

Custom Cafe Delivery App

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Project overview



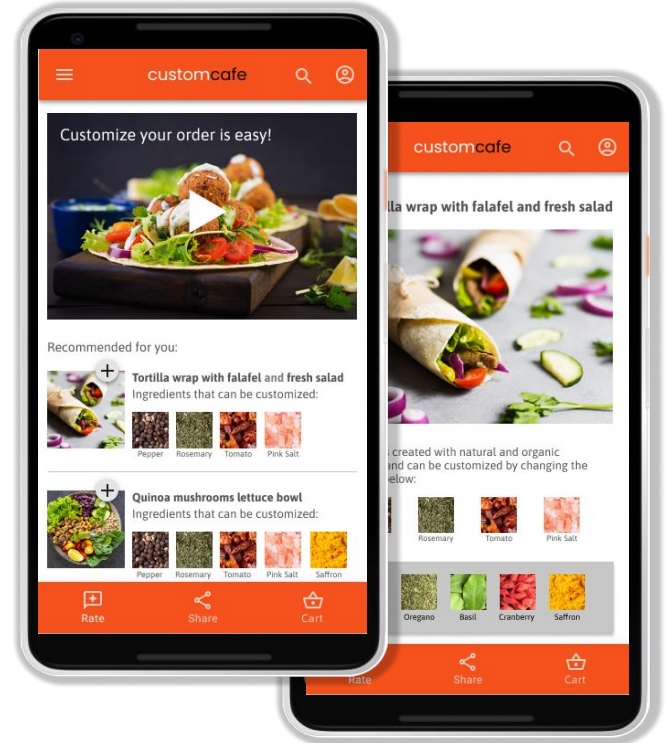
The product:

A new cafe is opening locally and strives to deliver customized dishes for its clients. They offer a wide spectrum of ingredients that can be changed in each of their dishes and target customers with specific diets, such as vegans and/or allergics.



Project duration:

From March 2021 to June 2021.



Project overview



The problem:

People with specific diets have difficulty ordering out.



The goal:

Design an app for this Custom Cafe that allows users to easily order and change specific ingredients in the dishes.

Project overview



My role:

UX designer and researcher designing an app for this Custom Cafe 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. Two primary user groups identified through research were vegan/vegetarian and allergic or parents with allergic children.

User research: pain points

1

Difficulty

Specific dishes are often difficult to prepare at home, and specific ingredients are often hard to find.

2

Time

People often are too busy to spend time on a meal prep.

3

Health and/or Ideal

People with specific diets need to follow their specificities to the letter.

4

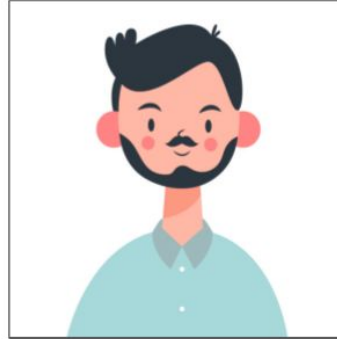
Trust

People with specific diets often doesn't trust when they ask to change the ingredients

Persona: John

Problem statement:

John is a parent of a child with food allergy who needs to places where he can customize food ingredients because his son can get sick if he eats something he has allergy.



John

Age: 35

Education: Adm degree

Hometown: New Jersey

Family: Divorced, one son

Occupation: Office worker

“My son is my most important person and due to his allergies he would be in danger if eating the wrong food, so I can’t afford to make a mistake.”

Goals

- to take care of his son safely, avoiding dangerous situations
- To understand how can he cook good food for allergic people.

Frustrations

- The number of ingredients where there isn’t good and safe labels
- The lack of places for allergic people to eat outside their houses.

John is an office worker who is the father of a 4-year-old son with severe food allergy, implying a number of restrictions. He usually cooks at home because he has no way of choosing the ingredients when buying ready-made dishes from the outside. In his spare time, he enjoys learning new recipes, as well as playing with his son. But he would sometimes like, for ease or to cheer the child up, to be able to order food out.

