

Custom Sandwich App Design

Denis Kozlov | December 27th, 2021



Contents

The product:

CustomSandwich is an app concept design for businesses who are involved in sandwich catering. This app is mainly targeted at people who are health-conscious when it comes to food and pay attention to what they eat. Also this app will be a great addition to busy students and workers who don't have time to cook themselves and prefer order food.

Project overview

The product:

CustomSandwich is an app concept design for businesses who are involved in sandwich catering. This app is mainly targeted at people who are health-conscious when it comes to food and pay attention to what they eat. Also this app will be a great addition to busy students and workers who don't have time to cook themselves and prefer order food.

Project duration:

September - December 2021



Project overview

The problem:

Busy white collars and students want to eat healthy and don't have time to cook themselves.

The goal:

Design an App that will offer fully customizable sandwich order experience and detailed data on nutrition values and allergens.

Project overview

My role:

UX designer responsible from the concept to delivery.

Responsibilities:

- Conducting interviews
- Paper and digital wireframing
- Low and high-fidelity prototyping
- Conducting usability studies
- Accounting for accessibility
- 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 students who stick to 'eat healthy' trend (pay attention to calories and allergens) and white collars who are quite busy with their job and don't have time to cook at home.

In addition to our goal, the research also showed that some people don't want to wait in line for their meal and prefer to grab it straight away without spending much time queueing.

User research: pain points

1

TIME

Working adults and students don't have time or opportunity to cook at home.

2

FLEXIBILITY

Other sandwich ordering platforms don't offer full customization of their products.

3

HEALTH

Some people are allergic and often struggle to choose the app with info on allergens.

4

EFFICIENCY

Working adults do not like queueing and prefer to grab the order they made in advance immediately.

Persona: Kristina

Problem statement:

Kristina is a college student who needs access to nutrition and allergens details because she is allergic to some food and pays attention to her weight.



Kristina

Age: 19

Education: sophomore

Lives in: shared dorm

Family: single

Occupation: college student

“As a student I eat cheap, but it shouldn’t mean unhealthy”

Goals

- “I am very easy to gain weight, so I am always looking for healthy lunch solutions.”
- Wants to have a diverse choice of healthy yet cheap lunch options.
- Hopes that all cafes and restaurants to have detailed nutrition and allergen information.

Frustrations

- “When I buy sandwiches, I often don’t add some toppings, including meat, but still get charged the full price.”
- “During lunch time we often like to eat out outside campus, however it is not close to commute to nearest cafe or restaurant, and it tends to be always crowded during lunchtime.”
- “I am allergic to dairy products and peanuts; you really have no idea how limited are options on campus cafeteria for me.”

College student who is allergic to lactose and peanuts, feels frustrated eating at campus as there are very few options for her to choose from. She wants to control her diet more strictly.

Persona: Sergey

Problem statement:

Sergey is a salesclerk who needs order eat healthy food because, being very busy at work, he is also trying to keep fit. Also he thrives for punctuality in orders he makes for pick-up or delivery as he doesn't want to waste time for waiting in queues.



Sergey

Age: 25

Education: B.A. in economics

Lives in: rental apartment

Family: single, lives alone

Occupation: credit card sales manager in bank

"In my life I value convenience that will help me to be more efficient."

Goals

- "I am fighting for every client out there, because my salary depends on it."
- Doesn't allow mistakes
- A big fan of healthy lifestyle, including food and doing sports

Frustrations

- "I don't have time to cook at home and bring my food to my workplace, so I prefer delivery or quick take out."
- "When I order delivery, sometimes I get my orders arrive late and my break time is almost over - I must get back to work without lunch."
- "Talking about sandwiches, I tried some before and quite often I was getting toppings I didn't order."

Sergey is a bank salesclerk who knows what he wants from his job and works hard to climb that steep career ladder. He doesn't allow himself much time on lunch, because his clients don't wait. He relies on quick take out and fast delivery. However, as he offers mistake free service to his clients, he gets frustrated when his lunch take out or delivery is done wrong.

User journey map

Goal: Order a sandwich in advance, go to store and pick it up.

Mapping this user journey revealed how helpful it would be for users to have access to a dedicated customized sandwich app.

