Kay’s Food Delivery App

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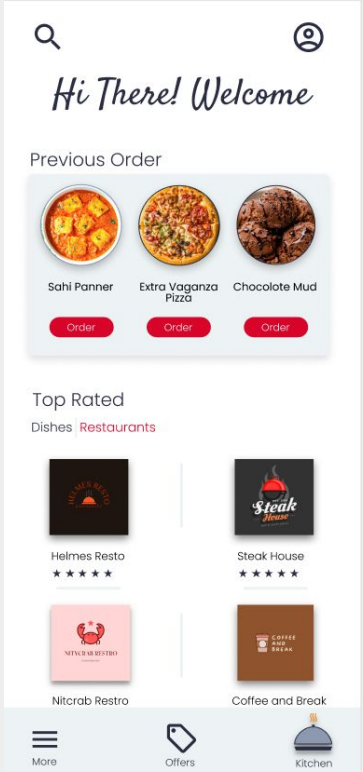
Project overview

The product:

Kay's Food Delivery app is one common platform for all the restaurants in the town. The target audience are the one who don't have time to go and pick their meals due to the tight schedule. Our app will help the user order a meal and can get it delivered at their doorstep or can pick the order from the restaurant so that they can manage their time accordingly



Project duration:

January 2022 to March 2022

Project overview

The problem:

Busy workers and commuters lack the necessary time to prepare their meals

The goal:

Design an app that can delivery the food at doorsteps and provide notification and status of the orders.

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Project overview

My role:

UX Designer 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’ve conducted a survey and created an empathy map to understand users so that I can design the product. The most common users are adults whos are working professionals.

The most important factor which I came to know after my research is that minor details also matters a lot. Like having proper info on the dishes helps user decide the dishes or just having a simple UI without overwhelming information on the home page can help user search their desired food and order it.

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User research: pain points

1

Time

Time is really an important factor for the people who work in shift and tight schedule

2

Simple UI

Too much of informations on the homepage makes few users confused and cluster

3

Images

Not providing proper images and details of the dishes makes user not to try different dishes

4

Improper Assistance

User needs to know where their order is or needs to know if its getting delayed.

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Persona: **Riya**

Problem statement:

Riya is a Doctor

who needs an app that can deliver the food on time

because her schedule is often tight and have less time to sit and have dinner with her parents or during her break

Riya

Age: 34
Education: PG in Cardiology
Hometown: New Delhi, India
Family: Lives with Parents
Occupation: Doctor

"Since my work timing is uncertain due to shifts, I dont have time to go out and pick my dinner"

Goals

- I want to be best of myself, so that I can help people.
- To make sure I eat properly on time
- To have dinner with my parents once in a while

Frustrations

- "I dont get time sit and have dinner with my parents, since I'll be having limited time"
- "I would get annoyed when the order gets delayed and is not being informed"
- "Its really overwhelming when there are lots of options while ordering and not proper usage of images"
- "Not proper informations on dishes or proper rating which makes me sad not to try new dishes"

Riya is a PG Doctor in Cardiology. Since she is cardiologist she often spend more time in hospitals treating patients due to high spikes of heart attack in current situation. Which make her miss her dinner or lunch sometimes. She also wants to have dinner with her parents once in a while. Riya wants something simple and sober food delivery app (As she is claustrophobic) which can deliver her food on time and inform her if there is delay in delivering her order so that she can adjust her busy schedule accordingly and also make sure the order is delivered to her place before she reaches her home so that she can have a good meal with her parents.

