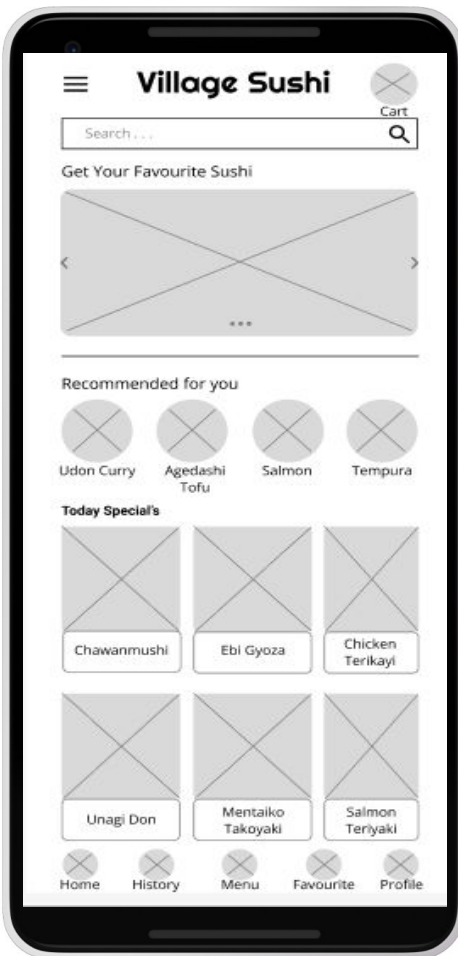
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

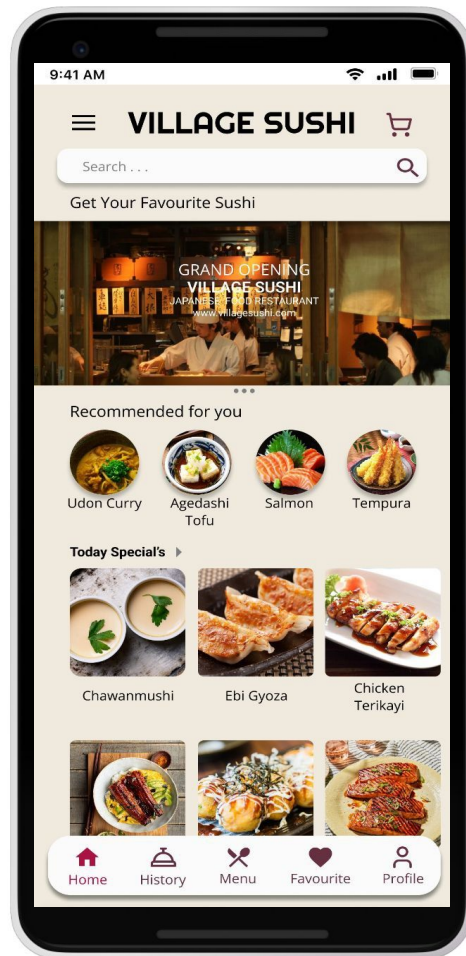
Mockups

Early designs had limited customization options, but following usability studies, I implemented **colours, fonts, clever animations**, and spacing on home pages **both vertically and horizontally**.

