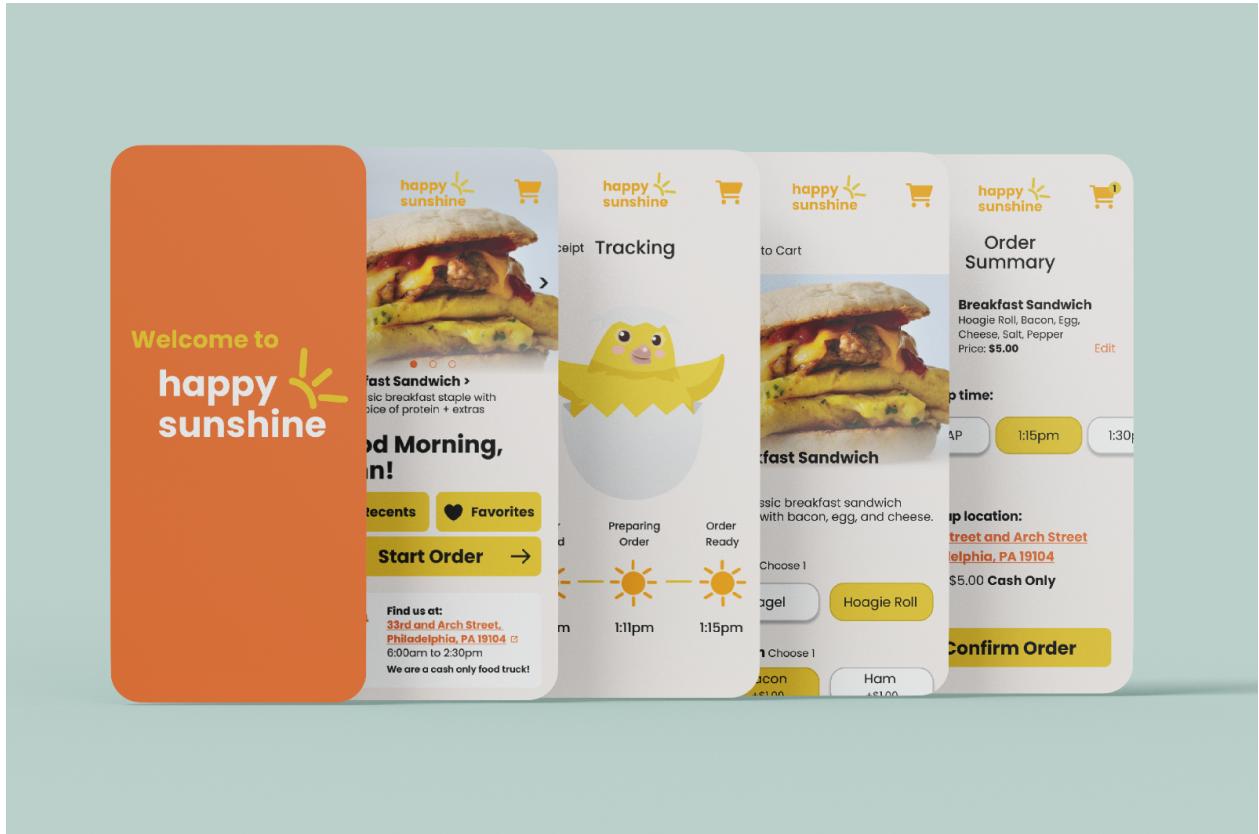


# Happy Sunshine Food Truck



## The Team

- Blair Allen
- Ty Drake
- Parker Nix
- Quinn Khuc
- Lauren Roberts

## The Overview

Our project consisted of us creating a mobile app for the food truck, "Happy Sunshine". We first conducted research and found places where our users have pain points, like the ordering times and the long menu. We then made a prototype of the app, and tested it with users to gain feedback on our design. After four rounds of designing and testing, including a paper prototype, we ended up with our current prototype design. We feel that we have addressed the issues by including things like a shortened menu that give the user options in a more streamlined way, allowing the user to order ahead so they can use the time they would usually spend ordering and waiting, and putting in more unique, "wow" moments to make the experience feel personal and friendly.

