

Design a food delivery app for a Mexican restaurant

Omar aleyed

Project overview



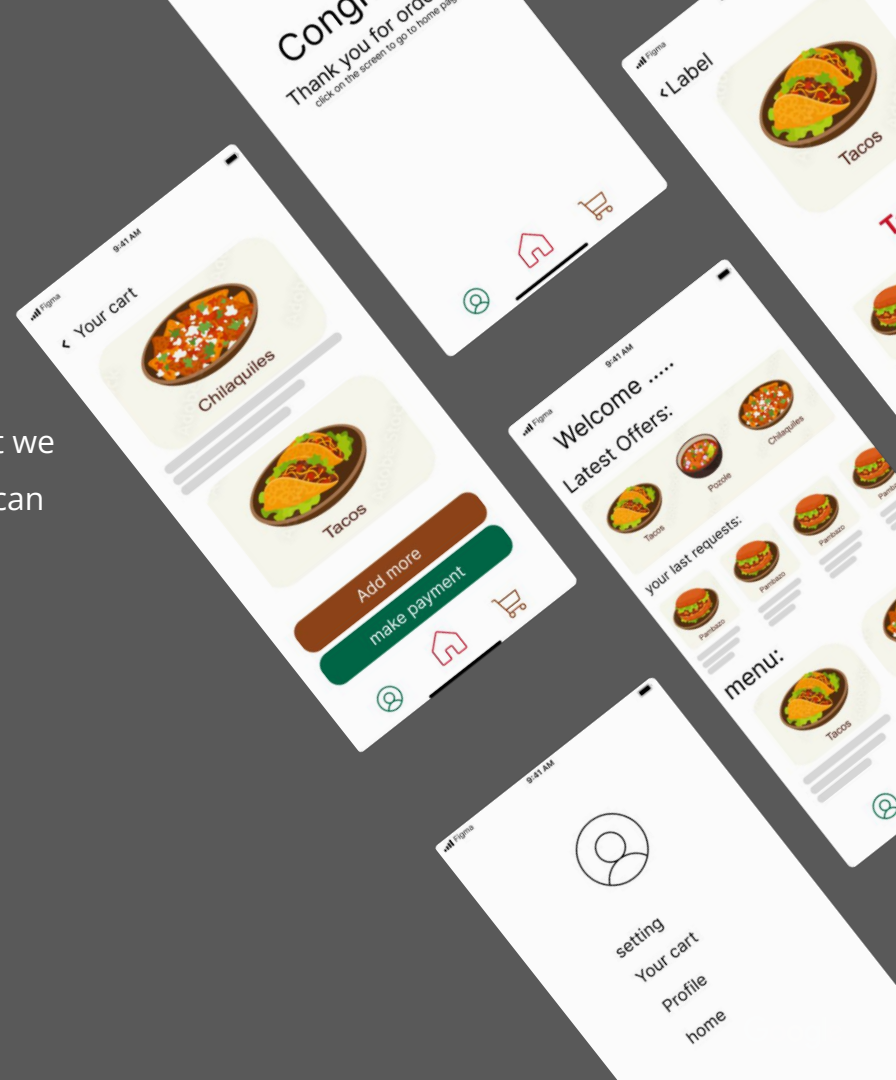
The product:

Design a food delivery app for a Mexican restaurant we try to put all power to build the best app for a Mexican restaurant



Project duration:

September 8, 2022



Project overview



The problem:

They need a application



The goal:

best experience for a users

Project overview



My role:

UX designer designing an app for Mexican restaurant 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. A primary user group identified through research was working adults who don't have time to cook meals.

This user group confirmed initial assumptions about Mexican restaurant customers, but research also revealed that time was not the only factor limiting users from cooking at home. Other user problems included obligations, interests, or challenges that make it difficult to get groceries for cooking or go to restaurants in-person.

User research: pain points

1

accessibility

Platforms for ordering food are not equipped with assistive technologies

2

difficult to read

Text-heavy menus in apps are often difficult to read and order from

3

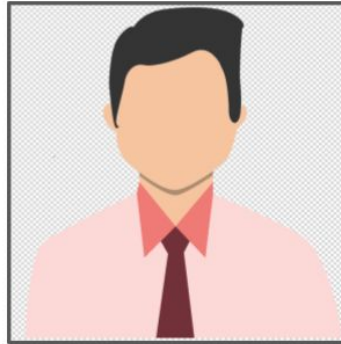
time

The time is short

Persona: Ali samuelsson

Problem statement:

Ali samuelsson A university student, My experience with cinemas is not that good. I often miss the movie while I am in the waiting queue. I wish there was an application that brings cinemas under one roof.



