

Welcome to Fresh Food Supply

Fresh Food Supply is one of the well-recognized restaurant in the Toronto city. This is located in the downtown cities of Toronto. This restaurant supply different types of fresh cooked meals, snacks, salads, varieties drinks according to seasons and also provide catering services. Their target customers are those families and workers who don't have time to prepare the healthy food at home. They are able to offer the healthy and fresh food by using this food ordering app. We can guarantee that our food price is the lowest in this competitive market and customer get fully satisfaction after using our service.

The problem

The target customers of Fresh Food Supply are typically located in Toronto areas, and they lack the time or skills necessary to prepare a meal.

The goal

Our goal was to design an app that is simple for all users - including non-native English speakers - that allows them to easily order fresh, healthy foods.

My role

My name is Surja. I grew in Nepal. Now I am living in Canada almost 6 years. In Canada my first job was in the food supermarket, then later I work in daycare. Even I am a daycare worker, I have a passion of designing. I want to be a very creative successful UX designer. I designed this Fresh food supply app according to users need and their problems. My responsibilities included: user research, wireframing, prototyping, usability testing, iteration and creation of the final high – fidelity prototype.

Project duration

January 2021 to April 2021

Research / Pain point of Users

We conducted interviews research in our target group of users. Mostly working adults are our target group of user. After interview we found that user use food ordering app for different reason. They use food ordering app not only lack of time to cook, most of the adult user they don't know how to prepared healthy and fresh food.

We found the following most important pain points in our target users:

- The app doesn't has alternative options for users
- The icons used in app is not enough big for all users

- The app doesn't show after how long the user will get food.
- Newcomer to Canada have trouble ordering food.
- The elements used in app are very tight. There might be chance to press wrong button.

The information we uncovered helped us realize we needed to do more to make ordering easy and engaging for busy users, and more usable for non-native English speaker user. Once we realized this, we had a clearer idea of how to move forward.

Usability study

Study type: Unmoderated usability study

Location: Canada, remote (each participant went through the usability study in their own home)

Participants: Ten participants, each completing the study individually

Length: Each session was 5-10 minutes, based on a list of prompts

Results: There is no lot of food option for vegetarian users, Users not sure how much quantity of food they will get when they order.

Accessibility considerations

For the Fresh Food Supply app, the icons, images and texts color is not too bright, it can be read easily by different visibility users and also all the images have related name text below.

What I learned

At the time when I finished to design Fresh Food Supply app, I thought I don't need to change lot and this might be final. But when finished usability study and got peer feedback, that made change my thought and I did continue iterating my app. Now app looks better than before but I still welcome the feedback for my future improvement. I want to say thanks all my teams, peers who gave me wonderful feedback and informative suggestions.

A Persona

"Daily busy working schedule i couldn't prepare food for me and my family."



Neha

Age : 40 years

Home town : Scarborough, Toronto

Family : Husban, with two daughters

Occupation : Wev developer

Goals

- I always concious about my health and want to eat fresh and health food everyday
- Can easily order healthy food for my family in short period to time.

Frustration

- Because of busy work schedule, i couldn't do grocery in time
- sometime i feel tire for searching healthy and fresh food for my family near around me

Neha is a busy working mom with tow daughters.Because of busy work schedule she has hardly time to do grocery and prepare food for her family. Free time she wants to spend her time with her family instate of cooking food.she wish her family always gets fresh and healthy food from near restaurant.

