# Balabing Food Truck App Design

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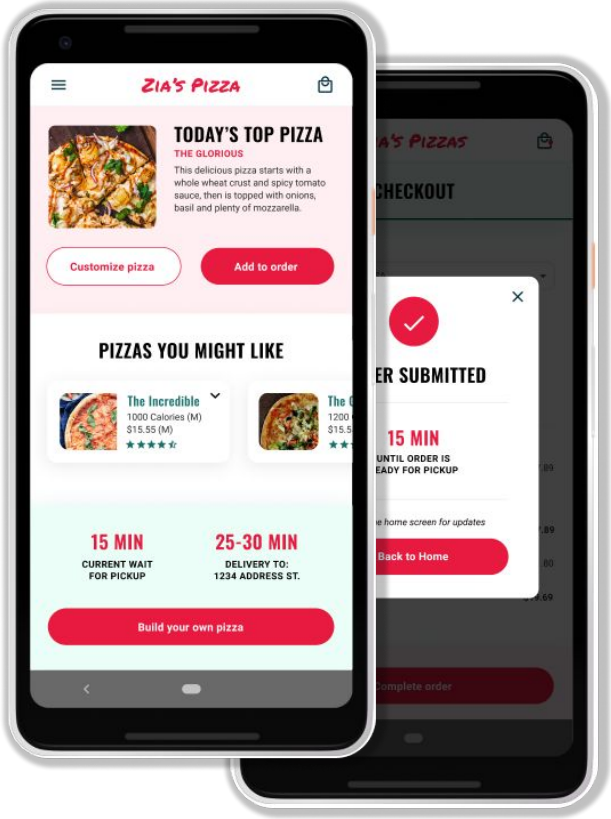
# Project overview

## The product:

Balabing is a Mobile app for Food Trucks. Balabing strives to deliver healthy, specialty foods and side dishes. They offer a wide spectrum of competitive pricing. Balabing targets customers like commuters and workers who lack the time or ability to prepare a family dinner.

## Project duration:

October 2021 to March 2022.



# Project overview

### The problem:

Busy workers and commuters lack the time necessary to prepare a meal.

### The goal:

Design an app for Balabing that allows users to easily order and pick up fresh, healthy dishes.

# Project overview

## My role:

UX designer designing an app for Balabing from conception to delivery.

## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

# Understanding the user

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

# User research: summary

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

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

# User research: pain points

1

## Time

Working adults are too busy to spend time on meal prep

2

## Accessibility

Platforms for ordering food are not equipped with assistive technologies

3

## IA

Text-heavy menus in apps are often difficult to read and order from

# Persona: **Shane**

**Problem statement:**

Shane is a busy working adult who needs easy access to healthy food ordering options because he do not have to cook dinner for himself

**Shane**

**Age:** 35
**Education:** BFA degree
**Hometown:** Denver, Colorado
**Family:** Single, lives alone
**Occupation:** Designer

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

## Goals

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

## Frustrations

- "There are things I'd like to do, such as cooking, that I simply don't have time for."
- "It's difficult to find fast and healthy pickup options near me. "

Shane is a designer with a busy schedule. He work at a mid-size marketing agency, and swim for a local semi-professional team. Shane specifically would like for there to be an easier way to order food to pick up on-the-go.

# User journey map

Mapping Shane's user journey revealed how helpful it would be for users to have access to a dedicated Balabing's Order app.

**Persona: Shane**

An easy and quick way to order healthy food for pickup.

