The Secret Garden mobile app

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Project overview

The product:

The Secret Garden is a beer garden located on a busy street, among other restaurants, shops, residences, and music. After work or during the day, working people or students go to the café on this street to enjoy the food, atmosphere, and music. The Secret Garden also offers a pickup or a food delivery service for those who do not have time to visit their place but want to enjoy their food at home.

Project duration:

July 2022 to April 2023
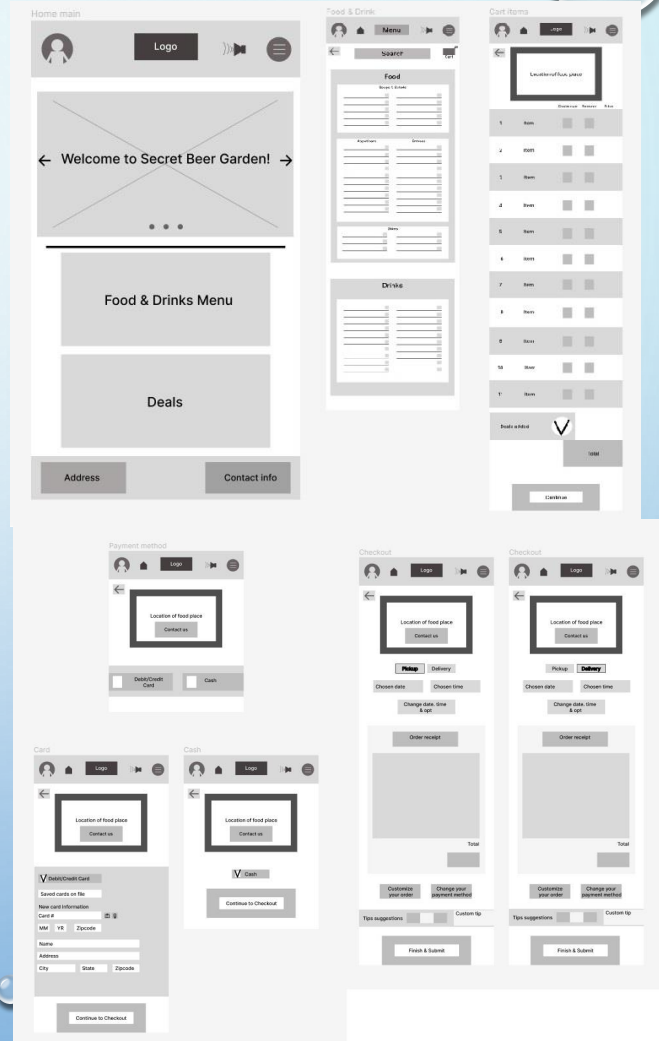
Project overview

The problem:

I am creating a Secret Garden app to enable users to order their favorite food from our beer garden quickly and efficiently. According to our competitor research, the app will make our business successful as many users and customers use the internet to order food and drinks. This application will increase the company's revenue level and improve our customer satisfaction rating.

The goal:

I want to know how users will order their favorite food from the Secret Garden app and what obstacles they will face when using it.

Project overview

My role:

My role is UX Designer

Responsibilities:

My responsibilities are user research, interpret data and qualitative feedback, create user stories, personas, and storyboards, wireframing, prototyping, conduct usability testing.

Understanding the user

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

User research: summary

For method for my user research, I chose unmoderated usability study a questionnaire to evaluate customer feedback in United States, remote (8 participants will go through the usability study anywhere they like), sessions will take place between July 22-25, 2022. Each session will last for 10-15 minutes, each participant will then complete a questionnaire on their experience.

User research: pain points

1

Pain point

Users don't like not readable text in application

2

Pain point

Users don't like a lot of unnecessary information on the page

3

Pain point

Users don't like slow loading times

4

Pain point

Users don't like when list of items is not categorized and no search availibility

Persona: **Laura**

Problem statement:

Laura is 23-year-old, student who needs to quickly order favorite nutritional food using mobile app for pickup or delivery because she wants to order from her favorite places like Secret Garden.

