

Food Dash

🕒 Created	@February 8, 2022 5:32 PM
🏷️ Tags	

FOOD DASH

Project Overview

The Problem

Busy workers, who need an easy-to-use food ordering apps.

The Product

Food Dash is a reservation app based in Bangalore, India. Our main goal is to let users reserve a seat in a restaurant in the

easiest way possible. We offer a wide range of restaurants to reserve from

The Goal

Design an app for Food Dash that allows users to order healthy food in the easiest way possible.

My Role

UX designer designing an app for Food Mantra 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.

Project Duration


December 2021 to January 2022.

Understanding The User

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 'People who are very busy, and want to order food.'

Persona

Raj - The Busy Bachelor



"Work hard, Party Hard and Stay Fit"

Artrributes

SmartHard WorkingIntelligent

Fun LovingFriendlyActive

Raj is a software engineer working in an product company in Bangalore. He spends 10 hours for work and 2 hours to commute. He stays with his friends. During the weekdays he has his food at office canteen but for dinner and weekends he prefers to order food online. After a long week of hardwork he wants to spend time with his friends and colleagues during Friday nights and weekends.

Goals:

- Remain healthy and fit.
- Get the ordered food on time as expected.
- Weekend Gettogether.

Frustrations:

- Not enough time to cook food.
- Facing health issue due to skipping meals frequently.
- Consuming junk food.

