

Mia's Restaurant App

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Project overview



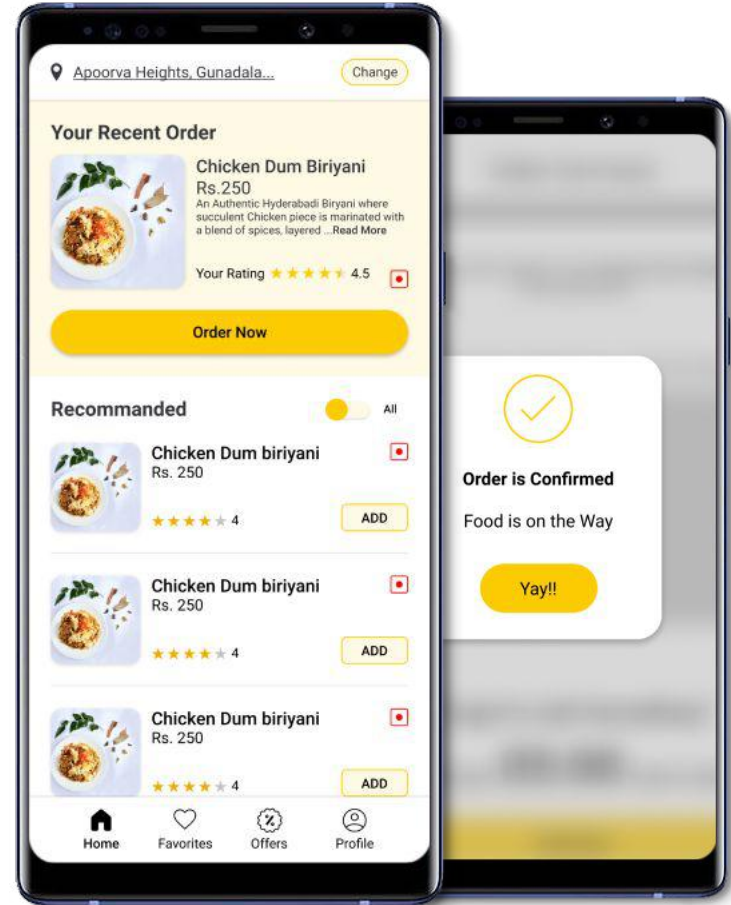
The product:

Mia's Restaurant is a regional restaurant located in Hyderabad. Mia's Restaurant strives to deliver healthy and Tasty food, Biryani is their speciality. Mia's Restaurant targets customers like students who wants to order multiple orders with multiple coupon codes in same order.



Project duration:

June 2021 to July 2021



Project overview



The problem:

Students who wants to order multiple orders with multiple coupon codes to save money.



The goal:

Design an app for Mia's Restaurant that allows users to easily order and can add to bag multiple times.

Project overview



My role:

UX designer designing an app for Mia's Restaurant 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 and adults who eat weekly once from their favorite restaurant.

This user group confirmed initial assumptions about Mia's Restaurant customers, but research also revealed that time was not the only factor limiting users from cooking at home/hostels.

Other user problems included obligations, interests, or challenges that make it difficult to get groceries for cooking or go to restaurants in-person due to traffic.

User research: pain points

1

Money

Students find difficult to order multiple times with multiple coupons

2

Time

Due to Traffic, Adults don't tend to go to The Restaurants in-person

3

Accessibility

Platforms for ordering food are not equipped with assistive technologies

4

IA

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

Persona: Jayadeep

Problem statement:

Jayadeep is a Student who needs easy access to multiple ordering options because they want to order for his friends as well



Jayadeep

Age: 21

Education: B.Tech in Electronics

Hometown: Hyderabad, India

Family: Single, Lives in Hostel

Occupation: Student

"I prefer ordering food to avoid travelling and to enjoy meal at hostel"

Goals

- Time to focus on studies.
- To experience the Biryani from famous restaurants.
- To become a good electronics engineer to support their parents

Frustrations

- "While travelling to hotels it takes time to because of traffic".
- "Increase of the price compared to restaurant's price.

Jayadeep is an Electronics Student and not lives in college hostel. He wants to save the time by ordering food online as he dislike to travel because of traffic in the place he lives. Jayadeep wants to experience the Biryani from the famous restaurants near him. Jayadeep hates that many restaurants are increasing price in online compared to restaurant default price.

