



Online Food Ordering App

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Project overview



The product:

The Foodways hut is an online food ordering app for the people who want to get food delivered at home and can order it from the comfort of their home. The audience is wide. It is for everyone who want to order food online.



Project duration:

Jan 2022 – March 2022



Project overview



The problem:

People don't find any option to book food online nearby and get it delivered to them.



The goal:

Design an Onilne food ordering app with delivery options.

Project overview



My role:

UX designer designing an app for Zia's Pizza 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 interviews and created empathy maps to understand the users I'm designing for and their needs. The user group identified through research were working adults who don't have time to cook meals and locals.

These user groups confirmed initial assumptions about Foodways Hut customers, but research also revealed that time was not the only factor limiting users from cooking at home.

Other user problems included obligations, interests, or challenges that make it difficult to get groceries for cooking or go to restaurants in-person.

User research: pain points

1

Accessibility

There was no availability of any online food ordering shop or app.

2

Time

Sometimes people don't get sufficient time to cook meal and are tired to do so or go out to get it.

3

Ease of access

There is no easy access to restaurants and food shops from the comfort of home.

Persona: Anna

Problem statement:

Anna is a Makeup artist who needs online food ordering options because there no option available.



Anna

Age: 23
Education: B.Ed.
Hometown: Salawad, Kota
Family: She lives alone
Occupation: Makeup artist

"Most youngsters are always concened about their face and looks."

Goals

- Want's to be a great Makeup artist
- She wants to build a new house for herself
- Enjoys music

Frustrations

- No clubs around to have some fun time
- Finds difficult to book some restaurant and food online since no option available near by.

Anna is a makeup artist who lives alone at a rented house. She is looking for a good life partner. She loves listening to music, going around with friends and doing her work. She needs to have some savings to build her new house,

User journey map

Mapping Anna's user journey revealed how helpful it would be for users to have access to a dedicated Foodways hut, an online food ordering app.

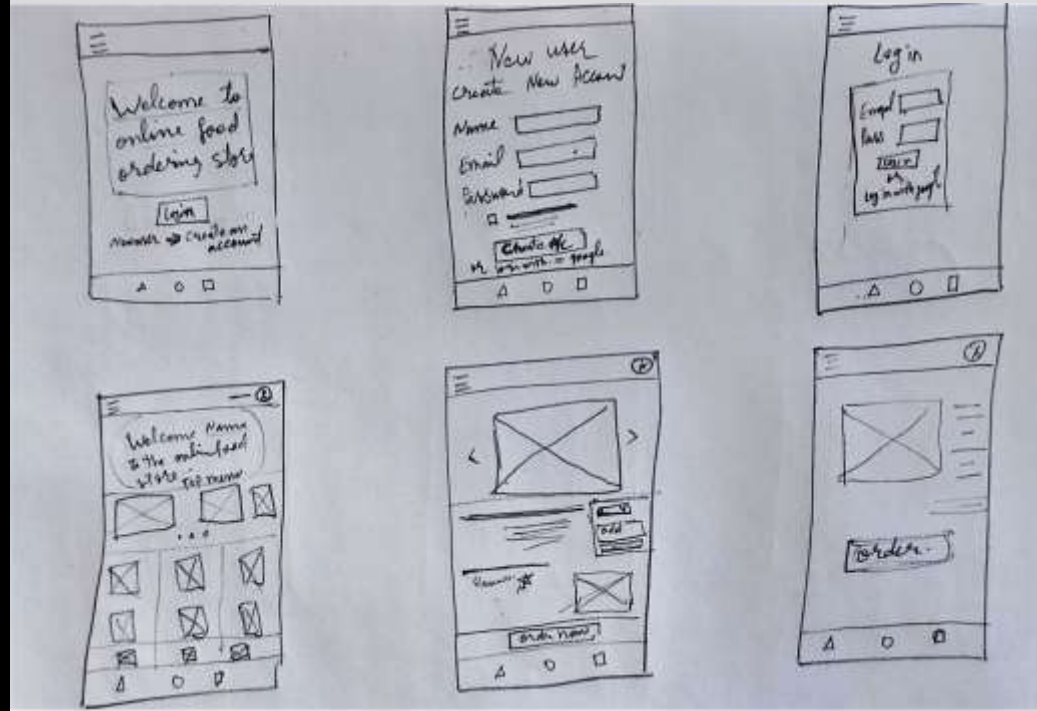
Persona: Anna					
Goal: Get meals delivered to him at his place					
ACTION	Find the online store	Find which is near him	Look at the menu	Order the Meal	Get it delivered
TASK LIST	Tasks A. Do a google search B. Use the app	Tasks A. Use map to find nearest shop B. Use location provided on the website of the store	Tasks A. See the menu options on the app or website	Tasks A. Find the dish B. Place an order through app or website and choose payment options	Tasks A. See delivery options B. Delivery cost
FEELING ADJECTIVE	➤ Agitated ➤ hungry	➤ Curious ➤ Bit angry	➤ Excited ➤ Agitated (if desired dish not found)	➤ Nerves ➤ Tensed	➤ Agitated ➤ Content
IMPROVEMENT OPPORTUNITIES	Get a instant app	One click option to find near store	Menu sent to the person as the app or website opens	Easy navigation and payment options	Provide delivery with order

