

Case study title

Your name

Project overview



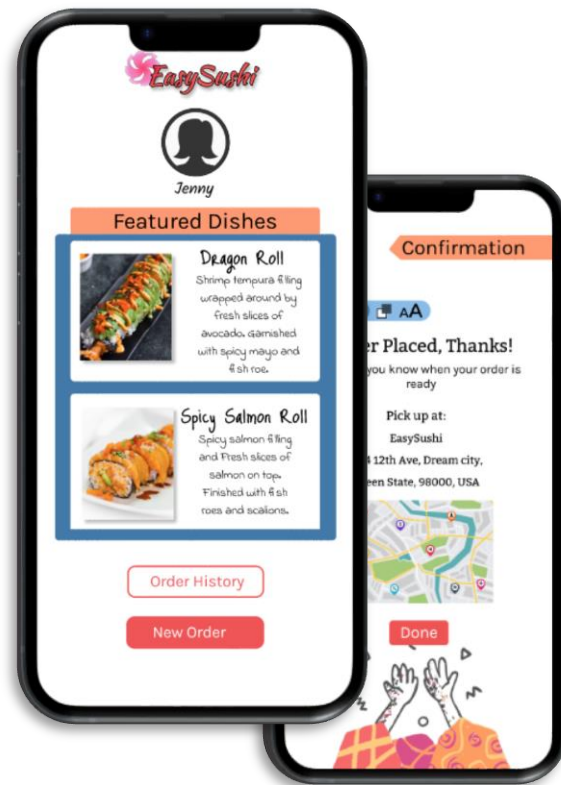
The product:

Easy Sushi is a regional sushi restaurant in the suburbs of a metropolitan area. They offer a big variety of healthy Japanese dishes and strives to provide fast and excellent services in their digital ordering tool. Easy Sushi target customers are people who have busy work life schedule, or lack the time to prepare meal for their family.



Project duration:

June 2023 to October 2023



Project overview



The problem:

Busy workers who lack the time to prepare meals and those who need assistant technology while ordering meals..



The goal:

Design an app with straightforward ordering process and supportive technology.

Project overview



My role:

UX designer designing an app for Easy Sushi 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



After analyzing interviews conducted from my user pool, I have concluded that majority of users need a way for quick and convenient ordering process.

The majority of users are working adults who have tight schedule and prefer ordering meals from a restaurant to have bonding time with loved ones. Other factor needs to consider is the supportive technology that assists users with disabilities or specific needs

User research: pain points

1

Time

Busy schedule that prevents users from cooking at home.

2

Accessibility

Lack of assistive technologies for specific users.

3

IA

Visual insufficiency. Lack of pictures, alternative text.

Persona: Nadia

Problem statement:

Nadia is a busy nurse with a husband and 2 children who needs an app with supportive technology to order nutritious sushi meals for her family because she doesn't want to spend unnecessary long time on ordering meals due to her impaired vision.



Nadia

Age: 45
Education: Master Degree
Hometown: Seattle, WA
Family: Married, 2 children
Occupation: Nurse
Disability: Impaired vision

"Most applications I've used have little supportive technology."

Goals

- Spend time with family. Enjoy good meals together.
- Find various options for healthy diets while maintain busy schedule.

Frustrations

- It usually takes a long time for her to order online because the words are too small.
- She usually needs to order food because of her busy schedule. She concerns about the nutrition factor.

Nadia tries to spend as much time with family when not working. However, with her busy schedule, she relies on food service. The lack of technologies is the most challenging part to get her daily routine done quickly. Sometimes, Nadia got the wrong items. She often keeps coming back to the same restaurant because they know what she gets. Nadia wishes to use an app with supportive technology that would expand her food choices and provide a quick and user-friendly process.

