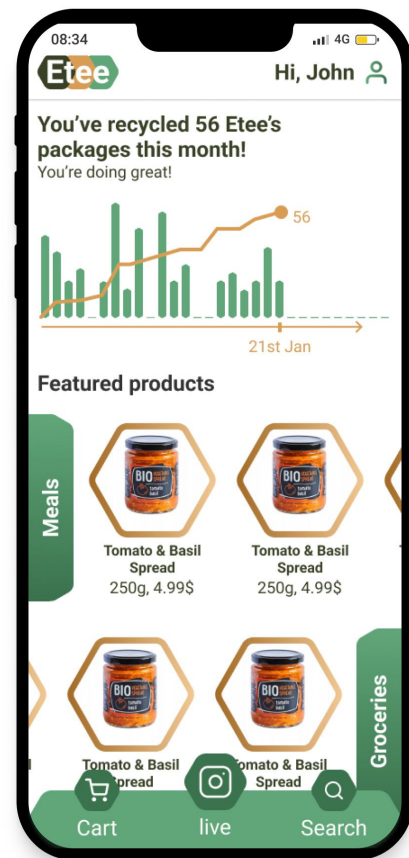# Etee's mobile app

Mateusz Bis

Project overview

The product:

Etee is a made-up zero-waste food store chain that needs a mobile app that will allow users to order food and then have it delivered or pick it up. The app will also have features such as a product scanner and self-checkout that will make in-store shopping easier.

Project duration:

08 2021 - 01 2022

Project overview

The problem:

There are plenty of zero-waste adherents but there are not many shop where they can follow their principles. Etee tries to adress the problem and need an app to reach more people

The goal:

create an food ordering app that is zero-waste frindly

Project overview

My role:

lead UX designer and lead UX researcher

Responsibilities:

- UX research - interviews, surveys, usability studies
- emphasize with users
- define user problems
- create wireframes and prototypes

Understanding the user

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

User research: summary

6 participant filled out a survey that contained questions related to food ordering and the zero-waste idea, based on the result I prepared the following materials

Personas

Empathy Map

User Stories

User Journey

Problem Statements

User research: pain points

1

Product descriptions

it's difficult to understand the information about products

2

Finding products takes long

It takes time before consumers get used to the shop's layout

3

Zero-waste is not popular

For many people zero-waste friendy shops are to far away

Persona: **Aleksander**

Problem statement:

Aleksander IS A student WHO

NEEDS to quickly buy healthy meals

BECAUSE he is busy but wants to

lead a healthy lifestyle.

"always try to turn every disaster into an opportunity"

Goals
- Pick up earlier ordered food or have it delivered
- Find healthy fast food

Frustrations
The hometown zero-waste shop only offers phone calls, no dedicated service for food pick-up

Aleksander Witkowski

Age: 24
Education: ongoing University
Hometown: Kraków, Poland
Family: Girlfriend, not married
Occupation: apprenticeship

Preparing to obtain his first degree, Aleksander is working hard and dreaming of an international career as a software developer. His studies and apprenticeship consume plenty of time, so ordering food online is a common practice. Recently, he has got interested in wholesome food.

User journey map - **Aleksander**

ACTION	Open the store's website	Search for the desired meal	Place an order	Go to the shop	Pick up the order
TASK LIST	B. enter the website C. login to his account	A. search for food B. add items to cart	A. Go to checkout B. add a payment method C. Pay	A. Check the fastest route / traffic B. take a walk or drive there	A. Wait in a queue B. collect the meal C. optionally heat up the food
FEELING ADJECTIVE	- impatient - wanting to do it as quickly as possilbe	- unsure - lost - interested in various offers - indecisive	- impatient - worried about security	- impatient - glad to be about to collect the order	- excited - impatient if the meal has to be heated up
IMPROVEMENT OPPORTUNITIES	- offer a mobile app - allow to download the website – a Progressive Web App	- Display discounts, special offers and products nearing their sell-by-date	- Offer quick payment methods such as Google pay - Remember credentials	- Display a link to Google/Apple Maps - Display info on when the order should be ready, etc.	- Offer an option to heat up meals before collecting them

Persona: **Mariya**

Problem statement:

Mariya IS A mother of two WHO NEEDS to translate products' descriptions BECAUSE she is not very fluent in Polish and struggles while shopping

"Whatever you do, don't stand still, constantly grow."

