

# Food menu app

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# Project overview



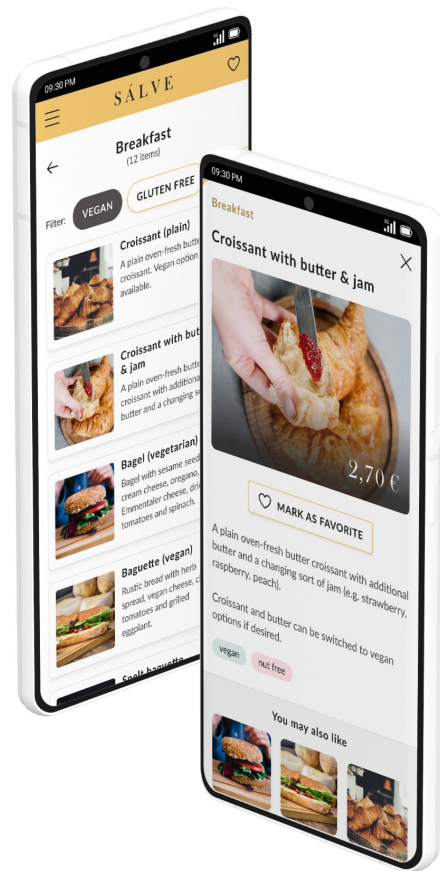
## The product

The app is for the visitors of a café that shows the complete menu to get an overview of all the products with some additional valuable information.



## Project duration

July 1, 2022 - September 30, 2022



# Project overview



## The problem

Customers don't know about the offer of the café and are also not able to find all the specials (e.g. vegan options) immediately.



## The goal

Design an app for the café with a complete menu of all offered products with the possibility to get additional details and filter for special needs.

# Project overview



## My role

UX designer designing an app for the café from research and conception to delivery.



## Responsibilities

Research and competitive audit, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility and iterating on designs

# Understanding the user

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

# User research: summary



I did user interviews with a wide range of different people to find out what they miss at the moment regarding the offer of the Café, how transparent it is and if it provides additional information to decide for the right product.

Most users like the general offer but it's very intransparent in what products they serve at what times and dates, the special ingredients or the prices.

# User research: pain points

1

## Offer

An online available overview of all the products that the café offers is needed.

2

## Specials

Products that are suitable for vegetarians, vegans as well as kids-friendly or special products should be declared as such.

3

## Pricing

The prices of the offered products are rarely transparent and should be added everywhere.

# Persona: Anabella Suarez

## Problem statement

Anabella is a working mom who needs to easily find healthy and kids-friendly food because she wants to save time before going to the café.

## Anabella Suarez



**Age:** 32  
**Education:** High school  
**Hometown:** Berlin, Germany  
**Family:** Single, one daughter  
**Occupation:** Office Manager

*“Finding healthy and kids-friendly food is my priority and should be as easy as possible.”*

## Goals

- Wants to get a detailed overview of the offered products online
- Wants to easily find kids-friendly products

## Frustrations

- “I have to go to the Café to see the current menu.”
- “It’s hard to find foods and drinks that are good for my little daughter regarding size and ingredients.”

Anabella is an office manager and lives alone with her little daughter. During the week the work can be very busy and there's not much time to think about what to eat and also not for preparing something. Therefore she's always looking for the offers of restaurants and Cafés nearby. For pre-selection the information should be as accurate as possible and it would be great to easily find special offers for children as well as healthy food.



# User journey map

Mapping Anabellas user journey revealed that it would be helpful to have an online menu available that highlight kids-friendly products in some kind of way.

## Persona: Anabella Suarez

Goal: Finding kids-friendly foods and drinks on the menu

ACTION	Go to the café	Looking for the menu	Looking for kids friendly-products	Decide on what to order
TASK LIST	Tasks A. walk or drive to the café	Tasks A. find a written down menu B. ask the service for menu	Tasks A. read the menu B. find the right products for daughter	Tasks A. think about what the daughter could like B. decide what to order
EMOTIONS	<ul style="list-style-type: none"><li>• Annoyed about wasting time</li></ul>	<ul style="list-style-type: none"><li>• Helpless</li><li>• Thankful</li></ul>	<ul style="list-style-type: none"><li>• Overwhelmed of the offer</li><li>• Frustrated not to have enough information</li></ul>	<ul style="list-style-type: none"><li>• Caring</li><li>• Thoughtful</li><li>• Anxious that daughter does not like the order</li></ul>
IMPROVEMENT OPPORTUNITIES	Having an online menu available to inspect from home	Having an online menu available	Kids-friendly products marked as these  Having an own section for these	Having a list of preferred products beforehand  Having good visuals that show the product

