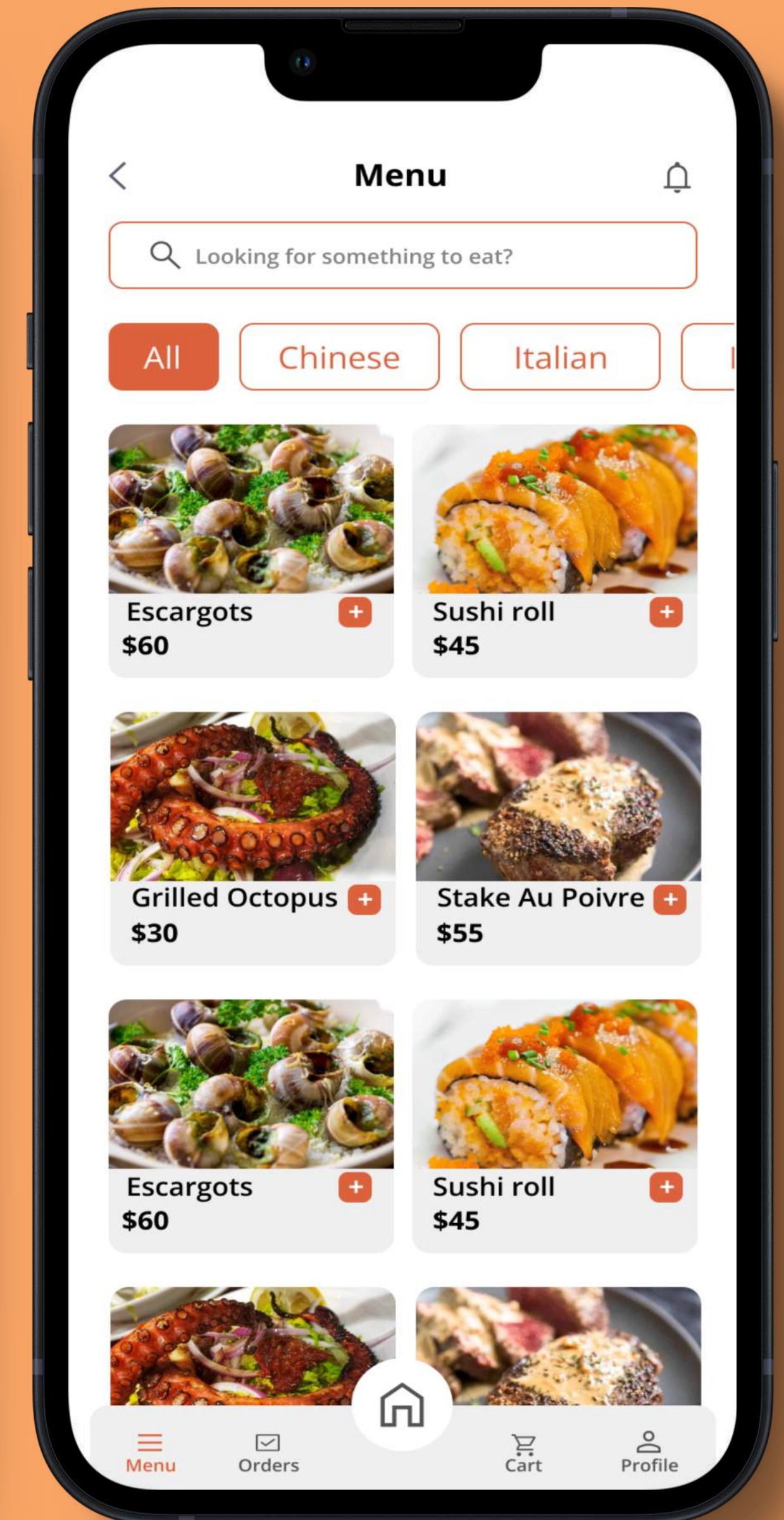
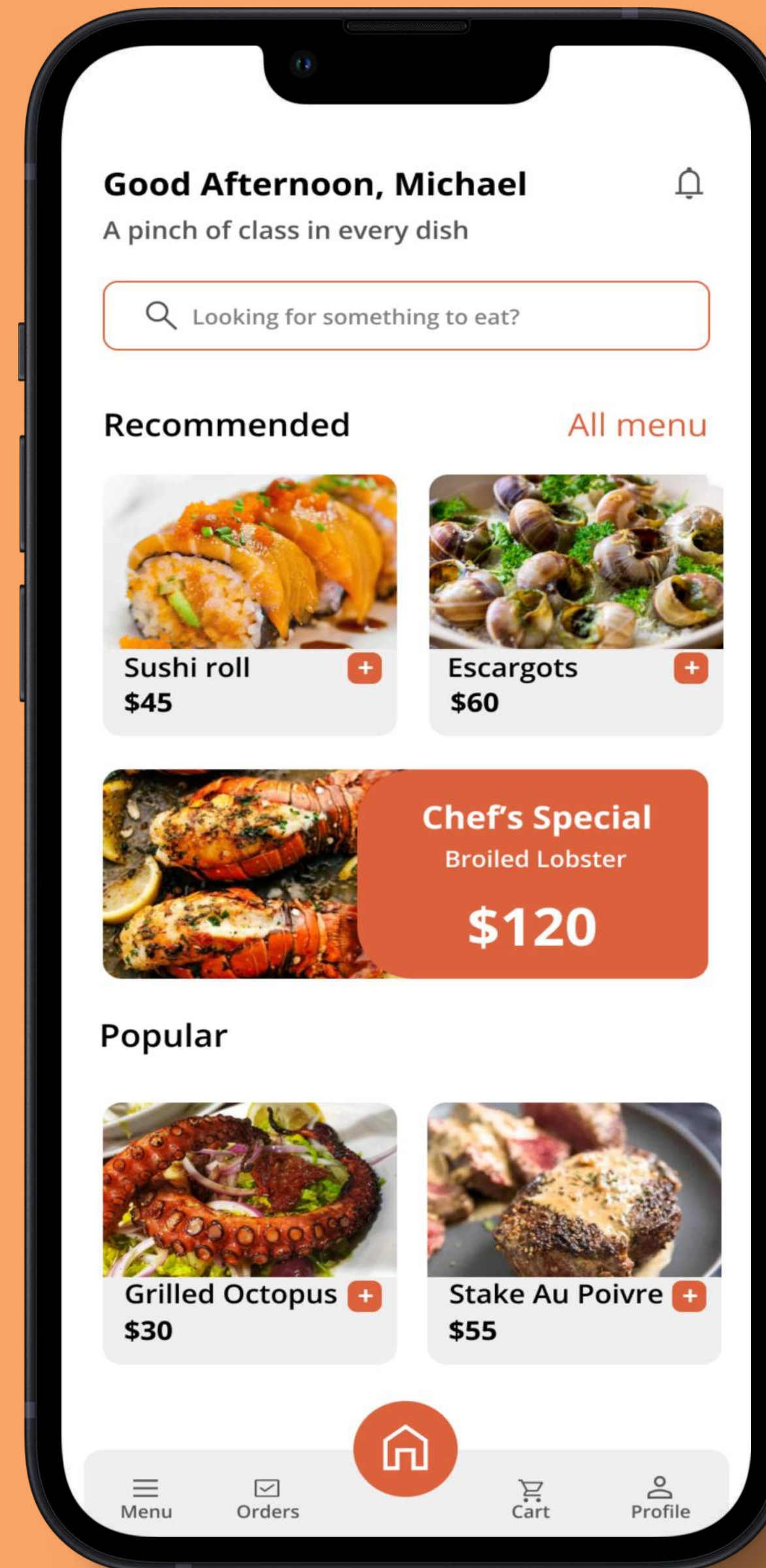


