

GROUP 13

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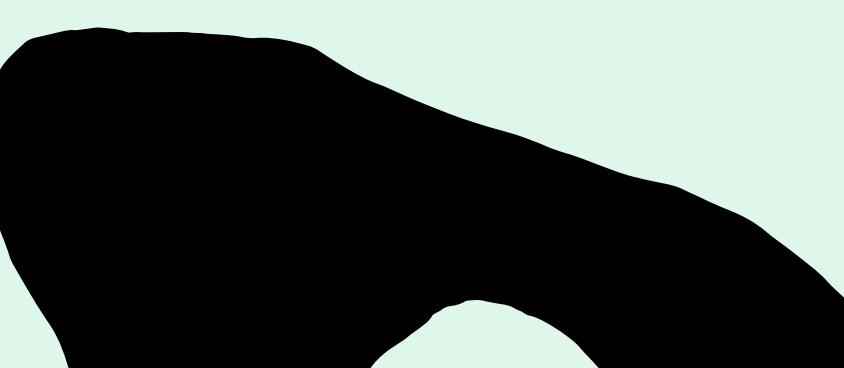
PROBLEM STATEMENT

There are Many Food Applications currently in the Market but there are several issues with them :

1. Poor User Experience
2. Delivery Times
3. Limited Options
4. Pricing
5. Poor Customer Service



PRODUCT OBJECTIVE

- 
- 
1. Designed a user-friendly food application that allows users to browse and order meals from local restaurants with ease.
 2. The application provides a seamless and intuitive user experience that makes it easy for users to search for their favorite meals, filter their search results, and complete their orders quickly and easily.
 3. The application provides users with a clear and simple payment process and an option for order tracking.
 4. The design is visually appealing, and the user interface is easy to navigate, even for users who are not tech-savvy.
 5. The ultimate goal was to create a food application that provides a hassle-free experience for users and encourages them to continue using the application for their food needs.

PROBLEM SOLUTION



- Expand Restaurant and Menu Options
- A feature users to suggest new restaurants
- use real-time GPS tracking to improve delivery time
- Reviews and Ratings given by other customers
- refund or replacement for any incorrect orders
- chat with delivery person directly
- Provide 24/7 customer support

Target Audience



- Age group between 15 to 60 years
- Who regularly order food online
- Who want a broad selection of restaurants and food choices
- Who prioritize fast and reliable delivery service
- Who are interested in discovering new cuisines and trying different dishes
- language selection based on user preference

USER SEGMENTATION

User segmentation is the process of dividing a user base into different groups of individuals who share similar characteristics, needs, and behaviors. For the Foodu application, there are several user segments that should be considered in order to provide an optimal experience for each group.

Geographic
Customer :
Any Region

Demographic
Age : 15 years to 60
years
Any Gender : Any
Occupation : Student
& Working
Professionals

Behavioural
Rate of usage : Daily
Behavior : All the
users who wants to
order food online

What users are using the Food Delivery App?

