

# Food Booking App Design

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Varun B P

# Project overview



## The product:

BOOK FOOD, the app for effortless food ordering and instant booking from your favorite restaurants and eateries. Whether you're a busy professional squeezing in a quick lunch or a student craving a late-night snack, BOOK FOOD simplifies the entire process, ensuring you get your desired meal with just a few taps on your smartphone.



## Project duration:

1 month



Get your food from the place you like!!!

Order Food



Latest places near you

# Project overview



## The problem:

Many struggle with long waits and inconvenience when ordering food. We need a solution for instant food booking, catering to busy professionals and students seeking quick, hassle-free meals.



## The goal:

Design a Book Food app to be user friendly by providing clear navigation and offering a fast booking and checkout process.

# Project overview



## My role:

UX designer leading the Book Food app design



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design.

# Understanding the user

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

# User research: summary



I conducted user interviews to gain insights into the target audience's needs and preferences, which I then translated into empathy maps to deepen my understanding. What emerged was a clear picture: many users view ordering food online as a convenient and enjoyable break from their busy schedules. However, existing food ordering platforms often fail to provide a seamless and user-friendly experience, leading to frustration and disappointment.

# User research: pain points

1

## Complex Interfaces

Users are overwhelmed by cluttered and confusing interfaces, hindering their ability to navigate and place orders efficiently

2

## Time-consuming Process

Excessive time spent navigating menus and options detracts from the convenience online ordering should offer, causing frustration and inconvenience.

3

## Frustration with Errors

Technical glitches, order inaccuracies, and payment issues lead to dissatisfaction and undermine trust in the platform, resulting in a negative user experience.

# Persona: Suhas

## Problem statement:

Suhas is a busy college student who needs a simple app that could help him to order his liking food quickly, so not to wait in queues to order food.



Suhas

**Age:** 21

**Education:** Engineering student

**Hometown:** Davangere, Karnataka

**Lifestyle:** Busy student

*"Between classes, assignments, and exams, I barely have time to cook or eat out. I wish there was a simple app that could help me order tasty food quickly, so I can refuel and get back to studying without any hassle."*

## Goals

- Save time: Efficient online food ordering for quick study breaks.
- Enjoyment: Relaxing dining experiences to socialize or unwind.
- Convenience: Hassle-free customization and prompt delivery to dorm or study area.

## Frustrations

- Academic Demands: Limited time for leisure activities due to tight deadlines and heavy coursework.
- Technology Overload: Overwhelmed by complicated food ordering platforms, prefers simplicity.
- Budget Constraints: Seeks affordable dining options without compromising quality.

Suhas, a 21-year-old engineering student in Davangere, juggles studies with exploring local cuisine. Despite his busy schedule, he prioritizes simplicity and convenience in dining experiences.

Suhas, a busy college student, juggles tight deadlines and heavy coursework while seeking convenient dining solutions. Overwhelmed by complex ordering platforms, he desires simplicity and affordability without compromising quality. With limited leisure time, Suhas values a quick and stress-free way to refuel during study breaks.



# User journey map

I created a user journey map of Suhas's experience using the site to help identify possible pain points and improvement opportunities.