EJIRO

Enabling ordering and scheduling
For exquisite meals



Timeline

- August - November 2021

My Role

- Solo project for Google UX Design Certificate

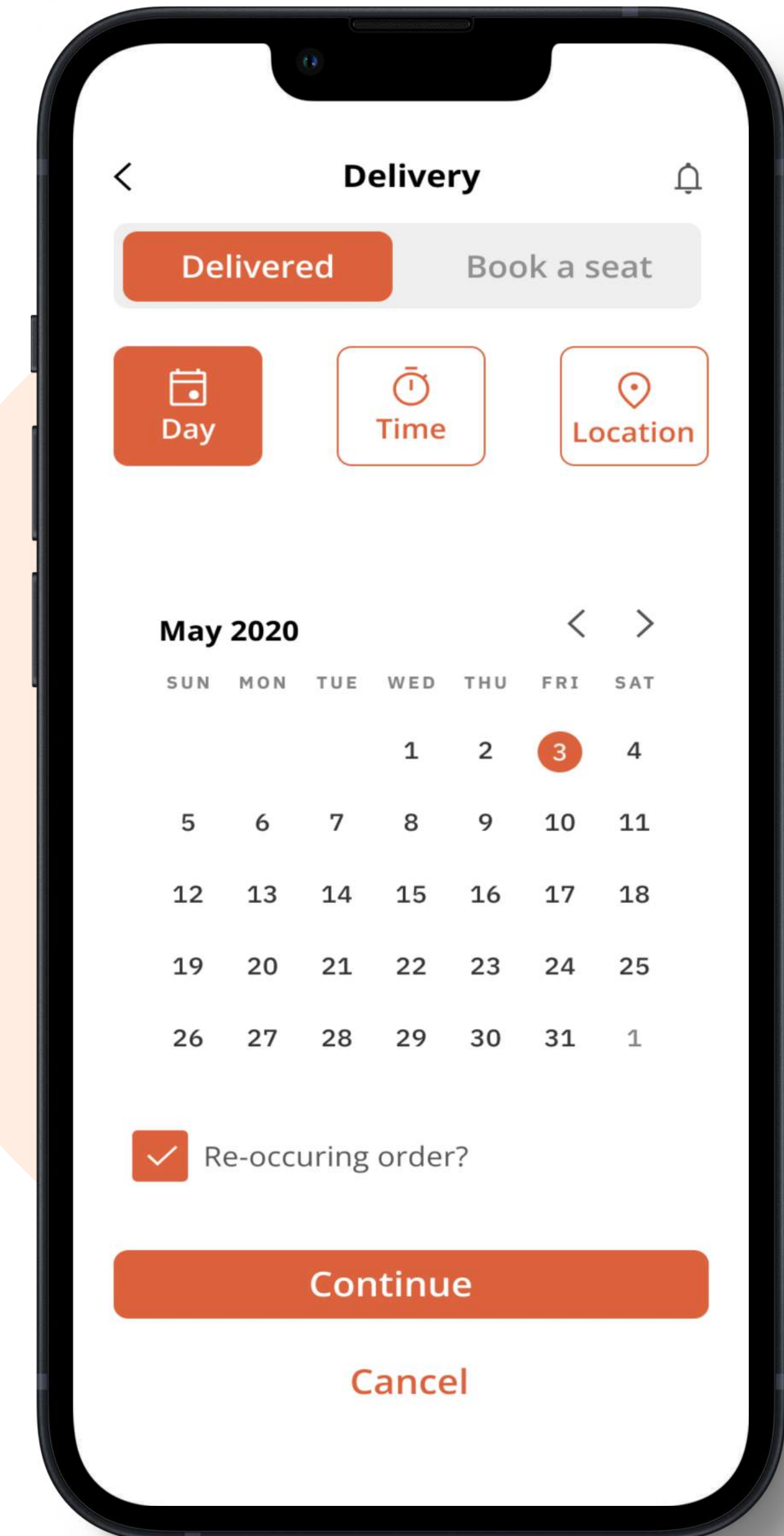
PROBLEM

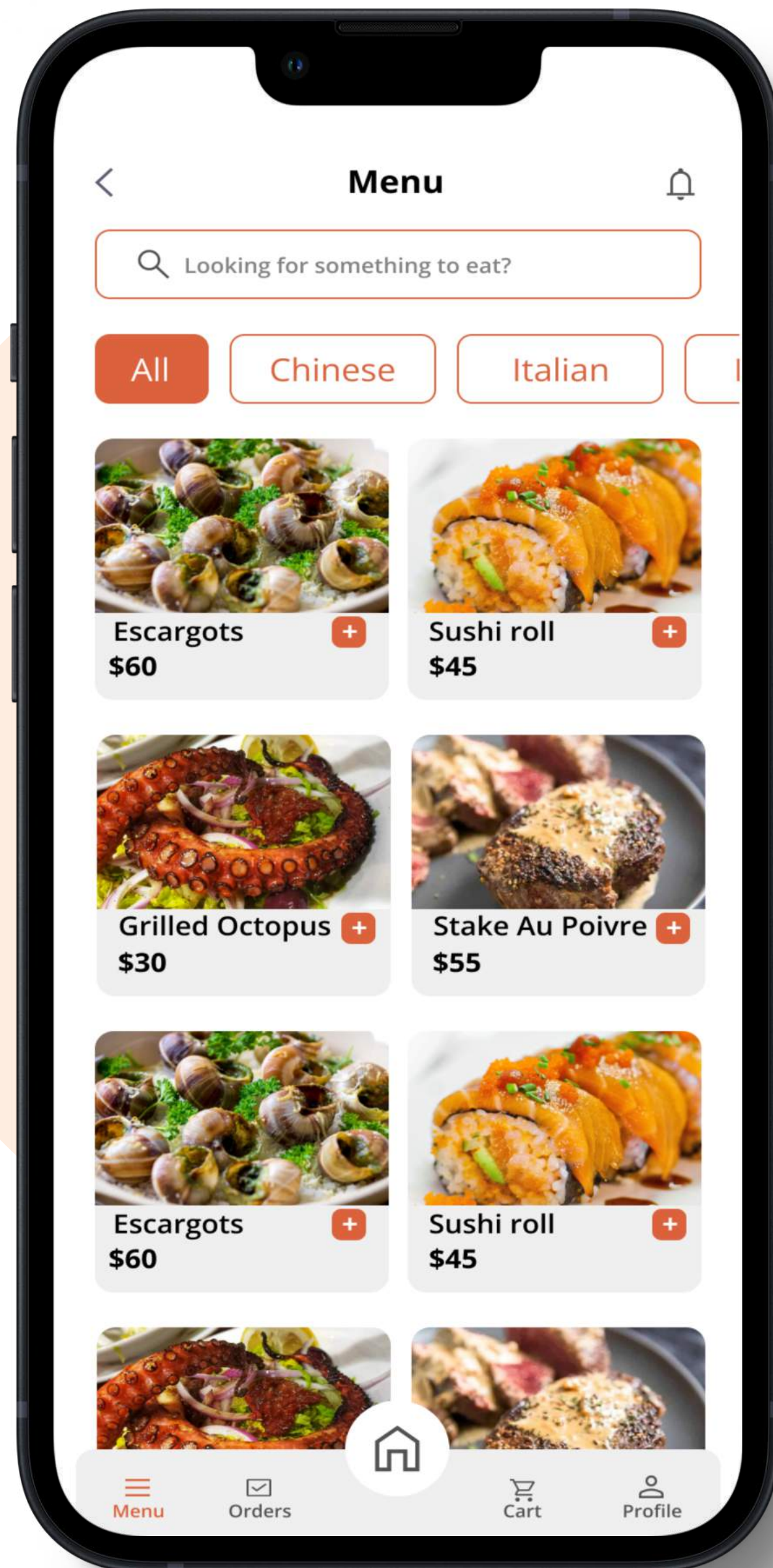
Busy business executives do not have time to visit restaurants

Having the opportunity to interact with established entrepreneurs and business executives, I've noticed how many of them do not have the time to spend with their families and also enjoy the fruit of their labor. They hardly visit restaurants unless for work. And they need a way to get **easy access to these more regularly** and create leisure without **compromising time management**

Order Scheduling

- It saves time for customers and enhances their experience
- These orders are flexible, and arrangements can be made well in advance.
- Scheduled orders put your customers at ease



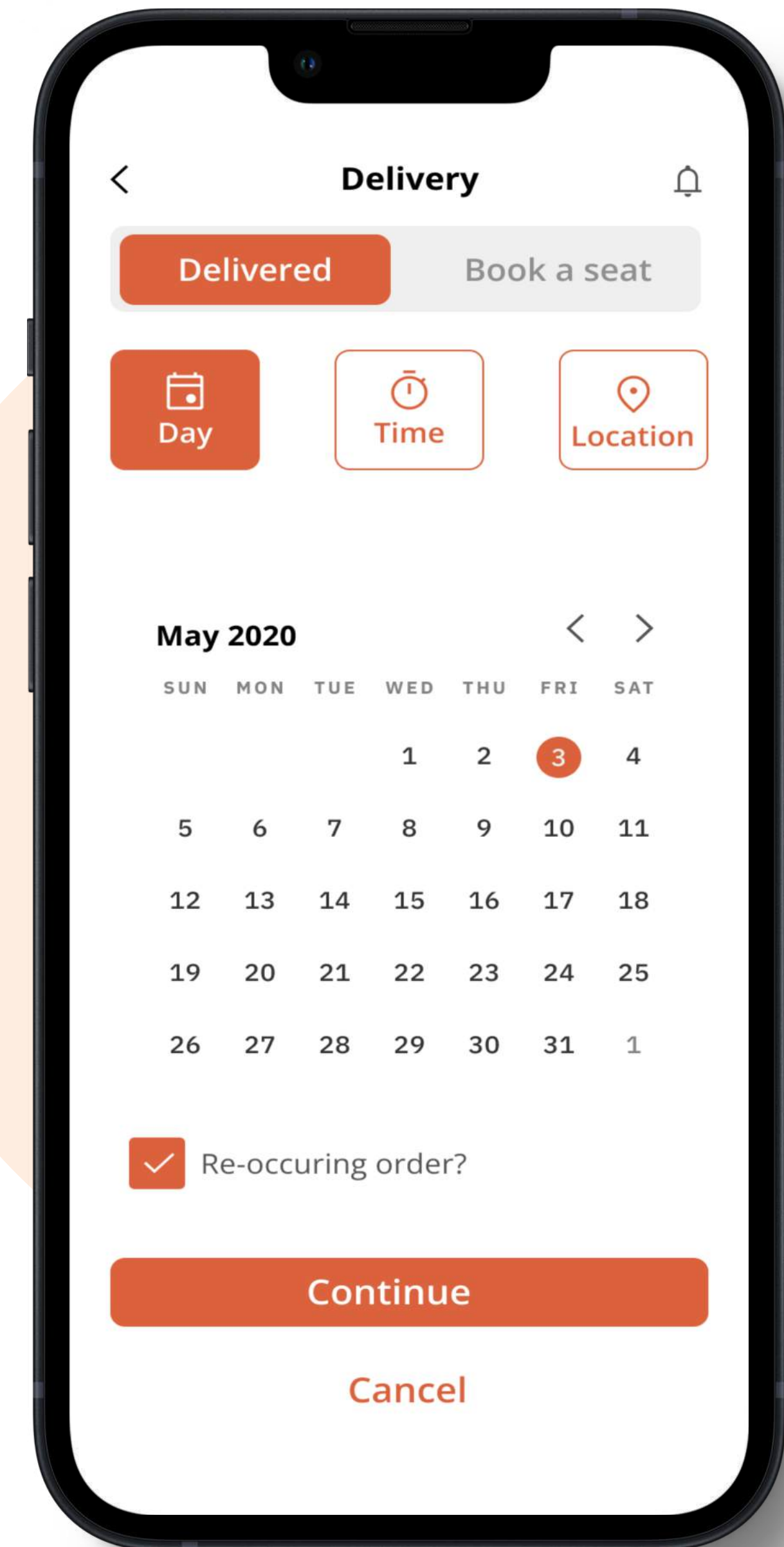


Variety

- Options to select between the various food options offered by restuarnt
- Search for specific meal if you know what you are looking for
- Customize order based on preference

Simple + Accessible

- Simple and straightforward design and language
- User takes very few steps to accomplish goal
- Contrast and legible text for visually impaired user



WHITE PAPER RESEARCH

There is a noticeable gap between their wants and how high end restuarants cater to them. Why is there a disconnect?

