Menu and Ordering App for Food Trucks

Sridatt Kamath

Google

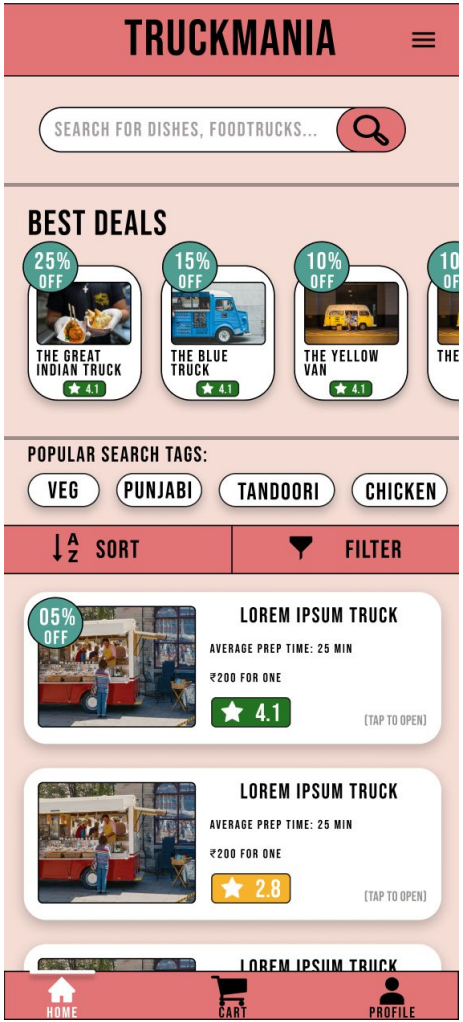
Project overview

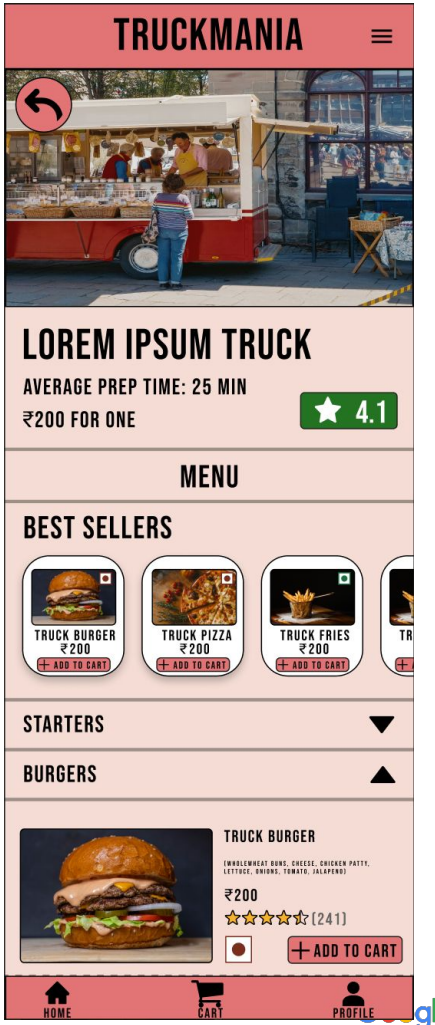
The product:

TruckMania is an application that helps people search for Food trucks around their area based on various filters of price, reviews, etc. It provides a menu and ability to pre-order in order to cut down waiting time.

Project duration:

01 September 2022 - 5th Nov 2022





Project overview

The problem:

- People don’t like waiting in queues at a food truck.
- People don’t like it when they don’t know the approximate time it would take for their order to be complete

The goal:

- Design an app with good user experience which helps people check menus of nearby food trucks and pre-order their food.
- It provides a timer for users to see the approximate time it would take for their order to be prepared.

Project overview

My role:

UX Researcher and UX Designer

Responsibilities:

User Research

Usability Tester

UI Design

Interaction Design

Google

Understanding the user

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

User research: summary

I defined research goals and conducted interview of people who were placed in the preferred target audience for my app. The primary user group was mostly young college students and working population who did not have time to cook their own meals due to their busy schedules.

As I continued the research by creating empathy maps, crafting personas and plotting journey maps, I realised the major problem was the time constraint due to waiting in queues, no menu cards so difficulty in deciding an order and no approximate time for order completion.

Google

User research: pain points

1

Time

Working adults are too busy and hate waiting in queues and not knowing how long they have to wait.

2

Information

Existing platforms don't have proper rating system in place to determine which are the best food trucks in the area.

3

Accessibility

Existing platforms for menu and ordering don't follow accessibility and design standards.

