

Sandwich club

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Project overview



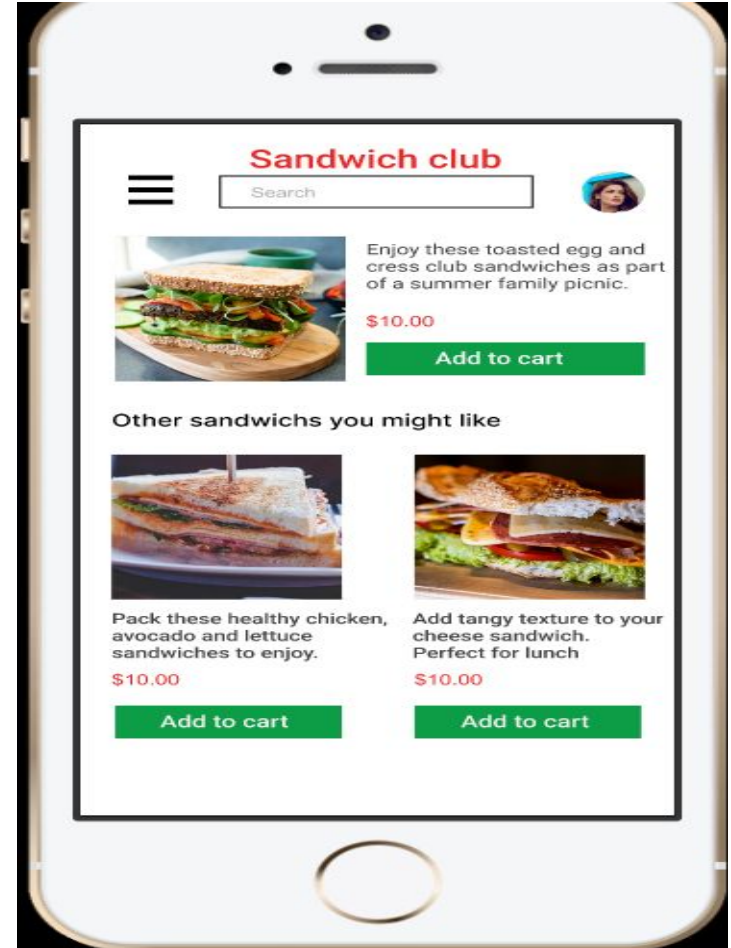
The product:

Sandwich club is a sandwich delivery app that is located in Lagos, Nigeria. Sandwich club strives to deliver amazing sandwiches to the customers. Sandwich club target customers are students who couldn't get lunch from home and commuters who couldn't make lunch at home.



Project duration:

May 2023 to June 2023



Project overview



The problem:

Students forget to take their lunch and some parents of those students are too busy to prepare lunch for their kids.



The goal:

Design a sandwich app that helps user order sandwich easily when they forget to take breakfast or lunch.

Project overview



My role:

UX designer designing for sandwich club from conception to delivery



Responsibilities:

Conducting interviews, Paper and digital wireframing, low and high-fidelity prototyping, Conducting a usability study 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 help understand the users am designing for and their needs. A primary group identified through the research was students and working adults who don't have time to cook for their kids and for themselves.

This user group confirmed initial assumptions about sandwich's club customers, but research revealed that time wasn't the only limiting factor that users face from cooking at home. Other user problems include obligations and challenges that make it difficult to go get groceries to make breakfast or lunch for the kids.

User research: pain points

1

Time

Working adults are too busy to spend time in preparing food for their kids.

2

Accessibility

Most apps for ordering food are not really equipped with assistive technologies

Persona: Name

Problem statement:

Henry is a school dropout and an 11 months old daughter, Henry wants to get a decent job so he can take care of his daughter but he needs to get a degree first



Name: Henry

Age: 24

Education: School dropout

Hometown: Texas, United states

Family: A daughter

Occupation: waiter

"I'm working towards getting to the top, not just for me but for my daughter too"

Goals

- To have access to good food, shelter and healthy leaving for i and my daughter
- To be able to finish school at some point
- To stop being a waiter and get a good job

Frustrations

- Being a father at the age of 24 comes with a lot of responsibility
- Juggling between taking care of my daughter and work shifts

Henry is 24 year old school dropout who has a beautiful 11 months old daughter. Henry wants to stop being a waiter and get a decent job that will sustain him and his daughter but he has to finish school first. Being a father at such a young age comes with a lot of responsibilities for Henry.

