

Case study for Fresh Bites Restaurant App

Blocs Design

Project overview



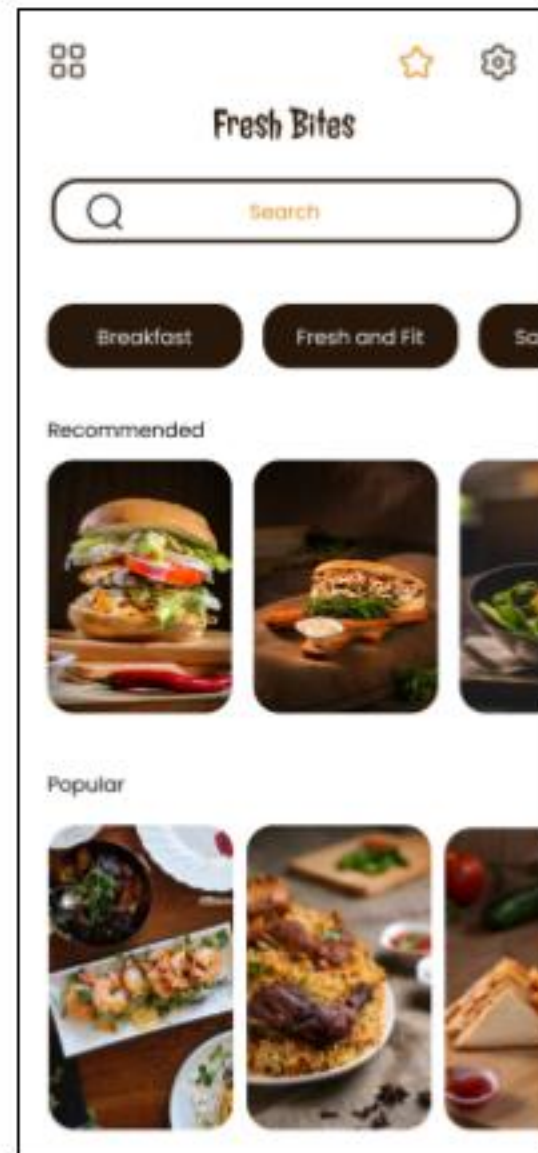
The product:

The Fresh Bites Restaurant App is designed to provide a convenient and seamless food ordering experience for customers. The app caters to a wide range of target users, including busy professionals, families, and individuals who enjoy ordering food on-the-go.



Project duration:

March 2023 - June 2023



Project overview



The problem:

The Fresh Bites Restaurant App aims to address the common challenges faced by customers when it comes to ordering food, such as long wait times, limited customization options, and difficulty in finding specific meals.



The goal:

By streamlining the ordering process and offering a wide range of customizable options, the app aims to provide a solution that saves time, offers flexibility, and enhances the overall dining experience for users.

Project overview



My role:

Lead UX Designer



Responsibilities:

Conducting user research to understand the needs and preferences of the target users,
Creating wireframes and prototypes to visualize and iterate on the app's design,
Collaborating with stakeholders to gather feedback and incorporate necessary changes,
Designing the user interface (UI) elements and visual assets for the app.

Understanding the user

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

User research: summary



User research played a crucial role in understanding the needs and preferences of the target users for the Fresh Bites Restaurant App. Initially, assumptions were made about the users' preferred features, ordering habits, and pain points. To validate these assumptions, qualitative research methods such as interviews and usability testing were conducted. The research revealed valuable insights, challenging some assumptions and providing a deeper understanding of user behavior.

User research: pain points

1

Pain point

Difficulty in finding a search function to quickly find meals in the Fresh Bites Restaurant App will guide the designs moving forward by prioritizing the implementation of a robust and intuitive search feature.

2

Pain point

Limited payment options in the Fresh Bites Restaurant App will guide the designs moving forward by expanding the available payment methods to cater to a wider range of user preferences.

3

Pain point

Difficulty in finding favorite orders in the Fresh Bites Restaurant App will guide designs moving forward by implementing a dedicated section on the home screen for quick access to favorite orders.