Persona: Meiri

Problem statement:

Meiri is a vegan activist for the animal cause who needs to order her food at a trustable place because she is afraid of ending up eating something non-vegan by mistake.



Meiri

Age: 23

Education: Undergraduate

Hometown: New Jersey

Family: Lives with mother

Occupation: Undergraduate student

"I live to fight for the animal cause. I can't afford to eat non-vegan food because of my ideals."

Goals

- make people aware of the animal cause
- find and share great and secure places for vegans and vegetarians to eat
- finish her college and write a book

Frustrations

- the lack of awareness of the animal cause
- few places where there are vegan and vegetarian food
- few options to take out ingredients of traditional food to make them suitable for vegans or vegetarians

Meiri is a literature university student, vegan and activist for the animal cause. She works mainly through social networks and has a website where she shares good reliable places for vegans to eat. She would like to have more freedom to choose where she is going to eat, but she is very afraid of ending up eating something non-vegan by mistake.

User journey map

Mapping Meiri's user journey revealed how helpful it would be for users to have access to an app specific designed to customize dishes.

Persona: Meiri

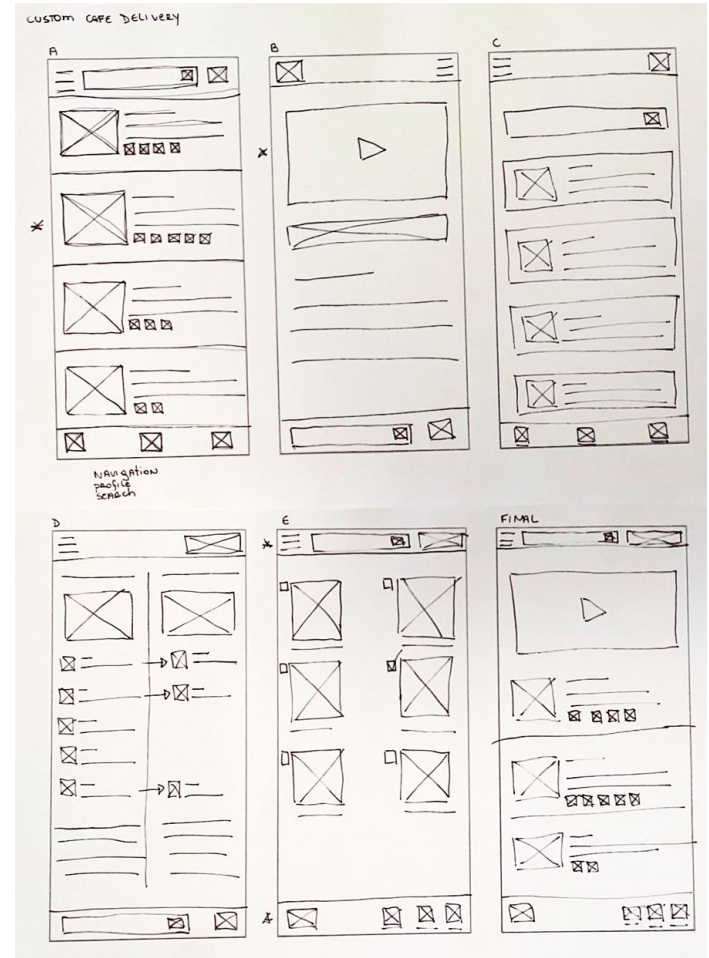
Goal: Order vegan food at a new cafe

ACTION	Get App	Choose the Order	Customize the Order	Submit the Order	Rate the Experience
TASK LIST	Tasks A. Download app B. Set up Account C. Choose Location	Tasks A. Check what dishes are vegan or vegetarian B. Choose the dishes	Tasks A. See what ingredients are used on each dish B. Specify the ones you don't want C. Write any other observation	Tasks A. Enter delivery address B. Confirm all previous data C. Make the payment	Tasks A. Write a comment about the dish/delivery/app B. Rate the experience in scale of 1 to 5 stars C. Share the establishment with friends
