

Bread & Water Website Design

Sarah Paniagua

Project overview



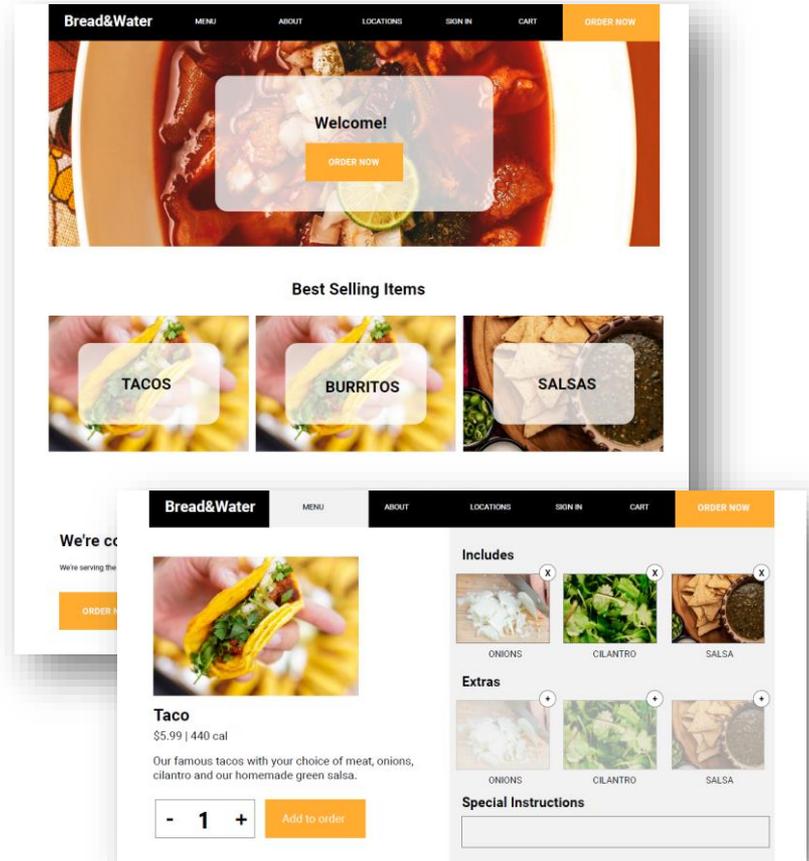
The product:

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:

April 2022 – May 2022



Project overview



The problem:

Customer are unable to order from the food truck or efficiently locate it.



The goal:

Design a website that allows the customer to easily locate and order food online.

Project overview



My role:

UX designer leading the Bread&Water website design



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

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

Interaction

Small buttons on websites make item selection difficult, which sometimes leads users to make mistakes

3

Experience

Restaurant websites don't provide an engaging browsing experience

Persona: Eli

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 website.

