

# Bon Appétit Food Delivery App

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Santhosh Pai

# Project overview



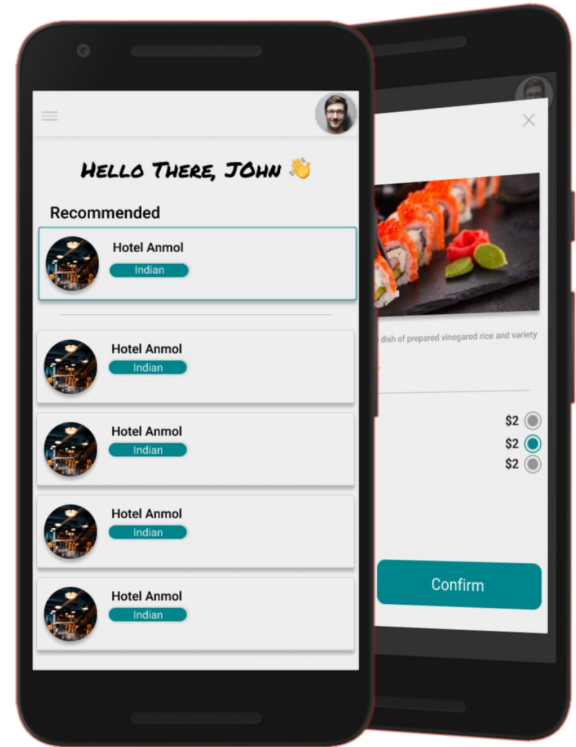
## The product:

Bon Appétit is a Food Delivering Company. We as a company like to keep our user satisfied and thrive to deliver them their food as soon as possible.



## Project duration:

Duration: June 2021 to August 2021



# Project overview



## The problem:

Trying to solve the problem of user having issues with delivery of food



## The goal:

The goal of the project is to have the user successfully order food without any hesitation or frustration .

# Project overview



## My role:

MY role in this project is that of UX designer and UX researcher



## Responsibilities:

My responsibilities as a UX designer and UX researcher are:

User research

Wireframing

Prototyping

# Understanding the user

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

# User research: summary



The study conducted was an unmoderated usability study along with interview and survey to find out the pain points of the users. The study was conducted for 5 participants, age ranging from 18-60. The participants were given 15 mins to test the prototype. Some of the assumptions made were to find if user with disabilities were able to order the food. It was found that they needed special access to the word for them to make a successful order so we implemented a text-to-speech for people with disabilities.

# User research: pain points

1

## Greet Users

At the beginning of the app have the app greet users based on the name they registered it with

2

## Customize Food

Along with the radio button have additional text area for writing additional message. For example Happy Birthday Jane Doe

3

## Food Filtering

Some of the users wanted filter for egg food items as many of them preferred egg rather than chicken or red meat.

4

## Add Address

Two of the participants were office going people and wanted to add additional addresses to have food delivered to them to their office so they wanted an option of adding address

# Persona: Ravi

## Problem statement:

Ravi is a college going student or a teen who needs to order food because of the low quality food available in the hostel.



**Ravi**

**Age:** 21

**Education:** Pursuing B. Tech

**Hometown:** Mangalore

**Family:** Parents, sister

**Occupation:** Student

*"Stop wasting Time, Time is precious"*

## Goals

- Successfully go through the website without any hesitation
- Before production of the app or website make sure to check all the links and working of the website

## Frustrations

- The links are not differentiated visually from other text.

Ravi is going through the Website and finds that those links which are supposed to be links are not a link and is a plain button which doesn't take it to the desired location, which is a frustration due to the incompleteness of the website. Ravi's main goal is to successfully go through the website without facing any difficulties.



# User journey map

The goal is to find a restaurant and then order their food along with customization if required and then have a successful payment for the required food. The user has to first sign up or login depending whether they are first time user or not. There is an additional option of signing in using Google or Facebook for faster login. Once they login they are taken to the list of restaurant and then they can choose one, after which they are taken to the food menu of that restaurant after which they can place the order directly or customize it. Once they are satisfied they can order it and pay for the food and enjoy their meals!.

