




MEXIKANA
TRADITIONAL MEXICAN FOOD



Katherine Alicia Núñez | November 2022

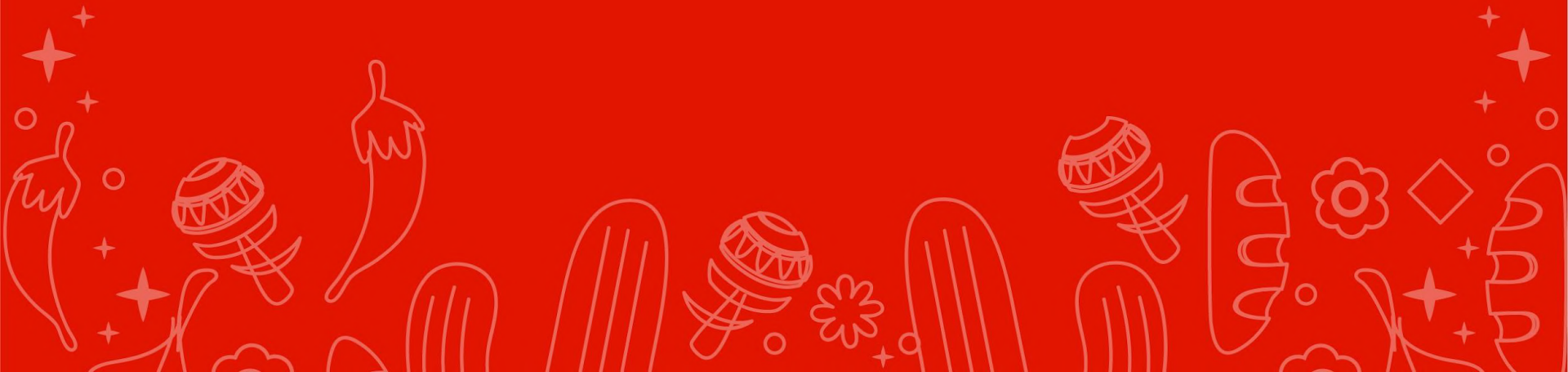


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PROJECT OVERVIEW

- The Product
- Project Duration
- The Problem
- The Goal
- My Role



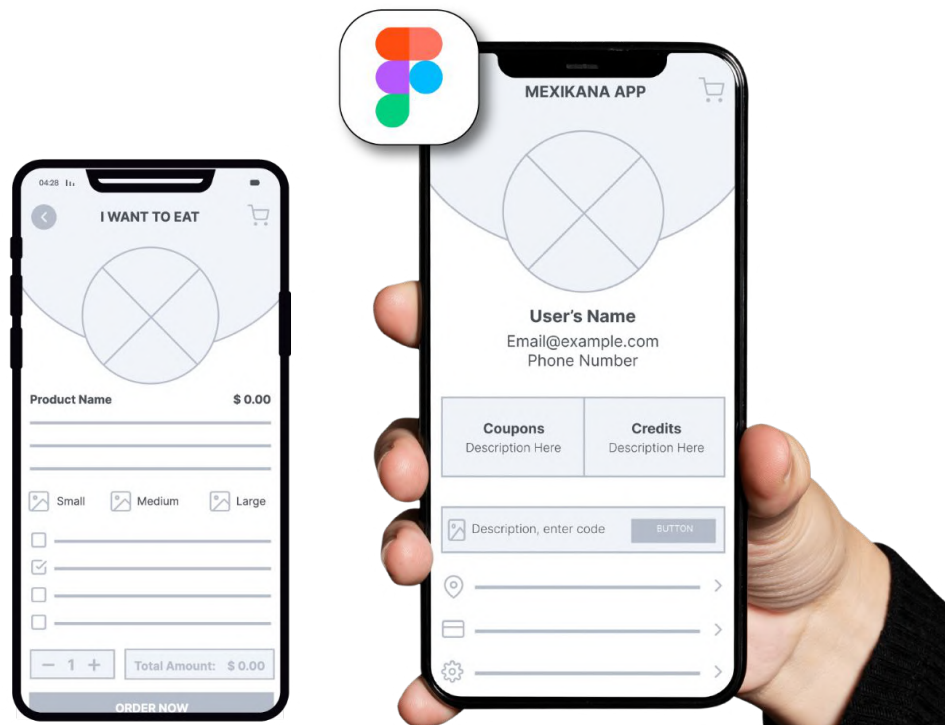
Project Overview

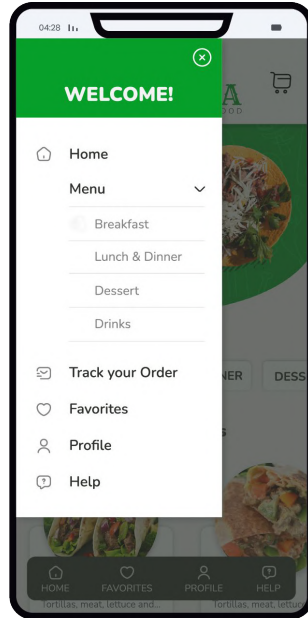
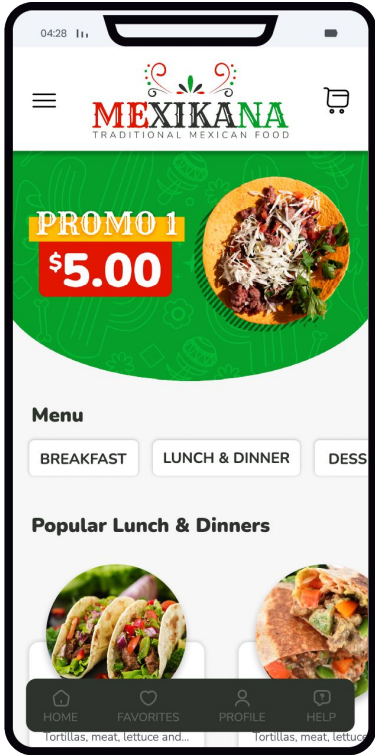
The product:

