# Bacharika

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Project overview

The product:

The app I have created is to help users book a table at this restaurant without any charge, and to provide users with options such as delivery, take-away, and pre-ordering their food before they get there.

Project duration:

This project took a total of 3 months to complete. From December 2022 to February 2023.

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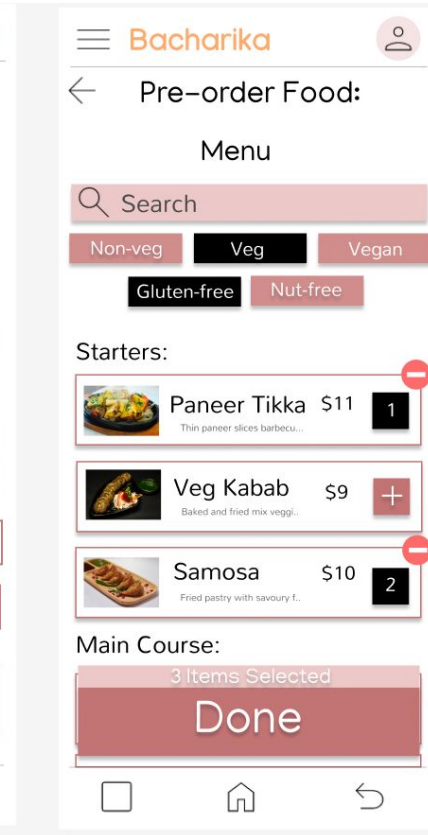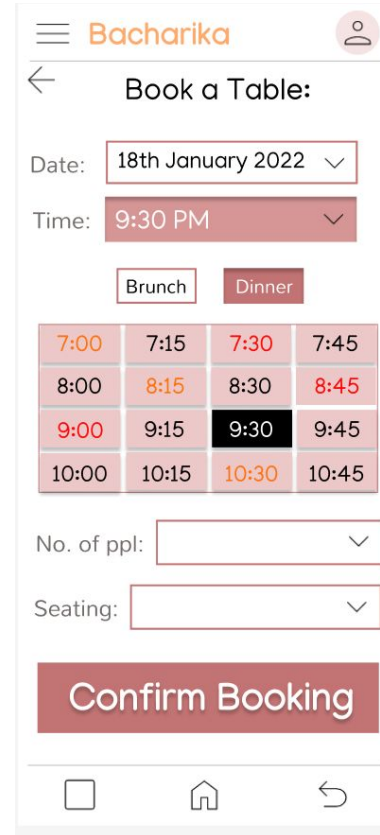
Project overview

The problem:

Users do not have an app that let's them order food at home, book for a take-away, or book a table all-in-one. Calling the restaurant for bookings is not a viable option for all users.

The goal:

To create an app that benefits all people, and to introduce a cool feature like pre-ordering, wherein the food is ready for the customers after they walk-in.

Project overview

My role:

UX designer and researcher.

Responsibilities:

UX research, wireframing, prototyping

Understanding the user

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

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User research: summary

I conducted research using 5 people, 2 males, 2 females, and 1 non-binary person. I had them complete a few prompts to test how the product was working for them.

User research: pain points

1

Pain point

There is no way to only book a table without pre-ordering. The app is almost forcing users to pre-order.
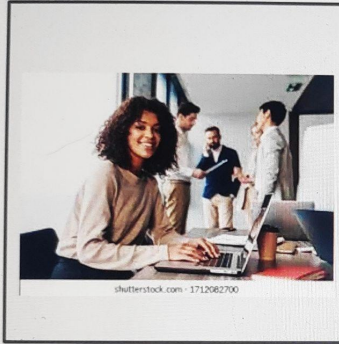
2

Pain point

After you click back button on pre-order, you go back home-page. That is creating a gap in the user flow.

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Persona: **Name**

Problem statement:

Arnie is a woman's right activist and a cat lover who needs to order food from a restaurant because she does not have enough free time and also has certain dietary restrictions..

User journey map

I tried to put myself in the user's shoes and follow their journey. Then I identified any pain point or any additional changes that might make the user experience better.

