

ZEE FOODS APP DESIGN

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Project overview



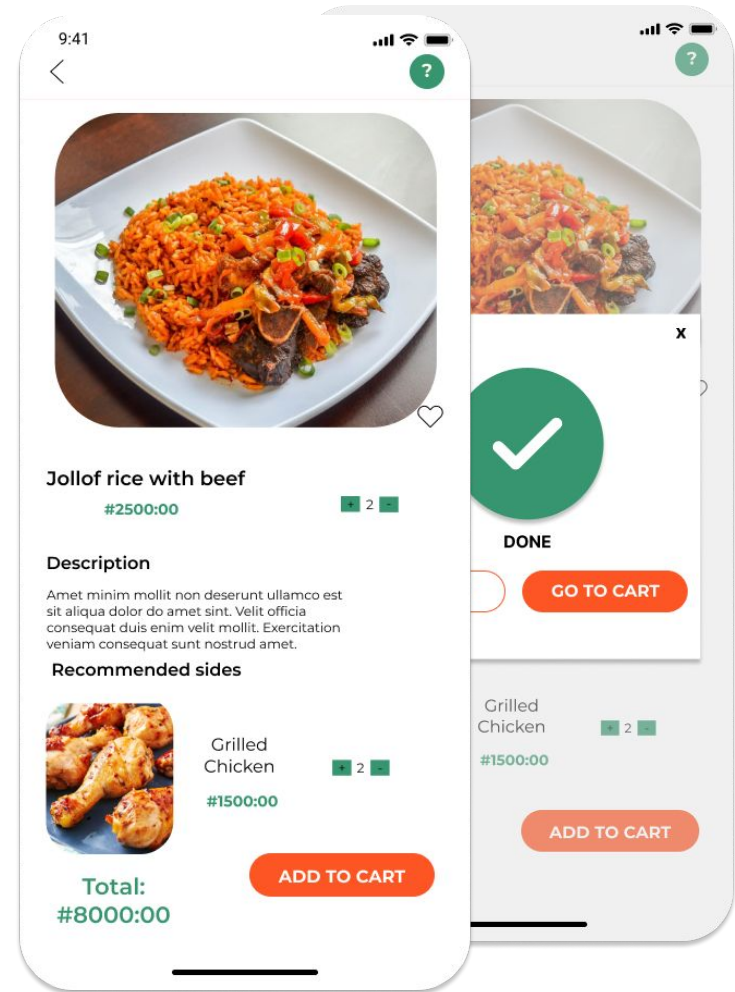
The product:

ZEE FOODS is a food ordering app that allows users order meals online through a easy and usable platform.



Project duration:

April 2022 - July 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 mobile app that makes food ordering process easy for users online.

Project overview



My role:

User Experience Researcher

UX designer



Responsibilities:

Conducting interviews and created surveys
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 user interviews with users who order food online. I searched online for existing food ordering app which gave me a better understanding of how my design will look like. Made some competitive analysis by trying competitor apps and reading app 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.

Persona:Victoria

Problem statement:

Victoria is a full-time undergraduate who wants a healthy meal after a long day at school because she wants to save more time for studying



Victoria

Age: 21

Education: University student

Hometown: Ibadan

Family: Lives in school hostel

Occupation: Full-time student

"I am always stressed during the day and I would love to eat what I am craving"

Goals

- To study hard for good grades
- To get to eat a balanced meal of your choice
- To have all needed in time

Frustrations

- "It's disappointing when you order food and wait for a long time and end up not getting one"
- "I can't even track the delivery person, like the communication is bad"

Victoria, a full-time university student always having long day lectures and after being stressed need to eat what she craves. Get a food ordering app to deliver her the food since she can't cook it and sometimes disappointed about the management system like not get any response on the food she ordered and ends up not eating.

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
TASK LIST	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
FEELING ADJECTIVE	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
IMPROVEMENT OPPORTUNITIES	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

Goal Statement

GOAL STATEMENT

Our Food order tracking app will let users Order healthy food
product (what) perform specific actions (what)

which will affect Users who work remotely
describe who the action will affect (who)

