

Roadtu Kadai Responsive Website

Arun Kumar M

Project overview



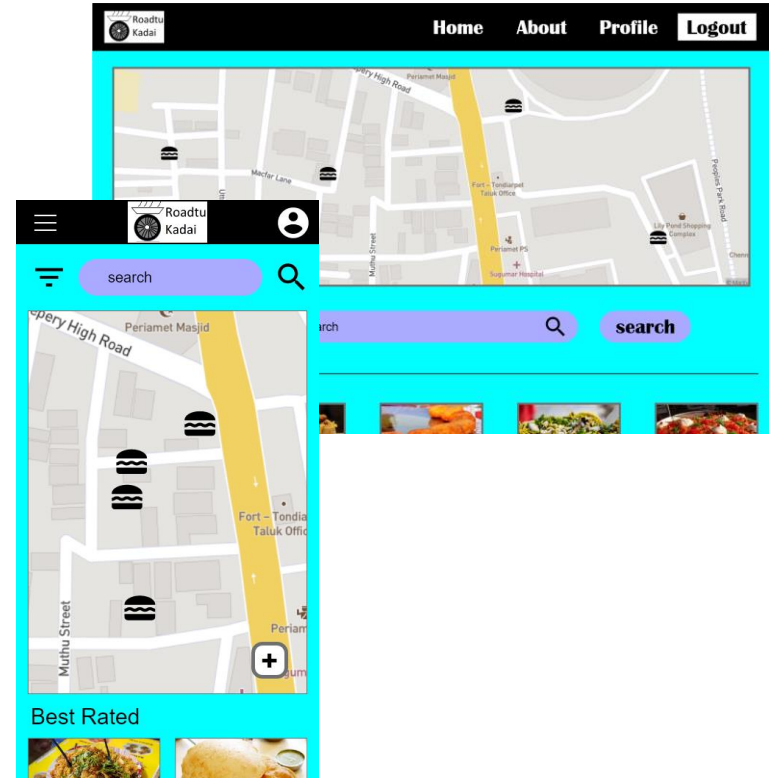
The product:

Roadtu Kadai (Street Shop) is an application to find and review fast foods and shops near you. It helps the user to find the best street food shop in a particular area and also allowing them to tell others about their experience of eating street food in a certain location.



Project duration:

February 2021 to March 2022



Project overview



The problem:

Small People don't appreciate something if they get it cheap. Same applies for street foods. But there are people who still value the taste and experience of eating in a street food shop. This app is for those people. An app to unite all of the street food lovers around the world and help them share their experience with their fellow street food lovers and improve the unsupported economy of these small business.



The goal:

Design an app that will help people find the best and cheapest street food near them with reliable information from other people who have visited them.

Project overview



My role:

UX designer leading the app and responsive website design from conception to delivery



Responsibilities:

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

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

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 that most of the people who wanted to find street foods cannot find a reliable information about the location of the street food shops and reviews and information about the food.

Persona :Rohan



Rohan

Age: 22
Education: High School
Hometown: Hyderabad, Telangana
Family: Bachelor
Occupation: Construction worker

“Street food is the best way to eat tasty and save money”

Goals

- Find street food vendors that are near his location.
- Street food vendors with good reviews.

Frustrations

- “I can’t find where the street vendors are since I am new to the city.”
- “I often get sick eating from street vendors.”

Rohan is a 22-year-old construction worker who lives by himself in hyderabad. He works full time in the construction site and has no time to cook.

Since he receives a low salary in contruction work he can’t afford to eat at hotels or restaurants. So he eats the food he buys from the street vendor. But since he has some digestion problems he often gets sick because of eating from street vendors. So he needs an application to find the best street vendor in his city so that he can eat good food at low cost.