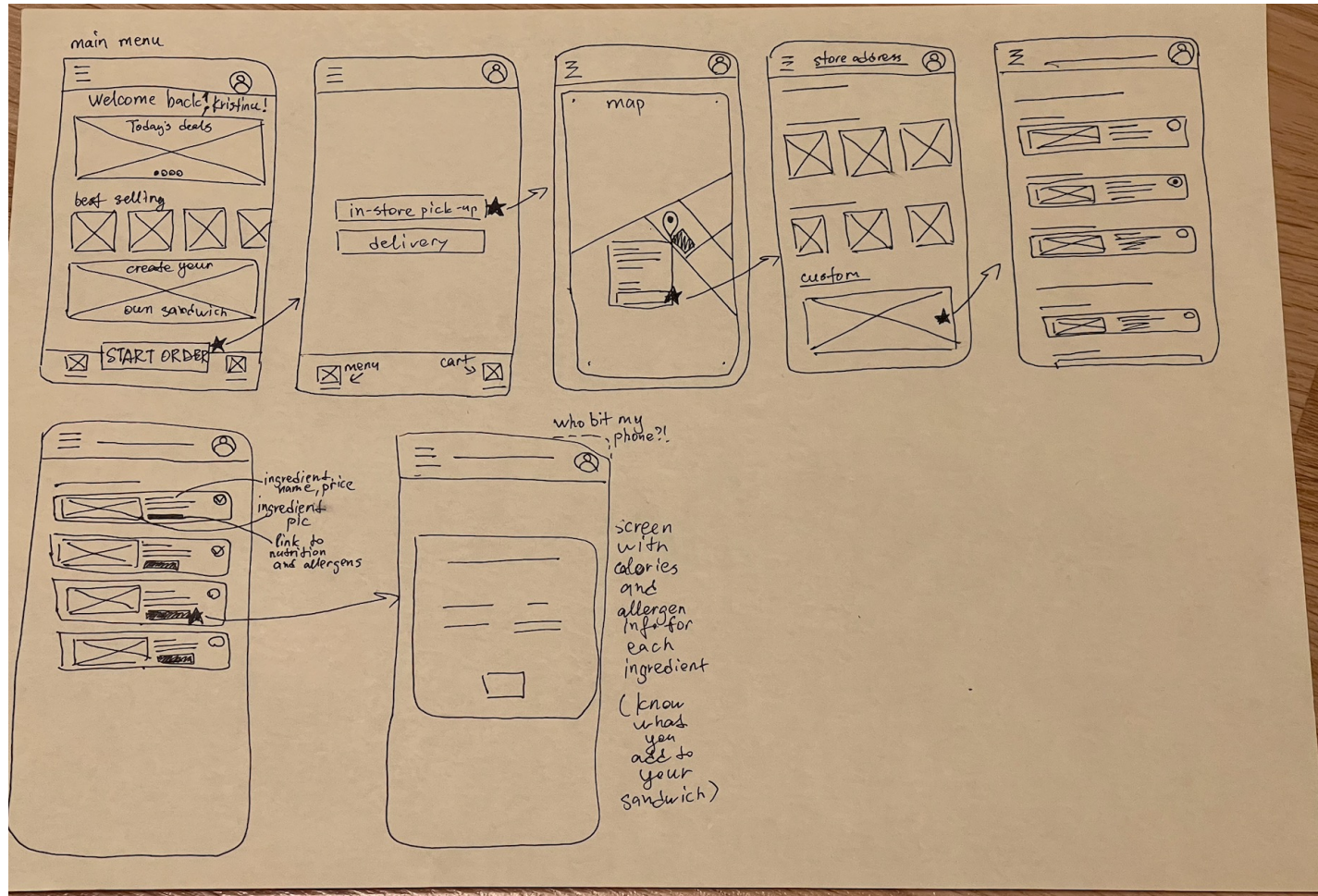
ACTION	find the closest sandwich shop to campus	Assemble a sandwich through the app	Confirm ingredients	Place an order	Pick the order at the store
<p>TASK LIST</p>	<p>Tasks</p> <p>A. Open sandwich order app and find the nearest shop B. Get the fastest route to there</p>	<p>Tasks</p> <p>A. Choose bread type B. Choose toppings C. Choose sauce</p>	<p>Tasks</p> <p>A. Call the shop and check whether ingredients allergic friendly B. Remove some toppings or sauces if it don't fit Kristina's diet. C. Google calories for each ingredient</p>	<p>Tasks</p> <p>A. Choose pick-up time B. Choose payment method C. Input debit or credit card info or register other payment info</p>	<p>Tasks</p> <p>A. Use map to go to the store and pick up sandwich B. Make sure you pick up YOUR sandwich and not somebody else's C. Make sure sandwich done right</p>
<p>FEELING ADJECTIVE</p>	<ul style="list-style-type: none"> hungry Hasty, hurried 	<ul style="list-style-type: none"> Hesitant Confused 	<ul style="list-style-type: none"> worried Inconvenient/awkward 	<ul style="list-style-type: none"> alerted satisfied 	<ul style="list-style-type: none"> cautious excited demanding
<p>IMPROVEMENT OPPORTUNITIES</p>	<p>+ Let the app automatically offer the nearest shop using walking distance from your location and showing walking time</p>	<p>+ Arrange each type of food in order, <u>i.e.</u> bread-meat toppings-veg toppings-sauces. + Along with a name, add a picture of each ingredient</p>	<p>+ Add calorie count and weight for each ingredient + mark ingredients whether it's vegetarian + mark ingredients whether it is allergic free (depends on allergy type)</p>	<p>+ add APPLE PAY or ANDROID PAY for easy check out + offer more flexible pick-up time, <u>i.e.</u> each 10 or 15 minutes, depending on walking distance to the shop</p>	<p>+ allow imbedded Google Maps or send the route to Google Maps app + use a special word in app for picking-up – same word will be written on your sandwich wrap to avoid picking up wrong order + allow better app background for sellers, in perfection – sending order info on a bigger screen by the food crafting station.</p>

