

GetFood Truck

Design a mobile-ordering app for
a food truck – Case Study

UX Designer: John Cañero

Project overview



The product:

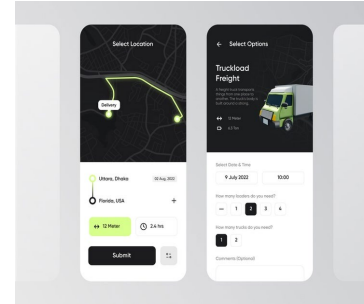
The **GetFood Truck** is an app for users who prefer to order food freshly cooked and online and save time by not going to a traditional restaurant. At the same time, it would save them time when their jobs are so hectic and stressful that they don't have time to cook at home.



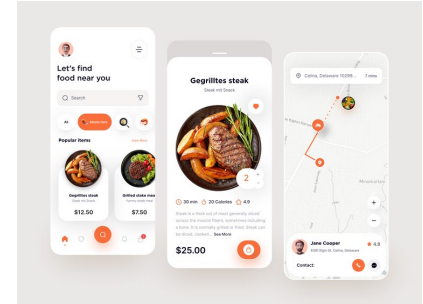
Project duration:

December 2022 - **ongoing**

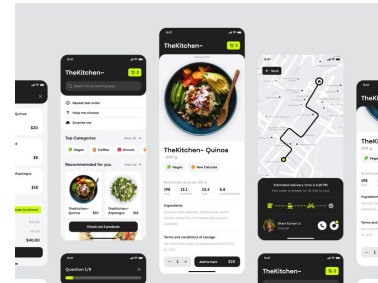
Inspiration Pegs (Next: Polished Designs – Preview)



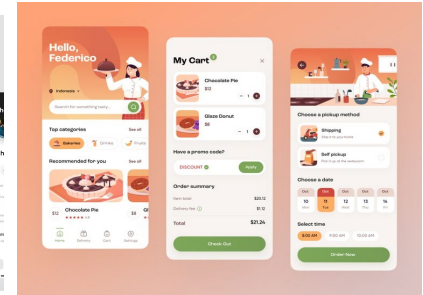
Dribbble: <https://dribbble.com/shots/18753333-In-need-of-a-Truck>



Dribbble: <https://dribbble.com/shots/20119073-Food-Delivery-App-Concept>



Dribbble: <https://dribbble.com/shots/18881144-Food-Delivery-App-Concept>



Dribbble: <https://dribbble.com/shots/19886725-Yummy-Food-Store-Mobile-App>

Project overview



The problem:

- With active schedule in work, users don't have much time to order food at a brick and mortar restaurant or even cook food at home.
- Know when there is a nearby location along the outside if there could be a nearby food truck.



The goal:

The project aims to get food at a fast lane food-to-go application which would make their life comfortable and at ease.

Project overview



My role:

- Lead UX Designer
- UX Researcher



Responsibilities:

My responsibilities as of the moment is to be a UX Researcher, identifying the pain points, background, life and journey maps of the users.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I have done research on how to help users order food in a way that doesn't take too much time away from their work, so that they can achieve their goals and make their loved ones happy.

User research: pain points

1

Pain point

It would be challenging and time-consuming for the user to go to malls/restaurants/super markets to order food.

2

Pain point

Waiting on line is stressssful and boring.

3

Pain point

Due to a busy work schedule, it is difficult to find time to order food from outside.

4

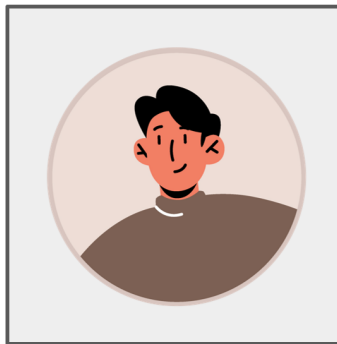
Pain point

It is challenging to find a place to sit because the food truck only serves a limited area.

