

# Mobile Delivery App

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# Project overview



## The product:

Designed to provide a food delivery process that is user-friendly and accessible to all individuals who seek an easy and fast solution to meals. And an alternative to restaurants that want new platforms to work with.



## Project duration:

This project took about two weeks to develop using React Native.



# Project overview



## The problem:

Restaurants want more platforms to select from when looking for business.

Users want more options with better prices and services.



## The goal:

We can create a better environment for both business owners and users!

# Project overview



## My role:

I'm the project lead, designer and developer.



## Responsibilities:

There was a lot to cover, from the first lines of code to the design decisions! A lot to learn in design, frontend development, API's, backend development, frameworks, and much more.

# Understanding the user

- User research
- Personas
- Problem statements

# User research: summary



For user research, I combined qualitative and quantitative methods to gather valuable insights. Initially, I assumed that the target users prioritize convenience, value a wide range of restaurant choices and prefer a seamless ordering and delivery experience. To validate this assumption, I researched interviews with potential users to understand their preferences, pain points, and expectations regarding food delivery apps.

# User research: pain points

1

## Pain point

High commission fees:  
Many restaurant owners are concerned about the fees from delivery apps impacting their profit margins.  
Our app aims to target a better relationship in this concern.

2

## Pain point

Delivery logistics:  
Users often experience delays or incorrect orders due to inefficient delivery logistics.  
Our app will prioritize optimizing delivery routes.

3

## Pain point

Limited customization options:  
Some users desire more flexibility in customizing their orders to accommodate specific dietary restriction or preferences.

4

## Pain point

Lack of customer support:  
Both users and restaurants often struggle to receive timely and effective customer support from food delivery apps.

# Persona: José Carlos

## Problem statement:

José Carlos is a Restaurant Owner who needs a new delivery app platform because is not happy about the current fees and customer support offered by the usual apps.



**José Carlos**

**Age: 33**  
**Vitória/ES**  
**Restaurant**  
**Owner**

*"I can do all things through Christ which strengtheneth me."*

### Goals

- Loves his family, wants to be a successful business owner and still have time for wife and kids.

### Frustrations

- Wants to work without worrying about unfair fees.

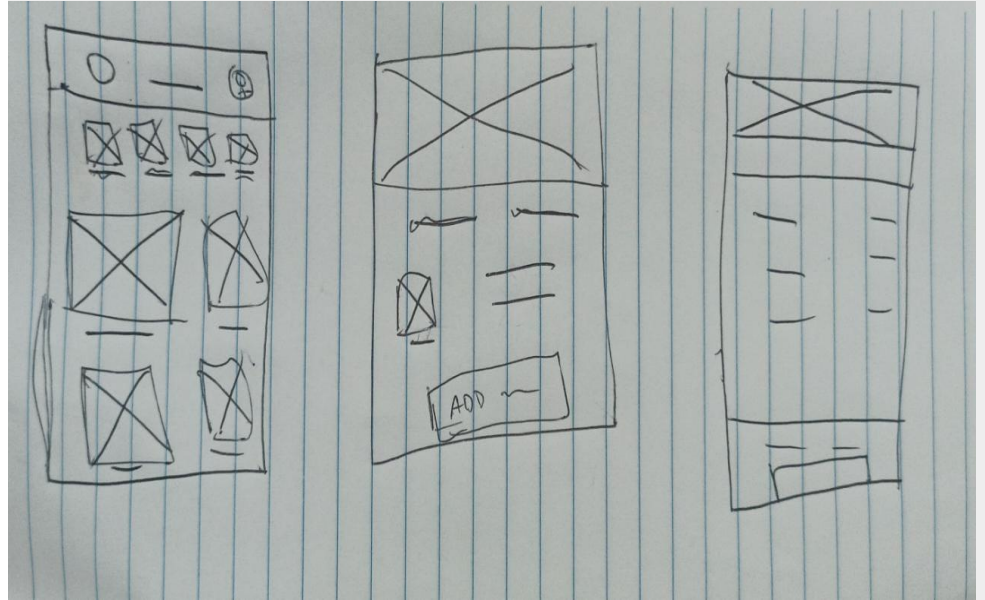
He seeks a user-friendly app that offers competitive pricing, streamlined operations, and efficient customer support, enabling him to seamlessly integrate his restaurant and provide a convenient delivery experience for his customers.





