

Loaf

gourmet eats

UX/UI CASE STUDY
APP



PROJECT OVERVIEW



The Loaf Gourmet Eats app is a convenient way to order your lunch. The aim of the app is for customers to be able to schedule an order for a specific time, for collection or delivery. Target users would be people on the go, busy executives, students, commuters and customers who want to order quickly and efficiently.

PROJECT DURATION:

November 2023 - February 2024

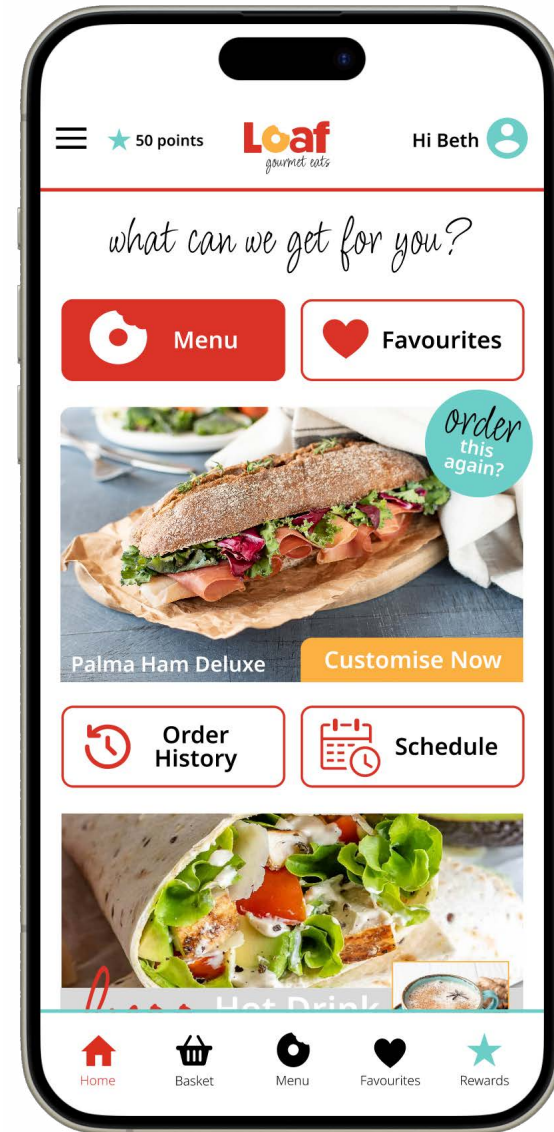
MY ROLE:

UI/UX Graphic designer

RESPONSIBILITIES:

Conducting user research, paper and digital wireframing, low and high-fidelity prototyping, iterating on designs and branding.

SOFTWARE:



PROJECT OVERVIEW

THE PROBLEM:

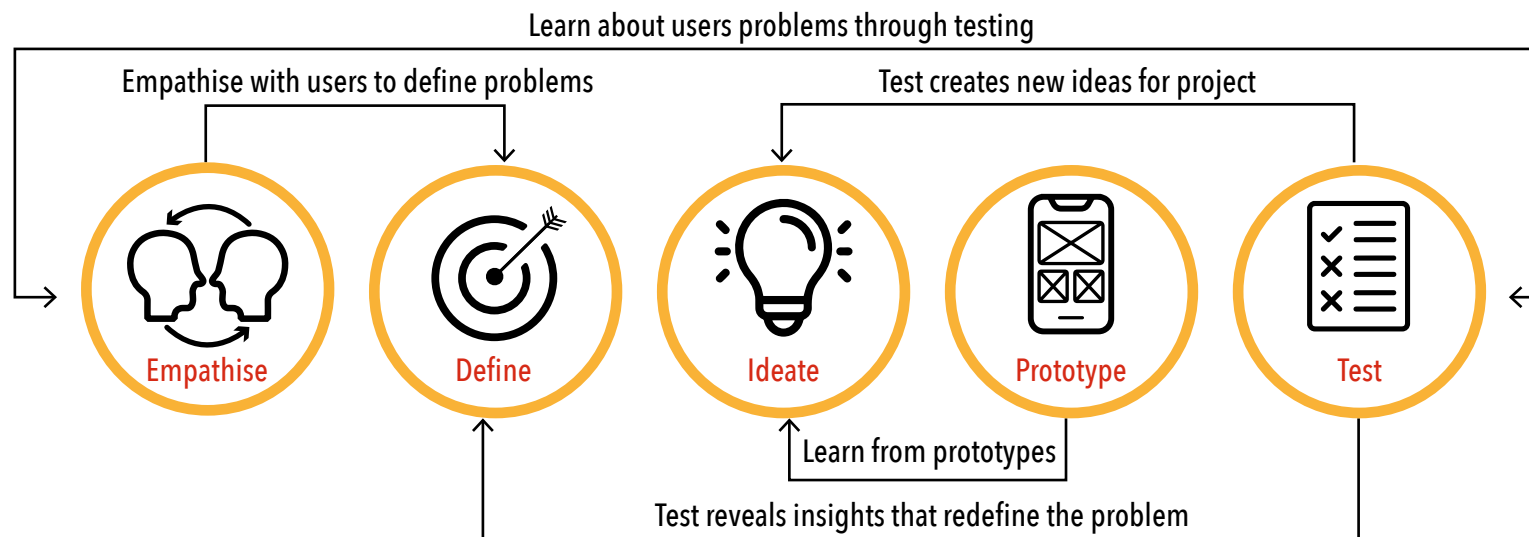
To provide a straightforward solution for busy users seeking convenient and personalised ordering experiences. To make the process of scheduling easy to understand to the user, and to give them options for making the order process even quicker when returning to the app.

THE GOAL:

To simplify scheduling, offer customisation options, integrate smooth payment methods, and make sure the app is quick and easy to use.

THE DESIGN PROCESS:

A user centered approach to problem solving was used.



UNDERSTANDING THE USER



USER RESEARCH

I conducted user research through interviews to understand user preferences, pain points and suggestions, based on their current experiences with food apps. They thought that being able to schedule an order was a great idea and something they would use, especially if they were pushed for time in their daily lives. I created empathy maps and personas based on this research for 4 types of user, business executives, students, foodies and the health conscious.

I also conducted a competitive analysis, to see what other companies were offering.

I chose to look at two direct and two indirect competitors.

Direct



In-direct



COMPETITIVE ANALYSIS



Unique Value Proposition

Budget friendly, quick, customisation, fresh ingredients.

Advantages

Dedicated rewards page.
Everything well laid out.
Order ahead.

Disadvantages

Possible disadvantage but 3rd party ordering system.
Can't customise every sandwich.



Fresh & Quick.

I like the imagery and big images.
Informative nutritional content.

Can't order from the app.
Can order online only on desktop version but not through Pret themselves through third parties.



Quality food, premium ingredients.

Offers instant and pre-ordering.
Easy to navigate and great use of imagery.

I thought the order online wasn't so obvious.



Convenience. Offers food from a variety of different food establishments, no shop fronts just an app ordering system. All delivered to your door.

App easier to use than the website.
Vast Options.

Quite overwhelming I thought.
No confirmation to say order has been scheduled.

USER PAIN POINTS

These were the main user pain points that stood out the most in the research.

1

A Complicated Ordering Processes

Make sure everything is clear and easy to understand.

Calls to actions that stand out and no over complicated menus.

2

Having Limited Healthy Options

Providing a variety of choices and allowing user to customise a sandwich to their dietary requirements and tastes.

3

Nutritional Awareness

Clear easy to understand information, possible use of icons to show this.

4

Quick Order Options

Without having to start from scratch every time they want to place an order.

Use order history and favourites so customer can order the same sandwich quickly and easily.

USER PERSONAS

Based on the data collected from the user research, I created 4 personas whose needs, goals, motivations and frustrations represent the potential users of the Loaf app. I've added 2 examples to this case study.



BETH

Age: 32

Education: Degree

Family: Single

Location: Business District London

Occupation: Finance Executive

"I'M A BUSY PROFESSIONAL WITH LIMITED TIME TO GRAB LUNCH"

GOALS

- Quick and efficient lunch options between meetings
- Order history & favourites to order from

PAIN POINTS

- Long wait times, delays and queues
- No quick ordering options
- Complicated order process

Beth is a 32-year-old finance executive working for a top investment firm in the heart of London. She's dedicated to her career and often finds herself swamped with meetings and tight deadlines. Beth often feels time pressure and stress due to her schedule. Being in a demanding role, Beth values every minute of her day and seeks efficient solutions to maximize productivity.

USER PERSONAS



OLLIE

Age: 39

Education: College

Family: Married + 1 Child

Location: South London

Occupation: Personal Trainer

"I'M A HEALTH CONSCIOUS EATER WHO LIKES A VARIETY OF FRESH AND HEALTHY INGREDIENTS"

GOALS

- Desire for clear nutritional information
- Seeks options that align with fitness and wellness goals
- Customise orders based on dietary preferences

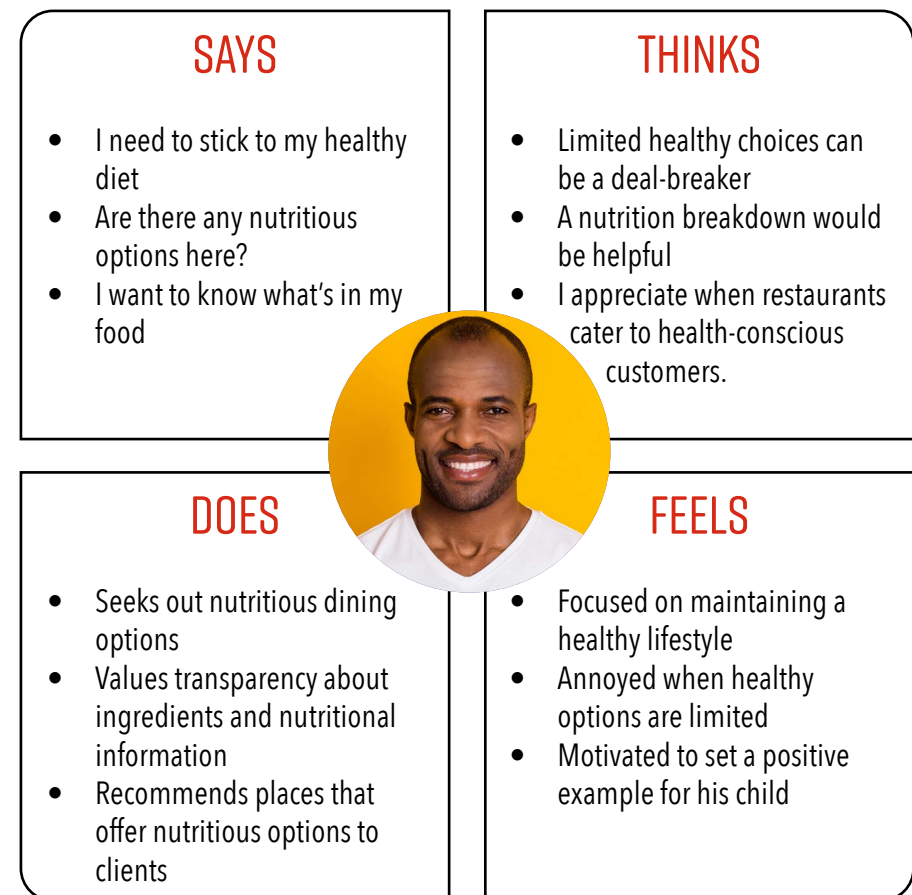
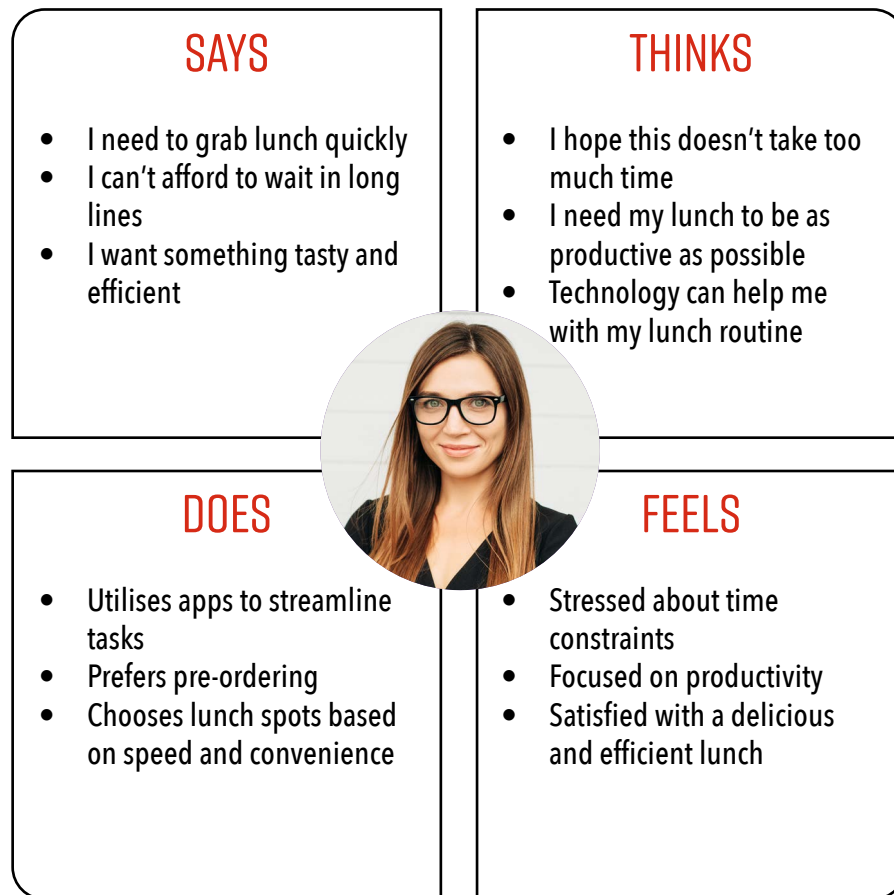
PAIN POINTS

