4-1 App

Yama Asmaye

Project overview

The product:

The 4-1 App brings cuisines from 4 countries into a single app making it easy for busy working individuals to order healthy foods. The 4-1 apps also makes considerable considerations to make the app user-friendly and accessible for non-native speakers.

Project duration:

October to November 2021.

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Project overview

The problem:

Busy working parents and individuals are forced
Order unhealthy food options

The goal:

Design an app that allows working parents
And individuals to order healthy food options

Project overview

My role:

Lead UX designer responsible for the design
And delivery of the 4-1 App.

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

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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 with kids who are forced to order unhealthy food options.

User research: pain points

1

Time

Working adults are too busy to spend time on meal prep

2

Accessibility

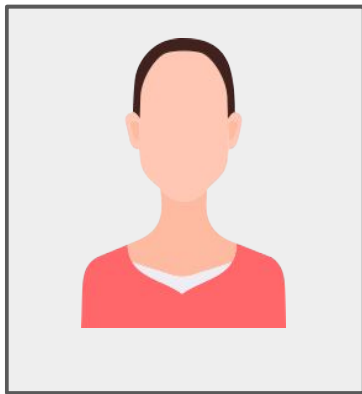Ordering food by phone is Difficult as non-native English Speaker.

3

IA

Apps often do not consider Non-native English speakers And are text heavy.

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Persona: **Ying**

Problem statement:

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

"My husband and I both work long hours and order takeaways most nights, we would like our local restaurants to offer more healthy options"

Goals
- To teach her kids the value of hard work
- To have spend the weekends cooking healthy meals and take part in activities with the children

Frustrations
- "Most restaurants in our area do not offer healthy meal options"
- I would like to cook healthy meals but I can only do this at the weekends.

Name

Age: Jessica Jane Clements
Education: Business Degree
Hometown: London
Family: Lives with her husband and 2 children
Occupation: Recruitment Manager

Jessica works as a recruitment manager for a TV production company. She is 41 years old and lives with her accountant husband and their two children.
Because both Jessica and her husband work long hours, they order takeaways upto 4 times a week, which Jessica feel guilty about. Jessica would like there to be more healthy options so she does not feel guilty when ordering food.

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User journey map

Persona: Sylwia Symanski
Goal: Create a well designed and accessible app for a restaurant

ACTION	Determine the food to order	Make a phone call	Go to restaurant to pick up order	Collect order	Walk home	
TASK LIST	Tasks A. Find and read the menu B. Select the food item to order	Tasks A. Call the restaurant B. Place your order C. Make Payment	Tasks A. Determine the right time to leave home B. Potential queuing	Tasks A. Collect your order B. Make sure its the correct order C Leave the restaurant D. walk home	Tasks A. Determine the fastest route home B. Walk home quickly so that the food does not get cold.	
FEELING ADJECTIVE	• Confused • Intimidated	• Nervous • Panicked	• Tired • Nervous	• Nervous • Anxious	• Relieved • Glad • Anticipating	
IMPROVEMENT OPPORTUNITIES	• Placing her order online	• As a non-native speaker who gets nervous before making and taking a call, placing the order online will be very helpful for her. • The use of pictures will help her decide on she wants quicker instead of relying on reading.	• If online she could get an alert when her food is ready.	• No queuing • Order delivery	• Online - no need to go to the restaurant yourself. • Order is delivered hot/cold on time.	

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Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Paper wireframes

There is something in designing
With a pen and paper.

