Case Study

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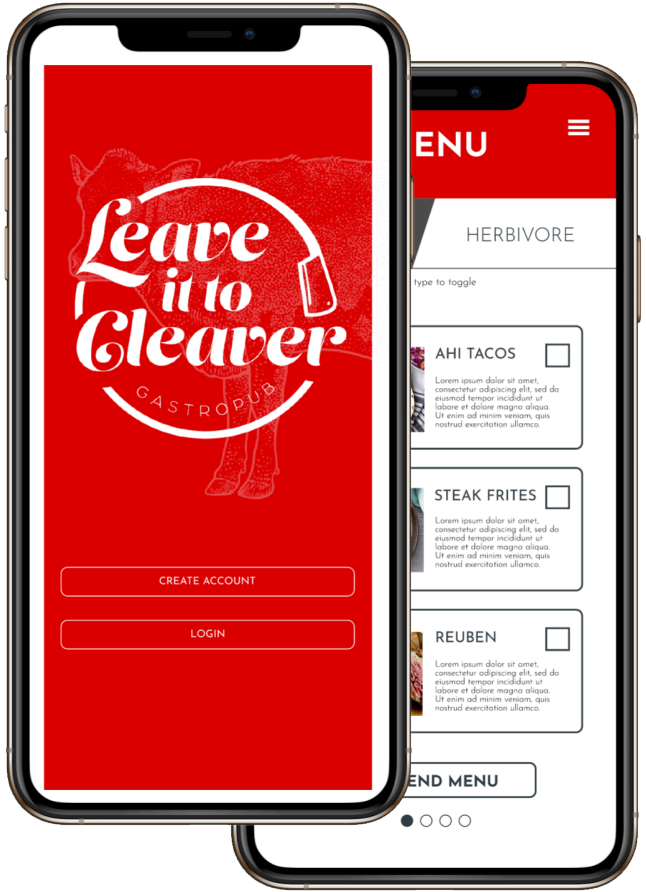
PROJECT OVERVIEW

THE PRODUCT:

Leave it to Cleaver (LITC) is a food truck offering high-end meats and locally-sourced produce at a reasonable cost with maximum accessibility. With any luck, in the process we will reduce the stress of food prep by preparing wholesome and delicious meals for working families.



PROJECT DURATION:

June to August 2021

PROJECT OVERVIEW

THE PROBLEM:

Busy workers and commuters lack the time necessary to prepare a meal either for their family or for their lunch.

THE GOAL:

Design an app for LITC that allows users to easily order and pick up fresh, healthy dishes.

PROJECT OVERVIEW

MY ROLE:

UX designer designing an app for LITC from conception to delivery.

RESPONSIBILITIES:

Conducting interviews, paper and digital wire framing, 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 conducted interviews and created empathy maps to understand the users I’m designing for and their needs. A primary user group identified through research was working adults who don’t have time to cook meals.

This user group confirmed initial assumptions about LITC customers, but research also revealed time was not the only factor limiting users from cooking at home. Other user problems included obligations, interests, or challenges that make it difficult to get groceries or go to restaurants in-person.

USER RESEARCH: PAIN POINTS

1

TIME

Working adults are too busy to spend time on meal prep

2

ACCESSIBILITY

Platforms for ordering food are not equipped with assistive technologies

3

IA

Text-heavy menus in apps are often difficult to read and order from

PERSONA: TOMEKA

PROBLEM STATEMENT:

Tomeka is a busy working adult who needs easy access to healthy food ordering options because they have no time to cook dinner for themself.

Tomeka Dawson

33

Brooklyn, NY

Teacher

Apartment,
Husband, Son

Bio

Tomeka is a teacher with a demanding schedule. She has a visual impairment for which she often relies on screen reader technologies. Tomeka would like the process of ordering food to be simpler and accomodate her needs.

