Design for Family restaurant app

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Project overview

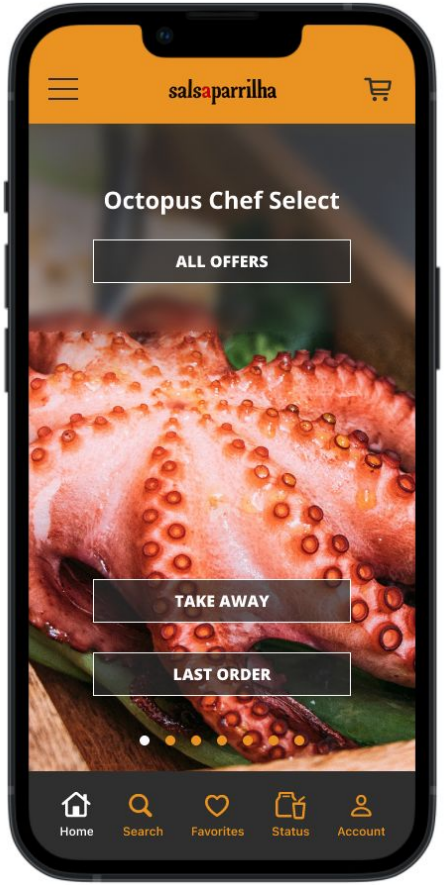
The product:

Mobile app for Family restaurant.

Target users are persons who have family, like to have dinner together at the restaurantmake online order for delivery or take-away.

Project duration:

July 2022 - September 2022



Project overview

The problem:

Design for mobile app must solve pain points of users from diverse groups.

The goal:

Creating mobile app design for Family restaurant with good User Experience (useful, equitable, enjoyable and usable).

Project overview

My role:

Junior UX designer

Responsibilities:

- User researching
  (empathy maps, pain points, personas and users journey map)
- Wireframing
- Mockups
- Prototyping
  (low-fidelity and high-fidelity prototypes)
- Usability study
  (research plan, observations and insights)

Understanding the user

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

User research: summary

I created empathy maps to understand the users i’m designing for and their needs.

The first group of users are the eldery people who have some problems with using interactive menu, reading text and making online order. They like to have family dinner at restaurant or make online order for delivery with option pay offline.

The second group of users are the very busy people, that work too much and don’t have time to cook at home for their family. They would like to make online order and take away it at way to home, fast and effective.

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User research: pain points

1

Time

Working adults are too busy to spend time to meal preparation

2

Accessibility

Mobile apps often aren't equipped with assistive technologies (screen readers)

3

Information architecture

Text-heavy menus in apps are often difficult to read and order form

4

Usability

User's flow and some features in apps are often difficult to understand for eldery people or people with dyslexia

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Persona: **Isabel Duarte**

Problem statement:

Isabel is a business woman who needs to use the app for ordering meals from the favorite restaurant for take away because she is very busy and doesn't have time to cook for her family

Isabel Duarte

Age: 35
Education: Degree in Art
Hometown: Porto
Family: Married, 1 daughter
Occupation: Business woman

"I would like to have more time for taking care about my family and travelling on weekends "

Goals

- To have more time for taking care about family and travelling on weekends
- To rest and relax at home after working day
- To make order online using favorites meals or repeat last order
- To get take away order on way to home faster

Frustrations

- It's difficult to make sure the timing is right to get take-away order on the way to home from the work
- Has frustrations when can't choose favorite meals or repeat last order for making order more faster

Isabel is 35 years old, lives in Porto. She is married and has young daughter. She is an art gallery director, very busy during working day, especially when prepares the new exhibition. She doesn't have too much time to be with family and cook what they love. Isabel often comes back to home late and work on Saturday. On Sunday she likes to rest at home or travel with family. They often go to the family restaurant or order favorite meals with delivery or take-away.

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User journey map

Isabel's user journey map revealed how helpful would be for users to have access to the app of their favorite restaurant.

