TruFood :Food Delivery App Design

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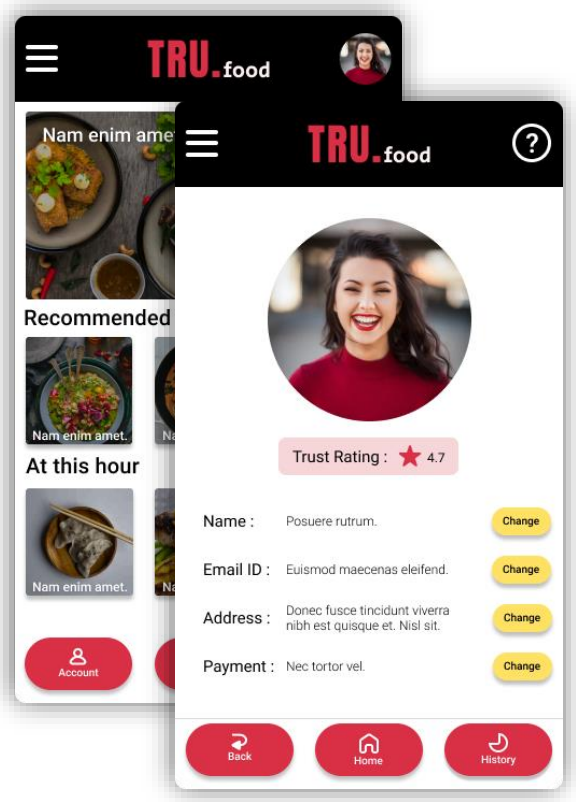
Project overview

The product:

We are creating a Food Delivery App to help users order food at any point of the day i.e. during odd hours and make the process equitable for the delivery partner and the restaurant.

Project duration:

March 2022 to June 2022



Project overview

The problem:

Difficulties faced by the User, Delivery Partner and the Restaurant

The goal:

Creating an App to make the process of delivering food items equitable for the users,delivery and restaurant.

Project overview

My role:

UX designer designing an app ‘TruFood’ 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

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 that the adults who work during late hours find it difficult to order food.

This user group also confirmed initial assumptions about TruFood, but research also revealed that time of the day was not the only factor limiting users from ordering a food item. Other user problems included rewards, interests, or challenges that make it difficult to order or deliver food.

User research: pain points

1

Preferred way of Payment

Users need more choices when it comes to making payment through the app and a default payment section to pay faster.

2

More info about the restaurant

Users need more meaningful information so that they can pick a restaurant.

3

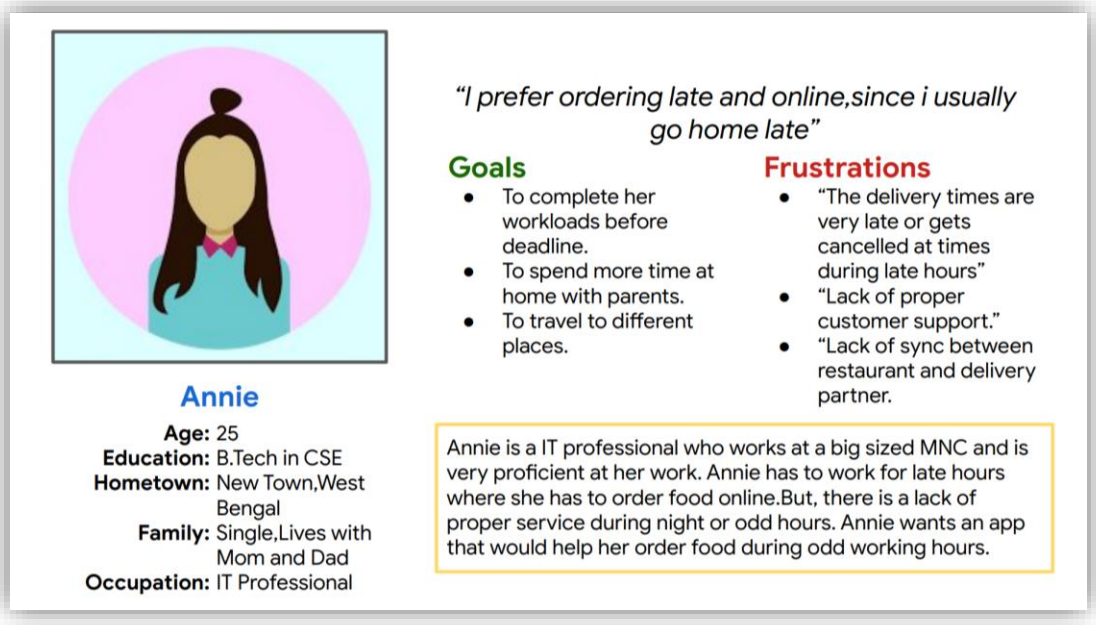
Streamlined info about the delivery status