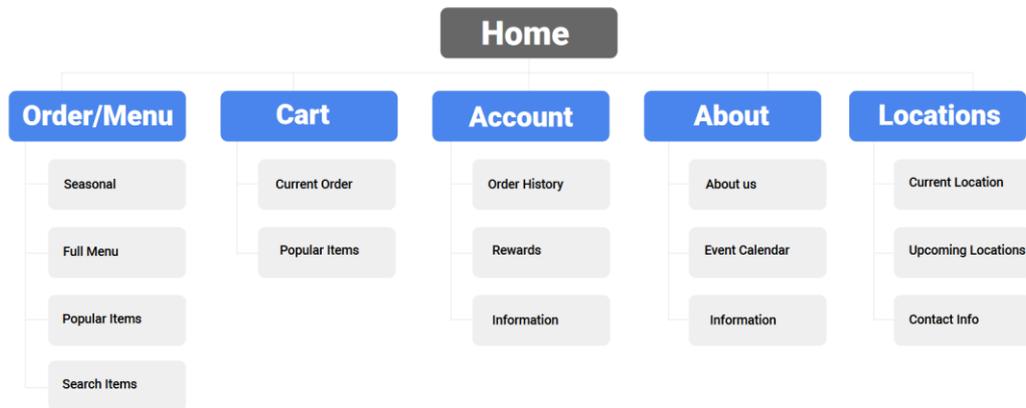
Persona: Eli Dunlap

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

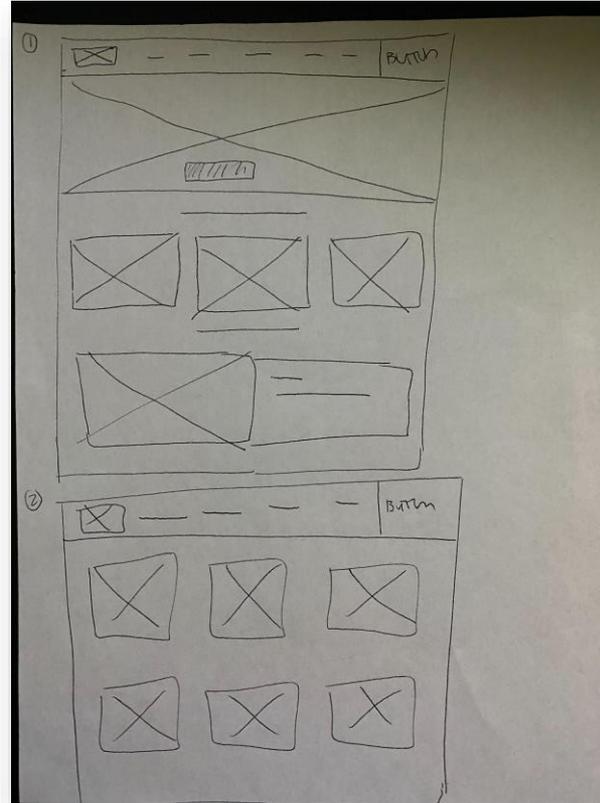
Sitemap

My goal here was to make strategic information architecture decisions that would improve overall website experience.



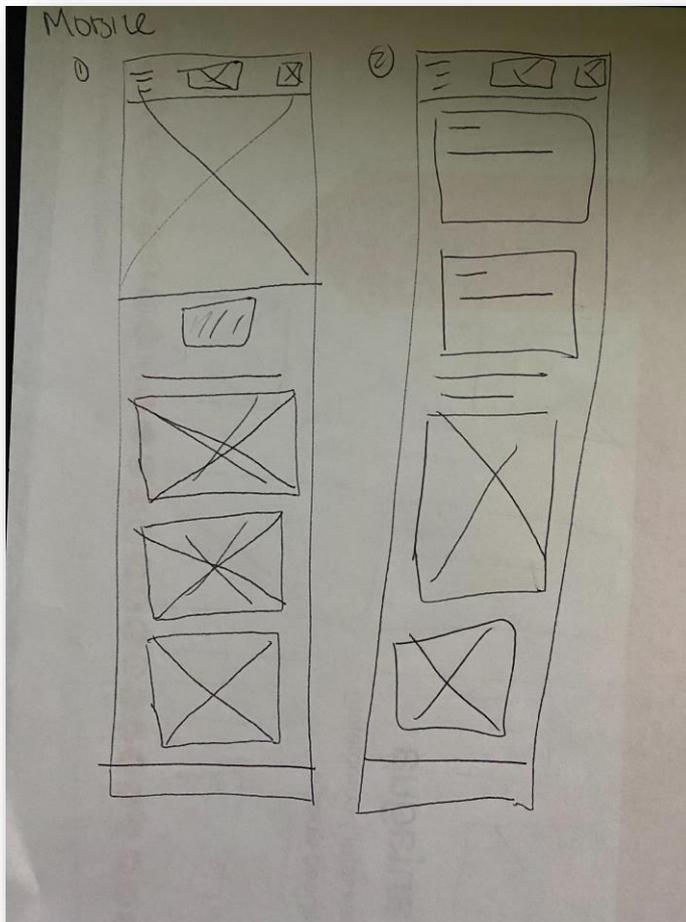
Paper wireframes

Next, I sketched out paper wireframes for each screen in my website, keeping the user pain points about navigation, browsing, and checkout flow in mind.



