Nihon Sushi- Sushi Home Delivery App Design

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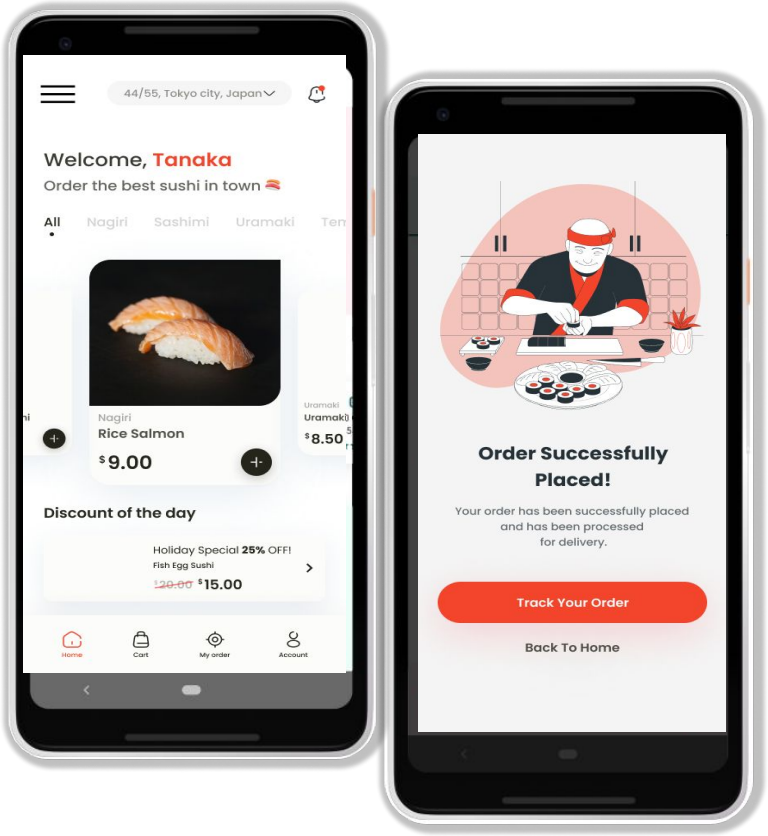
Project overview

The product:

The company has decided to create a Nihon Sushi app for the convenience of the customers and to attract and retain customers in our online system. We want to create a product that can compete in the market, improve sales, and increase customer satisfaction. We noticed that our competitors offer dedicated mobile apps for their customers to order through, and they have been very successful.

Project duration:

July 2022 to October 2022.



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Project overview

The problem:

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

The goal:

Design an app for Nihon Sushi- Sushi Home Delivery App that allows users to easily order and pick up fresh, healthy sushi.

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Project overview

My role:

UX designer designing an app for Nihon Sushi-Sushi Home Delivery App 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 people who don't have time to cook sushi.

This user group confirmed initial assumptions about Nihon Sushi- Sushi Home Delivery App 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.

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User research: pain points

1

Time

Working adults are too busy to spend time on meal prep

2

Accessibility

Platforms for ordering food are not equipped with assistive technologies

3

IA

Text-heavy menus in apps are often difficult to read and order from

Persona: **Muskaan**

Problem statement:

Muskaan is a student and a part-time worker who needs easy access to healthy food ordering options because they have no time to cook dinner for themself.

Muskaan

Age: 19
Education: Studying Fashion Design
Hometown: Chennai, India
Family: Lives with parents
Occupation: Student

"I'm excited about the future and flying towards it"

Goals

- completing all homework assignments
- contributing to discussions and group activities.
- maintaining good physical health, exercising, eating right, and getting enough sleep.

Frustrations

- "The restaurant is very crowded, so it's hard to get orders on time"
- "Sometimes the orders are not full"
- "The orders are not made as per the requirements"

Muskaan is a Fashion Designing student and hopes to become a fashion designer in Future. Even though Muskaan most enjoys the time spent working on a Fashion Designing project, they also feel that the task of getting food for her classmates is an opportunity to network and to demonstrate being a team player.