Starting the design

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

Paper wireframes

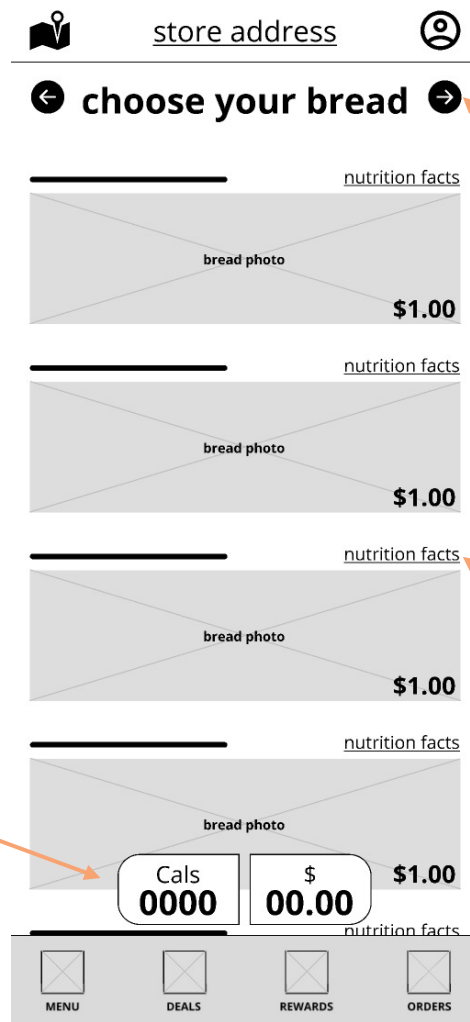
Firstly I was focusing on the way to the sandwich customizing screen, I wanted it to be as simple as possible with choosing location for pick up first, then going to the ingredient selection menu.



Digital wireframes

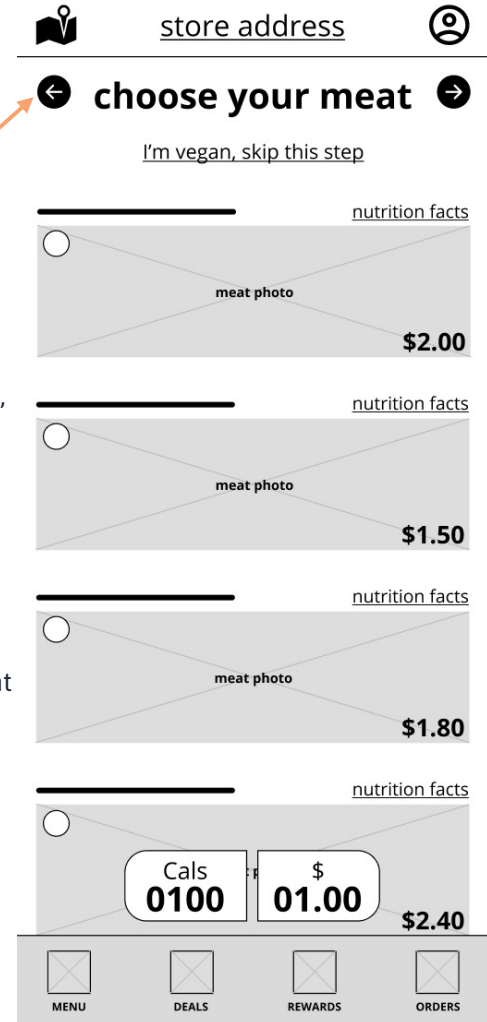
To offer user step-by-step ordering process and access to ingredient nutrition and allergen details, I have made a separate screen for each ingredient category.