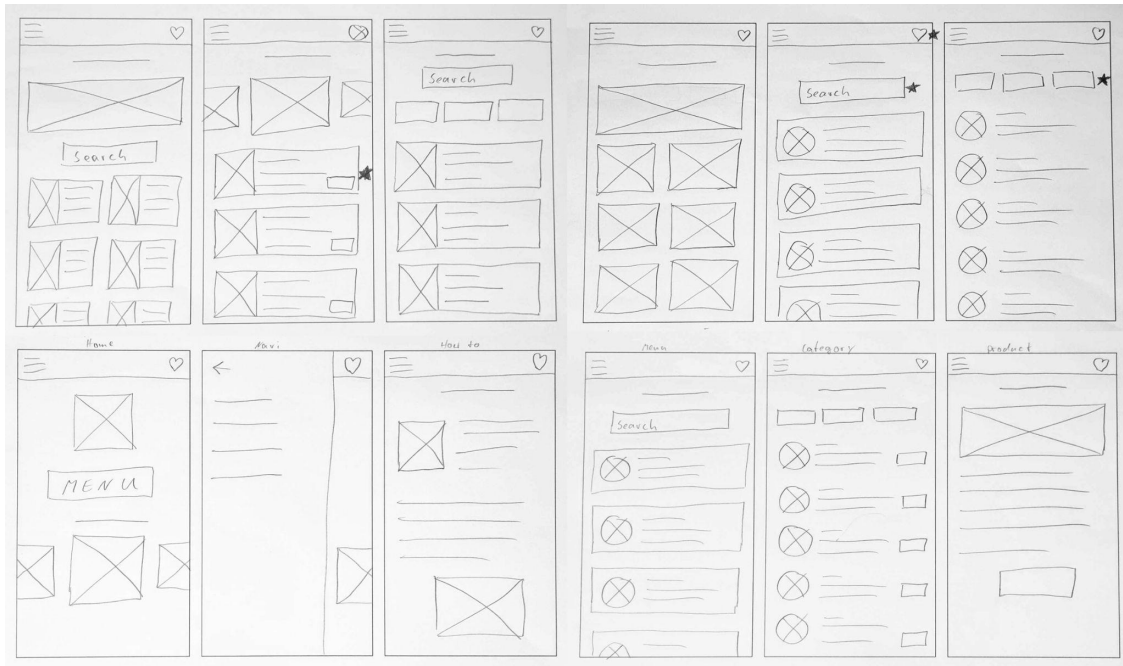
# Starting the design

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

# Paper wireframes

These paper sketches show the iteration process of creating the single pages for the app.

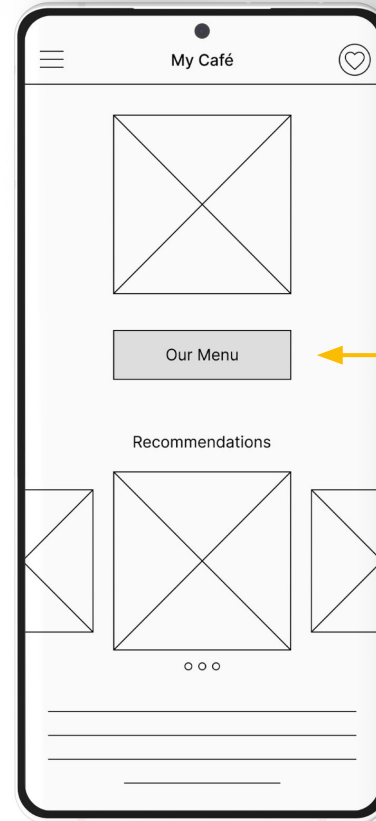
In the first line you can see several versions of the category page. The stars mark the elements that made it to the final screen.



# Digital wireframes

With the goals in mind I created the first wireframes. On that screen the focus on easily finding the menu at any point is described.

