Designing an efficient way to order from **Chomp** using a mobile app

Yahav Manor

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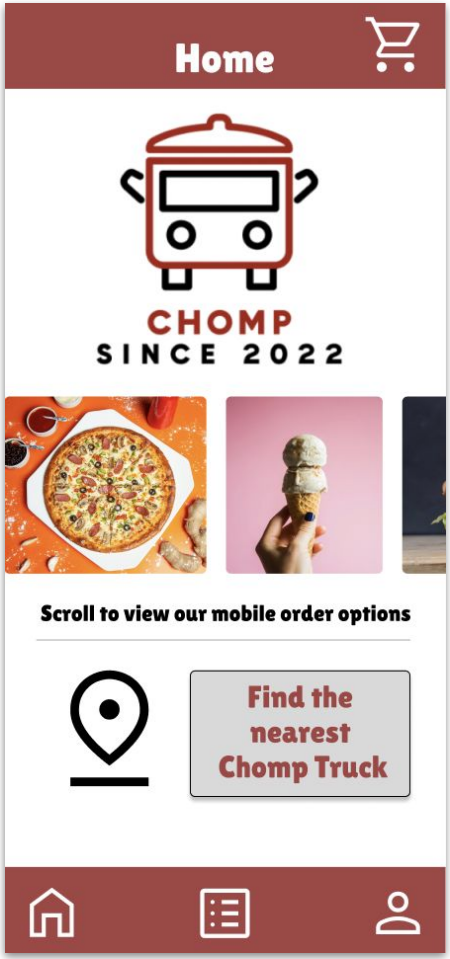
Project overview

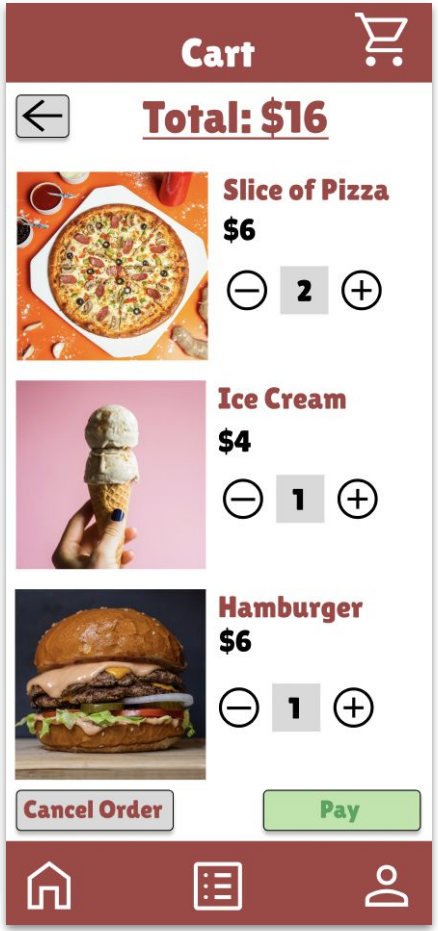
The product: Chomp

A mobile ordering app that allows you to place orders for pickup from Chomp (local food truck)

Project duration:

June 2022 - August 2022





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Project overview

The problem:

Working adults need a way to efficiently order their food from Chomp without having to waste time waiting in line.

The goal:

Creating a mobile ordering app that allows these adults to ease the process of getting food (particularly for group orders).

Project overview

My role:

UX researcher and designer

Responsibilities:

User research, wireframing, creating mockups, prototyping, design thinking process

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Understanding the user

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

User research: summary

I conducted interviews and secondary research to understand the users that I'm designing for and their needs. A primary user group identified through all of this research was working adults who are constantly on the go and do not have time to wait in line for food.

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User research: pain points

1

Time

Working adults who are always on the go do not have time to wait in line at restaurants/food trucks.

2

Accessibility

They need a platform that accommodates all of their needs as well as processes secure financial transactions.

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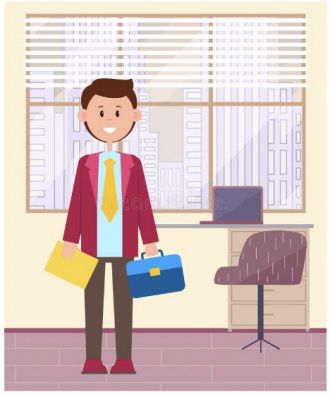
Persona: **Jacob Ellite**

Problem statement:

Jacob is a student currently working as an intern. He wants to be able to fulfill his tasks on time, though this is prohibited due to the long lines outside of his coworkers' favorite food truck.



Jacob Ellite

Age: 22
Education: 4th year student
Hometown: Park Ridge, New Jersey
Family: roommate; has a dog and two parents
Occupation: intern at tech startup

"Ambitious and determination are the words to live by!"

Goals

- Satisfy coworkers and boss by being timely and showing punctuality
- Get a promotion

Frustrations

- Does not have time to go in person to order food from the food truck on the street next to the company's offices
- Coworkers only want to eat from this upscale food truck

I really want to get a promotion at this company, but my life becomes so much harder when I have to go through the whole process of ordering and waiting for the food to be ready in person. My boss expects me to have lunch available for my coworkers at precisely 12:30, and it is so hard to fit this deadline when I can't order food ahead of time.

