

On the Crave

My role: User Research, Content Strategy, UX/UI Design, User Testing

GOAL

Design a mobile application that provided a platform for food truck discovery. Users should be able to use the application for a quick pick up lunch or for an exploratory dining experience.

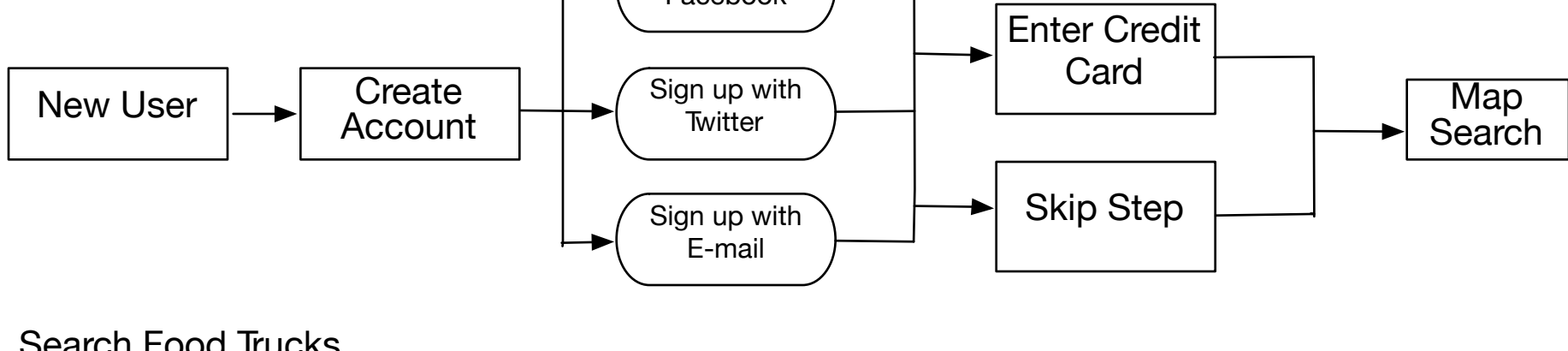
WHAT THEY CRAVE

Anticipating and delivering the information users would need was a priority. To determine their goals, I interviewed several customers on what they wanted to be able to do using similar food mobile apps. With the information I gathered, I was able to develop user stories and mapped out user flows to visualize the process to the reach the identified goals.

