Food Truck App Design

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Project 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.

Project Duration:

August 2021 to September 2021.
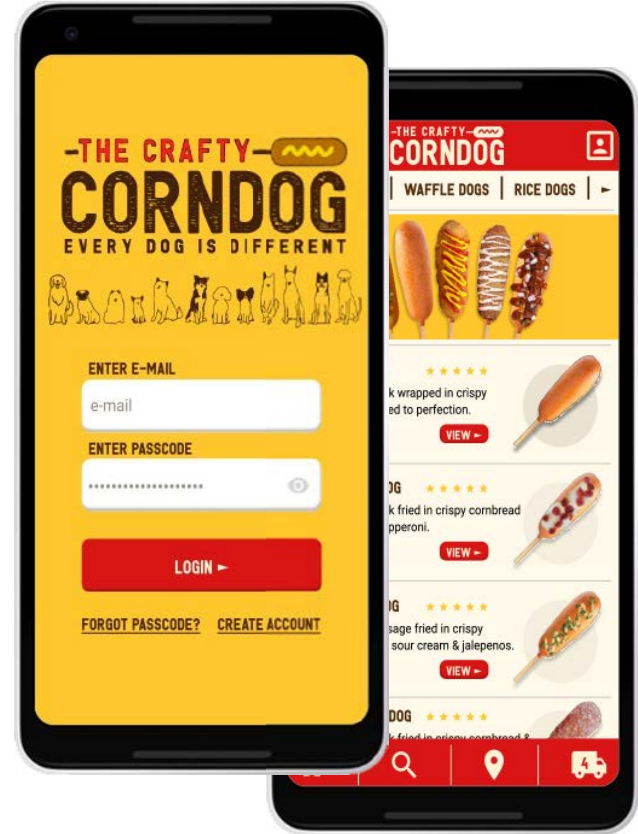
Project Overview

The Problem:

Busy workers and commuters lack the time necessary to prepare a meal, and want a unique lunch option to break up their routine.

The Goal:

Design an app for The Crafty Corndog that allows users to easily order gourmet artisan corndogs and pick them up from the food truck.

My Role:

UX designer designing an app for The Crafty Corndog from conception to delivery.

My Responsibilities:

Conducting interviews, paper and digital 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 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 The Crafty Corndog's customers, but research also revealed that 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 for cooking or go to restaurants in-person.

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 many assistive technologies

3 IA

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

Persona: **Jake**

Jake Jones

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

Problem Statement:

Jake Jones is a Contractor who needs a quick and inexpensive lunch option because he is trying to keep to a budget and doesn't always have time to cook.

"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.

User Journey Map

Jake's Journey:

Mapping Jake's user journey revealed how helpful it would be for users to have access to a dedicated app to order in advance from the food truck.

Persona: Jake Jones

Goal: order an inexpensive lunch in advance from a food truck within walking distance

| ACTION	Decide on an inexpensive lunch option	Find the trucks current location	Choose food and order in advance	Pay in advance	Travel to food truck	Pick up food
TASK LIST	Tasks A. Check lunch options via Social Media B. Learn that the truck is nearby C. Choose this food truck's app	Tasks A. Use the ordering apps map feature B. Decide distance from current location is acceptable	Tasks A. Browse menu options B. Choose food to purchase C. Select pickup time	Tasks A. View total cost B. Pay for food C. Receive order confirmation	Tasks A. Travel to Food Truck B. Check current time	Tasks A. Arrive at truck B. Check if order is ready C. Pick up food
FEELING ADJECTIVE	● Worried ● Curious ● Impressionable	● Determined ● Hopeful ● Inquisitive	● Indecisive ● Susceptible ● Exploratory	● Careful ● Worried ● Conflicted	● Eager ● Annoyed ● Alert	● Reassured ● Disappointed ● Satisfied
IMPROVEMENT OPPORTUNITIES	● Auto-notify when truck is nearby ● Advertise positive reviews and any current deals/promotions	● Offer walking distance measurement option ● Keep map live until order is complete	● Offer food suggestions based on preferences (low cost, spicy, sweet, ect.) ● Show reviews / deals in app	● Offer a range of prices to be accessable to different budgets ● Offer loyalty coupons or rewards ● Highlight any savings achieved	● Map shows positive feedback as user gets closer to destination	● Phone vibrates to inform user when the order is ready ● App updates estimated wait time if needed

