

a TASTE for Opa!

UX/UI APP DESIGN 2022



PROJECT OVERVIEW

DURATION
FEB 2022 - APRIL 2022

The Opa Bakery App was designed for The Opa Bakery, providing customers with a faster and more convenient method of ordering with Opa Online for both delivery & collection.

The problem

No online presence - losing time-restricted customers who prefer online delivery.

The goal

To create an easy-to-use, accessible app which moves the Opa Bakery online, displaying their menu and allowing customers to place orders quickly from the comfort of their homes.

My role

Research, Wireframing, Prototyping, UX/UI Design.



THE DESIGN PROCESS



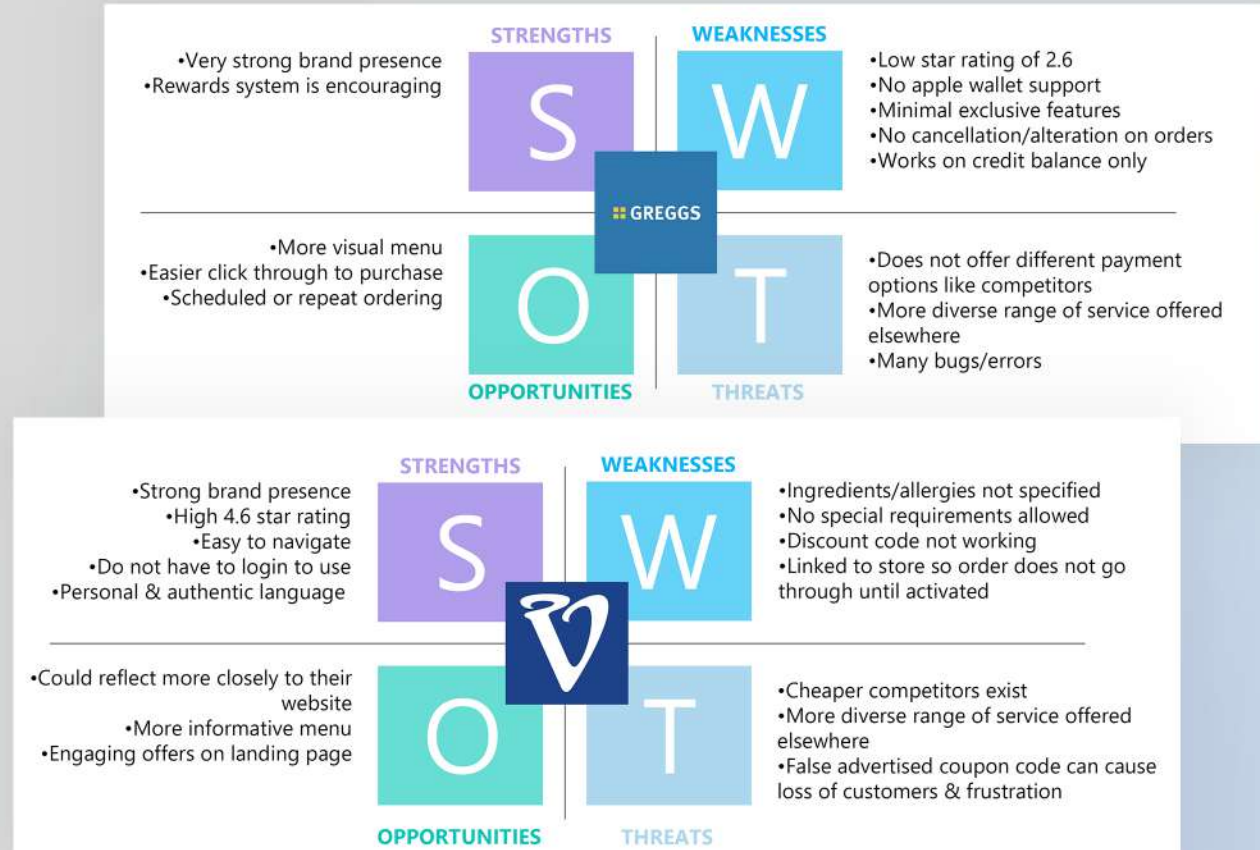
1 EMPHASISE

Competitive Analysis

As a part of my research, to find out how users of existing similar apps feel, I conducted a SWOT analysis on two major competitors. My findings showed that both competitors had their speciality in cafe pastries and drinks but neither offered both accessible visual features and quick checkout options.

