

Design a menu & payment app for restaurants

Adil Sami

Project overview



The product:

Designing a menu & payment mobile app for a restaurants to help users navigate and find food item fast, effectively and with quick checkout.



Project duration:

January, 2022 - June, 2022



Project overview



The problem:

Users have trouble finding diversity of food items. As well as the checkout feature is very time consuming.



The goal:

The goal is to make sure that this app has features that let users choose and find a diverse selection of items. Plus, make the checkout process quick and smooth.

Project overview



My role:

User Experience research, Visual & Interaction designer



Responsibilities:

User research, Usability testing, Wireframing, Mockup and Prototyping

Understanding the user

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

User research: summary



User Research Overview

Going into this research I first started by taking some quick surveys to pinpoint potential users.

Afterwards I commenced with the interview and asked series of questions pertaining to their experience when using a food app, then I used those interviews and built two personas and their user journey. At first I was assuming that people are mostly focused on the checkout not being fast enough. But I learned that wasn't the only issue, users had problem being confident in their choice as well as finding food items if they have any particular choice.

From there I created wireframes and did some usability testing in a **unmoderated** setting where I could observe the user interact with the app without any outside help. Making it more natural and helps with understanding the user thought pattern when interacting with the product. Afterwards I made adjustments to the design and created the mockup design and prototyped for final testing phases.

User research: pain points

1

Finding Food

From the interviews many users have hard time finding diverse items. I believe that going forward the design need to integrate a theme selector to fix this pain point.

2

Long Checkout

Users hate long checkouts especially when they are asked multiple questions. So a efficient way to fix it is to have all the necessary things questions only and keep it in 1 to 2 steps.

3

Scarce Food Choice

Many people get tired of eating the same food all the time. So the best solution to that would be to integrate a way to ask users what they are feeling and using that to find possible matches.

4

Low Confidence

When users make orders they always have doubts. I want to fix that by informing users about the food before making the order.

Persona: Jenny Star

Problem statement:

Jenny is a/an Intern at a Marketing and Graphic agency who needs a quick & efficient way to find diverse restaurant with quick checkout for multiple coworkers because she wants to maximize her time and impress her coworkers with her skills at problem solving.



Jenny Star

Age: 20
Education: University 3rd year
Hometown: San Antonio, Texas (Suburb)
Family: 1 dog
Occupation: Intern at a Marketing and Graphic agency

“Just a spontaneous adventure seeker, who’s always looking forward to new things”

Goals

- Showoff her diverse knowledge to her coworkers
- Demonstrate attention to detail and time management skills
- Quick thinking skills

Frustrations

- Range of diverse restaurant is scarce
- Ordering and checkout takes too long and steps are annoying
- Finding food item takes too long

Jenny is a 20 year old who is always full of energy but also likes to spend time with her friend group. Currently she is interning where sometimes she is given the task to choose a food place to order from. She takes this very seriously because she always jumps at the chance to impress her coworkers and managers so making quick and effective choice is very important.

Persona: Nick Leeson

Problem statement:

Nick is a/an Devop Engineer who needs a quick & efficient way to order diverse items in short time with confidence because he wants to manage the time he gets with his family and have food they like.



Nick Leeson

Age: 26
Education: University graduate
Hometown: DFW, Texas (Suburb)
Family: Wife and 1 cat
Occupation: Devop Engineer

"I'm a chill guy who loves to spend time at home with my family"

Goals

- Manage time effectively
- Show good knowledge over diverse selections
- Make intelligent choice over a short time

Frustrations

- Diverse food choices are scarce and not easy to find
- Hard to feel confident over the choice within a short time frame

Nick is a 26 year old Devop Engineer, and does most of his work remotely and spends his time with his wife and cat. Every week Nick and his wife always does a movie night and order food to eat while watching their favorite movies. So he has to be quick and creative when ordering food.

User journey map

The key is Jenny choice of theme, which greatly influences the journey.

Note that her feelings go from positive to negative the further she advances.

Making sure to have carts, notifications, update, and better visuals is a must.

Persona: Jenny Star

Goal: Find a easy and quick way to order diverse food items for pick up

ACTION	Find a restaurant	Browse menu	Checkout	Confirmation	Pick up order
TASK LIST	A. Decide on food theme B. Locate restaurant near her C. Browse restaurant with same theme	A. Check online menu B. Select items to add to cart	A. Go to cart B. Enter payment info C. Place order	A. Get in app message of estimated time when order is ready for pickup B. Find restaurant address	A. Wait for update on order B. When ready, go to restaurant C. Pick up food and tip D. Inspect food E. Drive back to office F. Enjoy
FEELING ADJECTIVE	Anxious to find a restaurant to fit her theme Excited when restaurant is found	Overwhelmed when looking at menu items with bunch of texts and limited visuals	Hard time locating cart, too many steps when making order Unsatisfied with order process	Angry that she didn't get verification of some sort. Hard time locating restaurant address	Tiring when having to call to check if order is ready Happy she is able to enjoy meal with coworkers
IMPROVEMENT OPPORTUNITIES	Make a restaurant app with a theme selection system to locate those restaurants easily that's nearby	Add a filter function Add visual images Shorten text length and only include important info	Make cart apparent & highlighted Keep ordering simple and straightforward with as little steps as possible	Send email/phone verification of order with clear description Also include address in the message	Send in-app update when food is ready for pick up Send a short survey message with coupon for next time if completed

User journey map

The key is Jenny choice of theme, which greatly influences the journey.

Note that her feelings go from positive to negative the further she advances.

Making sure to have carts, notifications, update, and better visuals is a must.

