BURGR's App Design

Ann Marie Somrah

Spring 2022

Project overview

The product:

BURGR's is a local burger restaurant located in the suburbs of a metropolitan area. BURGR's strives to deliver healthy, specialty burgers to the local community. They target customers who are busy professionals, students and families who lack the time or ability to prepare a great burger.

Project duration:

January 2022 to April 2022.
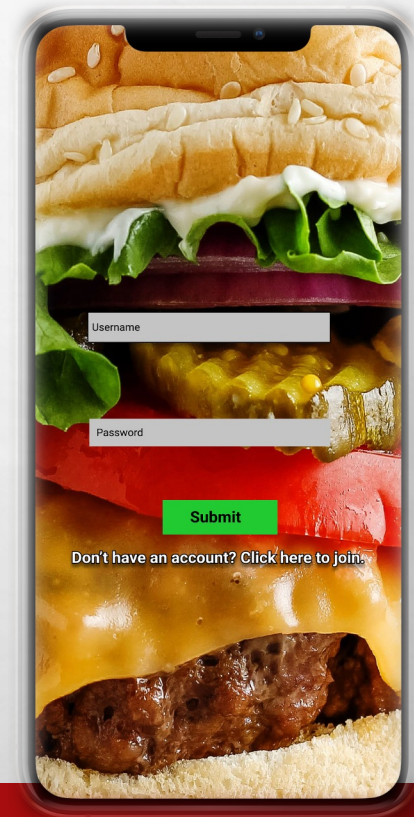
Project overview

The problem:

Busy professionals and families lack the time or ability to prepare a great burger.

The goal:

Design an app for BURGR's that allows users to easily order and pick up fresh, healthy burgers.

Project overview

My role:

UX designer designing an app for BURGR's 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 working adults who don't have time to cook meals.

This user group confirmed initial assumptions about BURGR's customers, but research also revealed that time was not the only factor limiting users from preparing and cooking a burger. Other user problems included obligations, interests, or challenges that make it difficult to get food supplies, groceries for cooking or go to restaurants in-person.

User research: pain points

1

Time

Working adults are too busy to spend time on meal prep

2

Accessibility

Platforms for ordering food are not equipped with assistive technologies
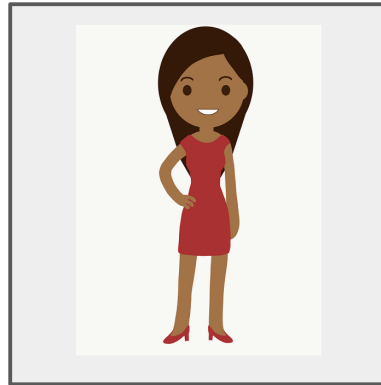
3

IA

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

Persona: Lacey

Problem statement:

Lacey is a busy working adult who needs a quick and easy way to order a healthy, great tasting burger because she has no time to cook dinner for herself.

Lacey Enwell

Age: 36
Education: BA in Education
Hometown: Los Angeles, CA
Family: 1 dog, 1 cat
Occupation: Executive Assistant

"I want to be the best I can be, everyday"

Goals
● To eat healthy, stay active
● To help the company succeed.
● Support local businesses.

Frustrations
● Food delivery companies mess up orders.
● It's difficult to find quality food.

Lacey is a go-getter and works hard at every thing she does. She enjoys helping people and is great at her job. She wishes food delivery apps were able to verify correct orders before the food is delivered.

User journey map

Mapping Lacey's user journey
revealed how helpful it would be
for
users to have access to a
dedicated BURGR's app.

Persona: Lacey

Goal: An easy and quick way to order healthy burger for delivery or pick up.

| ACTION	Select restaurant	Browse menu	Place order	Complete order	Pick up order
TASK LIST	A. Decide on food type B. Search nearby restaurants in browser C. Select a restaurant	A. Browse online menu B. Select menu items	A. Locate phone number B. Call restaurant C. Place order	A. Confirm order B. Provide payment information C. Get directions to restaurant	A. Drive to restaurant B. Pick up food and tip employee C. Inspect items D. Drive home E. Eat meal
FEELING ADJECTIVE	Overwhelmed by number of restaurant options Excited to find a restaurant that they like	Annoyed at large amounts of text with limited visuals	Dissatisfied with scrolling to find phone number Anxious about having to remember order	Frustrated at having to read card number out loud Annoyed at time it takes to drive to restaurant and back	Happy to eat after a long day
IMPROVEMENT OPPORTUNITIES	Create an app for advance ordering		Offer a way to order from tables using an app		Offer tableside delivery for orders from an app

