

Menu preview app for a food truck

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Project overview



The product:

Danny's is specifically designed for food truck customers, providing them with the convenience of ordering in advance and customizing their orders based on specific dietary requirements.



Project duration:

August 2023 - September 2024



Project overview



The problem:

Many users frequently find themselves too occupied to wait in line at food trucks. Additionally, the absence of ingredient listings on food trucks can discourage individuals with dietary restrictions from patronizing them.



The goal:

The goal of this app is to enhance the ordering experience at food trucks, making it more convenient and accessible. By enabling users to pre-order and customize their orders by removing specific ingredients, it aims to streamline the process and cater to individual preferences seamlessly.

Project overview



My role:

Lead UX Designer & UX Researcher



Responsibilities:

- User Research
- Wireframing
- Prototyping
- Information Architecture Creation
- Usability Studies

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 people with certain allergies to some ingredients in foods.

This user group confirmed initial assumptions about food truck customers, but research also revealed that allergies were not the sole limiting factor. Additional challenges encompassed individuals facing linguistic barriers due to English not being their first language, time constraints preventing lengthy wait times for food, and individuals with physical disabilities encountering difficulties in the process of placing orders at food trucks in person.

User research: pain points

1

Allergies

Some customers have allergies to specific ingredients, which can limit their food choices and require careful consideration when ordering

2

Accessibility

Platforms for ordering food are not equipped with assistive technologies

3

Linguistic Barrier

Individuals encountering a language barrier may face difficulties when trying to order food from apps.

4

Time

Working adults are too busy to wait on large orders

Persona: Kelly Anderson

Problem statement:

Kelly is a food enjoyer who needs a place that is wheelchair friendly to get her food because she doesn't want to stress about the ordering process when she goes out to eat.



Kelly Anderson

Age: 23

Education: BA in Chemistry

Hometown: New York, NY

Family: 1 sister

Occupation: Researcher

“Don't let anything stop you”

Goals

- Have her research published
- Pay more attention to the smaller details
- Learn more about her new city

Frustrations

- It's difficult getting food in a wheelchair when the order is ready.
- When it's loud the owner can't hear my order

Kelly is a researcher at a big research firm. This is her first job and also new to the city. Her passion is helping others and she does this by studying the effects of drugs in the human body. She is a bit nervous as she is getting used to her surroundings and no longer have friends or family near her to help her when she is in trouble. Regardless of her fears, she loves to explore and is a big foodie.

Persona: Jaeseo Cho

Problem statement:

Jaeseo is a busy show owner who needs a place to eat that is affordable and quick because he is on a tight schedule to go back to his store and needs to save money for his family.



Jaeseo Cho

Age: 45

Education: High School Grad

Hometown: Seoul, South Korea

Family: Wife and 3 kids

Occupation: Grocery Owner

"Hard work is always rewarded"

Goals

- Hike all the trails in his area
- Save money to buy his wife a new car
- Attend night classes to study English

Frustrations

- Difficult reading new words he never seen before on the menu
- Hard to communicate that he has an allergy to peanuts
- Has a short time for lunch, so he can't wait long for food to cook

Jaeseo is a hard working Grocery Owner in downtown Birmingham, AL. He immigrated from Korea and took over his brothers grocery shop a few years ago. His english is not the best but enough to run his store smoothly. Recently, he started taking classes to improve his English skills. He has gotten better but still runs into trouble when he sees unfamiliar words, like ordering food at a restaurant he has never been before.

User journey map

Mapping Kelly's user journey revealed how helpful it would be for users to have access to a dedicated app for food trucks.

