BurgerHolic App Design

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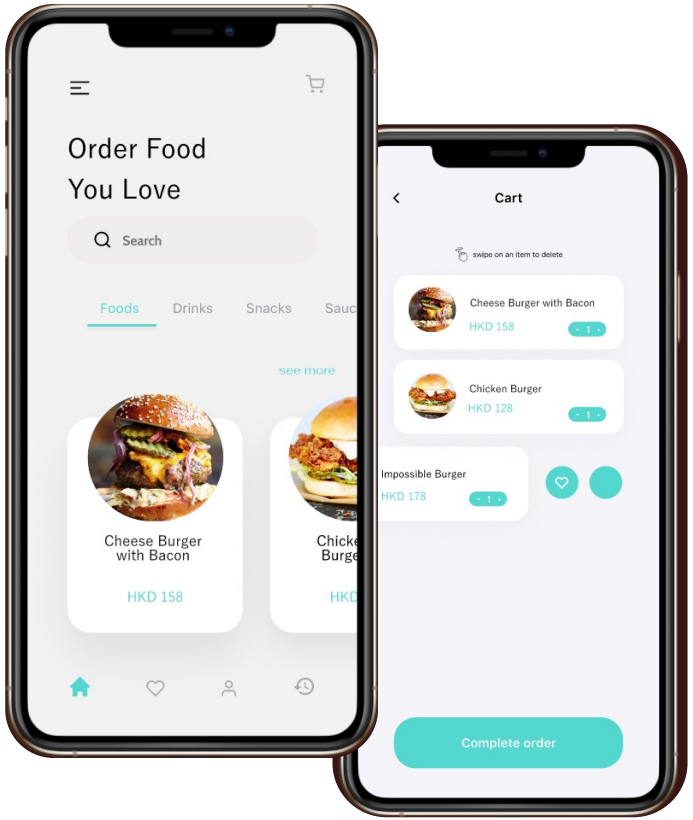
Project overview

The product:

BurgerHolic is a regional burger maker in Hong Kong. BurgerHolic strives to deliver healthy, specialty pizzas and side dishes. They offer a wide spectrum of competitive pricing. BurgerHolic targets customers like university students and workers who lack the time or ability to prepare a family dinner.



Project duration:

May 2021 to Oct 2021.

Project overview

The problem:

Busy workers and university students lack the time necessary to prepare a meal.

The goal:

Design an app for BurgerHolic that allows users to easily order and pick up fresh, delicious burgers.

Project overview

My role:

UX designer designing an app for BurgerHolic 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 and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who don't have time to cook meals.

This user group confirmed initial assumptions about BurgerHolic customers, but research also revealed that time was not the only factor limiting users from preparing their own food. Other user problems included obligations, interests, or challenges that make it difficult to get ingredients for cooking or go to burger restaurants in-person, especially in current covid situation,

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User research: pain points

1

Time

Working adults are too busy to spend time on meal prep

2

Accessibility

Platforms for ordering food are not equipped with assistive technologies

3

IA

Text-heavy menus in apps are often difficult to read and order from

Persona: **Henry**

Problem statement:

Henry is a busy university student who needs easy access to food ordering options because he has no time to cook dinner for himself.

Henry

Age: 22
Education: Bachelor Degree in Chemistry
Hometown: Hong Kong
Family: Single, lives in campus hall
Occupation: Full Time University Student

"I have a busy university life and hope to order affordable food within a short time"

Goals

- To order food easily based on their affordability
- To maintain work productivity
- To receive food delivery as soon as possible

Frustrations

- "Sometimes the app will show restaurants selling expensive dishes that normal student can hardly afford"
- "Difficult to identify non-busy restaurants to order food when I have to finish a meal quickly"

Henry is a busy university student. Apart from attending regular lectures and lab tutorials, he is also a member of different committees. Hence, he rarely has time for dining, yet most of the food ordering apps cannot provide food recommendations that fits his affordability and demand for promptness. Henry would like for there to be the easiest and fastest way to order food.

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User journey map

Mapping Henry's user journey revealed how helpful it would be for users to have access to a dedicated BurgerHolic app.