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User journey map

Mapping Riya's journey helped me to understand the pain points

Persona: Riya

Goal: Have a simple and sober food delivery app which can update me of the orders due to any situation

ACTION	Search for Food	Choose a Dish	Pay the Bill	Wait for the Order	Collect the Order
TASK LIST	Tasks A. search for food in search bar B. scroll to select desired dish C.avoid irrelevant information	Tasks A. Look for the ratings B. Look for the dish images C.Then choose a dish	Tasks A. Scroll to see the Payment option B. Enter the card details C. Complete the payment	Tasks A. Contact the restaurant for the order status B. Check where the order is reached	Tasks A. Go to the pick up point B. Check the order C.Come back to the place D. Have dinner
FEELING ADJECTIVE	Excited to order a food due to hunger Overwhelmed due to lots of options Frustrated due to too much of information on home page	Annoyed since the images are not clear Disappointed due to lack of informations on the dish like ratings etc Glad to finally choose the dish	Frustrated to find the payment option on the payment page Too lazy to add the card details Happy to complete the payment	Irritated to call the restaurant again and again for the status Frustrated to see that there is no way she can know the reason for the delay	Tired to go to the pick up point Finally excited to have meal after so much of waiting
IMPROVEMENT OPPORTUNITIES	Provide a suggestions while searching in the search bar Add voice control search in search bar to ease the process Give an option or suggestion to order the last ordered items Provide a dedicated area where additional informations are present, this helps the people who are claustrophobic	Use high resolution images for better quality Give an option for the user to see the additional details about the restaurant or rating (like a button) Assertive voice control options Translator for different lingual users	Keep payment option at the top as of the page as well, for the users who would directly want order without going through the details Give an options to save the card details so that they can choose it in their next order directly and do the payment	Provide a dedicated page to show the order status Add a feature that informs user through text or notification whenever there is delay in delivering the order Provide a button for the customer care details at the top of the page	Give a text area where user can add additional informations like where to deliver the order. This helps user who are busy or cant walk to the pick up point so that order can be delivered wherever the user is seated

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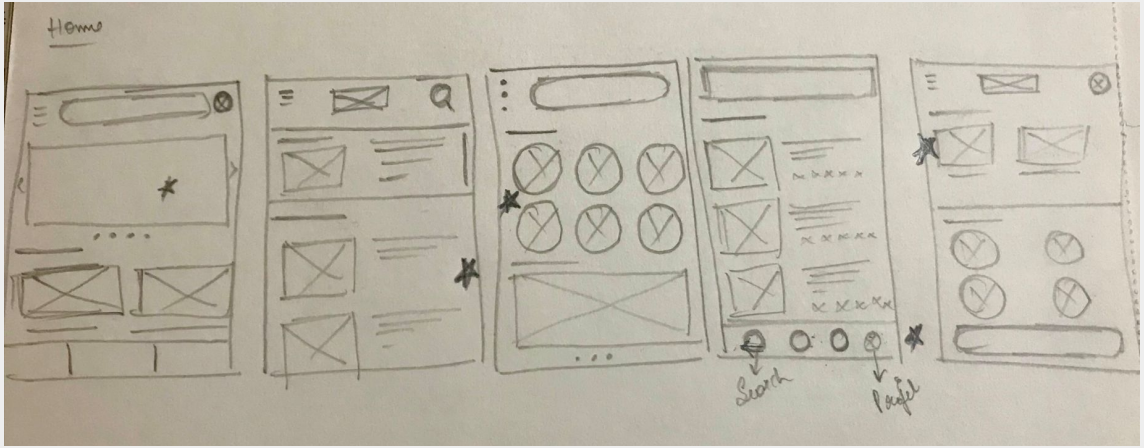
Starting the design

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

Paper wireframes

Taking time to iterate for each screen helped to find new ideas which can be used in the wireframe and also helped me to address the pain points. E.g. for the home page I've added the list of previous orders to make it quick and time saving.



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

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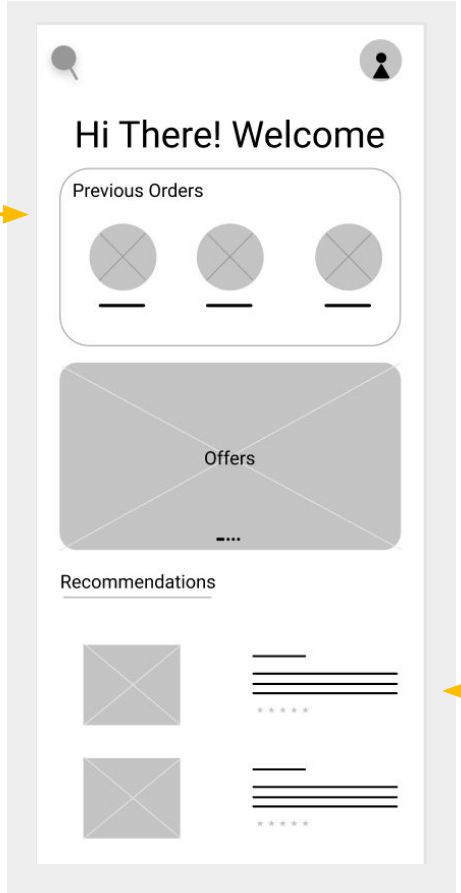
Digital wireframes