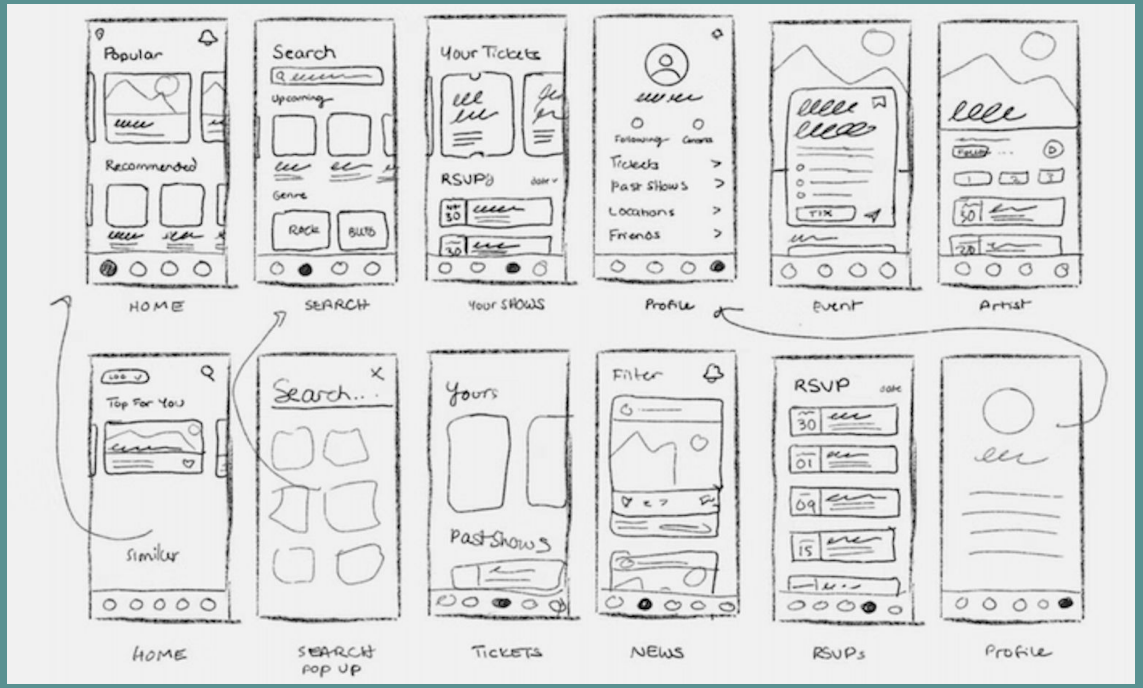
| ACTION | Select restaurant | Browse menu | Place order | Complete order | Pick up order |
|---|---|---|---|---|---|
| TASK LIST | Decide on food type<br><br>Search nearby<br><br>Select a restaurant | Browse online Menu<br><br>Select menu items | A. Locate phone Number<br><br>B. Call restaurant<br><br>C. Place order | A. Confirm order<br><br>B. Provide payment Information<br><br>C. Get directions to restaurant | A. Drive to restaurant<br>B. Pick up food and tip employee<br>C. Inspect items<br>D. Drive home<br>E. Eat meal |
| FEELING ADJECTIVE | Overwhelmed by number of restaurant options<br><br>Excited to find a restaurant that they like | Annoyed at large amounts of text with limited visuals | Dissatisfied with scrolling to find phone number<br>Anxious about having to remember order | Frustrated at having to read card number out loud<br>Annoyed at time it takes to drive to restaurant and back | Happy to eat after a long day |
| IMPROVEMENT OPPORTUNITIES | Create a dedicated mobile app for Balabing | Provide search filters<br><br>Include images<br><br>Optimize app for screen reader technologies | Provide a simple checkout flow | Provide option to tip in-app | Include a rewards program |

# Starting the design

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

# Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points.




Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

# Digital wireframes

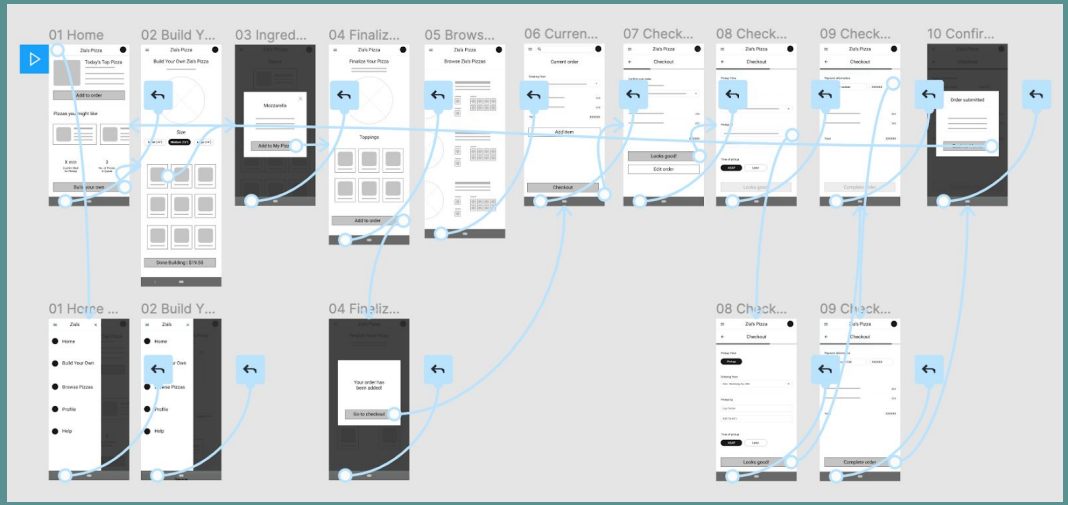
As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

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


This button provides an easy option for users to make their own pizza.

