Food Delivery Application

Motion Design

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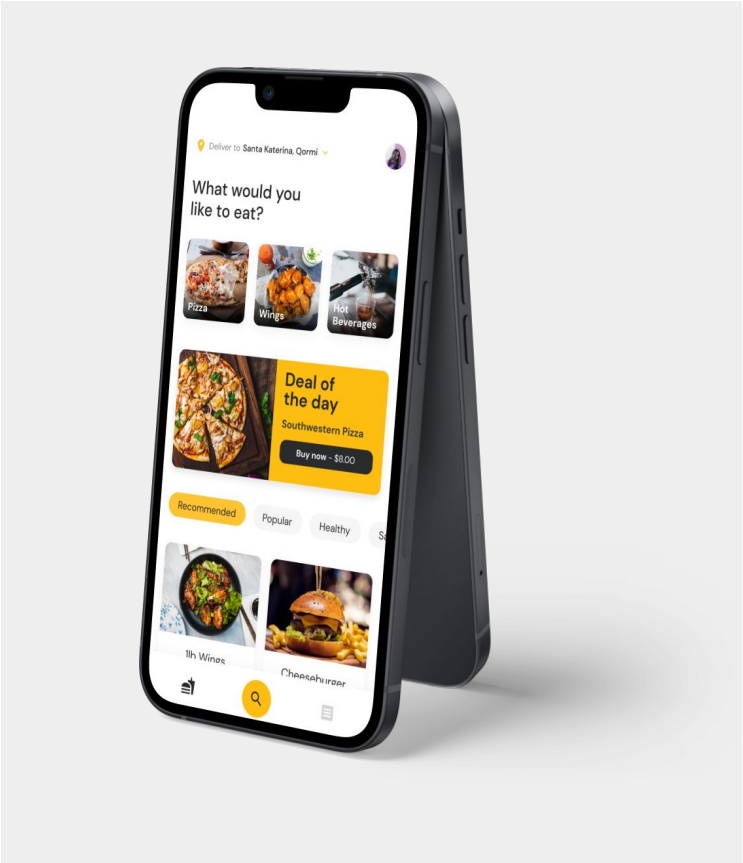
Project overview

The product:

This app helps people who find it difficult to cook at home, such as working men and women who don't have the time or ability to prepare a family dinner. The challenge was to find a way for these people to order and receive food at their own convenience.

Project duration:

October 2022 to November 2022



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Project overview

The problem:

Busy workers and commuters lack the time necessary to prepare a meal for work or home.

The goal:

Design a food delivthat allows users to easily order and pick up their favourite food.

Project overview

My role:

UX designer responsible for the app's design 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 the initial assumptions about them, but the survey also revealed that time was not the only factor limiting users from cooking at home. Other user problems included commitments, interests or challenges that made it difficult to acquire food items for cooking or visiting restaurants in person.

User research: pain points

1

Pain point

Working adults are too busy to spend time preparing meals

2

Pain point

Food ordering platforms are not equipped with assistive technologies

3

Pain point

App menus with large amounts of text are often difficult to read and order from.

Persona: Ian

Problem statement:

Ian is a busy working adult who needs easy access to cooked meal ordering options because he doesn't have time to cook dinner for himself.

"The path to financial freedom"

IAN

Age: 51
Education: Accountancy
Hometown: Malta
Family: Married
Occupation: Financial Advisor

Goals

- To help clients build financial wealth for short-term and long-term goals like retirement.

Frustrations

- I would like to cook more often for me and my family but this is not possible as I move around all the time and I have a lot of meetings.

Ian's job gives him the opportunity to come closer with people and discuss about their financial problems. His goal is to help them overcome economical issues and build a plan to achieve a financial growth. Ian would specifically find an easier way to order and and receive the food in particular period of time.

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User journey map

Mapping Ian's user journey revealed how helpful it would be for users to have access to a dedicated food delivery app.