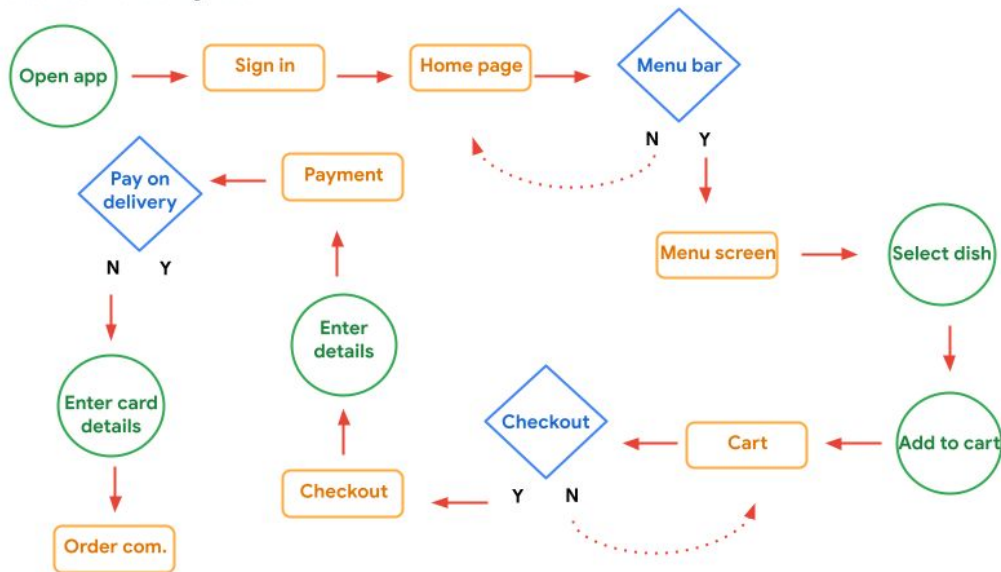
by Letting users order their food from home and get it delivered at their door step in few minutes.
describe how the action will positively affect users (why)

We will measure effectiveness by Responding to orders immediately placed through app.
describe how you will measure the impact

User Flow

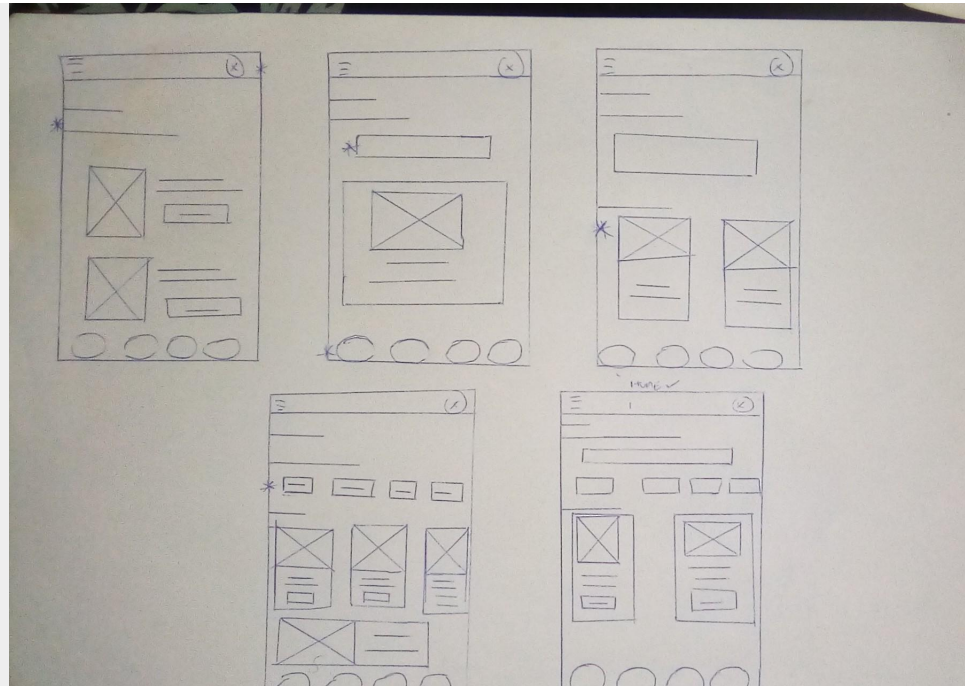
I designed a user flow to help achieve my goals of creating a usable design

User task: Ordering Food



Paper wireframes

I proceeded to sketch wireframes. After several iterations, I was able to get each screen on paper with the aim of ensuring that all necessary elements that can make the user experience easy was included

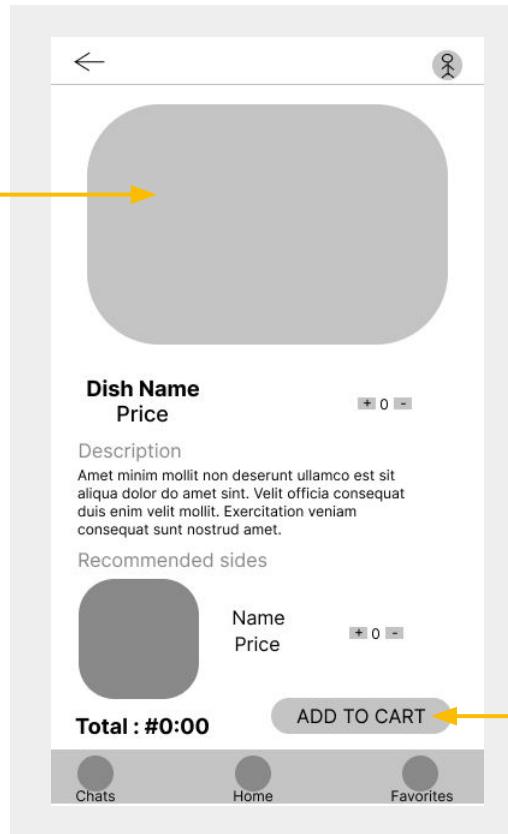


Elements of each sketch that would be used in the home digital wireframes.