Personality

Introvert Extrovert

Thinking Feeling

Sensing Intuition

Judging Perciving

Motivation

Incentive

Fear

Growth

Power

Social

Demography

Age: 25






Work: Software Engineer

Family: Married

Location: Bangalore

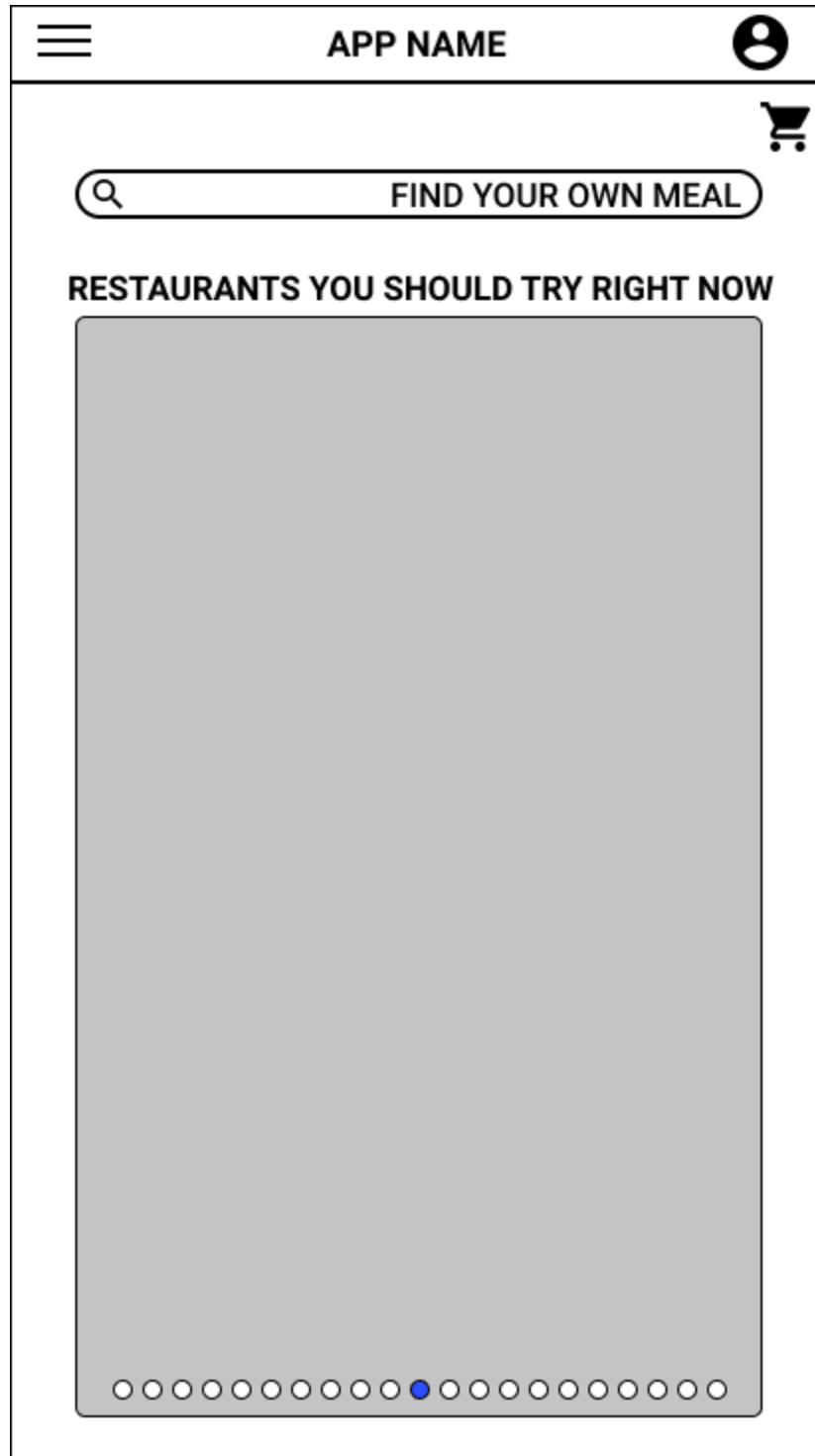
Character: Follower

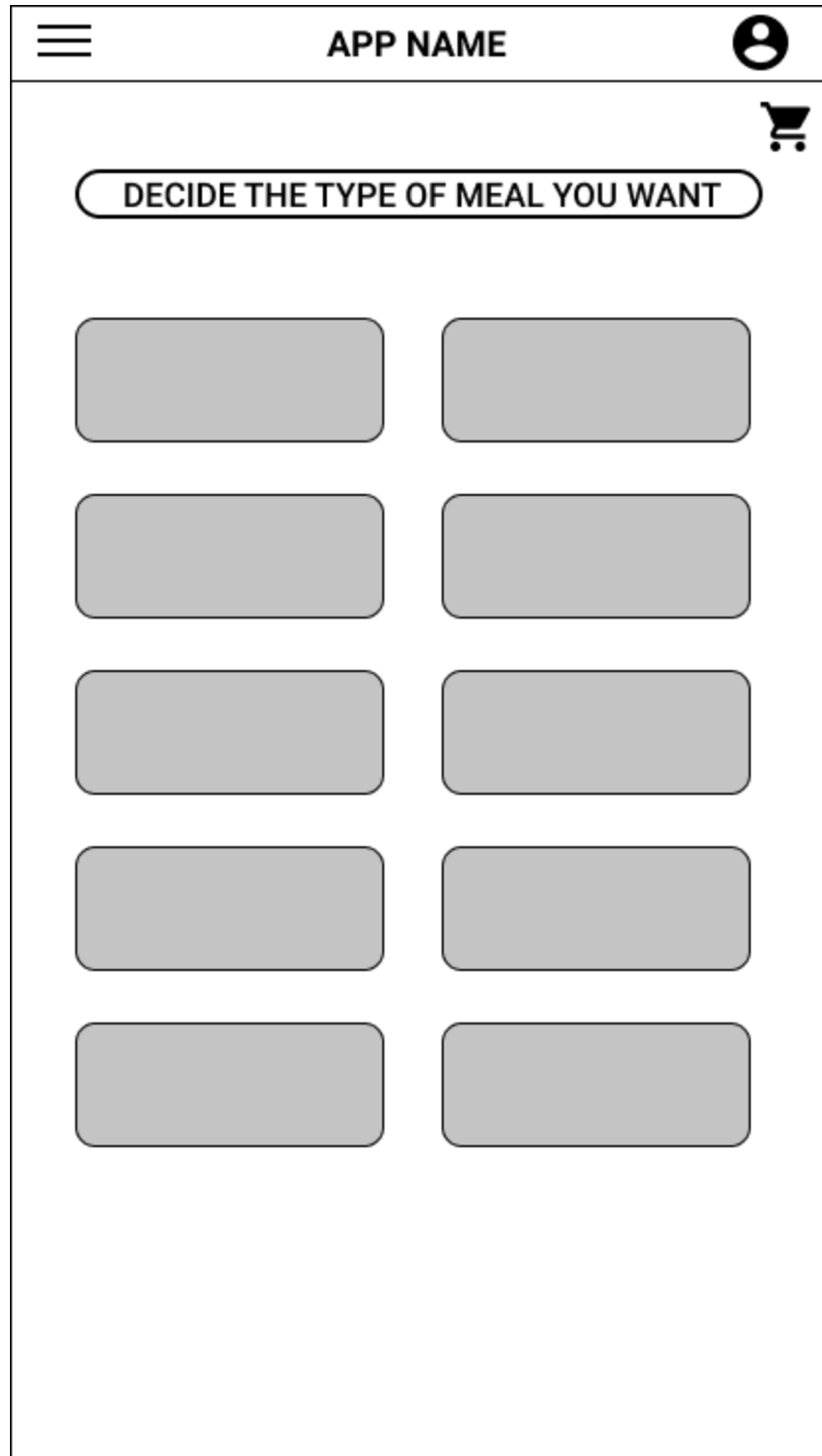
User Journey Map

Persona Raj - Customer Journey Map					
Actions	Launch the app.	Choose a Restaurant	Browse Menu	Place Order	Complete Order
Task List	Tasks • Open the app • Log In/ Sign In	Tasks • Decide on the type of food you want • Search nearby restrants in the app • Choose a restraint	Tasks • Browse the menu • Select items from the menu	Tasks • Choose what you want to eat • Place Order	Tasks • Confirm Order • Provide Payment information • Give Directions to the restaurant • Pickup the delivery and enjoy!
Feeling Adjective					
Improvement Opportunities	—	Create a easy to use chatbot app	Provide search filters for the user Include more images	Include a simple checkout system	Provide an OTP only once at the end

Starting The Design

Wireframes





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. It is easy for the users to have the menu tab below instead as a hamburger menu at the top
2. Users want easy-to-use ordering app

Round 2 findings

1. Users need better cues to return to the homepage
2. Users need better clickable function
3. Users need a more easier route to checkout