Persona: Leo

Problem statement:

Leo is an Architect and a Digital Nomad with a Wife and 3 children who needs a productive time in ordering food because of his busy schedule working in many projects.



Leo

Age: 30
Education: BS Architecture
Hometown: Manila
Family: Wife and 3 Children
Occupation: Architect and Digital Nomad

"I lead an active life, focusing on architectural projects and working as a digital nomad on the internet. I'd like to order some food whenever I need to rest from my projects."

Goals

- To be a proactive and attentive designer for his clients.
- To maintain a healthy work-life balance between two jobs (Architect and Digital Nomad)
- To successfully order food from work and for my family.

Frustrations

- It would be a challenging process to order at a brick store (restaurants) since as use I would be experiencing: parking, walking, and drive-thru.
- Waiting on a line is stressful and boring.
- Hectic schedule leading to a hard way of ordering food outside.

Leo is a Digital Nomad and an Architect. Every time he focuses on his work as an Architect dealing with design projects and their constructions, he looks for ordering food from a food truck as it is a fast process and not much stressful to order. Simultaneously, Leo is a Digital Nomad, focusing on marketing, branding, and selling his products to customers who need to develop their digital brand and business. A mobile-ordering app for a food truck is essential to Leo's successful life balance with his family..



PROBLEM STATEMENT

Leo

user name

is a/an Architect and Digital Nomad

user characteristics

who needs

to access a mobile-ordering app food truck in order to purchase food and get the food timely

user need

because

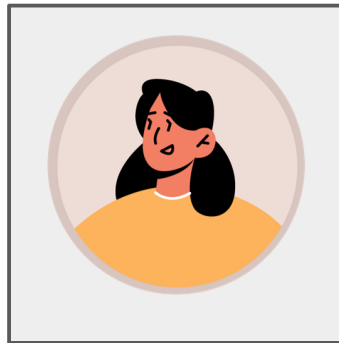
he does not want to spend a lot of time standing in line at traditional restaurants and might affect his performance in work.

insight

Persona: Jasmine

Problem statement:

Jasmine is a Psychologist who has a husband and 1 child who needs a way to prepare and order food for her family as she does not have the time to cook for her family. She wants to order the food and getting it at the right time.



Jasmine

Age: 27

Education: BS Psychology

Hometown: Pasig

Family: Husband and 1 Child

Occupation: Psychologist

"As a psychologist, I have a tedious but enjoyable job dealing with all types of clients and making them happy with their progress. As a mother and wife, I want to make my family proud."

Goals

- To make her family happy after work by bringing food to the table if my husband is also busy on his duties.
- To be able to satisfy her clients with her duties and workmanship as a psychologist.

Frustrations

- I don't have the time to go to the mall and at restaurants because I have a lot of work to do every day dealing with clients.
- I don't have time to prepare or cook food on some weekdays.

Jasmine is a psychologist who aspires to have well-prepared food on-the go to bring for her husband and son since she has no much time to cook at home. She has dealt a lot of people on her work and she is tired to go to restaurants or mall to buy a food for her family. She is well-rounded on her craft in taking care and giving advice for her parents.



PROBLEM STATEMENT

Jasmine

user name

is a/an Psychologist

user characteristics

who needs

to access a mobile-ordering app food truck in order to purchase food and get the food timely for her family

user need

because

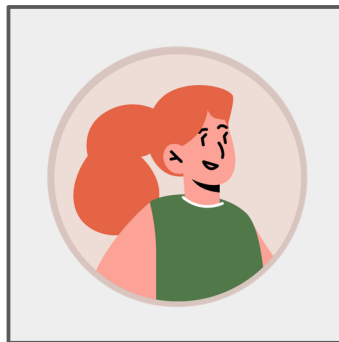
she does not have time to cook food at home and she has a lot of clients in her clinic.

insight

Persona: Anne

Problem statement:

Anne is a businesswoman who is single who wants to establish a food truck business that would products that would meet the needs and wants of the customers.



