

# UniFood Website Design

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# Project overview



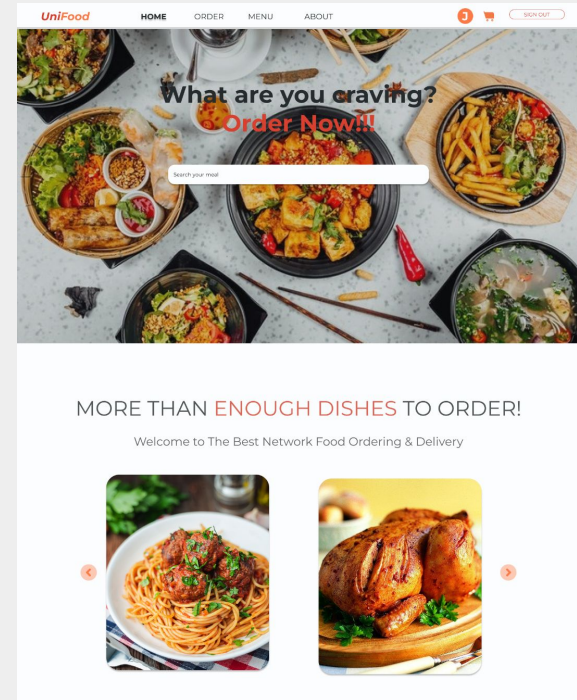
## The product:

UniFood is a food ordering website that allows users order meals online through a easy and usable platform.



## Project duration:

July 2022 - August 2022



# Project overview



## The problem:

These days, people have little or no time to cook at their various home and some find it difficult to visit a restaurant, yet wants to get healthy food. Most try to order their meals online but face some challenges during the ordering process.



## The goal:

My goal is to design a website that makes food ordering process easy for users online.

# Project overview



## My role:

User Experience Researcher

UX designer



## Responsibilities:

Conducting interviews and creating surveys  
form 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 user interviews with users who order food online. I searched online for existing food ordering website which gave me a better understanding of how my design will look like. Made some competitive analysis by trying competitor websites and reading reviews. Created and post user surveys online to get more understanding about users.

After reading various reviews online I was able to identify users pain points and what users wants. This helped me when I was conducting the interview and helped in formulating my interview questions and put all in consideration while designing.

# User research: summary cont.



The best way to truly understand the needs and motivations of the user I am researching about is by hearing from them.

I interviewed four(4) undergraduate student both employed and full-time students who have some experience with ordering food online.

The participants' responses can be summarised as follows:

Most like to use food ordering platform when they need a quick way to quench their hunger.

Some don't like platform that are difficult to use.

Some percentage prefer to pay for their food after delivery

Few dislike app that are text-heavy.

# User research: pain points

1

## Time

Most people don't have time to prepare meal at home especially on weekdays when they are working

2

## Ease to use

Food ordering platform are not very easy to use eg not easy to navigate.  
Some people with limited digital literacy struggle to do something as simple as ordering a meal

3

## Accessibility

Most food ordering platform don't have some assistive technology to assist people

4

## Delivery

When it comes to delivery, they not only include delays, but also the quality and quantity of the food, packaging and unpleasant behaviour by delivery persons.



# Persona: **Adams**

## Problem statement:

Adams is a remote software developer who needs to get a healthy meal with ease while working because he has no time to get himself a meal.



**Adams**

**Age:** 23  
**Education:** Undergraduate  
**Hometown:** Abuja  
**Family:** Lives alone  
**Occupation:** Software developer

*"I love sticking to my computer and get basic things by moving my mouse, I don't have the chance to cook a meal for myself"*

## Goals

- To use time productively working on the computer
- To get basic needs without much energy
- To get a healthy food while working

## Frustrations

- "I've to place another order entirely because i can't edit placed orders"
- "The management is fair, i get incomplete packages sometimes i order"

Adams, a student and a software developer that works remotely and hybrid for tech organizations. He get his basic things by moving his mouse such as ordering for various services like food. He loves to work in a productive atmosphere and get healthy food. He uses a food ordering app everyday but always disappointed that each order he makes aren't editable ones he places an order.