Busy Professionals

Students

Home Cooks

Foodies

Elderly

Health Conscious

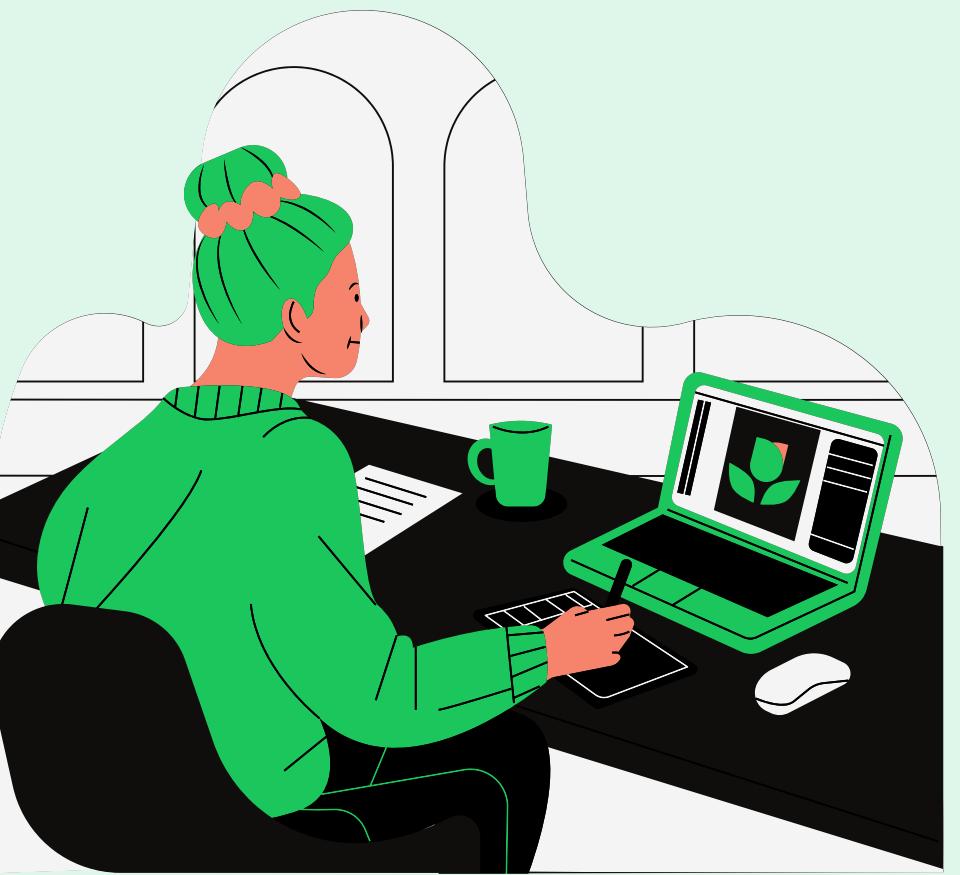
Families



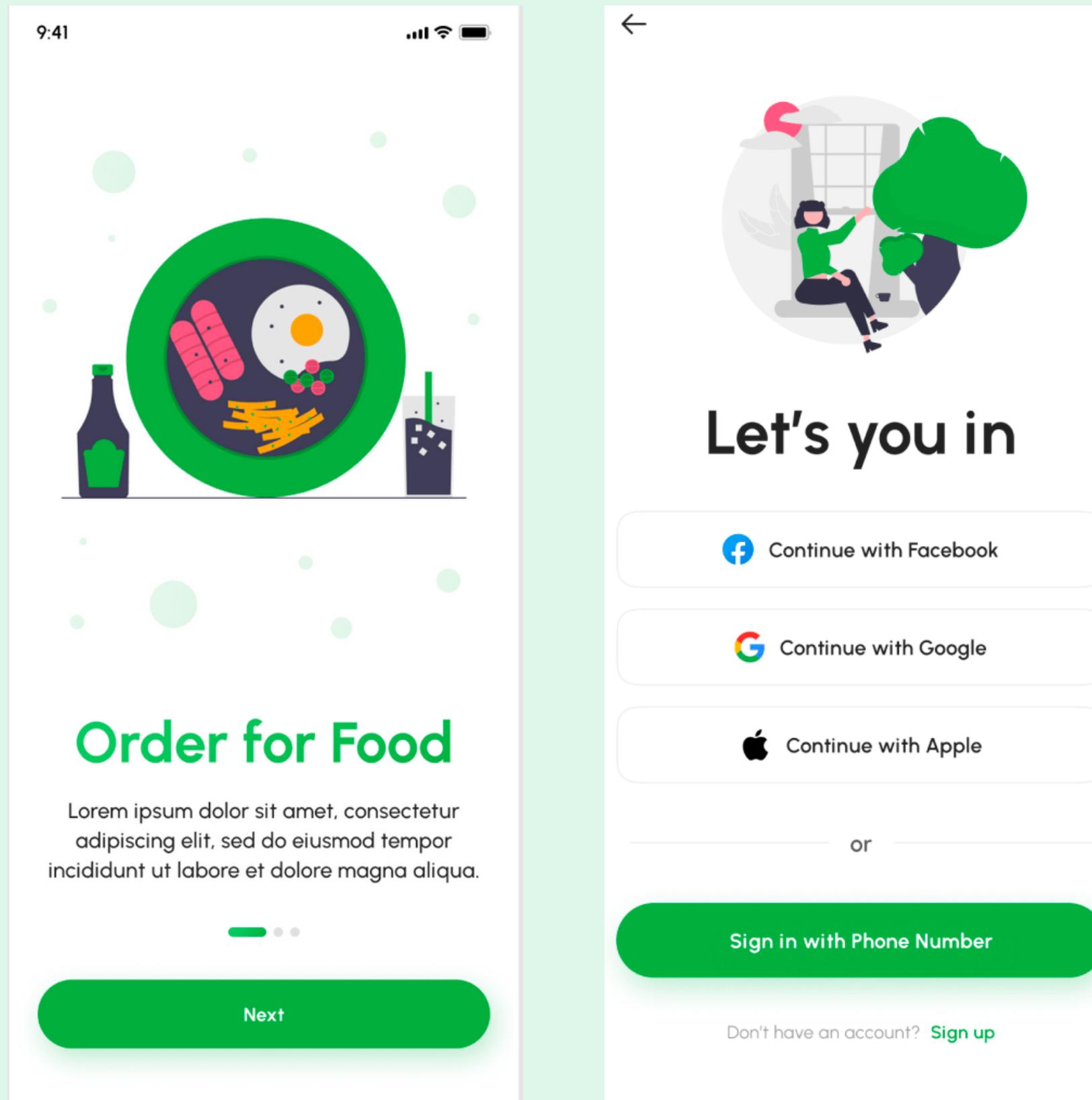
Design System

Google Material Design

- color scheme that reflects the brand identity of the food delivery app use it consistently throughout the app.
- typography that is easy to read, and use it consistently throughout the app.
- the app's navigation is easy to understand and use.
- Use clear labels for buttons and icons, and make sure that the navigation is consistent throughout the app.
- Use subtle animations to enhance the user experience, such as animations for button clicks or transitions between screens.



Typography:



Headings:

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Primary Text:

Font Style: Urbanist
Font size: 16 px

Sub Heading:

Font Style: Poppins
Font size: 30 px

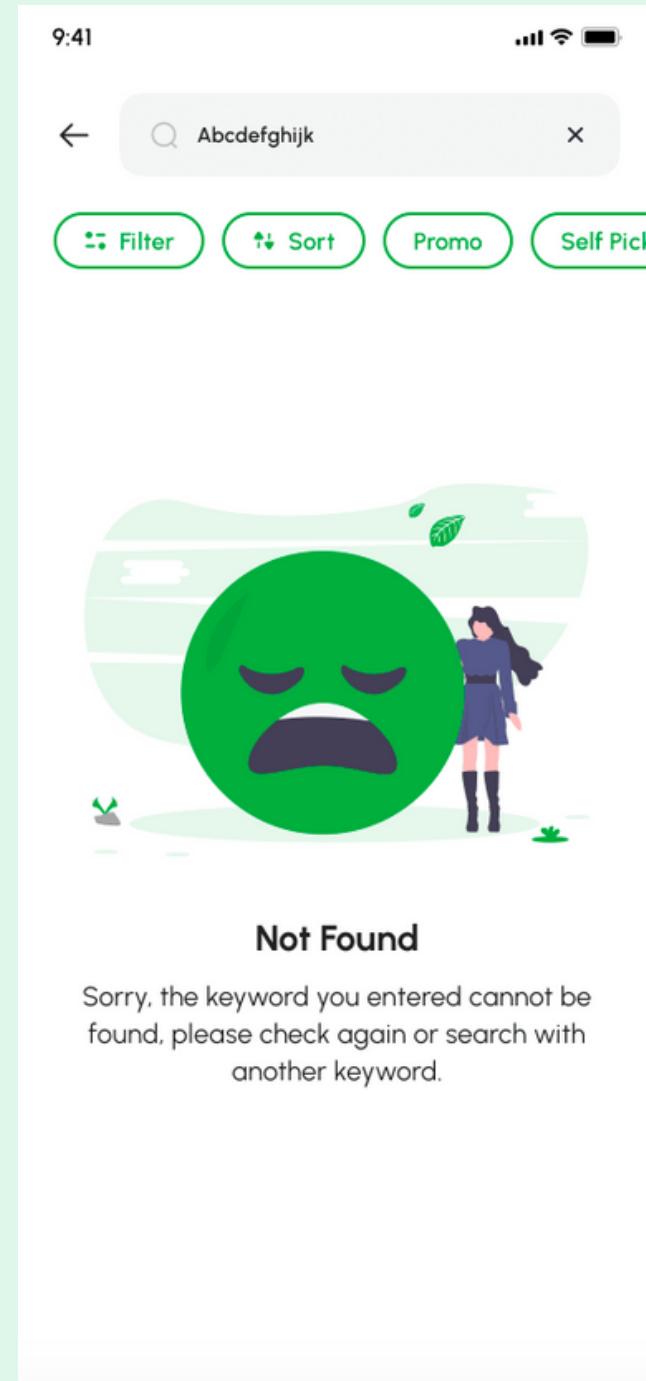
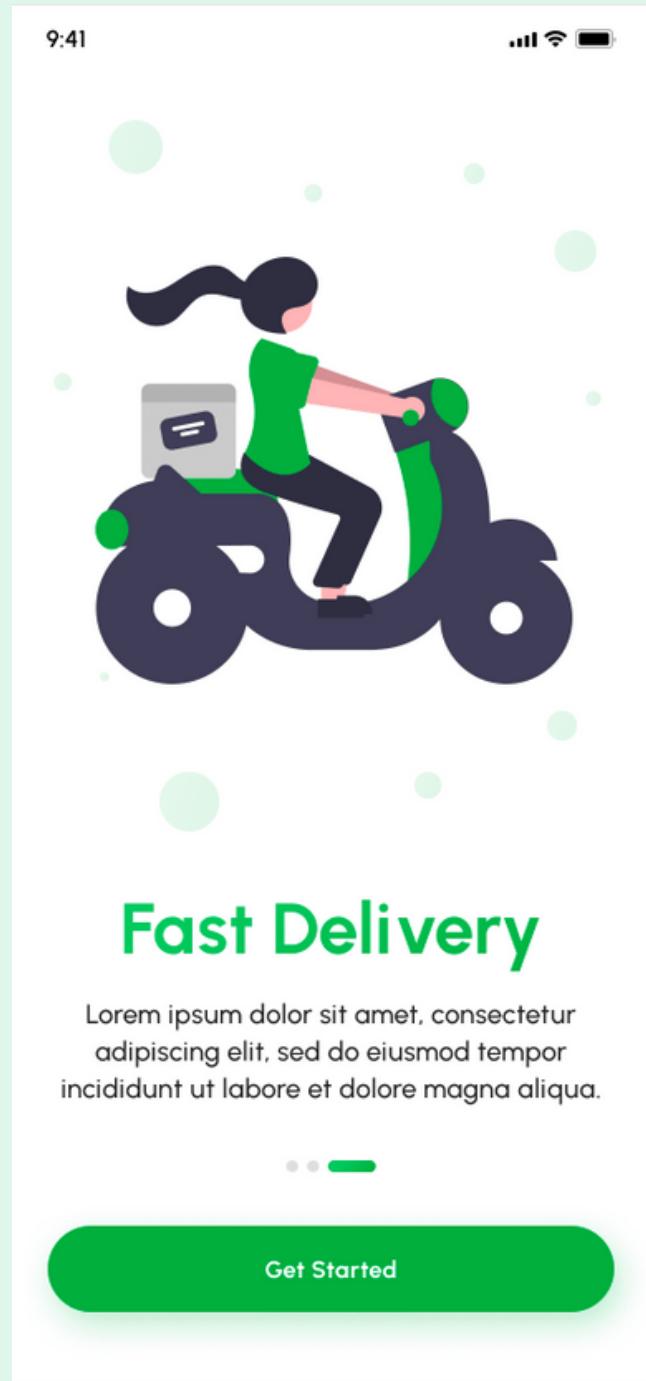
Sub Text:

Font Style: Urbanist
Font size: 14 px

Icons and Images source:

Figma
Google

Dimensions and Colours



Screen Dimensions:

W: 439px H: 876px

Button Dimension:

W: 137px H: 47px

Navigation Bar Dimensions:

W: 345px H: 47px

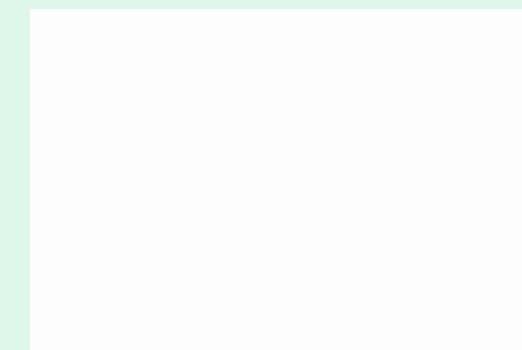
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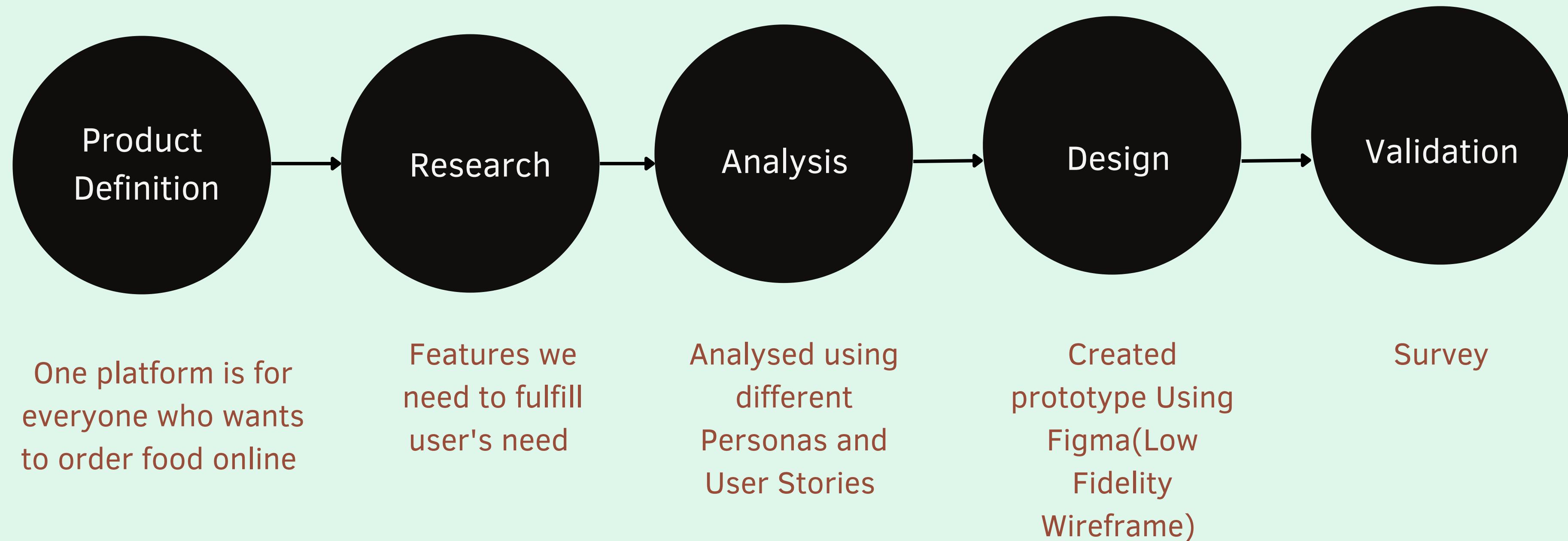


#2E2D37



#FCFDFA

Design Process



Personas 1



Name: Jack Beilin

Age: 30

Profession: Marketing Head at Google

Location: San Francisco

BIO:

Jack is a Marketing Head at Google and frequently travels for business purposes. Due to his job, he is unable to visit restaurants despite being alone and is entirely dependent on outside food.

He regularly places his orders online. Even though he frequently uses food delivery apps, picking an app is never simple, and there are a few things that make it difficult for him to stick with just one.

GOALS:

- To order meals quickly and have it delivered on schedule.
- To avoid spending additional time looking for food.
- To use recommendations from his prior orders.

FRUSTRATIONS:

- He switches apps because of the cluttered user design.
- No proper food segregation on the app.
- No help guide for food Selection.

MOTIVATION:

- Making User Experience Better to avoid switching of app.
- Proper Segregation of Food Items depending on the category.
- Providing discounts and offers for regular customers.

Personas 2



Name: Victor Vazquez

Age: 45

Profession: Senior Cloud Architect

Location: Boston

BIO:

Victor Vazquez works as a Senior cloud architect for a Boston-based business. He spends much of his time working for the company. During the busiest times, he finishes all the projects and team meetings that are assigned to him. He therefore places internet delivery orders for food from restaurants.

GOALS:

- Desired menu items in several restaurants.
- Online delivery might save you time.
- Quick access to restaurant food availability information.

FRUSTRATIONS:

- Because of the navigation, ordering takes a while.
- During busy times, deliveries are delayed.
- Meal items are frequently reported as missing.

MOTIVATION:

- Display signup discount codes.
- Provide regular user discounts.
- Offer Quick delivery options.

Personas 3



Name: Mike Daron

Age: 24

Profession: Master's Student

Location: New York

BIO:

In New York, Mike is earning his master's degree. On the college campus, he completes his assignments and project coursework. He also works part time as a Proctor. As a result, he does not cook at home and orders quick meals through any food delivery app.

GOALS:

- Order food from any type of restaurant.
- Track food deliveries easily.
- Hand-deliver the meal to a specific place.

FRUSTRATIONS:

- There is no live chat option to communicate with the support team.
- No menu with detailed cuisine descriptions.
- No recommendations of food with photographs from various nation.

MOTIVATION:

- Show the availability of meals with lesser price.
- Provide student discounts and coupon codes.
- Provide choices of Restaurants with free delivery option.

Personas 4



Name: Nicola Edwards

Age: 37

Profession: Ph.D. Professor

Location: San Francisco

BIO:

Nicola is a respected professor at the University of San Francisco, California. She is known for her passion for exploring diverse cultures through food. Her love for culinary delights has led her to try the finest restaurants serving cuisine from all around the world, with a special focus on the diverse flavors of the San Francisco Bay Area.

GOALS:

- Affordable food delivery options featuring diverse cuisines
- Personalized meal recommendations based on ordering history
- Wide variety of unique and exotic dining experiences available

FRUSTRATIONS:

- Limited options for restaurant selection with diverse cuisines
- No personalized recommendations based on previous orders
- Minimal fast delivery options for most of the restaurants

MOTIVATION:

- Incorporation of advanced technologies to enhance recommendations based on user's history
- Expansion of restaurant options to cater to diverse tastes and preferences

Personas 5



BIO:

Jeff is currently working as a lawyer at a law firm in Dallas. He spends most of his time in the office working on complex legal cases. With his demanding schedule, he often lacks the time to prepare meals and pack a lunch. As a result, he relies on online food delivery from reputable restaurants to fuel his workday.

