

UR FOOD'S APP DESIGN

Josh O'safe

Project overview



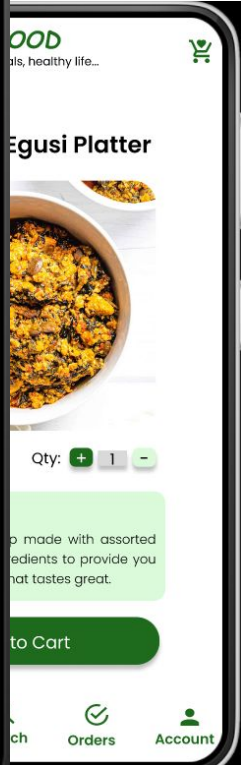
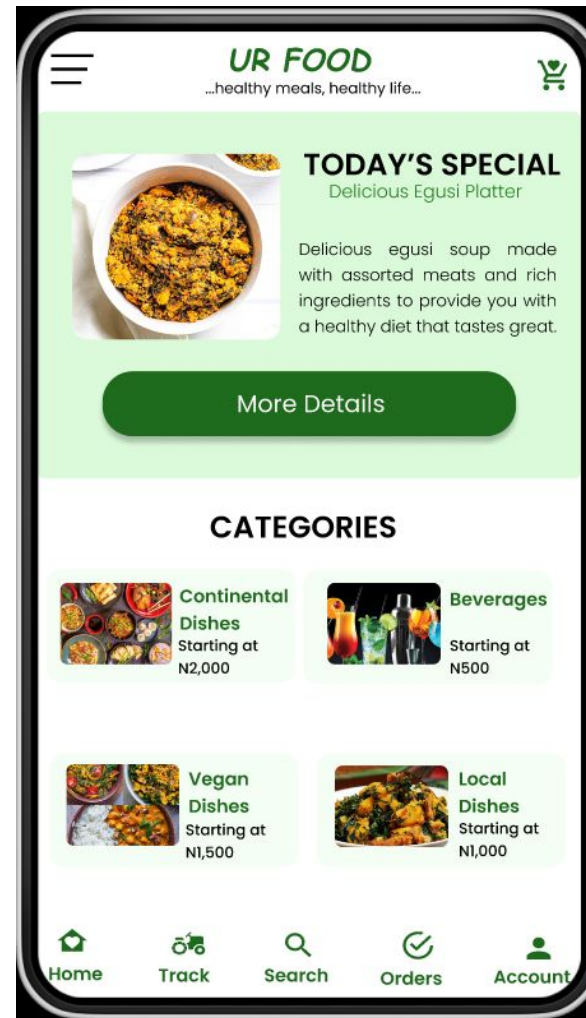
The product:

URFOOD is a mobile food app that provides users with special and healthy food options, including scrumptious side dishes. They provide a wide range of competitive and affordable pricing. Commuters, students, and workers who do not have the time or ability to prepare a family dinner are among the target customers.



Project duration:

April 2022 - September 2022



Project overview



The problem:

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



The goal:

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

Project overview



My role:

UX designer designing a food app for URFOOD restaurant 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



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

This user group confirmed initial assumptions about URFOOD restaurant customers, but research also revealed that time was not the only constraint on users' ability to cook at home.

Other user issues include obligations, interests, or challenges that make it difficult to go grocery shopping or to restaurants in person.

User research: pain points

1

Time

Working adults and students are too busy to spend time preparing meals.

2

Accessibility

Food ordering platforms do not include assistive technologies.

3

Delivery Services

Due to their hectic schedules, working adults and students frequently find it difficult to pick up food orders from restaurants.

4

IA

Text-heavy menus in apps are frequently difficult to read and order from.

Persona: Alice Mustapher

"As an ambitious career woman, I aspire to reach the pinnacle of my abilities. while also meeting the nutritional needs of my family"

Problem statement:

Alice is a busy working adult who requires quick access to healthy food ordering & delivery options because they do not have time to prepare dinner for themselves and their family.



