German Restaurant App Design

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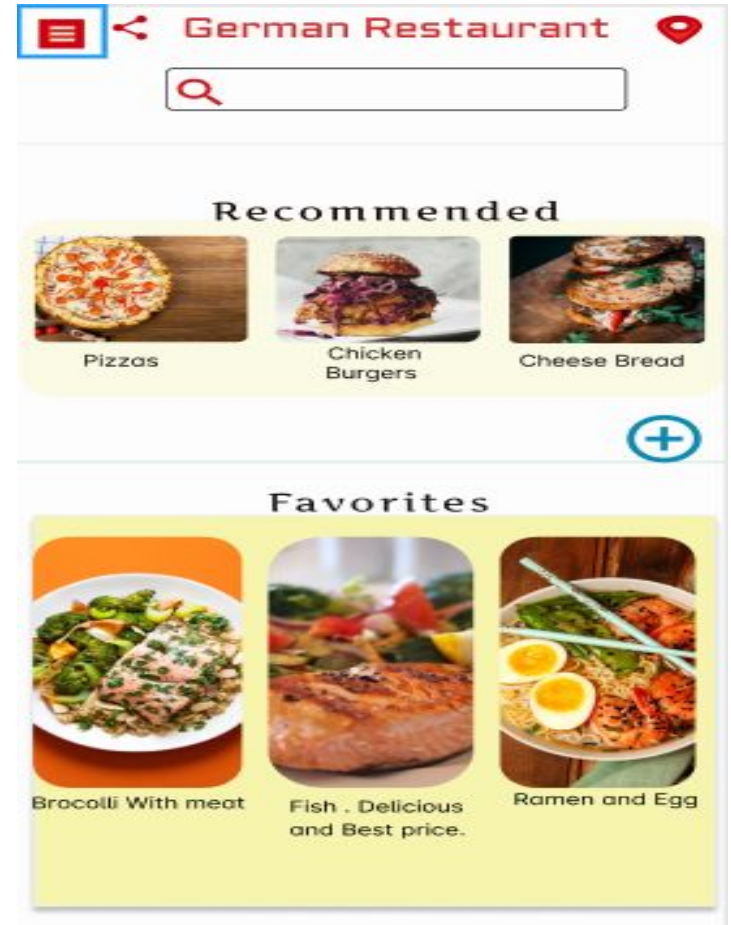
Project overview

The product:

It's a restaurant based in Germany specializes in local german cuisine . Their focus is to deliver quality local German food . Their target customers are students and office workers ,who don't have time to cook food because of their studies or 9 to 5 job , they mostly live alone and they are immigrants

Project duration:

December 2021 to April 2022

Project overview

The problem:

Students and workers don't have time to cook food because of their busy schedule .

The goal:

Design an app for German Restaurant that allows users to order food when they want and at their place so that they don't have to wait at the restaurant for it.

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Project overview

My role:

UX designer designing the app for German Restaurant from conception to delivery.

Responsibilities:

User interviews , paper and digital wireframes , created low and high-fidelity prototypes , conducted usability studies , accounted accessibility criteria and did design iterations if required.

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Understanding the user

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

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User research: summary

I conducted user research to understand the user needs and their pain points . The primary group I have identified were working adults who don't have time to cook meals or some of them even don't know how to cook.
Users had problems ,challenges that made difficult for them to get groceries for cooking or go to restaurants in person. Most of the users are so busy that sometimes when they nothing to eat, they just eat snacks rather than going to the restaurant or buying groceries.

