



Product Overview

The twenty first century has brought about creation of more jobs and variety of means to earn money. The ultimate result of this is that most people spend quite a lot of time on work schedules to make more money and most time do not get the opportunity to eat something when hungry. “Time is money” is a popular saying among the working class but unfortunately there have also been an increase in ulcer cases due to this imbalance between work and food. I am creating a digital product (a snack food mobile app) which will help get snack-food down to anyone’s location. Although people have difference preference as regards food, snack-food is generally preferred by all.

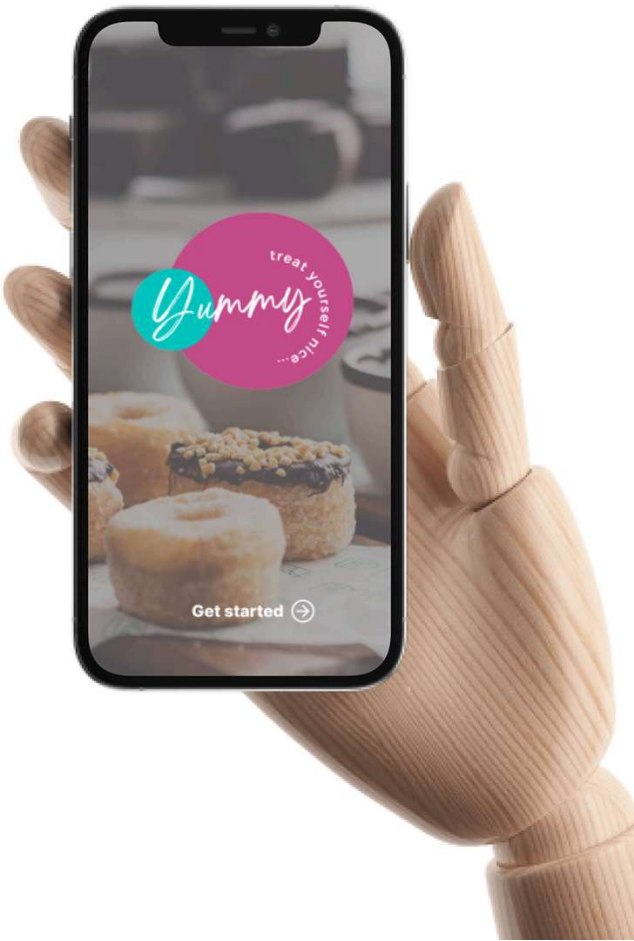
Responsibility

My responsibilities included conducting interviews, digital wireframing, Low and high-fidelity prototyping, usability studies, accounting for accessibility and iterating on designs to create the final user interface.

Duration

4 Months

Tools





Problem Statement

Users need snack food on time while working to retain energy or get refuelled so they can concentrate on other workload or get their job done.

Goals

The goal is to create a digital product aimed at getting busy people or employees stay energized by saving them time from going to physical stores to get food while working. We will measure effectiveness by the ease of using the mobile app and how much time it saves the user



