

Delivery app for sushi restaurant

Imran Ali

Project overview



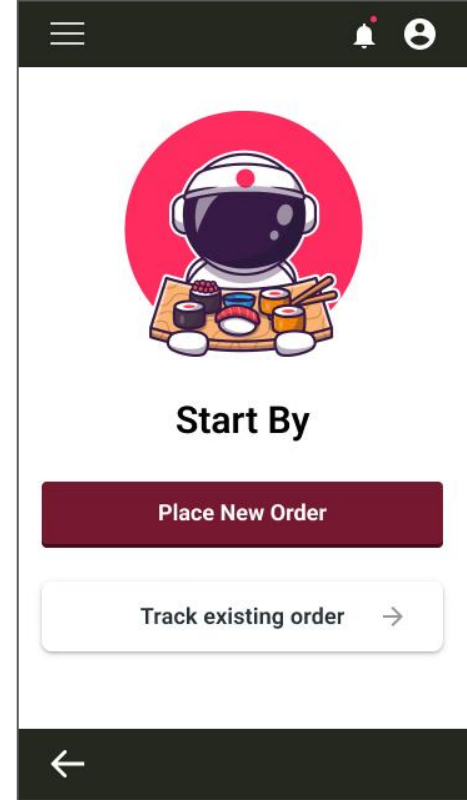
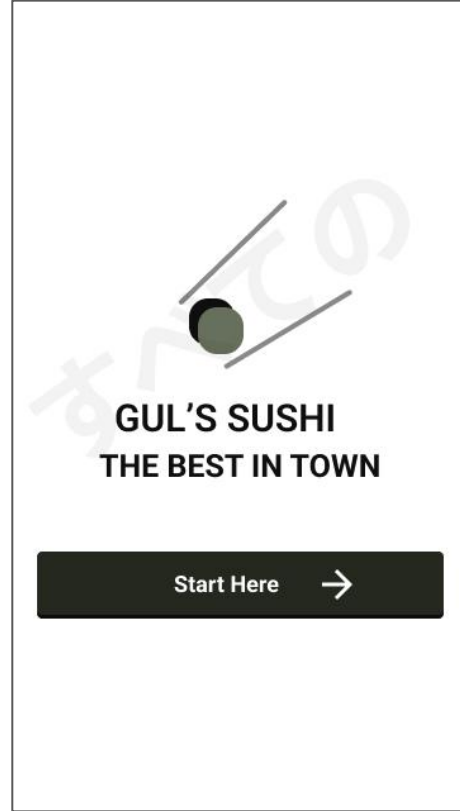
The product:

My first UX prompt through Sharpen platform “Design an order tracking app for a sushi restaurant”.



Project duration:

10 days (March 2023)



Project overview



The problem:

Sushi restaurants need an order tracking app to streamline order management, improve communication between staff, and provide customers with real-time updates on the status of their orders.



The goal:

Develop an intuitive order tracking app for sushi restaurants that simplifies order management, improves communication, and enhances the customer experience by providing real-time updates on order status, resulting in increased customer satisfaction and more efficient order management.

Project overview



My role:

UX Designer



Responsibilities:

I conducted user research, designed, collaborated, ensured accessibility, tested, iterated, and communicated design decisions, resulting in an intuitive and user-friendly order tracking app that simplified order management, improved communication, and enhanced the customer experience for sushi restaurants.

Understanding the user

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

User research: summary



Our user research for the order tracking app for sushi restaurants included interviews, surveys, observations, and user testing with staff and customers to understand needs and pain points, resulting in an app that streamlined order management and improved the customer experience.

User research: pain points

1

Pain point

Communication challenges

2

Pain point

Lack of visibility into order status for customers

3

Pain point

Complexity of the order management process

4

Pain point

Limited integration with existing systems.

Persona: Leah

Problem statement:

Leah is a medical doctor by profession who needs to be able to track their online food order hassle free because calling repetitively for inquiring about delivery status is painful for them.



Leah

Age: 42

Education: Doctor of Medicine (MD)

Hometown: Newport, Rhode Island

Family: Single (Lives Alone)

Occupation: Doctor

“Anything that can quieten our frustration during the wait will be appreciated”.