Persona: Arnie
Goal: To order from a restuarant

ACTION	Select how to order	Browse menu	Place order	Complete order	Pick up the order or come in to dine
TASK LIST	A. Open app B. Select whether to dine in or take out	A. Select the type of food B. Select specific items	A. Select the quantity for each food item B. Place order	A. Confirm order B. Provide payment information C. Get the address to the restaurant, or give yours if opted for delivery	A. Come in, dine or take away B. Wait for order if opted for delivery
EMOTIONS	Overwhelmed by having to download and sign up on app Happy to get so any options to dine	Happy to sort things out by categories	Irritated at too many steps along the way Happy about not having to remember order	Annoyed about having to confirm too many times	Satisfied upon receiving their food the way they want to
IMPROVEMENT OPPORTUNITIES	A website would help people who do not want to download an app	Add pictures and audios	Quantity should be selected while placing the order	Add more options for making payment Make the payment faster	Add a tracking feature or maps feature

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Starting the design

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

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Paper wireframes

Based on my learnings from
the user journey maps, I
started creating a few paper
wireframes, to see how my
designs play out in reality.

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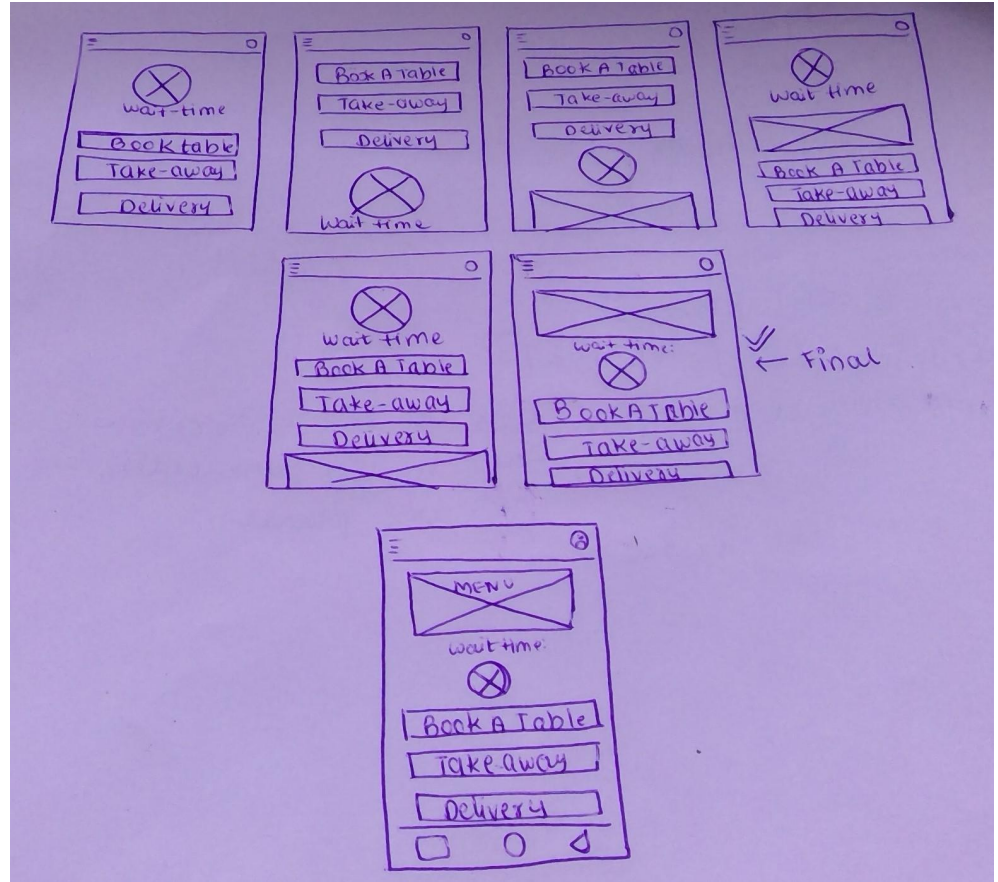
Digital wireframes

With few more changes to my paper wireframes, and another round of identifying pain points for the user, I changed my paper wireframes to digital wireframes.