For the initial phase of the design I made use that I've addressed the problem that is time constraint

Just by clicking on any of the previous orders it will navigate to the order page



This section will help the users who would like to try out new different things

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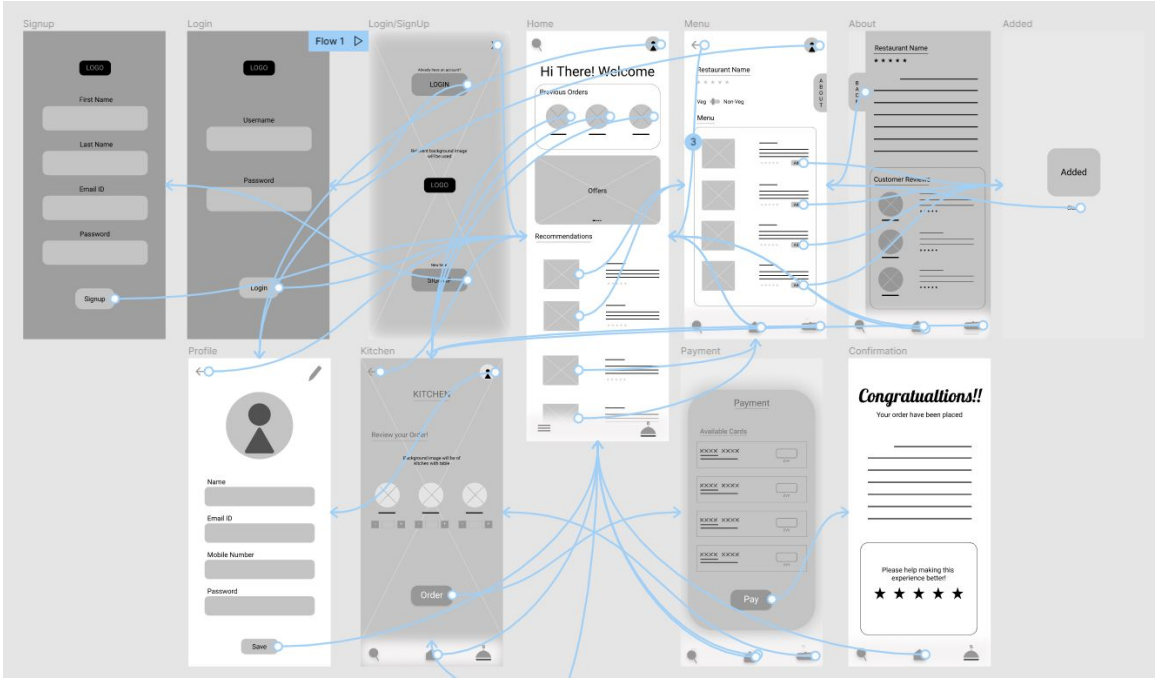
Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was ordering their previous orders and add items from the menu and complete the order process

View Kay's Food Delivery App

[Low Fidelity Prototype]



Usability study: findings

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

Round 1 findings

1. User wants to order quickly
2. User wants notification of status of the order and time for the delivery

Round 2 findings

1. Pop-up for the added item should make it catchy
2. Single use of colour for all the headers
3. Change the colour of theme based on the type of food selection (if possible)

