

Design Concept and Prototype



DXB110 Assessment 2

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Tutorial 6

You will be designing the user experience and user interface for customising and ordering a salad through a mobile app. You will use Figma to develop and test an interactive prototype. Your design needs to work for a range of (supplied) personas. You will submit design process documentation as well as your final interactive medium fidelity prototype (in Figma).

[Figma prototype](#)

[Video of interaction](#)



Rationale

For this assignment, we were tasked to design the user experience and user interface of a mobile application that is to be used by customers of the healthy-fast-food business called *Who says?* who want to order a salad online.

With the help of the eight detailed personas provided, an app was created that allows many different people with various nutritional and dietary requirements and preferences to customise their own salad and their experience with the app. This is done through a request prompt that asks the user for any possible dietary needs before selecting or customising a salad, letting the app customise their experience.

The app allows people to choose between a customisable salad or a preset salad from the list provided on one of the screens, which includes: the default salads; popular salads; and any saved or favourited salads. The app also allows customers to freely decide on the size of their salad, with five different portion sizes, each with their own respective pricing based on the size chosen. In addition, the app allows people to view the nutritional information, such as protein, for each ingredient.

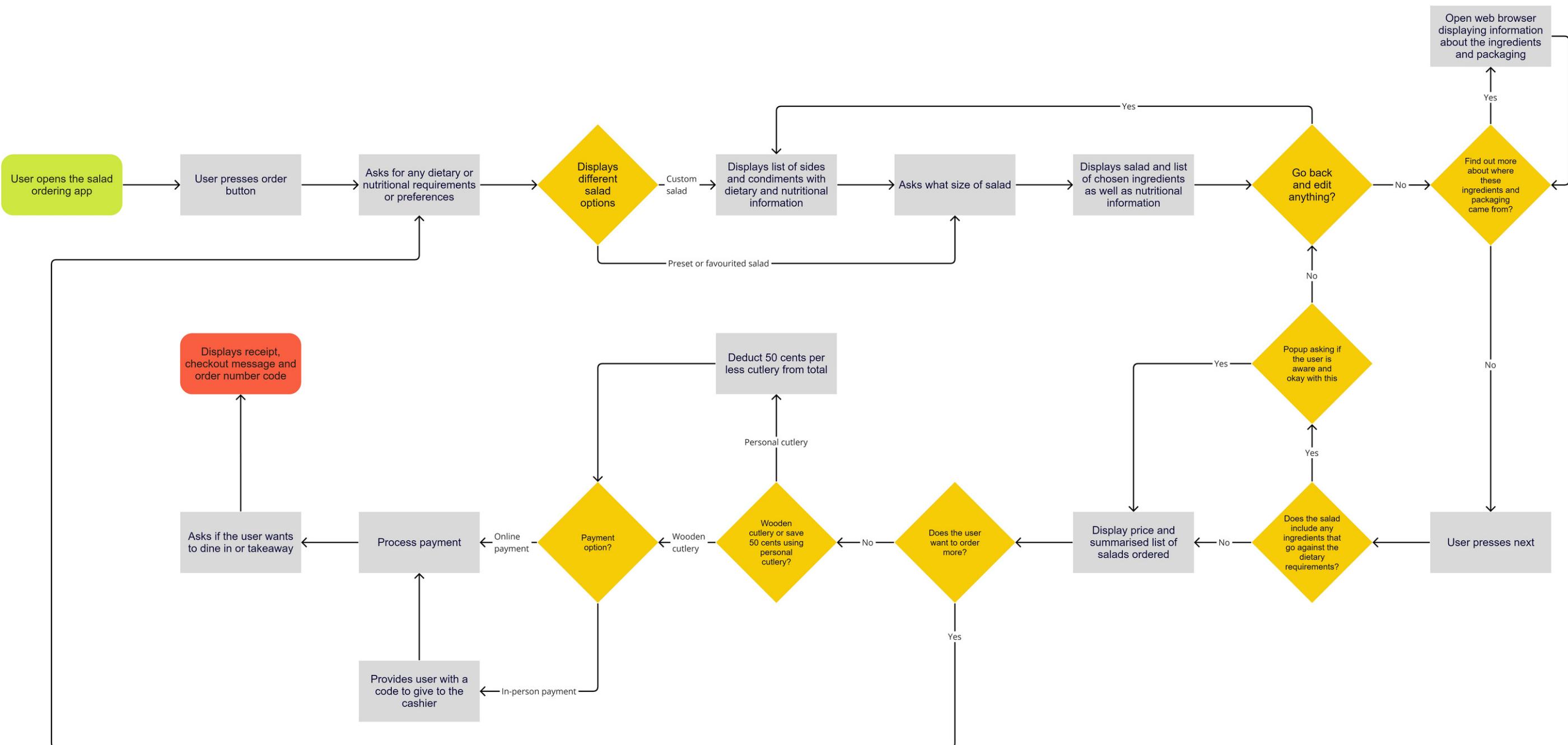
The company's status as a B-Corp was also considered when designing the app prototype, as it also encourages people to choose more ethical foods by providing information on where each of the products is sourced from and how they are produced. This also allows people who are concerned about the ethics of ingredients to feel more positive and confident about what they're ordering. It also encourages people to care for the environment by allowing them to opt out of receiving wooden cutlery with their ordered salad and instead bring their own cutlery in exchange for a 50-cent discount.