## Persona: Suhas

Goal: Booking food items to avoid waiting in queues

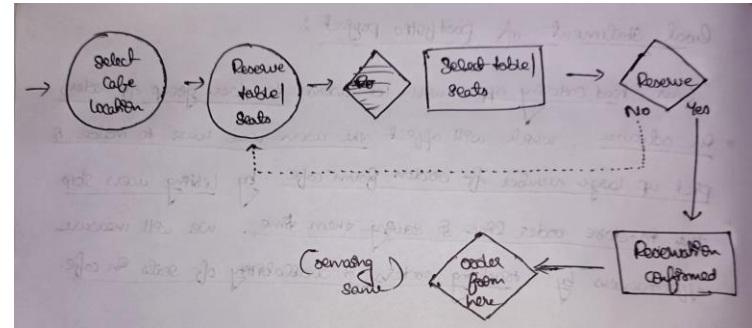
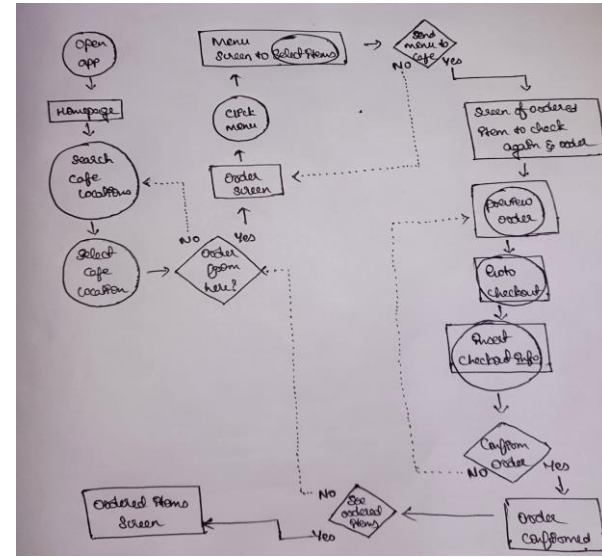
ACTION	Chooseapp	Browseapp	Chooseitems	Add to cart	Check out
TASK LIST	A.Search for food booking apps B.Choose a app that has easy food booking	A.Browse the app to find food items B.Explore the all items in the particular shop	A.Select food item,quantity of food item	A.Add items to the cart	A.Review cart B.Add billing information C.Make payment D.Confirm order
FEELING ADJECTIVE	Eager to order food	Happy to be browsing  Overwhelmed by layout and confusing navigation	Unsure about the price before selecting	Cant directly remove the items from the cart	Need some more options in payment
IMPROVEMENT OPPORTUNITIES	Create an app for booking food with interactive homepage	Improve information architecture	Make to select multiple items at a time	Cant exactly know whether items are in cart or not	Easy understanding checkout



# Sitemap

Users grapple with cluttered interfaces, leading to inefficient navigation and frustration. Technical glitches and order inaccuracies further diminish trust and satisfaction.

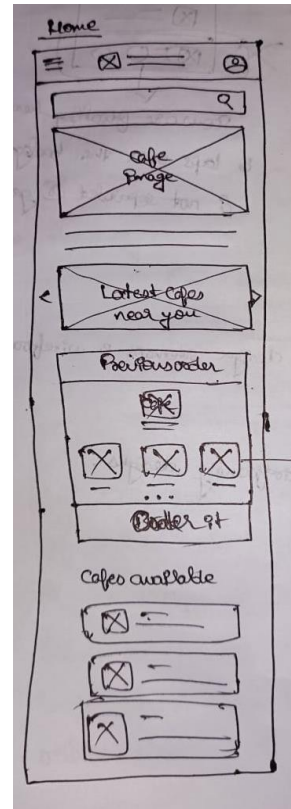
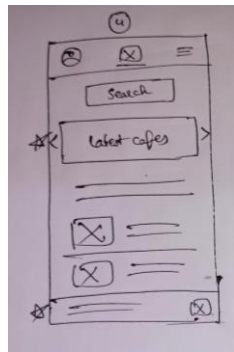
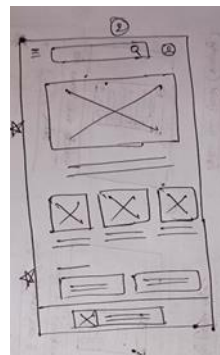
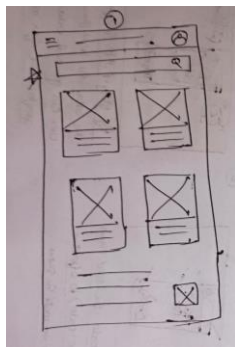
Goal: Simplify interface design and enhance system reliability to streamline navigation and ensure error-free ordering experiences, fostering trust and satisfaction among users.



# Paper wireframes

Next, I sketched out paper wireframes for each screen in my app, keeping the user pain points about navigation, browsing, and checkout flow in mind.

The home screen paper wireframe variations to the right focus on optimizing the browsing experience for users.