FEELING ADJECTIVE	Excited to use the new cafe app that promises to help customize its orders	Happy to find so many options	Thrilled to see that you can customize so many things in your order Surprised to find the cafe app lists all the ingredients, and their labels, so the person can know exactly what will be used in a dish. Confused with so many information	Happy this process was smooth and you can confirm everything before, specially the dishes customization Anxious to prove the dishes	Glad to provide feedback and excited to write a review of this cafe on her personal website.
IMPROVEMENT OPPORTUNITIES	The account setting can ask about personal preferences such as vegan, vegetarian, allergic to what ingredients, etc.	Recommend dishes based on the account preferences, but let the search visible so the user can choose to find the dishes themselves	Prioritize showing information based on account preferences, not show all information (i.e. a vegan person does not need to worry if a ingredient has traces of soy or 0). Use universal icons to facilitate reading the information Works with contrast and colors to make it easier to find what are the main ingredients and their components	Allow the user to correct any missing information	Offer incentives such as gamification mechanics to the user rate their experience and share the app widely.

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 **showing how the app could be used**, since it's main functionality (customize ingredients) are not default on ordering apps.

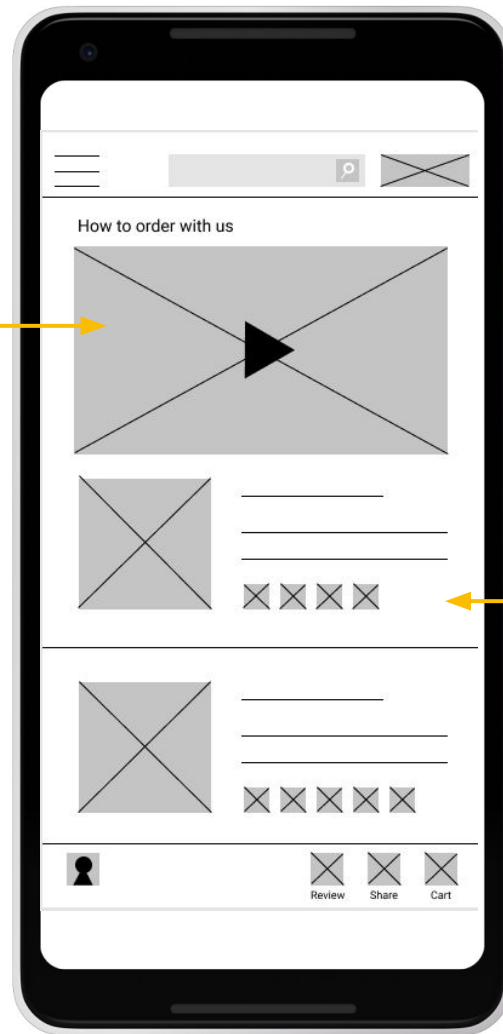
Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.



Digital wireframes

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

This short video introduces the idea of customizing the ingredients

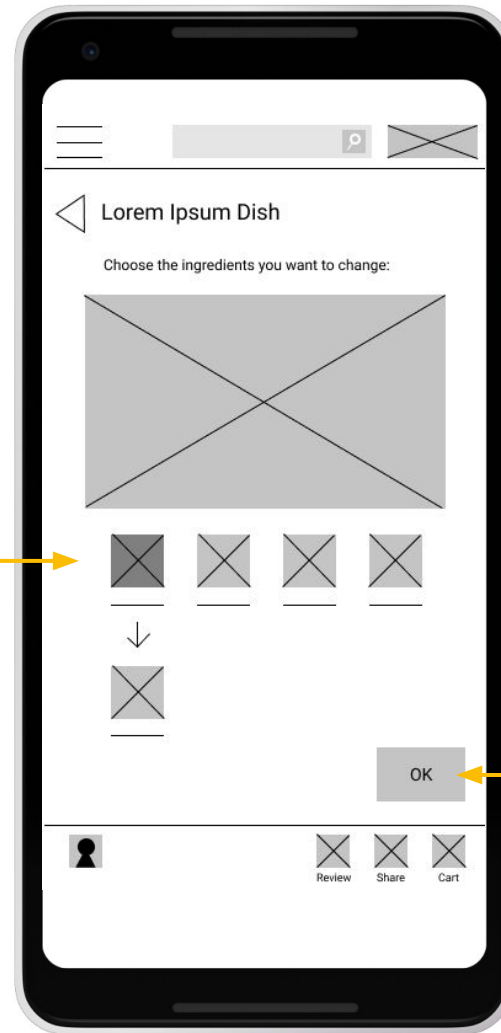


The dish description also shows in thumbnails what are the original ingredients that can be customized