Users need more user friendly and streamlined information for the delivery of the item in the app.

Persona: **Annie**

Problem statement:

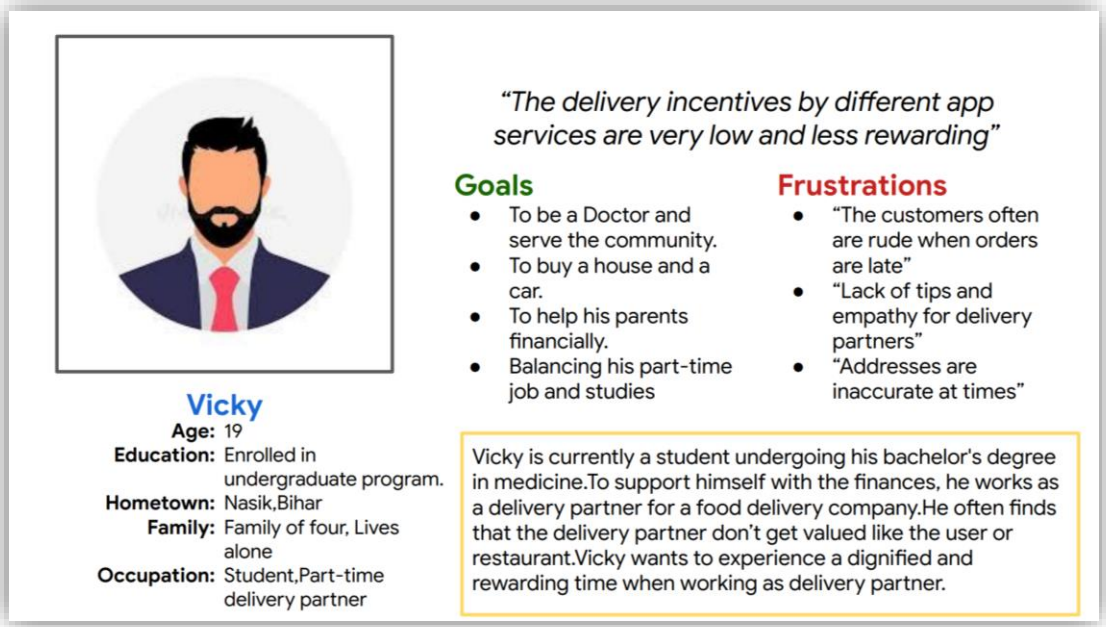
Annie is a working professional who needs an app that can delivery food during odd hours easily and faster because she usually goes home late due to her working hours.



Persona: **Vicky**

Problem statement:

Vicky is a student who is working as a part time delivery partner who needs an app that is equitable for delivery partners and is rewarding.



User journey map

Mapping Annie's user journey revealed how helpful it would be for users to have access to TruFood app.

Persona: Annie

Goal: Ordering food duing odd hours.

