RoundLunch App Design

Jhonatan Carvalho

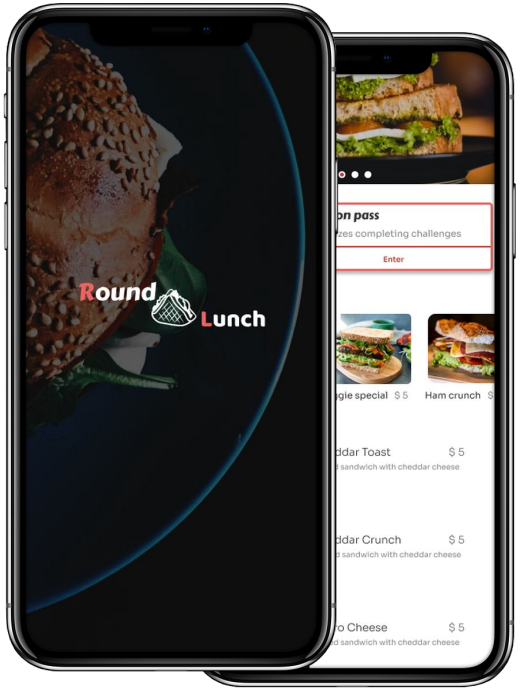
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Project overview

The product:

Roundlunch is a fictional sandwich shop with purpose to help local people order fresh food. They offer a competitive price.

Roundlunch target customers is workers who don’t have time to prepare meal.



Project duration:

March 2022 - September 2022

Project overview



The problem:

Busy workers and people in a hurry who don't have time to prepare a meal.



The goal:

Design an app to help people get fresh food.

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Project overview

My role:

UX designer designing an app to order sandwich.

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 to understand the usability of the app, to find out what was difficulting the interaction and how to improve and make it fast to complete the order process.

Based on the research most customers wants a iteration without struggling in the ordering process and finish the order the fastest way possible.
The lack of time makes the users feel uncomfortable with a difficult navigation, giving up in the selection process and losing more time.

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User research: pain points

1

Time

Working adults are too busy to spend time on meal prep

2

Accessibility

Most platforms for ordering food are not equipped with assistive technologies

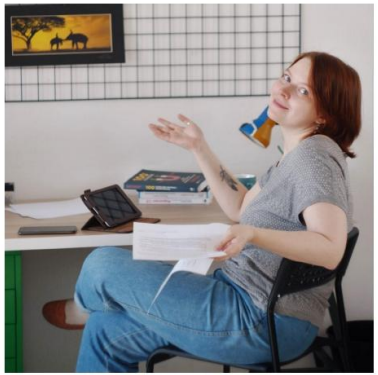
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Persona: **Maia**

Problem statement:

Maia is a freelancer who are most time busy that needs easy and fast way to order food

Because don't have time to spend.



Maia

Age: 24
Education: College
Hometown: Quebec, Canada
Family: Husband
Occupation: Freelancer

"It's so good to archive your goals on you own"

Goals

- Wants an app with healthy choices
- A reliable restaurant to deliver her food
- Good discounts to save money

Frustrations

- Problems with the delivery
- Waste too much time on chat to have a payback
- Don't have any information about the restaurant

Maia is a realized person who found her own way to her success, she always dreamed about being her own boss.
But still she don't have time to cook, she spend the most of time in meetings or working on client projects.
Maia wants a good restaurant to order food.

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User journey map

Mapping Maia's user journey revealed how helpful it would be for users to reach Roundlunch

Persona: Maia

Goal: Give a break and something healthy

ACTION	Get app	Select order	Payment	Tracking	Get the order
TASK LIST	Tasks A. Start searching for food app B.Find Roudlunch C.Download the app	Tasks A. Create account B. Search for healthy sandwich C.Add to cart	Tasks A. Select payment method B. Use PIX as payment C.Confirm order	Tasks A. Wait for the order arrive	Tasks A. Go get her order B. Rate the delivery
FEELING ADJECTIVE	• Confused • Suspicious	• Impaciet • In doubt	• Glad	• Excited • Impaciet	• Surprised • Happy
IMPROVEMENT OPPORTUNITIES	Roudlunch app	A selection of healthy sandwiches	Two-phase confirmation	Select to receive in front door or to leave at the reception	Option to rate and comment after received

