DESIGN A MENU A PAYMENT APP FOR A FOOD TRUCK IN INDIA

INTRODUCTION

The goal of this project was to design a mobile app for a food truck business, which includes the menu and payment options.

For the project, I followed the Design Thinking Framework

- Empathize
- Define
- Ideate
- Prototype
- Test

BRIEF

- Simply Indian is an Indian food truck service whose initial food ordering process included taking orders via call or a messaging service, which was a lot of work for both the customer and the food truck as the business started growing.
- The customers needed some menu beforehand ordering the food, which they had to ask via call or text itself or they had to save the flyer menu to order which is quite a hassle.
- If the deliveries went late or the call line went unreachable or the quality of the food delivered was not rated up to the mark because of the stream of order, people would not be happy with the service.
- One way to solve the problem would be through mobile application for the food truck where in people would be able to get a clear look at the menu, enter their details and order food. The business managers would also be able to manage the orders with less difficulty. Their customers now would have a brand-new option to order food online and try out various healthy and tasty Indian recipes.

EMPATHIZE

USER RESEARCH

Primarily, I wanted to understand the core of the problem I was trying to solve and the also figure out what the needs of the users of the application would be.

To do so, I conducted user surveys and user interviews of the most frequently used application by the participants. The goal was to understand the processes and emotions that people experience when they want to order food online and identify common behaviours and experiences, their needs and frustrations, the challenges they face while they manage a busy schedule and plan their meals.

USER SURVEYS

I wanted to learn from people what they think about ordering food online, from an application. What works for them and what doesn't so I created a user survey and sent it across the internet, asked the people I know and the people around me to fill it.

USER INTERVIEWS

While choosing the participants to interview, certain participant characteristics were identified to ensure a representative sample was interviewed. I wanted to include people who order food online at least once a week and also including the participants with unique abilities to understand their concerns and make the designs more accessible.

INTERVIEW TRANSCRIPT

I prepared an interview transcript to conduct the interviews in a smooth and efficient manner. Here is the interview transcript:

Date:

Author: Parkhi Malhotra

Participant Name:

Email:

Time/ Date:

Location:

Is it okay with you if I do an audio or a video recording of this interview? This is so that I can go back to the video or audio to make sure I got everything right. The tapes will only be used internally and will never be shared anywhere with anyone.

Hello,

Thank you for participating! I will not be evaluating you in any way but I want to learn from you about what you think about ordering food online, from an application. What works for you and what doesn't. With this I hope we can make better products for people like you. There are no right or wrong answers to the questions I ask in this study. I am simply interested in knowing about your experience with ordering food using a mobile application. Then I will ask you to show me how you go about the experience of the mobile application you currently use.

Here's how the sessions going to be scheduled:

I will ask you a few general questions and they will be focused on your food ordering habits, your schedule and the experience you have with it. Then we'll go through the task of ordering food from the application you most frequently use. While you are working on the task, I'd like you to think aloud, which means you give a running commentary of what's going on in your mind. You can talk about things you like or don't like. Feel free to say anything that comes to your mind; don't worry about any kind of feedbacks you have regarding the app, say what you want to say.

How does this all sound to you? Do you have any questions at this point?

Could you tell us your name and a little bit about yourself?

1. Can you describe your current schedule and how you balance your responsibilities with meal planning?
2. How often do you order meals from a restaurant? When you do, what is your motivation to do so?
3. How is your experience with the app that you've been using?

4. What are your concerns when you order food online? How does it affect your ordering experience?
5. When you order food online, is being able to see the menu items, ingredients, order status, contact of the deliverer, restaurant or customer support valuable to you? Why?
6. Do you wish to leave special instructions for your order? Why?
7. What challenges do you face in the ordering process? How does this make you feel?
8. Is there any way in which you feel these challenges could be resolved?
9. Why would you choose one food delivery service/app over another?
10. Have you ever ordered from a food truck? Or have heard of any?
11. If yes, what was your experience with it?
    If no, would you like to in future, order from a food truck if they have an online food ordering service?
12. If anything could encourage you to order from a food truck what would that be?

I've been asking you a lot of questions. Is there anything you want to ask me?

Thank you for your time!

OVERALL QUESTIONS COVERED IN THE SURVEY AND INTERVIEWS

- Can you describe your current schedule and how you balance your responsibilities with meal planning?
- How often do you order meals online? What is your motivation to do so?
- How has your experience been with the app you use currently?
- What are your concerns when you order food? How does it affect your ordering experience?
- What challenges do you face in the ordering experience? How does this make you feel?
- Is there any way you think your challenges could be resolved?
- Would you choose one food delivery app over another? Why?
- If you have ever ordered from a food truck, what was your experience with it?
- If anything could encourage you to order from a food truck, what would that be?

