The French Spot

Apoorva Arunkumar
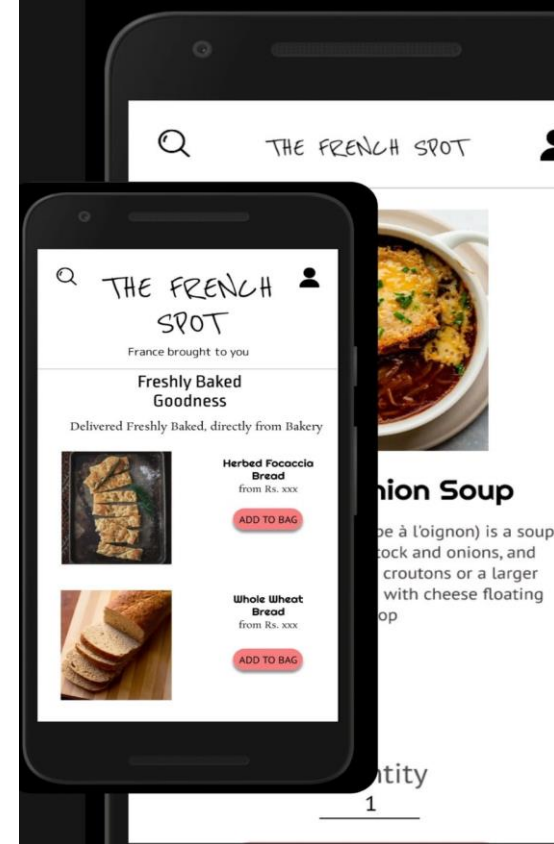
Project overview

The product:

The French Spot is a French patisserie and café located in the heart of the city. The French Spot strives to deliver healthy hand made French delicacies and desserts. They offer a wide range of pricing. Their target customers are students and people who don't have time to make healthy food in their time schedule.

Project duration:

June 2021 – Aug 2021

Google

Project overview

The problem:

Busy students and workers who lack time to prepare healthy dishes.

The goal:

Design an app for The French Spot that allows users to easily order, pickup fresh and healthy dishes.

Project overview

My role:

UX designer designing an app for The French Spot 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 students who don't have time to cook meals.

This user group confirmed initial assumptions about The French Spot's customers, but research also revealed that time was not the only factor limiting users from cooking at home/hostels. Other user problems included interest or challenges that make it difficult to get groceries for cooking or go to restaurants in person.

User research: pain points

1

Time

Studying students are too busy to prepare dishes for themselves with the schedule.

2

Accessibility

Most platforms for ordering are not equipped with assisstive technologies.

3

IA

Text heavy menus in app are quite difficult to read and order from.

Persona: **Lucas**

Problem statement:

Lucas is a student from another country who needs healthy home food options because he wants to focus on studies and eat his native food and maintain a student life.

Lucas

Age: 26
Education: Masters
Hometown: France
Family: Single ,Parents
Occupation: Student

"I live a healthy student lifestyle and i miss my hometown taste. Student lifestyle restricts me from cooking often."

Goals
- Healthy and tasty food.
- Good ambience and environment for study sessions
- Food that reminds me of home

Frustrations
- Lack of healthy pick up options
- Lack of pocket friendly restaurants nearby to suit student life
- No traditional french food available , most of them are localised.

Lucas is a Phd student and an ex national level tennis player. He enjoys working out and eating healthy. He misses authentic french style cuisine. He is originally from France. He is in India for a duration of 5 years. He is frustrated as most french cafe is localized to cater towards the indian audience and lacks authenticity.

User journey map

Mapping Lucas's user journey map explains and reveals how helpful and easy it is for users to have a dedicated app for The French Spot.

Persona: Lucas

Goal: Healthy , pocket friendly french food options

ACTION	Select resturant	Browse menu	Place order	Complete order	Pick up order
TASK LIST	A. Wants french food B. Search nearby french café/ resturants. C. Select a café.	A. Browse and go through the menu B. Search for healthy menu options C. Look for customizations	A. Find phone number online B. Call the resturant C.Place order	A. Confirm order B. Provide payment information / choose for cash on arrival C. Ask for directions	A. Go to the resturant B. Pick up food and inspect for all the items C. Tip the employee D. Go home and eat
FEELING ADJECTIVE	Happy to find a french café close-by in the neighborhood	Not happy with limited customizations available. No visual pictures available	Anxious about having to remember orders and customizations	Does not like giving out card details information to strangers Do not always have cash on hand	Tired from having a very long day Happy to eat the food.
IMPROVEMENT OPPORTUNITIES	Create an app and website dedicated to The French Spot.	Add more customizations Search filters to be provided Add visual pictures	Provide an easier and simple checkout page	Provide various payment options and in-tip options	Include feedback and reviews option Include loyalty rewards program Include discounts

