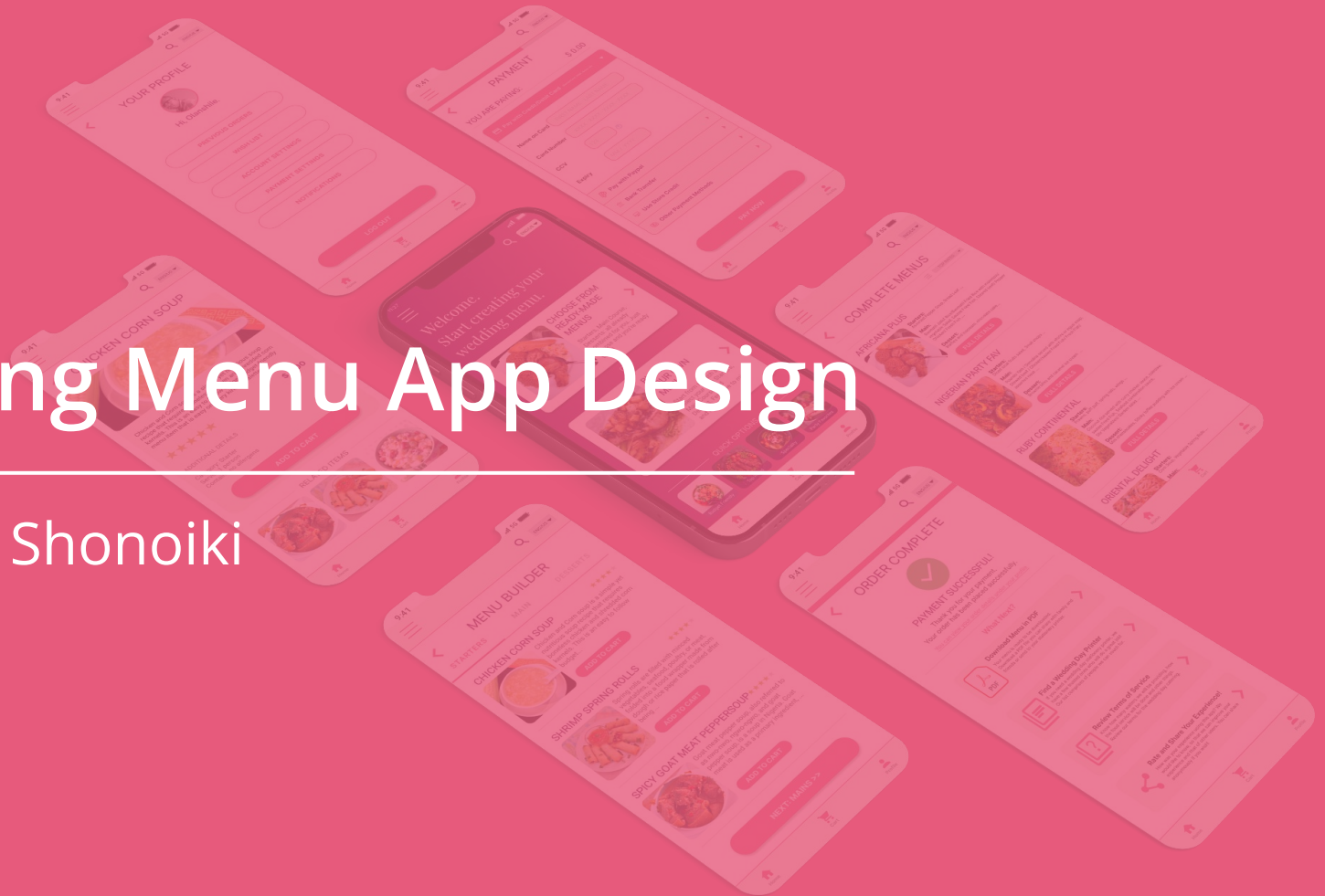


Catering Menu App Design

Olanshile Shonoiki



Project overview



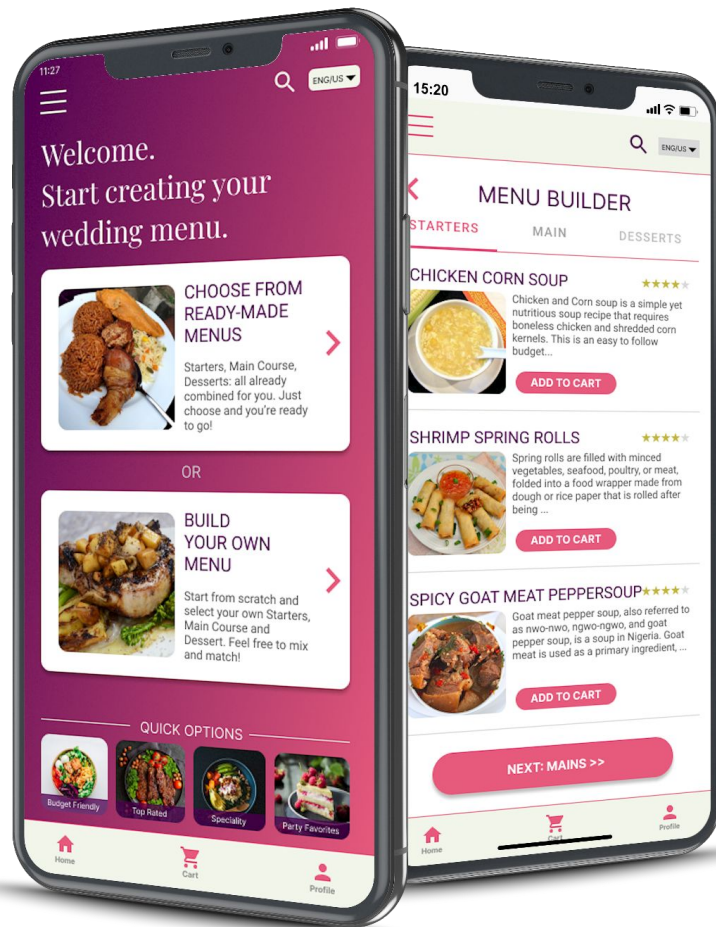
The product:

We created a new Catering Menu app for LaHeiressWeddings, to help customers choose their wedding catering menus online instead of coming to the wedding venue to complete that task. We created an app that works well for all the customers regardless of their backgrounds or abilities.



Project duration:

August 2022 - September 2022



Project overview



The problem:

Users who are already overwhelmed with the wedding planning process need to select their catering menu by visiting the wedding venue to do so



The goal:

Build an App that will let users quickly and easily select cost-effective wedding menus which will help users who are about to get married by giving them menu options that save them time

Project overview



My role:

UX researcher and designer, designing the app from conception to engineering hand-over



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