ACTION	Select Restuarant	Select food	Order Food	Wait for Delivery	Food Delivered
TASK LIST	A. Decide on food type. B. Searching available resturants. C.Selecting a restaurant.	A. Select the food. B. Select the quantity.	A.Select the available payment options. B. Select the available offers. C.Call restaurant. D.Place order.	A. Wait for confirmation by the restaurant. B. Wait for the delivery partner to pick the order.	A. Call Delivery partner once they reach your area. B. Pick up the food from the delivery partner. C.Pay for the food if opted for COD. D. Eat food.
FEELING ADJECTIVE	Nervous due to the limited number of restuarants available.	Confused by the choices to eat. Excited to eat.	Dissatisfied with no offers available. Anxious about the food.	Annoyed by the time taken to deliver. Bored due to time taken to get the food.	Annoyed by the delivery partner. Satisfied with food .
IMPROVEMENT OPPORTUNITIES	Sort the restaurants based on availlability.	Recommend the choices previously ordered already. Rating indicators for each food.	Give more offers. More sync between user and restaurant regarding food prep.	Map to show the location of the delivery partner. Clear indicators to know the status of the food from the restaurant.	Delivery partner location indicators. Available change by the delivery partner if needed. Payment from Card when COD is not available.

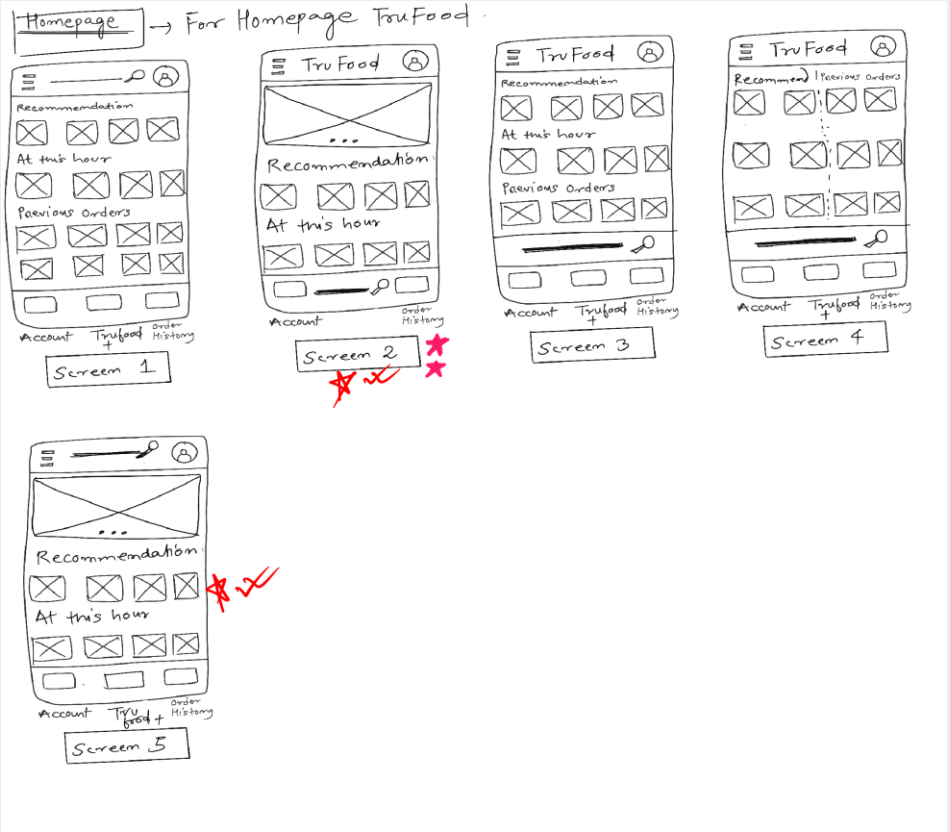
Starting the design

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

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points.

