MexiGO APP

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Project overview

The product:

An ordering app for a Mexican restaurant

Project duration:

February 2022 to April 2022

Project overview

The problem:

Busy individuals who work don't have enough time to cook lunch.

The goal:

Design an app for a Mexican Restaurant that allows users to quickly order food and also be able to customize their meals to their likings.

Project overview

My role:

Lead UX Designer, UX researcher

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 interviewed 7 participants for this user research. Going into the interviews i had an assumption that every interviewee would have had the same experience using a food ordering app. After interviewing and reading answers side to side, I concluded that everyone had different experiences and that for most users it depended on the store/restaurant that users ordered in affected the experience of the application and the pick up process.

Our customization app will let users choose and order their food faster which will affect how users spend their personal time by giving them the chance to effectively checkout quicker. We will measure effectiveness by tracking and analyzing how long users are on the app.

Google

User research: pain points

1

Pain point

Having to order the food through call-in because online option was down.

2

Pain point

Waiting to pick up food with other people who were about to order, having to wait longer and getting their food cold.

3

Pain point

There was not enough display of the food that was being sold and sometimes ordered something they did not like.

4

Pain point

Most restaurants systems were down and it affected the entire process of ordering online and pick up.

Google

Persona: **Doja Mieses**

Problem statement:

Doja Mieses is a busy woman in tech who needs to find an application that will process and complete her order quickly because she wants to be able to enjoy her lunch and have enough time to relax before going back to work.

Doja Mieses

Age: 28
Education: B.S in Computer Science
Hometown: Des Moines, Iowa
Family: Husband and dog
Occupation: Full stack developer

"Realize that everything connects to everything else"

Goals
- To order food online but still maintain the friendly service you get from being physically at the restaurant.
- Quick checkouts

Frustrations
- Location of pickup is not separated from the rest, leaving food out and getting cold
- Wait-times for pick up too long

Doja has a tough work schedule being a full stack developer. Doja wakes up bright and early in the morning and sometimes misses breakfast. Doja would like to find a place where the service is excellent and the food is quick. With Dojas busy schedule she doesn't have a lot of time to wait on pickup orders and sometimes will even receive the food cold. Doja wants to continue ordering online as it fits with her schedule and hopes that there is a solution.

Google

Persona: **Omar Roberts**

Problem statement:

Omar Roberts is a hard working husband who needs an application that will update new foods around him because he does not want to spend too much time browsing so he can enjoy time with his family.

Omar Roberts

Age: 34
Education: B.S in Psychology
Hometown: Houston, TX
Family: Wife and two kids
Occupation: Case Manager

"Family is the heart of the home"

Goals
- Spend as much time with family and friends
- Go on a roadtrip to try famous places to eat
- Find healthy alternatives for his favorite junk food

Frustrations
- "Not everyone has an online order option making it difficult to order"
- Not many food ordering apps that work well

Omar loves spending time with his family and going out to places. He especially enjoys trying out new places to eat, but Omars schedule as a case manager can sometimes be all over the place. Food ordering applications don't usually go well for him as they have mistaken a few of his orders and the restaurants don't have their own system to order through them. Omar will continue to explore new places to eat around him.

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User journey map

A bit tough assuming what a user would go through using our app but when using our persona as the user the journey map was easier to understand

Persona: Doja

Goal: Find an app that is quick and easy to order lunch

ACTION	Browse the app store for food ordering apps	Download app	Look through close by restaurants	Order food and pickup
TASK LIST	Tasks A. open app store B. search for food ordering apps C. click on best one	Tasks A. review the app B. install on device C. create an account	Tasks A. find restaurants within small range B. browse the food selection C. decide what to eat	Tasks A. add food to cart B. pay for order C. head to restaurant for pickup
FEELING ADJECTIVE	*rushed to find an app *hopeful	*overwhelmed of all the choices * confident	*alert *satisfied with the choice chosen	*Successful *relieved
IMPROVEMENT OPPORTUNITIES	*look at 5 star reviews first	*enough memory on phone *read the reviews to get a better understanding	*maps shows restaurants with a 5 mile radius	*phone rings or vibrates when payment is successful