Design Process



Understand

- User Research
- User Interview
- Competitive Analysis



Define

- User Personas
- Empathy Map
- User Journey



Ideate

- User Flow
- Information Architecture



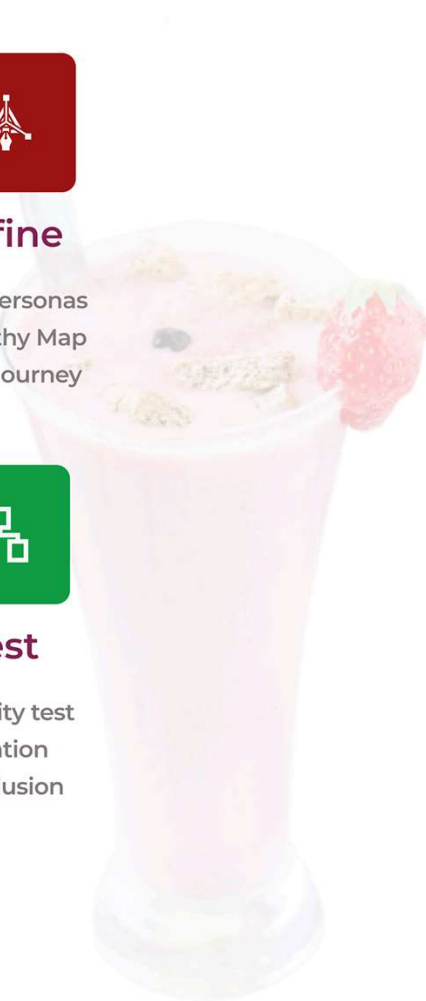
Design

- Wireframe
- Hi-Fi Designs
- Prototype



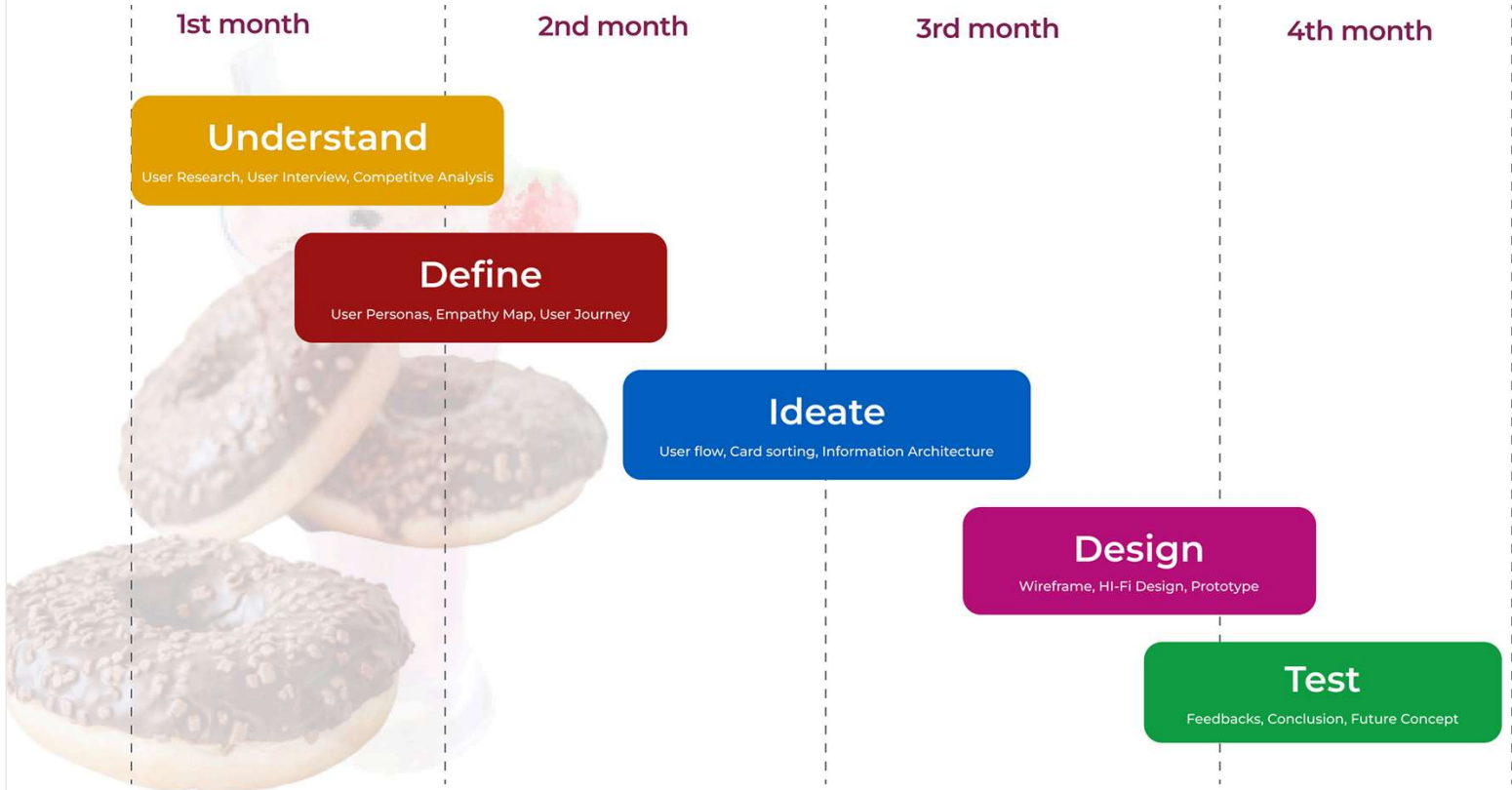
Test

- Usability test
- Iteration
- Conclusion





Design Timeline



Target Audience

The main target users of this products are mainly employees, students or any busy people in general.



User Research

Research was conducted to learn about how often individuals get to eat during work hours and what processes they have to go through to get their daily meal during work hours. As a result, I determined the opportunities and needs that exists for the new snack-food app. I used the findings to help shape the development of the digital product.

Competitive Analysis

I conducted a competitive analysis to identify the strengths and weaknesses of direct and indirect competitors so as to build a foundation for improvement for the snack-food app, Yummy.

Company Name	Dominos	Bolt Food	Jumia Food
Company Info	Variety in Pizza, chicken, sides, dessert	Variety from different vendors	Variety from different vendors
Good customer service	✓	✓	✓
Real time tracking	✗	✗	✗
Uniform quality	✓	✗	✗
Simple user flow	✗	✓	✓

Unique Features

- Several vendors with product varieties
- Promo offers
- Product specialty



Empathy Map

Samuel

Says

- "I am self-employed and have my own office space"
- "Most times i'll eat a main dish but I don't mind a snack food."
- "I am always hungry because I'm working and thinking while at it."
- "I don't like paying online"

Thinks

- Would like to get food through an app without disturbing his workflow
- Wants an app with a faster delivery time
- Online transactions in food ordering are always difficult
- Would like an application with a wide menu range

Does

- Orders food every weekday at work
- Always hungry when he works or thinks

Feels

- Sad because where to get food is far from his workspace
- Sad when he has to stop his workflow to get food
- Worried about online payments
- Unsatisfied with the speed of delivery



Funmi

Says

- "I am married and work at an engineering firm"
- "I would rather eat snack food at work"
- "I send someone to get snacks from a snack shop from a relatively far distance"
- "I don't get to see a proper picture of what I'm ordering"

Thinks

- Wants to eat snack food at work always
- Would like to use a mobile app always
- Would like to have variety of snack options to choose from
- Would prefer to choose from a restaurant close to her

Does

- Works in an engineering firm
- Sends someone to get snacks for her at work
- Still use non-digital products
- Use a snack food mobile app twice monthly

Feels

- Managing her appetite at work is difficult
- Sad about limited options of snack food
- Products and delivery fees are expensive
- Unsure of products without pictures



Add Content



Image



Text



Photo Grid



Video/Audio



Embed



Lightroom



Prototype



3D

Edit Project



Styles



Settings



on your project

Attach Assets

Attach Assets

Add files like fonts, illustrations, photos, zips, or templates as free or paid downloads.

Update Project

View a Preview

PRO Advanced Project Settings

Schedule Publish
Set a date and time to publish

Password Protection
Grant access with a password

Link Only
Set an exclusive link

Start your 7 day free trial

Press F6 to navigate between sections of the project editor.

Pain Points



1. Process

Users dislike having to intercept their workflow during the process of getting a snack-food while working.

2. Financial

Some users do not enjoy using their cards for transactions online, hereby preferrign cash payment.

3. Support

Users get frustrated with the slow response from customer support centers while resolving issues.



User Persona



NAME: Flora Akin
AGE: 30
EDUCATION: B.Eng
JOB: Engineer
LOCATION Lagos.

Bio

Flora is a married woman who works in an engineerng firm. She works always and needs to manage her appetite to keep up with work. She usualy use a snack food mobile app to get herself a meal but recently, she wants more options to her snack meal, more pictures to their menu and a speedy delivery time. She would also love to monitor the delivery process from her app.