## The Context & Challenge

### Background

Happy Sunshine Food Truck is owned and operated by Cambodian couple Utdam and Maggie Thach. The truck sits on Drexel University's campus on the corner of 33rd and Arch Streets, at a busy intersection between freshmen residence halls, academic buildings, and sports areas. We were tasked as a team to design a figma mobile app prototype for the Happy Sunshine Food Truck in ten weeks. The purpose of this project is to improve the overall user experience with ordering food and completing a transaction from the truck, which currently only offers an in-person ordering experience.

### The Problem

The problem this project seeks to solve is to improve the user experience of this food truck, from start to finish. Specifically, through this project, we want to preserve the friendly and welcoming personality of the food truck through bright, playful design and a streamlined user journey.

### Goals & Objectives

The objective of this project is to delve into the process of user experience design, by identifying and putting into action all the elements that make an efficient and delightful digital experience. To achieve this, we will investigate many aspects of user experience design, including information architecture, usability testing, and brand design. In addition to class sessions, we met as a group to talk through ideas, design and prototype, and discuss our findings each week. This work culminates to the main goal of creating a high fidelity mobile prototype. In order to create and perfect this final deliverable asset, our team went through many weeks and rounds of usability testing, where we considered important feedback as we revised our prototype.

## The Process & Insight

As we went along in the design process, our group strived to design the most intuitive ordering process. For the first few weeks we focused on user research to best identify our target audience and their needs. With most of our target users encompassing Drexel students and faculty members, we knew we needed to make the app easy to place an order and stress Happy Sunshine's cash-only status. During the design and testing process, one of the constant issues we faced was the customization page for ordering a breakfast sandwich, as there was some confusion with options that could only be selected once, and categories with multi-select options. However, we found a solution that combined both types of buttons by incorporating check marks for multi-select options. One of the main successes was the tracking page, as people were delighted with the animation we designed of a canary hatching. Our colors were inspired by Happy Sunshine's recognizable yellow truck, and we chose round buttons and a round sans-serif font (Poppins) to emphasize their friendly and homey atmosphere. Because of our strong ideas for branding from the start, the real main focus for our team was making sure the user flow for placing and editing an order worked well during testing.

## Research

We began our research process by interviewing the truck's owners and customers as well as conducting "fly on the wall" research and competitor analysis. As we combined our research notes together, we identified that there were 3 major pain points of our truck, including long waiting time (average waiting time varied from 15 to 30 minutes), menu was long and overwhelming for newcomers, and orders were called verbally (which could cause confusion). As we got a clear picture of the problems that our truck was facing, we decided that the goal of our app is to solve those 3 issues. One interesting fact we found out through our interview with the owners was that the reason why our truck was cash only is that the owners did not want to share the profit with the credit card company. Although it would be more convenient for our app to have an in-app payment, it would force the truck's owners to go against their wish. And since our app has to accommodate both the owners and the customers, we decided that we would not include an in-app payment system in our app.



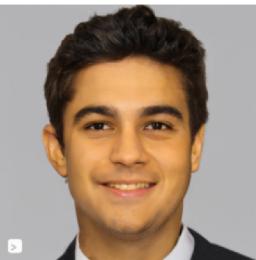
After having a clear idea of our truck's business models, intentions, competitions, and pain points, we began working on our project canvas to define the scope for our project, including the goals for our project, the users of our app, the activities that we needed to do to get our project done, what we were supposed to deliver by the end of our project, etc. As we identified that our target customers are mostly college students, we mapped out their journey with our app to gain a deeper understanding with our customers.

