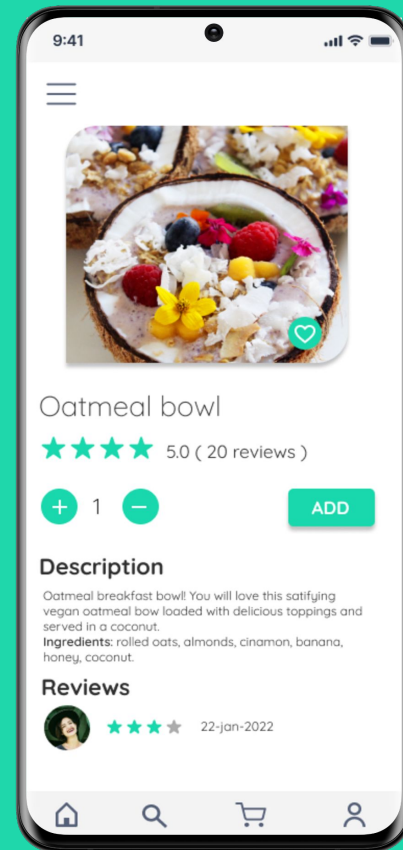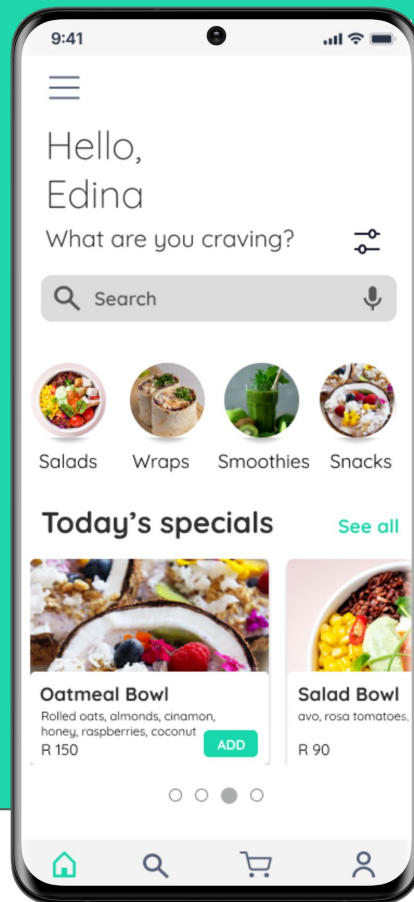# Green Crunch

Food Delivery Mobile App

Edina Gardos

UX DESIGN CASE STUDY

February 2022

Project Overview

The Product

Green Crunch is a **food delivery mobile app** created for a health food truck with a mission to make their customers happy with good, nutritious healthy meals, raw juices, smoothies and snacks.

Green Crunch targets **health conscious, busy adults** who need a **quick**, **affordable** and **healthy** way to satiate their hunger.

Project Duration

February 2022 - March 2022

Project Overview

The Problem

In today's **fast-paced society**, busy professionals struggle to find the **time to cook** and prepare their own healthy meals.

The Goal

The goal was to design **a mobile app** that lets users **order healthy meals** from Green Crunch's food truck **quickly** and **easily** at their own convenience.

Project Overview

My Role

User Experience Designer responsible for Green Crunch App design from concept to delivery**.**

My Responsibilities

- User Research
- Wireframing
- Prototyping
- Usability testing
- Visual design
- Iteration
- High-fidelity prototyping

Design Process

Stage 1

Understanding the User

- Research Summary
- Pain Points identification
- User Persona
- User Journey Map

Stage 2

Starting the design

- Paper Wireframes
- Digital Wireframes
- Low-Fidelity Prototype
- Usability Studies

Stage 3

Refining the design

- Mockups
- HIgh-Fidelity Prototype
- Style Guide
- **Accessibility Considerations**

Stage 4

Going forward

- Take Away
- Next Steps

User Research: Summary

1

I conducted **user interviews** and created **empathy maps** from the interviews to better understand the **needs, behaviours,** and **motivations** of the users I'm designing for. One primary user group I identified through my research was health conscious working adults, who do not have the time to prepare their meals.

2

Due to time and budget constraints, I had a limited pool of participants to work with. So to further strengthen my research findings, I conducted secondary research (read reviews on existing solutions). This helped me discover some **accessibility and inclusion issues with existing platforms**.