Starting the design

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

Paper wireframes

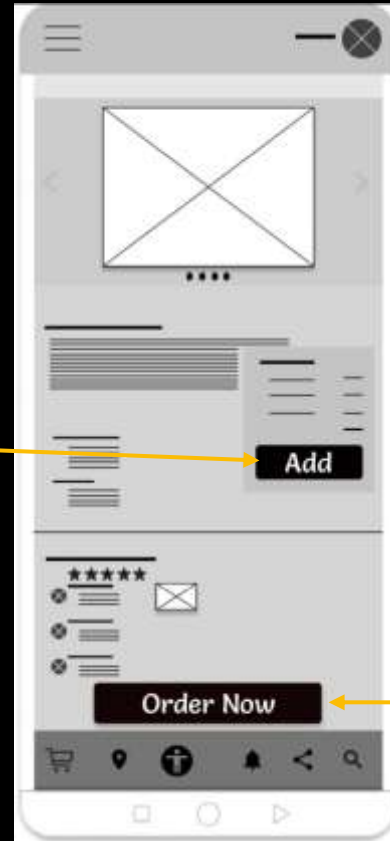
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.



Digital wireframes

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

Add to cart to
order later

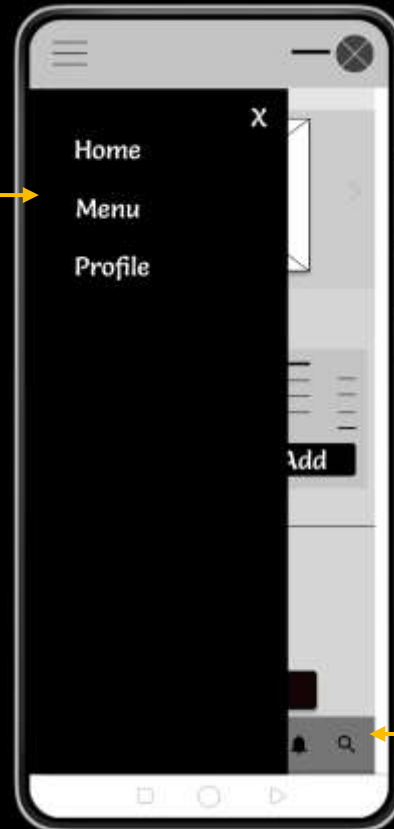


Ease to order
food

Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

Easy access to hamburger navigation.