Starting with white paper research, I began to draw from research articles on the topic of food delivery and delivery scheduling I came across this statistic from and article by [Rakesh Patel](#)

“The online food delivery segment will reach 343.8 billion US dollars by 2022. With the rise in digital restaurant orders, there has been a 63% surge in demand.”

A lot of Ghanaian restaurants took to online ordering and delivery especially during the pandemic but none of the had an order scheduling option on the platforms they operated on

COMPETITIVE ANALYSIS + THE GAP

The competition had NO SCHEDULING aspect.

I analyzed three of the most popular apps in Ghana surrounding this food ordering/delivery space. I found that **NONE** of them had the aspect where users could schedule their order to be delivered on an later date. This then became my opportunity for the solution



Jumia Food



Glovo



Bolt Food

USER INTERVIEWS

My interviewees were more inclined to using ordering apps if scheduling was a feature

Although I saw from research that order scheduling could be a game changer, I conducted interviews with 10 entrepreneurs and business executives who could afford meals from a high end restaurant. I've asked them questions below to find trends on how they ate at these restaurants, if and how they order food to be delivered and what they would like changed about their existing process. I then organized my data through affinity mapping.

RESEARCH QUESTIONS

- Can you describe your current schedule and how you balance your responsibilities with meal planning?
- How often do you order meals from a restaurant? When you do, what is your motivation for doing so?
- Is there a preference with regards to eating at a restaurant and ordering food?
- What challenges do you face in the ordering process? How does this make you feel?
- Is there any way in which you feel these challenges could be resolved?

THE MAIN INSIGHT

None of the previous apps my interviewees used worked due to **LACK** of scheduling

Based on trends in my Affinity map, I've noticed how most of the existing apps were not accessible for many people, especially in people with visual imparments and also the problem with no order scheduling

Major Insights

Theme 1: Accessibility and User flow:

Users are **frustrated** when using existing platfroms becasue they are very **cluttered** and **clumsy**

Ordering process was to **confusing** for older users so they resorted to placing orders via phone call

There aren't many food ordering apps in Ghana that cater to high end restaurants

Theme 2: Comfort and Efficiency:

Interviewees would like to be able to plan ahead of time so they can block time out for eating from restaurant

8 of them said the scheduling and delivery would give them a feeling of having a chef at home since

they want to remove the buffer time from eating at restaurants

PERSONA



Michael
Successful realtor

34 Years Old | Realtor

User Story

Michael is a 34 year old realtor with a wife and 2 children. He has a busy and demanding schedule running a successful real estate agency he started at 22 years old. Michael is heavily involved in his agency's day to day activities because they are expanding into construction and he is almost always occupied with work. Michael has poor eyesight and relies heavily on glasses to see and read. Michael would like an easier and more efficient way to order food from Ejiro, a restaurant he loves so much but can't make time to visit with his family.

Goals

- Spend more time with family
- Enjoy meals from favorite restaurant
- Launch construction division

Motivations

- Sense of accomplishment
- Enjoy the finer things in life
- Maintain healthy relationship with family

Pain Points

- Too much buffer time when visiting restaurants
- Existing apps are not very accessible for him
- Ordering food becomes a chore

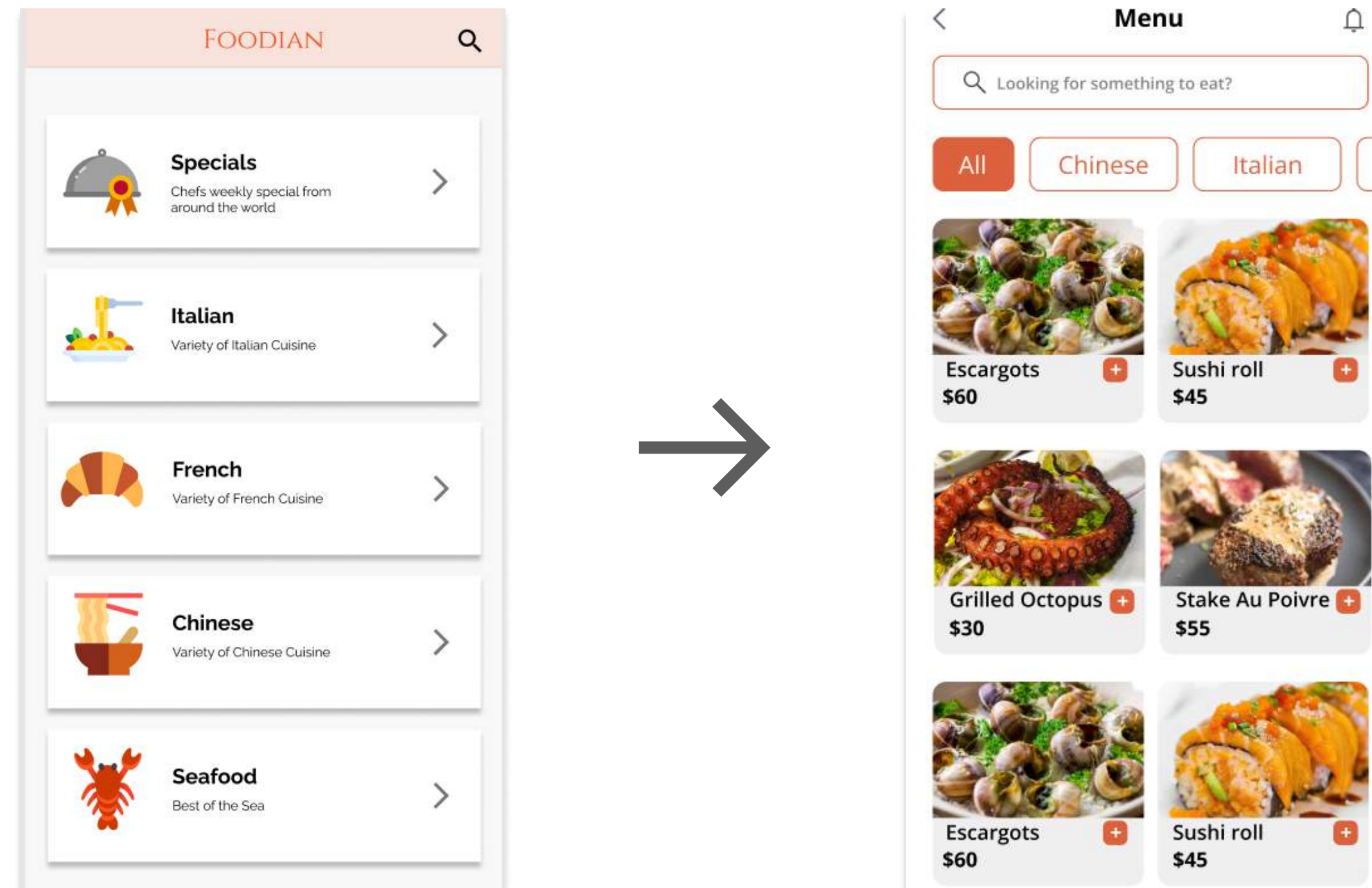
DESIGN

Setbacks + a new direction for order scheduling

I spent the first few days trying to play with a different direction: Integrating the ordering and scheduling into Ejiro's website. However, users mentioned that they want to get to ordering straightaway and not have to now navigate to it, creating extra steps for the user which I was trying to avoid. A simple smart phone app proved to be the best way to help users achieve their goal. Hence, I stuck to an app for my final solution platform

Major improvements in my design

Based on feedback from 10 users + mentor feedback + feedback from course, I continually iterated my design over the span of 4 weeks with some major improvements

