

User Research: Summary

Blessing Asare

Project overview



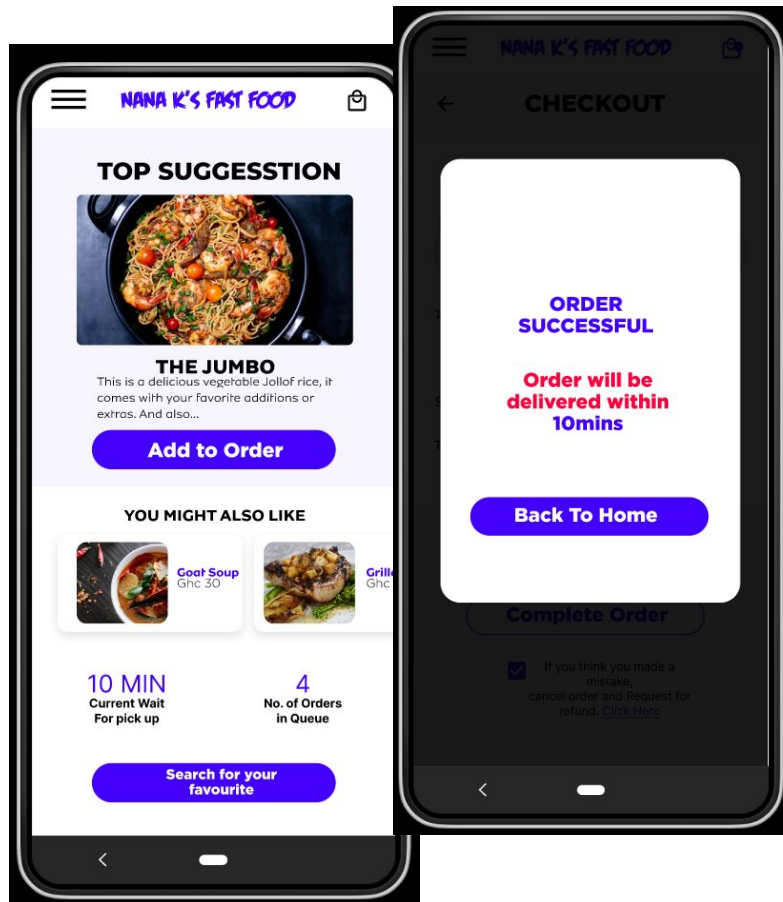
The product:

Nana K Fast Food is a restaurant located in East-Legon, Accra. The restaurant strives to deliver, healthy meals to their clients. They offer a wide spectrum of competitive pricing. They target customers like commuters and customers who lack time to prepare food for their family.



Project duration:

May 2022 - July 2022.



Project overview



The problem:

Busy workers and commuters lack the necessary time to prepare food for their family



The goal:

To design an app for Nana K Fast Food that enable users to easily order and pick up fresh, healthy meals.

Project overview



My role:

UX designer designing an app for Nana K Fast Food from conception to delivery



Responsibilities:

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

Understanding the user

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

User research: summary



I conducted interviews empathy maps to understand the users i am designing for and their needs. The primary group identified were young adults who rarely cook because of their busy schedules.

The group confirmed some assumptions about delivery pickup in Accra, Ghana. From the research, it was revealed that a lot of factors including time is making users not to cook regularly even though they would love to cook.

User research: pain points

1

Time

A lot of working adults do not have time to cook.

2

Accessibility

Platforms for ordering food have assistive technologies for the visually impaired.

3

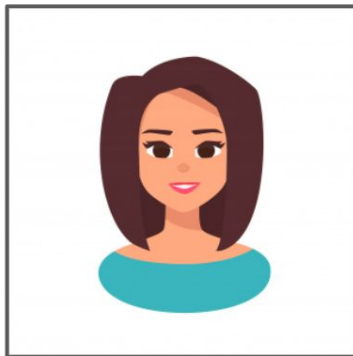
IA

Platforms for ordering should give users exact estimated time for their arrival.

Persona: Ama

Problem statement:

Ama Appiah is a nurse who needs a fast and reliable pick up because her busy schedule.