User journey map

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

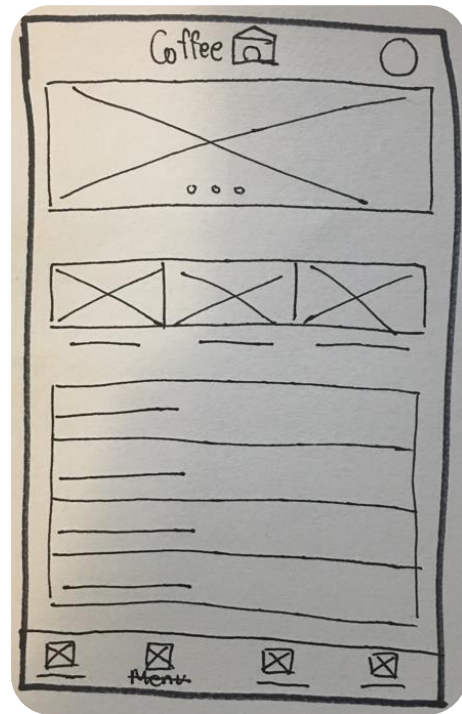
Persona: Nadia

Goal: Be able to order and pickup delicious, nutritious sushi for family meals in a quick and supportive way

ACTION	Pick out items	Go to restaurant	Submit order	Wait	Pickup order
TASK LIST	Tasks A. Look at the menu through restaurant's website B. Pick items ordered last time, safe choices C. Remember to ask for extra items	Tasks A. Get on car to go to the restaurant B. Look for parking spot on busy hour C. Might stuck in traffic	Tasks A. Wait in line to make order B. Make sure ask for everything C. Repeat order with server	Tasks A. Wait in the waiting area B. Wait in car to avoid crowds if busy	Tasks A. Receive order from server B. Double check items
FEELING ADJECTIVE	<ul style="list-style-type: none">• Bored from lack of encouragement to try new items• Annoyed from the small word sizes	<ul style="list-style-type: none">• Impatient• Irritated	<ul style="list-style-type: none">• Relieved from finishing task• Excited to get food	<ul style="list-style-type: none">• Bored from waiting	<ul style="list-style-type: none">• Pleased when receiving food• Impatient from long waiting time
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">• An app to make direct order• Minimal design with recommendation and ingredient list and supportive technology	<ul style="list-style-type: none">• Direction in app for fastest route• Up-to-date update on busy level	<ul style="list-style-type: none">• Approximate waiting time in app• Order detail and modification in app for checking	<ul style="list-style-type: none">• Compensation for long waiting time if busy	

Paper wireframes

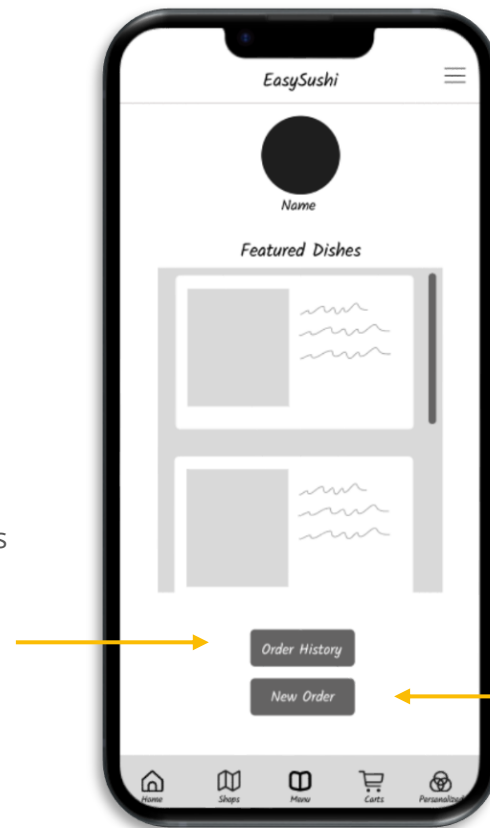
This is my favorite stage in the designing process. Being able to quickly drawing my ideas down let me effectively compare, iterate and choose the best fit for my product.



Digital wireframes

As the initial design phase continued, I made the home page as simple, and practical as possible, following closely to the user research.

Having access to past orders helps users reorder their favorite to save time.

