

Menu Preview Website

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Project overview



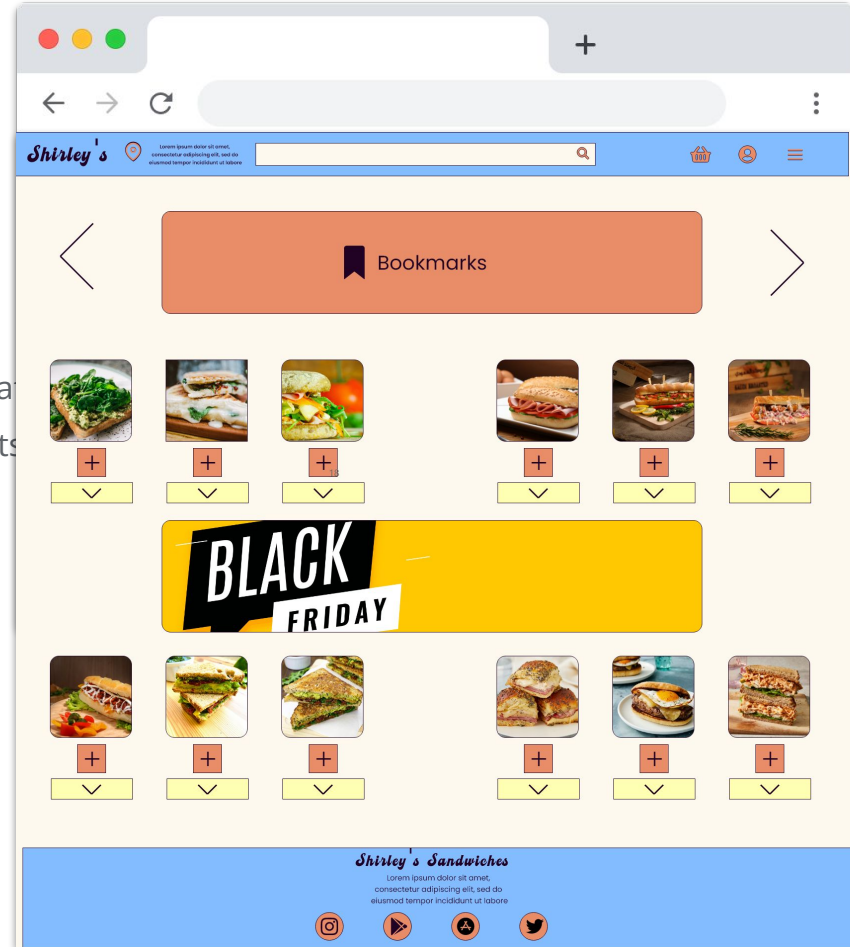
The product:

Shirley's Sandwiches is a fictional sandwich shop located on a metropolitan area. They deliver healthy products with fresh ingredients.



Project duration:

June 2023-July 2023



Project overview



The problem:

People sometimes don't have the time to cook meals so they need to order food somewhere



The goal:

Design an website that helps user order and preview fresh sandwiches

Project overview



My role:

UX designer from conception to deliver



Responsibilities:

Conducting interviews, creating low-fidelity and high-fidelity prototypes, conducting usability tests, using paper and digital wireframes, and iterating designs

Understanding the user

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

User research: summary



I realized interviews and designed empathy maps to better understand the users and their needs. The primary user group identified is adults with little time to prep meals and that like to see what their options are

Although this confirmed what kind of users we will have other problems came to surface. Problems like language barriers, obligations and other challenges that make it difficult to order or preview menus

User research: pain points

1

Pain point

Working adults with little
time to prep meals

2

Pain point

Lack of assistive
technologies

3

Pain point

Language barrier

4

Pain point

Overcomplicated apps

Persona: Name

Problem statement:

Mia is an foreigner busy worker who needs to preview restaurant menus using an app, because of her language barrier limitations.