User journey map

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

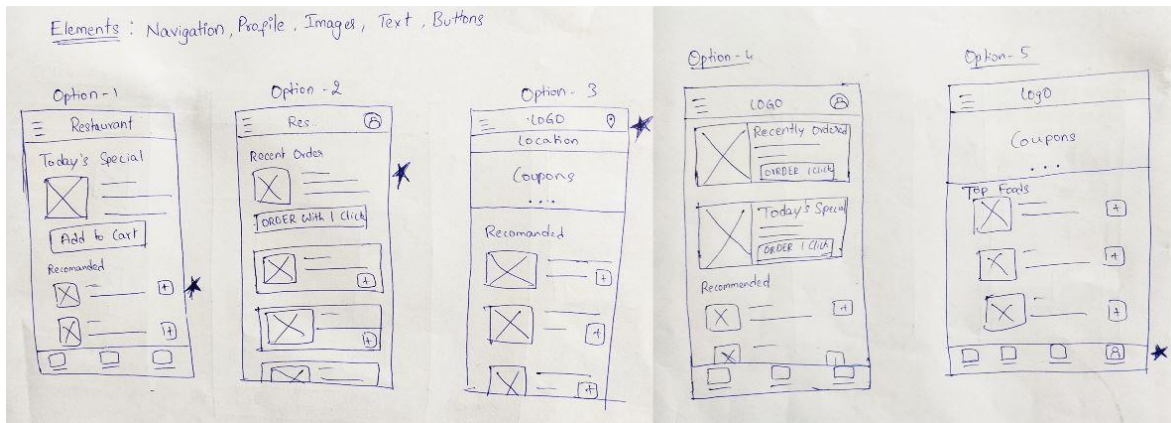
Persona: Jayadeep

Goal: An Easy way to Order Food for him and for his friends from his favorite restaurant app

| ACTION | Browse menu | Selecting Food | Ordering Food | Completion of Order | Pickup Order |
|---------------------------|--------------------------------------------------|------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| TASK LIST | A. Open App B. Browse Menu | A. Adding his food to Cart B. Adding his friends food to Cart | A. Checklisting the order B. Adding delivery address C. Paying for the order if its online with best coupon available | A. Confirming Order and Items B. Confirmation from restaurant C. Sending location of delivery agent | A. Picking up order from delivery agent B. Tipping to agent C. Eat Food |
| FEELING ADJECTIVE | Excited to Order Food Overwhelmed by Menu | Confused which one he already selected | Anxious of online payment completion. Afraid of missing an item | Happy that order is placed Excited to receiving it | Happy to receive it and eat it. |
| IMPROVEMENT OPPORTUNITIES | User Ratings to sort out overwhelming feeling | Small Icon of foods at bottom which he already selected | Automatically apply the best coupon Add-ons like beverages | Adding items to the same order if the user forgot something | Online payment for tipping Feedback of food and delivery |

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 **Recent Order** to help users save time.

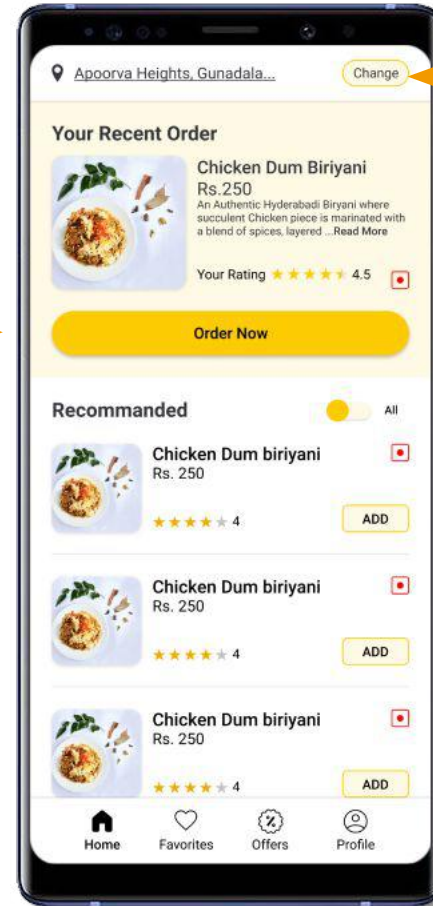


Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Digital wireframes

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

This button at the top of the home screen makes it fast and easy for users to order their recent food.