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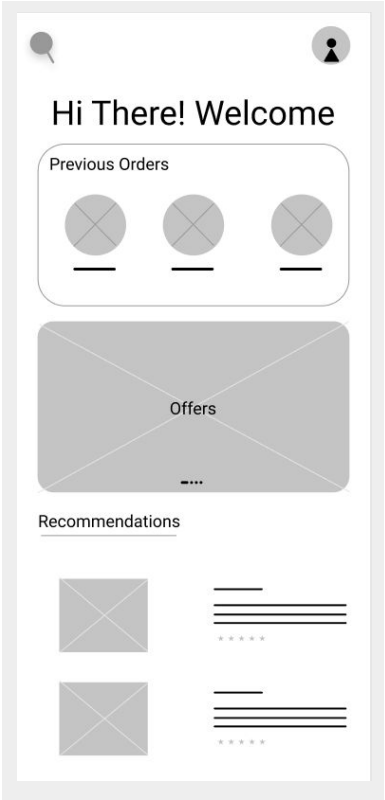
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

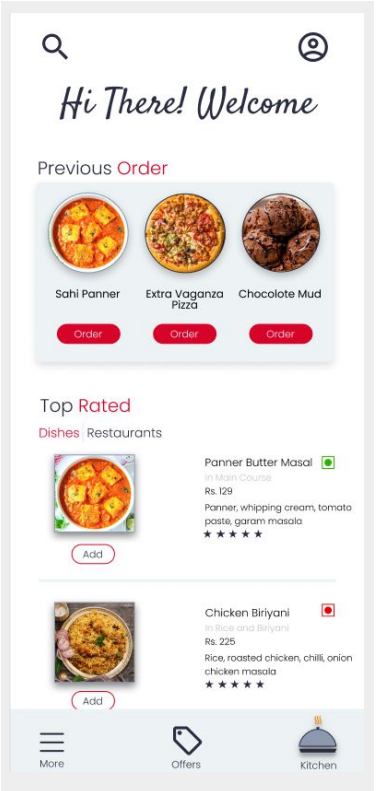
Mockups

Early design there was a dedicated space for the **Offers** and unders **Recommendations** there was no separation between dishes and restaurants. After the usability study, there is **dedicated page for Offers** and user can **toggle between Dishes and Restaurants** under **Top rated section**

Before usability study



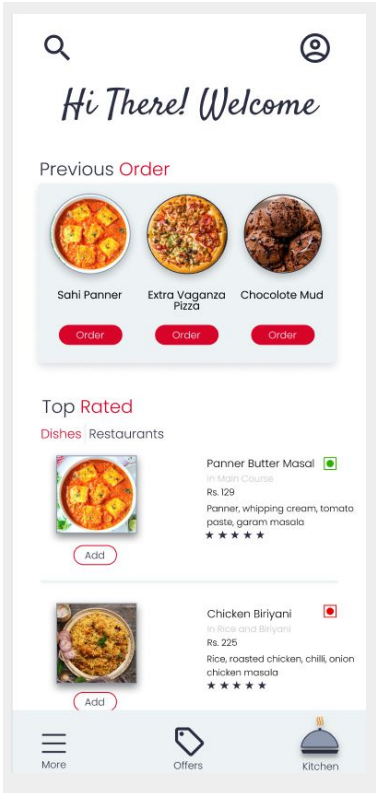
After usability study



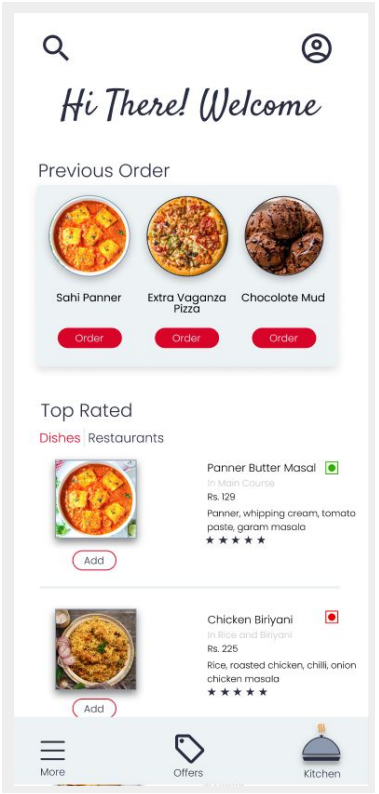
Mockups

The second usability study helped me to recognise that user's were getting confused of the **highlighted parts of the header** as an **actionable element**. Hence to avoid that I had to make the colour of the header **monochrome**.

