

Fine Dine Restaurant App

Namrata, UXD

Project overview



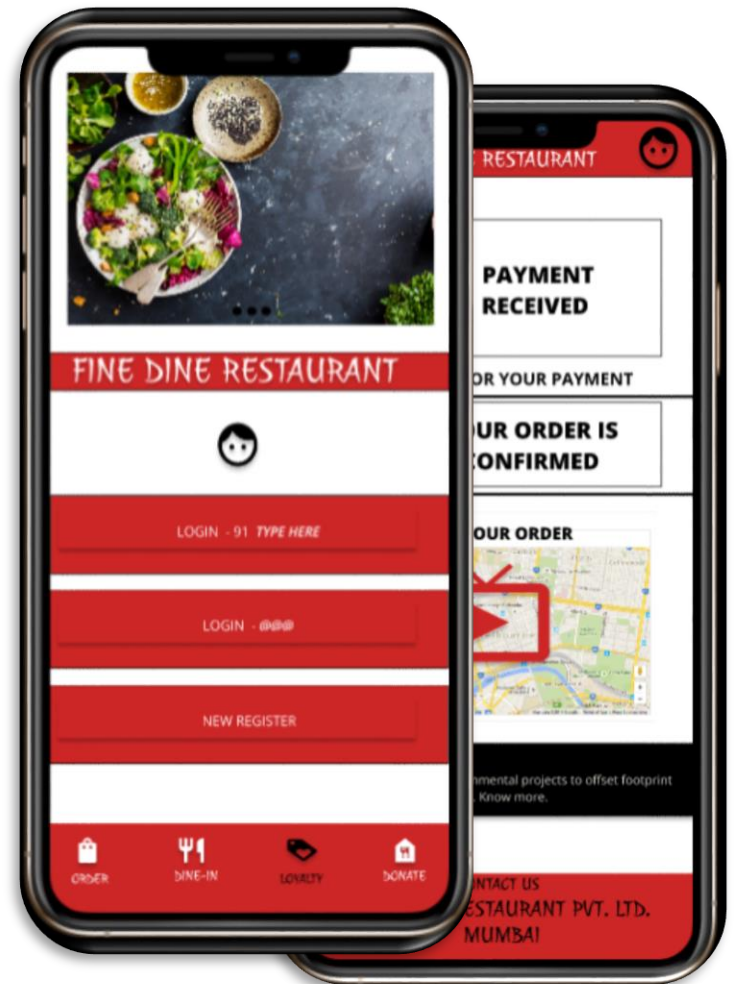
The product:

Fine-Dine Restaurant App, majorly caters to deliver and serve food to Millennial who are busy in their lifestyles and often choose junk as its easy to order over healthy food. This the app helps in making quick decisions and guide the user through healthy, budget friendly meals.



Project duration :

May2021-September2021



Project overview



The problem:

Millennial have busy lifestyles and often choose junk as its easy to order over healthy food.



The goal:

Design an app for Fine Dine Restaurant that would help in making quick decisions and guide the user through healthy, budget friendly meals.

Project overview



My role:

As UX Designer, To create to and deliver a user-friendly app to Fine Dine Restaurant



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high fidelity prototyping, conducting usability studies, research, accounting for accessibility and iterating on designs

Understanding the user

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

User research: summary



I conducted, user research and created empathy map to understand users I am designing the app for. The primary user group, identified here through research was Millennial with busy lifestyles who don't have time to cook or even check on what they are eating and preferred quick and easy meals, often ending up with unhealthy lifestyles

This user group confirmed, how easy availability of Junk, has lead to unhealthy eating habits and busy lifestyle doesn't help them look into menu and health in detail to look for. Also, assumptions of users where healthy food meant buying expensive food and junk food meant pocket friendly deals made it easier for them to prefer junk over healthy food

User research: pain points

1

TIME

Millenials busy lifestyles makes it difficult for them to have healthy choices

2

POCKET-FRIENDLY

Healthy Lifestyles create holes in Pocket

3

EASY ACCESS TO JUNK

Not knowing what they are eating, often leading to unhealthy quick choices.

