FreshBox App Design

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PROJECT OVERVIEW
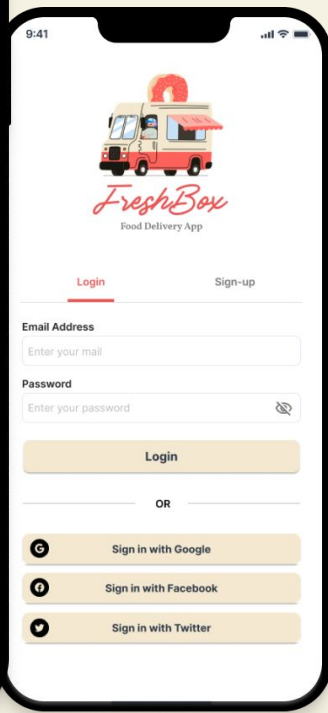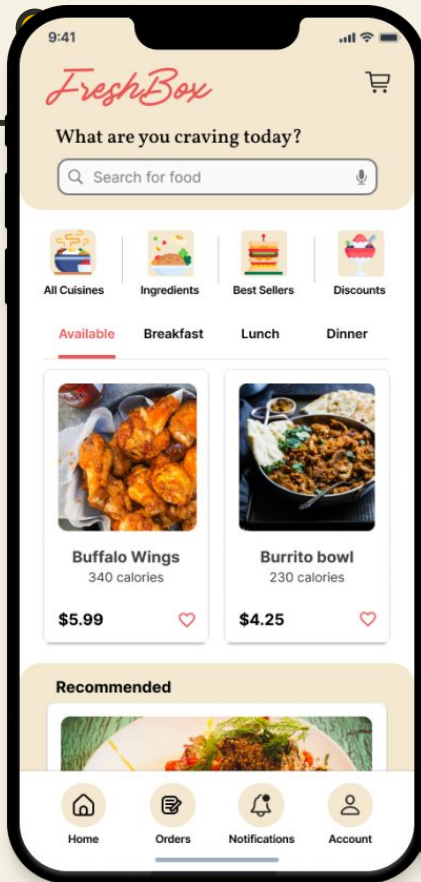
The Product

FreshBox is an online food business that offers food delivery services to customers. FreshBox strives to deliver fresh, healthy and delicious food to customers with integrity, accountability and efficiency at any given time, 24/7. FreshBox targets customers like full-time employees, students and young families who do not have time to go out and buy food for the day.

Project Duration

June - October 2021

PROJECT OVERVIEW

The Problem

Busy full-time employees, work-at-home professionals, students, young families who have no time to prepare meals, eat out, shop or order food.

The Goal

Design an app for FreshBox that allows users to easily order fresh, healthy dishes and be able to deliver the food in their preferred destination accurately and efficiently.

PROJECT OVERVIEW

My Role

UX designer designing an app for FreshBox 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.

02

UNDERSTANDING THE USER

- **User Research**

- **Personas**

- **Problem Statements**

- **User Journey Maps**

USER RESEARCH

📝 Summary

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. One primary user group identified through research was full-time employees who don't have time to prepare meals or eat out. A secondary user group identified was students who would want to be able to order food at any particular time.

These two user groups confirmed initial assumptions about FreshBox customers, but research also revealed that time was not the only limiting factor from preparing meals at home. Some other user problems include obligations, interests, or challenges that make it difficult to prepare the food or go to restaurants in-person.

USER RESEARCH

Pain Points

Time
Lack of time to spend in preparing for meals or eating out

Recommendations
Need for a recommendation list for easy ordering

Delivery
Late delivery times, inaccurate deliveries and unavailable delivery options

Features
Limited app features such as a searching filter for a food option/ingredient, discount/rewards feature, etc.

PERSONAS

Gretchen

Problem Statement

Gretchen is a busy working mom who needs easy access to healthy food ordering options because it is hard for them to cook and prepare meals themselves.

credit: https://www.freepik.com/svstudioart

"I want the best for my family, especially in the food they eat."

Gretchen Reyes

Age: 37
Education: Bachelor's Degree in Marketing
Hometown: Taguig
Family: Married, 2 children
Occupation: Event Coordinator

Goals
- Have a healthy, balanced life with family
- Can use any payment method for payment
- Wants warm fresh food on arrival
- Variety of food to choose from

Frustrations
- "I have a very busy schedule and ordering food on an app should be done quickly."
- "My kids are picky eaters."
- "I get overwhelmed when an app is complicated where I focus too much of my attention and time in just placing an order."