Mia Smith

Age: 26

Education: Computer Engineer Degree

Hometown: Braga, Portugal

Family: Single, Lives alone

Occupation: Front-End Developer

"I have an busy lifestyle I prefer to eat out or order food than cook for myself"

Goals

- Having more time for work and herself and less time worrying about her basic needs
- Overcome the language barrier and understanding better the new culture

Frustrations

- "Not having good translation options"
- "Lack of ways to communicate what she wants"
- "There is a lack of pick up options near me"

Mia is beginning her career. She spends most of her time working. She recently moved to Portugal and doesn't know Portuguese. The language barrier can be difficult sometimes and make her life harder. She often uses translation apps. She often uses apps to order food or to understand what is the menu of some new palace she would like to try

Persona: Name

Problem statement:

Tiago is a family man with a busy work who needs an easy app to preview a restaurant menu and order food because of his lack of technology skills and his need to save time in order to be more with his family



Tiago Moreira

Age: 48
Education: Law Degree
Hometown: Aveiro, Portugal
Family: Married, Two children
Occupation: Lawyer

“My family is everything to me. Sharing a meal with them is one of the best parts of my day”

Goals

- Get a better grasp of the technology world
- Keep up a good life-work balance
- Spend quality time with the family

Frustrations

- “Lack of options in the menus”
- “Bad organization and time consuming ”
- “ Expecting previous knowledge of technology and not being prepared for a new user ”

Tiago is a lawyer that has his own firm. Spending time with his family is a must for him. He likes to have an organized daily routine so he can spend meal time with his family. Since he normally eats with his family he likes to go to restaurants with a lot of variety so everyone can be happy. He is new to the world of technology so the more intuitive and easy to use, the better.

User journey map

Mapping Mia's user journey helped to understand how important is to add translations methods and have a well organized menu

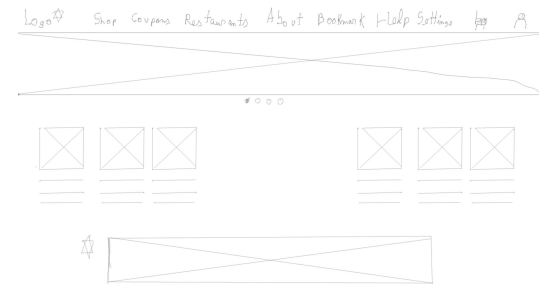
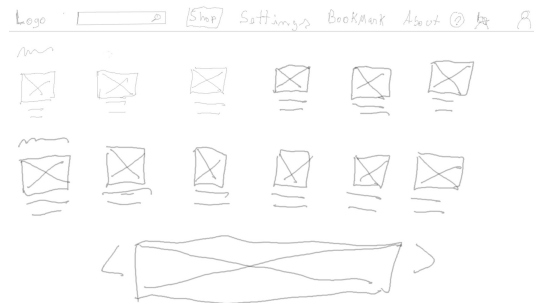
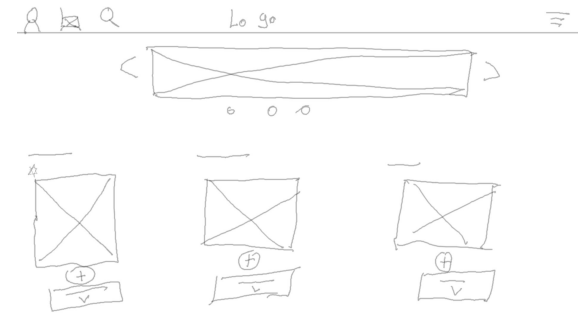
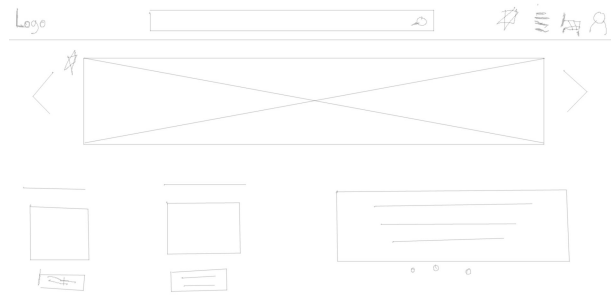
Persona: Mia Smith

