



Design team

Meet our creative and resilient team members



**Temitayo
Omaenikun**
Design Lead



**Ayomide
Adebayo**
UI/UX Designer

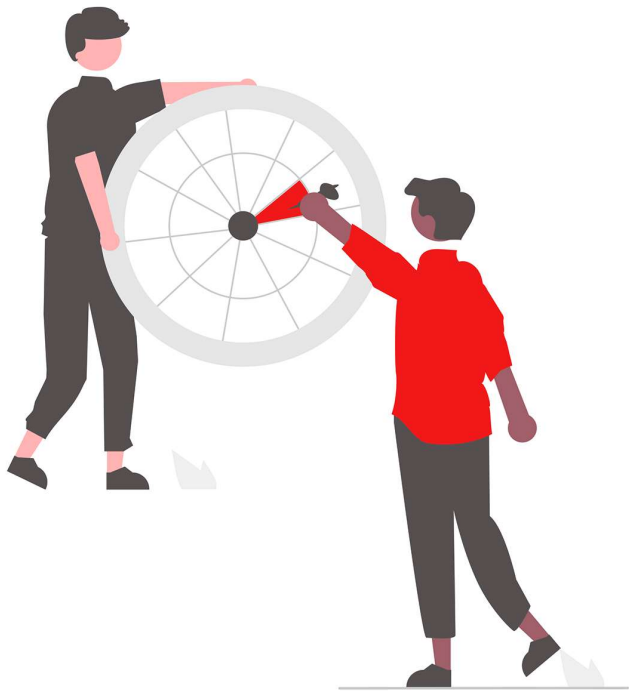


**Victoria
Anaejem**
UI/UX Designer

Project Overview

About the project

Choppings Food Hub aims to help small and local restaurants gain more market share and profit by improving their service through pre-planned meals and orders, affordable subscription plans, and exposure to a broad range of audiences. With Choppings, these restaurants, "buka" as we call them, have the platform to advertise their product and compete for orders, taking into account factors that favour them like location, reviews, and quality of food. End users can not only schedule their meal delivery up to one week in advance, but they can also get affordable meals from the comfort of their homes.



Problem statement

Most local food sellers are on the verge of folding up because users prefer to get food from the comfort of their homes on online food platforms. However, these platforms do not have room for local food sellers hereby reducing the reach of these sellers.

More so, a lot of users love to eat from local food vendors not only because of the low prices but also due to its familiar taste - just like an home made food but they are limited by their absence on online platforms and the knowledge of where these local food vendors are located close to them.

Choppings food hub tends to provide an online platform for these local vendors to sell to target users and also a GPS navigation for users to locate a local food vendor close to them.

Timeline

5 days

Tools



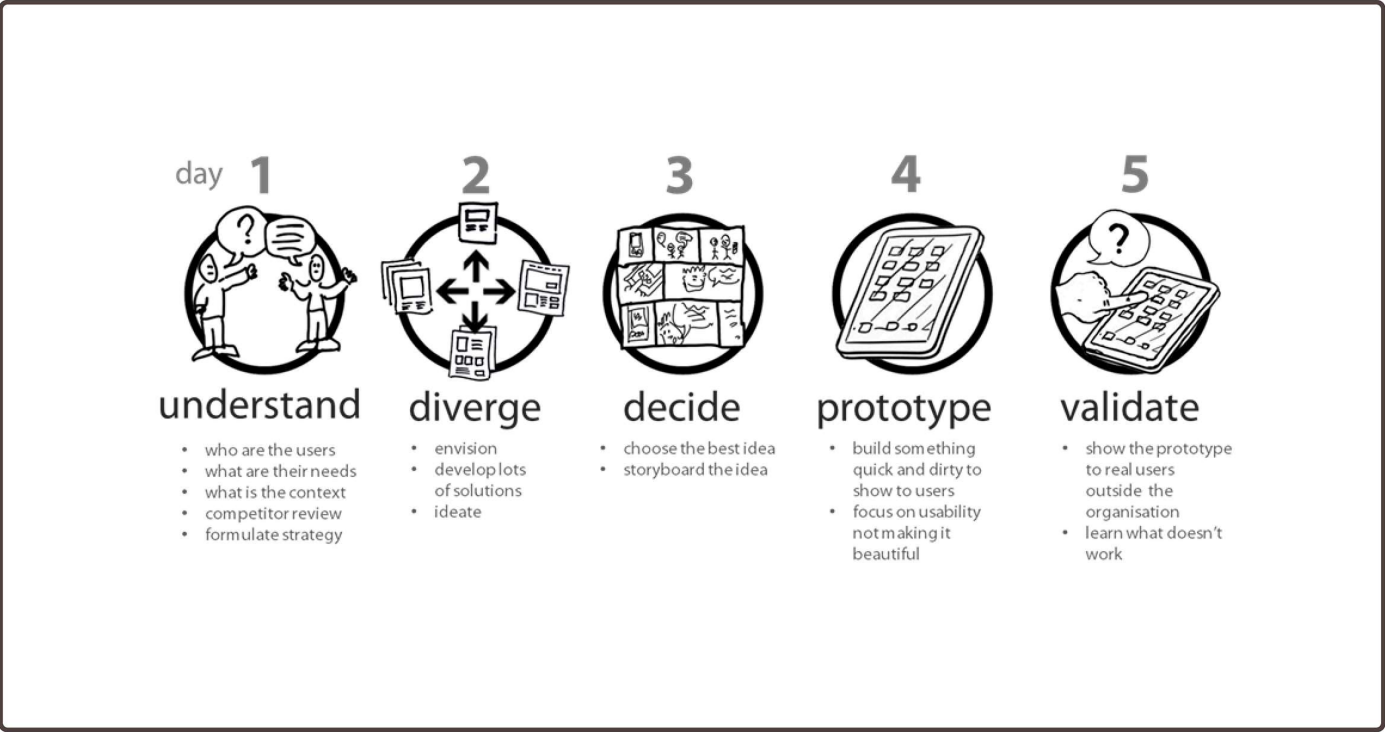
Screens

98 screens

Design Framework

Design sprint

In bid to create a usable and efficient digital product that will expeditiously address the challenges of Choppings’ target SMEs, a Design Sprint was carried out. The Design Sprint – A five-day process of answering critical business questions through designing, prototyping and testing of ideas with customers, have been widely adopted by international organizations like Google and proven to be very beneficial as regards to the results generated. The whole process of the Design Sprint allowed for quick generation of ideas which birthed the creation of a highly interactive, experimental and user focused design.



Primary Research

Competitive analysis

	Location	Product offering	Target audience	Unique value proposition
1 - Mealtime	Lagos, Nigeria	Large variety for food categories	Men, women & children	Different meals from different vendors
2 - Glovo	Nigeria	Variety from vendors	Men, women & children	Real time meal tracking

Survey insights

A survey was conducted on google forms and here are some insights gathered after data analysis.

- **Frequency of ordering:** Most user ordered online food once a week
- **Preferred food choice:** Majority online food users prefer local foods,that may be related to affordability in cost.
- **Interest buying online food:** Most people have the interest to buy food online



User Persona

Julianna Cole



"I would love to eat amoke ogo's amala but, i really do not have the time to stand at the long queue"

About

Age: 25 years old
Occupation: Fashion Model
Location: Ikeja, Lagos
Devices: iPhone 14
Gender: Female

Bio

Julianna Cole is as fashion model who barely has the time and resources to make her dishes. She particularly loves eating Amoke ogo's amala but cannot have access to it whenever she wants to because of the long queue

Core Needs

- To be able to eat amala from her favorite's joint whenever she wants to.
- To skip the long queue and get her food on time

Frustrations

- Going to her favorite joint to eat amala is time consuming because of the long queue

Amoke Ogo



"I wish I can find a way to reduce the waiting time of my cutomers"

About

Age: 40 years old
Occupation: Caterer
Location: Ikeja, Lagos
Devices: Motorola
Gender: Female

Bio

Amoke is a caterer, she has a bukka where she prepares and sells basically Nigerian dishes. She is always very busy as she has to attend to the long queue of people waiting to buy food. people would love to place an order for food ahead but she does not have the capacity to take their orders.

Core Needs

- She wants to be able to reduce the the time people take to buy their food.
- Take customers food order

Frustrations

- Long queue, which makes her loose customers
- Credit sales from customers

Hassan Ojo



"Good food gives me happiness"

About

Age: 35 years old
Occupation: Artist
Location: Bodija, Ibadan
Devices: Iphone x
Gender: Male

Bio

Hassan is an artist that loves to eat good food. Finding a minimal bukka that prepares good dishes at an affordable rate is a challenge. Hence he settles to eat at a pricey restaurant with few dishes.

Core Needs

- Access to affordable food
- Access to variety of dishes
- Easy way to locate a bukka around him

