

# Food delivery app for a steakhouse

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Mokutmfon Okon

# Project overview



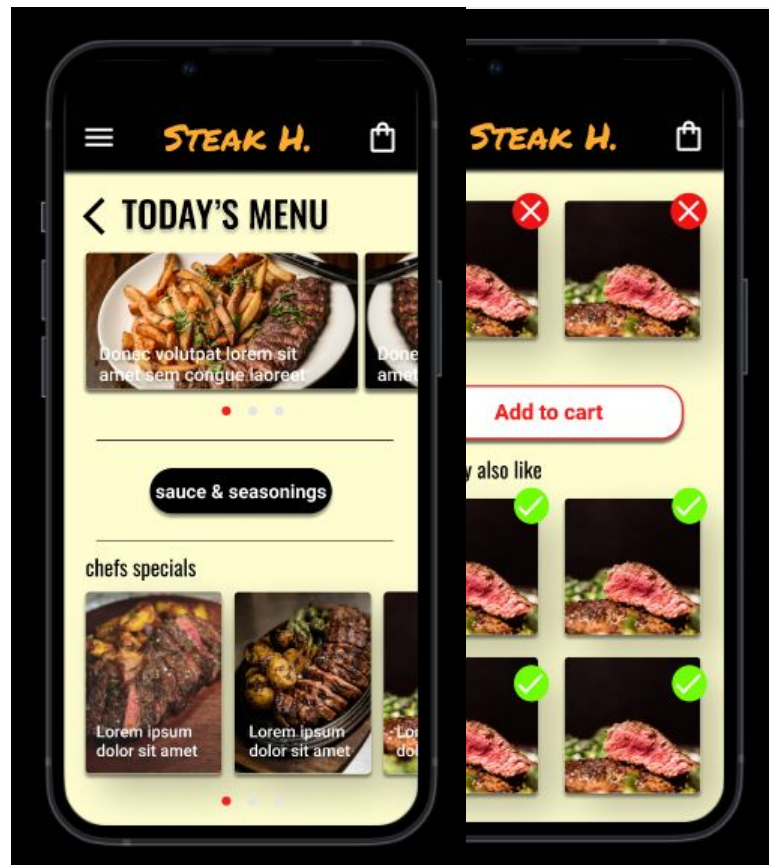
## The product:

Steak H. is a steakhouse located in a mostly suburban area. There's only one location for this steakhouse at this moment. They offer mostly different forms and sizes of steak, with good pricing. Steak H. targets busy professionals in the height of their careers at this point making out time to prepare a large meal isn't so common, a food ordering app for steak specifically will attempt to solve this problem.



## Project duration:

26th February, 2022 - 6th April 2022  
Approximately a month



# Project overview



## The problem:

Business owners and busy professionals have less time to prepare healthy meals.



## The goal:

Quick delivery of quality meals to at good pricing. This app also offers a new way to book reservations at the location of the restaurant

# Project overview



## My role:

UX/UI designer



## Responsibilities:

- Empathized with the user by making adequate user research
- Made sure to follow industry design standards by ideating efficiently and defining problem
- Built wireframes, followed up with lo-fi prototypes
- Refined lo-fi prototypes into mockups by incorporating feedbacks into my design
- Refined mockups into hi-fi prototypes, conducted usability studies on hi-fi prototypes and kept refining till I solved user problems to a good degree

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



I conducted a user research, a usability study for the lo-fi prototypes and a competitive audit at various levels of the design process. Going into the research phase was very tedious for me and I thought I wouldn't enjoy the process but to my surprise I did even when I fancy myself better as a UI designer not much a UX researcher. I got to empathize with the user and found out much about my implicit biases. After this phase going forward I have to watch out for the varying degree of biases I might have when designing or conducting interviews.

# User research: pain points

1

## Process of making reservation ineffective

Optimize reservation page to enable users make reservations effectively and quickly. Add a feature to make reservations through a calendar for more efficiency

2

## Cumbersome checkout processes

Optimize checkout process for better user flow.

