# Design of a menu and ordering app for a sandwich shop

Iuliana Lupu

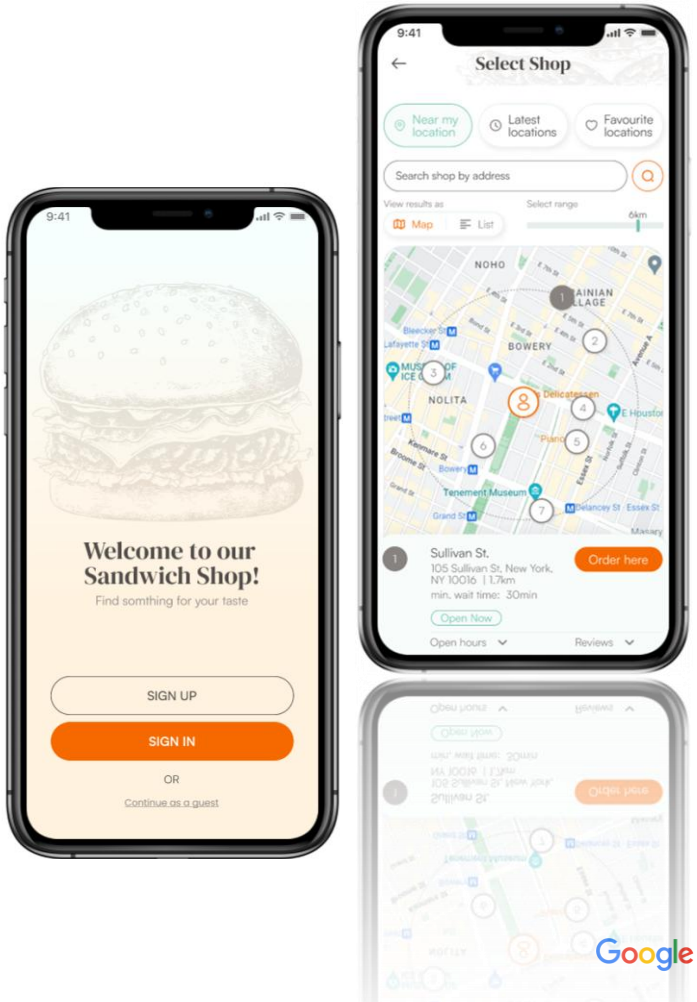
# Project overview

## The product:

A menu and ordering app for a regional chain of shops that specialize on selling  gourmet sandwiches, made of fresh and high quality ingredients. The chain strives to deliver quick and tasty meals for busy people with a full schedule, who don’t have time to cook and just want to grab something on the go. The purpose of the app is to allow customers to place orders in advance and pick-up later or place an online order, in store, to skip the line.

## Project duration:

July 2022 to September 2022



# Project overview

## The problem:

With the increase of popularity of the restaurant, the customers  started to get disappointed by the fact that they have to wait so long in line, and get discouraged from placing orders.

## The goal:

Design an app for online ordering that will allow users to quickly an efficiently place an order and skip the in-store lines, in order to save them time and increase the customers' satisfaction.

# Project overview

## My role:

UX designer designing the Sandwich Shop app from conception to delivery.

## 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

In order to emphasize with the users and understand their needs better, I conducted interviews and created empathy maps.

The user research has confirmed the earlier assumptions about the discouragement from placing the order due to the lengthy ordering process and due to the long line in the shop.

The research has also revealed that the group of users with dietary restrictions find it hard to identify items that would fit their diet, as well as, the users who are at the location, at a table and want to place an additional order find it frustrating to have to go through the ordering process again.

# User research: pain points

1

## Waiting in Line

Working adults don't have time to order in person, due to their busy schedule or unexpected emergencies.

2

## Complex Ordering Process

Users find it difficult to search the food menu, identify the products that they have ordered before, go through a lot of steps to submit an order.

3

## Product Categories

Users find it difficult to differentiate the products that contain allergens from those that don't, or to identify the items that fit their diet.

