

# Platter Food Website Design

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Josh O'safe

# Project overview



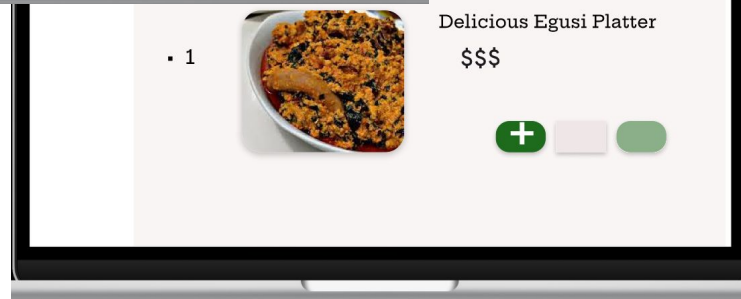
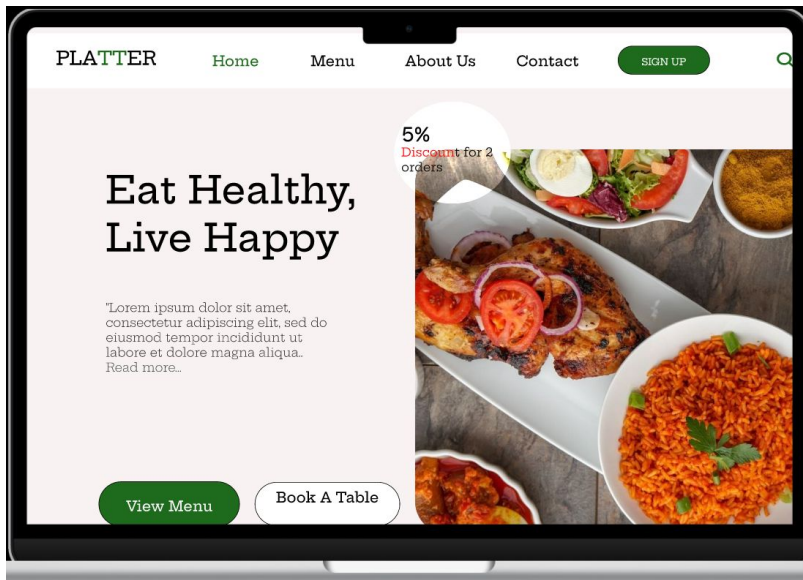
## The product:

Platter is a restaurant that serves affordable healthy food. People of all ages are typical users, with the majority of them being college students, families, and early-career professionals. Platter's mission is to create food that is both healthy and affordable.



## Project duration:

September 2022 - November 2022



# Project overview



## The problem:

Busy workers, students, and commuters don't have time to cook a meal.



## The goal:

Design a food website that allows users to easily order and pick up fresh, healthy dishes at affordable prices.

# Project overview



## My role:

UX designer leading the app and responsive website design from conception to delivery



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, usability testing, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

# Understanding the user

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

# User research: summary



I conducted interviews and created empathy maps to better understand the users I'm designing for and their needs. Through research, working adults and students who don't have time to cook meals were identified as a primary user group.

This user group confirmed preliminary assumptions about PLATTER restaurant customers, but research also revealed that time was not the only limitation on users' ability to cook at home. Obligations, interests, or challenges that make it difficult to go grocery shopping or to restaurants in person are examples of user issues.

# User research: pain points

1

## Time

Working adults and college students are too busy to prepare meals

2

## Delivery Services

Working adults and students often struggle to pick up food orders from restaurants due to their hectic schedules.

3

## Accessibility

Assistive technologies are not available on most food ordering platforms.

4

## IA

Food website with text-heavy menus are frequently difficult to read and order from.

# Persona: Alice Mustapher

## Problem statement:

Alice is a busy working adult who needs easy access to healthy food ordering and delivery options because she does not have time to cook dinner for herself and her family.