Frustrations

- Difficulty locating a bukka
- Fear of eating a food that is less tasty

https://www.behance.net/portfolio/editor?project_id=167282731

4/75



Empathy map



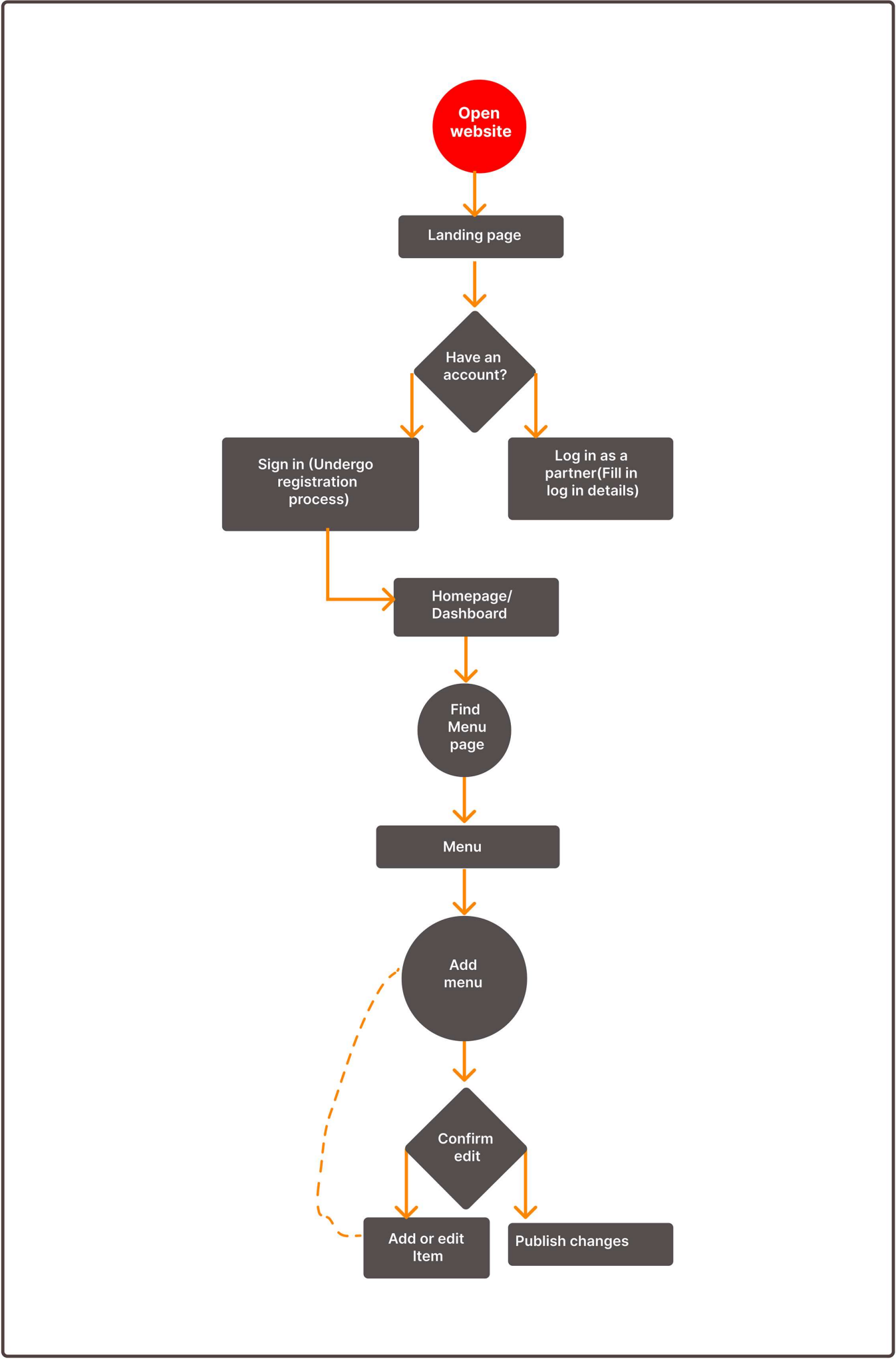




User flow

For Users

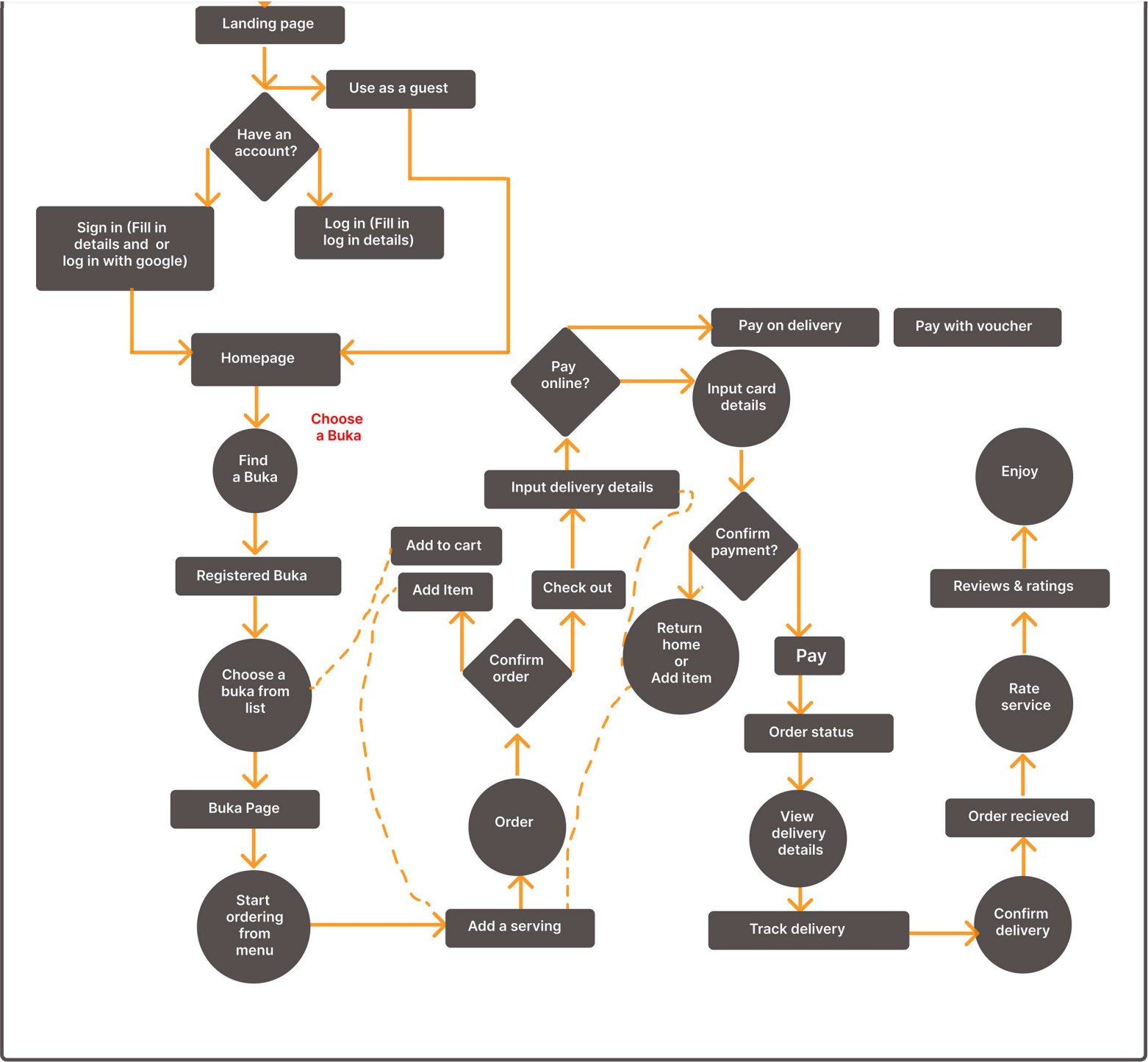
Task
Add an Item to the menu
(For partners)



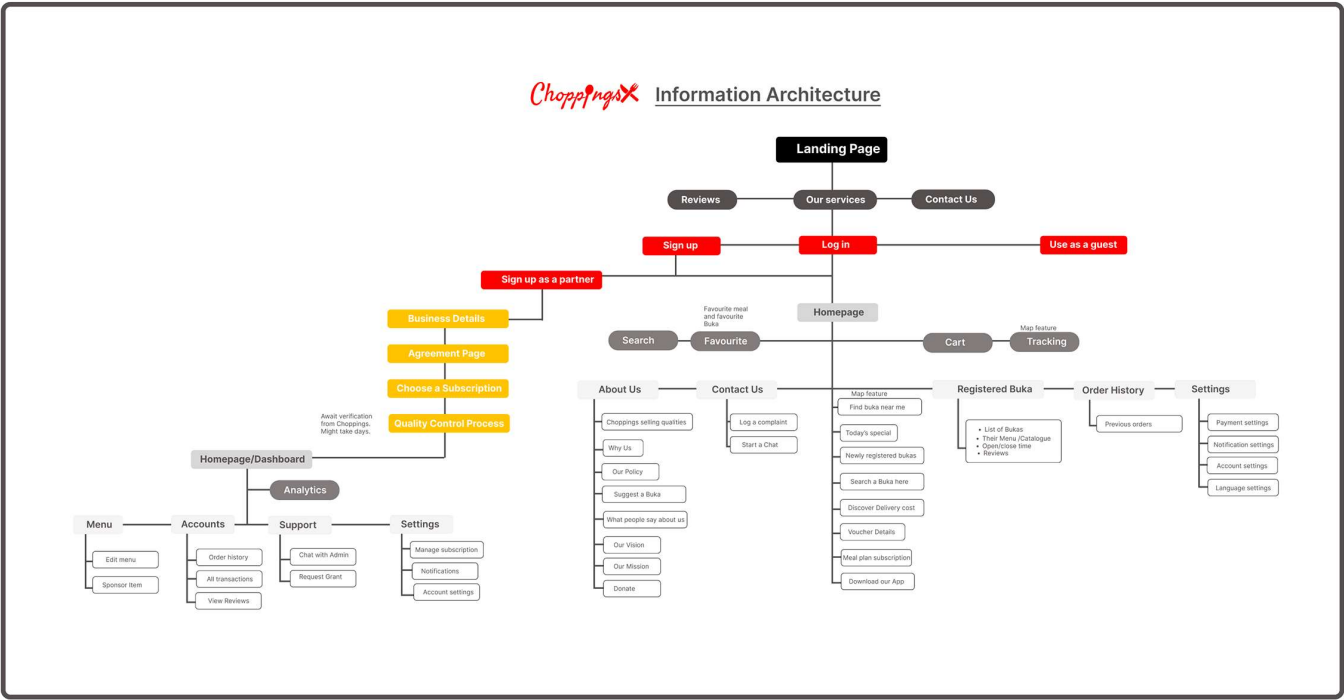
For Partners

Task
Add an Item to the menu
(For partners)





Information Architecture



User journey

For Users

USER JOURNEY MAP BEFORE CHOPPINGS					
Goal: To increase sales for a local food store.					
PHASE	DEFINE	RESEARCH	REGISTER	LIST	RECEIVES ORDER
TASK	1. Open the store for the day	1. Find out the most requested menu	1. Cook the items on the menu	1. Display available food for customers to request	1. Manage orders from the queue 2. Accept order 3. Prepare the order 4. Serve and receive payment
EMOTION	Determined	Curious, Observant	Determined	1. Anxious	Satisfied and confused
IMPROVEMENT OPPORTUNITIES	An ad that will increase awareness of online local food hub for sellers	A digital product that will give partners menu templates		A digital product that can advertise available menu and specials online	A digital product that can let help users manage their order seamlessly