# Paper wireframes

Wanted to build a simple but effective interface. Less screens with funneled and practical options.



# Usability study: findings

A few things were always common through users:

## Round 1 findings

- 1 Users don't like the navigation complexity.
- 2 Always aim for the variety of payment options.
- 3 Effective order tracking!

## Round 2 findings

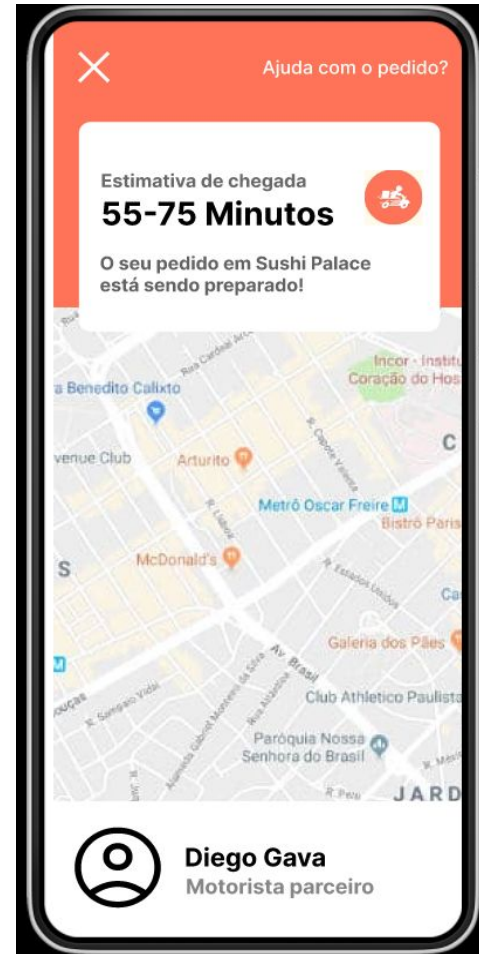
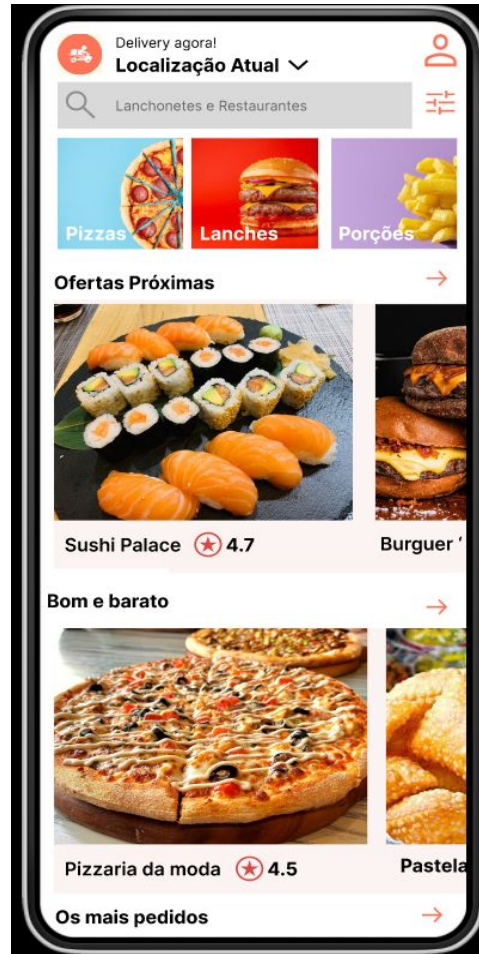
- 1 Search functionality have to be implemented.
- 2 Order customization for different food regimes.
- 3 Accessibility to people with allergies!

## Refining the design

- High-fidelity prototype
- Accessibility

# High-fidelity prototype

<https://www.figma.com/proto/oQBywZktoIxfVfNjyG8Jsg/Delivery-App?type=design&node-id=0-1&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A3>



# Accessibility considerations

1

Adding options for people with allergies.

2

Customization for different types of food regimes.

3

Ensured the proper color contrasts.

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The impact was confirmed in the positive feedback from the course colleagues.

Designers and programmers, both perspectives covered and satisfaction from all sides.



## What I learned:

With this project I learned the importance of user focused design. User research, empathy, accessibility... It's all to be considered when dealing with technology.



# Let's connect!



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