

3BQ App Design

Marcel

Project overview



The product:

We are creating a delivery system for Brazilian BBQ restaurants to fulfill the increasing interest in food delivery. We noticed that competitors are not built to preserve the buffet-style experience, and our app will be designed to fit this niche.



Project duration:

April 2021 - August 2021



3BQ



Today's Special



The Everything Plate

Prime rib, linguica, chicken, cod, and lamb.

Add to Order

Plates Ready to Go



The Fresh Delight
Plate with an assortment of meat and fruits



Build Your Own

Project overview



The problem:

There are no delivery apps for Brazilian BBQ that preserve the buffet-style experience.



The goal:

Design an app for a Brazilian BBQ restaurant that allows for users to customize their plate and have it delivered to their door.

Project overview



My role:

UX Designer designing an app for a Brazilian BBQ restaurant 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 remotely to gain insight and understand the pain points of our users.
A primary user group identified through research were people who wanted to enjoy Brazilian BBQ while stuck at home during quarantine.

We assumed that both people who frequent Brazilian BBQ and those who don't would be interested, and our research confirmed those assumptions.

User research: pain points

1

Time

Many do not have time to spend hours in the restaurant.

2

Experience

Current solutions do not provide the quintessential Brazilian BBQ experience.

3

Context

With the current pandemic, families and get their usual Brazilian BBQ fix.

Persona: Name

Problem statement:

Marcia is a stay at home Mom who wants to keep her children in touch with their Brazilian roots but does not have the time or capabilities to spend hours at a BBQ.



Marcia Silva

Age: 43

Education: B.A in Finance

Hometown: São Paulo, Brazil

Family: Married with 2 kids

Occupation: Homemaker

"I value my roots and want to raise children who will do the same."

Goals

- To eat food from her hometown while living abroad.
- To keep her children connected with their Brazilian roots.

Frustrations

- "Because of the pandemic, I can't enjoy the food from Brazilian steakhouses."
- "Franchised steakhouses have deviated from their roots."

Marcia is a stay at home Mom who wants to keep her children in touch with their Brazilian roots. When she is exhausted from taking care of children, she likes to treat her family with a fun experience at a Brazilian Steakhouse.

User journey map

Mapping Adam's journey showed me how many emotions an unassuming delivery app can evoke.

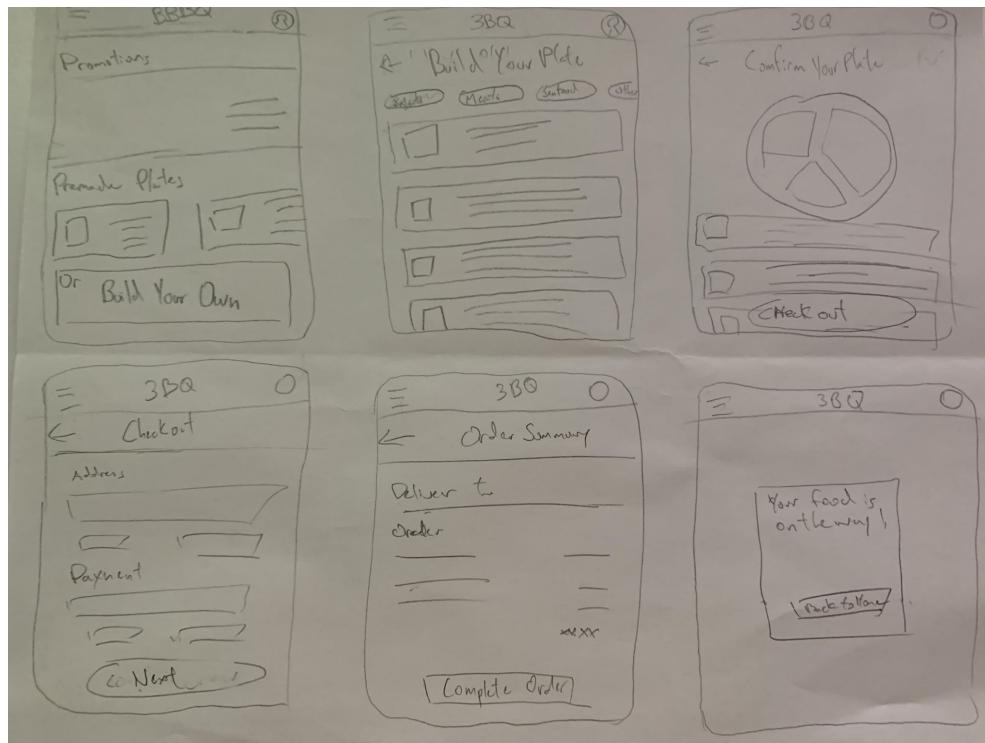
Persona: Adam

Goal: Quick and easy meal ordering and delivery from mobile app.