Before usability study 2



After usability study 2



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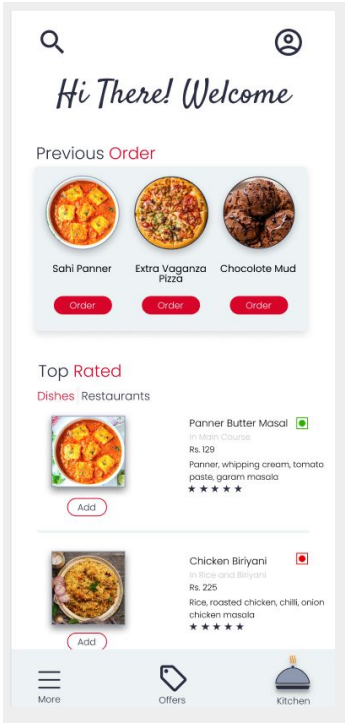
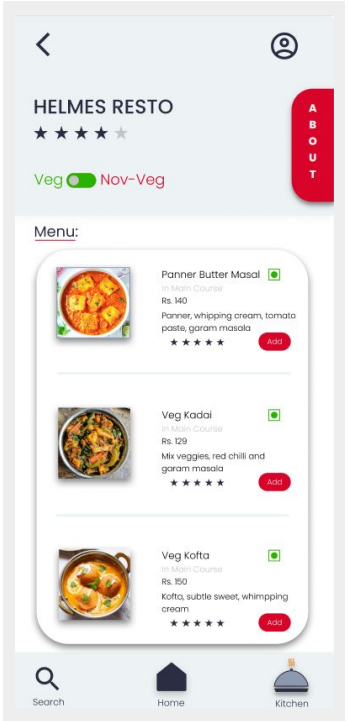
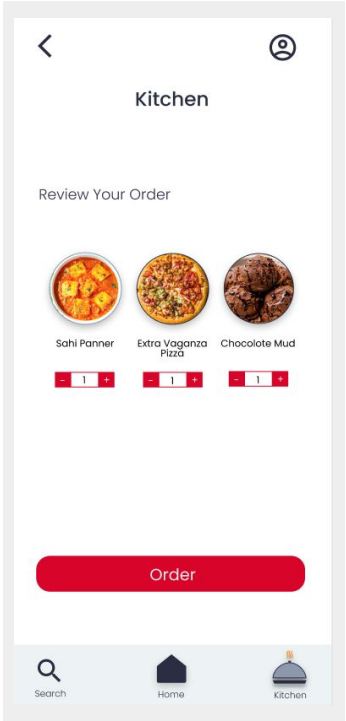
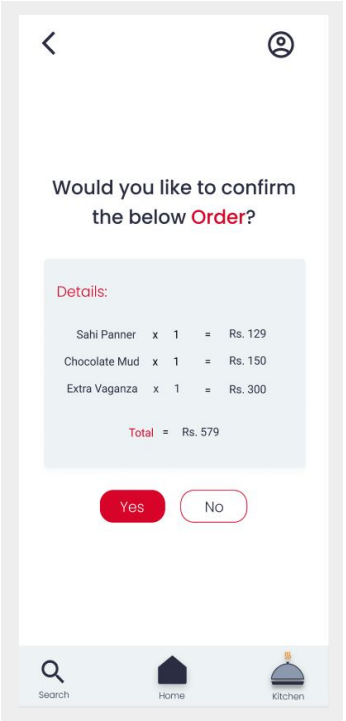
Mockups


Hi There! Welcome
Previous Order
Sahi Panner
Extra Vaganza Pizza
Chocolate Mud
Order
Order
Order
Top Rated
Dishes Restaurants
Panner Butter Masal
Rs. 129
Panner, whipping cream, tomato paste, garam masala
Add
Chicken Biriyani
Rs. 225
Rice, roasted chicken, chilli, onion chicken masala
Add
More
Offers
Kitchen

