

Design a Food Review App for Food Trucks

Olivia Reed

Project overview



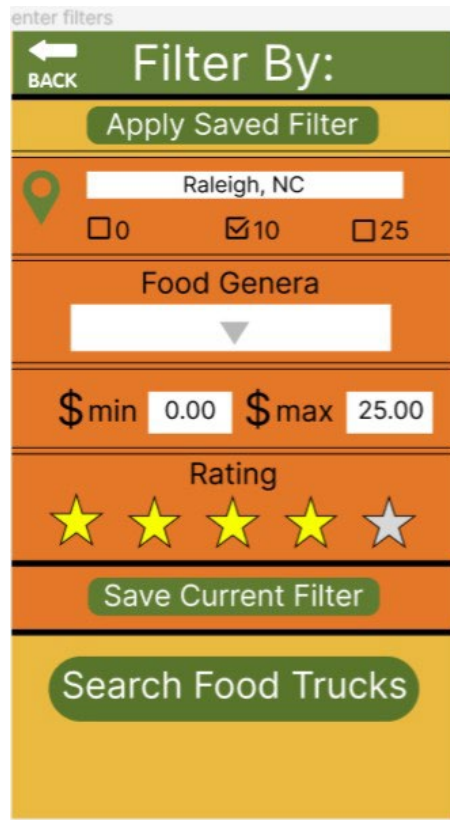
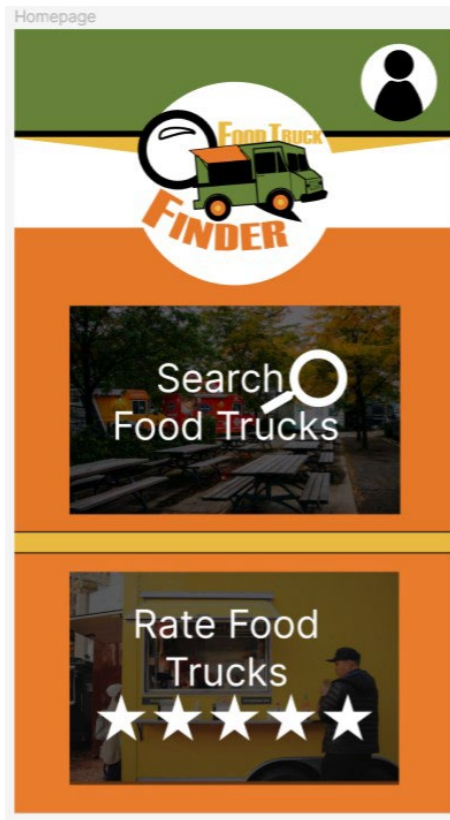
The product:

Food Truck Finder is an app designed to help users find their ideal food truck to fit all their wants and needs.



Project duration:

August 29, 2022 -
November 11, 2022



Project overview



The problem:

Hungry individuals need a way to find food that fits their wants and needs quickly and easily.



The goal:

Design an app that allows these individuals to filter food trucks by various filters such as food genera, price, location, and the food trucks star rating within in the app.

Project overview



My role:

UX designer throughout the apps development from beginning concept to end delivery.



Responsibilities:

User research, competitor research, paper and digital wireframing, lo-fi and high-fi digital prototyping.

Understanding the user

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

User research: summary



The user research for this apps design involved, creating two personas which helped to guide the development of app, creating user journey maps, and considering the users emotions throughout the process of using the app.

All of this helped to guide the development of the app away from the designer and towards the user.

User research: pain points

1

Time

Users needed to be able to quickly find their ideal food truck without wasting time with a large amount of unnecessary scrolling. By implementing a “Filters” page, a search by title option, and a “Favorite Food Trucks” page, this pain point will be addressed.

2

Budget

Users needed to find their ideal food truck within their personal budget. By implementing a “Filters” page that includes a min and max budget option and by listing the average price of each food truck in its description this pain point will be addressed.