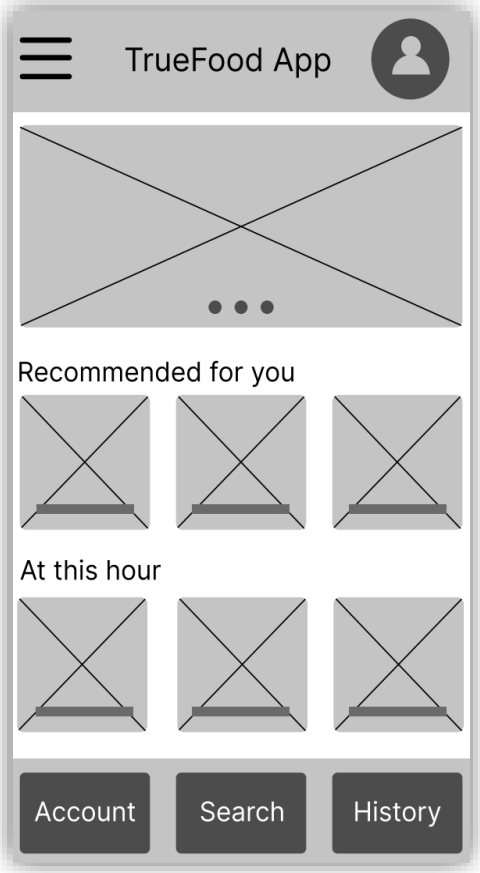
For the home screen, I prioritized a quick and easy ordering process to help users save time.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

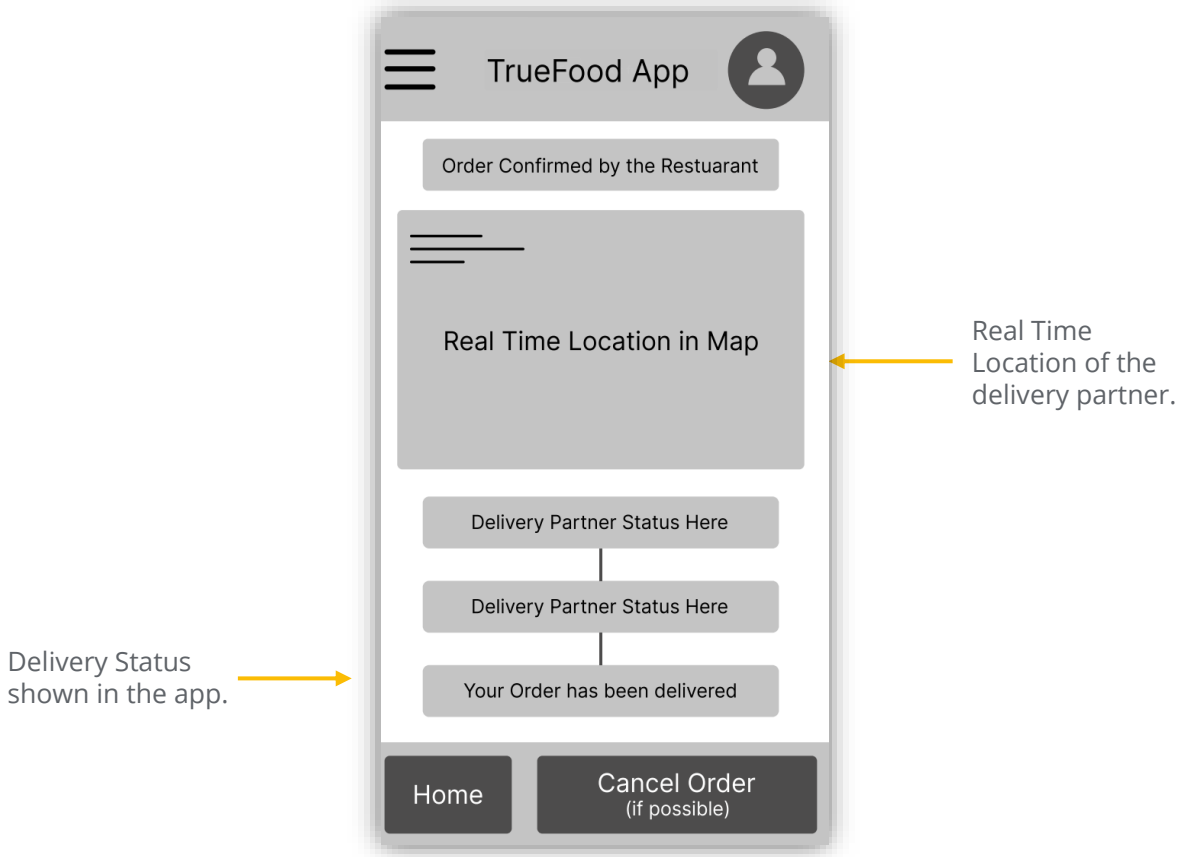
This banner will tell the user what is trending in the app