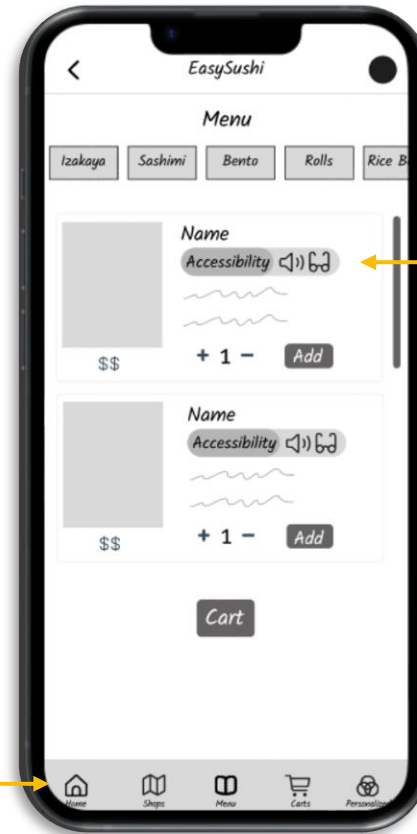


Users can quickly explore the menu and try new dishes with New Order.

Digital wireframes

Easy navigation with universal icons and each food item is equipped with assistive technology to meet with different needs.

Bottom navigation bar with icons for quick and easy access.

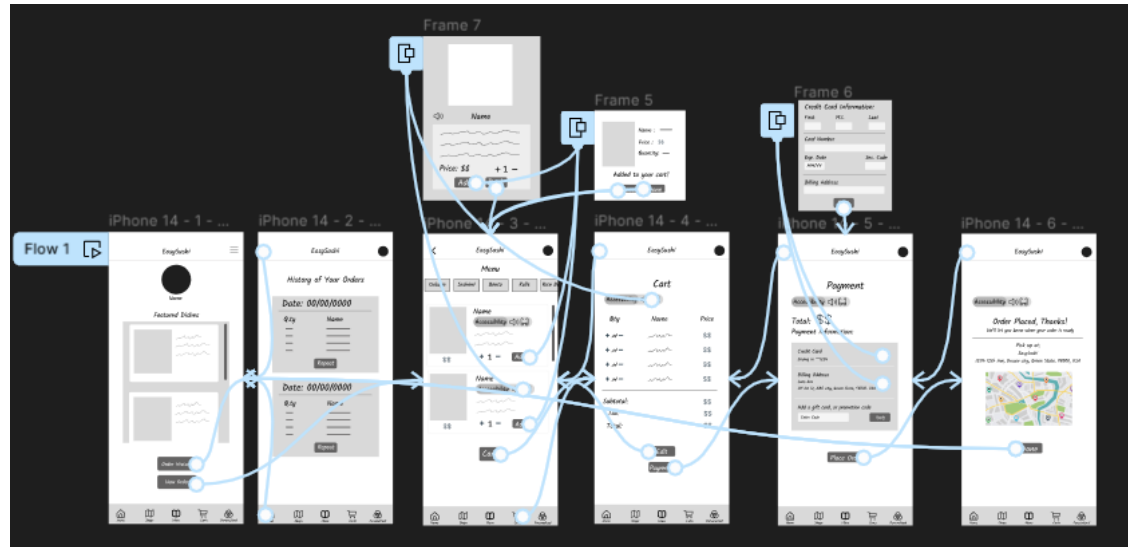


Assistive technology is clearly labeled and framed for easy access and notification.

Low-fidelity prototype

[The low-fidelity prototype displayed the primary user flow of picking out food items and completing payment.

View the EasySushi app
[Low-fidelity Prototype](#)



Usability study: findings

The goal is to collect data on how users engage in the ordering process and how they find the supportive technologies designed in the app helpful or difficult to use.

Round 1 findings

- 1 Most users were confused about the function of the eyeglass icon.
- 2 Most users were disappointed with the inconsistency of accessibility.
- 3 Most users thought editing items from cart were difficult.

