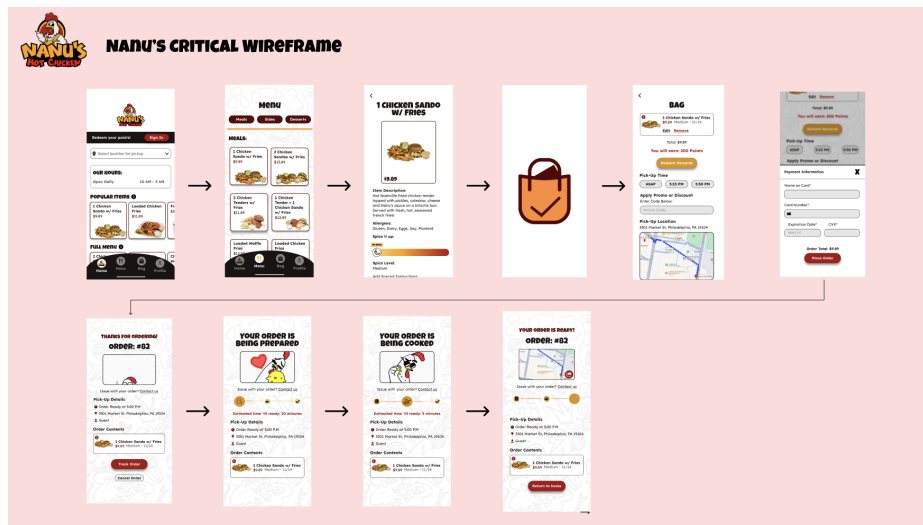


Final Case Study – Lucia Garzon

Project Genesis

- Over the course of **11 weeks**, our multidisciplinary team of designers, developers and a PM was tasked with testing and developing a **mobile app for a local food truck**.
- Nanu's Hot Chicken**, located in the heart of Drexel campus, is a food truck serving Nashville-style hot chicken to students and staff. Our team selected Nanu's because of its strong campus presence and unique appeal to Drexel's vibrant college community. By focusing on this food truck, we aimed to solve challenges related to order efficiency, pickup convenience and brand recognition.
- The **core task flow** we established and roughly followed is pictured here:



- This flow consists of selecting and customizing a food item, adding to the Bag, reviewing the Bag, paying, and then tracking the order once it is confirmed.

Design Evolution

- From design to development, the team was focused on making an app with an **efficient, intuitive ordering flow**. Though as designers we were working with a Figma app design from a different team, **we adapted well** by cleaning up file layer names, components, colors, and redesigning certain aspects of the app.

Style Guide Before & After



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LG Garzon, Lucia 2/21 3:42 PM Edited

Figma UI Changes from 2/21

New components, improved credit card flow, etc.

- Redesigned ordercontent box (in [Bag/Checkout](#), [Order Confirmation](#) pages)
- Improved credit card flow -> made this page a pop-up instead + removed map
 - [View the new flow here](#)
 - ^Basically leads to pop-up and then [new page called Bag - Place Order](#)
 - "Redeem Rewards", "Enter Card" etc. buttons have changed color in this flow
- Created [pickup-details component](#), prioritizing pickup time information
- Moved "Pick-up Time" above "Apply Promo" section in [Bag page](#)

Font Changes

- Replaced Header 2 font with new ["Body Title" text style](#) (Lexend Bold 18 pt)
 - Example: [Bag page](#)
- ["You will earn: 200 Points"](#) on Bag page -> changed to Body Title, nanus-ketchup
- ["Issue with your order? Contact us"](#) on Tracking pages -> changed to Body Text
- ["Estimated time 'til ready: 10 minutes"](#) on Tracking pages -> changed color to nanus-ketchup

LG Garzon, Lucia Yesterday 2:38 PM Edited

User Testing Links Final Week

Tuesday

1:00PM Emma (Jordan, Lucia): <https://us04web.zoom.us/j/76509920296?pwd=NN1ZM9dnsxhsqENboMEcLtgAE8re7q.1>