User Research: Pain points

1

Accessibility

Existing food ordering platforms do not have enough accessibility considerations. E.g. compatibility with assistive technologies.

2

Language Barrier

By relying heavily on texts, some apps fail to consider that some of their users cannot speak/read English.

3

Ease of Use

Food ordering platforms are not very easy to use. So people with limited digital literacy struggle complete the order process.

4

Time

Busy professional do not have the time to prepare meals at home especially on weekdays when they are working.

User Persona

"I really want to eat healthy food to fuel my body but don't have time to cook. "

Problem statement:

Jonathan is a **busy professional,** who needs an **easy and quick way** to **order his healthy meals** because he does not have time cook. English is not his first language, so he relies on images instead of food descriptions.

Jonathan

Age: 27
Education: Diploma in Fitness
Hometown: Cape Town
Family: Single
Occupation: Fitness Trainer

Goals
- He needs to stay healthy and fit
- Wants to save time by ordering healthy food
- He want to see good quality food images.

Frustrations
- "Food ordering apps should not be so complicated"
- "I don't want to order unhealthy food
- "Sometimes I struggle with English"

Jonathan is a busy Millennial who does not have time to cook. He lives in the city centre of Cape Town and works as a group fitness instructor in a well known Health Club chain. He has a busy lifestyle, often works late shifts. He also works out at the gym 6 times a week. He is looking for extra large portion sizes and quick delivery times. English is not his first language, so sometimes he struggles to read long winded food descriptions.

User Journey Map

Goal: Fast and easy food ordering via the Green Crunch App

I identified 3 key improvement opportunities while mapping Jonathan's journey:

1. Make onboarding quick & easy.
2. Add review system
3. Add live order tracking.

ACTION	Get App	Choose From Menu	Confirm Order	Checkout	Track order
TASK LIST	Tasks A. Download App B. Create Account C. Confirm location	Tasks A. Browse Menu B. Choose dishes	Tasks A. View cart B. Confirm total cost C. Confirm order	Tasks A. Complete checkout B. Select Payment C. Place order D. Get order confirmation	Task A.Track delivery
FEELING ADJECTIVE	Excited about ordering lunch online. Intimidated by the sign up process	Anxious about food quality Overwhelmed by the quantity of food to choose from.	Excited about completing the ordering process. Concerned about payment security and data safety	Worried about how long it would take to receive the order.	Happy about receiving order. Worried about delivery times
IMPROVEMENT OPPORTUNITIES	Make the onboarding process quick. Simplify signup process	Add a section with food category breakdown. Add user reviews.	Make the cart easily accessible at all times. Integrate 3D secure payment gateway with OTP confirmation.	Make it possible to track order. Add accurate estimated delivery time to confirmation email.	Add in-app messaging feature Add notification system

Paper wireframes

I sketched out the initial wireframes by hand to encourage rapid iteration:

- For the home screen, **I prioritized ease of use and a quick ordering process** to make the experience quick and stress-free for the users