Google

Persona: **Gita**

Problem statement:

Gita is a busy student and a part time intern at a startup who needs to be able to view menu and pre-order food at trucks nearby because she wants to get to work soon after her meal.

"There is no shortcut to success! Just hard work and using time efficiently"

Gita

Age: 20
Education: Pursuing Bachelors in Engineering
Hometown: Panjim, Goa
Family: Lives with her Parents
Occupation: Student, Part-time Intern

Goals

- To be a great software engineer, and start her own venture one day.
- To pick up relevant new skills at work, by getting to know new mentors.
- To be able to minimize the time it takes during her meal break.
- To be able to try different foods as often as possible.

Frustrations

- "I hate waiting at the food truck to get my order in and not knowing how long it will take for my food to get ready"
- "I hate not knowing all the items on the menu beforehand and so I end up ordering the usual, since there is a long line behind me. I guess I am a bit indecisive that way"

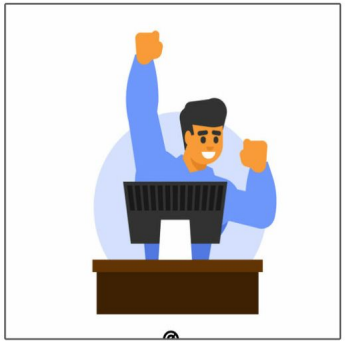
Gita is pursuing Bachelors in engineering in Computer science. She also works as a part-time intern at a startup near her college, where she works for couple of hours after college. Time is a big constraint for her as after college, she gets a small break where in she likes to get her evening meal in. She prefers the food trucks near her university for a quick snack, for which she would prefer to be able to order her food in advance so she doesn't have to wait to pick her food up. She would also like it if there was an menu available since she eats at the food truck daily and would like to see the different foods available while placing an order.

Google

Persona: **Victor**

Problem statement:

Victor is a busy manager and an instagram food blogger who needs a convenient way to buy large orders and keep track of when the food will be ready because He wants to be able to critique multiple food items from a place at one time



"There is no substitute to great friends and great food after a long week of work"

Victor

Age: 32
Education: MBA in Marketing
Hometown: Mumbai
Family: Lives with a friend.
Occupation: Marketing Manager at a big company. Runs a Food Page on Instagram.

Goals

- To get that promotion he has been working really hard for at work.
- To be able to try new and trending street foods with his friends as often as possible and post it on Instagram.
- To grow his following on Instagram and to become a legit food critic.
- To socialize and grow his network.

Frustrations

- "I hate it when they get my order wrong or when its incomplete"
- "I hate not knowing the approximate time it would take for the whole order to be ready"
- "Some food trucks don't provide enough menu cards, which frustrates me as I would like to see all the food items available and decide before ordering"

Victor works as a Marketing Manager at a big company based in Mumbai. His day to day schedules usually revolve around work, gym and house chores. He and his roommate cook at home during weekdays. He plans for the weekend ahead in time. He usually hangs out with his friends and explores the city's nightlife. He loves to try out different street food trucks and stalls and then posts it on his Instagram page where he loves to review the different food items they had. He usually gives large orders for all his friends. He doesn't like getting incorrect or incomplete orders. Knowing the exact time it would take for his order to be complete is a feature Victor would love to have.

Google

User journey map

Mapping Gita's user journey revealed that providing an app for viewing menus and approximate time for the order to be completed would be immensely helpful for the users

Persona: Gita

Goal: To view and order food at a nearby food truck

ACTION	Get to the Food Truck	View the menu	Place order	Wait for the food	Pick up the food
TASK LIST	Tasks A. Locate the Food truck via google map at a walkable distance. B. Check reviews. C. Walk to the Food truck.	Tasks A. Walk to the front and get a menu card since she cannot see the Menu Poster from the back of the line. B. Decide the order.	Tasks A. Wait in line. B. Place order.	Tasks A. Wait at the side. B. Check with the chef on how long it will take	Tasks A. Wait till the chef notifies that the order is complete B. Pick up the order C. Pay for the food
EMOTIONS	- In a hurry since she is really hungry. - Excited about trying out a new place	- Frustrated since she cannot view the Menu Poster on the truck from the back of the line due to bad eyesight. - Disappointed with the absence of menu cards. - Bored from standing in the line.	- Anxious since she has to get to work soon. - Happy since she can finally place her order.	- Impatient as she is continuously looking at others getting their orders before hers.	- Ecstatic since her food is finally ready. - Worried that online payment might fail.
IMPROVEMENT OPPORTUNITIES	- App for identifying small food ventures around your location.	- App to provide menu of the selected food truck with accessibility feature to zoom.	- App for placing order and paying online at selected food truck.	- App which shows approximate time for your order to be ready	- App which shows approximate time for your order to be ready