Wednesday

10:00AM Maria (Omisha, Jordan): <https://us05web.zoom.us/j/82895256971?pwd=kDW8pMi7CrhKxIbnS0IfgVsPIT36V5.1>

10:30AM Vidhi (Lucia, Omisha): <https://us05web.zoom.us/j/89458913040?pwd=7tMVC2rOZDMaVQAwmOKDGG8O41IiT.1>

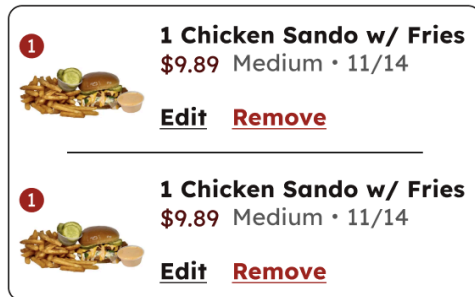
Thursday

10:30AM Valerie (Lucia, Omisha): <https://drexel.zoom.us/j/82061446341>

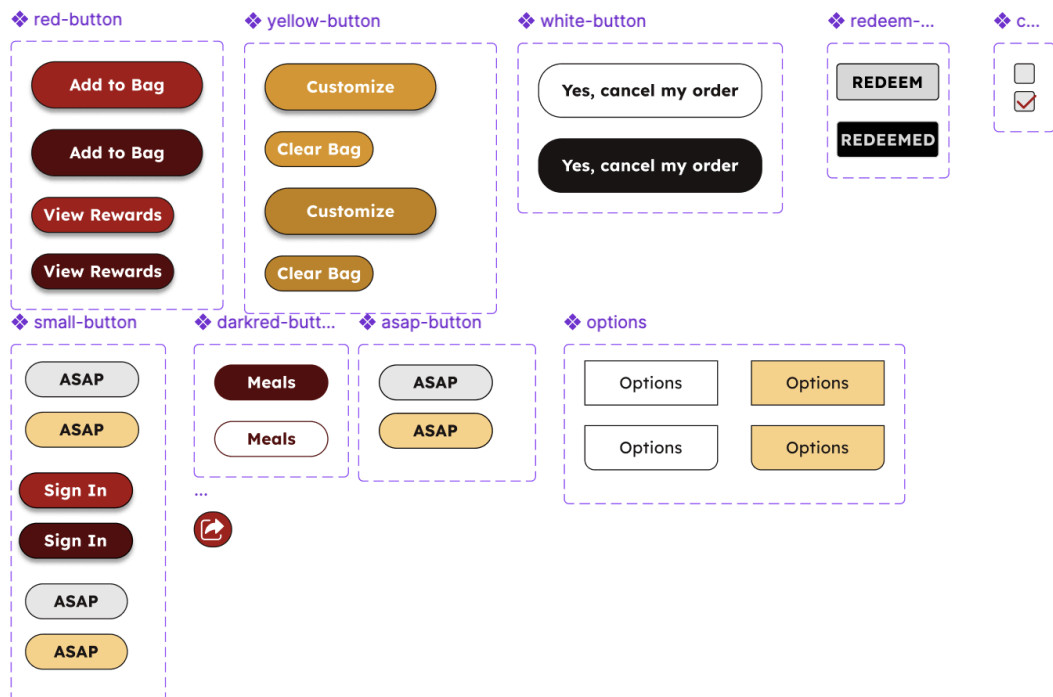
5:30PM Rose (Lucia, Jordan): <https://drexel.zoom.us/j/84748898917>

Alpha Changes

- As we approached submitting our Alpha in week 6, we had a lot of changes we wanted to make based on the remote usability testing sessions we conducted. I organized the feedback from users into our Figma file and linked suggestions from users to actual tasks for our designers and devs to consider.

