Quick Eats Case Study

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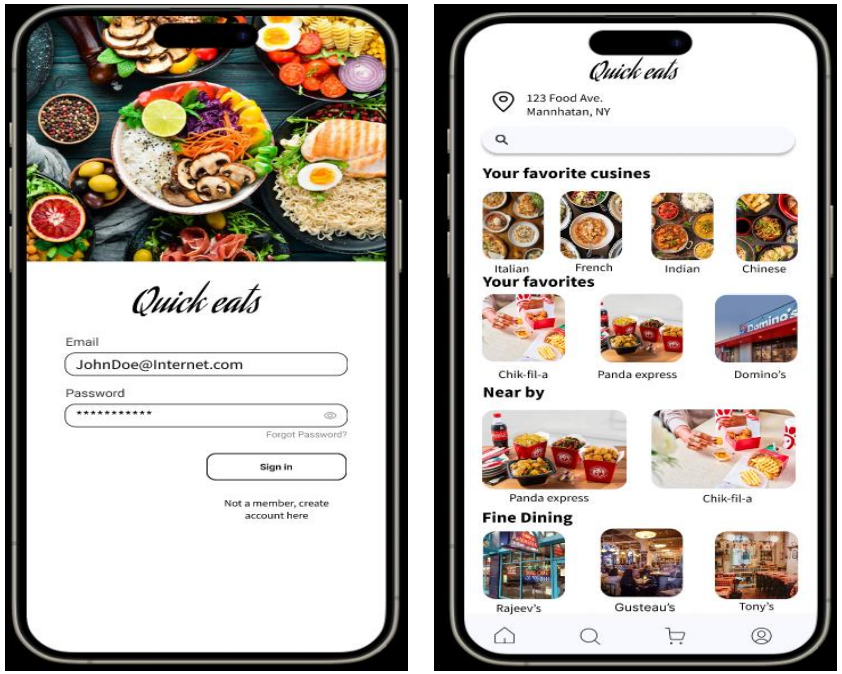
Project Overview

The product:

The product serves as an online food mobile order app with a vast range of vendors.

Project duration:

February 10th-28th 2024



Project Overview

The problem:

Figuring out what to eat, and eating in a timley manner.

The goal:

To make the process of ordering food and receiving it easy, convenient, and quick.

Project Overview

My role:

This was an individual project, and I worked on all aspects of the project myself.

Responsibilities:

I was responsible for completing all tasks in this project from start to finish; nevertheless, the core tasks consisted of user research, product design, prototyping, and conducting usability studies.

Understanding the user

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

User Research: Questions

To better empathize and understand user need's I used a questionnaire. The users were asked the following questions.

- What is your age and occupation?
- If you are employed how often do you work? A. full time, B. Part time, C. Un-employed
- What is your preferred method of getting food everyday? A. Cooking B. Take out C. Both
- What do you resort to most cooking or take out, and why?(please elaborate)
- What frustrate you about having to get take-out? (please elaborate)

User Research: Summary

The user research consisted of a few surveys amongst the age groups of 23-29; due to the competitive audit showing that the service was most popular amongst this age group. The surveys showed most of these Individuals had high-functioning lifestyles primarily due to having full-time jobs. Some of them cook, but due to time constraints or just fatigue most resort to takeout. This is where the problem begins, the takeout process can sometimes be time-constraining, in addition to other challenges for instance the physical and financial strains of the whole ordeal. The competitive audit also shows that many vendors have their mobile ordering app; however, this is another constraint in its own right, the user has to jump from app to app while deciding amongst a never-ending range of options, leading to more time constraints and frustrations.

User Research: Pain Points

1

Pain point

Figuring out what to eat.

2

Pain point

Process of ordering or preparing food.

3

Pain point

Time and physical constraints of reciveing the food.

4

Pain point

Financial strains of the whole process.

Persona: Misty

Problem statement:

Misty is a 26-year-old graphic designer, living in San Francisco,
they need to eat their dinner in a timely manner because it helps them function better.