# 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 pizza, so the prototype could be used in a usability study.




View prototype

low-fidelity prototype

# Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. 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
2. Users want more customization options
3. Users want a delivery option

## Round 2 findings

1. The checkout process has too many unnecessary steps
2. “Build your own” functionality is confusing

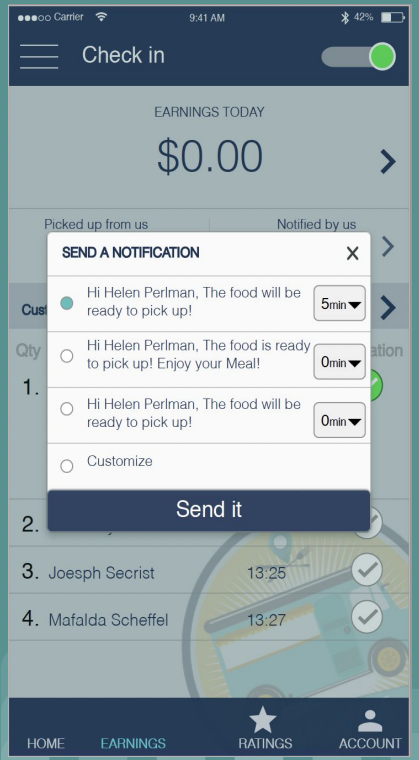
# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

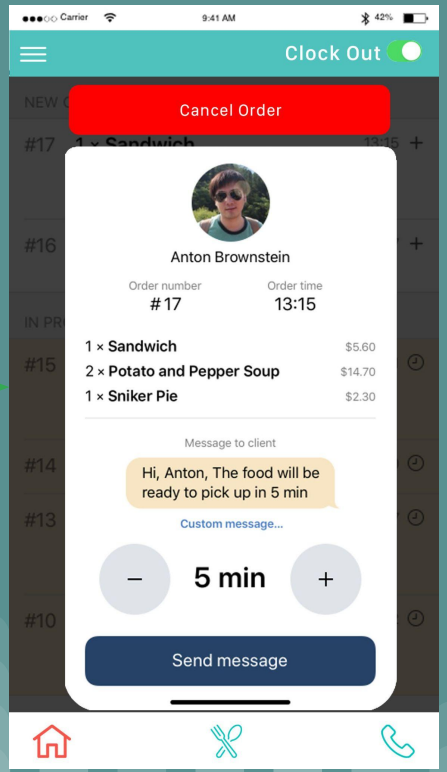
# Mockups

Early designs allowed for some customization, but after the usability studies, I added additional options to **choose pizza crust and sauce**. I also revised the design so users see **all the customization options** when they first land on the screen.

