

Live Event Ordering App Design

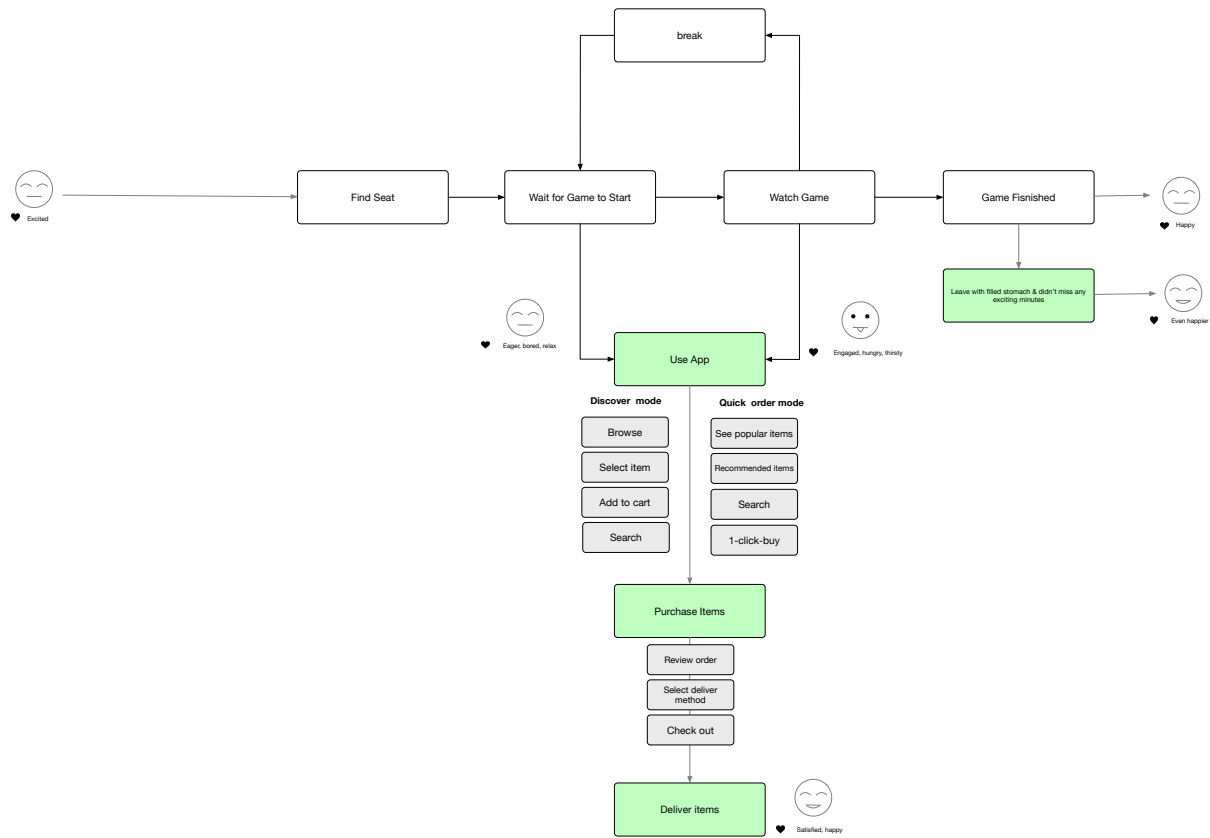
Note:

- Without user research, the desired user experience was drawn from my own experience from US open.
- The user journey map, information architecture and wireframes are showing use flow for existing users, thus the onboarding flow was omitted.

