Ordering App Design for a Restaurant

Leila Ghanbarinejad

Project overview

The product:

We're creating an ordering app for a restaurant to help people order food easily and quickly, and target customers are people who lack the time or ability to prepare a family meal.

Project duration:

September 2021 to March 2022.

Google

Project overview

The problem:

Some people have busy schedule or lack the ability to prepare a meal.

The goal:

Design a mobile app for the restaurant that allows users to easily order their food. We like to understand what specific challenges our users might face in the ordering process and how we can help them fix these challenges.

Project overview

My role:

UX designer designing an app for the restaurant 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 conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was adults who have less ability to cook.

Although this user group had presumed problem, research also revealed that physical ability was not the only factor limiting users from cooking at home. Other user needs was to have more time for leisure activity, family time and rest.

User research: pain points

1

Physical ability

Many adults have less energya and physical ability to prepare meal on their own.

2

Accessibity

Many adults are not comfortable with technology to use.

3

Time

Preparing food is time-consuming and waste the time for family time and rest.

Persona: **Anna**

Problem statement:

Anna is a middle-aged housewife who needs an easy app experience to order food and get delivered food because they are uncomfortable with mobile apps and other technologies (she isn't technologically savvy.)

"I am not as fast as before. Sometimes, I like to order food and not take some hours to cook. "

Anna

Age:	61
Education:	High school diploma
Hometown:	Isfahan, Iran
Family:	Lives with spouse
Occupation:	Housewife

Goals

- To enjoy eating food with the spouse without getting tired to prepare.
- To have more time to rest, or spend it with children

Frustrations

- "some ordering apps do not highlight what is the next step in each stage. "
- "because of Presbyopia, it is hard for me to read long and tiny texts to find what I want."

Anna is a housewife who lives with their spouse. Some days, their children and grandchildren come to their home to visit them. Anna does not have such physical abilities as when they were younger, and prefer to have more spare time to relax. Anna has Presbyopia, so has a problem with reading long and tiny texts. Anna likes to have an easy and quick way to order food.

User journey map

Mapping Anna's user journey revealed how helpful it would be for users to have access to a restaurant app.

Persona: Anna

Goal: An easy way to order food and use delivery food

ACTION	Select a restaurant	Browse menu	Ordering	Order payment	Pick up order
TASK LIST	A. Deside on food type B. Search nearby restaurant in brower C. Select a restaurant	A. Browse online menu B. Select menu items	A. Find restaurant phone number B. Call restaurant C. Receive restaurant account number or payment link	A. Pay the bill online B. Call restaurant C. Confirm order	A. Drive to restaurant B. Wait in queue C. Pick up food D. Drive home E. Eat food
FEELING ADJECTIVE	Confused by numebr of restaurants intimitated by less familiarity with how to search and find particular information in wide range of it	Anxious about reading long texts with limited visuals Annoyed at feeling excluded	Confused finding phone number	Flustered at online payment in/with unkown link or account	Irritated about taking time and physical ability limitation to drive to restaurant, pick up food and back Annoyed at wasting time in queue Happy to eat
IMPROVEMENT OPPORTUNITIES	Create a specific mobile app for the restaurant	Incorporate images Provide app with alternative text Use short and clear text if it is necessary	Provide app with checkout flow	Provide app with checkout flow	Provide app with tracking-food option Provide app with delivery food option

Starting the design

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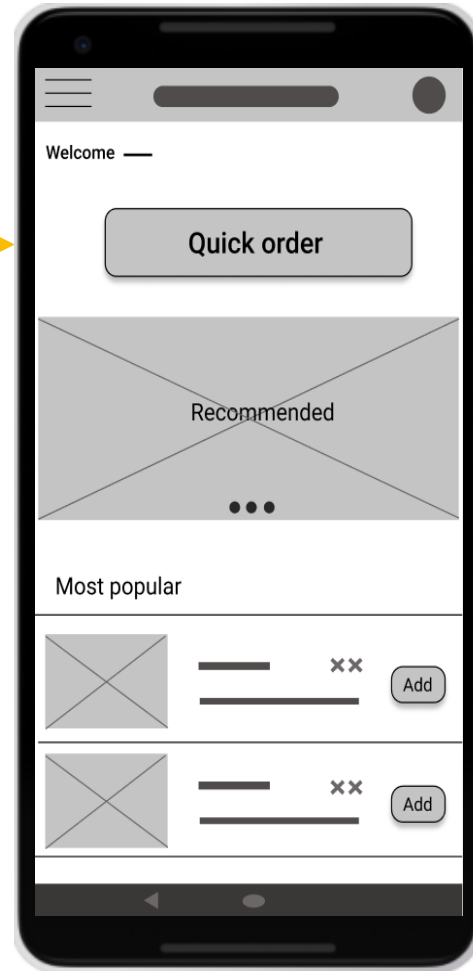- Usability studies

