EatGood Case Study

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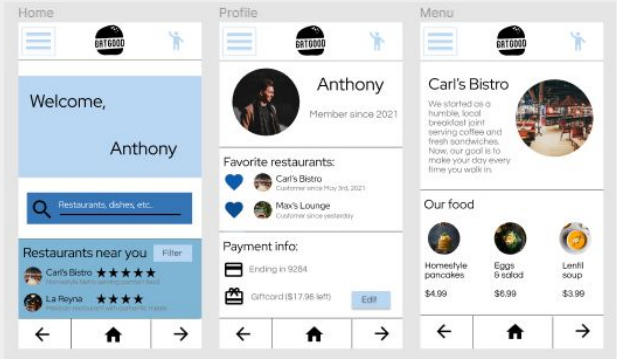
Project overview

The product:

EatGood is a mobile app focused on providing fast, easy, and convenient delivery services to a busy, modern market.

Project duration:

June 2021 - November 2021



Project overview

The problem:

Complicated, expensive and often inaccurate delivery apps.

The goal:

Streamline the delivery process and make it easy to get good food fast.

Project overview

My role:

Lead UX designer, Lead UX Researcher, Product Lead, Product Manager, Product Director.

Responsibilities:

User research; wireframing; creating mockups; UX writing; designing; and prototyping.

Understanding the user

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

User research: summary

With user research, I found that most people have a preconception of what ‘food delivery’ is supposed to be. Some found the initial user interface inaccessible, but others enjoyed the simplicity and linearity of the process.

Specific strengths of the app -- like personalizing your own food ‘landscape’ -- were capitalized on, while initial confusion from some users was addressed.

User research: pain points

1

Pain point

Hard-to-use user interfaces with too many steps; I streamlined the process and created a linear flow using transitions and specific design elements.

2

Pain point

Accessibility concerns -- apps were difficult to work for older folks; I identified a universally recognized set of design principles.

3

Pain point

Inaccuracy in delivery times, restaurant operating hours, etc.; my app sources data directly from trusted sources like Google to provide users with real-time estimates.

4

Pain point

Lack of filter, i.e. can't find a specific, craved food item; I created a system of 'favorites' (specific restaurants and food items) and a filter option.

Persona: **Ricardo**

Problem statement:

Ricardo is a busy culinary arts student who wants easy, fast, and healthy food delivery because he's busy.

Ricardo

Age: 18
Education: High school degree
Hometown: Pittsburg, PA
Family: With parents & bro
Occupation: Chef - in - training

"It would be helpful if the mobile restaurant apps had more options, healthy options..."

Goals

- Wants a range of restaurants to choose from
- Wants accurate delivery times and greater variety

Frustrations

- Not enough options on mobile apps; hard to find good, fitness-conscious choices
- Some restaurants not supported by app

Ricardo fell in love with cooking in his teens and pursued the culinary arts; now, with a busy schedule and little time for his *own* meal-prep, he needs more restaurant variety and access to healthy options. Apps like DoorDash sometimes disappoint, when a restaurant isn't in range or times aren't accurate.

User journey map

The ordering process may be harder for older folks like Daniel; take a look at specific steps I pointed out.

Persona: Daniel

Goal: Convenient, healthy food delivered efficiently

ACTION	Open app	Select range of restaurants & pick one	Browse menu and add food to order	Place order	Receive delivery and eat
TASK LIST	Tasks A. Locate app icon on phone B. Tap on app and begin navigation process	Tasks A. Select location range B. Look through restaurants C. Choose one	Tasks A. Identify healthy options B. Add food to order by tapping	Tasks A. Go through app payment portal B. Get a receipt and the time for delivery	Tasks A. Look on app, identify food location B. Receive food
FEELING ADJECTIVE	User emotions -Eager to place order	User emotions -Frustrated; favorite restaurant isn't there	User emotions -Excited to try new food -Confused about healthier options	User emotions -Anticipating short delivery time -Wants convenience -Hungry	User emotions -Angry that order isn't right -Tired of long delivery times
IMPROVEMENT OPPORTUNITIES	Area to improve -Recognizable, bright brand icon	Area to improve -Offer greater range of restaurants	Area to improve -Offer different food filters (healthy, salty, etc.)	Area to improve -Give delivery-person and customer line of communication	Area to improve -Rating system for delivery drivers