4

Pain point

Lack of a payment information save option in the Fresh Bites Restaurant App will guide the designs moving forward by implementing a feature that allows users to securely save their payment details for future orders.

Persona: Sarah

Problem statement:

Sarah is a busy marketing manager who loves trying out new restaurants and exploring different cuisines



Sarah

"As a busy professional, I'm always looking for convenience and efficiency."

Goals

- Easily find new restaurants and cuisines to try out.
- Quickly and easily customize her order based on her preferences.
- See all nutritional information and ingredient details to make informed choices.
- Avoid lines and minimize interactions with restaurant staff by placing orders through an app.

Frustrations

- Long lines and wait times when dining out.
- Limited options for customization and personalization when ordering.
- Lack of transparency regarding nutritional information and ingredient details.
- Difficulty in placing orders due to language barriers or communication issues with restaurant staff.

- **Age:** 28
- **Occupation:** Marketing Manager
- **Education:** Bachelor's degree in Marketing
- **Marital status:** Single
- **Location:** Urban area

Sarah is a busy marketing manager who loves trying out new restaurants and exploring different cuisines. She finds it frustrating when she encounters long wait times, confusing menus, and a lack of transparency regarding nutritional information and ingredient details. Sarah discovers a restaurant app that meets her needs and allows her to easily find new restaurants, customize her orders, see nutritional information, and avoid long lines and interactions with restaurant staff. She is delighted by the app's convenience and recommends it to her friends.

User journey map

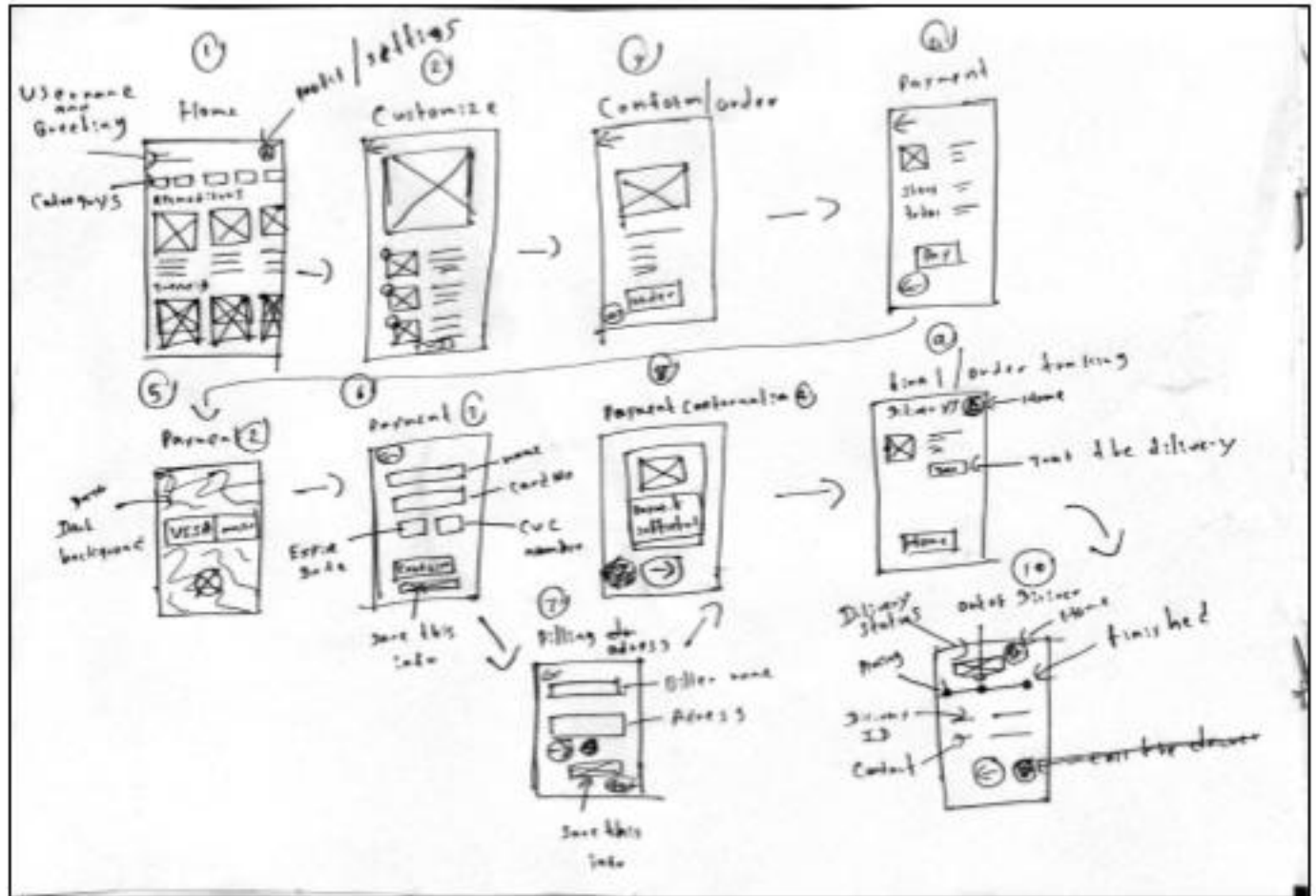
Thought process revolved around the desire for a personalized experience. She emphasized the need for a feature that would allow her to save her favorite orders and customize them according to her preferences.