Target Users

- People between the ages of 25 - 80
- Busy individuals who want a fast, smooth transaction
- Users inexperienced with technology who are just getting into online ordering



SWOT Analysis of existing market competitors

Research Goals

1

Explore current users of bakery food ordering apps

2

Learn more about users current experiences with bakery food ordering apps

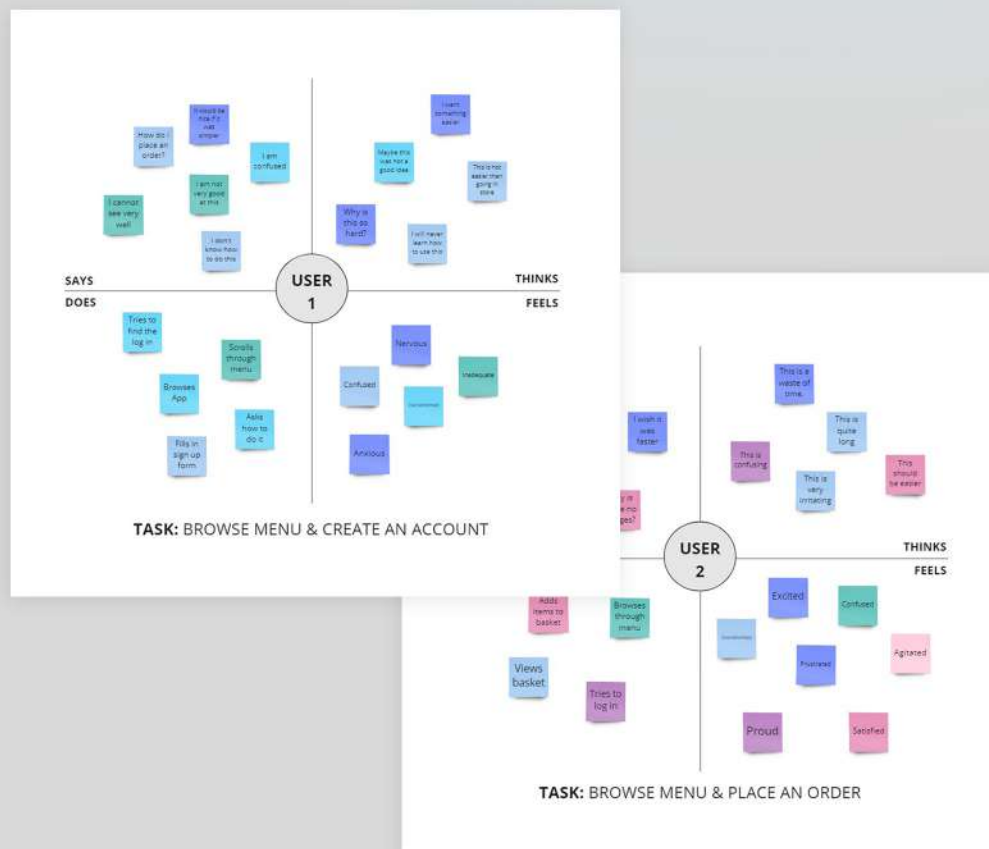
3

Discover what would enhance the food ordering experience for users

User Research

I conducted interviews and created empathy maps and their needs. A primary user group identified through research was working adults who were constantly on the go and did not have time to visit the bakery or wait in queues.

This user group confirmed initial assumptions about Opa Bakery, but research also revealed that time was not the only factor limiting customers from making orders. Other problems included a lack in recognition of the bakery and what its menu offers and difficulty in using technology to place orders.



Empathy Maps

“I am more likely to order something if I can actually see what I am ordering.”

Quote from user during interview

Key Pain Points

1

TIME
Working adults are too busy to spend time visiting the bakery to place an order

2

ACCESSIBILITY
Existing platforms for placing food orders are not equipped with assistive technologies

3

LITERACY
The existing website & apps were text heavy, making information difficult to locate

2 DEFINE

User Personas

Using the data gathered from the user interviews, I defined two user personas: Melanie & Parker. Both of these users formed the centre of the app development process, helping me to shape and to define the main features of The Opa Bakery app.

PROBLEM STATEMENT
Melanie is a working adult who needs a faster way to order food as she has no time to wait in long queues.

MELANIE
"I live an active lifestyle & need my daily coffee & pastries but have no time to eat in or wait in long queues."

BASIC INFO
Age: 26
Education: BSc Technology
Family: Single, lives alone
Occupation: Tech Analyst
Location: London

ABOUT
Melanie is a Tech Analyst with a busy & demanding schedule. She is an active & visual person & would specifically like to see & track what she is eating. Melanie would like a more convenient & fast way to order food & collect it or have it delivered to her.

GOALS
-To maintain a healthy work life balance
-See a more visual menu
-Make quick scheduled repeat orders to save time

FRUSTRATIONS
-Difficult to find fast pick up or delivery options
-Online menus usually too text heavy, making online ordering time consuming

TECH USAGE
Desktop: [Progress bar]
Mobile: [Progress bar]
Social Media: [Progress bar]

PROBLEM STATEMENT
Parker is a working adult who needs a faster way to order food as he has no time to wait in long queues.

PARKER
"I live with my wife & need my daily coffee & pastries but have no time to eat in or wait in long queues."

BASIC INFO
Age: 65
Education: BSc Technology
Family: Married, lives with wife
Occupation: Tech Analyst
Location: London

ABOUT
Parker is a Tech Analyst with a busy & demanding schedule. He is a visual person & would specifically like to see & track what he is eating. Parker would like a more convenient & fast way to order food & collect it or have it delivered to her.

