

Bread & Water App Design

Sarah Paniagua

Project overview



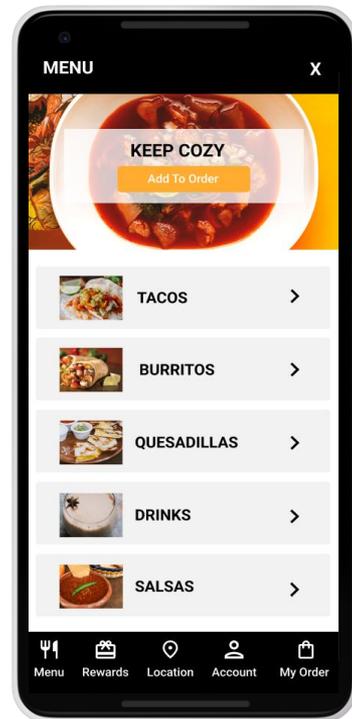
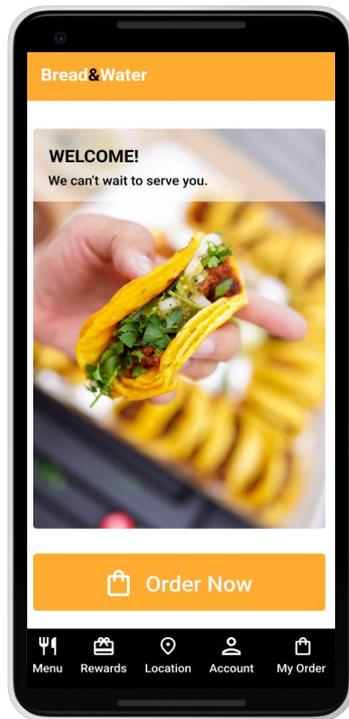
The product:

Bread&Water is a local taco truck located in the suburbs. Bread&Water strives to deliver delicious tacos, burritos paired with their specialty salsa. Bread&Water targets customers who lack time or need a quick bite to eat.



Project duration:

February 2022 – April 2022



Project overview



The problem:

Customers are unable to efficiently locate and order food from the food truck.



The goal:

Design an app that allows the customer to easily locate and order food from the food truck to save time.

Project overview



My role:

UX designer designing an app for Bread&Water from conception to delivery.



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 were looking for an easy way to order from their favorite food truck.

User research: pain points

1

Time

Working adults are too busy to spend time on finding their local food truck

2

Accessibility

Platforms for ordering food are not equipped with assistive technologies

3

IA

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

Persona: Eli Dunlap

Problem statement:

Eli is a Data Science Engineer who needs to easily locate his favorite food truck and order ahead of time because he wants to gain more time collecting data for new work opportunities.



Eli Dunlap

Age: 46

Education: BA in Data Science

Hometown: Austin, Texas

Family: Lives with partner

Occupation: Data Science
Engineer

"I prefer ordering ahead of time so I don't have to wait in line."

Goals

- Spending less searching for food trucks to gain more time collecting data for new work opportunities..
- Be able to efficiently locate food truck
- Order ahead of time to ensure I am not waiting in line.

Frustrations

- "Locating the food truck can be difficult, since the locations vary"
- "It's difficult to order pick up options/order menu items in general"

Eli is a data science engineer for a large company. Works 5 days a week, long shifts. During the evenings when Eli is not working or playing video games, he spends his time munching at his favorite food truck and gets frustrated at the time it takes to locate the ever moving food truck and order his food.

User journey map

Mapping Eli's user journey revealed how helpful it would be for users to have access to a dedicated Bread & Water app.

