HRQ Brazilian Steakhouse

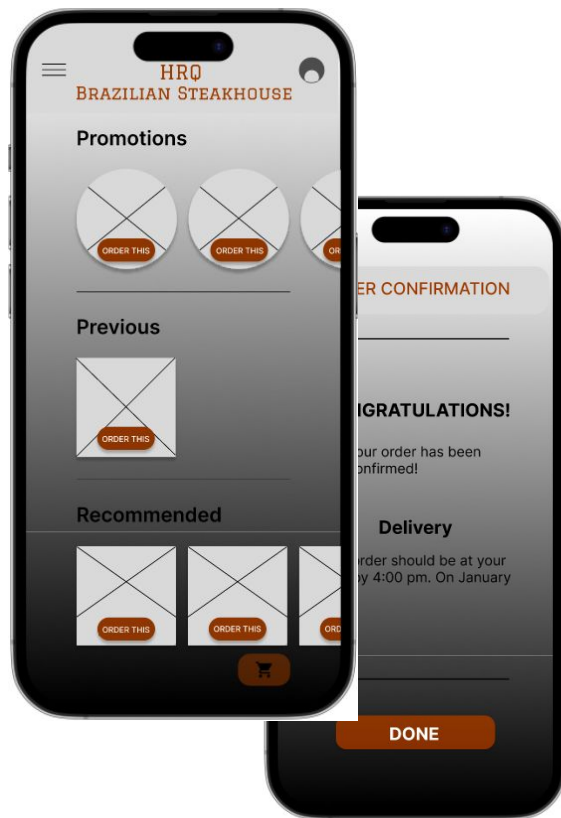Huzaifah Qadeer

Project overview

The product:

HRQ's Brazilian Steakhouse strives to deliver fresh and hot steaks to your doorstep at your convenience. This is done by allowing users to be able order steaks and to schedule deliveries at your desired time, so you can have a fresh meal when you need it.

Project duration:

October 2022 to November 2022.

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Project overview

The problem:

Working people and busy users are not able to make fresh meals. This app is designed to help resolve that problem.

The goal:

Design a mobile app that's easy to use and allows user to order food and schedule delivery.

Project overview

My role:

Team Lead.

UX designer.

UX researcher.

Responsibilities:

- Conducting interviews.
- Paper and digital wireframes.
- Lo-fi and hi-fi prototyping.
- Conducting usability studies.
- Accounting for accessibilities.
- Iterating on designs.

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Understanding the user

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

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User research: summary

I was able to conduct interviews, i also created empathy maps to understand my users and what the design requirements were. The main user group were adults who were too busy working or didn't have time to be able to cook fresh meals at home.

My initial assumptions regarding this user group was that single users who are working and users who are married where both partners are working, didn't have enough time to cook a hot and fresh meal at the end of the day. This assumption soon changed to where there were users who were not working and still couldn't prepare meals due to other obligations or just not feeling to cook that day.

User research: pain points

1

Busy

Users who are busy whether at work or otherwise, don't have the time to prepare meals.

2

Accessibility

Most steakhouses don't offer delivery scheduling.

3

User flow

Some apps are confusing to use.

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Persona: **Mohammed**

Problem statement:

Mohammed is a busy working

single user

who needs to be able to order

and get fresh and hot food at

his convenience

because is busy and is not

able to cook.

Mohammed

Age:	37
Education:	MBA
Hometown:	Manhattan, NY
Family	Single
Occupation:	CTO

"Need real and fresh food at my convenience"

Goals

- Order ahead of time.
- Have fresh and ready meal whenever needed.

Frustrations

- Food is not hot or fresh.
- Not able to order food ahead of time.

Mohammad is a CTO of a fortune 500 company, who is single and currently living alone. He's really busy working so never has time to cook for himself. He would love to have fresh and real meals ready for him and delivered when he gets home.

User journey map

Mapping Mohammed's user journey showed that being able to schedule deliveries will be really helpful if HRQ's Brazilian Steakhouse provided scheduling delivery.

Persona: Mohammad

Goal: Order fresh meals ahead of time.