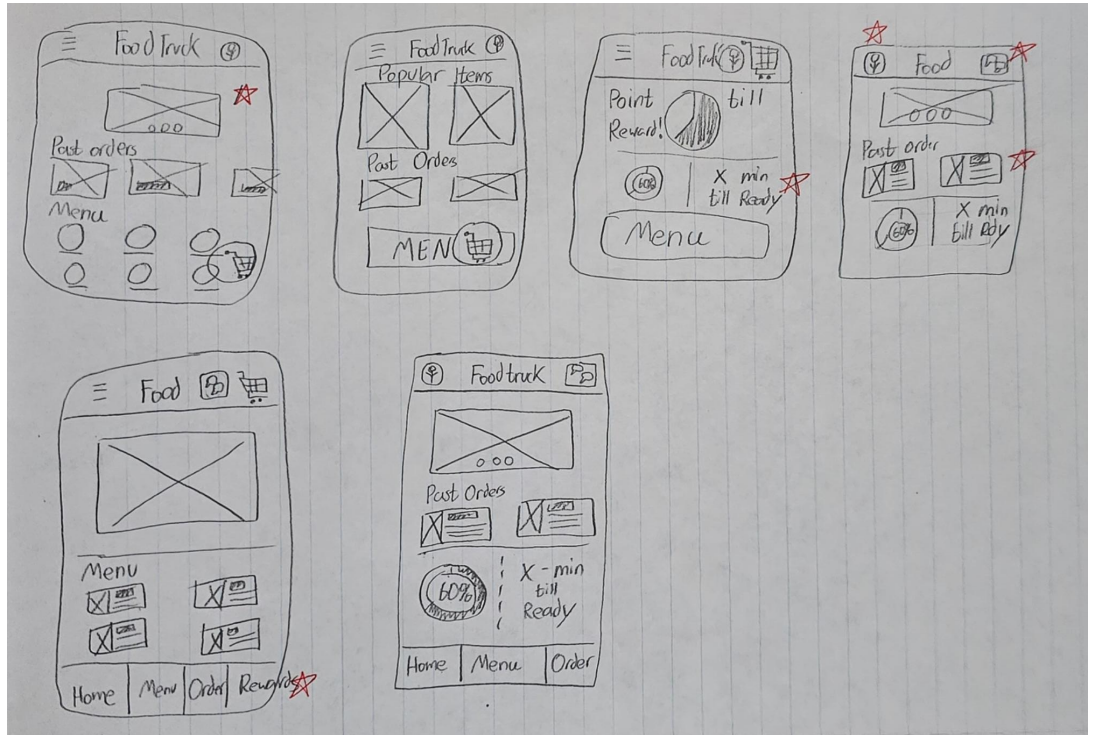
Persona: Kelly

Goal: Order food from a popular food truck without any disabilities getting in the way

ACTION	Get to the food truck	Decide what to get	Order the food	Get your order
TASK LIST	Tasks A. Find out where the food truck is. B. Drive/walk to the food truck	Tasks A. Get in the position to look at the menu without getting blocked B. Decide what to order C. Get in line	Tasks A. Tell the person taking the order what you want B. Ask a person nearby to hand the owner her money	Tasks A. Ask the food truck driver to hand the food to her or get some help near her B. Find a spot that is wheelchair friendly to eat.
EMOTIONS	Confused about where to find the truck. Nervous to see if they are wheelchair accessible.	Annoyed that she can't see the menu. Anxious that there will be problem since she is in a wheelchair. Excited to try some new food.	Annoyed that the owner can't hear her since she is closer to the floor. Embarrassed that she needs help reaching the counter to pay for her meal. Thankful to whoever helped her pay for her food.	Annoyed that she needs to ask for help again to get her order from the counter. Embarrassed that she needs help to get food.
IMPROVEMENT OPPORTUNITIES	Have a link to a location of where the truck is operating.	Have an option to see the menu ahead of time or a scannable qr code to see the menu on your phone.	Have an option to pay ahead of time. Have an option to order ahead of time.	Have an option on an app that tells the owner that a customer needs help retrieving their food.

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.

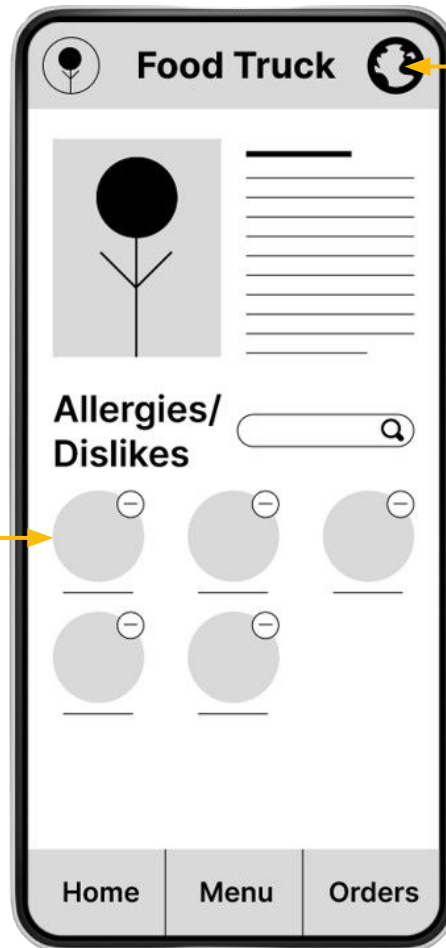


Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Digital wireframes

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

This feature allows users to save their allergies/dislikes so it automatically removes it from the order.

