Lia’s Deli App Project

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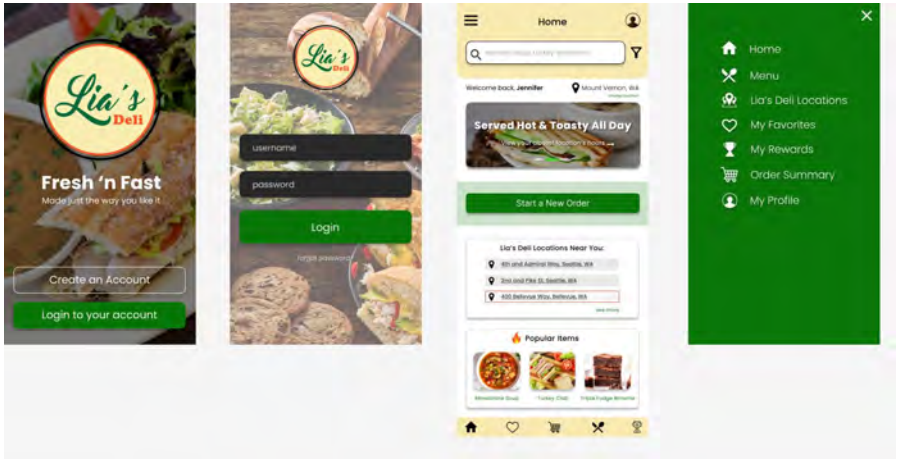
Project overview – Lia’s Deli App

The product:

I designed an app for Lia’s Deli for customers to order food, pay for their food, and choose how, when and where they want to receive their order.



Project duration:

May 2023 – September 2023

Project overview

The problem:

Lia's Deli serves lunch to busy customers in urban areas. They would like to reduce the wait-times for customers and streamline food preparation, so they need a mobile app where customers can place orders and choose when, where and how to receive their order.

The goal:

For customers to place orders and pay for them on the app which will streamline and speed up the ordering process.

Project overview

My role:

I worked on this project as the UX designer, UX researcher, and project manager.

Responsibilities:

To complete this project I was responsible for:

- Initial User Research
- Storyboards
- Wireframing
- Prototyping
- Usability Study

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Understanding the user

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

User research: summary

I did a competitive audit for user research. I compared 3 different deli apps to view the functionality, design, and user experience they all offered. I learned a lot about strengths, opportunities, and weaknesses of 3 different deli food ordering apps including Panera, Potbelly, and Lunchmasters.

I made assumptions about the steps that a user would take to order food. I assumed the user would simply look at menu items, choose them, and click “order” and then go through checkout. After the competitive audit I discovered they all used a different process and took information at different points during the user experience – each was unique and tailored to their users. I realized I need to tailor the user experience to my targeted users instead of creating the process based on how I would order food on an app.

User research: pain points

1

Time

Busy employees don't have time to spend waiting in line at delis for lunch

2

Cost

People expect high prices of deli food to be accompanied by an app that is user-friendly and streamlines ordering

3

Social Distancing

People who lived through Covid now social-distance naturally (and have become anti-social) and they find it uncomfortable to order food from a person as opposed to an app

Persona: Allison Hanvey

Problem statement:

Allison is a busy junior architect who needs an app that lets her purchase large food orders during the weekdays at lunch time and have them ready on time because she is very busy and she needs a reliable way to feed her co-workers with ease.

Allison Hanvey

Age:	23
Education:	Bachelors degree
Hometown:	Boston, MA
Family:	Lives with roommates, parents live nearby; no pets
Occupation:	Junior employee at an architect firm

"I live my life constantly on the go!"

Goals

- Allison orders lunch for her 12 co-workers and herself a few times a week. She likes to order from a local deli.
- She wants her orders ready quickly and all at the same time
- She wants the hot orders to stay hot for up to an hour after picking up
- She needs accurate orders

Frustrations

- Her deli order is sometimes wrong
- The order isn't always hot when she brings it to her co-workers
- Even though she asks for the order to be ready at noon it's not always ready

Allison Hanvey is a 23-year-old junior architect. She is brand-new with her firm in Boston, which is also her hometown. Her parents live nearby but she lives with roommates in an apartment. She doesn't have any pets. She lives her life on the go. She's either in her car, on the phone, at work, hanging out with friends going to wineries or local bars, working out at her local gym, or sleeping. She doesn't have time for much else. She needs fast Wi-Fi wherever she goes and prefers to hang out with a group of friends that are the same age and have similar interests. She rarely visits her parents even though they are close-by because they are retired and they talk and move way more slowly than she is used to. She likes to order food from a local deli and would love if they had an app she can pre-order from.

