

Loaf

gourmet eats

UX/UI CASE STUDY
WEBSITE



PROJECT OVERVIEW



The Loaf Gourmet Eats website is a convenient way to order your lunch. The aim of the website is for customers to be able to schedule an order for a specific time, for collection or delivery. Initial user research is based on the same principles as the app design, I carried out further usability studies with the website to iterate on.

PROJECT DURATION:

February 2024 - March 2024

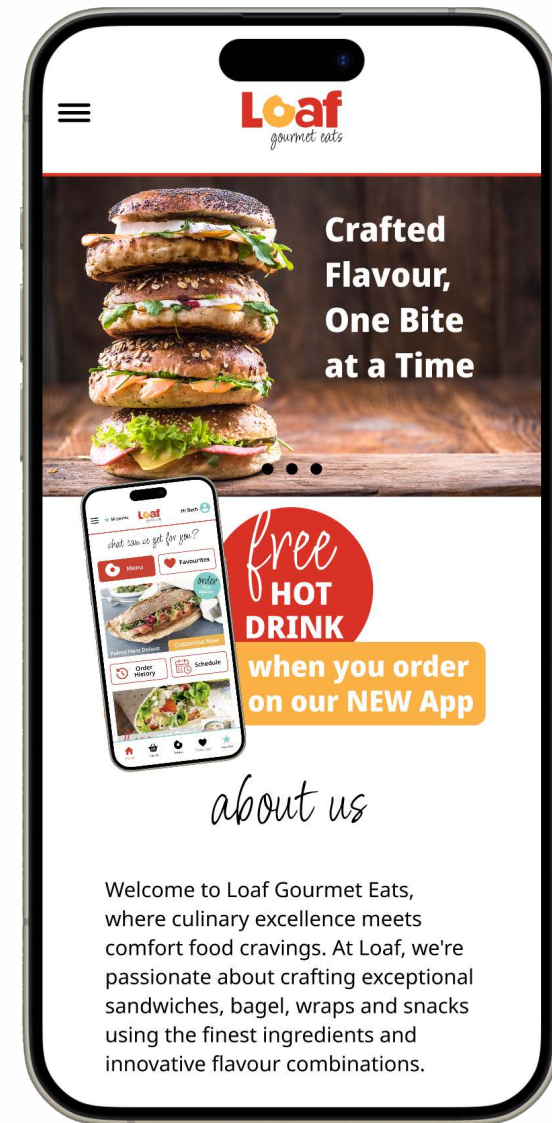
MY ROLE:

UI/UX Graphic designer

RESPONSIBILITIES:

Paper and digital wireframing, low and high-fidelity prototyping, iterating on designs.

SOFTWARE:



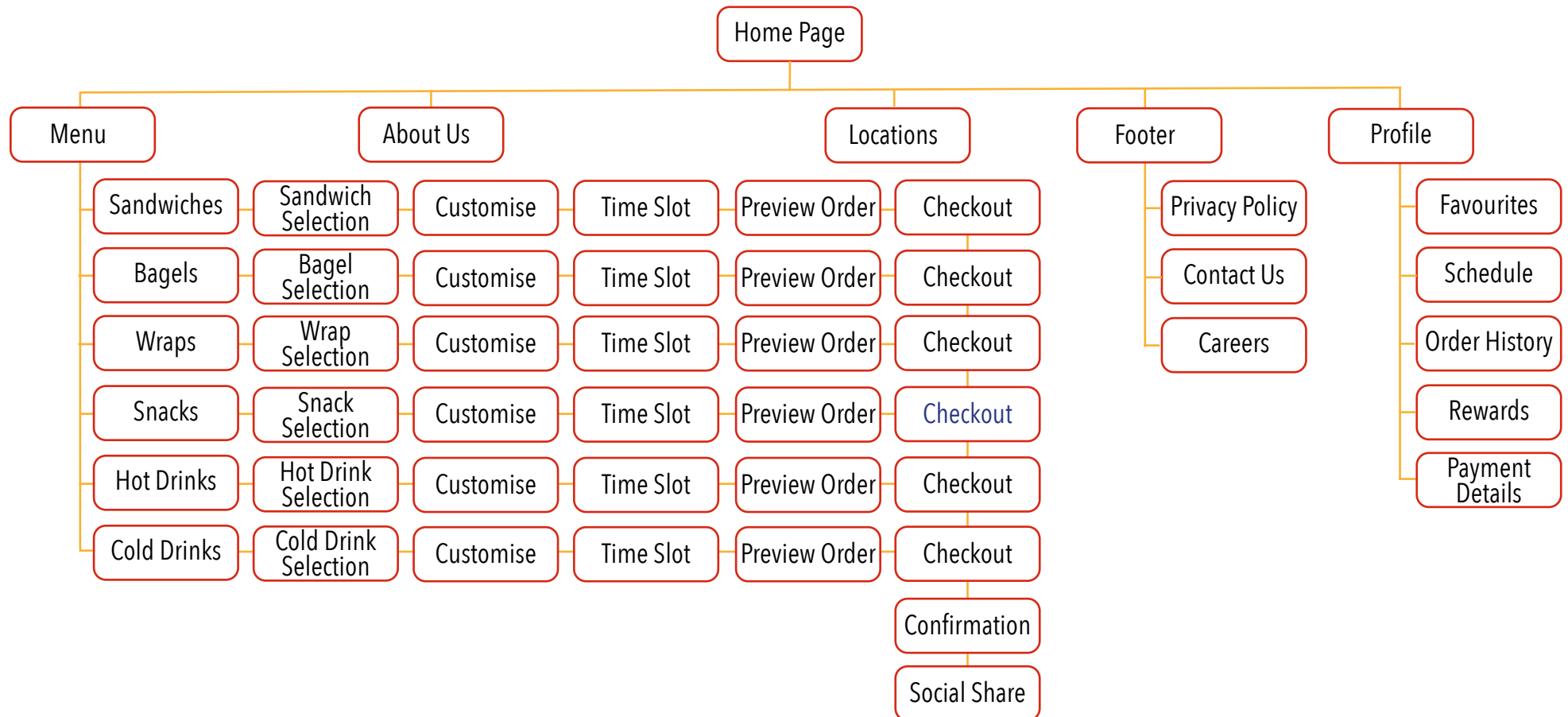
STARTING THE DESIGN



INFORMATION ARCHITECTURE

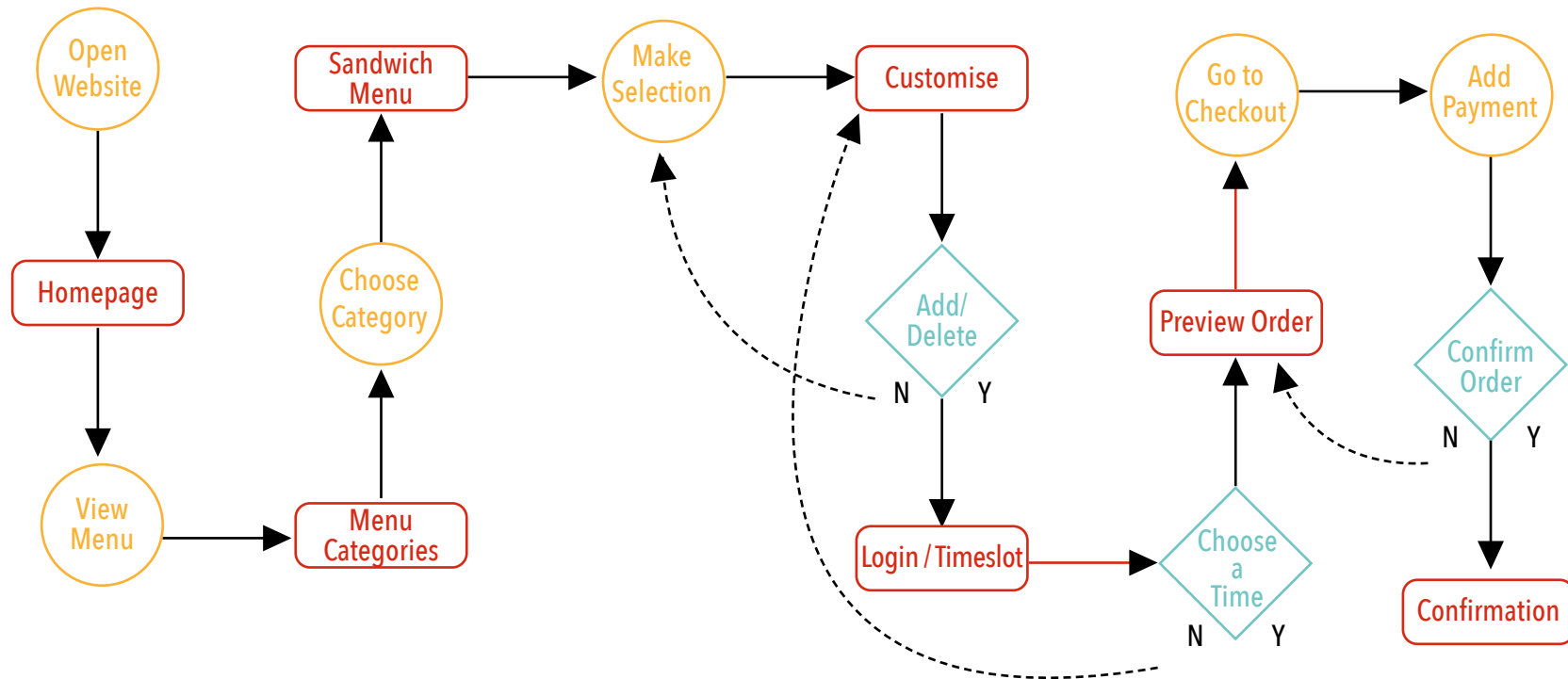
I chose to go with a combination of a hierarchical and sequential structure for the website.