Misty

Age: 26
Education: Undergraduate
Hometown: Arlington, VA
Family: Single
Occupation: Graphic Designer
Pronouns They/them

"Food for thought"

Goals

- To eat their dinner at an appropriate time.
- To not have to leave their home to get food.
- To not spend much time endeavoring for food

Frustrations

- Having to wait long to get their food
- Not being able to eat what they want
- Having to leave their home to get food

Misty is a 26 year old graphic designer living in San francisco. A day in Misty's life tends to be busy between their 9-5 job and their semi-successful youtube channel. Misty never gets much time to cook; therefore, more often than not, they resort to eating take out.

User Journey Map

Notes about goals and thought process:

- User's want quick solutions.
- List of curated options could prove to be more usefull.
- The process of Pick-up and delivery needs improvement.

ACTION	Look for places nearby	Check menu	Place order	pick-up	delivery
TASK LIST	Tasks A. research nearby places to eat B. Browse restaurants C. Select restaurant	Tasks A. access menu B. browse menu C. select item	Tasks A. add items to bag B. provide payment information C. confirm order	Tasks A. Leave home B. access method of transportation C. Arrival & pick up D. transport back home	Tasks A. Pay extra delivery fee & tip driver B. Wait for order to arrive
FEELING ADJECTIVE	User emotions Hunger Impatience options Un-certainty confusion	User emotions Hunger Impatience options Un-certainty confusion	User emotions Hunger Impatience frustration	User emotions Hunger Impatience Frustration Hasty	User emotions Hunger Impatience Frustration Anticipation
IMPROVEMENT OPPORTUNITIES	Area to improve Narrow down the options based on user preferences and further research	Area to improve Narrow down the options based on user preferences and further research	Area to improve Find methods to accelerate the payment process	Area to improve Separate pick-up area in store. Have clear instructions in the store leading to pick up area. Set Up pick up area close to entrance.	Area to improve Set up measures to commit to a certain delivery time.

