



Fresh Sandwiches app

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Project overview



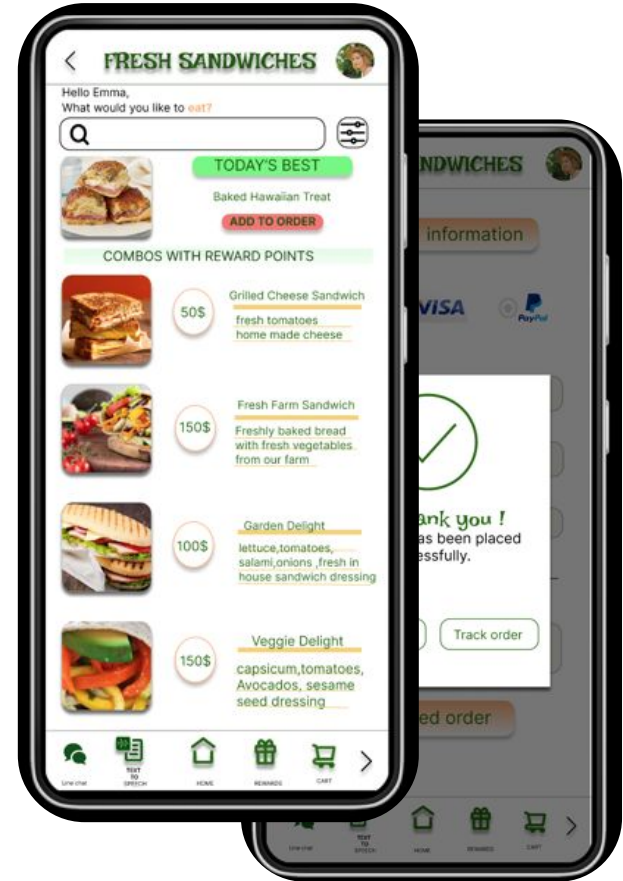
The product:

Fresh's Sandwiches is a local chain located in New York. Fresh's aims to deliver healthy sandwiches online and in the shop. Targeting customers who love to take care of their and their family's health but cannot due to health issues or time constraint



Project duration:

January 2023 to June 2023



Project overview



The problem:

Need the payment pages to load faster on the ordering page in the app and add speech to text.



The goal:

Design an app with better speed and better Menu display for easier and hassle free ordering.

Project overview



My role:

UX designer designing an app for Fresh Sandwiches app from conception to delivery.



Responsibilities:

Conducting interviews, wireframing, low and high fidelity prototyping, conducting usability Studies, accounting for accessibility and iterating on designs.

Understanding the user

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



User research: summary



I am creating an app for a local sandwich shop based in New York to attract people who are retired and student based customers who believe in eating healthy but have health constraints and lack of time. These days people like to order food online in order to save time and get food delivered at their homes or workplaces. I noticed that some old people have pains in their hands and it is not easy for them to order on pages which take time to load and too much clicking is involved . Also some menu apps on food apps are not categorized separately i.e like vegan list etc for customers. I want to create an app to compete with the online market ,retain customers , make app with speech to text feature and better menu pages for more customer satisfaction and improve sales.

User research: pain points

1

Fast Payment confirmation

The payment confirmation pages in many apps process very slow or reload a lot .

2

Accessibility

Ordering apps should include the speech to text option for people with problems in their hands.

3

Customised menu pages

Most of the apps have very basic food menu pages .

Persona: Emma

Problem statement:

Emma is a retired bank manager who needs the app menu ordering page to load faster and have speech to text as due to much clicking hand pains due to arthritis.



Emma

Age: 61
Education: B.A in administration
Hometown: New York, New York
Family: Husband and 4 sons
Occupation: Retired Bank Manager

"I want to enjoy family time and improve my health."

Goals

- To maintain good health and eat balanced meals.
- To be able to enjoy family time after retirement.
- Take yoga classes with husband

Frustrations

- The page keeps reloading.
- Loves to cook for family but has pain in hands due to Arthritis.
- The order payment page takes long time to process.