Google

Starting the design

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

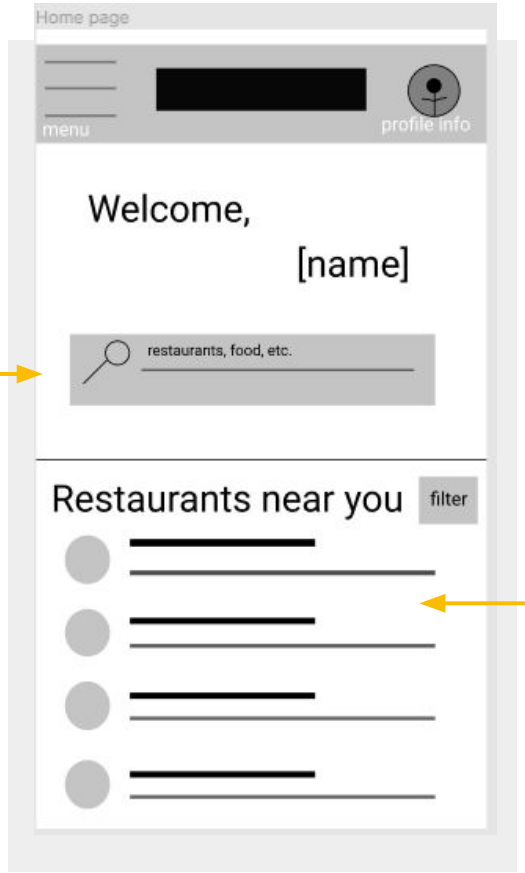
Paper wireframes

It seems like paper wireframes can change by the minute. Here, you'll see original ideas -- like the search bar -- and their initial concept drawings.

Digital wireframes

Making digital wireframes included elevating the ideas from paper to Figma; the main functions of the app's design started to come together.

Search bar providing convenient access point

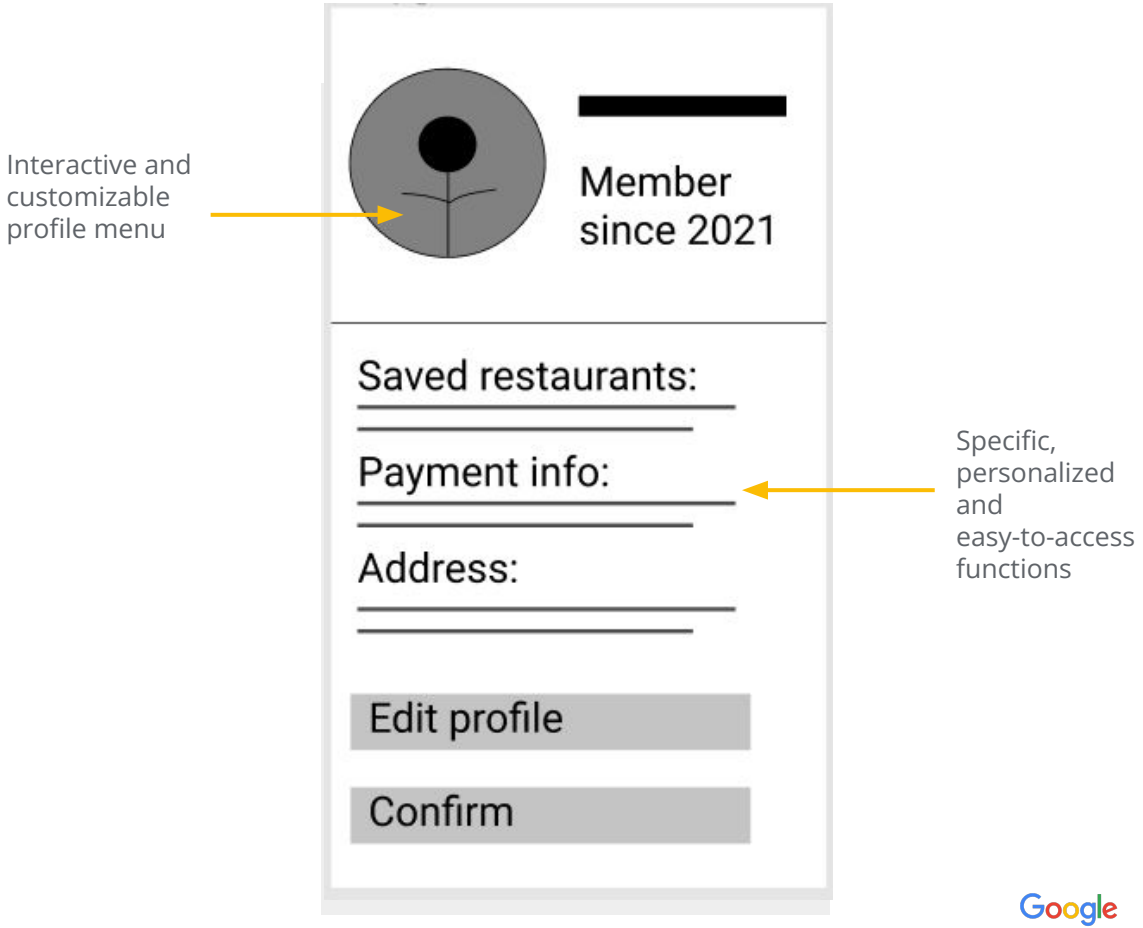


Menu containing variety of restaurants w/ filter option

Google

Digital wireframes

Fleshing out ideas more entailed personalizing the app - based on the research, users wanted an app to cater to their needs instead of pushing pre-programmed food.

