Grazi's Italian Food Ordering App
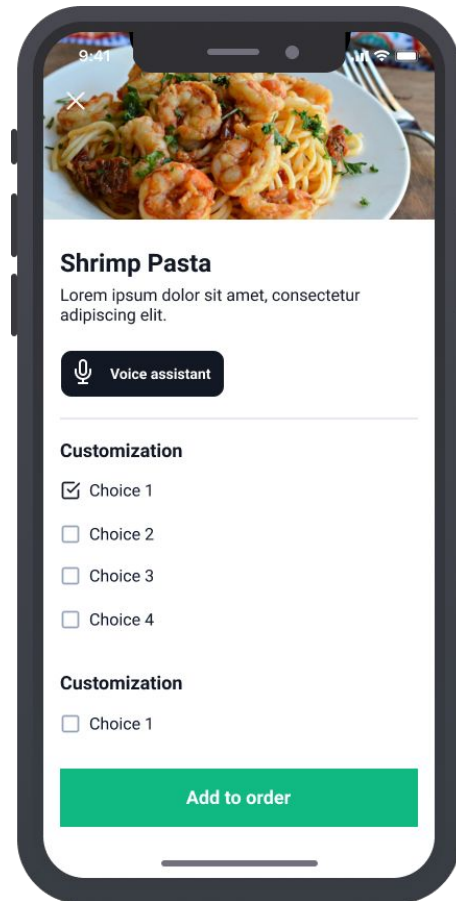
By Ryan Rosales

Project overview

The product:

Grazi is an Italian restaurant located in Orange County,
California. Grazi prides itself in its Italian heritage and
strives to provide the utmost service while serving
authentic Northern and Southern Italian cuisine.

Project duration:

August, 2021

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Project overview

The problem:

Our users have busy schedules and usually don't have the time to prepare their own meals.

The goal:

Create a accessible mobile app experience focusing on a Italian restaurant that allows users to quickly order and pickup customized meals.

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Project overview

My role:

UX Designer

Responsibilities:

Conduct research and interviews, paper and digital wireframes, low-fidelity and high-fidelity prototypes and usability tests.

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Understanding the user

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

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User research: summary

I conducted secondary research to understand competitors and primary research in the form of interviews to understand user needs.

I found that my target audience are college students to working adults who have busy schedules and usually don't have the time to cook their own meals. These people often rely on takeout ordering to keep up with their schedules.

User research: pain points

1

Time

Users don't have time to cook meals and often rely on takeout ordering. In addition, they want to monitor the status of their meals.

2

Accessibility

Most food ordering apps don't have accessibility options for people with disabilities.

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Persona: **Alice**

Problem statement:

Alice is a working individual who has a packed schedule. Often, she works late and wakes up early. She needs to use reliable food ordering apps.

Alice Xu

Age: 27
Education: Computer Science
Hometown: San Francisco
Family: Lives with Partner
Occupation: Software Engineer

"I want to keep track of my orders so by the time I arrive at the restaurant, it's ready."

Goals
- Quickly order her favorite dish, customized to her liking.
- Receive frequent notifications on the status of her order.

Frustrations
- "My schedules are tight and I don't like waiting around while my food is being prepared."

Alice is a software engineer with frequent tight schedules. Often, she doesn't have time to cook and finds herself ordering food. She's very mindful of her time and prefers to know when her orders are ready so she can pick it up in a timely manner.

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Persona: **Christopher**

Problem statement:

Christopher is a college student with a full schedule. He has a nut allergy and he finds it annoying when he can't save his personal customize orders.

Christopher Wilson

Age: 22
Education: Business
Hometown: San Diego
Family: Single
Occupation: Student

"I always have to customize my order since I have a nut allergy."

Goals
- Order food from anywhere at anytime.
- Customize his orders that aligns with his health.

Frustrations
- "When midterms or finals hit, I don't have time to cook."
- "Customizing my order is a hassle on the phone"

Christopher is a student studying business in San Diego, California. He enjoys Italian food, but he has to be wary if his orders contain nuts. He's usually busy with school and finds himself ordering often, but it becomes a hassle when he orders food on the phone and he risks having his custom order messed up.

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User journey map

From my research, users would appreciate the useful features Grazi's mobile app has to offer.

User Journey Map | Ryan Rosales

Listing the experiences of a food order customization app.

Actions

| Find a Italian restaurant | > | Browse menu | > | Place order | > | Picks up order |

Thinking

• "What am I craving?" • "What's open right now?"	• "Are there dinner specials?" • "Is there a option for custom orders?"	• "Can I use other payment methods?" • "Is there a option for custom orders?" • "Can I save my payment information?"	• "Can I see how long will my order take?" • "I hope my order isn't messed up."