I'm building a product to facilitate the ordering experience for users with limited time to invest on that matter or people learning English who are not fluent enough.

Project duration:

The project start on June 2022 and planning to end it on November 2022





Project Overview

The problem:

The problem that I am trying to solve is make it easy for users to order food for them or their families, at good prices and with healthy and fresh ingredients.

The goal:

Make the purchase and ordering process easy and quick, so people don't have to waste time in lines and waiting.

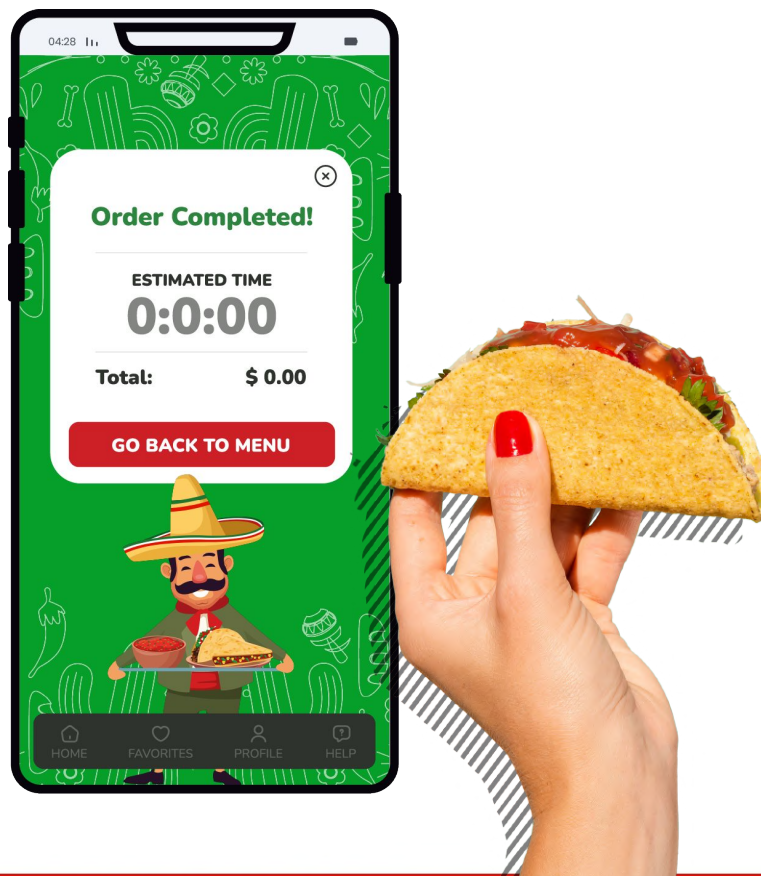
Project Overview

My role:

Lead Product Designer of Mexikana App –
Traditional Mexican food, for ordering, pickup or
delivery in your house or office.

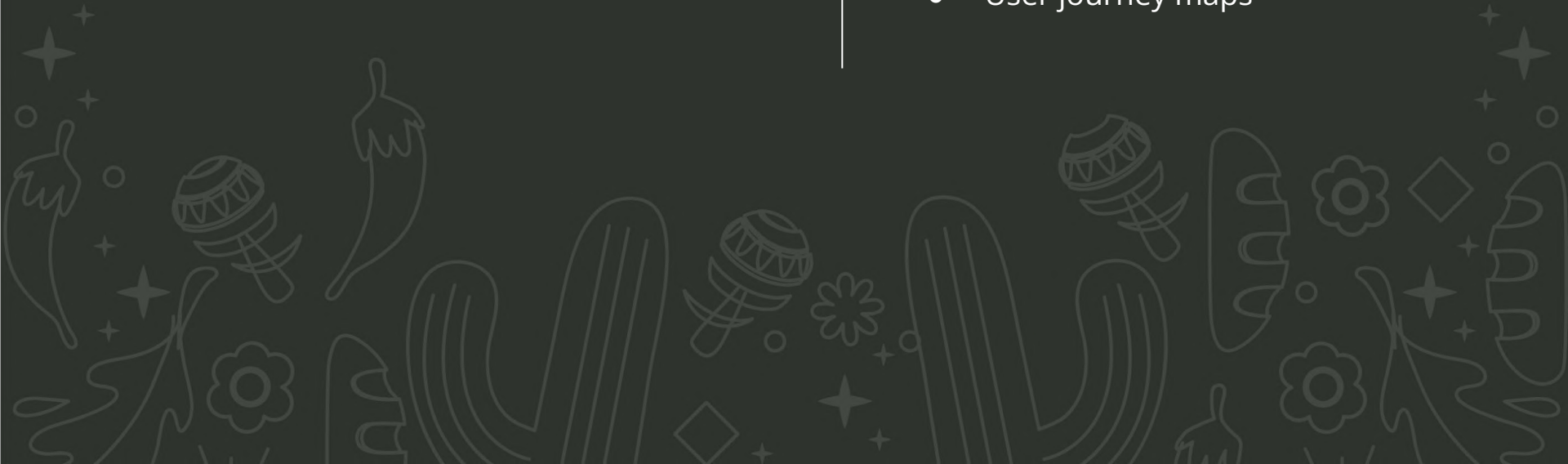
Responsibilities:

Main user research, wireframing, prototyping,
test, usability studies, iterations, LoFi and HiFi
Prototypes, branding, and design of other
necessary assets.