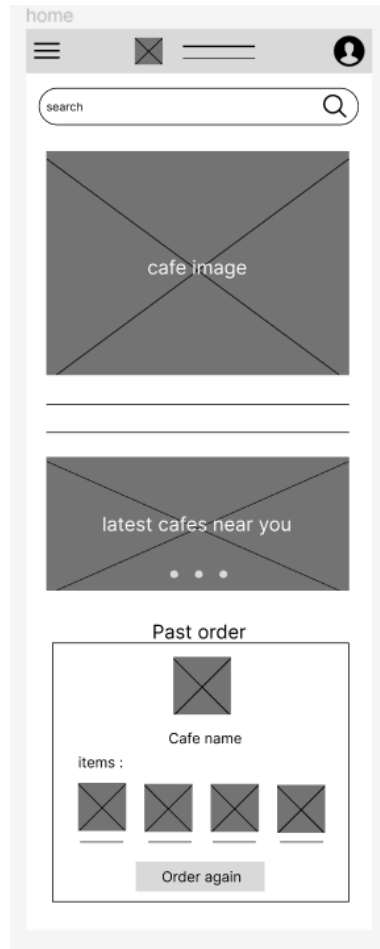
Refined paper wireframe

Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

# Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy.

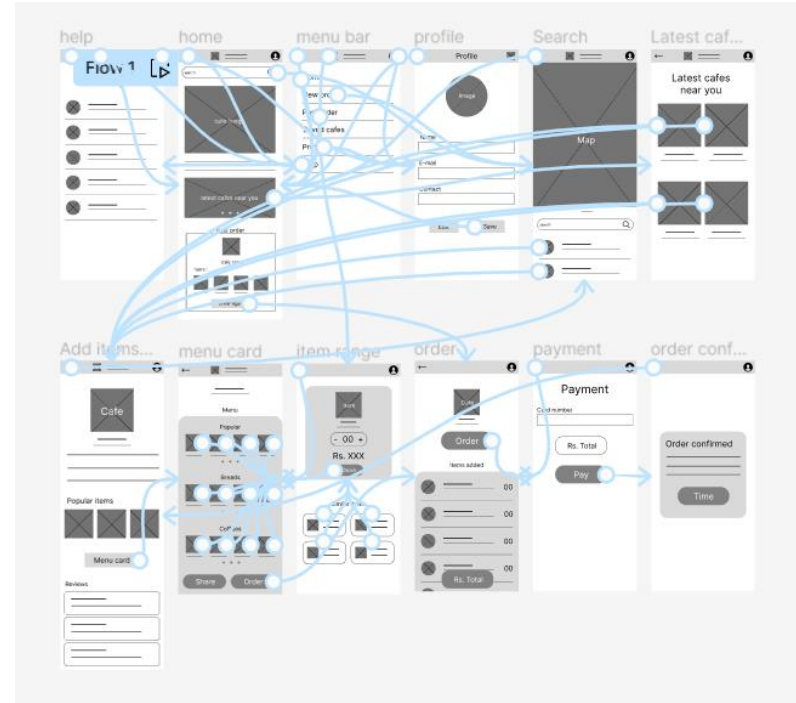


Homepage is optimized for easy browsing through the carousel of images and nav menu options

# Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.

At this point, I had received feedback on my designs from members of my team about things like placement of buttons and page organization. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.



View [Book Food's low-fidelity prototype](#)

# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

Davangere, Karnataka



## Participants:

5 participants



## Length:

20-30 minutes

# Usability study: findings

These were the main findings uncovered by the usability study:

1

## Cart

Once at the checkout screen, users didn't have a way to edit the quantity of items in the cart

2

## Checkout

Users weren't able to easily copy the shipping address information into the billing info field

3

## Account

During the checkout process, there wasn't a clear way for users to log in to their account to pre-fill previous billing and shipping info