The user can enter any allergies they might have into their profile, so that the food can be filtered off according to the user.

Users can check their past history, in case they want to re-order a food item they might-ve liked but have forgotten the name of.

My Profile

Name: Tia

Address: 221B Baker Street

Allergies: Peanut; Dairy
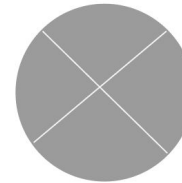
Payment Details: None
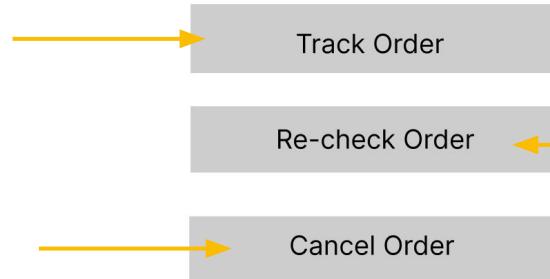
Check out past order history:

06/05/2022

XXX

XXX

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Digital wireframes

Your food will be there in XXmins!

Users can track their order to know how much monger the food will take to get to them.

Track Order

Re-check Order

Let's users re-check their order in case they have a doubt about their order, or just want to be sure!

Lets users cancel order in case they want to for whatever reason

Cancel Order

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Low-fidelity prototype

https://www.figma.com/proto/lpt
qqSD9OxAV7BRfwDP3xw/Untitled
?node-id=1%3A2&scaling=scale-d
own&page-id=0%3A1&starting-po
int-node-id=1%3A2&show-proto-s
idebar=1

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Usability study: findings

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

Round 1 findings

1 participants want a pre-order to be a more visible and clear option

2 participants want the code to be visible on the screen

3 participants want to back to the confirm booking page if they don't want to pre-order

Round 2 findings

1 Participants want a better way to select the time.

2 Participants want the option of cancelling a food item if the wrongfully select another item.

3 Participants could not read the wait-time clock.
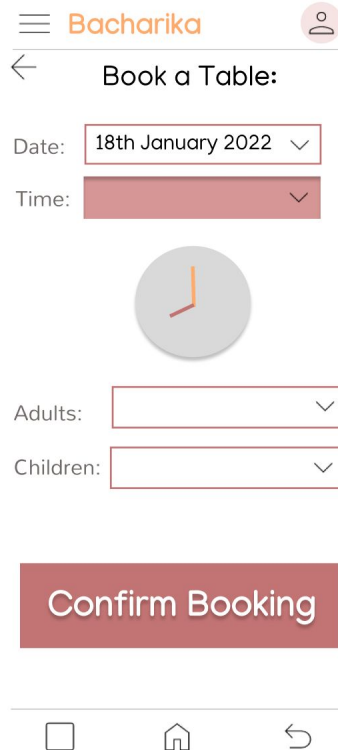
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Refining the design

- Mockups
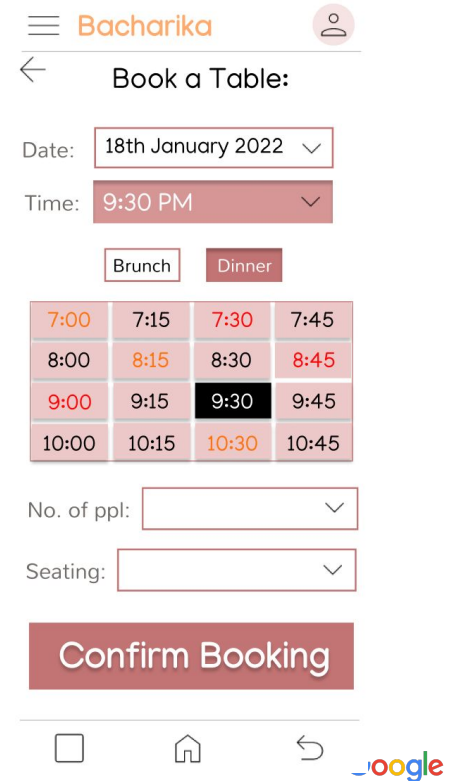- High-fidelity prototype
- Accessibility

Mockups

After conducting two usability studies, identifying pain points, I updated my high-fidelity prototype to better suit the needs of the user. I made the clock more viable to use.