## Happy Sunshine Food Truck Case Study 4

### PROJECT CANVAS Happy Sunshine Food Truck

Participants  Core Team: Lauren Roberts Blair Allen Parker Nix Ty Drake Quinn Khuc  Stakeholders: 2 owners/chefs of food truck  Interested: Drexel University	Goals  Decrease wait time for food pickup  Increase mobile ordering traffic  Compete with other food trucks better  Increase customer loyalty  Increase revenue streams, including tips  Make large menu more understandable and concise	Users  College students (18-24yr)  Drexel faculty (30-60yr)  Local residents  Drexel staff (30-60yr)	Activities  In person fly-on-the-wall observations  Business model canvas  Project canvas  User research and interviews  Competition research  App storyboarding and sketching  User persona creation/target audience  Style guide and visual design system  Brand logo / icons  Digital prototyping	Deliverables  High fidelity mobile prototype  UX Testing, Research & Case Study  Presentation presenting research and prototype
Risks  Covid-19 / lockdown Designing a big menu for a mobile app Owners not tech savvy Getting word out on app existence	Milestones  Week 4: User Research  Week 8: Low-Fidelity Prototype  Week 10: High-Fidelity Prototype	Constraints  Mobile application  Figma prototype  10 week time limit	Scope  Design mobile app for the Happy Sunshine food truck that improves user experience with ordering food from the truck	Created by Jim Kalbach

### Aidan Yates



**Hardworking**

**Social**

**Observant**

**Indecisive**

*"Great things come from hard work and perseverance. No Excuses." - Kobe Bryant*

Age: 18  
Work: Freshman Student  
Family: Single  
Location: Philadelphia, PA

**Personality**

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

**Goals**

- Graduate college
- Get into good shape
- Move to California

**Frustrations**

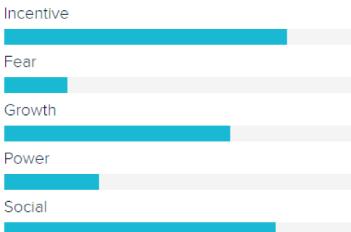
- Doesn't like to be put on the spot
- Dislikes long wait times
- Food options for freshmen

**Bio**

Aidan Yates is a Freshman student at Drexel University. He grew up in the Philadelphia area and is attending the same college that his Dad went to. He is majoring in Business Analytics. He is a hardworking student who spends a lot of time studying. But he also likes to spend the weekends going to parties, hanging with friends, to exploring Philadelphia.

Aidan frequents the food trucks for his meals. However, he dislikes standing in front of the trucks and selecting from the large menus. He also dislikes the long wait times that the trucks often have.