Ali samuelsson

Age: 22

Education: highschool

Hometown: Atlanta, Georgia USA

Family: Single

Occupation: accountant

"I usually go to the cinema and can't take my meals and I have to wait a lot"

Goals

- I hope that there will be a linking tool between the customer and the cinema companies, and the customers will be taken care of more

Frustrations

- waiting a lot
- Indifference to the customer
- Non-standardization of the application for cinema companies

Ali samuelsson A university student, I work as an accountant currently. My experience with cinemas is not that good. I often miss the movie while I am in the waiting queue. I wish there was an application that brings cinemas under one roof.

User journey map

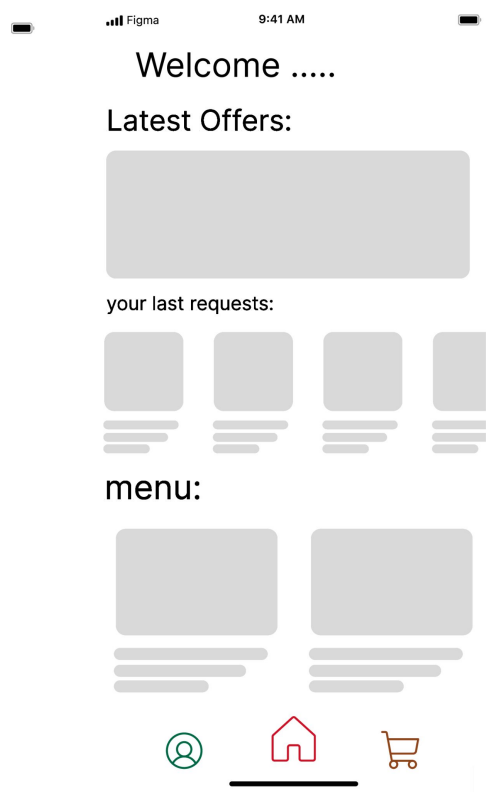
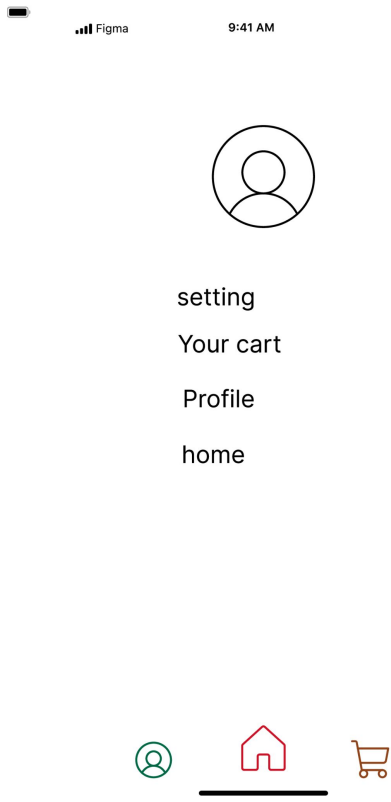
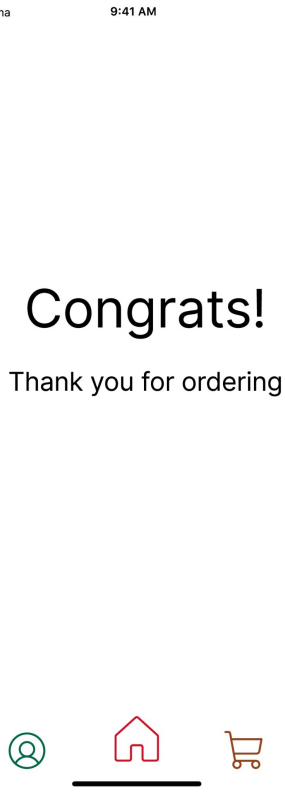
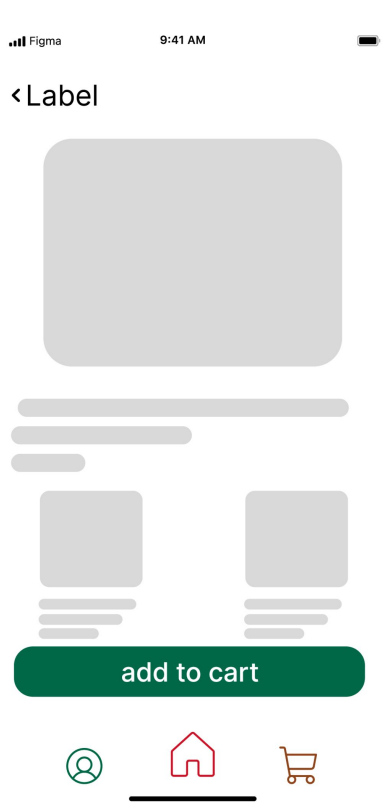
Ali samuelsson A university student, I work as an accountant currently. My experience with cinemas is not that good. I often miss the movie while I am in the waiting queue. I wish there was an application that brings cinemas under one roof.

