

Mobile Ordering app for a
Sushi Restaurant

Shraddha Kondalwade



Sushi Kitchen

Project overview



Product:

Food ordering mobile app for a sushi restaurant

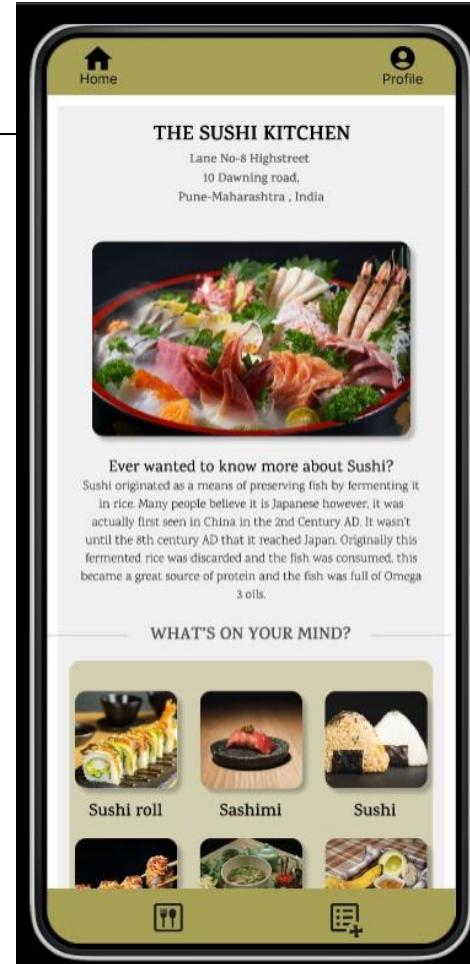
which allows users to

- Browse through the menu
- Add food to the cart
- Reserve the pick up/delivery time
- Place the order by making payments
- Allow users to track the order status.



Project duration:

Nov 2022 – Dec 2022



Project overview



The problem :

- Enable users to browse through the menu and schedule the orders as per their requirement so that they can effectively plan their travel and work around it while enabling them to have freshly cooked and warm sushi.



The goal :

- Allows users to
- Browse through the menu
- Add food to the cart
- Reserve the pick up time
- Place the order by making payments
- Allow users to track the order status.

Project overview

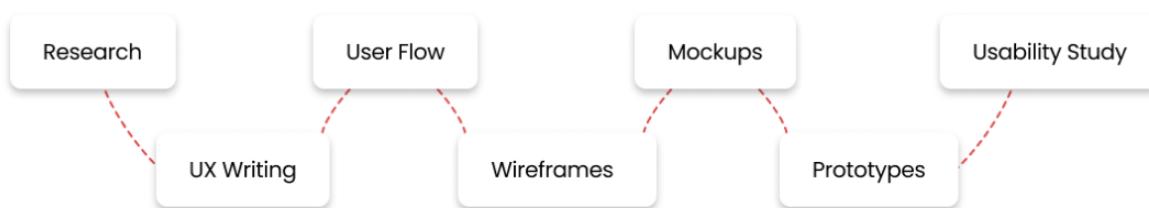


My role:

UX designer, UX researcher.



Responsibilities:



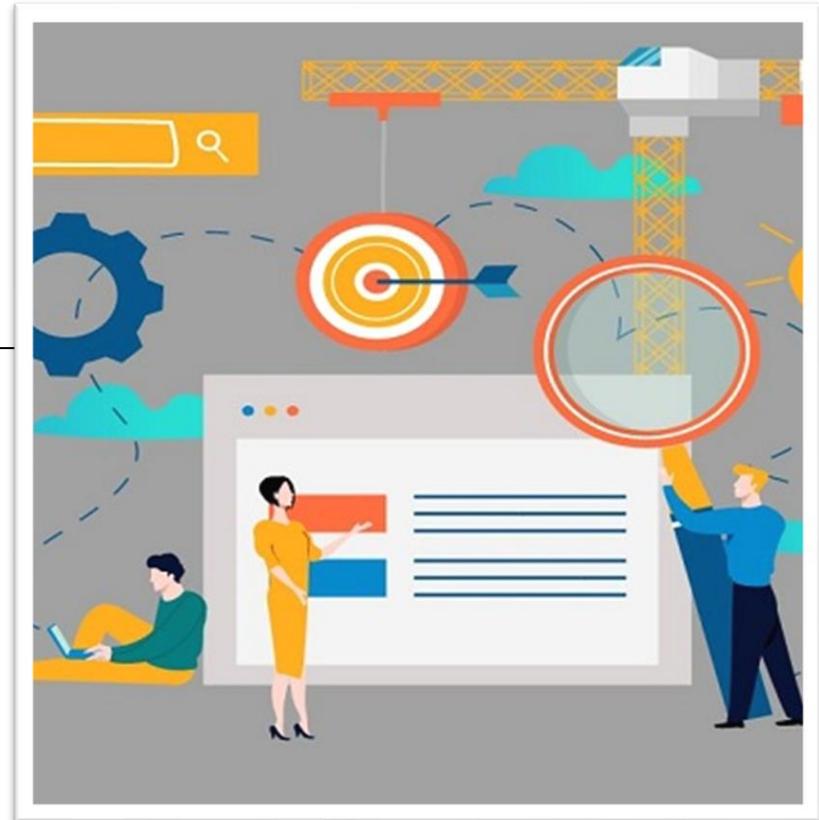
Understanding the user

User research

Personas

Problem statements

User journey maps



Project research Summary



I conducted a survey to **25** participant from **18 to 55 years of age** who enjoy having meal at restaurant . Both **qualitative and quantitative analysis** were made. The following questions were asked in the survey conducted for user research.