Mockups
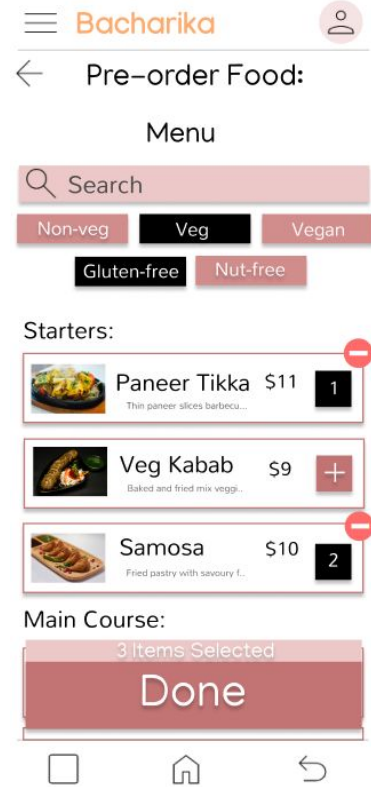
I added an option of cancelling food items in case the user changed their mind or if they wrongfully selected a food item.
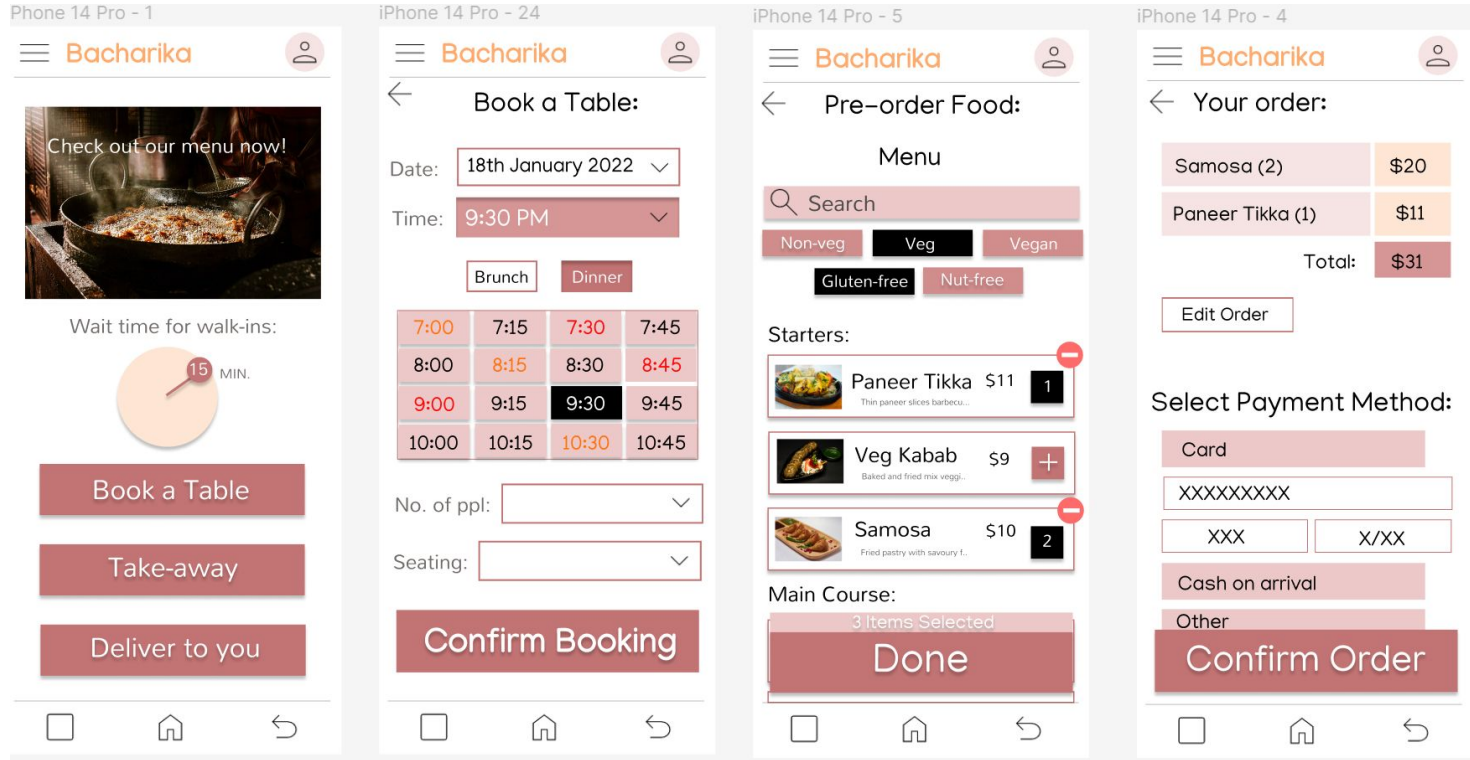
Google