3

## Inability to properly track orders

Add multiple features on order page for effective tracking of multiple orders

4

## Inconsistent and illegible fonts

Create stylesheets, incorporate it into a design system to avoid inconsistencies

# Persona: **Harry**

## Problem statement:

Harry is a hardworking large business owner who needs to access large meals faster after a long day because it saves time and makes his day more efficient.



**Harry**

**Age:** 59

**Education:** Ma. Petroleum Eng.

**Hometown:** Washington DC

**Family:** Married

**Occupation:** Large Business Owner

*"Enter action with boldness"*

## Goals

- To be a great leader of men
- Minimize time put into trivial activities
- Maintain a more streamlined schedule

## Frustrations

- "I get pissed when I constantly have to find ways to increase the font of texts on products"
- "I enjoy having a large meal as soon as possible after having long meetings"

Harry is a large business owner with a busy schedule. They work as the ceo of a large conglomerate. Harry isn't tech savvy and usually has a hard time navigating through menus on various products. Harry would specifically like for there to be an option for larger texts and text to speech option too.



# User journey map

## Persona: Harry

Goal: get a large meal faster after a long meeting

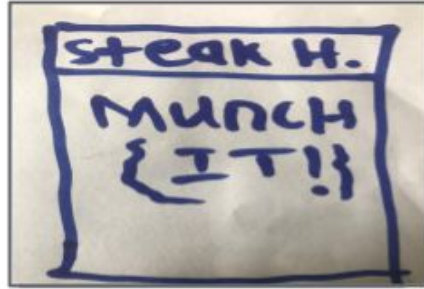
ACTION	Call and make reservations	Get to steakhouse	Review menu and confirm order	Wait for order/ cancel/change order	Enjoy meal
TASK LIST	Tasks A. Get cell and place call B. relay desired time of arrival	Tasks A. get to steakhouse B. Sit and wait at table	Tasks A. Tell Waiter the selected order B. Double Check order for accuracy	Tasks A. Get extra Items B. Get drinks C. Enjoy scenery	Tasks A. Pick up meal B. Sit eat or leave C. Initiate payment
FEELING ADJECTIVE	Worried about steak house being at full capacity  Excited to finally have a meal after a long day	Anxious about not reaching desired destination on time	Confused with having to choose the most filling meal on the menu	Worried about having to wait for longer periods  Relaxed and enjoying the view	Hopeful that the order is correct and the meal is tasty  Relieved that the order is ready
IMPROVEMENT OPPORTUNITIES	Offer more ways to make reservations	Create an app for ordering	Offer ways to show menu and select multiple meals	Create an app that shows when order is available and ready and option to	Offer ways to make customer feedback available



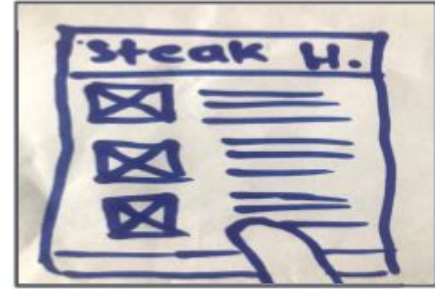
# Paper wireframes



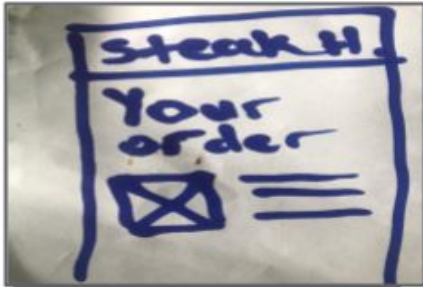
Harry opens up the app



Harry receives a welcome message



Harry opens up the menu for steaks immediately and begins selecting



Harry is done selecting and check ups the order



Harry inputs payment details and address for delivery



Harry completes the order by confirming

# Digital wireframes

User centered design even when making a wireframe.

Calendar feature to select reservation date effectively



Date

Day	Month	Year
01	05	1997

Time

09	:	55	AM
	:		PM



Precise time is also important

okay!

cancel

# Digital wireframes

Search bar for  
quick selection  
of desired meal



have a specific dish in  
mind? search here

Select Menu

Make reservations

## Chef's recommendations



Three horizontal lines representing text or a description.



Three horizontal lines representing text or a description.