Before usability study



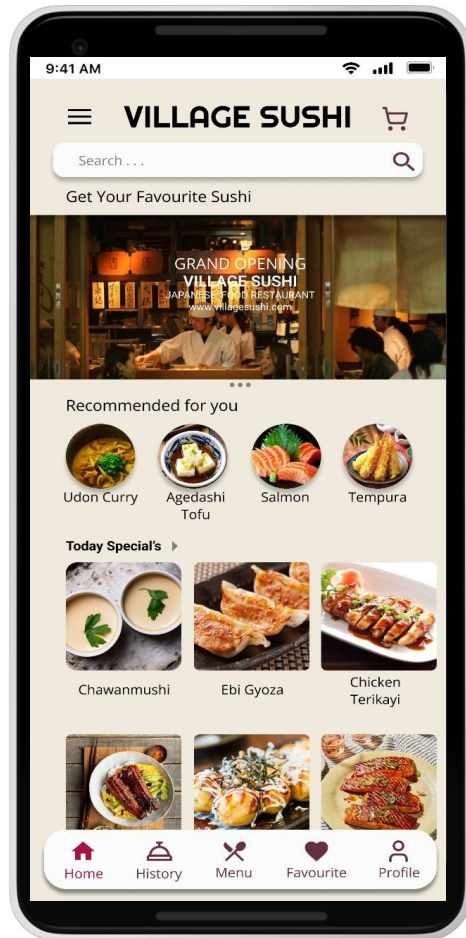
After usability study



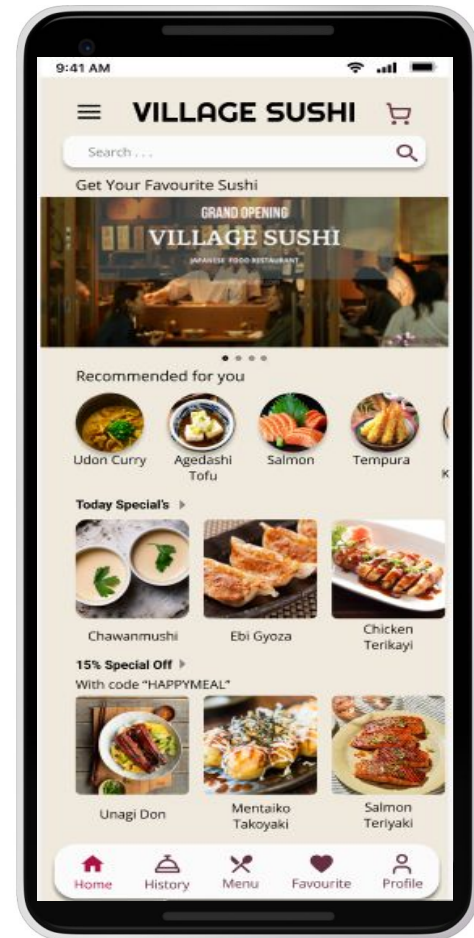
Mockups

In my second usability study, I started by measuring the sizes and proportions of the text in various body texts and changing the typefaces to make them simpler for users to read and understand.