The app includes feature of vibration messages on phone that can use as accessibility technology for people with vision or hearing disability.

Persona: Isabel Duarte

Goal: Make order in app using favorites meals or repeat last order, to get take away order on way to home quickly

ACTION	Get app	Make order	Review confirmation	Track order status	Pick up order
TASK LIST	A. Find app at Store B. Set up app C. Sign up in app	A. Make order from restaurant for delivery B. Make order from restaurant for take away	A. To get confirmation from restaurant B. To know that the order is confirmed without reading message	A. Check the order status B. To know that the order is ready without reading message	A. Pick up the order at the restaurant B. Check that the order is correct
FEELING ADJECTIVE	• Excited when set up app • Satisfied when signed up in app	• Disappointment that can't repeat last order • Frustrations with no opportunity to choose favorite meals	• Frustrations with no opportunity to get confirmation from restaurant • Worried about will not be able to read message	• Frustrations with no opportunity to get order status • Worried about will not be able to read message when very busy or driving a car	• Worried about waiting in line • Frustrations about the mistakes in order
IMPROVEMENT OPPORTUNITIES	Create app for online order from restaurant for delivery or take away	To create features in app to repeat last order and make favorite meals list	To create features in app to get confirmation with vibration on phone *(useful as accessibility technology)*	To create features in app to get info about order status with vibration on phone *(useful as accessibility technology)*	Add feature in app to pick up order in certain time interval without line

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Starting the design

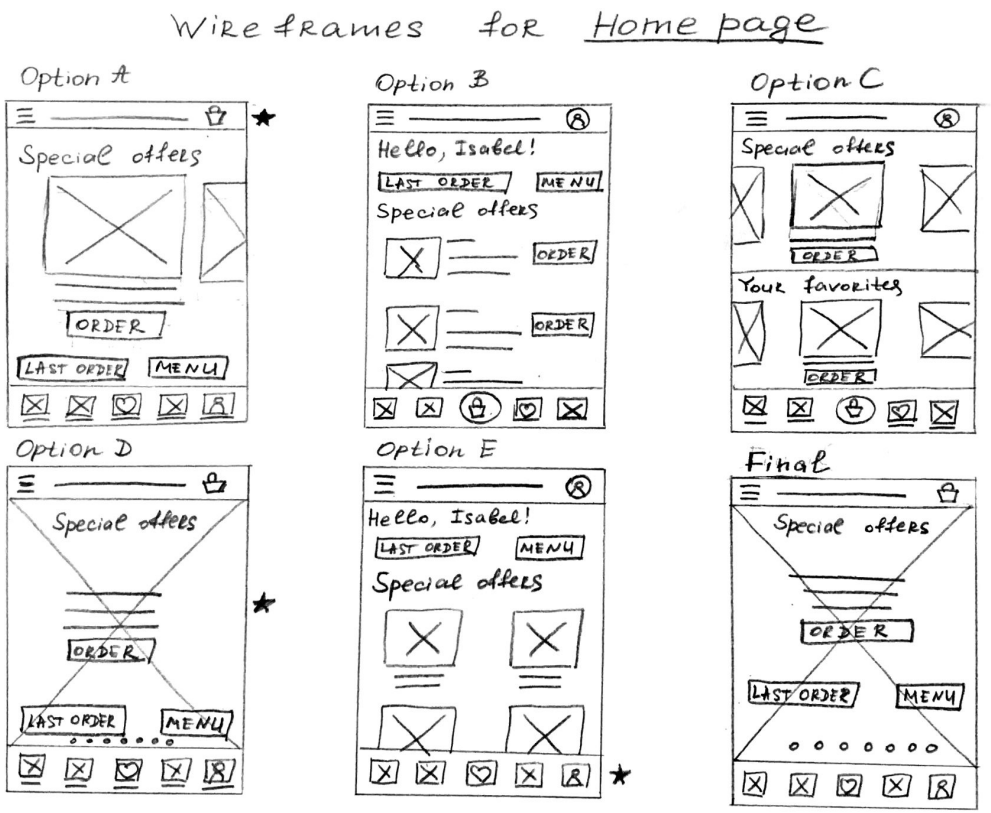
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

