

# NC-Cafe App Design

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Himank Jha

# Project overview



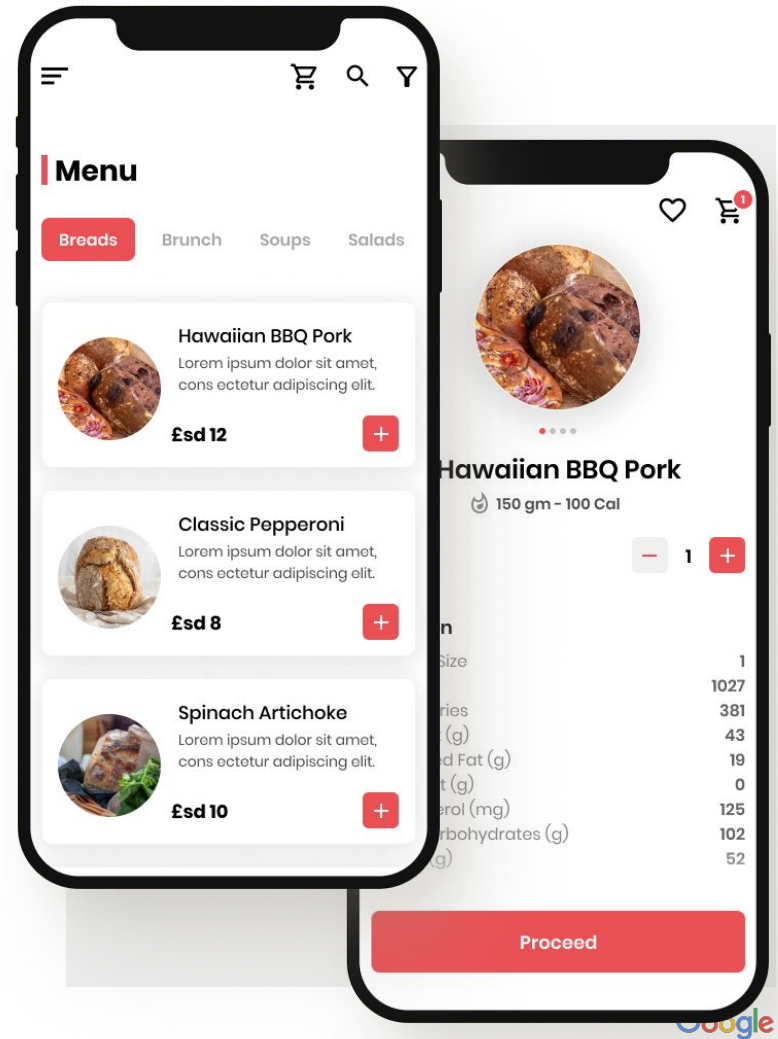
## The product:

NC-Cafe app is a food ordering app with a purpose to offer a smooth food ordering experience and swift delivery. The app offers a wide variety of menu and all the details related to meals.



## Project duration:

27 May 2021



# Project overview



## The problem:

Time consuming order process for busy workers and lack of nutritional details of a meal



## The goal:

Swift delivery for busy workers and nutrition details of the meal for the user to choose the best option.

# Project overview



## My role:

UX designer designing NC-Cafe app for users



## Responsibilities:

Conducting interviews, 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 interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was busy workers with hectic schedules and users who are strict about nutritional intake in each meal.

# User research: pain points

1

## Lack of time

Busy workers with hectic schedules need to order quickly and need swift delivery

2

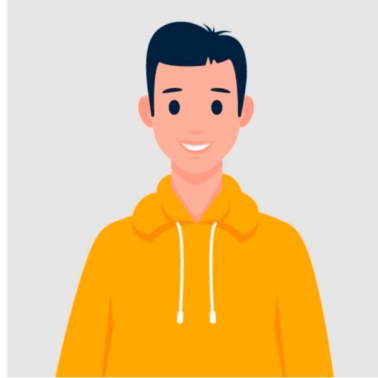
## Pain point

Users with strict nutrition diet need the nutritional details of the meal

# Persona: Name

## Problem statement:

Josh is a user hectic working schedule who needs to order a meal quickly and needs swift order delivery because any delay in order might hamper his schedule.



