Food App and Responsive Website

Suriya.d.s

The product:

Food app is a regional food maker located in the Chennai of a anna Nagar area. Food app strines to deliver healthy specialty all type of and side dishes they offers a wide spectrum food of competitive pricing.food app targets customers like commutes and workers who lack the time or ability to prepare a family dinner

Project duration:

June 10, to June 25, 2023.
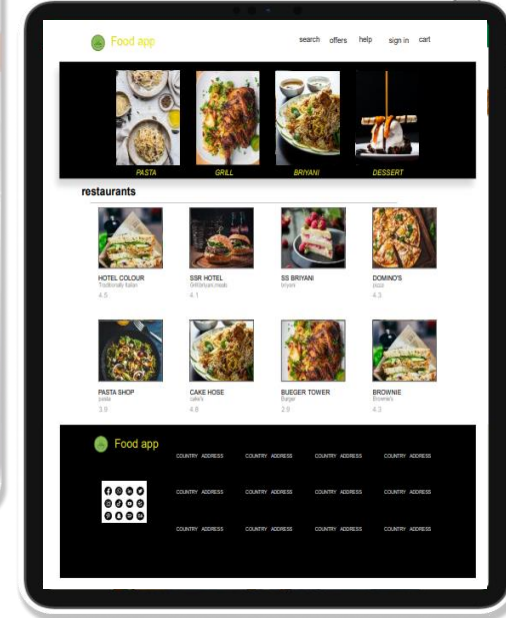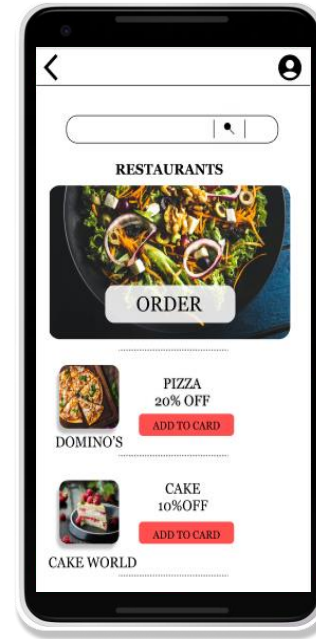
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Project overview

My role:

Ux designer designing an app for food app from conception to delivery

Responsibilities:

List conducting interview,paper and digital wireframing,low and high-fidelity prototyping,conducting usability study, accounting for accessibility, and literating on designs.

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Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

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User research: summary

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary users group identified through research was working adults who don't have time to cook meals .

This users group confirmed initial assumptions about food app customers, but research also revealed that time was not the only factor limiting uses for cooking at home.
Other user problems included obligation, interests, or challenges that make it difficult to get groceries for cooking or go restaurants in- person

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Persona 1: cam

Problem statement:

Cam is a working caregiver who needs exciting new GF recipes that make tasty, easily reheated leftovers, because most of the food they're throwing out is old food that they lost track of.

"*Cooking for my family is a delight– I just want to know it will all get eaten*"

Goals
- Cook fun, new, GF recipes that challenge and entertain
- Limit food going in the compost

Frustrations
- Too many recipe suggestions can be overwhelming
- Forgetting leftovers in the fridge: smelly and wasteful

Cam has many responsibilities. They take care of a toddler and contract as an HR admin part time. Cam enjoys cooking and pays close attention to food waste, but can use more tools to help cook and eat more efficiently. They are gluten intolerant, so finding recipes can be a little tougher.

Cam works mostly from home, but goes into the office occasionally. They set aside time each week to put together a shopping list and find inspiring recipes. They are a wheelchair user and prefer certain grocery stores to others. Cam wants to make great food for their family and gets frustrated when even a little bit goes to waste.

Cam

Age: 38
Education: BS in HR Mgmt
Hometown: Sugar Land, TX
Family: Spouse and child
Occupation: Caregiver, HR Contractor

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Persona 2: JOHN

Problem statement:

John is a busy woking adult who needs easy access to healthy food ordeing option because they have no time to cook dinner for themself

"I live an active lifestyle so I need healthy and heaty meal option. I just don't have the time to cook them myself."

