# Food Truck Ordering & Payment App

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# Project overview

**The product:**

Bao for the Crowd is a food truck located in Los Angeles. Bao for the Crowd Offers a variety of Asian inspired buns and sides. They target customers who want to enjoy a unique food truck experience.

**Project duration:**

June - September 2021

# Project overview

**The problem:**

Food Truck customers find the menu exploration and ordering process difficult.

**The goal:**

Design an app for Bao for the Crowd that allows users to easily view the menu and order delicious food.

# Project overview

## My role:

UX designer designing an app for Bao for the Crowd from conception to delivery.

## Responsibilities:

Conducting interviews, 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 conducted interviews with potential users to understand the users I am designing for and their needs. A primary group identified to research was adults looking for a new experience by ordering from food trucks.

Search revealed that users want an easy and straightforward way to order food without the obstacle of a noisy environment. Users also want the ability to know what kind of ingredients are in the Food they are ordering, including allergy warning.Users value customization and the ability to pay through a secure method.

# User research: pain points

**1**

## Time

Users want to enjoy a food truck experience without the experience taking too long.

**2**

## Ease of Use

Ordering at food trucks is traditionally difficult and hard to communicate.

**3**

## Lack of transparency

A lack of ingredient lists or possible allergens deters users from eating at some establishments

# Persona: **Laura**

**Problem statement:**

Laura is a busy mother who needs a food ordering app with reliable ingredients because she wants to safely enjoy a food truck experience with her family.

*"I just want to enjoy a unique food experience that I can share with my family."*

### Laura

**Age:** 41
**Education:** Masters Degree
**Hometown:** Boulder, Colorado
**Family:** Married, 3 Children
**Occupation:** Stay at home mom

## Goals
- Enjoy time spent with husband and children.
- Complete tasks more efficiently
- Experience new and unique foods while keeping family safe

## Frustrations
- "I want an easy to use payment system, like Apple Pay."
- "I need reliable ingredient lists because my son and husband severe food allergies."

Laura is a 41-year-old wife and mother of three children. She enjoys time with her extended family & friends and looks forward to all social experiences she can have with them. She has a demanding schedule and her husband works long hours as a nurse practitioner. Her family enjoys food trucks and all they have to offer. They need full transparency on ingredients due to her son and husband having food allergies. They would also like a more streamlined process for ordering and paying.

# User journey map

Mapping Laura's user journey revealed how helpful it would be for users to see a full list of allergens on the Bao for the Crowd app.

**Persona: Laura**

Goal: Experience new and unique food while keeping family safe

Design a menu & payment app for a food truck in Los Angeles

| ACTION | Get App | Explore Menu | Submit Order | Payment | Pick Up Order |
|---|---|---|---|---|---|
| **TASK LIST** | Tasks<br><br>A. Download App<br>B. Set Up Account | Tasks<br><br>A. Look for menu items that are safe<br>B. Find items<br>C. Ask family what they want | Tasks<br><br>A. Enter orders for family<br>B. Ensure clear directions are made for allergies. | Tasks<br><br>A. Cash Payment required at pick up<br>B. Receive receipt | Tasks<br><br>A. Go to pick up window.<br>B. Check that order is correct |
| **FEELING ADJECTIVE** | Excited to order from a new restaurant | Stressed because family has food allergies | Frustrated that rewards won't apply automatically | Frustrated that the only way to pay is via cash. | Happy that the order was correct |
| **IMPROVEMENT OPPORTUNITIES** | Offer Discount Opp. | Make order customization clear, include allergy warning | Offer rewards after order completion | Offer credit card payment in app. | Notify customer when order is ready |

