UX Design

Order mobile app for a taco truck

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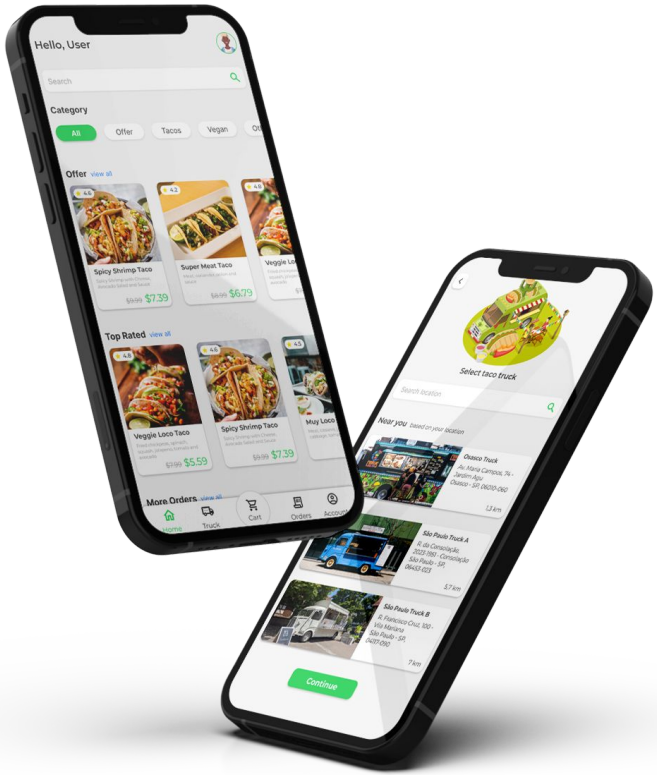
Project overview

The product:

The product is a mobile ordering application for a taco food truck, streamlining orders and making it easier for both sellers and customers

Project duration:

This project lasts a maximum of 6 months, from June 2022 to December 2022



Project overview

The problem:

Difficulty serving all customers

Make clear the snacks available

Not having order pick-up management

The goal:

Help users find your product more easily

Facilitate the method of withdrawing products

Project overview

My role:

UI/UX Designer

Responsibilities:

Research, prototypes, ethnography, personas, goals, visual design, typography, colors, etc.

Understanding the user

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

User research: summary

According to research, we came to the conclusion that users and the owner need a boost in their orders to deliver to customers, both at home and the main function that is the withdrawal of orders. So we need to create an application that facilitates these processes.

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User research: pain points

1

Pain point

Organize and identify available dishes

2

Pain point

Organize and identify orders to facilitate the delivery of products at pick-up

3

Pain point

requests made by communication apps with whatsapp or SMS are usually not so assistive

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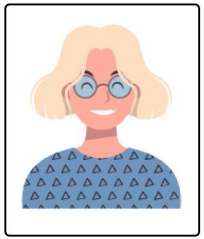
Persona: **Ilda**

Problem statement:

Ilda is a shop owner who needs to spend quality time with her children.



Ilda

Age: 45
Education: Bachelor of Business Administration
Hometown: Dallas, Texas
Family: Mother of two boys
Occupation: Have a plant shop

"I love my job and my kids, but choosing food is always difficult. both in terms of time, and difficult applications"

Goals

- Spend more quality time with your kids
- Spending time taking care of the store without worrying about the basics

Frustrations

- How long it takes your kids to choose snacks
- Have little time in general
- Difficulty finding things that everyone likes

Ilda specialized in administration to take care of her platna shop that she loves so much. But having two kids at home, it's kind of complicated to keep everything organized both at home and in your store. She seeks to find simple and fast apps to do simple things of the day, like eat and enjoy time with her Kids.

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Persona: **Raphael**

Problem statement:

Raphael is a student who needs ease not to interfere with his studies

Raphael

Age: 18
Education: Going to college
Hometown: Portland, Oregon
Family: Lives with mother
Occupation: Full time Student

"I like to focus on studies and learn new things, straightforward and simple apps help minimize time spent on basic activities"

Goals

- Having a calm and peaceful day after a tiring day at college
- Minimize energy expenditure on basic everyday things
- Being able to eat what you like easily

Frustrations

- Not knowing in advance the price of the products
- Cash payments and time-consuming methods
- high prices, and no coupons

Raphael has a lot of difficult subjects in college, generating a lot of mental fatigue at the end of the day. He seeks to find ways to facilitate the basic things of the day, like having a snack between classes. Being able to focus only on your classes to become the best possible professional in the future.