4

## In-person Customers

In-person customers find it frustrating that they have to stand up from their table, interrupt their activities, and wait in line again, just to make another order.

# Persona: Rachel

## Problem statement:

Rachel is a busy adult that works day or night shifts, who needs a quick way to find and order products that don't contain allergens, because she is allergic to some foods and also doesn't have much time to read all the ingredients.

**Rachel**

| | |
|---|---|
| **Age:** | 42 |
| **Education:** | University Degree |
| **Hometown:** | suburbs of New York City |
| **Family:** | Married |
| **Occupation:** | Emergency Medical Technician |

*"My job and devoting time to people that have an emergency is very important for me, but so is my free time and time with family. I don't want to waste any minute."*

### Goals

- She would like to be able to spend as much of her non-work time as possible on her hobbies and personal life.
- Wants to be available for her patients, and help save peoples life.
- Wants to pick-up the food on-the-go, to save time

### Frustrations

- She doesn't want to spend time waiting in line for her order
- She doesn't like the online ordering process that has a lot of steps and takes a lot of time
- She doesn't like when the menu does not specify that the food has ingredients that could cause allergies.

Rachel is an Emergency Medical Technician, from suburbs of a big city. She works day or night shifts, and has to balance busy work with personal time. She doesn't have time to prepare food in the days when she is working. She would like for there to be an easier and efficient way to order food and to pick up on-the-go. She also has allergies on certain foods and is vegetarian. She wishes there was a way to filter the products when viewing the menu based on that.

# User journey map

Mapping Rachel's user journey revealed how it would benefit her to have a dedicated app for viewing the shop's menu, ordering and tracking the order status.

**Persona: Rachel**

Goal: An easy and quickly way to get tasty food

| ACTION | Decides were to get food | Goes to the sandwich shop | Places the order | Waits for the order to be ready | Picks the products |
|---|---|---|---|---|---|
| TASK LIST | Tasks<br><br>A. Decides what she wants to eat<br>B. Look for the nearest place to order<br>C. Finds a place | Tasks<br><br>A. Goes to the destination<br>B. Explores the menu<br>C. Waits in line | Tasks<br><br>A. Orders the products<br>B. Checks any extra details<br>C. Pays for the order | Tasks<br><br>A. Is waiting<br>B. Picks other items like straws and napkins<br>C. | Tasks<br><br>A. Gets the products<br>B. Checks if the order is right.<br>C. Goes back to work |
| FEELING ADJECTIVE | ▪Overwhelmed by options<br>▪Unsure what to pick<br>▪Frustrated that it will probably be crowded and will have to wait a lot | ▪Exited to get food<br>▪Worried to get back in time<br>▪Overwhelmed by the menu<br>▪Frustrated that she can't see the small text for ingredients | ▪Happy that it's her turn to order<br>▪Frustrated if she can't remember the products that she liked when she ordered before (if she did) | ▪Worried to get back to work in time<br>▪Frustrated that it takes long | ▪Exited to eat the food<br>▪Careful when checking if everything is right<br>▪Worried that she has been away for too long |
| IMPROVEMENT OPPORTUNITIES | Create an app to be able to pre-order and pick the order when it's ready | An easy and accesible way to browse the menu, with filters, images, large text, and adapted to be used with a screen reader | Have an option to save favorites, or view last order<br>Save payment details to be able to pay quickly | Being able to track order status on the phone, and come to pick it up when it's ready | Picks the products when the order is ready so she doesn't have to wait |