I think sequential works well for the process of placing an order and is an easy format for the user as a step by step process.



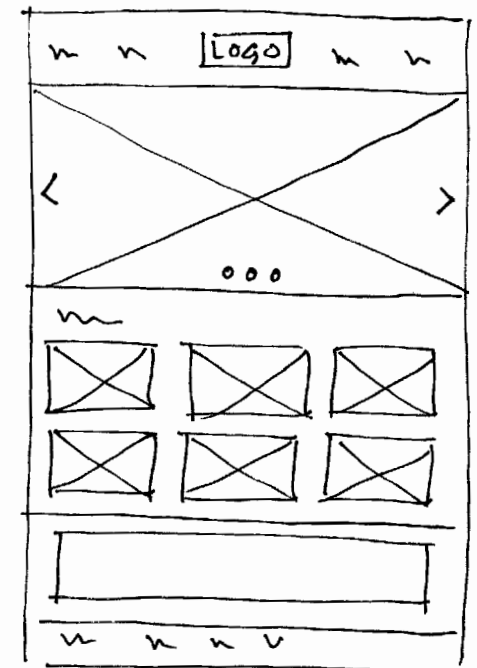
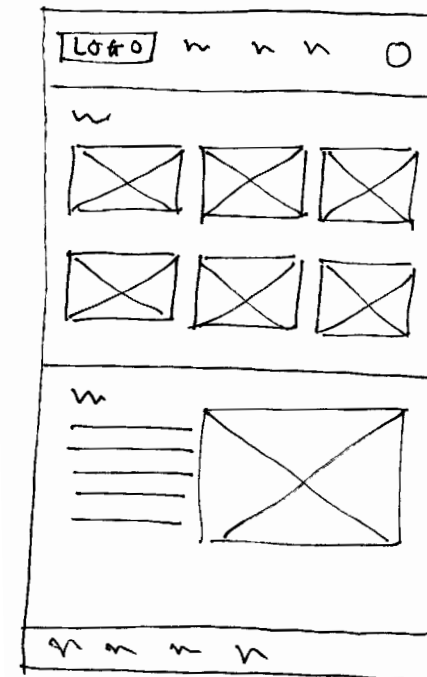
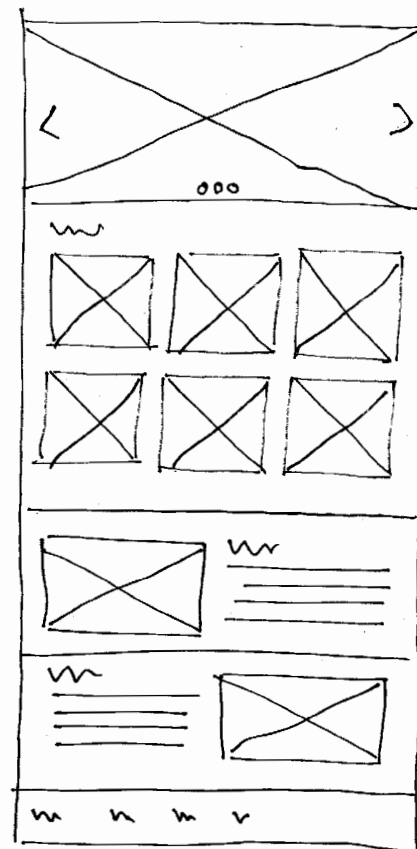
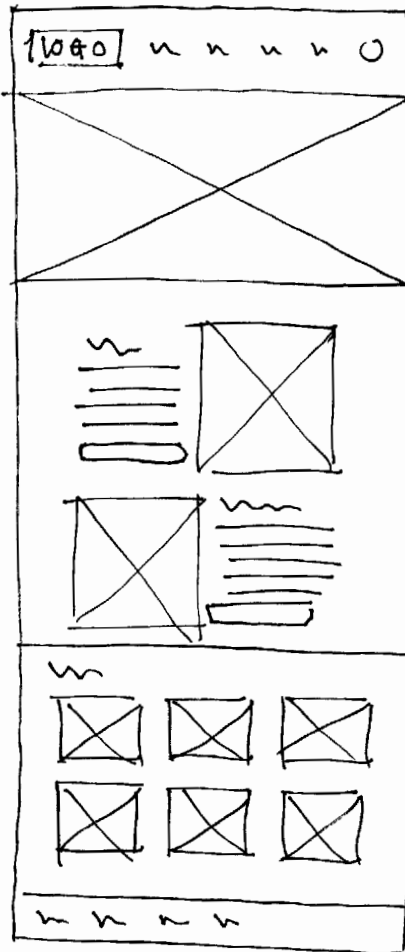
USER JOURNEY

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



PAPER WIREFRAMES

I started putting pen to paper and drew up paper wireframes for all the website pages with different layout options for each screen. The images below show the wireframe ideas for the homepage.

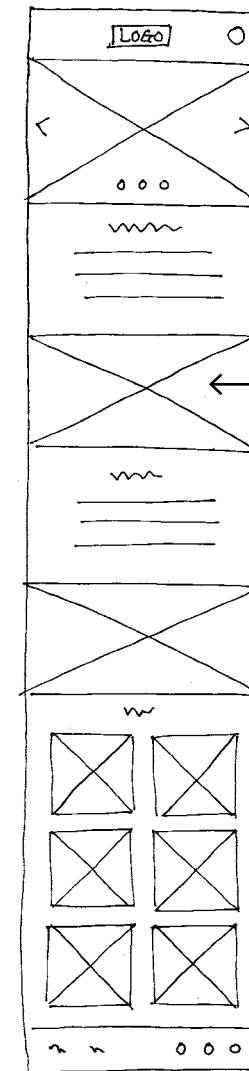
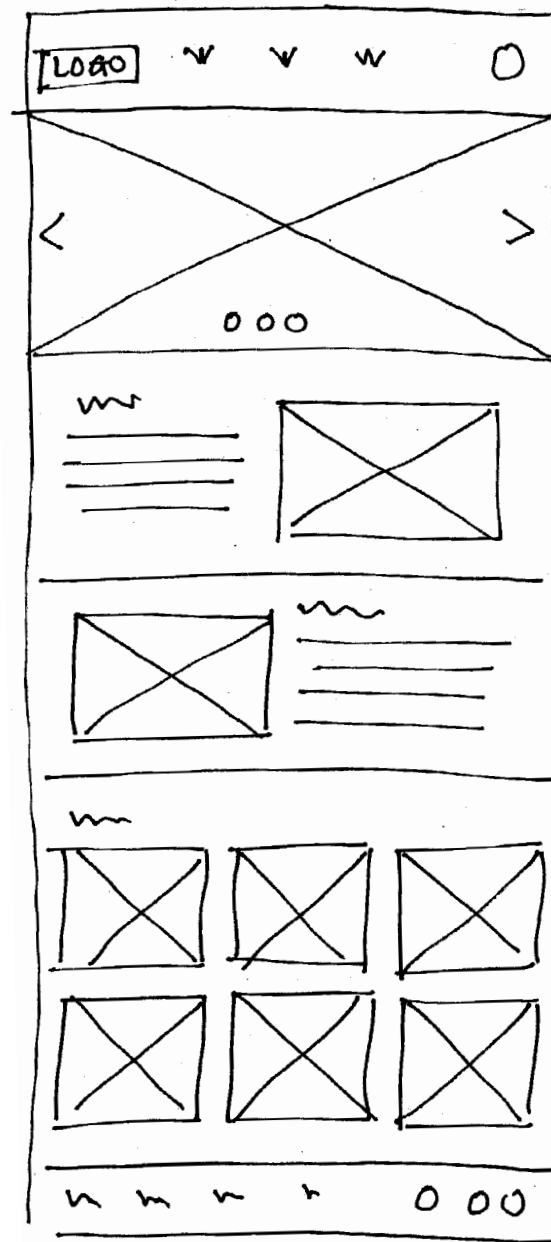