- Limited healthy options
- Limited time for meal preparation
- No nutritional information

Ollie is a Personal Trainer living in South London with his wife and young daughter. He maintains a disciplined fitness routine and follows a health-conscious lifestyle. Balancing work commitments and parenthood, he values a healthy lifestyle to set a positive example for his family. He follows a disciplined fitness routine and pays close attention to his dietary choices. Ollie seeks convenient and nutritious meal options that align with his health goals.

USER EMPATHY MAP

I used empathy maps to get a deeper understanding of my users. Here are 2 which I created for Beth and Ollie.



PROBLEM STATEMENTS

User problem statements to consider when designing the app



BETH

BETH IS A FINANCIAL EXECUTIVE WHO NEEDS TO ORDER HER LUNCH IN A LIMITED AMOUNT OF TIME BECAUSE SHE HAS A DEMANDING JOB AND HAS NO TIME FOR LONG QUEUES



OLLIE

OLLIE IS A PERSONAL TRAINER WHO NEEDS TO VIEW NUTRITIONAL INFORMATION AND BE ABLE TO CUSTOMISE HIS ORDER BECAUSE HIS HEALTH GOALS ARE IMPORTANT TO HIM

USER JOURNEY MAP

To understand the problems and experience a user would go through, I created user journey maps. Here is the one for Beth, the maps reveal areas where we can make improvements for a better user experience.



BETH

Ordering a sandwich for lunch quickly

ACTION	Opens the app	Select a Sandwich and Customise Order	Reserve a Time Slot	Complete the payment	Pick-up and Enjoy the Sandwich
TASKS	A. Access the app on smart phone B. Create Account C. Browse menu	A. Choose a sandwich B. Customise ingredients for a personalized order C. Add to order	A. Select a convenient time slot during her lunch break B. Receive a confirmation with pick-up details	A. Review the order summary B. Use a saved payment method for a quick transaction	A. Arrive at the sandwich shop during the reserved time B. Skip the line and collect the order C. Enjoy a stress-free and timely lunch break
EMOTION	Optimistic	Empowered	Relieved	Pleased	Satisfied
IMPROVEMENT OPPORTUNITIES	Express checkout option	Provide personalised recommendations based on past choices, such as order history	Offer real-time updates on order status	Additional secure payment options, i.e. paypal for quick payment	Have an add to favourites option for future orders. Schedule orders for the month ahead to save time

USER JOURNEY MAP

To understand the problems and experience a user would go through, I created user journey maps. Here is the one for Ollie, the maps reveal areas where we can make improvements for a better user experience.



OLLIE

Making a nutritious lunch choice

ACTION	Accessing the healthy options	Create a personalised order	Selects a convenient time slot	Secure payment	Enjoy a nutritious lunch
TASKS	A. Filter menu items based on his nutritional preferences B. Checks for icons that indicate healthy options	A. Clicks on sandwich to access its detailed nutritional content B. Customise the order to meet dietary needs	A. Choose a time that aligns with his work schedule and workouts B. Receive a notification for pick-up C. Confirm reservation	A. Review the order B. Use a secure payment method C. Receive a digital receipt	A. Arrive at the sandwich shop B. Pick up the order with ease C. Savor a nutritious lunch
EMOTION	Focused	Proactive	Content	Relieved	Fulfilled
IMPROVEMENT OPPORTUNITIES	Improve nutritional transparency with clear icons, which are visually appealing.	Provide customisation options for ingredient substitutions	Offer personalized time slot suggestions	Provide a real time countdown for order readiness	Personalised loyalty programme