Paper wireframe screen size variations

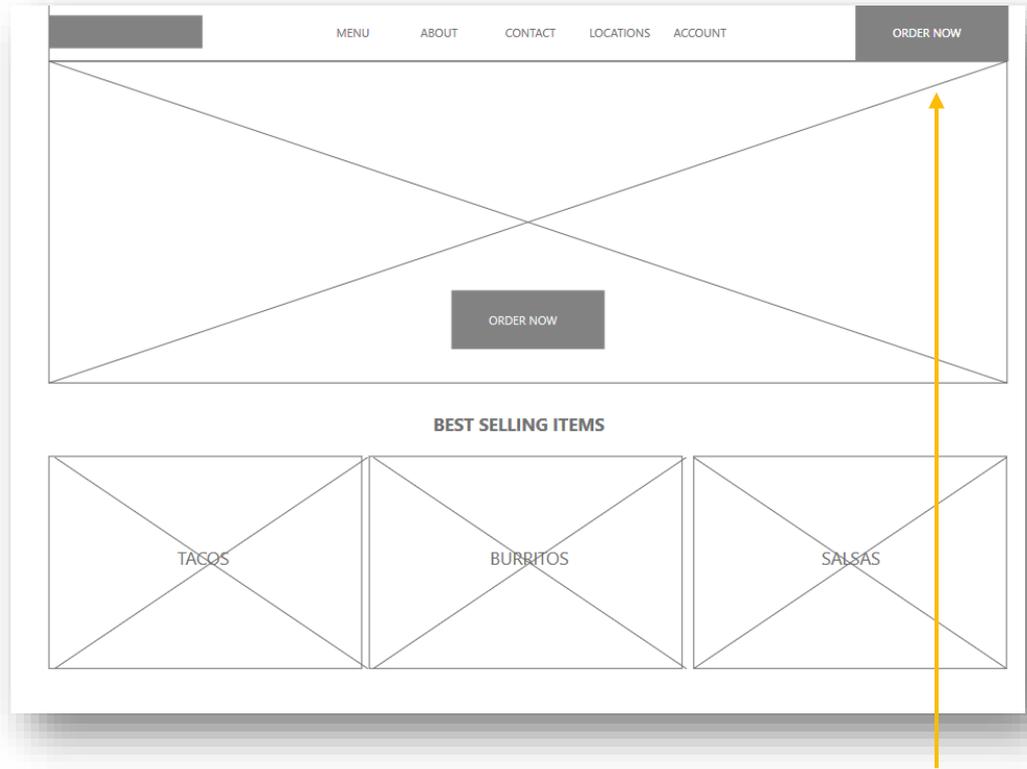
Because Bread&Water customers access the site on a variety of different devices, I worked on designs for additional screen sizes to make sure the site would be fully responsive.



Digital wireframes

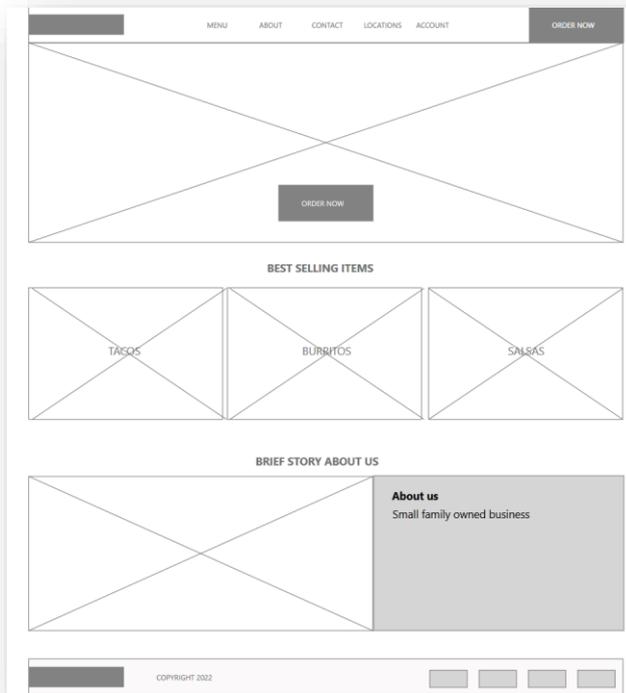
Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

Prioritizing useful button locations, such as the “Order Now” option was a key part of my strategy.



Easily order online quickly.

Digital wireframe screen size variation(s)



Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.