Persona: Ali samuelsson

Goal: Design a snack ordering app for a movie theater

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST	A. enter the cinema B. you must be download the application before C. Reservation and entry to the cinema hall (not among my interests)	A. App opens B. He chooses what he wants C. Make sure to order	A. wait to his order B. see the notifications	A. open the app B. chose how he will take his order	A. take the order B. enjoy
EMOTIONS	impulsive and irritable	hungry	irritable	impulsive	happy
IMPROVEMENT OPPORTUNITIES	_voice assistant	voice assistant	voice assistant	voice assistant	congratulations

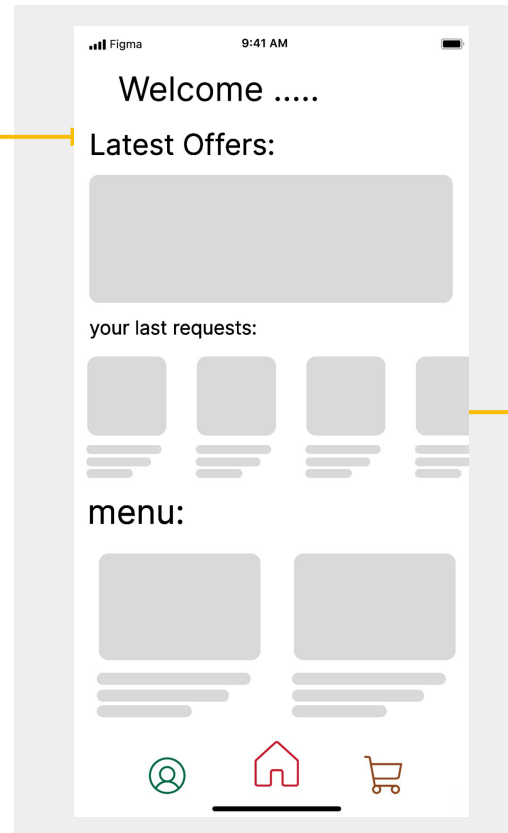