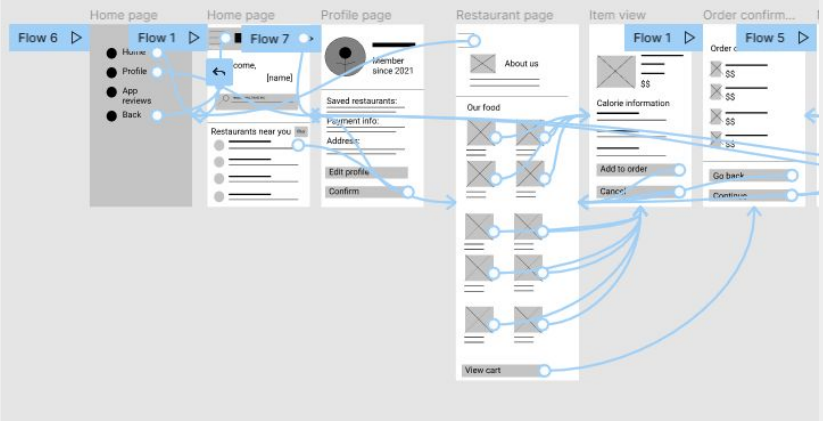


Low-fidelity prototype

https://www.figma.com/file/dzwjZTv9AjU7Pfyze7BmC7/Untitled

Users can edit their profiles, then:

1) Click on a restaurant near them
2) Browse the menu, add food to their order
3) Checkout and choose pickup or delivery



Usability study: findings

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

Round 1 findings

1. Simplicity is key
2. Users want clear, labeled sectioning
3. Personalization adds to individual value

Round 2 findings

1. Sleek design is king
2. Colors create dynamic design
3. Overwhelm can be avoided using negative space

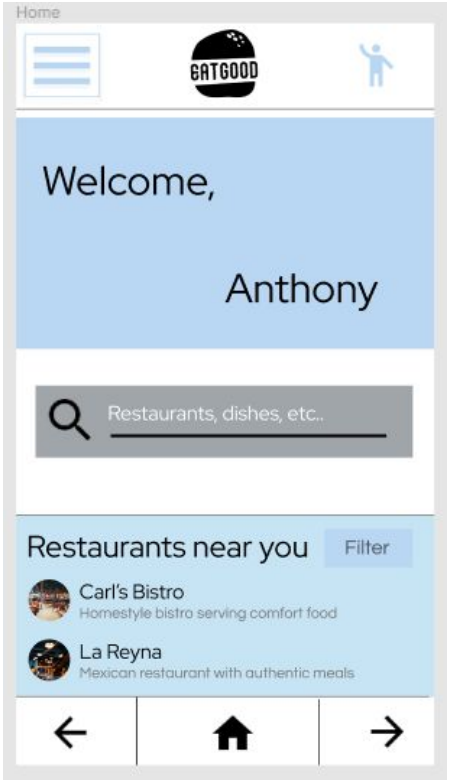
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

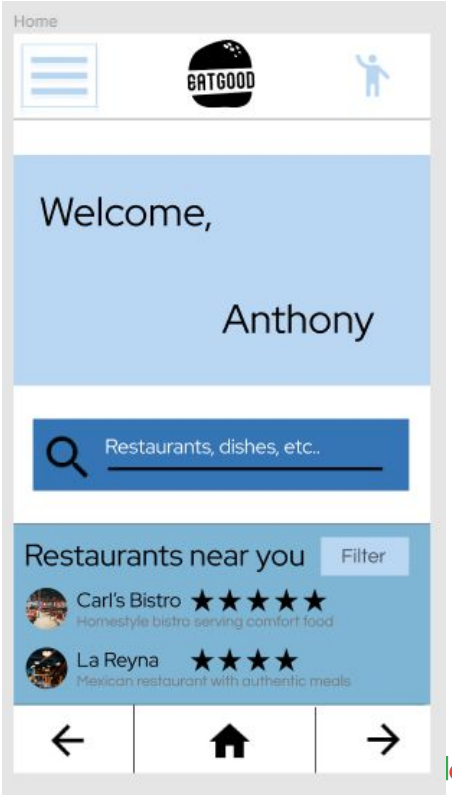
Mockups

I needed to make the app engaging - resizing some of the elements to avoid overcrowding and adding color made that “pop” factor more accessible.