Persona: Nick Leeson

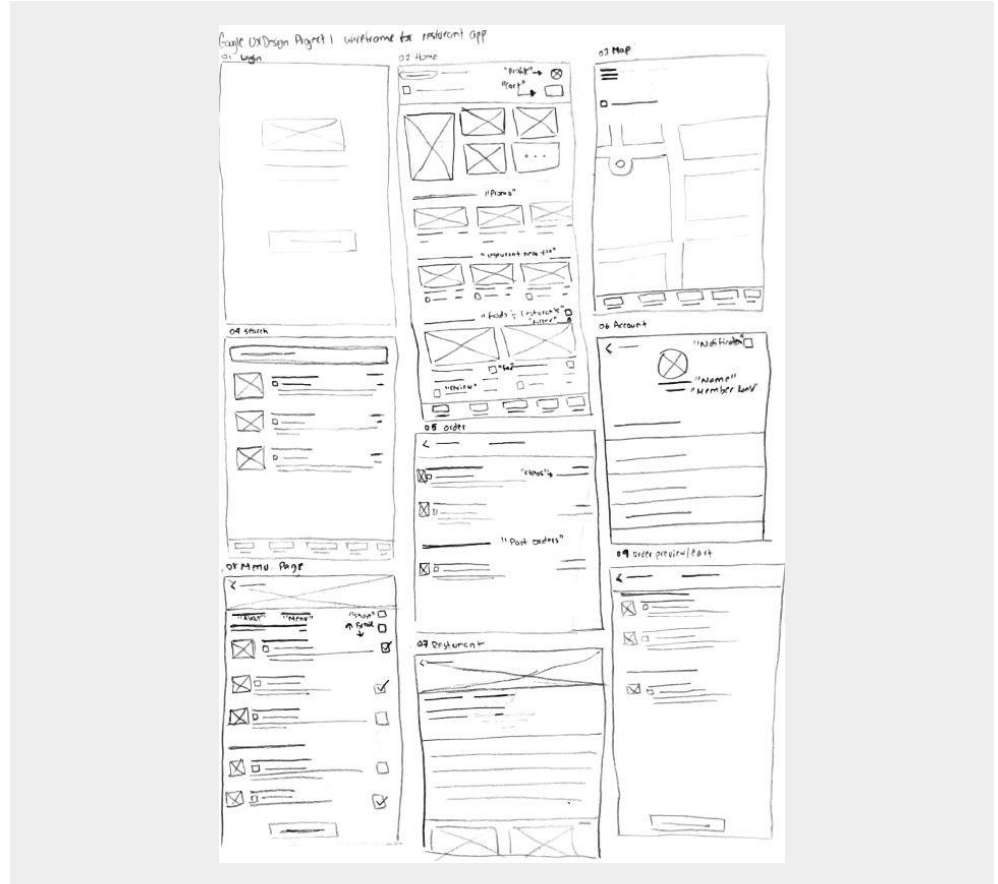
Goal: Quick and easily order food confidently so that he can enjoy time with family

ACTION	Find a restaurant	Browse menu and learn	Checkout	Confirmation	Pick up order
TASK LIST	A. Decide on food theme B. Locate restaurant nearby C. Browse restaurant with same theme	A. Check online menu B. Wants to get info without searching online C. Select items to add to cart	A. Go to cart B. Enter payment info C. Place order	A. Get in app message of estimated time when order is ready for pickup/delivery B. Provide restaurant address	A. Wait for update on order B. When ready, go to restaurant/wait on delivery C. Pick up/drop off food and tip D. Inspect food F. Enjoy
FEELING ADJECTIVE	Anxious to find a restaurant to fit his theme Excited when restaurant is found	Overwhelmed when looking at menu items with bunch of texts and limited visuals Disappointed when having to search food info via web	Hard time locating cart, too many steps when making order Unsatisfied with order process	Angry that he didn't get verification of some sort No address provided	Tiring when having to call to check if order is ready Happy to enjoy food with family
IMPROVEMENT OPPORTUNITIES	Make a restaurant app with a theme selection system to locate those restaurants easily that's nearby	Add a filter function Add visual images Shorten text length and only include important info & add in-app food data	Make cart apparent & highlighted Keep ordering simple and straightforward with as little steps as possible	Send email/phone verification of order with clear description Also include address in the message if needed	Send in-app update when food is ready for pickup/delivery Send additional update if delivery Send a short survey message with coupon for next time if completed

Paper wireframes

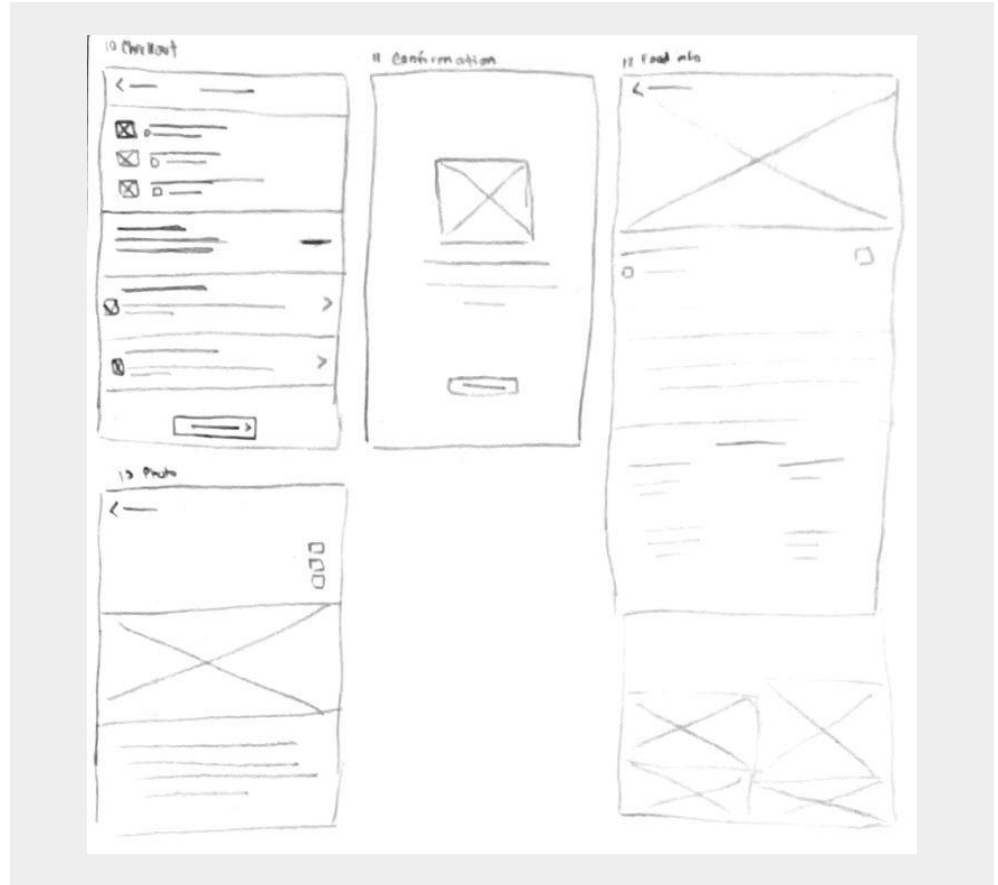
Designed the app to have a simple look. Mostly make it so that it is easy for users to find items efficiently.