# Starting the design

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

# Paper wireframes

These were my initial paper wireframes. It really helped me come up with a good idea of what I wanted it to look like digitally.
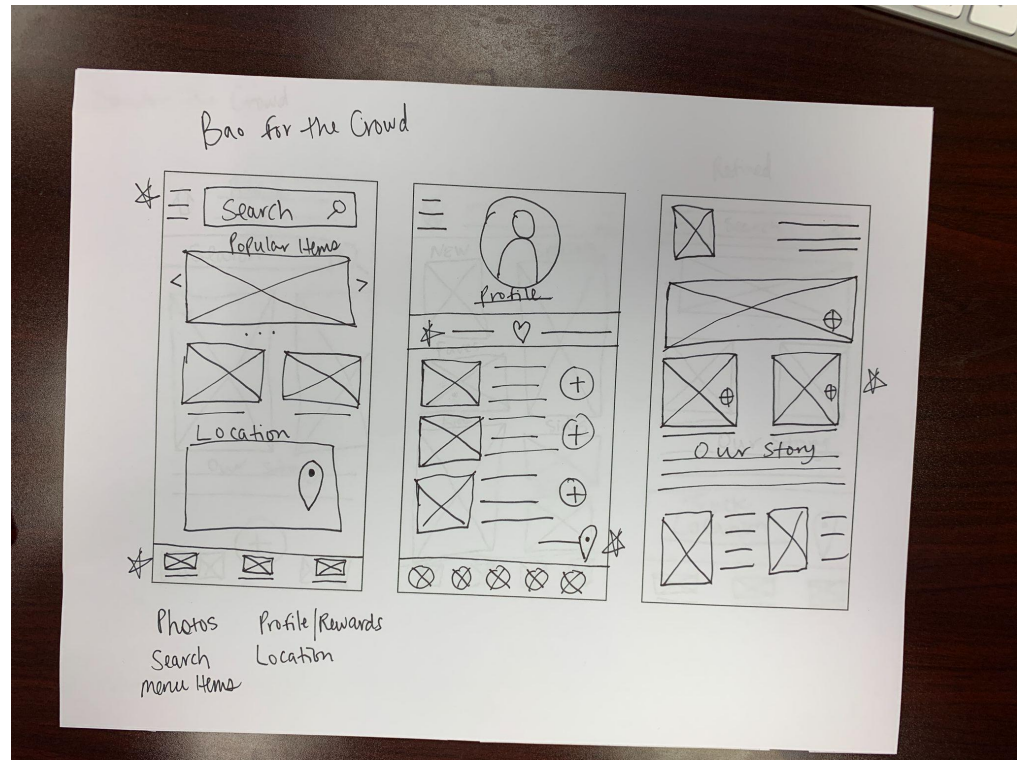
# Digital wireframes

This is the homepage for my app. It gives all of the most needed options first and foremost.

In my first digital wireframes, I included a search bar that is ultimately removed in my high-def prototypes
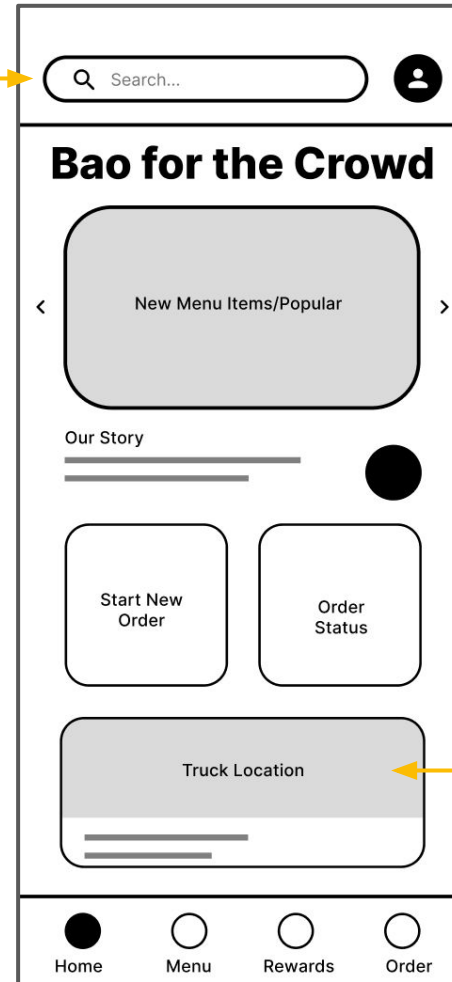


This section is an area that I ultimately changed to be a schedule rather than a locator.