Calorie count is added automatically as user chooses the ingredient.



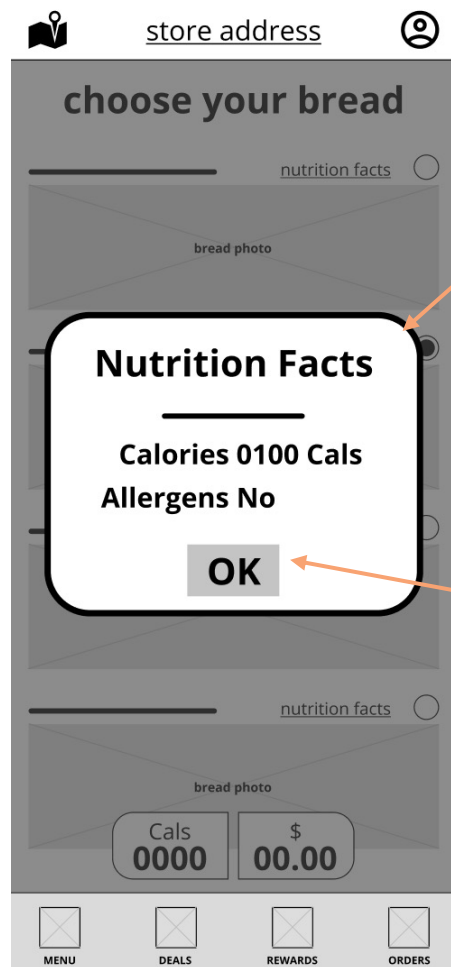
The switch between pages is related to switching between ingredient type, i.e. bread, protein, vegs, etc.

Each ingredient has the link to nutrition facts that shows calories and allergens



Digital wireframes

Nutrition info and allergens are displayed on demand in a small window without leaving the ingredient category. This concept is yet to be tested.

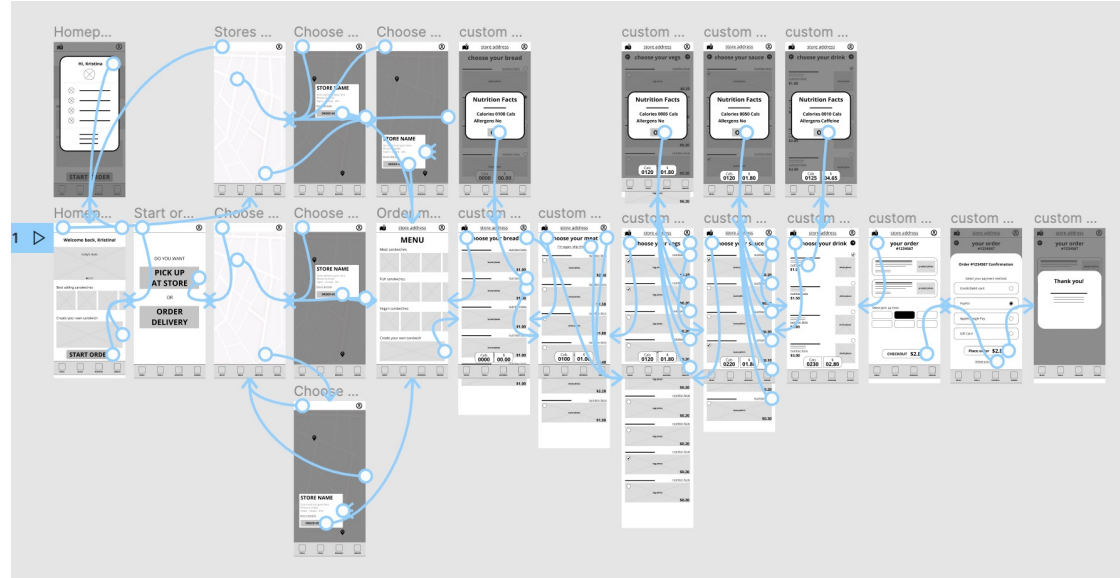


Pop-up window with calories and allergens info without leaving the screen user was on, it helps to avoid confusion after closing the pop-up

OK button helps you quickly close the window

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was choosing pick up location, building custom sandwich, choosing pick-up time and finishing with payment for the order. This prototype will be used in usability study.



You can view low-fi prototype in Figma [here](#)

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 still needed refining.

Round 1 findings

- 1 Users needed more detailed nutrition info, not only calorie count
- 2 Users wanted an easier and more simple customization menu
- 3 Users wanted “Track order” page after finishing payment.
- 4 Users needed a pick-up date selection, not only the time.