GOALS
-Be able to place an order online from his favourite bakery
-Use an app without struggling to navigate

FRUSTRATIONS
-Visual impairment makes it difficult to read smaller text on screen
-Unfamiliar with technology, often finds it hard to navigate around an app

TECH USAGE
Desktop: [Progress bar]
Mobile: [Progress bar]
Social Media: [Progress bar]

User Personas

Persona Summaries



Melanie

- Young tech analyst
- Busy work schedule
- Wants to order food quickle to work or home



Parker

- Lives with wife
- Visual impairment
- Wants accessible, easy way to order food

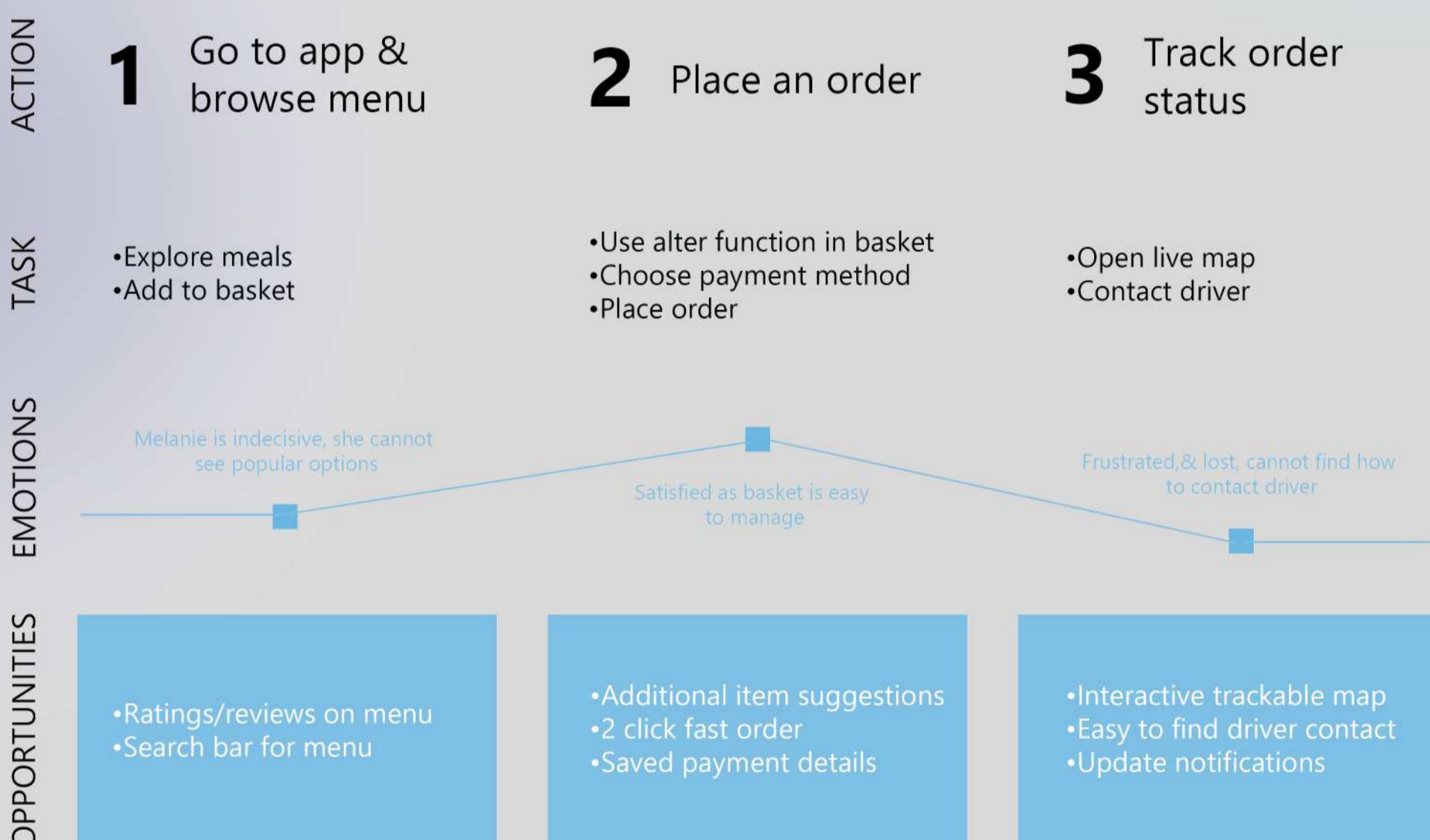
"Everything is moving online, it would be nice if it was easier to use these new apps."