Digital wireframes

[Your notes about goals and thought process]

The ingredients thumbnails, when clicked, open the other options

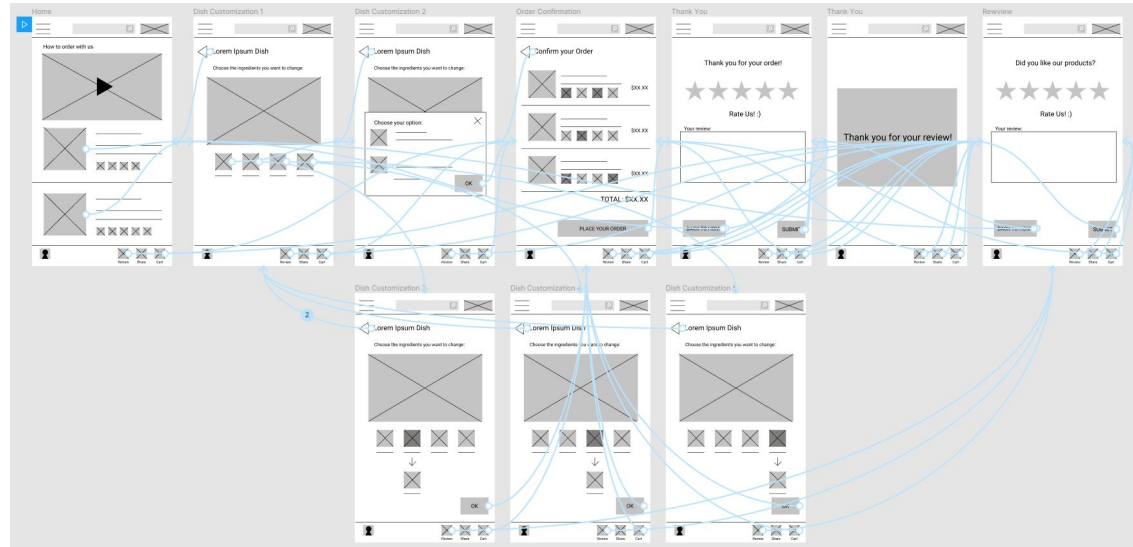


This button confirms the user's choices and put the order in the cart.

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was customizing and ordering a dish, so the prototype could be used in a usability study.

View the Custom Cafe's [low-fidelity prototype](#)



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 need better cues for what steps are required to change the ingredients
- 2 users need better cues that some ingredients can't be changed because it would ruin the recipe.

Round 2 findings

- 1 Ingredients font is too small
- 2 "Customize your ingredients" function is still confusing

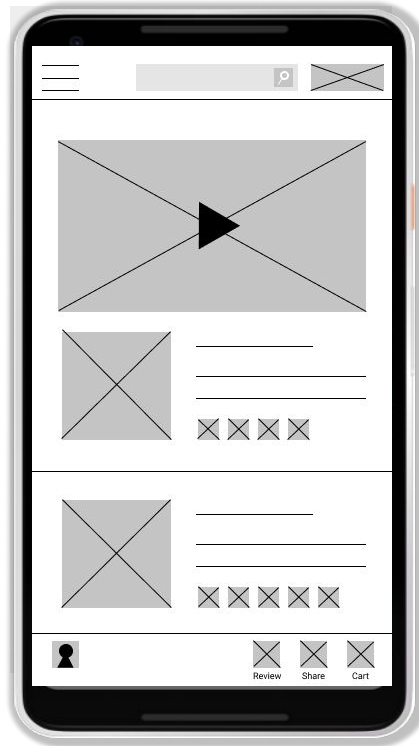
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