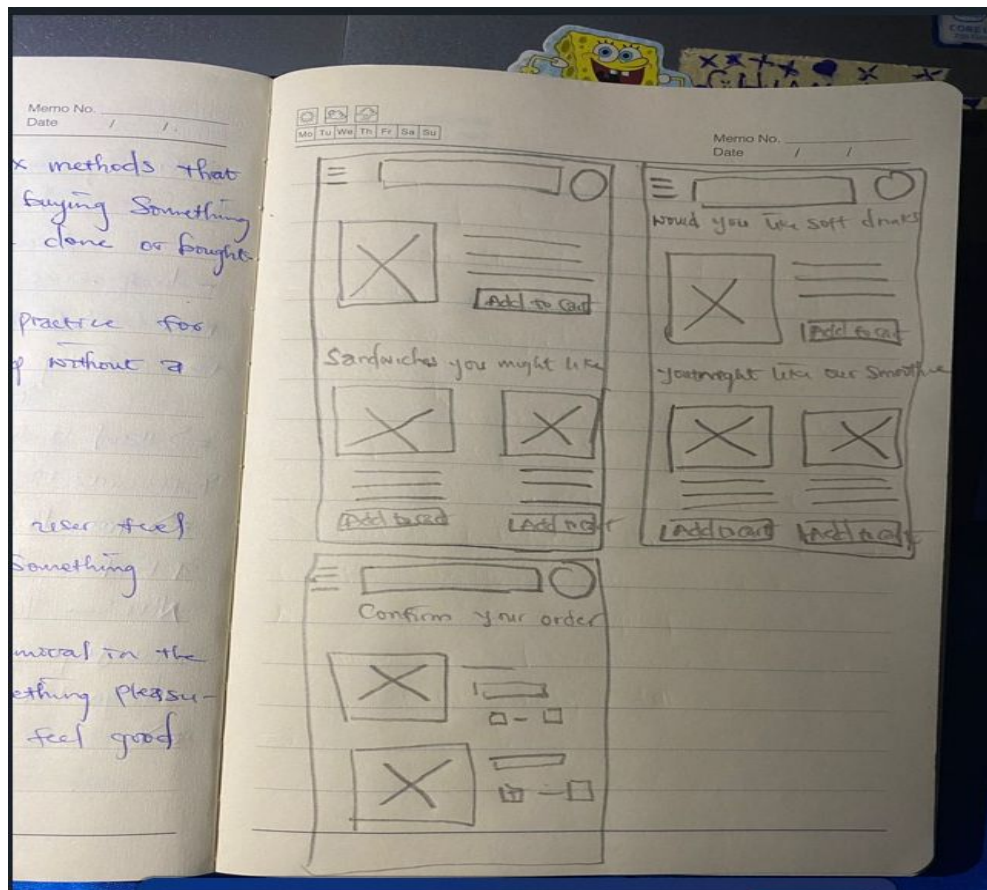
User journey map

[Your notes about goals and
thought process]

Image of user
journey map

Paper wireframes

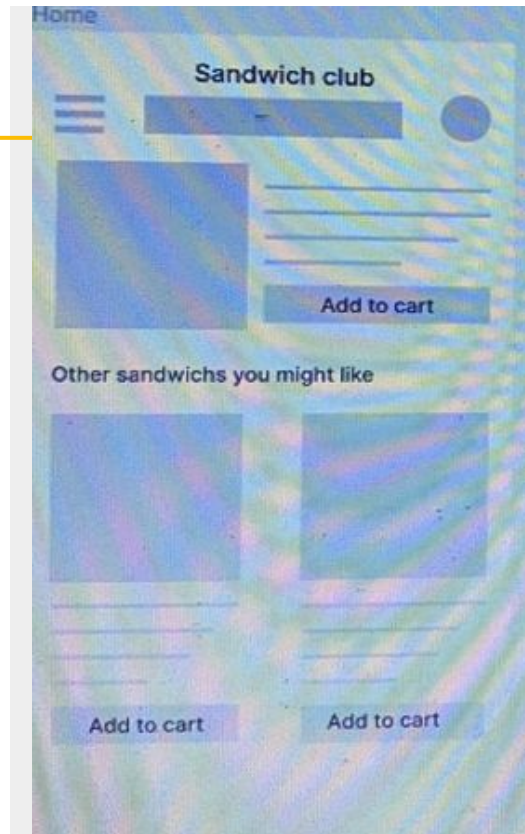
Taking time to draft design
if each screen of the app on
paper ensured that the
elements that will make it
to the digital wireframes
will be well suited.