VALUE PROPOSITIONS

Features that would appeal to the user from my research

STUDENT DISCOUNT

REAL TIME ORDER UPDATE

LOYALTY PROGRAMME

ADDITIONAL PAYMENT OPTIONS FOR A QUICK CHECKOUT

ORDER FROM FAVOURITES

AMEND ORDER RESERVATION TIME

SOCIAL SHARING OPTIONS

MOST POPULAR SANDWICH HIGHLIGHT

CLEAR NUTRITIONAL INFORMATION

'SPECIAL' SANDWICH OF THE WEEK

CUSTOMISATION ON ALL ORDERS

ICONS TO EASILY UNDERSTAND NUTRITION VALUES

EASY NAVIGATION

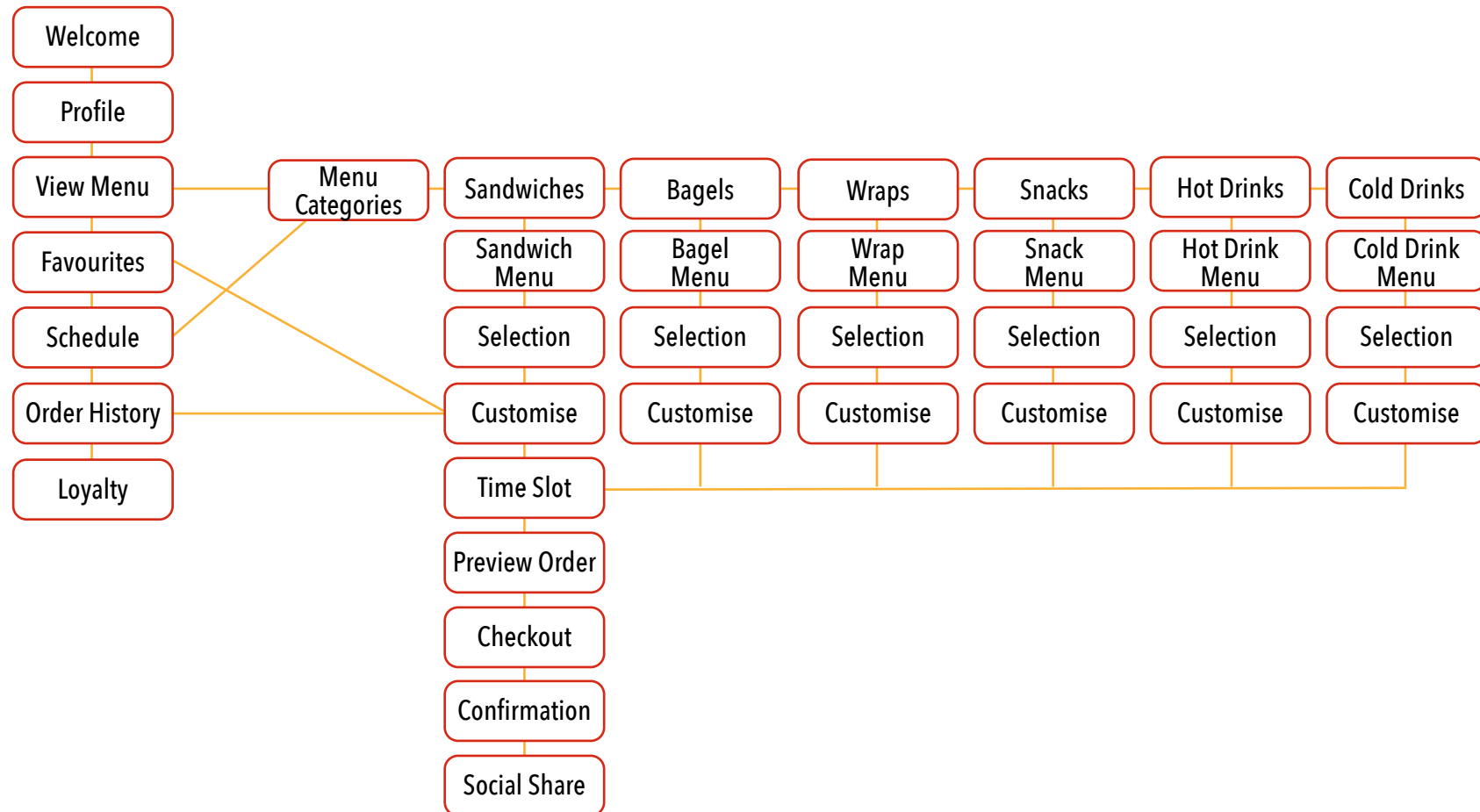
SCHEDULE FUTURE ORDERS CALENDER

STARTING THE DESIGN



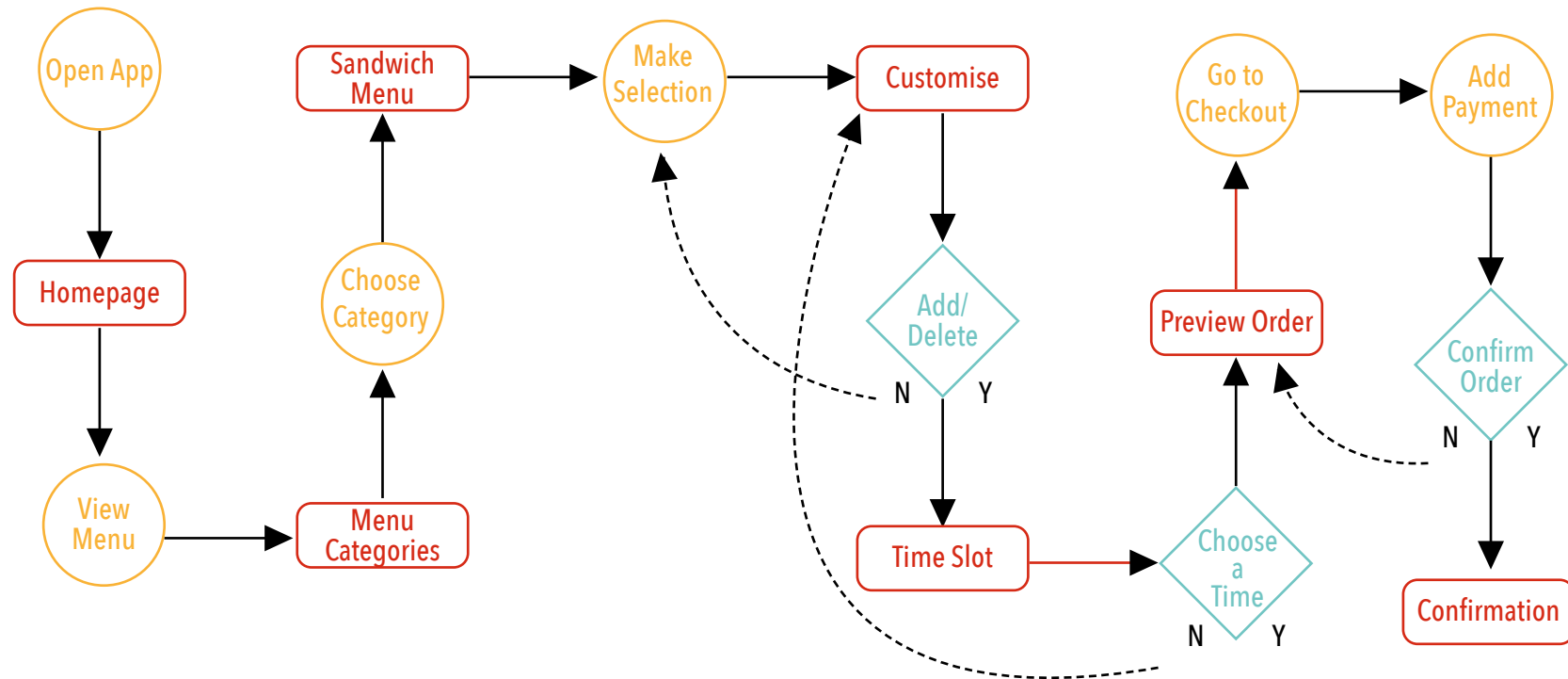
INFORMATION ARCHITECTURE

How the structure would work for the app. Each different menu category would work in the same way throughout.



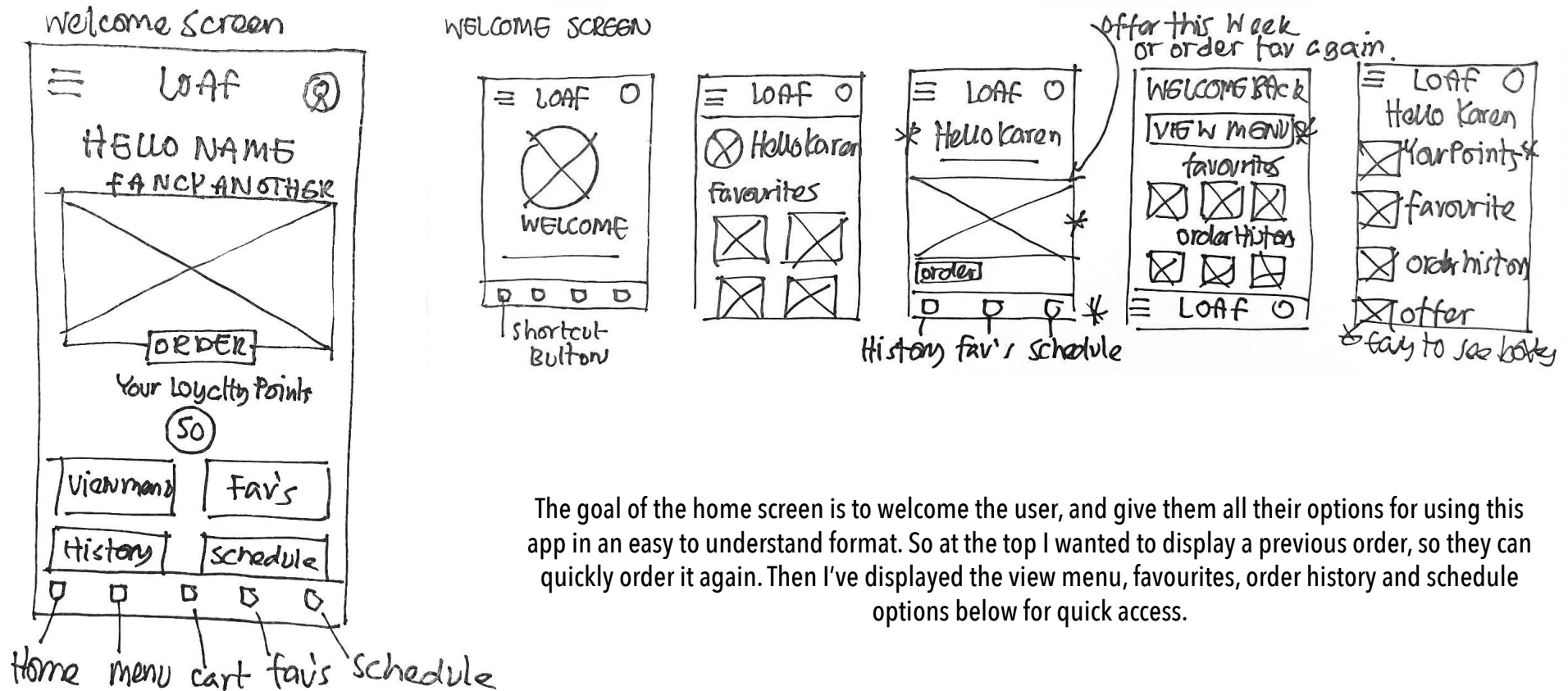
USER JOURNEY

This is one example of a user journey, using the app to order and customise a sandwich

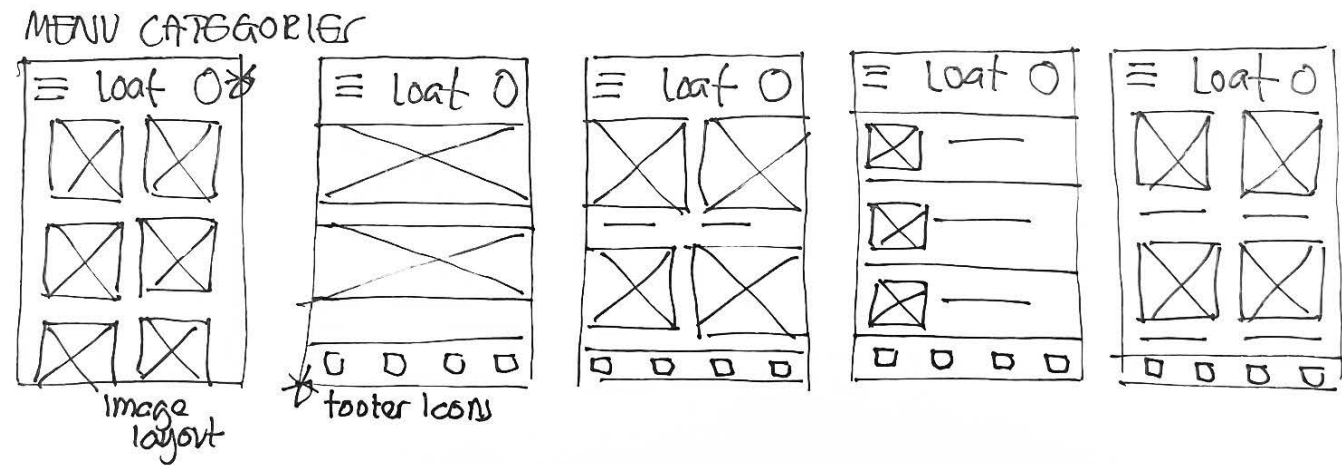
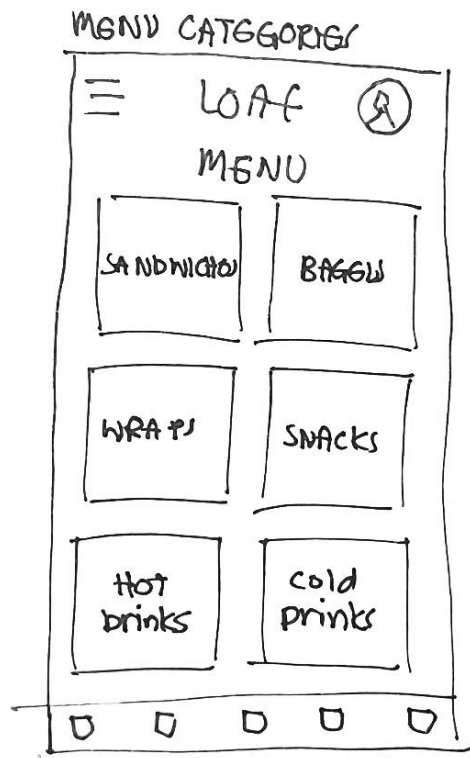


PAPER WIREFRAMES - EXAMPLE I

With the user journey mapped out, I started on the paper wireframes for each of the different screens. Sketching a few different designs for each one and then putting the best elements together as a finalised screen.



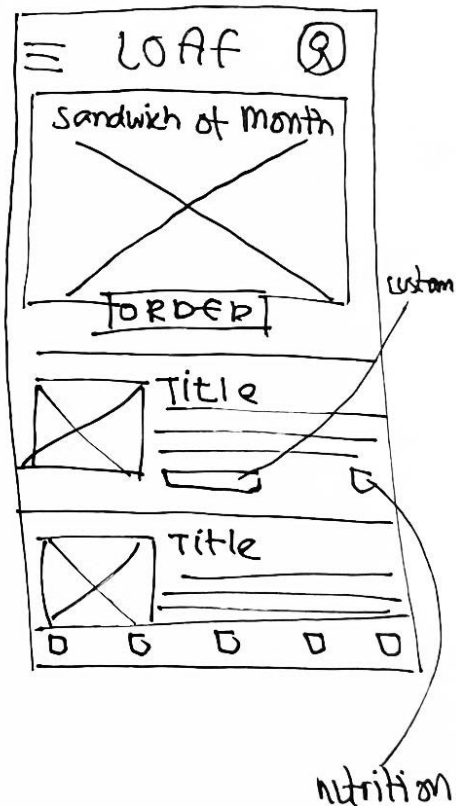
PAPER WIREFRAMES - EXAMPLE 2



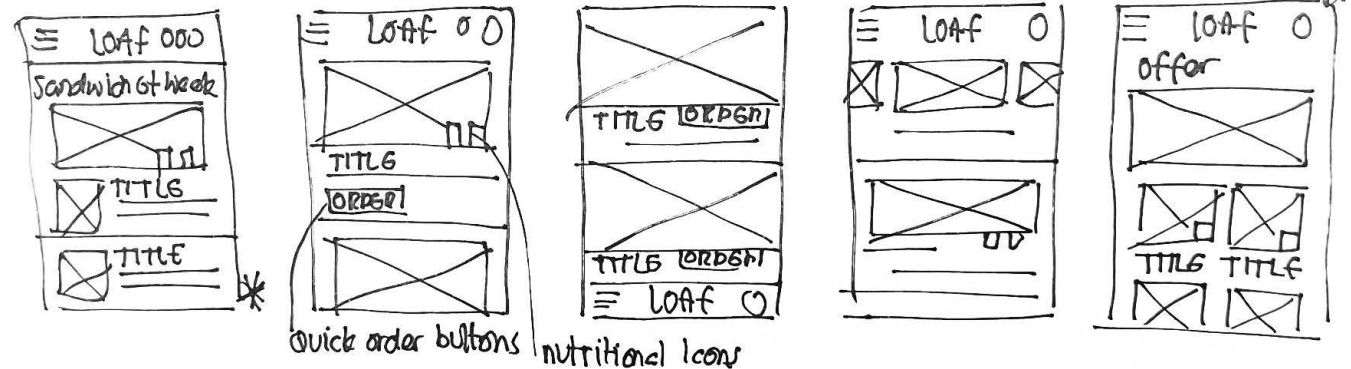
This screen is to display all the menu categories. I wanted the design to be simple. I've just used boxes to represent each category in a nice and clean layout.