Quote from user during interview

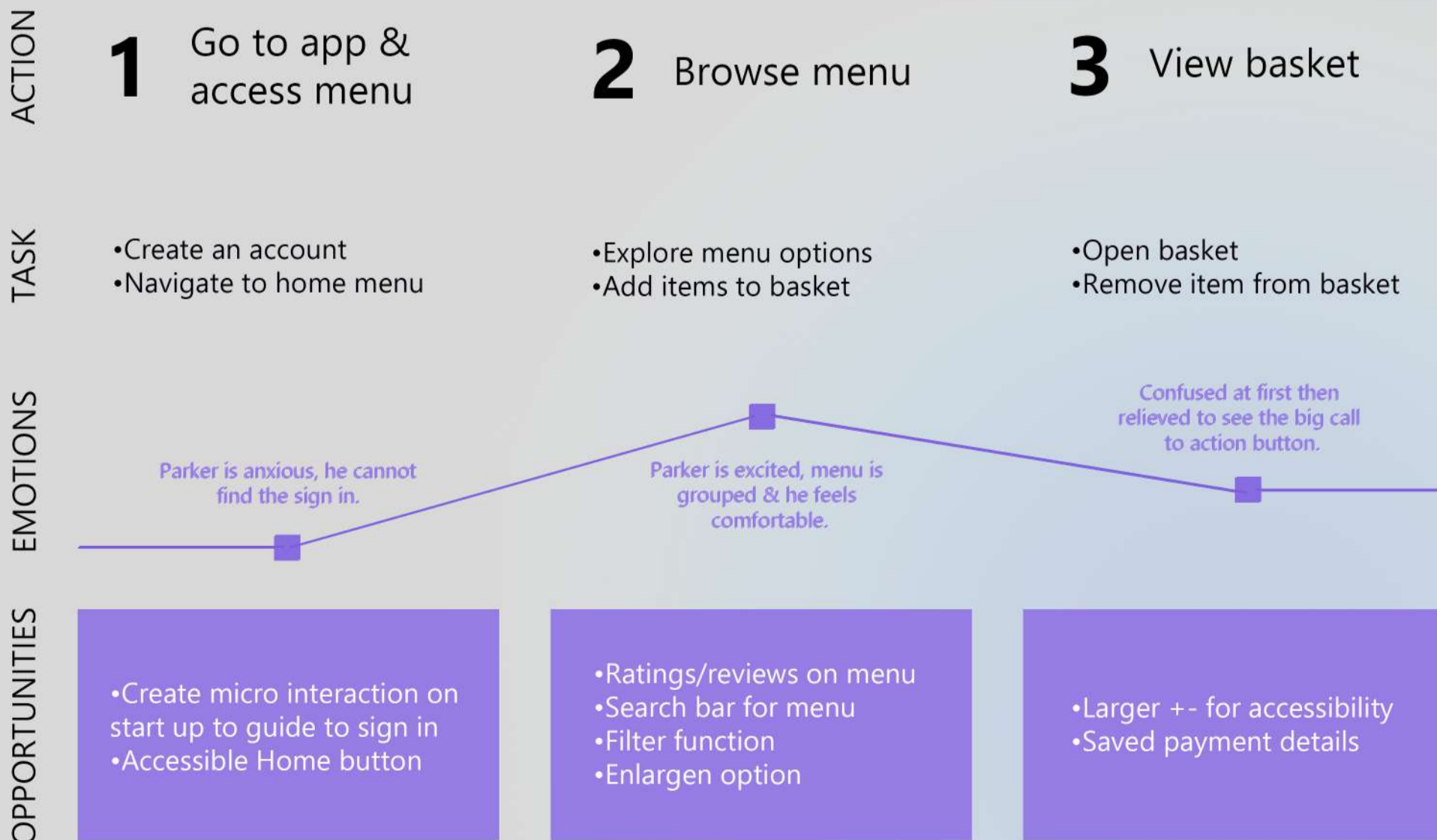
User Journey

After identifying and creating user personas, I created user flows and journey maps for some primary tasks on my app. This helped me to further emphasise with each persona at different stages of a task journey.

MELANIE'S GOAL: To place an order & track it.