Anne

Age: 28

Education: Business Administration

Hometown: Manila

Family: Single

Occupation: Small Business Owner

"I want to serve my customers that would make them happy while enjoying their food."

Goals

- To be a successful business owner that caters to deliver quality food products to customers.
- To help my business expand and develop customer satisfaction from its products

Frustrations

- Displaying only the top and quality products of the interface makes it difficult and long process for users to see what all of the business's products to offer.
- Several users find it difficult to access. Translators, auditory and hearing impairments

Anne owns a small business. She wants a mobile ordering app for her food truck business. She would want to please her customers every time they made a purchase. Her company's goal is to provide high-quality products and satisfy customers. One of her pet peeves is that the best products alone are featured on the home page. It would take a long time to find out what the customers need and want as not all products presented at the starting page .



PROBLEM STATEMENT

Anne

user name

is a/an Small-business owner

user characteristics

who needs

to access a mobile-ordering app food truck to start her own business using the
mobile food truck

user need

because

She needs to set up her business in a place where people can get to the road more
easily than at brick and mortar restaurants.

insight

User journey map

Mapping Leo's user journey map revealed how helpful it would be for users to access the GetFood Truck Mobile-Ordering App.

Persona: Leo

Goal: As an architect and digital product creator, I want to be able to order food near my work that won't take up too much time, so that I can be more productive in my work. I also want to be able to get the food at the right time after I order it.

ACTION	Discover the mobile-ordering food truck app	Browse the catalog of food	See at Maps Food Truck location	Pick what time the carrier are going to pick it up	Place, allocate how many orders and complete the order	Exit the mobile-ordering food truck app
TASK LIST	Tasks A. Sign In/ Sign Up your Account B. Choose the type of food truck C. Pick the food truck you want to purchase food from	Tasks A. Use the Food Truck Brand Interface B. Browse the Catalog of Food C. Search what you want	Tasks A. Find the closest food truck at Maps to nearest workplace.	Tasks A. Choose what time to pick up for preparation of food on-time	Tasks A. Pick the food you want to purchase B. Allocate how many orders C. Complete the Order	Tasks A. Display and notify minutes of preparation of food B. Notify when the order is completed and picked up
FEELING ADJECTIVE	● Intimidated ● Overwhelmed	● Excited ● Hopeful	● Curious ● Alert	● Glad ● Hopeful	● Satisfied	● Excited ● Relieved
IMPROVEMENT OPPORTUNITIES	• Improving the process of finding and selecting the best food truck by ratings.	• Better Browsing Interface of the Food Truck Ordering App	• Color Feature of Food Trucks at Maps	• Notification that pops up to let me know when the best time to schedule something is	• Smooth transaction process to complete the order	• Hold on and wait for a notification when the order is finished.

Persona: Leo

Goal: As an architect and digital product creator, I want to be able to order food near my work that won't take up too much time, so that I can be more productive in my work. I also want to be able to get the food at the right time after I order it.

ACTION	Discover the mobile -ordering food truck app	Browse the catalog of food	See at Maps Food Truck location	Pick what time the carrier are going to pick it up	Place, allocate how many orders and complete the order	Exit the mobile - ordering food truck app
TASK LIST	Tasks A. Sign In/ Sign Up your Account B. Choose the type of food truck C. Pick the food truck you want to purchase food from	Tasks A. Use the Food Truck Brand Interface B. Browse the Catalog of Food C. Search what you want	Tasks A. Find the closest food truck at Maps to nearest workplace.	Tasks A. Choose what time to pick up for preparation of food on-time	Tasks A. Pick the food you want to purchase B. Allocate how many orders C. Complete the Order	Tasks A. Display and notify minutes of preparation of food B. Notify when the order is completed and picked up
FEELING ADJECTIVE	<ul style="list-style-type: none">● Intimidated● Overwhelmed	<ul style="list-style-type: none">● Excited● Hopeful	<ul style="list-style-type: none">● Curious● Alert	<ul style="list-style-type: none">● Glad● Hopeful	<ul style="list-style-type: none">● Satisfied	<ul style="list-style-type: none">● Excited● Relieved
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">• Improving the process of finding and selecting the best food truck by ratings.	<ul style="list-style-type: none">• Better Browsing Interface of the Food Truck Ordering App	<ul style="list-style-type: none">• Color Feature of Food Trucks at Maps	<ul style="list-style-type: none">• Notification that pops up to let me know when the best time to schedule something is	<ul style="list-style-type: none">• Smooth transaction process to complete the order	<ul style="list-style-type: none">• Hold on and wait for a notification when the order is finished.



