

MEXIRES

a simple web app

Vidalma

Project overview



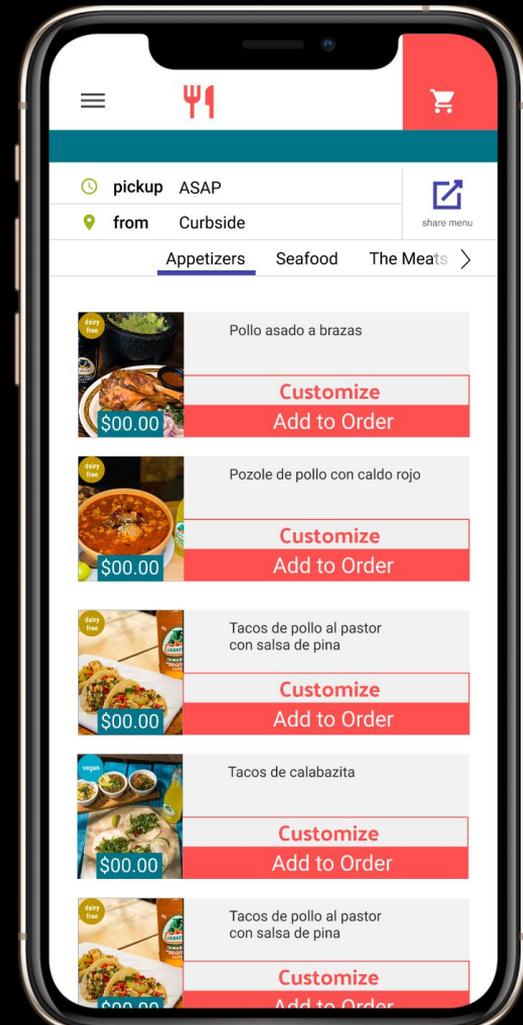
The product:

A simple web application for a Mexican Restaurant. Focused on enhancing the experience for take-out customers and contactless service. MEXIRES is an amalgam of my favorite authentic Mexican food restaurants in Los Angeles. My inspiration came from places like La Casita Mexicana, El Patrón, La Guelaguetza, and La Placita Olvera street.



Project duration:

May to July 2021



Project overview



The problem:

Restaurant businesses must adapt in response to restrictions put in place due to Covid.



The goal:

Design a simple web app that allows users to easily order take-out with a focus on contactless service.

Project overview



My role:

UX designer designing a simple web app for Mexires from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframes, low and high fidelity prototypes, usability studies, iterating designs, etc.

Understanding the user

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

User research: summary



I used several research methodologies to collect data on each facet of the prompt in order to answer the research goals. I held five interviews to understand the Mexires customer. The communication with the participants helped me create two distinct personas and their empathy maps. A primary group identified through this research was working adults with big families who don't have time to cook meals and like to order takeout .

This user group confirmed initial assumptions about Mexires customers, but research also revealed that time was not the only factor affecting users. Other user pain points included fast changing restrictions due to covid and how that has changed their needs and expectations.

User research: pain points

1

restrictions

Navigating limiting circumstances and fast-changing constraints due to covid is stressful.

2

time

Working adults are too busy to spend time on meal prep.

3

service

What does outstanding service look like in a "contactless" era?

Persona: Velia



Velia

Problem statement:

Velia is a host of big family dinners, who needs an easy way to coordinate everyone's food order because she wants more time to indulge in family time.

Age: 35
Education: A.A.S.
Hometown: Jalisco, Mexico
Family: single mom, lives with her daughter and her mom.
Occupation: Office Manager

" I love the place and their food, just wish getting to the eating was a lot smoother process. "

Goals

- Hosting family dinners at home.
- Celebrating special occasions with family eating out.
- Indulging in delicious Mexican food just like back home.

Frustrations

- I have a big family, coordinating dinner at a restaurant is challenging.
- Making a reservation over the phone takes long.
- Putting in a take out order for my family over the phone is impossible.