3

Food Genera's

Users needed to be able to find their ideal food genera. By implementing a “Filters” page that includes a food genera filter and by listing the food genera of each food truck in its description this pain point will be addressed.

4

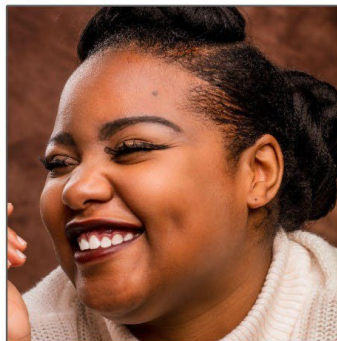
Location

User needed to be able to find their ideal food truck within their preferred driving distance. By implementing a “Filters” page that includes a location filter and by listing the location of each food truck in its description this pain point will be addressed.

Persona: Name

Problem statement:

Nora Baldwin is a busy mother who needs food her kids will eat without going over budget because she is too busy to drive somewhere and realize that there is nothing there that her kids can eat.



Nora Baldwin

Age: 31
Education: B.S. Elementary Education
Hometown: Colorado Springs, CO
Family: Two young boys, her husband, and a cat
Occupation: 2nd grade teacher

"My kids keep me so busy sometimes I just need something quick and easy."

Goals

- Raising her kids well and keeping them happy during the day.
- Finding food that her two children will enjoy while on the go.
- Staying on budget

Frustrations

- "It can be hard to stay on budget while being on the go with my kids all the time."
- "Some foods are hard for my littles to eat"

Nora is a 2nd grade teacher who works hard to educate her class in a fun and happy atmosphere. When she is not at work she is working hard to be a present mother of her two boys (ages 2 and 5) and a wife to her husband who works as a contractor.

User journey map

While creating Nora Baldwin's journey map I wanted to make sure that I paid attention to how she was feeling and how her children were included.

Persona: Nora Baldwin

Goal: Purchase quick lunch for herself and children

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST	Tasks A. Open food review app B. Filter truck options by price and food genera C. Select food truck	Tasks A. Read the reviews of the selected food truck B. Read the menu to her kids C. Drive to destination	Tasks A. Wait in line at food truck B. Order food	Tasks A. Wait for food order B. Receive food order C. Take order to car or table	Tasks A. Eat food B. Leave a review on the app
FEELING ADJECTIVE	Stressed/anxious (that she may not be able to find something that meets her criteria) Hungry Hopeful	Hungry Hopeful Anxious Excited	Hungry Hopeful Anxious Excited Annoyed (at waiting in line)	Hungry Hopeful Anxious Excited	Happy Full (Assuming that Nora had a good UX)
IMPROVEMENT OPPORTUNITIES	There could be a way to save your common filters on the app so that you don't have to put them in every time.	There could be a link to Google Maps in the app.	There could be an area for each food truck on the app that showed the average wait time so that people knew about how long they may be waiting on their order.		If the food truck was on the app, then they could have a barcode available that took the customer straight to the ratings section of their food truck.

Persona: Name

Problem statement:

Tobias Falk is a busy student who needs filling food in budget because he is trying to save as much money as he can.



Tobias Falk

Age: 19

Education: Highschool Diploma

Hometown: San Antonio, CA

Family: Mother and Father and a Dog

Occupation: Cashier

"I love saving money and hanging out with my squad."

Goals

- Do well at work and earn promotions
- Enjoy life "While he is young"
- Make money to boost his savings account

Frustrations

- "Some places can be way to overpriced"
- "I don't like small portions. I hate paying good money for a meal and not even getting full."

Tobias is currently working full time as a cashier while he saves up money and decides what he wants to go to college for. He loves hanging out with his group of friends, playing video games, or going out to eat. Eating on a budget is important to Tobias as he is saving for college.

User journey map

While creating Tobias Falk's journey map I wanted to make sure that was paying attention to his emotions as well as how he was keeping in budget and buying food that he would enjoy.