JOHN

Age: 41
Education: juris doctor degree
Hometown: Chennai,India
Family: Single,lives alone
Occupation: lawyer

GOALS

- To be a great advocate for their clients
- To maintain a healthy work – life balance
- To minimize the energy they have to put into basic needs so they can focus on their hobbies and personal life instead

FUSTRATION

- Product and service providers are often poorly prepared to accommodate my visual impairment
- There are things I'd like to do such as cooking that I simply don't have time for
- Its difficult to find fast and healthy pickup option near me

John is a lawyer with busy and demanding schedule.they work as a litigation spwcialist in a min-size city law firm, and swim for a local semi-professional team. John has a visual impairment for which they use
Screen reader technologies .this technology makes online shopping much more convenient for john .
But not all platforms
Are effectively equipped for screen reader usage john specifically would like for there to be an easier way to order food to
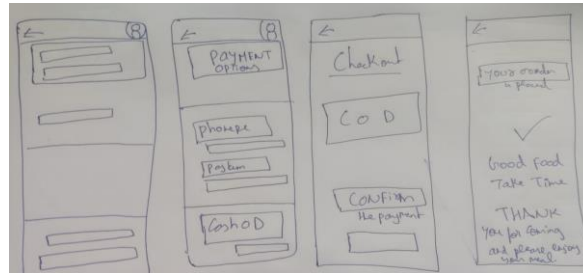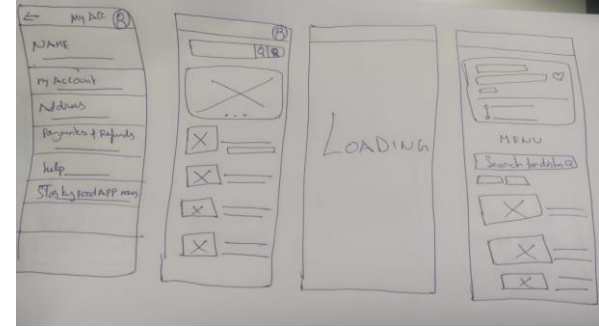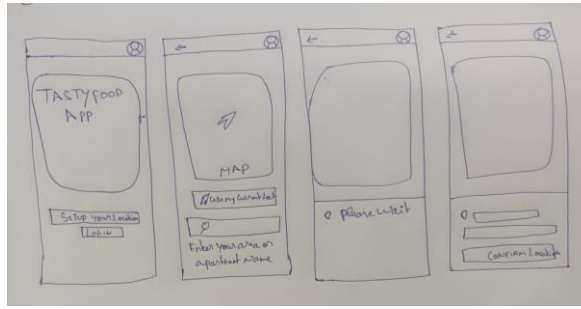Pick up on the go

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Competitive audit

An audit of a few competitor's products provided direction on gaps and opportunities to address with the Food Saver app.

| Competitive audit	Competitive audit goal: Identify and understand the effectiveness of products and features currently used to fight food waste.										
	General information									First impressions	
	Competitor type (direct or indirect)	Location(s)	Product offering	Price ($ - $$$$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience
ElimiWaste	Direct	Philadelphia, PA	App and website that help with recipe planning and food waste reduction	$	www.elimiwaste.leftovers	Medium	Young adults and high school students	"Reduce your impact, eat smarter."	Good + Strong, consistent branding + Easy to navigate - Lots of complicated features	Good + Strong, consistent branding + Easy to navigate + All features are useful
Tasty With Less	Direct	Lethbridge, AB	App and website that use existing and leftover ingredients to create recipes	$$	www.eatmorewasteless.save	Small	Young, single adults and people in college	"Eat better, enjoy more, use less."	Needs work + Easy to navigate - Overly simple design - Lack of useful features - Not responsive	Okay + Easy to navigate + Improved visual design compared to website - Feels like it's missing some useful features
BagItUp	Indirect	Most major European cities	App and website that connect consumers directly to food suppliers with unsold inventory	$$$	www.foodtoyou.direct	Large	Parents and families	"Connecting food with the people who need it."	Outstanding + Easy to navigate + Strong branding and visual design + All features are useful and intuitive	Outstanding + Easy to navigate + Strong, consistent branding and visual design + All features are useful and intuitive

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Ideation

I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on **waste tracking and simple recipe features.**