“My appetite manages me. I am always hungry because I’m working and thinking while at it.”

Pain point

Flora finds it difficult to get meals at work because there’s a long distance between her office and a snack shop.

Goal

Flora finds it difficult to get meals at work because there’s a long distance between her office and a snack shop.



User Journey Map

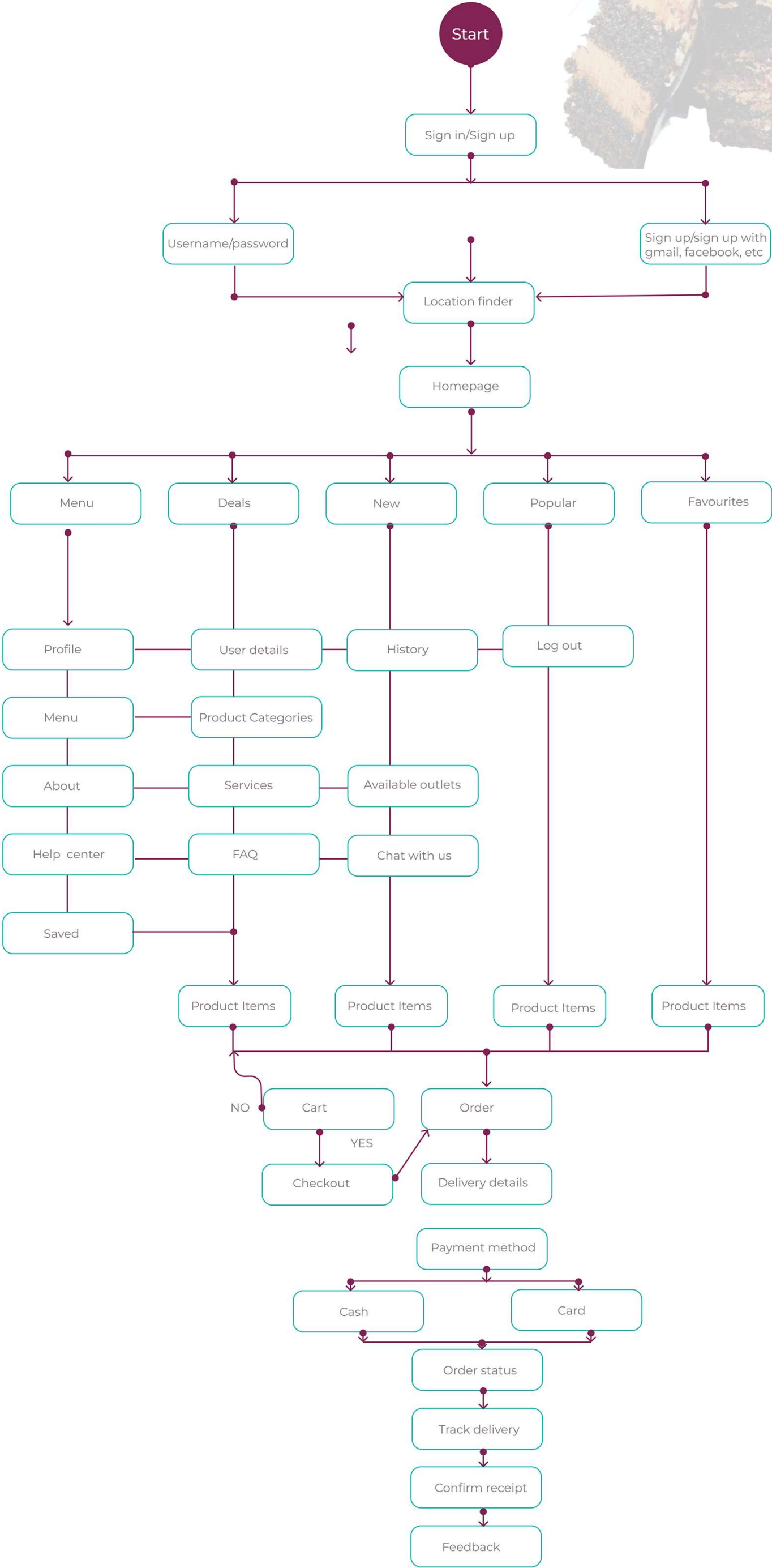
Persona: Flora

Goal: Buy food to eat while at work

Actions	Determine What type of food to buy	Determine what app to buy from	Order the food	Receive order
Task List	A. Identify what she craves to eat B. Picks up her phone briefly	A. Finds an app that sells the snack food she wants and can deliver to her office B. Log into the app C. View the snack food menu	A. Determine what snacks to buy B. Check out and confirm the snack food to be bought	A. Set delivery address on the app B. Await delivery D. Gets a call from the delivery man E. Receive delivery F. Pay for delivery
Feeling				
Thoughts	● Hungry ● Confused	● Hopeful ● Relieved ● Happy	● Happy ● Satisfied	● Satisfied ● Alert ● Hungry ● Hopeful
Improvement Opportunities	• Daily Notifications on available offers	• A better menu with more pictures and description	• Bill automatically after choosing from menu	• Allow user to save delivery address to be used frequently



