Coming Up!

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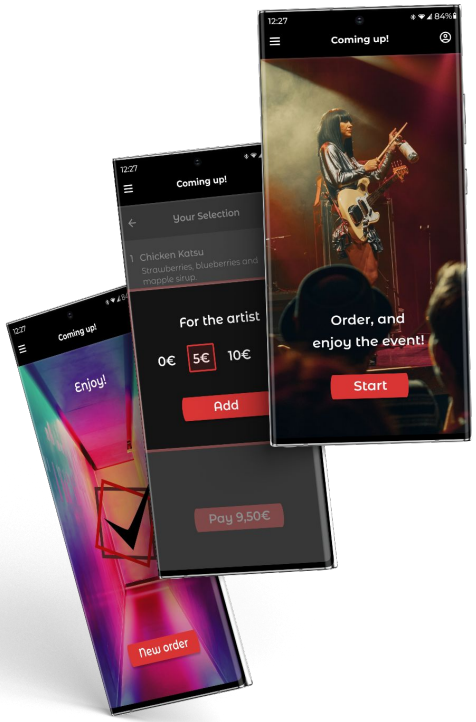
Project overview

The product:

This is a mobile application for ordering food in events, when the client is sitting. So there is less walking around.

Project duration:

July 2022 - November 2022



Project overview

The problem:

In some events, like concerts, attenders have a short period of time to order, because they would disturb the event when they order out of the specific time. Because of that some events do not even serve anything.

The goal:

Design an APP to allow ordening without anybody walking around or talking.

Project overview

My role:

UX designer.

Responsibilities:

User research, wireframing and prototyping.

Understanding the user

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

User research: summary

I conducted interviews and created empathy maps to understand the user I'm designing for and their needs. A primary user group identified through research was working adults who like musical events and eating out, and do not want to go home hungry after evening events.

This user group confirmed initial assumptions about Coming up! Customers, but research also revealed that the APP should be simple and easy to operate, because users want to order fast to enjoy the show.

User research: pain points

1

Time

Food in sitting music events is often difficult to get, because times for ordering is restricted.

2

Convenience

When people walk and talk for ordering food, it bother other's experience.

3

Fear of missing out

When the client goes for food, they miss part of the event. They have to choose sometimes.

4

Economy

The bar miss sales if they restrict the serving time.

Persona: **Anna**

Problem statement:

Anna is a jazz music lover who needs to enjoy music and food because concerts happen at dinner time.

Anna

Age: 33
Education: Master's Degree
Hometown: Stockholm
Family: Single
Occupation: Translator

"Live music makes me disconnect with the routine"

Goal

- Watch the show and enjoy what the bar has to offer, having some food and enjoying some quality time.

Frustrations

- Having to choose from being served and enjoy the show is not convenient.
- Often after the show I go home and I have not eaten yet.

Anna works long hours at the office. In the evenings she likes going out to relax with some live music, cultural events and food.

Google

User journey map

Mapping Anna's user journey revealed how helpful it would be to be able to order some food at the same time that she enjoys the event.

Anna

Goal: ordering food inside a music bar

ACTION	Wants to order	Download the APP	Chooses food	Order	The food comes
TASK LIST	A. Loor around. B. Sees the sign "scan to order" C. Scans the QR	A. The QR brings either to the APP store or to bar menu if the APP is already installed and confirmation of the table -every table has a different QR-. B. Anna writes her name, so the food comes right to her.	A. Looks in the menu B. Choose dish C. Add is to the order. D. Choose payment and proceed to pay in APP.	A. Receives confirmation B. Waits for the order to come	A. Happy to receive the order in his place and name, and eat during the show.
FEELING ADJECTIVE	Hungry and confused.	Curious about ordening with an APP.	Happy to order anytime, but missing out part of the show if the menu is too long.	Relaxed and entertain by the show.	Feeling accomplished and happy.
IMPROVEMENT OPPORTUNITIES	Design a sticker cool and big enough with the "Scan to order" sign. So clients know where to start to order.	Include more than food. E.g. merchandising about the artist or the place.	Simple and good menu. Include photos and ingredients, so asking to that is generally unnecessary.	Include estimated delivery time.	A suggestion for tipping for the food or artist after the show finishes. Information of future events.

