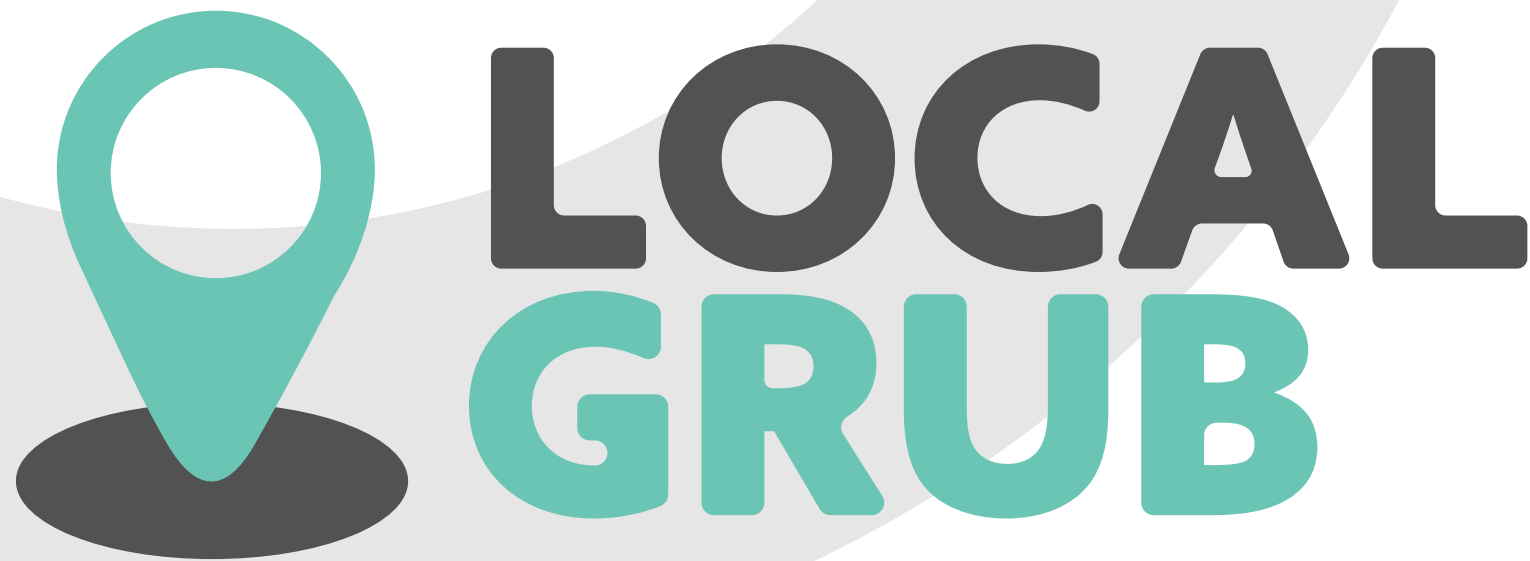




User Experience (UX) Design

Project Brief: Local Grub was a DIY student project performed for learning user experience design and putting my understanding of the UX UI process into practice. As the name suggests, Local Grub was meant to be a local food and grocery delivery brand. The purpose of this assignment was to provide practical training of the UX UI design process by crafting a visually interesting mobile application design that meets the users goals and provides a positive user experience. All the brand assets were already in place so that the focus remained solely on learning and building the user experience design.

My Role: My role in this project was that of a UX UI designer, to create an interactive and visually compelling user experience design for a local food and grocery delivery mobile application called Local Grub.

Discover

Managing your hunger just got a lot easier! Local Grub is a food and grocery delivery mobile platform designed to connect with and serve smaller towns/ cities. Most companies in this industry offer fast food delivery but only to larger metropolitan cities. This app wants to change that and offer the same restaurant food and grocery delivery services to smaller to medium cities/ towns. It aims to facilitate a direct-to-consumer relationship for their every-day food and grocery requirements in a smart and effective manner. Their target audience is young professionals in age group 22-45 years, those who are busy professionals who dont have time to run to the grocery store or busy parents who work - want to have more time with family and dont have to worry about fixing food! This company provides both restaurant meals and grocery delivery within a 15 mile radius. There is an extra charge for services beyond the radius. Its unique selling proposition lies in its ability to offer services, unlike its other competitors, that is not currently offered in many smaller towns/cities.