Alice Mustapher

Age: 45
Education: MBA
Hometown: Lokoja
Family: Married with 2 kids
Occupatio: Bank Manager

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 works as a bank manager with a demanding schedule. She is in charge of supervising and managing a bank branch in a small town, and she also participates in the women's lawn tennis league. She lives with her partner and their two children, ages nine and ten. Her partner works in a factory, which is a physically demanding job. Alice is frustrated when it comes to ordering healthy food for the family, particularly on weekdays when she is both busy with her partner.

User journey map

Mapping Alice's user journey revealed how useful a food ordering and delivery app would be for users.

Persona: Anika

Goal: Order nutritious meals for me and my family from a hygienic take-out restaurant that that offers home delivery.

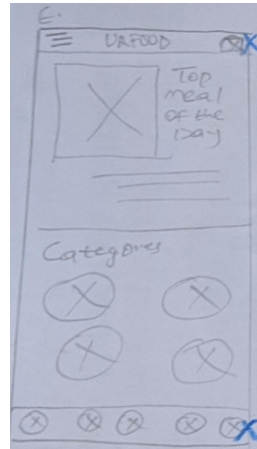
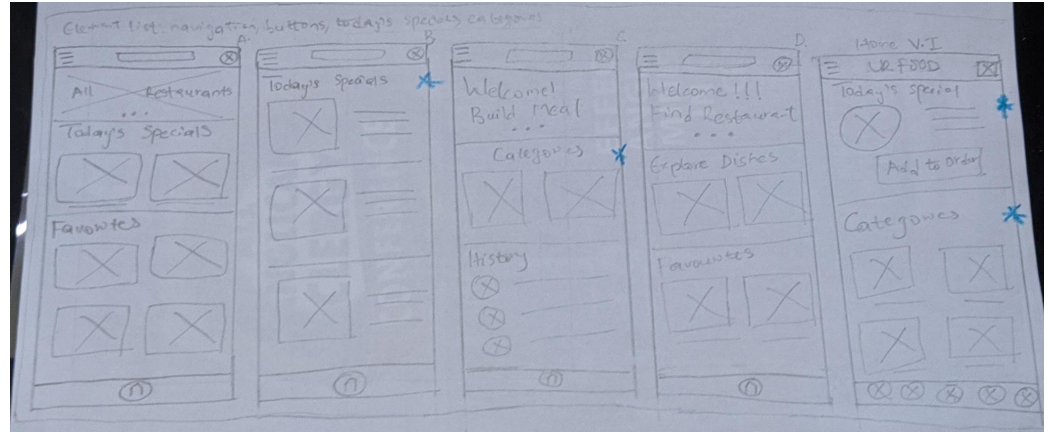
ACTION	Find a restaurant	Search menu	Make\Submit order	Track order	Pick-up Order
TASK LIST	Tasks A. Look for nearby eateries online B. Choose restaurant	Tasks A. Choose food type B. Search online menu C. Choose from the menu	Tasks A. Locate phone number B. Call & place order C. Confirm order	Tasks A. 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.

Starting the design

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

Paper wireframes

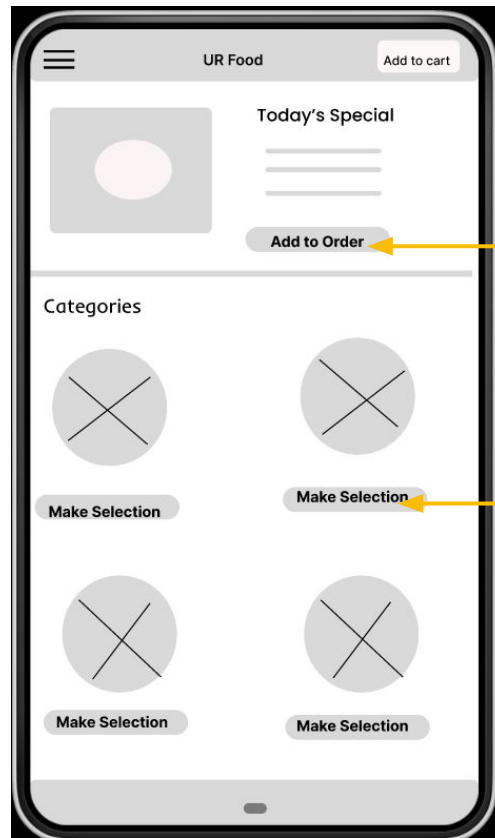
Taking the time to create paper iterations of each app screen ensured that the components that made it to digital wireframes were very well to address user pain points. To help users save time, I prioritized a quick and easy ordering process for the home screen.



