

Mel C's Perogies

Jedidiah Gardner

Project overview



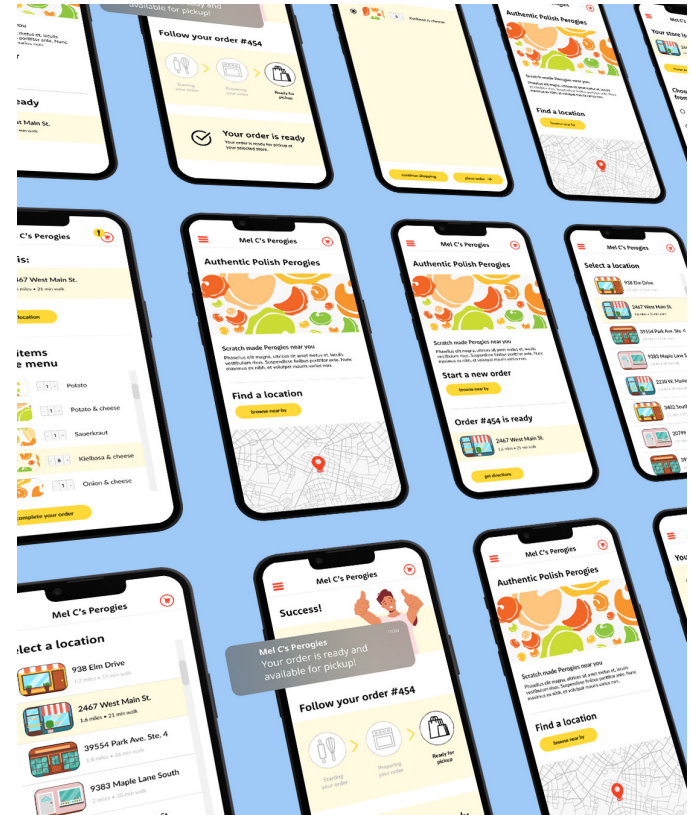
The product:

We are creating a new app to connect people to their favorite perogies and expedite orders based on location.



Project duration:

Total project duration consisted of 6 weeks



Project overview



The problem:

Nearby locations are challenging to find and being able to place an order quickly is difficult.



The goal:

Ensure users are able to locate nearby stores and place an order quickly.

Project overview



My role:

Lead UX designer and researcher.



Responsibilities:

Wireframing, prototyping and conducting user interviews.

Understanding the user

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

User research: summary



Determine if users complete locational search within the prototype of the food ordering app.
Determine if the app is difficult to use.

We need to find out if the locational based search function successfully expedites orders based on where the user is at the time of the order. We'd also like to understand the specific challenges that users might face in the ordering process and checkout experience.

User research: pain points

1

Pain point

Most users were confused by not seeing a distance for each store, an insight is: returned results should have mileage from the user added to their field.

2

Pain point

Most users could not find out how to remove items from the cart, an insight is: users need helper text to find out how to remove items from the cart.

3

Pain point

Most users could not find their items in the cart, an insight is: users need a more intuitive way to find items in the cart.

Persona: Anika

Problem statement:

Anika is a remote sales representative who needs to locate lunch nearby because she has several meetings a day and has limited time to eat.



Anika Dalman

Age: 44
Education: Culinary school graduate
Hometown: Fairview, New Jersey
Family: Lives with partner
Occupation: Sales rep.

"I'm always working, so I'm grateful for every opportunity to pause and enjoy the world around me."

Goals

- To find a comfortable place to work that maximizes productivity.
- To have access to good food for snacks during breaks.

Frustrations

- "Sometimes, I have to give up my space while I go to look for good food elsewhere."
- "I'd like to order without leaving my table, and not have to get up until I know my order is ready".

Anika is a sales rep who lives in a big city and mostly works in the afternoon. She usually works from local coffee shops, but sometimes gets frustrated at the limited seating, unreliable Wi-Fi, limited food options, and noise level.

User journey map

Goals:

- Find out what variety of menu add-ons are appropriate
- How much time is allowed for user journey before bounce
- What colors resonate with user base
- How many menu items are sufficient for services

Thought process:

- Determine if users complete locational search within the prototype of the food ordering app. Determine if the app is difficult to use.