Velia is a 35 year old who emigrated from Mexico as a child. She is bilingual, and a bit dyslexic. Velia is a single mom with a big extended family and they enjoy family dinners often. They like to eat out for celebrations. Most of her family only speaks Spanish, and are very nostalgic about their hometown in Mexico. Coordinating getting seated and served makes Velia impatient. She finds it hard to make a reservation over the phone too. Velia would like to do group orders for individual plates so she can do take-out and host her family at home.

Persona: Bryan



Bryan

Problem statement:

Bryan is a stressed out professional, who needs easy and pleasant contactless service because he needs to wind down after a long day.

Age: 26
Education: Bachelors
Hometown: Los Angeles, CA
Family: single, lives alone
Occupation: Software Engineer

" If you don't have a full bar with tequila, then you might not be a Mexican restaurant."

Goals

- Wind down and enjoy a night out.
- Good food, a great time.
- Convenience of a dependable go-to menu.

Frustrations

- I don't like when items get removed from the menu.
- Service is slow when it gets busy.

Bryan is a 26-year-old , Los Angeles local. He has a demanding job as a software engineer with long odd hours. Him and his girlfriend like to relieve stress by going out for margaritas. He likes to seat at the patio and has a handful of go-to favorites of the menu. Bryan is a regular at the restaurant and expects warm chips with salsa as he get seated. If you change the menu, he takes notice. He is usually happy with the service, granted it doesn't get slow when it gets busy.

User journey map

Mapping Velia's user journey revealed how helpful it would be for users to have the ability to label each item in their order.

Velia

GOAL: *As a host to a big family dinner I want to easily coordinate all of my family orders so that we can spend more time indulging in dinner and family time.*

ACTION	1 <i>Open web app</i>	2 <i>Order</i>	3 <i>Checkout</i>	4 <i>Create Account (Optional)</i>	5 <i>Track</i>	6 <i>Take Out</i>
TASK LIST	<ul style="list-style-type: none"> A. Visit website B. Click "Order Take-Out" C. Select location 	<ul style="list-style-type: none"> A. Browse menu B. Add items C. Review Cart 	<ul style="list-style-type: none"> A. Schedule or Asap B. Contact info C. Payment info D. Submit Order C. Confirmation Screen 	<ul style="list-style-type: none"> A. Confirm contact info B. Create password C. Verify email 	<ul style="list-style-type: none"> A. Confirmation email B. Opt-in notifications C. Get notifications 	<ul style="list-style-type: none"> A. Get "Order Ready" notification B. Arrive at location C. Check in with hostess D. Receive order
FEELING ADJECTIVE	<ul style="list-style-type: none"> - excited - curious about new app - 	<ul style="list-style-type: none"> - maybe a little confused about the app - maybe a little annoyed to look for everyone's items 	<ul style="list-style-type: none"> - bored with so much tedious data input 	<ul style="list-style-type: none"> - excited about app 	<ul style="list-style-type: none"> - anticipation to receive food order 	<ul style="list-style-type: none"> - delight on ease of order process
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"> - app can offer walk-thru tutorial or "how to" hints - app can offer audio descriptions and pictures for people who cannot read - app can offer language preferences 	<ul style="list-style-type: none"> - add "label" feature to assign order to name - make ingredient substitutions easy - add "leave a comment" feature for special requests - include special diet information (vegan, lactose, gluten etc.) 	<ul style="list-style-type: none"> - add a "split the check" feature - offer "family dinner kits" - automatically apply promos - 	<ul style="list-style-type: none"> - Use information already inputted to start account - 	<ul style="list-style-type: none"> - add a live tracking feature - give option of text notifications 	<ul style="list-style-type: none"> - offer a "how did we do?" feedback option after order gets picked up

User journey map

Mapping Bryan's user journey revealed how helpful it would be for repeat customers to bookmark their favorite items for quick access.