PROBLEM STATEMENT

Rohan

user name

is a/an is a construction worker

user characteristics

who needs to find best street food in his area

user need

because he want to save money while eating outside.

insight

Competitive audit

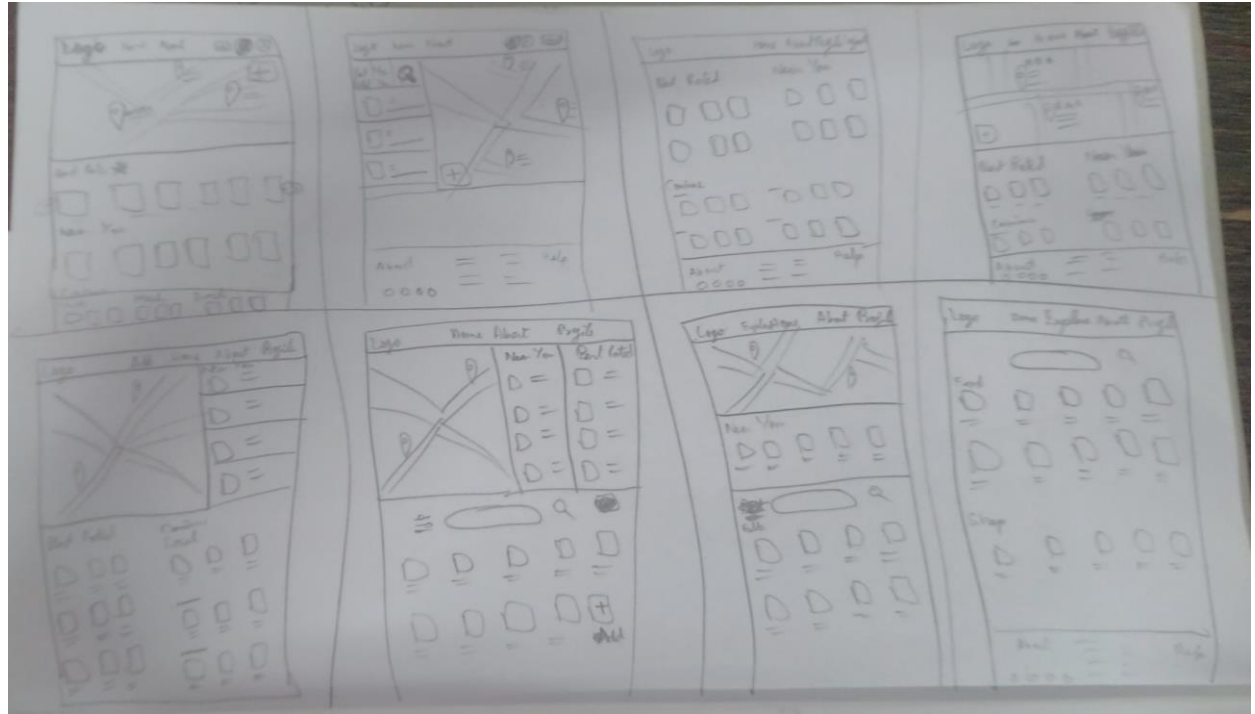
An audit of a few competitor's products provided direction on gaps and opportunities to address with the Better Place app.

Competitive audit	Competitive audit goal: Compare the browsing and order process of each competitor's site.								First impressions	
	Competitor type	Location(s)	Product offering	Price (per item)	Website (URL)	Business size (annual revenue, employees)	Target audience	Unique value proposition	Desktop website experience	Mobile website experience
Slurpicious (Karibites)	Direct	Worldwide	Street food reviews and location through a mobile app	N/A	https://karibites.com/	Medium	Everyone	Order, Takeout, Hangout	Okay + Strong visual design and branding - Breadth of options can be overwhelming - Not user-friendly	Okay + Visually appealing + Navigation is tough - Search option is not good
Street Food Finder	Direct	United States	StreetFoodFinder allow users to quickly and efficiently locate various food trucks in the Ohio area and other select cities	\$	www.fastfashion.online	Small	Everyone	Easy and affordable shopping	Outstanding + Easy to navigate+ Clean and t	Good + Easy to use
Trendy/fash	Indirect	Canada	Secondhand designer clothing through an online website	\$\$	www.trendy/fash	Small	Everyone	Unique finds for less	Needs work - Very limited features	Needs work - Not responsive