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User research: pain points

1

Time

Working adults don't have time to cook meals

2

Accessibility

Platforms for ordering food are not equipped with assistive technologies like voice commands

3

Language support

Food ordering platforms don't have the feature to view menu in other languages

4

Food Review

There is no recommendation system based on the food reviews by other users

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Persona: **Sam**

Problem statement: Sam is an Busy information technology professional who needs their food prepared or delivered when they are at home after work because they have no time to cook also cannot wait at restaurant for food and spend some quality time with their family

Sam

Age: 30
Education: Computer science graduate
Hometown: Salvador,Brazil
Family: Salvador
Occupation: Software engineer

"*After work when I am at home, want to rest and have some time of my own,not to wait at restaurant to eat*"

Goals

- Want to do things after work , don't want to waste time in planning what to eat
- Time to focus on work
- Sometimes help his brother who is studying
- On weekends likes to spend time with family

Frustrations

- Has longer work shifts and tight schedule
- English is not his first language so sometimes it's hard to interpret things
- Long queue to wait for orders at restaurants
- The kind of food he wants isn't available where he works

Sam works in bay area(San Francisco) ,He goes to office at 8 A.M and comes home at 9:30 P.M. Very busy.5 days a week job.He want food to be delivered when he reaches at home.He usually prefers payment through card but cash will work too.Sam is a immigrant and speaks and reads in his native language when he is at his apartment and English language at work. Sam lives with his brother who is studying at college

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# User journey map

Mapping sams user journey
revealed how it would be
helpful users to have access
to have a dedicated
German restaurant app

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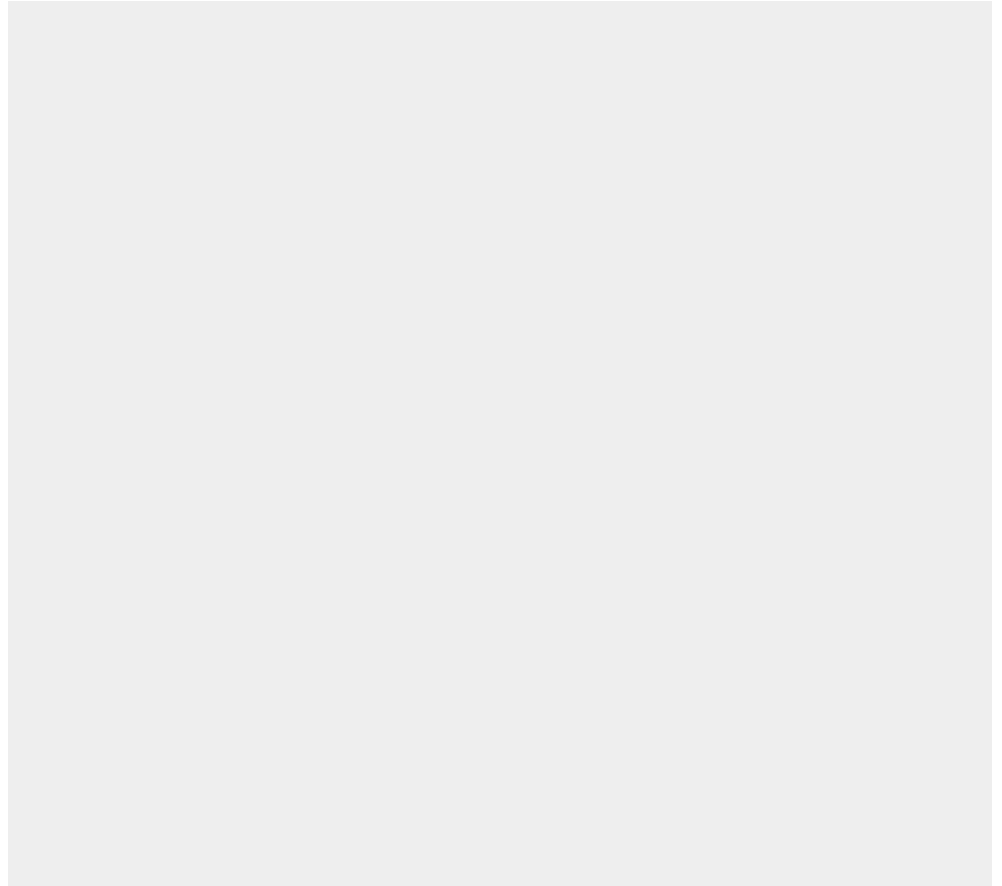
ACTION	Determines what to order	Goes to restaurant	Wait for the food	Make the payment	Receive the order and exits restaurant
TASK LIST	Tasks A. Comes at his apartment after work B. Thinks what to eat today B. Asks his brother what to eat	Tasks A. Enters the restaurant B. Navigates menu for food items C. Finds what to eat or the item decided is available D. Goes to counter to order food	Tasks A. Wait for the order B. Orders food C. Wait for the order D. While waiting drinks coffee	Tasks A. Pays through the credit card	Tasks A. Receives the order B. Leaves the restaurant
FEELING ADJECTIVE	User emotions Anxious about what to eat Have idea's but don't know that if it will be available or not	User emotions Excited that found what want to eat Anxious that he has to find his choice in this long menu	User emotions Stressed about waiting Angry about waiting time	User emotions Happy that payment done and waiting for order	User emotions Relieved about receiving the order