Persona: Natalie Ting

Problem statement:

Natalie is a single mom but a fitness trainer who needs budget friendly healthy meal options because she has three kids to feed and she finds it difficult to manage work home lifestyle



Natalie Ting

Age: 55

Education: Graduate

Hometown: Malaysia

Family: Divorced, 3kids

Occupation: Fitness Trainer

“With kids in the house, it becomes difficult to satisfy each ones taste buds each time”

Goals

- To deliver fitness goals to Clients.
- To be financially be able to manage house at all times.
- Raise kids with a Holistic Approach

Frustrations

- Managing it Work-Home all alone is quiet taxing.
- Making kids happy all the time is really frustrating.
- Junk food is easy and very cheap in compared to high nutritional level foods.

Natalie Ting, is a Strong Single Parent raising her 3 kids Alone. She is a Fitness Trainer and Manages work and home together. Being into Fitness, she understand the importance of eating nutritive food however having 3 kids in the house, often frustrates her when shes not able to satisfy everyones choice of meals. Besides good food also comes with good price and managing it all alone is quite difficult.

User journey map

Mapping Natalie's user journey, revealed how helpful it would be for users to have access to dedicated Fine Dine Restaurant which promotes healthy meals and healthy deals on same.

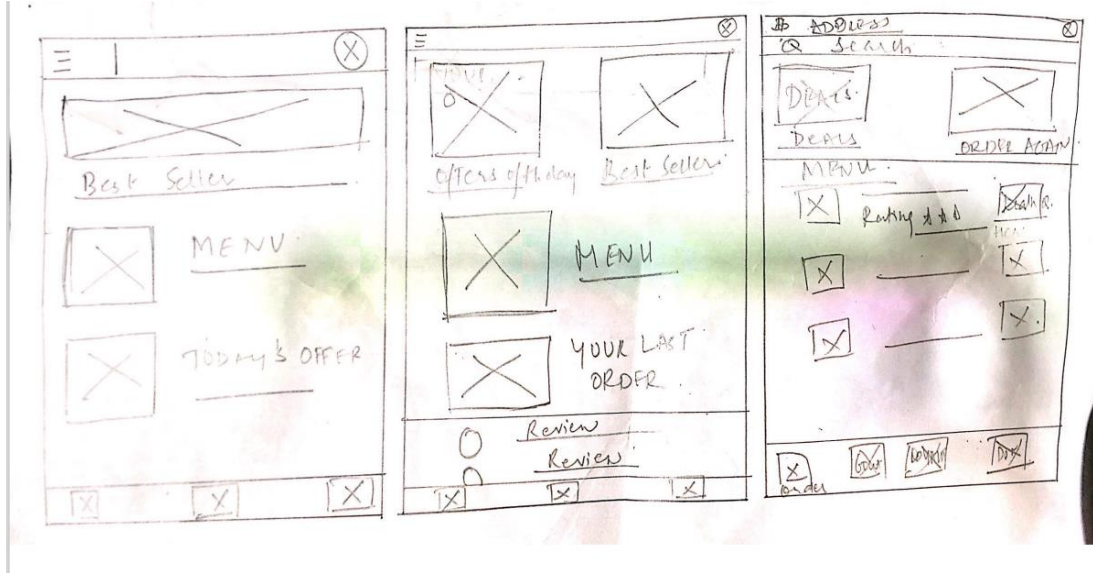
ACTION	Select Restaurant	Browse Menu	Check for Price	Place Order	Complete Order	Delivery
TASK LIST	A. Check for Restaurants nearby B. Decide on healthy kid friendly food C. Check with Kids preferences D. Finalise the restaurant.	A. Browse online menu B. Shortlist Menu C. Check with kids for preferences D. Select Menu Items	A. Check if the final menu is easy on pocket B. Check for offers	A. Locate Number and call or Order Online	A. Confirm Order B. Provide Payment information C. Check for Delivery options	A. Food Delivered by the Delivery Valet B. Tip him for his service C. Call kids to the Table and Eat Meal.
FEELING ADJECTIVE	Confused with so many restaurant options. Happy there are healthy options of restaurant available	Annoyed with so less healthy options and the kids wanting variety and the same time to keep scrolling through list	Dissatisfied with Pricing and no clarity about offers	Confused weather calling up the restaurant will deliver fast or ordering through App would make it faster	Irritated that Online payment gateway had failures and finally had to choose Cash on Delivery options	Happy that delivery through Delivery Valet is sorted so she need not have to step out for order pick up.
IMPROVEMENT OPPORTUNITIES	Create a Dedicated App for Healthy Food Restaurant	Having Search and Filter Options to Look for Healthy Options	Having filters to sort according to pricing and highlighting menus with Offers	Encouraging to use App by giving additional points or loyalty rewards for ordering through App or offers for next online purchase.	Having a range of Payment Options Available for Credit/Debit Cards to Google Pay, Paytm and other payment options.	Giving an option of Card on Delivery through Delivery Valets App to avoid Cash on delivery, incase she is short of cash.