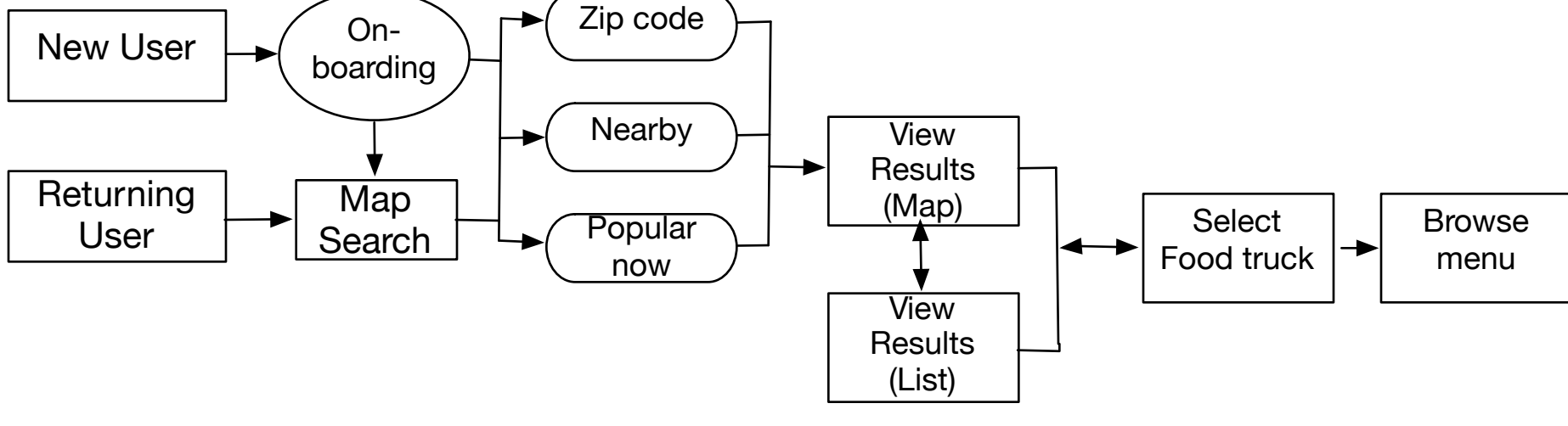
USER STORIES

1. view food trucks available
map location & distance
2. select truck to view details
& menu.
3. access account & past transactions
4. select items to purchase
5. rate & review.

