

Booking app for Beijumi Food Truck

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Project overview



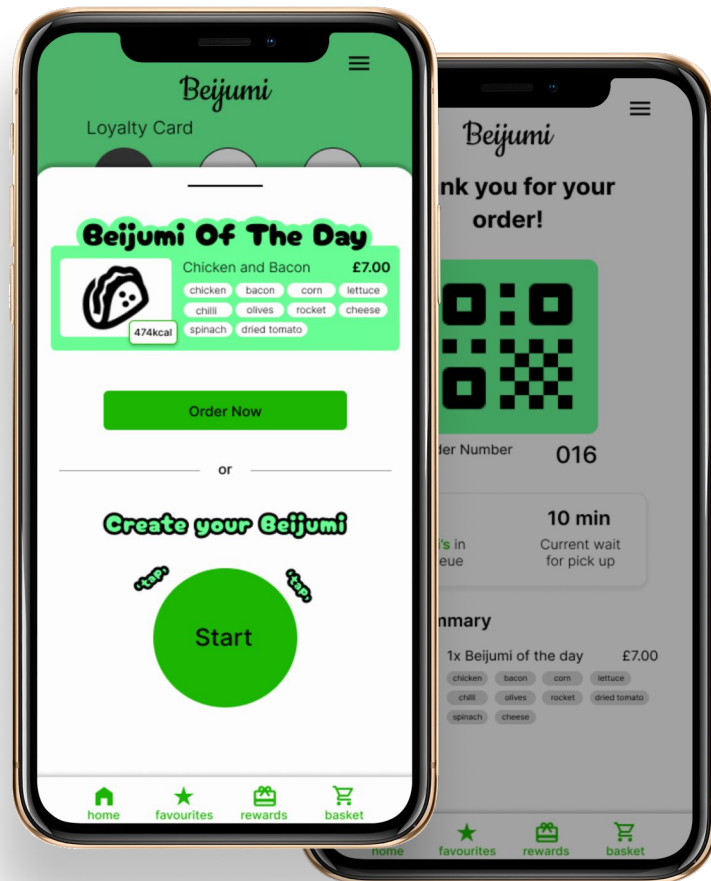
The product:

A booking app for Beijumi Food Truck in Whitecross market. Lets busy city workers order their favourite Beijumi for pickup at stall.



Project duration:

January to August 2022



Project overview



The problem:

Beijumi has become a very popular food truck and was struggling to fulfill orders during the lunch rush hour. The main issue is the collection of orders, which required time-short customers to wait, resulting in frustration or even lost business to nearby competitors.



The goal:

App design for Beijumi: An Amazonian food truck at Whitecross market, London

Project overview



My role:

UX Designer



Responsibilities:

- User Research
- Wireframing
- Conducting Usability Studies
- Prototyping (lo and hi-fi)
- Design Iteration

Understanding the user

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

User research: summary



INTERVIEWS

Quantitative

"rate your experience out of 10"

"How long do you wait in the queue on average?"

Qualitative

"what did you dislike about your experience"

"please describe your ordering process"



ASSUMPTIONS

Confirmed assumptions

Customers hated the long queues and wanted a more efficient method of ordering from there.

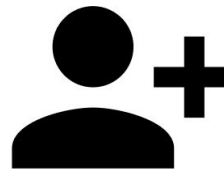


DEMOGRAPHIC

Age: 18-55

Sex: Male/Female

Employment: City professionals



SUB DEMOGRAPHIC

Nutrition minded who order from there because of the lack of other vegan options at the food market but find the lack of nutritional information frustrating

User research: pain points

1

Pain point

Long queues at lunch hours. Can spend as much as 20 minutes before placing an order

2

Pain point

Lack of nutritional information about the food, not clear how many calories is one meal

3

Pain point

Key ingredients such as tuna or chicken can sometimes run out but customers don't know this until it's their turn to order