The goal was to make sure the app is not complicated and easy to use for first time users.



Paper wireframes

The whole user flow is simple to understand and most things users normally have to fill out is already provided for time saving & easy transaction. As well as some optional features for users to use for better experience.



Digital wireframes

Home

On the home I wanted to make sure that users are able to access various features while keeping it simple.

My thought process was to keep a simple grid layout while having features in isolated for better accessibility.

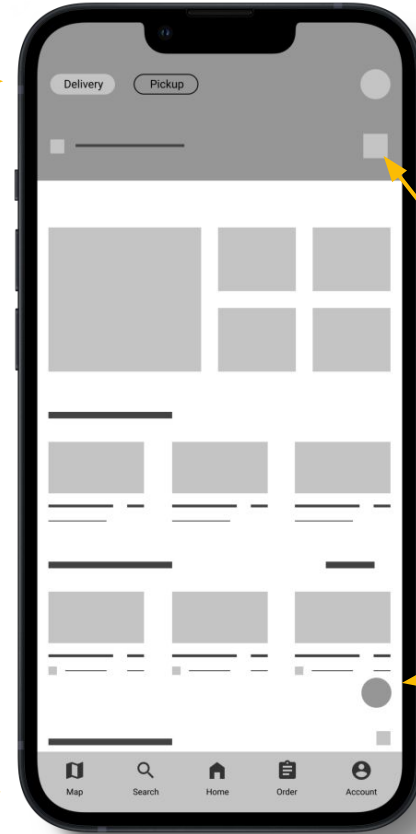
Switch between delivery or pickup, helps users find different ways to get their food

Profile, lets users go to personal account and change preference & etc.

Cart, users able to know how many items they are ordering

Various accessibility, will lets users change language, visibility and etc. for effective user experience

Navigation, users are able to effectively move around app using this simple navbar

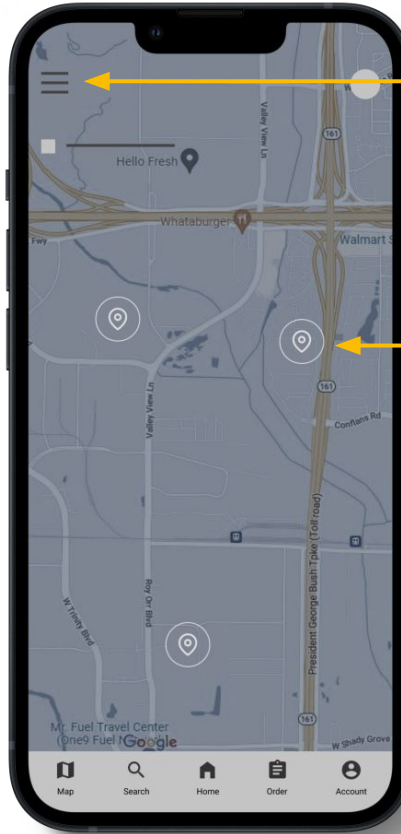


Digital wireframes

Map and Options

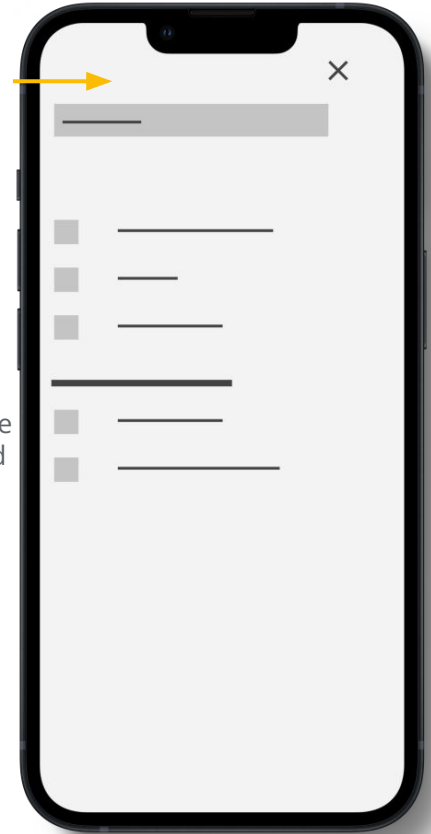
Make sure users are able to have plenty of options while using the map.

The thought process was to have a navbar where users can filter between restaurant, location and more.



Hamburger & nav, let users have more options when looking for restaurants

Restaurant location pins, users are able to tap it and learn about the restaurant and order



Digital wireframes

Order history

Goal was to display order information for users easy access.

