

Snackr Mobile Order App

Richard Barrett

Project overview



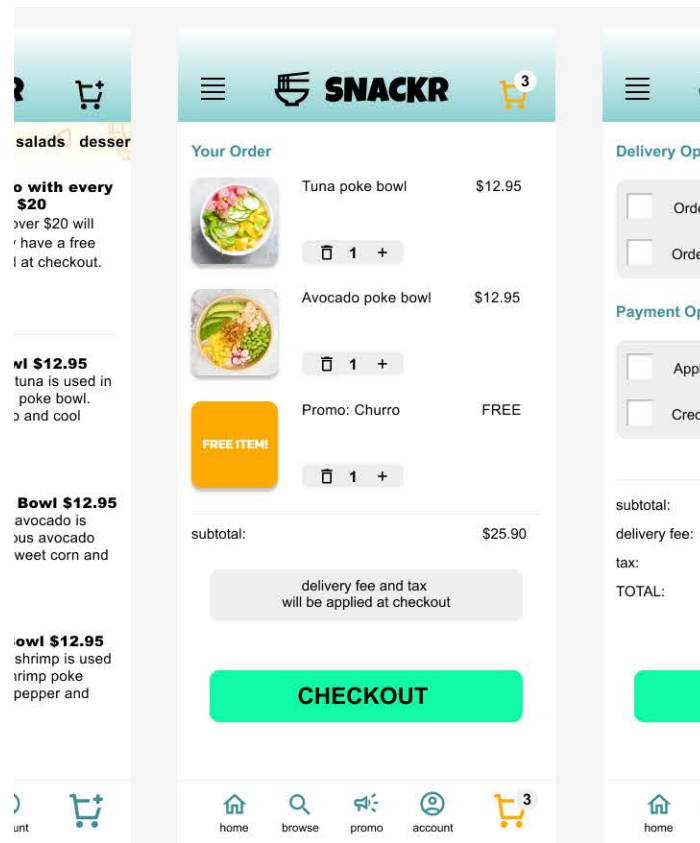
The product:

Mobile-ordering app for a beachside snack shop. Our target audience are people who like quick, casual food at a good price.



Project duration:

March 2025 - April 2025



Project overview



The problem:

Ordering food on a mobile app is sometimes a clunky and onerous process.



The goal:

We want to streamline the food ordering and delivery process. We hope that the research results will guide us in accomplishing this.

Project overview



My role:

I am the lead UX designer for this project.



Responsibilities:

My project responsibilities include user research, wireframing, prototyping and testing.

Understanding the user

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

User research: summary



The research method used was qualitative.

The question answers will enable the researchers to provide actionable feedback to the design team. The questions are specific instead of broad, and can produce meaningful data. The questions are also neutrally phrased and not leading.

None of the questions favour one specific answer choice.

User research: pain points

1

Lack of a standalone app

The local food takeout market lacks a standalone app(s). There is a opportunity to establish a presence.

2

Need quick delivery

Current competitor options are inconsistent. Efficient systems can be created to improve customer expectations.

3

Finding affordable food options

Local options are overpriced. Client can use app to showcase lower priced fare.

4

Information not legible

Information on existing online apps is unclear and muddled. We will use design principles to create clear and concise content.

Persona: Zareen

"Time is money."

Problem statement:

Zareen is a junior professional who needs to be efficient because she wants to be a good team player.



Age: 22

Education: 4th year university student

Hometown: Bruges, Belgium

Family: 2 sisters

Occupation: Project management intern for a large international firm

Goals

- Automate a task for the benefit of the office where she works.
- Save time for a necessary task.
- Shows her ability to work smarter.
- Be a team player and effective project manager.

Frustrations

- Not able to segment and group parts of an order.
- Hard to scan information, especially on a small phone screen.
- Getting accurate timing for delivery.

Zareen is about to complete a B.A. in Business Administration and hopes an internship will launch her career in project management. Even though Zareen most enjoys the time spent working with her mentor on a campaign, she also enjoys doing other tasks like getting coffee and food for the office. She feels these tasks are a good opportunity to network and to demonstrate being a team player with keen attention to detail.