Overall, the *Who says?* app prototype considers and includes elements that allow customers to select their nutritional and dietary needs for a more personalised experience, customise their salad from ingredients to the size of the salad, and allow users to read more information on each ingredient and also encourage them to bring their own cutlery.

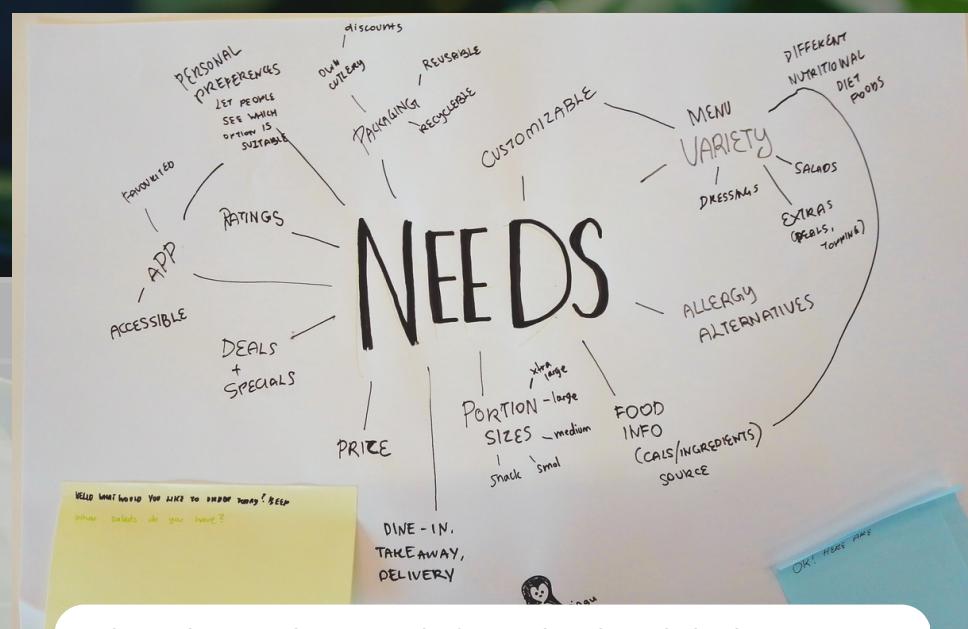
Flowmap

DXB110 Assessment 2

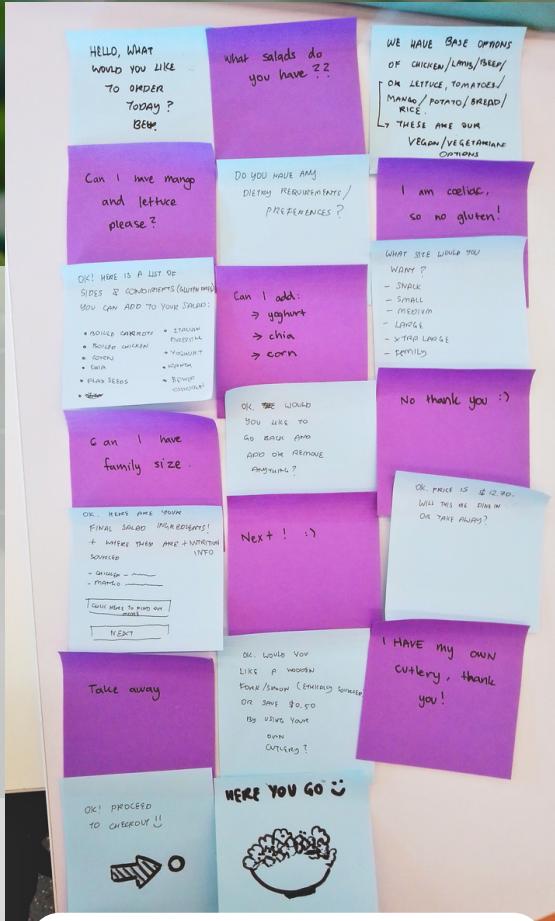
Page 3



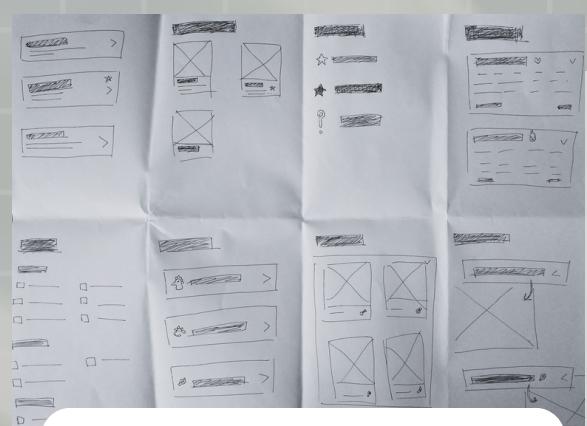
Design Process



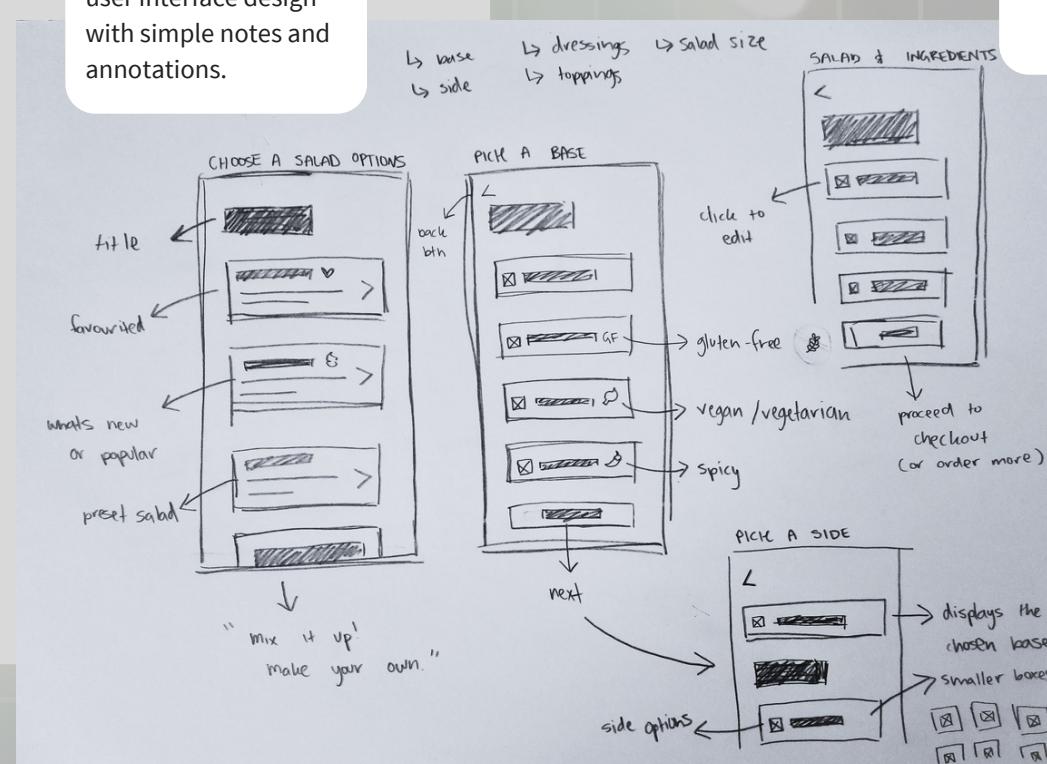
Early mindmap made in tutorial, after reading through the design scenario and persona detail.