Starting the design

Paper wireframes

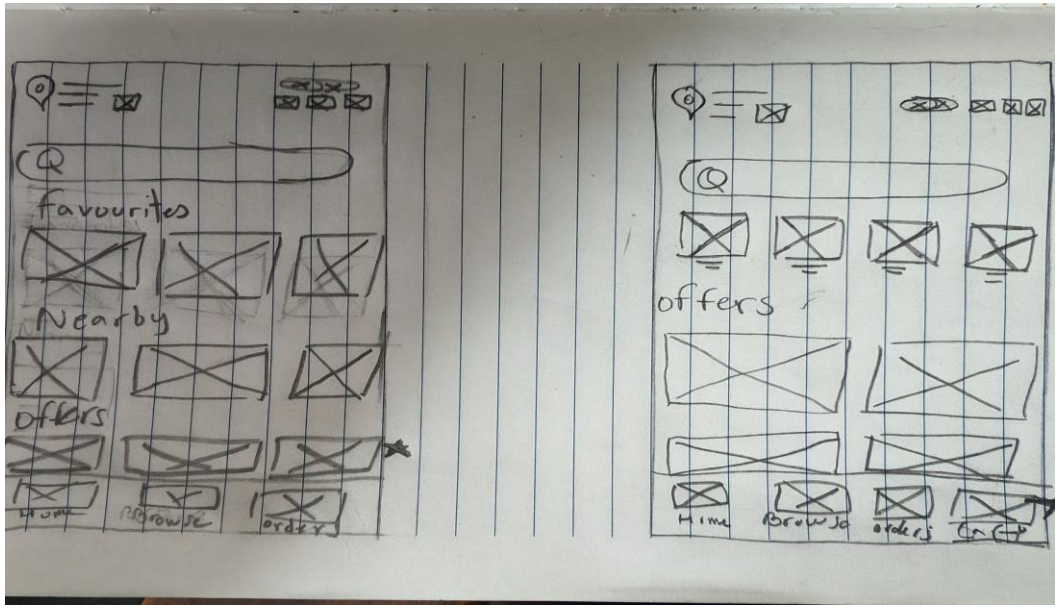
Digital wireframes

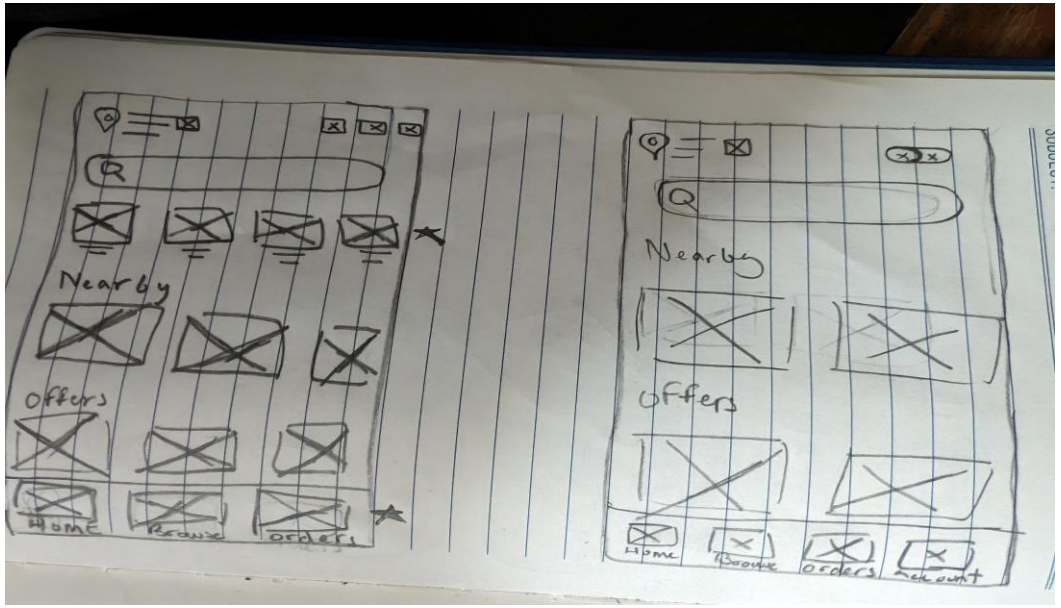
Low-Fidelity prototype

Usability studies

Paper wireframes

Initial iterations of the home page, the final home page consisted of elements from all of these iterations. The star points out which elements were used in the final design.





Digital wireframes

This is the digital wire frame for the initial home screen design. The thought process here was to give users curated options to make their browsing experience quicker.

These options here will have specifc cusines, which will show the users restraunts serving only those cusines

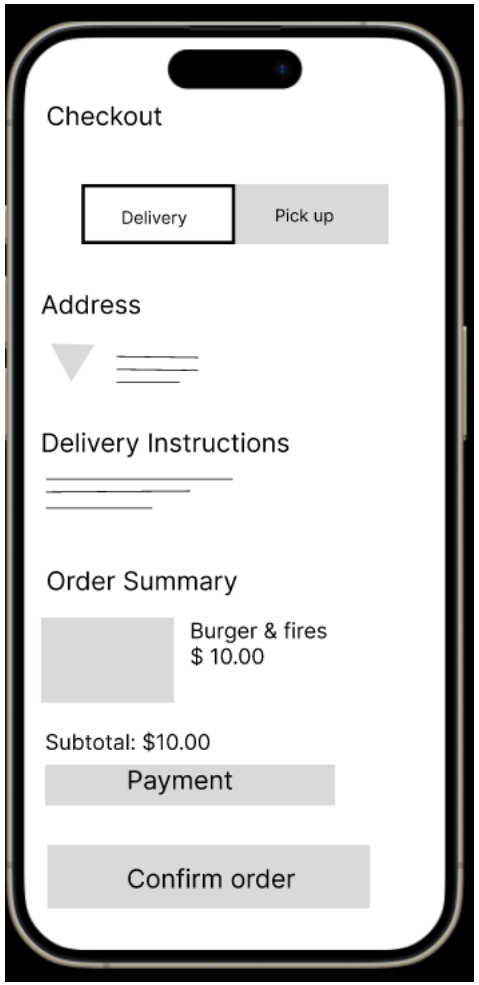
The options here will be more based on the users recent orders and whats close by.

Digital wireframes

While ordering food the checkout page plays a huge role in how quick the process can be, and here with a minimalistic approach the user can order their food even faster

Grouping some of the checkpoints saves the user the time of having to go through multiple pages and confirmation checkpoints.

