Ananya Raam's Portfolio

GitHub
LinkedIn
Resume

Personal Project 1

A. Raam

Project Type

- *Solo Project done over the course of a few weeks during the Summer of 2022*
- *Completed for CalArts' Web Design: Wireframes to Prototypes course on Coursera*
- *Project prompt was to create a service to deliver food for a restaurant of my own making*
- *Tools: Balsamiq, Sketch*

Restaurant Creation

I first needed to come up with a restaurant that would be in need of this delivery service

Restaurant Concept

Custom Dessert Creations

Customizable bases, spreads, toppings

Location

Charlottesville, VA (Suburban US college town)

Elevator Pitch

We provide completely customizable and delectable treats that can satisfy any sweet tooth. Come get your sugar fix whenever the cravings hit with our high quality *and* affordable desserts!

Concept to Name

Customizable Desserts → Sweet Selections

www.sweetselections.com

Planning Phase

With a restaurant idea in mind, I now began to plan out the product's needs and what would be important to consider moving forward.

Problem + Solution

The restaurant Sweet Selections needs an online service to sell and deliver their dessert creations → Designs (i.e. wireframes, visual mockups) for this product are needed

Focus will be first directed to a mobile app

Main Target Audience

Role: College students needing a sugary snack to get them through studying/working/etc.

Demographics:

- Gender: Any
- Education: High School/College
- Occupations: Students/student-workers
- Age: 15-30 year olds

Psychographics: Open-minded, seeking short-term gratification, busy, social

Strategy

User Needs

- Find out if we deliver to their area
- Order food online
- Customize a dessert that fits their own tastes and preferences
- Reorder previously-ordered items
- Order minutes, hours, or days in advance
- Track order progression after placing it

Client Needs

- Sell food online that will be delivered
- Provide a system for order customization
- Appear fun and exciting
- Explain the ordering system and options (only) for people unfamiliar
- Communicate a high quality taste and ease of access

Outline of Scope

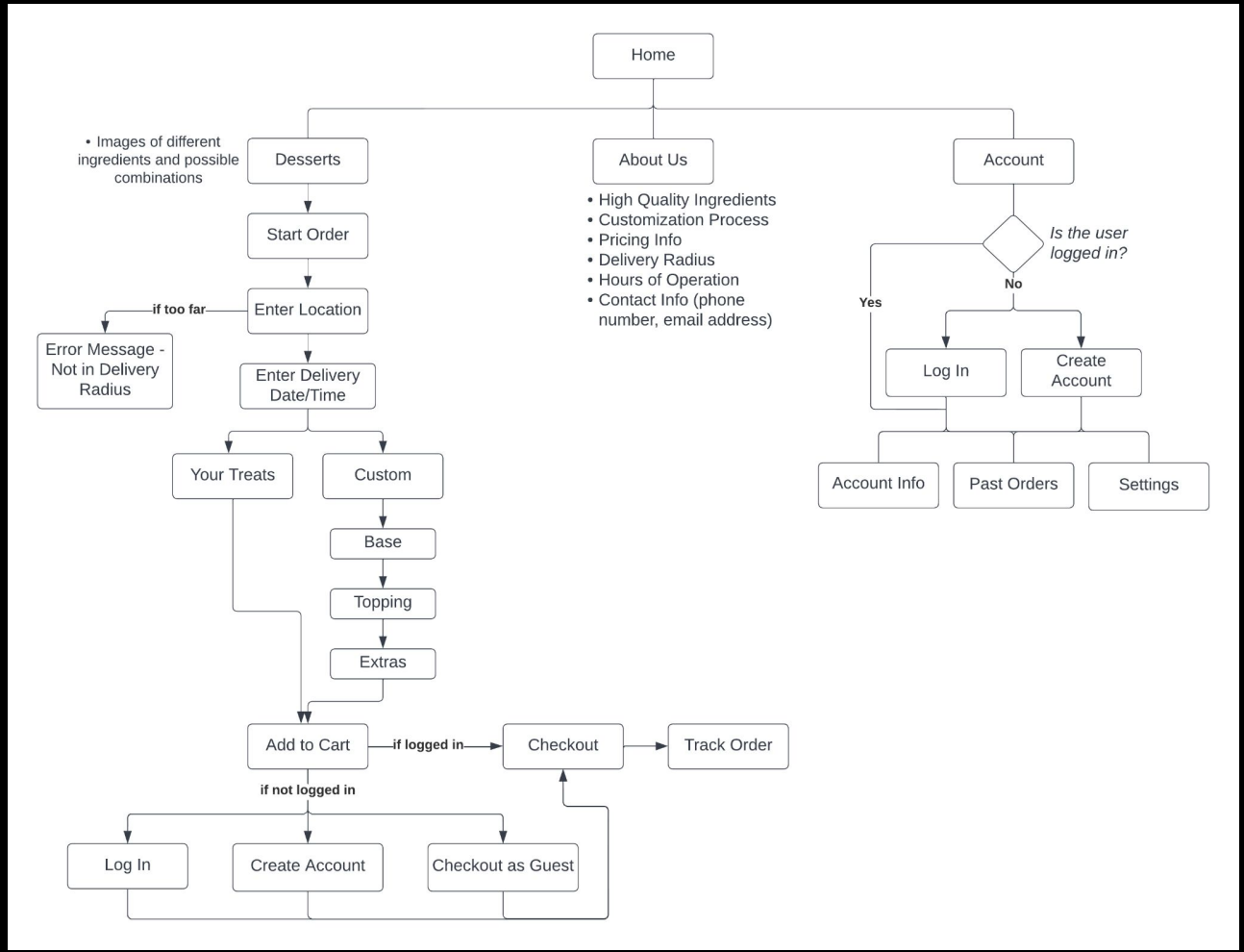
Content Requirements

- Images of the menu items
- Text of food menu and item prices
- Text describing delivery radius and times
- ‘About Us’ section that also explains how the customization works
- Contact Information, FAQ

Functionality Requirements

- Create custom desserts by making choices in each tier (base, spreads, toppings)
- Add items to a shopping cart
- Select a time/date for the delivery
- Enter address for the delivery
- Check out and view their order’s progress
- Create an account and login
- View & reorder past orders