Aishat

**Age:** 45  
**Education:** High School  
**Hometown:** Abuja  
**Family:** Married with 2 kids  
**Occupation:** Banker

*"As a driven career woman, I strive to achieve the pinnacle of my abilities." while also meeting my family's nutritional needs"*

## Goals

- To ensure a smooth business transaction and excellent customer service.
- To keep a healthy work-life balance & to provide nutritious meals for the family

## Frustrations

- "Juggling my career and my family's nutritional needs can be challenging at times."
- "Sometimes finding a good takeout restaurant that offers healthy meal options and has a faster delivery time."

Alice has a demanding schedule as a bank manager. She supervises and manages a bank branch in a small town, and she also plays in a women's lawn tennis league. Her partner and their two children, ages nine and ten, live with her. Her partner has a physically demanding job in a factory. When it comes to ordering healthy food for the family, Alice gets frustrated, especially on weekdays when she is both busy with her partner.



# User journey map

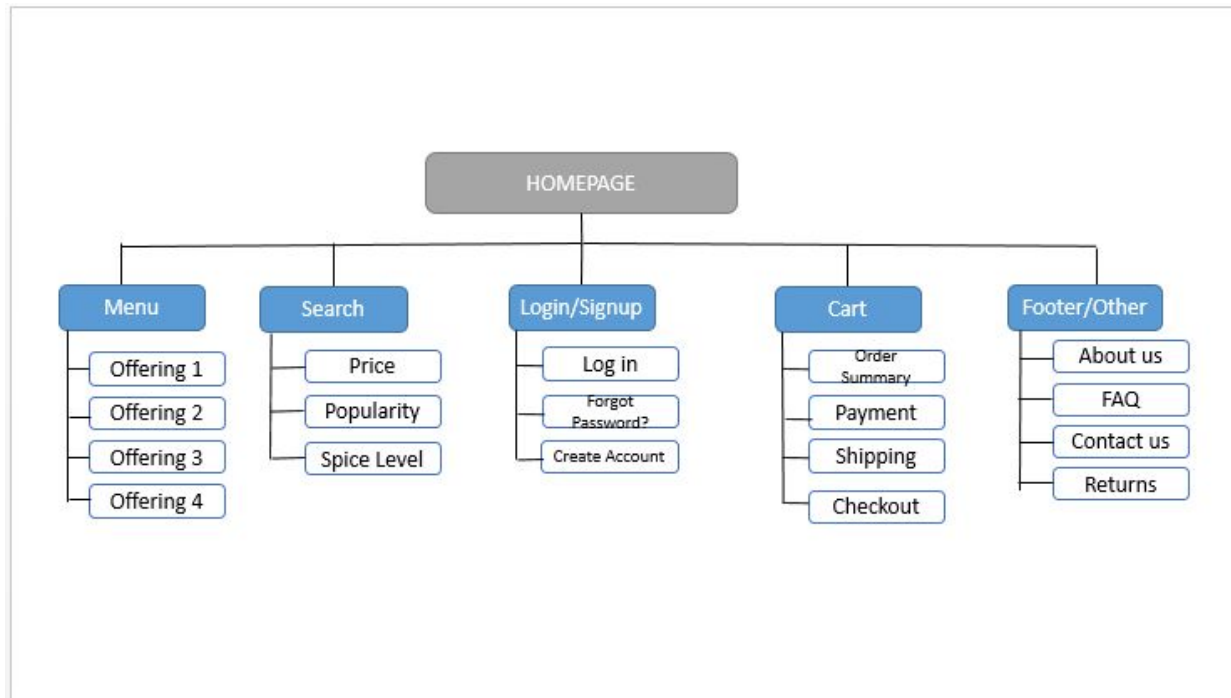
The user journey of Alice revealed how useful a food ordering and delivery app would be for users.

