

Cafe2Go: Breakfast Delivery

Brian Walsh



Project overview



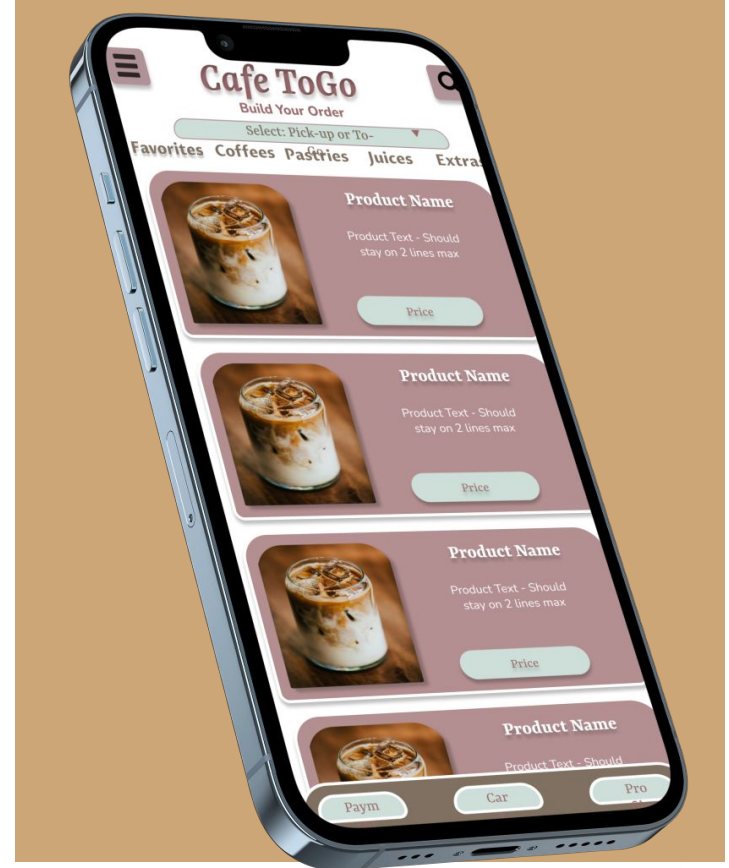
The product:

Design a food ordering app that allows customization for ordering from a local bakery.



Project duration:

Aug 2021- May 2022



Project overview



The problem:

A local bakery wants to offer a better service for their loyal customers that puts them in control of mobile ordering, rather than 3rd party apps.



The goal:

Allow customers to order bakery products quickly and simply while allowing for common or unique customizations that don't disrupt the purchase journey.

Project overview



My role:

Lead UX Researcher, Designer & Copywriter



Responsibilities:

- Founder
- User Research
- Design
- Branding
- Customer Experience/UX

User research: summary



My user research consisted of questions that separate interviewees by their demographic information and dove into the potential reasons why they would order breakfast items through an app. By keeping the questions high-level, we were able to look at the experience as a whole, and then customize it to a local bakery perspective.

This research generated two persona profiles, both predominantly women. By focusing on young millennials and then gen x/older millennial cusps, we've targeted the demographic most likely to use mobile ordering for pick-up or delivery, and the different time conflicts that would prompt them to order via an app.

User research: pain points

1

Business

Career-minded professionals are on the go - having food prepared and ready for them is more convenient than making it at home.

2

Efficiency

Food ordering is a luxury, so when it is an option, it has to be fast and convenient.

3

Item Selection

The items listed need to be clear, concise, but still descriptive and adding to your order should be in as few steps as possible.

4

Price

Price needs to be communicated clearly - if there is no clear price, sticker shock at the time of purchase completion can cause order abandonment.



Renee

Age: 25

Education: College Graduate

Hometown: Boston

Family: Parents, Sibling,
Girlfriend

Occupation: Project Manager

“Ordering breakfast is a kind of self-care luxury - especially after a night out.”

Renee was promoted to a project manager a few months ago, and lives an active social life. On the weekends, or the night after a work outing, she occasionally orders breakfast through an app for the convenience or to satisfy a specific food craving. When the craving hits - she wants her food ready for pick-up or delivery ASAP, with easy selections and accurate product representation.

Goals

- Convenient and specific menu item delivery or pick-up
- Fast preparation

Frustrations

- Long delivery waits
- Unclear ordering experience



Tess

Age: 35

Education: College Graduate,
Professional
Certificates

Hometown: Chicago

Family: Boyfriend, Parents,
Siblings

Occupation: Senior Operations &
People Manager

“I don’t normally order breakfast, but when I do I expect it to be easy and convenient to my life.”