Starting the design

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

Paper wireframes

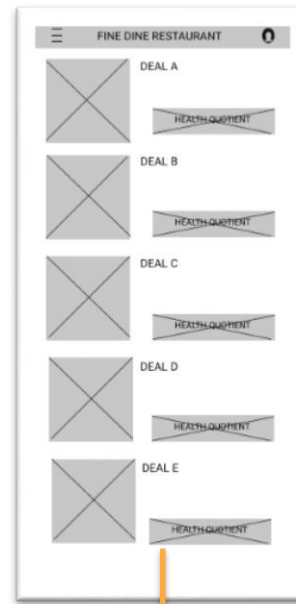
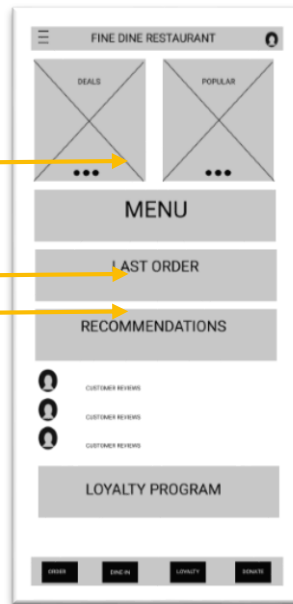
Iterating draft for each screen of the app, keeping in mind user pain points before ideating digital wireframe. For Home screen I added Today's offers and best sellers for helping users to make quick decisions and saving their time.



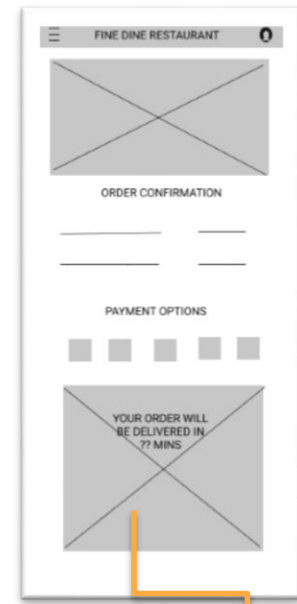
Digital wireframes

At the initial phase, I tried to design a framework that would solve all the pain points discussed during interviews and research.

Offering Deals, last order and quick recommendations will make user decisions quick and