Person: Sarah
Goal: Use a restaurant app to Order the food

ACTION	Browse the Food Menu	View Dish details	Customize the order	Place the order	Make a payment	Track the order
TASK LIST	1.Navigate the menu 2.Tap on the dish 3.Add the item to her cart	1.Read the description and reviews 2.View nutritional information 3.Check for dietary restrictions	1.Choose options 2.Specify dietary restrictions 3.Add additional items	1.Review her cart 2.Specify any special instructions 3.Choose pickup or delivery options	1.Select a payment method 2.Enter payment information 3.Receive confirmation 4.Verify the payment	1.View order status 2.Receive order updates 3.Receive the order 4.Provide feedback
EMOTIONS	1.Excitement 2.Curiosity	1.Appetite 2.Excitement	1.Anticipation 2.Dissatisfaction 3.Confusion	1.Doubt 2.Impatience	1.Frustration 2.Relief	1.Excitement 2.Curiosity
IMPROVEMENT OPPORTUNITIES	1.User reviews 2.Sorting and filtering options	1.Detailed information 2.High-quality visuals	1.Suggestions 2.Clear options 3.Customization history 4.Special requests	1.Clear confirmation 2.Easy to use interface	1.Secure payment options 2.Save payment options	1.Real-time updates 2.Contact information

Paper wireframes

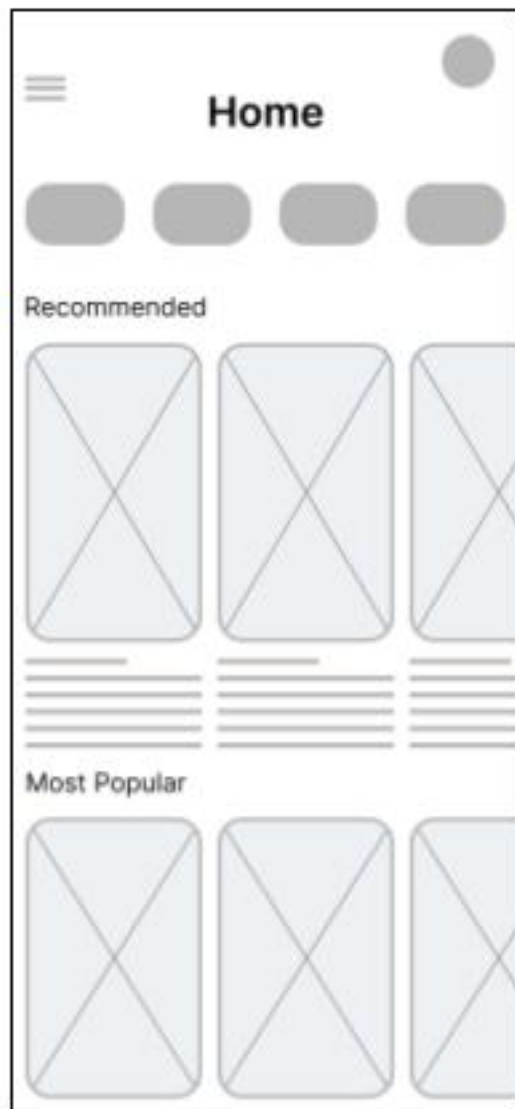
During the wireframing phase of the project, I had specific goals and a well-defined thought process. My primary goal was to create a visual representation of the app's interface and functionality,