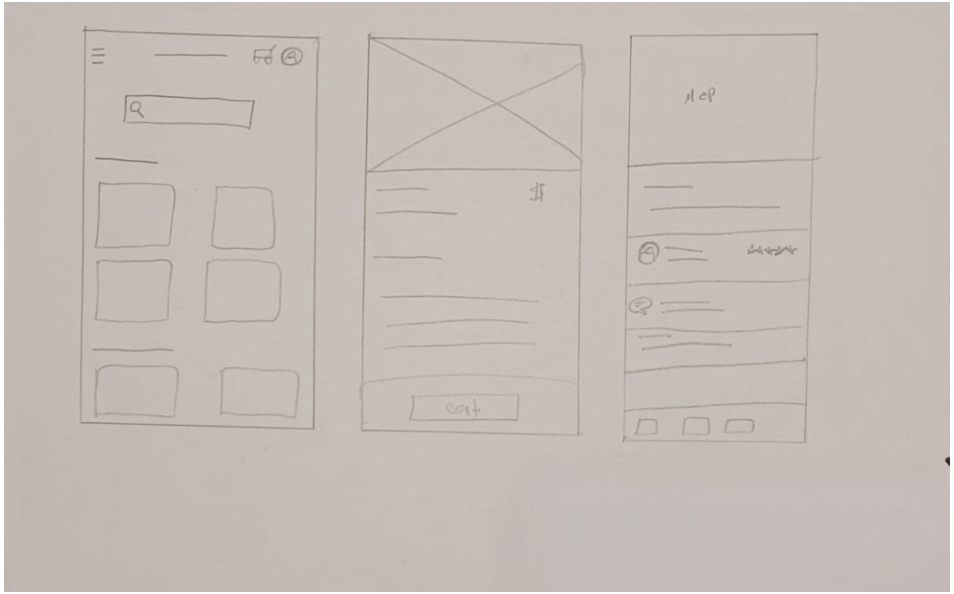
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Starting the design

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

Paper wireframes

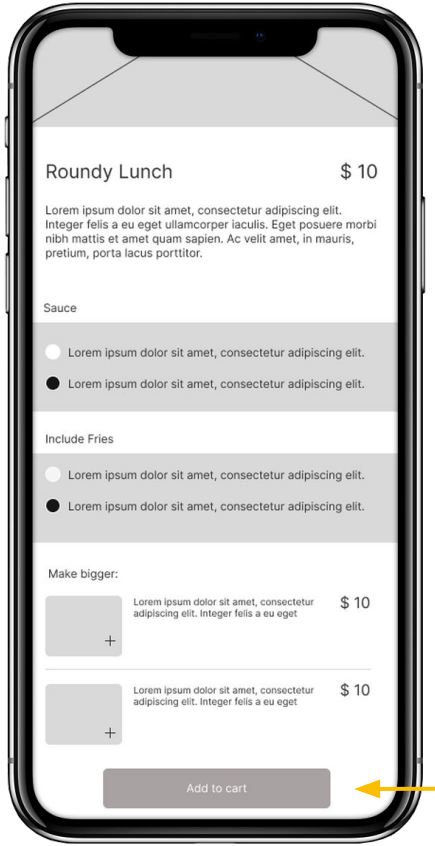
Taking some time to draft what would be the future design and iterations, I made the design simple, prioritizing the ordering process trying to make clear the path, thinking in save the user time in the ordering process.



Digital wireframes

After selecting the product, the intention is to make clear the path, making sure the design was understandable based on previous research.

These buttons are options to the user select some extras to add in the selected product.

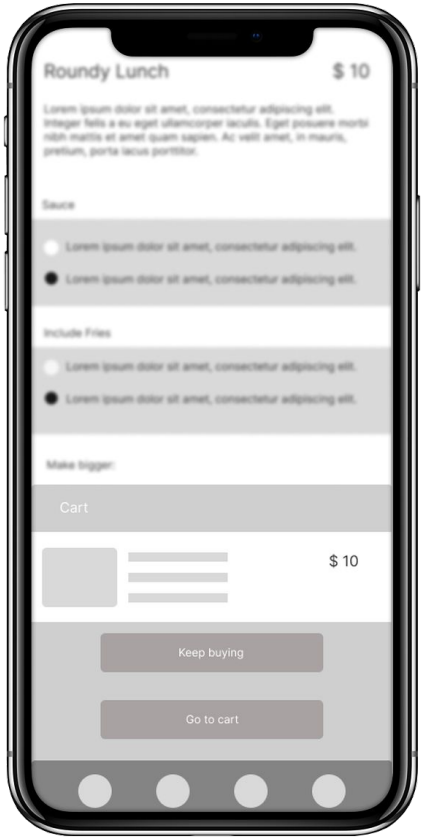


This button allow the user to confirm the preferences and add the product in the cart.

