

My Bites

Paula Claire

Project overview



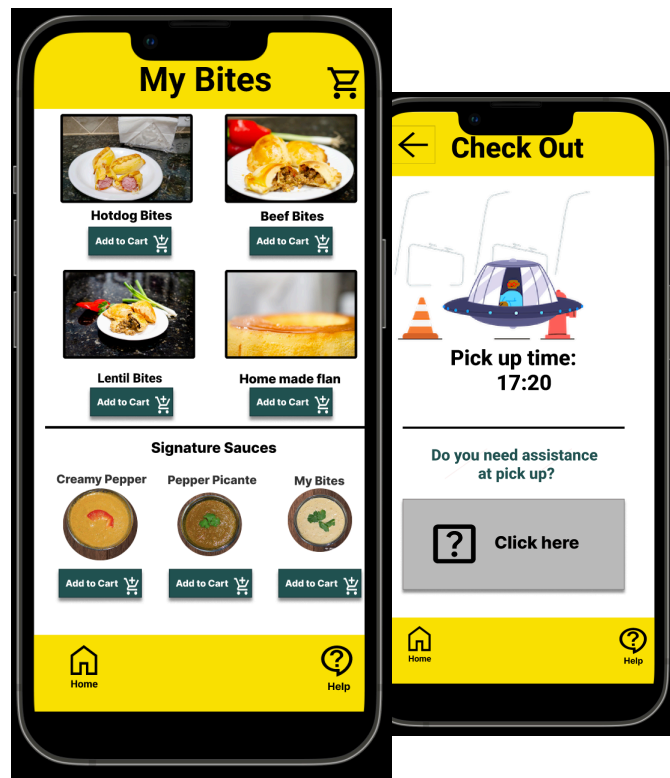
The product:

My Bites app is created for a small home bakery with just a few products to sell. This family-owned business targets customers like commuters and workers who need more time or ability to prepare a family dinner, lack the time, or would love to enjoy homemade empanadas.



Project duration:

September 2022 to February 2023.



Project overview



The problem:

Busy families, workers, and commuters need more time to prepare meals. A few times a month, they will like to have to commodity to pick homemade empanadas from a place near home



The goal:

Design an app for My Bites bakery that allows users to easily order and pick up fresh, and delicious home made empanadas.

Project overview



My role:

UX designer designing an app for My Bites bakery 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.

Understanding the user

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

User research: summary



A primary user group identified through research was working adults who didn't have time to cook meals and wanted to enjoy a homemade recipe.

Research also revealed that time was not the only factor limiting users from cooking at home.

Other user problems included obligations, interests, or challenges that make it difficult to get groceries for cooking or go to restaurants in person.

User research: pain points

1

Pain point

Working adults are too busy to spend time on meal prep

2

Pain point

Platforms for ordering food are not equipped with assistive technologies

3

Pain point

Text-heavy menus in apps are often difficult to read and order from

4

Pain point

Working adults want to enjoy a homemade dinner.

Persona: Name

Problem statement:

Hannah is a busy working mom who needs a fast and easy way to order food from her local bakery because she does not have the time to cook her families favorite food.



Hannah

Age: 45

Education: Business and Administration

Hometown: Vienna, VA, USA.

Family: Married, with two sons

Occupation: Business owner

"My family and my community are my everything."

Goals

- Order delicious food for her family.
- Help small business

Frustrations

- The business doesn't have delivery services.
- Having to drive to pick up the food.

Hannah is a successful business owner. She works a lot, is married, and has two sons. As a working mom, she likes to be able to order food from home, which saves her time and aligns with her goals to contribute to her community. She has discovered a small bakery that makes empanadas and loves to order from them. Her only problem is that they have a Food truck and don't deliver their products.

User journey map

The menu from the bakery consists in 4 main products and 3 sauces. The users finds them in the main page and from there they can see their ingredients add them to the cart check out or request some type of assistance.