Zareen would like to demonstrate her commitment on the job, complete everyday tasks efficiently, and eventually be trusted with increased responsibilities in the office.

USER STORY

Zareen

As a/an

Junior professional

type of user

I want to

Work efficiently placing my orders.

action

so that

I can show my project management and team player skills.

benefit

User Journey Map - Persona: **Zareen**

Goal: Find an efficient way to place and project manage her food orders

ACTION	Select Restaurant App	Choose food to order	Bring order to checkout	Decide on delivery time	Decide on payment option	Place order
TASK LIST	Tasks A. Take orders from coworkers B. Identify best app to use C. Use Snackr app	Tasks A. Use Snackr app B. Check for specials/ discounts C. Choose food to order	Tasks A. Double check order list B. Click through to checkout screen	Tasks A. Pick delivery time	Tasks A. Check collected money B. Put on personal card or company card if possible	Tasks A. Place order B. Track delivery
FEELING ADJECTIVE	<ul style="list-style-type: none">IndecisiveOverwhelmed	<ul style="list-style-type: none">TenseAlert	<ul style="list-style-type: none">ResoluteSatisfied	<ul style="list-style-type: none">Decisive	<ul style="list-style-type: none">DetailedPrecise	<ul style="list-style-type: none">ExcitedImpatient
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">Make CTAs highly visible	<ul style="list-style-type: none">Have prominent incentivesHave accessibility prompts for more universal ease of use	<ul style="list-style-type: none">Offer order grouping	<ul style="list-style-type: none">Have different delivery/ pickup windows	<ul style="list-style-type: none">Provide many payment optionsAllow for a prepaid account.	<ul style="list-style-type: none">Have GPS delivery tracking

PROBLEM STATEMENT

Zareen

is a/an PM intern

user name

user characteristics

who needs

organize her office food ordering properly

user need

because

She wants to show that she is good at project management

insight

IF/THEN STATEMENT

If Zareen downloads the Snackr food ordering app,
action

then She can place orders for the office and receive them quickly and accurately.
outcome

Persona: Elliot

Problem statement:

Elliot is a seasoned line cook who needs to save money because he wants to switch careers and become a data analyst.



Age: 44

Education: Culinary school graduate

Hometown: Omaha, Nebraska

Family: Lives with partner

Occupation: Cook

“Be bold, be bold, but not too bold”

Goals

- Achieve work/life balance
- Ease of use
- Quick delivery turnaround
- Great value

Frustrations

- Finding affordable food options
- Finding reliable delivery options
- Finding quick delivery

Elliot is a line cook who lives in a small city and mostly works in the evenings. During the daytime, Elliot does an online data analytics bootcamp for 3-4 hours to learn a new employable skill. He usually does the bootcamp from local coffee shops or co-working spaces since his partner works from home and is in meetings all day. The bootcamp is expensive, so Elliot is trying to save money on food and transportation.

Elliot's priority is balancing work and studies with quality time spent on his hobbies and with loved ones.

USER STORY

Elliot

As a/an

Experienced worker

type of user

I want to

Save money on food and transportation by ordering online.

action

so that

I can study hard, get a new career and have better work/life balance.

benefit

Persona: Elliot

Goal: Find a way to save time and money while using a food ordering app

ACTION	Select Restaurant App	Choose food to order	Bring order to checkout	Decide on delivery time	Decide on payment option	Place order
TASK LIST	Tasks A. Make an order B. Identify best app to use C. Use Snackr app	Tasks A. Use Snackr app B. Check for specials/discounts C. Choose food to order	Tasks A. Double check order list B. Click through to checkout screen	Tasks A. Pick delivery time	Tasks A. Check final price B. Put on personal card	Tasks A. Place order B. Track delivery
FEELING ADJECTIVE	<ul style="list-style-type: none">● Confused● Intimidated	<ul style="list-style-type: none">● Lost● Hopeful	<ul style="list-style-type: none">● Confused● Satisfied	<ul style="list-style-type: none">● Overwhelmed● Excluded	<ul style="list-style-type: none">● Relieved● Glad● Alert	<ul style="list-style-type: none">● Excited● Confused
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">● Make CTAs highly visible	<ul style="list-style-type: none">● Have prominent incentives● Have accessibility prompts	<ul style="list-style-type: none">● Offer order grouping	<ul style="list-style-type: none">● Have different delivery/pickup windows	<ul style="list-style-type: none">● Provide many payment options● Allow for a prepaid account.	<ul style="list-style-type: none">● Have GPS delivery tracking