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User journey map

To achieve this idea, the user stories and edge cases were also defined

Persona: Raphael

Goal: Find the best way to the closest taco truck to your home

ACTION	Choose the order you want	Choose the nearest taco truck in the app	Find the best route to go	Find the right truck	Check the order number	Take the order and leave
TASK LIST	Tasks A. Place the order in the app B. Place an order by phone or message	Tasks A. Select the taco truck through the app B. Inform your location by phone or message	Tasks A. Find and read local map B. Identify fastest route C. Use map app	Tasks A. Be guided by the location B. Be guided by the logo C. Be guided by reference	Tasks A. Check the order number through the app B. Check order number by chat or note	Tasks Take your order
FEELING ADJECTIVE	• Satisfied • Hopeful	• Confused • Intimidated	• Lost • Hopeful	• Lost • Hopeful • Confused	• Relieved • Glad • Alert	• Satisfied • Glad
IMPROVEMENT OPPORTUNITIES	• Accessibility key on app • preview of the location	• Better wayfinding • Accessibility key on app	• Better wayfinding • Accessibility Key on map app	• Be able to view in the app • Near notice banners	• Fixed notification with order number	• Confirmation and fast service

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Research Plan

Introduction	• **Title:** Usability of Taco Truck app • **Author:** Matheus Santana, UX Designer, matheus@tacotruck.com • **Stakeholders**: developers, company and group of investors • **Date**: 24/08/2022 • **Project background**: We are creating a mobile application where people will be able to place their orders for a food truck remotely and receive them at home, or simply search for it ready, optimizing and facilitating their day. in an easy way for the user to complete. • **Research goals**: Figure out if users can complete the core tasks within the app.
Research questions	• How long does it take for a user to complete an order in the app? (not counting the time to pick up the product) • Which step can we improve for the customer to complete the order more easily? • Is the withdrawal code and how to use it easy to understand? • Are there any parts where users are getting stuck?
Key Performance Indicators (KPIs)	• Drop-off rate • User error rates • Conversion Rates
Methodology	• Unmoderated usability study • Location: Brazil, in person near the food trucks. • Date: Sessions will take place from the 15th to the 19th of August. • Each session will have a maximum duration of 10 minutes including the explanation and 4 questions
Participants	• The goal is to have diverse users, the focus of the field research is to look for people who need accessibility (such as the blind, and people with limited mobility, etc.) from 13 years old. • Encourage people to participate with discount coupon, and thank them • The study is accessible for use with a screen reader and switch device.

Script	• **Intro:**
	  ○ Before we begin, do I have your consent to make audio recordings of this interview?
	  ○ I want you to know that this isn't a test. There is no "right" answer, and none of your responses will be considered wrong.
	  ○ If you have any questions, please don't hesitate to ask.
	  ○ This data is being collected to help improve a mobile ordering for a taco truck app. Your answers will help us make the app easier for people to use.
	  ○
	• **Basic questions:**
	  ○ How many food trucks do you know in the city?
	  ○ Do you have a habit of ordering food from a food truck?
	  ○ How many times do you usually order per week?
	  ○ Do you consider it time-consuming to get ready?
	  ○ Have you ever called or texted to order your food before picking it up?
	  ○ Can you talk me through a normal day in your life?
	  ○
	• **Great! If you're ready, let's move onto the tasks you'll be working on.**
	  ○ Prompt 1: Select the taco truck you want to order
	  ■ Prompt 1 follow-up: How easy or difficult was this task to complete? Is there anything you would change?
	  ○ Prompt 2: Select the foods you want to order
	  ○ Prompt 3: Go through the order confirmation process, make the payment and choose the pick-up option
	  ■ Prompt 3 follow-up: How easy or difficult was this task to complete? Is there anything you would change?
	  ○ Prompt 6: When choosing the withdrawal, can you easily identify the code to be shown to the taco truck attendant?
	  ○ Prompt 7: How did you feel about this app in general? What did you like and didn't like about it?