Paper wireframes



Digital wireframes

Its not bad

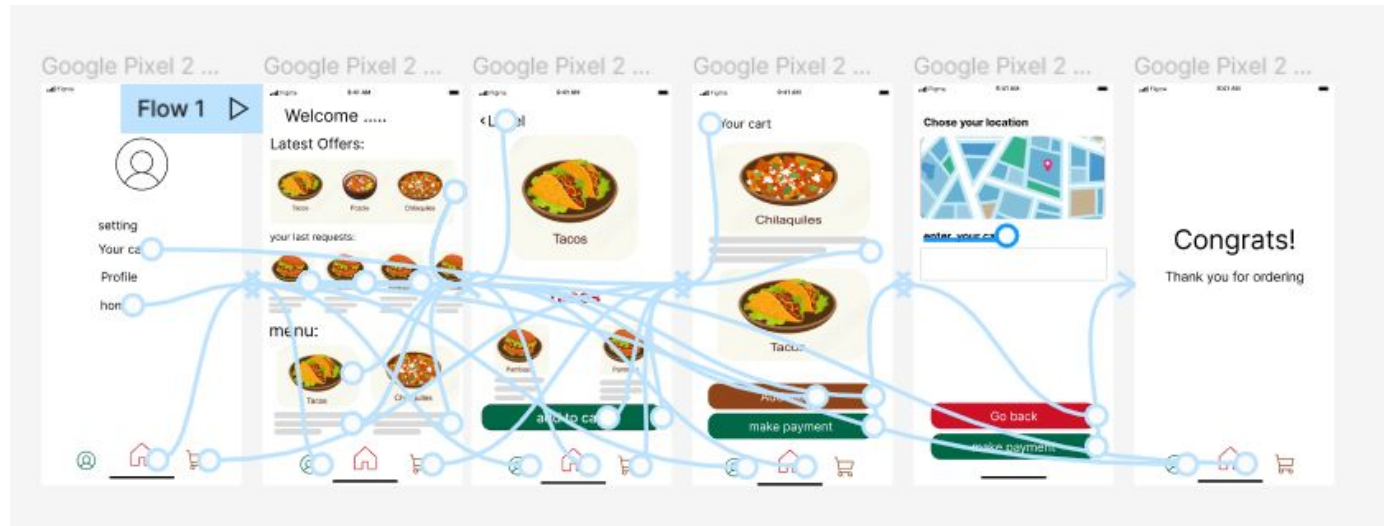
Every thing in
the home page



You can see
the last order

Low-fidelity prototype

The big problem here is I delete it so I put my hi fi



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 to order the food quickly
- 2 "Build your own" functionality is confusing

Round 2 findings

- 1 Users want more customization options
- 2 Users want a delivery option

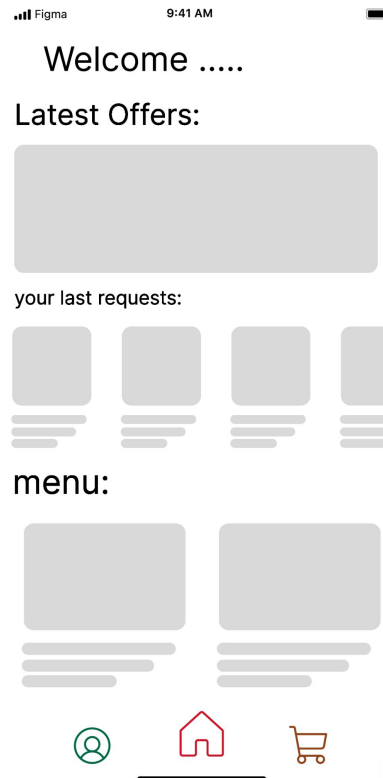
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

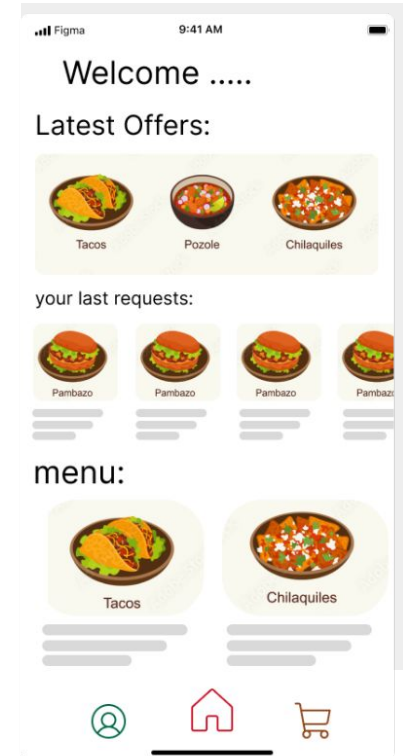
Mockups

[Your notes about goals and thought process]