KEY INSIGHTS - SURVEY

- 86.3% - have previously ordered food online
- 81.3% - want to see a picture/ visual of the food item and read the menu
- 82.7% - want to see the order status, the contact of the deliverer, restaurant or customer support
- 42.6% - wish to leave special instructions for their order
- 50.6% - wish to know where and when the food trucks are scheduled to be located
- 59.2% - wish to pay before the food has arrived
- 32% - consider payment to be done after the food has arrived
- 41.9% - would like to order from a food truck service if they have an online delivery service

SOME QUOTES FROM PARTICIPANTS

- "I want to see a picture of the food items or the menu items before ordering."
- "Sometimes, when I want something extra or the food to be the way I like it, I want to give special instructions regarding my food"
- "I want to add instructions only because my apartment is hard to find and I usually have to give further directions to orient the driver, so it's the same every time"

- "I don't care to leave reviews unless something is outstanding in a really good or really bad way."
- "I do like to see the reviews of others so that I can make informed decisions."
- "I would like to be informed about the location of the truck so that I can estimate the delivery time. I do not wish to wait for longer time for my order, unless I order something I really like."
- "It depends on what payment method I have available on me at that moment."
- "I prefer to pay after the food has arrived so I don't have to worry about refunds when something goes wrong."
- "The search function does not work correctly. I wish it could provide more support so that I can see some options, tag the food correctly for ingredients/ dishes."
- "The apps should put up more pictures of restaurant and neighbourhood. It will help about the hygiene."
- "I wish filters were more accurate and easier to use, I once saw random regular restaurants were listed under ice cream."
- "Special instructions should be followed; I want to customize my food and make vegetarian and dietary modifications."
- "I wish they could improve providing more details on the restaurant."
- "I want to add some instructions and I want them to be considered seriously."
- "I want the app to be clear and no obnoxious pop-up ads."
- "It would be great if more feedbacks from the customer are displayed."
- "I want to be able to track my order, like live delivery tracking."
- "If one item isn't available, I would like an option to replace it or just accept the order without that item instead of having the whole thing cancelled."
- "Sometimes the full menu isn't shown."
- "If a restaurant has multiple outlets, then the app should auto-select the closest nearby place."
- "Delivery time is more; I wait so long when I'm already hungry."

CONCLUSION

- People wish to see the menu or food items and see a visual/ image of the item. Having a picture is a plus.
- It's important to give an option to add special instructions as many people want to add a special instruction regarding their order or food. People suffering from food allergies wish to inform the restaurant about their needs by mentioning it before placing their order.
- The users want to see the food reviews and ratings or feedbacks before ordering anything from an app to make informed decisions about their order.
- People wish to be informed about where the food truck is scheduled to be located, so that they can estimate the time it would take the food to get delivered. Also, the users wish to know about their delivery status, and track it.
- Paying in advance for the food being ordered would reduce the time customers have to wait for their order. Also, providing an option for cash payment/ card after the delivery of the food for people who wish to pay after the delivery of the food.
- A detailed description is valuable. Users want more information about the restaurant before ordering food from there.
- Users wish that the search bar works correctly. They want to search for their favourite restaurants and dishes which they expect would appear in the search options. Search function provides support to the user and they can search if they are looking for anything specific.

- It's important for people to filter out the options they see in a menu according to their needs and requirements, which should work accurately. A vegetarian user might want to see the vegetarian food options on the menu.
- The design should be clear with no obnoxious pop-up ads. Having an easy to user interface to help people decide what they would like to eat.
- People when order food are hungry, they don't like to wait for longer duration for their order, so if a restaurant has multiple outlets, then the app should auto-select the closest nearby place.

DEFINE

GOAL STATEMENT

The food truck app will let users order directly from the app with ease which will affect how the food truck owner connects with new customers by giving them the ability to have a clear look at the menu and order food directly with smooth checkout flow. The effectiveness will be measured by analysing sign up rates and the number of daily and weekly orders.

Goal Statement

> **The food truck app will let users order directly from the app with ease which will affect how the food truck owner connects with new customers by giving them the ability to have a clear look at the menu and order food directly with a smooth checkout flow. The effectiveness will be measured by analysing sign up rates and the number of daily and weekly orders.**

USER – 1 HENA KAPUR

- **Age:** 38
- **Hometown:** Delhi, India
- **Family:** Married, 2 children
- **Occupation:** Freelance Web Developer

USER PERSONA

Hena works as a web developer at a company. She is a 36-year-old multitasking mother of 2 children, ages 7 and 8, living in Delhi. Her day starts at 6 in the morning. She makes breakfast for the family while her husband, who sometimes works night shifts at the hospital, handles lunch. Hena works till around 6 in the evening and after she finishes her work, she prepares for dinner and wants to make something that is easy to make and is healthy. She wants to spend time with the kids, ask about how their day went and play with them, read them books, but she is too tired to focus on both

the activities simultaneously. Because of this, she goes back to the frozen food and packaged food instead of cooking something from scratch. She wishes to make their dinner a healthy meal and spent time with her kids. When asked if she would order using the mobile application, she said that she would want to consider delivery quality as well. She is interested in the type of food they're making and thinks the currently available applications could improve in providing more details on the restaurant or the food truck.

"I don't want to make dinner after working all day, I'd rather spend time with the kids."

GOALS

- Order healthy dinner so that she can spend more time with her kids.
- Smoothly order dinner without any frustration.

FRUSTRATIONS

- Does not want to make dinner after working all day, she'd rather spend time with the kids.
- Goes back to cooking packaged food.

Hena Kapur

Age: 38

Occupation: Freelance Web Developer

Location: Delhi, India

Status: Married, 2 children

Bio

Hena works as a web developer at a company. She is a 36-year-old multitasking mother of 2 children, ages 7 and 8, living in Delhi. Her day starts at 6 in the morning. She makes breakfast for the family while her husband, who sometimes works night shifts at the hospital, handles lunch. Hena works till around 6 in the evening and after she finishes her work, she prepares for dinner and wants to make something that is easy to make and is healthy. She wants to spend time with the kids, ask about how their day went and play with them, read them books, but she is too tired to focus on both the activities simultaneously. Because of this, she goes back to the frozen food and packaged food instead of cooking something from scratch. She wishes to make their dinner a healthy meal and spent time with her kids. When asked if she would order using the mobile application, she said that she would want to consider delivery quality as well. She is interested in the type of food they're making and thinks the currently available applications could improve in providing more details on the restaurant or the food truck.