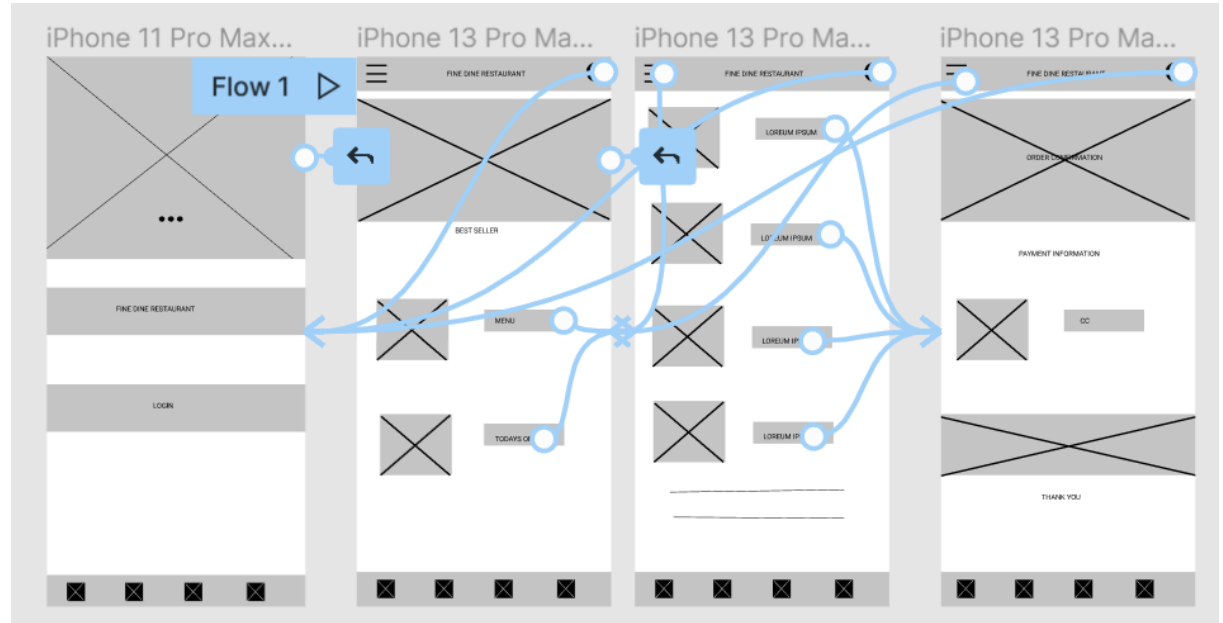
Health quotient tab will help users, quickly read nutrition level of their meals



Live Tracking of order will help users save time, as they would be able to track where exactly is their order and how long it will take for it to reach them

Low-fidelity prototype

The Low-Fidelity Prototype connects the Primary User Flow of building up Fine dine restaurant app so this can be used for further usability studies with the users



Link to view Low-Fidelity Prototype

<https://www.figma.com/file/57D5nCOi7nw7ZEUtnrCSK-G/Untitled?node-id=0%3A1>

Usability study: findings

I conducted two rounds of usability studies. First one helped to convert wireframes to mock up. And the other one, helped to refine before we convert it into High Fidelity Prototype

Round 1 findings

- 1 Even though the nutritive quotient tab was liked, one of them was not aware what it meant.
- 2 Last order helped in quick orders and repeat orders and hence was liked by customers

Round 2 findings

- 1 In General, Users are looking for easier Login Process
- 2 Limited Payment options were an issue, from cards to cash on delivery to netbanking and UPI, users preferred all the methods possible

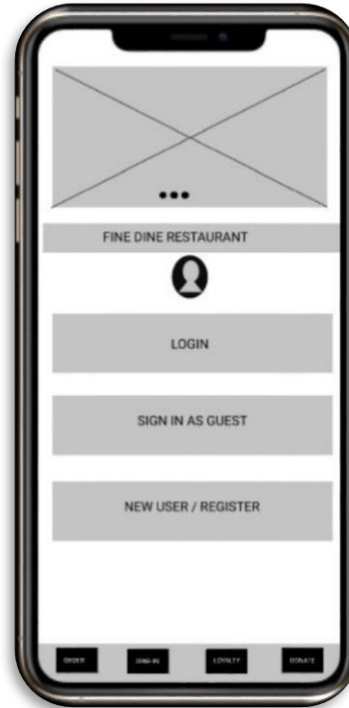
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

