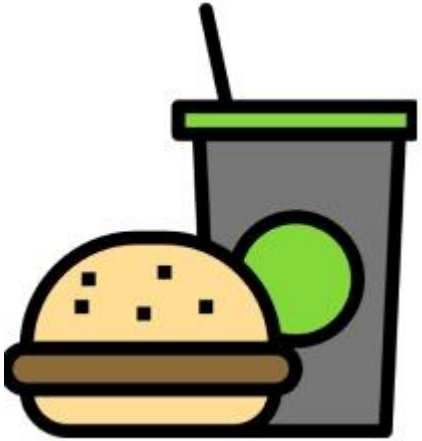
Li’s Food App



Project overview

The product:

Ordering app for Li's Food which will allow customers to order their food online and delivered at their location within the company's stipulated radius.

Project Overview

The problem

no food ordering app that allows customers to order custom or on menu meals

The goal:

Creating a food app that allows customers to order online and delivers at their desired locations

Project overview

My role:

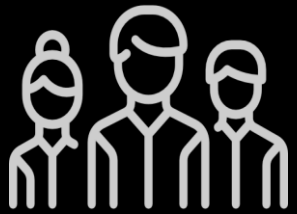
UX Designer

Responsibilities:

Carry out a research and come up with a case study

User Research

Problem Statement



Personas

User Journey Map

User Research Introduction

We are creating a food ordering app for Li's Food that allows are customers to order food from the comfort of their homes. We have realized that our competitors are using an online ordering app and we would like to keep standards and trends.

User Research Primary Research Questions

Is the welcome page friendly for the user?
Are users able to successfully order the meal they want with ease?
What can we learn from the steps users took to order?
Are there any parts of the meal ordering process where users are getting stuck?
Is the payment process easy for the customer?
Is the checkout easy and are customers able to edit?.

User Research KPIs

Time on task: how much time users spend ordering a meal
Conversion rates: how many customers visiting the app are ordering?
User error rates: how often users get stuck trying to order a meal?
System Usability Scale: a questionnaire to evaluate customer feedback.

User Research Methodology

Unmoderated usability study
Location: South Africa, remote
Date: Sessions will take place between October 4-5.
5 participants will order a meal through the app. Each participant will then complete a questionnaire on their experience.
Each session will last for 20-25 minutes.

User Research Participants

Participants are anyone who orders out at least once a week.
Participants need to reside in metropolitan and suburban areas.
Participants should be between 18 and 62.
Participants should include a fairly even distribution of genders across the spectrum and people with different abilities including:

User Research Script

We had four prompts to help the user to test the app and the participant complete the System Usability Scale. Participants are asked to score the following 10 items with one of five responses that range from Strongly Agree to Strongly disagree

Persona: **Ruth**

Problem statement:

Ruth is an engineer

who needs a trusted food app

because she does not have time to

prepare meals.

Ruth

Age: 28
Education: Engineering degree
Hometown: Harare
Family: single, lives alone
Occupation: Engineer

"I am have a busy schedule and I do not have time to cook dinner after a long day at work"

Goals

- To excel in their career
- To finish a project by year end.
- To have more time for hobbies

Frustrations

- No time to cook
- It is difficult to find some company to supply food.
- No platform with trusted services

Ruth is a civil engineer working on a new and demanding project. Ruth is worried that she do not have time to cook meals and needs a platform where she can order food online and it gets delivered at her home.

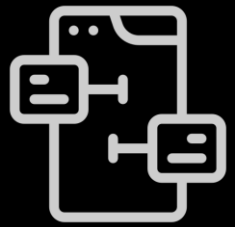
User journey map

Persona: Ruth

Goal: find an app that can allow her to order food online and gets delivered to her doorstep

ACTION	Search on app for restaurants	Find a pool of restaurants offering the service and choose	See reviews by other customers	Make a booking online	Pay on the app
TASK LIST	Tasks A. Open the app B. create an account C. Search for restaurants	Tasks A. Search with location B. Search with pricing C. Search with type of meal D. Choose the one I like	Tasks A. See what others say B. View how often the restaurant has offered the service C. See what the person says about their expertise	Tasks A. Choose a profile B. Be able to customise a meal C. Easily make booking online	Tasks A. Be able to checkout on the app B. Availability of different payment options such as VISA/ PAYPAY etc C. Secure payment portal
FEELING ADJECTIVE	Uncertainty Worried hopeful	Glad Hopeful skeptic	Amazed alert	Happy Hopeful relieved	Uncertain Afraid hopeful
IMPROVEMENT OPPORTUNITIES	Search button on home page	Listing by those with many customers	Reviews can be indicated by using stars and a textbox for more infomation	Be able to order on short notice	Visible checkout button Assurance that the portal is secure