Early flowmap made during a paired activity where one person acts as the customer and the other acts as the salad app.



Crazy 8's activity with "choose a salad" screen (top four) and "choose a base" screen (bottom four).



Early sketches of the user interface design with simple notes and annotations.

Notes on screens needed

- Home screen, big button to start order
 - Choose salad option (preset salad, favoured salad, custom salad)
 - Dietary or nutritional requirements or preferences?
 - Vegan/vegetarian
 - Gluten-free
 - Lactose-free
 - Nutritional information/protein
 - Spice level
 - Customise salad
 - Base (chicken, beef, lettuce)
 - Sides (tomato, meat, cheese, mango)
 - Dressings (caesar)
 - Toppings
 - Salad size (snack, small, medium, large, family)
 - Salad ingredients and information
 - Link: Go back and edit anything?
 - Button: Next page.
 - Pop-up: This salad includes ingredients that go against your dietary requirements.
 - Checkout
 - Button: Order more?
 - Button: Pay.
 - Pop-up: Wooden cutlery or save 50 cents using personal cutlery?
 - Dine in or takeaway?
 - Receipt, checkout message and order number code.

Notes made on the received
personas.

Vegan Val

- vegan options
 - add an icon (leaf?) next to vegan/vegetarian alternatives
 - vegan mayonnaise and vegan cheese; nuts

Young adult Yasmin

- desert salads?
 - salads with lots of flavour (sugary, fatty, salty salads?)
 - vegetables with meat; lots of cheese; sweet, creamy dressings

Ethical Ethan

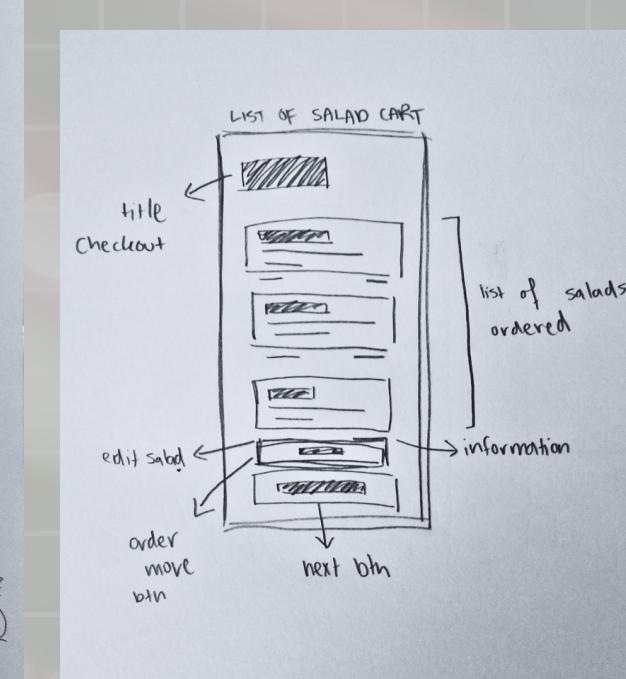
- include information or a link for information on where the produce is sourced from

Gluten-free Gordi

- gluten-free carb options (rice, quinoa, potato, corn)
 - takeaway/dine-in options
 - salad size options

Visually impaired Violet

- double check that the colours contrast and are readable
 - separate ingredients option?
 - chicken with avocado and blue cheese; chick pea; no red meat or pork



Small size Sammie

- salad size options (have an indicator to show how much more/less expensive depending on salad size chosen)
 - roast lamb; thousand island dressing

Large size Lennox

- salad size options
 - like a Sunday roast: lots of roast veges with chicken and a dressing

Gym junkie.Jac

- high protein foods
 - protein information for each ingredient
 - chicken; boiled eggs; high protein yoghurt

Wireframes

DXB110 Assessment 2

Page 5

The diagram illustrates the process of combining multiple mobile application screens into a single, more integrated interface.

