

SODA - Snack Ordering and Delivery Application

Goh Zheng Ning

Project overview



The product:

SODA is a snack ordering app designed to be used within a theme park. The app targets theme park guests who wish for a more convenient method of ordering snacks within a theme park



Project duration:

Oct 2021 - Apr 2022

ICECREAM SANDWICH ⓧ

\$2/piece



Notice anything different about this icecream sandwich? That's right! It actually uses bread for a change. Enjoy an icy sweet treat without having to worry about sticky hands!

Contains: **Sugar, Eggs, Wheat, Milk, Gluten**

Flavours ▾ - **1** +

Add!

Project overview



The problem:

Guests in theme parks often have to wait in long lines to get to the rides. After they are done with the rides, they realise the situation is the same with snacks and drinks, and they have to queue for those as well.



The goal:

To provide an alternative to physically queueing for snacks, as well as a solution that is able to keep guests occupied while they are queueing for rides.

Project overview



My role:

I serve as the lead UX designer and researcher in this project



Responsibilities:

User research
Concept testing and analysis of feedback
Wireframing and prototyping

Understanding the user

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

User research: summary



This app is a snack ordering app meant to be used within the context of a theme park. Therefore, we can assume that users of this app will all be guests of the theme park. This means there is a very wide demographic of users ranging from families to tourists. This means there will be a wide range of issues/concerns that the user may have, for example food allergy concerns or language barriers.

User research: pain points

1

Long Queues

Theme parks are meant to be fun and enjoyable. However, the inevitable queueing makes a day at the theme park a lot less so. The design direction of this app aims at minimizing queue and wait times when guests try to order snacks/food within the theme park.

2

Lack of information

Sometimes in busy places like a theme park, it may be hard to access information about the food that you buy, which may be especially problematic for people with food allergies. This app aims to alleviate this problem by providing easy access to such information.

3

Language barrier

Since theme park guests often include tourists from other countries, not all users will be confident in English. The app should include options to switch to other languages to facilitate this point.

Persona: Jerry Tan Boon Huat

Problem statement:

Jerry is a father of three who needs to look out for ingredients in the food he buys for his children because his second son is allergic to peanuts.



Jerry Tan Boon Huat

Age: 45

Education: Diploma

Hometown: Singapore

Family: Wife and 3 sons

Occupation: Mechanical engineer

“Check with your mummy first”

Goals

- Spend quality time with his family
- Ensuring his boys are having a good time while keeping them safe
- Create lasting memories with his family
- Keeping his wife happy

Frustrations

- We have our hands full just trying to keep track of where our boys are in a big place like a theme park
- My 2nd child is allergic to peanuts, so we have to be extra careful with what we buy

Jerry is a father of 3 sons. He and his wife Jane are both working during weekdays while their sons go to school. Occasionally, he brings his family out to have some fun during the weekend. His sons love visiting theme parks as there are many attractions that they can enjoy. However, this can be rather tiring for Jerry and Jane as they have to keep an eye out for the kids, especially for his 2nd son Timothy, who is allergic to peanuts. Because of Timothy's allergy, they are also extra cautious of food the food that they buy. When information is unclear, they would rather not take the risk.

User journey map

When guests arrive at a snack station, they are usually hungry and tired from the activities and attractions they've visited. Having a smooth process that brings the food to them as easily as possible will provide much needed relief, especially to parents like Jerry.

