Joy's
Mobile App for an Upscale Food Truck

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Project overview

The product:

This is a Food Order App for an Upscale Food Truck.

Project duration:

3 months

Preview of selected polished designs.

Google

Project overview

The problem:

An upscale food truck wants to create an app for food orders.

The goal:

The goal was to create an easy-to-use app for an upscale food truck.

Project overview

My role:

UX designer

Responsibilities:

- User research

- Wireframing

- Prototyping

- Testing

Understanding the user

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

User research: summary

We are creating a Joy's Food Truck app to attract and retain customers in the online system. Many of our competitors (mainly restaurants) offer apps to order, but there is only few food trucks that invested in this. We want to create an app that compete in the market, improve sales, and increase customer satisfaction.

Research questions:
- How long does it take for a user to select and order food?
- What difficulties do customers encounter when using the app?
- Are users able to order the food they want?
- What can we learn users usually take to order food?
- Is payment easy for the customers?

User research: pain points

1

Support

Users can only order on desktop online.

2

Financial

Customers who order in person tend to spend more time on waiting till the order is ready.
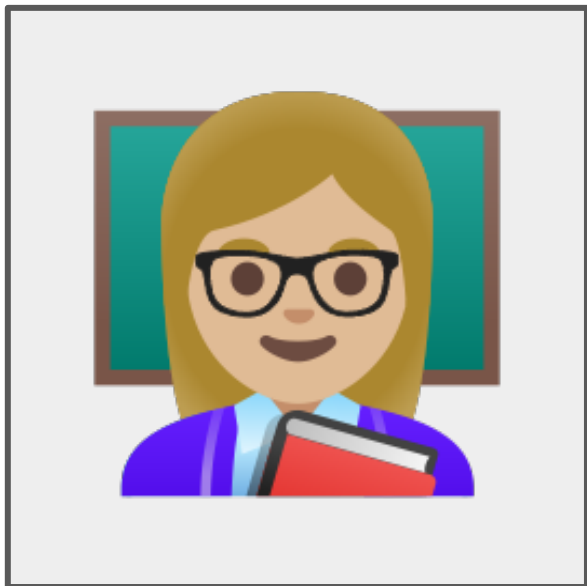
3

Process

Customers want an app that is easy-to-use and easy to customize.

4

Product

Currently there is no app to order food.

"I don't like cooking, but I love good food."

Agnes

Age: 35
Education: PhD
Hometown: Norman, OK
Family: spouse, 2 kids
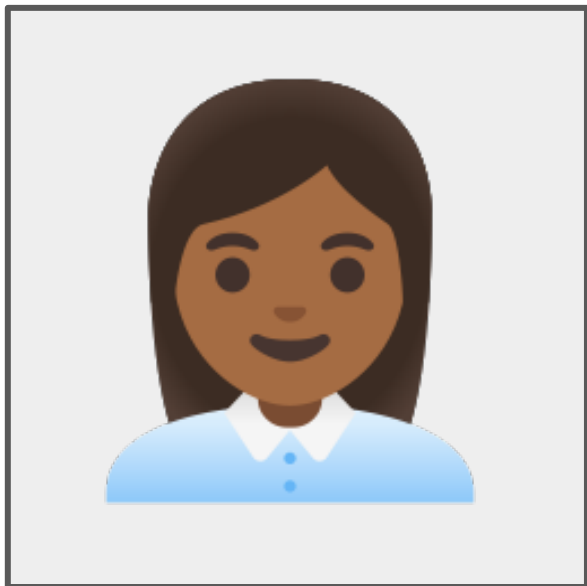**Occupation: university prof**

Goals

- To have good and healthy food
- To be able to order food in an easy way
- To have access for a great variety of good quality food

Frustrations

- I do not have the time for cooking.
- It is difficult to find a place that has good and healthy food, and the food is easy to order

Agnes works for Oklahoma University as a tenure-track associate professor, working on her tenure. She is a mom of two. Her kids are 4 and 5, and they go to a private preschool. She works at home most of the time, and she also travels a lot. She loves to eat good and easygoing food, but she does not have time to cook. She wants something good, healthy and easy to eat.

"I would love something cheap and good to eat."

Hilda

Age: 47
Education: BA
Hometown: Norman, OK
Family: single
Occupation: elementary teacher

Goals

- To have good and cheap food
- To be able to order food in an easy way
- To have access for a great variety of good quality food

Frustrations

- I do not like cooking.
- It is difficult to find a place that has good and cheap food.
- I want to be able to order in the evening too.