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User journey map

Mapping Muskaan's user journey revealed how helpful it would be for users to have access to a dedicated Nihon Sushi-Sushi Home Delivery App.

Persona: Muskaan

Goal: Study and do well in the exam

ACTION	Choosing a restaurant	Taking a glance at the Menu	Making an order	Picking up the order
TASK LIST	Tasks A. Choose a restaurant nearby the University B. Read the online reviews of the restaurant C. Select the restaurant	Tasks A. Find the menu online B. Choose the best menu C. select an order	Tasks A. Find the restaurant location B. Get the contact location C. Place the order	Tasks A. Go to the restaurant B. Get the order and pay for that C. Receive that and enjoy the meal
EMOTIONS	Tired of Fast food restaurant and want classic restaurants	Not able to identify and know a dish by its name	Finding it difficult to find the wanted order	Satisfied eating experience
IMPROVEMENT OPPORTUNITIES	Want online delivery service through website	Include images	Making a customer friendly call service	Include loyalty program

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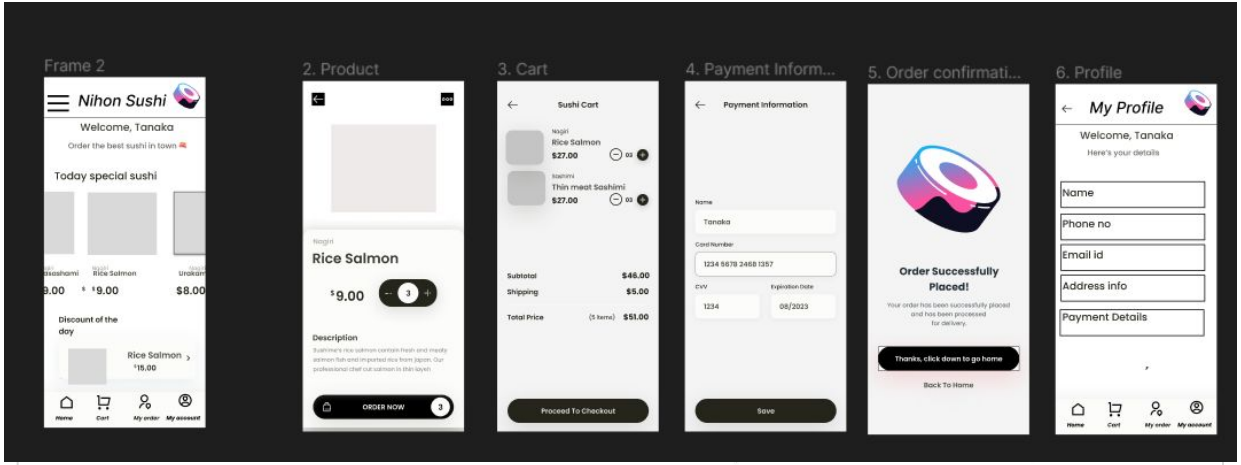
Starting the design

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

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.

