

Lorenzo's: Mobile Ordering App

Liam Haeffele

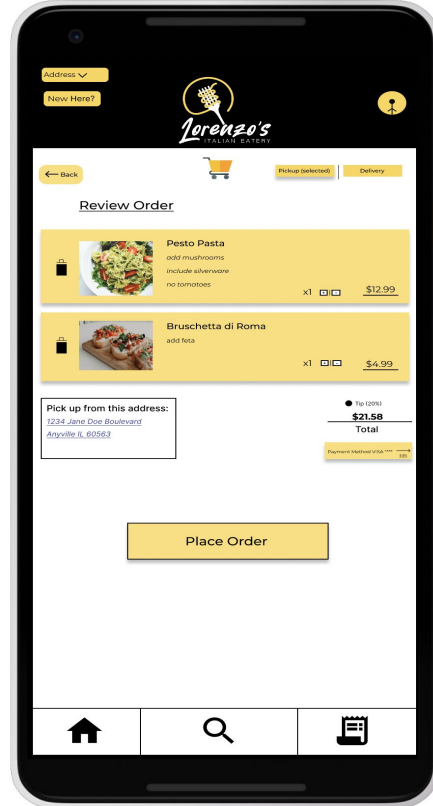
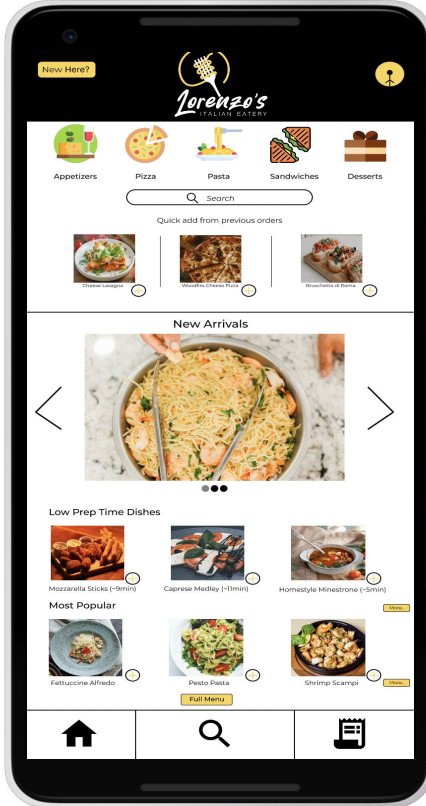
Project overview

The product:

Lorenzo's is a homestyle Italian eatery that seeks to deliver high-quality meals at an affordable price, with an intuitive & accessible menu that allows users to look at dishes with low-prep times. This app's development was in response to a percentage of users with full-time jobs and families who don't regularly have the time to cook meals.

Project duration:

March 2023 – June 2023



Hi-fi home screen + cart pages

Project overview



The problem:

Ambitious professionals with families rarely have the time to cook themselves meals after work. Accessibility issues with current menus.



The goal:

Design an app for Lorenzo's that allows users to quickly add meals from previous orders, select meals with low-prep times, and enjoy a low-cost offering.

Project overview



My role:

UX designer & researcher, spearheading creation of the mobile experience from start to finish.



Responsibilities:

Conducting usability studies, creating lo-fi and hi-fi prototypes, paper & digital wireframes, iterating on designs, and taking measures to improve accessibility.

Understanding the user

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

User research: summary



I conducted two unmoderated usability studies and produced empathy maps & user personas to better identify user traits. A major group found through research was working professionals (with or without families) who don't have time to cook meals consistently.

Initial assumptions were confirmed, but a user survey revealed that other factors, such as desire to be doing other things, along with pain points surrounding hidden fees are among other issues users face with the current offering.

User research: pain points

1

Time

Working adults don't have the time, especially with commutes, to make daily meals

2

Cost

Exorbitant or hidden fees that make having food delivered too costly

3

Accessibility

Platforms and online menus have limited accessibility features, such as:

- native screen readers
- hi-res menu photos for visually impaired
- lack of readability

Persona: **Rebecca**

Problem statement:

Rebecca is a *emergency paramedic with a hectic schedule*

who needs a *cost-effective mobile takeout option* because *she doesn't have the time to cook for herself & her daughter.*



Name: Rebecca

Age: 39

Education: Master's degree

Hometown: Salem, Oregon

Family: Shared custody of one small child

Occupation: Paramedic

"Inspiration does exist, but it must find you working." -Pablo Picasso

Goals

- Find a mobile-ordering food app that saves time and allows for a lifestyle on-the-go
- Balances the cost of convenience and her desire to be budget-conscious

Frustrations

- Lack of time with intense and unpredictable work schedule
- Concerned about saving money, being budget-conscious
- Taking child to extracurriculars means less time to cook

Rebecca is a 39 year old emergency paramedic who shares joint custody of her young daughter with her ex-husband. As a paramedic, she has an extremely hectic work schedule and regularly is expected to alternate her shifts. Rebecca would like a budget-friendly mobile takeout app that saves time managing her intense professional obligations and raising a young child.