Starting the design

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

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.
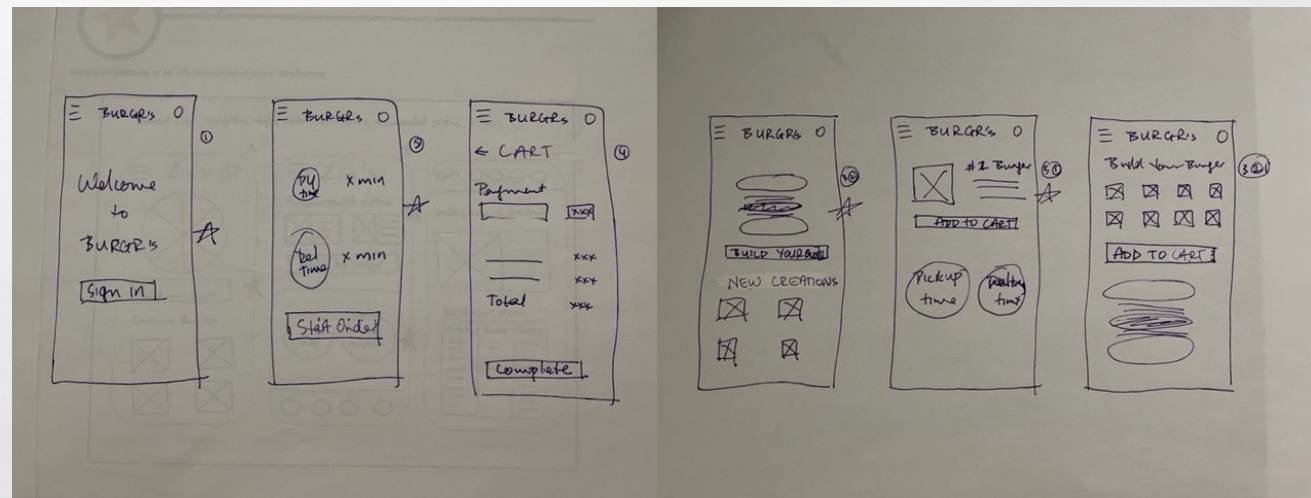
Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

This button at the top of the home screen makes it fast and easy for users to order.

#1 Burger

Add to Cart

Build Your Own
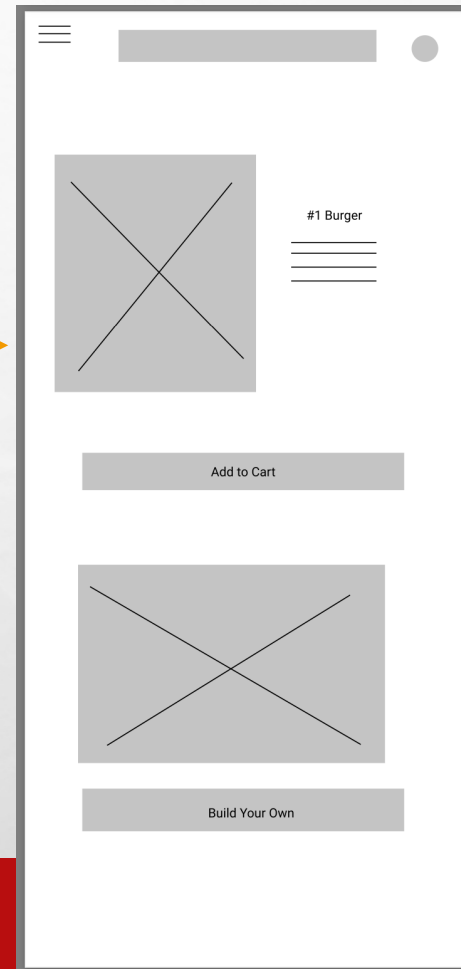
This button provides an easy option for users to make their own burger.

Digital wireframes

Easy payment was was a key
user need to address in the
designs in addition to equipping
the app to work with assistive
technologies.

Easy payment
navigation
that's screen
reader friendly.

