Food Friends

Phillip Jester

Project overview

Food Friends:

We are building a more nutrition focused fast food ordering app that targets those with specific dietary needs, whether they are self enforced or due to food allergies or other medical dietary restrictions.

Project duration:

Insert the time that you worked on this design project - e.g., Month Year to Month Year

Project overview

The problem:

Some individuals have specific dietary or nutritional needs that make it difficult to easily and safely order from existing apps.

The goal:

Create an app that users with dietary needs can feel confident and safe using, while providing the same ease of use that competitors bring to the table already.

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Project overview

My role:

UX Researcher/Designer

Responsibilities:

User Research

WireFraming

User Interviews

Prototyping

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Understanding the user

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

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User research: summary

Conducting research identified a user group of individuals with food-based allergens that could be feeling disenfranchised due to inability to access nutritional information.

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User research: pain points

1

Accessibility

Nutritional and allergen info aren't always readily available or easy to find.

2

Safety

Nutrition information may not contain all relevant allergens and may only show calories.

3

Inclusivity

Having to jump through hoops to avoid fatal allergens can be disheartening or disenfranchising

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Persona: **Name**

Problem statement:

Jorge is student who needs easily accessible allergen information due to dietary restrictions.

"*I don't wanna miss out on any adventures*"

Goals

- Be able to go out to eat with peers
- Know food that he orders is safe for him to consume

Frustrations

- It's difficult to find allergen information
- Missing out on social outings because of dietary requirements

Jorge

Age: 16
Education: Highschool Student
Hometown: Des-Moines, Iowa
Family: Parents / 2 Siblings
Occupation: Student

Jorge is a 16 year old highschooler with a complicated list of dietary requirements because of food allergies. He often has to forgo grabbing food with his peers because nutrional information doesn't seem to be readily available for a lot of fast food places, and he feels like he's missing out on a lot of good times because of this.
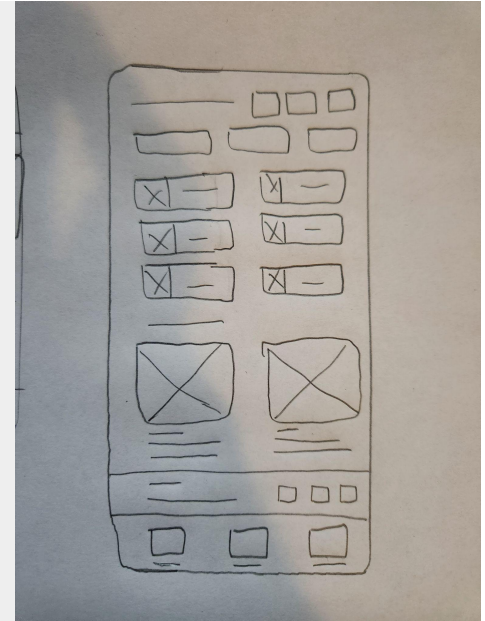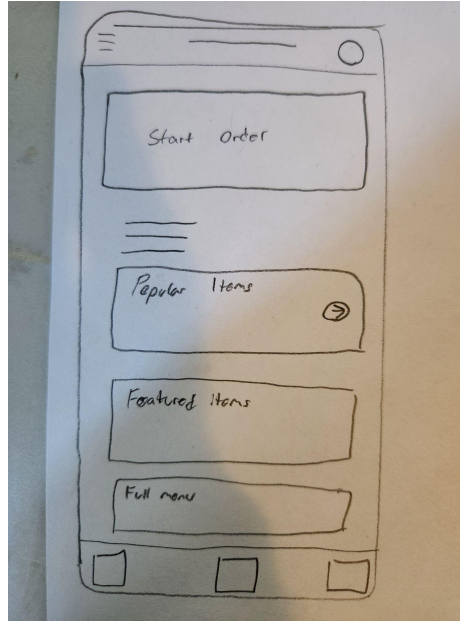
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User journey map

Mapping Jorge's journey reveals how having nutritional information readily available helps those with dietary restrictions not feel left out or disenfranchised.