Gretchen Reyes is an event coordinator in Bonifacio Global City. As a working mom, she balances her time in focusing work and in raising her children, ages 8 and 5. Her and his husband both have full-time jobs and when times get busy, it is hard for them to cook and prepare meals for the whole family. Despite the situation, she doesn't want to compromise her family's health and is conscious about what they consume. She wants a variety of food to choose from because her kids are quite picky eaters. Moreover, it is also important to her that the food are delivered warm, fresh and of the best quality.

PERSONAS

Paul

Problem Statement

Paul is a busy working student who needs a quick food delivery service that can be able to deliver food at any particular time because he isn't able to eat out or cook for himself easily due to his hectic, inconsistent schedule.

credit: https://www.freepik.com/svstudioart

Paul Tan

Age: 21
Education: University student, 3rd year
Hometown: Puerto Princesa, Palawan
Family: Single
Occupation: Student

"I love to eat tasty food at any time I want but at a low cost"

Goals
- To be able to maximize time focusing on studying than doing other chores
- Needs a 24/7 food delivery service that is quick, convenient and high quality.
- Save money by promos

Frustrations
- "I despise late deliveries. Time for me is very important."
- "It's hard for me to pick an order so it's nice if the app has recommendations for me to pick."
- "Some options are just too overpriced!"
- "It's frustrating when a food option is unavailable."

Paul Tan is a 3rd year Computer Science student and loves to eat. He has a busy schedule as he also works as a student assistant and has a tough college life. Due to his packed routine, he oftentimes dines out or order his food online. He particularly is passionate on the idea of 24/7 food delivery especially since he constantly craves on something to eat on late study nights. He likes tasty food but still has to be on a low-budget.

USER JOURNEY MAP

Persona: Paul Tan

Goal: Needs a 24/7 food delivery service via a food app that is quick, convenient and serves high quality food.

ACTION	Getting the App	Browsing Through Food Choices	Place Order / Wait for Order	Receive Order	Share Reviews/ Feedback
TASK LIST	Tasks A. Download App B. Sign Up for an Account C. Confirm location	Tasks A. Browse online menu B. Select menu items C. Add to cart	Tasks A. Checks all orders contained in the cart B. Selects the payment option C. Place order	Tasks A. Meets delivery person to receive order B. Checks if food received is complete or in good condition	Tasks A. Leave a review on the app B. Share experience with family / friends C. Buy again from the app
FEELING ADJECTIVE	• Delighted in having to order food online using an app • Disappointed for not having a login through social media option	• Interested in the food selection • Overwhelmed by the amount of food options	• Anticipating for the fast confirmation of orders • Disappointed that there's no cash on delivery option	• Excited • Hungry • Not satisfied with overall packaging of food	• Contented • Due to good experience, user is excited to share good words about the food with friends/family
IMPROVEMENT OPPORTUNITIES	• Discount vouchers for new users in the app • Log-in option using social media accounts	• Recommendation or a best-seller list • Filters for breakfast, lunch, dinner, snacks options • Make buttons and links work with screen readers	• Allow website to remember information to save from the hassle to sign up again • Add more payment options	• Use clean and recyclable packaging • Option in the app for optional utensils included	• Create a redeemable rewards / discount vouchers for each customer who has been referred to by an existing app user. • Create buyer ratings