UX (rated needs work, okay, good or outstanding)				Visual design		Content
Features	Accessibility	Interaction	Navigation	Brand identity	Tone	Descriptiveness
Outstanding - Navigation is tough - Search option is not good	Okay + Navibar uses both text and icons - Not equipped for screen reader tech - Color contrast is not according to standards	Okay + Easy and intuitive ordering and checkout processes on app - Some features don't work as intended in mobile	Good + Comprehensive navigation menu - Too many options is overwhelming at times	Good + Modern and trendy design + Use of many, high-quality images + Webpage has a good vibrant design - Color contrast is not good	Friendly and engaging	OK - Too much info in some screens and too little in some
Good + Product quick buy buttons + Progress bar - Minimal filter options	Needs work - Not equipped for screen reader tech - Color choices don't meet accessibility standards	Good + Quick and easy to use ordering process	Outstanding + Straightforward navigation + Clear indication of clickable elements	Outstanding + Consistent brand design+ Vis Casual and concise		Good + Clear - Brief at times
Okay + Ability to create profile - Lack of other useful features	Needs work - Not equipped for screen reader tech - Color choices don't meet accessibility	Good + Primary checkout user flow is clear - Browsing through clothing items is time-	Good + Minimal but clear navigation menu	Okay + Clear brand identity- Not very visually e Enthusiastic		Good + A lot of detail is provided - Sometimes unnecessary information is

Ideation

I did a quick ideation exercise (crazy eights) to come up with ideas for the Roadtu kadai app.

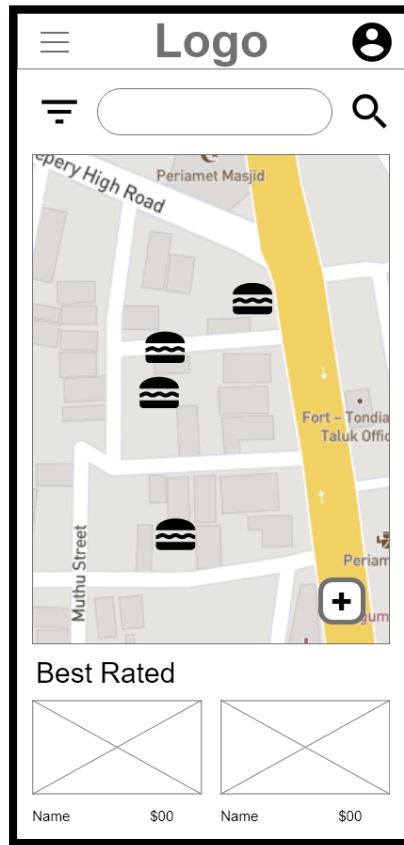


Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the Roadtu Kadai app. These designs focused on quickly finding the street shop and reviewing it easily.

Easy access to app features from global navigation

The center of the home screen contains a map to find the street shops near the user, so that user can easily search for the shops near them.

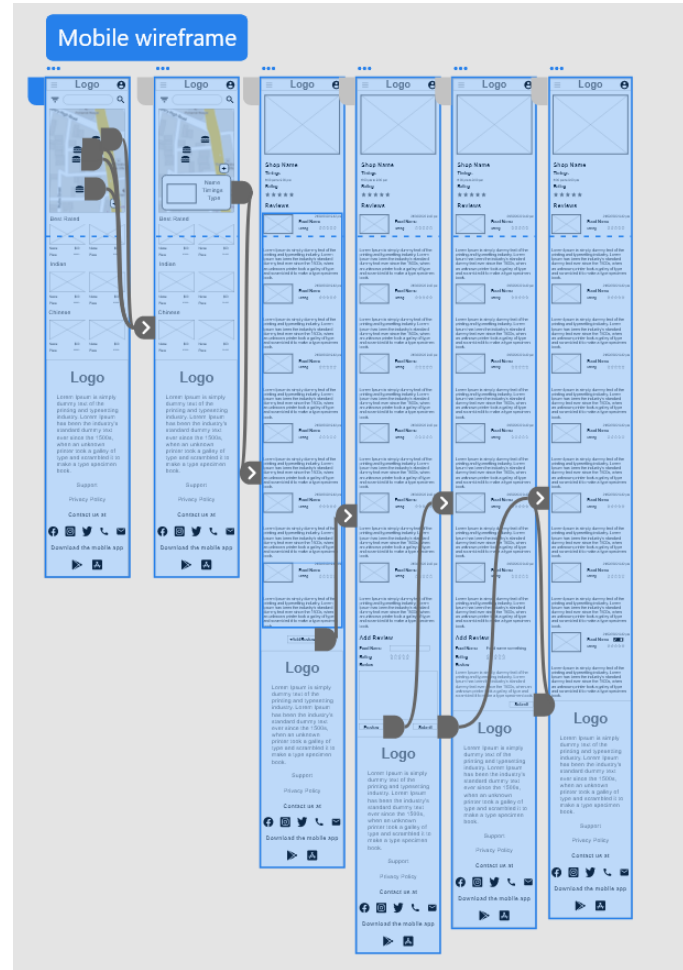


The other part of the home page contains all the best rated foods near them.

Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of submitting an application to volunteer for an event

View Roadtu Kadai's [low-fidelity prototype](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Chennai, remote



Participants:

5 participants



Length:

30-60 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Search Map

People want to search using a map so that they can find the location of food quickly

2

Questions Board

People need a way to quickly find the location of the food from search lists

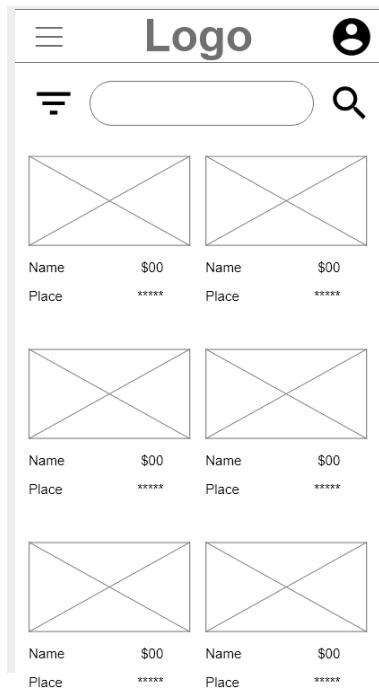
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

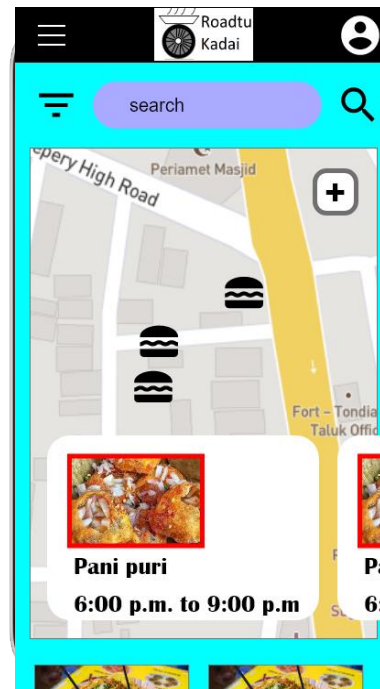
Mockups

Based on the insights from the usability studies, I applied design changes like searching using a map.

Before usability study



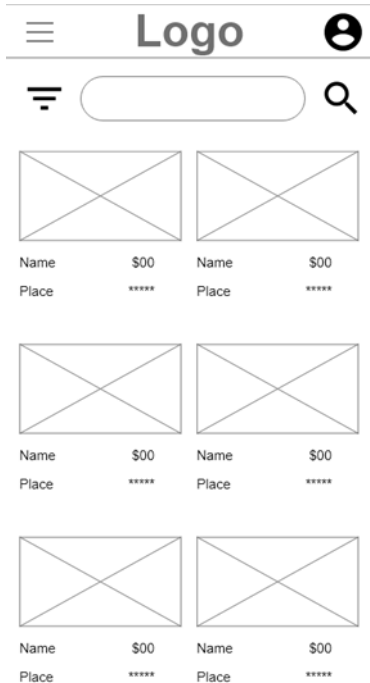
After usability study



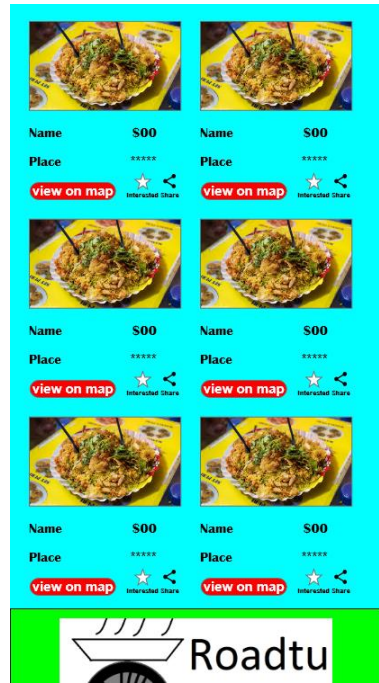
Mockups

Additional design changes included adding an option for foods searched a view on map button so they can immediately view the location of the food from map.