# User journey map

## Persona: Adams

Goal: To get healthy meal while productively working on computer

Adams' user journey mapping gives more details about where to make some improvement in his journey for a better user experience.

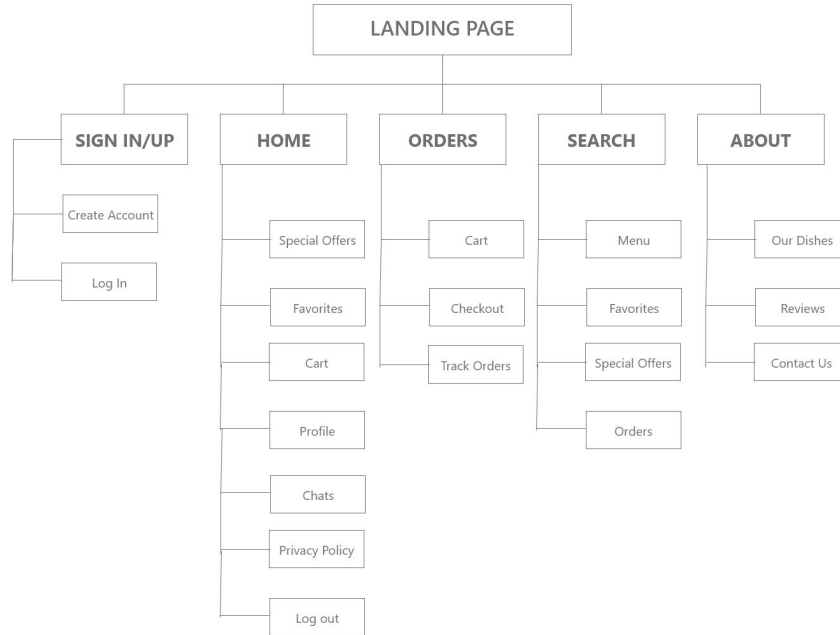
ACTION	Search for food app	Check menu	Place order	Confirm order payment	Track delivery
<b>TASK LIST</b>	Tasks A. Search online for the closest restaurant B. Select restaurant	Tasks A. Checked menu list B. Selected a menu	Tasks A. Entered necessary details like address and phone B. Placed order	Tasks A. Confirmed order B. Made payments online	Tasks A. Waited for the delivery man B. Got the order C. Ate meal
<b>FEELING ADJECTIVE</b>	Disappointed by the number of few restaurant available Amazed by the restaurant selected	Disappointed the menu list didn't include images of food	Wasn't satisfied with typing address and scrolling through screen to search for my location	Stressful paying online because the process of scanning mastercard wasn't good enough	Delivery man wasn't trackable Had a nice meal while working
<b>IMPROVEMENT OPPORTUNITIES</b>	There should be variety of restaurant to pick from	Include food image	Access my location automatically	Provide another payment option like cash payment	There should be a notification when the delivery man moves and arrives



