

A mobile-ordering app for a French restaurant

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Project overview



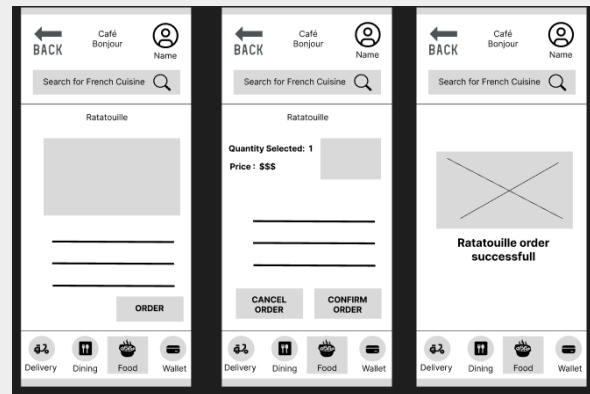
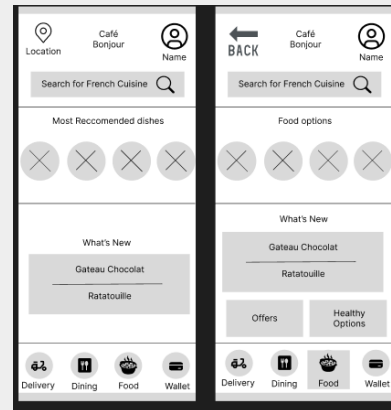
The product:

An app which will help the users order French food hassle free and they will be able to track their delivery



Project duration:

August 2022 to 10th July 2023



Project overview



The problem:

- I want to identify frustrations, individuals experience during the process of ordering from a French restaurant



The goal:

To identify and improve the user experience of an individual ordering from a French Restaurant

Project overview



My role:

Lead UX designer, researcher and developer



Responsibilities:

User research, wireframing, prototyping and adding motions and graphics to the final design

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps from my own experience, a primary research showed that many working professionals don't have the time and most of the time desire to cook exotic cuisine.

Research showed that there are a lot of pain points faced by the user when searching for French cuisines in Mumbai, India, due to lack of a mass market. Other user problems also included the focus on career and desirability to cook or learn how to make French cuisine.

User research: pain points

1

Lack of restaurants

The choices available for French restaurants are very low in the locality where the individual wants to enjoy exotic cuisine

2

Language barrier

Even if after some research the user is able to find a French Restaurant there is a language barrier and the menu is in French language

3

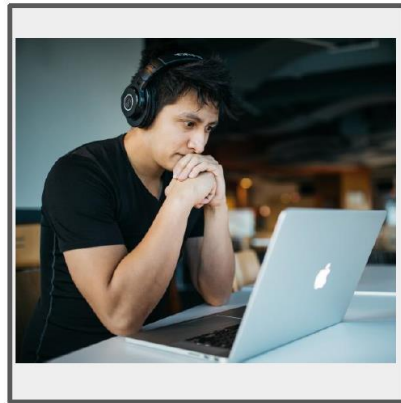
Anxiety about trying unheard dishes

The user is anxious to order unheard dishes like Escargot (Snails), Ratatouille (mixed vegetable dish) and Fruits de mer (SeaFood)

Persona: Vicky Rai

Problem statement:

Vicky Rai is a busy marketing manager who needs exotic French cuisine from a restaurant nearby because he doesn't have the expertise or the desire to learn how to cook French cuisine.



Vicky Rai

Age: 35

Education: Postgraduate

Hometown: Mumbai, India

Family: Lives with his family

Occupation: Marketing Manager

"I love trying new cuisines and making French cuisine is not my forte, hence I prefer ordering French cuisine from a reputed restaurant"

Goals

- Create successful marketing campaigns for his company
- To enjoy food from various countries
- Grow to become the chief marketing manager in my company

Frustrations

- It is difficult to find French restaurants in my area
- I don't have the expertise or the desire to learn how to cook French cuisine
- Currently there are no delivery options to home, I have to visit the restaurant

Vicky is a marketing manager in a multi national company, he has a very busy schedule and wants to focus on growth in his career. He is a foodie and loves exploring cuisines from different parts of the world. He would want an easier way to order food from a French Restaurant.