- How often do you eat out?
 - How often do you order takeouts from restaurant.
 - When you do, what is your motivation to do so?
 - What challenges do you face in ordering process
 - How does this make you feel?
 - Is there anyway in which you think these challenges can be resolved?
 - Based on the results,
-
- 80%**
Usually eat out weekly
- 60%**
Usually eat takeouts biweekly

User research : Pain points

1

Delivery

Disturbance about high
delivery fee and **long waits**

2

Ingredients

Users want to know the
ingredients
they want to know what they
are eating

3

Preferences

Users encounter problems
when their food preferences
aren't common
“Sometimes I cannot order
food just because there
aren't any veg options
available”

4

Order flow

Users find it
difficult to navigate quickly
since present app have
lengthy food ordering
process

Personas



Abhijeet

Age : 30

Education : Computer Engineer

Hometown : Pune

Family : Lives with partner

Occupation: Team Leader

Problem statement :

Abhijeet is a team leader who frequently arranges a month end sushi bash lunch during office hours for his teammates and is looking for a restaurant the will help him place his bulk orders ahead of time with a delivery time window.

"As a Team Leader I arrange sushi bash lunch events during office hours as a bonding activity every month, which is why I am finding a suitable Sushi restaurant that allows scheduling of bulk order"

1

Bio

Abhijeet is a Team Leader in a reputed IT Company who lives in Pune. He has number of tasks to complete followed by client meetings who has to arrange after meeting lunch parties for his as a side task for team bonding and collaboration

2

Goals

Wants a sushi restaurant whose **orders** can be placed **through its app** and deliver food in precise time and is capable of accepting **bulk orders ahead of time**.

3

Frustrations

- **Scarcity** of authentic sushi restaurant which allows **scheduled orders online**.
- **Inability** to quickly **repeat** last orders.
- **Difficulty** in **browsing** through the **menu** and placing bulk orders with meal combos.

Personas



Chloe

Age : 21

Education : Hotel Management

Hometown : Indonesia

Family : Single, lives in hostel

Occupation : Student

Problem statement :

Chole is a student who loves exploring different cuisines and is fond of authentic Japanese food and always prefers ordering online due to her study schedules.

"I am a sushi lover who loves exploring different types of sushi and always in search of good sushi restaurant that serves variety of sushi food at reasonable price"

1

Bio

Chloe is hotel management student in one of the chef schools in Assam. She is a food lover and loves exploring different type of cuisines and loves trying out different combinations.

2

Goals

- Wants a sushi restaurant which provides authentic sushi food with **variety of options and customization**.
- A restaurant which provides online ordering option with **multilingual support** and images to quickly **identify the dish**

3

Frustrations

- Difficulty in understanding certain type of sushi type due to **lack of ingredient content**.
- Difficulty in understanding English **language**
- Lack of meal **combos** that allows to optimise for money

User Journey Map

Persona: **Abhijeet**

Goal: Place order at sushi restaurant for team lunch at office.

ACTION	Collect orders	Go to sushi restaurant	Submit group order	Wait for order completion	Pick up order
TASK LIST	Tasks A. Collect veg and non-veg orders from coworkers B. Collect payment from coworkers.	Tasks A. Go to sushi restaurant B. Wait in line	Tasks A. Relay order to Shraddha's sushi restaurant B. Double check order for accuracy C. Initiate checkout	Tasks A. Gather any extra items (napkins, coffee sleeves etc.)	Tasks A. Pick up order B. Check that order is correct
FEELING ADJECTIVE	Excited to connect to coworkers Worried about making order errors	Anxious about getting to work on time	Stressed about entering each order one by one	Anxious about time	Relieved that order is ready Hopeful that everyone's order is correct
IMPROVEMENT OPPORTUNITIES	Offer a way to segregate veg and non-veg menu while adding items to cart.	Create an app for advance ordering	Offer a way to easily collect multiple orders	Create an app that offers order status online	Add support for post order communication via chat