Information Architecture/User Flow

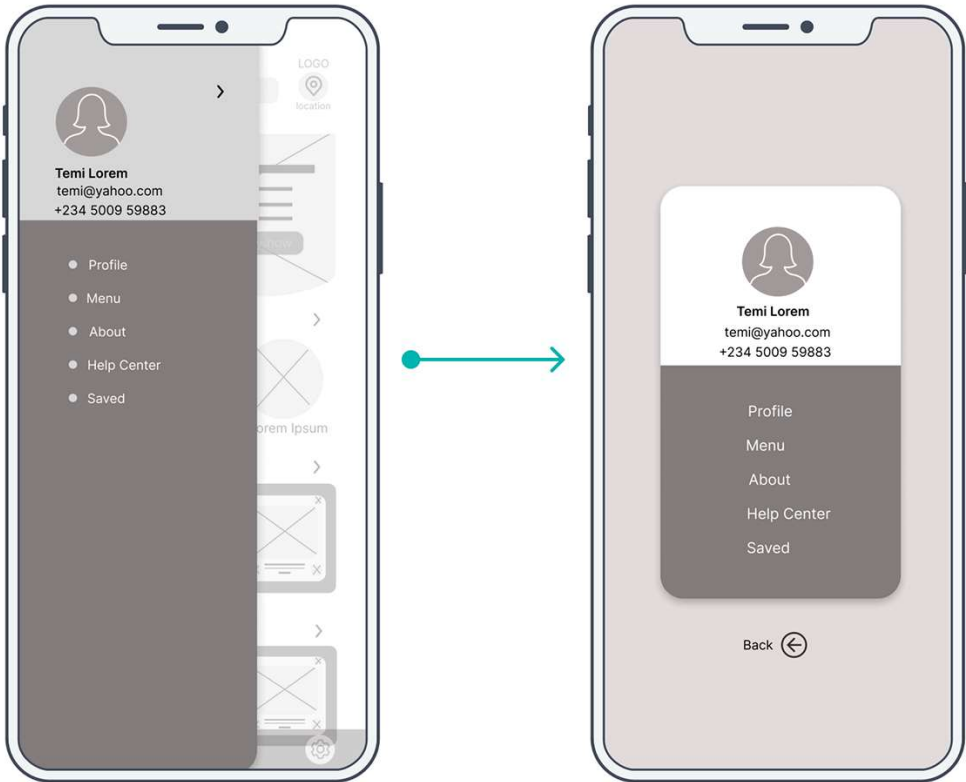


Sketches/Low-fidelity Wireframes

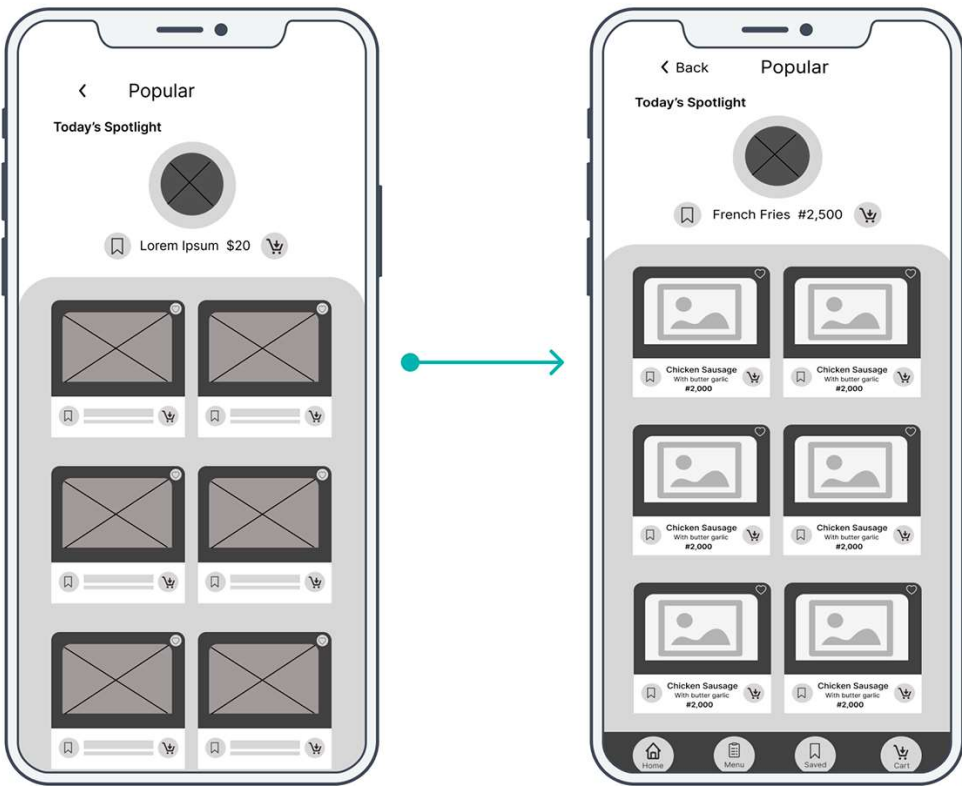




Reviews



While carrying out the low-fidelity prototype testing, I found out that users wanted to click the two pages at the same time so we iterated and made visible canges to the screns.

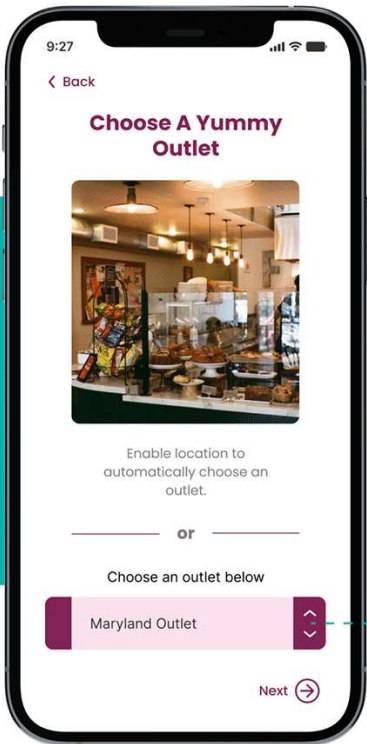


For better accessibilty, I added text to the back icon to make users understand the cues better