Initial State: The application consists of several separate screens:

- DIETARY REQUIREMENTS POP-UP:** A modal asking about dietary requirements with options like Vegan/vegetarian, Gluten-free, Lactose-free, Protein intake, and Spice level. A "CONTINUE" button is at the bottom.
- HOME PAGE:** A screen with a "Who says? you don't make friends with salad?" message and a "START ORDER" button.
- CHOOSE A SALAD:** A screen for creating a custom salad with sections for "Choose a salad" (Mix it up! Make your own., Option favoured salad, Option what's new/popular, Option preset salad 1, Option preset salad 2), "Choose a dressing" (Caesar sauce, Yoghurt, Sriracha Vinaigrette, Mayonnaise), and a "NEXT" button.
- MAKE A CUSTOM SALAD:** A screen for selecting salad base and sides. It includes sections for "Choose a base" (Chicken, Beef, Lettuce, Spinach, Spicy chicken) and "Choose a side" (Croutons, Tomato, Mango, Cheese). A large black arrow points from this screen to the right, labeled "Combined into one page."
- REVIEW YOUR SALAD:** A screen showing the selected salad components: Your salad (Chicken, Tomato, Croutons, Mayonnaise) and a "EDIT" button.
- REVIEW YOUR CART:** A screen showing the cart items: Your salad (Large custom salad 1: Chicken, tomato, rice, mayonnaise, quantity 1, \$12.10) and Cutlery set (\$0.50). A "Total" of \$12.60 is shown.
- CODE AND RECEIPT:** A screen for entering a discount code ("C0D3") and viewing the receipt. The receipt details the Large custom salad 1 (\$12.10) and Cutlery set (\$0.50), totaling \$12.60. Buttons for "ADD ANOTHER", "PAY", and "DONE" are present.

Final State: The screens are combined into a single, more integrated page. The "Who says?" message and "START ORDER" button from the Home Page are now part of the main navigation. The "Choose a Salad" section is integrated into the "MAKE A CUSTOM SALAD" screen. The "REVIEW YOUR SALAD" and "REVIEW YOUR CART" sections are merged into a single "REVIEW YOUR SALAD" screen, which also includes the "CODE AND RECEIPT" functionality. The "NEXT" button in the original "MAKE A CUSTOM SALAD" screen is replaced by a "NEXT" button in the integrated "REVIEW YOUR SALAD" screen.

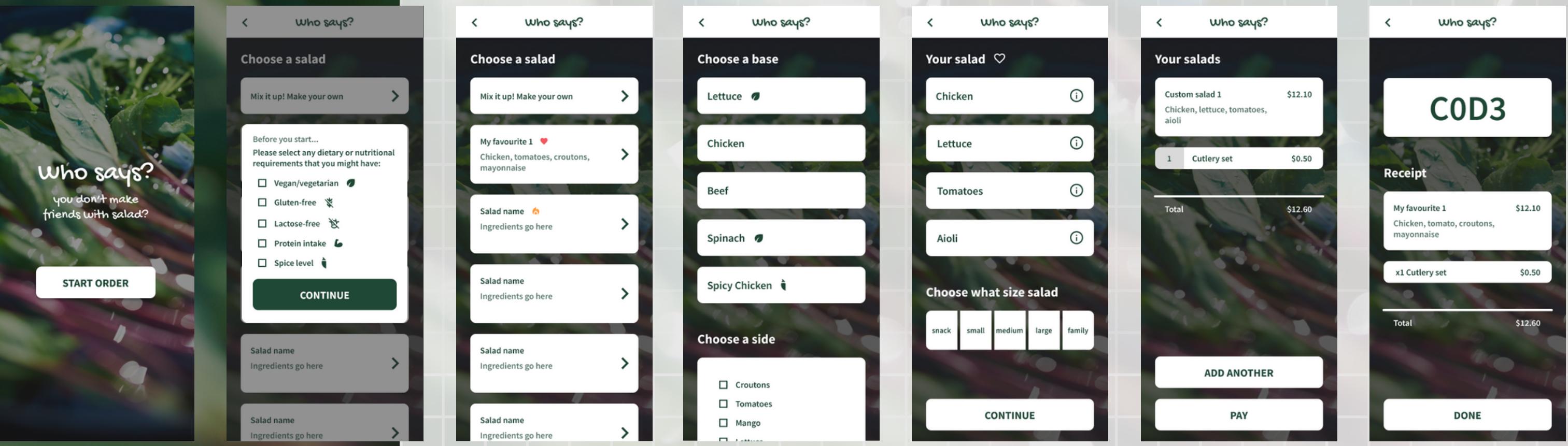
User Testing

DXB110 Assessment 2

Page 6

Can customers order their own custom or pre-set salad online using the mobile app?