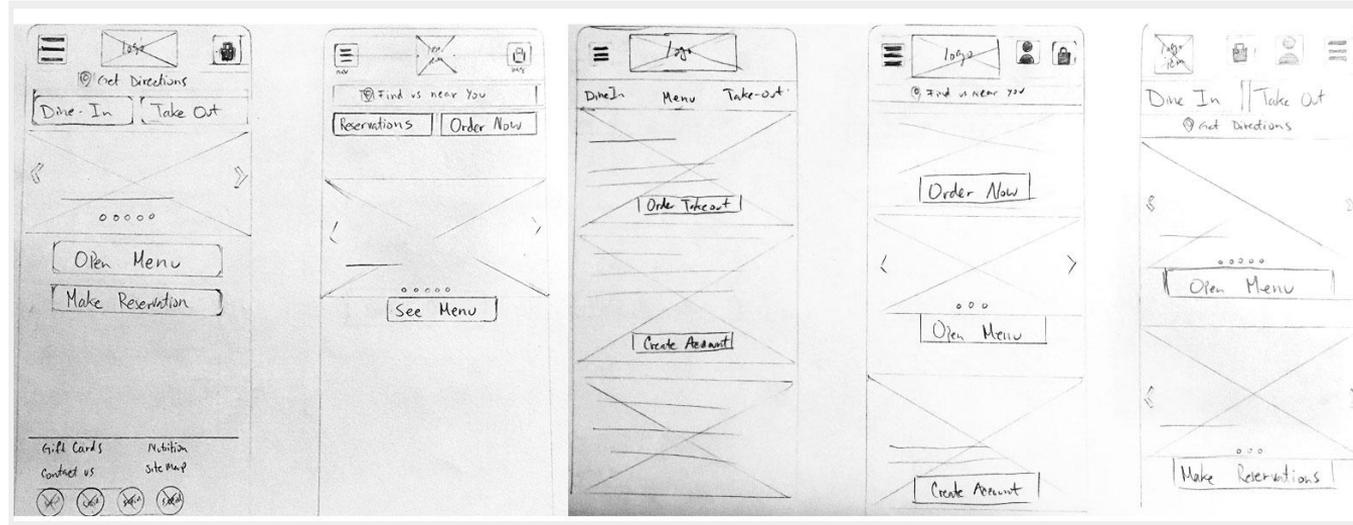
Bryan

GOAL: As a stressed out regular customer, I want to rely on easy & dependable service so that I can enjoy myself and relax.

ACTION	1 <i>Get seated</i>	2 <i>Service</i>	3 <i>Open Web App</i>	4 <i>Order</i>	5 <i>Second round</i> <i>(Optional)</i>	6 <i>Pay check</i>
TASK LIST	A. Arrive at restaurant B. Speak w/ host C. Get seated D. Warm chips, salsa and placemats	A. Server greets, B. points out QR code for menu & specials, C. And serves water	A. Scan QR code B. open web app C. Navigate app	A. Add items to order, B. Submit order C. Server confirms order D. Items arrive E. Server confirms accuracy	A. Add items to order, B. Submit order C. Server confirms order D. Items arrive E. Server confirms accuracy	A. Select Checkout method B. Server confirms check out with receipt & a thank you.
FEELING ADJECTIVE	- Excited - Anticipation	- curious about QR code - curious about specials	- maybe a little confused about the app - annoyed if menu items changed or not easily found	- happily surprised on fast & accurate service - delighted with new found favorites on menu	- happily surprised on fast & accurate service - delighted with new found favorites on menu	- satisfied with transaction ease - looking forward to next visit now that app saved his favorite items
IMPROVEMENT OPPORTUNITIES	- Host recommends QR code to open app	- offer free wi-fi to save customers' data - Server can offer a brief tutorial how to use QR code - use a subdomain name to access web app for people who can't understand QR code	- app can offer walk-thru tutorial or "how to" hints - app can offer audio descriptions and pictures for people who cannot read - app can offer language preferences	- offer a way to bookmark items for quick reference	- have an "open tab" feature to make ordering "another" quick & easy	- precalculate tip options "10%, 15%, etc." - offer "split the check feature" - automatically apply promos to check out -