# Digital wireframes

This is a screenshot of the order page that I made for my app. Customers are able to see where their order is in the process.

Here customers are able to see what they ordered and gives them the option to re-order
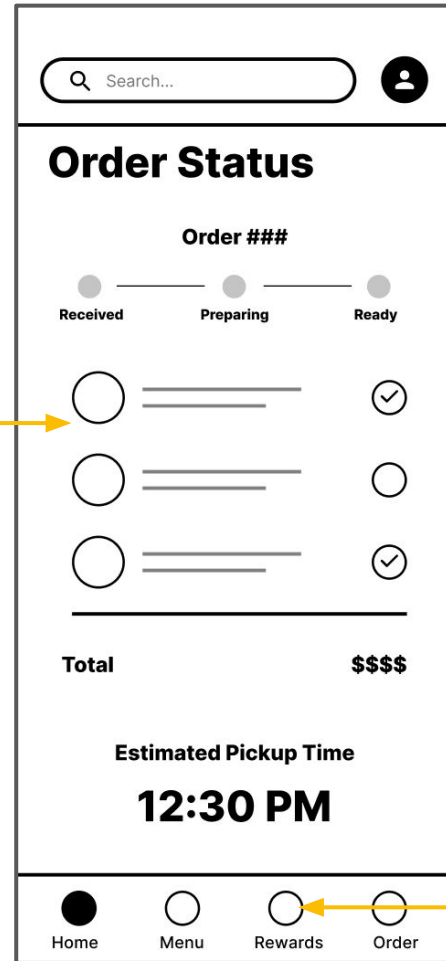
Being able to access the rewards page from anywhere on the app is very useful to users

# Low-fidelity prototype

This is the link to my low-fidelity prototype. Users can view the menu, order, gain rewards, and check on order status easily.

https://www.figma.com/proto/p0t3M7TkyPYcJAvq4kxwh6/Bao-for-the-Crowd?node-id=7%3A60&scaling=scale-down&page-id=0%3A1&starting-point-node-id=7%3A60
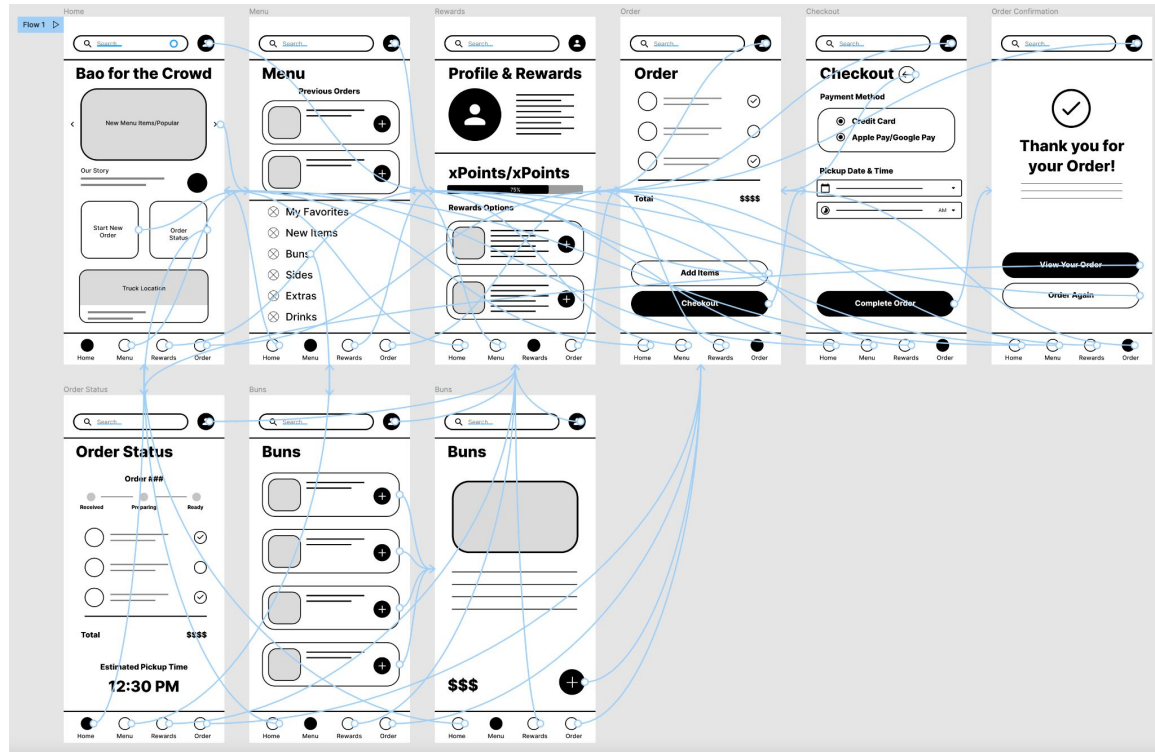
# Usability study: parameters