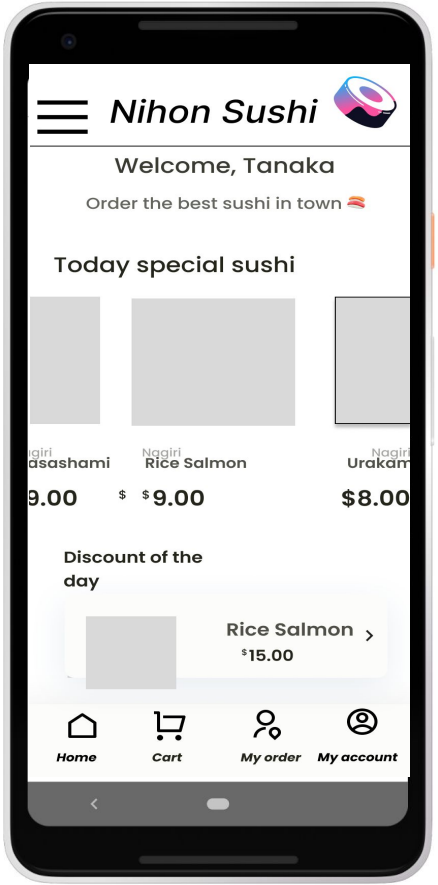


Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Digital wireframes

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

This slide at the home screen makes it fast and easy for users to select the order.



This button provides an easy option for users to access their profile.

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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.

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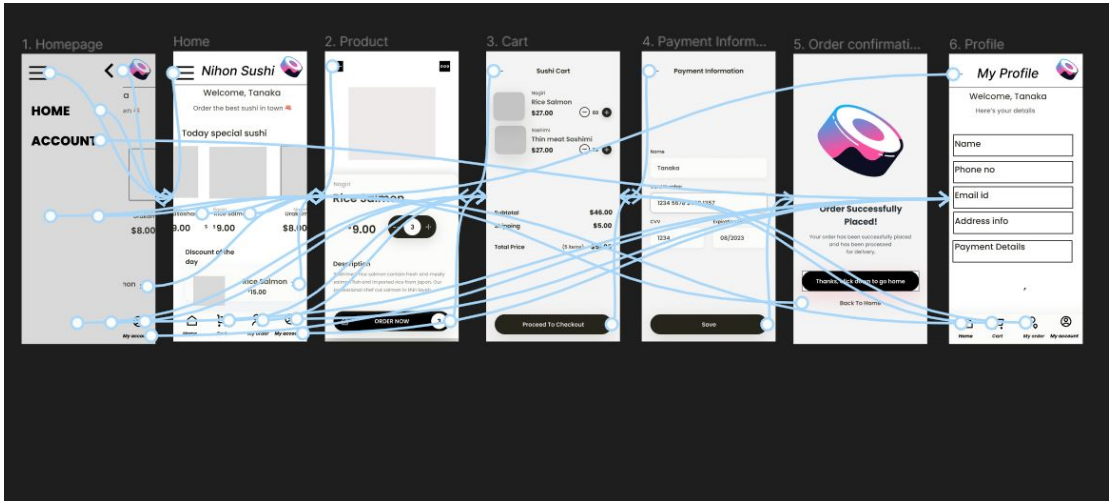
Low-fidelity prototype

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



View the Nihon sushi - [low-fidelity prototype]

Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

1. Users want to order sushi quickly
2. Users want more customization options
3. Users want a delivery option

Round 2 findings

1. The checkout process has too many unnecessary steps
2. “Selecting order” functionality is confusing

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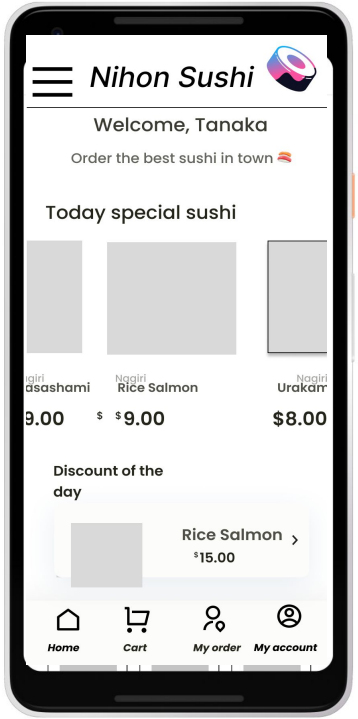
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

