# Getmegood (Food Previewing app)

UX Design Assignment by Shreyans Palawat

# Project overview:

## The product:

Getmegood is an app to order items from the restaurant directly from their mobile. User will come in Restaurant scan the QR (which will be provided by the restaurant at the table) with the available scanner application on his/her mobile.

## Project duration:

Jan 21 - Jan 23 '20'22

# Project overview:

## My role:

UX Designer

## Responsibilities:

User research, wireframing, user testing, usability testing, prototyping,

# The Process:

Keeping the requirements of this project in mind and the time & resources available, my process will be:

| **1** | **2** | **3** | **4** |
|---|---|---|---|
| **Research & Observe** | **Understand & define** | **Ideate** | **Test & deliver** |
| Conducting research on the users (to better understand scenarios and gain better insights) | Understand their painpoints (to know why would they consider using this feature.) | Brainstorm and ideate possible solutions. (by wireframing and prototyping) based upon the insights | Testing and delivering the best possible solution |

# Understanding the user

- Problem statements
- Pain Points
- User flow charts
- User research
- Personas

# Observing the Problem through research

I conducted a small observation and research study in my nearest restaurant. I also interviewed a few people and asked them their opinions and thoughts on how using such a feature can help them.

## Research Questions

- What do you think about such an option? How easy or difficult can it be for you to order using such feature?
- What more feature would you expect from such an app?
- Will it help you make better choices?
- What do you think about the problem with that kind of feature?
- Will you prefer ordering directly from your phone rather than menu card? (considering the pandemic)?

## Participants

6  Participants

A fair event distribution of genders and ages (18-65).

Participants order out at least once a week.

## Methodology

15-30 minutes in ZXZ Cafe Jaipur,

Direct 1-on-1 interview

# Understanding & defining the Problem

After understanding their opinions and suggestions, I had a few insights to begin with.

**1**

Users want to preview and order quickly, directly from the app.

**2**

User would also like to see the reviews of the food items available so that they can make better "choices"

**3**

Users want to be satisfied with their 'choices' & reduce the time taken while deciding to order any new dish.

**4**

Also, due to the pandemic, users would prefer ordering while maintaining less or no contact with the staff..

# Persona (Example):



## Gurjeet singh

**Age:** 36
**Education:** MBA
**Hometown:** Delhi
**Family:** Married
**Occupation:** HR Manager

*"It's important for me to have a nice place outside where I can relax after work"*

## Goals

- To preorder/order quickly as he;s always in a hurry
- Want to improve his experience
- To make better ordering decisions

## Frustrations

- "I have trouble managing time while ordering"
- "I want to try new things but I don't want to spend too much of my time waiting for the order and still be unsatisfied"

Gurjeet is an HR manager in his hometown. He likes to order coffee and Butter bun at his favourite cafe. He's been visiting the cafe since he was 21. After work, he likes to relax in his yard either reading a book, watching cricket or playing fetch with their very happy and loving golden lab. He is a curious person who love to interact with different people and hangout with them as well. He once ordered a big vege sandwich but "very much unsatisfied" with its taste.