Laura

Age: 23
Education: Part-time student
Hometown: Seattle, WA
Family: Single
Occupation: Cashier

"Friends are the cherry on top of the ice cream sundae of your family"

Goals

- Learn about something new
- Entertain myself during free time
- Spend time with friends after work

Frustrations

- Have too much information
- Not readable text
- Slow loading times

Laura is a 23-year-old college student and works part-time. She does not have enough time, and she is exhausted. It is difficult for her to cook herself, so she often uses the food delivery app. Laura loves certain cafes and wants to enjoy food with friends at home or elsewhere.

User journey map

Mapping Laura's user journey revealed how important to create Secret Garden's mobile application so users can get easy access to their favorite food and a straightforward way of ordering it.

Persona: Laura

Goal: Quickly order favorite nutritional food using the mobile app for pickup or delivery

| ACTION	Search food or restaurants	Look at the menu categories	Place an order	Checkout	Pickup or delivery
TASK LIST	A. Choose food type B. Choose convenient time of pickup or delivery C. Choose restaurant	A. Look though menu categories B. Pick items C. Add to shopping cart D. See information about restaurant chosen	A. Look through order B. Modify order C. Add now tips or later	A. Confirm order B. Provide payment information C. Check address of restaurant for pickup D. For delivery check personal information	A. Pickup order B. Check contents C. Tip personal D. Gets home E. Eat food F. Receive delivery G. Tip H. Eat food
FEELING ADJECTIVE	Likes her favorite food Likes to try different types of tasty food with good rating food places Hates when too many options for food or restaurants	Hates when food is not categorized Hates when can't find information about restaurant	Hates when can't modify order Hates when can't choose tips preferences	Hates typing card number	Food is always good
IMPROVEMENT OPPORTUNITIES	Creating mobile app for Secret Garden	Provide categories Add information of restaurant on the top of the page	Create option to modify order easy and with only two actions Add different options for tips preferences	Create card scanner option	Create bonus program