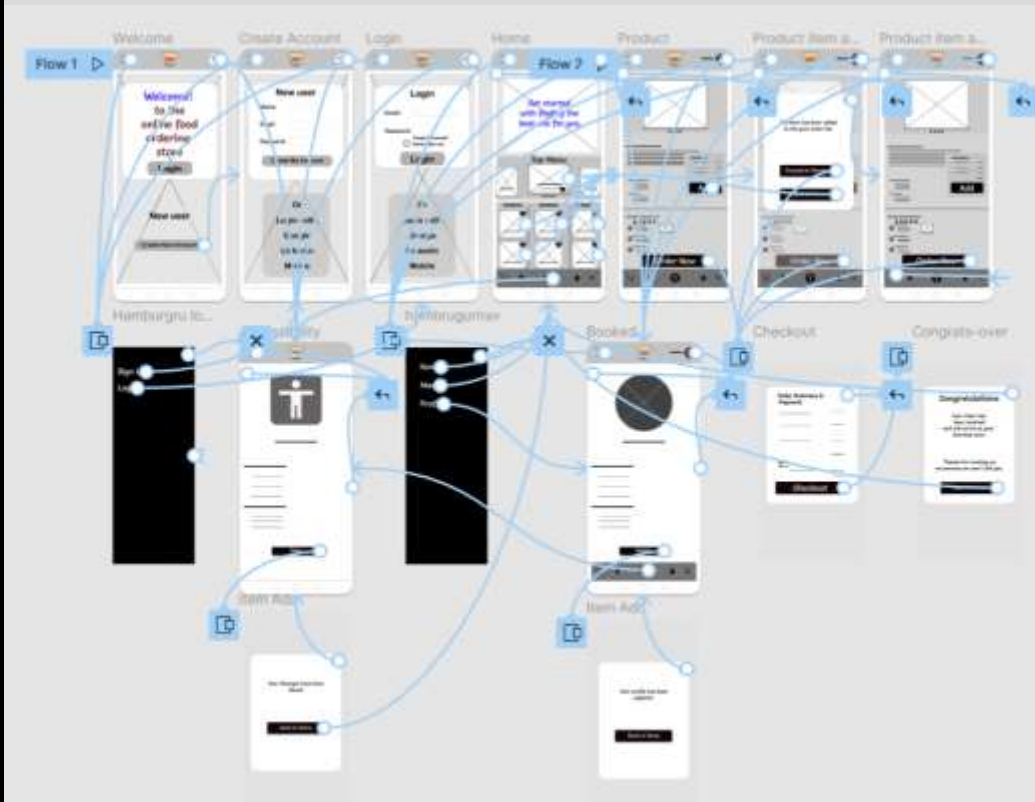
Easy access with bottom navigation that's screen reader friendly.

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering a pizza, so the prototype could be used in a usability study.

View the Foodways Hut

[Lo-fi Prototype](#)



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped 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 order food online
- 2 Users need delivery options
- 3 Want variety food item options

Round 2 findings

- 1 Easy Navigation
- 2 Provide easy checkout



Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

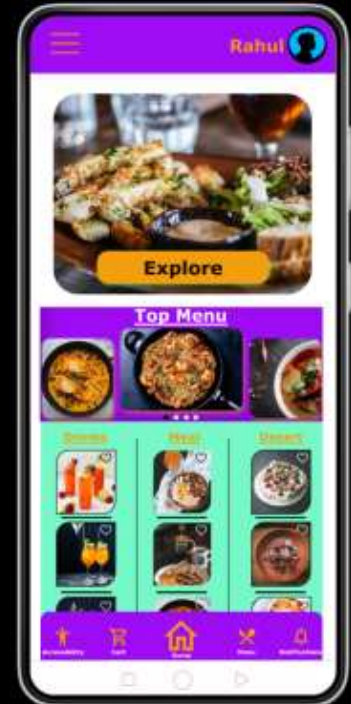
Mockups

The color scheme for some elements improved and font changes made.

Before usability study



After usability study



Mockups

Hamburger Navigation has icons, and the bottom navigation has the labels on it.