Define

My objective was to design an experience that lasts and grows on user’s cognizance with time. In order to accomplish that it was essential for me to gain an understanding of their product’s purpose and it’s perceived usability by the users. Being able to understand the company’s goals, mission statement, target audience and its USP is an essential part of the UX process. A thorough understanding of their business model and product’s core objectives coupled with competitive analysis helped me identify the right approach towards determining the design language for the application. I analyzed the big players in the industry to get an understanding of what I needed to build the foundation of this platform. I identified and studied the user personas to understand their motivations and pain points. Based on the research i crafted the design roadmap and information architecture through user journey, user flow and wireframing. The app’s goal is to provide an ability to connect both the users (target audience) and the provider (restaurants and grocery stores) with an easy way to track orders and pay for those orders.



User Persona Profile #1

The Smith Family

Jessica & John | 34 & 38

Goals

- They are limited with time and want to reclaim time with family & reduce stress
- Spend less time going to the grocery store and cooking at home
- Spend less time clearing dishes
- Always have the food they need at home stocked

Values

- Family first
- Their Careers are also important to them
- Gathering around the table for dinner

Overview

Age: Jessica 34, John 38

Status: Married two children (2 & 4)

Occupation: Jessica, Nurse
John, Manager

Income: Household \$85,000

Location: Richmond, Va

Education: Both: Bachelors

Problem solving opportunities

They wish they did not have to spend so much time preparing and cooking meals as they already only have a few hours in the evenings to be with their family after a long work day

They enjoy restaurant food but cannot seem to take the children out as frequently as they would like

It seems there always seems to be something missing from the fridge, milk one day, applesauce the next

Favorite Restaurants

Local Richmond, Va Favorites



National Chains



Detailed Story

The Smith family is a blossoming family with two young children (two and four years of age). New to juggling the busyness of growing careers are family life they are prone to take shortcuts when possible to avoid stress.

Their income is above average for the typical family in their town as they both work full time jobs in professional careers. They both work 40+ hours a week with John needing to spend some Saturdays at the office as he is in a manager position. This increases stress on the family.

They love food and eating together as a family. John came from a family who valued cooking at home and gathering around the table.

“Family is our number one priority.”



LOCAL GRUB

Defining user types by drafting User Personas and defining the App's goals for those users.

Crafting detailed user personas can often feel like creating characters for a movie.

Target Audience

Young Professional
Age 22 - 45
Busy
Lack of time

Challenge

Local Grub aims to bring together all local restaurant and grocery stores under one platform with just a touch of a finger by integrating data, creating access and facilitating communication. I was posed with many challenges to accomplish this. The first and foremost was a deep understanding of the food tech/ e-commerce ecosystem and the involved players. Since Local Grub was a new brand in the market, another significant challenge was finding data from limited resources by not having access to prior/ existing database as reference for research purposes.

As a new brand in the market with its unique selling proposition I had to design a product which would be aesthetically appealing, user friendly & would hold a fluid navigation approach. Therefore, another key challenge while designing this app was to understand the diverse behaviour of the target audience and what they expected from such an app. To get the aesthetics right for the end users was the key to a successful product launch.

I was giving an interactive platform that connects both the users and the providers and I had to ensure it was extremely easy to use at both ends. Thus, the next challenge was designing a flawless, meaningful platform involving payment transactions which would be trusted by both brands as well as their customers.

Solution

I started with taking a complete download of information about the company - its business model and product's core objectives. I was certain that an idea as this required in-depth research and understanding of the food tech ecosystem. I performed extensive desk research analysing other similar key players involved in this market space. Studying an established competitor has its advantages as it already has a working system. I studied a few competitor products and their customer feedback in detail. This helped me identify what aspects of their UX UI was working well that would be useful for our product and where were they falling short as per user feedback which gives me an opportunity area to build on for our app.

