

Burgermania App Design

Sanchay Sharma

Project overview



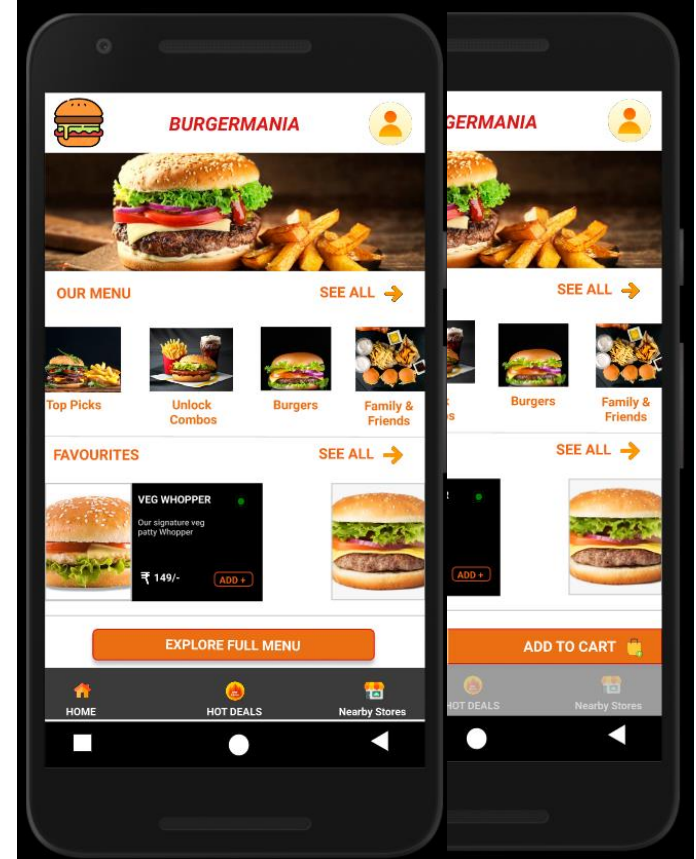
The product:

Burger mania is a best Burger maker located in the suburbs of a metropolitan area. Burger Mania strives to deliver healthy, specialty burger and side dishes. They offer a wide spectrum of competitive pricing. Burger mania targets customers like commuters and workers who lack the time or ability to prepare a family dinner. Its main purpose is to deliver a burger in an easy and fast way.



Project duration:

May 2021 to September 2021



Project overview



The problem:

Busy workers and commuters lack the time necessary to prepare a meal.



The goal:

Design an app for Burger Mania apps that allows users to easily order and delivered fresh, healthy dishes.

Project overview



My role:

UX designer designing an app for Burger mania from conception to delivery.



Responsibilities:

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

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who don't have time to cook meals.

This user group confirmed initial assumptions about Burger Mania's customers, but research also revealed that time was not the only factor limiting users from cooking at home.

Other user problems included obligations, interests, or challenges that make it difficult to get groceries for cooking or go to restaurants in-person.

User research: pain points

1

Time

Due to heavy working hours people don't get time to cook's meal at home.

2

Accessibilty

Ordering food not euipped with latest technology .

3

IA

Text and images not align properly.

4

Missing

Many options are missing in the apps which is useful for the user to navigate

Persona: Anika Samuelsson

Problem statement:

Anika Samuelsson is a busy working adult who needs easy access to healthy food ordering options because they have no time to cook dinner for themselves.



Anika Samuelsson

Age: 22
Education: University student, 4th year
Hometown: Copenhagen, Denmark
Family: 1 cat
Occupation: Marketing intern for a large international firm

"I'm on my way to the top and searching for the tools that can help me get there!"

Goals

- Increased responsibilities in the office where they work.
- Complete less challenging tasks (like order frequent meal at lunch) with maximal efficiency.
- To demonstrate care and attention to detail in every task, big and small.

Frustrations

- "It's difficult to make sure the timing is right. If I arrive too early, I have to wait. If I arrive too late, my hot items get cold."
- "Sometimes large orders are incomplete or incorrectly filled."
- "When the shop is busy, I have to wait in line to get things like napkins, cup sleeves, or extra sugar."

Anika is about to complete a B.A. in Business Administration and hopes an internship will launch their career in marketing. Even though Anika most enjoys the time spent working with their mentor on a marketing campaign, they also feel that the task of getting coffee for the office as an opportunity to network and to demonstrate being a team player with keen attention to detail.

