PORTFOLIO 2025

Ben Sorensen

WHATS IN THIS DECK

- Disney Projects Snapshot
- DoorDash Reorder Case study
- DoorDash Menu Nav Case study

NOTE FOR DISCORD

I included some samples of Disney Design Systems work, as well as more robust case studies of DoorDash product specific work.

I am happy to provide more Disney examples at request, they are just more protective over IP and things :) Please do not share this deck, as it has pre-released content.

DISNEY

Projects Snapshot

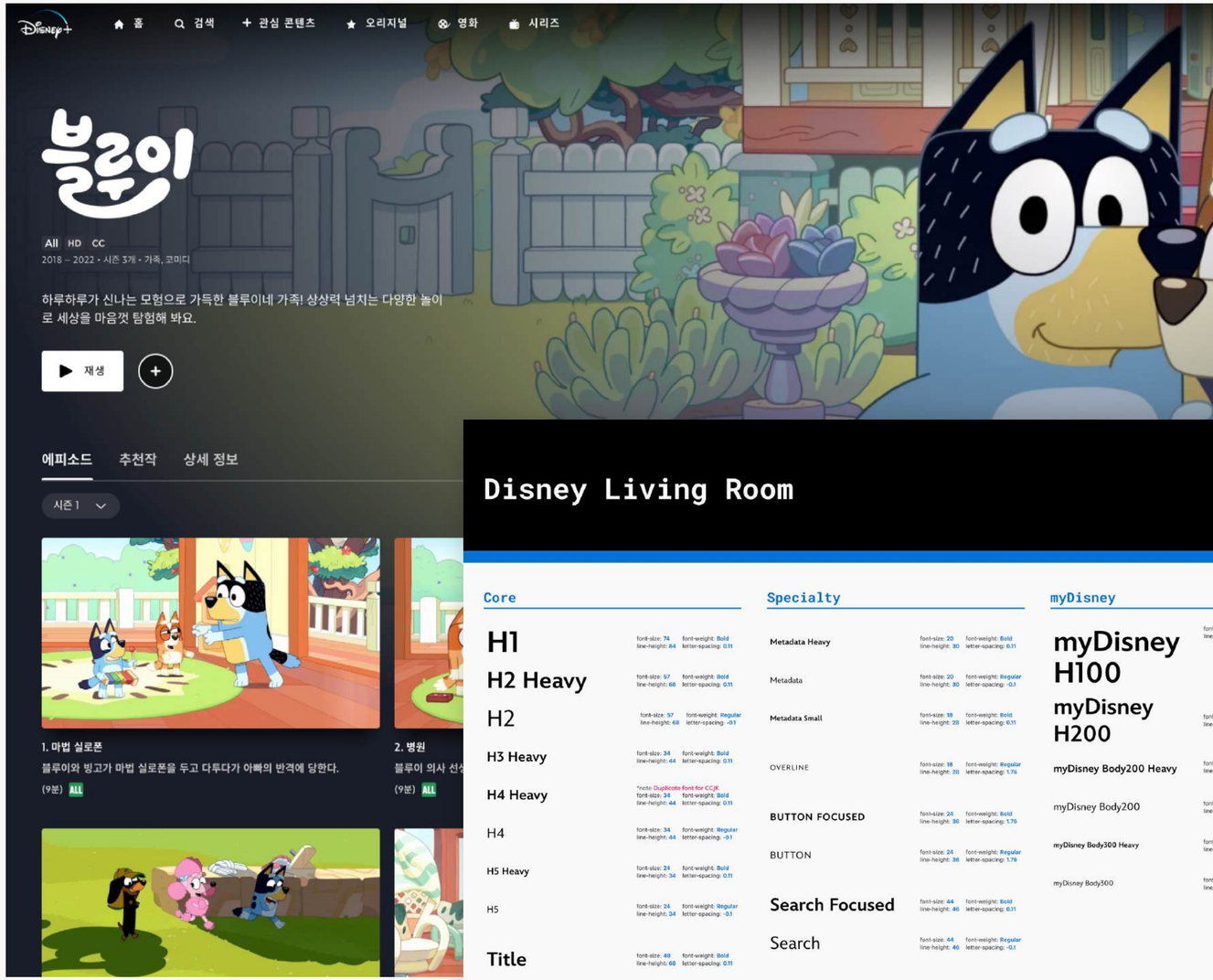
MY ROLE & EXPERIENCE

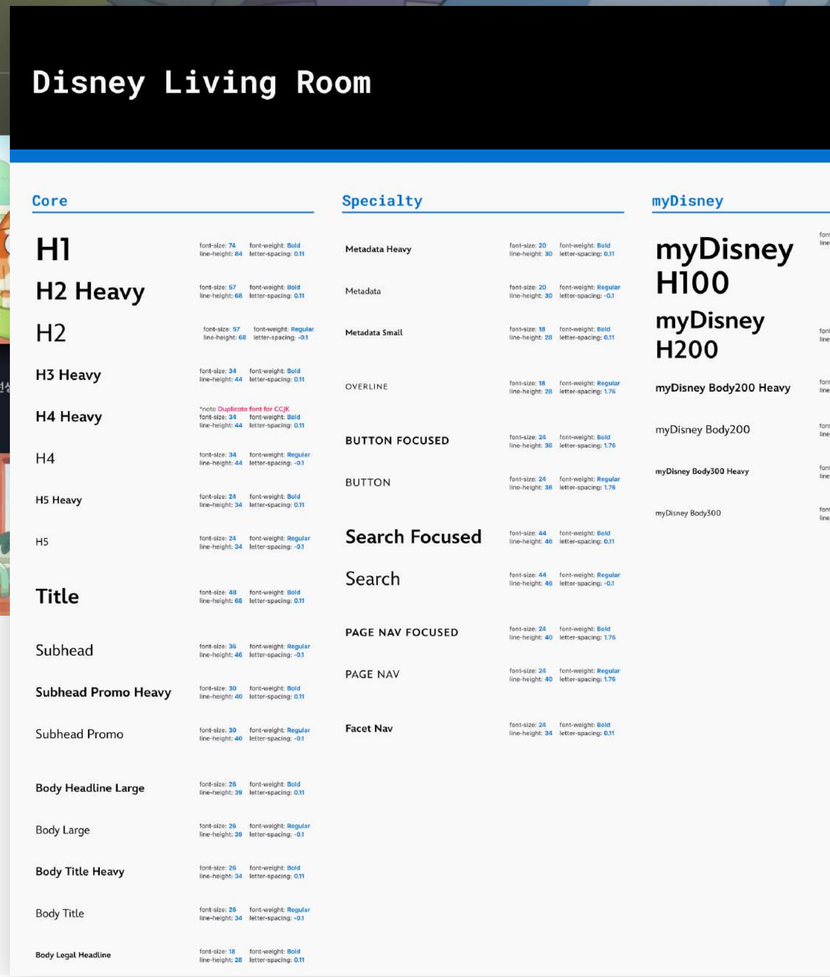
I originally joined Disney on the International team, focusing on launches in Eastern Europe and APAC.

Thought these projects, I worked on expediting review processes and expanding our font capabilities.

I have a lot of personal involvement in learning Korean, and am very interested in type, so was a great learning experience learning about OS font rendering, and working with type experts at Monotype.

Over my time at Disney I worked on 2 different font initiatives and the Design Systems partner coordinating between product design and engineering.



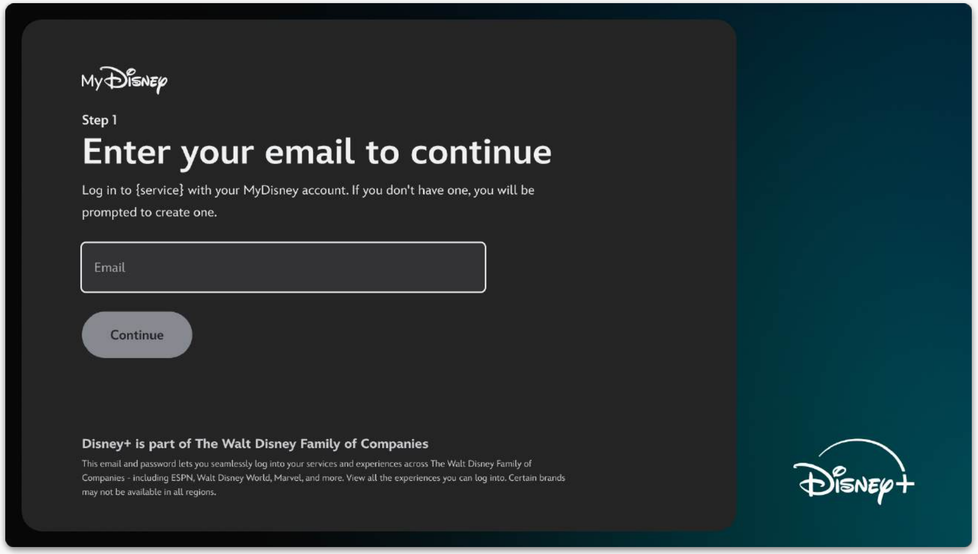


MYDISNEY

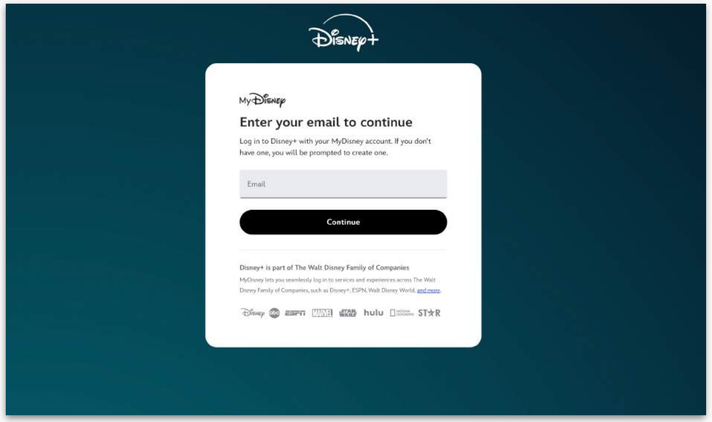
I also worked with Commerce and Identity teams to create a new visual language, and design system, MyDisney. that unified credentials across the Walt Disney Company.

- I was design system lead and collaborated with product, engineering, marketing and legal teams.
- Had 3 other designers in AMS focused on UX flows
- 31 unique brands (Disney+, Hulu, Shop Disney, ABC, Parks, Resorts, Marvel, Star Wars, Nat Geo and more)
- 2 different engineering orgs
- 6 different platforms - Web, Apple, Android, Browser Based TV, Roku, NCP(Playstation, Xbox etc)

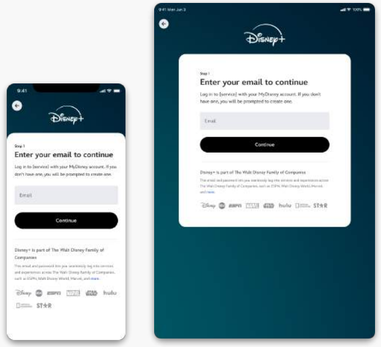
Living Room



Web



Mobile / Native

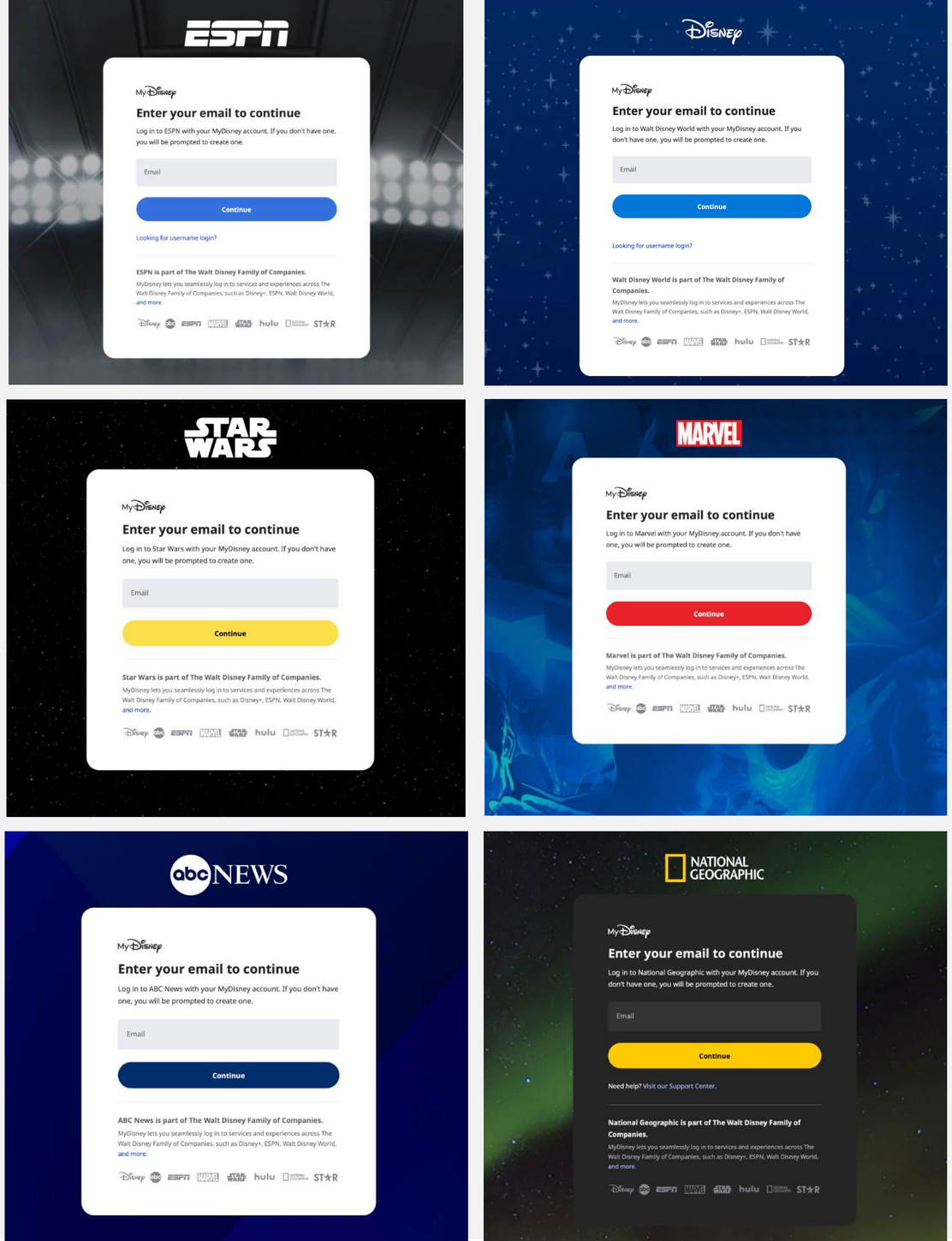


MYDISNEY

It was a visual challenge to create a unifying brand, but also let each individual brand shine through.

- We originally had a contract with a branding agency, but when we were unhappy with their design, we internally pushed for our own branding and ultimately thats what we launched with.

- We also supported Dark Mode for brands like ESPN that have a strong dark mode presence, as well as TVs which don't typically support a Light Mode.

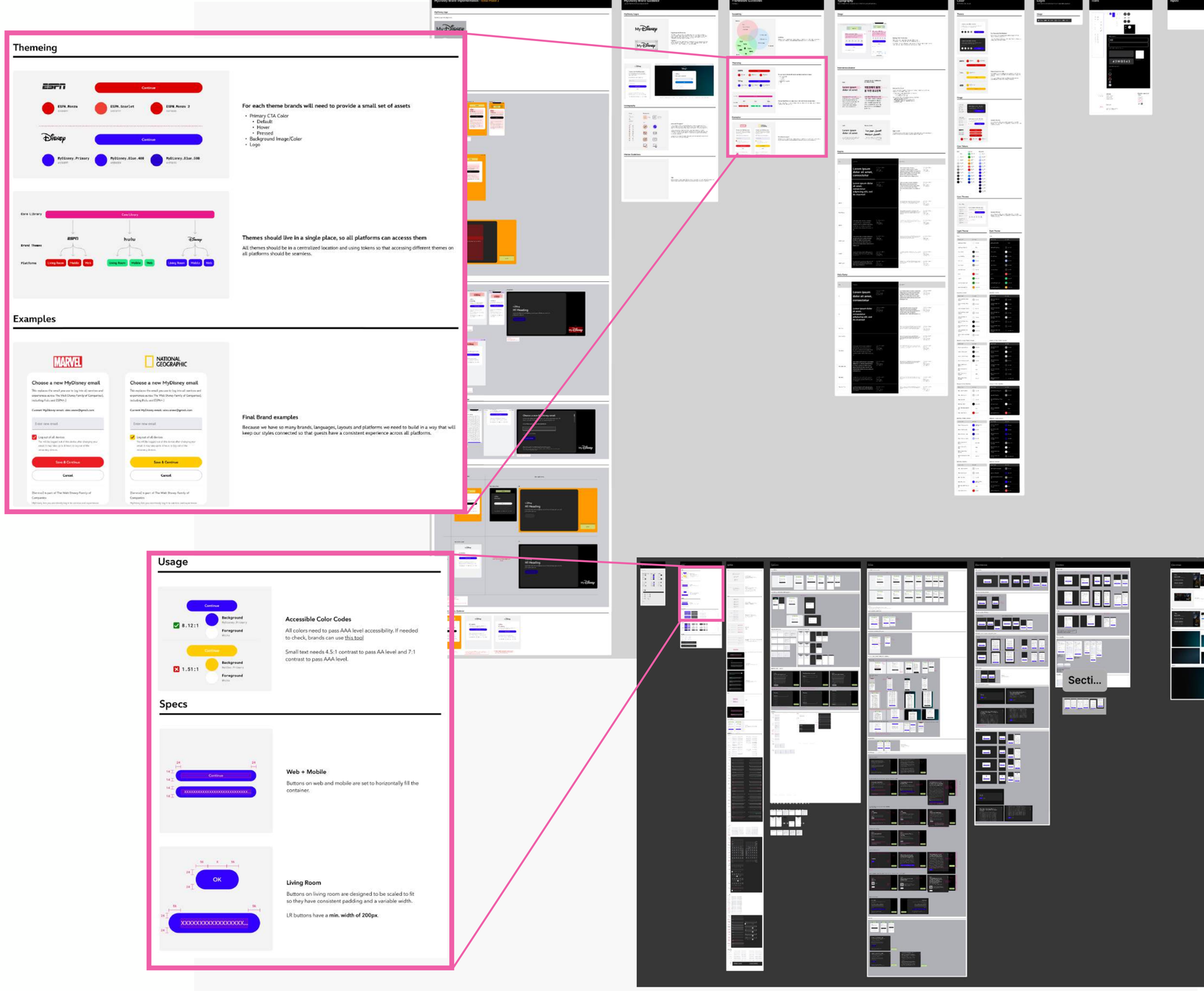


MYDISNEY

We created documentation for engineering all inside Figma

Included general system guidance like tokens, and theming as well as detailed component specs and states.

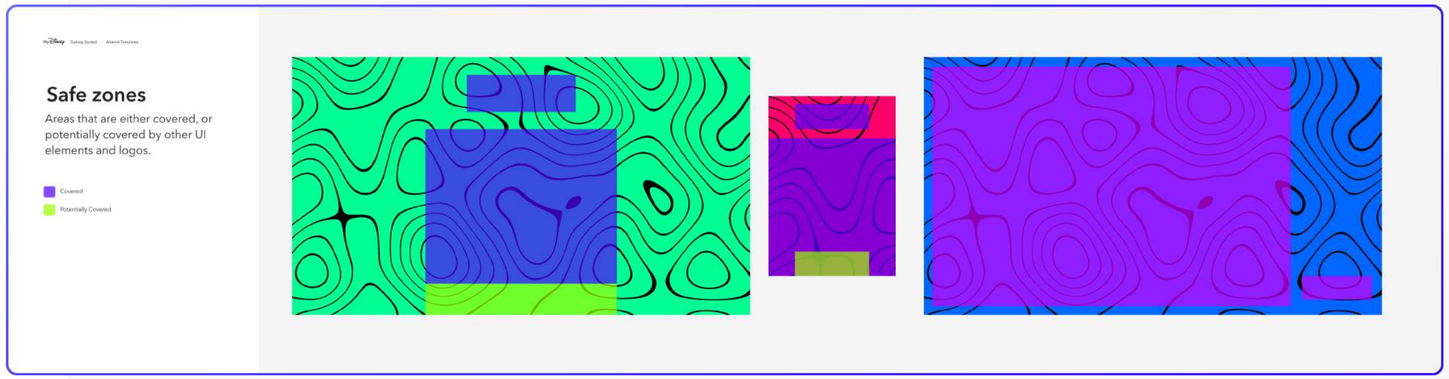
Note from Ben: *Happy to provide more context & details at request.*

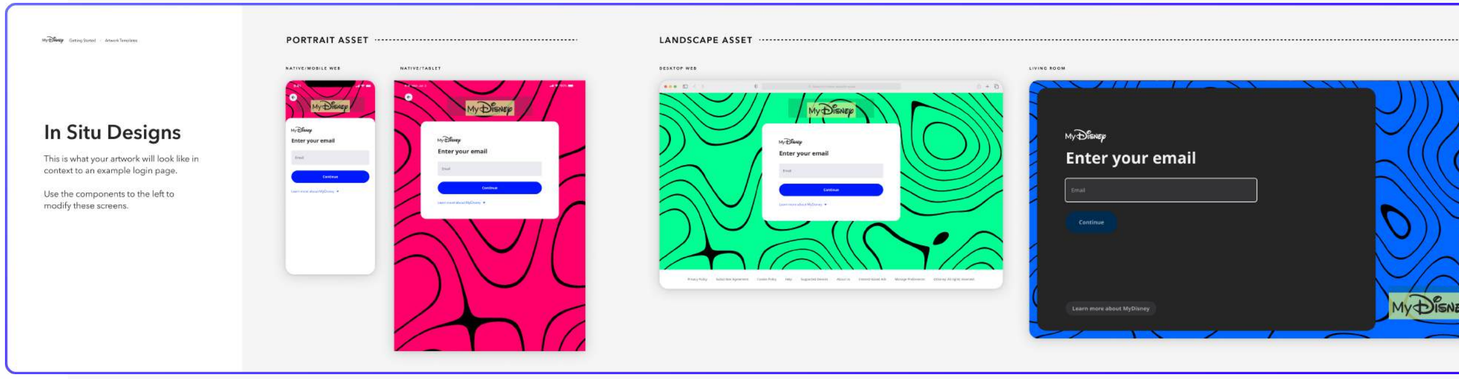


MYDISNEY

I also worked with marketing to create a template, so each brand could test out different options on their own.

This was helpful for people who don't have a ton of Figma experience, but still want to be able to see different visuals without needing a designer.



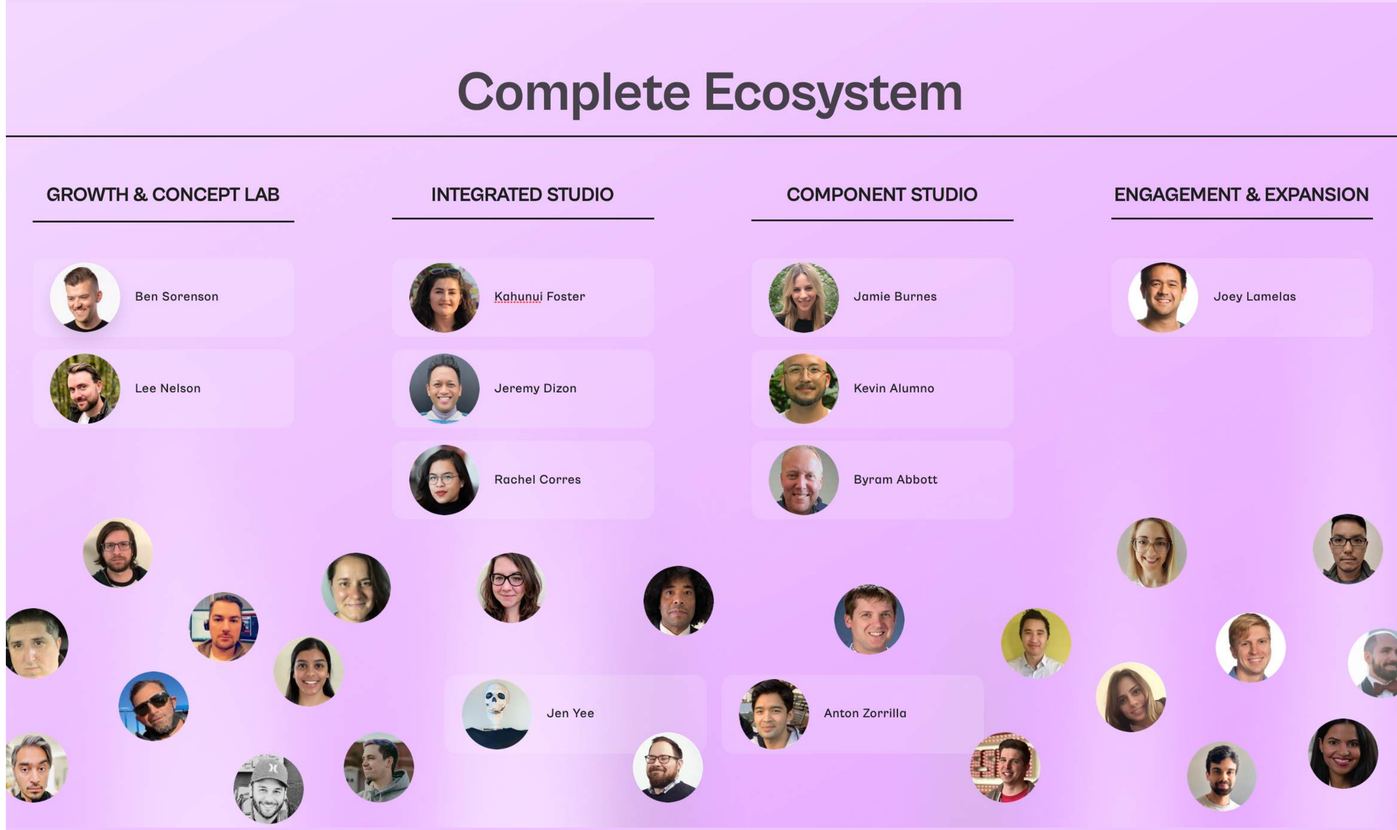


MY ROLE & EXPERIENCE

After about 1.5 years of collaborating, I officially moved to Design Systems leading the Growth & Concept Labs team.

Leveraging my experiences with product teams and engineering and running vision sprints, I work with team members in various orgs to help establish new tooling, workflows or processes.

The next couple slides are some examples of projects I have worked on in this role.



MAGIC MIRROR

Magic Mirror is a plugin that pulls live content from Disney+ for use in Figma.

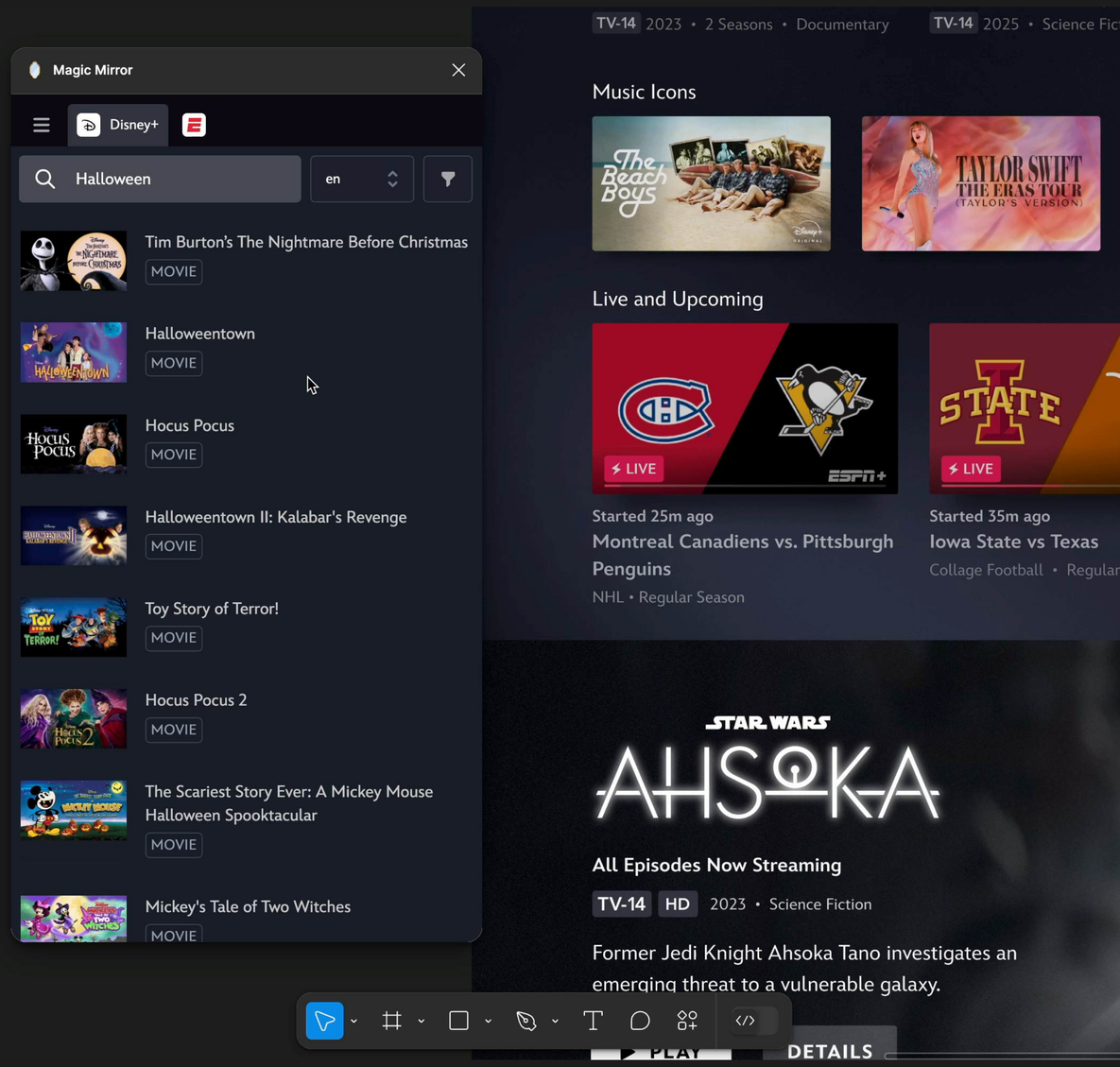
Started as a side project between me, and our design engineer Lee and has now saved 1000+ hours in the past year.

