



Product Experience Design Review of JumiaFood Mobile App.

Documentation v1.0 | 24th January 2020

Challenge:

To take on a food ordering/delivery mobile app whose User Experience (UX) does not entirely represent real human experiences

- Select 3 random screens/experiences and provide 5 or more reasons why you think the current UX isn't a true representation of real human experiences
- Redesign these 3 screens and provide validations about your design improvement as regards the UX

Background:

Jumia Food is a convenient online site for ordering and delivery of food. The site connects you with many restaurants in Nigeria. The meals are delivered at your doorstep, office, or wherever you are. To make an order, you have to use the JumiaFood app on your phone, tablet or computer. As a foodie who has ordered food extensively from various food delivery mobile apps, including UberEats, Zomato, and more, I encountered frustrations when using JumiaFood. This review is my attempt to highlight a few pain points, user issues, suggest UX solutions and provide a rationale.

Disclaimer: This is a review without access to actual user data, success metrics, the entire business context and rationale behind design decisions of the JumiaFood App, I am assuming of working in a "perfect world" without constraints. The intention of this is just to challenge my product thinking and UX design skills.

Prior to this technical challenge, I have already made several assumptions and hypotheses which I have also gone on to confirm with 7 active users of JumiaFood. My approach is largely about what matters to food delivery service users the most. And while this challenge has asked me to review screens, I will be highlighting a few of my findings from my initial qualitative research. Every user wants an experience and sometimes a single experience takes more than one screen. This means I will be reviewing experiences rather than screens. Here are the experiences I have chosen to review;

- Cuisine/Restaurant Browsing Experience
- Food Ordering Experience
- Order Tracking Experience

1. Cuisine/Restaurant Browsing Experience

Problem I: Restaurant and Other ‘Options of Distraction’

The Cuisine/Restaurant browsing experience begins after users select their current or delivery location, the screen that follows is a screen with 5 (five) list items with captions;

1. Restaurant - *food you love, from restaurants near you*
2. Party - *Alcoholic Drinks and more to get your party started*
3. Supermarket - *fresh groceries and everyday essentials*
4. Pharmacy - *Medication and Personal Care*
5. Shopping - *Gifts, electronics, sports and more*

I pause at this screen wondering why the other options? It's JumiaFood, meaning I just want to get food, and not alcohol, not drugs nor groceries. A business value decision could be the reason for the other options but after in-depth review, which I have painstakingly validated from qualitative research and a Customer Experience (CX) and User Experience (UX) point of view, here are a few reasons why this screen doesn't serve or help either the business or the users;

