

Shawarma King App

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Project overview



The product:

Shawarma King is a local shawarma restaurant located in Chennai city in Tamil Nadu, India. Shawarma King delivers a healthy, variety of different shawarmas. Their prices are reasonable and their selection is broad. Shawarma King targets those who are unable to prepare family dinners, such as workers who are very tired after working long hours at work.



Project duration:

April 2022 to June 2022



Project overview



The problem:

People working long hours and driving long distances lack the time to prepare a meal.



The goal:

Design an app for Shawarma King that allows users to easily order and deliver healthy shawarmas

Project overview



My role:

UX designer designing an app for Shawarma King 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



Interviews were conducted and empathy maps were created to understand the users for whom the design is intended. A primary user group was identified through research. They are working adults who do not have time to cook.

Shawarma King's user group confirmed initial assumptions about its customers, but further research is needed.

Furthermore, users reported other factors preventing them from cooking at home, such as time. Getting groceries for cooking or going out to eat can be challenging.

User research: pain points

1

Time

Adults working full time are too busy to spend time preparing meals

2

Accessibility

Platforms for ordering food are not equipped with assistive technologies

3

Confusion

Users are confused with variety of shawarmas. They don't know about the ingredients.

4

Menu Creation

Menus with a lot of text are often hard to read and order from.

Persona: Ankita

Problem statement:

Ankita is a busy working adult who needs easy access to healthy food ordering options because she has no time to cook dinner for herself.



Ankita

Age: 23

Education: Bachelor degree.

Hometown: Chennai, India.

Family: Single, Living with a cat.

Occupation: Intern in digital marketing firm

"It would be nice to have a tool that helps me to get the Shawarma King to order and eat my dinner in my couch"

Goals

- Taking on more responsibilities at work
- Every task must be performed with great care and attention to detail.

Frustrations

- Often after long working hours, I am too tired to cook dinner and I'm hungry.
- I have to wait in a long line to get my order if the shop is busy.

Ankita is a 23-year-old intern in a digital marketing firm. She picks up orders for herself on several occasions after working long hours at the office and returning to her home. In her office, she has a tight schedule. Therefore, she is required to stay late in the office, so she does not have time to prepare a meal after work. She likes Shawarma King shawarmas so after office hours she goes there and orders her dinner to take home. If Shawarma King created an app for ordering and delivering, Ankita would be more comfortable. She would spend more time with her cat and feel relaxed.

User journey map

The mapping of Ankita's user journey revealed that a dedicated Shawarma King app would be very useful for users.

