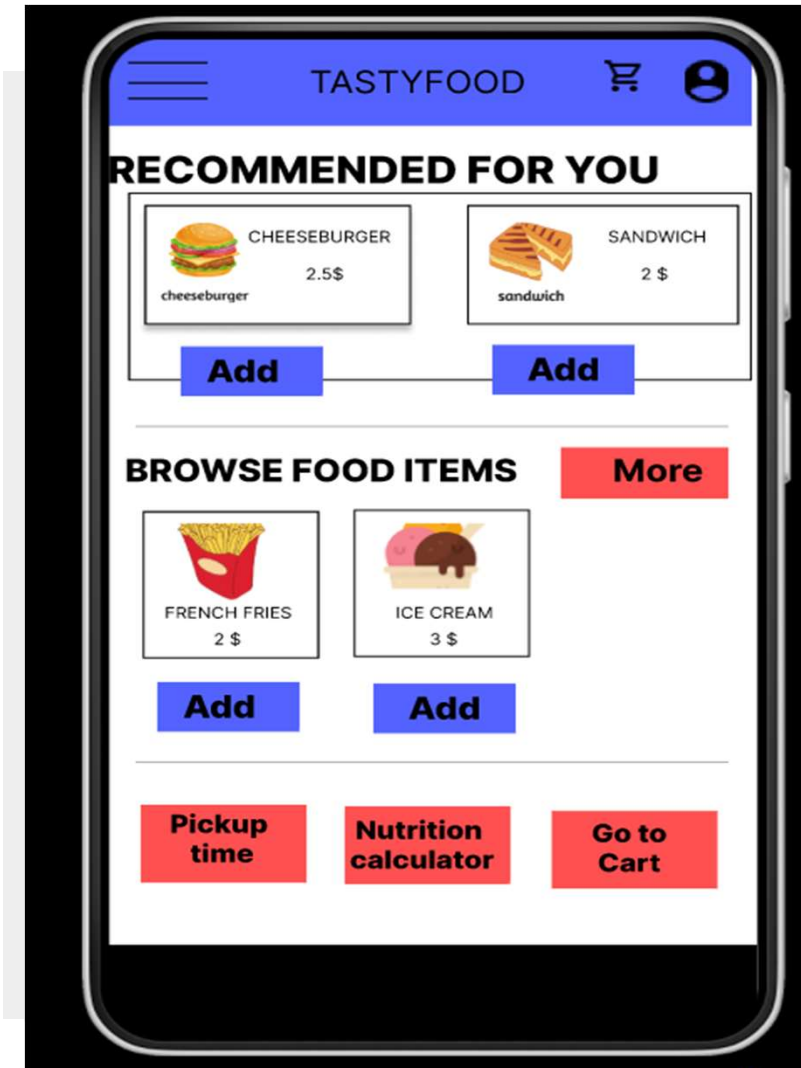# Project overview

The product:

TASTYFOOD app is a food delivery app for TASTYFOOD food truck which aims at delivering fast foods and healthy foods to customers who love ordering foods or have a busy schedule.

Project duration:

October 20th 2023 to October 31st 2023

Project overview

The problem:

Busy people lack time to prepare food or pick up food from food trucks.

The goal:

Design an app for TASTYFOOD food truck which allows users to order food in an easy and efficient way.

Project overview

My role:

UX designer designing an app for Zia's Pizza 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.

Understanding the user

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

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 busy people who don't have time to cook food or pick up food.

This user group confirmed initial assumptions about TASTYFOOD's customers, but research also revealed that time was not the only factor limiting users from cooking at home. Other user problems included obligations, interests, or challenges that make it difficult to get groceries for cooking or go to restaurants in-person.

User research: pain points

1

TIME

Working people are busy to cook food or pick up food.

2

ACCESSIBILITY

Many websites are not accessible - friendly.