Persona: Henry

Goal: *To order affordable food within a short time*

ACTION	Select Restaurant	Browse Menu	Place Order	Complete Order	Pick Up Order
TASK LIST	A. Decide on food type B. Search nearby restaurants in app C. Select a restaurant	A Browse online menu. B. Select menu items	A. Select desired food/ meal B. Apply promotion code	A. Confirm order B. Provide delivery information C. Provide payment information	A. Meet up with courier B. Pick up food C. Inspect items D. Eat meal
FEELING ADJECTIVE	Difficult to identify non-busy restaurants to order food when I have to finish a meal quickly	Annoyed at showing expensive dishes	Frustrated to find previous food orders for a particular restaurant	Annoyed at manually fill up payment and delivery details every time	Frustrated to find the accurate location to meet up with courier
IMPROVEMENT OPPORTUNITIES	Display non-busy restaurants for food ordering	Include personalized filter function to display food choices based on their affordability Use color to indicator different price range	Include automatic food order history for each selected restaurant	Include automatic fill-in payment details function	Provide real-time GPS location for the food order

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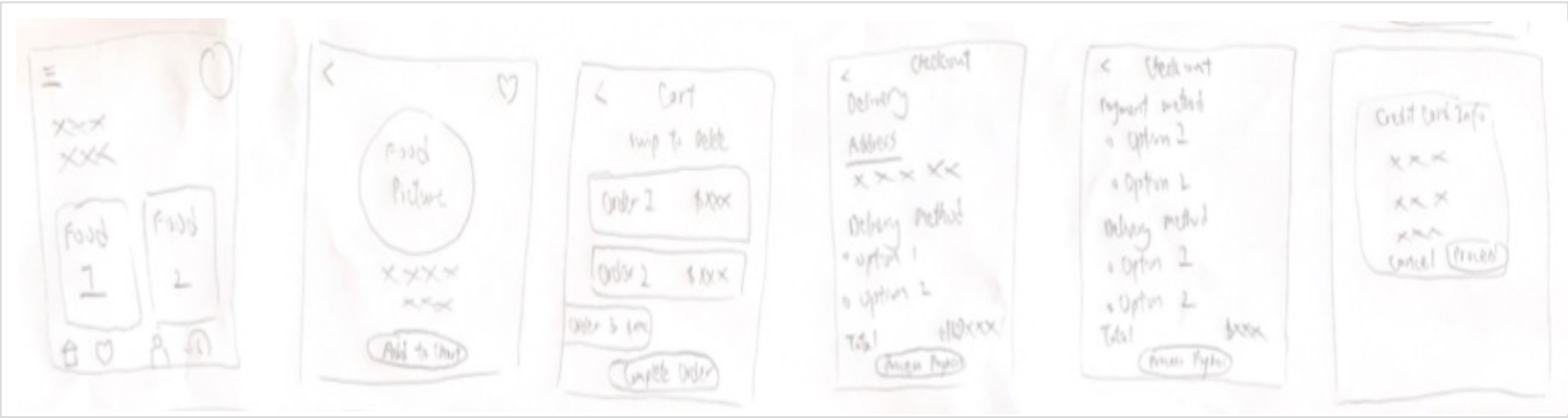
Starting the design