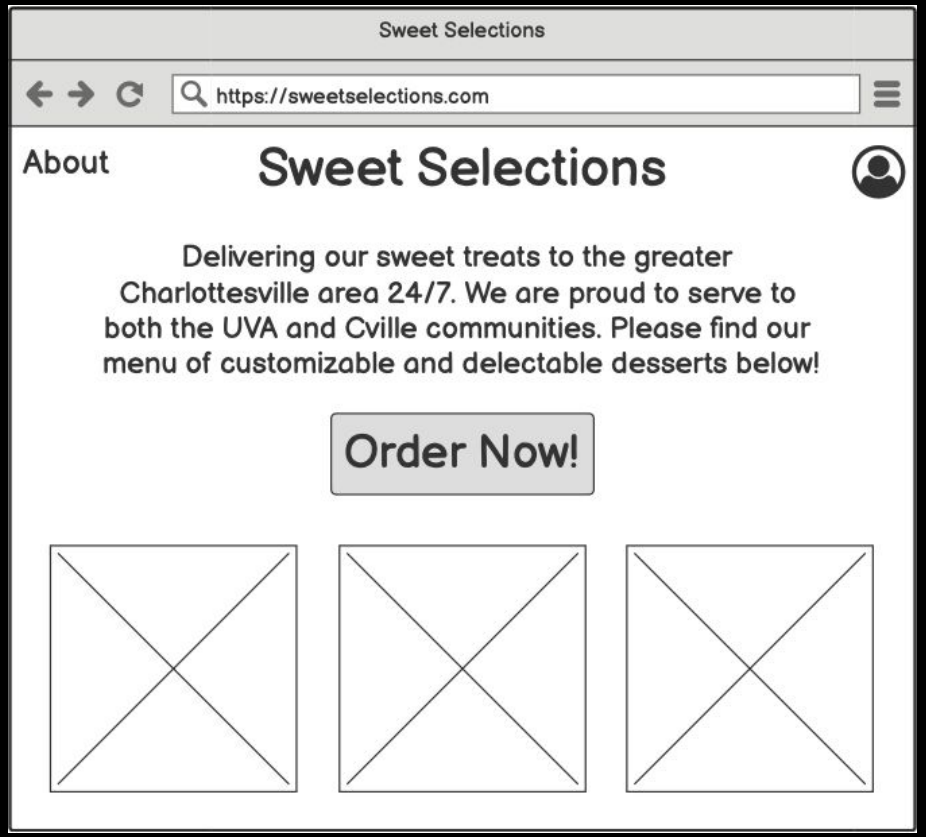
Sitemap


Home
• Images of different ingredients and possible combinations
Desserts
Start Order
Enter Location
if too far
Error Message - Not in Delivery Radius
Enter Delivery Date/Time
Your Treats
Custom
Base
Topping
Extras
About Us
• High Quality Ingredients
• Customization Process
• Pricing Info
• Delivery Radius
• Hours of Operation
• Contact Info (phone number, email address)
Account
Is the user logged in?
Yes
No
Log In
Create Account
Account Info
Past Orders
Settings
Add to Cart
if logged in
Checkout
Track Order
if not logged in
Log In
Create Account
Checkout as Guest

Wireframes

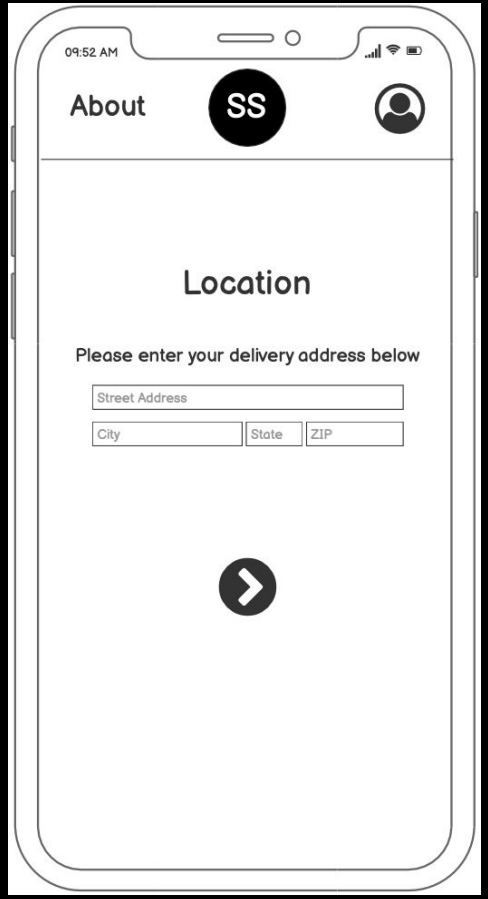
After giving some thought to the target audience, strategies, and scope of the project, I decided to design some basic wireframes in Balsamiq to support the needs of the app and the previously gathered information.