Starting the design

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

Paper wireframes

While creating wireframes I was thinking that users want quickly and easy order their favorite food so that is why I chose the simpliest layout with home, menu, events (which in process of thinking was removed), deals, cart and checkout.
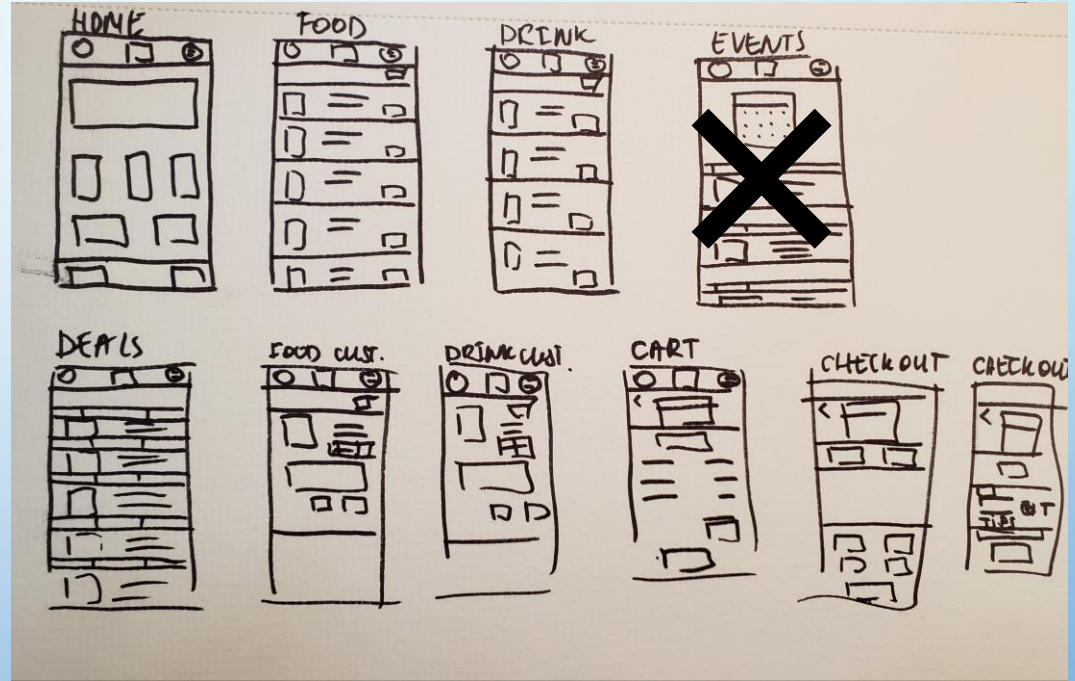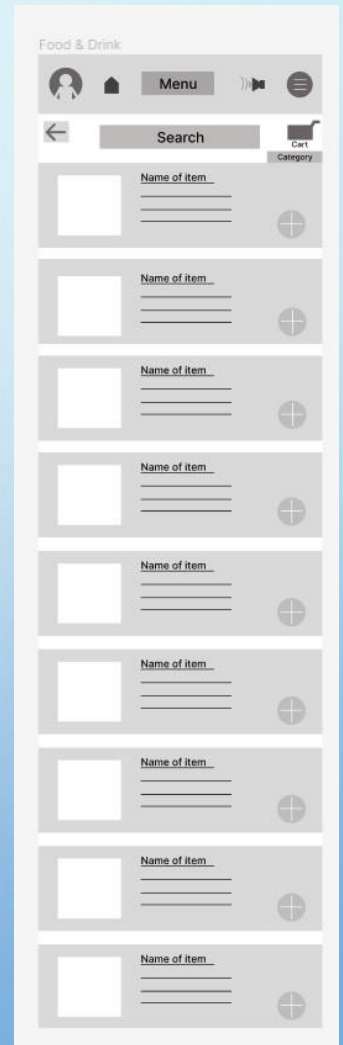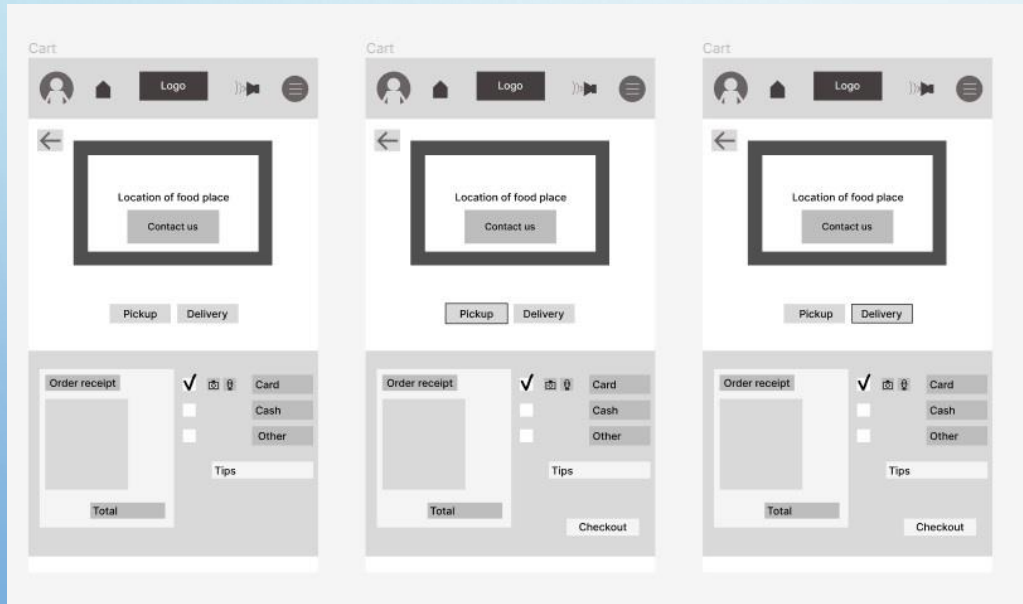
Digital wireframes
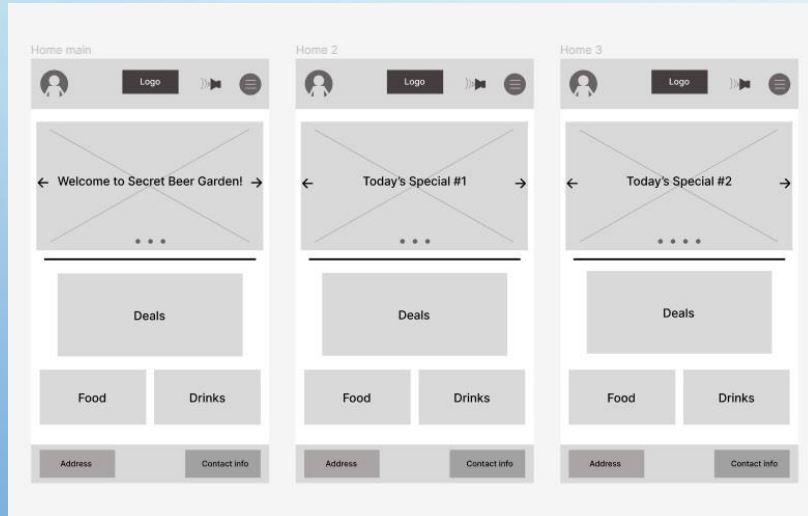
On food and drink section I put description of item, pictures and category so users can easily find what they want.
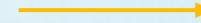
On the main screen my goal was to highlight menu and deals sections.