You can really put yourself in the
Users shoes and think differently
When wireframing with paper
And let your creativity flow.
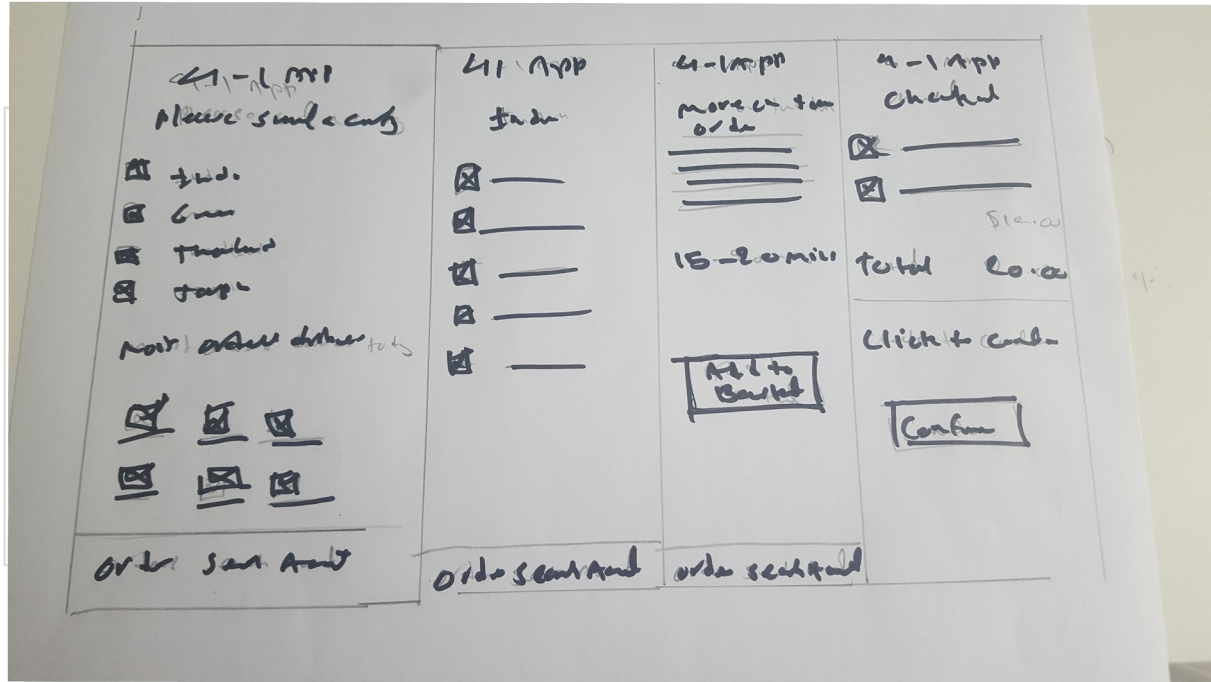
Digital wireframes

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

This button at the top of the home screen makes it fast and easy for users to order.

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Digital wireframes

Using images ~~to make~~ ➤
The app more accessible
To non-native English speakers.

A key user need that needed to
Be addressed was making the
App accessible to non-native speakers.

This was achieved by using clear and descriptive images
And keeping text to a minimum.

Thai

Healthy guilt-free takeaway options

Vegetable Dhansak

Vegetable Dhansak

Vegetable Dhansak

Vegetable Dhansak

Vegetable Dhansak

Vegetable Dhansak

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Low-fidelity prototype

Using the completed set of paper
Wireframes I started to work on low-fi
Digital wireframes with a focus of
Usability.

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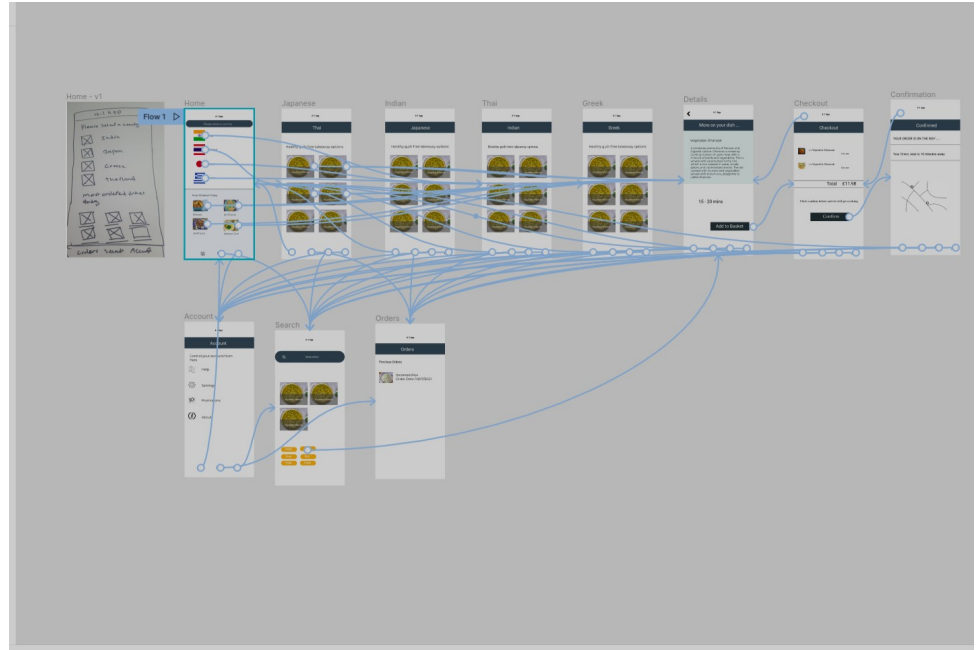
Usability study: findings