User journey map

Persona: Jacob

Goal: An efficient way to order and pickup meals for his coworkers

ACTION	Collect Orders	Order mobile app	Wait for order to be ready	Go to food truck	Go back to the office
TASK LIST	Tasks A. Collect orders B. Collect payments	Tasks A. Open the app and input login information B. Add necessary items to cart C. Pay for items	Tasks A. Gather other necessary items (napkins, utensils)	Tasks A. Walk to food truck B. Pick up order	Tasks A. Carry food back to office
FEELING ADJECTIVE	Overwhelmed Confused Scared to mess up Excited to have responsibility	Overwhelmed Scared to mess up	Anticipate Anxious that he does not know when the order will be ready	Relieved Anxious that the order will be wrong	Anxious about dropping the food
IMPROVEMENT OPPORTUNITIES	Offer a way to make collecting orders easier	Make app easy to follow and use	Send a notification from the app when the order is ready for pickup	Assure that food is correct by having someone check the order before admitting pick up time	Make it easy to transport the food from point A to point B (adding handles and cup holders)

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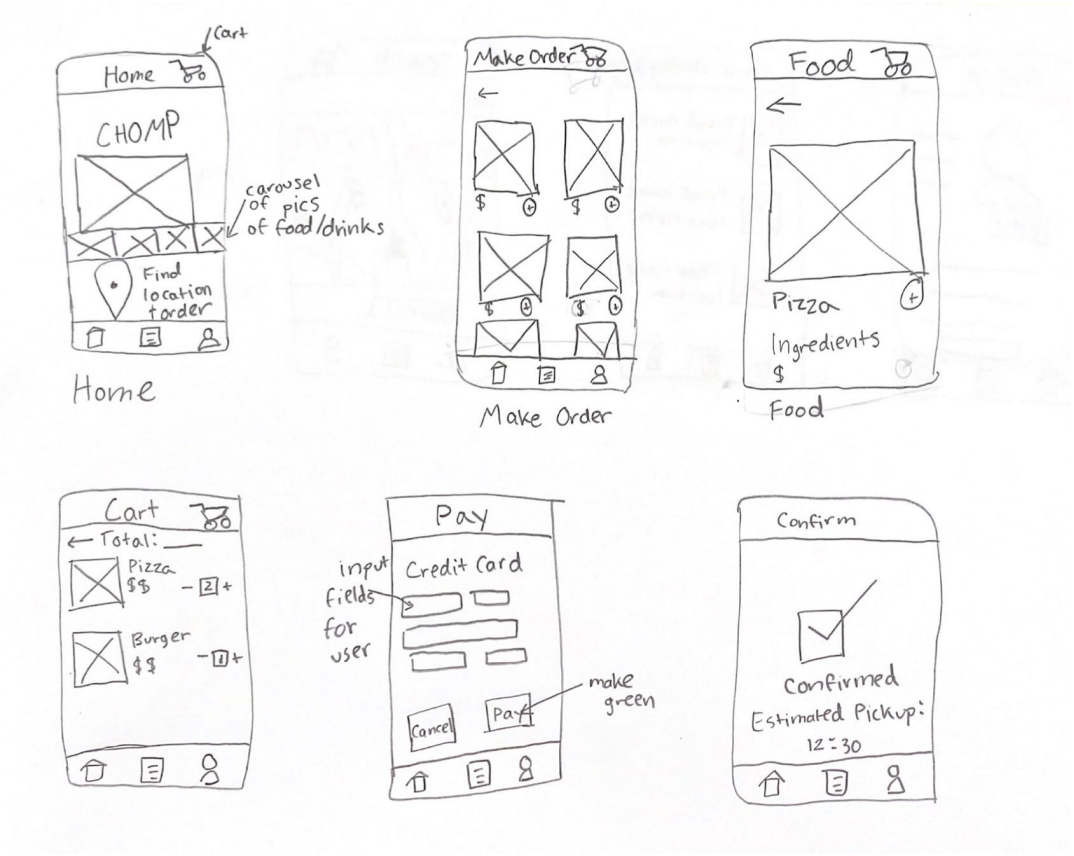
Starting the design