3

IA

Text-heavy menus in apps are often difficult to read and order from
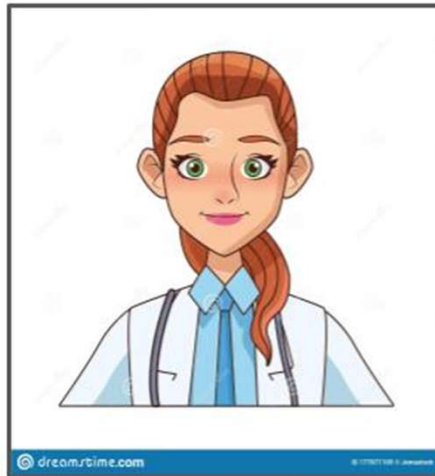
4

HEALTH-CONSCIOUS

Many websites do not have nutrition calcaulators which are preferred by health - conscious people.

Persona: **Leah**

Problem statement:

Leah has busy schedule so they need an easy and efficient way to order food.

"I have a busy schedule and visual impairment, so i need an easy and efficient way to order foods"

Leah

Age: 42
Education: MD
Hometown: Newport,Rhode Island
Family: Single, lives alone
Occupation: Doctor

Goals
- Needs to be available to patients
- Loves enjoying hobbies and personal life.
- Needs an easy and efficient way to order food .

Frustrations
- "Some apps are not compatible for my visual impairment"
- "I need easy and fast delivery".
- "I don't have to go to pick up food".

Leah is a doctor with a busy and demanding schedule. Leah has a visual impairment for which she uses screen reader technologies. This technology makes using apps and websites much more convenient for Leah, but not all apps and websites are optimized for screen reader usage.Leah cares a lot about being available to her patients. She would like to be able to spend as much of her non-work time as possible on her hobbies and personal life. Leah would like for there to be an easier and efficient way to order food..

User journey map

Mapping Leah's user journey revealed how helpful it would be for users to have access to a dedicated TASTYFOOD app.

Persona: Leah

Goal: An easy and efficient way to order food with apps compatible with screen reader technologies.

| ACTION	OPEN APP	VIEW MENU	PLACE ORDER	CONFIRM ORDER	GET DELIVERY
TASK LIST	Tasks A. Open the app B. Create profile(optional) C. Enter details	Tasks A. Open menu B. View various food C.View prices	Tasks A. Select foods. B. Look for other foods. C.Click submit.	Tasks A. Review order B. Confirm order C.Choose delivery preference (preferred or not)	Tasks A. Do other works B. View delivery map and time C.Get food delivered
EMOTIONS	Busy and deciding wheather to create a profile or not.	Annoyed due to absence of screen reader technology	Annoyed due to need of other person to help.	Happy and content.	Happy and excited to eat.
IMPROVEMENT OPPORTUNITIES	Warm and comforting homepage design.	Make app compatible with screen reader technology.	Make app compatible with screen reader technology.	Provide offers for loyal customers.	Deliver food as soon as possible.

