Max Sandwich App

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May 2019

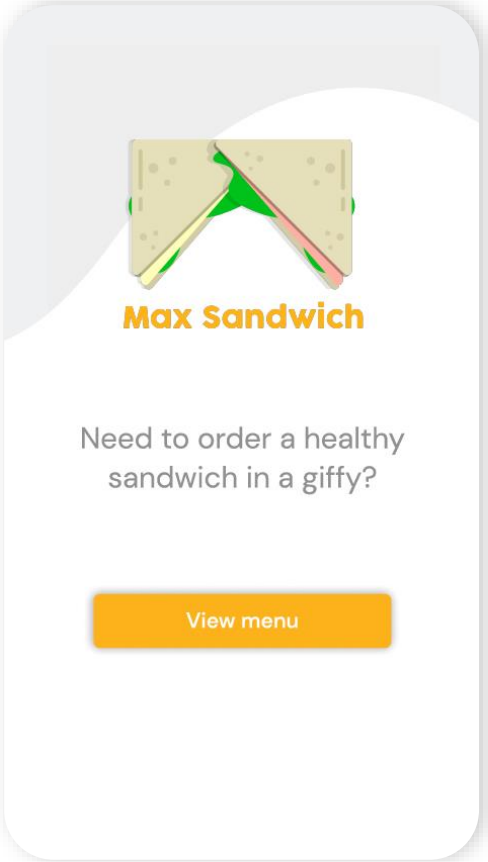
Project overview

The product:

Max Sandwich is a local sandwich restaurant located in the suburbs of a metropolitan area. Max Sandwich strives to deliver healthy, specialty. They offer a wide spectrum of competitive pricing. Max targets customers like working mothers, elders and other busy workers who lack the time or ability to prepare a lunch or dinner at home.

Project duration:

May 2019 to August 2019



Google

Project overview



The problem:

Working mothers do not have time in this pandemic for cooking most of the time and also elderly customers who stay alone do not have access to kitchen.



The goal:

Design an app for Max Sandwich that allows users to easily order and deliver fresh, healthy sandwiches.

Project overview

My role:

UX designer designing an app for max Sandwich 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 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 mothers who don't have time to cook meals.

This user group confirmed initial assumptions about Max Sandwich 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

Time and Access

Working mothers and elderly customers who are too busy or inaccessible to kitchen to spend time on meal preparation

2

Accessibility

Platforms for ordering food are not equipped with assistive technologies

3

IA

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

Persona: Amelia

Problem statement:

Amelia is a busy working mother of two children who needs easy access to healthy food ordering options because they have no time to cook dinner for themselves.



Amelia Williams

Age: 32

Education: Under Graduate

Hometown: Melbourne, Australia

Family: Married with a 2 year old son

Occupation: Journal Manager for a publishing company

Goals

- As a newly promoted Journal Manager, has more responsibilities in managing the team and mentoring them.
- In the process of post maternal weight reduction process and would concentrating on reducing it by end of 2021

Frustrations

- Difficulty in managing a team of 8-10 along with house hold work in this covid situation working from home
- Cooking can be some times difficult when managing both office and household along with the 2 year old kid

Amelia is a newly promoted Journal manager leading a team of 8-10 Journal editors. Amelia like spending more time with his son playing and also very much cautious on healthy diet foods. She wish to get relieved from the kitchen works at time when there is too much work load at office.`

Persona: Brenda

Problem statement:

Brenda is an elderly leady who needs easy access to healthy food ordering options because they have no access to kitchen to cook dinner for themselves.



Brenda Collins

Age: 61

Education: High School

Hometown: Melbourne, Australia

Family: Widowed, with one housemaid

Occupation: Home maker

Goals

- Spending time with neighbor children
- Access to good food which help in better digestions and good hours of sleep

Frustrations

- The covid situation has restricted my maid to visit me for my meal preparation.
- I had to prepare my own which is quite tedious at time.
- Foods ordered outside might give me digestion problems