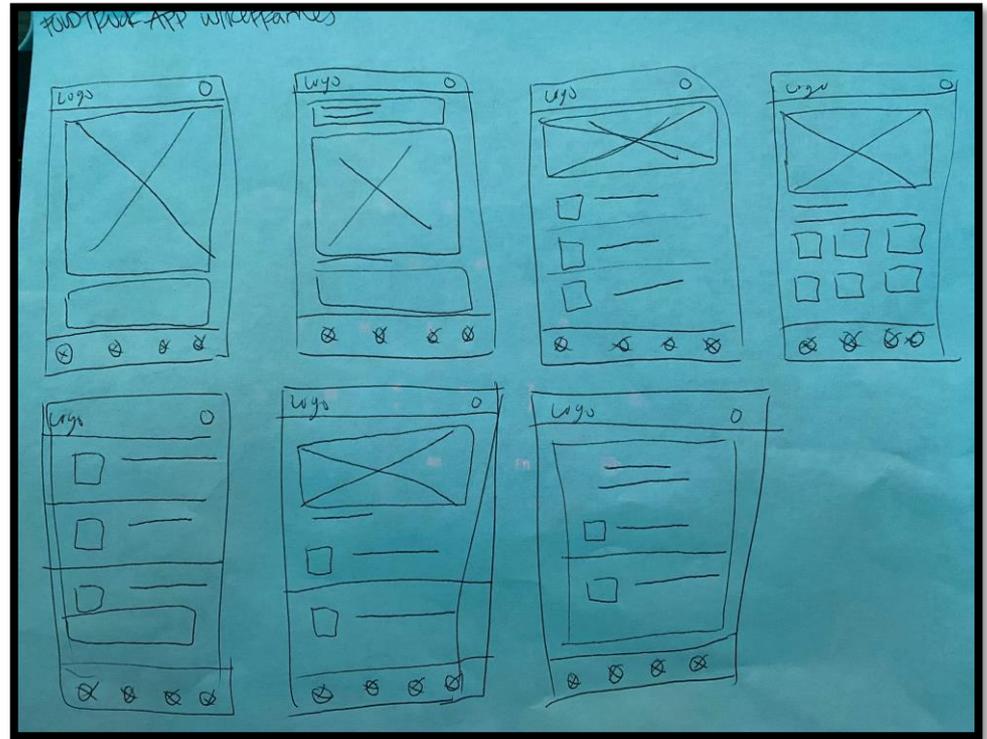
Persona: Eli Dunlap

Goal: Easily locate and order from food truck

ACTION	Find current location	Browse menu	Place order for food ahead of time	Complete order	Pick up order from food truck location
TASK LIST	Tasks A. Pick food items B. View/find the current location of food truck	Tasks A. Browse online menu B. Select options for menu item	Tasks A. Find phone number or appropriate socials to order B. Call/DM food truck C. Place order	Tasks A. Receive confirmation of order via phone/DM B. Get directions to food truck	Tasks A. Drive to food truck to pick up order B. Leave tip for food truck workers C. Park or head home and eat!
FEELING ADJECTIVE	Excited to find the food truck	Annoyed at the difficulty it took to locate the menu image	Not satisfied with having to place the order through DMs	Bothered by time it took to drive to the food truck location	Excited to consume favorite food truck food
IMPROVEMENT OPPORTUNITIES	Create a mobile app for food truck	Make images/menu easier to read, optimize	Provide an easier way to pay/checkout	Option to add tips, option for a more accurate "wait time" for order	Points/rewards program

Paper wireframes

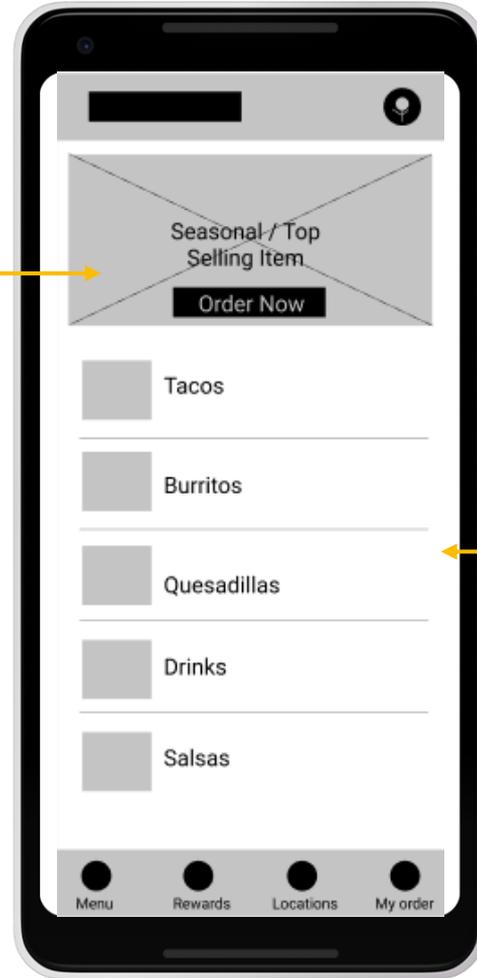
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I put the order now button more prominently visible for ease of ordering.