Home Page - Desktop



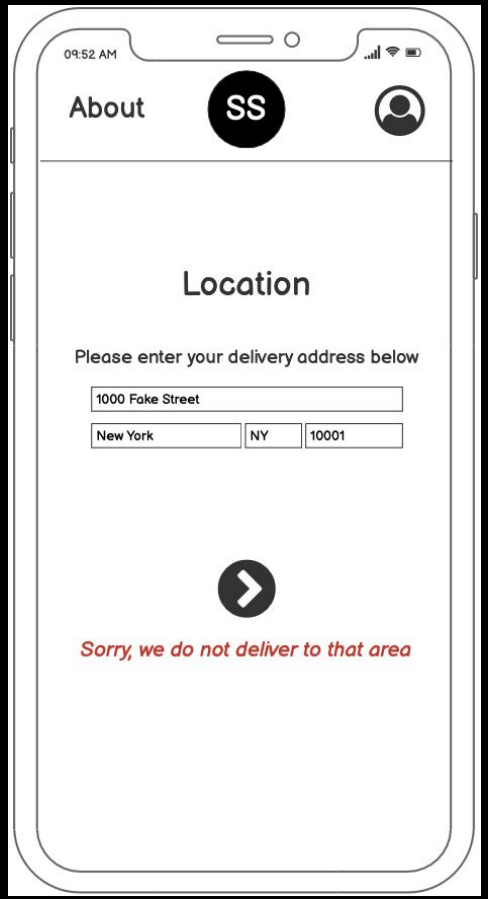
Home Page - Mobile

Ordering Process - Location

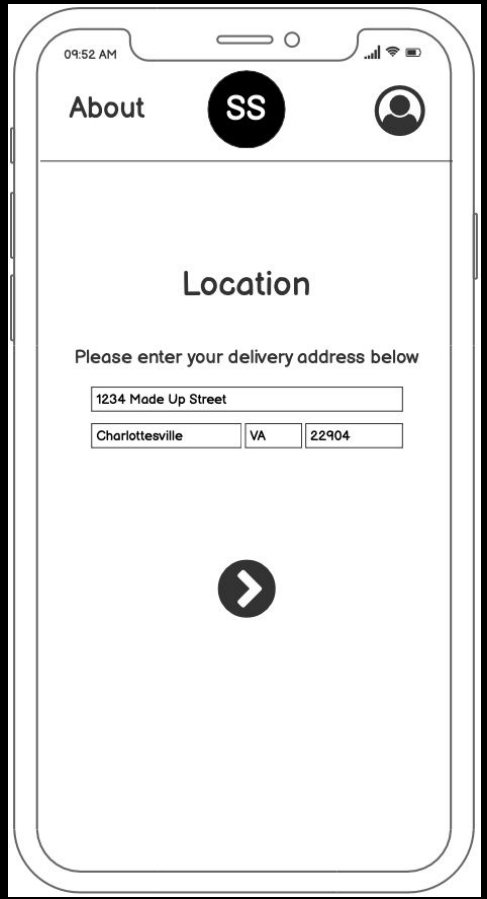


Ordering Process - Outside Radius

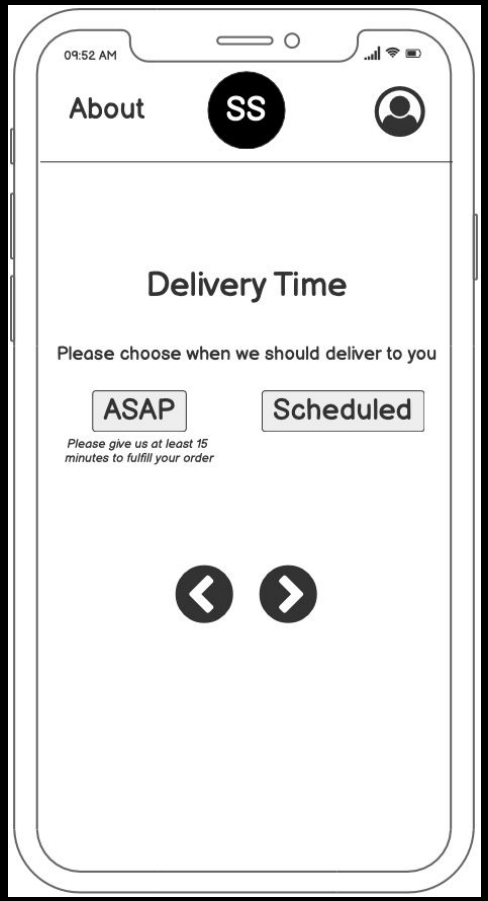
Ordering Process - Error Message



Ordering Process - Within Radius

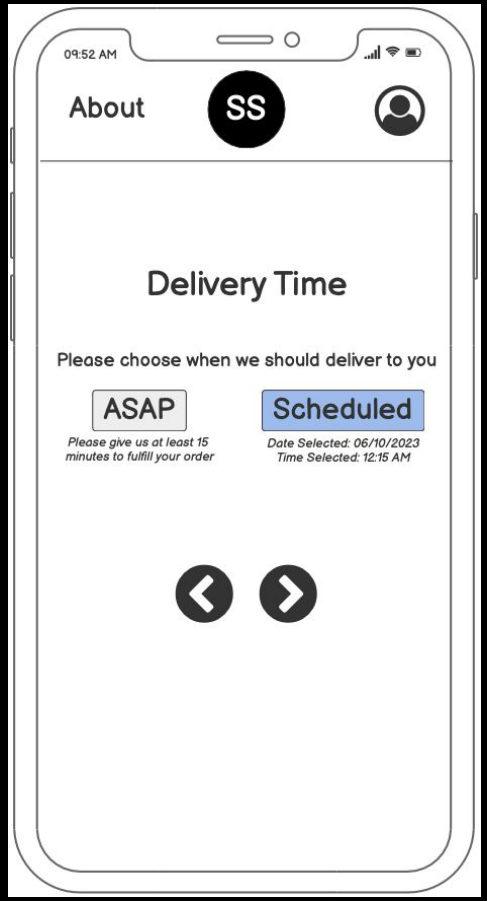


Ordering Process - Delivery Time

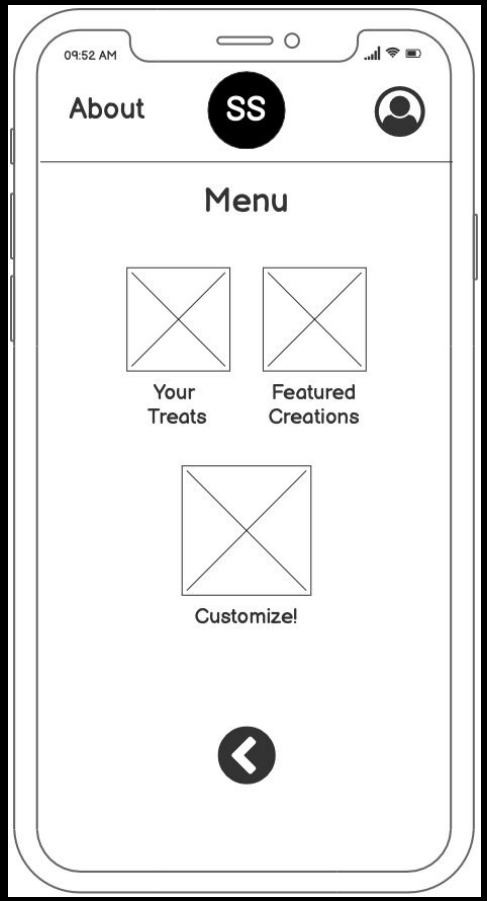


Ordering Process - Schedule Delivery

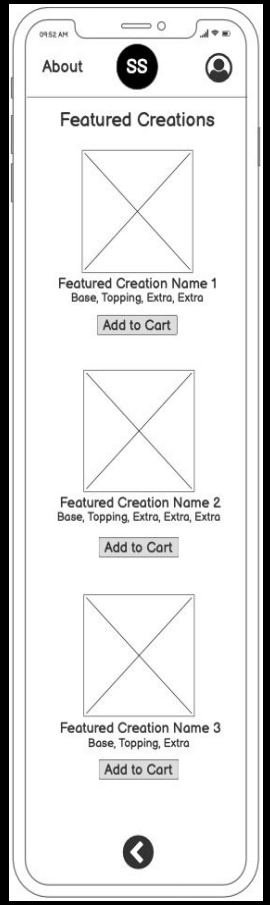
Ordering Process - Confirms Time



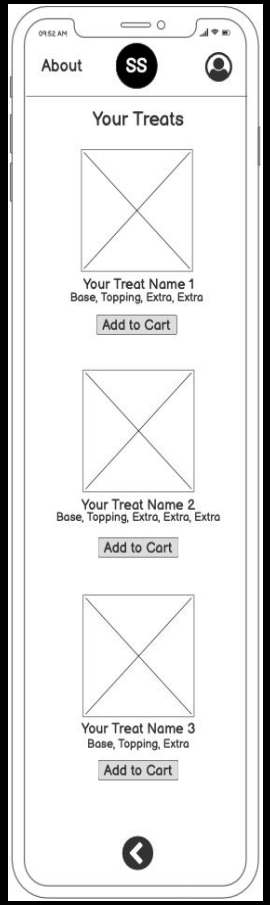
Ordering Process - Overall Menu



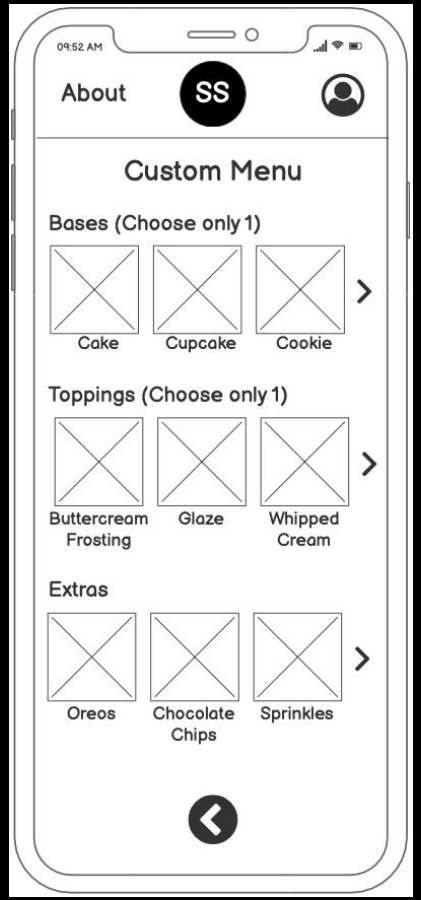
"Your Treats" Menu



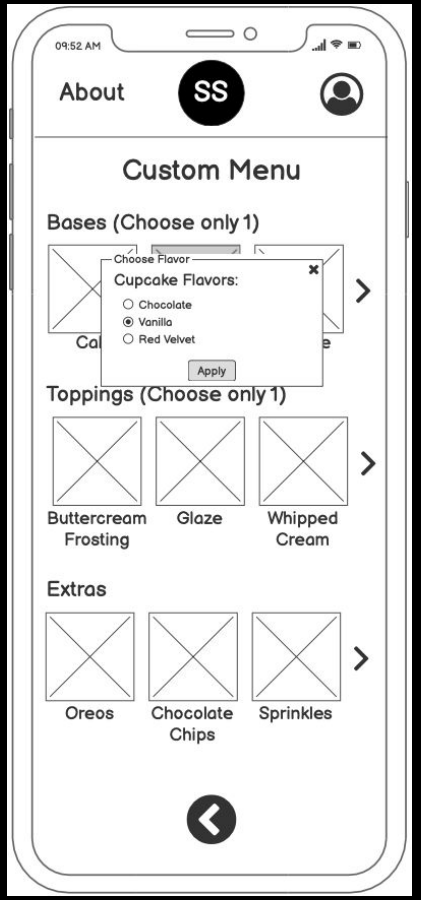
"Featured Creations" Menu



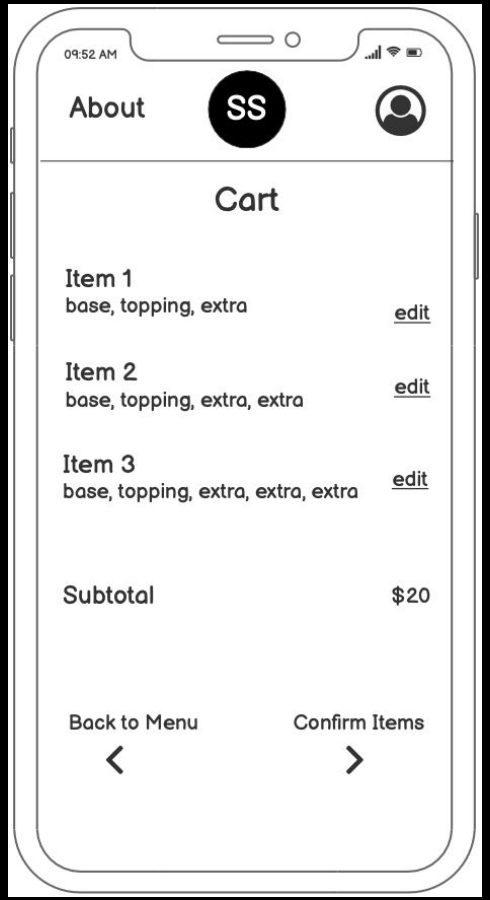
Customizable Menu



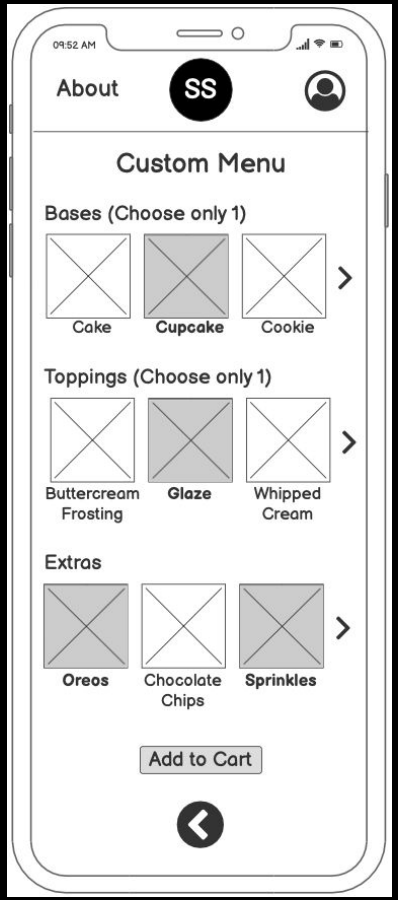
Further Choices in Menu



Ordering Process - Add to Cart



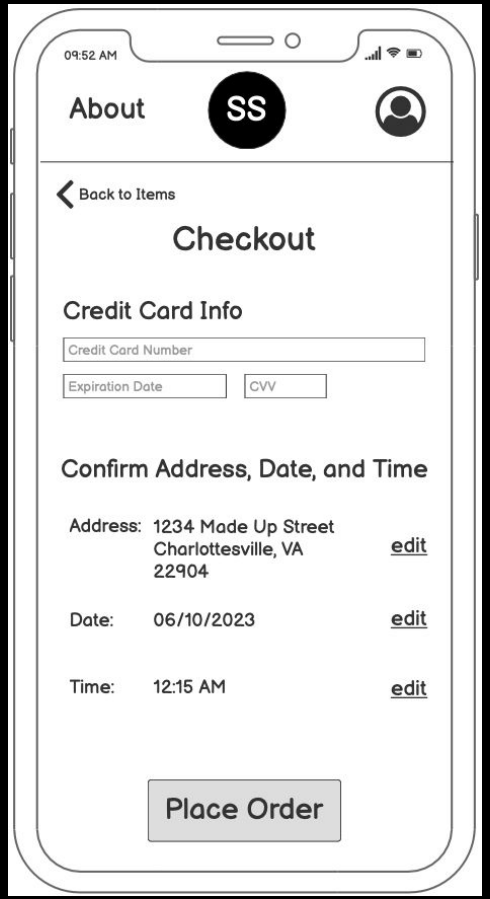
Ordering Process - Cart



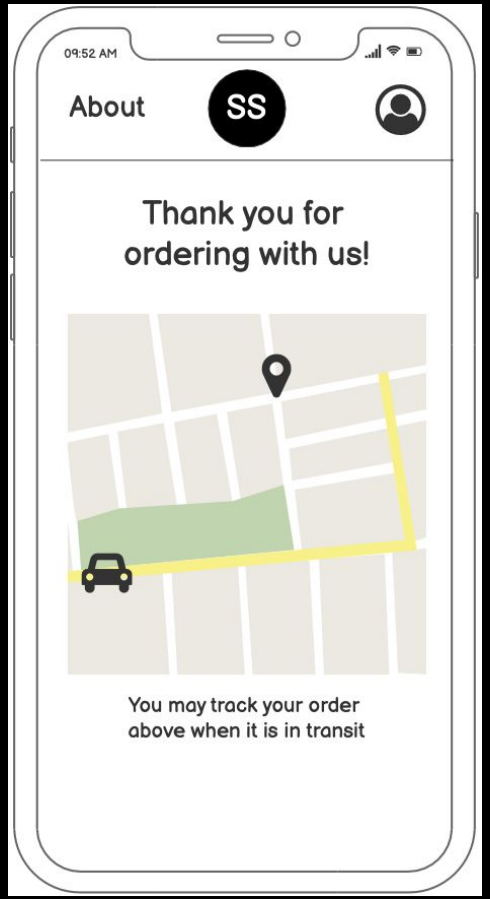
Ordering Process - Sign In

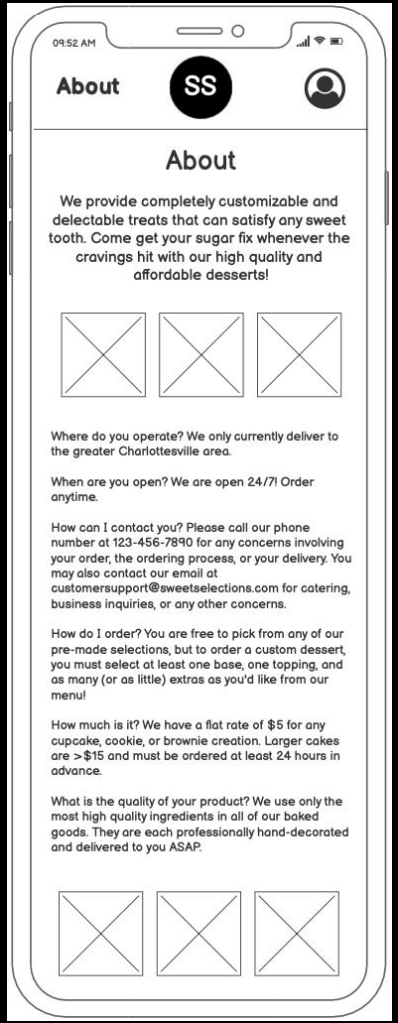
Ordering Process - Create Account

Ordering Process - Checkout



Ordering Process - Order Confirmed




09:52 AM
About
SS
About
We provide completely customizable and delectable treats that can satisfy any sweet tooth. Come get your sugar fix whenever the cravings hit with our high quality and affordable desserts!
Where do you operate? We only currently deliver to the greater Charlottesville area.
When are you open? We are open 24/7! Order anytime.
How can I contact you? Please call our phone number at 123-456-7890 for any concerns involving your order, the ordering process, or your delivery. You may also contact our email at customersupport@sweetselections.com for catering, business inquiries, or any other concerns.
