LYNC Food Ordering App

Varsha Shah

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Project overview

The product:

Lync food app has a very clear target, a target that needs an extremely easy and fast to use solution. It is all about fulfill all your food needs in which you can seamlessly order the food from your favourite restaurant and get it delivered to your doorsteps.

Project duration:

August 2022 to September 2022.

Project overview

The problem:

Amidst the hustle and bustle of today's fast-paced environment, individuals struggle to find the time to cook at home. Some don't even have the time to visit a restaurant.

The goal:

Our goal is to give you the comfort by delivering your fresh meal as soon as possible.

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Project overview

My role:

User Experience Designer responsible for the app's design from concept to delivery.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

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Understanding the user

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

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User research: summary

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who don't have time to cook meals.

This user group confirmed initial assumptions about LYNC food ordering app customers, but research also revealed that time was not the only factor limiting users from cooking at home. Other user problems included obligations, interests, or challenges that make it difficult to get groceries for cooking or go to restaurants in-person.

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User research: pain points

1

Functionality

Occasionally, the mobile website crashes, forcing the user to start the process over. Leaving users extremely frustrated.

2

Accessibility

The website is not very accessible to all users. The text is hard to read and navigation is difficult.

3

Structure of information

The site has very few pictures, everything is text-heavy, making it very difficult to navigate through.

4

Time

The process took too long for many people who wanted to order food quickly.

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Persona: **Shane Ameily**

Problem statement:

Shane is a busy working adult who needs easy access to healthy food ordering options because they have no time to cook dinner for themself.

"I am very passionate working lady and love to eat delicious dishes."

Shane Ameily

Age: 27
Education: Masters Degree
Hometown: New York
Family: Have a partner
Occupation: Software Developer

Goals
- Want to get food anytime, anywhere.
- Want fresh food.
- Track food easily.
- Read restaurant reviews and blog.

Frustrations
- Didn't get food picture or reviews.
- Delivery boy didn't pick up the call.
- Wrong food delivered.
- Missed vegetarian and non-vegetarian marks.

Shane Ameily is a software developer in New York. She lives with her partner Jane. They both are passionate about their careers and super busy in their respective jobs. Although she is super foodie but post working hours, she feels tired and don't want to cook food and also doesn't want to go outside.

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User journey map

Mapping Shane's user journey revealed how helpful it would be for users to have access to a dedicated LYNC food order app.

Persona: Shane Ameily
Goal: Wants a quick and easy way to order food.

ACTION	Get App	Choose from menu	Confirm Order	Checkout	Track & Receive
TASK LIST	Tasks A. Download App B. Create an account C. Select a restaurant	Tasks A. Browse Menu B. Choose Dishes C. Customize Order	Tasks A. View Cart B. Confirm Order and location C. Place Order	Tasks A. Add Payment Details B. Complete Checkout C. Get Order Information	Tasks A. Track Order B. Check Items C. Enjoy Meal
EMOTIONS	A bit stressed by the whole account creation process	Frustrated for not having more images	Excited about completing the ordering process	Relieved about completing the order process	Satisfied after getting food
IMPROVEMENT OPPORTUNITIES	Make the onboarding process quick	Add more images to the dishes	Make order details clear and legible	Add accurate estimated delivery time	Not needed