Persona: Ian

Goal: quick delivery food

ACTION	Select restaurant	Browser menu	Place order	Complete order	Delivery home or work
TASK LIST	A. Decide the food type. B. Search nearby C. Select a restaurant	A. Browse online. B. Select menu items.	A. Locate phone. B. Call restaurant. C. Place order	A. Confirm order. B. Provide payment information. C. Give directions to home -work place	A. Delivery at home or work. B. Receive food and tip employ. C. Eat meal.
EMOTIONS	Overwhelmed by number of restaurants. Excited to find a restaurant that he likes	Annoyed at large amount of text with limited images.	Dissatisfied with scrolling to find the contact details. Anxious about having to remember order.	Frustrated at having to read the card number out loud. Annoyed waiting for delivery.	Happy to eat after long time.
IMPROVEMENT	Create a dedicated app for specific restaurant.	Provide search filters. Include images.	Provide a simple checkout flow.	Provide the option to tip the employ in app.	Include a reward program.

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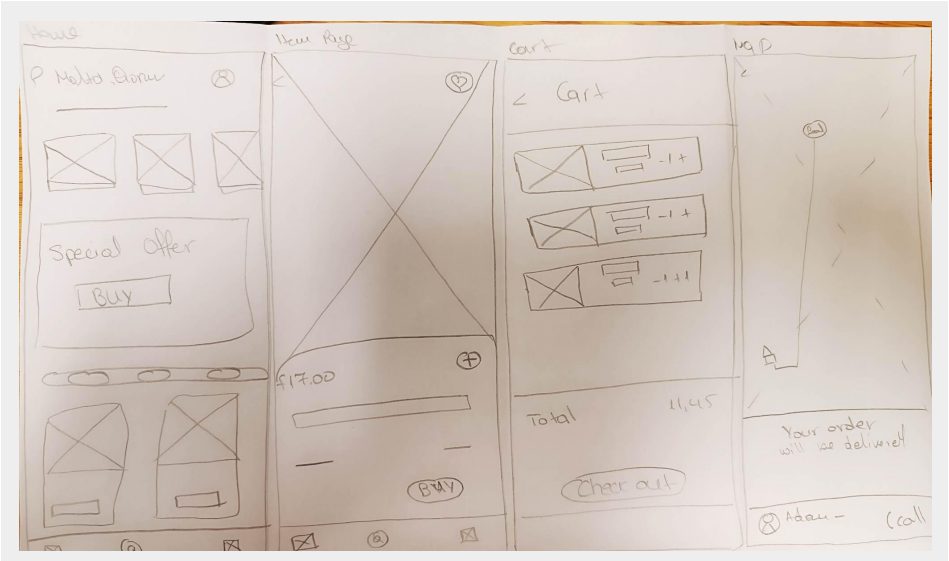
Starting the design

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

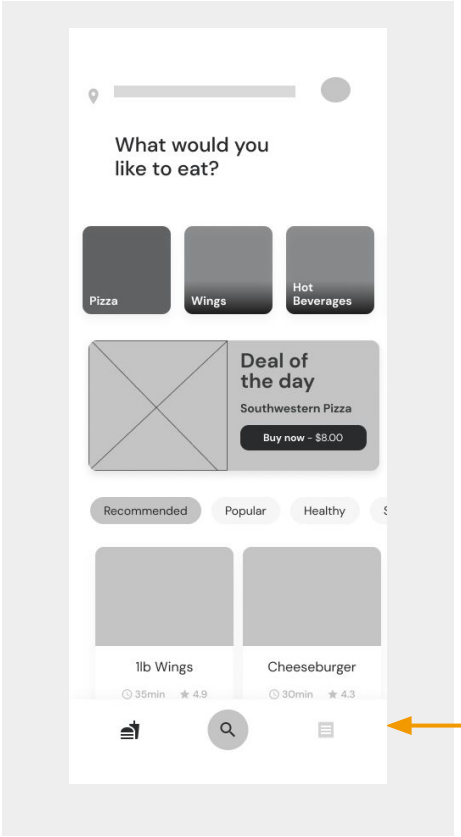
Paper wireframes

The time I took to draw iterations of each screen of the app on paper ensured that the data that would reach the digital wireframes would be appropriate to address the users' 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.

