

Food Haven

Designing an intuitive app experience
for a growing food pickup platform.

Outcomes:

Created a scalable design system
Improved the mobile app experience
Built team alignment around design



Overview

What was the problem?

Trying to solve a business problem here:

From a team activity we discovered the problems we need to decrease the trust gap between user downloading the app and ordering their first meal.

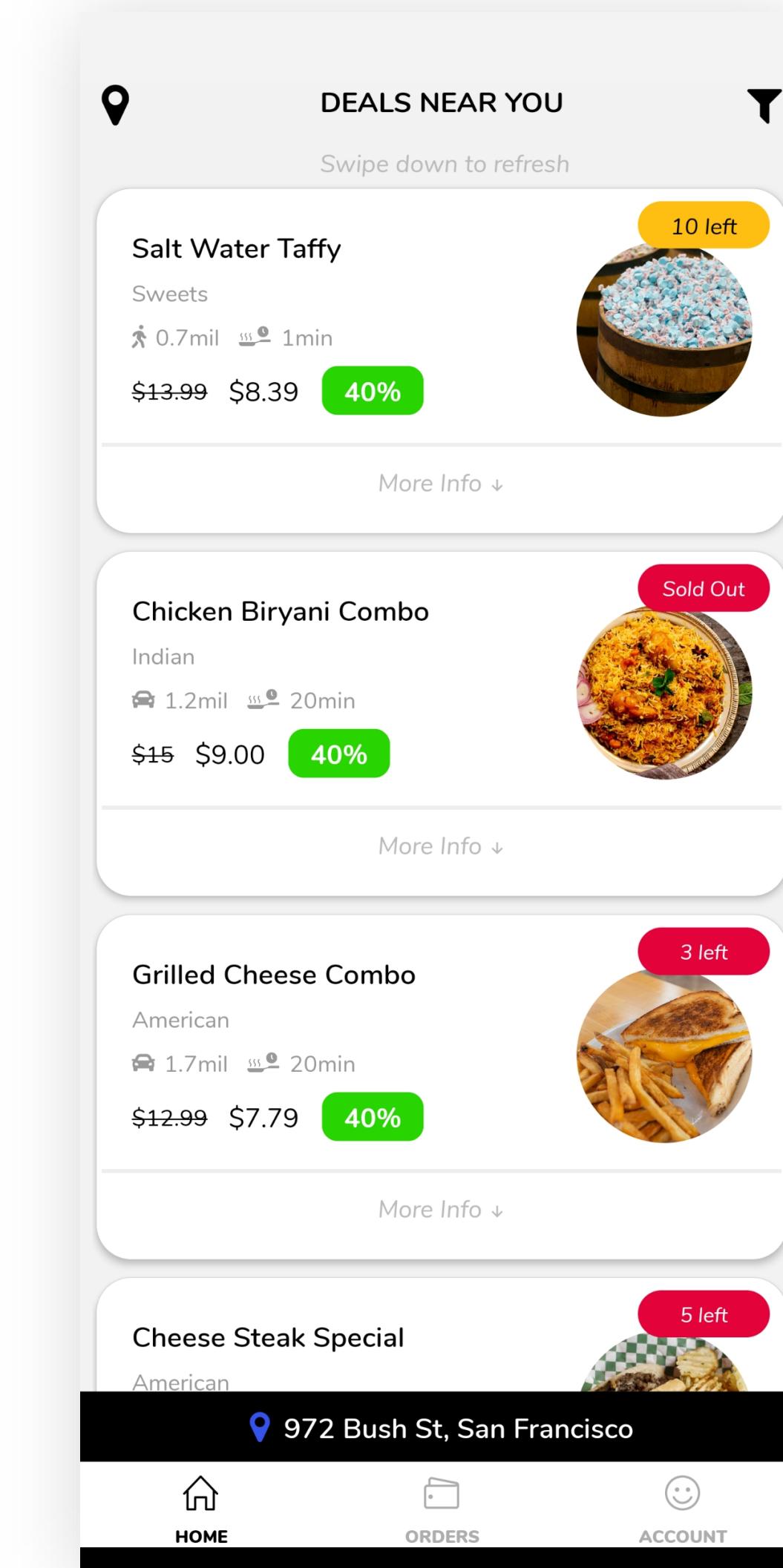
Goal: Increase user retention and drive transactions.

How did I solve it?

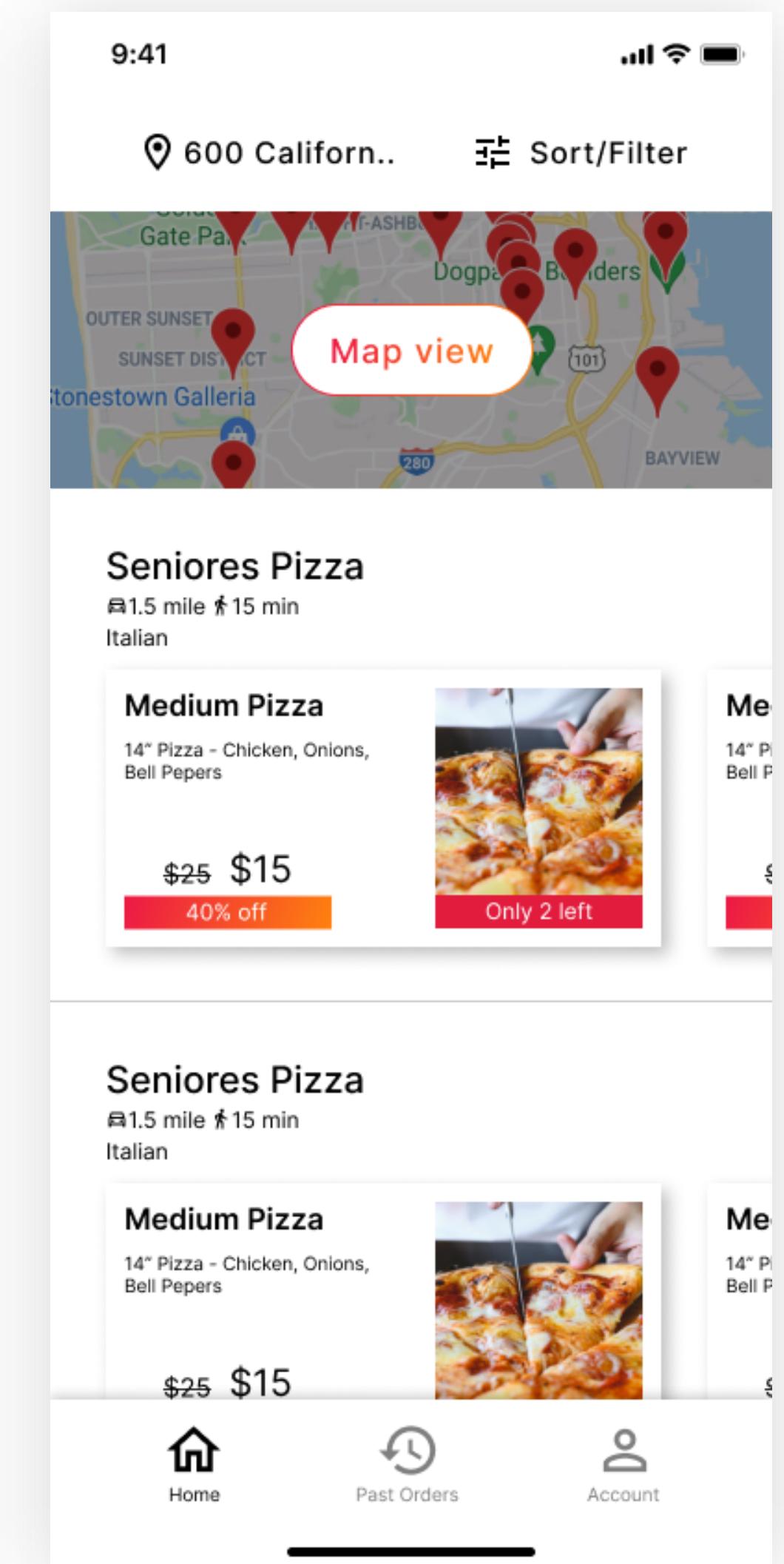
- Made sign up easier
- Made checkout process faster
- Introduced a map view to find nearby restaurants

What were the outcomes?

- Increased number of orders by 150% per week
- Lower uninstall rate from 71% to 52%



Before

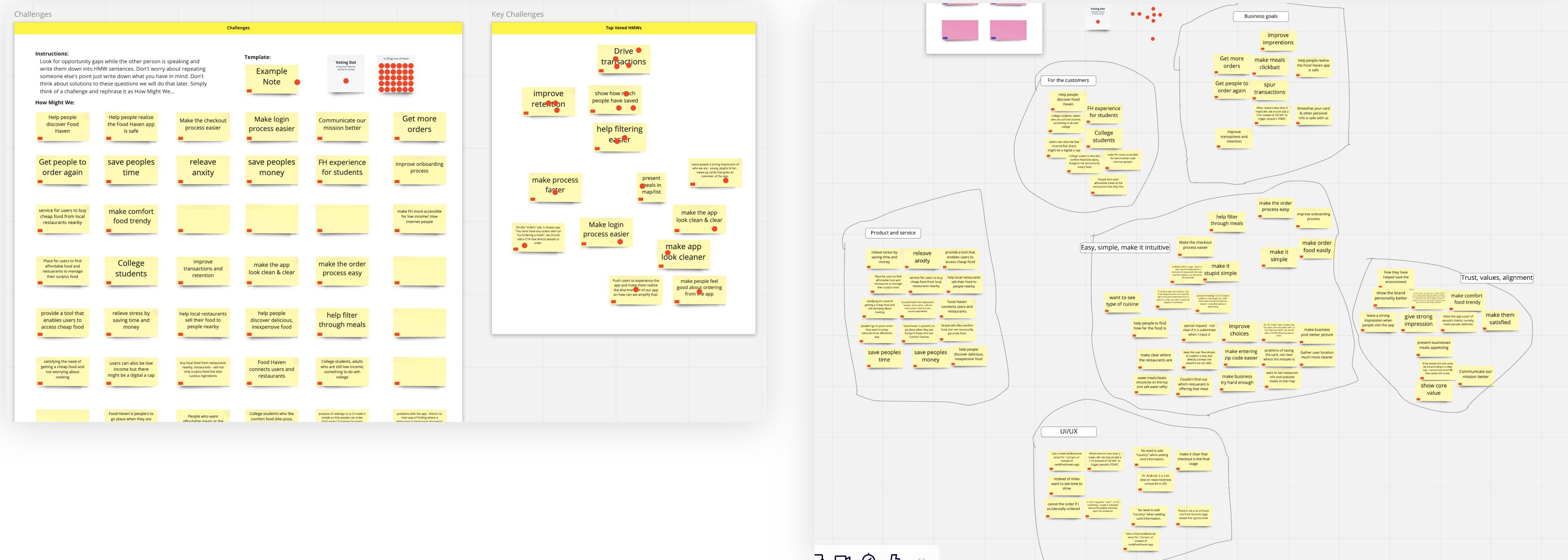


After

Design Strategy Discovery

Started with a HMW (How Might We) activity.