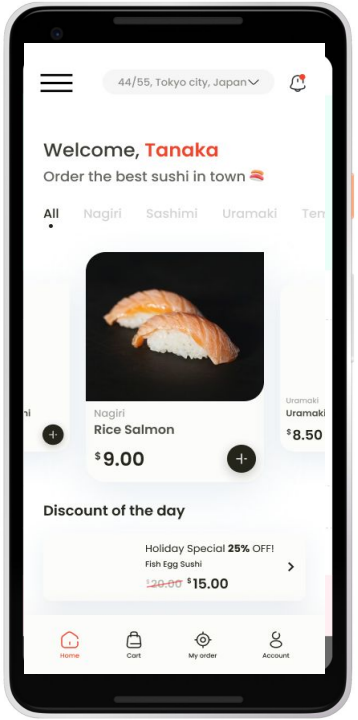
Mockups

Early designs allowed for some customization, but after the usability studies, I added additional options to **select sushi**. I also revised the design so users see **all the selecting options** when they first land on the screen.

Before usability studies



After usability studies



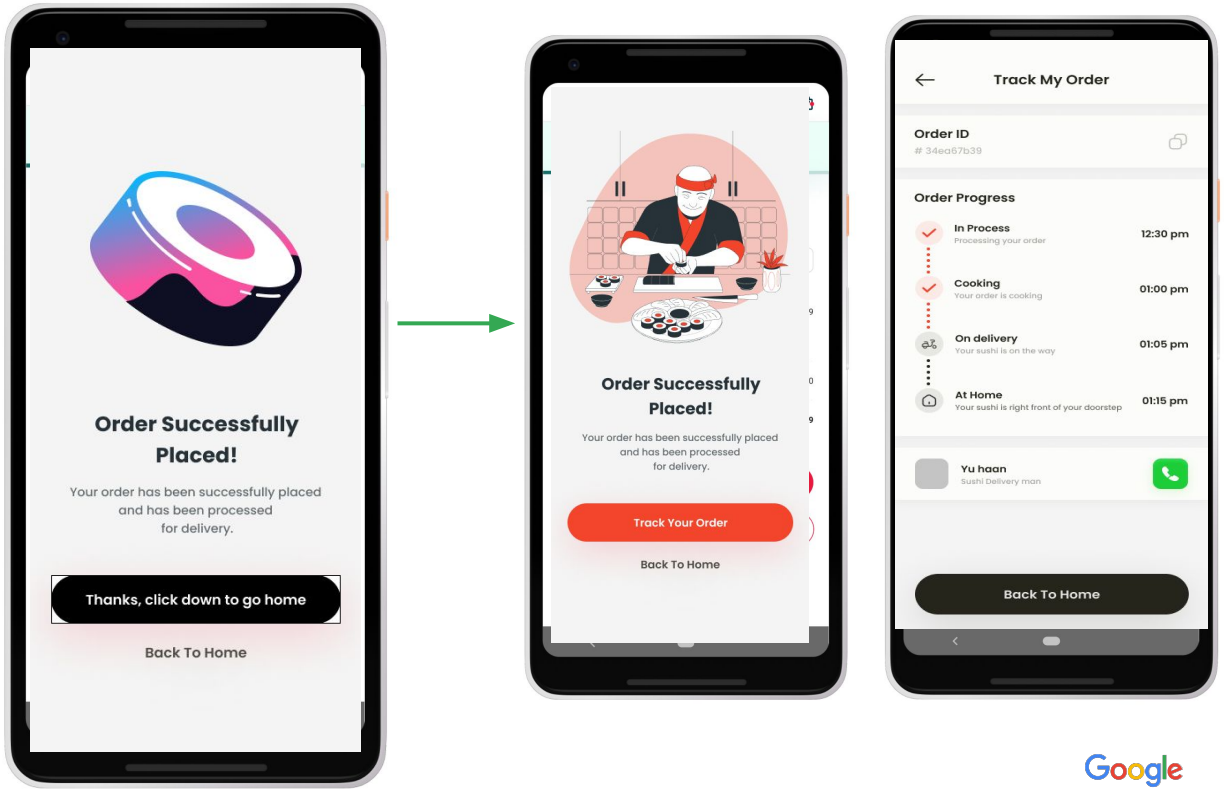
Mockups

The second usability study revealed frustration with the tracking order flow. to streamline this flow, I made the “order successful” to **“order successful” and “Track your order” screens.**

I also added the **tracking order feature** to this screen.