**Study type:**

Unmoderated usability study

**Location:**

United States; remote

**Participants:**

individuals interested in purchasing food from food trucks, who also have smartphones

**Length:**

Each session lasted 5 to 10 minutes, based on a list of prompts

# Usability study: findings

In my research, I conducted two rounds of usability studies. Findings from the first study helped me have a starting point from my wire frames to my mock ups. The second study used a high Fidelity prototype and showed me what aspects needed to be updated.

**1**

## Finding

Users want a cart instead of a order page

**2**

## Finding

Users wishe they could filter menu by diet
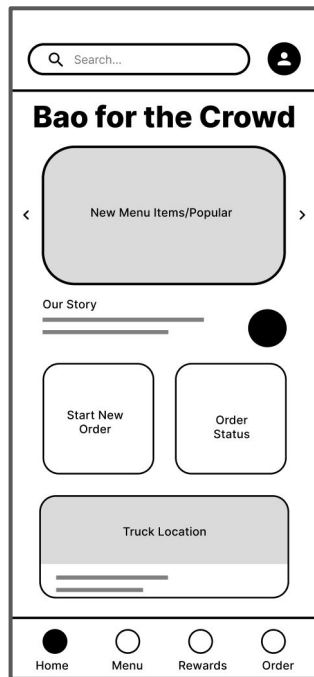
**3**

## Finding

Users prefer a food truck schedule instead of map

# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

Designs allowed for some customization, but after the usability study I added the changes suggested. This included changing the track locator option to a weekly schedule.
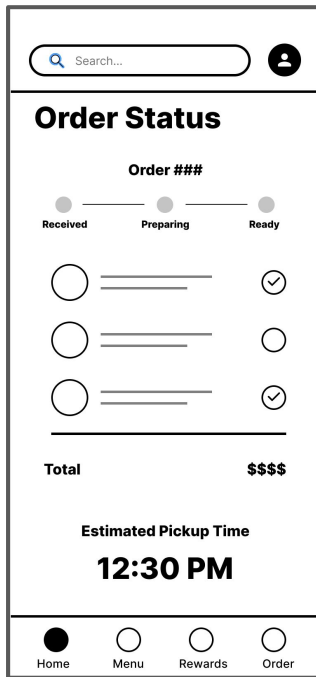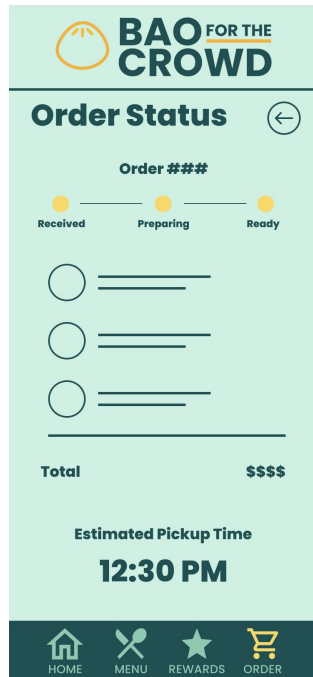
# Mockups