ACTION	Find a restaurant	Search menu	Make\Submit order	Track order	Pick-up Order
TASK LIST	Tasks A. Look for nearby eateries online B. Choose restaurant	Tasks A. Choose food type B. Search online menu C. Choose from the menu	Tasks A. Locate phone number B. Call & place order C. Confirm order	Tasks A. Get a delivery time estimate B. Place calls to check up on orders.	Tasks A. Pick-up food at doorstep B. Inspect items & tip employee C. Eat meal
FEELING ADJECTIVE	Bewildered by the number of restaurant options. Delighted to find an appealing restaurant.	Irritated by the difficulty in navigating the online menu	Irritated by the difficulty in locating the phone number. Concerned about network connectivity.	Annoyed by how long it takes for food to be delivered. Anxiously waiting for food.	Concerned that the employee may miss my home address. Delighted to eat with my family after a long day.
IMPROVEMENT OPPORTUNITIES	Make a special menu and ordering app.	Make the search menu easy and simple to navigate. Include images and search filters. Include screen reader technology.	Provide a straightforward checkout procedure	Provide enhanced GPS in- app tracking.	Provide a system for the client's proper address to be filled out. Add a reward program.



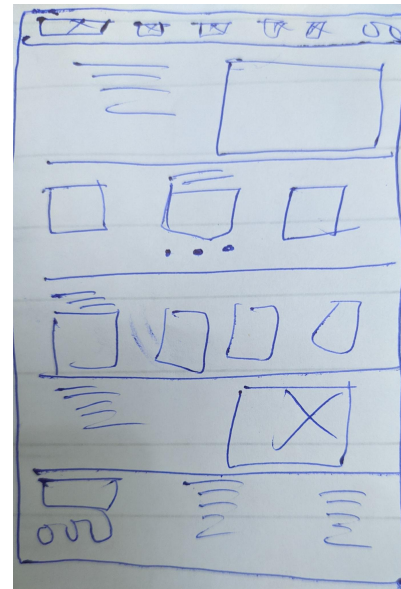
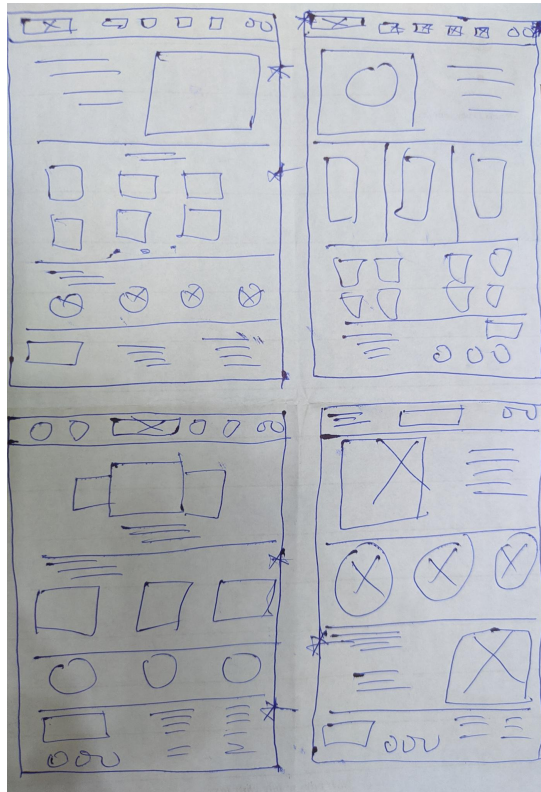
# Sitemap

