Casey's Cafe App Design

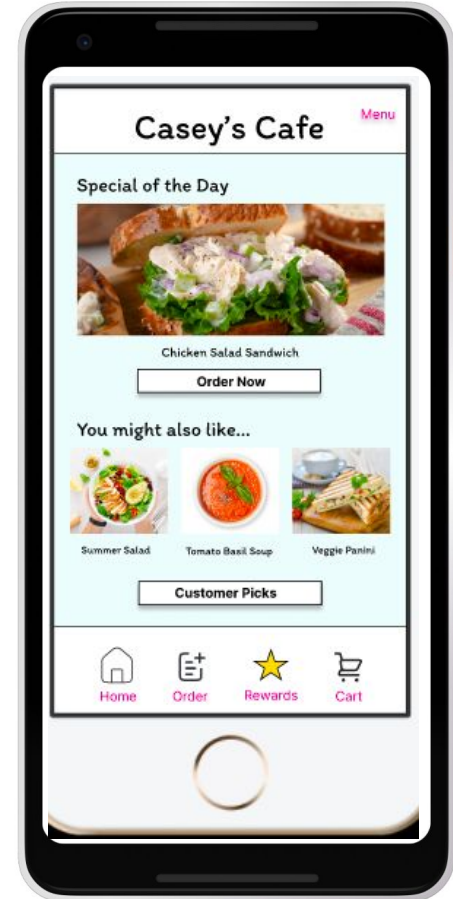Ashley Brown

Project overview

The product:

Casey's Cafe is a local restaurant located in the suburbs of a metropolitan area. They strive to deliver a variety of healthy, affordable meals. Casey's Cafe targets customers like commuters and workers who lack the time or ability to prepare a family dinner.

Project duration:

June - September 2023

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Project overview

The problem:

Busy workers, parents, and commuters lack the time necessary to prepare a meal.

The goal:

Design an app for Casey's Cafe that allows customers to easily order and pick up fresh, healthy dishes.

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Project overview

My role:

UX designer designing an app for Casey's Cafe 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.

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Understanding the user

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

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User research: summary

I created empathy maps and user bios to understand the users I'm
designing for and their needs. A primary user group identified through research
was working adults with children who don't have time to cook meals.

This user group confirmed initial assumptions about Casey's Cafe customers, but research
also revealed that time was not the only factor limiting users from cooking at home.
Other user problems included obligations, interests, or challenges that make it
difficult to get groceries for cooking or go to restaurants in-person.

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User research: pain points

1

Time

Working adults are too busy to spend time on meal prep

2

Accessibility

Platforms for ordering food are not equipped with assistive technologies

3

Hours of operation

Hard to find nearby restaurants that are open at odd hours

Google

Persona: **Candace**

Problem statement:

Candace is a working mom who needs easy access to healthy food ordering options because she does not always have time to cook dinner for her family after work.

Candace

Age: 36
Education: College graduate
Hometown: Champagne, Illinois
Family: 2 kids and spouse
Occupation: Teacher

"Balancing a full time job with raising kids is challenging but very rewarding!"

Goals
- To be more organized and spend more quality time with her family
- To serve her family a better variety of nutritional meals during the week - not just junk food

Frustrations
- Planning daily meals is time consuming
- She has trouble managing the stress of teaching while also raising 2 children

Candace is a mom who works full time while sharing the responsibilities of raising 2 children with her spouse. Although she prefers to cook meals at home, she has trouble finding the time to do so everyday. She would like to use an app that shows restaurants in her town and can filter them into categories such as food type (Italian, Mexican, fast food, etc), if they have healthy options, and if they offer family meals.

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User journey map

Mapping Candace's user journey revealed how helpful it would be for users to have access to a dedicated Casey's Cafe app.