Emma is a retired Bank Manager. She lives with her husband and 4 sons in New York. She wants to enjoy quality with her family after retirement and cook healthy meals for them. She has bad arthritis so cannot cook many times due to pains. Therefore she loves this sandwich shop which provides healthy sandwiches. She is frustrated with the shop's new Menu and payment app as it's too slow. She trusts with their food quality and only wants to order from them. She would love for the shop to rectify the issues with the new app so that customers like her can place orders smooth and fast.

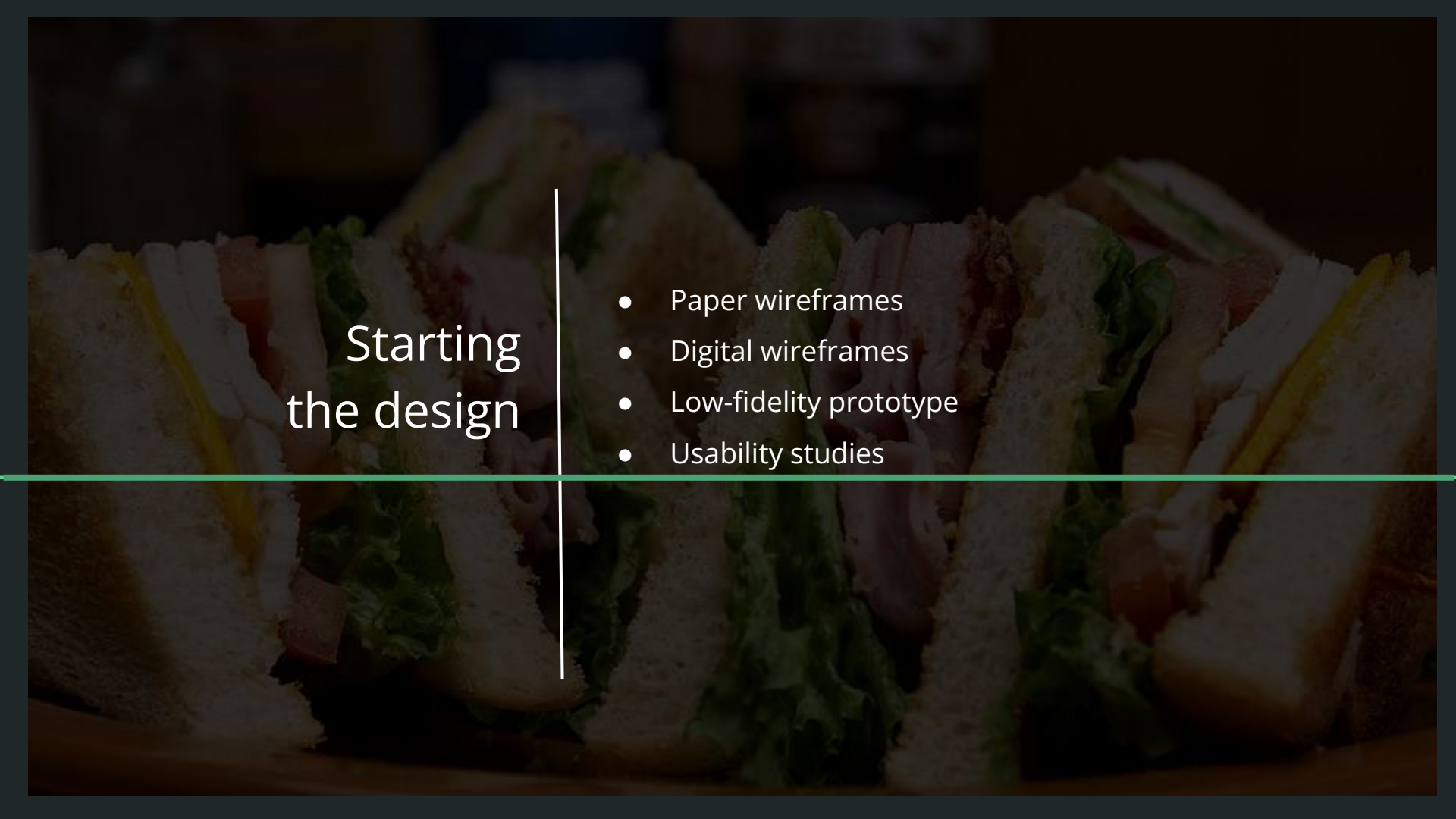
User journey map

Mapping Emma's user journey revealed that how helpful it would be for the users to have speech to text option in the app for people with medical problems in their hands .

