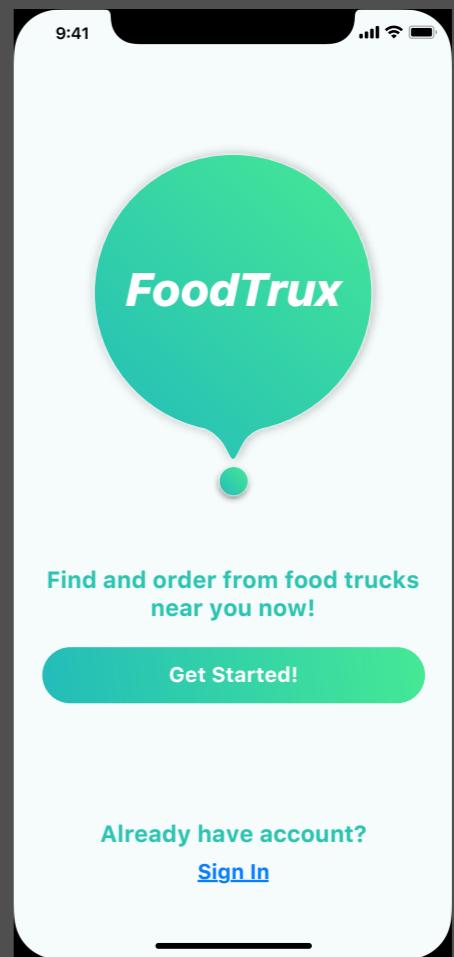


CASE STUDY

FoodTrux

- **Roles:** Digital Product Research, UX Design, Visual Design.
- **Deliverables:** User Interviews, User Surveys, User Personas, Competitive Analysis, User Stories, User Flows, Low-Fidelity Wireframes, High-Fidelity Wireframes, User Testing, and Prototyping.
- **Tools:** Sketch, InVision, Peek, Usability Hub, Google Surveys.



OVERVIEW

- **Overview:** FoodTrux is a mock mobile payment solution that allows users to find and order food from nearby food trucks, all in one simple, easy to use application. This clickable prototype meets the bare minimum requirements that were provided by the stakeholders by the means of user stories and required display views.
- **Problem:** There are many mobile payment solutions that exist currently, but there is no well-designed solution that pertains specifically to food trucks. There is a gap in the marketplace for an app that provides an end to end payments solution for food trucks.
- **Solution:** FoodTrux is an iOS app and mobile payment solution that provides users with one location to find food trucks nearby in real time, view a menu, select items for purchase and checkout. Users can also view their previous transactions, and provide feedback for each food truck they've purchased from. Foodtrux is a single solution that improves the payment process for food truck lovers.

RESEARCH

- **SWOT Matrix:** This was developed after completing a competitive analysis including Seamless, UberEATS and GrubHub. The takeaway from the SWOT Matrix is that this app will be the first to provide an end to end payments solution for the food truck industry. If user experience is positive, then this app will be a success.

Strengths

Increase customer orders for food truck owners, improve food truck ordering experience for customers.
Easy to use and well-designed.

Weaknesses

Limited to select cities with food trucks, which limits overall user base.
Accuracy of food truck details and order success depends on the food truck owners.

Opportunities

Rapidly growing food truck industry.
Adoption and customer loyalty. Build sense of food truck community through rating & reviews.

Threats

Lots of competition when it comes to lunch, such as Seamless. There are also apps such as Twitter which allow you to find food trucks in real-time already.

RESEARCH

- **User Research:** Conducted user research via interviews, user surveys, visiting food trucks in person, speaking with people in food truck lines, and by using existing apps and documenting the end to end payments process - what features worked and which features could be improved.

100% of surveyed users have purchased food from a food truck before, if you count their local ice cream truck.

5% of surveyed users have looked at the menu online before going to a food truck.

0% of surveyed users have ever used a mobile payments solution to purchase food from a food truck.

90% of surveyed users enjoy reading and/or writing reviews.

70% of surveyed users have been aggravated with the length of the food truck line at least once.

