Miki’s Sushi App Design

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Project overview

The product:

Miki’s sushi is a popular sushi restaurant in the Bay Area, CA. Miki’s uses the freshest ingredients, sourced locally, in order to create healthy and delicious takes on Japanese cuisine. Miki’s is a very popular destination for take out, and is popular with busy professionals looking to grab a quick lunch or dinner to go

Project duration:

October 2021 - February 2022

Preview of selected polished designs.

Project overview

The problem:

Repeat customers as well as busy workers want a way to order food on their phones.

The goal:

The design for Miki’s Sushi app allows people to browse, order, and check the status of their takeout orders.

Project overview

My role:

UX designer for Miki’s sushi app, involved in all phases: research, mockups, designs, and delivery.

Responsibilities:

Conducting research, interviews, competitive audits, usability studies, accessibility concerns, wireframing, low and high fidelity prototypes, and constant improvement and iteration.

Understanding the user

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

User research: summary

I conducted 5 interviews and created a plan to understand the needs, wants, and motivations of potential users of the map. A primary group identified through my research was working adults that wanted an easy way to order lunch or dinner.

The user group confirmed my initial assumptions about Miki's customers, but further research also revealed that users also had some general confusion to what some Japanese terms were. They were also concerned about the freshness of the meals being prepared.

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User research: pain points

1

Time

Working adults wanted their food fresh and as soon as possible

2

Accessibility

Platforms did not have adequate features to support people of different abilities

3

Confusion

Platforms for foreign restaurants required the user to search up names of unfamiliar foods

4

Reassurance

Platforms did not have real time updates for when the food would be ready

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Persona: **Joe**

Problem statement:

Joe is a young man who love sushi and works from home. He wants to quickly order sushi for takeout and enjoy his lunch break afterwards.

Joe

Age: 24
Education: Bachelor's Degree
Hometown: Newark, CA
Family: Single
Occupation: Salesman

"I work from home, and some days I don't have time to cook lunch. So I like to order takeout from the Japanese restaurant."

Goals

- To have a seamless experience ordering food online.

Frustrations

- "I don't like it when the product they are advertising is different from what I receive."
- "I feel like the navigation is not intuitive and it's hard to know what's in my cart"

Joe is a salesman that works from home. He likes to eat Japanese food, and lives fairly close to the restaurant. Sometimes, when he doesn't have time to cook, he orders online so that he can pick it up and bring it home, or to a nearby park during his lunch break.

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User journey map

Mapping Joe's user journey showed us that it would be helpful for Joe and other users to have an app to order takeout from Miki's.

Persona: Joe

Goal: Wants to get his favorite food, Sushi, easily so that he doesn't resort to fast food options.

ACTION	Navigate to website	Browse Menu	Place Order	Complete Order	Pick up order
TASK LIST	A. Open his web browser. B. Visit the website for Miki's	A. Selecting menu items B. Large assortment of food, extensive menu C. Chooses items from categories he is looking for.	A. Adds items to shopping cart B. Writes down special requests - John likes light rice and for them to use low sodium soy sauce.	A. Enters in his credit card number B. Schedules the pick up to be ASAP C. Receives a confirmation email about his order	A. Drive to the restaurant B. Takes his food home, or to a nearby park bench to eat.
EMOTIONS	Happy, excited because he lives sushi	Overwhelmed because he wants everything	Happy that he will be eating his favorite food soon.	John hates sushi that has been left out for too long but doesn't mind waiting longer as long as it's fresh.	Happy, sometimes sad because they forget to give him soy sauce.
IMPROVEMENT OPPORTUNITIES	Have an app so that John can order directly from his phone.	Make menu more organized so that John is able to navigate to exactly where he wants.	Offer a rewards program for customers that order at Miki's often.	Have real time progress bars on when the food is finished being prepared, so that he can leave his house at the right time.	Survey on his ordering experience, ask for feedback and what the app could have done better.