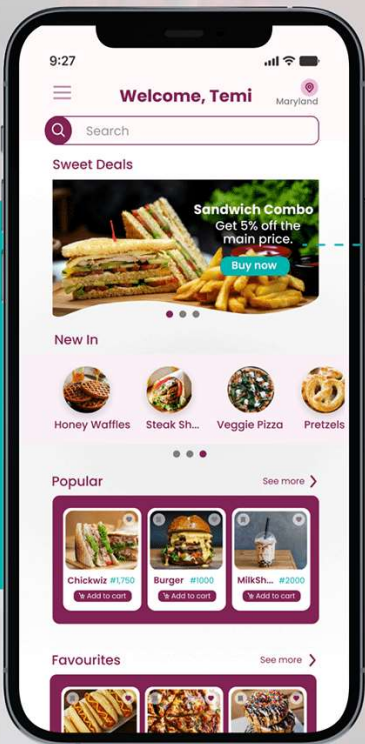


High Fidelity Screens



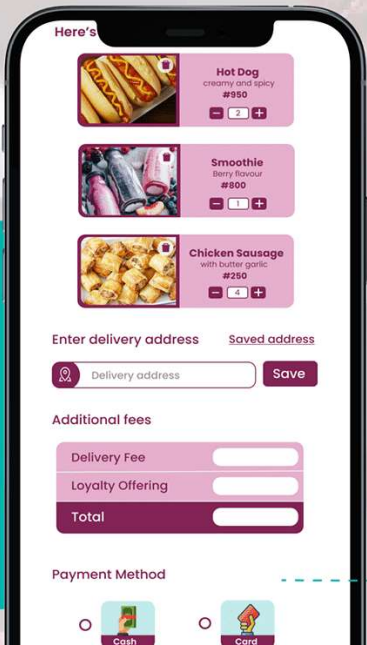
With this feature, users can now pick an outlet closer to them so as to reduce the duration of delivery.

Outlet finder



With this feature, users can now be informed of available special offers for the day.

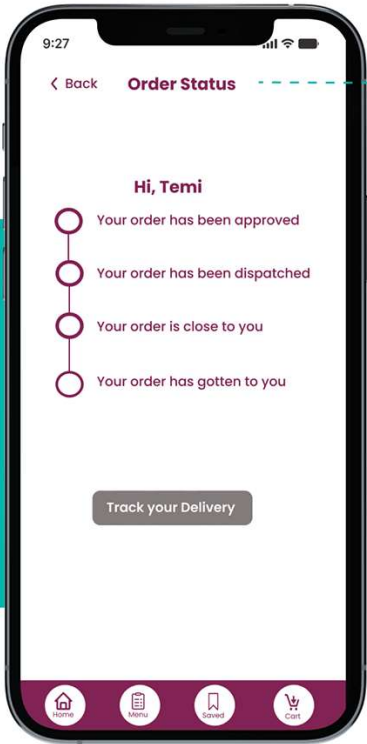
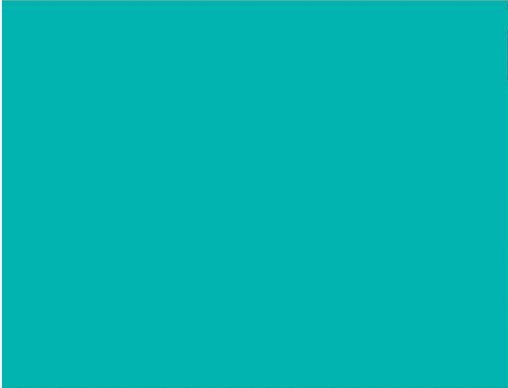
Home screen



With this feature, users who are nt comfortable using the online payment platform can now pay cash on deliverv