Goals
- Quickly get pre-made healthy meals during weekdays
- Buy natural ingredients for cooking at home in the weekends

Frustrations
- Can't understand names of some products
- Cannot heat up ready meals in-store

Mariya Sirenko

Age: 56
Education: tertiary
Hometown: Kiev, Ukraine
Family: a husband, 2 kids
Occupation: Architect

Mariya is an immigrant from Ukraine that came to Poland with her family 13 years ago. She speaks Polish well but still struggles with complex vocabulary. She is very ambitious - she wants to pursue a career in the construction industry, and at the same time, lead a healthy, active lifestyle.

User journey map - **Mariya**

ACTION	Prepare	Drive to the shop	Shop	Checkout	Drive off
TASK LIST	A. prepare a shopping list B. Take zero-waste food bags	A. Set up satnav B. drive C. Find a free parking spot D. Take a trolley	A. Find pre-packaged products on the shelves B. Get bulk food (meat, cheese) at a special counter	A. Stand in a queue B. Pay C. Pack the groceries	A. Put the bags into the car B. put the trolley away C. Drive off
FEELING ADJECTIVE	- focused - content	- focused - content	- unsure - lost - interested - impatient - annoyed	- impatient - glad	- excited - tired
IMPROVEMENT OPPORTUNITIES	- offer a mobile app, that features a shopping list tool	- suggest a link to Google or Apple Maps - inform where are free parking spots	- Accessibility: translate product names to other languages - display a map of the shop	- offer self-checkout	

Starting the design

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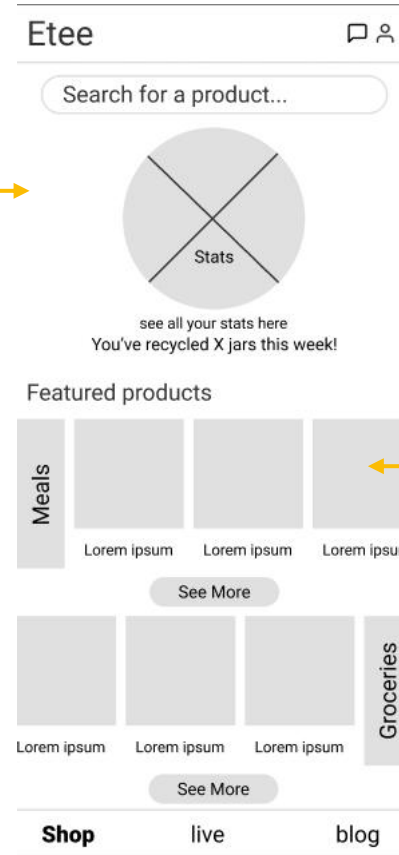- Usability studies