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Research Notes

Participant's Name: Fran				
Task	**Click Path**	**Observations**	**Quotes**	**Task Completion**
Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: **1** - easy to complete **2** - completed but with difficulty **3** - not completed
Prompt 1: Select the taco truck you want to order	selected the truck > pressed continue	It was only doubtful due to lack of visual information, but nothing that would have affected the usefulness of the test	the user looked at the selection screen for a while while listening to the instruction and then quickly selected his choice	1
Prompt 1 follow-up: How easy or difficult was this task to complete? Is there anything you would change?		She really liked the design of this food truck		N/A
Prompt 2: Select the foods you want to orde	selected the second items in offer tab > pressed add to cart	the path it took to finalize the order, but the user feels that the payment part lacks details to guide him or herself more accurately	the user has tested the movements of the screen before the selection, correct	1
Prompt 3: Go through the order confirmation process, make the payment and choose the pick-up option	pressed in cart > Pressed in continue > Trying to add a payment method > Pressed continue	the path to the completion of the order was very smooth and without difficulties, but the user feels that the payment part lacks details to guide him more accurately	the user was in doubt about how it would be or what options he would have	1
Prompt 3 follow-up: How easy or difficult was this task to complete? Is there anything you would change?		the user finds that the payment part is really lacking, the rest is very pleasant and easy to use	the user was in doubt about how it would be or what options he would have	N/A
Prompt 4: When choosing the withdrawal, can you easily identify the code to be shown to the taco truck attendant?	withdraw select > continue	the user finds it interesting to set a time for pickup, and he already concludes that the order will be ready for delivery at that time (which is the real purpose of the app)	the user really shows that it is an interesting feature and that it is in a good position	1
Prompt 5: How did you feel about this app in general? What did you like and didn't like about it?		the user is not used to order online, but this method of ordering before searching is interesting to use it. the application is very easy to use, with many common aspects	the user was very satisfied with the application, even if he had doubts about the payment method	N/A
Additional Notes: Fran is a lady who hardly uses this type of app, but is interested in having a food truck nearby that she likes				

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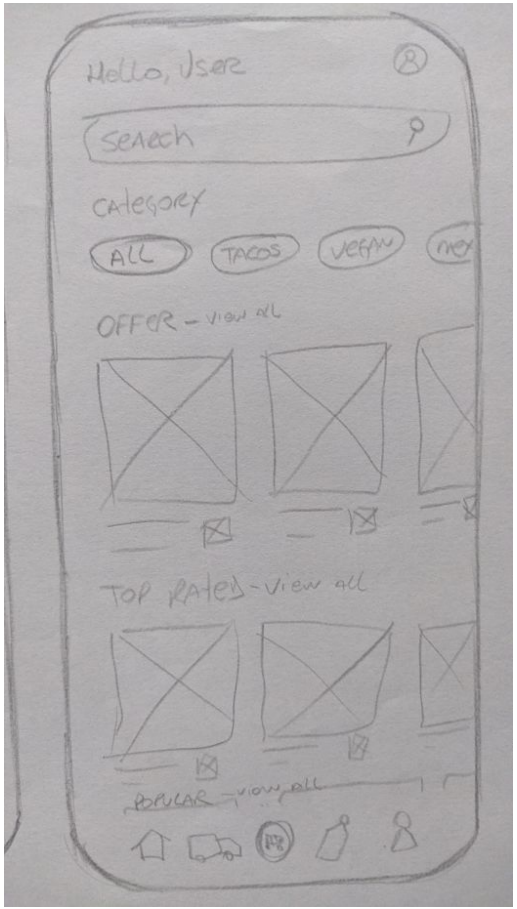
Starting the design

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

Paper wireframes

The purpose of this process was to define how the design would remain on the other screens



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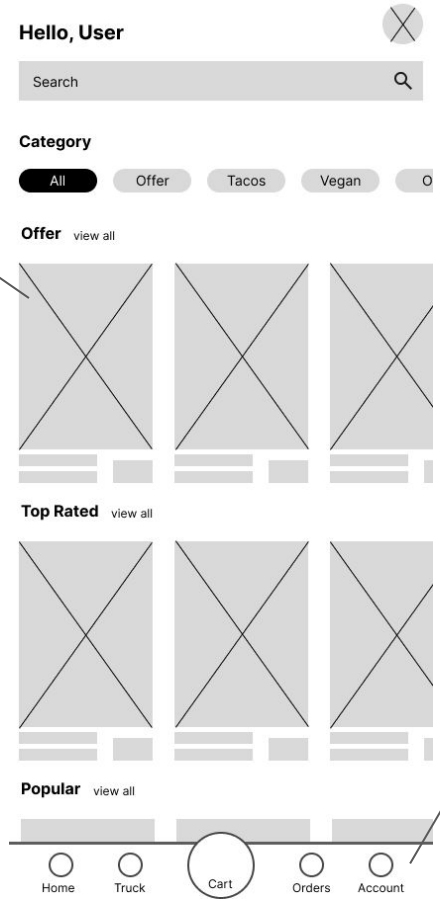
Digital wireframes