My research also resulted in identifying the key user personas and the user goals that would help me craft that unique user experience for them. I conducted interviews with a sample population from the target audience which was a time consuming process but very helpful in gathering the required target market information for designing a seamless user experience. This data was translated into generating detailed user persona, user journey map identifying user frustrations/ pain points, user goals and problem solving opportunities for the UX UI design. For instance, designing quick and easy navigations and check out process that will be time saving for our busy users.

When creating the design for solutions that involves money transactions, the designers should always strive to instil trust within users. Refined aesthetics and intuitive usability are the two principle ingredients for building trust. I focused on greater usability to inspire confidence in users, and on the aesthetics to increase the desire of using the app. While I aimed to adopt a progressive styling, I ensured to maintain a sense of order building trust by emphasizing on highlighting top brands and social proof, frictionless onboarding for user, incorporating user feedback and ratings and providing insightful dashboards for service providers.

Design

Our user journey helped me design a cohesive and coherent platform that successfully fulfills the needs of all the members of the Local Grub user experience. The designs are an extension of the friendly and dynamic identity of the brand. The easy going and bright colour palette is a reflection of the brand's friendly and approachable nature. Overall, the visual design is created from a perspective to make the onboarding and navigation of the app as intuitive and effortless as possible. I carefully crafted content for each screen to build trust and credibility and convince new users to try new services.

I adopted a minimalistic approach while designing the interface of the application. The reason behind was to keep the app extremely intuitive and easy to use. The core ideas were to facilitate users to finish an activity in just a few taps while applying minimum cognitive load. Bright vivid colours worked well to keep the interface engaging and intuitive. The typography style has been selected keeping easy readability in mind.

The Process

UX Research - User research, Market research and benchmarking, Competitive analysis

Design roadmap - User persona, User journey map, User flow, Design principles and direction

Digital Wireframing - low fidelity and high fidelity mock ups

UI Design - Iconography, Illustrations, UI elements

Prototyping

Usability testing

Key Interview Questions for User Research

What do you think of this service being offered in your small town?

What may prevent you from using this app or using it frequently?

What would be your main goal in using this app?

Is saving time or saving money more of a priority to you?

How frequently would you use the app if you had this available to you?



User Journey Map



Jessica Smith

Jessica Smith, a mother with two young children has seen a promotion about this new app that is now available in her town for ordering food via mobile app. She is interested in ordering from a restaurant to give this app a try. She needs to order for a family of 4. She does not know what restaurant she wants to order from.

- Wants to order dinner for a family of 4
- Wants to find out what restaurants participate
- Wants to be able to know how long it will take for the food to arrive.

Stage 1 Download/Login

Stage 2 Discovery

Stage 3 Checkout

Stage 4 Delivery

The User Experience

Jessica:
"I have to update my phone to download this app."

Jessica:
Do I have to set up an account to get started?



Action 1: Downloads App
Action 2: Installs and Signs In

Jessica:
"I need to order from a restaurant not grocery."



Action 3:
Chooses between restaurant and grocery delivery.

Jessica:
"Is my favorite place on here? How do I know if some of these places are any good?"



Action 4:
Clicks on a restaurant that had great reviews. Clicks on the checkout button.

Jessica:
"I have a two year old on my lap, will the checkout process be quick?"



Action 5:
Proceeds to read the checkout screen. Scrolls the full length to check details and costs.

Jessica:
"How much does it cost to use this service?"



Action 6:
Clicks on the "Start Delivery" Button and proceeds to the map screen.

Jessica:
"How long will it take to get our food?"



Action 7:
Reviews the map to find the ETA.

Jessica:
"I forgot to add a drink can I call someone to add that?"



Action 7:
Clicks on "Call Restaurant" button to make a quick change.