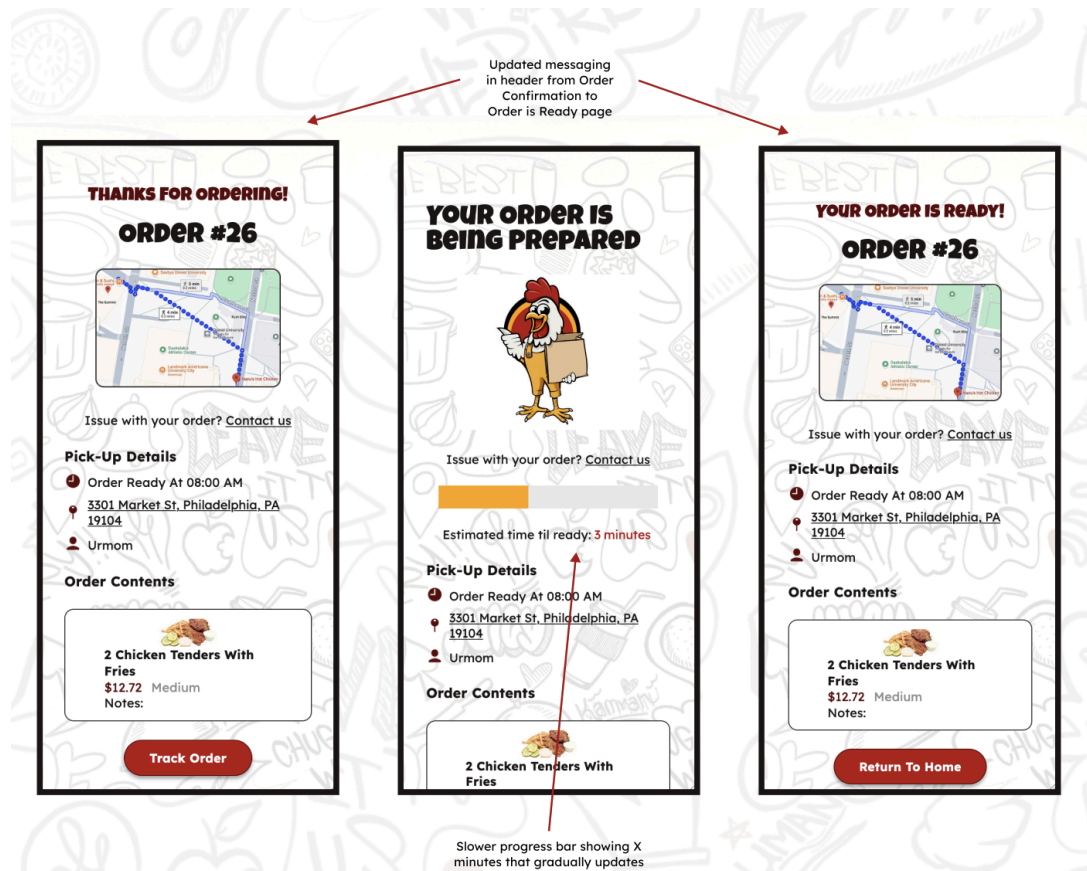


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● Final Changes

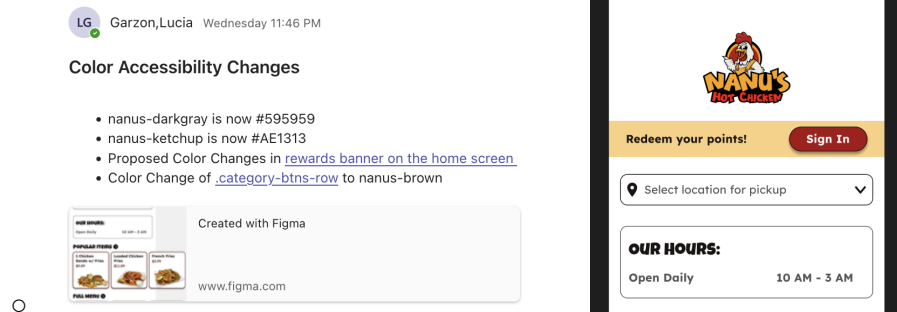
- Changes for the Final prototype ranged from feedback from users and the professor, to accessibility changes we noticed near the end stages of review that would enhance readability.
- Feedback from the users for our final prototype included **making the tracking pages more clear**. In its then state these pages had the same message from before and after tracking, and had a progress bar that proceeded to the final screen too quickly for users. In fact, from one round of testing **60% of users found tracking their order status to be challenging**.
- With callouts like “The Order tracking and Order confirmation are very similar” we resolved to fix this by improving the **progress bar animation** to last more time and updating the **messaging** at the different tracking screens.



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- As for advice from the professor, in our last class of the term we received feedback for **little changes** to make that would **greatly impact the user experience**. Because of these suggestions—like being able to **order more than one item**, having a map link to actual directions, and **requiring the user to sign in** before ordering—that we ended up implementing in the final, our prototype acted and responded like a real app in crucial ways.

Paul Feedback 3/13

- have a selected state for pickup time button
- "enter card" button cannot go to "place order" unless the details are filled out
- any map should link to google maps url
- "apple card" button should change to "place order" when pressed
- "cancel order" should delete the order
 - maybe send to home page
- the order number should be generated from the ID
- "jane doe" should reflect the person's name who signed in
- have the final tracking page have a diff message, "Your order is ready!" at the top
 - pending page in btwn?
- show more than one item ordered
- profile page has to display a page when clicked
 - doesn't have to work besides displaying the recent order
-