Starting the design



Digital Wireframe

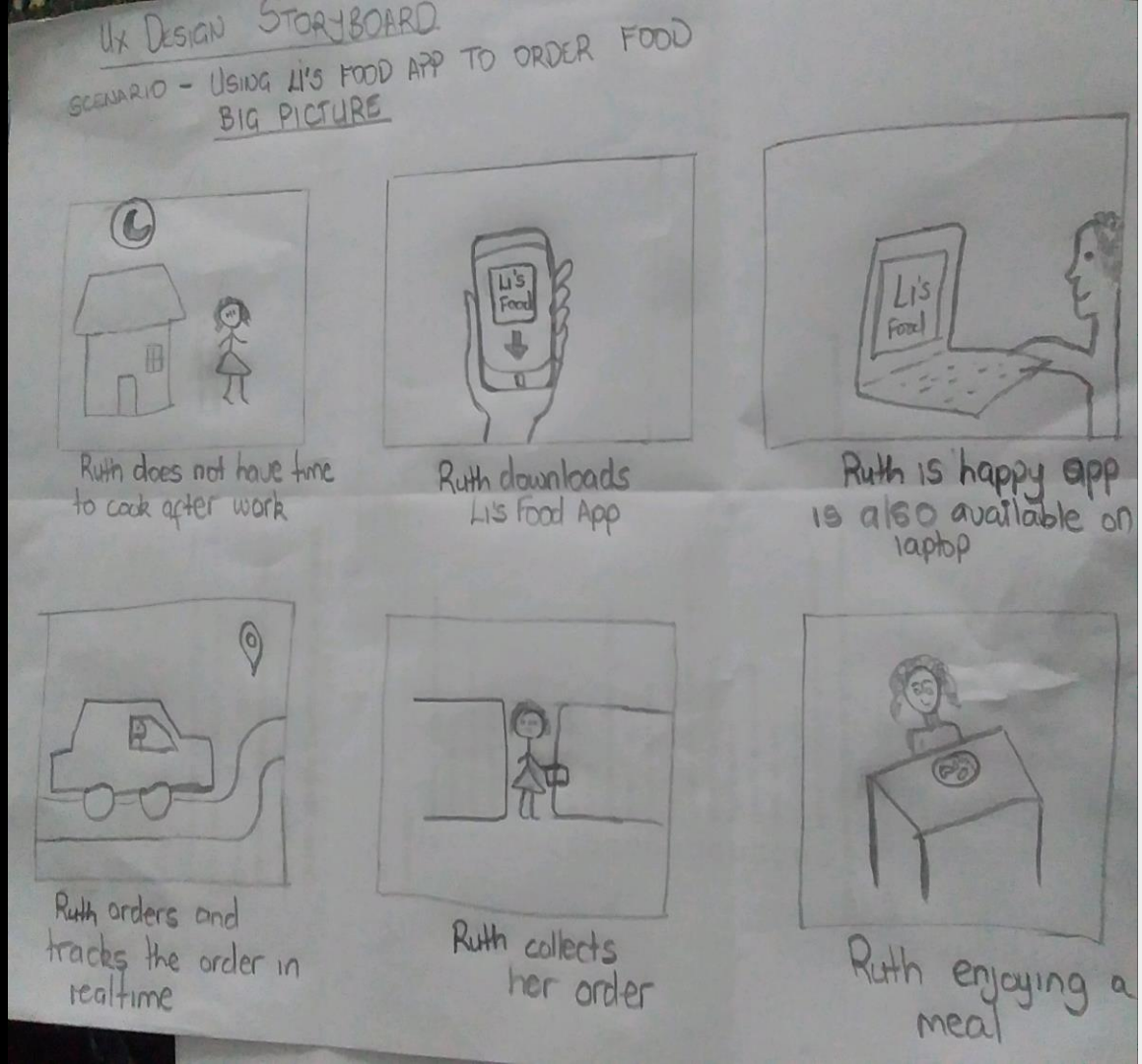
Usability studies

Paper Wireframe

Low Fidelity Prototype

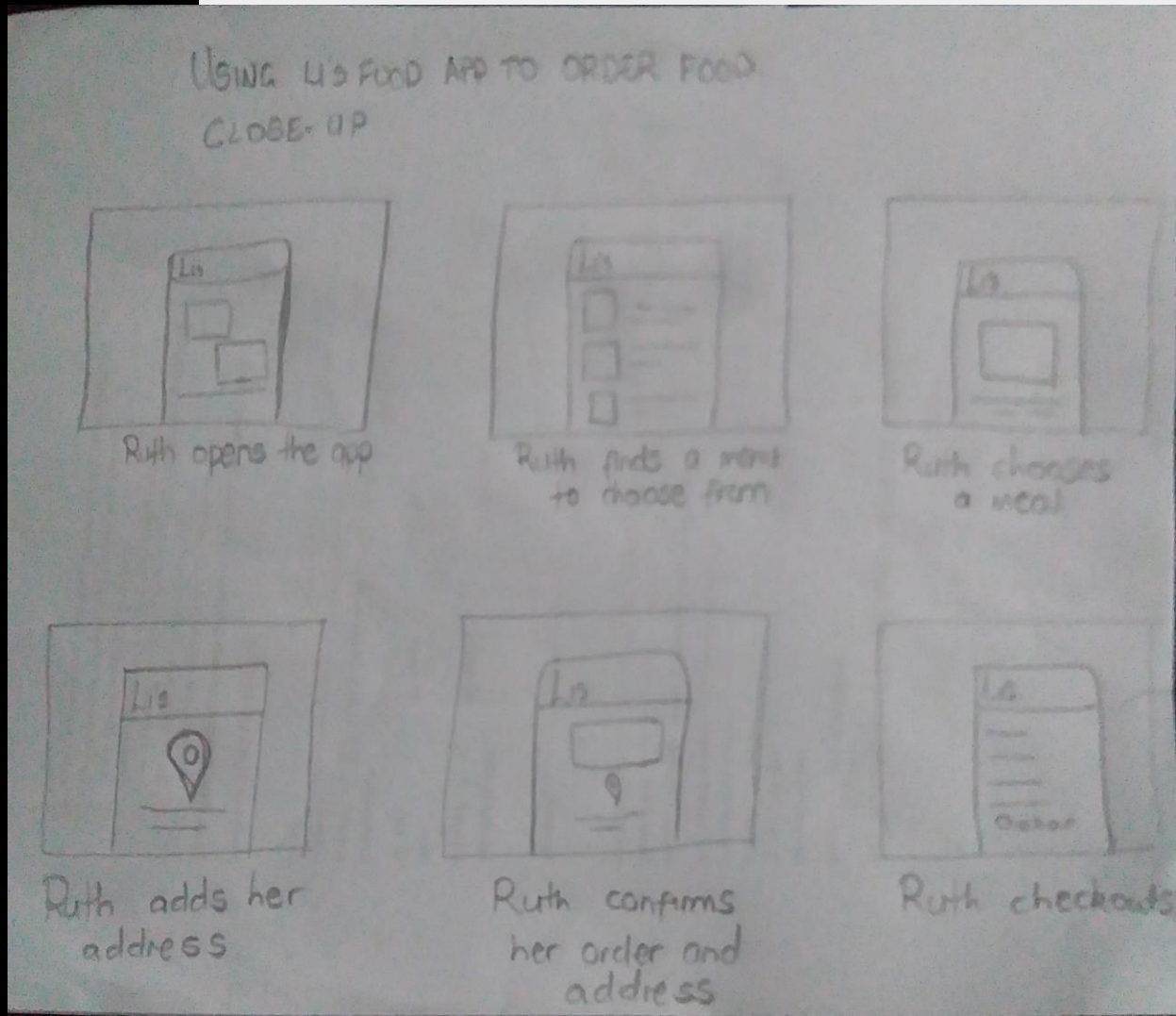
StoryBoards *(Big Picture)*

I created some paper wireframes for the app to see the functonality of the app and to test early



StoryBoards *(Close Up)*

I created some paper wireframes for the app to see the functonality of the app and to test early



Affinity Diagram

Affinity diagram based on user's interaction

Insights

Insights

Insight Identification for Li's Food App

Google

UX Design Certificate

1. Based on the theme that: creating a profile on the app, an insight is: users need more information on how to create a profile.