Before usability study



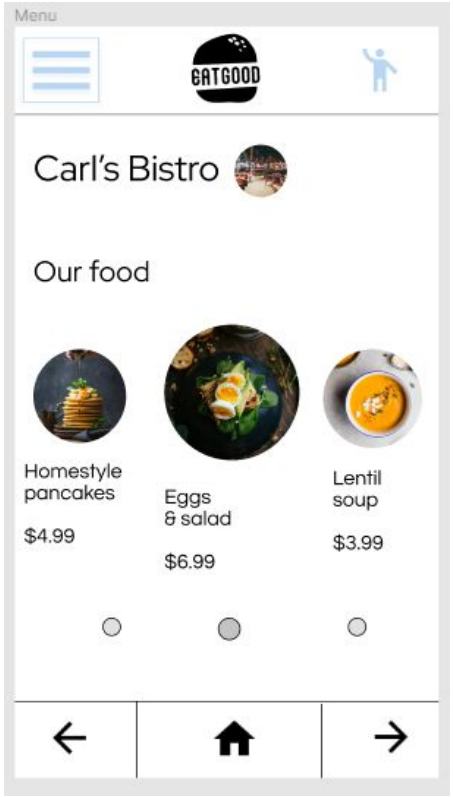
After usability study



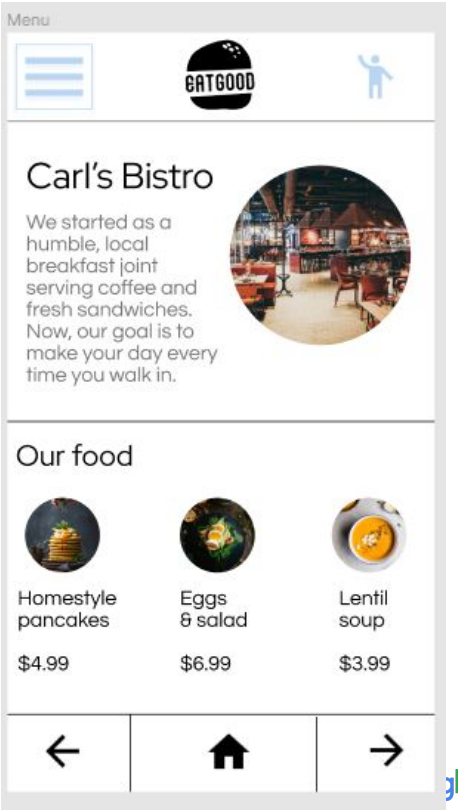
Mockups

Some users found the scroll function hard-to-use; when it comes to selecting food, most are more familiar with a tap-and-add function. I took that into consideration.