ACTION	Select restaurant	Review menu	Place order	Wait for order completion	Pickup order
TASK LIST	A. Decide on food type B. Search nearby restaurants C. Choose one that looks like it will fit her needs	A. Open menu on the website B. Review menu items	A. Look for phone number on website OR B. fill out online ordering form if they have one C. Review order for accuracy D. Initiate checkout	A. Look for company address. B. Finish up whatever she is doing (either work, kid duties, etc.) before heading over to pick up the order.	A. Drive to restaurant B. Pickup order C. Check that it is correct D. Drive home E. Eat meal with family
EMOTIONS	Overwhelmed by options (if there are similar restaurants nearby) and if she is looking at the right location.	Online menus can take a while to load and are too long to scroll through on a phone - causing frustration for customers trying to make a quick decision.	Annoyed over having to call in an order with two kids playing in the back since she will have to talk over them.	Anxious about whether or not the order was heard correctly over the phone since there was no confirmation email sent about what she ordered.	Relieved that food is ready and excited to eat.
IMPROVEMENT OPPORTUNITIES	Create a dedicated app. Having a set app customers can go to will decrease their confusion and also lessen the likelihood of them choosing a competitor.	Having menu items laid out according to category on a mobile app will make for a more pleasant experience. Include search filters, images, etc. Optimize for screen reader technology.	Being able to order off of a phone app will be a simpler process overall.	Send an automatic confirmation email relaying what the customer ordered and the time it should be ready for pickup.	

Starting the design

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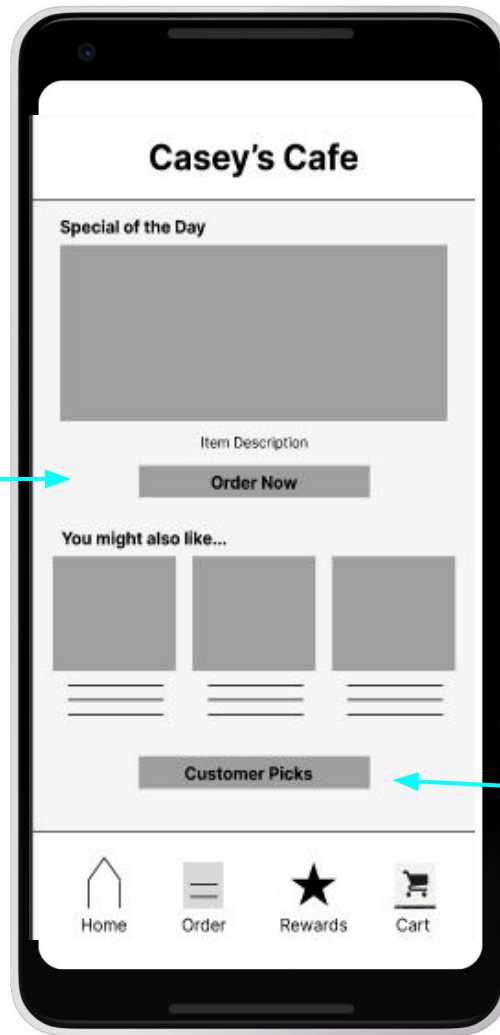- Usability studies

Paper wireframes

I took the time to draft iterations of each screen of the app on paper to ensure that the elements that made it to digital wireframes would be well-suited to address user needs. The main goal was to create a **quick and easy ordering process** to help users save time.