UNDERSTANDING THE USER

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





User research: summary

I want to give clients the possibility to eat healthy at a very reasonable price, with options available for the entire family.

Through the app, customers can find the closest location, order their food, and pick it up themselves on the way home, without spending extra time and money.

Methodology:

- Moderated, usability study
- Location: Honduras, in place (each participant is going to be part of the study with the interviewer present)
- Date: September 29th and 30th
- Five participants, who are going to complete an ordering and payment flow in the app.
- Each session will last 15-25 minutes and will include an introduction, a list of tasks.



Pain Points

1

Time to cook

Working adults are too busy to spend time on meal prep

2

Get healthy food

People are looking to eat healthy food with fresh ingredients

3

Save favorites

People like to save their preferences to have easy access next time they order

4

Save money

Users are looking for promos or ways to save money when they buy large orders



Neela Patel

“We need women thriving in all levels, taking power of their own actions.”

Age: 25

Education: BA Student

Hometown: Bangalore, India

Family: Living with her partner

Occupation: Receptionist

Personas

Neela is a 25-year-old woman from India, who decided to live in the United States because her partner in life got a great job opportunity. Even though she's still learning the language, she is very good at what she does. Since she works during the day and studies at night, she doesn't have much time left for cooking or grocery shopping. She requires an easy way to do those tasks, keeping in mind the language barrier as well.

Goals

- Balance work and classes.
- Be in charge of the household and all the responsibilities, like buying food and groceries.
- Find good places to eat near her job or apartment.

Frustrations

- “My English is not perfect, so I wish some tasks can be easier to complete, like ordering food, grocery shopping, etc.”
- “I usually don't like to wait in lines. I'm busy most of the time”.

User Journey Map – Neela

Goal: Buy food near her house, taking in mind the language barrier.

ACTION	Find a restaurant near her apartment	Explore the restaurant's app	Place an order	Keep track of the order	Receive the products in her apartment
TASK LIST	<ul style="list-style-type: none"> A. Use Google to find a restaurant B. Choose one with an app with pictures of the products 	<ul style="list-style-type: none"> A. Check the restaurant's app B. Search for a language option C. Look at the images of the meals 	<ul style="list-style-type: none"> A. Look at the products and prices B. Select a meal using the images C. Go to shopping cart and place an order 	<ul style="list-style-type: none"> A. Get a tracking link on her email or cell B. Keep track of the delivery time and the preparation process of the food. 	<ul style="list-style-type: none"> A. Pay for the food and the delivery using cash B. Rate the food and the delivery service on the app
FEELING ADJECTIVE	<ul style="list-style-type: none"> A. Expectations to fulfill B. A little worried not to find what she needs 	<ul style="list-style-type: none"> A. A little worried about following the steps and select the right meals 	<ul style="list-style-type: none"> A. Careful to select everything right B. Nervous 	<ul style="list-style-type: none"> A. Alert for a notification 	<ul style="list-style-type: none"> A. Ready and excited B. Glad
IMPROVEMENT OPPORTUNITIES	<p>All restaurants need a simple and user-friendly website or app to place orders.</p>	<ul style="list-style-type: none"> A. Great and realistic pictures of the food and meals B. Have different language features. 	<p>Save for favorite items or products, so people can choose easily next time they buy a meal.</p>	<p>Notify a few minutes earlier, so the client can be ready to receive the food.</p>	<p>Offer a delivery services and a time estimate on when the food is going to arrive.</p>



Albus Robinson

“My most important project in life is my family, they are my solid foundation”

Age: 47

Education: B. of Architecture

Hometown: Quebec, Canada

Family: Married, with 3 kids

Occupation: Architect

Albus is a 47-year-old male from Quebec, Canada. He was transferred 17 years ago to New York to work in Fox Appl Architects. He met his wife in NY, and they got married. The most important thing in the world for Albus is his family, and he tries to take good care of all of them. He likes ordering food twice a week. As a family, they like to try different types of food from different cultures with fresh ingredients.

Goals

- Spend quality time with his family, have fun.
- Respect the budget he and his wife created.
- Find meals that are not expensive and healthy for everyone.

Frustrations

- “I’m very organized, so I prefer to pay for my food with a credit or debit card, so I can keep control of my expenses”
- “I’m not very good in the kitchen, but I appreciate a good meal.”

User Journey Map – Albus

Goal: Buy healthy and accessible food for him and his family.