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 process to help users save time.
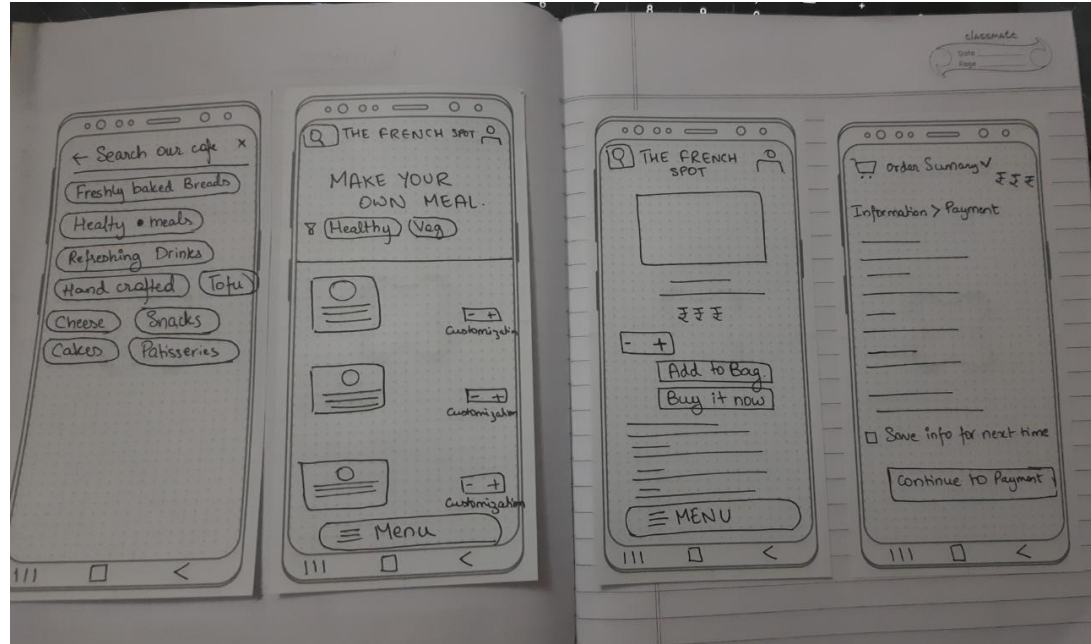
Digital wireframes

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

These buttons on the home screen makes it faster for users to order
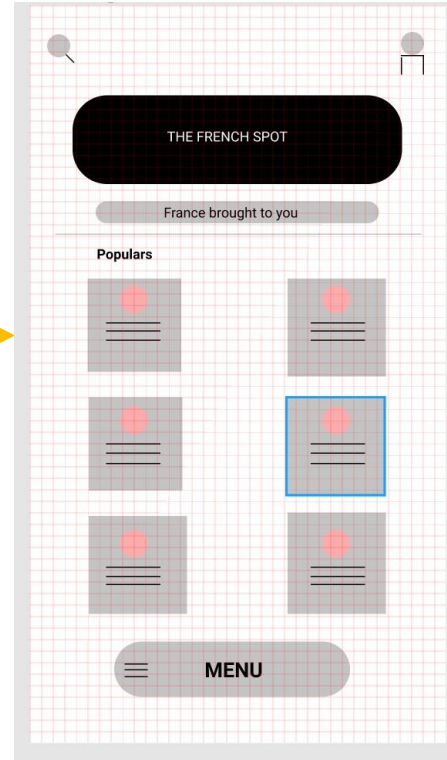
This button helps users navigate through different categories the place offers

THE FRENCH SPOT

France brought to you

Populars

MENU

Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assisstive technologies.