Replacing content for executive mockups takes a ton of time, and can be very prone to errors. This plugin allows designers to get the latest and most up-to-date content directly from the same services engineers pull from.

Over the years of support I have also been learning to code and have contributed to parts of the plugin like Sports.

"I'm also willing to provide any biometric data from my Apple Watch pre and post existence of MM to show reduction in overall stress indicators or you can interview my family who are always saying "Kevin, overall you just seem more relaxed and at ease ever since you started using Magic Mirror."

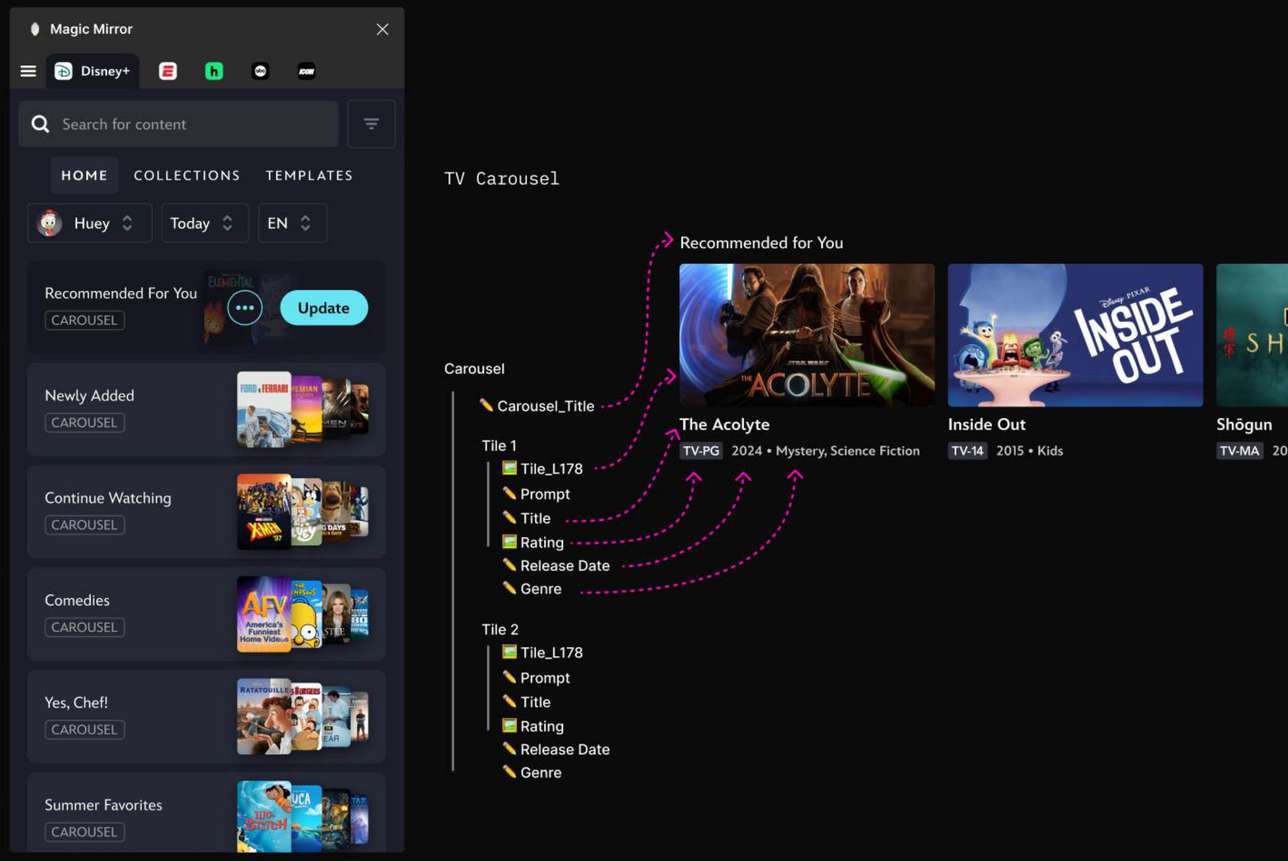
- Kevin, Feature Designer Disney+



MAGIC MIRROR

Looking to the next few updates, we want to make it even faster and easier to use with ICON templates

Leaning into new patterns like Figma's Actions and parameters, as well as utilizing new data warehouses where we store content for even more brands than Disney+ and Hulu.

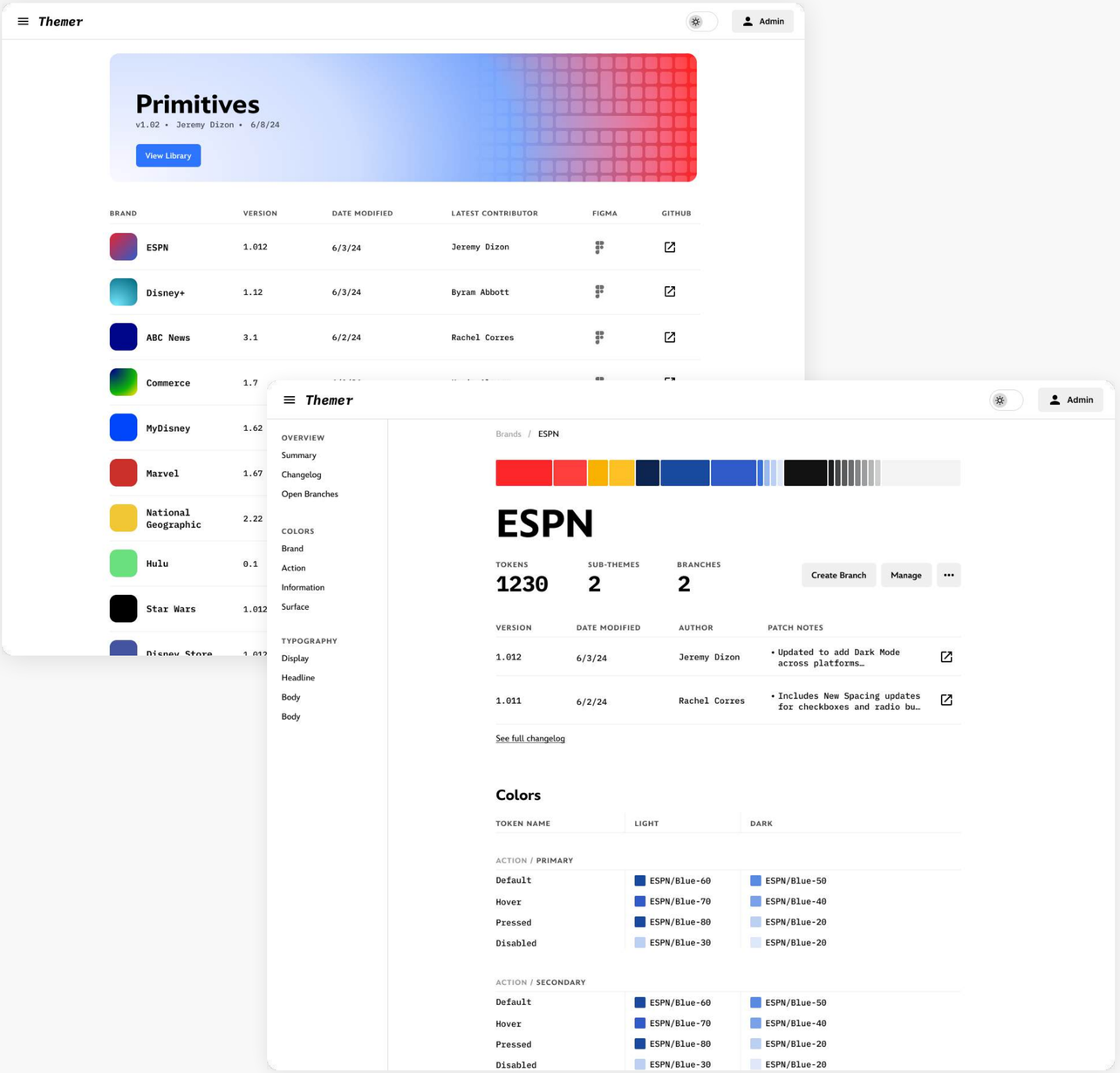


THEMER

Themer is an internal Token Database that stores, versions and manages tokens across all brands.

The scale of ICON is massive, and very taxing on Figma, so we developed our own internal database and processes to store all Tokens outside of Figma. This allows for a few key capabilities:

- Single Source of Truth for Design & Engineering
- More transparent versioning and redundancies than Figma provides
- Better analytics for the design systems team and engineering.
- Tokens are entered in on this tool, then used in both style dictionary for engineers, and a Figma widget that syncs with variables in a library file.



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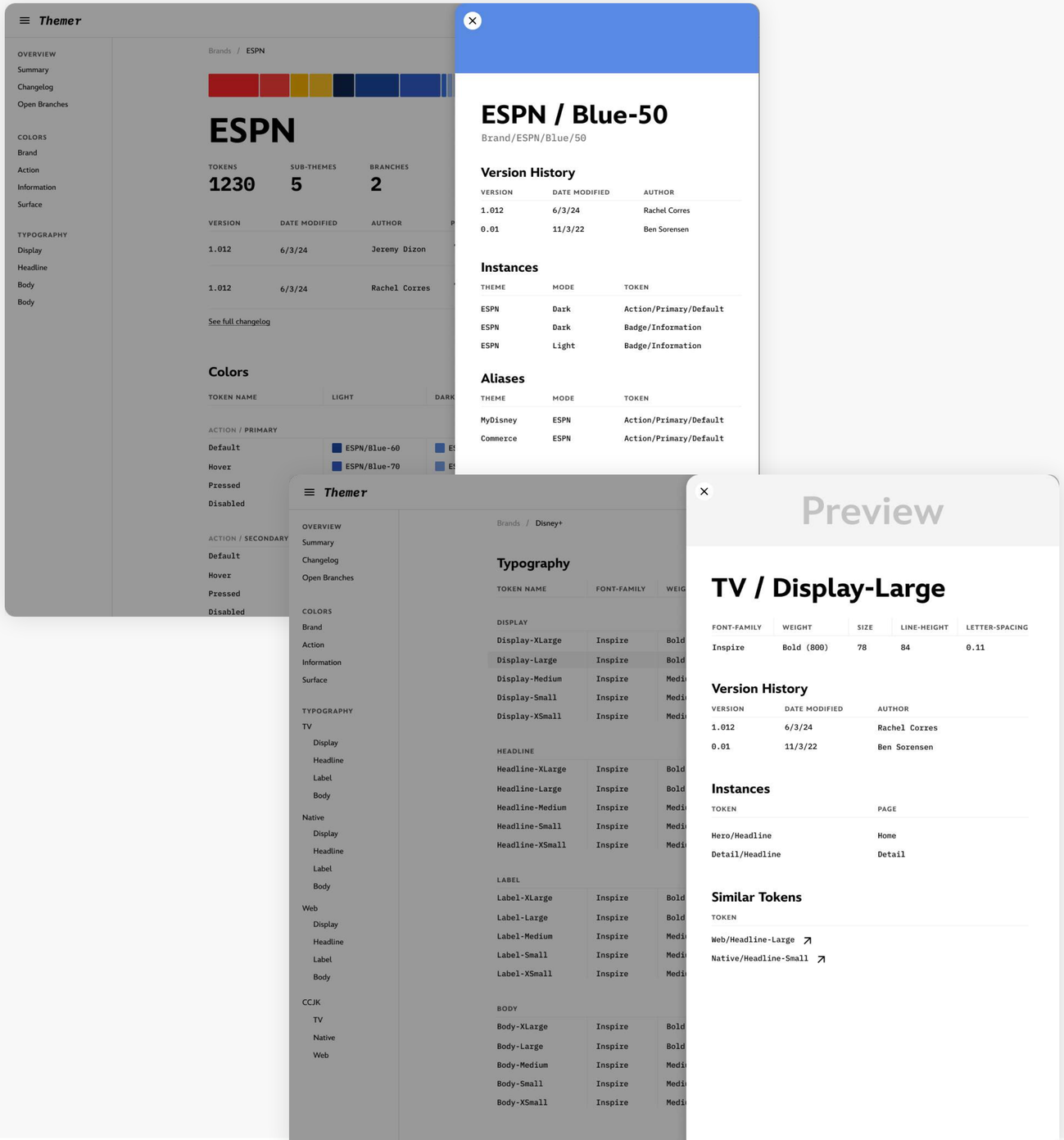

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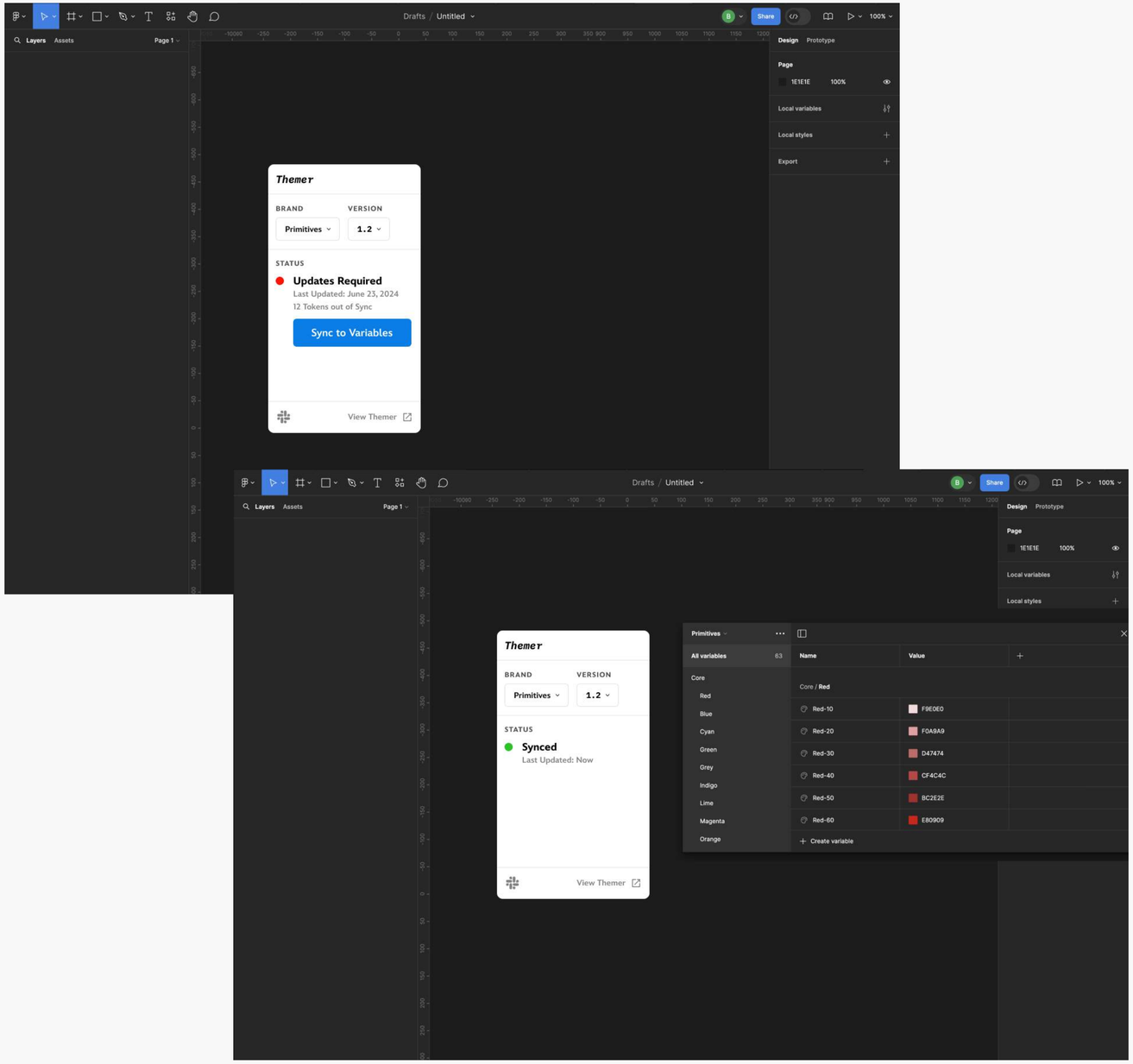
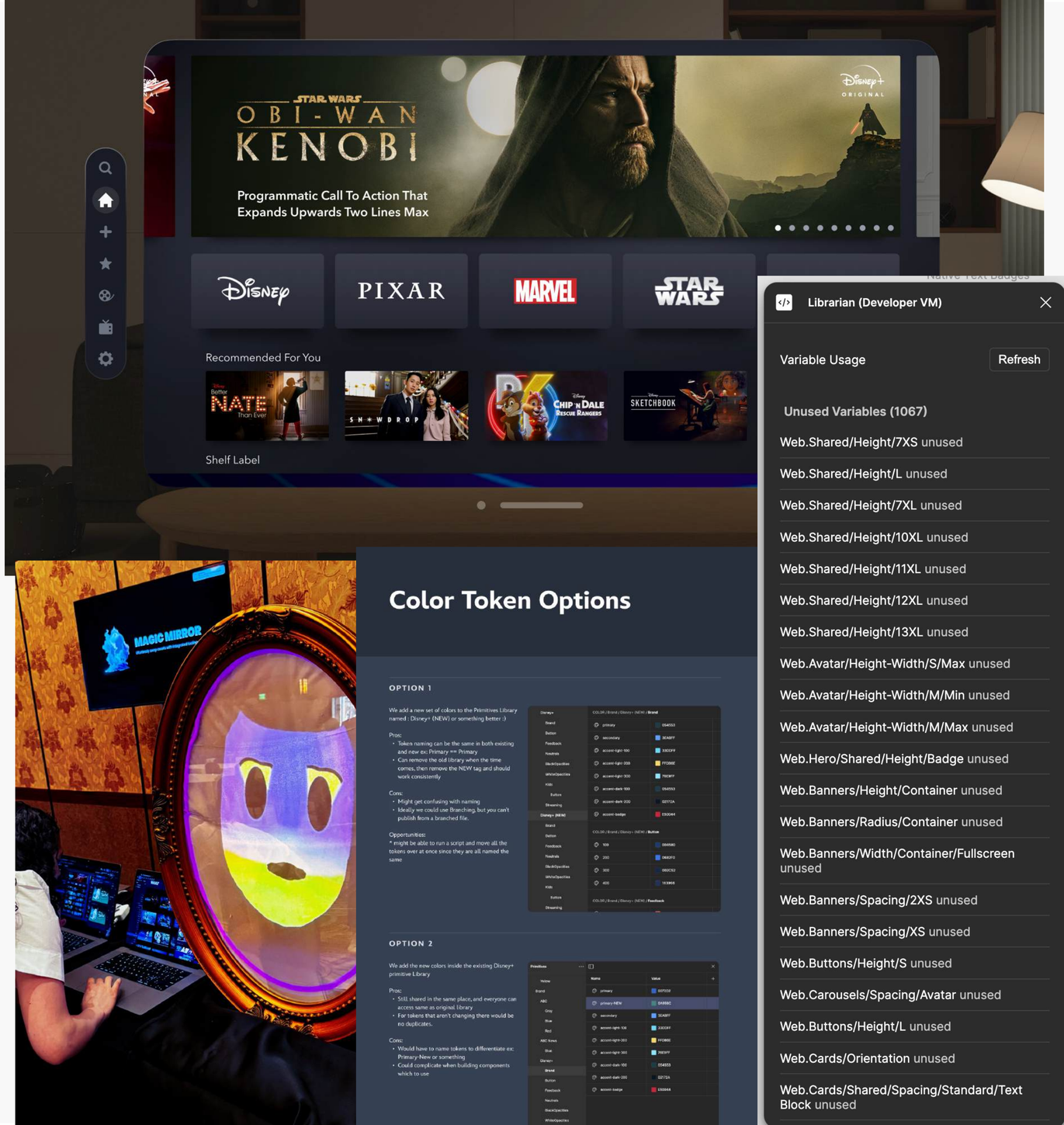


DESIGN SYSTEMS

Happy to dive into any additional projects during followup conversations.

- Leading design system's efforts for launching Disney+ on Apple Vision Pro.
- Leading brand refresh and token updates on all platforms & App Icon for Disney+ & upgrading our systems to Variables.
- Developing plugins for artwork team to stress test new layouts.
- Plugin for managing our variable usage and counts within our library files.
- Vision projects for Hulu Live, and new Disney+ features.
- ...and even Projection mapped exhibition display for Magic Mirror just for fun :) .



DOORDASH

Reorder

REORDER

Setup

PROJECT BREAKDOWN

- ~4 weeks of design time
- 2 months overall with engineering
- iOS, Android, Web
- 1 PM, 1 EM, 6 engineers, 1 design intern
- Consulting with Design Systems & Content Design teams

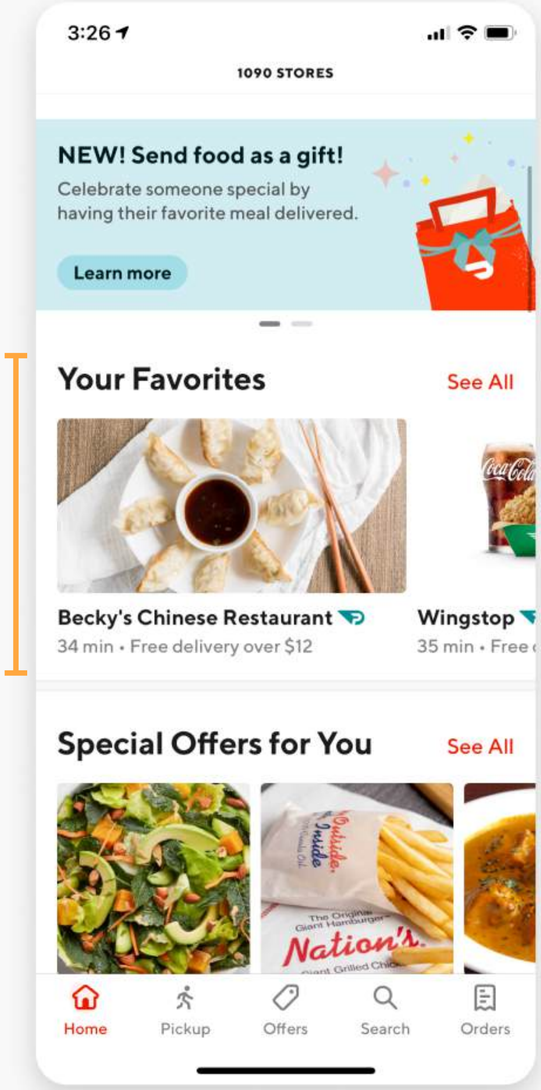
SOME CONTEXT..

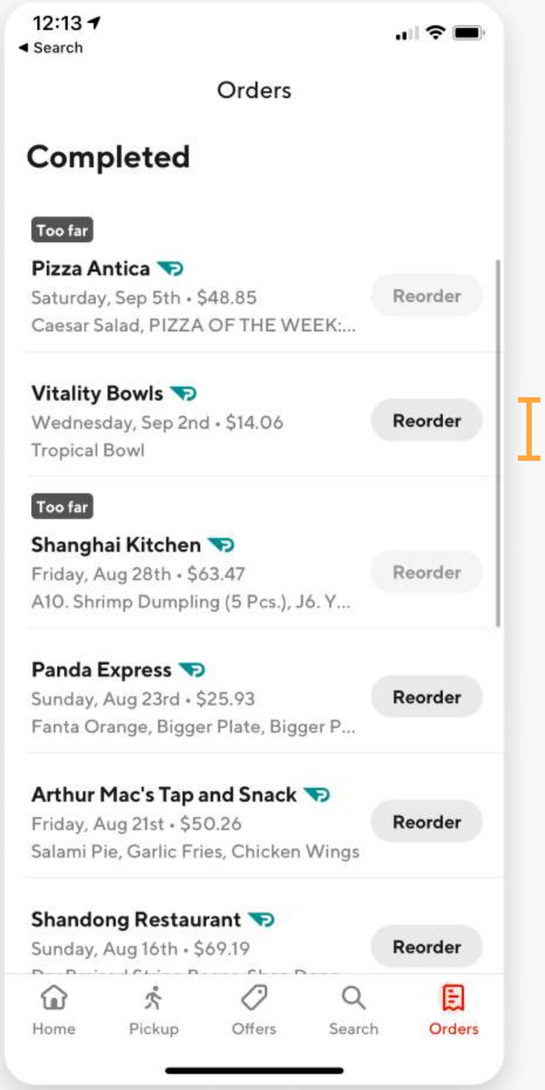
Today our consumer's reorders account for 51% of deliveries, despite us not really providing any help for these orders.

Breakdown of existing reorder traffic:

- 24.5% - Store Feed
- 23.7% - ‘Your favorites’ Carousel
- 21.8% - misc. Home Page
- 16.58% - Search
- < 1% - Orders tab

* We don’t do anything besides the Your Favorites carousel and Orders tab to let customers know their past history.



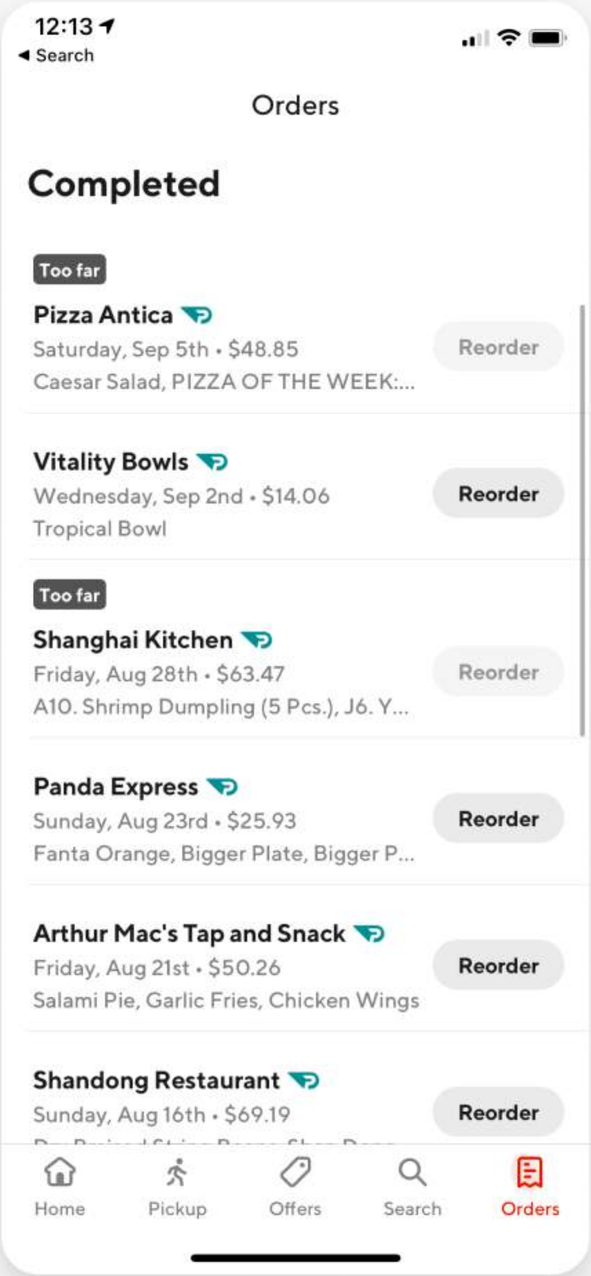


SOME CONTEXT..

...and reorder on the order tab is for entire orders, but all the stars need to align to use it.

There's a number of reasons why a whole order can't be reordered:

- Store is too far from the selected address
- Store is closed/busy/unavailable
- One of the items is out of stock
- One of the items options is no longer available (ex: cheese out of stock)
- Menu is at a different time (ex: Can't reorder a lunch item at dinner)



GOAL

Make customers feel like regulars at their favorite spots.

DESIGN PRINCIPLES

Flexible
If something isn't available we don't block you outright.