Digital wireframes

As i continued the design, i made sure to make the screen designs feedback and findings from the user research

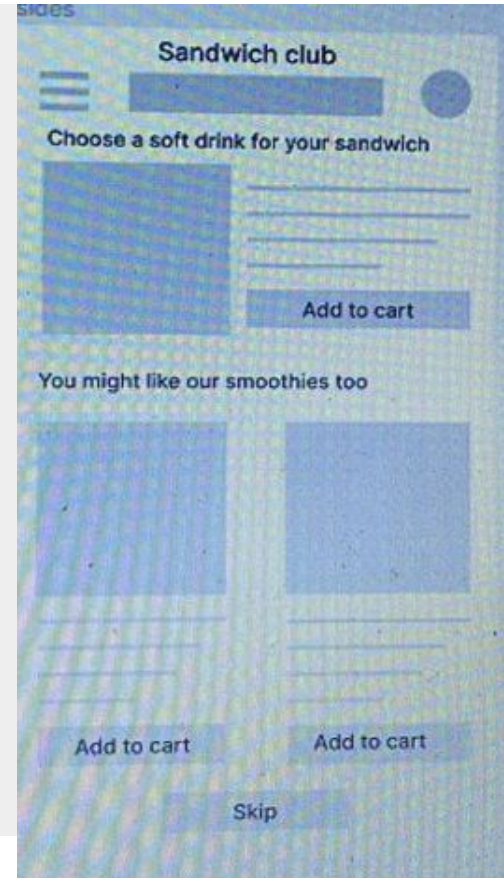
The button on the screen makes it easier to order and add to cart.



Digital wireframes

Easy navigation was the key
is a key user needs to access
just incase they dont need a
soft drink to go with their
sandwich

Easy access to
navigation and
a user friendly
key



Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of building and ordering sandwich, so the prototype can be used as usability study for users.

Ps: please pardon me i lost the file of my low-fidelity prototype.

Screenshot of prototype with connections or prototype GIF

Usability study: findings

I conducted two rounds of usability studies. findings from the first study helped me guide the designs from wireframes to mockups. The second study used a high- fidelity prototype and revealed what part of the designs needs some more work.

Round 1 findings

- 1 Users wants to order sandwich as fast as possible.
- 2 Users want more customization option

Round 2 findings

- 1 The customization has so many process before you actually get to it
- 2 "Create your own menu" is kinda confusing to users

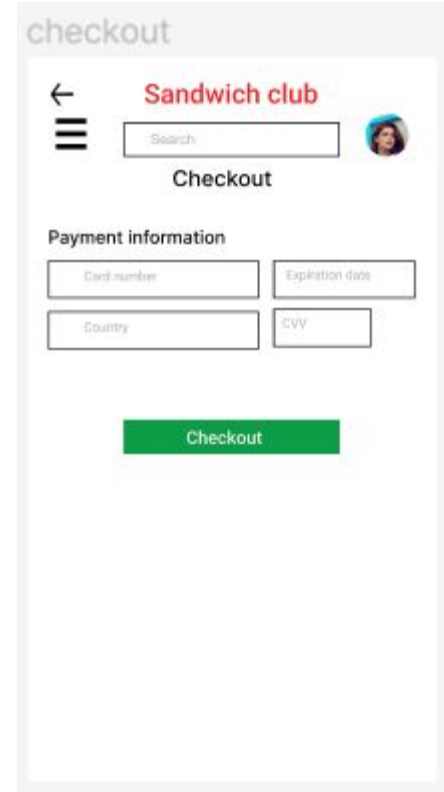
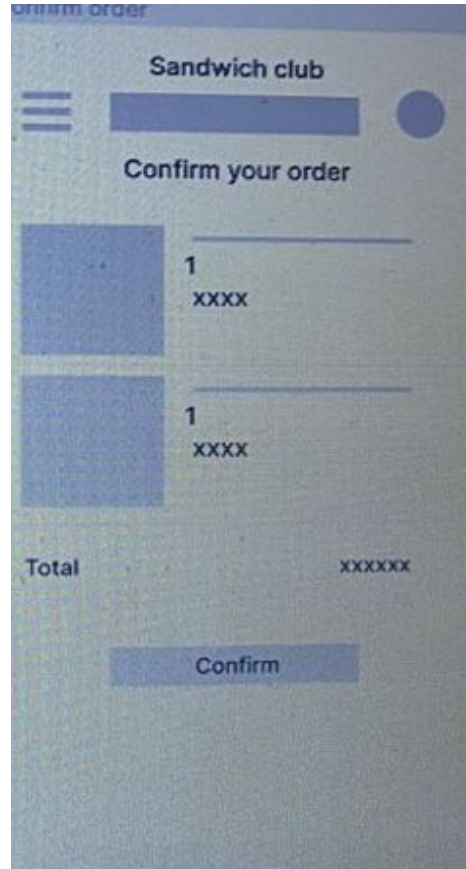
Users want the checkout point to be easy and smooth