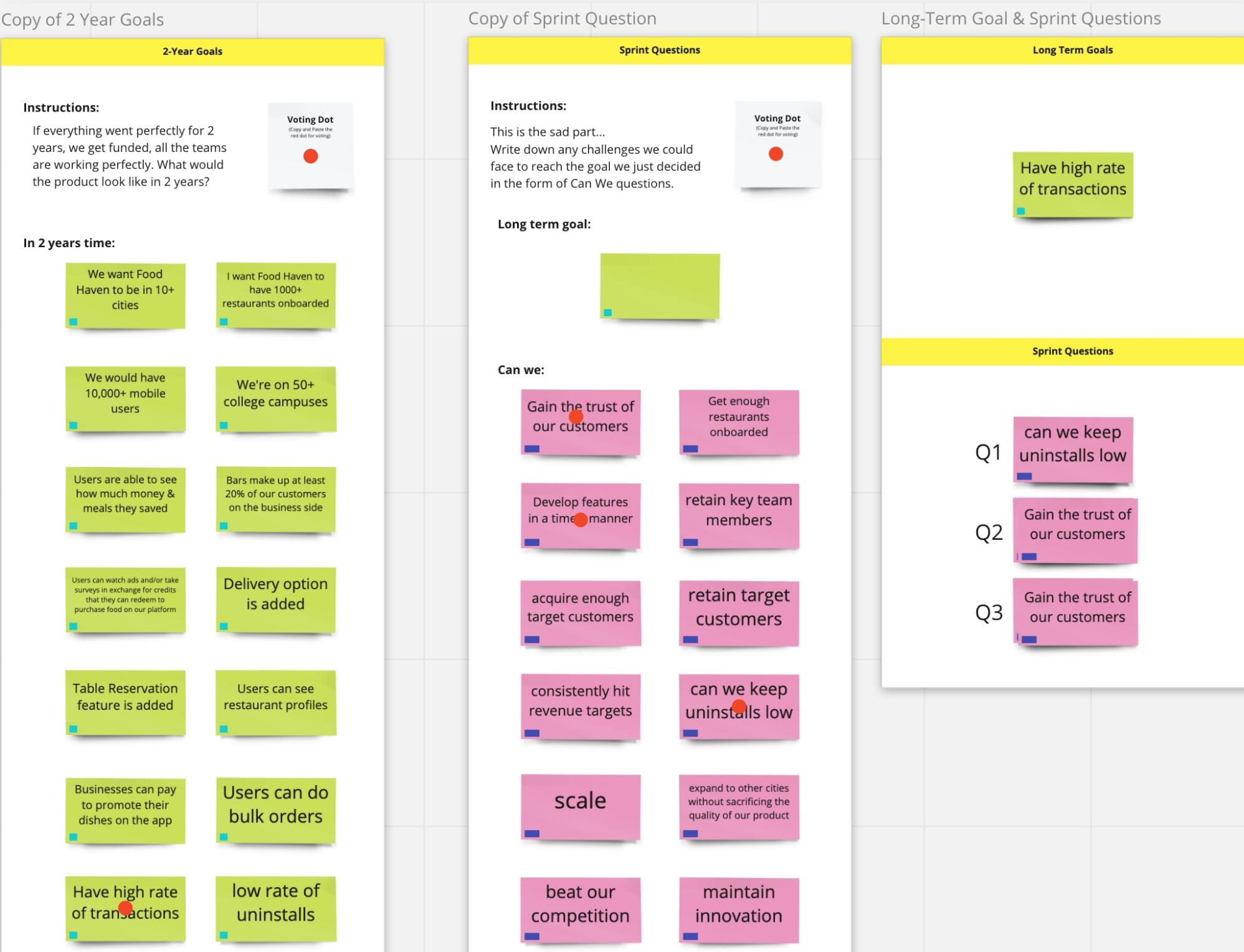
1. Just talking about the company and the product and taking notes in HMW problem statement
2. Categorizing the problems in their own spaces
3. Vote to find the big problems to deal with!



Design Strategy Workshops

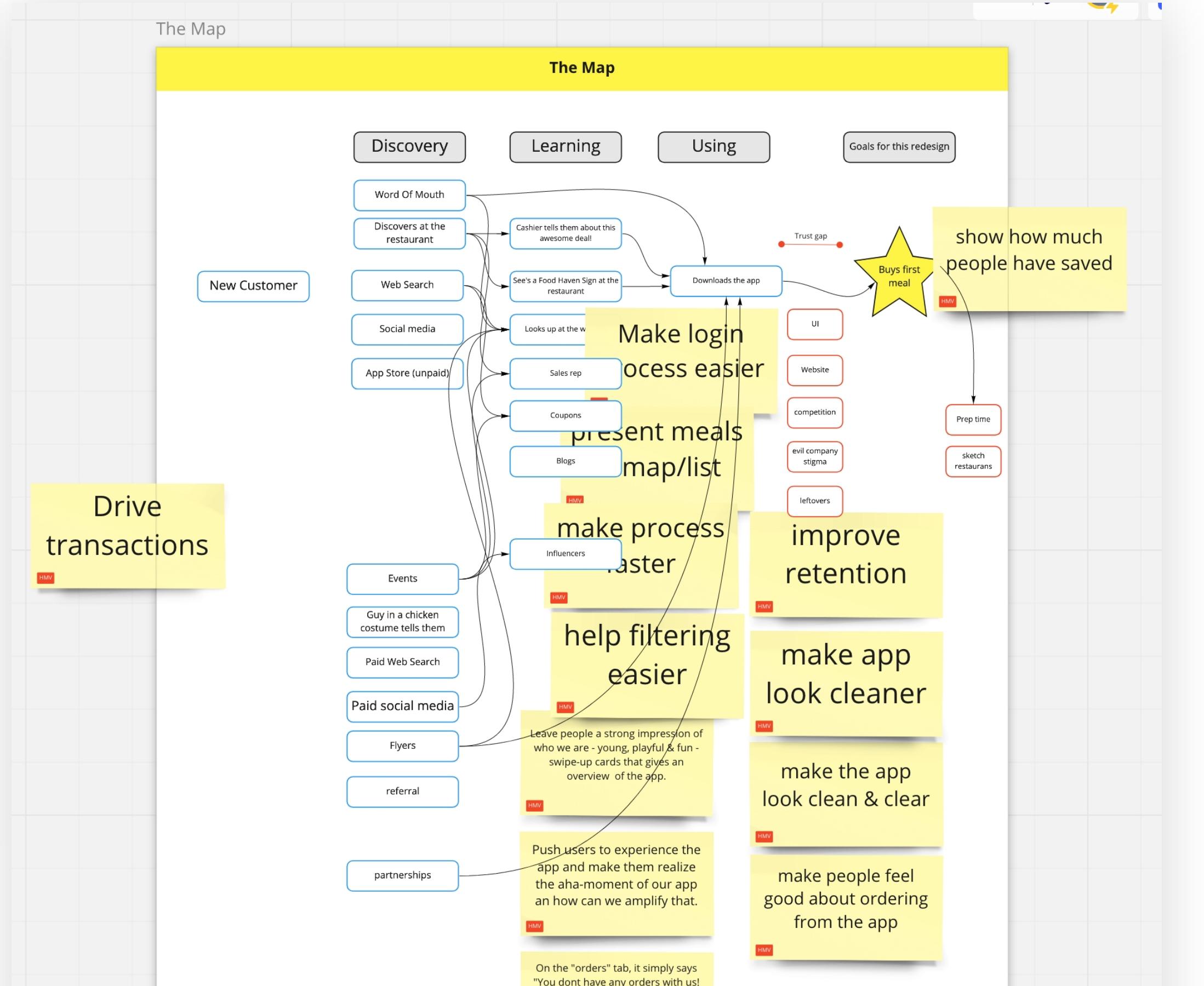
Prioritization

Long term goals and problems we might face



The Map

Helps discover the problem area between how people discover us to downloading and using the app