The user can see the food items available at this hour

Digital wireframes

In the delivery app section of the app, the user can see the status of the delivery partner easily.

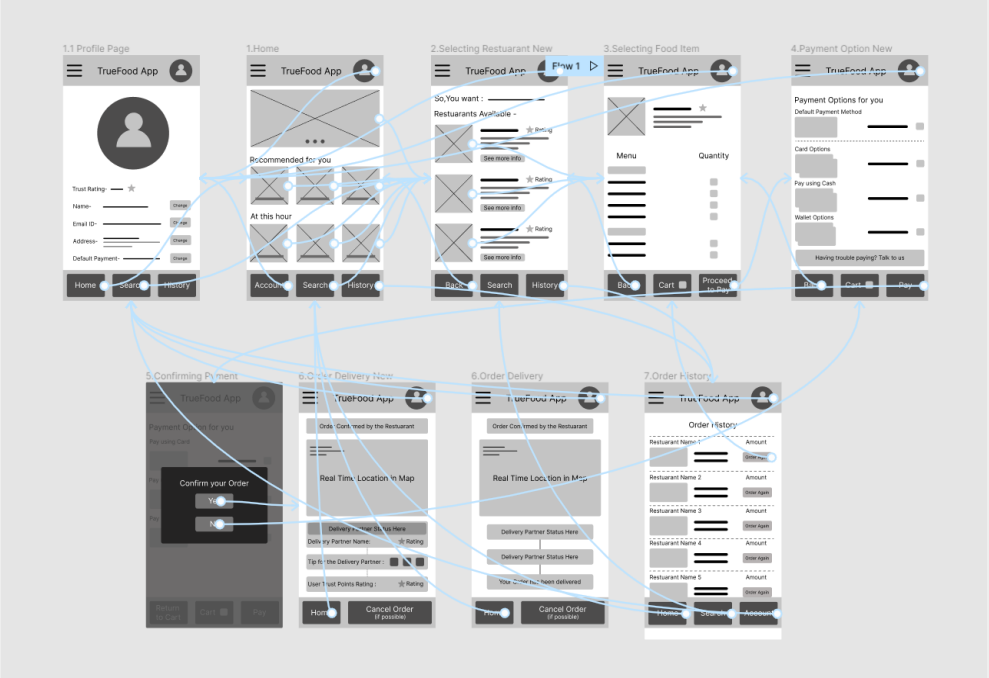


Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering food, so the prototype could be used in a usability study.

View the TruFood App :-

[Low Fidelity Prototype]



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 want to use their preferred way of payment.
2. Users want more info about the restaurant.
3. Users want more streamlined info about the delivery status.

Round 2 findings

1. Users want a total amount section before payment to review what they are ordering.
2. Users want to add/remove items from their cart.
3. Users want a side panel to quickly access certain actions.

