

Menu preview app for a food truck

Voong Yu Shan

Project overview



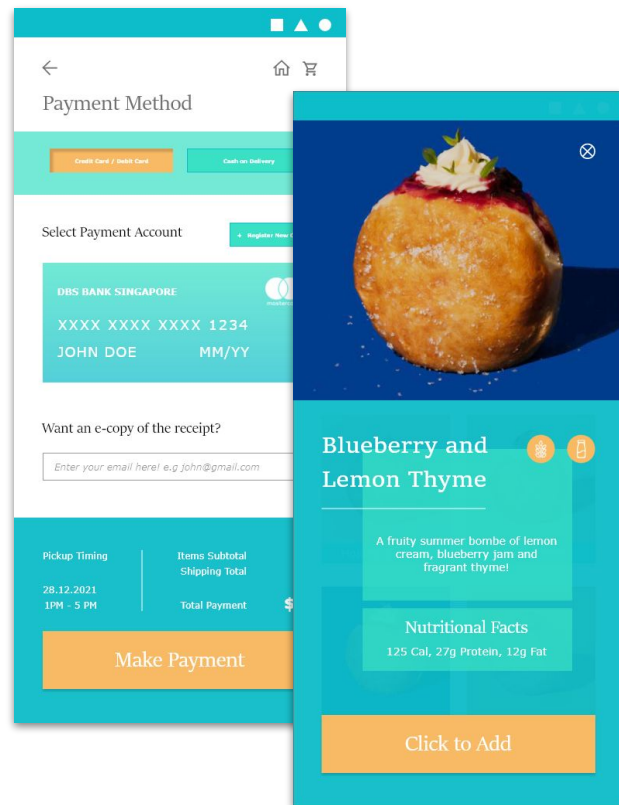
The product:

A mobile app to showcase the menu items of 'Pastrypuffs', a food truck specializing in boutique puffs.



Project duration:

October 2021 - February 2022



Project overview



The problem:

Current menu presentation does not accommodate patrons with food allergies and health concerns

Patrons are unable to preview and pre-order their Pastrypuff orders



The goal:

Provide updated menu presentation with allergens and nutrition facts clearly labelled

Provide an alternative platform for patrons to make orders from

Project overview



My role:

UX Designer

UX Researcher



Responsibilities:

Primary Research

User Research

Design and Iteration

Wireframing

Lo-fi and Hi-fi prototypes

Usability Study

Understanding the user

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

User research: summary



I have conducted a survey to find out what kind of challenges people face when purchasing food in their day to day life.

I have assumed the most common pain points would be about the waiting time, but turns out more people were concerned with diet restrictions and the topic of accessibility.

User research: pain points

1

Preview menu

No available way to take a look at the menu and available items before making way down to the food truck

Menu should be featured front and center

2

Queueing

Queues can get really long as orders are only made when customers request them at the counter

Include an online ordering function, to offload the stress on physical queues

3

Food allergies

Customers with food allergies and restriction find it hard to browse the menu as it lacks critical allergen/nutritional information

Menu should be update to include these details

Persona: Yusoff

Problem statement:

Yusoff is a father who needs to be really well informed about the ingredients of the meals he buys back home because his children have food allergies



Yusoff bin Ishak

Age: 52
Education: BSc Business
Hometown: Singapore
Family: Wife, 2 kids
Occupation: Salesman

"My family always comes first."

Goals

- Wants to have as much memorable family time as possible before his kids grow up
- Wants to taste unique and fun foods

Frustrations

- "We spend a lot of time trying to settle on menu items when eating out together as a family unit."
- "My kids have food allergies. We need to be careful when purchasing meals."

Yusoff has been bringing his family out to attractions and food festivals on his spare time off from work. He takes special care when ordering food as his kids are allergic to nuts. Often he has to play safe and skip certain menus as he is not sure if their ingredients contain allergens or not.