Google

Starting the design

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

Paper wireframes

I first wanted to create the
first thing that users a going
to see as soon as they open
the app, the home page.
There was 5 first design and
the last one I tried
incorporating the good
from other wireframes
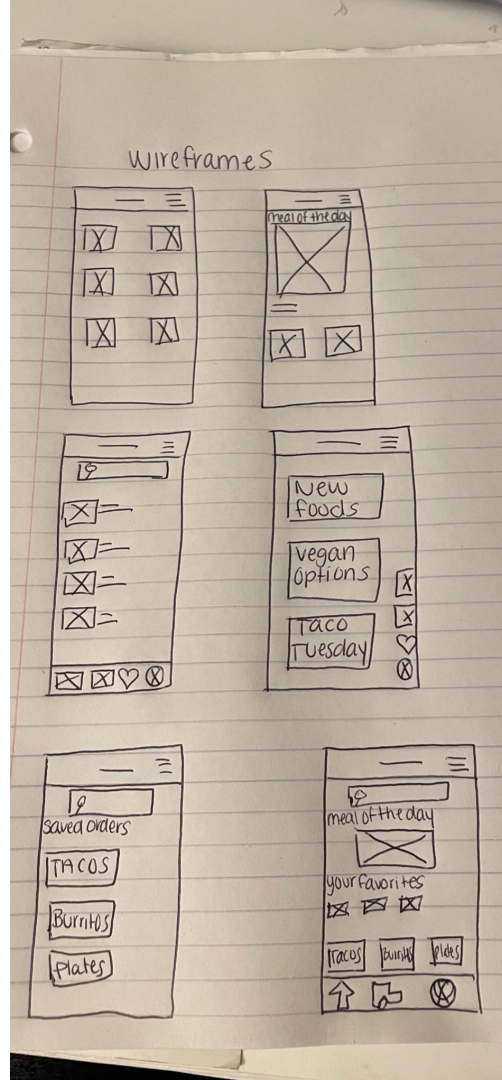
Digital wireframes

For our homepage i wanted to add what would help the user search and order food quick, so I incorporated their previous favorited food and a meal of the day .

Here demonstrates the variety of food at the homepage to assure a speedy checkout
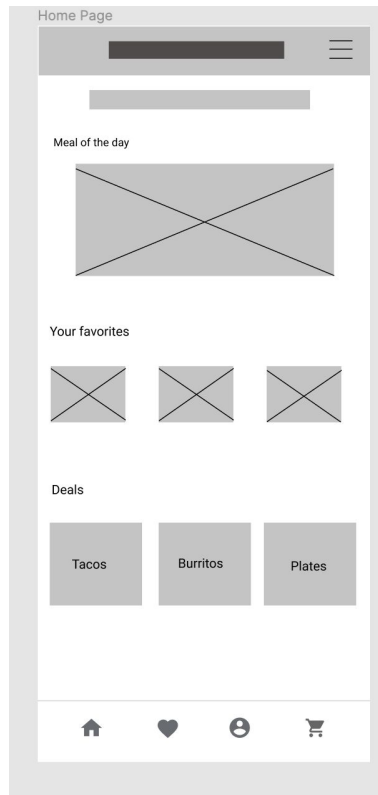
Having an element for deals can give the chance for user to try other things

Home Page

Meal of the day

Your favorites

Deals

Tacos

Burritos

Plates

Google

Digital wireframes

In creating the wireframes the goal was to design an app with the chance of searching for something to eat that didn't take more than ten minutes