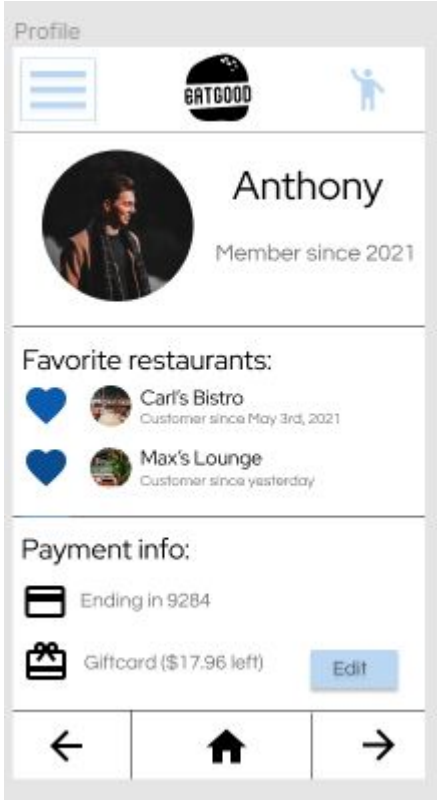
Before usability study

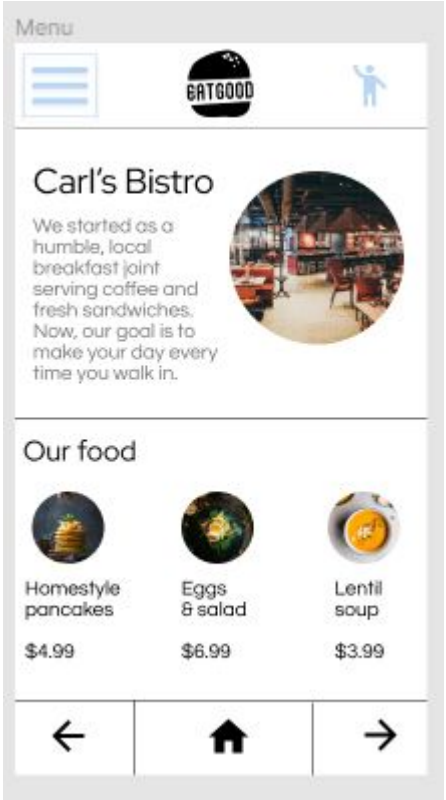


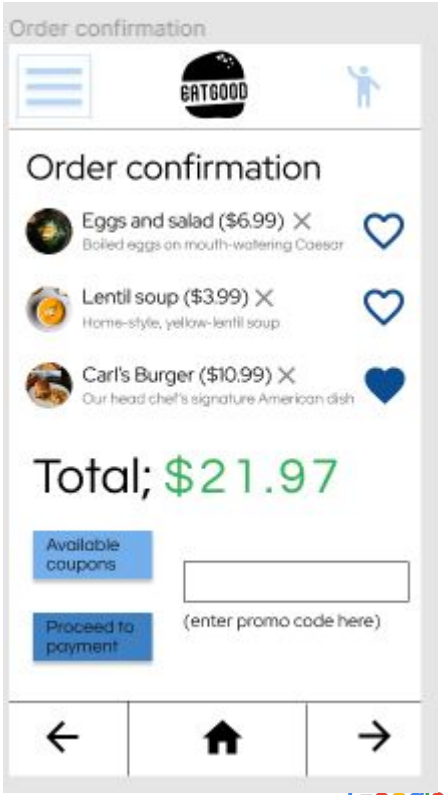
After usability study



Mockups







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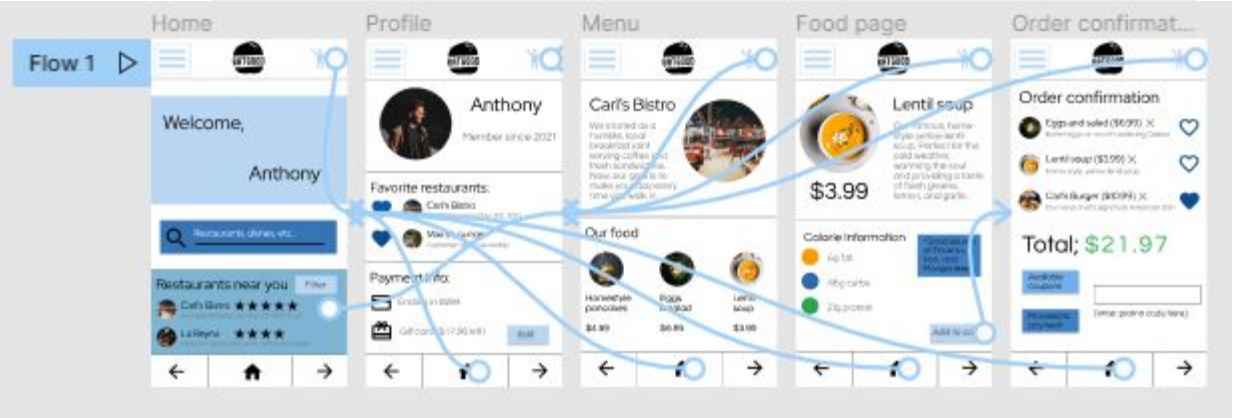
High-fidelity prototype

https://www.figma.com/file/2K3oqduGbYXecoPD6qzxiF/EatGood-Prototype?node-id=0%3A1



Accessibility considerations

1

The app is compatible with ATs, including screen readers, a switch, etc.

2

Colors have been chosen with accessibility in mind; limited use of white text and high contrast makes reading easier.

3

Unlike other food delivery apps, pressing and holding on a specific item (text/image) will provide an alternative text reading aloud.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

We're improving people's lives through making a universal need - food, sustenance - easier to satisfy through personable, specifically-catered technology.

What I learned:

My understanding of universal design elements (specifically, in food ordering apps) and user flow significantly broadened as a result of this project.

Next steps

1

Refining designs further using the principle “less is more”

2

Engineer a responsive app, including transitions, using these designs as an inclusive foundation

3

Establish app; work with data like Google’s to continually improve result accuracy

Let’s connect!

Any questions? Want to work with me?

You can contact me at **anthonymeansbusiness@gmail.com**

Google