Overall strategy for information architecture

- Two major different use cases with different user emotional state were identified from my own experience (needed more user research to support in real case);
- The ordering UX should support 2 different modes:
 - Discover mode
 - Quick order mode

USER JOURNEY MAP



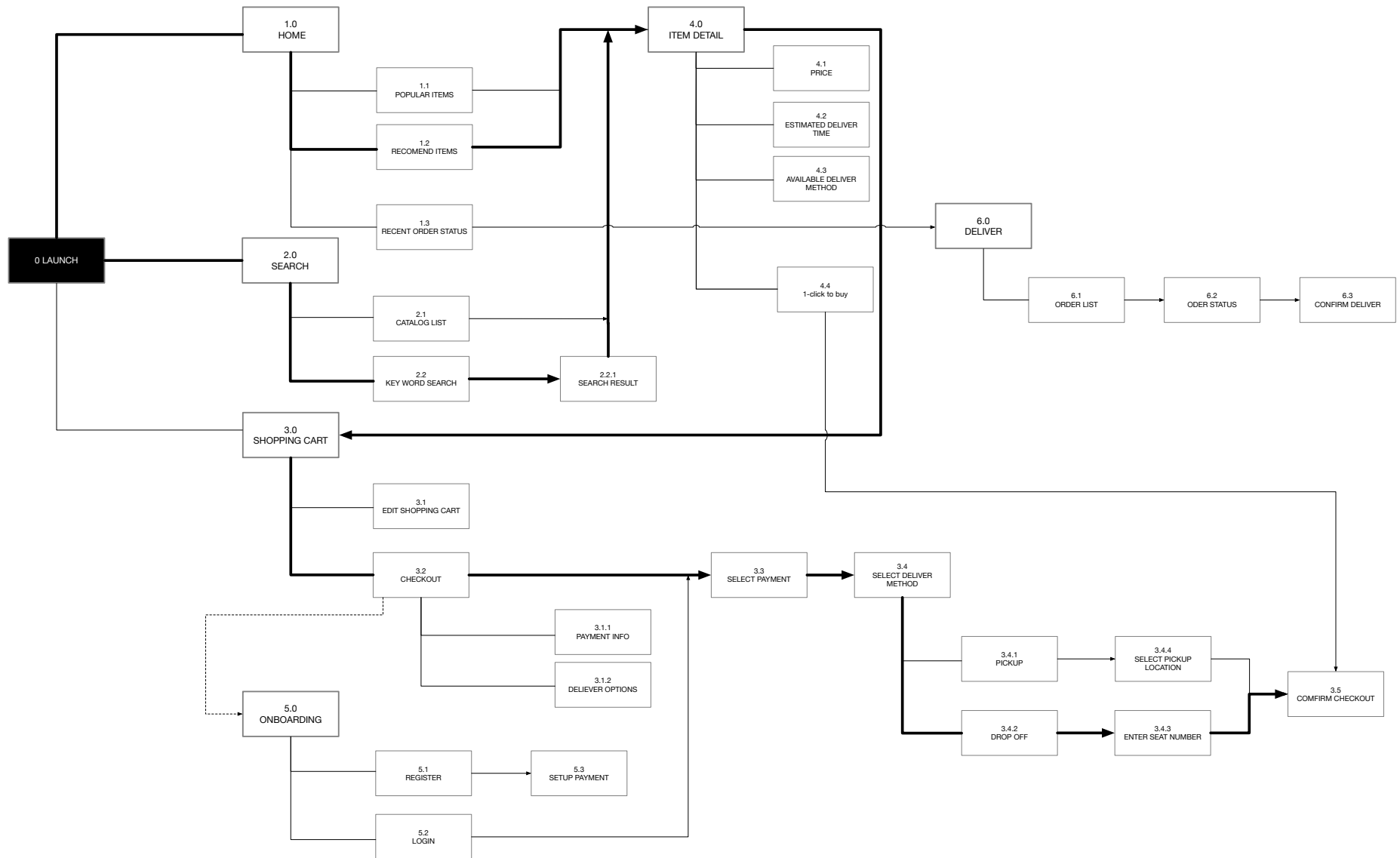
LEGEND

- Activities in live events
- Activities using the app
- Interactions happen within the app
- User emotional state