Round 2 findings

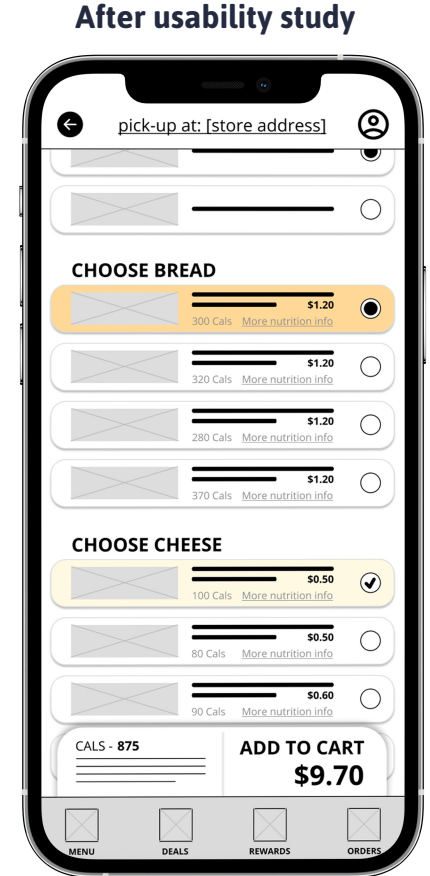
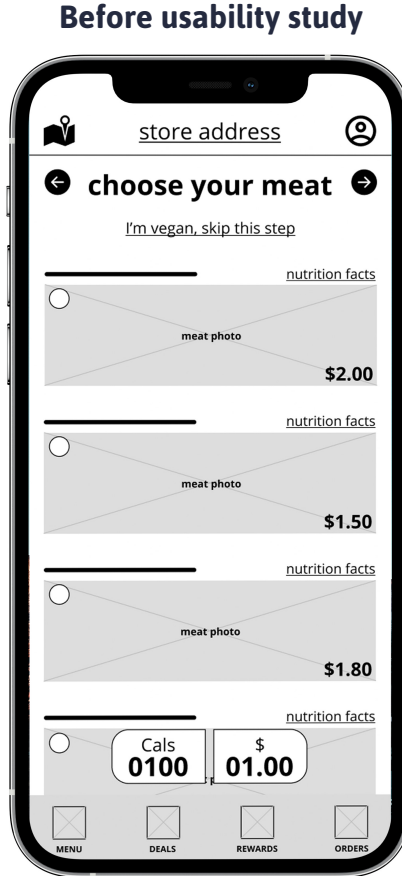
- 1 Users wanted total nutrition values and detailed allergen for the total order.
- 3 Users didn’t like the layout of the custom order screen because it was “too overcrowded”

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

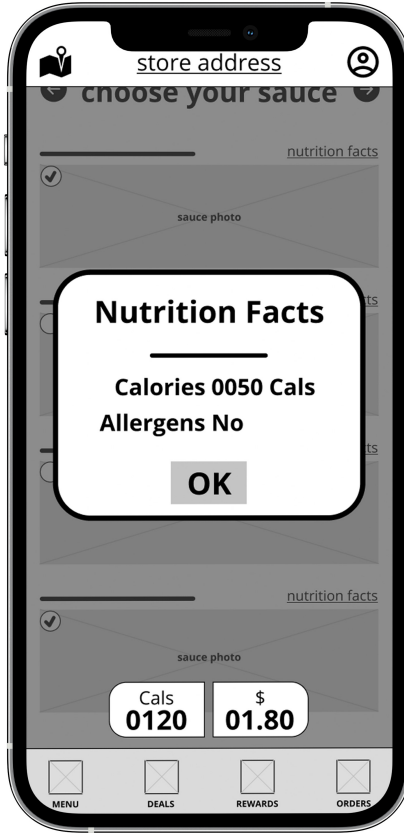
Users felt frustration with different screens for different ingredient category, so I decided to combine all categories into one long screen where ingredients are chosen scrolling down. By this we got rid of 4-5 extra steps, not bad at all!