Persona: **Marcos Silvia**

Problem statement:

Marcos is a busy IT manager and family man who needs an app that lets him reserve a table and pre-order food simultaneously because he doesn't have time to wait for his orders and he needs to optimize productivity.

Marcos Silvia

Age: 52
Education: MBA
Hometown: Mexico City
Family: Lives with wife and 2 teen boys, and they have 2 dogs and a cat
Occupation: Director of engineering at a small IT firm

"I work hard and play hard! I love spending time with my sons and my wife."

Goals

- Marcos wants to order his lunch from his phone ahead of time
- He wants to let the deli know which days he'll be there so they have a table ready for him and lunch ready as well
- He wants fast Wi-Fi and a quiet table in the back where he can work

Frustrations

- He has to wait for a table, sometimes up to 20 minutes, which is time he could be working
- His lunch orders sometimes take too long to make
- Sometimes they place him at a table next to lots of people and he can't concentrate

Marcos Silvia is a 52-year-old director of engineering at a small IT firm based in New York City. He lives in Seattle with his wife and 2 teen sons and they have 2 dogs and a cat. He works hard at his job but when he's not working he's spending time with his family. They enjoy water skiing in the summers and hitting the slopes in the winters. They are an active family and their sons are in sports most of the academic year, and Marcos tries to make it to as many of their games as possible. His wife works full-time as a pediatrician and has her own practice. He walks his dogs twice a day. Marcos works remotely most of the time as does the rest of his staff. He oversees 10 engineers and 2 administrative assistants. He has a lot of meetings and needs to be productive most of the time while at work and needs fast and reliable Wi-Fi for meetings. He enjoys going to his local deli for lunch where he can eat and work at the same time.

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User journey map

Mapping Allison's user journey revealed how helpful it would be to add a feature that estimates the number of bags and drinks she will need to carry so she comes prepared.

Persona: Allison Hanvey

Goal: Order, pick up and deliver lunch for 6 people in office

ACTION	Order lunch on app for 6 people	Leave office to pick up order	Walk to restaurant (5 min walk)	Wait at restaurant for food	Pick up order	Bring order back to office
TASK LIST	a) Open app b) Browse through lunch options c) Choose lunch option for self d) Choose lunch options for co-workers d) Add options to cart e) Look at optional add-ons (drinks, dessert) f) Choose add-ons g) Choose pick-up time h) Pay for order	a) Watch app to see how long the order takes to be ready b) Leave desk after 30 minutes c) Walk outside	a) Walk to restaurant b) Check app while walking to make sure order is almost ready c) Arrive at restaurant	a) Arrive at restaurant b) Talk to the hostess, ask if order is ready c) Wait a little longer for order to be finished	a) Order is finished and ready and paid for b) Allison realizes order is too big to carry by herself, she wishes she brought a bag or a friend to help c) Allison picks up half the order that she can carry	a) Allison walks half the order back to the office b) She returns for the other half c) She picks up the other half, returns to the office d) She wishes she had the order delivered instead of pick-up
FEELING ADJECTIVE	a) Hungry b) Excited c) Interested	a) Still hungry b) Starting to get hangry c) Frustrated d) Eager	a) Hangry b) Tired	a) More hangry b) Annoyed c) Curious	a) Relieved b) New worry c) Confused d) Frustrated	a) Upset b) Writing a bad review c) Hangriest of all
IMPROVEMENT OPPORTUNITIES	a) Possibly add "previous" selections as pop-up options b) Create option for delivery c) Give lots of options to pay (credit card, pay in person, etc)	a) None	a) Put timeline of order creation on the front of the app where she can see it and pictures of what she ordered b) Put map of where to go on the app so she doesn't have to open a separate map app	a) Put more pictures of food at the top as the order is being completed or green checkmark or something positive to help with the hangry customer	a) Go back in creation of app and add a feature to estimate the number of bags and drink carriers she will need so she comes prepared b) Possibly include pop-up with reminder of the # of bags and drink carriers	a) Add a feature for comments and reviews after the order is done in the app and send a reminder email to review so they know what happened and that she had to make 2 trips, and won't write a bad Google or Yelp review b) If they give a 5 star review offer apologies and generous coupon for future order

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User journey map

Mapping Marcos' user journey revealed that it's important for the app to let the hostess know that the user not only wants lunch ready but will also be sitting at a booth/table so their food is delivered there.