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

Paper wireframes



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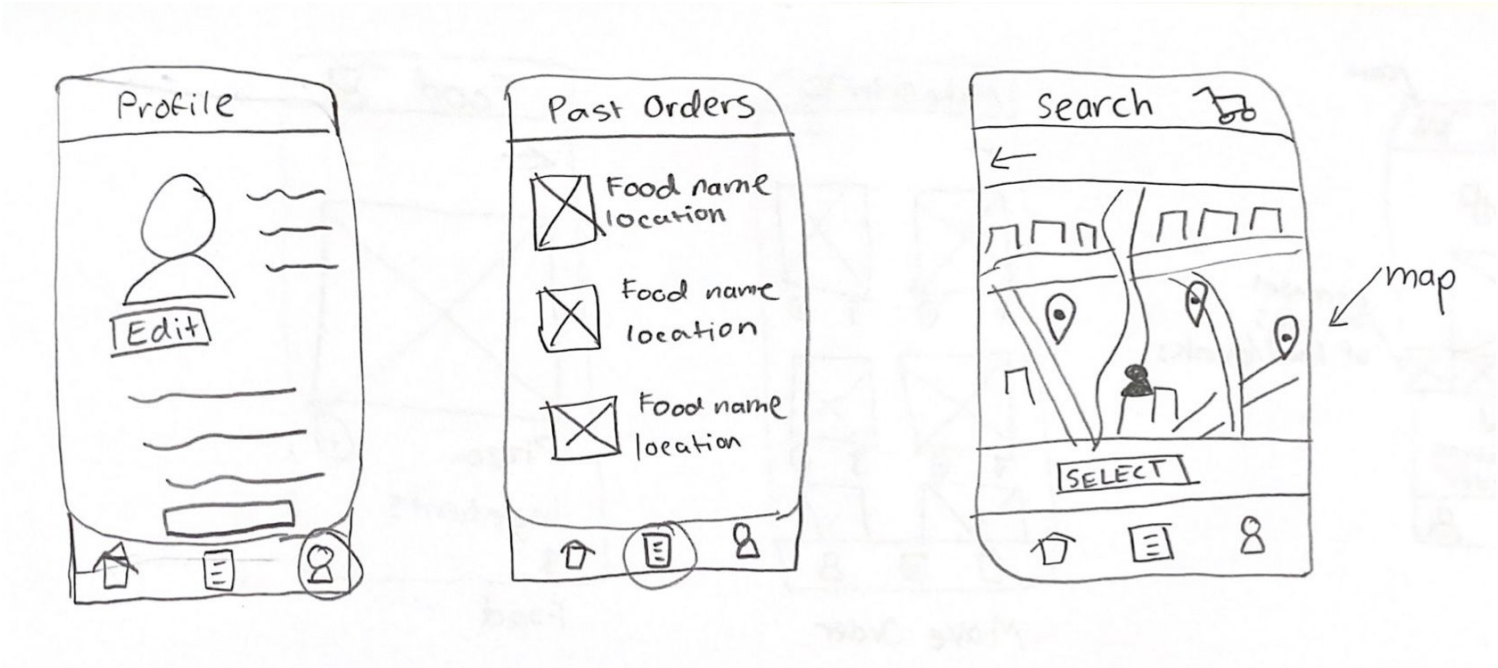
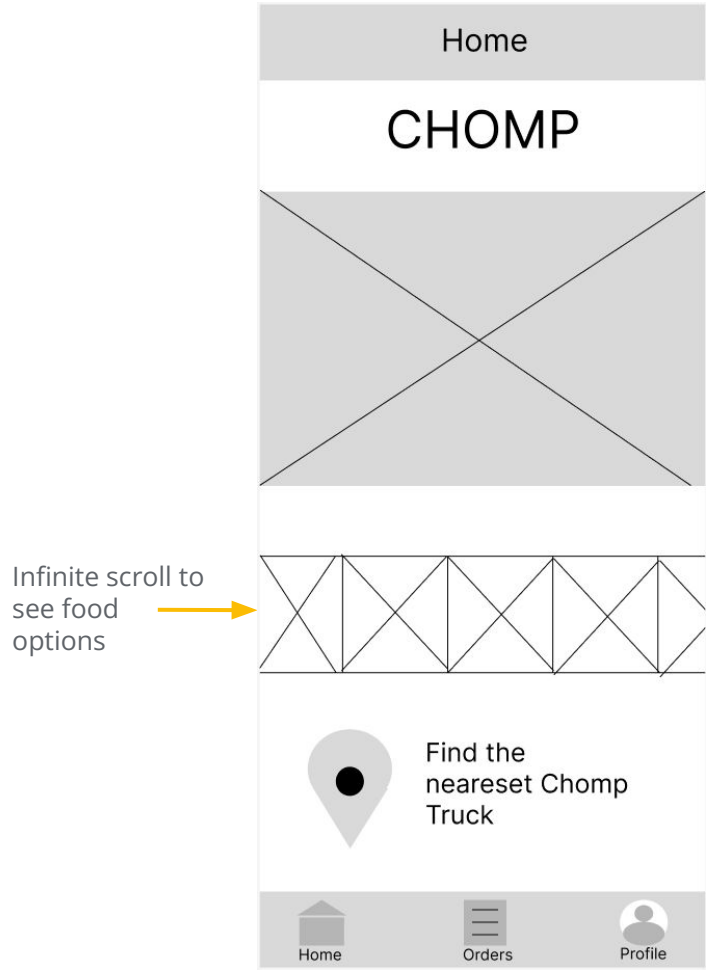
Paper wireframes



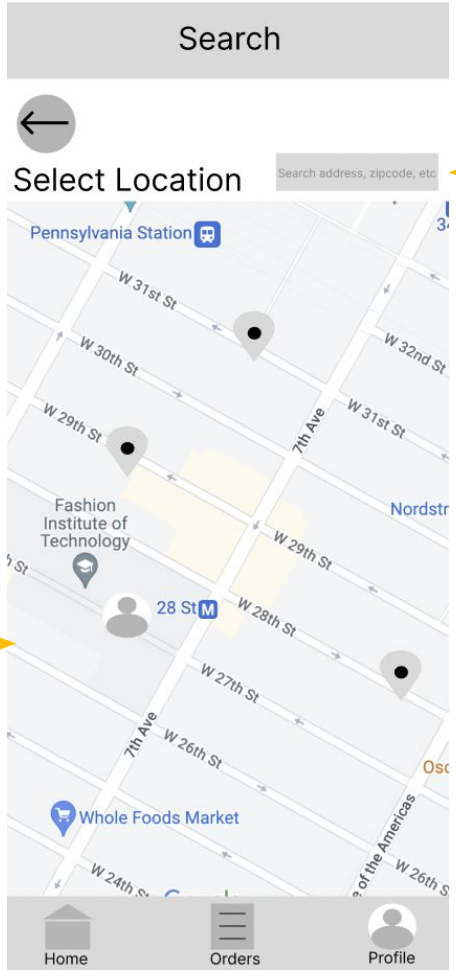
Digital wireframes

Landing page shows various pictures relating to the food and beverages that Chomp truck sells as well as an option to search for the nearest chomp truck. The logo will also be on the landing page.