User journey map

Mapping Anika's user journey revealed how helpful it would be for users to have access to a dedicated Burger Mania app.

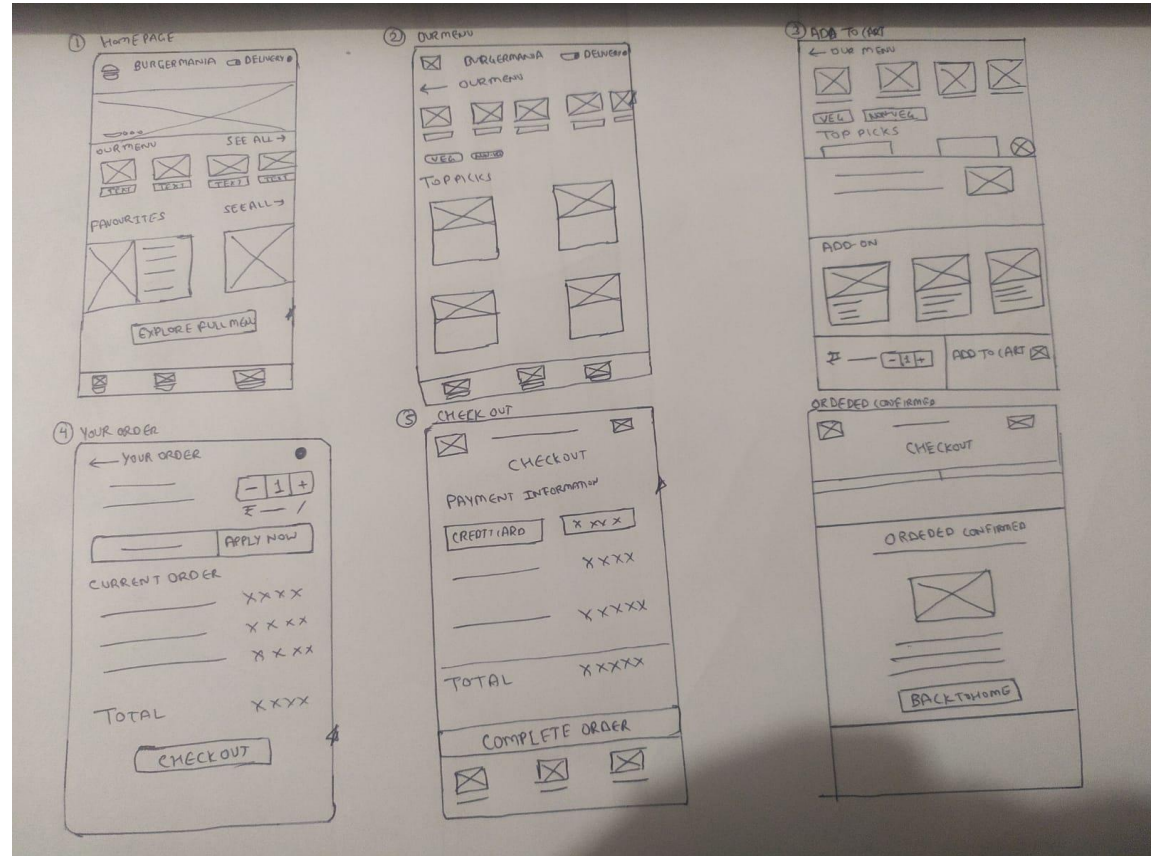
Persona: Anika

Goal: A easy and quick way to order healthy food and quick eating food

ACTION	Select Resturant	Browse Menu	Place order	Complete order	Delivered order
TASK LIST	Tasks A. Select a resturant B. Browse Resturant nearby C. Chocoe your food type.	Tasks A. Browse online menu. B. Select items in menu.	Tasks A. Call resturant B. Placed order C. Locate phone number.	Tasks A. Order Confirmation B. Payment information C. Get direction through map.	Tasks A. No Drive to resturant B. Deleverd food and tip employee C. Inspect items. D. Reach home easily E. Eat meal
FEELING ADJECTIVE	User emotions Overwhelmed by number of restaurant options. Excited to find a restaurant as they like.	User emotions Annoyed by large amount of text with limited visuals	User emotions Dissatisfied with scrolling to find phone number Anxious about having to remember order.	User emotions So much time taken	User emotions Happy to eat after long time
IMPROVEMENT OPPORTUNITIES	Area to improve Create a dedicated mobile app for pizza	Area to improve Provide search filters Include images Optimize app for screen reader technologies	Area to improve Simple checkout flow	Area to improve Provide option to tip in app	Area to improve Include a rewards program