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Paper wireframes

[The final wireframe is somewhat really solves user problem but still need's improvement]
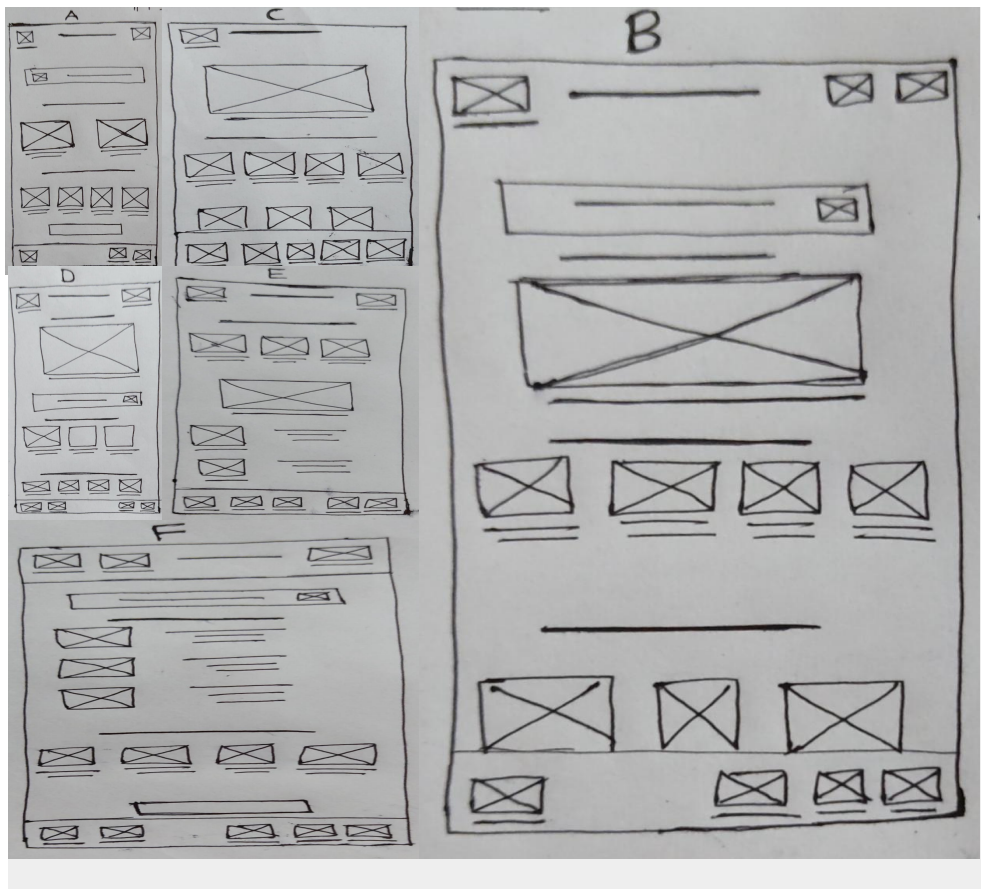
Digital wireframes