Goal: A way to preview an menu and order without language being an issue

ACTION	Browse Menu	Add to Order	Check Out Order	Choose Delivery Method	Pick Up Order
TASK LIST	A. Activate Translation B. Browse through menu C. Read descriptions	A. Choose items B. Add them to your order	A. Check if order is correct B. Go to the check out menu C. Choose Payment method D. Pay	A. Check deliver methods B. Choose Pick up at restaurant	A. Go to the restaurant B. Check if the order is correct C. Pick up order D. Go back home E. Eat
EMOTIONS	-Overwhelmed by number of options -Confused by mistranslations	-Relieved to been able to decide -Stressed by lack of time	-Eager to end the process - Frustrated by having to add payment details	- Frustrated to have to go to the restaurant - Annoyed by the waste of time	- Frustrated to wait in line -Happy to finally have the meal - Excited to try the food
IMPROVEMENT OPPORTUNITIES	-Have our own menu translations -Divide menu by categories for an easier browse	-Facilitate adding items to clients order	-Make easy check out flow -Save clients info for future use in the app	-Add more deliver methods	-Add priority method for pick up clients

Paper wireframes

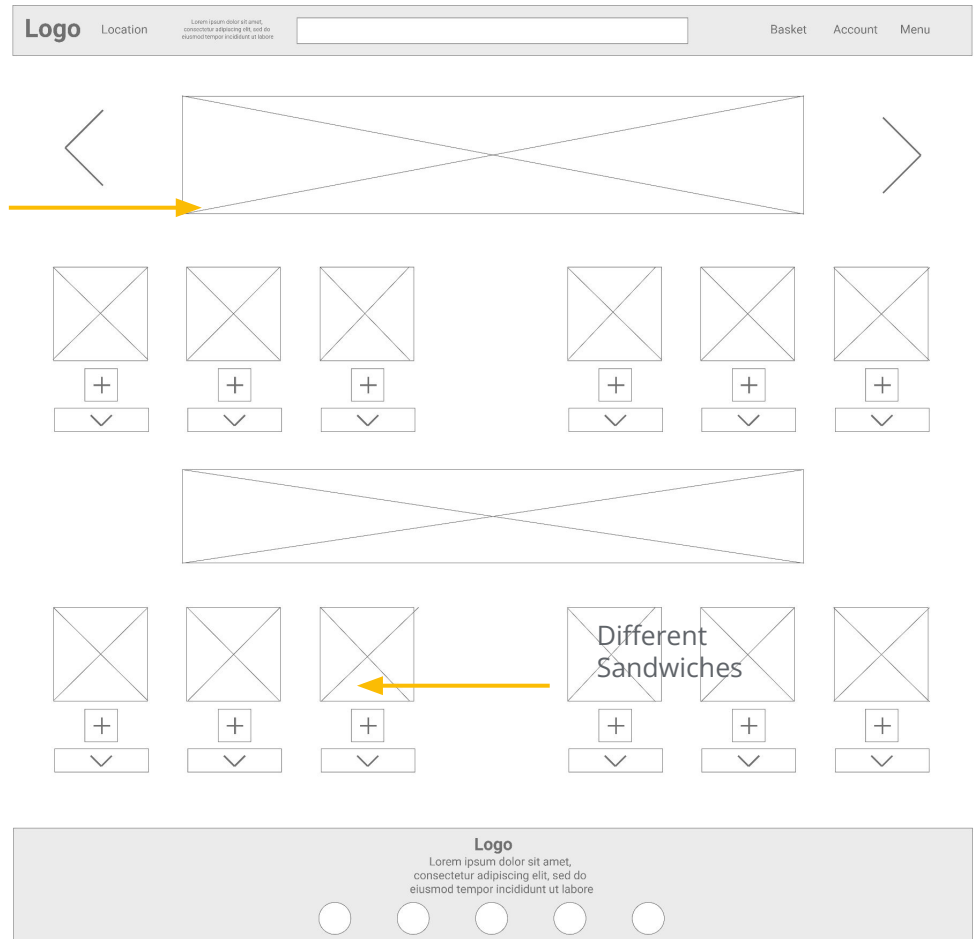
Here are some options for the home app page. With paper wireframes I could try different things and see what could work and what would not. I used stars to signal my favorite aspects and made a final wireframe with the best aspects