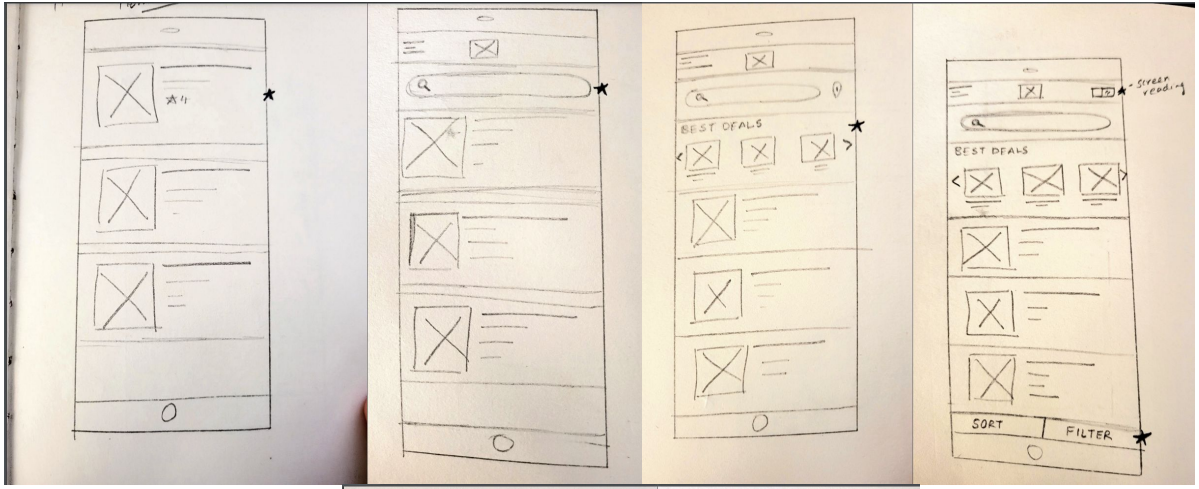
Google

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

The main reason for which paper wireframing is preferred is its easy and low effort. I used this to my advantage and iterated same screens multiple times until I found a design that works best for the user's problems.



These are 6 iterations of the homepage. The 6th wireframe was decided to be the final design

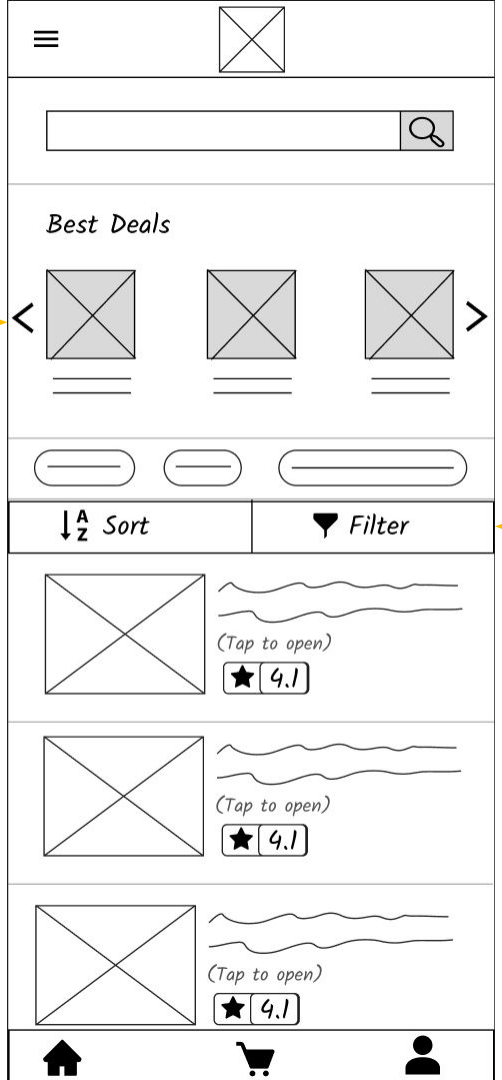
Stars indicate the features that I liked and wanted to keep in the next iteration

Google

Digital wireframes

Based on the research, Users wanted to verify which food truck they wanted to order as quickly as possible, so on the homepage features were provided such that users can quickly filter and find out the food truck of their choice.

Users can know at a quick glance which food trucks in their area are provided amazing discounts/deals.