- With the final prototype almost done I conducted an **accessibility review** of the prototype. Some **minor changes** to certain colors and sections were needed to **improve contrast** and readability. I made sure to communicate these last minute changes to the developer team, and there was enough time luckily to apply them.

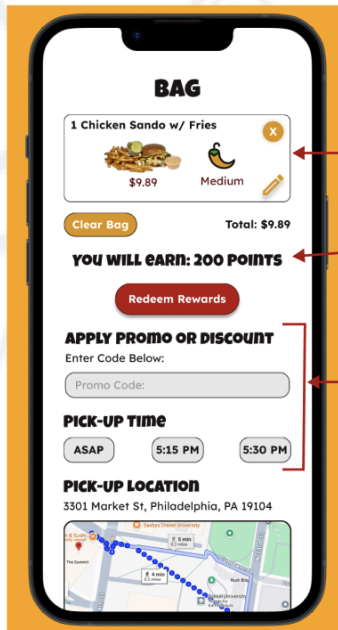


Technical Challenges

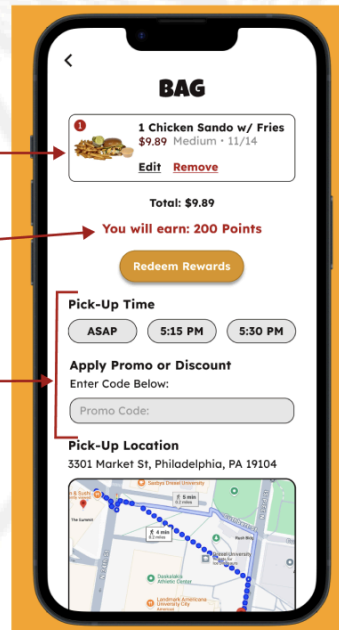
- **UX Challenges**
- Early on in our prototype, **our design was lacking** in terms of typography, spacing and organization. Some feedback we got during user testing was:
 - *Item checkout box wasn't cohesive and could be better at readability*
 - *You have good colors, you just don't utilize them, making the pages kinda boring.*
 - *Maybe focus on the text hierarchy, like changing the weight of them to clearly separate the headers.*
- As a result, I turned these insights into action by meeting with our UI designer Jordan and resolving to do 2 things.
 - First, reevaluate the text/font hierarchy through color, size, and changing header font in key areas.
 - And second, redesign item checkout box for readability/cohesiveness.
- For the first problem we used the biggest header we had for too many areas, creating strain and confusion in the user on what they should be prioritizing. We resolved this by replacing our blocky Header 2 font with a **new style called "Body Title"** (Lexend Bold 18 pt). To enhance visual interest we also changed the color of some titles to distinguish them against the pure white our app design tends to lean on.
- For the second problem, we were working with the initial design of the **ordercontent box** in the Bag that admittedly could use refinement in UI. As one user pointed out, having the image of the item and its spice shouldn't be the same hierarchy—**the design was awkward**. We fixed this by referencing real-world UI and **shifting around information to have a better sense of hierarchy**.
- The changes for both of these issues are pictured below. As a result, **users had an easier time** reviewing the Bag and Order Confirmation pages which are crucial to our task flow.