Opportunities

Solutions

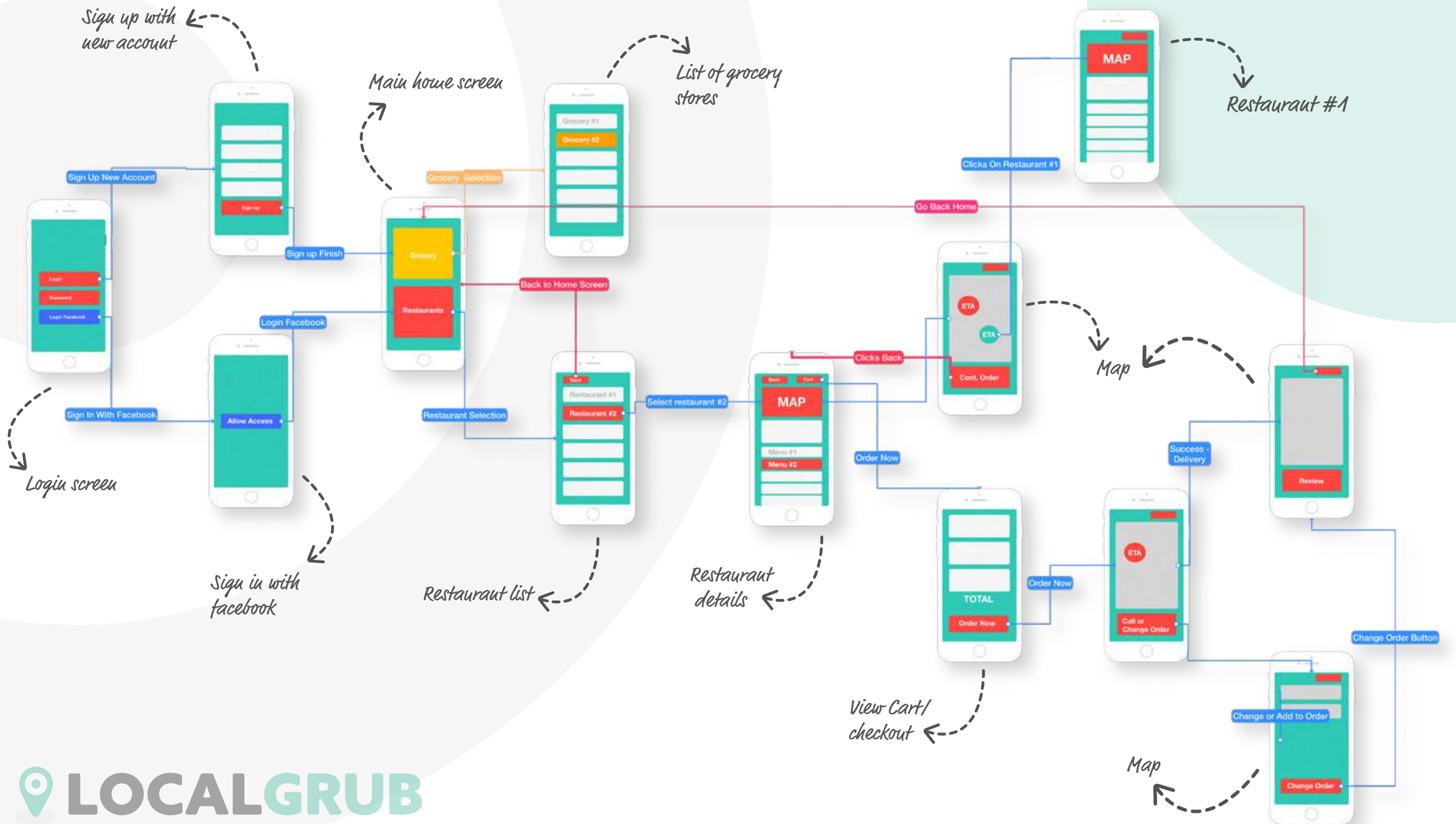
- Log in with Facebook or Google to speed up the sign in process.
- Keep app updated.

- Provide two options (Restaurant and Grocery) on login.
- Search bar on top so she can find her favorite place. Also include reviews in an easy to read location for social proof.

- One screen checkout process. Big easy to find checkout and Start Delivery button.
- Simple breakdown of costs, including the cost of this service and taxes. Have drop down tabs for further detail if desired.