Ama Appiah

Age: 25
Education: Diploma in Nursing
Hometown: Accra, Ghana
Family: Single
Occupation: Nurse

"I want to maintain healthy work-life balance"

Goals

- To maintain and improve a healthy work-life balance

Frustrations

- I would like to cook always but due to my demanding job
- Difficult to find fast and reliable pick up point near me

Ama is a nurse with a busy schedule. Ama spends most of her time in the hospital. She needs a fast and a reliable food delivery service, so she would not waste much time waiting for her food orders after a long hours of work.

User journey map

Mapping Ama's user journey shows how important to have an app for Nana K Fast Food

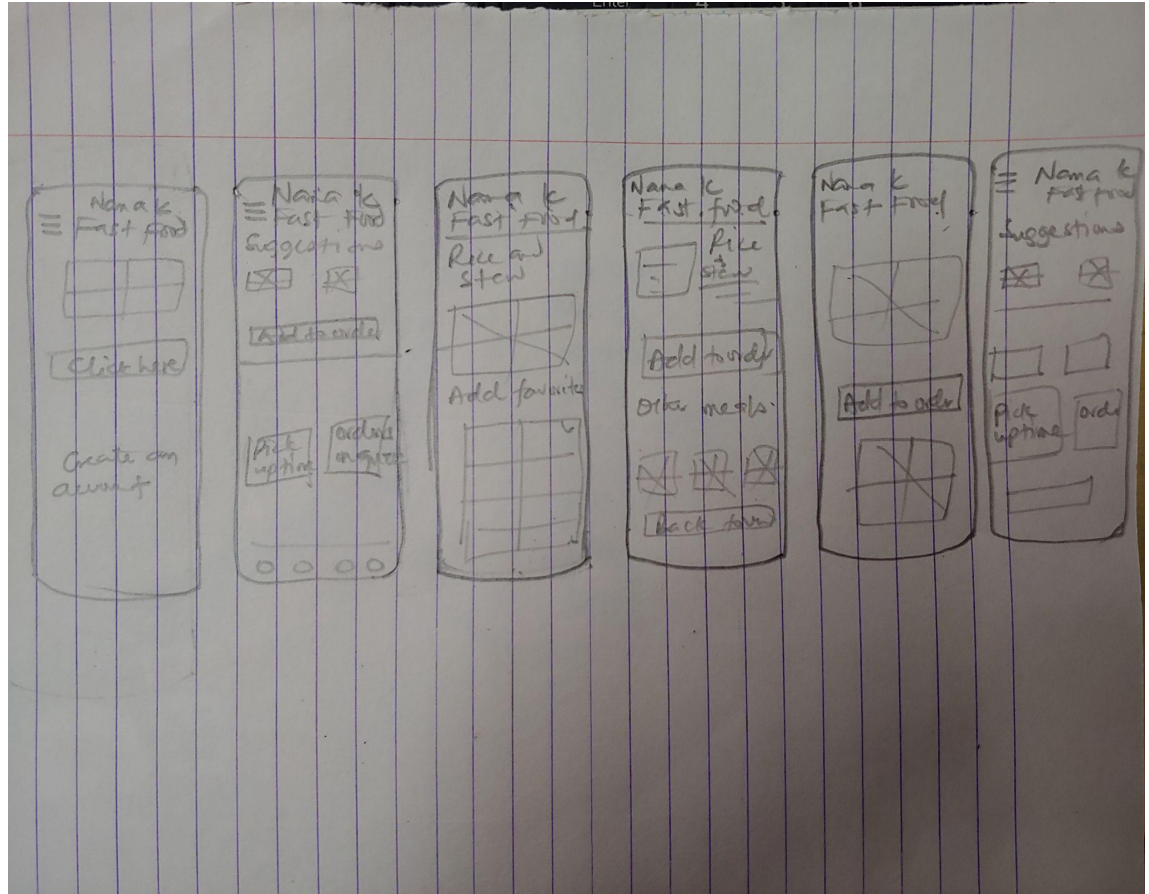
Persona: Ama

Goal: I want to maintain healthy work-life balance

ACTION	Select a restaurant	Browse menu	Place order	Complete order	Pick up order