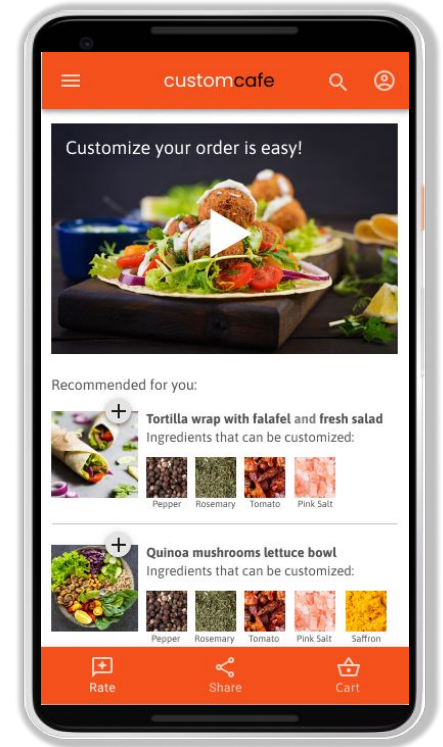
Mockups

Early designs allowed for some customization, but after the usability studies, I made it **clearer on the home page how the user could customize the dishes**. I also revised the design so users see **all the ingredient customization options** when they first land on the screen.

Before usability study



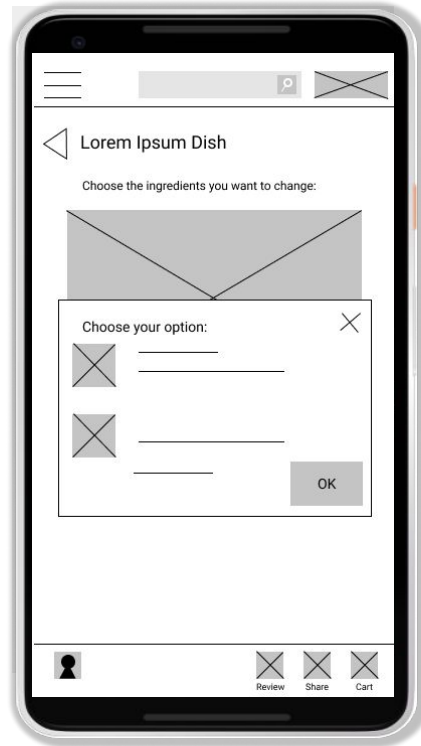
After usability study



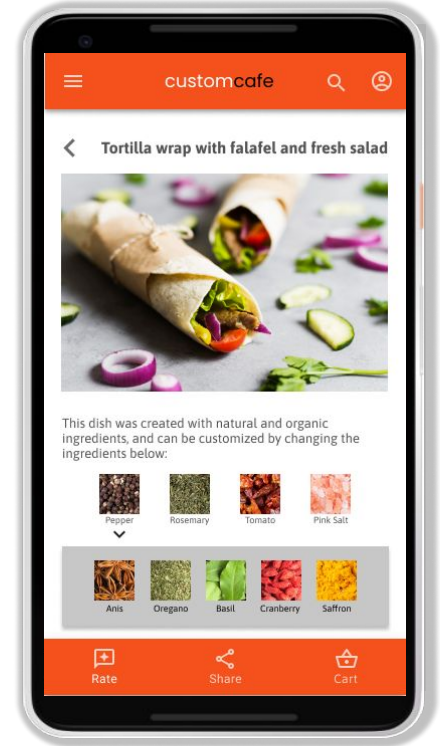
Mockups

The second usability study revealed confusion with the customization flow. As such, I made the **design more intuitive in the same screen.**