PAPER WIREFRAMES

I then combined the favoured parts of my sketches to make one final wireframe for each page.

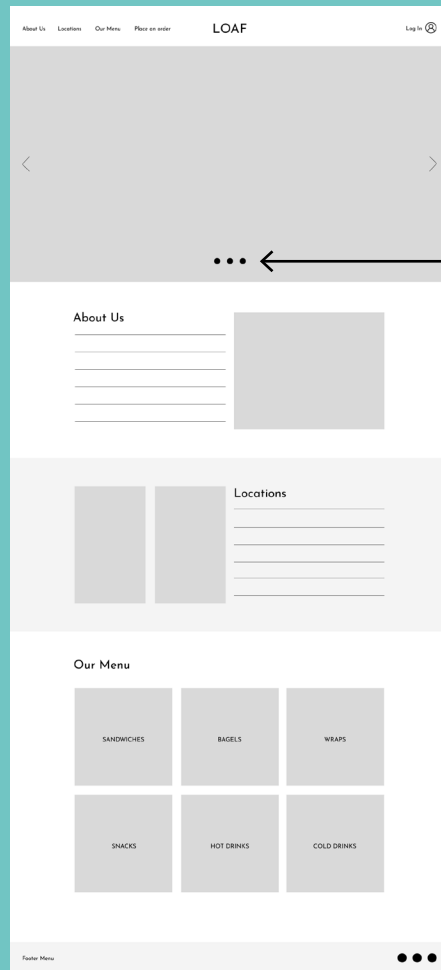
This example shows the homepage with a big hero image at the top and the rest of the info flowing below, before it comes to the menu at the bottom.

I also drew up wireframes for a mobile version of the website to make sure the site would be fully responsive.