TASK LIST	Tasks A. Decide on food type B. Search for nearby restaurant in browser C. Select a restaurant	Tasks A. Browse the app menu B. Select menu items	Tasks A. Locate phone number B. Call restaurant and place order	Tasks A. Confirm order B. Provide payment information C. Get directions to restaurant	Tasks A. Drive to restaurant B. Confirm order C. Take order and drive home
FEELING ADJECTIVE	Worried about a lot of restaurants with same food type but different prices	Getting a preferred menu	Worried about waiting in line	Worried about driving to restaurant to pick up order	Excited to enjoy my preferred meal after long hours of work
IMPROVEMENT OPPORTUNITIES	A create a mobile app for Nana K Fast Foods		Provide a simple check out Provide online payment		Create an app to estimate pick up time

Paper wireframes

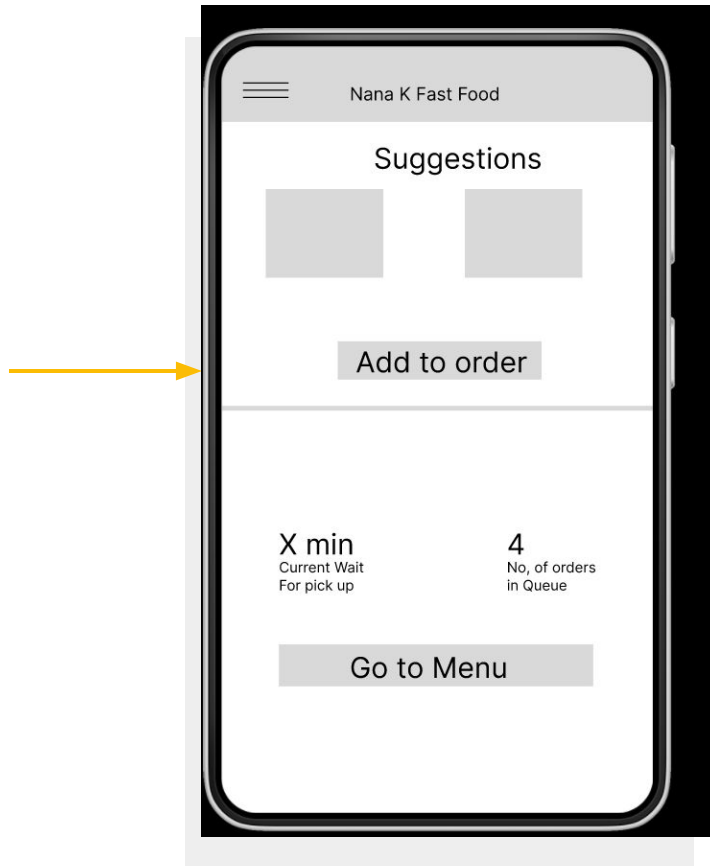
This represents the user-flow of Nana K Fast Food.



Digital wireframes

This is the home screen,
with easy ordering process,
to help users save time.

This button
help users to
place order
quickly.

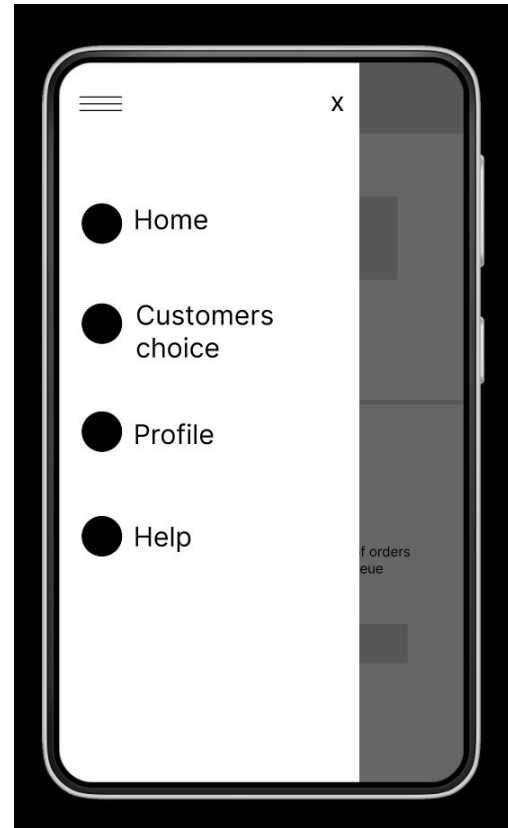


This button
helps users to
return to the
main menu
easily.