Persona: Tobias Falk

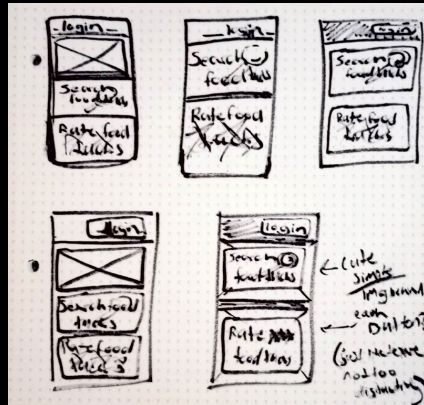
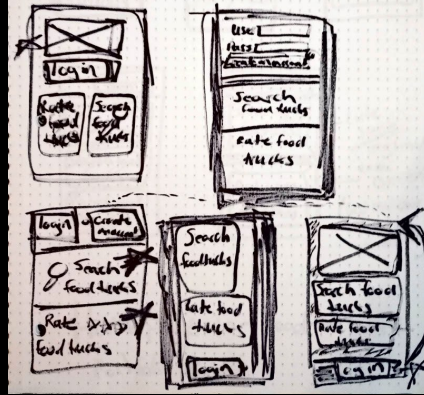
Goal: Find a food truck that sells burgers in his budget

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST	Tasks A. Open food review app B. Filter truck options by price and food genera C. Select food truck	Tasks A. Read the reviews of the selected food truck B. Read the menu to ensure that the truck offers burgers C. Drive to destination	Tasks A. Wait in line at food truck B. Order food	Tasks A. Wait for food order B. Receive food order C. Take order to car or table	Tasks A. Eat food B. Leave a review on the app
FEELING ADJECTIVE	Stressed/anxious (that he may not be able to find something that meets his criteria) Hungry Hopeful	Hungry Hopeful Anxious Excited	Hungry Hopeful Anxious Excited Annoyed (at waiting in line)	Hungry Hopeful Anxious Excited	Happy Full (Assuming that Tobias had a good UX)
IMPROVEMENT OPPORTUNITIES	There could be a way to save your common filters on the app so that you don't have to put them in every time.	There could be a link to Google Maps in the app.	There could be an area for each food truck on the app that showed the average wait time so that people knew about how long they may be waiting on their order.		If the food truck was on the app, then they could have a barcode available that took the customer straight to the ratings section of their food truck.

Paper wireframes

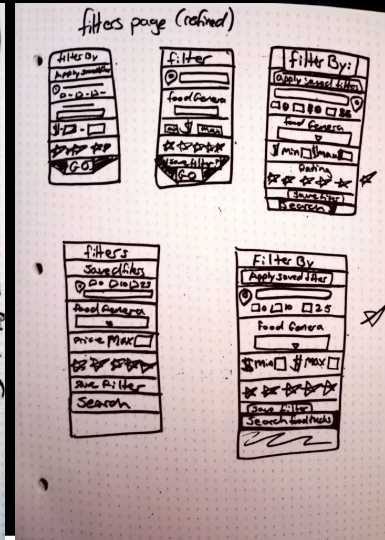
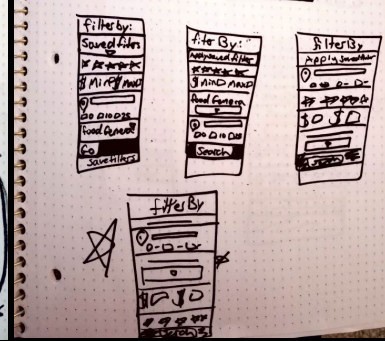
The paper wireframing process is my favorite part of creating any new design. This is when a concept begins to become reality and one can start to see how the elements on the screen will fit together. It is always messy and often times can be quite a challenge, but it is so rewarding because by creating several variations of each screen I was able to have a nice version that I could then take to the digital format.

HOME PAGE Wireframes
Needs:
- login button
- Search food trucks (button?)
- Rate food trucks (button?)