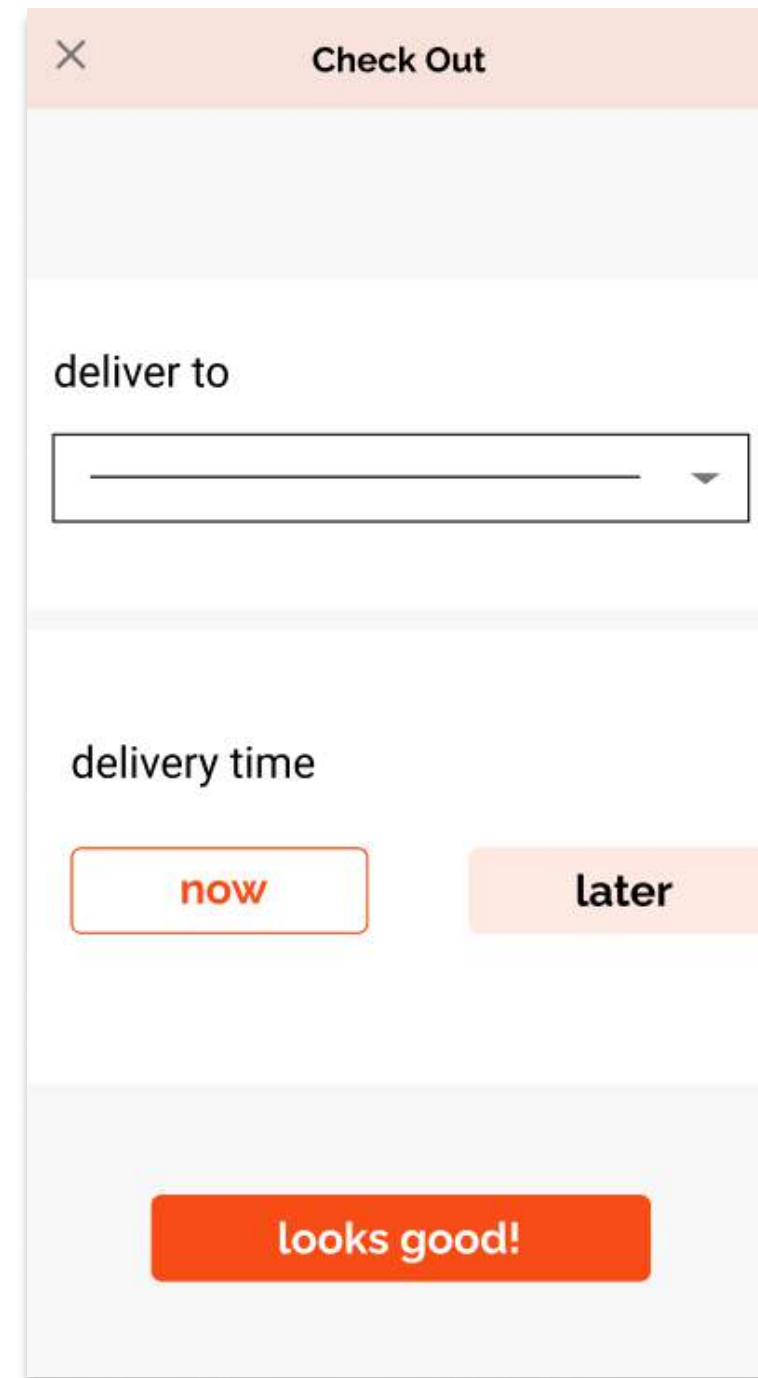


Removal of category cards

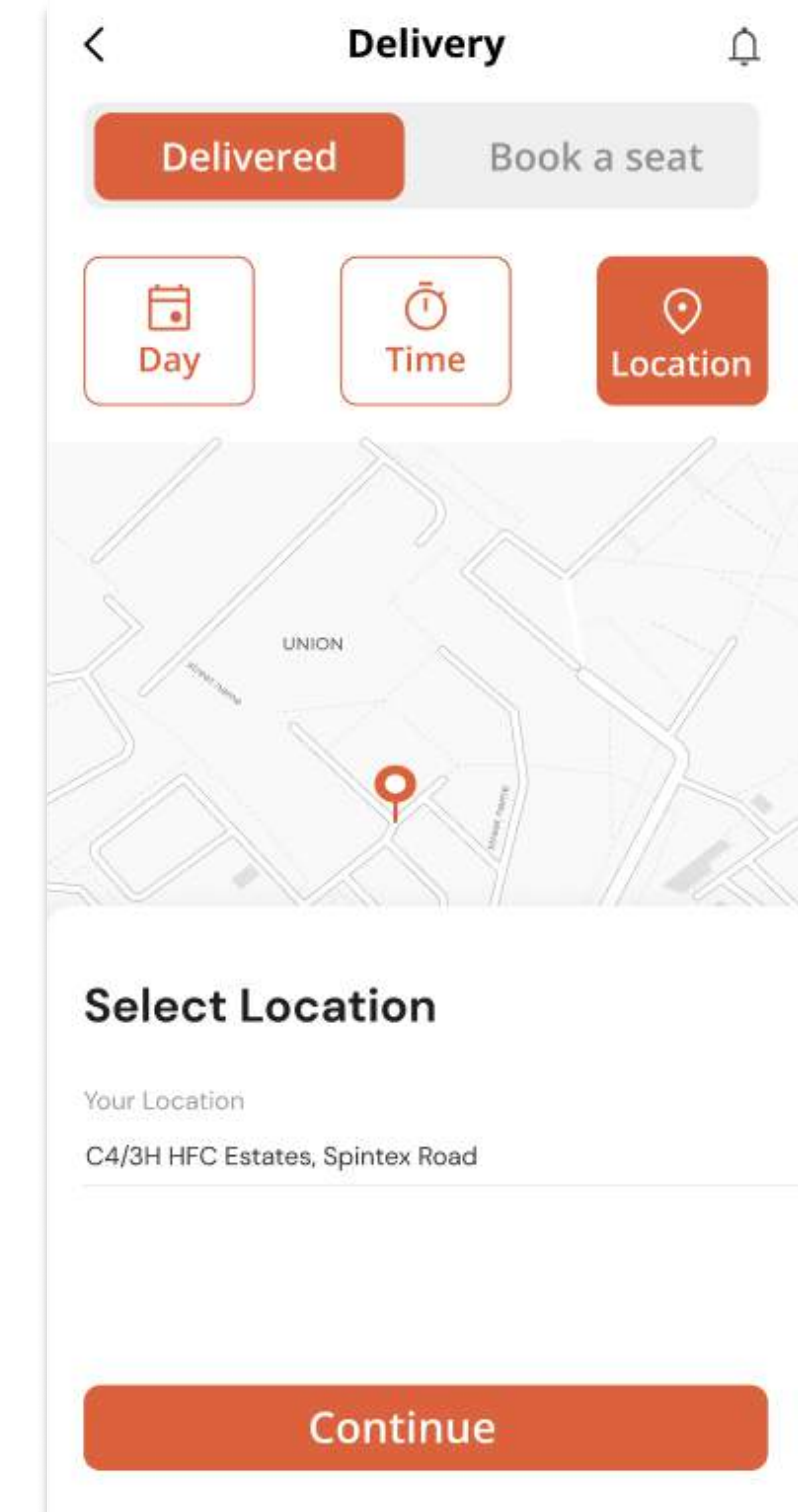
- Allowing users to browse different categories without having to go to another page was a better fit
- Categories having their own page only added extra steps
- Made categories a scrollable top nav instead