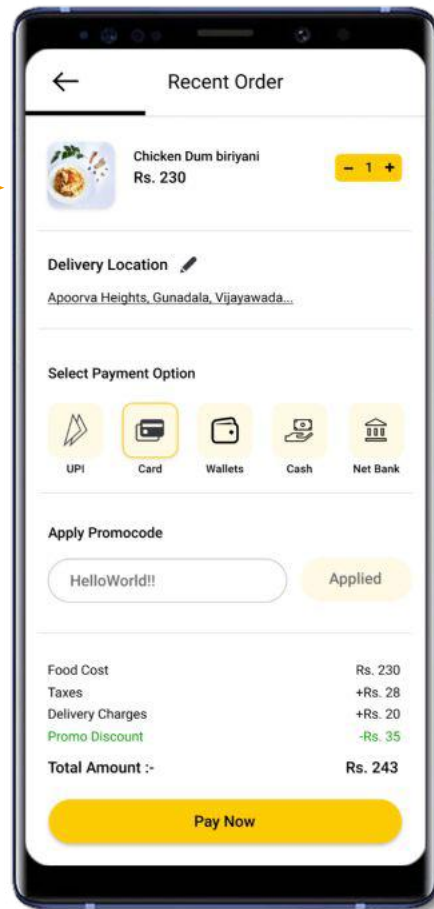


This Area provides delivery location and can change from here to see available food near their location.

Digital wireframes

Fast Payment was a key user need to address in the designs

Delivery location, Payment mode, and promo code at one screen for fast payment.



Low-fidelity prototype

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

View the Mia's Restaurant [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 User wants to set location quickly
- 2 User wants to filter food by veg and non-veg
- 3 Users need an easy to way to find categories

Round 2 findings

- 1 Users need a easy to find cart
- 2 Users need to pay even without promo code

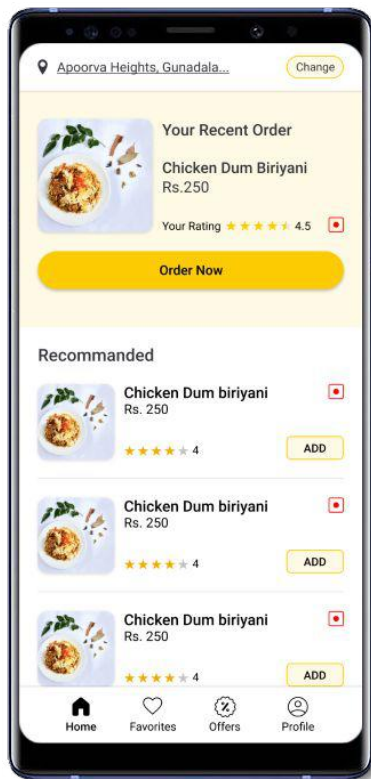
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

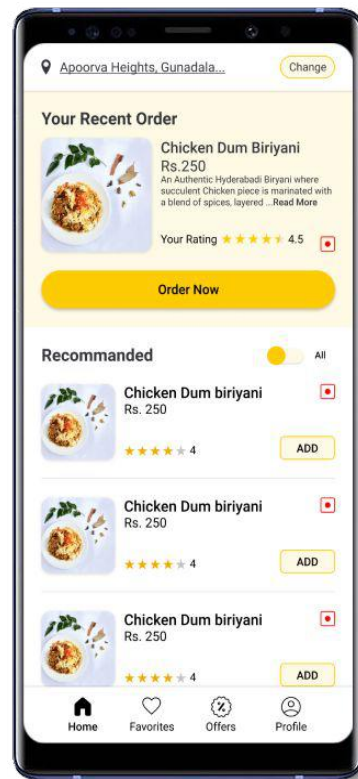
Mockups

Early designs made difficult to locate **Your Recent Order**, but after the usability studies, I replaced the position and changed the font size from **14pt to 18pt** and font weight from **medium to bold**. I also added Toggle to filter based on Vegan.