PAPER WIREFRAMES - EXAMPLE 3

SANDWICH CATEGORY SCREEN

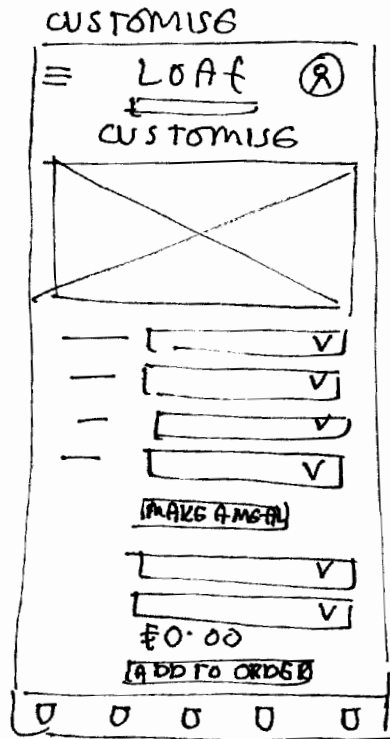


MENU SCREEN



This screen is to contain a list of sandwich option available, this would be repeated for each category. I've displayed a sandwich of the month at the top, with a call to action to order straight away. Then listed below the rest of the options. These listings will also show nutritional symbols next to each title description and the calories.

PAPER WIREFRAMES - EXAMPLE 4



CUSTOMISE SCREEN



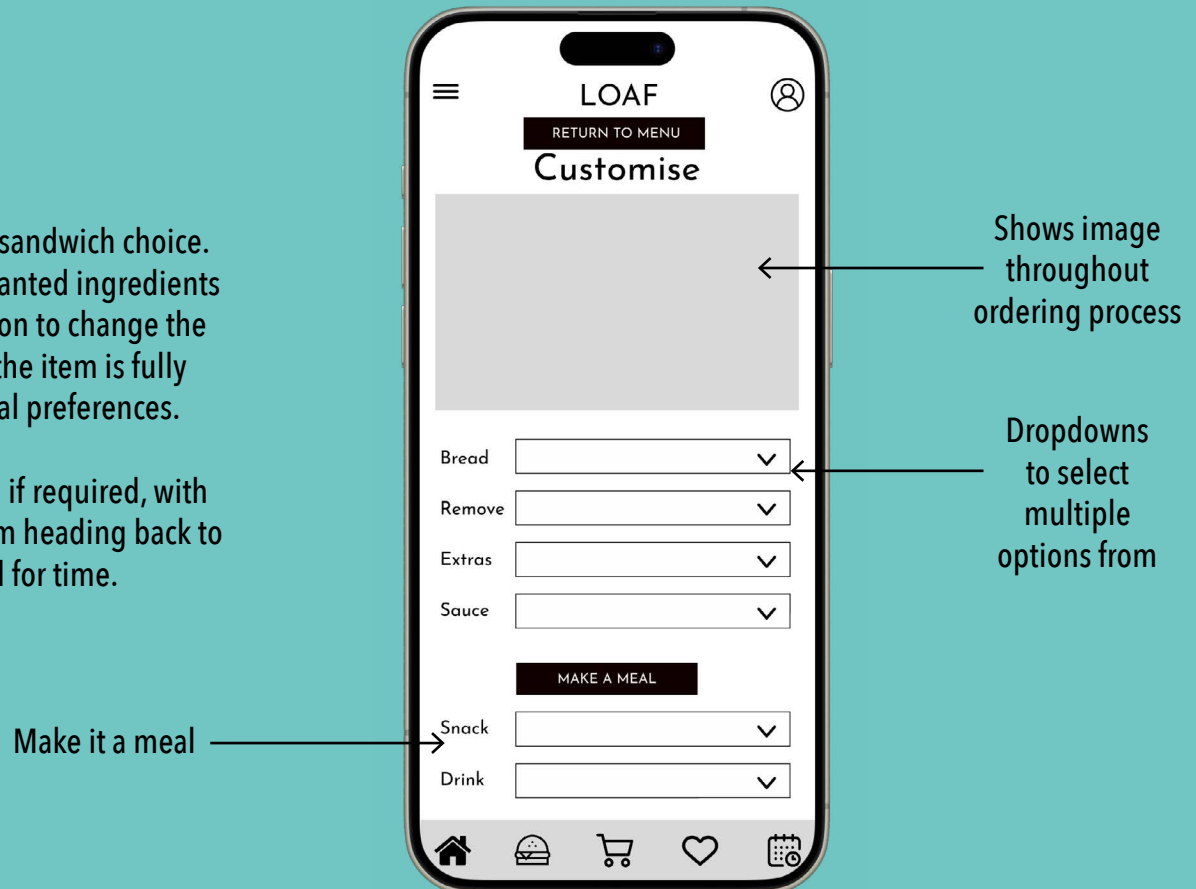
I chose to go with dropdown menu's for the customisation screen, all one after the other.
Then at the end the option to upgrade the order to a meal.
With an image at the top to show which selection you were customising.

DIGITAL WIREFRAMES - EXAMPLE ONE

I then moved on to the digital wireframes for each of the screens to start bringing the design to life.

This screen lets each user fully customise their sandwich choice. They can choose the type of bread, remove unwanted ingredients and also add on extras. They also have the option to change the advertised sauce or remove it altogether. So the item is fully customisable to their nutritional and personal preferences.

This screen will also make the sandwich a meal if required, with the quick menu drop down options, to save them heading back to choose in the menu if they are strapped for time.



DIGITAL WIREFRAMES - EXAMPLE TWO

This screen lets the user choose the date and time that they require their order, and also from which location. I thought it would make the process easier being able to see all the time slots.

There is also an option further down to select a delivery or pick up

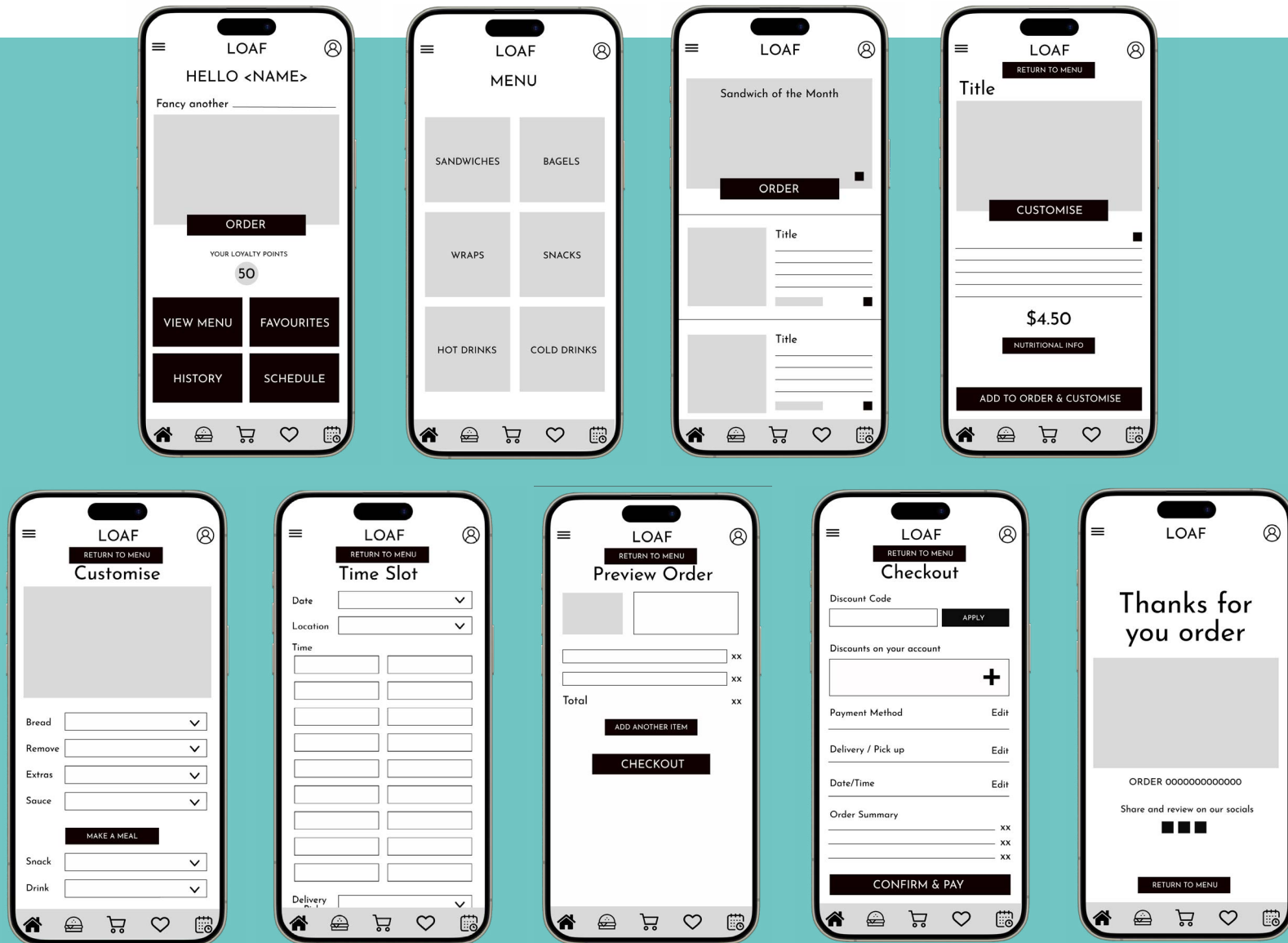
To choose
delivery or pick up

The wireframe shows a mobile app interface for 'LOAF'. At the top, there's a hamburger menu icon, the brand name 'LOAF', and a user profile icon. Below the brand name is a 'RETURN TO MENU' button. The main title of the screen is 'Time Slot'. There are three dropdown menus: 'Date', 'Location', and 'Time'. The 'Time' dropdown is expanded, showing a grid of time slots. At the bottom, there is a 'Delivery' dropdown menu. The bottom navigation bar contains icons for home, menu, cart, favorites, and profile.