**Josh Mathew**

**Age:** 25  
**Education:** Masters in Physics  
**Hometown:** Boone, North Carolina  
**Family:** Lives alone  
**Occupation:** Physics professor

*“Due to hectic schedule, I would appreciate a food delivery without delay ”*

## Goals

- To obtain food delivery accurately on intended time to manage my workplace priorities without any delay
- Early intimation in case of expected delay in order

## Frustrations

- The actual time of food delivery is often more than estimated time while placing order.
- This majorly impacts managing a hectic schedule.

Josh is a professor at University with serious work dependencies and scarce leisure time. Hence he cannot afford any delays in food delivery when needed in a specific interval of time. It's frustrating when food delivery time often exceeds the estimated time which leads in further mismanagement.



# User journey map

Mapping Josh's user journey revealed how helpful it would be for users to have access to NC-Cafe App.

## Persona: Josh Mathew

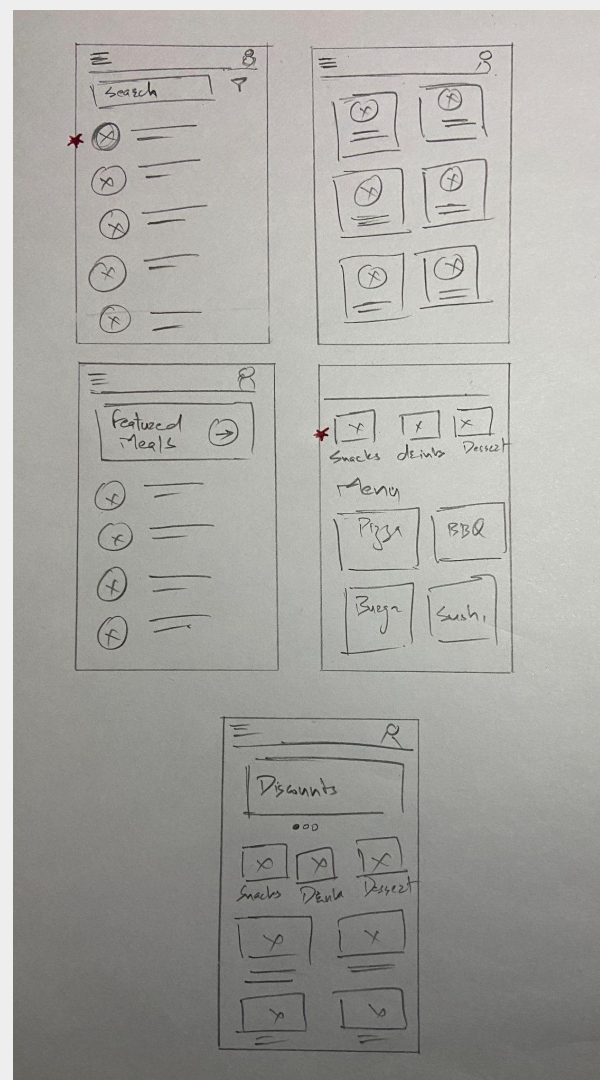
Goal: On time food delivery via app

ACTION	Download App	Set Location	Choose meal options	Place order	Track delivery
TASK LIST	Tasks A. Download app B. Configure account details	Tasks A. Set current location B. Check nearby locations to choose early delivery options	Tasks A. Browse menu B. Select suitable meal	Tasks A. Confirm order details B. Execute payment	Tasks A. Track the progress(Eg. Meal cooked, picked up etc.) B. Confirm the order when received
FEELING ADJECTIVE	Excited to place order	Annoying that the location detected in not accurate  Does not allow to add custom location	Pleased to see meal images with precise details	Smooth payment process	Frustrated that the estimated time is not certain and there is no real-time customer support
IMPROVEMENT OPPORTUNITIES	To fetch account details via Social user accounts	Provision to add custom address and app should detect as accurate as possible	Ratings and Popularity can be really helpful	Save payment options for a quick checkout which could be really helpful in repetitive orders	Real-time customer support to update order status. Early intimation in case of any delay can be helpful.