Starting the Design

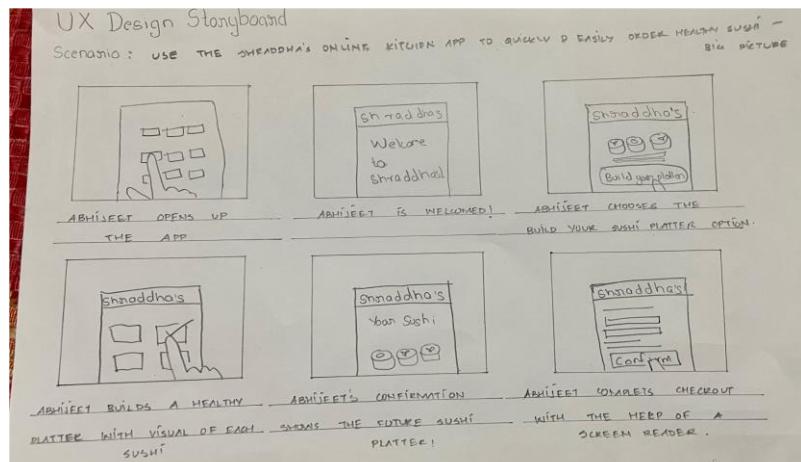
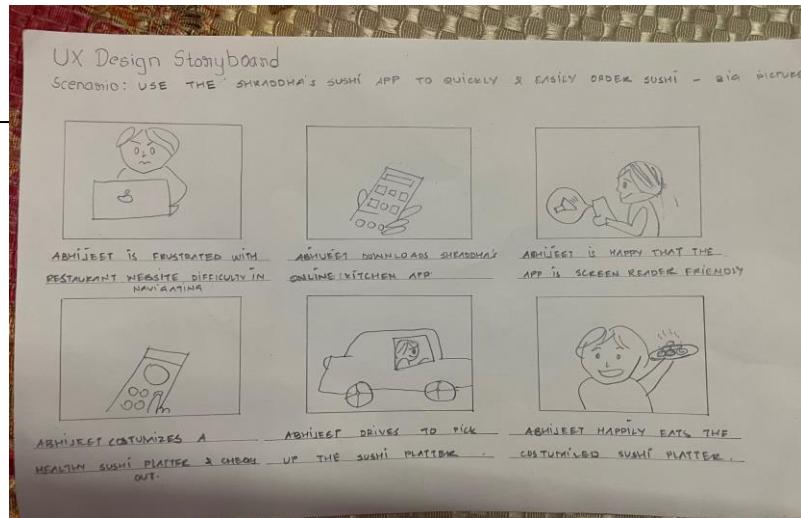
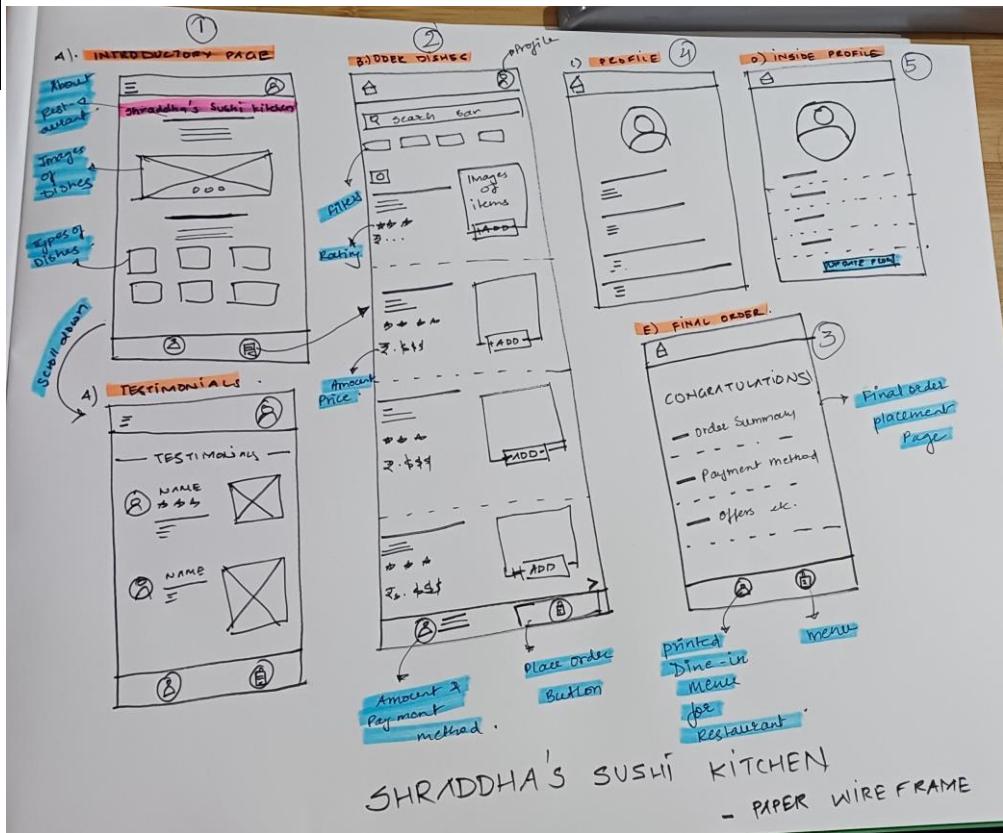
Paper wireframes