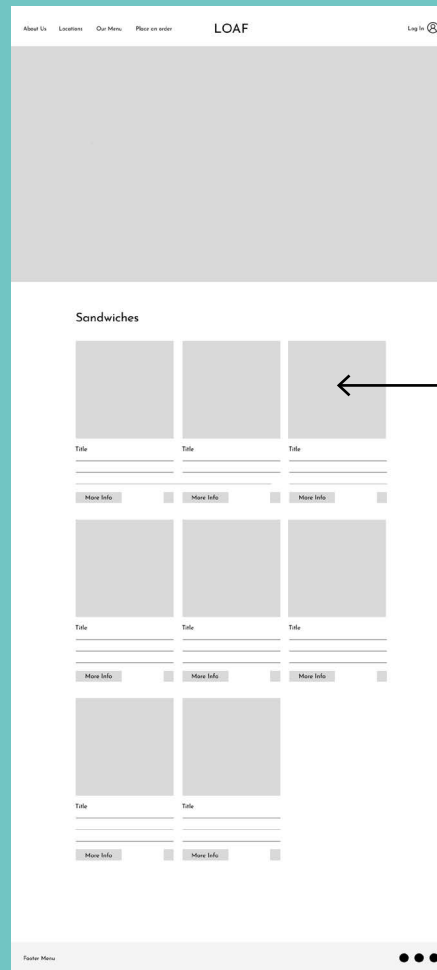


Responsive
layout of the
homepage

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

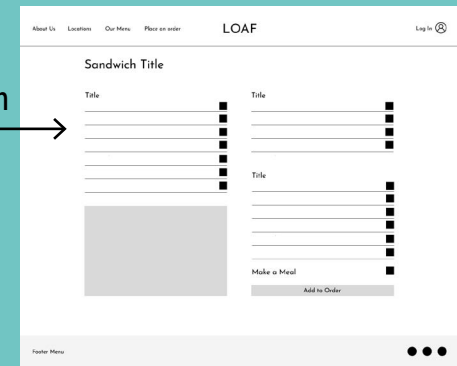


Homepage
Hero image
would change
to show
different offers

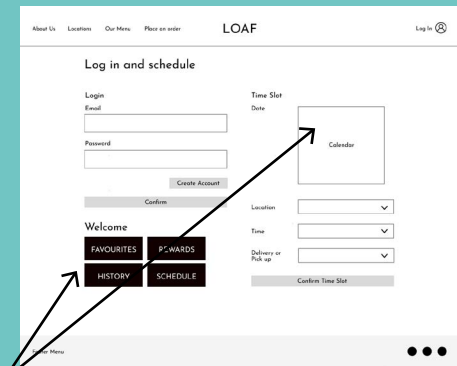


Clear menu options

Simple
Customisation

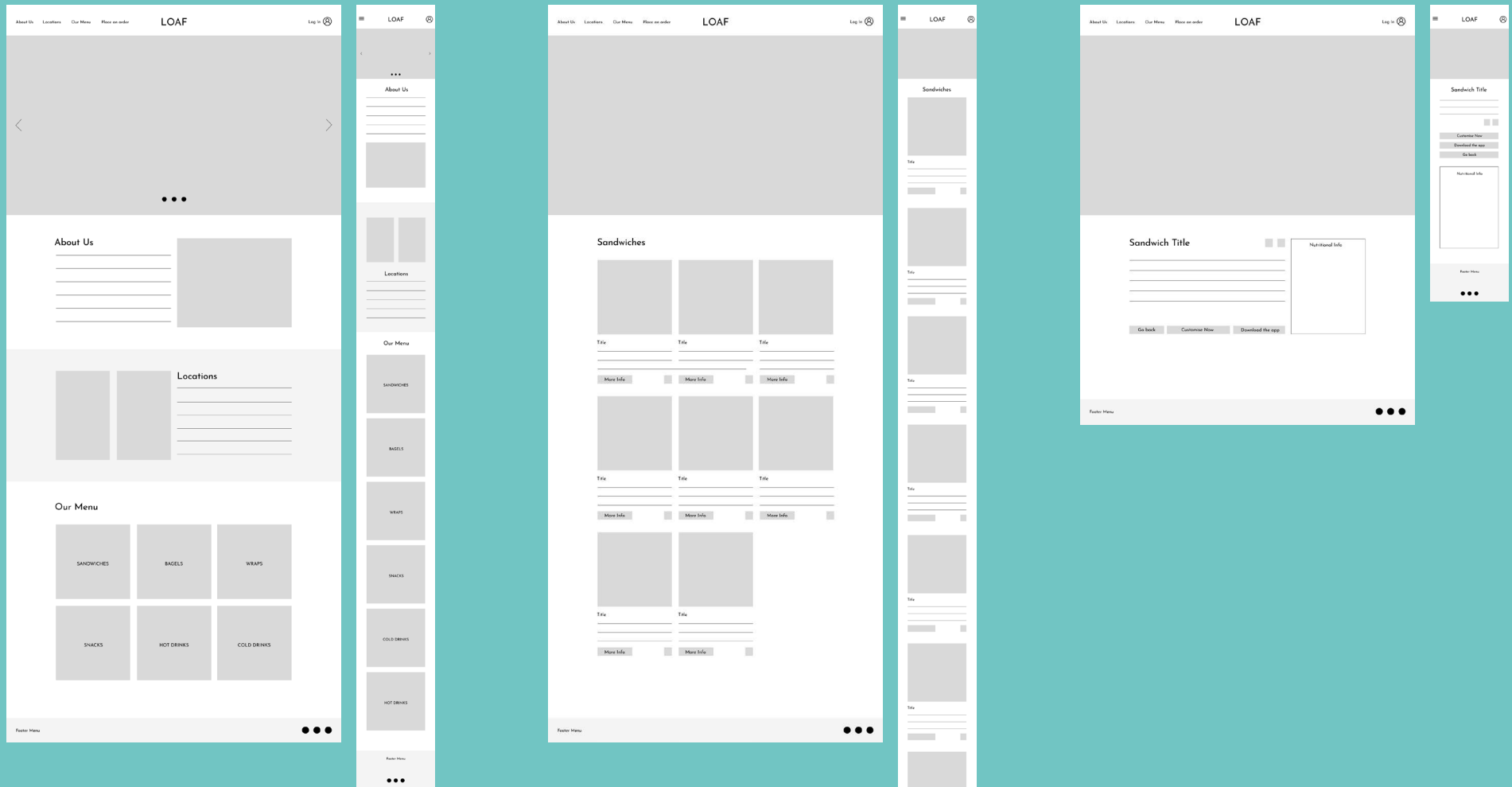


Schedule
Options
and access to
rewards and favourites



DIGITAL WIREFRAMES SET

I then moved on to different screen sizes to make sure the website would be fully responsive. Here are a few of the screens.



LOW-FIDELITY PROTOTYPE



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 website easy to navigate, but there were some insights for improvement.

1

Users felt that a menu was needed on the selection and customisation pages for them to go back to the other categories.

2

Users felt the 'more info' button on the sandwich selection page, needed to be swapped to 'order'.

3

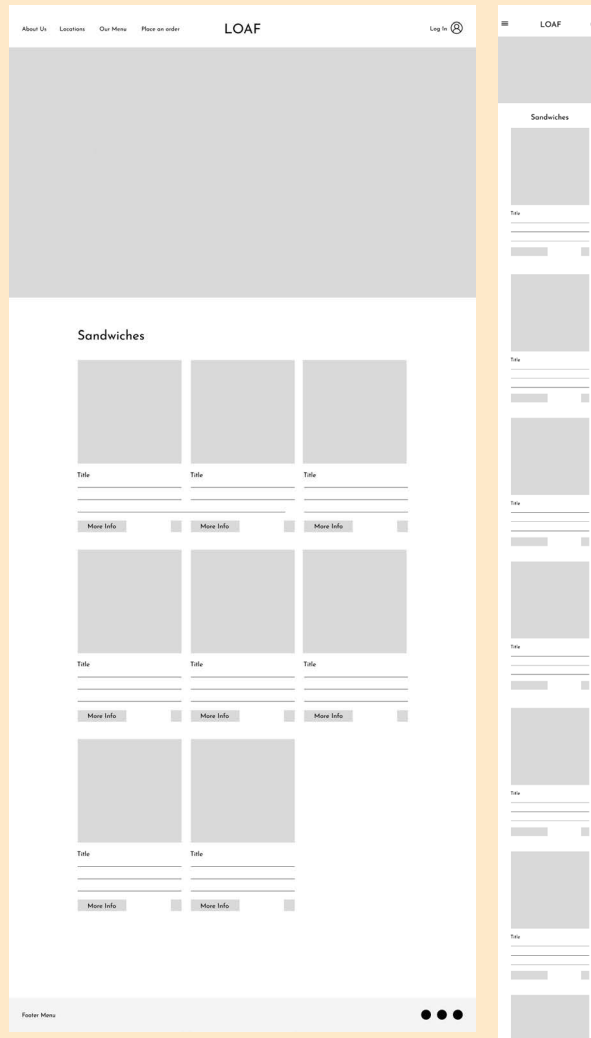
Users felt it was lacking in back buttons on login and checkout pages.

REFINING THE DESIGN

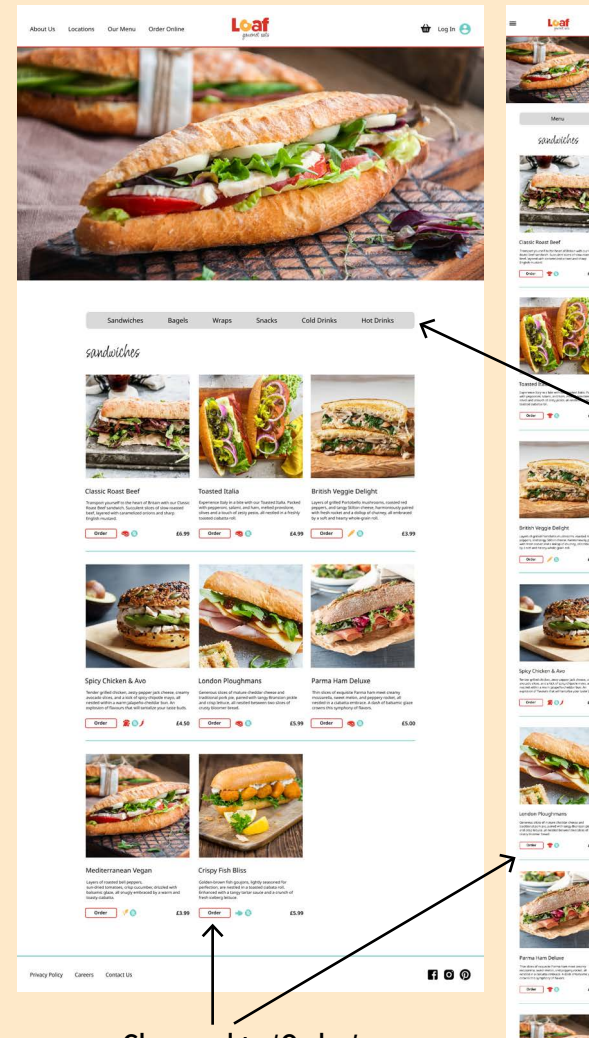


Based on the insights obtained from the usability study I updated my digital wireframes and then went on to create the mock ups.

Before Usability Study



After Usability Study



Menu added on selection screens

Changed to 'Order'

Before Usability Study

The mockup shows a mobile app interface for 'LOAF'. The top navigation bar includes 'About Us', 'Locations', 'Our Menu', 'Place an order', and a 'Log in' button. The main screen is titled 'Log in and schedule'. It features a login section with fields for 'Email' and 'Password', a 'Create Account' button, and a 'Confirm' button. Below this is a 'Welcome' section with buttons for 'FAVOURITES', 'REWARDS', 'HISTORY', and 'SCHEDULE'. To the right, there is a 'Time Slot' section with a 'Date' field, a 'Calendar' view, and a 'Confirm Time Slot' button. The bottom of the screen has a 'Footer Menu' with three dots.

After Usability Study

The mockup shows the same mobile app interface after usability study changes. The top navigation bar now includes 'About Us', 'Locations', 'Our Menu', 'Order Online', and a 'Hi Beth' user profile. The main screen is titled 'please login and schedule your order'. It features a login section with fields for 'Email Address' and 'Enter Password', a 'Remember me' checkbox, and a 'Confirm' button. Below this is a 'welcome beth' section with buttons for 'Favourites', 'Rewards', 'Order History', and 'Schedule'. To the right, there is a 'Choose a time slot for your order' section with a 'Date' field, a 'Calendar' view, and a 'Confirm Time Slot' button. The bottom of the screen has a 'Footer Menu' with three dots. A black arrow points from the 'Back' button in the top right corner to the 'Confirm Time Slot' button, indicating a new navigation path.

Back buttons added

The mockup shows a mobile app interface for 'LOAF'. The top navigation bar includes 'About Us', 'Locations', 'Our Menu', 'Place an order', and a 'Log in' button. The main screen is titled 'Title'. It features a 'Rewards' section with a 'Free Item' dropdown, a 'Choose option' dropdown, and a 'Confirm and Pay' button. Below this is a 'Payment' section with a 'Choose option' dropdown. To the right, there is a 'Summary' section with a 'Title' field, a 'Date and Time of pick up or delivery' field, and a 'Confirm and Pay' button. The bottom of the screen has a 'Footer Menu' with three dots.