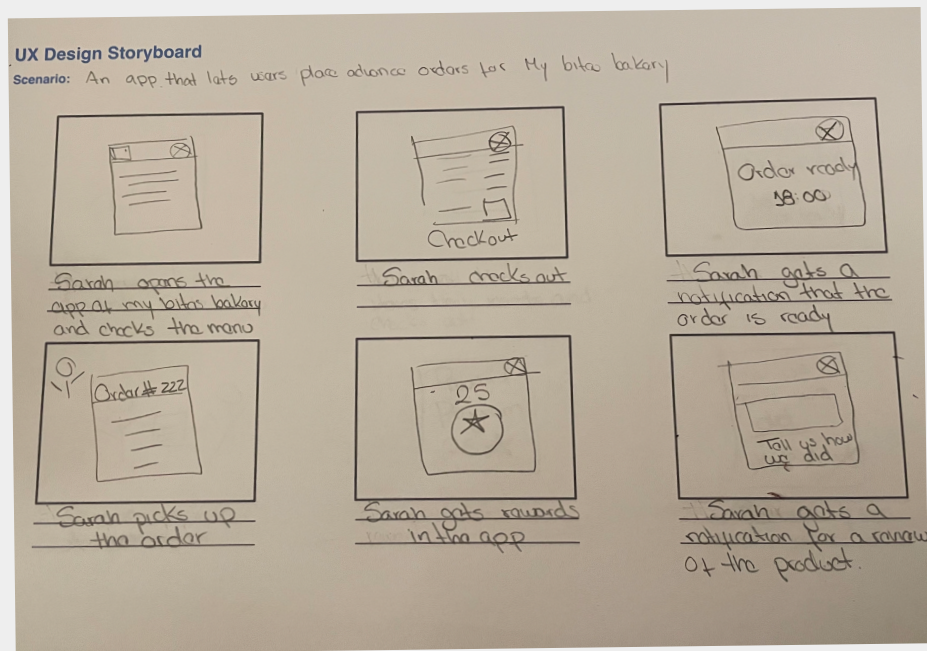
Persona: Hannah

Goal: Order her favorite food from My Bytes bakery (food truck)

ACTION	Select food with her family	Browse menu	Place order	Complete order	Pick up order from the truck
TASK LIST	A. Decided what variety of empanadas or sweets she and her family want. B. Ask everyone. C. Makes a list	A. Check if all the items they want are available. B. Check what new items are available. C.Select menu items.	A. Check that all the items are in the cart. B. Add payment me dot C.Chek out (place order)	A. Confirm order and time to pick up. B. Drive to the location of the food truck.	A. Check that all the items and sauces are ready. B. Drive back home.
FEELING ADJECTIVE	Overwhelmed by the menu options. Excited to get their favorite items.	Frustrated with the loading time of the app.	Anxious about having to remember all the items for her family. Annoyed to have to find her wallet and type the card information.	Annoyed with the waiting time to get her order ready. Frustrated about driving to the location.	Happy to have all the food that she and her family likes. Fulfilled about helping a small business
IMPROVEMENT OPPORTUNITIES	Creates popular list items in the menu.	Include images of the items. Optimize the app for screen reading	Add the options to save card information or add an apple wallet.	Add a notification for pick-up times. Add an I need assistance option (I'm her option, so the person in the truck can be notified.	Reward program. Add a preference line or window with user notification.

Paper wireframes

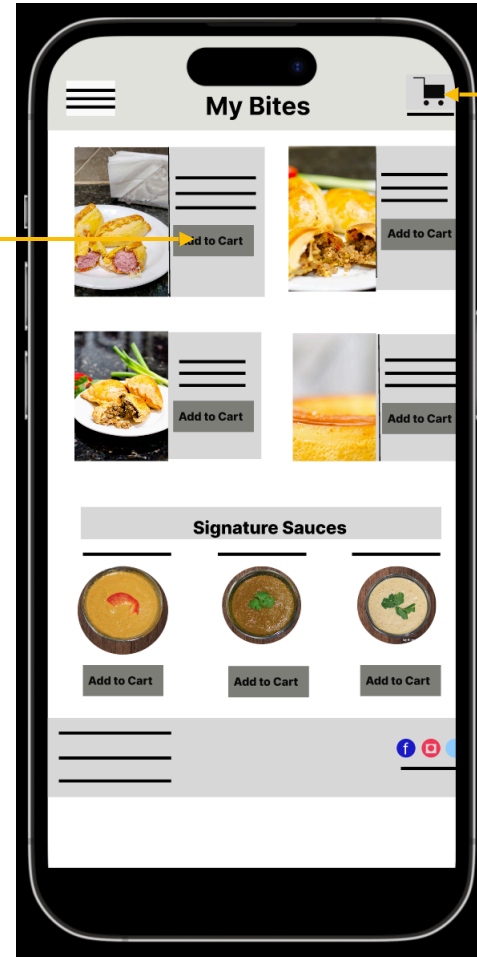
The goal at the beginning of the project was to create a system to track the orders and a system reward. After the first usability study, the main goal was to focus on the approach to track the order and add some assistance.



Digital wireframes

The main goal was to present the products on the main page so that it was easy for the user to add them to the cart. In some way, we wanted to make checkout as easy and fast as possible.

