SOUPARNA ROY

UX DESIGNER

ABOUT ME

Hello! This is Souparna Roy and he is a UX Designer.
Things he is good at :

Loves fine tuning details and identifying inconsistent patterns throughout the UX Process.
Enjoys creating user friendly products to solve problems for people of all shape, kind or form.

P.S : Loves reading books, creating digital art and plays badminton.

Food Delivery App Design

01 OVERVIEW

We are creating a Food Delivery App to help users order food at any point of the day i.e. during odd hours and make the process equitable for the delivery partner and the restaurant.

02 EMPATHIZE

I conducted interviews and created affinity maps to understand the users I'm designing for and their needs.
Some of the problems the users faced were –
Adults who work during late hours find it difficult to order food.
Other user problems included rewards, interests, or challenges that make it difficult to order or deliver food.

03 USER PAIN POINTS

1. Users need more choices when it comes to making payment through the app and a default payment section to pay faster.
2. Users need more meaningful information so that they can pick a restaurant.
3. Users need more user friendly and streamlined information for the delivery of the item in the app.

04 USER PERSONAS

Annie
Age: 25
Education: B.Tech in CSE
Hometown: New Town/West Bengal
Family: Single/Lives with Mom and Dad
Occupation: IT Professional

"I prefer ordering late and online,since i usually go home late"

Goals
- To complete her assignments before deadline.
- To spend more time at home with parents.
- To travel to different places.

Frustrations
- "The delivery times are very late on weekends and at times during late hours"
- "Lack of proper customer support."
- "Lack of sync between restaurant and delivery partner.

Annie is a IT professional who works at a big sized MNC and is very proficient at her work. Annie has to work for late hours where she has to order food online.But, there is a lack of proper service during night or odd hours. Annie wants an app that would help her order food during odd working hours.

Vicky
Age: 19
Education: Enrolled in undergraduate program
Hometown: Walk-Bliss
Family: Family of four.Lives alone
Occupation: Student,Part-time delivery partner

"The delivery incentives by different app services are very low and less rewarding"

Goals
- To be a Doctor and serve the community.
- To buy a house and a car.
- To help his parents financially.
- Balancing his part-time job and studies

Frustrations
- "The customers often are rude when orders are late"
- "Lack of tips and empathy for delivery partners"
- "Addresses are inaccurate at times"

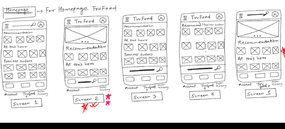
Vicky is currently a student undergoing his bachelor's degree in medicine.To support himself with the finances, he works as a part-time delivery boy. Vicky is a hardworking person.He finds that the delivery partner don't get valued like the user or restaurant.Vicky wants to experience a dignified and rewarding time when working as delivery partner.

05 USER JOURNEY MAP

Persona: Annie
Goal: Ordering food during odd hours.

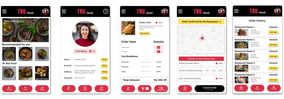
ACTION	Select Restaurant	Select food	Order Food	Wait for Delivery	Food Delivered
TASK LIST	A. Decide on food to be ordered. B. Search the available restaurants. C. Select a restaurant.	A. Select the food. B. Select the quantity.	A.Select the available payment options. B. Add the products in the cart. C. Review the O-Place order.	A. Wait for confirmation by the restaurant. B. Wait for the delivery partner to pick up the order.	A. Call delivery partner once they reach your place. B. Pay using the cash or digital payment. C. Review the food if ordered for 1200 calories.
FEELING ADJECTIVE	Nervous due to the random number of restaurants available.	Confused by the choices to eat.	Dissatisfied with no offers available. Anxious about the food.	Annoyed by the time taken to deliver. Bored due to time taken just like food.	Annoyed by the delivery partner. Satisfied with food.
IMPROVEMENT OPPORTUNITIES	Sort the restaurants based on popularity.	Recommend the most popular or most ordered products.	Show more offers. Improve communication between user and restaurant regarding food prep.	Map to show the location of the delivery partner. Clear indicators to show the time taken to reach from the restaurant.	Delivery partner should be polite. Available change for the delivery partner if required. Payment Scan Code when COD is not available.

06 PAPER WIREFRAMES



07 LOW-FI WIREFRAMES

08 HI-FI WIREFRAMES



09 KEY TAKEAWAYS

Impact:
The app makes users feel like TruFood app really thinks about how to make a food delivery equitable for all kinds of users.

What I learned :
While working on this app, I learned that the preliminary ideas for any app are only the beginning of the design process.
Usability studies and feedback influenced each iteration of the app's designs.

Thank You