Before the design process, I conducted interviews and created empathy maps to understand the users that I will be designing for, and also to know their needs and identify pain points.

A primary user group identified through research was potential brides and grooms who were already too overwhelmed with combining their daily work with wedding planning. Research revealed that apart from time being a factor, other obligations, convenience and ease of use were critical factors that needed addressing.

User research: pain points

1

Time

Users are usually too busy to go physically to the wedding venue

2

Convenience

Selecting a catering menu is something users want to be able to do conveniently

3

Accessibility

Menus are usually written in lists, without accompanying pictures

4

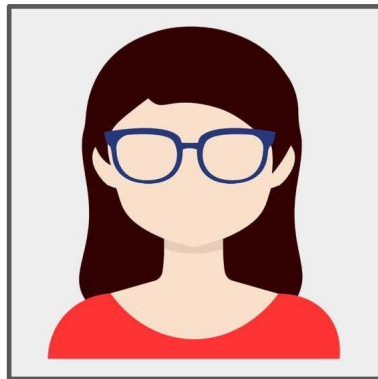
Follow up

After the selection process is complete, it is cumbersome for users to get their final menu list; it has to be physically printed

Persona: Rita

Problem statement:

Rita is a self-employed bride-to-be who needs a fast and cost effective way select a wedding catering menu because she has a tight budget and little time due to her work schedule.