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Starting the design

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

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Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.
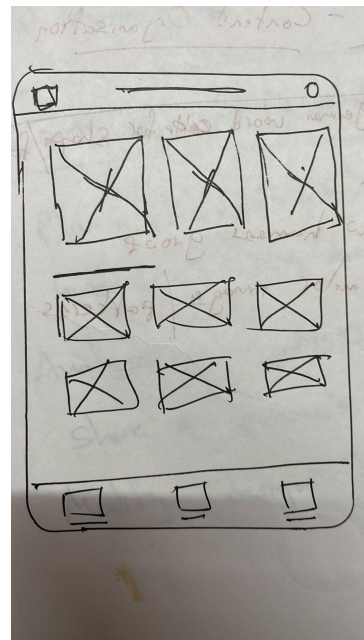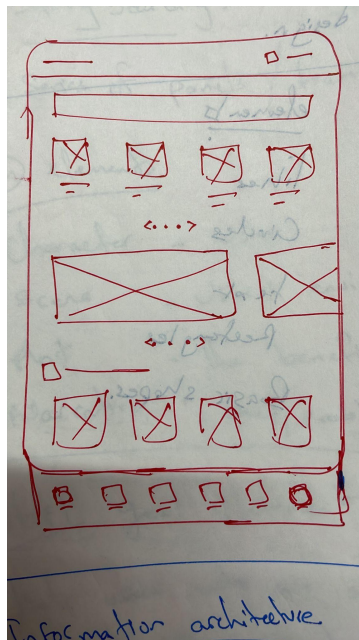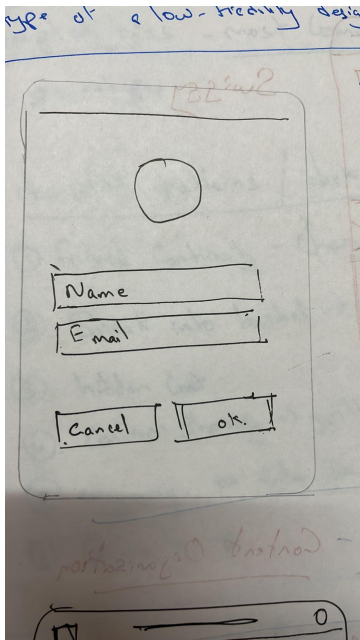
Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.
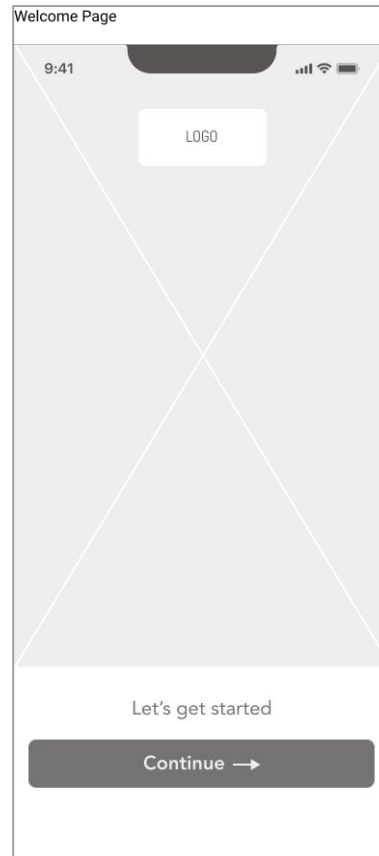
Digital wireframes

It was important to give the user easy access to menu and items so, I categorized them in sections.

A big hero banner to show specialities

A menu sections categorised by item type food drinks dessert etc
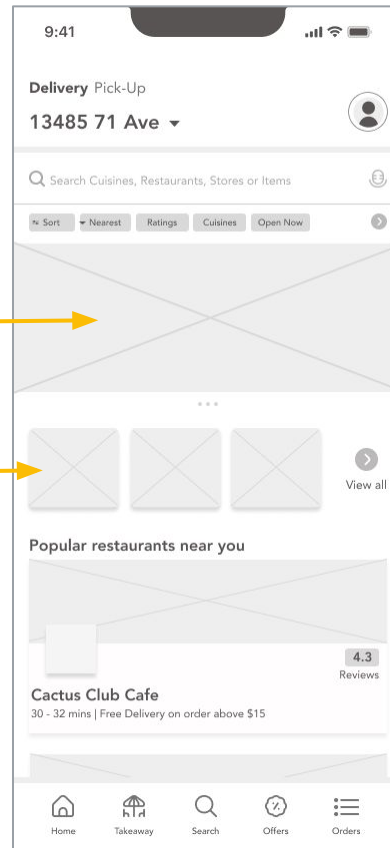
A specific section to sow previous orders to repeat

9:41

Delivery Pick-Up
13485 71 Ave ▾

Search Cuisines, Restaurants, Stores or Items

Sort | Nearest | Ratings | Cuisines | Open Now

View all

Popular restaurants near you

4.3
Reviews

Cactus Club Cafe
30 - 32 mins | Free Delivery on order above $15

Home | Takeaway | Search | Offers | Orders

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering food so the prototype could be used in a usability study.