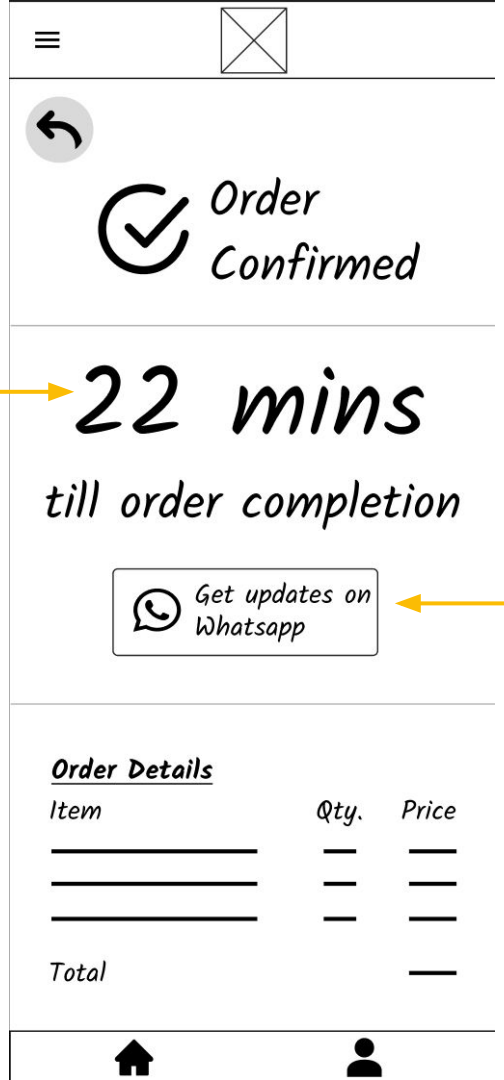
Sort/Filter helps the user filter out the food trucks as per their needs.

Google

Digital wireframes

The main issue faced was the waiting in queues, with a simple timer provided at the order confirmation page, Busy users can plan their schedules accordingly.

A timer denotes approximate time until the user needs to reach the food truck so they can get their order without having to wait.



User can get timely updates on whatsapp during order preparation.

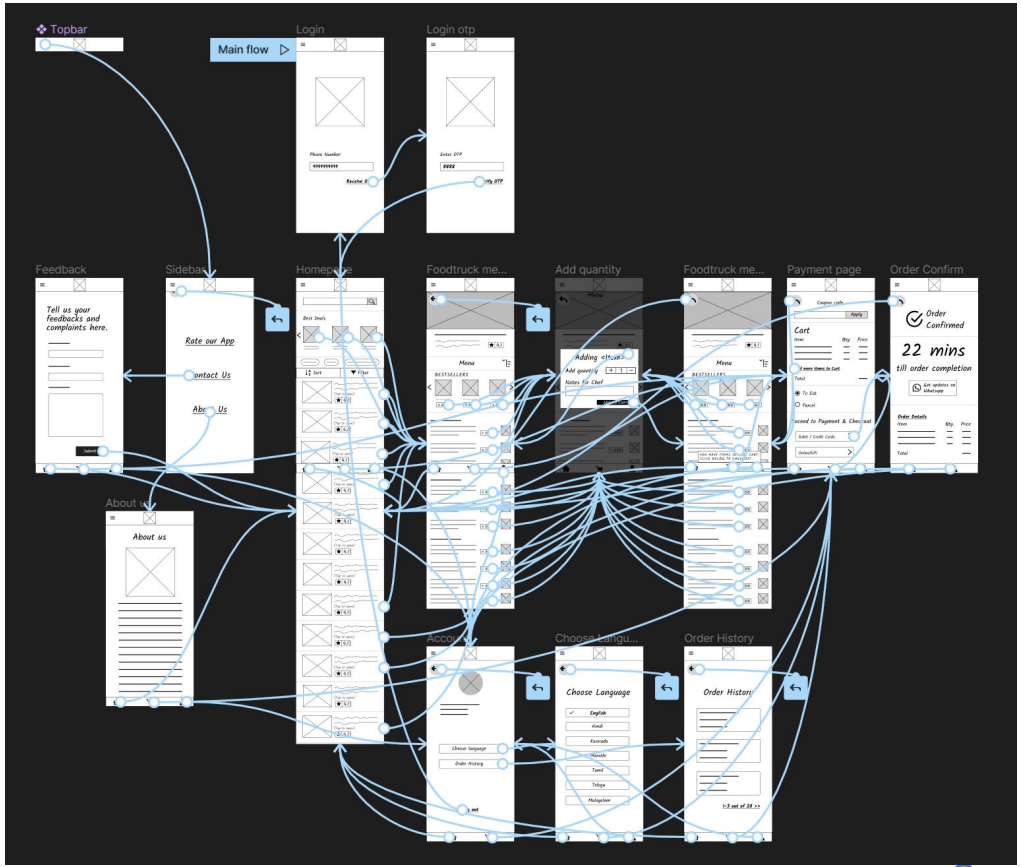
Google

Low-fidelity prototype

The low-fidelity prototype showcases the primary user flow of logging-in, viewing food truck menus and placing an order.

