

PRODUCT

**The Crafty Corndog - Food Truck App**

PRODUCT TYPE

Mobile Ordering App

PROBLEM STATEMENT

As a customer, I want a fast and affordable way to order food from a food truck, so I can get a quick meal during my workday without exceeding my budget or spending time cooking.

PLATFORM

Mobile App

USER BASE

Food Truck Customers

TIMELINE

Jul 2021 - Sep 2021

ABOUT

The Crafty Corndog is a food truck specializing in artisanal corn dogs with a wide selection of gourmet toppings, all offered at competitive prices. The truck primarily serves commuters and local workers looking for a fast, convenient lunch option.



**My Roles & Contributions**

**UX Designer**

- Designed & built user interfaces
- Designed Product Branding & assets
- Planned & Conducted user-base Testing

**UX Researcher**

- Researched User Needs and Pain Points
- Defined Potential End User Base
- Conducted Market Gap Analysis

**Data Architect**

- Optimized product data architecture
- Built Unique Product Functionality
- Improved User Path Throughputs

**Key Decision Factors**

**ORGANIZATIONAL NEEDS**

A fast, reliable ordering experience that reduces line time, improves throughput, and supports accurate customization.

**USER CONSIDERATIONS**

Limited time and one-handed mobile use demanded a simple flow with clear price updates and confirmations.

**CONSTRAINTS & PARAMETERS**

Mobile connectivity variability, real-time menu changes, and pricing/availability updates required resilient UX patterns.

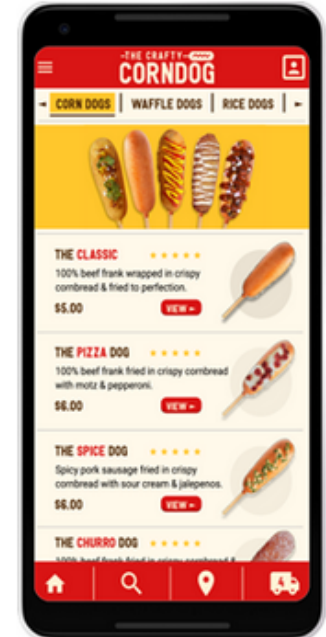
**MEASURES OF SUCCESS**

Users could place accurate orders quickly, reducing wait time and increasing conversion during peak periods.

**PRODUCT CORE FEATURES OVERVIEW**

**The Product:**

The Crafty Corndog is a regional food truck located in metropolitan Boston. They serve artisanal corn dogs and side dishes, and allow users to customize orders by offering a wide variety of gourmet toppings. They offer a small spectrum of competitive pricing. The Crafty Corndog targets customers like commuters and workers who need a quick and fast lunch option.



## ∞ End-to-End Workflow

### EVALUATE BUSINESS NEEDS

Validated business goals around faster service and fewer ordering errors.

### EVALUATE USER NEEDS & PAIN POINTS

Identified friction in customization, unclear pricing, and missed confirmation steps.

### DEFINE SCOPE & EXPECTATIONS

Defined menu structure, customization rules, and pricing/availability update process.

### CONFIGURE CONTENT & DEVELOP SOLUTION APPROACHES

Designed a streamlined customization flow with clear totals and pickup timing.