User journey map

Looking at Rebecca's mock journey made it clear how helpful it might be to have a Maps shortcut upon placing an order, and to offer dishes with low-prep times during peak meal hours.

Persona: Rebecca

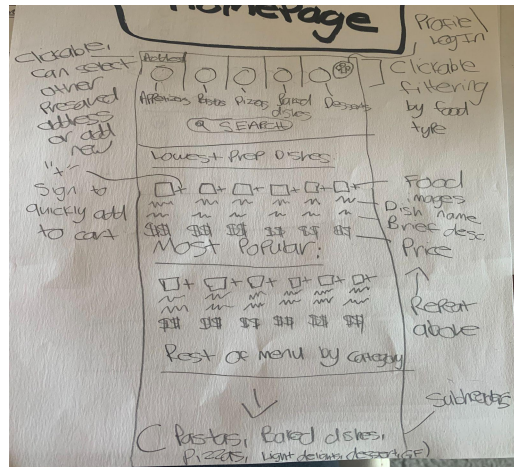
Goal: To order Italian takeout so that she can spend less time cooking with her intense professional obligations and raising a small child.
The app being designed is a budget-friendly mobile ordering app for an Italian restaurant. (Rebecca is an emergency paramedic with a very "on-the-go" lifestyle and cares about saving money).

ACTION	Begin browsing restaurant apps after getting home from work	Decide on restaurant to order from	Browse menu and decide what she & her daughter want to eat	Place order	Food is prepared, Rebecca arrives for pick-up
TASK LIST	Tasks A. Choose restaurant nearby B. See if pickup options are available to save some money C. Decide on which restaurant she wishes to order from	Tasks A. Double-check pickup times B. Select restaurant with low fees / tax C. Look for promo codes	Tasks A. Find menu items that offer the best balance of cost and portion sizes B. Let her daughter browse the menu C. Review subtotals	Tasks A. Enter restaurant address into her GPS B. Select / enter payment method C. Order confirmation	Tasks A. Allow some time for food to be prepared B. Leave apartment, enter vehicle C. Enter restaurant address into GPS and select fastest route D. Pick-up food
EMOTIONS	User emotions - Tired - Stressed	User emotions - Hopeful - Energized	User emotions - Flustered - Excited	User emotions Relieved	User emotions - Alert - Overwhelmed - Happy
IMPROVEMENT OPPORTUNITIES	Area to improve Show cost differential between pickup and delivery	Area to improve Offer in-app promo codes for returning customers	Area to improve During peak hours, push dishes with the fastest prep times toward the top?	Area to improve Haptic feedback, sound, and notification for order confirmation	Area to improve Better routing, offer in-app GPS shortcut so Rebecca doesn't have to open Google Maps

Paper wireframes

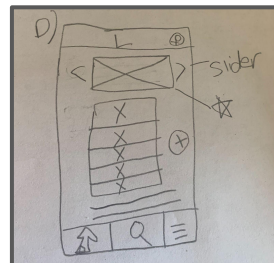
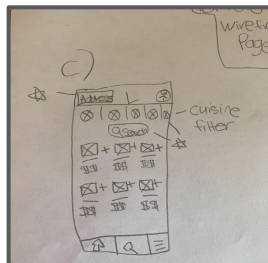
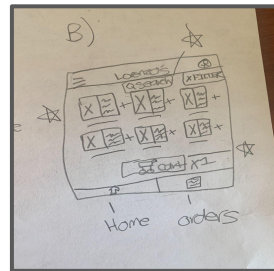
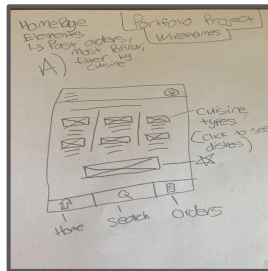
Making unique renditions
of the home screen
helped me to prioritize
which elements I felt
were most vital. It led me
to create a **streamlined
menu with time-saving
options front and center.**