Rita

Age: 28

Education: High School Diploma

Hometown: Lagos, Nigeria

Family: Single Female

Occupation: Self-employed

So much to do, so little time

Goals

- Getting married and needs menu options for the catering
- Runs her own business so she needs to do the wedding planning process in her spare time

Frustrations

- Overwhelmed with the wedding planning process
- "I can't hire a wedding planner because of the cost"

Rita is a self-employed dressmaker that works from home. She is currently getting married so she needs to sort out the food menu with the wedding venue. Because of her work schedule, she has to do this in her spare time as she can't afford a wedding planner due to cost constraints. It is just 2 months to her wedding.

User journey map

Mapping Rita's journey

revealed a lot of frustration with the process and established that having an app will greatly introduce ease into the whole process

Persona: Rita

Goal: A fast and easy way to select a wedding catering menu

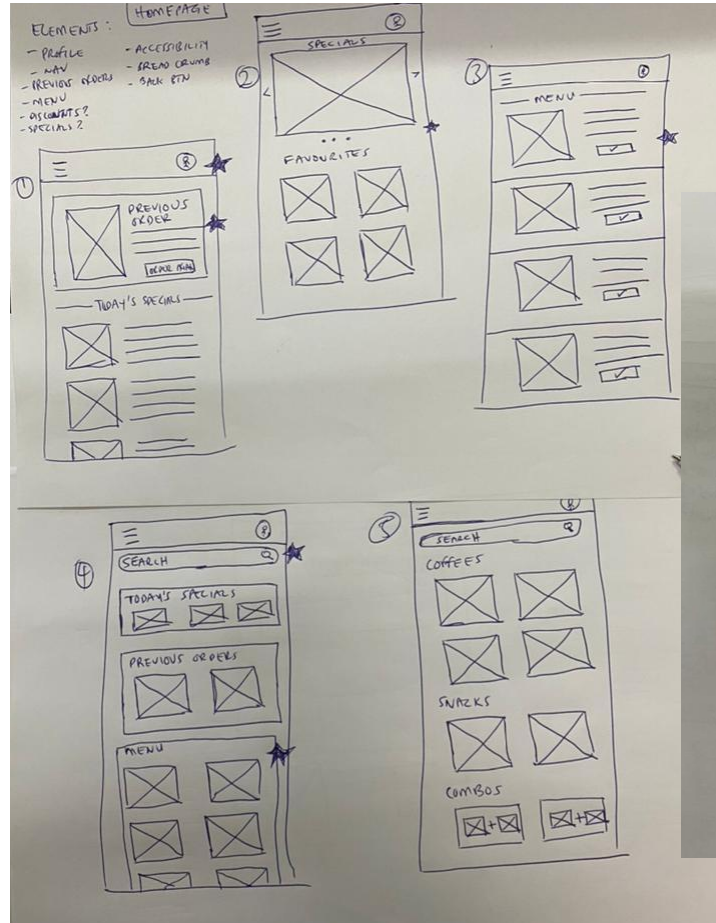
ACTION	Go to Wedding Venue	Look through Catering Menu	Select Menu Options	Compare Pricing and Make Payment	Receive final Menu List
TASK LIST	Tasks A. leave current location B. find way to wedding venue C. arrive at wedding venue	Tasks A. meet with staff B. request catering menu C. browse through options	Tasks A. select menu items for starters, main course, dessert B. optional selection of drinks	Tasks A. check final prices; if above budget, edit menu B. make payment at wedding venue	Tasks A. Get printed out or emailed copy of final menu B. discuss print options for wedding day
FEELING ADJECTIVE	■ Worried about getting there quickly and back for work ■ Optimistic about crossing this task off her list	■ Overwhelmed with variety of options ■ Concerned about the amount of time it will take	■ Frustrated that there's a lot to select ■ Confused about the food names ■ Worried about excluding guests with dietary requirements	■ Anxious about final cost ■ Annoyed that she can't make payment online	■ Relieved that she can leave at last ■ Dissatisfied about having to look for a print shop to do final wedding prints
IMPROVEMENT OPPORTUNITIES	Faster route suggestion on Map application	Provision of menu list options on website prior to arrival	Include images for each food item Inclusive menu options for vegan, halal and other dietary concerns	Create a dedicated app for the whole process with checkout options	Integrate online print shops Generate QR code with final menu