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

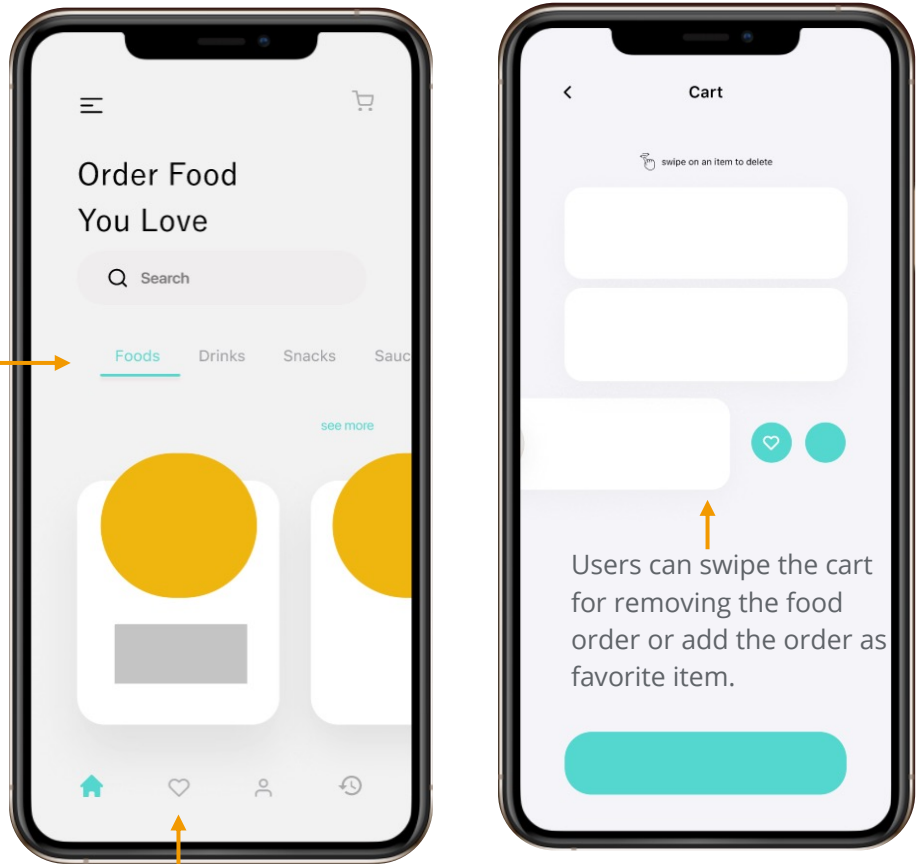
Paper wireframes



Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy ordering processes** to help users saving time.

Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.



Users can swipe the screen for changing the food category easily when ordering their food.

Users can swipe the cart for removing the food order or add the order as favorite item.

This button provides an easy option for users to find their favorite burgers.

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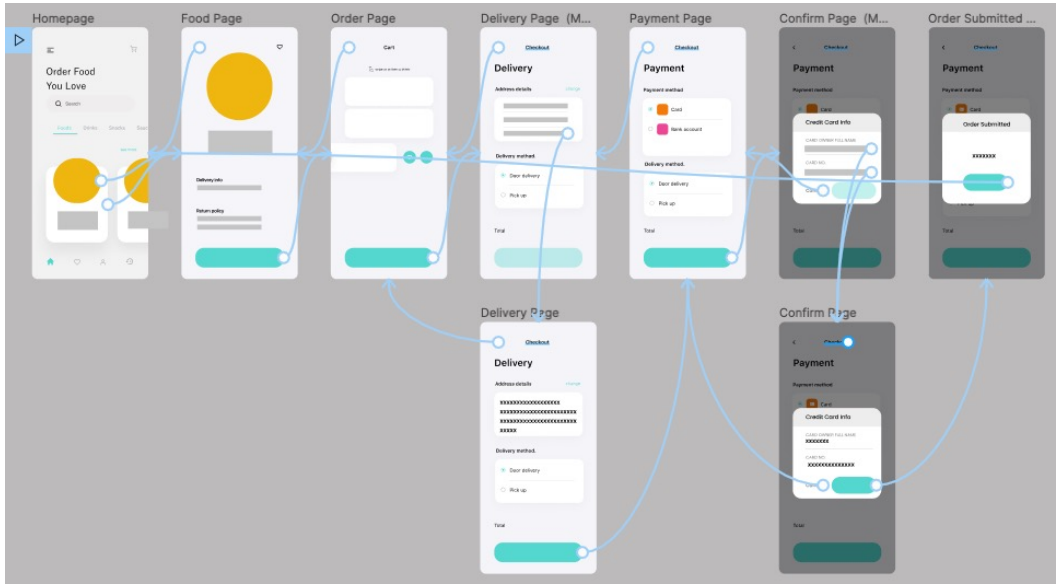
Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering a burger, so the prototype could be used in a usability study.

View the BurgerHolic [low-fidelity prototype]



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

1. Users want to order burger quickly
2. Users want a delivery option

Round 2 findings

1. Users want more customization options
2. Users want a order tracking system

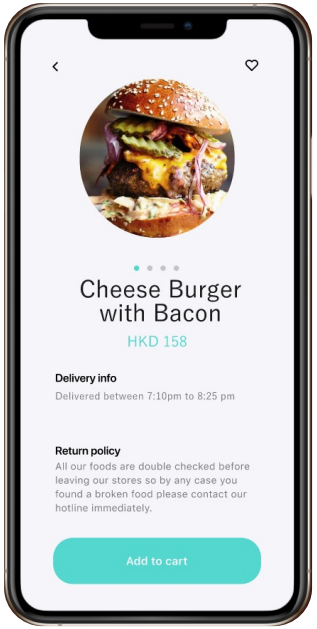
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