User journey map

Notes:

More improvements should be made in the amount of details presented in the menu

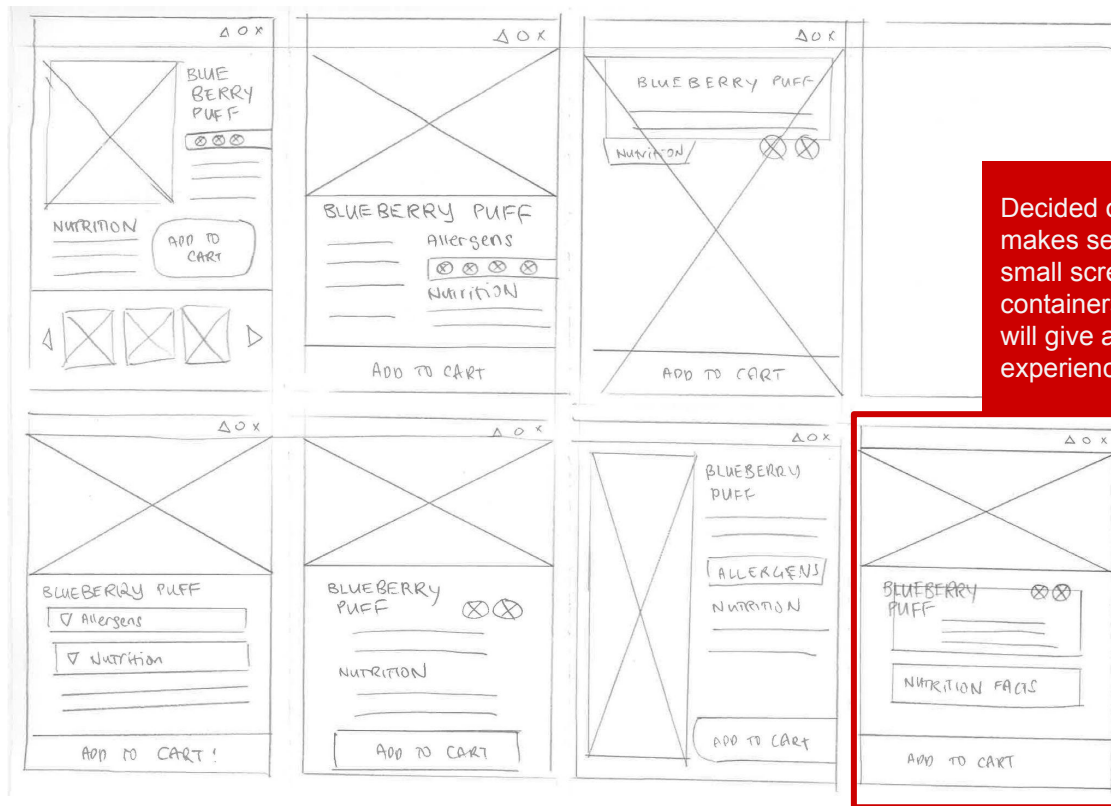
The ordering process has potential to be streamlined

Persona: Yusoff bin Ishak | Project prompt: Design menu-preview app for a food truck

Goal: Purchase allergen-free foods for his family.

ACTION	Browse menu	Check menu item for allergens	Customize order	Collect order	Give food to family
TASK LIST	A. Locate food truck menu B. Browse through and narrow down options C. Select menu item	A. Look at the ingredients of menu item B. Check to ensure recipe components are safe (e.g. sauces, dressings)	A. Communicate exclusion of certain ingredients to chef B. Request chef to label customized order C. Place order	A. Head to collection point B. Pick up food and double check items against order	A. Bring food to family B. Distribute food C. Eat meal
FEELING ADJECTIVE	Pressured, as he has to make decisions quickly so as to not block other customers' view of the menu	Annoyed, as ingredient descriptions are vague	Anxious about the chef making a mistake with the customization	Frustrated as it's hard to be aware of when his order is being called for pick-up	Happy to settle down and enjoy a meal with family
IMPROVEMENT OPPORTUNITIES	Make an app that showcases the food truck's menu, so people don't have to crowd around the physical menu	Clearly label and highlight allergens in menu	Allow customer to add extra comments when placing order	Provide a notification function in app when food is ready for collection	Implement review function to let customers leave reviews of their experiences

Paper wireframes



Decided on this one as it makes sense with a mobile's small screen - stacking containers in a vertical layout will give a pleasant scrolling experience for the user

Digital wireframes

The display of menu information has been improved and now accommodates people with dietary restrictions