Easy access to naviagtion that's screen reader friendly

THE FRENCH SPOT

France brought to you

Home
Shop populars →
Vegan →
Starters →
Main course →
Beverages →
Desserts →
Make Your Own →
Offers
Blogs
×
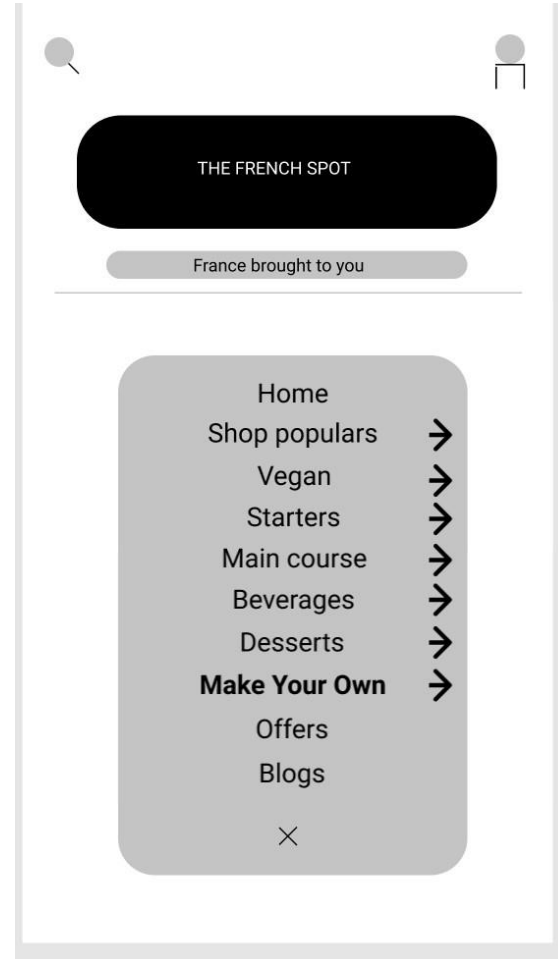
Low-fidelity prototype

The low fidelity prototype connected the primary user flow of building and ordering customized french dishes, so the prototype could be used in a usability study with users.

View The French Spot:

https://www.figma.com/file/oeKLsXNUBD8 cyjGdpoQAyf/the-french-spot-wireframes-Google-certification?node-id=0%3A1
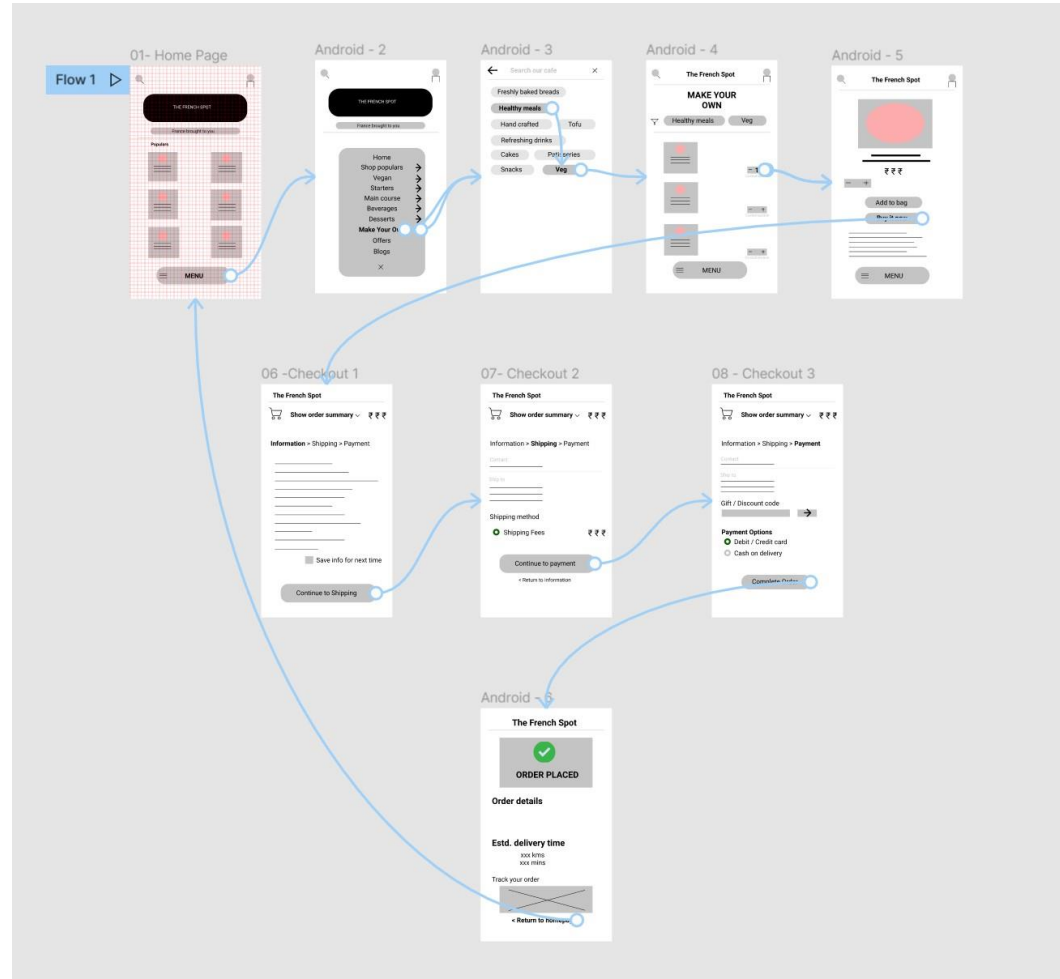
Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