GOALS:

- The option to place orders using voice commands through a virtual assistant
- Recommendations and suggestions of restaurants based on customer reviews and ratings
- Ability to filter restaurants based on food quality and ratings, as rated by previous customers

FRUSTRATIONS:

- Ability to save frequently ordered items for quicker ordering
- Option to schedule a recurring delivery at a preferred time
- Integration with preferred payment methods for seamless transaction

MOTIVATION:

- Customizable delivery options, including specific delivery instructions
- Option to re-order frequently purchased items with a single tap.
- Order placement using voice commands through voice assistance technology

Name: Jeff Dietz

Age: 37

Profession: Lawyer

Location: Dallas

Personas 6



Name: Sara Nelson

Age: 23

Profession: Flight Attendant

Location: Connecticut

BIO:

Sara is a flight attendant based in Connecticut. She travels frequently for work and often has an irregular schedule. With the hectic pace of her job, she rarely has time to sit down for a proper meal. To ensure she has access to nutritious food, she uses a food delivery app to have her meals delivered during her layovers.

GOALS:

- Option to choose food delivery options at specific time slots during their working hours
- Access to high-quality restaurants with quick and efficient delivery options

FRUSTRATIONS:

- Sara has limited time to grab a bite during her busy work schedule, causing her to skip meals.
- Ordering food through a platform with clear delivery times is crucial to ensure she can have a proper meal during her workday.

MOTIVATION:

- Option to filter restaurants that can deliver within a tight schedule, to accommodate a flight attendant's demanding and fast-paced lifestyle.
- Availability of quick delivery options with high-quality dishes to ensure that nutritious meals.
- Assigning experienced delivery personnel for prompt and efficient delivery services.

USER NEEDS

Easy and intuitive user interface

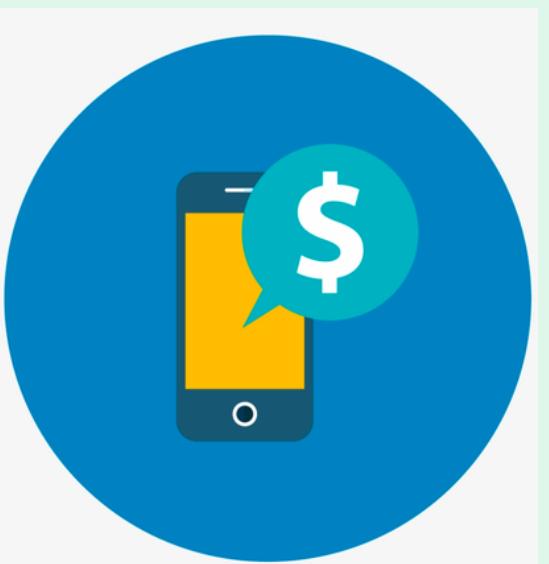
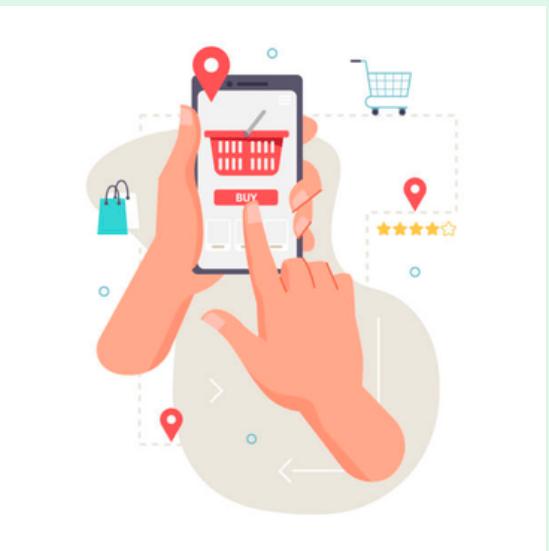
Fast and reliable delivery

Comprehensive menu

Convenient payment options

Filter orders according to users need

Invite friends/family to join our app



USER NEEDS

Accurate tracking

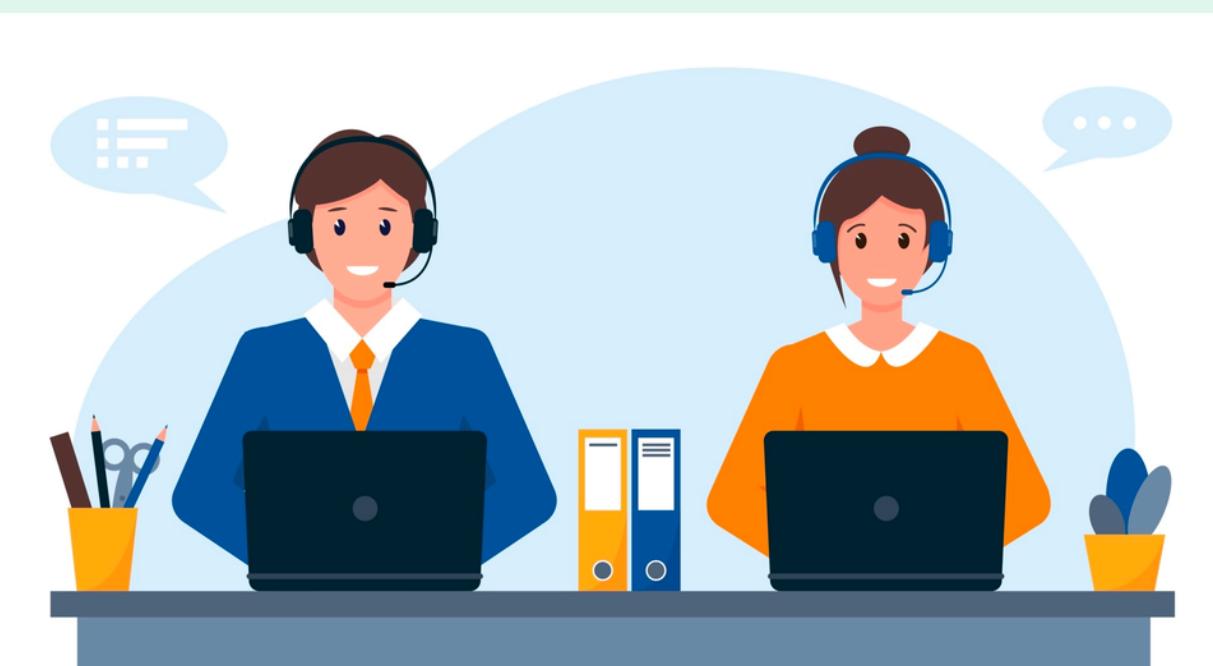
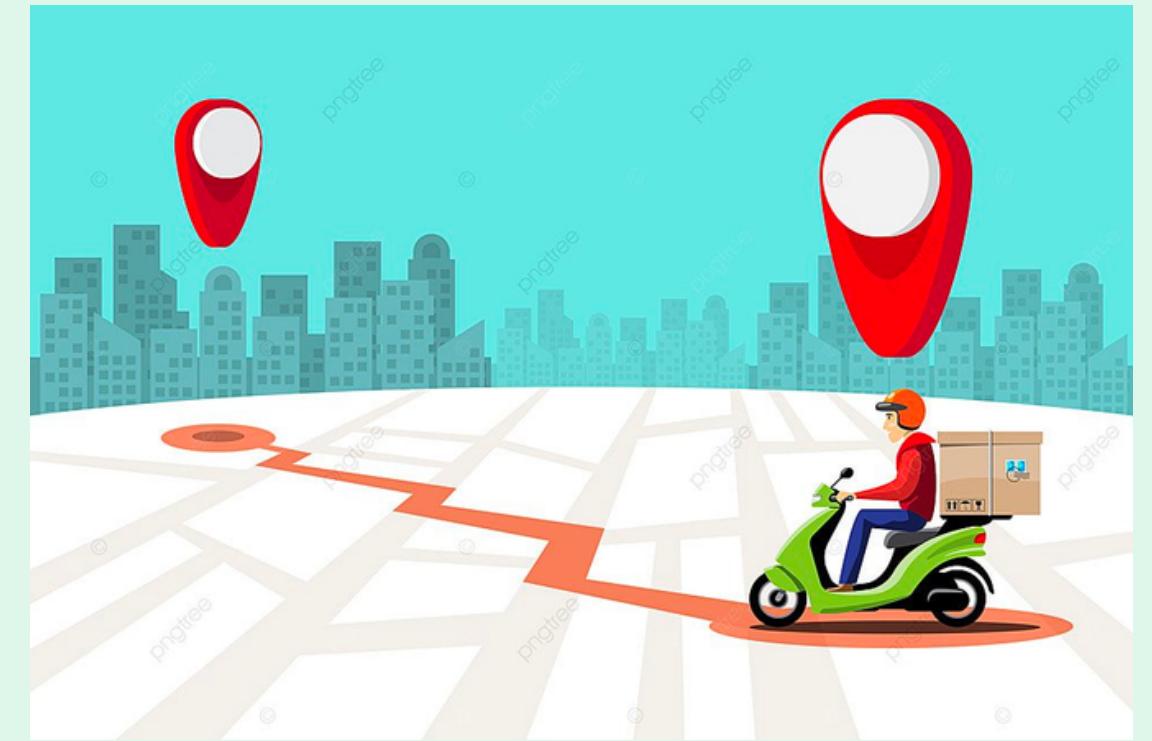
Reasonable pricing