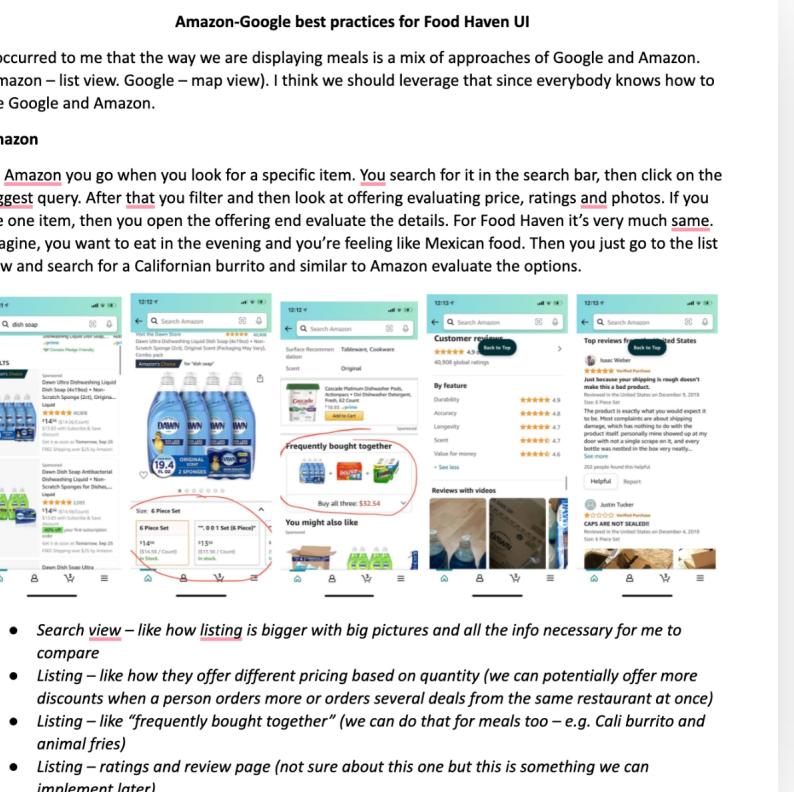
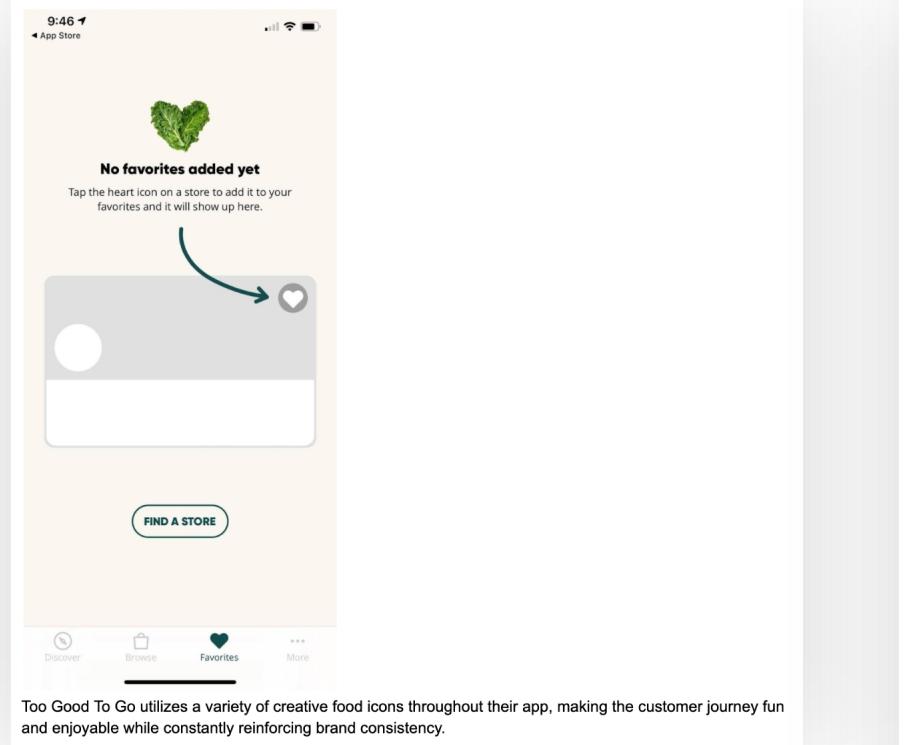
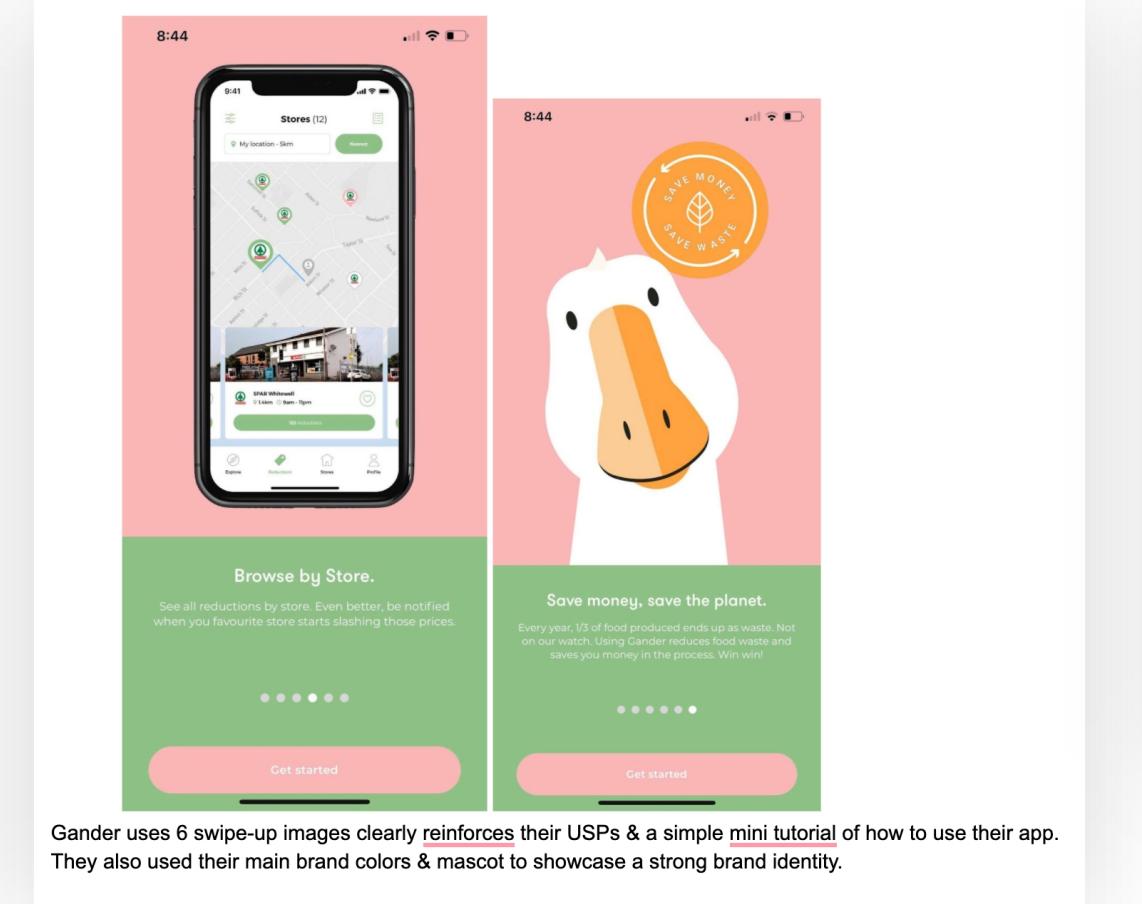
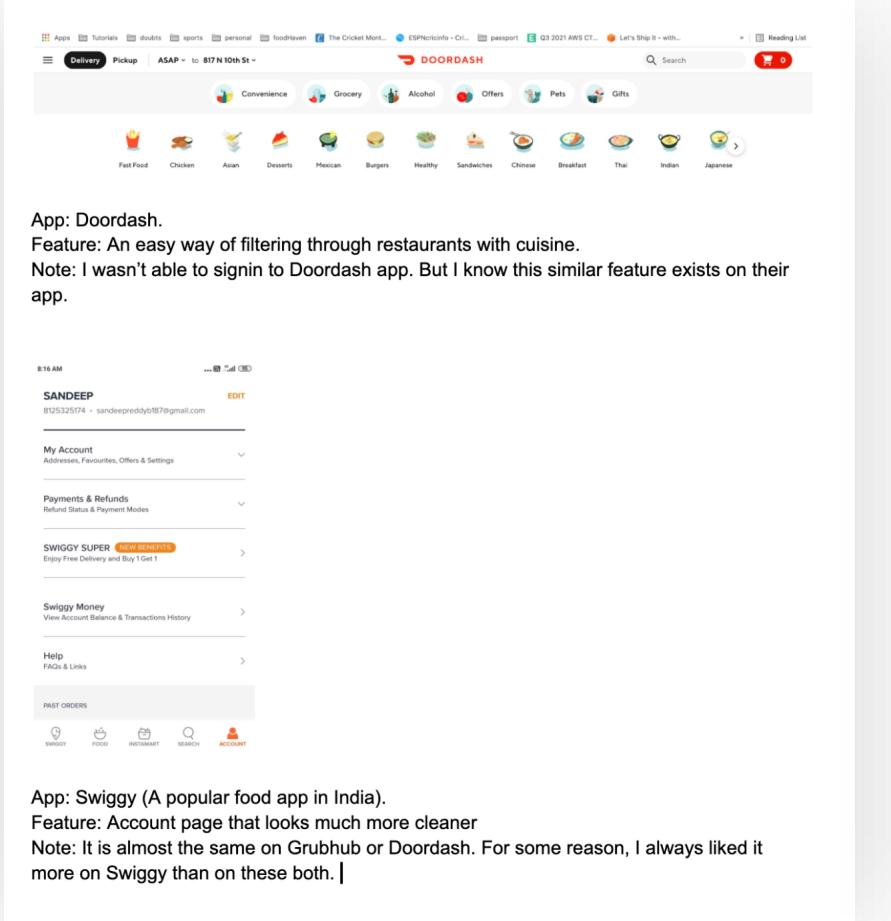
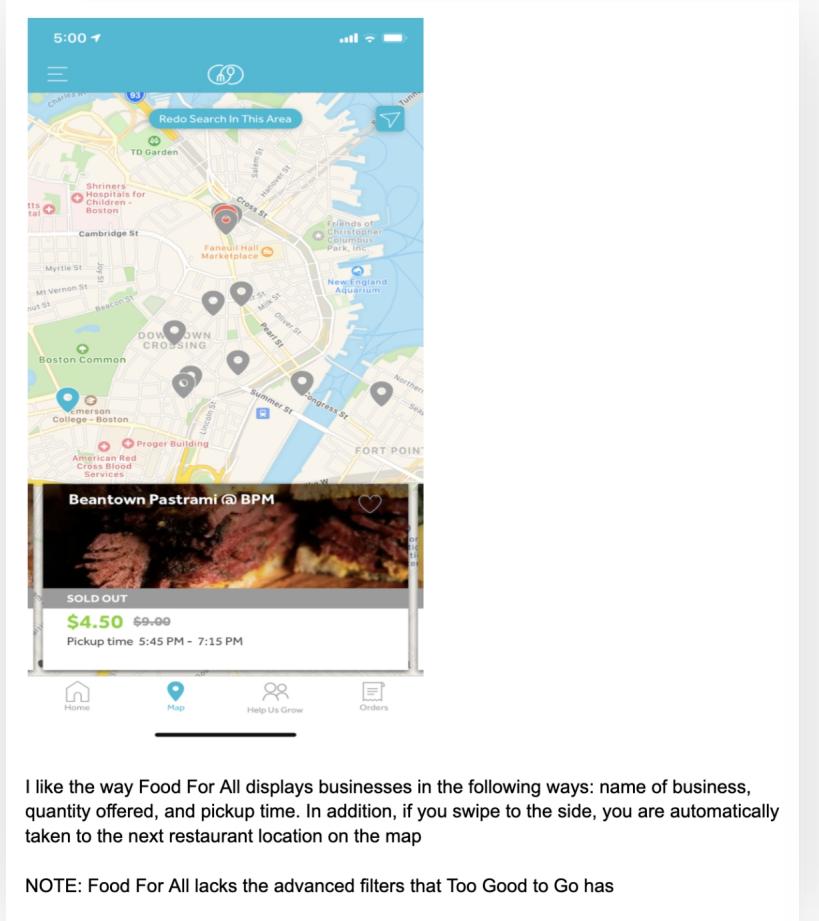


Research

Competitive Analysis

Gathering ideas from stakeholders, asked them what features from direct and indirect competitors should be in our app and why?

Don't need to re-invent the wheel



Research

Persona



Name: **Mark**

Age: **23**

Lives: Sunset District, SF

Student at SFSU

Works part-time

Income: **\$1800/month**

Brands:



Wants:

To graduate school and have an income that will allow him to pay off student loans.

Influences:

Friends and family oriented, trusts his inner circle doesn't second guess anything they say.

Quote:

"I have big goals for my future, but in order to achieve them I need to be responsible about how I spend my money today."

Research

Persona



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Income: **\$1800/month**

Painpoints

- Can't over spend money
- On a strict budget every month
- Doesn't have a lot of time for himself between school and work

Needs

- Cheap food pickup option
- To know how much money he can save
- To know how close is he to a restaurant

Problems with the current Food Haven App

- Frustrating UI
- App feels like still in beta
- Sold out meals on top of the list
- Too many un-necessary fields at checkout

How persona helped:

Personas help designers to create understanding and empathy with the end users.