Digital wireframes

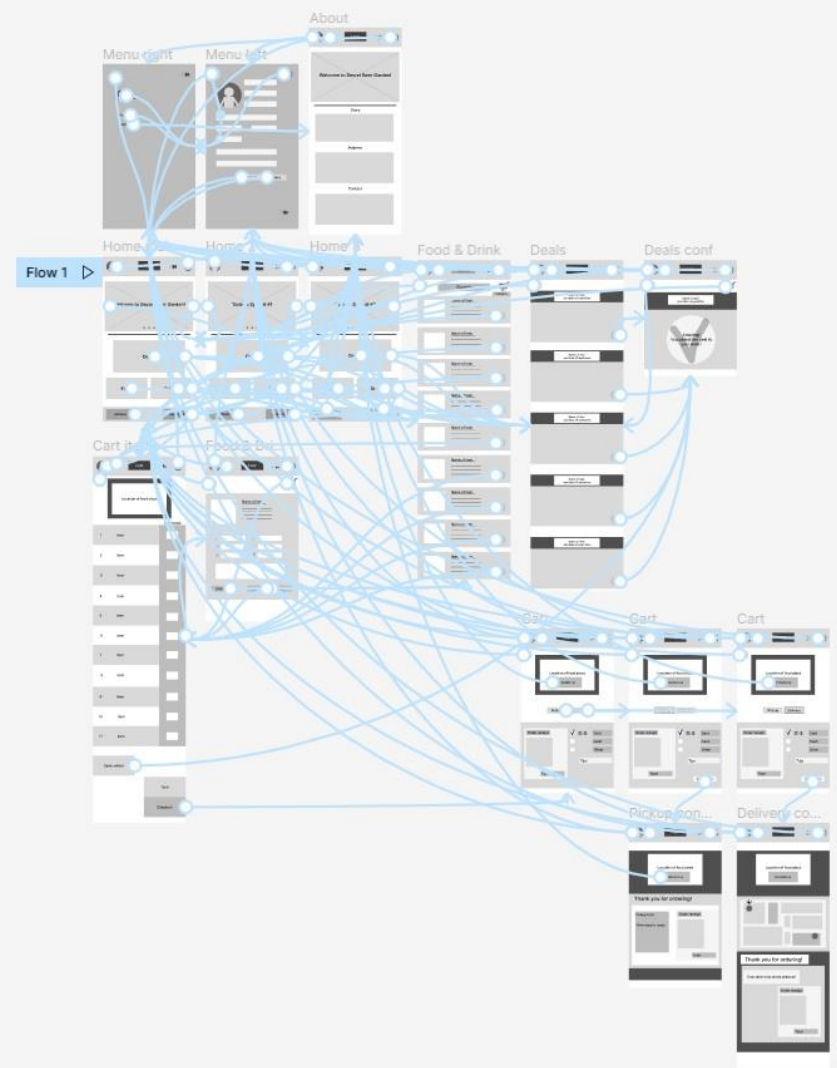While creating cart sections I thought about the fact that users like customize their order.