It was a simple refinement process based on paper wireframe

Make it easy and sample the most requested and on-sale dishes



Simple menu for easy navigation of main options

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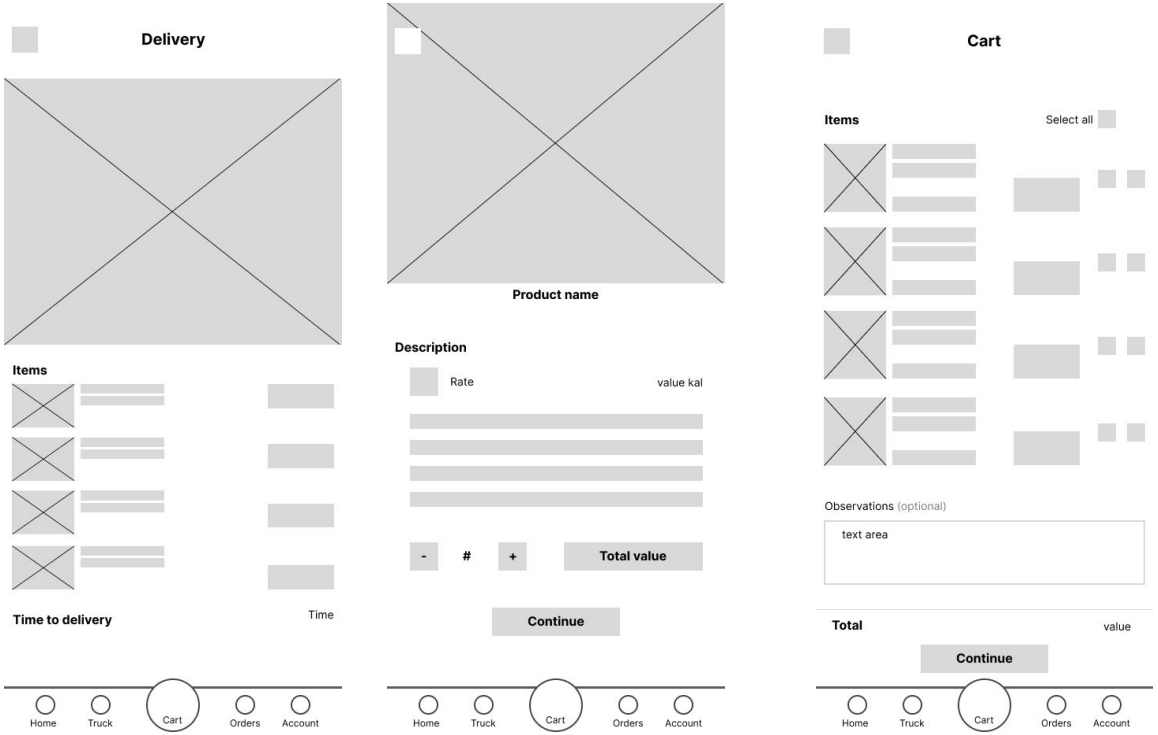
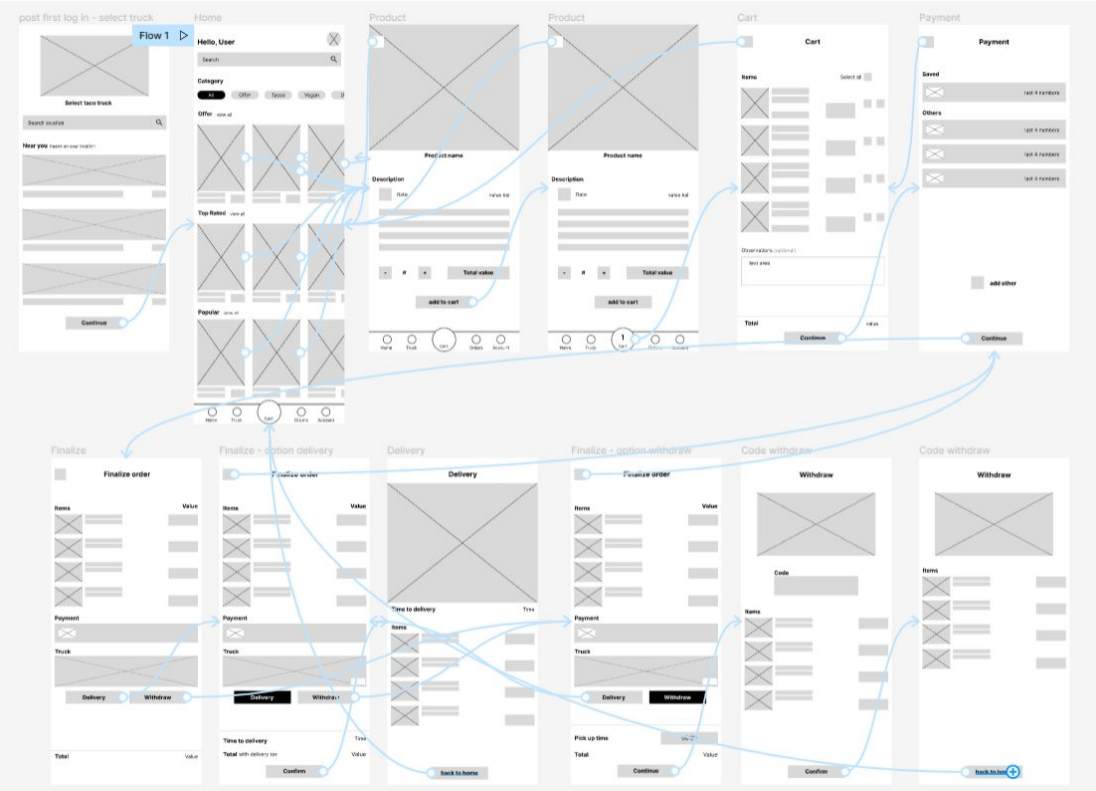
Digital wireframes