ACTION	Decide what to eat	Place order on app	Complete checkout process	Wait for food	Receive meal
TASK LIST	Tasks A. Scroll through the menu. B. Finish deciding on what to get	Tasks A. Add the menu item to cart.	Tasks A. Place order. B. Complete payment process.	Tasks A. Wait patiently for meal.	Tasks A. Open the door B. Get meal from delivery person.
EMOTIONS	Excited Happy	Eager to order food.	Happy	Anxious	Thrilled food is here
IMPROVEMENT OPPORTUNITIES	Save orders for quick ordering.	N/A	Save payments for future use	Be able to schedule orders.	N/a

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Starting the design

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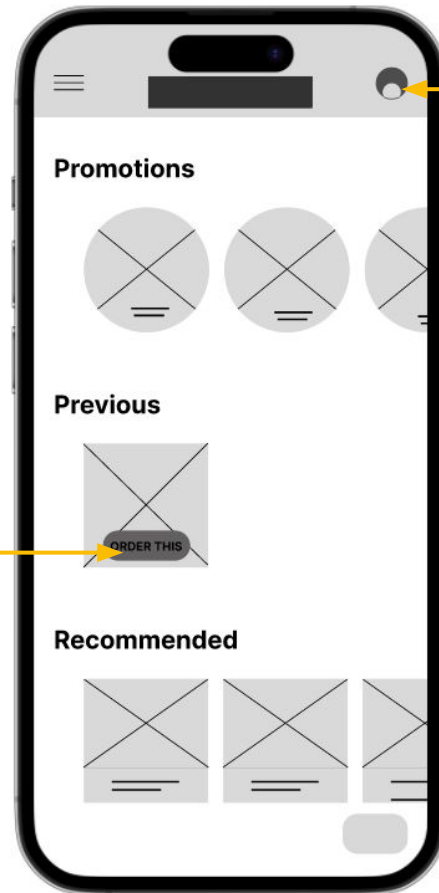- Usability studies

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Paper wireframes

Being able to draft out
rough iteration of the
homepage multiple times,
helped to vision as to what I
wanted to incorporate into
the prototype and what was
useful and what was not.

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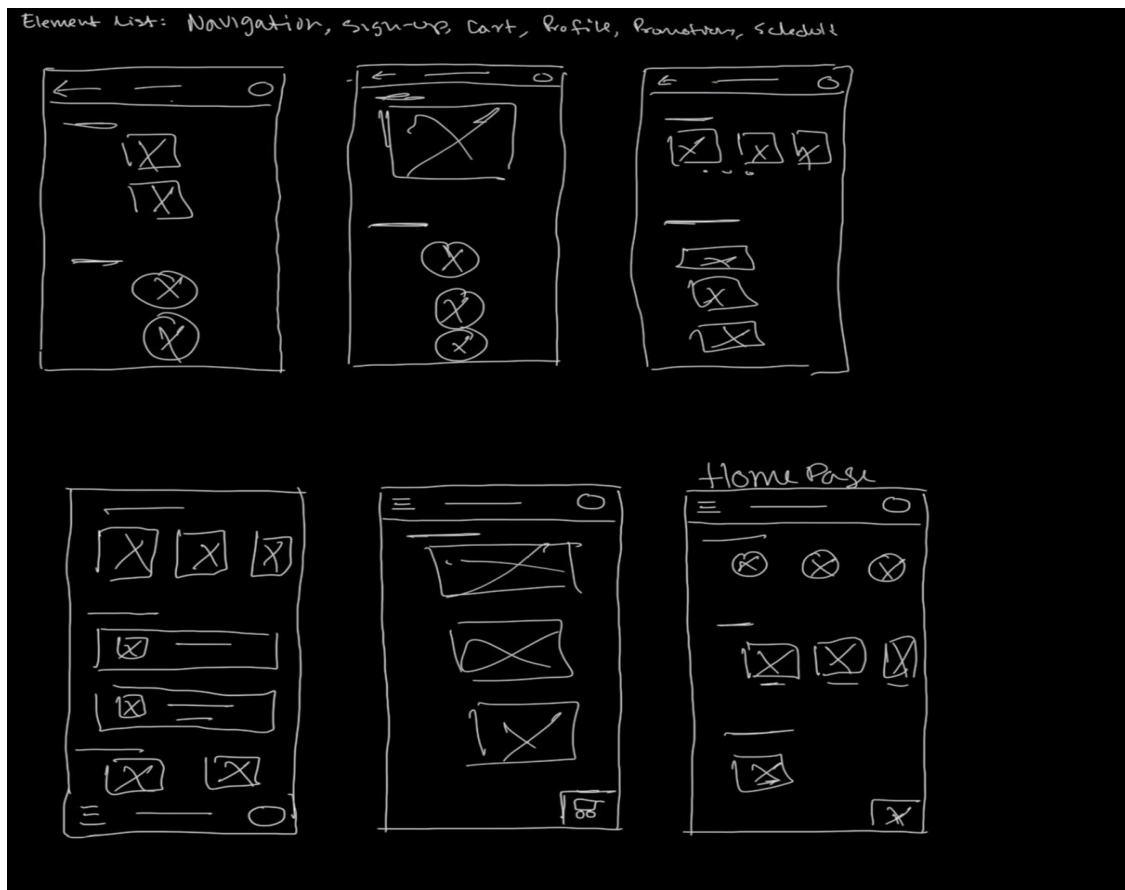
Digital wireframes

As the design phase proceeded, I was able to make the required changes to help better the user flow.