User journey map

Mapping Vicky's journey revealed how helpful it will be to have language translation and details about each cuisine to remove anxiety.

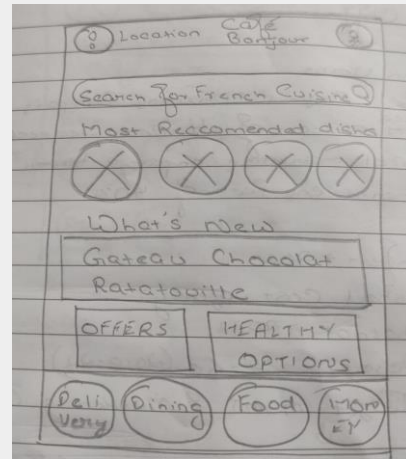
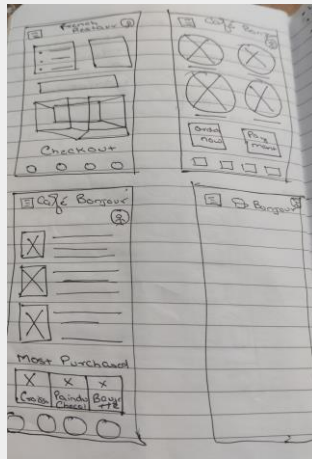
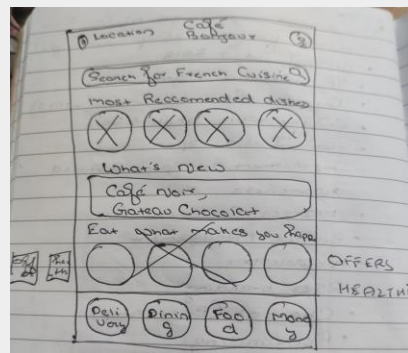
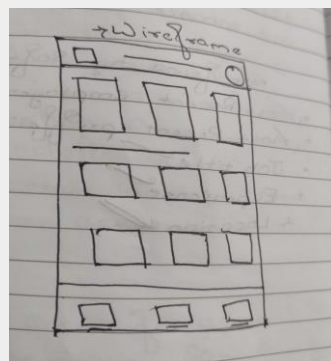
Persona: Vicky Rai

Goal: Order French cuisine from a mobile App hassle free

ACTION	Search for French restaurants nearby on App	Browse Menu	Place order	Make payment & add delivery address	Delivery at Home from the restaurant
TASK LIST	Tasks A. Search nearby French restaurants B. Check ratings C. Select best one	Tasks A. Browse the menu for cuisines B. Check ratings of food items C. Select the Food items	Tasks A. Add dishes in order cart B. Place Order	Tasks A. Add payment details B. Add Delivery address	Tasks A. Track your order B. Food delivery person gives order at doorstep C. Eat food
FEELING ADJECTIVE	Unhappy due to lack of restaurants Happy to find a nice restaurant	Annoyed by the names as they are in French, not being explained in English	Anxious about the choices selected Happy to place order	Not happy that the delivery address has not been taken from previous delivery	Delivery App does not show live tracking and lags
IMPROVEMENT OPPORTUNITIES	Map more restaurants in localities	Include language translation in the App	Show details about each cuisine on what it includes and how its made	Take the address data automatically from previous orders	Improve the live tracking feature for seamless tracking