Tech

Internet	●●●○○
Social Media	●●●●●
Online Shopping	●●●●○
Gadgets	●●●○○
Early Adopter	●●○○○

Favorite Brands

L'ORÉAL NIKE

Wants & Needs

- A robust menu of healthy meals.
- Healthy options
- Relatively quick and efficient ordering

Frustrations

- It is difficult to find healthy options near me.
- Healthy doesn't just mean salad.
- I wish I had time to cook.

USER JOURNEY MAP

Mapping Tomeka's user journey revealed how helpful it would be for users to have access to a dedicated LITC app.

PERSONA: Tomeka Dawson
GOAL: Reduce stress of food prep by finding a provider who can provide wholesome and delicious meal options for my family.

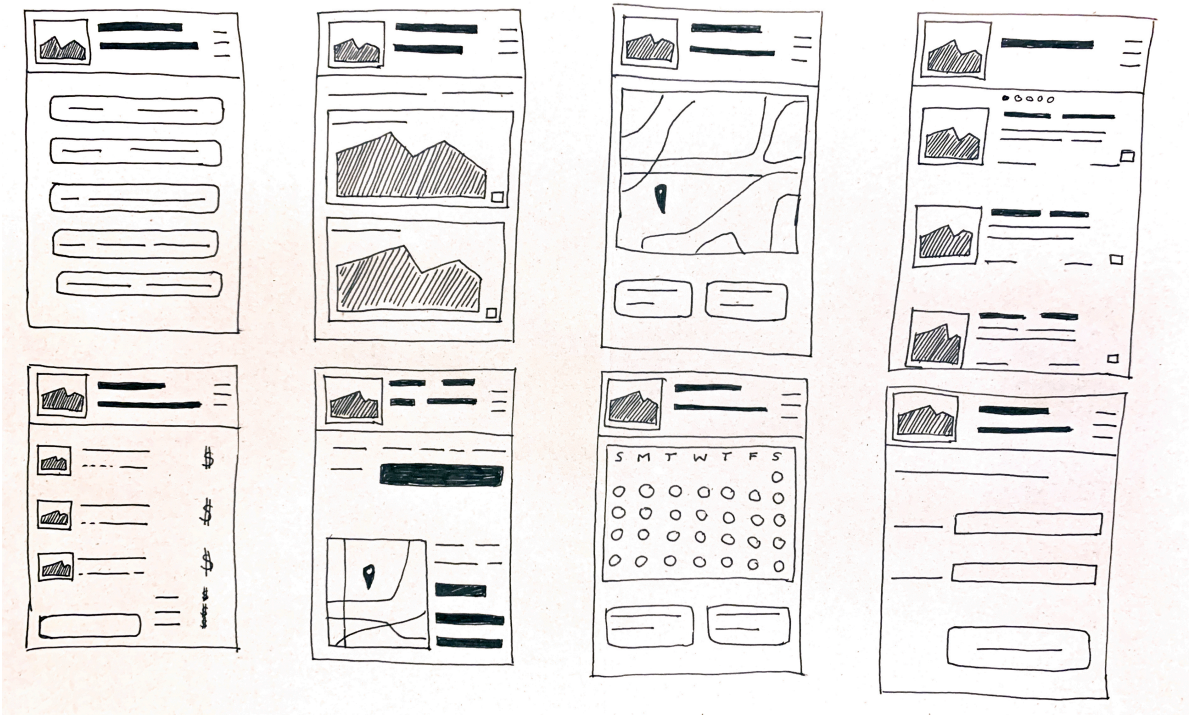
Action	Get App	Find Schedule	Organize Order	Submit Order	Pickup Order
Task List	A. Download app B. Set up account C. Confirm location	A. Access truck calendar on app B. Assess which location is closest	A. Browse food offerings B. Add interesting options to "My Favorites" C. Facilitate family seeing options D. Write down family order	A.Apply coupon code for first timers B. Input Family member's orders C. Check email for order confirmation D. Confirm pick up time	A. Pick up order at specific time B. Confirm order is correct before leaving truck
Feeling Adjective	Optimistic about not having to prep food	Hopeful that the truck schedule matches with my family's schedule	Pleasantly surprised at the variety of options, yet skeptical that picky son will be willing to try something	Thrilled that order seemed to go through with ease	Pleased that order was ready on time and seems still hot.
Improvement Opportunities	Add QR code to scan truck for shortcut to loading app	Set up notifications for when truck has outing within certain mileage of you.	Offer few more options for children	On order confirmation have order pickup time listed first in big bold letters with order details following slightly smaller	After pick up, send follow up email with link to app for providing feedback on the experience (good or bad) with order

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.