2. Based on the theme that: images with no text is difficult to use when ordering an insight is: (users need detailed information of what is on the menu rather than just an image

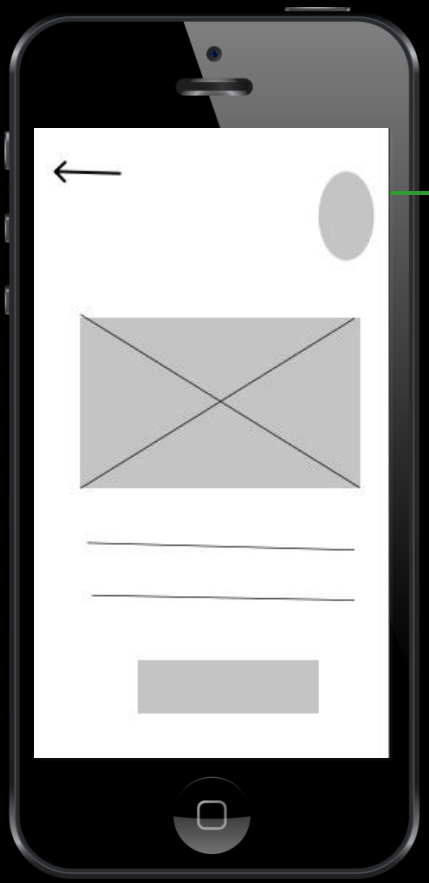
3. Based on the theme that: adding location is not clear, an insight is: users need more cues for what steps are required to add their location.

4. Based on the theme that: checkout is not clear and difficult to edit, an insight is: users need more info on checkout and to be able to edit their cart.

5. Based on the theme that: no home button/navigation to previous pages, an insight is: users need to be able to navigate back and forth on the sight and there should be a home button on the last page of the app.