Paper wireframes

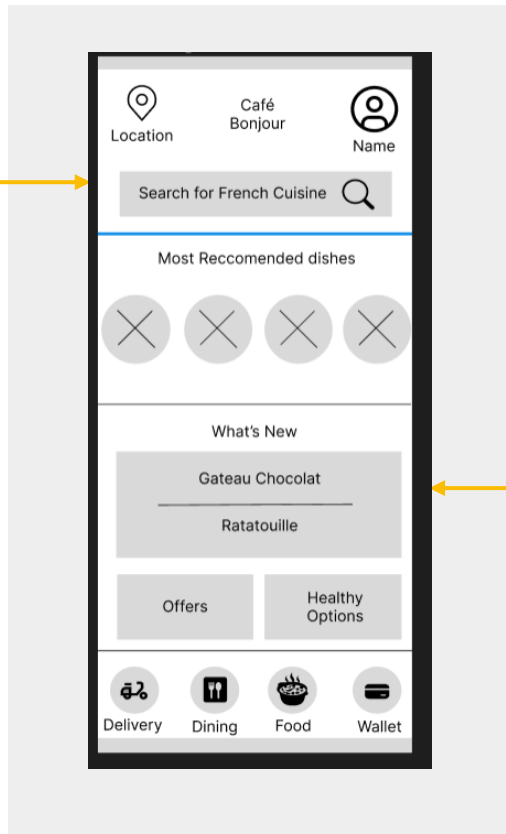
Make the app user friendly
and the process of ordering
cuisine hassle free