CHANGES IN BAG:

Before:



After:



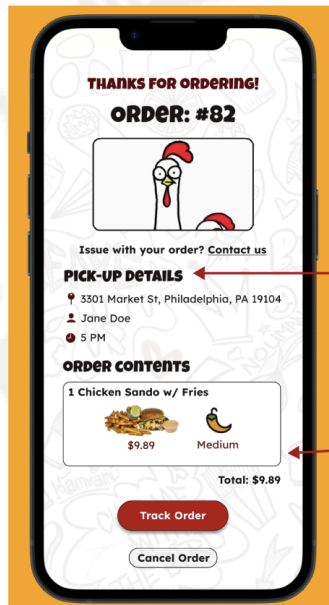
Content box redesign

Rewards button, font, color change

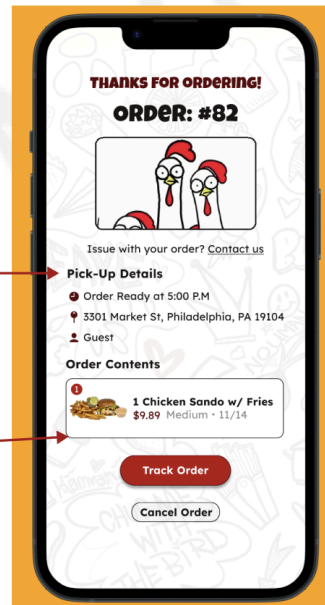
Content Hierarchy change

CHANGES IN ORDER CONFIRMATION:

Before:



After:



Font changes

Content box redesign

Project Insights

- The project management strategies of this team that I used in particular involved using **Microsoft Teams** to give updates, delegate tasks and submit assignments, **Figma** to work on designs, and **Microsoft Forms, Word and Sharepoint** to collect and share data from user testing sessions.

- As a team we were used to **communicating at least once a week** as a whole, and working more closely with people in similar roles. I usually met with Jordan a few days after class and we would get straight to working on the design tasks for the week together. In the later weeks as a team, we held **meetings on Mondays** around 5PM in order to review the tasks for the week and bring up possible blockers or questions.
- Though I was used to communicating more frequently with my team in the last term, I still feel **we were successful as a team** in dividing tasks, supporting each other, and being upfront whenever anyone had any questions to ask.

Learning Outcomes

- I would say a key lesson I learned is the importance of scheduling, obviously, but more importantly **the power of keeping your team updated** and being sure to **use the right tools when doing so**.
- You could be the busiest worker, but if you aren't communicating the changes you are making well enough, you may have less than professional results to show for your team's progress as a designer. All in all to say, **I learned the importance of organization more thoroughly in this class**, as there was more responsibility this time in taking our design from Figma to actual code.
- I'm cognizant of the ways I can be more organized and **plan to apply what I've learned** in future projects.