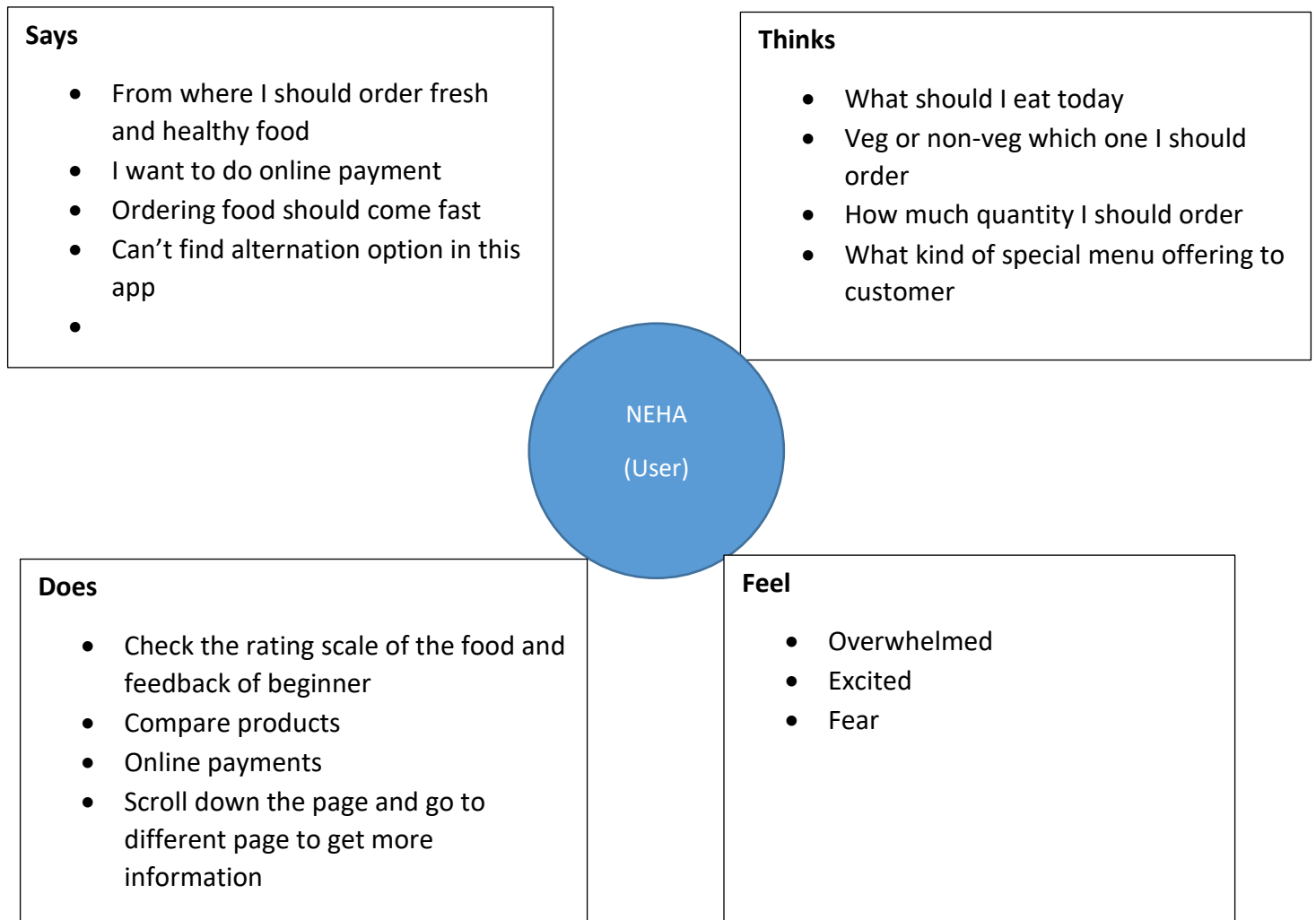
PROBLEM STATEMENT

Neha is a/ an busy working adult
user name user characteristics

Who needs easily accessible healthy food delivery app
user need

because she doesn't have time to cook food for family
insight

User Journey Map (persona :Neha)



According to the persona's : task list, feeling adjective and improvement opportunity are below:

Task List

- Select near restaurant
- Select the menu item
- Place order
- Confirm order
- Eat meal