Google
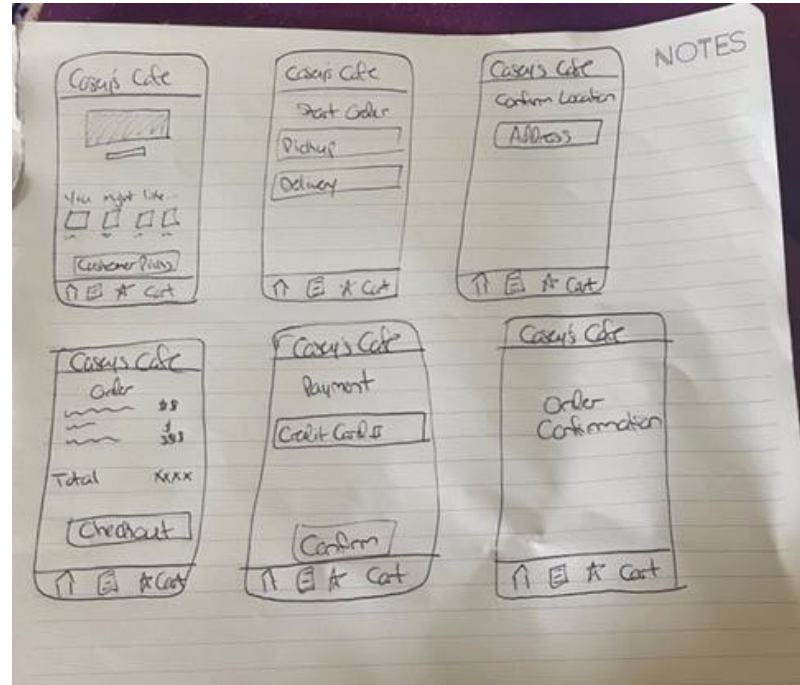
Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

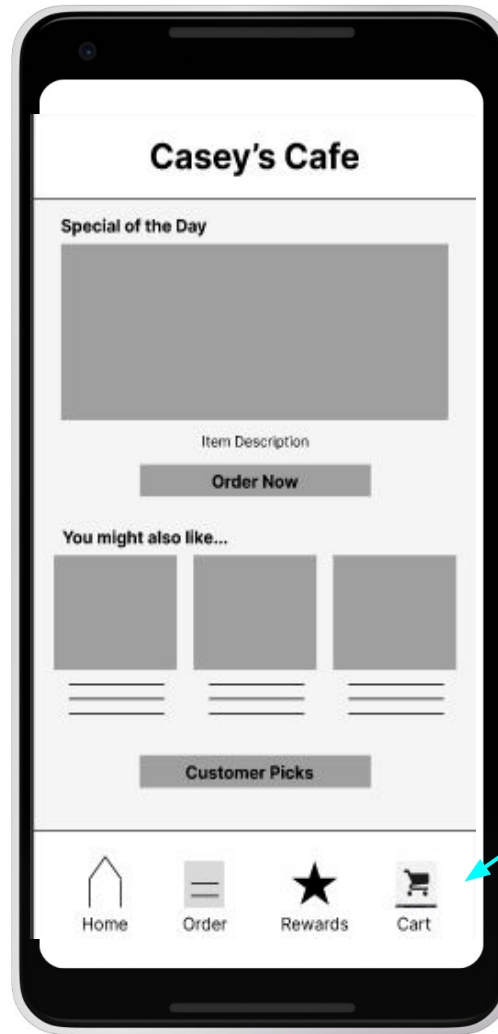This button makes it fast and easy for users to order our Special of the Day.

We also wanted users to see our most popular menu items.

Casey's Cafe

Special of the Day

Item Description

Order Now

You might also like...

Customer Picks

Home   Order   Rewards   Cart

Google

Digital wireframes

Easy navigation was a key user need to address in the designs.

Casey's Cafe

Special of the Day

Item Description

Order Now

You might also like...

Customer Picks

Home   Order   Rewards   Cart

The navigation menu at the bottom helps users navigate the app.

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Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was viewing our menu and placing an order, so the prototype could be used in a usability study.

View the Casey's Cafe

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. Customers want access to healthy restaurants nearby

2. They want the ordering process to be easy and fast

Round 2 findings

1. Users seemed confused when they were prompted to give their location after clicking the Order button instead of being shown the menu.

2. Users did not like having to give out personal information before being able to view the menu.

3. Users were confused about where to find the Menu. They were seen hovering between the Home and Order buttons when trying to locate it.