ACTION	Install app	Decide on order	Place order	Wait for meal	Pick-up meal
TASK LIST	Tasks A. Download app B. Make account (optional)	Tasks A. Browse in-app menu B. Compare prices and food images	Tasks A. Finalize order B. Enter payment and location C. Place order	Tasks A. Track order from home. B. Wait patiently.	Tasks A. Receive notification. B. Pick up order from doorstep
FEELING ADJECTIVE	Hopeful about meal prices and selections.	Excited to see the food options and images of food	Annoyed at delivery fees	Anxious about missing delivery/something going wrong.	Excited by notification. Pleased to receive food without interaction
IMPROVEMENT OPPORTUNITIES	Create feature to encourage users to use our exclusive app.	Add tips that explain more niche food items. Also add translations for food items.	Ability to accurately track order from kitchen to delivery.	Reward user with points for some sort of rewards system.	Protect order in a sturdier packaging since it is placed on the ground

Paper wireframes

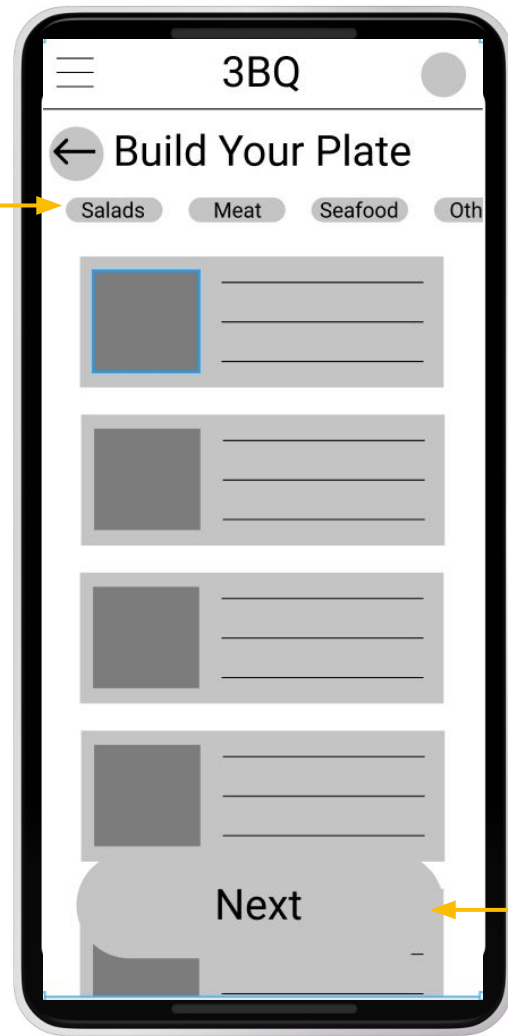
When drafting each screen, I tried my best to make the process simple and effective without any unnecessary bloat.



Digital wireframes

I based my designs off of feedback, research, and analysis of competition.

Grouping menu items to make customizing your plate easy.