Home page for Family restaurant app

List of the important elements

- top nav bar
- cart
- profile
- favorite list
- special offers
- order button
- last order button
- menu button
- bottom nav bar



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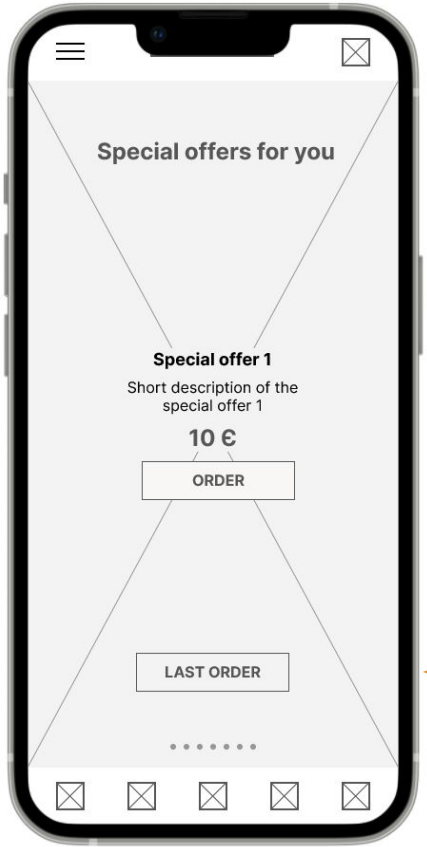
Digital wireframes

Digital wireframes for Family restaurant app are created in Figma. All wireframes are created according to complete User flow - from welcoming page to checking status order. This wireframe is created for **Home screen app.**

Special offers are presented as a slider that change images automatically or by User.

Order button allows User to add Special offer to the Cart



Last order button allows User to repeat his last order quickly

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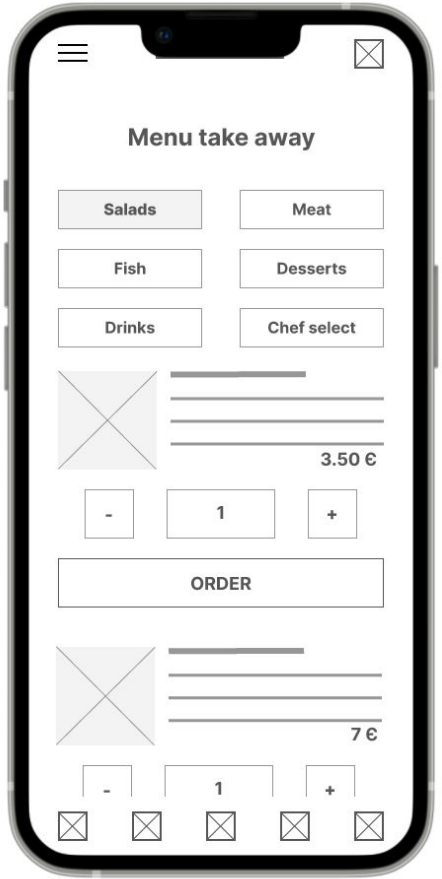
Digital wireframes

Wireframe for **Menu take away screen.**
Filter is used for choosing Menu section.
Product is displayed with image, description and price.
User can choose quantity of the product that he wants.
The Order button allows to add products to the Cart.



Filter for choosing Menu section. Active section for Salads is displayed with other color.

User can choose quantity of the product and then add this quantity to the Cart by tapping Order button.