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Digital wireframes

Based on research, after adding a product in the cart some users want to keep buying before finishing the order.



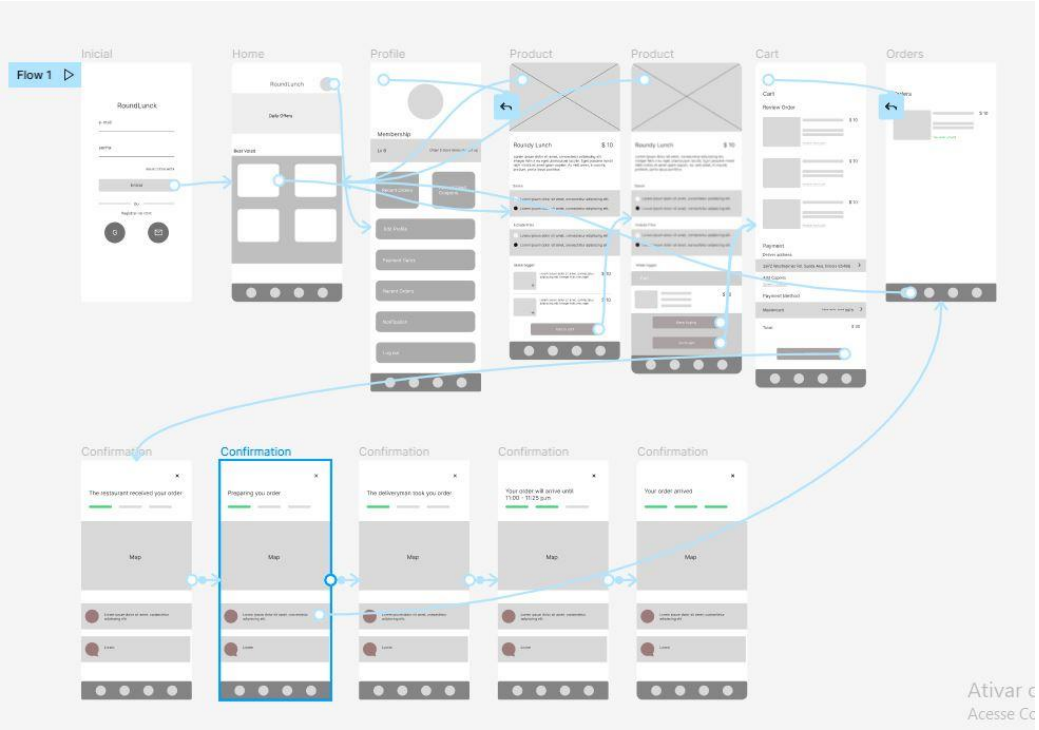
After click in “add to cart” there’s an option to keep buying or go direct to the cart and finish the order.

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Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was to select a product and order a sandwich, this way I can use it in a usability study.

View Roundlunch
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 want an easy way to exit after ordering
2. Some user want to keep purchasing instead of going directly to the cart
3. Users want a way to confirm their location before finishing the order

Round 2 findings

1. The marbles were too small to select
2. The confirmation page was missing information
3. The “arrow” was not clear as a page exit so it was switched for a “X”

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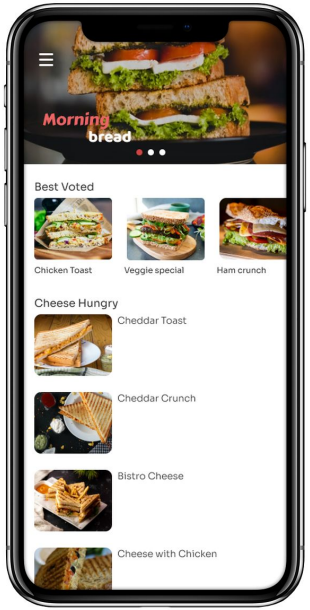
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

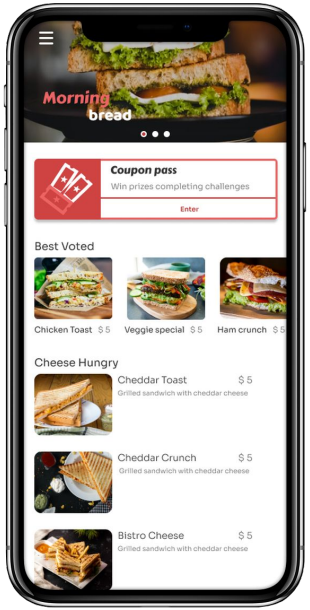
Mockups

Early design allowed the user to order, but missed a lot of things. After usability studies I added some **informations about the product** and **contrast** to help users identify the information correctly.