Allows user to be able to sign into their account

Allows user to be able to order a product

Promotions

Previous

ORDER THIS

Recommended

Digital wireframes

Being able to schedule deliveries was a essential part of this design. There was important changes made as we proceeded in the design.
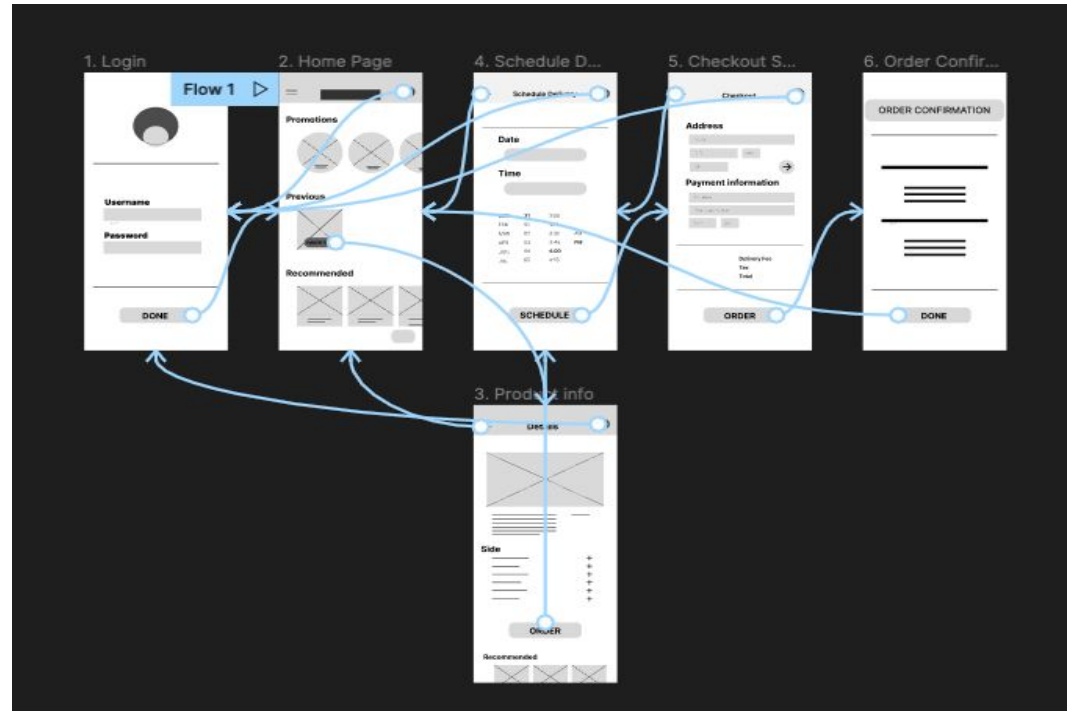
Easily schedule deliveries

Schedule Delivery

Date

Time

JAN	31	3:00	
FEB	01	3:15	
MAR	02	3:30	AM
APR	03	3:45	PM
JUN	04	4:00	
JUL	05	4:15	

SCHEDULE

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Low-fidelity prototype

This lo-fi prototype connected all the screens beginning from the main homepage to the order confirmation.