90% of surveyed users would appreciate a way to see all food trucks in the nearby area and learn about any promotional discounts or offerings.

RESEARCH

- **User Personas:** Developed in **Sketch** and based off of the user research that was conducted via surveys and interviews. This allowed our design team to understand the users' goals, behaviors, and how they will use the application. Here is a sample persona for a food truck owner.

Become a Culinary Star - Maximize Resources - Grow the Business

DAVID M.

AGE 32

OCCUPATION Food Truck Owner & Chef

LOCATION New York, NY

GENDER Male



MOTIVATIONS

David is an ambitious chef and part owner of a food truck. His goal is to get high ratings and reviews, and to grow the customer base because he wants to make a big name for himself in the culinary world. He would like to hit the maximum order count every day, leaving no leftover food in the truck.

GOALS

- Make delicious food that people love
- Reach maximum order count every day
- Maintain high food ratings and reviews on social media

FRUSTRATIONS

- Long lines and bad weather deter potential customers
- Customers don't know we exist or where to find us
- No way to market special promos like discounts or free samples to grow the customer base
- Limited space to store food

BIO

David is an up and coming chef with 4 years of culinary experience. He started a food truck business so that his cooking would be the star of the show. He needs to make sure this business is a success to prove to himself and also his family that becoming a chef and starting a food truck business was a good career decision.

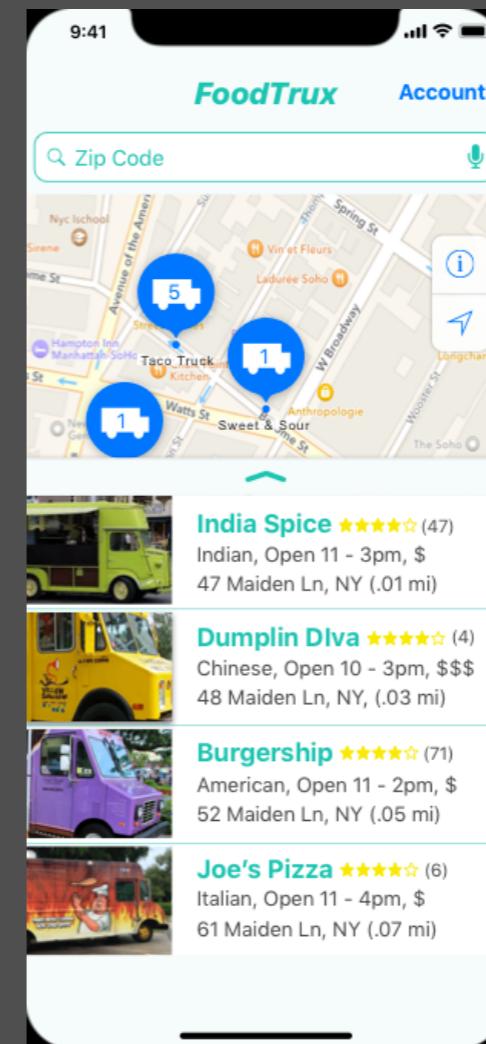
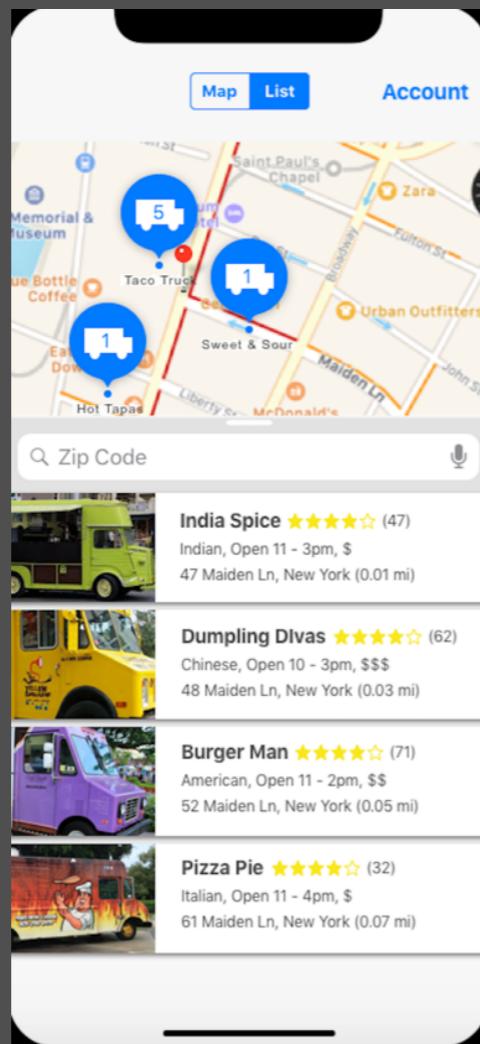
STRATEGY