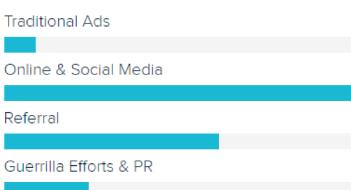
**Motivation**



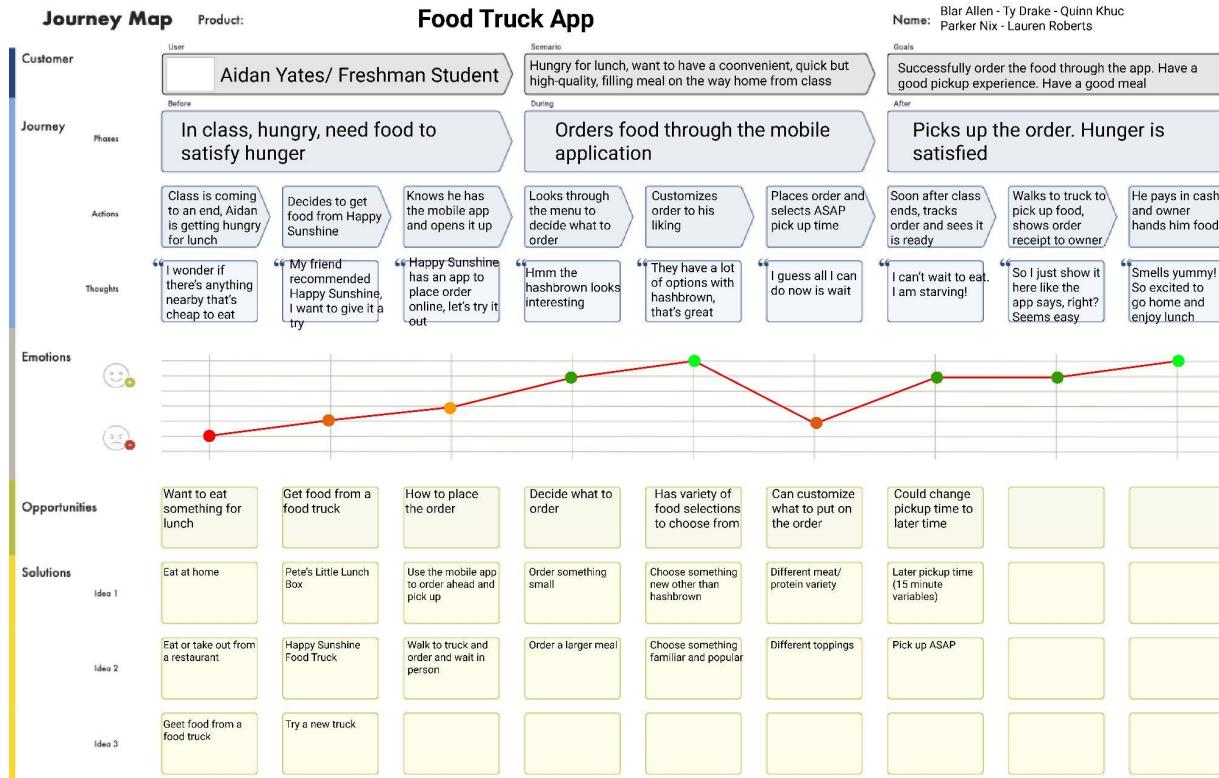
**Brands & Influencers**



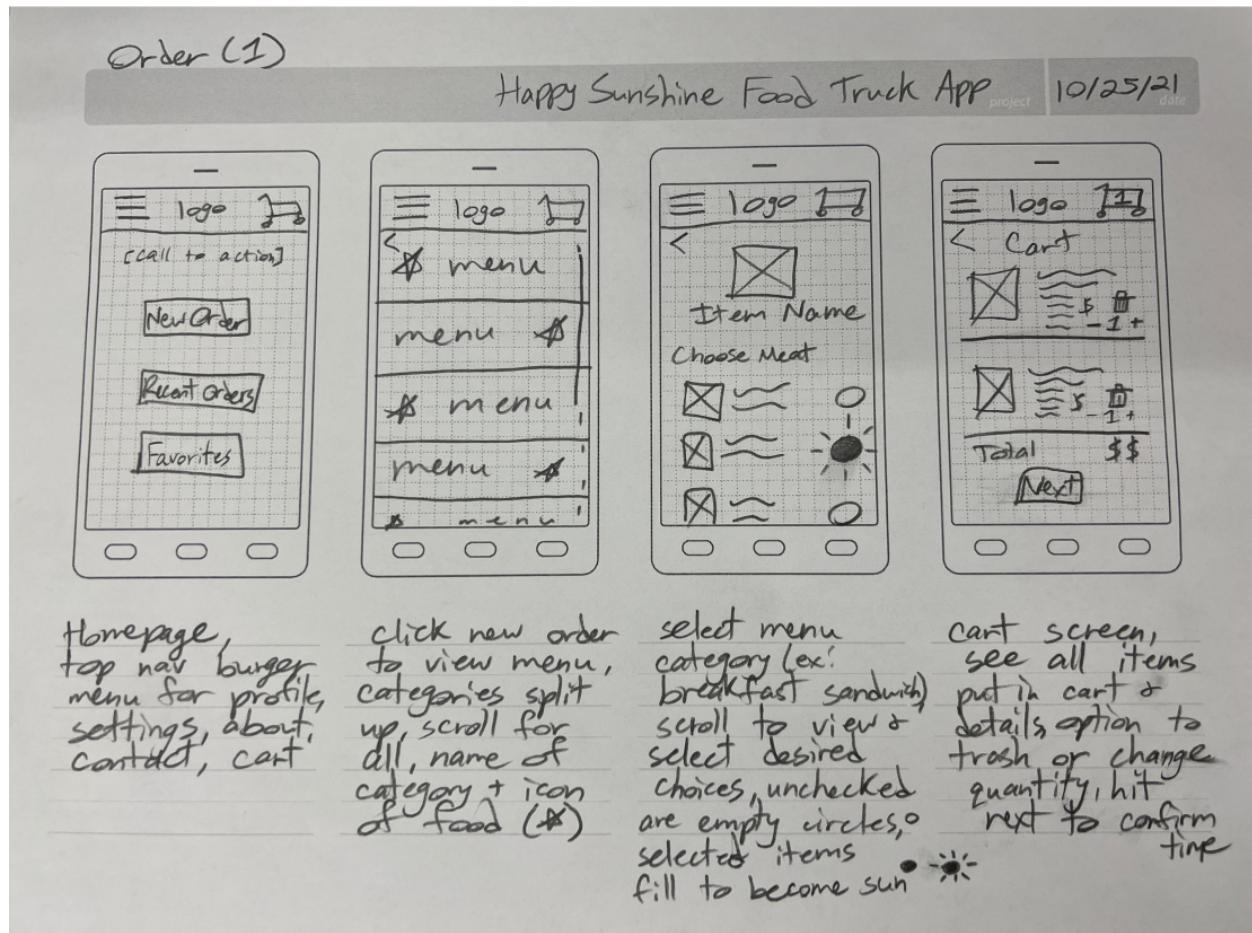
**Preferred Channels**



## Happy Sunshine Food Truck Case Study 5



The next step in our process was developing a paper prototype for our app. To solve the big menu problem, we divided our menu into different categories, and each category comes with its own customize page that allows our customers to customize their food. This way, our customers will not have to scroll through a long list of items as well as they will not be overwhelmed by the number of items on the menu. To solve the long waiting time problem, we not only allow our customers to choose their pick-up time within our app, but we also developed a tracking system that will notify our customers whenever their food is ready for pick-up. And finally, to solve the confusion problem due to orders being called verbally, we created a digital receipt for every order and asked our customers to show the receipt to the owners whenever they pick up their orders.



Paper Prototype

We then conducted 2 rounds of usability testing with our paper prototype and gathered all the feedbacks we got from our users. One of the major issues that our users had with our paper prototype was that the customize