Vegan-Tokyo App

Eddie W

Project overview

The product:

We’re creating a vegan restaurants searching/ordering app for the expats who are living in Tokyo.

Project duration:

06/2021 - 10/2021

Project overview

The problem:

We noticed the users' pain points are not fluent in Japanese yet, not familiar with the geolocation, and lack of the local information.

The goal:

We want to create a product that can support multi-language, integrate google map, increase customer satisfaction and solve their problems.

Project overview

My role:

UX designer

Responsibilities:

Work on all aspects

Understanding the user

- Problem statements
- Personas
- User journey maps

User research: Problem statements

PROBLEM STATEMENT

Mina (user name) is a/an foreign vegan English teacher, who is still learning japanese, works in Japan (user characteristics)

who needs an app can assist her order vegan meal from the restaurants (user need)

because sometimes the restaurant doesn't lebel vegan meal clearly (insight).

User research: Personas

Austin Parker

Age: 35
Education: Bachelor
Hometown: Tokyo, Japan
Family: Married. Two kids.
Occupation: Software Developer

"I am always busy during the day. The ideal lunch for me is something light that I can have in the office."

Goals

- Being super productive and hope to get promoted soon
- Try to be efficient at work so that he can have time to accompany the kids at night.

Frustrations

- Think of what to eat everyday is annoying
- Hate to wait in the line

Austin is a senior software developer taking responsibility for multiple projects. His schedule is busy and he hates to work overtime because he has two cute kids who are waiting for him at home. If Austin has to work overtime in the office, it means he won't be able to have dinner with his family. So he usually uses the minimal time to finish his lunch so that he can get back to work quickly. Therefore, an intuitive and user-friendly food ordering and delivery app is what he's looking for. If the app can have special menu changes every day would be great.

User research: Personas

Mina Akira

Age: 28
Education: Master
Hometown: Toronto, Canada
Family: Single, lives alone
Occupation: English Teacher

"I love challenges. Stepping out comfort zone is really exciting to me and that's why I'm in Japan now."

Goals

- To keep being a vegan in Japan
- To fit in the new environment, learning japanese is necessary
- To learn some Asian cuisines

Frustrations

- Not so many restaurant options for a vegan
- Ordering food in japanese might be too difficult for now

Mina is an English teacher who works in Japan. She just came to Japan a few months ago. She's eager to learn Japanese but without any foundation of Japanese, it takes time. She has been a vegan for years and she wants to keep the same diet, but unfortunately, she found out the options of a vegan restaurant in Japan are not as much as the city she's from. Also, even though she's learning Japanese, if the staff in the restaurant don't speak English and there's no English on the menu, ordering food in Japanese is really challenging for Mina.

User research: User journey maps

Persona: Mina

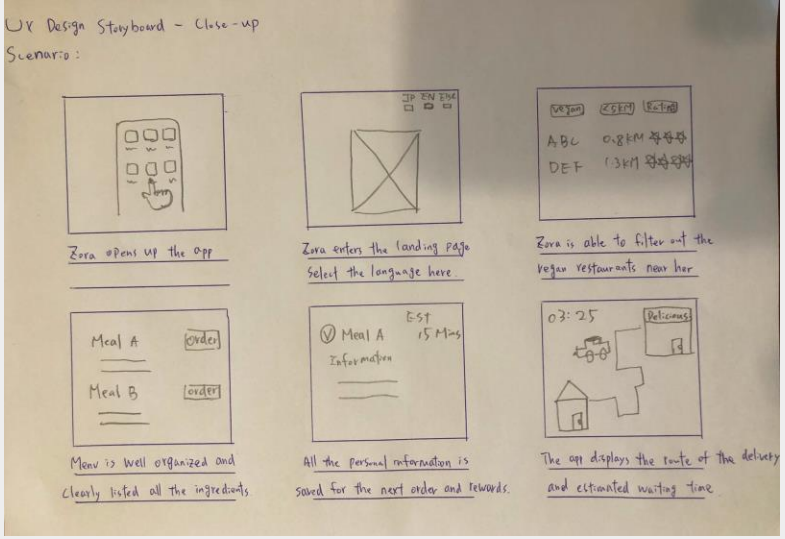
Goal: Find a restaurant provides vegan meal and has bilingual services.