Before usability studies



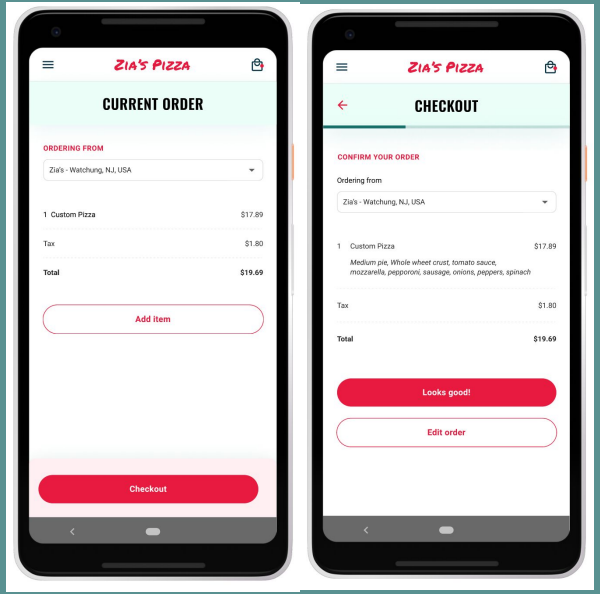

After usability studies



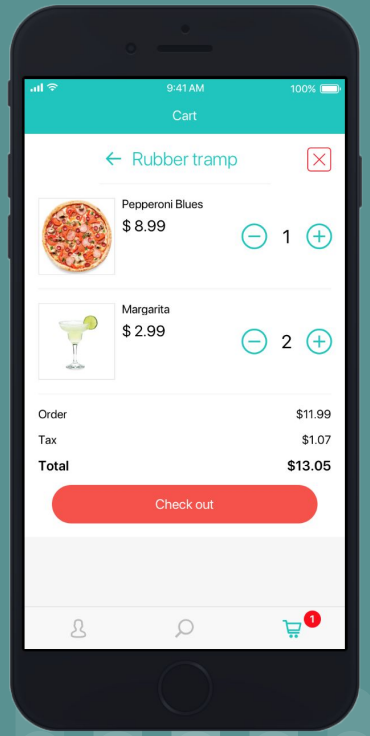
# Mockups

The second usability study revealed frustration with the checkout flow. to streamline this flow, I consolidated the “Current order” and “Checkout screens” to **one “Order summary” screen**.
I also added the **pickup or delivery option** to this screen.

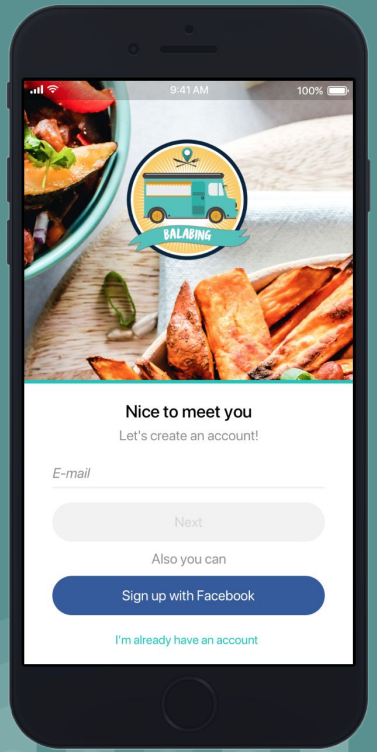
Before usability study 2

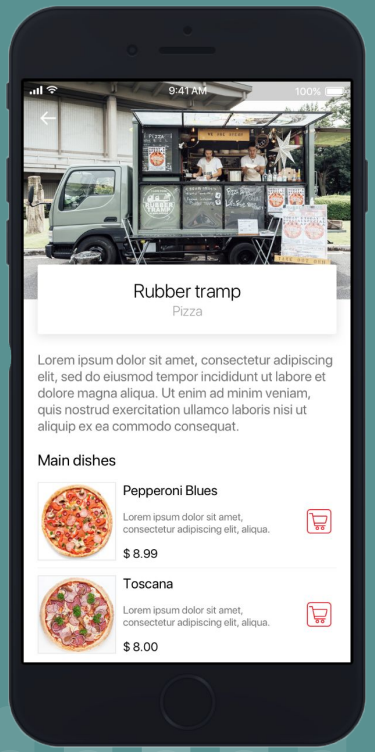



After usability study 2



# Key mockups


9:41 AM
100%
Nice to meet you
Let's create an account!
E-mail
Next
Also you can
Sign up with Facebook
I'm already have an account