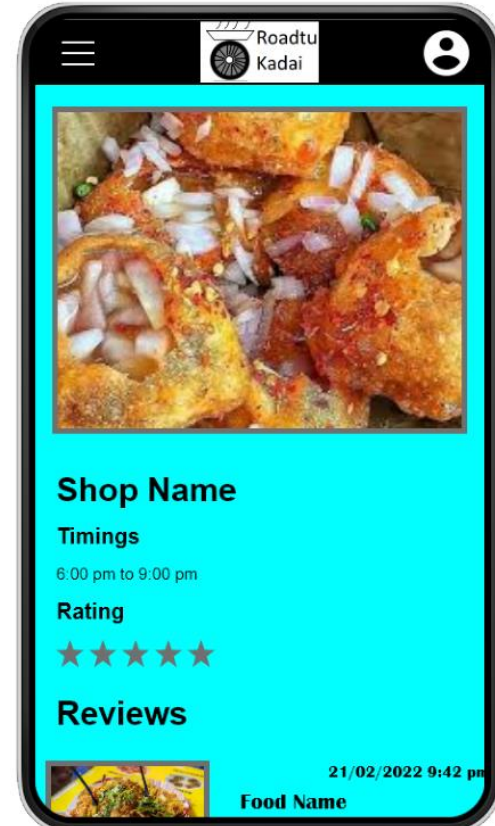
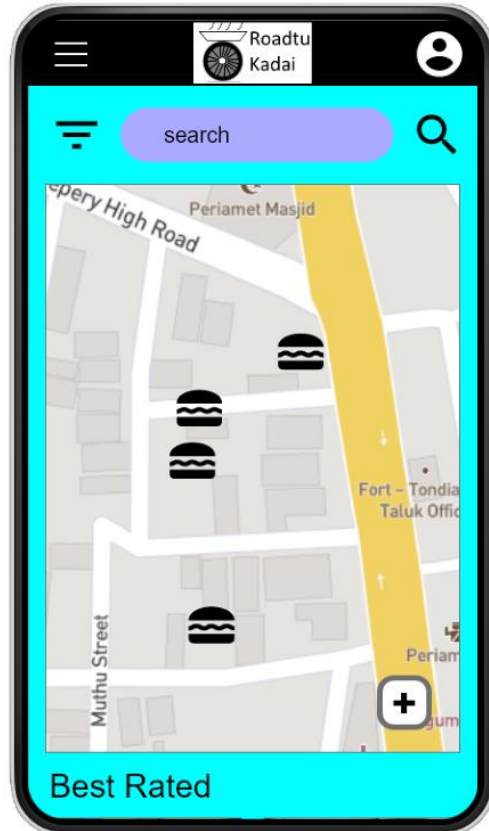
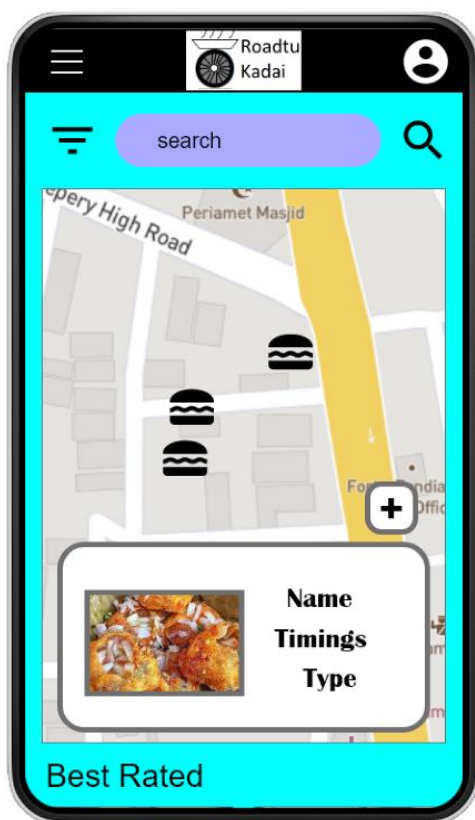
Before usability study