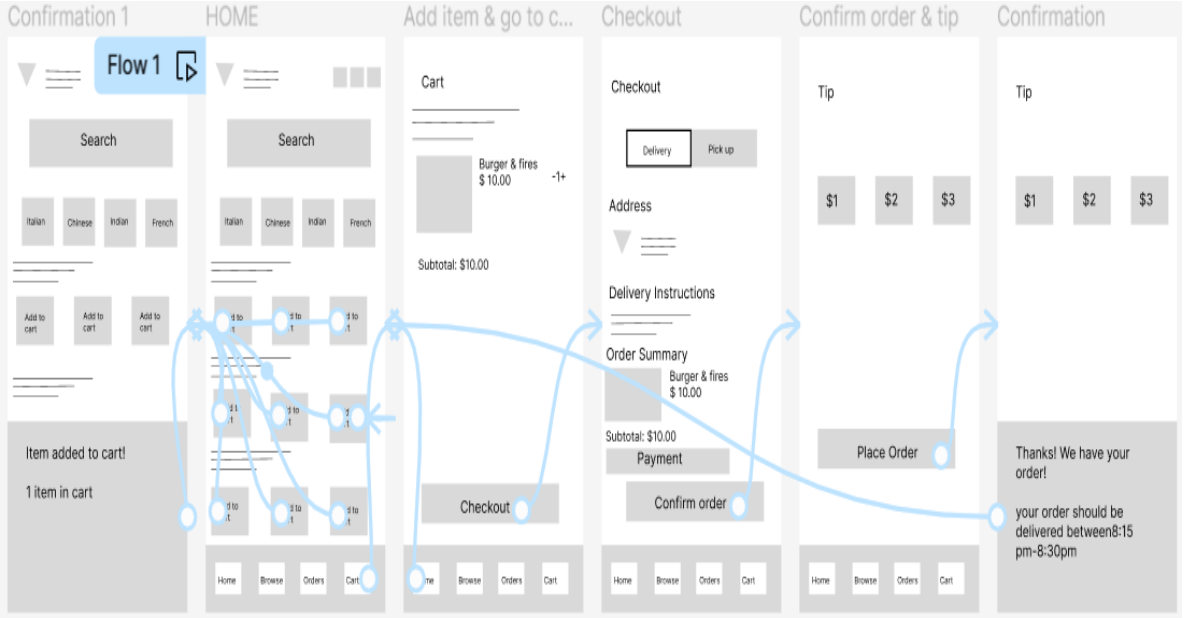
All of the necessary confirmations happen on one page.



Lo-fidelity prototype

The Low-fidelity prototype has one primary flow. Here the users were asked to add items to cart and check out.

https://www.figma.com/proto/LlRnC2Mf1FI5tJu2ouoQxp/Wireframe?node-id=1-4&t=mXBCvzfsrqEa9JFF-1&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=1%3A4



Usability study: Findings

The usability study was a unmoderrated study. The users were asked to perform two tasks add an item to cart, and complete the checkout process. The thought process here was to see if the UI was intuitive enough to where users could guide themselves. Most users found their way across the flow easily, but few did not.

1. Users want a way to return to the previous page after each action.
2. many users resorted to using the search bar before selecting add items option
3. Users did not realize they needed to select a tip before confirming the order
4. The home button was used often.

Refining the design

Mockups

Hi-fidelity Prototype

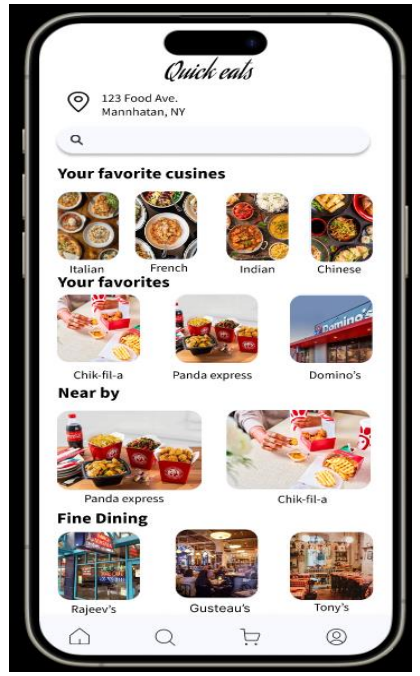
Accessibility

Mockups

The goal with the home page was to keep it minimalistic, while providing the best variaton of options based on the users prefrences.