Paper wireframes

The hardest part was to
follow the conclusions drawn
during the research.
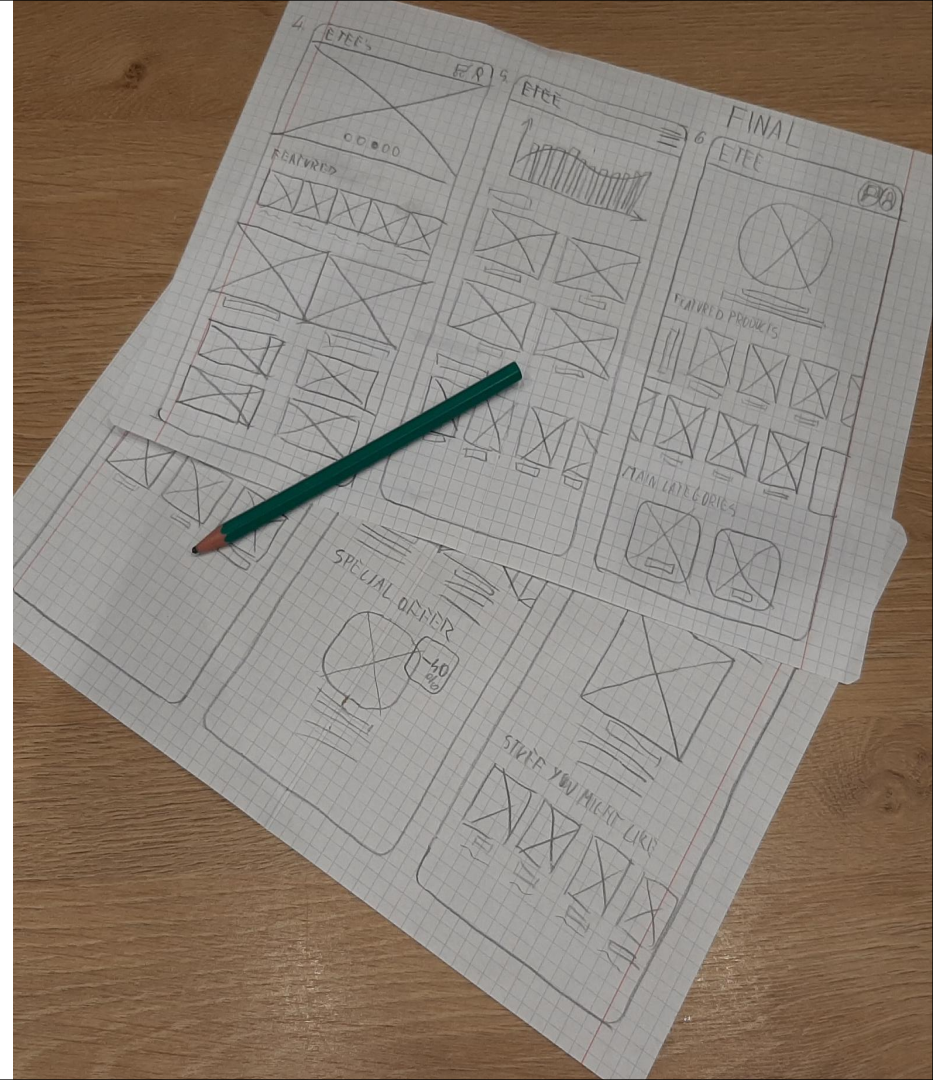
Digital wireframes

Not only is Etee's app an e-commerce site but also a place for people of all walk of lifes where they can easily measure their zero-waste efforts.

Users right away can see their zero-waste performance

Scrollable product sections

Etee

Search for a product...

Stats

see all your stats here
You've recycled X jars this week!

Featured products

Meals

Lorem ipsum   Lorem ipsum   Lorem ipsum

See More

Groceries

Lorem ipsum   Lorem ipsum   Lorem ipsum

See More

Shop   live   blog

Digital wireframes

The goal is to make zero-waste as easy as possible.

Every Product's descriptions is auto-translated so every person can instantly find out the key features of the product