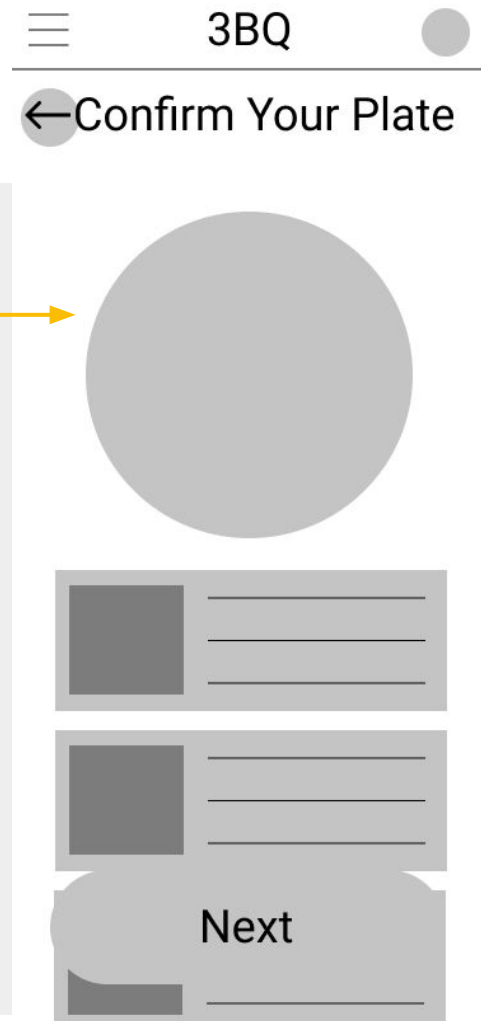


Large next button that is hard to miss.

Digital wireframes

Creating wireframes
allowed me to see the user
flow and test the
experience with
participants

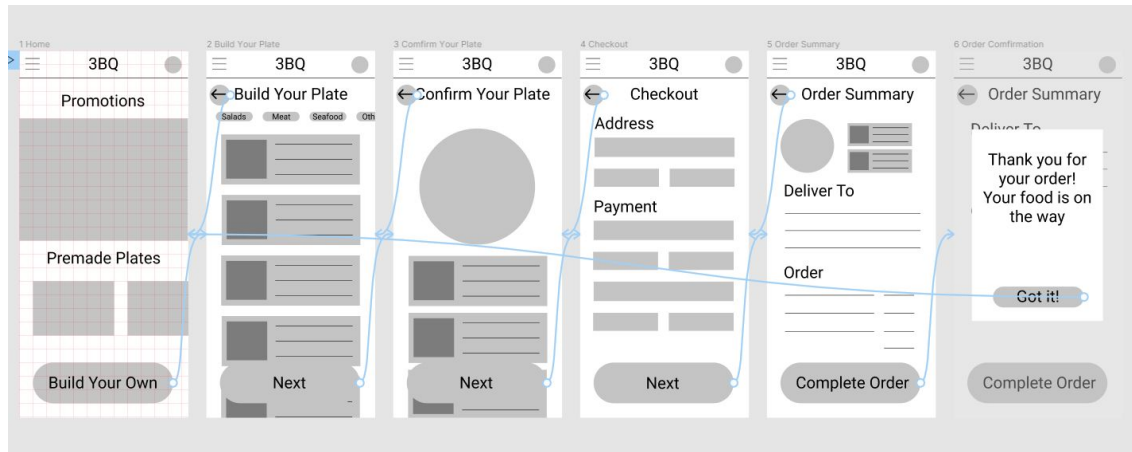
Plate that
allows the user
to visualize
what their
order will look
like



Low-fidelity prototype

The low fidelity prototype allowed me to test the user flow in a usability test.

<https://www.figma.com/proto/AwsZ9EcEijZIoM5PtRLMWz/Untitled?node-id=3%3A3&scaling=scale-down&page-id=0%3A1&starting-point-node-id=3%3A2>



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Users want to track their order
- 2 Users want to triple-check their order
- 3 Users want more specific separation of menu items

Round 2 findings

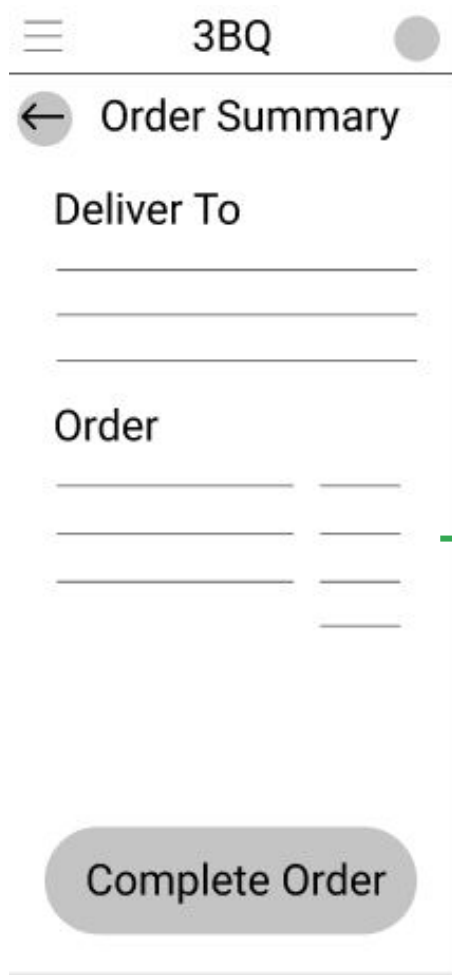
- 1 Users want to see quick reviews of each item
- 2 Users want to know how far they are in the checkout process