Paper wireframes

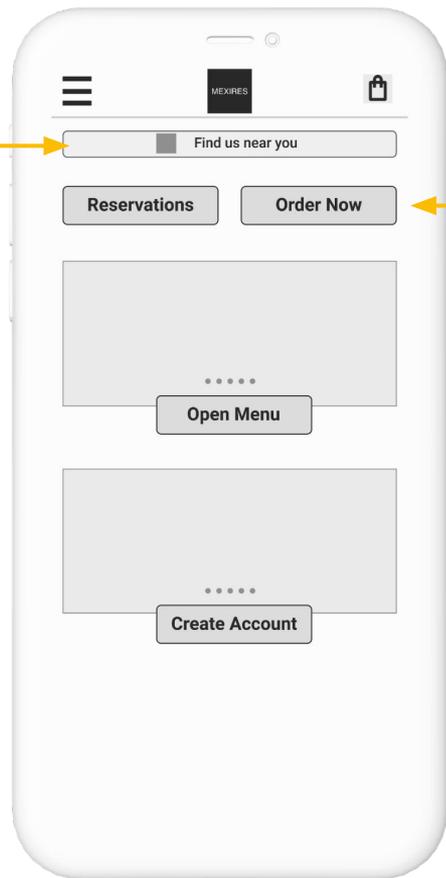
Taking the time to draft iterations of the app on paper ensured that the elements included in the digital wireframes would appropriately address the users pain points.



Digital wireframes

As the initial design phase went on, I made sure to base design decisions on insights from feedback and user research.

This button at the top of the home screen makes it easy and fast to get directions for users to navigate to the restaurant for their reservation or takeout order.

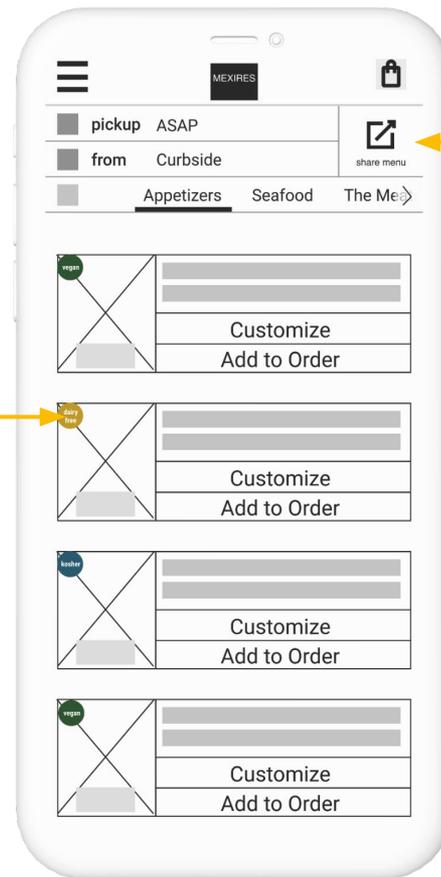


This button gives the users a quick way to begin their order.

Digital wireframes

Accommodating for users ordering for multiple people and making the process easy to navigate was something I paid close attention to.