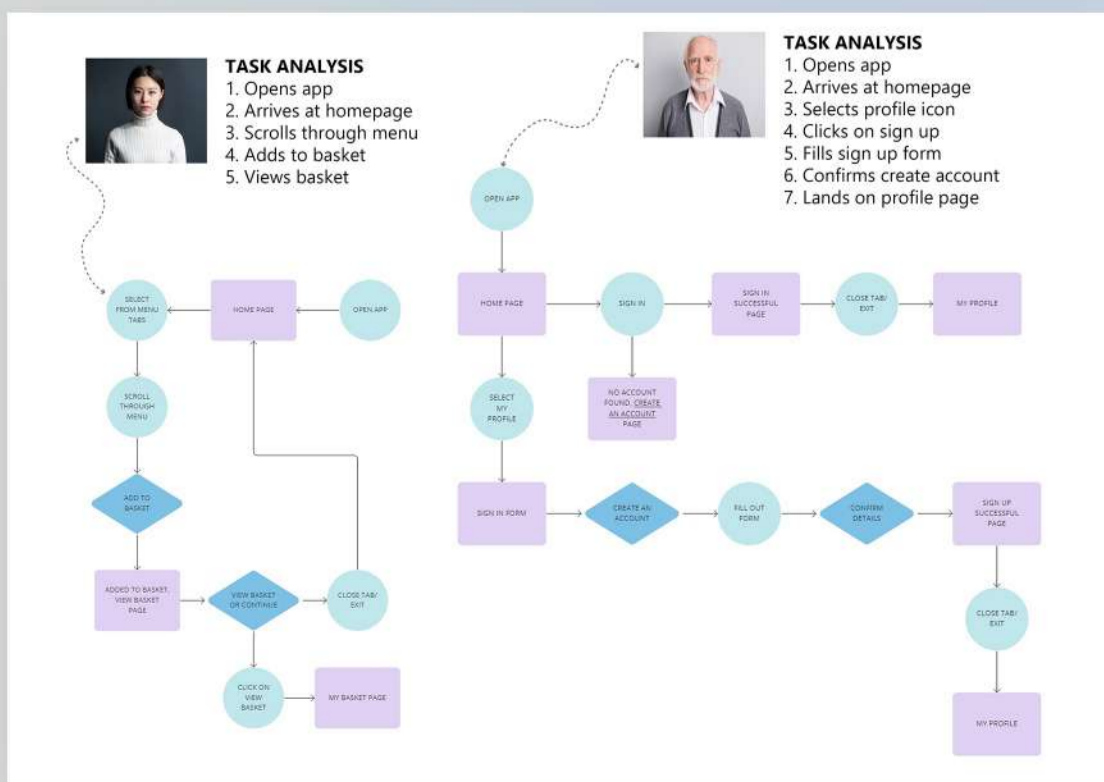


PARKERS'S GOAL: Explore menu & basket..



User Stories & Flows

The user stories helped me to understand how my user flows should be crafted. These scenarios allowed me to predict what kind of actions my personas would take or what tasks they would potentially struggle with, helping me to keep my design focused on the user.