Persona: Marcos Silvia

Goal: Sit at restaurant, eat lunch, work while eating

ACTION	Order lunch on app & make reservation	Leave house to go to restaurant	Walk to restaurant (5 min walk)	Wait at restaurant for food then wait for table	Talk to hostess	Eat lunch at table, work on computer
TASK LIST	a) Open app b) Figure out how to make a table reservation for noon c) After making a reservation do a separate function to order food for take-out at noon	a) Leave house b) Check app to see status of table and order separately c) Check email for status of table and order	a) Walk to restaurant b) Check app while walking to verify order and table are ready at the same time c) Check email from work, check texts from kids and wife	a) Arrive at restaurant b) Wait for food and table c) Check emails while waiting, respond to emails, while checking app	a) Once hostess is available let her know he has a table ready but he needs his lunch order delivered to his table b) Go to table, wait for lunch c) Start working, connect to WiFi, answer emails d) Lunch doesn't come; go to front area, find lunch waiting in bags (there was a shift change with hostess and they didn't communicate)	a) Eat lunch b) Give bad review on Yelp c) Work using WiFi d) Worry they will spit in his food next time he arrives at restaurant b/c of bad review
FEELING ADJECTIVE	a) Hungry b) Worried c) Excited	a) Hungry b) Frustrated c) Hurried d) Stressed	a) Distracted b) Hungry c) Stressed	a) Hungry b) Annoyed c) Not patient d) Stressed	a) Frustrated b) Hangry c) Really angry when lunch doesn't come	a) Full, satisfied b) Angry c) Vengeful d) Worried e) Resolved
IMPROVEMENT OPPORTUNITIES	a) Create a feature for people who want to pre-order their food to arrive at their reserved table at a specified time b) Make this functionality work together on the same screen	a) Create pop-up notifications for order and table status both, possibly on the same notification b) On the front page of the app add both notifications there as well so he doesn't have to jump between screens	a) Put map of where to walk to restaurant embedded in app (Google maps?) b) Maybe remind him in a pop-up not to walk into traffic	a) Put pictures at the top of the app and in the notifications of the food he's going to eat so he doesn't start eating his phone b) Give him positive notifications and reminders on the app to prevent hangry customers from making bad reviews	a) When new feature is created to make lunch order and table reservation together, inform hostess and wait staff so there aren't miscommunications about where to put the order b) Make sure there's a strong WiFi connection at the restaurant	a) Prevent the user from adding a review until after their food has been delivered and asken so they don't make hangry comments that are fuelled by the fact that they had to wait for their food (give them the option over notification and email about 30 min after meal is delivered) b) Make sure table has an outlet to plug computer cord into