Description of the element and its benefit to the user



Description of the element and its benefit to the user

Digital wireframes

At this point, we wanted to offer the option to have a timer to pick up and set a help button that could help generate assistance if the user needs it at pick up or the chance always to go back to the main page.

Description of the element and its benefit to the user

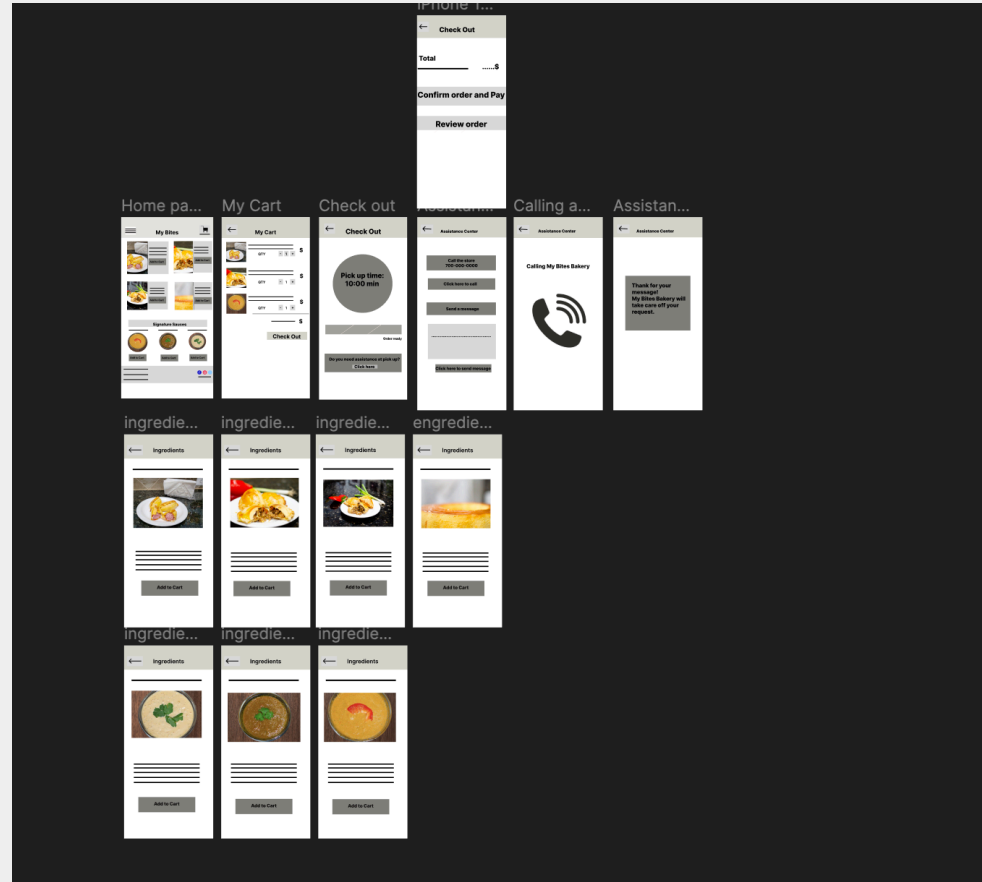


Description of the element and its benefit to the user

Low-fidelity prototype

[\[https://www.figma.com/proto/hazwezk0nk98ikFrUPganC/My-Bites-Bakery?node-id=3%3A3&scaling=scale-down&page-id=0%3A1&starting-point-node-id=3%3A102&show-proto-sidebar=1\]](https://www.figma.com/proto/hazwezk0nk98ikFrUPganC/My-Bites-Bakery?node-id=3%3A3&scaling=scale-down&page-id=0%3A1&starting-point-node-id=3%3A102&show-proto-sidebar=1)

The user access to the main page then has the ability to add products to cart, see ingredients check out and ask for assistances at pick up.



Usability study: 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 The buttons were too small
- 2 The user needed a home button in all the pages.
- 3 The assistance button was confusing

Round 2 findings

- 1 The interactions needed to be set for the whole button.
- 2 The payment button was not going to the correct page in the interactions.
- 3 The home button should be added to the assistance page.