To choose
date &
location

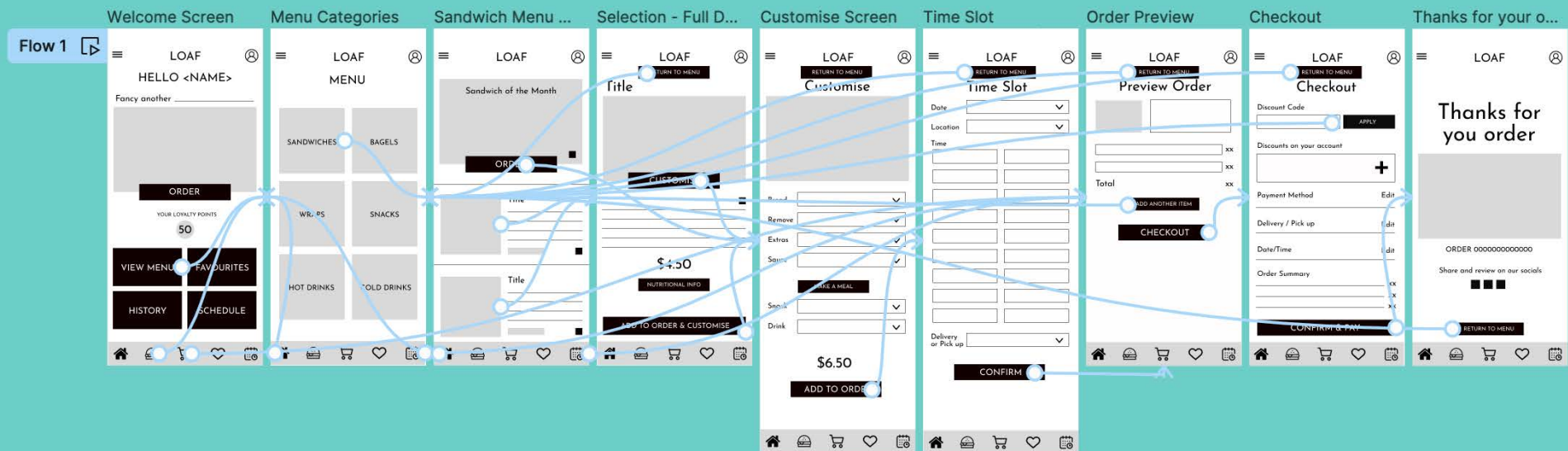
Time
selection
boxes

DIGITAL WIREFRAMES SET



LOW-FIDELITY PROTOTYPE

The digital wireframes then made up a low fidelity prototype for testing.
The primary user flow of this prototype was to select, customise and schedule a sandwich order.



USABILITY STUDY: ROUND ONE FINDINGS

Study Type: Moderated usability study **Location:** UK **Participants:** 5 **Length:** 10 minutes

Overall the users observed with the low-fidelity prototype, found the app easy to use. However they did come across some sticking points within the app and also gave suggestions to make certain elements more obvious.

1

Users need 'make a meal' option easier to understand.

2

Users need a clearer menu for the time selection, preferring a dropdown like the rest of the options on that page.

3

Users find the 'sandwich of the week' possibly an overpowering call to action, although possibly because there are no images yet.

4

Users would like to see a 'track my order' options.

5

Users think a list would be better than drop downs for customisation.

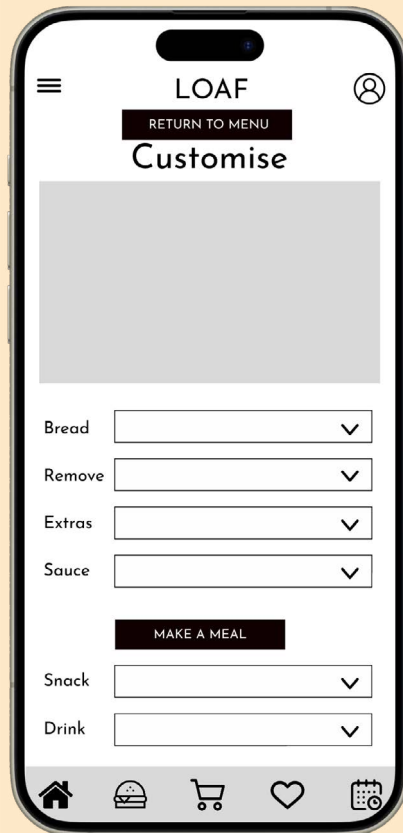
6

Users would like to see calendar dates to select from.

REFINING THE DESIGN

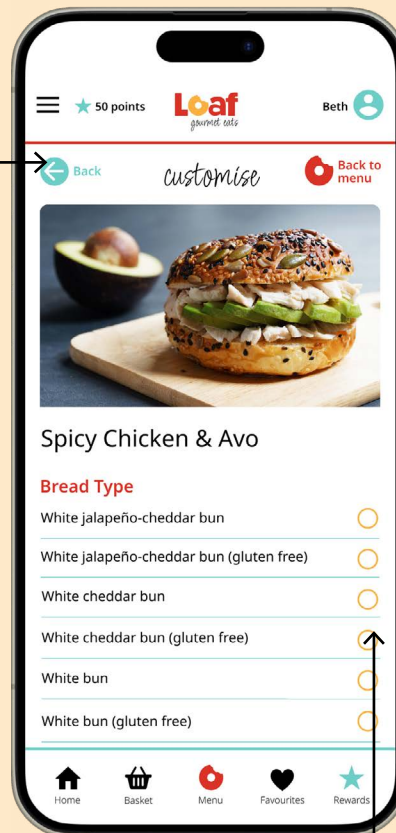


Before Usability Study

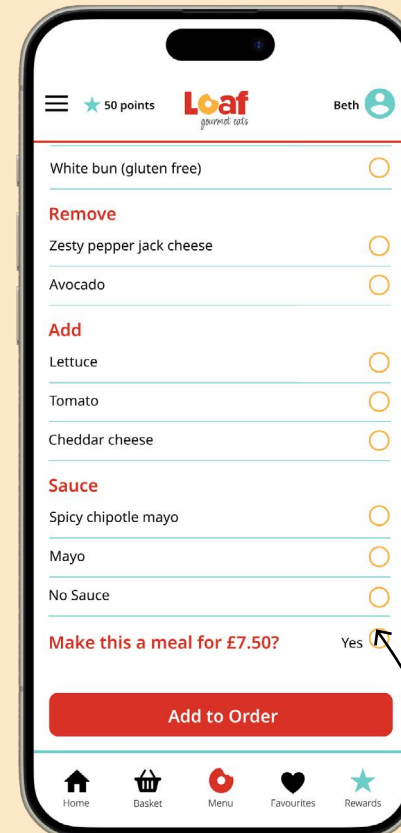


After Usability Study

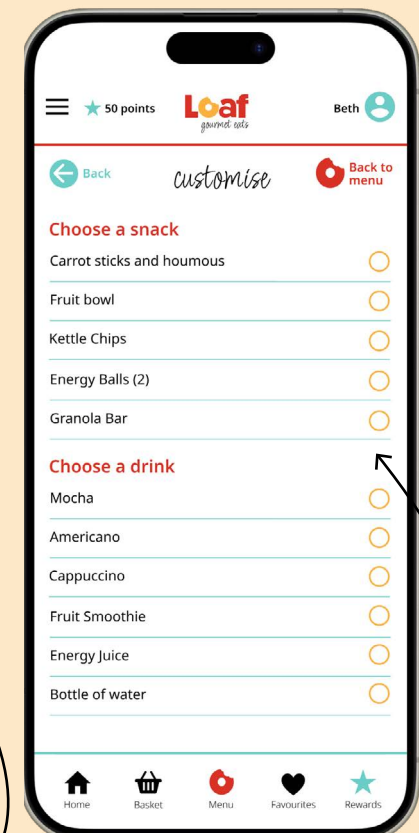
I added better navigation to the left and right handside, making it easier for users to go back a screen or back to the main menu



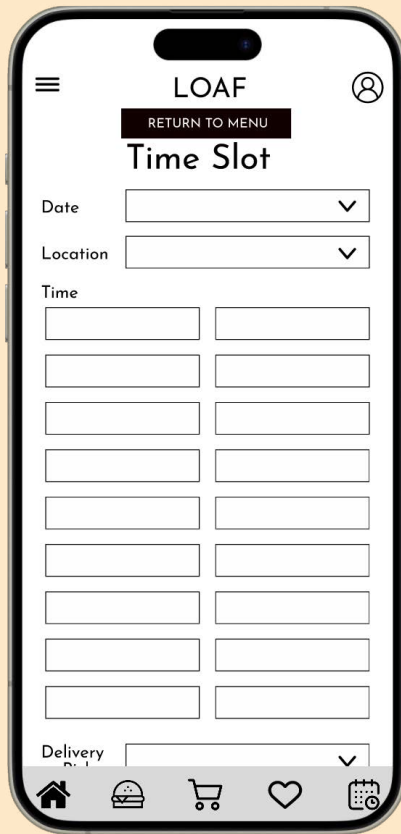
Customisation options are now displayed as a list with buttons. Users can now see the full choice of options all at once.



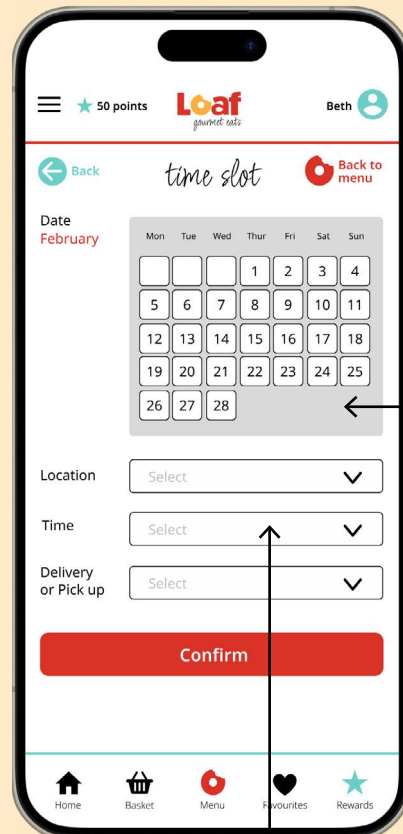
Lower down the screen there is now an option button for 'make this a meal'. Once pressed, this then takes the user to the meal options. This now makes this option easy to understand.



Before Usability Study



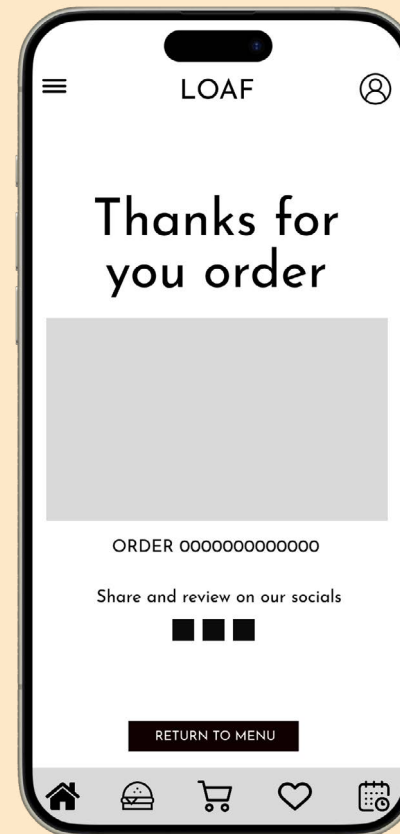
After Usability Study



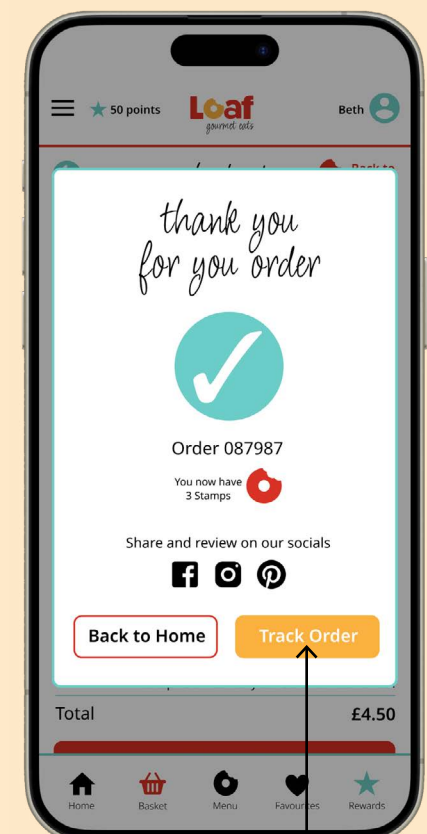
A simple Calendar was added to choose a date