Digital wireframes

Proceeded to create a digital wireframes using Figma. This represents a meal about to be ordered and includes the meal description and details

An image of the meal the user wants to order and makes the user have an idea of what to order

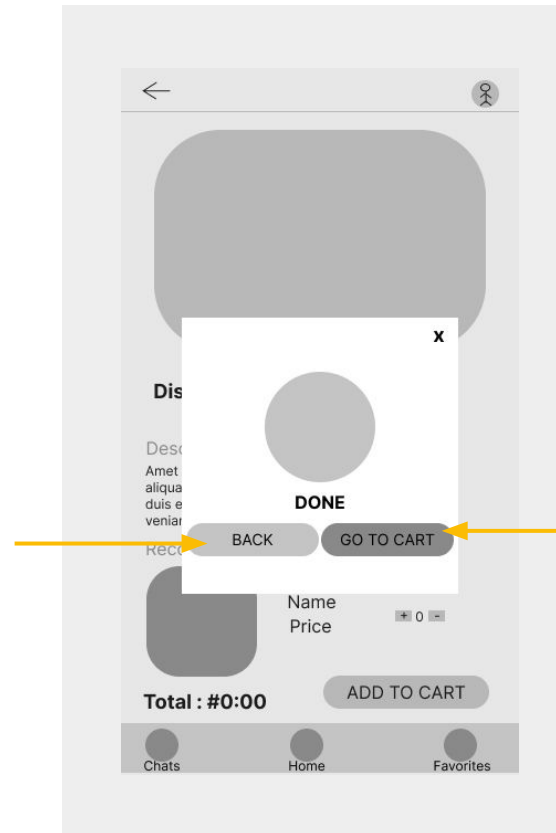


Add to Cart button, helps users to automatically add meals to be ordered

Digital wireframes

Screen showing a confirmation that an order has been added to the cart.

Back Button which return user back to the previous screen



This button makes it easier for the user to navigation to the placed order screen

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was signing up, choose a meal and place an order, so the prototype could be used in a usability study.

View the prototype [ZEE FOODS](#)



Usability study: findings

Conducted some usability study, recruited 5 participants to test the low fidelity prototype and [here](#) is the usability study findings spreadsheet Another was conducted for the High Fidelity prototype

Round 1 findings

- 1 It was observed that 4 out of 5 participants were able to navigate through the home screen conveniently
- 2 Add a button on the confirmation button that allows user to go to home page

Round 2 findings

- 1 Increase the opacity of some colours
- 2 Most of the fonts are bold
- 3 Uniform icon size

Refining the design

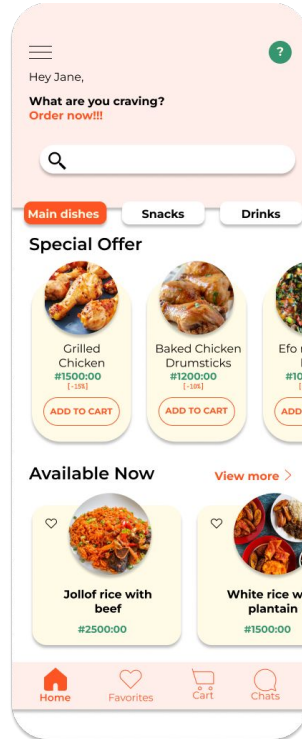
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

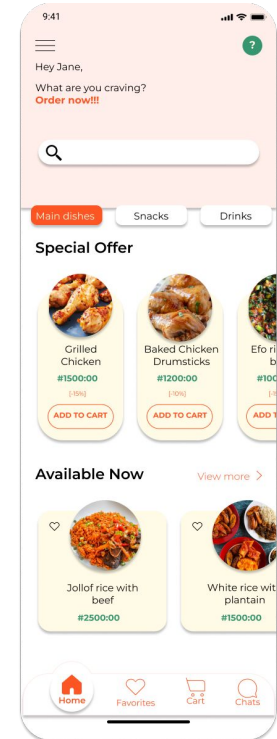
Based on the usability study findings some changes were made to improve the design.

Here, the Home screen features were spaced out to improve the visual appearance for users.