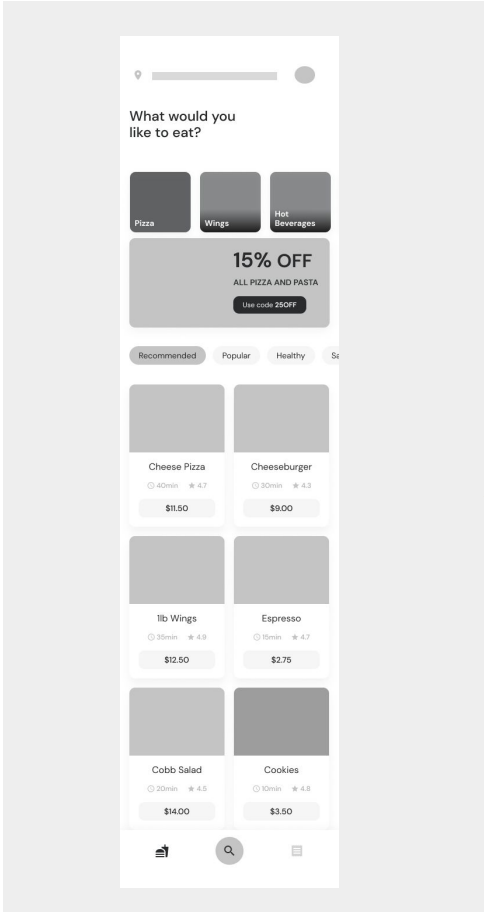


This button provides an easy option for users to add their order.

Digital wireframes

Easy navigation was a key user need that had to be addressed in the designs, in addition to equipping the application to work with assistive technologies.

Easy access to navigation that's screen reader friendly.



Description of the element and its benefit to the user

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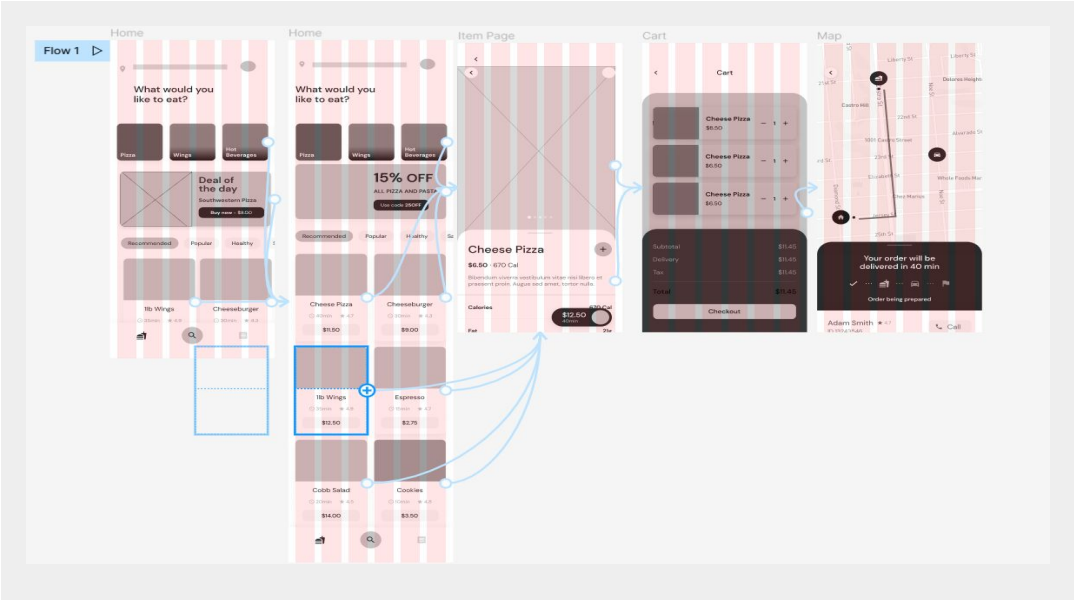
Low-fidelity prototype

Using the integrated set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was the addition of the pasta order so that the prototype could be used in a usability study.