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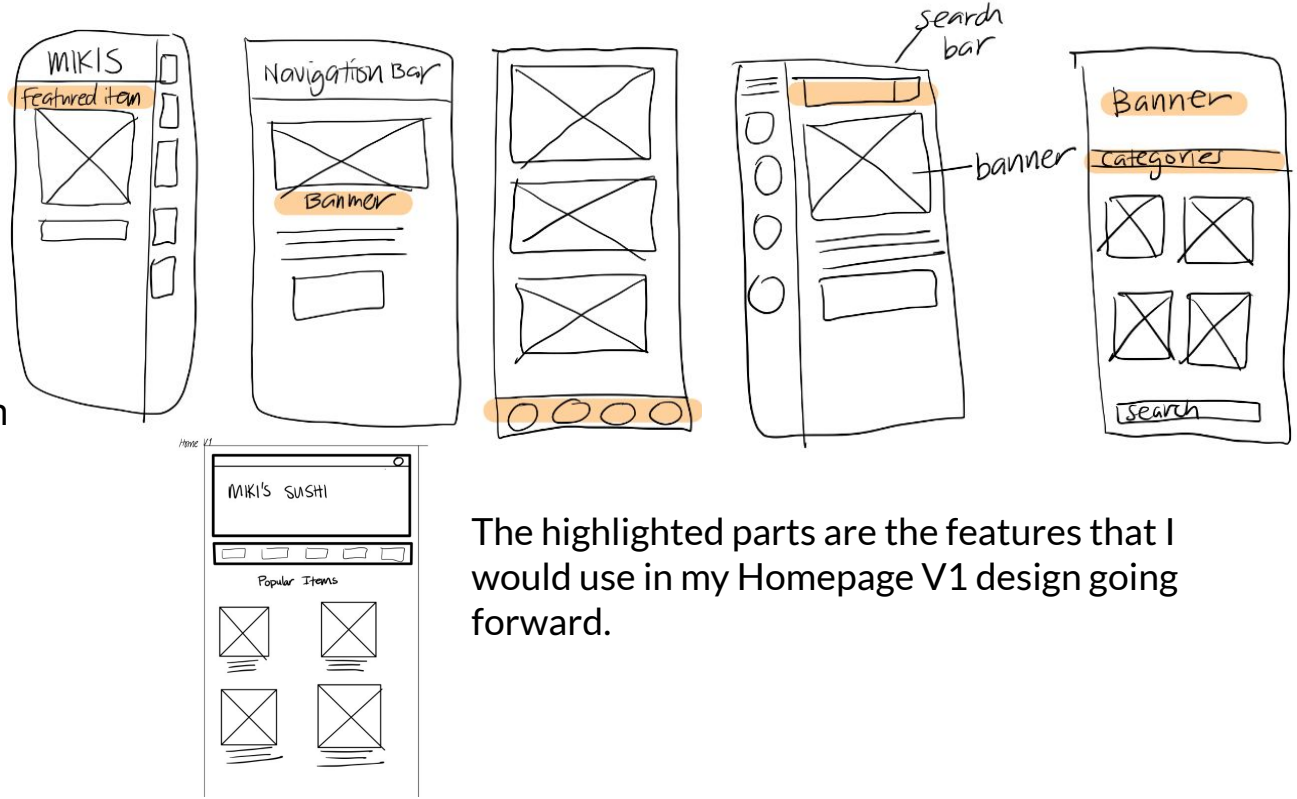
Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

I drafted a variety of paper wireframes to allow me to start planning what a user's journey would be like. Addressing some of the pain points, I added some layout elements such as quick navigation and a progress bar.



The highlighted parts are the features that I would use in my Homepage V1 design going forward.

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Digital wireframes

After creating the paper wireframes, I continued to the digital ones. I based them similarly on my old iterations, changing elements based on user research and interviews.