Digital wireframes

Search page lets user search and select the location that they want to order from.



In addition to an interactive map, user can also search a location

User can see where they are in relativity to other nearby locations

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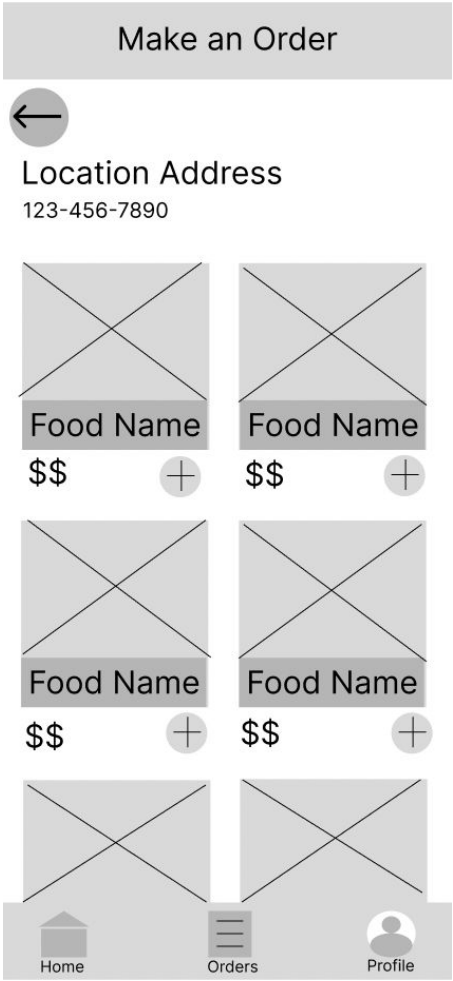
Digital wireframes

Once user selects a location, they can see all of the various foods that are offered there. They can see the price and add that item to their cart.



Digital wireframes

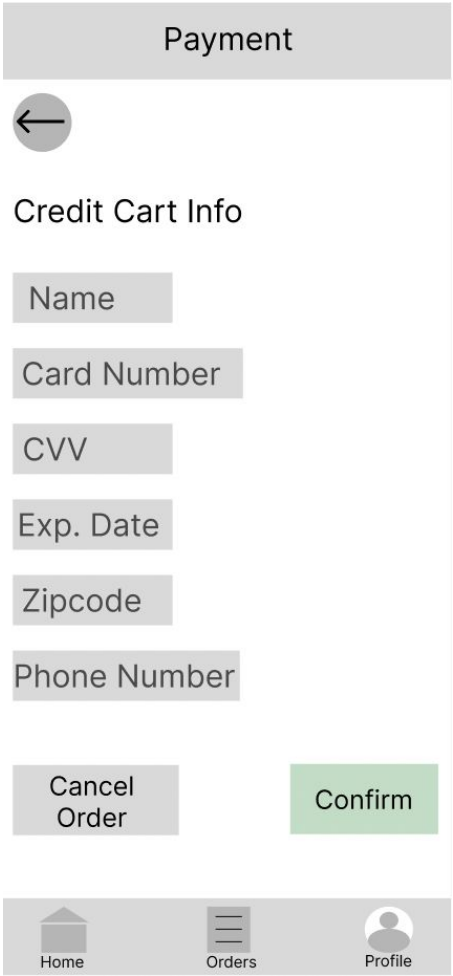
If the user were to select a specific food from the menu, they can see more information about it.

Digital wireframes

When the user finishes adding items to their cart, they may view their cart to add/delete items. Then, they can decide to either pay or cancel their order.

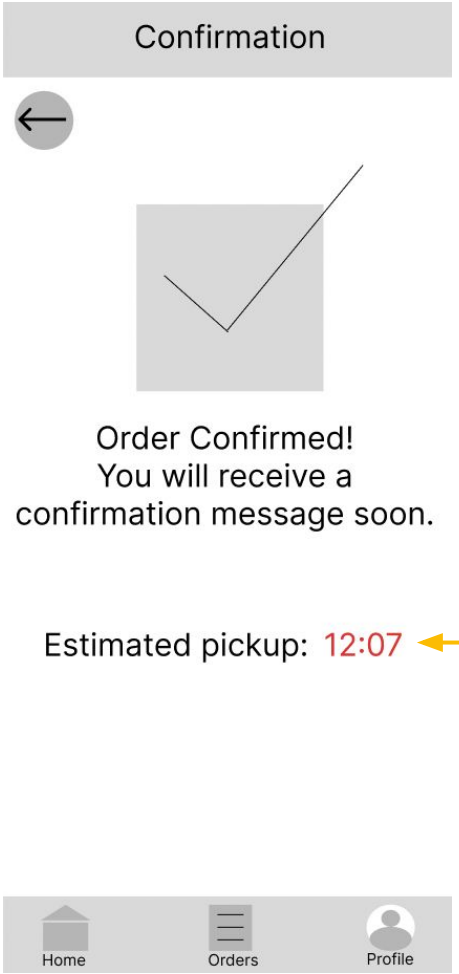
Digital wireframes

If the user selects to pay, they will enter their credit card information. They will then receive another opportunity to either confirm or cancel their order.