- I used appropriate information hierarchy for **compatibility with assistive technology.**
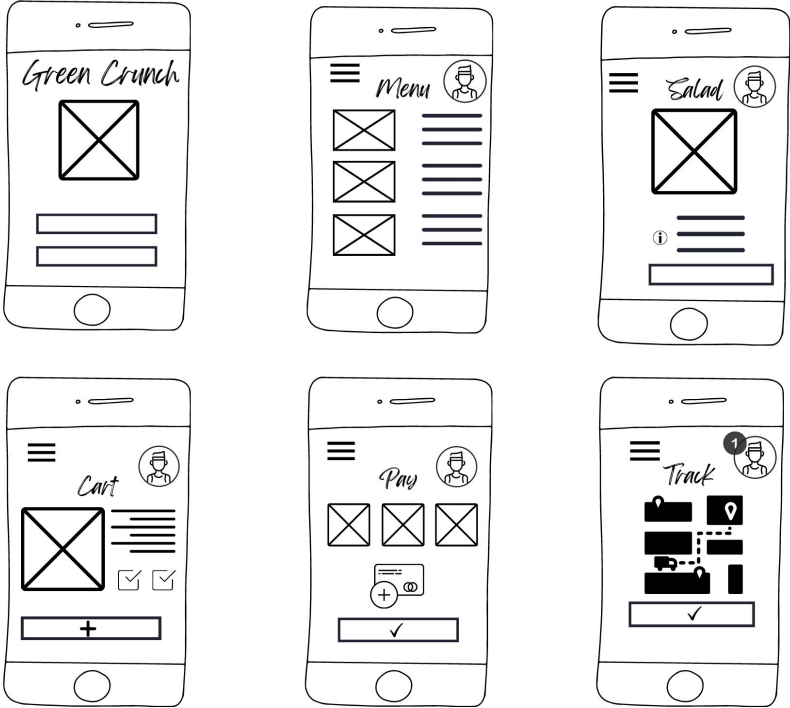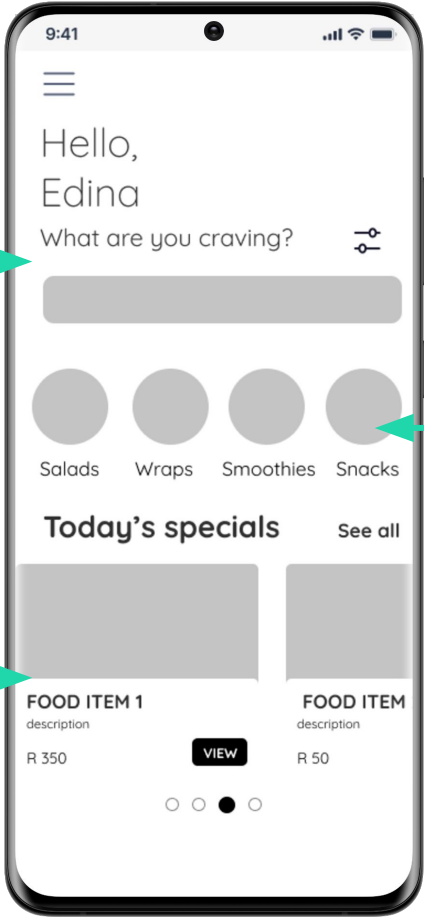
Digital wireframes

My digital wireframes

reflected user research:

1

A **search bar** to help users find what they're looking for **easily & quickly.**

2

Food categories breakdown makes it easy for users to find food in similar categories.

3

Adequate use of images to avoid over-reliance on text.

9:41

Hello, Edina

What are you craving?

Salads   Wraps   Smoothies   Snacks

Today's specials   See all

FOOD ITEM 1
description

R 350   VIEW

FOOD ITEM
description

R 50

Low fidelity prototype

I connected the digital wireframes to create a low-fidelity prototype.

Features:

- A flow that is **intuitive** to the users

- Simple & consistent navigation to help users flow through the app **seamlessly**

- **Accessible** transitions.
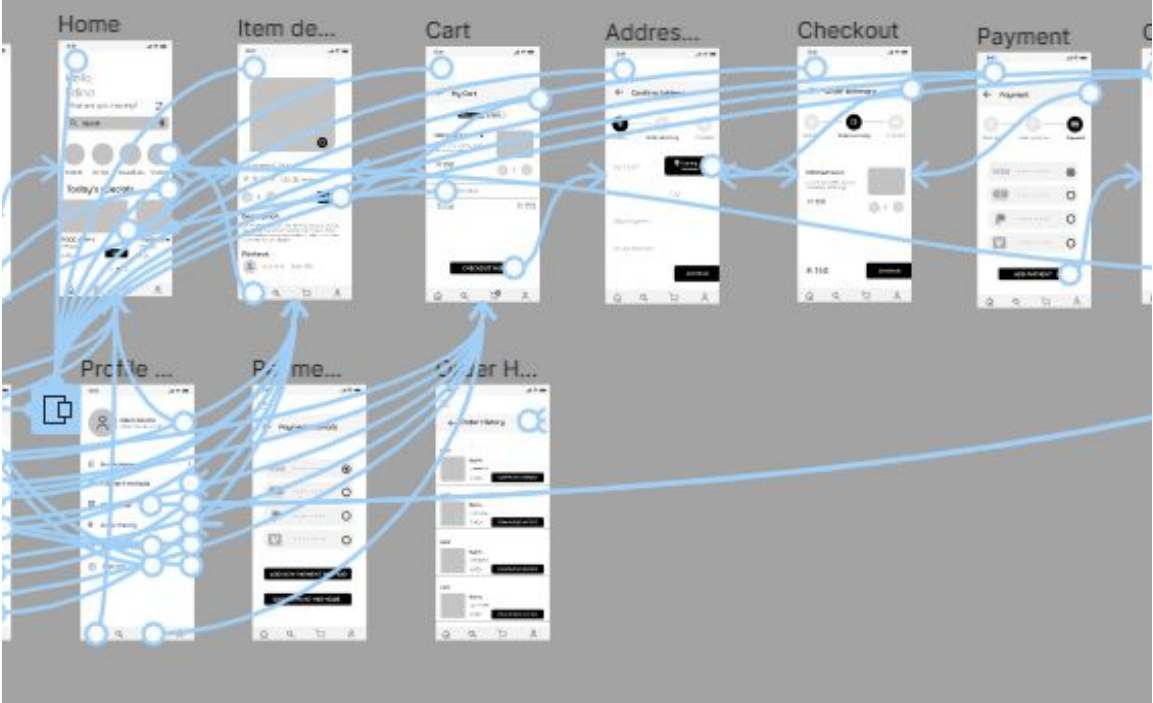
**View low-fi prototype HERE