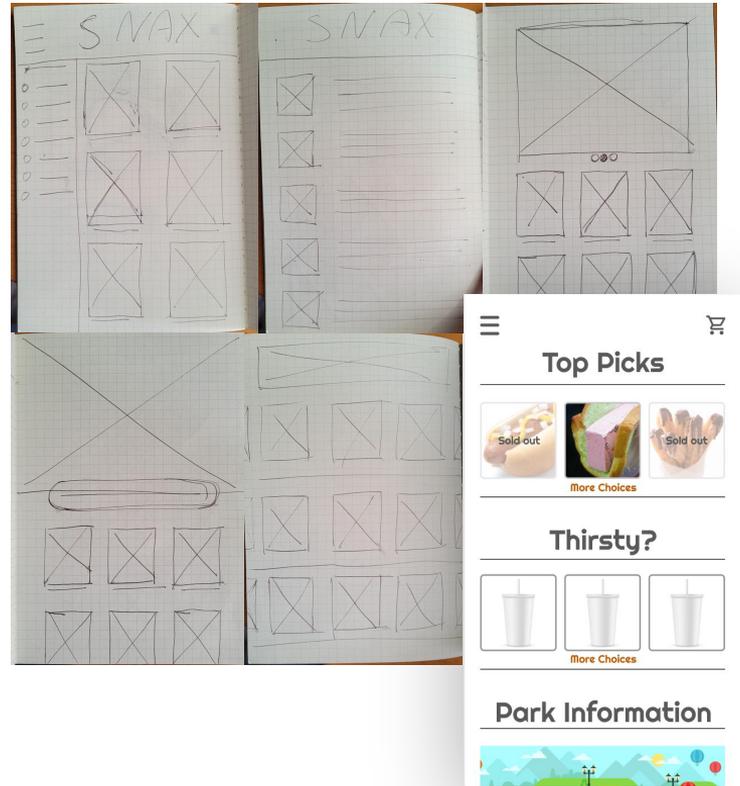
Persona: Jerry Tan Boon Huat

Goal: Order snacks conveniently and safely for his children while at the theme park

ACTION	Wait in line at the snack shop (located in a theme park in this case)	Read the menu	Order at the counter	Make payment	Collect order
TASK LIST	A. Locate the end of the line B. Stand behind the last person	A. Look through food and drink options B. Determine which options are safe for his family C: Get his kids to choose D: Estimate good portion size for his family	A. Check with counter staff on uncertain details B. Place and confirm order	A. Pay with cash	A. Keep track of order number B. Collect order by showing receipt C. Collect serviettes / condiments
FEELING ADJECTIVE	Tired after queuing for hours to go on rides Hungry after going on a few rides	Excited by descriptions and images shown in the menu Confused by lack of information for each snack Tired of having to verify information with staff	Relieved to talk to someone who can answer his questions	Relieved that the queuing and ordering is finally done, and looking forward to a taking a break	Excited to finally see his number called and by the smell and look of the snacks
IMPROVEMENT OPPORTUNITIES	Online ordering system to minimize the need to wait physically	List out information about each product clearly within the app		Electronic payment will smoothen the process of payment, allowing guests to enjoy their snacks quicker	Show on screen while his food is being prepared to increase his anticipation

Paper wireframes

The goal I wanted to achieve for the home page was for it to be attention grabbing, but able to provide relevant information to the users at the same time. I felt that by breaking the information up into 3 main sections, users will be able to navigate quickly to what they are looking for.