By making it a quick access feature users are able to learn about their order history.

Back button, users are able to utilize this to go back to previous screen



Order history, orders made recently or a week ago is displayed for users to have for their conveniences



Digital wireframes

Menu

The goal is to build confidence and make ordering easy.

It was done by letting users learn about the restaurant and menu items and easy shareable link to menu for anyone.

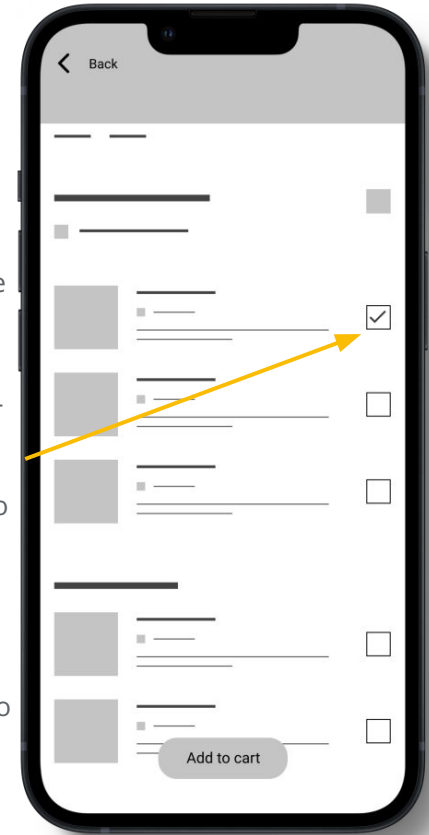


About, users are able learn about the restaurant

Share, users are able to share menu to others even if they don't have the app

Checkers, user are able to check multiple items to add to cart

Adding items to cart, user able to add food to their cart



Digital wireframes

Payment

The goal is to make the payment be a one step payment.

This was done by having a pre-applied payment method but also let users have the choice to use other payment method i.e Apple pay, Google or PayPal

Quick payment option, user are able to save primary payment method in their account so payment is quick and simple

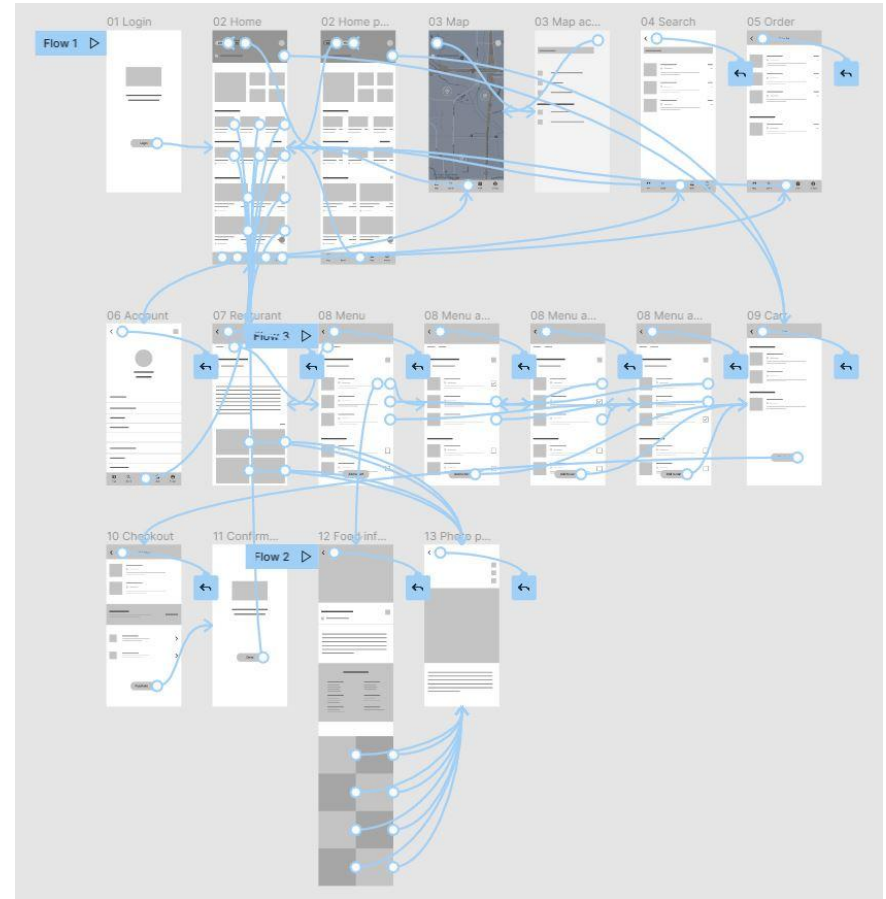


By tapping this button users are taken to a confirmation page and given order description and eta

Low-fidelity prototype

[Lo-fi Prototype shared link](#)

The user flow is to find a restaurant nearby then order items using the menu, add them to cart and confirm order.



Usability study: findings

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

Round 1 findings

- 1 Users confused when asked to remove items from cart
- 2 More guidelines and options on Map
- 3 More visual elements to help improve usability

Round 2 findings

- 1 Users confused when asked to remove items from cart
- 2 More guidelines and options on Map
- 3 More visual elements to help improve usability

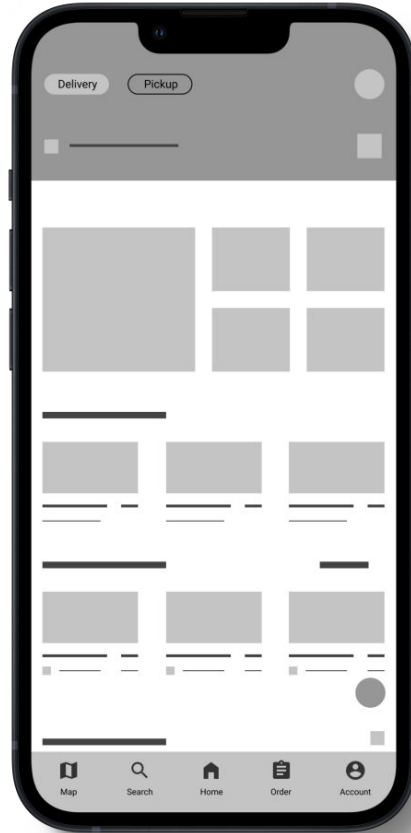
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