USER JOURNEY MAP WITH CHOPPINGS					
Goal: To increase sales for a local food store.					
PHASE	DEFINE	RESEARCH	REGISTER	LIST	RECEIVES ORDER
TASK	1. Decide to use an online space for advertisement 2. Consider menu to put online	1. Search websites that gives local food store a platform. 2. Find the choppings website 3. Scroll through the terms and condition	1. Create account as a partner 2. Select a subscription plan and pay	1. List food menu and pricing on the website 2. Publish	1. Manage orders notification 2. Accept order 3. Prepare the order 4. Deliver and receives payment
EMOTION	Determined	Curious, Excited	Satisfied and happy	1. Impatient, eagerly waiting	Happy and impressed

For Partners

USER JOURNEY MAP BEFORE CHOPPINGS					
Goal: To Order food from a bukka around					
PHASE	DEFINE	RESEARCH	ORDER	DELIVER	ENJOY
TASK	1. Considers what to eat for lunch that will taste like home made food. 2. Ask friend to make suggestion on what to eat 3. Decides to eat from a bukka	1. Search for a bukka nearby 2. Find one with a good environment 3. Browse through the menu available 4. Decides on what to eat	1. Wait till there's less queue at the ordering stand 2. Choose option from what is available	1. Payment is made. 2. Wait for change	1. Join the crowd by the cafeteria and eat



IMPROVEMENT OPPORTUNITIES	An ad that will increase awareness of online local food hub	A digital product that will give directions to users on the nearest buka	A digital product that can help users manage their time	A digital product that can make users pay with card or digital currency	A digital product that can let users eat local food at the comfort of their homes

USER JOURNEY MAP WITH CHOPPINGS					
Goal: To Order food from a bukka around					
PHASE	DEFINE	RESEARCH	ORDER	DELIVER	ENJOY
TASK	1. Considers what to eat for lunch that will taste like home made food. 2. Ask friend to make suggestion on what to eat 3. Decides to order food online from a bukka	1. Search website of bukka's that take food order 2. Find the choppings website 3. Scroll through the bukka's around and the menu 4. Decides on a bukka and meal	1. Creates an account with choppings 2. Place order, on the website 3. Receive confirmation of order and estimated time of delivery	1. A Dispatcher picks up order from the bukka and delivers to the user 2. Payment is made.	1. Food arrives, payment is made. 2. Enjoys good food as lunch without sp much stress
EMOTION	Hungry, Confused, Tired	Curious, Excited	Amazed at finding local,stores online. Happy	1. Impatient, eagerly waiting	Happy and impressed

Design system

Typography

Major font used

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Raleway BoldRaleway Semibold