4

Pain point

Don't want to look weird and waste everybody's time asking about nutritional information and what ingredients to keep or remove

Persona: Rob

Problem statement:

Rob is a professional working in the city who needs an app to order his lunch from his favourite food truck in advance because he doesn't want to waste his time waiting in a queue and wants to have more time to enjoy his lunch



PRIMARY

Name: Rob

Age: 32

Occupation: Project Manager

"A quick and delicious lunch from Beijumi is one of the perks of working in the city"

Rob is a Project Manager working in the city. He enjoys cooking but does not like to take leftovers from home for lunch. He found a delicious Brazilian food stall in the market close to work called Beijumi - it is his favourite lunch spot. His biggest frustration is that Beijumi is very popular and always has long queues and he often spends half of his lunch hour just queuing and ordering.

Persona: Julia

Problem statement:

Julia is young and ambitious junior working at a fast paced company who needs to know the nutritional information of her order because She lives a healthy lifestyle and wants to know what goes into her body



SECONDARY

Name: Julia

Age: 21

Occupation: Financial Analyst

"I keep track of my calorie intake and I'm a vegan. Finding something quick and delicious can be a challenge"

Julia is a Financial Analyst at a big city firm. She's energetic and spends a lot of time in the gym and her smartwatch keeps track of her calorie intake. She is also a vegan and wants to stay on track with her fitness goals. She loves ordering from Beijumi because of their vegan-friendly options but finds it frustrating not knowing the nutritional values of the meals and feels awkward asking about it

Rob's User Journey

Go to Beijumi food truck

Place an order

Wait for order completion

Collect order

Task List

What does the customer do?

Ask if any of his colleagues would like to place an order while he's there

Go to the food truck

Wait in the queue

Place order with the vendor

Your favourite ingredient might have finished, so you decide to pick a different filling

Pay for the order

Present your loyalty card to receive a stamp

Keep moving down the queue to where the orders are prepared and pick up

Pick up napkins on the way to pickup point

Collect your order and find a place to enjoy it (park, office)

Feeling

How does the customer feel at this stage?



Excited about ordering favourite meal



Apprehensive about there being a long queue



Frustrated - long queue



Annoyed about having to choose another ingredient as a substitute



Happy - one stamp closer to getting a free meal



Excited seeing how the Beijumi is being prepared



Happy - about to have an epic lunch break

Opportunities

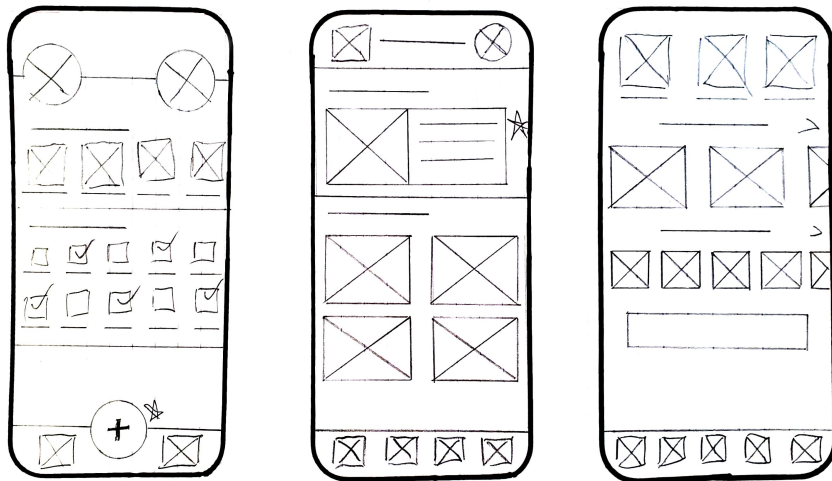
What can be improved?

Placing an order via an app that will notify him via notification when it is being prepared, giving Rob a 5-7 minute window to go and pick it up.