Task list

A. Decides on Italian food for dinner B. Google's nearby Italian restaurants	A. Opens web or mobile app menu B. Selects menu items C. Alternatively, selects a previous order	A. Puts selected order in their cart B. Inputs payment method C. Completes order	A. Drives to restaurant B. Receives order C. Inspects order D. Drives home

Feeling

🙂	🤔	😋	😌

Opportunities

|			
• Create a dedicated Italian restaurant app • Perform tasks with one hand and minimal taps • Achieve minimalistic design	• Design for special offers and discounts • Create a way to quickly order previous orders • A way to customize orders	• Provide a fast-pay method • Include a tipping option	• Provide a way to track a order status • Create marketing opportunities.

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Starting the design

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

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Paper wireframes

I spent time making sure
my paper wireframes
flowed well and made
sense before moving onto
digital wireframes.
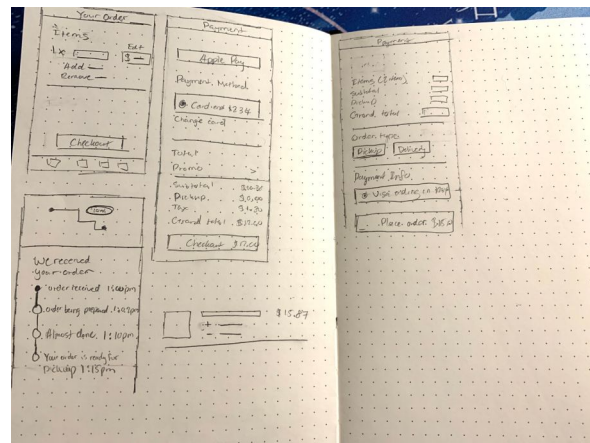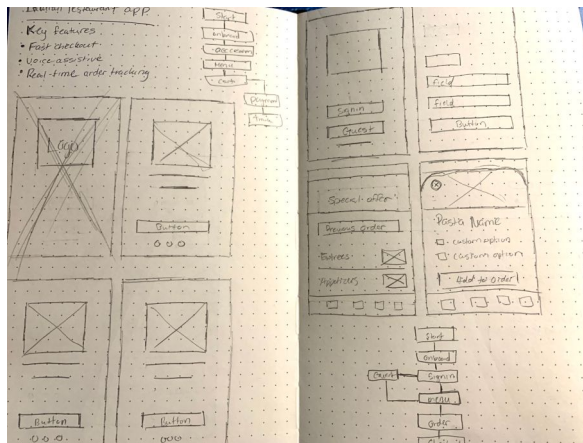
Digital wireframes

Once I started putting my
sketches into Figma, I
initially added a button on
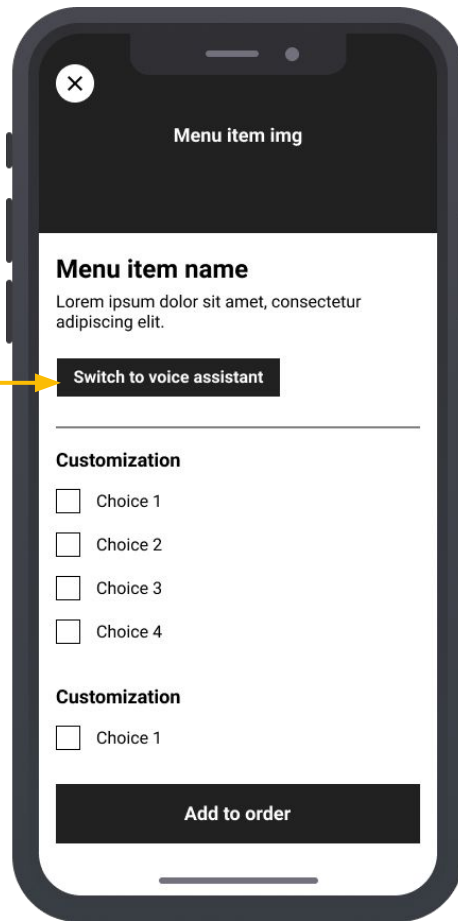the home page that would
allow users to place
previous orders.