How do I order? You are free to pick from any of our pre-made selections, but to order a custom dessert, you must select at least one base, one topping, and as many (or as little) extras as you'd like from our menu!
How much is it? We have a flat rate of $5 for any cupcake, cookie, or brownie creation. Larger cakes are >$15 and must be ordered at least 24 hours in advance.
What is the quality of your product? We use only the most high quality ingredients in all of our baked goods. They are each professionally hand-decorated and delivered to you ASAP.

About Page

Mock-Ups

Using these wireframes, I designed visual mockups on Sketch based on these structures, making more conscious designs with color, font, etc. I decided to go with more of a chic appearance while bringing in pops of color and varied textures through the content of the app itself.

About

Sweet Selections

Delivering our sweet treats to the greater Charlottesville area 24/7.
We are proud to serve to both the UVA and Cville communities.
Please find our menu of customizable and delectable desserts below!

Order Now!

Home Page - Desktop

Home Page - Mobile

Ordering Process - Location

Location

Please enter your delivery address below

Street Address

City | State | ZIP

Ordering Process – Error Message

Ordering Process – Within Radius

Ordering Process – Delivery Time

Delivery Time

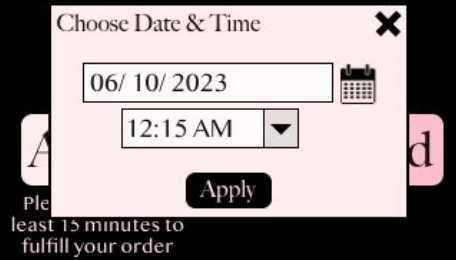
Please choose when we should deliver to you

ASAP

Scheduled

Please give us at least 15 minutes to fulfill your order

Delivery Time



Ordering Process – Schedule Delivery

About

Delivery Time

Please choose when we should deliver to you

ASAP

Please give us at least 15 minutes to fulfill your order

Scheduled