PROBLEM STATEMENT

Elliot

is a/an

Seasoned line cook studying data analytics

user name

user characteristics

who needs

Wants to save time and money ordering food online

user need

because

He seeks better work/life balance

insight

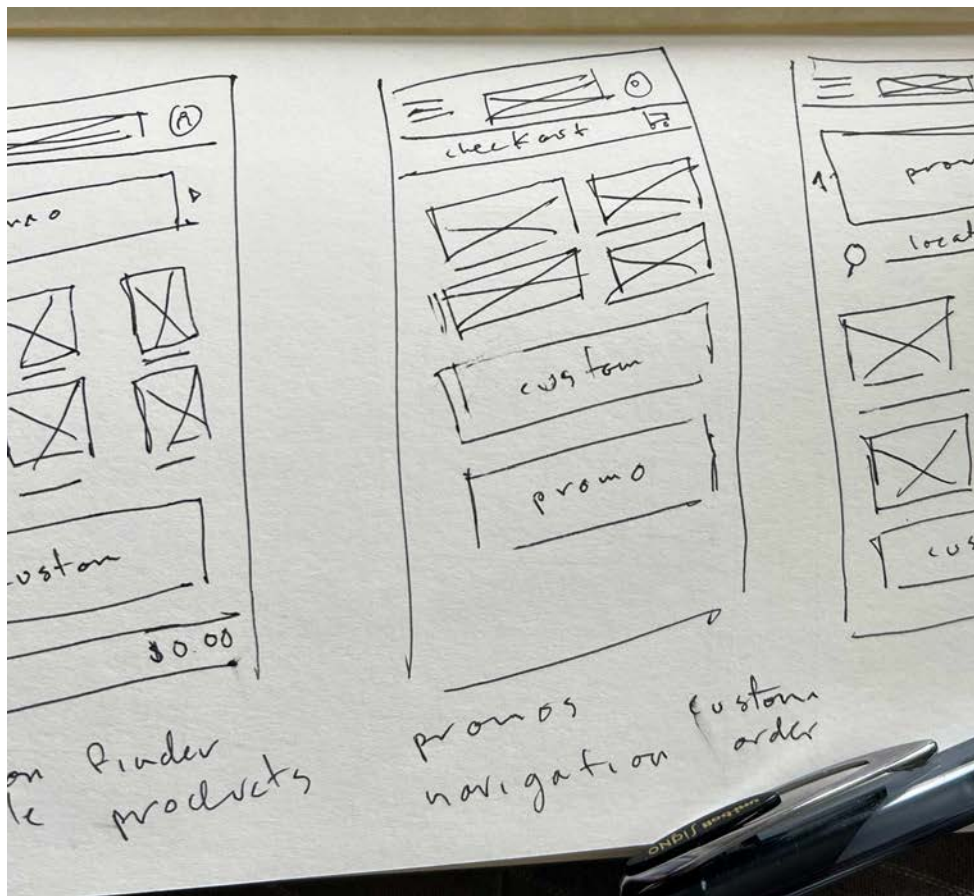
IF/THEN STATEMENT

If Elliot downloads the Snackr food ordering app,
action

then He can order food and save time and money with delivery.
outcome

Paper wireframes

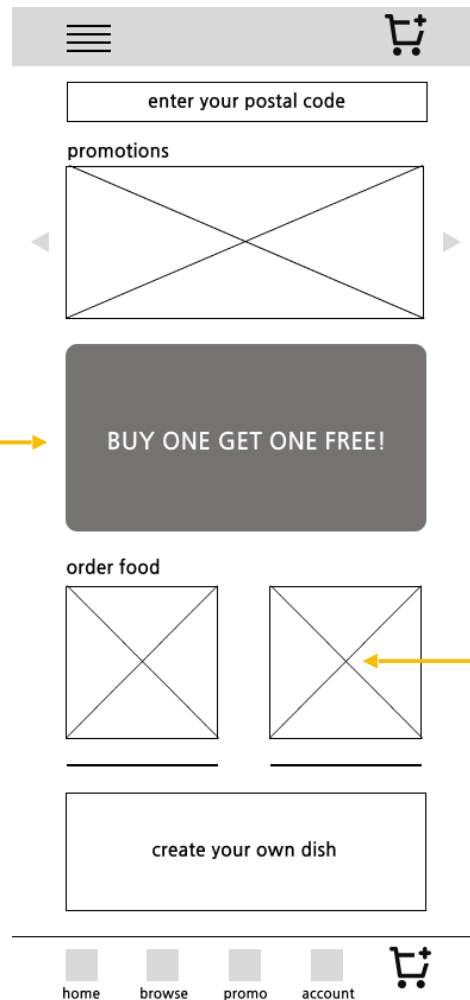
The initial goal of creating the first wireframes was to get a visual representation of possible design elements and layout for the mobile app.



Digital wireframes

The goal of the initial build was to place essential design elements on the mobile canvas to gauge actual usability.