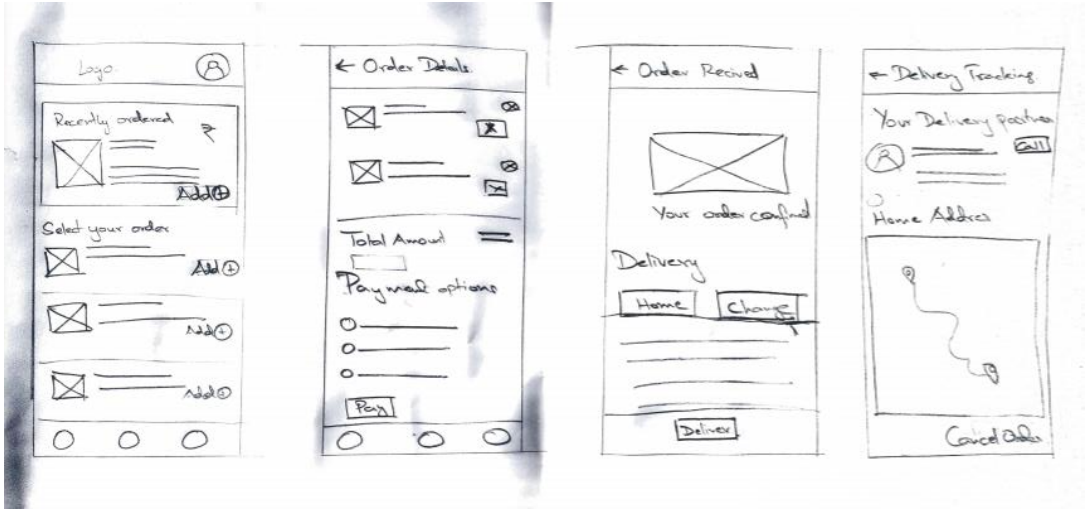
Brenda is a senior citizen living alone and her housemaid visits her for preparing her mail. She spends most of her time watching tv and knitting. She is a digestion issue when food was ordered from restaurants.

Starting the design

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

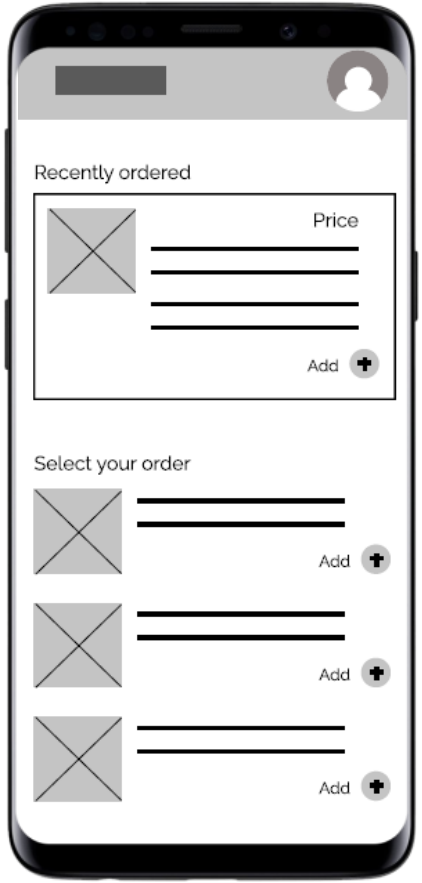
Paper wireframes

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 a quick and easy ordering process to help users save time.