1. Users need delivery options

2. Users need customization options

3. Users wants to order quickly

Round 2 findings

1. The checkout process has too many unneccasary steps

2. Build your own is confusing

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Early designs allowed only
visuals and no option to
add the product to cart
directly from the home
page, but after the usability
studies I added additional
information of the products
and made it easier for users
to add the products into
the cart.

THE FRENCH SPOT

France brought to you

Populars

MENU

THE FRENCH SPOT

France brought to you

Freshly Baked Goodness

Delivered Freshly Baked, directly from Bakery

Herbed Focaccia Bread
from Rs. xxx

ADD TO BAG

Whole Wheat Bread
from Rs. xxx

ADD TO BAG
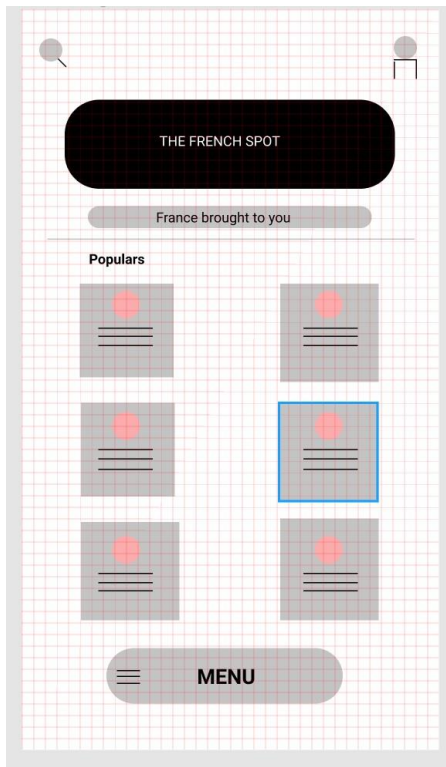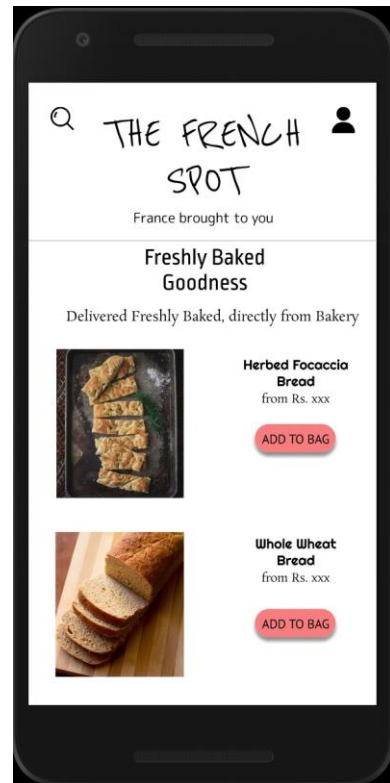
Mockups

The second usability studies revealed frustration on complicated checkout process. I added a simple card checkout and a order confirmation page with the order details and delivery tracker.

Before usability study

The French Spot

🛒 **Show order summary** ⌄   ₹ ₹ ₹

Information > Shipping > **Payment**

Contact

Ship to

Gift / Discount code

→

Payment Options
- ● Debit / Credit card
- ○ Cash on delivery

Complete Order

After usability study

THE FRENCH SPOT

🛒 Show order summary ⌄   ₹ ₹ ₹

Information > Shipping > **Payment**

Contact

Email

Ship to

Method
Free shipping

Add tip

| 5% | 10% | 15% | None |

Payment

○ Cards , UPI, Netbanking, Wallets

○ Cash on delivery

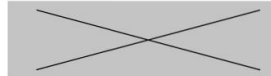Complete order

< Return to shipping

THE FRENCH SPOT

✓

ORDER PLACED !!