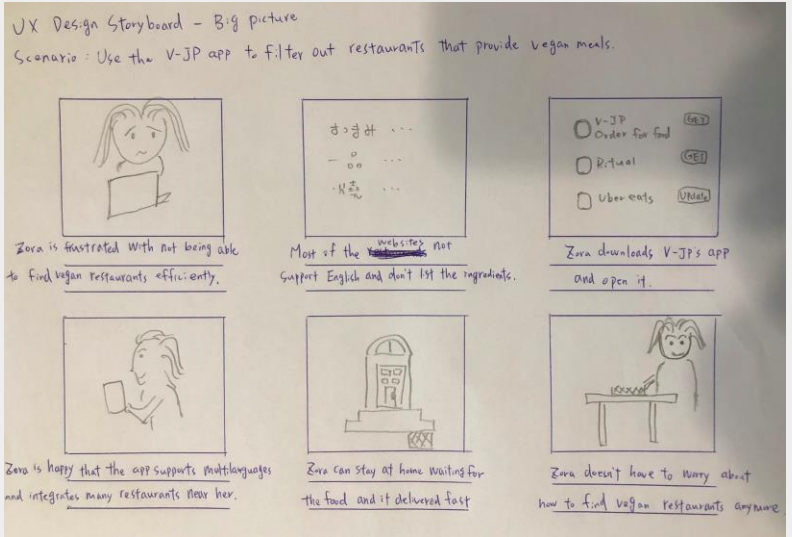
ACTION	Select restaurant	Browse menu	Place order	Take out order	Enjoy the meal
TASK LIST	A. Find the restaurant provides vegan meal B. Search the locations of these restaurants C. Decide the restaurant	A. Browse the options B. Decide the meal	A. Navigate to the restaurant B. Enter the restaurant C. Place order with the staff	A. Wait for the order B. Confirm the items are correct	A. Bring the food home B. Open the packaging C. Eat the food
FEELING ADJECTIVE	Inconvenient. Not every restaurant labels their food is vegan or not. Sometimes has to contact them via social media or phone	Overwhelmed. Lack of pictures and the ingredients of every meal	Nervous. Not sure is the communication can go well because of the language barrier. Also there's a long line behind	Uncertain. Don't know the progress of the order and how long have to wait	Not eco-friendly. The food is excessive packaging and provides a lot single use utensils
IMPROVEMENT OPPORTUNITIES	List if they have vegan meal on restaurant's official website	List every ingredients of each meal on the menu to warn the people who are allergic to some ingredients	Prepare table or any device that can translate. In case the language barrier happens, we still can rely on technology	Give every order a number and display processing/finish orders and the estimated time in any way	Don't provide single use utensils and encourage customers bring their own container through discounts

Starting the design

- Paper wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes





Low-fidelity prototype

[The low-fidelity app prototype for Vegan-Tokyo was tested and can be viewed here: https://www.figma.com/proto/OvarCDNgudABJzfYKq4zgt/Untitled?node-id=0%3A1&scaling=scale-down&page-id=0%3A1&starting-point-node-id=2%3A3]

Usability study: parameters

Study type:

Unmoderated usability study

Location:

Japan, remote

Participants:

5 participants. Participants between the ages of 20-45 who reside in Tokyo. Participants are vegans.

Length:

25-30 minutes

Usability study: findings

1

Finding

3 out of 5 total participants said they wanted the buttons and fonts bigger so that they are more noticeable