My Cart

Payment

XXX
XXX
XXX

Total   XXX
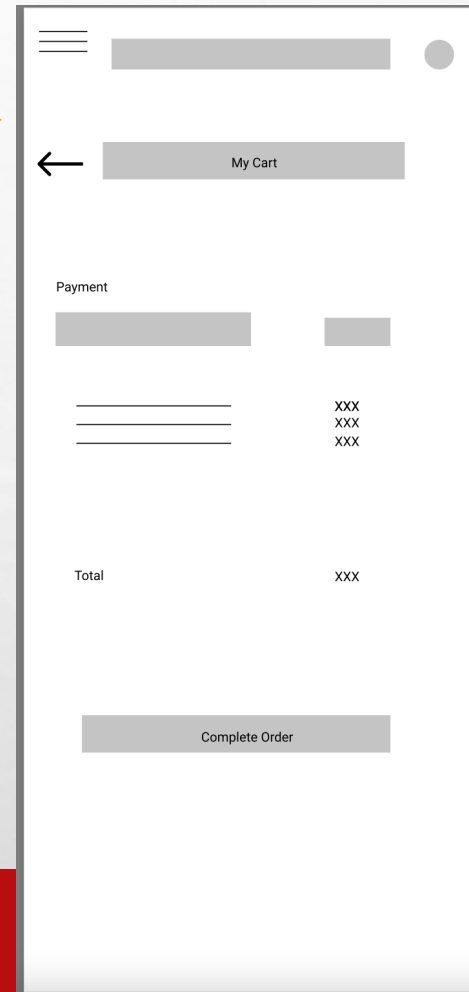
Complete Order

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 a burger so the prototype could be used in a usability study.
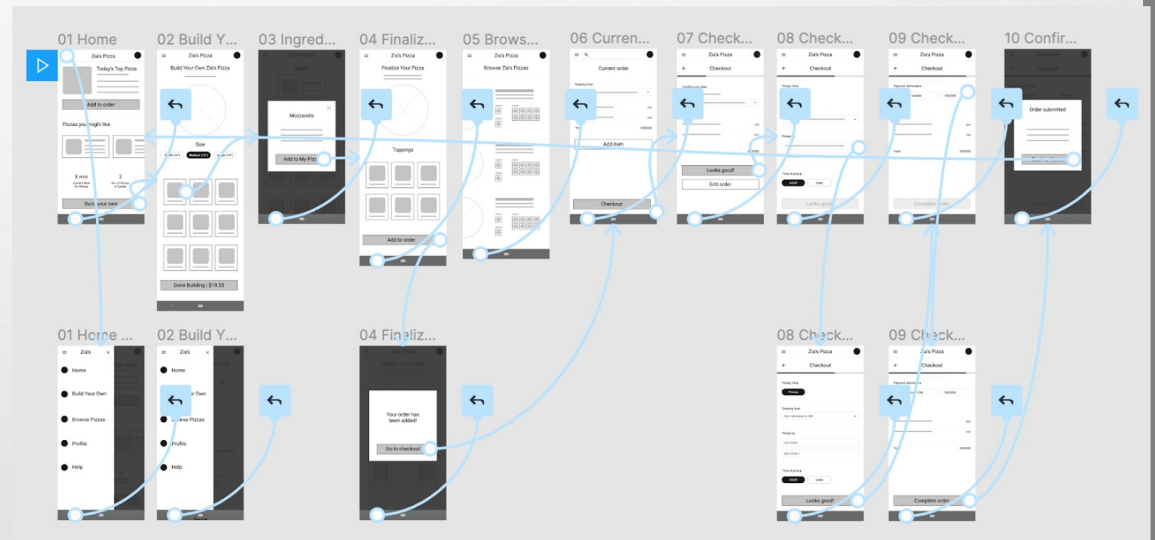
Usability study: findings

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 want to order a burger easily
2. Users want more customization options
3. Users want a delivery option