Nutricional value & Ingredients at hand

Etee
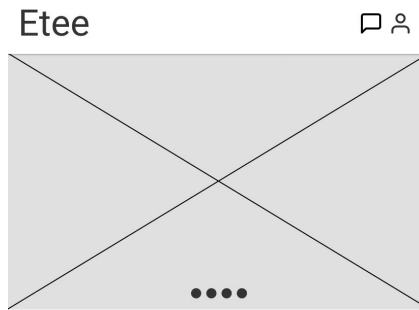
Lorem Ipsum

Description (Translated by Google)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris blandit nulla justo, id ultrices dui mollis ut. Proin vitae gravida nulla. Aenean ut elementum ante. Suspendisse eget convallis sapien. Suspendisse et gravida tortor. Nulla quis porta enim. Integer a erat a mi varius vulputate. Vestibulum lacinia, dolor vitae accumsan tristique, enim ligula porttitor dolor, sed aliquet quam sapien nec risus. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
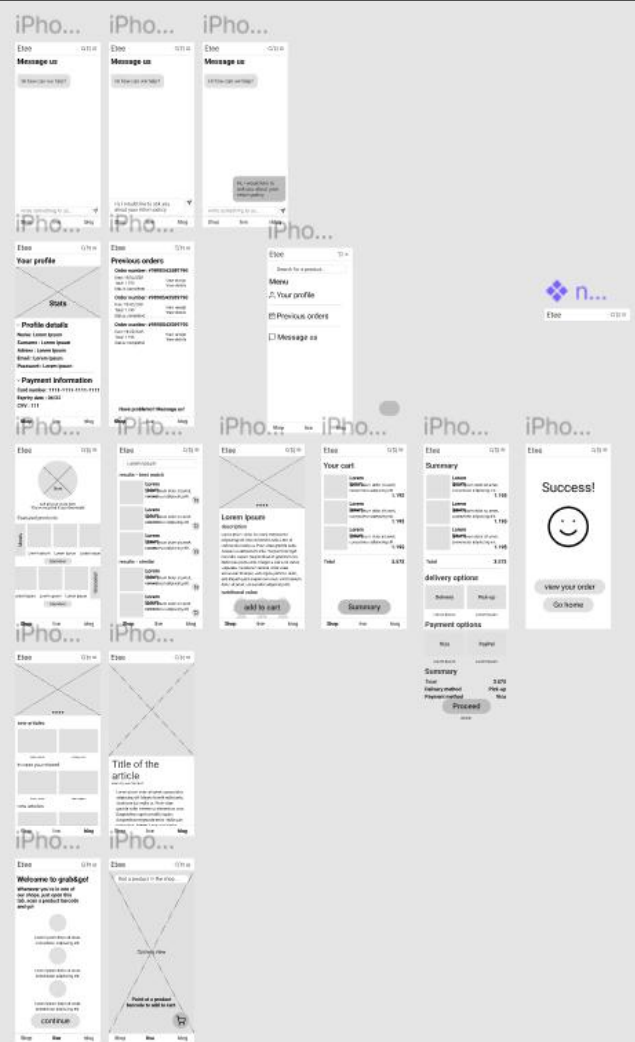
nutritional value

Lorem Ipsum   Lorem Ipsum   Lorem Ips

Shop   live   blog

Low-fidelity prototype

https://www.figma.com/file/sPkJT 92ekPk2JU1CQ5cjBc/Google-UX- Course---wireframes---Design-a- mobile-ordering-app-for-a-store- in-your-hometown?node- id=63%3A200

Usability study: findings

After conducting a usability study on maze.co, creating an affinity diagram and finding themes, I drove the following insights:

1 There should be more links to the writing section that are tangible

2 The search box should give way to featured products

3 the ordering and contact flow should be extended

4 there should be more links to the messageing section that are tangible

5 the shop section needs extending

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Before usability study

Etee

Summary

	Lorem ipsum
	Lorem ipsum dolor sit amet, consectetur adipiscing elit.
	1.19$

	Lorem ipsum
	Lorem ipsum dolor sit amet, consectetur adipiscing elit.
	1.19$

	Lorem ipsum
	Lorem ipsum dolor sit amet, consectetur adipiscing elit.
	1.19$

Total   **3.57$**

delivery options

| Delivery | Pick-up |
| Lorem ipsum | Lorem ipsum |

Payment options

After usability study

Etee

Summary

Lorem ipsum
19$

Choose shop location

Enter your address...