Including Map for location selction

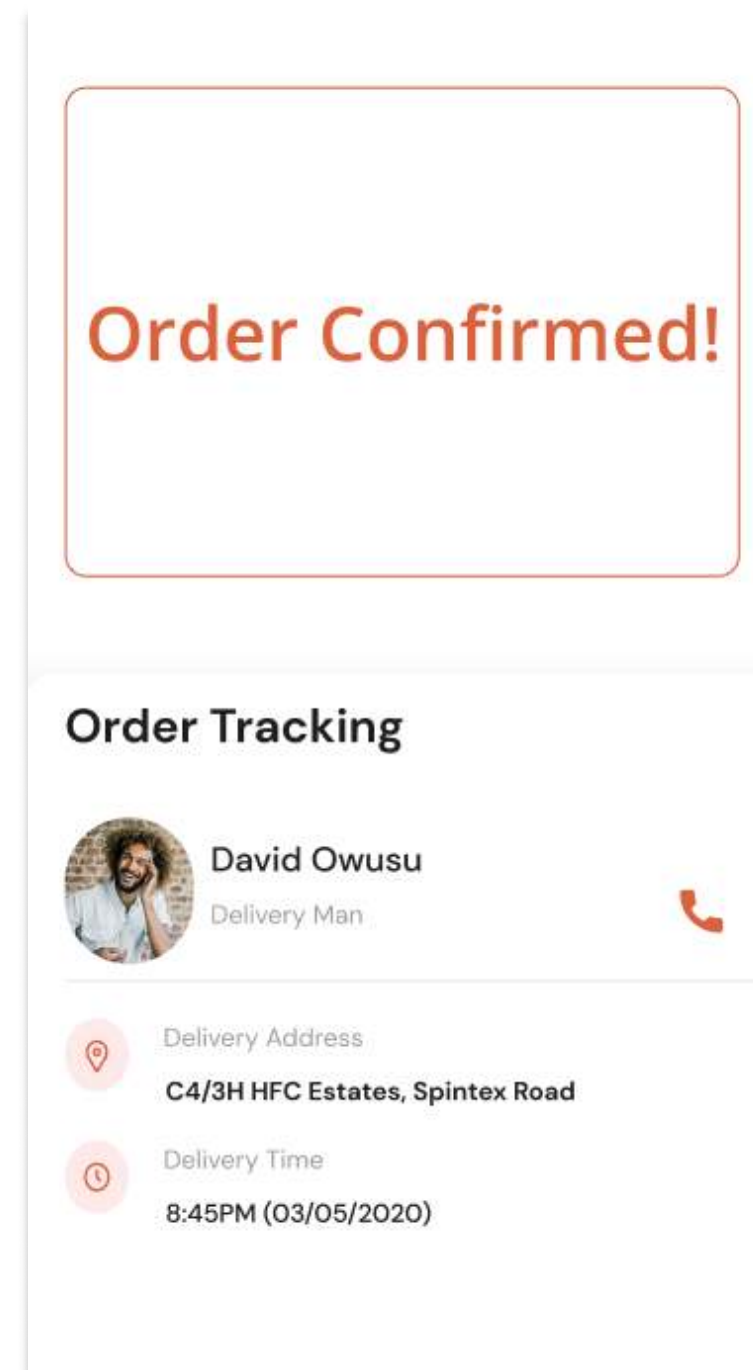
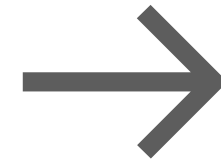
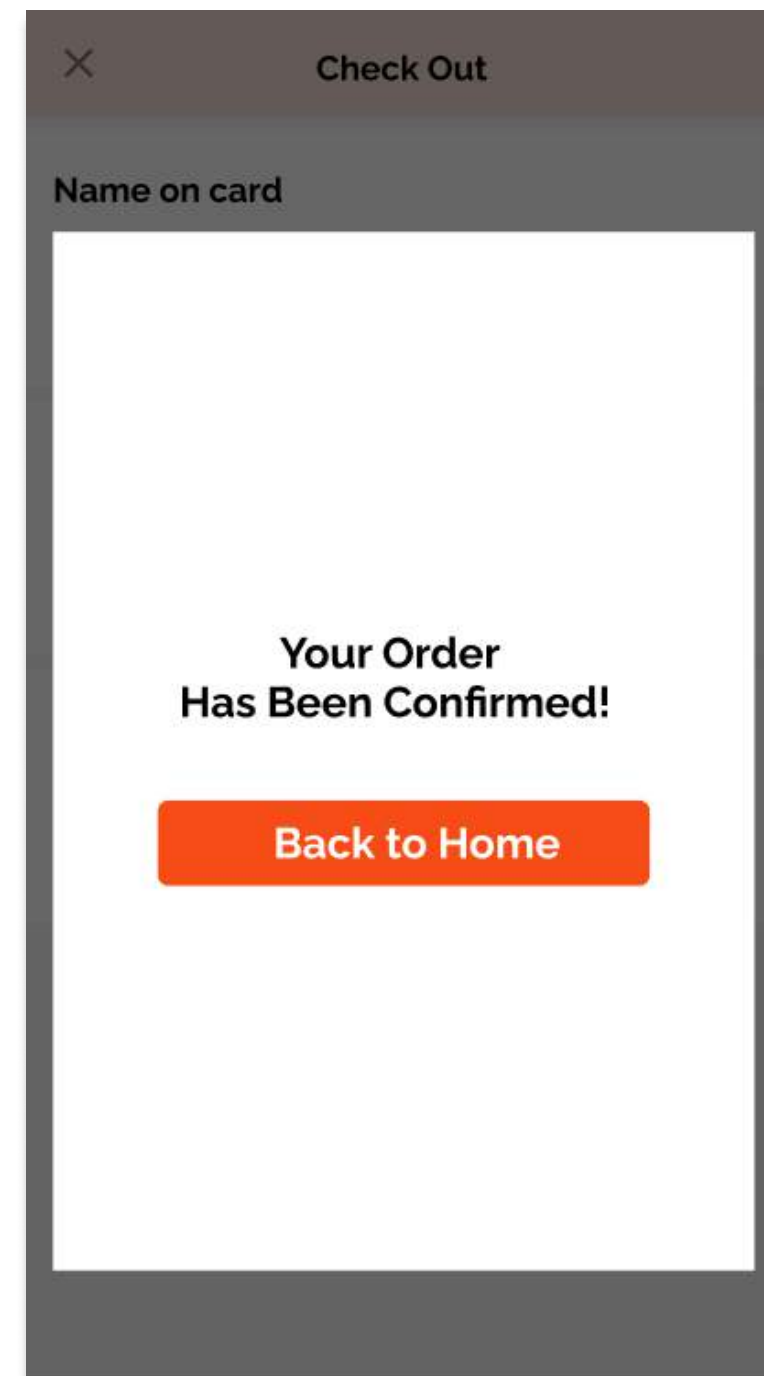
- Before users would have to type out their location and select from the option
- The map made it easier to pinpoint users exact location since not all streets in Ghana are names



The 'Check Out' screen features a close button (X) in the top left corner. Below the header, there is a 'deliver to' label followed by a text input field with a dropdown arrow. Further down, the 'delivery time' section contains two buttons: 'now' (highlighted in orange) and 'later' (light orange). At the bottom, there is a large orange button labeled 'looks good!'.



The 'Delivery' screen has a back arrow and a bell icon in the top left and right corners, respectively. Below the header, there are two buttons: 'Delivered' (orange) and 'Book a seat' (light grey). Underneath are three icons: 'Day' (calendar), 'Time' (clock), and 'Location' (location pin, which is highlighted in orange). A map view shows a street grid with a red location pin. Below the map, the text 'Select Location' is followed by 'Your Location' and the address 'C4/3H HFC Estates, Spintex Road'. At the bottom, there is a large orange button labeled 'Continue'.

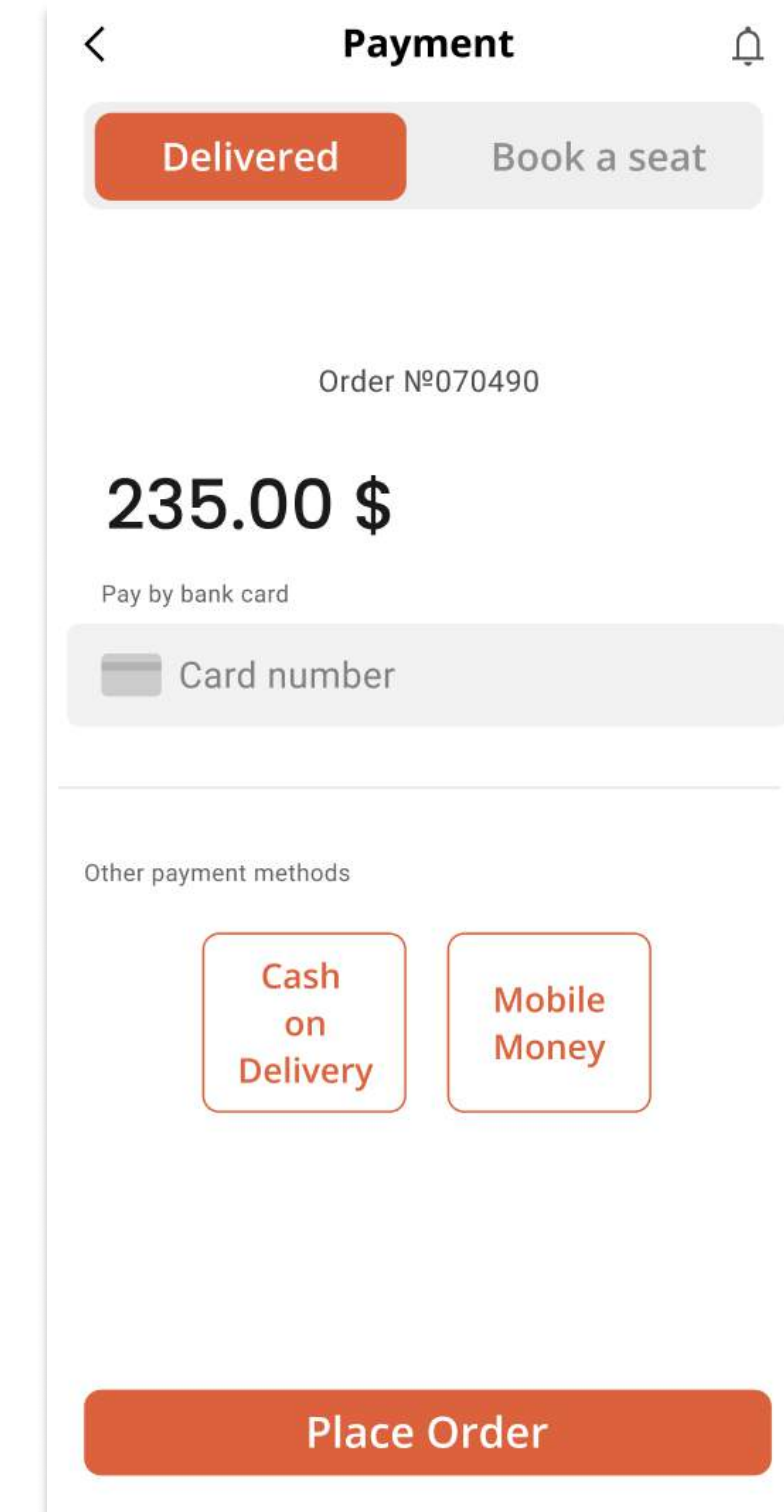
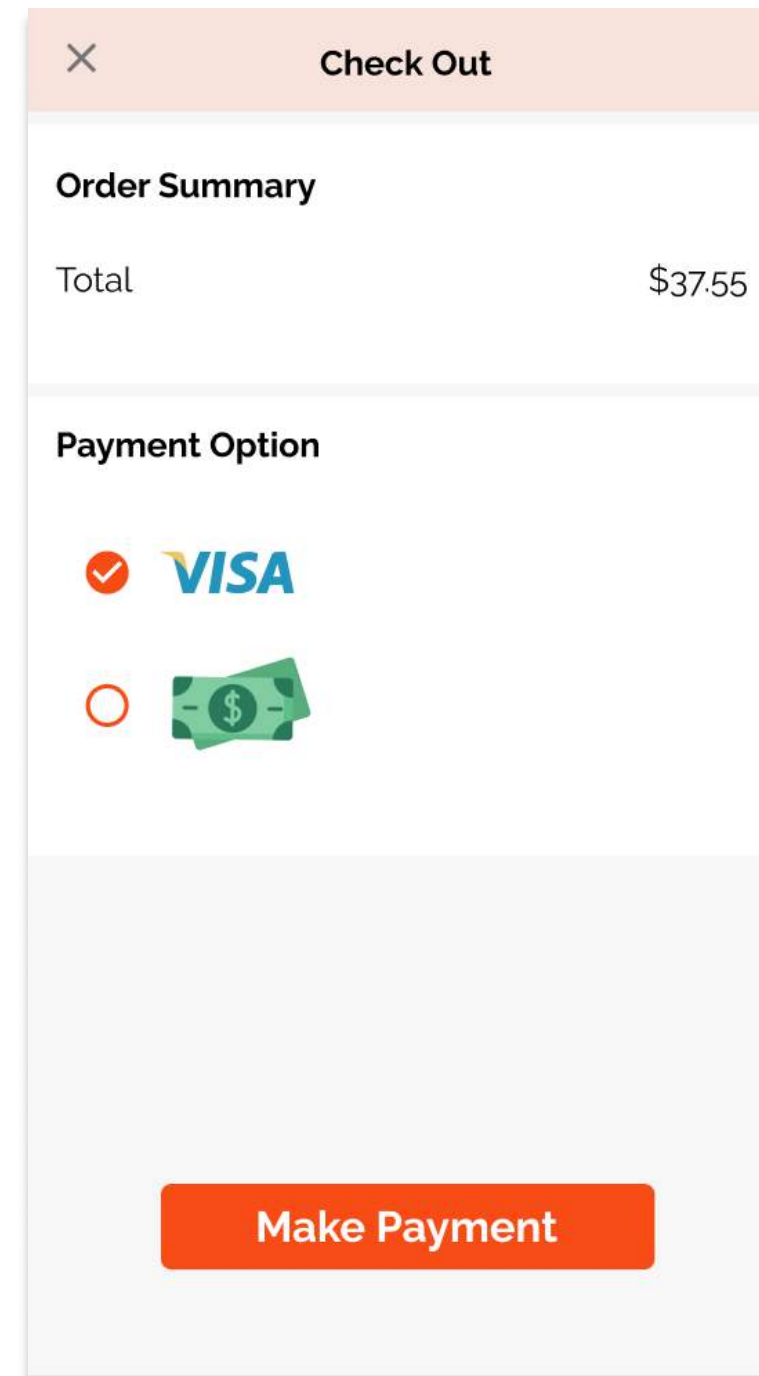