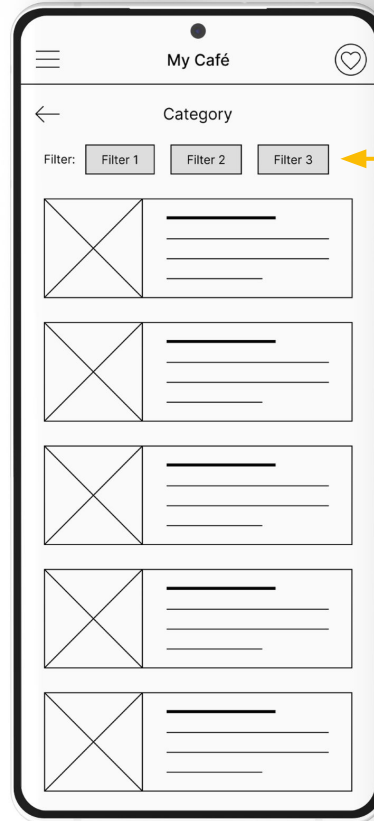
The menu can also be reached via the navigation icon at any page



The link to the menu is very prominent on the homepage to reach it easily

# Digital wireframes

The possibility to easily find special needs and filter for it is important especially on the category pages.

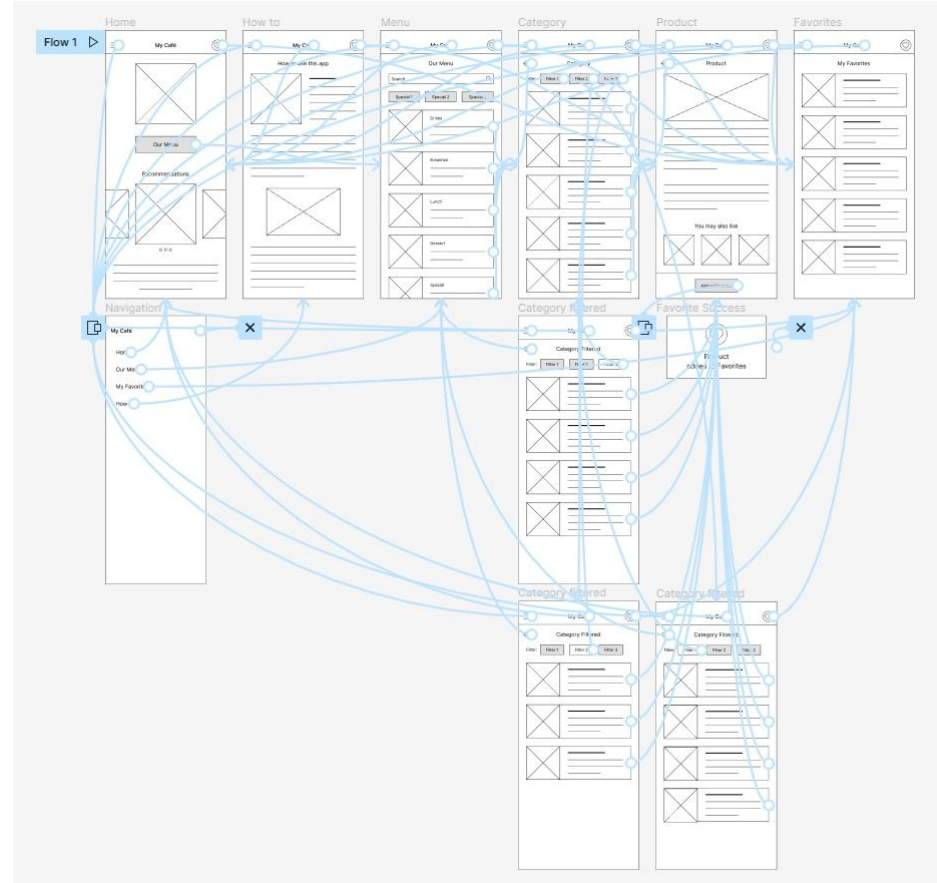


With the filters on any category page it's easy to find specials like e.g. vegan options

# Low-fidelity prototype

After creating all the lo-fi screens for the app a prototype was created with adding all the mandatory connectors. This one was then used for the usability study with real users.