View the LYNC Food Order app low-fidelity prototype

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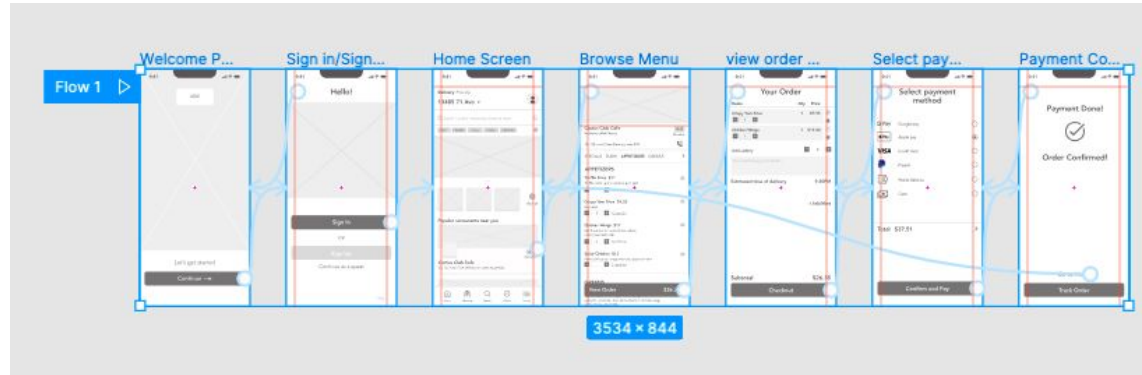
Usability study: findings

Here is the short introduction to the usability studies you conducted and your findings.

Round 1 findings

1. Users want to order quickly
2. Users want more customization options
3. Users want a food served quickly

Round 2 findings

1. The checkout process has too many unnecessary steps
2. Food customisations need to be simplified
3. Estimated Delivery Time should be there

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Refining the design

- Mockups

- High-fidelity prototype

- Accessibility

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Mockups

Early designs there is no estimated delivery time displaying, but after the usability studies, I also revised the design so users see **estimated delivery time** when they are checking out.
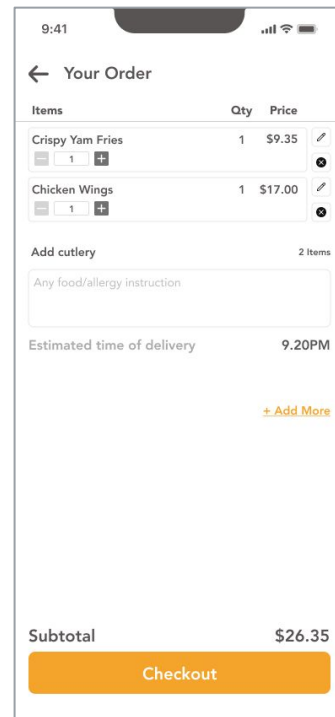
Before usability study
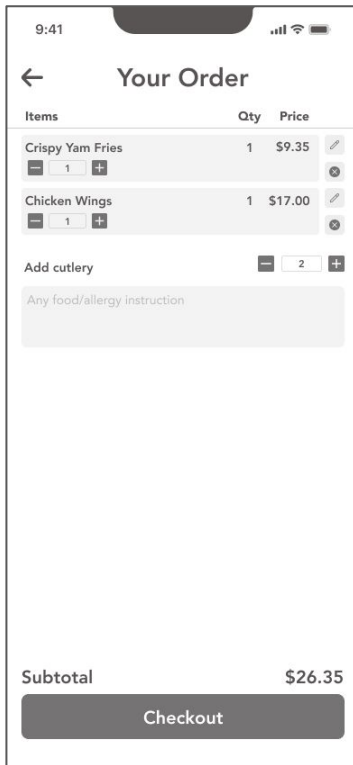
After usability study