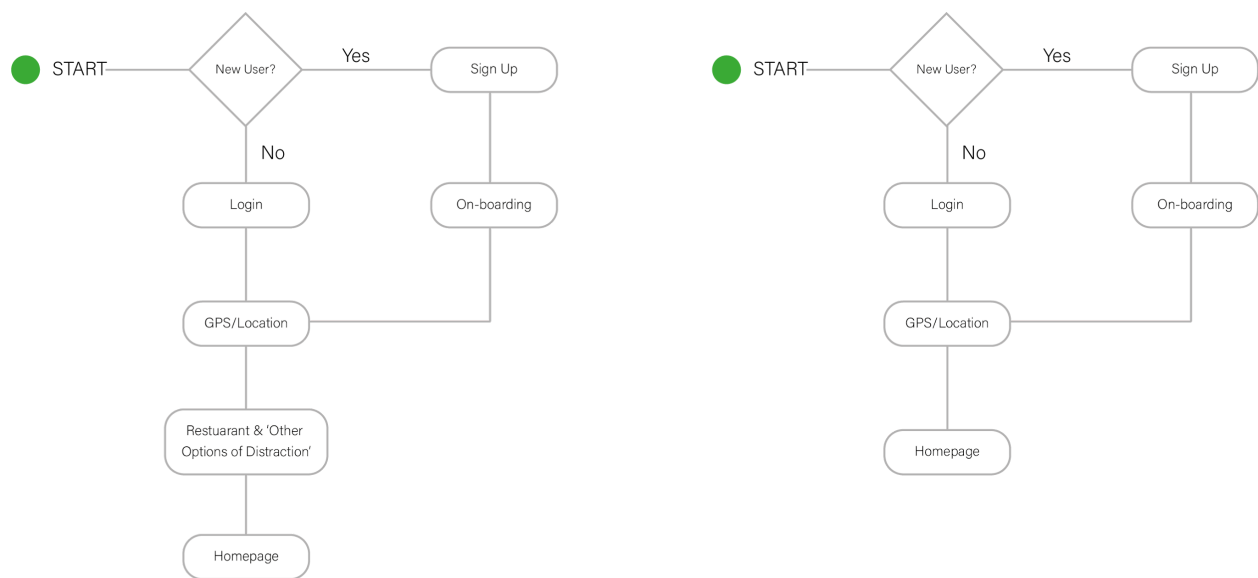
- 7 out of 7 (100%) of users participating in the qualitative research said the only reason why they ever use the JumiaFood app is for ordering food online, in fact, the reason is in the suffix ‘-Food’. So why distract them with a list of other options?
- The average time spent from ‘Login’ to the actual Cuisine/Restaurant Browsing Experience is too much and is affected by those options.
- 5 out of 7 (71.4%) of users during the qualitative research also said they have never opened the other list items while 2 said they only did out of curiosity.
- Users attach perceived value to a product, brand or business based on their value proposition which is often derived from the product, brand or business's name, visual identity or brand description. In this case, Jumia is well known as an eCommerce brand and the moment ‘Food’ was added to create a new brand, JumiaFood became another perceived meaning to users. Aside from the first item on the list, the other items are not entirely beneficial to the CX. Users apparently either ignore them or are distracted by it. This invariably will affect customer conversion time, task completion time and as worse as ultimately losing the customer.

Rationale for Improvement(s):

For the sake of delivering optimal user experience, it is important to consider the average time spent completing a task/job by a user and it is unwise to have screens that do not entirely aid that process. Users want to order food and have it delivered to them in record-breaking time (PS: impossible in Lagos), but from the third point above, 2 users tried using the app to order food but ended up checking out other lists item out of curiosity and that is a huge cognitive load and waste of screen time. Minimizing distractions helps users more quickly complete their target tasks without minimizing a brand's image.

In this article [Using Mobile Apps – The One Thumb, One Eyeball Test for Good Mobile Design](#) by Interaction Design Foundation (IDF), it was highlighted that the best UX design for mobile is one which will take into account the possibility of the user being distracted from the task(s) they set out to do. While the article was referring to Luke Wroblewski’s “one thumb, one eyeball” test, it is used in context here to highlight that in order to deliver a high-quality UX where task(s) users set out to do are completed, it is important to keep the flow as simple as possible.

Deliverable(s): After analyzing the UX Hierarchy of Needs, I recommend to delete the screen, and reorganize the information architecture allowing the user to go to the home-page after login. This is an important step in prioritizing user needs and this ultimately reduces ‘time taken to complete a task/job’.



Logic of user flow from Login to Homepage in the JumiaFood App vs My proposed redesign

Problem II: Un-HX-like Categorization of Restaurants

On average, users spent 23 seconds skimming through the home page because they couldn’t find what they need quickly and easily, and this resulted in the assumption that not enough food vendors are on the JumiaFood App for them to choose from. But the real problem is a function of how users think about ordering food which is completely different from what the UX being offered by the app.