Digital wireframes

I used AdobeXD to develop it further.

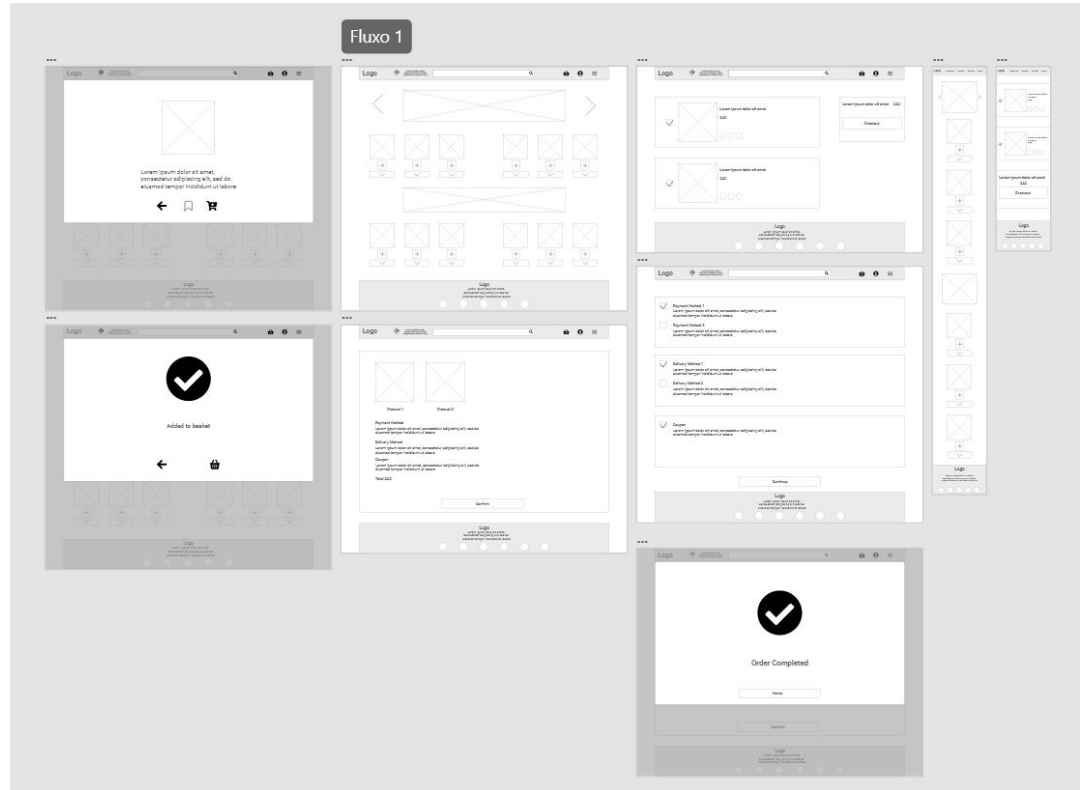
Carrousel with different menus



Low-fidelity prototype

This is a low-fidelity prototype where we can explore the user flow of ordering a sandwich, so the prototype can be used in usability studies with users.