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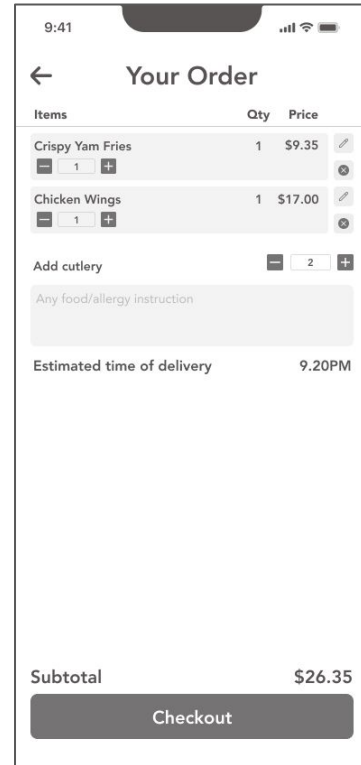
Mockups

Early designs there is no customization order option, but after the usability studies, I also revised the design so user can do customize their orders.
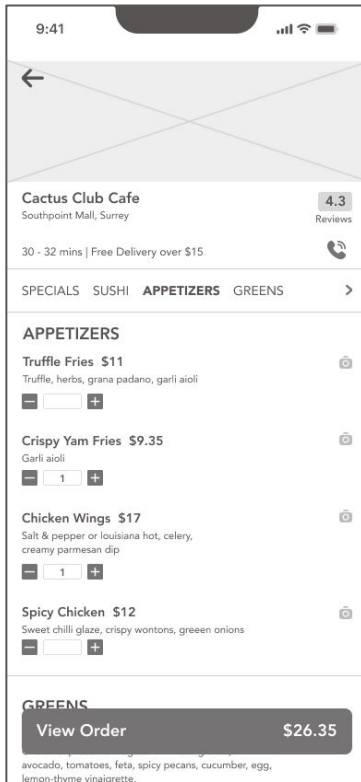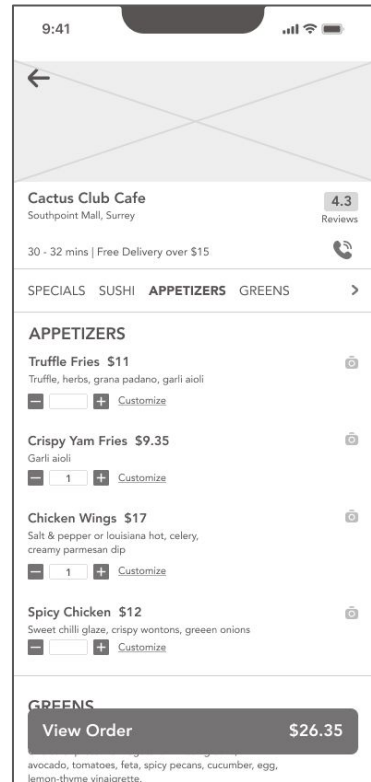