Additional flows where users can view their account and send feedback are also included.

View the Truckmania's [low-fidelity prototype.]



Usability study: findings

I conducted two rounds of usability studies. Findings from the first round helped in refining the wireframes to mockups. The second study used high-fidelity prototype and helped me in refining the mockups even further.

Round 1 findings

1. Users wanted better cues on how to proceed with checkout
2. Users wanted better cues on how to proceed from the home screen to a particular foodtruck's menu screen
3. Users wanted to be able to modify the quantity while adding an item to the cart

Round 2 findings

1. Some users were not familiar with navigation bar icons.
2. Users wanted a better way to scroll through Best deal food trucks.
3. Users wanted a way to add special instructions for the chef.

Google

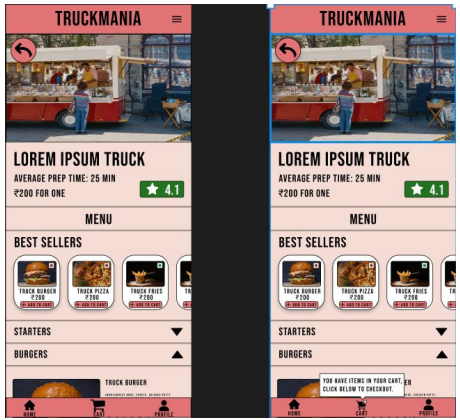
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

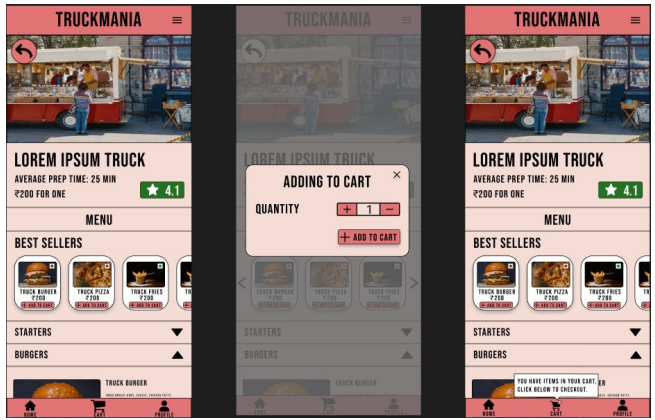
Mockups

Initially when user added an item to cart, they would get notified that cart now has an item, but users conveyed frustration with having to navigate to cart multiple items to update order quantity, so therefore a pop up was added to modify the order quantity while placing it in cart.

Before usability study



After usability study



Mockups

Earlier design provided icons for navigation to make navigation more accessible but in order to enhance accessibility for all users, a text was added under each icon to let users know what it stands for (Recognition over Recall)

Before usability study

After usability study

Google

Mockups

Instead of Original Carousel options, I modified and added horizontal scroll for best deal foodtrucks to make it easier for users to navigate.