The mockup shows the same mobile app interface after usability study changes. The top navigation bar now includes 'About Us', 'Locations', 'Our Menu', 'Order Online', and a 'Hi Beth' user profile. The main screen is titled 'checkout'. It features a 'Rewards' section with a 'FREE Hot Drink' button, a 'Choose option' dropdown, and a 'Confirm and Pay' button. Below this is a 'Payment' section with a 'Choose option' dropdown. To the right, there is an 'Order Summary' section with a 'Total' of £4.50 and a 'Confirm and Pay' button. The bottom of the screen has a 'Footer Menu' with three dots. A black arrow points from the 'Back' button in the top right corner to the 'Confirm and Pay' button, indicating a new navigation path.

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 website easy to use and understand. They thought the process of ordering a sandwich was straight forward and no issues. However there were a few more points that they observed.

1

Users thought there was a little too much text without any space, and would prefer to see paragraphs.

2

Users felt that for them to be encouraged to download the NEW app that is shown throughout the site, they would need an incentive to do so.

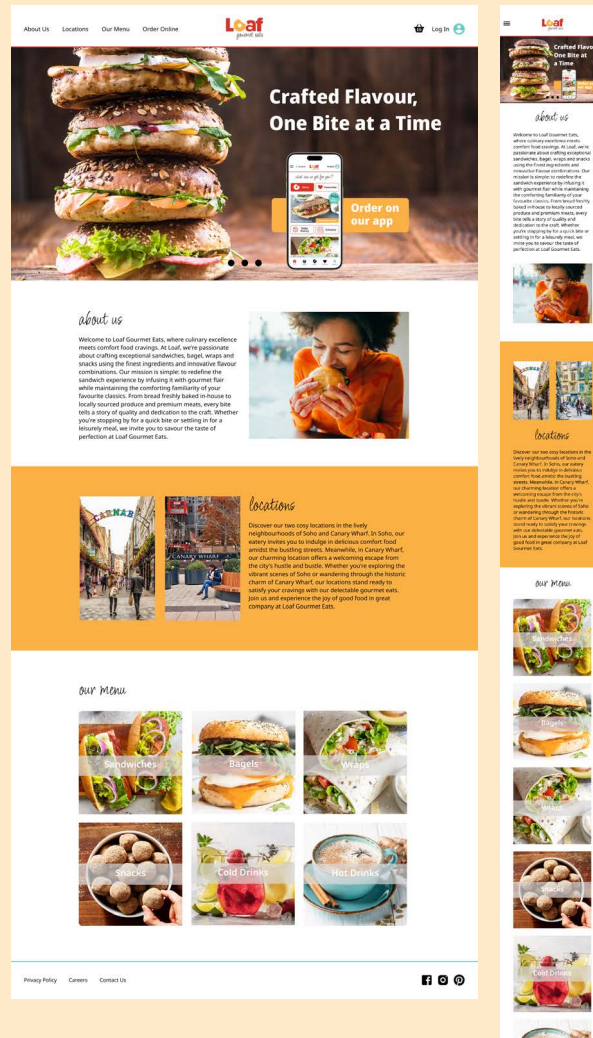
3

Users would prefer to see an actual button on the 'download the app' page rather than just text.

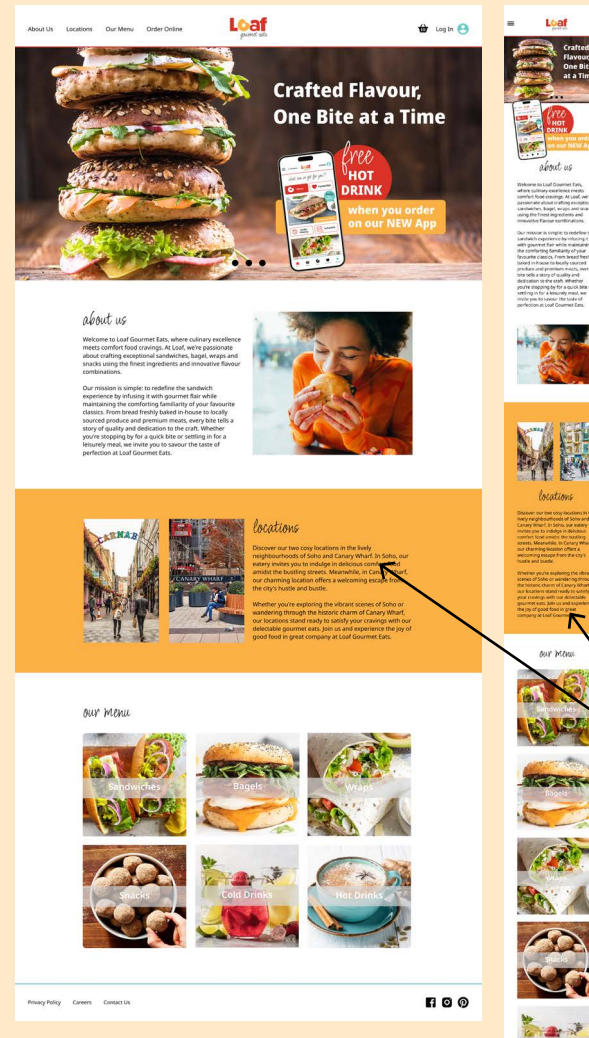
4

Users observed did seem to want to press the text title on menu items instead of the button or image.