Large button size to add emphasis and draw user's attention

Easy navigation for better user interface elements

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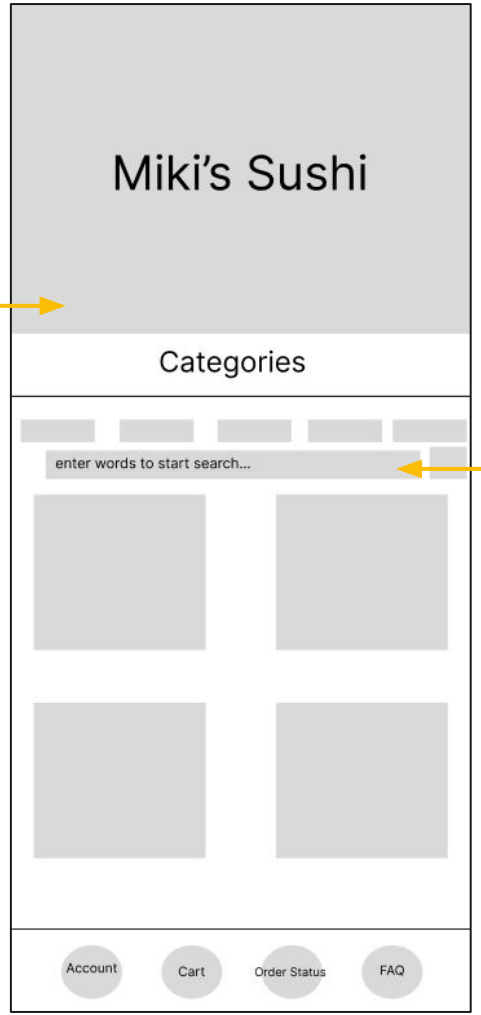
Digital wireframes

After the interviews, one of the main concerns was the difficulty in finding a certain item. Some could not remember how to spell the word, or could only remember what the item looked like.

Categories allow for navigation over the menu



Search bar for quick access to a certain item, along with images of each item

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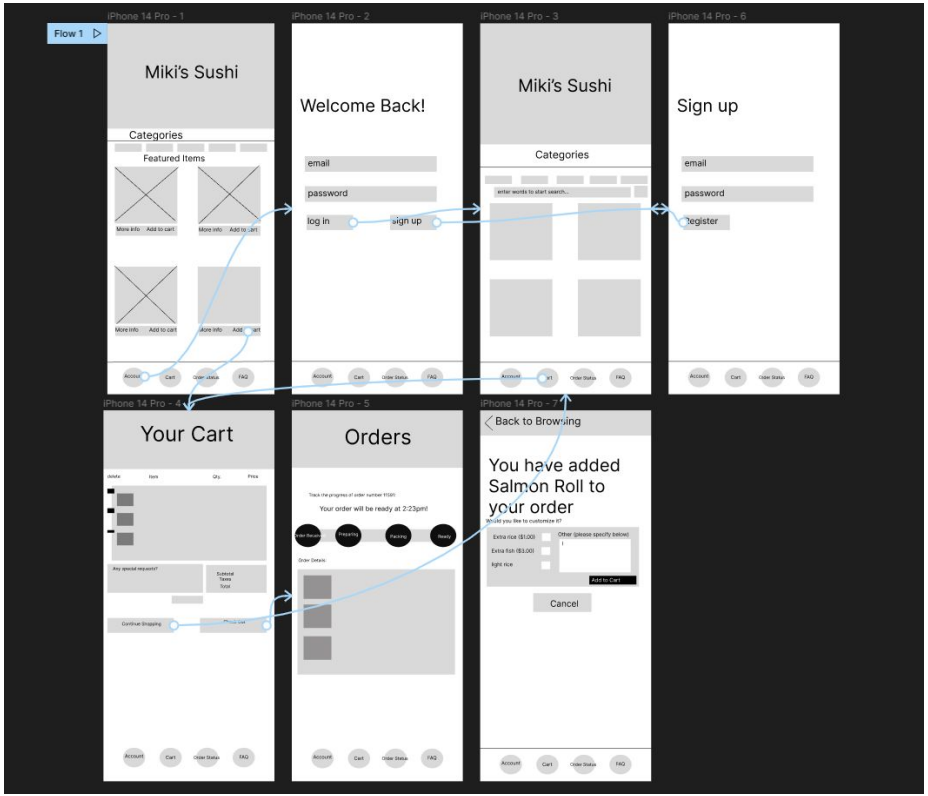
Low-fidelity prototype