Mapping Paul's user journey revealed how helpful it would be for users to have access to a dedicated FreshBox app.
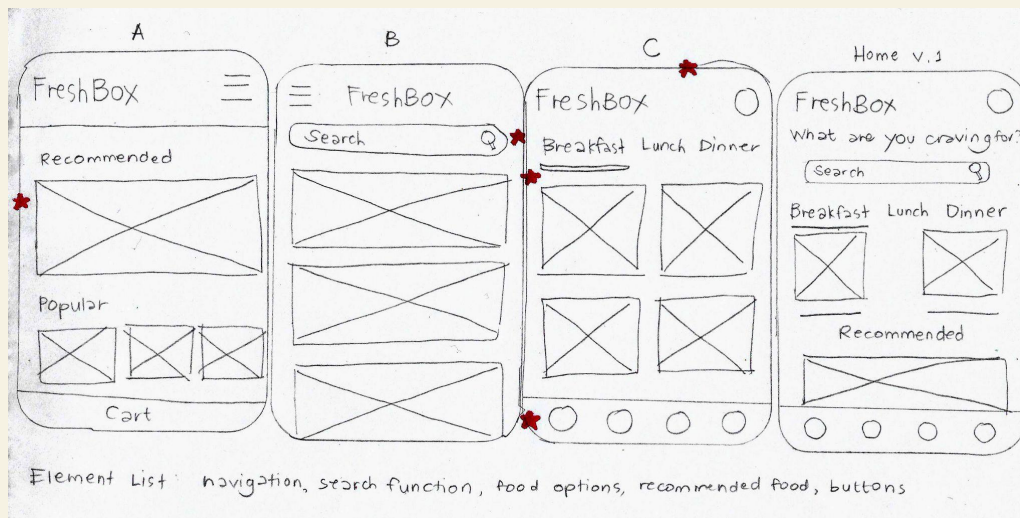
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STARTING THE DESIGN

- Paper Wireframes

- Digital Wireframes

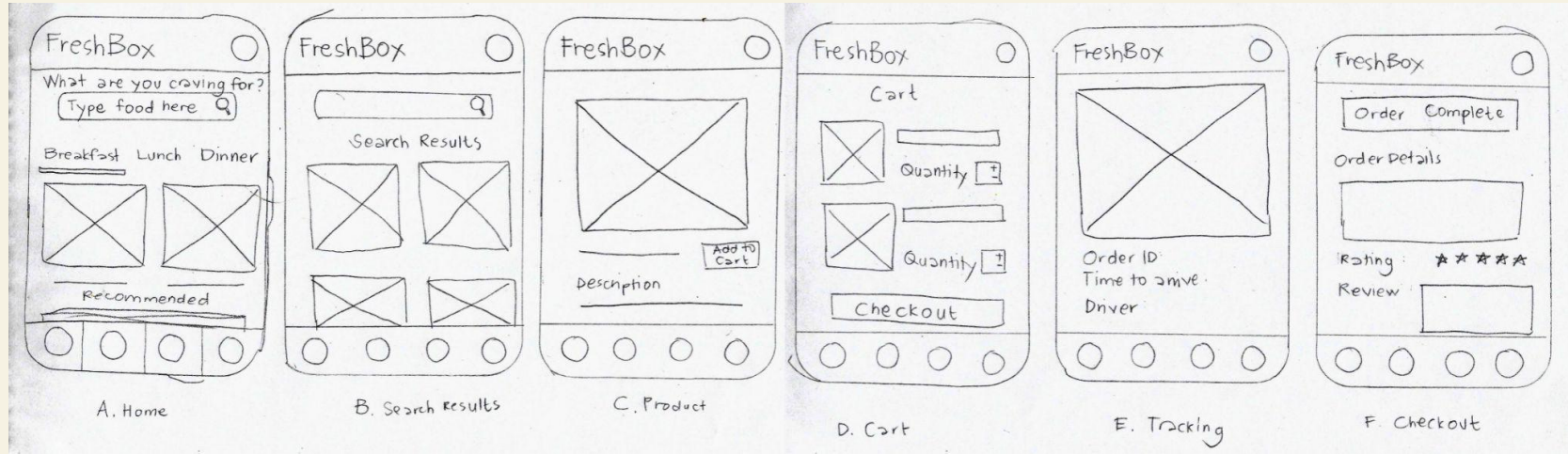- Low-fidelity Prototype

- Usability Studies

PAPER WIREFRAMES

🏠 **Home Page**

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a search function, available and recommended food options to help users save time.
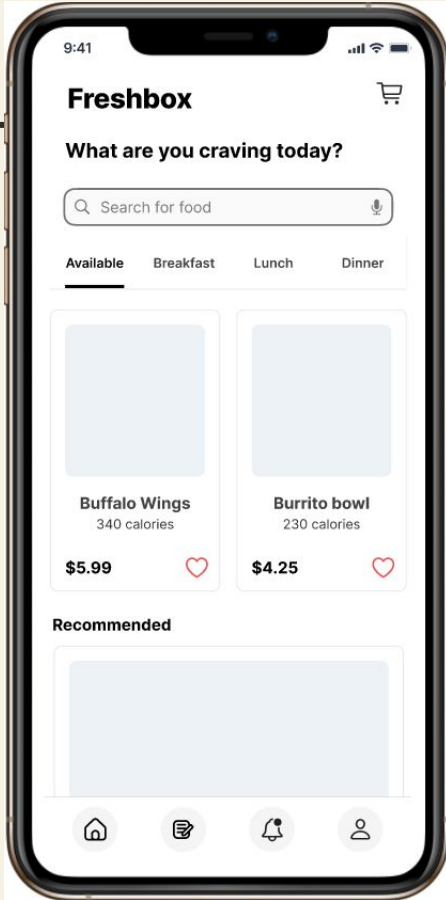
PAPER WIREFRAMES