View HRQ's Brazilian Steakhouse:
lo-fi prototype

Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

1. Users wanted a better layout of the home page.

2. Users wanted a better way to insert scheduling credentials.

3. Users wanted to see the product information of their selected meal.

Round 2 findings

1. Users wanted to be able to skip the sign up page.

2. Users wanted to have the flexibility of opting out of scheduling delivery.

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Refining the design

- Mockups
- High-fidelity prototype
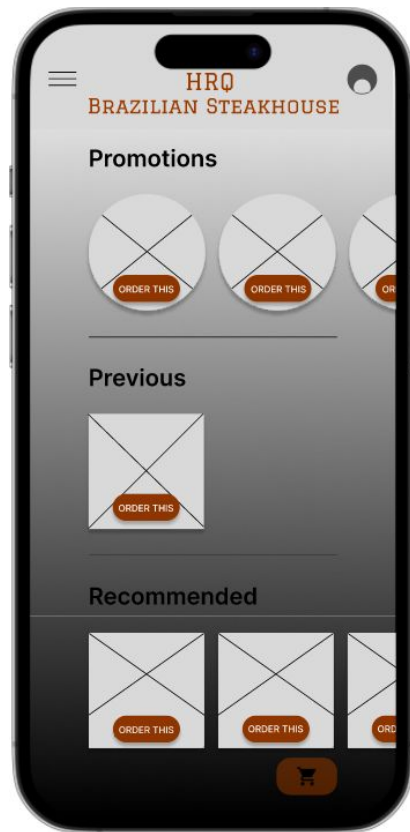- Accessibility

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Mockups

Early designs before the usability studies, users were able to place orders, but preferred previous orders to be in a better place. After the usability study, we moved the previous orders higher up to make it easier.
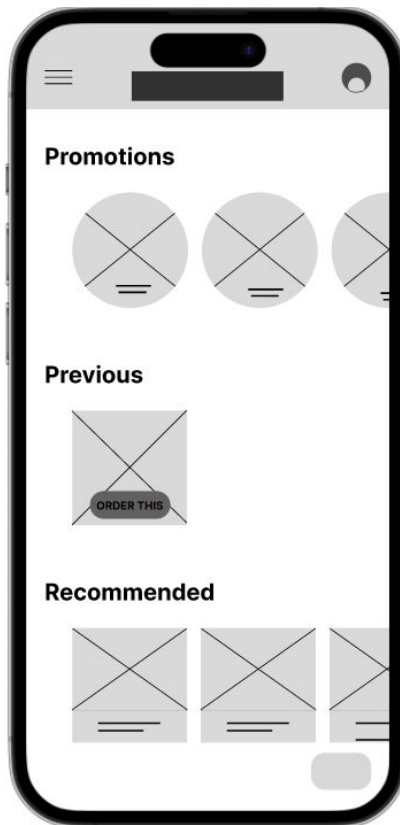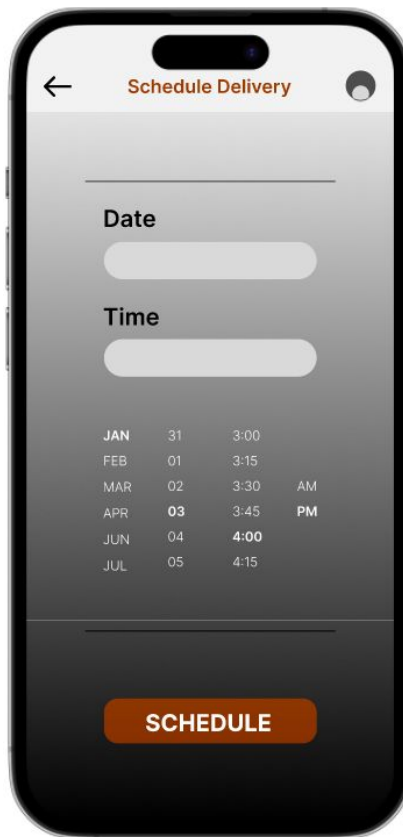
Mockups

In the prototype before the usability study, users were forced to schedule deliveries. After conducting our second usability study, we were able to find out that users wanted a option to skip the option to schedule deliveries. As you can see, we have incorporated that in the second prototype.
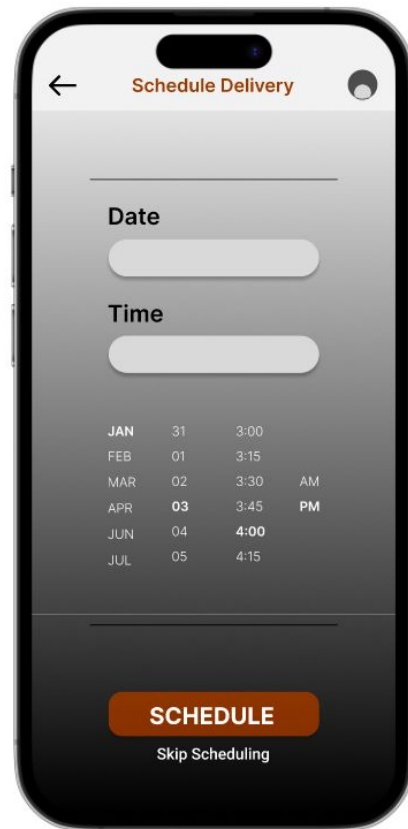
Mockups