Diet and nutrition labels to make user's choices easier at a glance



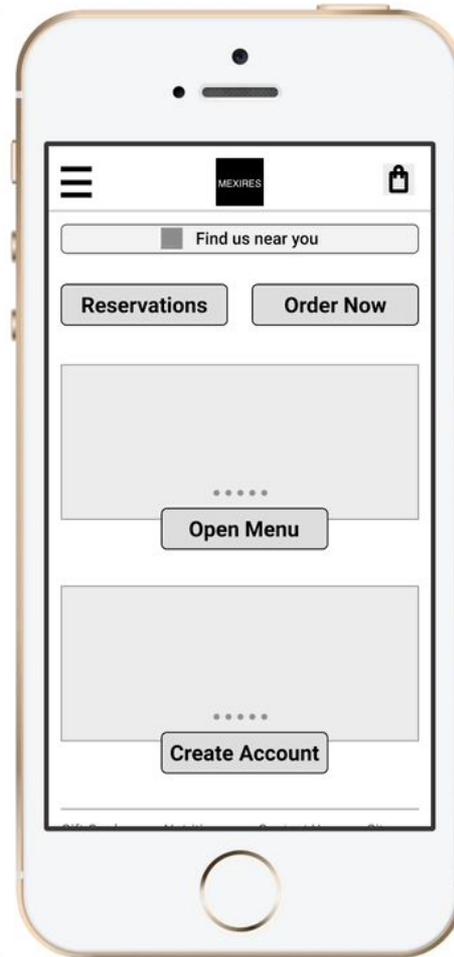
An easy way to share the menu when ordering for multiple people

Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of ordering take out, so that the prototype could be used in a usability study.

View the Mexires

[Low-fidelity prototype](#)



Usability study: findings

I conducted two rounds 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 The checkout process has too many steps
- 2 Users need better cues for how to customize an item
- 3 Users want write-in labels

Round 2 findings

- 1 Users want a curbside pick-up option
- 2 The tracking order process is confusing

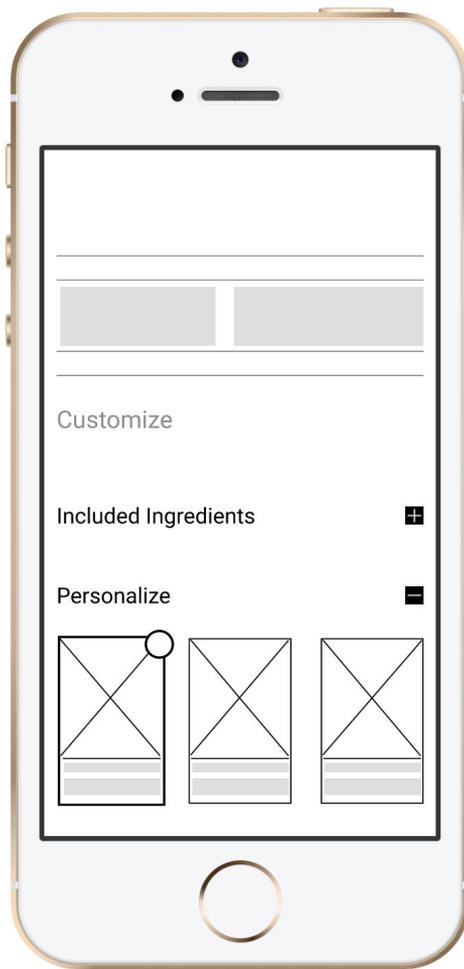
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