Persona:Emma

Goal: An easy and quick way to be able to order healthy sandwiches for pickup

ACTION	Get App	Submit order in App	Review order confirmation	Track order status	Receive the delivery
TASK LIST	A. Download App B. Set up account C.Confirm location	A. Take order from the family members B. Enter orders C. Place family order	A. Check App email receipt B. Check order details C.Check delivery time	A. Check delivery tracking status App B. Estimate in how much time it should reach C.Keep money ready if paying through cash	A. Take the order B. Check if the order is correct C.Check if extra condiments are there in the order
EMOTIONS	Excited to find the App for her favourite sandwich shop	Overwhelmed by the variety of healthy sandwiches options for family	Annoyed as the page keeps reloading Dissatisfied with scrolling options are slow and her hand pains	Excited to see order status reaching within time	Impressed with the order delivery on time Happy with extra condiments in the delivery bag
IMPROVEMENT OPPORTUNITIES	Should work on a dedicated mobile app.	Automatically include seasonal discounts in the order	Work on better page loading and scrolling options Simple checkout flow	Better scrolling options in tracking map	Better rewards for regular customers

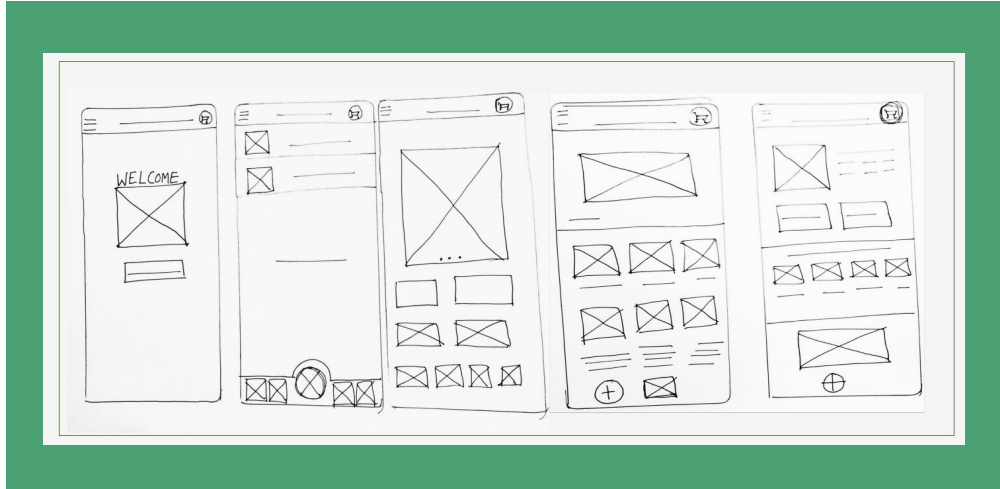


Starting the design

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

Paper wireframes

I drew 5 versions of each key screen of the app and then combined the best features of each and made a refined paperframe.