Based on user research I have created these designs and they also need improvements I will update it also . Here users can view choices in their own language also
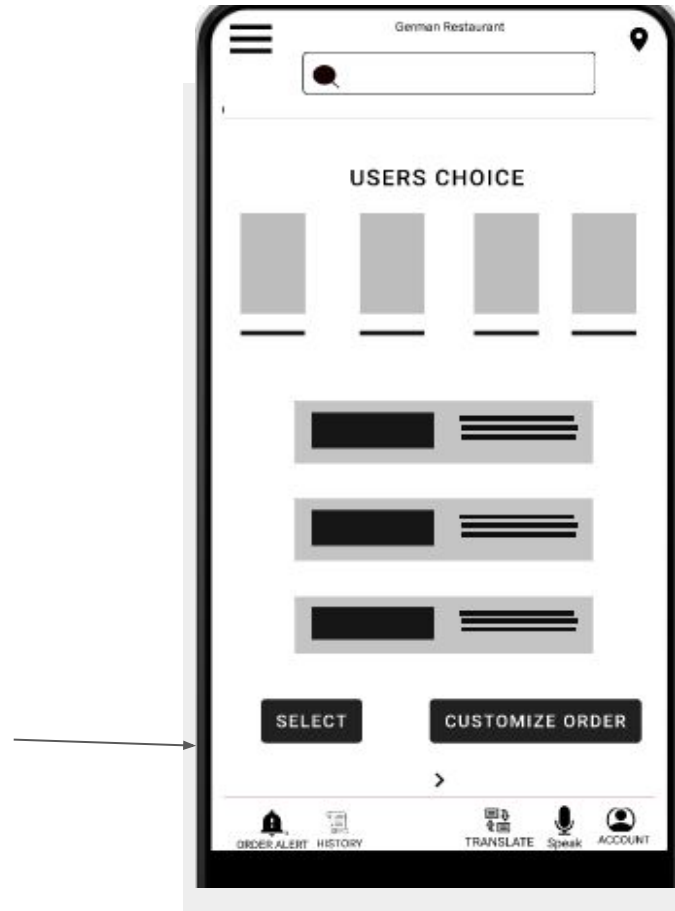
Translate option is to translate apps language and speak option so that users can select item of their choice by speaking
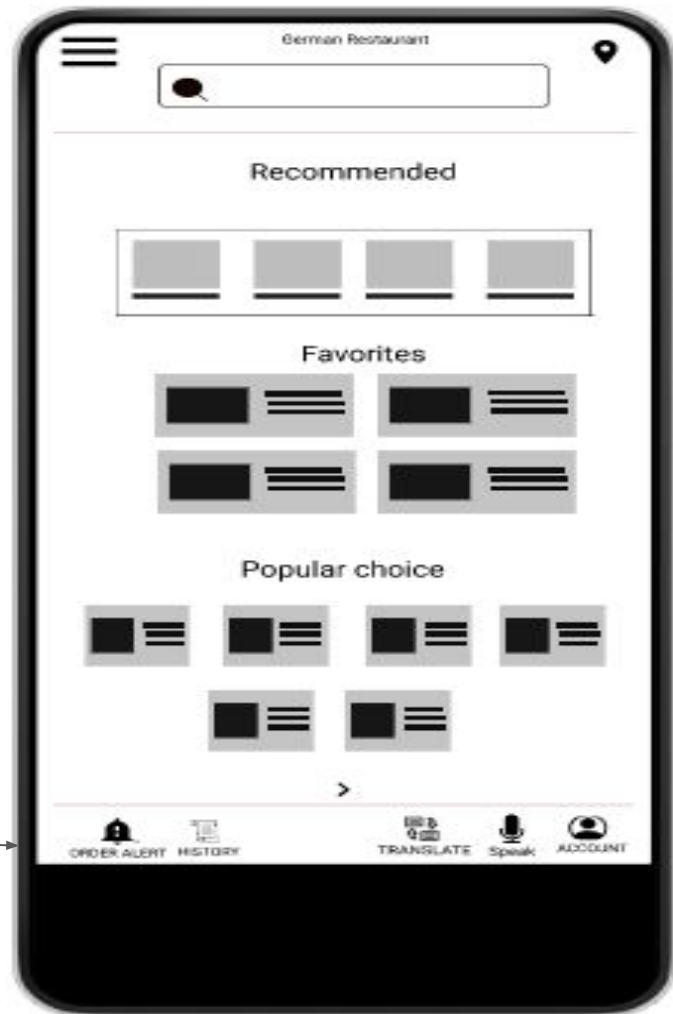
Digital wireframes