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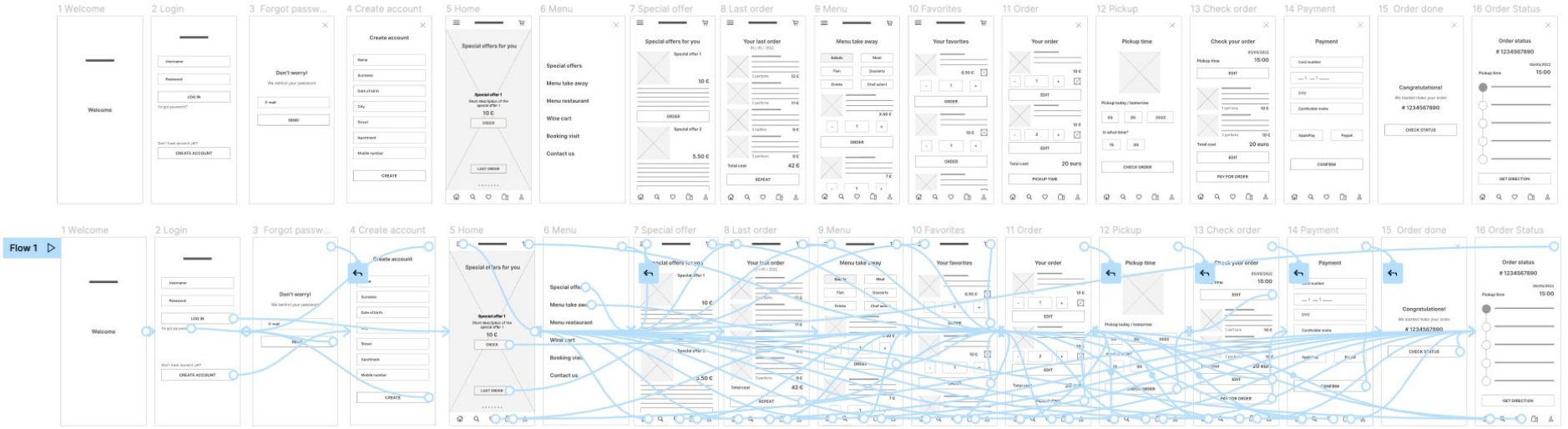
Low-fidelity prototype



Low-fidelity digital prototype for Family Restaurant app is created in Figma. It displays the complete user flow - from opening app to checking order status screen. All buttons are interactive and show the connections between screens. The most of the icons are created as interactive too (cart, home, close, favorite list, order status). Welcome page is created as as screen than changes after delay. Created different options - login to app for existing user, reminding password or creating account for new user.

Look at [low-fidelity prototype for Family Restaurant app in Figma]

Usability study: findings

Round 1. Unmoderated usability study was conducted with 5 participants. The results were noted on the spreadsheet and then transformed into affinity diagram. Main patterns were identified and turned to the key insights.

Round 1 findings

1. Users prefer to choose a date of pick up order - for today or tomorrow.
2. Users need to have interactive selecting the date and time for pick up order.
3. Users need to have opportunity to change personal data in account

Round 2 findings

1. Users need an opportunity to choose language.
2. Users need a more intuitive way to access Menu takeaway.
3. Users need more usable icons on the bottom navigation bar.

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Refining the design

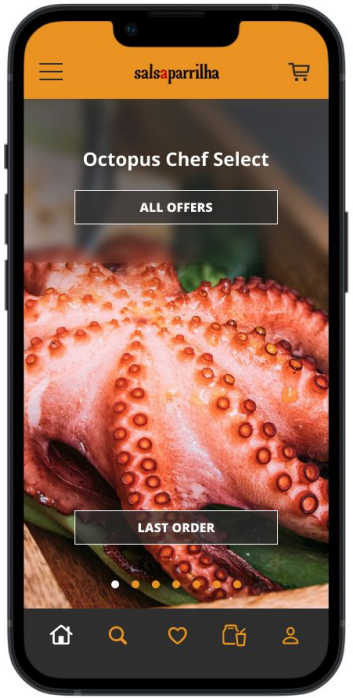
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