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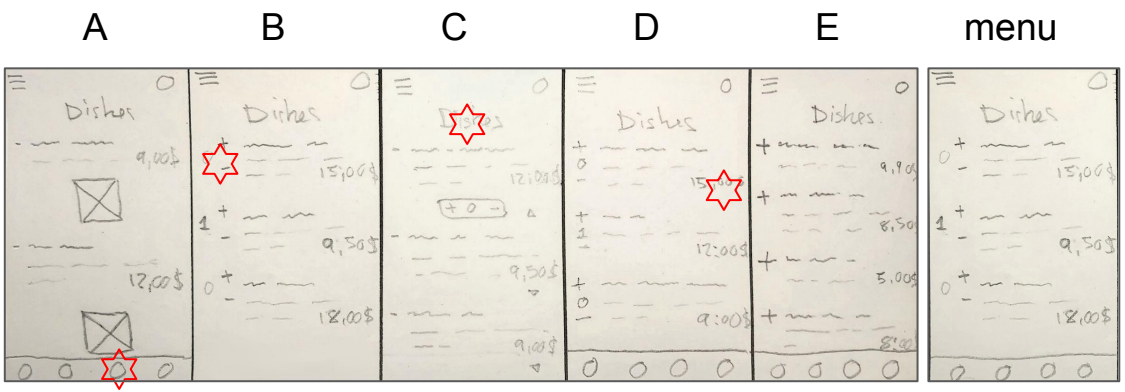
Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

Taking the time to draft iterations of each screen of the APP on paper ensured that the elements that made it to digital wireframes would be well suited to address user pain points. For the menu screen I prioritized the possibility to add and subtract elements to the order, so no human assistance is needed in the ordering process:

Stars were used to mark the elements of each sketch that would be used in the initial wireframe.



Digital wireframes

It would be easier to design just a add bottom, but subtracting is also needed.

Possibility to add multiple quantities

Digital wireframes

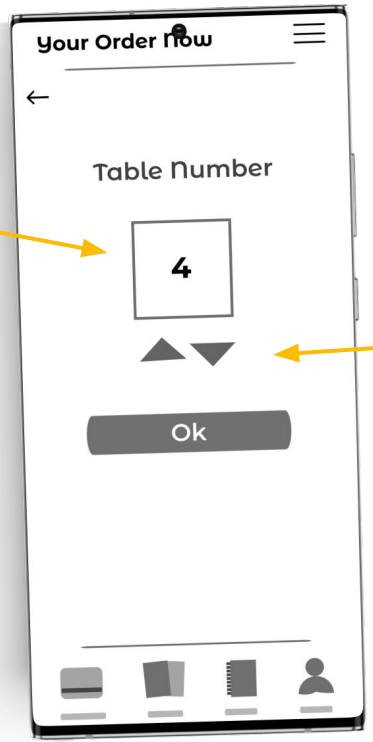
At restaurants, sometimes we ask waiters to subtract or change ingredients. Since I want to automate as much as we can to avoid walking around during the event, I added that option.

Change ingredients, useful for vegetarians, sauces and more.

Digital wireframes

To make the process as smooth as possible, the waiter needs to know where exactly to bring the food, so a table or seat numbering is added.

Inform your table or seat, we will bring it to you!

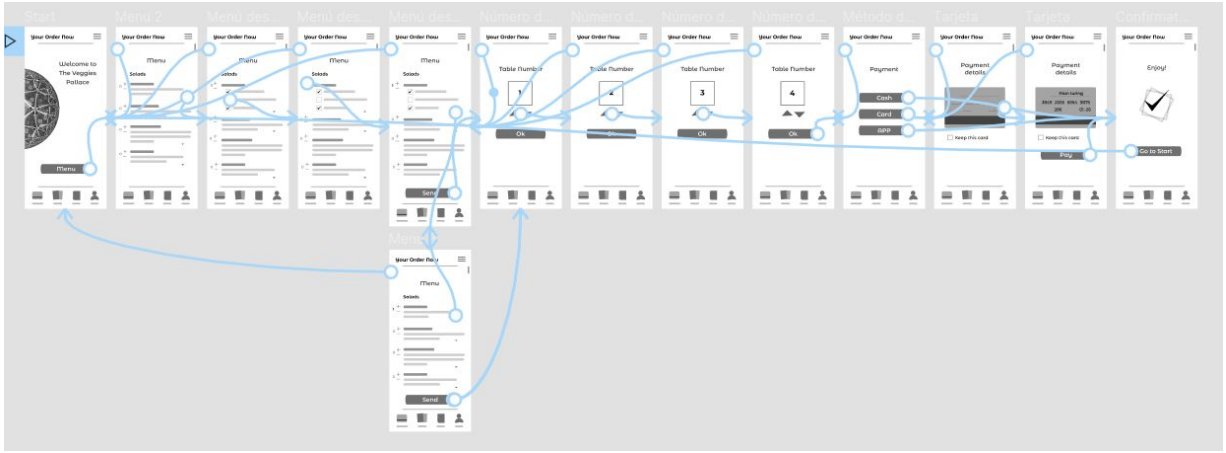


Use arrows or keyboard for convenience

Google

Low-fidelity prototype

The low fidelity prototype connected the primary user flow of ordering from the event. So the prototype could be used in the usability study with the users.