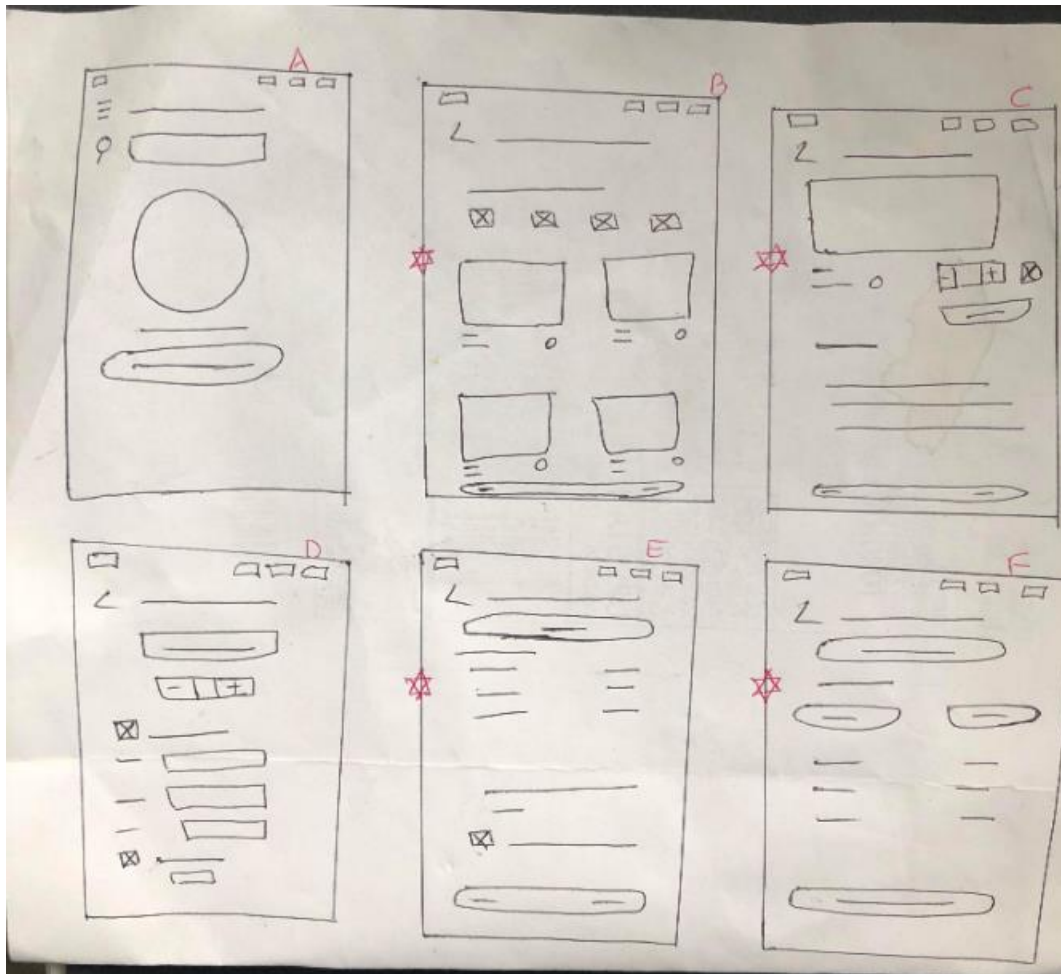
Feeling adjective

- Excited finding restaurant neat by them
- Annoyed not responding quick
- Frustrated food not delivered in time