Competitive Audit Spreadsheet

Competitive audit	Compare the user and purchasing experience of each competitor's mobile and web applications.				
	General information				
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)
GetFood	-	Philippines	Food Truck Finder, Food Truck Owners	\$\$	https://getfood.com/
Truckster	Direct	United States	Food Truck Finder, Events, Food Truck Owners	\$\$\$	https://gotruckster.com/
Mobile Nom	Direct	United States	Food Truck Finder, Food Truck Owners	\$\$	https://www.mobilenom.com/
Zomato	Direct	Various International	Food Truck Finder	\$\$\$\$	https://www.zomato.com/
HappyCow	Indirect	Various International	Vegan and Vegetarian Food Truck	\$\$\$	https://www.happycow.net/

Competitive audit				
	Business size (small, medium, large)	Target audience	Unique value proposition	First impression Desktop website experience
GetFood	Small	Local Millennials, Students	Large variety of foods, preferable after school and work, convenience and speed after order	Outstanding + Unique search feature for Food Truck along with location + Simple interface with Hero Background feature + Several featured categories of food (Top reviews and ratings) + Welcome Community
Truckster	Medium	Families	Customized orders, Able to handle and cater events	Outstanding + Unique search feature for Food Truck along w/ location & vendors' businesses.
Mobile Nom	Small	University / College Students	Convenience of price and quality food for students	Good + Simple website experience & interface - No images featured to earn TRUST
Zomato	Large	Families	Special offers and discounts of orders for families and bulk	Good + Large categories of food, unique search feature - Navigation bar lacks hoverable links & logo
HappyCow	Large	Vegans / Vegetarians / Plant-Based People	Plant-based meals	Okay + Vegan food near me, unique search feature, reviews and ratings, & community of the company

Competitive audit		
	ersions	
	App or mobile website experience	Features
GetFood	Outstanding + Responsive app / website experience + Navbar dropdown menu (TOGGLE) + Flex row numerous cards of products	Outstanding + Numerous features integration: Near Food Feature, Products and Meeting the Community + Every section is simple interface following the "Less is More" Mantra
Truckster	Good + Responsive website experience for users - Some components / elements that are not responsive on the interface	Good + Numerous features integration: Near Food Feature, Products & Meeting the Community
Mobile Nom	Okay + Navbar toggle dropdown in mobile + Responsive website experience for users - No images would lead to hard to read in mobile	Good + Less is more, simple interface, catchy heading title, & hoverable buttons
Zomato	Good + Responsive website experience for users + Toggle Feature	Okay + Simple website with a Feature Background, Options to choose from
HappyCow	Good + Responsive website experience for users + Cards / products - flex content into rows - List of Vegan Restaurants accumulates large space in all mobiles	Good + Numerous features integration: Near Food Feature, Products & Meeting the Community