Paper wireframes

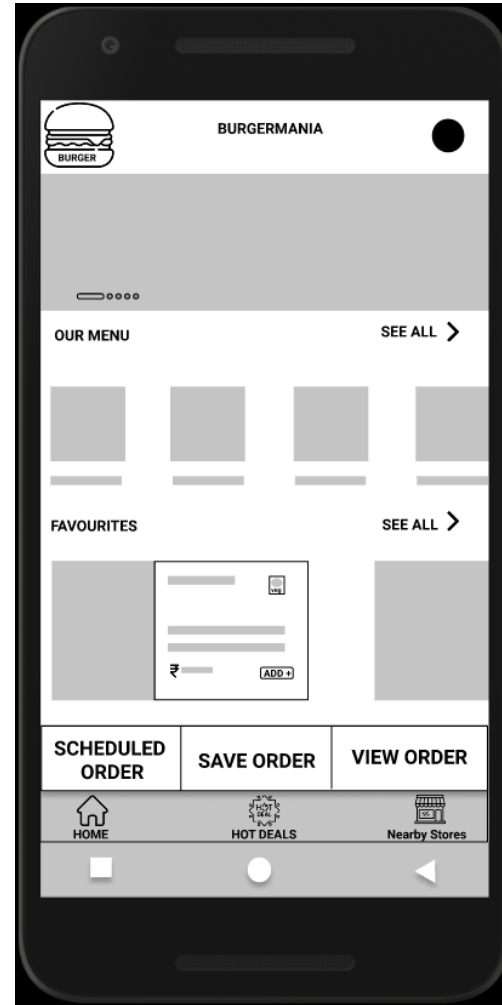
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

You can schedule your order any time in the day with hurry



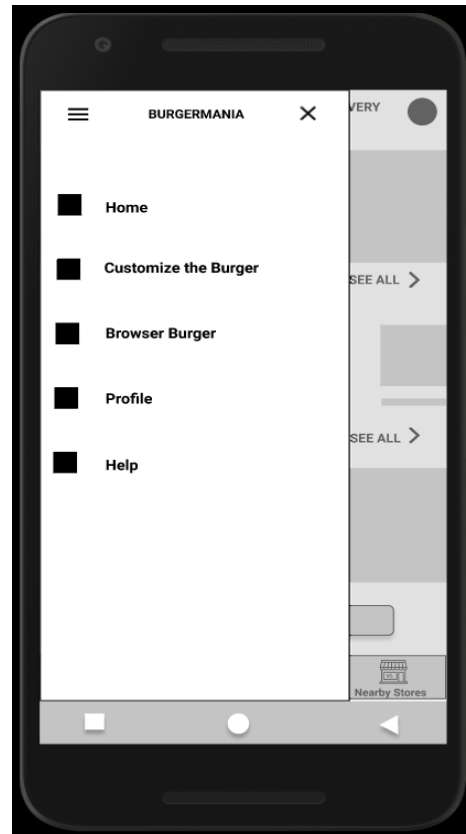
Save button added to save your mean for later.



Digital wireframes

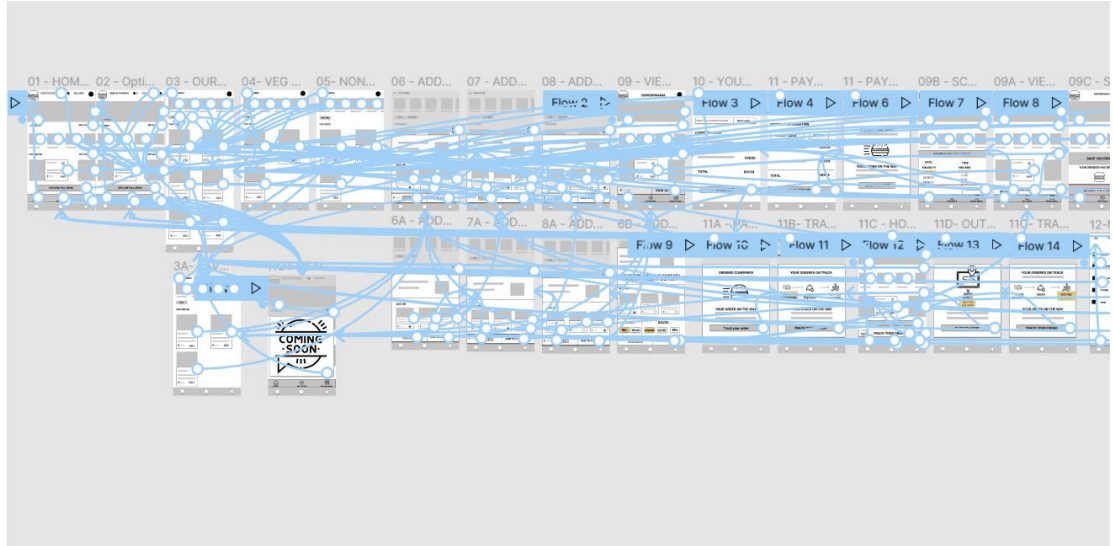
Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