Helpful
Basic features that require no effort from the customer. They should be simple, contextual, and easy to use.

Scalable
We want to build on these over time so thinking about these with a lens on how we can add to the system.

METRICS

Success

Primary:
- Increased customer daily conversion

Secondary:
- Time to first item add, time to reorder from store page (decrease)
- Conversion on Reordered stores (increase)
- Order Rate on Reordered stores (increase)
- Add Rate for Reordered items (increase)

Check

- Are we making it harder/less enticing for Cx to try new places?
  - Frequency Cx order from new stores (neutral over 30, 60, 90 days)
  - # of new stores Cx visit (neutral over 30, 60, 90 days)

- What is Cx intent when opening the app? Are they reordering because they explored and didn't find anything, or because they came to order from their go-to store?
  - # of stores visited before ordering from a reorder store

- Missing / Incorrect
- Subtotal (neutral)
- Variable profit (neutral)

STRATEGY

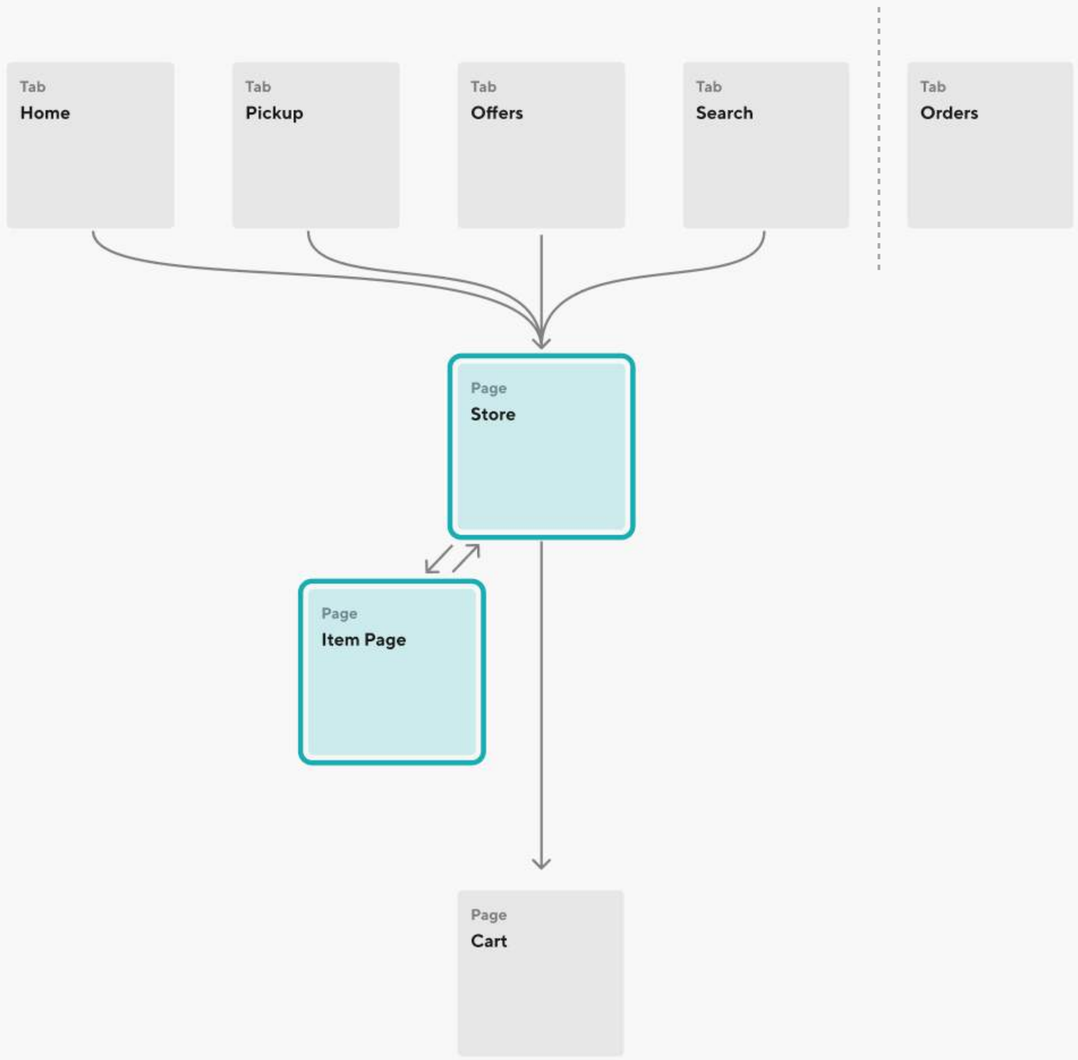
Starting with store page to cover the 99% of customers existing ordering behaviors.

- Users are getting to their usual spots through many entry points, but once they get to the store page they don't get any help.

- Everyone has to go through store page except the <1% who use reorder on order tab)

- The top dish for each consumer on any given merchant is added to the cart a whopping 72% of the time.

- We can learn how customers use these features and inform how we might surface store/items/orders on other pages.



REORDER

Process

PROCESS

We brainstormed with the cross-functional team and stakeholders.

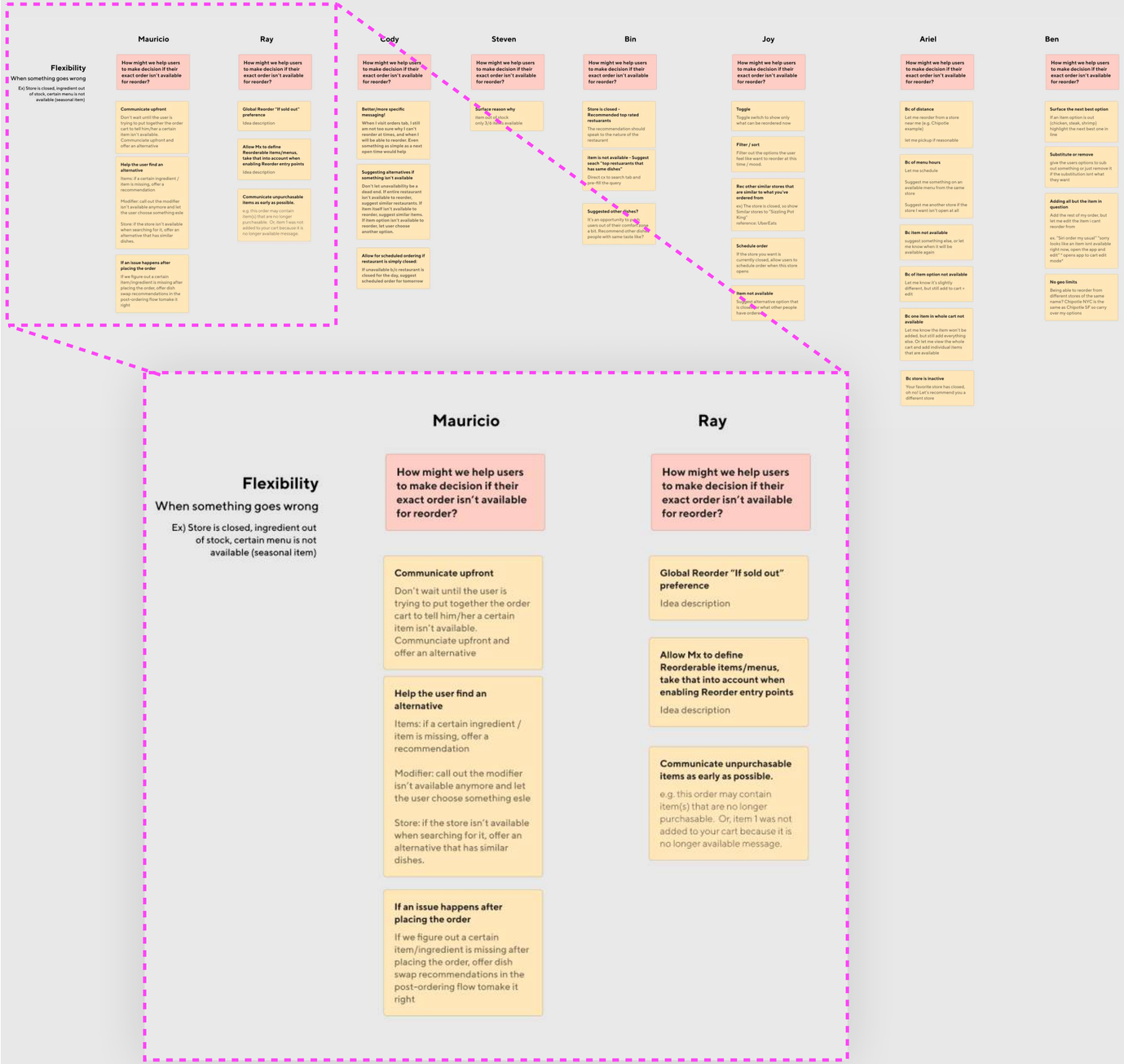
Bringing engineers, managers, stakeholders and other vertical leads into the process.

We also developed 3 specific user needs based on previous user studies to help guide our brainstorming:

1. **Efficiency**
   I almost always get the same thing, and I know what I want, so let me have it faster.

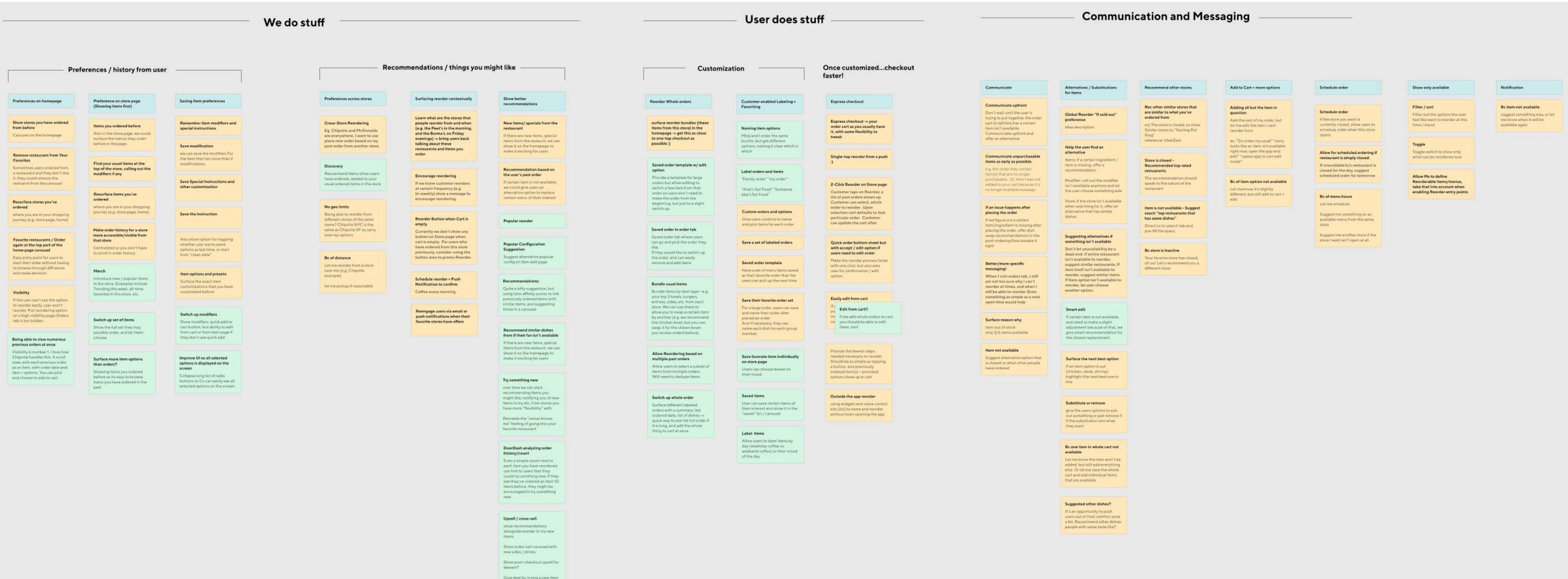
2. **Flexibility**
   I spent a lot of time putting together this order last time, but I don't want to do it every single time.
   (+ make slight switch up easy)

3. **Connection**
   As a regular, I want to feel connected to the store want to and get something out of it.



PROCESS

Afterwards, we organized into a couple different themes.



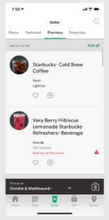
PROCESS

Looking at competitive apps

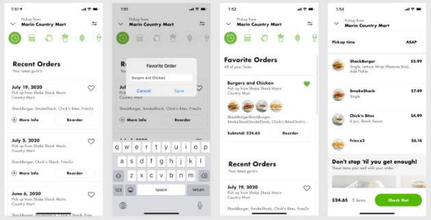
After organizing we divided up some of the areas to focus on, and did some explorations.

Doing a quick competitive analysis helps get a sense of how others address these problems, and get inspiration.

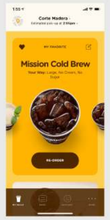
Starbucks



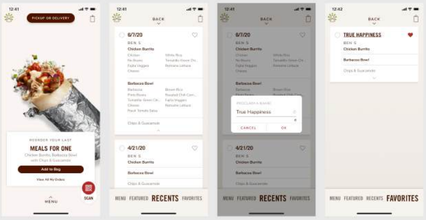
Shake Shack



Philz

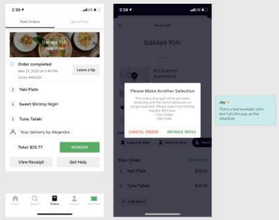


Chipotle

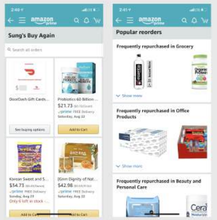


UberEats Order History

When the menu item is not available

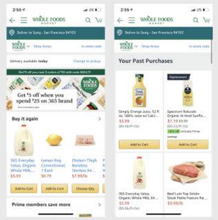


Amazon Buy Again

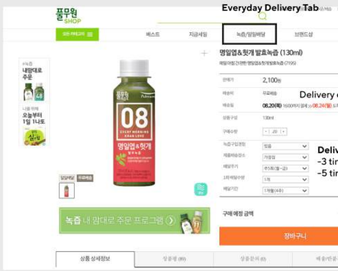


Uber Ride History (select different party)

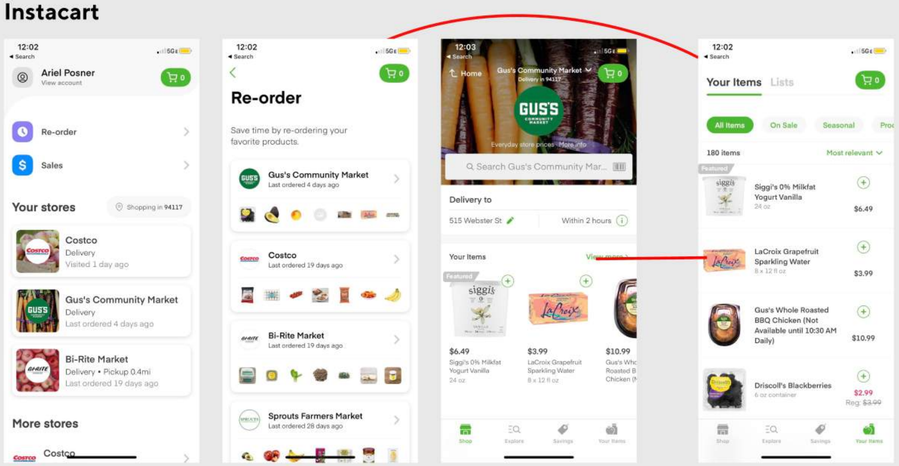
WholeFood (Amazon Fresh)



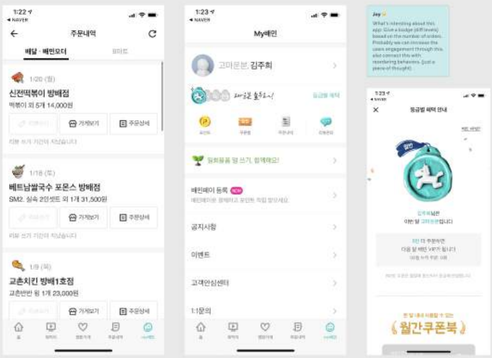
Korean everyday juice delivery



Instacart



Order history (korean delivery app)



REORDER

Explorations

EXPLORATIONS

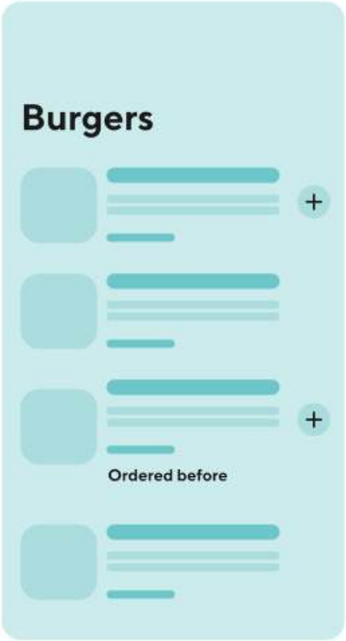
I started with the short term version, and emphasized easy and flexible exploration.

I usually take the stickies, and quick sketch some “partis” to have a lo-fi version of an idea to try some different interaction patterns and also map out the flow.

The concepts we chose to focus on for initial scope

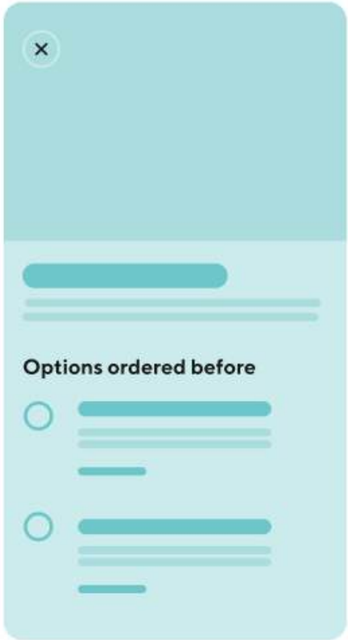
Items you have ordered before carousel

Highlight items on the store page.



Item labels in the menu

Even if you don't go through the carousel, we want to highlight items you previously ordered in the menu.



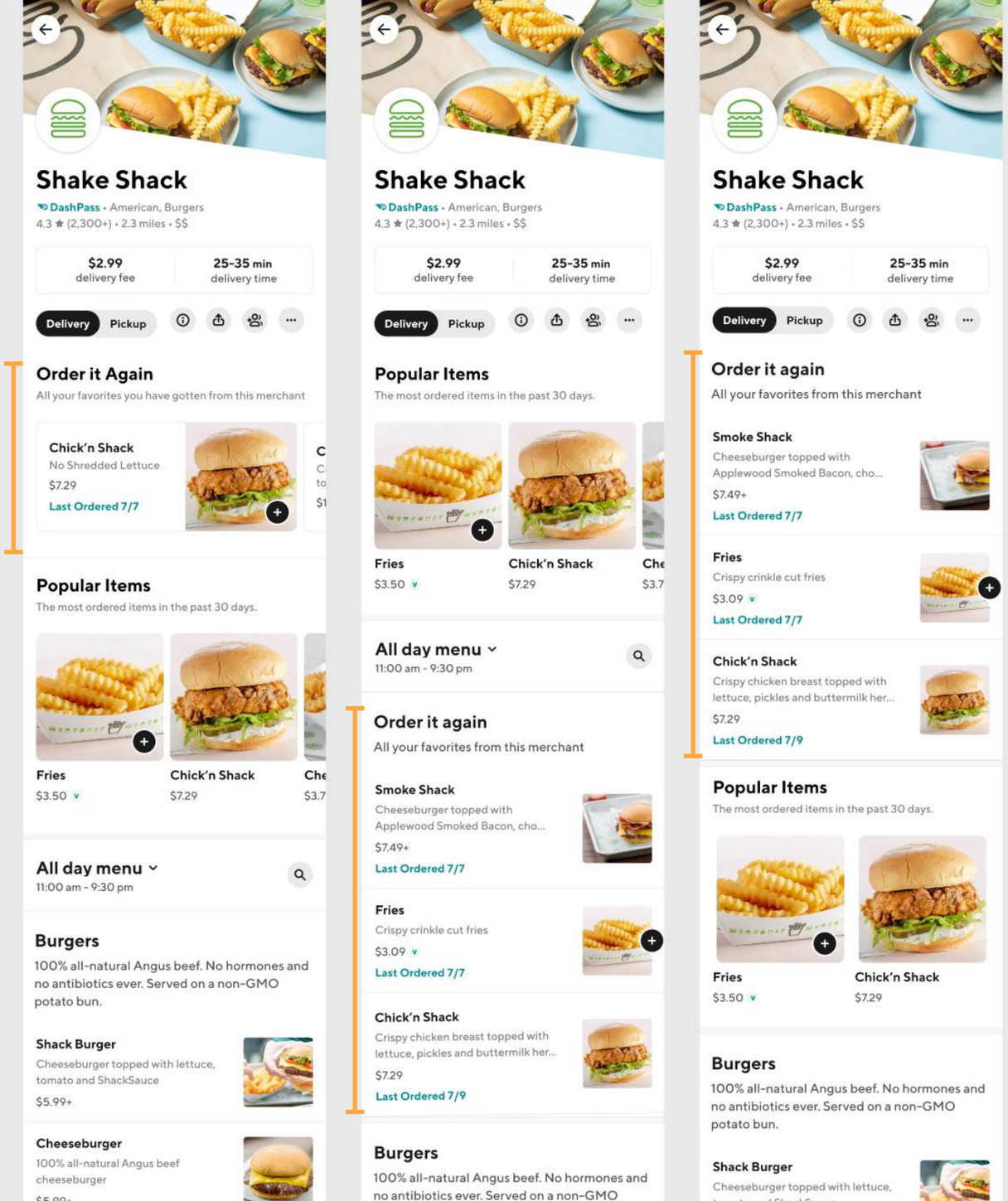
Item option presets

Get the item the same way you did before (ex. Burrito with cheese, mild salsa, guacamole).

EXPLORATIONS

Explored different layout options on the store page.

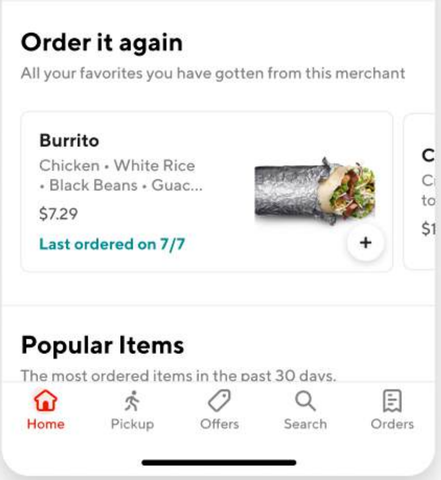
We ultimately wanted to find the balance between merchandising and personalization. To avoid overly promoting reorder we went with the carousel approach.

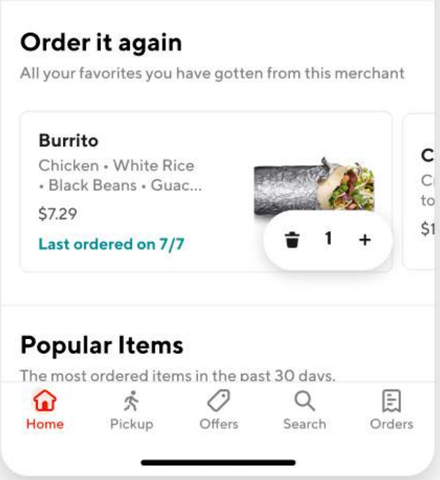


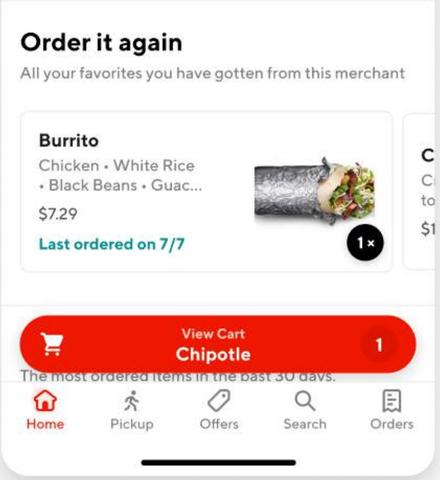
EXPLORATIONS

We also explored quick add as a way for customers to add directly from the store page.

Because adding directly from the store page was a totally new pattern, so we had to check with engineering to make sure we could actually do this.



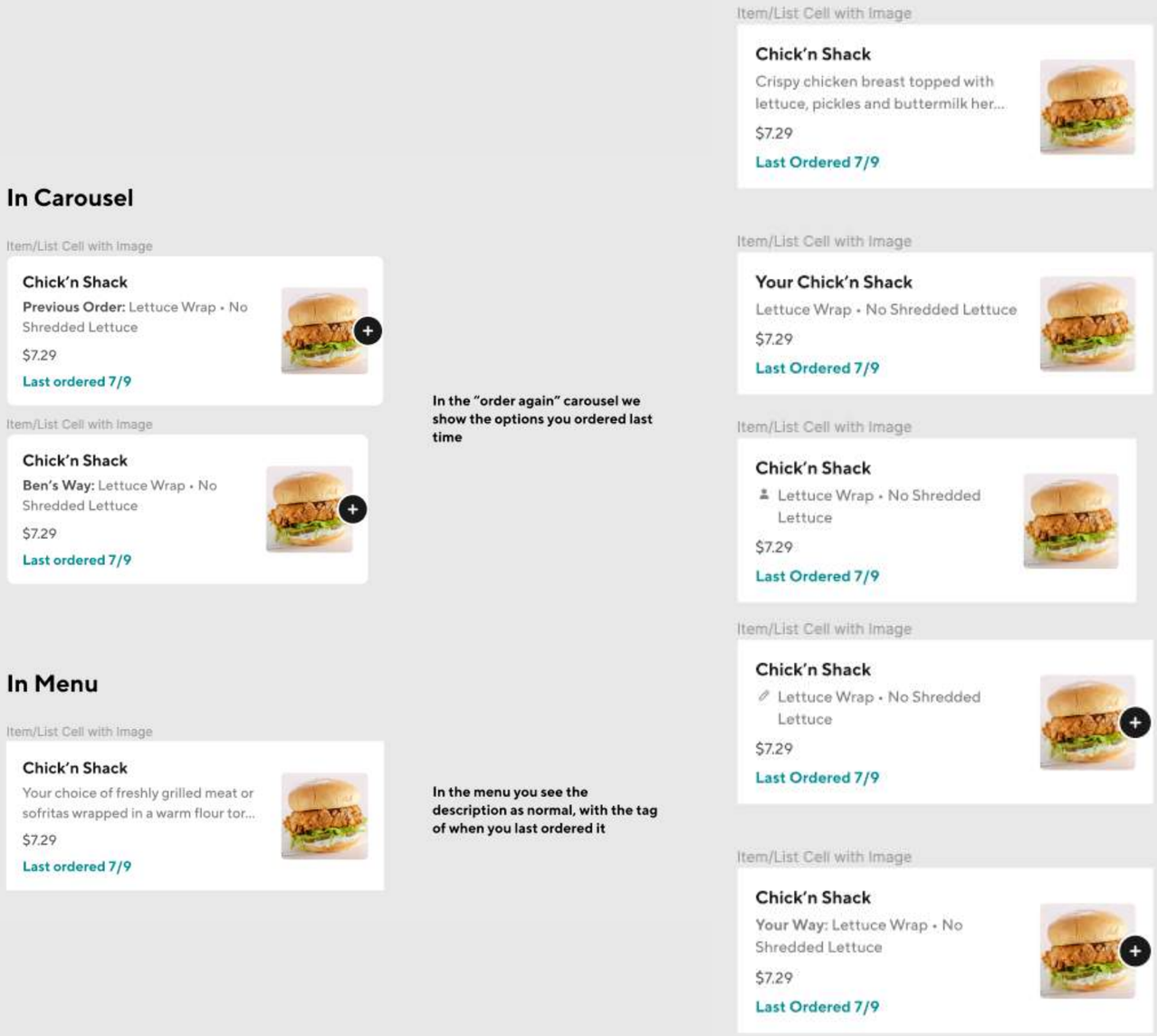




EXPLORATIONS

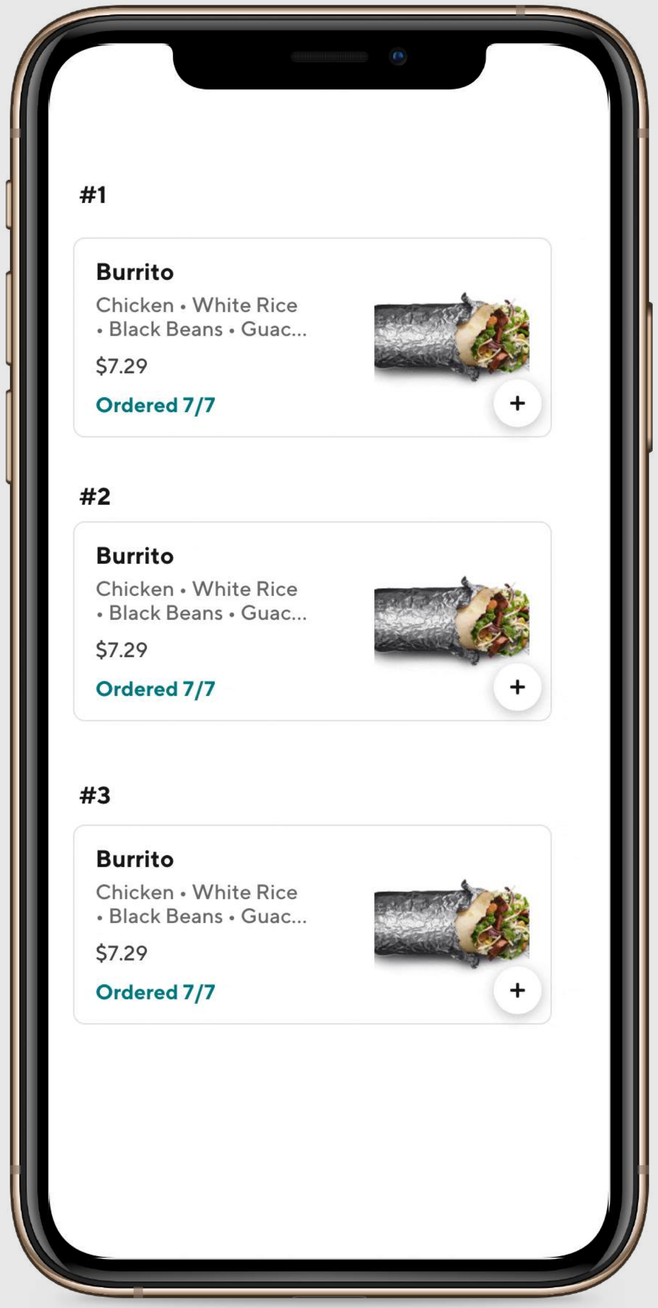
Explorations to differentiate items that have presets vs. regular items.