Tess is an established mid-level manager in a professional environment. Tess’ busy professional and personal life keep her on the move. Although she doesn’t order-in breakfast often, she occasionally orders breakfast or coffee for pick-up on her way to work or other activities. When she does order, she’s on-the-go, so convenience and simplicity is key. If ordering takes too long or distracts her from something else, she’s not interested.

Goals

- On-the go ordering
- Seamless ordering
- Convenience is worth the cost

Frustrations

- Long selection and check-out process
- Manually entering a lot of information
 - Credit Card
 - Name

User journey map

Tracking Renee's journey through the app gave us some insight into what priorities she had when ordering food - an infrequent practice of hers.

Persona: René

Goal: Order Breakfast After a Night Out

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5	Action 6
TASK LIST	Decide where to order from: <ul style="list-style-type: none">Browse available providersCompare images & reviews as well as delivery time	Select Items to Order <ul style="list-style-type: none">Customize ItemSelect any add-on options that might be includedAdd Item to CartRepeat per item	Review Order: <ul style="list-style-type: none">View all items in cartReview customizationsCheck Price	Pay <ul style="list-style-type: none">Select from card on file or add a new cardSelect delivery or pick-upAdd a tip or delivery instructions	Wait <ul style="list-style-type: none">Confirm order has been processedCharge has been processed	Receive <ul style="list-style-type: none">Track delivery or preparation status in appNotice is sent once order is ready, as well as delivered if applicable
FEELING ADJECTIVE	<ul style="list-style-type: none">ConfusedOverwhelmedIntimidated	<ul style="list-style-type: none">CuriousExcited	<ul style="list-style-type: none">CriticalNervous	<ul style="list-style-type: none">AnxiousHesitantWary	<ul style="list-style-type: none">ImpatientSkeptical	<ul style="list-style-type: none">ExcitedReady
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">Images & Address added for businesses	<ul style="list-style-type: none">Items are described in common terms, or are explainedMinimal clicks to add to cart	<ul style="list-style-type: none">All items visible in one view, but view can be magnified for low-visibility users, or read out	<ul style="list-style-type: none">Payment could be processed with cash or on-delivery		<ul style="list-style-type: none">Notice is sound-based, vibration-based and also sends a push notice so updates are not missed

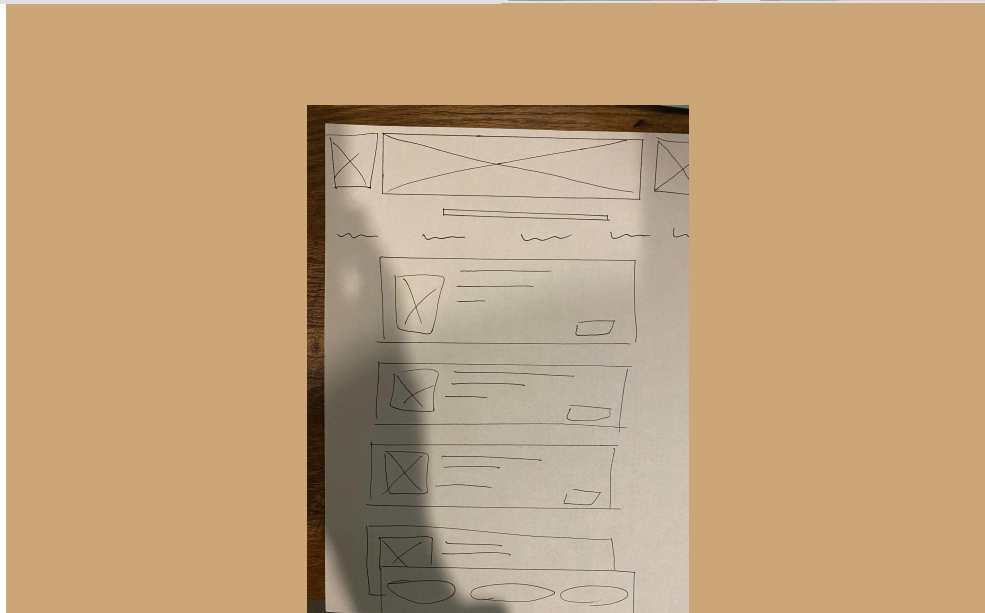
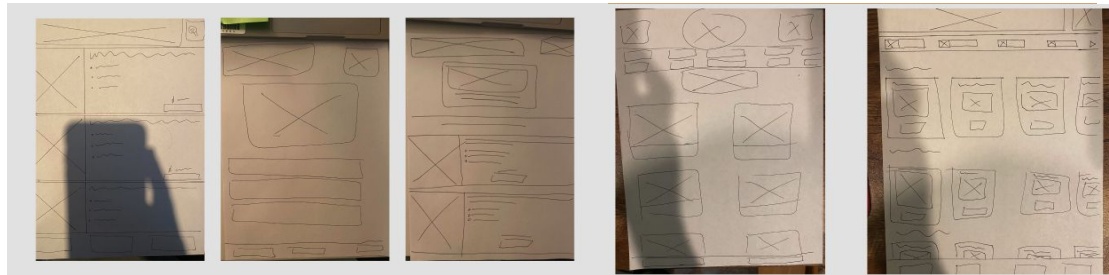