# Sitemap

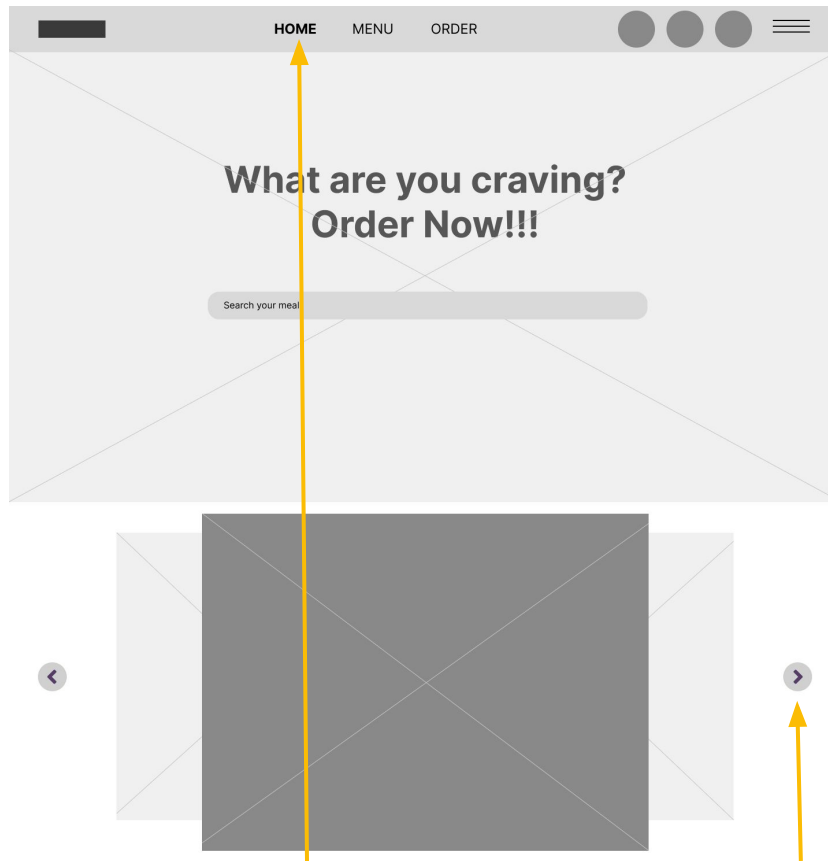
I designed a sitemap to help achieve my goals of creating a usable design

SITEMAP OF A FOOD ORDER TRACKING WEBSITE



# Digital wireframes

Proceeded to create a digital wireframes using Figma. This represents Home page.