The elements of each sketch that would be used in the initial digital wireframes were marked with stars.

Digital wireframes

As the initial design phase progressed, I made certain that screen designs were based on feedback and findings from user research.



This button at the top of the home screen allows users to order quickly and easily.

This button allows users to easily create their own pizza.

Digital wireframes

In addition to equipping the app to work with assistive technologies, easy navigation was a key user need addressed in the designs.

Easy access to screen reader-friendly navigation.



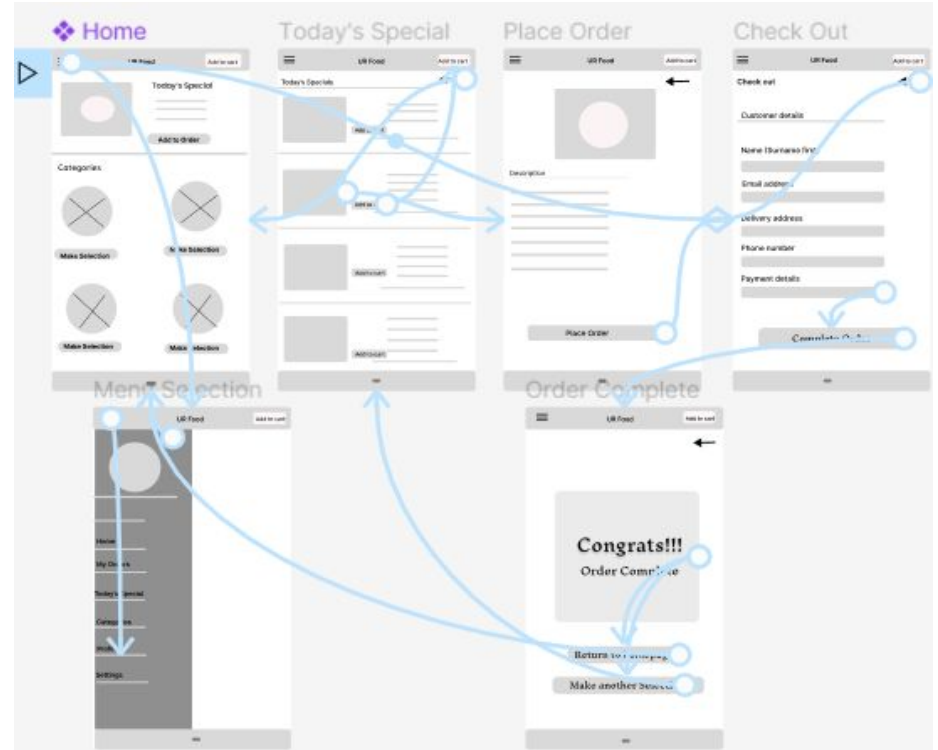
Back arrow navigation button to return to previous page.

Low-fidelity prototype

I designed a low-fidelity prototype using the completed set of digital wireframes. I connected the primary user flow of constructing and ordering a pizza, so the prototype could be utilized in a usability research.

View URFOOD's APP

[Low Fidelity Prototype](#)



Usability study: findings

I executed two rounds of usability testing. The initial study's findings aided in the design process, from wireframes to mockups. The second research made use of a high-fidelity prototype to indicate which areas of the mockups needed to be improved.