Paper wireframes

For the homepage, I prioritized a quick and easy ordering process to help users who are not tech-savvy.
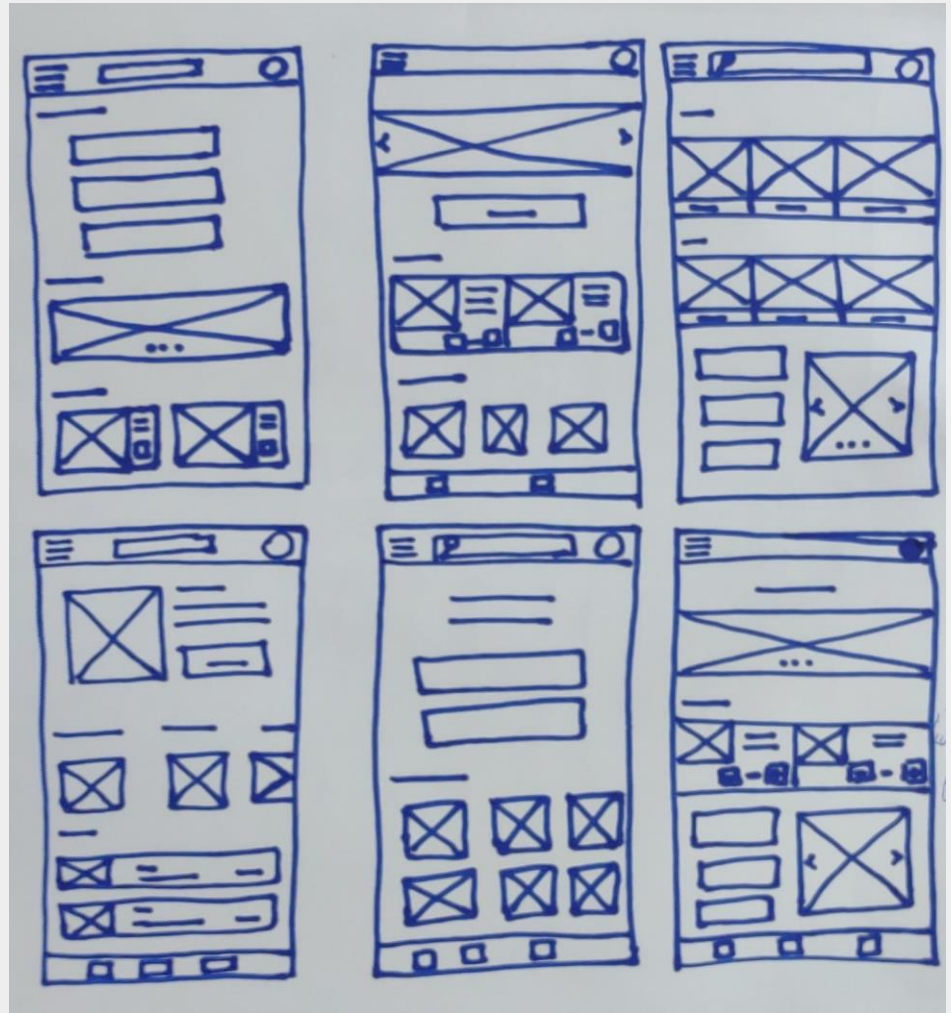
Digital wireframes

After user research and test, this is the homepage of my app for a quick access to order food.
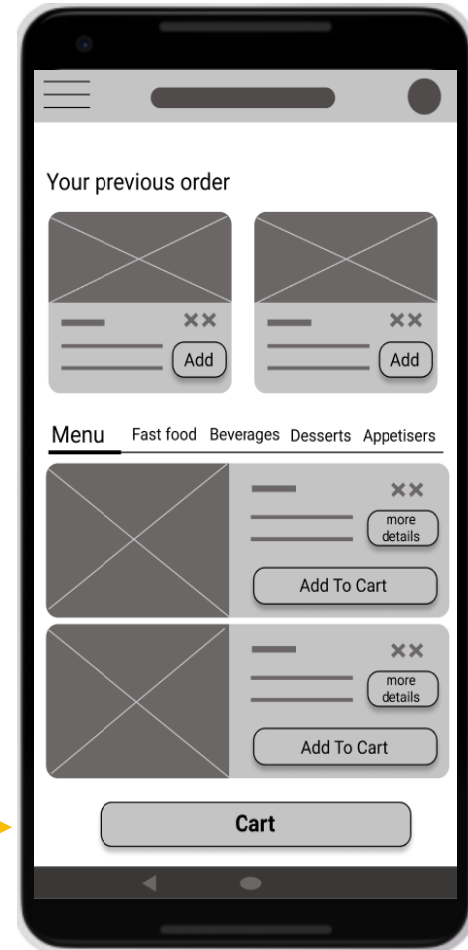
This button at the top of the home screen makes it fast and easy for users to order.