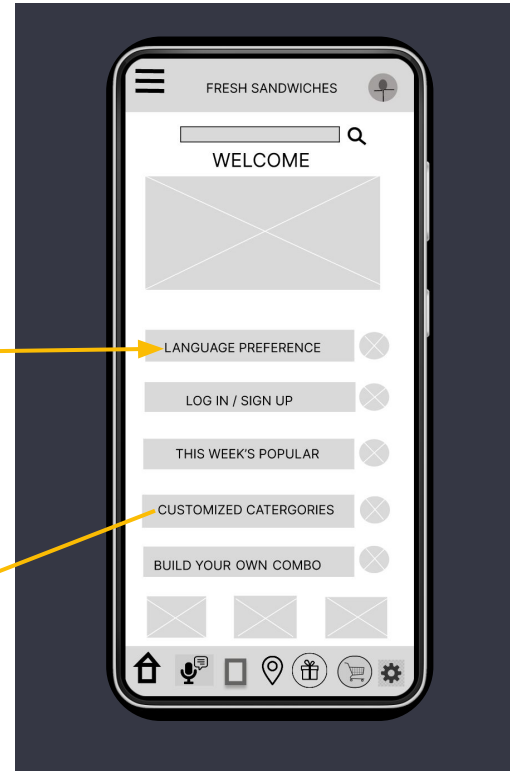


Digital wireframes

The homepage has special options made easier for people to have different language options to feel comfortable in ordering .It also has a speech to text feature for people like Emma who have pain in their hands while texting due to arthritis.

Option for different languages

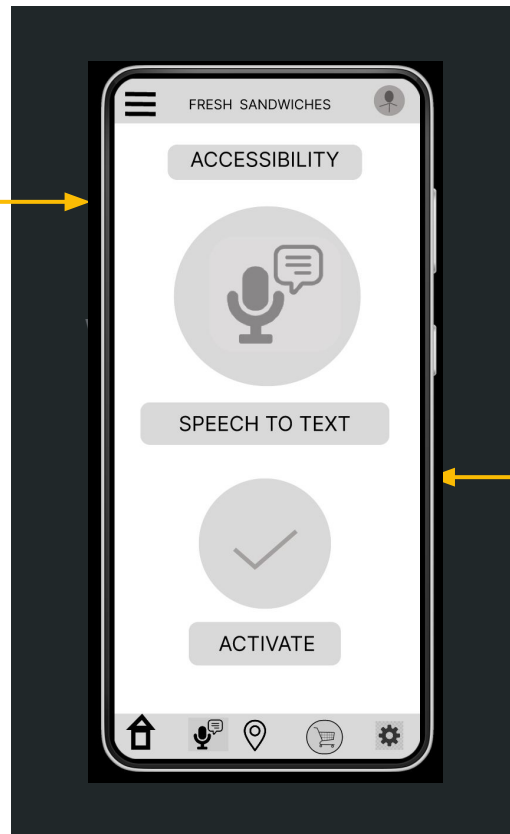
A button to order a combination of ingredients in sandwiches as per customer's preference..



Digital wireframes

Ease of navigation was key for users with pain in hands due to arthritis or other medical problems in hands. For them to be able to navigate the app quick and easy while allowing the app to work with assistive technologies.

I have added speech to text. A special feature for people with disabilities in hands