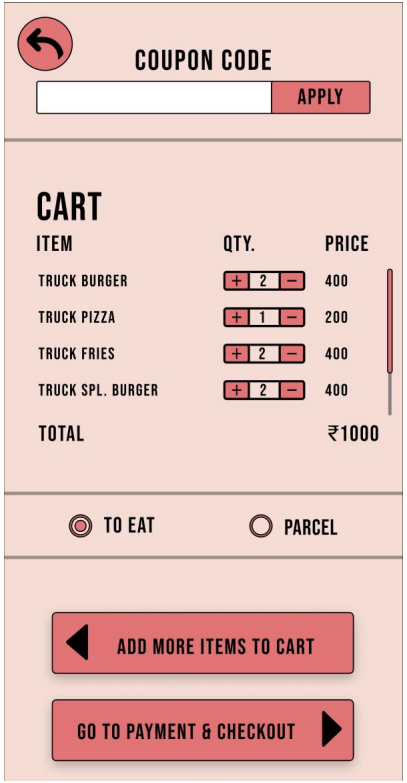
Before usability study

After usability study

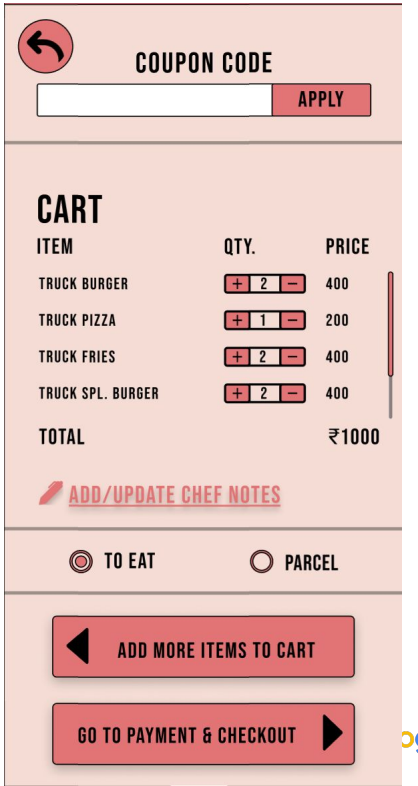
Mockups

Added a new section on the cart page to let users add special instructions for the chef.