Order details

Estd. delivery time
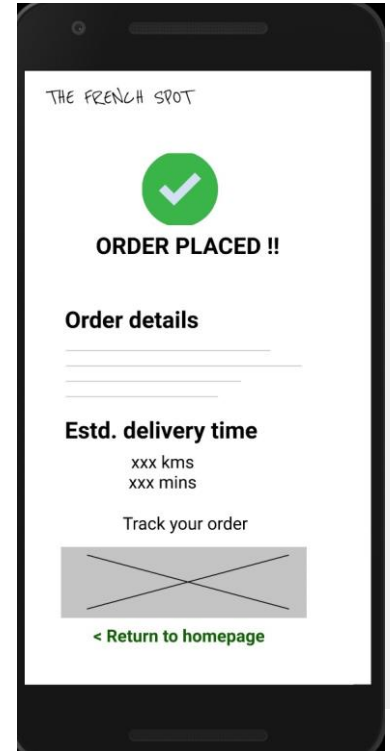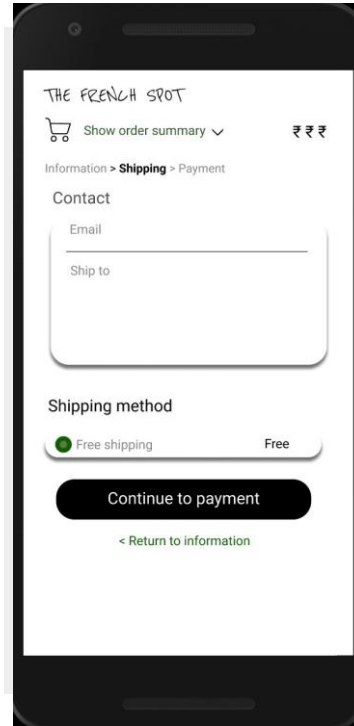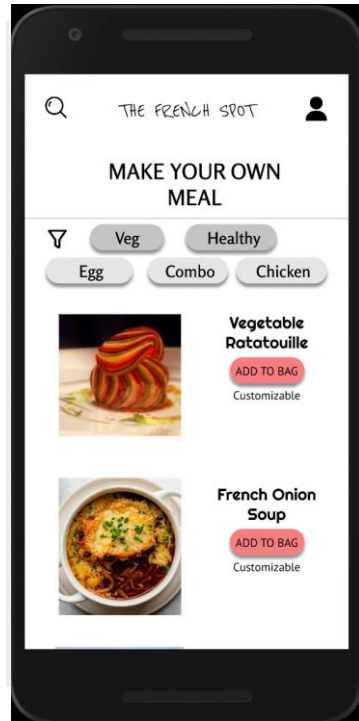
xxx kms
xxx mins