An app that will allow Rob to place an order, pay and keep loyalty points ahead of time. App should be picture and tickbox based to accommodate a simple menu and accessible for people with Dyslexia/Learning English

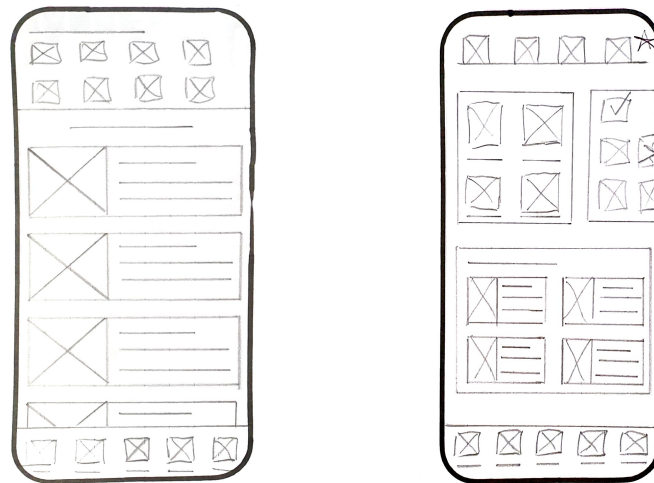
An app will allow Rob to skip the queue and just pick up his ready meal. To make pickup more accessible, the app could include the option to let vendor know the customer is in a wheelchair so food can be brought to a more accessible place nearby.

Paper wireframes



Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes

For the Home Screen, I prioritized an intuitive layout that guides the users in the ordering process and to compliment the food truck's simple menu

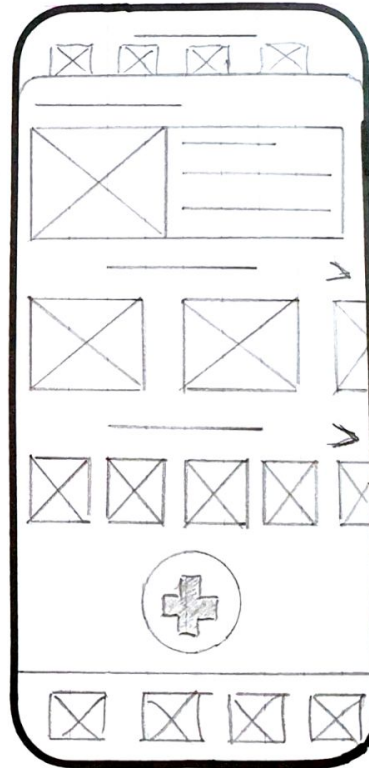


HOME PAGE v1.0

Quick access to the loyalty card -
This works great on the CAFE NERO app and something that Beijumi customers check often (and often misplace). The user would swipe down the page to see the full loyalty card

The order creation stage starts here.
I've given the customer the option to begin their ordering journey from the home page for two reasons:

1. The Beijumi menu is very simple
2. Less taps = faster ordering



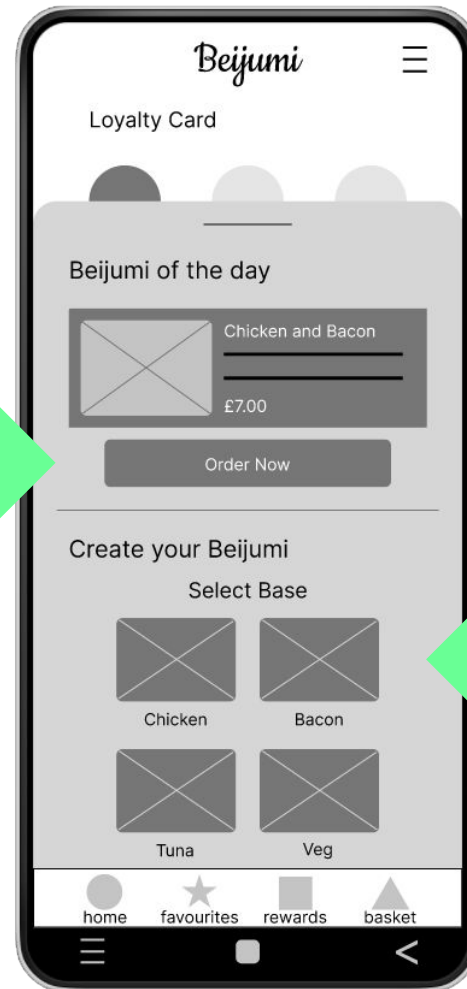
Daily offer is placed at the top of the page to encourage customers to try a different combination today. Many customers often order either the same thing each time or are feeling adventurous and want to try a new combination