Low-fidelity Prototype

Drafting paper wireframes for the low-fidelity prototype before converting it to a digital wireframe helps as a guide in the overall flow. For this wireframe, I prioritized the home, search results, product, cart, tracking and checkout pages.

DIGITAL WIREFRAMES

This search function at the top of the home screen makes it fast and easy for users to order.
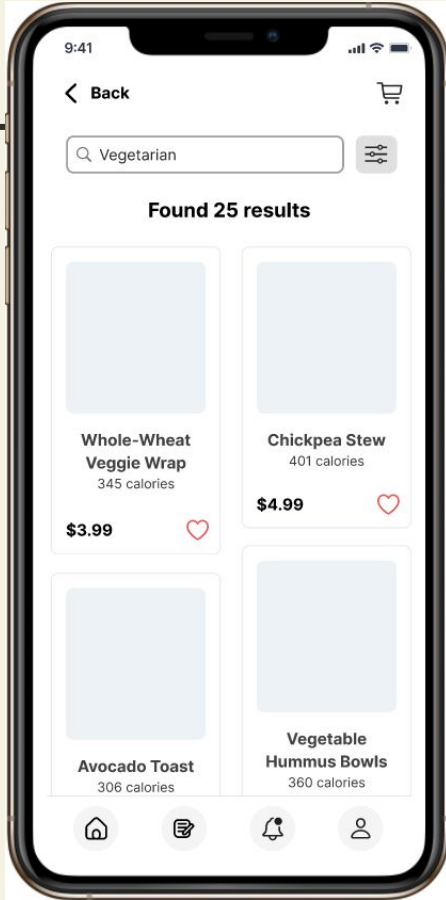
As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

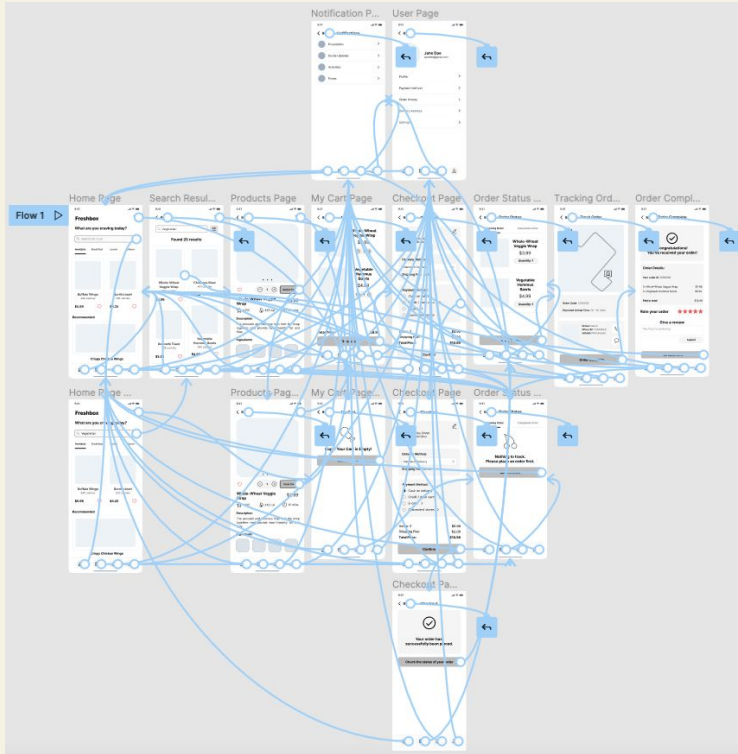An available list of food options and a recommendation list makes it easier for users to pick an order when undecided.

Main navigation at the bottom ensures that the user is able to navigate easily throughout the app.

DIGITAL WIREFRAMES

This button in the side of the search button is a filtering option that can filter using available keywords, it is also equipped with a speech recognition option.