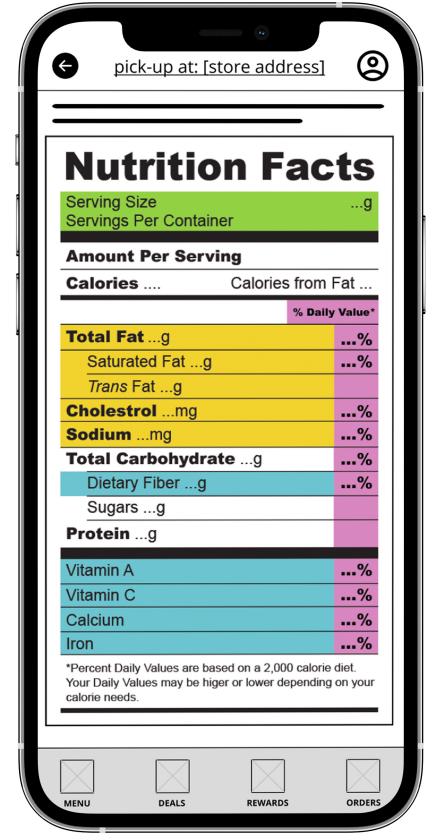
Mockups

Users needed more detailed nutrition information instead of the simple pop-up window that was implemented in the beginning. I decided to try the Nutrition Facts sheet for each ingredient widely used as standard in US and use a separate screen for that.

Before usability study

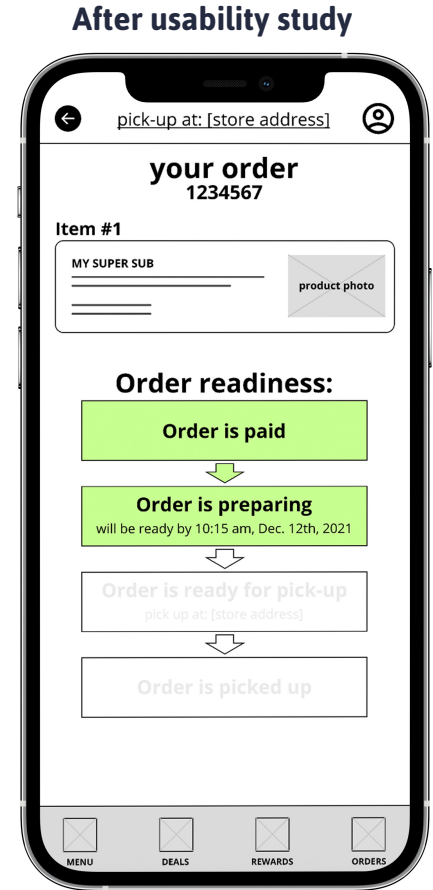


After usability study



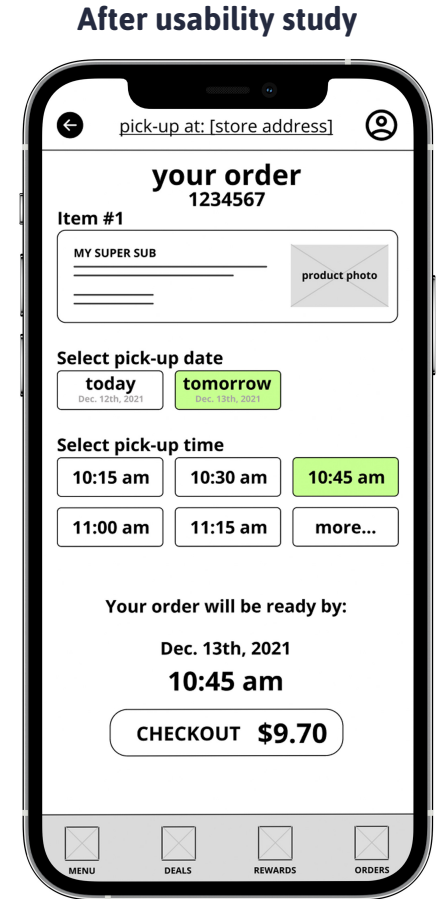
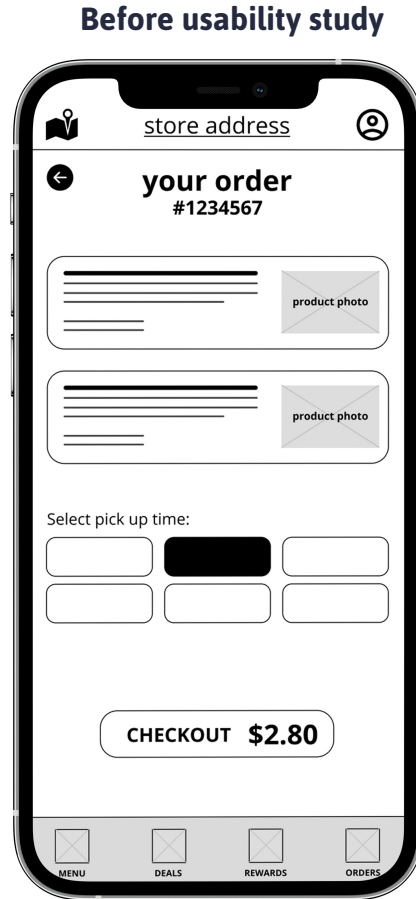
Mockups

Users were a bit confused without being able to access order readiness information. It was presumed that the new order after payment will remain in order history, but most users wanted to track their orders, so I have added the order readiness flow, including the time it will be ready for pick-up (or delivery).