Digital wireframes

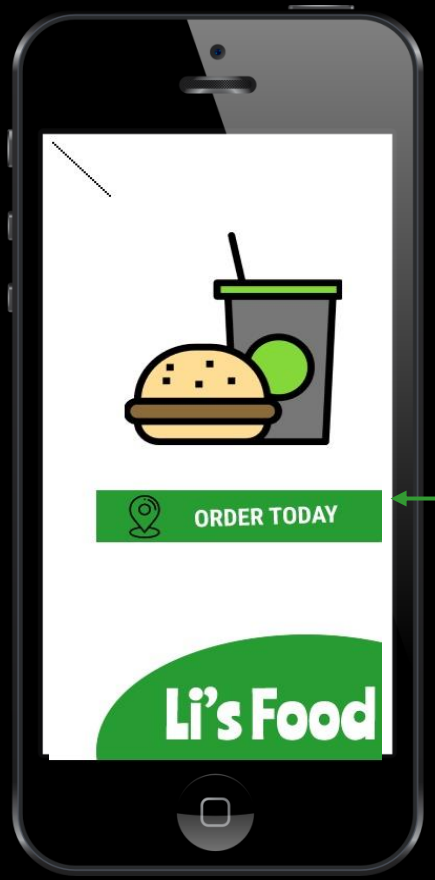
before



Setting up an account

Description of the element and its benefit to the user

after



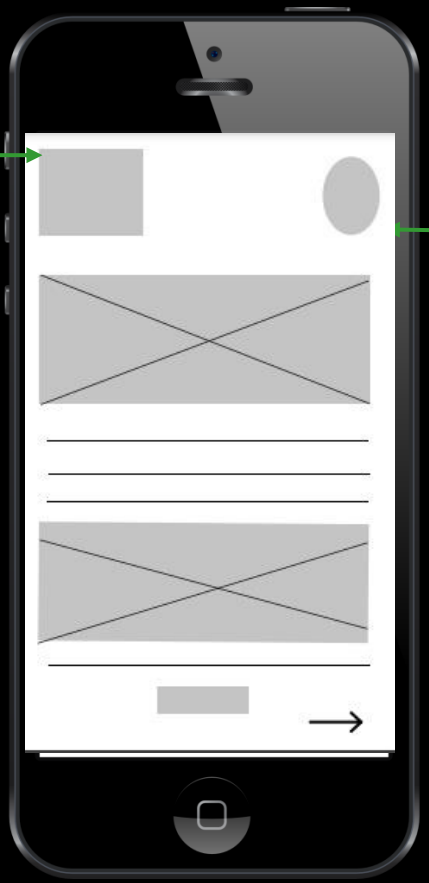
A button to order

Digital wireframes

before

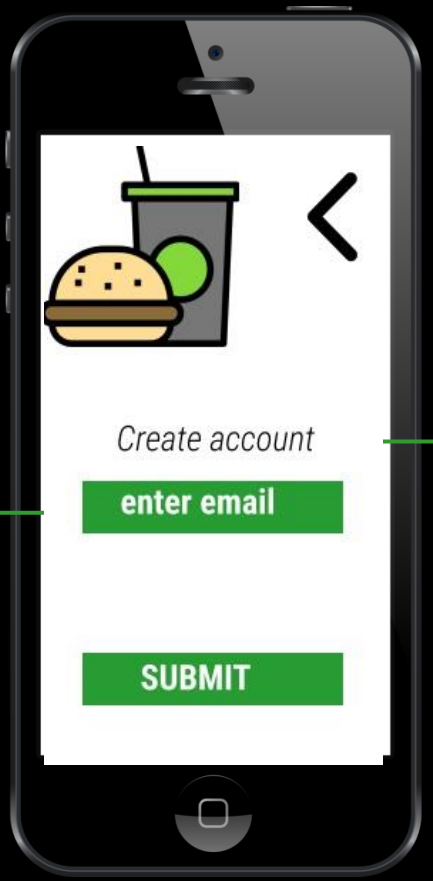
No much details of the components

No signup for new users



after

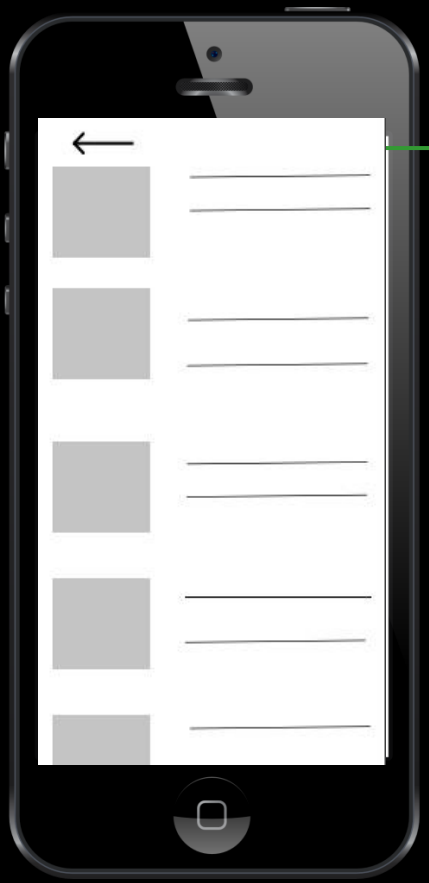
Sign in for existing user



Sign up for new users

Digital wireframes

before



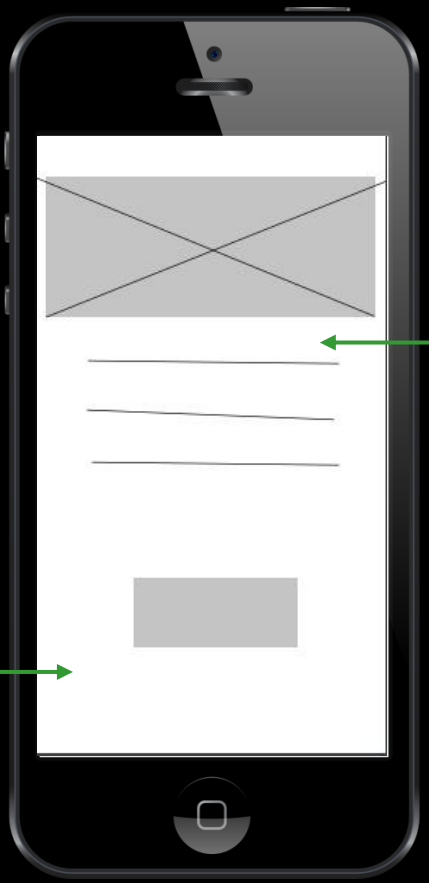
No search button

after

Search button included

Digital wireframes

before



No info for signing up

No back or home button

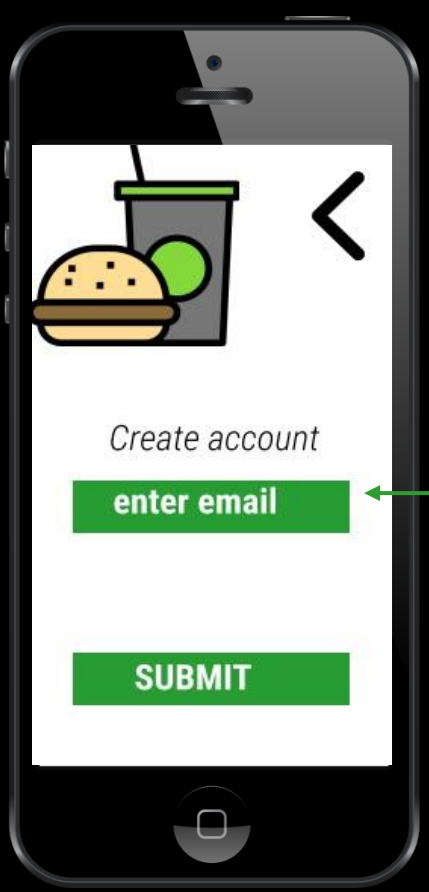
after

Sign in and sign up buttons included

Back button included