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Digital wireframes

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

This button at
the top of the
home screen
make it fast
and easy for
users to order
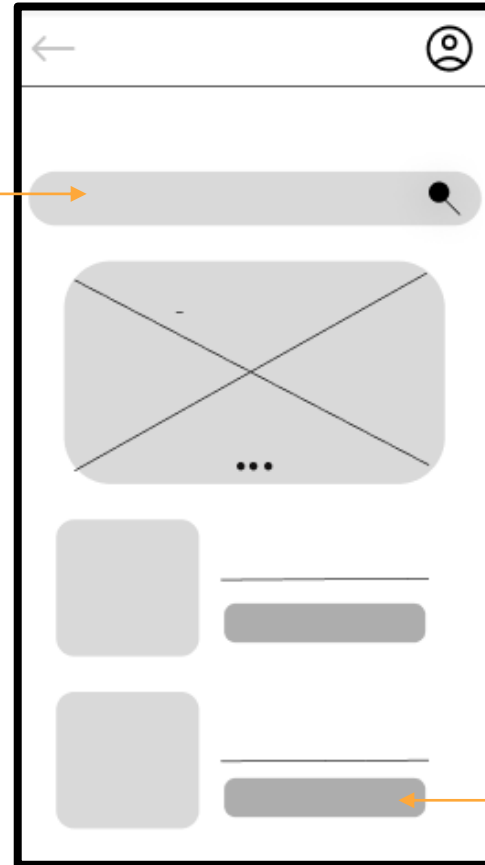
This button at
the down of
the screen
make it to
order

Google

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 food,so the prototype could be used in a usability study

View the food app
https://www.figma.com/file/EdCh3XeKQDSi2b5m0TaIZi/Untitled?type=design&node-id=0%3A1&t=1QdpBfn4itaT2xwy-1

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Usability study: parameters

Study type:

Unmoderated usability study

Location:

Australia, remote

Participants:

7 participants

Length:

30-60 minutes

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Usability study: findings

I conducted two round of usability study. findings from the first study helped guide the designs from wireframes to mock ups. 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 quickly with use of voice assistant

2. users want a delivery option

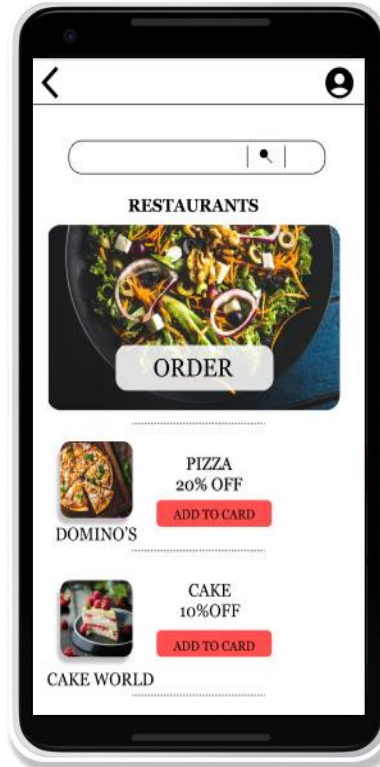## Round 2 findings

1. Users want to track the food

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Refining the design

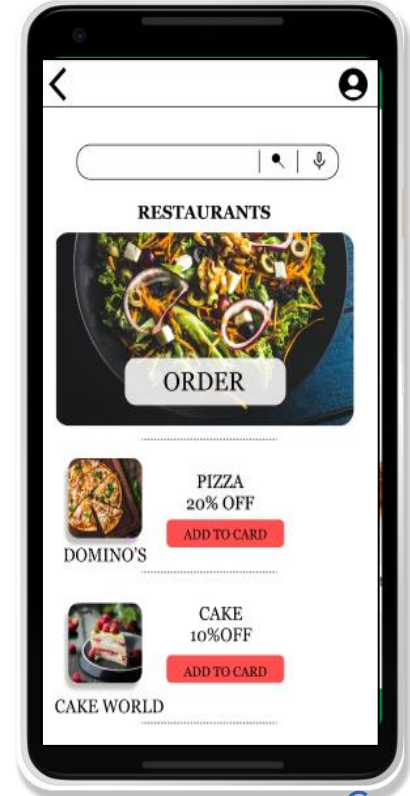- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