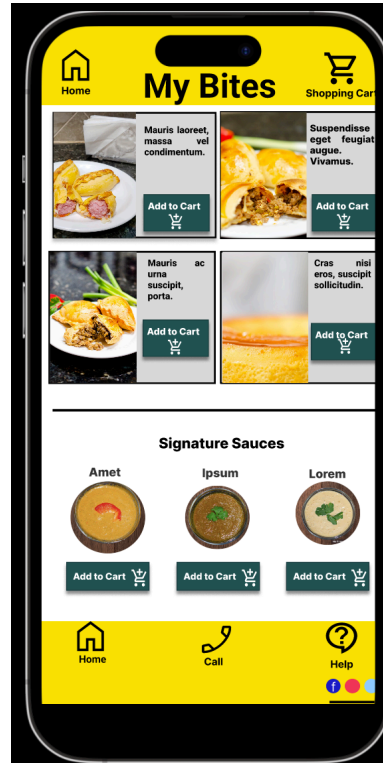
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

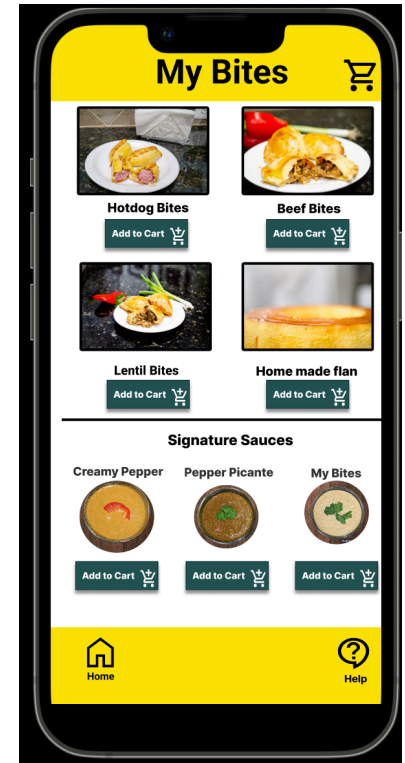
Mockups

The Main goal was to create a more clean mockup, checking all the buttons that where actually needed, cleaning the images and text.

