

Savory Sandwiches Case Study

Tom Rago

Project overview



The product:

Savory Sandwiches is a local sandwich shop located in the suburbs of Philadelphia. Our mission is to expand our customer base with adding an online user experience.



Project duration:

October 2021 - December 2021



Project overview



The problem:

Customers need a faster more efficient way of ordering food online. Also, ordering food online should be easy for people who are not tech savvy.



The goal:

People are busy and sometimes don't have the time to cook, so we want customers to be able to order online and get the best quality sandwich.

Project overview



My role:

UX designer designing app for Savory Sandwiches.



Responsibilities:

Conducting interviews, creating paper and digital wireframes, creating prototypes, and conducting usability studies.

Understanding the user

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

User research: summary



I conducted interviews with users who order takeout at least once a week in the local area.

This user group agreed that customers sometimes don't want to cook or don't have the time. Apps sometimes aren't user friendly towards customers who aren't tech savvy.

User research: pain points

1

Time

Customers have limited time with tough work schedules to cook meals.

2

User Friendly

Apps sometimes are confusing to customers who aren't tech savvy.

3

Meal Customization

Online ordering sometimes doesn't have enough customization options.

Persona: Larry

Problem statement:

Larry is a business owner who is very busy and has limited time to cook and needs somewhere with food customization for his wife with a gluten allergy.



Larry

Age: 58

Education: High School

Hometown: Langhorne, PA

Family: Wife and 2 kids

Occupation: Business Owner

"I own my own business so I don't have a lot of time to make dinner when I get home."

Goals

- Spend time with wife and kids when I get the chance.
- Eat healthier.

Frustrations

- "My wife has a gluten allergy and many shops do not have gluten free products."
- "I'm on the go a lot for my job and there isn't a lot of fast, healthy options out there."

Larry owns an exterminating business and has little time to cook when he gets home. When he gets done work his job isn't done when he's home. Also, his wife has a gluten allergy so it is hard to find places that offer gluten free food near them. Larry wants a fast, reliable, quality food service with gluten free options.

User journey map

Mapping Larry's user journey revealed how it would be helpful to add customization options for this app.

Persona: Larry

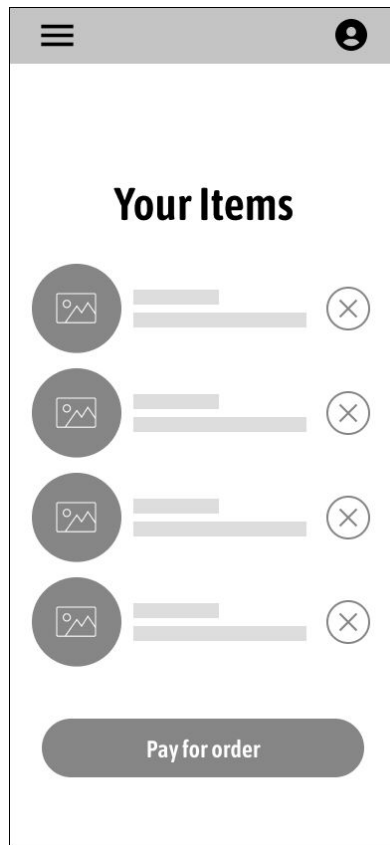
Goal: Order food my wife and I

ACTION	Go to sandwich shop	Check out food on menu board	Place Order	Pay for Order	Sit and down and enjoy meal
TASK LIST	Tasks A. Drive to sandwich shop.	Tasks A. Look for sandwich for me. B. Look for a gluten free item for my wife.	Tasks A. Place orders. B. Make sure they know wife has a gluten allergy.	Tasks A. Pay for sandwiches.	Tasks A. Find table for wife and I. B. Check to make sure bread is gluten free.
FEELING ADJECTIVE	User emotions Excited	User emotions Curious	User emotions Careful	User emotions Nothing	User emotions Happy
IMPROVEMENT OPPORTUNITIES	Nothing	Ask employee about gluten free items	Area to improve Nothing	Area to improve Nothing	Area to improve Nothing

Digital wireframes

My goal with this design was to make it simple so all users could have a great user experience.