My second usability study revealed that the search bar at the top of the app was confusing and not necessary.
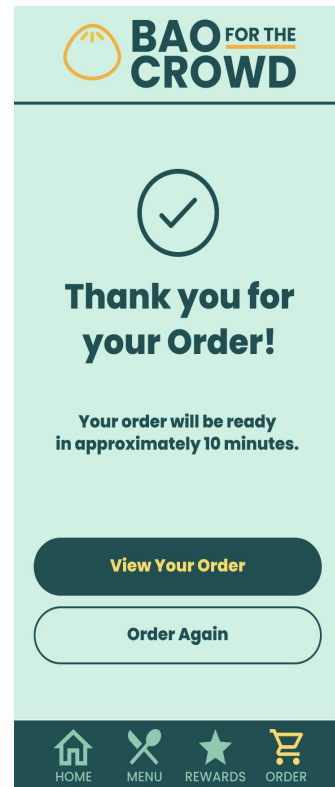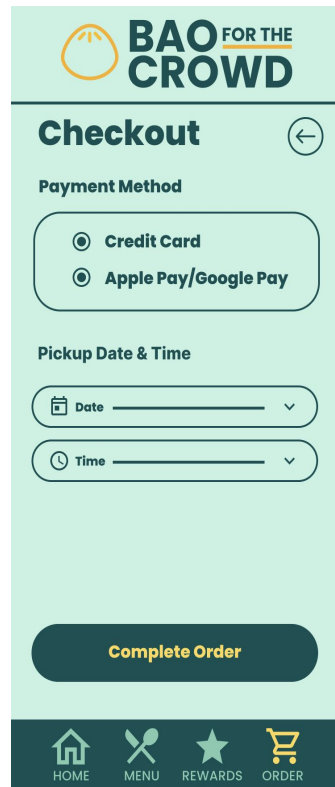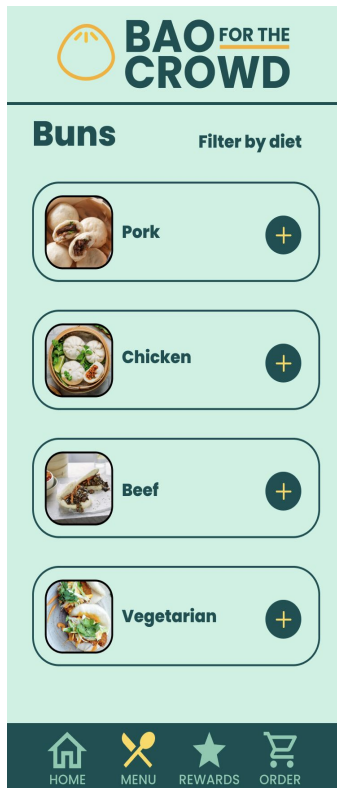
Before usability study

After usability study

# Mockups

# High-fidelity prototype

Final high Fidelity prototype resulted in a more picturesque and usable user flow for ordering. It also met user needs by creating a diet filter, allowing easier search.

View Bao for the Crowd's app
bit.ly/baoforthecrowd

# Accessibility considerations

**1**

Included text to voice options for visually impaired users

**2**

Used icons for easy navigation

**3**

Used photos to give a visual representation of the menu.

# Going forward

- Takeaways
- Next steps

# Takeaways

**Impact:**

The app makes users more comfortable ordering food from Bao for the Crowd in any conditions.

**What I learned:**

While designing the app for Bao for the Crowd,, I learned that different users have very different pain points. Usability studies and interviews are vital to making a product for a wide range of users.

# Next steps

**1**

Conduct further usability studies to ensure that all pain points are addressed.

**2**

Conduct further research to determine if new options or ideas need to explored.

# Let's connect!

Thank you for taking the time to review my case study for Bao for the crowd. If you'd like to get in touch, my contact is provided below.

Email: type4design@gmail.com

Thank you!