ACTION	Find a restaurant when he can pick up food	Drive to the restaurant	Select a menu that everyone likes	Place an order to go	Get that order in the seat
TASK LIST	<ul style="list-style-type: none"> A. Use Google to find a restaurant B. Check at the app, prices, menu, and hour of business 	<ul style="list-style-type: none"> A. Go in the restaurant B. Scan a QR code to check out the menu C. Take a seat on the waiting room 	<ul style="list-style-type: none"> A. Find a family-size option of the food B. See the ingredients of each meal C. Select the options that he likes 	<ul style="list-style-type: none"> A. Use the restaurant app to order B. Select his favorite drinks too. 	<ul style="list-style-type: none"> A. Get a notification and a time estimate B. Get a number, so they can take food to the table C. Receive and pay
FEELING ADJECTIVE	<ul style="list-style-type: none"> A. Anxious B. A little desperate from looking around 	<ul style="list-style-type: none"> A. Relieve B. Wondering and checking everything 	<ul style="list-style-type: none"> A. Happy to find different options B. Excited about the food he chooses 	<ul style="list-style-type: none"> A. Nervous B. Waiting and expectant 	<ul style="list-style-type: none"> A. Happy B. Grateful, he didn't have to stand up to get his food.
IMPROVEMENT OPPORTUNITIES	<p>Create ads to find restaurants close to the user, with special offers for families.</p>	<p>Have a digital menu with a clear process, so people can see the options without waiting in line.</p>	<p>Create personal and private spaces for those who are waiting for the food to go.</p>	<p>Save for favorite items or products, so people can choose easily next time they order.</p>	<p>Give the customers a time estimate, so they don't get anxious.</p>

Problem Statements



Neela Patel

Neela is a busy receptionist and student who needs to order food easily because she doesn't have much time left, and she can't speak English very well.



Albus Robinson

Albus is a father and architect who needs to buy delicious meals for him and his family because he likes to keep everyone healthy, and he doesn't always have the time to cook.

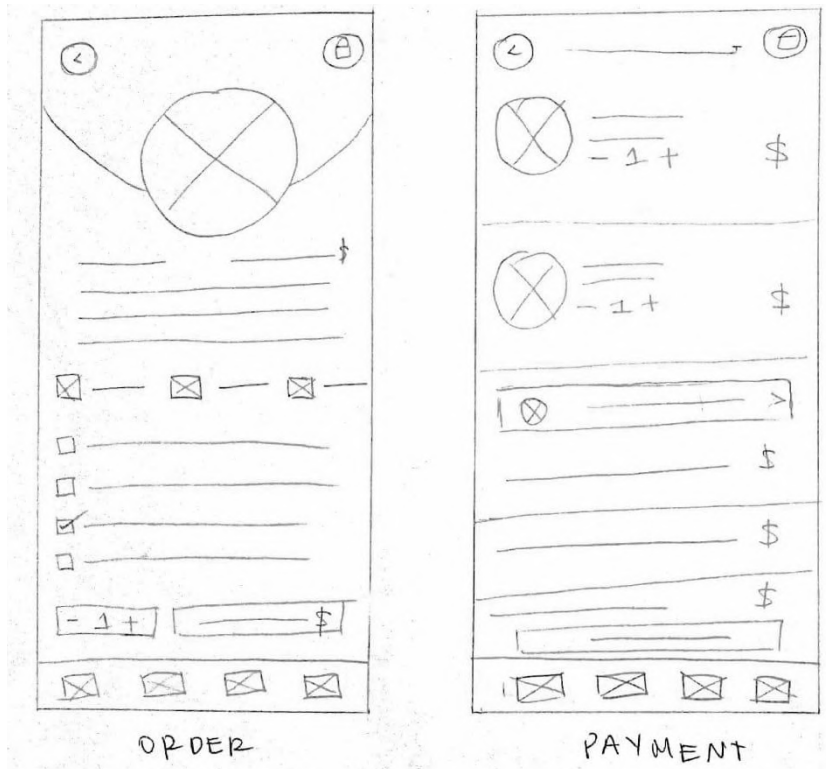
STARTING THE DESIGN

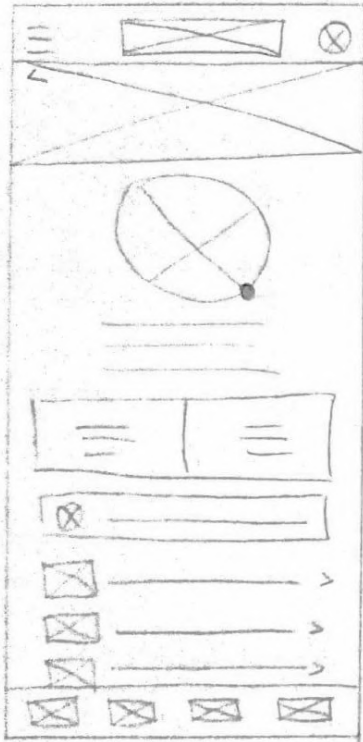
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies



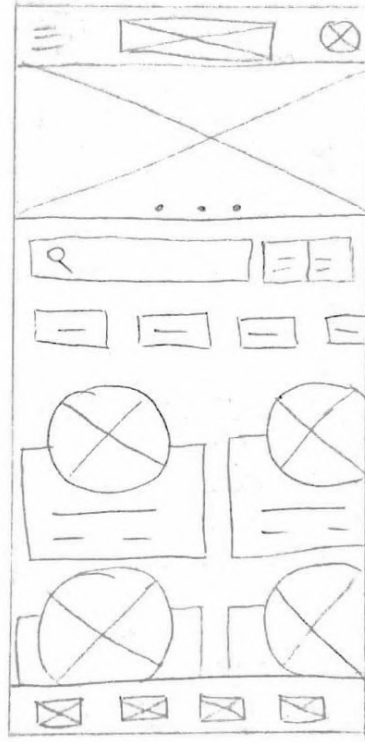
Paper Wireframes

With these Paper Wireframes, I'm trying to figure out if I can save customer's time of cooking in their homes. Also, testing out the ordering flow in the app, how items are going to look and the general structure of the app.