Before usability study



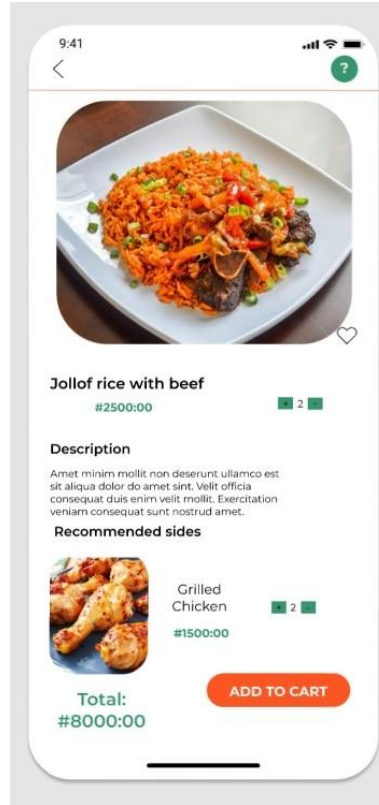
After usability study



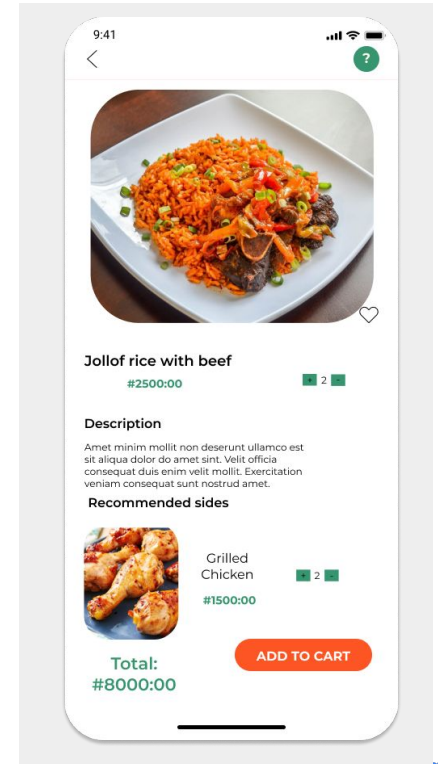
Mockups

The opacity of the line at the top was increased

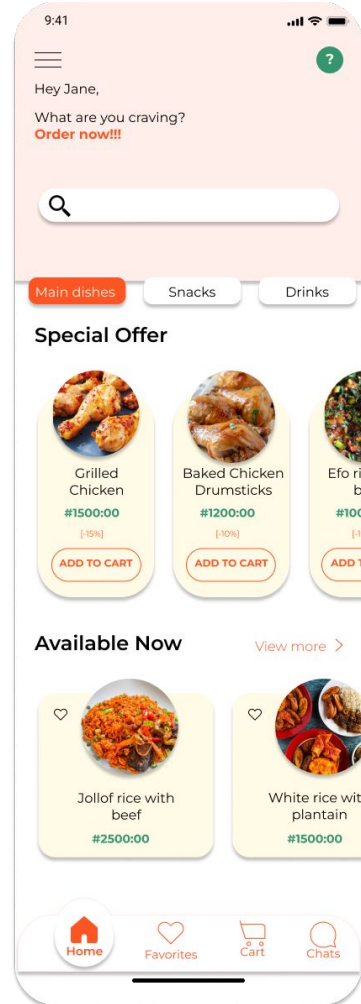
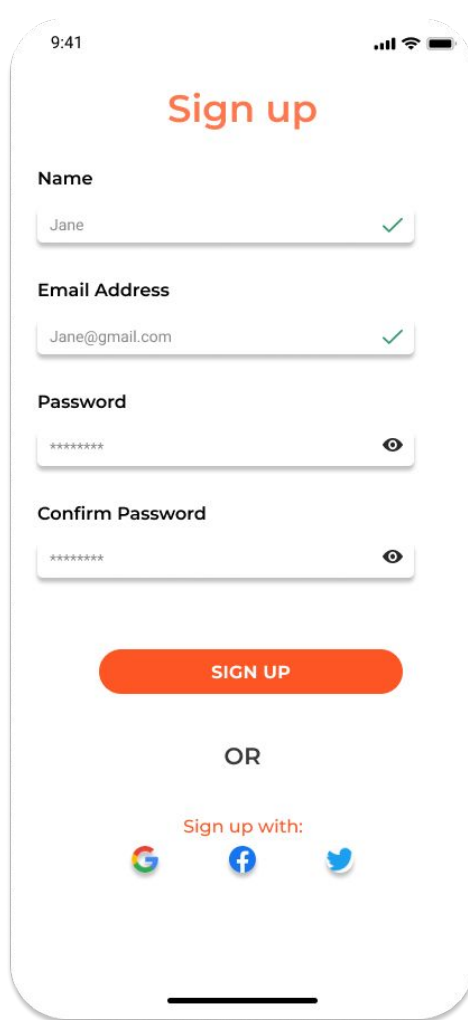
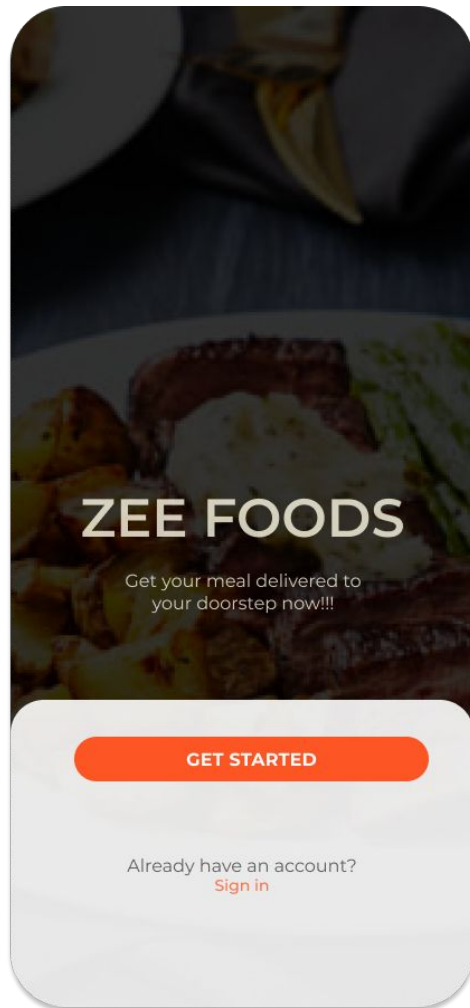
Before usability study