We also made sure to document all of these changes so that they work with existing item cells in various places.



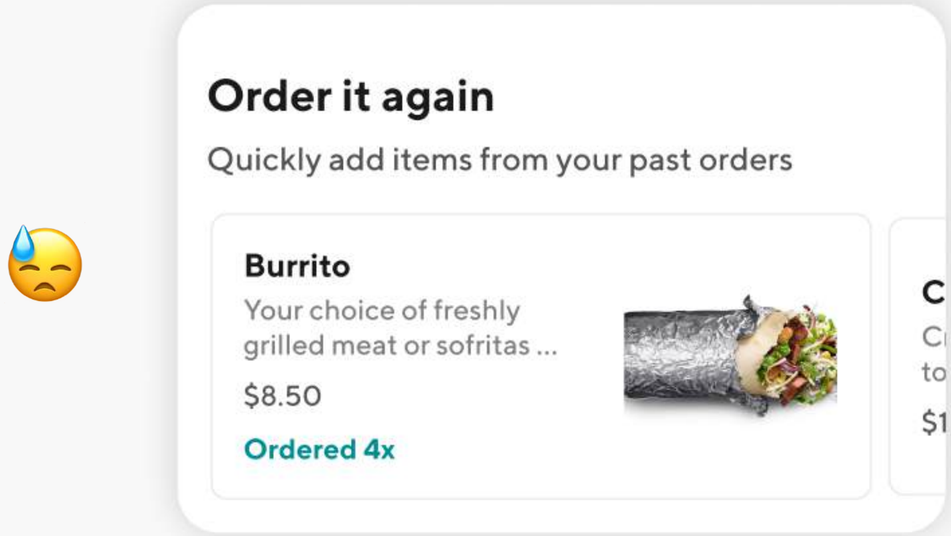
EXPLORATIONS

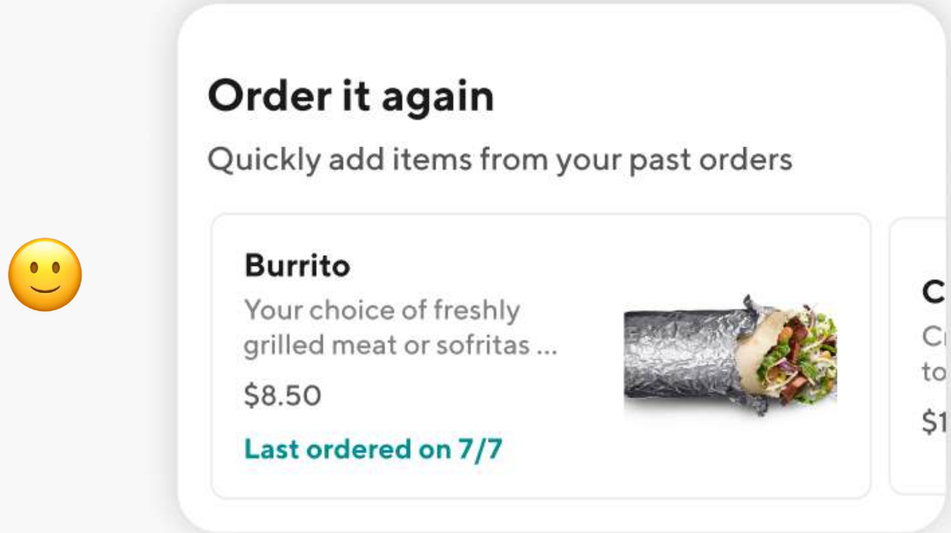
Dialing in specific animation components in flinto helped to communicate with engineers.



EXPLORATIONS

For copy, we found that # of times ordered made customers feel guilty when ordering, so we focused on date instead of frequency.

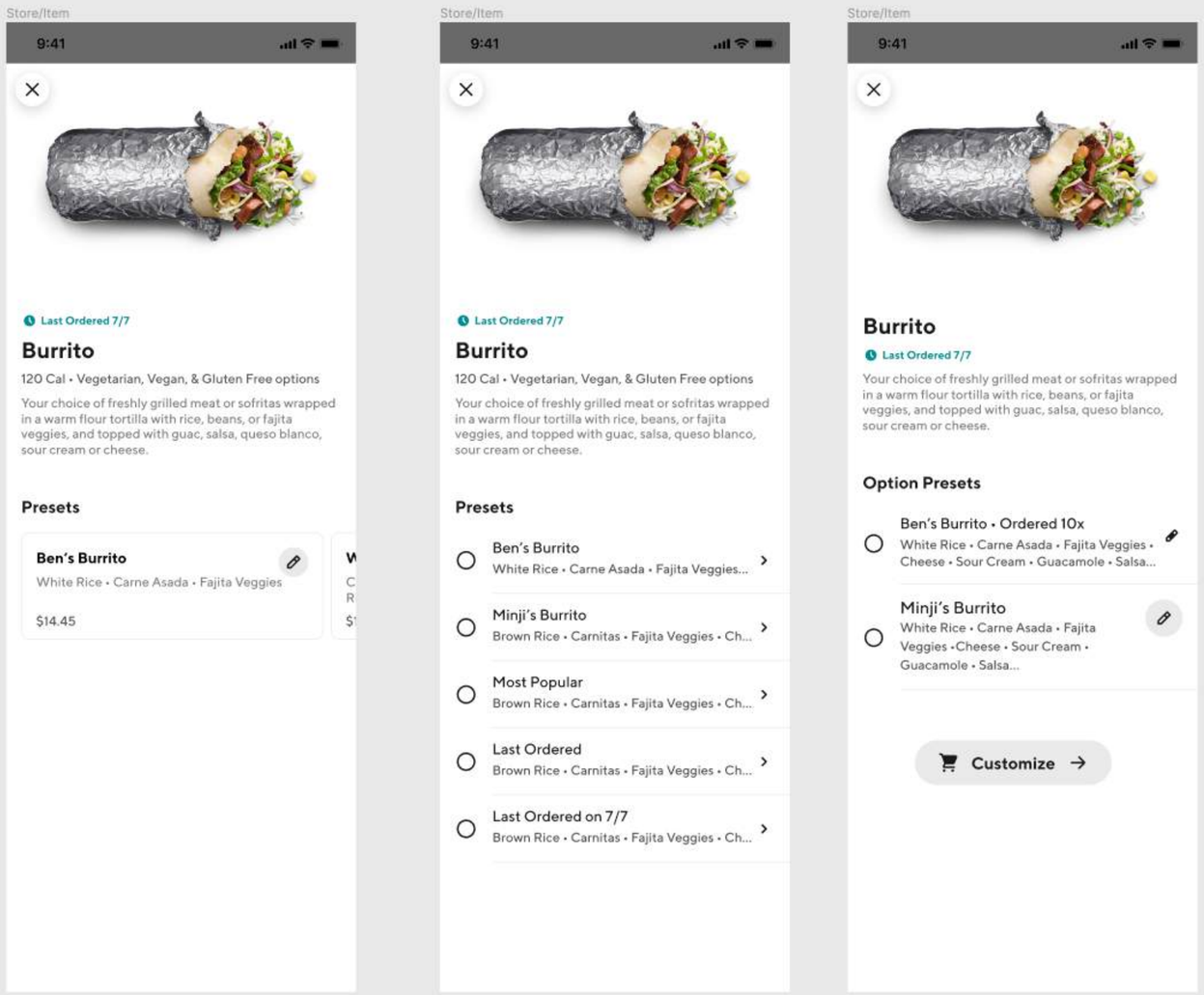




EXPLORATIONS

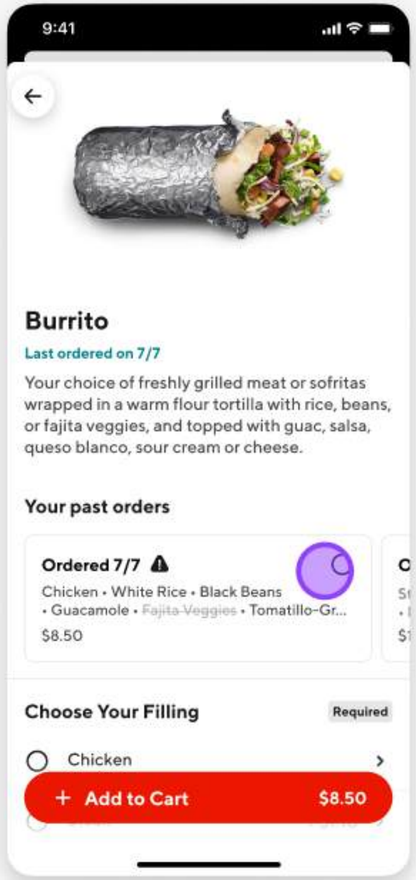
Similar to the store page carousel, we wanted to find a balance between personalized content and the rest of the item options.

Also deciding on using the carousel format for these items to maximize for users who use the presets, but also not take up too much real estate for customers browsing the other options.

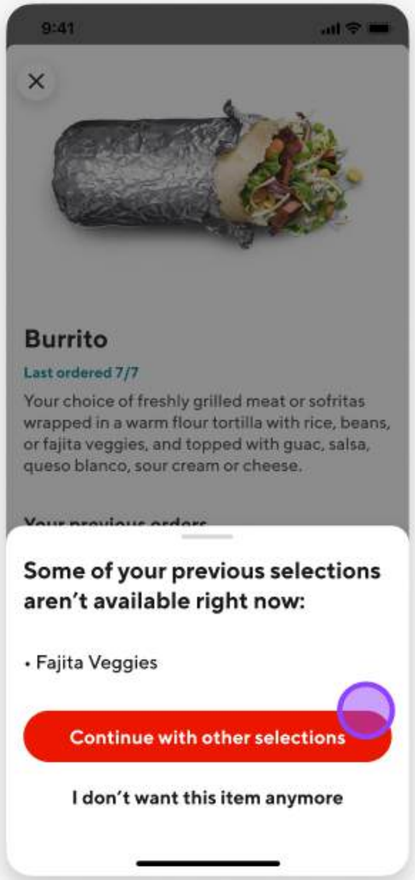


We also needed our system to be flexible to avoid some of the problems we have with the Order tab.

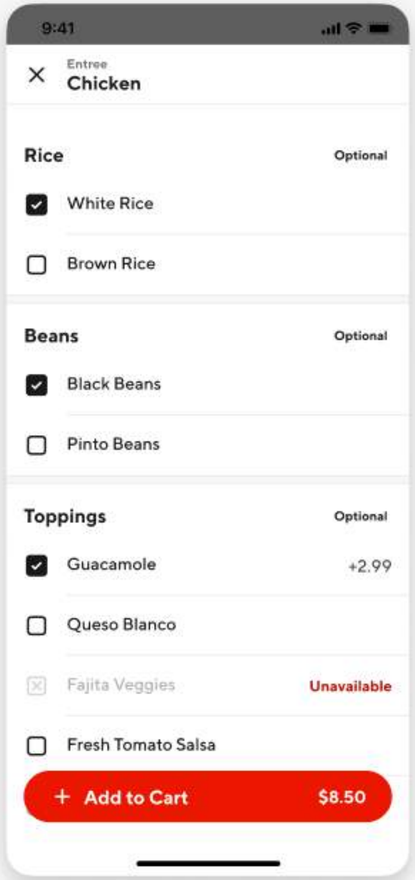
Select an option that is out of stock



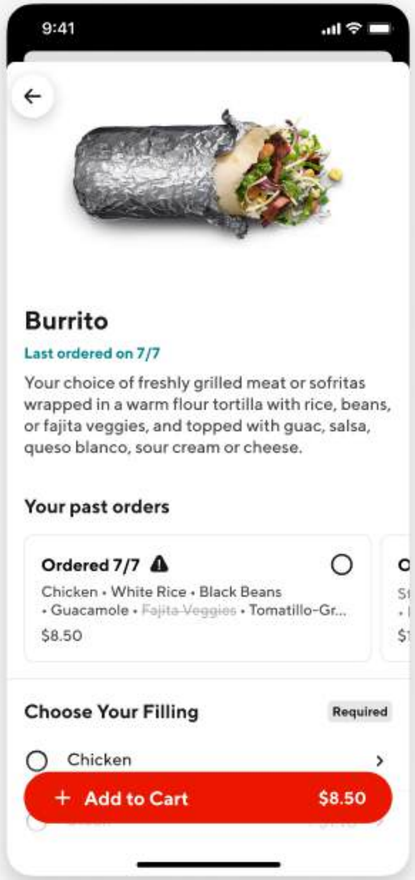
Let user know its out of stock



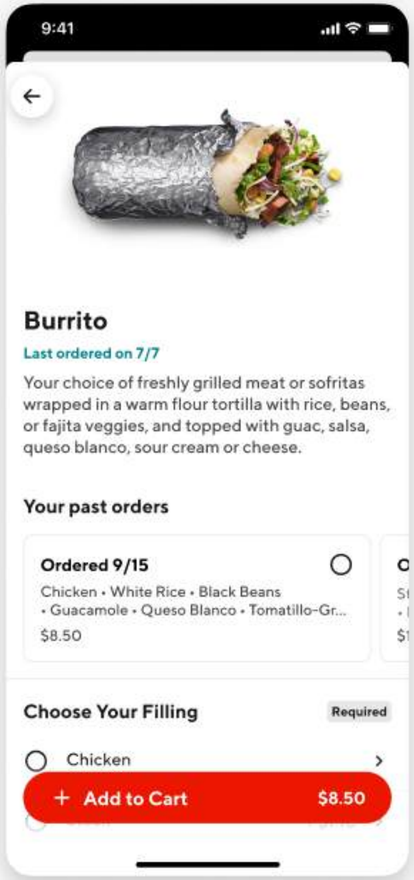
If they continue, take them to the section with that option in it



If the customer scrolls back up, the item would not show the preset selected since the options are different.

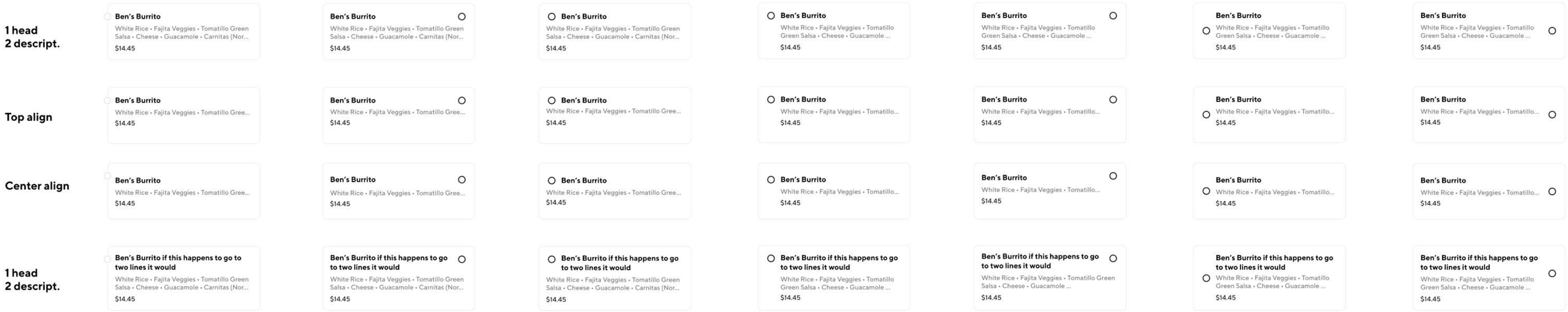


When they come back... it will create a new preset, not overwrite the original

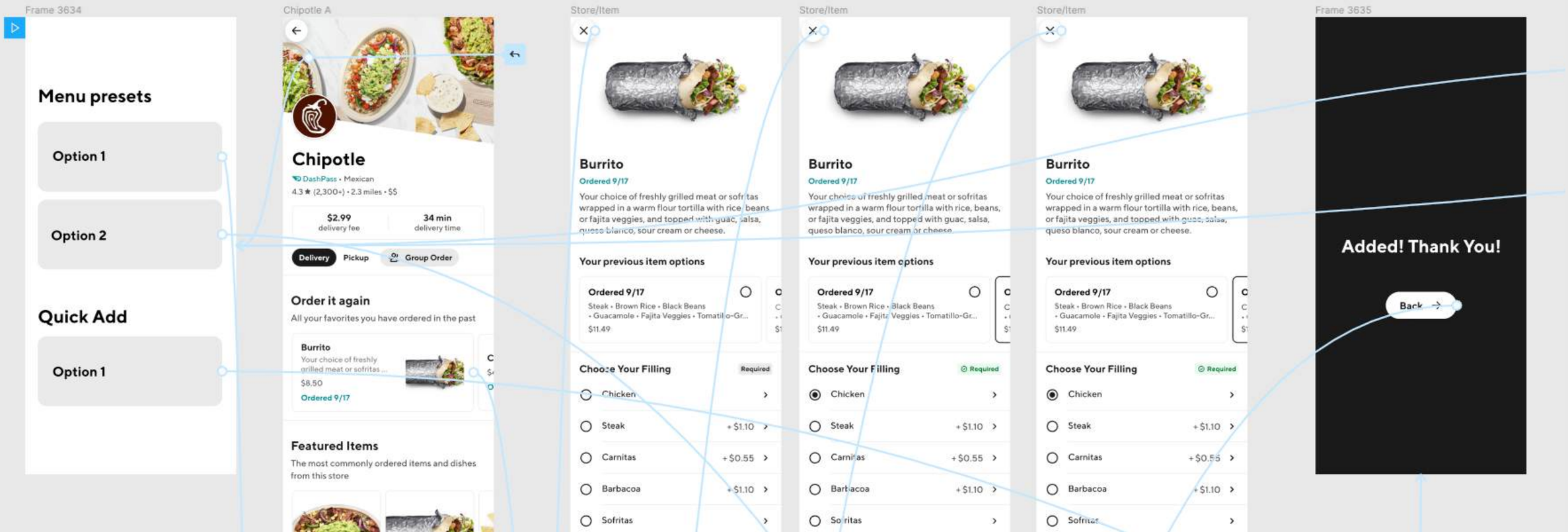


Also exploring placements for radio affordance since this was a new component.

Also working with our design systems team to make sure this component would work along-side our existing library.



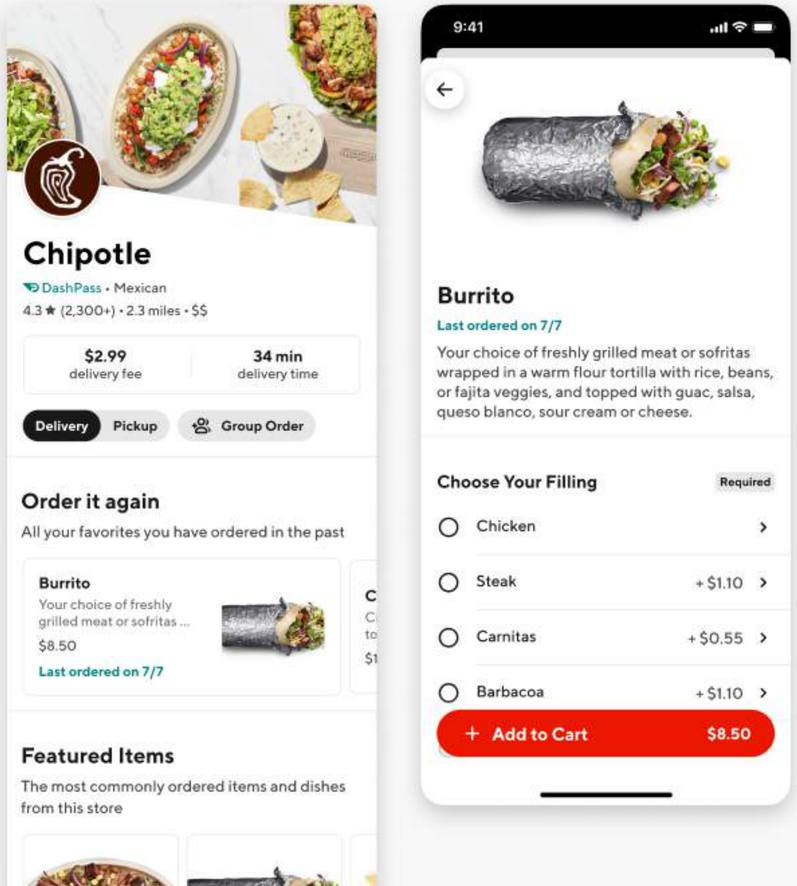
We also had a couple of variations of tiles that we wanted to user test, so we made a quick prototype to do unmoderated testing with.



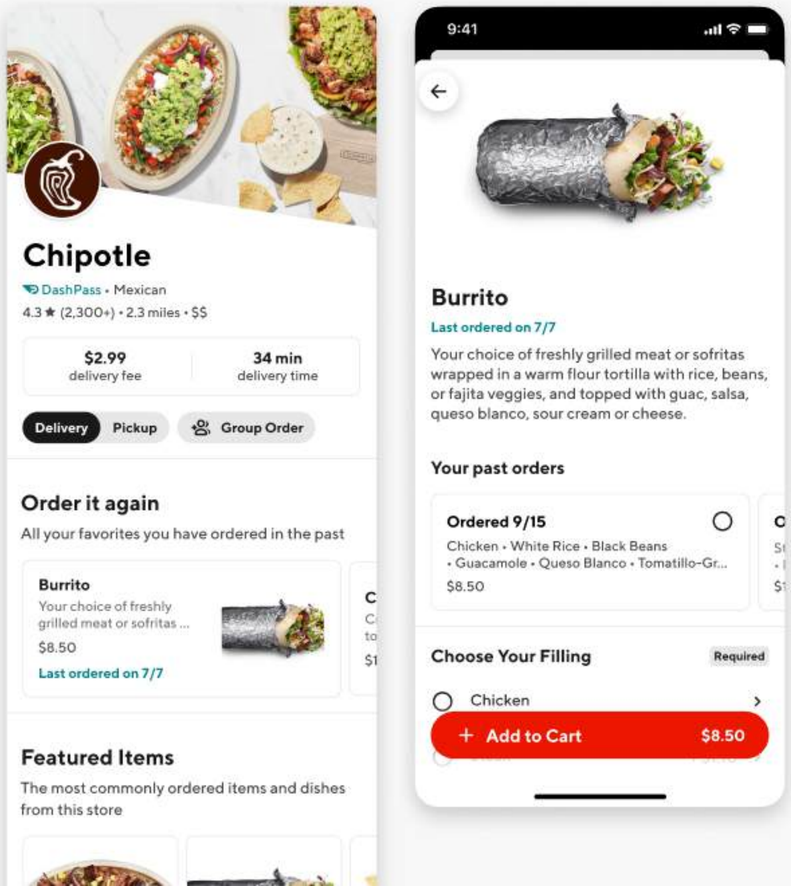
EXPLORATIONS

Lastly we also met with engineering to understand complexities and effectively phase and scope each rollout.

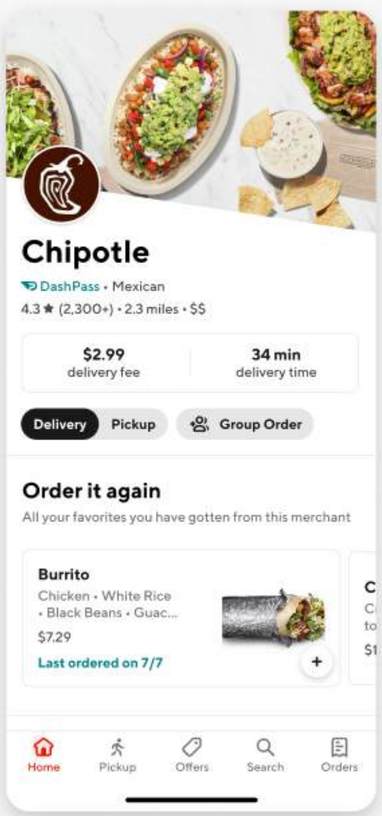
v1



v2



v3



REORDER

Finalv2_FINAL Designs

DESIGN REVIEW

After doing the explorations, and narrowed on a final design we present to stakeholders.

Through this process we construct the presentation to walk through a glimpse of the process/final design options.

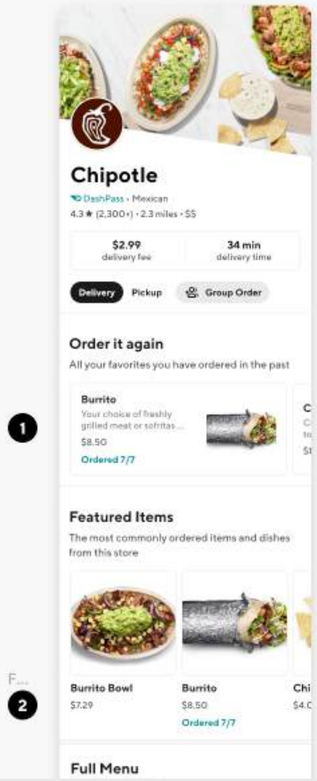
For the first version we want to show items customers have ordered before.

We have a few ways to expose this information. The loudest being a new carousel of items you have ordered before, and the other marking the items you have ordered in the past on the menu.

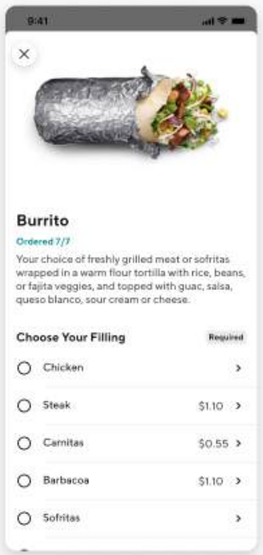
1. Order again carousel
2. Callout in carousels
3. Callout in-line on menus
4. Callout carryover to item page

Full spec on item objects →

Store Page



Item Page



Frame 3708

If you order a preset, but an option is not available

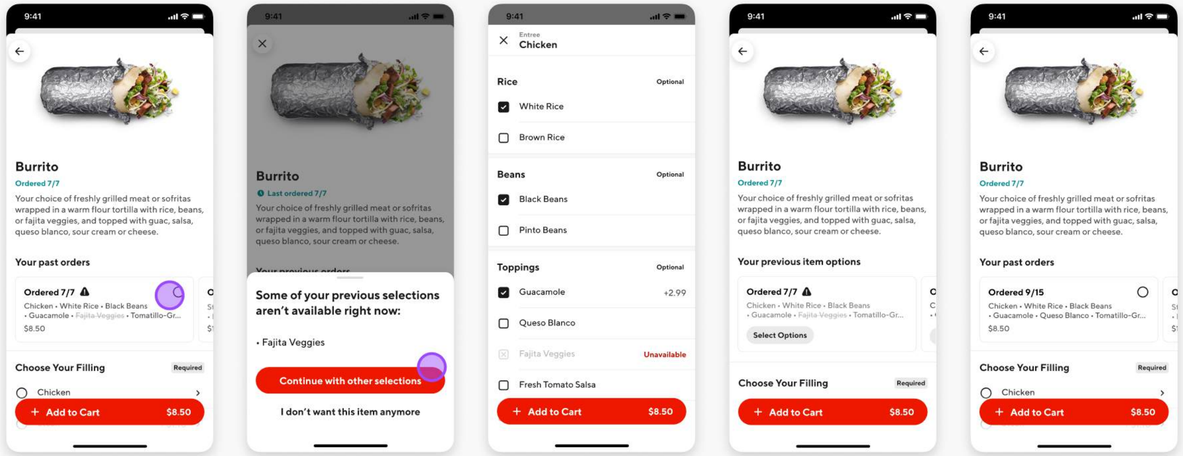
We let you know early that something is up, and if you want it anyways, we let you know what isn't available, and allow you to exit or continue with the rest of the options.