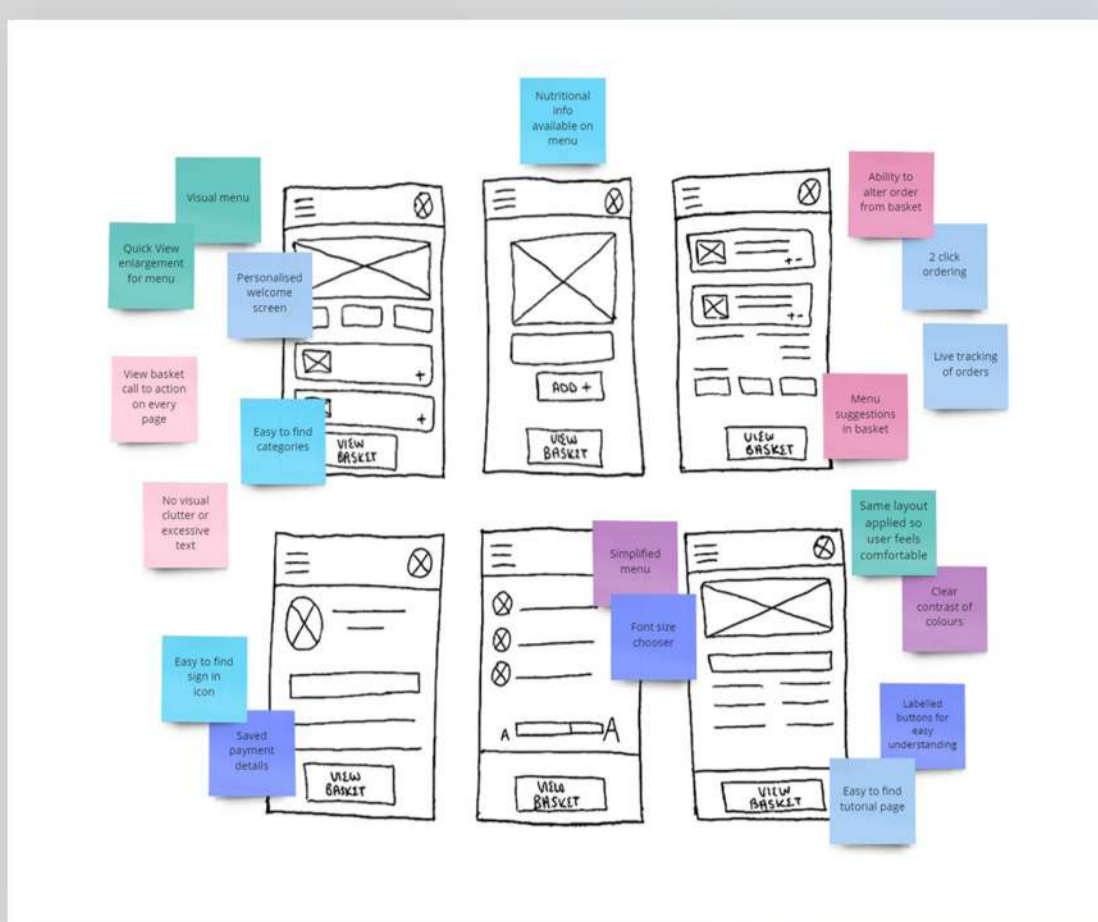
User flows for my personas

3 IDEATE

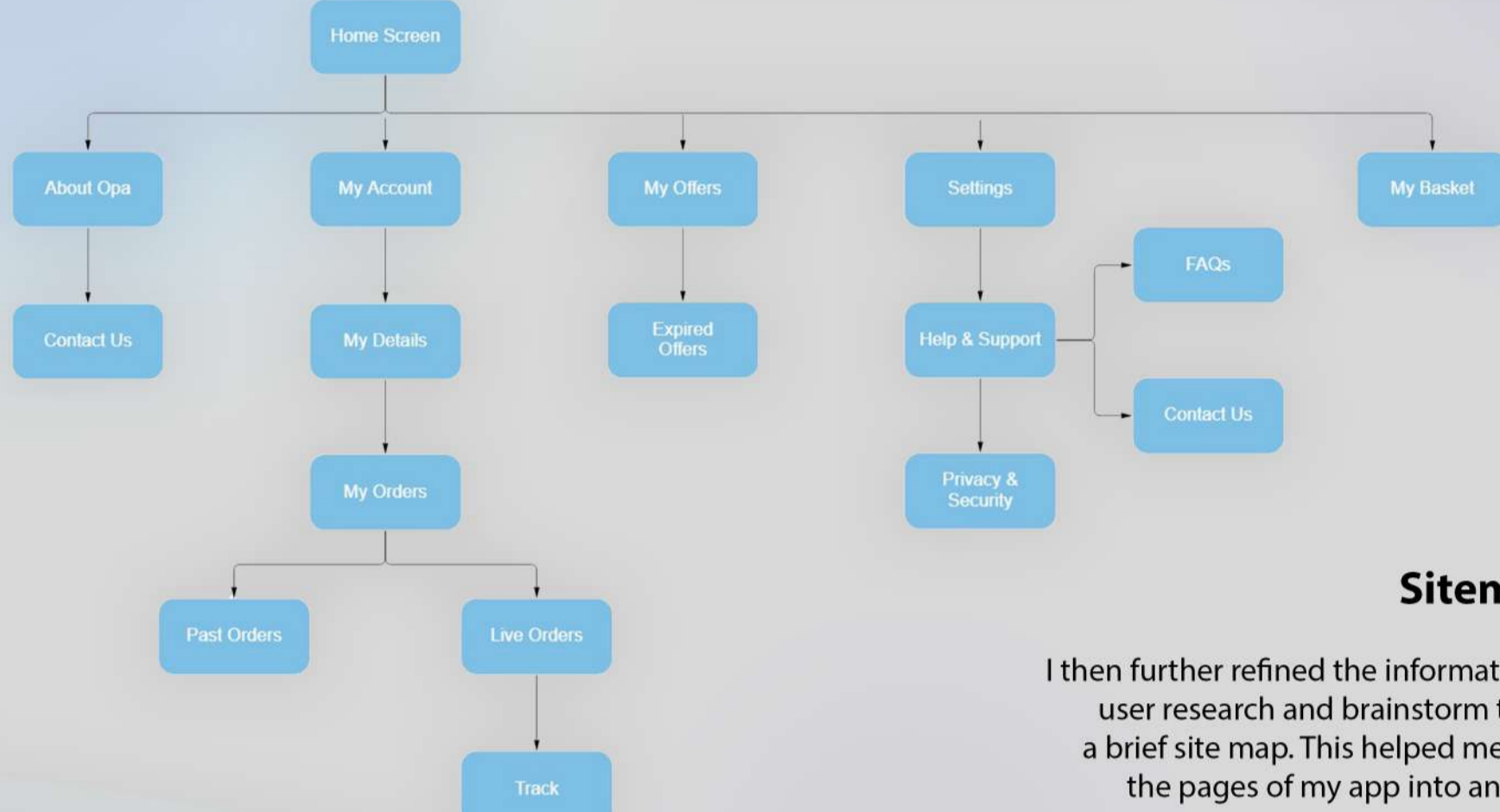
Brainstorming

After defining my users their journeys through the app, I sketched some wireframes of key screens in my app by focusing on my user needs.

By using this as my template, I was able to brainstorm and organise some potential features that could be incorporated into my design on some of these screens.