Promotions and discounts

Customer service

Review of previous orders

language selections



User Research Methods Used



User Interview

Analytical Review

Design Review

User Research

Method -

User

Interview

- Conducted 1 on 1 interviews
- Interviewed potential users in-person
- Number of participants - 6
- Age group : 15 to 60

User Research

Method -

User

Interview

Question	
Q1.1	<p>Demographic Questions</p> <ul style="list-style-type: none">•Gender / Age / Resident area•Marital status / Kids•Occupation / Income level•Interest / Hobby•Race•Dinning pattern (Cook/Eat out/ Take out/ Order delivery%)
Q1.2	Have you used and how often do you use online food delivery service?
Q2	
if Q1.2 yes	<ul style="list-style-type: none">• What deliver apps you usually use? Why and why not?• How do you like the delivery service?• What's challenge you encounter while using delivery app?• Can you talk me through the process you order food delivery online?• What's the favorite thing about food delivery service?• When and where do you usually use food delivery?• What kind of food do you usually order online?• What're the things you care most when you try to order food online? Can you prioritize them?
if Q1.2 no	<ul style="list-style-type: none">•What's the reason you don't want to use food delivery service?
Q3	<ul style="list-style-type: none">• Are you willing to try new type of food? Or exotic food?• When you are picking a restaurant, will you prefer a restaurant that serve more authentic taste to its origin or more familiar taste to yourself? Related to product design

User Research Method

- User Interview

Important takeaways:

- Personalized recommendations
- Clear pricing and transparency
- Speed and reliability
- Good customer service
- User-friendly interface



User Research

Method -

Analytics

Review

- Identified key metrics: User satisfaction, User engagement
- Set up analytics tool to track key metrics
- Analyze the data
- Make data-driven decisions
- Iterate and improve

User Research Method - Design Review

- Strong brand identity by maintaining consistency
- Ensure design goals are met: easy to use, visually appealing
- Conducted usability testing
- Use information collected to redesign application