9:41 AM
100%
Rubber tramp
Pizza
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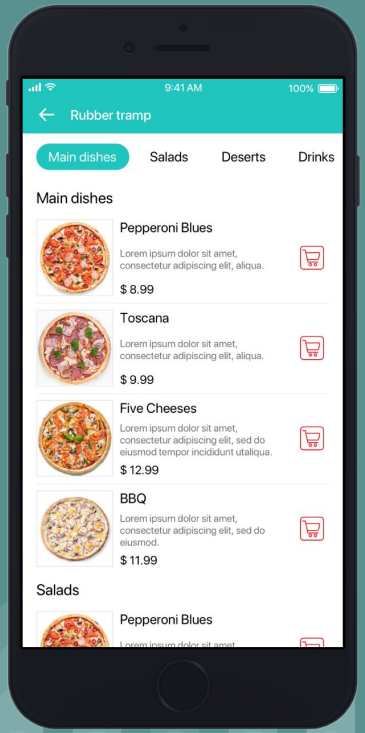
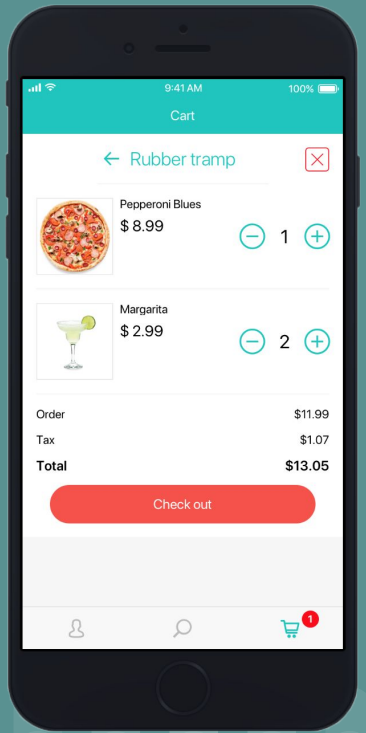
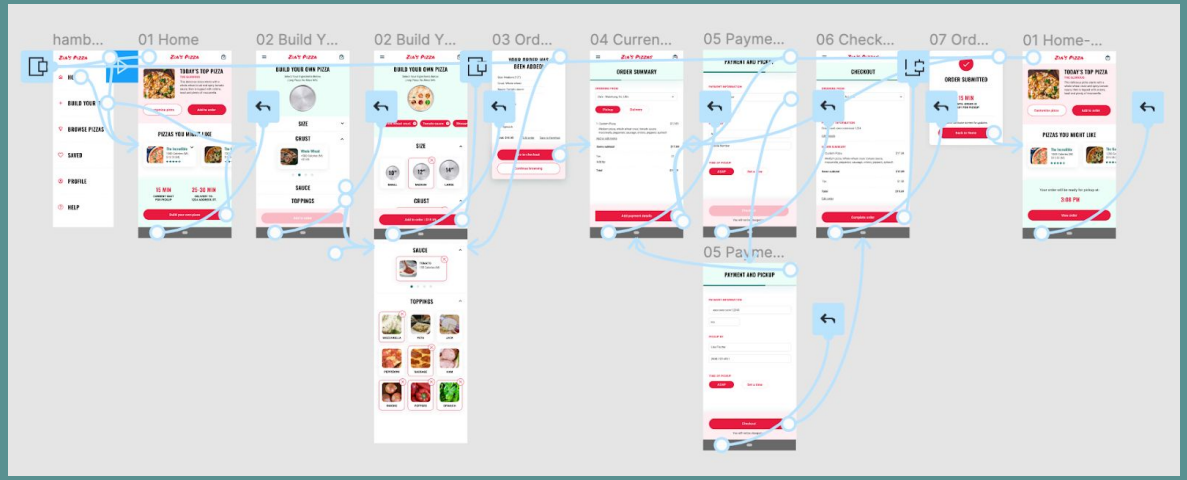
Main dishes
Pepperoni Blues
Lorem ipsum dolor sit amet, consectetur adipiscing elit, aliqua.
$ 8.99
Toscana
Lorem ipsum dolor sit amet, consectetur adipiscing elit, aliqua.
$ 8.00


9:41 AM
100%
Rubber tramp
Main dishes
Salads
Deserts
Drinks
Main dishes
Pepperoni Blues
Lorem ipsum dolor sit amet, consectetur adipiscing elit, aliqua.
$ 8.99
Toscana
Lorem ipsum dolor sit amet, consectetur adipiscing elit, aliqua.
$ 9.99
Five Cheeses
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt utaliqua.
$ 12.99
BBQ
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod.
$ 11.99
Salads
Pepperoni Blues


9:41 AM
100%
Cart
Rubber tramp
Pepperoni Blues
$ 8.99
1
Margarita
$ 2.99
2
Order
$11.99
Tax
$1.07
Total
$13.05
Check out

# High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for building a pizza and checkout. It also met user needs for a pickup or delivery option as well as more customization.



# Accessibility considerations

1

Provided access to users 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 pizzas and toppings to help all users better understand the designs.

# Going forward

- Takeaways
- Next steps

# Takeaways

### Impact:

The app makes users feel like Balabing really thinks about how to meet their needs.

One quote from peer feedback:

*“The app made it so easy and fun to build my own perfect meal! I would definitely use this app as a go-to for a delicious, fast, and even healthy meal.”*

### What I learned:

While designing the Balabing app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app’s designs.

# Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.