Competitive audit		
	UX (rated: needs work, okay, good, or outstanding)	
	Interaction	
	Accessibility	User flow
GetFood	Outstanding + Accessible for users' needs and wants + Find trucks easily in the region or area are available in the city + Dark mode feature + Language Accessibility + Sections and links are clear	Outstanding + Call-To-Action section to direct the flow of the users' needs + Responsive in all devices + User flow is continuous identifying each section properly
Truckster	Outstanding + Find trucks easily in the region or area are available in the city	Okay + Call-To-Action to direct the flow of the users' needs - There is a section where the site is not responsive on mobile and tablet which affects user experience
Mobile Nom	Outstanding + Accessibility of each interactive element is presentable and clear for the users: Food Truck Owners and Hungry Customers	Okay + User flow is continuous identifying each section properly - Less features could also lead to unsatisfied user flow experience
Zomato	Needs Work - No dark mode feature to cater & visualize eye strain - Language Accessibility is neglected	Good + Many options to cater the needs and wants of the users
HappyCow	Outstanding + Sections and links are well-presented to navigate around properly	Good + User flow is continuous identifying each section properly - Products are not hoverable

Competitive audit		
		Visual design
	Navigation	Brand identity
GetFood	Outstanding + Navigation bar fits properly in all devices + Make pages and links hoverable, clear and presentable	Outstanding + Clear color scheme + Consistent choice of colors, font styles and font weights + Match the brand identity
Truckster	Needs Work - Navigation bar does not fit properly on the website - Some parts lacks hoverable of texts, links and pages	Good + Clear color scheme (red and white), Consistent font styling - Color Green at the Vendor section is kinda off
Mobile Nom	Good + Navigation of the section has great quality + Hoverable links - Margin Padding of the Header and Footer does not fit properly	Outstanding + Consistent choice of colors: Orange in the development + Branding of heading title and text are short and concise
Zomato	Needs Work - Navigation links are not clear to be presented	Good + Good color scheme - The logo of RED does not reflect on the interfaces limiting the branding
HappyCow	Needs Work - Navigation links are too close to each other	Good + Great choice of color scheme + Consistent brand of colors - Too much white background dominates the branding

Competitive audit		
	Content	
	Tone	Descriptiveness
GetFood	Friendly, fun and indirect	Outstanding + All key information is present + Engaging colors attracts users + Clear and straight to the point + Fun purchase
Truckster	Friendly and indirect	Good + All key information is present + Engaging colors attracts users
Mobile Nom	Serious and direct	Good + Straight to the point
Zomato	Fun and indirect	Outstanding + Good interaction of many options/features of cards and locations
HappyCow	Friendly Fun and indirect	Outstanding + Fun to buy from



Competitive Audit Report

1. Competitive audit goal(s)

Compare the user and purchasing experience of each competitor's mobile and web applications.

2. Who are your key competitors? (Description)

Our key competitors are Truckster, a U.S. Company Food Truck Finder, MobileNom, and also the U.S. Company Food Truck Finder, Zomato, an International Food Application and Happy Cow, an International Vegan Food Application. Truckster, MobileNom and Zomato are a direct competitor to GetFood, and HappyCow is an indirect competitor to Get Food.

3. What are the type and quality of competitors' products? (Description)

Truckster is a well-designed app for finding and booking the best food trucks on the market. The app keeps track of which food trucks are available and allows food trucks to cater events. It also includes a food truck vendor application, which allows users to see successful food truck vendors who have established their brand and business in the market.

MobileNom is a simple-to-use app that helps food truck owners and hungry customers find a food truck. It displays nearby trucks in the market and helps users with the booking process. It also helps food truck owners, venues, and market events. The app is designed with a plain interface and no images, making it straight to the point of user experience.

Zomato is a beautifully designed app that uses a unique search feature in the home section to help users discover the best food and drinks in their specific area or region. The app advises the user on where to eat by collecting the best food truck menus and popular localities and areas in the user's area.

HappyCow is a beautifully designed app for vegan and plant-based users. The app includes a one-of-a-kind search button for locating the best food trucks on the market. It also displays vegan foods in the user's immediate vicinity. Vegan products

Part 2 - Competitive Audit Report

Google UX Design Certificate

are available. The app also includes sections for getting to know the community, reviews and ratings, ambassadors, and the top vegan cities.