Before usability study



After usability study

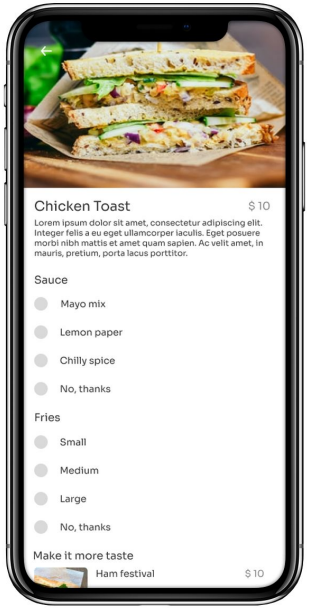


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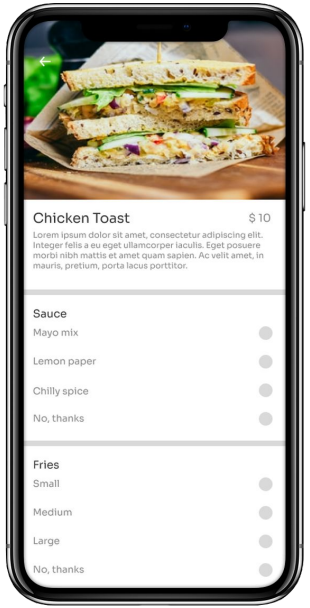
Mockups

Before usability studies the design was neutral and didn’t have spaces between selections. After the second usability studies I added **spaces** between the topping selection, **informations** and **better contrast** in the text**.**