When I engaged users participating in qualitative research, a few pain points were analyzed and highlighted, the most prominent were ‘low glance-ability’, ‘poor categorization’ and ‘lack of consistent visual content’. These concerns were valid and just to confirm that this was a deeply flawed UX case, I suggested two tasks for them to carry out on the app that might help solve some of the pain points raised. The tasks were;

1. Use the Search/Filter feature to search for your preferred Vendor
2. Try using the ‘Deals’ tab from the menu to find cheap deals from restaurants near you

The result from the task revealed the following;

- 4 out of 7 (57.1%) of the users said they couldn't find the Search/Filter feature.
- 5 out of 7 (71.4%) of the users said they couldn't find the 'Deals' tab while the 2 who found it said they have never used it and hardly think it was helpful.

Common User statements in Local lingo:

- "All the pictures na internet pictures, I sabi how Sweet Sensation fried rice the look"
- "Some Restaurant no get pictures sef"
- "Na The Place Spaghetti I want too, but I no see am sef"
- "I like Asun wey get pepper but this picture dey show like say e no get"

An English translation of what they meant:

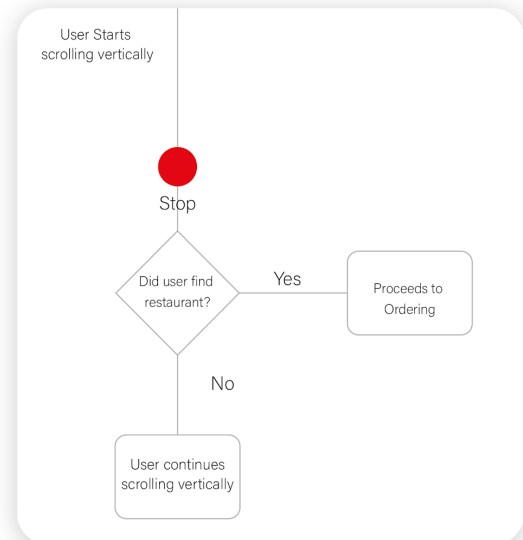
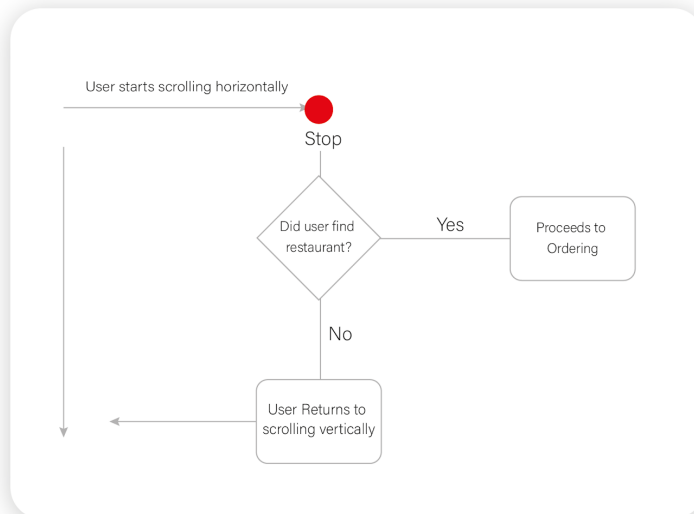
- "All the images used to represent the food/restaurants are unrealistic and just internet pictures and from my experience, I know how Sweet Sensation's fried rice looks like and this is not it"
- "Some restaurants do not have pictures on their menu"
- "I want Spaghetti from 'The Place' restaurant but I can't find it"
- I like 'Asun' (a local Nigerian dish of Goat meat and habanero pepper) with lots of pepper but the picture here shows it doesn't have as much

Also, there is a very poor contrast with regards to navigation and icons; users couldn't make out the 'hamburger menu' as a menu. The search bar and filter option although visible was also missed, so when some of the users couldn't scroll to find their restaurant they didn't think of using the search/filter feature.