Easy access to navigation that's screen reader friendly.



Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering a Burger, so the prototype could be used in a usability study.



View the Burger

[low-fidelity prototype](#)

Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Users want to order Burger quickly
- 2 User want more customization options
- 3 Users want delivery option

Round 2 findings

- 1 The checkout process has too many unnecessary steps
- 2 "Some application in the app" is confusing

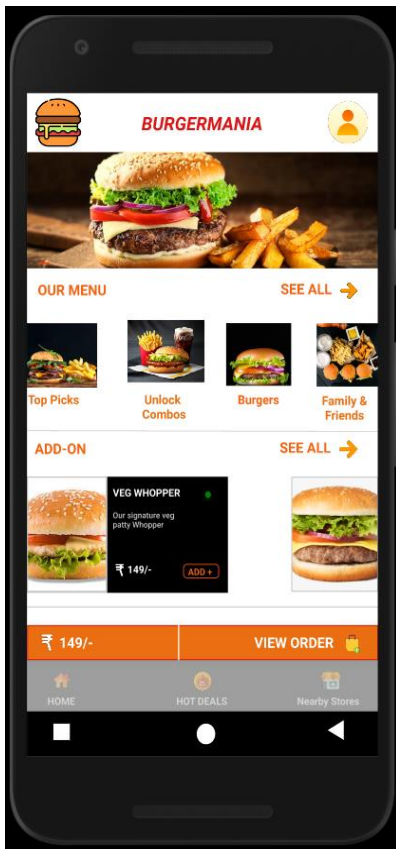
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

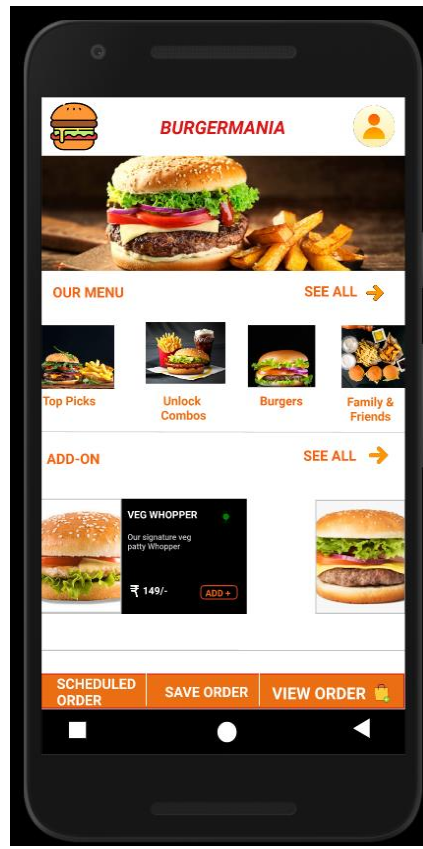
Mockups

Early designs allowed for some customization, but after the usability studies, I added additional options to **like scheduled order, save order and view order**. I also revised the design so users see **all the Add-on options** when they first land on the screen.