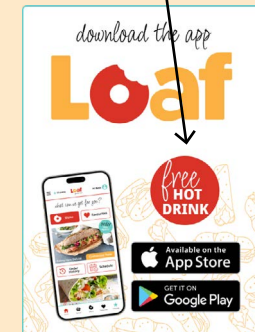
Before Usability Study



After Usability Study

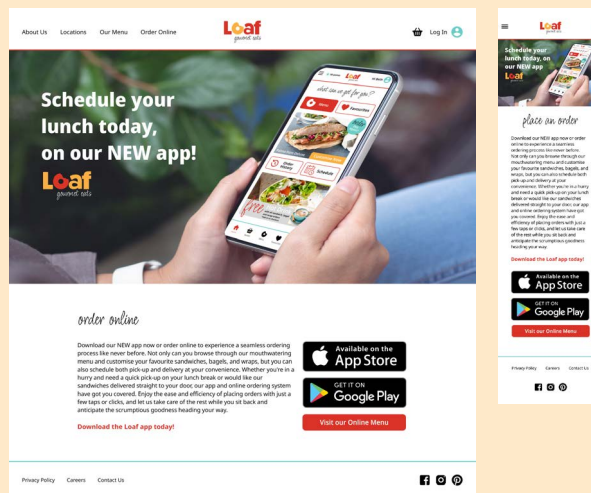


Offer incorporated into download overlay

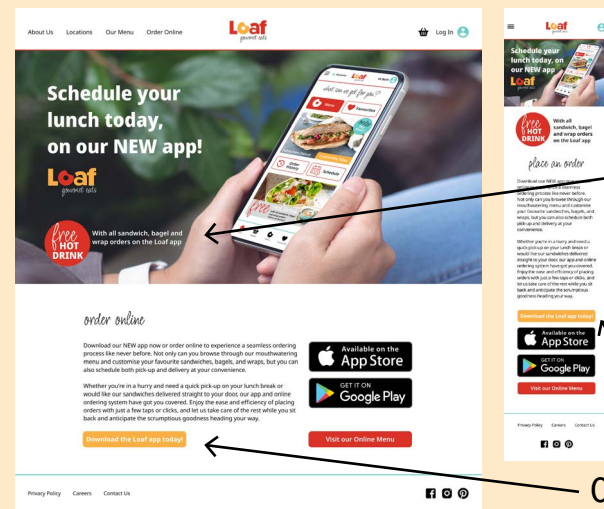


Text split into paragraphs for easier reading

Before Usability Study

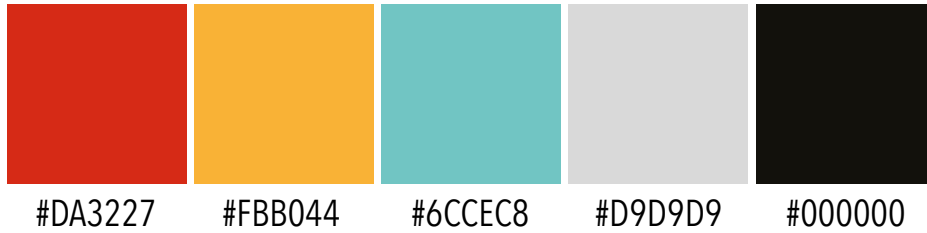


After Usability Study



STYLE GUIDE

Colour Palette



Typography

licorice

Noto Sans Regular

Noto Sans Semi Bold

Noto Sans Extra Bold

Icons

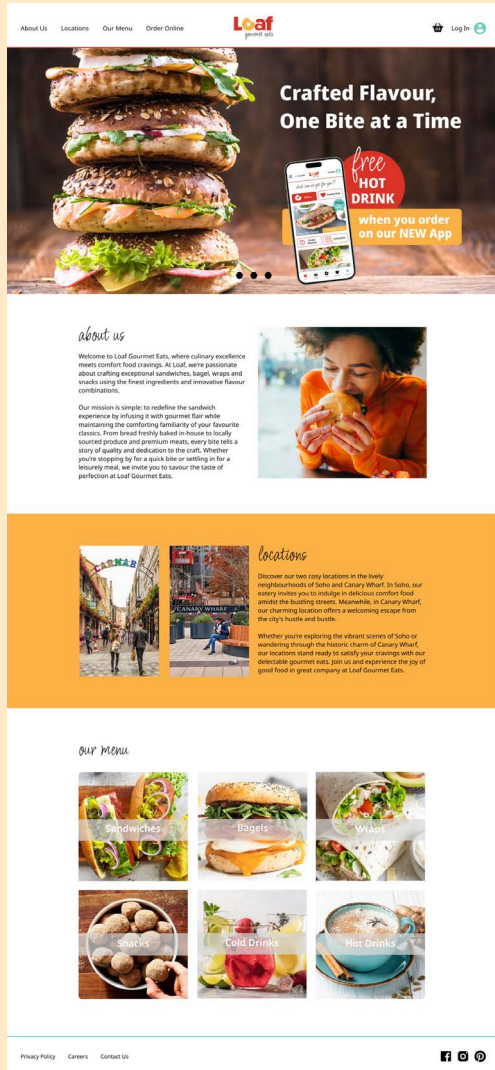


Buttons

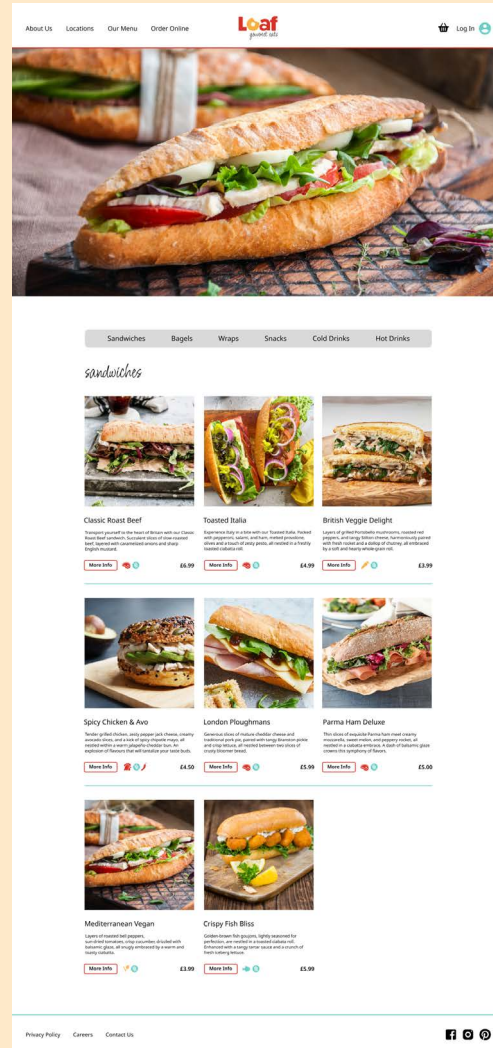


HIGH-FIDELITY PROTOTYPE

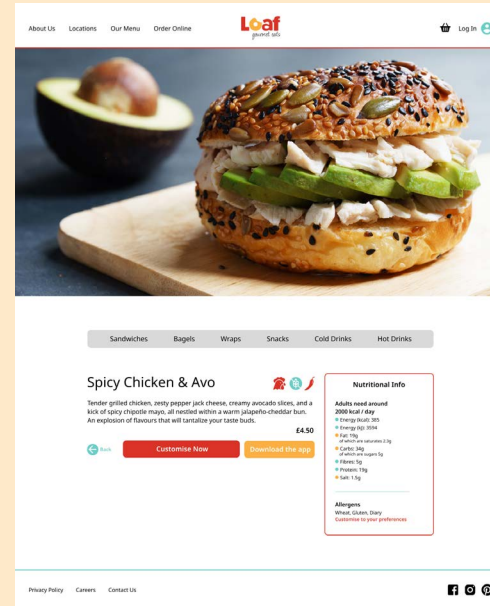
Home Page



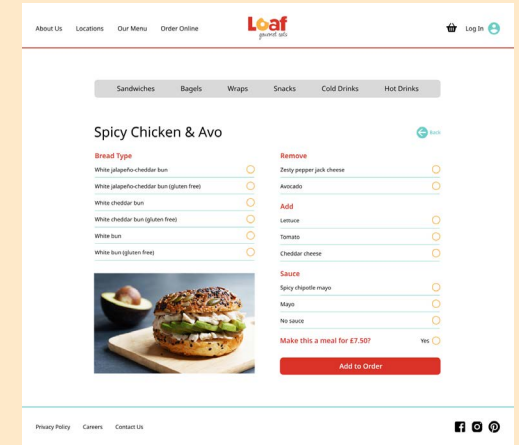
Sandwich Menu