Persona: Jorge

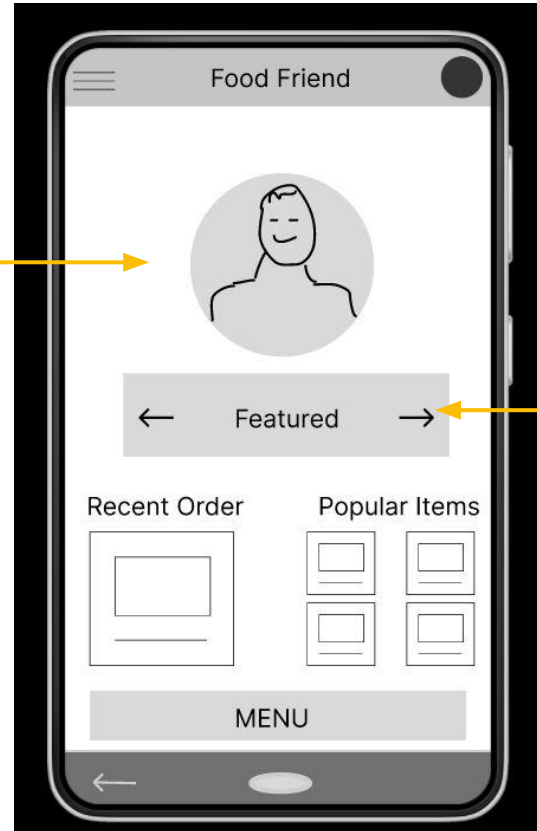Goal: Be able to go get food with friends safely due to dietary restrictions

ACTION	Go to Fast Food Place	Find Nutritional Info	Place Order	Pick Up Food	Eat Food
TASK LIST	Tasks A. Pick a fast food place to go with friends B. Go to the chosen place	Tasks A. Find the nutrition and allergen info for the menu B. Read which items fit the dietary restrictions	Tasks A. Iterate to staff dietary restrictions B. Place order	Tasks A. Go to the counter and pick up the food B. Verify that the order is correct	Tasks A. Eat the food! B. Ensure epipen is on hand in the event there was a mistake made with the order
FEELING ADJECTIVE	Excited Apprehensive	Confused Worried Inquisitive	Nervous	Apprehensive Relieved Disappointed	Satisfied Dissatisfied
IMPROVEMENT OPPORTUNITIES	Better Way Findin	In-App Allergen Information. Placards with nutrition info in store.	Ordering ahead in App. Special considerations for dietary restrictions.	Allergen safe pick-up area where food cannot cross-contaminate.	Additional assurance that considerations are taken seriously by the establishment.

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Starting the design

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

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Paper wireframes

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Digital wireframes

Easily customizable needs profile

Features similar to existing fast food ordering apps

Food Friend

Featured

Recent Order

Popular Items

MENU

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Low-fidelity prototype

Lofi Prototype:

https://www.figma.com/file/DeQ
mcopsll0Z8QOvNmBKB5/Food-Fri
ends?type=design&node-id=0%3A
1&t=eipokjrMpTwzlyz5-1

The low-fidelity user flow here
serves to allow the user the ability
to navigate throughout the app
and submit an order.