Improvement opportunity

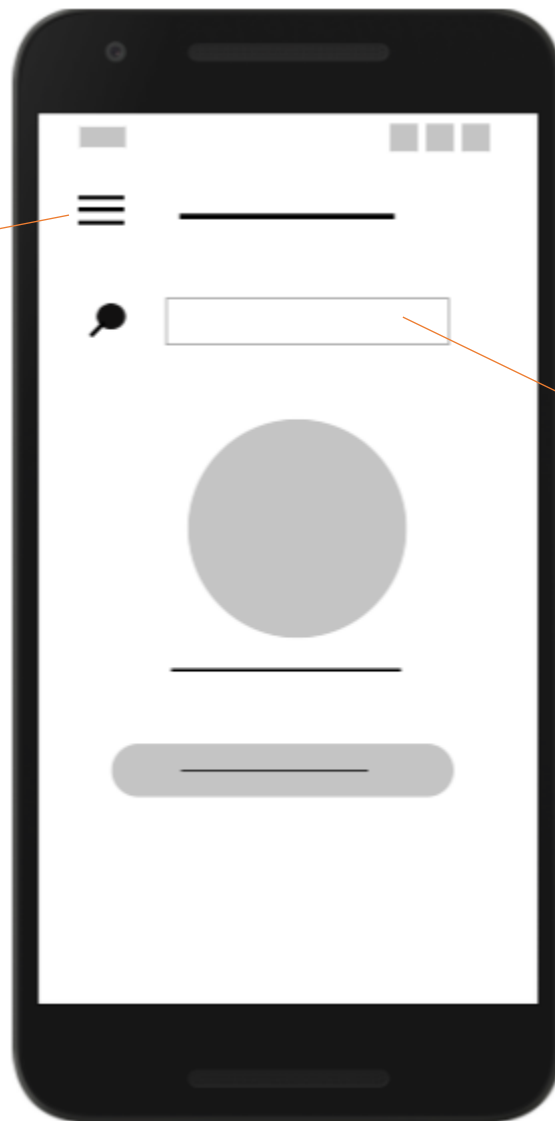
- Include a reward program

Paper wireframes



In above paper wireframes the star marked wireframes are the initials work which has not been modified after user feedback. The other two are iterated based on user feedbacks.

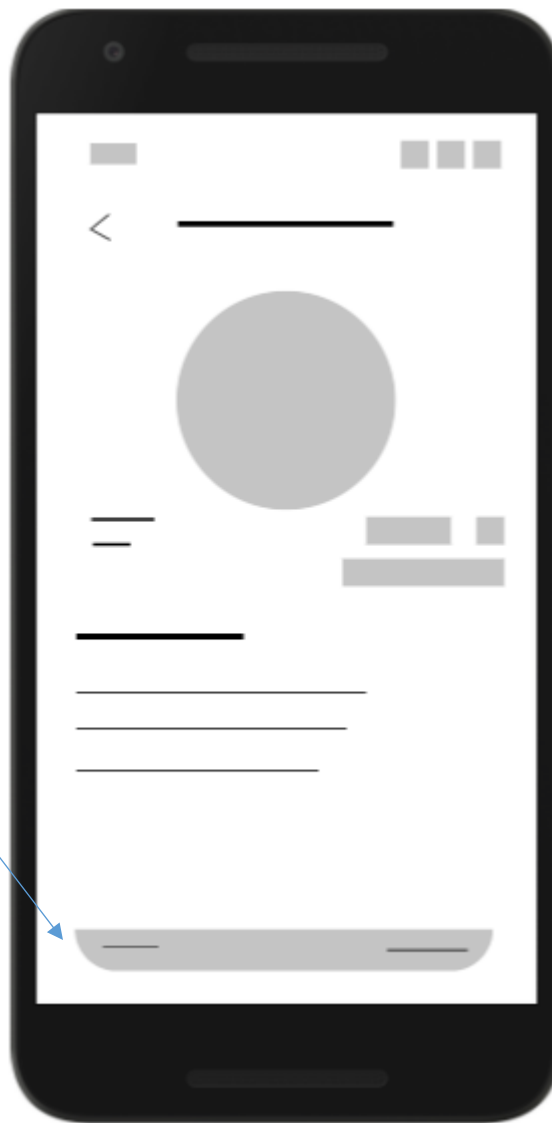
Digital wireframe



This navigate menu helps user to go through in different pages and can get information