Goals

- They want to track their orders throughout the process without contacting anyone.
- They would like to be able to spend as much of their non-work time as possible on their hobbies and personal life.

Frustrations

- A label “Arriving soon” is just not enough for them.
- Calling three four times for the order status is painful for them.

Leah is a doctor with a busy and demanding schedule. She works unpredictable shifts in a mid-size hospital, and swims for a local semi-professional team. Leah has a visual impairment for which she uses screen reader technologies. This technology makes using apps and websites much more convenient for Leah, but most of the apps and websites are either not detailed enough or are overwhelming with information.

User journey map

Mapping Leah's user journey revealed how helpful it would be people to have a seamless order tracking experience.

Persona: Leah
Goal: Track the status of my sushi order so that I can stay informed about when it will be ready for pickup or delivery.

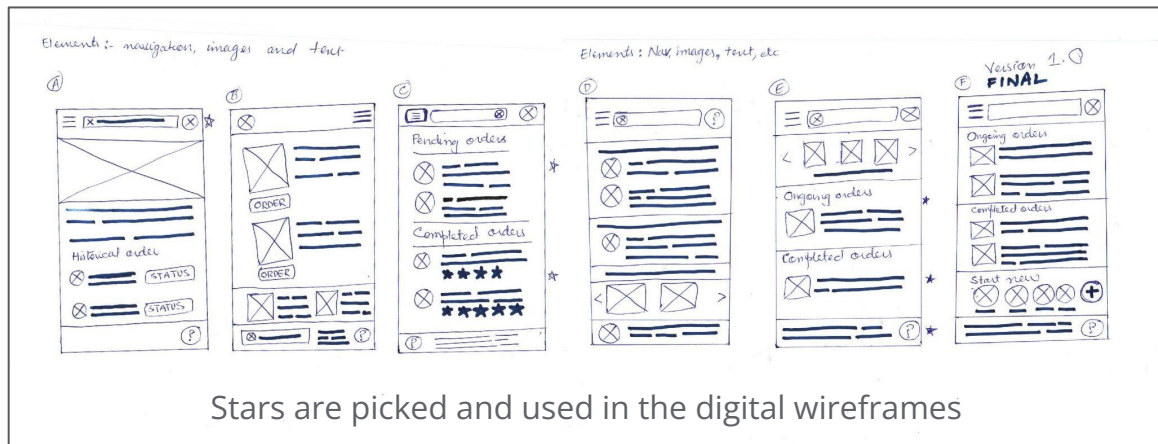
ACTION	Log in	Check order status	Check times	Get updates	Contact restaurant
TASK LIST	<ul style="list-style-type: none">• Enter username and password.• Tap "Login" button.• Wait for app to load.	<ul style="list-style-type: none">• Tap "Orders" tab.• Find relevant order.• Tap order to view status.	<ul style="list-style-type: none">• Look for delivery time.• Look for preparation time.• Check if there are any delays.	<ul style="list-style-type: none">• Tap "Settings" tab.• Toggle on push notifications.• Wait for notifications.	<ul style="list-style-type: none">• Tap "Contact Us" button.• Select preferred method of communication.• Compose and send message.
FEELING ADJECTIVE	<ul style="list-style-type: none">• Anxious• Reassured	<ul style="list-style-type: none">• Relieved• Frustrated	<ul style="list-style-type: none">• Prepared• Nervous	<ul style="list-style-type: none">• Connected• Relaxed	<ul style="list-style-type: none">• Empowered• Frustrated
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">• Streamline login.• Voice recognition login.	<ul style="list-style-type: none">• Text-to-speech.• Customizable status alerts.	<ul style="list-style-type: none">• Prominent delivery/prep times.• Haptic time updates.	<ul style="list-style-type: none">• Customizable sounds.• Vibration alerts.	<ul style="list-style-type: none">• Screen reader compatibility.• Voice-activated messaging.