Refining the design

- Mockups
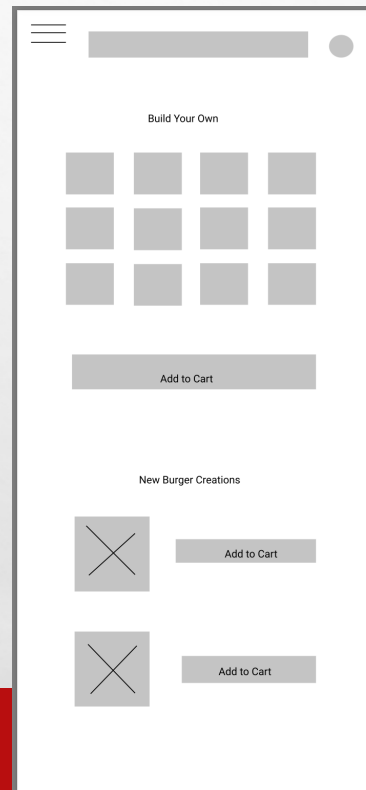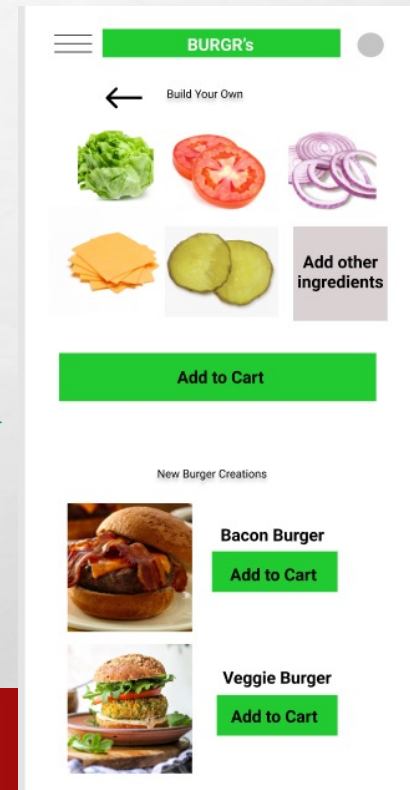- High-fidelity prototype
- Accessibility

Mockups

Early designs allowed for some customization,
but after the usability studies, I added additional options to **choose ingredients**. I also revised the design so users see **all the customization options** when they first land on the screen.
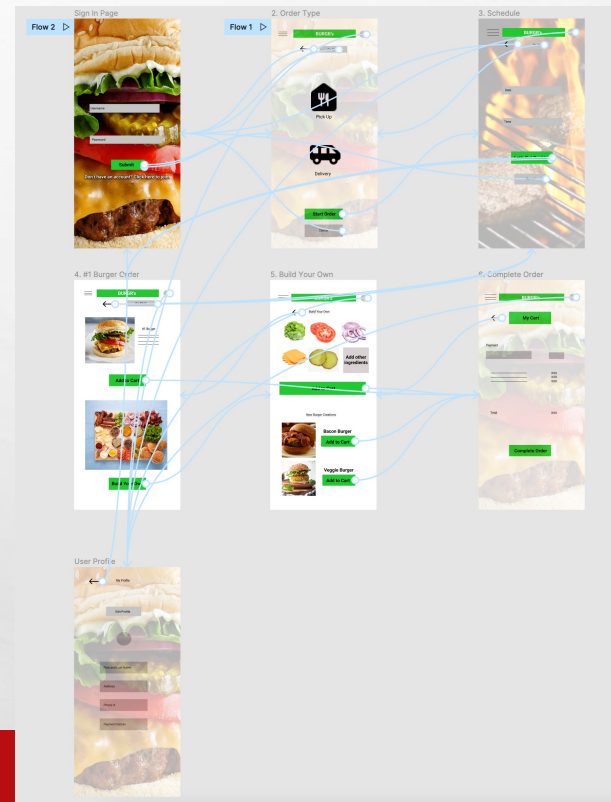
Before usability studies

After usability studies

High-fidelity prototype

The final high-fidelity
prototype presented cleaner
user flows for building a
burger and checkout. It also
met user needs for a pickup
or delivery option as well as
more customization.

Accessibility considerations

1

Provided access
to users who are vision
impaired through adding
alt text to images for
screen readers.

2

Used icons to
help make
navigation easier.

3

Used detailed
imagery for burgers and
top burgers and toppings
to
help all users
better understand
the designs.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app makes users feel like BURGR's really care about their customer's needs.

One quote from peer feedback:

"The app is easy to build my own healthy burger."

What I learned:

While designing the BURGR's app, I learned that the building an app for all users is really important. Usability studies and peer collaboration influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new user needs.

Thank You!

Thank you for your time reviewing my work on the BURGR's app!