DIGITAL WIREFRAMES

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

This toggle at the top of the screen makes it easy to switch between meats and veggies.

This button provides an easy option to send menu to other friends & family.

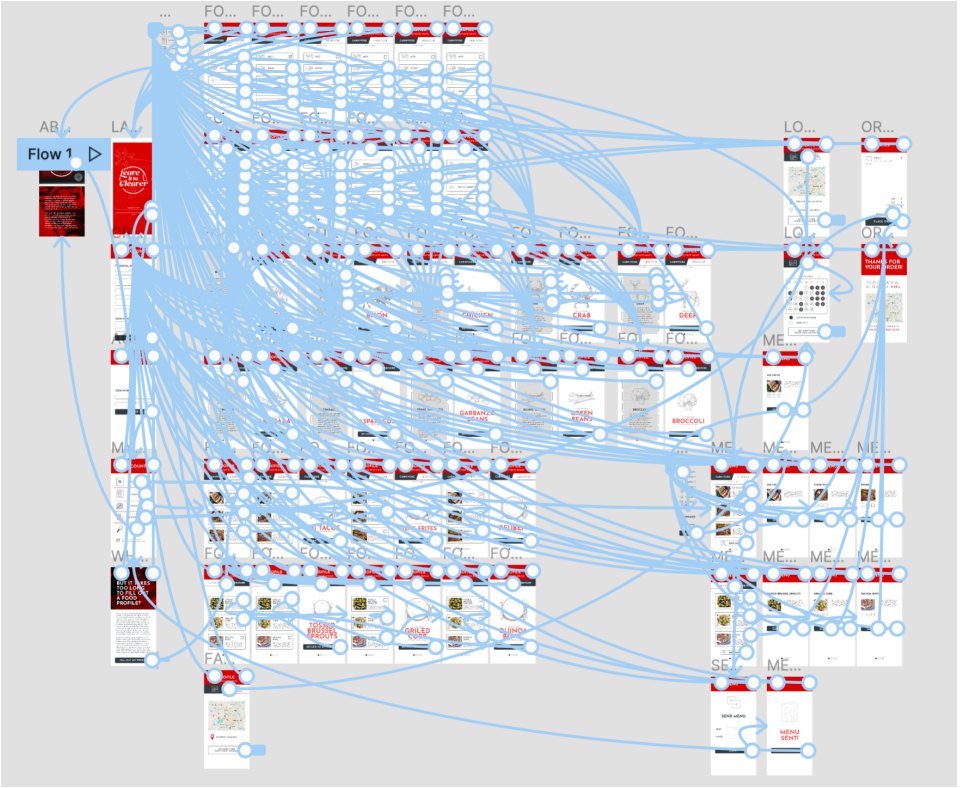
DIGITAL WIREFRAMES

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

Easy access to navigation that's screen reader friendly.

LOW-FIDELITY PROTOTYPE

Given there wasn't much depth to the low-fidelity prototype, I decided to version out to more of a high-fidelity version to use for a usability study.



USABILITY STUDY: FINDINGS

Findings from the study helped guide the designs from wireframes to mockups and revealed what aspects of the mockups needed refining.

FINDINGS

1. Users found parts of the layout unresponsive and glitchy.
2. Users found some of the layout to light to read easily.
3. One user questioned the value of the food profile section.