Early designs allowed for some customization, but after the usability studies,I added addition option to order food quickly with use of voice assistant. I also add the voice assitant
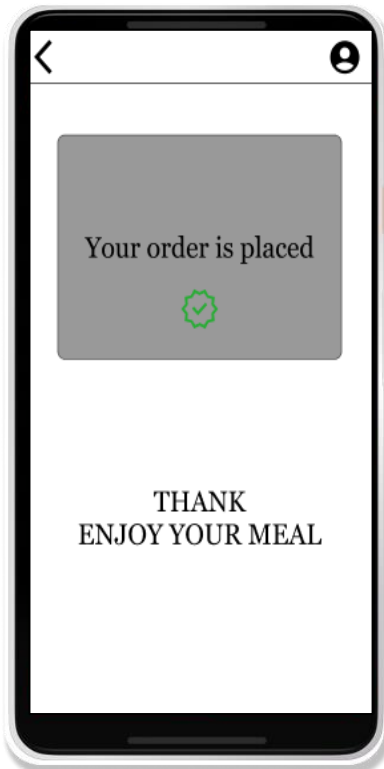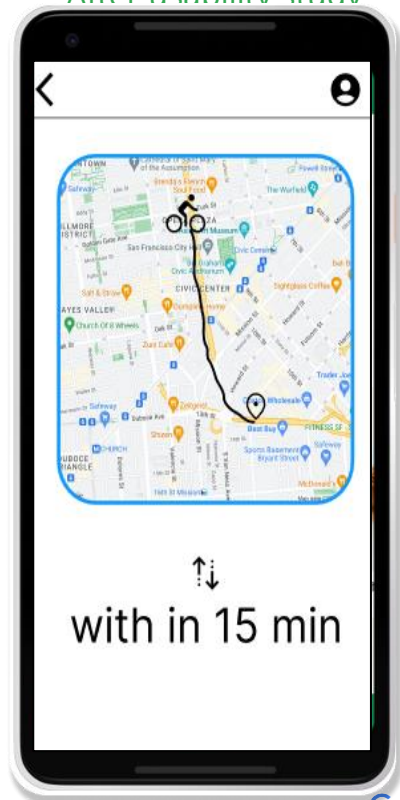
Google

Mockups

The second usability study is user want to track the food. I also added the tracking option to this screen