# User journey map

## Persona: Ravi

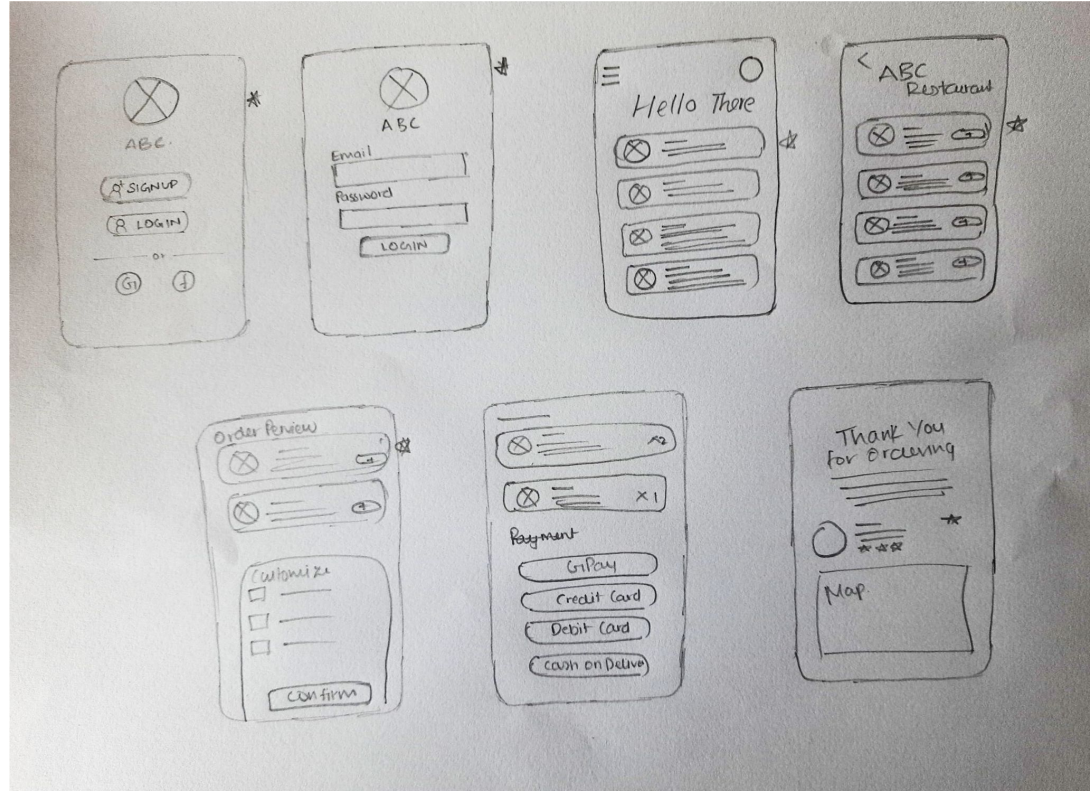
Goal: Successfully Order food

ACTION	Sign in/Login	Choose restaurant and select food	Customize the order	Payment and Place Order	Confirm and Pickup
TASK LIST	A. Switch on Mobile and find the app B. Once open, Sign up/Login	A. Choose a restaurant and order any kind food B. Choose one egg, chicken, veg and a dessert	A. Once food is selected customize it. B. Choose from the options given	A. After customization, go to the payment section and select your address. B. Choose payment option and Pay	A. After Payment Order is confirmed and the restaurant accepts it. B. Wait time about 30mins, after which the food will be delivered to doorstep
FEELING ADJECTIVE	Normal	Irritated	Frustrated	Irritated	User emotions
IMPROVEMENT OPPORTUNITIES	None Required	Filter to filter egg food items	Add a customization box for extra message to the chef or restaurant	Add option to add other address	Area to improve



# Paper wireframes

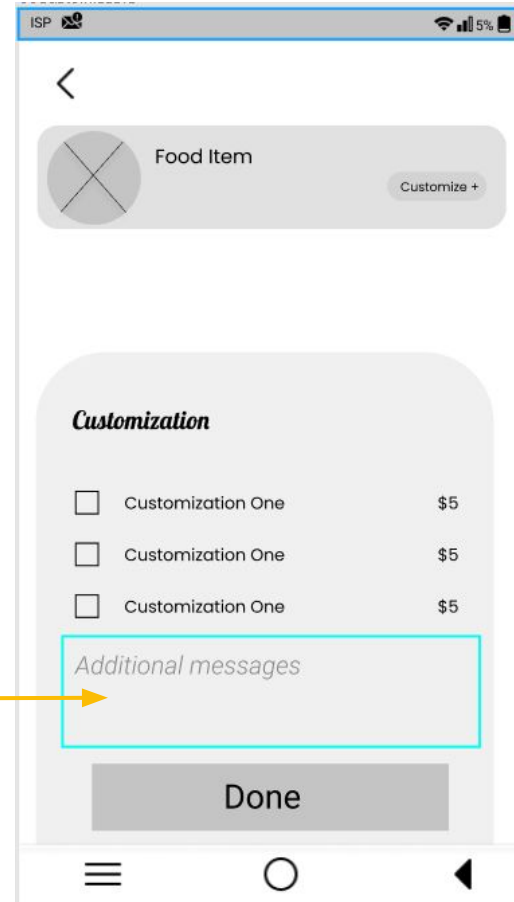
Paper wireframe is the easiest type of wireframe where I could have sketched whatever came to my mind in a very less time. Some of the ideas has been implemented in lo-fi fidelity