Date Selected: 06/10/2023
Time Selected: 12:15 AM

Ordering Process – Confirms Date & Time

About

Menu

Your Treats

Featured Creations

Customize!

Ordering Process – Overall Menu

About

Ordering Process – Your Treats

Your Treats

Your Treat Name 1

Sugar Cookie, Vanilla Frosting, Sprinkles

Add to Cart

Your Treat Name 2

Chocolate Cupcake, Vanilla Frosting, Caramel, Sprinkles

Add to Cart

Ordering Process – Custom Menu

About

Featured Creations

Featured Creation Name 1

Red Velvet Cupcake, Cream Cheese Frosting

Add to Cart

Featured Creation Name 2

Brownie, Hot Fudge, Sprinkles

Add to Cart

Ordering Process – Featured Creations

About

Custom Menu

Bases (Choose only 1)

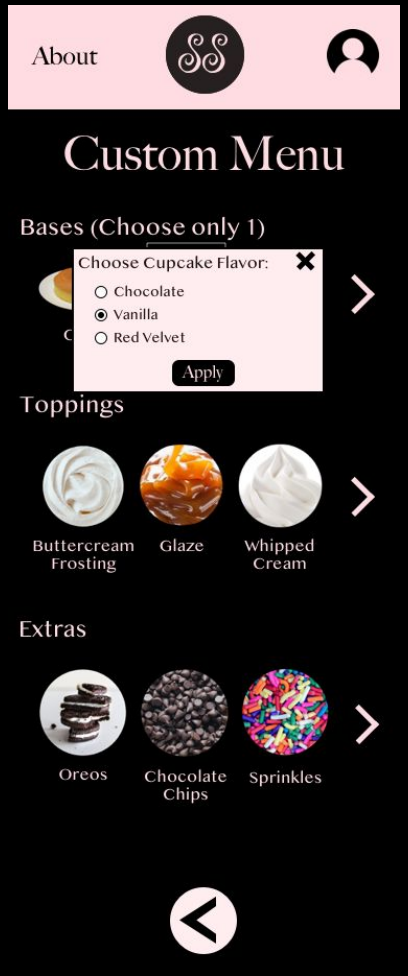
Cake Cupcake Cookie

Toppings

Buttercream Frosting Glaze Whipped Cream

Extras

Oreos Chocolate Chips Sprinkles



Ordering Process – Further Choices

Ordering Process – Add to Cart

Ordering Process – Cart

Cart

Item 1
base, topping, extra — edit

Item 2
base, topping, extra, extra — edit

Item 3
base, topping, extra, extra, extra — edit

Subtotal $20

Back to Menu

Confirm Items

Ordering Process – Sign In

Please sign in to continue with your order

username

password

Don't have an account? Create Account

Or Checkout as Guest

Ordering Process – Create Account

Create Account

full name

email address

phone number

create username

create password

repeat password

Ordering Process – Checkout

Checkout

Credit Card Info

Credit Card Number

Expiration Date

CVV

Confirm Address, Date, & Time

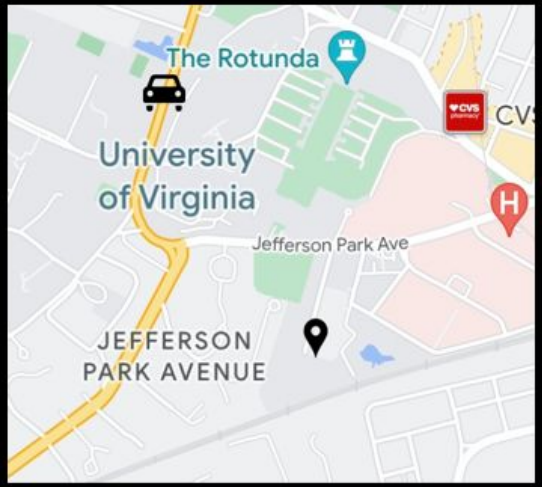
Address:	1234 Made Up Street Charlottesville, VA 22904	edit
Date:	06/10/2023	edit
Time:	12:15 AM	edit

Place Order

About

Ordering Process – Order Confirmation

Thank you for ordering with us!