Starting the Design

- Paper Wireframes
- Digital Wireframes
- Low-fi Prototype
- Usability Studies

Paper Wireframes

Planning the App:

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 home screen, I prioritized a **quick and easy ordering process** to help users save time.
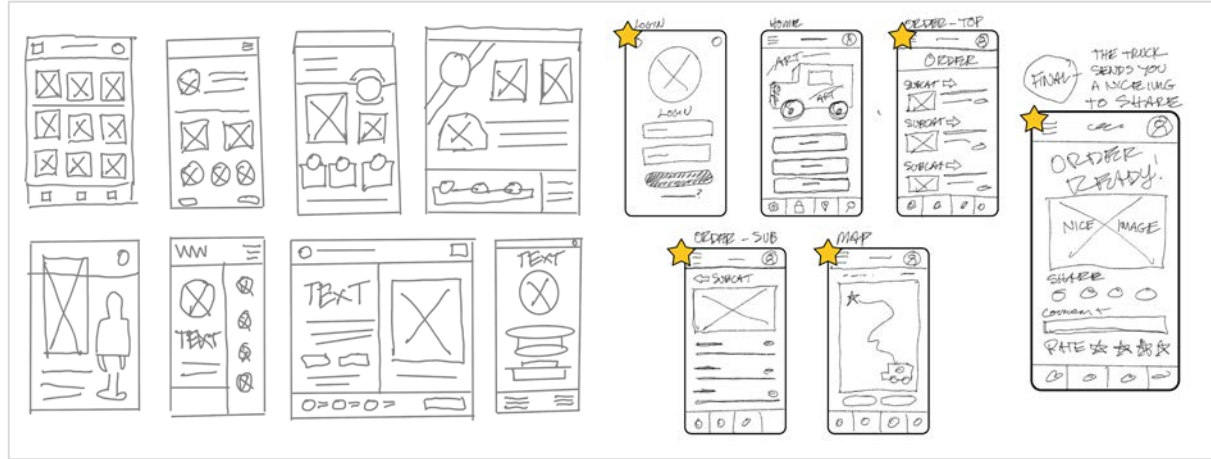

Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Digital Wireframes

Clarifying the App:

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

This scroll wheel at the top of the sub-menu screen makes it fast and easy for users to scroll through categories.
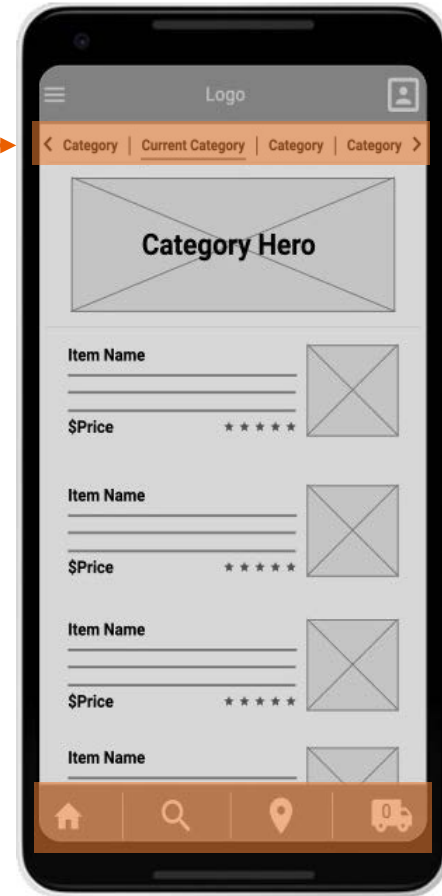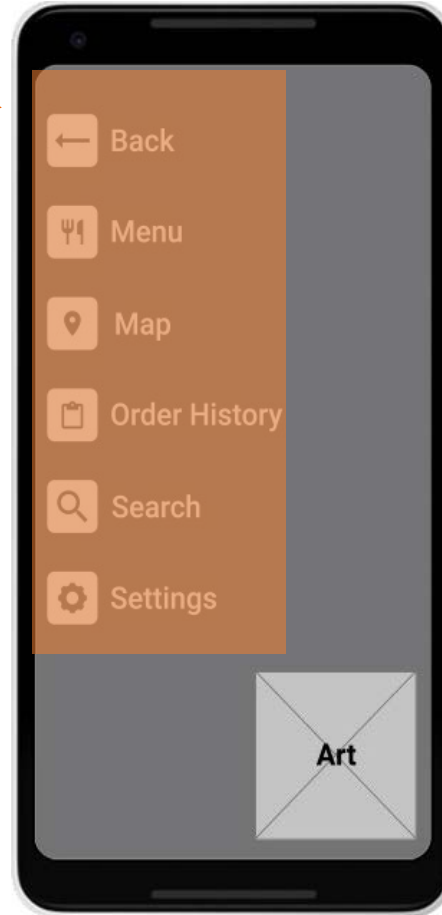
This nav provides an easy option for users view the search, map, or cart.