I used the Platter sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



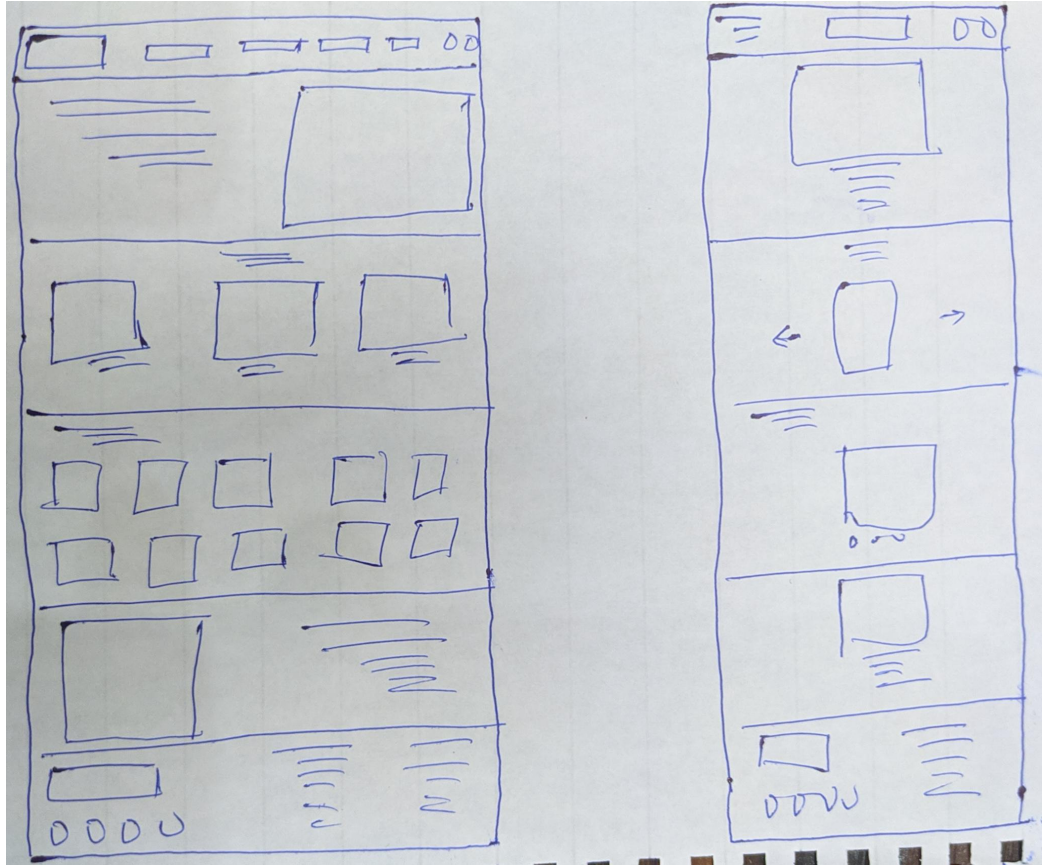
# Paper wireframes

Taking the time to create paper iterations of each website screen ensured that the components that made it to digital wireframes addressed user pain points effectively. I prioritized a quick and easy ordering process for the home screen to save users time.



# Paper wireframe screen size variation(s)

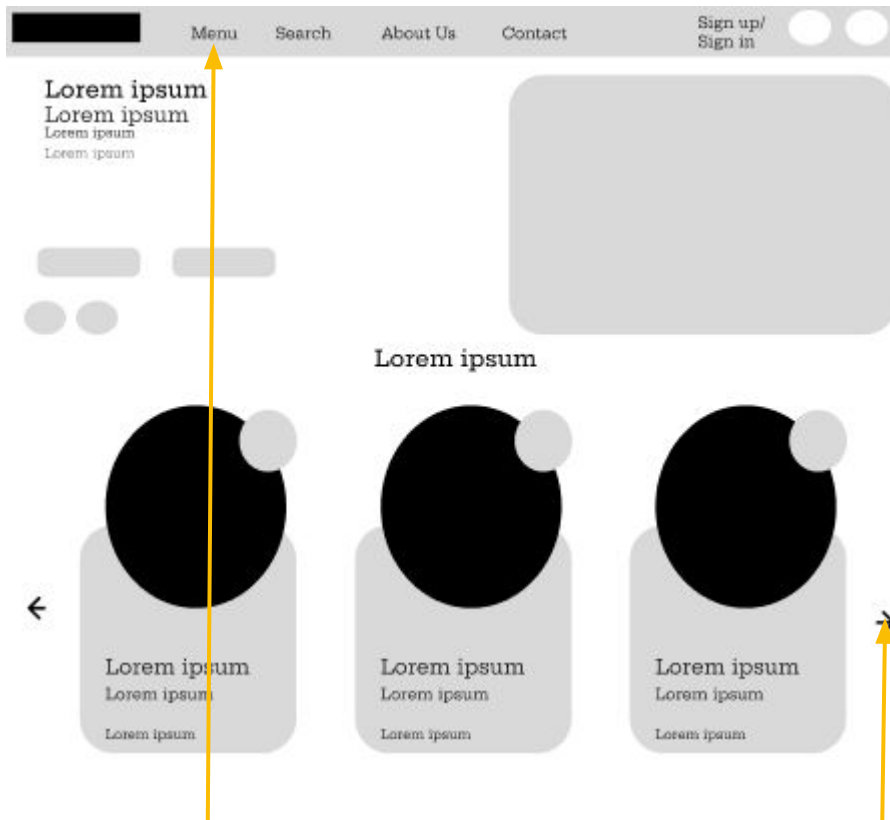
Because Platter food customers use a variety of devices to access the site, I began working on designs for additional screen sizes to ensure the site was fully responsive.