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

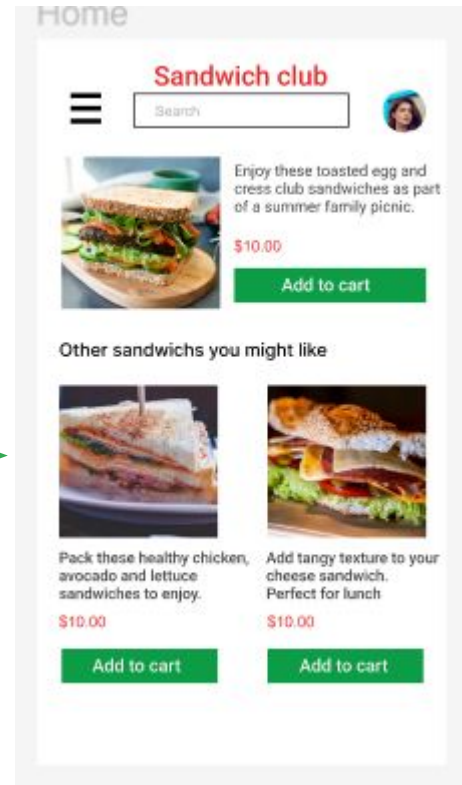
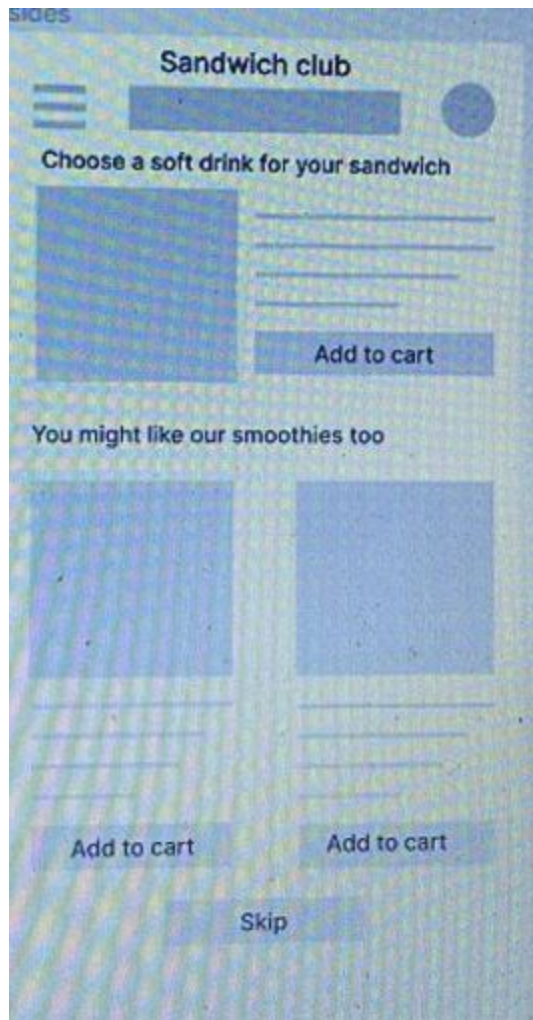
Mockups

[Earlier i wanted to make this page the last page but after the usability study, i realized that creating a checkout page will make checking out easier and faster for users