Delivery Details

- Original design to only give order confirmation
- Users asked for more details in case there are any hitches on delivery day such as a change of location and security
- Provided delivery driver details and calling feature for contact and security measure

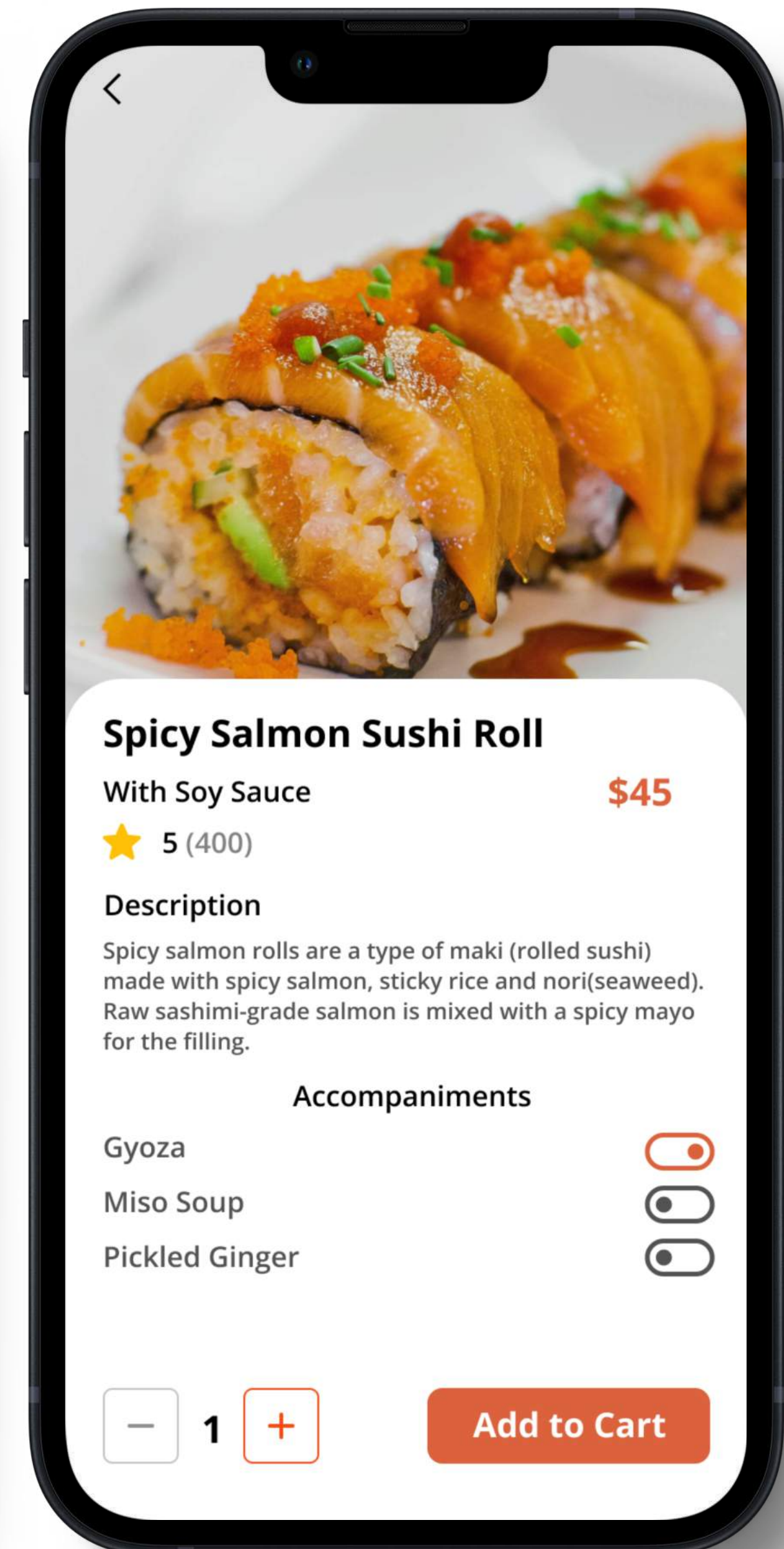
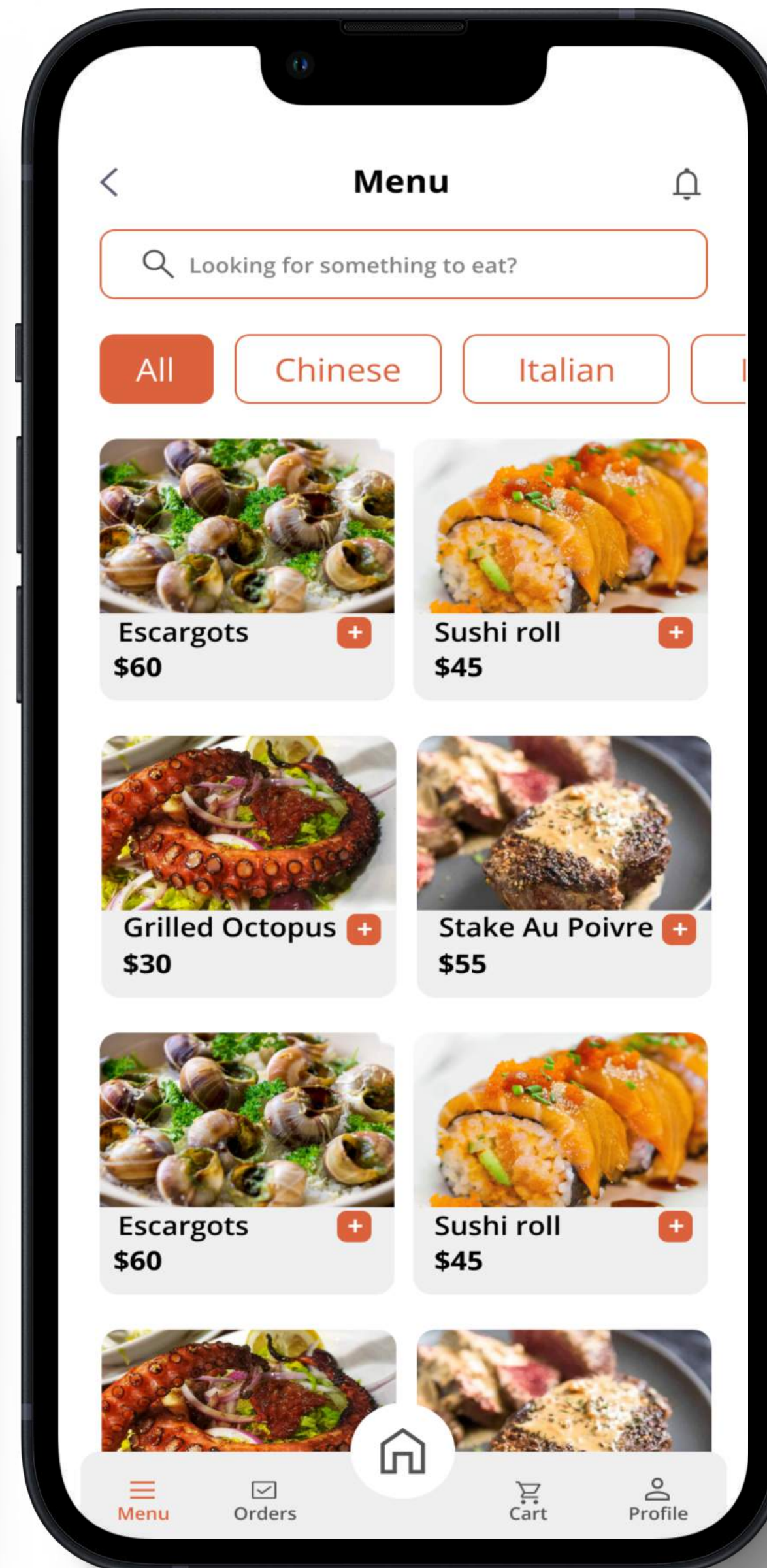
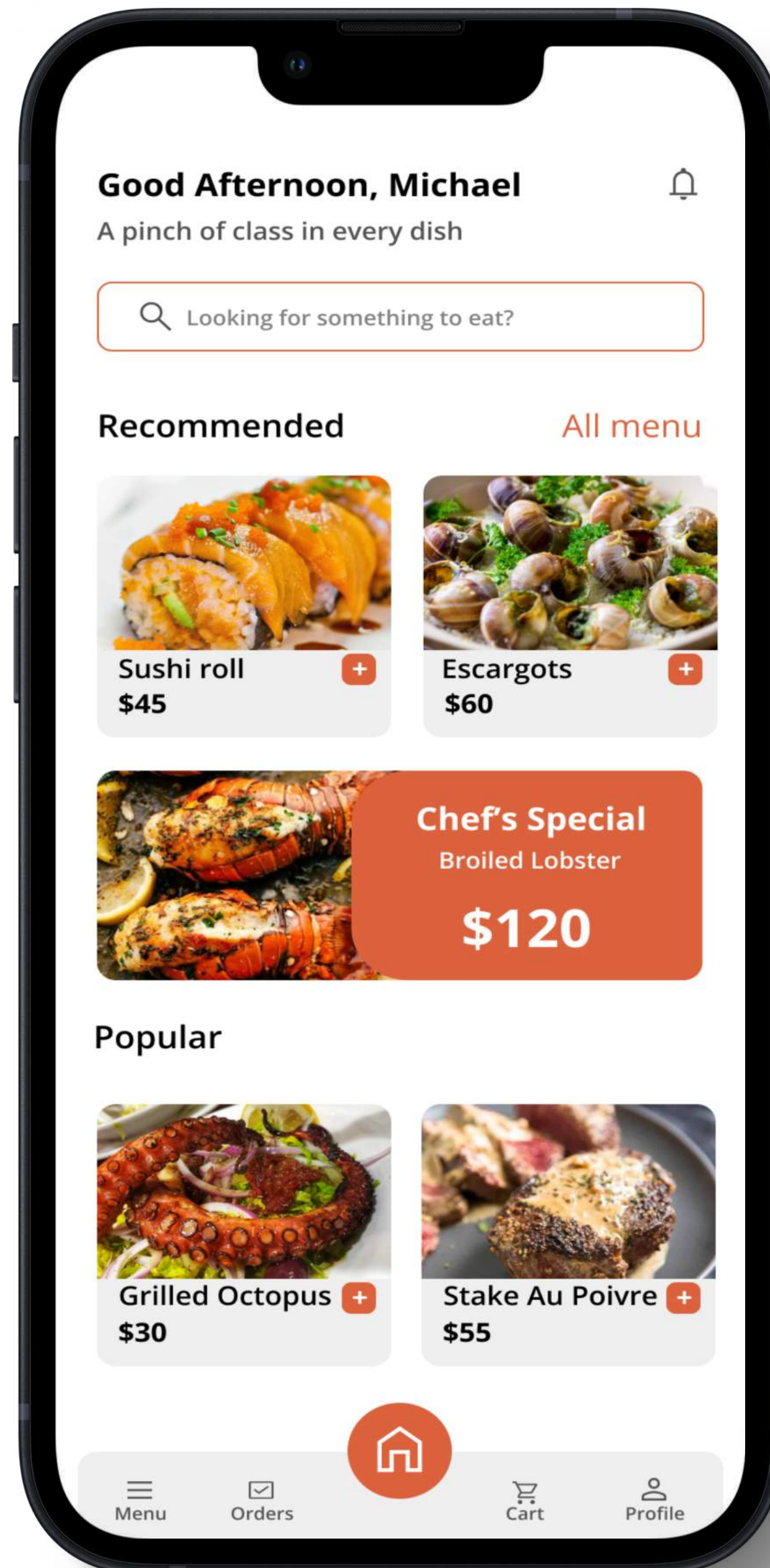
Payment Options