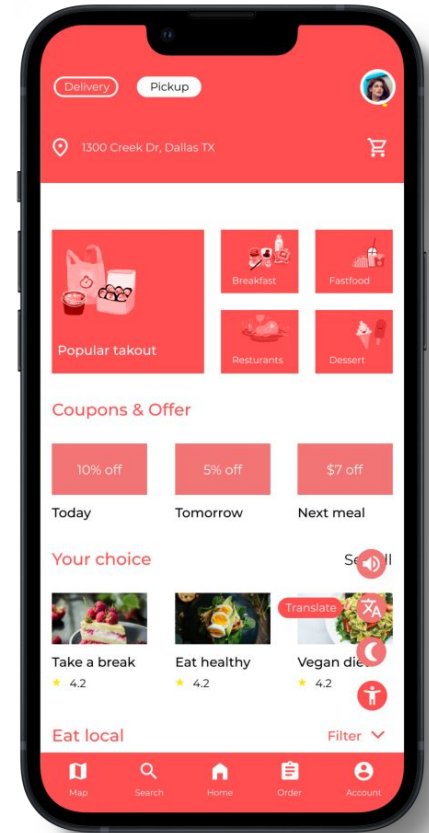
Mockups

Home page of the app is designed to have a simple grid layout with various accessibility and functionality features visible for users.

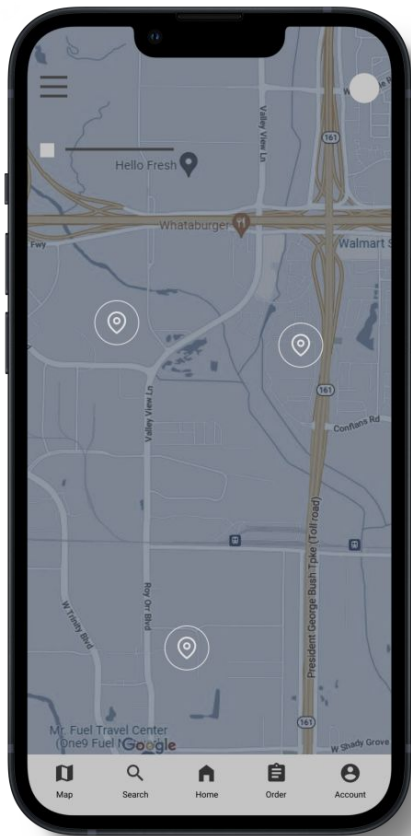
Before usability study



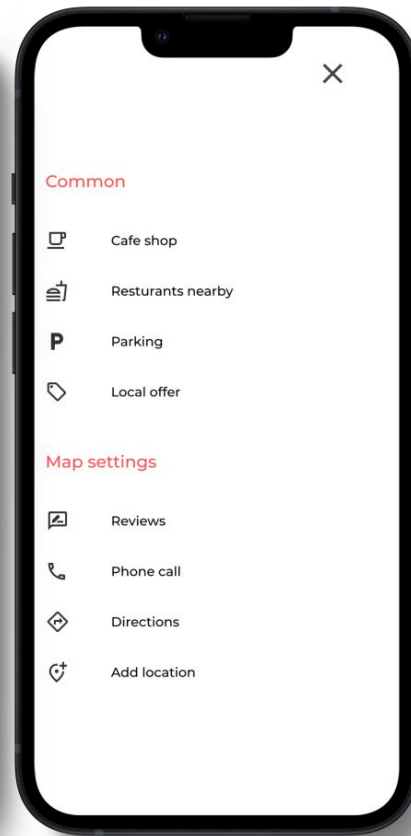
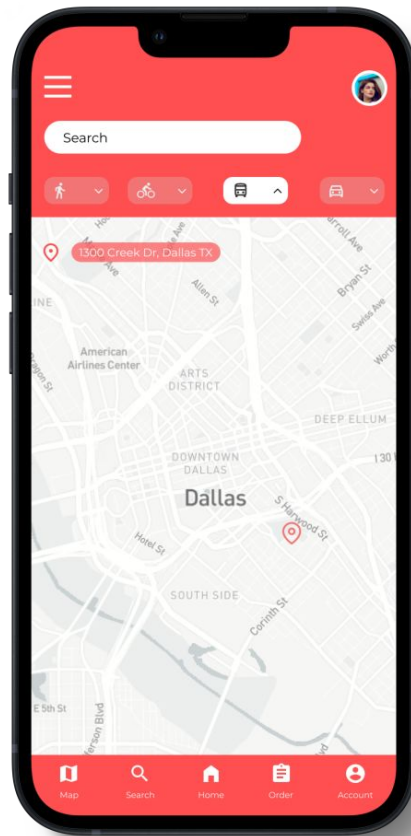
After usability study



Before usability study



After usability study



Mockups

The new map screen design incorporates more guidelines and feature to help users easily locate their nearest restaurant in the area. As well as they have the options to search for restaurants that they want to eat at. Plus, users are able to figure out how far the restaurant is depending on their location and form of transportation.

Once users access the more options they are able to find certain places like cafes, parking and etc for their convenience. They can also access more information about the restaurants from the app like calling or reviews.