Digital wireframes

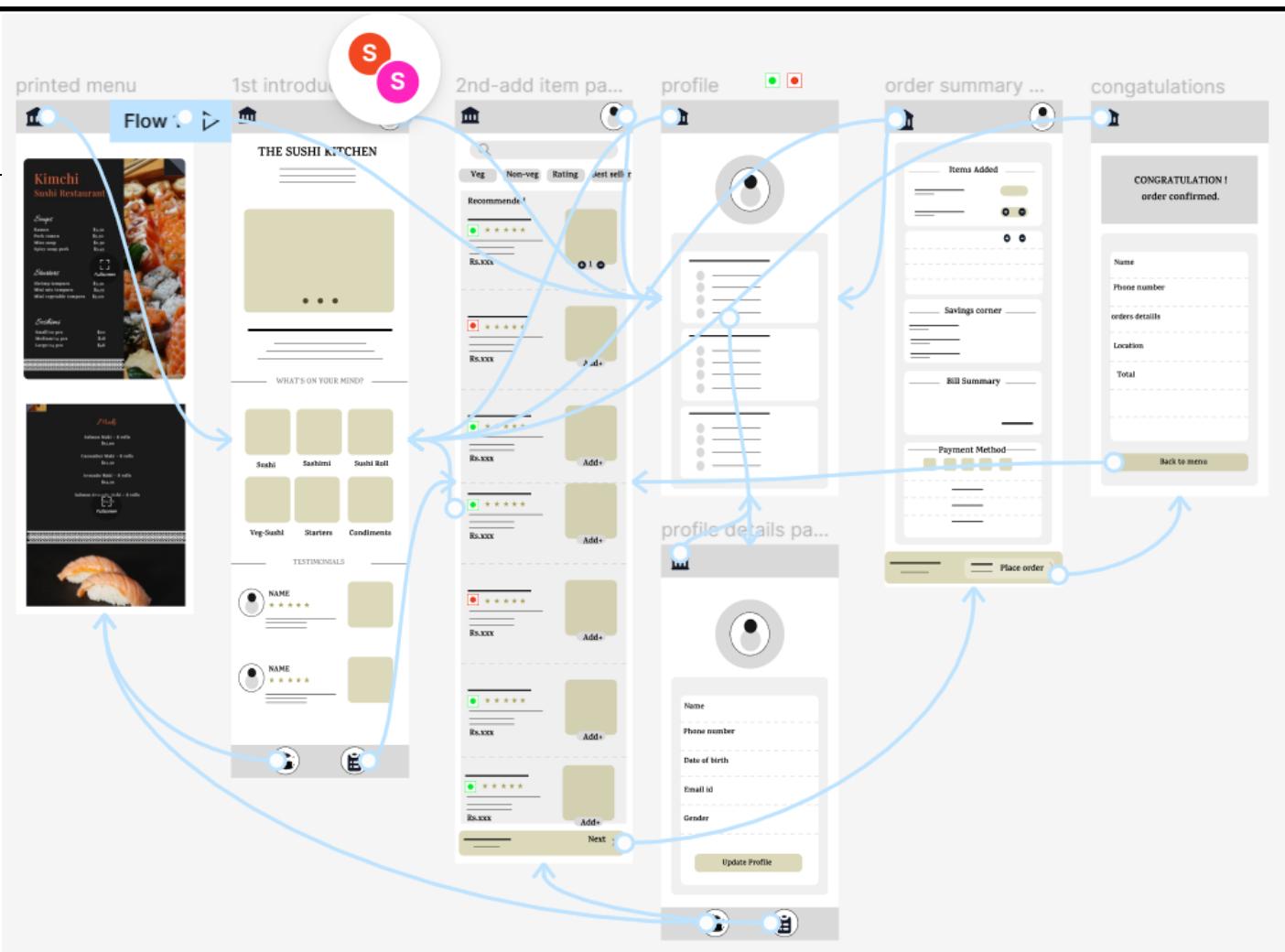
Low-fidelity
prototype



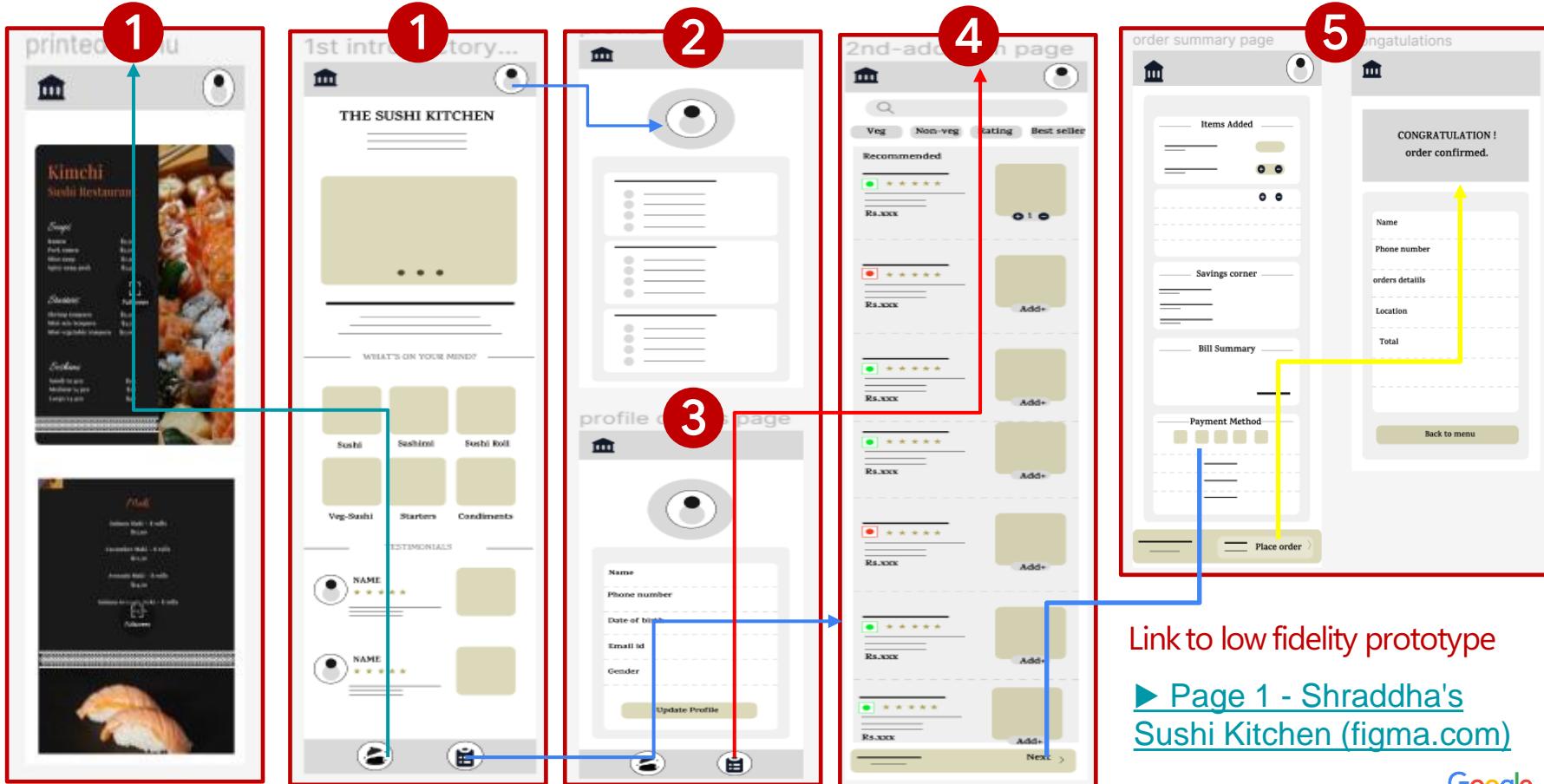
Paper Wireframes



Digital Wireframes



Low Fidelity Prototype



Competitive Analysis

I compared the ordering experience of the prominent delivery apps to identify and fill the gaps.
Here are my direct and indirect competitors:

	moshi moshi	kinki	tien
Ingredient Information	●	●	●
Order Customization	○	○	○
Health-Conscious Options	○	○	○
Order Tracking	○	○	●
Rewards	●	●	●