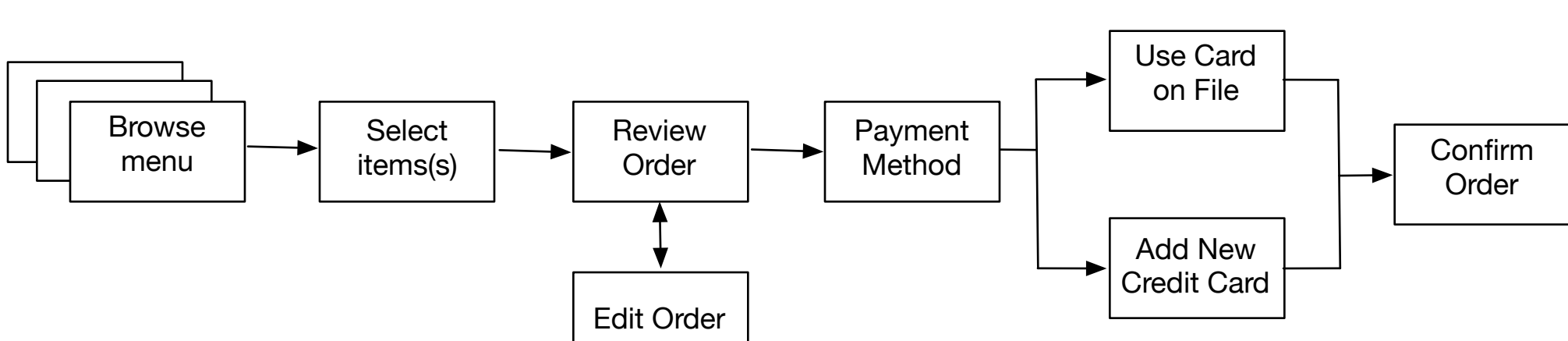
New User - Onboarding



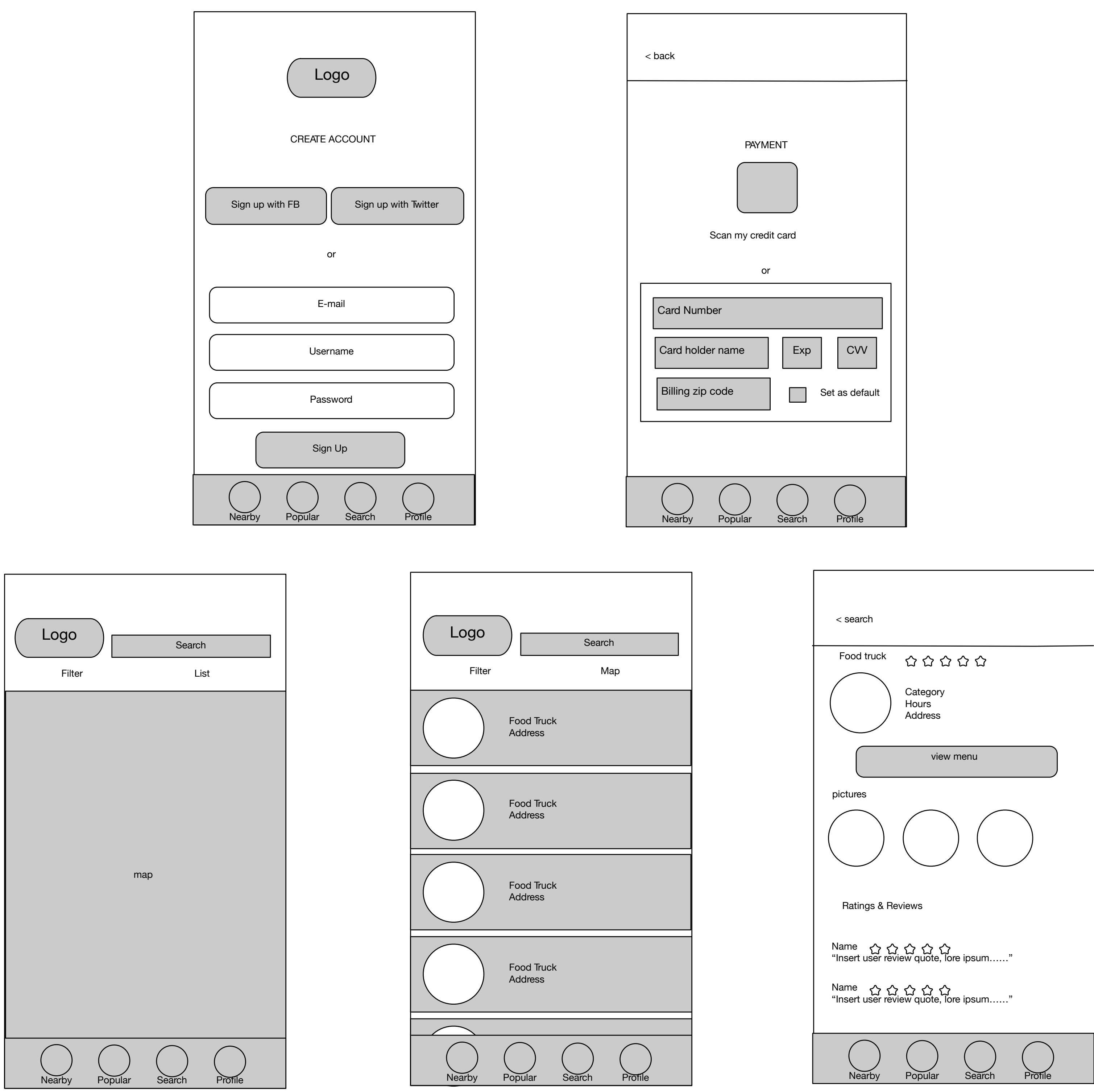
Search Food Trucks



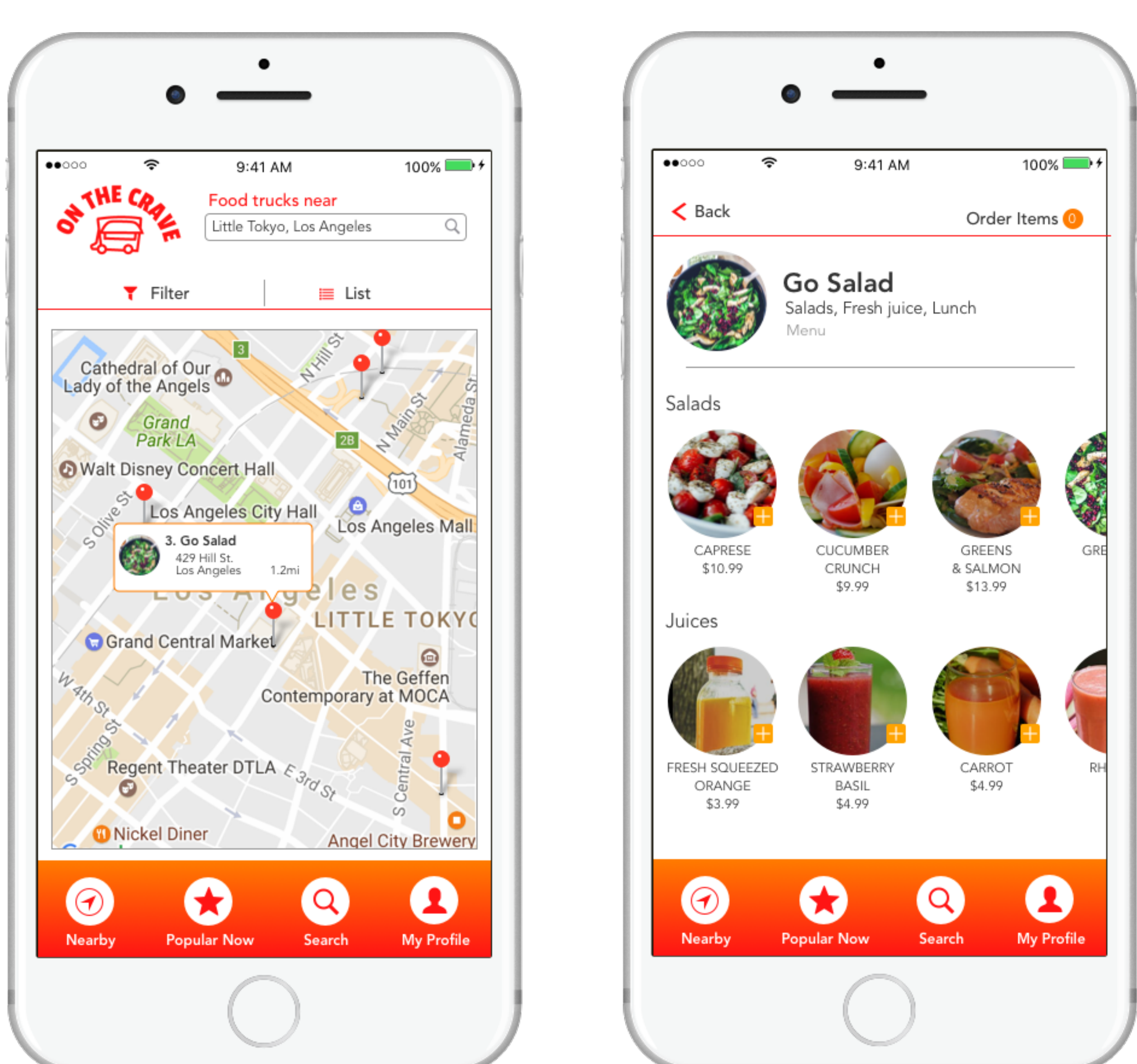
Purchase & Pay



Utilizing Omnigraffle, I created low-fidelity wireframes to draft up possible solutions for the application structure.