Easy search was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

9:41

< Back

Vegetarian

Found 25 results

Whole-Wheat Veggie Wrap
345 calories

$3.99

Chickpea Stew
401 calories

$4.99

Avocado Toast
306 calories

Vegetable Hummus Bowls
360 calories

LOW-FIDELITY PROTOTYPE

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was searching for a food option and checking out the orders, so the prototype could be used in a usability study.

View the FreshBox

low-fidelity prototype

USABILITY STUDIES

Findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 Findings

1. Users need an easier register and login option

2. Users need a reorder feature and an easy list option

3. Users need labels for buttons and search suggestions

Round 2 Findings

1. A popup shown when a product is added to cart is needed

2. An additional checkout confirmation popup upon checkout is useful

3. Likes in the user page is helpful in finding the user's clicked likes
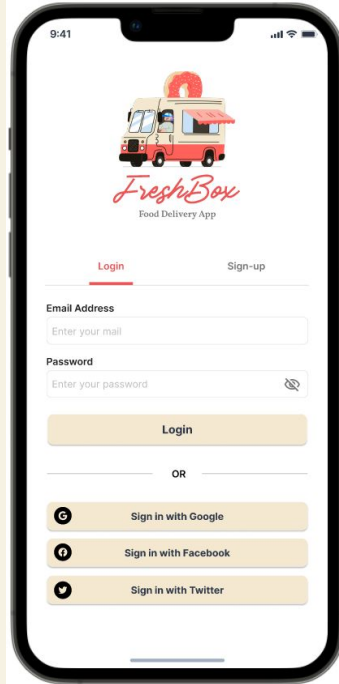
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REFINING THE DESIGN

- Mockups

- High-fidelity Prototype

- Accessibility

MOCKUPS
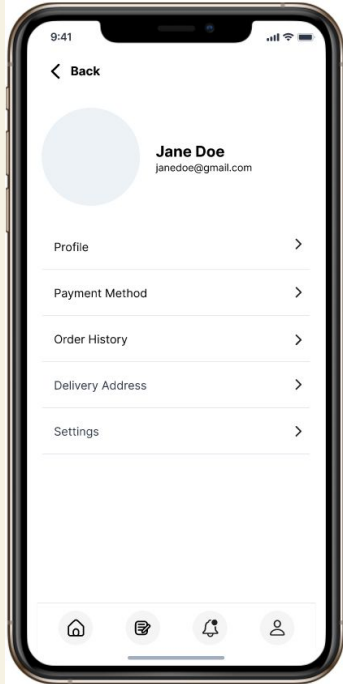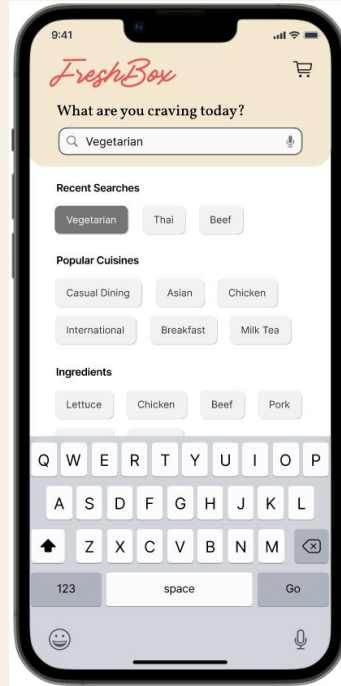