For cart checkout process I created few option for payment as well as tips section. Also, options of scanning cards and saying card information (accessibility voice control).

Low-fidelity prototype

https://www.figma.com/file/puvd
yrKJ8da5w9XQz2IVIy/App-for-
Secret-Beer-Garden?node-
id=0%3A1&t=acjB3KP8JSER9u57-1

Usability study: findings

At my usability studies I created 4 prompts that users needed to do:

1) Open home screen and find your account information? How would you do that?
2) Let's search food and drink menu? How can you do it?
3) Add your desired food and drink to cart? How would you do that?
4) Finally, let's go to checkout and look for confirmation page? How can you do it?

Round 1 findings

1. Participants found quickly food and drink menu

2. Participants added item to cart without confusion

3. Participants found account information right away

Round 2 findings

1. Participants didn't like that food and drink menu are separated

2. Participants want to customize their items at checkout
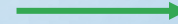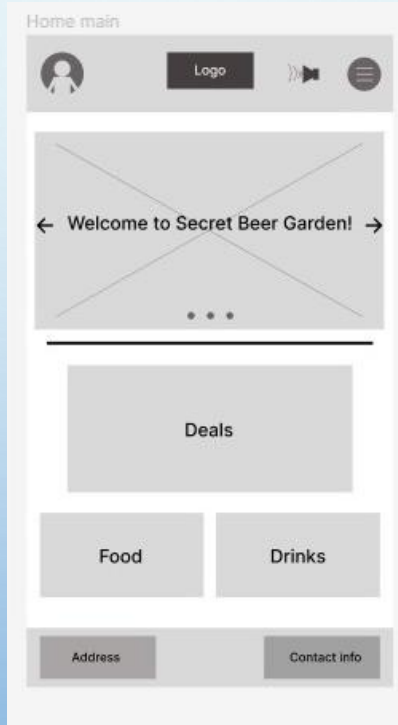
3. Participants want more intuitive checkout process

Refining the design

- Mockups
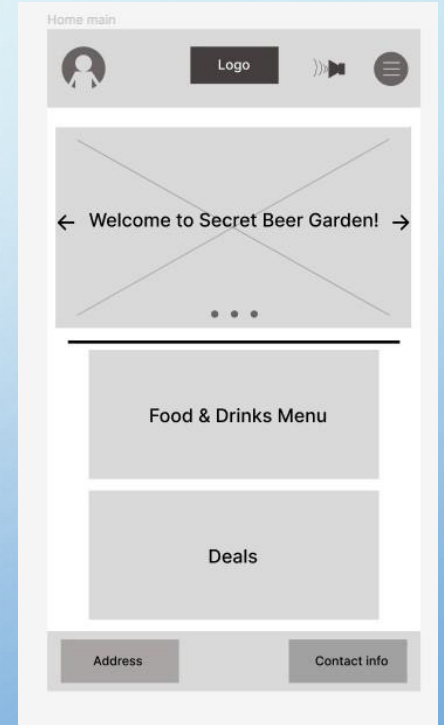- High-fidelity prototype
- Accessibility