[Low-fidelity prototype](#)



Usability study: findings

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

Round 1 findings

- 1 Users want a quick way to go to checkout menu
- 2 Users need feedback after performing an action
- 3 Users need to be able to use coupons during the checkout process

Round 2 findings

- 1 Insert finding
- 2 Insert finding
- 3 Insert finding

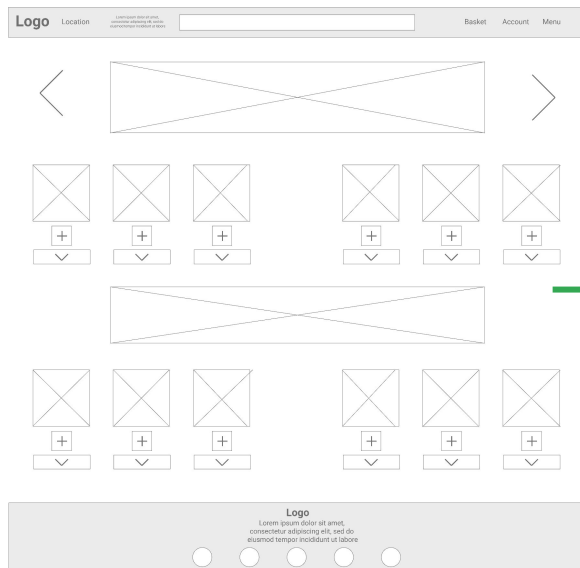
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

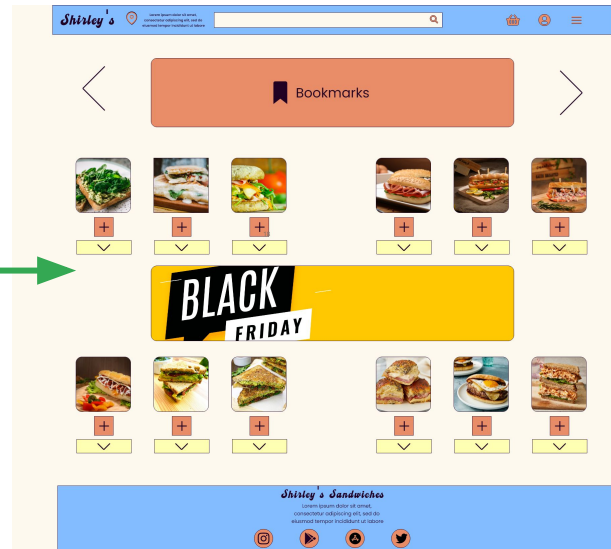
Mockups

I added a new color palette and changed the placeholders to actual assets

Before usability study



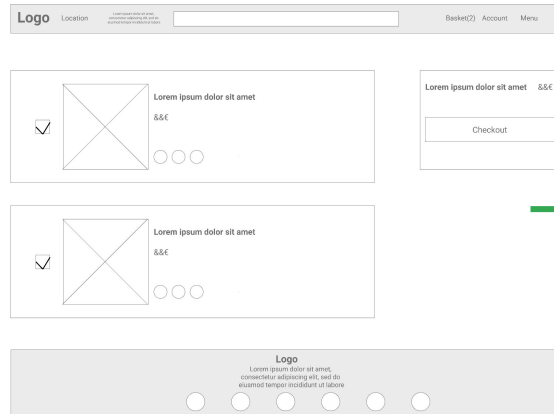
After usability study



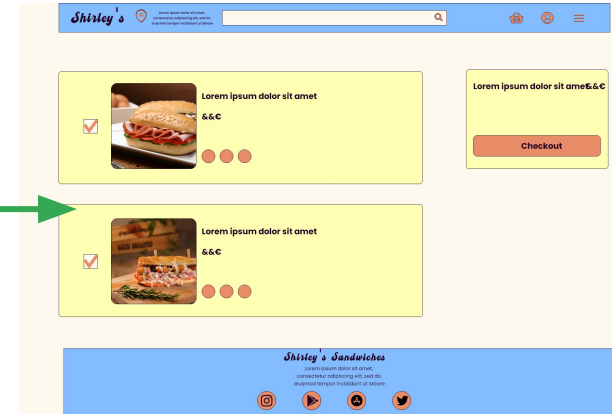
Mockups

Replaced every button.
Made it more visually appealing and tried to give the brand more voice