Order screen

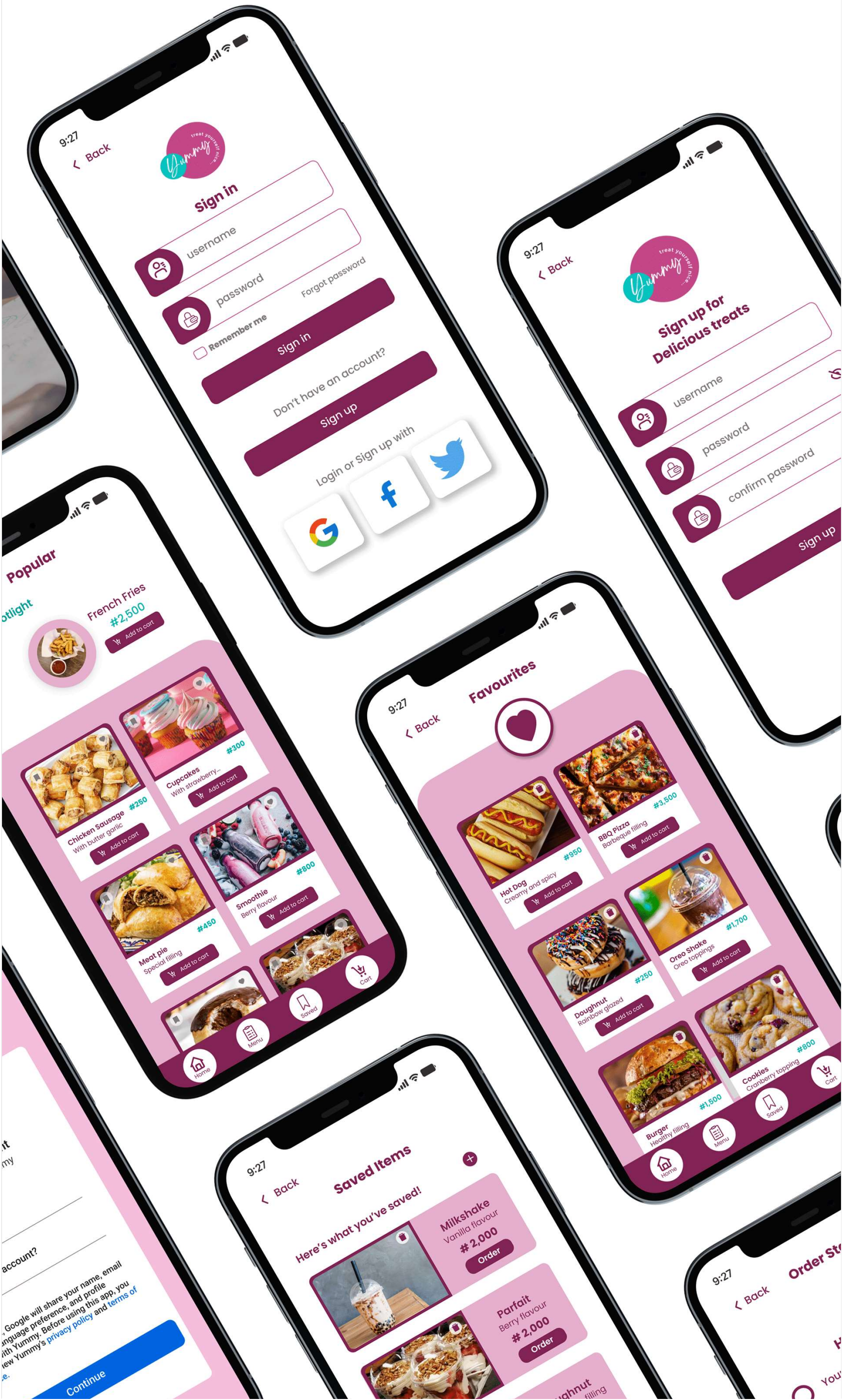


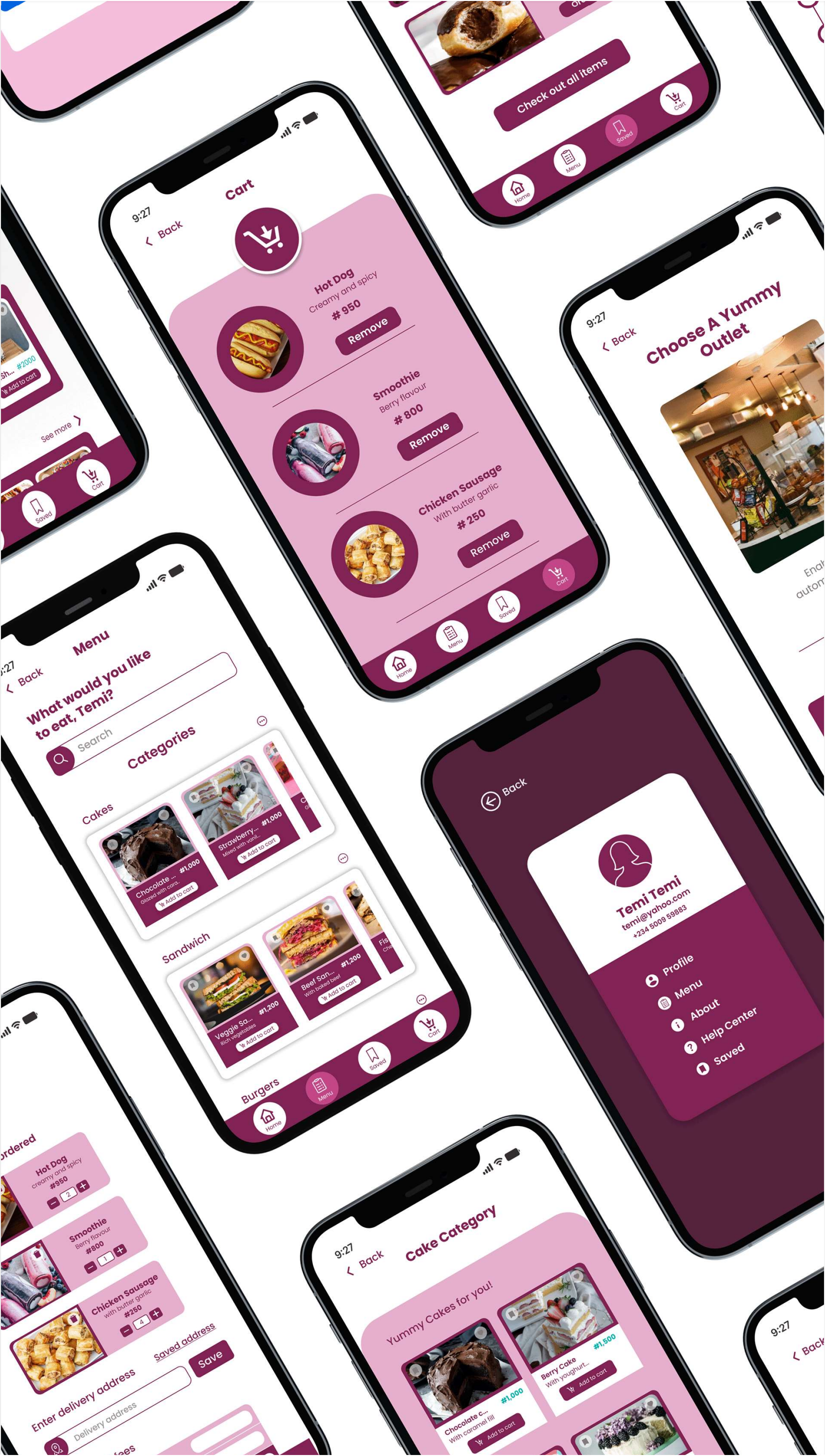
Order status