Digital wireframes

User receives a confirmation screen when the order is confirmed. They will also receive a text message and see an estimated pickup time.



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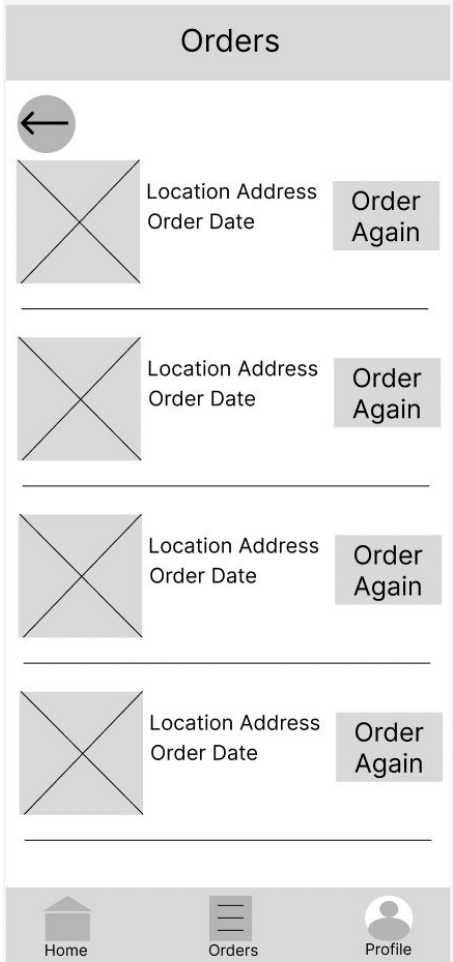
Digital wireframes

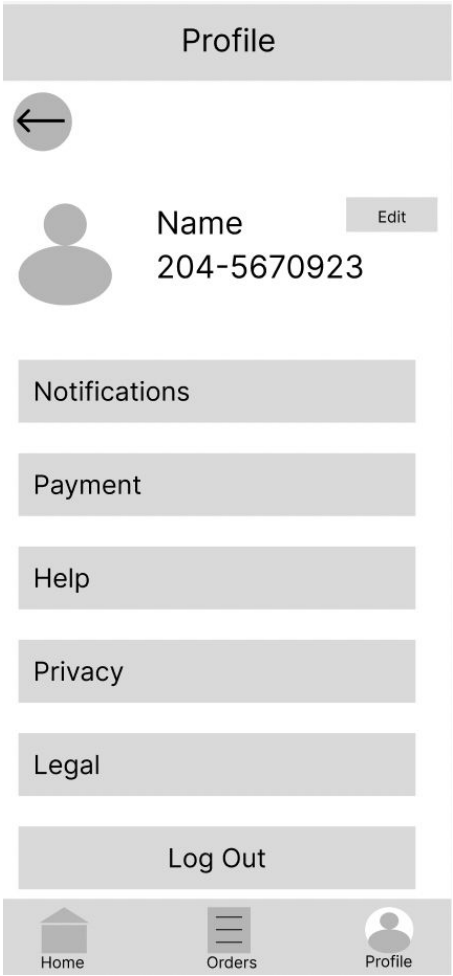
User can see past orders and order them again

- This can be helpful in speeding up the process of ordering something and encourage them to order more often because this method is very quick (clicking on order again leads you directly to payment)



Digital wireframes

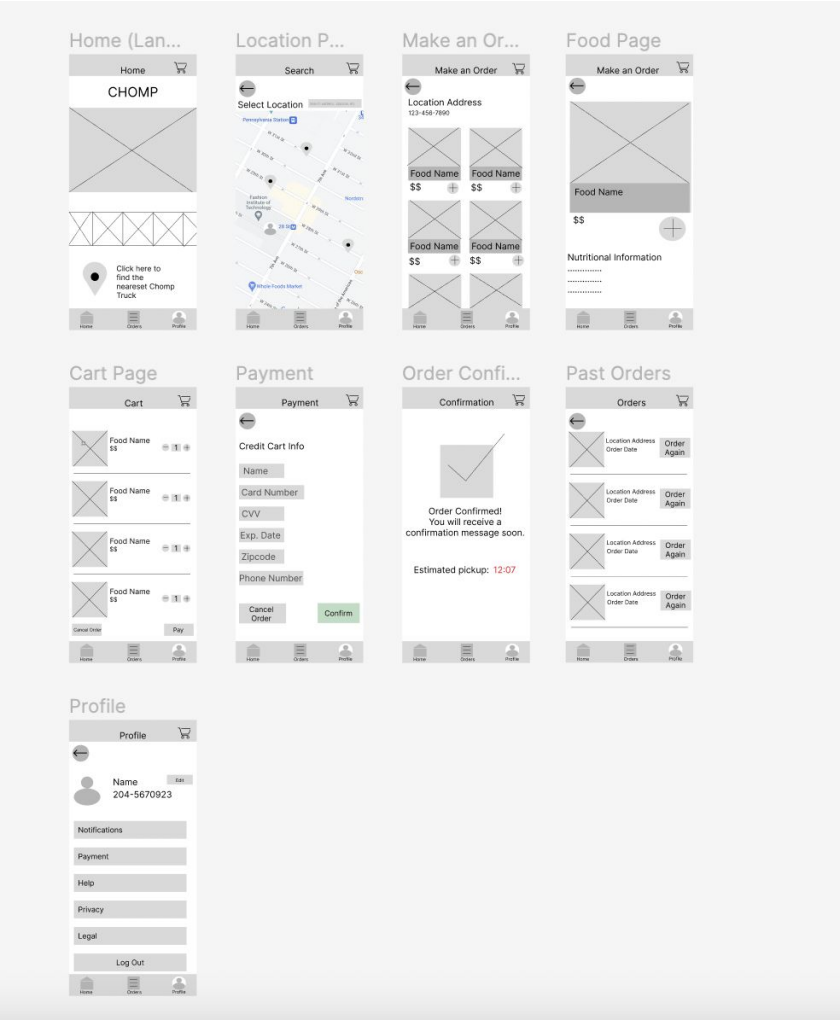
Users can see their personal information on the app and change various settings like notifications or payment. They may also seek help and access necessary documentation. They can also edit their profile and log out.



Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of searching for a location and making an order and paying for it (as well as past orders and a profile view), so the prototype could be used in a usability study with users.

View: [low-fidelity prototype]



Usability study: findings

During rounds 1 and 2 of the usability study, I assessed 5 participants and their experiences with making various purchases and alterations on their account in Chomp app. I gathered observations from their study, synthesized the data, and created the following findings.

Round 1 findings

1. Certain buttons need to have larger fonts/sizes to view better
2. There needs to be a more obvious way to add a location when making a past order
3. Certain labels need to be included/deleted for better user flow

Round 2 findings

1. Food information does not include serving sizes
2. Too many words (overwhelming) on payment screen
3. Nearby location icons are not noticeable enough

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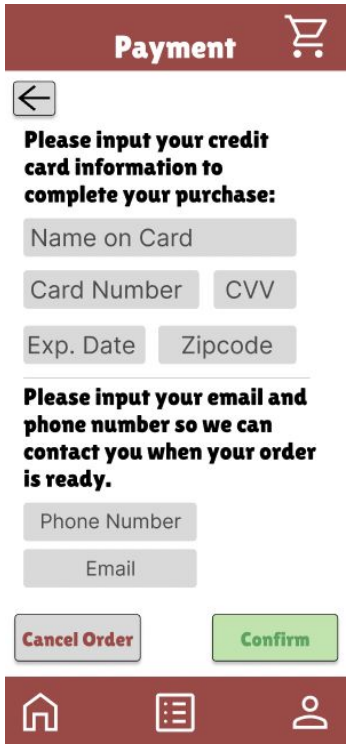
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

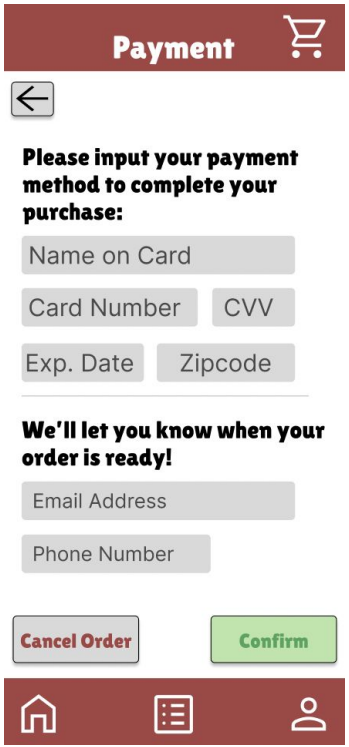
Mockups

Many of the participants in the usability study found that there were too many words, making the payment screen overwhelming. I also found that the lack of white space made the screen look a little heavy. Therefore, I took out a lot of the wording to make the screen less overwhelming.

Before usability study



After usability study



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Mockups

The serving size of each food is certainly an essential item to include when talking about the nutritional information, which the testers pointed out in the usability study. Therefore, I added the serving size to the food details screen.

Before usability study

After usability study

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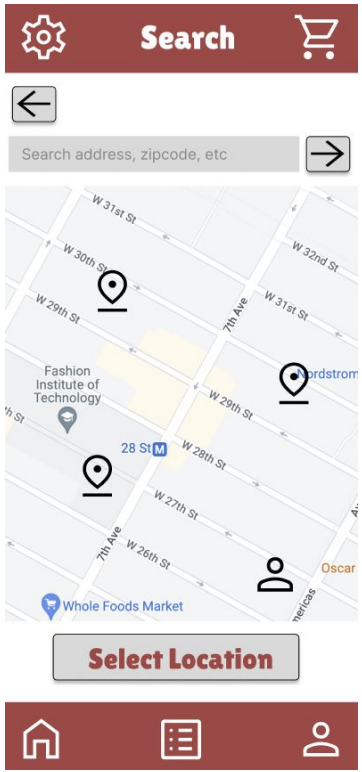
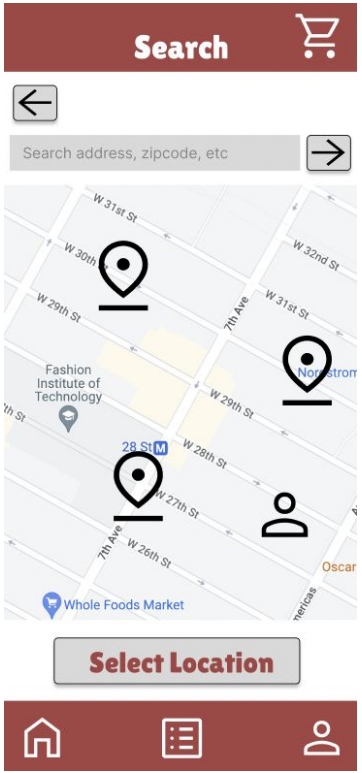
Mockups

During the usability study, users had trouble with selecting a location because they found it difficult to see the pinpoints that indicated nearby locations. To make the search location screen more accessible, I enlarged the sizes of the pinpoints.