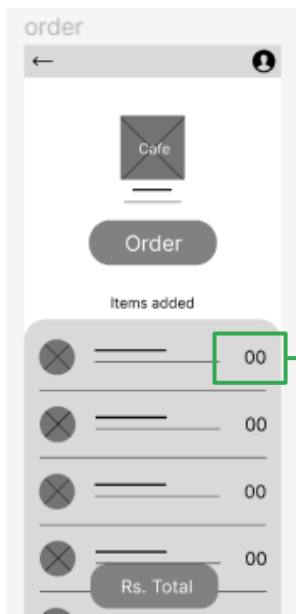
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

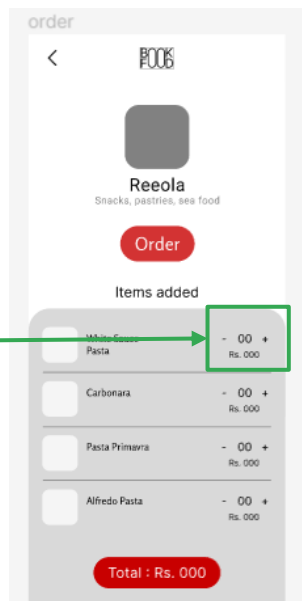
# Mockups

Based on the insights from the usability study, I made changes to improve the site's checkout flow. One of the changes I made was adding the option to edit the quantity of items in a user's cart using a simple "+" or "-" option. This allowed users more freedom to edit their cart without going through a complicated process to add or remove items.