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

Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

3 participants



Length:

20-30 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Cart

Once at the checkout screen, users didn't have a way to edit the quantity of items in the cart

2

Checkout

Users weren't able to easily edit the order when checking out

3

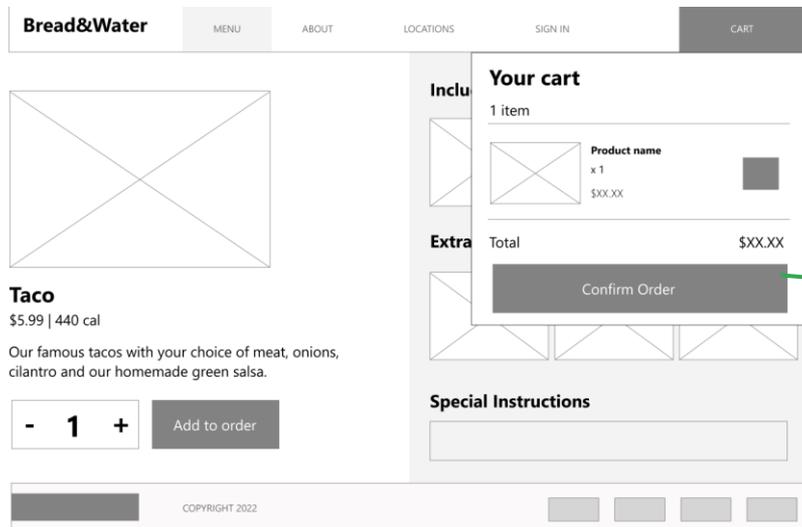
Account

During the checkout process, there wasn't a clear way for users to log in to their account or create one

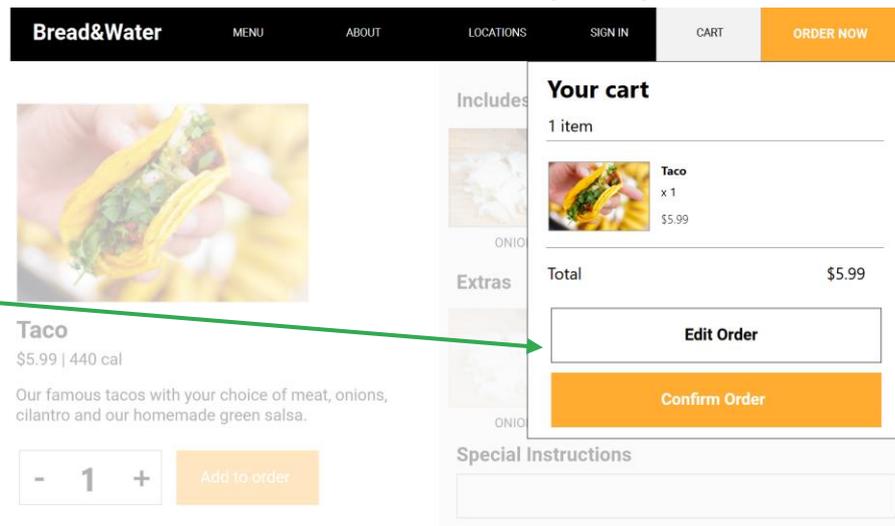
Mockups

Based on the insights from the usability study, I made changes to improve the site's flow. One of the changes I made was adding the option to edit the quantity of items on the item page and also ensuring the "edit order" button was present and visible.