Round 2 findings

- 1 Most users thought the Cart was hard to find.
- 2 N/A
- 3 N/A

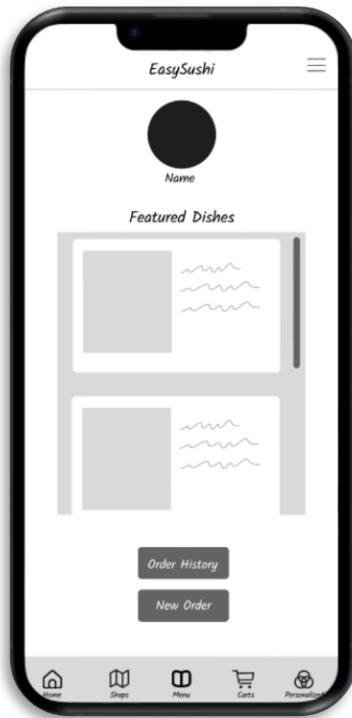
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Early designs has many unnecessary details that users do not need on a homepage. After the usability study, I eliminated the top navigation icon and the bottom navigation bar, giving the homepage a cleaner and minimal look.

Before usability study



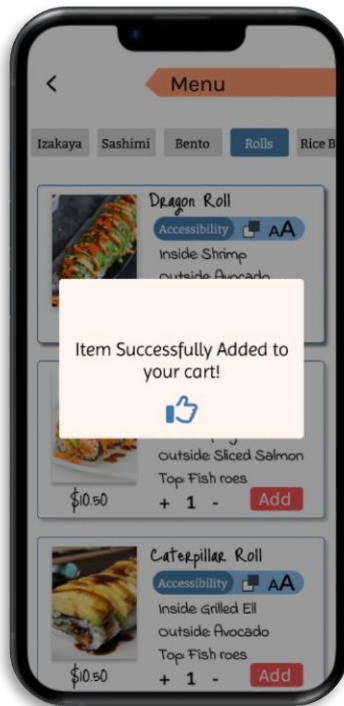
After usability study



Mockups

The second usability study revealed the confusion with the location of the Cart. To solve this, I added information on the confirmation notification to guide users to the bottom of the page for checkout when done adding items.

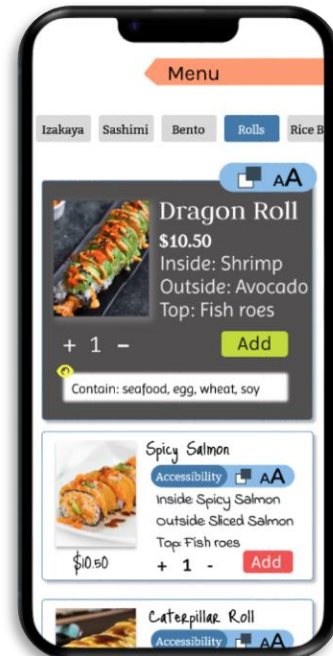
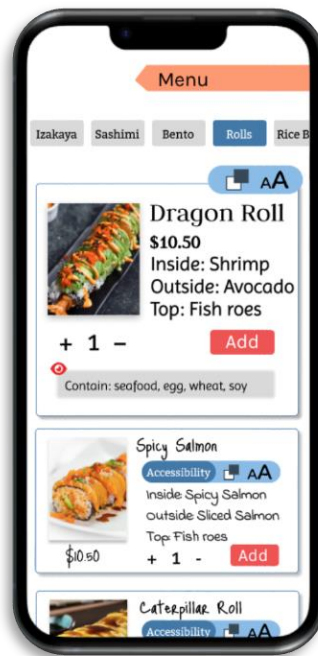
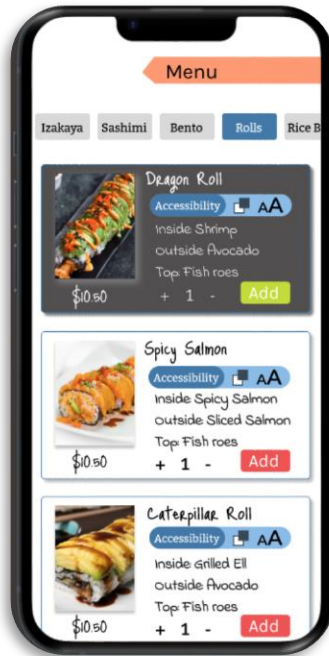
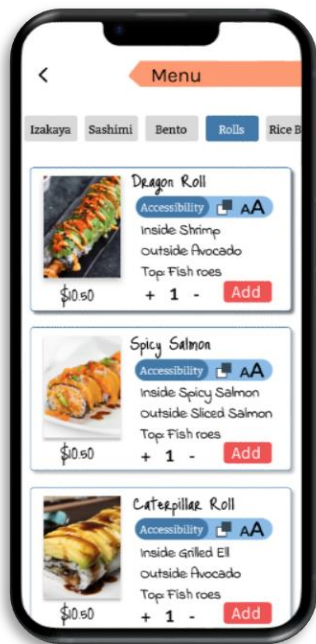
Before usability study