Brainstorm on Miro: Low Fi Wireframes of main pages



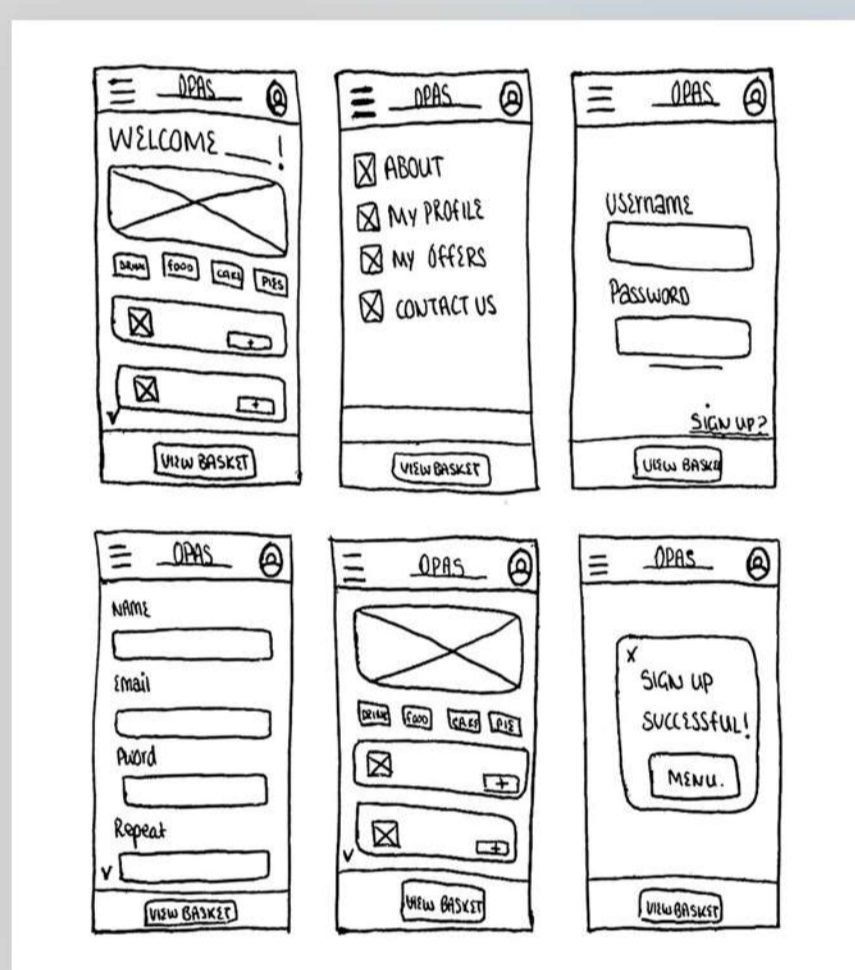
Sitemapping

I then further refined the information from my user research and brainstorm to formulate a brief site map. This helped me to organise the pages of my app into an easy-to-use navigation.