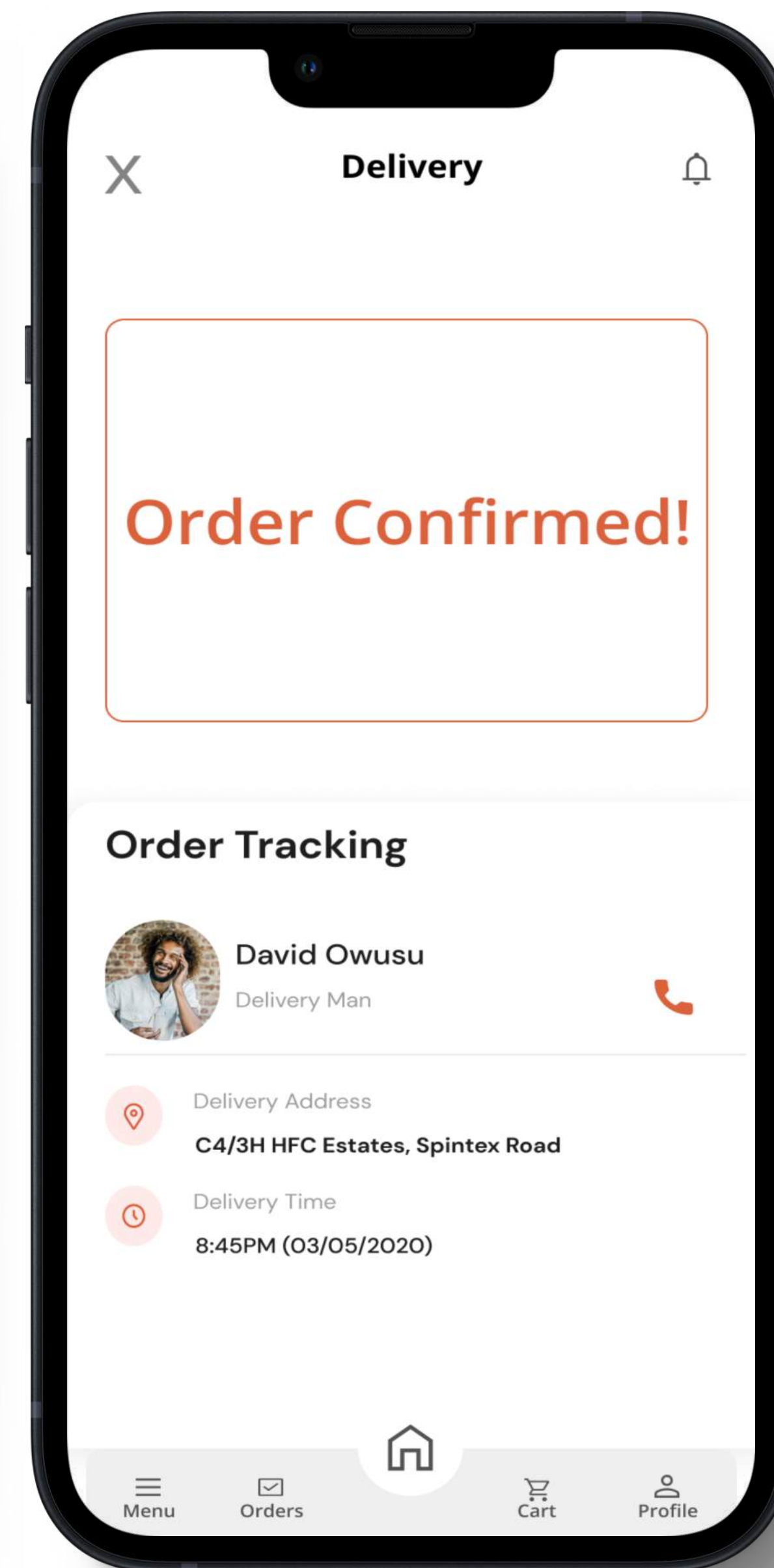
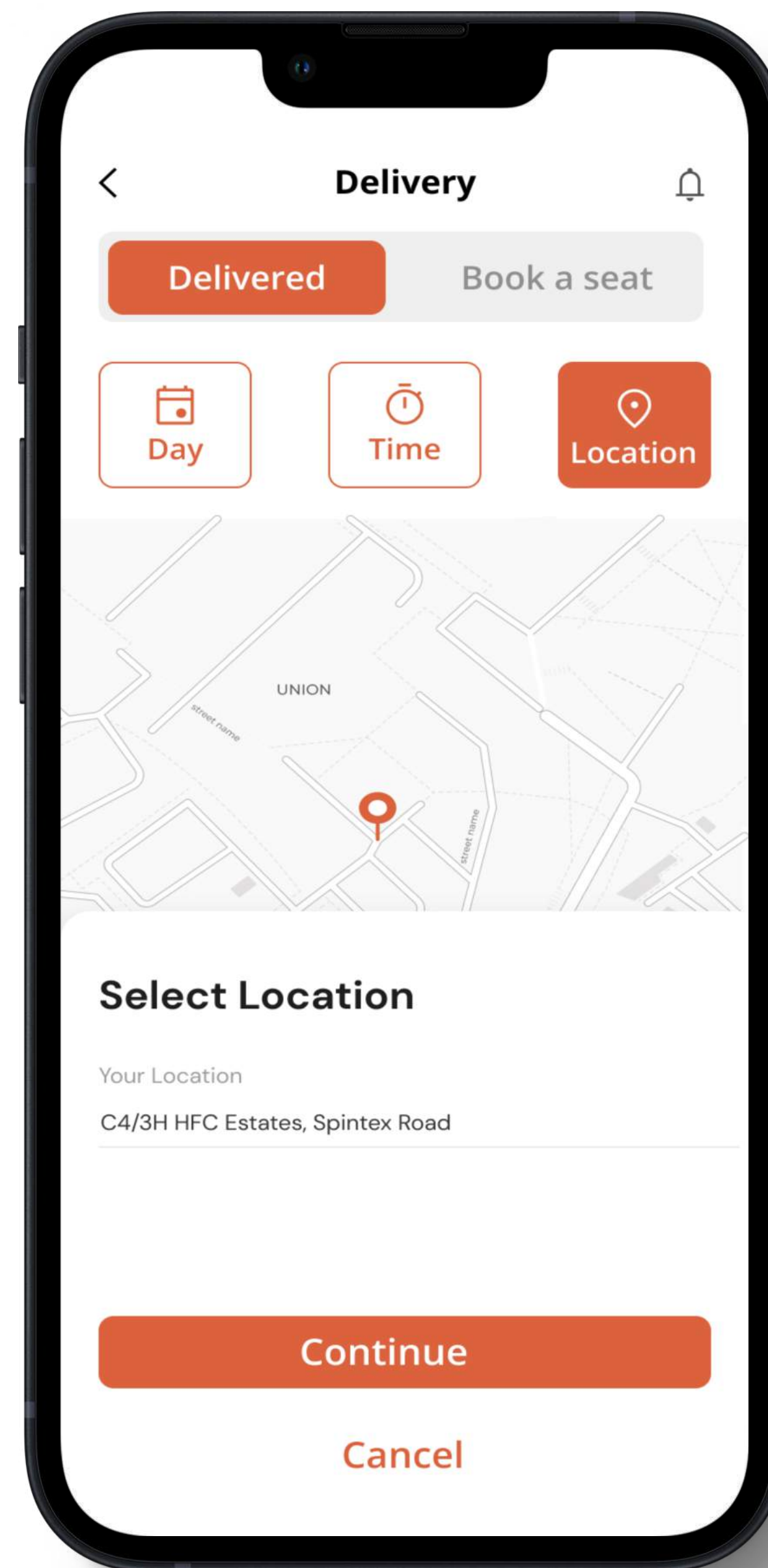
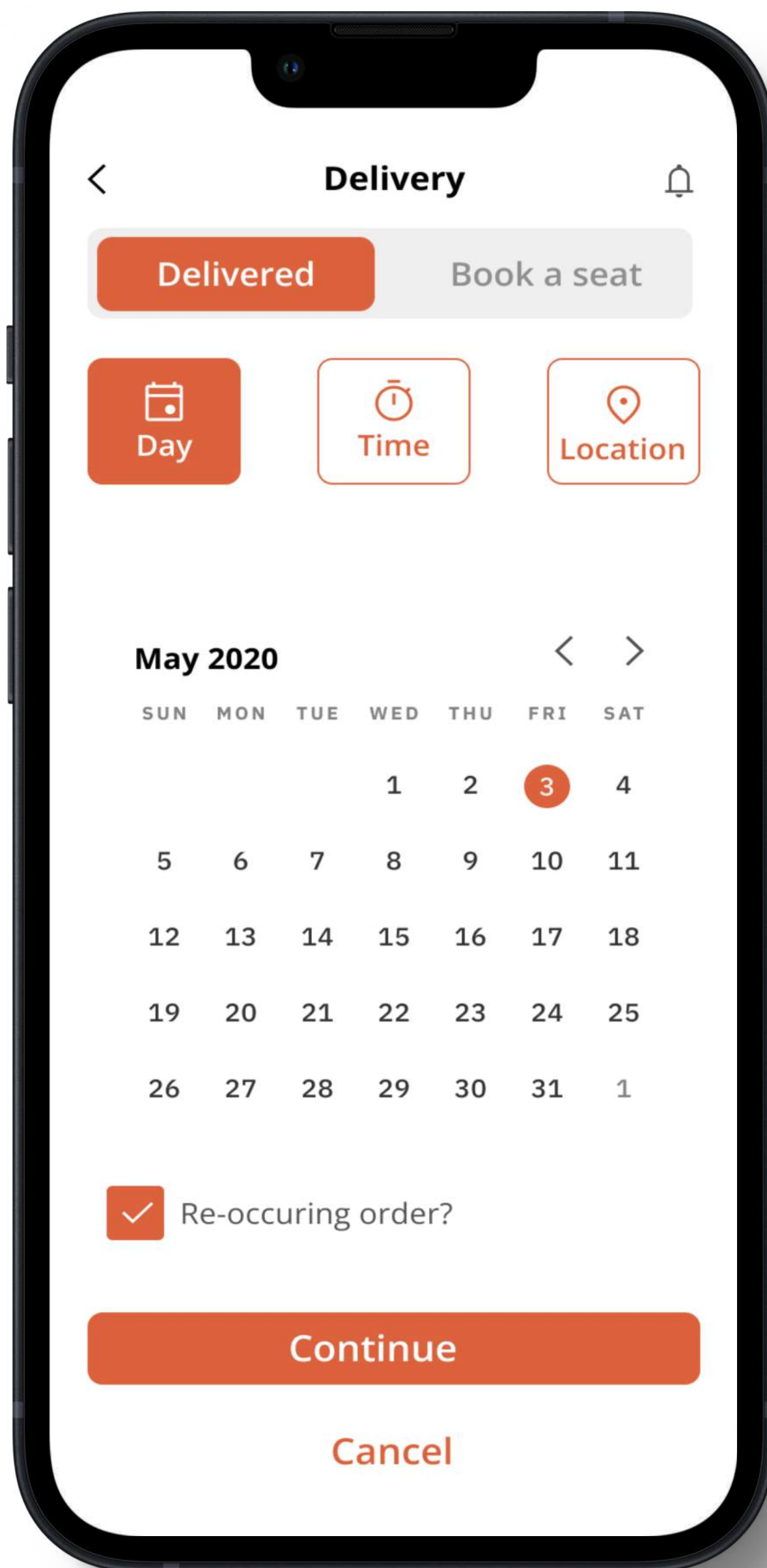
- Payment options weren't clear because they were only icons
- Included mobile money option because it is a very popular payment method in Ghana