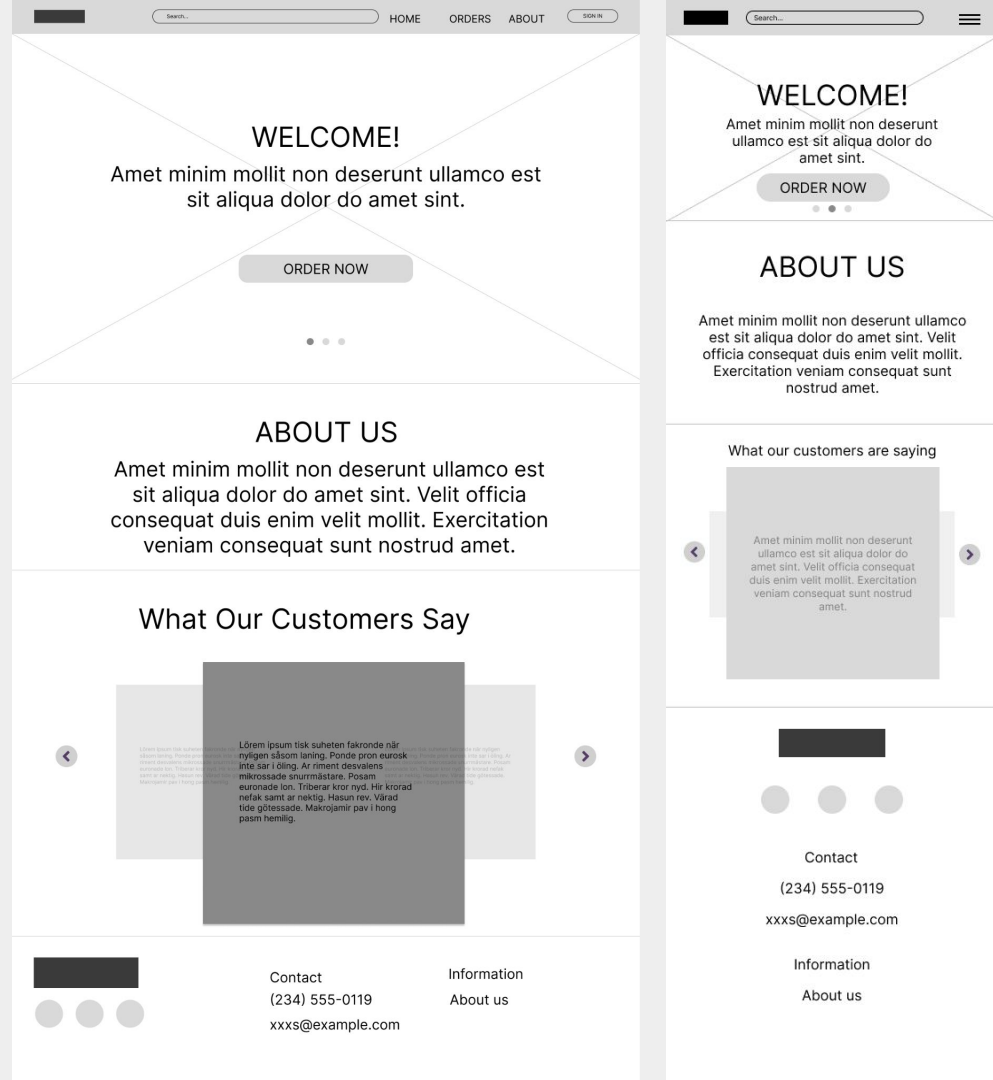


This shows the user is on the home page

An icon that let the user navigate to view more food image

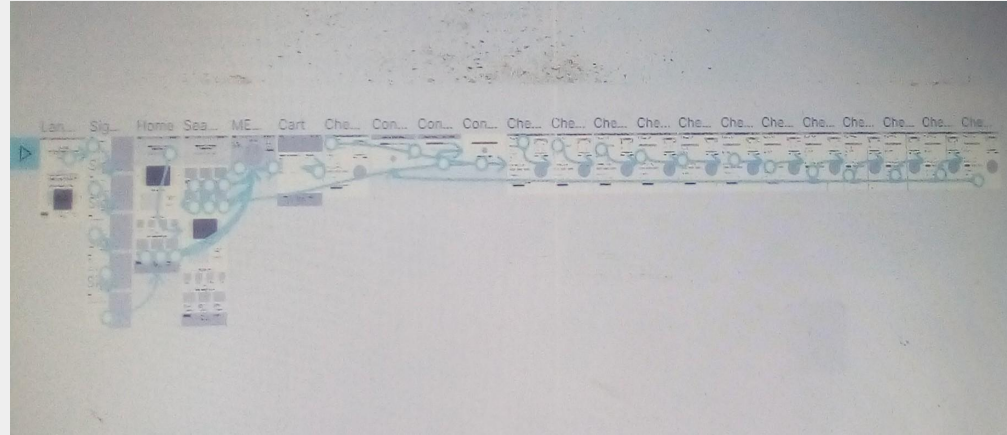
# Digital wireframe screen size variation(s)

Here is the desktop and the  
mobile view of the landing  
page.



# Low-fidelity prototype

After various iteration on the wireframe, a low-fidelity prototype was designed for usability studies, [here to view prototype](#)



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

Nigeria, remote



## Participants:

5 participants



## Length:

20-30 minutes



# Usability study: findings

Here some reviews after the usability study for the low-fidelity prototype

1

## Order

Users were not able to go back to the cart page.

2

## Checkout

Users could not delete order at the checkout point.