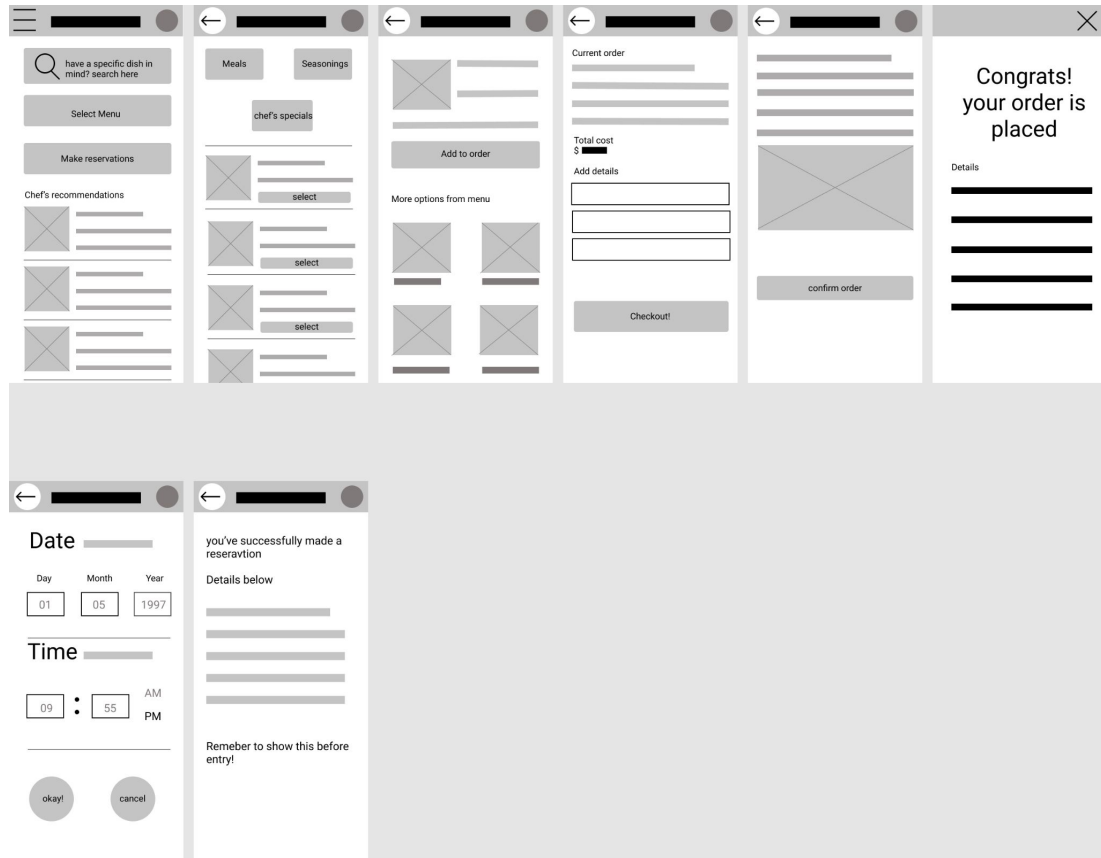
Three horizontal lines representing text or a description.