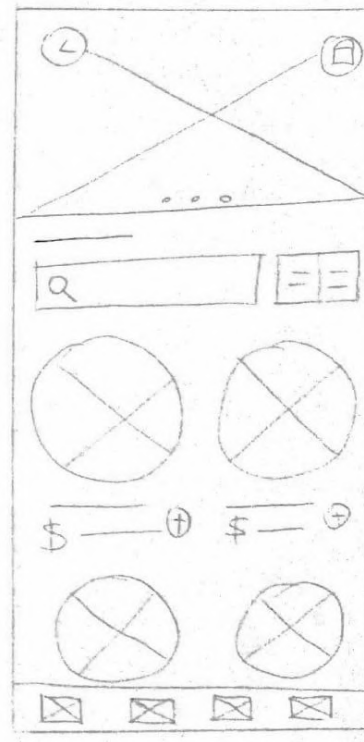




PROFILE



HOME



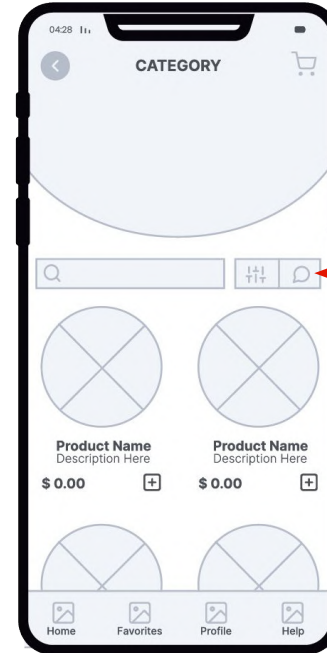
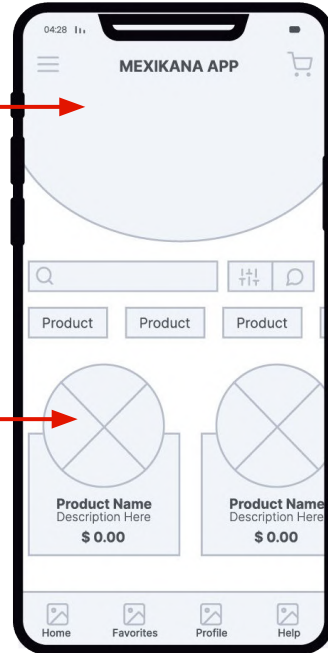
MENU

Digital Wireframes

A more precise view of the project, thanks to Digital Wireframes. As the initial design phase continued, I design these screens taking into consideration user findings and feedback.

This feature here is to present special promos to clients, so they can save money

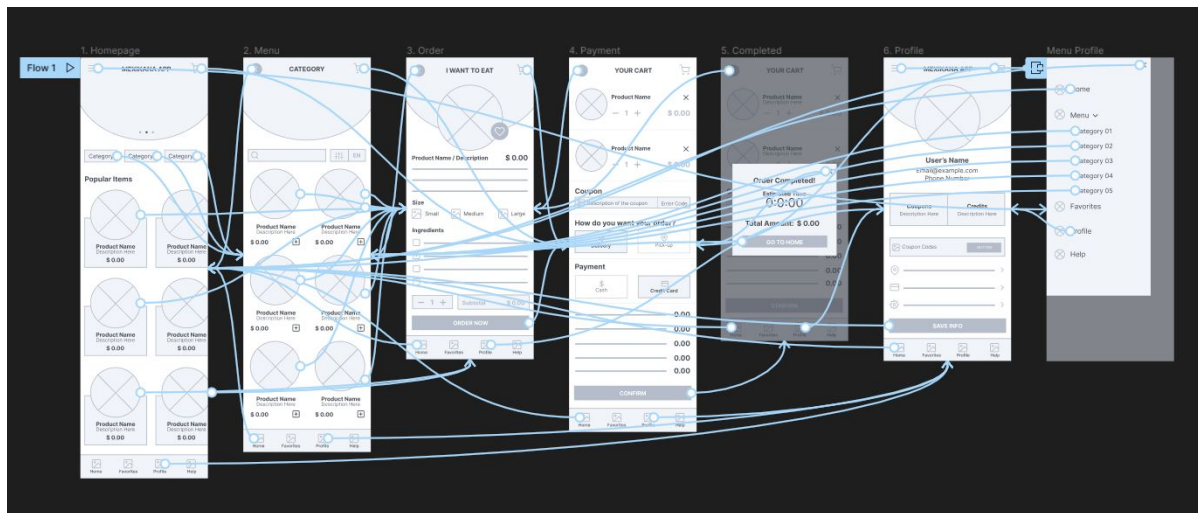
This section was created to show the users the most popular meals the app have.