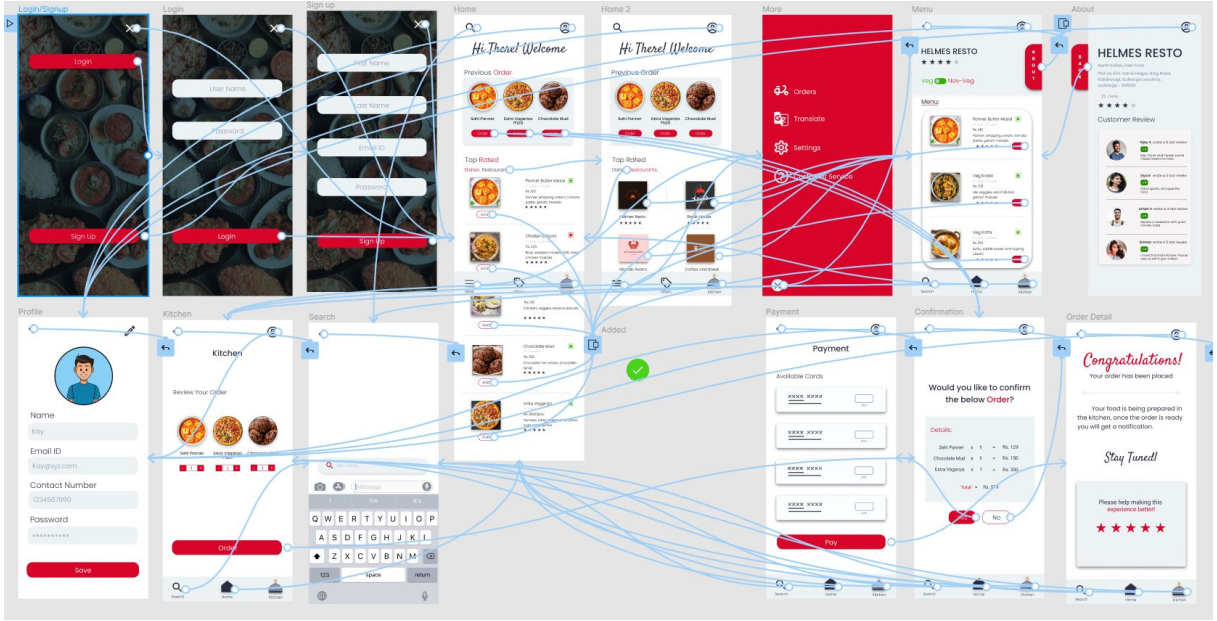

HELMES RESTO
ABOUT
Veg Nov-Veg
Menu:
Panner Butter Masal
Rs. 140
Panner, whipping cream, tomato paste, garam masala
Add
Veg Kadai
Rs. 129
Mix veggies, red chilli and garam masala
Add
Veg Kofta
Rs. 150
Kofta, subtle sweet, whimpping cream
Add
Search
Home
Kitchen


Kitchen
Review Your Order
Sahi Panner
Extra Vaganza Pizza
Chocolate Mud
Order
Search
Home
Kitchen


Would you like to confirm the below Order?
Details:
Sahi Panner x 1 = Rs. 129
Chocolate Mud x 1 = Rs. 150
Extra Vaganza x 1 = Rs. 300
Total = Rs. 579
Yes
No
Search
Home
Kitchen

High-fidelity prototype

Link for the Hi-Fi prototype: [Kay's Kitchen]



Accessibility considerations

1

Provide a language translation feature for the people who doesn't understand English

2

Used icons to help make navigation easier.

3

Used detailed imagery for dishes and provide ratings to help all users to try new dishes

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Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The Kay's Food Delivery App definitely help user to order their meals quickly

What I learned:

The most important thing I've learned is that whatever we plan initially will not be the same outcome. 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 Kay’s Food Delivery App! If you’d like to see more or get in touch, my contact information is provided below.

Email: kay.graphicdesign@gmail.com

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