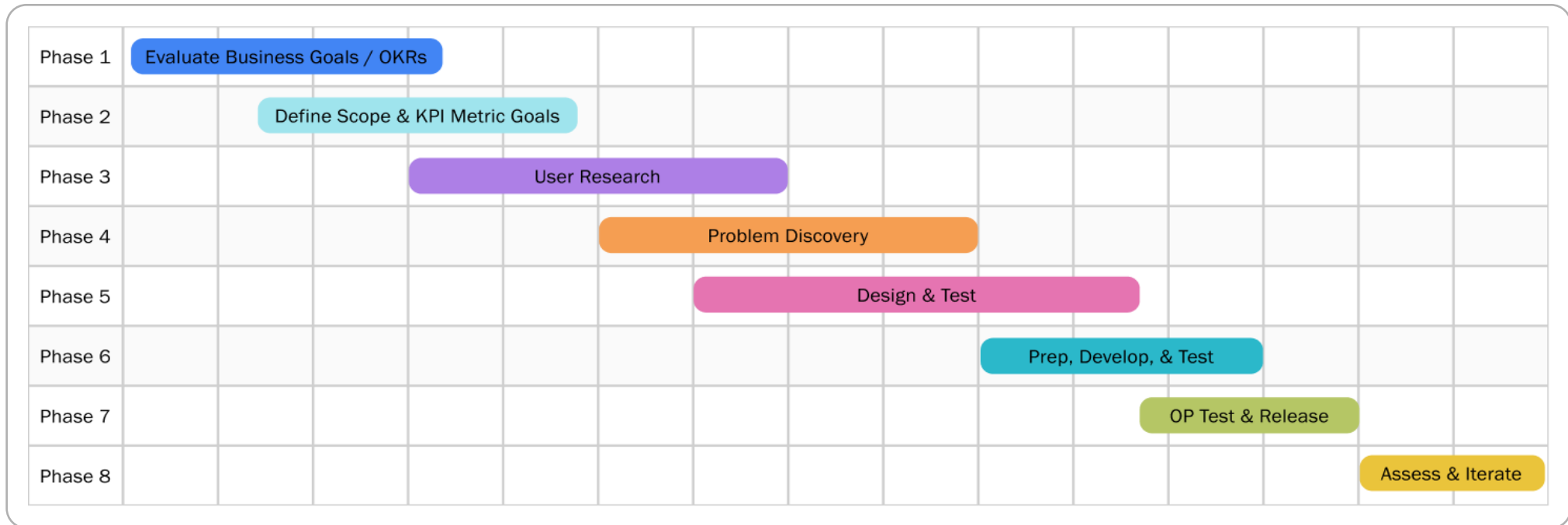
### CONDUCT USER RESEARCH & PROBLEM DISCOVERY

Observed ordering behavior and pain points for commuters and workers during peak lunch windows.

### MEASURE OUTCOMES & ITERATE

Measured drop-off and order accuracy, iterating steps and confirmations.

## CONTINUOUS IMPROVEMENT WORKFLOW PHASES



Design Decision Highlights

KEY DESIGN CHOICES

Step-by-step customization, live price updates, clear pickup timing, and strong confirmation states.

WHY I MADE THESE CHOICES

They reduced errors and made ordering faster under time pressure.

WHAT I INTENTIONALLY OMITTED

Nonessential browsing features that slowed checkout during peak usage.

WHY THESE CHOICES MATTERED

Faster ordering increased throughput and improved customer satisfaction.

KEY DESIGN COMPONENTS

Logo & Slogan



Graphics & Icons:



Fonts:

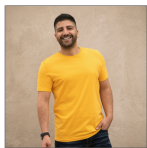
HIKOU REGULAR  
Roboto Regular

Colors:



Design Process Elements

USER RESEARCH



**Jake Jones**  
Age: 31  
Education: Technical School  
Hometown: Arlington, MA  
Family: Lives with Parent  
Occupation: Contractor

"I like to try new things and be the first to recommend them to my friends and family."

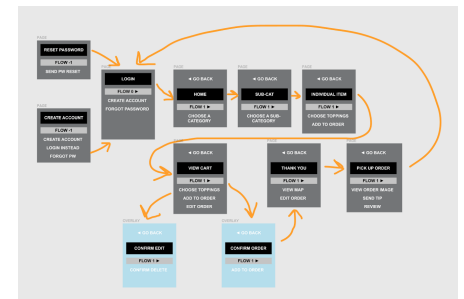
- Goals**
- To grow my business and become known as a trusted professional.
  - Get better at accurately estimating jobs for clients.
  - To help support my parent while establishing my independence.
- Frustrations**
- "I don't like it when I'm presented with too many options."
  - "Sometimes it takes me a long time to estimate job costs."
  - "I'm always busy and always trying to save money so it limits my options for buying lunch."