View the APP:

[Low Fidelity Prototype]

Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

1. The + and - symbols in the menu were difficult to click in small phones.
2. Your Order Now was a too broad naming.
3. Insert finding

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

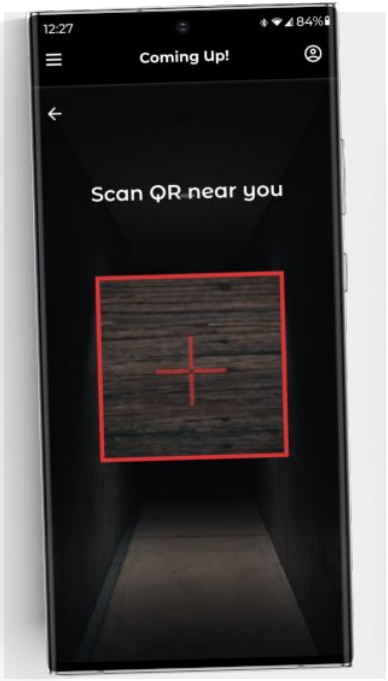
Mockups

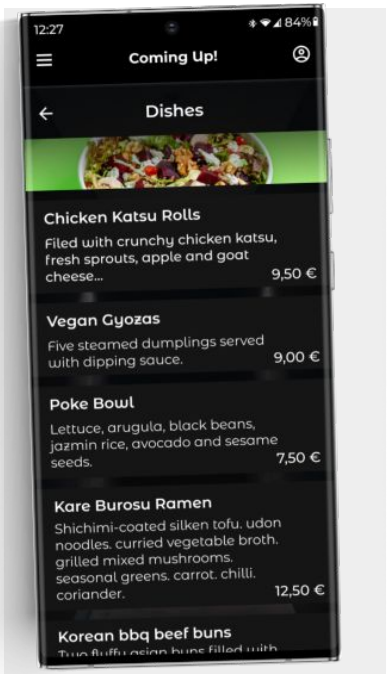
The quantities appear once the user clicks the dish, so the menu is cleaner and easier to click.

Before usability study

After usability study

Mockups


12:27
84%
Coming Up!
Scan QR near you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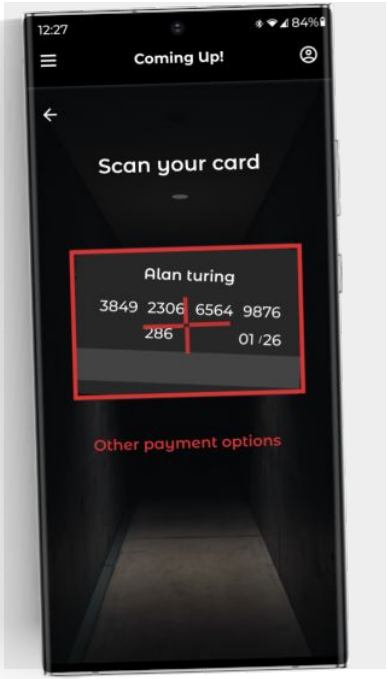
Coming Up!
Dishes
Chicken Katsu Rolls
Filed with crunchy chicken katsu, fresh sprouts, apple and goat cheese...
9,50 €
Vegan Gyozas
Five steamed dumplings served with dipping sauce.
9,00 €
Poke Bowl
Lettuce, arugula, black beans, jazmin rice, avocado and sesame seeds.
7,50 €
Kare Burosu Ramen
Shichimi-coated silken tofu. udon noodles. curried vegetable broth. grilled mixed mushrooms. seasonal greens. carrot. chilli. coriander.
12,50 €
Korean bbq beef buns


12:27
84%
Coming Up!
Your Selection
1 Chicken Katsu
Strawberries, blueberries and mapple sirup.
9,50 €
For the artist
0€
5€
10€
_€
Add
Pay 9,50€


12:27
84%
Coming Up!
Scan your card
Alan turing
3849 2306 6564 9876
286
01 /26
Other payment options

High-fidelity prototype

View the APP:

[High fidelity prototype]

Accessibility considerations

1

Adequate color contrast

2

Since music shows happen normally at night, it is easier to read with dark background, so the entire APP is designed that way.

3

The font size is at minimum 16px, so it is easier to read.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Bars and restaurants love the app, because they can keep serving.

What I learned:

A design will always have something in common with something that is already proven. In this case, after the first design, I took ideas to solve the problems I encountered, having a look to food delivery APPs. It is good not to reinvent the wheel sometimes.

Next steps

1

Try the APP in different type of events, like in sport events.

2

Design themes for the type of events that work well with the APP, other than concerts.

3

With this APP there is an opportunity for selling merchandising from the event.

Let’s connect!

Have a look to my website at www.samuelmedina.es

To contact me:
Write an email to contacto@samuelmedina.es

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