Description of
the element
and its benefit
to the user

Grazi

Place a previous order

Featured

Full menu

Appetizers

Entrees

Salads and Soups
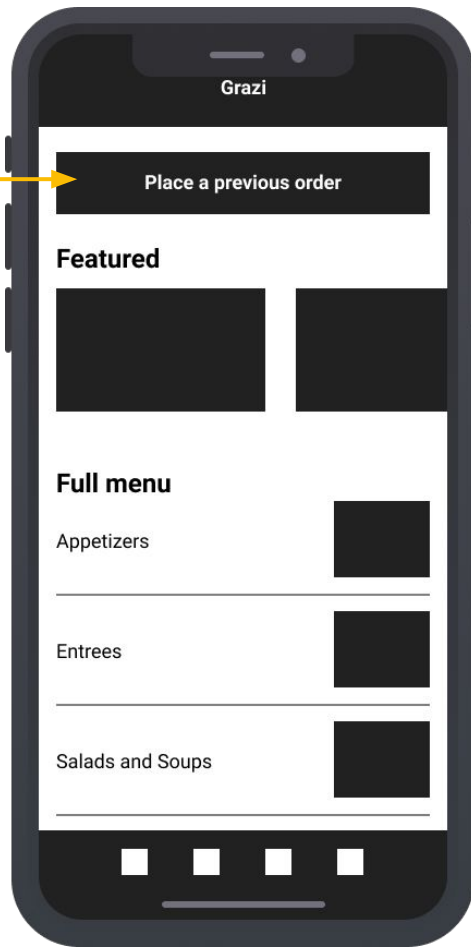
Digital wireframes

My next feature that would align with my research is to consider accessibility. I wanted to make a seamless experience for those who need voice assistive technology to navigate their way through this app.

Description of the element and its benefit to the user

Menu item img

Menu item name
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Switch to voice assistant

Customization
- [ ] Choice 1
- [ ] Choice 2
- [ ] Choice 3
- [ ] Choice 4

Customization
- [ ] Choice 1

Add to order

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Low-fidelity prototype

Seeing my wireframes were going in the right direction, I created a low-fidelity prototype to test the overall experience. With this prototype, I conducted my first round of testing.
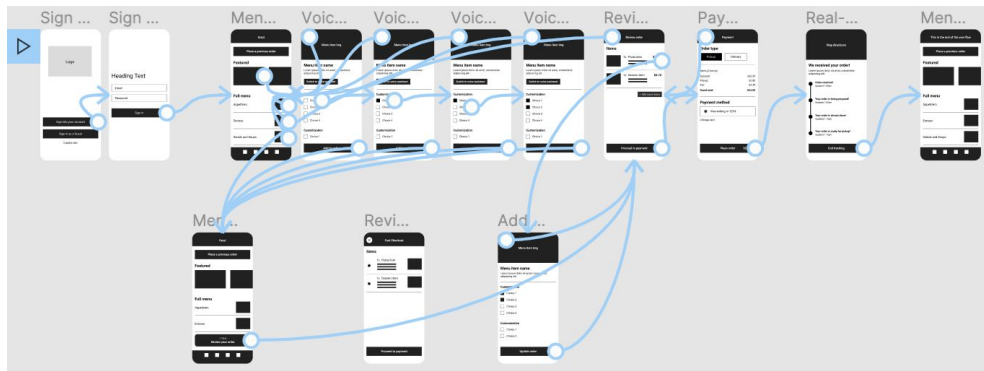
See the low-fi prototype here.

Usability study: findings

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

Round 1 findings

1. Users wanted a way to quickly place previous orders

2. Users wanted voice assistive features

3. Users wanted to track their orders in real-time

Round 2 findings

1. Not all users noticed the "place a previous order" option

2. Users didn't have the option to use voice assistant

3. Users couldn't save their customizations

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

The general layout of the wireframes stayed in the hi-fi version as I kept minimalism in mind.

Grazi

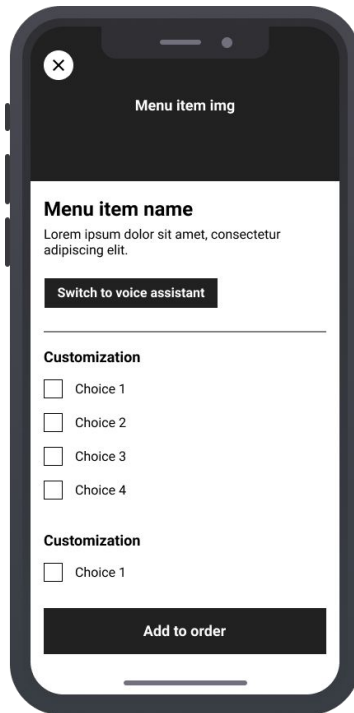Place a previous order

Featured

Full menu

Appetizers

Entrees

Salads and Soups

9:41

Home

Fast Checkout
Craving what you had last time?