Raleway MediumRaleway Italic

Raleway Semibold ItalicRaleway Medium Italic

Other fonts

Open sans

1234567890

Open Sans Bold

Rancho

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Rancho Regular

Colors

#FF0000#FFE604

#585353#FFFFFF

Buttons

Button sample

Button sample

Logo



Header and footer

ChoppingsXReviewsOur ServicesContact Us

ChoppingsXReviewsOur ServicesContact Us

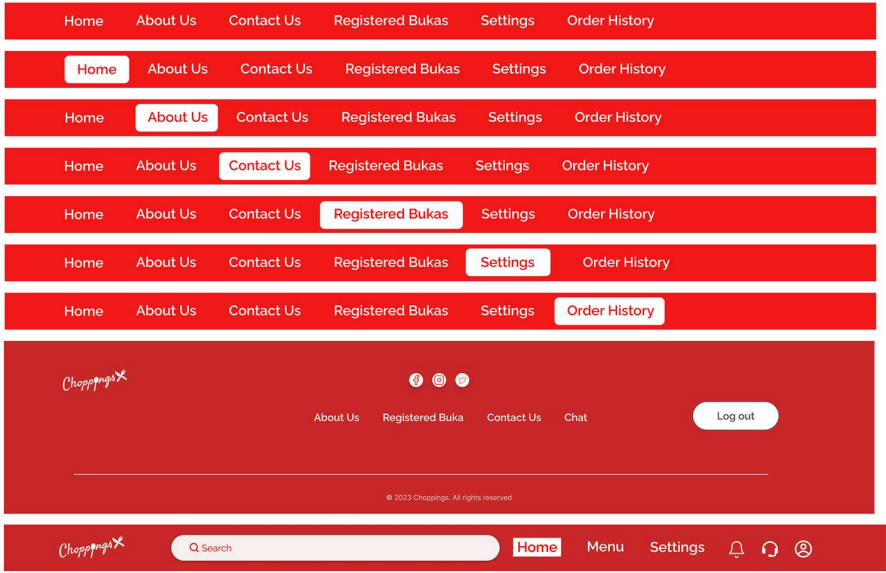
ChoppingsXReviewsOur ServicesContact Us

ChoppingsXReviewsOur ServicesContact Us

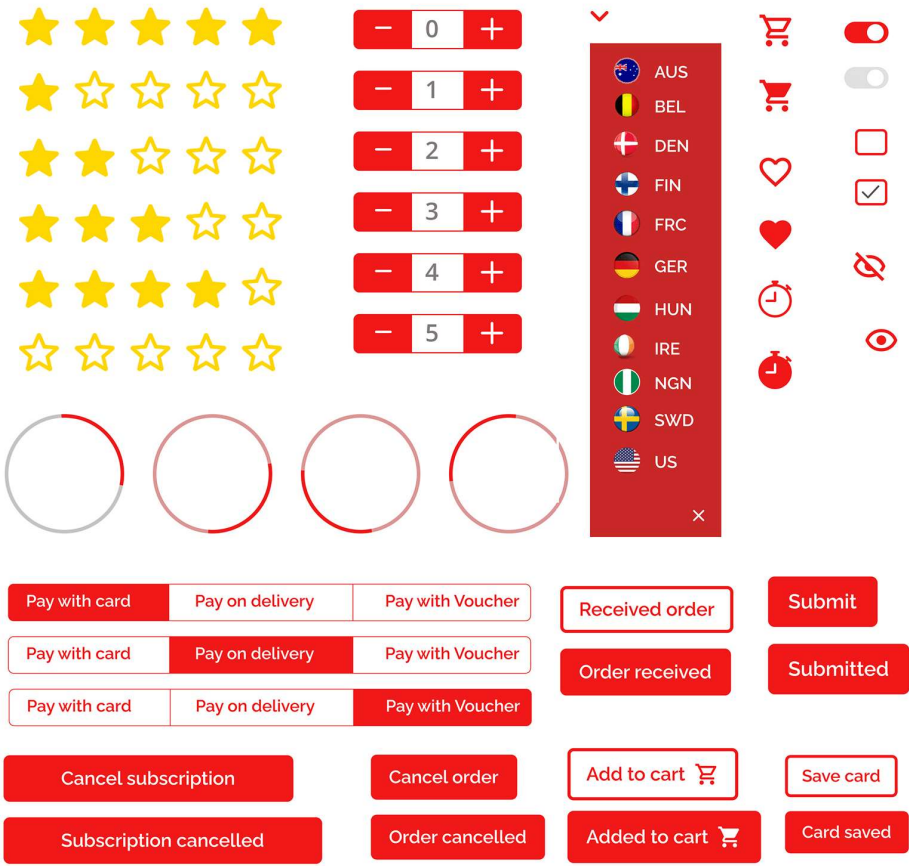
ChoppingsXSearch hereQ♥🛒🕒👤

ChoppingsXSearch hereQ♥🛒🕒👤

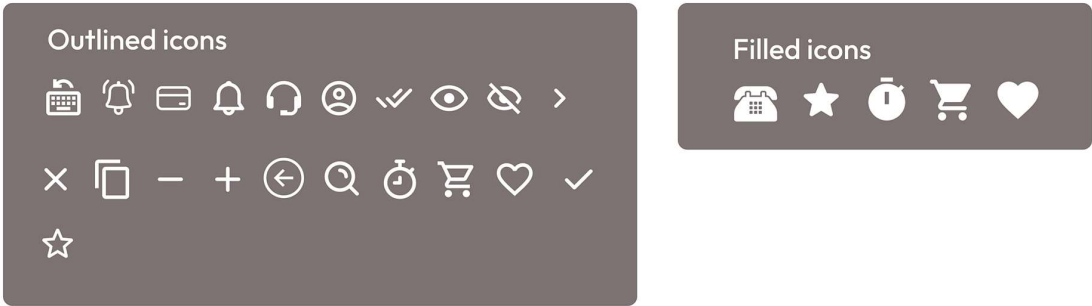
ChoppingsXSearch hereQ♥🛒🕒👤



Other components

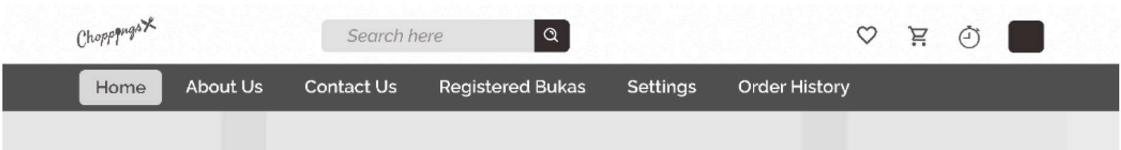
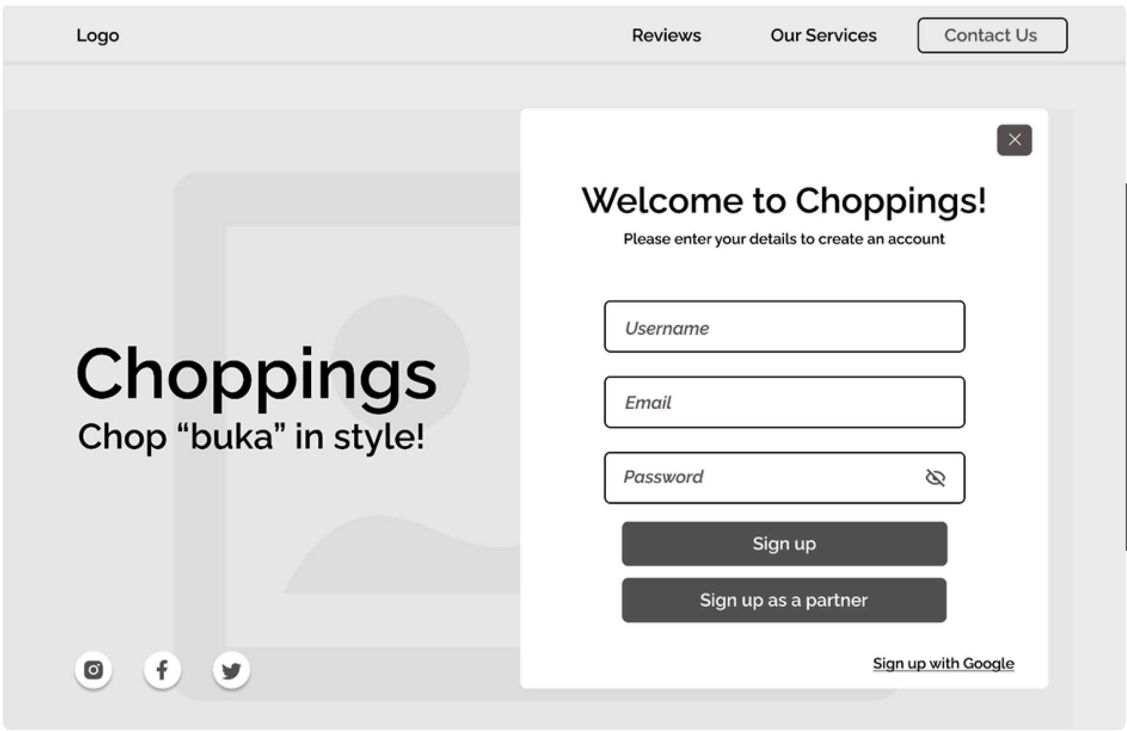
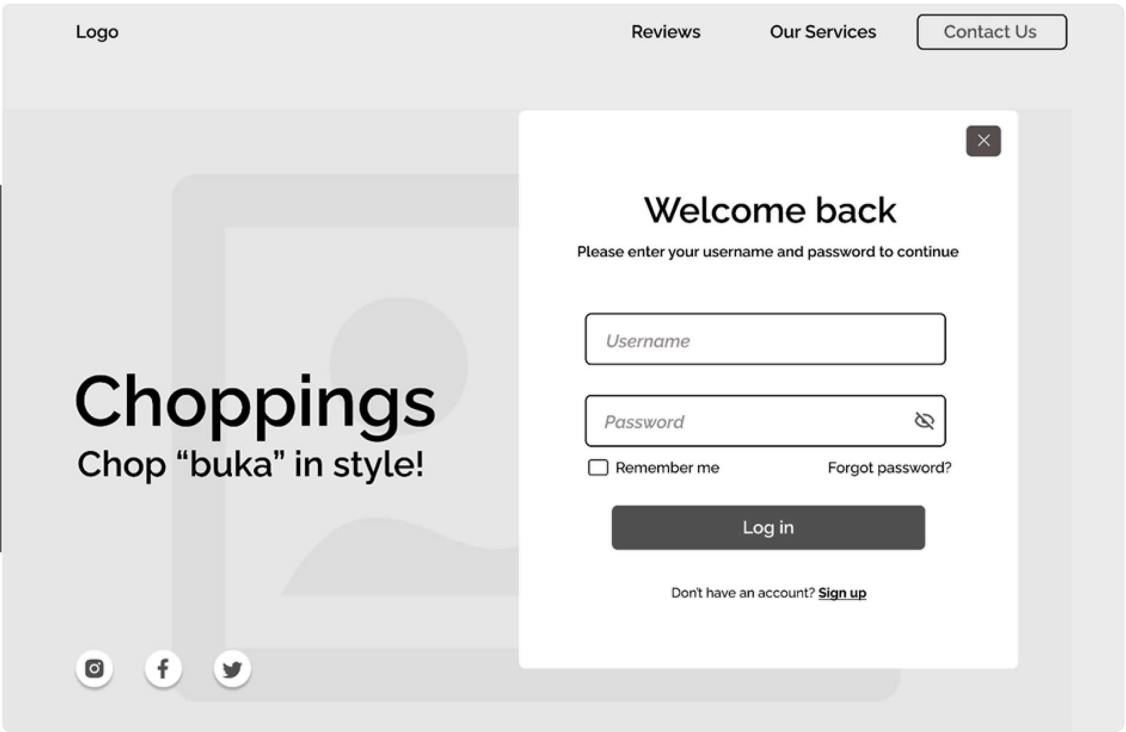
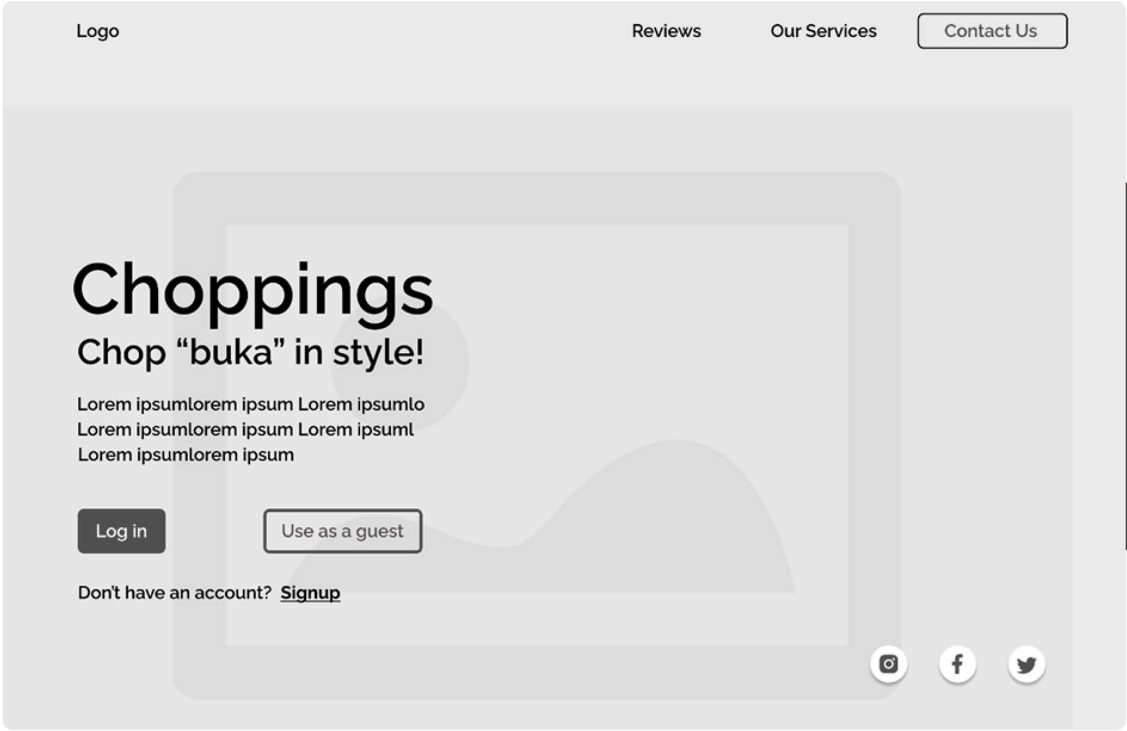


Icons



Wireframes

Some low fidelity wireframes





Choppings

Lore ipsum Lorem ipsum lorem ipsum lorem
Lore ipsum Lorem ipsum lorem ipsum lorem
Lore ipsum Lorem ipsum lorem ipsum lorem
Lore ipsum Lorem ipsum lorem ipsum lorem
Lore ipsum Lorem ipsum lorem ipsum lorem

100
Users

100
Bukas

100
Deliveries

100
App downloads

We bring the Buka to you in Style!



Easy to order

Lore ipsum Lorem ipsum lorem
ipsum loremLore ipsum Lorem
iloremLore Ipsum Lorem i



Express Delivery

Lore ipsum Lorem ipsum lorem
ipsum loremLore ipsum Lorem
iloremLore Ipsum Lorem i



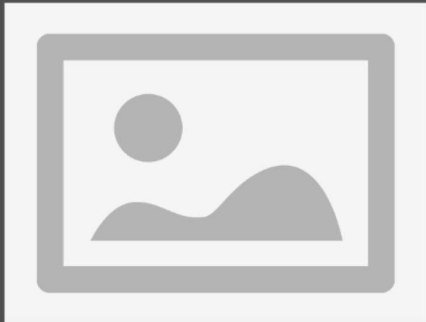
Best Quality

Lore ipsum Lorem ipsum lorem
ipsum loremLore ipsum Lorem
iloremLore ipsum Lorem i

Why us?

Lore ipsum Lorem ipsum lorem ipsum lorem
Lore ipsum Lorem ipsum lorem ipsum lorem
Lore ipsum Lorem ipsum lorem ipsum lorem

- Lore ipsum Lorem
- Lore ipsum Lorem
- Lore ipsum Lorem
- Lore ipsum Lorem
- Lore ipsum Lorem
- Lore ipsum Lorem



Our Policy

Lore ipsum Lorem ipsum lorem ipsum
lorem Lore Ipsum Lorem ipsum lorem
ipsum lorem

- Lore ipsum Lorem ipsum lorem
ipsum lorem Lore Ipsum Lorem
ipsum lorem ipsum lorem
- Lore ipsum Lorem ipsum lorem
ipsum lorem Lore Ipsum Lorem
ipsum lorem ipsum lorem
- Lore ipsum Lorem ipsum lorem
ipsum lorem Lore Ipsum Lorem
ipsum lorem ipsum lorem
- Lore ipsum Lorem ipsum lorem
ipsum lorem Lore Ipsum Lorem
ipsum lorem ipsum lorem

Suggest your Favourite Buka here!