# Digital wireframes

The transition from paper to digital wireframes made it simple to see how the redesign could address user pain points and improve the user experience.

My strategy included prioritizing useful button locations and visual element placement on the home page.

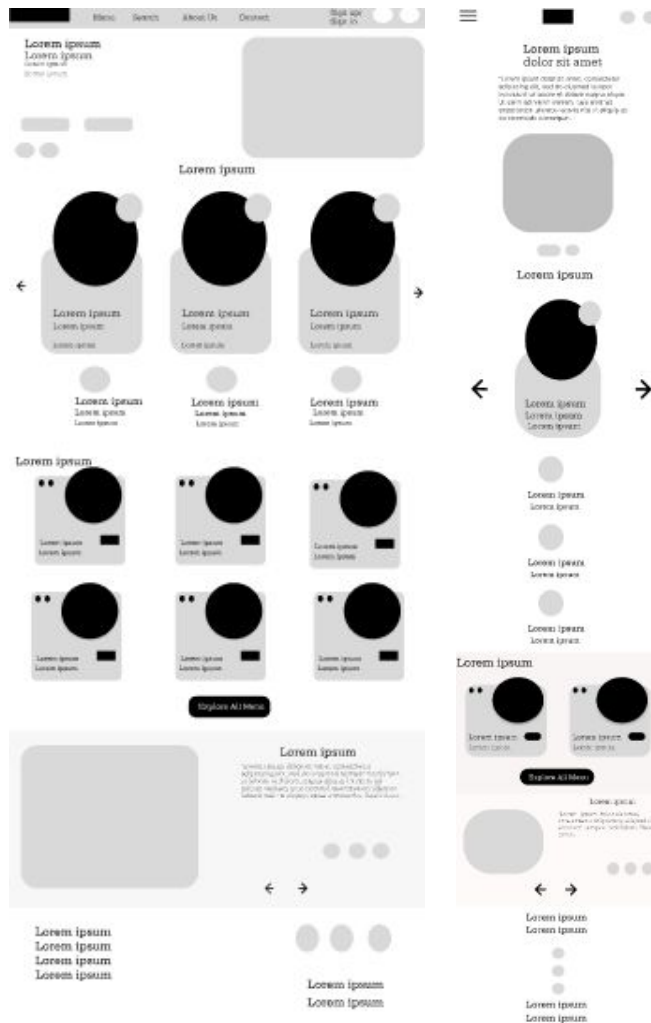


Easy access to browse for food menu

The homepage has been optimized for easy navigation through the image carousel and nav menu options.

# Digital wireframe screen size variation(s)

Because Platter food  
customers use a  
variety of devices to  
access the site, I began  
working on designs for  
additional screen sizes  
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fully responsive.



# Low-fidelity prototype

I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out to create a low-fidelity prototype.

At this point, I had received feedback on my designs from members of my team on issues such as button placement and page organization. I made a point of listening to their feedback and implementing several suggestions that addressed user pain points.



View [Platter's Low Fidelity Prototype](#)



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

Nigeria, remote



## Participants:

5 participants



## Length:

20-30 minutes

# Usability study: findings

The following were the main findings of the usability study:

1

## Cart

Users were unable to change the quantity of items in their cart once they reached the checkout screen.

2

## Account

There was no obvious way for users to log in to their account during the checkout process to pre-fill previous billing and shipping information.

3

## Checkout

Users couldn't easily copy the shipping address information into the billing information field.