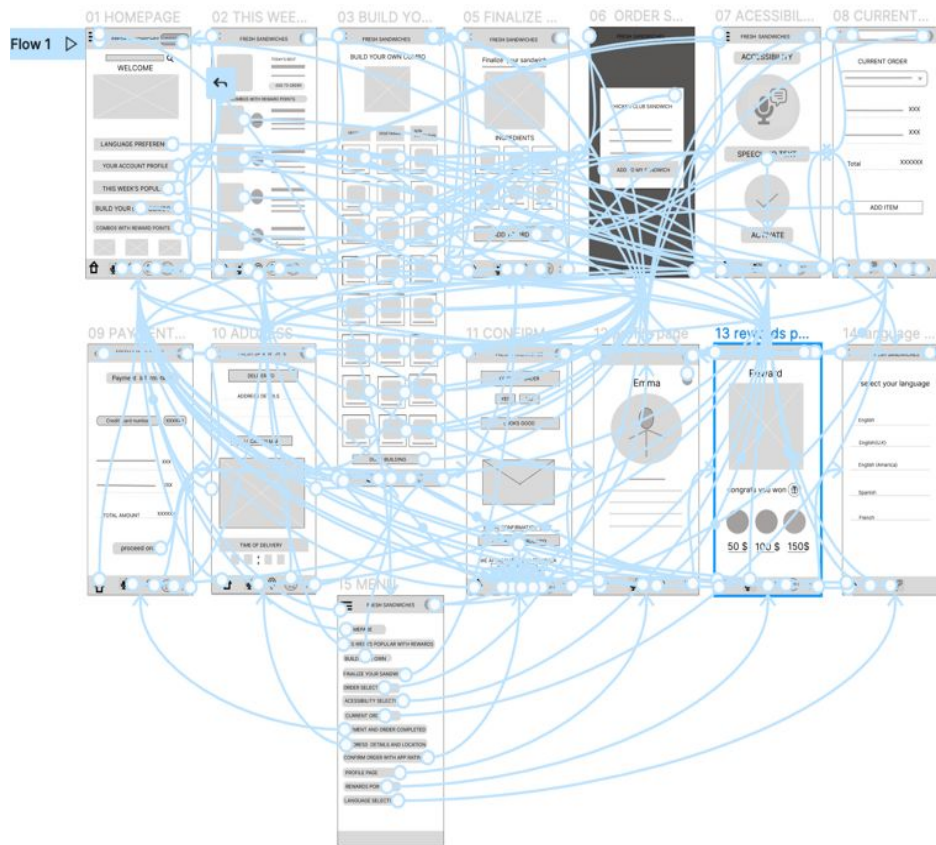
benefit to the user in being able to order smoothly and with comfort.

Low-fidelity prototype

The low-fidelity prototype showcased the overall user flow of navigating the app and was used for usability studies with users.

View the Fresh Sandwiches Low-fidelity prototype

[Link to low fidelity prototype](#)



Usability study: findings


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

Round 1 findings

- 1 Users want payment process to be fast with preloaded credit card and address detail in user profile already loaded..
- 2 Users want comment box to be added on customer review page.
- 3 User had a hard time finding order cancellation button.

Round 2 findings

- 1 Users found speech-to-text option very useful.
- 2 Users liked the different language select option.
- 3 Users were confused how to order due to two buttons on the homepage leading to same page.



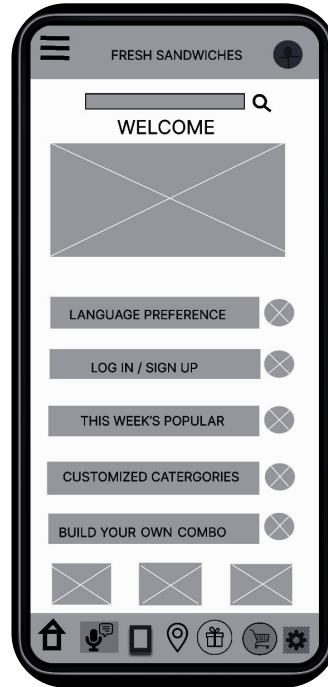
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Early designs allowed for some customization, but after the usability studies, I also revised the design so users see all the customization options when they first land on the screen. I also changed to the two buttons which were confusing i.e ,”The week’s popular and customized categories to one button. .