Here is a search bar, a filter and different language options

Lo-Fi prototype

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



[LINK HERE](#)



Usability study: findings

In the first phase of the project, I conducted a Moderated Usability Study, using the LoFi Prototype. Feedback and findings help to iterate on the Digital Wireframes and move along to design the HiFi Prototype and final mockups.

Once the HiFi Prototype was ready, a new Moderated Study was necessary and interesting findings were taken into consideration to improve the user experience and functionality.

Usability Study 1: Findings

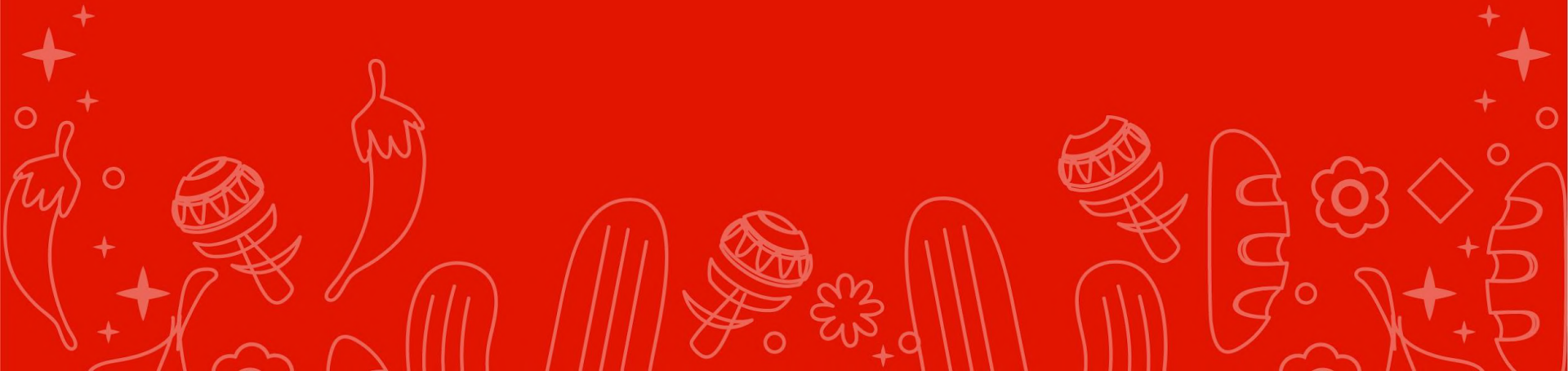
- Users were having a hard time finding the profile option to change preferences.
- They like to see prices and delivery costs.
- Users like picture and list of ingredients, and that they can select each one.

Usability Study 2: Findings

- After select a product, most users want to continue with the shopping experience and select other products, like drinks.
- It's important for users to save favorites.
- Coupons and promos are very desirable for users.

REFINING THE DESIGN

- Mockups
- High-fidelity prototype
- Accessibility

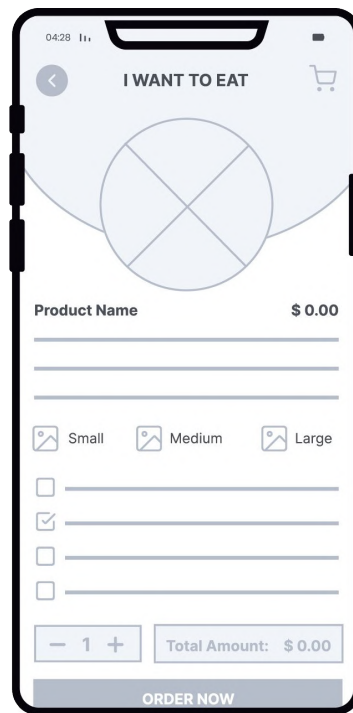


Mockups

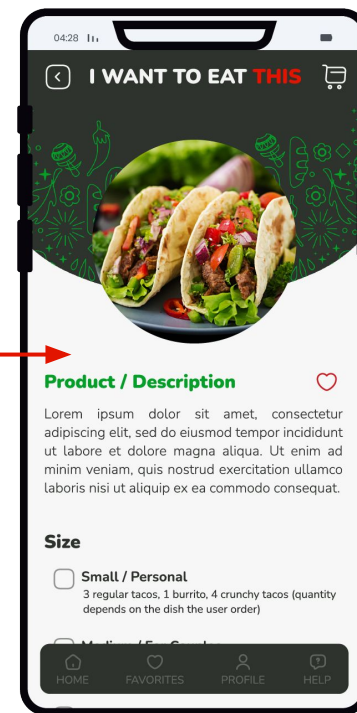
First draft show that ordering process has been followed easily by the users. Once the brand was designed, other design elements were fast to choose and create, because the theme was very well known.

Users can see in the homepage, different food categories and most popular products.