Select an option that is out of stock

Let user know its out of stock

If they continue, take them to the section with that option in it

When they come back... it will create a new preset, not overwrite the original



DESIGN REVIEW

This includes designs, but also strategy in how each piece should function and logic behind it.

Through this process we construct the presentation to walk through a glimpse of the process/final design options.

Frame 3711

How might we make customers feel like they are evolving and invested in the stores they love?

Charmander

Personalization and surfacing options to make them reorderable

- Items you have ordered before carousel
- Last ordered callout on menu

Charmeleon

Better recommendations and surfacing reorder in more contextual places

- Quick Add
- Item Presets

Charizard

Pro-level customization and editing tools for complex orders

- Customizable Order Objects
- Saving Item Options

Frame 3617

For the first version we want to show items customers have ordered before.

We have a few ways to expose this information. The loudest being a new carousel of items you have ordered before, and the other marking the items you have ordered in the past on the menu.

1. Order again carousel
2. Callout in carousels
3. Callout in-line on menus
4. Callout carryover to item page

Full spec on item objects →

Store Page

Chipotle

DashPass • Mexican

4.3★ (2,300+) • 2.3 miles • $$

$2.99 delivery fee	34 min delivery time

Delivery | Pickup | Group Order

Order it again

All your favorites you have ordered in the past

1

Burrito
Your choice of freshly grilled meat or sofritas ...
$8.50
Ordered 7/7

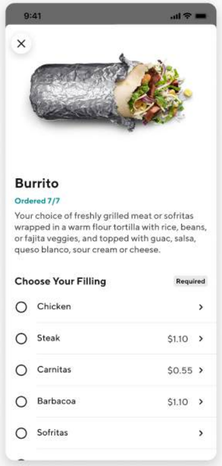
Featured Items

The most commonly ordered items and dishes from this store

2

Burrito Bowl $7.29 | Burrito $8.50 Ordered 7/7 | Chi $4.0

Item Page

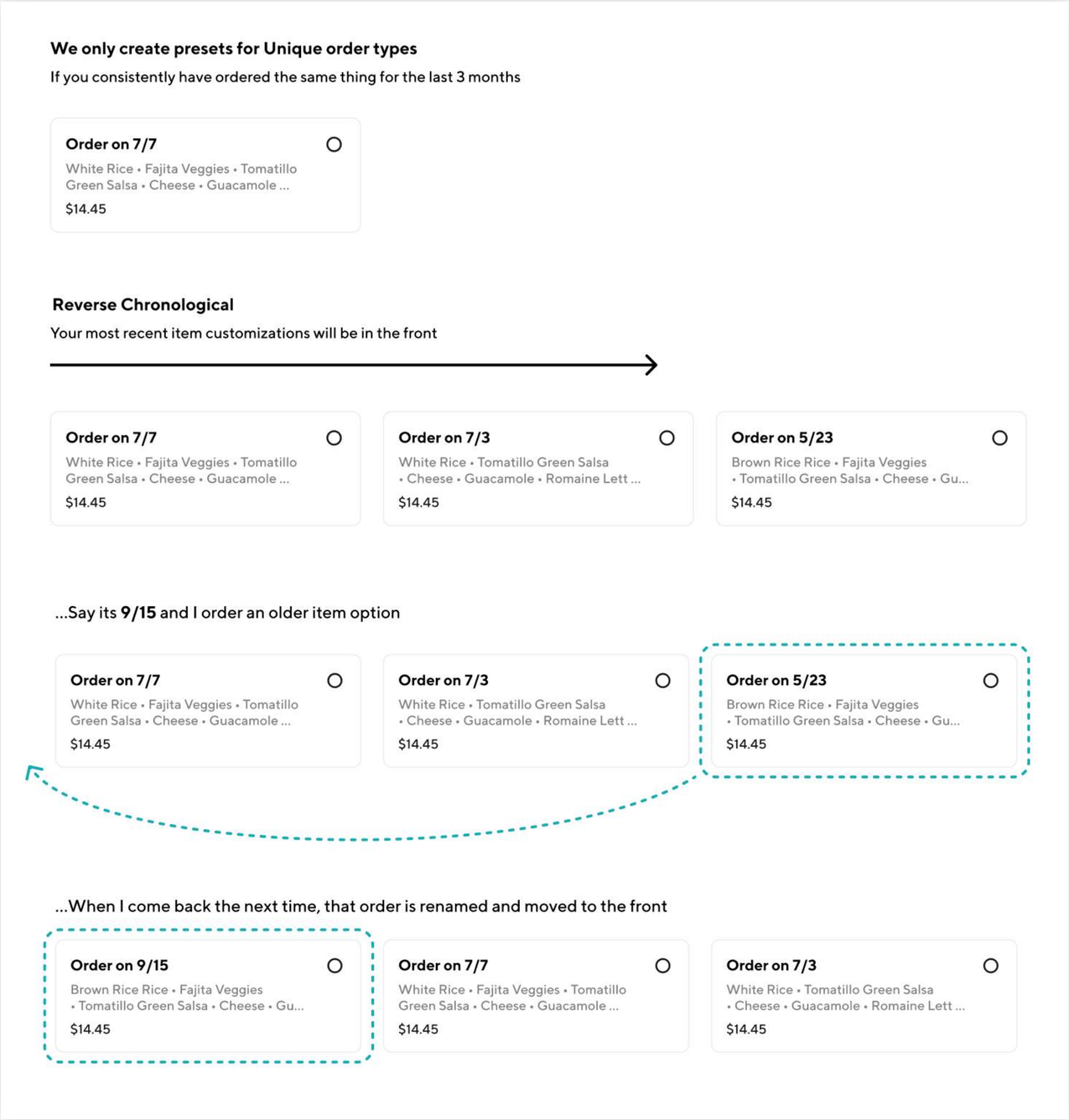


4

DESIGN REVIEW

For instance, how we create and sort presets matters.

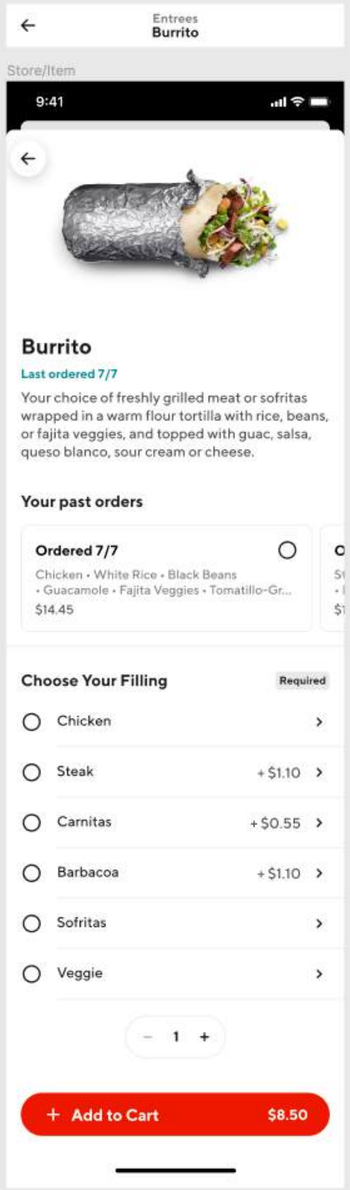
These diagrams also help when communicating how the feature should work with engineering.

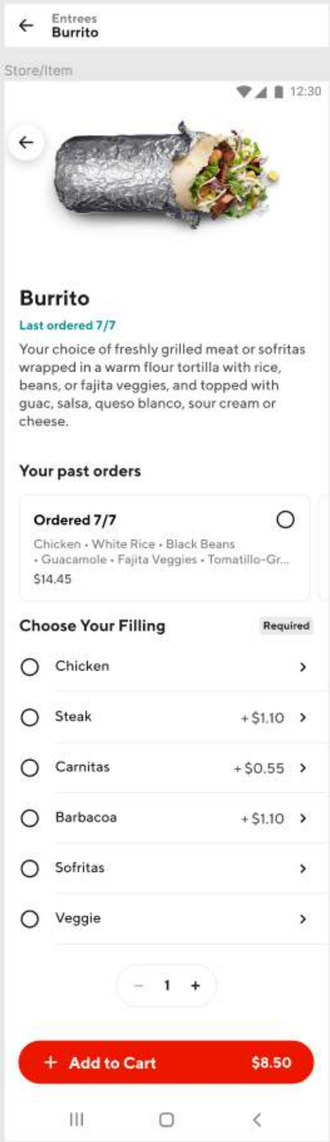


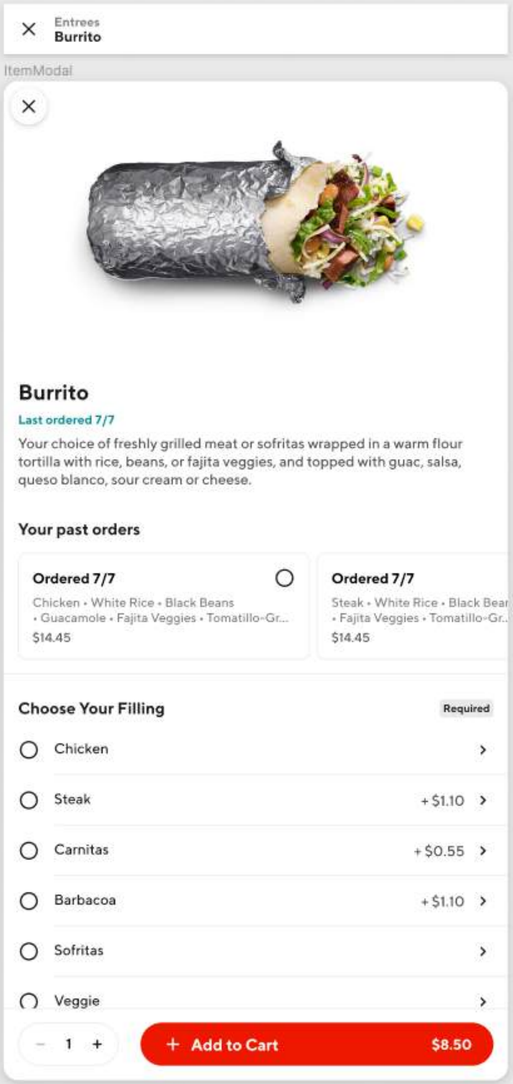
MULTIPLE PLATFORMS

Making sure our new patterns work across all platforms.

Our current platforms are pretty different but there's multiple efforts to try and use as many consistent patterns as possible.







REORDER

Handoff / Documentation

HANDOFF / DOCUMENTATION

Since we were adding to the item component, I wanted to make sure we had new states, constraints and styles documented.

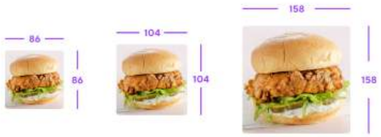
Was also a great time to try out the new Figma variant tools 😄 for both DoorDash and Caviar themes.

Images

Support for images

	List	Card - Horizontal	Card - Small	Card - Vertical
Images	✓	✓	✓	Required

Item images are always used in a square ratio across all of the form factors



Item images are also center cropped from the full image which is usually 16:9

Data

Item images are always used in a square ratio across all of the form factors

Support for Data

		List	Card - Horizontal	Card - Small	Card - Vertical
Exisiting	Item Name	Required	Required	Required	Required
	Price	Required	Required	Required	Required
	Description	✓	✓	✗	✗
	Callout	✓	✓	✗	✓
Future	Calories	✓	✓	✗	✗
	Dietary Restrictions	✓	✓	✓	✓
	Strikethrough Pricing	✓	✓	✓	✓
	Quick Add	✓	✓	✓	✓

Existing

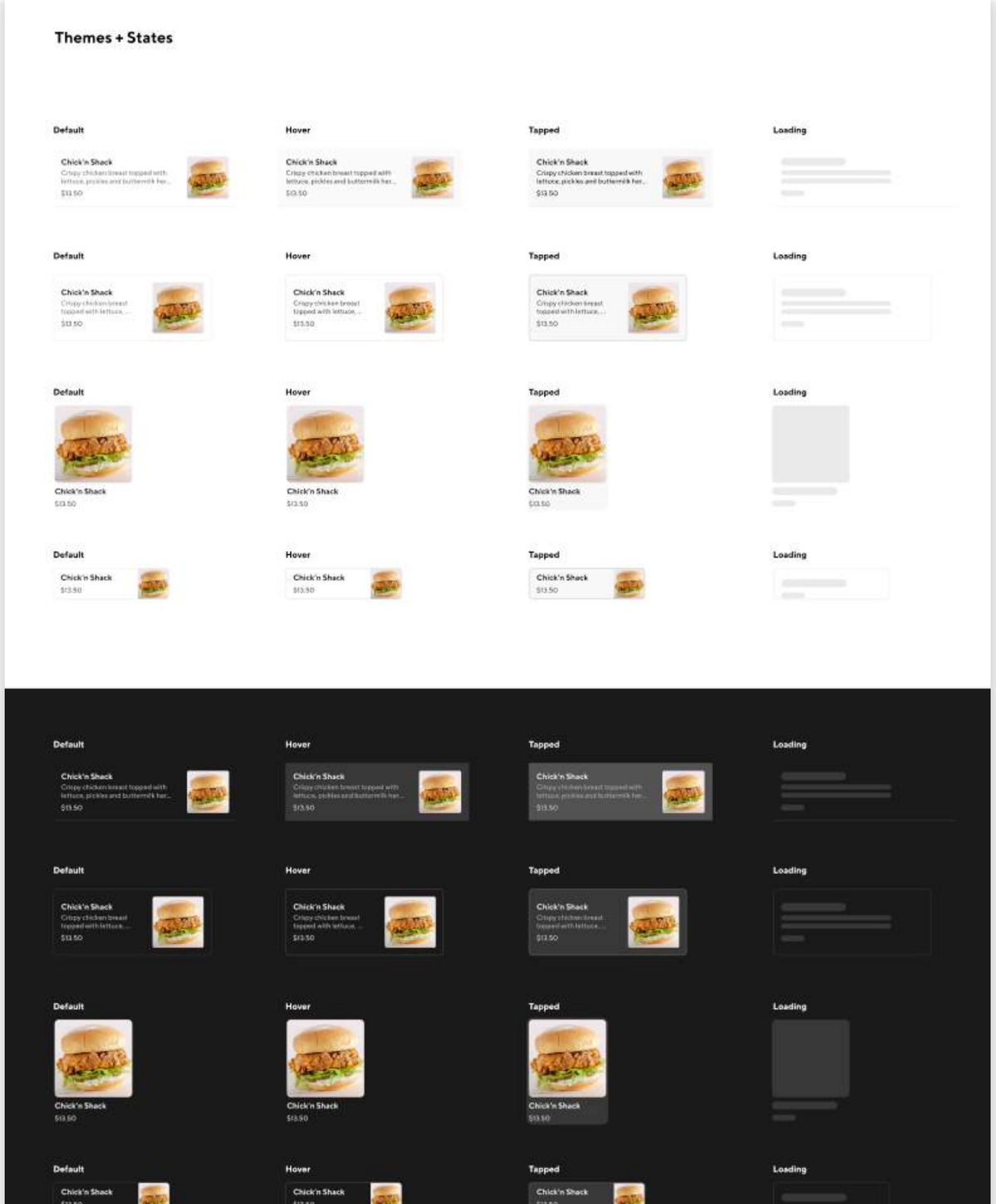
Future

HANDOFF SPECS

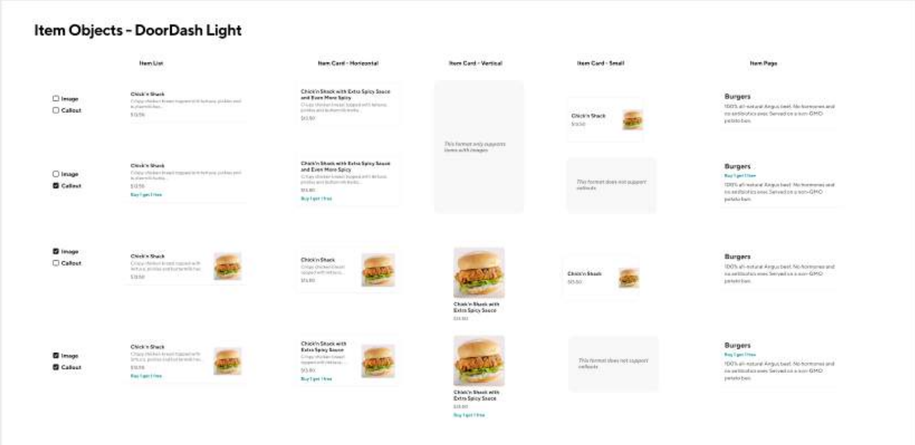
	Item List	Item Card - Horizontal	Item Card - Vertical	Item Card - Small	Item Page
☐ Image ☐ Callout	**Chick'n Shack** Crispy chicken breast topped with lettuce, pickles and buttermilk her... $13.50	**Chick'n Shack with Extra Spicy Sauce and Even More Spicy** Crispy chicken breast topped with lettuce, pickles and buttermilk herbs... $13.50	*This format only supports items with images*	**Chick'n Shack** $13.50	**Burgers** 100% all-natural Angus beef. No hormones and no antibiotics ever. Served on a non-GMO potato bun.
☐ Image ☑ Callout	**Chick'n Shack** Crispy chicken breast topped with lettuce, pickles and buttermilk herbs... $13.50 Last ordered on 7/7	**Chick'n Shack with Extra Spicy Sauce and Even More Spicy** Crispy chicken breast topped with lettuce, pickles and buttermilk herbs... $13.50 Last ordered on 7/7		*This format does not support callouts*	**Burgers** Last ordered on 7/7 100% all-natural Angus beef. No hormones and no antibiotics ever. Served on a non-GMO potato bun.
☑ Image ☐ Callout	**Chick'n Shack** Crispy chicken breast topped with lettuce, pickles and buttermilk her... $13.50	**Chick'n Shack** Crispy chicken breast topped with lettuce, ... $13.50	 **Chick'n Shack with Extra Spicy Sauce** $13.50	**Chick'n Shack** $13.50	**Burgers** 100% all-natural Angus beef. No hormones and no antibiotics ever. Served on a non-GMO potato bun.
☑ Image ☑ Callout	**Chick'n Shack** Crispy chicken breast topped with lettuce, pickles and buttermilk her... $13.50 Last ordered on 7/7	**Chick'n Shack with Extra Spicy Sauce** Crispy chicken breast topped with lettuce, ... $13.50 Last ordered on 7/7	 **Chick'n Shack with Extra Spicy Sauce** $13.50 Last ordered on 7/7	*This format does not support callouts*	**Burgers** Last ordered on 7/7 100% all-natural Angus beef. No hormones and no antibiotics ever. Served on a non-GMO potato bun.

HANDOFF SPECS

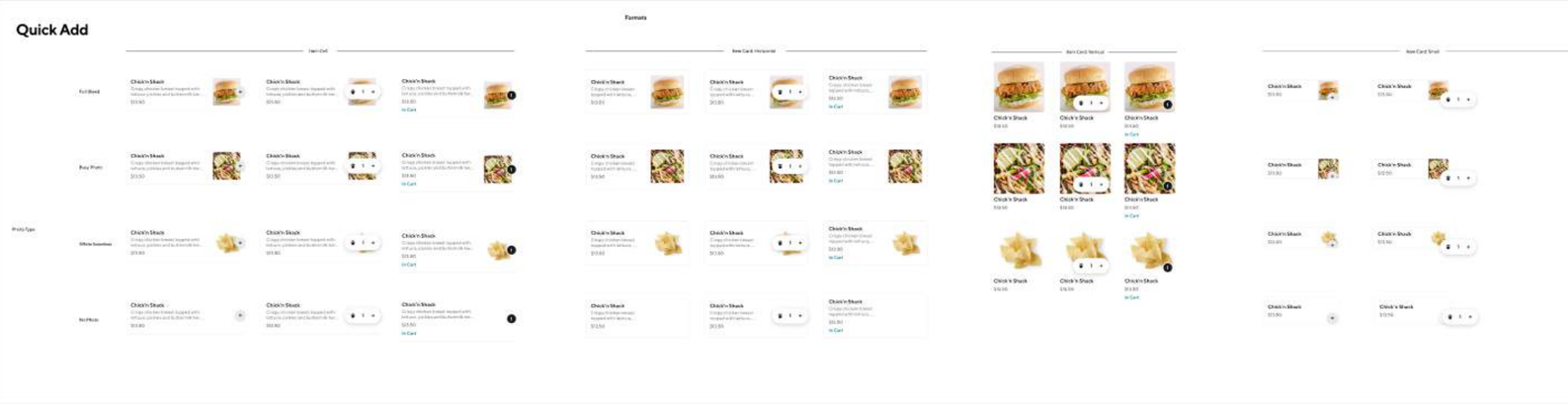
Also using this to make sure we have additional states for each component.