Hilda works at an elementary school as a full time teacher. She lives with her spouse in a nice, small flat close to the school where she teaches. She hates cooking, but also hates to buy and prepare frozen food. She needs a solution that has a great variety of food, easy to order and not expensive. She would also pay a little bit more, if the food is healthy.

User journey map

My original idea was to create user stories in the user journey maps, and to see how the users interact with the product, and how they feel.

Persona: Agnes

Goal: To be able to order cheap and healthy food for pickup from an upscale food truck

ACTION	Access the Food Truck App	Select Food	Place Order	Track Order	Pick up Order
TASK LIST	A. Have the app installed B. Open the app	A. Browse menu items B. Select food	A. Make relevant selections B. Place order	A. Check remaining time B. Receive text messages	A. Drive to restaurant B. Pick up order C. Drive home D. Eat
FEELING ADJECTIVE	Excited about using this food truck, because it has a great variety of food	Excited about the variety of food	Annoyed about the time it takes to make selection	Anxious about checking her phone all the time	Happy about the food
IMPROVEMENT OPPORTUNITIES	Improve the design of the app	More search filters	Possible combinations of the food	Provide more reasonable notifications	Rewards program

Starting the design

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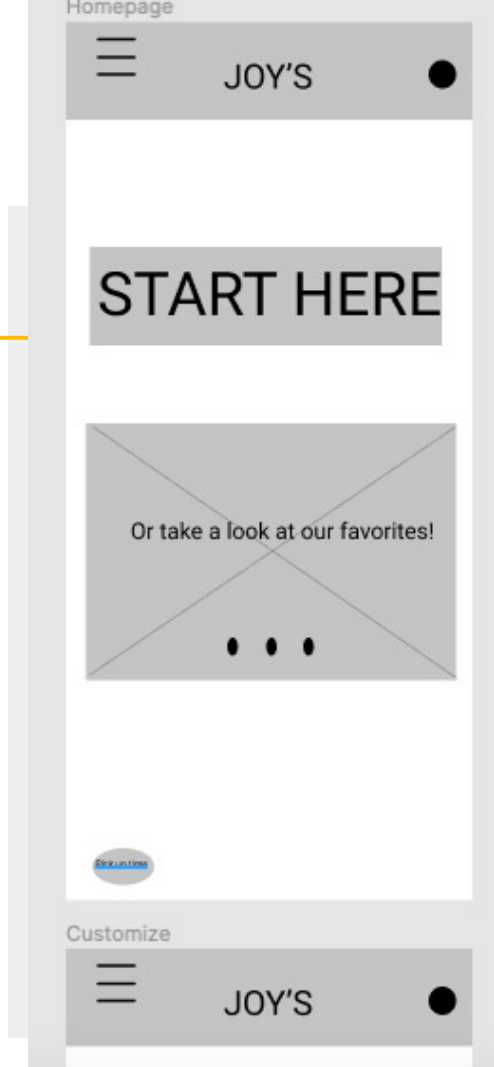- Low-fidelity prototype
- Usability studies

Paper wireframes

I wanted to create straightforward, and easy-to-use structure for the mobile app. My original idea was to be minimalist in design, use the fewest assets possible.
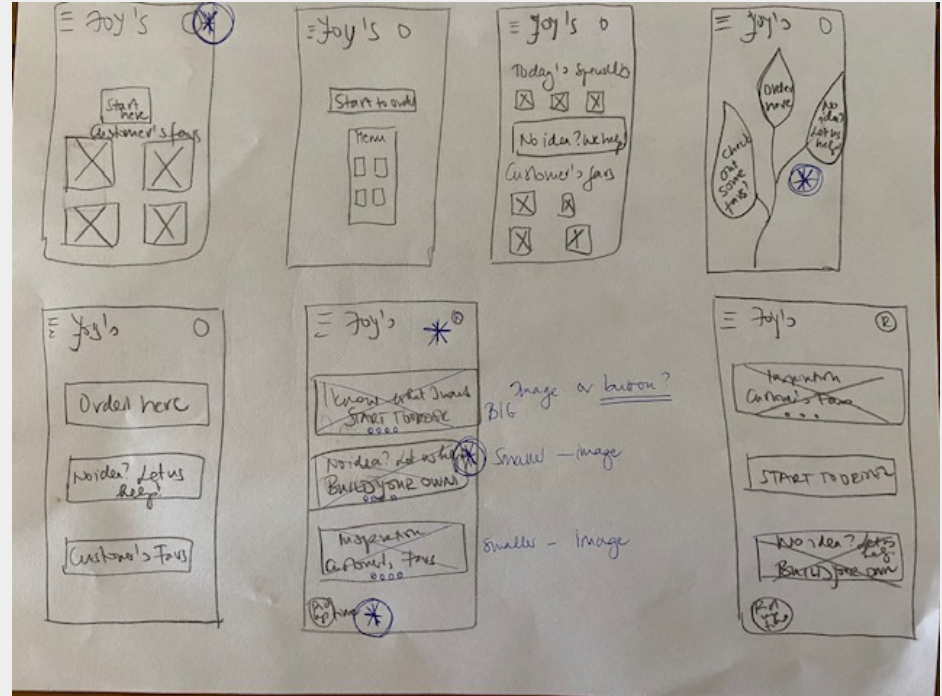
Digital wireframes