Refining the design

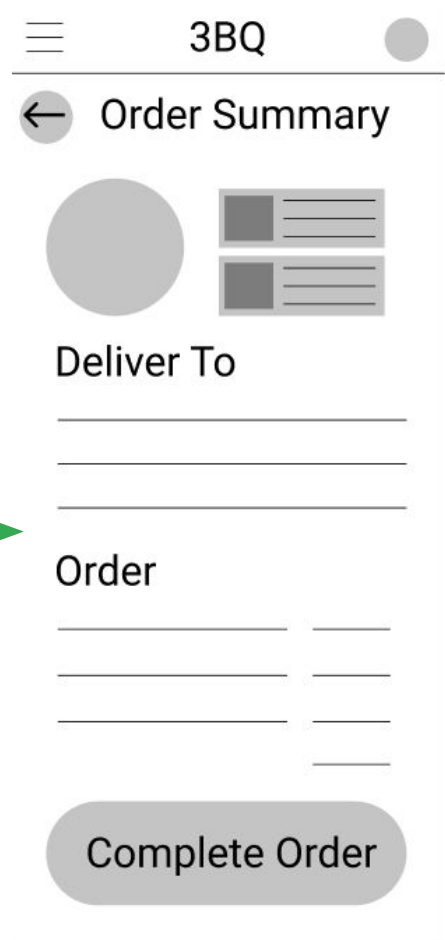
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

To address the complaint about having to go back to order confirmation to check the users' plate, we added the plate information to the order summary page.