Simple cart screen



Digital wireframes

I made sure to have customization buttons for the sandwich page.

This is an example of the customization options for the sandwich.

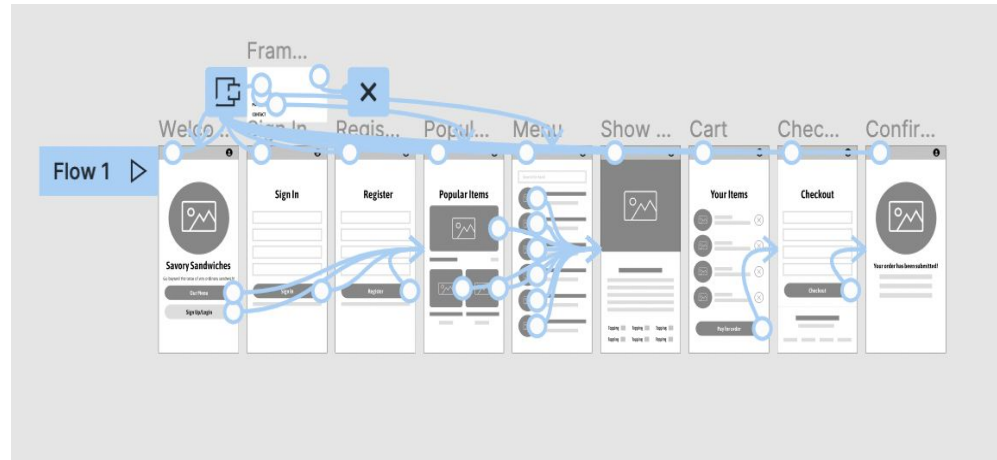


Low-fidelity prototype

This low fidelity prototype shows the flow of signing up/registering. It also shows ordering online and paying.

View Savory Sandwiches

[Low fidelity prototype](#)



Usability study: findings

I conducted to 2 rounds of usability studies. Round 1 is a study from the wireframes and Round 2 is a study from the low fidelity prototype.

Round 1 findings

- 1 Users want food online to be quick.
- 2 Users want ordering online to be simple.
- 3 Users want a variety of customization.

Round 2 findings

- 1 Needs customization for food.
- 2 Checkout was simple and easy.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

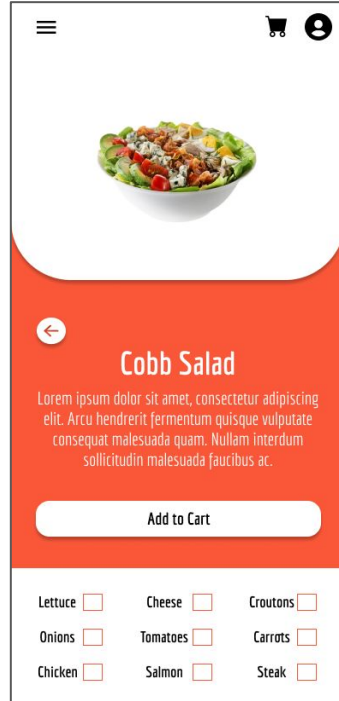
Mockups

After the usability study, I added more customization for the user to add/remove different options for their meal.