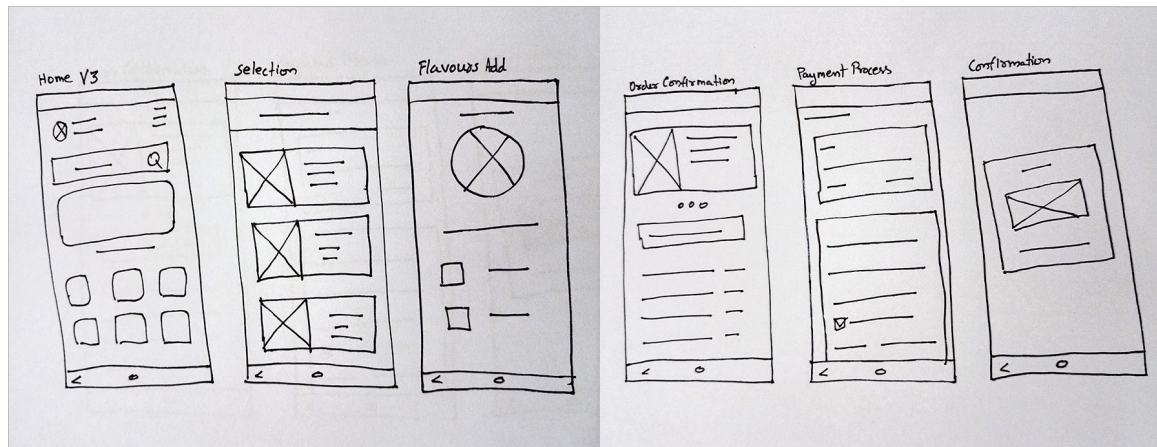
Persona: Ankita

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

ACTION	Select restaurant	Browse menu	Place order	Complete order	Received Order
TASK LIST	A. Go to Shawarma King App B. Decide on Shawarmas. C. Customize own shawarma and order	A. Select menu item. B. Customize own shawarma with extra flavours.	A. Select the Shawarma's from the menu. B. Place the order in the app.	A. Confirm order. B. Provide payment information.	A. Receive the order. B. Finish the dinner in the couch
FEELING ADJECTIVE	Excited to order shawarma from their favorite restaurant.	Annoyed at large text	Anxious about having to remember order.	Annoyed at time it takes to drive to restaurant & back.	Happy to eat .
IMPROVEMENT OPPORTUNITIES	Create a dedicated mobile app.	Include more images.	Provide a simple checkout details.	Provide tips and hints for flavours to add in users selected shawarmas	Feedback must be provided through the app. Customer satisfaction and accuracy of orders must be determined through this process.

Paper wireframes

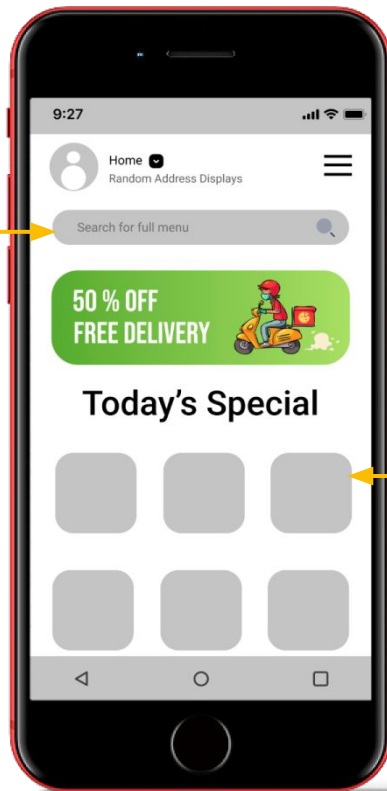
In drafting paper iterations of the screens of the app, I ensured that the elements that made their way to digital wireframes would address the needs of users.



Digital wireframes

During the initial design phase, I based screen designs on user feedback and findings.