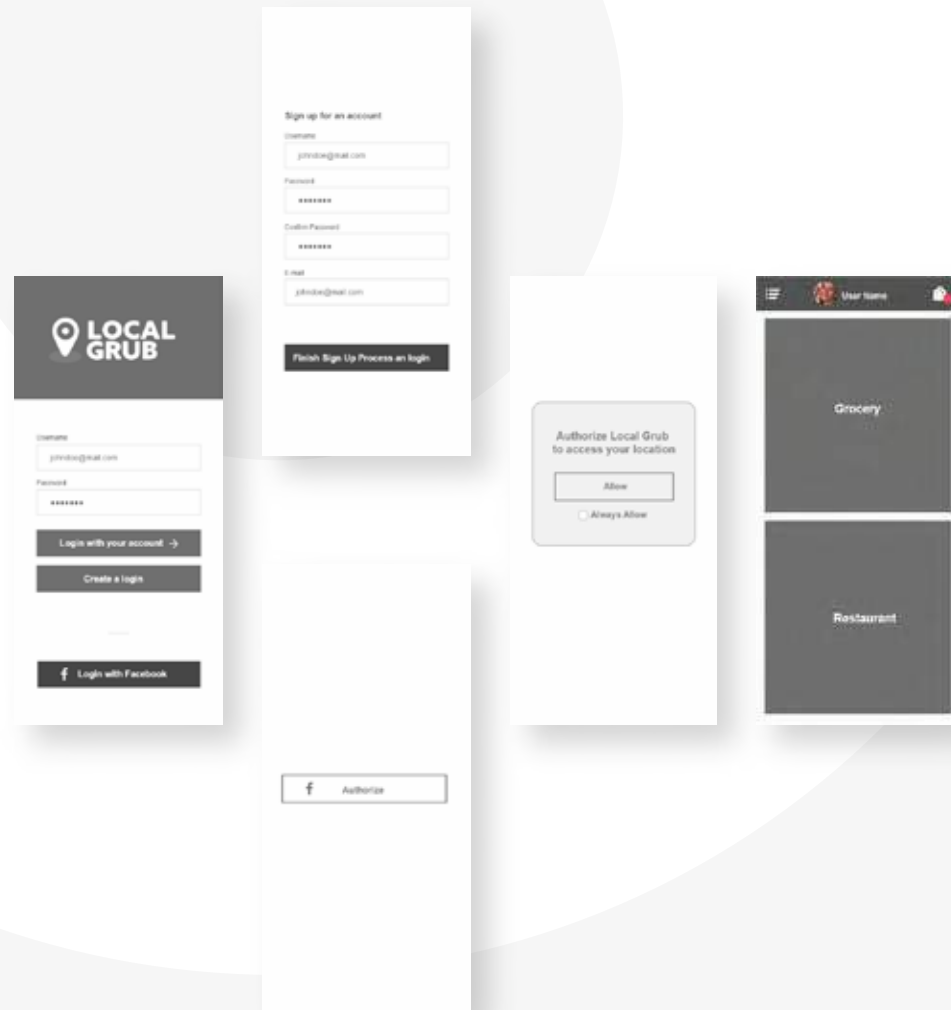
- Have a Map ETA screen similar to the UBER app.
- Big large (maybe a vivid color) button where a user can call the restaurant before it is set for delivery.