Starting the design

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

Paper wireframes

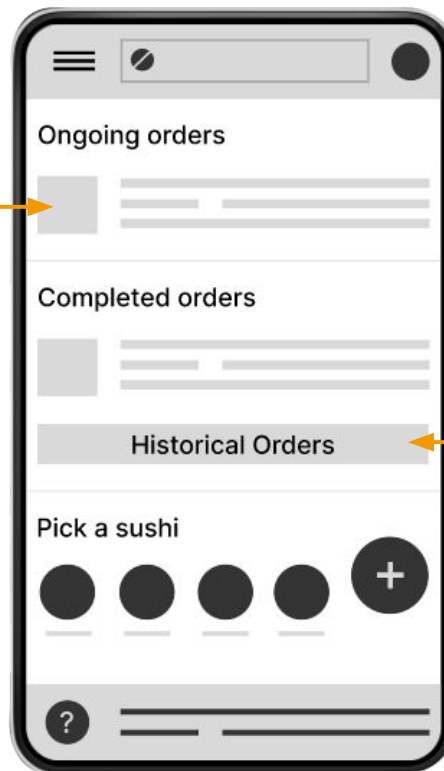
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a quick and easy ordering process to help users save time.



Digital wireframes

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

If any order in process will be depicted here



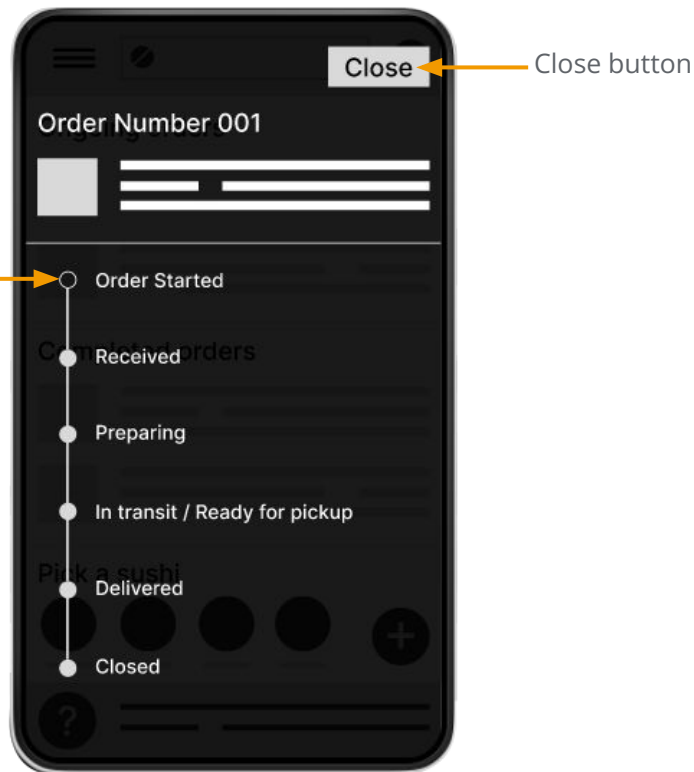
Historical orders can be accessed from this link

Digital wireframes

Easy to understand

Order tracking is an integral part of this app

Easy to understand order status



Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of tracking a sushi order, so the prototype could be used in a usability study with users.

View John's Sushi

[Low-fidelity Prototype](#)



Usability study: findings

A mix of moderated and unmoderated usability study was conducted with 5 diverse participants

Round 1 findings

- 1 Missing notification feature
- 2 Difficult and no re-ordering
- 3 Non-functional links in the hamburger menu