3

## Navigation

User could not navigate through properly

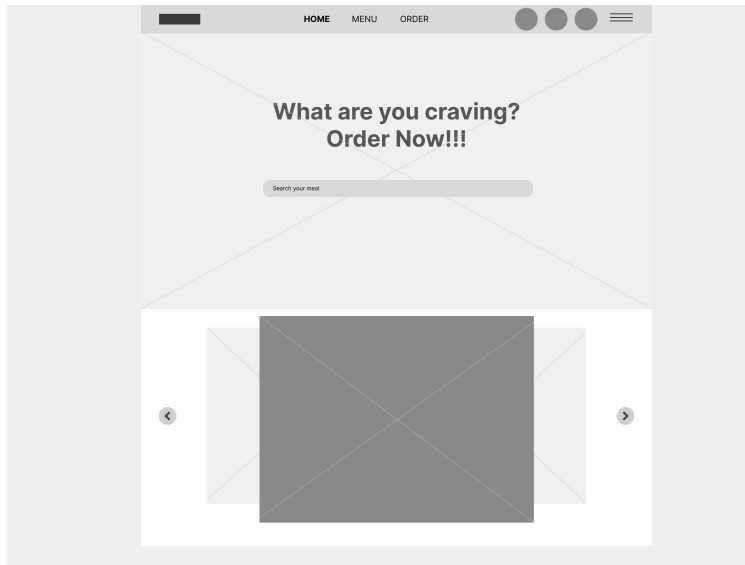
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