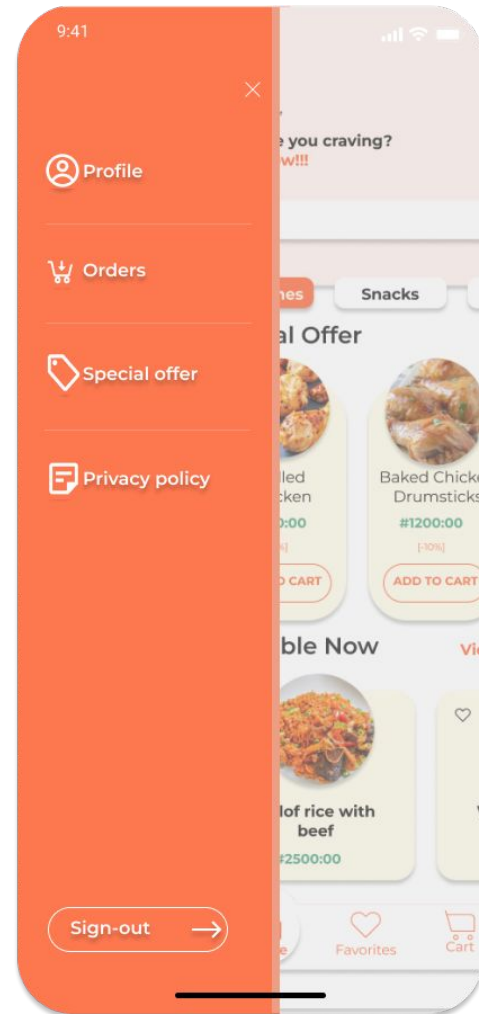
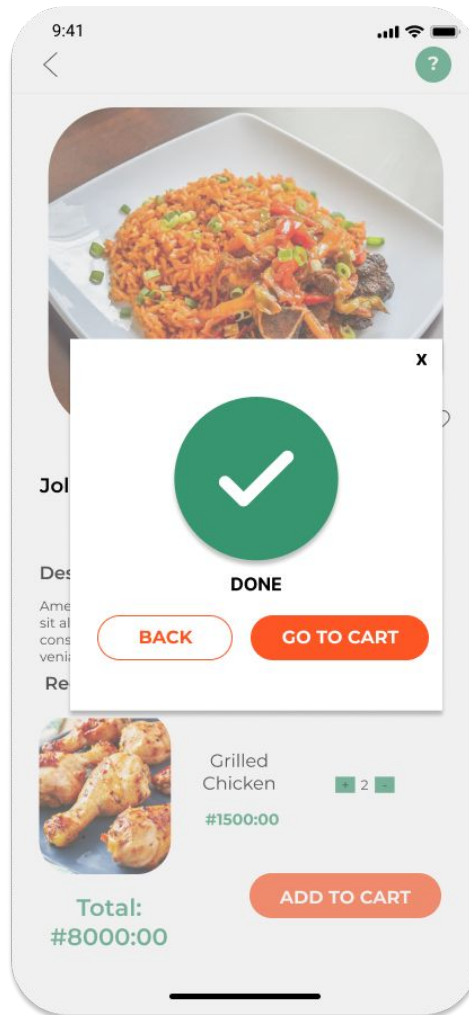
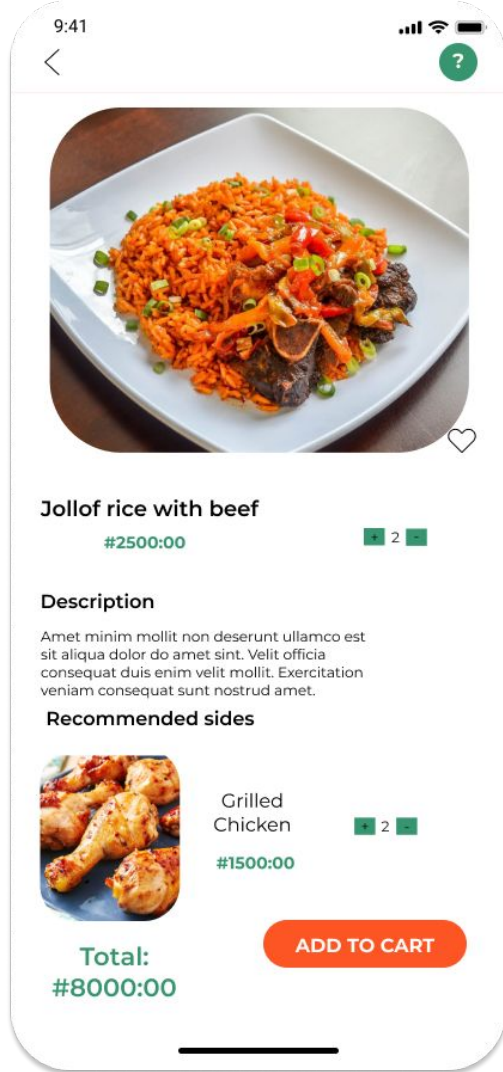