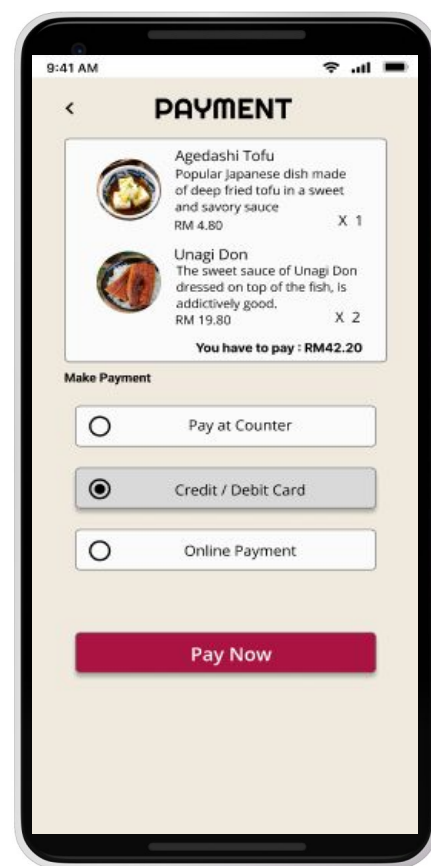
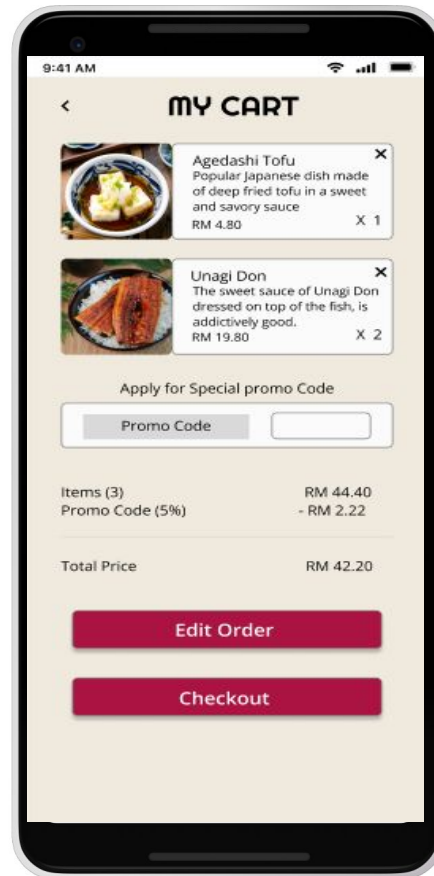
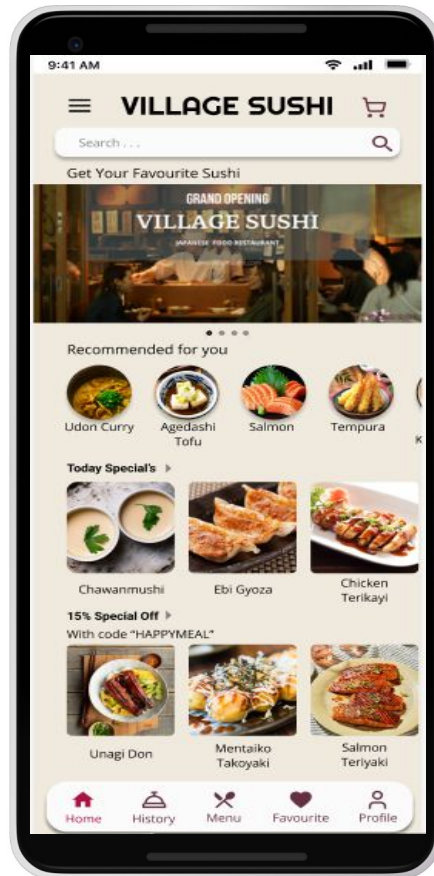
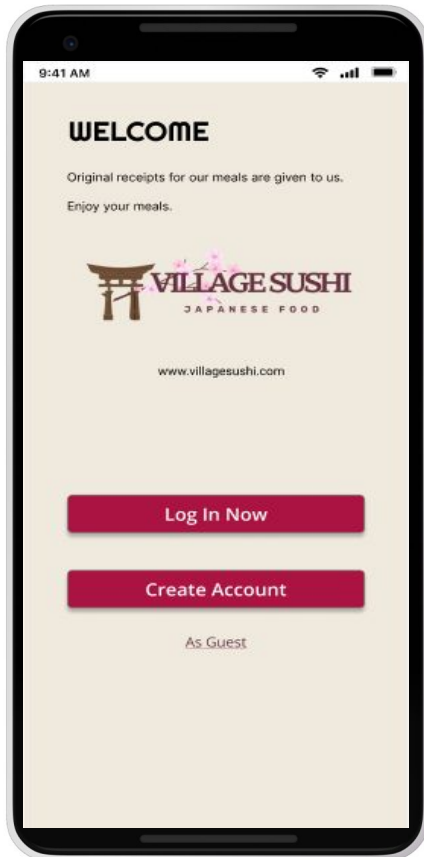
Before usability study