Live Chat	○	○	●
Food Reviews	○	○	○
Modern UI	○	○	●

Gaps Identified :

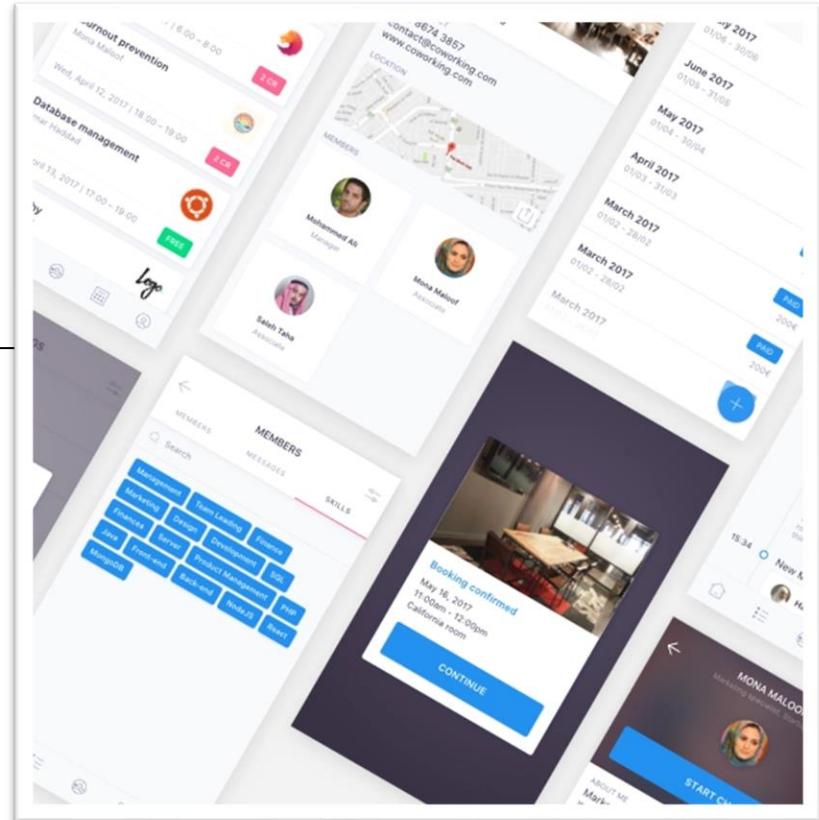
- Competitor products don't offer order customization
- Order and delivery process isn't clear or intuitive
- Doesn't have solid branding on designs
- Doesn't have a food review feature
- Competitive Analysis
- Doesn't have order tracking feature
- Apps focus on basic functionality and are limited in features
- Doesn't have one-click payment through saved account information.

Opportunities identified:

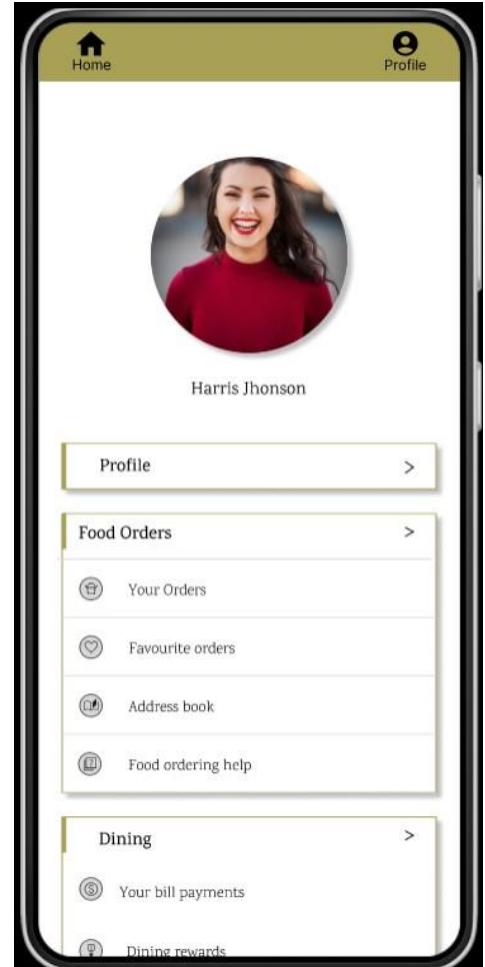
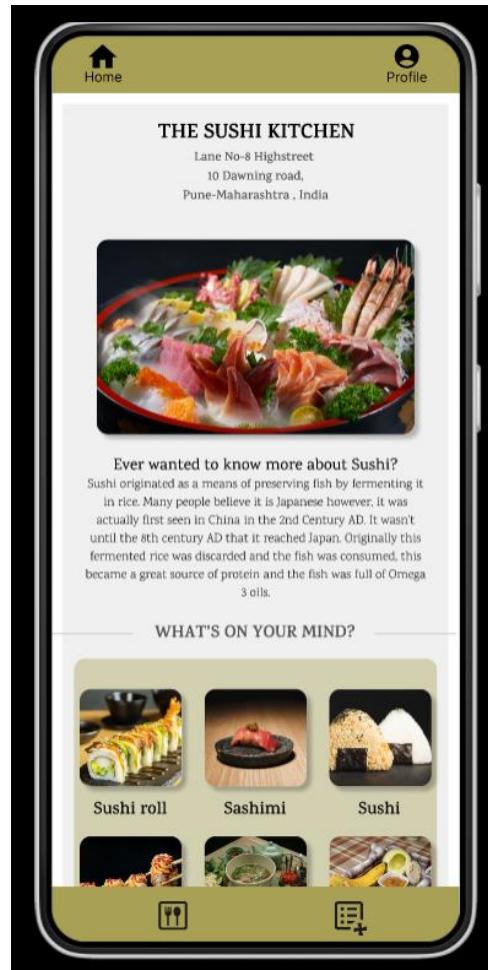
- Provide ingredients information and images of the menu
- Offer customization options that allow users to make their own sushi
- Design reviews part for each food
- Provide order tracking
- Provide one click payment
- Provide an easy way to reorder past orders
- Provide healthy and plant based options

Refining the Design

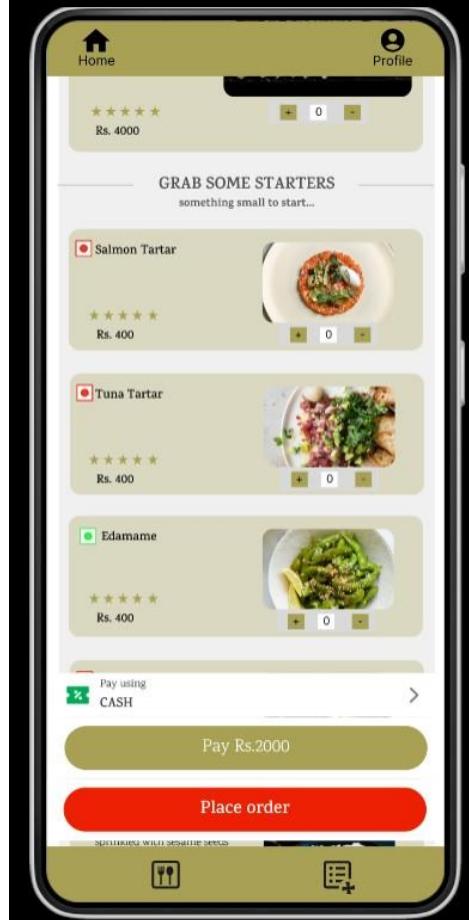
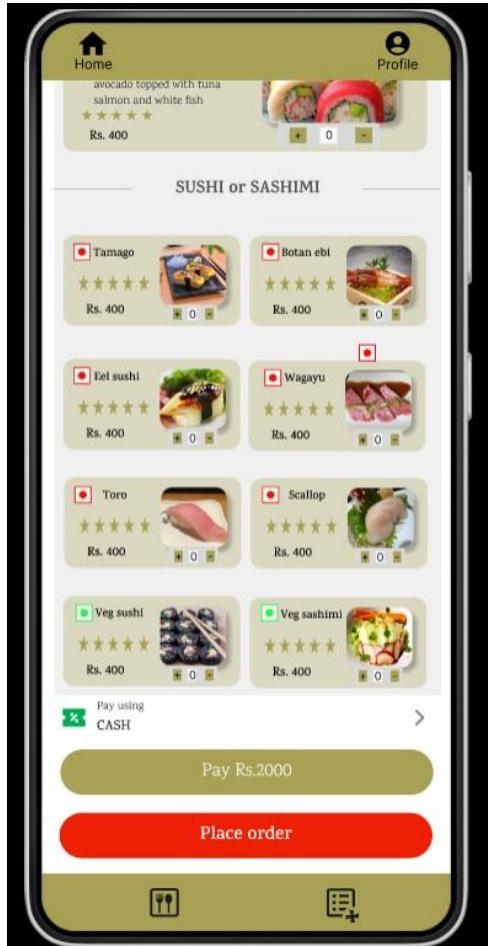
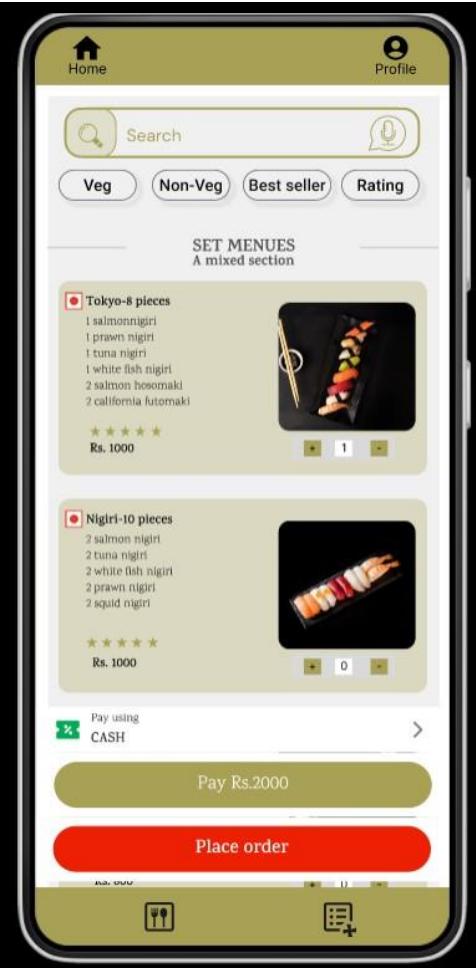
Mock-ups
High-fidelity
prototype
Accessibility