# Paper wireframes

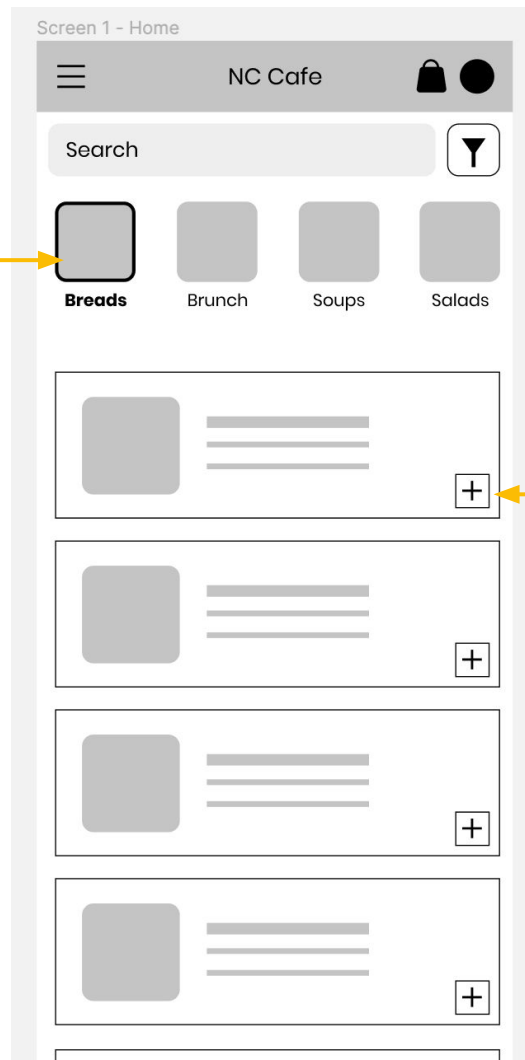
Created these paper wireframes with an idea to explore the pain points of the user. Here are few variations of designing the menu screen for NC Cafe app



# Digital wireframes

Being in the initial design phase, I ensured to focus on base screen designs on feedback and findings from the user research.

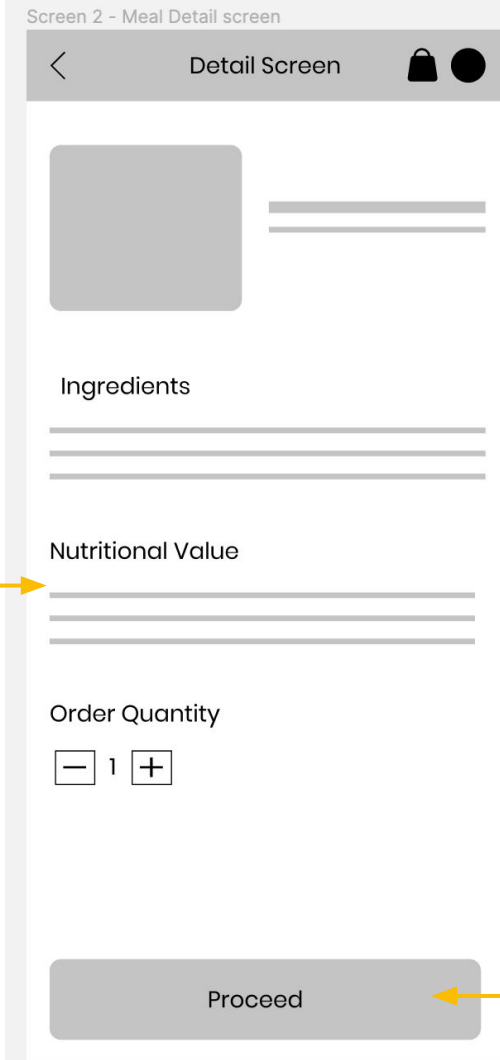
Menu for the user to distinguish between the types of meals