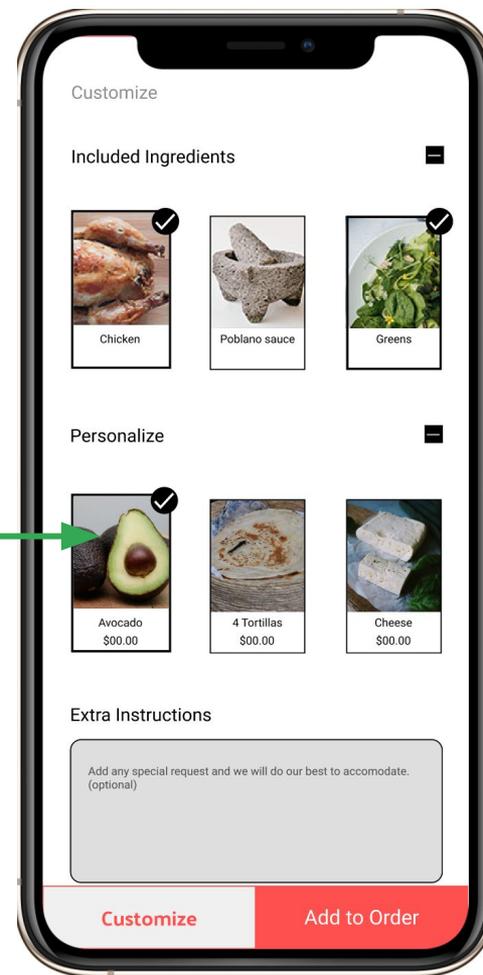
Mockups

Early designs allowed for customizing a menu item but the usability study revealed users needed better cues on how to do so. I added a “sticky” nav bar at the bottom that has a “customize” button, also I added a write-in option for user’s special requests.

Before usability study



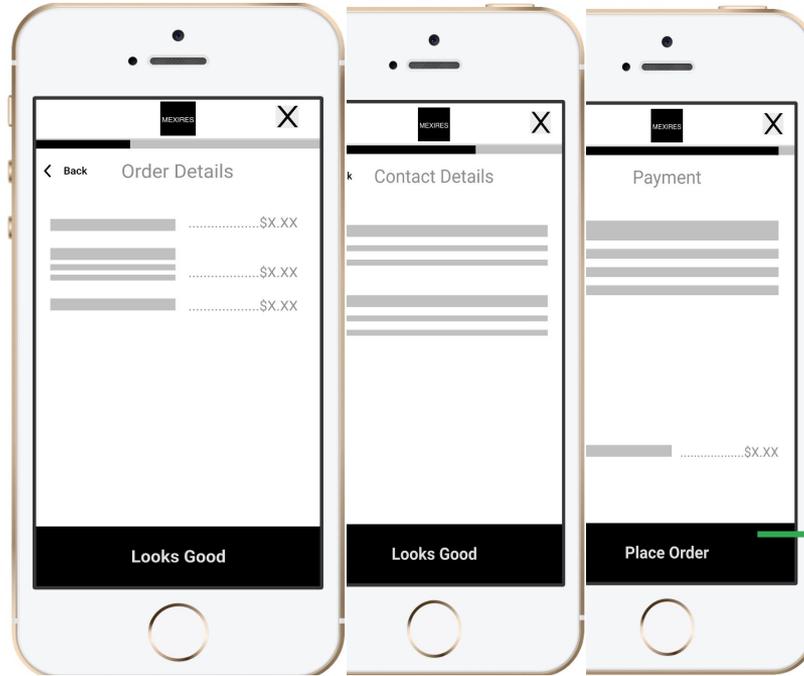
After usability study



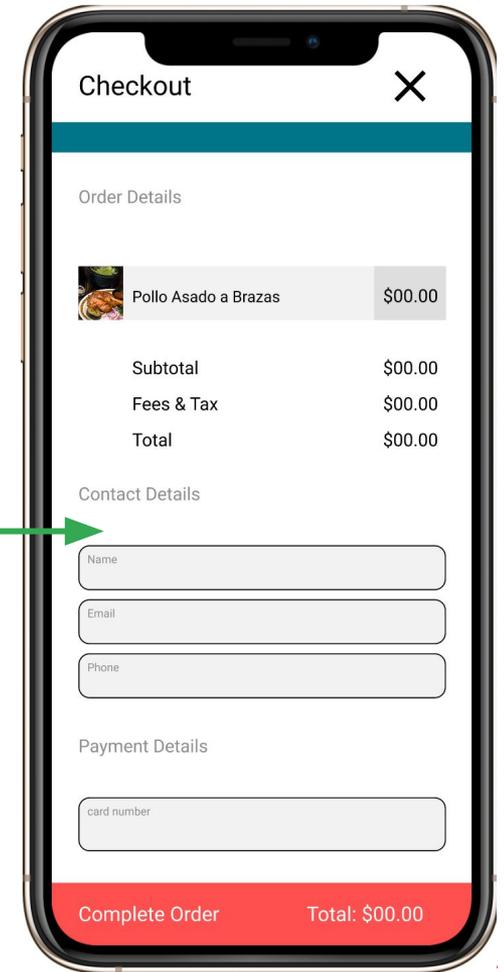
Mockups

The first usability study also revealed that the check out process was too long; it had too many unnecessary steps. I simplified this process down to one step with improved clarity.