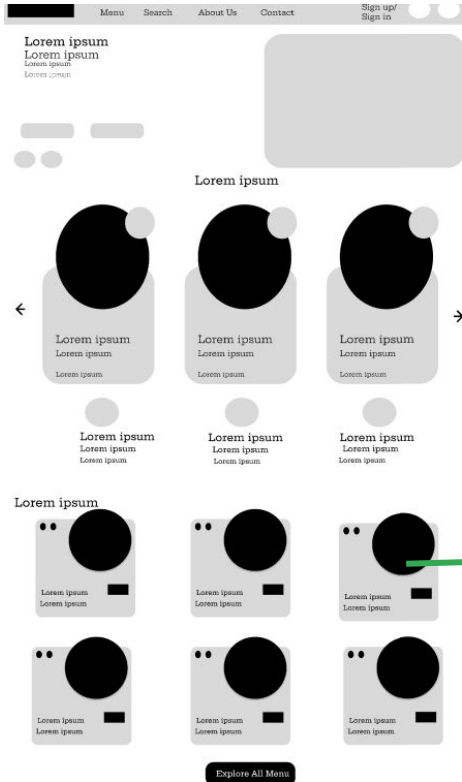
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

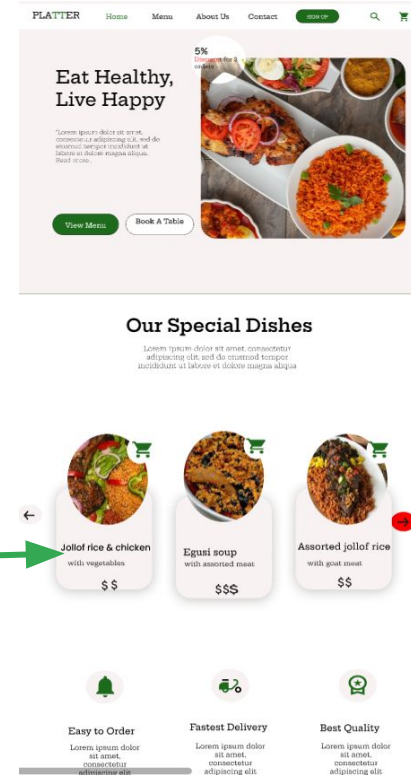
# Mockups

I made changes to the site's checkout flow based on the findings of the usability study. The user was frustrated by the abundance of menu options on the homepage. This was corrected after the usability study and gave the user more freedom to choose better.

## Before usability study



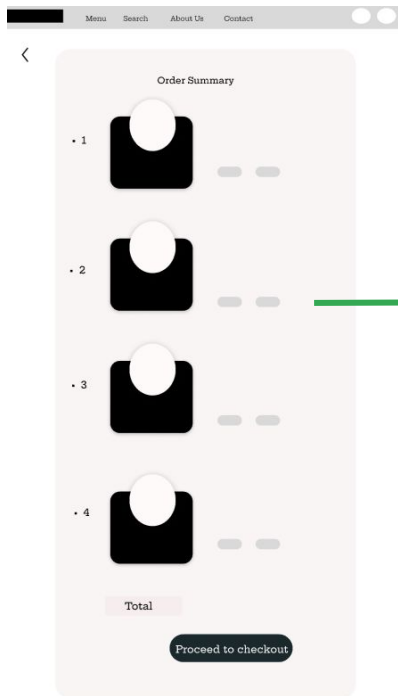
## After usability study



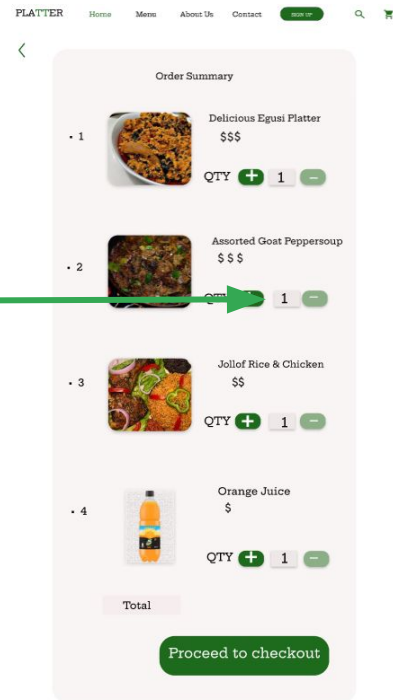
# Mockups

I added the option to edit the quantity of items in a user's cart using a simple "+" or "-" option as one of the changes I made. This gave users more freedom to edit their cart without having to go through a lengthy process to add or remove items.