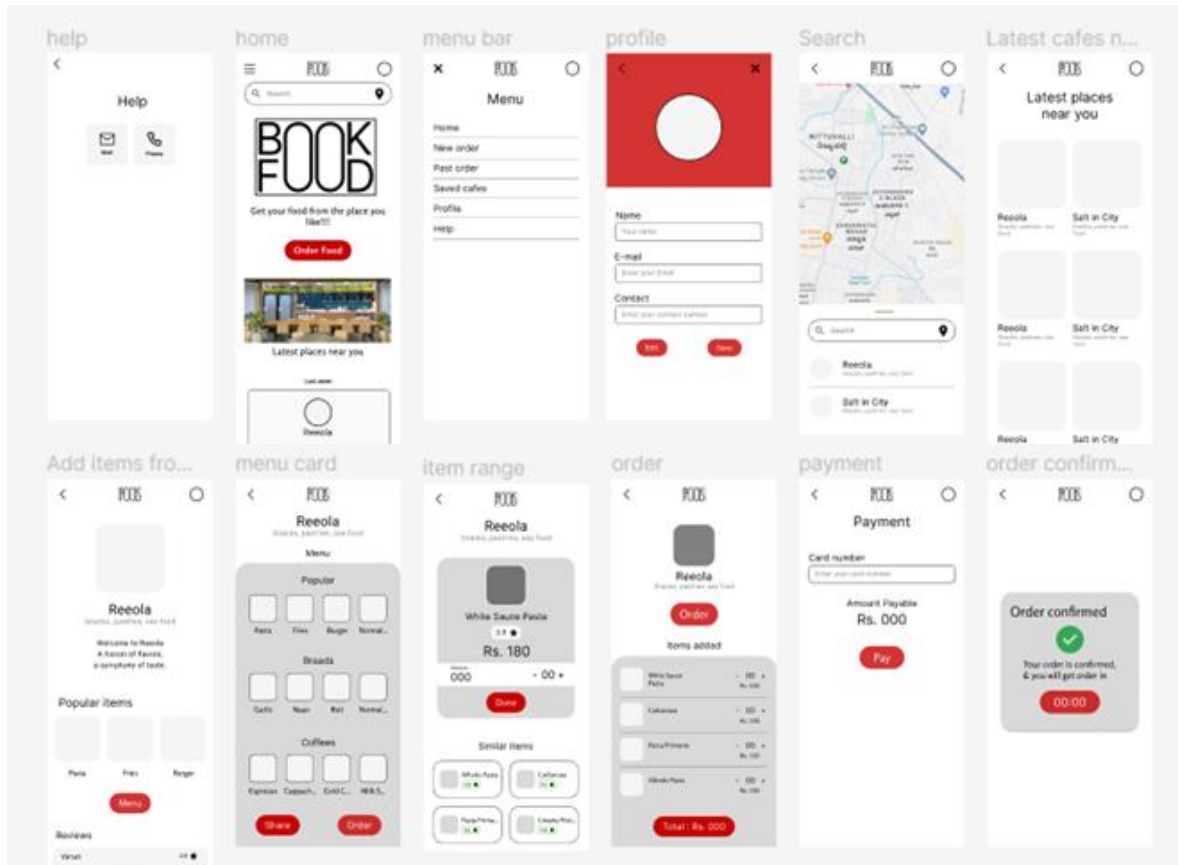
Before usability study



After usability study



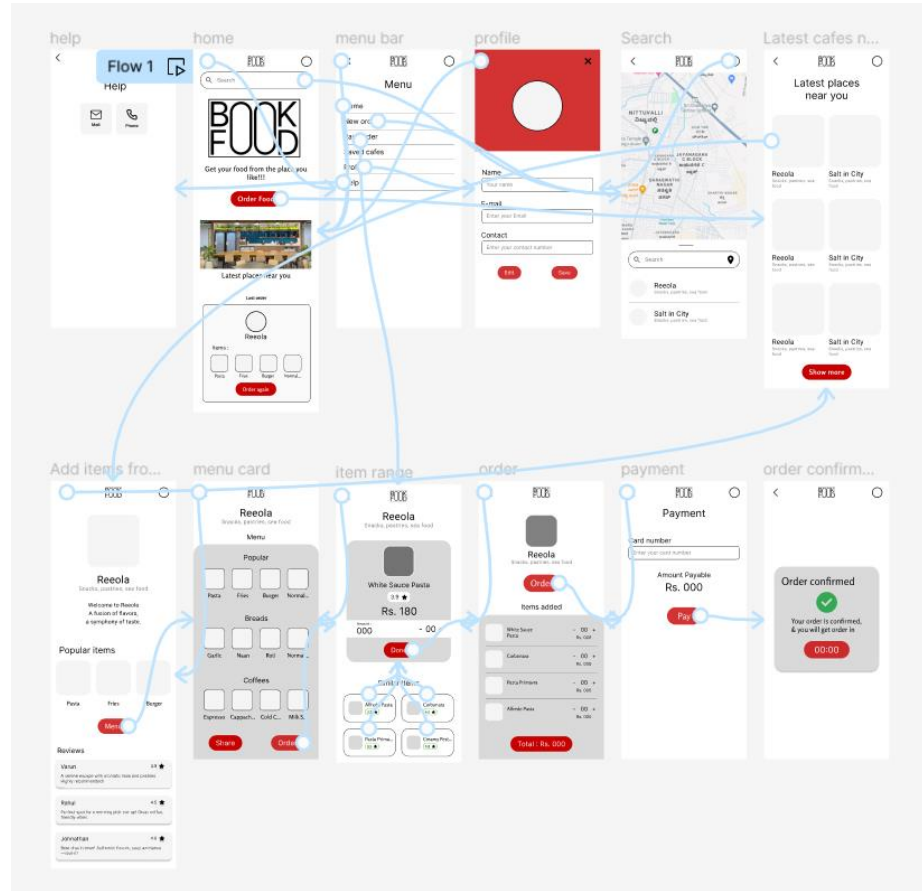
# Mockups: Original screen size



# High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study, as well as several changes suggested by members of my team.

View the Book Food's [high-fidelity prototype](#)



# Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I used landmarks to help users navigate the site, including users who rely on assistive technologies

3

I designed the site with alt text available on each page for smooth screen reader access

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

Our target users shared that the design was intuitive to navigate through, and shared that they have easy and simple checkout.



## What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

# Next steps

1

Conduct follow-up  
usability testing on the  
new website

2

Identify any additional  
areas of need and ideate  
on new features



# Let's connect!



Thank you for reviewing my work on the Book Food's app!

If you'd like to see more, or would like to get in touch, my contact information is provided below:

Email: [varunbp98@gmail.com](mailto:varunbp98@gmail.com)