Before usability studies



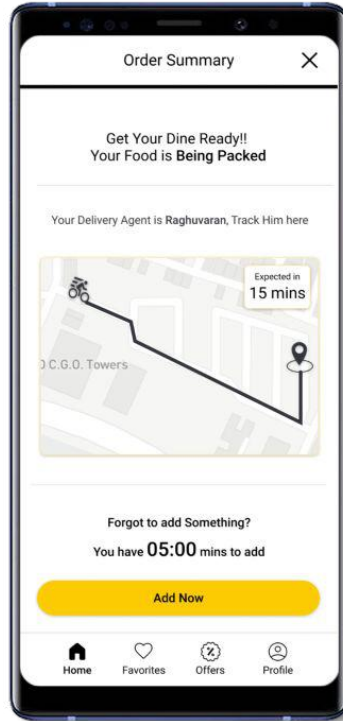
After usability studies



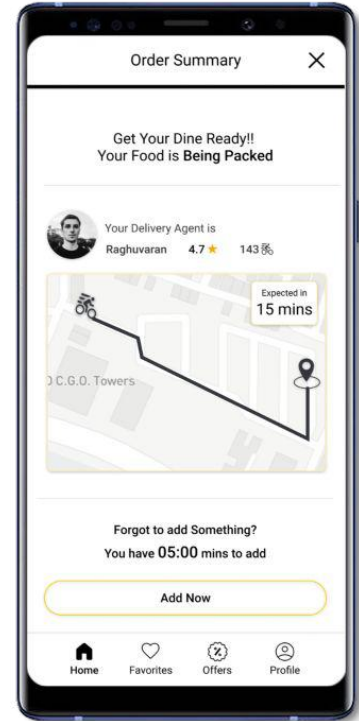
Mockups

During second usability study users wanted to know more about the **delivery guy**, not just the name so I added a profile, star rating and number of deliveries. And users confused between the timer of Add Now button and expected time. So I changed the font weight and made Add now button and **Secondary CTA.**

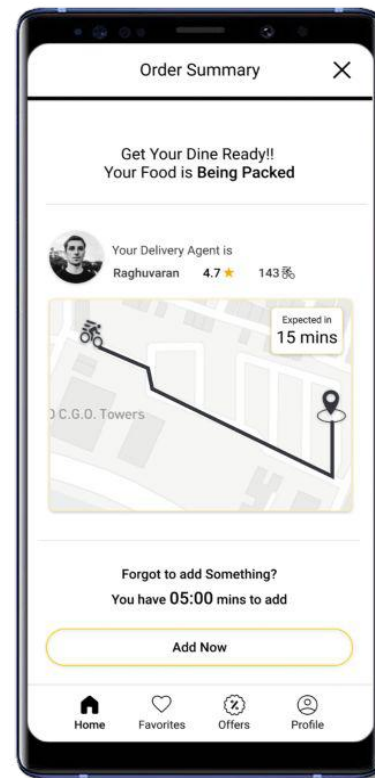
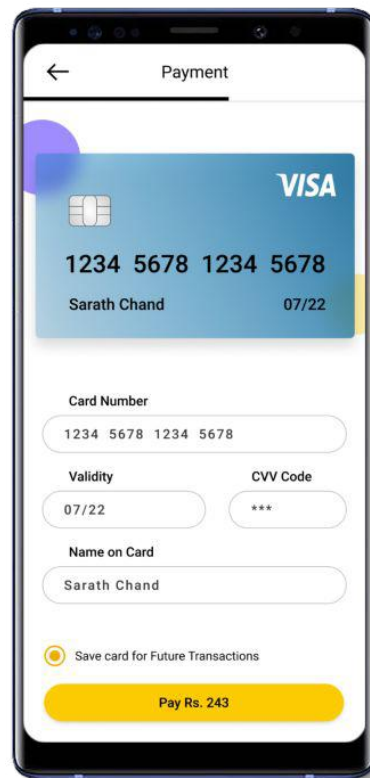
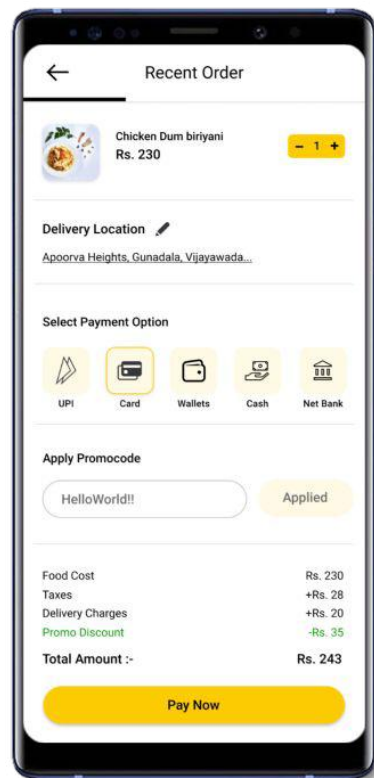
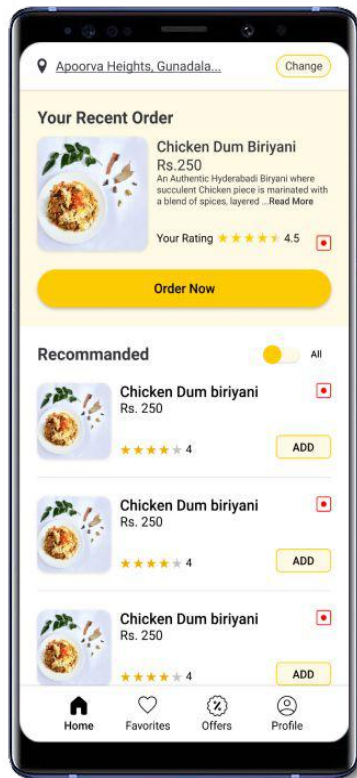
Before usability study 2