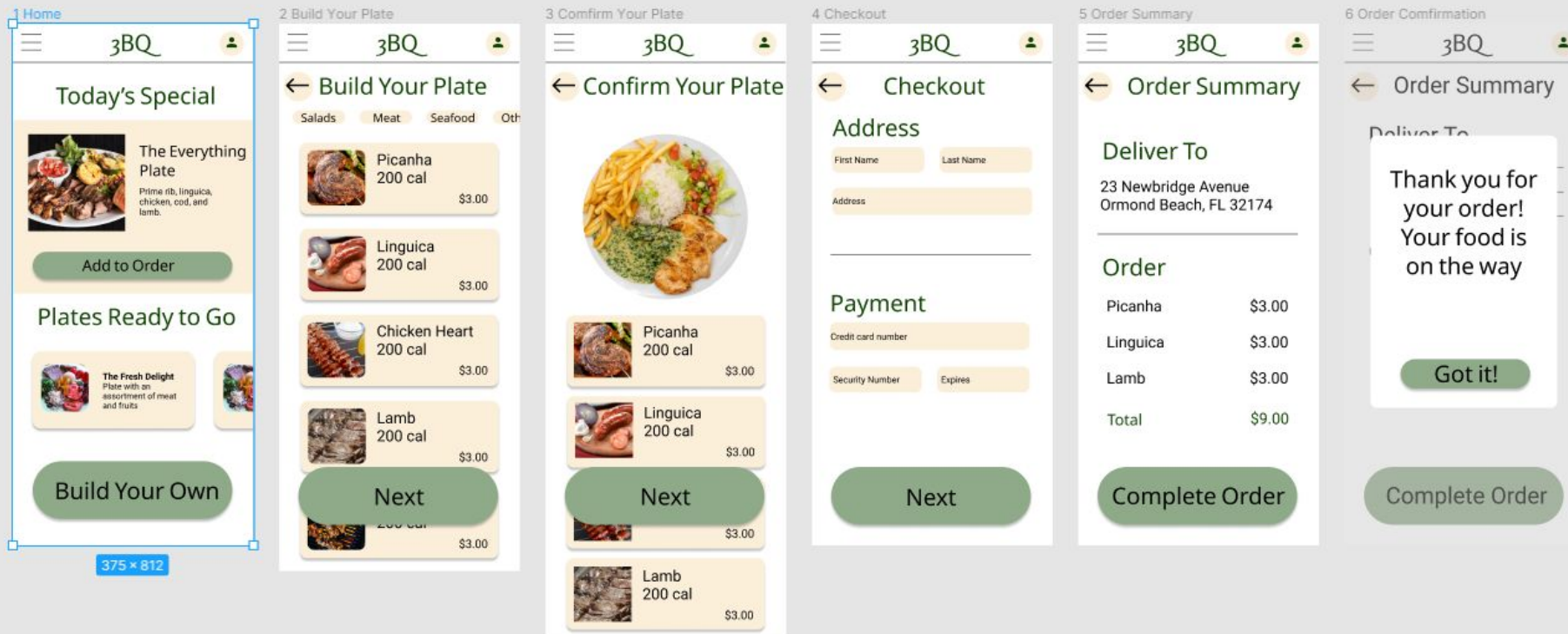


This mockup shows the 'Order Summary' page before the change. It features a header with a hamburger menu, the text '3BQ', and a back arrow. Below the header is the title 'Order Summary'. The 'Deliver To' section has three horizontal lines for address input. The 'Order' section has three horizontal lines for item input. At the bottom is a large rounded button labeled 'Complete Order'.



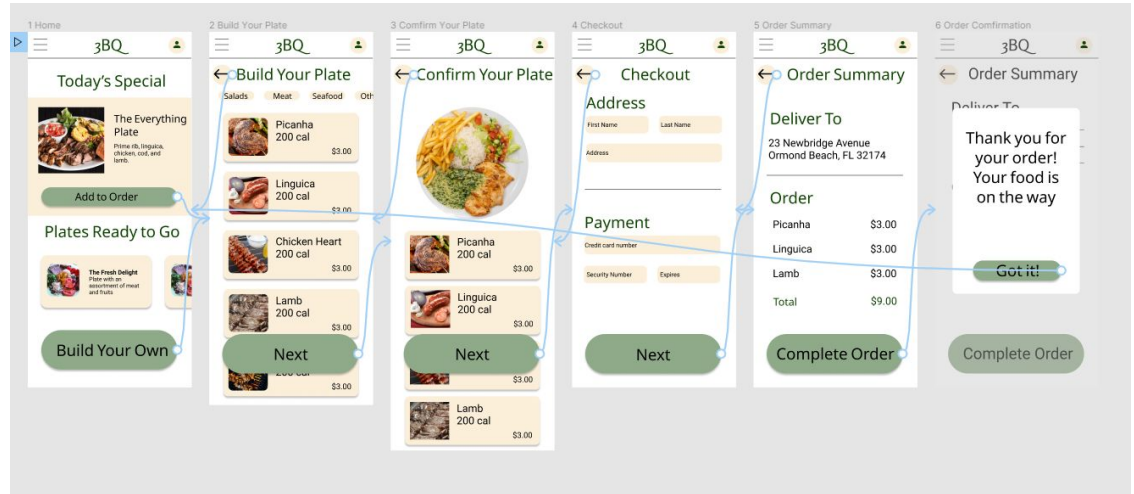
This mockup shows the 'Order Summary' page after the change. It features a header with a hamburger menu, the text '3BQ', and a back arrow. Below the header is the title 'Order Summary'. The 'Deliver To' section now includes a large circular profile picture placeholder and two smaller rectangular placeholders for additional information, each with horizontal lines. Below these is the 'Deliver To' label and three horizontal lines for address input. The 'Order' section has three horizontal lines for item input. At the bottom is a large rounded button labeled 'Complete Order'.

Mockups



High-fidelity prototype

[Link to high-fidelity prototype](#)



Accessibility considerations

1

The buttons were designed to be large and color-coded as green to be hard to miss.

2

We added a plate to visualize their plate so people can easily see their plate without going through the list of items.

3

Images are included for every menu item so that someone doesn't have to understand every word on the screen to understand what they are selecting.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes user feel like they are at the restaurant thanks to it's customization options.



What I learned:

From this project, I learned that iteration in combination with usability studies is what allows app designs to continually improve over time.

Next steps

1

Conduct a larger scale usability study to see if the improvements made from iteration 2 were successful.

2

Begin conversation with engineering team to discuss feasibility and address any questions.

Let's connect!



Thank you for your time! If you want to have a chat, my contact information is below.

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