Before usability study

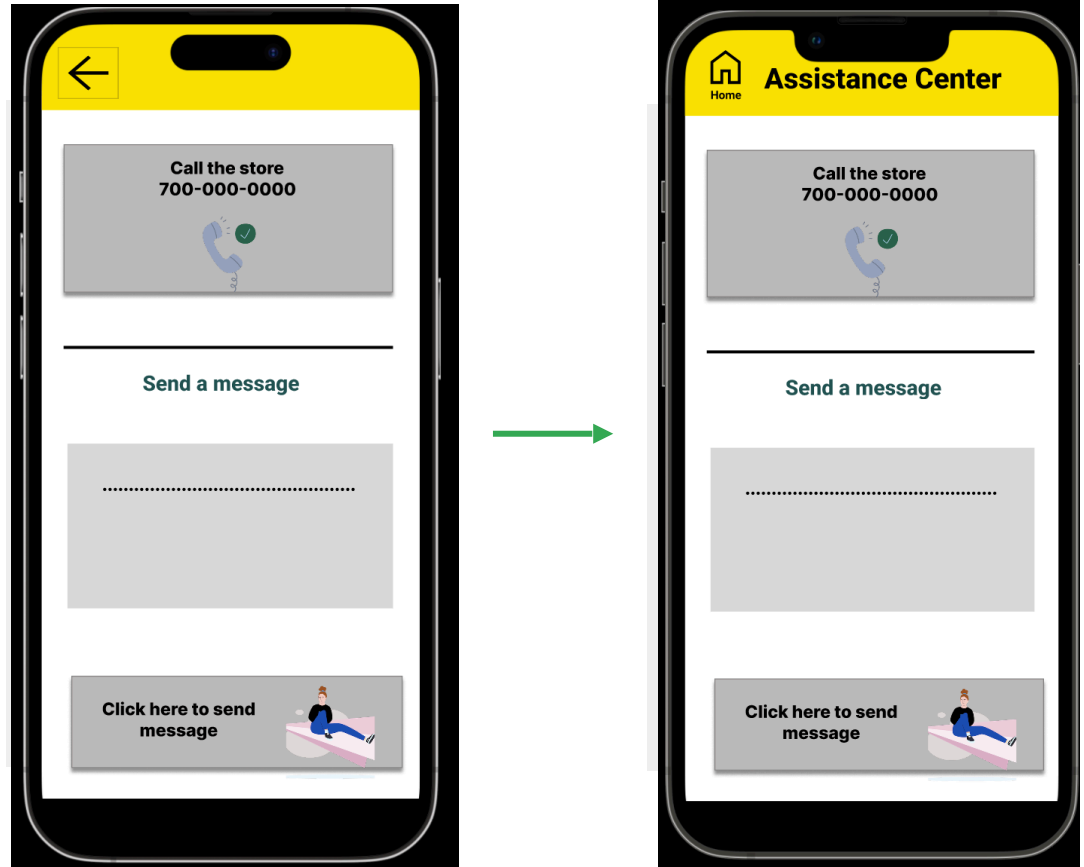


After usability study

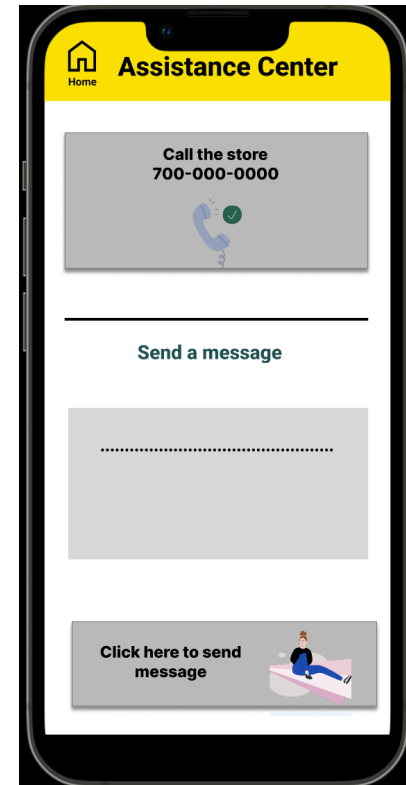
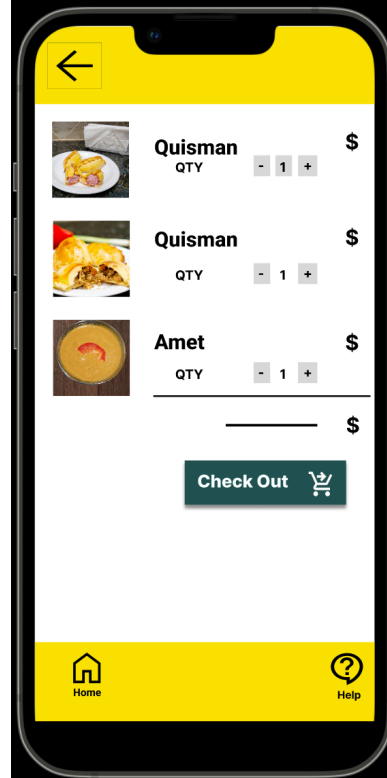
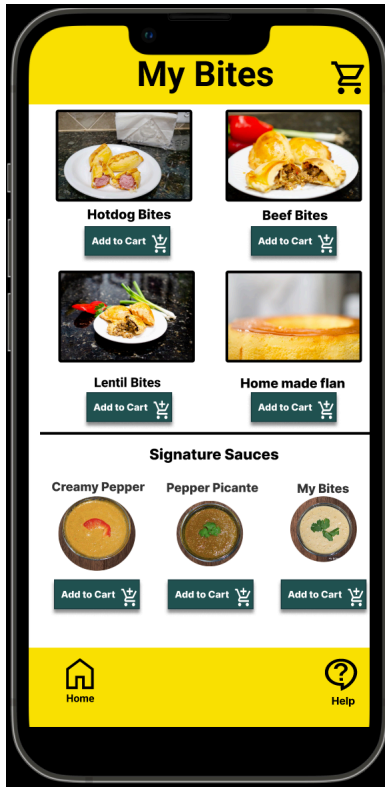


Mockups

The Assistance Center was one of the main goals of the mock because it was setting some way that the business could assist their clients with special needs.



Mockups



High-fidelity prototype

<https://www.figma.com/proto/hazwezk0nk98ikFrUPganC/My-Bites-Bakery?node-id=203%3A541&scaling=scale-down&page-id=203%3A4&starting-point-node-id=203%3A638>



Accessibility considerations

1

A help button that can help you contact directly to the store

2

An assistance Center page

3

The main focus was to create a way to call or message the store and ask for assistance in the pickup process.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

“ I like to know that if in some point I need some extra assistance the bakery will help me with this”

Romer

My main focus was always mix this project with some sort of assistance for people with special needs in the process, I don't think this is perfect, but yet is the beginning to integrated more guided assistance in the future.



What I learned:

Il learned so much about small business and how they work, how this apps or websites can help them grow and at the same time give back a little more to their communities.

Next steps

1

Get some feed back from
the owners

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 My Bites Bakery app! If you'd like to see more or get in touch, my contact information is provided below.

Email: claire.paula.andrea@gmail.com

Thank you!