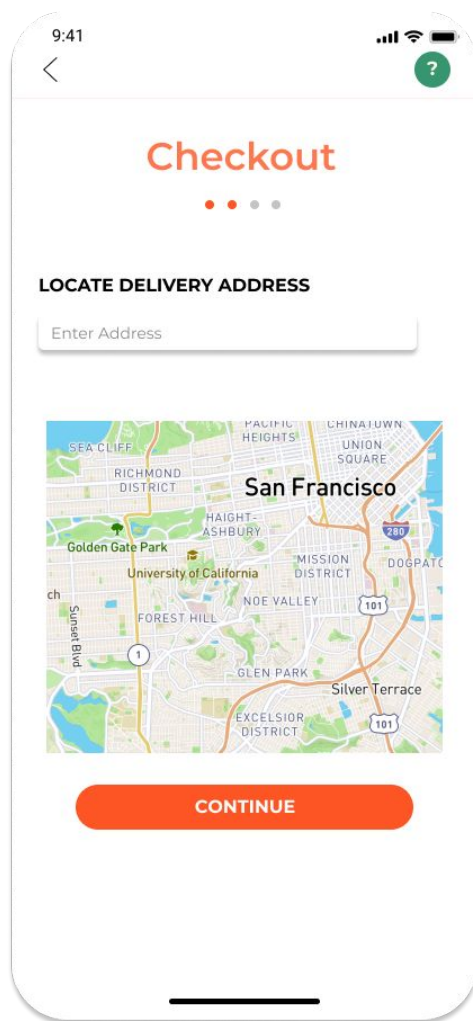
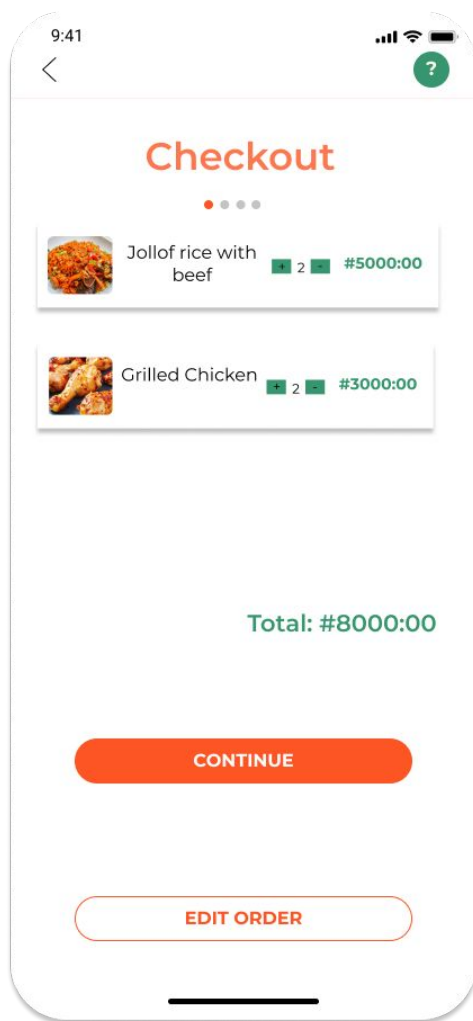
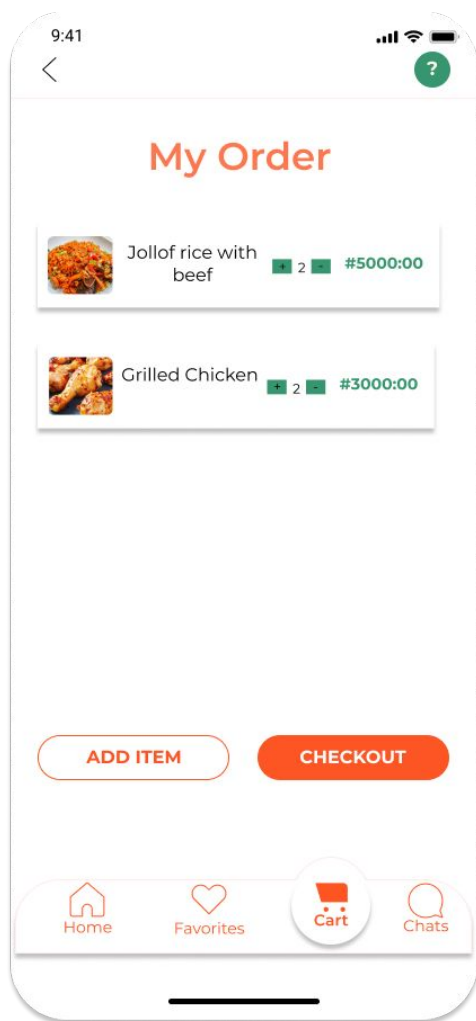
After usability study