Using these digital wireframes, I then created a low-fidelity prototype for Miki's sushi app. The primary user flow I made was to create an account, log in or register, browse, add items to cart, check out, and the progress bar. This prototype was used in the usability study.

Low fidelity prototype can be viewed here



Usability study: findings

I conducted two rounds of usability studies. The first study's insights gave way to refinement to the next set of usability studies. The second round of studies helped me give the app another iteration and add more features that users wanted or thought would be useful in the future.

Round 1 findings

1. Users want more than one way of searching for an item
2. Users wanted larger buttons
3. Users wanted some benefits for having an account

Round 2 findings

1. Users wanted an option to customize each individual order
2. Users wanted a rewards program
3. Users wanted a guide on common Japanese terms

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

While my early designs were easily changed, after conducting the usability studies, I decided on some new features. A feature was implemented to create an option to **customize individual items in an order.**

Before usability study

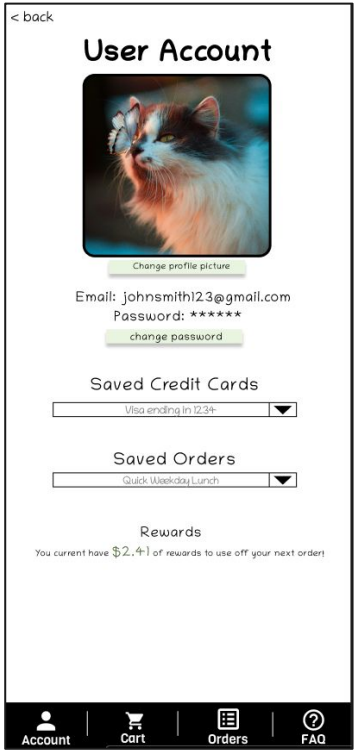
After usability study

Mockups

The second study I conducted showed frustrations on why users would want to sign up for an account. A **rewards program** was implemented, as well as **saved orders and payment methods.**

Before usability study

After usability study



Mockups

Miki's Sushi
Appetizers
Sashimi
Sushi Rolls
Other
enter text to search...
Popular Items
Agedashi Tofu
lightly fried tofu served with traditional dashi sauce
Lunch Combos
A little bit of this, a little bit of that....
Login
Cart
Orders
FAQ

< back
Miki's Sushi
Shopping Cart
Item
Salmon Sashimi - 5pc
Qty
2
Price
21.98
Item
Agedashi Tofu
Qty
1
Price
5.99
Special Requests
Subtotal
$27.97
Taxes
$2.87
Tip
Save this order to your favorites?
weekday lunch, etc
Total
$30.84
CHECKOUT
Account
Cart
Orders
FAQ