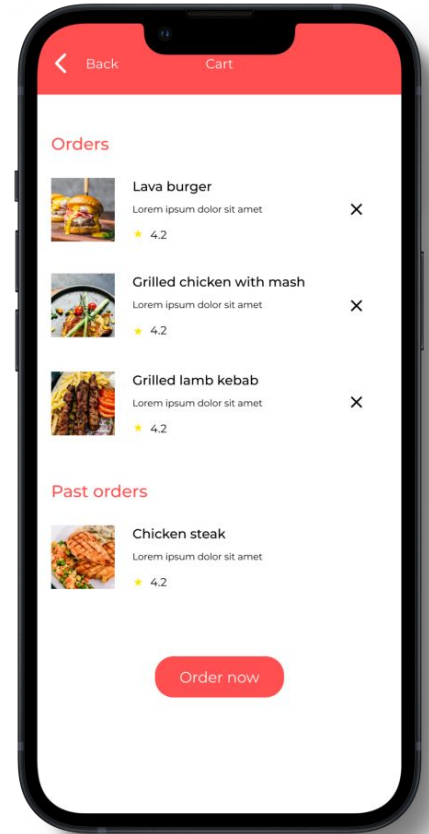
Mockups

In the initial design the cart was supposed to have a slide effect on remove, but that made it harder for some users. So the solution was to add a remove icon representation for usability improvement.

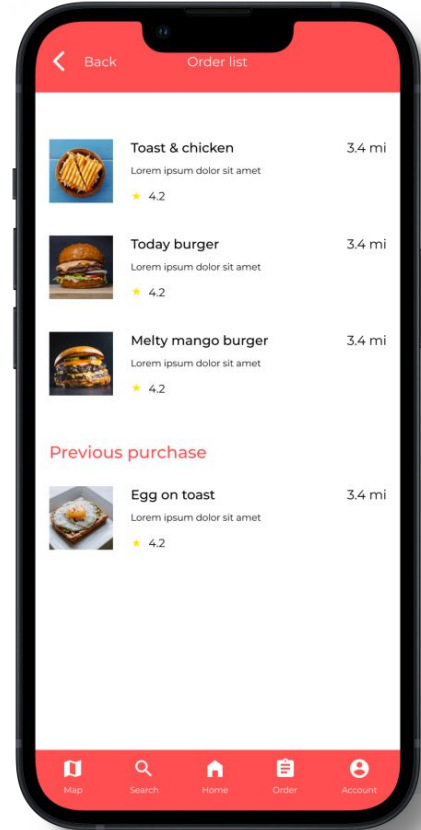
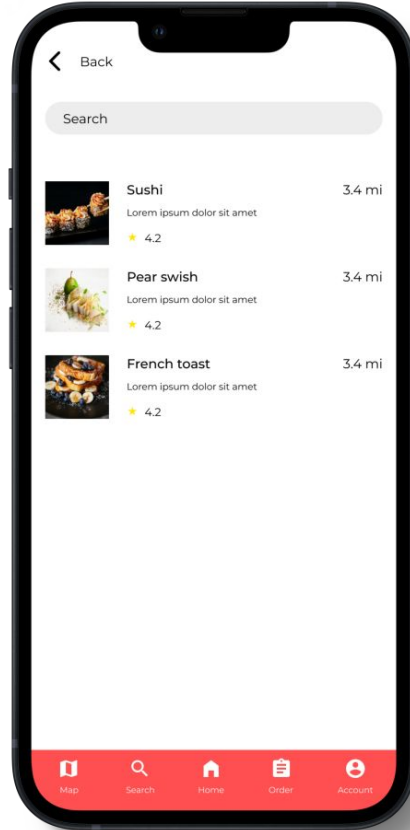
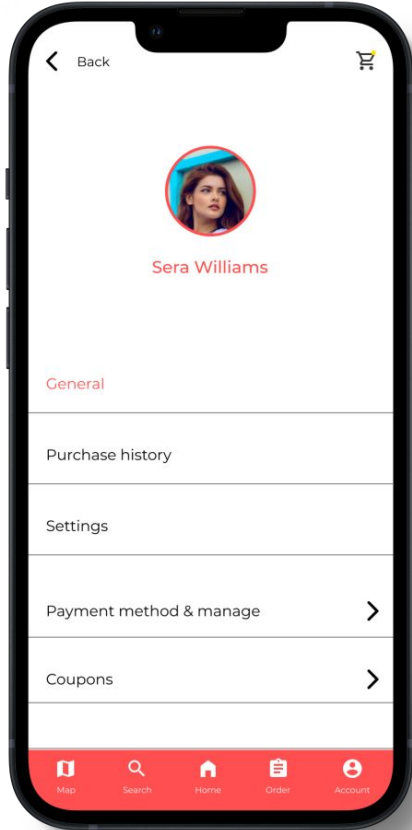
Before usability study



