# HomeMade

Arun Kumar M

Project overview

The product:

HomeMade is a customized food order app, whose main goal is to change the lives of people who follow a strict and diet the food they want by customizing the food based on their needs by the help of alternative ingredients that satisfy their dietary requirements, with the feeling of eating a home cooked meal where they decide everything they want.

Project duration:

December 2021 to January 2022.

Google
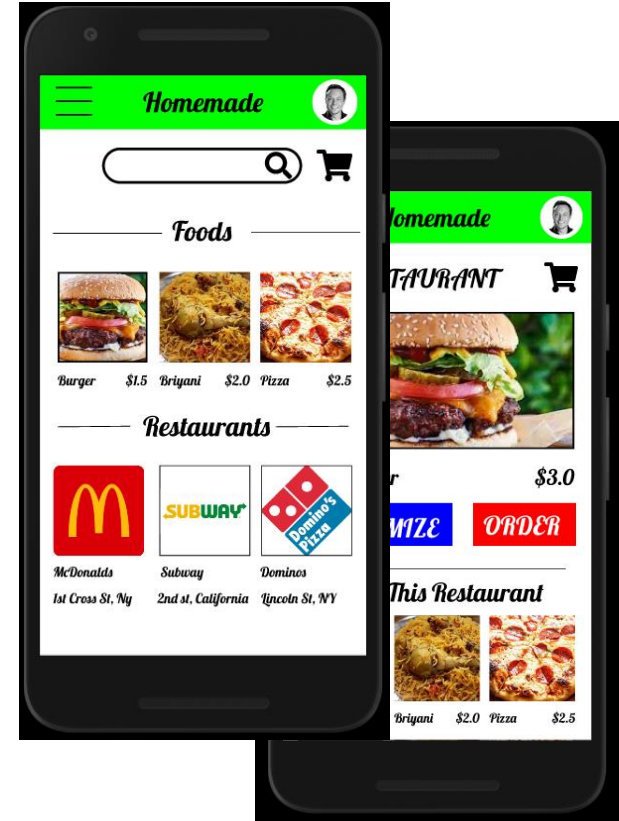
Project overview

The problem:

People couldn't order customized food based on their dietary requirements.

The goal:

Design an app for people to order food with customization option to support and satisfy their dietary needs.

Google

Project overview

My role:

UX designer designing the app HomeMade (Customize Food Order App) from conception to delivery.

Responsibilities:

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

Google

Understanding the user

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

Google

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 HomeMade app, but there were also other factors like they needed to know the distance of the restaurant, time to cook their meal, etc.

Google

User research: pain points

1

Time

The current apps don't provide the ability to customize the ingredients.

2

Accessibility

Platforms for ordering food are not equipped with assistive technologies

3

IA

Text-heavy menus in apps are often difficult to read and order from

Google

Persona: **David**

Problem statement:

David is getting old who needs a way to eat healthy but tasty food because he needs to keep his health check.

"I wanna eat the same foods I usually eat, but with low calories. So I can stay healty for my family. A man's gotta eat what he wants, right?"

David

Age: 48
Education: High School
Hometown: California, LA
Family: Wife and two kids
Occupation: Taxi driver

Goals
- To eat same food but with low fat and sugar.
- To find a way to order food which is customisable based on my need.

Frustrations
- Can't find a way to order food, that has alternatives for unhealthy ingredients.
- Can't specify the amount of sugar, I want on my dessert or oil on my fries.

David is a 48-year-old taxi driver, living in LA with his wife and two kids. He is getting old so his family wants him to stay healthy. So he wants to be more conscious about what he eats. He needs a way to order foods, that are customisable to avoid harmful ingredients, so he can still eat them and stay healthy.

Google

User journey map

Mapping David's user journey revealed how helpful it would be for users to have access to a customized food order app (HomeMade).