Time is now a dropdown to match the rest, which makes the screen much clearer

Before Usability Study

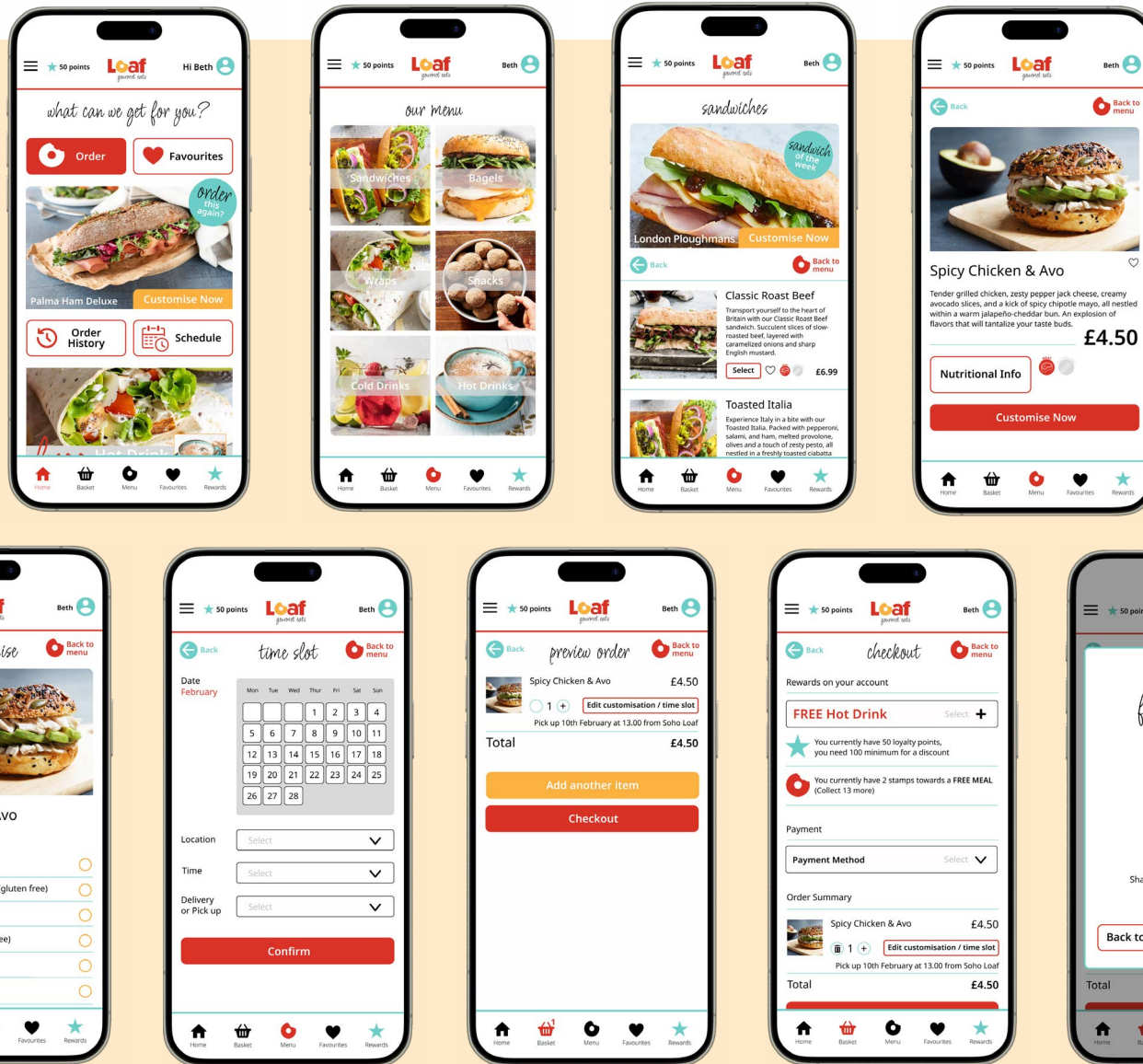


After Usability Study



Track order feature added as a call to action. This screen has also been turned into an overlay, with an icon added rather than an image.

MOCK UPS BEFORE 2ND USABILITY STUDY



USABILITY STUDY: ROUND TWO FINDINGS

Study Type: Moderated usability study **Location:** UK **Participants:** 5 **Length:** 10 minutes

Overall the users in this study found the app easy to use. However there were a few more points that they observed.

1

Users thought it wasn't clear on the home page where the main menu button was as it was displayed as 'order'.

2

Users found the sections on the payment screen weren't laid out clearly enough and thought headings needed to be bolder.

3

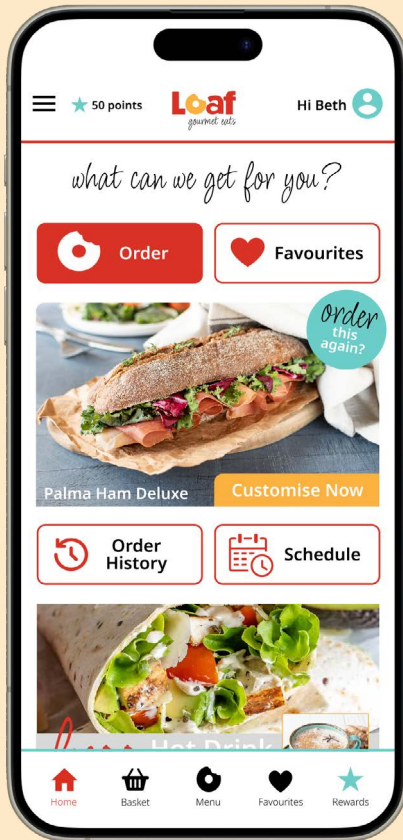
Some users were trying to click on the text to select, rather than the button on the customisation screen.

The button design needs tweeking to select the whole area of the option instead.

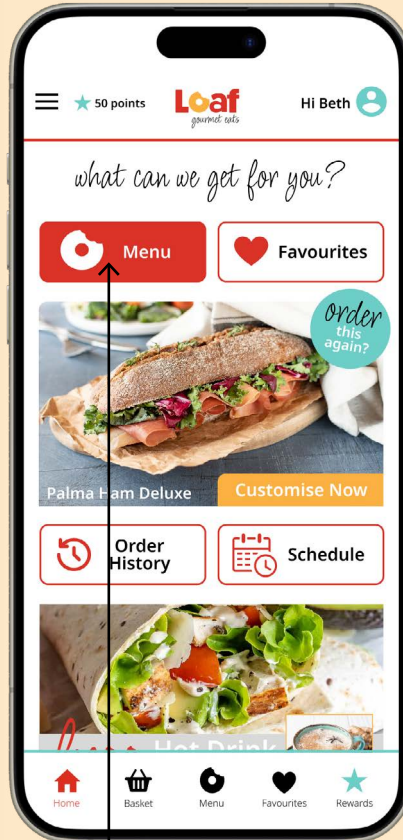
4

Users thought the nutritional icons needed to be bolder and also more obvious to what they were without the text. They also thought colour banding on the nutritional information would help it look clearer.

Before Usability Study

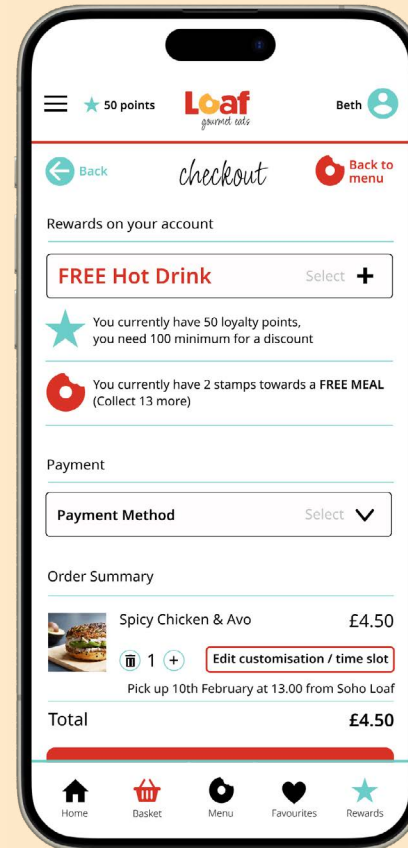


After Usability Study

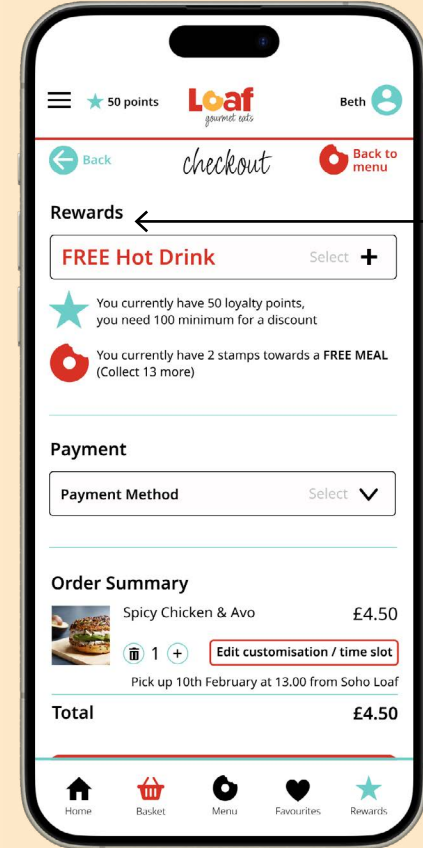


Text changed back to 'menu' by user request.
I changed it to 'order' thinking it would be better
in the early mock-up stage