Before Usability Study



After Usability Study

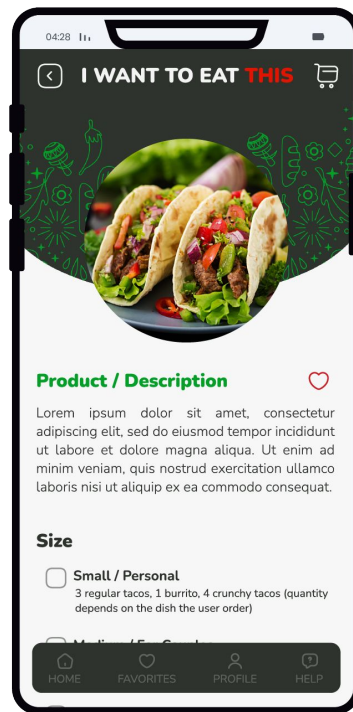


Mockups

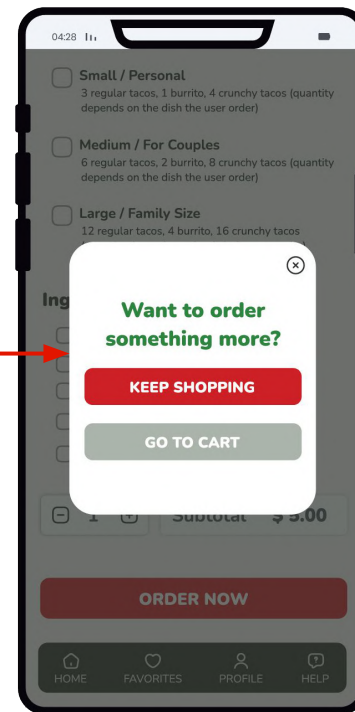
Thanks to the second Usability Study, iterations in the design were minor, but relevant to keep a user-friendly experience.

I added a pop-up, because once users choose a product and want to keep buying, they can thanks to this new element.

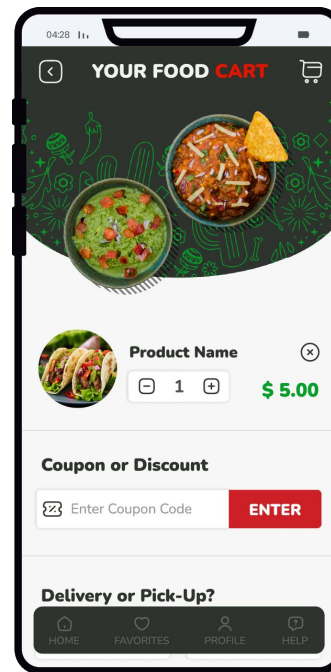
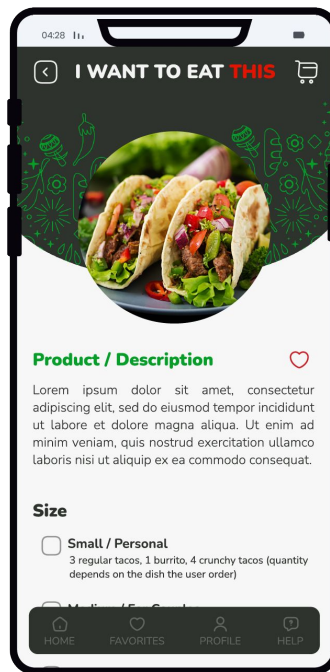
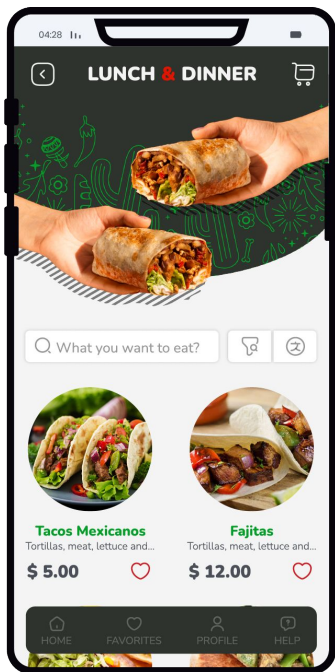
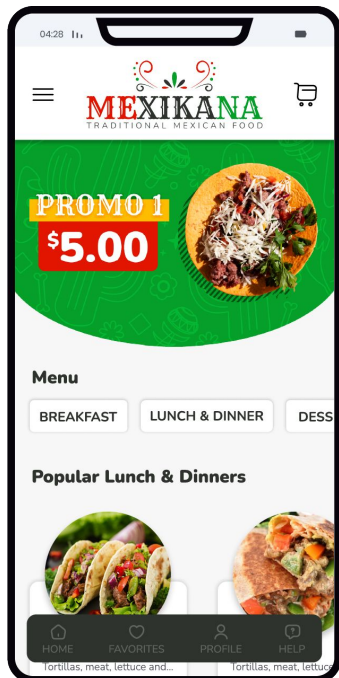
Before
Usability Study #2