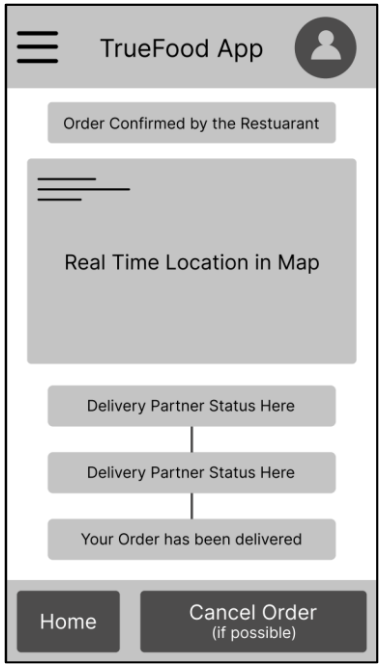
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

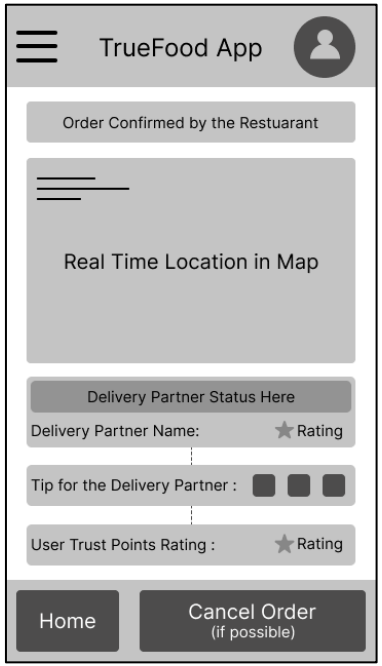
Mockups

In the earlier designs, I had previously shown the information about the status of delivery in the app , after the usability study that was conducted I have **revamped the design** to make it more **concise** and **user friendly**.

Before usability study



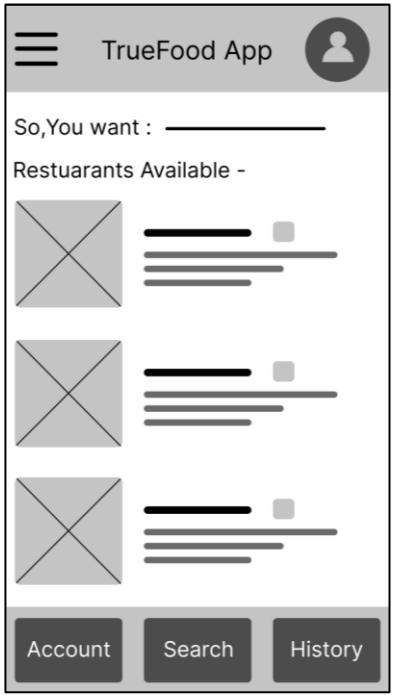
After usability study



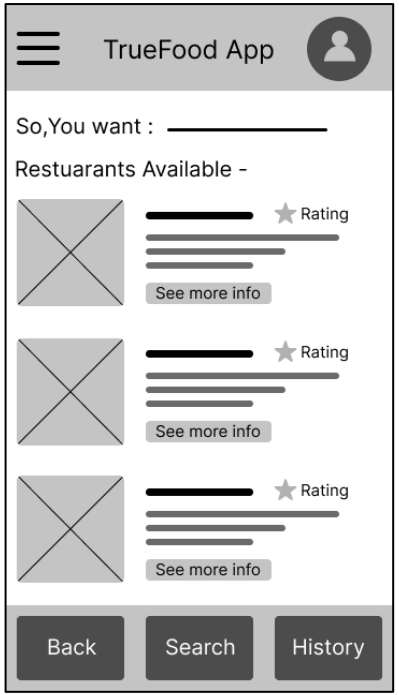
Mockups

In the earlier designs, the **‘restaurants available’** section had certain information about the restaurant, but after the usability studies I have added **‘see info’** section and **ratings** of these restaurant for better accessibility and information for the users.