After usability study



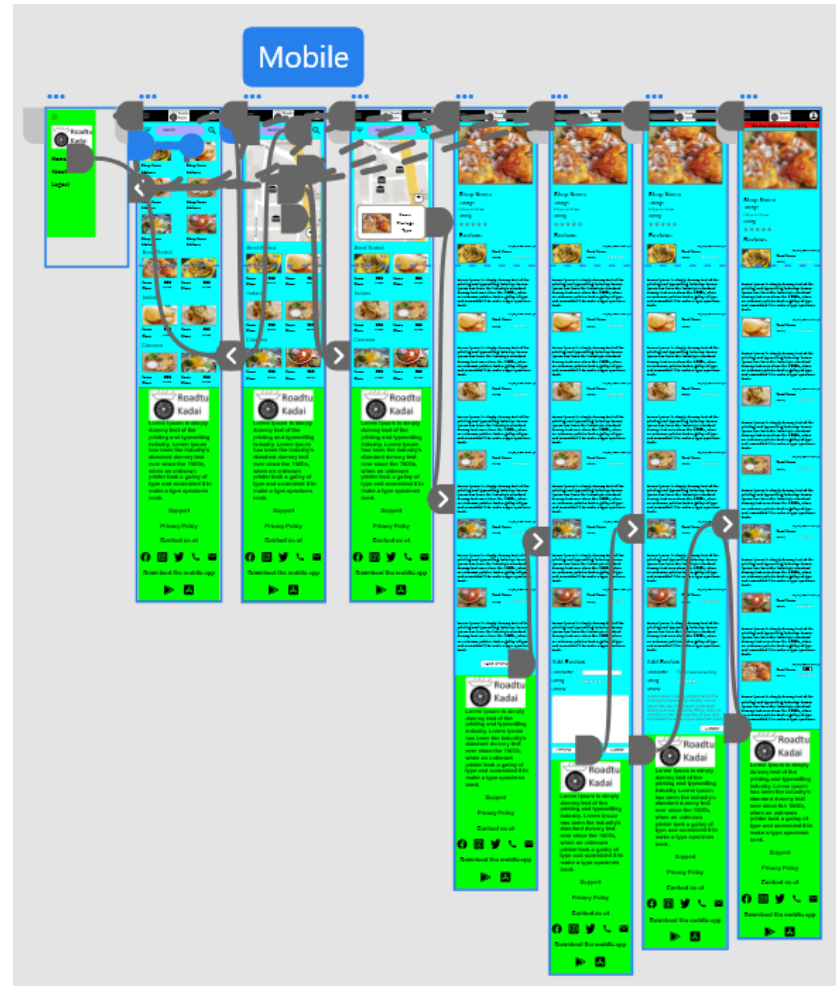
Mockups



High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

View the Roadtu Kadai's [high-fidelity prototype](#)



Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers.

2

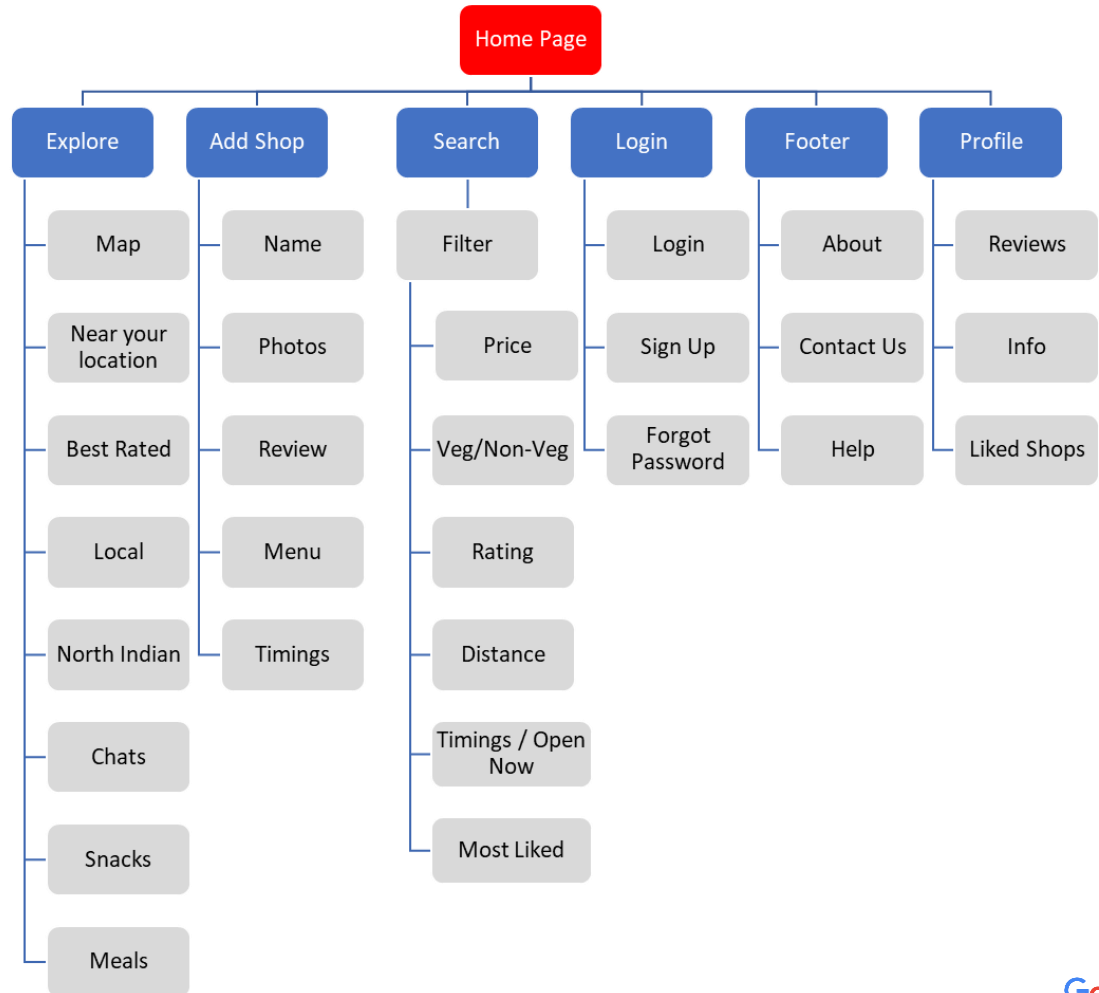
Initial focus of the home screen on personalized recommendations help define the primary task or action for the user.