Rationale for Improvements:

The biggest problems I discovered with the Homepage are the inconsistent real estate distribution, poor categorization of the restaurants and poor mobile navigation. This is validated from a UX logic and Human Experience (HX) point of view, and this is what I mean;

- The 'Big Chops, Small Money' had restaurants categorized in a horizontal scroll and then 'All Vendors' categorized in a vertical scroll. What this means is that once a user comes on the app they start scrolling horizontally, not all restaurants are in the 'Big Chops, Small Money' category, nobody knows and nothing indicates how many restaurants are in that category, this means at any given time a user might scroll endlessly only to find out that their favorite/desired restaurant is not on that category, they have to come back to the 'All Vendors' category and start scrolling vertically. A logic diagram below illustrates this flow, and it is obviously exhausting for the users and also causes an increase in cognitive load, and increased time in completing a task. 7 out of 7 (100%) of the users did not know what the meaning of 'Big Chops, Small Money' was, except literally, which is an indication that these categorizations are less important information when it comes to restaurant selection.



Logic of how a user scrolls in the JumiaFood App vs My proposed redesign

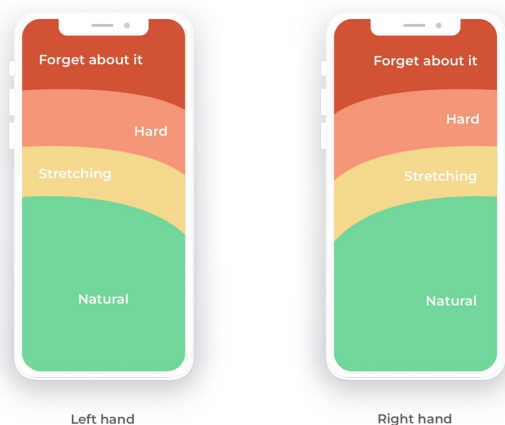
- The cuisines of all the vendors taste different this is evident even in how users talk about food ordering. In a real HX, you hear things like “I want “Jollof spaghetti from The Place Restaurant” or “I am ordering chicken from KFC” as opposed to the mobile app experience that would sound like this; “I want rice from The Place in the Big Chops Small Money Category” or I want “25% Discount Amala from Sweet Sensation”. This is an erroneous approach because businesses always assume that users are clueless or ‘cheap’ or ‘discount’ will be prioritized over cuisine peculiarity with a vendor. Users are less adventurous on food-delivery apps, both new and existing users know exactly what kind/type of food they want and where they can get it, so the information architecture that prioritizes cuisine/restaurant suggestions isn’t an ideal for users. This is even evident in the side ‘User statement’ I highlighted earlier, so why take them on a merry go round of flows to get them to complete the task of ordering? I mean except you are trying to sell some restaurants over others, a good UX Design should not deny users the experience of getting what they want, and from where they want it not by categorizing restaurants into deals and marketing/sales baits/jargon, as these categorizations are far less important than cuisine types to the user, waste more time to grasp and also confuse the user.
- Across various application design properties/elements such as icons, sections, features, etc., contrast is an important tool in distinguishing said properties from the others. Contrast in color, state or hierarchy helps users see and interpret an app’s content, interact with the correct elements, and understand actions. The inability of JumiaFood users to find alternatives that will help them complete tasks through navigations is evidence of a lack of proper contrast. Instead of scrolling endlessly through the categories, users should have been able to spot the search feature and just search for their favorite/desired restaurant. The hamburger menu icon on the top-left corner of the JumiaFood app is almost hidden and without a label, it does not

identify as a menu. The menu itself is completely hidden in the drawer. Similarly, the filter icon doesn't provide context, there are over 5 different kinds of filter icon, 'the funnel icon', 'the A-Z icon', '3 decreasing stroke length', 'the abacus-like or channel mixer icon', etc., and you are likely to find different types used across different applications. Whichever icon is used and whether the users are conversant with it or not, labeling these icons would help provide context for its usage. In this UXTesting article [User-Friendly UI Icons](#), in a series of tests, comparing labeled icons to unlabelled icons, it found that:

- Users were able to correctly predict what would happen when they tapped a labeled icon 88% of the time;
 - That number dropped to 60% for unlabelled icons. For unlabeled icons that were unique to the app, users correctly predicted what would happen when they tapped an icon only 34% of the time.
 - Even for universal icons, including a label is usually safer.
- Considering speed and UX conventions, bottom navigation would suffice as a better option. Two UX principles that explain this issue and serve as a strong rationale for improvement is 'Fitts Law' and 'Thumb Zone mapping'.