Prominent promotional CTA for add-on sales.

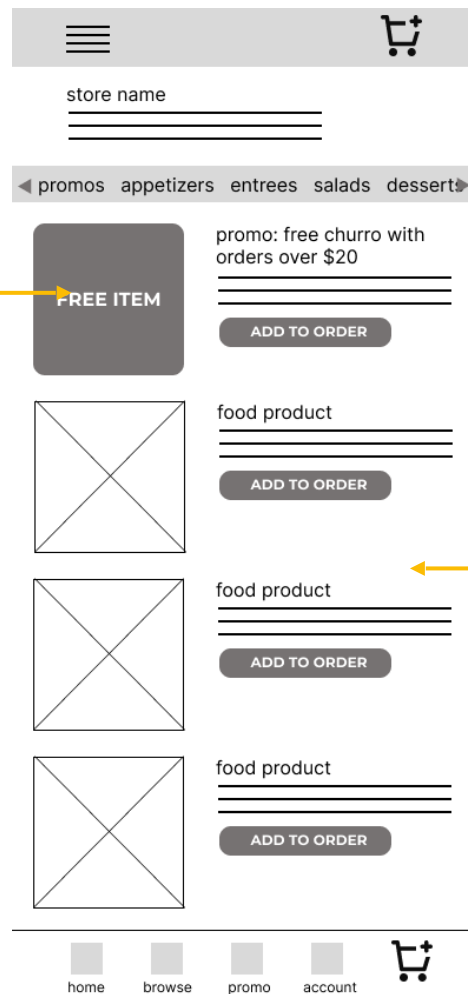


Prominent food special button for direct ordering.

Digital wireframes

Digital wireframes of prominent pages were created to make sure that the design language was consistent and transferable.

Promotional CTA button to encourage add-on orders.



Menu description of available food item.

Usability study: findings

We conducted a moderated usability study to walk the users through a typical Snackr app experience. We recorded our findings. Some of the results are below.

Round 1 findings

- 1 Have prominent CTA promotions.
- 2 Offer order grouping.
- 3 Have different payment options.

Round 2 findings

- 1 Have GPS tracking.
- 2 Make sure app is accessible.
- 3 Offer order groupings.