following the whole principle of basic and simple design for navigation



Low-fidelity prototype



Usability study: findings

In the first usability tests we found few serious problems, and some basic

Round 1 findings

1. More payment methods
2. Address for delivery orders
3. Visualization of values

Round 2 findings

1. Change the taco truck at checkout
2. Place to put the address on delivery orders

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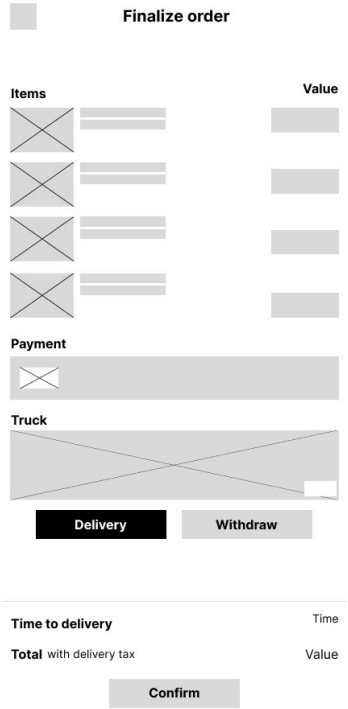
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

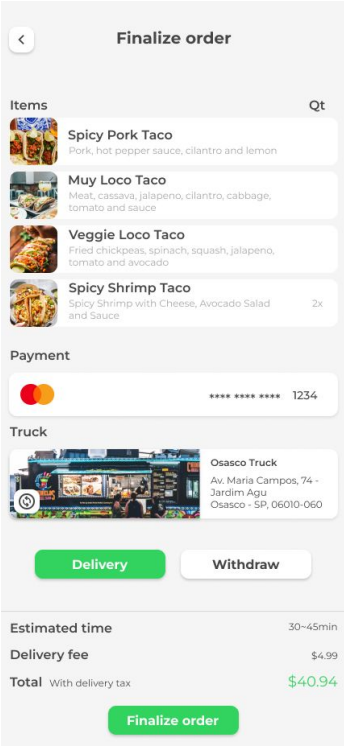
Mockups

Improves the button to change the taco truck. improvement in the visualization of values