A conventional shortcut menu is placed at the bottom of the screen to take the customer to the core pages with one tap. Those will be the Home, Favourites, Rewards and Basket pages.

Digital wireframes

Following on from the paper wireframes, the digital wireframes closely resemble the original designs with a few tweaks along the way

During digital wireframing I have decided to add this button to allow the user to skip the building process and order right away

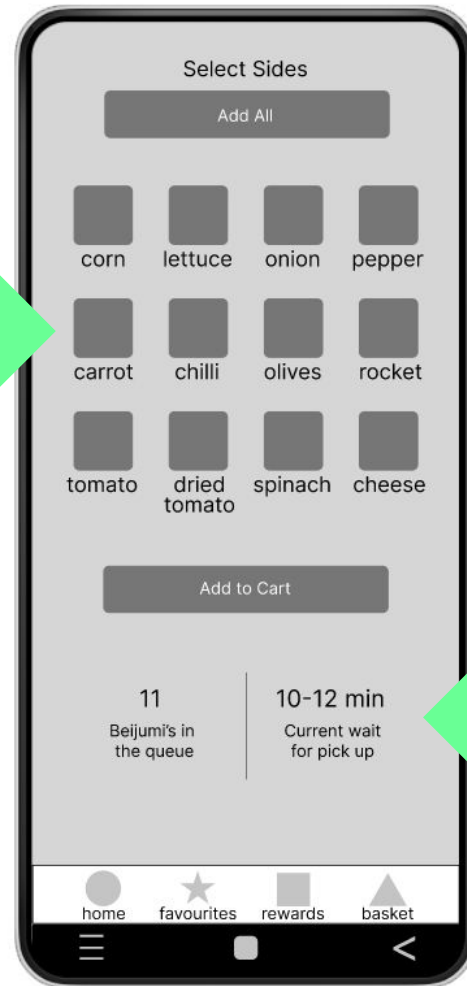


To speed up the building process, I opted for the Grid view on the ingredients instead of a carousel. Less taps = faster ordering

Digital wireframes

Quick ordering process was a key user need as well as simple navigation to keep the app feeling light in design and minimizing the number of screens a user has to jump through to place the order

One-Screen ordering process. User can create their order without leaving the home screen. The page will auto-scroll on user interaction