Final design



Different home screen
layouts

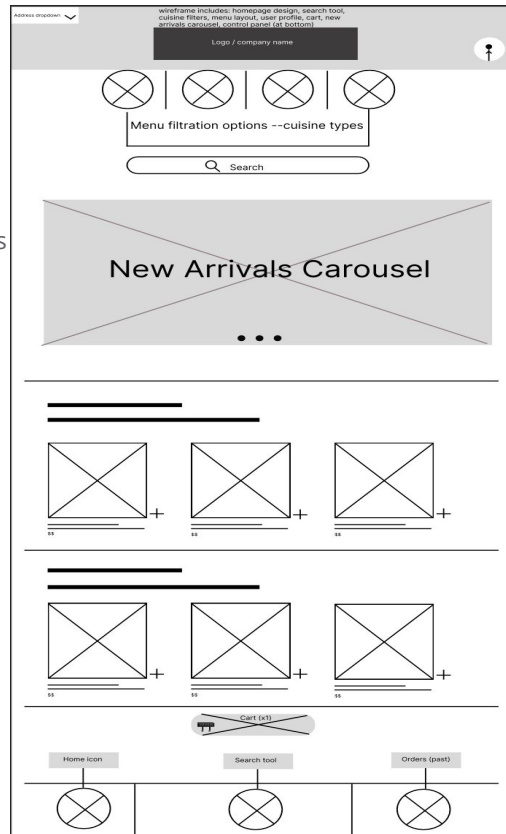
Starred elements were
brought over into final
design



Digital wireframes

Top of mind during the early design process was blending what I and users felt were the most vital traits of a strong mobile takeout experience.

New Arrivals carousel to keep users informed of new menu items



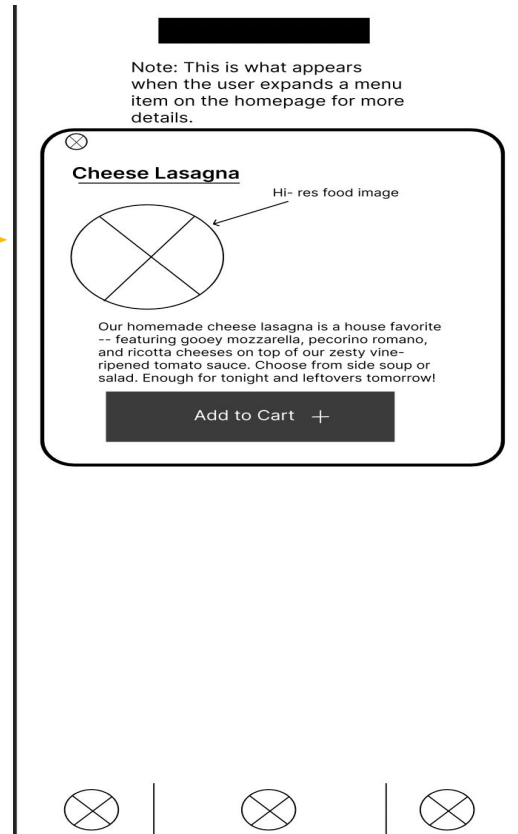
First subheading:
dishes with low prep
times to save users
time when browsing

Digital wireframes

An issue that came up with current online menus was the lack of pictures and high-quality menu imagery. I wanted to correct this because in my experience too, this has been a pain point with online ordering applications.

One issue uncovered within the user bios was a lack of accessibility when it came to browsing menus....

Lack of hi-res menu imagery throughout, text that was not readable led to issues ordering online.