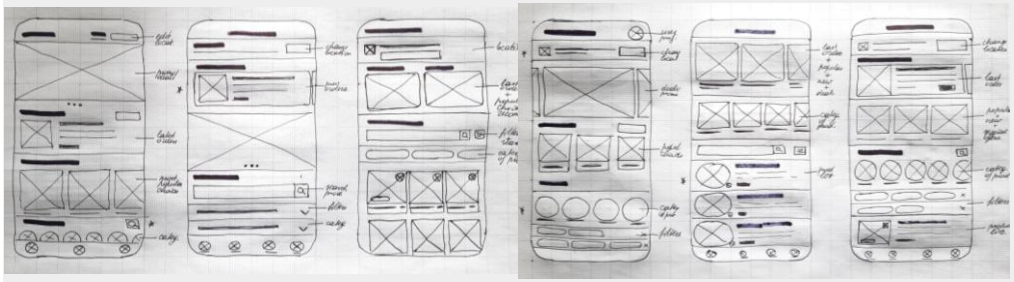
# Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

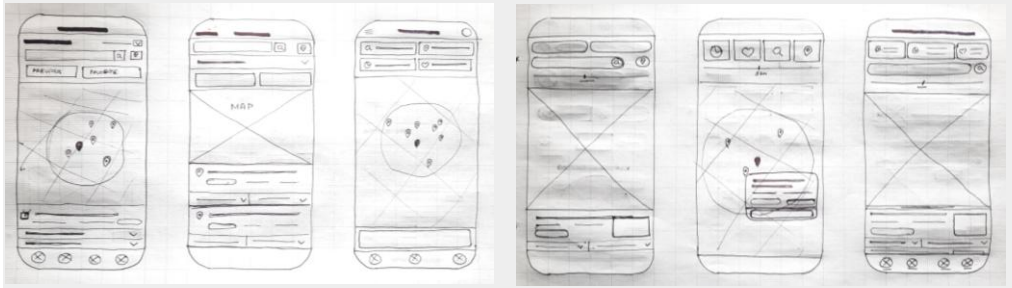
# Paper wireframes

I drafted multiple iterations of each screen of the app and then picked the elements that address the user's pain points the best and combined them in a refined version of that screen.  At least five version of each screen were created and the best ideas were put together to be used as the initial idea for the digital wireframes.