Persona: David

Goal: A easy and quick way to order customizable food for takeout

ACTION	Select restaurant	Browse Menu	Customize Food	Place Order	Complete Order	Pick up order
TASK LIST	A. Select on type of food. B. Search near by restaurants that provide customizable option C. Select a restaurant	A. Browse online menu. B. Select menu items	A. Select customization type. B. Customize food	A. Locate phone number B. Call restaurant C. Place order	A. Confirm order B. Provide payment details C. Get directions to restaurant	A. Drive to restaurant. B. Pickup food C. Inspect Items D. Drive home E. Eat meal
FEELING ADJECTIVE	a. Overwhelmed by the different options b. Trying to find a good restaurant	a. Can't find the food item searching for. b. Annoyed by visuals that have less graphics	a. Can't find how the food is cooked. b. Can't find any substitutes for some dishes	a. Call goes on hold b. Can't find phone number quickly and afraid of forgetting order.	a. Not feeling secure saying card number and pin out loud	a. Finally getting hands on the meal he wanted.
IMPROVEMENT OPPORTUNITIES	a. Show nearby locations to make decision easy	a. Showing in the items in alphabetical order. b. Adding more pictures and graphical improvements	a. Show other restaurants which has the substitutes b. Provide details about cooking process	a. Provide option to order in text	a. Provide option to pay using UPI or net banking	a. Include rewards program b. Ask for feedback

Google

Starting the design

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

Google

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.
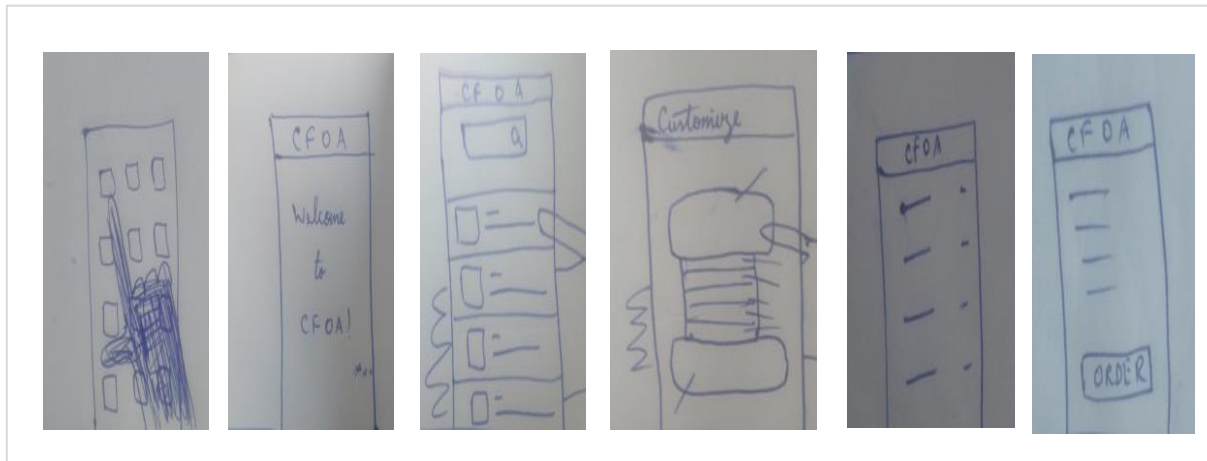
Digital wireframes