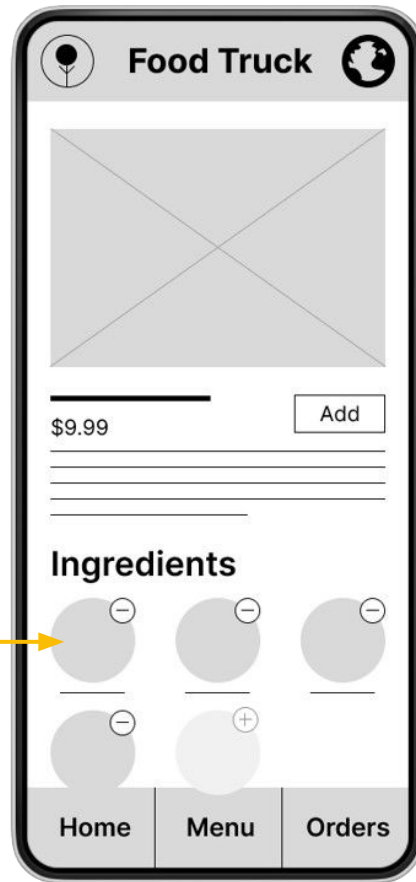


This button provides an easy way for users to translate the page to their more comfortable language.

Digital wireframes

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

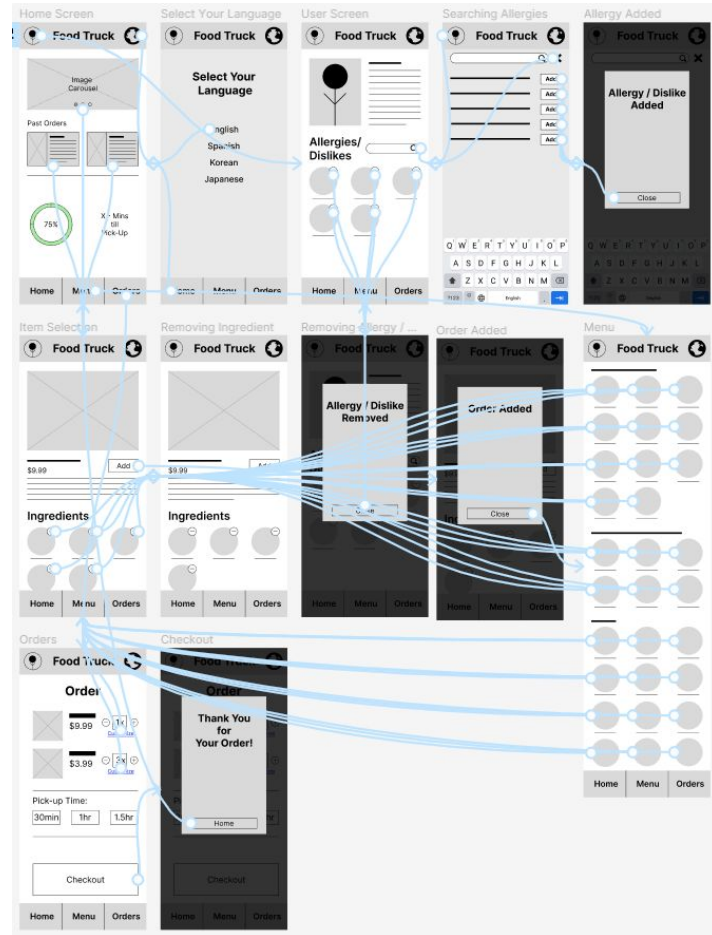
Clear view of ingredients for those with allergies and also screen reader friendly.



Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of ordering on the food truck preview app, so the prototype could be used in a usability study with users.

View the Food Truck Preview App [low-fidelity prototype](#)



Usability study: findings

In conducting usability studies for the Danny's app, our focus was on refining the user experience to meet the specific needs and expectations of our users. The findings from these studies provided valuable insights that prompted strategic redesigns aimed at enhancing user engagement and interaction within the app.