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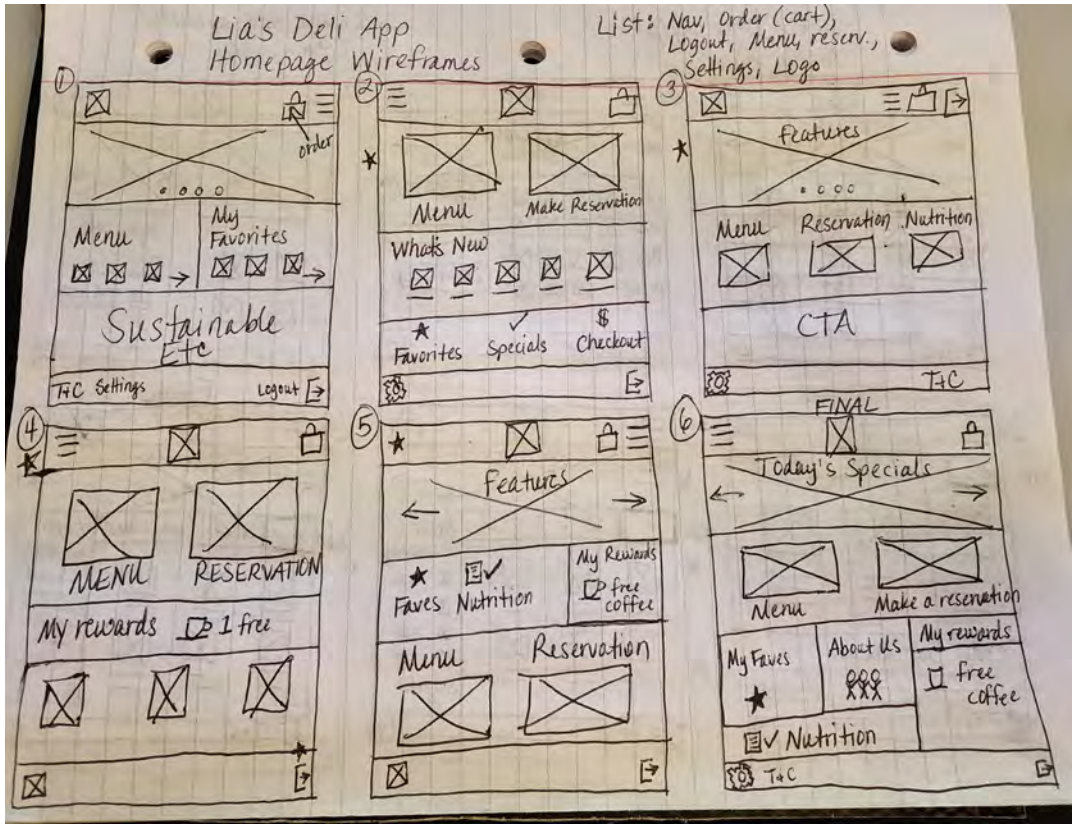
Starting the design

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

Paper wireframes

As I was creating paper wireframes for Lia's Deli App, my goals were to clearly demonstrate how a user could navigate from the homepage of the app to the menu, put together an order, and successfully checkout.

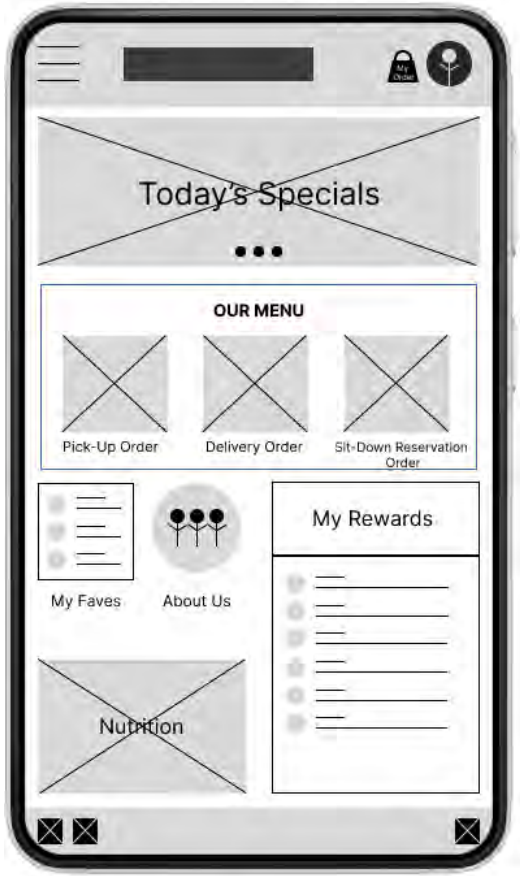


Digital wireframes - Home

Here is an example of the home screen for Lia's Deli App. I used the Gestalt principle of common region (by putting groups of information in boxes like the menu items), and the principle of similarity (where the 3 boxes in the menu do the same function).

As I designed the homepage I wanted to keep a few items in mind that are important to users. They like to see daily specials, just a few menu options, their favorites, rewards, and nutrition facts.

The user research proved that users like to see daily specials. They frequently order from these.



The user research proved that users like to see their rewards and they feel more loyal to a company that gives them benefits for returning.

The user research proved users like to view nutrition information in a separate area, not on the menu options.

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Digital wireframes - Checkout

Here is an example of the checkout screen for Lia's Deli App. I used the Gestalt principle of common region (by putting groups of information in boxes) and the principle of proximity (by putting elements close together that are related like "Your Information" and "Credit Card Information").