I asked five different people (my younger sister, a friend, and three others from my tutorial class), all of which were either young adults or in their late teens, to test my prototype and have them answer some simple questions such as what their most favourite and least favourite part of the prototype was. What I found was that, while the app was easy and simple to navigate, there were some elements that made the process a little more confusing and slowed down their ordering process.



Added a clickable downwards facing arrow to indicate more content.

Removed the delay of the pop-up appearing. Reworded "Spice level" to "Nothing spicy." Added a "None of the above" option to the list.

Added a pencil icon next to the custom salad option. Replaced the placeholder names to keep the immersion.

Reworded "Choose a side" to "Choose some sides." Added some small text under the headers that inform the cost of each ingredient.

Added some price indicators below each of the salad size options. I couldn't resolve the bug, but hopefully that will be fixed for the final product.

Decreased the darkness effect on the background.

Annotations

Visuals

- Large text size creates hierarchy.** (Large text size creates hierarchy.)
- Ingredients slightly lighter text colour creates some contrast and hierarchy.** (5 : 1)
- Radio button options. Separated by shapes.** (3.23 : 1)
- Bright red colour used to indicate "warning!"** (Red bin icon)
- Bin icon used to indicate delete or remove. Gives the user control and freedom.**
- Light grey background used to indicate text input.** (Light grey background)
- Large, clear buttons with colours that have a contrast ratio of 10.3 : 1.** (ADD ANOTHER, PAY)
- Decorative image with no alt text.**
- Food information also displays how much protein there is in each ingredient.**
- Different colour, dark grey, indicates what option has been selected.**

Interaction

- Who says?** (Large text size creates hierarchy.)
- Choose a base** (\$10 base price)
 - Lettuce (Vegan/vegetarian)
 - Chicken
 - Beef
 - Spinach (Gluten-free)
 - Spicy Chicken (Lactose-free)
- Dietary requirements icons**
 - Vegan/vegetarian
 - Gluten-free
 - Lactose-free
 - Lots of protein
 - Spicy food
- CLOSE**
- Choose some sides** (+\$1.00 per extra side after two sides)
 - Croutons
 - Tomatoes
 - Mango
 - Lettuce
 - Spinach
 - Roasted vegetables
 - Cheese
 - Vegan cheese (Vegan/vegetarian)
 - Chicken
 - Boiled eggs (Lots of protein)
 - Beef
 - Roast lamb
 - Pork
 - Chick peas
 - Rice (Gluten-free)
 - Quinoa (Gluten-free)
 - Potato (Gluten-free)
 - Corn (Gluten-free)
 - Assorted nuts
 - Tofu (Vegan/vegetarian)
 - Avocado
 - Assorted berries
 - Onions (Lactose-free)
 - Garlic (Spicy food)
 - Ginger (Spicy food)
- Small size Sammie** Different salad size options which each cost different.
- Large size Lennox** Different salad size options, even larger options and the option to takeaway.
- Choose what size salad**
 - snack -\$5.60
 - small \$2.60
 - medium +\$0.00
 - large +\$2.60
 - family +\$5.60
- Who says?** (Fixed header)
- Your salad** (Outline heart shape button)
- Chicken** (Icon with alt text: "vegan/vegetarian friendly food.")
- Lettuce**
- Tomatoes**
- Aioli**
- CONTINUE**
- Ethical Ethan** Includes information and a link for information on where the produce is sourced from.

Storyboard

01.



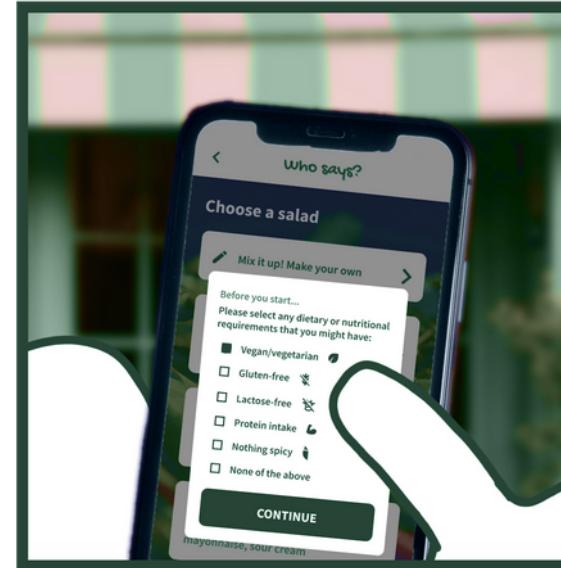
Val arrives at the *Who says?* store.