Digital wireframes

Easy navigation for users

Easy navigation
for users

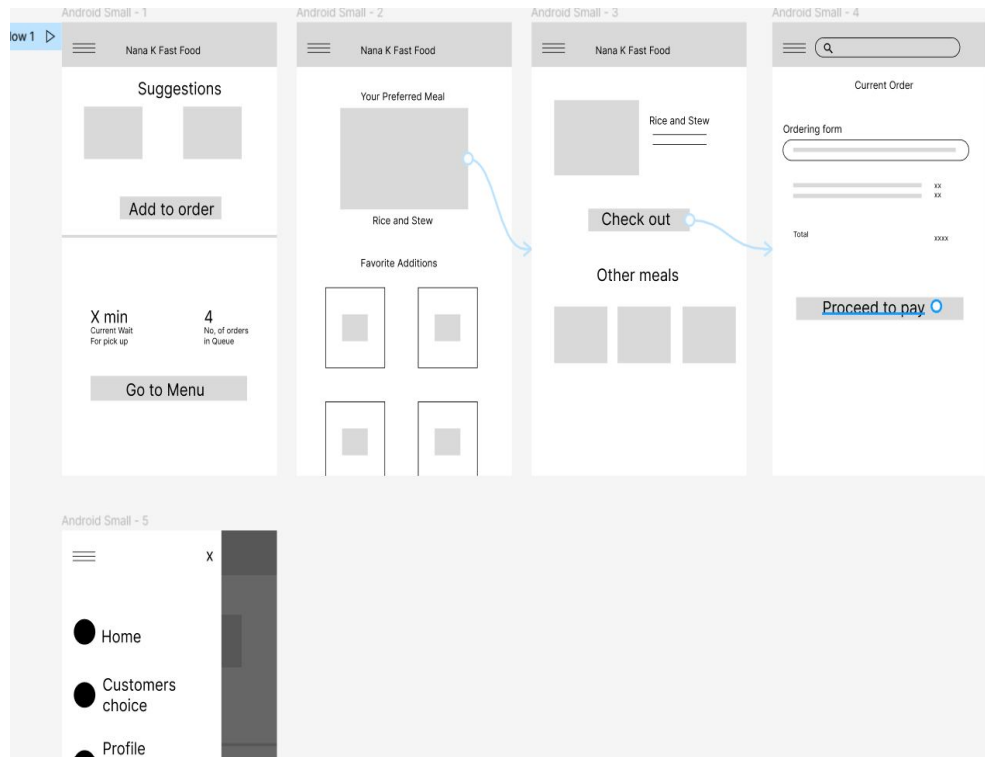


Low-fidelity prototype

This shows the primary user flow of building and ordering a meal, so the prototype could be used in usability studies with users

View the app

[Low-Fidelity Prototype](#)



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Users want to order preferred meals quickly
- 2 Users want more payment option available
- 3 Users want estimated delivery time visible

Round 2 findings

- 1 Track your delivery Option
- 2 Call the delivery guy option

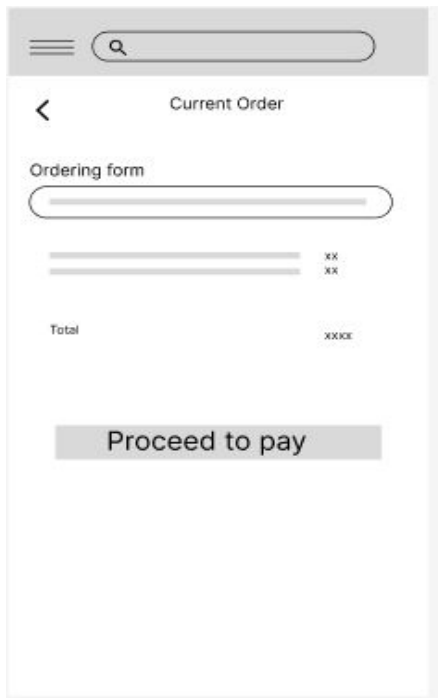
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