Before usability study 2

After usability study 2



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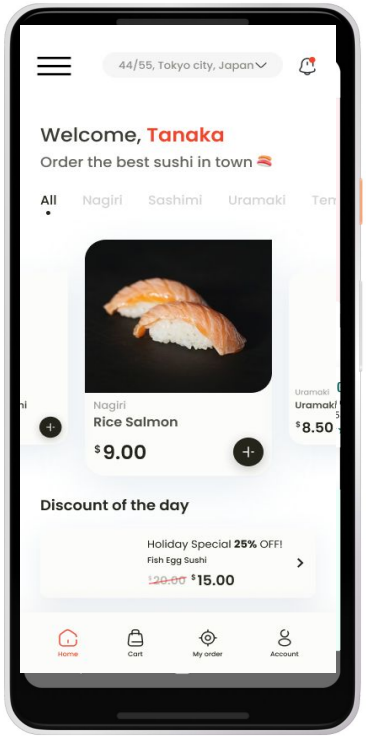
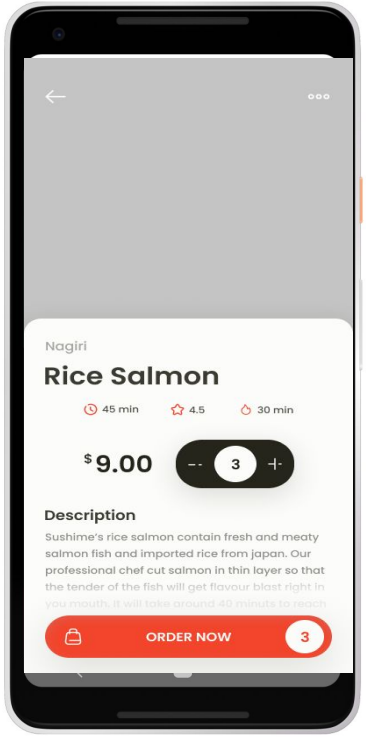
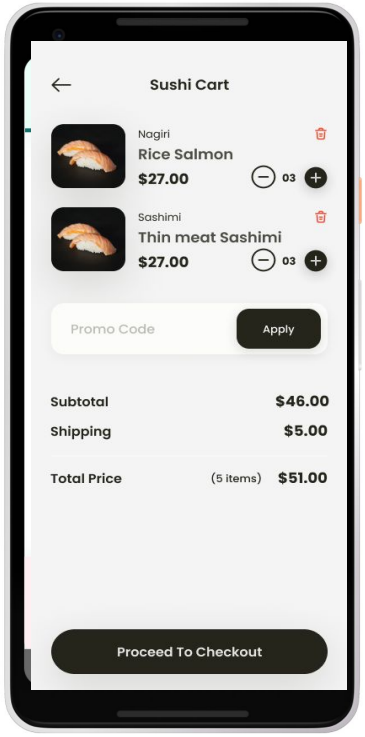
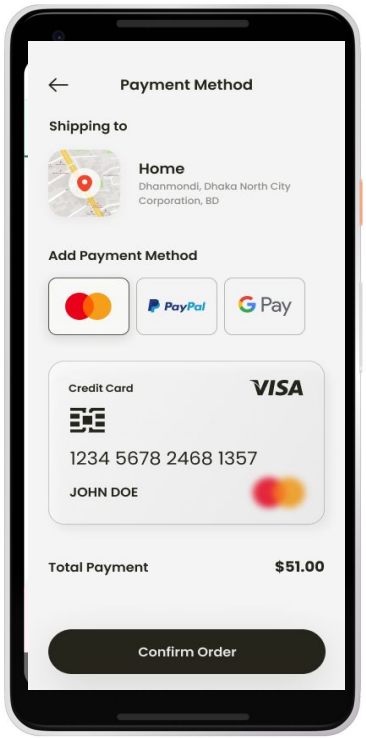
Key mockups