Digital wireframes

After test, I decided to add a button for better access to the cart.

This button helps user to have access to their orders easily, especially those who are not tech-savvy or have visual impairment.

This section helps users choose from their previous orders easily and quickly.

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering food, so the prototype could be used in a usability study.

View the restaurant's
Low-fidelity prototype

Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

1. Users need the menu to be categorized

2. users prefer to inform something about their orders

3. Users want the preview section that have more capabilities

Round 2 findings

1. Homepage creates distraction because of so many details.

2. Uses believe that the combination of colors makes the buttons not distinctive to be found easily.

Refining the design
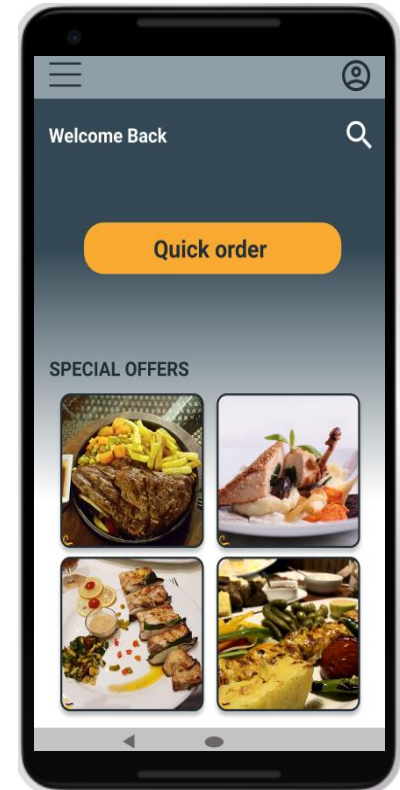
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