Lore ipsum Lorem ipsum lorem
ipsum lorem Lore Ipsum Lorem
ipsum lorem ipsum lorem

Please fill in the details below:

Name of the Buka

Buka's Address

Contact Phone number

Suggest

What people say about Us

12/03/23
Lorem Ipsum
★★★★★

Lore ipsumLore ipsum Lorem ipsum Lorem
ipsumLore ipsumLore ipsum Lorem ipsum
Lore ipsum

12/03/23
Lorem Ipsum
★★★★★

Lore ipsumLore ipsum Lorem ipsum Lorem
ipsumLore ipsumLore ipsum Lorem ipsum
Lore ipsum

12/03/23
Lorem Ipsum
★★★★★

Lore ipsumLore ipsum Lorem ipsum Lorem
ipsumLore ipsumLore ipsum Lorem ipsum
Lore ipsum



Our Mission and Vision

Lorem ipsum ,oreLorem ipsum ,orem ipsumLorem ipsum ,orem ipsum Lorem ipsum ,orem ipsumLorem ipsum ,orem ipsumLorem ipsum ,orem ipsumLorem ipsum ,orem ipsumLorem ipsum ,orem ipsumLorem ipsum ,orem ipsumLorem ipsum ,orem ipsum

Be a part of a success story

Lorem ipsum ,oreLorem ipsum ,orem ipsumLorem ipsum ,orem ipsum Lorem ipsum ,orem ipsum ,orem ipsumLorem ipsum ,orem ipsum

Make a donation

Logo

About UsRegistered PartnersLorem IpsumContact Us

[Log out](#)

Connect with us:

Telephone: +234567900

© 2023 Choppings. All rights reserved

ChoppingsX

Search here

HomeAbout UsContact UsRegistered BukasSettingsOrder History

Get in touch with us.

Lore Ipsum Lorem ipsum lorem ipsum lorem Lore Ipsum

FAQs

Start a chat

Log a complaint

First nameLast name

PhoneEmail

Your complaint

Submit

Contact info

+234567900info@choppings.com

Logo

About UsRegistered PartnersLorem IpsumContact Us

[Log out](#)

Connect with us:

Telephone: +234567900

© 2023 Choppings. All rights reserved

LogoReviewsOur ServicesContact Us

Sign upMail Verification

Start selling with Choppings!

Please enter your details to become a partner.

Full name

Bukta name

Email

Contact number

Add Content

Image

Text

Photo Grid

Video/Audio

Embed

Lightroom

https://www.behance.net/portfolio/editor?project_id=167282731

15/75



Logo

About Us

Registered Partners

Lorem Ipsum

Contact Us

[Log out](#)

Connect with us:



Telephone: +234567900

© 2023 Choppings. All rights reserved

Profit

42%

Compared to last month

Orders

521

Total orders for the day

Customers

03%

Compared to last month

Total income

week ▾

Swallow

Rice

Pasta

Daily Sales

week ▾

Edit Project


Styles


Settings

Custom Button

Customize the call to action 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.



Dishes

Abula

128

Abula

128

Abula

128

Abula

128

Customer Retention

week

Profit Margin

week

Order Review

Toyin

★★★★★

5.0

Toyin

★★★

3.0

Toyin

★★★★★

5.0

Toyin

★★

2.0

Toyin

★★★

3.0

Toyin

★★★★★

5.0

Ioyin

★★★

3.0

Toyin

★★★★★

5.0

Ioyin

★★

2.0

Toyin

★★★

3.0

Ioyin

★★★

3.0

Chat

Titilola

When will the food be ready

8:32am

Titilola

When will the food be ready

8:32am

Titilola

When will the food be ready

8:32AM

Titilola

When will the food be ready

8:32am

Titilola

When will the food be ready

8:32am

You can now
Download our App

Get the App

GET IT ON
Google Play

Download on the
App Store

12:27

100%

Search Here for a Dish! near you

Today's Special

Abula

128

Order now

Registered Partner

Joseph's Kitchen

128

Order now

Joseph's Kitchen

128

Order now

Joseph's Kitchen

128

Order now

Load More

Logo

About Us

Registered Partners

Lorem Ipsum

Contact Us

Log out

Connect with us:

Telephone: +234567900

© 2023 Choppings. All rights reserved

https://www.behance.net/portfolio/editor?project_id=167282731

17/75

Unmoderated usability test

Research goals

- o To find out if users can complete their core tasks with this website
- o To find out if the website will save users time and effort.

Research questions

- How long does it take the user to order food from the website?
- How easy does the user navigate through the website?
- What frustrations did the user experience while using the website?
- At what point did the user get confused in the website?
- What does the user think should be done to the website to make his experience better?

Key performance indicators

- Time on task: How much time does users spend ordering food
- Use of navigation vs Search rate: How often users use the search bar
- User error rates: How often does users get stuck while trying to order their preferred item
- System usability scale: A short questionnaire used to evaluate customer feedback

Participants

- Participants are all workers, busy individuals or local food lovers who often buy local food at least once in two weeks or sell local food.
- 3 participants are users while 2 are partners.
- Two males and Three females.

Affinity mapping: Users

OBSERVATION AND QUOTES

PARTICIPANT TASKS	Kiks	Sara	Nimi
Log in	"The process is straightforward"	"This is nice"	"Wow"
Order a meal	"The process is quite straightforward" "There are only few meal items"	"the flow is smooth"	"wow Are the numbers in servings or portions? everything is still white rice? "

Add another serving	"Can i only add two servings?"	"Easy to input delivery and pay"	cash too? "
Nav to favourite page and remove an item	"That's easy but I can't remove the an item"	"I don't know how to do that"	"okay, thats easy and nice"
Nav back to homescreen	"That's straightforward"	"Easy"	Participant is curious "What is te fav supposed to do?" "I cant remove items from it"
Save an order for later	Quite confusing but successful "I can't find what i added to the cart in the cart and i think the favourite and cart pages are duplicated. Probably prototyping issues"	"The task is quite confusing. i need a clear way to tell me to save for later"	Participant is confused "what's the difference between adding to cart and order."
Likes about the website	"Easy to see from a glance" "Navigation is easy"	"its nice, its smooth and has only a few buttons"	" this is really nice 5 star experience i like the navigation i like people can give feedback and see order history and dont have to put card details every time, they can save it. i like everything so far. its quite easy to use"
Dislikes about the website	"I dont feel its safe to save my card"		
Ways to improve	" improve the Prototyping" "to improve security with two way verification"	"To include a part where i have the most frequent restaurant i have shopped from"	" Probably show ratings for buka" "An indication to show if mama seun doesnt have food again or a particular menu that day"

POSITIVE REACTIONS

"Easy to see from a glance"
"Navigation is easy"

"its nice, its smooth and has only a few buttons"

" this is really nice 5 star experience
i like the navigation
i like people can give feedback and see order history and dont have to put card details everyv time. they



"wow I can pay with cash too? "

" Probably show ratings for buka"
"An indication to show if mama seun doesnt have food again or a particular menu that day"

NEGATIVE REACTIONS

Quite confusing but successful
"I can't find what i added to the cart in the cart and i think the favourite and cart pages are duplicated. Probably prototyping issues"

"The task is quite confusing. i need a clear way to tell me to save for later"

Participant is confused
"what's the difference between adding to cart and order."

"I dont feel its safe to save my card"

"Can i only add two servings?"

"wow Are the numbers in servings or portions? everything is still white rice? "

" improve the Prototyping"
"to improve security with two way verification"

"To include a part where i have the most frequent restaurant i have shopped from"

NAVIGATION

Participant is curious
"What is te fav supposed to do?"
"I cant remove items from it"

"That's easy but I can't remove the an item"

Quite confusing but successful
"I can't find what i added to the cart in the cart and i think the favourite and cart pages are duplicated. Probably prototyping issues"

"I don't know how to do that"

BUTTONS

"I dont think the button is working but it looks easy."

"Easy to input delivery and pay"

"The task is quite confusing. i need a clear way to tell me to save for later"

THEMES & INSIGHTS

It was observed that 3 of the participants participants were were confused while trying to save a meal for later

INSIGHT: Users need a clear button to indicate how to save a meal for later

A participant will want a two way verification verification while signing in for the app

INSIGHT: Users want to be certain the details they would input into the website are secure so they need a two-way verification.

A participant wants the option for saving for later later to be clearer

INSIGHT: Users need a clear button to indicate how to save a meal for later

3 of the participants experienced difficulties while navigating on some pages

INSIGHT: Users need experience smooth navigations for their expected outcomes

A participant wants to have see the most frequent frequent bukas she uses at a glance

INSIGHT: Users need a quick way to complete their usual routines

Sustainability Scale

SCALE: Strongly agree - 1 Strongly disagree - 5

- o I think I will use this app frequently
- o I think this app will help me manage my time better
- o I find the process in this app unnecessarily long
- o I thought the app is easy to use
- o I think I would need a training to know how to use the app properly
- o I would imagine that most people will learn how to use this app quickly
- o I found the functions in the app well integrated
- o There were inconsistencies in the app
- o I would feel relieved when using the app

Kike	Sara	Nimi
2	1	1
1	1	1
5	5	5
1	1	1
4	5	5
1	1	1
2	1	1
5	4	5
3	1	1

OBSERVATION AND QUOTES

PARTICIPANT TASKS	Tosin	Yinka
create account\signup as a partner	"it was easy"	"okay, nice"
view terms and condition	"i am unable to view the terms and condition after agreeing to it"	"the flow is smooth"
update/Edit your menu	"very easy you just gave me another idea, what is the meaning of today's special"	
Turn off a dish indicating that it has finished	"Nice, but what if i am not available" how will they know that the dish has finished"	"wow"
Do you visit local buka?		
Navigate back to the home screen	"That's straightforward"	"Easy from every other page but i was stucked at the Oour services page as i could not go back or go forward"
Likes about the website	"Simple to use, i am happy that my business will go online"	"its nice, its smooth and has only a few buttons"
Dislikes about the website	"the subscription fee is alot, i hope inputing my card details is safe"	



Ways to improve

Nothing

“To include a part where i have the most frequent restaurant i have shopped from”

POSITIVE REACTIONS

“I am happy, alot of people will be able to buy from me”

“its nice, its smooth and has only a few buttons”

NEGATIVE REACTIONS

“i cant leave the our services page” its frustrating

“i couldnt cancel the pop up notification for quality assurance registration” and it didnt allow me interact with the page

is it safe to put in my card, i hope i will not keep getting debit for nothing

the loading for verification of the code took too long

“the page is not interactive, i cannot search, the search icon is too up”

NAVIGATION

Yes good i was able to login and edit my menu

The navigations were okay

THEMES & INSIGHTS



A participant could not proceed back to the landing page from the services page.