Before usability study



After usability study



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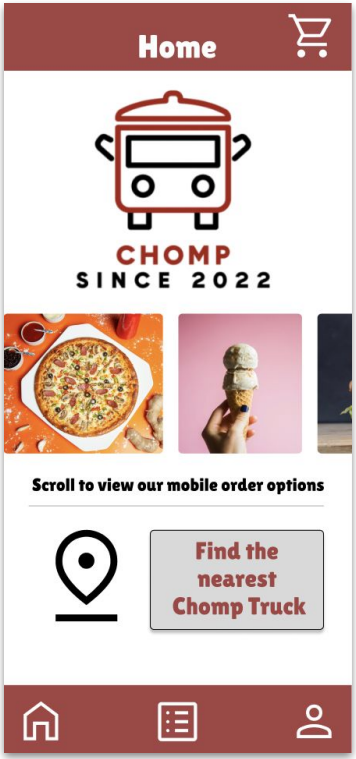
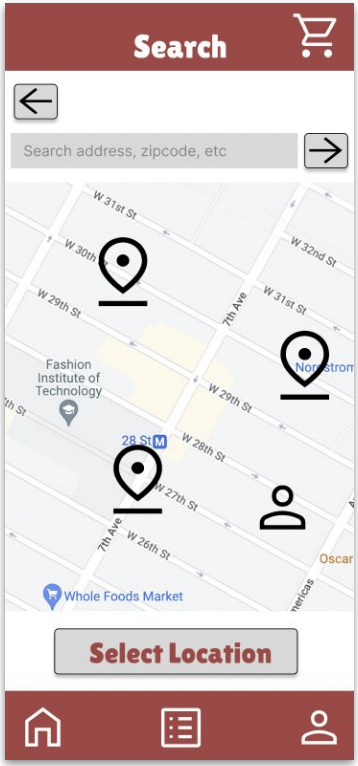
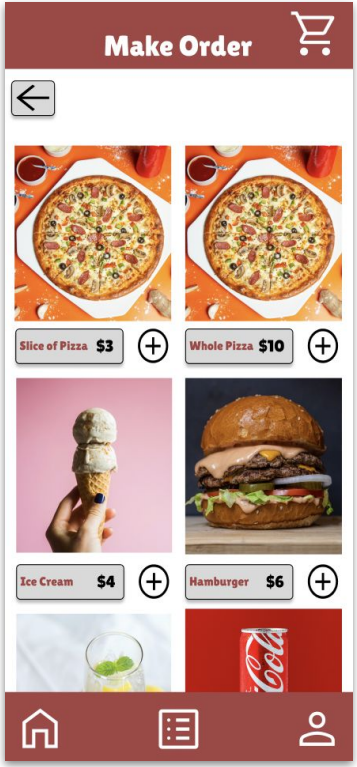
Mockups







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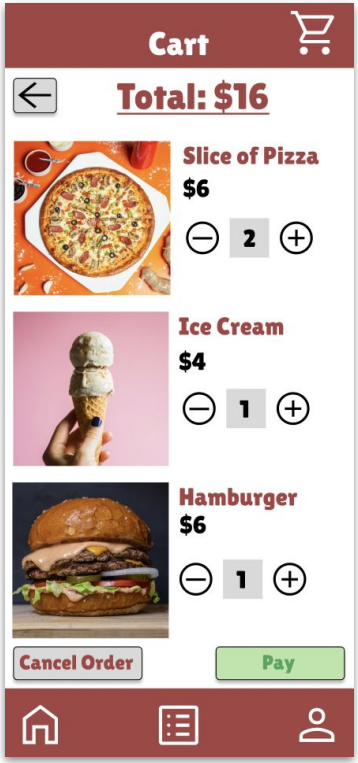
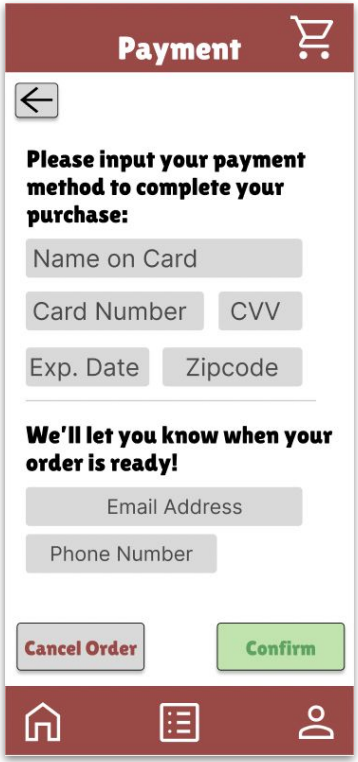
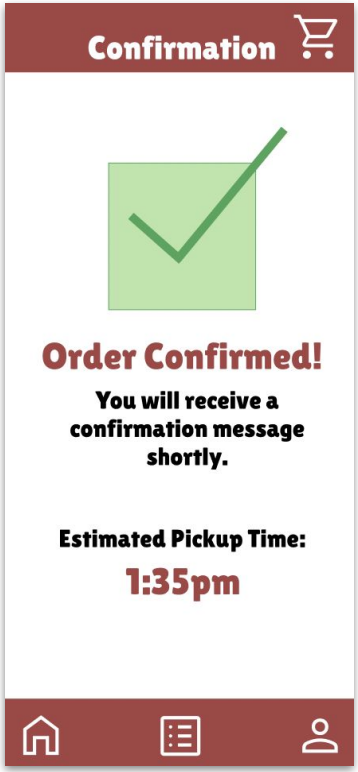
Mockups