Before usability study



After usability study



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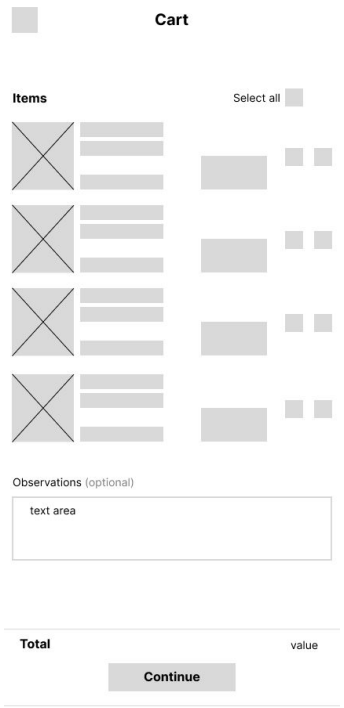
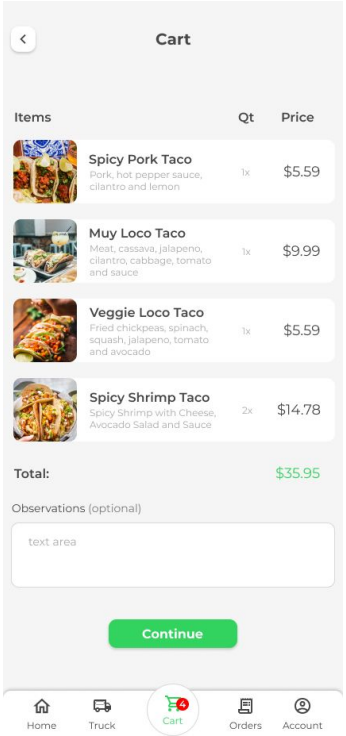
Mockups