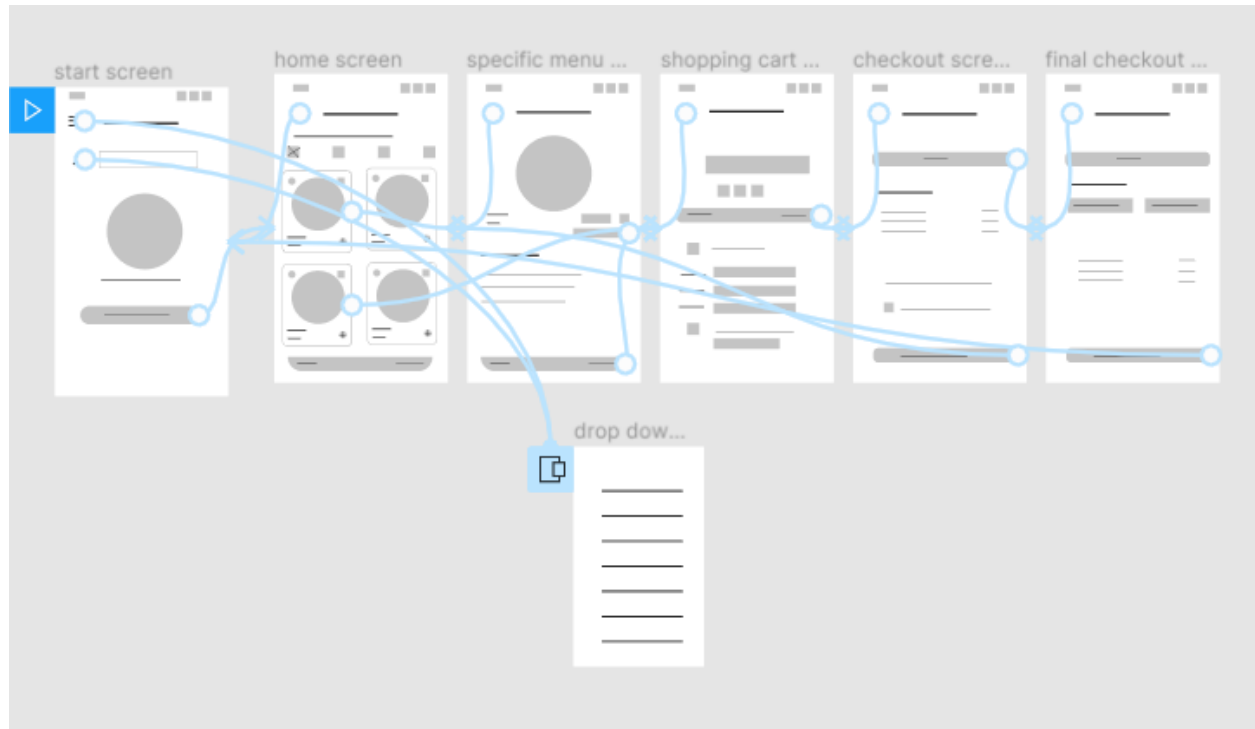
This is the another option for user to go different pages

Digital wireframe



Adding this button in different page helps users to get know how many item they select and how much the total price