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Refining the design

- Mockups
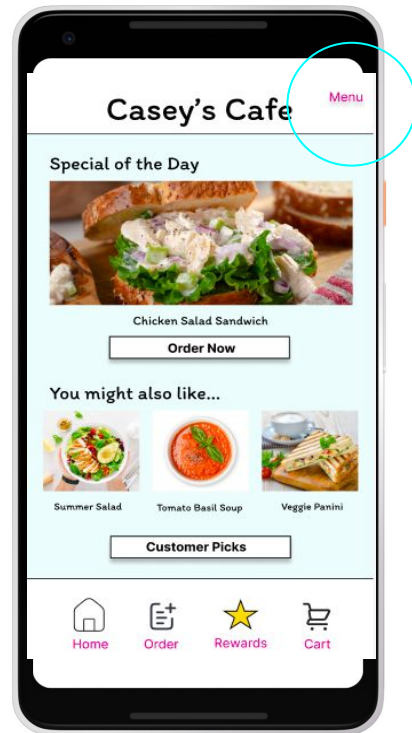- High-fidelity prototype
- Accessibility

Mockups

Early designs allowed for some customization, but after the usability studies, I added a Menu button in the top right corner so users could easily locate the menu.

Before usability study

After usability study

Casey's Cafe

Special of the Day

Item Description

Order Now

You might also like...

Customer Picks

Home   Order   Rewards   Cart

Menu

Casey's Cafe

Special of the Day

Chicken Salad Sandwich

Order Now

You might also like...

Summer Salad   Tomato Basil Soup   Veggie Panini

Customer Picks

Home   Order   Rewards   Cart

Google

Mockups

Users did not like sharing their personal information immediately after clicking the Order button. They wanted to see the menu first. To address this, we changed the user flow to allow them to see the menu right after clicking the Order button.

Before usability study

After usability study
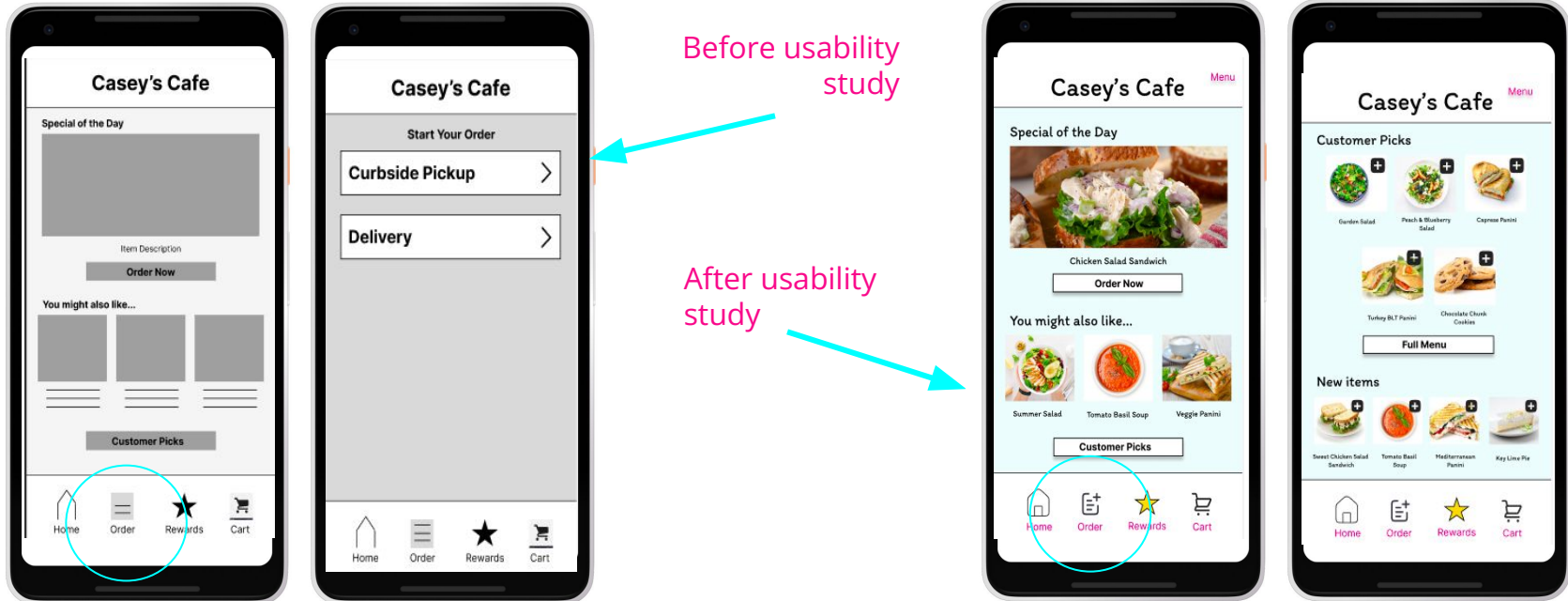
High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for viewing the menu and ordering process.