Responsive Design

- Information architecture
- Responsive design

Sitemap

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



Responsive designs

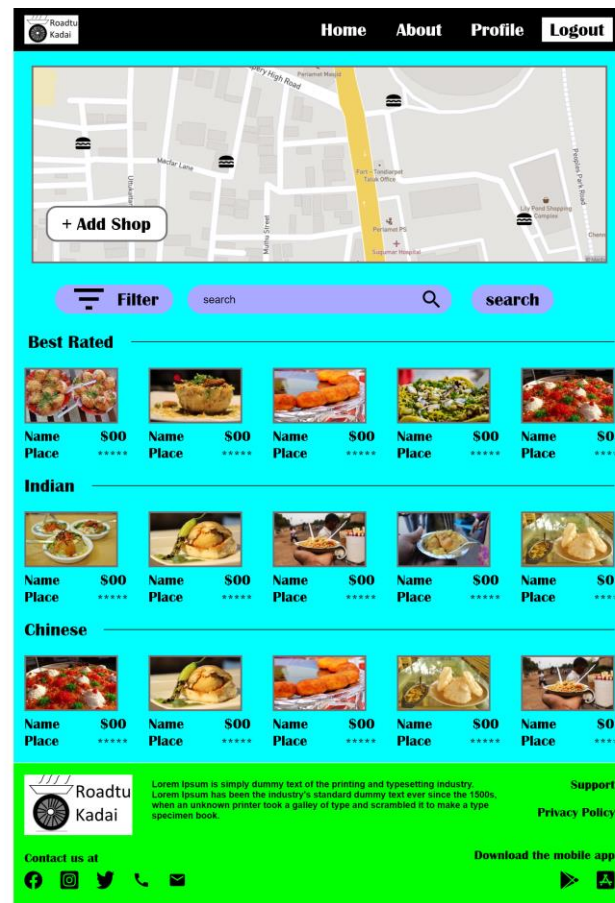
The designs for screen size variation included mobile, and desktop. I optimized the designs to fit specific user needs of each device and screen size.

[Links for prototypes of responsive design](#)

Mobile website



Desktop



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users shared that the app helped them to find the best street food shops in their location and also able to review the foods they tried. One quote from peer feedback was that “As a foodie this app is really helpful in finding the best food at a price I can afford.”



What I learned:

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

Next steps

1

Conduct research on how successful the app is in reaching the goal of finding and reviewing street food shops.

2

Add more resources for users to find the shop they are searching for.

3

Provide incentives and rewards to users who review shops periodically which is accepted by other reviewers.

Let's connect!



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

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