After usability study 2



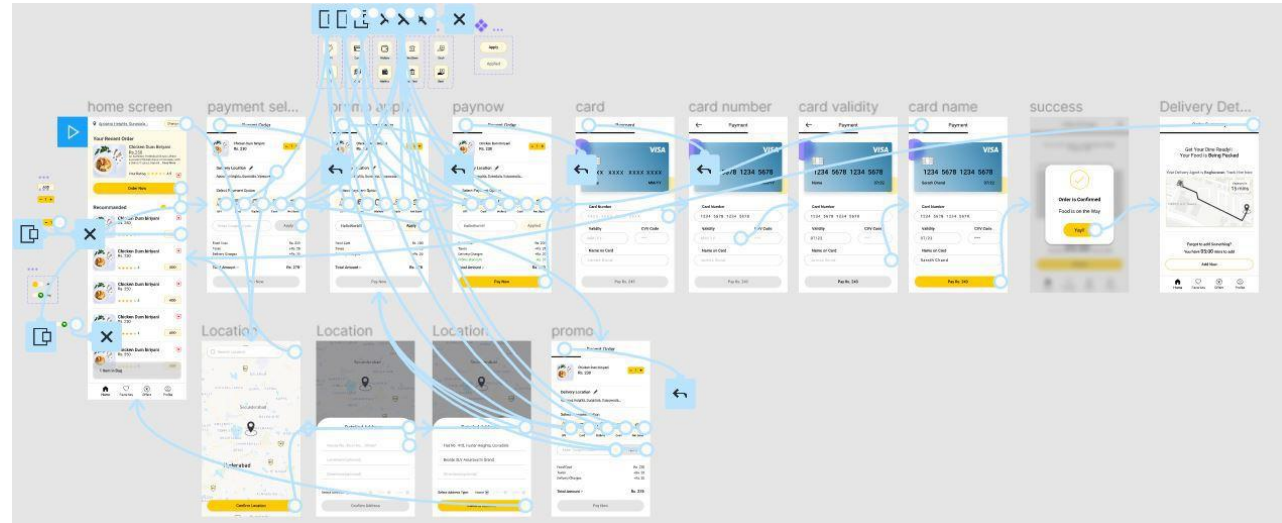
Mockups



High-Fidelity Prototype

The final high-fidelity prototype presented cleaner user flows for setting Location, Ordering, payment, Checkout and Delivery details

View the Mia's Restaurant [High-Fidelity Prototype](#)



Accessibility considerations

1

Used icons that are accessible to help make navigation easier.

2

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

3

Used detailed imagery view during card payment for easy understanding of payment

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Mia's Restaurant really thinks about how to meet their needs.

One quote from peer feedback:

"The app interface is very easy to operate and the app looks very good and colourful. It is pleasant to order from this app."



What I learned:

While designing the Mia's Restaurant 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 Mia' Restaurant app!

If you'd like to see more or get in touch, my contact information is provided below.

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Thank you!