Digital Wireframes

Easy access to navigation that's screen reader friendly.

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.
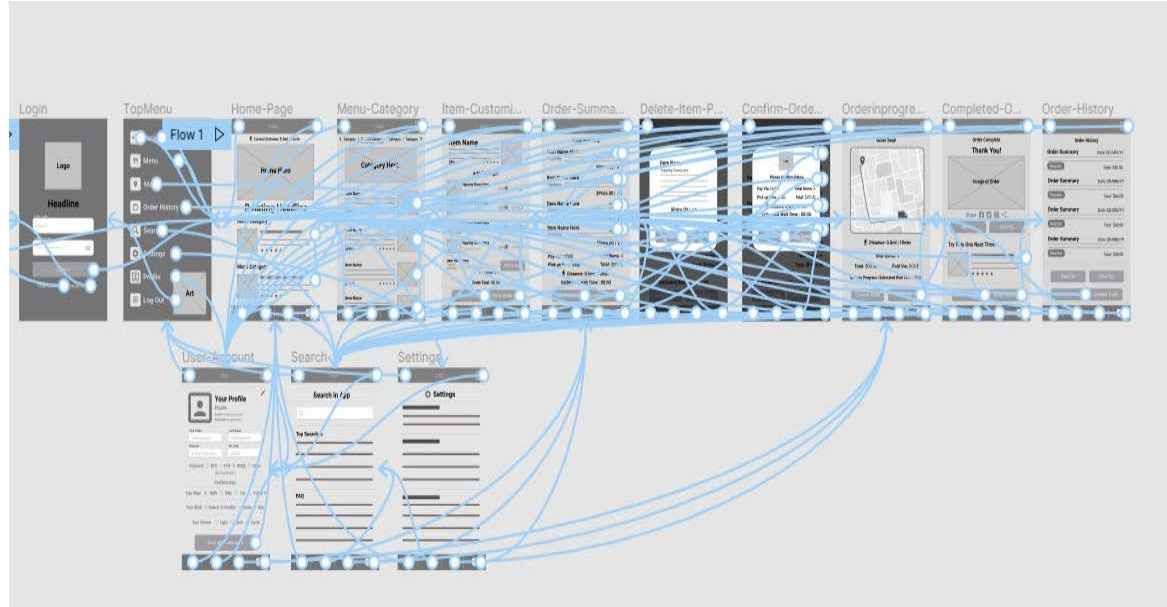
Low-fi Prototype

Connecting the App:

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering a corndog, so the prototype could be used in a usability study.