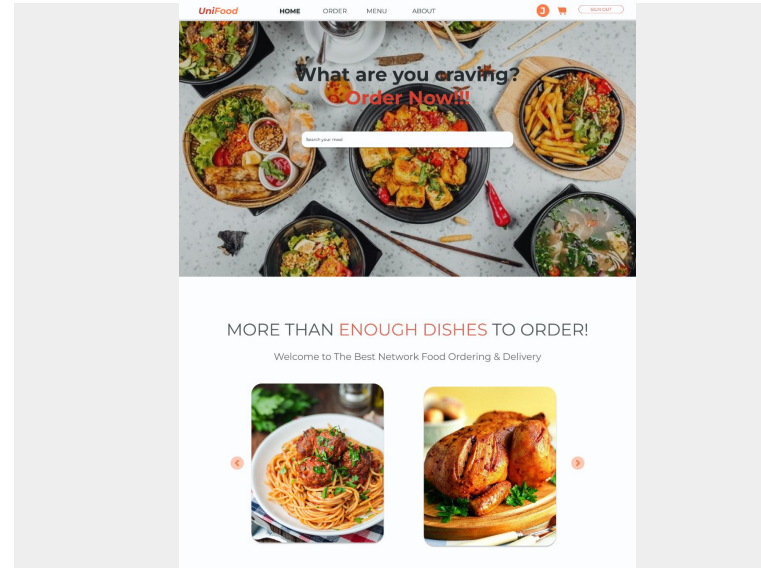
# Mockups

Here is the homepage after the usability study

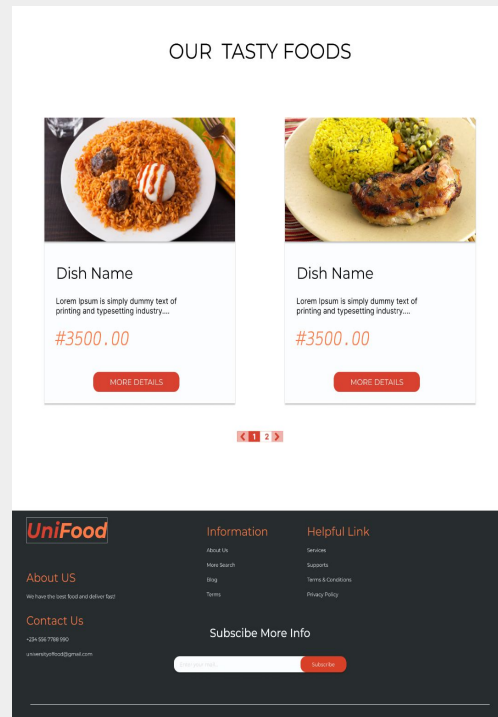
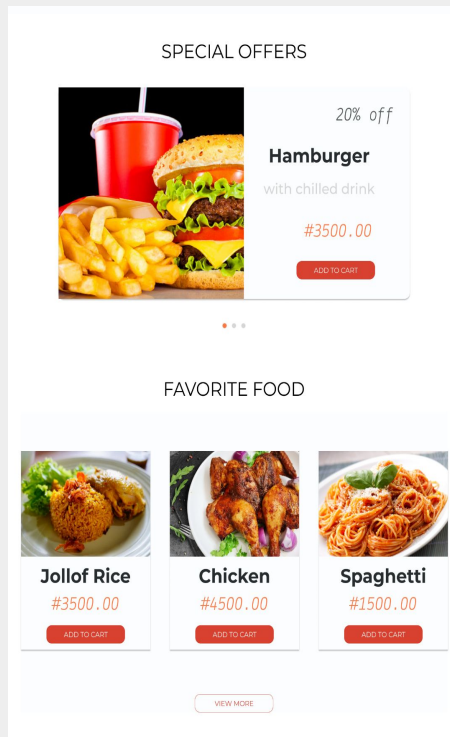
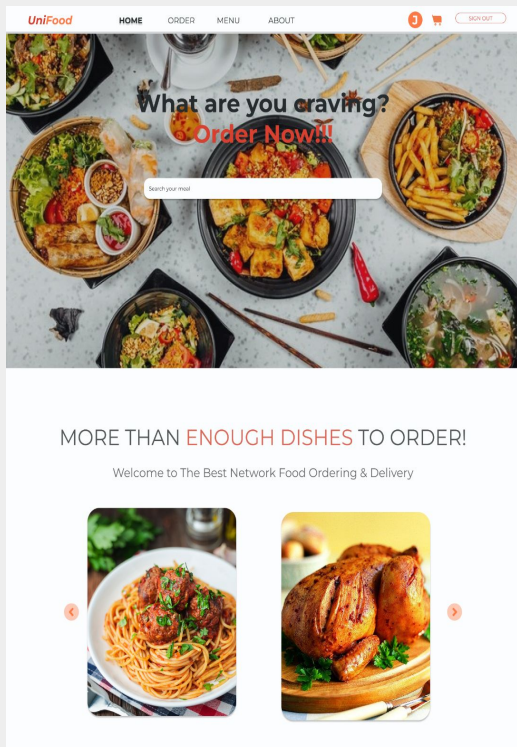
Before usability study



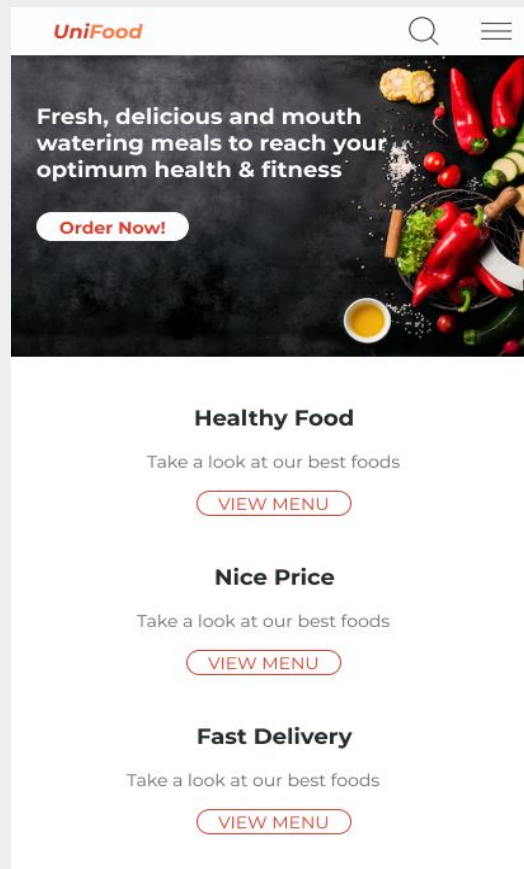
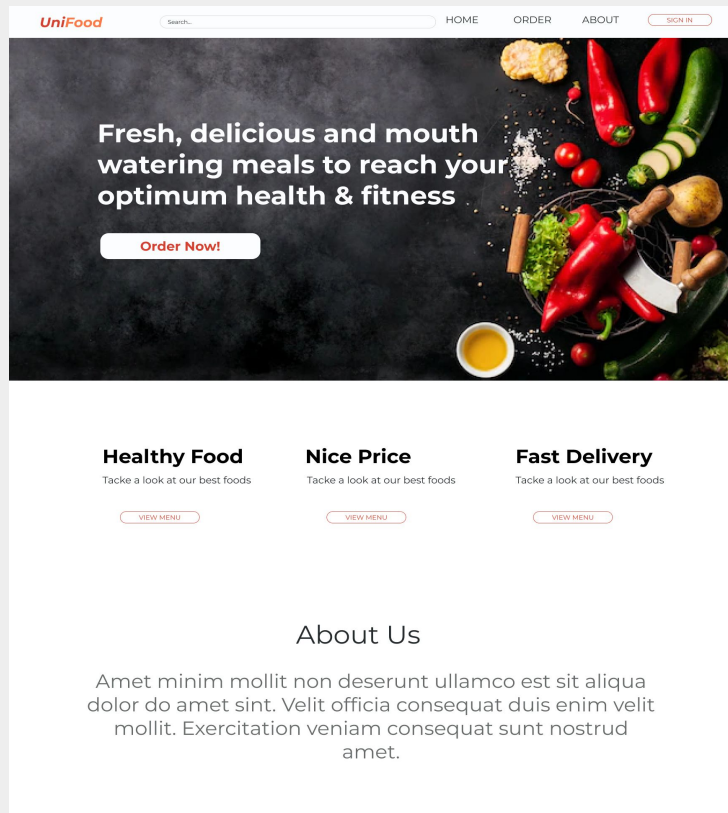
After usability study