I started with some minimalist
design, and tried to
incorporate most findings
from the usability study. s

☰   JOY'S   ●

I wanted to
have a clear
START button
for the user.

START HERE

Or take a look at our favorites!

• • •

I also wanted
to take into
consideration if
they were not
ready to order,
but needed
some ideas. s

Pick up time

Customize

☰   JOY'S   ●

Low-fidelity prototype

Using a complete set of wireframes, I created a low-fidelity prototype. The primary user flow I connected was selecting food and ordering food.

https://www.figma.com/file/7egIk bQsW0O3NYxHcrkCNW/joys?nod e-id=5%3A46

Usability study: findings

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

Round 1 findings

1. Users want to be able to

2. Users want to be able to customize food

3. Users want to be able to track pickup time

Round 2 findings

1. The home page was confusing because of the colors.

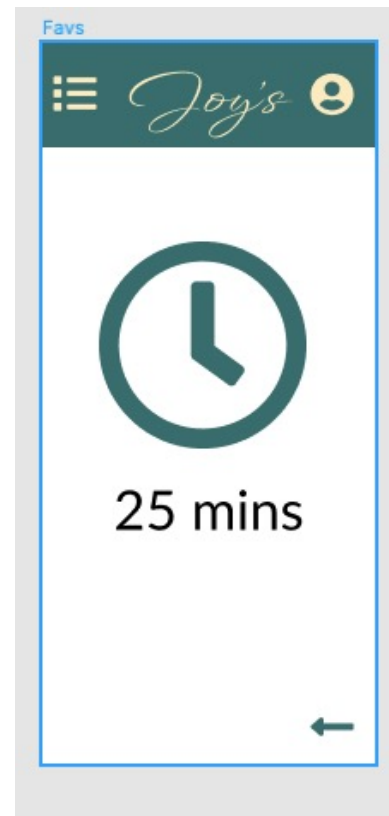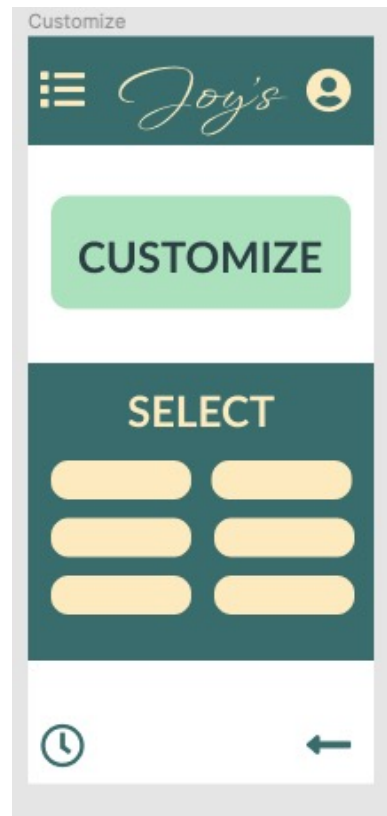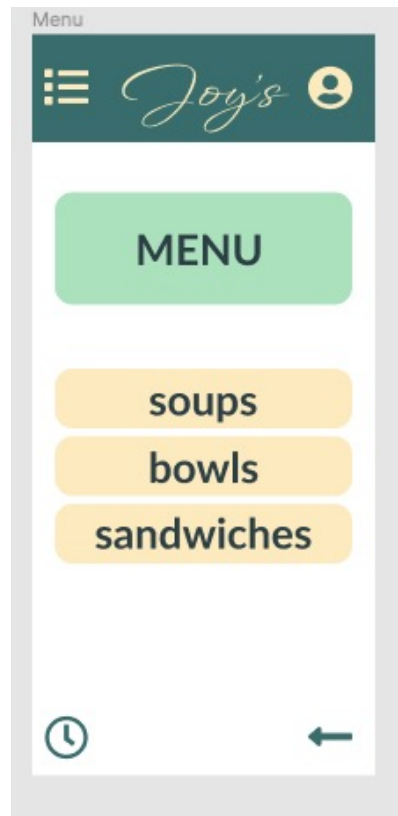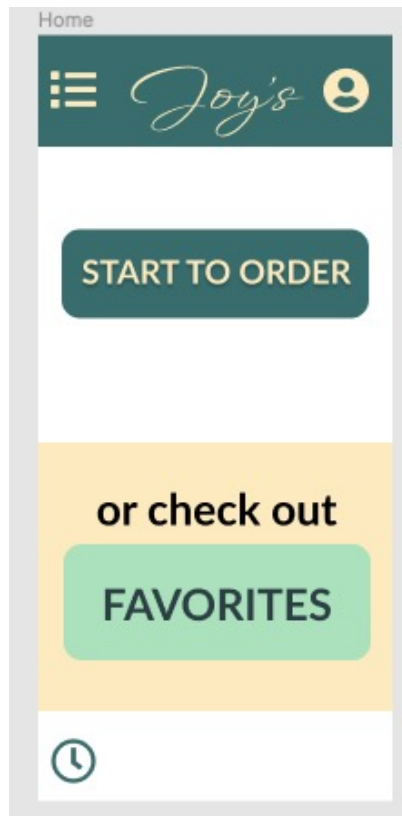2. Users could not interpret all the icons.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