[Open Lo-Fi Prototype](#)



# Usability study: findings

I conducted two rounds of usability studies. The first one was done with just wireframes. For the second round it was replaced with a high-fidelity prototype that should be very close to the final app design.

## Round 1 findings

- 1 The 'add to favorites' button should be more prominent.
- 2 The filter section should be more detailed and powerful.
- 3 Some terms needed to be more clear in wording.

## Round 2 findings

- 1 The searchfield should be available on several pages.
- 2 The fav-page and -button should correspond better.
- 3 There's no additional success screen for favorites needed.

## Refining the design

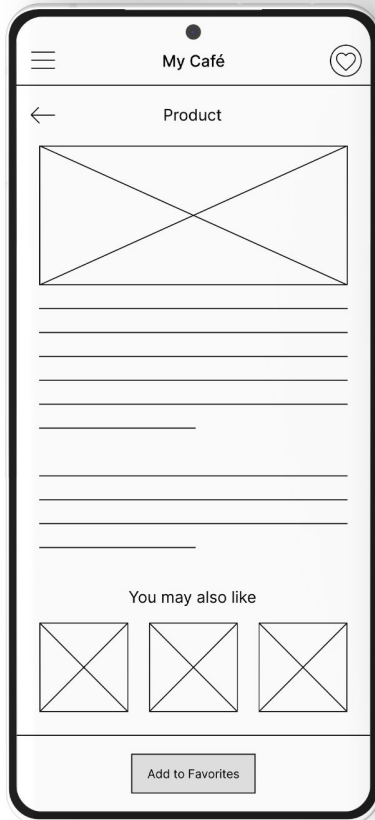
- Mockups
- High-fidelity prototype
- Accessibility



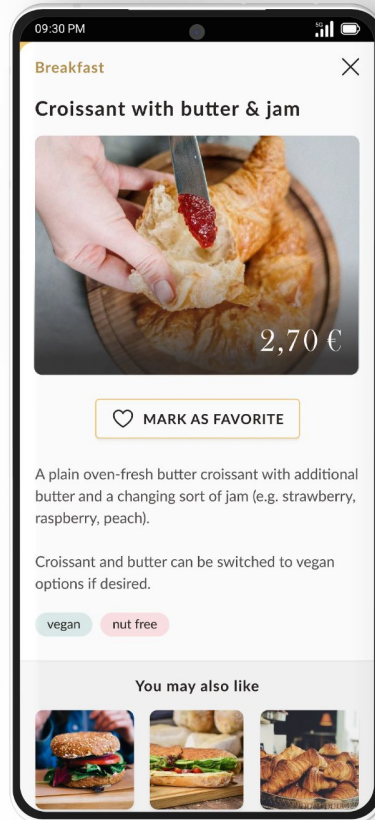
# Mockups

In the first draft the 'Add to favorites' button was not prominent enough. That's why **I put it more to the top**. In addition the user found it more understandable to let every **product open in an overlay** instead in a new page.