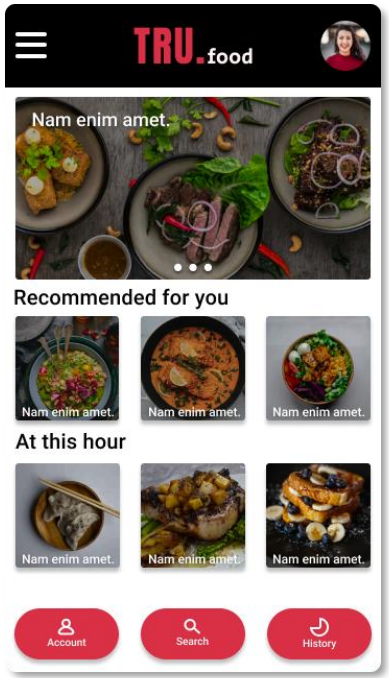
Before usability study



After usability study



Mockups


TRU.food
Nam enim amet.
Recommended for you
Nam enim amet.
Nam enim amet.
Nam enim amet.
At this hour
Nam enim amet.
Nam enim amet.
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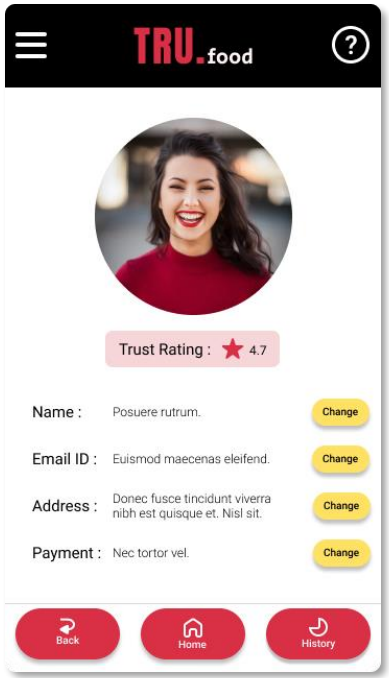
Account
Search
History


TRU.food
Trust Rating : 4.7
Name : Posuere rutrum. Change
Email ID : Euismod maecenas eleifend. Change
Address : Donec fusce tincidunt viverra nibh est quisque et. Nisl sit. Change
Payment : Nec tortor vel. Change
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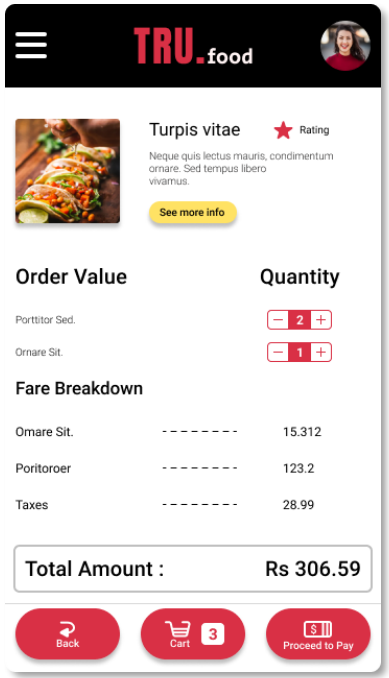
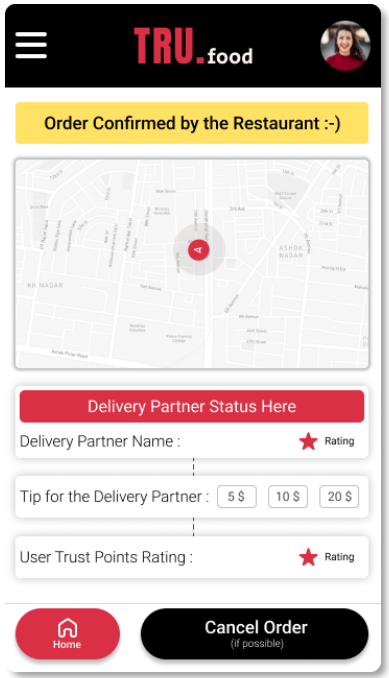