Users can customize their order based on ingredients available

Users can customize their order by choosing ingredients

Description of the element and its benefit to the user

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Low-fidelity prototype

[This low-fidelity prototype connected the primary user flow of selecting , ordering and order confirmation. This prototype can be used in a usability study .
View German restaurant

low-fidelity prototype
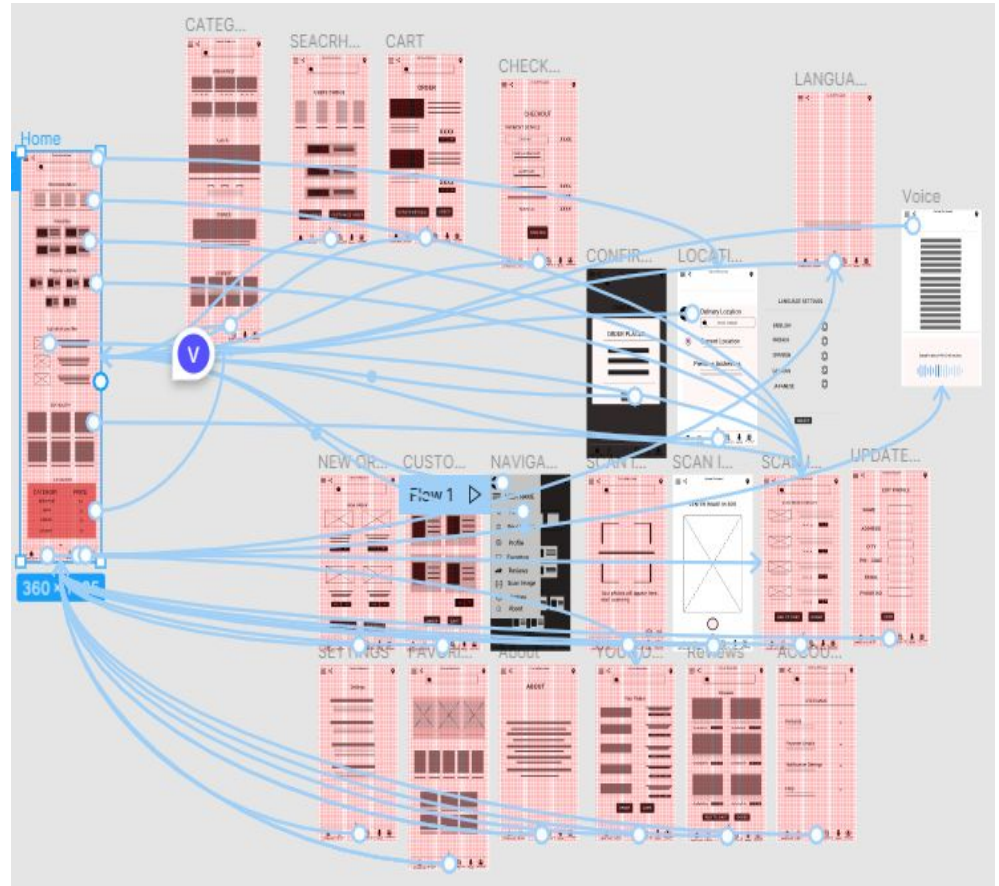
Usability study: findings

I have conducted Usability study of prototype of German Restaurant and users who were involved in the study were my friends and family members. Some of the findings mentioned below.