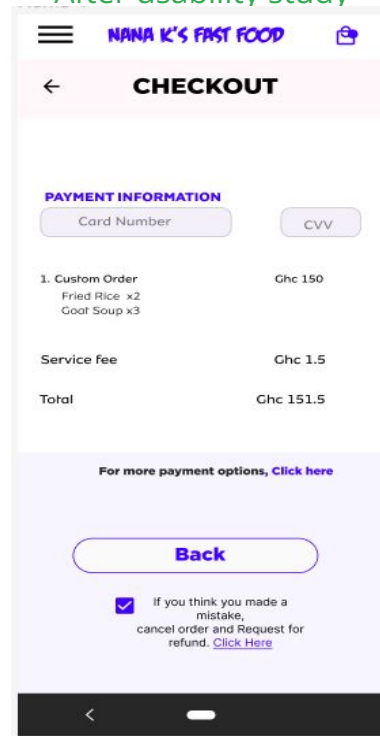
[Your notes about goals and thought process]

Before usability study



A mobile app mockup for a food ordering system. At the top, there is a search bar with a magnifying glass icon. Below it, a back arrow and the text "Current Order" are visible. The main section is titled "Ordering form" and contains a large input field. Below this, there are two horizontal lines representing a list of items, each followed by "XX". At the bottom, the word "Total" is followed by "XXXX". A large grey button labeled "Proceed to pay" is at the very bottom.

After usability study

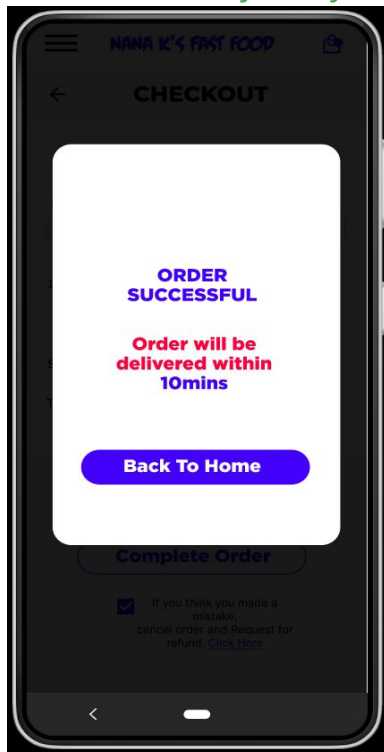


A mobile app mockup for a food ordering system, showing the checkout process. At the top, there is a hamburger menu icon, the text "NANA K'S FAST FOOD", and a shopping cart icon. Below this, a back arrow and the text "CHECKOUT" are visible. The main section is titled "PAYMENT INFORMATION" and contains a "Card Number" input field and a "CVV" input field. Below this, there is a list of items with their prices: "1. Custom Order" (Ghc 150), "Fried Rice x2" (Ghc 1.5), and "Goot Soup x3" (Ghc 1.5). At the bottom, the word "Total" is followed by "Ghc 151.5". A large blue button labeled "Back" is at the very bottom. Below the button, there is a checkbox with a checkmark and the text "If you think you made a mistake, cancel order and Request for refund. [Click Here](#)".

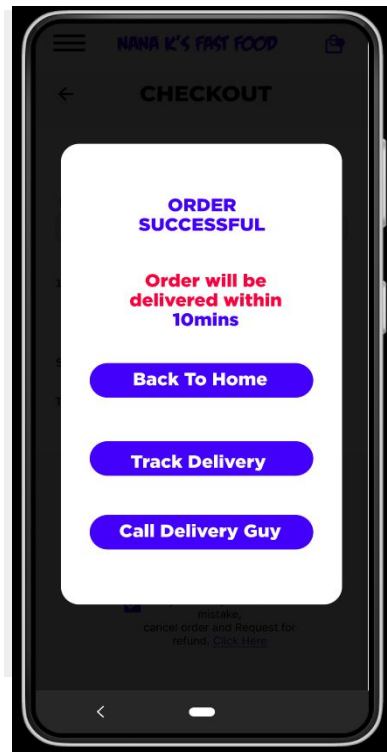
Mockups

The second usability study revealed frustrations with the inability to track delivery or call delivery agent. I added this option to enable users to track their delivery at any instance.