Starting the design

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

Digital wireframes

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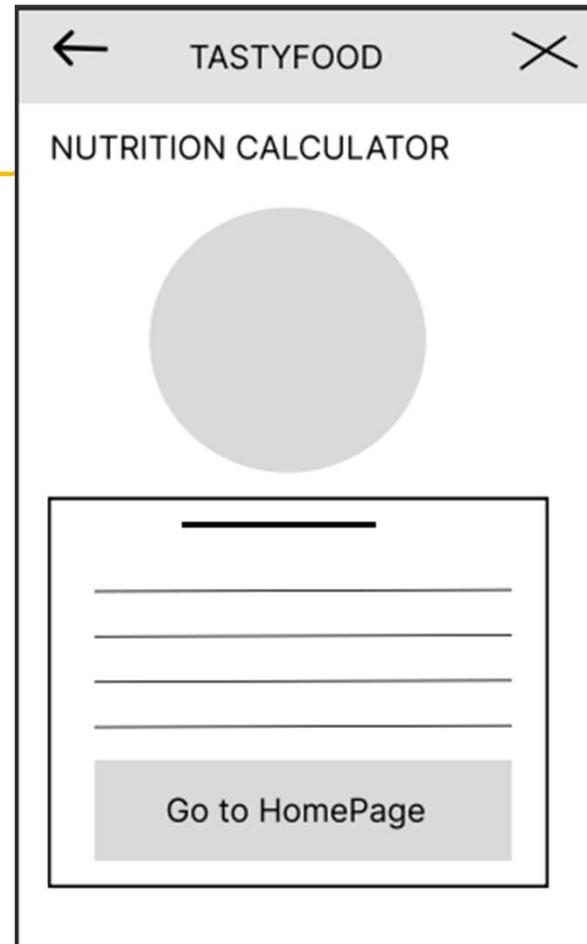
Favourite recommendations
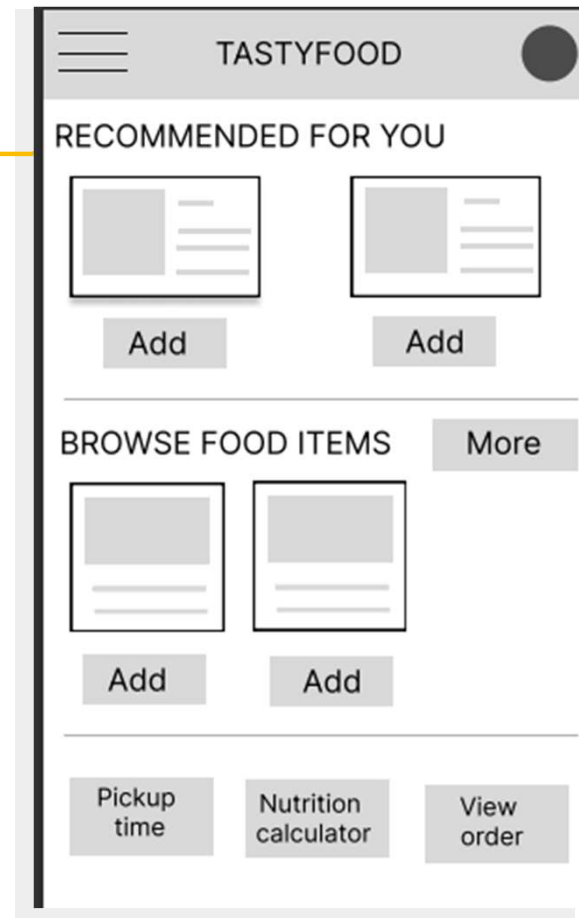
Easy navigation