View the Crafty Corndog

low-fi prototype

Usability Study: Findings

Testing the App:

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 Findings

1. Users want to order quickly

2. Users want more topping customization options

3. Users want a delivery option

Round 2 Findings

1. The checkout process has no way to delete items

2. Users want to be able to re-order

3. Users want to customize the map

Refining the Design

- Design System
- Mockups
- Hi-fi Prototype
- Accessibility

Design System

Creating the Assets:

The food truck is an impulse-driven business model, so I designed art assets and chose colors that leaned toward a fun and friendly aesthetic.
I chose sans-serif industrial looking fonts that seemed fitting with a food truck lunch's casual atmosphere.

Logo & Slogan

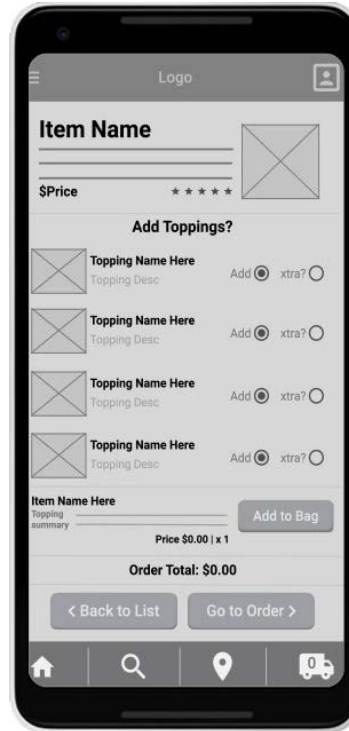## Fonts:

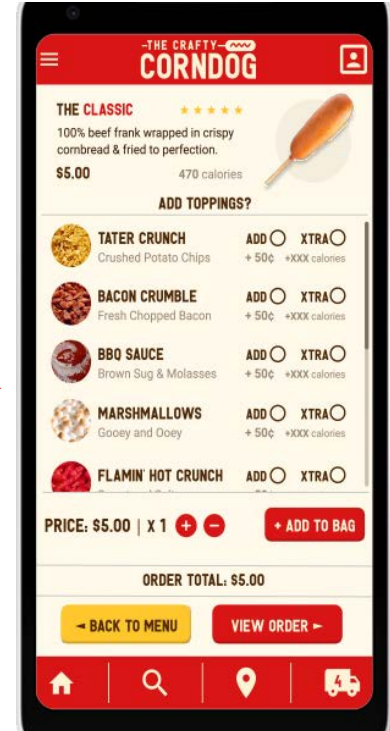**HIKOU REGULAR**
Roboto Regular

Colors:

Graphics & Icons:

Mockups

Optimizing the App:

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.
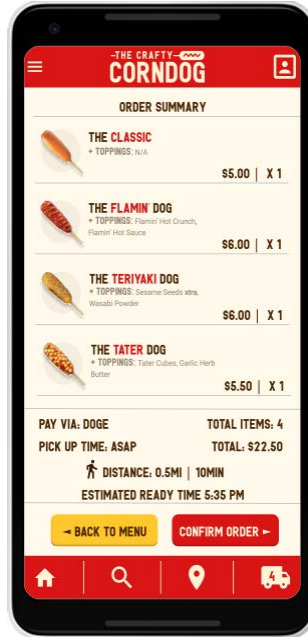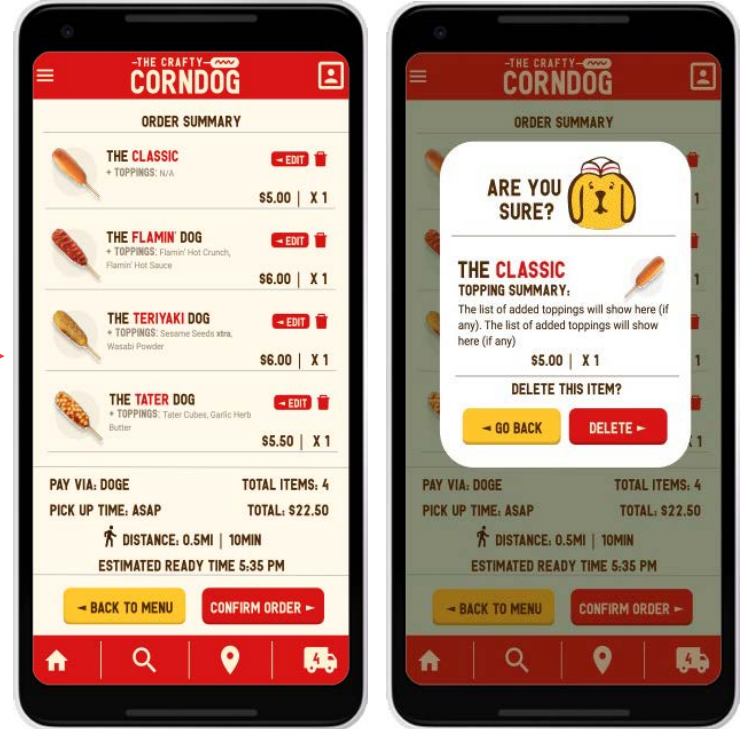
Mockups