> "I don't want to make dinner after working all day, I'd rather spend time with the kids."

Goals

- Order healthy dinner so that she can spend more time with her kids.
- Smoothly order dinner without any frustration.

Frustrations

- Does not want to make dinner after working all day, she'd rather spend time with the kids.
- Goes back to cooking packaged food.

PROBLEM STATEMENT

Hena is multitasking mother of two who needs a smooth process to order dinner online because she wants to spend more time with her kids.

HYPOTHESIS STATEMENT

Hena needs an app that allows her to view the menu of the food truck so she can place her order directly and can spend that time playing with the kids.

EMPATHY MAP

SAYS

- I don't want to make dinner after working all day, I'd rather spend time with the kids.
- It takes longer to look something that is healthy.
- I go back to the making packaged food.
- I will order something healthy for dinner so that I can use this time to bond with the kids.
- I want to consider delivery quality as well.

THINKS

- Wants something healthy for dinner.
- Does not want to stick to frozen and packaged foods
- Wants to spend time with the kids.
- Currently available apps could provide more details.

DOES

- Works as a web developer at a company.

- Prepares breakfast for the family.
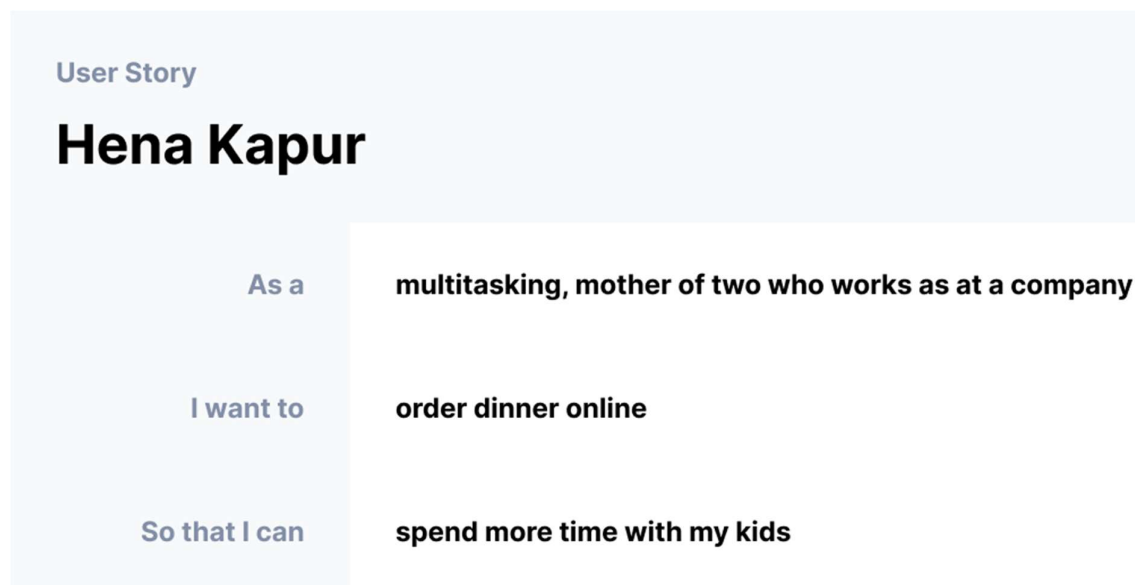- Goes back to making frozen or packaged food.

FEELS

- Guilty when she isn't able to spend time with the kids.
- Sad, she wants to play with the kids, read them books and ask about how their day went.
- Worries about family's eating habits.
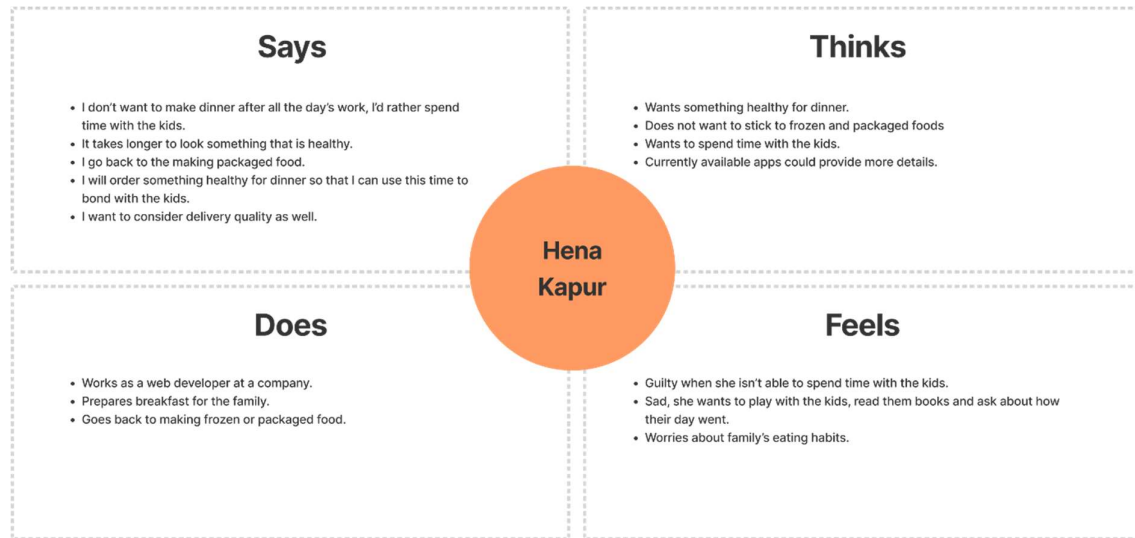
USER STORY

As a multitasking mother of two who works at a company, I want to order dinner online so that I can spend more time with my kids.