Digital wireframes

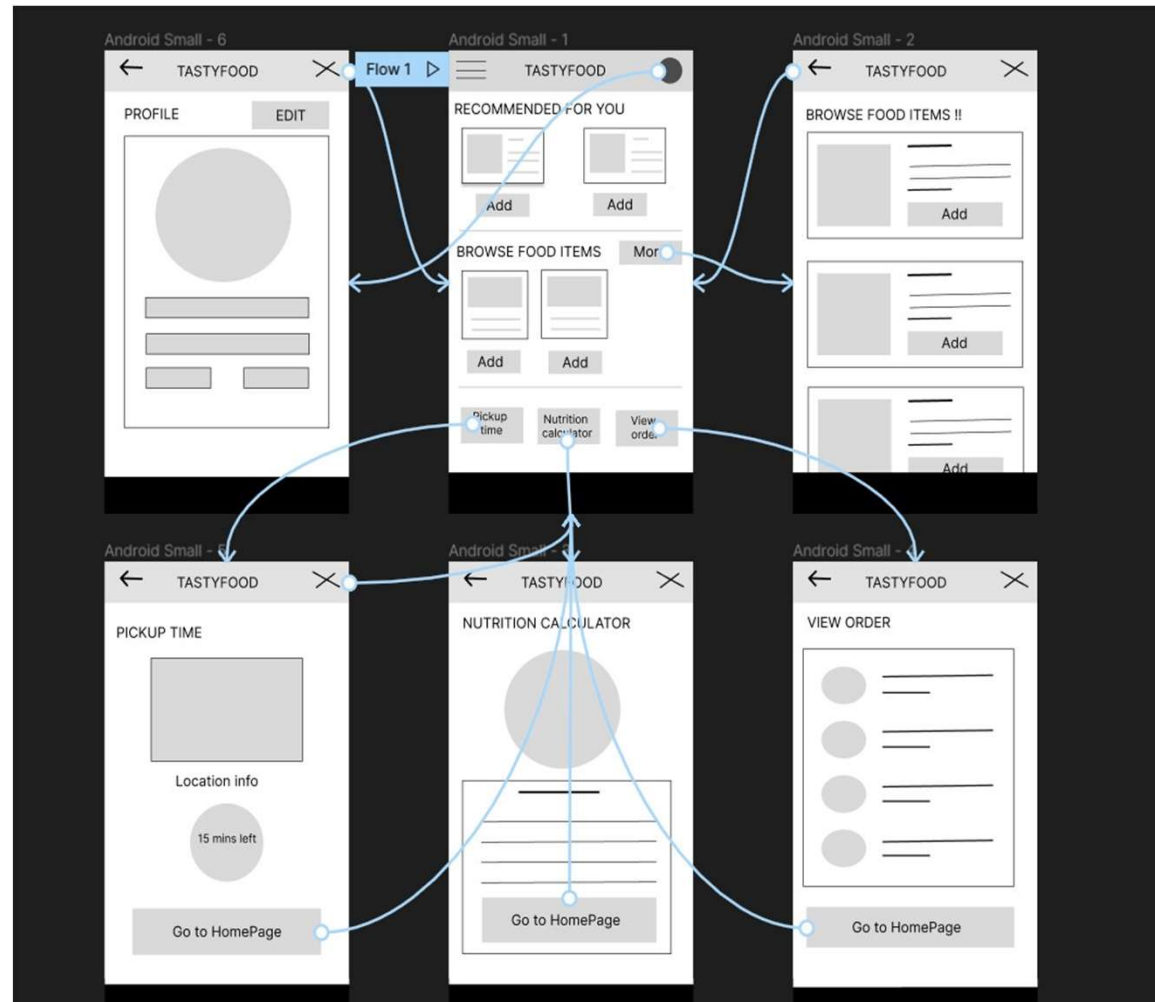Nutrition calculator is
useful for health -
conscious people.

Calculates
nutrition

← TASTYFOOD ✕

NUTRITION CALCULATOR

Go to HomePage

Helps users
who are health
- conscious

Low-fidelity prototype

Using the completed set of digital wireframes, I created a 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 a cart option