This search bar helps the user to view the full menu

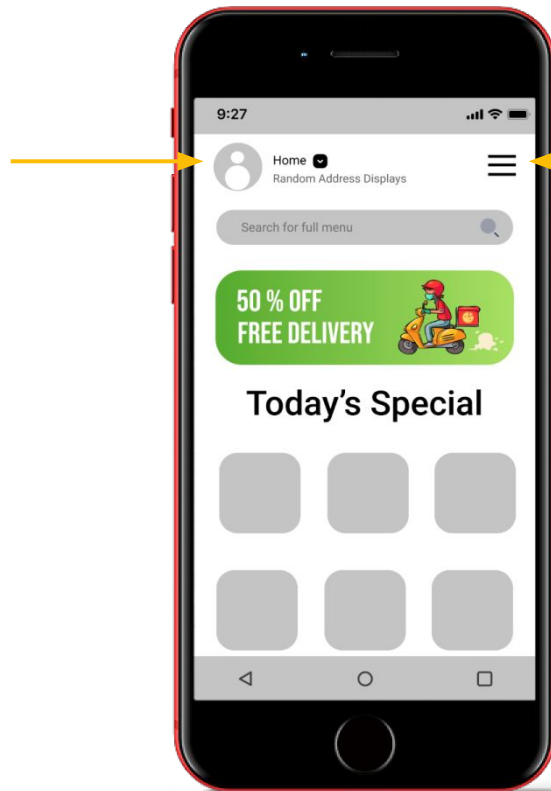


This option helps the users to select the daily specials of Shawarma King

Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

Easy to access Profile

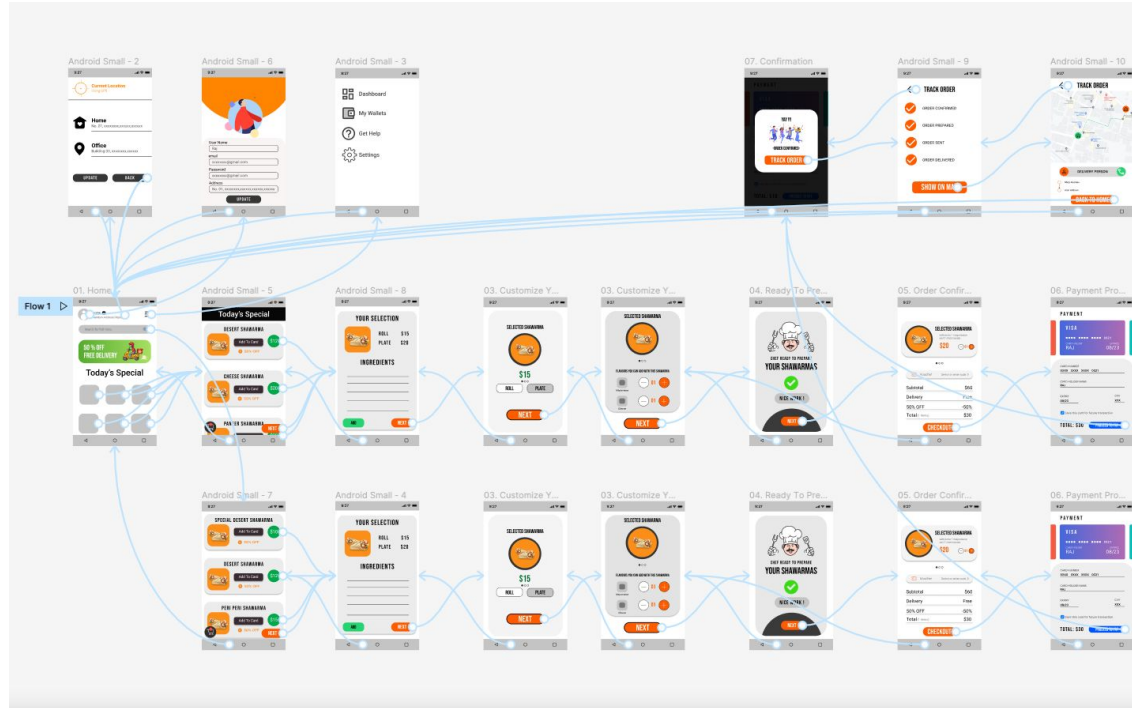


Easy access to navigation that's screen reader friendly.

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The prototype can be used in a usability study since the primary user flow is building and ordering Shawarmas.

Shawarma King App can be viewed [here](#)



Usability study: findings

Two rounds of usability studies have been conducted. From wireframes to mockups, the results of the first study guided the design process. In the second study, a high-fidelity prototype was used to reveal where the mockups needed to be refined.

Round 1 findings

- 1 Users want to order Shawarma quickly
- 2 Users want more customization options
- 3 Users want a delivery option

Round 2 findings

- 1 Users need a dedicated page for the ingredients added to their shawarma.
- 2 users need hints on which additional flavors work best with their selected shawarma so they can choose what to add.
- 3 Users need a name label with the cart icon so that they understand the selection process is over and they can move to the payment process.

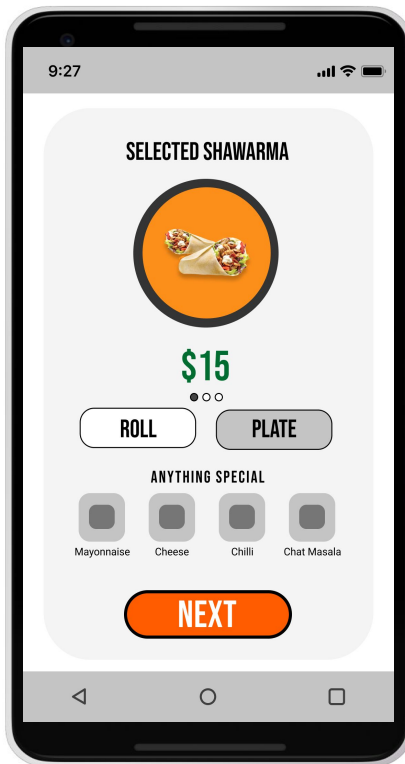
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

There is a new hint page with flavour adding and removing options. The users can now access the new flavour adding page with hints and removing options.