Digital wireframes

A seamless app for
ordering French cuisine

A user has the
option to
search for the
best dishes

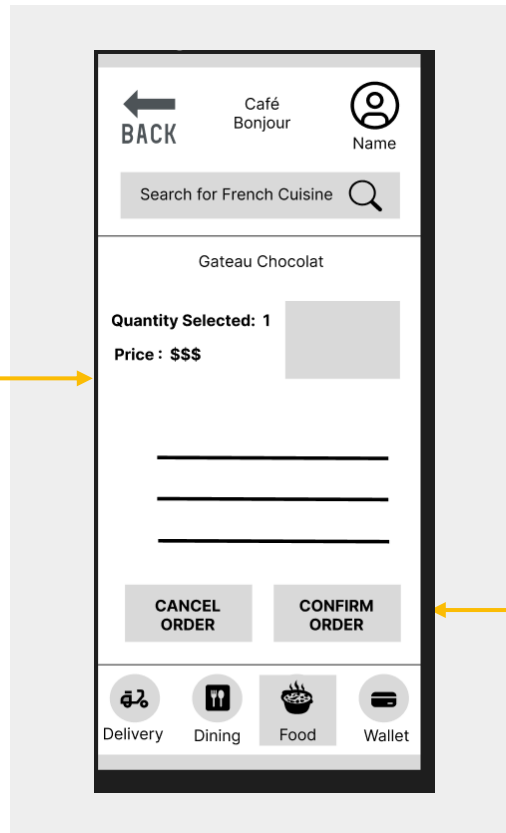


New dishes
that can be
ordered
seamlessly

Digital wireframes

Creating a seamless journey
for the user to order hassle
free

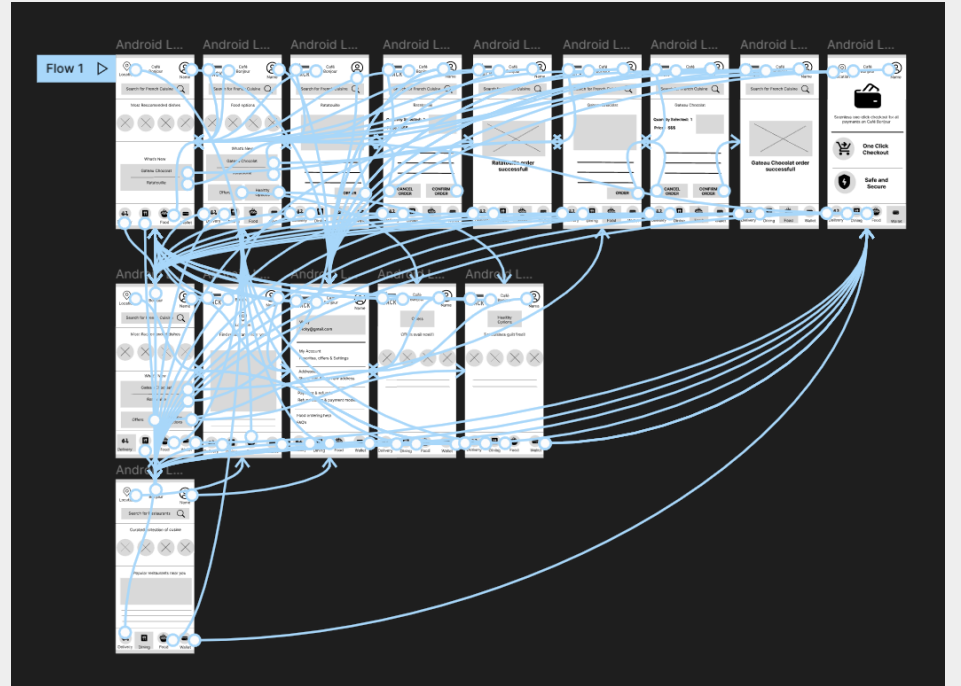
A confirmation
page before
the order
placement for
customers to
review their
order before
payment



Option to
cancel order or
change any
details that
might be
incorrect
coming out of
user research

Low-fidelity prototype

[<https://bit.ly/3gNVQMS>]



Usability study: findings

The usability was moderated and was done with 5 participants which included 3 male and 2 female participants for individuals who order outside food 2-3 times a week.

Round 1 findings

- 1 Booking order confirmation
- 2 Cluttered homepage
- 3 Navigation issues

Round 2 findings

- 1 Confirmation page to be added before the order is booked
- 2 Checkout page to be made more seamless
- 3 Homepage to be made more user friendly

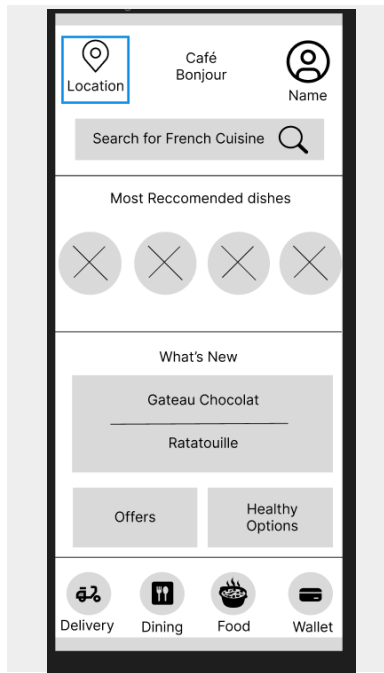
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

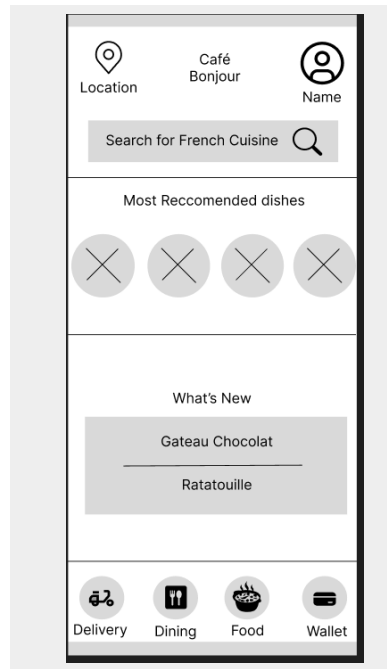
Mockups

The homepage was made less overwhelming and less clutter free with only limited and most important options