# User Flow:
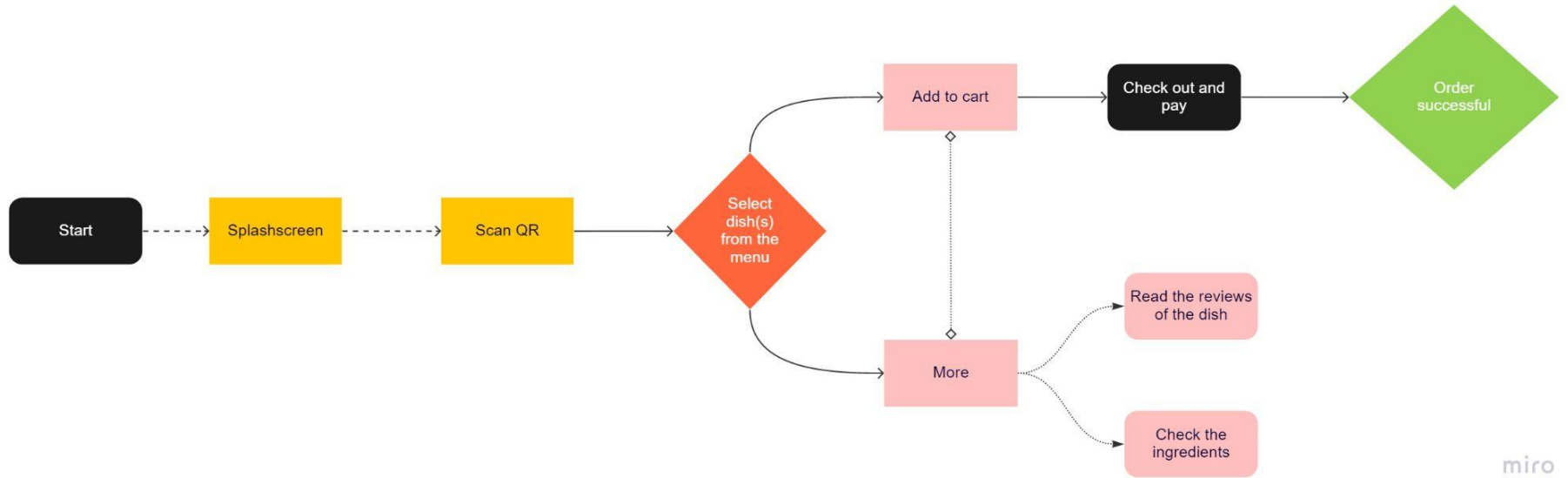
# Ideating possible Solutions

I tried with 12+ different low fidelity wireframes based on the research study and tested out with the same and different users.
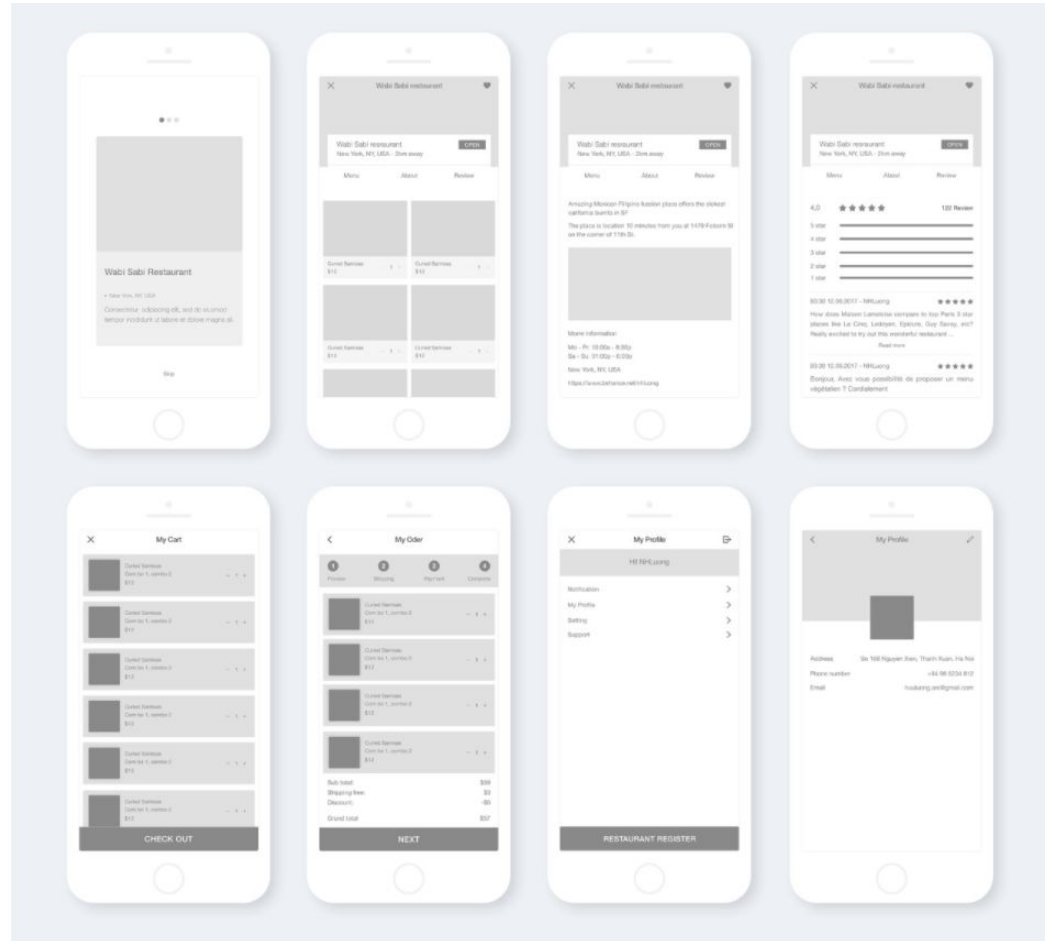
# Observations (Post Ideation):

1. It was observed that 4 out of 5 participants think that there will be no difficulties in placing an order. This means that the order flow was well designed.

2. It was observed that 2 out of 5 participants can schedule an order. This means that the scheduling can be difficult for some users.

3. It was observed that 4 out of 5 participants had no difficulties in previewing a food item.

# Delivering Solutions:



**Screen 1 — Welcome**

😎

## Welcome!
Quickly order your favourite dishes directly from your app in 3 easy steps.

1  **Scan the QR code.**

2  **Select your favourite dishes.**

3  **Confirm and Check out!**

& done.

**Start ordering →**

**Screen 2 — Scan**

😎

Align the QR code within the frame to scan.

**Scan**

**Screen 3 — Home**

👋 Hello!
What would you like to order?

Table no. 12

Search dishes, drinks, starters

### Today's Special
@ ₹549 only
Pan-Fried Sesame Garlic Tofu
⏱10-18 min  ⭐4.9(133)  🟩Veg

**ADD TO CART**

### Top rated Dishes
Super Pizza
⏱10-18 min  ⭐4.9(133)
₹249  **ADD**

Super Pizza
⏱10-18 min  ⭐4.9(133)
₹249  **ADD**

### Popular Cuisines
Indian   Italian   Chinese   French
Mexican   Thai

Home

Lorem Ipsum Food
⏱10-18 min  ⭐4.9(133)  🟩Veg

**Screen 4 — Dish detail**

### Pan-Fried Sesame Garlic Tofu
⏱10-18 min  ⭐4.9(133)  🟩Veg

₹549        −  1  +

**REVIEWS**   INGREDIENTS

Great food at a reasonable price.
So great to have such place in London!
Sahil Kahn                    4.5 ⭐⭐⭐⭐½

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**ADD TO CART**