After usability study



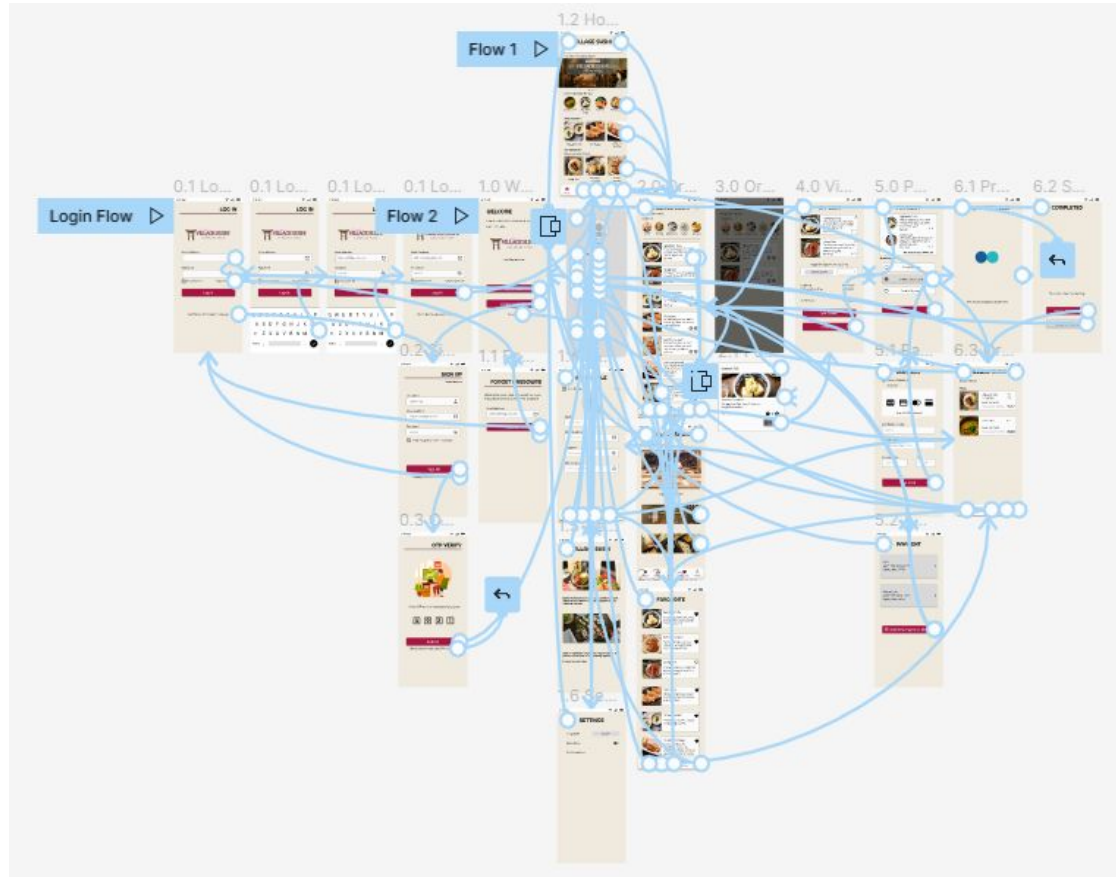
Mockups



High-fidelity prototype

Login Or Sign Up with
Village Sushi Prototype.

High-Fidelity Prototype



Accessibility considerations

1

Icons for the end user should be readable and simple to understand.

2

Correct proportions between the various components to enhance engagement and focus.

3

To ensure simple readability and attention and prevent the content from getting tedious or lengthy, text fonts are indicated.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The food menu app makes user feel like Village Sushi really thinks about how to meet their needs.

One quota from peer feedback:

"The food menu app makes it simple and quick to order meals at Japanese restaurants."



What I learned:

When creating the Villages Sushi food menu app, I discovered how important it is to pay close attention to user comments and suggestions in order to make the app better. I have design the app with visually comfortable for users to see and use for long time.

Next steps

1

Conduct more rounds of usability research.

2

Research and improve user flow

3

Conduct more user research to determine any areas of need.

Let's connect!



I appreciate you taking the time to examine my work for the "Village Sushi" food menu app. My contact details are shown below if you want to learn more or get in touch.

Email address: nainasharma160802@gmail.com

Thank you !