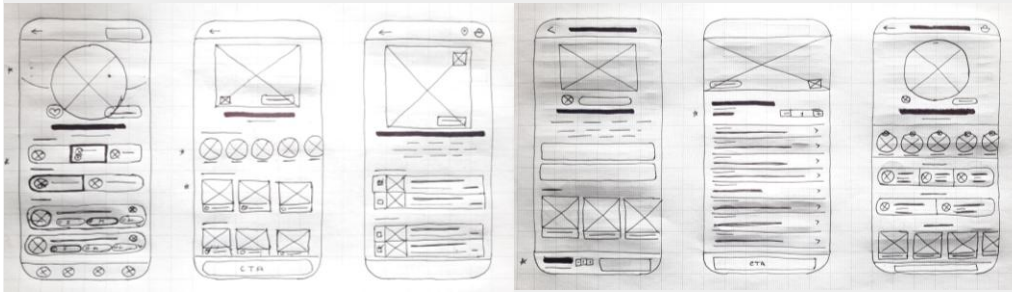
Browse the Menu



Select location

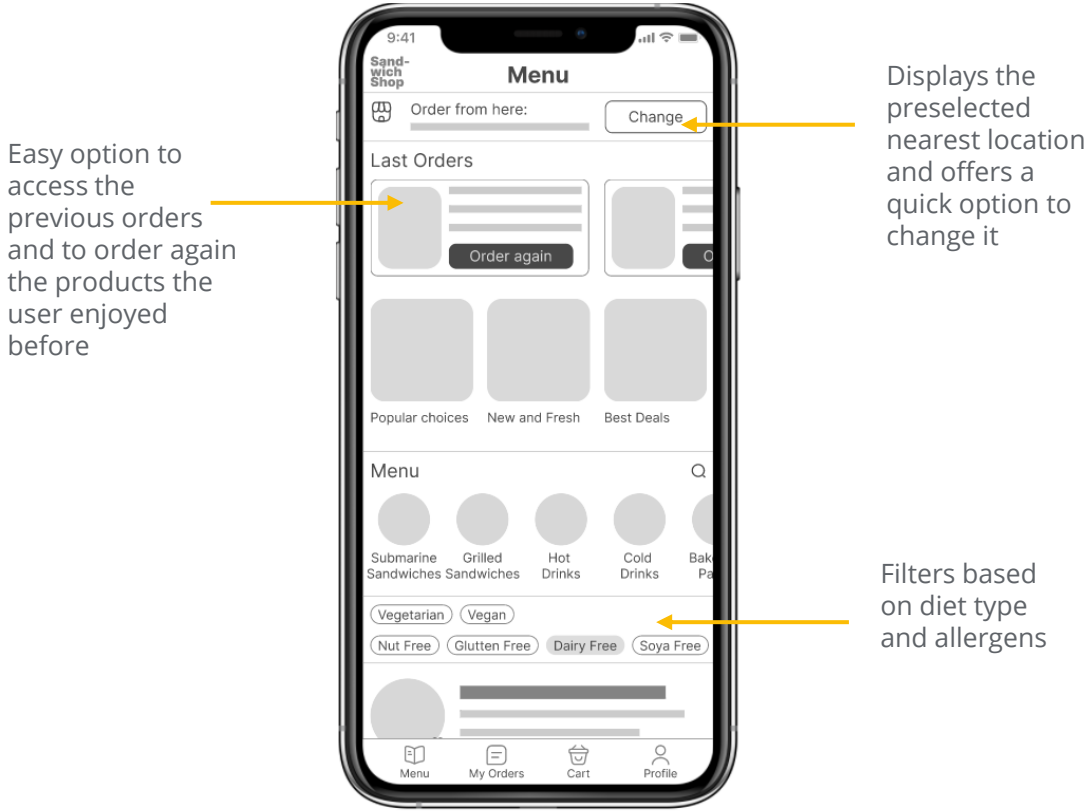


Product Details



# Digital wireframes

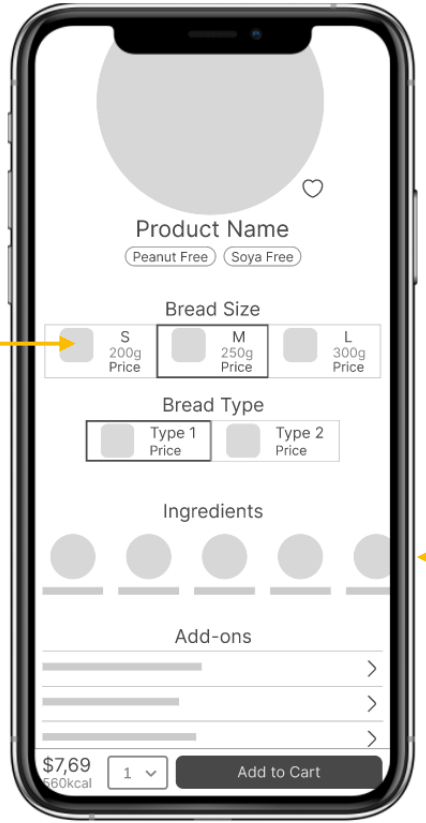
As the wireframe phase went on, I made sure to base the designs on findings from the user research. I tried to offer solutions for a quick and simplified ordring process.



# Digital wireframes

The solution provided offers easy ways to customize the order, with lots of visual elements and options to reveal additional information, when the user needs it, in order to avoid overwhelming them with options and details. Thus, making the decision process easier and quicker for the user.

