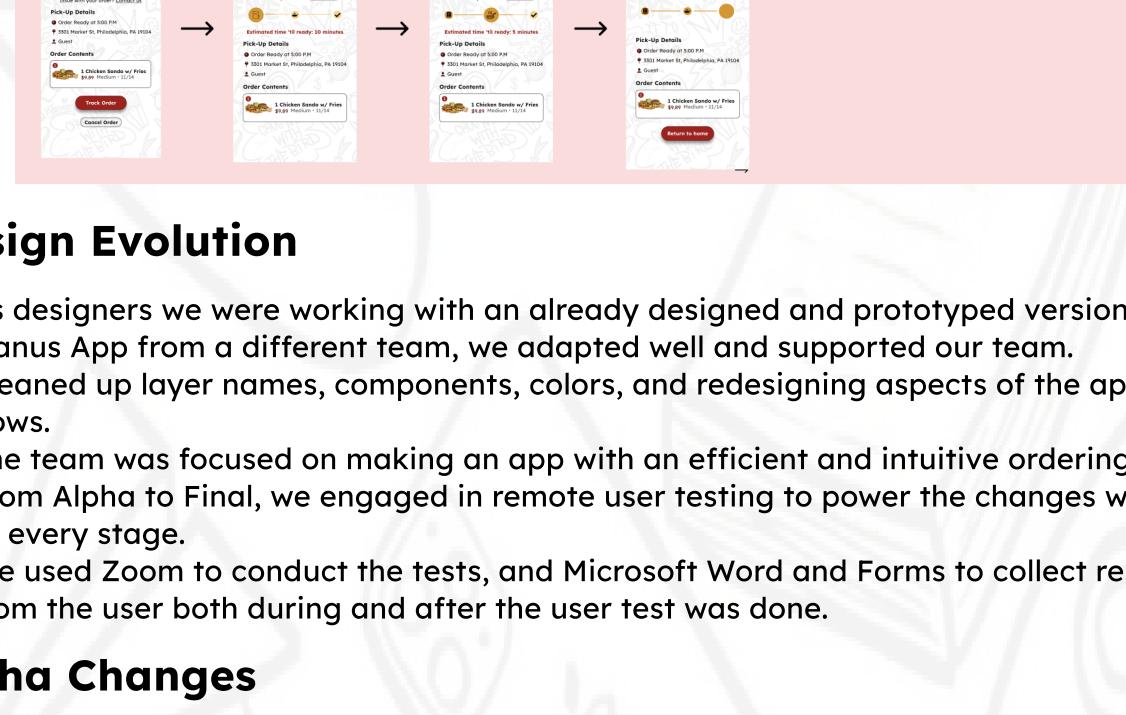


NANUS CASE STUDY

Jordan Mazer

Project Genesis

- Our multi-function team of designers, developers and project manager, was tasked with developing and testing a mobile app for a local food truck.
- Our team selected Nanu's because we had all come from previous Nanu's groups which we were all familiar with.
- We aimed to solve challenges related to order efficiency, pickup convenience, and brand recognition.
- The main task flow we established and adapted is pictured here:
 - The flow consists of browsing the menu, selecting and customizing a food item, adding to the Bag, reviewing the Bag, paying, and tracking the order once it is confirmed.

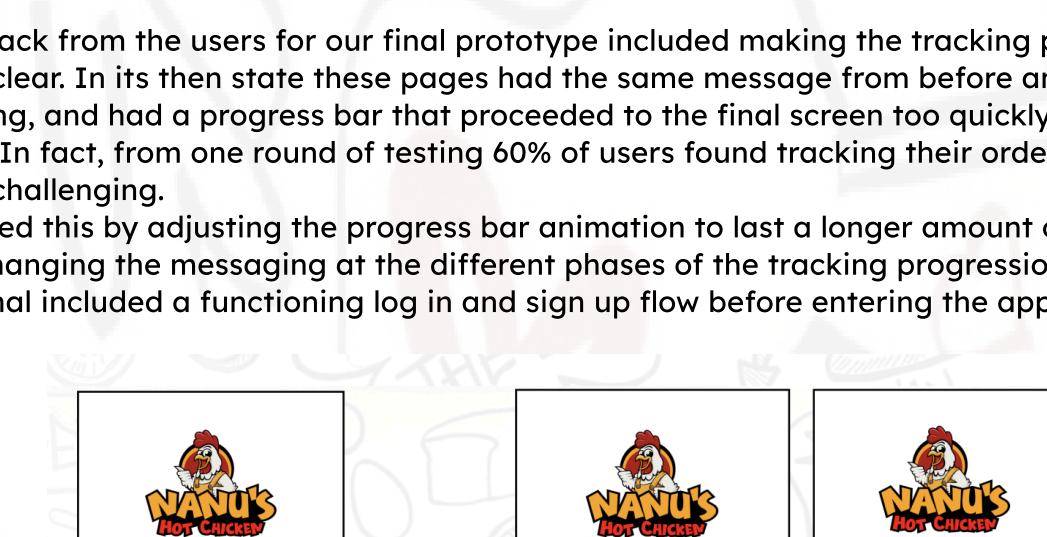


Design Evolution

- As designers we were working with an already designed and prototyped version of the Nanus App from a different team, we adapted well and supported our team.
- Cleaned up layer names, components, colors, and redesigning aspects of the app and flows.
- The team was focused on making an app with an efficient and intuitive ordering flow.
- From Alpha to Final, we engaged in remote user testing to power the changes we made at every stage.
- We used Zoom to conduct the tests, and Microsoft Word and Forms to collect responses from the user both during and after the user test was done.