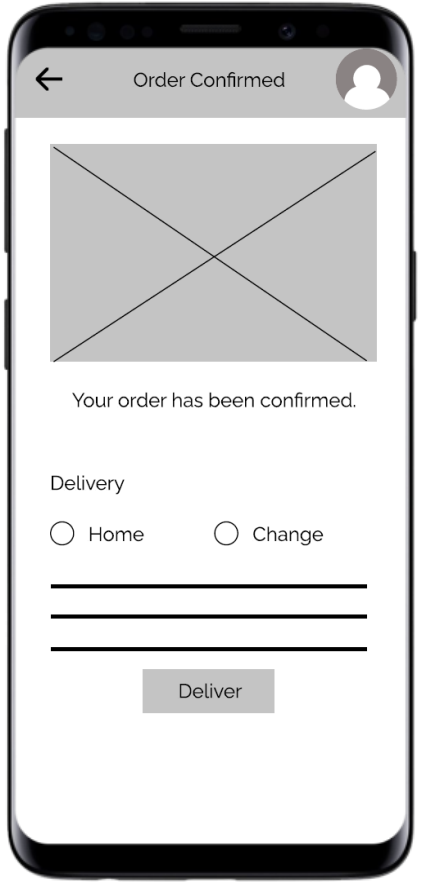
Digital wireframes

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



Digital wireframes

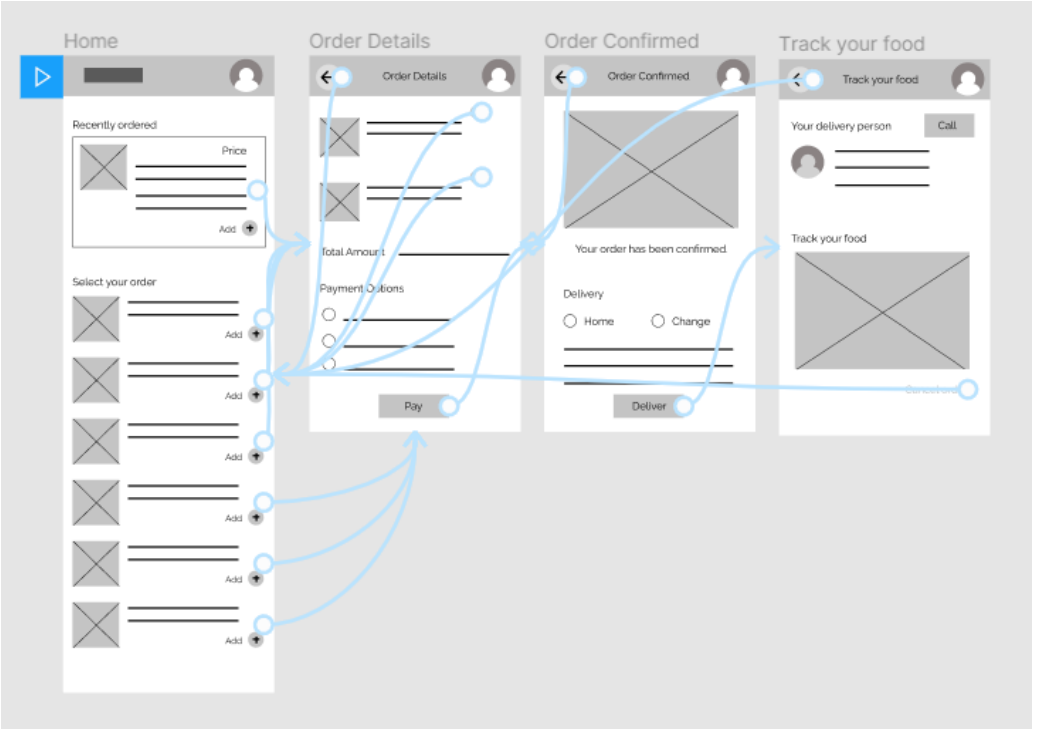
Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.



Low-fidelity prototype

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

View the Max Sandwich 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 to order sandwich quickly
2. Users want customization in address
3. Users want a delivery tracking option

Round 2 findings

1. The checkout process has too many unnecessary steps

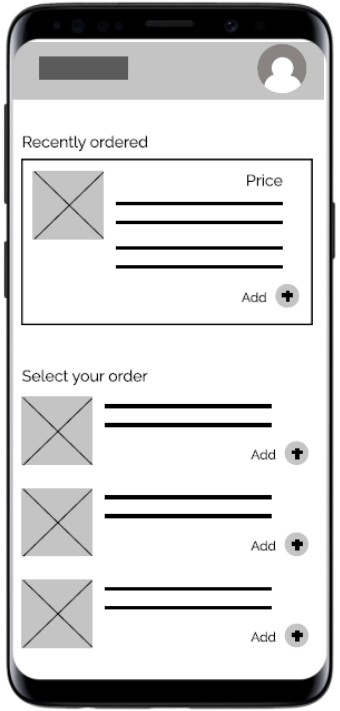
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

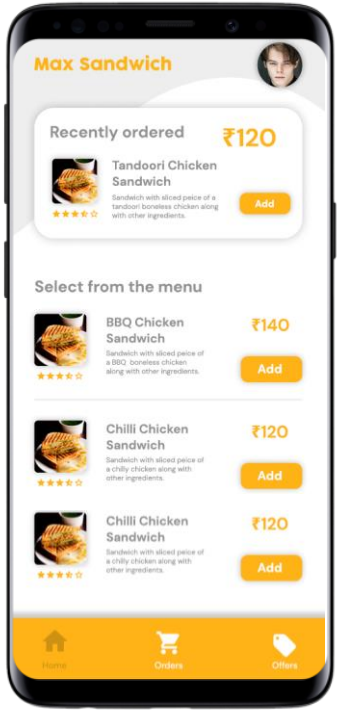
Mockups

Early designs allowed for some customization, but after the usability studies I revised the design so users see all the necessary information's when they first land on the screen.