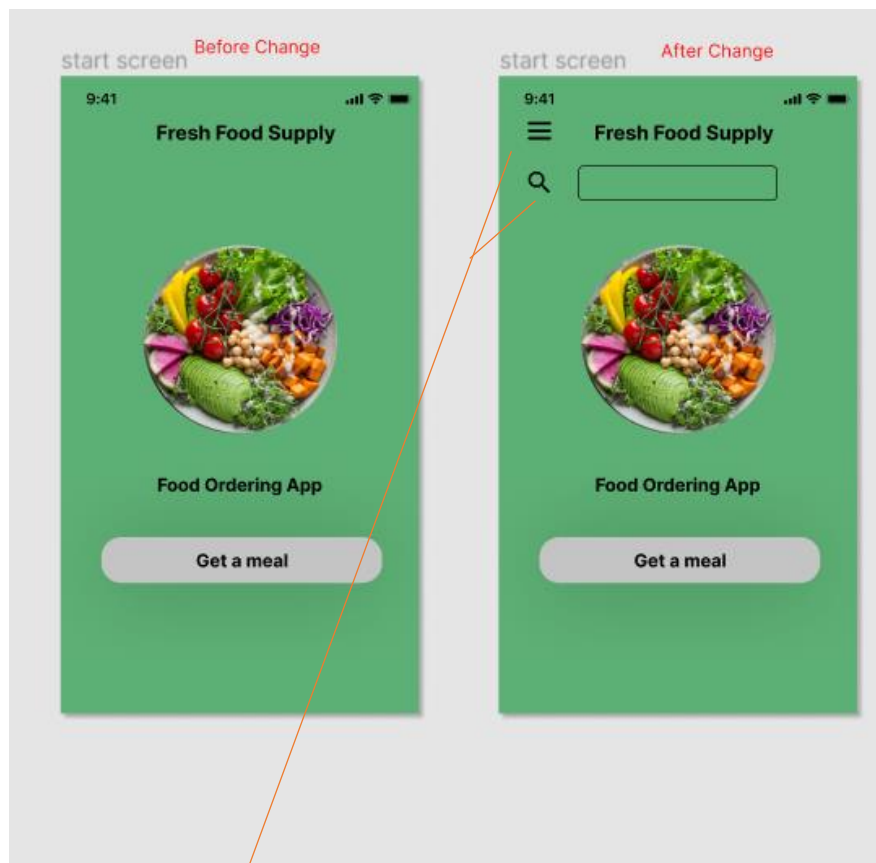
Low- fidelity prototype connection



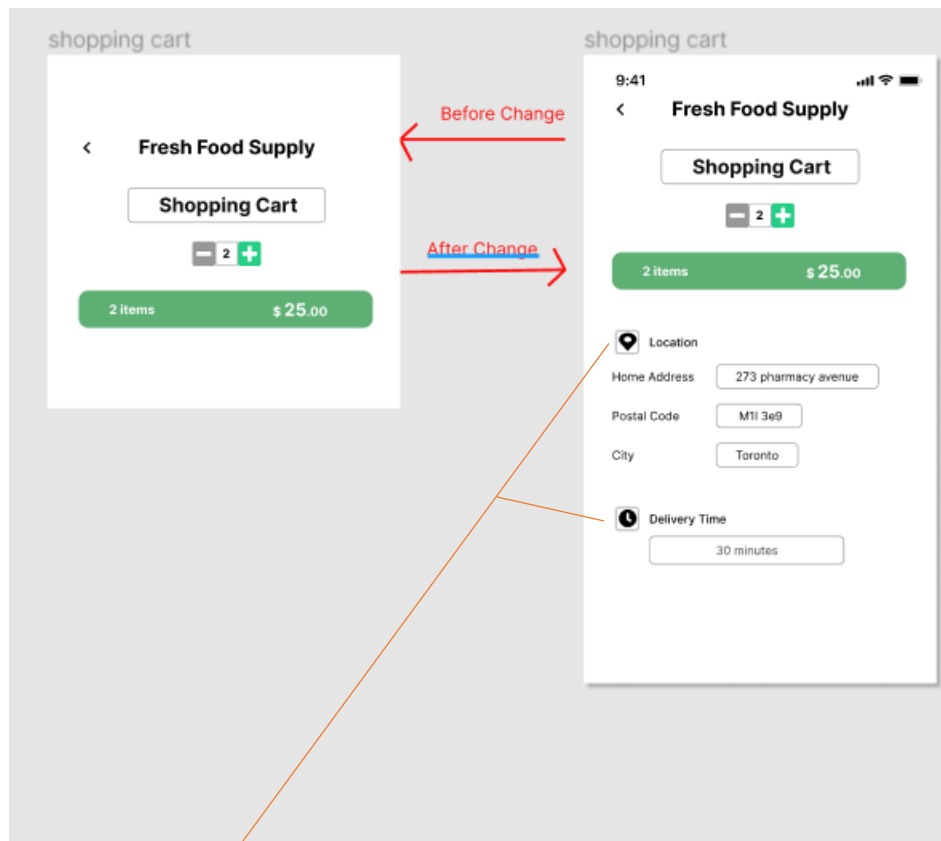
Wireframe Prototype link is given below:

<https://www.figma.com/proto/2REmBNJTofAyoZTtXdKzNx/food-delivery-app?node-id=106%3A2098&scaling=scale-down&page-id=100%3A0>

Changes made after usability study

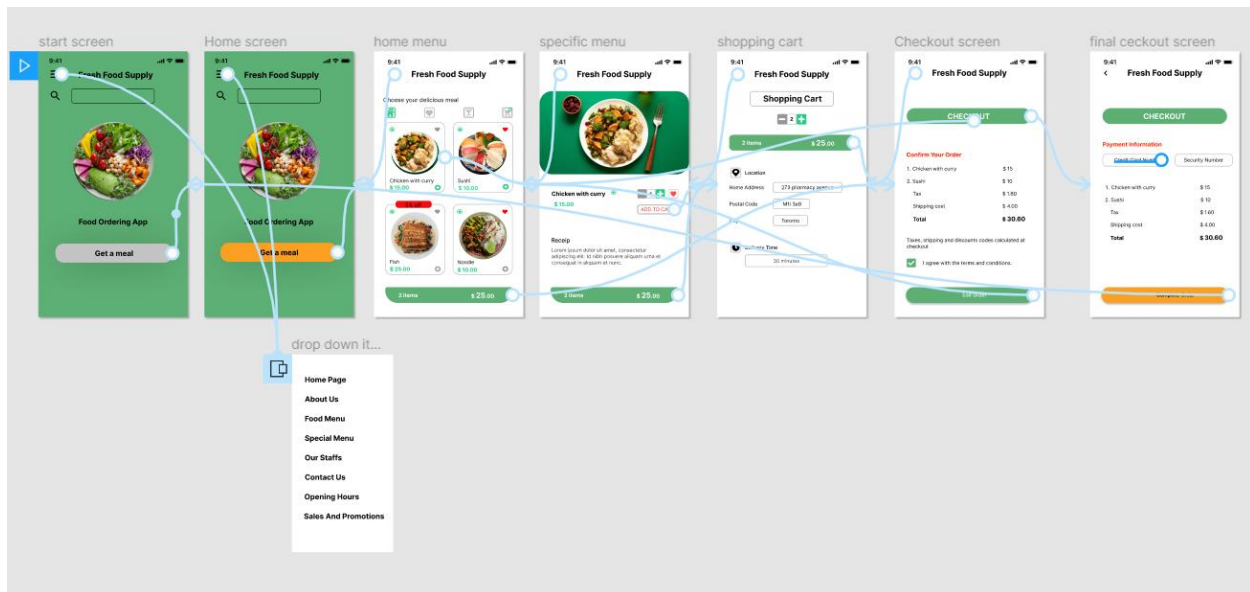


after usability study, I added menu and search icons in front screen which help user to get different information about the company. These are the alternative options of searching way in this app.



After usability study, I also iterated in the shopping cart screen. By adding location and delivery time in this app to get understand user when their order item will be arrived where.

High-fidelity prototype connection



High fidelity prototype line below

<https://www.figma.com/proto/2REmBNJTofAyoZTtXdKzNx/food-delivery-app?node-id=29%3A1&scaling=scale-down&page-id=2%3A1890>

Connect with me:

Thank you for time reviewing my work on Fresh Food Supply App. Let's get connected:

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