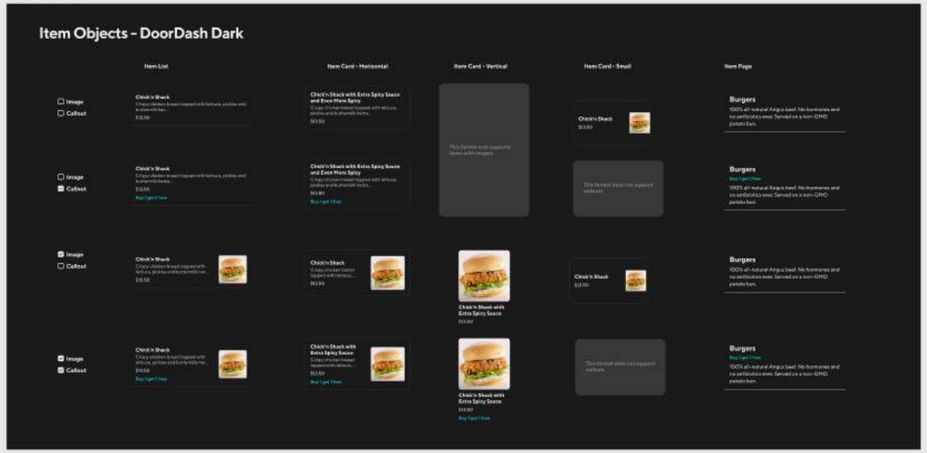
Frame 3673



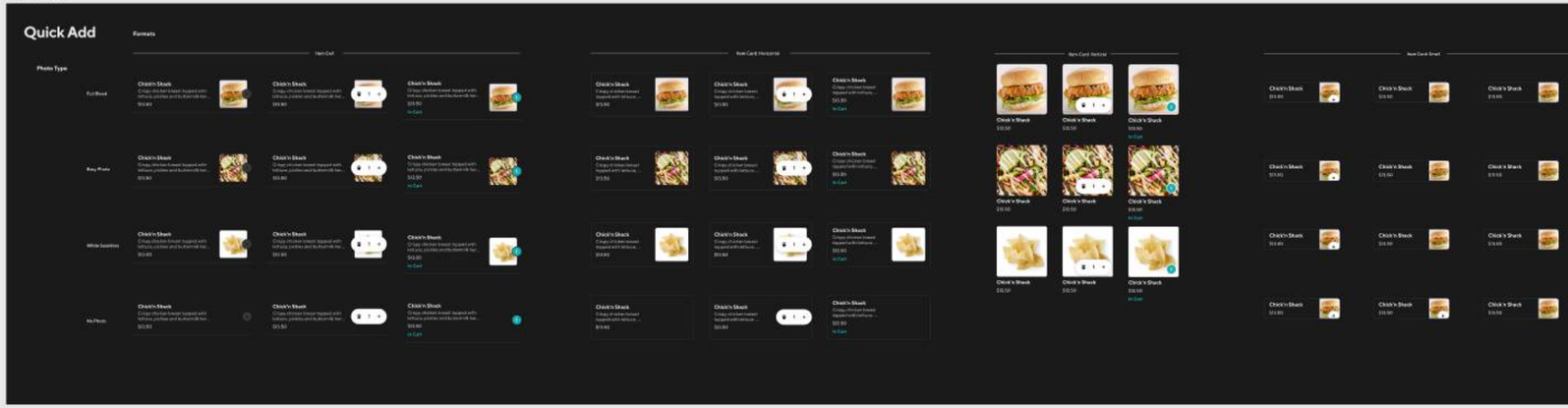
Frame 3667



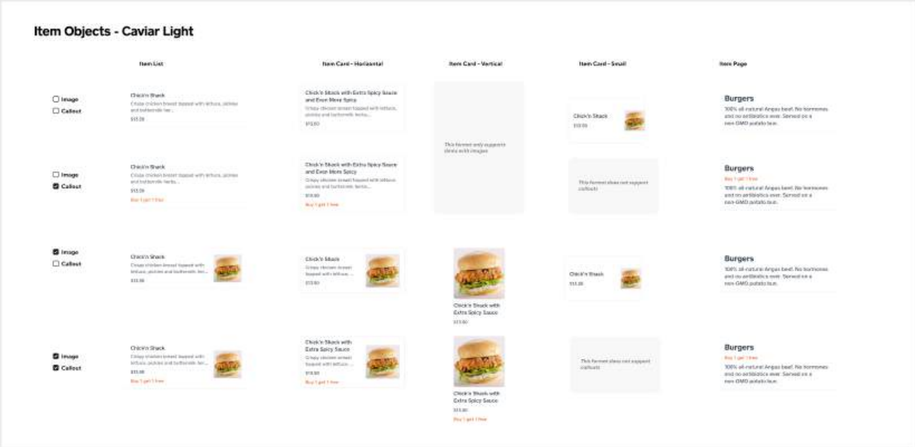
Frame 3674



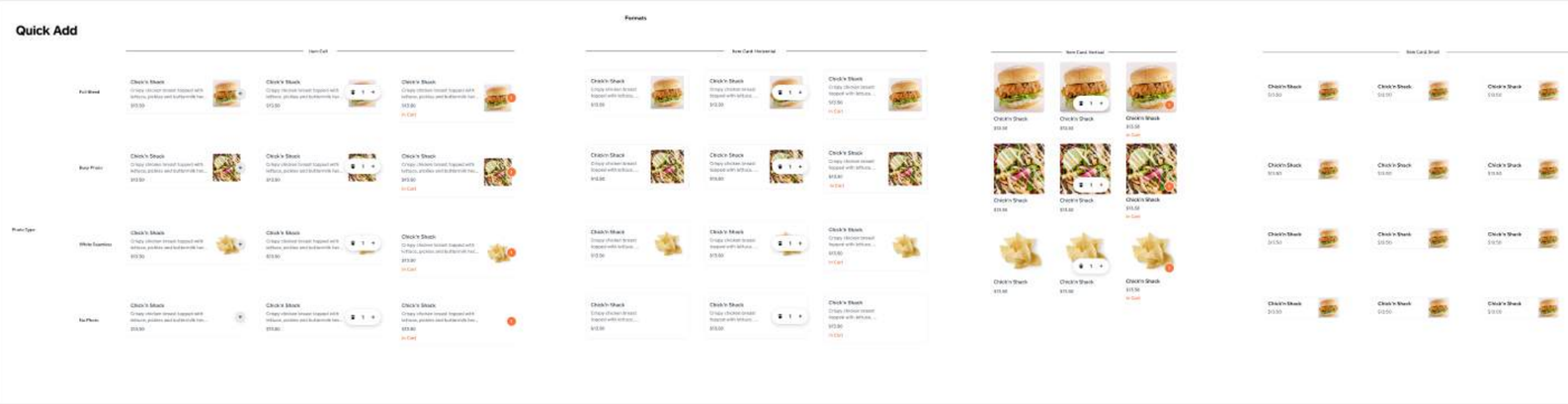
Frame 3671

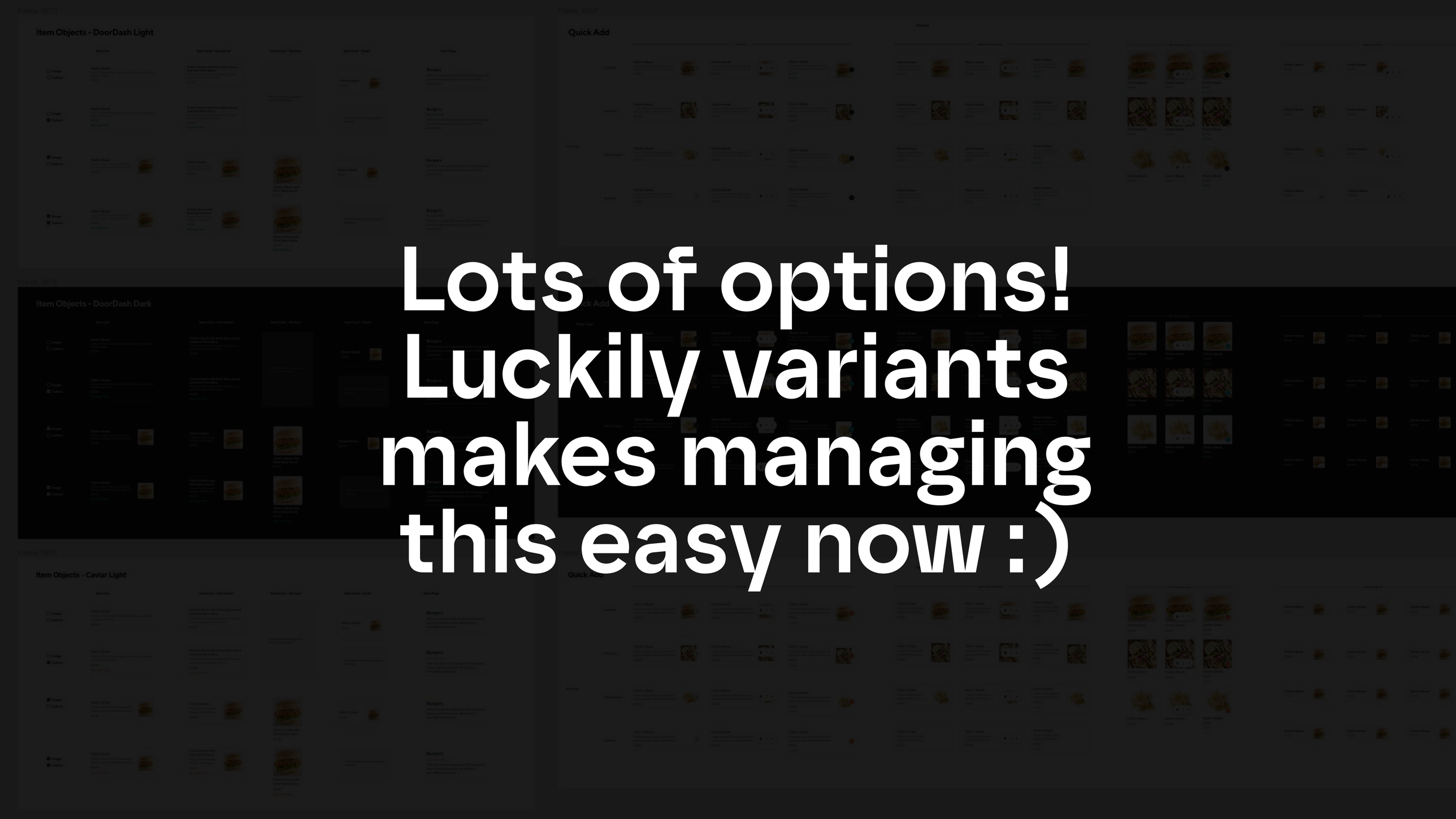


Frame 3675



Frame 3672

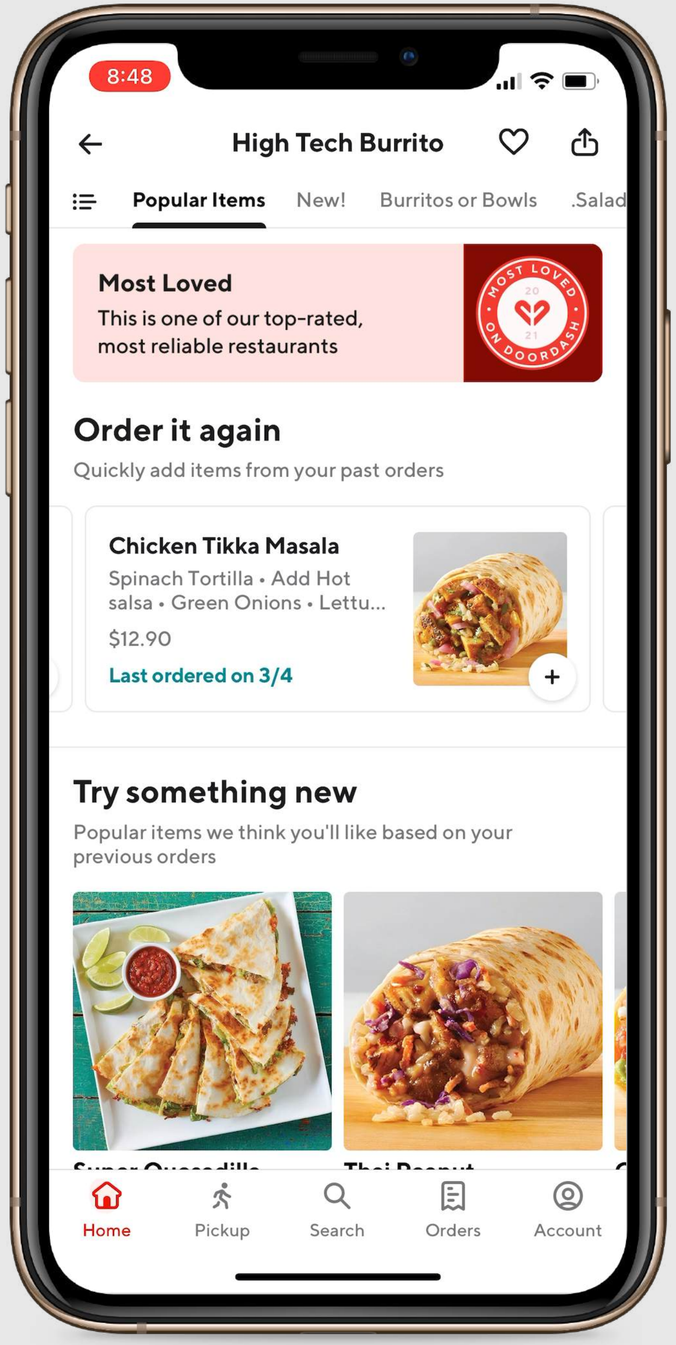




Lots of options! Luckily variants makes managing this easy now :)

DEMO

After working with the team to do QA/bug squashing we have what is live in the app today!



REORDER

Outcome

OUTCOME

People loved it! Not only did conversion go up, but also reduced time to order and number of support tickets.

SPECIFICS

32% of iOS customers interacting with carousel
20.5% on iOS tapping into an item, 15.5% using quick add.

Increase to overall profit, and decrease in time to checkout
Faster time to checkout to help customers order quickly and efficiently.

Reduced Missing & Incorrect orders
More people ordering the same thing reduced the number of support tickets.

TAKEAWAYS

Customers responded well to more personalized content on the store page.

1

Quick add in more places
Given the high overall interactions with quick add, we are exploring placing it in more places for other use cases.

2

More pro-level reorder features
Saving specific presets, favoriting items and even reordering multiple items is something we want to iterate on.

3

Investing in personalized content
We are continuing to add more personalized content to the page like “try something new” or “what’s good here” carousels that are more than just popularity ranked carousels.

REORDER

Future Considerations

FUTURE CONSIDERATIONS

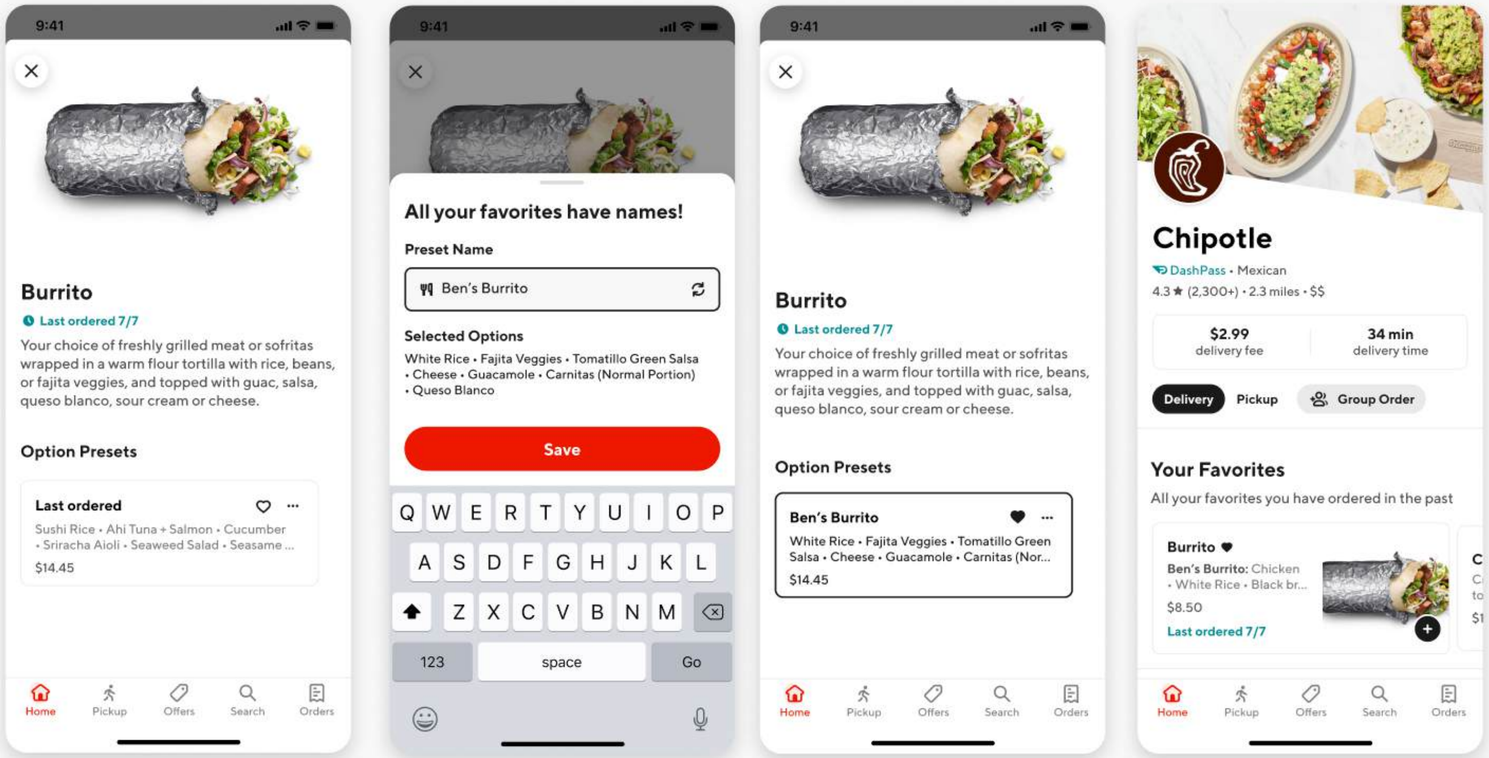
While doing explorations, we realized there was a lot of crossover with favorites.

Was out of our initial scope, but we did some brief explorations to see how favorites could aide in our reorder use case.

FUTURE CONSIDERATIONS

Making the pro-customer use case easier, and more efficient.

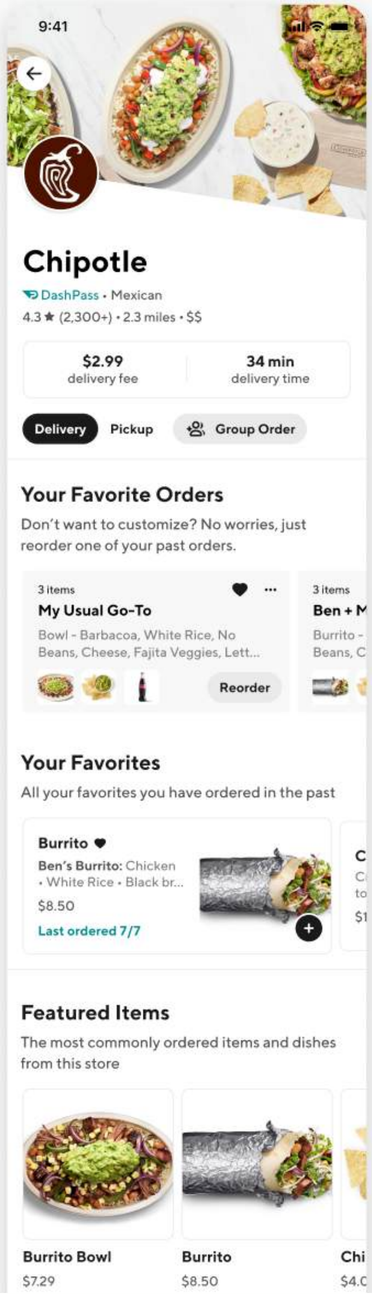
We scoped this out since it would require more technical work to store all of these order objects. We also were focusing on having reorder “just work” rather than requiring user input like favoriting.

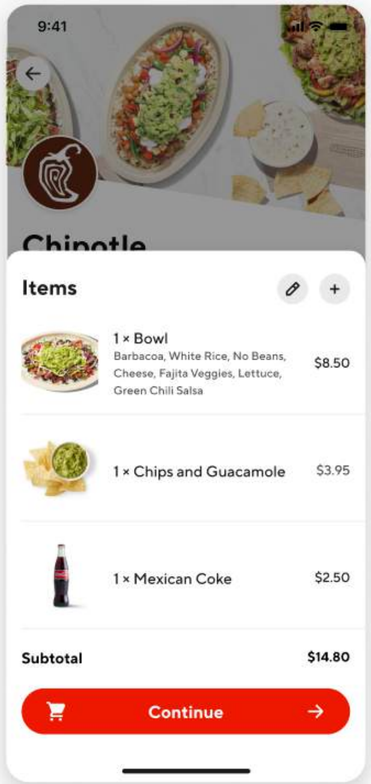


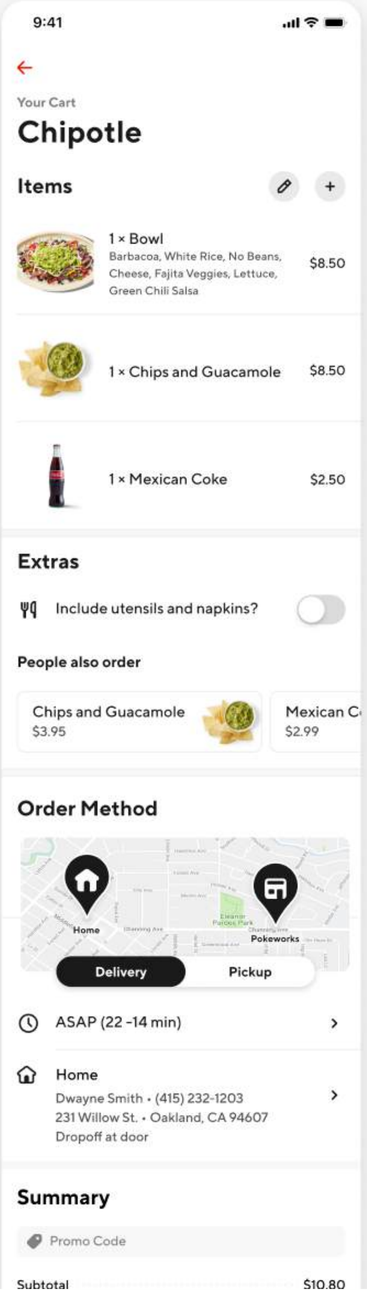
FUTURE CONSIDERATIONS

Explorations for an “entire order” reorder, multiple items with options that can be saved.

We scoped this out since it is very specific to a certain set of users, and would require more technical work to store all of these order objects.







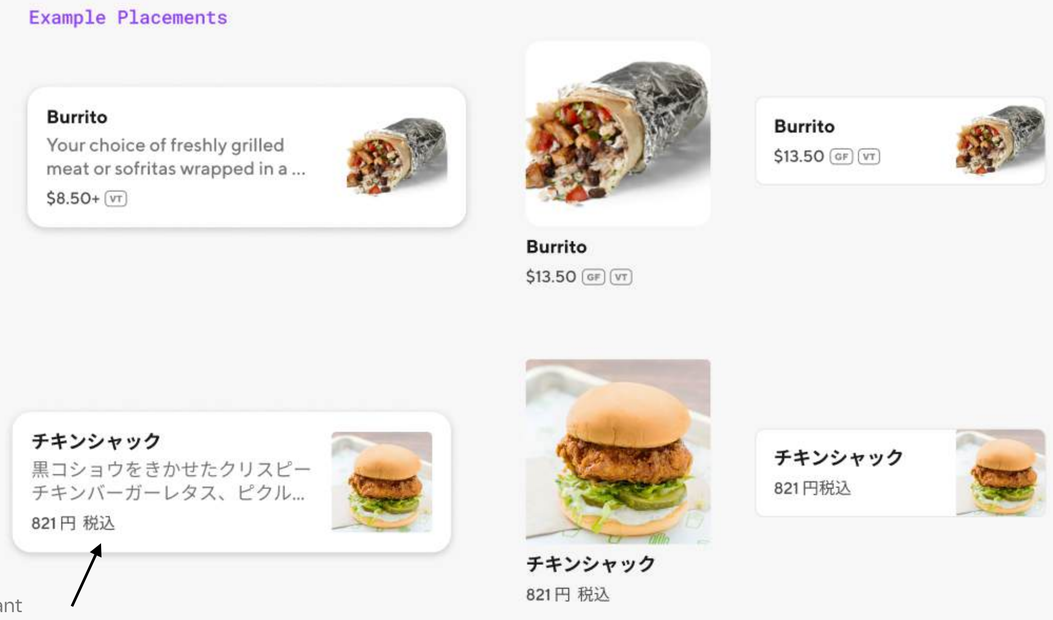
FUTURE CONSIDERATIONS

As we expand the item cells system we also have been thinking about how this expands to international markets.

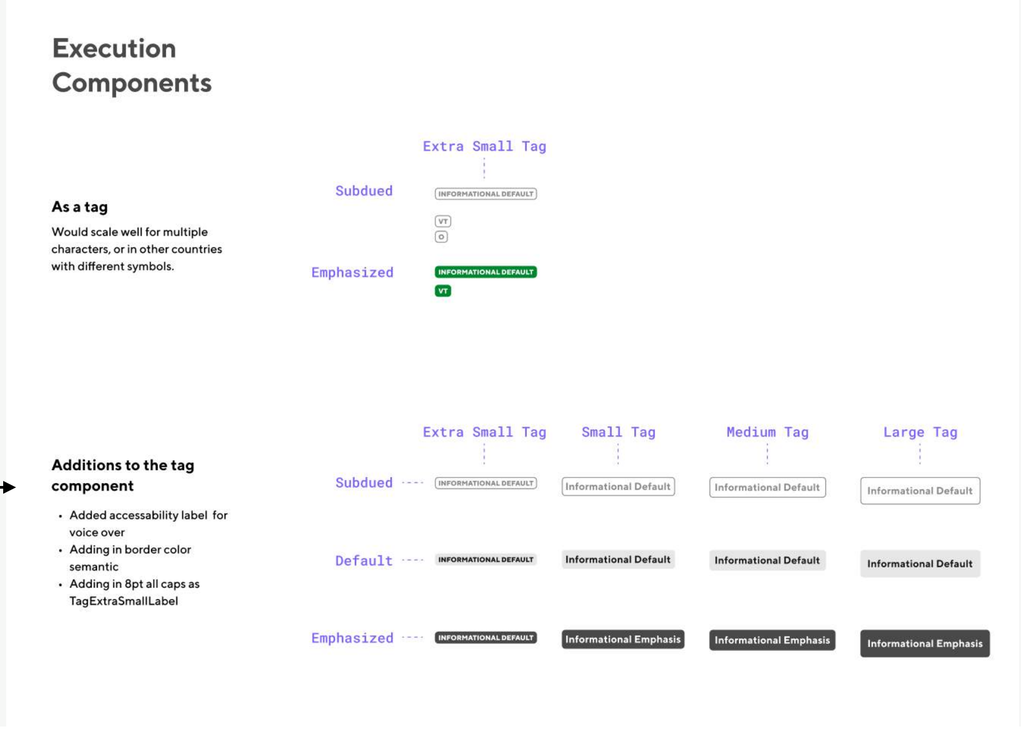
Working with the design systems team to also make sure our tags/components scale depending on if we use an icon, text, or different size.

“Gluten Free” doesn’t apply to all markets, and other markets like India they have an existing icon system for marking vegetarian/eggetarian dishes. Using the tags will allow us to customize by market.

(we aren’t planning on going to India soon, but just to future proof the system)



includes tax is an important addition for Japan



DOORDASH

Menu Navigation

MENU NAVIGATION

Setup

PROJECT BREAKDOWN

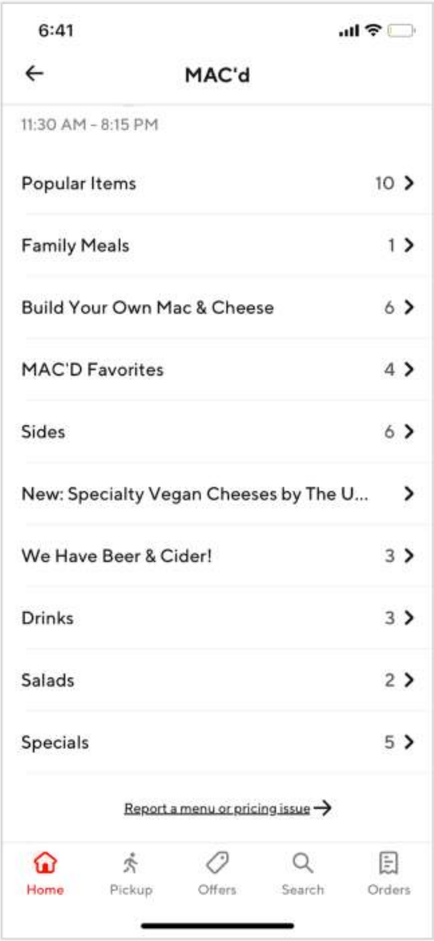
- ~2 weeks of design time
- 1.5 months overall with engineering
- iOS, Android, Web
- 1 PM, 1 EM, 3 engineers
- Consulting with Design Systems

PROBLEM

Menus are hard to browse when you're deciding what to order:

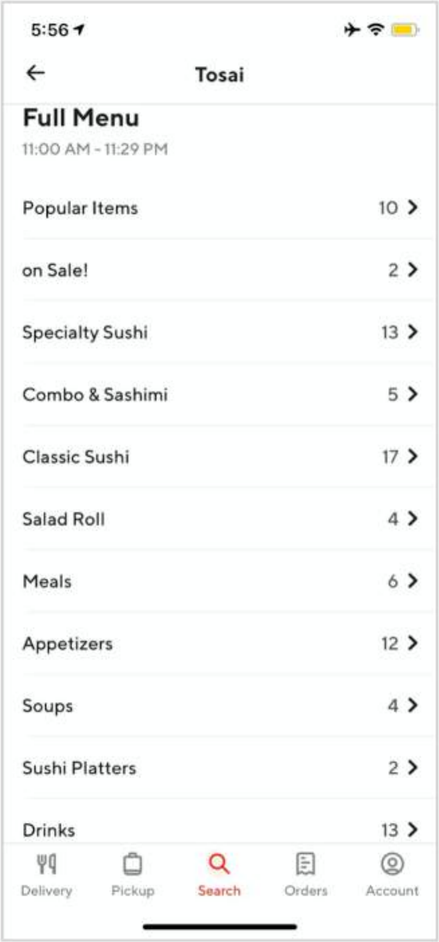
- Small menus require lots of taps to navigate between categories
- Large menus are hard to traverse.

Cx already are looking for items when they land on the store page to decide if they want to order (link to research)



Today, Cx have to jump back and forth to the list of all categories to go to a new category

ex: If i want to see mac and cheese I have to go to multiple categories even though they have only 4 or 6 items in each



Mx has photos for every single item but their menu on the store page isn't inspiring

PROBLEM

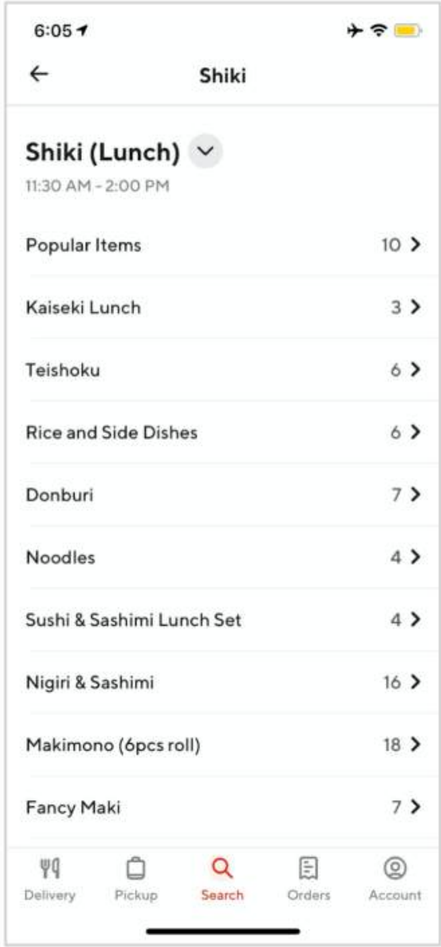
It's hard to get a sense of what the store has to offer from the first page:

When a Cx lands on the store page, they want to get a sense of the merchant and the food before they decide to order from there. However, today, most of the food is behind tap in a category.

On iOS 40.2% of store visitors do not click into a menu category (for that store), which means they miss out on an opportunity to be inspired by the food

Some categories are not intuitive to all Cx and are more accessible with example items.

ex. What is a "Detroit Pizza?"



Some categories are not intuitive to all Cx and are more accessible with example items.

ex. What is a "Donburi?"

GOAL

How might we make a store page that is easier for customers to browse and navigate?

DESIGN PRINCIPLES

Sense of place
Always make sure customers know where they are, and can navigate to any section they want to.

Browsing Focused
Let customers see everything on the menu by scrolling, with options to navigate.

Scalable
We want to build on these over time so thinking about these with a lens on how we can add to the system.

METRICS

Success

Primary: Increased conversion store page to checkout
- New vs. existing users
- For stores users have ordered from before vs. I'm new to the store
- New vs. existing Mx
- Enterprise Mx vs. Local Mx
- High Item Photo Density vs. Low Item Photo Density

Secondary: Reduced time from store page to checkout
- New vs. existing users
- Enterprise Mx vs. Local Mx
- High Item Photo Density vs. Low Item Photo Density

Check

Subtotal: if items that are most visible (brought to top level, higher on the page) are lower cost, Cx might have lower subtotals
- Are Cx exploring more?
- # stores viewed before converting
- # menu categories viewed before converting
- # of items viewed per store

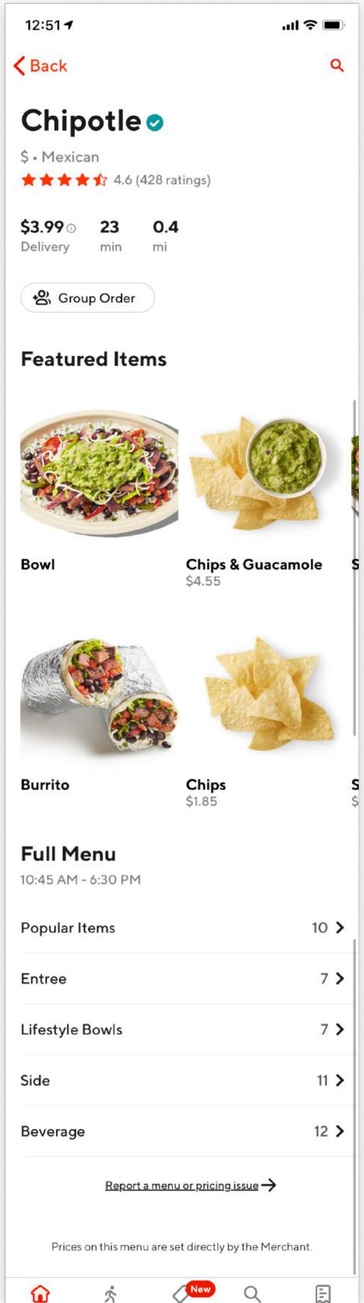
MENU NAVIGATION

Explorations

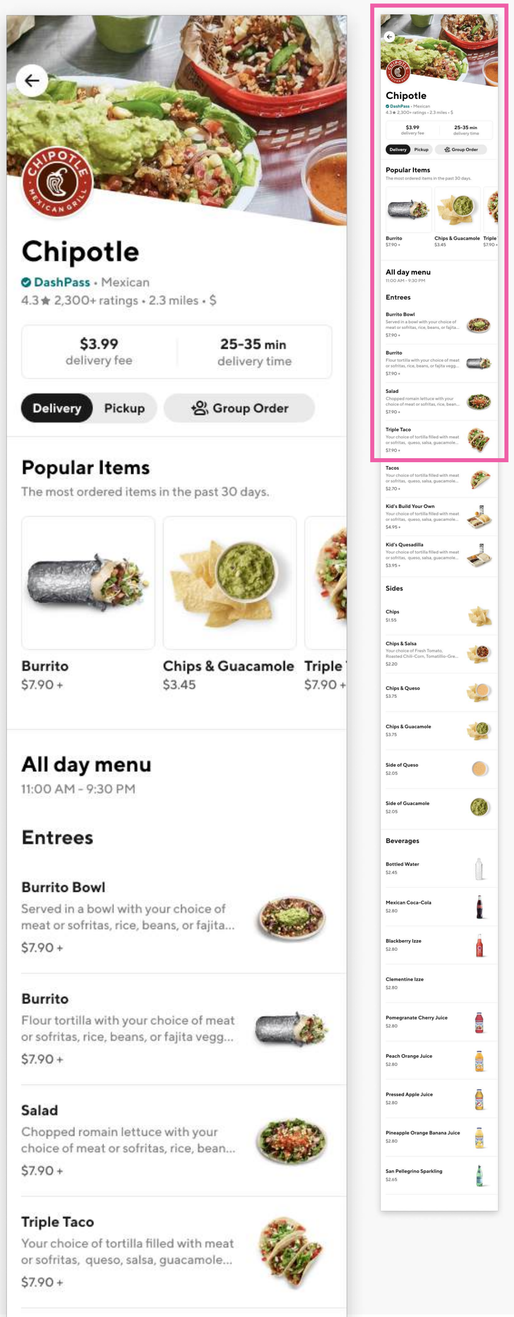
HYPOTHESIS

Showing more items on the store page, and removing taps is better/ easy to browse.