- **User Stories:** The user stories and many details for the display views were provided by the stakeholders in advance. The design team adhered to these requirements and then conducted extensive user testing to validate the design decisions.

PRIORITY	ACTION	REASON
HIGH	SELECT A TRUCK	ONCE A USER SELECTS A TRUCK FROM THE MAP, AN OVERLAY SHOULD APPEAR WITH SOME BASIC INFORMATION, SUCH AS THE NAME AND DISTANCE FROM THEIR CURRENT LOCATION. THE USER SHOULD HAVE THE ABILITY TO VIEW MORE DETAILS ABOUT A FOOD TRUCK FROM THIS OVERLAY.
HIGH	DETAIL VIEW	A FOOD TRUCK DETAIL VIEW SHOULD CONTAIN MORE INFORMATION ABOUT ITS CURRENT LOCATION, HOURS OF OPERATION, FOOD SELECTIONS BY CATEGORY, AND REVIEWS OF THE FOOD AND SERVICE.
HIGH	VIEW MENU	DISPLAYING A MENU THAT'S CATEGORIZED BY MEAL TYPE WILL ALLOW USERS TO FIND FOOD OPTIONS WITH EASE, AND ADD ITEMS TO THEIR CART. YOU SHOULD GIVE THEM THE ABILITY TO CHANGE THE QUANTITY IF THEY CHOOSE TO ORDER MORE THAN ONE OF EACH ITEM SELECTED.
HIGH	CREATE AN ACCOUNT	USERS WILL WANT TO MAKE THE PAYMENT PROCESS SIMPLE, SO ALLOW THEM TO CREATE AN ACCOUNT, SAVE A CREDIT CARD AND SET IT UP AS THEIR DEFAULT PAYMENT.
HIGH	SELECT MENU ITEMS	ONCE A USER MAKES A DECISION OF WHAT TO PURCHASE FROM THE MENU, THEY WILL NEED A WAY TO BUY IT. CREATE A WAY FOR USERS TO SELECT ITEMS, CHANGE THE QUANTITY OF EACH ITEM, AND ADD THEM TO THEIR CART.

DESIGN

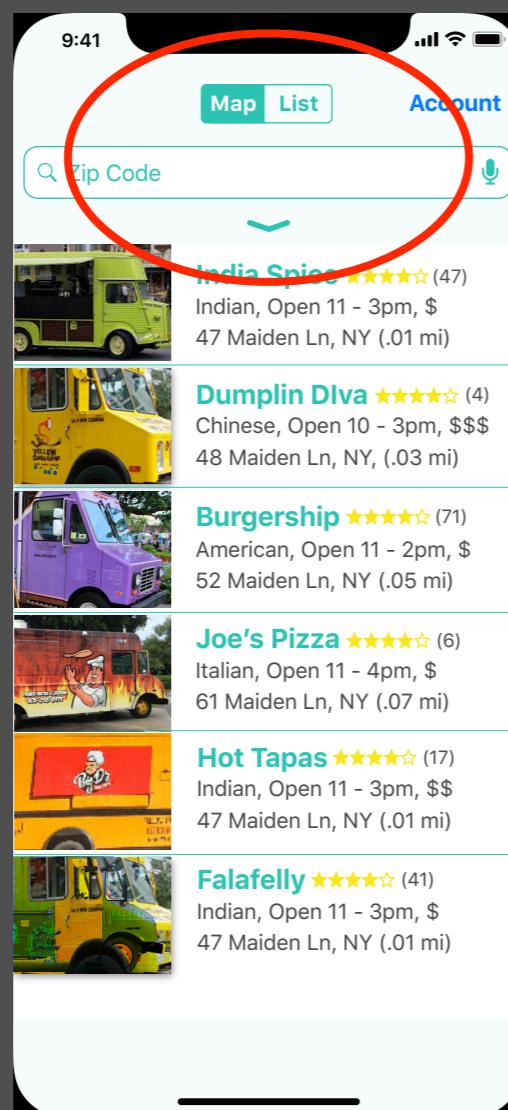
- **Wireframes:** Low-fidelity wireframes were created on pen and paper and then **Sketch** to display content placement options for the stakeholders. High-fidelity wireframes were then created to provide exact sizing of each element. Testing was completed through **Peek** to validate the user flow and design decisions.