Starting the design

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

Paper wireframes

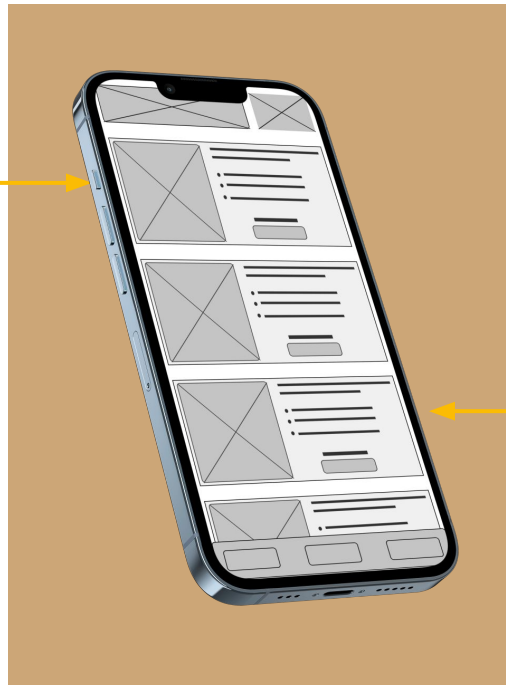
These wireframes focused specifically on the selection, customization and cart process of the app, which are where we received the most feedback. The final paper wireframe made better use of white space, while still providing options, without being overwhelming.



Digital wireframes

This product page of the app was designed to make selections appealing, but also intuitive. By allowing for a large image and highlights of the product, the customer is fully informed and enticed by the offerings.

Large image that is accurate to the product experience

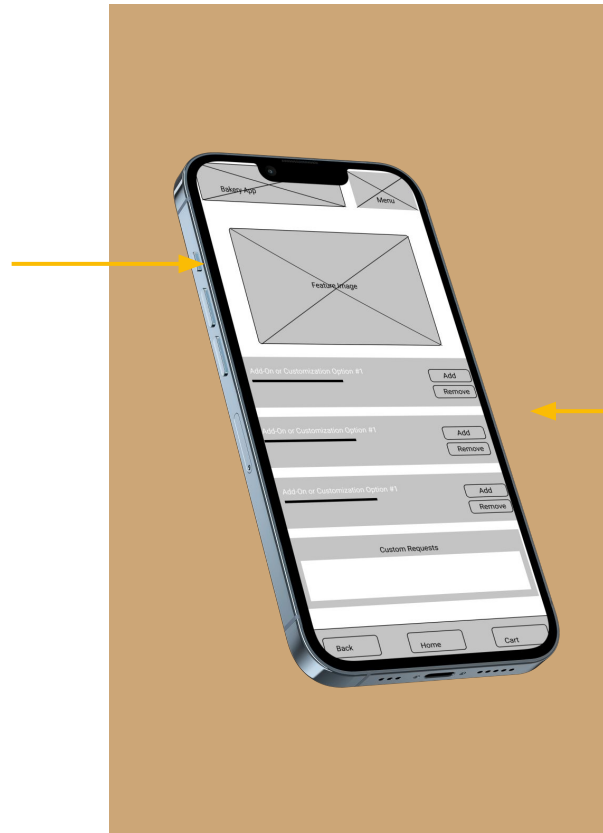


High-level overview that entices and describes succinctly

Digital wireframes

The ability to customize the order was a focus for a lot of my users. Making the customization screen easy to use, but still centered around delighting the customer.