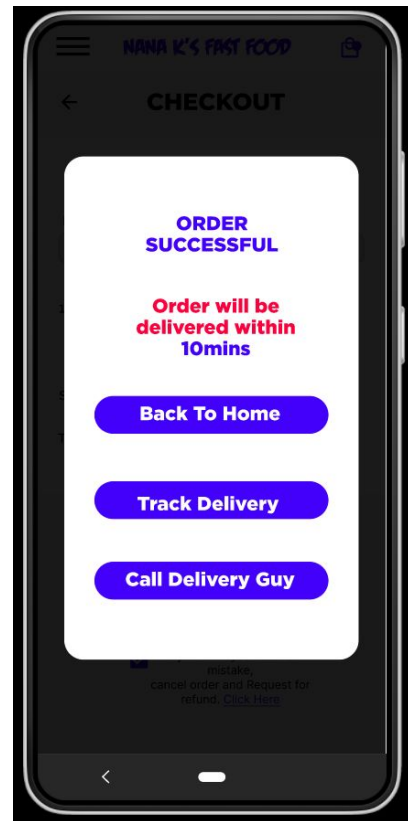
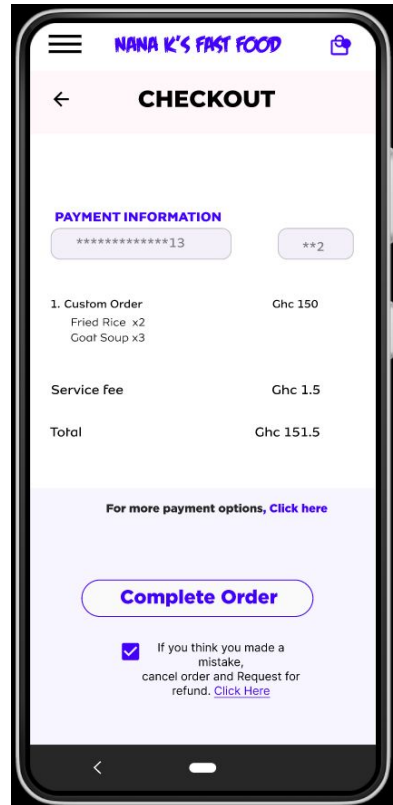
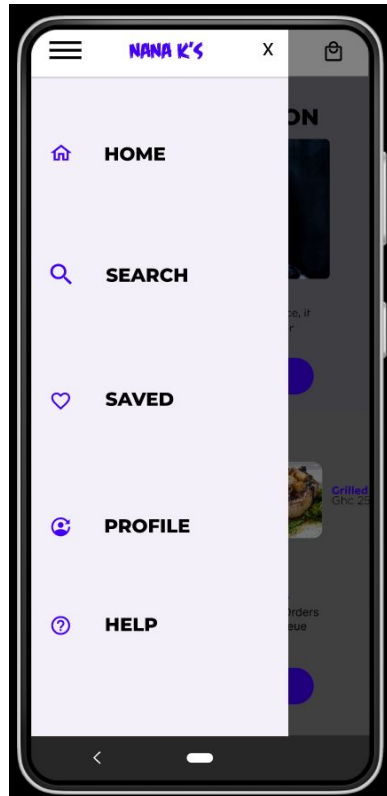
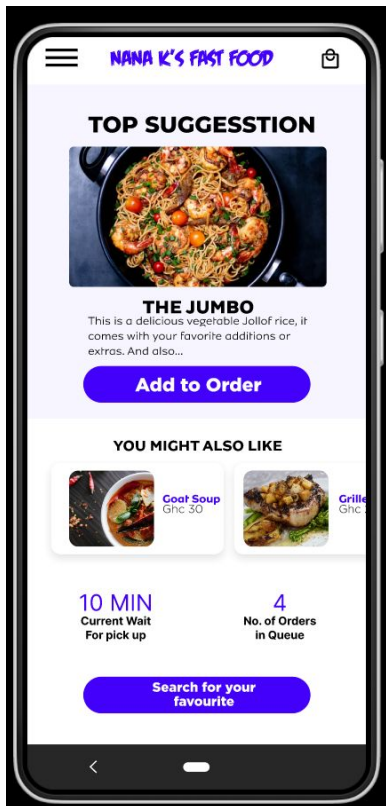
Before usability study 2