Improving the App:

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**.
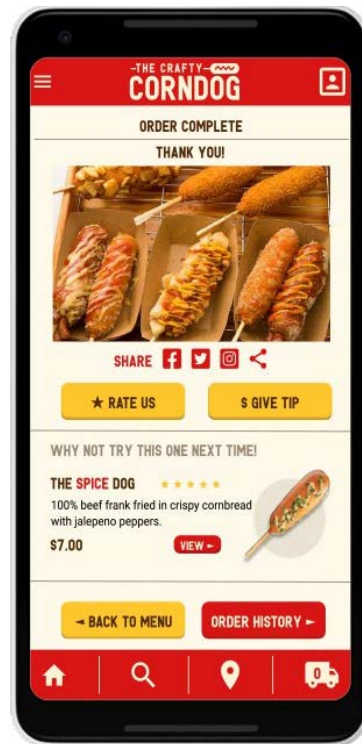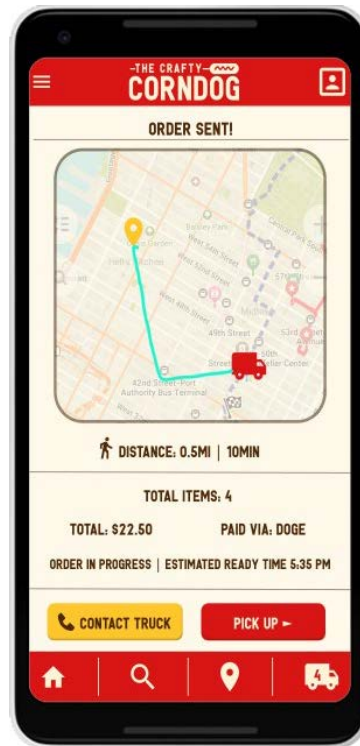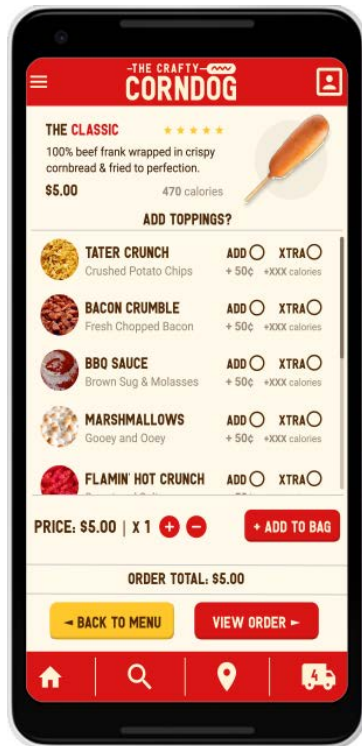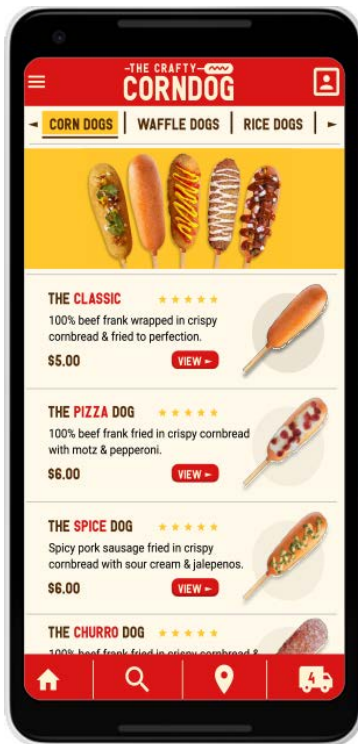