Round 1 findings

1. Users need better cues for what steps are required to customize order and start new order
2. Users need more information about the scan image feature so that they can understand how this feature is helpful for them and direction to locate it
3. Users want "start new order" & "customize order" feature at home

Round 2 findings

1. Users need clear step by step direction where to start a new order
2. users need better cues for what steps are required to customize the order
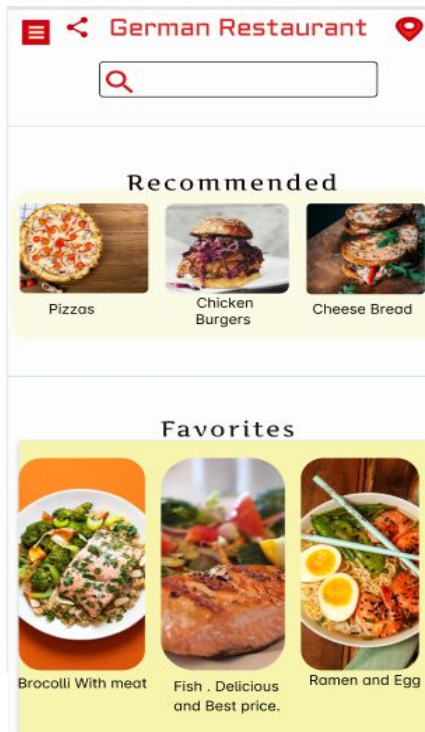3. Users find that visual appeal needs to be improved

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Refining the design

- Mockups

- High-fidelity prototype
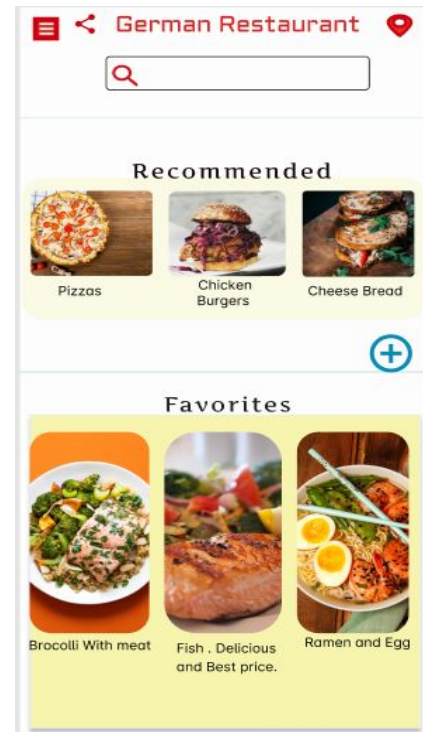
- Accessibility

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Mockups

[In early design users had problem accessing customize order option so I have added add plus icon so that users can access this feature right at top and then don't have to go through the app to access it]
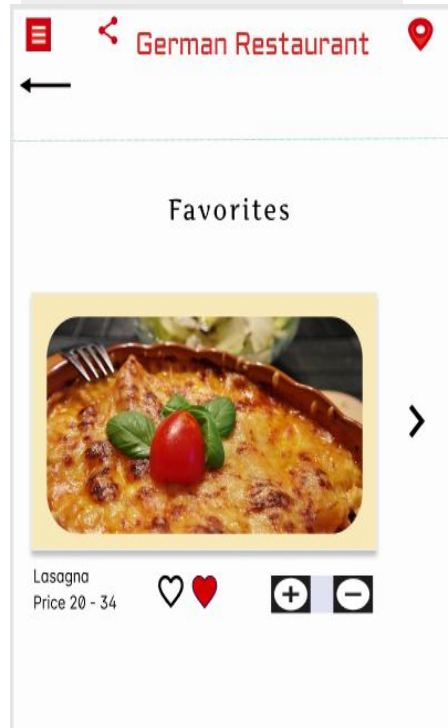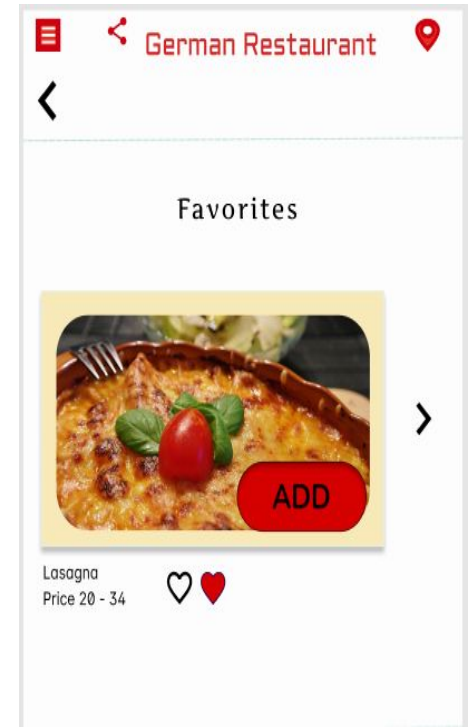
After usability study