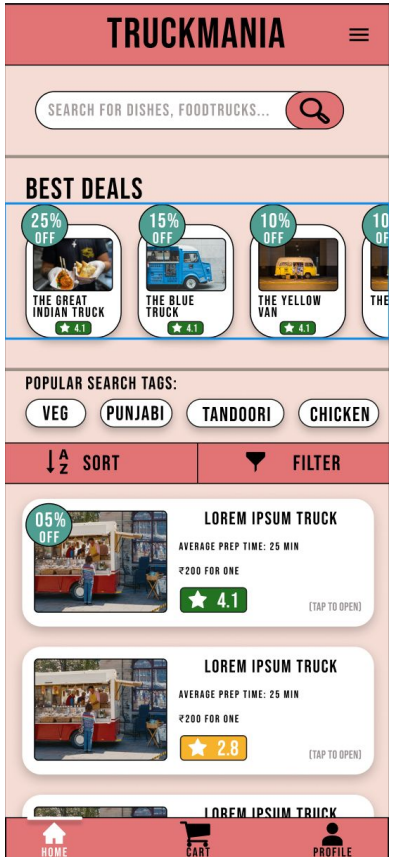
Before usability study

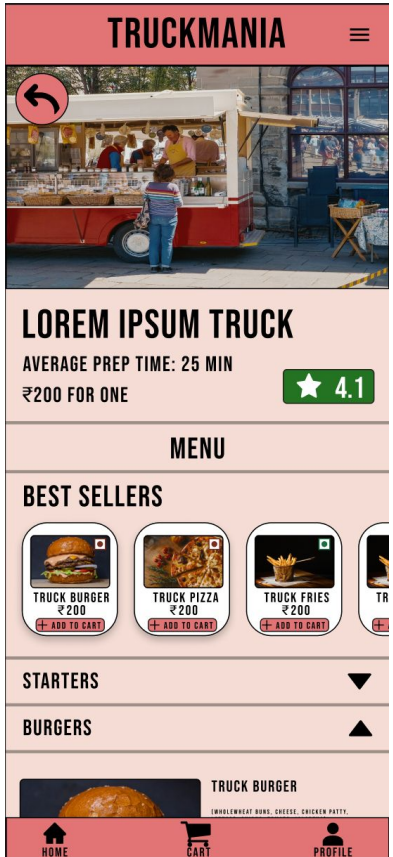


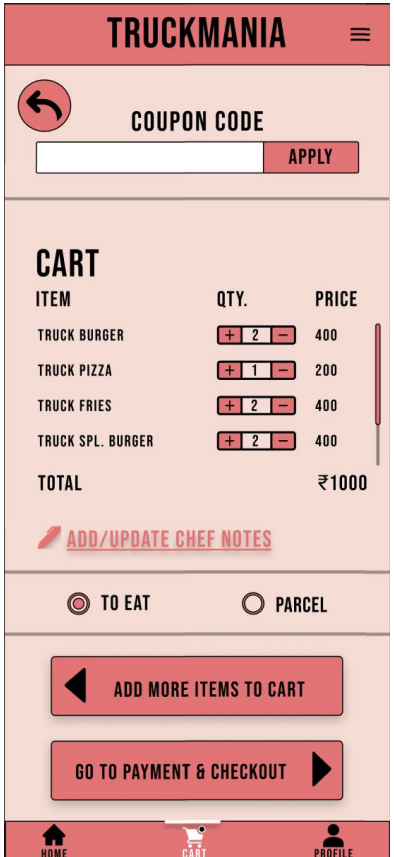
After usability study



Key Mockups

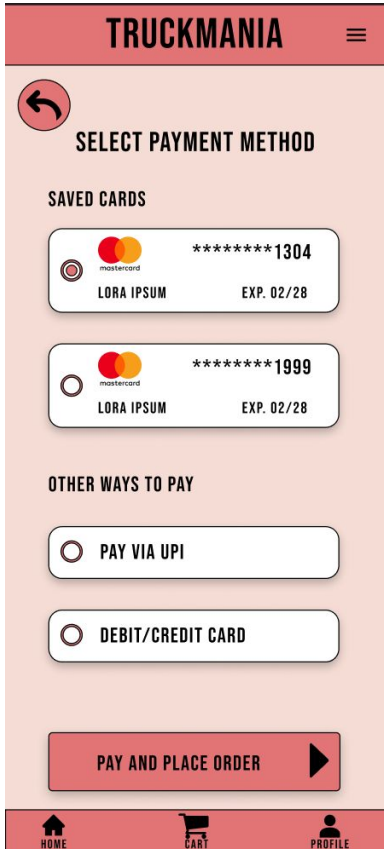


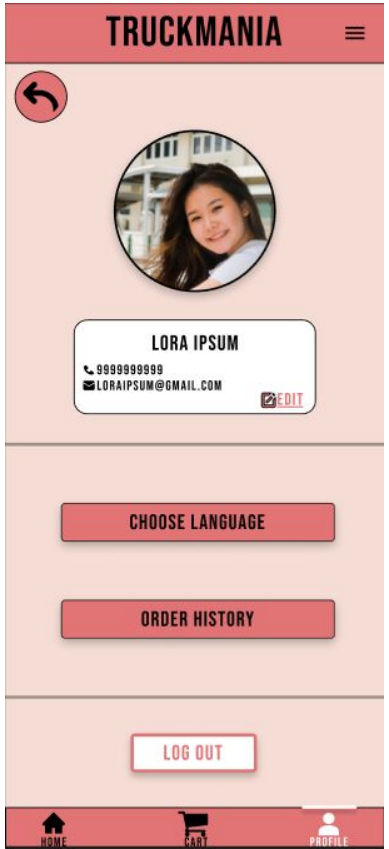


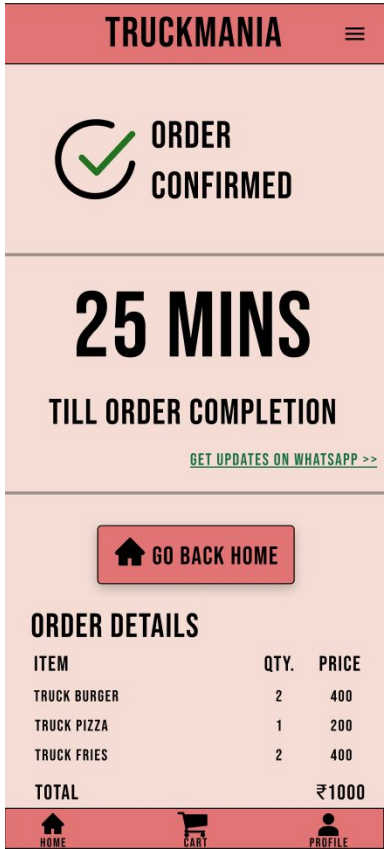


Google

Key Mockups


TRUCKMANIA
SELECT PAYMENT METHOD
SAVED CARDS
mastercard
********1304
LORA IPSUM
EXP. 02/28
mastercard
********1999
LORA IPSUM
EXP. 02/28
OTHER WAYS TO PAY
PAY VIA UPI
DEBIT/CREDIT CARD
PAY AND PLACE ORDER
HOME
CART
PROFILE