Existing



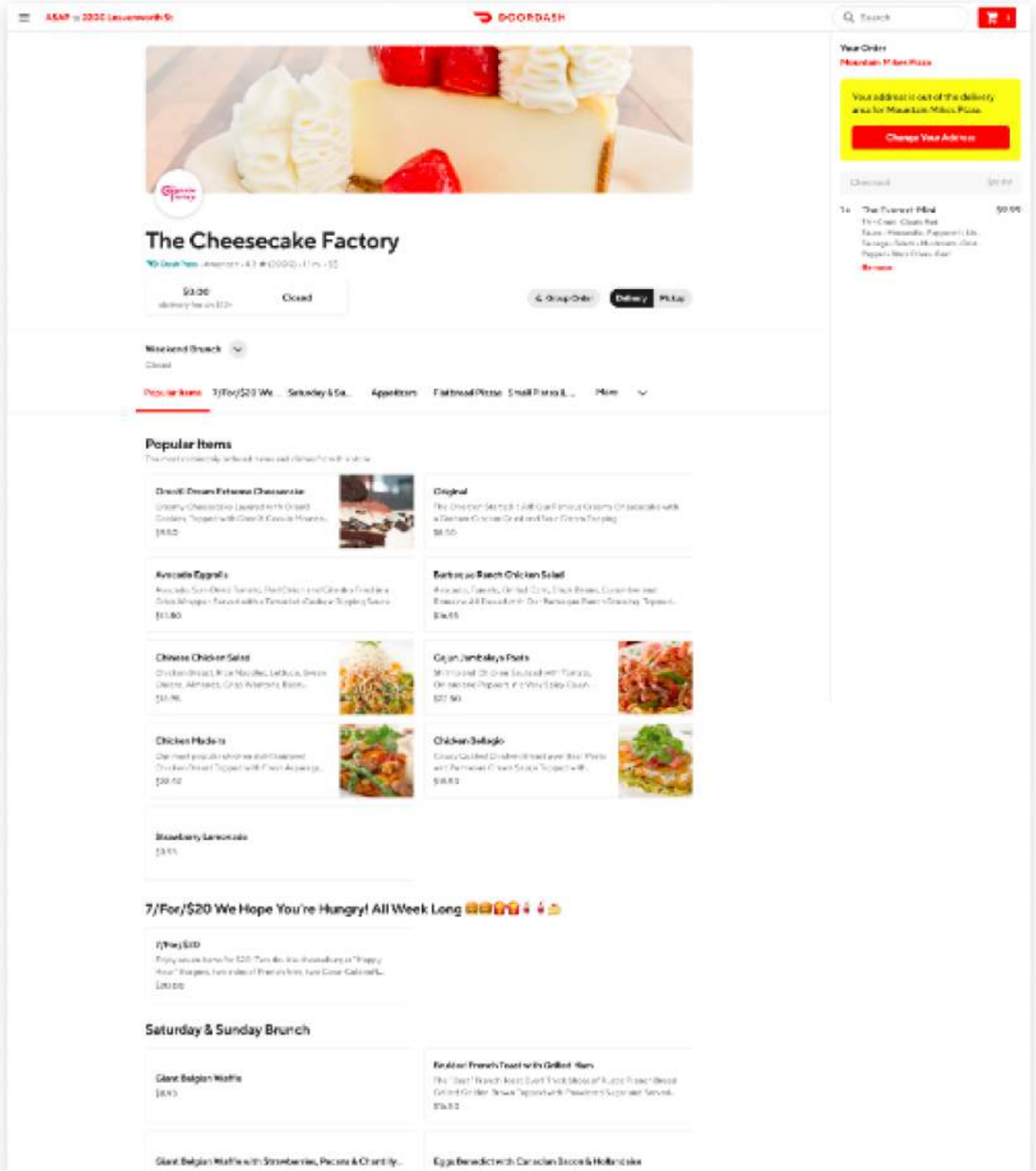
Proposed



PROCESS

However...there's many more menus with a massive amount of items and categories that would be a nightmare to navigate if it was a flat list.

Yes...this is a real Cheesecake Factory menu



Fun fact: this image is so large I can't even get a screenshot into Figma because it crashes...

PROCESS

We broke this problem into pieces:

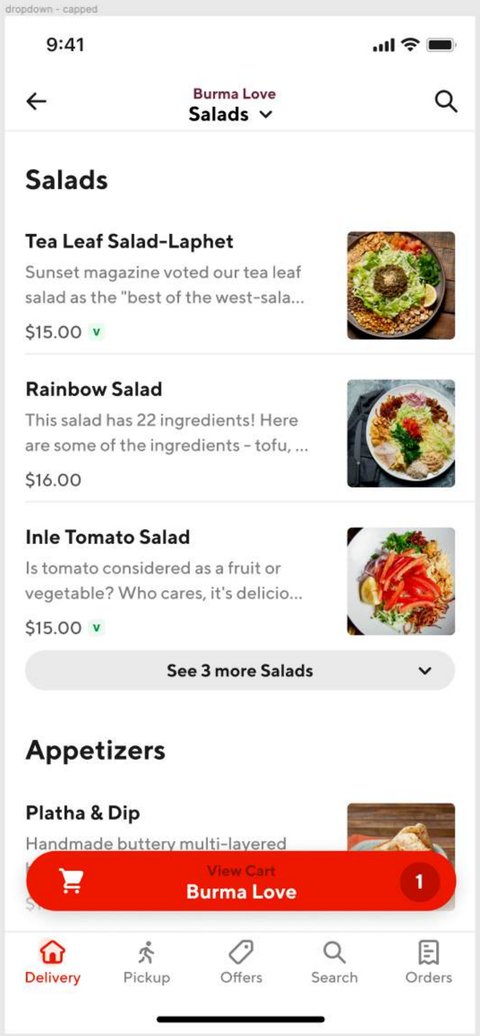
1. Controls to manage these larger menus

2. Navigation that helps customers move between categories

EXPLORATIONS

To solve the “massive menu” problem, we created a toggle that can collapse items.

This would dramatically cut down the number of items we showed, but also make scrolling through many sections much easier.



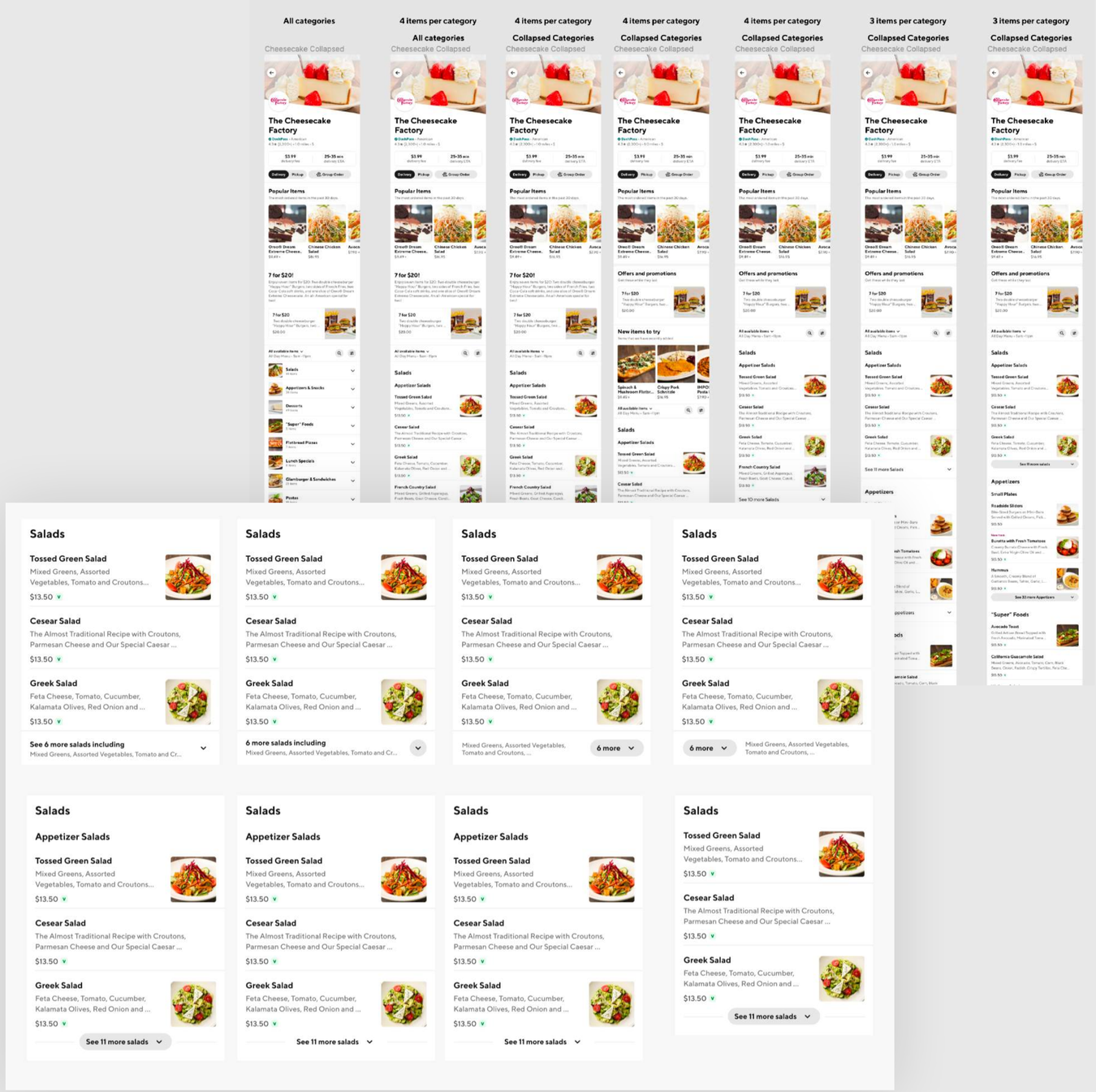
Without collapsible sections

With collapsible sections

EXPLORATIONS

We explored different toggle options, and “capping logic” to make sure every menu looks and feels great.

We dialed this logic in by mocking up different menus at different lengths / caps / logic to see which felt the best to scroll through.

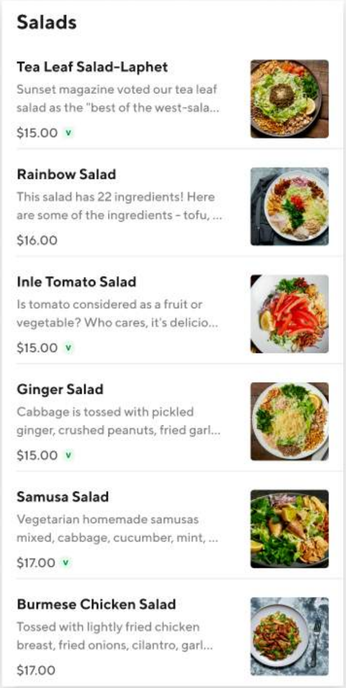


EXPLORATIONS

In the end, we had a system for how/when we used capping with logic to prevent some edge cases.

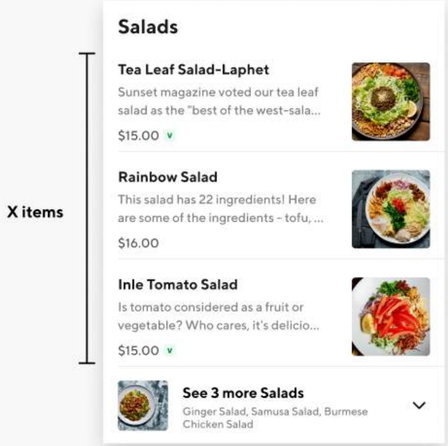
Capping disabled

Use when:
- item category is < X items
- total # of items is < 35



Capping enabled at (x+1)

Use when:
- item category is > (X+1) items
- total # of items is >35



* We are configuring X to be dynamic, to start with we think 6 is good number, but will play around with what the right setting is.

* the X+1 rule is to prevent the button from being "see 1 more item" in which case we should just show it.

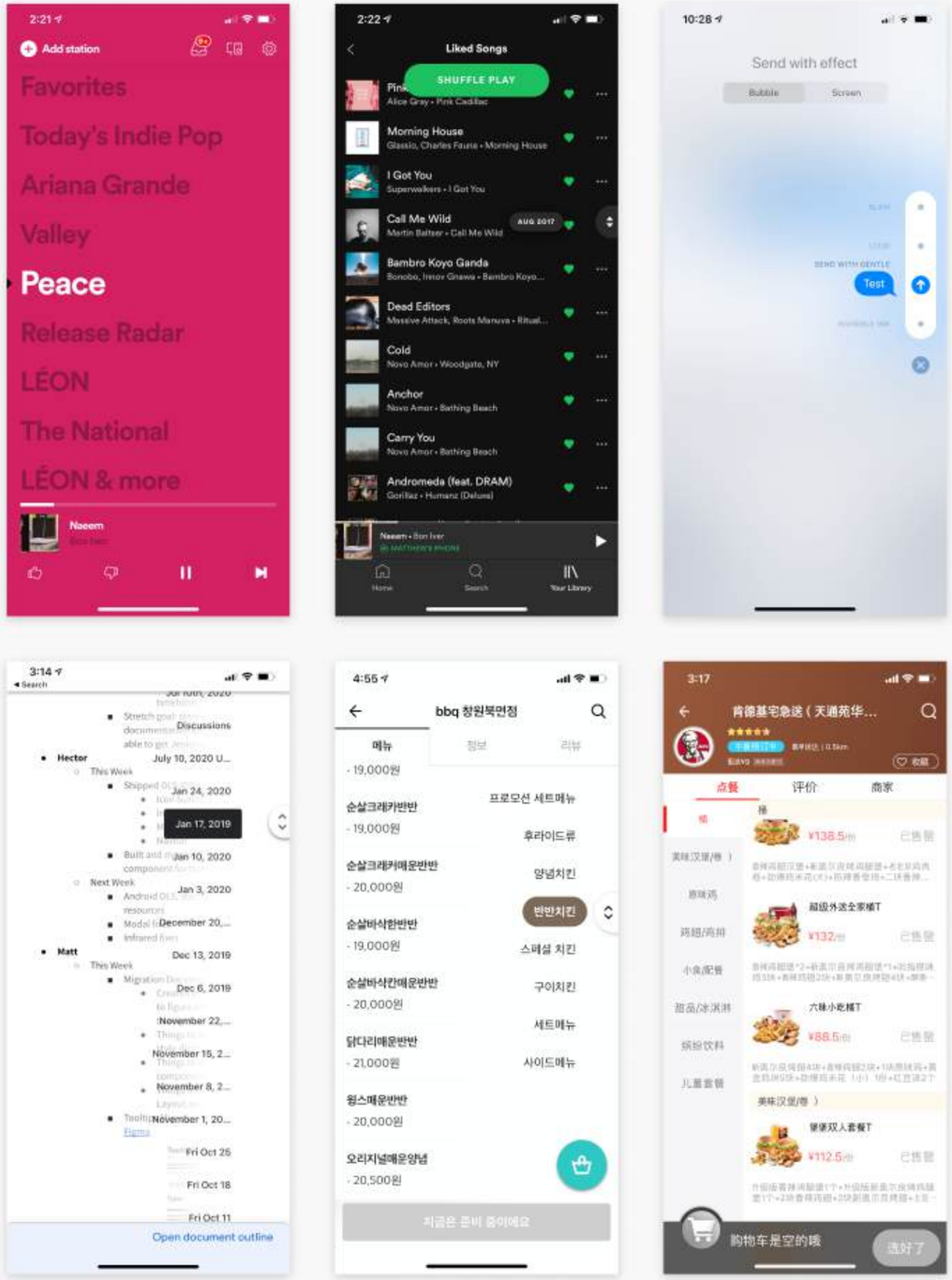
Collapsed enabled

Use when:
- item category is > X items
- total # of items is >35
- category is > 12

EXPLORATIONS

For the menu navigation problem, I looked at other apps, sites and animations of ways to handle large amounts of data.

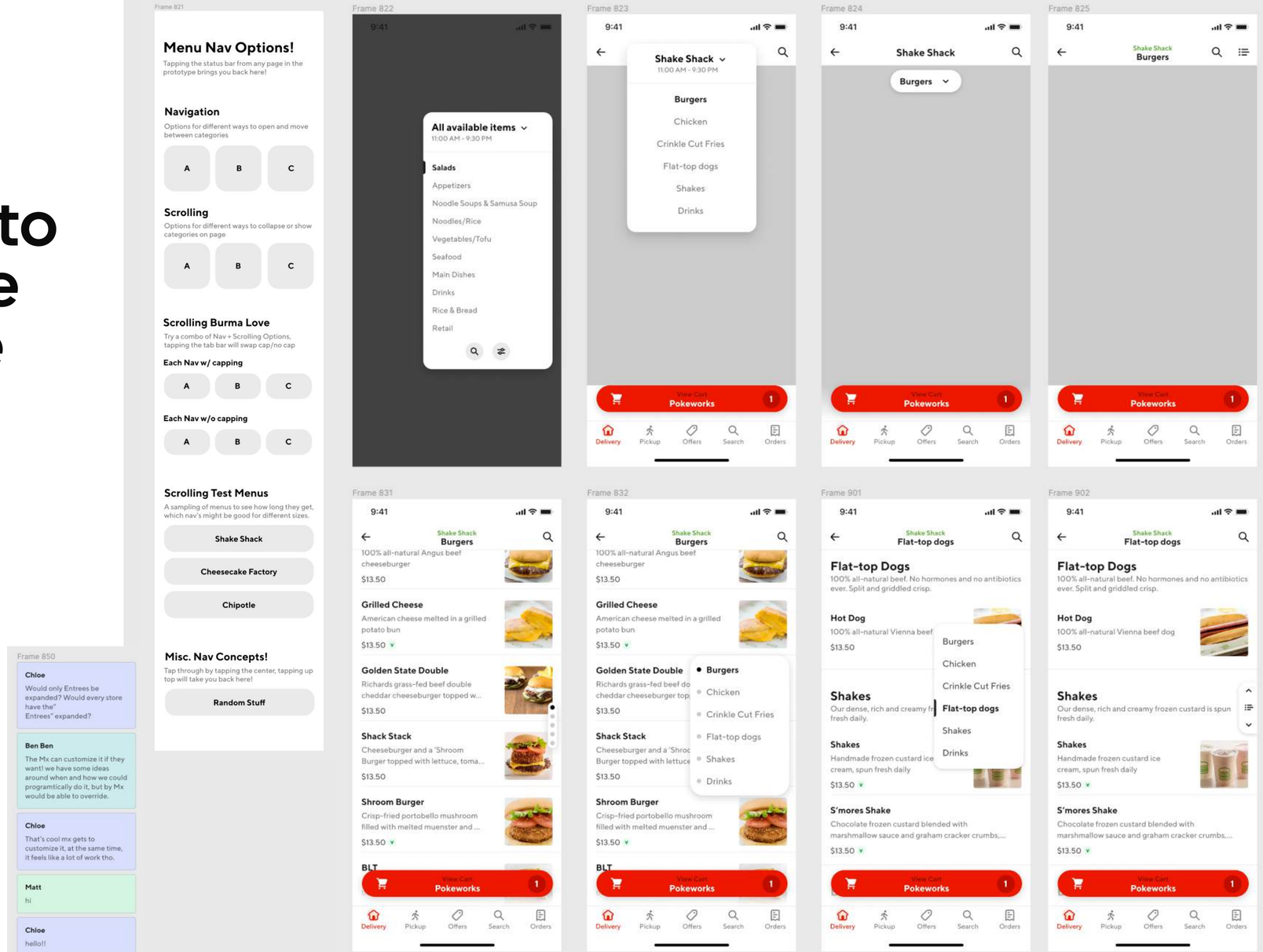
Delivery apps in Asia had really awesome navigation patterns that are rarely seen here.



EXPLORATIONS

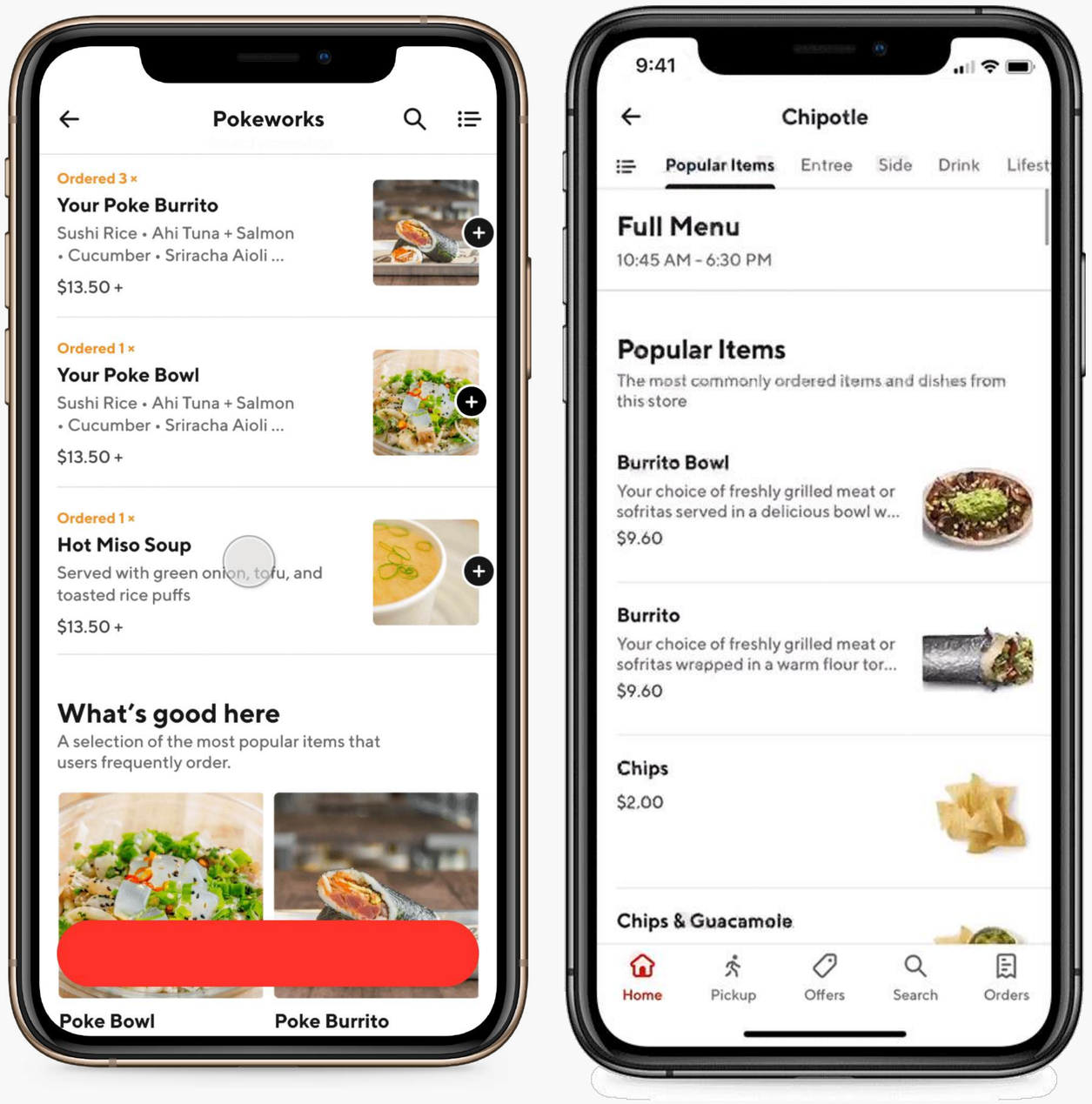
I created a prototype to get a better feel for the options, but also share with teammates for feedback

We had to lug around Figma sticky notes before FigJam 😅



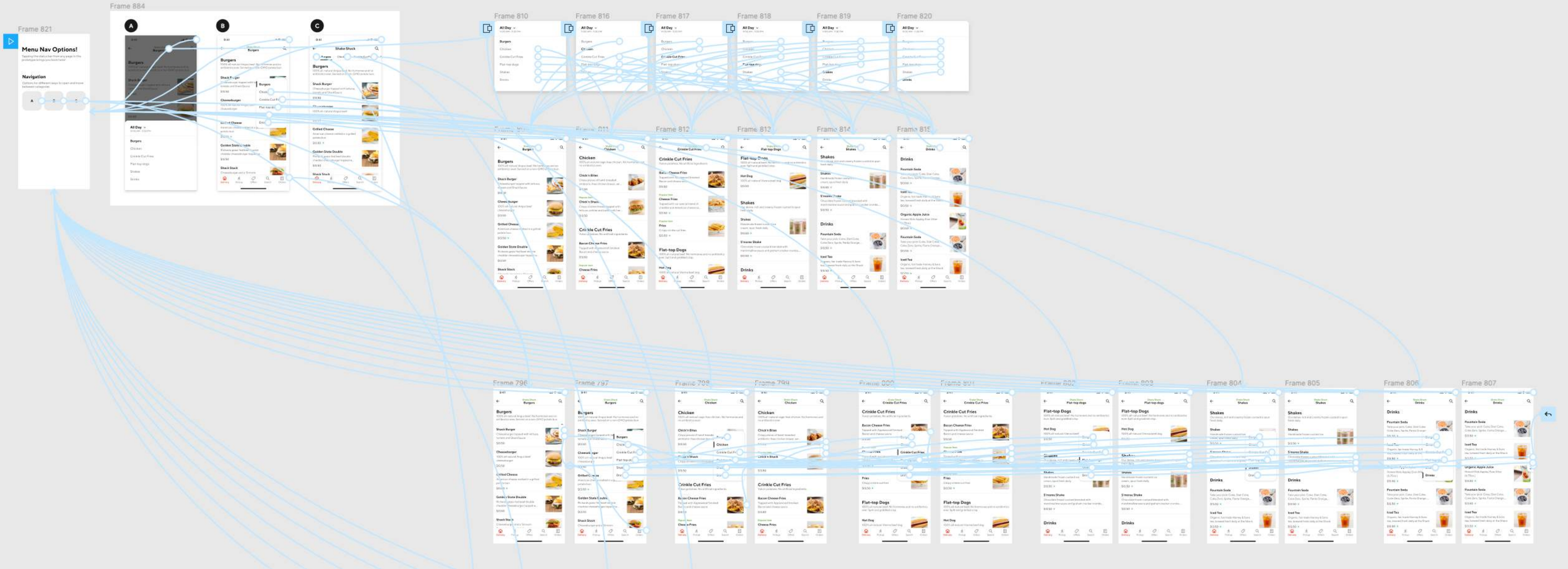
EXPLORATIONS

For more complex interactions I made prototypes in Flinto to add additional gestures and animations.



EXPLORATIONS

We ran a user study with three of our leading options to better understand what users thought.

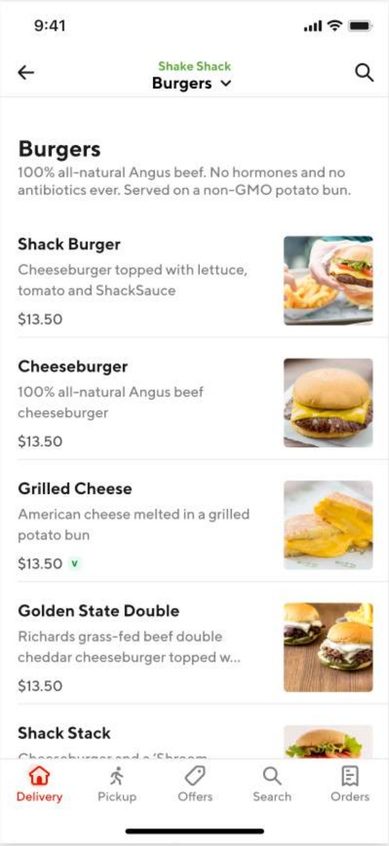


EXPLORATIONS

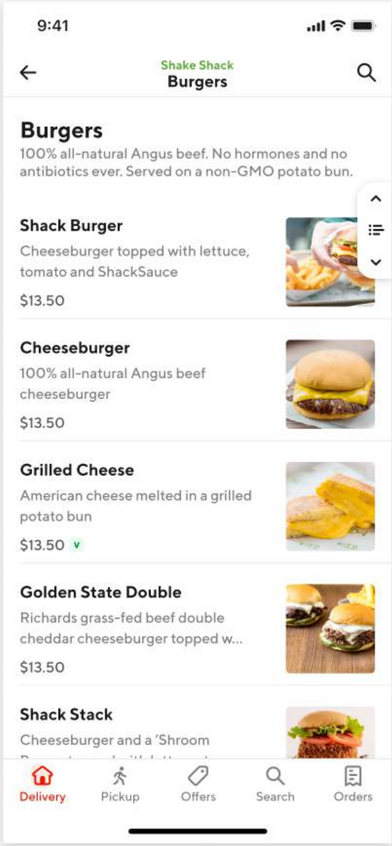
Of the three options we tested, users gravitated toward the carousel option.