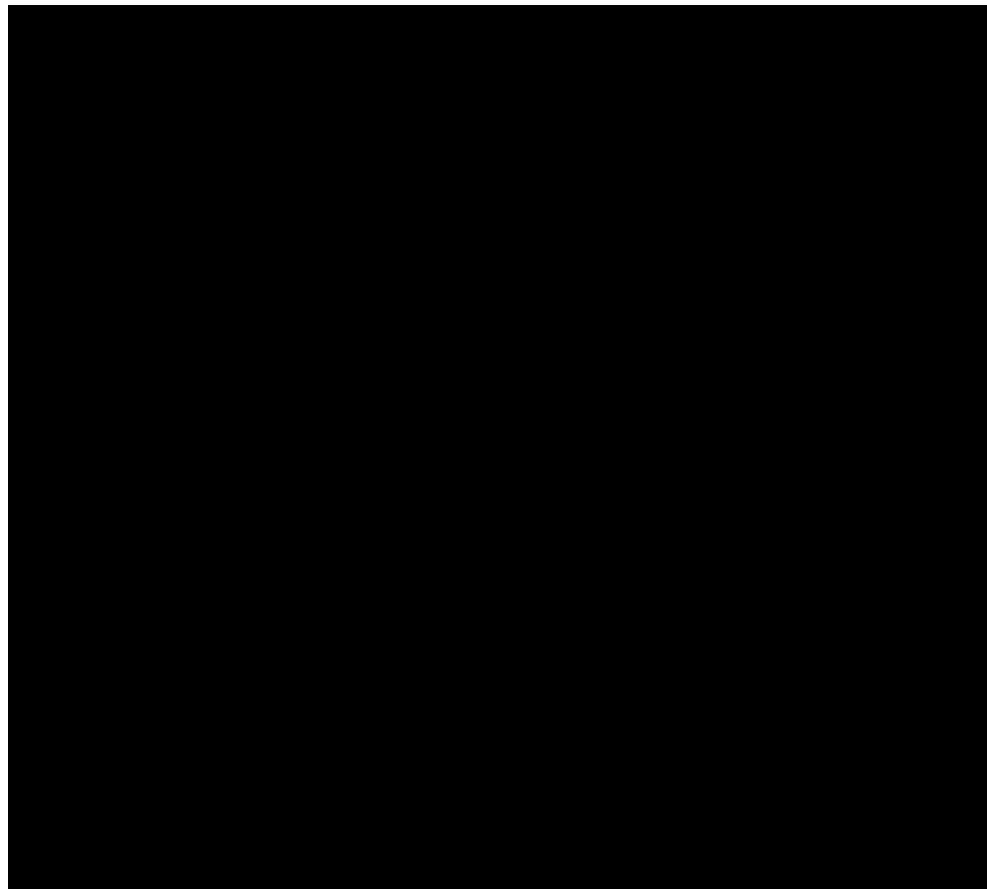


Brief item blurb describing the ingredients / what is included with this item, brings more clarity to the user

Low-fidelity prototype

Lo-fi prototype walks users through the basic process of browsing the menu, adding an item to cart, and finally placing an order.

[Link to prototype](#)



Usability study: findings

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

Round 1 findings

- 1 Users want allergen & nutrition information next to menu items
- 2 Users want to have a “add from past orders” section near the top of the app
- 3 Users want to have the ability to change their method of payment, and have PayPal / Apple Pay / Google Wallet as options

Round 2 findings

- 1 Users don't see the need for the right-most option on the bottom toolbar (past orders)
- 2 Users indicated it would be nice to have “icons” for different dietary restrictions when expanding menu items (vegan, vegetarian, etc)
- 3 “Other Settings” column of User Profile page could be migrated to the bottom of the application

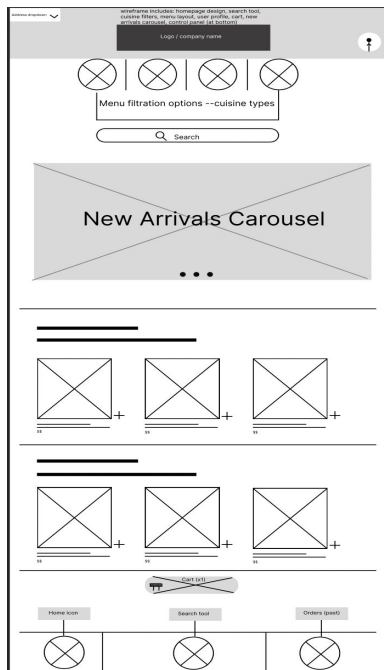
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

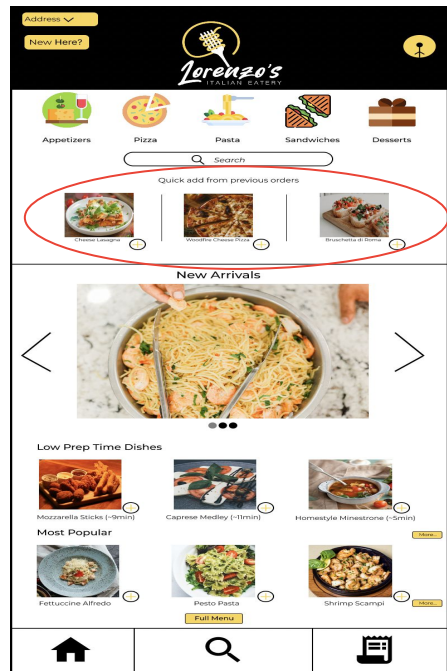
Mockups

Early designs had a strong enough foundation, but after the first study, I decided to go ahead and add a “recent orders” tab to the home screen.