Before usability study



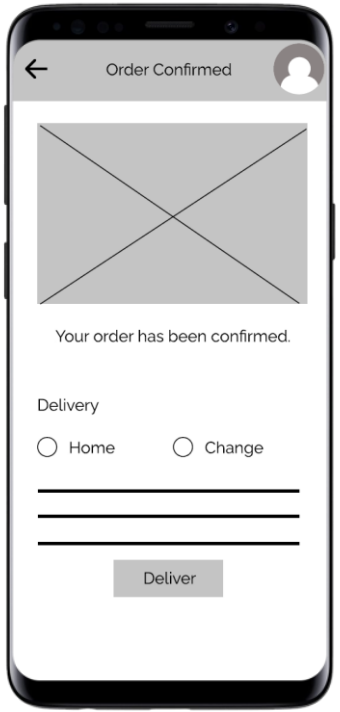
After usability study



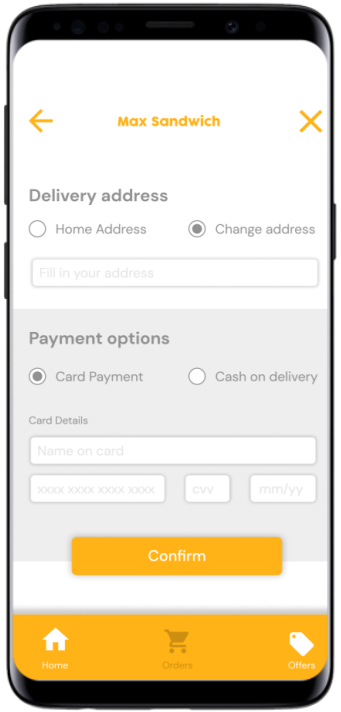
Mockups

The second usability study revealed frustration with the address customization. To streamline this flow, I created options for delivery addresses screen.

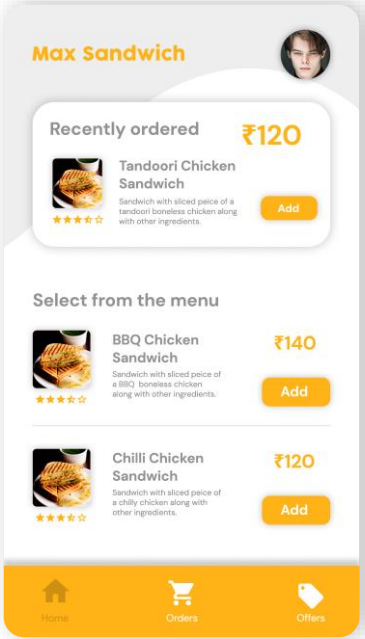
Before usability study

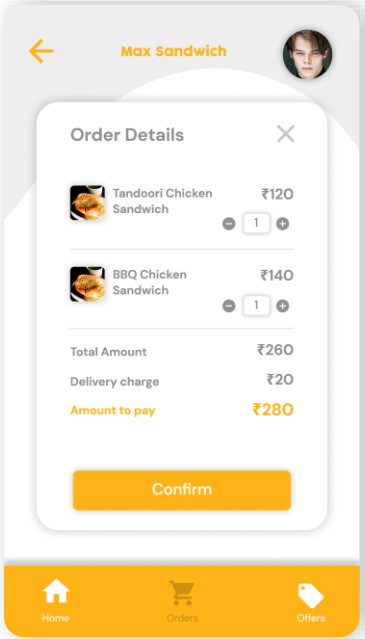


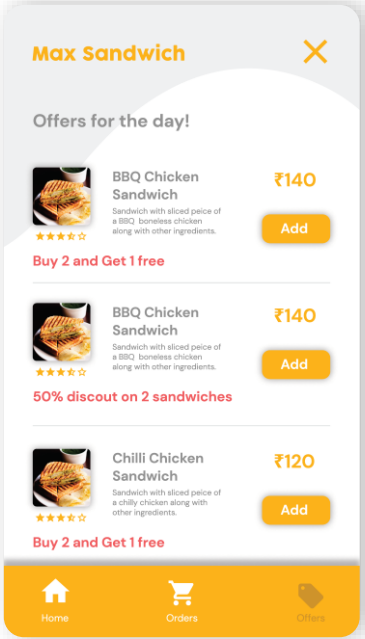
After usability study

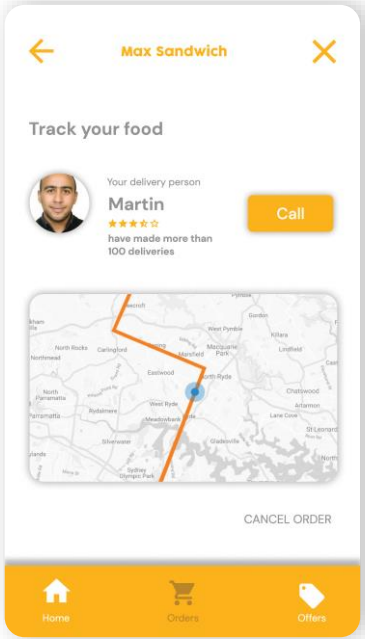


Mockups


Max Sandwich
Recently ordered
₹120
Tandoori Chicken Sandwich
Sandwich with sliced peice of a tandoori boneless chicken along with other ingredients.
Add
Select from the menu
BBQ Chicken Sandwich
₹140
Sandwich with sliced peice of a BBQ boneless chicken along with other ingredients.
Add
Chilli Chicken Sandwich
₹120
Sandwich with sliced peice of a chilly chicken along with other ingredients.
Add
Home
Orders
Offers