Usability Study: Parameters

Study type:
Unmoderated Usability Study

Location:
Remote (users completed study
in their own homes)

Participants:
Two (2) males and three (3) females between
the ages of 18 to 55. Including one participant
with visual impairment.

Length:
30 minutes per participant

Click HERE for detailed Research Plan

Usability Study 1: Findings

The first usability study was conducted using the low-fi prototype and it provided the following insights:

1

Looking for a faster way to login

Users need a faster, more intuitive sign-in/sign-up process

2

Confusing Search Bar

Users need to be able to find the main search bar on the Home screen more easily.

3

Need pickup option

Users need to be able to choose between Pickup or Delivery
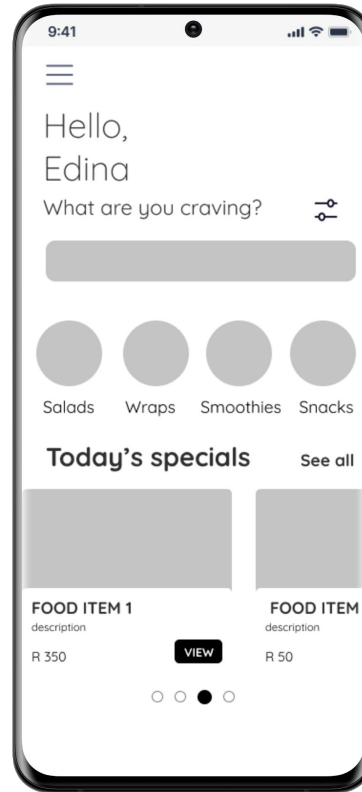
Click HERE to see more insights

Mockups

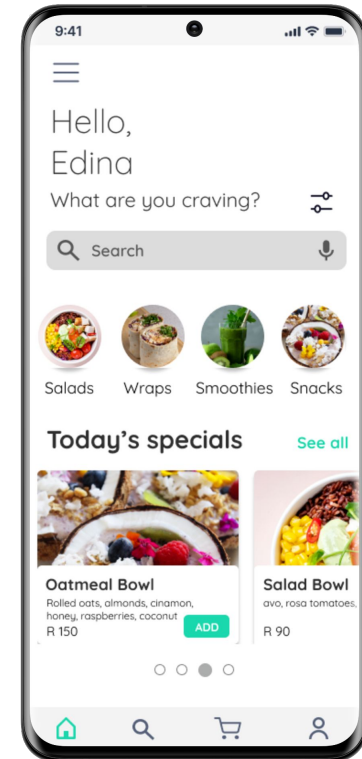I made some changes to correct the usability issues identified:

- I created a screen to give users more details, to help inform their decisions.

Result: The new design is more inclusive as it contains images, text and icons in the description screen helps make the design more inclusive.

Before Usability Studies

After Usability Studies

Usability Study 2: Findings

The second usability study was conducted using the high-fidelity prototype (participants included a **user with low-vision**), and revealed:

1

Poor colour contrast ratio

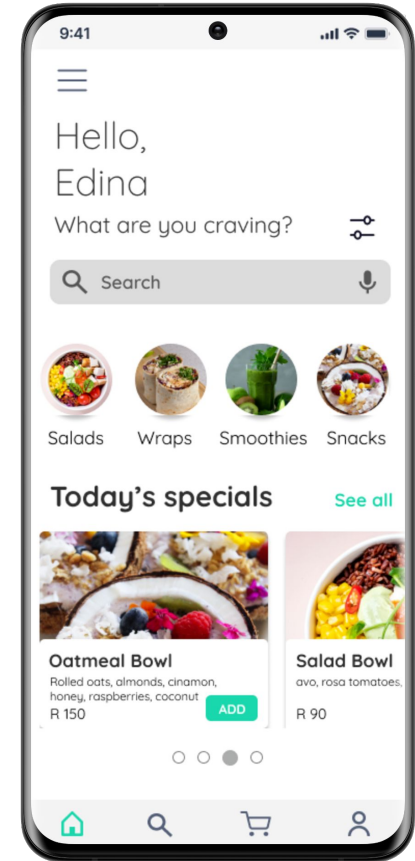Contrast between colours in the design not high enough for users with low vision.
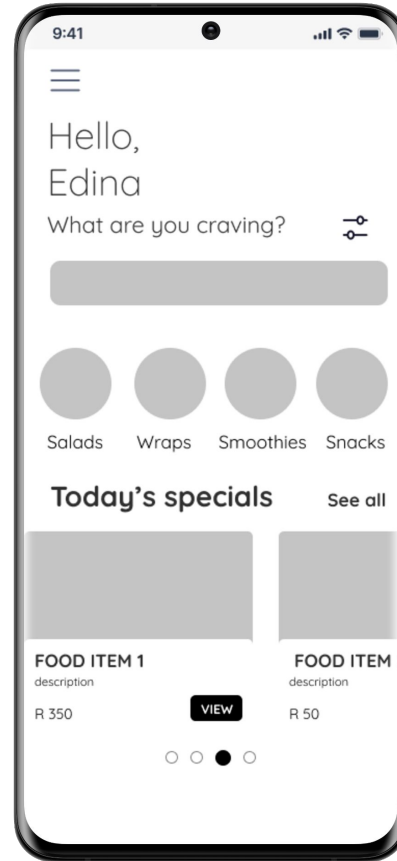
2

Consider returning users

No considerations in place to make the onboarding process quicker for returning users.

Mockups

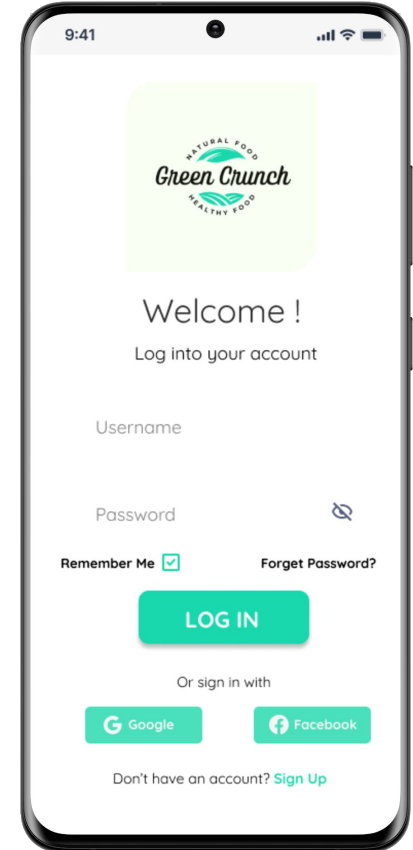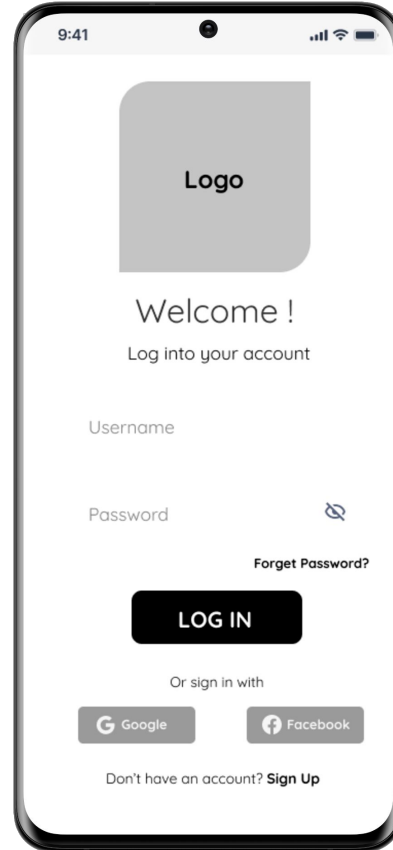I slightly darkened the accent colour to improve the color contrast ratio.