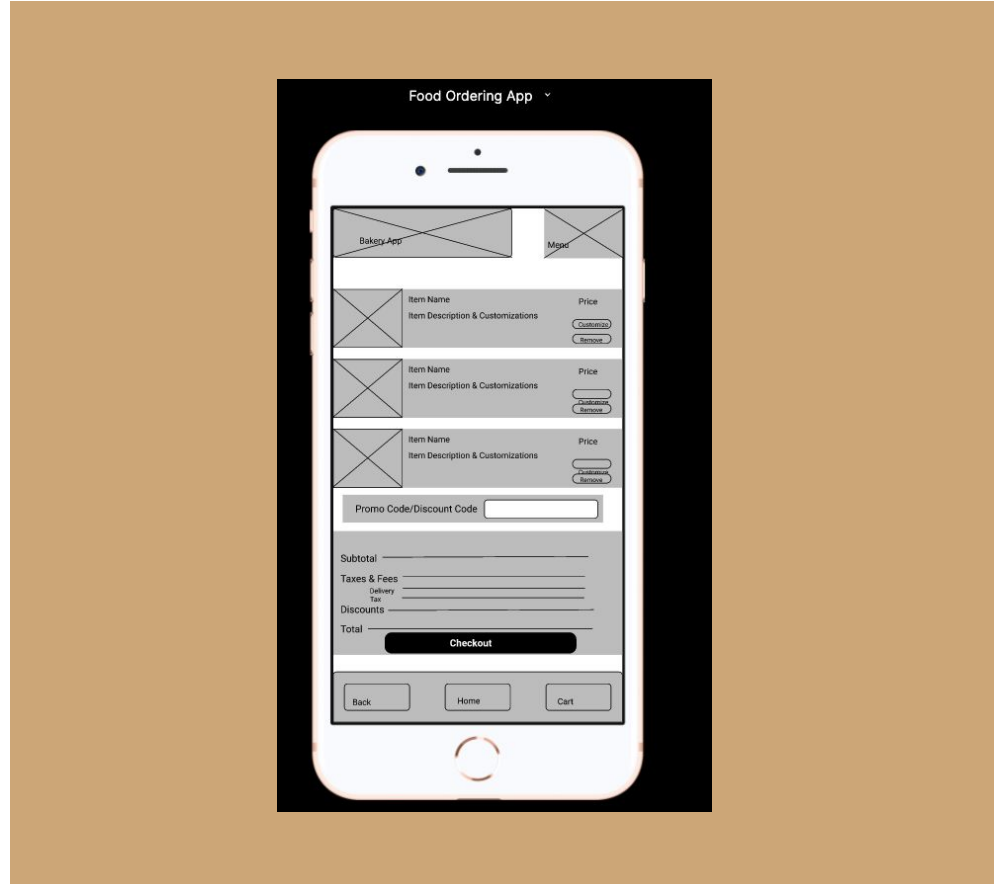
Image of item remains central, creating a visual experience that users will enjoy.



The fields for customization are separate, and large enough to easily follow.

Low-fidelity prototype

This [Figma Flow](#) demonstrates the initial prototype for this user journey to order and customize cafe items, as well as the basic check-out process.



Usability study: findings

I'm fortunate enough to have a community very similar to my target users, so I was able to get their insights on the app usage.

Round 1 findings

- 1 Navigation Was Small
- 2 Customizations Needed Variety
- 3 Checkout Page was Very Busy

Round 2 findings

- 1 Color Contrast need to be Improved
- 2 Positive Response to White Borders - Gives Illusion of More White Space
- 3 Let pages have a Single Focus - Otherwise people may be confused



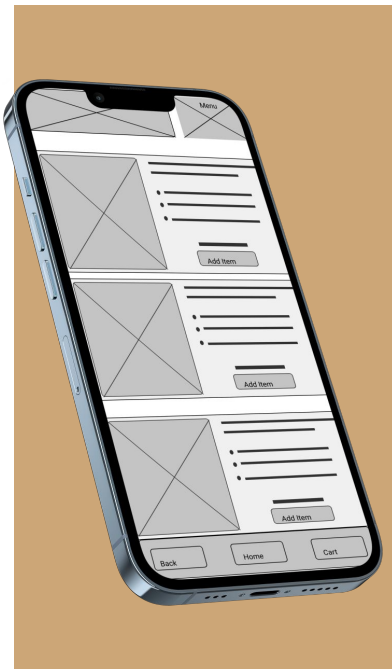
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