Digital wireframes

Initial design phase continued, I made sure to direct my designs on feedback from the user research.

Seasonal item with button at top for quick ordering.

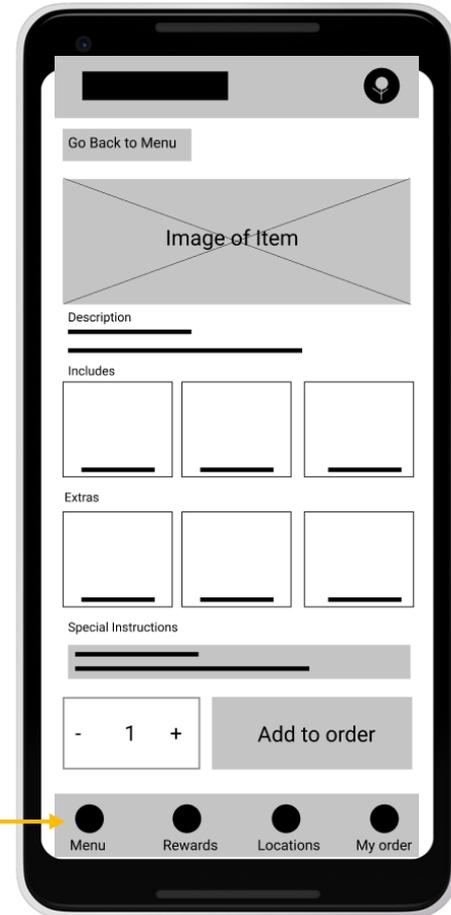


Menu items clearly listed out to make finding the item you need quicker.

Digital wireframes

Navigation with ease was a key point I wanted to make and I wanted to make it familiar by adding it to the bottom of every screen

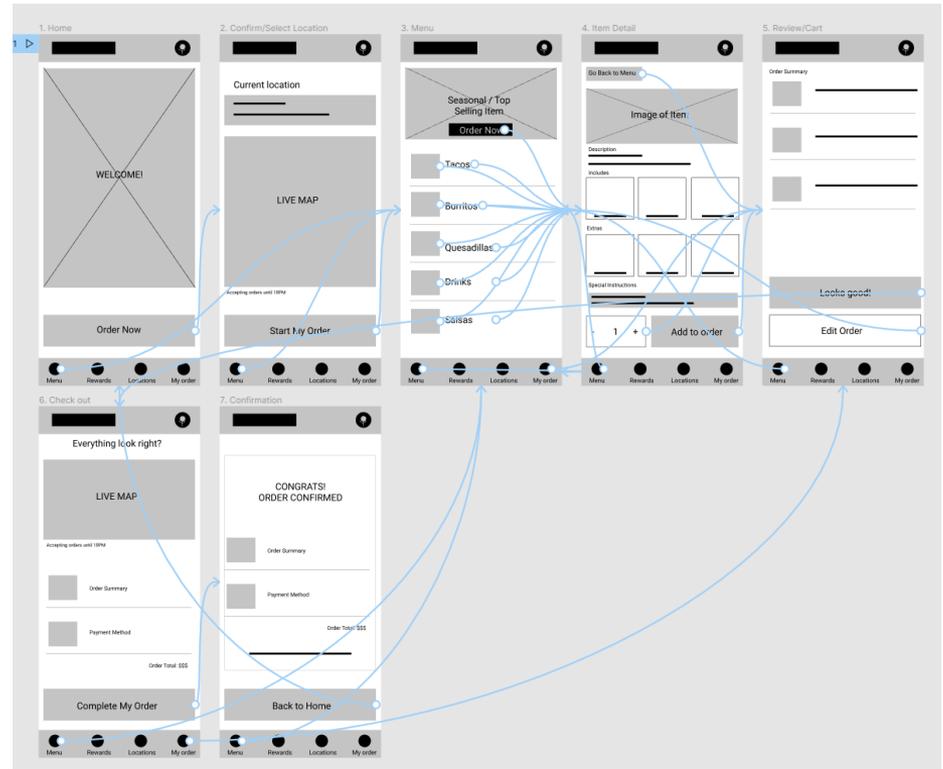
Easy navigation



Low-fidelity prototype

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

View the Bread&Water [low-fidelity prototype](#)