Before usability study



After usability study



Mockups

New next button added with name label. Now users know what to do after completing the shawarma selection process.

Before usability study



After usability study



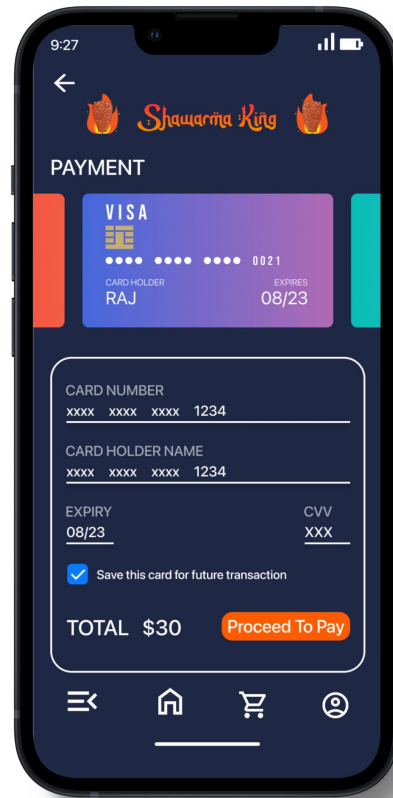
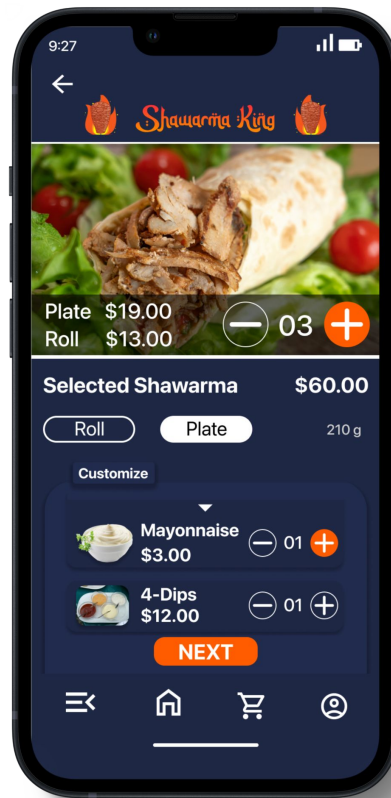
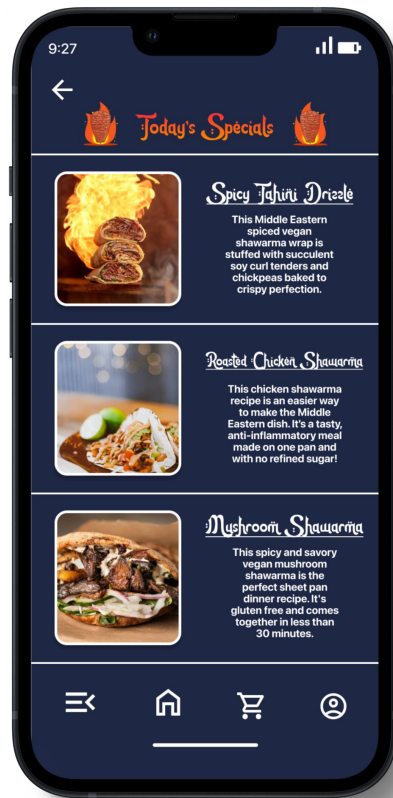
Mockups

Ingredients pages have been added for users' selected shawarmas. Users can now view the ingredients for the shawarma they selected.