You may track your order above when it is in transit

About Page

About

About

We provide completely customizable and delectable treats that can satisfy any sweet tooth. Come get your sugar fix whenever the cravings hit with our high quality and affordable desserts!

Where do you operate? We only currently deliver to the greater Charlottesville area.

When are you open? We are open 24/7! Order anytime.

How can I contact you? Please call our phone number at 123-456-7890 for any concerns involving your order, the ordering process, or your delivery. You may also contact our email at support@sweetselections.com for catering, business inquiries, or any other questions.

How do I order? You are free to pick from any of our pre-made selections, but to order a custom dessert, you must select at least one base, one topping, and as many (or as little) extras as you'd like from our menu!

How much is it? We have a flat rate of $5 for any cupcake, cookie, or brownie creation. Larger cakes are >$15 and must be ordered at least 24 hours in advance.

What is the quality of your product? We use only the most high quality ingredients in all of our baked goods. They are each professionally hand-decorated and delivered to you ASAP.

What I Liked

I love how clean and simple the wireframes of this product came out, and I also love the color palette I chose for the mockups. The content of dessert food also lends itself so well to visual design in such a way that evokes the senses, providing diverse colors and textures throughout.

What I Didn't Like

I think I could have done a better job making the visual mockups look cleaner and more modern, particularly with the font choice. Looking up to date is an important feature of mobile apps that affects how well a user may think their app is working, so I would improve that for next time.

If I had more time...

I would spend more time in the planning and researching stage, looking into current restaurants' food delivery apps & conducting user research.

Personal Project 2

Savest
Efficient Shopping at your Fingertips

Project Type

- Solo Project done over the course of a few weeks during the Summer of 2022
  - Completed for CalArts' UX Design Fundamentals course on Coursera
- Project prompt was to prototype an app for a business of my own making
  - Tools: JustInMind, Marvel

Business Creation

I first needed to come up with a business that would be in need of a mobile app for its clients

Business Concept

Business Name	**Savest**
Business Tagline	**Efficient shopping at your fingertips**
Business Description	**Savest helps the user find the cheapest option for the products they need to buy. Many people struggle with buying everyday essentials while still trying to stick to a budget, save money and choose between different stores as well as between the various products sold in each location, further complicating the issue. This app makes shopping efficient and stress-free, by allowing users to search for individual products they need and find the store that sells it for the cheapest in their area, taking into account prices, sales, and available discounts/coupons. Therefore, Savest provides users with the necessary information to make the best financial choices possible when shopping for themselves and their household.**

Planning

With a business idea in mind, I now began to plan out the product’s needs and what would be important to consider moving forward.

Functions

- Display specific items (when individually searched for) based on its price in specific stores (within the user's area), with factors like ongoing discounts/sales/coupons taken into account
- Allow users to input "grocery lists" and calculate totals in different stores to show the user their overall cheapest option
- Display items and list on a map that shows the location of the best stores in a user’s area
- Provide recommendations for general products based on the user's preferences (e.g. cost, health, taste, quantity, etc.) and other users' reviews of products

Client/Designer Goals

- Reveal the availability of the cheapest products and stores in a user's area (with respect to health, quality, etc.)
- Connect people who may be in similar situations and allow them to also help one another
- Provide a useful app that makes money (through ad revenue)

Initial User Target Group

People who want to save time and money shopping while still purchasing the best goods available; i.e.

- Full-time college student interested in spending less and finding the cheapest options near them
- Working parent who needs grocery shopping to take up as little time as possible
- Low-income worker who needs to save time and money
- Nutrition/Fitness coach who can create detailed plans for themselves and their clients based on personal affordability, location, and health needs

Brief User Persona

Alex Smith, 21. From New York, NY. Majoring in environmental science. Lives with 5 roommates in an apartment. Likes cooking and exercising. Works a part-time job to pay for college/loans.

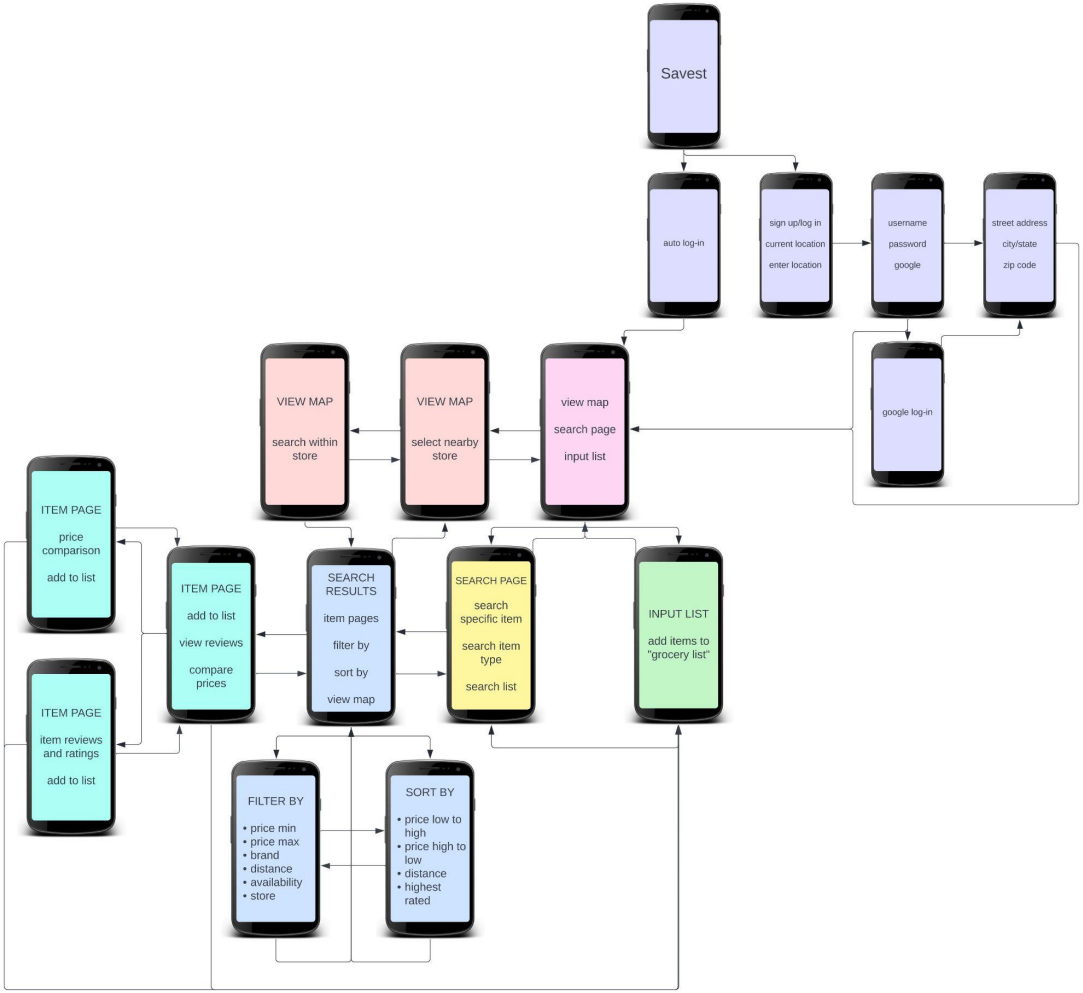
Similar Apps for Inspiration

Basket: an app that allows users to compare pricings at nearby stores

AnyList: an app that allows users to create and share grocery lists, organize them with recipes, and plan meals using a calendar