Starting the design

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

Paper wireframes

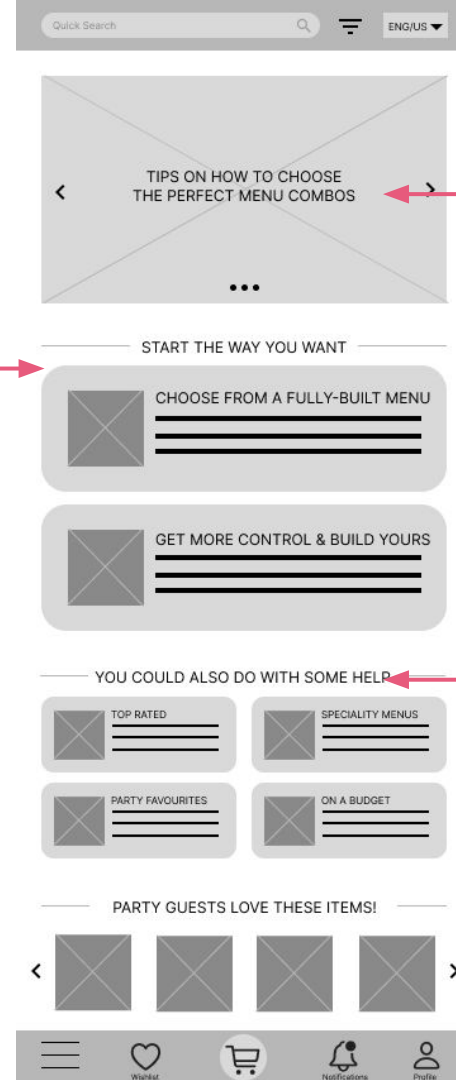
Drawing paper wireframes helped me visualize a way to create the proper user experience. I was able to create a refined homepage that gave priority to a quick and easy selection process for the user



Digital wireframes

The main focus was on the home screen. I wanted to give the user an easy way to do the menu selection, and also varied options for more experienced users

This section is the focal point of the app. It tells the user that there are two main ways to start the selection process: easy mode, and verbose.