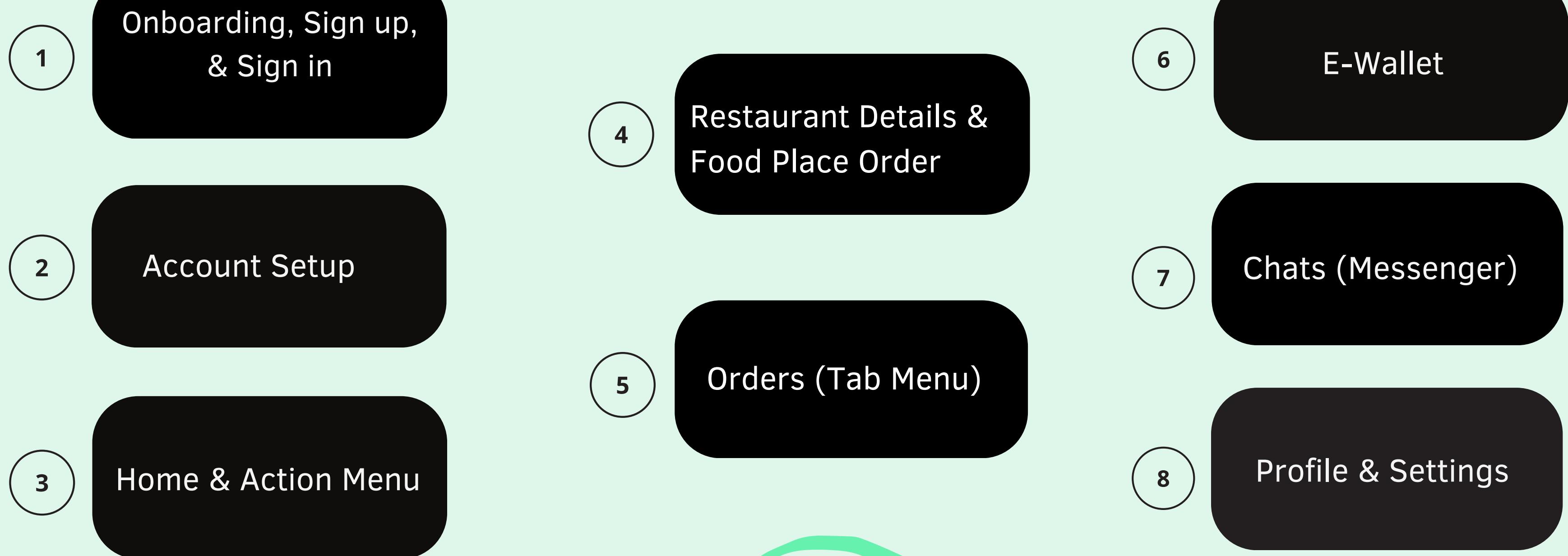
Card Sorting

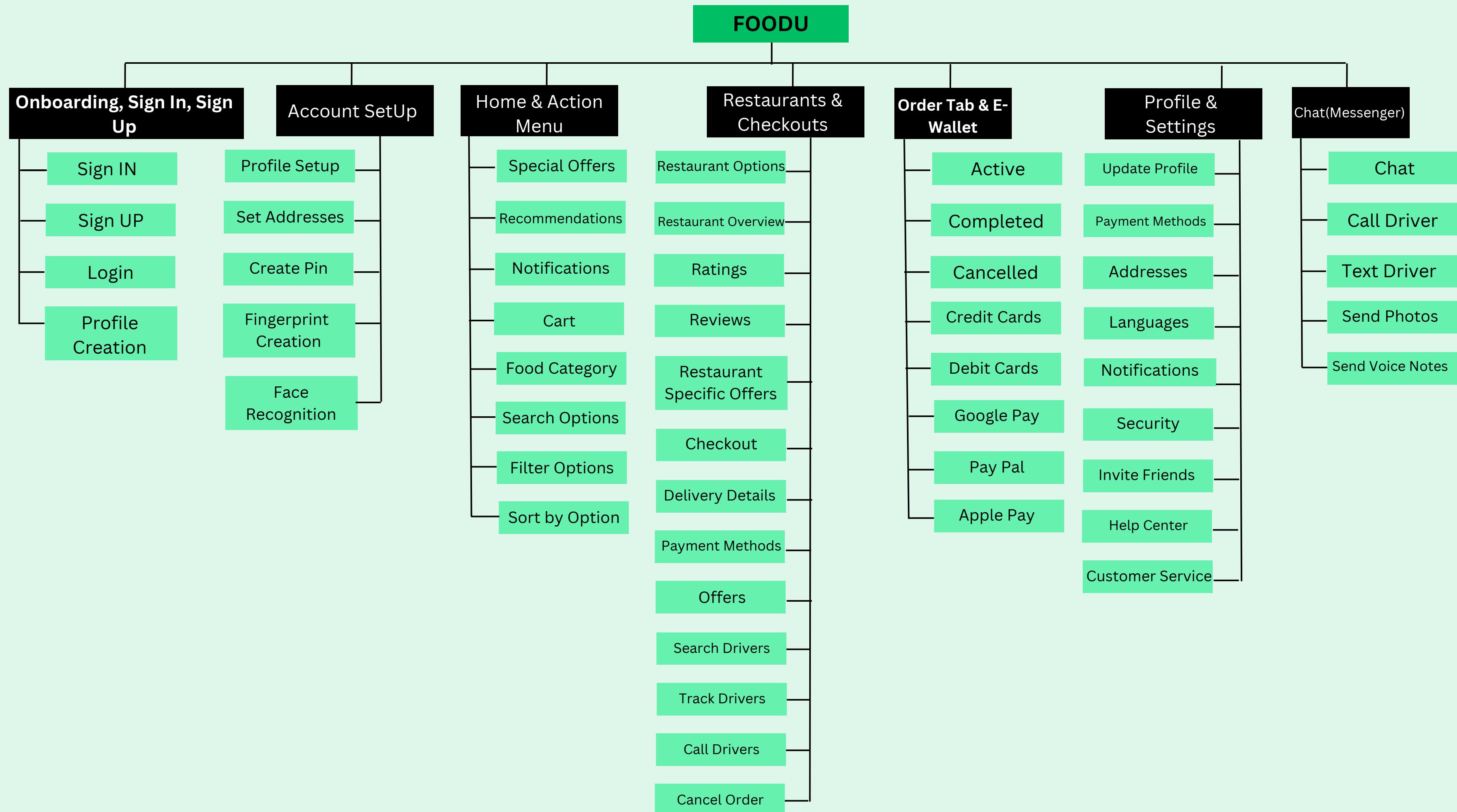
The screenshot shows a card sorting interface within the UX Tweak application. At the top, there is a navigation bar with tabs: GENERAL, CARDS (which is highlighted in orange), CATEGORIES, MESSAGES, QUESTIONNAIRE, BRANDING, and RECRUIT. Below the navigation bar, the title 'Cards' is followed by a question mark icon. On the right side of the interface, there is a toolbar with an 'IMPORT' button and a three-dot menu icon. The main area displays a list of cards, each with a delete icon and a three-dot menu icon. The cards are listed as follows:

- C1: Breakfast
- C2: Snacks
- C3: Deserts
- C4: Main Course
- C5: Chinese
- C6: Continental
- C7: Mexican

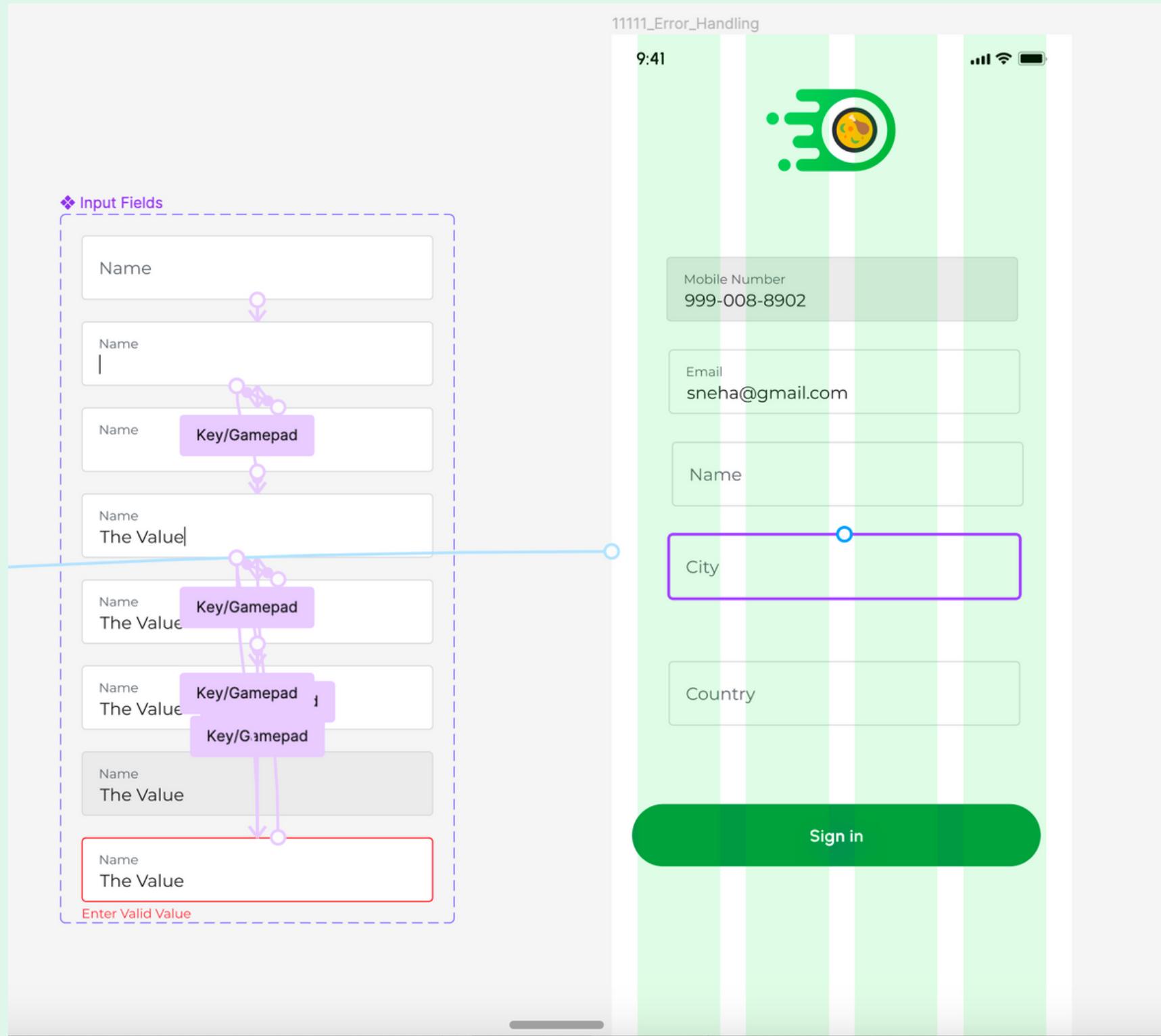
- For this project we are using **Closed Card Sorting** technique.
- We have used UX Tweak application for this creating Closed Cart Sorting.
- For Closed card sorting, we give participants a predefined set of category names and we ask them to organize individual cards into these predetermined categories.
- Closed card sorting is used to determine if the category supports the content from a user's perspective.

Information Architecture





ERROR HANDLING



- When users face a sign in problem, they want to know what caused this problem.
- Wrong combination of a username & password could lead to multiple attempts before successful log in... or create enough frustration for users to they quit.
- Generic responses (like ‘Your email or password doesn’t match’) don’t provide a meaningful feedback for your users and don’t allow them to fix their problem.