# Digital wireframes

My goal was to make an additional area so that the user can customize their food according to the way they need instead of the radio buttons. So I added a text area where the users can type their food customization.

Additional Text area for better customization of their food



# Digital wireframes

Some of the user wanted to choose their address and also add additional address especially office going people so that they can choose between their work address and home address.

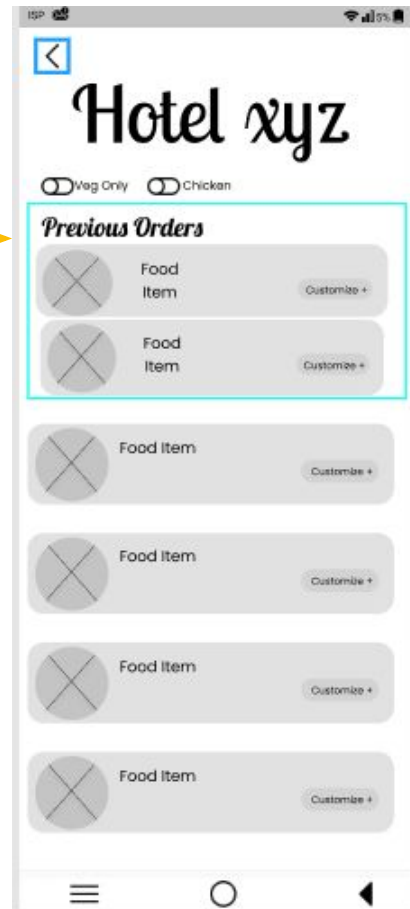
Some of the user wanted to see their address and add different address



# Digital wireframes

Some of the user wanted to check their previous order from that particular restaurant, so that they can order with just a click instead of searching for it.

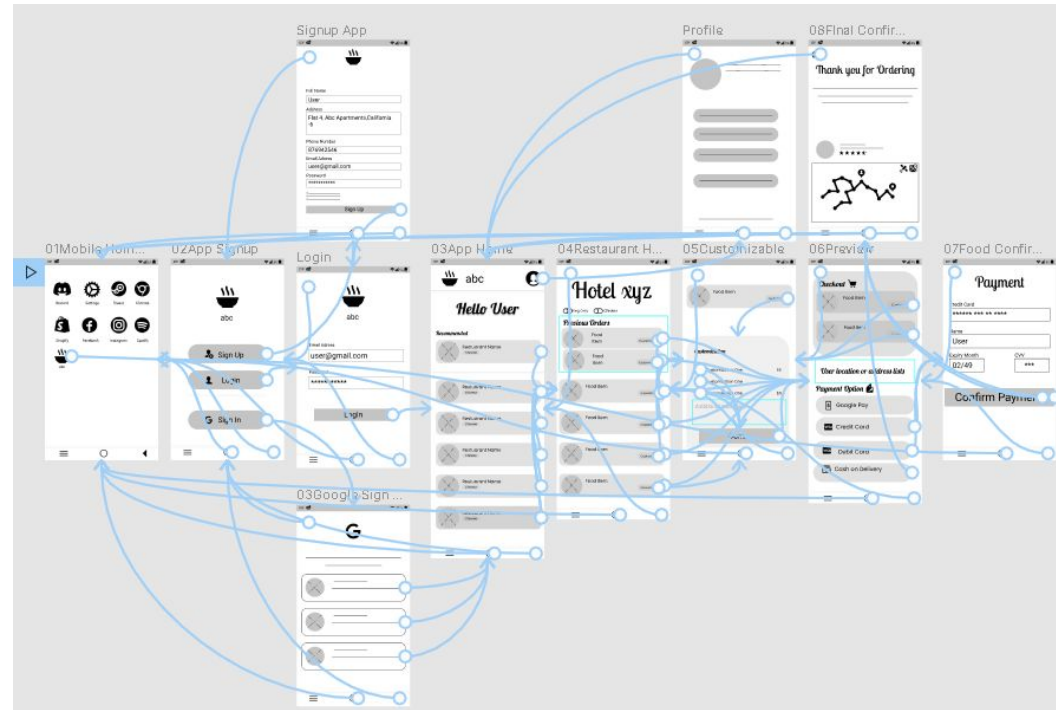
Previous order list for faster ordering for daily users.