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 food quickly
2. Users want more customization options
3. Users want to have a delivery at home or work place

Round 2 findings

1. The check out order should be added a notification that the order is actually sent
2. More menu details should be added

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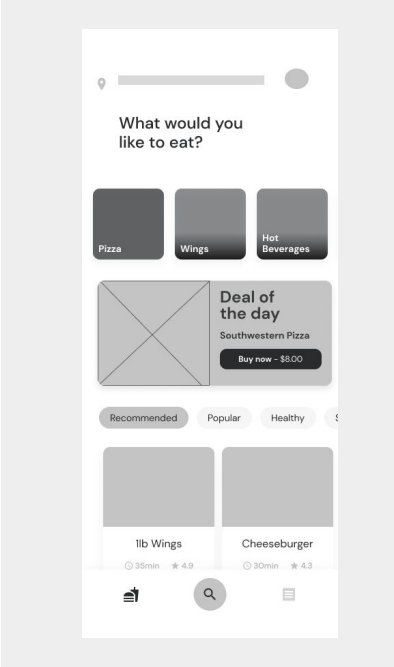
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

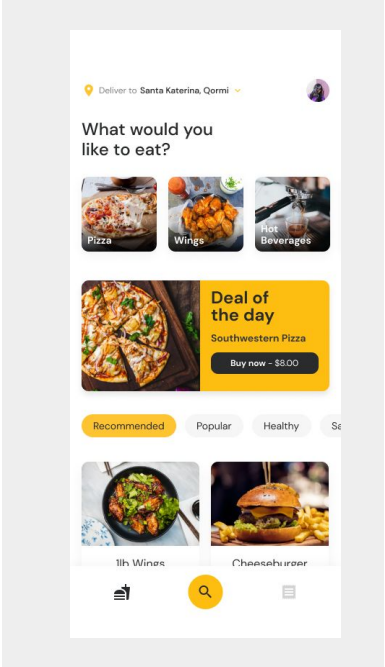
Mockups

In my first design I left the page as I had designed it at the beginning, as it seems that users found it easy to navigate and check which could be a good option, so they didn't need to check the whole menu before deciding.

Before usability study



After usability study



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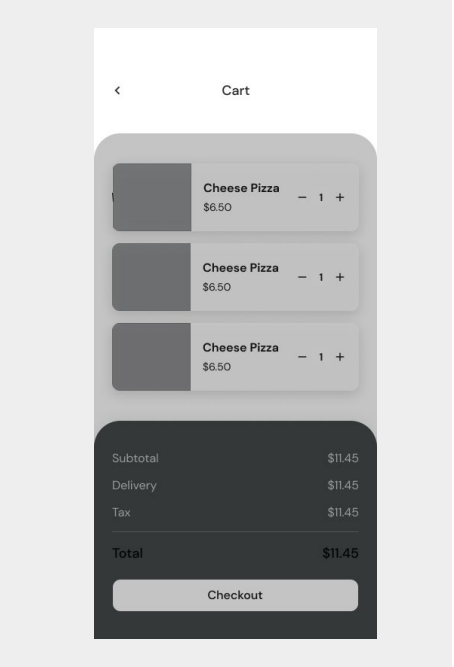
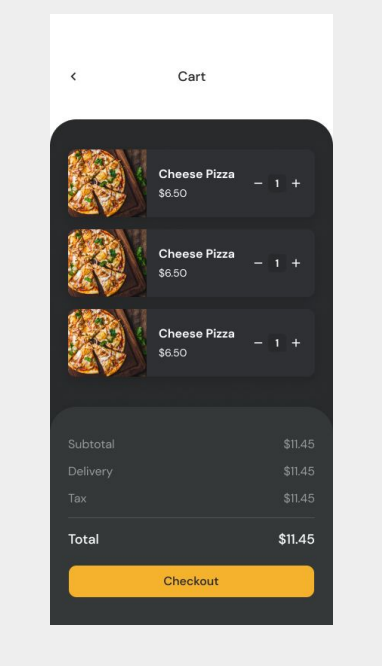
Mockups