Usability study: findings

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 need a way to order more than one item at a time when ordering.
- 2 Users need to be able to navigate easily throughout the app
- 3 Users want a way to clearly see items

Round 2 findings

- 1 Add a “back” button option when a user is on a specific menu item.
- 2 Add the option to view app pages with accessibility in mind
- 3 Make it possible to add more than one of the same item.

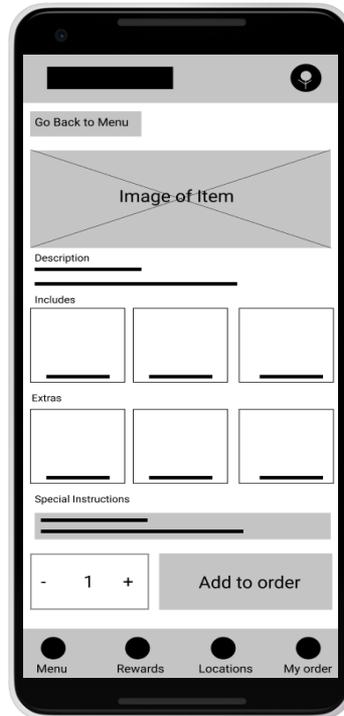
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

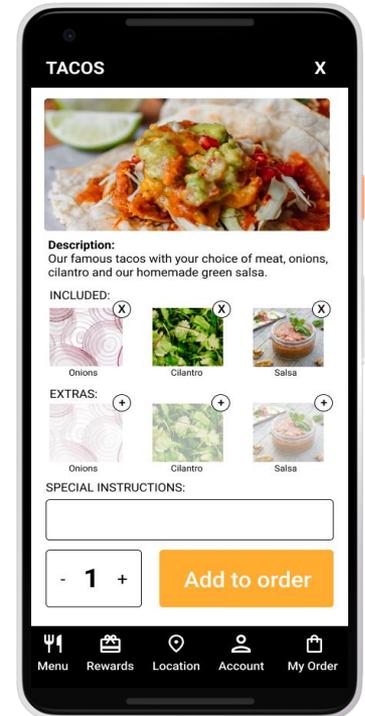
Mockups

Early designs allowed for some customization, but after the usability studies, I added additional options to **add more than one item at a time**. I also revised the design so users see **all available add-ons for food options**.

Before usability study



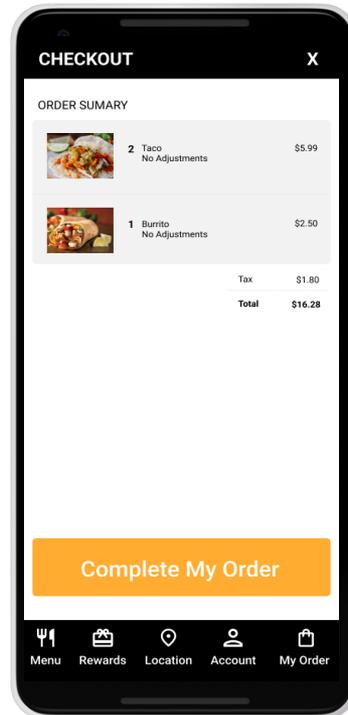
After usability study



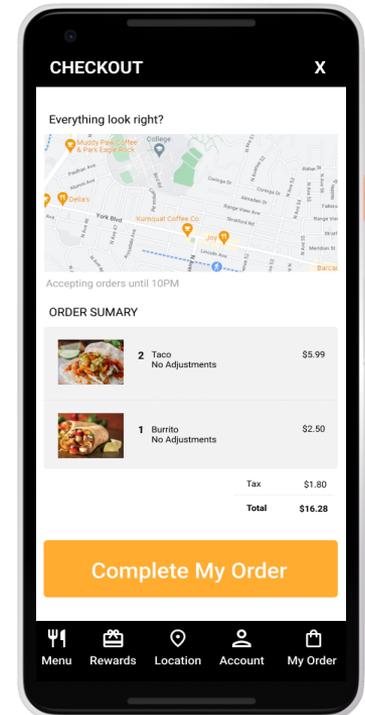
Mockups

The second usability study revealed frustration with clicking through the flow. I added the option to view location on a map and the closing time so the user is reminded at checkout.