# Low-fidelity prototype

The user is expected to login and then choose a restaurant and select their respective food items and can customize if needed and place order. The payment includes a number of method including cash on delivery.

## Low-Fidelity Prototype





# Usability study: findings

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

## Round 1 findings

- 1 Users wants to customize orders
- 2 They need to order it faster
- 3 Users wants to order from a different location

## Round 2 findings

- 1 User wants to change language
- 2 User needs more accessibility to text-to-speech

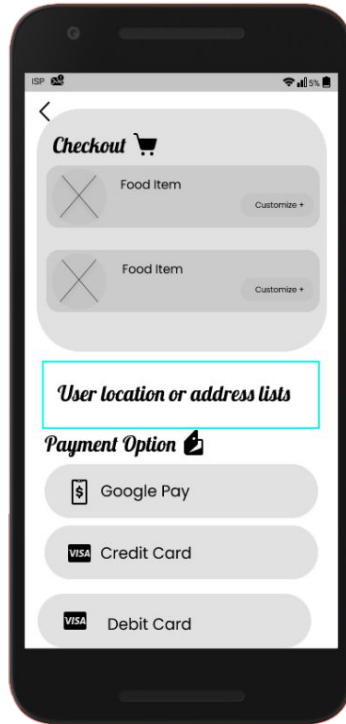
# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

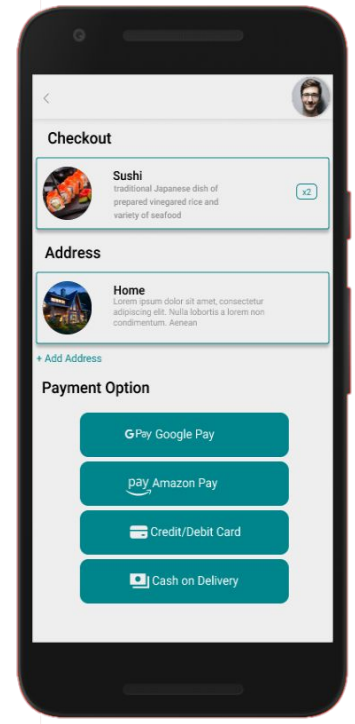
# Mockups

Early Design did not allow for changing address. But after Usability Study I added the address location to choose their place as well as a button to add their location.