02.



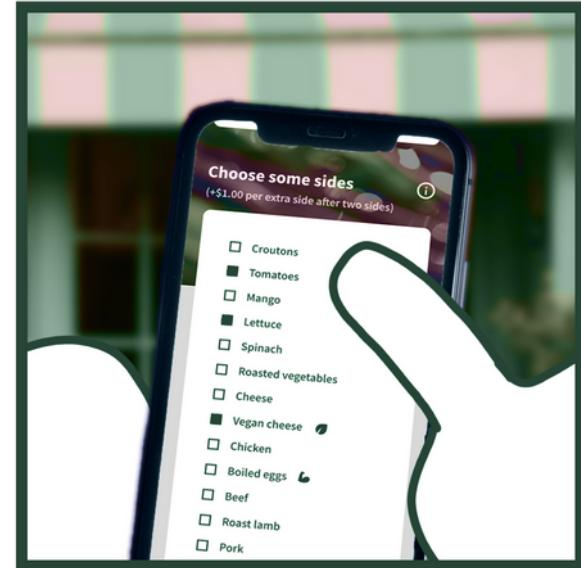
They pull out phone and open the *Who says?* app.

03.



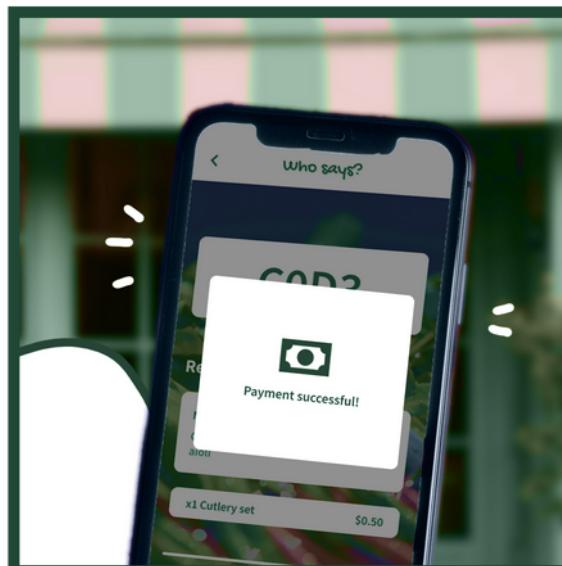
Pop-up question asks for any dietary needs. Val selects the vegan/vegetarian option.

04.



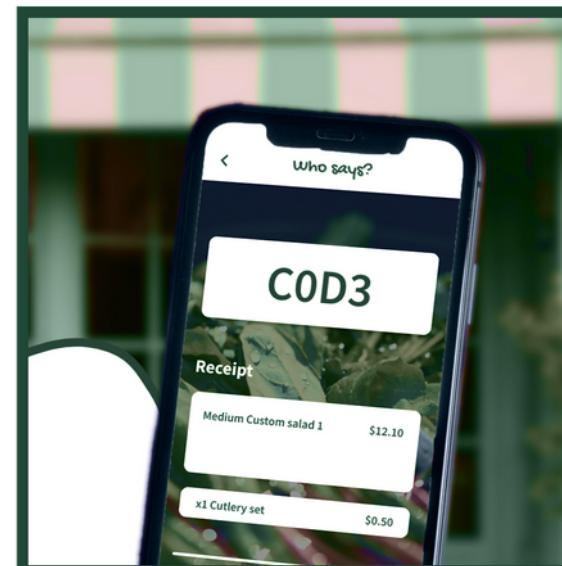
Val goes through the list of ingredient options and selects vegan friendly options.

05.



After reviewing the salad and price, they pay for the salad.

06.



The app displays receipt for the paid items as well as the order code.

07.



Val waits for their salad by the counter until their order number is called out.

08.



Val gets their salad and sits down, ready to eat it.