Round 1 findings

- 1 Faster navigation on Homepage
- 2 Quick Access to Allergy List

Round 2 findings

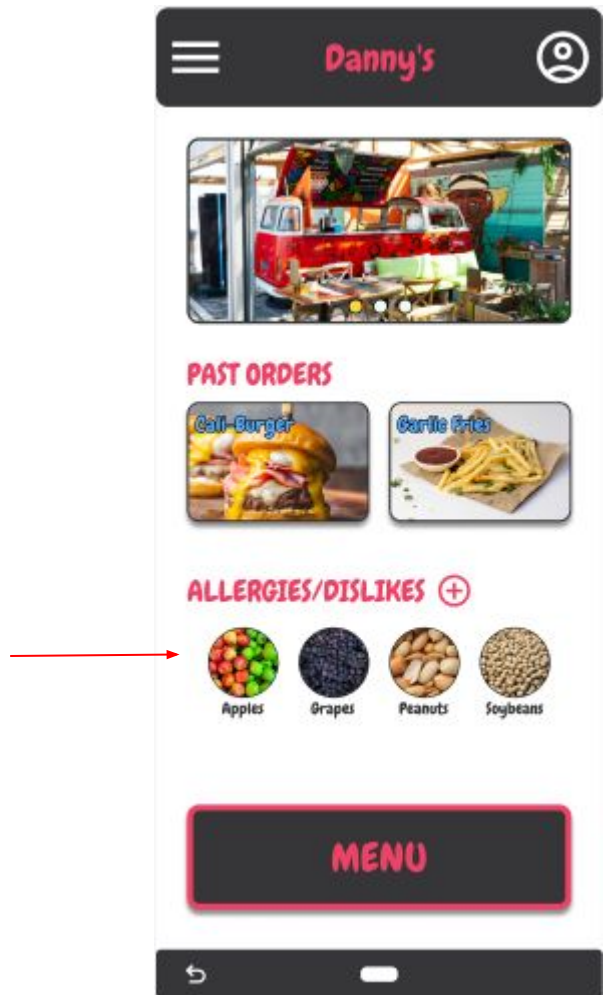
- 1 Redesign of Profile
- 2 View Customization during Checkout

Refining the design

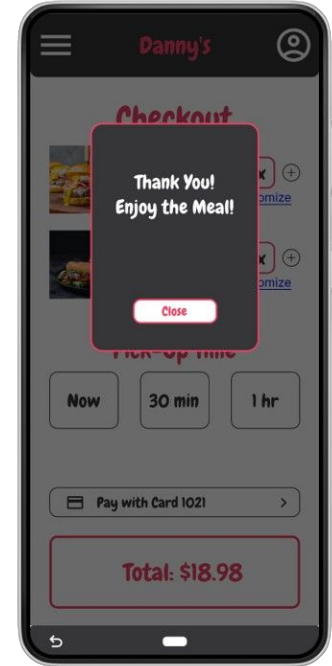
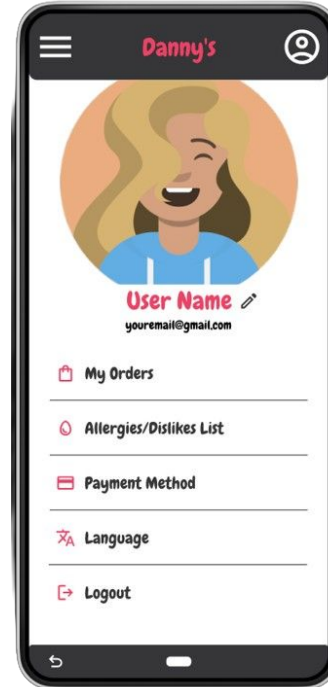
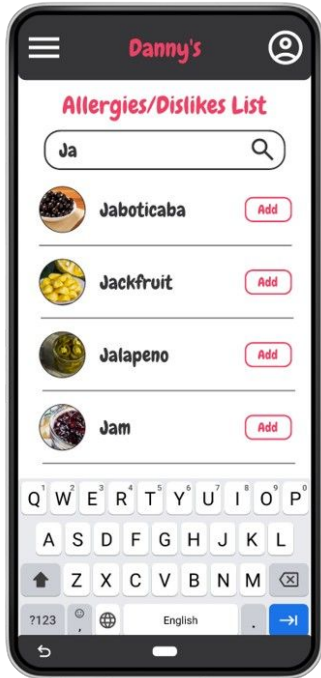
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Here is the final version of my homepage. Through user research I found out that users were having a hard time finding the allergy/dislike list. So due to its importance, the list was placed on the homescreen for easier access.



Mockups



High-Fidelity Prototype

Link to [High-Fidelity Prototype](#)

Through various peer review feedback and user testing. The hi-fi prototype is ready to be viewed.

Here are a few things that were improved:

- Color contrast for accessibility
- Spacing and padding to better indicate which components are related
- Slower animation speed to avoid surprising the user



Accessibility considerations

1

Language options for those who don't read or speak English.

2

Color contrast so that text appears clearer.

3

Proper heading hierarchy, for those who use a screen reader to navigate.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

“I can see this app help many different people” - Emily (from user testing)



What I Learned:

Considering accessibility in your designs is a crucial part of design. It helps everyone not just those that need it.

Next steps

1

Further understand accessibility tools and make a design that supports it.

2

Allow users to choose a different color theme for those who have a certain color blindness.

3

Better menu navigation to quickly find the item you're looking for.

Let's connect!



If you have any questions or would like to see more of my work. Go to my [website](#) and discover what I can do. There are also links to connect if you're looking to work on a project together.