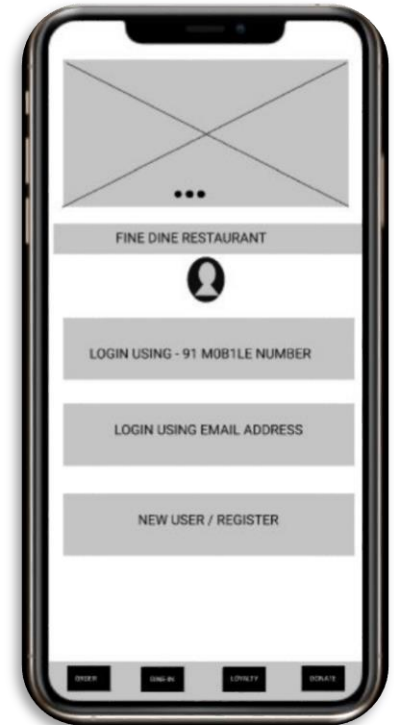
Mockups

Since users found the login process too long and time taking. It is a easier and faster process for users to LOGIN VIA their phone numbers, or previously saved email id's on their mobile phones. This will definitely easy out an all together sign in process

Before usability study



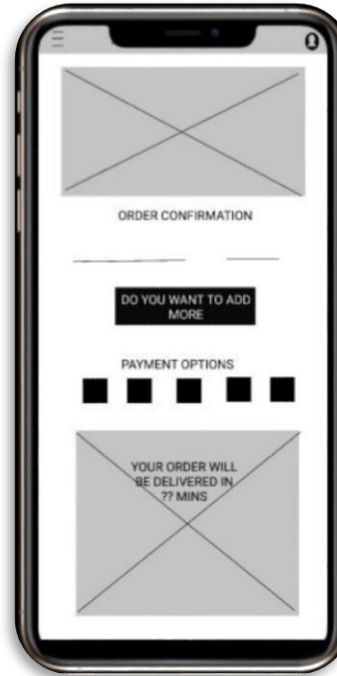
After usability study



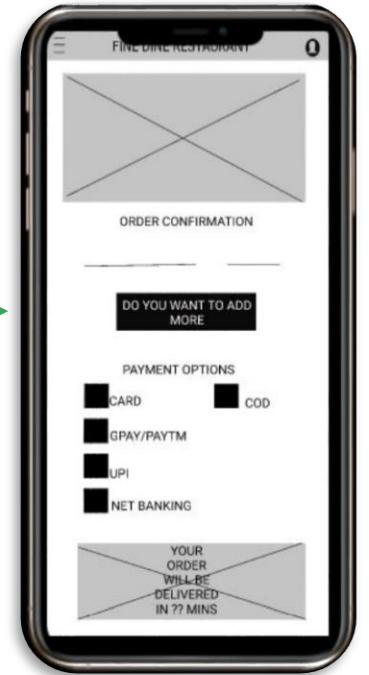
Mockups

Limited payment options were concerned raised by the users. New Payment platforms from Card, Paytm, net banking, UPI to Cash on delivery is added to ease the process.

Before usability study



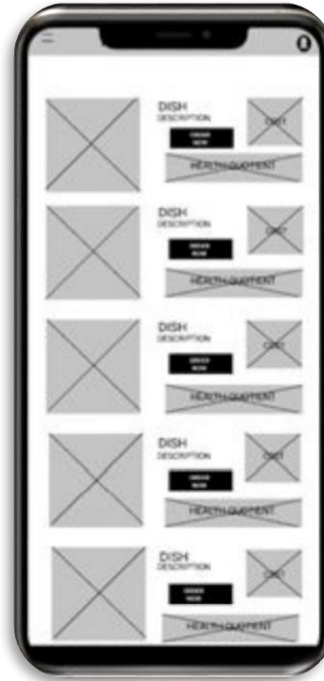
After usability study



Mockups

Even though the nutritive quotient tab was liked, one of the users was not aware what it meant. Research Insight made me transform the old design by the health quotient changed as simple protein calcs and carb values