Before usability study



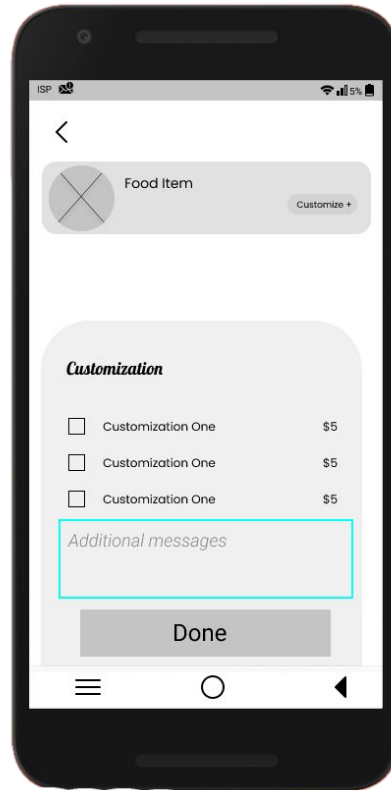
After usability study



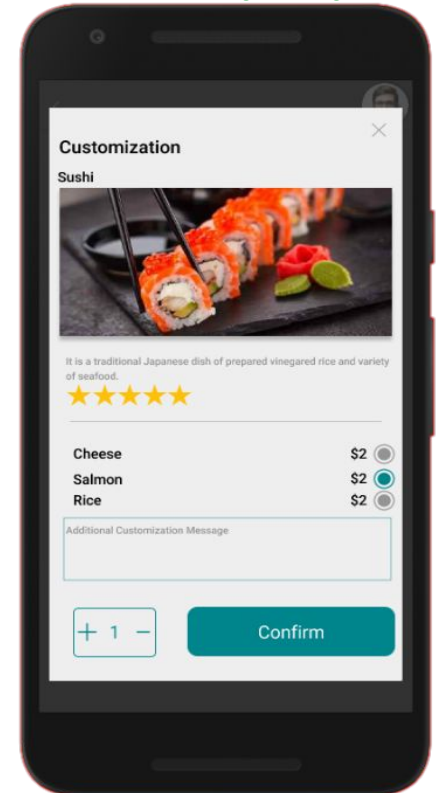
# Mockups

Some users needed to customize their order so  
After the Usability Study I added the customization text-area for more customization for the users.

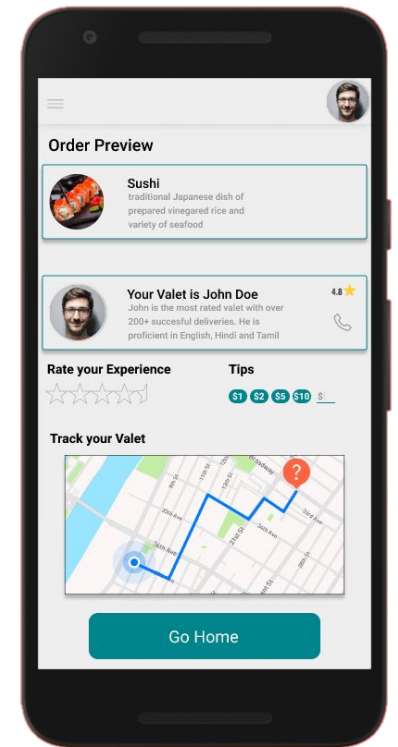
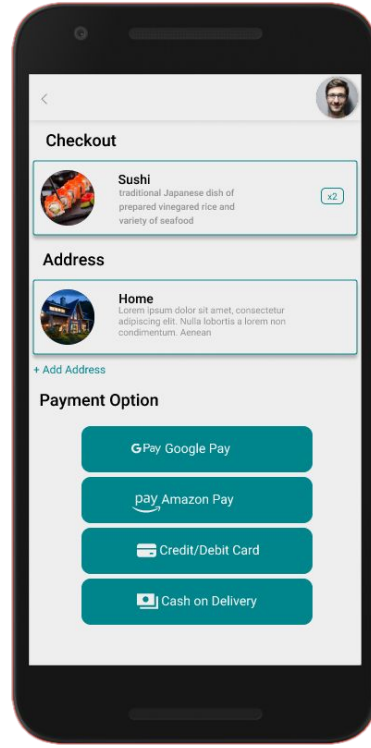
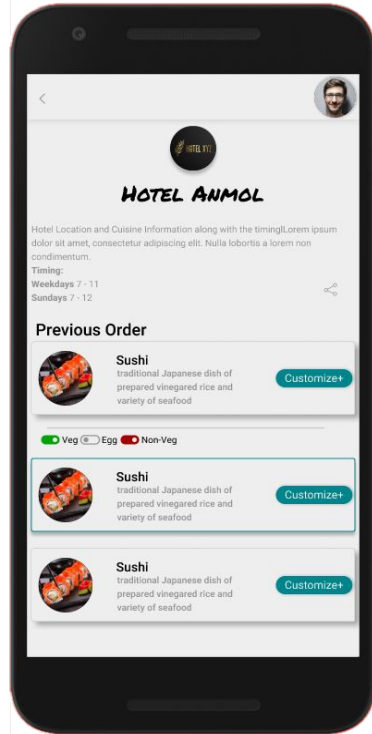
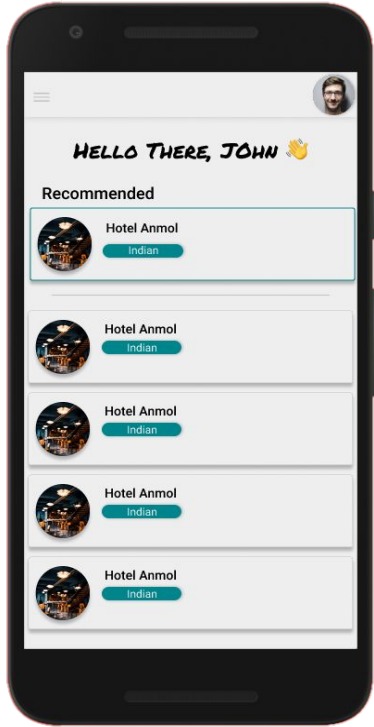
Before usability study