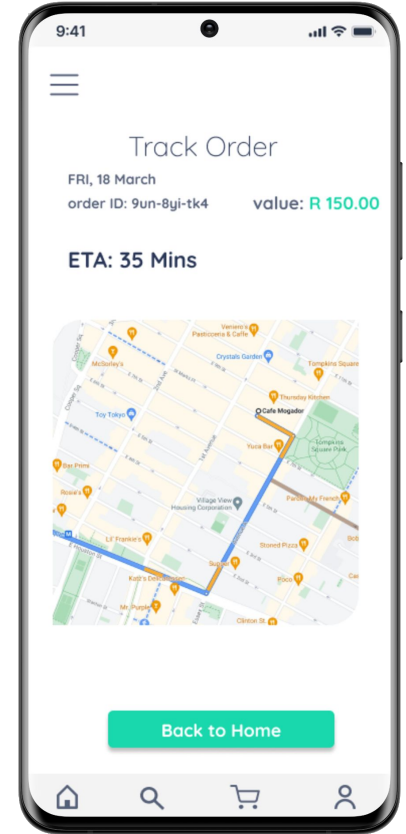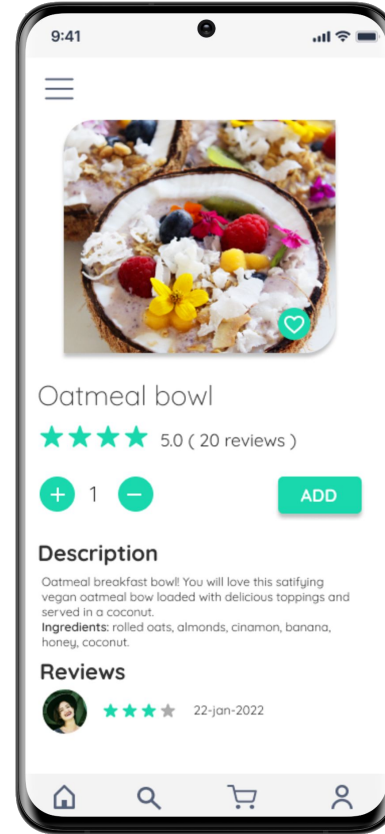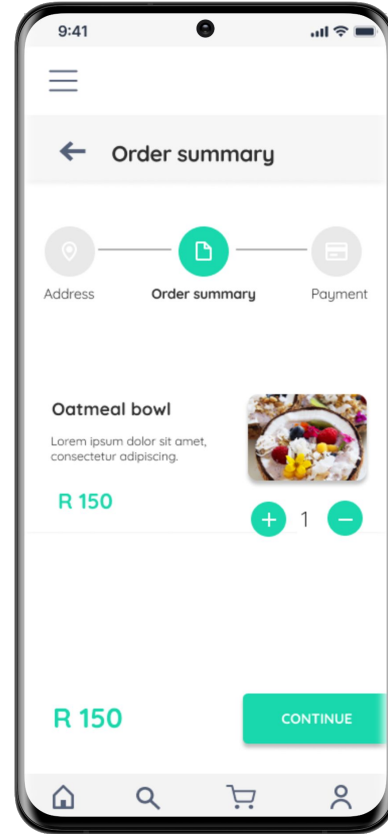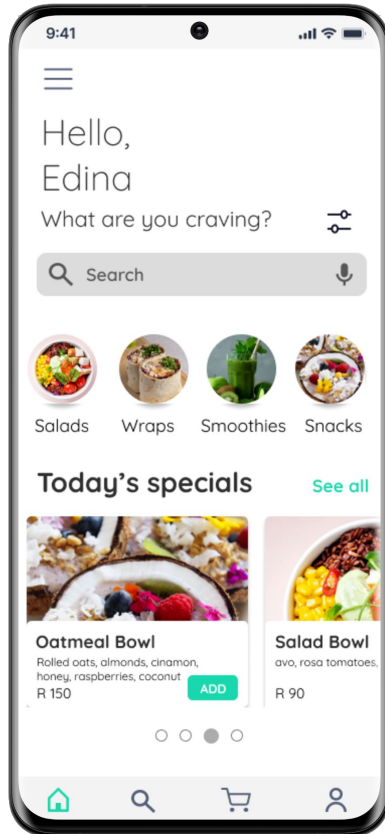**Result:** The new color passed the accessibility test.