ONBOARDING

- Educate customers about the app

- Set up accounts

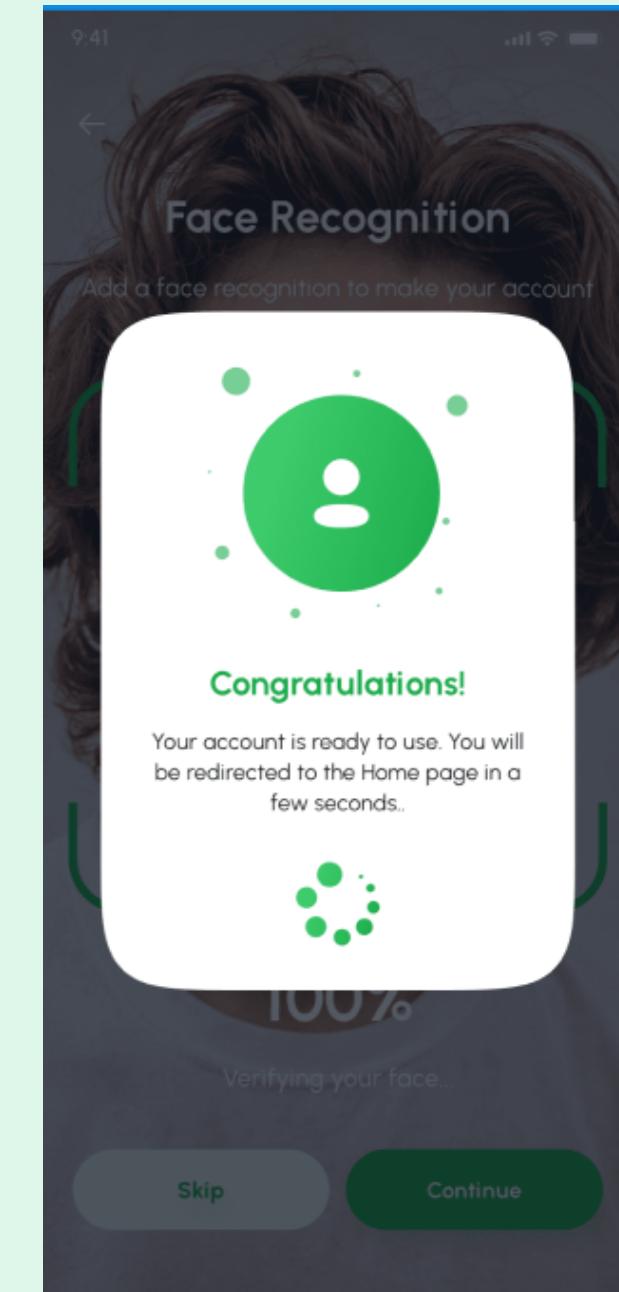
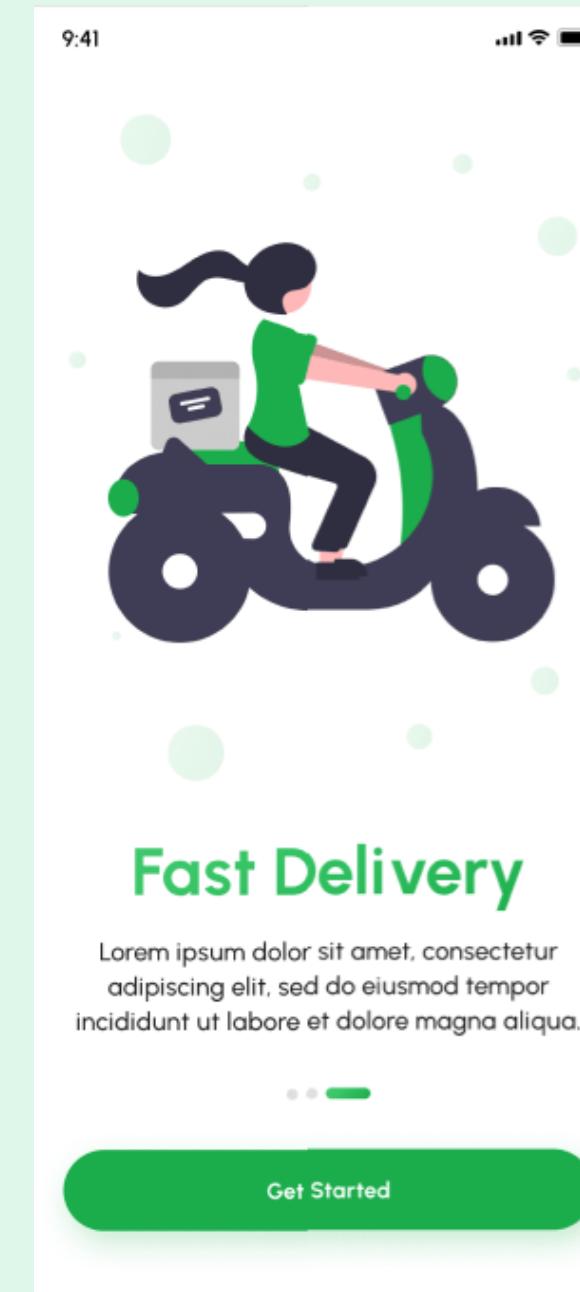
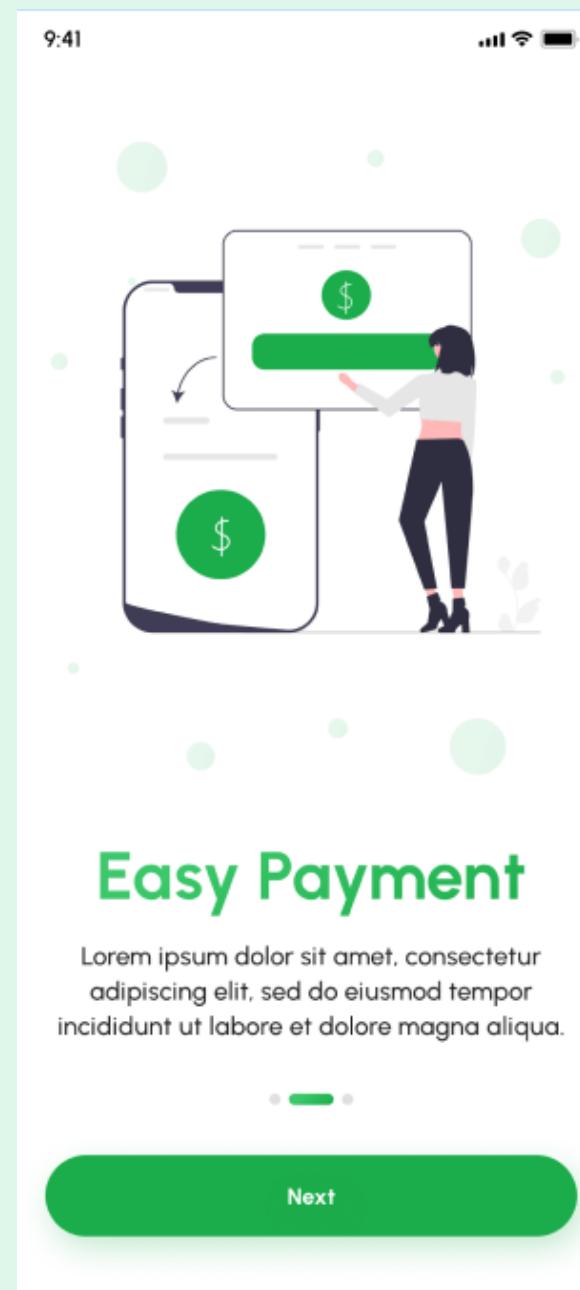
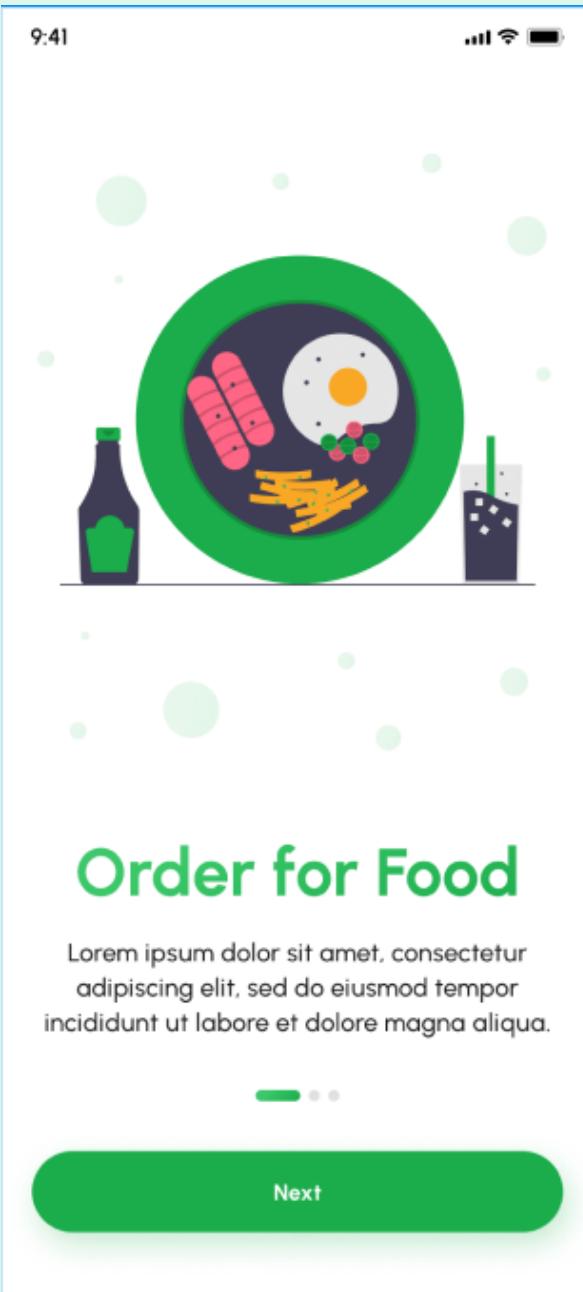
- Establish preferences