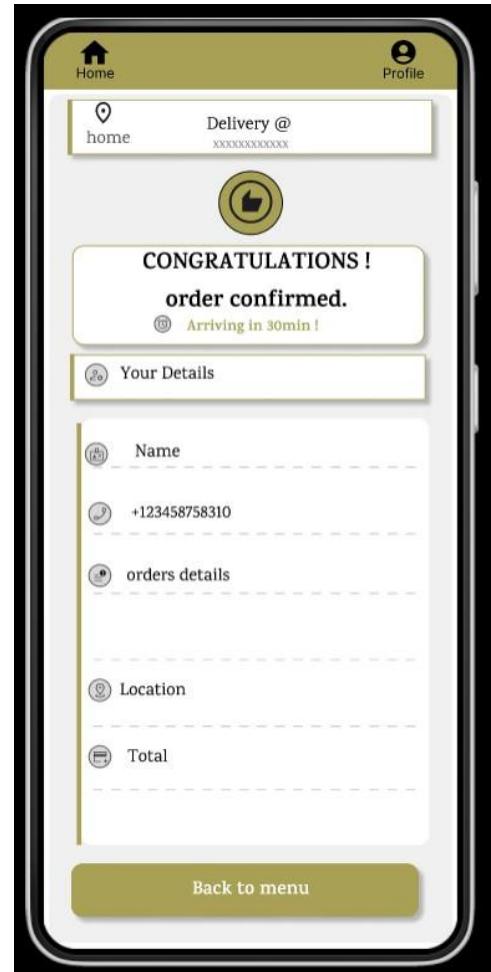
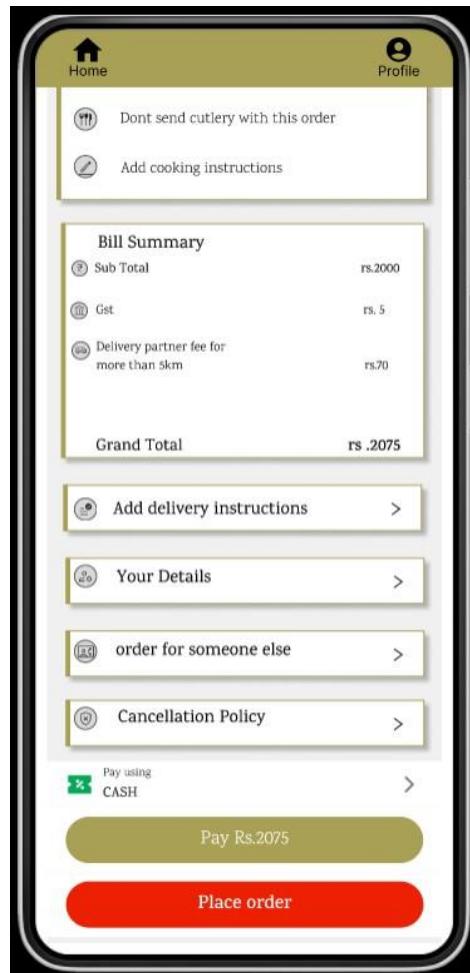
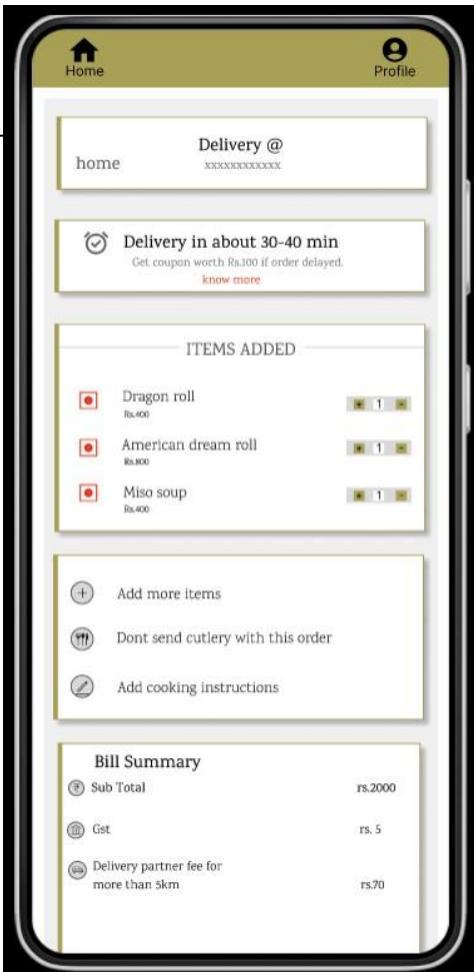
Digital Mockups