Navigation bar will give user a faster way to navigate through the app
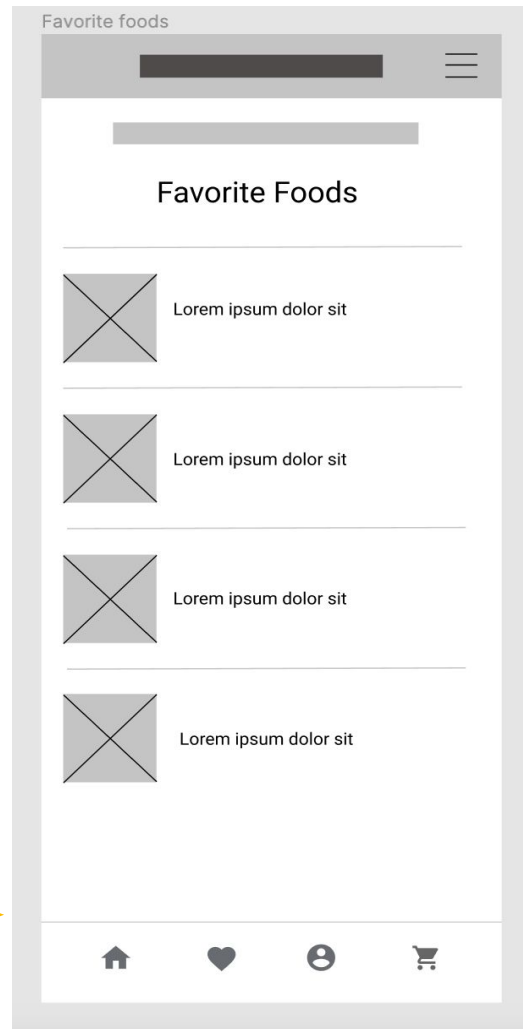
Favorite food wireframe was made so user can save food they like and save time searching for something

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Low-fidelity prototype

Here we a connecting the basic buttons and interaction within the app.

Link to Lo-Fi prototype: https://www.figma.com/file/LKMH HVS9jJADsHiN15an4q/Untitled?no de-id=0%3A1

Google
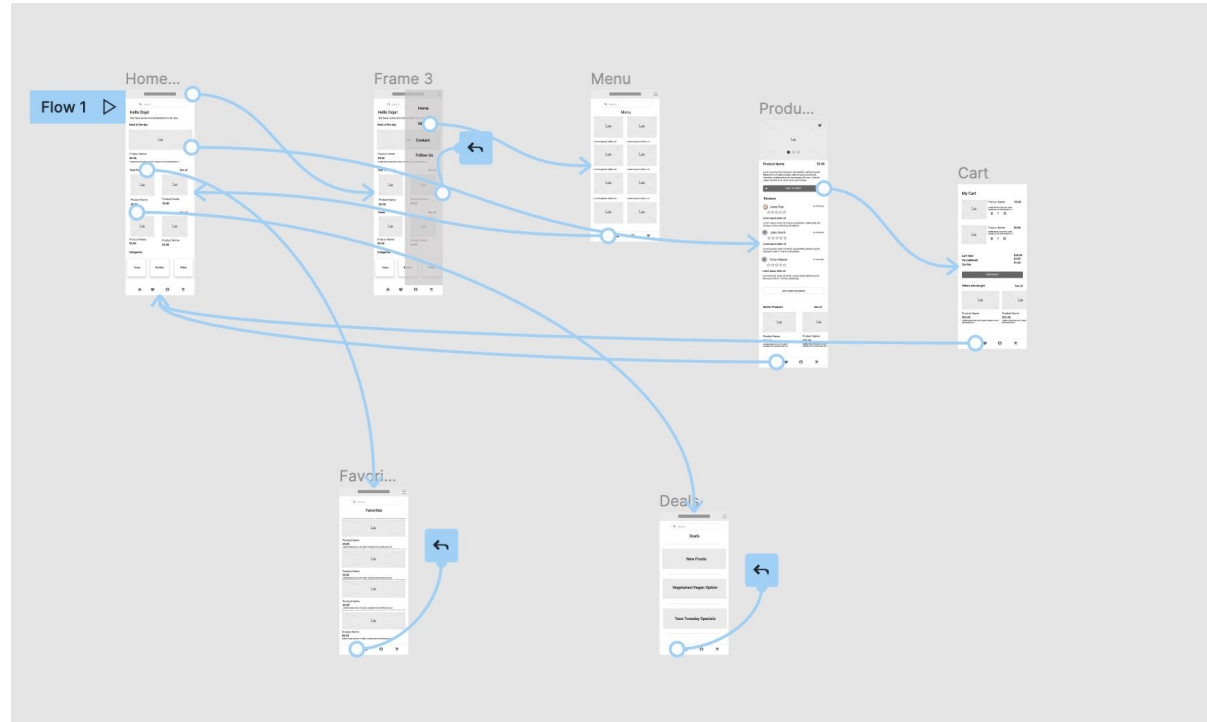
Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