Persona: Anika Dalman

ACTION	Determine which items are available for lunch	Find an option that is appetizing	View ingredients of the option	Select the item and add to cart	Place the order
TASK LIST	Tasks A. Locate and open the app B. Sort items to be lunch specific C. Use the app	Tasks A. Use the app B. Scroll through menu item photos C. Select an option	Tasks A. View info of the selected item B. Determine if ingredients are ok C. Choose option	Tasks A. Select item B. Add to cart C. Follow prompts to checkout	Tasks A. Review items in cart B. Select payment C. Commit to buy
FEELING ADJECTIVE	<ul style="list-style-type: none">● Apprehensive● Rushed	<ul style="list-style-type: none">● Hopeful● Hungry	<ul style="list-style-type: none">● Inquisitive● Satisfied	<ul style="list-style-type: none">● Hopeful● Relieved	<ul style="list-style-type: none">● Glad● Happy
IMPROVEMENT OPPORTUNITIES	Provide search filters. Automatically populated by time of day.	Allow grid/list view	Better use of a key and icons for identifying major food allergies	Better wayfinding through checkout prompts.	Link app payment through authenticated local source.

Paper wireframes

Goals:

- Design an initial framework to populate with items from a food ordering app.
- Allow for navigation and a cart for ordering.

Thought process:

- Relying on simple design elements, these concepts are a starting point for further development.



Digital wireframes

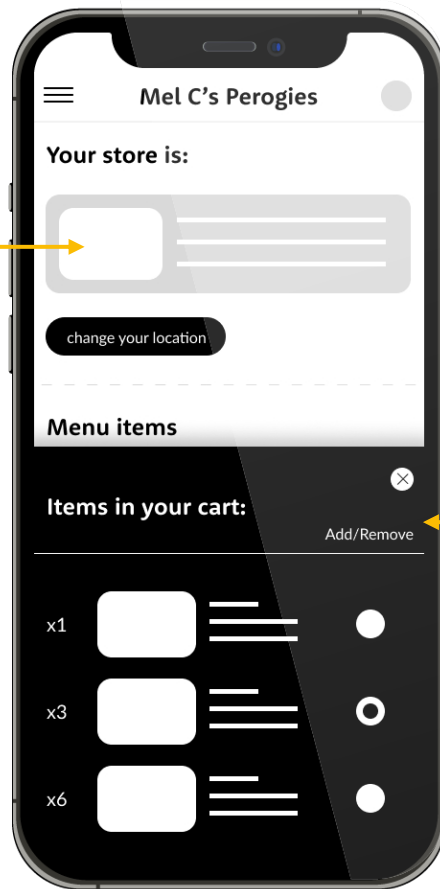
Goals:

- Consolidate content and address user feedback from useability study.

Thought process:

- Take cues from real world scenarios and feedback from the prototype to incorporate those items that will prove to better the interaction.

Users can find their selected store at the top of the app.



Users can find the cart and modify its contents.

Digital wireframes

Goals:

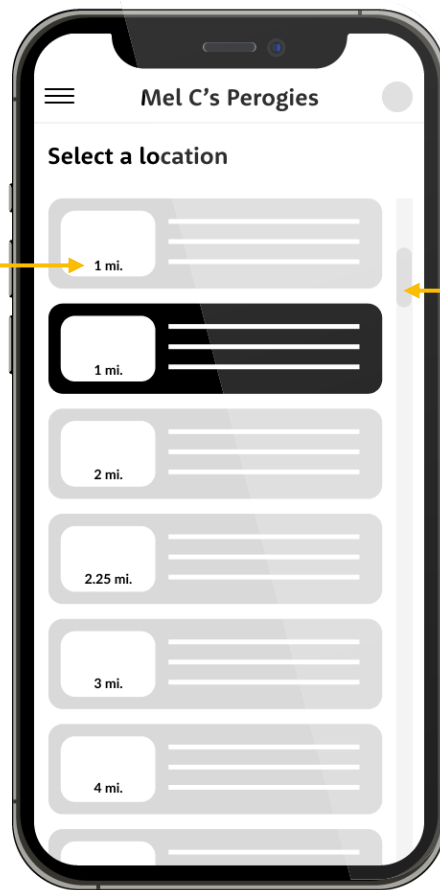
- Address user feedback from conducted useability study.