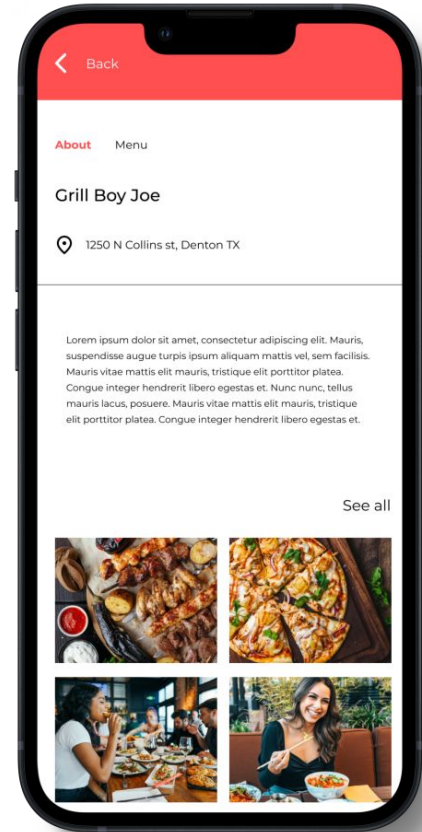
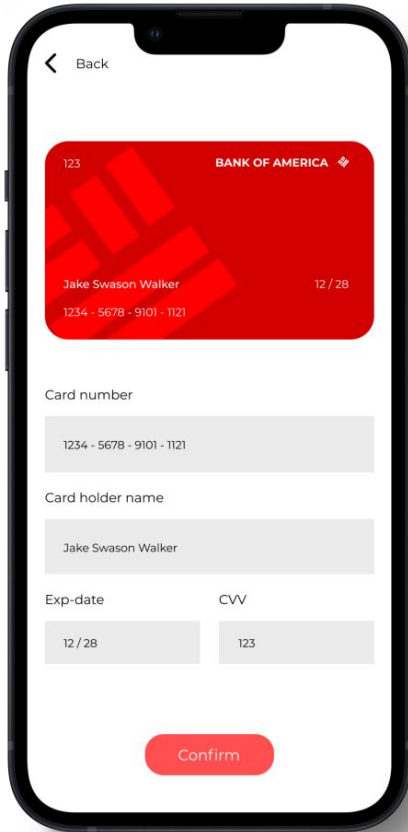
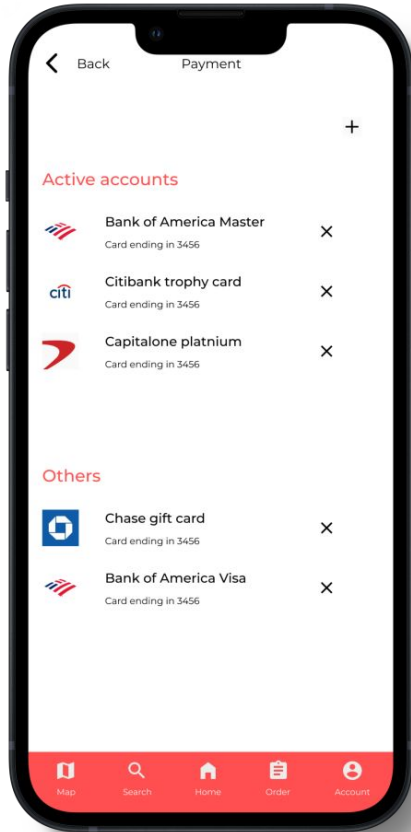
After usability study



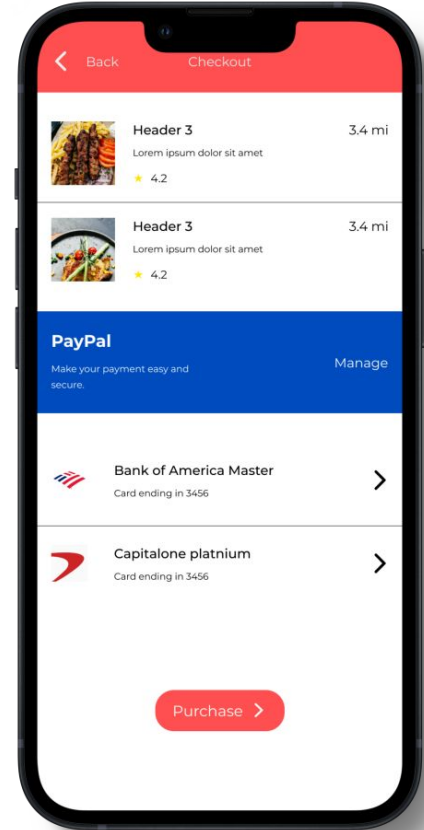
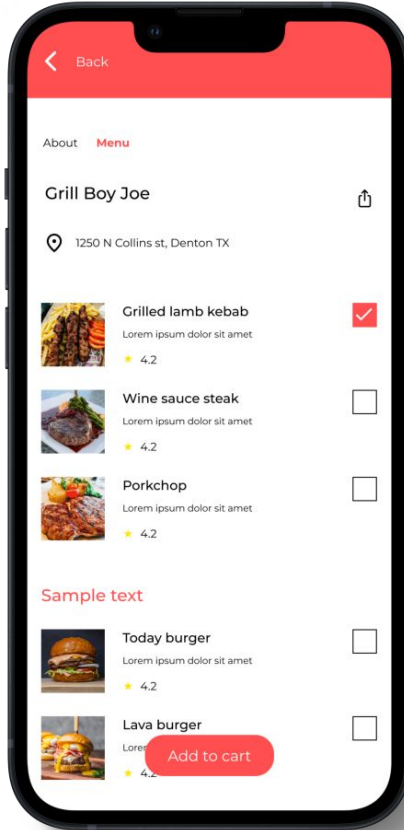
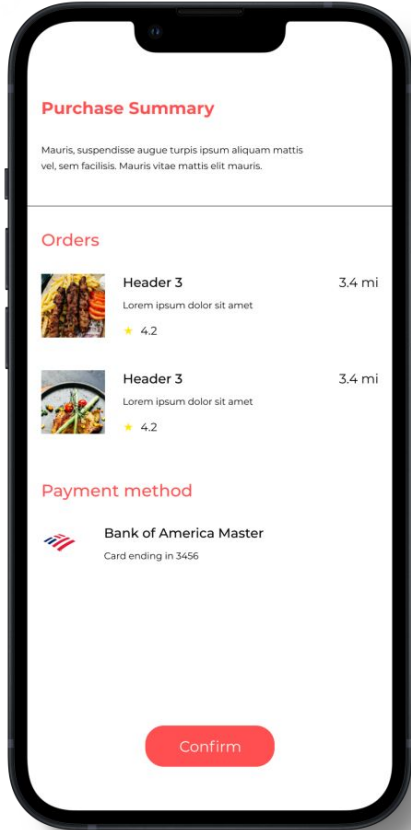
Mockups