Digital Mockups



Digital Mockups

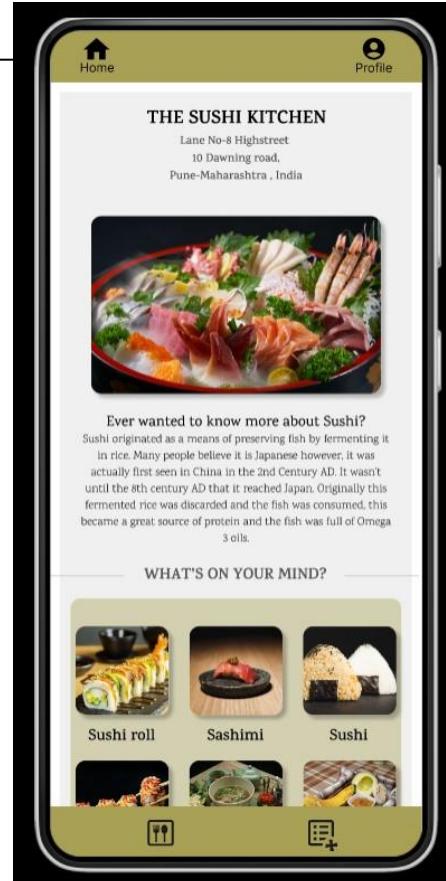


High – Fidelity Prototype

[Link to high fidelity prototype](#)

[► Page 1 - high fidelity mockup](#)

[\(figma.com\)](#)



Accessibility Considerations

1

Icons and Texts.
Icons and texts were used to be easily recognised and for people who use screen reader

2

The colours used
were carefully chosen to meet **WCAG**. Colour Contrast

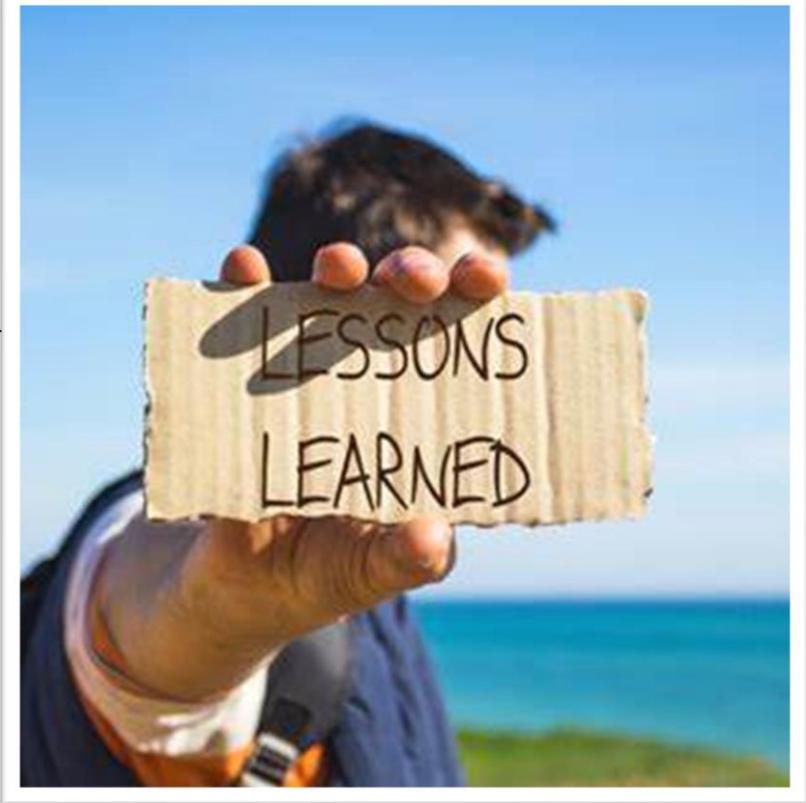
3

Hierarchy and Layout
All the contents displayed are organised using different font sizes.

Going Foward

Takeaways

Next steps



Takeaways



Impact:

Sushi kitchen patrons can now easily order delivery and pickup, improving their experience



What I learned:

I learnt how to properly conduct research, analyse the findings, create wireframes, lo-fi and hi-fi mock-ups and prototypes.

Next Steps

1

Add more accessibility features: Multiple languages, Speech recognition.

2

Add more features:
Rewards system, Table Reservation.

3

Conduct more usability studies and iterate the designs based on the results.

Lets Connect !



This is my first ever UX project and I'm really happy to have been through an entire UX process. I've made some mistakes along the way and these were the things that helped me learn and grow the best! To future learnings and more projects .

LinkedIn profile link : [SHRADDA KONDALWADE | LinkedIn](#)

Figma file link : [► Page 1 - high fidelity mockup \(figma.com\)](#)