After usability study



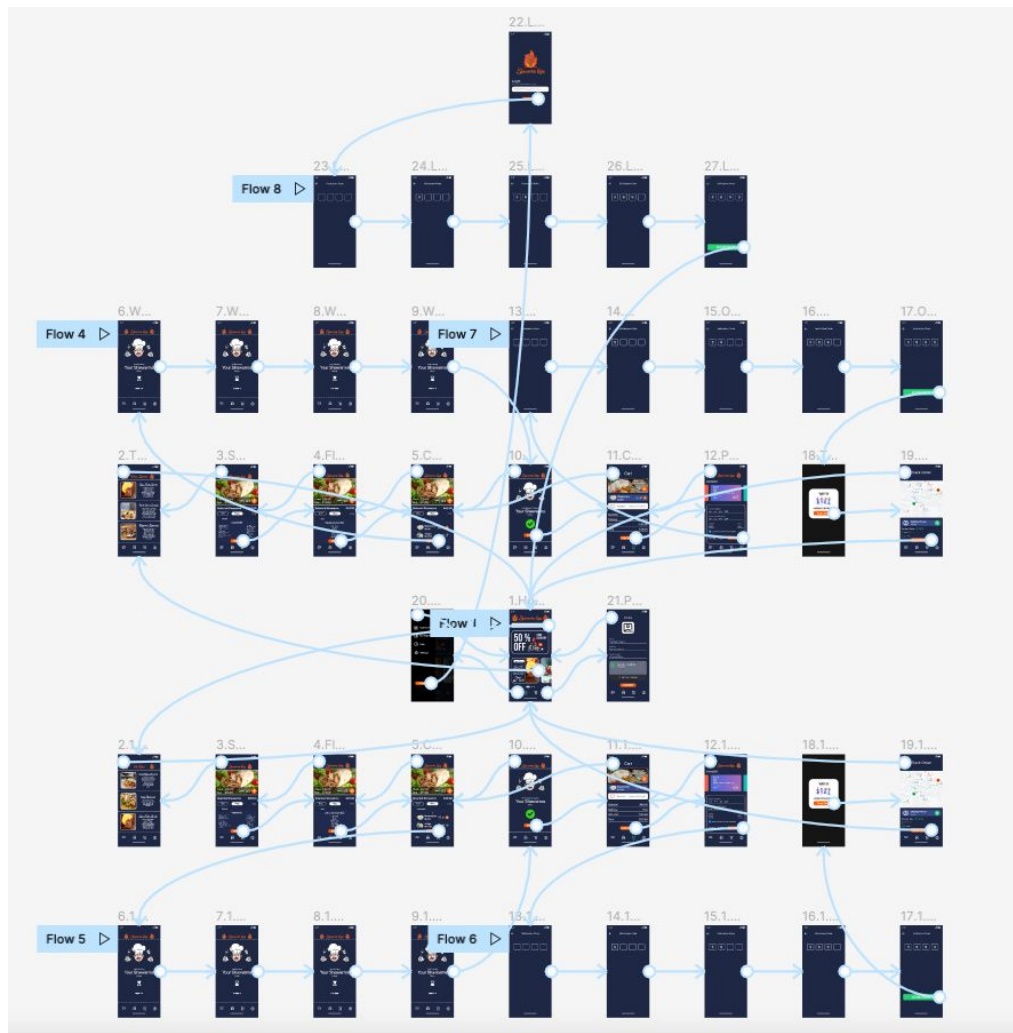
Mockups



High-fidelity prototype

High-fidelity prototypes presented cleaner user flows for building Shawarmas and for checking out. The prototypes also met user needs for delivery options and more customization.

View Shawarma King
[High-Fidelity Prototype](#)



Accessibility considerations

1

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

2

Ingredients pages have been added for users' selected shawarmas. Users can now view the ingredients for the shawarma they selected if any ingredients are allergy to them they can avoid that.

3

Used icons to help make navigation easier.

4

New detailed customizing option are created so users can customize their own shawarmas

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Shawarma king's app makes users feel as if the company genuinely cares about meeting their needs.



What I learned:

I'm not sure where to start while designing the Shawarma King app. My first step was to investigate how the competitors' apps work and if they meet the needs of users. My next step was to design a low-fidelity prototype, after which I tested it with a testing group and received helpful feedback. Every iteration of the app's design was influenced by user studies and peer feedback.

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.

Let's connect!



Thank you for your time reviewing my work on the
Shawarma King app!