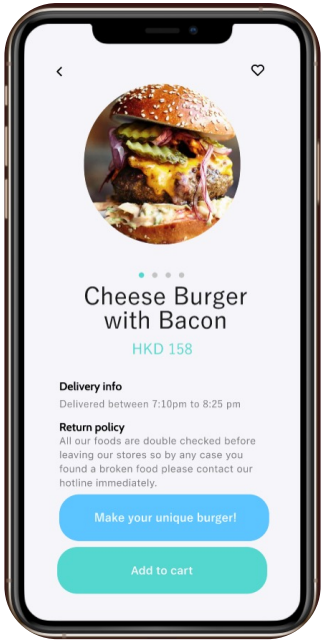
Mockups

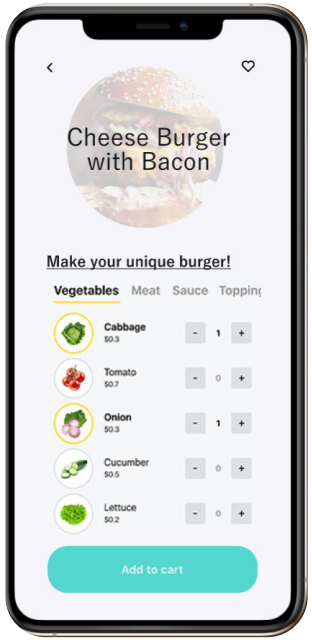
The usability study revealed frustration with the ordering flow. Some users would like to customize their burgers' toppings before checkout. Hence, I added the **"Make your unique burger!" option** to this screen.

Before usability study 2



After usability study 2





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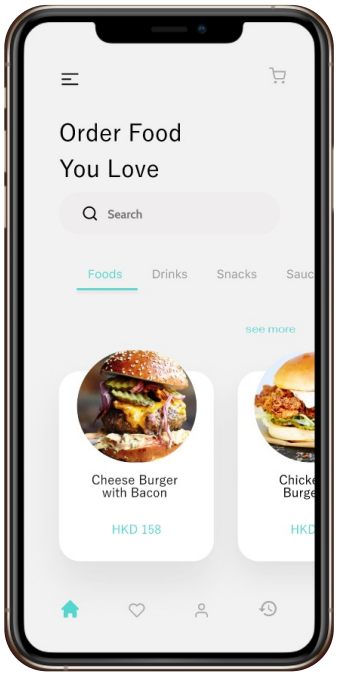
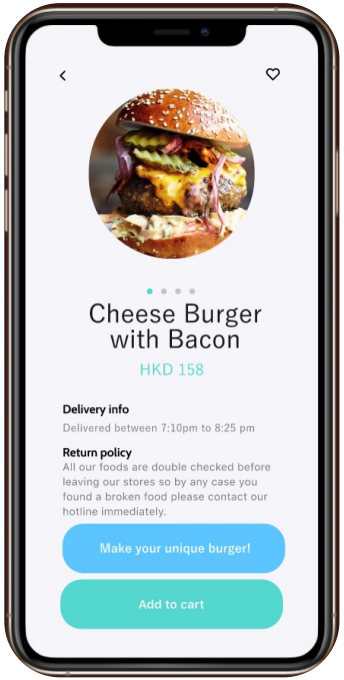
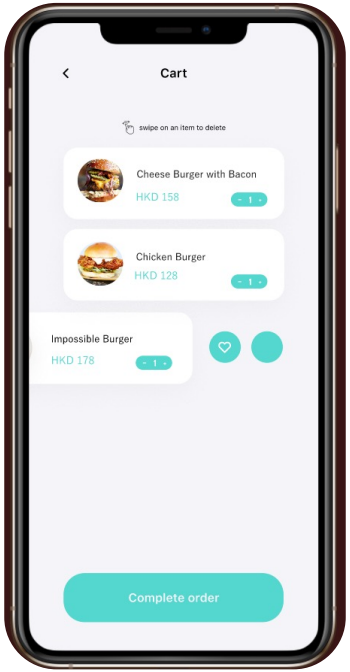
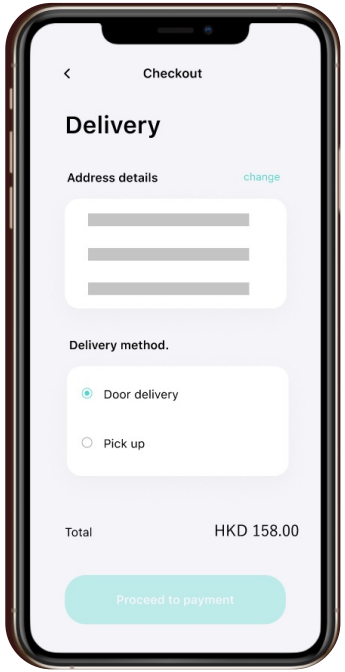
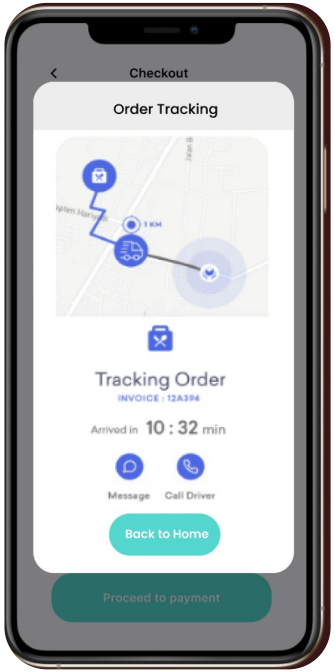
Key mockups