INSIGHT: Users need a clear navigation to the landing page

A participant is curious to know how safe it is to input card details

INSIGHT: Users want to be certain the details they would input into the application are secure so they need a two-way verification.

A participant wants to understand how to effectively

INSIGHT: Users need a clear button to indicate how to save a meal for later

Sustainability Scale

SCALE: Strongly agree - 1 Strongly disagree - 5

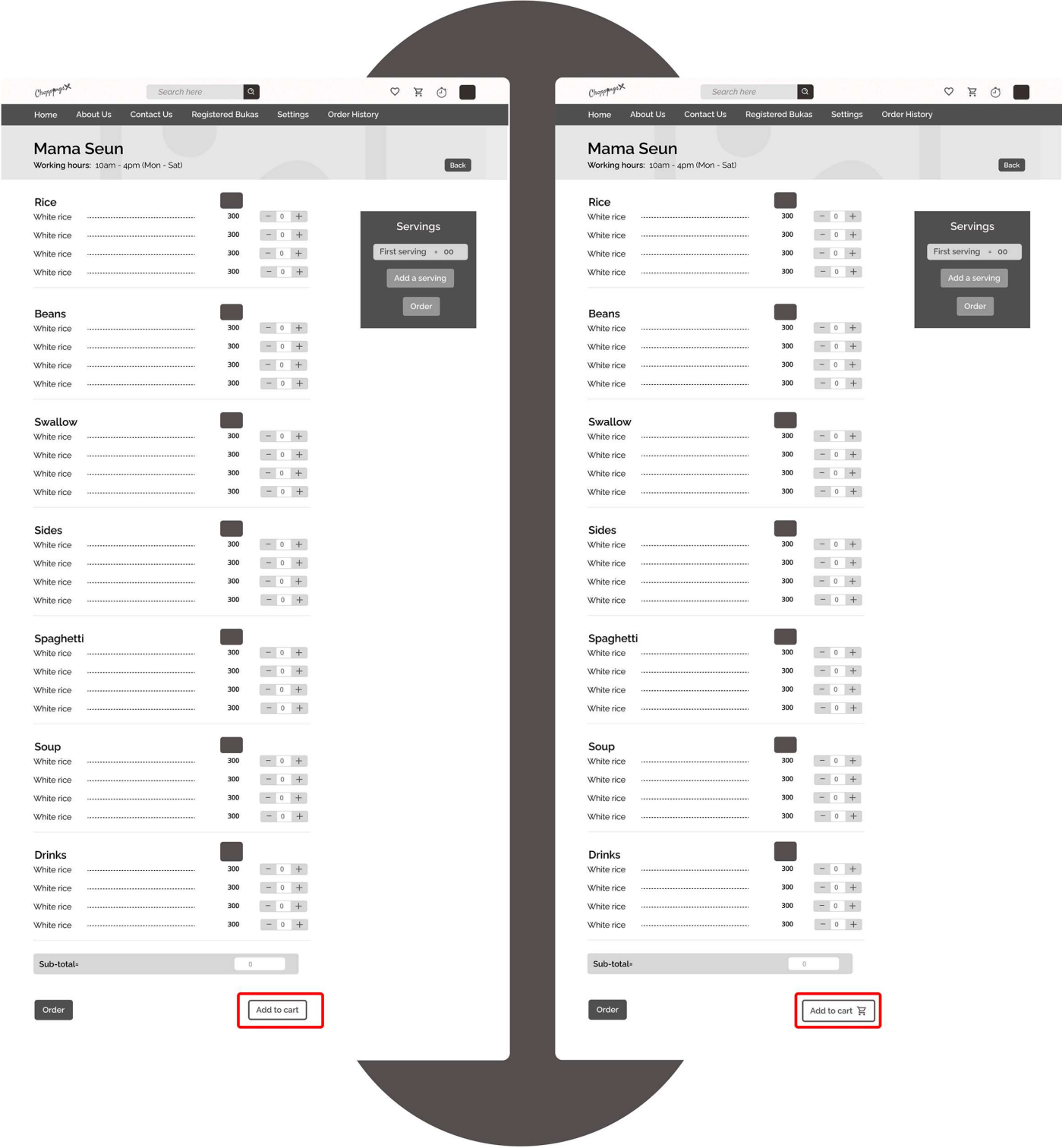
- 1. I think I will use this website frequently
- 2. I think this website will help me manage my customers
- 3. I find the process in this website unnecessarily long
- 4. I thought the website is easy to use
- 5. I think I would need a training to know how to use the website properly
- 6. I would imagine that most people will learn how use this website quickly
- 7. I found the functions in the website well integrated
- 8. The screens were interactive
- 9. I would feel relieved when using the website

Tosin	Yinka
1	1
1	1
5	3
2	1
1	3
2	1
3	1
1	1
2	1



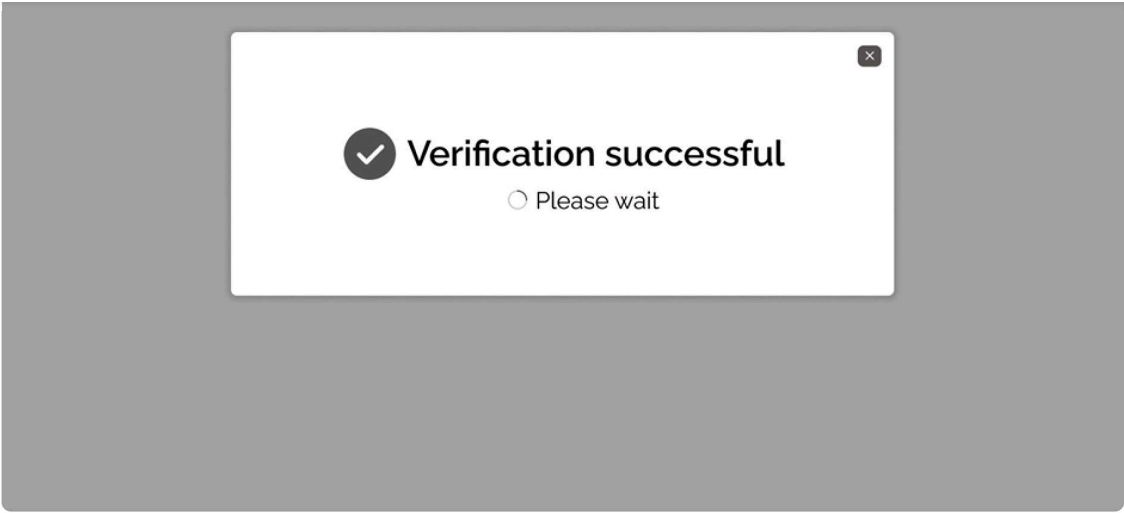
After test iteration

Insight 1: Users need a clear button to indicate how to save a meal for later

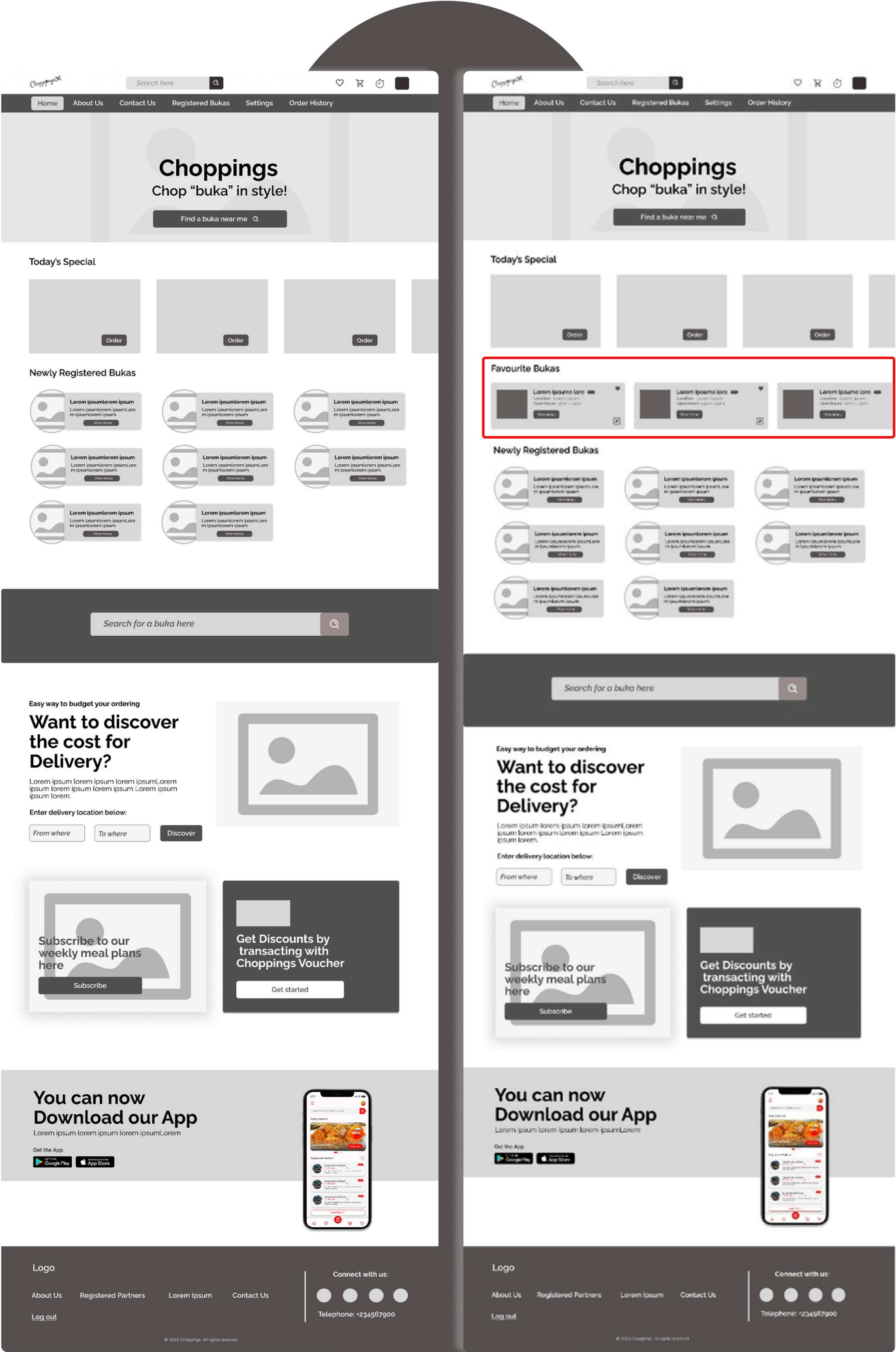


Insight 2: Users want to be certain the details they would input into the website is secure so they need a two-way verification system