Before useability study 2

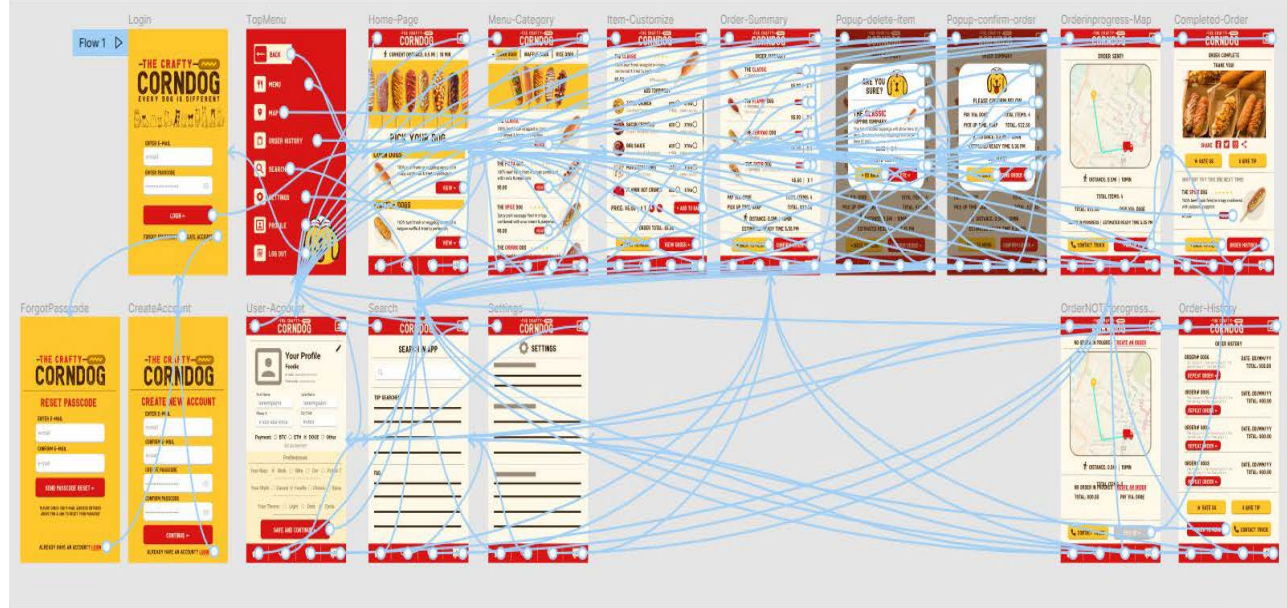After usability study 2

Key Mockups

Hi-fi Prototype

Finalizing the App:

The final hi-fidelity prototype presented cleaner user flows for customizing a corndog and sending the order to the truck. It also met user needs for editing their map type as well as more customization.

View the Crafty Corndog

[hi-fi prototype](#)

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, and allowed map type customization (walking, public T, ect).

3

Used detailed imagery for corndogs and toppings to help all users better understand the designs.

Going Forward

- Takeaways
- Next steps

Takeaways

Impact:

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

One quote from peer feedback:
"The app made it so easy and fun to pick my order! I would definitely use this app as a go-to for a fast and convenient lunch."

What I learned:

While designing the *Crafty Corndog* app, I learned that the first ideas for the app are really only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs. I plan to continue testing the app and add features for the truck to also use the app for order processing.

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 how the app will function on the side of the food truck - will there be a separate app that the food truck uses to process orders on their end?

Let's Connect!

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

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