Before usability study



After usability study



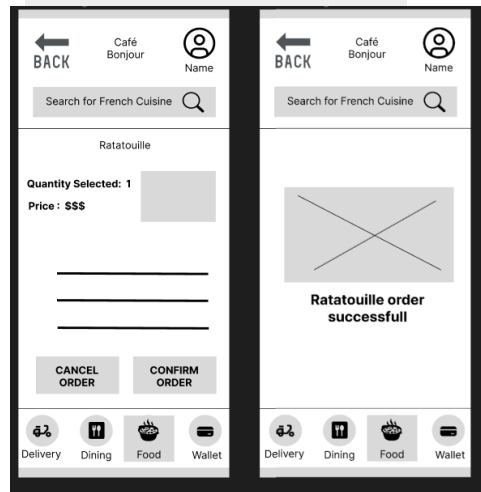
Mockups

A confirmation page was added before the final order as users wanted to have a confirmation page before the order gets booked to make changes if there were any mistakes

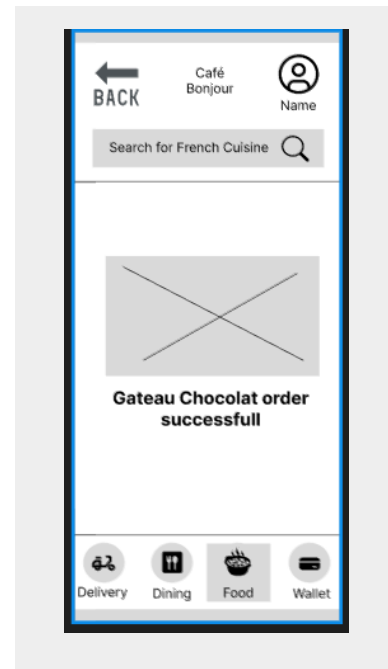
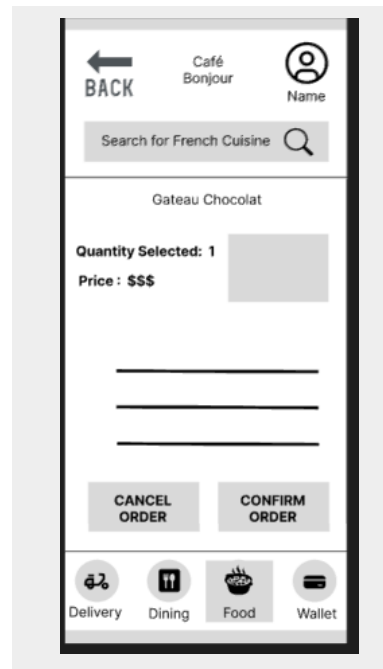
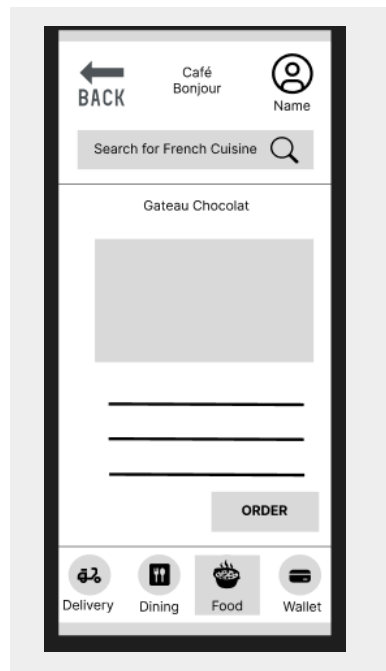
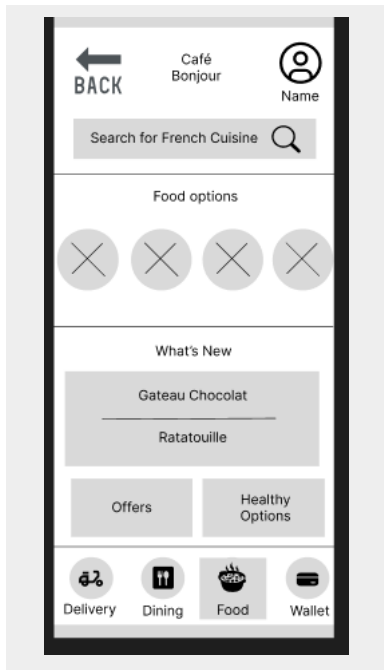
Before usability study