Refining The Design

Refined Designs

9:41



SEARCH

ORDER AGAIN



RESTAURANTS YOU MIGHT LIKE



Home



Search



Orders



Profile

9:41



DECIDE THE TYPE OF MEAL YOU WANT



Home



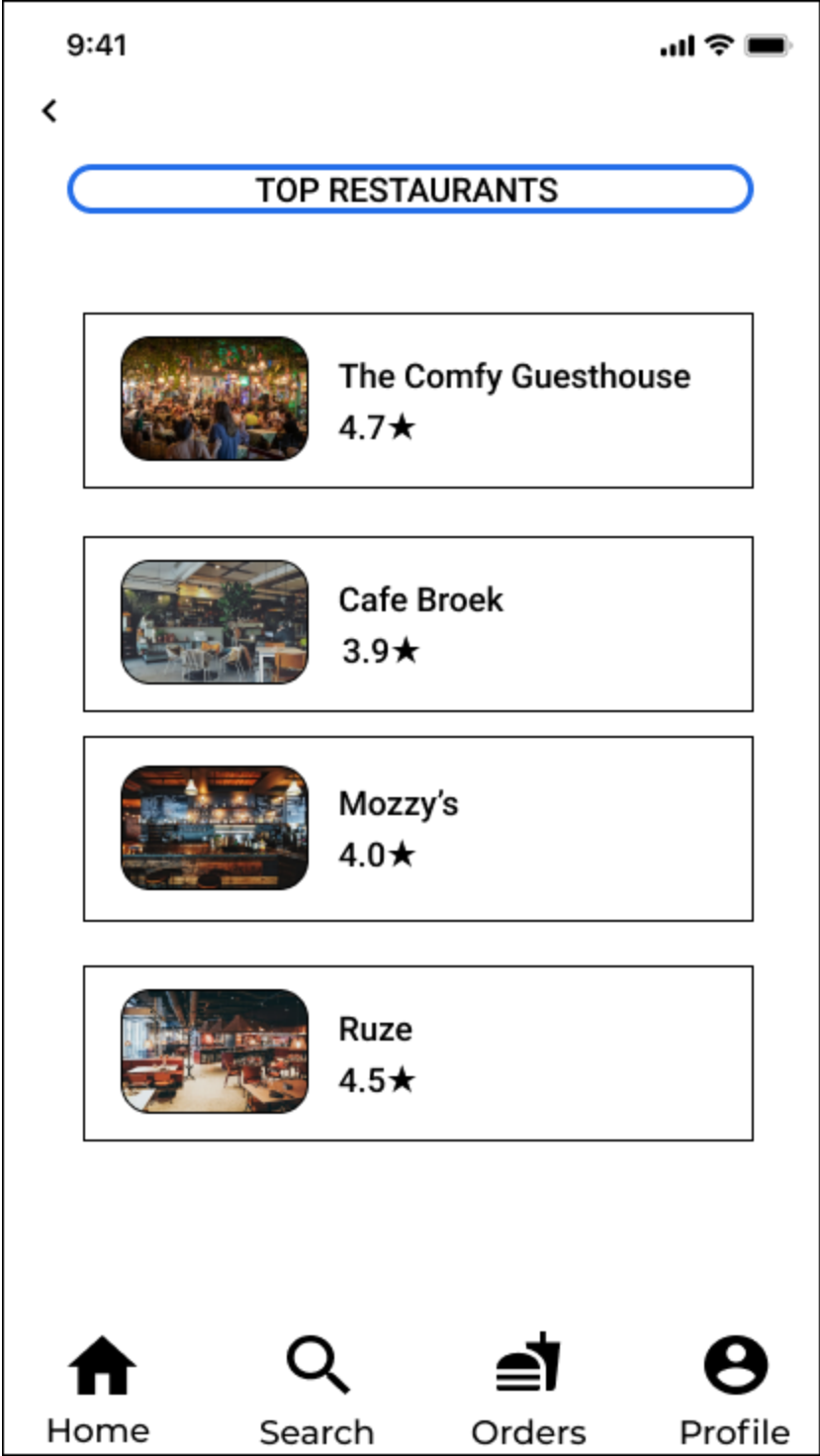
Search

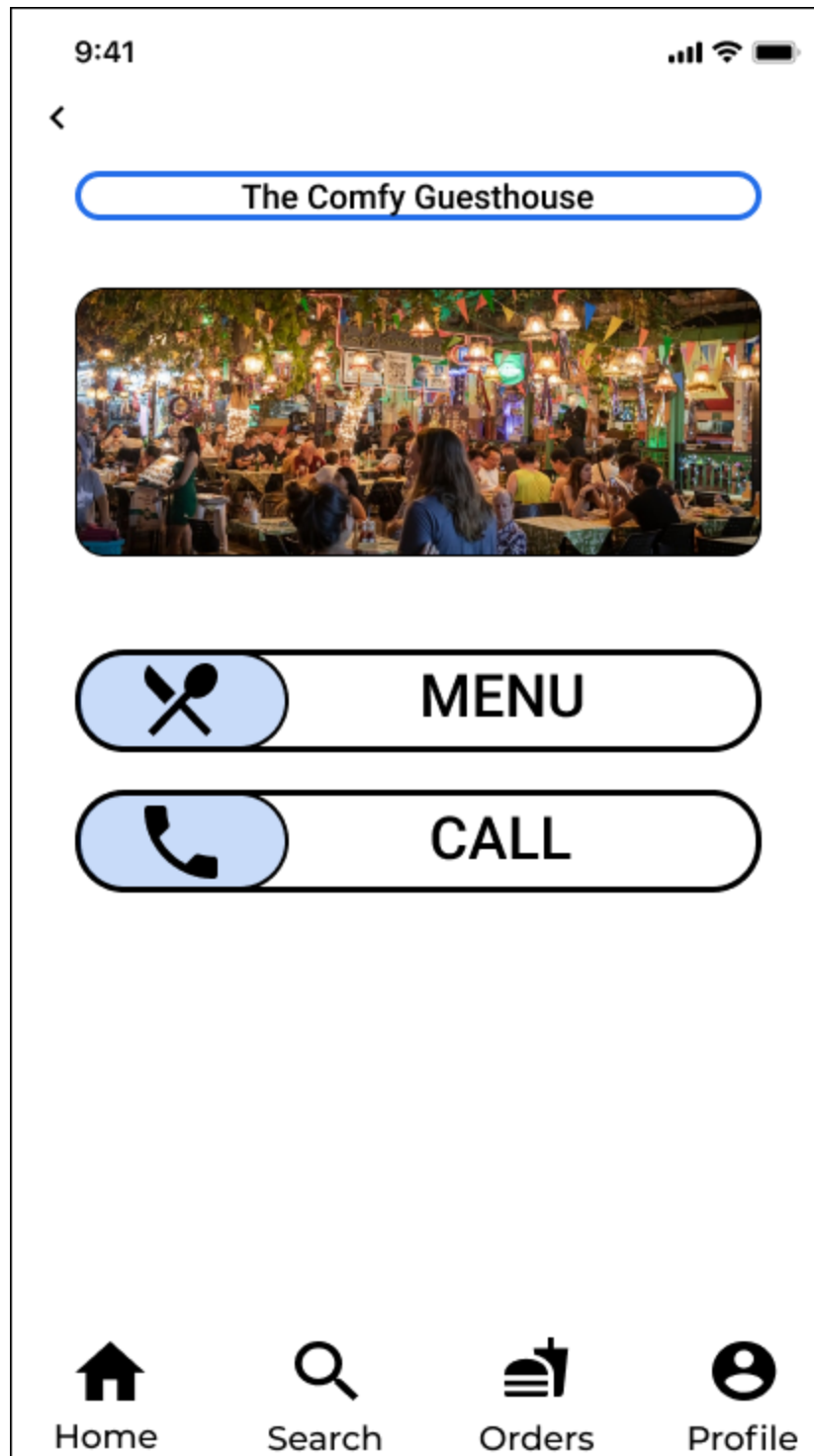


Orders



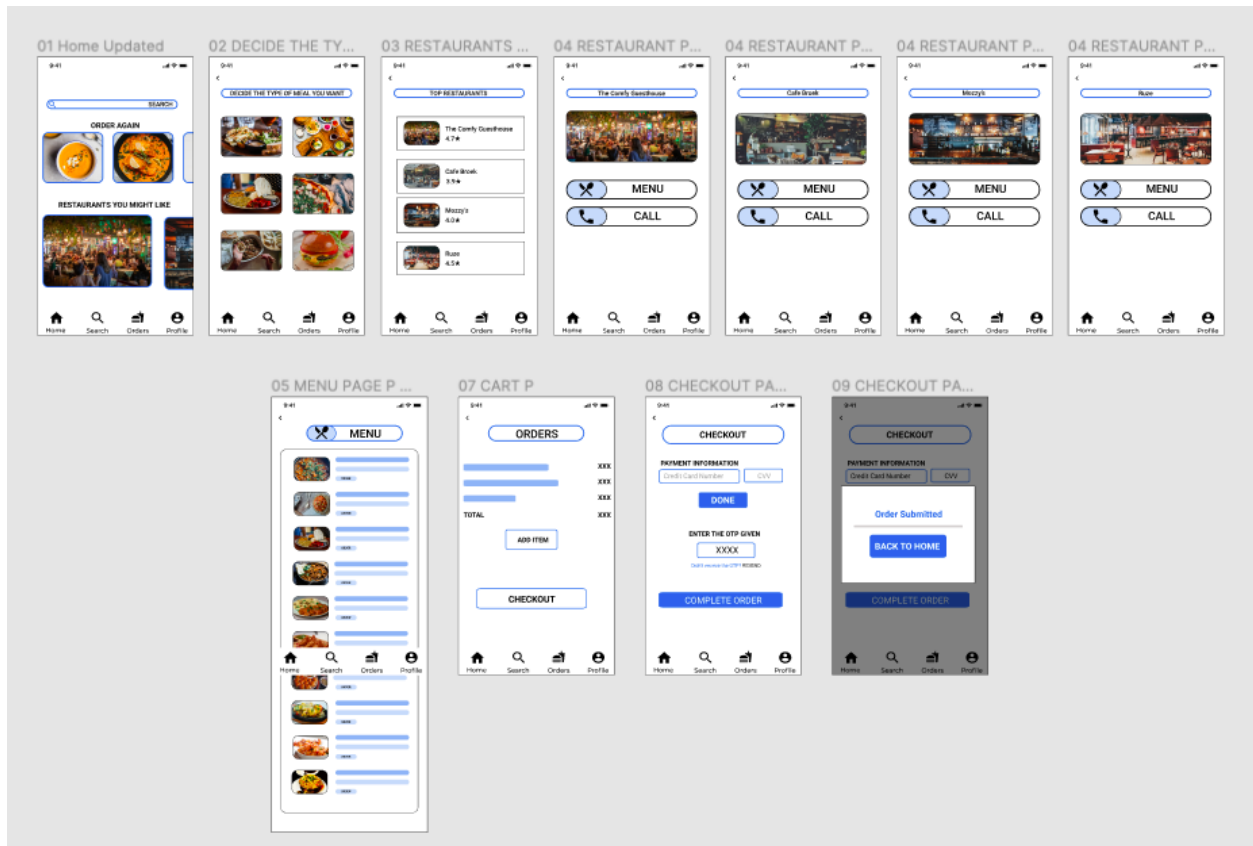
Profile





High-fidelity prototype

View Food Mantra's Prototype.



Takeaways

Impact

The app gives customers the impression that Food Dash is genuinely concerned about their requirements.

What I learned

While working on the Food Dash app, I discovered that the first concepts are only the start of the process. Each iteration of the app's designs was affected by usability research and peer feedback.

Next Steps

1. Testing

Conduct another round of usability testing

2. User research

Conduct further user research to identify

to confirm that the users' pain concerns
have been appropriately handled.

any new areas of need.