I changed colors and replaced most popular section with special offer section without any detail about foods to make the quick order button more clear for users.
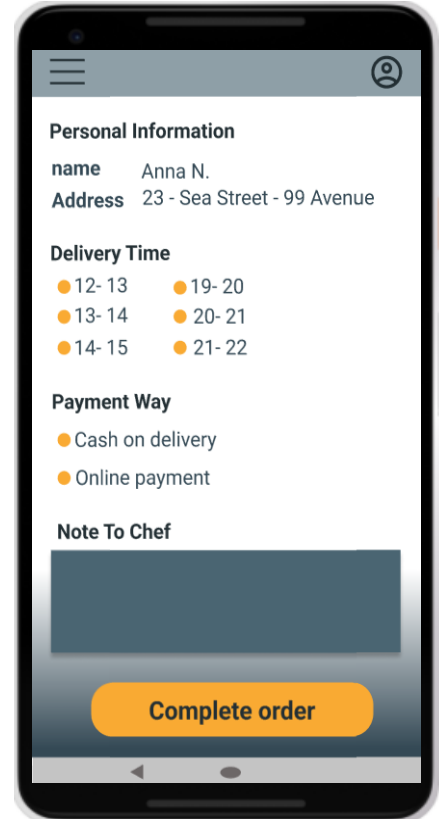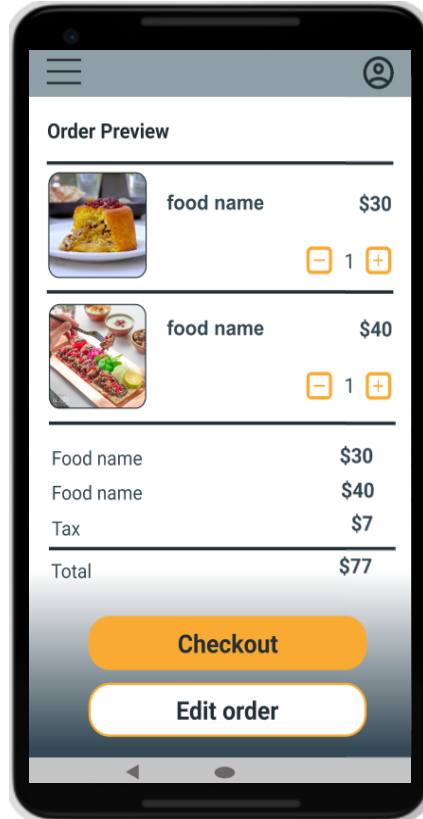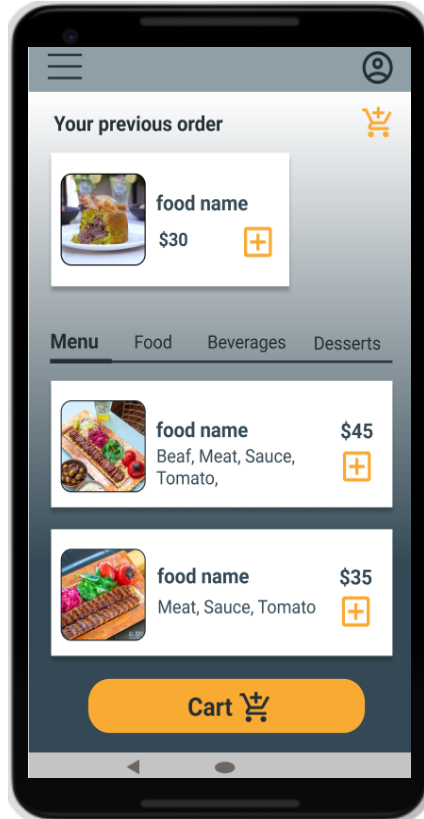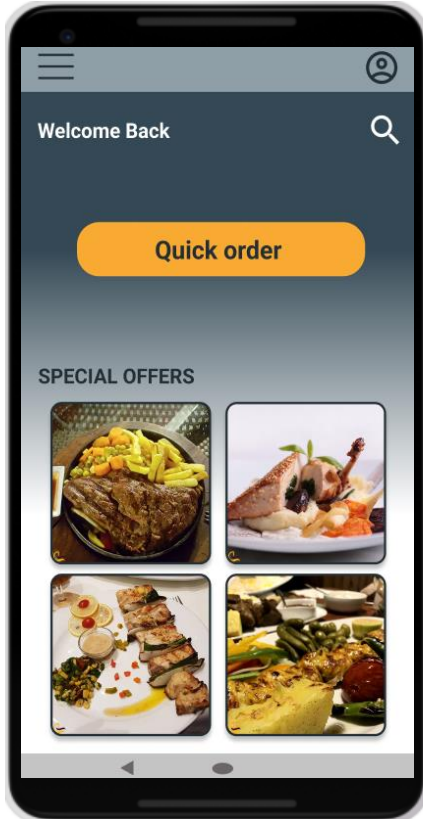
Before usability study
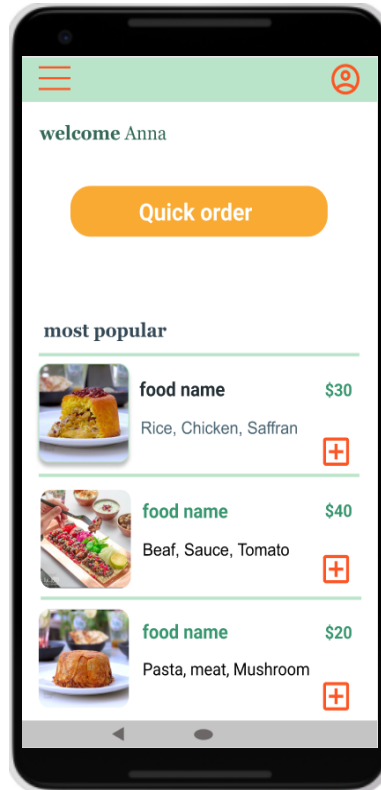
After usability study

Mockups

High-fidelity prototype

The final high-fidelity prototype presented a clear path for users to order their food easily and quickly.

View the restaurant's [high-fidelity prototype](#)

Accessibility considerations

1

Creating a distinct path for user's who are not tech-savy to order their food easily.

2

Avoiding heavy texts and using icons for users with visual impairment.

3

Using colors that are suitable for users with visual impairment.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app has designed to make the ordering process easy to reach.

One quote from user feedback:

"I had tried some apps before but I couldn't finish my order. I'm glad that I could do that now easily."

What I learned:

I learned that we need to put users first at each stage of the design process. It is important to conduct usability study and iteration during the whole process to find best solutions for their needs.

Next steps

1

Find other needs that might be necessary to be considered.

2

Determine whether user's problems have properly addressed or not by conducting more usability studies.

Thank you!