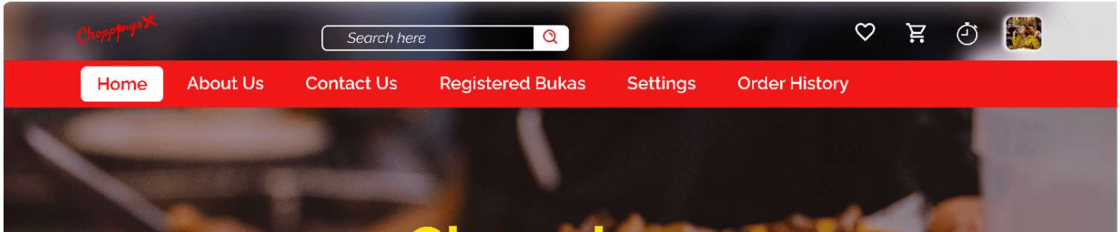
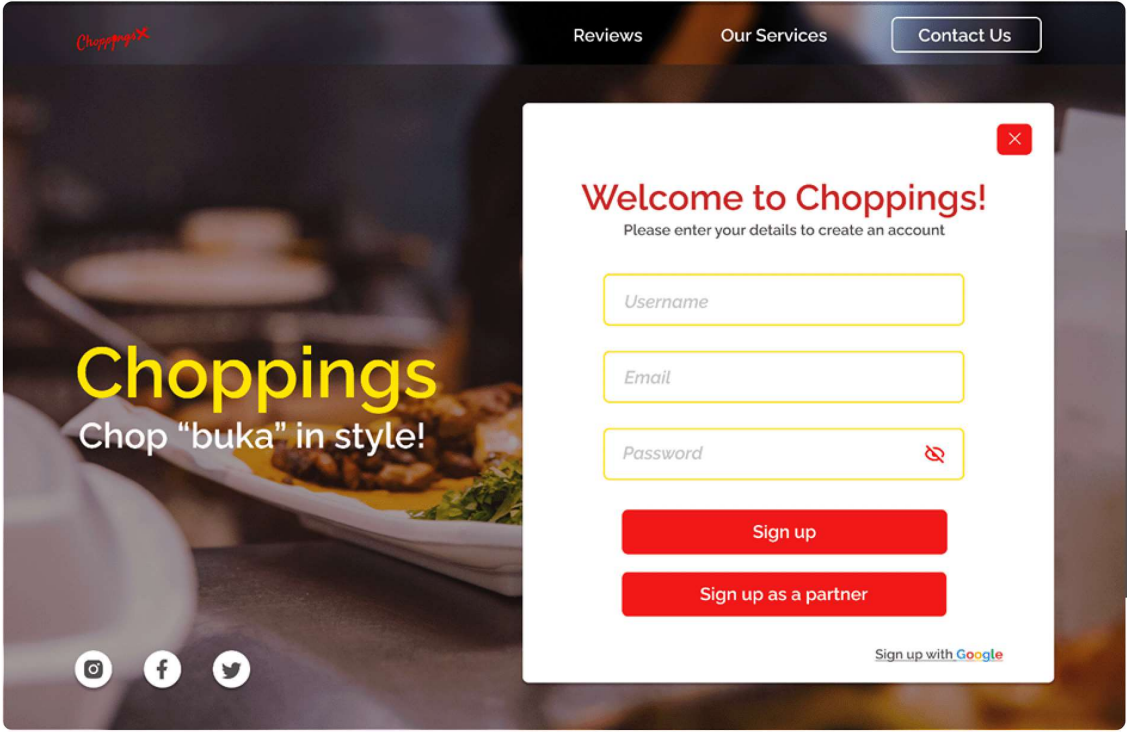
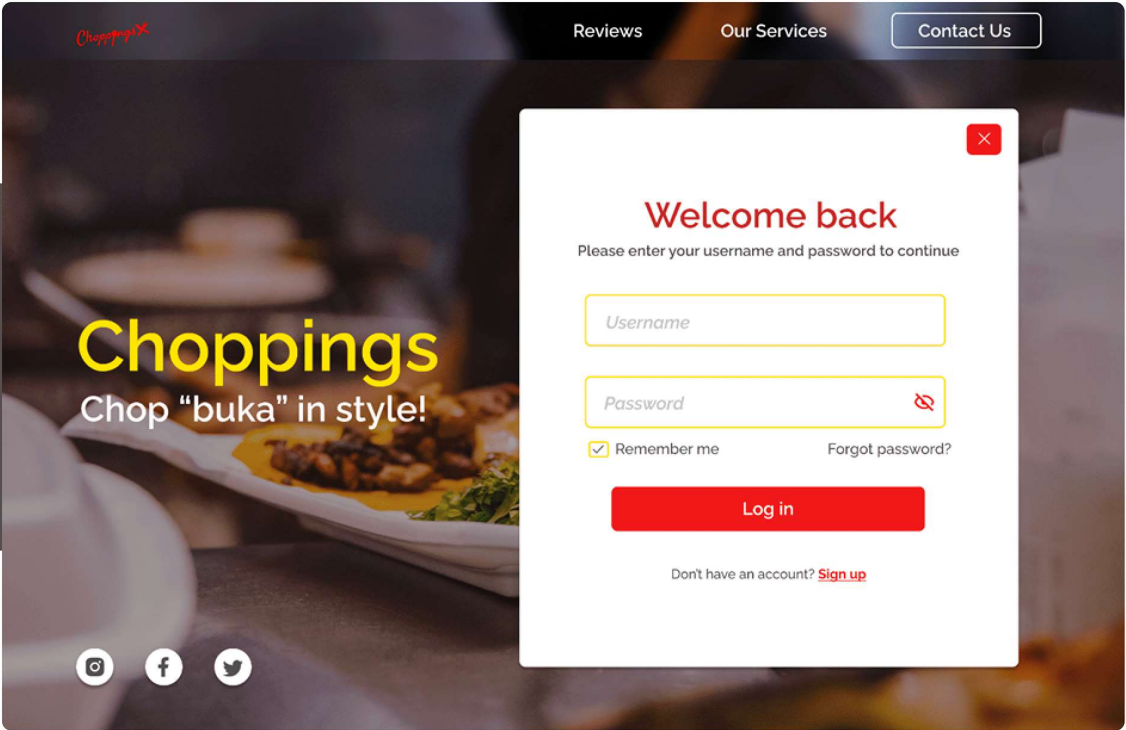
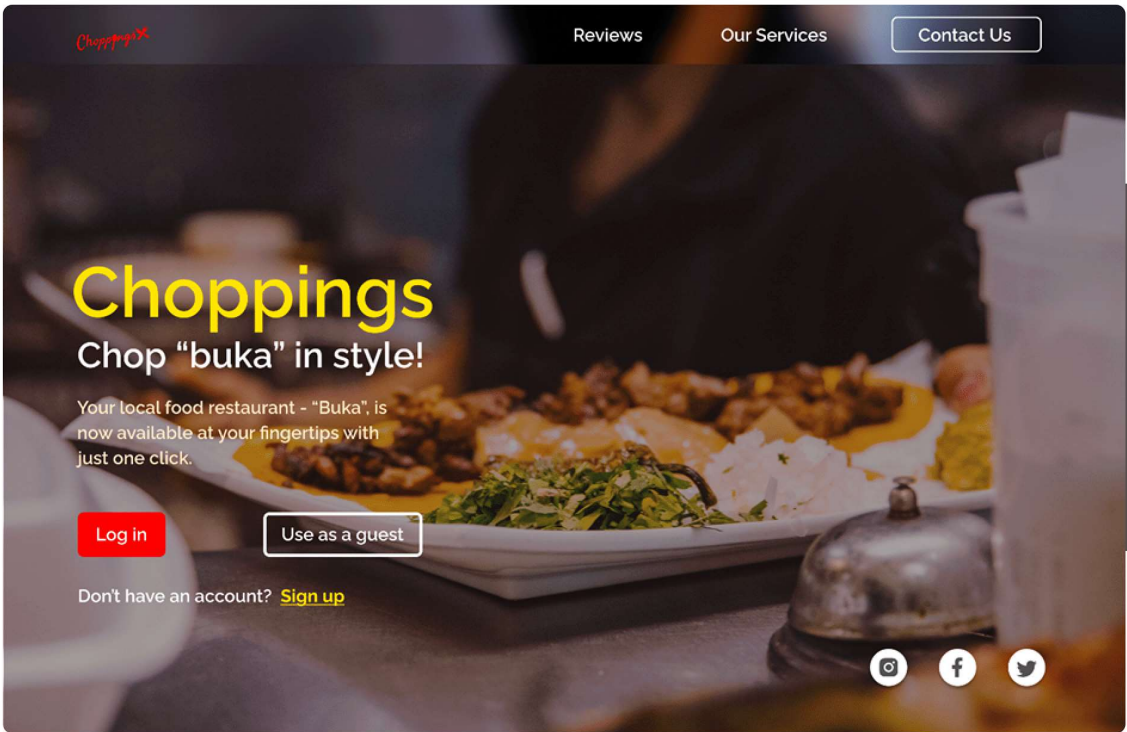
Insight 3: Users need a quick way to complete their usual routines

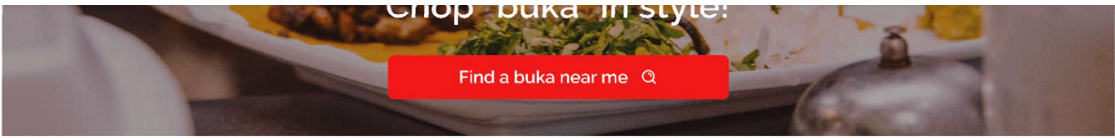






Wireframes





Mama Seun ₦4.0

Location: Agege Lagos
Open hours: 10am - 6pm

[View menu](#)

Bisi Cateria ₦4.0

Location: Victoria Island, Lagos
Open hours: 10am - 5pm

[View menu](#)

Iya Comfort ₦4.0

Location: Balogun Lagos
Open hours: 10am - 3pm

[View menu](#)

Search for a buka here 

Easy way to budget your ordering

Want to discover the cost for Delivery?