An easy way to visually see and quickly select the desired option

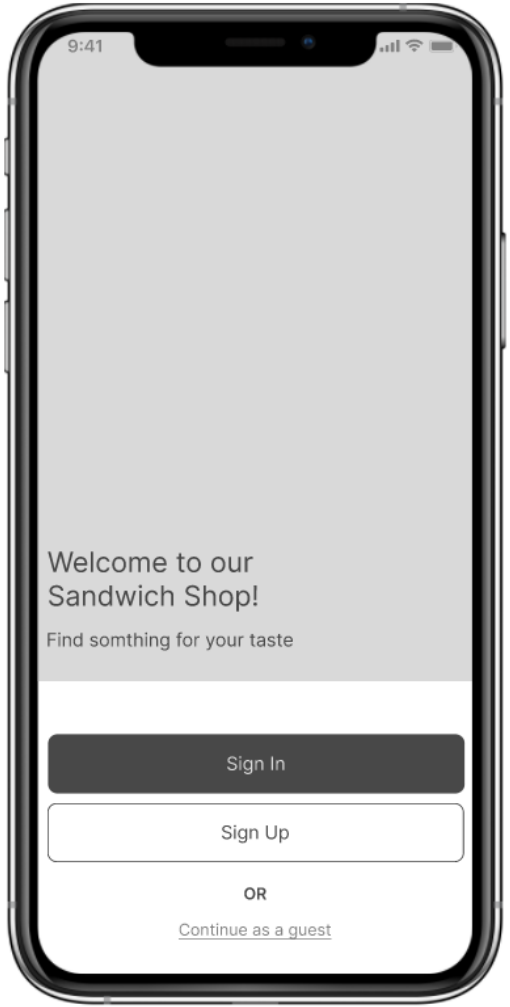



List of ingredients with images and names. On click a pop-up opens that offers detailed information and calories.

# Low-fidelity prototype

The Low-Fidelity Prototype , built in Figma, connected the main user flow of picking a store, selecting and customizing products and completing the checkout, so the prototype could be used in a usability study with users.

View the low-fidelity prototype or double-click on the image on the right to see a preview.



# Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

## Round 1 findings

1. Users expect to see a confirmation after selecting a shop
2. Users need the checkout to be simplified or divided into smaller sections
3. Users want to know the average waiting time when selecting a shop

## Round 2 findings

1. Users need better cues in identifying the meaning of the icons
2. Users need option to remove ingredients
3. Users need additional indication if they will be charged after payment method or later

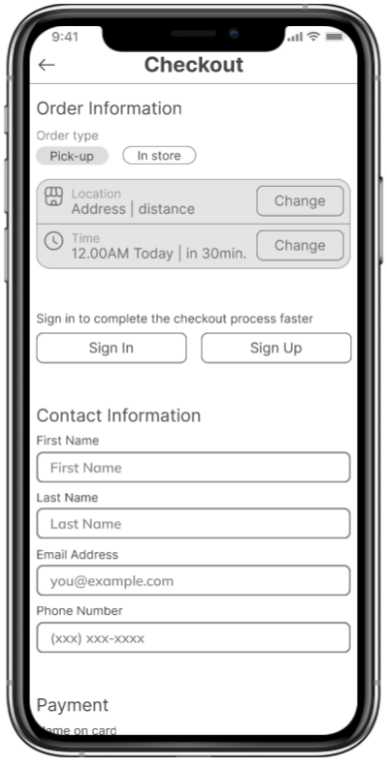
# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

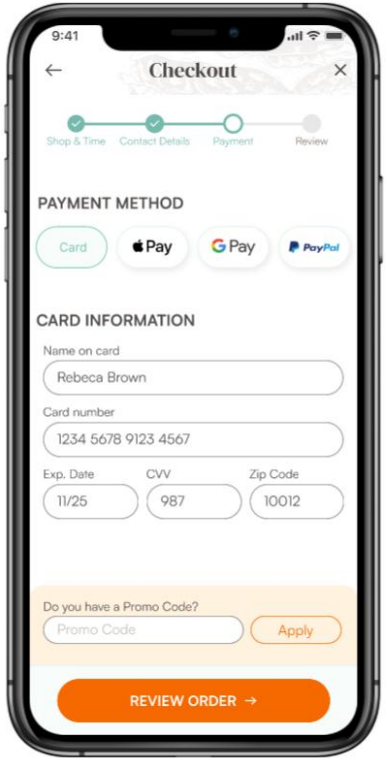
# Mockups

The first usability study revealed that it was frustrating for the user to scroll up and down multiple times, on a **long page**, when completing the form and double checking it. So, the **checkout** was divided into **manageable steps**. After the second study the main CTA on the Payment screen was changed to indicate clearly what the next action will be.