User Flow

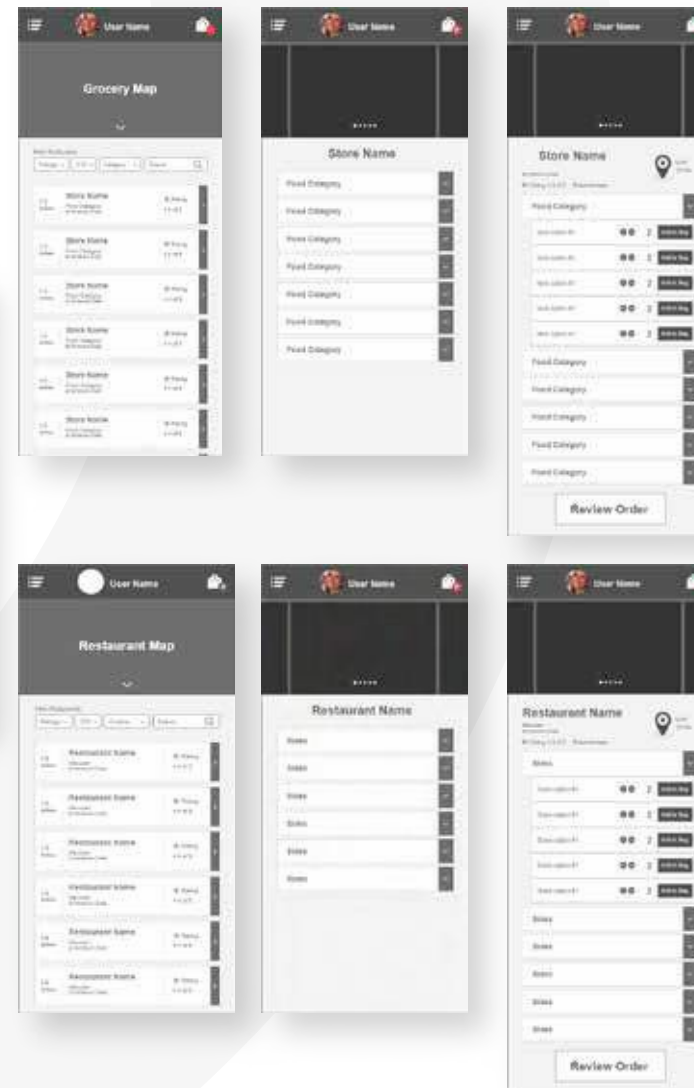


Low Fidelity Wireframes

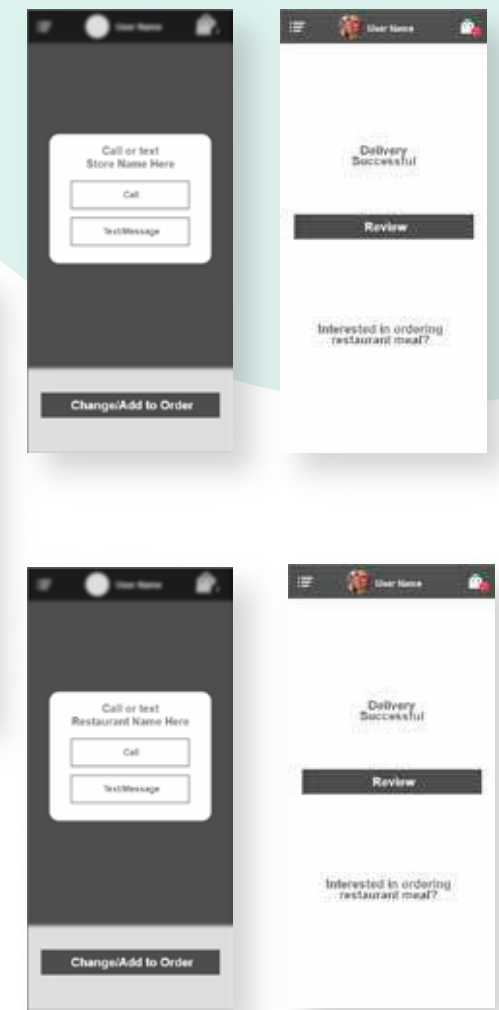
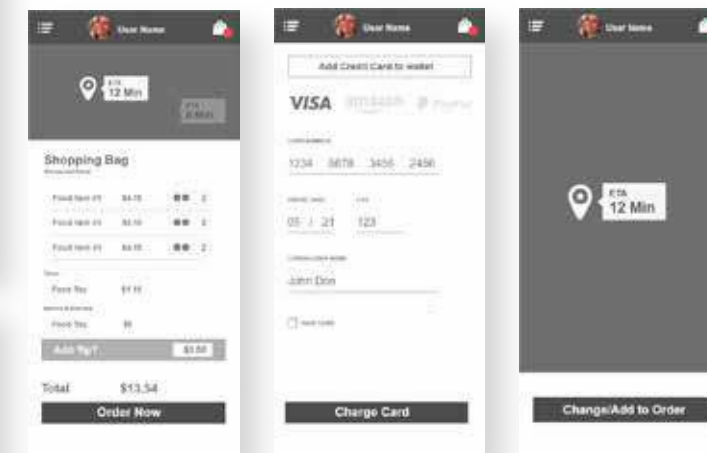
Login screen gives users the options to sign in, create a new account or login with facebook



Discover nearby grocery stores and select grocery items to be added to cart for delivery. Search and filter options available for quick and easy selection for order placement.