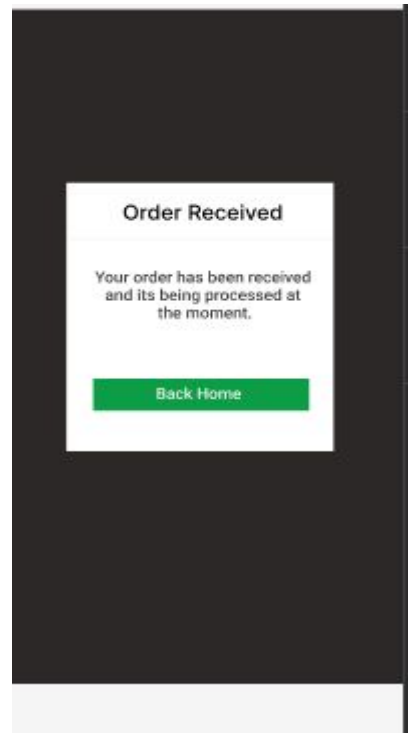
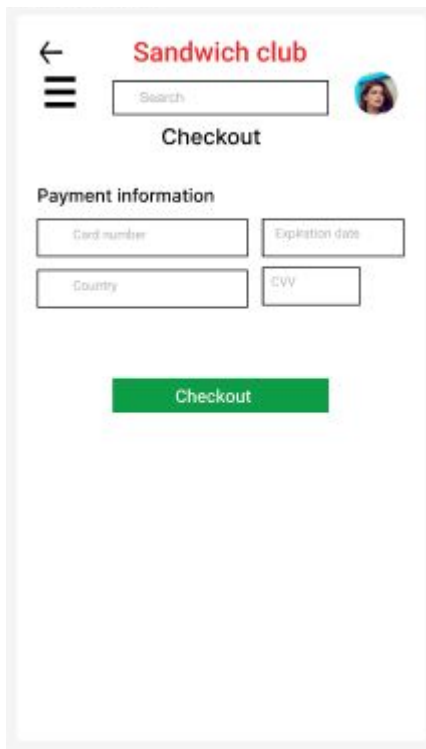
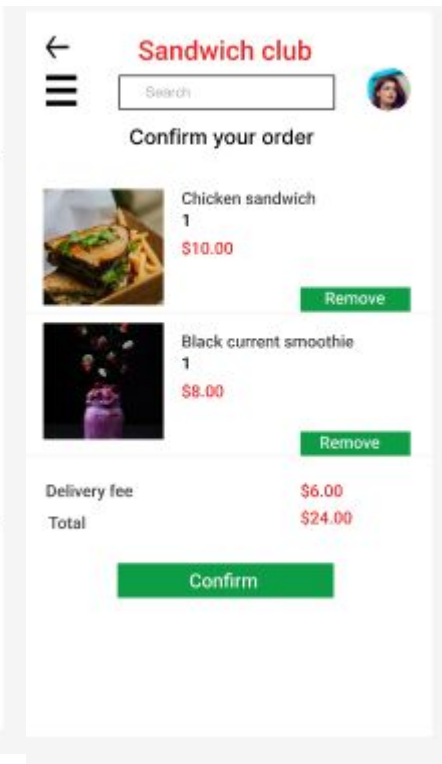
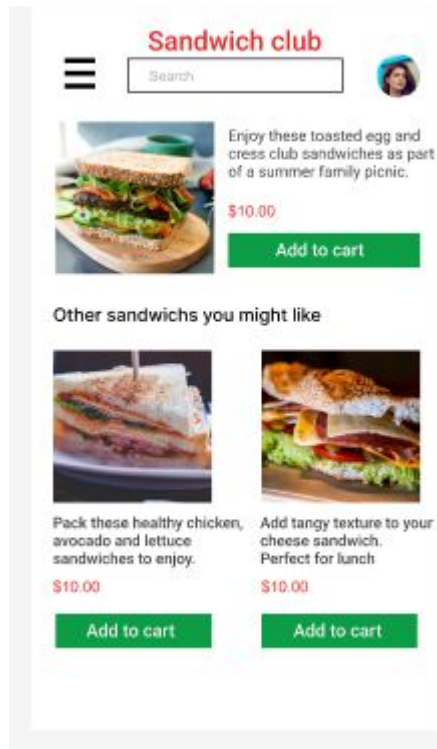