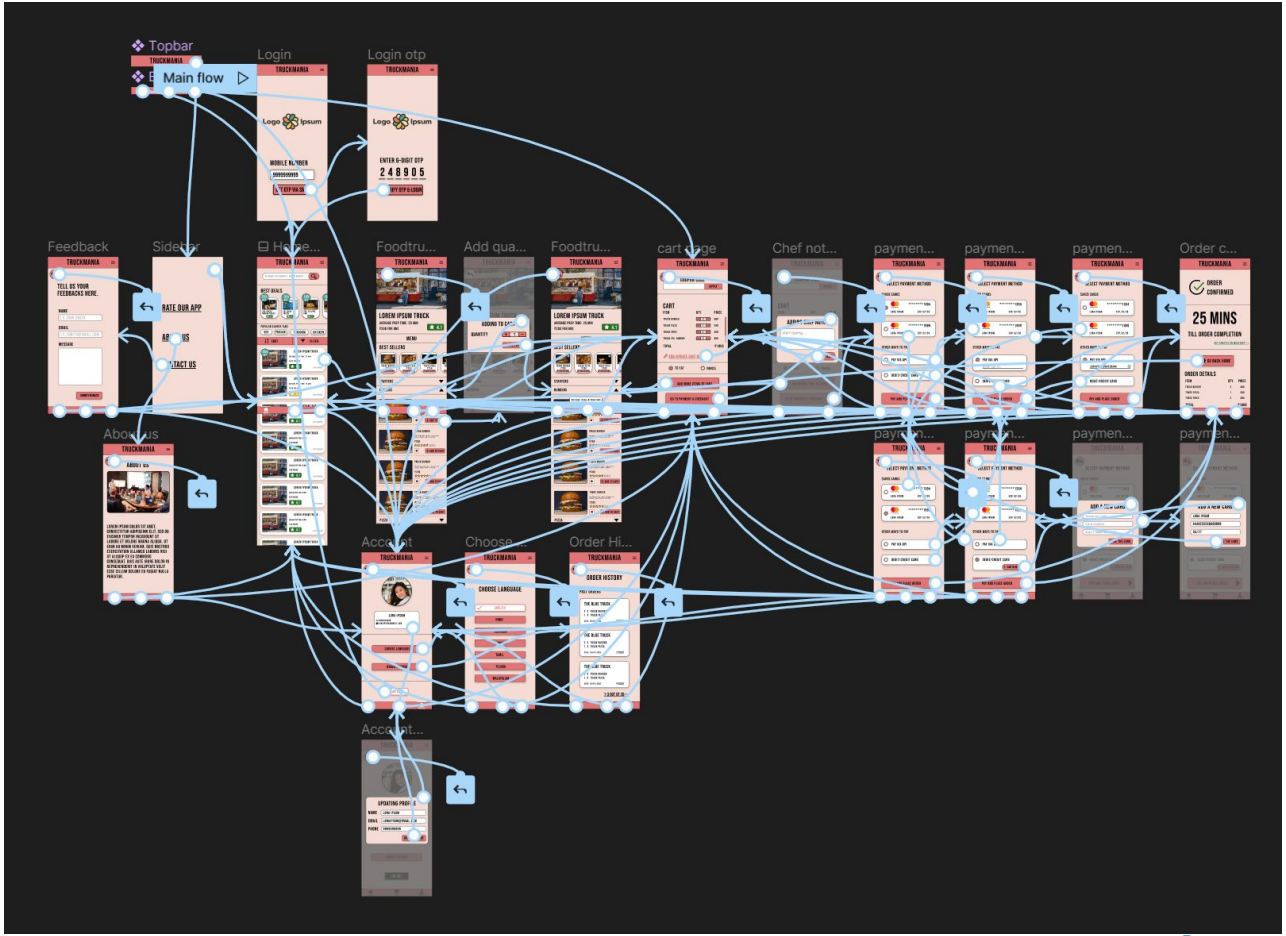

TRUCKMANIA
LORA IPSUM
9999999999
LORAIPSUM@GMAIL.COM
EDIT
CHOOSE LANGUAGE
ORDER HISTORY
LOG OUT
HOME
CART
PROFILE


TRUCKMANIA
ORDER CONFIRMED
25 MINS
TILL ORDER COMPLETION
GET UPDATES ON WHATSAPP >>
GO BACK HOME
ORDER DETAILS
ITEM
QTY.
PRICE
TRUCK BURGER
2
400
TRUCK PIZZA
1
200
TRUCK FRIES
2
400
TOTAL
₹1000
HOME
CART
PROFILE

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for choosing and ordering at a food truck and checkout. It also met user needs for a account customization and choosing language of choice.

View the TruckMania's [high fidelity prototype]



Accessibility considerations

1. Followed Accessibility standards while choosing colors to ensure the contrast follows AA and AAA standards for people with colorblindness.

2. Used icons to help make navigation easier.

3. List of alt text documented for each image so developers can incorporate during app development

4. Providing user the ability to change the language in which the app displays information to accommodate different language speaking groups in major metro cities.

Google

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

This app helps busy people save time spent on waiting in lines at local food trucks.

One quote from peer feedback:

“The app is so easy to use that I would definitely use this every time I wanted to eat at a local food truck, which is almost always ”

What I learned:

While designing the Truckmania app, I learnt a lot about how the initial processes about empathizing and defining user needs and how it helped me be clear on what needs to be designed. Usability studies and feedbacks helped me in improving the designs further.

Google

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.

Google

Let’s connect!

Thank you for your time reviewing my work on the Zia’s Pizza app! If you’d like to see more or get in touch, my contact information is provided below.

Email: dummy@email.com
Website: dummydesign.uxportfolio.com

Google

Thank you!

Google