Round 2 findings

- 1 Missing cancellation button
- 2 Language barrier
- 3 Accessibility issues

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Sticker sheet

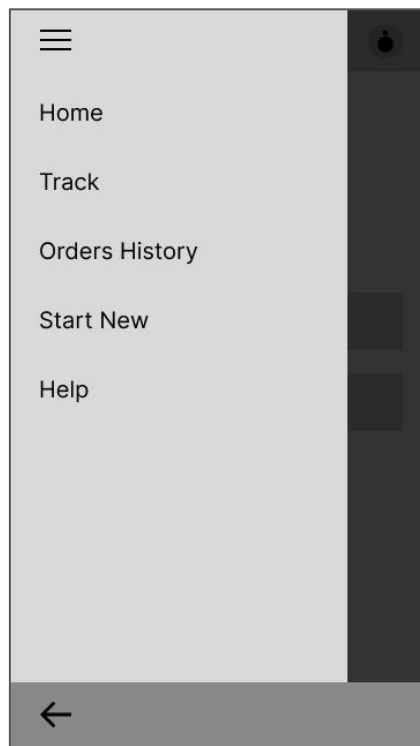
The image shows a design tool interface with a 'Type Classification' panel on the left, a central workspace, and a right-hand sidebar. The 'Type Classification' panel lists various text elements, including 'Line 18', 'Font Family', 'Header - Roboto/Semi-Bold/30px Sub ...', 'Roboto', and 'Typeface'. The central workspace displays a 'Type Classification' table with columns for 'Typeface' and 'Font Family'. The 'Typeface' column shows 'Roboto'. The 'Font Family' column lists 'Header - Roboto/Semi-Bold/30px', 'Sub header - Roboto/Bold/25px', 'Body: Roboto Regular/15px', and 'Button Roboto/Bold/18px'. Below the table is a 'Colors' palette with six color swatches: black, dark green, olive green, red, dark red, and maroon. The right-hand sidebar includes a 'Background' section with a color swatch 'F5F5F5' at 100% and a checked 'Show in exports' option. Below that is an 'Export' section with a 'Suffix' field, a 'JPG' format dropdown, and an 'Export High-Fi prototype - Desig...' button. A 'Preview' section is also visible at the bottom of the sidebar.

Typeface	Font Family
Roboto	Header - Roboto/Semi-Bold/30px
	Sub header - Roboto/Bold/25px
	Body: Roboto Regular/15px
	Button Roboto/Bold/18px