Thought process:

- Provide an easier navigation path to choosing store locations.

Users can find the distance from the store within the app

Additional options are available upon scroll.



Low-fidelity prototype

Link to lo-fi prototype -

<https://www.figma.com/proto/WRxEIXLn1Ku2rch2lYdGuO/Mel-C's-Perogies?page-id=0%3A1&node-id=3-16&viewport=131%2C574%2C0.55&scaling=scale-down&starting-point-node-id=3%3A16>



Usability study: findings

We noticed that our competitors offer dedicated mobile apps for their customers to order through, and they have been very successful. We conducted a usability study with select participants who used a low-fidelity prototype to complete prompts within the app.

Round 1 findings

- 1 Some users were unable to complete the ordering process
- 2 Users need a way to see how far the stores are from their current location
- 3 Users need to see what items are in their cart

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Goals:

- Add milage from users' location to each store's detail returned result.

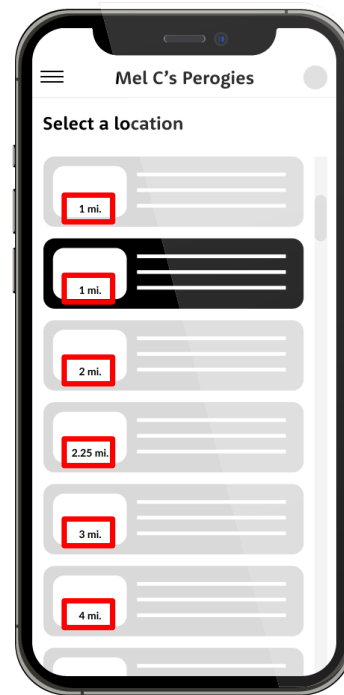
Thought process:

- Ensure users can easily choose the store closest to them.

Before usability study



After usability study



Mockups

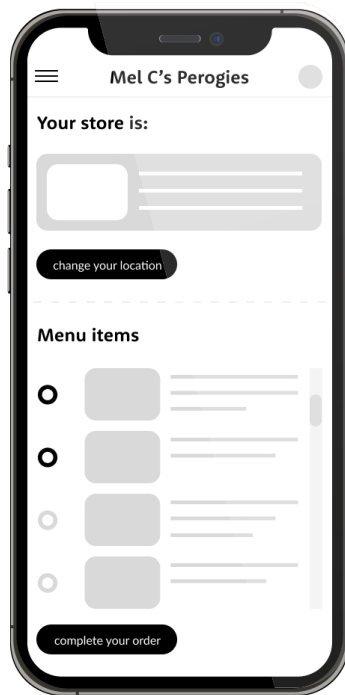
Goals:

- Add additional screen to show cart details

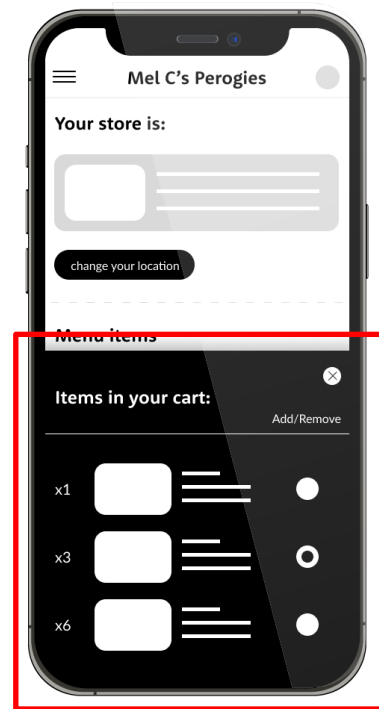
Thought process:

- Ensure users can find and modify items in the cart.