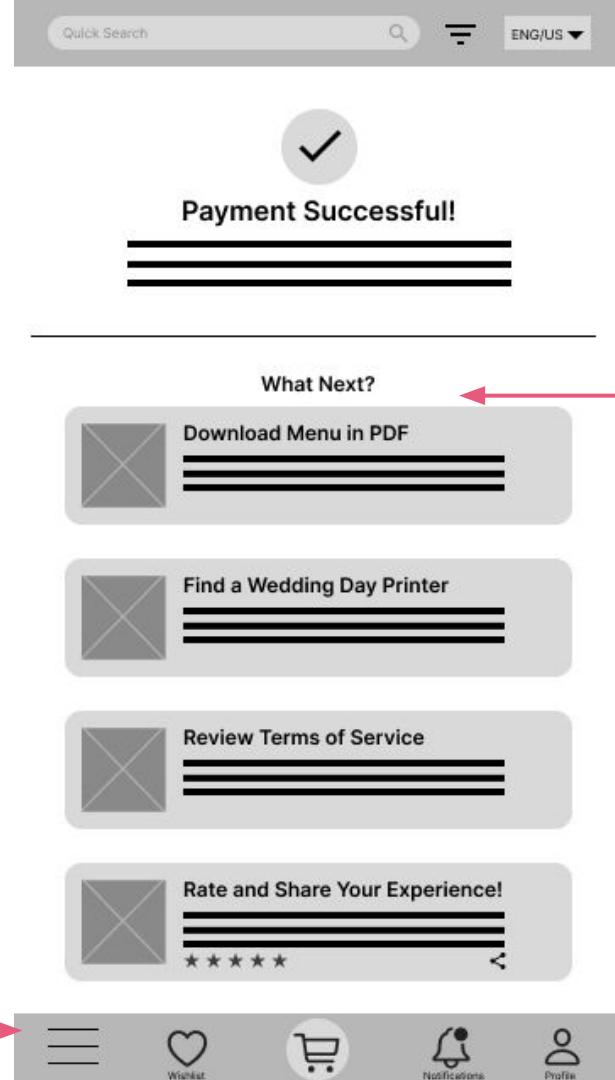


A carousel of tips paired with beautiful images would provide aesthetics and information about how the selection process works for onboarding user

This section provides additional quick selection options for the user

Digital wireframes

It was also key to give users a good experience after the process was complete.



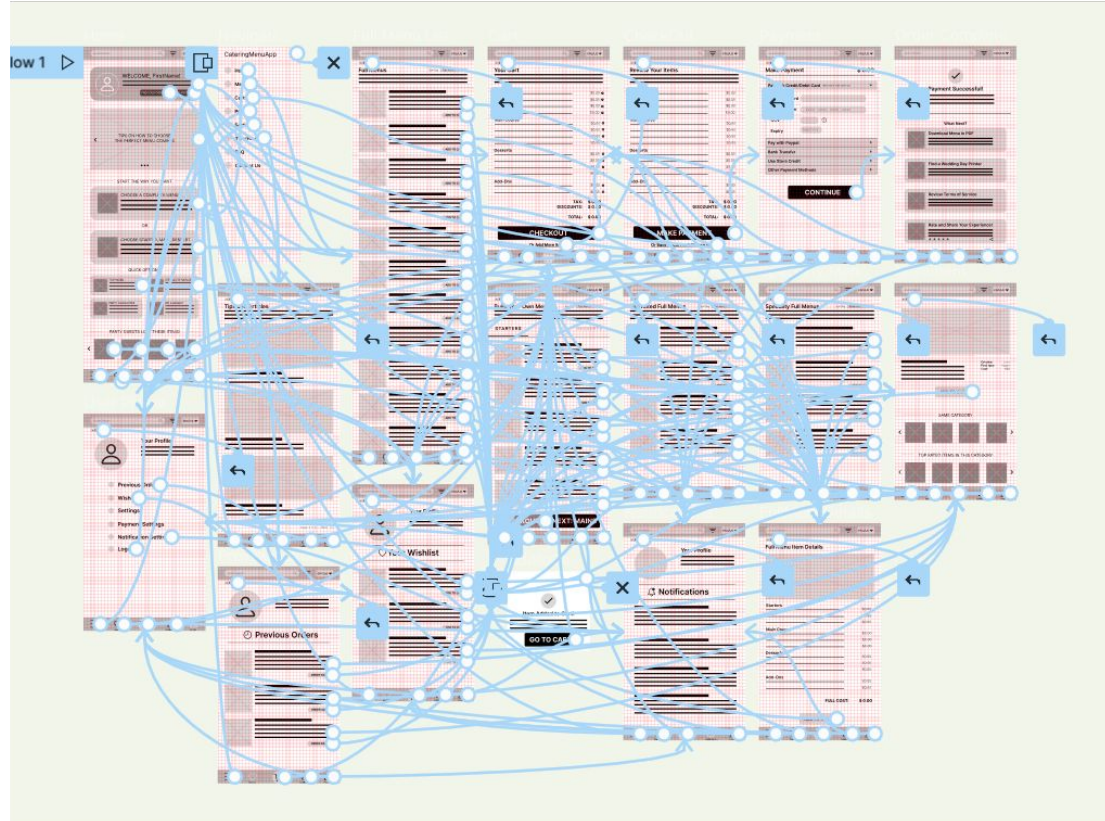
It was important to give users concrete steps to take after the order process is complete

A bottom nav bar provides quick access to different screens

Low-fidelity prototype

I then created a lo-fi prototype to test out the user flow between screens. This was essential for conducting a usability study so that I could find out what worked or not and fix in the next design iteration