Refining the design

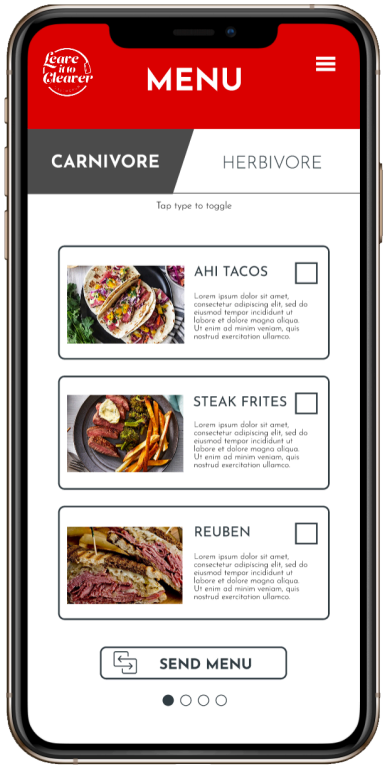
- Mockups
- High-fidelity prototype
- Accessibility

MOCKUPS

The toggle between carnivore and herbivore was one example of text that was too light to read consistently. That was addressed here. In addition, the glitchy effects we were seeing led me to exactly rebuild the app from scratch and better optimize imagery. **Performance issues seem gone as a result.**

BEFORE STUDY

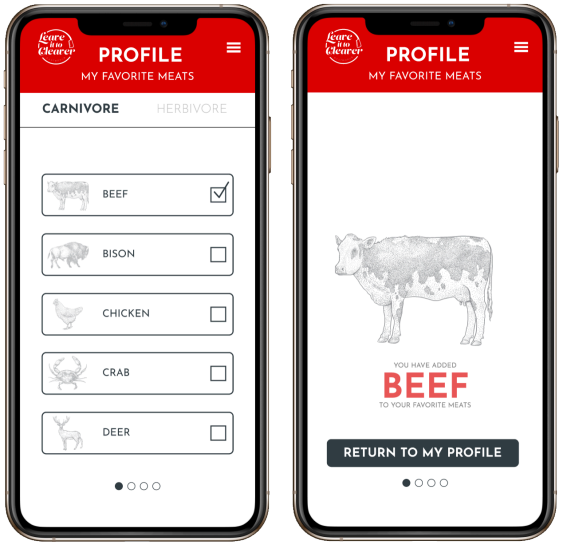
AFTER STUDY



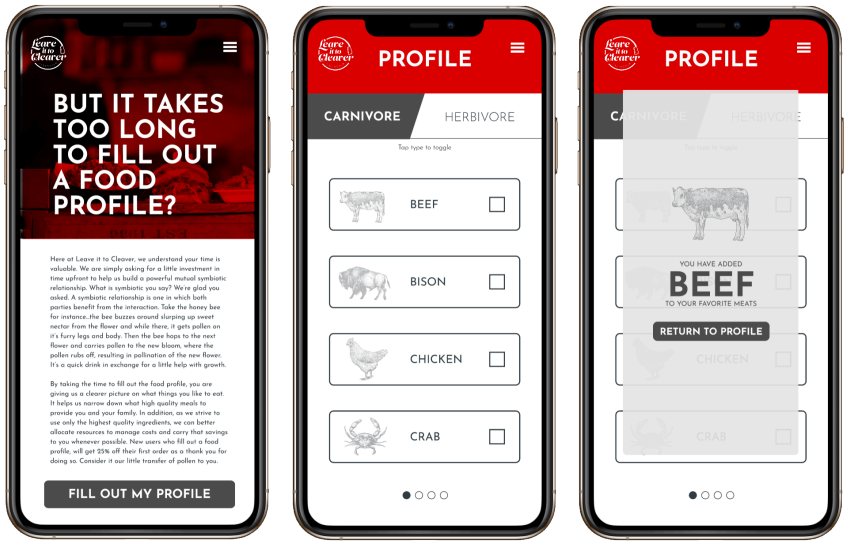
MOCKUPS

There was debate as to the food profile's value, so I added an explanation and cleaned it up.