Before usability study 1

After usability study 1

The early design doesn't contain a dedicated page for a login or register option but after the first usability study, a separate page was created solely for either logging in or registering through the app using the traditional email-password method or through the social media sign-in method.
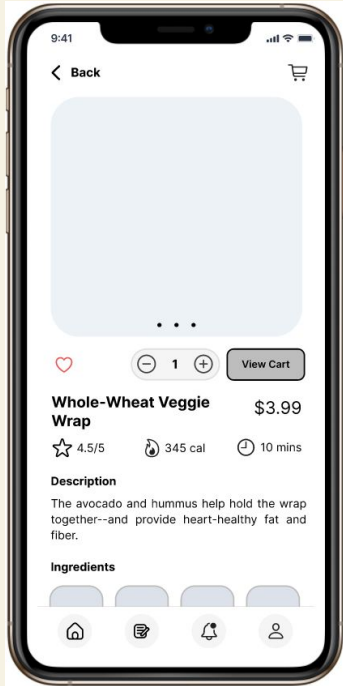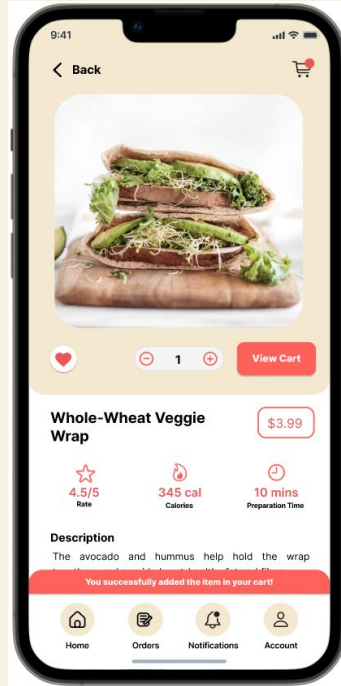
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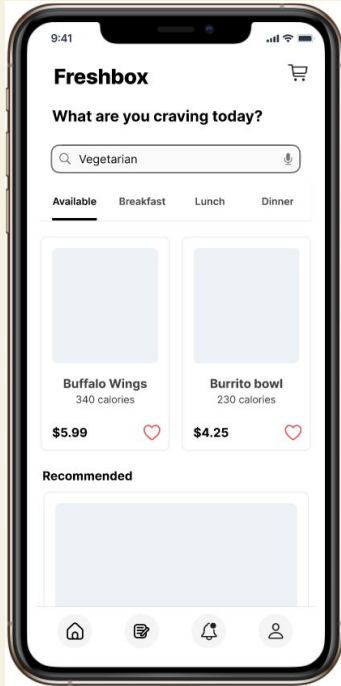
Before usability study 1

After usability study 1

The search function also doesn't allow for an easy search feature and early design did not have a keyboard feature which made it confusing for users to do a search. The easy search feature contains recent searches, popular cuisines, categories like ingredients, etc.