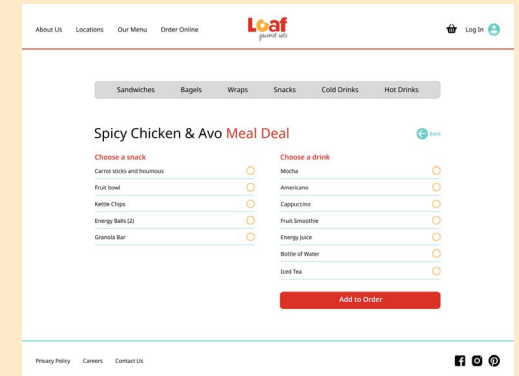
Sandwich Selection



Customisation

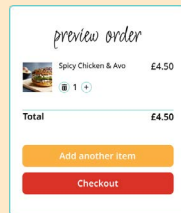


Meal Deal Customisation

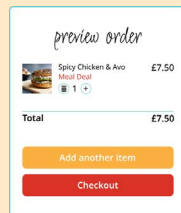


HIGH-FIDELITY PROTOTYPE

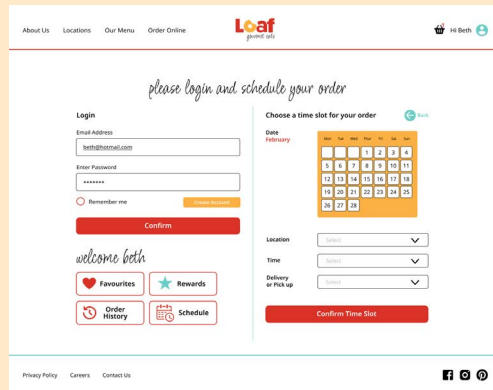
Preview Overlay



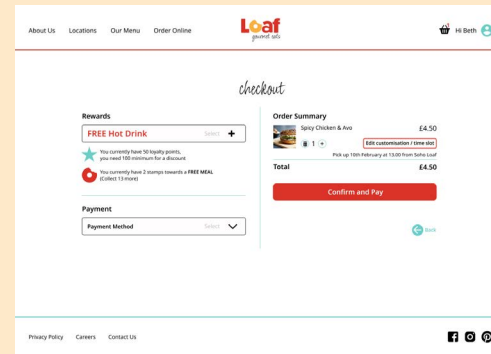
Meal Deal Preview Overlay



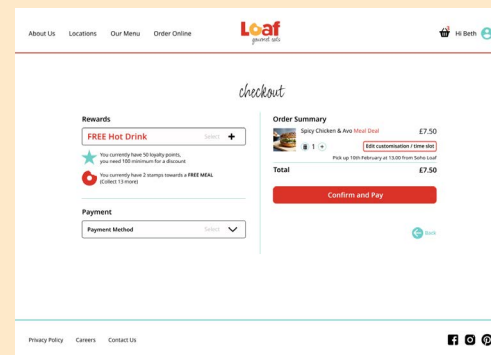
Log in and Time Slot



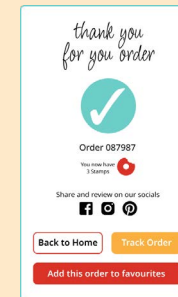
Checkout



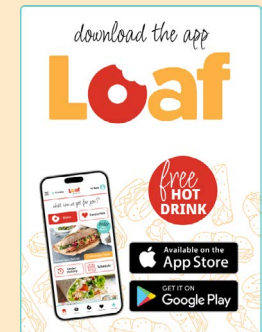
Meal Deal Checkout



Confirm Overlay

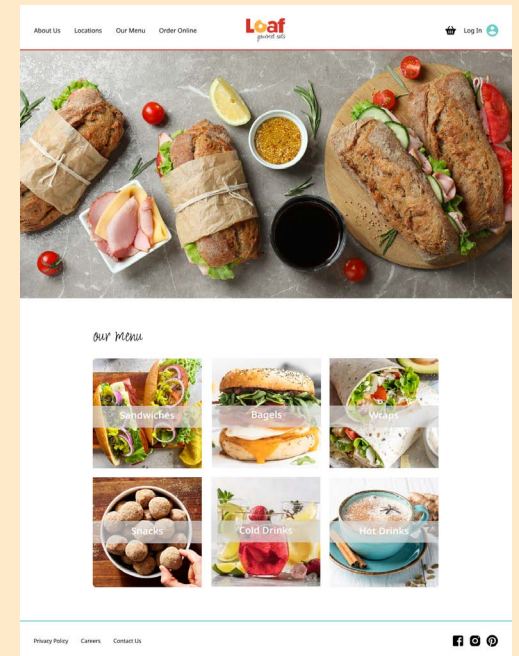
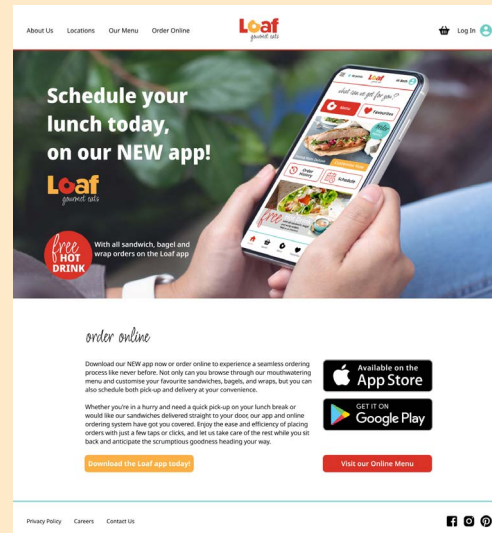
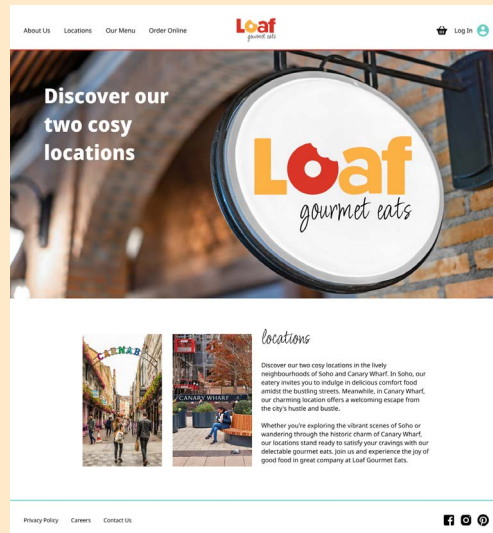
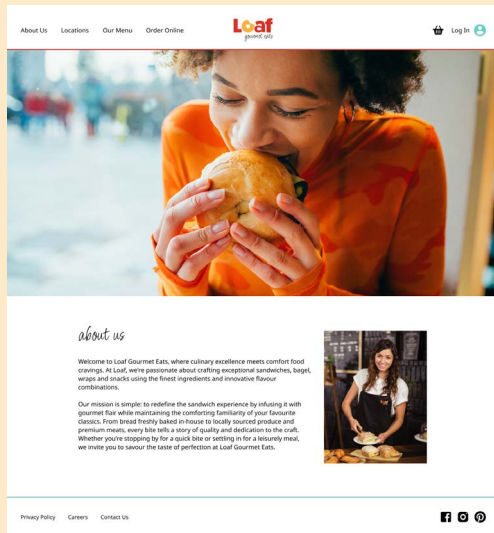