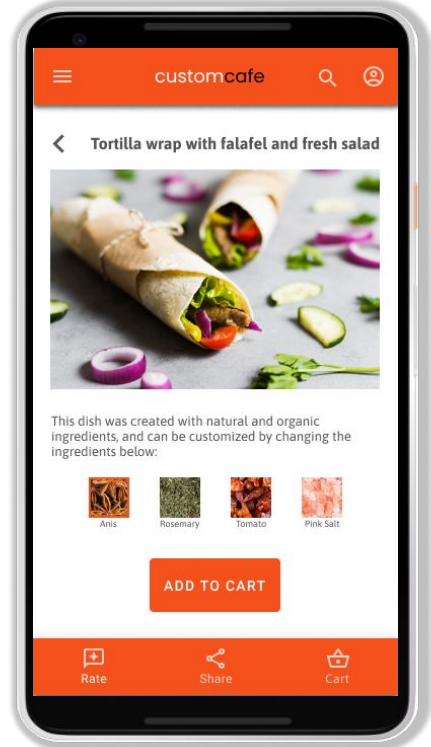
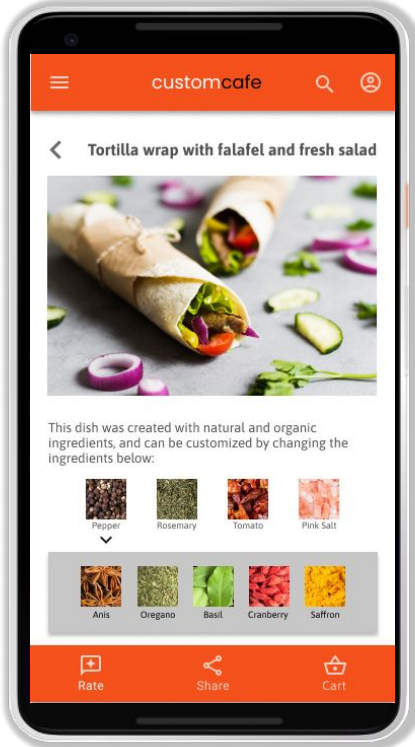
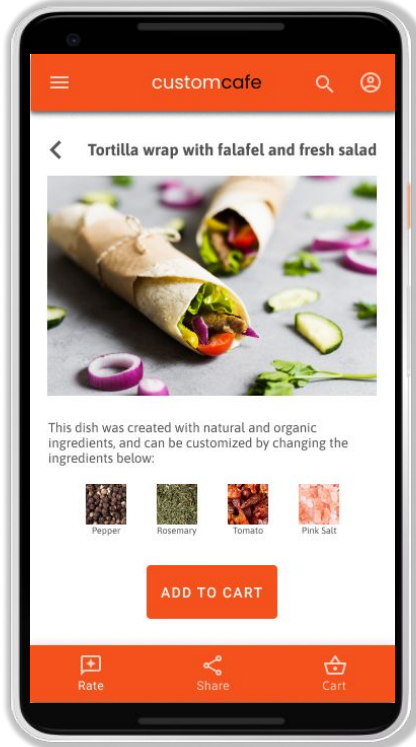
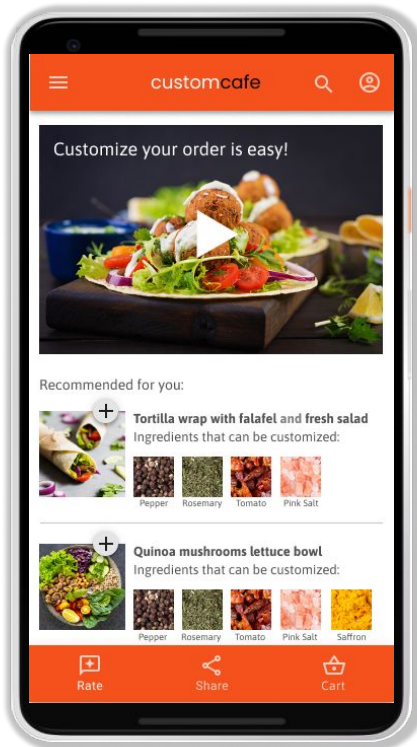
Before usability study 2