I organized the information and user responses needed in a logical flow. First the user reviews the order again, and decides if they want to use their rewards. Second they look at the total to see if it's what they expected. Third they decide how to receive the order. Finally, they enter their name/address and credit card info, then submit the order.

I wanted the order flow to be as simple as possible even though there's a lot of information on this screen.

The order summary is repeated in the wireframes many times including on the checkout page because user research suggested that users make mistakes on their orders and it's important for them to have many chances to review their order to ensure it's accurate.

The user research proved that many users that work remotely from home and live near Lia's Deli want to make a sit-down reservation at the restaurant and have their order ready when they arrive so this page makes it easy to do that.

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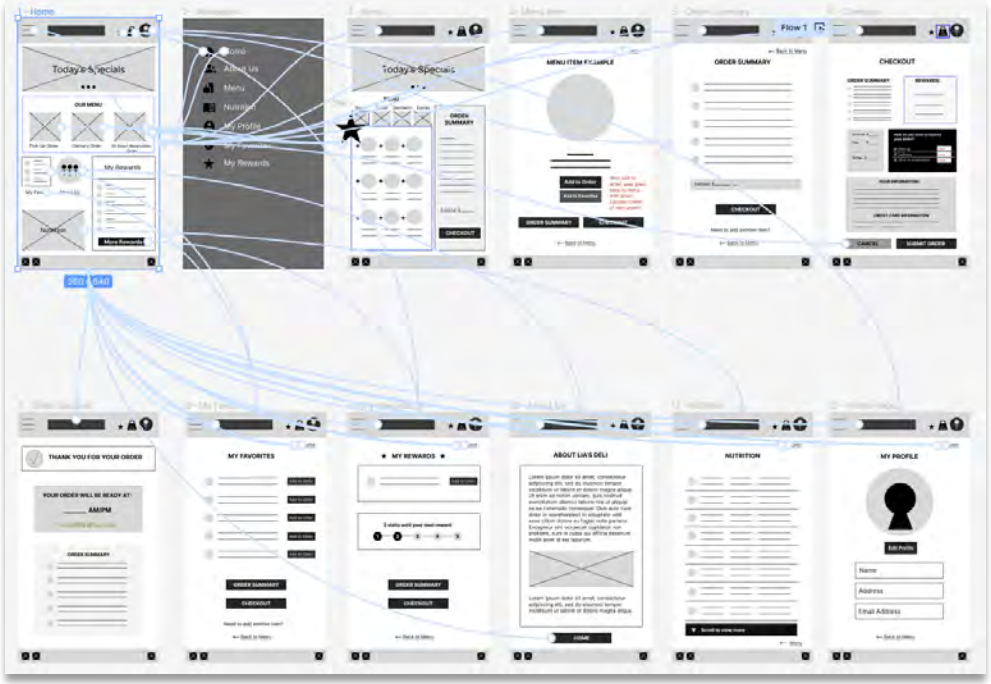
Low-fidelity prototype

Lia's Deli Prototype

This prototype starts on the homepage of the Lia's Deli App. The user will usually go from the homepage to the deli menu, choose their items and add items to their cart, checkout, and see a confirmation screen. They can also do other miscellaneous tasks like view nutritional info, view their favorites and favorite items, view rewards, etc.



Usability study: findings

A usability study was done for Lia's Deli App using 5 participants on August 23rd and 24th, 2023. They were asked to use the prototype and complete tasks. Then they shared how the experience was for each task. This activity brought to light some common themes of issues the users had using the app, and I discovered insights that will improve the app.

Round 1 findings

1. the icon for favorites needs to be changed throughout the site and possibly described with text under the icon
2. the receive order options on the homepage should be removed and possibly switched out for an alert instead
3. there needs to be another confirmation page after the order summary page so the users can ensure their order information and payment information info is correct before final submission

Round 2 findings

1. the submit and cancel order buttons need a decent amount of separation so the user doesn't click the wrong button, and upon cancelling the order the user should see a pop up "are you sure you want to cancel your order?"
2. there needs to be a way to enter as a guest and not have to create an account
3. The home button going back to the welcome/splash page issue needs to be fixed.