# Digital wireframes

[Your notes about goals and  
thought process]

This area  
describes on  
the nutritional  
details of a  
meal



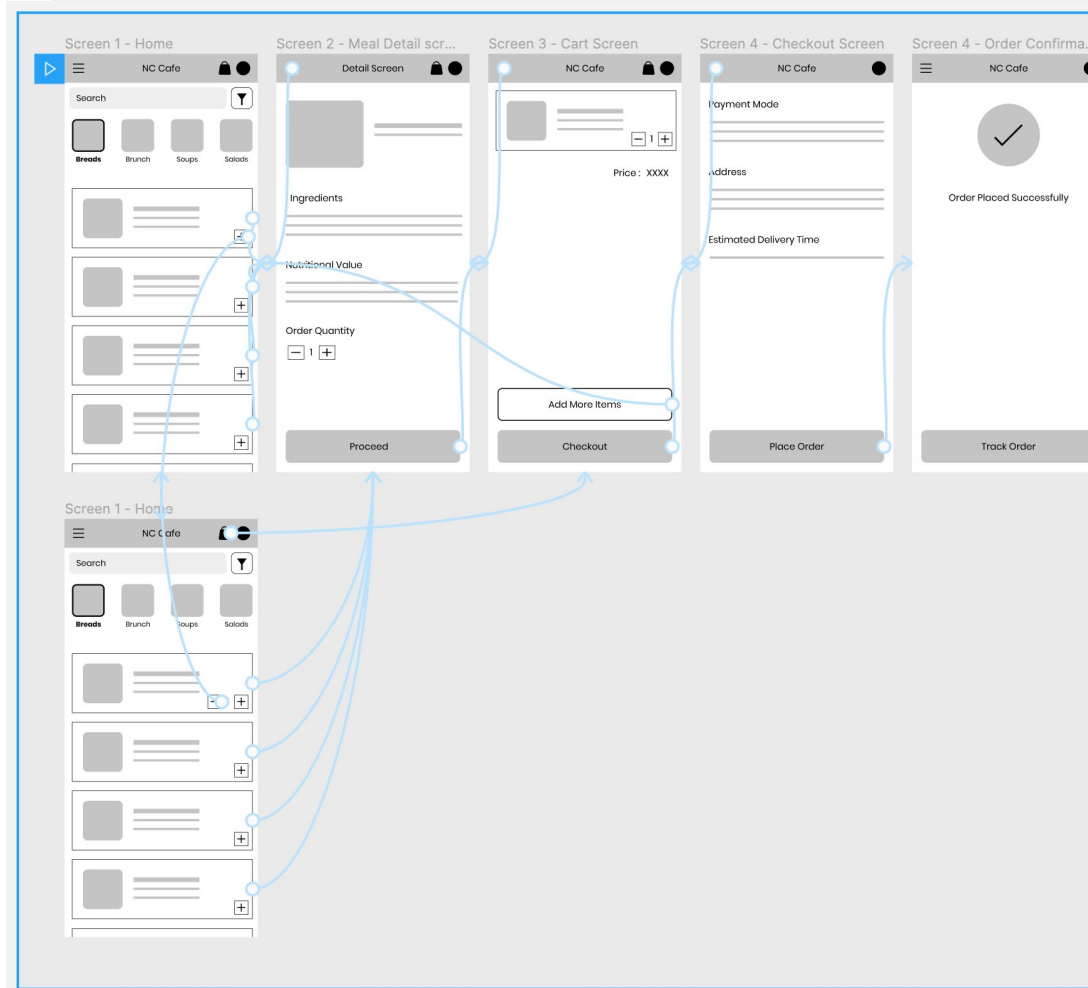
This button  
proceeds to  
checkout

# Low-fidelity prototype

This is a basic user flow to choose a meal, view the details and place an order

View the Lo Fi prototype

[NC-Cafe App](#)



# Usability study: findings

I conducted two rounds of usability study and following are the challenges that users expressed while navigating through the complete user flow.