After usability study

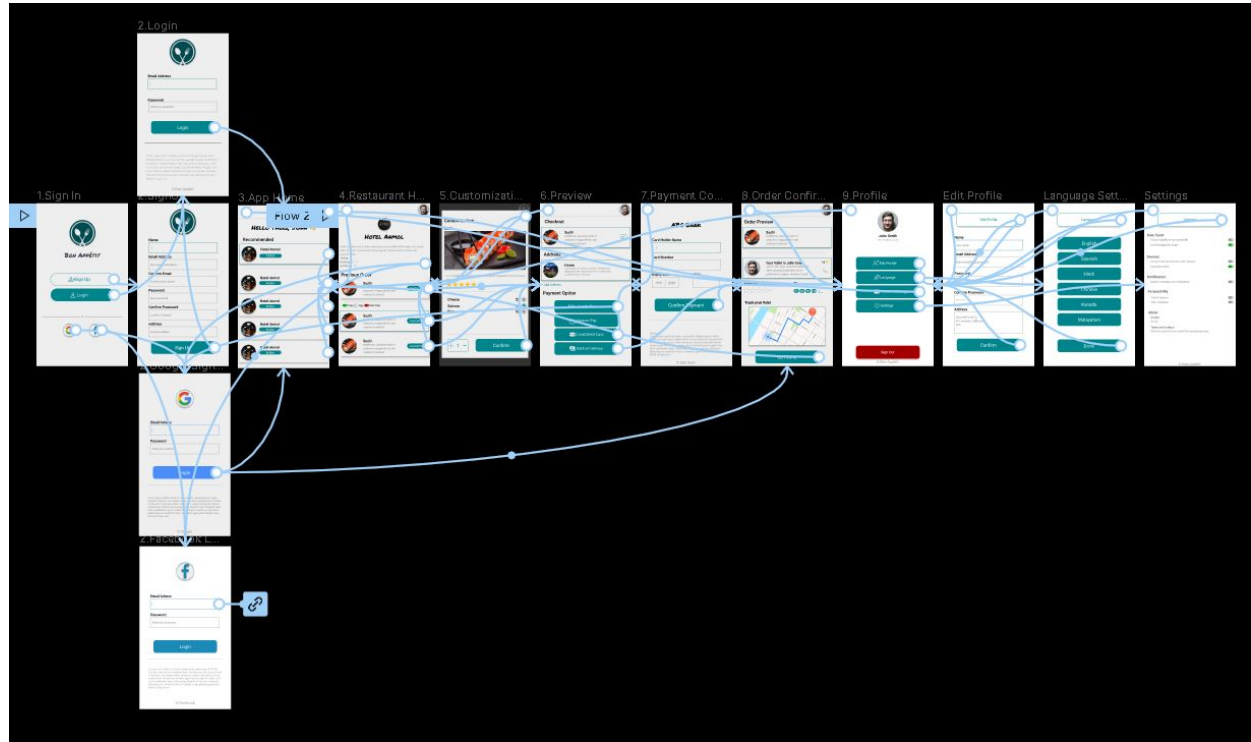


# Mockups



# High-fidelity prototype

High-Fidelity Prototype



# Accessibility considerations

1

I have added an option in the settings to activate the text-to-speech for people with eye problem

2

Added Settings to change font size for the user to adjust according to their need.

# Going forward

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- Takeaways
- Next steps



# Takeaways



## Impact:

Most of the people liked the design and the user accessibility of the app, there are some changes which I will be including for it to be download worthy!



## What I learned:

I learned a lot about the color palette and typography as well as how user interact and experience with an app. I also learned how hard it is to meet user expectancy.

# Next steps

1

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

2

Conduct more usability studies to see if any new feature has to be added and make the changes in the mockup

3

If possible make an working app with a few friends of mine, without database though.

# Let's connect!



Thank you for your time reviewing my work on the Bon Appétit app! If you'd like to see more or get in touch, my contact information is provided below.

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