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

This search bar at the top of the home screen helps user search and find the food they want
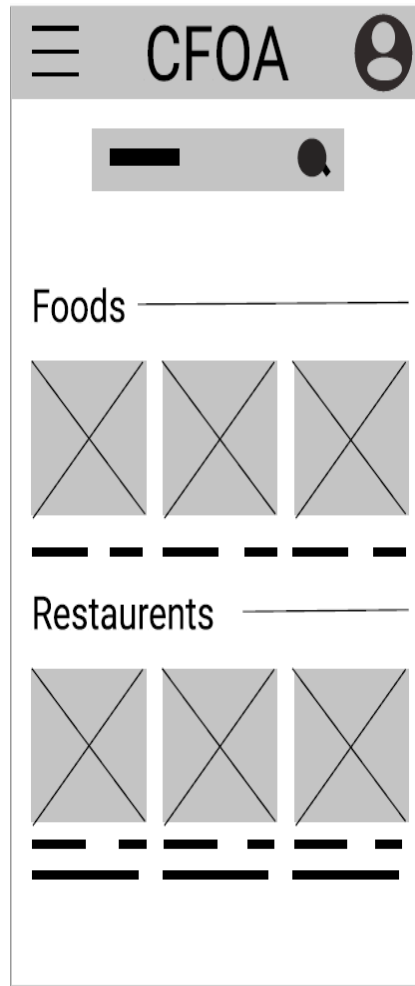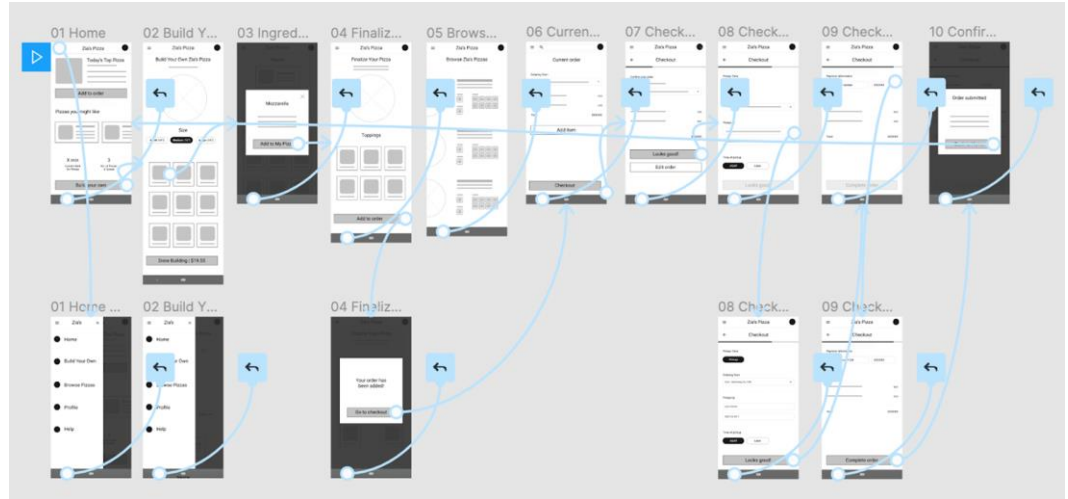
The user can select the food he wants from the recent ordered foods

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 a food and customizing it, so the prototype could be used in a usability study.

View the HomeMade app
low-fidelity prototype

Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

1. Users want to customize food quickly

2. Users want more customization options
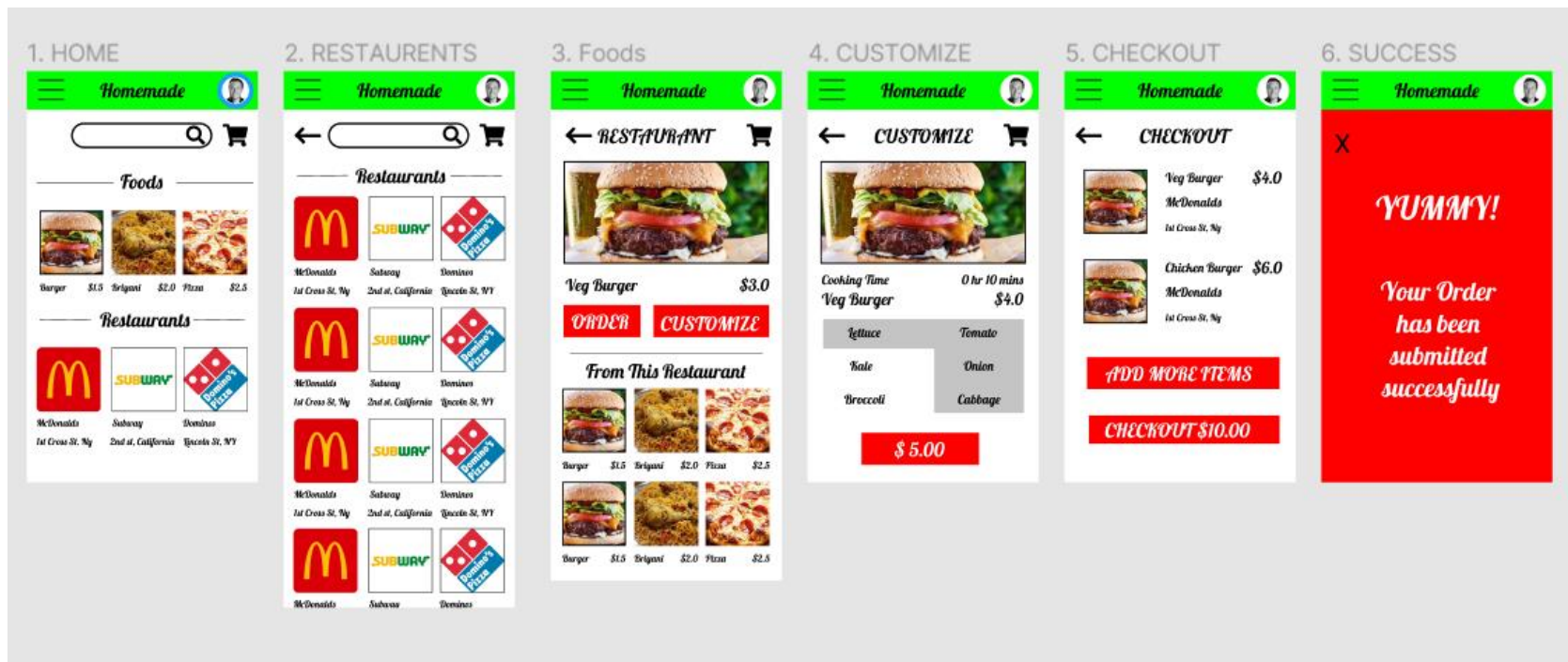
3. Users want a different payment option