Before usability study

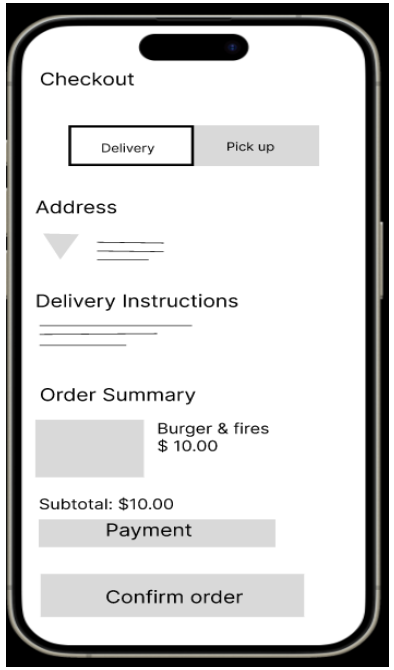
After usability study



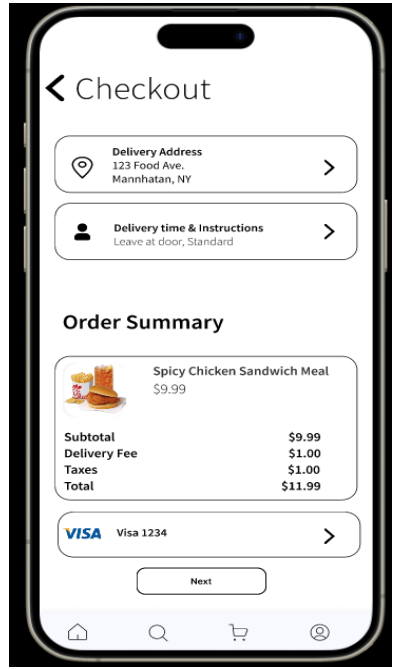
Mockups

The checkout page will be one of the most important pages in the app. Its nature is to be meticulous and time constraing for the users; therefore, the goal was to make it quick and hassle free for the users.

Before usability study



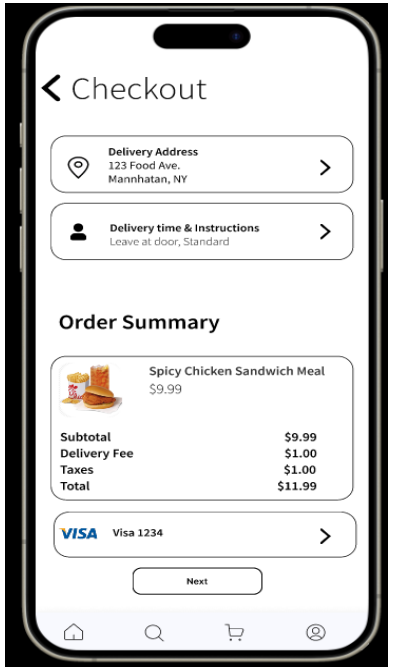
After usability study



Mockups


Quick eats
123 Food Ave.
Mannhatan, NY
Your favorite cusines
Italian
French
Indian
Chinese
Your favorites
Chik-fil-a
Panda express
Domino's
Near by
Panda express
Chik-fil-a
Fine Dining
Rajeev's
Gusteau's
Tony's