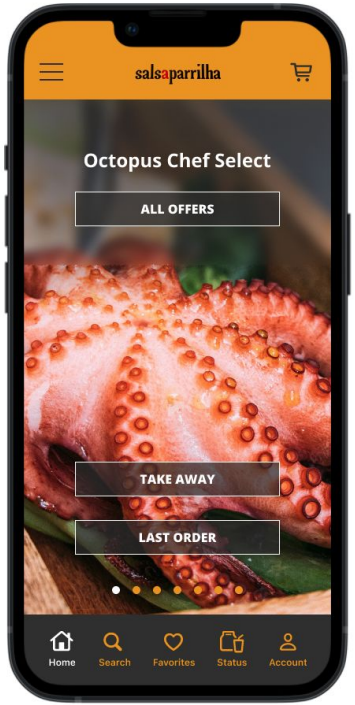
After usability study I included additional options

- On Home screen added **button “Take away”** for opening Menu takeaway.
- Maked **icons** on bottom navigation bar with **more accessibility** - added text below the icons.

Before usability study



After usability study



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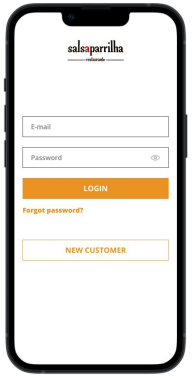
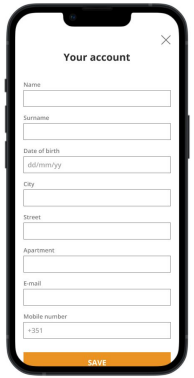
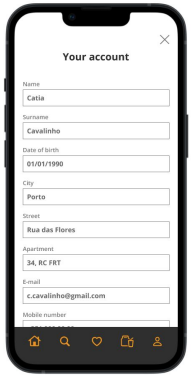
Mockups

- Add opportunity to **choose language** for using app.
  This new option allows users from different countries use the app. So the app became multi language, with **more accessibility and usability.**