After usability study



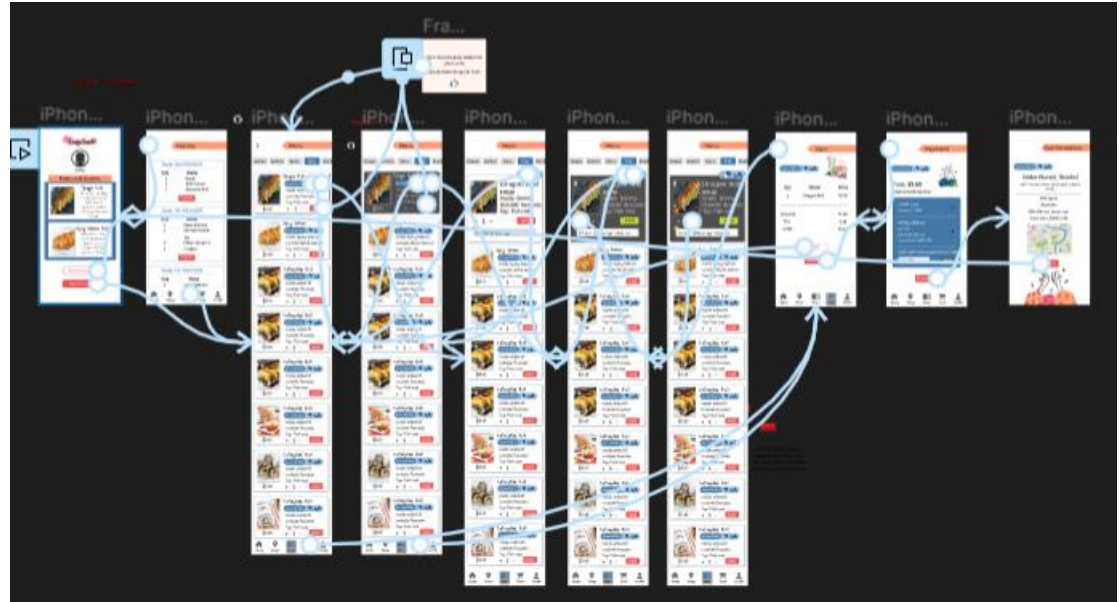
Key mockups



High-fidelity prototype

The high fidelity prototype presented cleaner flow for adding items and checkout. It also meets users need for helpful accessibility features for effective ordering completion.

View high-fidelity prototype of [EasySushi](#)



Accessibility considerations

1

Font size and font type are highly considered to best fit the readability standard for mobile app.

2

Assistant features for people with vision impairment are designed to help them view the images and words in even bigger size.

3

Dark mode is designed for users with brightness sensitivity. Colors are carefully chosen to meet high contrast standard for users with color blindness.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app really focuses on creating an easy and effective gateway for a quick and healthy meal. Assistive tool is designed to the personal level.



What I learned:

Usability study plays a big role of giving the ideas how the app would turn out. Also, understanding competitors' strengths and weakness helps educate designers create a better product.

Next steps

1

Conduct another round of usability study 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!



Thanks for your time!

Starting a career in a non-traditional way is not an easy task, especially in this competitive field. If you'd like to connect for future mock projects, we could do it together.

Email: ly.thuongmy71@gmail.com