Before Usability Study

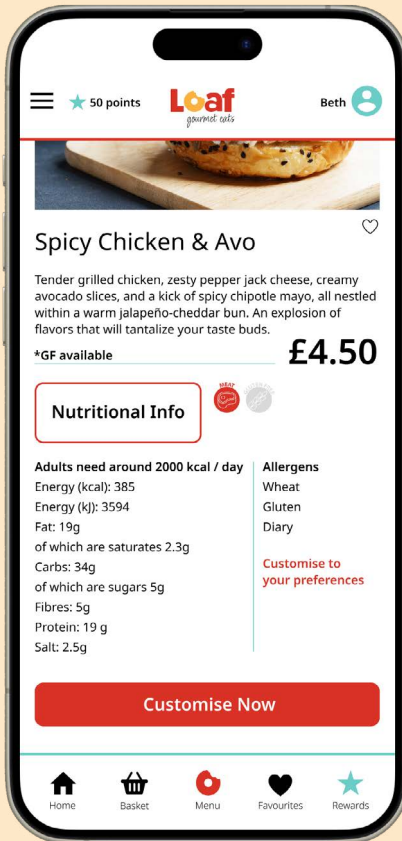


After Usability Study

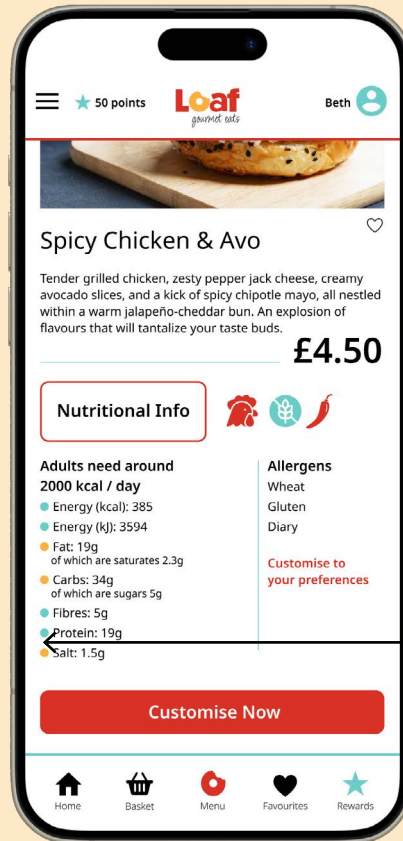


Bolder
headings
to define
the sections
more clearly

Before Usability Study

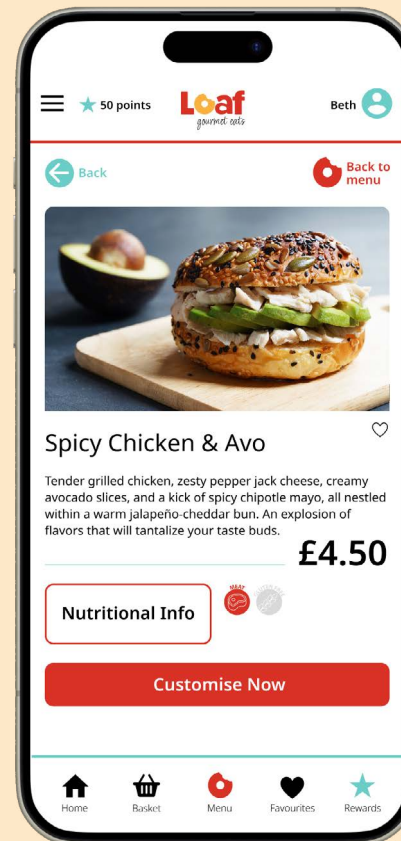


After Usability Study

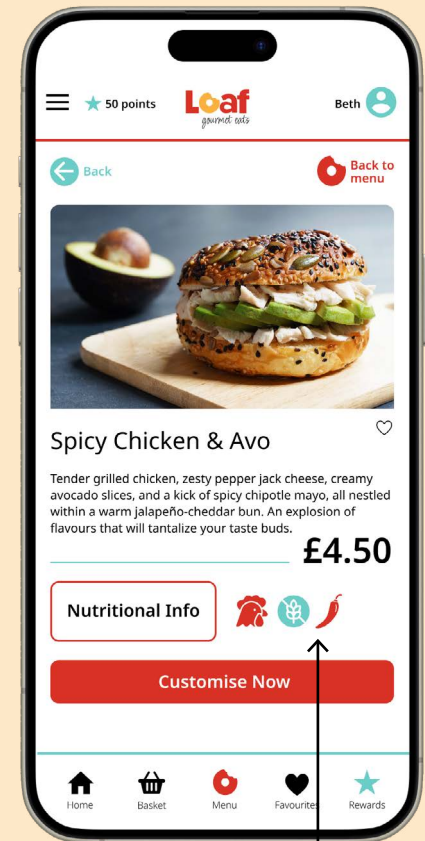


Blue
Yellow
and Red
coding on
nutrition
values

Before Usability Study



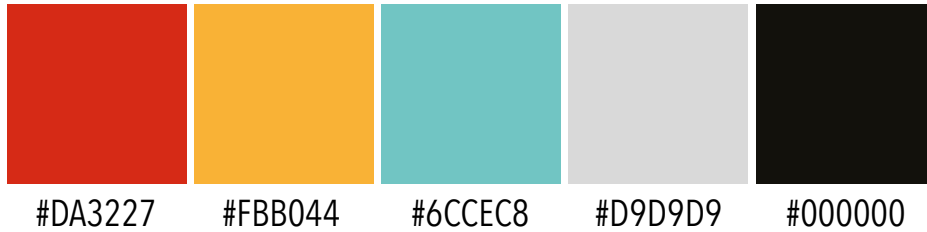
After Usability Study



Re-designed icons and resized on screen to make them more obvious to the user

STYLE GUIDE

Colour Palette



Typography

licorice

Noto Sans Regular

Noto Sans Semi Bold

Noto Sans Extra Bold

Flashes



Icons

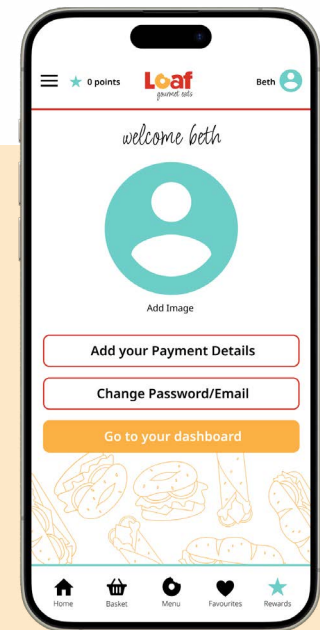
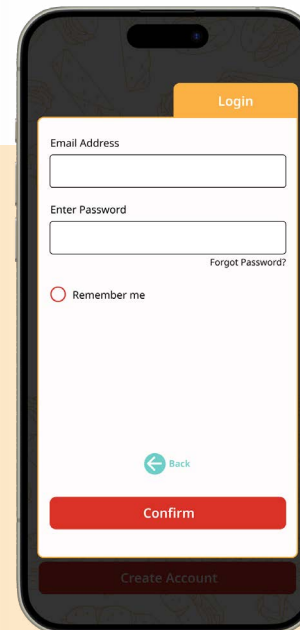
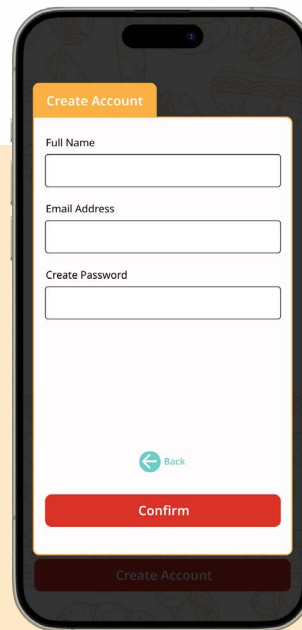
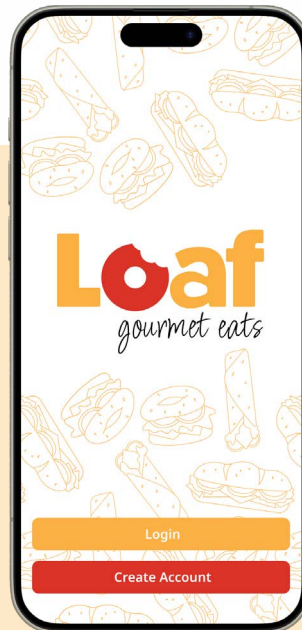


Buttons

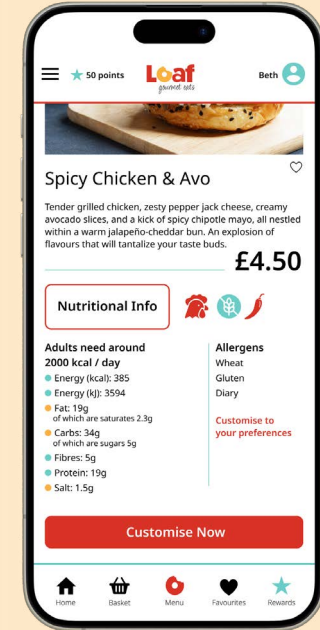
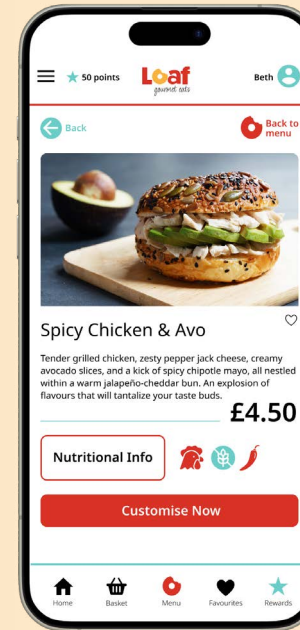
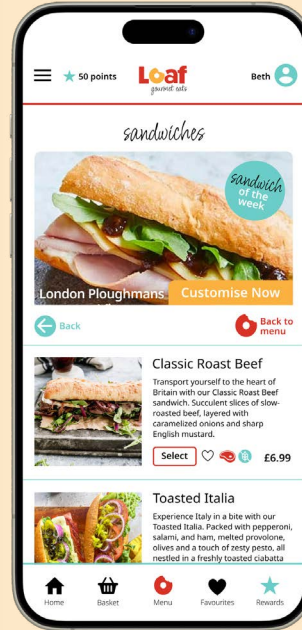
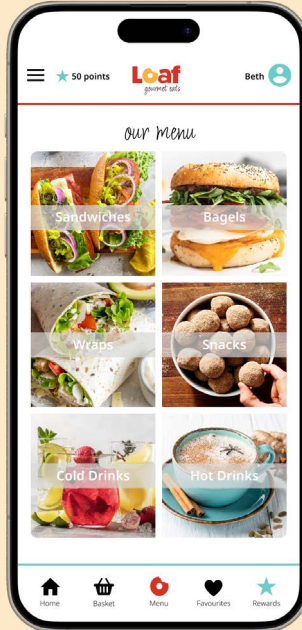
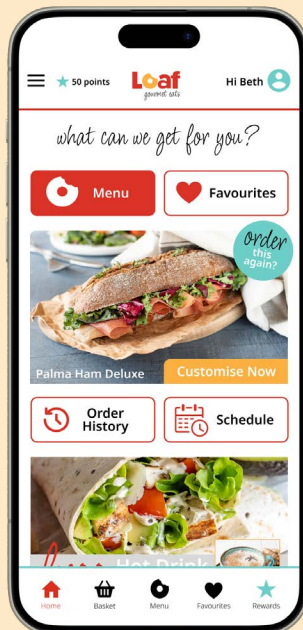


HIGH-FIDELITY PROTOTYPE

Onboarding Logins Profile

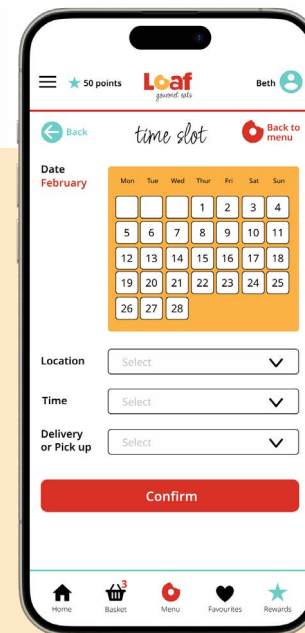
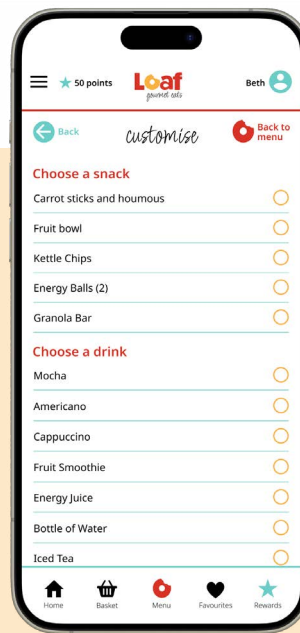
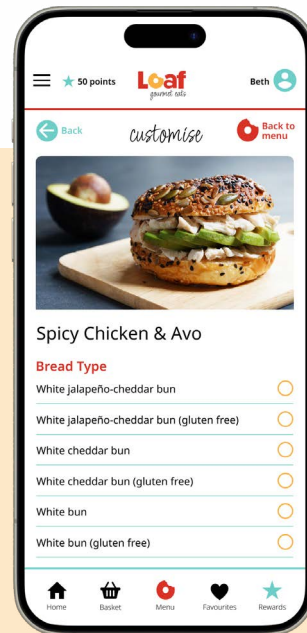