Max Sandwich
Order Details
Tandoori Chicken Sandwich
₹120
1
BBQ Chicken Sandwich
₹140
1
Total Amount
₹260
Delivery charge
₹20
Amount to pay
₹280
Confirm
Home
Orders
Offers

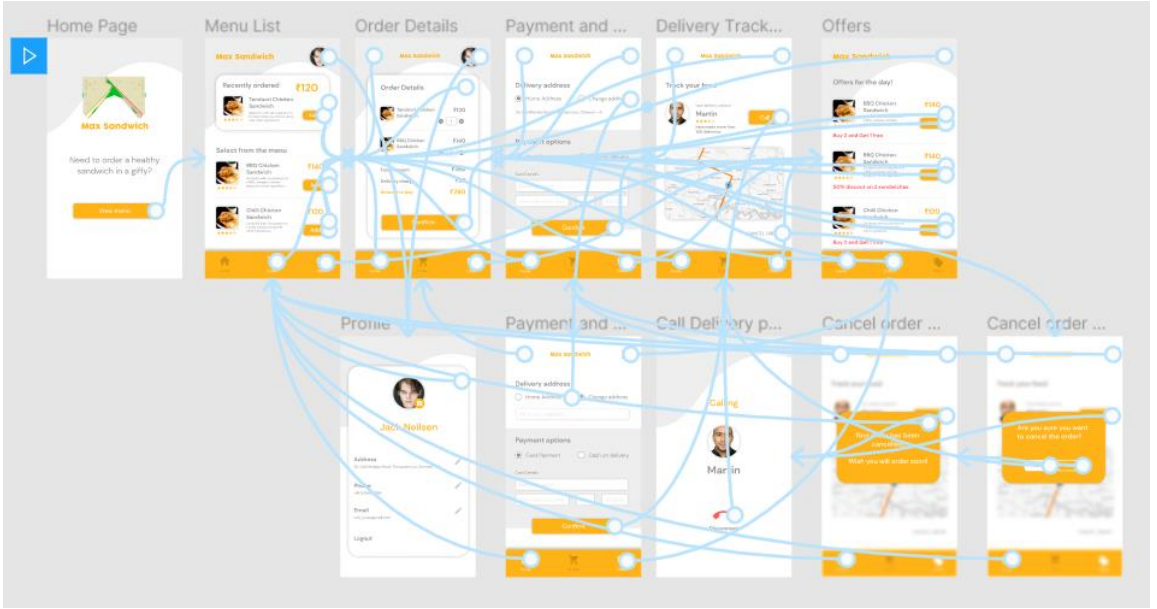

Max Sandwich
Offers for the day!
BBQ Chicken Sandwich
₹140
Sandwich with sliced peice of a BBQ boneless chicken along with other ingredients.
Add
Buy 2 and Get 1 free
BBQ Chicken Sandwich
₹140
Sandwich with sliced peice of a BBQ boneless chicken along with other ingredients.
Add
50% discout on 2 sandwiches
Chilli Chicken Sandwich
₹120
Sandwich with sliced peice of a chilly chicken along with other ingredients.
Add
Buy 2 and Get 1 free
Home
Orders
Offers


Max Sandwich
Track your food
Your delivery person
Martin
have made more than 100 deliveries
Call
CANCEL ORDER
Home
Orders
Offers

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for ordering sandwich and checkout. It also met user needs for delivery option as well as more customization.

View the Max Sandwich high-fidelity prototype



Accessibility considerations

1

Better color usages for people with color blindness based on contrast

2

Used icons to help make navigation easier.

3

Used detailed imagery for sandwiches to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app makes users feel like Max Sandwich really thinks about how to meet their needs.

One quote from peer feedback:
“The app made it so easy to order my sandwich without any hassle! I would definitely use this app as a go-to for a delicious, fast, and even healthy sandwich.”

What I learned:

While designing the Max Sandwich 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 Max Sandwich app! If you’d like to see more or get in touch, my contact information is provided below.

Email: Chennai.dribbler.com
Website: www.zaufolio.com

Thank you!