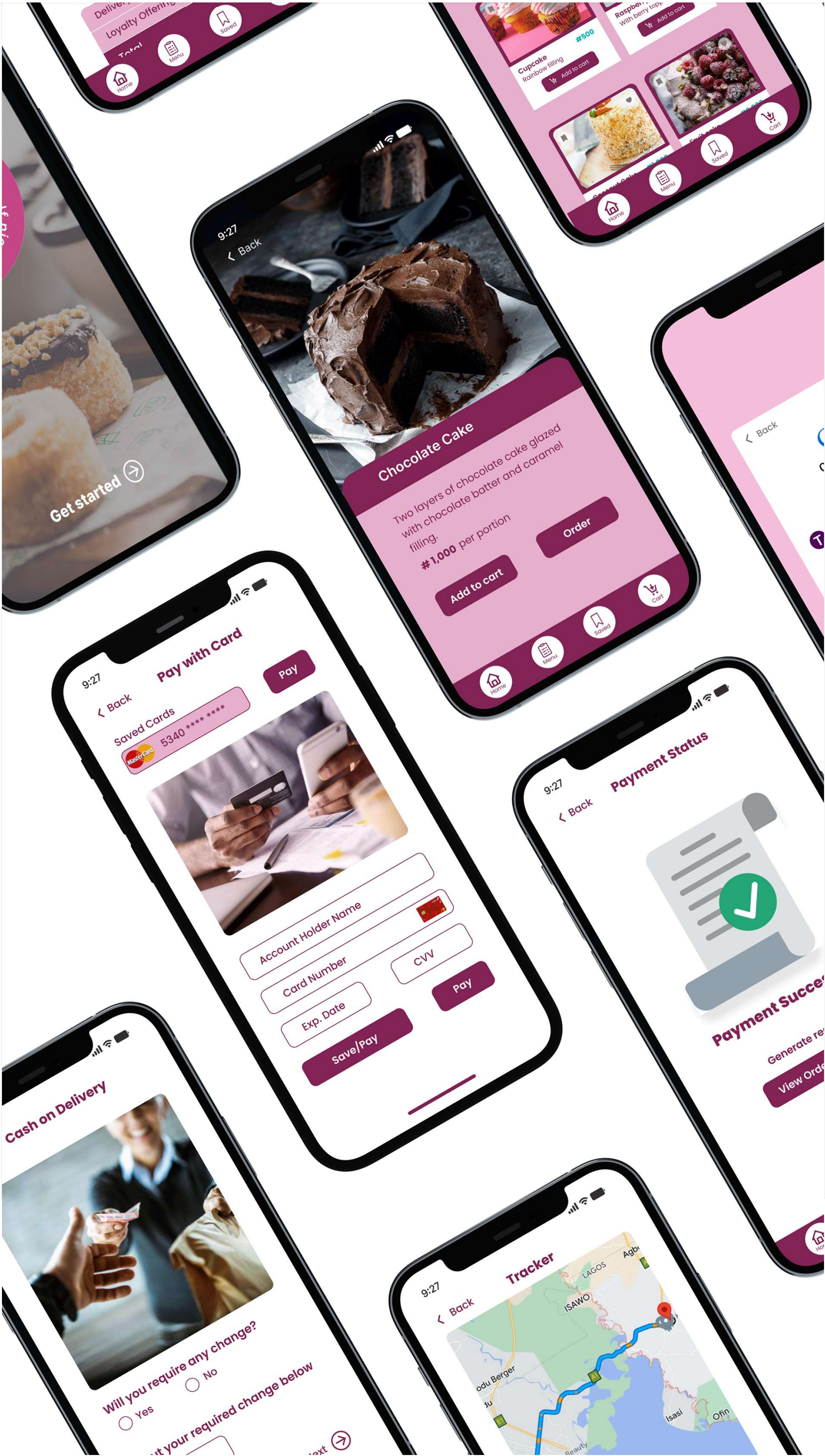
In this screen, users can now track the live status of their delivery.