After usability study 2



Mockups

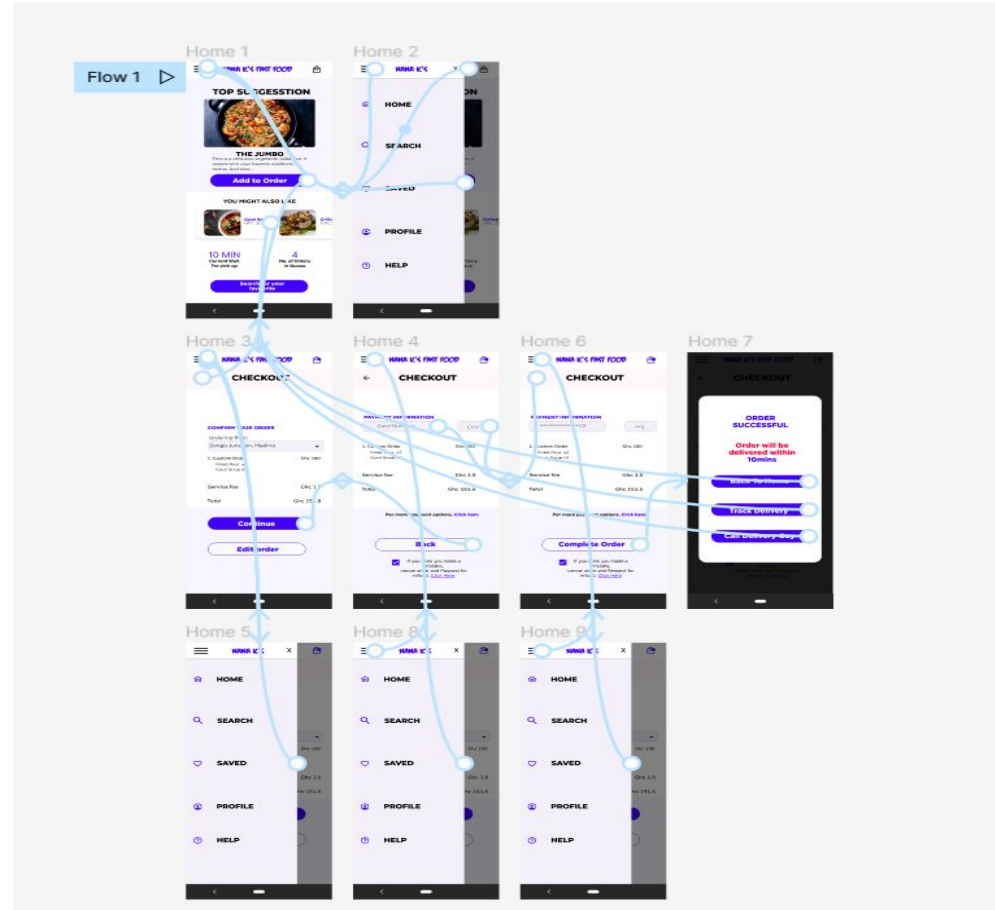


High-fidelity prototype

The final high fidelity prototype presented the user flow. This also met the user needs for delivery and pick options.

View the app

[High-Fidelity Prototype](#)



Accessibility considerations

1

Added more payment options to help users choose their convenient payment method.

2

Used icons to ease navigation.

3

Used detailed images to represent the meals help all users better understand designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users believe Nana K Fast Food really thinks about how to meet their needs with ease.

A quote from peer feedback

"This app made is so easy for me and i was able to track my delivery. Kudos"



What I learned:

In the course of the design, i learned that the first ideas of the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's design.

Next steps

1

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

2

Conduct more user research to get new areas of need.

Let's connect!



Thank you for reviewing my work on Nana K Fast Food.
Let's get in touch.

Instagram: [just_ui_designs](#)