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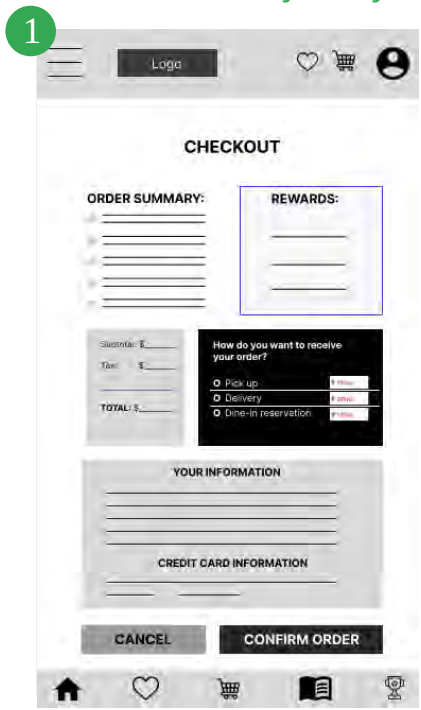
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

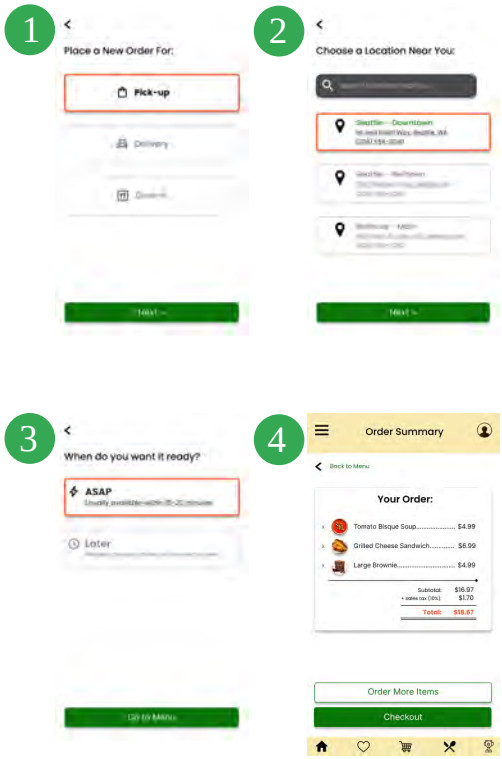
Mockups

At first, I thought the user would want to select how, where and when they want to receive their order when they are checking out. During the first usability study I found out that the users assumed they would be asked these questions at the very beginning so I had to move the process to the front of the user flow. I also increased the number of steps pertaining to the questions.

Before usability study



After usability study



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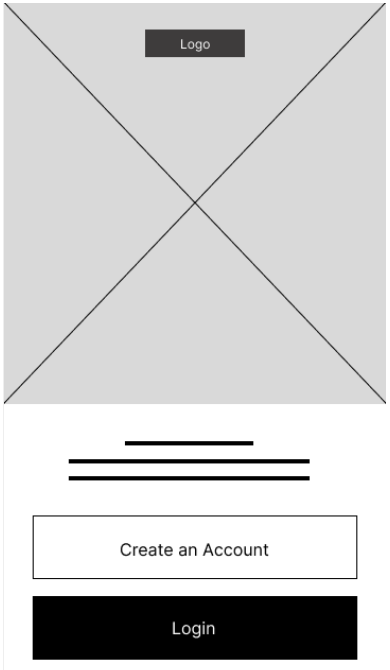
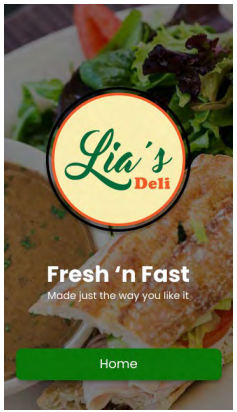
Mockups

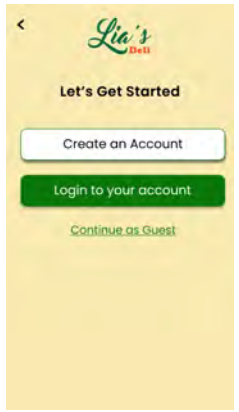
I was convinced that I had worked out all the issues after the first usability study. After the second one I found out the users wanted to checkout using a guest option and didn't always want to login. That is understandable so I altered the login process. Instead of Creating Account / Logging in up front, I had the welcome screen go to the homepage and when the user clicks "start order" then they can either login or Continue as Guest.