[View the low fidelity prototype of the Catering Menu App](#)



Usability study: findings

During the design process, I conducted two sets of usability tests: first round was on the lo-fi prototypes. Based on the findings, I created improved mockups from the wireframes. The second round was done on high-fidelity prototypes to discover what needed improvement

Round 1 findings

- 1 Users wanted menu selection options clearer
- 2 Users wanted multiple payment options
- 3 Users wanted the interface to be as easy to use as possible

Round 2 findings

- 1 Accessibility issues with the text size and the UX writing
- 2 Call to action button needed to be consistent through all the screens
- 3 Navbar icons needed to be labelled and clearer

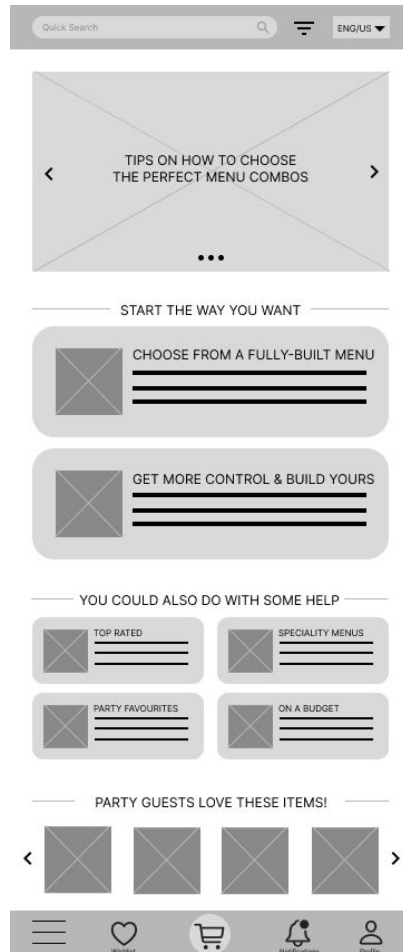
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

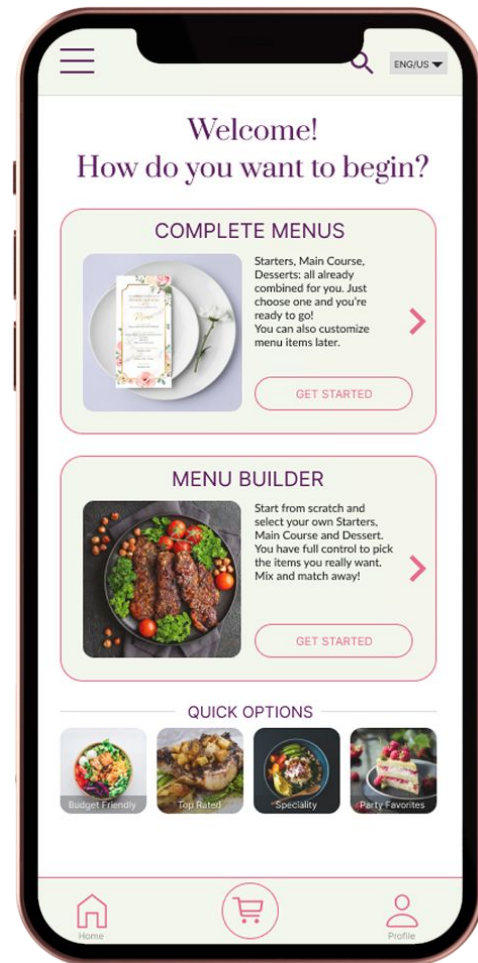
Mockups

Initial designs after the first usability study focused on giving users a clean and easy-to-use interface. I removed the Tips carousel; though it provided beautiful aesthetics, it got in the way of usability. I also streamlined the additional elements to reduce visual clutter and cognitive load