Featured

Full menu

Appetizers

Salads and Soups

Home   Search   Orders   You

Google
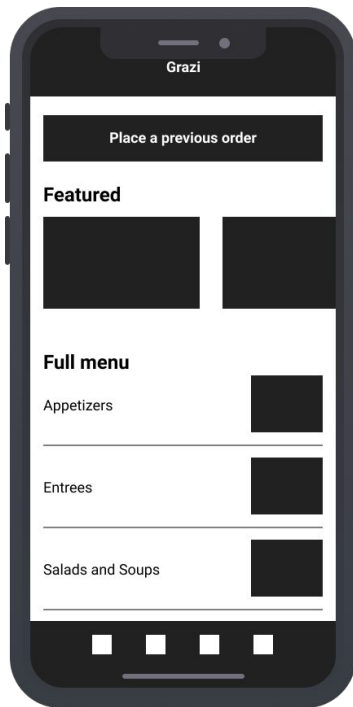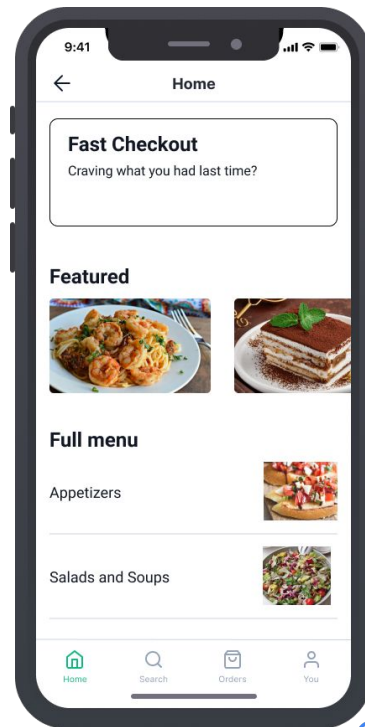
Mockups

Next, I made the voice assistive button more discernible using a microphone icon.