Mockups

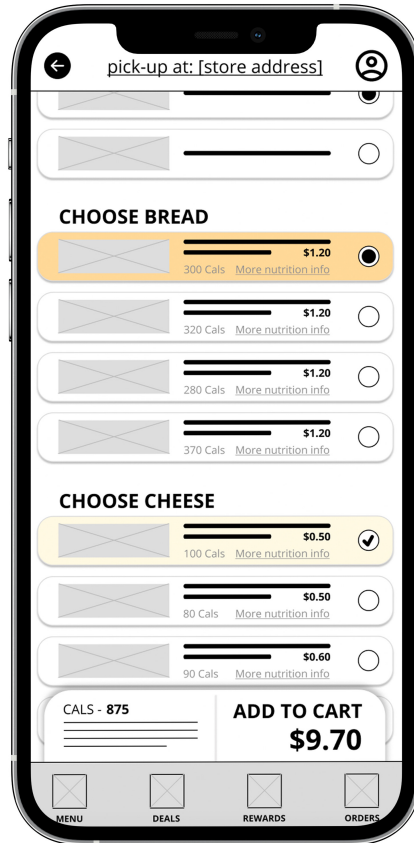
During pick-up time confirmation, there was no date selection button, so all users were asking for that and this insight came to reality.



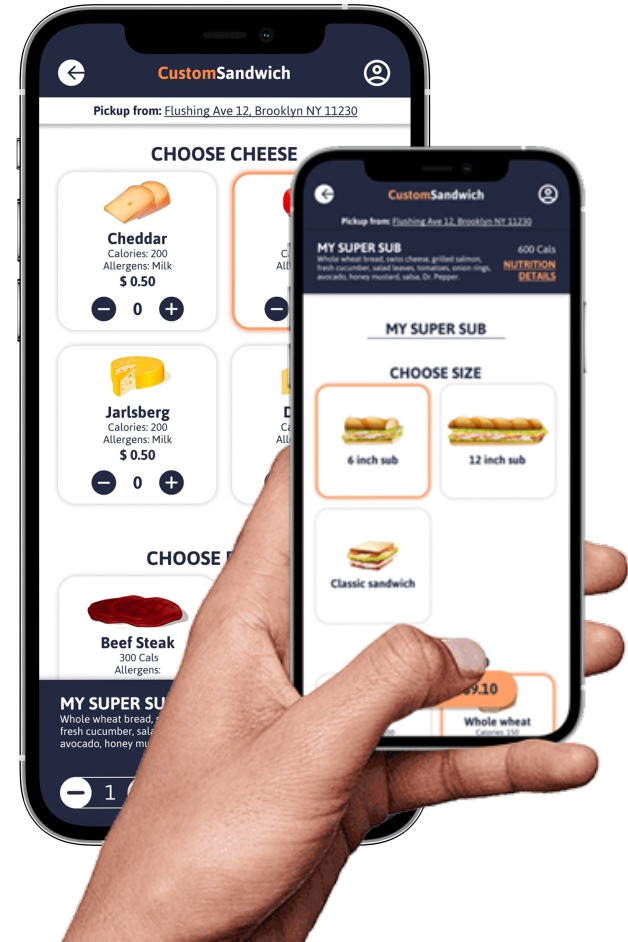
Mockups

Users thought that the ingredient selection was “too overcrowded”, and pictures were small, some were frustrated by pressing the wrong ingredient (due to big fingers). So, I decided to improve the experience by using 2 square tiles per row. UPDATE: moving bottom panel to the top making it more comfortable to use one hand when selecting ingredients.