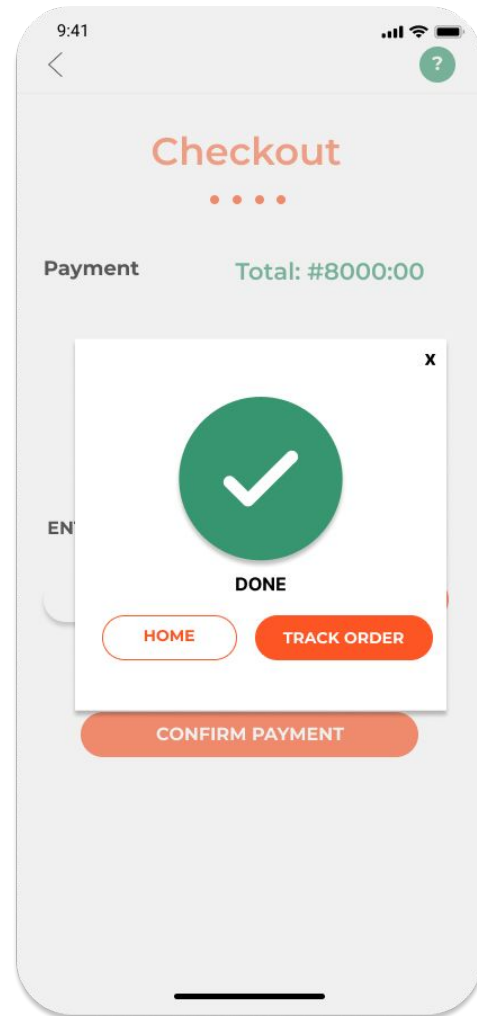
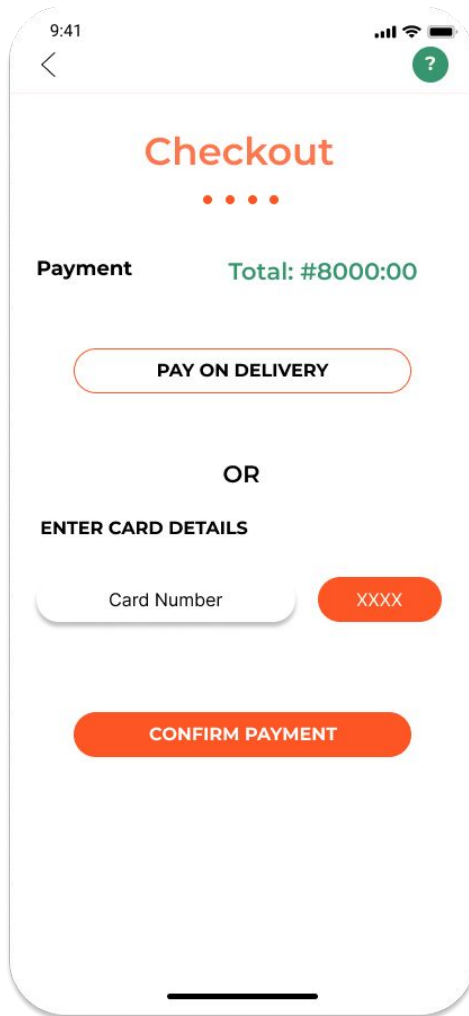
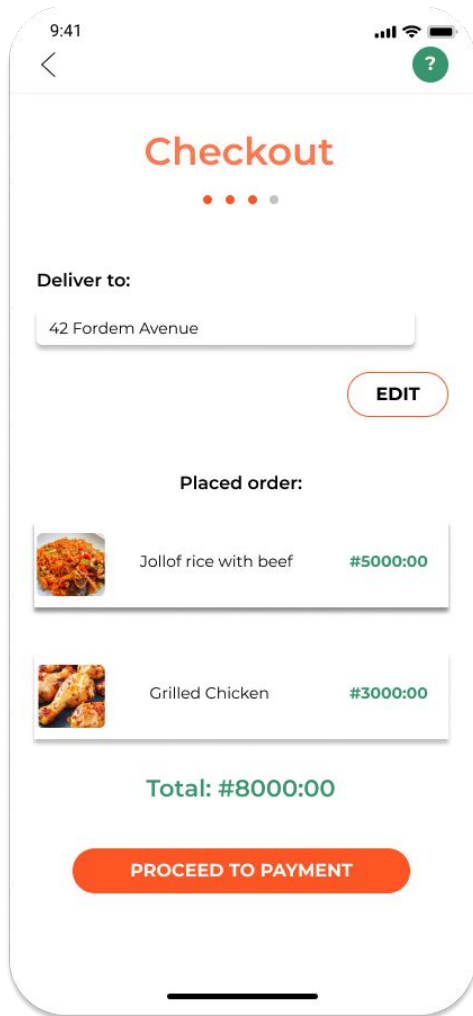