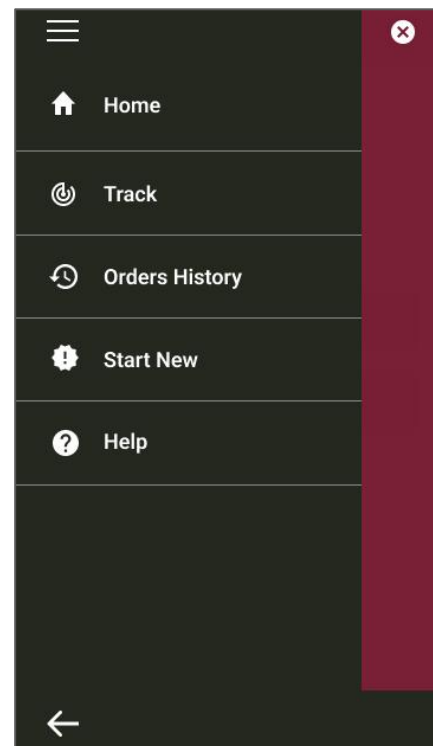
Mockups

Non-functional links in the
hamburger menu

Before usability study



After usability study



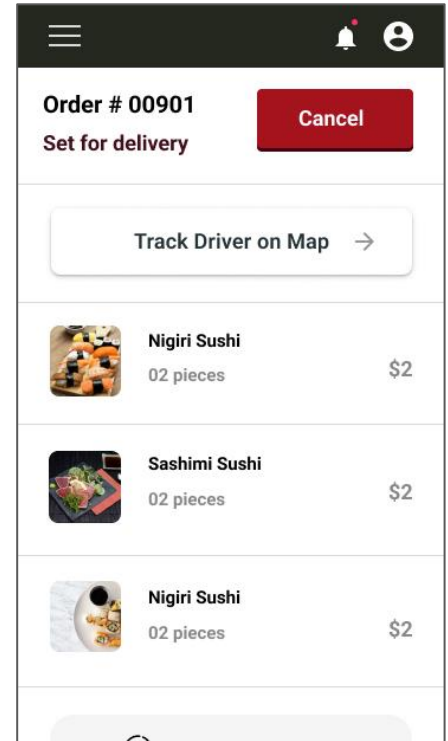
Mockups

Missing cancellation button

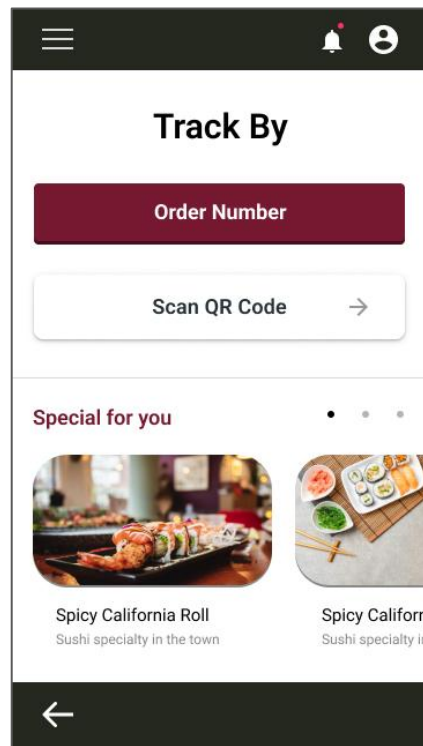
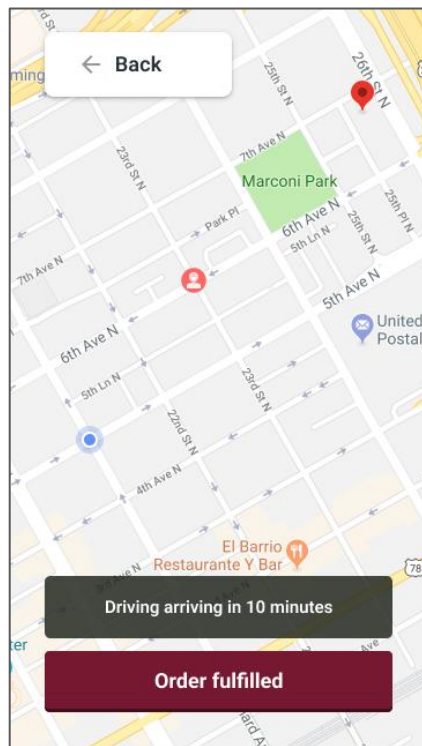
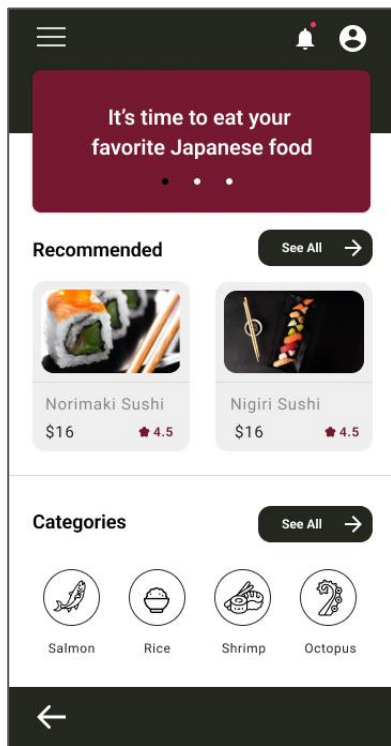
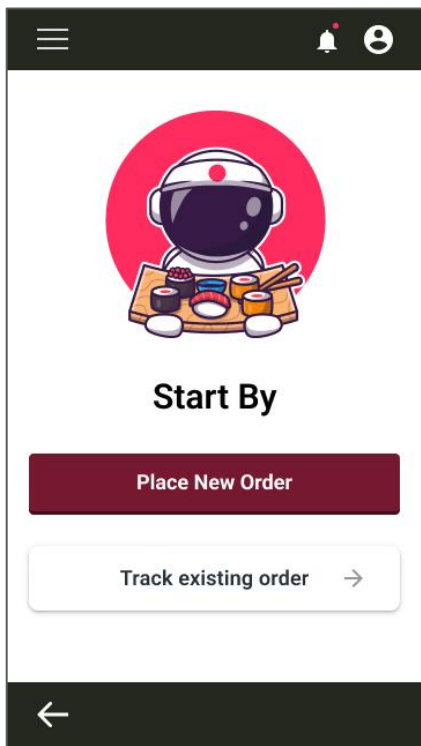
Before usability study