Mockups

After I looked through my findings, I found out that users want combined food and drink menu, so I implemented it.
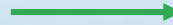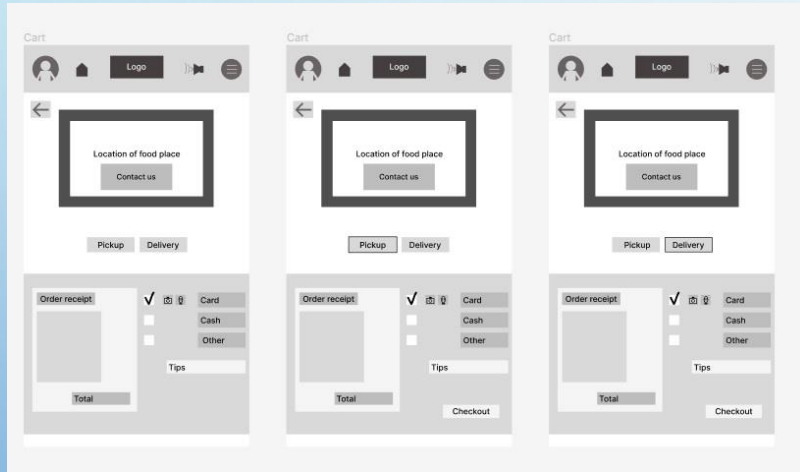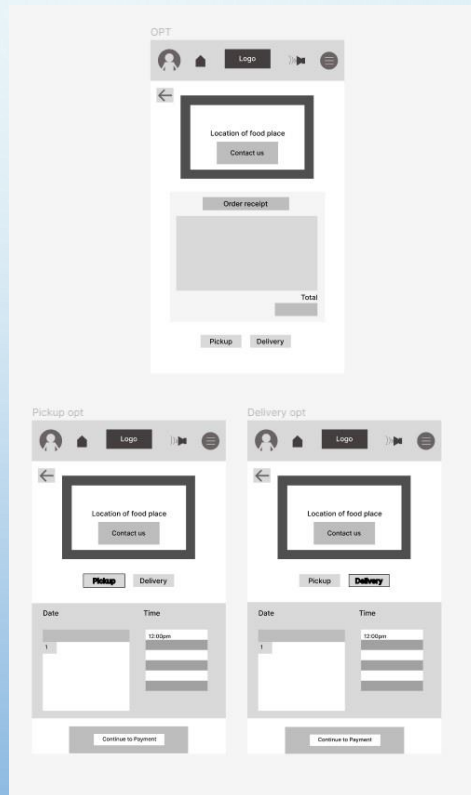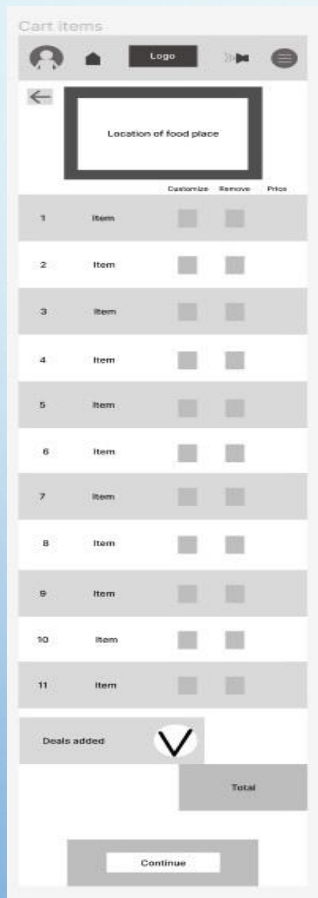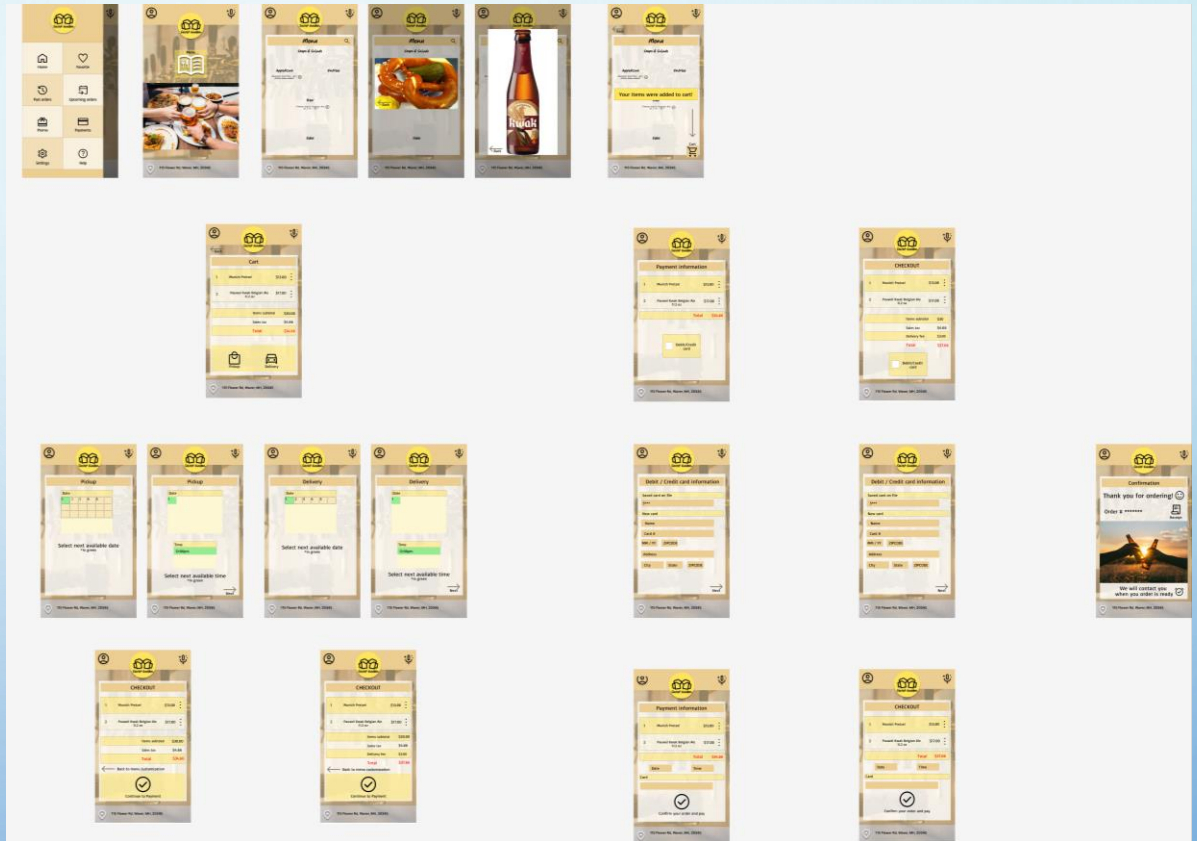
Mockups

Before usability study

I worked out more scenarios during payment and checkout processes. And considering the comments from users, I added option of customizing at checkout section.

Mockups

High-fidelity prototype

Accessibility considerations

1

I used simple motions and gestures so users can easily go through ordering process

2

I use color contrast to make text more readable and consistent layouts for more user-friendly and accessible experience

3

I implemented voice control for people with limited abilities can easily navigate in my application

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

After I showed my Hi-Fi Secret Garden application to users, I got positive reviews. Users like that they can easily order their favorite food from their favorite place Secret Garden.

What I learned:

From survey to prototype through all stages peer feedback and users helped me create my first prototype, I am very grateful for this experience and the process I went through.

Next steps

1

During my first step I will perform more usability studies to make sure all users pain points were successfully confronted

2

On my second step I will continue to think about accessibility options and if there will be new problem areas, I will adjust my design to resolve these issues

Let's connect!

I sincerely appreciate that you took time and reviewed my work on creation Secret Garden application

If you would like more information or have questions, please feel free to contact me at:

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Thank you!