USER JOURNEY MAP

ACTION

- Gets off work, starts planning dinner
- Wants to make something healthy in less time
- Opens the app, decides dinner menu
- Adds items to cart, Checkout
- Waits for delivery

TASKS

- Gets off work
  Starts planning dinner
  Kids ask her to play with them.

- Tired after all day's work, goes back to frozen and packaged food.
  But wants the family to have a healthy dinner.
  Decides to order from the truck

- Opens the food truck app
  Decides what to have for dinner
  Searches for a healthy dish

- After deciding the menu, adds dishes to cart
  Checkout, finally places her order
  Sometimes pays online, sometimes pay on delivery.

- Order confirmed
  Plays with the kids
  Gets informed about the order being dispatched
  Order Delivered

FEELING ADJECTIVE

- Stressed about preparing dinner from scratch
  Worried about family's eating habits
  Sad that she isn't able to spend time with the kids.

- Drained after the day's work
  Guilty that she isn't able to spend time with the children
  Goes back to frozen food.

- Curious to know what all the app has to offer.
  Relieved to find healthy food items in the menu.

- Relieved to add healthy food items to the cart.
  Happy while playing with the kids
  Eager to receive her delivery.

- Satisfied when the food gets delivered on time.
  Happy with the food ordering process

SAYING

"I don't want to make dinner after all the day's work, I'd rather spend time with the kids."
"It take longer to cook something that is healthy."
"I will order something healthy for dinner so I can use this time to bond with the kids."
"I want to consider delivery quality as well."
"I will order something healthy for dinner so that I can use this time to bond with the kids."

USER – 2 DHEERAJ SHARMA

- **Age:** 26
- **Hometown:** Delhi, India
- **Family:** Single
- **Occupation:** Marketing Executive

USER PERSONA

Dheeraj is a 26-year-old Marketing Executive. He works a standard "9 to 5 job". He is a vegetarian and is not great at cooking and wants to make sure that he eats healthy meals. Dheeraj is multitasking most of the time, and is constantly juggling between work, social media, spending time with his friends, etc. But cooking food and grocery shopping on top of it takes a lot of time, so he often resorts to delivery or takeout as an easier option. Dheeraj is colour blind and has Deuteranopia, because of which he often mistakes shades of green and red. He wished that the filters in the food ordering applications were more accurate and wanted to see a clear menu before ordering. Since Dheeraj is a vegetarian, he often likes to give special instructions regarding his food to be handled carefully if there are any non-vegetarian orders to not get things mixed up.

"Cooking food and grocery shopping on top of it takes up a lot of time, so I often resort to delivery or takeout as an easier option."

GOALS

- Making sure he eats healthy meals
- Order vegetarian dishes which should not get mixed up with the non-vegetarian ones.

FRUSTRATIONS

- Inaccurate filters in the food ordering applications.
- Unclear menu on the application
- Colourblind, because of which often mistakes shades of green and red.

Dheeraj Sharma

Age: 26

Occupation: Marketing Executive

Location: Delhi, India

Status: Single

Bio

Dheeraj is a 26-year-old Marketing Executive. He works a standard "9 to 5 job". He is a vegetarian and is not great at cooking and wants to make sure that he eats healthy meals. Dheeraj is multitasking most of the time, and is constantly juggling between work, social media, spending time with his friends, etc. But cooking food and grocery shopping on top of it takes a lot of time, so he often resorts to delivery or takeout as an easier option. Dheeraj is color blind and has Deuteranopia, because of which he often mistakes shades of green and red. He wished that the filters in the food ordering applications were more accurate and wanted to see a clear menu before ordering. Since Dheeraj is a vegetarian, he often likes to give special instructions regarding his food to be handled carefully if there are any non-vegetarian orders to not get things mixed up.

"Cooking food and grocery shopping on top of it takes up a lot of time, so I often resort to delivery or takeout as an easier option."

Goals

- Making sure he eats healthy meals

- Order vegetarian dishes which should not get mixed up with the non-vegetarian ones.

Frustrations

- Inaccurate filters in the food ordering applications.
- Unclear menu on the application
- Colourblind, because of which often mistakes shades of green and red.

PROBLEM STATEMENT

Dheeraj is a busy marketing executive who needs to quickly and easily order healthy meals because he wants to save time spent on cooking and grocery shopping and rather spend time with his friends.

Problem Statement

Dheeraj is a	**busy marketing executive**
who needs	**to quickly and easily order healthy meals**
because	**he wants to save time spent on cooking and grocery shopping and rather spend time with his friends.**

HYPOTHESIS STATEMENT

Dheeraj needs an app that is accessible so that he can distinguish between different colouvrs which also allows him to give special instructions regarding his order so that he can save the time spent on cooking and grocery shopping.