**Before usability studies**



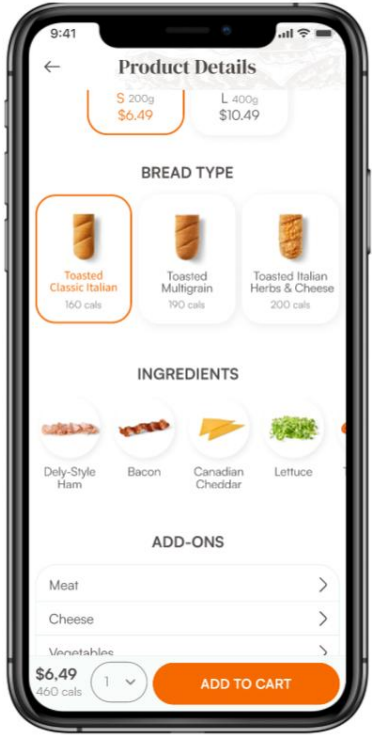

**After usability studies**



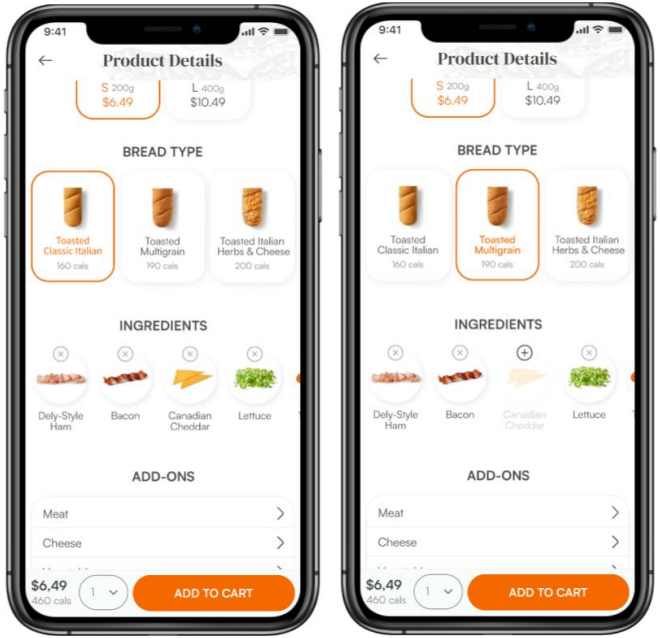
# Mockups

After conducting the second round of usability studies, it was identified that users would also need the option to **eliminate some of the ingredients** from the list of a product. The mockups were refined by adding an “X” icon in a circular button, next to each ingredient. There is also the **option to add it back**, in case it was accidentally removed.