View the Casey's cafe high-fidelity prototype

Google
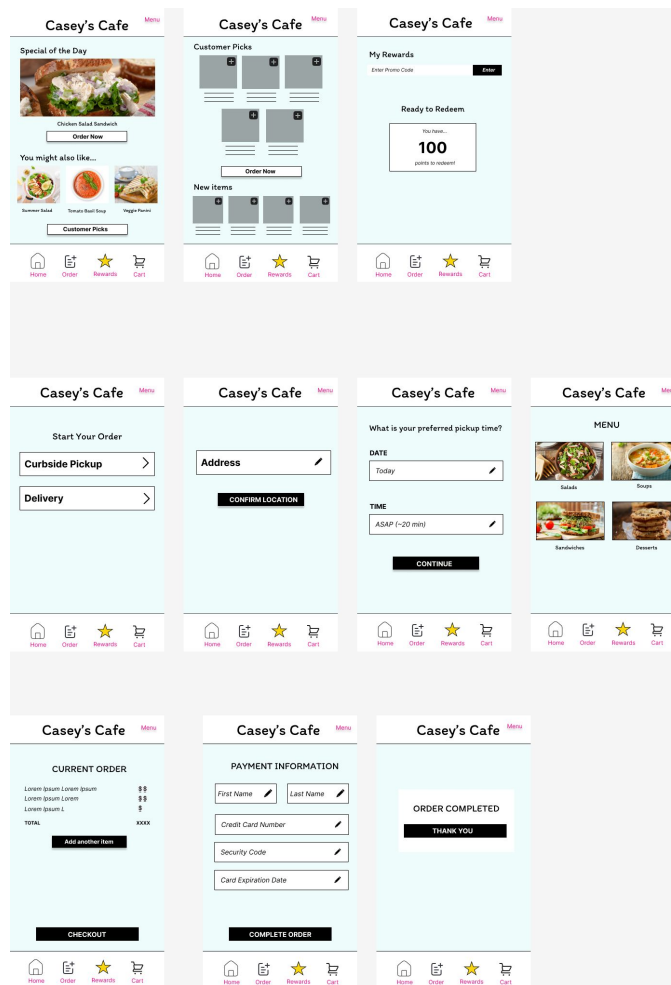
Accessibility considerations

1

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

2

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

3

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

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Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

The app lets customers easily select their favorite menu items and place their orders in a timely manner.

One quote from user feedback:
"The app made it easy to place an order for pickup. II could find exactly what I wanted to order and the checkout process made sense. I would definitely use this app as a go-to for a delicious and healthy meal."

What I learned:

While designing the Casey's Cafe app, I learned that usability studies and user research were a key part of the app's design. Without this information, the app would not have been user-friendly or met my customer's needs.

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Next steps

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

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