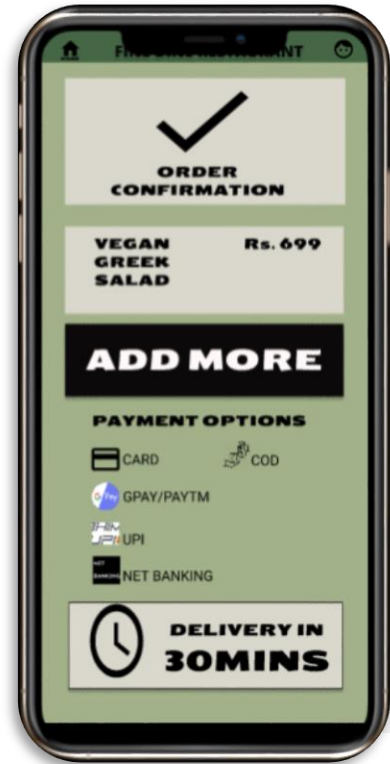
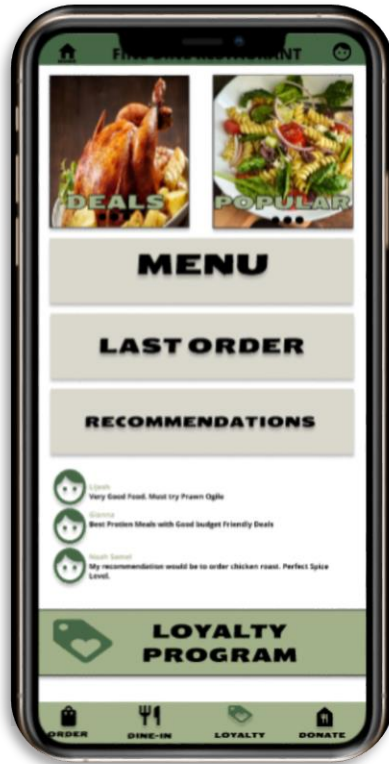
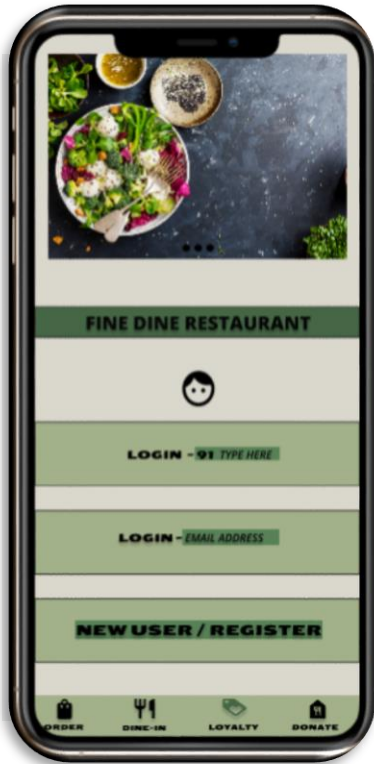
Before usability study



After usability study



Mockups



High-fidelity prototype



The final high fidelity prototype showed a cleaner, smoother user flow. After a detailed usability study, changing the color from green which made design look dull to red which made the design look lively happened. The font was also changed and made it even simpler for users to read.

View Fine Dine Restaurant App:

<https://www.figma.com/file/FIIfNPMt9T9H00aWwltXHu/FINE-DINE-RESTAURANT>

Accessibility considerations

1

Used Icons to help
navigate easily

2

Used detail images for
helping users better
understand the meals they
are ordering

3

Insert one to two sentence
summaries describing each
accessibility consideration
applied in your designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

This App made ordering healthy meals pocket friendly meals easier.

One quote from peer feedback:

“This App, is so easy and the user flow is so smooth, can instantly order food online especially cause quick mentions about last order”.



What I learned:

Designing an app at first, happens to be something that's completely your choice but as you progress ahead with usability studies, peer interviews, research, a lot of changes happen and eventually a completely new user friendly app is constructed as per the feedback given.

Next steps

1

Conduct another round of usability studies and make the necessary amendments

2

Conduct research work for areas that can be improved

3

Thinking of Adding a Chatbot, Speech Reader and also Options for Language and make it even more accessible.

Let's connect!



THANK YOU

If you would like to see more or get in touch. You can contact me as below.

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