After usability study

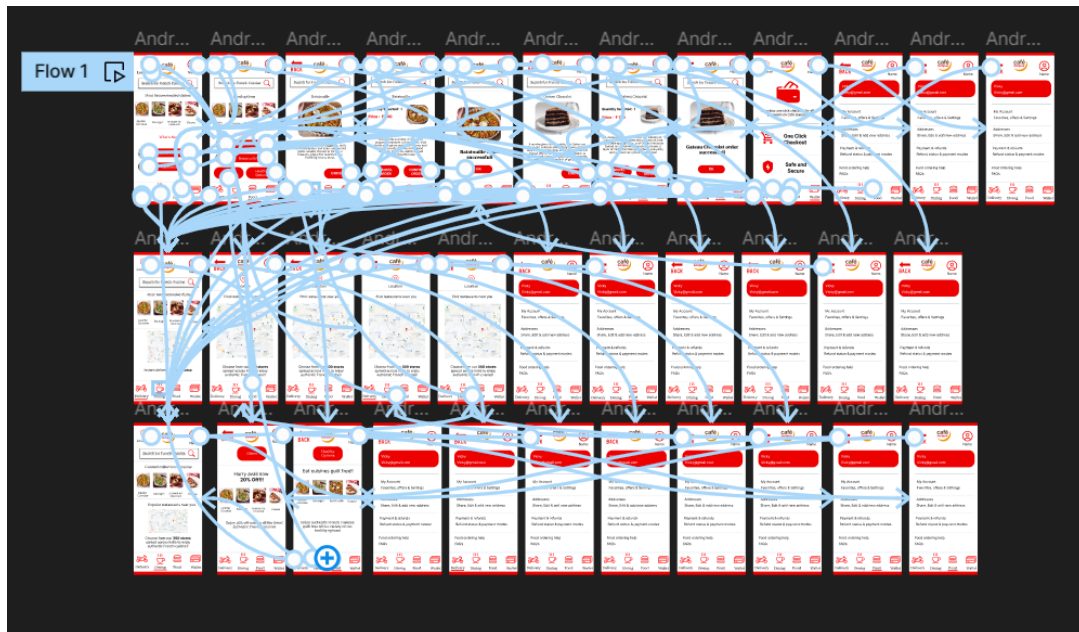


Mockups



High-fidelity prototype

Café Bonjour high-fidelity prototype



Accessibility considerations

1

The color pallet, fonts and size of the buttons have been made as per the web accessibility standards for the project.

2

The color red has been used intentionally with a white contrast for icons which provides highest visibility for individuals with vision challenges and the font selected is Roboto which is highly legible.

3

The size of the buttons, images, motions and gestures are added keeping in mind the best practices of the accessibility standards.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

This App will provide a much needed solution for ordering authentic French cuisine in the Indian market.

Quote from a peer:

“ This App design is very user friendly, I would use this App to have cuisine that I miss from France”



What I learned:

I have really learned a lot through feedback from peers, accessibility improves the user journey for all the users and it is critical to take as much feedback as possible and keep an open mind to improve and create the best solution for customers

Next steps

1

I would want to highlight this project to managers and CEO's of companies to take their feedback for improvements

2

Conduct a few more user studies to make the design better

3

Share the design with my colleagues at work for improvements and suggestions

Let's connect!



Thank You for reviewing my design

If you would want to connect with me, you can contact me through LinkedIn or Email

<https://www.linkedin.com/in/abhijeet-bose/>

Email: abhijeetbose1@gmail.com