19$

19$

Tota   57$

de

Lorem ipsum   Lorem ipsum

Payment options

Done

Mockup

Etee   Hi, John
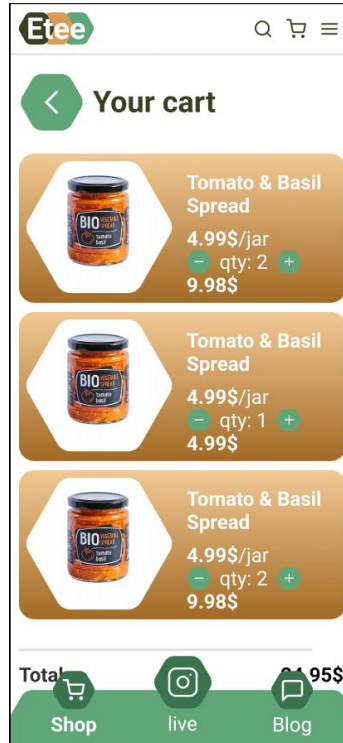
Choose shop location

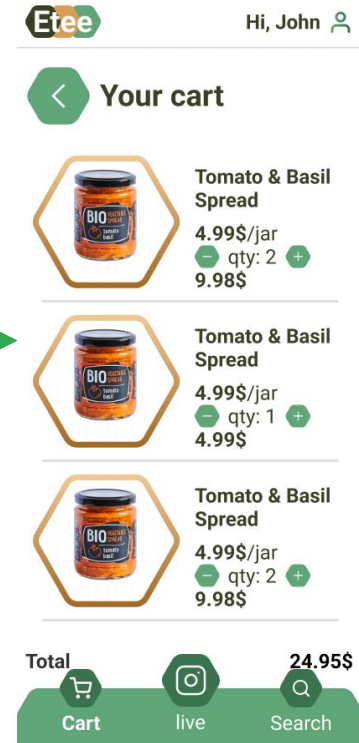Enter your address...