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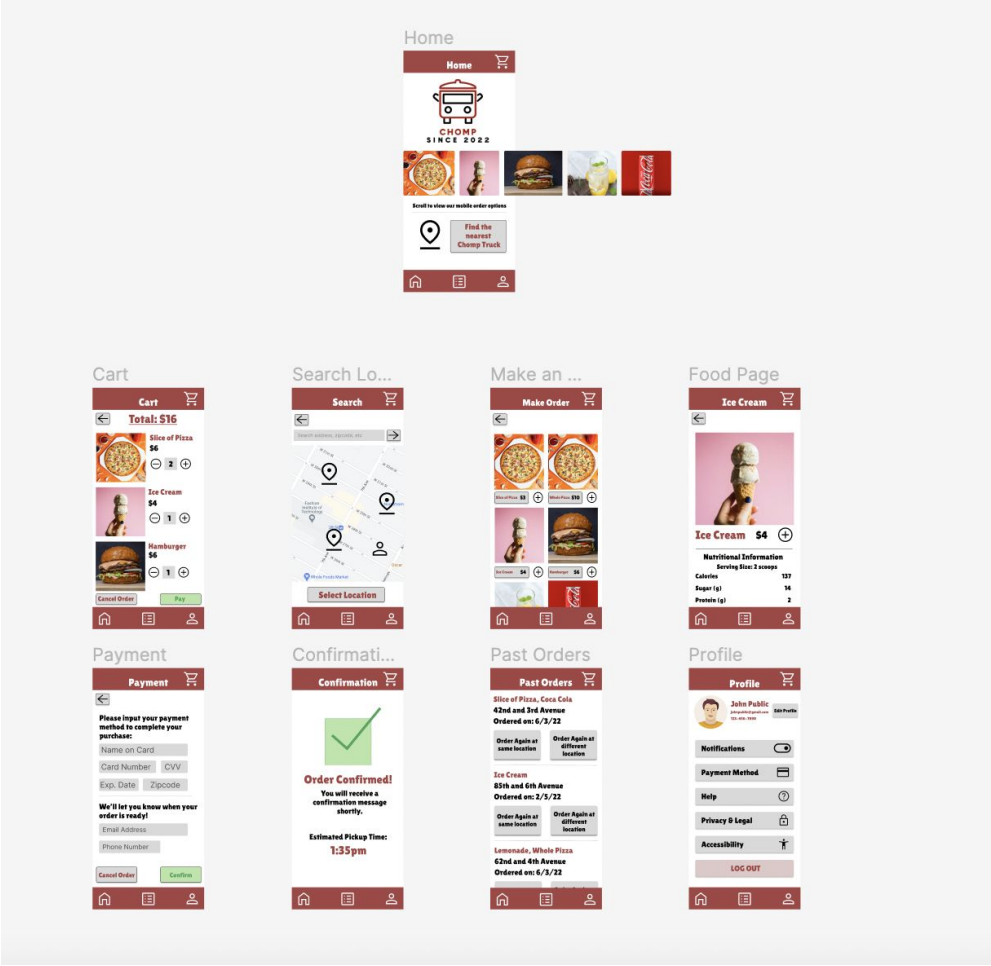
High-fidelity prototype

View: [high-fidelity prototype]



Accessibility considerations

1

Color Palette: for users who are colorblind or visually impaired, I considered that certain colors are more fit for displaying information on the app. Therefore, I chose black, white, and dark red as the main colors. These create high contrast that are more easily visible.

2

Size of icons: I enlarged the sizes of the pinpoints on the search page for those who are visually impaired, therefore making seeing the pinpoints (which provides essential location information) more visible.

3

Providing health info: since this company is selling food and beverages, it is essential to include nutritional information for people who are actively monitoring their health (particularly those with diabetes, high cholesterol, or other health concerns). Therefore, a separate page with essential nutritional information was included.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app makes users feel like Chomp really thinks about how to meet their needs when it comes to mobile ordering

One quote from feedback:
"*The Chomp app made online ordering such a simple process! I no longer have to wait in long lines at the food truck. I just order and pay on my phone and grab-and-go!*

What I learned:

While designing the Chomp app, I learned the importance of conducting usability testing and synthesizing feedback in order to improve the app for a large target audience. I also learned the importance of addressing usability concerns so that my design can be used by a wider audience and address more user pain points.

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Next steps

1

Conduct more research other than usability studies, like secondary research or interviews, to determine any new changes that should be made.

2

Conduct another usability study to find new user pain points and incorporate and synthesize feedback.

3

Gather feedback from users who rate the app on the App Store, Google Play store, or Android store and incorporate feedback into new designs of the app.

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Let’s connect!

Thank you for your time in reviewing the Chomp app! I’d love to get in touch to address any comments, questions, or concerns:

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