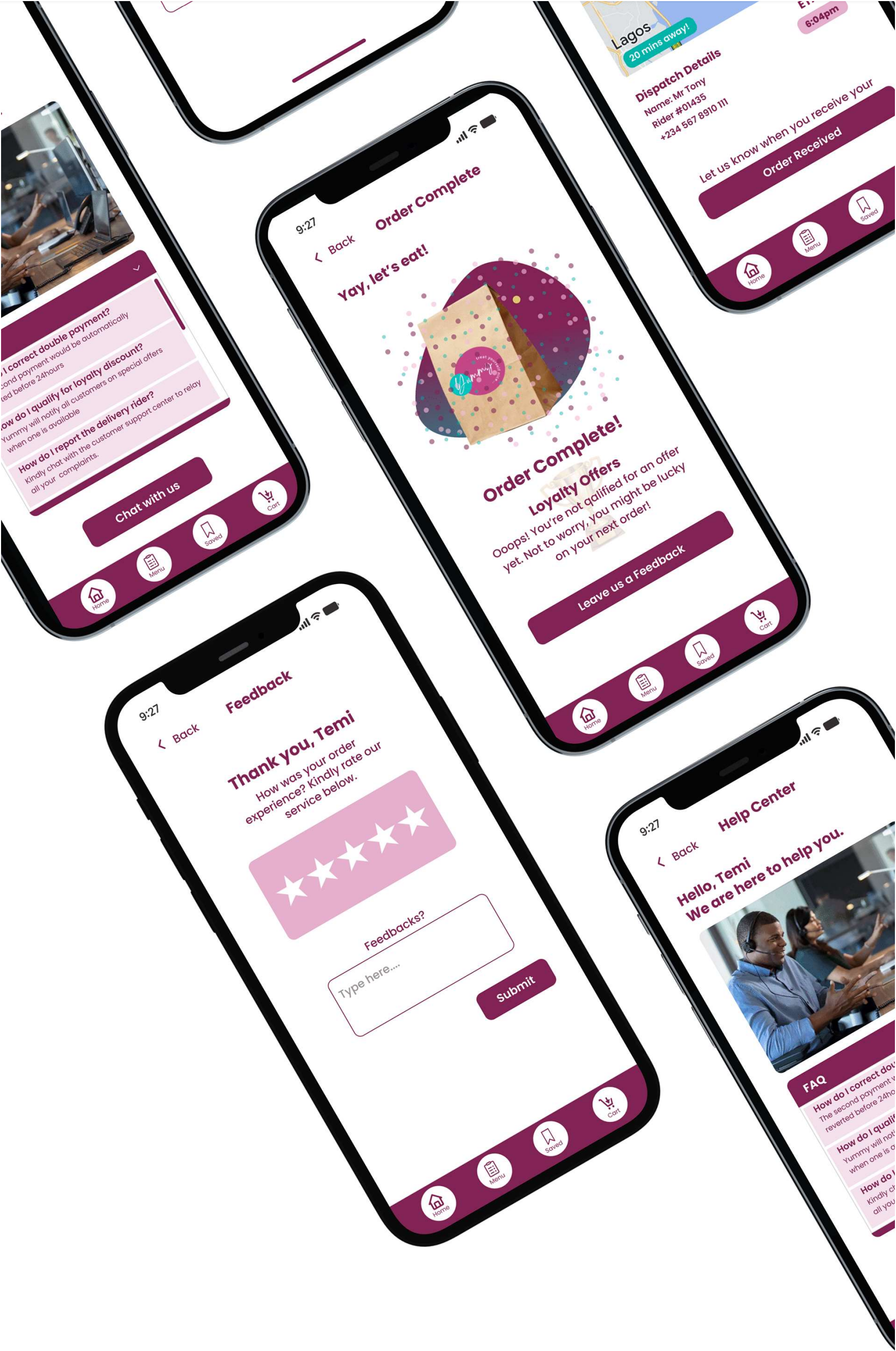


Other Screens











Style Guide

Color Palette

Primary Color



Secondary Color



Shade



Shade



Shade



Typography

Aa

Font
Poppins

Aa Poppins
Extra Bold

Aa Poppins
Bold

Aa Poppins
Semibold

Aa Poppins
Medium

Aa Poppins
Regular

Name

Font Size

Heading 1

30 px

Heading 2

24 px

Body - Large

19 px

Body - Regular

15 px

Body - Small

12 px

Caption

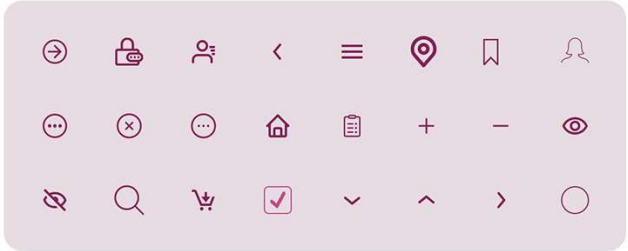
10 px

BUTTON

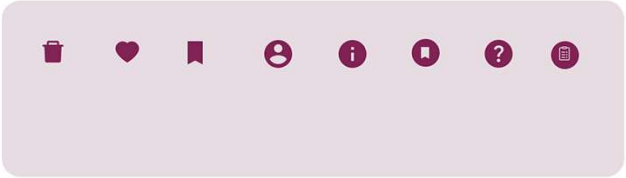
15 px

Iconography

Outline

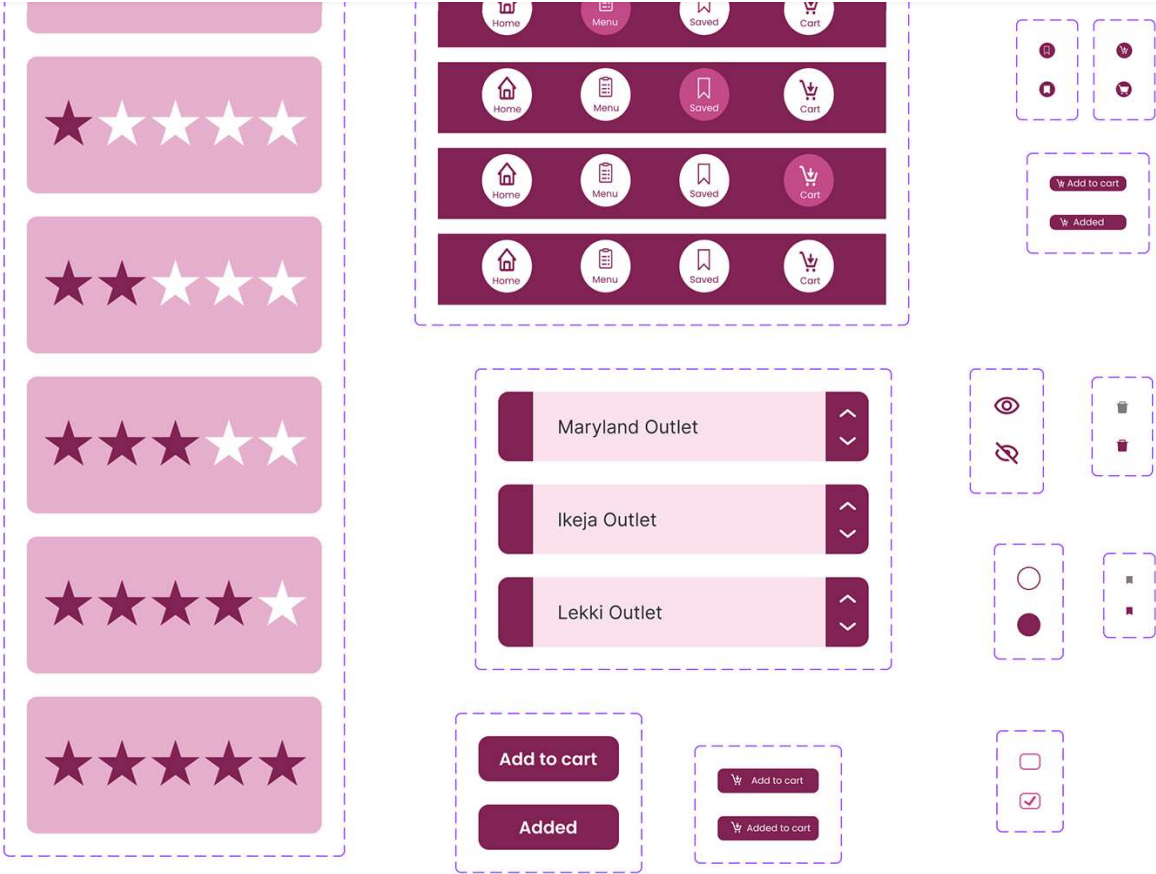


Bold



Components





High Fidelity Prototype

Yummy Hi-fi prototype





Key Takeaways

In the process of designing this digital product, I discovered that more users are open to try out new products as long as it has a very good UI. I learnt about managing the white spaces due to the product having several elements and the desire to help users go through only a few screens to get their tasks done.

Future Roadmap

In the future, I plan to continue iterating on the app designs so as to improve the experiences of users and customers. I would also like to design a website for the Yummy app so as to increase the spectrum of users



Thank you for viewing

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