More options  
for user to  
choose from  
for better user  
experience

# Low-fidelity prototype

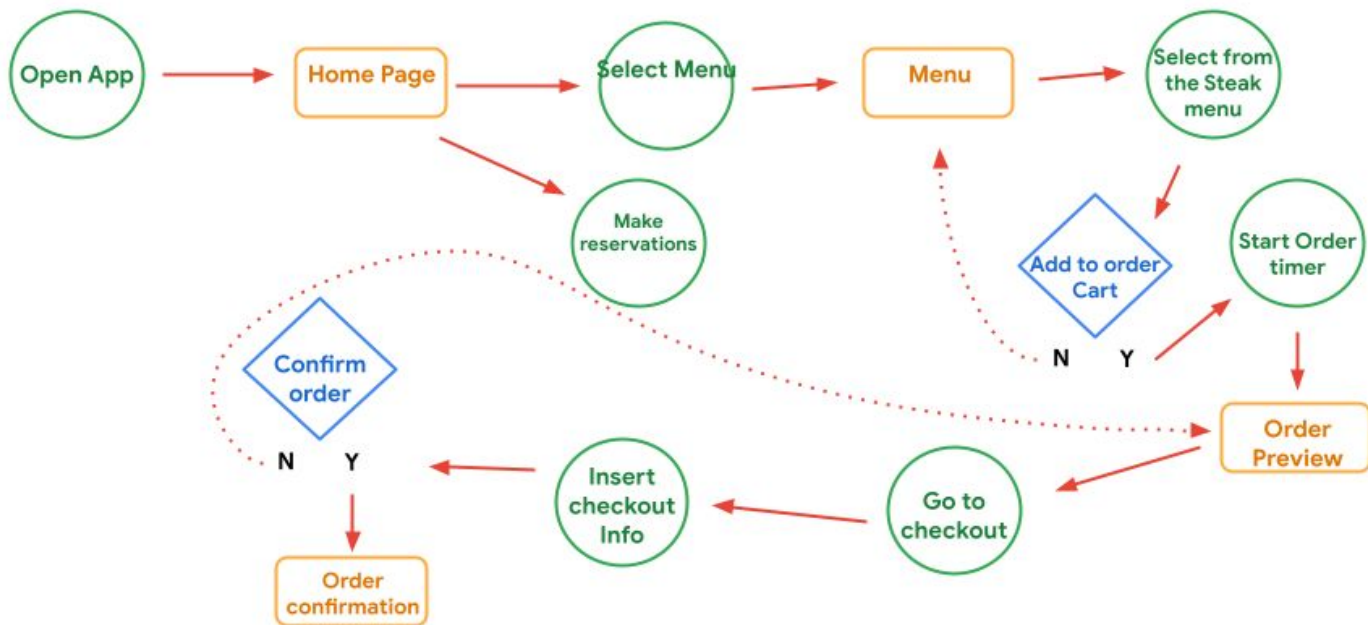
Link to low-fidelity prototype

<https://www.figma.com/proto/l3lRbG2SeqtfqgVDKzUxPb/Food-ordering-App-for-an-American-Steakhouse?node-id=2%3A3&scaling=scale-down&page-id=0%3A1&starting-point-node-id=2%3A3>



# Main user flow

**User task:** Place an order on steakhouse App.



# Usability study: findings

A usability study was conducted where the goal was to figure out if placing orders through the app makes access to meals much faster. Find out if more users will opt to make reservations through the app rather than phoning the steakhouse directly.

## Round 1 findings

- 1 Reservation options isn't properly outlined
- 2 Bad user flow on the checkout page
- 3 Making recurring reservations isn't possible

## Round 2 findings

- 1 No feature to track multiple orders
- 2 Menu isn't the best looking out there
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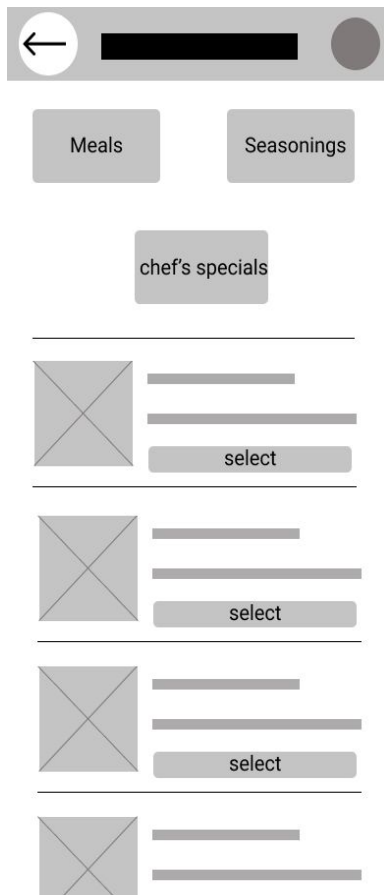
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