Jake is a freelance contractor that has completed several contracting projects in the metropolitan area over the past 7+ years. He is very conscious of his reputation and is doing his best to establish his own name in the industry. He is sometimes frustrated by his lack of supporting staff and is always trying to find efficient ways to conduct business without sacrificing quality. He is active on social media for self-promotion and networking.

PROTOTYPES



DATA ARCHITECTURE

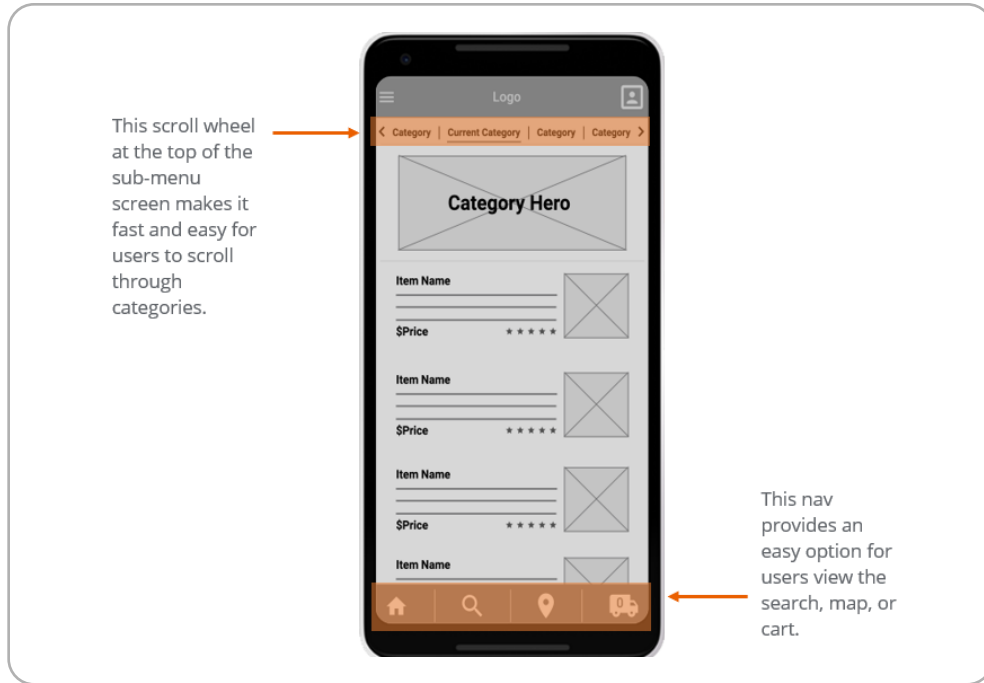


Impact Snapshot

BEFORE REDESIGN

Clarifying the App:

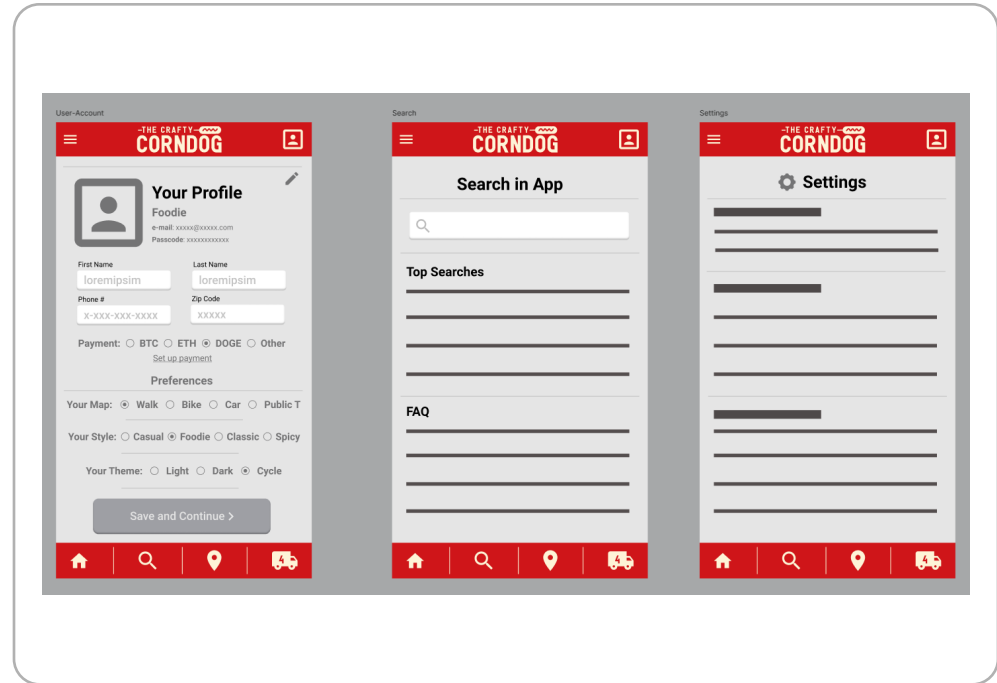
As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.