Hypothesis Statement

Dheeraj needs an app that is accessible so that he can distinguish between different colors which also allows him to give special instructions regarding his order so that he can save the time spent on cooking and grocery shopping.

EMPATHY MAP

SAYS

- I'm a vegetarian, so I like to give special instructions to handle my food carefully if there are any non-vegetarian orders.
- Cooking food and grocery shopping on top of it takes up a lot of time, so I often resort to delivery or takeout as an easier option.
- I wish the filters in the food ordering applications were more accurate.

- I want to see a clear menu before placing my order.

THINKS

- Wants to make sure he eats healthy meals.
- Delivery or take out is an easier option as compared to cooking and grocery shopping.
- Filters in the food ordering applications can be more accurate.
- Wants to see a clear menu before ordering.

DOES

- Works 9 to 5 as a Marketing Executive.
- Multitasks between work, social media, spending time with his friends.
- Likes to give special instructions regarding his order.

FEELS

- Overwhelmed while cooking, as he is not great at it.
- Sad when he isn't able to distinguish between certain things because of his colour blindness.
- Frustrated when he uses filter options which are not so accurate.
- Worries that his vegetarian food doesn't get mixed up with non-vegetarian food.

Says
- I'm a vegetarian, so I like to give special instructions to handle my food carefully if there are any non-vegetarian orders.
- Cooking food and grocery shopping on top of it takes up a lot of time, so I often resort to delivery or takeout as an easier option.
- I wish the filters in the food ordering applications were more accurate.
- I want to see a clear menu before placing my order.
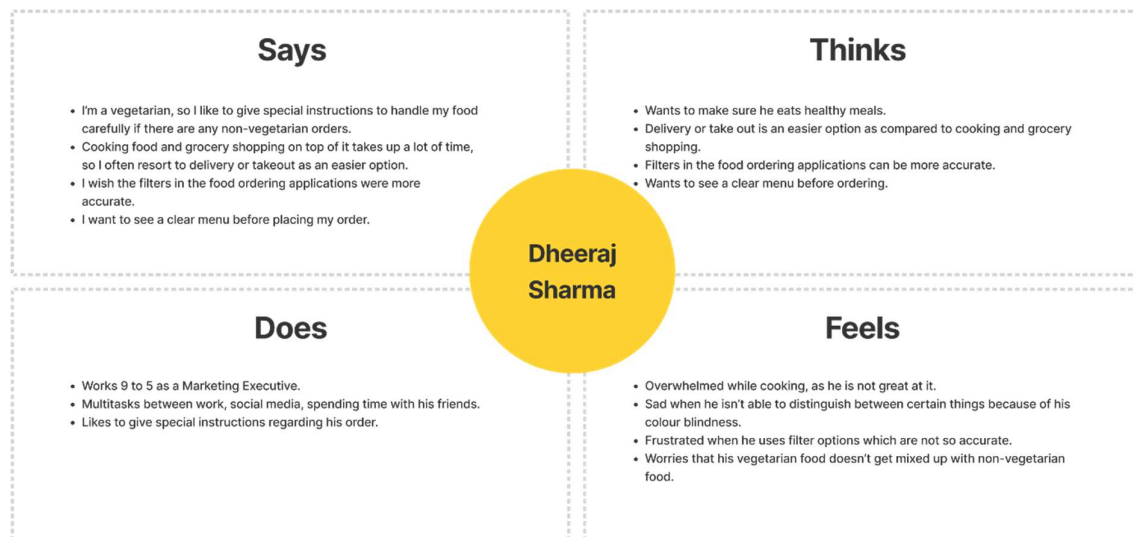
Thinks
- Wants to make sure he eats healthy meals.
- Delivery or take out is an easier option as compared to cooking and grocery shopping.
- Filters in the food ordering applications can be more accurate.
- Wants to see a clear menu before ordering.

Dheeraj Sharma

Does
- Works 9 to 5 as a Marketing Executive.
- Multitasks between work, social media, spending time with his friends.
- Likes to give special instructions regarding his order.

Feels
- Overwhelmed while cooking, as he is not great at it.
- Sad when he isn't able to distinguish between certain things because of his colour blindness.
- Frustrated when he uses filter options which are not so accurate.
- Worries that his vegetarian food doesn't get mixed up with non-vegetarian food.

USER STORY

As a busy marketing executive, I want to quickly and easily order healthy meals, so that I can save time spent on cooking and grocery shopping and spend time with my friends.

Dheeraj Sharma

As a	**busy marketing executive**
I want to	**quickly and easily order healthy meals**
So that I can	**save time spent on cooking and grocery shopping and spend time with my friends.**

USER JOURNEY MAP

ACTION

- Grocery Shopping and Cooking
- Resorts to order food online
- Places the order
- Wait for order delivery

TASK LIST

- Grocery shopping and cooking, which take up a lot of time
  Goes to back to delivery of all the meals other than breakfast

- Looks for a good application
  Looks for the menu
  Wants to filter out vegetarian dishes

- Selects the dish
  Add it to cart
  Initiate checkout

- Wait for order delivery

FEELING ADJECTIVE

- Stresses over grocery shopping and cooking which take up a lot of his time
  Overwhelmed while cooking, as he is not great at it.