screen was too confusing for them. So, we went back to our paper prototype, revised our design, and built the wireframes digitally so that our users can click through our wireframes in our next rounds of usability testing. More rounds of usability testing were done over the course of 3 weeks, and more adjustments were made based on the feedback of our users. As we made changes in our design to accommodate our users' needs, we also slowly furthered our prototype into low-fidelity, mid-fidelity, and, finally, high-fidelity with actual text, colors, and photos being used.

## Happy Sunshine Food Truck Case Study 7

**Row 1: Order Flow**

- Wireframe 1: Home screen with logo, navigation, and a large 'X' placeholder.
- Wireframe 2: Menu screen showing categories.
- Wireframe 3: Item configuration screen for meat and toppings.
- Wireframe 4: My Cart screen showing items, total, and 'Next' button.
- Wireframe 5: Pick-Up Time screen showing options like ASAP, 15 mins, 30 mins, and 45 mins.
- Wireframe 6: Order Receipt screen showing details and a 'Track Order' button.

**Row 2: Order Status & Tracking**

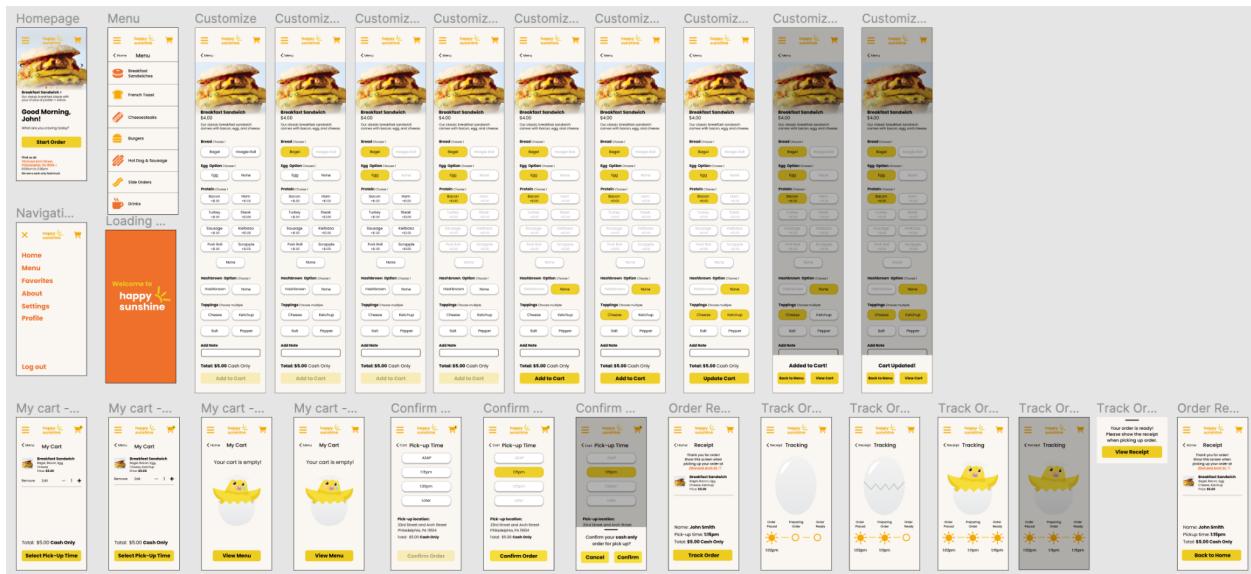
- Wireframe 1: Order Placed! screen with a large oval.
- Wireframe 2: Preparing Your Order! screen with a partial circle.
- Wireframe 3: Ready for Pickup! screen with a full circle.