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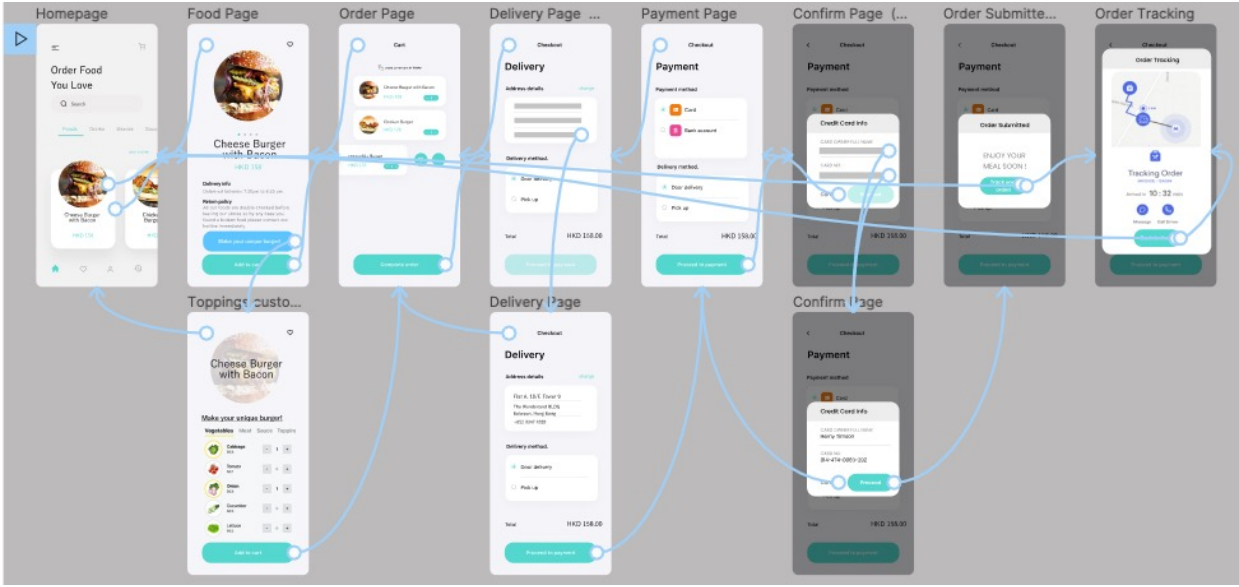
High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for ordering and customizing a burger and checkout. It also track and met user needs for a pickup or delivery option as well as more customization.

View the BurgerHolic:
[high-fidelity prototype]



Accessibility considerations

1. Provided access to users who are vision impaired through adding alt text to images for screen readers.

2. Used icons to help make navigation easier.

3. Used detailed imagery for burger and toppings to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app makes users feel like BurgerHolic really thinks about how to meet their needs.

One quote from peer feedback:

“The app made it so easy and fun to build my own burger! I would definitely use this app as a go-to for a delicious and fast meal.”

What I learned:

While designing the BurgerHolic app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app’s designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let’s connect!

Thank you for your time reviewing my work on the BurgerHolic app! If you’d like to see more or get in touch, my contact information is provided below.

Email: morrischow9@email.com
Website: https://github.com/morriscsy/Work-Samples

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