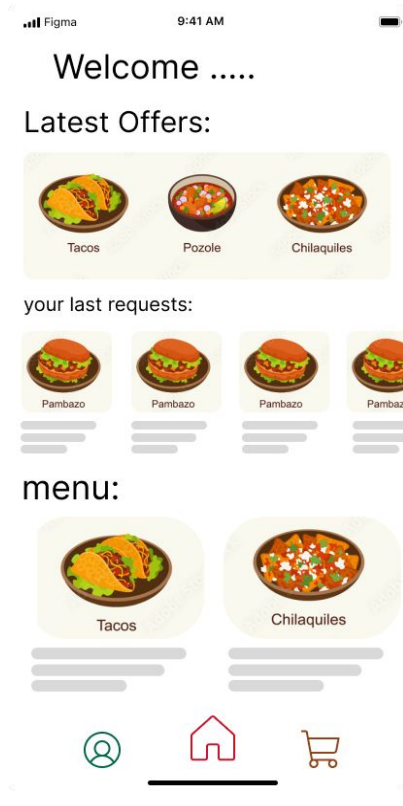
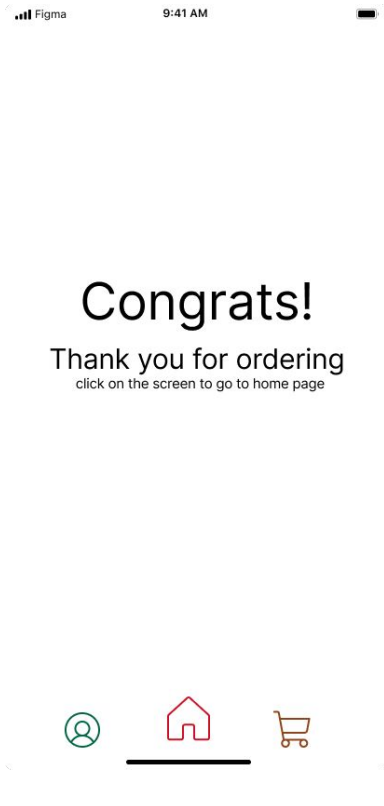
Before usability study



After usability study

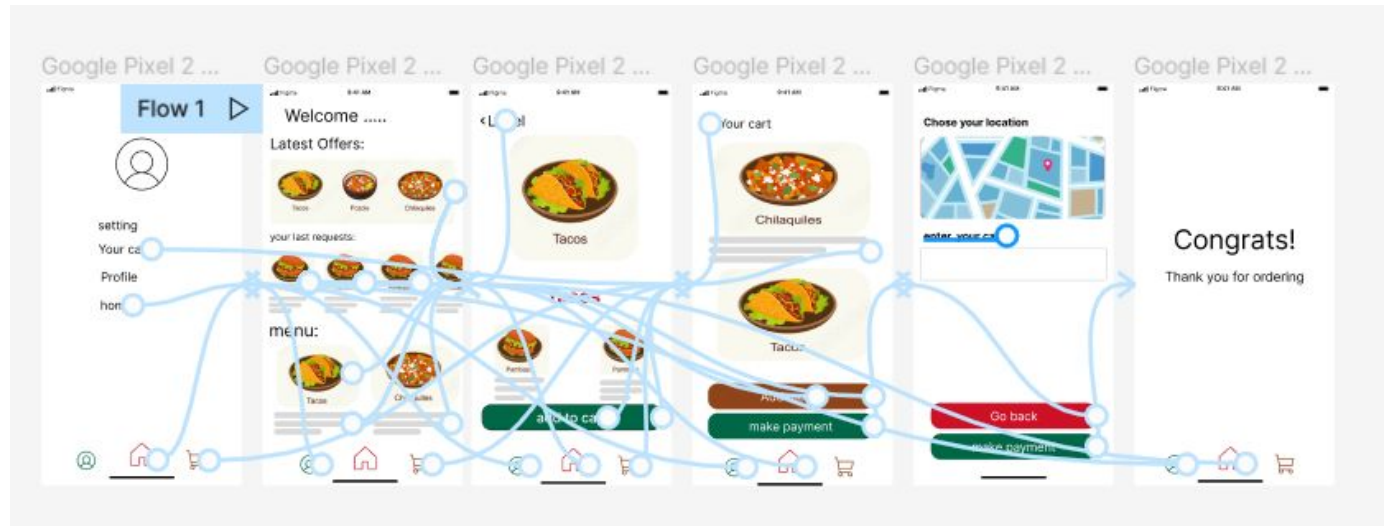


Mockups



High-fidelity prototype

[High-fidelity prototype](#)



Accessibility considerations

1

I used icon to be easier
more

2

Provided access to users
who are vision impaired
through adding alt text to
images for screen
readers.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Mexican restaurant really thinks about how to meet their needs.



What I learned:

While designing the Mexican restaurant 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

This will be the latest design

Let's connect!



It was along project