Project Overview

The Product:

The Taco Truck is a fictional food truck that would usually park in Charlottesville. The app would offer the current location as well as a schedule and the ability to order and pay ahead of time to pickup at whenever is convenient for the user instead of having to wait in line. The app will be easily customizable for the back end to add and remove menu items based on ingredient availablilty.

Project Duration:

November 2021 to January 2022

Project Overview

The Problem:

There tends to be a bottleneck in the ordering and cooking process during the lunch rush.

The Goal

Design an app for customers to order from wherever they want and designate a pickup time that can be staggered for the kitchen to avoid a backup.

Project Overview

My Role:

Visual UX Designer, Researcher

Responsibilities:

Conducting research, interviewing potential users, conducting usability studies. Paper and digital wireframing, designing the app with accessibility in mind and iterating on designs.

Research

Summary:

Through a competitive analysis of the food trucks in geographic competition in Charlottesville and interviews with people familiar with the business I was able to get to the core of the problem facing the Taco Truck in the ordering process.

The research revealed that the long line during the lunch rush is aggravating and time consuming during a truncated lunch break and potential customers would much prefer to order ahed of time and schedule their pickup time so they can enjoy their break eating instead of having to rush through their meal.

Pain Points

1 Time

Standing in line at the taco truck during peak lunch hours is a pain. Being able to order on the app ahead of time and pick the pickup time makes the unknown time commitment a non-issue and having the pickup times staggered makes the owner's lives easier.

2 Knowledge

Most visitors are unaware of the complexity of the Taco Truck and the breadth of their other offerings. The app will offer not only explanations of each meal and all the ingredients but when they'll be available seasonally.

Personas

Goals:

Sloan is a young marketing intern trying to impress her boss with time spent in the office working toward the company's goals.

Frustrations:

Most of the lunch hour is spent waiting instead of enjoying the food and getting back to work at a reasonable time.

Goals:

Charles is a lawyer looking to relax with friends at lunch in a nice setting when he is ready to take a break.

Frustrations:

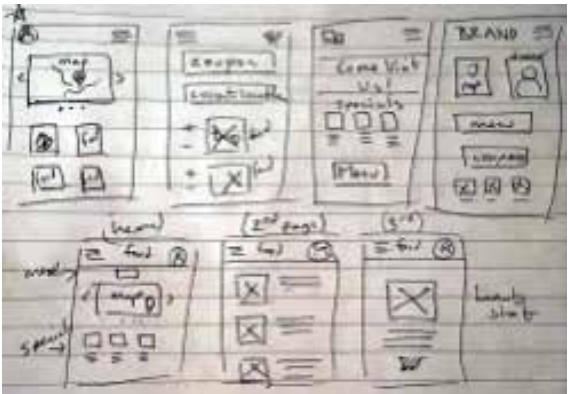
Waiting in line is not his idea of a good time when all he wants to do is relax with his friends and and enjoy his lunch break between clients.

User Journey Map

ACTION	Select restaurant	Browse menu	Place order	Complete order	Pick up order
TASK LIST	A. Decide on food type B. Search nearby restaurants in browser C. Select a restaurant	A. Browse online menu B. Select menu items	A. Locate phone number B. Call restaurant C. Place order	A. Confirm order B. Provide payment information C. Get directions to restaurant	A. Drive to restaurant B. Pick up food and tip employee C. Inspect items D. Drive home E. Eat meal
FEELING ADJECTIVE	Overwhelmed by number of restaurant options Excited to find a restaurant that they like	Annoyed at large amounts of text with limited visuals	Dissatisfied with scrolling to find phone number Anxious about having to remember order	Frustrated at having to read card number out loud Annoyed at time it takes to drive to restaurant and back	Happy to eat after a long day
IMPROVEMENT OPPORTUNITIES	Create a dedicated mobile app for Zia's Pizza	Provide search filters Include images Optimize app for screen reader technologies	Provide a simple checkout flow	Provide option to tip in-app	Include a rewards program

Paper Wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements tha med it to the difital wireframes woud be well-suited to address used pain points. For the home screen, I prioritized the food photos since they're the star!



Digital Wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research. Easy navigation was a key user need to address in the designs in addition to geo-location for order pickup.

Low-fidelity Prototype

The low-fidelity protoype connected the primary user flow of ordering cider and food and finding location on site so the prototype could be used a usability study with potential users.

View the Food Trucks [low-fidelity prototype](#).

Usability Study Findings

After two rounds of usability studies I was able to move from wireframes to a low-fidelity prototype based on the feedback given.

1 Ordering

Ordering on the app became difficult at certain steps, like adding a food item sent users to the checkout screen instead of allowing them to customize their order and adda a drink.

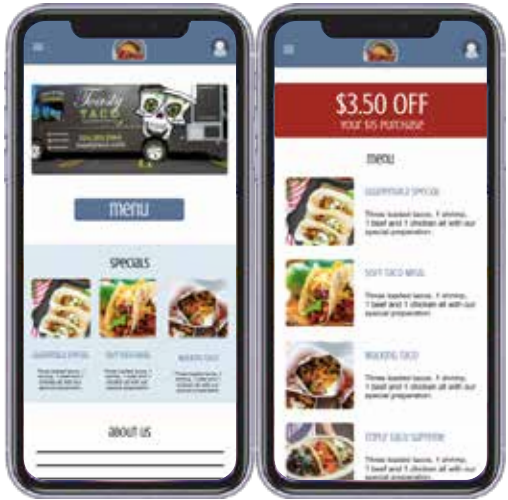
2 Profile

Navigating to the profile area seemed intuitive to me, but I found that certain users did not know to click on the person in the circle image in the upper right. To make that clearer I added a hover action that reads 'Profile" to screen readers to the icon.

Key Mockups

The design choices made in this app all follow a similar look and feel to promote consistency and remain recognizably Taco Truck. The photos, fonts and colors are all within the brand guide.

View the Food Truck [high-fidelity prototype](#).



Takeaways

While designing this app I learned quite a bit about functional app layout, accessibility and how to best understand user patterns. Things that seemed straight-forward and intuitive to me were not as obvious to users I had test the app which led me to make a more effective app that all users can understand and navigate with ease including those with accessibility needs. Each button and layout took into considerations those with screen readers and other accessibility needs.