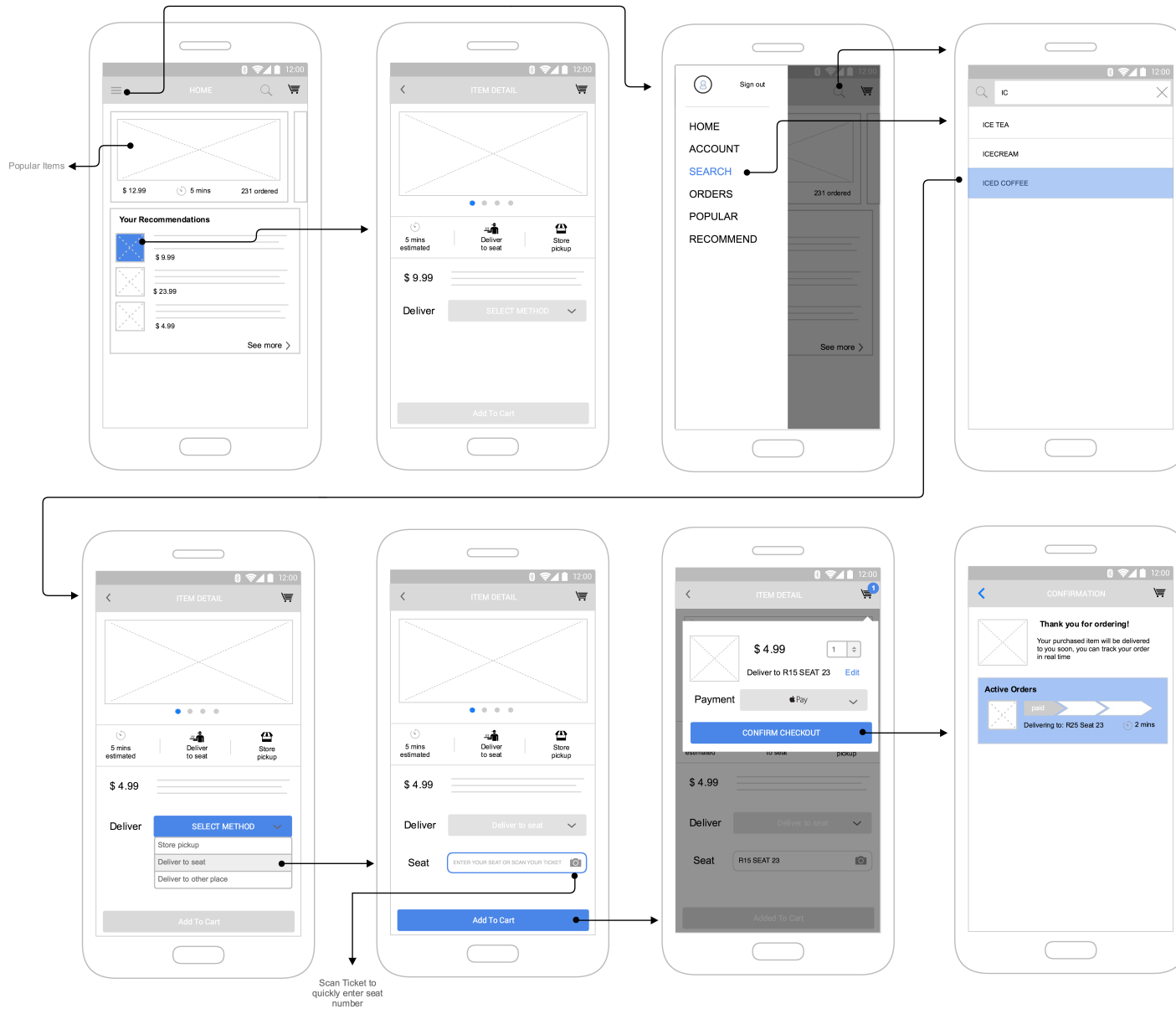
Discover mode

- In this use case, users may have more time and in a more relax mood, the app should have different ways to let users explore what to purchase;
- Users can browse popular items and recommended items from home page. They can search through key words or catalog from pull-out menu if they need something in mind;