MOCKUPS

Before usability study 1

After usability study 1

For the second usability study, users find it helpful if a popup confirming a product is added in their cart is shown every time they add a product in their cart. For this, I added a red dot beside the cart button and a popup message saying that the user successfully added the product in the cart to easily indicate that the action is done.
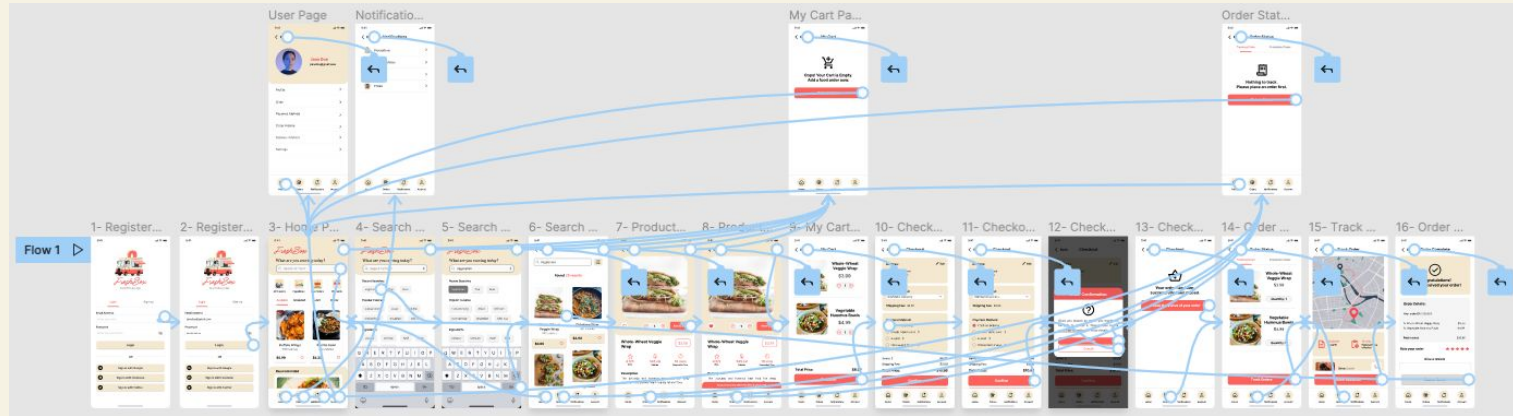
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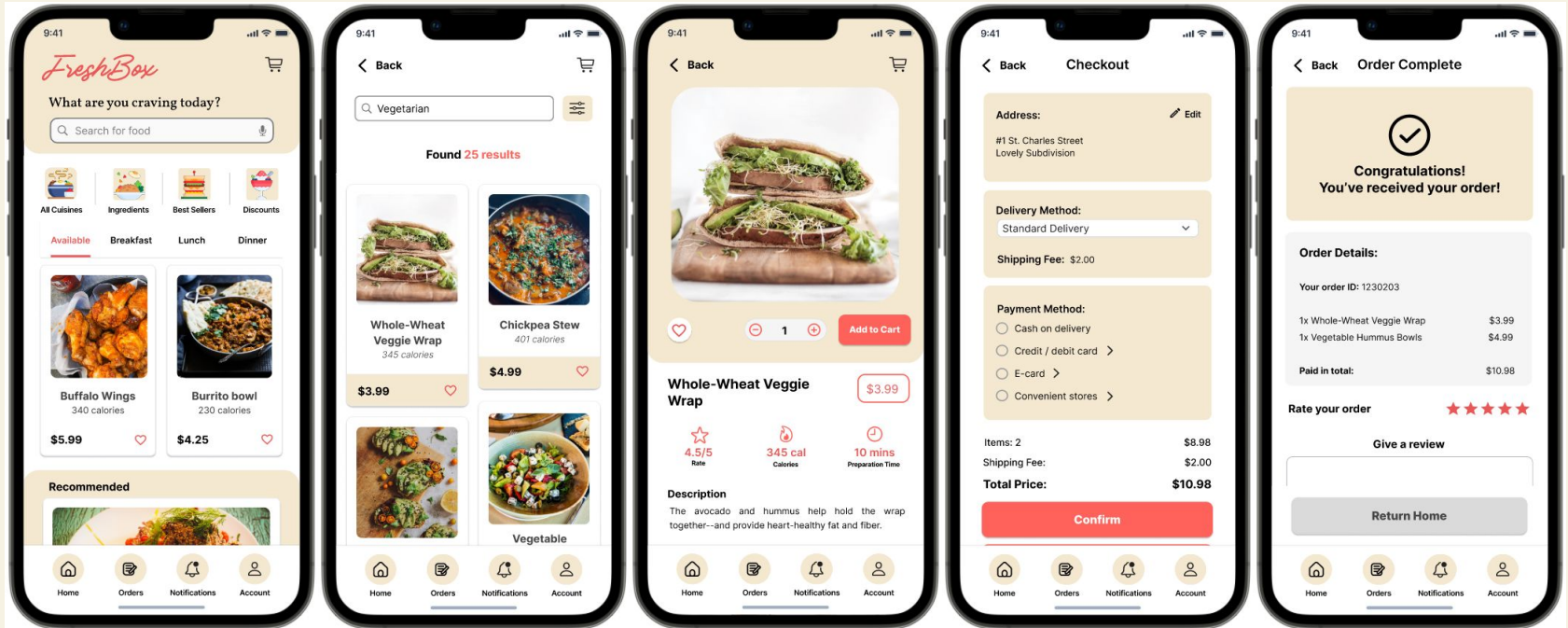
HIGH-FIDELITY PROTOTYPE

The final high-fidelity prototype presented cleaner user flows for searching a food product, adding to cart, checking out, tracking orders and finally completing the order. It also met user needs for an easy search function as well as more customization.

View the FreshBox app **high-fidelity prototype**

ACCESSIBILITY

Considerations

1 Provided a speech recognition feature in the easy search function for users who have mobility impairments to use.

2 Used icons and labels to help make navigation easier.

3 Provided access to users who are vision impaired through adding alt text to images for screen readers.

4 Used detailed imagery for food orders, ingredients to help all users better understand the designs.

05

GOING FORWARD

- **Takeaways**

- **Next Steps**

TAKEAWAYS

🎯 Impact

The app makes users feel like FreshBox really thinks about how to meet their user's needs.

One quote from peer feedback:

"

The app is easy to use, functional and overall looks good. The app is definitely helpful especially when I need to grab fresh, healthy and of course, delicious food asap.

"

📖 What I learned

While designing the FreshBox app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

NEXT STEPS

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

LET'S CONNECT!

Thank you for your time reviewing my work on the FreshBox app! If you'd like to see more or get in touch, my contact information is provided below.

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🌐 Website: guylaine.link