Username

Password

☐ Stay Signed in   Create New Account

Sign in

Skip

← **Details**

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Aliquam eget lectus id metus
mollis fringilla sit amet vel
massa. Proin et ante neque.
Quisque ligula enim

Lorem

Side

fringilla sit amet   +
adipiscing elit   +
mollis fringilla sit   +
ipsum dolor   +
Proin et ante   +
Aliquam   +

ORDER

Recommended

← **Checkout**

Address

STREET

CITY   STATE

ZIP

→

Payment information

Fu Name

Credit Card Number

EXP   CVV

Delivery Fee
Tax
Total

ORDER

ORDER CONFIRMATION

CONGRATULATIONS!

Your order has been
confirmed!

Delivery

Your order should be at your
door by 4:00 pm. On January
3rd.

DONE

High-fidelity prototype

The final hi-fi prototype presented a cleaner user flow for ordering and scheduling steaks. It also met the user needs for better layout, time and date selection and a flexibility in choosing scheduling and sign ups'.
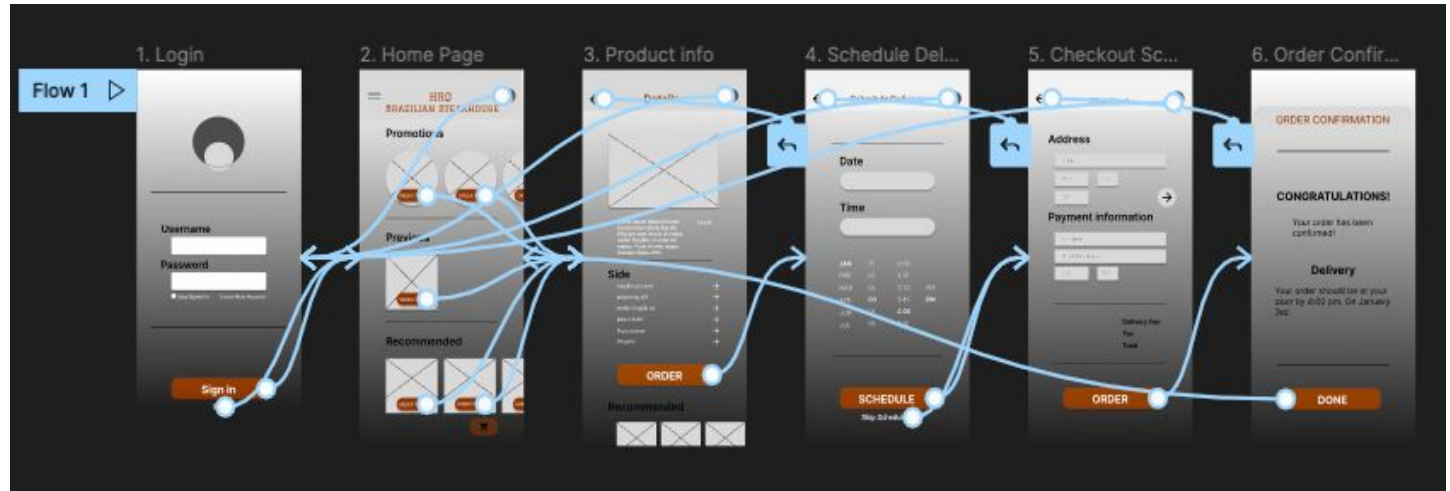
View HRQ's Brazilian Steakhouse:
hi-fi prototype

Accessibility considerations

1

One of accessibility consideration was the color choice which was D34C00. This was chosen for the call to action buttons and kind of resembled the "old-west". You can also notice different shades of this color being used around in different screens and places.

2

Another accessibility consideration was the use of an icon, specifically a cart icon in the homepage. This was used to help users navigate to the cart if they decided not to add anything else to their orders.

3

One more consideration was the use of animation, specifically he "move in" from the right side. This was used between the homepage and product info page.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

The impact of this app is that it will allow users to have the convenience of ordering meals and not only that but also be able to schedule their deliveries. These features are not only useful for busy adults but it also extends to everyone else who have other obligations

What I learned:

A few things that I learned are that having usability studies really brings your work to life, it shows you many different perspectives and points that you would have missed.

Next steps

1

Gather more participants for study.

2

Conduct more usability studies.

3

Conduct more research and make more iterations to the design.

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Let's connect!

Thank you so much for reviewing my work. I hope it was something you enjoyed looking over. I would love to get in touch with you and talk more about this and much more! My contact information is listed below.

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