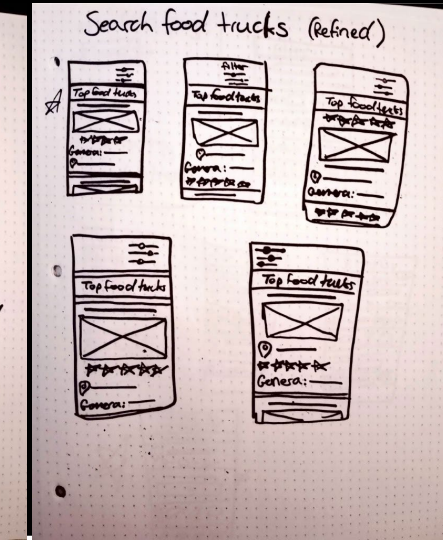
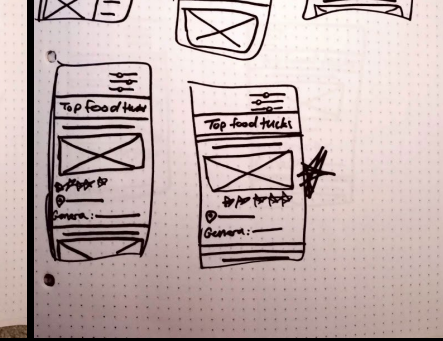


• Home page for food truck app
Portfolio project.

enter filters page
Needs:
- location
- price
- genre
- star rating
- Saved filters



Search for food trucks
Needs:
- Filters (button)
- Top food trucks



Digital wireframes

Following are two examples of the digital wireframes created using Figma.

When making the digital wireframes for this app the design concept became even more refined and a few tweaks were made to better improve the designs interface.

A filter icon that will open the apply filter page, letting users filter their food truck list



Prior to the user searching the app will display some of the top-rated food trucks.

Digital wireframes

This page was quite challenging. Given the mass amount of information contained on the small viewport I wanted to ensure that the information had a strong hierarchy and was presented clearly for the user.

A drop down/search box containing a list of food genera's that the user can select from to help narrow down their search

enter filters

← Filter By:

Apply saved filter

0 10 25

Food Genera

\$min \$max

Rating

Save current filter

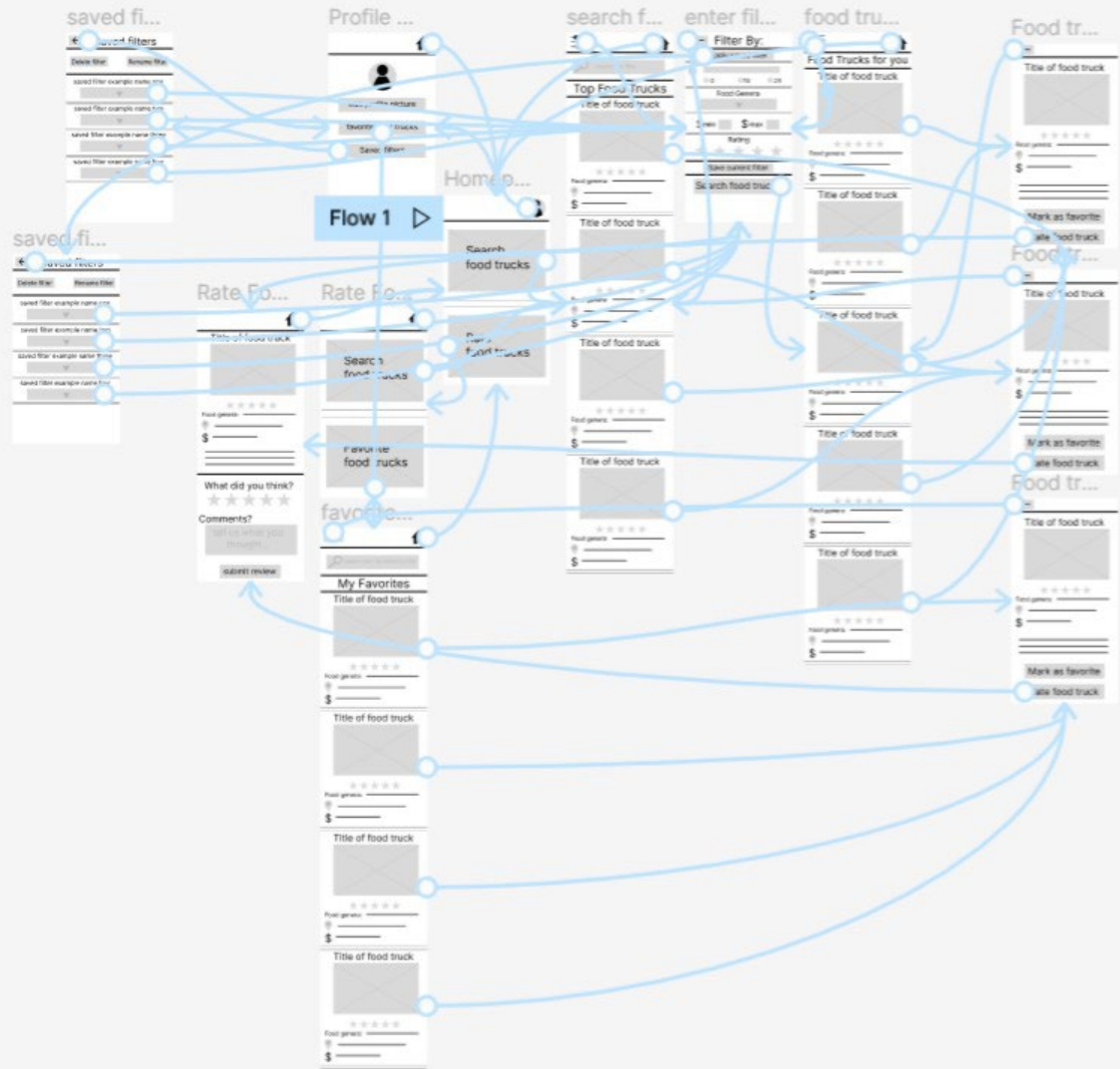
Search food trucks

Takes user to a list of previously saved filters for easy searching.

Low-fidelity prototype

<https://www.figma.com/file/YiA0aLFqhxdSaT4rkS2WQ2/Food-truck-rating-app-portfolio-project-reed?node-id=0%3A1&t=nWKvhXirDiBesM1F-1>

Creating this lo-fidelity prototype helped me to map out the flow of the apps interface considering the users experience while interacting with the app and I was also able to identify some of the missing screens and buttons that I had not previously considered.



Usability study: findings

For both the lo-fi and the hi-fi prototype after creating my design I submitted the link to my Figma design to a collaboration discussion board where my peers and I tested and critiqued each others designs.

Round 1 (lo-fi) findings

- 1 Some of my icons needed to be switched around to be more consistent on each page.
- 2 I needed to better space and align some text
- 3 I needed to consider the page hierarchy above the fold

Round 2 (hi-fi) findings

- 1 I originally did not have a logo designed for this app. After having this pointed out to me by a fellow student, I designed a logo and implemented it onto the homepage.
- 2 I gave the rectangle buttons all a radius so as to make them appear more "clickable".
- 3 I created a small interaction thanking the user for submitting a rating for the food truck.

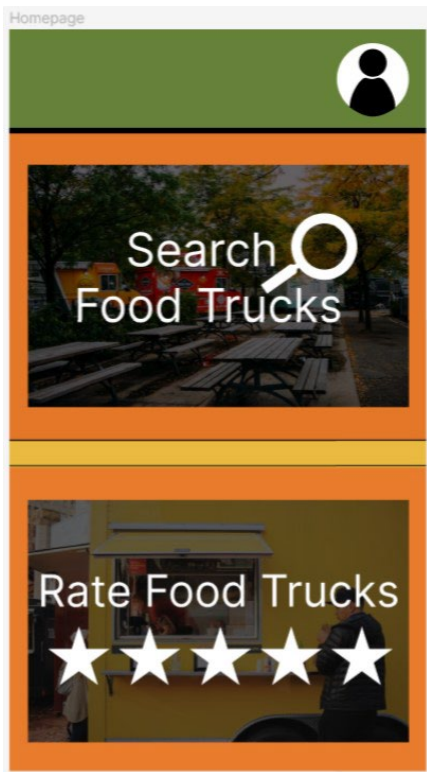
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