- Sad when he isn't able to distinguish between certain things because of his colour blindness.
  Frustrated when he uses filter options which are not so accurate

Worried that his vegetarian food doesn't get mixed up with non-vegetarian

- A little nervous about online payments
  Relieved when the order gets placed

- Hopeful that the order gets delivered on time.

SAYING

"Cooking food and grocery shopping on top of it takes up a lot of time, so I often resort to delivery or takeout as an easier option."
"I'm a vegetarian so I like to give special instructions to handle my food carefully if there are any non-vegetarian orders."
"I wish to see a clear menu before placing my order."
"I wish the filters in the food ordering applications were more accurate."

	Dheeraj Sharma	Goals & Expectations
	Scenario: As a busy marketing executive, I want to quickly and easily order healthy meals, so that I can save time spent on cooking and grocery shopping and spend time with my friends.	• Make sure he eats healthy meals. • Order meals online. • Order vegetarian dishes which should not get mixed up with any non-vegetarian ones.

	Grocery Shopping and Cooking	Resorts to order food online	Places the order	Wait for order delivery
Action				
Task	• Grocery shopping and cooking, which take up a lot of time • Goes to back to delivery of all the meals other than breakfast	• Looks for a good application • Looks for the menu • Wants to filter out vegetarian dishes	• Selects the dish • Add it to cart • Initiate checkout	• Wait for order delivery
Feeling Adjective	• Stresses over grocery shopping and cooking which take up a lot of his time • Overwhelmed while cooking, as he is not great at it.	• Sad when he isn't able to distinguish between certain things because of his colour blindness. • Frustrated when he uses filter options which are not so accurate • Worried that his vegetarian food doesn't get mixed up with non-vegetarian	• A little nervous about online payments • Relieved when the order gets placed	• Hopeful that the order gets delivered on time.
Saying	"Cooking food and grocery shopping on top of it takes up a lot of time, so I often resort to delivery or takeout as an easier option."	"I'm a vegetarian so I like to give special instructions to handle my food carefully if there are any non-vegetarian orders."	"I wish to see a clear menu before placing my order."	"I wish the filters in the food ordering applications were more accurate."

USER – 3 RASHI D'SOUZA

- **Age:** 28
- **Hometown:** Delhi, India
- **Family:** Single
- **Occupation:** Writer, Food Blogger

USER PERSONA

Rashi is a 28-year-old writer based in Delhi and a food blogger. She works for a magazine wherein she heads the Food and Beverages Department. She writes articles related to food recipes, restaurants, food trucks, online food applications and websites, or anything related to food. Apart from this, she loves to post pictures of food on social media and share her experience. Her deliveries are sometimes planned, sometimes spontaneous. She has a separate love for street food and likes to eat at food trucks more often and would love to get deliveries from them. Rashi uses various online applications and websites in order to try out different things. She wishes to track her order, and see how much time will it take to arrive or know beforehand if the order gets cancelled or delayed. Rashi thinks it would be great if some feedback from the customers gets displayed as there is a lack of

reviews on some application she uses and that they could improve in providing more details on the restaurant.

"It would be great if some feedback from the customer gets displayed and more detail is provided about the restaurant."

GOALS

- Write articles related to food
- Post pictures of food on social media and share her experience.
- Wish to track her order
- Would love to see some feedback on food or restaurant

FRUSTRATIONS

- When she isn't informed beforehand if the order gets delayed/ cancelled.
- When there is lack of reviews on some application
- When the restaurant doesn't provide enough detail

Rashi D'Souza

Age: 28

Occupation: Writer, Food Blogger

Location: Delhi, India

Status: Single

Bio

Rashi is a 28-year-old writer based in Delhi and a food blogger. She works for a magazine wherein she heads the Food and Beverages Department. She writes articles related to food recipes, restaurants, food trucks, online food applications and websites, or anything related to food. Apart from this, she loves to post pictures of food on social media and share her experience. Her deliveries are sometimes planned, sometimes spontaneous. She has a separate love for street food and likes to eat at food trucks more often and would love to get deliveries from them. Rashi uses various online applications and websites in order to try out different things. She wishes to track her order, and see how much time will it take to arrive or know beforehand if the order gets cancelled or delayed. Rashi thinks it would be great if some feedback from the customers gets displayed as there is a lack of reviews on some application she uses and that they could improve in providing more details on the restaurant.

"It would be great if some feedback from the customer gets displayed and more detail is provided about the restaurant."

Goals

- Write articles related to food
- Post pictures of food on social media and share her experience
- Wish to track her order
- Would love to see some feedback on food or restaurant

Frustrations

- When she isn't informed beforehand if the order gets delayed/ cancelled
- When there is lack of reviews on some application
- When the restaurant doesn't provide enough detail

PROBLEM STATEMENT

Rashi is a writer and a food blogger who needs to order new dishes online because she wants to post their pictures on social media and write articles about their experience.

Rashi **is a** **writer and food blogger**

who needs **to order new dishes online**

because **she wants to post their pictures on social media and write articles about their experience.**

HYPOTHESIS STATEMENT

Rashi needs an app that allows her to see the feedback and reviews from the customers so that she can write about the experience.

EMPATHY MAP

SAYS

- I write articles on anything related to food.
- My deliveries are sometimes planned, sometimes spontaneous.
- I like to post pictures of food on social media and share my experience.
- I love street food and eating at food trucks.
- I wish to track my order and see how much time will it take my food to arrive and know beforehand if the order gets delayed or cancelled.
- It would be great if some feedback from the customer gets displayed and more detail is provided about the restaurant.