Mockups

In early design users had problem with how to add order and complete the order so I have added ADD button and removed previous icons. I have also removed arrow icon which was used to go back to previous screen , instead used left chevron icon]
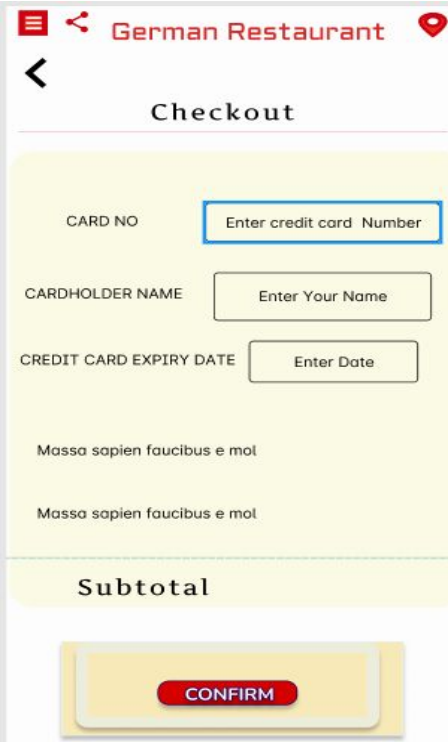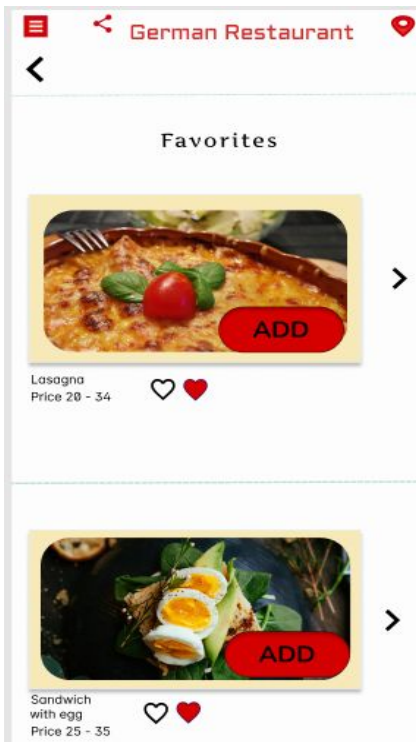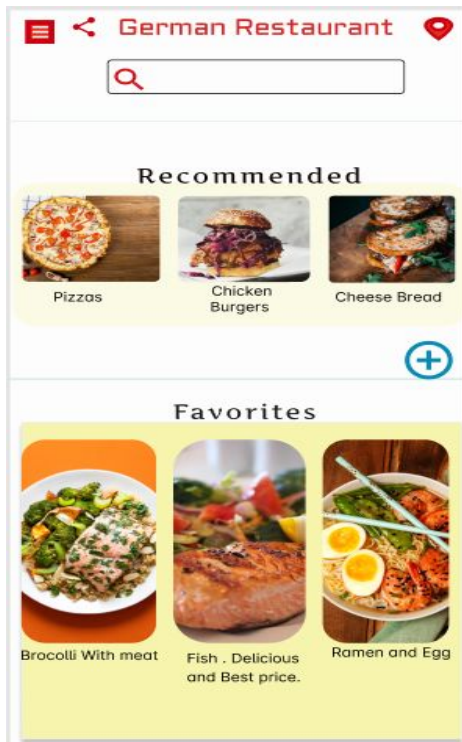
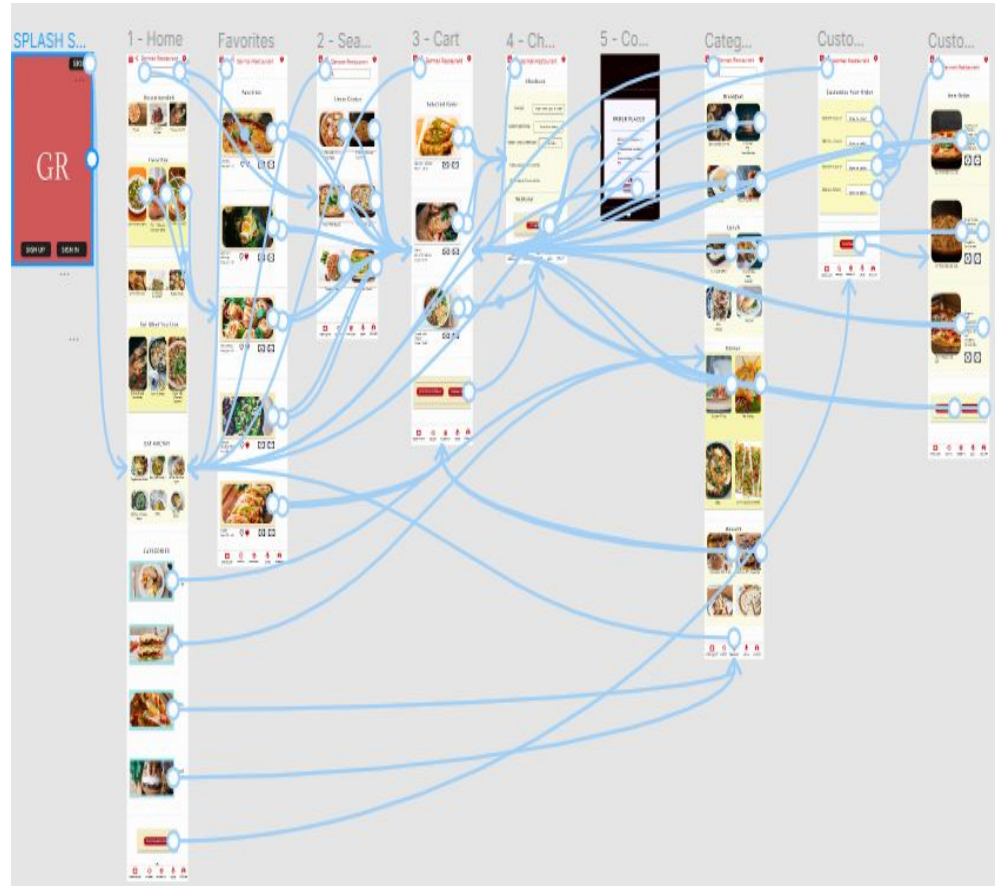After usability study