AFTER REDESIGN

Enhancing the App:

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies. A user "style" profile was added to allow the user to categorize themselves.



END-USER QUOTES

BEFORE REDESIGN

"I just need to order fast — I can't scroll forever."

- Truck Customer



AFTER REDESIGN

"Seeing the price update as I choose toppings helps a lot."

- Truck Customer



AFTER REDESIGN

"Pickup time and confirmation make it stress-free."

- Truck Employee

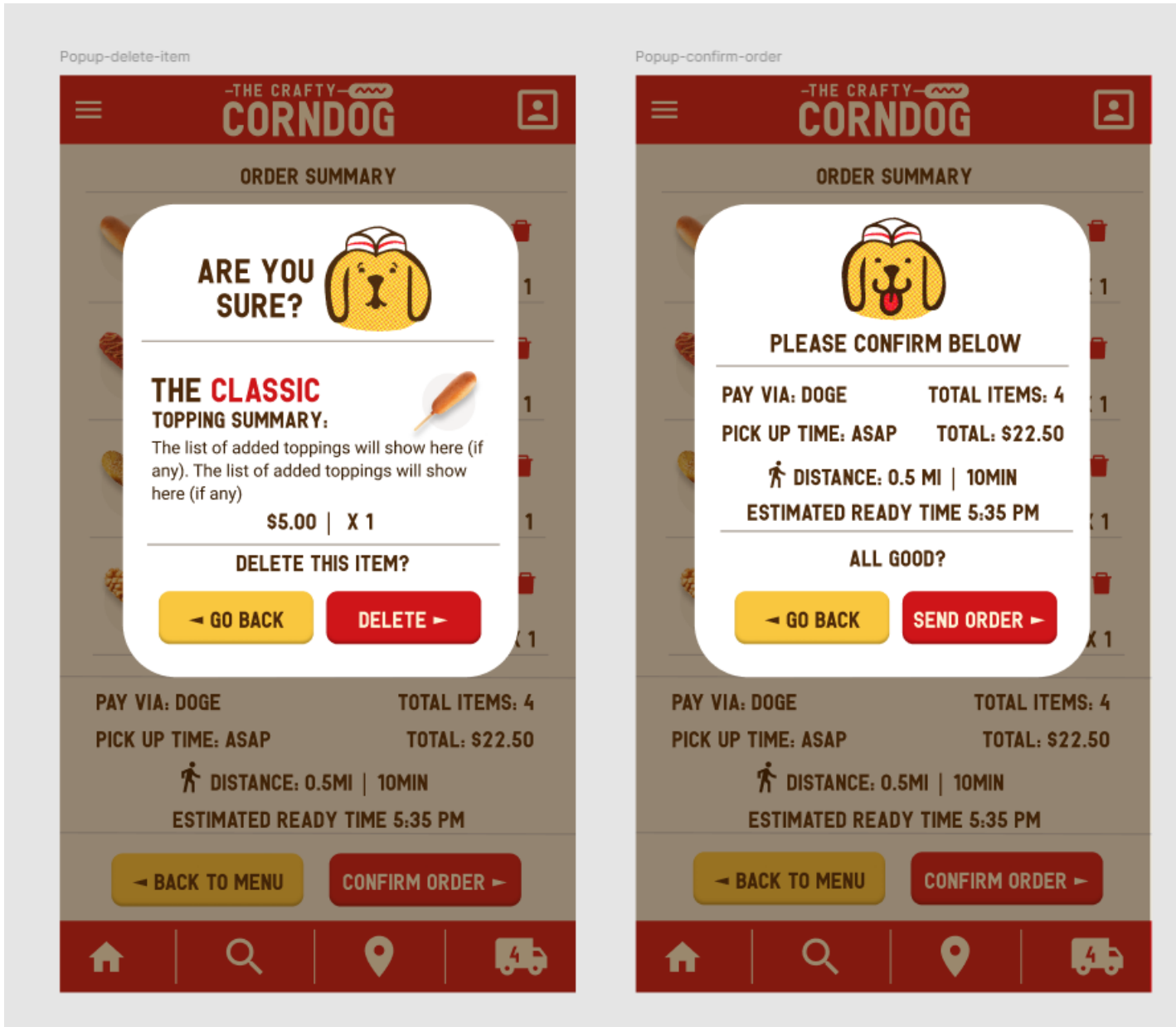


Key Visual

The image displays four sequential screenshots of the 'The Crafty Corndog' mobile application interface, illustrating the user journey from home to order confirmation.

- Home-Page:** Shows the app's main landing page with a red header, current distance (0.5 MI | 10 MIN), and a 'PICK YOUR DOG' section featuring 'CORN DOGS' and 'WAFFLE DOGS' with 'VIEW' buttons.
- Menu-Category:** Shows the 'CORN DOGS' category selected, listing items like 'THE CLASSIC', 'THE PIZZA DOG', 'THE SPICE DOG', and 'THE CHURRO DOG' with their descriptions and prices.
- Item-Customize:** Shows the customization screen for 'THE CLASSIC' corn dog, including a list of toppings (TATER CRUNCH, BACON CRUMBLE, BBQ SAUCE, MARSHMALLOWS, FLAMIN' HOT CRUNCH) and their respective costs.