Honey: an app that automatically applies available coupons and cashbacks to the user's purchases

Sitemap


Savest
auto log-in
sign up/log in
current location
enter location
username
password
google
street address
city/state
zip code
google log-in
VIEW MAP
search within store
VIEW MAP
select nearby store
view map
search page
input list
ITEM PAGE
price comparison
add to list
ITEM PAGE
add to list
view reviews
compare prices
SEARCH RESULTS
item pages
filter by
sort by
view map
SEARCH PAGE
search specific item
search item type
search list
INPUT LIST
add items to "grocery list"
ITEM PAGE
item reviews and ratings
add to list
FILTER BY
• price min
• price max
• brand
• distance
• availability
• store
SORT BY
• price low to high
• price high to low
• distance
• highest rated

Wireframes

After the initial planning and research stage, I designed some basic wireframes in JustInMind to support the requirements detailed out previously.

Savest

Efficient shopping at your fingertips

Welcome!

username

password

Sign In

-or-

Sign In with Google

New?

Create Account

Welcome!

janedoe

Password123!

Sign In

Please enter your information

first name | last name

email address

phone number

create username

create password

use current location

enter location

Please enter your information

Jane | Doe

janedoe@email.com

123-456-7890

Please enter your location

street address

city | state

zip | country

continue

Please enter your location

123 Street Rd

Town City | AB

12345 | USA

Message

I | I'm | It's

Q W E R T Y U I O P

A S D F G H J K L

Z X C V B N M

123 | space | return

Search

Price
at Store Name
Product Name/Description/Type/etc.
★★★★★

Price
at Store Name
Product Name/Description/Type/etc.
★★★★★

Price
at Store Name
Product Name/Description/Type/etc.
★★★★★

Price
at Store Name
Product Name/Description/Type/etc.
★★★★★

Price
at Store Name
Product Name/Description/Type/etc.
★★★★★

Price
at Store Name

Search | List | Map | Forum

Store Name

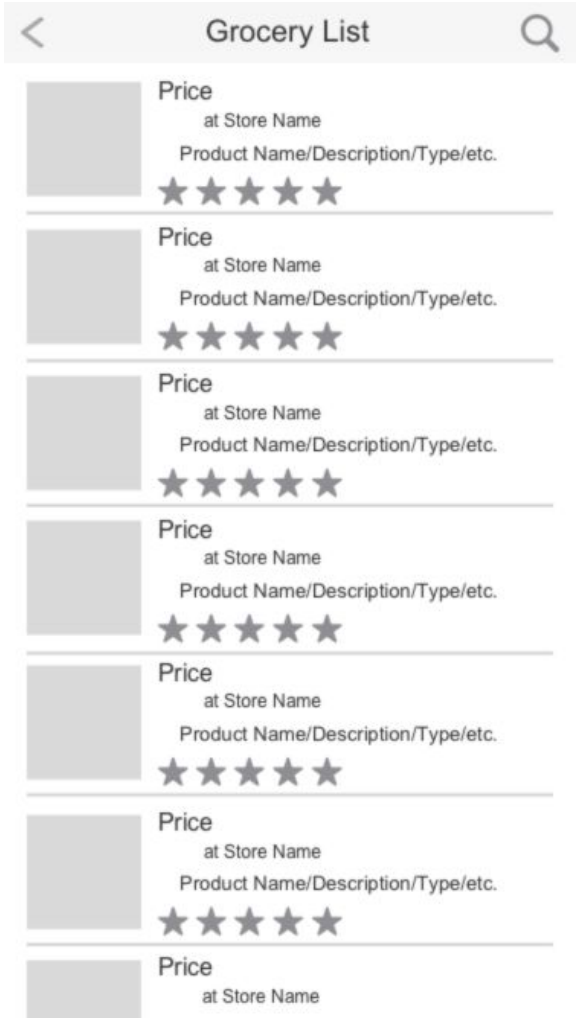
Product Name and Details

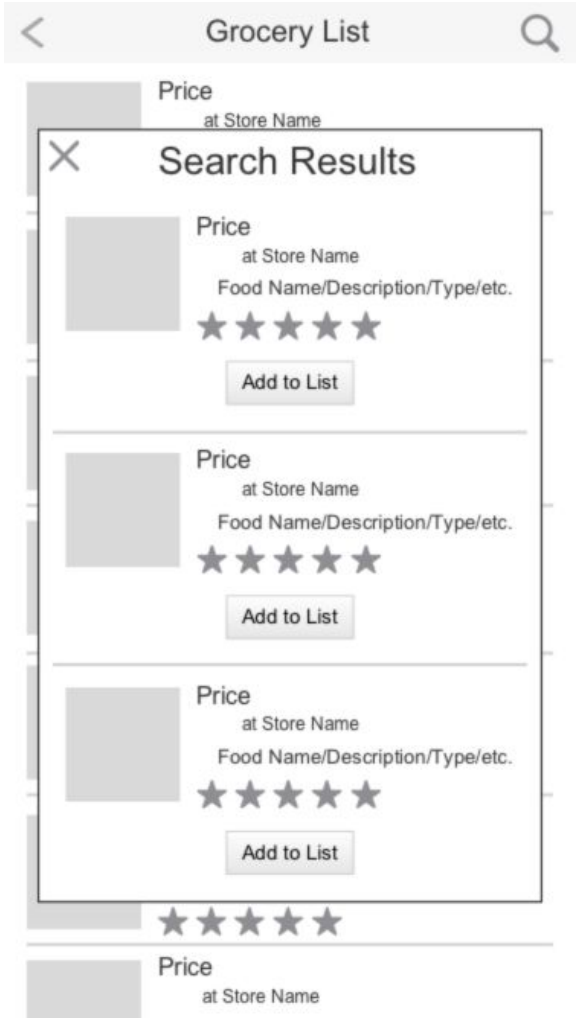
★★★★★

$12.34

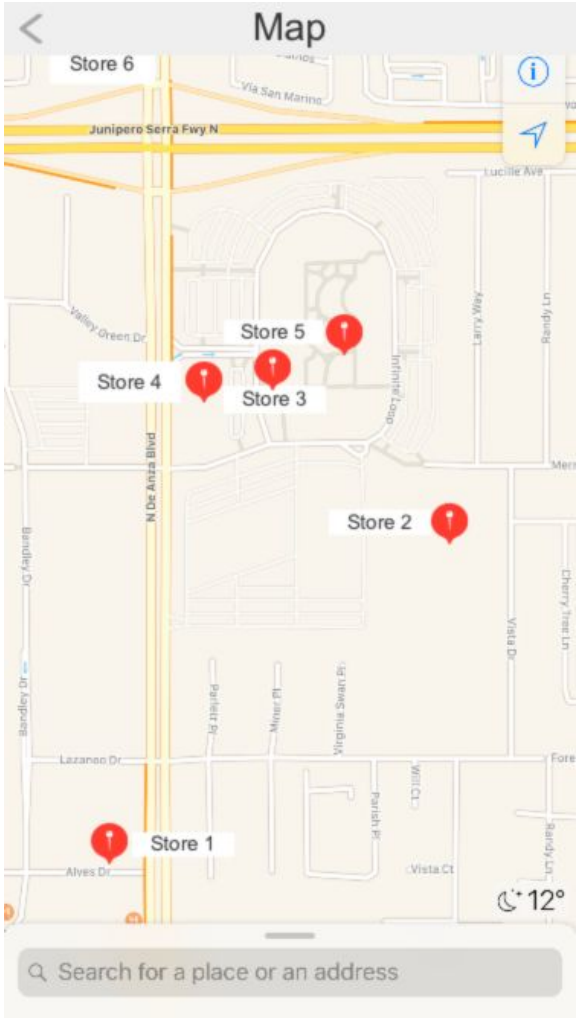
Product Description/Ingredients/Materials/etc.