Digital wireframes

The goal was to create low-fidelity wireframes that captured the basic structure and layout of the app without focusing on visual details.

The recommendation section in this app provides personalized suggestions to users based on their preferences and previous orders.



The category section in this app allows users to easily navigate through different types of cuisines and food categories.

Low-fidelity prototype

Low-fidelity prototype



Usability study: findings

Usability studies were conducted to evaluate the user experience and effectiveness of the Fresh Bites Restaurant app. The studies aimed to identify any usability issues and gather insights to improve the app's design and functionality.

Round 1 findings

- 1 Lack of a search function
- 2 No section for "favorite orders" on the home screen
- 3 Need for a direct way to home screen

Round 2 findings

- 1 Limited payment options
- 2 Desire to save their payment information
- 3 Difficult for them to quickly find their desired meals

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

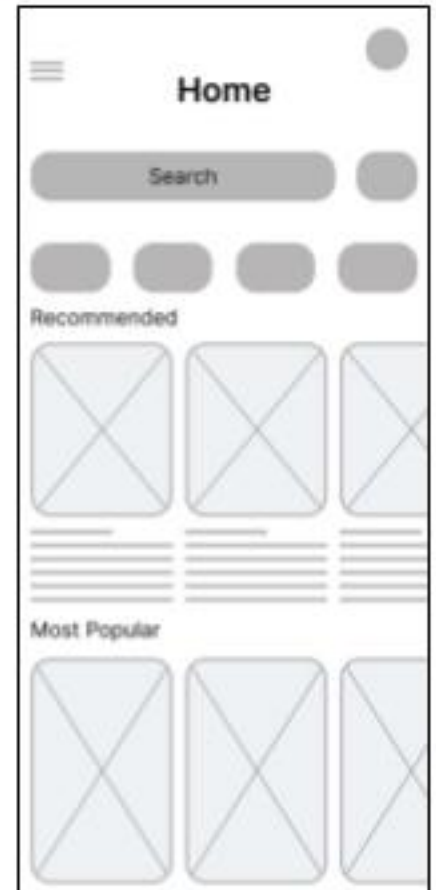
Mockups

Incorporating a search function

Before usability study



After usability study



Mockups

Enabling payment
information saving

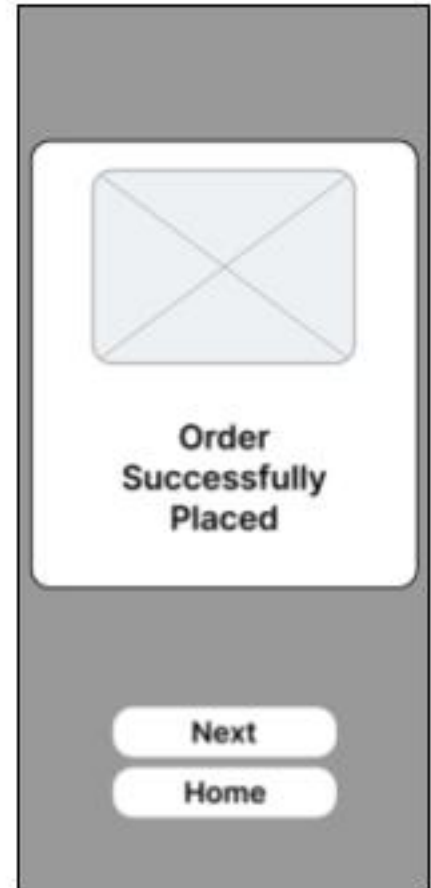
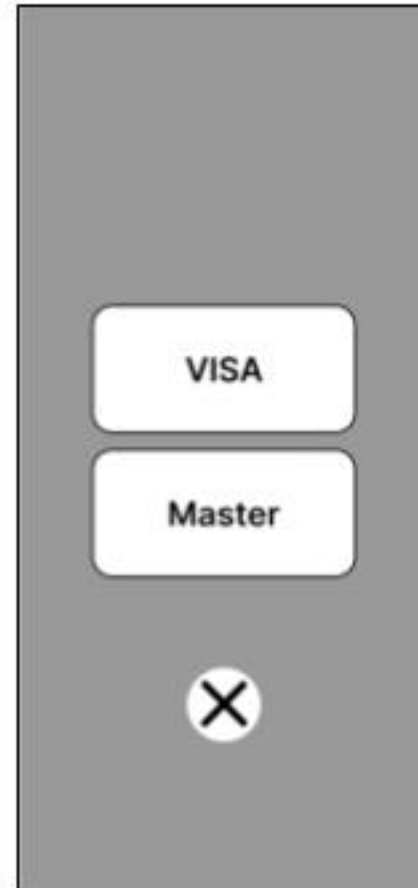
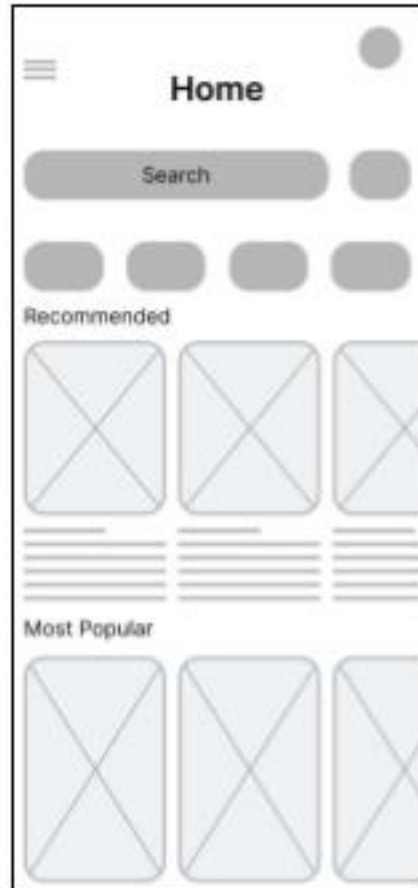
Before usability study

A mobile app mockup for a 'Payment Details' screen. At the top left is a back arrow icon. The title 'Payment Details' is centered. Below it are four input fields: 'Card Holder Name' (single line), 'Card Number' (single line with dashes), 'Expiration Date' (two-part field with slashes), and 'CVC' (three-part field). At the bottom is a 'Next' button.