- Order-Summary:** Shows the final order summary with 4 items, a total of \$22.50, and options to 'BACK TO MENU' or 'CONFIRM ORDER'.

Key Visual



Usability Studies

STUDIES CONDUCTED



**MODERATED**

- Scripted Interviews
- Prototype Walkthroughs
- Heuristic Evaluations



**A / B TESTS**

- Product Variant Comparisons
- Time on Task Tracking
- Engagement Experiments



**UNMODERATED**

- Email Surveys
- Task-Based Testing via Prototype
- Field Studies

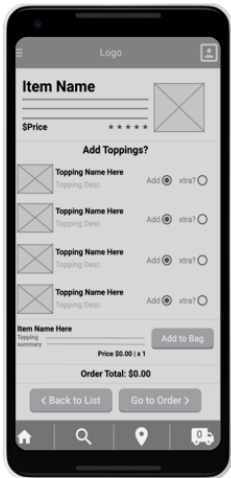
**BEFORE USABILITY STUDIES**

Ordering required too many steps and made customization and totals unclear. Early designs allowed for some customization, but after the usability studies, I added a more robust topping list. I also revised the design so users see all the customization options by scrolling.

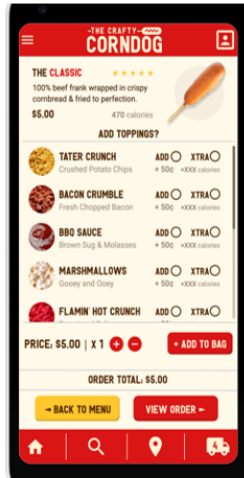
**AFTER USABILITY STUDIES**

The second usability study revealed the users frustration with no option to delete items from their order. To address this issue and streamline the ordering flow, I added an edit and delete button to the order summary screen. I also added a prompt screen to confirm item deletion.