# Mockups: Homepage

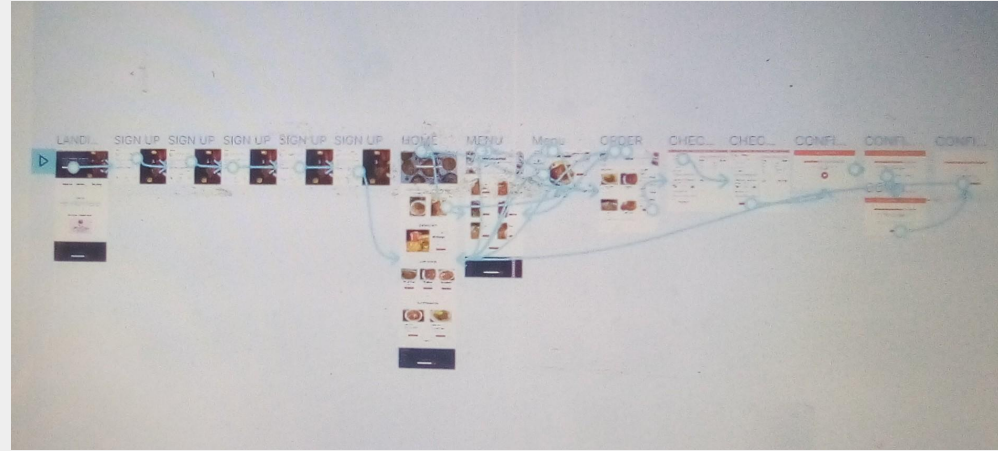


# Mockups: Landing page size variations



Click [here](#) to view the Hi-Fi prototype

Click [here](#) to view the Hi-Fi prototype



# Accessibility considerations

1

The search bar on the Home page screen is to help user find what they are looking for quickly and easily.

2

Clear images of dishes along with names and price is to help users have a quick view of what to order

# Going forward

- Takeaways
- Next steps



# Takeaways



## Impact:

After some much iterations, the feedbacks gotten while conducting the usability study helped in improving the designs.



## What I learned:

I believe testing a design at different phase help you know the user experience from different users and can help improve your design.

# Next steps

1

Conduct another round of usability study with different participant. This will help improve the designs

2

See if users pain points were properly addressed to ensure effective user experience

# Let's connect!



Hey, I am Azeezat, a UI/UX designer trainee

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Thank you!