Google

Mockups

High-fidelity prototype

[Link to high-fidelity prototype]

Accessibility considerations

1

Used high contrast colors in the buttons and also applied whitespace concept so that users who have some disability can access i

2

Added ad plus icons so that users can find the customize order option easily and also used high contrast color so that any type of user can access it on any type of device

3

Used high contrast icon for back if user don't want to go through the order then She/He can go back and edit the order and can be easily accessible on any type of device

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Going forward

- Takeaways

- Next steps

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Takeaways

Impact:

Users were happy about the end prototype and their review was that Restaurant thinks about their needs.
One quote from the user was :
"This app really what I want . Whenever I need to order food this will be my first choice , not just because how it functions but also the visual appeal of it."

What I learned:

I learned that it's not an one time process but iterative process because I had to make changes in the design after every feedback and it's somewhat different from paper and low-fidelity prototypes which I made earlier.

Next steps

1

Need to conduct usability studies so that to gain more insights because I think I can do so much modifications in it to make it much better.

2

User research is required to gain more information because there's one area in the prototype that I want to test real time , and I have seen no food app using that feature.

3

Some modification to the high-fidelity prototype because one or more changes are needed , they don't halt user flow but makes app much better.

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Let's connect!

Your time is valuable so thank you for reviewing my work on German Restaurant app . If you would like to see more of my work or get in touch then you can contact me and my info is provided below

Email: vineetp6@gmail.com
Website: https://sites.google.com/view/vinitkumarpandey/about?authuser=0

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