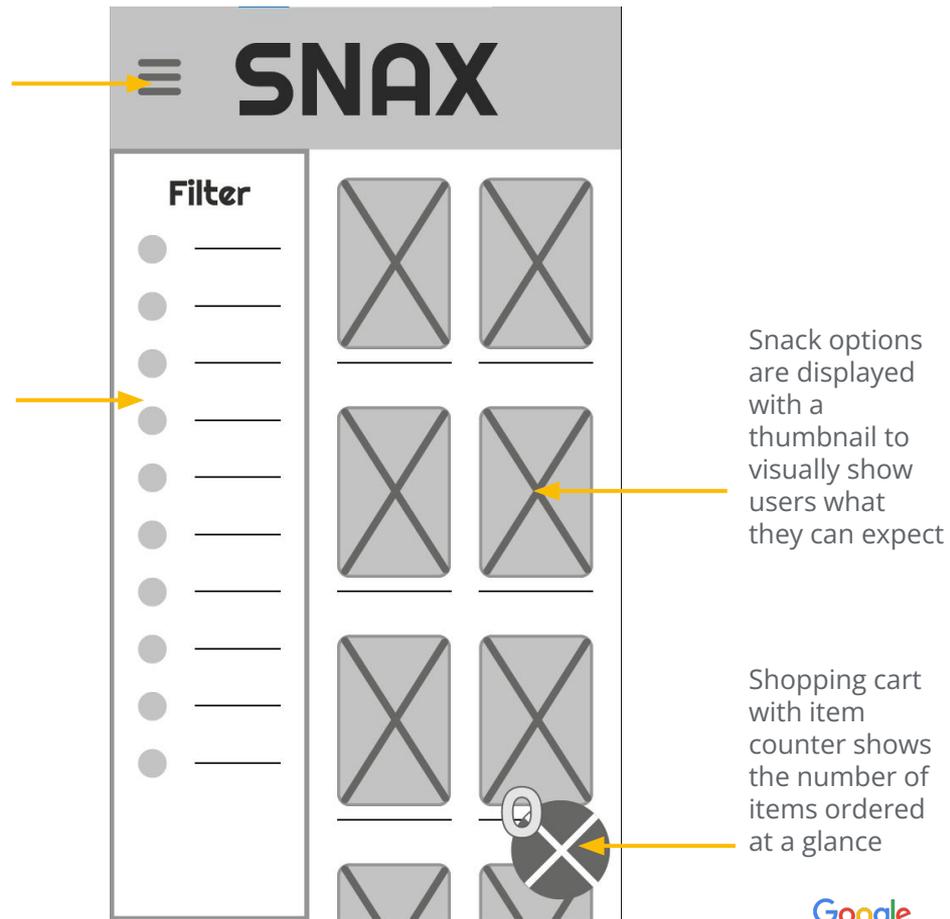


Digital wireframes

Having a filter function built into the app will help users narrow down their choices based on ingredients that they need to avoid

Menu is provided on the top left for quick access to other pages, and information

A filter function will be built into the app, to help users narrow down their choices based on ingredients to avoid



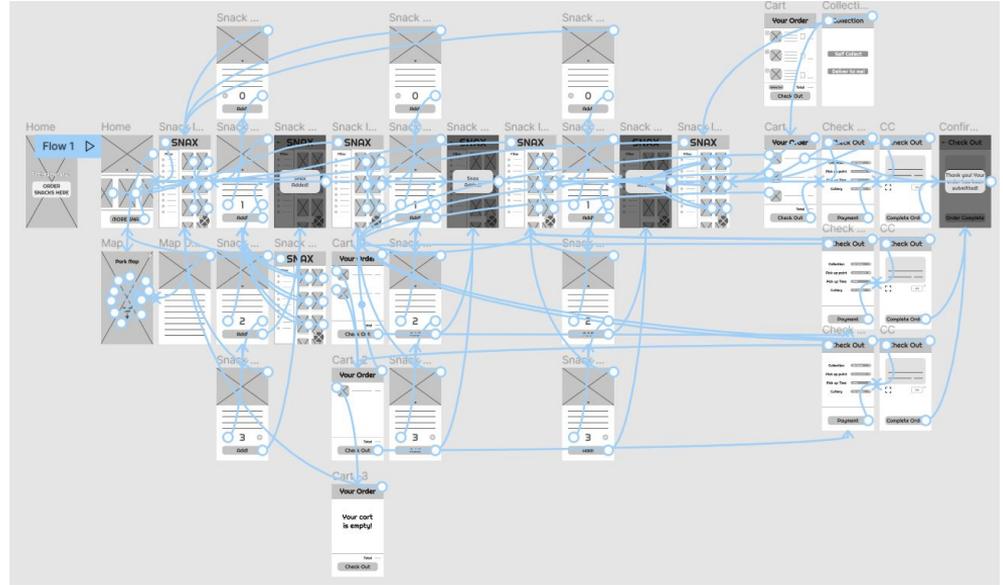
Snack options are displayed with a thumbnail to visually show users what they can expect

Shopping cart with item counter shows the number of items ordered at a glance

Low-fidelity prototype

<https://www.figma.com/proto/DIaN75XUAUnbvimWcLs2LX/SNAX-APP?node-id=5%3A6&scaling=scale-down&page-id=0%3A1&starting-point-node-id=5%3A6>

This is the basic user flow of ordering items from the app and proceeding with the check out process.



Usability study: findings

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

Round 1 findings

- 1 Users want to be able to access the snacks easily
- 2 Users want to determine their choice of delivery as early as possible
- 3 Users want to be able to change their order at anytime during the ordering process

Round 2 findings

- 1 Users found it easy to navigate to the snacks
- 2 Users want to be able to specify delivery options
- 3 Users were able to navigate to the cart intuitively

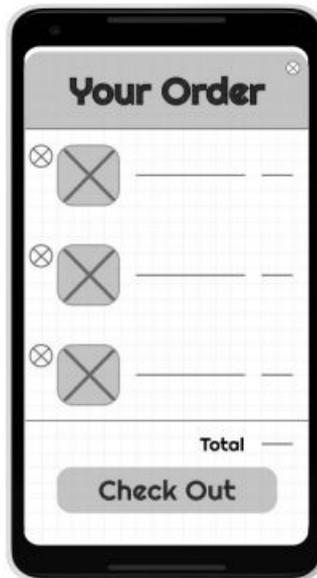
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

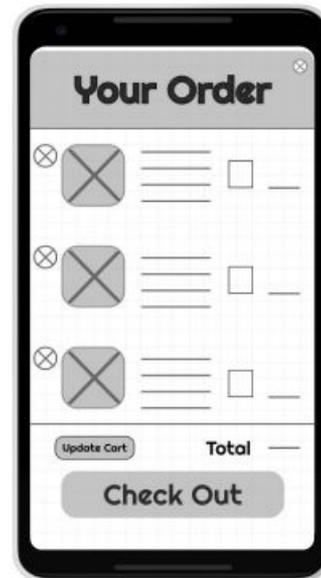
Mockups

Added counter box beside each item and an update cart button to allow users to update the quantities of each item in their order before checking out.