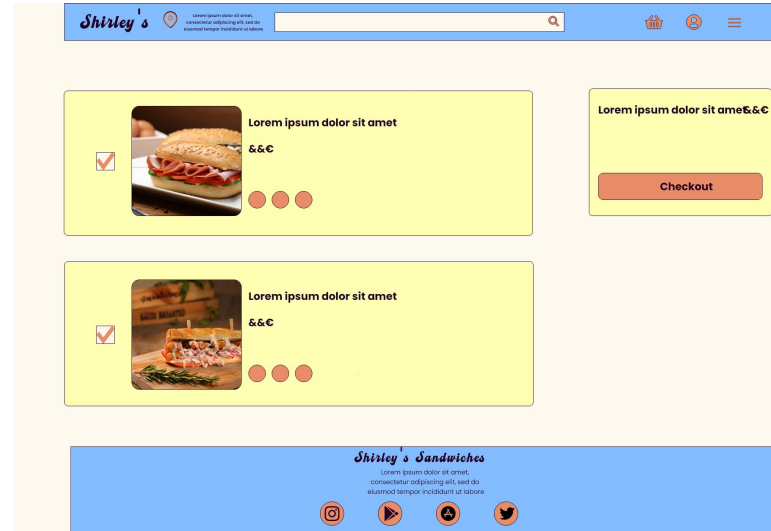
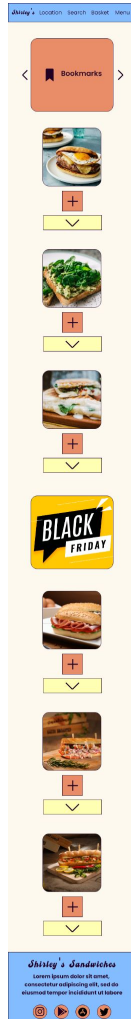
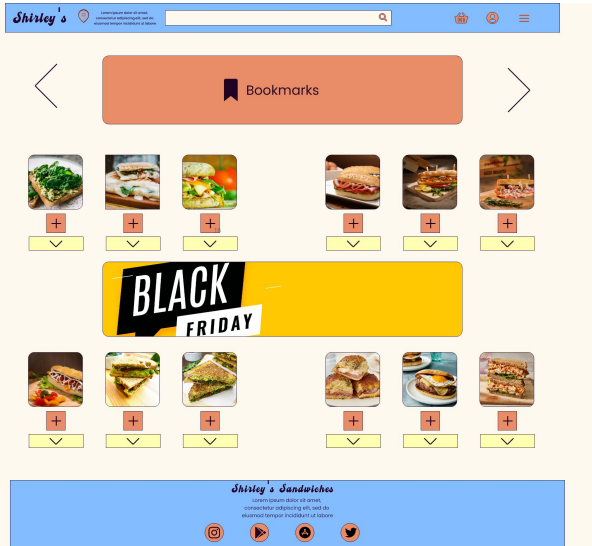
Before usability study