Done

Mockups

Participants considered the initial UI overwhelming, which made me add more negative space and subtle grey dividers
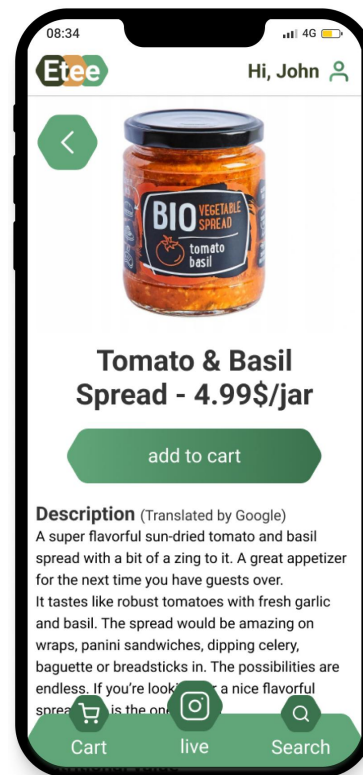
Mockups
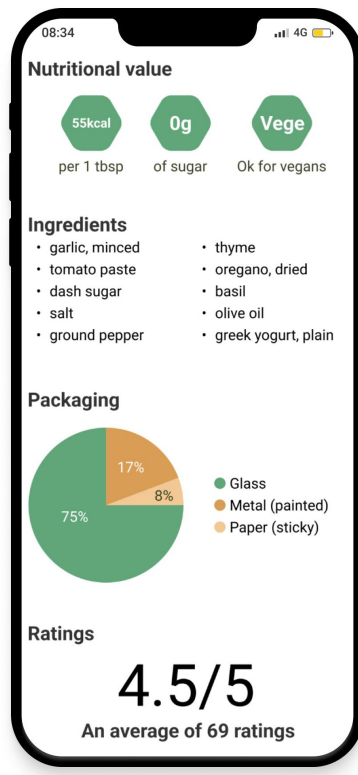
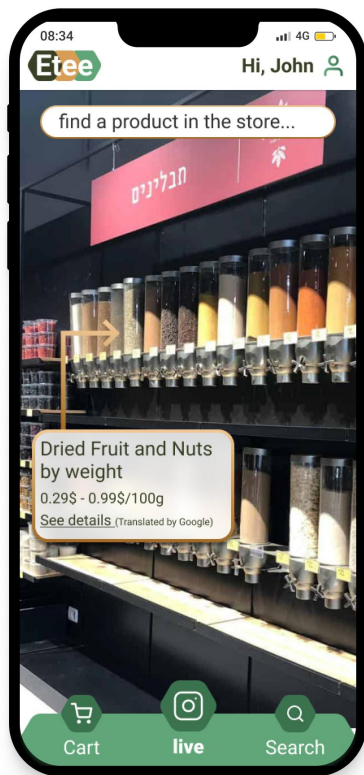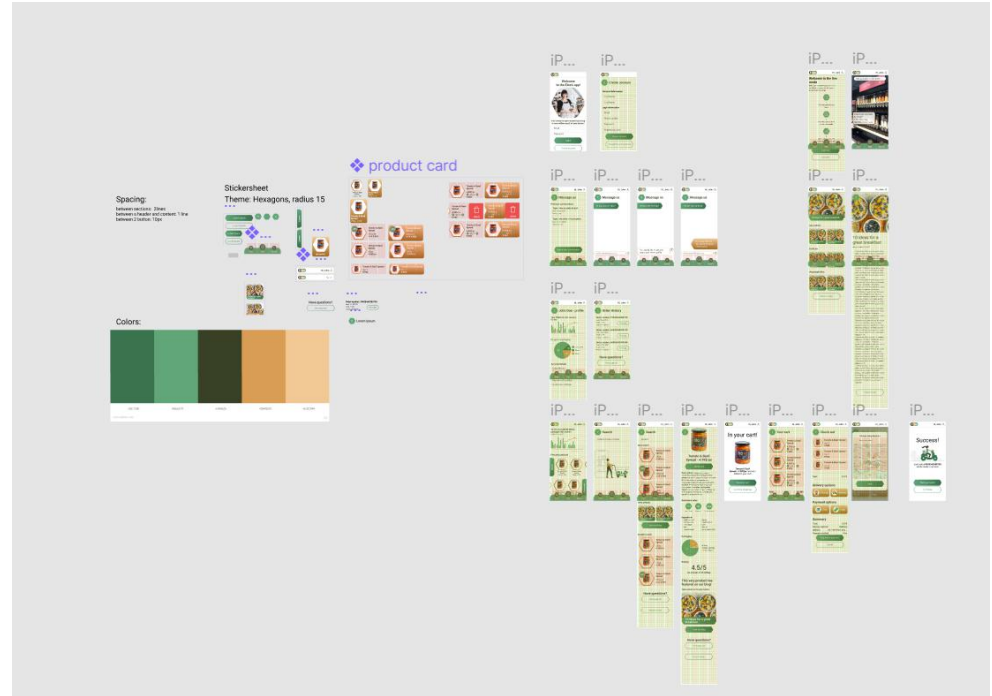# High-fidelity prototype

https://www.figma.com/file/sPkJT92ekPk2JU1CQ5cjBc/Google-UX-Course---wireframes---Design-a-mobile-ordering-app-for-a-store-in-your-hometown?node-id=101%3A380

Accessibility considerations

1

Translating
in case the user does not speak English fluently, every product's details can be translated with Google translate

2

Floating buttons
on every page there are many Call-To-Action buttons that have fixed position an can be accessed instantly

3

Hierarchy
Owing to multiple sizes of heades, **Gestalt Principles** and a simple color scheme everything has its importance and is aligned from the most to the least important.

Going forward

- Takeaways
- Next steps

Takeaways

Usability Study - Participant's quotes:

- "Nothing to complain about! Overall I think this app is lit."

- "It's pretty intuitive"

What I learned:

- conducting Design Thinking reseach

- creating prototypes in Figma

- finding participants for usability studies & interviews

- conducting usability studies on maze.co

Next steps

1

Hand off the design to the engineering team.

2

Once the app is deployed, measure KPIs to check if the project goals have been met.

3

Iterate on the design if necessary

Let's connect!

. Email: mateuszbis85@gmail.com
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Twitter: @matb86

Thank you!