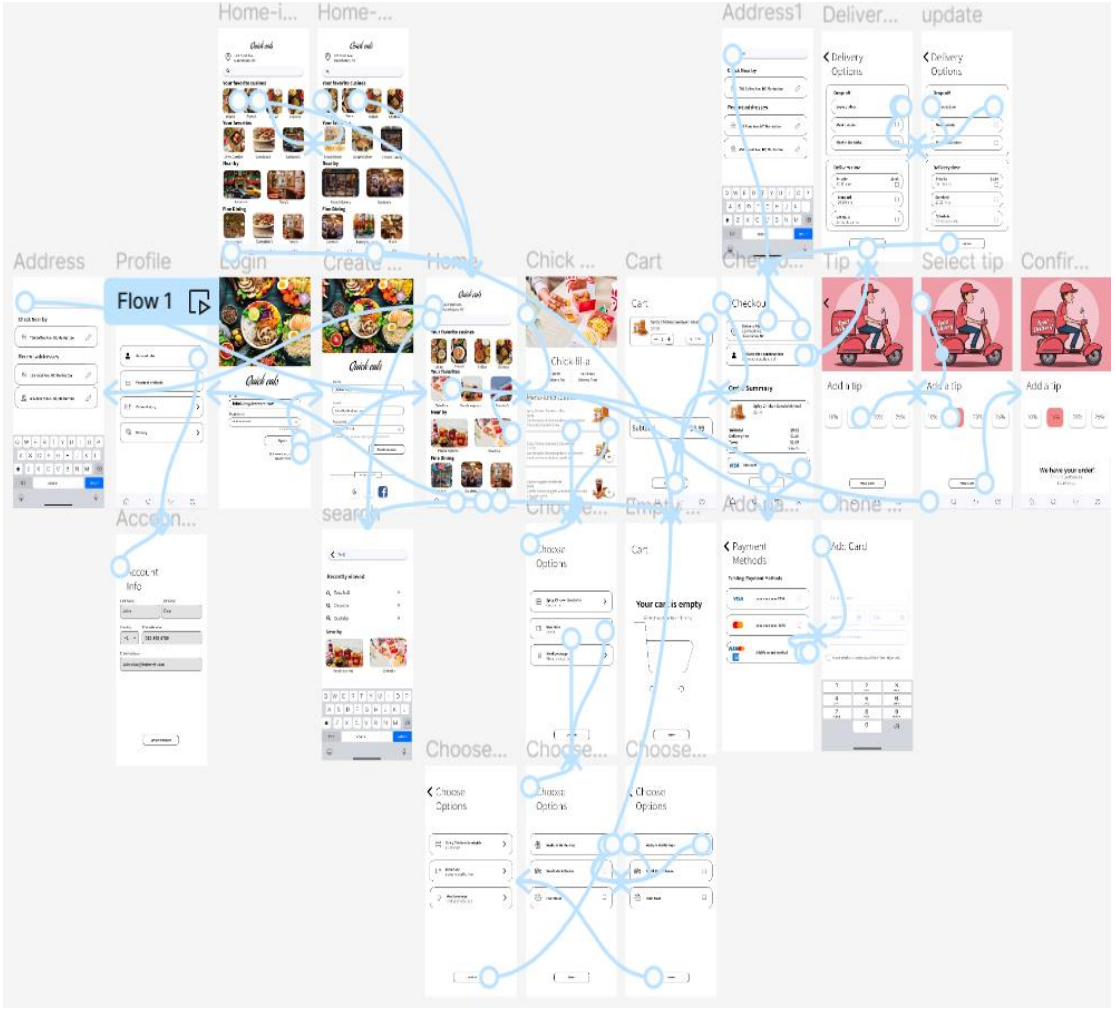

Quick eats
Email
JohnDoe@Internet.com
Password
Forgot Password?
Sign in
Not a member, create account here


Checkout
Delivery Address
123 Food Ave.
Mannhatan, NY
Delivery time & Instructions
Leave at door, Standard
Order Summary
Spicy Chicken Sandwich Meal
$9.99
Subtotal $9.99
Delivery Fee $1.00
Taxes $1.00
Total $11.99
Visa 1234
Next

Hi-fidelity prototype

This is the Hi-fidelity prototype, it consists of 5 primary user flows and some secondary flows. The primary flows consist of signing in, browse menu, add items, Checking-out, and use search bar.

https://www.figma.com/proto/VCfyPqM7ctwECM1rRWidoJ/Untitled?node-id=37-11449&t=RWO0ruNrBS8Tq2Bx-1&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=37%3A11449



Accessibility considerations

1

The ui has a good color contrast to make it easier to look at and read.

2

images have a label to read keeping screen readers in mind.

3

Content is organized logically with headers

Going Forward

Takeaways

Next steps

Takeaways

Impact:

I want the users to have a seemless experience of ordering food, one which can give users the options they want, but not at the cost of being overwhelmed by those options.

What I learned:

The mobile food ordering market is a vast one, but also ever growing, with room for newer ideas to emerge.

Next steps

1

add pick up methods

2

Create Ui for the delivery drivers

3

Keep working on ways to make the users ordering process even faster and seemless.

Let’s Connect

If you are interested in checking out more of my work you can find it on my website via the link listed below. If you would like to reach out, you can do so by using any of the contact info listed below.
Thanks for checking out the case study!

LinkedIn: https://www.linkedin.com/in/puru-patel-994916267/
Email: Puranderpatel@gmail.com
Website: patelpk.link