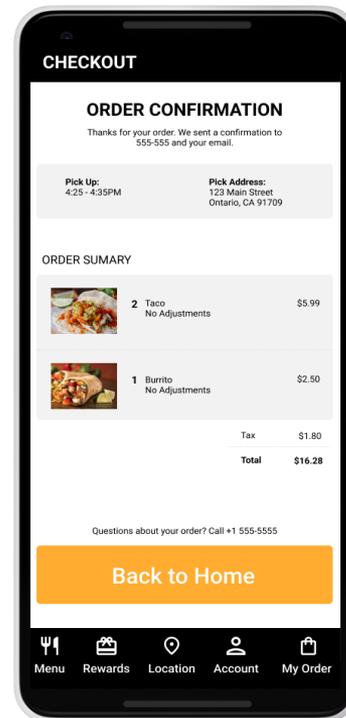
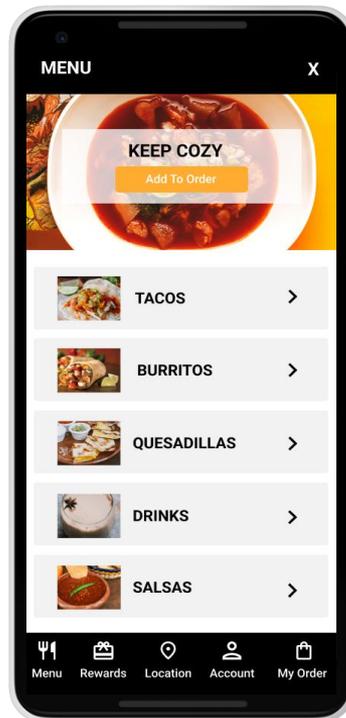
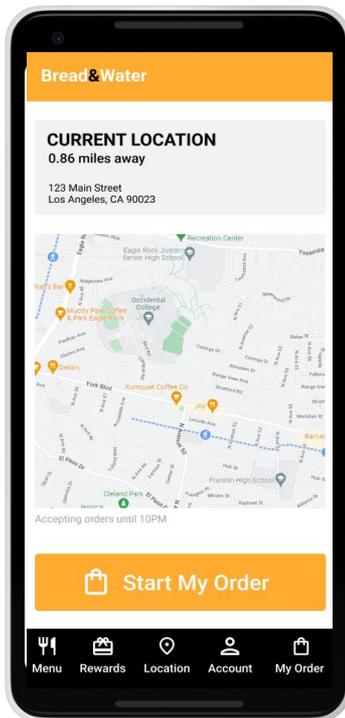
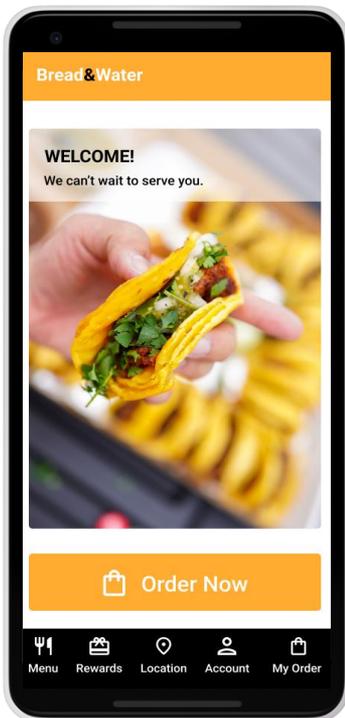
Before usability study



After usability study



Key mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for ordering and checkout. It also met user needs for a live location option and additional item customization.



View the Bread&Water
[high-fidelity prototype](#)

Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used detailed imagery for food items.

3

Used icons to help make navigation easier.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Bread&Water really thinks about how to meet their needs.



What I learned:

While designing the Bread&Water app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs and help me design a more user focused design.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed and adjusted.

2

Conduct more user research to determine any new areas of need.

Let's connect!



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

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Thank you!