Before usability study



After usability study



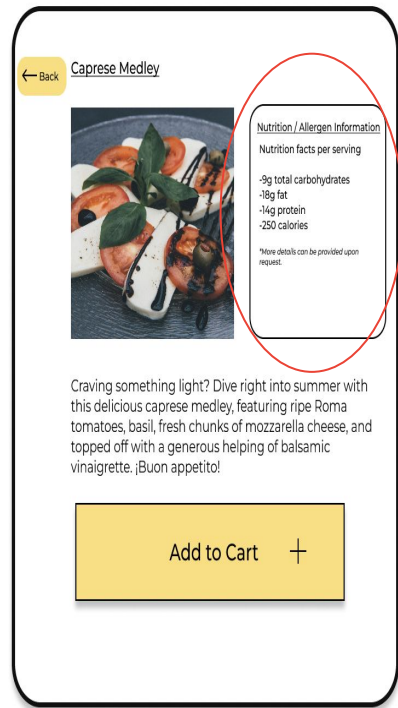
Mockups

The first study also uncovered that users would like to see nutrition / allergen information on menu items being selected.

Before usability study

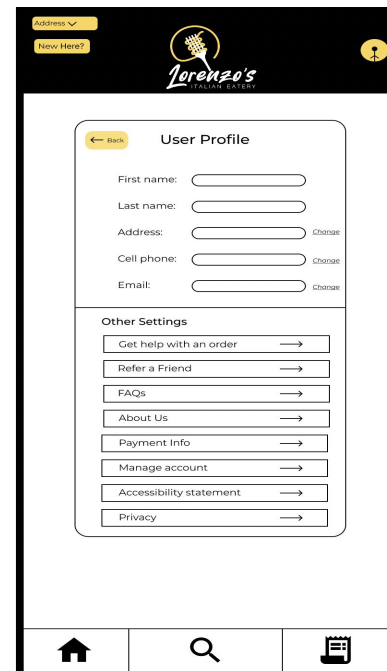
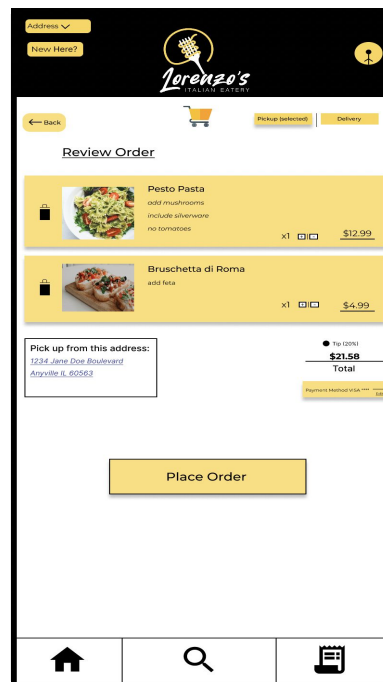
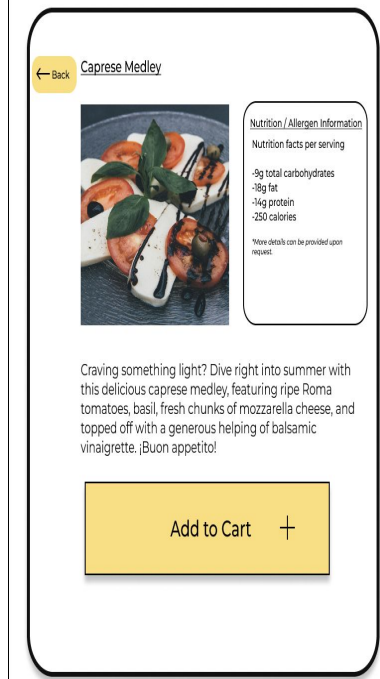
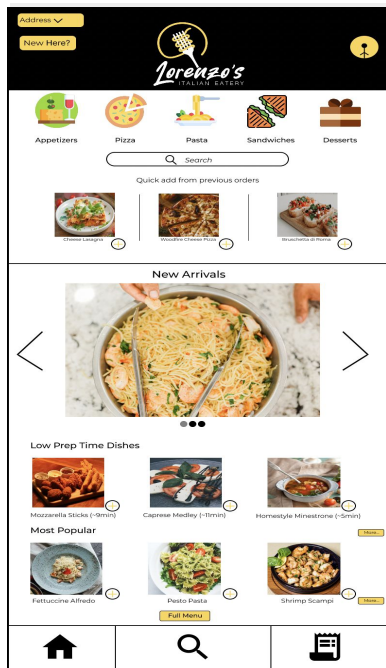