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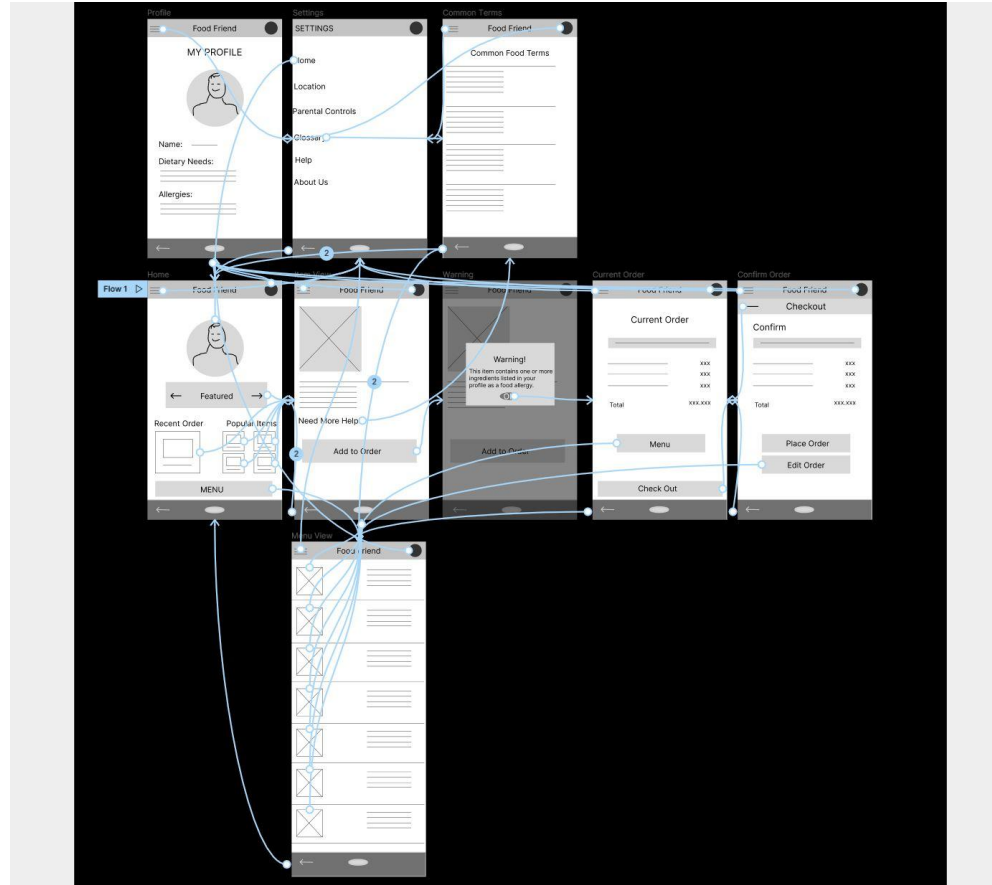
Usability study: findings

I conducted an unmoderated usability study using a series of prompts to guide participants through using the app.

Round 1 findings

1. Most users would like to be able to use this for their children

2. Most users were able to quickly and easily navigate the app

3. Not all users are familiar with vocabulary surrounding nutritional information

Round 2 findings

1. Users found navigation to be seamless and straightforward

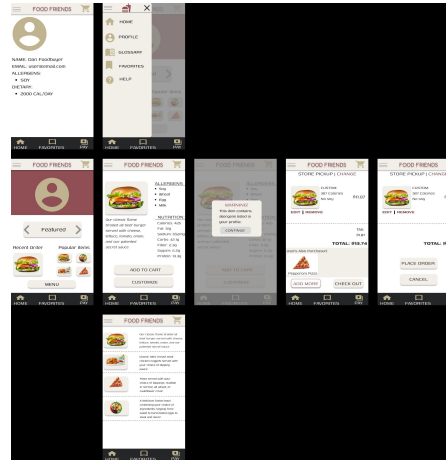2. Most users would like a search feature to be implemented in the full version

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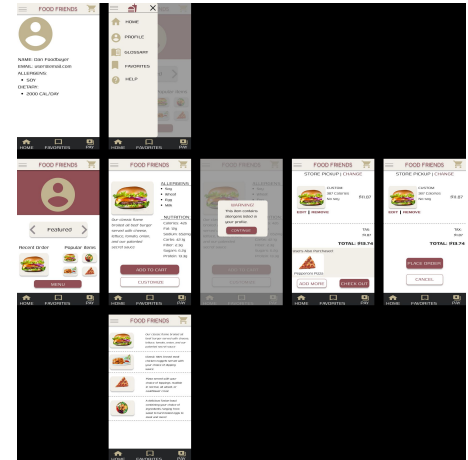# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

Users found high contrast
buttons made navigation
more intuitive.