4. How do competitors position themselves in the market? (Description)

Truckster positions itself in finding the best food trucks in the market with their unique value proposition of handling customized orders and catering of events. They focus on targeting their audience as families.

MobileNom positions itself to find the best food trucks in having a convenience of price and quality food. They focus on targeting their audience as University / College students.

Zomato positions itself by discovering special offers and discounts on orders by locating the best food trucks and menus on the market. They concentrate on marketing to families.

HappyCow positions itself by providing a unique value proposition of plant-based and vegan products. They target their audience as vegans, vegetarians, and plant-based eaters.

5. How do competitors talk about themselves? (Description)

Truckster positions itself as the leading company for locating the best food trucks in the region that will meet the users' needs, desires, and cravings (families). It can also help with event management and catering.

MobileNom positions itself as a simple app that provides high-quality food at an affordable price for university and college students.

Zomato specializes in locating and discovering the highest quality foods for families on the market.

Truckster's strengths include:

- Unique search feature for Food Truck along w/ location & vendors' businesses
- Responsive website experience for users
- Numerous features integration: Near Food Feature, Products & Meeting the Community
- Find trucks easily in the region or area are available in the city
- Call-To-Action to direct the flow of the users' needs
- Clear color scheme (red and white), Consistent font styling
- Friendly and Indirect
- All key information is present
- Engaging colors attracts users

MobileNom's strengths include:

- Simple website experience & interface
- Navbar toggle dropdown in mobile
- Responsive website experience for users
- Less is more, simple interface, catchy heading title, & hoverable buttons
- Accessibility of each interactive element is presentable and clear for the users: Food Truck Owners and Hungry Customers
- User flow is continuous identifying each section properly
- Navigation of the section has great quality
- Hoverable links
- Consistent choice of colors: Orange in the development
- Branding of heading title and text are short and concise
- Serious and direct
- Straight to the point

Zomato's strengths include:

- Large categories of food, unique search feature
- Responsive website experience for users
- Toggle Feature
- Simple website with a Feature Background, Options to choose from
- Many options to cater the needs and wants of the users
- Good color scheme
- Fun and indirect
- Good interaction of many options/features of cards and locations

HappyCow's strengths include:



- Vegan food near me, unique search feature, reviews and ratings, & community of the company
- Responsive website experience for users
- Cards / products - flex content into rows
- Numerous features integration: Near Food Feature, Products & Meeting the Community
- Sections and links are well-presented to navigate around properly
- User flow is continuous identifying each section properly
- Great choice of color scheme
- Consistent brand of colors
- Friendly
- Fun and indirect
- Fun to buy from

7. Competitors' weaknesses (List)

Truckster's weaknesses include:

- Some components / elements that are not responsive on the interface
- There is a section where the site is not responsive on mobile and tablet which affects user experience
- Navigation bar does not fit properly on the website
- Some parts lack hoverability of texts, links and pages
- Color Green at the Vendor section is kinda off

MobileNom's weaknesses include:

- No images featured to earn TRUST
- No images would lead to hard to read in mobile
- Less features could also lead to unsatisfied user flow experience
- Margin Padding of the Header and Footer does not fit properly

Zomato's strengths include:

- Navigation bar lacks hoverable links & logo of the company
- No Dark Mode feature to cater & visualize eye strain
- Language Accessibility is neglected
- Navigation links are not clear to be presented
- The logo of RED does not reflect on the interfaces limiting the branding

HappyCow's strengths include:



Part 2 - Competitive Audit Report

Google UX Design Certificate

- List of Vegan Restaurants accumulates large space in all mobile
- Products are not hoverable
- Navigation links are too close to each other
- Too much white background dominates the branding

8. Gaps (List)

Some gaps we identified include:

- Truckster, Zomato and Happy Cow does not have proper styling and fit of the Navigation Bar
- Language Accessibility is neglected
- No dark mode feature

9. Opportunities (List)

Some opportunities we identified include:

- Provide quick and easy way to reorder past orders
- Provide rewards or perks for returning users

Thank you!