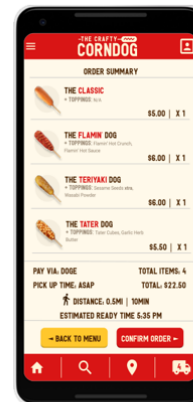
Before usability study 1



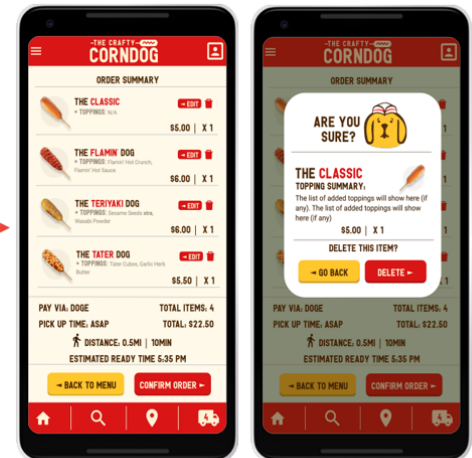
After usability study 1



Before usability study 2



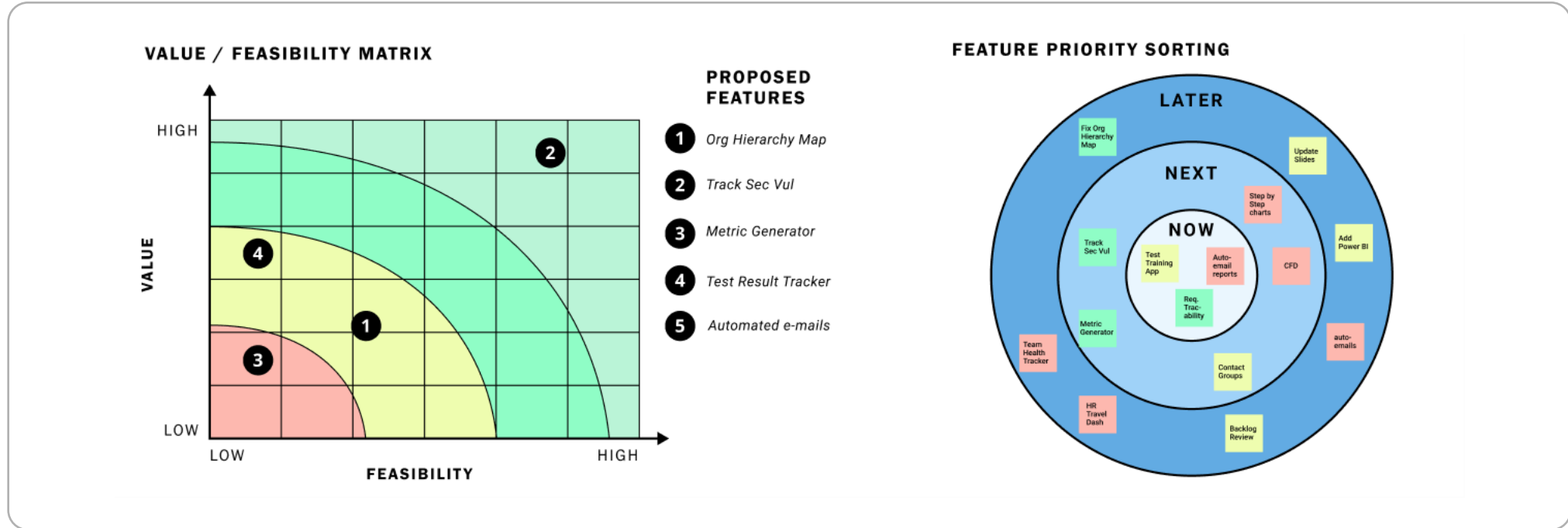
After usability study 2



★ Feature Prioritization

**DETERMINING PRIORITY**

Prioritized the main funnel: menu → customization → checkout, based on drop-off and error frequency. Order accuracy and consistency came first, then moved on to more glamorous social features.



**A Navigating Challenges**

**USABILITY**

*Order Simplicity*

Challenge: Reducing friction in customization so users can order quickly without confusion or mistakes.

Approach: Use step-by-step customization, clear pricing updates, and a streamlined checkout flow.