Improvement in values and quantity visualizations

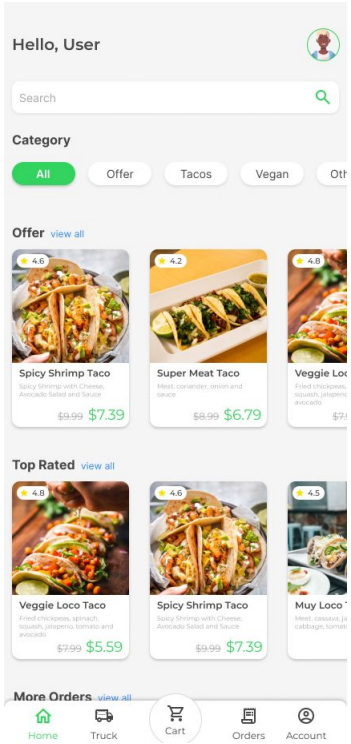
Before usability study

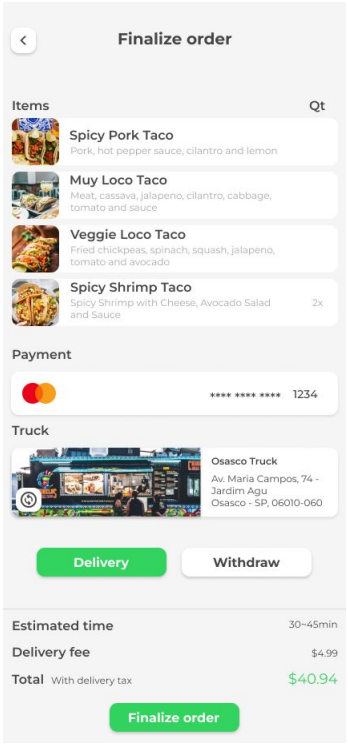


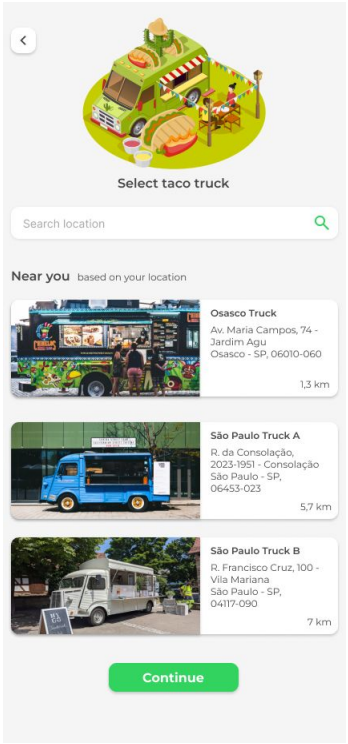
After usability study

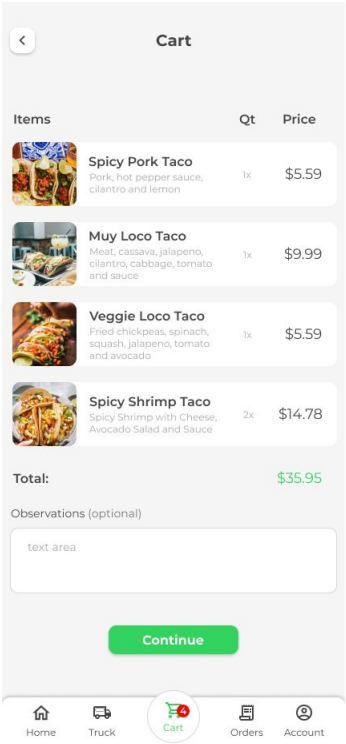


Mockups


Hello, User
Search
Category
All
Offer
Tacos
Vegan
Offer view all
Spicy Shrimp Taco
$7.39
Super Meat Taco
$6.79
Top Rated view all
Veggie Loco Taco
$5.59
Spicy Shrimp Taco
$7.39
More Orders view all
Home
Truck
Cart
Orders
Account

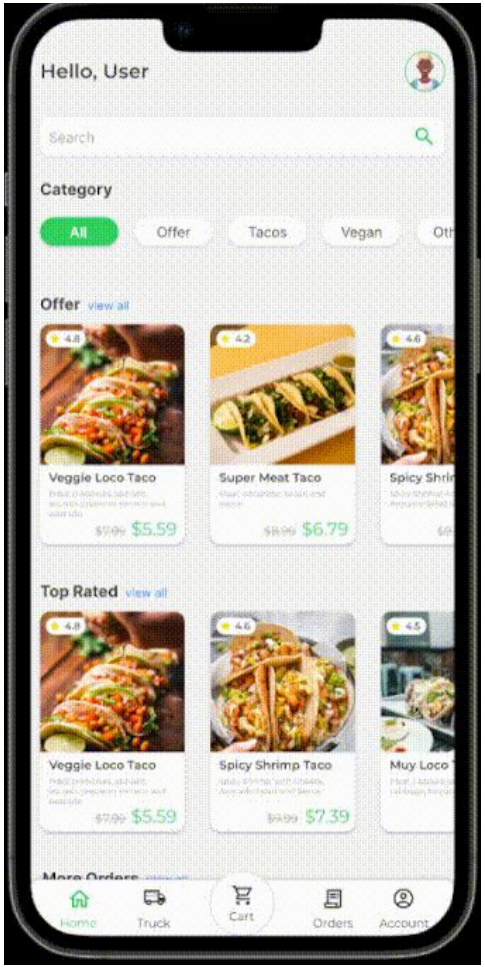

Finalize order
Items
Qt
Spicy Pork Taco
Pork, hot pepper sauce, cilantro and lemon
Muy Loco Taco
Meat, cassava, jalapeno, cilantro, cabbage, tomato and sauce
Veggie Loco Taco
Fried chickpeas, spinach, squash, jalapeno, tomato and avocado
Spicy Shrimp Taco
Spicy Shrimp with Cheese, Avocado Salad and Sauce
2x
Payment
**** **** **** 1234
Truck
Osasco Truck
Av. Maria Campos, 74 - Jardim Agu
Osasco - SP, 06010-060
Delivery
Withdraw
Estimated time
30~45min
Delivery fee
$4.99
Total With delivery tax
$40.94
Finalize order


Select taco truck
Search location
Near you based on your location
Osasco Truck
Av. Maria Campos, 74 - Jardim Agu
Osasco - SP, 06010-060
1,3 km
São Paulo Truck A
R. da Consolação, 2023-1951 - Consolação
São Paulo - SP, 06453-023
5,7 km
São Paulo Truck B
R. Francisco Cruz, 100 - Vila Mariana
São Paulo - SP, 04117-090
7 km
Continue


Cart
Items
Qt
Price
Spicy Pork Taco
Pork, hot pepper sauce, cilantro and lemon
1x
$5.59
Muy Loco Taco
Meat, cassava, jalapeno, cilantro, cabbage, tomato and sauce
1x
$9.99
Veggie Loco Taco
Fried chickpeas, spinach, squash, jalapeno, tomato and avocado
1x
$5.59
Spicy Shrimp Taco
Spicy Shrimp with Cheese, Avocado Salad and Sauce
2x
$14.78
Total:
$35.95
Observations (optional)
text area
Continue
Home
Truck
Cart
Orders
Account