Before first usability study

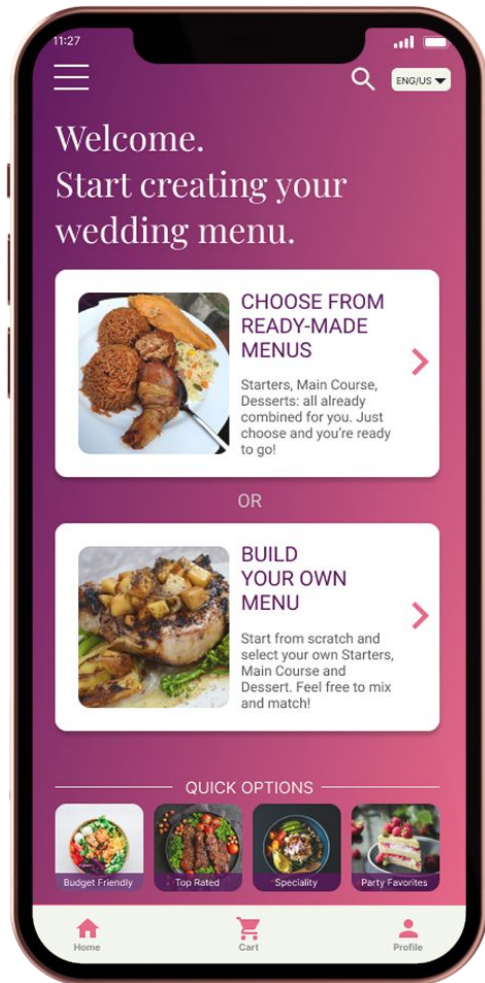
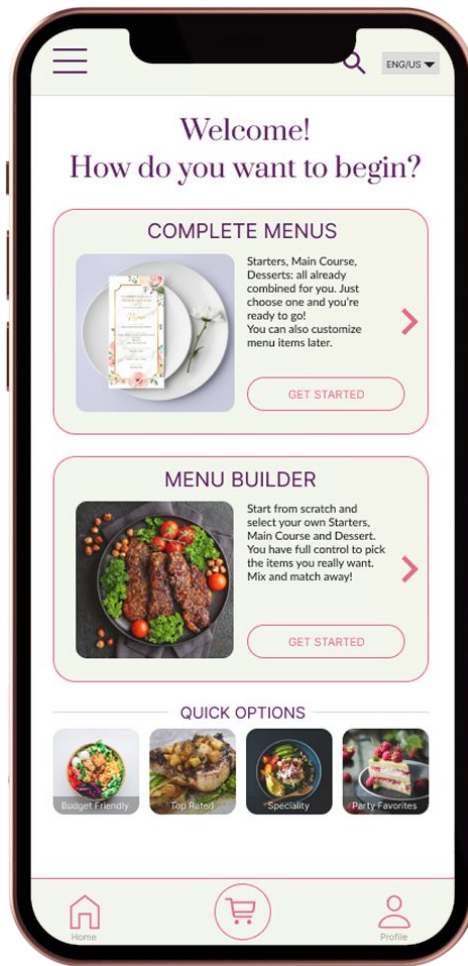