2. Users want an easy user flow.

3. Users want more buttons for navigation

Round 2 findings

1. Users want Hamburger menu

2. Users want a confirmation page

3. Users want to go to homepage from any screen
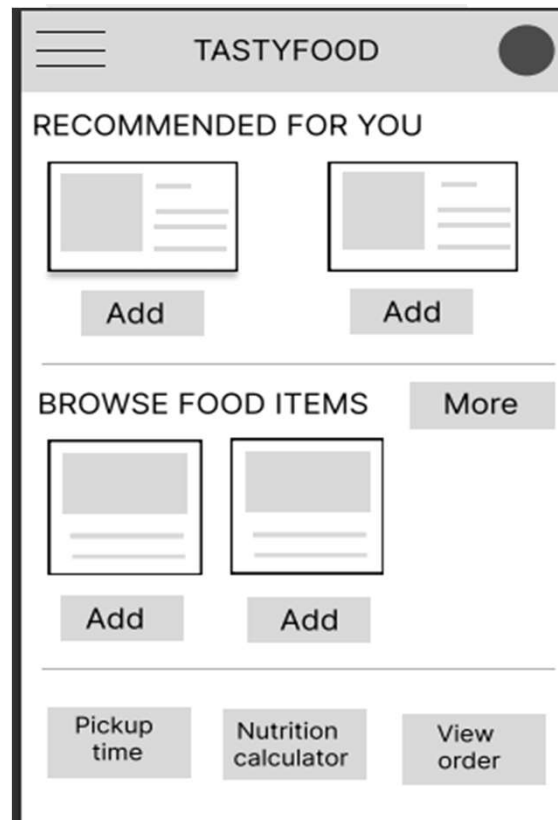
Refining the design

- Mockups
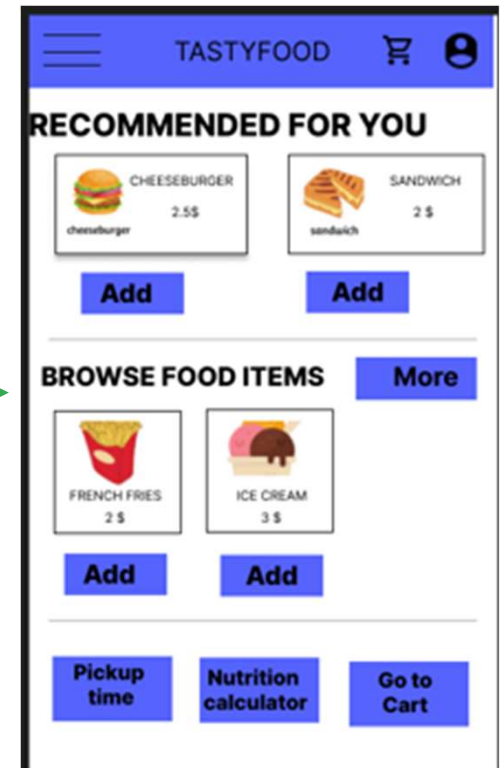- High-fidelity prototype
- Accessibility

Mockups

I used the insights gained
from usability studies to
reframe my app into a
more easy to use app with
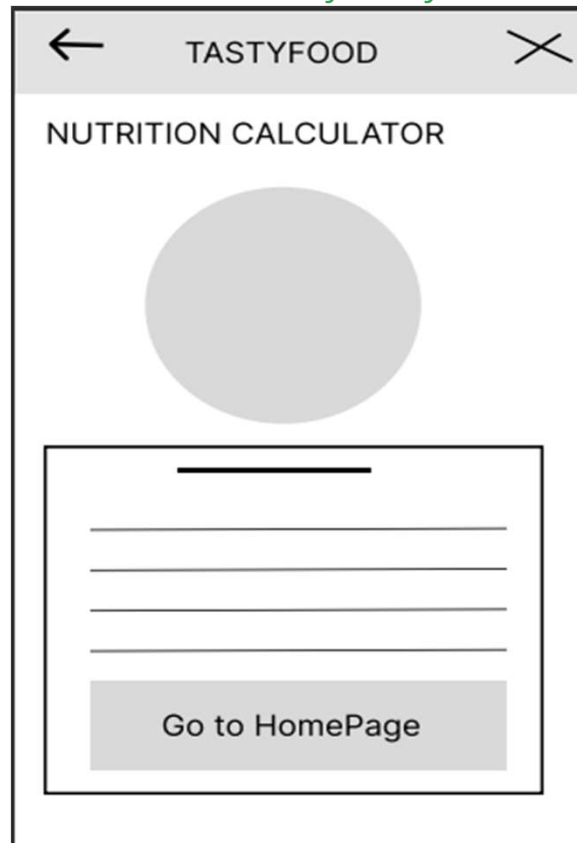easy user flow and addition
of more screens.