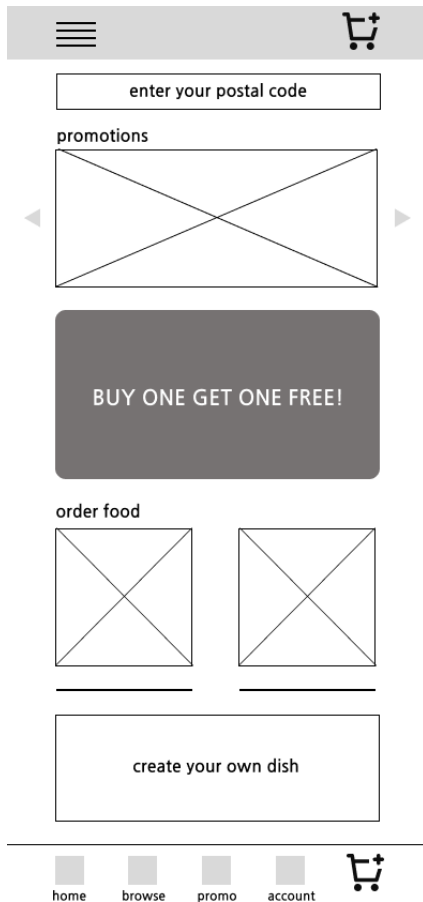
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

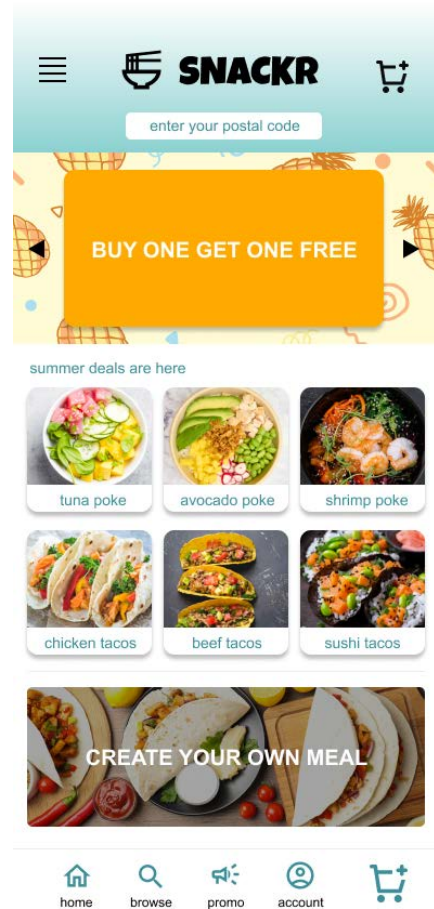
Mockups

Based on the usability study we consolidated the promotional CTA element, giving more room for regular seasonal deals. The branding also gained more prominence.

Before usability study



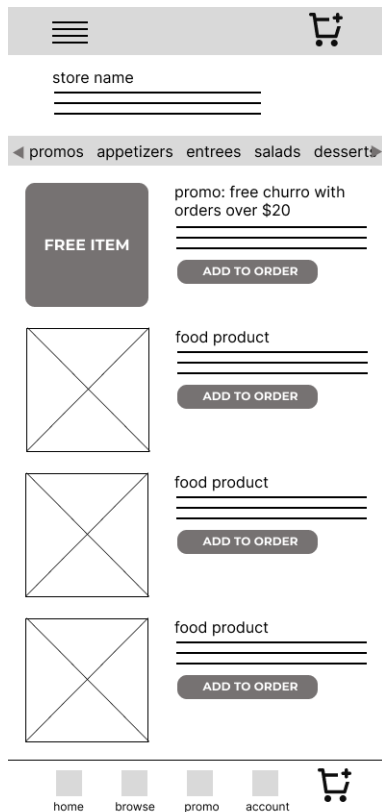
After usability study



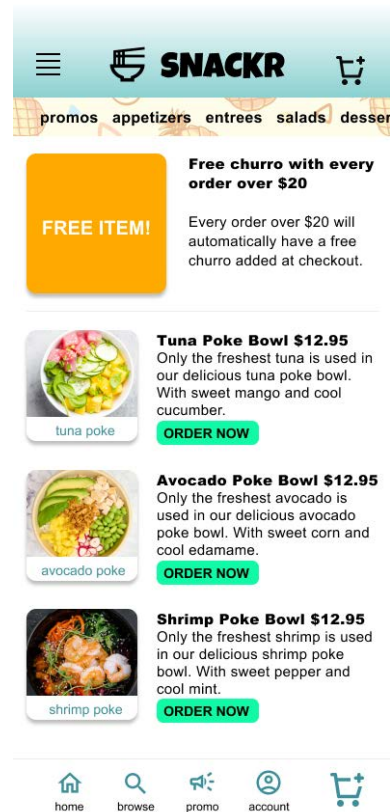
Mockups

The selection page received subtle refinement. The focus was on adding whitespace as well as distinct visual cues for ordering food.