**Row 3: Data Management**

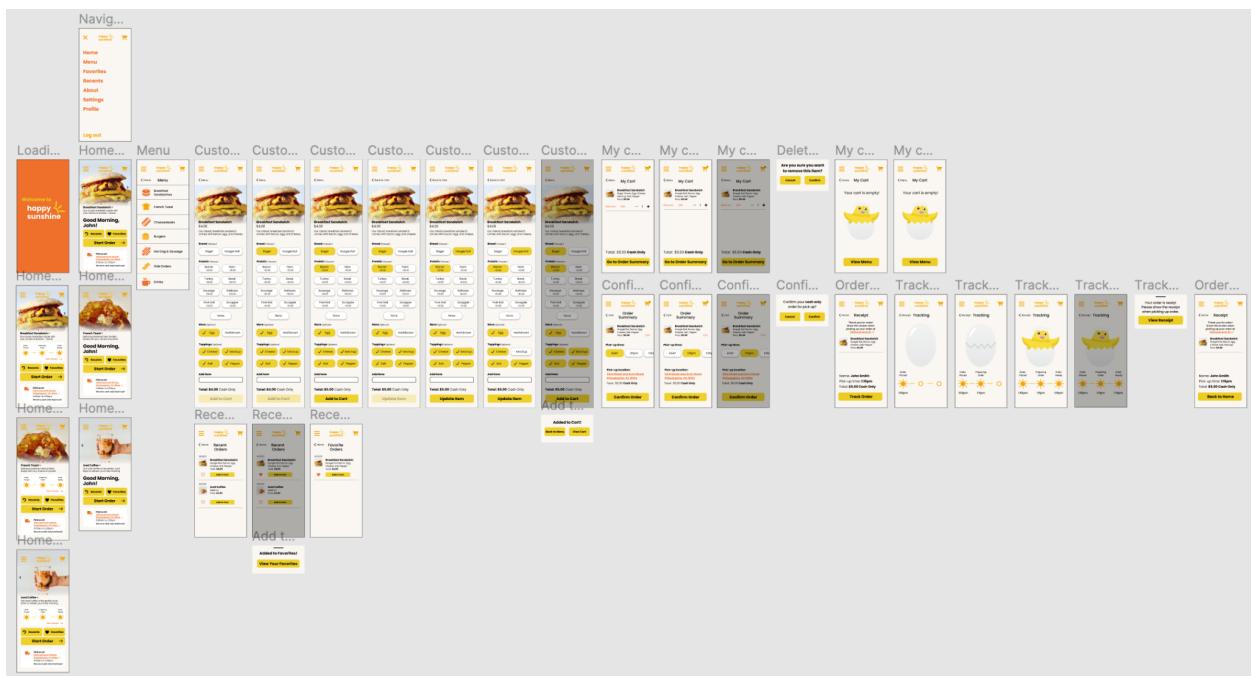
- Wireframe 1: Recent Orders screen showing items with 'Add to Cart' buttons.
- Wireframe 2: Favorites screen showing items with heart icons.
- Wireframe 3: A low-fidelity prototype of the favorites screen showing items with heart icons.