After usability study

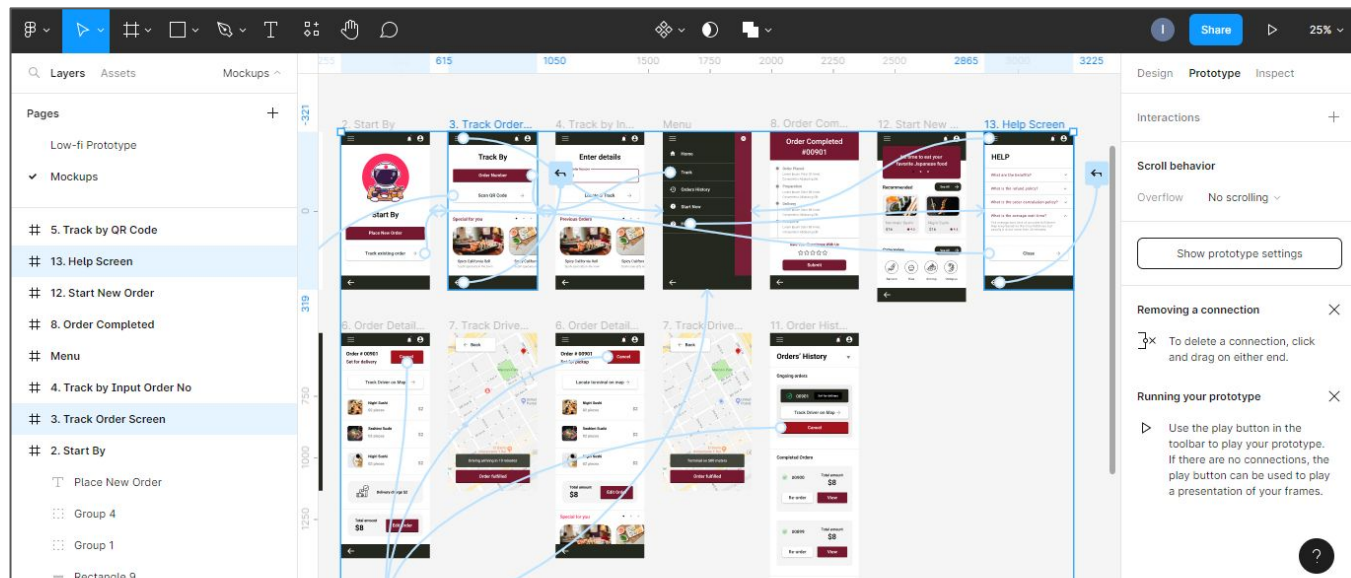


Mockups



High-fidelity prototype

View [High fidelity prototype](#)



Accessibility considerations

1

We considered color contrast, color blindness

2

Color contrast and touch area of buttons

3

Considered screen reader compatibility with embedded text and icons, as well as proper hierarchy of headings.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our order tracking app can improve efficiency, customer satisfaction, and revenue for sushi restaurants by streamlining the order management process, providing real-time tracking, and enhancing communication with customers.



What I learned:

Developing the order tracking app for sushi restaurants taught me the importance of prioritizing user research and accessibility considerations to ensure a seamless and inclusive user experience. It also taught me the value of clear communication and collaboration between designers, developers, and stakeholders to deliver a high-quality product that meets the needs of both customers and businesses.

Next steps

1

Our next steps include conducting further user testing to gather feedback and iterate on the app's design and functionality based on user needs and preferences.

2

We plan to integrate new features, such as loyalty rewards, to enhance the app's value proposition and better meet the evolving needs of sushi restaurants and their customers.

3

In near future, we can explore opportunities to scale the app's reach and impact by partnering with additional sushi restaurants and expanding our marketing efforts to reach new customers.

Let's connect!



The end of case study, conducted by Imran Ali

I'm eager to collaborate with other designers and developers to bring innovative ideas to life. If you're looking for someone to join your team or collaborate on a project, I'd love to hear from you.

Please feel free to reach out to me at

imran.neo@gmail.com

<https://imimran.net>