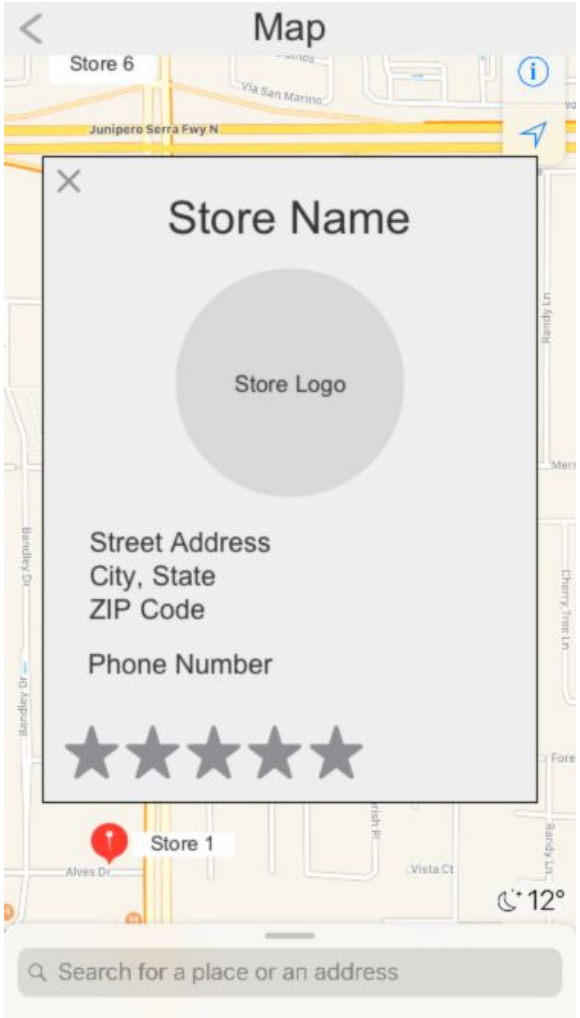
Suggested for you

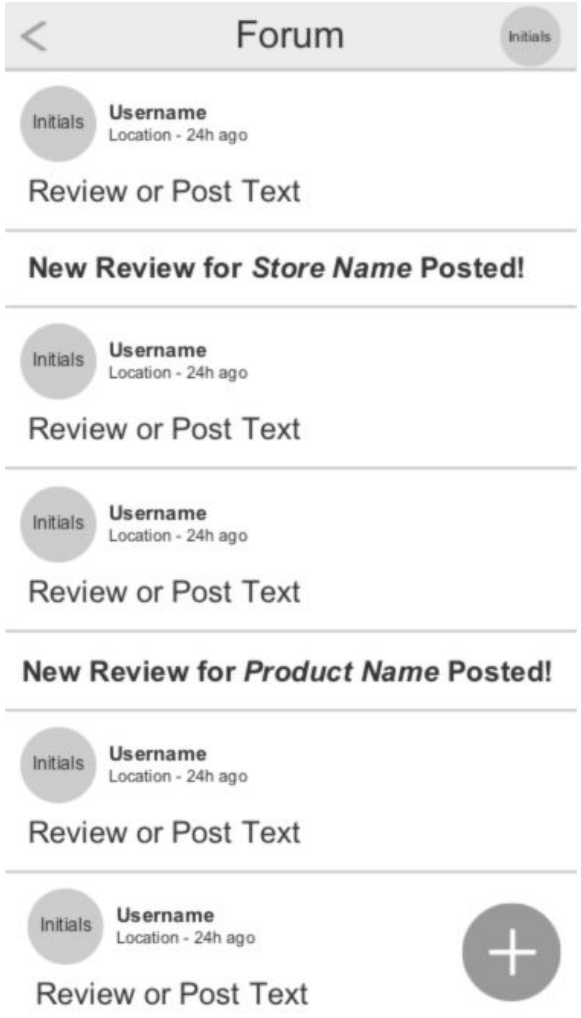

Grocery List
Price
at Store Name
Product Name/Description/Type/etc.
Price
at Store Name
Product Name/Description/Type/etc.
Price
at Store Name
Product Name/Description/Type/etc.
Price
at Store Name
Product Name/Description/Type/etc.
Price
at Store Name
Product Name/Description/Type/etc.
Price
at Store Name
Product Name/Description/Type/etc.
Price
at Store Name


Grocery List
Price
at Store Name
Search Results
Price
at Store Name
Food Name/Description/Type/etc.
Add to List
Price
at Store Name
Food Name/Description/Type/etc.
Add to List
Price
at Store Name
Food Name/Description/Type/etc.
Add to List
Price
at Store Name

Grocery List
Price
at Store Name
Product Name/Description/Type/etc.
Price
at Store Name
Product Name/Description/Type/etc.
Price
at Store Name
Item Added!
Product Name/Description/Type/etc.
Price
at Store Name
Product Name/Description/Type/etc.
Price
at Store Name
Product Name/Description/Type/etc.
Price
at Store Name


Map
Store 6
Junipero Serra Fwy N
Store 5
Store 4
Store 3
Store 2
Store 1
12°
Search for a place or an address


Map
Store 6
Junipero Serra Fwy N
Store Name
Store Logo
Street Address
City, State
ZIP Code
Phone Number
Store 1
12°
Search for a place or an address


Forum
Initials
Initials
Username
Location - 24h ago
Review or Post Text
New Review for Store Name Posted!
Initials
Username
Location - 24h ago
Review or Post Text
Initials
Username
Location - 24h ago
Review or Post Text
New Review for Product Name Posted!
Initials
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Location - 24h ago
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Initials
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Location - 24h ago
Review or Post Text

After creating enough wireframes to support a functional clickable prototype, I collected the images and used Marvel to set up a working prototype of the app. Please use the link below to access this project.

Clickable Prototype

What I Liked

I loved the process of creating a working clickable prototype, that would allow designers and testers to experience the setup of the app before it is actually developed. Crafting a user's journey became incredibly important and fascinating within the UI/UX process.

What I Didn't Like

I think I could have done a better job making the wireframes look cleaner and simpler, as well as utilize more refined elements.

If I had more time...

I would create wireframes for and prototype the app in its entirety. I would also spend more time conducting user research, having participants go through the clickable prototype and bring up any pain points they may experience.

Thank You!

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