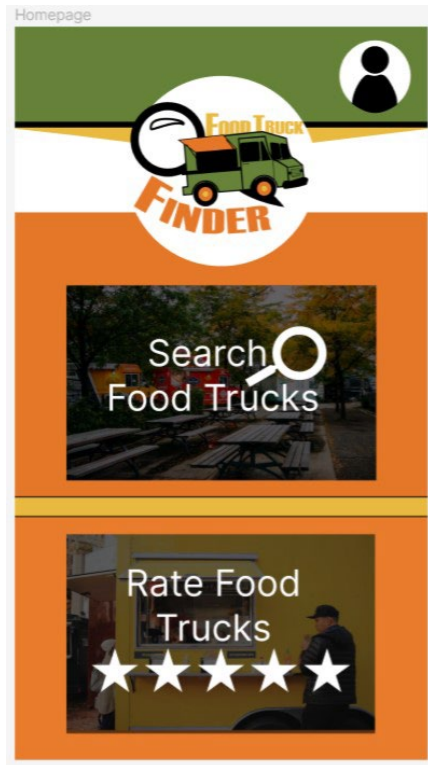
Mockups

Originally, I felt that my design of the homepage was perfect. However, it wasn't until after I stepped back for a few days, read the feedback from my peers in my usability study group and challenged myself to redesign it, that I realized how much better it could be.

Before usability study



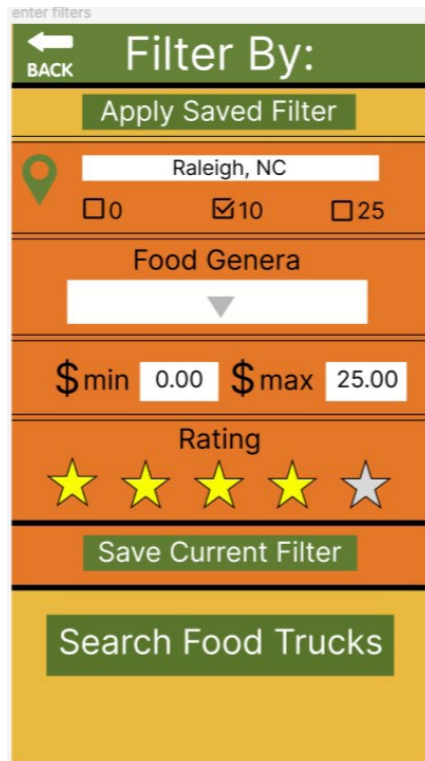
After usability study



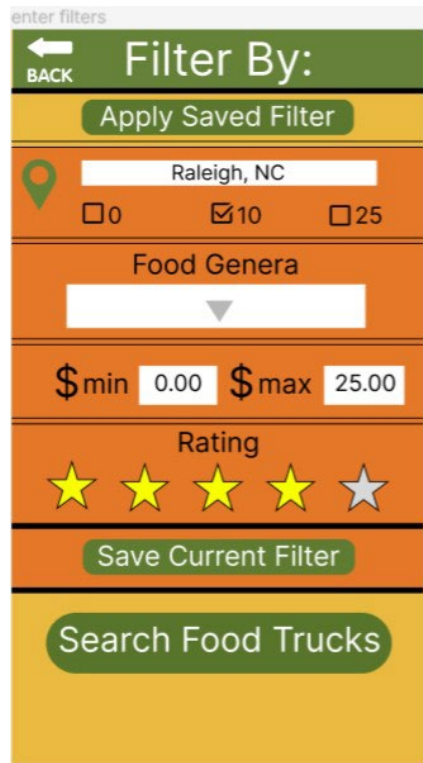
Mockups

By making the simplest of changes, like adding this radius to the rectangle buttons on my pages, took my design from feeling “static” to feeling “refined”. I chose to show the filters page as it best showed the added button radius.