The usability studies conducted revealed that the app did not show the items a user
Was adding to their basket and this was something that was raised by many users
Time and time again.

Round 1 findings

1. Users want to view basket

2. Users want more options

3. Users want to go navigate home

Round 2 findings

1. The colour scheme is not easy on the eye

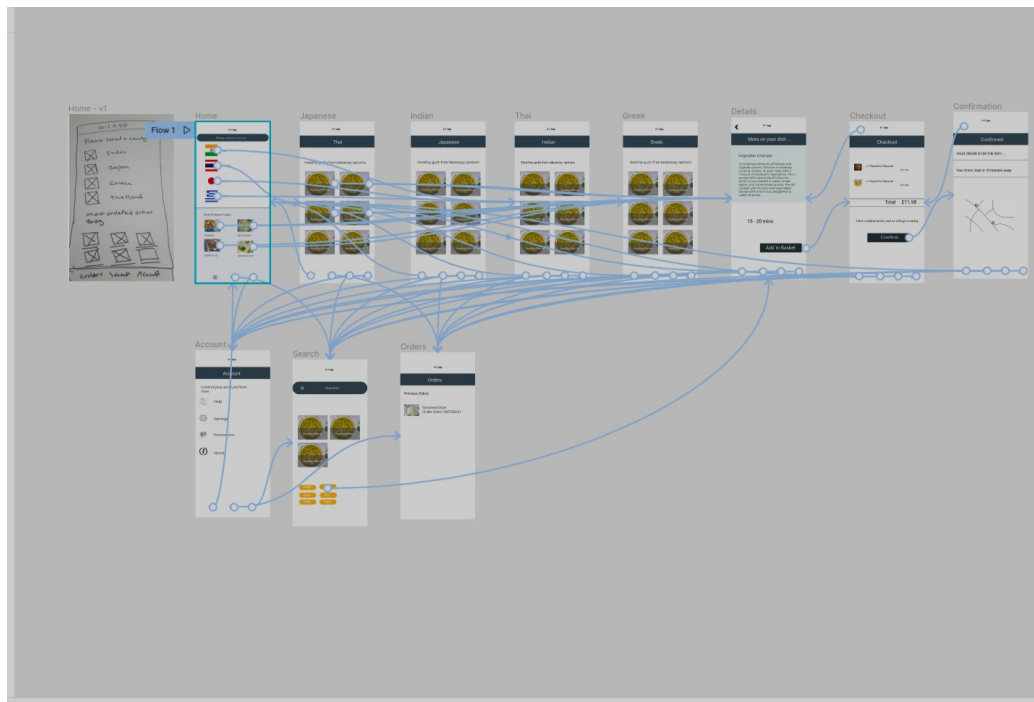2. Some of the nav links do not work

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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High-fidelity prototype

The high fidelity prototype
Minimalistic design that tries
To cater to users from
different backgrounds.

High Fidelity Prototype

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Accessibility considerations

1

Keeps text to a minimu
Or tries to use text that
Non-native speaker frie

2

Icons make it easier
Navigate the site

3

Clear images help users order
The food of their choice quickly,
Non-native speakers find it easy
To order food.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

Through the use images and keeping text to a
Minimum the users both native and non-native
Speakers feel the app has thought about them.

One quote from peer feedback:

*" I no longer have to phone for takeaways, through
The app I can order healthy takeaways for myself
And my family.*

What I learned:

An app is not difficult to design, what is difficult
Is to consider all your users and cater to their usability
Needs, which is not always possible.

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Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have

2

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

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Let's connect!

Thank you for taking the time to go through the 4-1 App design process. Please get in touch if you have any questions regarding the design process or Anything else.

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