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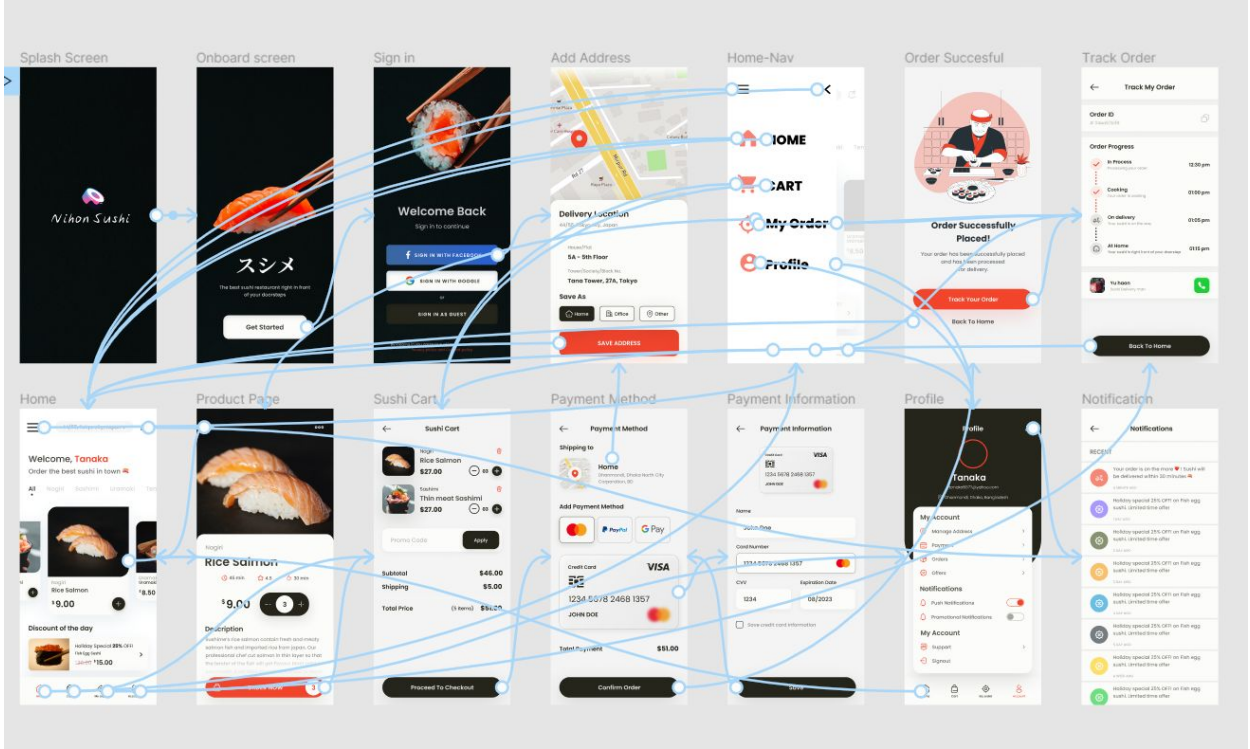
High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for selecting a sushi and checkout. It also met user needs for the tracking delivery option as well as more customization.

View the Nihon sushi [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 sushi and sauce to help all users better understand the designs.

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Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app makes users feel like Nihon Sushi app really thinks about how to meet their needs.

One quote from peer feedback:
“The app made it so easy and fun to select a sushi! I would definitely use this app as a go-to for a delicious, fast, and a healthy meal.”

What I learned:

While designing the Nihon Sushi 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.

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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.

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Let’s connect!

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

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