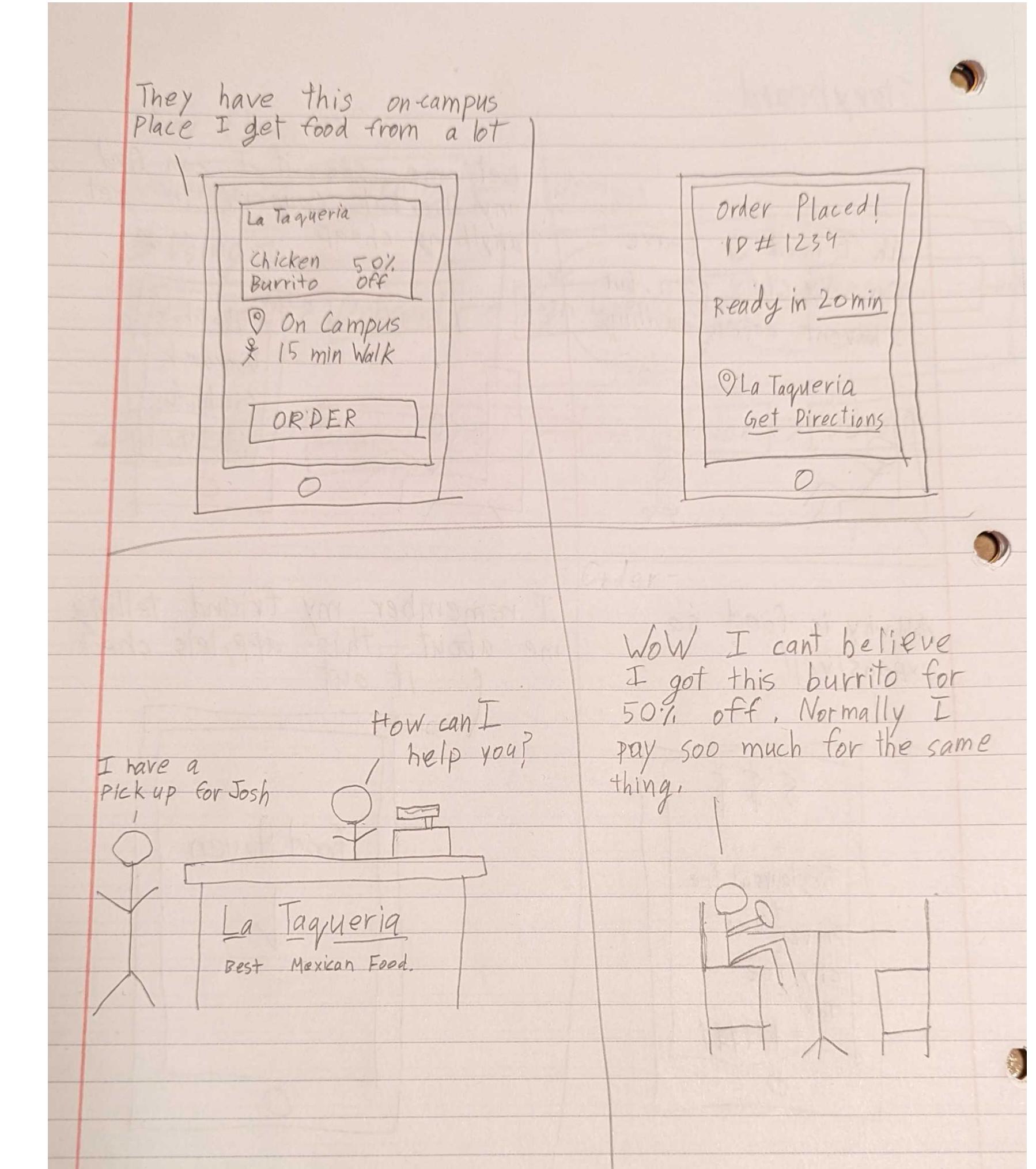
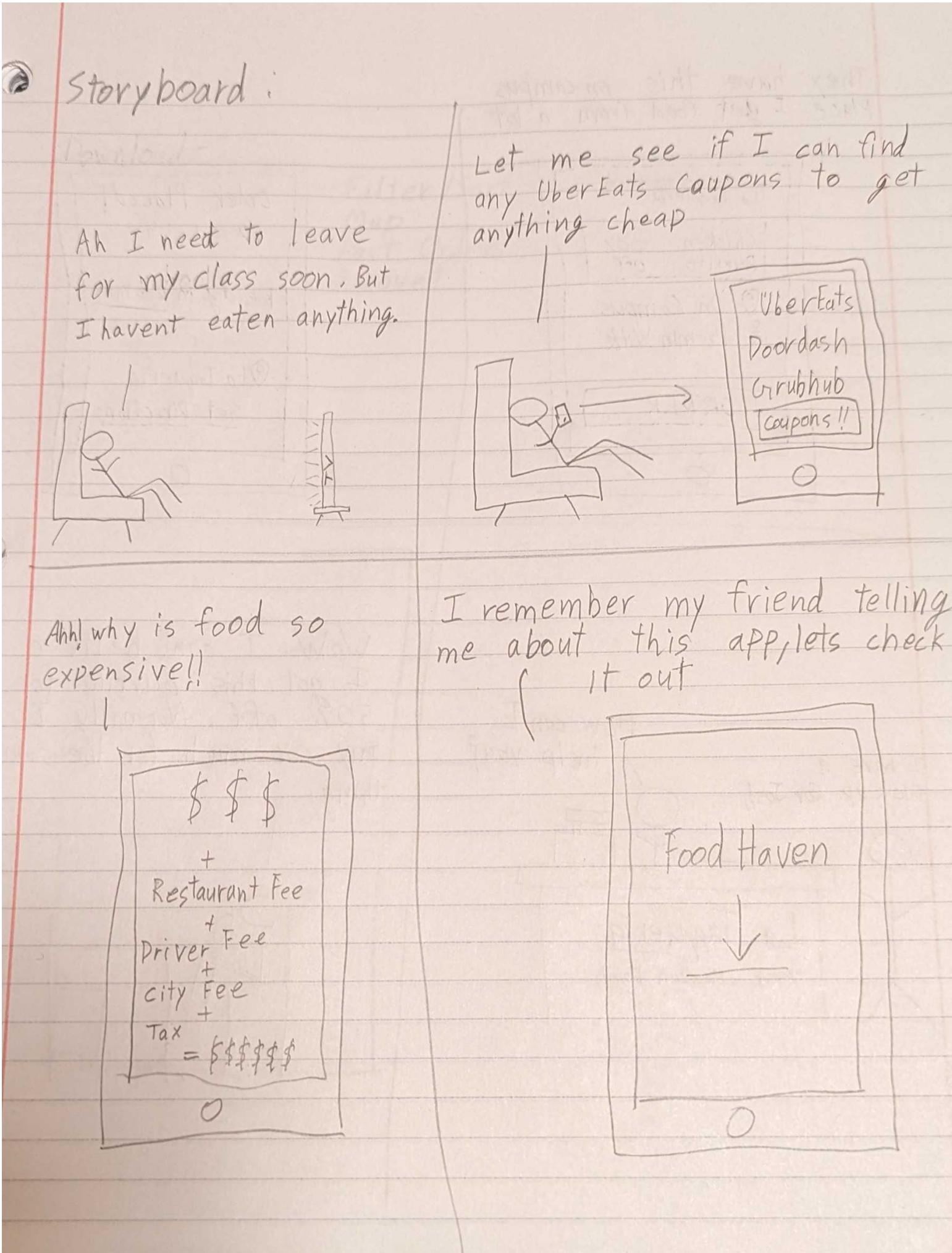
Ideation

Storyboarding

A Quick narrative.

Shows us the user journey of how people might decide to use our app and make the decisions they do.

+5 Empathy Points



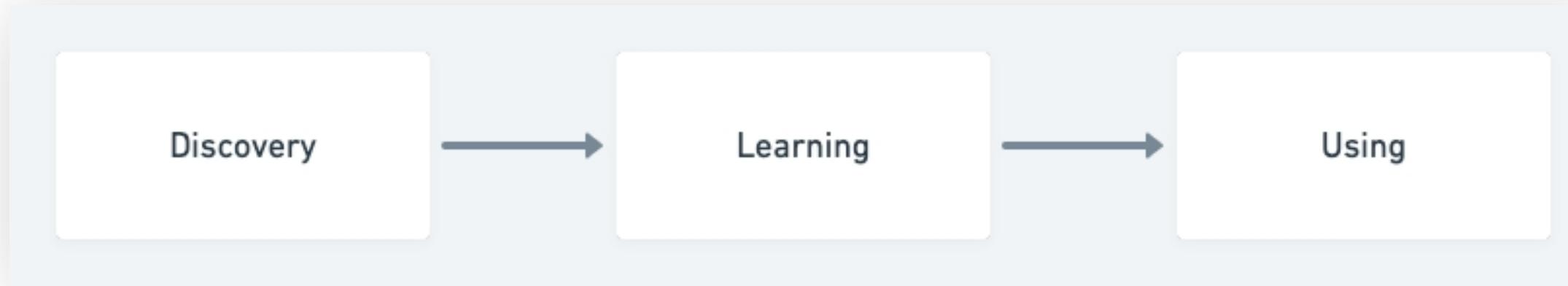
Ideation

User Flows

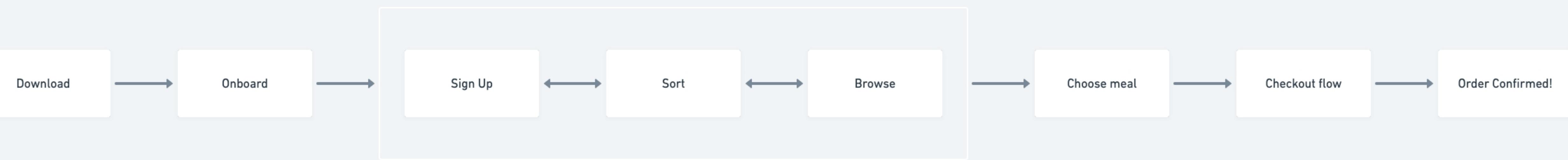
Like a site map but for apps,
Helps in deciding what
screens to prototype and
gives an idea how the user
will navigate through the app

+5 Empathy Points

New Users:



App flow:



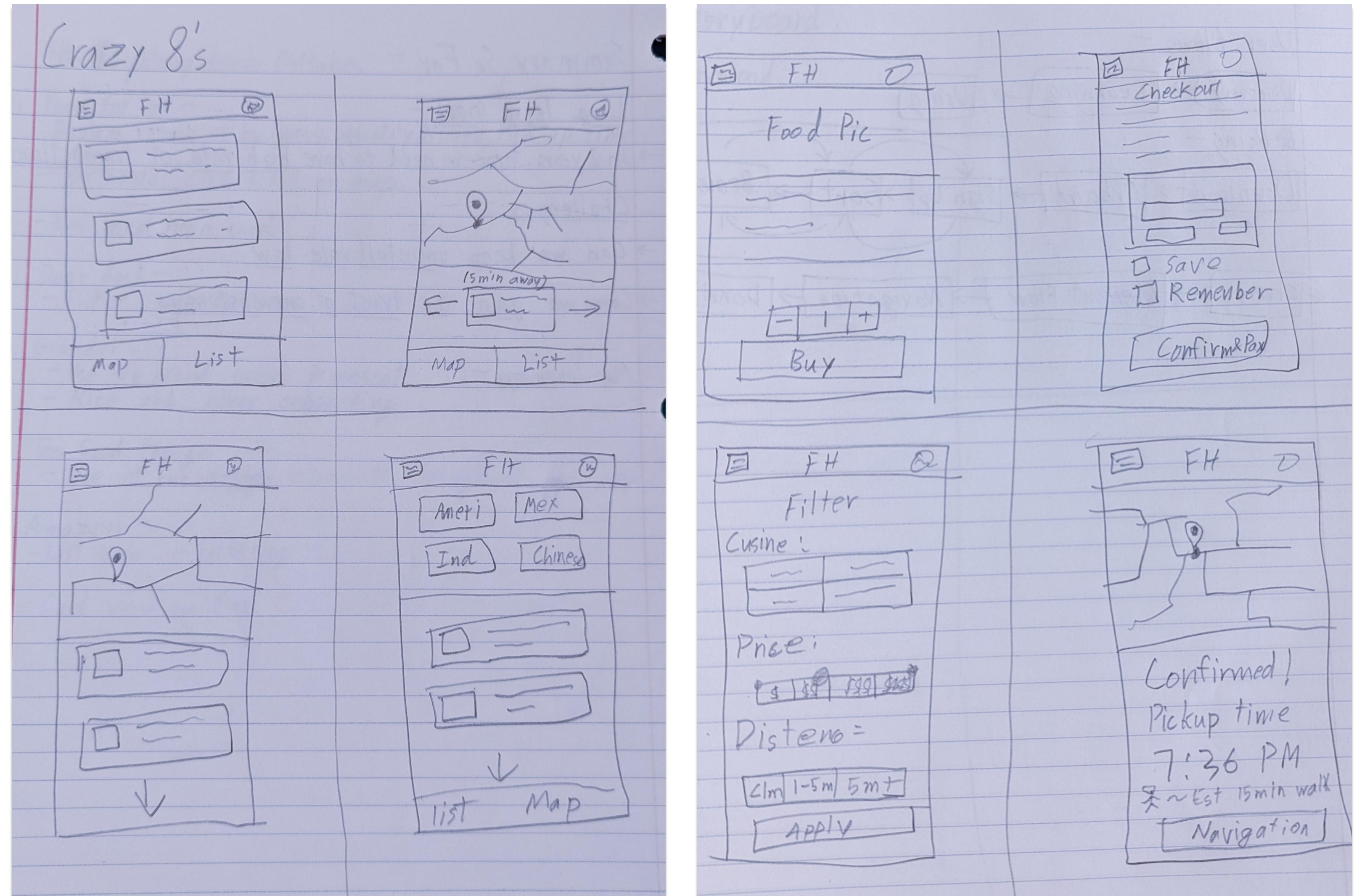
Ideation

Crazy8's

Quick rough sketches.

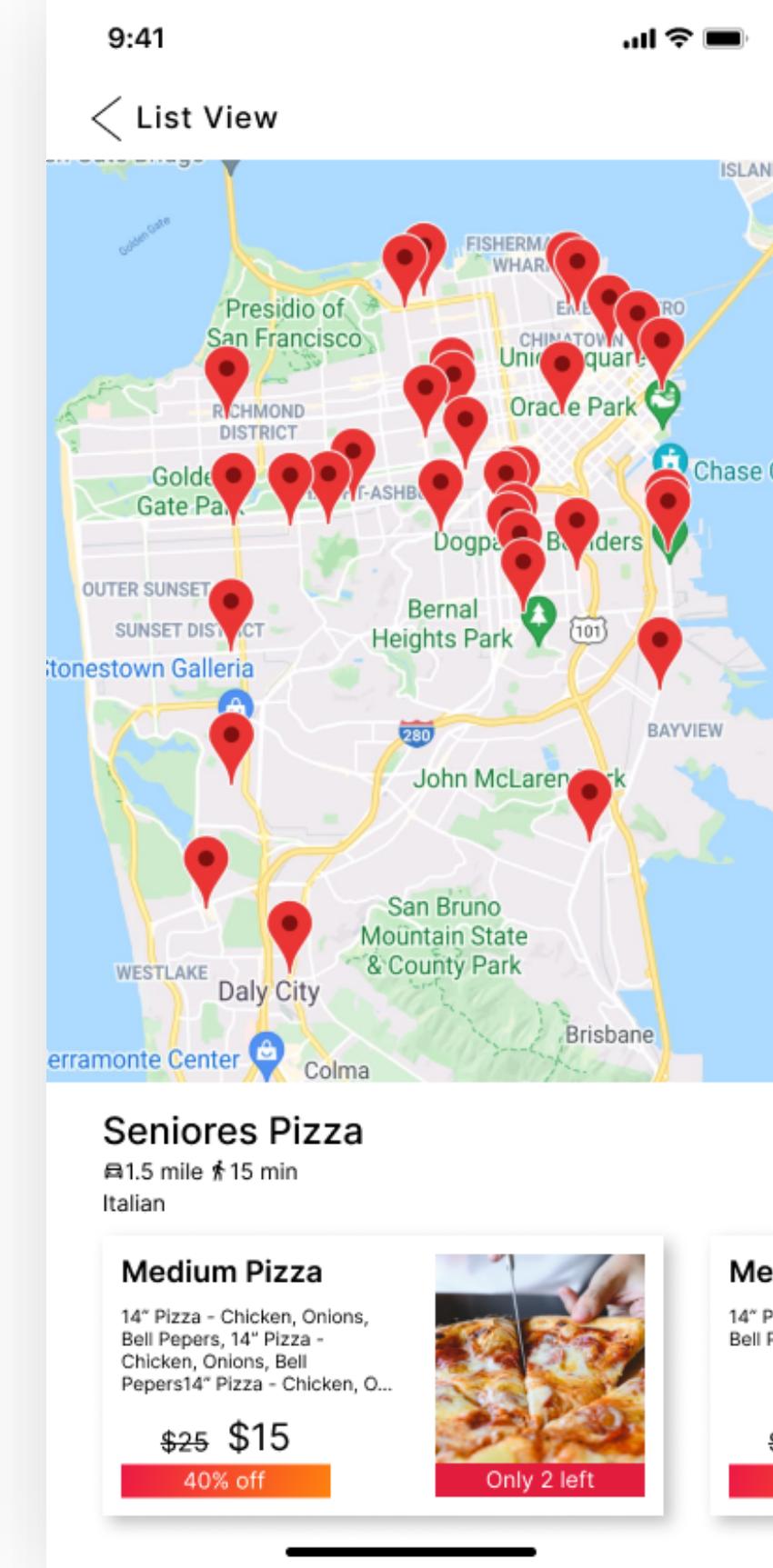
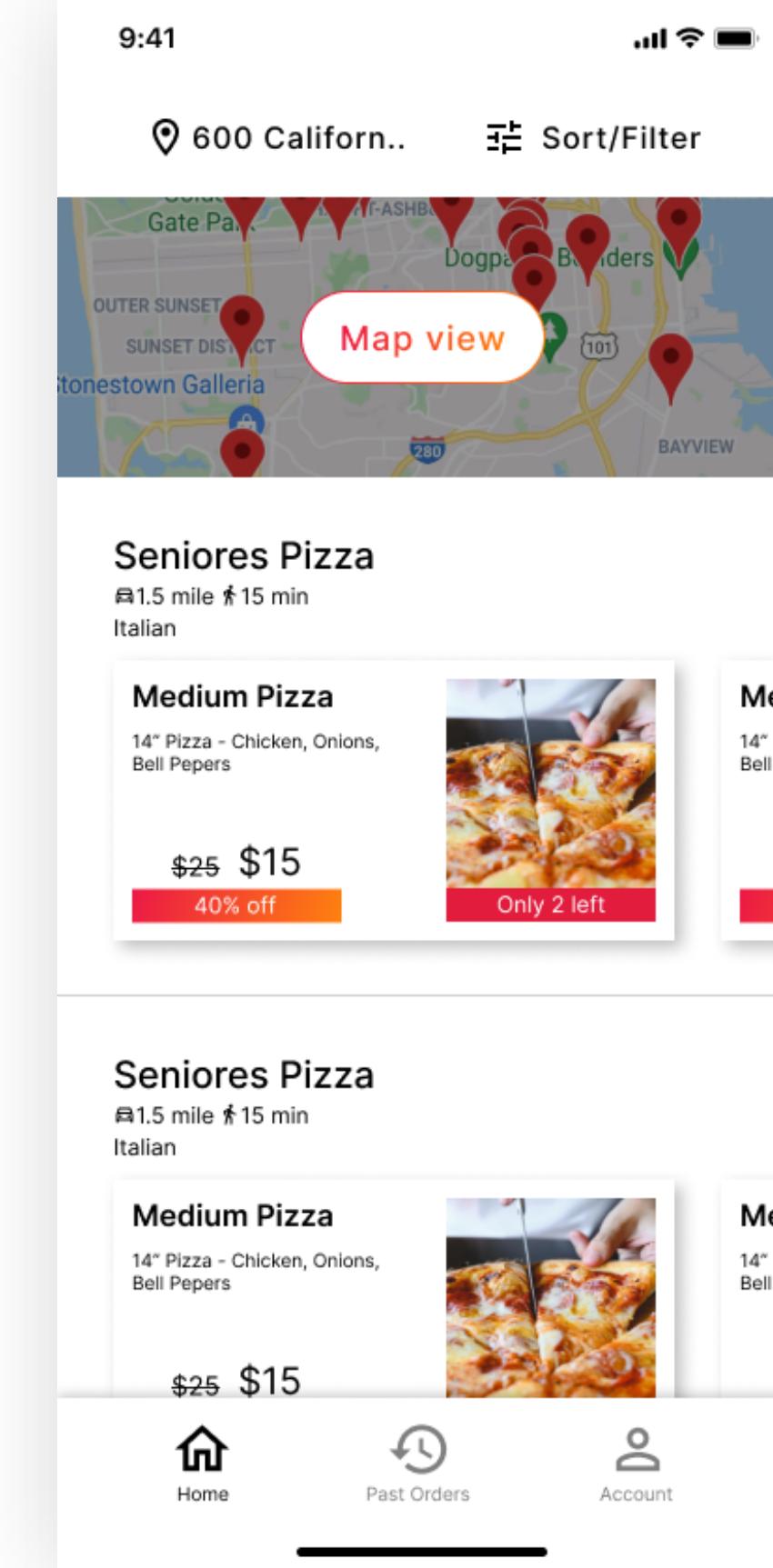
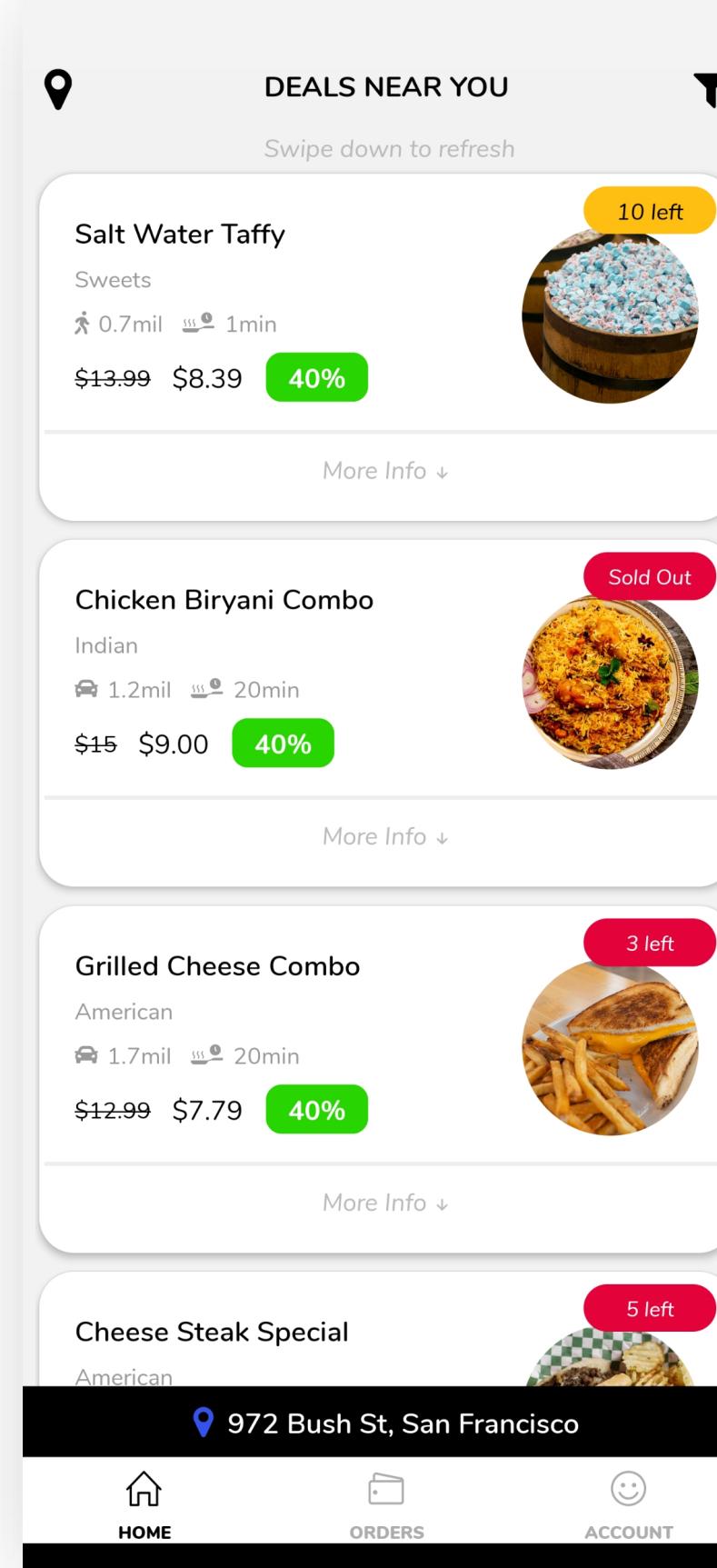
Brainstorming activity to generate wireframe ideas in quick manner.