Fitts's Law provides a model of human movement, established in 1954 by Paul Fitts, which can accurately predict the amount of time taken to move to and select a target. Put simply, Fitts's Law states "...the time to acquire a target is a function of the distance to and size of the target".

So this means the position of the navigation will largely impact how hard/time-consuming or easy/early it is for users to access the navigation. Whereas 'Thumb Zone Mapping' as explained by Samantha Ingram in a 2016 article, [Thumb Zone: Designing for Mobile Users](#), proves this further by showing us the easy to reach and hard to reach areas on a mobile phone screen using the thumb. This further proves the fact that bottom navigation that houses the primary icons are most natural for users and are easy to reach.



Deliverable(s):

- **Redesign the Cuisine/Restaurant display system by personalizing restaurant displays to reduce scroll and glance-ability time**
- **Utilize enough real estate for 'Search' or 'Browse' feature on the home page, so that it is intuitive for users to use it especially when they consider it been faster than scrolling through an entire list of the restaurant.**
- **When the 'Search' or 'Browse' feature is clicked, suggest filter/sorting options for users. Even conventional filter buttons aren't the best known by users, therefore prioritize user needs by labeling a filter section with important filters/keywords users often use to make a buying decision.**
- **Redesign information architecture, layout, and visual content of menu items, then apply standard fixed bottom navigations using only important icons or often used icon set.**

2. Food Ordering Experience

Problem I: Slide Right, Slide Left - NO, Slide Up, Slide Down - YES.

- The restaurant menu in JumiaFood is divided into different sections/tabs with their own individual pages which makes the entire ordering process too lengthy. Imagine for a second that you need to order Asun, Egusi, Semo, and Fish. To achieve this task, a user needs to navigate back and forth between 4 different pages to make a selection which slows down the flow and increases the cognitive load.
- No feedback on the menu page for which item has been added to the cart. If a user needs to change the quantity of an item, he needs to first open the cart -> select item -> change quantity. This takes the user away from the menu and breaks the flow.
- No indication of the total cost of items on the cart button. This is annoying for budget-conscious users who will keep on switching between menu and cart just to see the total cart value.

Problem II: Big Eaters & Mixologist

- JumiaFood does not currently cater to some real HX that is important to almost every user. To explain this point, I created two personas; 'Big Eaters' and 'Mixologist' that exemplifies the concerns of users.
 - **Big Eaters:** They are foodies and will always get their fill-in every meal. These big-eaters want to order several portions in one sitting. The real HX requires them to just tell the vendor and as much as the plate/dish can carry, they will get their fill. Apparently they can't do that on JumiaFood. There is no 'functional' extra portion

option on the JumiaFood. If you try ordering an extra portion, it will be treated as x2 of your order and you will be charged for an extra pack.

- **Mixologist:** They are foodies and maybe the most indecisive foodies. Their orders will take many food types in one bowl/plate. For example; ‘Stir Fry Spaghetti’ + Jollof Spaghetti or 1portion of Egusi + Oha Soup + Efo, cannot be served as a plate of food on the JumiaFood App.
- In a conversation with users during the qualitative analysis, I asked these users how would they want to order food, 3 (42.8%) made reference to how an actual menu in a restaurant looks, 2 (28.6%) wants to pick their food as a course and not just Rice + Salad + Meat, while the other 2 (28.6) seem to be cool with picking food types to make up their plate of food.
- Another key complaint was ‘terminology’. 100% of the users said until they used JumiaFood, they never understood the categorization of ‘Protein’, ‘Sides’ and other food type categorization on the JumiaFood menu.