Fast and convenient shopping bag review and checkout process. Users will have an option to securely save their preferred payment methods for future transactions. They will also be able to view the ETA for delivery on a map and have the option to make changes to the order on need basis.



Low fidelity wireframes help craft a better story for the end users. The entire user flow has been designed to provide users a seamless user experience.

Discover nearby restaurants and select grocery items to be added to cart for delivery. Search and filter options available for quick and easy selection for order placement.

Keep track of order delivery. Users can contact restaurant to modify their orders if needed. Delivery confirmation on successful delivery with request user feedback on shopping experience. Users will be prompted to try the other services available.

High Fidelity Wireframes

Live photographs to illustrate food and grocery products are used to make the UI design feel lively and real time.

Post onboarding, the users arrive at the home screen that asks the user to select which kind of delivery service he/she would like to avail.

Simple iconography and UI elements have been used in brand the colours to keep the UI design consistent throughout and the user experience easily comprehensible

Users can track their orders on a map and review their cart summary on the same screen for faster checkout process. The checkout process has been designed on light background to enhance user's readability for viewing billing details and payment methods.

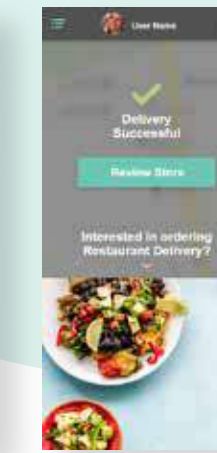
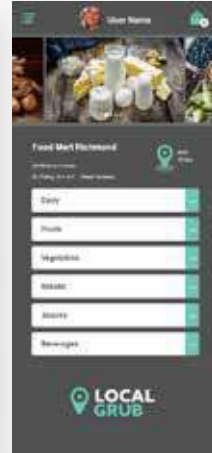
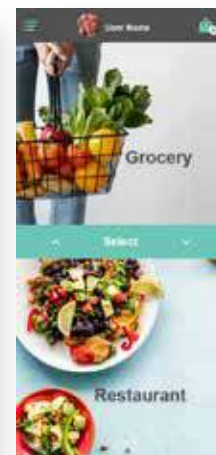
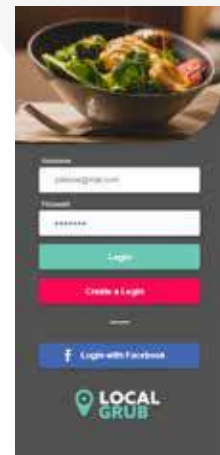
All purchase related CTA buttons have been highlighted in bright red to make them clearly stand out and ensuring minimum cognitive load on the users to carry out critical transactions faster.

Dark background has been used for most part of the UI design as it brings out the UI components in the brand colours more uniquely and makes the UI stand out from other similar competitor products. Thus, making the app more attractive for the users.

Everytime a user uses a particular delivery service through the app, there is an opportunity to make the user try the other service as well by creating a subtle prompt at the end of the user flow to catch the user's attention.

Multiple options are available for quick user onboarding

Entire product model is built on service deliveries within a certain radius from the user's live location making it imperative to seek user's permission to authorise access to its location.





LOCAL GRUB

End of Case Study



What did I learn from the project?

UX design is the art of solving a user's problems. Before creating something, designers need to know what problem they're solving and for whom.

When you understand the people you design for, your designs become much more powerful.

A designer's job is not only to delight users but also to bring value to the business.

A successful UI design contributes to a positive user experience and positive experiences keep users loyal to the product or brand.

Usability first.

Less is more.