1 Users need images or better language to interpret task

2 User needs clues to signal that customization icon is there

3 Users understood icons to navigate through app

Round 2 findings

1 Insert finding

2 Insert finding
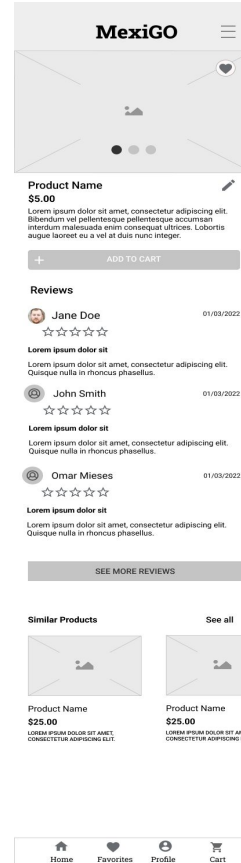
3 Insert finding

Google

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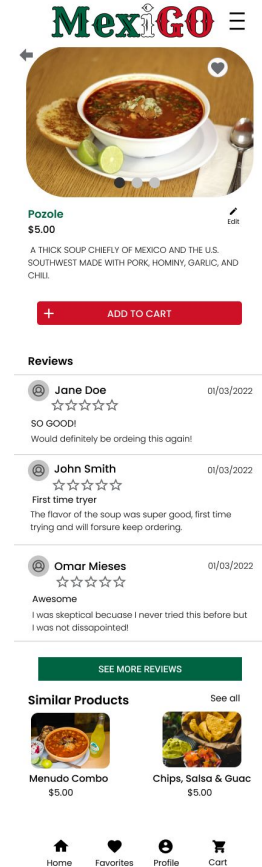
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

During my usability study most of the participants were aware of the icon to customize an order but they mentioned they overlooked it as it did not signal them that it's their to edit, so i added the text to label the icon.
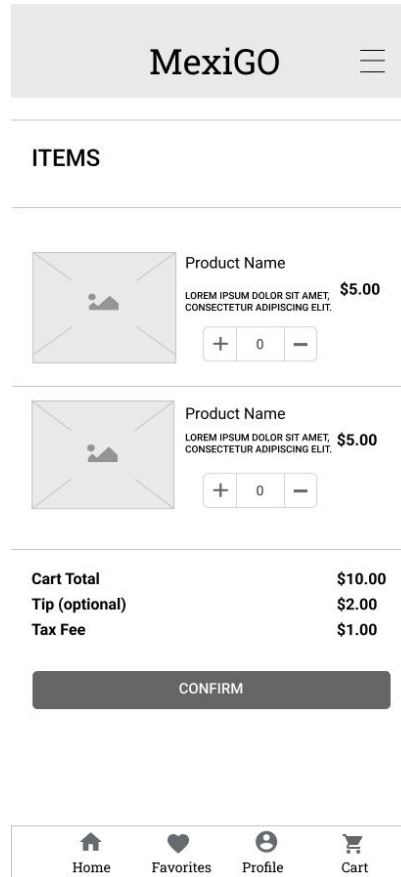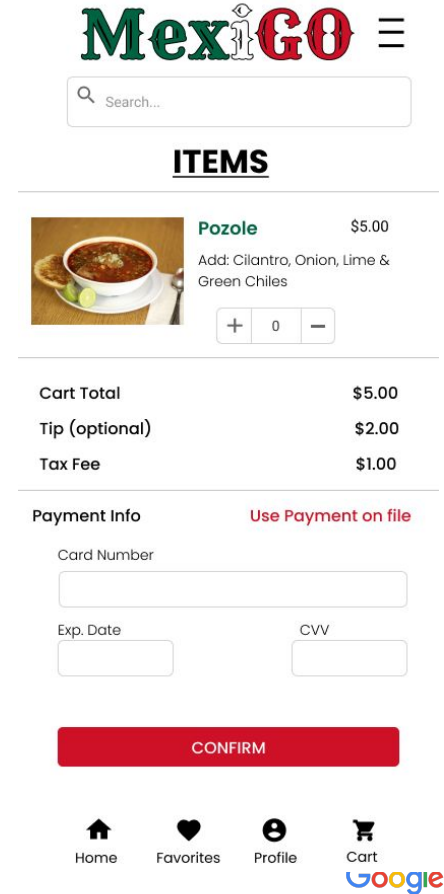
Mockups