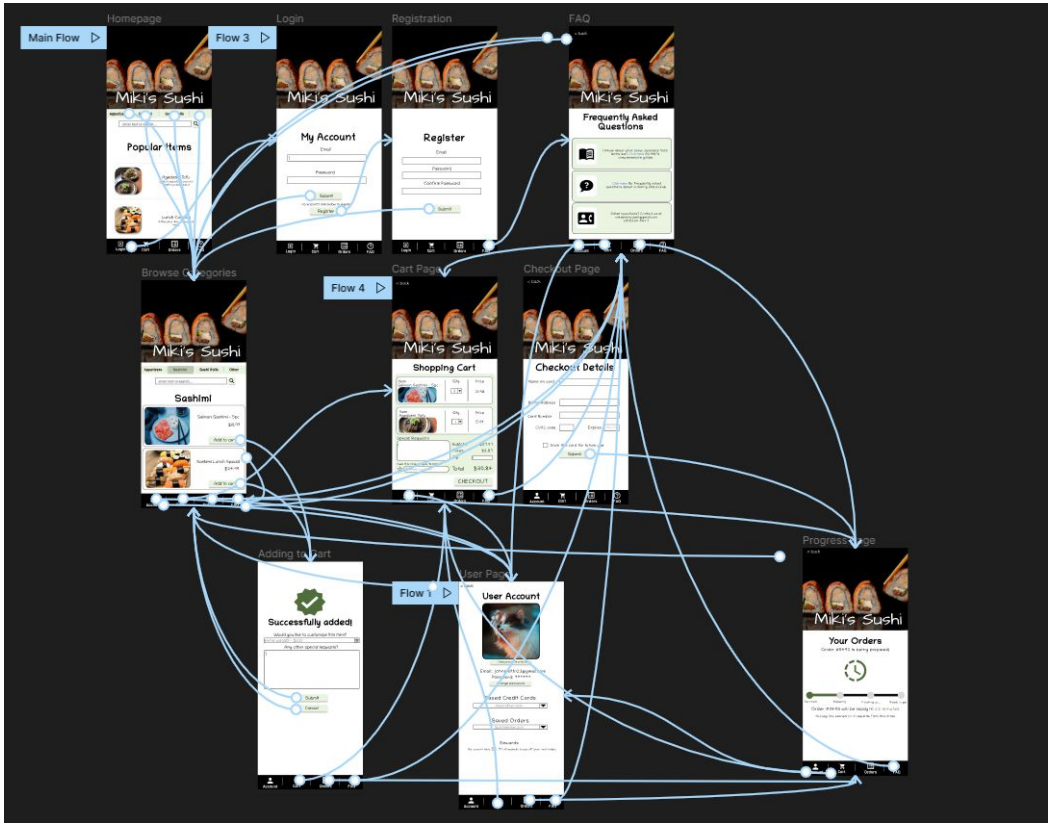
Miki's Sushi
Appetizers
Sashimi
Sushi Rolls
Other
enter text to search...
Sashimi
Salmon Sashimi - 5pc
$10.99
Add to cart
Sashimi Lunch Special
$24.99
Add to cart
Account
Cart
Orders
FAQ

< back
Miki's Sushi
Your Orders
Order #11493 is being prepared!
Received
Preparing
Finishing up...
Ready to go!
Order #11493 will be ready in 22 minutes
Hooray! You earned $0.21 rewards from this order
Account
Cart
Orders
FAQ

High-fidelity prototype

The final high-fidelity prototype presented, shows a fluid user flow from signing in, checking out, customization options, progress on order, and checkout. It also met user needs for easier navigation and clarity.

View the Miki's Pizza high-fidelity prototype here



Accessibility considerations

1

Provided a FAQ page for users that included a link to some commonly used Japanese cuisine terms used in the menu item descriptions.

2

Made the buttons larger, as well as created a dedicated high contrast navigation bar at the bottom. It's on the bottom to make it more user accessible from their thumbs

3

Users have many options to select an item. They can navigate using categories, search using the search bar, or click based off the photo of the item

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Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The application makes users feel like Miki's sushi wants to cater to customer's needs and motivations.

One quote from peer feedback:
"The app design was both simple but contained a lot of information. I had no trouble finding what I needed, and felt great that I was earning rewards for eating good food!"

What I learned:

While designing Miki's Sushi app, I learned that I should not corner myself into a way of thinking. My perspective is just one of hundreds if not thousands of people who will use the app, and I should consider what is best for everyone.

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Next steps

1

I would conduct another round of usability studies to see what features can be improved upon

2

I would ask for feedback from a random group of app users

3

To conduct a new competitive audit and see what other similar businesses are implementing

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Let’s connect!

Thank you for taking the time to review my work on Miki’s Sushi app! I really appreciate it. If you would like to see more, or get in touch, you can contact me below.

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