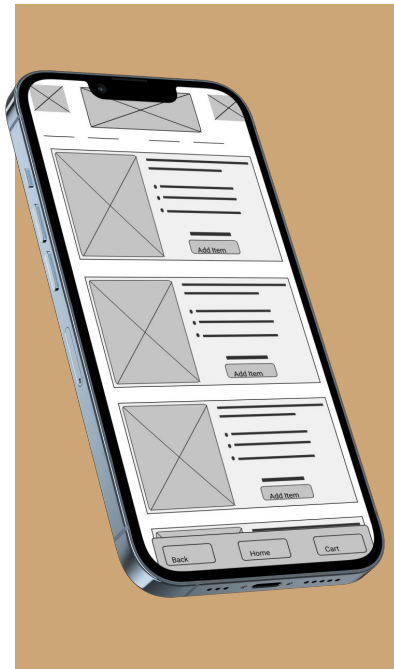
Mockups

Much of the feedback from the usability study on the homepage was about spacing - creating more white space between product blocks and margins resonated really strongly, as did adding more top navigation and space for the bottom navigation.

Before usability study

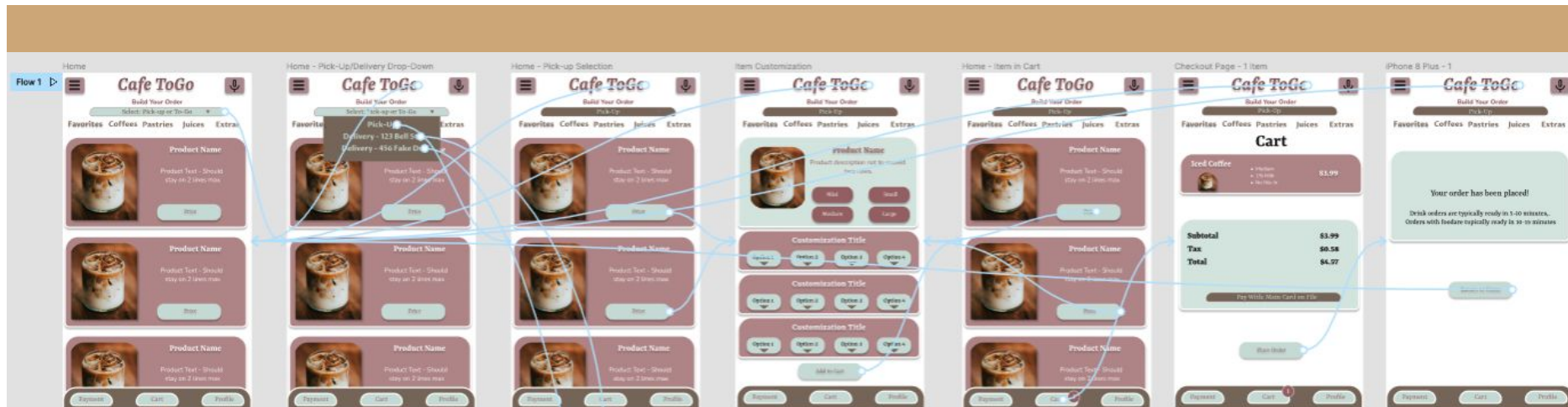


After usability study



High-fidelity prototype

High-Fidelity Link can be found [here](#). This depicts the primary flow of a transaction, with order customization and the ability to see what is in the cart.



Accessibility considerations

1

Color

I deliberately chose colors that contrasted so that any overlay/overlap was easy to navigate and distinguish for low vision. This use also helps to clarify where in the journey users are when they're checking out or completing an order/transaction.

2

Voice

In the final review (live in the prototype) the flow has substituted a search bar for a voice icon, hypothetically allowing for text-to-speech for users once in development. Ideally, this would also offer a choice of languages, but that's a bit further on the roadmap.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

This app would empower small businesses to deliver the same functionality and service that global giants provide - while retaining more profits and providing a local alternative.



What I learned:

I learned a lot about the flexibility for design and the need to be adaptable - some of my original color schemes or designs simply weren't feasible on all devices or easy to understand once in place. Being able to iterate and collect real-time feedback helped avoid a scenario where the design didn't grow for the greater good.

Next steps

1

Refine visuals

There's a lot of good contrast and white space in the design, but there's an opportunity to make it crisper and easier to understand by decluttering.

2

Additional Flows

There's a few options in the navigation that do not yet have developed flows. Building these out will help users better understand the full capabilities of the app to get more buy-in.

3

Increase Interactions

On several frames, there's only one or two different actions possible. For the full-app experience, I want to develop these so that the function of some of the buttons is built out for better representation.

Let's connect!



Thank you so much for reading through!
To connect or contact me, please find me on:

- LinkedIn: <https://www.linkedin.com/in/briantwalsh/>

Speak soon!