## Round 1 findings

- 1 User wants to see the nutritional details
- 2 User wants to order quickly and needs a swift

## Round 2 findings

- 1 User cannot easily navigate to the detail screen

## Refining the design

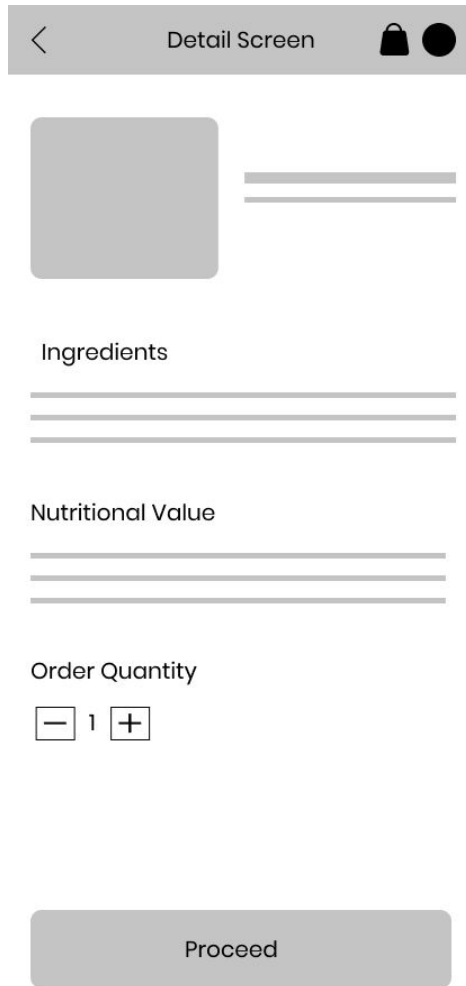
- Mockups
- High-fidelity prototype
- Accessibility



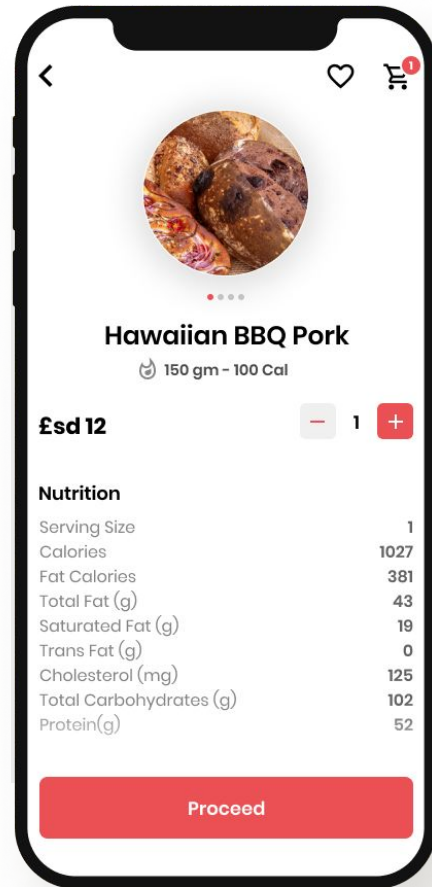
# Mockups

Based on the early usability tests I added a detailed **nutritional info** about the meal and secondly I added a **favorite icon** on the screen to **save the meal** in order to provide a quick to choose option in future orders.