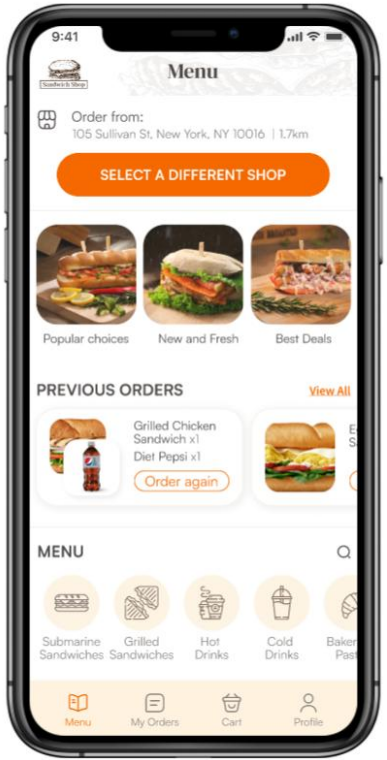
**Before usability study 2**

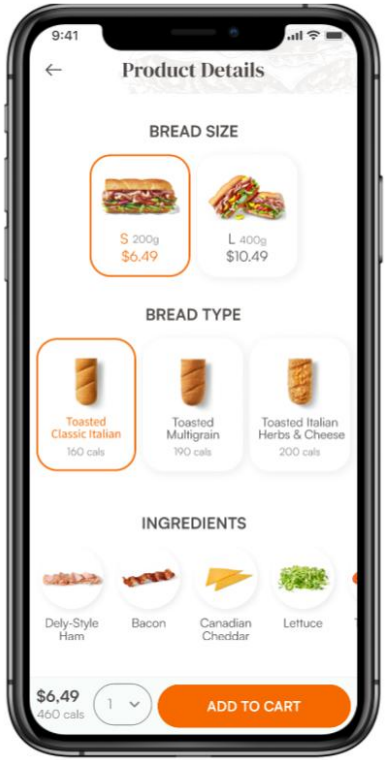


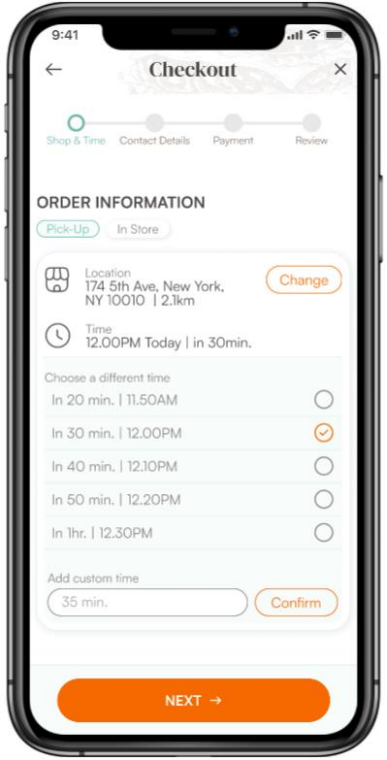

**After usability study 2**

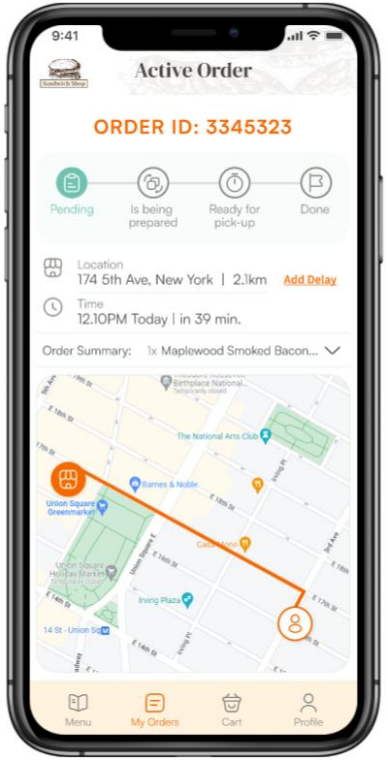


# Mockups


9:41
Menu
Order from:
105 Sullivan St, New York, NY 10016 | 1.7km
SELECT A DIFFERENT SHOP
Popular choices
New and Fresh
Best Deals
PREVIOUS ORDERS
View All
Grilled Chicken Sandwich x1
Diet Pepsi x1
Order again
MENU
Submarine Sandwiches
Grilled Sandwiches
Hot Drinks
Cold Drinks
Menu
My Orders
Cart
Profile


9:41
Product Details
BREAD SIZE
S 200g
$6.49
L 400g
$10.49
BREAD TYPE
Toasted Classic Italian
160 cals
Toasted Multigrain
190 cals
Toasted Italian Herbs & Cheese
200 cals
INGREDIENTS
Dely-Style Ham
Bacon
Canadian Cheddar
Lettuce
$6,49
460 cals
1
ADD TO CART