Track your order

< Return to homepage
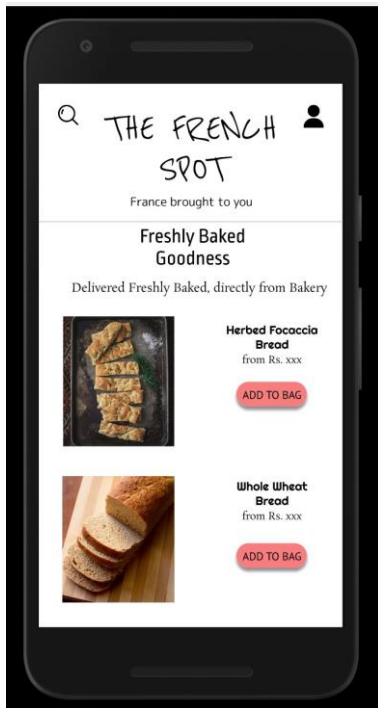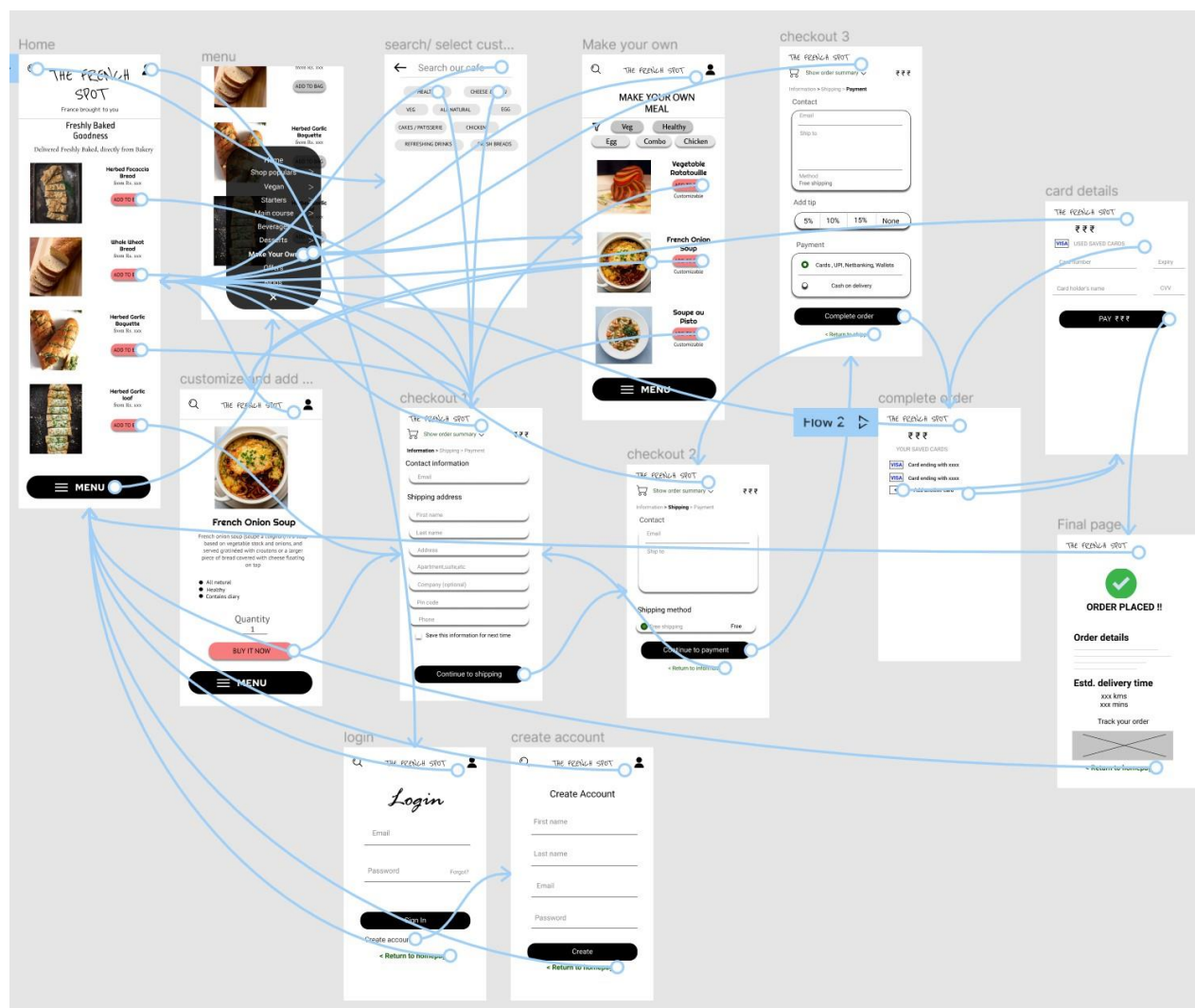
Mockups

High-fidelity prototype

The final high fidelity prototype presented cleaner user flows for building a meal and checkout. It also met user needs for pickup or delivery as well as customization.

View The French Spot:

https://www.figma.com/file/oeKLsXNUBD8cyjGdpoQAyf/the-french-spot-wireframes-Google-certification?node-id=43%3A2

Accessibility considerations

1

Used detailed imagery and details of the dishes and customizations to help users customize their food easily.

2

Provided detailed tracker for dish once it is dispatched with estimated time for the kilometers.

3

Used icons to help navigate easier.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

One quote from feedback:

"the app made it so easy and fun to build my own dish and it also had healthy meal options which I loved. Definitely my go-to app"

What I learned:

While designing The French Spot app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback are also equally important.

Next steps

1

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

Let's connect!

Thankyou for your time reviewing my work on The French Spot!
If you'd like to see more or get in touch, my contact information is provided below.

Email : ak101095appu@gmail.com

Thank you!