Round 1 findings

- 1 Users want to order food quickly and easily.
- 2 Users want simple navigation and responsive buttons.
- 3 Users want a delivery option

Round 2 findings

- 1 There are too many unnecessary steps in the checkout process.
- 2 The user flow from the homepage to the checkout page appears to be complicated.
- 3 There are no accessibility features.

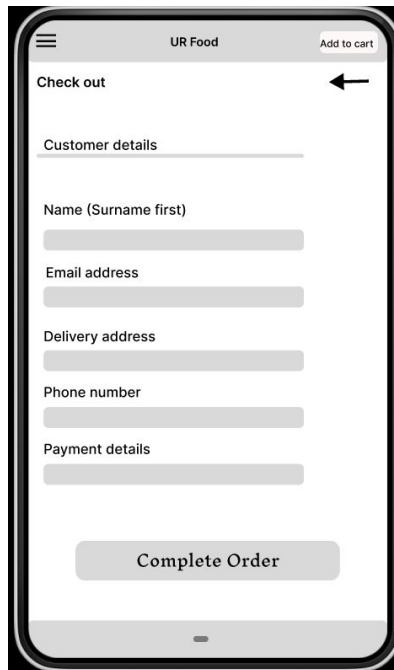
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

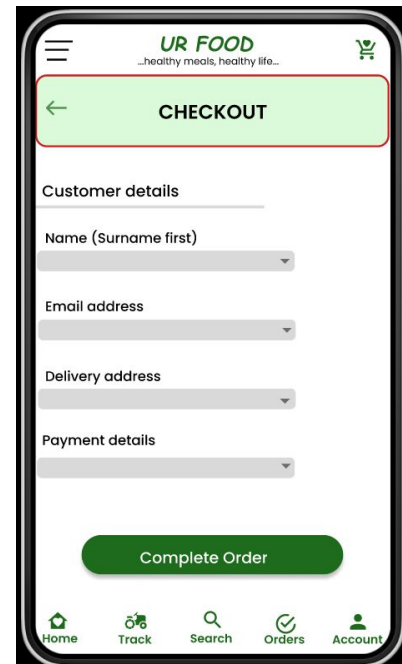
Mockups

Early designs revealed user frustrations with navigation, particularly the back icon and unresponsive buttons. Following the usability studies, I made the navigation icons and buttons more visible and responsive.

Before usability study



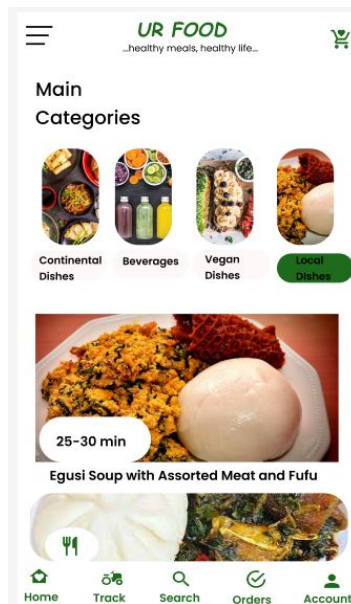
After usability study



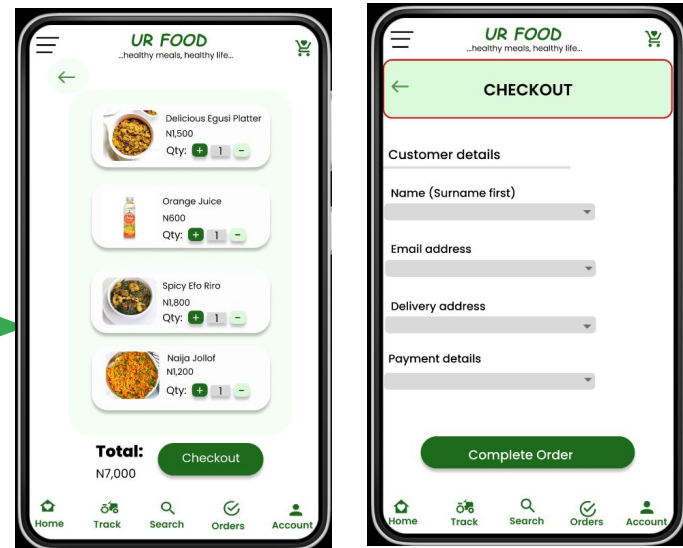
Mockups

The second usability study revealed customer dissatisfaction with the checkout process. To simplify the flow, I combined the "Current order" and "Checkout screens" into a single "Order summary" screen. Before proceeding to the payment screen, users can view the total number of items in the cart and confirm the total amount of the order.