Rationale for Improvements:

- Jakob Nielsen once demonstrated his thoughts on horizontal scrolling by nodding his head up and down saying, “vertical scrolling, YES”, then, shaking his head left and right saying, “horizontal scrolling, NO”. A clever way to make a point, but product design is never as simple as just a nod. My approach is to change the layout from a closed menu to an open list-menu where the user can directly dive into the menu by scrolling down through cards. This is attached as a seamless experience with the Cuisine/Restaurant browsing experience. So once users pull the modal up, the menu of the restaurant is populated. Unlike the already existing menu feature that showcases as food types rather than cuisines.
- An important experience for users is one described by the personas above; **Big Eaters** & **Mixologist**. People constantly walk into restaurants and make those sorts of orders and they are served like that but somehow when they go on the app to order from that same restaurant it is impossible to have them serve you in a similar fashion. To solve this problem, a very good experience is to allow a ‘Create your own Bowl/Plate’ option where users can add the several food items they want into a bowl/plate, these bowls/plates have limits of the number of food items you can add to it. So if you want several portions in a bowl/plate, you can take as much as you want.
- From the conversations about how users would order food and the ‘Big Eater’ “Mixologist” persona, I deduced that meal personalization and cuisines are better ordering methods than disjointed and unrecognizable-terminology food type menu. Users will either prefer to personalize their bowl/plate from a list of known-categorized options or buy signature cuisines rather than scroll endlessly looking for meat as a category when it is obviously labeled as ‘Protein’

Deliverable(s):

- Redesign Menu flow from horizontal scroll to open-list menu and vertical scroll that populates when the modal/card of a restaurant is pulled up.
- Create a 'Create your own bowl/Plate' button visible enough on the menu and when clicked, a list of food types labeled with known terminology is populated for users to pick from.
- There is no right or wrong in design, in context we decide which works best. While the horizontal scroll menu was redesigned for the main menu, I will be using the horizontal scroll menu to list all food types in various tabs to allow users to make their bowl/plate.

3. Order Delivery Experience

Traffic is not an excuse

- Delivery experiences when ordering from JumiaFood has always suffered during the last mile delivery. And in as much as we can't control certain parameters (e.g Lagos traffic), we can at least try to make the experience less worrisome for users. For users, feedback is a huge thing and they are mentally prepared for any situation when you put them in the loop of everything.
- Although, the core of a great delivery Experience is largely solved by Service Design and not UX Design. According to Zomato's CEO in this article [*Softskills for staff on top of foodtechs menu*](#), he highlights that one of the best ways to improve Customer Experience (CX) is to improve the soft skills of the delivery executives. Citing that when they are equipped they can better handle on-the-field situations that are geared towards getting food to the customer in time.

Rationale for Improvements:

One key role UX has been able to play over the years is to bring to users the opportunity to be part of the experience designed for them. 'Live tracking' of delivery while on transit can be seen as a good example, this means users and delivery personnel are in constant collaboration and part of the entire delivery experience.

More involvement could mean giving the user the option of a 'Pickup' from the store. While the food is being packaged, users can make a drive-through and pick up their orders. UX helps promote this process by at least offering users that option either as a button just before checkout or as an option during checkout. Although this might seem like defeating the essential business objective of 'delivery', this approach gives the user an opportunity to make a choice that is reasonable in their reality and

context. I strongly think this strategic to the overall CX and Steve Krug in his book - [*Don't Make Me Think: A Common Sense Approach to Web Usability*](#) puts it this way;

“In reality, though, most of the time users don’t choose the best option – they choose the first reasonable option, a strategy known as satisficing.”

Deliverable(s):

- **Redesign Order tracking process to include a ‘Live Location’ map, a ‘Call Delivery Personnel’ feature, and a ‘message delivery personal’ feature.**
- **Create a ‘Pickup’ option before or during checkout to allow users to stop at their favorite restaurant and pick their orders.**