Participants pointed out in the usability study that they did not have an option to pay for their meal and I incorporated the payment in the confirm slide and I also gave the option to file a payment and have it accessible without having to type everything out

After usability study

MexiGO

ITEMS

	Product Name	
	LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.	$5.00
	− 0 +	

	Product Name	
	LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.	$5.00
	− 0 +	

Cart Total	$10.00
Tip (optional)	$2.00
Tax Fee	$1.00

CONFIRM

Home   Favorites   Profile   Cart

MexiGO

Search...

ITEMS

	Pozole	$5.00
	Add: Cilantro, Onion, Lime & Green Chiles	
	− 0 +	

Cart Total	$5.00
Tip (optional)	$2.00
Tax Fee	$1.00

Payment Info	Use Payment on file

Card Number

Exp. Date   CVV

CONFIRM

Home   Favorites   Profile   Cart

Google

Mockups

Welcome!

email/ username

password   Forgot password

LOGIN

Not a member yet? CREATE AN ACCOUNT

MexiGO ☰

🔍 Search...

Favorites

Tacos de Chicharron
$5.00
ADD: Onion, Cilantro & Lime

➕ ADD TO CART

Menudo
$5.00
ADD: Cilantro, Onion, Lime
And Green Chiles

➕ ADD TO CART

Pozole
$5.00
ADD: Cilantro, Onion, Lime
And Green Chiles

➕ ADD TO CART

🏠 Home   ❤️ Favorites   👤 Profile   🛒 Cart

MexiGO ☰

🔍 Search...

Hello User!
We have some recomendations for you.

Its 5'oclock somwhere

On a straight tequila night $5.00
COME AND ENJOY OUR STRAIGHT TEQUILA NIGHT EVERY
FRIDAY STARTING AT 5'OCLOCK WITH OUR BEST TEQUILA