Helped in giving a direction to the prototyping process.



Ideation

Prototype - Browse



Scalability Issue

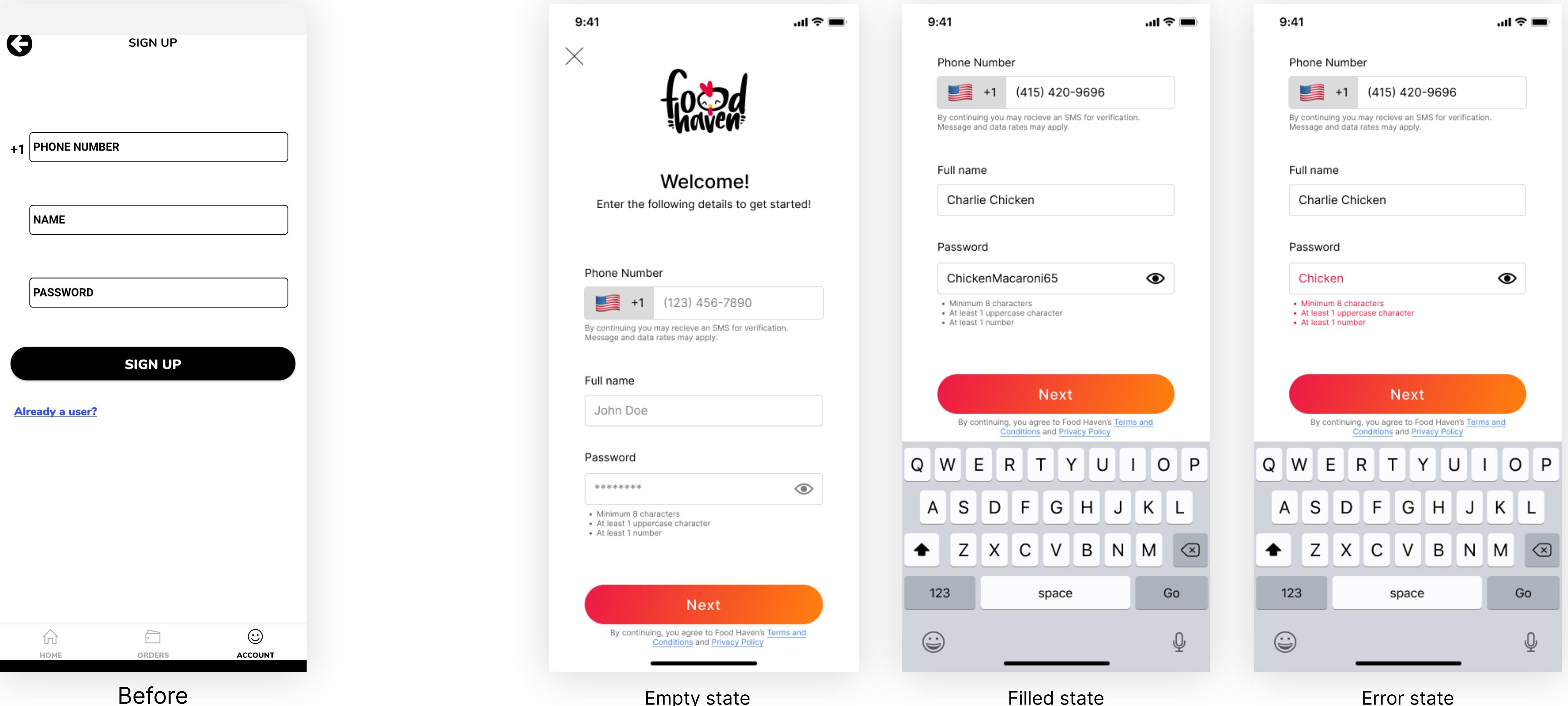
Restaurants would add multiple meals flooding the list.
Was not a problem in early stages.

Solution

Sorted meals by grouping them by restaurants and horizontal scroll for meals. Map view for people to explore nearby restaurants.

Ideation

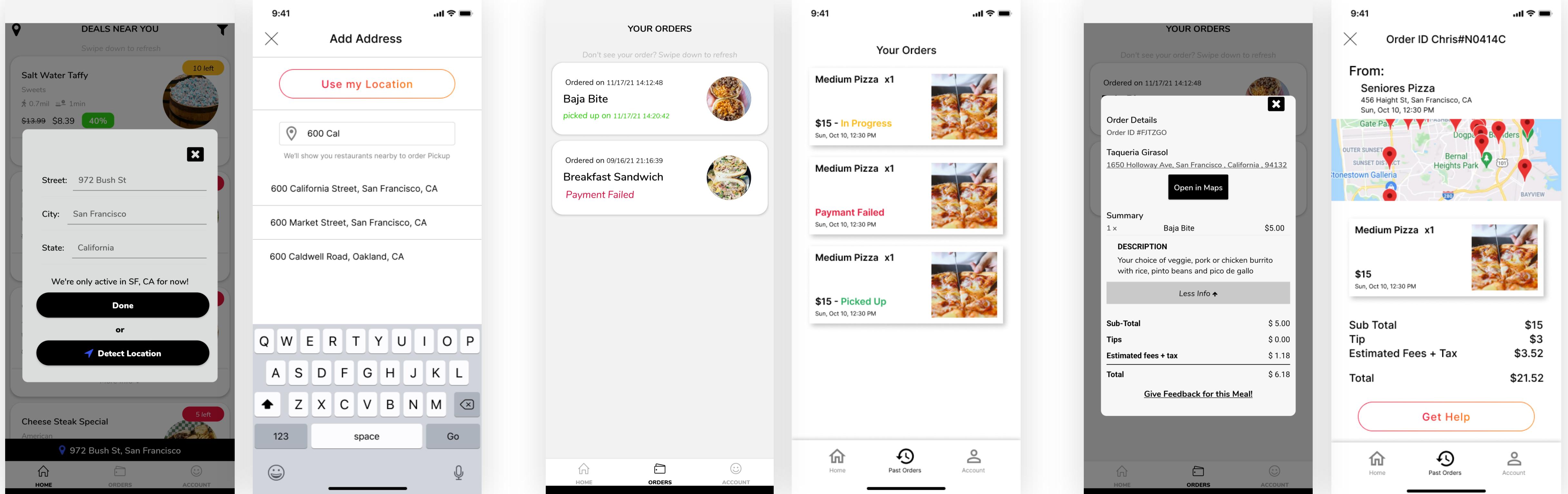
Prototype - Log In



Added:

- Heads up about upcoming SMS
- Empty field suggestions
- Hide/View password
- Minimum password requirements