- Order food

- Promotional codes

- Navigate the app

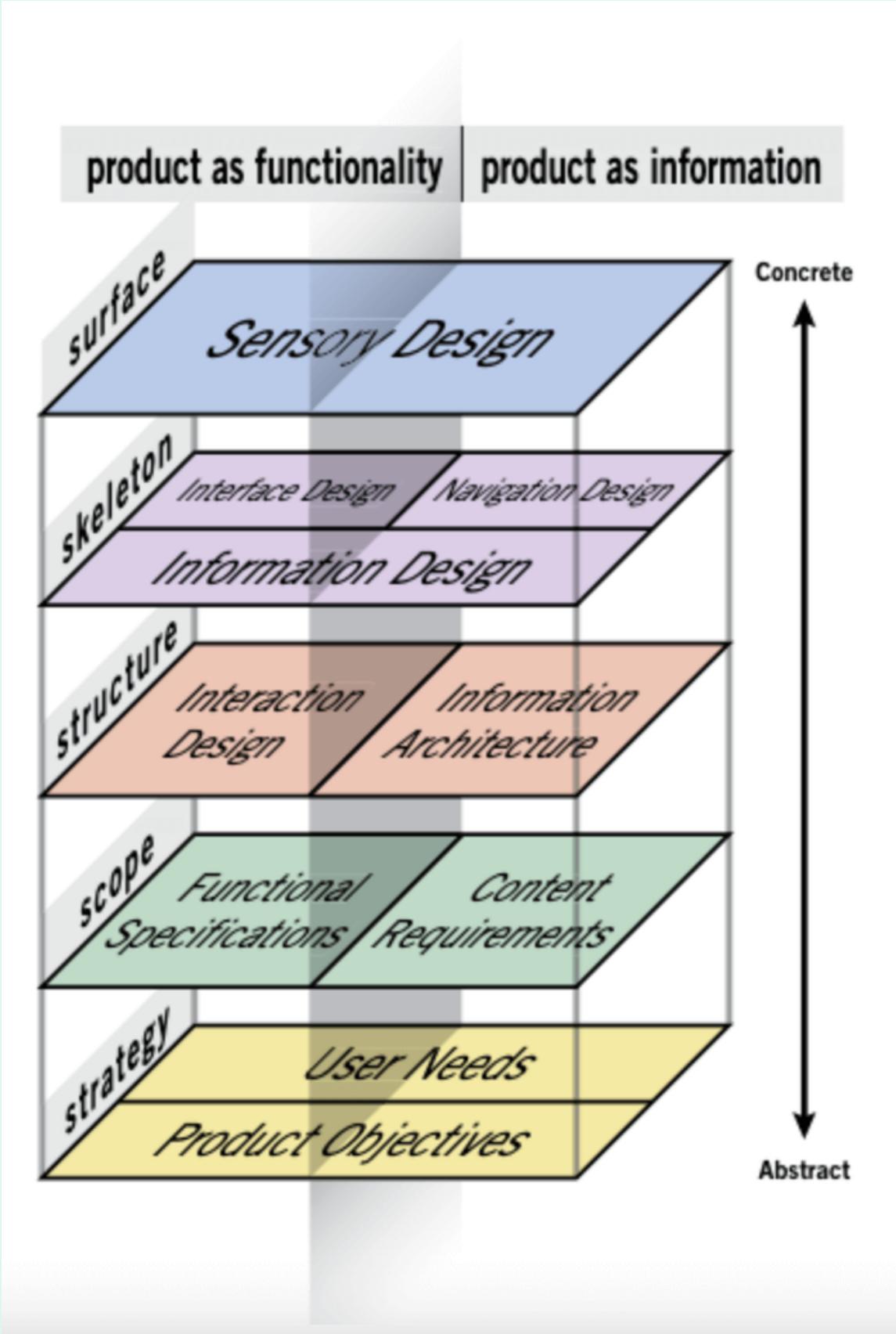
- Customer support



Usability Testing

Product Under Test: The App Foodu is under Test	Test Objective: Do people understand the concept of an online food delivery app? Business Case: The test will address several key questions that the design team needs answers to.	Participants: 1.All participants must own a smartphone. 2.A mix of men and women falling into various age groups. 3. Must be above 18yrs. Equipment: 1.All sessions will be recorded. 2.We will log usability problems.	Test Tasks: 1.Find out more about the app and decide if you would sign up for it. 2. Sign up for the service. 3. Find a restaurant you would like to order from. 4.Review and place the order. 5.Compare alternative options to order food from a restaurant with our app.	Responsibilities: 1.Sneha (Datalogger) 2.Mahek(Moderator) 3.Abhishek(Test Host) 4..Vedantini(Client Contact) 5.Margi(Tech Support) 6.Sanhita(Recruitment) Location: The whole process was held online through a virtual meeting platform.
Procedure <pre>graph LR; A[Welcome/Consent Form] --> B[Pre Test Interview]; B --> C[Carry out the Test Task]; C --> D[Post Test Questionnaire]; D --> E[Post Test Interview]; E --> F[Debrief/ Pay Incentive]</pre>				

PLANES



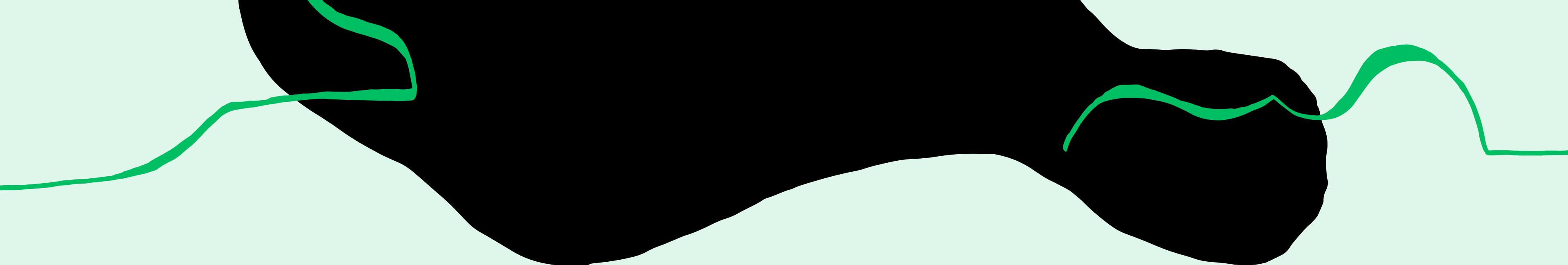
Surface - finally, this is the finished product, putting it all together

Skeleton - which is your first design of navigation and functional elements

Structure - is when you're defining how users navigate through the experience.

Scope - where you define all the features you'll include in detail.

Strategy - this is where you define objectives you want to meet with your project



Thank You !!