Your Favorites   See all

Tacos de Chicharron   Menudo
$5.00 $5.00

Deals   See all

Chips, Salsa & Guac   Supreme Nachos
$5.00 $5.00

Categories

Tacos   Burritos   Entrees

🏠 Home   ❤️ Favorites   👤 Profile   🛒 Cart

MexiGO ☰

Username   •••••••••••• 👁

Email   •••••••••••• 👁

Payment Info   •••••••••••• 👁
                  Change payment info

Password   •••••••••••• 👁
                  Change password

🏠 Home   ❤️ Favorites   👤 Profile   🛒 Cart

Google

High-fidelity prototype

Google
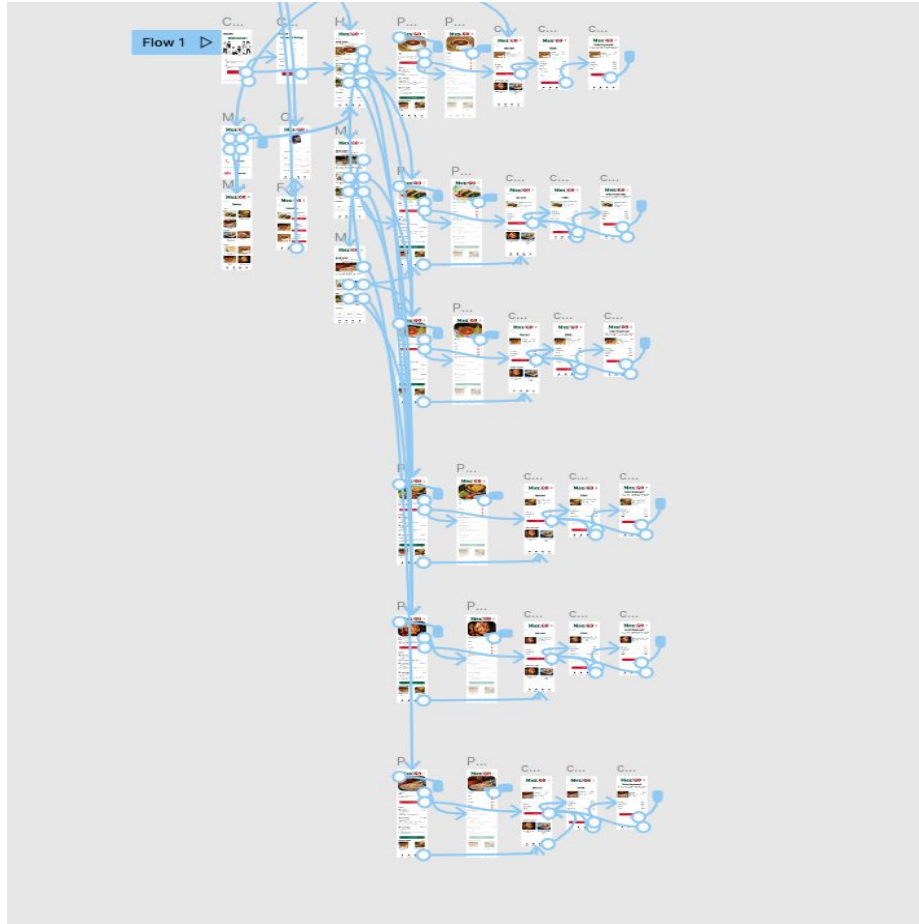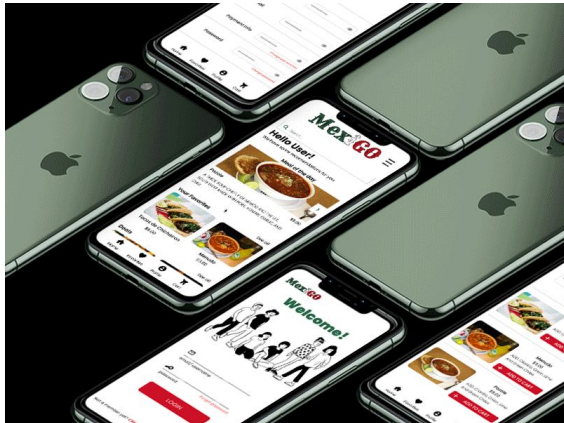
Accessibility considerations

1

Incorporated colors that would be easy to understand with text that stood out. Added alt text to images for screen readers

2

Used Icons to make the navigation easier

3

Used detailed images to help users visualize the food item

Google

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The apps makes users feel like they can be able to order food and not spend too much time on it

What I learned:

I learned that as I conducted usability studies there was always something that I learned from the user and how their pain points made the design better for the experience.

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Next steps

1

Conduct a usability study with more participants to confirm if the pain points address were effectively addressed.

2

Conduct more user research to determine if they is new pain points that need to be addressed.

Google

Let's connect!

Thank you for taking time to review my work on the MexiGO app! If you'd like to see more or get in touch my contact information is provided below.

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