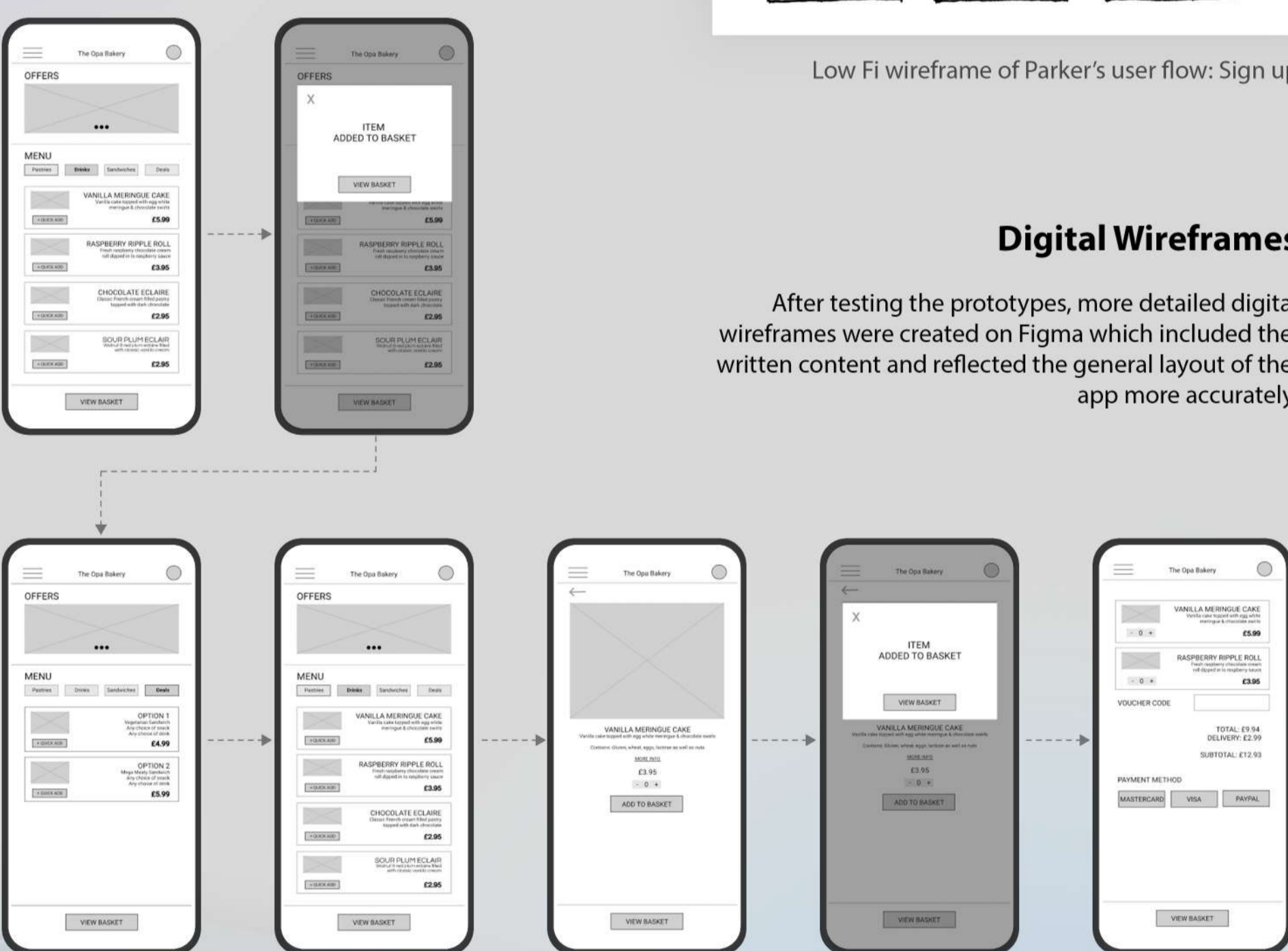
4 PROTOTYPE

Low Fidelity Wireframes

Using each user flow as a guidance, I created some quick sketches of each page as part of a user flow on my app. At this stage, it was crucial to pay attention to any potential pain points in order to enhance the usability of the app for users.



Low Fi wireframe of Parker's user flow: Sign up



Digital Wireframes

After testing the prototypes, more detailed digital wireframes were created in Figma which included the written content and reflected the general layout of the app more accurately.

5 TEST

Testing Goals

1

Observe & note how users navigate around the menu

2

Analyse if users come across any issues while placing an order

3

Find out how users feel about the app and ordering the process

Test Results & Learnings

The results of the testing presented these main issues:

- Users wanted to browse without signing in
- Users wanted to customise orders
- Users wanted to see reviews for menu items

After learning of these issues, I realised that I was spending too long on visual aspects of the menu rather than the functionality so I used the test results to make iterations to the wireframes & functionality before creating the final mockup.

Insight Identification

1. Based on the theme that some users could not read the menu, an insight is: A more accessible and user-friendly font should be used

Pattern Identification

1. It was observed that 2 out of 4 participants were frustrated that they had to sign in to use the app. This means that users would rather use the account as a guest.

Participant A	Task	Click Path	Observations	Quotes	Task Completion
	Browse the menu & add items to the basket	Click through the menu categories, select items, click to add to basket	Participant couldn't find menu items on menu. Frustrated the could not make customisable changes to basket options	"This is easy to find."	Task was completed mostly with ease
	Browse the menu & filter categories	Home page categories	Users unable to locate high-valued menu categories. Unable to click through menu and filter categories	"I do not need to log in."	3
	Click on each menu item	Home page menu items - selected	Users unable to click through menu and filter categories. Unable to click through menu and filter categories	"I do have a basket but when I click on what I want to buy."	3
	Add items to basket	Product page add to basket	Participant unable to find the add to basket button. Unable to find the add to basket button. Unable to find the add to basket button.	"I found the homepage."	3
	View basket	View basket call to action button	Participant unable to find the basket page and unable to change the quantity of items. Unable to find the basket page and unable to change the quantity of items.	"I found how to track orders."	3

Additional Notes: Participant was generally good at finding his way around but some frustrations due to some features.

Usability Test Observation

Challenges & Next Steps

During this case study, I was introduced to Figma. At first it was challenging to use a new software for my designs but I learnt how to design for different screen sizes whilst focusing on the user needs to make my design decisions. It was also challenging to set up my prototypes as I realised that it is important to test them first before sending out to users for testing. In the future I would like to add more exciting features such as a points system to make the app more personalised for users.

THE DESIGN LANGUAGE

Colour Palette

Primary Colours



#5cafde



#add6ee

Colours 1 & 2 were used for the main action buttons such as 'Add to basket' or 'View Basket'. These were chosen as they were representative of the brand colours.

Background Colours



#ffffff



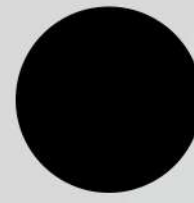
#b8b8b8



#8c8c8c

These colours were lighter and less saturated than the primary colours so they were used for the background. The neutral nature of these allow the app to have a simple aesthetic with the primary colours standing out against the background for enhanced accessibility.

Text Colours



#000000



#e2e2e2

These colours form the main body of text and have been chosen to work against both darker/coloured or lighter backgrounds in the app.

UI Elements

Call to action buttons



Colour: #5cafde & #add6ee
Corner Radius: 10
Font: Questrial, Regular, Size 14

Text fields



150px

Colour: #ffffff
Corner Radius: 10
Inner Type Font: Questrial, Regular, Size 14