**COMMUNICATION**

*Menu Accuracy*

Challenge: Menu, pricing, and availability updates were inconsistent, creating user confusion and support

Approach: Centralize menu management, define update owners, and surface real-time availability in the UI.

**ACCESSIBILITY**

*Mobile Contrast*

Challenge: Outdoor/mobile conditions reduced readability during ordering and checkout.

Approach: Use stronger contrast, larger type for key steps, and clear confirmation states.

**Key Insights & Outcomes**

**USER INSIGHTS**

Users valued speed, price clarity, and confidence that the order was correct.

**WORKFLOW INSIGHTS**

Most users repeated orders; quick reorder and favorites would add value.

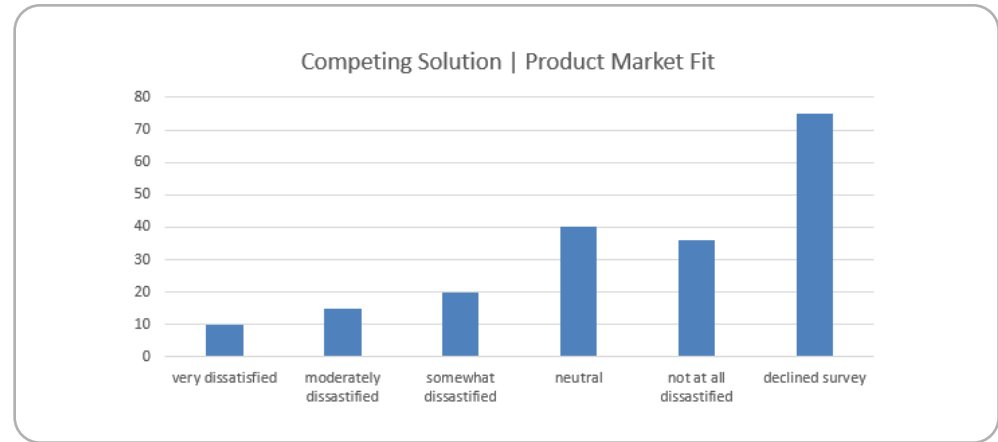
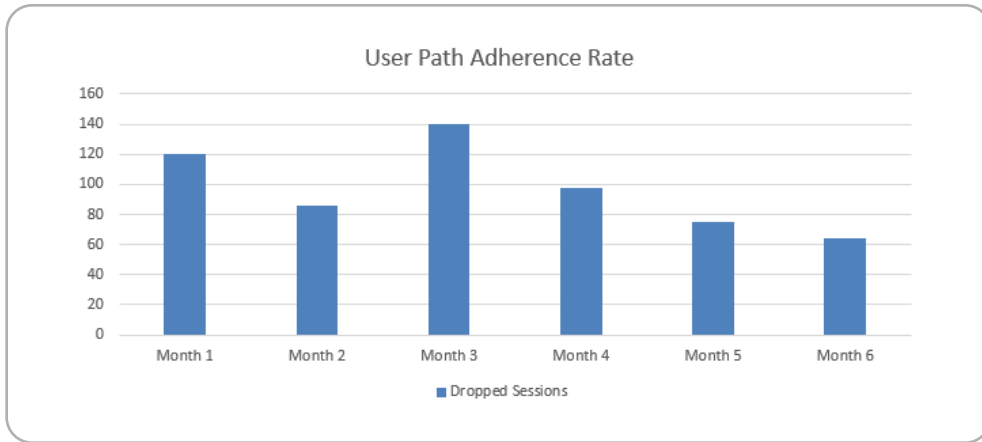
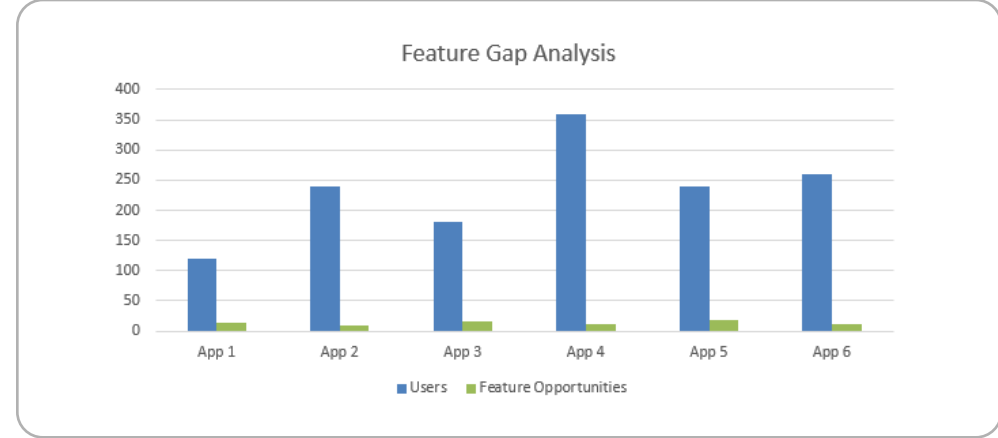
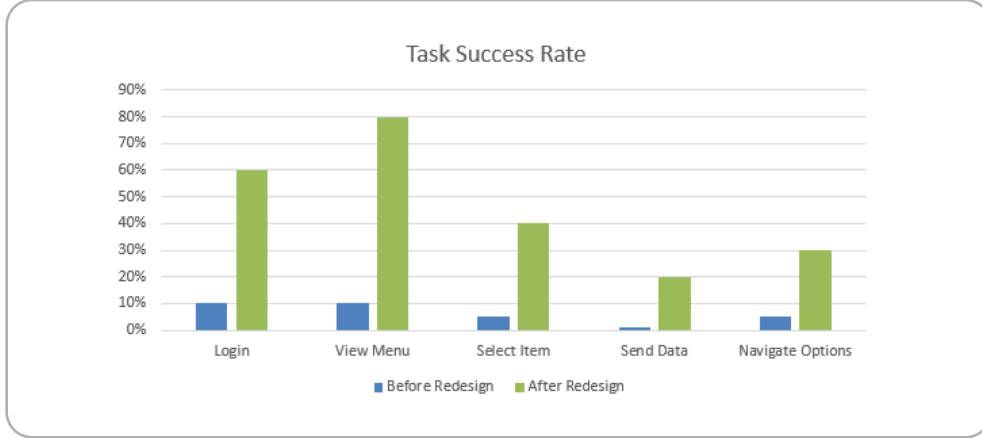
**FEATURE INSIGHTS**