Mockups

I added a "**Remember me**" feature that allows returning users to skip the sign-in process.

Result: A quicker on-boarding process.

Mockups: Key Screens

Hello, Edina
What are you craving?

Search

Salads Wraps Smoothies Snacks

Today's specials See all

Oatmeal Bowl
Rolled oats, almonds, cinamon, honey, raspberries, coconut
R 150 ADD

Salad Bowl
avo, rosa tomatoes,
R 90

← Order summary

Address Order summary Payment

Oatmeal bowl
Lorem ipsum dolor sit amet, consectetur adipiscing.

R 150

1

R 150 CONTINUE

Oatmeal bowl
★★★★ 5.0 (20 reviews)

1 ADD

Description
Oatmeal breakfast bowl! You will love this satifying vegan oatmeal bow loaded with delicious toppings and served in a coconut.
Ingredients: rolled oats, almonds, cinamon, banana, honey, coconut.

Reviews
★★★★ 22-jan-2022

Track Order

FRI, 18 March
order ID: 9un-8yi-tk4   value: R 150.00

ETA: 35 Mins

Back to Home

High-Fidelity Prototype

- The final high fidelity prototype addresses the main user pain points by providing an **accessible** and **inclusive** design that is **easy to use**

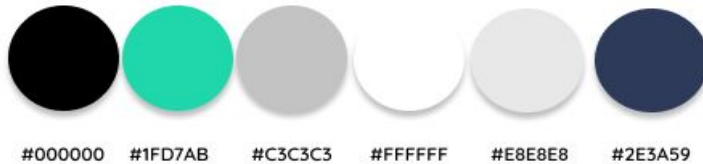- I created a **quick ordering process** by using the least number of steps possible to complete a task.

View the interactive prototype HERE**

I connected all the screens using accessible transitions.

The use of familiar navigation icons such as "back" and "close" helps assure users that they can easily undo their actions.
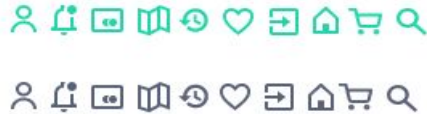
Style Guide

Brand Colors

#000000 #1FD7AB #C3C3C3 #FFFFFF #E8E8E8 #2E3A59

Iconography

Buttons

Button   Button
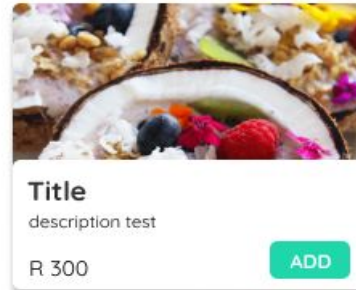
Cards

Title
description test

R 300   ADD

Typography

Quicksand
Google Fonts

Large Text Bold

Large Text Regular

Medium Text Bold

Medium Text Regular

Small Text Bold

Small Text Regular

Accessibility Considerations

1

High contrast ratio

Used sufficiently contrasting colours to ensure that the app's content can be read by **everyone**.

2

Compatible with Assistive Technology

Used images with descriptive text, appropriate hierarchy & emphasis to aid users with screen readers.

3

Recognizable icons

Used easily recognizable icons across the design to provide visual context.

Takeaways

Impact

The app makes users know that the process of ordering their meals online can be enjoyable.

A quote from one of the research participants:
"This app makes the process of ordering healthy food online enjoyable. The colour scheme is visually appealing and It's a pleasure to use this app!"

What I learned

1. Testing the design with someone with **low-vision** helped me understand the role **colour** plays in **design accessibility**.

2. Designing Green Crunch app helped me understand that **I am not the user**: After series of interviews and usability studies, I discovered some flaws in my initial assumptions about users of the app.

Next Steps

As this was a project for a certificate program, there were a lot of design constraints. However, if given the opportunity to work on a similar project, I would:

1

Conduct another round of usability studies to determine whether the current solution effectively addresses the users' pain points.

2

Work with a local dietitian to get dietary information & recommendations for users with dietary needs.

3

Test the design with a screen reader to ensure an optimal user experience for users with screen readers.

Get in touch!

Thank you so much for taking the time to review my work on Green Crunch App!

I really enjoyed working on this project and I hope you enjoyed reviewing it.

If you would like to get in touch, you can reach me via:

E-mail: edina@justpointblank.com