Ideation Prototypes

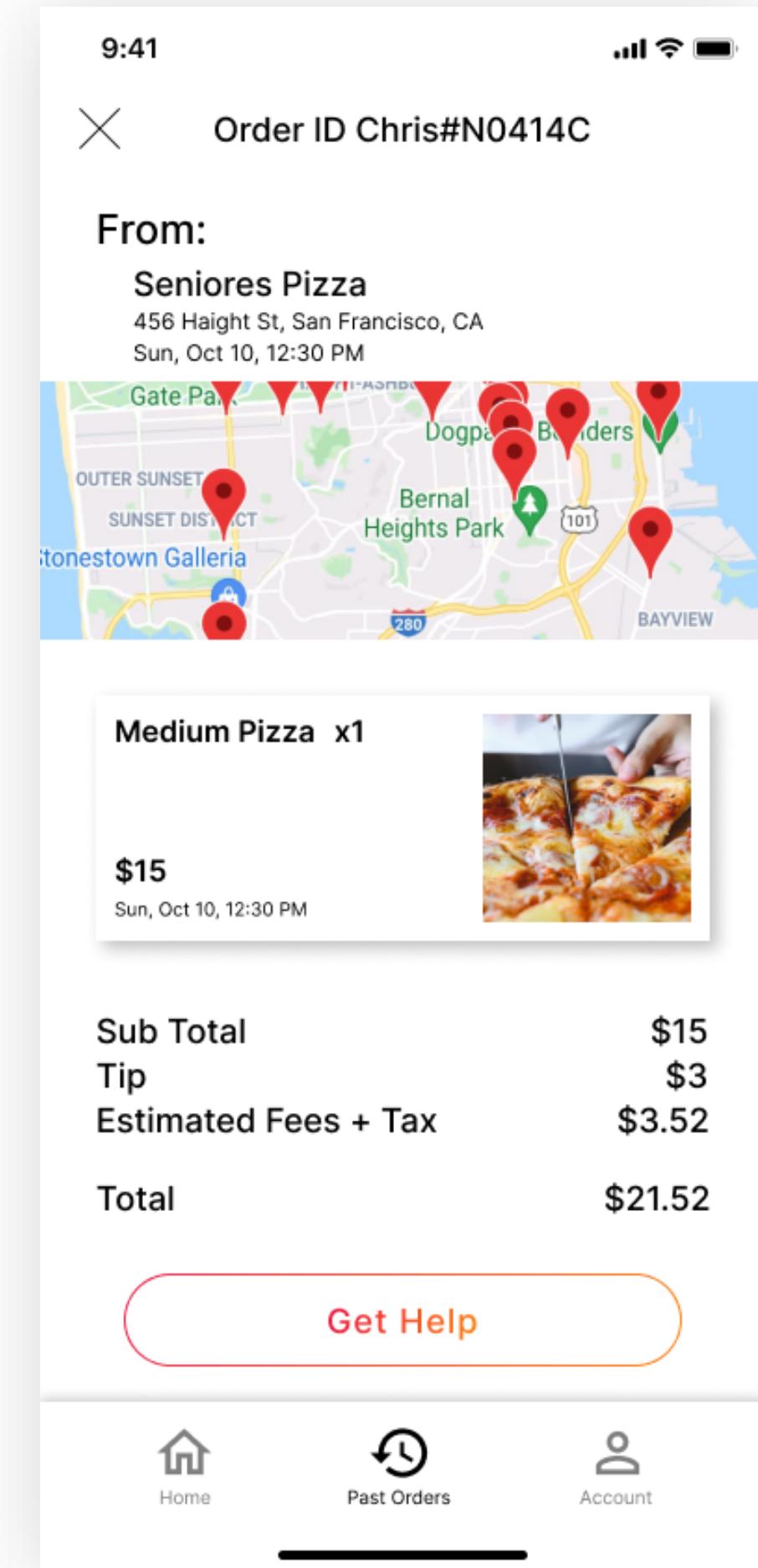
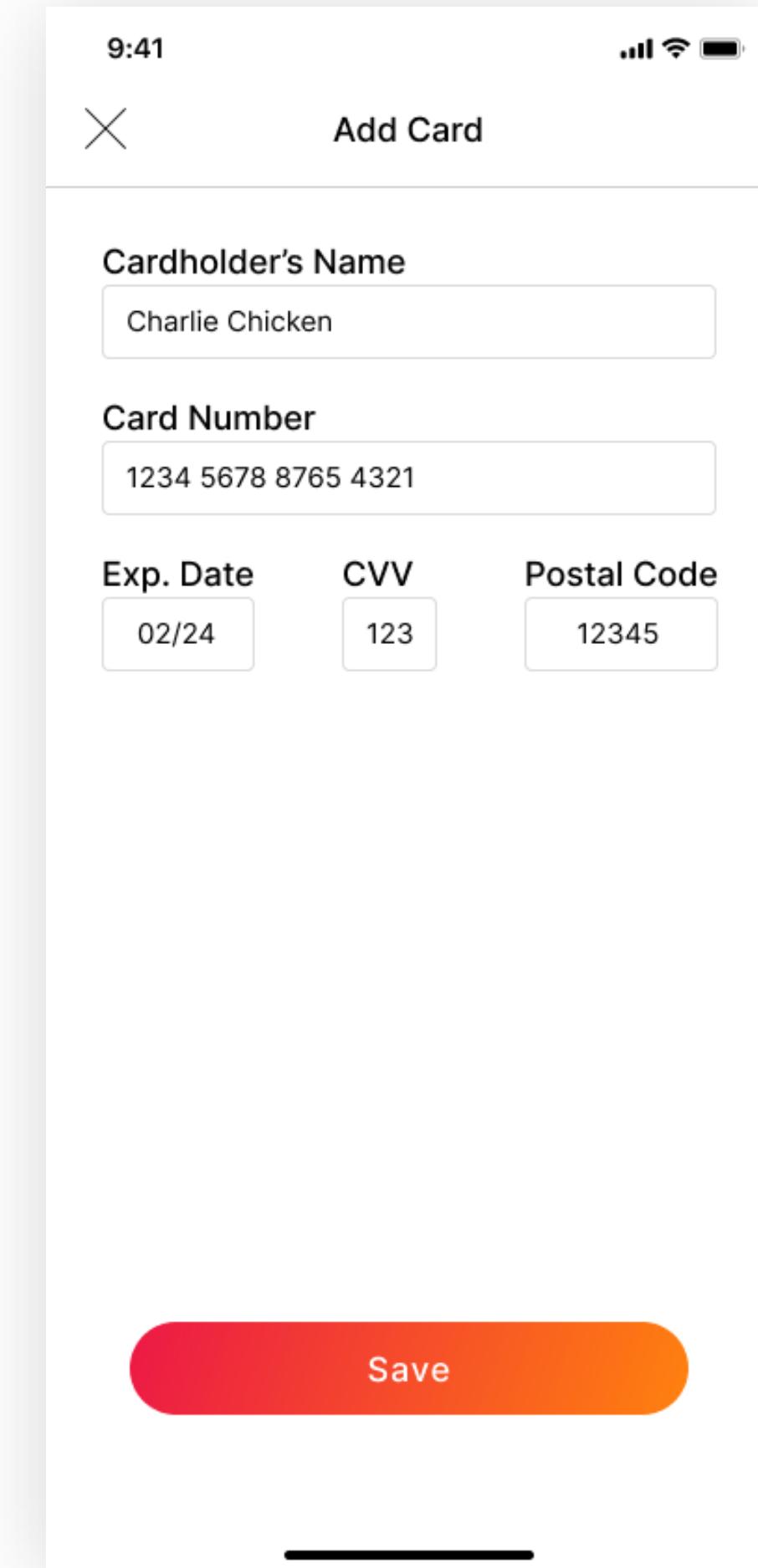
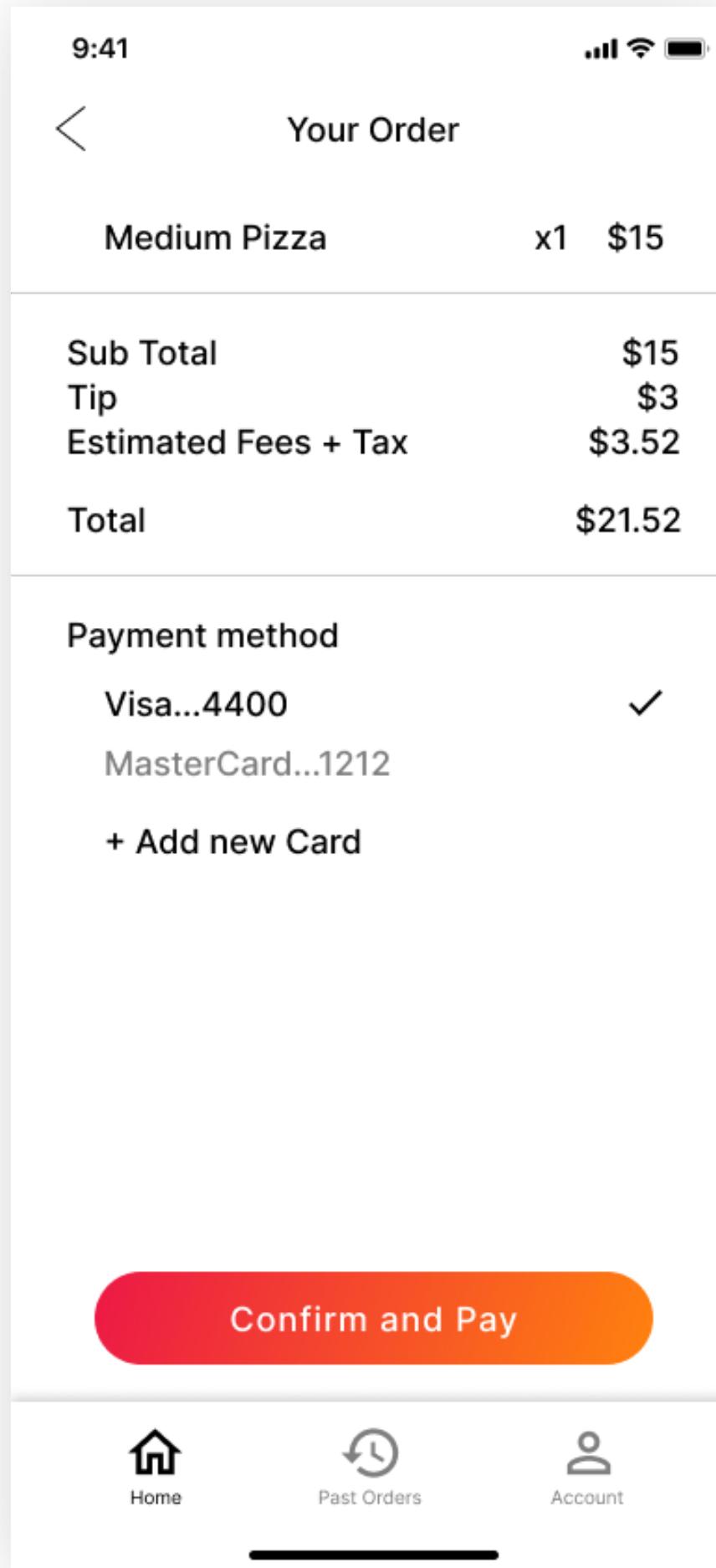
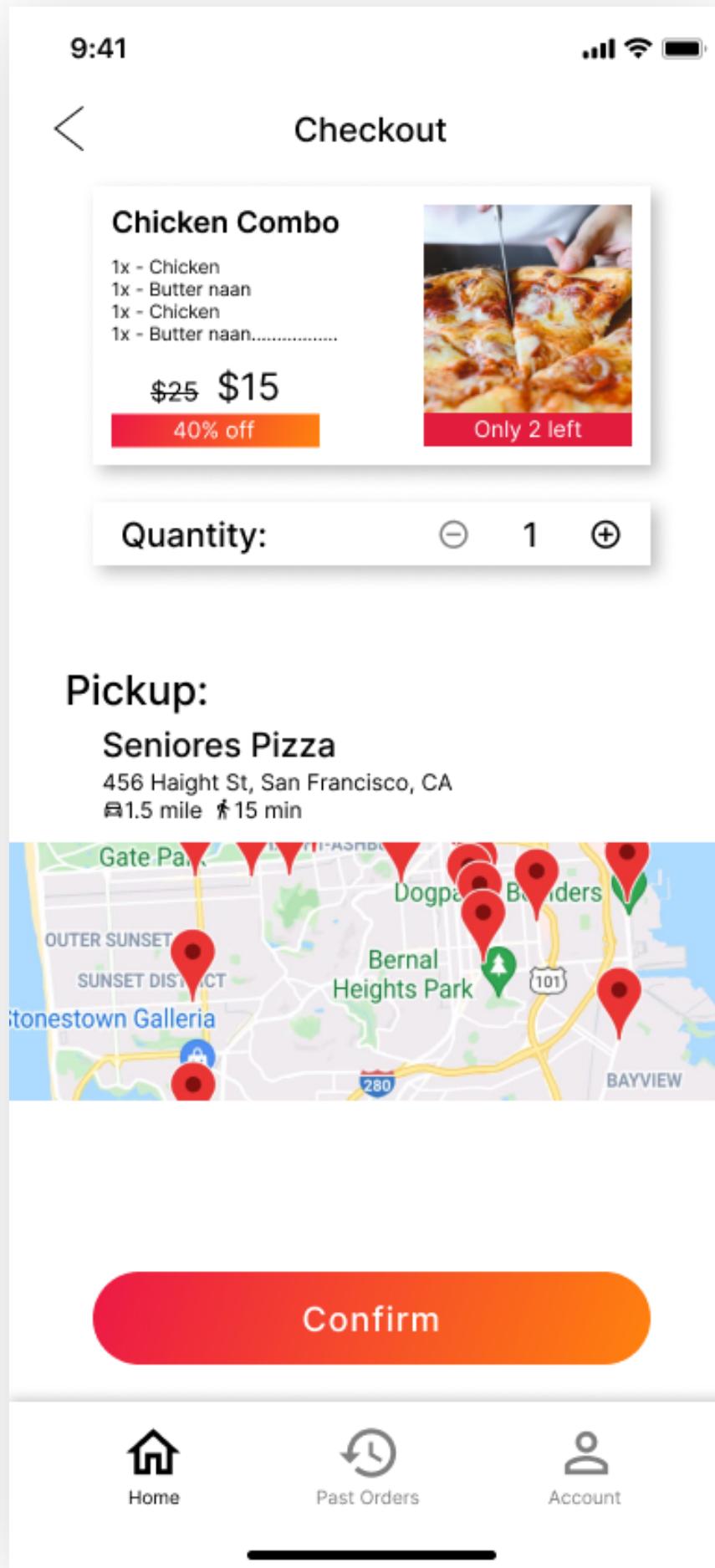