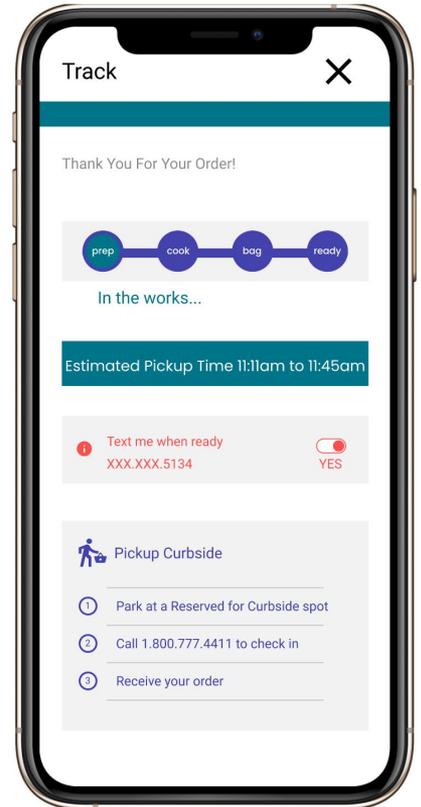
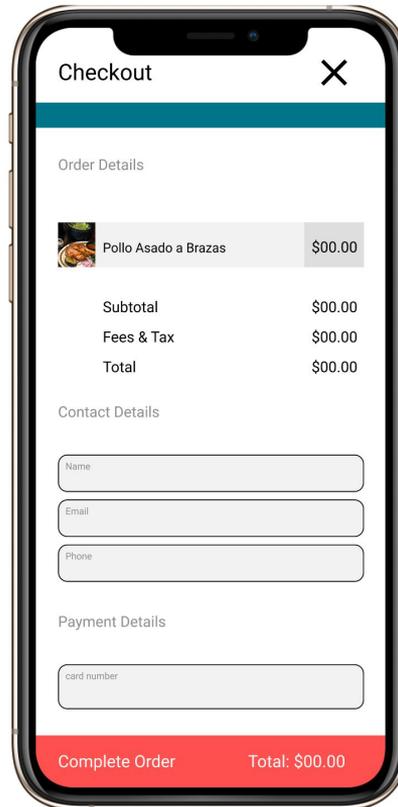
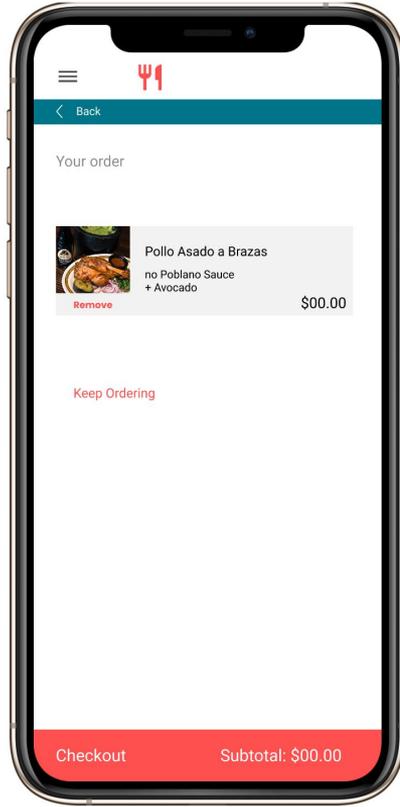
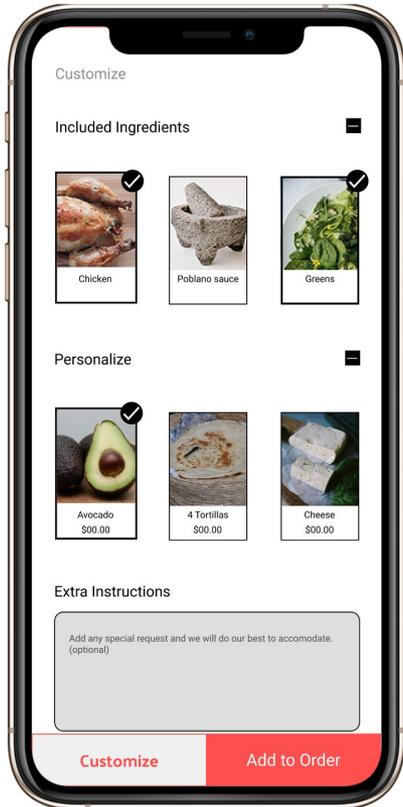
Before usability study