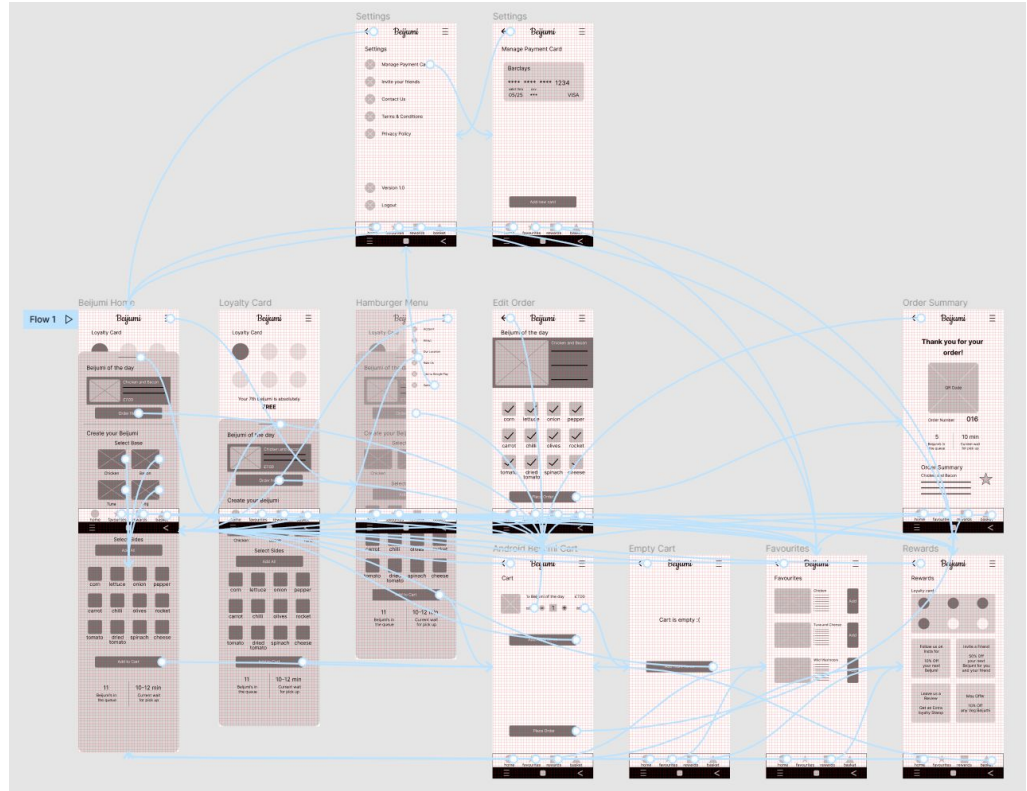
Helpful info for the user will enable them to better judge when they can plan their journey to the food truck

Low-fidelity prototype

Using a complete set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering a Beijumi, so that this flow could be tested in a usability study.

View the Beijumi App:

Low-Fi Prototype



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study highlighted some of the pitfalls the participants faced and it helped improve designs from wireframes to mockups. The second study used a Hi-Fi prototype and revealed what aspects of the mockup needed refining

Round 1 findings

- 1 Add to favourites is not clear to all users
- 2 Users want more details in the cart
- 3 User's are confused about the Add more Items button

Round 2 findings

- 1 There is no way to get back to the completed order screen to see the QR code

Refining the design

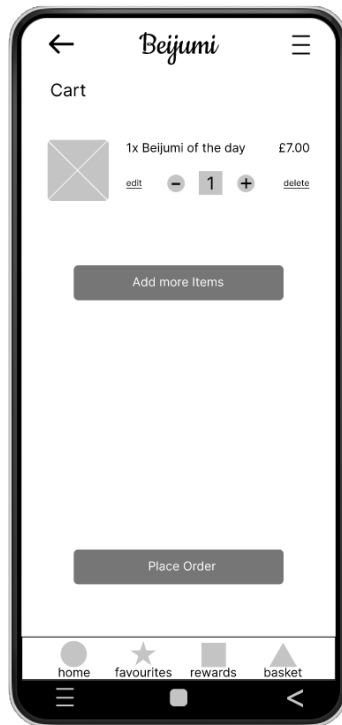
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