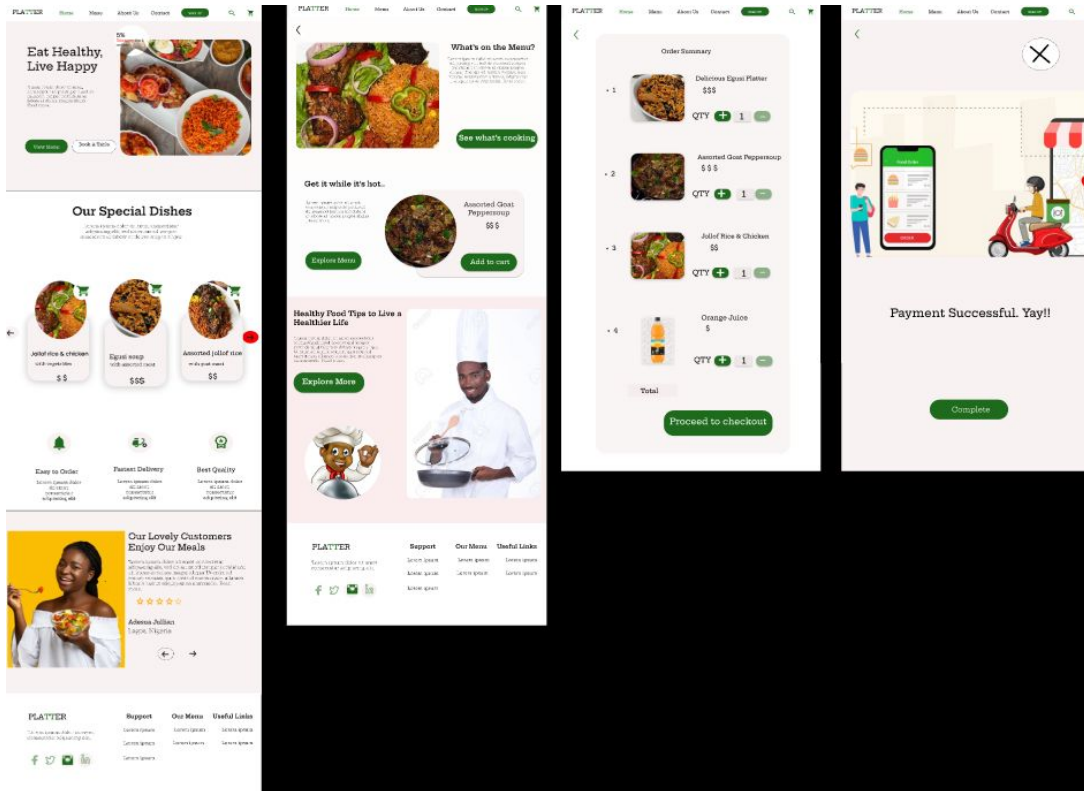
## Before usability study



## After usability study

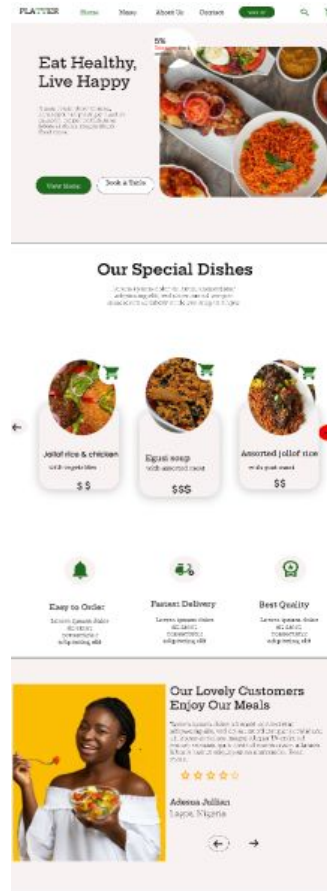


# Mockups: Original screen size



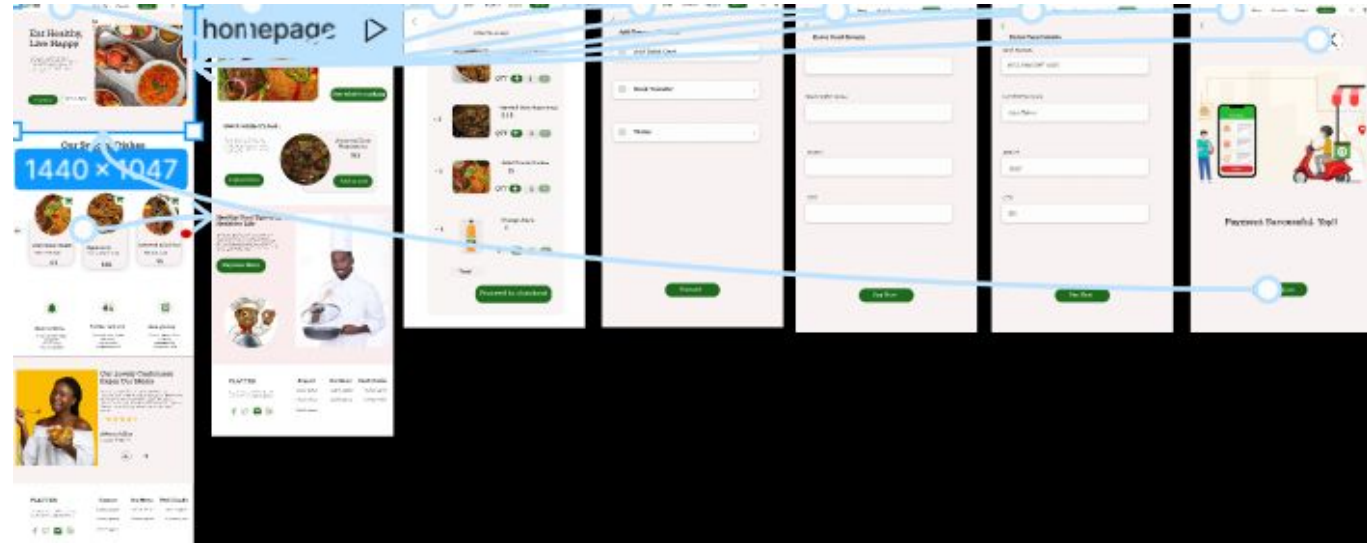
# Mockups: Screen size variations

Based on my previous wireframes, I included considerations for additional screen sizes in my mockups. Because users shop on a variety of devices, I felt it was critical to optimize the browsing experience for a variety of device sizes, such as mobile and tablet, to ensure users have the best possible experience.



# High-fidelity prototype

The hi-fi prototype followed the same user flow as the lo-fi prototype and incorporated design changes made following the usability study, as well as several changes suggested by members of my team.



View [Platter's High Fidelity Prototype](#)



# Accessibility considerations

1

I used headings with different text sizes to create a clear visual hierarchy.

2

For easy screen reader access, I designed the site with alt text on each page.

3

I used landmarks to assist users, including those who use assistive technologies, in navigating the site..

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

Our target users commented that the design was easy to navigate, that the images were more engaging, and that there was a clear visual hierarchy.



## What I learned:

I discovered that even minor design changes can have a significant impact on the user experience. For me, the most important takeaway is to always focus on the real needs of the user when developing design ideas and solutions.

# Next steps

1

Conduct additional usability testing on the new website.

2

Determine any additional areas of need and brainstorm ideas for new features.

# Let's connect!



Thank you for reviewing my work on the Platter Food Website

If you'd like to see more, or would like to get in touch, my contact information is provided below:

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