DISCOVER MODE



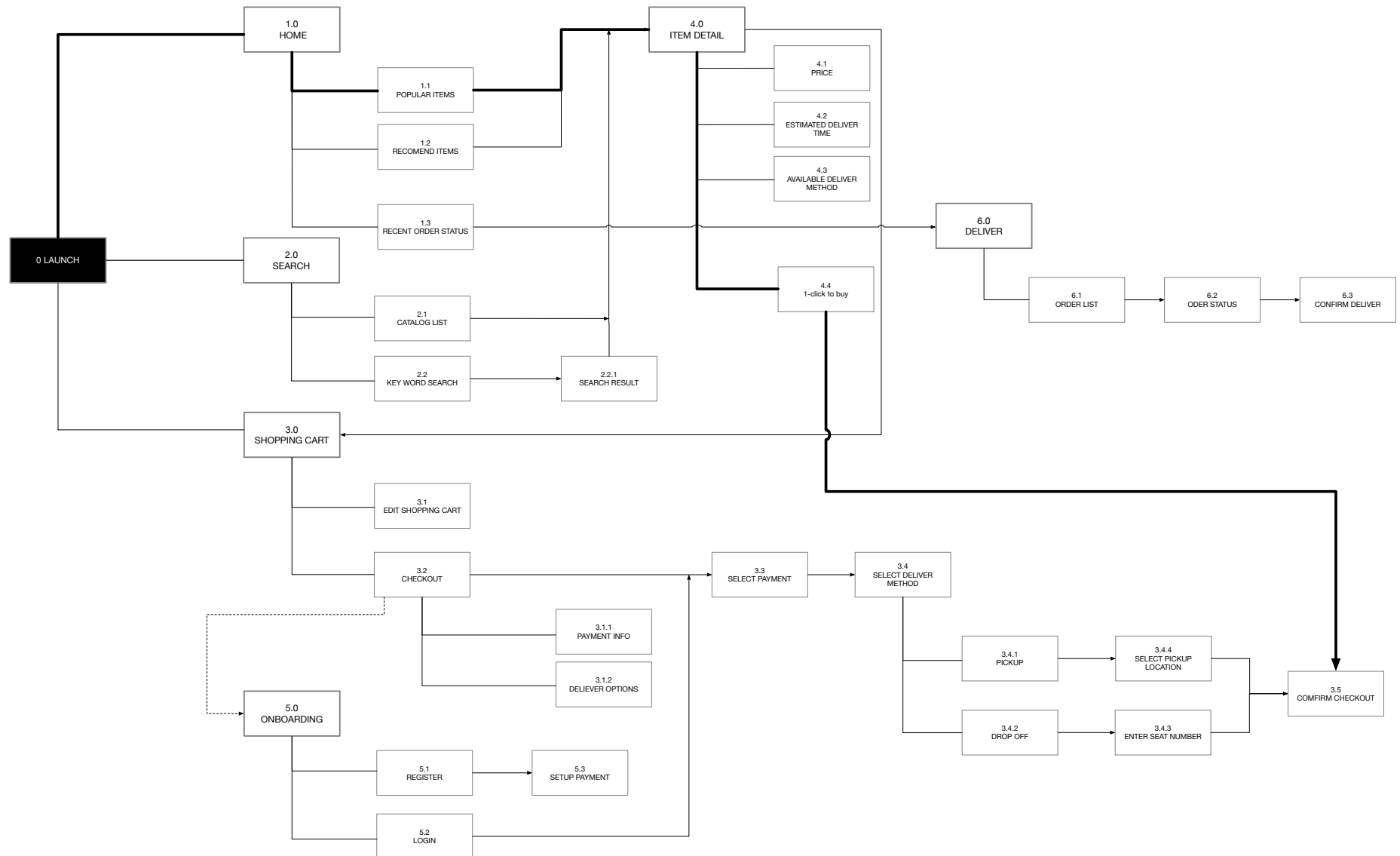
Discover Mode Wireframe



Quick order mode

- In this use case, users maybe already engaged with the game but for some reasons need to quickly buy something. For example, the user feel hungry, wants to buy a hot dog but don't want to miss the game.
- The app should have a good guess in any moment for what users need most, and it's likely from the popular sections or recommended sections.
- The app should provide simple way for users to checkout and deliver the purchased items

QUICK ORDER MODE



Quick Order Mode Wireframe