Before usability study



After usability study

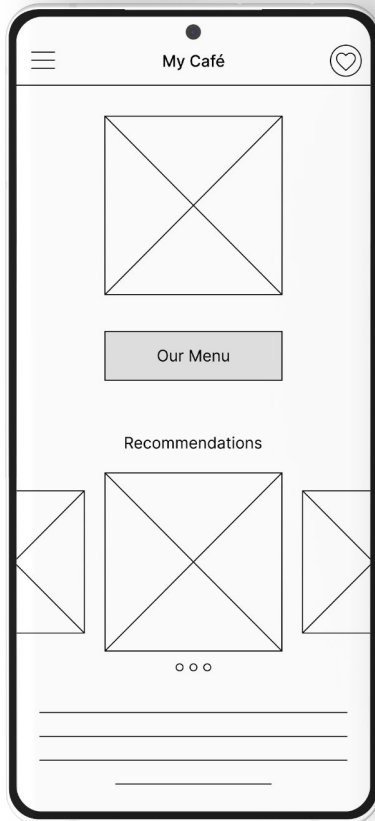


# Mockups

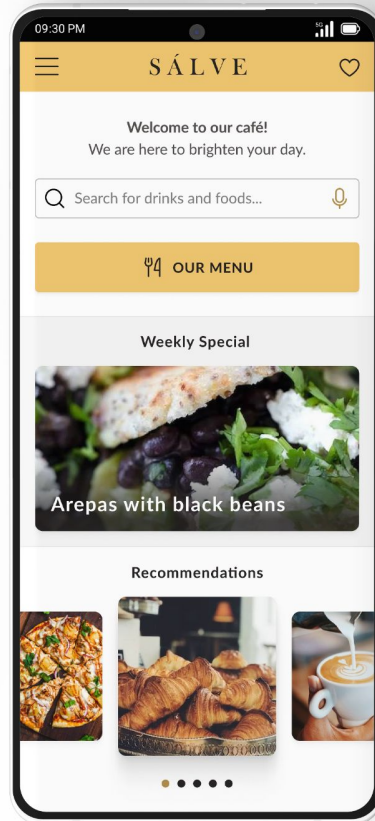
During the usability studies I found out that the home-screen should include more entry points.

As a conclusion I **added the searchfield** here and an additional area for '**weekly specials**'.

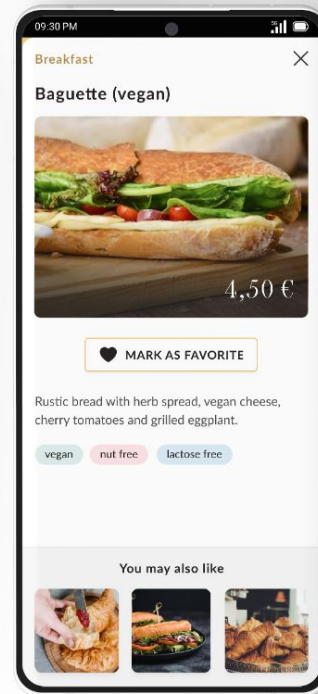
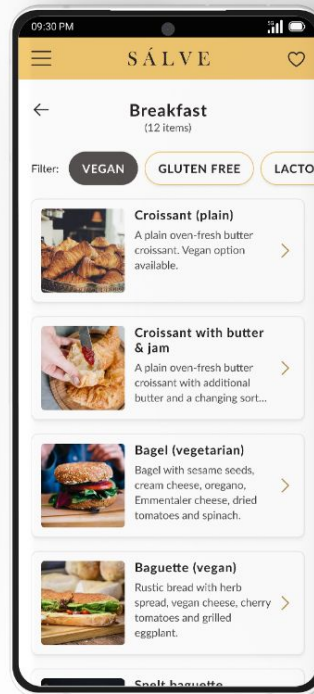
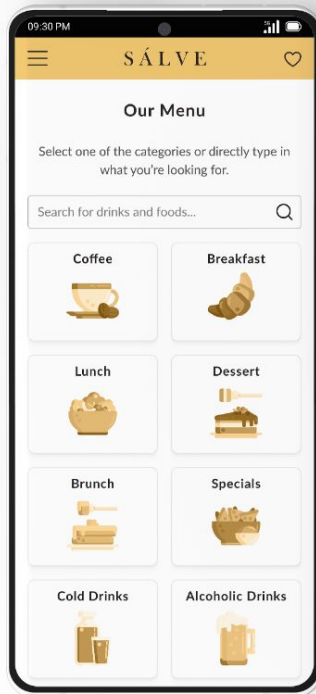
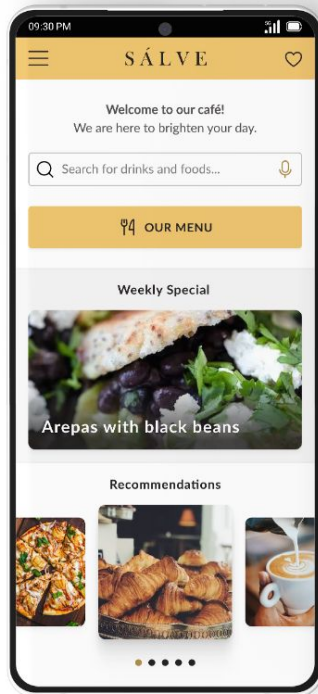
Before usability study