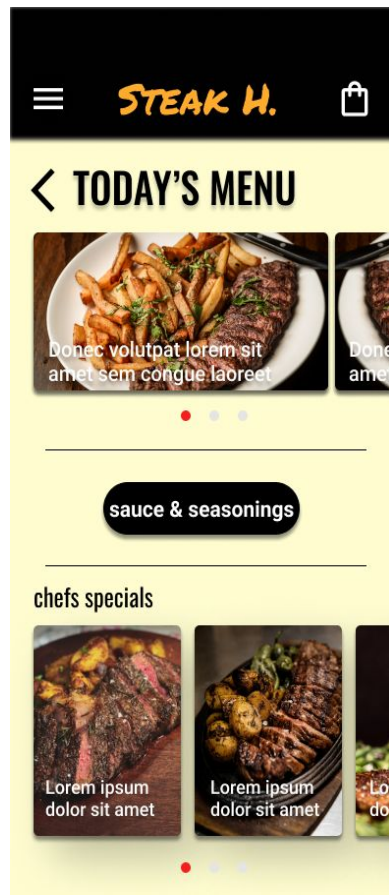
# Mockups

After conducting usability studies on my lo-fi prototypes, in line with design thinking process i incorporated some feedback by redesigning my menu page for better user experience.

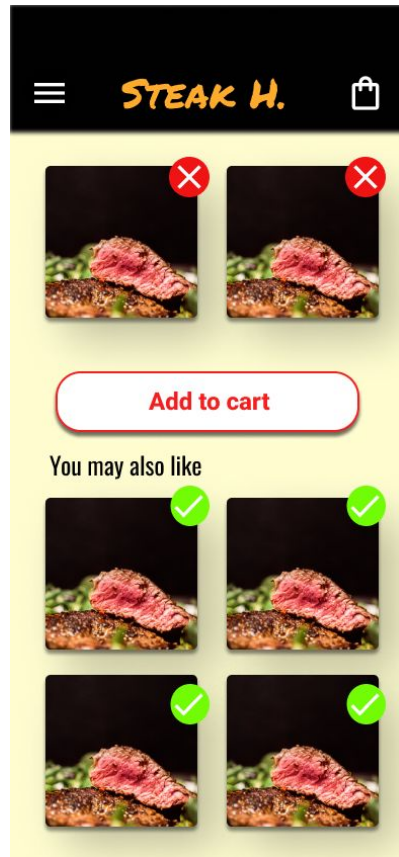
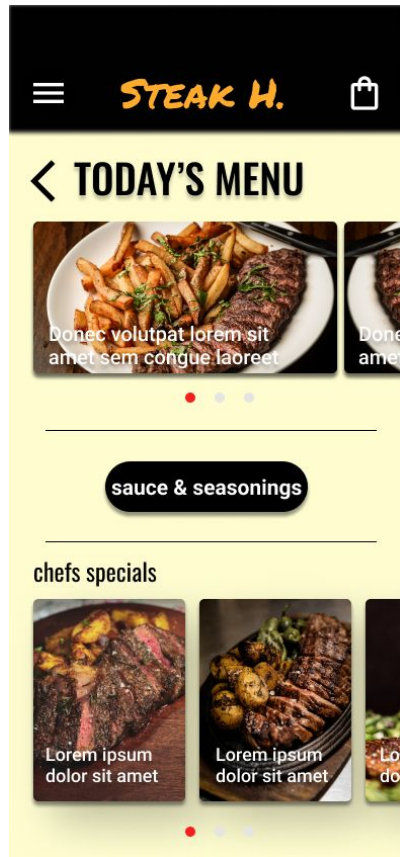
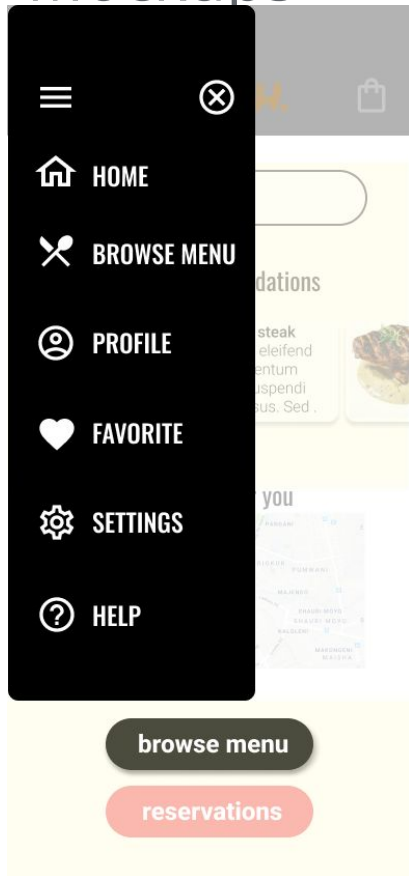
Before usability study