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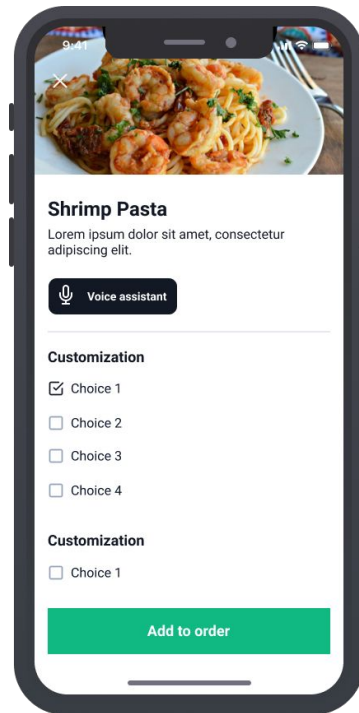
Highlighted Mockups
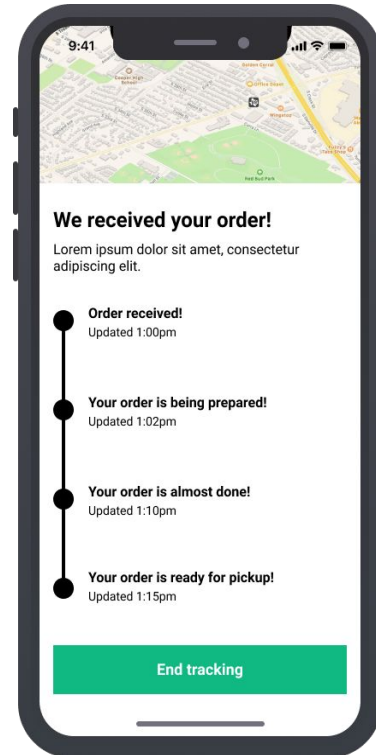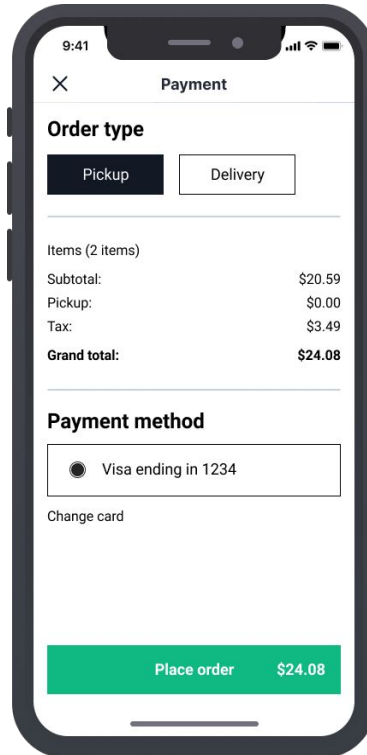
High-fidelity prototype
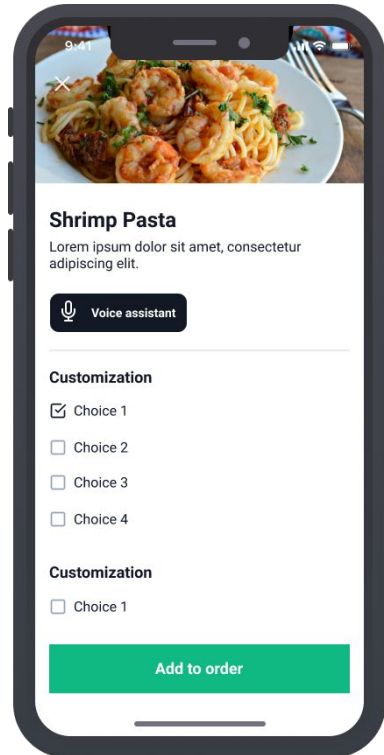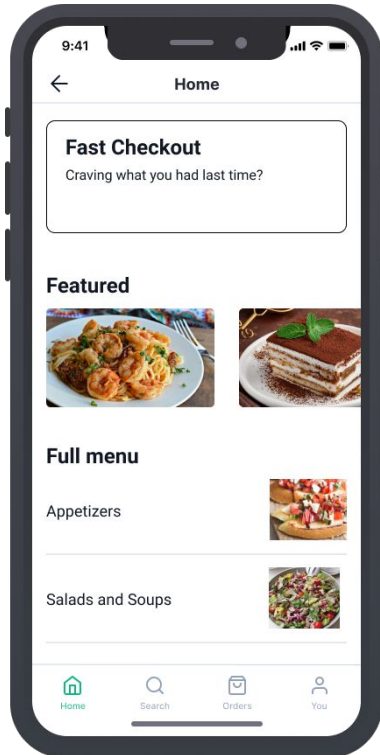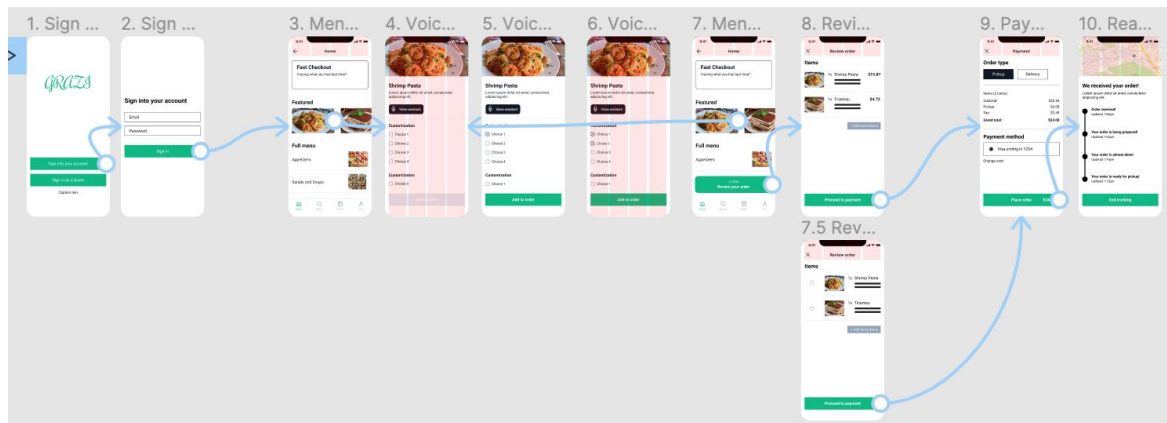
The final hi-fidelity prototype kept the original minimalist layout I planned, with some changes. Overall, the experience flows according to my test results.

See the hi-fidelity prototype here.

Accessibility considerations

1

Created a way to access previous orders and provide a fast-checkout flow.

2

Users can now use a voice assistive feature when customizing an order.

3

A clean and minimal design allows for easy reading and navigation.

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Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

The final product reflects Grazi's dedication to extend their hospitality not only from their food and services, but to their technology.

What I learned:

Research is crucial for any UX design project. If you don't understand what you're designing for, you'll be deep into your process creating something your users won't need.

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Next steps

1

Continue iterating and testing the product.

2

Conduct more research and interviews to see what could be changed for a better user experience.

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Let's connect!

Thank you for taking the time looking this case study! If you like this project, please view my portfolio for more projects.

Website: https://ryanrosales.com/

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