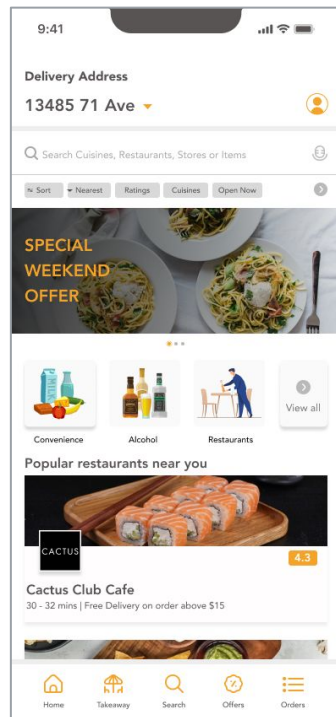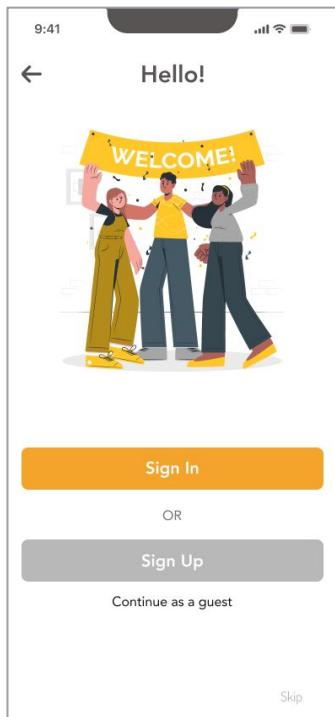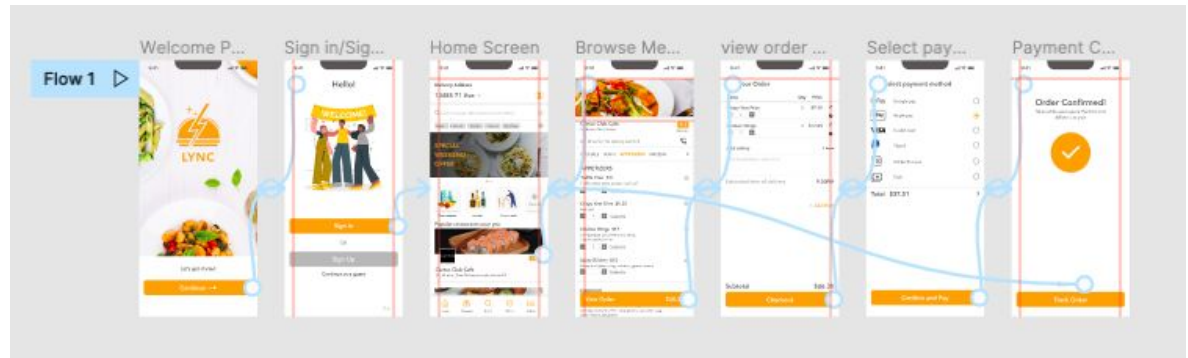
Mockups
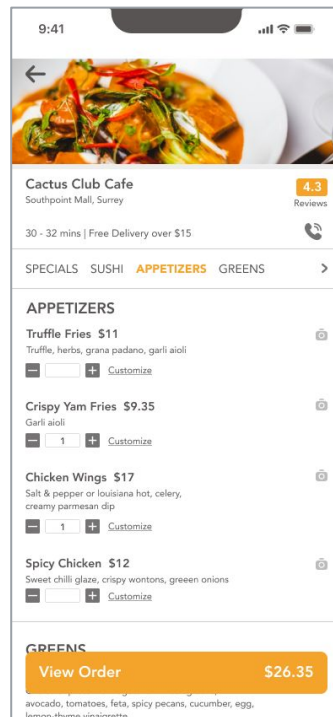
High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for selecting the food and checkout. It also mets user needs for a pickup or delivery option as well as more customization.