High-fidelity prototype

Improvement in values and quantity visualizations



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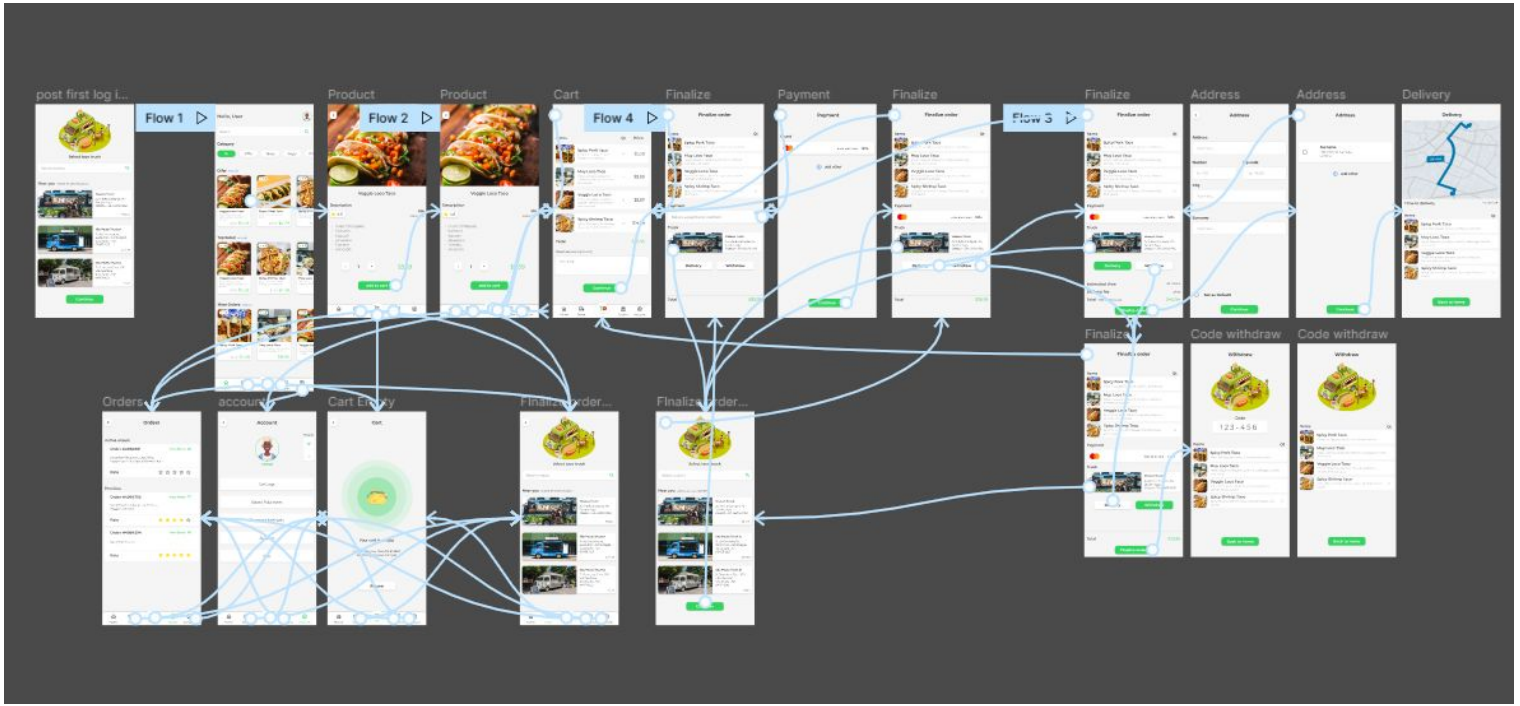
High-fidelity prototype



Accessibility considerations

1

The app has been adapted for people with visual impairments

2

It is divided by containers which helps voice reader applications to read product titles and values easier

3

We avoid making double or combined products to avoid errors in the voice command and also to avoid wrong orders

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Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The impact of the app was really significant, and it really hit the expectation of the target audience which is people who like to use the 'withdrawal system'

What I learned:

In this project we learned that we should focus on the really important parts of today's society, which is the perceived value of things and the speed you need to request something

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Next steps

1

Correctly and completely implement the accessibility system during deliveries or pick-ups

2

Improve the notification system to help the user and make item collection more dynamic and easier

3

Try to bring this experience to other types of food trucks.

Google

Let’s connect!

My job is to guarantee the best comfort to the user during a session in the applications I work on.

be.net/Akros
linkedin.com/in/akros413

Contact me to work together

Google