Before usability study



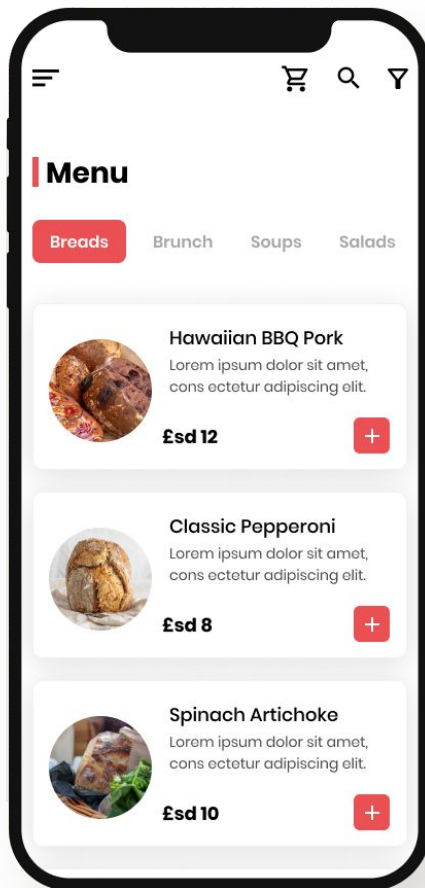
After usability study



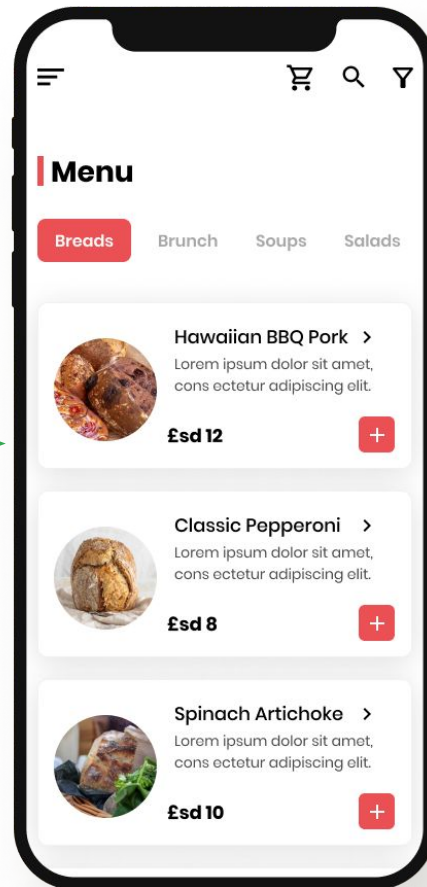
# Mockups

In the second usability test users specified the difficulty to understand that **how to navigate to the Detail screen**. To resolve that I added an **Chevron icon** for the user to feel that the list items are **clickable**.