View the LYNC Food Order app
high-fidelity prototype

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Accessibility considerations

1

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

2

Used icons to help make navigation easier.

3

Used detailed imagery for pizzas and toppings to help all users better understand the designs.

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Responsive Design

- Information architecture
- Responsive design

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Sitemap

With the app design completed, I started working on designing the responsive website. I used the food order app sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.
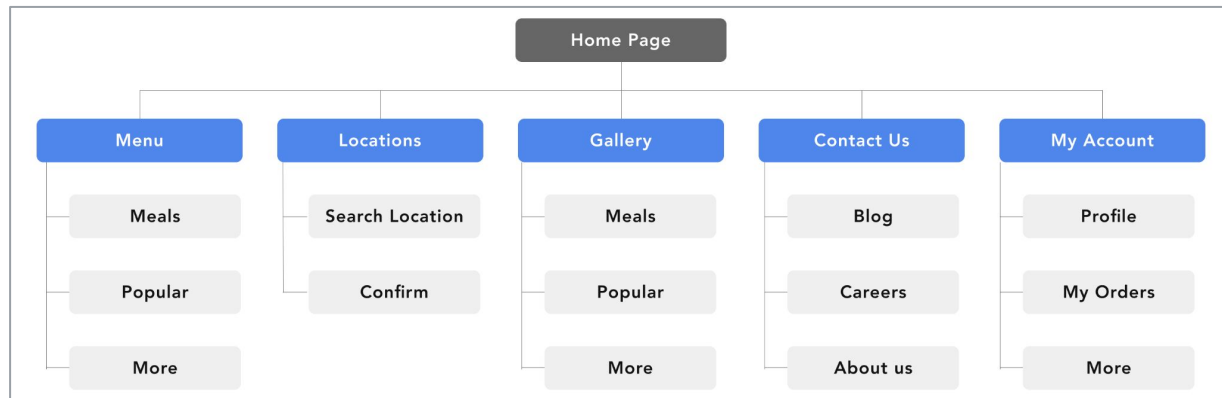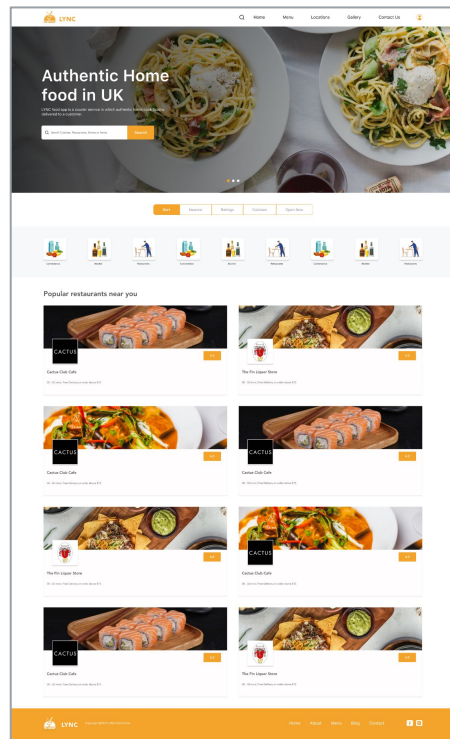
Responsive designs

The designs for screen size variation included mobile, tablet and desktop. I optimized the designs to fit specific user needs of each device and screen size.
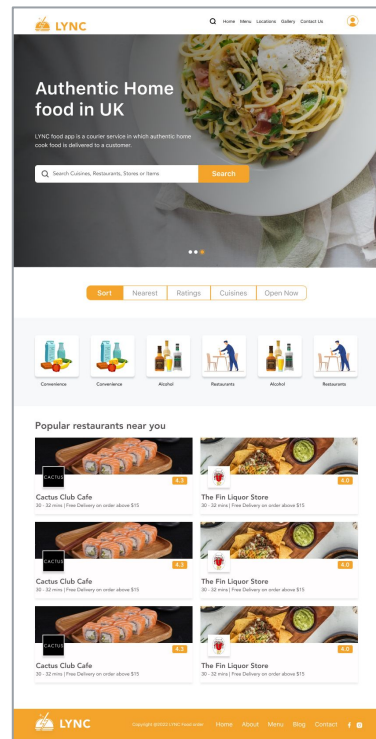

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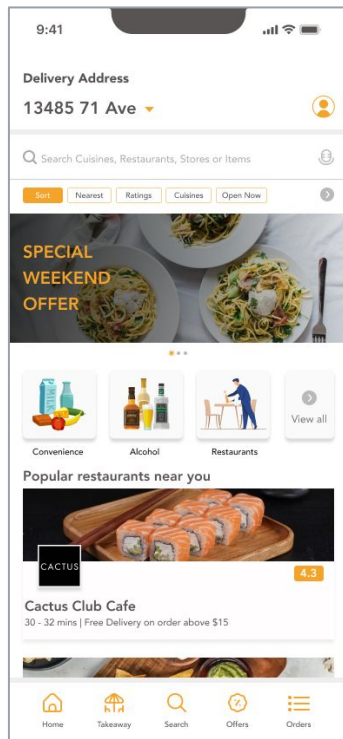
Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

The app makes users feel like LYNC food order customer really thinks about how to meet their needs.

One quote from peer feedback:
"The app made it so easy and fun to build my own customized food! I would definitely use this app as a go-to for a delicious, fast, and even healthy meal."

What I learned:

While designing the LYNC food order app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

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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.

3

Conduct a fresh set of research to determine a better color palette.

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Let's connect!

Thank you for your time reviewing my work on the LYNC food ordering app! If you'd like to see more or get in touch, my contact information is provided below.

Email: navinbhaicc@gmail.com

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