Round 2 findings

1. The checkout process has too many unnecessary steps

2. "Customize" functionality is confusing

Google

Refining
the design

- Mockups
- High-fidelity prototype
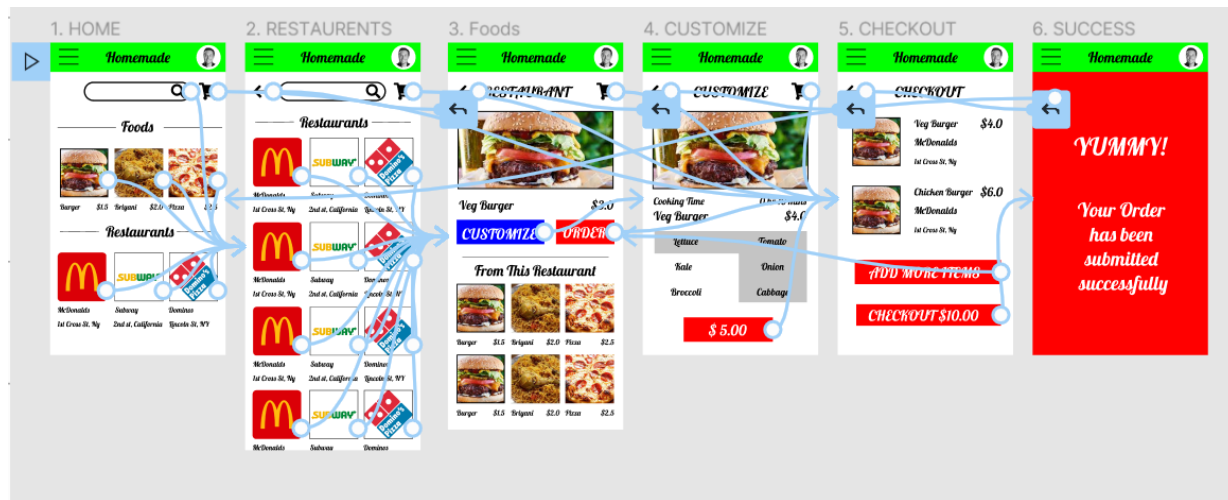- Accessibility

Google

Key mockups

High-fidelity prototype

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

View the HomeMade

[high-fidelity prototype](#)

Google

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 food and ingredients to help all users better understand the designs.

Google

Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

The app makes users feel like Homemade really thinks about how to meet their needs.

One quote from peer feedback:
"The app made it so easy and fun to customize your food, its like cooking it yourself.I would definitely use this app as a go-to for a delicious, fast, and even healthy meal."

What I learned:

While designing the HomeMade 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.

Google

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.

Google

Thank you!

Google