Your order is placed

THANK
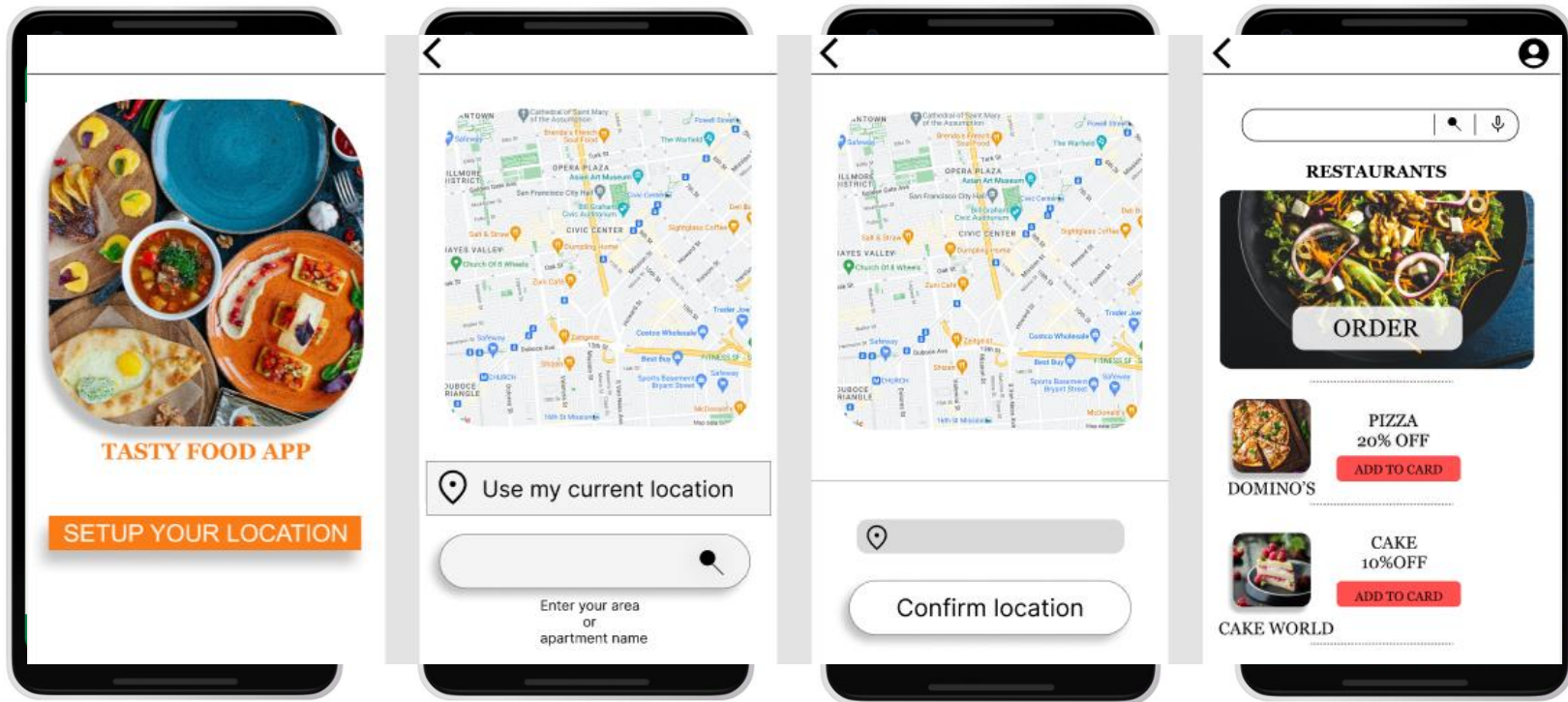ENJOY YOUR MEAL

with in 15 min

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Mockups

High-fidelity prototype

The final high-fidelity prototype presented cleamer user flow for building a food app and checkout.it also met user neds for a pickup or delivery option as well as more customization

View the high-fidelity prototype

https://www.figma.com/file/EdCh3XeKQDSi2b5m0TaIZi/Untitled?type=design&node-id=54%3A2&t=1QdpBfn4itaT2xwy-1

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Accessibility considerations

1

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

2
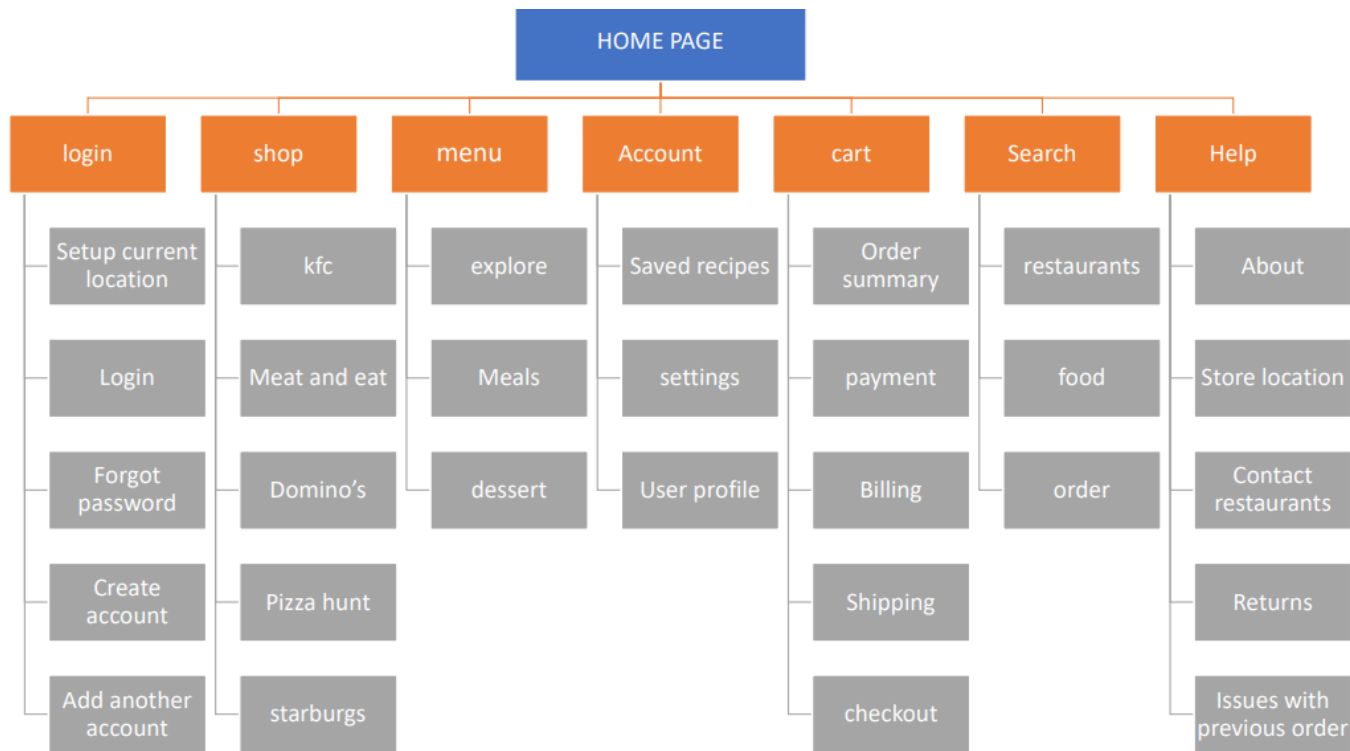
Used icons to help make navigation easier.