THE FINAL SCREENS

The final product





Embed prototype here

Style guide

Colors



Typography

Header 18pt Bold
Buttons 18pt Semibold
Subtitle 15pt Semibold
Button 15pt Semibold
Caption 12pt Semibold

Logo



Components

Category nav



Bottom Nav



Order Schedule buttons



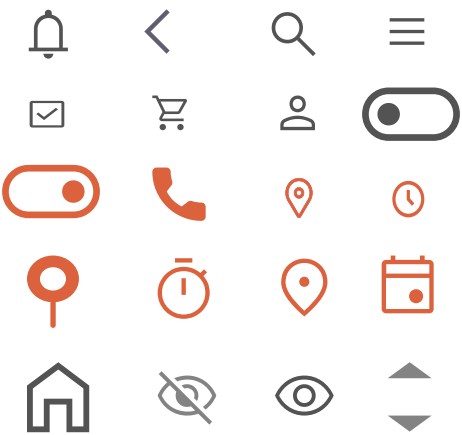
Menu Item



Default button style



Icons



Link to my full figma work file here

What I'd do differently next time.

This was my first ever UX project (Hehe)! 🥳. This was so much fun and a great learning experience and I'm grateful to see what it's like to do a proper UX project. On that note, a few things I've learned:

- **Iterate as much as you can.** I initially looked into a few different possibilities in an effort to discover the best option for my users, however a few months after I started the project, I decided to remodel it. It was necessary to ensure that every element of the app was purposefully created. Not to add, I am more adept at incorporating user feedback into designs
- **Be insight not process driven.** Even though I spent weeks researching and developing this project, the first iteration wasn't very well done, and I didn't connect everything to the larger issue, "so how does this tie into the wider picture?" So I concentrated on the main ideas of my project. In the future, I think concentrating more on the insights can enhance my storytelling skills with other people.
- **Embrace Failure:** I have to admit that at initially, being unable to convert insights into designs was frustrating. I'm grateful that I requested for input from my peers and my mentor on a regular basis because it has helped me identify errors in my UI and more fundamental UX issues in my app. I discovered that I should not let my personal thoughts prevent me from considering whether or not I am ready to learn and improve.

For more work and enquiries, to just have a chat email me at
kelvinakakpo11@gmail.com 🚀

Thank you for reading! 😊