After first usability study

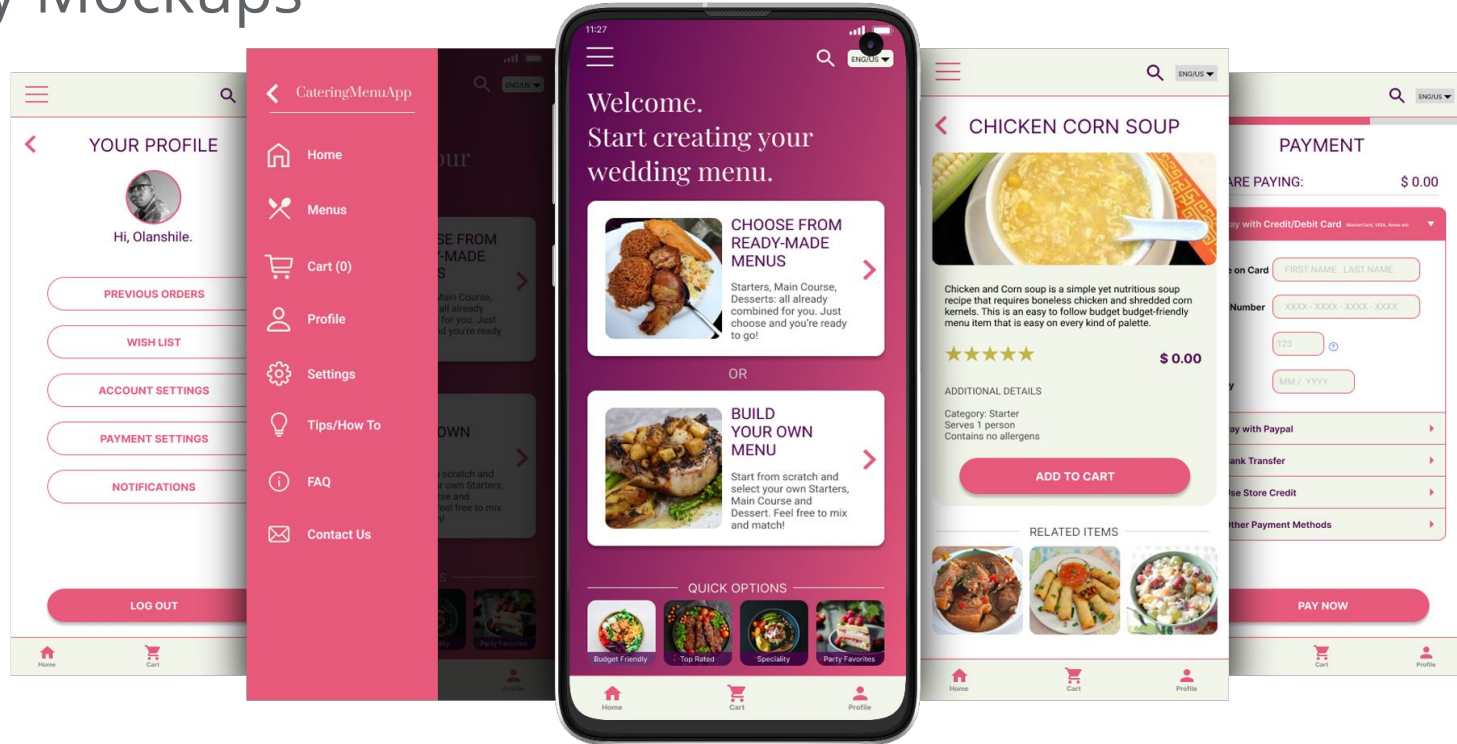


Mockups

The second usability study helped clean up the homepage better. I removed the call-to-action buttons and replaced with a cards layout. A background colour helped the cards pop and be prominent. For accessibility, the text size was increased and icons replaced with filled icons with text labels that can be read by a screen reader



Key Mockups



High-fidelity prototype

Final hi-fi prototype included a simpler user flow and overlays for actions like Add to Cart and Processing Payment

[View the High Fidelity Prototype of the Catering Menu App](#)



Accessibility considerations

1

Larger body text with good contrast ratio for readability. Text contrast met acceptable WCAG AAA levels while larger text meet AA levels

2

Filled icons were used to provide better accessibility. Icons also had text labels that could be read by screen readers

3

The App had a language selection option featured prominently on the top bar so that the texts could be translated to languages other than English

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The simplicity of the app is quite impressive for the users and it made them feel that their needs were taken into consideration.

User feedback from usability test:

"I like the whole experience. It isn't burdensome. I like that I can get things done easily and directly."



What I learned:

There is definitely no substitute for research. During this project, I further reinforced my belief that research and testing are even more important than the design itself. What is the purpose of beautiful design if it can't meet users' needs?

Next steps

1

Conduct another round of testing to see if the refinements meet users' requirements

2

Check if there are more accessibility considerations that should be added to the design

3

Handover project to engineering

Let's connect!



Thank you for reading through! It was quite an experience creating this app design and I'm glad you could go on the journey with me.

Contact me at: shylle@gmail.com

Or view my portfolio on www.shylle.com