Overlay for app



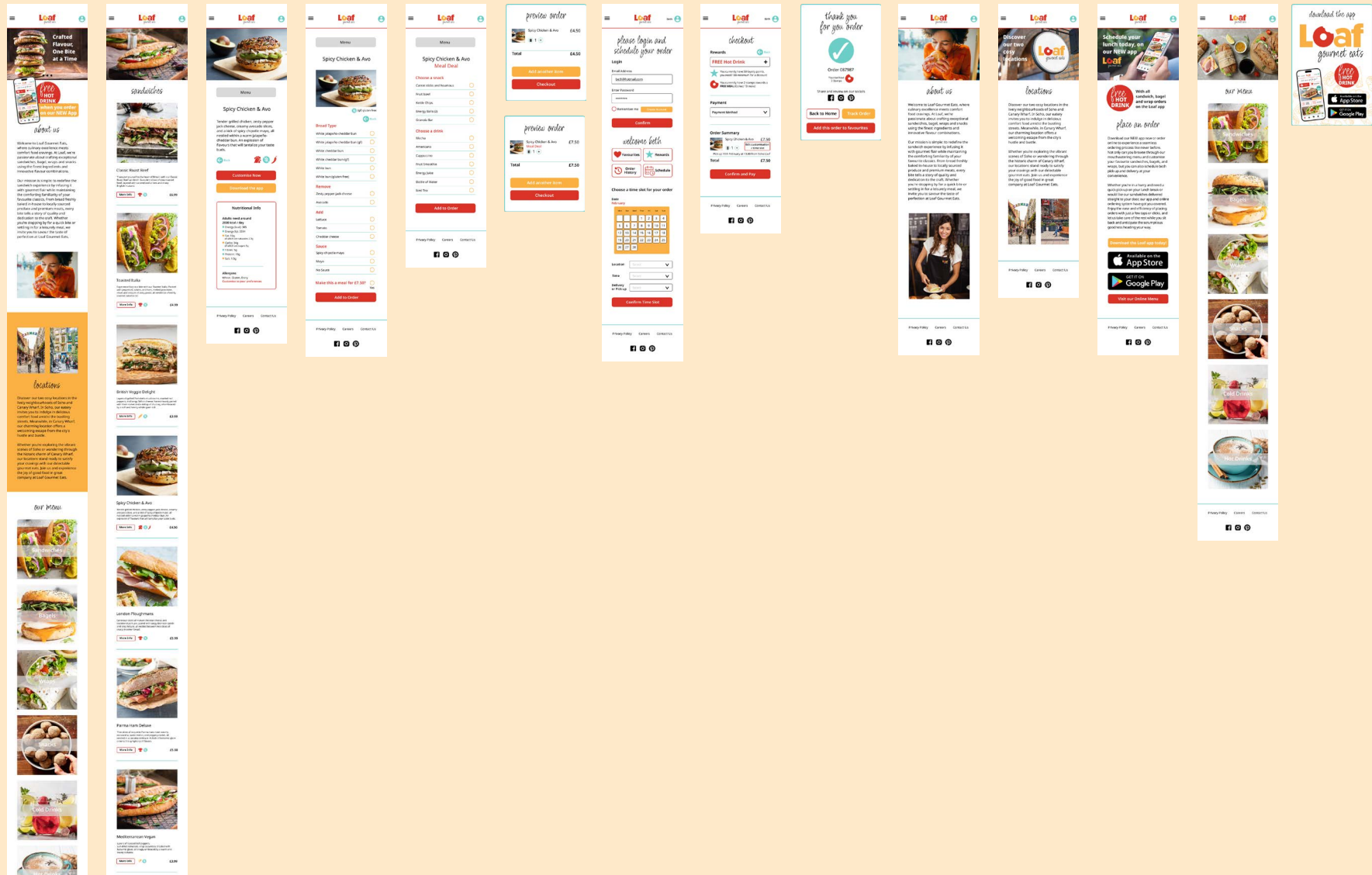
HIGH-FIDELITY PROTOTYPE

General pages for about us, locations, order online and menu

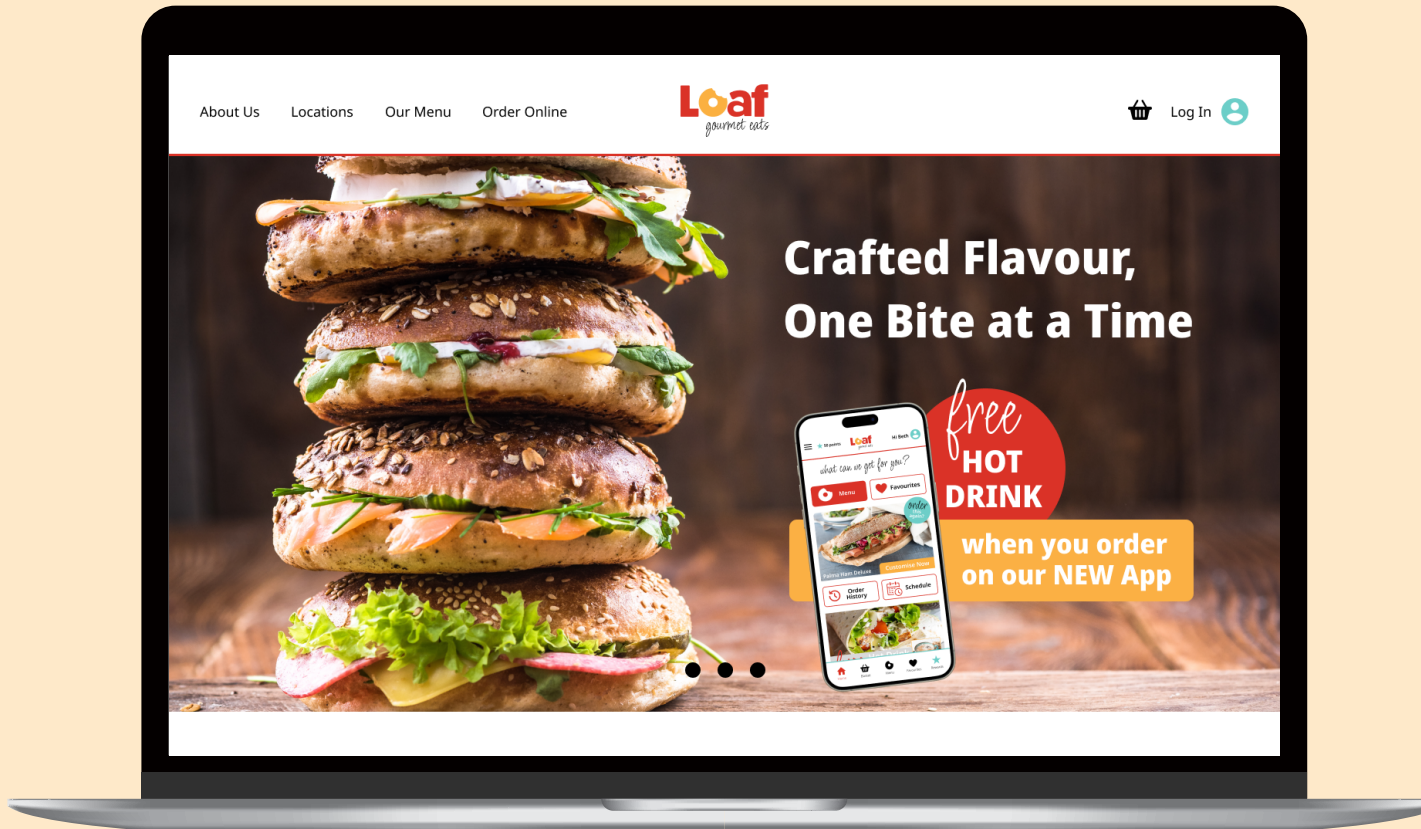


HIGH-FIDELITY PROTOTYPE

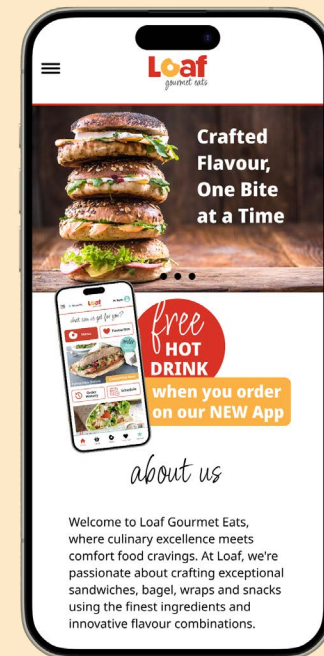
Mobile screen variations



HIGH-FIDELITY PROTOTYPE



[Click to view](#)



[Click to view](#)

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**



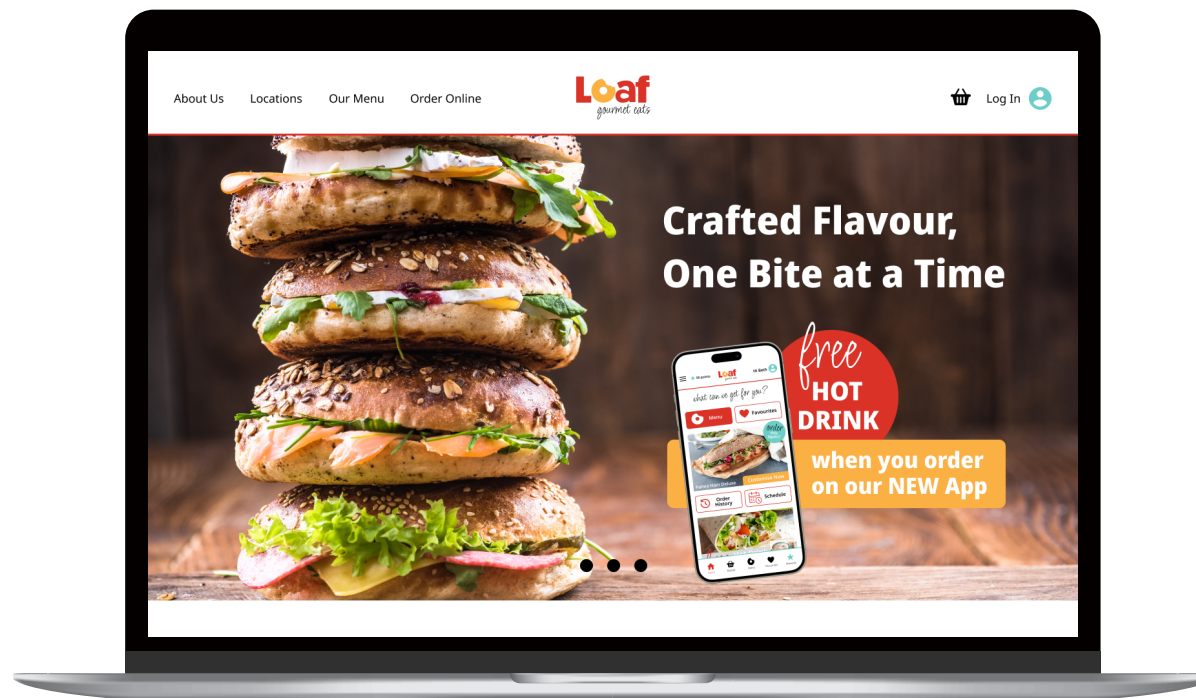
IMPACT:

The Loaf Gourmet Eats website 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 website is ideal for anyone who is short on time and requires a nutritious lunch based on their preferences.

WHAT I HAVE LEARNT:

While designing this website, 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. Usability and feedback is crucial for continuous improvement.



NEXT STEPS

1

Would be to launch the website 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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