After usability study



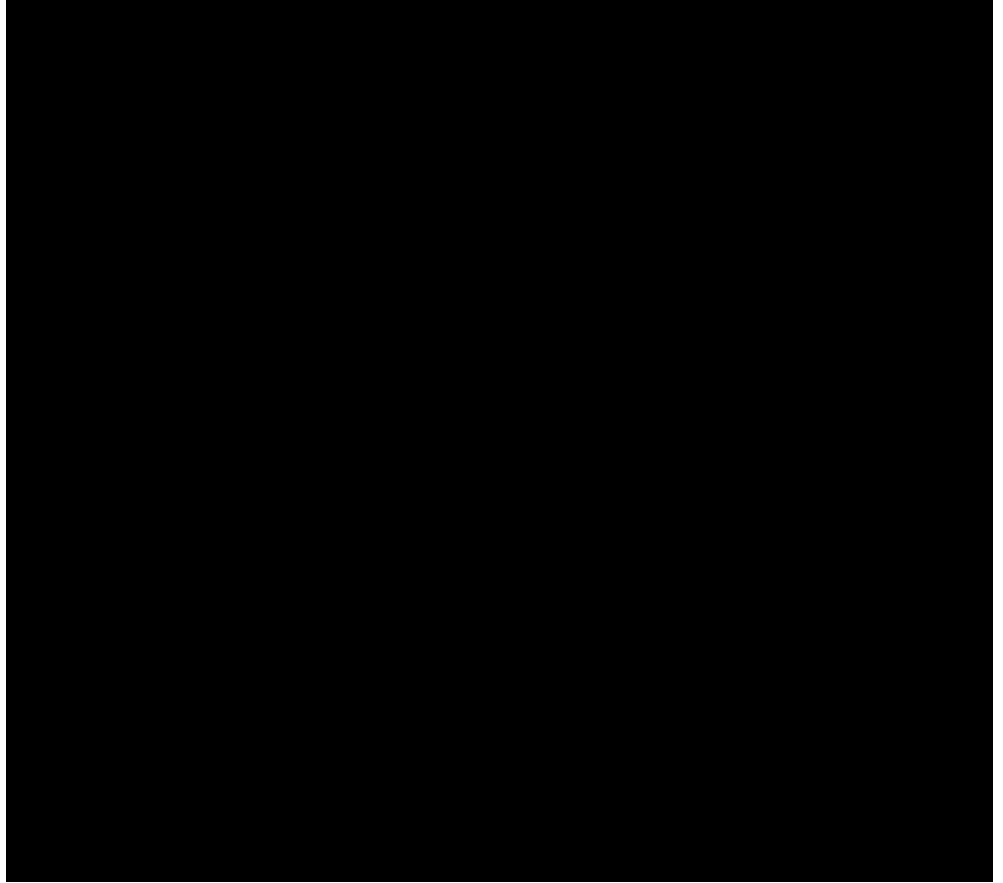
Mockups

Screens following 1st usability study



High-fidelity prototype

[Click here](#) to view the
high-fidelity prototype.



Accessibility considerations

1

High-res menu images for visually impaired

2

Accessible, screen-reader friendly design with discrete headings, subheadings, and ability to go back

3

High contrast design that aligns not only with branding but also offers a high level of readability

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app is seen to genuinely have many time-saving options for the people with busy lifestyles. Participants in the 2nd study indicated that this is a restaurant they would order from often.

“I found it to be very intuitive. With just a second's glance I was able to figure out what to do without even thinking about it.”



What I learned:

Being one of the biggest pillars of this course, perhaps this won't be surprising – but for me, the biggest thing was just the sheer importance of user feedback. Particularly after the *first* study, where things were still a little rough around the edges, the feedback was so helpful and helped me implement several excellent quality of life improvements.

Next steps

1

Conduct more competitive audits to identify holes, see what other players in the market are doing that we could do better

2

Implement last few finishing touches on the design. See:

- Eliminating redundancy of having two search options
- Dietary restriction icons / labels on menu popup
- Refining user profile page

Let's connect!



Thank you so much for letting me walk you through the process of developing the Lorenzo's application. If you'd like to connect or get in touch, my contact info is below:

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