Low-fidelity Prototype

## Happy Sunshine Food Truck Case Study 8



Mid-fidelity Prototype



High-fidelity Prototype

## The Solution



In keeping with the name of the food truck, we wanted to give off a ‘happy’ vibe to the final application design. Bright colors, fun fonts, and vibrant imagery were the three key components in achieving that effect. Sunshine yellow, tangerine, and marigold made up the main accent colors seen throughout the application. We felt these colors would best reflect the Happy Sunshine food truck.



Poppins Regular/Poppins Medium  
Happy Sunshine (H1)  
Happy Sunshine (H2)

Poppins/Poppins Bold  
Hashbrown, egg, and cheese (Large p, bullets)  
Hashbrown, egg, and cheese (Small p)  
**Hashbrown, egg, and cheese (Large p, bullets)**  
Hashbrown, egg, and cheese (Small p)



Cute - Friendly - Affordable - College  
Freshmen - Friendship - Breakfast  
Nostalgia - Memories - Comfort Food  
Homey - Hardworking - Local - Joy  
Light - Bagels - Eggs - Coffee - Yellow

We wanted the food ordering experience to be the main focus of the application. We spent the most time designing, testing, and redesigning the food ordering task flow to ensure that users would have the best experience possible. On the homepage, practically all buttons lead users towards being able to place an order. The hamburger menu, cart, carousel, and 'Start Order' button all allow users to access the menu. We did this to ensure that there were multiple ways of beginning the main function of the application.



The menu page features custom icons that reflect each of the main categories on 'Sunshine's' expansive menu. After completing field research, we found that most users order a variation of the breakfast sandwich, so we built out the 'Customize' task flow for that menu item. Rather than having individual menu options for each variation of the breakfast sandwich, we decided to feature a general 'breakfast sandwich' and included all of the various customizable options for the user, similar to the Chipotle application. We felt that this could help condense the menu and make for a more streamlined experience.

We wanted to incorporate places within the application that sparked joy for the users. Taking inspiration from Happy Sunshine's canary yellow truck, we included fun graphics of the canary-bird on several screens.

We set out to create a design that reflects the vibrant, fun aesthetic that the Happy Sunshine food truck represents, and we feel that was a success.

## The Results

In total, we feel this project was a success. From our research, we came up with many solutions to fix the issues that the customers of Happy Sunshine had. For instance, the wait time for food tends to be in the 15-20 minute range when it's busy. This was found when we did our "Fly on the Wall" observations. With our app, you can order ahead, using that time that would have been wasted standing at the counter to do things like get ready for work or school at home, and then have your food ready by the time you get there. Our app also gives you feedback when your order is done, which helps solve the problem of orders being called verbally. We also strove to highlight Happy Sunshine's joyful personality. The bright yellow color of the truck was used as a base for the color scheme of our app. In addition, the bird that appears in the empty cart and tracking screens was noted as "really cute" in many of our user tests. Lastly, we saw opportunities to improve the user experience in the ordering of options. Happy Sunshine has a large menu, which can make deciding on what to order arduous for the customer. In response to this, we shortened the menu by combining some of the items into one category. Then, the user can customize the item that they want. For instance, if a user wants a Bacon, Egg, and Cheese sandwich, they can select the items from the "Breakfast Sandwich" category instead of scrolling through every variation of the Breakfast Sandwich. All in all, we feel that we have answered many of the problems that our users were affected by.

We learned a lot in this process as well. To start, we found that there was a lot that goes into researching a client's pain points. You have to really get into the user's mind to understand what they need and what they don't need. We also learned a lot about working as a team.

Specifically, we learned about the importance of talking out details and coming to an agreement about even the smaller ones to avoid misunderstandings. We had many times where we had to take a good amount of time to discuss things, like on our homepage and our customization screen. Even though it took a while, it really helped us see where we wanted the app to go and it helped us to make sure we were really considering every part of our users' needs. Ultimately, we feel like our users would come out of this with a better, more streamlined experience, and that we have come out of this process with a deeper understanding of what it takes to craft an effective and enjoyable user experience.