Before usability study 2

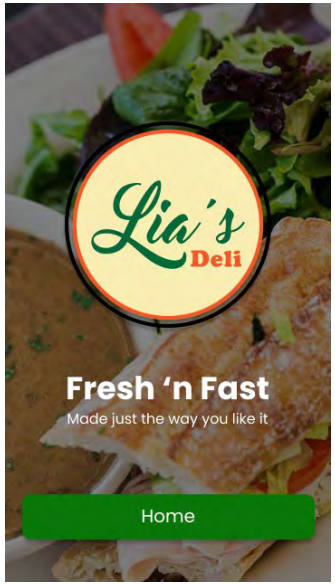


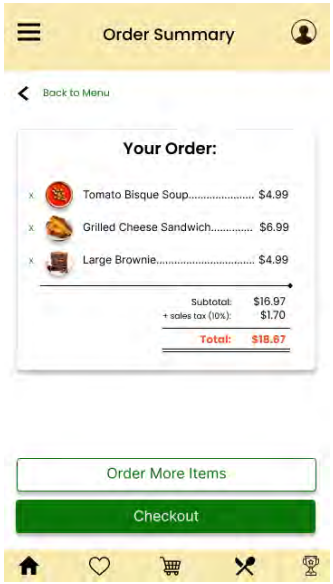
After usability study 2

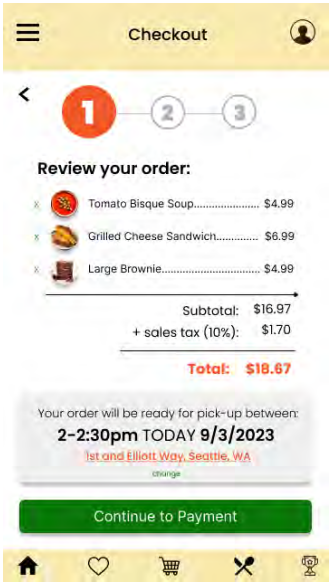


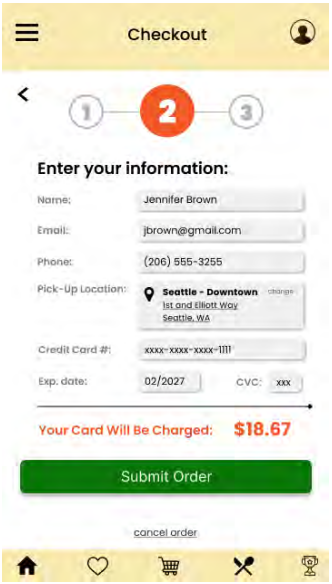


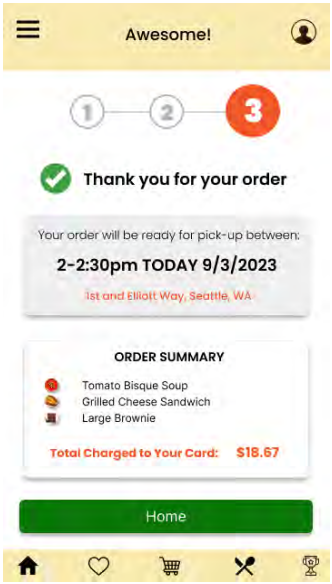
Key mockups


Lia's Deli
Fresh 'n Fast
Made just the way you like it
Home


Order Summary
Back to Menu
Your Order:
Tomato Bisque Soup..... $4.99
Grilled Cheese Sandwich..... $6.99
Large Brownie..... $4.99
Subtotal: $16.97
+ sales tax (10%): $1.70
Total: $18.67
Order More Items
Checkout


Checkout
1 2 3
Review your order:
Tomato Bisque Soup..... $4.99
Grilled Cheese Sandwich..... $6.99
Large Brownie..... $4.99
Subtotal: $16.97
+ sales tax (10%): $1.70
Total: $18.67
Your order will be ready for pick-up between:
2-2:30pm TODAY 9/3/2023
1st and Elliott Way, Seattle, WA
change
Continue to Payment