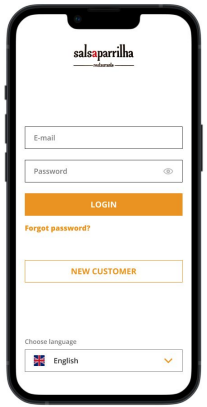
Before usability study

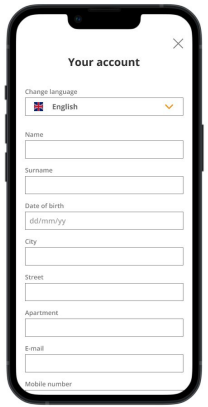


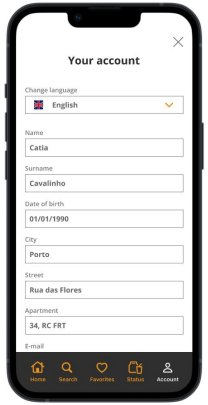




After usability study







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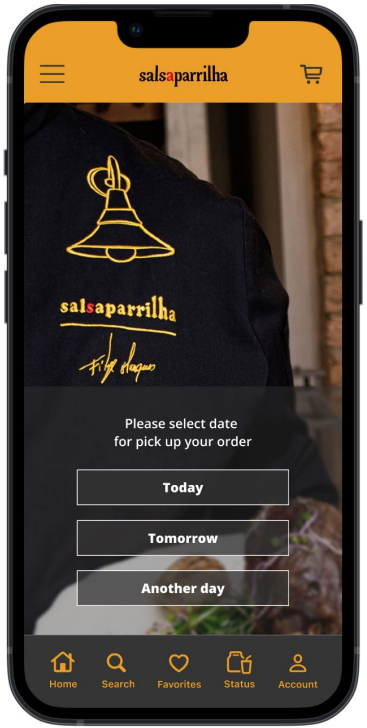
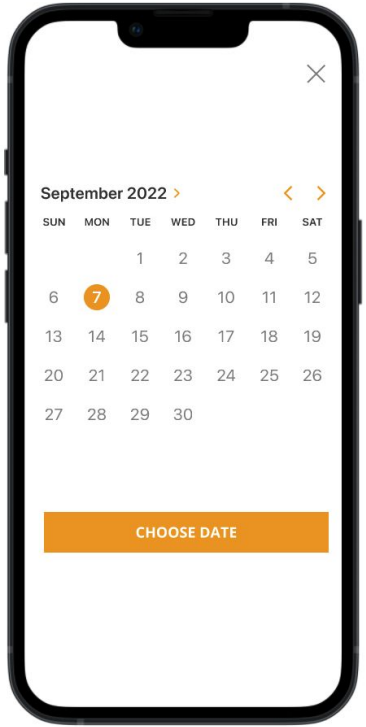
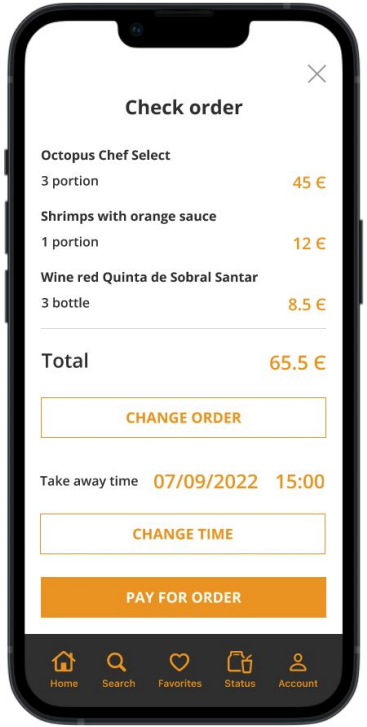
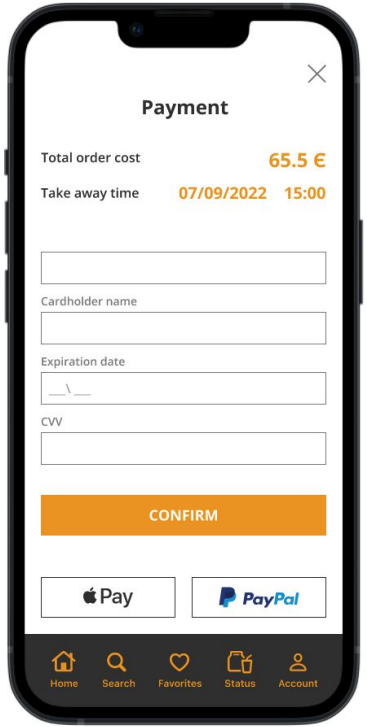
Key mockups









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High-fidelity prototype

Final high-fidelity digital prototype for Family Restaurant app presents full user flow - from creating account and login to app to confirming order and checking ready status.

App also meets user needs for a ordering food from Menu takeaway or favourite list, repeating last order, choosing date and time for picking up, payment and checking ready status.

Look at [high-fidelity prototype for Family Restaurant app in Figma]

Accessibility considerations

1

Family restaurant app is **multi language.** The user can choose the language during the login process or change the language on Account screen during the using app

2

App design has good color contrast, readable typography. It helps **visually impaired users** (as well as users with low-light settings)

3

The icons on bottom navigation bar have text labels below. It makes the app more usable and accessible (the text labels could be **read by screen reader**)

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Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Family restaurant app solves the main users' problem - order meals from the favorite restaurant for take away.
The app also solves users' pain points like as time, accessibility and usability.

What I learned:

While designing Family restaurant app I learned that the first ideas are only the beginning of process. Usability study and users' feedback influenced each iteration of the app's design.

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Next steps

1

Conduct another round of usability study of high-fidelity prototype and make a decision about hand-off design to the engineers.

2

Launch the product - the Family restaurant app.

3

Conduct usability study after launching the app and make list of the insights for improving the product.

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Let’s connect!

Thank you for your time reviewing my work on Family restaurant app. If you would like to get more information or get in touch, my contact information is provided below.

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