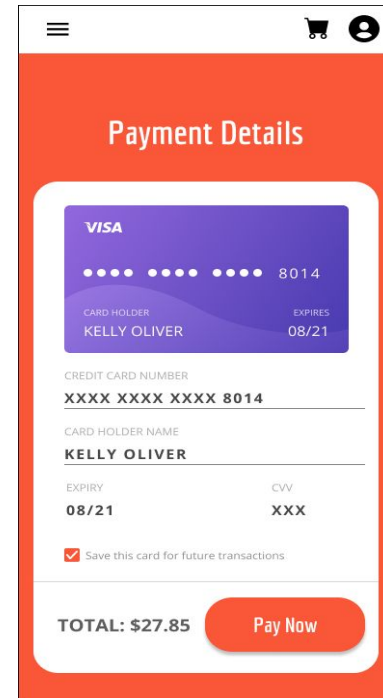
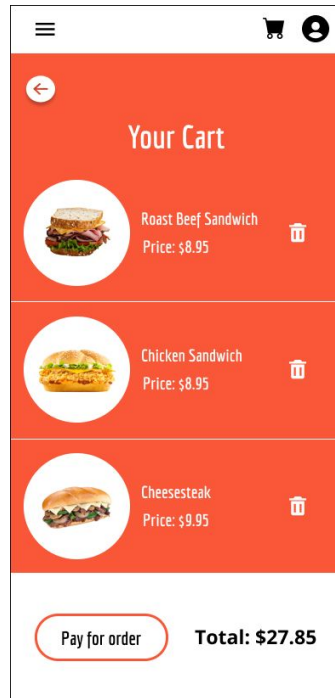
Before usability study



After usability study



Mockups

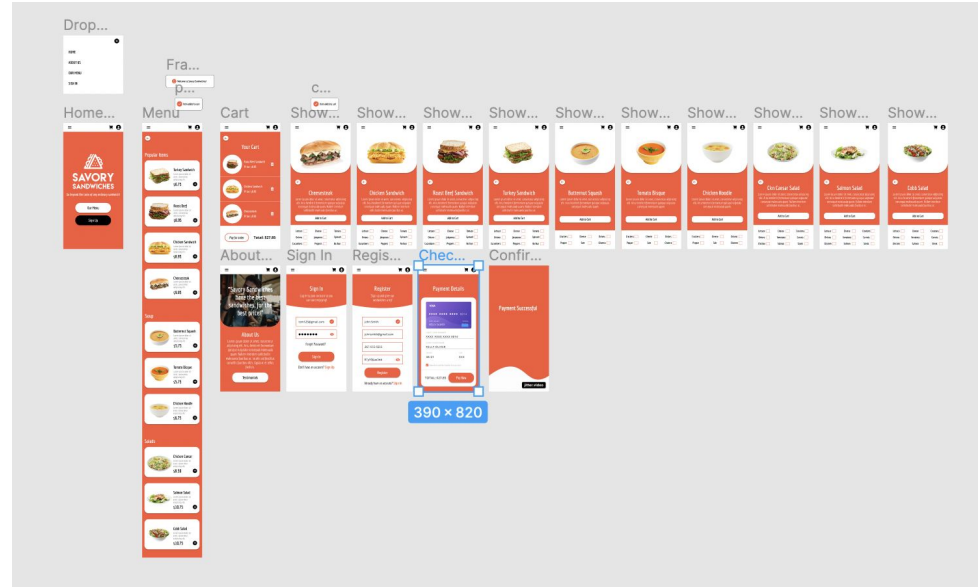


High-fidelity prototype

The final hi-fidelity prototype shows the simple flow of ordering and customizing.

View Savory Sandwiches

[Hi-fidelity prototype](#)



Accessibility considerations

1

Used clear and big images to see detailed food.

2

Use icons so it is easier for users to navigate.

3

Fonts are larger for users with impaired vision.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The Savory Sandwiches app helps online ordering and focusing on customers needs.

One quote from feedback:

"This app makes ordering sandwiches and customization so simple!"



What I learned:

Making this app I learned how much usability studies really work. They are necessary to give the customers the best app fitted to their needs.

Next steps

1

Do another usability study
to get the best feedback I
can.

2

Compare final product
app to competitors to see
how it levels up.

Let's connect!



Thank you for reviewing my work on Savory Sandwiches! If you'd like to see more of my work or get in touch with me, my contact information is provided below:

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