THINKS

- Would love to get deliveries from food trucks.
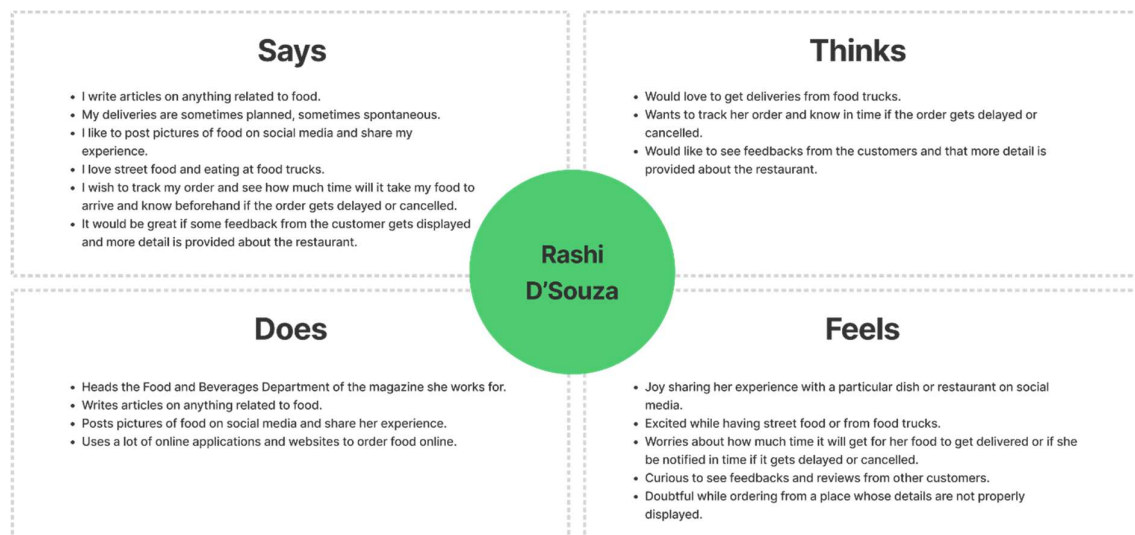- Wants to track her order and know in time if the order gets delayed or cancelled.

- Would like to see feedbacks from the customers and that more detail is provided about the restaurant.

DOES

- Heads the Food and Beverages Department of the magazine she works for.
- Writes articles on anything related to food.
- Posts pictures of food on social media and share her experience.
- Uses a lot of online applications and websites to order food online.

FEELS

- Joy sharing her experience with a particular dish or restaurant on social media.
- Excited while having street food or from food trucks.
- Worries about how much time it will get for her food to get delivered or if she be notified in time if it gets delayed or cancelled.
- Curious to see feedbacks and reviews from other customers.
- Doubtful while ordering from a place whose details are not properly displayed.

Says

- I write articles on anything related to food.
- My deliveries are sometimes planned, sometimes spontaneous.
- I like to post pictures of food on social media and share my experience.
- I love street food and eating at food trucks.
- I wish to track my order and see how much time will it take my food to arrive and know beforehand if the order gets delayed or cancelled.
- It would be great if some feedback from the customer gets displayed and more detail is provided about the restaurant.

Thinks

- Would love to get deliveries from food trucks.
- Wants to track her order and know in time if the order gets delayed or cancelled.
- Would like to see feedbacks from the customers and that more detail is provided about the restaurant.

Rashi D'Souza

Does

- Heads the Food and Beverages Department of the magazine she works for.
- Writes articles on anything related to food.
- Posts pictures of food on social media and share her experience.
- Uses a lot of online applications and websites to order food online.

Feels

- Joy sharing her experience with a particular dish or restaurant on social media.
- Excited while having street food or from food trucks.
- Worries about how much time it will get for her food to get delivered or if she be notified in time if it gets delayed or cancelled.
- Curious to see feedbacks and reviews from other customers.
- Doubtful while ordering from a place whose details are not properly displayed.

**USER STORY**

As a writer and a food blogger I want to use different applications and order various dishes online to write about my experience.

Rashi D'Souza

As a	**writer and food blogger**
I want to	**order new dishes online**
So that I can	**post their pictures on social media and write articles about my experience.**

USER JOURNEY MAP

ACTION

- Looks up an online food ordering app/ website
- Search for a dish with reviews
- Places order
- Waits for delivery
- Writes about her experience.

TASKS

- Wants to write an article about a fresh experience

- Looks for a new dish with reviews
  Reads reviews by previous customers
  Notes down points for her article

- Notes down points for her article
  Initiate checkout

- Keeps a tab on the delivery status

- Clicks picture of food
  Posts on social media
  Writes her experience

FEELINGS ADJECTIVE

- Hopeful of writing a mind-blowing article about having a delicious meal.

- Annoyed when searches are not accurate
  Curious to see feedbacks and reviews from customers

- Doubtful while ordering from a place whose details are not properly displayed

- Worried about how much time will it take for her food to get delivered or if she will be notified in time if the delivery gets delayed or cancelled.

- Excited while sharing her experience.