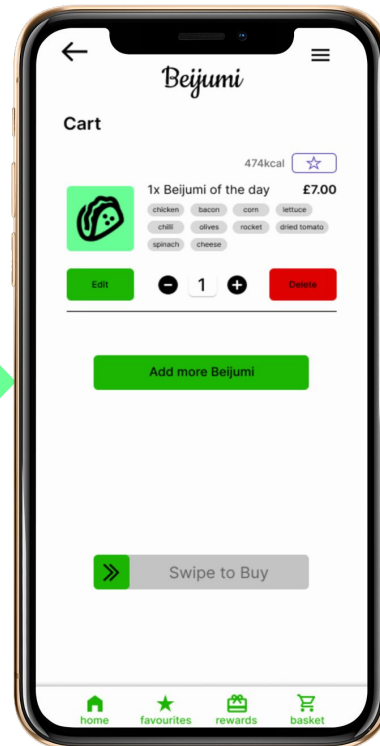
The following changes were made after Usability Studies:

- Basket screen to now **display the ingredients**
- **Favourites** button added above the created order
- Renamed the 'Add more Items' button to **Add more Beijumi**.
- **Place Order** button more interactive. The user now needs to swipe from left to right to complete the order

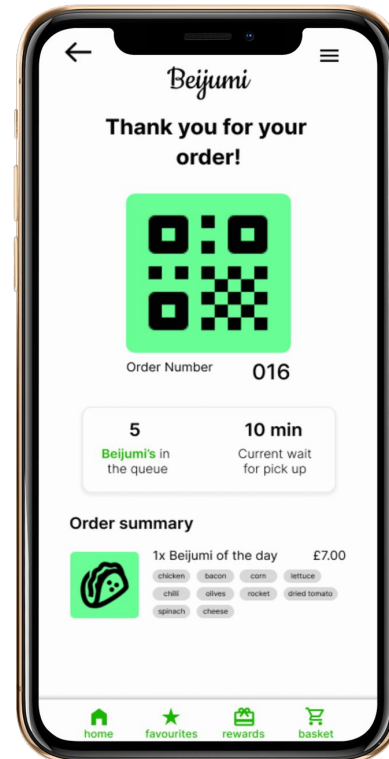
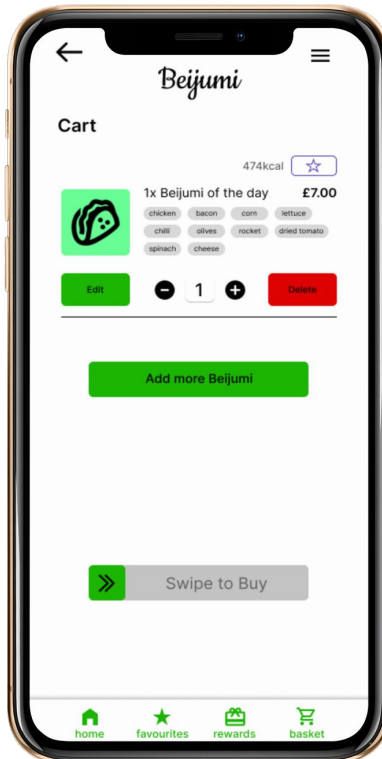
Before



After



Mockups



High-fidelity Prototype

For the final Hi-Fi prototype I decided to redesign the home screen and make it feel less cluttered. Creating a new Beijumi was confusing some users in testing so I have decided to move the creating part below the visible parts of the screen and instead place a large playful button called **Start** to begin the process of creating a custom order. The home screen also features a more prominent typography that's easier to read

View Beijumi app v1:

Hi-Fi Prototype



Accessibility considerations

1

Use icons to help make navigation easier

2

Stick to a colour scheme that complies with WCAG standards to help people with colorblindness see the text more clearly

3

Support icons and images with alt text for screen readers to give the visually impaired a better experience

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

This app makes the user feel like it captured the essence of the food truck experience. The ordering experience is very familiar.

One quote from peer feedback:

"Wow, where has this app been all this time? I have wasted so many hours queuing to place an order and now its a 20 second job"



What I learned:

What it means to be a UX designer. This project has shown me the ropes and what is required to be a successful and well-rounded UX designer

Next steps

1

Improve the animations
and add new ones to
make the app feel less
rigid and more responsive
to user input

2

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

Let's connect!



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



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