After usability study



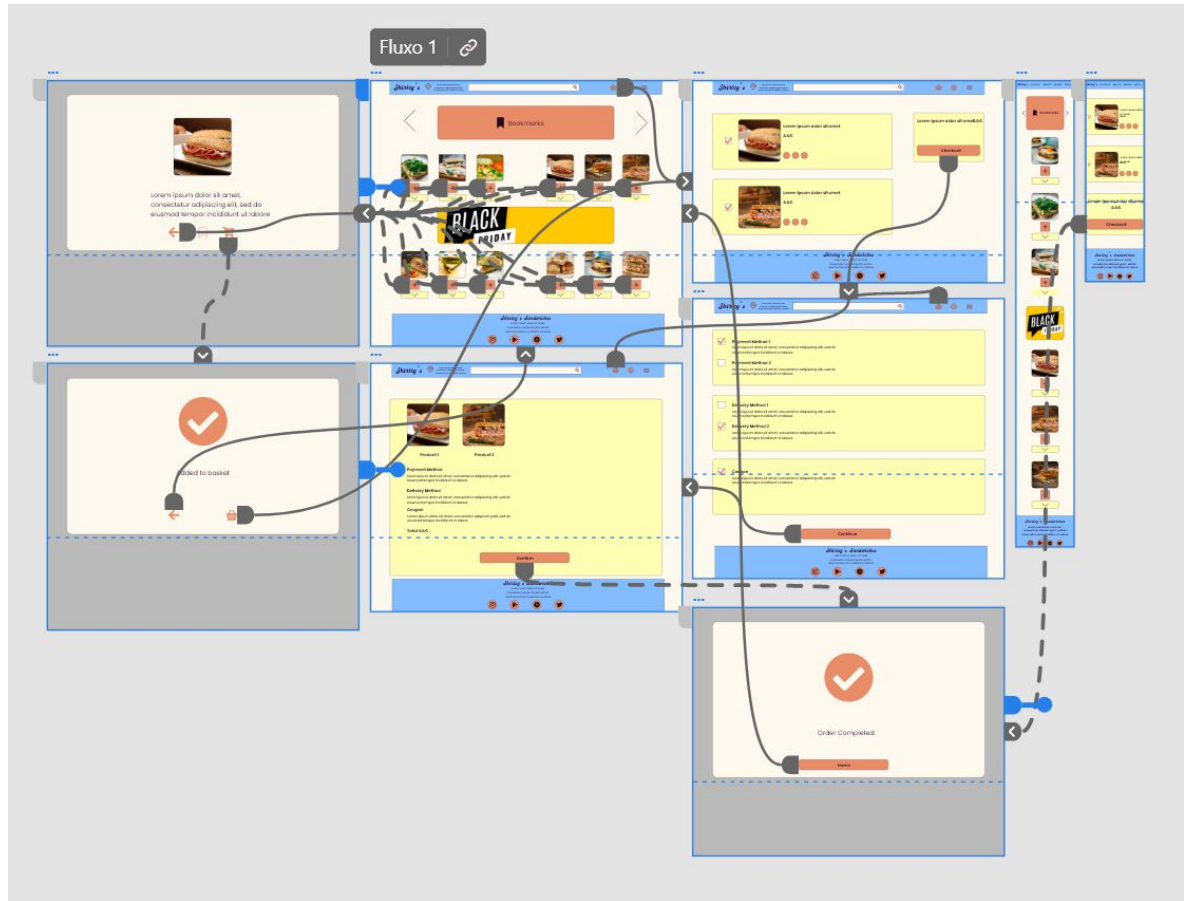
Mockups



High-fidelity prototype

Here is the final user flow for the high fidelity prototype

View it [here](#)



Accessibility considerations

1

Screen reader option that should help people visual impaired

2

A language selection menu to help who might speak other languages

3

Item descriptions with every ingredient as a way to help people know if there is something they can't eat

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Impact:

The website makes people want to try different sandwiches that they would normally not eat.

One quote from usability study:

“I’m normally a picky eater. I only eat meat. But this website is making me want to eat some vegetarian sandwiches”



What I learned:

With this project, I start my career as a UX designer. I discover all the steps involved in creating an app and how crucial feedback is to producing high-quality work.

Next steps

1

Conduct more usability studies to determine if the pain points were addressed and fixed

2

Revise the project and make more research to improve my work

3

Learn a way to make this project a reality

Let's connect!



Thank you for your time on reviewing this project. If you want to enter in contact with me find me
on:
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