TRU.food
Turpis vitae
Rating
Neque quis lectus mauris, condimentum ornare. Sed tempus libero vivamus.
See more info
Order Value
Quantity
Porttitor Sed.
2
Ornare Sit.
1
Fare Breakdown
Omare Sit. 15.312
Poritoroer 123.2
Taxes 28.99
Total Amount : Rs 306.59
Back
Cart 3
Proceed to Pay

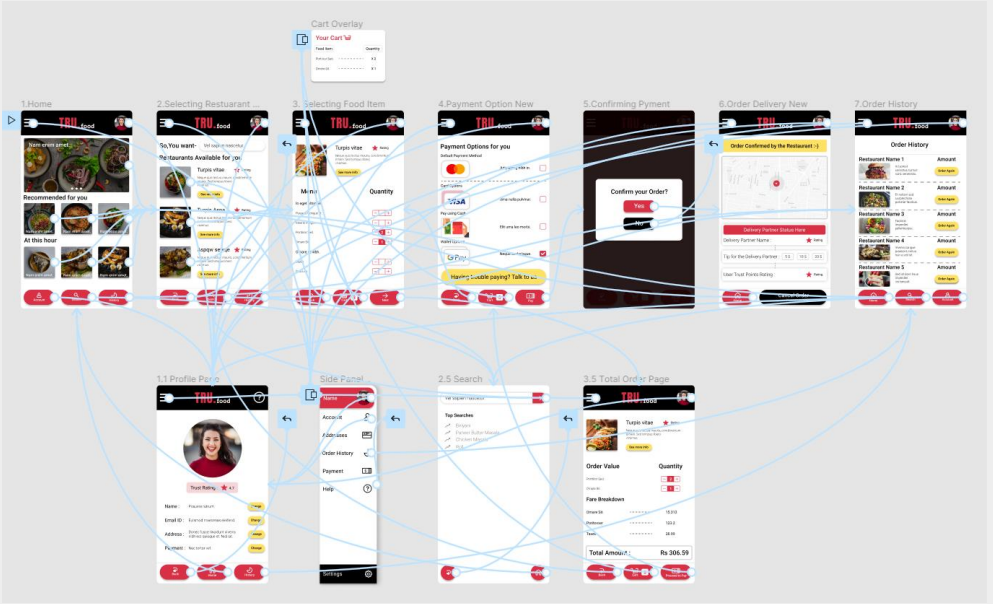

TRU.food
Order Confirmed by the Restaurant :-)
Delivery Partner Status Here
Delivery Partner Name :
Rating
Tip for the Delivery Partner :
5 $
10 $
20 $
User Trust Points Rating :
Rating
Home
Cancel Order
(if possible)

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for ordering a food and checkout. It also met user needs for a pickup or delivery option as well as more accessibility.

View the TruFood high-fidelity prototype :-

[High Fidelity Prototype]



Accessibility considerations

1

Provided access to users who are vision impaired through adding text for icons.

2

Used icons to help make navigation easier.

3

Used detailed imagery for food items and restaurant to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app makes users feel like TruFood app really thinks about how to make a food delivery equitable for all kinds of users.

One quote from peer feedback:
"The app is nicely made ,keep up the great work"
"I would love to use this app“ - **Suhani**

What I learned:

While designing the TruFood app, I learned that the first ideas for any app are only the beginning of the process.
Usability studies and feedback influenced each iteration of the app’s designs.

Next steps

1

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

2

Conduct more user research to determine any new areas of need.

3

Make changes to the app's design based on user feedback by the order of its priority.

Let’s connect!

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

Email: souparnarroy123@gmail.com

Thank you!