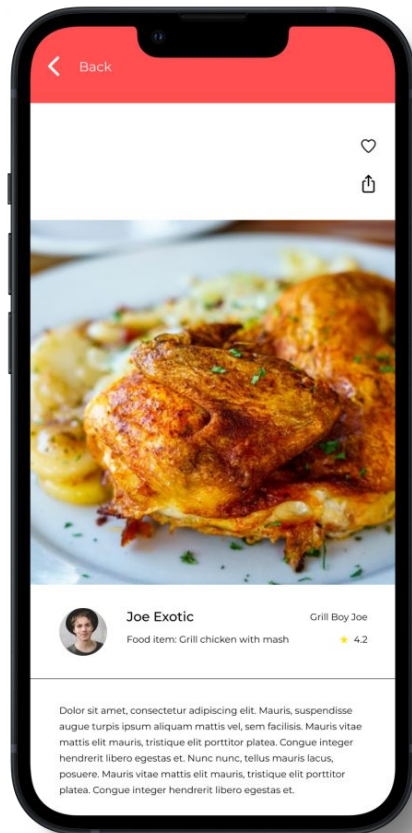
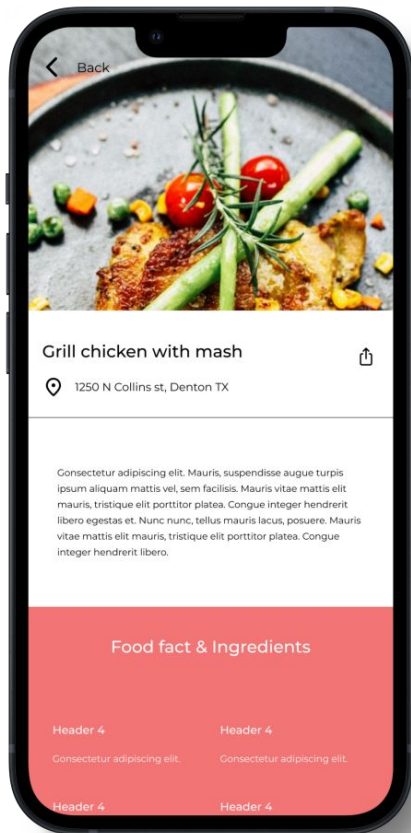
Mockups



Mockups

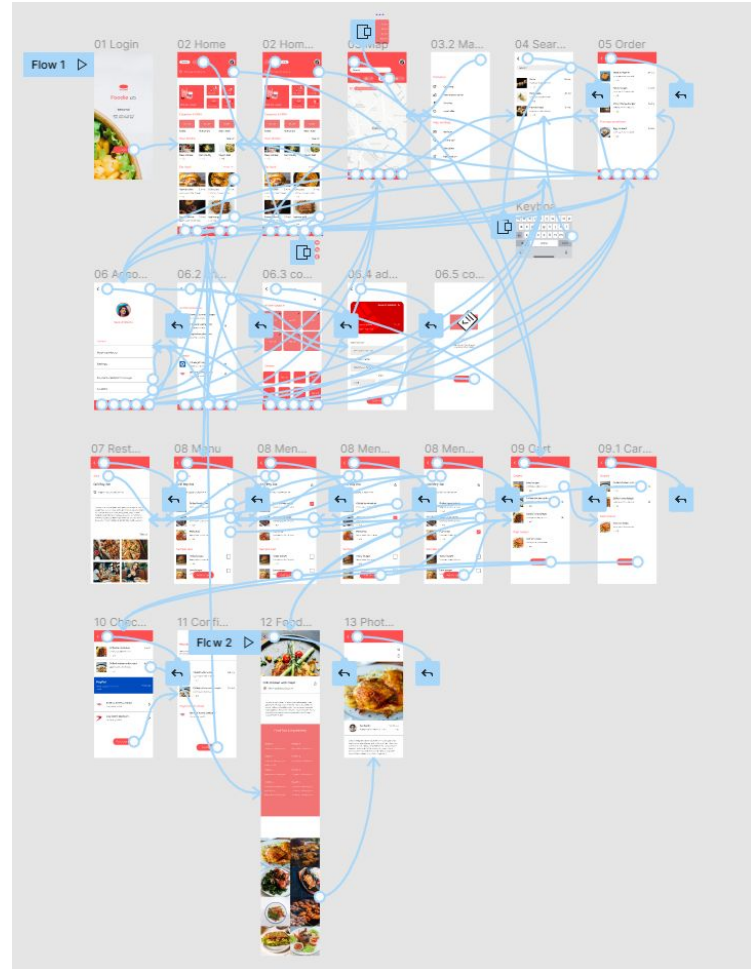


Mockups



High-fidelity prototype

<https://www.figma.com/file/Z6qbb2ZospFRW8L2L7sdTz/Google-UX-Design-Pro-Certification-Project-1?node-id=250%3A566>



Accessibility considerations

1

I made sure to include enough icons in my design so users understand what they are clicking.

2

I also made sure to use great color contrast for users with poor visibility to easily navigate and use.

3

Added some accessibility consideration I made sure to include in the design are dark mode, translations and text-reader functionality that will make using the app easier and memorable.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app really makes the whole food ordering process easy and informative.

One quote from peer feedback:

"Simple design with elegant use of font and colors".



What I learned:

I learned to really head deep into researching key users and analyze how they interact with my design. Using those analysis I was able to further improve my design and make it more user-friendly.

Next steps

1

I would love to use my current prototype to do some more user testing and further improve the design.

2

Afterwards I would love to start developing the prototype into an actual usable app.

3

My final thing would be to collect user data on the app usage and learn about how users interact with the app.

Let's connect!



Thank you so much for reviewing my work for the Foodie app! If you like to to see more or get in touch my contact info is down below.

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Website: adilasami.com