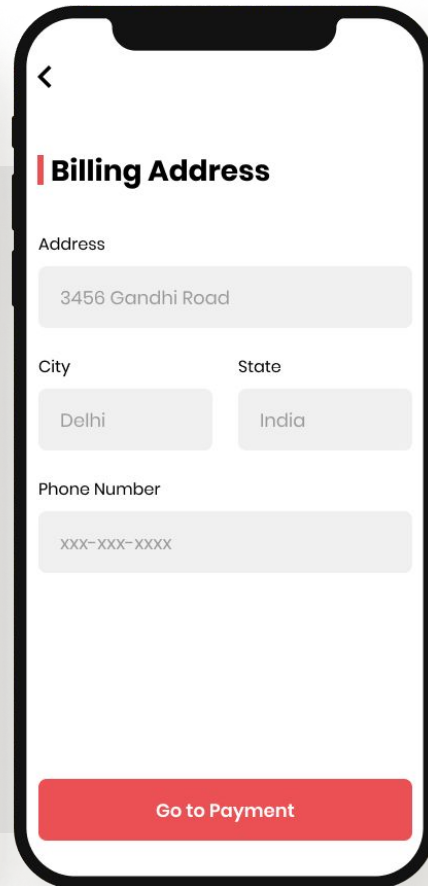
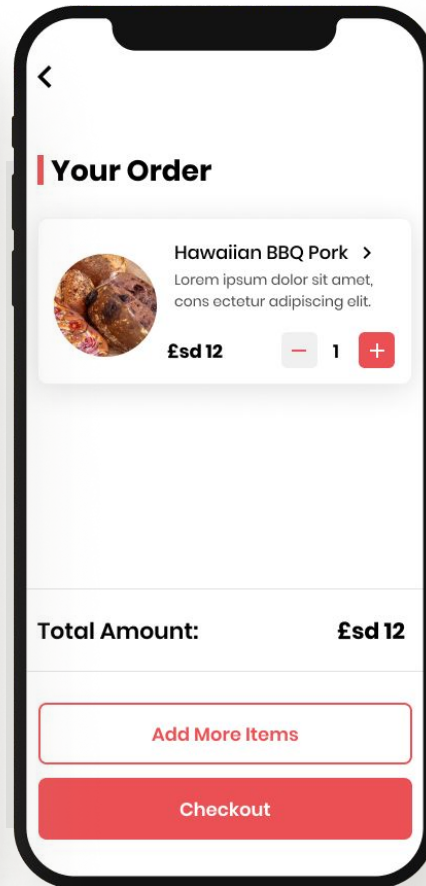
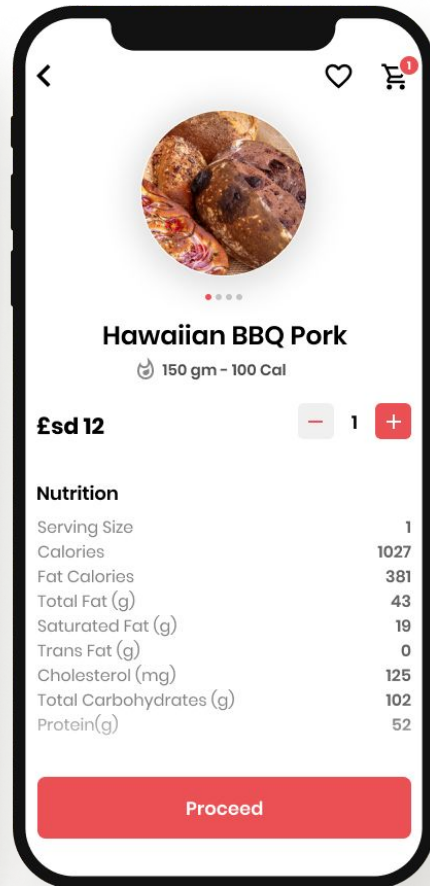
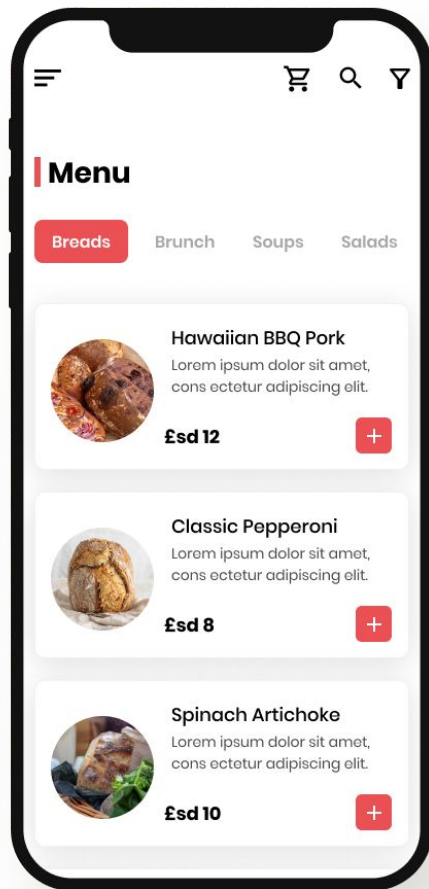
Before usability study