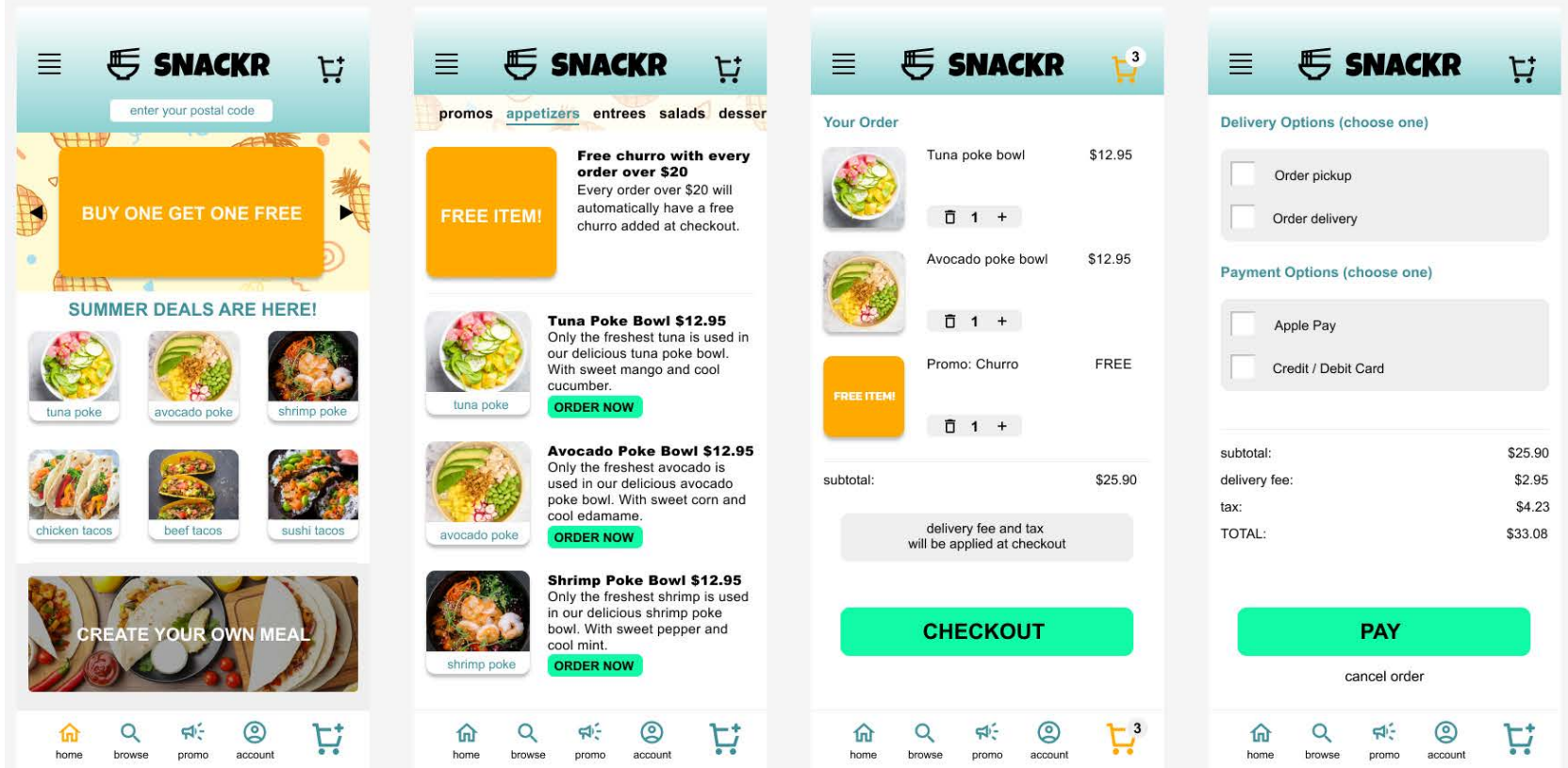
Before usability study



After usability study



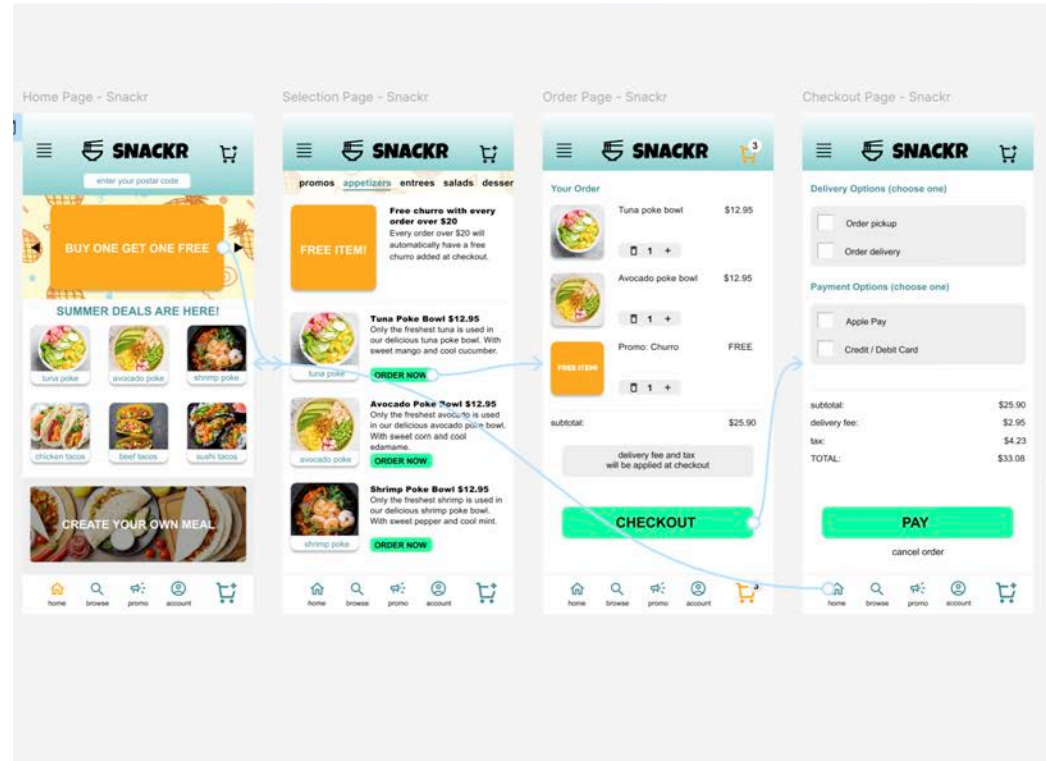
Mockups



High-fidelity prototype

The hi-fi prototype can be viewed here:

[Figma prototype link.](#)



Accessibility considerations

1

High contrast colours were used throughout the design of the Snackr mobile app.

2

A clear hierarchical order is used throughout the Snackr mobile app.

3

Alt text and labels are used to provide descriptions throughout the Snackr mobile app.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

A properly designed mobile app will enhance user's experience. This allows them to receive the product/service in an efficient and reliable way.



What I learned:

I've learned to let design serve functionality in order to create the best user experience. In doing so I was able to make a mobile app that serves as a solid example of good UX.

Next steps

1

The mobile app site map will be fleshed out and mockups created of all of the pages.

2

The prototype workflow will be reviewed and refined.

3

Once the prototype is approved the assets will be sent to engineering for the initial build.

Let's connect!



I thank you for taking the time to peruse this portfolio. I am looking for opportunities as a UX designer, learning experience designer or digital designer.

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