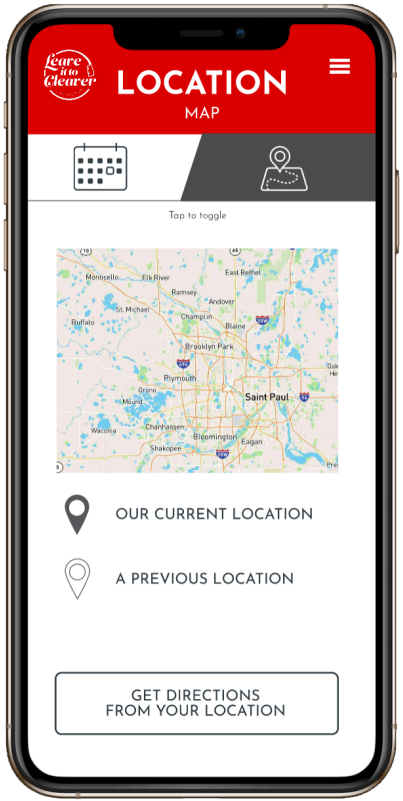
BEFORE STUDY

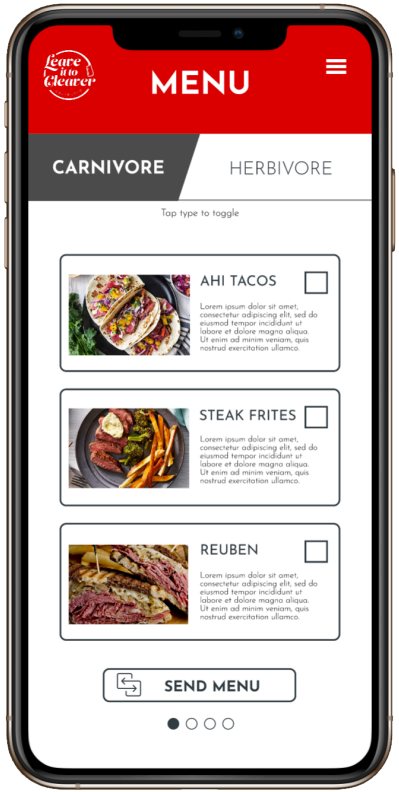


AFTER STUDY

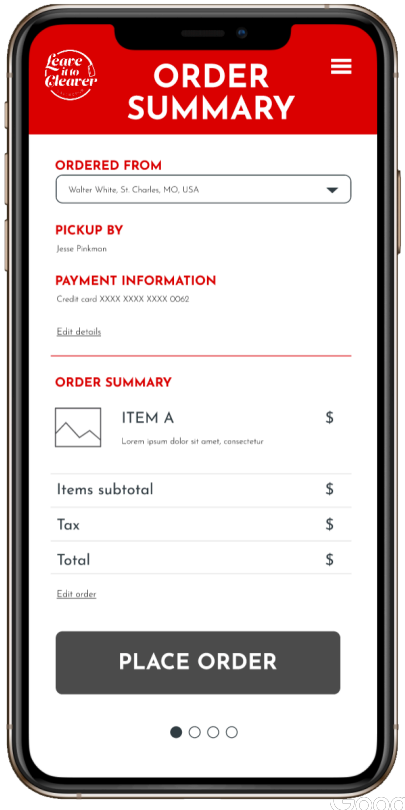


KEY MOCKUPS


LOCATION
MAP
Tap to toggle
OUR CURRENT LOCATION
A PREVIOUS LOCATION
GET DIRECTIONS FROM YOUR LOCATION

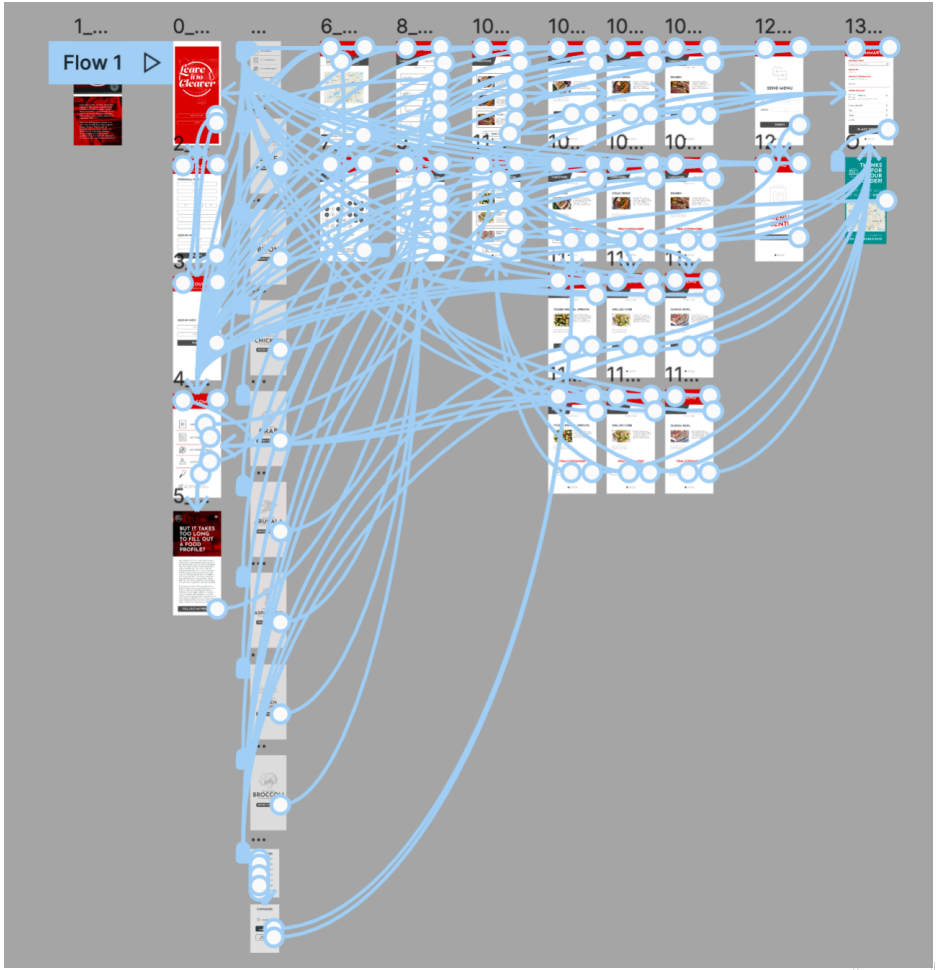

MENU
CARNIVORE
HERBIVORE
Tap type to toggle
AHI TACOS
STEAK FRITES
REUBEN
SEND MENU


MENU
SEND MENU
TEXT
eMAIL
SUBMIT


ORDER SUMMARY
ORDERED FROM
PICKUP BY
PAYMENT INFORMATION
Edit details
ORDER SUMMARY
ITEM A
Items subtotal
Tax
Total
Edit order
PLACE ORDER

HIGH-FIDELITY PROTOTYPE

The final high-fidelity prototype presented cleaner user flows for building a profile and ordering food. It also met user needs for a pickup or delivery option as well as more customization.



ACCESSIBILITY CONSIDERATIONS

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used detailed imagery and icons to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

TAKEAWAYS

IMPACT:

The app makes users feel like LITC really thinks about how to meet their needs.

One quote from peer feedback:
“The app was intuitive to navigate and I like how they are tracking the ingredients I like to influence future meals they produce.”

WHAT I LEARNED:

While designing the LITC, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app’s designs.

NEXT STEPS

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

LET’S CONNECT!

Thank you for reviewing the Leave it to Cleaver Case Study.
If you’d like to see more or get in touch, my contact information is provided below.

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Website: skeetercreative.com
LinkedIn: https://www.linkedin.com/in/christopher-bracke-8403135/