Mockups



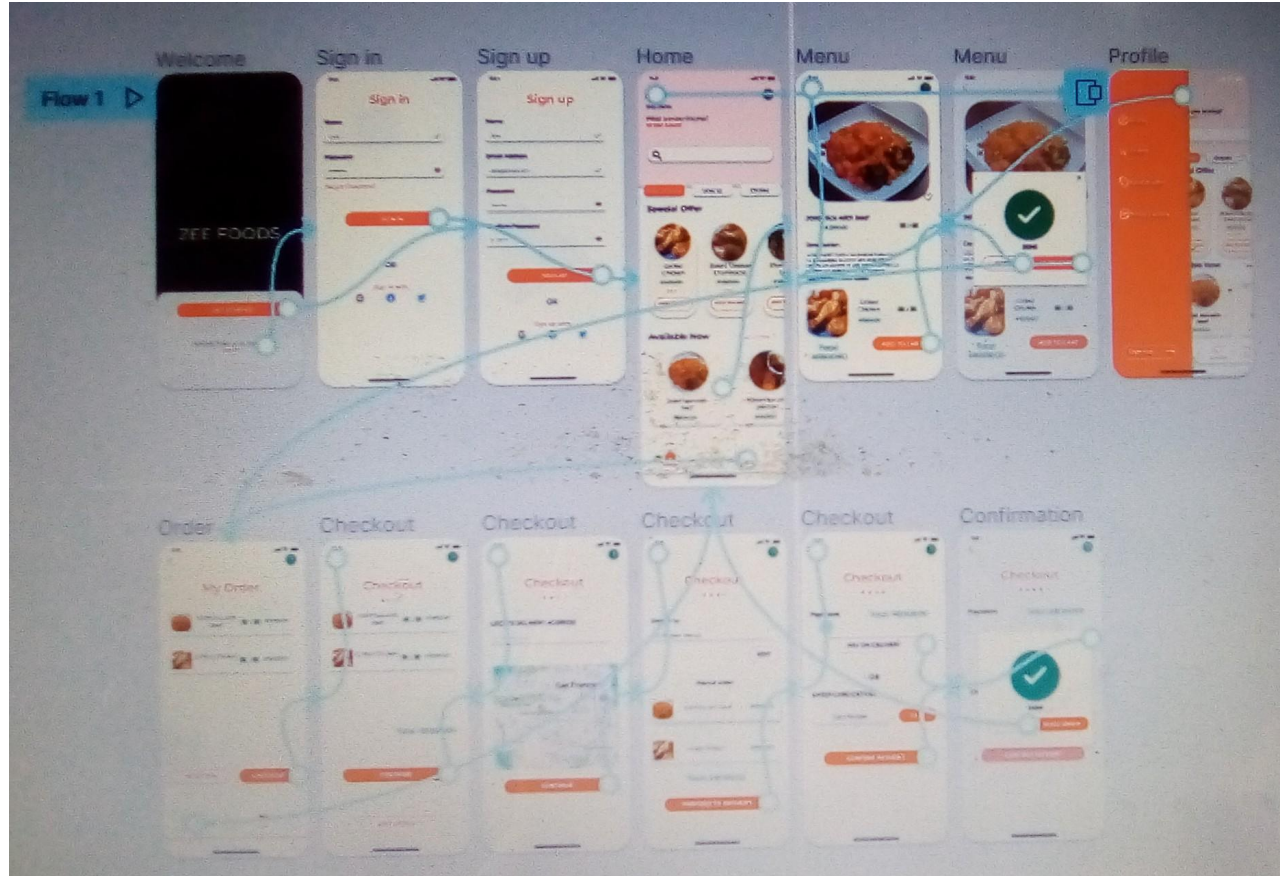






High-fidelity prototype

[Here](#) to view the high fidelity 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!