3

Used detailed imagery for foods to help all users better understand the designs

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Responsive Design

- Information architecture
- Responsive design

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Sitemap

With the app designs completed, I started work on designing the responsive website. I used the Food Saver sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.

HOME PAGE

| login	shop	menu	Account	cart	Search	Help
Setup current location	kfc	explore	Saved recipes	Order summary	restaurants	About
Login	Meat and eat	Meals	settings	payment	food	Store location
Forgot password	Domino's	dessert	User profile	Billing	order	Contact restaurants
Create account	Pizza hunt			Shipping		Returns
Add another account	starburgs			checkout		Issues with previous order

Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.
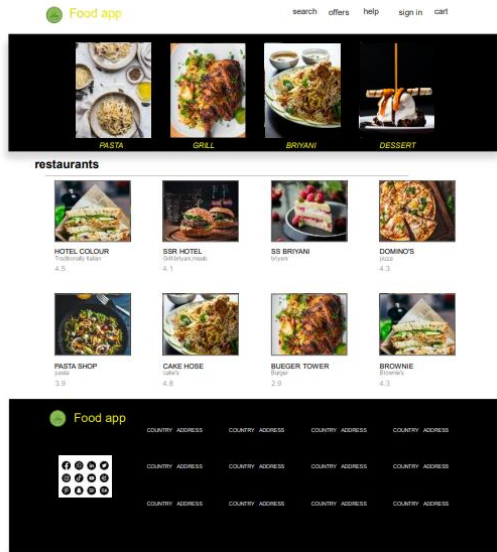
Mobile website

Tablet

Desktop

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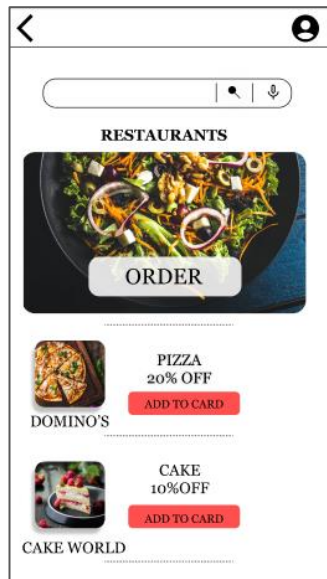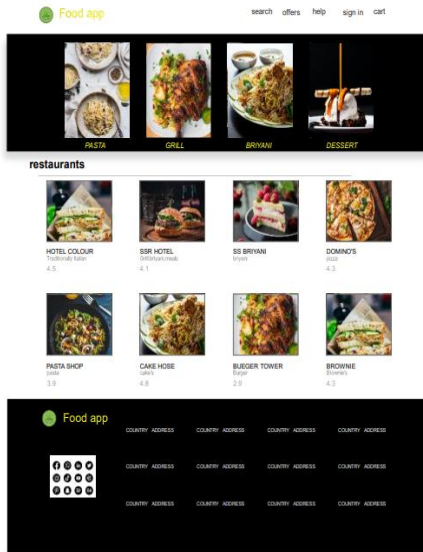
Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

Users shared that the app made food waste seem like something they could actually help reduce. One quote from peer feedback was that "the Food Saver app helps bring caring about the environment to a personal level in a way that's easy and engaging."

What I learned:

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

Next steps

1

Conduct research on how successful the app is in reaching the goal to reduce food waste.

2

Add more educational resources for users to learn about food waste.

3

Provide incentives and rewards to users for successfully reducing their food waste.

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Let's connect!

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

Email: suriyadasaraadhan@email.com

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