Mockups

[The second usability study revealed the frustrations with “create your own menu” so i made it easier for users to find



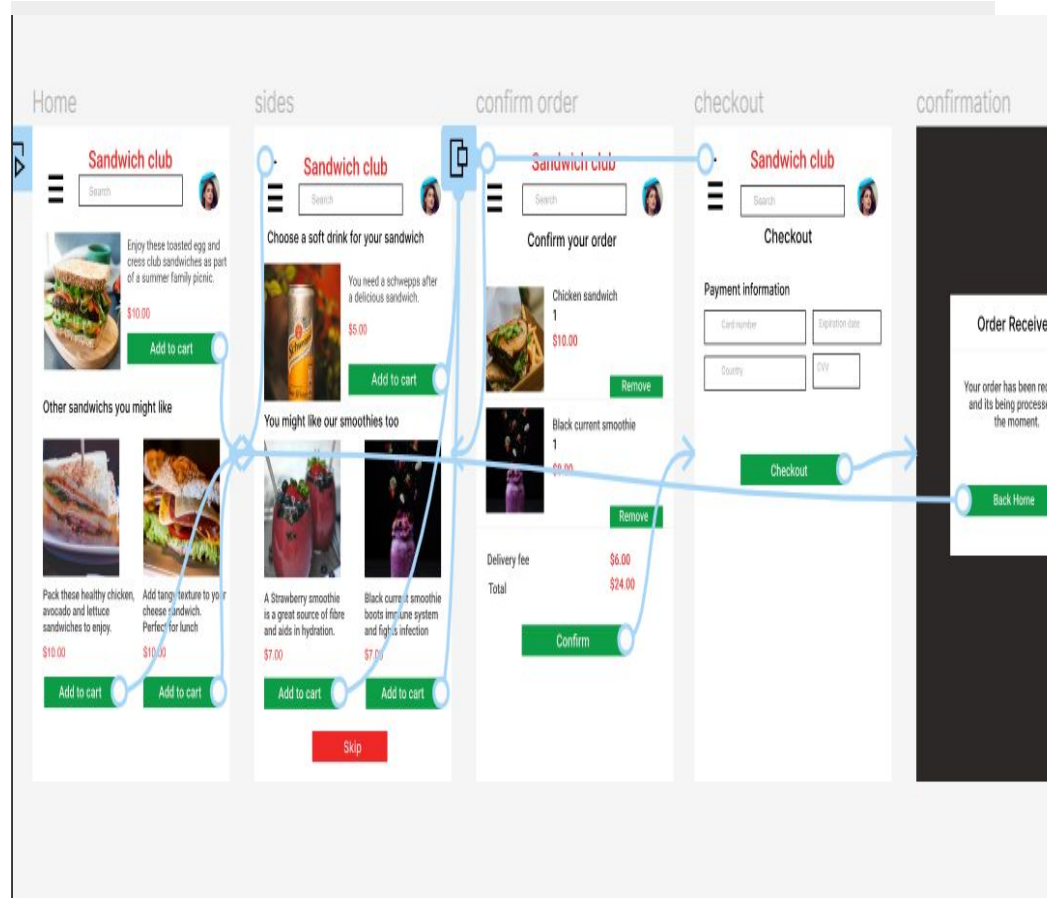
Mockups



High-fidelity prototype

[The final high- fidelity prototype shows a neat and user friendly user flow for making a sandwich and an easier check out option.

<https://www.figma.com/file/zdP0EAe531zdJGXWEnOPMf/sandwich-club-project?type=design&no>



Accessibility considerations

1

I used icon to make navigation easier

2

Used a better imagery to help users identify and really know the type of sandwich they are ordering

3

Provided access for user who has a disability to be able to use the app

Going forward

- Takeaways
- Next steps

Takeaways



Impact: the app really made it easy for moms who are too busy to make breakfast or lunch for their kids or husbands



What I learned:while designing the sandwich i learned that we need to think about the user while making an app. I also learned that usability study and peer feedback helps in the iteration and app design.

Next steps

1

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

2

Conduct another usability study to validate whether the pain points that users experienced has been effectively resolved.

3

Insert a few sentences summarizing the next steps you would take with this project and why.

Let's connect!



Thank you for your time reviewing my work on sandwich club. If you would like to see more or get in touch, my contact information is provided below
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