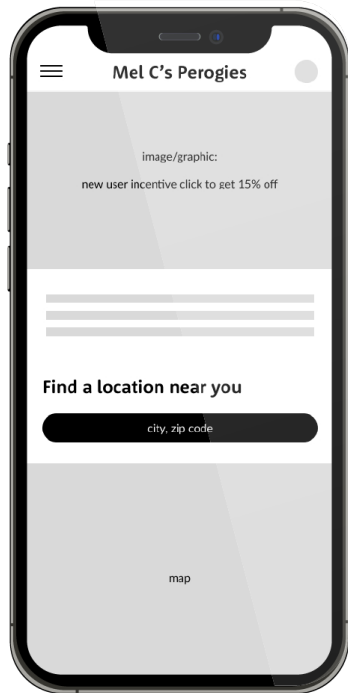
Before usability study



After usability study



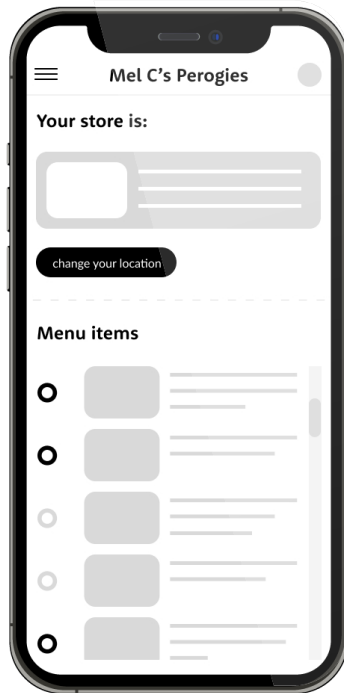
Mockups



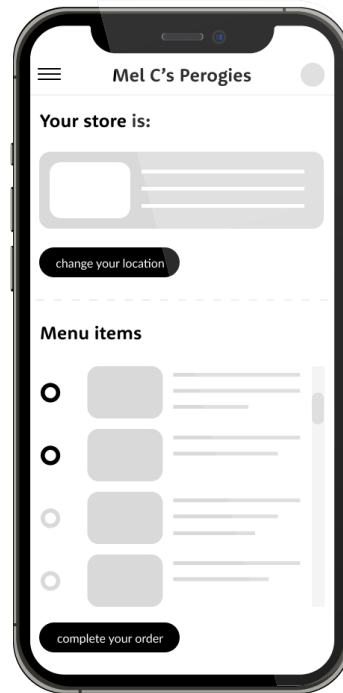
Home



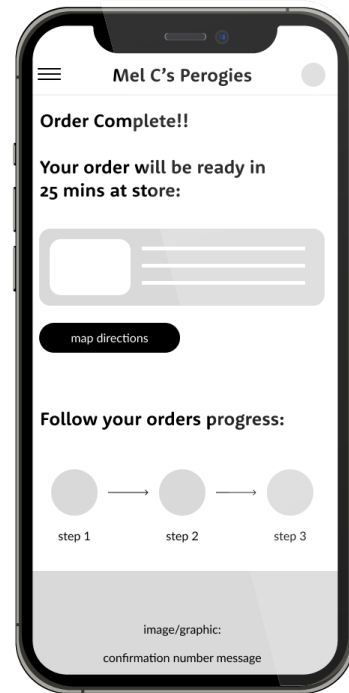
Locations



Menu



Cart

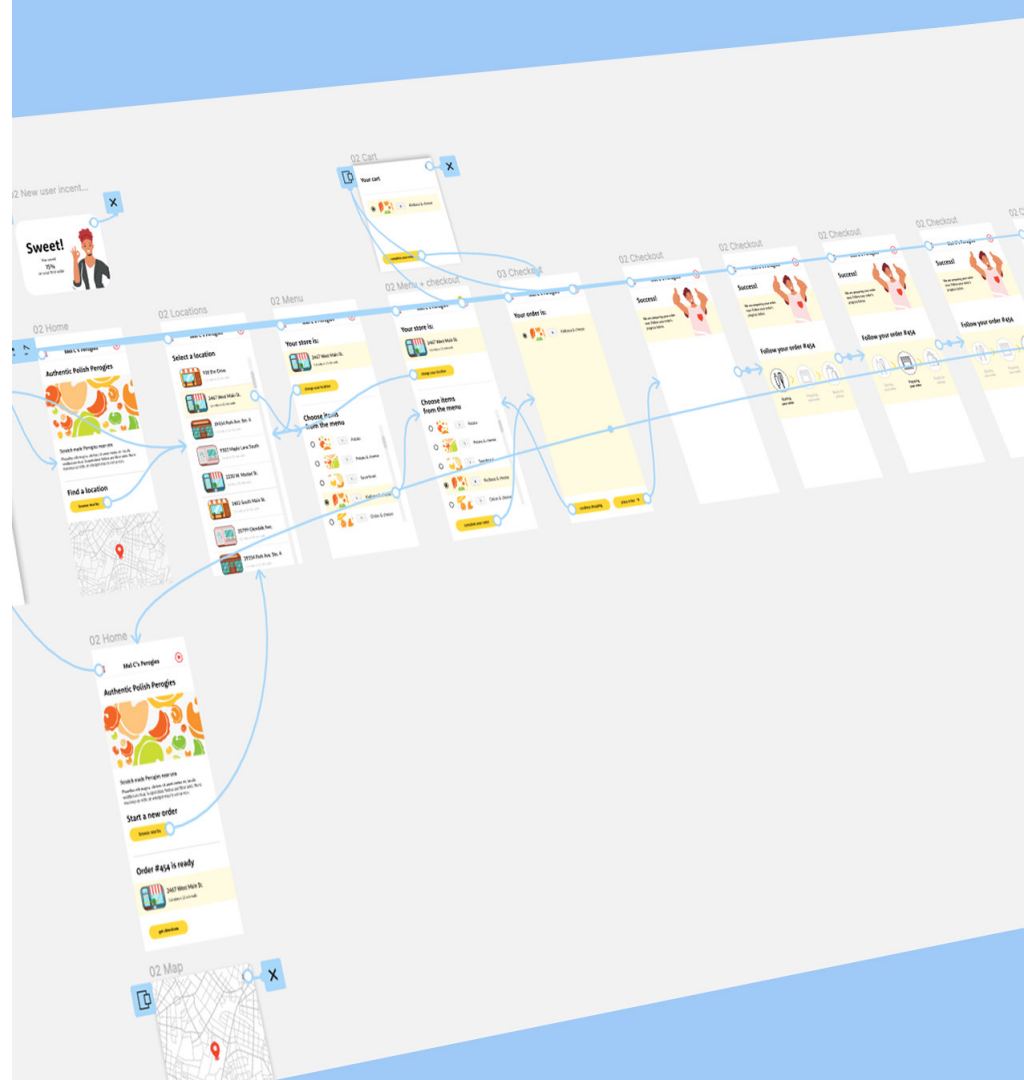


Checkout

High-fidelity prototype

Link to hi-fi prototype-

<https://www.figma.com/proto/WRxEJXLn1Ku2rch2IYdGuO/Mel-C's-Perogies?page-id=101%3A2&node-id=101-130&viewport=1581%2C109%2C0.36&scaling=scale-down&starting-point-node-id=101%3A130>



Accessibility considerations

1

Instances where buttons did not meet color contrast minimum ratios were addressed and considered throughout

2

Ensuring correct hierarchy of readable content to allow for screen readers to follow the user flow

3

Considering users with limited mobility, additional ingress/egress information for stores are included

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Overall impact was seen as an improvement in the process users take to order Perogies.

"I can foresee using an app like this, I like it overall"



What I learned:

Development and design are left without direction until useability is included and you can see if the product truly lands.

Next steps

1

Continuing to iterate and incorporate feedback from the community will improve the final product.

2

Conducting another round of useability studies will prove valuable.

3

Launching an online AMA may prove successful for community feedback.

Let's connect!



Insert a brief sentence or two about contacting you and/or reviewing more of your work.

Provide your contact information here. This might include your email address, phone number, and website or link to other professional platforms.

Thank you!