2

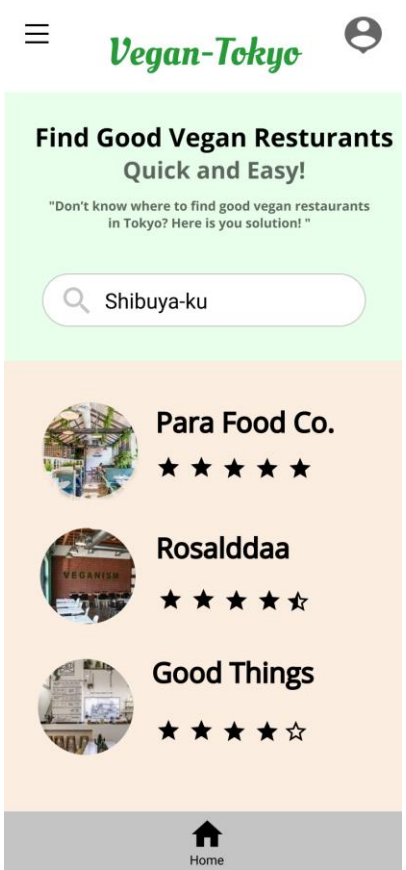
Finding

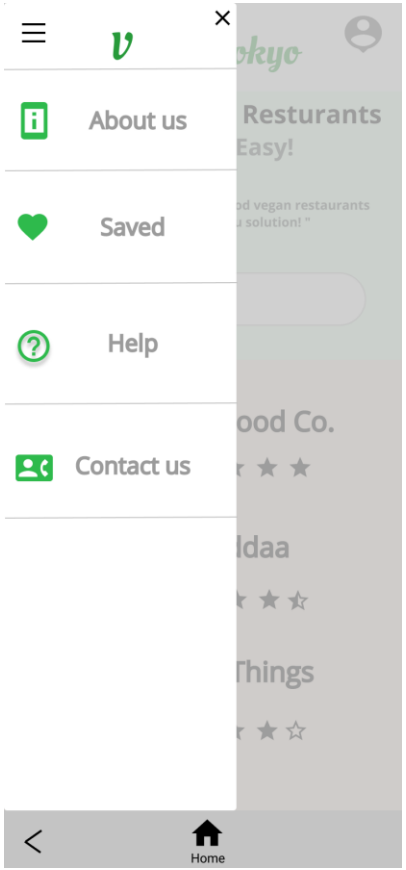
2 out of 5 total participants noted that they would like a user guide to look up when getting stuck

Refining the design

- Mockups
- High-fidelity prototype

Mockups


Vegan-Tokyo
Find Good Vegan Resturants
Quick and Easy!
"Don't know where to find good vegan restaurants in Tokyo? Here is you solution! "
Shibuya-ku
Para Food Co.
Rosalddaa
Good Things
Home

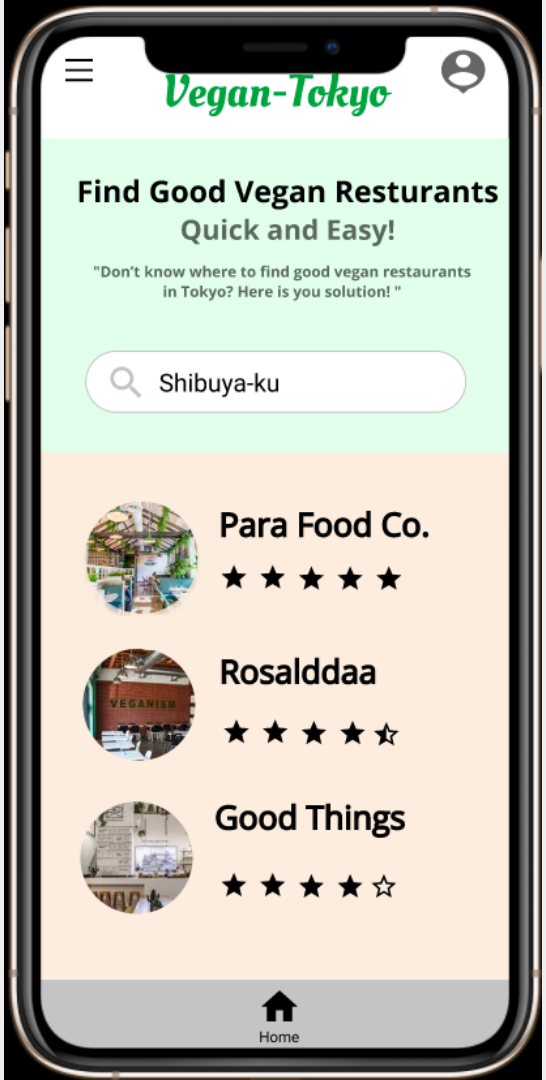

About us
Saved
Help
Contact us
Home

Vegan-Tokyo
Rosalddaa
Tel: 334-456-778
3KM
Salads
Salad 1 ..... ¥ 100
Soups
Soup 1 ..... ¥ 200
Soup 2 ..... ¥ 300
Main Dishes
Main Dish 1 ..... ¥ 500
Main Dish 2 ..... ¥ 600
Main Dish 3 ..... ¥ 700
Checkout
Home

Vegan-Tokyo
Rosalddaa
Tel: 334-456-778
3KM
Summary
Soup 2 ... ¥ 300
Main Dish 2 ... ¥ 600
Total ¥900
Payment
Card number
DD/YY
CVC
Confirm
Home

High-fidelity prototype

The high-fidelity app prototype for Vegan-Tokyo was tested and can be viewed here: https://www.figma.com/proto/EFOCFdbBDkjfSS4YlStapo/Vegan-Tokyo?node-id=110%3A3&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A2



Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Make the foreigners living in Tokyo have an option to order vegan meals easily

What I learned:

This is my first UX project. By doing it from the scratch, I familiarized myself with the professional UX flow. I can't wait keep working on the next one and applying these knowledges on my day-to-day work.

Next steps

1

Make a final design and start coding

2

Launch the app to real world and keep an eye on any reviews and feedback

3

Keep iterating the design based on the users feedback after launch

Thank you!