Before usability study

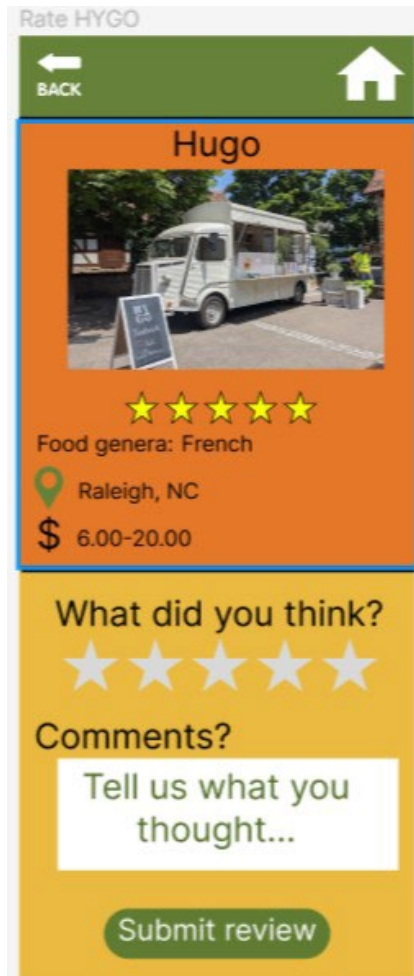
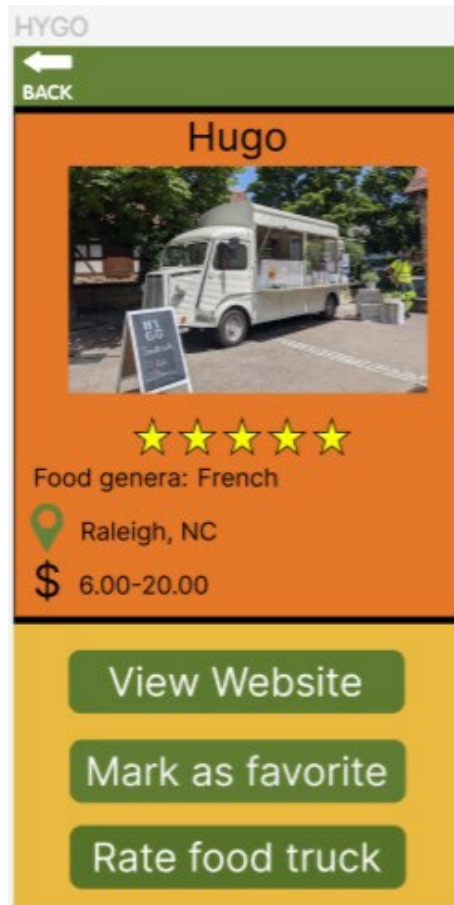