Before usability study

After usability study

Mockups

I used the insights gained
from usability studies to
reframe my app into a
more easy to use app with
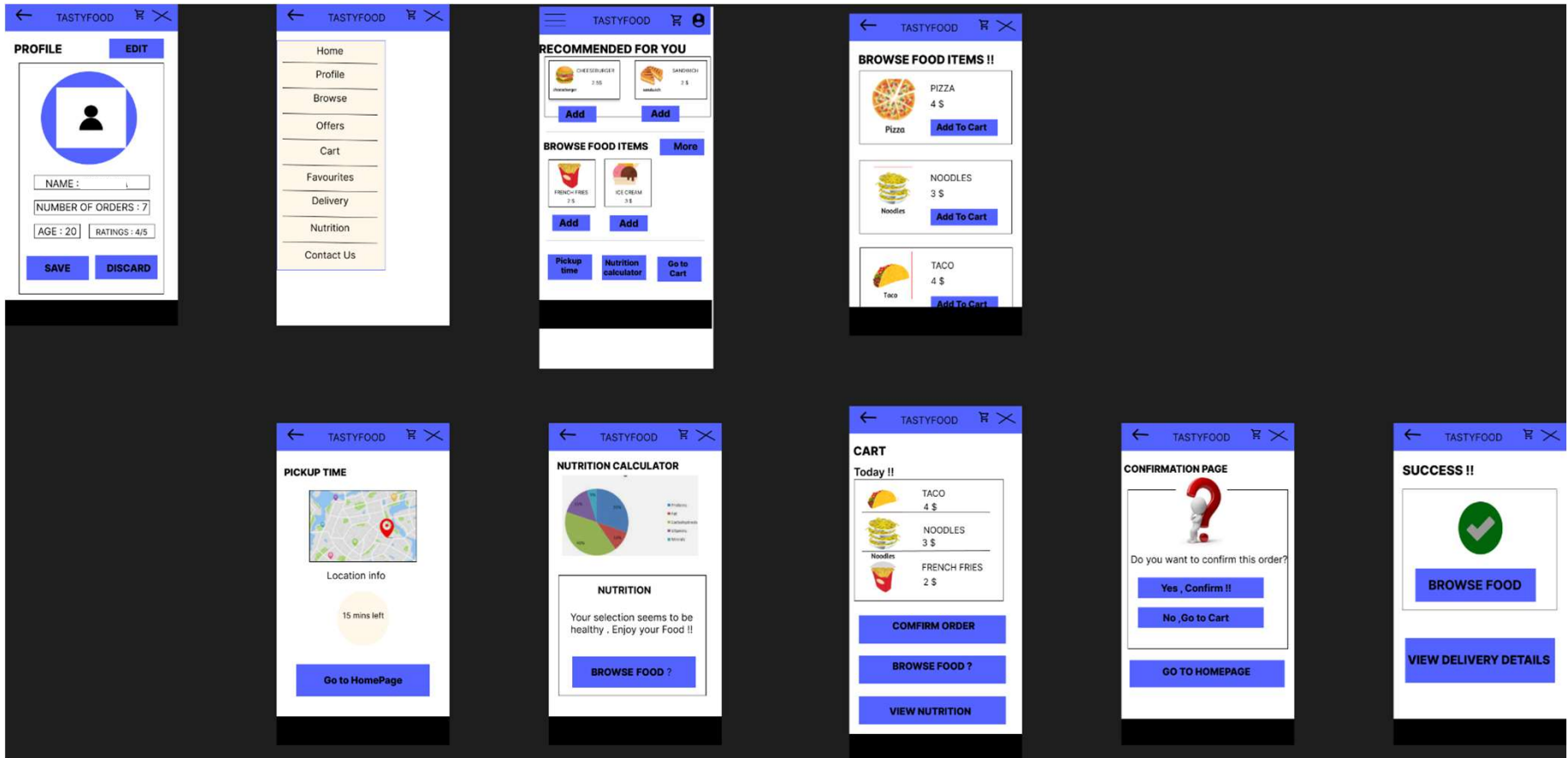easy user flow and addition
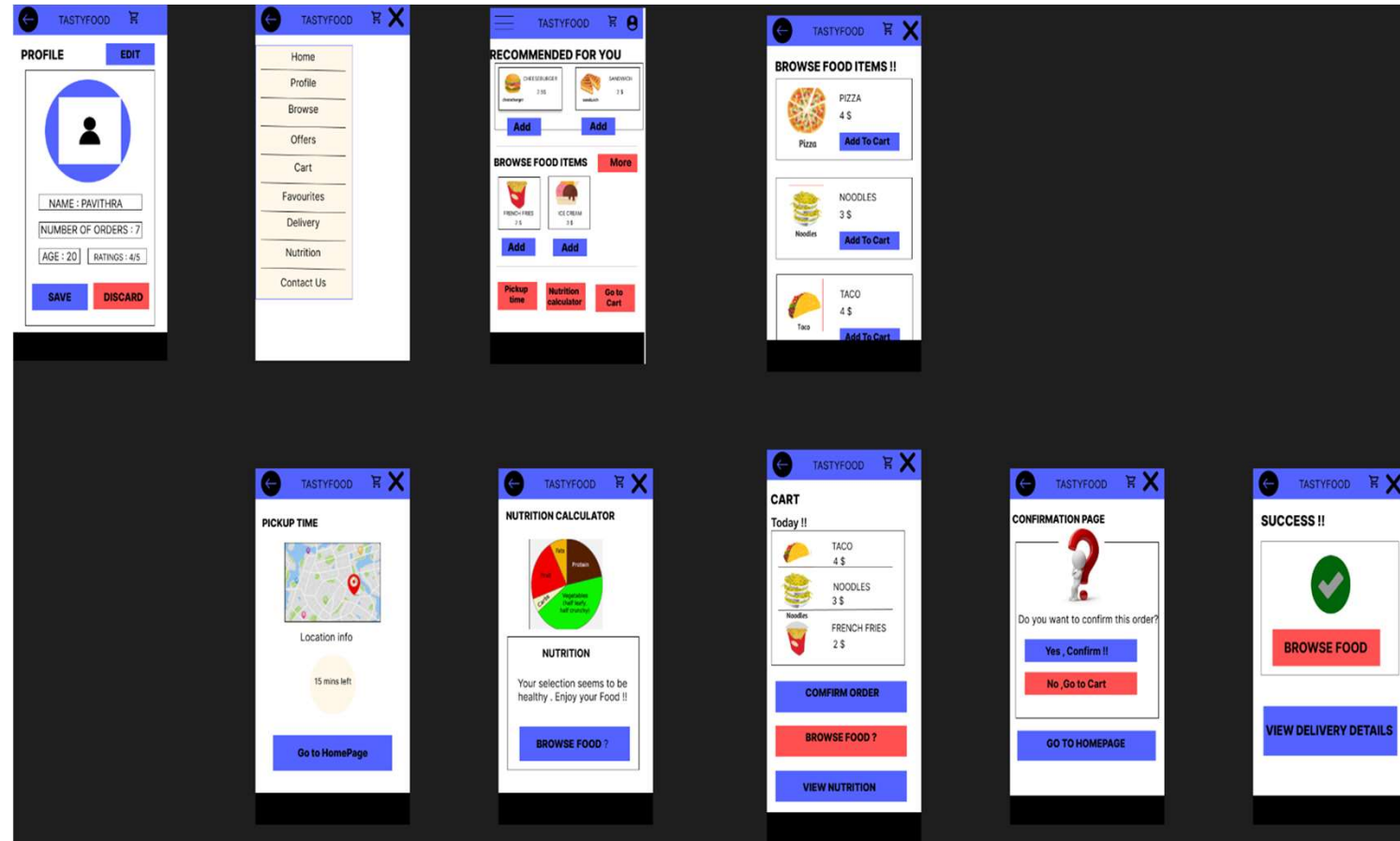of more screens.

Before usability study

After usability study

Mockups

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for easy food ordering.

Accessibility considerations

1

Used icons to
help make
navigation easier.

2

Used detailed
imagery for food
items to
help all users
better understand
the designs.

3

Provided access
to users who are
vision impaired
through adding alt
text to images for
screen readers.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

TASTYFOOD app provided an easy way to order food for busy customers.

QUOTE : " I loved this app . It's visually appealing and helped me to order and get food delivered easily. "

What I learned:

While designing the TASTYFOOD app, I learned that it takes more iterations to build an effective app.

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.