After
Usability Study #2



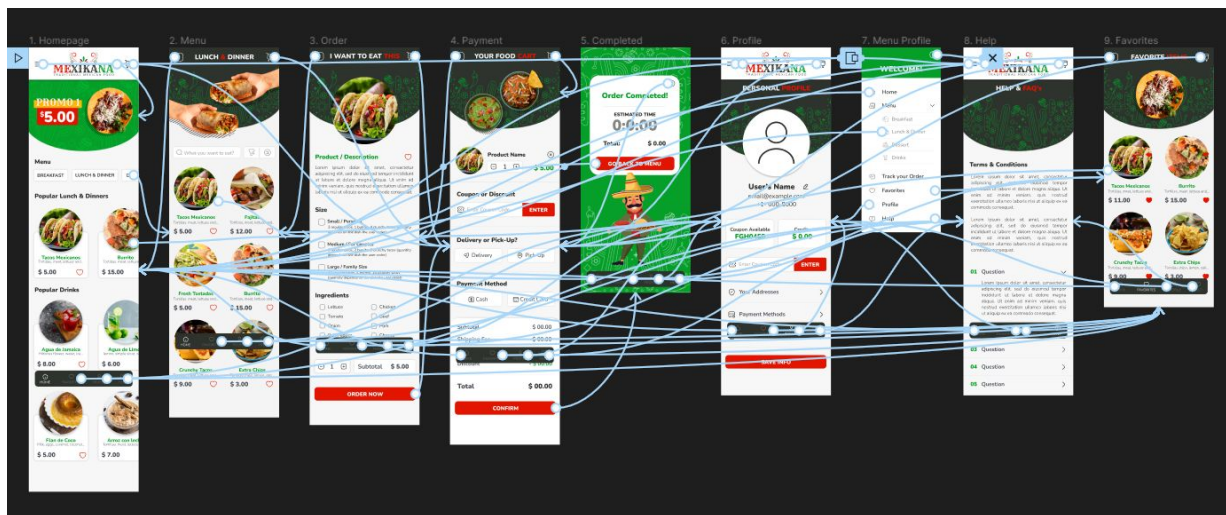
Key Mockups



Hi-Fi prototype

The HiFi Prototype is ready at this stage of the process, and feedback was taken into consideration to create final mockups and extra simple steps to improve interaction.

[LINK HERE](#)



Accessibility Considerations

1

Language Barrier

Give users the possibility to change the language in the future (initially between English and Spanish. Then, considering other languages).

2

Color Palette

Use Accessibility Guidelines and best practices of color and contrast to give optimum contrast to texts and other important elements.

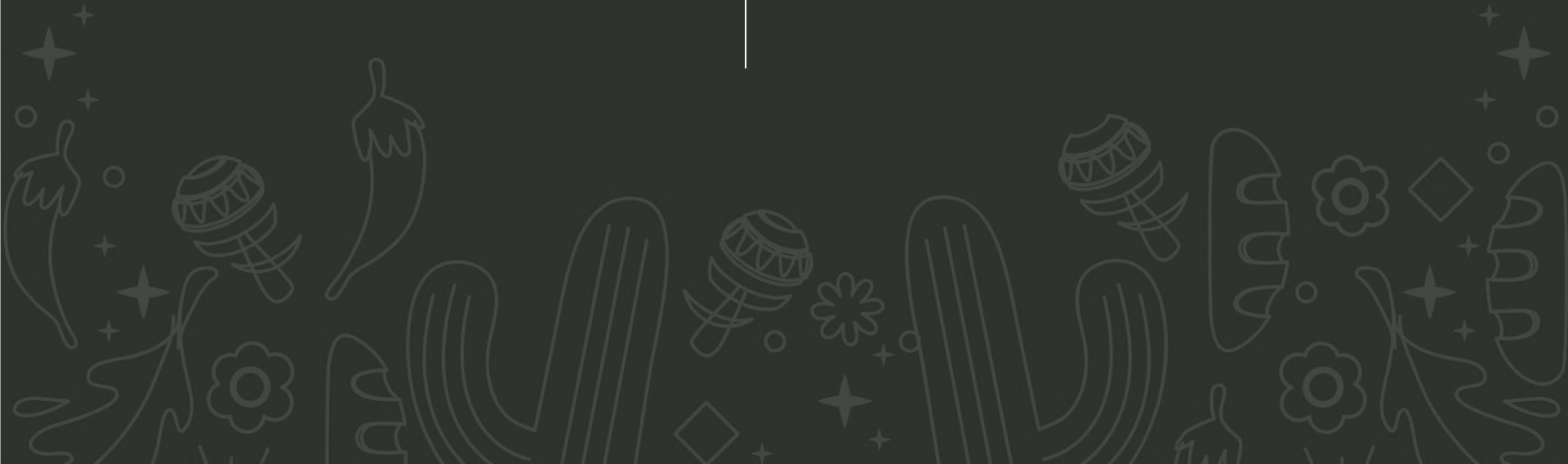
3

Images

People like to see appealing images to make a purchase decision, specially with food and drinks.

GOING FORWARD

- Takeaways
- Next steps





Takeaways

Impact:

For people, the possibility to eat healthy and save money is real because of an app like Mexikana. Even if language is a barrier, nothing can prevent to enjoy a good meal with friends and family.

A quote from the Usability Studies:

“ I think that the app is very useful. The categories feature is nice, it avoids me to look all over the app to find what I want to eat”.

What I learned:

UX Design is a complex process. The design turns out natural and easy when you take the previous steps with commitment and professionalism.

Avoid biases is an important part of the process, and it's refine more and more as you go forward with the project and understand different points of view, from users and colleagues.



Next Steps

1

Post Launch Usability Study

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

2

Create a more elaborate Sticker Sheet or Design System

Assets are a relevant part of the development process, so a Design System can be useful to continue with this project and make it a reality.

CONCLUSION & THANK YOU!



Any comments or questions?

Thank you for your kind comments and suggestions to my work, Mexikana App – Traditional Mexican Food.

Please feel free to share your thoughts and changes to make this experience even better.



Don Pancho is a character that can help in different parts of the app. Right now, you can only find him in the success popup, when an order is completed.