Before usability study



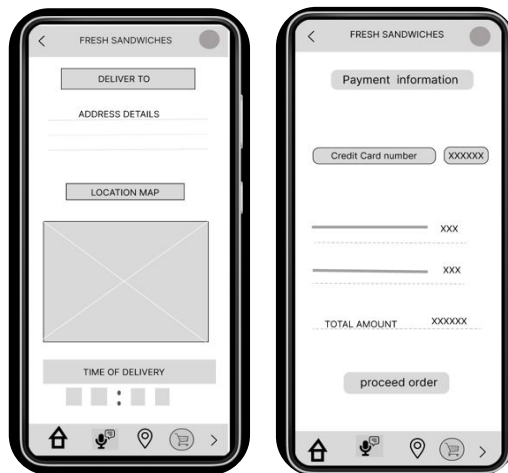
After usability study



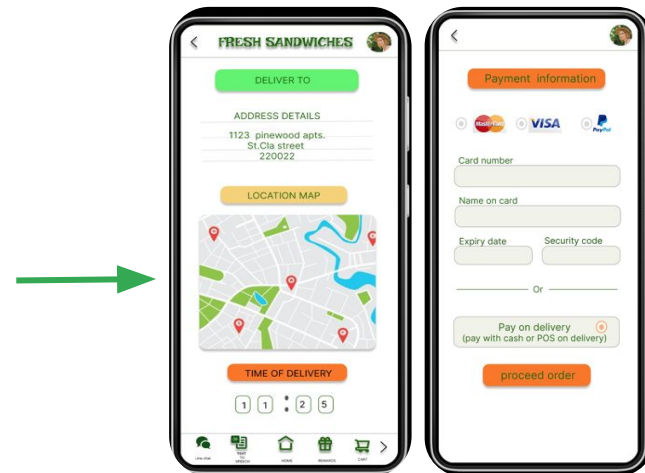
Mockups

Users want payment process to be fast with preloaded credit card address de user profile already loaded. I reworked on payment page with many options for payment methods .

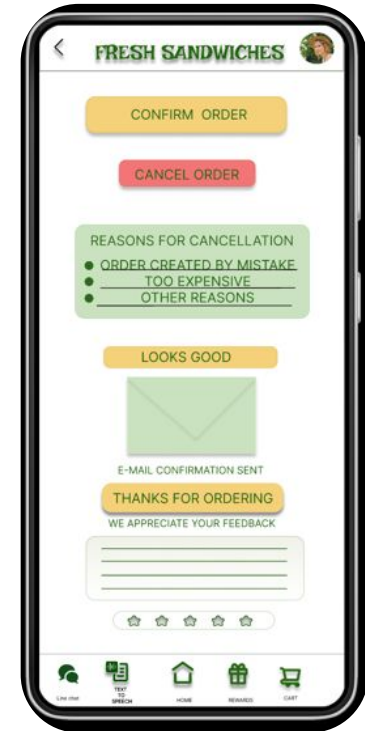
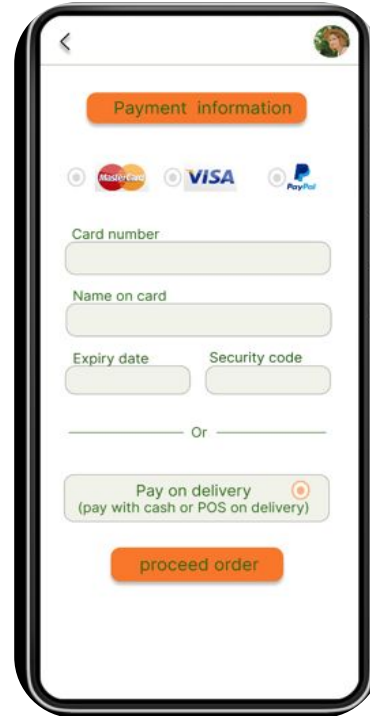
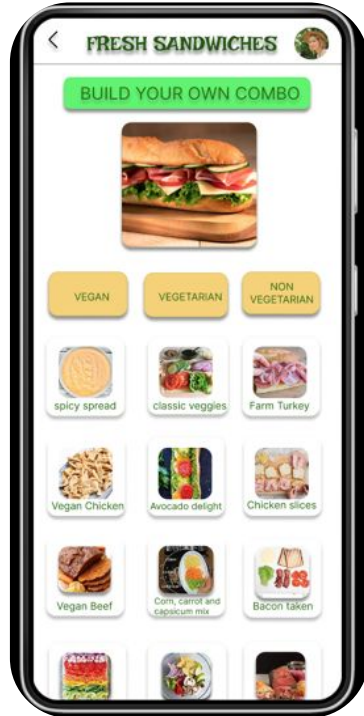
Before usability study