The second usability study revealed frustration with payment and check out, as users would like to receive a notification that their order has been sent.

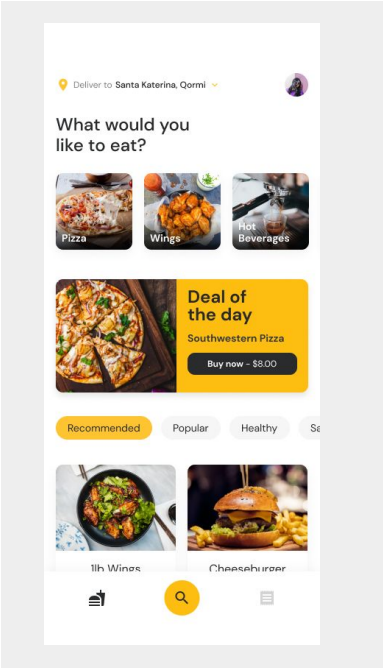
Before usability study

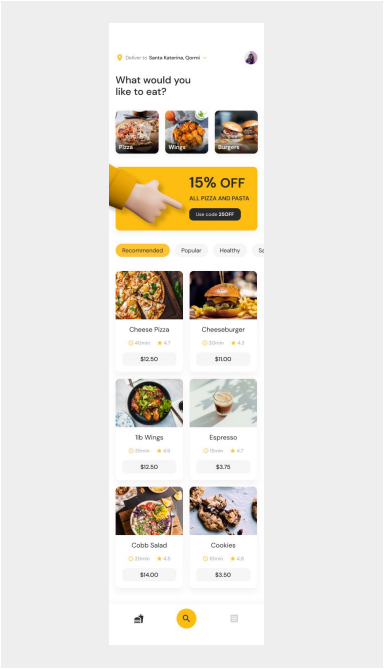


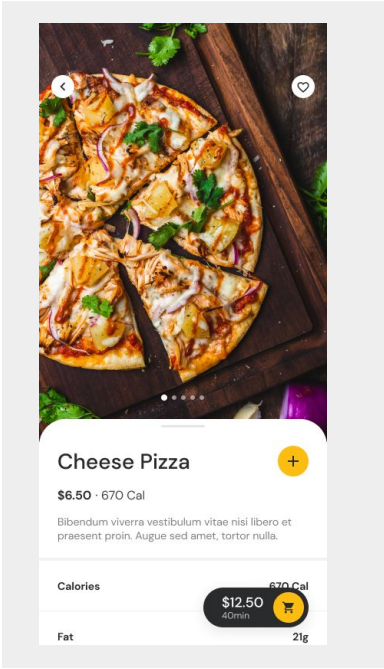
After usability study

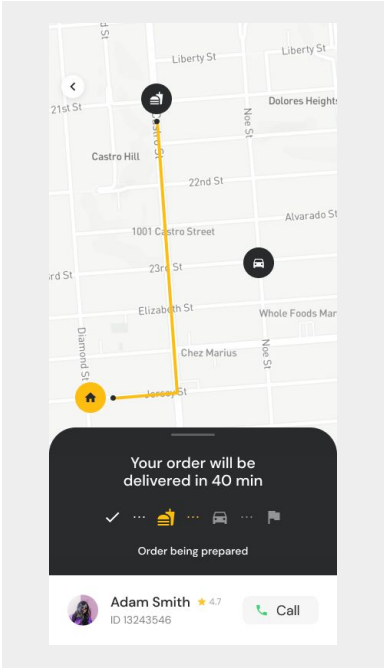


Mockups


Deliver to Santa Katerina, Qormi
What would you like to eat?
Pizza
Wings
Hot Beverages
Deal of the day
Southwestern Pizza
Buy now - $8.00
Recommended
Popular
Healthy
1lb Wings
Cheeseburger

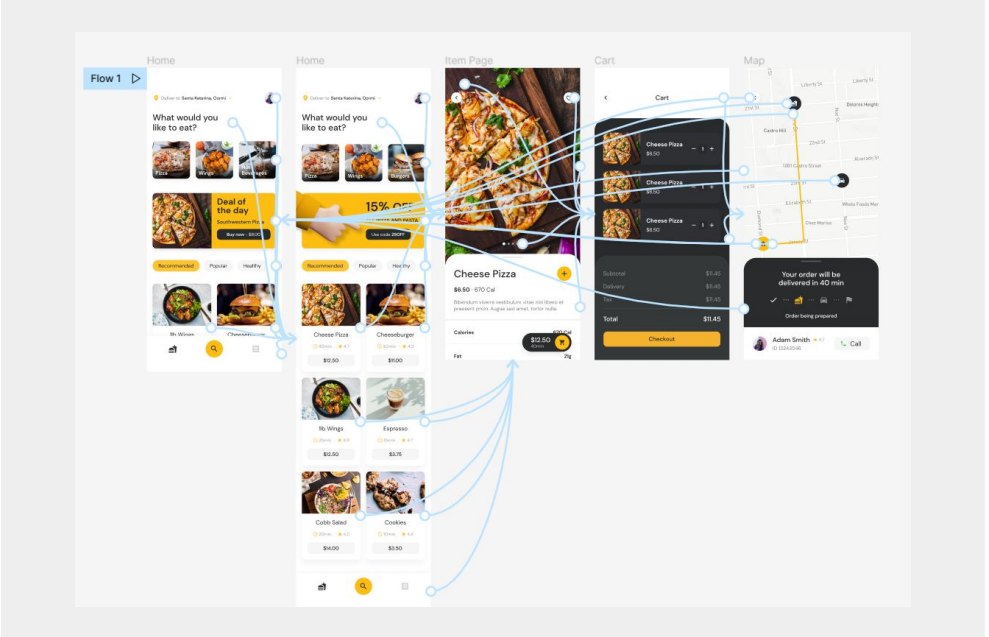

What would you like to eat?
15% OFF
ALL PIZZA AND PASTA
Recommended
Popular
Healthy
Cheese Pizza
Cheeseburger
1lb Wings
Espresso
Cobb Salad
Cookies


Cheese Pizza
$6.50 · 670 Cal
Bibendum viverra vestibulum vitae nisi libero et praesent proin. Augue sed amet, tortor nulla.
Calories
670 Cal
$12.50
40min
Fat
21g


Liberty St
Dolores Heights
Castro Hill
22nd St
Alvarado St
1001 Castro Street
Elizabeth St
Whole Foods Mar
Chez Marius
Your order will be delivered in 40 min
Order being prepared
Adam Smith
ID 13243546
Call

High-fidelity prototype

The final high-fidelity prototype showed cleaner user flows for selecting a food item and completing payment. It also satisfied users' needs for notification when an order is added.



Accessibility considerations

1

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

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2

Used in detail pictures for eating in better understanding the drawings.

3

Used icons to help make navigation easier.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app makes users feel that this food delivery app really thinks about how to meet their needs and what the user is looking for.

What I learned:

In designing the food delivery app, I learned that the initial ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app 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.

Let’s connect!

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

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