After usability study



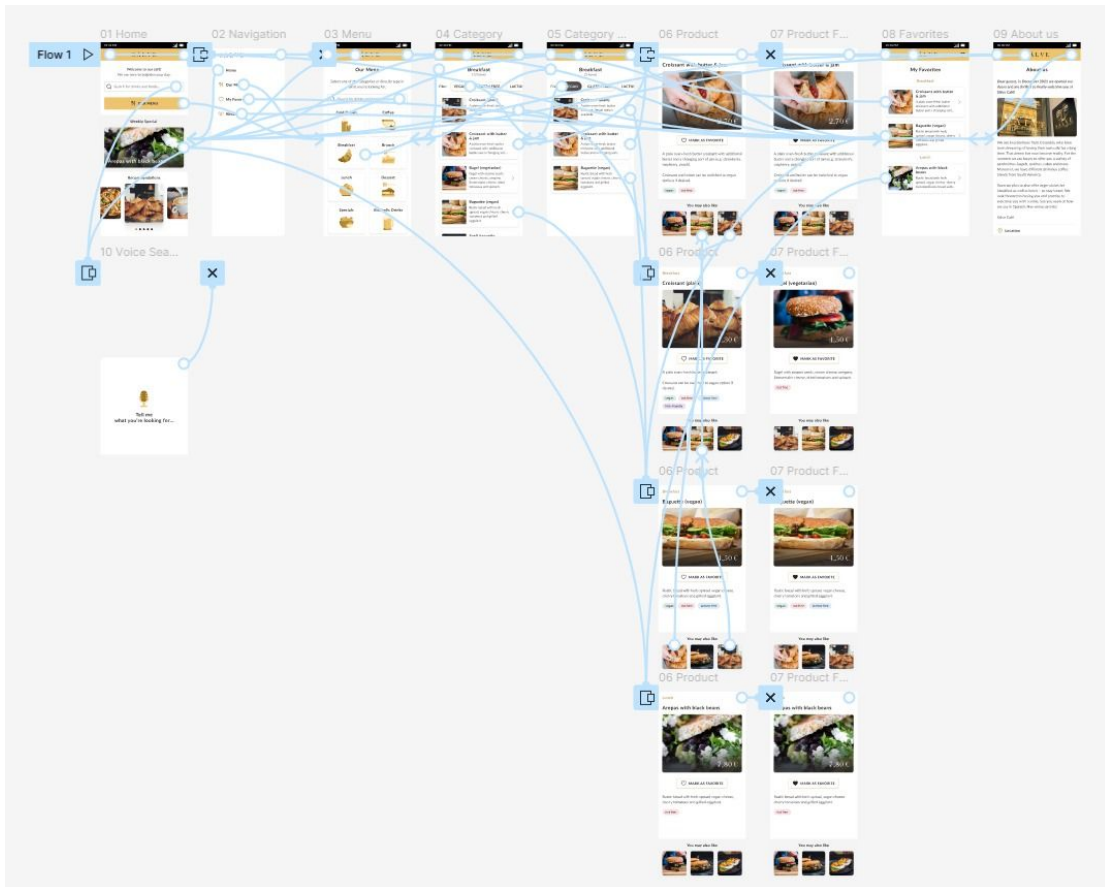
# Key Mockups



# High-fidelity prototype

With all the meaningful feedback included and also with changes in the design itself the following high fidelity prototype was created.

[Open Hi-Fi Prototype](#)



# Accessibility considerations

1

The whole product uses high contrast fonts and colors, so it's pleasant to use in all situations.

2

Hierarchical headings were used to give all pages a clear structure.

3

Descriptive images were used in the whole product to make it visually more appealing.

4

Voice search was implemented to let the search be more useable in different situations.

## Going forward

- Takeaways
- Next steps

# Takeaways



## Impact

I have the feeling that this kind of app could help every café or restaurant out there and that's what also the users were saying:

*"It's a nice app and very easy to understand."*



## What I learned

My most learning were in the Research phase, where I learned a lot about the possibilities there (e.g. creating Personas, user journey maps or a competitive audit).

But also conducting usability studies on my own and the affinity mapping was a great learning.

# Next steps

1

I will think about some additional features that were mentioned during the usability studies and add it to the app.

2

For more complex and bigger changes I will conduct additional usability studies.



# Let's connect!



Thanks for your time and for having a look at my food menu app.

If you want to connect or want to see more of my work, please follow the links below.

Email: [j.fischer4444@gmail.com](mailto:j.fischer4444@gmail.com)

Website: [jfworks.de](http://jfworks.de)