After usability study



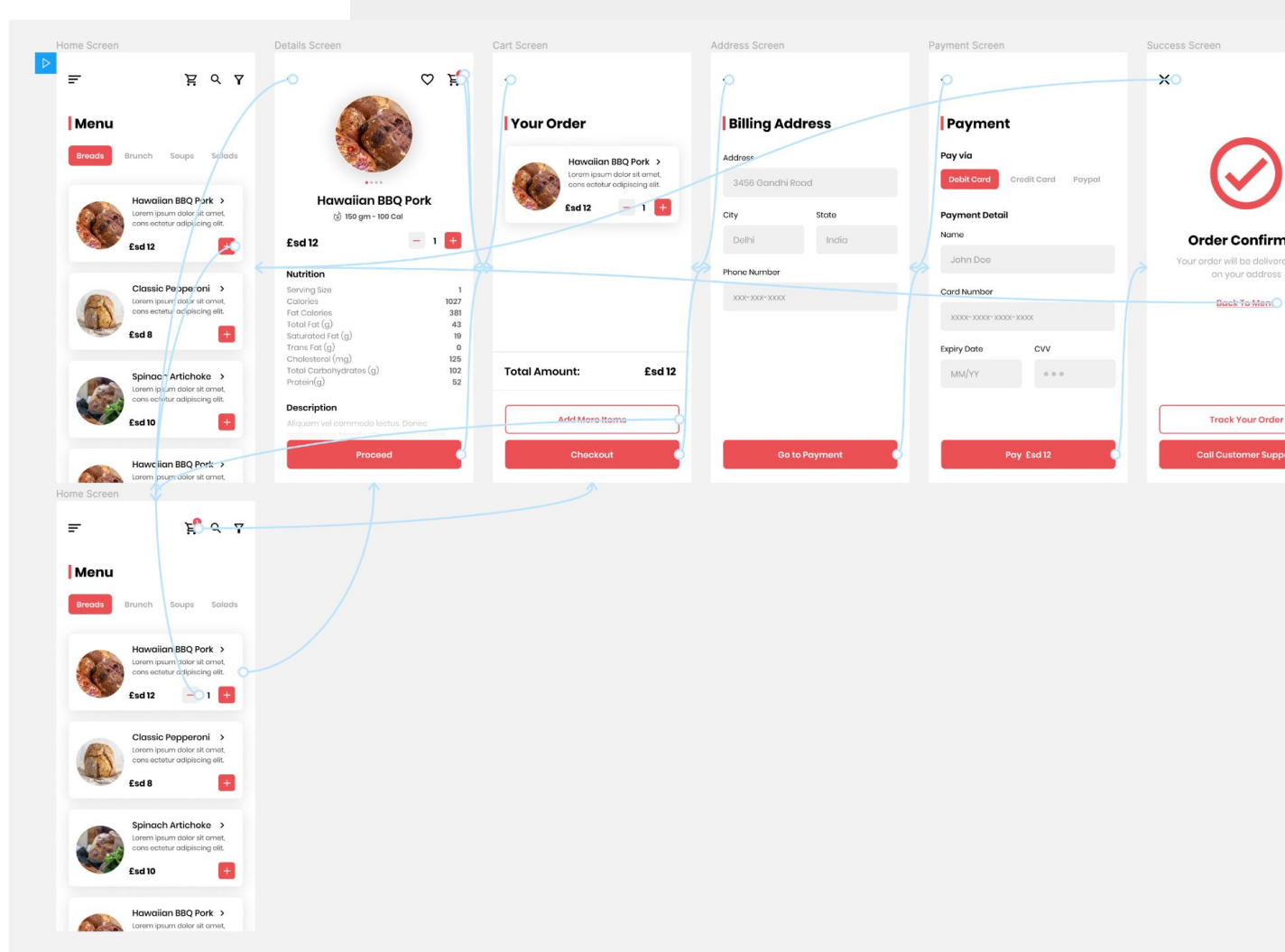
# Mockups



# High-fidelity prototype

The final Hi Fi prototype shows the flow where user can select the meal, check the detail and order.

Check prototype [here](#)



# Accessibility considerations

1

Used widely used icons such as search, cart, filter for the all the users to understand the features with ease

2

A suitable contrast for text and background for proper legibility for users with visual impairments.

3

Used large images of meals for all the users to easily understand the menu

## Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

The users feels that they can quickly order via app and save an ample amount of time. The app also offers a detailed nutritional info about the meal which is a great help for the users to choose while ordering



## What I learned:

Multiple usability studies are of great use in bringing up many observations which are not identified by self. These include observations from a design perspective and also from accessibility perspective.

## Next steps

1

Direct further user research and usability testing to establish next area of improvement

2

Make the design more accessible



# Let's connect!



Many thanks to review my detailed work on NC-Cafe App. Following are my contact details

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Email Id: abc@gmail.com

Thank you!