SAYING

"I write articles on anything related to food."
"It would be great if some feedback from the customer gets displayed and more detail is provided."
"My deliveries are sometimes planned, sometimes spontaneous."
"I wish to track my order and see how much time will it take my food to arrive and know beforehand if the order gets delayed or cancelled."
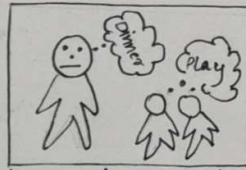"I like to post pictures of food on social media and share my experience."

Rashi D'Souza

Scenario: As a writer and a food blogger
I want to use different applications and
order various dishes online to write about my experience.

Goals & Expectations
- Post pictures of food on social media and share her experience
- Try out new dishes, places, applications, websites to reiview them
- Be able to know how much time the delivery takes

	Looks up an online food ordering app/ website	Search for a dish with reviews	Places order	Waits for delivery	Writes about her experience
Action					
Task	• Wants to write an article about a fresh experience	• Looks for a new dish with reviews • Reads reviews by previous customers • Notes down points for her article	• Notes down points for her article • Initiate checkout	• Keeps a tab on the delivery status	• Clicks picture of food • Posts on social media • Writes her experience
Feeling Adjective	• Hopeful of writing a mind-blowing article about having a delicious meal.	• Annoyed when searches are not accurate • Curious to see feedbacks and reviews from customers	• Doubtful while ordering from a place whose details are not properly displayed	• Worried about how much time will it take for her food to get delivered or if she will be notified in time if the delivery gets delayed or cancelled.	• Excited while sharing her experience.
Saying	"I write articles on anything related to food."	"It would be great if some feedback from the customer gets displayed and more detail is provided."	"My deliveries are sometimes planned, sometimes spontaneous."	"I wish to track my order and see how much time will it take my food to arrive and know beforehand if the order gets delayed or cancelled."	"I like to post pictures of food on social media and share my experience."

STORYBOARDS
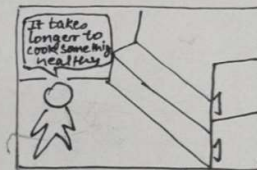
BIG-PICTURE STORYBOARD

STORYBOARD – 01

BIG PICTURE: Hina is a multitasking, mother of two who needs a smooth process to order dinner online from the food truck because she wants to spend more time with her kids.
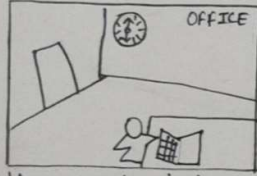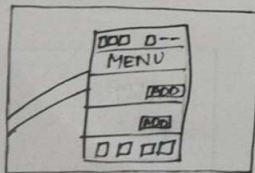

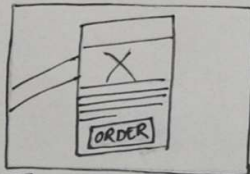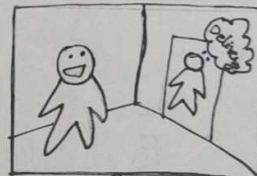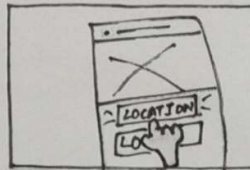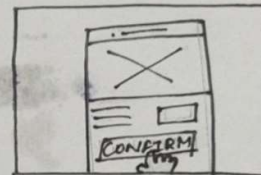|		
Hina works in her home office till 6 in the evening.	After work, she starts preparing for dinner while her kids want her to play with them.	She looks out to book something that takes less time and effort and decides to order from food truck.
She opens the food truck's application and while browsing the menu adds items to the cart.	Then, she goes to the checkout screen and initiates checkout to confirm her order.	The food is delivered on time and is ready to be served hot and fresh.

CLOSE – UP STORYBOARD

STORYBOARD – 02
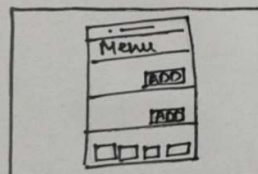
Food Truck App – CLOSE UP
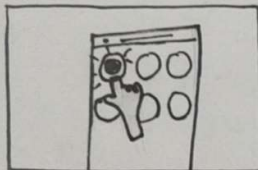
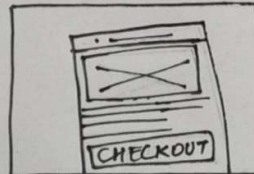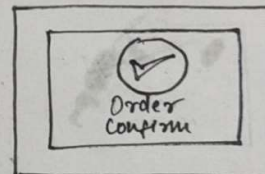|		
The user taps the icon on their phone screen to open the food truck app.	The user has 2 options either enter their location or login. Location is selected	The user sees a map and their location is automatically selected
When the location is confirm the user goes to the homescreen where they want to browse the menu and add items to their cart	The user then proceeds to the cart where they select their payment method and initiate checkout	The payment gets done and the order gets confirmed.

IDEATE

USER FLOW

INFORMATION ARCHITECHTURE

PAPER WIREFRAMES

I tried the crazy 8's method to come up with the initial sketches, to brainstorm design ideas for splash screens, login/ sign up and sign in flow. The goal was to come up with ideas for design. After implementation I got a rough idea of what the app would look like and what it would include and also a great warm up exercise to come up with ideas and to sketch other screens freehand.

Screen 1:
Delivery Location
or
Login

Screen 2:
Skip
Login
or
Sign Up
Skip

Screen 3:
Location
or
Login
Skip

Screen 4:
Login with your
mobile number
___
Or
Sign Up
Skip

Screen 5:
Get Started
or
Already have an
account?
Login