Dana Dash

UX Case study

Self-Ordering Menu App

Tools used

Project overview

About

Dineafast is a digital platform that allows customers to browse, order, and pay for food directly from their mobile devices or interface, without the need for direct interaction with staff.Our goal is to enhance the customer experience given by making things easier for them.

Our applications goal is democratize how we can improve the process as much is possible, and make it not only convenient but also has beautiful and clean user interface.

Design Process

To make the design more effective and user friendly I completed all the phases of the design process.the design process was completed by investigating the problem and generating the ideas, then prototyping the ideas and testing the app to seek users for feedback.

Discover Phase

Qualitative Research

I interviewed around 12 potential users over phone calls to understand challenges they face with using QR based ordering and . A few sample questions listed below.

- How do you currently place orders when dining out?
- What do you like about QR-based ordering systems?
- Do you prefer mobile apps or web pages for ordering?
- What features make a self-serving menu application helpful?
- How important is it to you to customize your food?(eg. adjusting ingredients)
- Either do you consider more frustrating part of ordering food at restaurant?
- How user friendly you expect an self ordering menu application?
- What aspects of a payment system would you like to see in the application?
- How important is it to have nutritional information available in the app?
- Do you think you use the same food ? would you like the app to remember your previous orders for quick re-ordering?
- To Would you be interested in features like saving favorite orders?

Key Insights derived from the interviews

- Most peoples have never used a QR based ordering application
- Even if they used the application was not user friendly enough
- People expect there should be customization feature in their desired food dishes
- People often seems to have the same dish again and again as they claim to have their favourite food.
- Some people wants to see the nutritional value

Quantitative Research

I did an online survey using google forms to observe any pattern and similarity in what the potential user may want. A total of 76 people responded which assisted us in frame the problem correctly

Key Insights derived from the survey

- The survey further confirmed that people have never used a QR-based ordering application
- Also confirmed that most people prefers features like customization of meal ,saving their favourite food and nutritional information
- People prefer mobile payments more than cash or card payments

Competitor Analysis

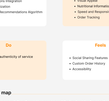
We did a competitor analysis based on the key features of two major competitors in the market

Features	Dine Order	Flexmenu
Easy Customization	QR-based ordering and payment solutions	Flexmenu's customizable software with QR-based ordering
Multi-Language Support	Yes	Yes
Nutritional information	Yes, full QR codes, detailed	Yes, full QR codes
Allergen Information	Yes, detailed allergen information	Yes, detailed allergen information
Multi-Restaurant Support	Allowing Users to order from two restaurants	Multi-location ordering and dish creation tools
Multi-Location Support	Supports multi-location management	Centralized menu management for multi-location businesses
Real-Time Updates	Yes, instant	Yes, instant

Define Phase

Personas

With the data collected from the interviews and survey I created persona representing an ideal user of the application. The persona helps to prioritize features and better solution as it gives an depth understanding of the user goals and frustration and overall personality



Age : 21

Occupation: Uni student

Location: Kumasi,Ashanti Region

Education: Bachelor's degree

Publication: Ghana Technology University

Publication's circulation: Application

Publication's frequency: Daily

Publication's focus: Food

Publication's tone: Casual

Sirisha

Sirisha is an undergraduate student at Ghana Technology University. She also enjoys deep conversations about teaching methods, technology in education, and the ethical implications of artificial intelligence. Sirisha is also very efficient in a detailed-oriented manner compared to computer scientists, and she prefers to take notes in the digital environment using her laptop or tablet. She is a member of the university's debate club and participates in various extracurricular activities. Sirisha's hobbies include reading science fiction and fantasy novels, playing video games, and attending local community theatre productions. She always appreciates a fun time dance in Mankrados.

Goals & Motivations

- Seeks time-saving tech solutions
- Prioritizes accessibility in technology
- Values personalized learning tools
- Interested in tech that focuses on ease

Pain Points

- Long lines at restaurants
- Difficulty finding food that suits her dietary needs
- Frustration at delayed orders

Personality

Introvert — Extrovert
Analytical — Creative
Detail-oriented — Big picture
Organized — Flexible
Practical — Imaginative
Collaborative — Independent

Empathy map

This process was done to better target audience with more clarity, as well it illustrate their needs and action. Empathy mapping helps us to be more empathetic on their thoughts and feelings. The data in the empathy map are based on insights from user interviews

Says

- Real-Time Menu Updates
- Payment Options Integration
- Customization Options
- Personalized Recommendations Algorithm

Thinks

- Ease of Use
- Visual Appeal
- Order Customization
- Speed and Responsiveness
- Order Tracking

Do

- Researches on authenticity of service
- Read reviews

Feels

- Social Sharing Features
- Custom Order Helping
- Accessibility

User journey map

We made the visual representation of users journey across all the touchpoints of our application to understand where we can improve the user experience

Ideate Phase

User flow

I have created a user flow that illustrate how user navigate through application

Card sorting

Card sorting was done to categories all the features under different sections which will further help in organizing the information architecture

Information architecture

Card sorting results were further refined to fit the goals of the application. Some of the features were re-categorized to make them easier to find.

Design Phase

Low fidelity wireframes

First I sketched low fidelity wireframes on paper to a rough idea. so that I can design a better high fidelity wireframes.

High fidelity wireframes

After I sketched low fidelity wireframes and making correction in them as per IOS guidelines I moved on to designing the high fidelity wire frames

Test phase

Usability testing

After completion of visual design I tested the prototype with FIVE representative users to see how user friendly the applications is. The test was conducted in google meet where the participants used the the application and gave feedback

Suggestion to make the experience better

- Allow an option to view the previous order
- Add the basic & nutritional information for the dishes
- Payment screen needs improvement
- Give some recommendation of top selling dishes

Implementing feedback

THANK YOU FOR SCROLLING !

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