After usability study



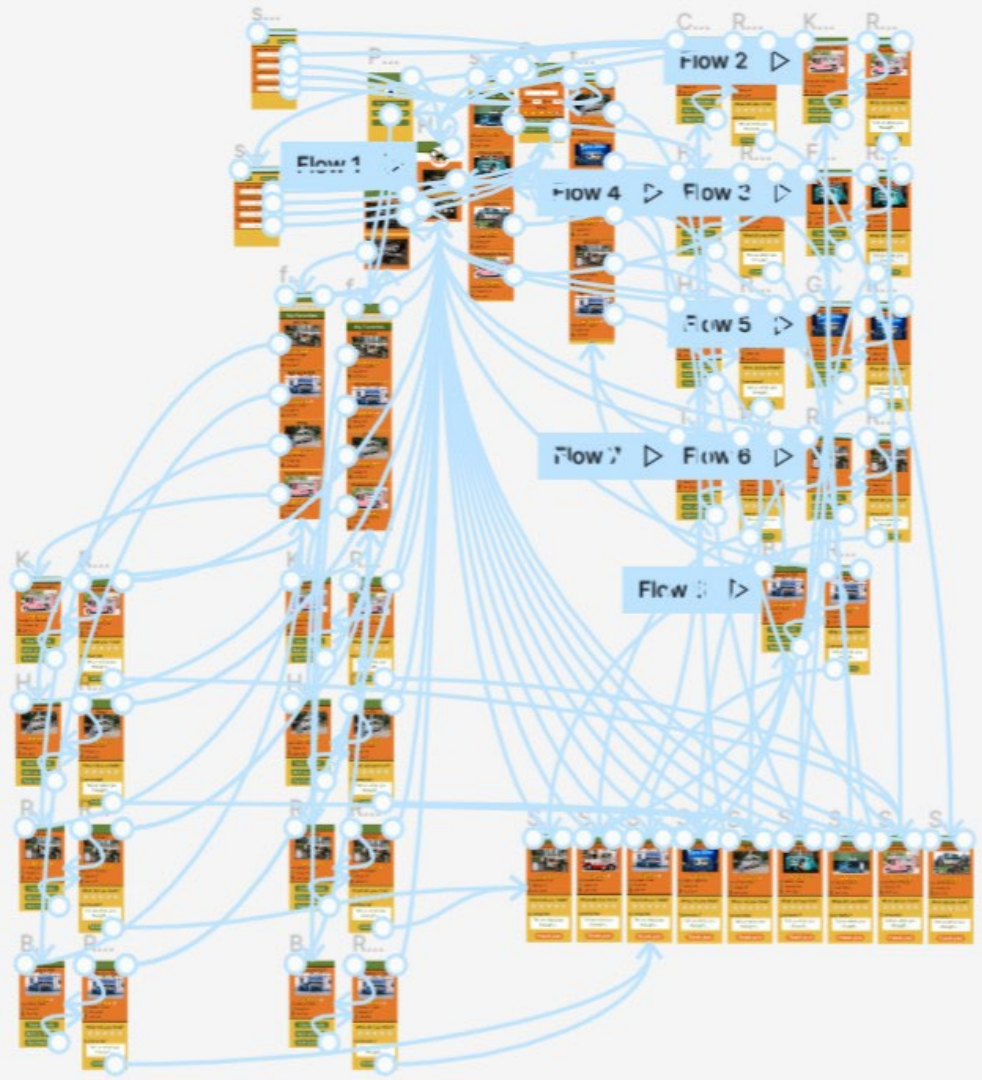
Mockups

Showing some of the main user flow pages



High-fidelity prototype

<https://www.figma.com/proto/YiA0aLFqhxdSaT4rkS2WQ2/Food-truck-rating-app-portfolio-project-reed?node-id=127%3A3&scaling=scale-down&page-id=127%3A2&starting-point-node-id=127%3A3&show-proto-sidebar=1>



Accessibility considerations

1

I ensured that all colors were accessible.

2

I ensured that the wording of text was clear and as large as possible on the screen to minimize the need for user zooming.

3

I ensured that all clickable elements were large enough to be clicked on a handheld mobile device to eliminate user frustration and to increase visibility

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Several people who I have shown and told about my design have showed great interest. One individual stated, "This is great, it would be really helpful when I travel!"



What I learned:

The two main things that I have learned about throughout this project are the importance of putting the users needs first and focusing on their wants and emotions, and how important streamlining and containing the hierarchy of information is for the small size of mobile pages.

Next steps

1

If I were to further this project I would like to have a small group of users test it to find any final errors that I may have missed.

2

After testing I would then like to run a final check for accessibility to ensure that the design fully meets accessibility standards.

3

I would then send this app design off the next stage of the process which is to be coded.

Let's connect!



I look forward to hearing from you!

Olivia G. Reed

Email: Oliviagreed03@gmail.com

Thank you!