After usability study

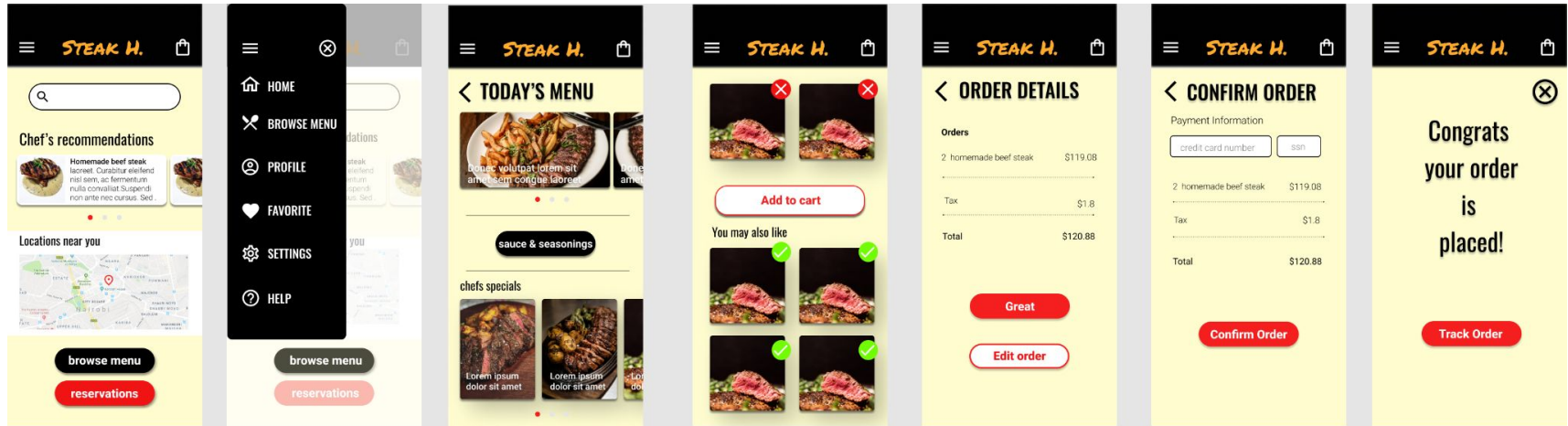


# Mockups



# High-fidelity prototype

<https://www.figma.com/proto/l3lRbG2SeqtfqgVDKzUxPb/Food-ordering-App-for-an-American-Steakhouse?node-id=93%3A201&scaling=scale-down&page-id=50%3A100&starting-point-node-id=87%3A207>



# Accessibility considerations

1

When choosing color palettes made sure to use webAIM contrast checker to cater to colorblind users

2

Made sure designs were properly align on the screen for better use by screen readers

3

Made sure the screens were responsive

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

Quotes from a study participants

**Rucha Abhijit Ambike - "Great work!"**

**Bianca Li - "Nice combination of colors, screen transitions have animations but looks the same?"**



## What I learned:

When conducting an unmoderated usability study I got a peek into human psychology, I learnt that most users will most likely always choose the easier path to perform a task and the harder the path the less likely it would be for a user to complete a task.

# Next steps

1

Considering this is my first ever design I'm super excited to go on and make more iterations on my designs and even test it out in the real world.

2

Learn more about specific users who would order food by doing more user research in the hospitality industry.

3

As a UX designer who would mostly likely like to spend time actually designing and iterating on my work, Learning more about accessibility in design will help me on my journey.



# Let's connect!



I wouldn't mind some feedback from UX professionals already working in the field, feedback from hiring managers will also work wonders for me as junior UX designer

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