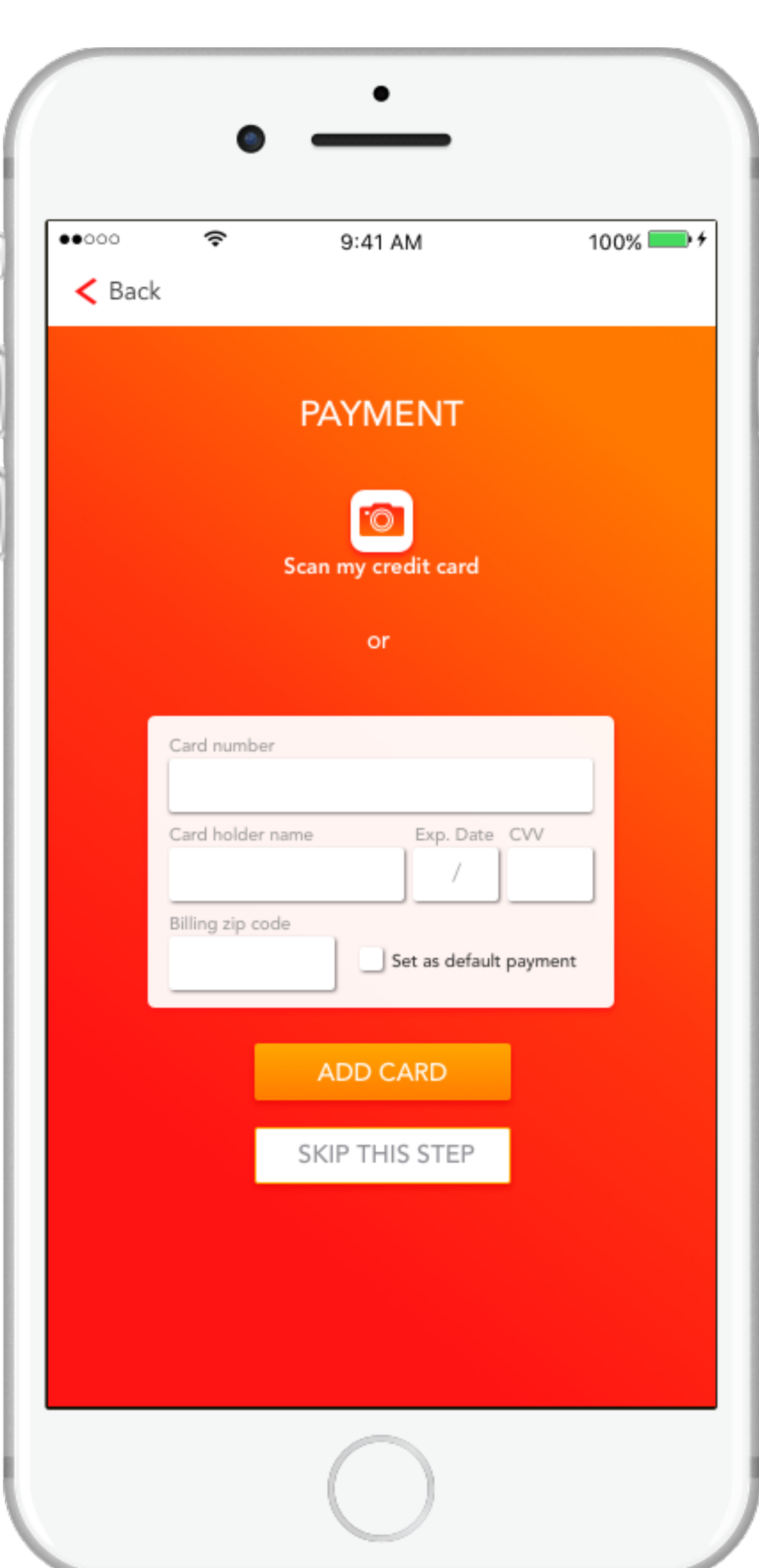
After developing high-fidelity mockups in Sketch, I created a clickable Invision prototype that can be found at the following link: <https://invis.io/GBCEXP0CY>



TASTE TEST

I asked several users to complete a variety of the established user goals to assess their interaction with the design. Everyone was able to navigate through each task with little to no assistance, except for the last task - rate & review. The first mockup invited the user to leave a review for their selected food truck shortly after they made an order. The other alternative was to view their past transactions to access the option. A few of the testers returned back to their profile but still expressed confusion. None had expected the option after the order confirmed. Users also tried to return to the food truck page to look under the rating section.

With some adjustments, the prompt for a rating & review after a user placed an order was scrapped and a new option was served. As most of the testers tried to return to the food truck page to leave their rating, the option was added. Testing with a few new users proved the addition to be a success.



Another common comment was about the onboarding when users are prompted to save a credit card on file. The majority of testers did not want to save a payment method upon onboarding. The concern was they only wanted to browse, they did not want to commit to making any future purchases.

The option to skip this step was included and users would be able to add payment during checkout or by accessing their profile.

SUMMARY

This project demonstrated the complexity but also enjoyment involved in mobile app development. It was a great opportunity to learn and practice iOS human interface guidelines.

Whether to make a quick run for lunch or hopping around to satisfy some taste buds, On the Crave provides a simple search and order process with mobile payment, thereby allowing users to locate and explore the best food trucks around.