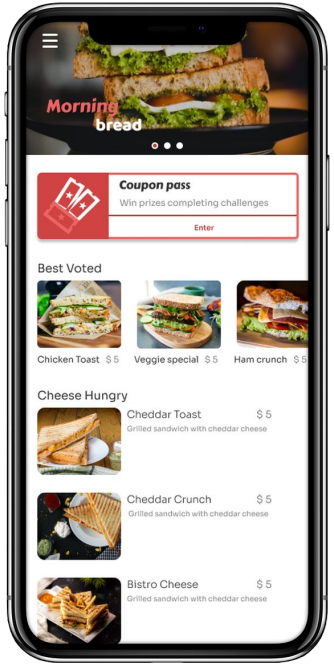
Before usability study

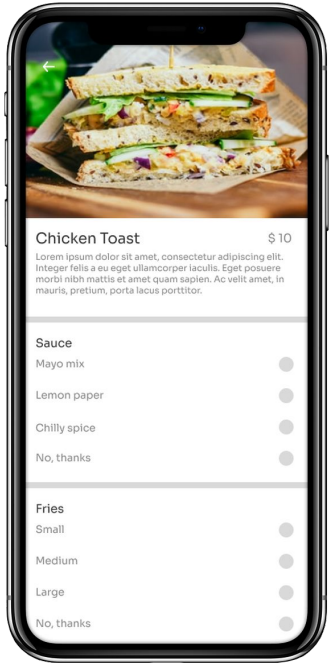


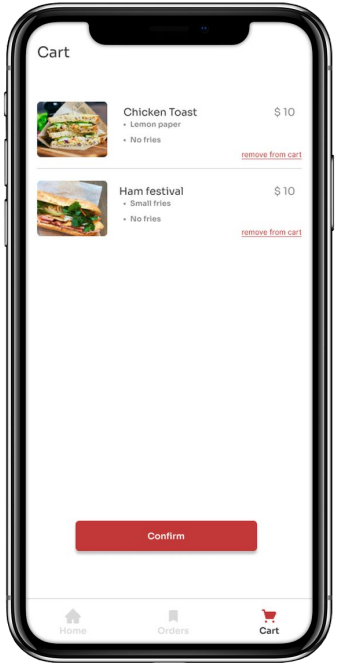
After usability study

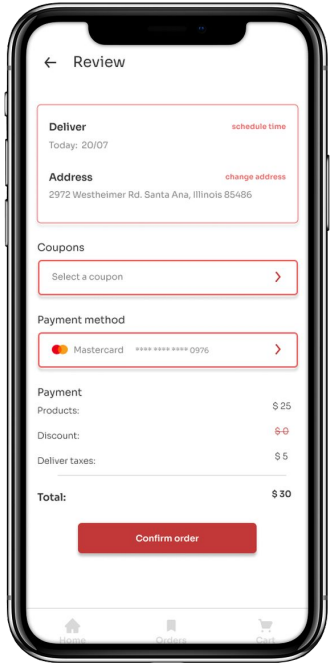


Key mockups







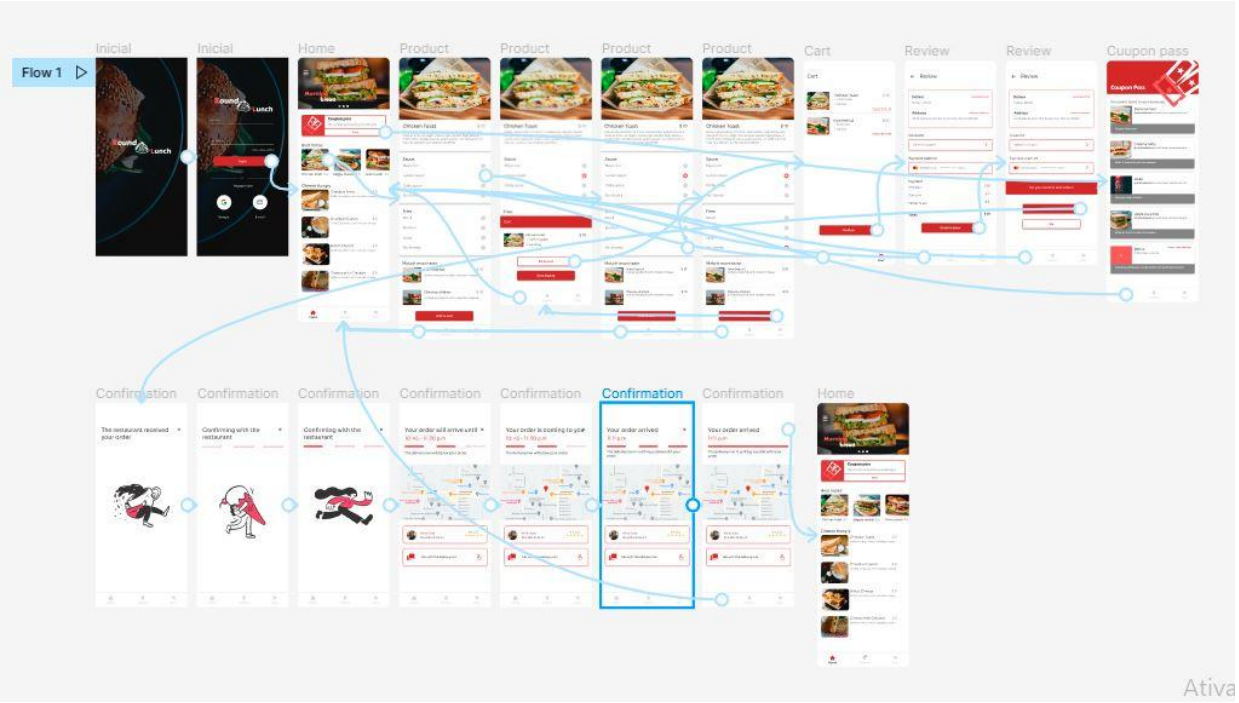


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High-fidelity prototype

The high-fidelity prototype presented a cleaner user flows for choose you lunch and order to get it delivered!

View Roundlunch [high-fidelity prototype]



Accessibility considerations

1

Was used a color to help color blind users identify hotspots, avoiding struggling during the navigation.

2

Used icons to ease the navigation.

3

Used detailed images to help user identify their selected product.

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Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel comfortable, being able to order their meal, meeting their needs and saving their time.



What I learned:

While designing Roundlunch app I discovered that the product will never be finished, there's always something to change and provide to make a better design.

The interviews feedback was the principal resource to find out what was missing and difficulting the navigation.

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Next steps

1

Conduct another round of usability studies to identify if there is more pain points in the app

2

Conduct more benchmarks to determine if there is similarities with other food apps

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Let’s connect!



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

Email: jwcarvalho.f@gmail.com

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