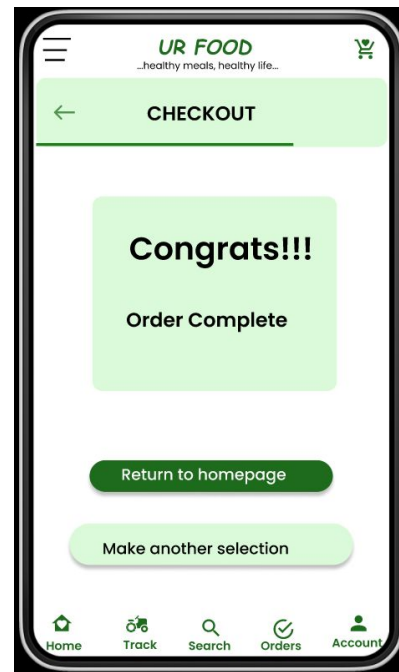
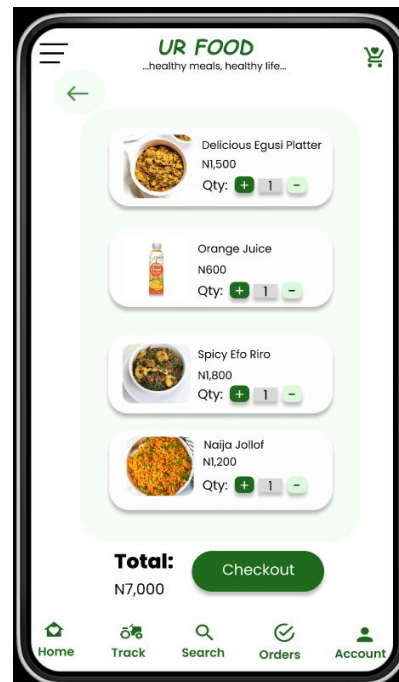
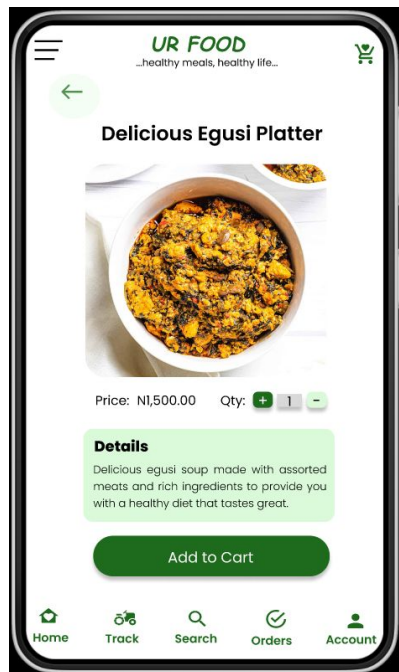
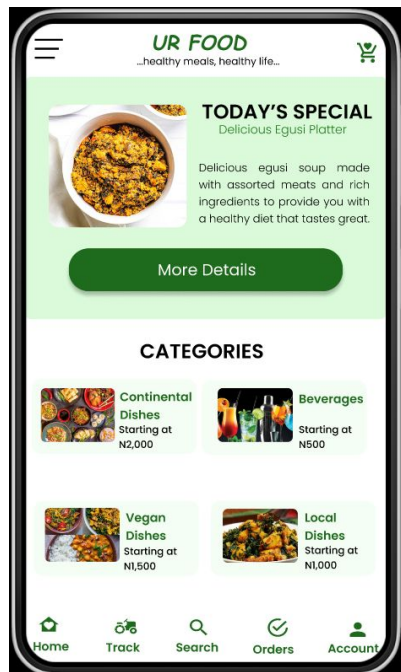
Before usability study 2