Home Menu Selection Nutrition

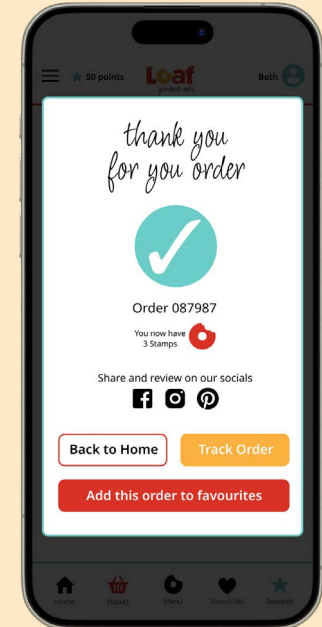
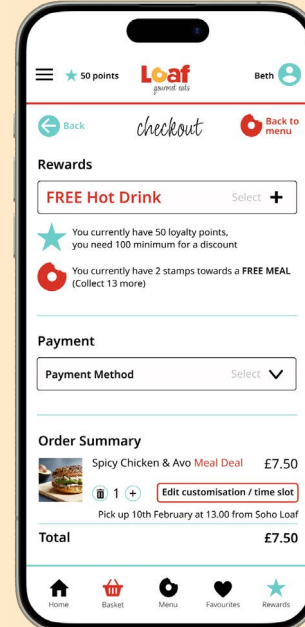
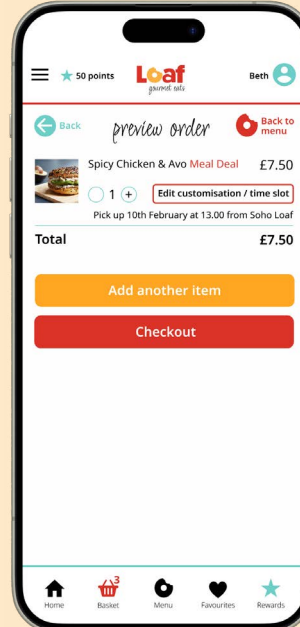
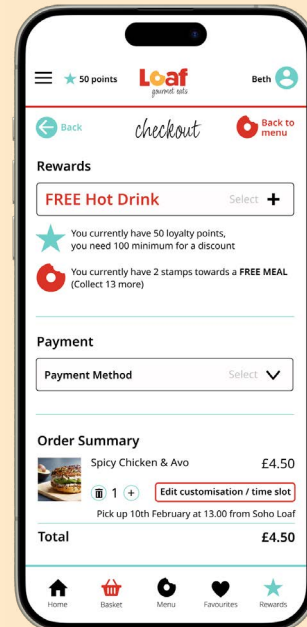
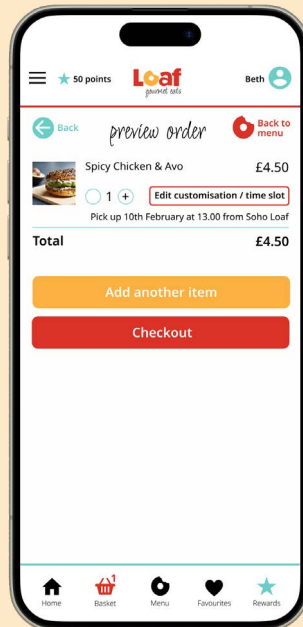


HIGH-FIDELITY PROTOTYPE

Customisation Time Slot

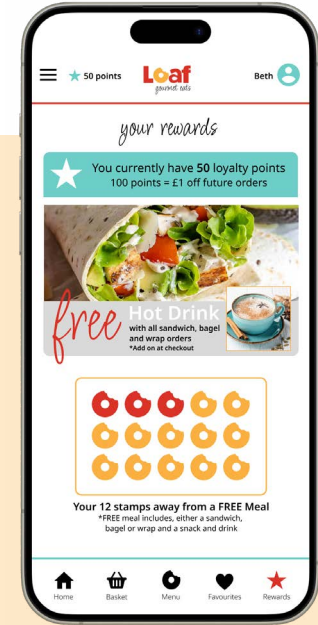
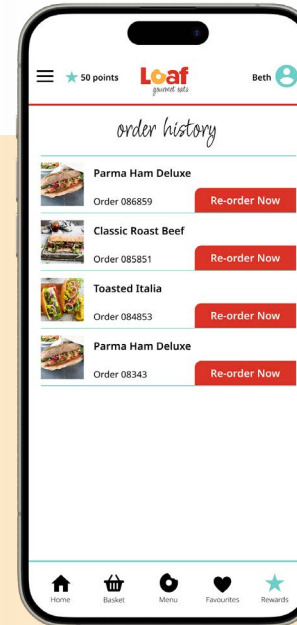
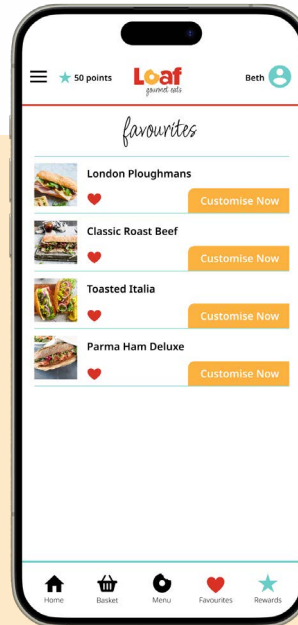
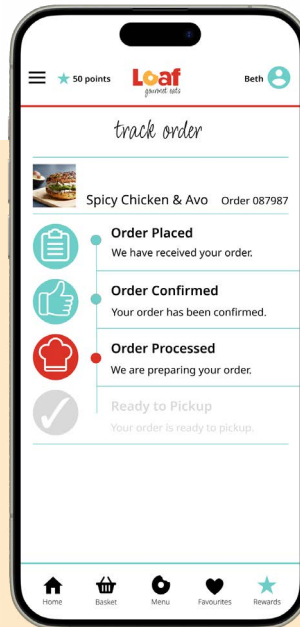


Preview Payment Confirmation

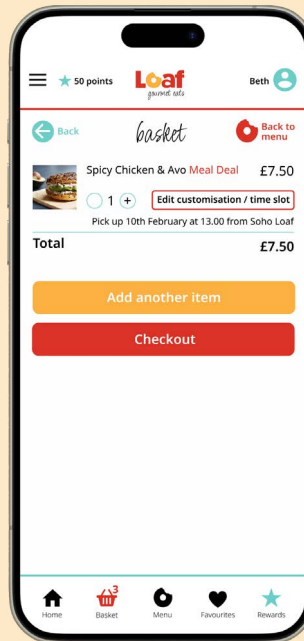
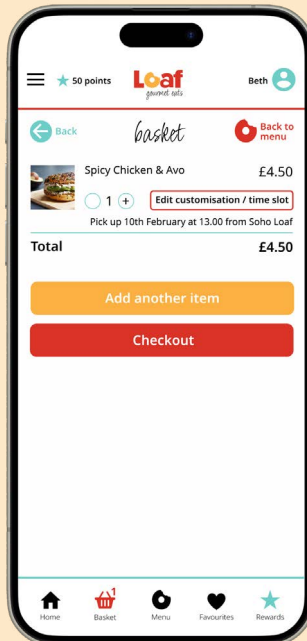


HIGH-FIDELITY PROTOTYPE

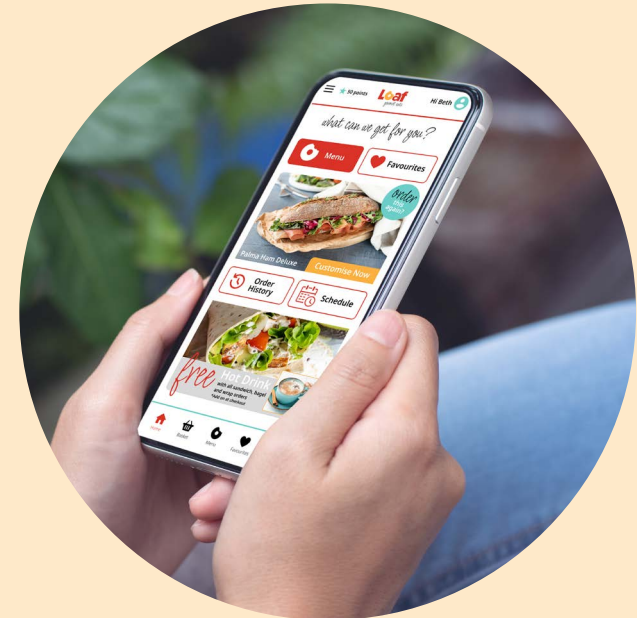
Track
Favourites
Order History
Rewards



Baskets



CLICK HERE
to view the
high-fidelity
prototype



ACCESSIBILITY CONSIDERATIONS

1

Using text hierarchy so users can distinguish the different sections.

2

Using a clear typeface for the majority of the text to make it easy for the user to read and navigate.

3

Possibly adding in a search tool, so users can speak into it rather than have to type.

**GOING
FORWARD**



TAKEAWAYS

IMPACT:

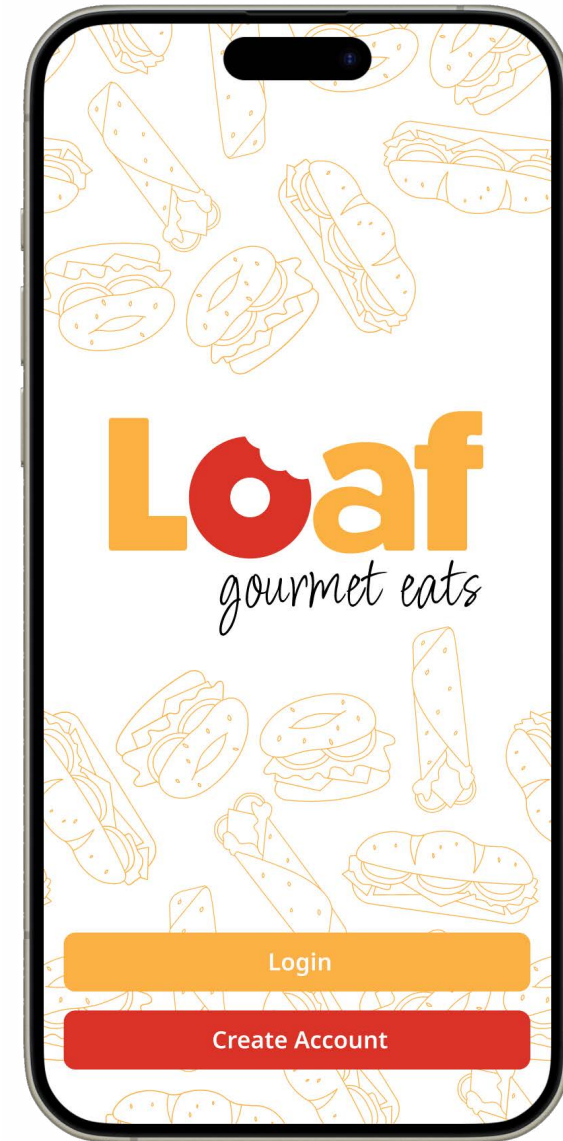
The Loaf Gourmet Eats App allows users to easily choose, customise and schedule their food orders to a time that suits them. They also have quick reorder options and favourites, plus the chance to earn rewards.

The app is ideal for anyone who is short on time and requires a nutritious lunch based on their preferences.

'Beautifully designed and easy to use, the imagery is making me hungry, an app I would definitely use' Quote from a study participant

WHAT I HAVE LEARNT:

While designing this app, I realised how important it is to prioritise the user in every aspect of the design. Each user is unique and usability tests highlight this a lot, everyone sees things differently and are drawn to different things. Useability and feedback is crucial for continuous improvement.



NEXT STEPS

1

Would be to launch the app and periodically test how users get on with using it. This would also be on a wider scale for testing, so more insights would be gained into how users perceive it.

2

Possibly add new features based on new insights.

3

Make it more accessible to a wider audience.

THANK YOU FOR VIEWING THIS CASE STUDY



GET IN TOUCH

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