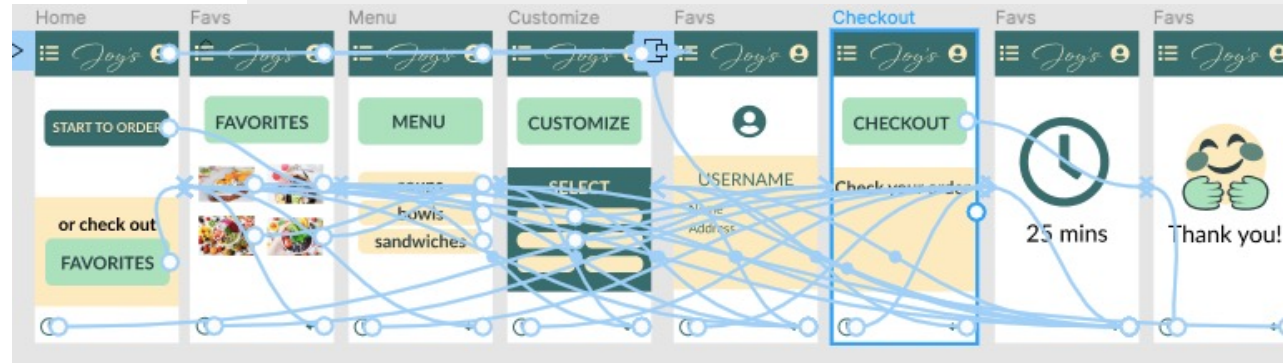After the usability study I removed the confusing icon, and simplified the page. s

Mockups

High-fidelity prototype

https://www.figma.com/file/7egIkbQsW0O3NYxHcrkCNW/joys?node-id=45%3A2

Accessibility considerations

1

Provided alt text for images.

2

Used icons to make navigation easier.

3

Used pictures to help users with the ordering process.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

After the implementation of the app, the overall order numbers increased by 25%.

What I learned:

The most important takeaway for me is that design could always be improved with the usability study and feedback. And it is a great challenge to design and develop user-centered products.

Next steps

1

Conduct another round of usability studies.

2

Talk to an accessibility expert again.

3

Conduct more user research to determine and refine needs.

Let's connect!

Thank you for your time reviewing my work!

email: okereszty@gmail.com

Thank you!