Live totals, simplified customization, and strong confirmations were most impactful.

**PERFORMANCE INSIGHTS**

Lightweight pages improved performance on poor connectivity and reduced abandonment.

**METRICS TRACKED**



 Takeaways

**HOW DID FEEDBACK INFLUENCE DECISIONS?**

Feedback showed where users hesitated and abandoned checkout. Iterations focused on clearer choices, faster paths, and stronger confirmation states.

**HOW DID THESE CHOICES INCREASE VALUE?**

Higher conversion and fewer order errors improved revenue per hour and reduced operational friction.

**HOW DID THE OUTCOMES ALIGN WITH BUSINESS GOALS**

The experience aligned with business goals by improving throughput and increasing successful orders.

**WHAT ELSE WOULD I CHANGE?**

When menu changes become frequent, new payment options are introduced, or peak usage patterns shift.

**WHAT NEEDS FURTHER EXPLORATION?**

Saved favorites, reorder flow, and real-time queue status for pickup timing.

**WHAT I LEARNED**

Clarity and speed beat feature breadth in mobile ordering during peak use.

 Next Steps



**FOR THE BUSINESS**

*Increase repeat orders*

Add loyalty and reorder capabilities to drive retention and stable revenue during weekdays.



**FOR THE TEAM**

*Improve menu operations*


Build an easy menu update workflow and monitoring so pricing/availability remains accurate.



**FOR THE USERS**

*Make ordering faster*

Introduce favorites, one-tap reorders, and clearer status updates for pickup readiness.

 Let's Connect!



## Thanks for Reading!

If you'd like to further discuss my work, talk about product strategy, UX design, or building productivity tools, I'd love to connect. Hope to hear from you!

-Hill

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