After usability study



Key Mockups

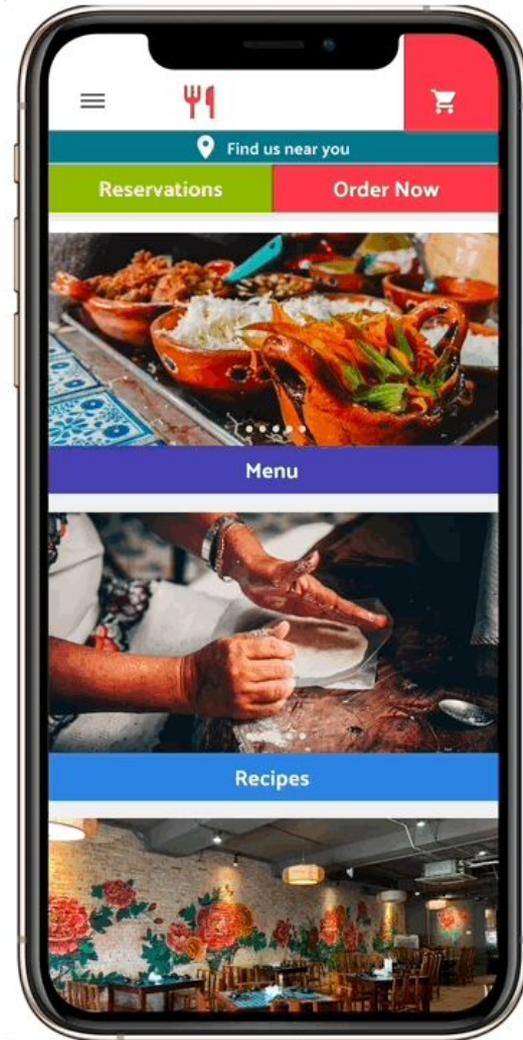


High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for customizing menu items and checking out. It also met user needs for tracking their order with text notifications as well as clarity in curbside pickup instructions.

View Mexires

[High-fidelity prototype](#)



Accessibility considerations

1

Provided access to users who are vision impaired by including alt text to images for screen readers

2

Utilized icons to make navigation easier

3

Used detailed imagery for menu items with special nutrition labels for at a glance understanding.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Mexires authentically cares about the families that eat there, especially during uncertain times.



What I learned:

While designing the Mexires app I learned the value of user research and usability testing. I really grew from flexing my research muscles during this project and I'm excited to take these skills into the future of my career.

Next steps

1

Validate if user pain points have been effectively addressed by conducting another round of usability studies.

2

Conduct research to determine how users behaviors and needs have changed after the pandemic and how our designs must continue to adapt in response.

Let's connect!



Thank you for taking the time to review Mexires!

Let's talk design.

Always open to opportunities for improvement and collaboration, feel free to reach me.

vidalmalopez@gmail.com

hirevivi.com