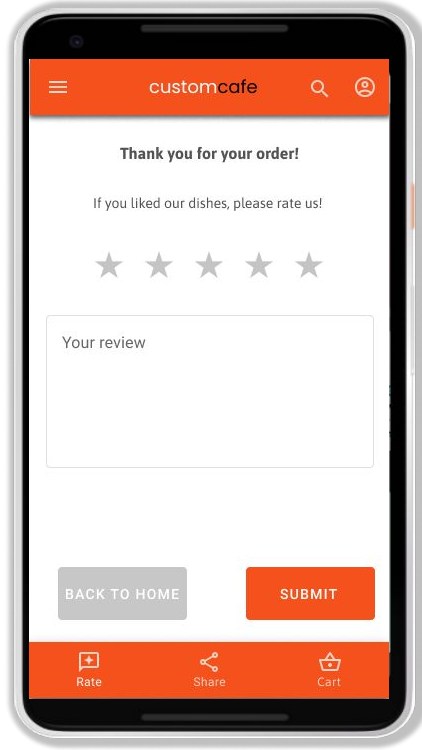
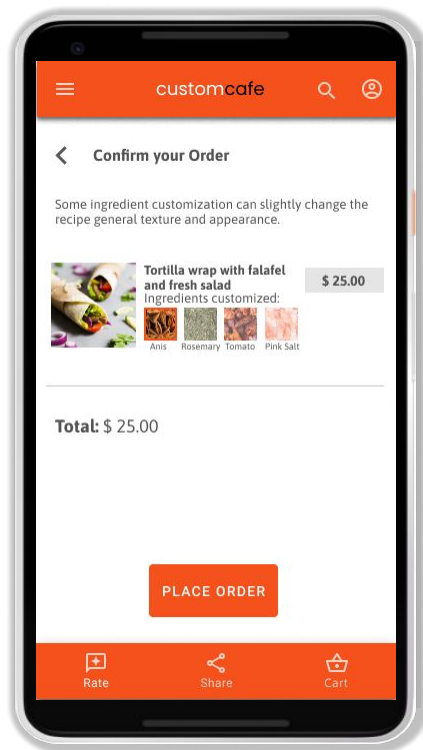
After usability study 2



Mockups



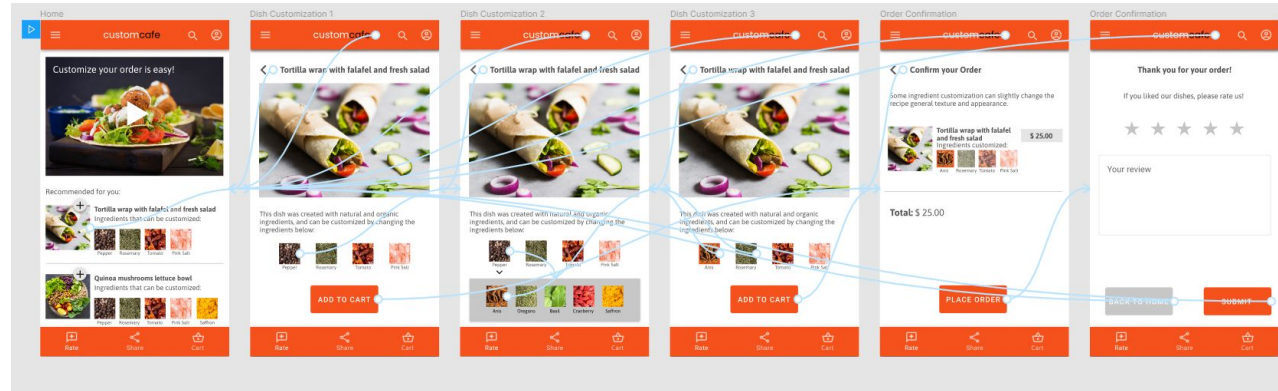
Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for customizing dishes and checkout.

View the Custom Cafe's [high-fidelity prototype](#)



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 dishes and ingredients to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Custom Cafe really thinks about how to meet their needs.

One quote from peer feedback:

"The app made it so easy to customize my dishes.

Also, all the concern about showing which ingredients could be changed and what were the options considering the recipe, gave me a feeling of trust."



What I learned:

While designing the Custom Cafe app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback 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 areas of need.

Let's connect!



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

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Thank you!