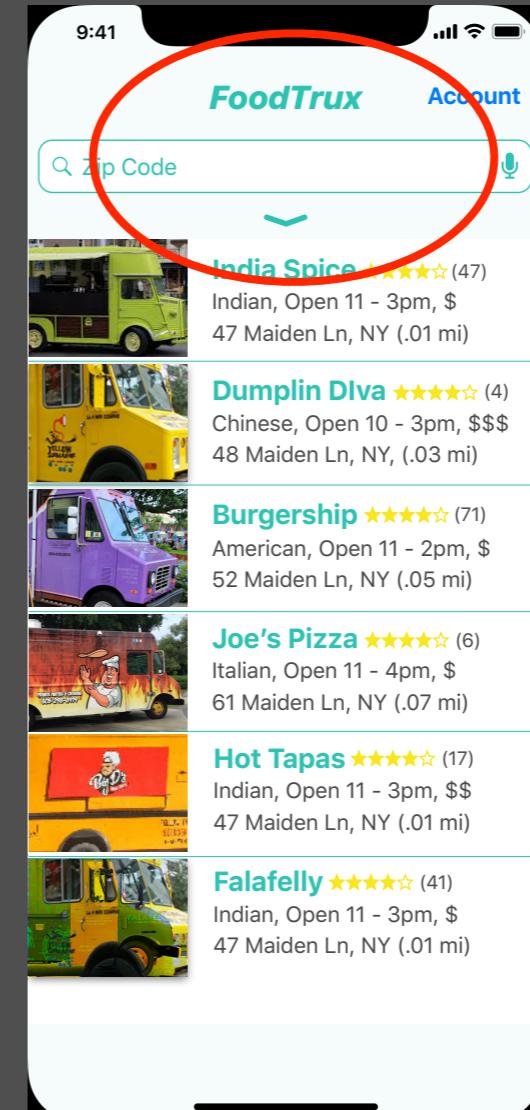
[View Wireframes](#)

TESTING

- **Results:** One of the tasks that users were asked to complete was to go from the list view to the map view. The results revealed that the “map” and “list” buttons at the top of the page were taking up too much space, and they were unnecessary and repetitive when users could just use the arrow to swipe from the list to the map view. Based off of the feedback we made updates to improve the usability and also please the stakeholders.



• Original



• Final Version

CONCLUSION

- **Solution:** This was the first iOS app that I built so I really enjoyed learning about Apple's iOS Human Interface Guidelines and adhering to those requirements. The biggest takeaway I had from this exercise was managing the stakeholder's requirement's and expectations, while making sure to put the users first. User testing through Peek and UsabilityHub gave me the data I needed to back my design decisions.
- The result is a well designed solution which brought the stakeholder's vision to life. FoodTrux is the first mobile payment solution which allows users to find and order food from nearby food trucks, all in one simple, easy to use application.
- *Designed and Developed as an exercise for the UX/UI Foundation Course at Bloc.io*