Before 2nd usability study



After 2nd usability study



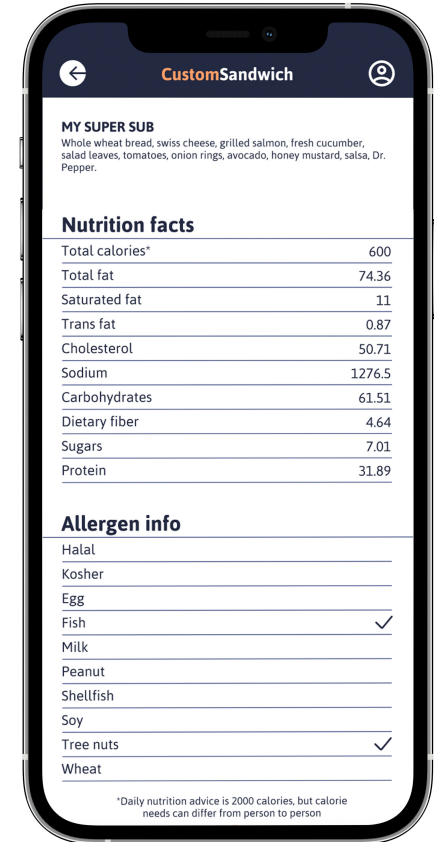
Mockups

Some users weren't impressed by the Nutrition value sheet saying it's not too informative and doesn't have allergens. One user was Muslim who eats only halal food, another one was vegetarian. Also, checking ingredient nutrition every time was too inconvenient for users. The solution for that was leaving calorie count and allergen info for each ingredient and show total nutrition data on demand.

Before 2nd usability study



After 2nd usability study

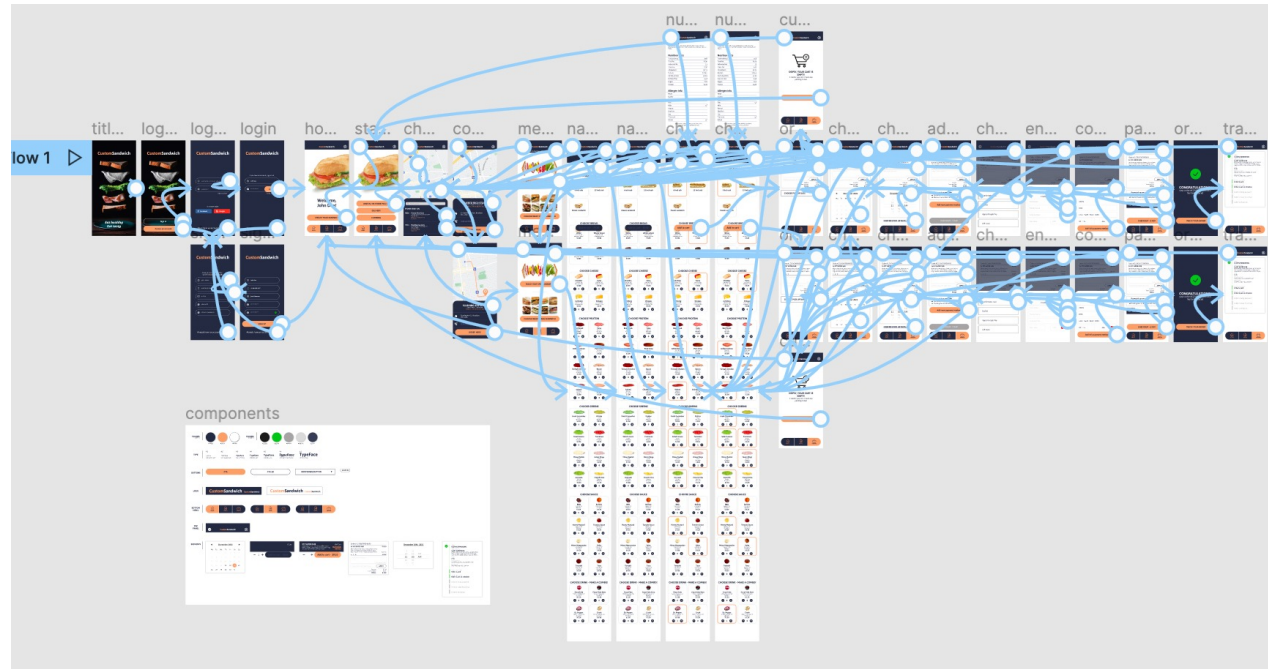


Key Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for choosing pick-up location, building custom sandwich, checking nutrition and allergen info and checkout, ending on order tracking page. It also met user need for choosing clear pick-up date and time.



You can view low-fi prototype in Figma [here](#)

Accessibility considerations

1

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

2

Bottom menu used icons together with text to make navigation easier.

3

Images of ingredients are used to help users better comprehend the design.

4

Colors were adjusted to fit WCAG AAA rating for more comfortable display.

Going forward

- **Takeaways**
- **Next steps**

Takeaways



Impact:

This app does not only offers a useful feature for people who want to eat healthy, but also shows how it cares about their experience

One quote from peer feedback:

"I didn't realize ordering process could be that simple and fast"



What I've learned:

While designing the Custom Sandwich 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 only make the app better. It is impossible to design something without participation of users.

Next steps

1

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

2

Conduct more user research to determine whether new functions are reasonable and useful.

Let's connect!



Thank you for going through design process for **CustomSandwich** app.

Feel free to get in touch with me at

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Thank you!