After usability study

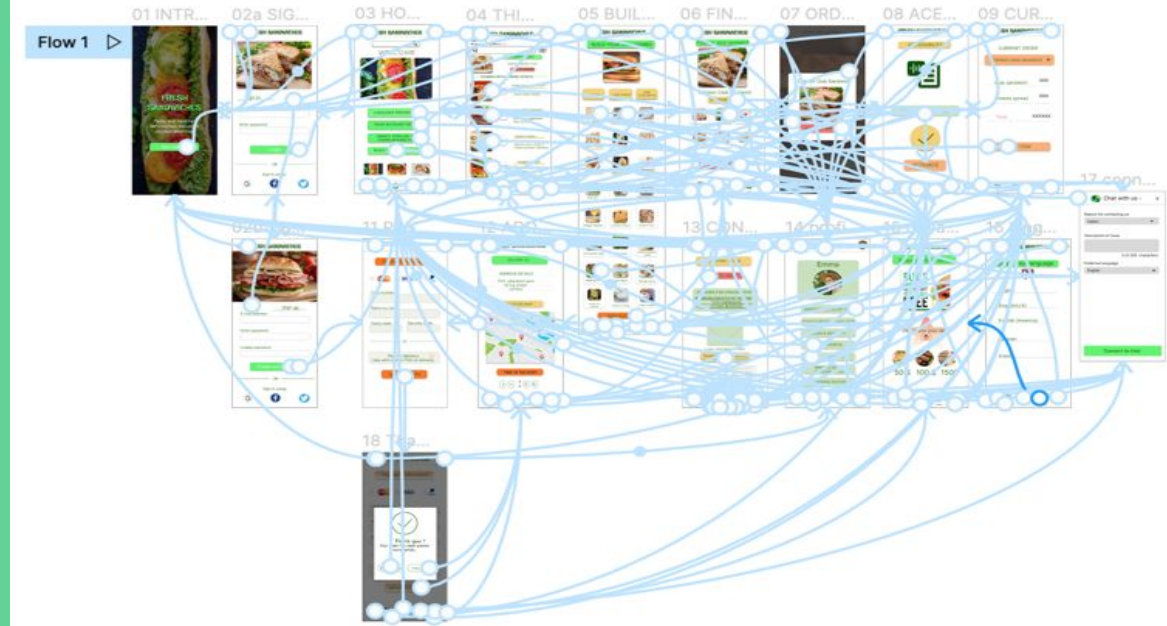


Key Mockups



High-fidelity prototype

The final high-fidelity Prototype presented cleaner user flows for building a sandwich online and delivered to customers doorstep. It also met the needs customisation options with speech to text option.



[Link to high fidelity prototype](#)

Accessibility considerations

1

Provided access to users who have arthritis pain in their hands. By adding speech to text option for ordering in the app.

2

Used payment process to be fast with preloaded credit card and address detail in user profile already loaded..

3

Used detailed imagery for Sandwiches with variety of dressings ,vegetables,meats ,cheese and different types of bread. To help all users to better understand the design.

The image shows two avocado toast sandwiches on a wooden cutting board. Each sandwich consists of a slice of whole-grain bread topped with a thick spread of mashed avocado, sliced cherry tomatoes, and fresh arugula. The background is dark and slightly blurred, showing some kitchen items like a jar and a bowl. A vertical white line is positioned between the text and the list.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Fresh sandwiches really considers the pain points of users. Like not being able to type due to arthritis in hands or fast payment features due to customers tight schedules.

One quote from peer feedback:

“very satisfied with the speech to text option in the app.”



What I learned:

Designing the Fresh sandwiches app, i learned that while designing we must consider the pain points of all our users. To make the user journey as smooth as possible. I also learned that first ideas are only the beginning process.

Usability study and peer feedback definitely helped me look at the points missing in my design and make further iterations.

Next steps

1

Conduct further usability studies to ensure the app meets user needs and make user user pain points have been considered.

2

Conduct further research on local competitors in order to make our app standout.

3

Conduct additional user research on speech to text feature.

Let's connect!



Thank you for your time reviewing my work on the Fresh Sandwiches app! If you would like to see more or get in touch ,my contact information is provided below .

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