After usability study

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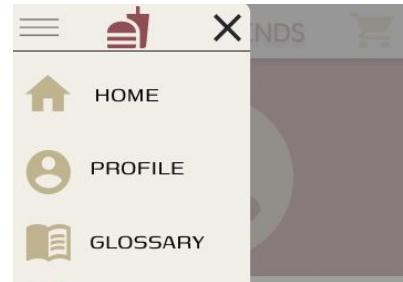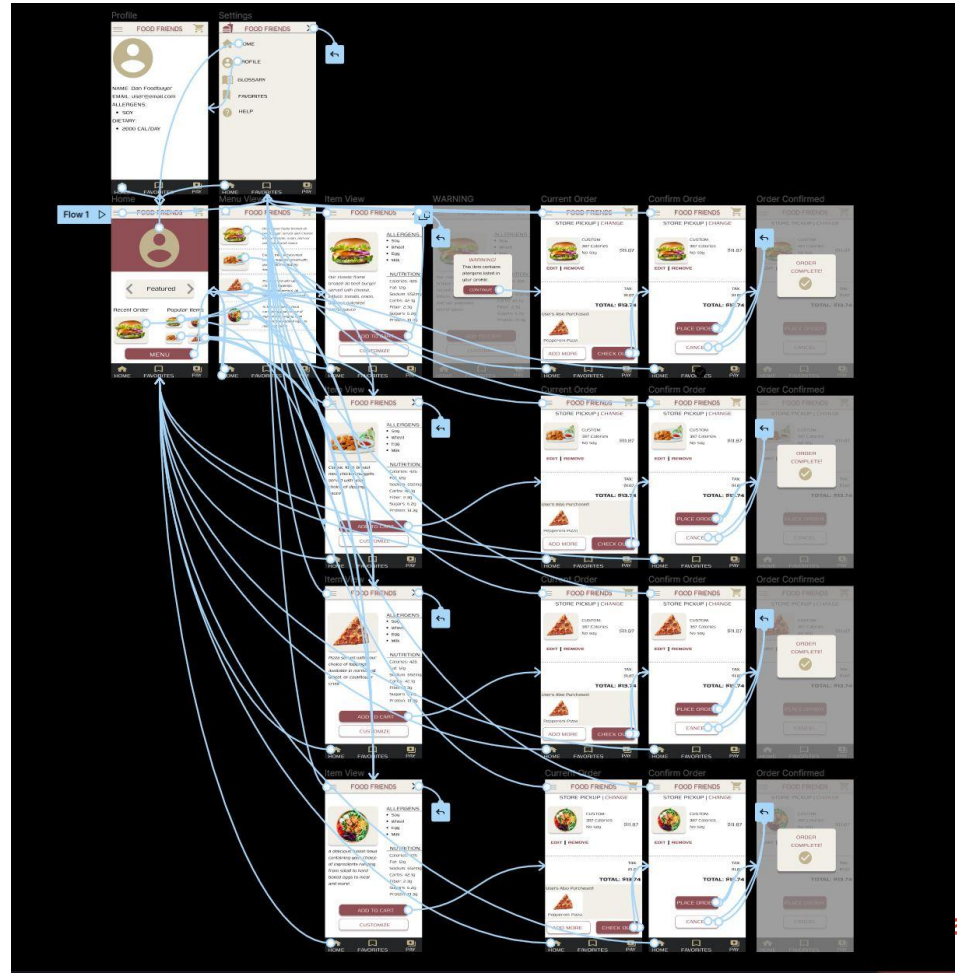
Mockups

High-fidelity prototype

https://www.figma.com/file/DeQmcopsll0Z8QOvNmBKB5/Food-Friends?type=design&node-id=40%3A538&t=eipokjrMpTwzlyz5-1

Accessibility considerations

1

High contrast buttons are used to help those with vision impairment.

2

Customizable profile allows users to set their own dietary needs, whatever they may be.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

The designs proved user friendly and easy to navigate in any practical situation.

"This is just as good as Doordash." - Paul A.

What I learned:

I learned a lot about what users are looking for in being able to navigate and what preferences take precedence over others when considering user flow.

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Next steps

1

Take a deeper consideration for accessibility and move to incorporate switch devices and other hands free modes of navigation.

2

Conduct additional user research to determine additional areas that could be improved upon.

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Let's connect!

Thank you for your time and consideration in reviewing my work on Food Friends.
If you would like to get in touch with me, my contact information is listed below.

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