Nutritional
facts offered



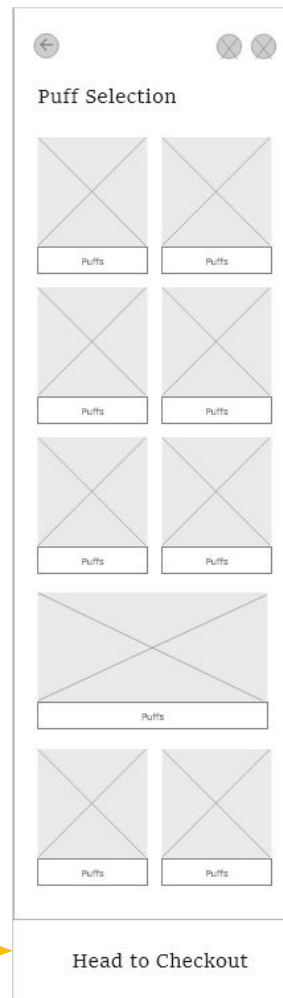
Allergens now
displayed with
iconography

Digital wireframes

Users can now choose to go on the app to take a look at menu items in advance, instead of having to head down to the food truck to find out.

Users can now choose to order online instead of having to go to the physical storefront

Added feature
of online
ordering



Clear list of
available menu
items

Low-fidelity prototype

The focus on this first iteration was to just ensure users will not reach a 'dead end', and to order the screens in a comfortable and predictable flow



Usability study: findings

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

Round 1 findings

- 1 Transaction details unclear
- 2 Purchase flow was jarring
- 3 No chance to review order before confirming

Round 2 findings

- 1 Menu has too much information
- 2 Text not presented in pleasing way
- 3 UI Elements distracting

Refining the design

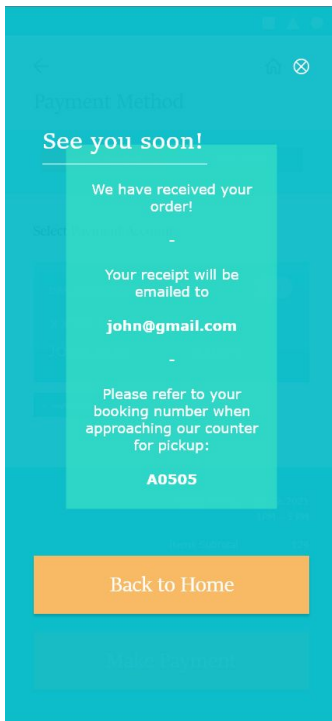
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

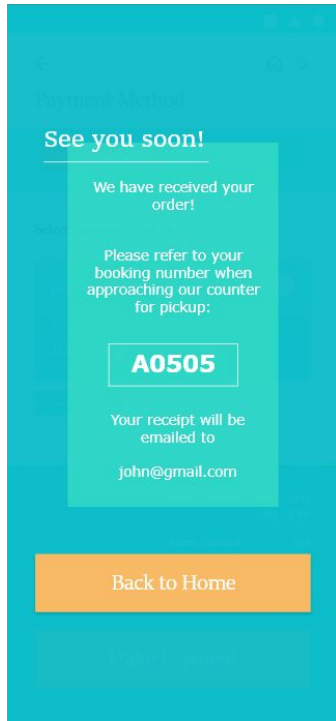
Made important information bold and separated from the rest of the text

Rearranged text hierarchy as well to ensure the queue number takes the most focus

Before usability study



After usability study



Mockups

I have decided to further distinguish the sections of information so users can easily navigate to the information they are interested in.

I have also made the exit button less attention grabbing so as to not take focus away from the product.