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.
- There was a lot of design feedback from users at this stage, as we were still refining the style and organization of our prototype.
- Alpha was tough to make changes for components and flow since our devs were still getting things together and we did not want to overwork them.
- We updated some cards, fixed typography and hierarchy issues, and began looking into the checkout flow.



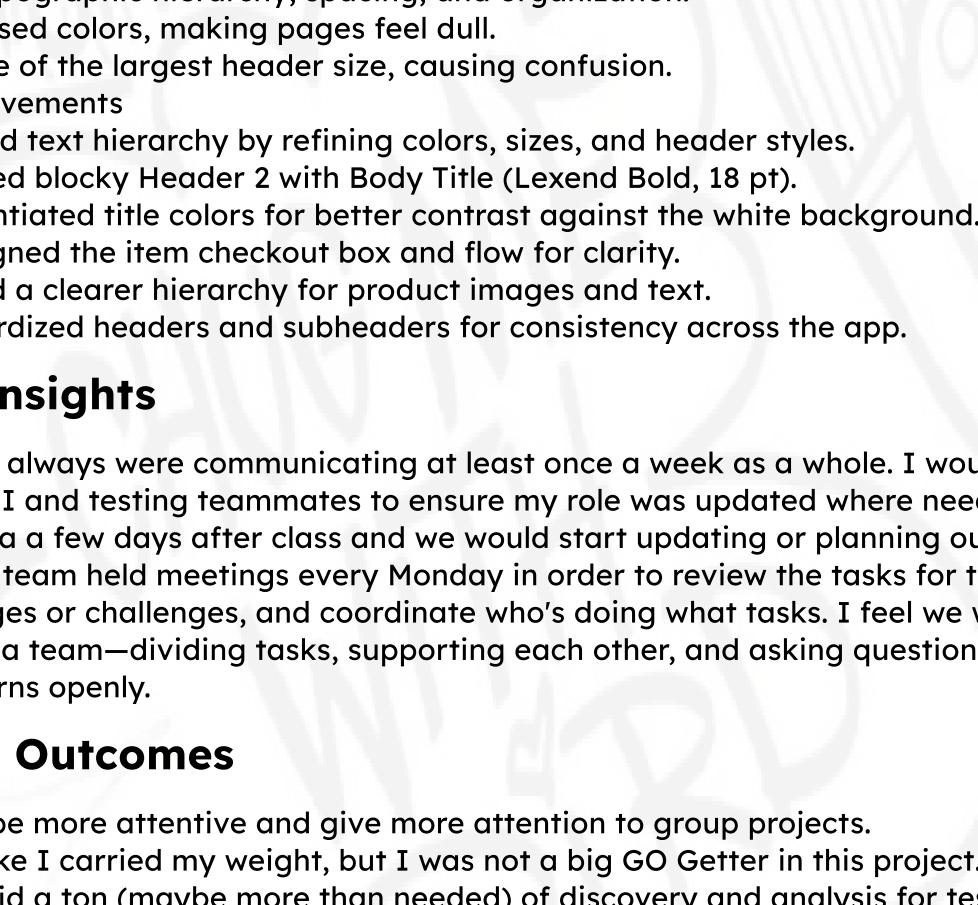
Beta Changes

- With a lot of changes addressed in our Alpha, there were less immediate elements to work on as designers.
- Some changes we made during beta were
 - Adding variant of ordercontent box for instances of multiple items ordered
 - Updating buttons to be consistent in rounding and padding.



Final Changes

- 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.
- We fixed this by adjusting the progress bar animation to last a longer amount of time and changing the messaging at the different phases of the tracking progression
- The final included a functioning log in and sign up flow before entering the app



Technical Difficulties

- Initial Issues
 - Poor typographic hierarchy, spacing, and organization.
 - Underused colors, making pages feel dull.
 - Overuse of the largest header size, causing confusion.

- Key Improvements
 - Adjusted text hierarchy by refining colors, sizes, and header styles.
 - Replaced blocky Header 2 with Body Title (Lexend Bold, 18 pt).
 - Differentiated title colors for better contrast against the white background.
 - Redesigned the item checkout box and flow for clarity.
 - Created a clearer hierarchy for product images and text.
 - Standardized headers and subheaders for consistency across the app.

Project Insights

- I need to be more attentive and give more attention to group projects.
- I do feel like I carried my weight, but I was not a big GO Getter in this project.
 - Lucia did a ton (maybe more than needed) of discovery and analysis for testing.
 - Sorting changes and outcomes of calls for us to both work on changes.
 - Though I was not asked to input here, I probably could have done some of it too and provided more of a helping hand
- Communication was strong, definitely always could be better. Team would discuss problems and opportunities and we would tackle them.

Learning Outcomes

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