- Customers naturally gravitated towards A & C.
- Users who preferred C were very passionate about it because it was what they expected.
- Users who preferred C still understood the others.

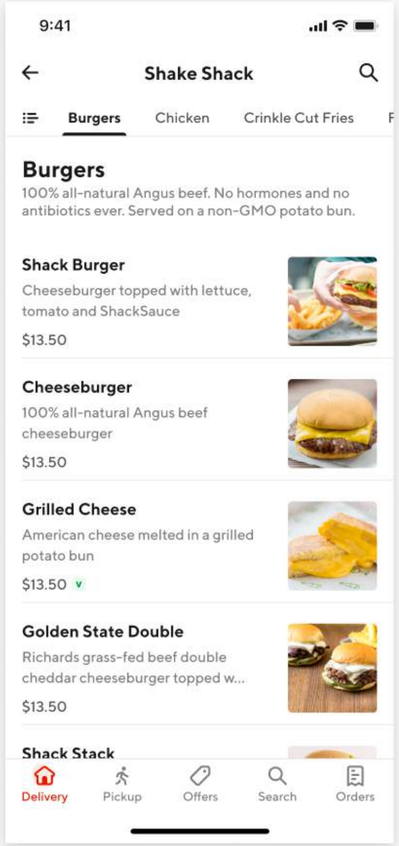
A



B



C



MENU NAVIGATION

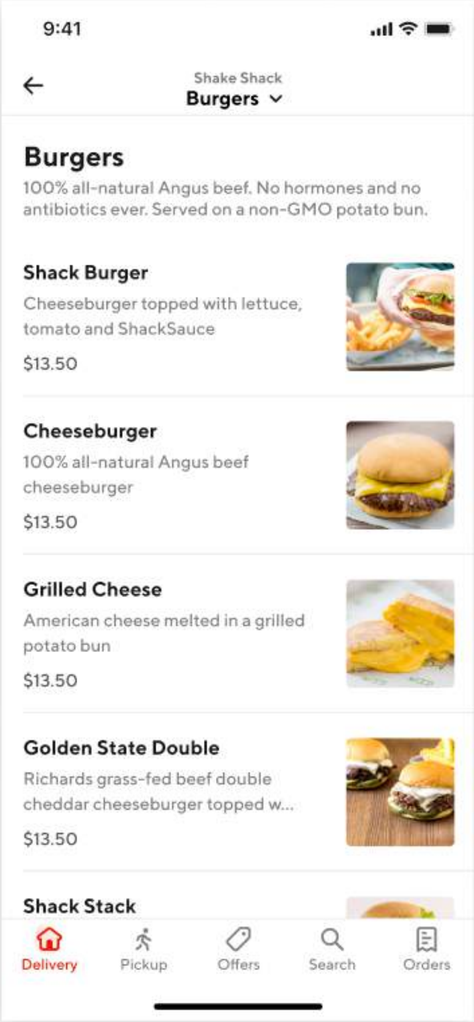
Final Designs

DESIGN REVIEW

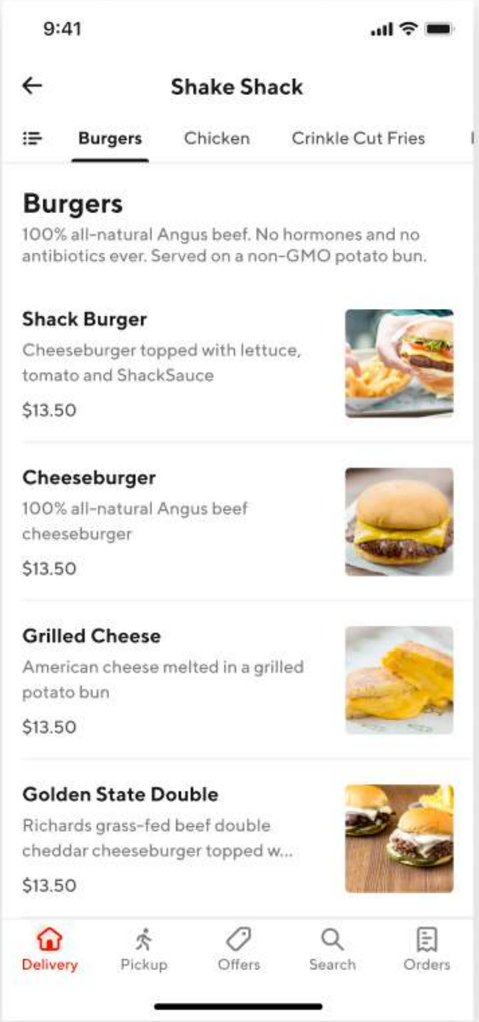
We ultimately chose to build both options and A/B test them to see which customers responded best to.

The engineering tradeoff was pretty minimal, and we optimized as much as we could by using similar components in each to reduce scope.

Dropdown



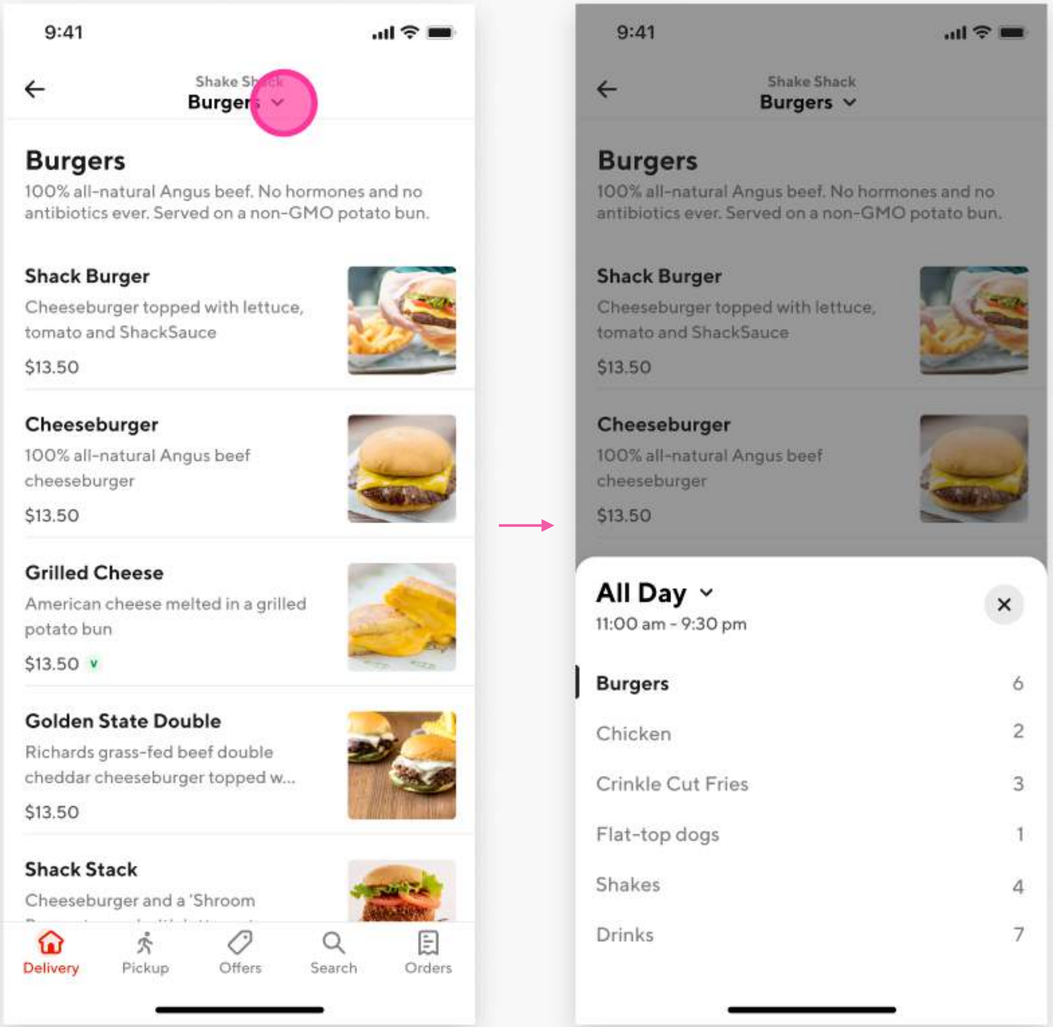
Tabs



DROPDOWN VERSION

The title for the page acts as a drawer to jump between categories as well as lets the customer know where they are.

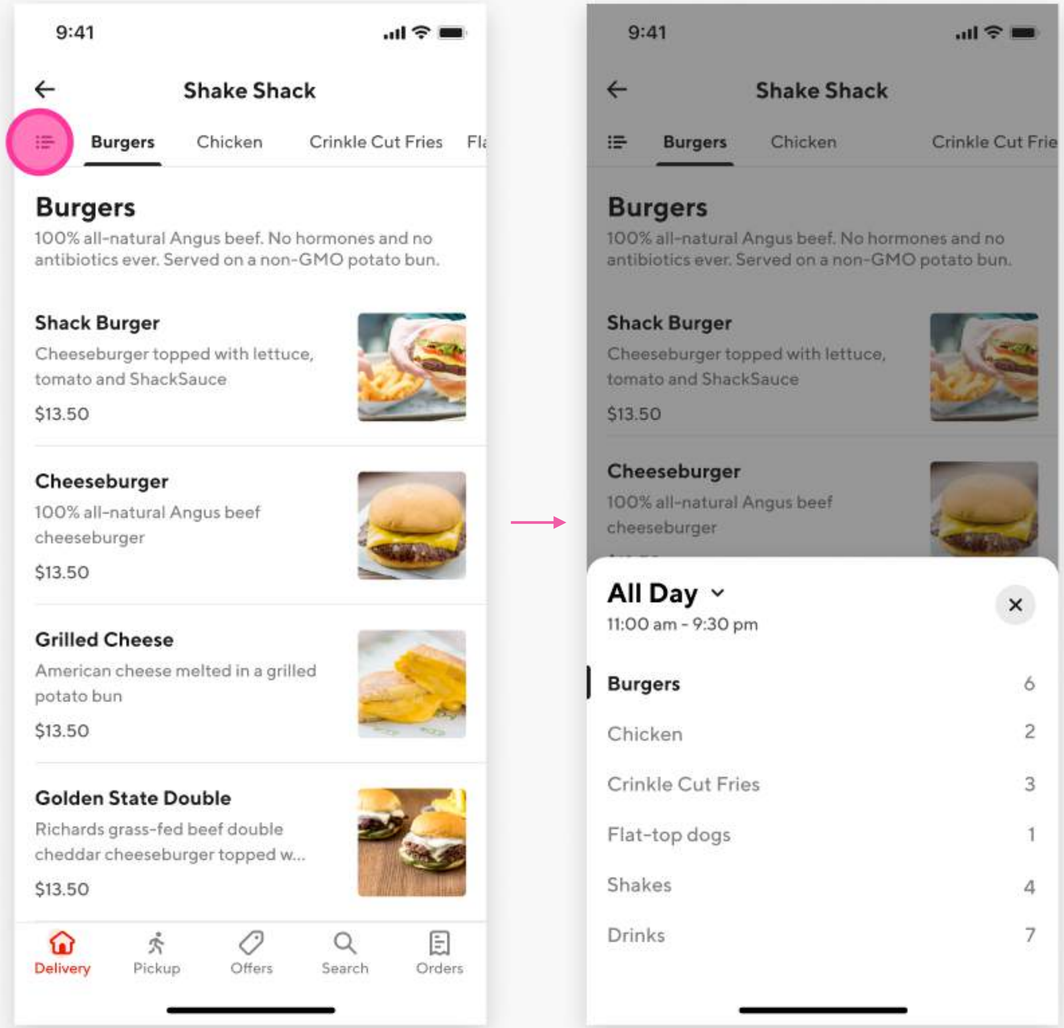
- Smaller footprint on the page, better for smaller phones.
- Works well for smaller merchants with not many categories or items
- During user testing, users preferred this model for its simplicity.



TABS VERSION

The tabs can show the upcoming categories at the top, while also having room for users to see all the categories.

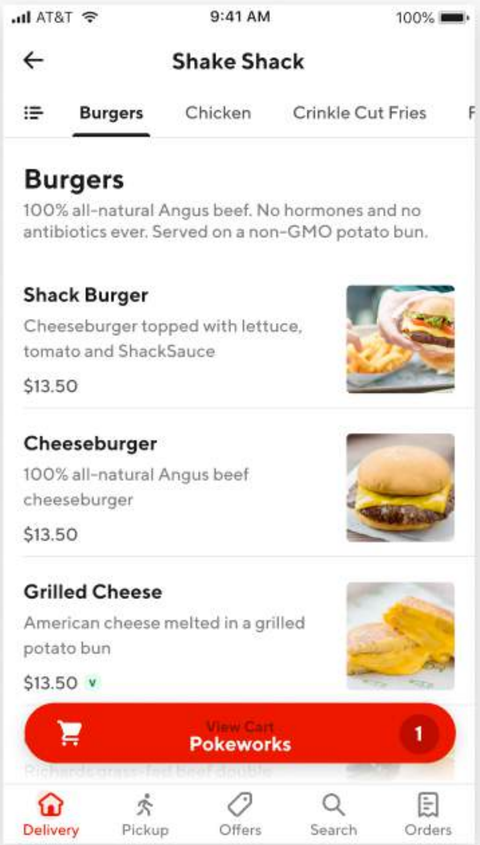
- Show the next couple of categories that users can scroll through
- During user testing, some customers by default expect this, and when they don't get it are disappointed.
- Users liked seeing the categories up top, but also wanted to be able to see the full list, so we incorporated both.



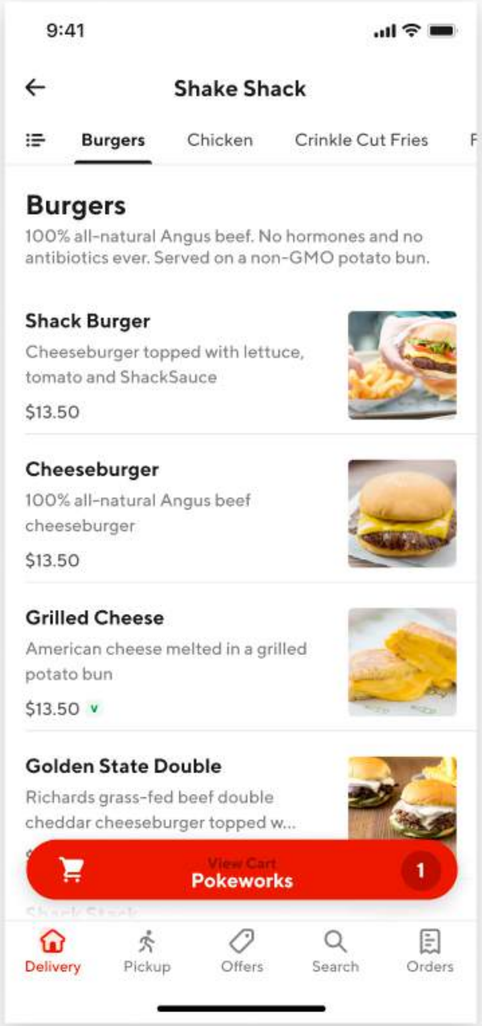
DESIGN REVIEW

Also making sure with the additional height of the nav that it fits on all screen sizes.

iPhone 8



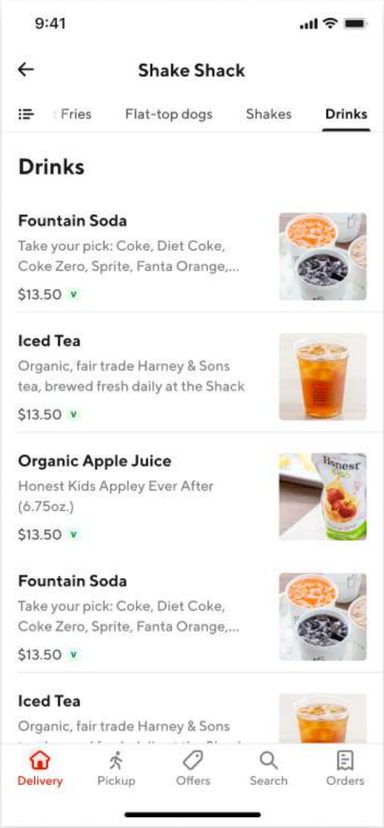
iPhone X



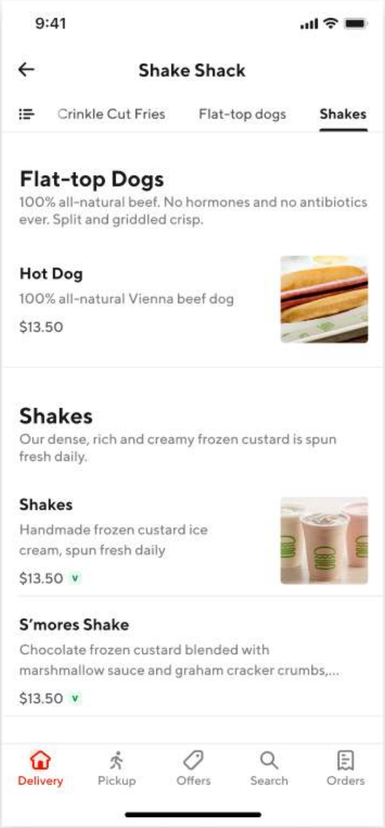
DESIGN REVIEW

And for the carousel option making sure we had edge cases for the tab component covered.

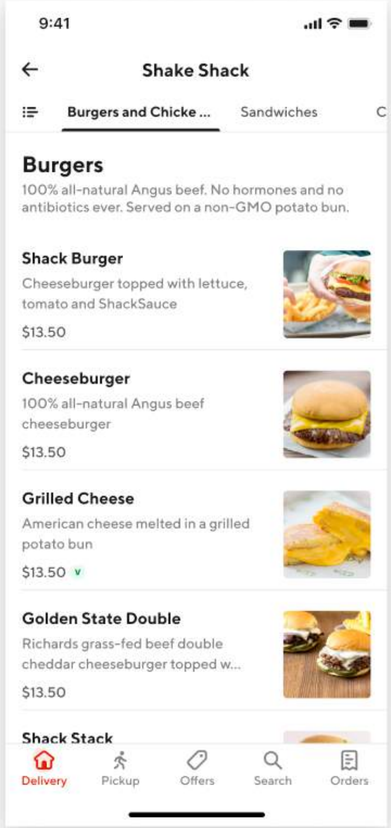
Selecting last item in the list



If you go to last category that is shorter than screen height



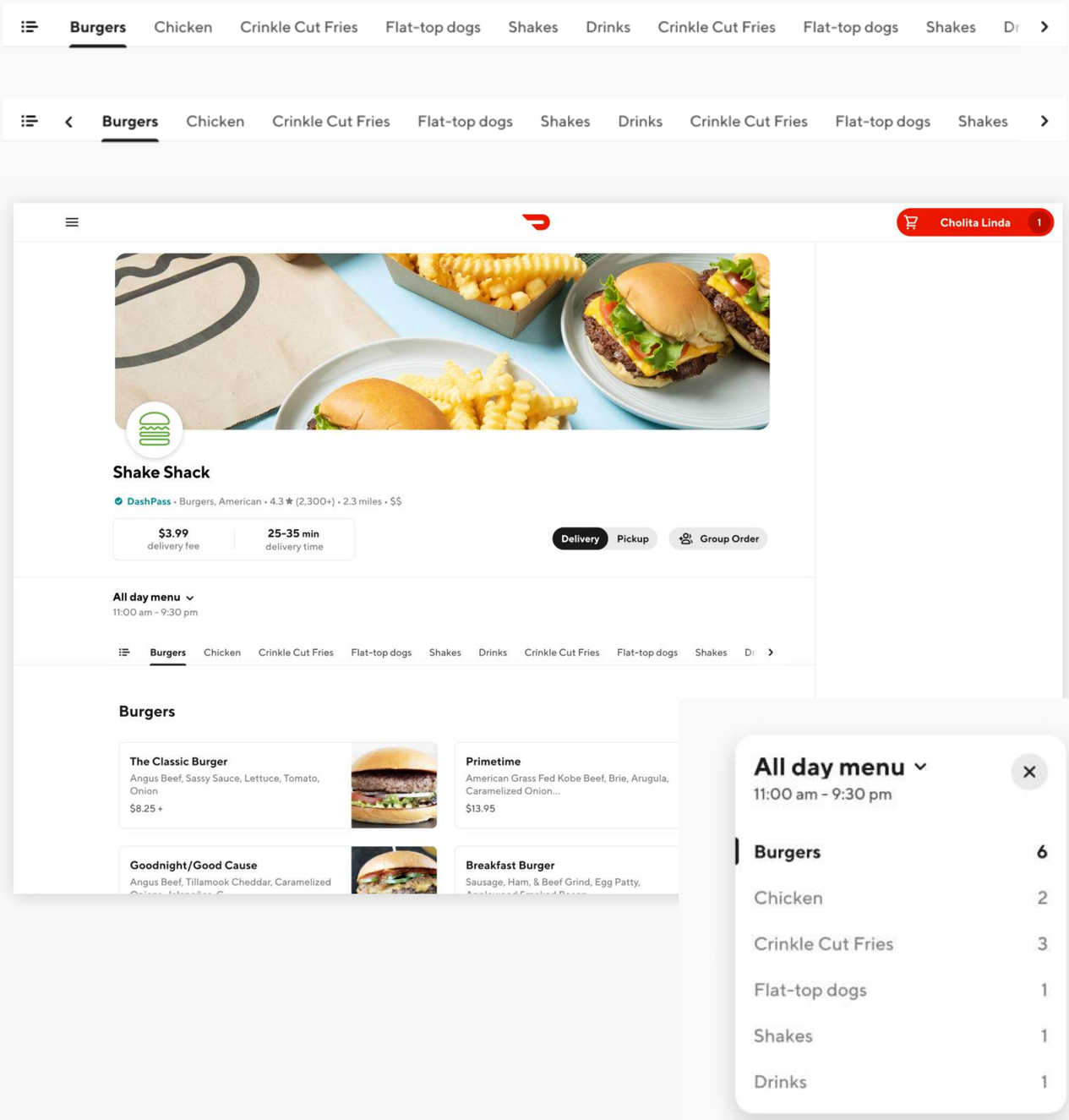
Max width for a category title



DESIGN REVIEW

We also made updates to the navigation on web to match mobile since they were slightly different.

And using a popover component for our category navigation instead of a full screen modal.



MENU NAVIGATION

Outcome

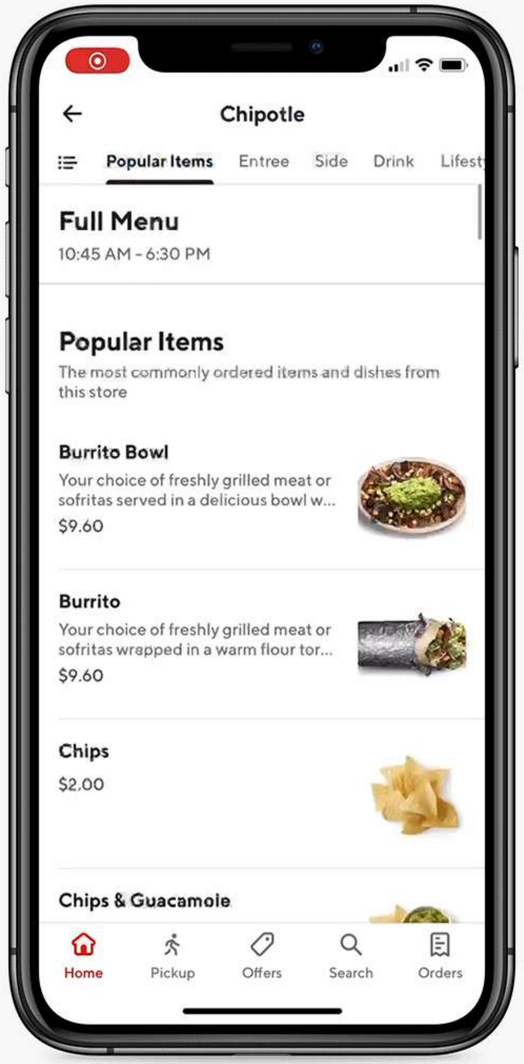
OUTCOME

On average increased number of items viewed by 70%.

SPECIFICS

Increase in subtotals
Because customers were able to browse more items in other categories than just the featured items, they found more items to try.

Higher store conversion for Carousels
Although both options were successful, the carousel option had a higher conversion between pages.



TAKEAWAYS

Not all menus are the same! Now that we have a better baseline there is a lot of room to optimize and specialize.

1

Digging into the lowest level of detail
On the surface this was a pretty small change, but there are lots of edge cases and states to consider.

2

Building to tweak
Because we knew some of our logic was a best guess we built the system in a way to test different variables and allowed us to dial in the right numbers over time.

3

Matching customer expectations
When doing user testing a lot of customers had preconceived ideas of what to expect so it was hard to present something new

MENU NAVIGATION

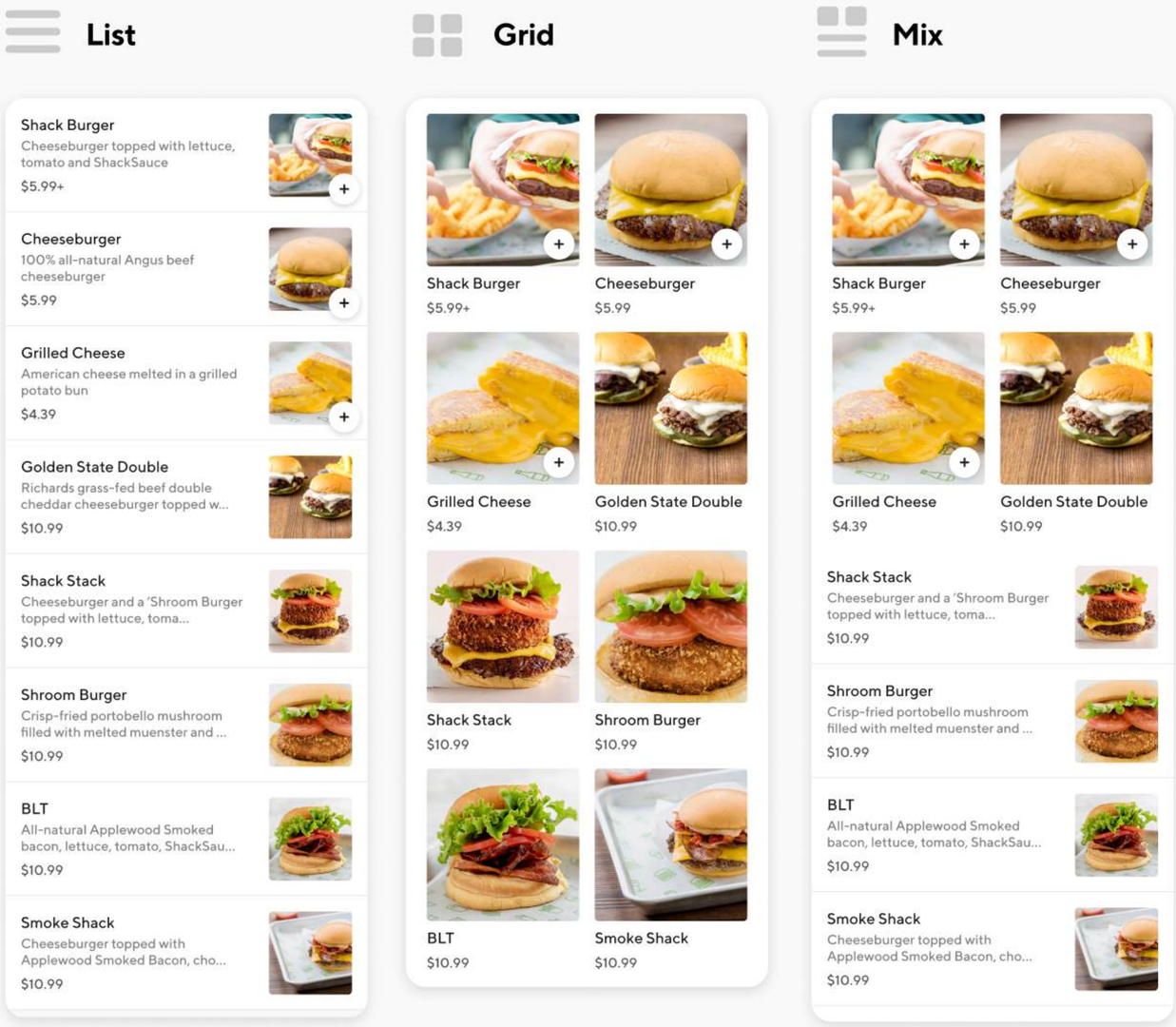
Future Considerations

DESIGN REVIEW

Now a year later, we are exploring more ways to bring merchant personality into the menu.

Looking at new types of modules we can introduce to break up the linear “catalog” feel.

Also exploring ways to make create templates that can be optimized for specific types of stores.



Thanks!

TO INFINITY AND BEYOND!