Before usability study



After usability study

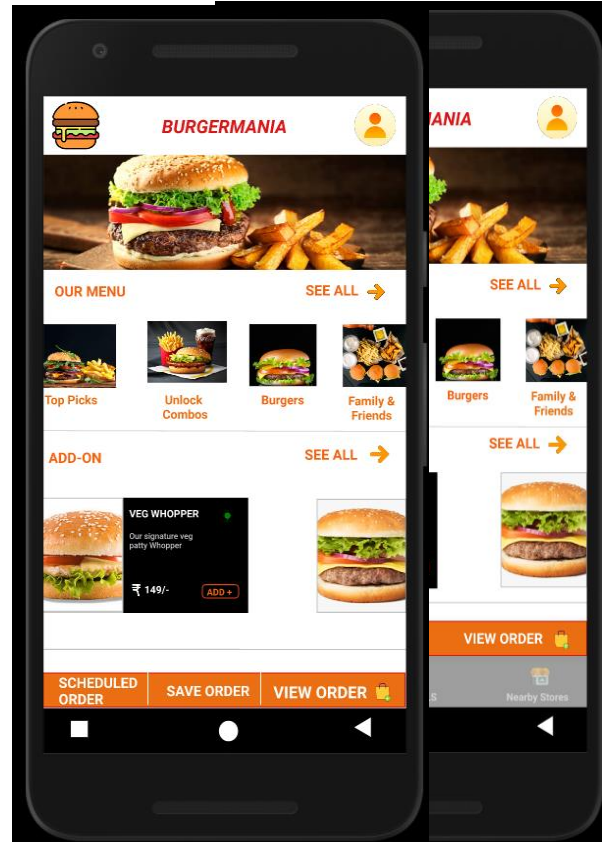


Mockups

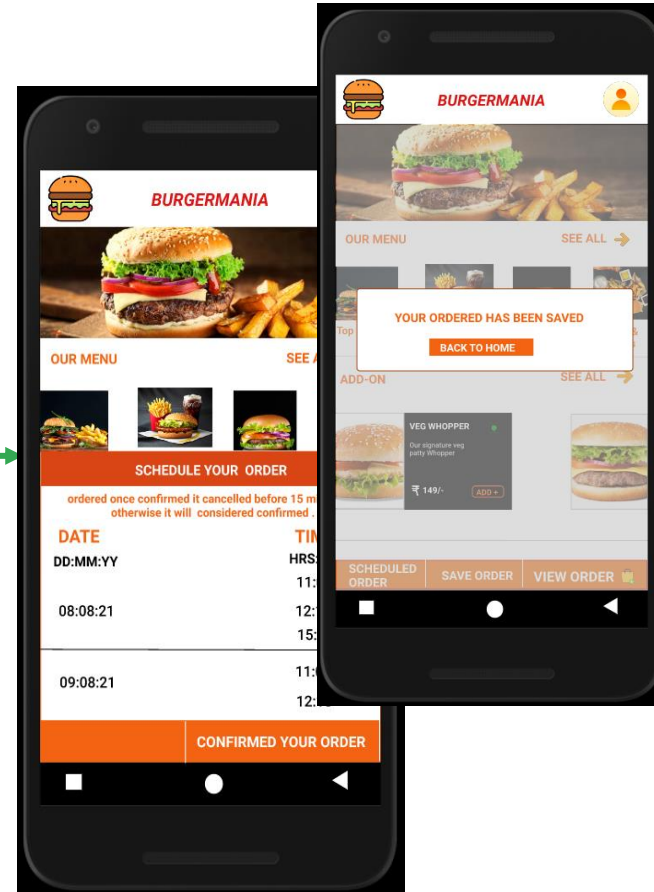
The second usability study revealed frustration with the checkout flow. to streamline this flow, I also added scheduled ordered page and save ordered pages.

I also added the **delivery map option** to this screen when food prepared and its out for delivery