Find out how much it will cost you to get your favourite meal down to your location. Remember, we offer the best rates for delivery services.

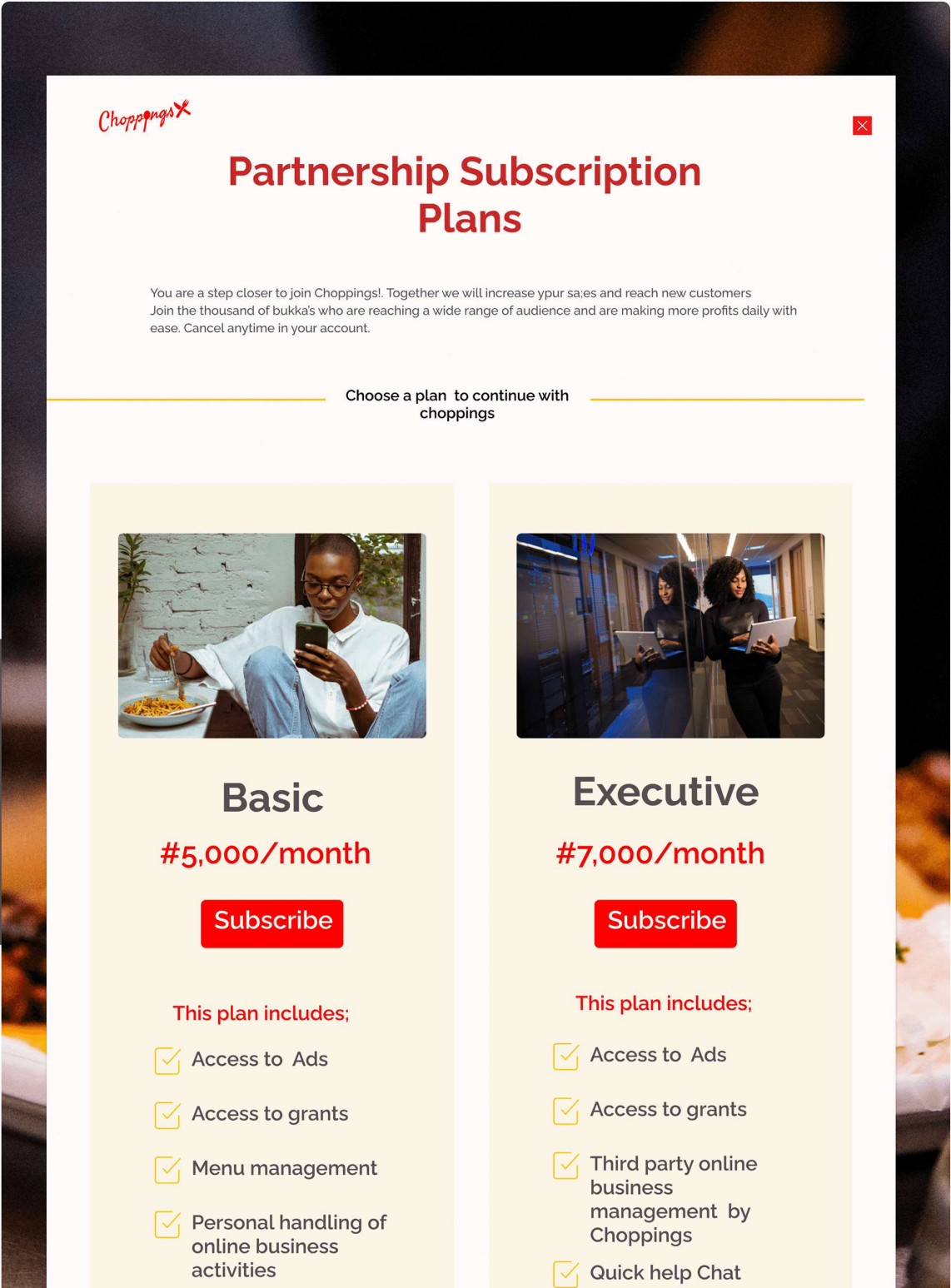
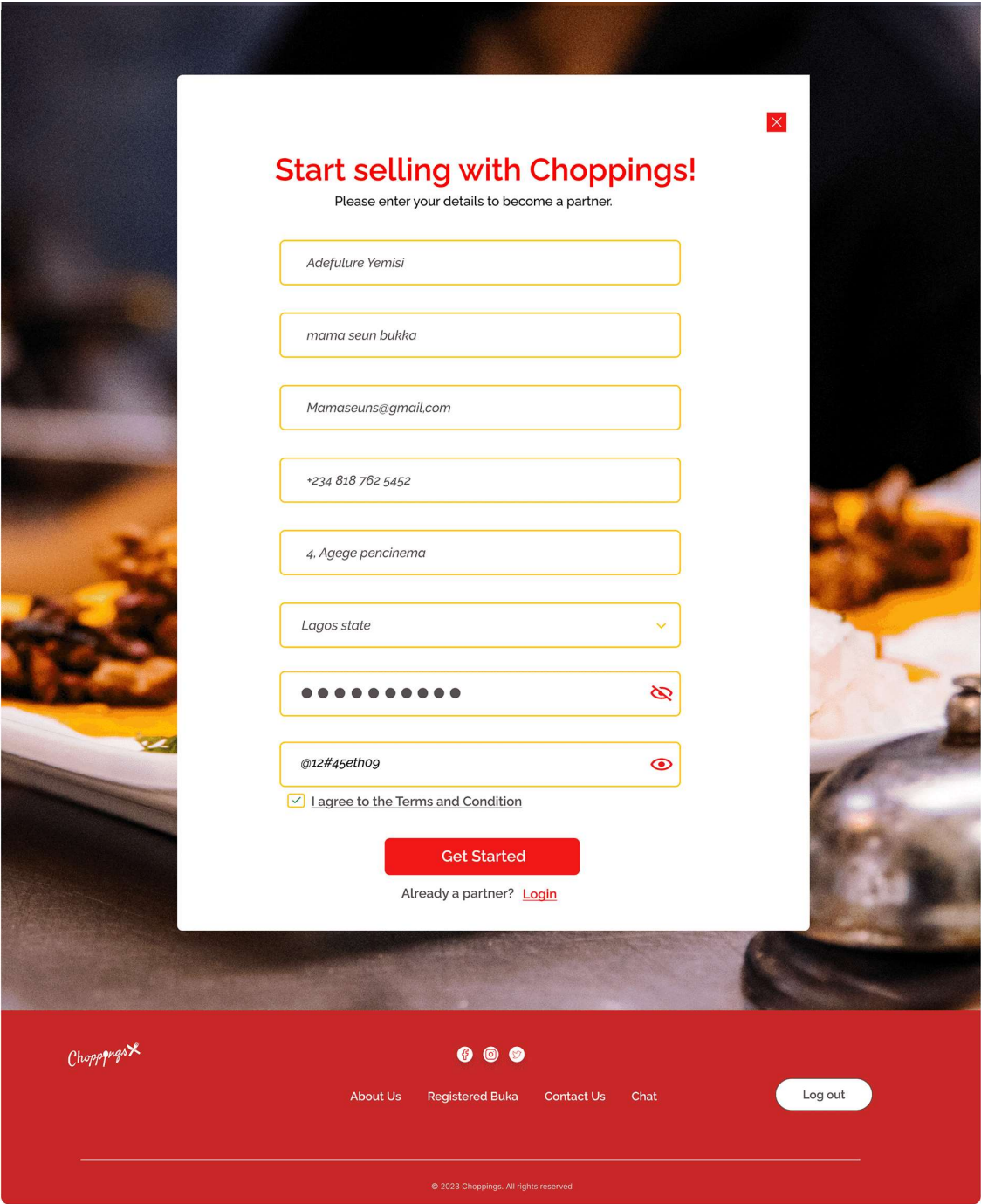
Enter delivery location below:

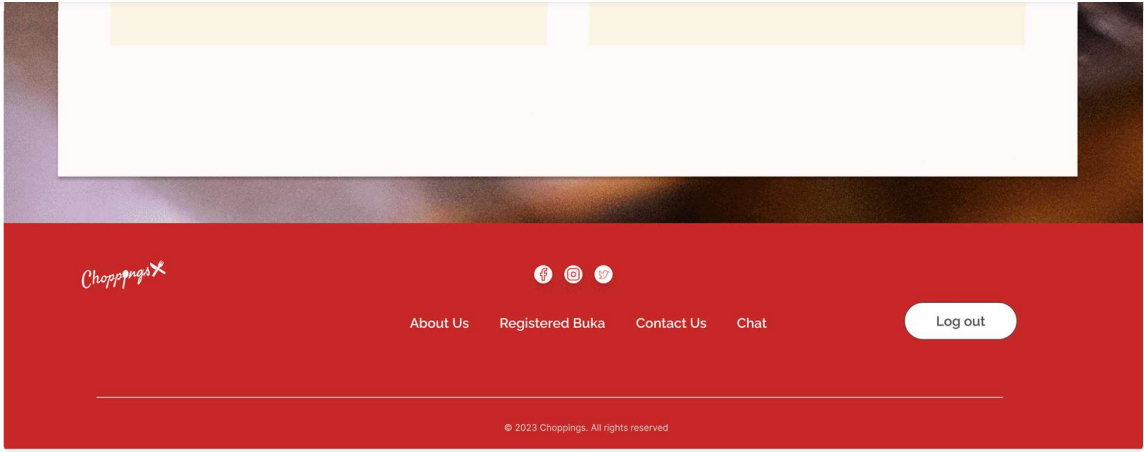


Subscribe to our weekly meal plans here

Subscribe

[illegible]





Prototype