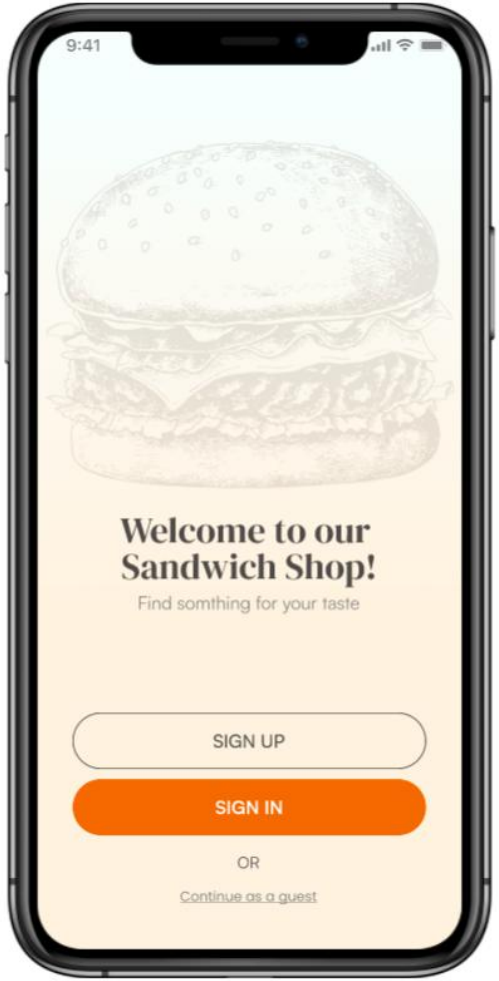

9:41
Checkout
Shop & Time
Contact Details
Payment
Review
ORDER INFORMATION
Pick-Up
In Store
Location
174 5th Ave, New York, NY 10010 | 2.1km
Change
Time
12.00PM Today | in 30min.
Choose a different time
In 20 min. | 11.50AM
In 30 min. | 12.00PM
In 40 min. | 12.10PM
In 50 min. | 12.20PM
In 1hr. | 12.30PM
Add custom time
35 min.
Confirm
NEXT →


9:41
Active Order
ORDER ID: 3345323
Pending
Is being prepared
Ready for pick-up
Done
Location
174 5th Ave, New York | 2.1km
Add Delay
Time
12.10PM Today | in 39 min.
Order Summary:
1x Maplewood Smoked Bacon...
Menu
My Orders
Cart
Profile

# High-fidelity prototype

The Hi-Fidelity Prototype, built in Figma, contains all the updates to the main user flow of ordering a sandwich, based on the usability studies conducted. It includes the refined process of picking a store, selecting and customizing products and completing the checkout.

View the hi-fi prototype or double-click on the image on the right to see a preview.



# Accessibility considerations

1. Provided access to users who are vision impaired through adding alt text to images for screen readers.

2. Used detailed images of sandwiches and ingredients to help all users better understand the designs.

3. Used icons to help make navigation easier.

# Going forward

- Takeaways
- Next steps

# Takeaways

## Impact:

The final solution of the app offers a quick and enjoable way to place an online order, choosing from a variety of sandwiches.

Usability study participant:
*“The “Previous Orders” helped me place the order much quicker. I did’t have to customize my sandwich again. I think I could see myself using something like this, because I often order the same things.”*

## What I learned:

While designing the Sandwich Shop App I learned that understanding the users needs and pain point from the early stages of the design process is essential, because it will help build a solution that addresses a real user need. In addition, I’ve learned that usability studies and design iterations help build better products, that have the user at the center.

# Next steps

1. Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2. Conduct any additional user research to identify areas for improvement.

# Let’s connect!

Thank you for your time reviewing my work on the Sandwich Shop app! If you’d like to see more of my work or get in touch, my contact information is provided below.


Email: iulialupu@gmail.com

Website: portfolioiulialupu.com

Social Media: Behance LinkedIn Twitter

Thank you!