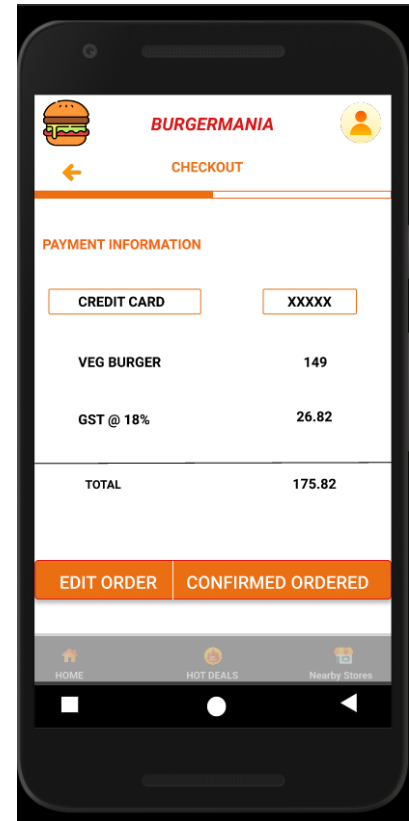
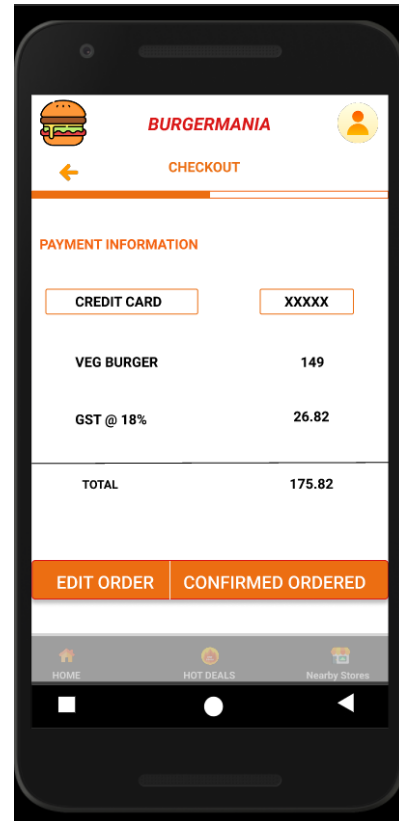
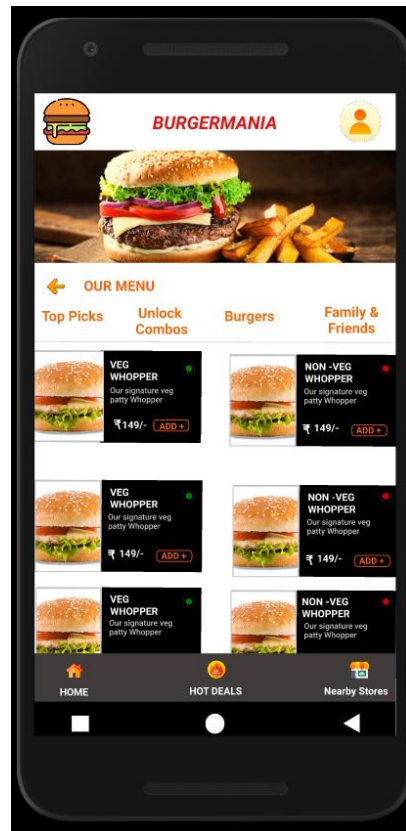
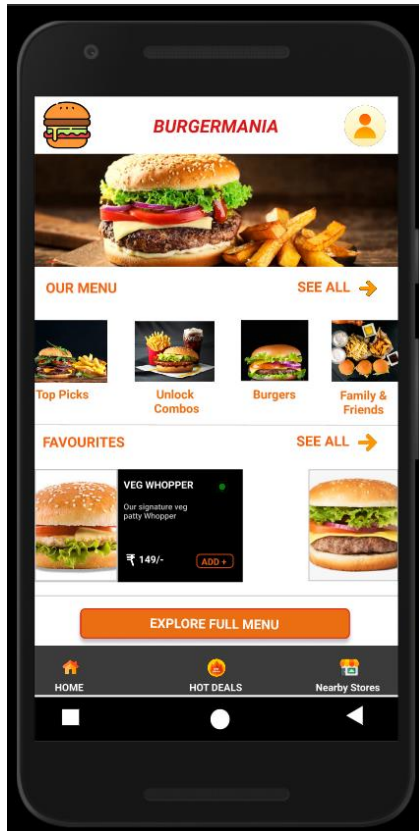
Before usability study



After usability study



Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for building a burger and checkout. It also met user needs for a pickup or delivery option as well as more customization.

View the Burger mania app [high-fidelity prototype](#)



Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used detailed imagery for Burger and topping to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Burger Mania app really thinks about how to meet their needs. Its delivered Burger in short time.

One quote from peer feedback:

"The app made it so easy and fun with add-on to uses extra stuff in the burger I would definitely use this app as a go-to for a delicious, fast, and even healthy meal."



What I learned:

While designing the Burger Mania app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

3

Continuously try new option and products so its attract user more easy and fun way.

Let's connect!



Thank you for your time reviewing my work on the Burger Mania app! If you'd like to see more or get in touch, my contact information is provided below.

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Website: burgermania.uxportfolio.com

Thank you!