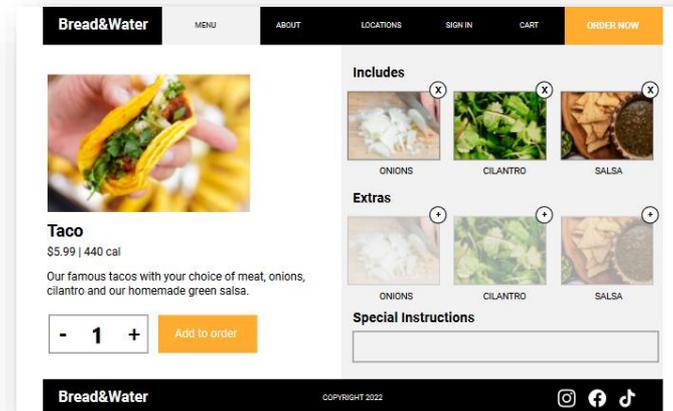
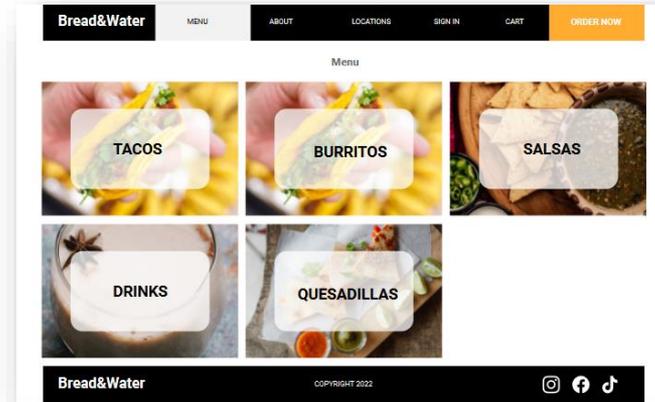
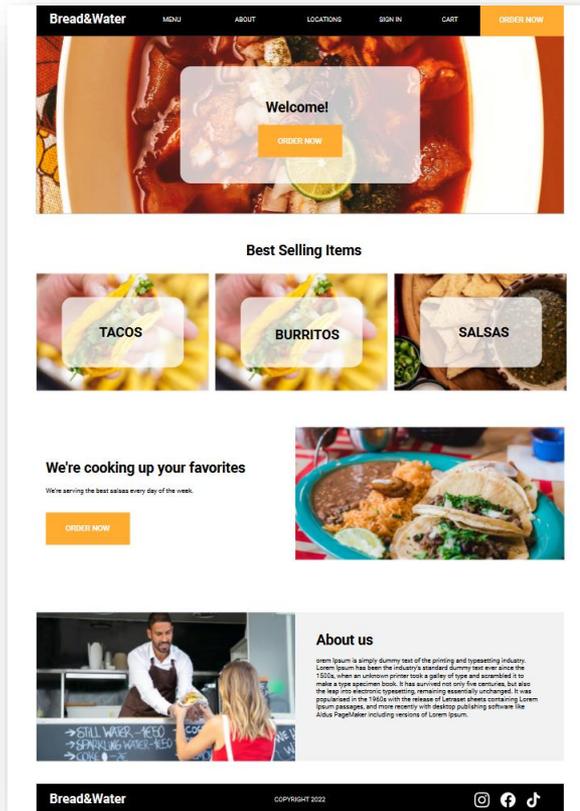
Before usability study



After usability study



Mockups: Original screen size



Mockups: Screen size variations

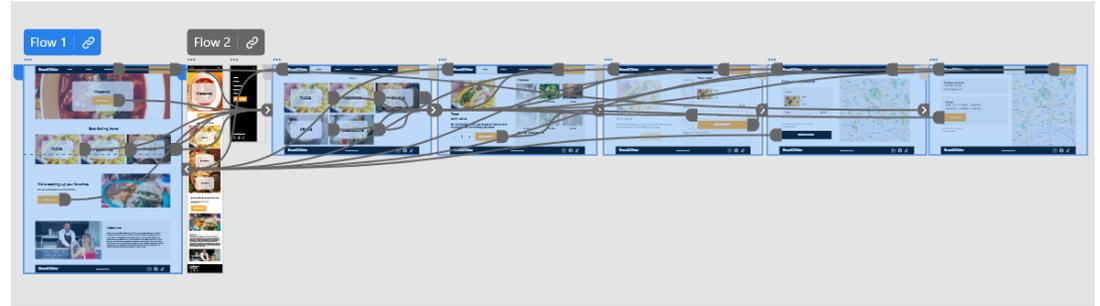
I included considerations for additional screen sizes in my mockups based on my earlier wireframes.



High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included small design changes made after the usability study, as well as several changes suggested by members of my team.

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



Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I used landmarks to help users navigate the site, including users who rely on assistive technologies

3

I designed the site with alt text available on each page for smooth screen reader access

Takeaways



Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.



What I learned:

The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions. Ensuring the most important element of the website is visible and concise.

Next steps

1

Conduct follow-up
usability testing on the
new website

2

Identify any additional
areas of need and ideate
on new features

Let's connect!



Thank you for reviewing my work on the Bread&Water Website!

If you'd like to see more, or would like to get in touch, my contact information is provided below:

Email: **hello@paniaguadesigns.com**

Website: paniaguadesigns.com