Before usability study



After usability study



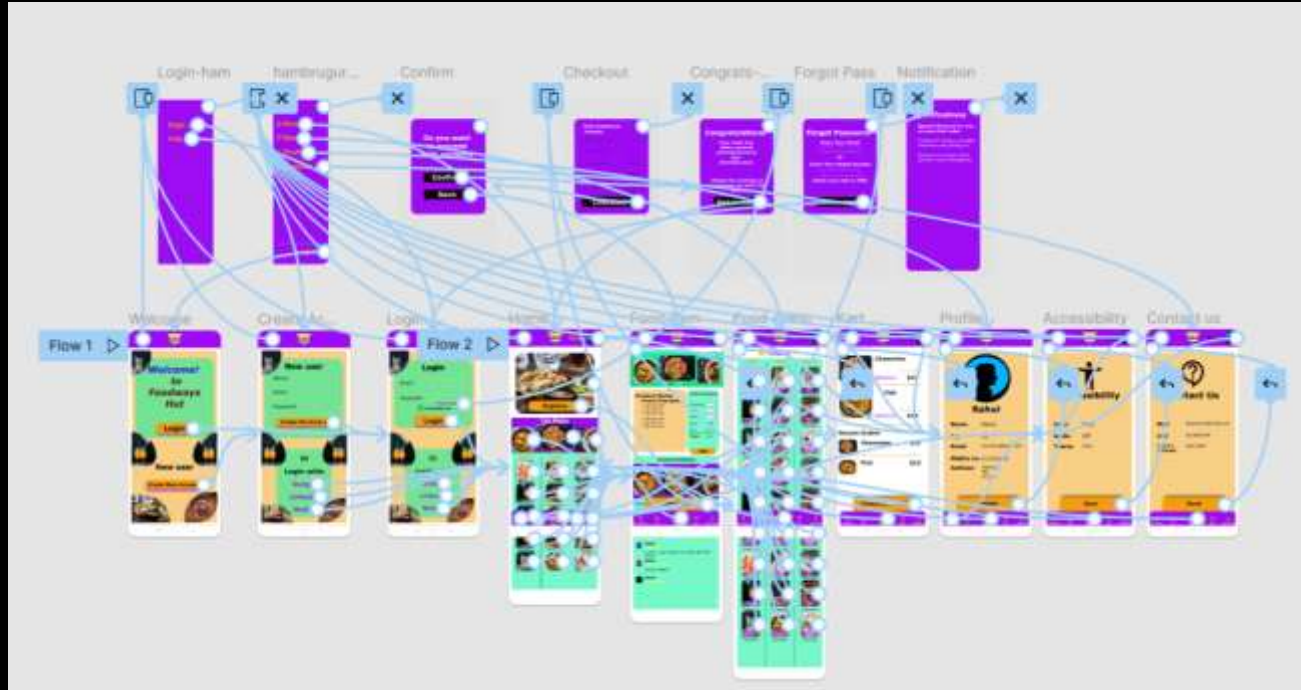
Mockups



High-fidelity prototype

Can visit the link to view the

[Hi-fi Prototype](#)



Accessibility considerations

1

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

2

Special features provided for accessibility

3

Used best accessibility practices for to ensure best experience for all.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Foodways Hut really thinks about how to meet their needs.

One quote from peer feedback:

"The app is easy to navigate and is well featured for ordering food online."



What I learned:

While designing the Foodways hut app, I learned 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 whether the pain points users experienced have been effectively addressed.

2

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

3

Keep iterating through the process and keep improving the experience for the users.

Let's connect!



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

Email: rahulraymond96@rediffmail.com
Portfolio site: <https://rahulraymond.github.io/>

The background features a solid blue field with dynamic, flowing, translucent shapes in red, orange, and green. These shapes are layered and curved, creating a sense of movement and depth. The colors transition smoothly, with red and orange appearing on the left and green on the right.

Thank you!