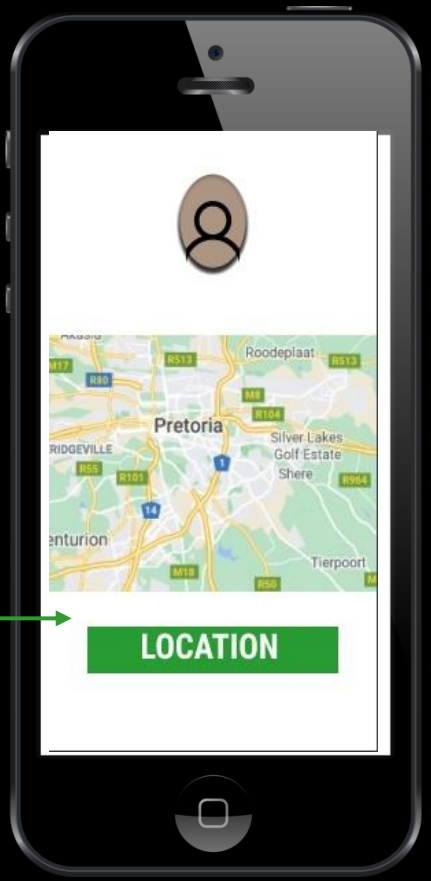
Also included in updated prototype based on user insights

Digital wireframes



New users portal to sign up

Users can enter location



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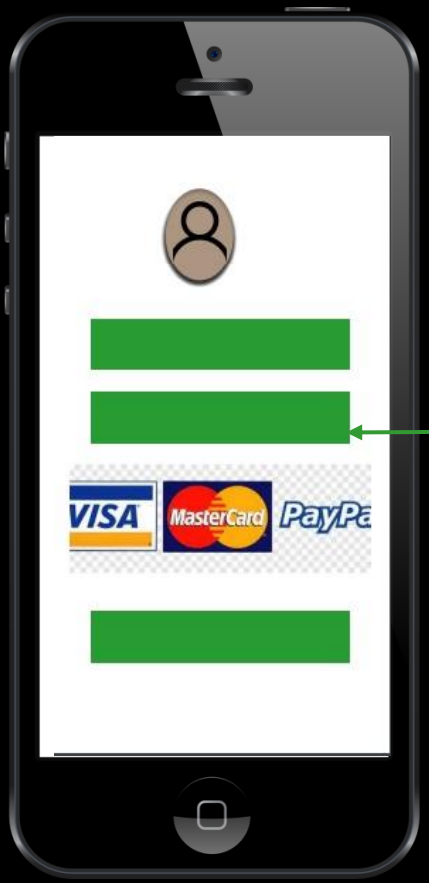
Digital wireframes



Users can enter various payment details

Confirmation message included

Home button included

Low-fidelity Prototype

https://www.figma.com/file/pgerbiVPmLJKCvEJ87B0QE/Li-s-Food-App?node-id=0%3A1

Usability study: findings

1

Participant didn't understand the appeal of labels

2

Participant expressed frustration at not being able to find labels

3

Participant said they understood the value of the feature once they were able to find it

Thank you!