Mockups

High-fidelity prototype

https://www.figma.com/proto/YiJ38eW59y3vtYnHju2z7j/Untitled?node-id=3%3A4&scaling=scale-down&page-id=0%3A1&starting-point-node-id=3%3A4

Google
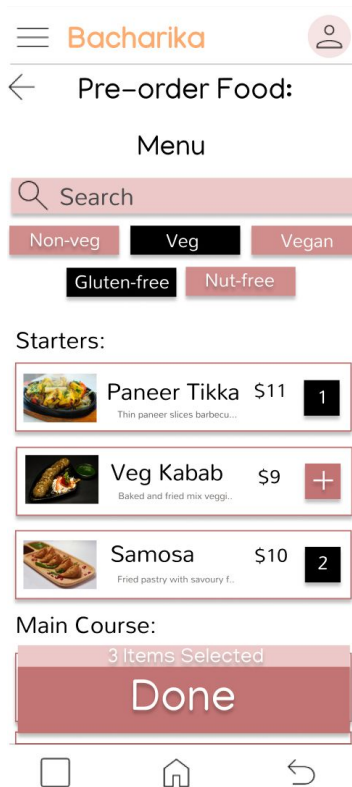
Accessibility considerations

1

I have made sure there is stark colour contrast that checks out for people who are colour blind and for people who cannot see very well. I also made sure the colour isn't too bright either. I used earthly colours of contrasting shade to complete my designs.

2

I have added varying options for people who have any kind of dietary restrictions. So that they don't have to scroll endlessly trying to figure out the ingredients of any item. I included options like, Vegan, gluten-free, vegetarian and nut-free.

3

I tried keeping the language as simple and uniform as I could, so that any person whose strength isn't English would still be able to figure out the app. I also added translator and interpreter mode option in the hamburger menu. Since, the hamburger menu the most universal icon.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

I found that my designs received great reviews from my study participants. As I conducted the second usability study things got easier for the participants. They were able to complete the processes much quicker and a lot more intuitively. 4 / 5 participants reviewed that they can see themselves using this app on an everyday basis.

What I learned:

The most important thing I learned is that an app is never fully completed. Numerous times I have thought "Oh, there isn't any more changes to make!" And each time, there was a change to make. But I have been enthusiastic about it, and I love making the app perfect even though perfection is just a myth.

Next steps

1

As a next step, I would be working on a version of this app that allows this app to work on multiple platforms. Across, multiple different mobile phones, tablets and laptops.

2

I would then complete this course on UI/UX so that I have my own portfolio, showcasing all my hardwork!

3

I would then apply for internships. Hopefully I can get one at Google itself. Lastly, I look forward to learning even more about UI/UX and the processes involved within it from a job point of view.

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Let's connect!

If you would like to connect with me to ask any questions or have a website designed for you, please feel free to email me! I check my emails Monday through Friday 9 am to 12 noon. I will surely respond to you within that time-frame.

My email address: tiadeol@gmail.com

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