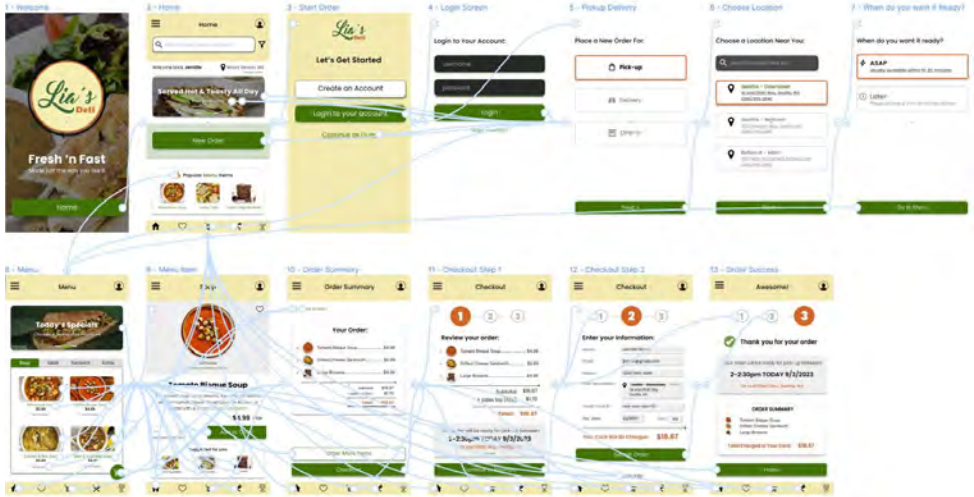

Checkout
1 2 3
Enter your information:
Name: Jennifer Brown
Email: jbrown@gmail.com
Phone: (206) 555-3255
Pick-Up Location: Seattle - Downtown change
1st and Elliott Way
Seattle, WA
Credit Card #: xxxx-xxxx-xxxx-1111
Exp. date: 02/2027
CVC: xxx
Your Card Will Be Charged: $18.67
Submit Order
cancel order


Awesome!
1 2 3
Thank you for your order
Your order will be ready for pick-up between:
2-2:30pm TODAY 9/3/2023
1st and Elliott Way, Seattle, WA
ORDER SUMMARY
Tomato Bisque Soup
Grilled Cheese Sandwich
Large Brownie
Total Charged to Your Card: $18.67
Home

High-fidelity prototype

Lia's Deli Prototype

This high-fidelity prototype starts on the welcome/splash page of the Lia's Deli App. Images and color are now a part of the prototype. The user will typically go to the homepage and click "start an order" to create a new order and go through the prompts to choose how, when, and where to get the order, and then go through checkout.



Accessibility considerations

1

I considered color contrast for accessibility purposes. I did determine that white text on the green background color that I chose worked fine for accessibility, and even white text on the secondary orange color I chose worked. I also looked at the content to determine if the color contrast was accessible and it was.

2

I chose many icons to use throughout the app for accessibility reasons. If the user has a hard time finding the page they want if they don't speak English or if they have visual impairment, they can easily find the homepage with the home icon, the cart page with the cart icon, etc.

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Going forward

- Takeaways
- Next steps

Takeaways

Impact:

After conducting usability studies and refining my designs twice, one of my users stated,

"that was an easy process, very simple and straightforward."

Another user exclaimed,

"that was a pretty slick process!"

Also, the usability score improved from an overall total of **28** to a **20** which is approximately a **29%** improvement!

What I learned:

I learned that the initial wireframes are just a place to get started in the design process. What I thought would be my final design changed massively over the course of wireframing, prototyping and mockups, user research, and learning and applying insights from the design research.

I also learned the impact of designing with accessibility in mind, and including diverse participants in user research are both key components to empathizing with users and designing for a broad number of people.

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Next steps

1

Researching material.io's resource page, Figma's community page, and Youtube Figma tutorial videos to continue to expand my design knowledge (especially in using Figma) to equip me in a new job as a UX designer, which is my end goal.

2

Utilizing the skills I gained creating Lia's Deli App, I would like to create another app that could possibly be used in the real world and finding a developer to help me create it and sell it on the Apple and Android marketplaces.

3

I would like to use this case study in my portfolio which highlights my experience in user research, app design, and empathizing with users so my portfolio can help me get a job in UX design.

Let’s connect!

My name is Melinda Thome. I live in Washington State, and I have an MBA from Northwest University. I am an aspiring UX Designer. I have spent 15+ years designing WordPress websites for clients in the Pacific Northwest, and I have been a contract employee at Microsoft on and off since 2007. In my last role I served as a communications and visual design consultant at Microsoft in the sales division. Because of my love of design and my experience in a large software company I would like to transition to corporate UX design which is why I’m working on the Google UX Design Certificate.

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Thank You

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