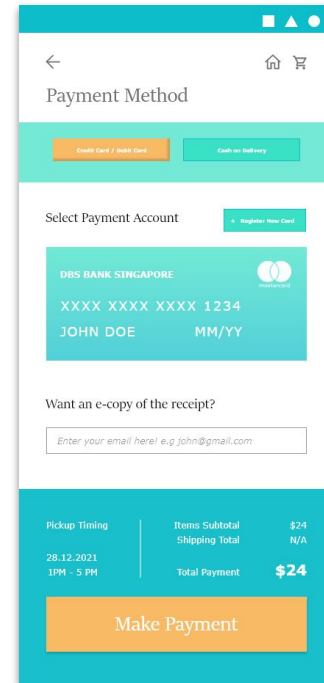
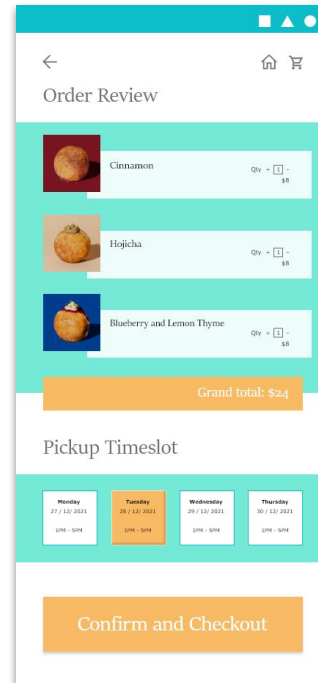
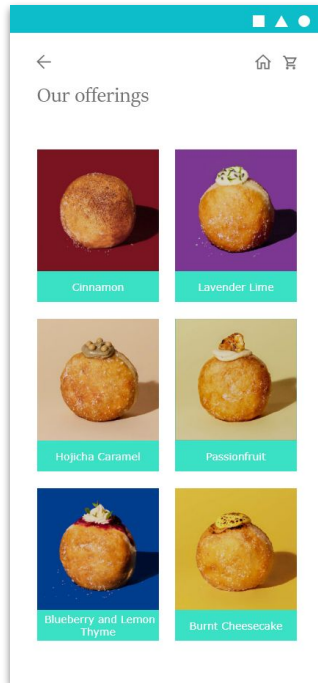
Before usability study



After usability study



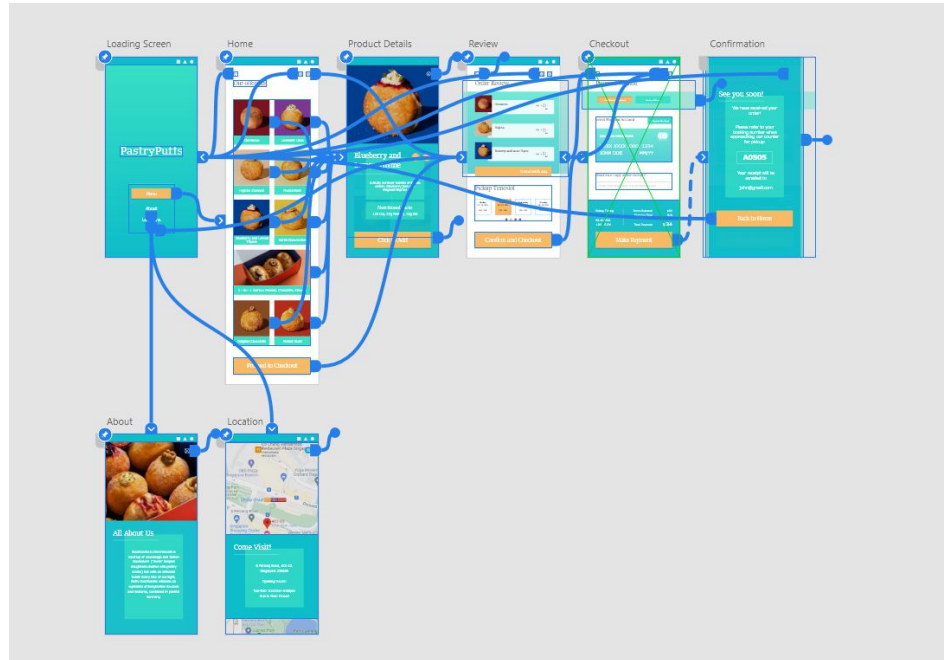
Mockups



High-fidelity prototype

View prototype here:

<https://xd.adobe.com/view/e592e695-5952-4306-84fa-40e5d190e032-b0c1/>



Accessibility considerations

1

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

2

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

3

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The ease of purchase has made it a lot easier for customers to buy from the food truck, increasing their reputation and business in a positive way.

Participants have expressed satisfaction using the app as an alternative method to purchasing Pastrypuff's pastries.



What I learned:

I have learned that improving accessibility in my designs will end up assisting a lot more people, and should keep this in mind moving forward when updating this app in future.

Next steps

1

To explore the possibility of setting up a feature for customers to leave reviews of their Pastrypuff purchases

2

To look into setting up a user profile feature so repeat customers can save their personal information in the app without having to type them in again with each new purchase

3

To look into making the app more personalized by including features such as promoted items based on order history, ability to favourite menu items, etc

Let's connect!



I can be contacted at
sorryimnotprovidingmyrealemail@gmail.com

We can share more details about this case study and connect from there!