- Users had to type in exact address in 3 different fields adding a lot of friction, solved by a single address suggestion field using Google maps API

- Visual overhaul on the other screens using components from the design system to match the design language across the app

Ideation

Prototype - Checkout Screens



Validating Testing

Purpose?

Highlights problems that were not found during the design process and validates the assumptions.

Types:

Heuristic Evaluation:

Met with an expert from Berkeley Skydeck to discuss and evaluate the product prototype

Usability Testing:

Needed something fast, cheap and reliable.
So we turned to guerilla testing the browsing and checkout flow of the prototype



Validating Test Results

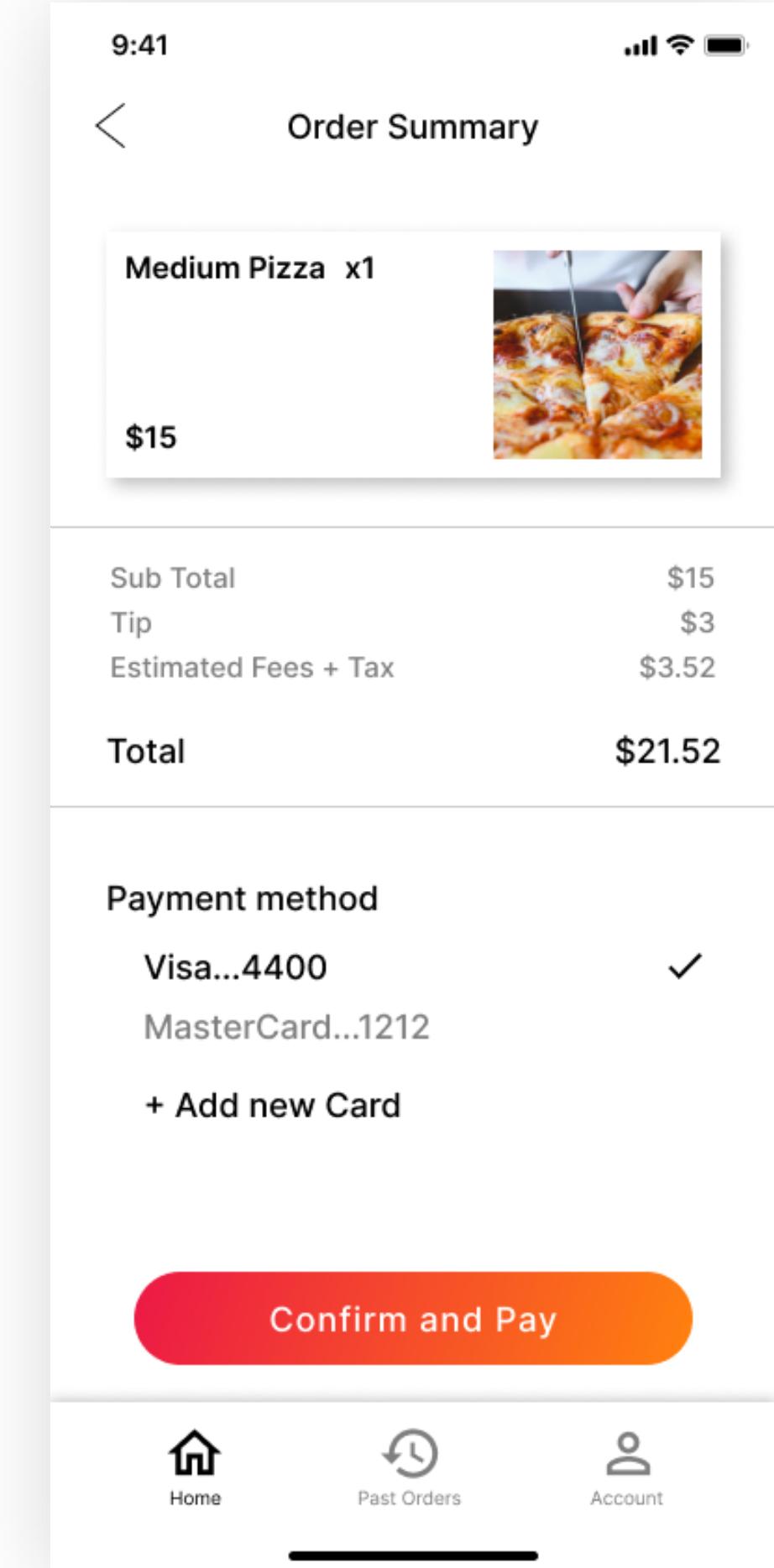
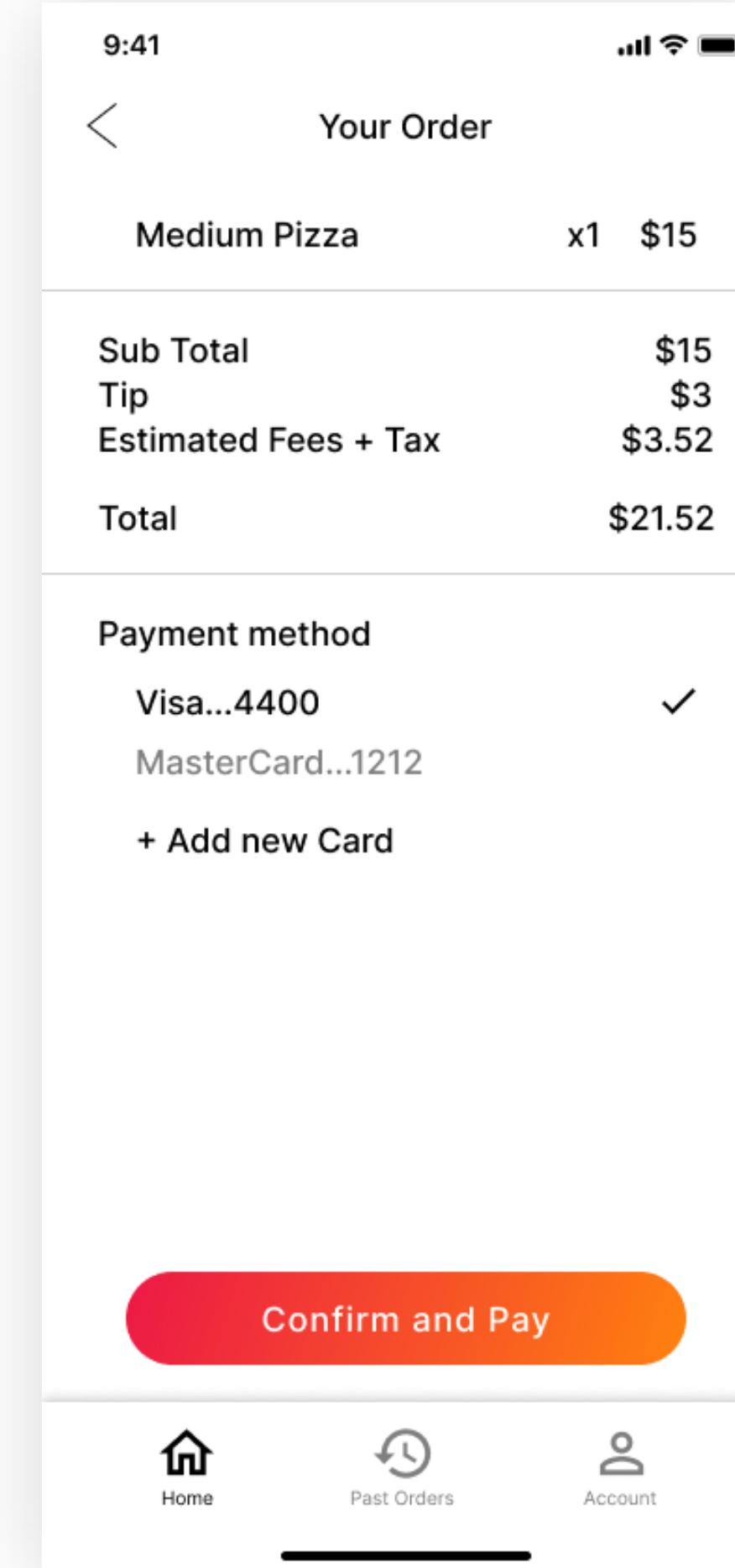
Conclusion from Heuristic Evaluation and User Testing:

- Confusing checkout flow with poor visual hierarchy
- Lack of some key features

Steps taken to improve design:

Improving design by going back to the drawing board and re-designing the checkout flow.

- Used components from previous screen for continuity
- Added visual hierarchy by changing font size and changing the less important information to grey



Summary

Success Outcomes

Qualitative:

- Created a scalable design system
- Improved the mobile app experience
- Built team alignment around design

Quantitative:

- Increased number of orders by 150% per week
- Lower uninstall rate from 71% to 52%