After usability study 2



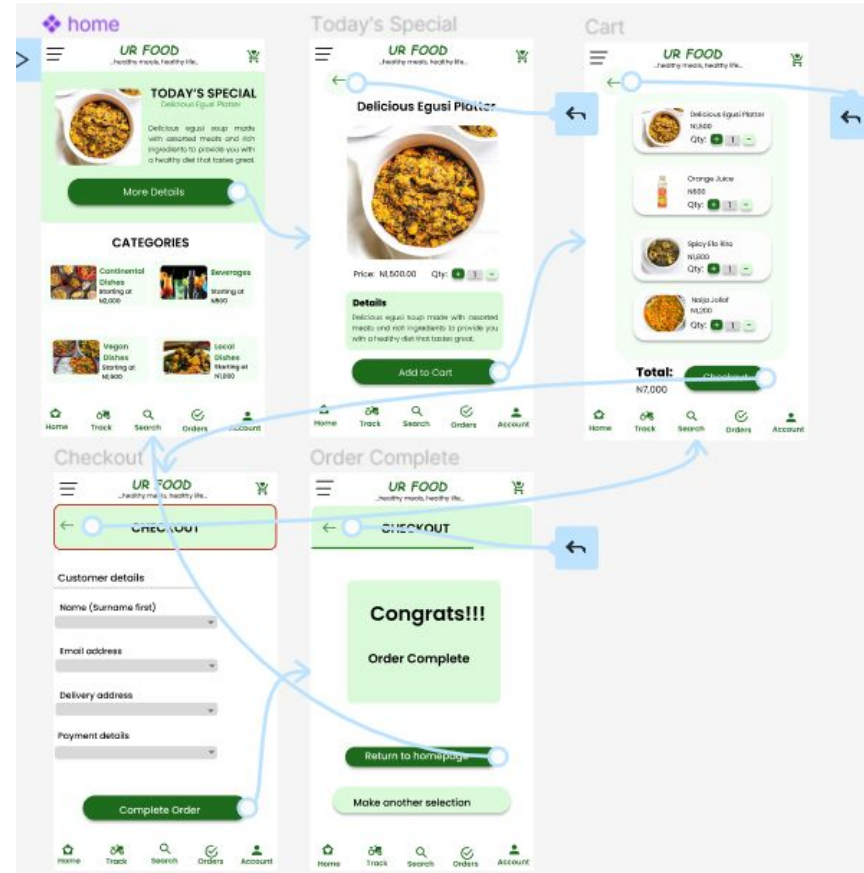
Key Mockups



High-fidelity prototype

The final high-fidelity prototype had improved user flows for ordering food and checking out. It also met the needs of users who wanted a pickup or delivery option, as well as more customization.

View URFOOD's APP
[High Fidelity Prototype](#)



Accessibility considerations

1

Access was provided to visually impaired users by adding alt text to images for screen readers.

2

Icons were used to help with navigation.

3

To help all users understand the designs, we used detailed imagery for food orders.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app gives users the impression that URFOOD's APP is truly concerned with meeting their needs.

Peer feedback included the following quote:

"The app made it so simple and enjoyable to choose and place my food order!" This app would definitely be my go-to for a delicious, quick, and even healthy meal."



What I learned:

While designing the URFOOD'S app, I discovered that the initial app concepts are only the beginning of the process. Each iteration of the app's design was influenced by usability studies and peer feedback.

Next steps

1

Conduct another round of usability testing to confirm that the users' pain points have been effectively addressed.

2

Conduct additional user research to identify any new areas of need.

Let's connect!



Thank you for taking the time to look over my work on the URFOOD's app! If you want to see more or contact me, my contact information is provided below.

Email: osafej@gmail.com

Website: [UX Portfolio](#)