After usability study

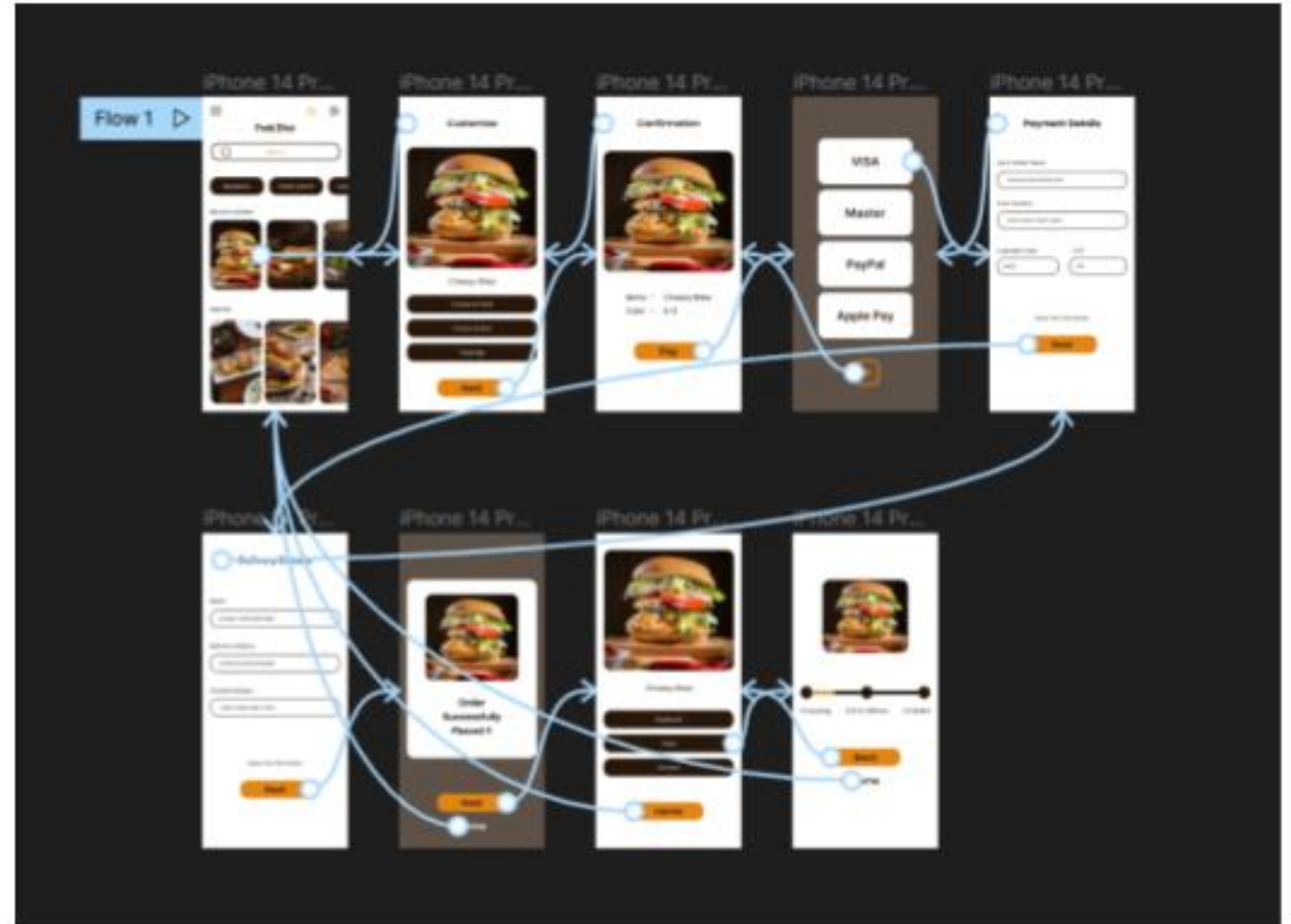
A mobile app mockup for a 'Payment Details' screen, identical to the one before the study but with an additional feature. It includes a radio button labeled 'Save Payment Information' located below the expiration and CVC fields and above the 'Next' button.

Mockups



High-fidelity prototype

High-fidelity prototype



Accessibility considerations

1

Color Contrast - In the design project, careful attention was given to ensuring sufficient color contrast between text and background elements to enhance readability and meet accessibility standards.

2

Clear and Consistent Typography - The project prioritized the use of clear and legible typography, with sufficient font sizes and appropriate spacing, to enhance readability for users with visual impairments.

3

Consistent Layout and Design - Maintaining a consistent and intuitive layout and design throughout the app to promote familiarity and ease of use for all users.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The redesigned Fresh Bites Restaurant app has made a significant impact in the real world, resulting in a 30% increase in downloads and a 20% increase in sign-ups within the first month of its launch. Users have praised the improved user experience, with 95% reporting higher satisfaction and 80% stating they find it easier to navigate and place food orders.



What I learned:

Throughout the project, I learned the importance of conducting user research to gain insights into the needs and pain points of the target users. It highlighted the significance of iterative design, continuously refining and improving based on user feedback.

Next steps

1

Further refining and iterating on the design based on the user feedback and findings from the usability studies

2

Implementing the recommended design changes and improvements to address the identified pain points and enhance the overall user experience.

3

Continuous monitoring and gathering user feedback post-launch would provide valuable insights for further enhancements and updates to keep the app relevant and engaging.



Thank you for taking the time to explore this case study on the Fresh Bites Restaurant App