Before usability study



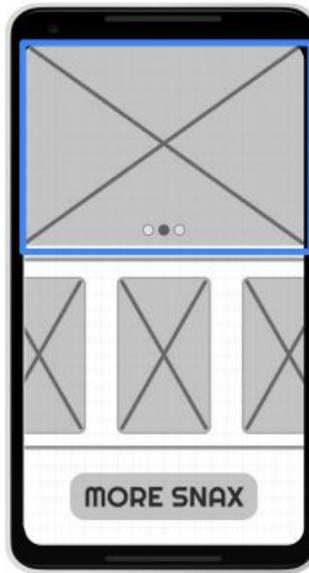
After usability study



Mockups

Extraneous elements were removed from the home screen, leaving only the button that will bring users to the menu, an accompanying caption and a background photo of the theme park lets users know where this app is used.

Before usability study



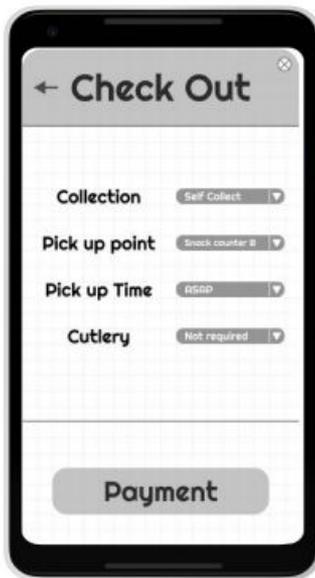
After usability study



Mockups

Collection has been exported into a screen of it's own. Tapping on Self Collect or Deliver to me! Buttons now will bring users to different checkout screens with differing options to complete their check out process.

Before usability study

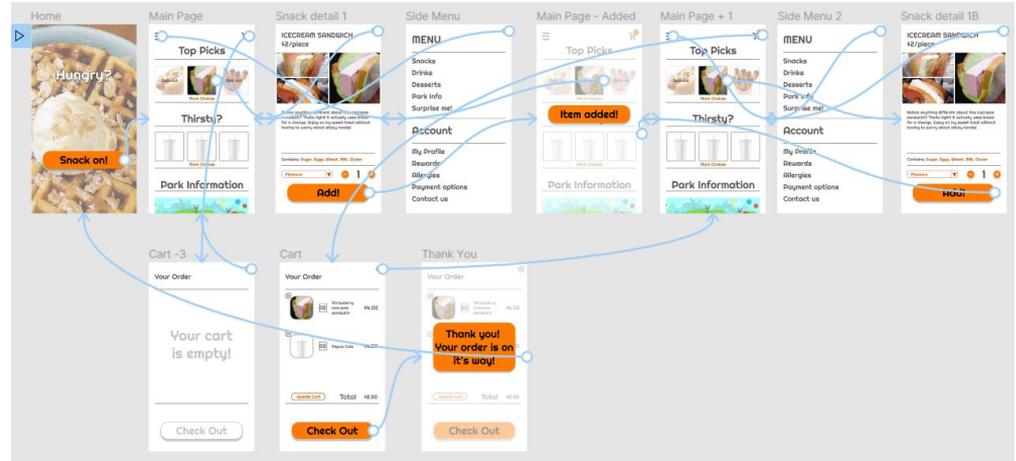


After usability study



High-fidelity prototype

<https://www.figma.com/proto/DlaN75XUAUnbvimWcLs2LX/SNAX-APP?node-id=121%3A3&scaling=scale-down&page-id=110%3A2&starting-point-node-id=121%3A3>



Accessibility considerations

1

The orange FF7A00 was chosen as a fresh and energetic accent to bring attention to important details in the app
FF7A00 was confirmed to be rated AAA under WCAG as a background color for black (000000) text

2

However, when FF7A00 is used as text in front of a white background, it was not contrasting enough to pass web accessibility guidelines. Therefore, when orange is implemented in front of a white background, it is changed to a similar color with higher contrast ratio: BD5B00

Going forward

- Takeaways
- Next steps

Takeaways



Impact:



Shrirag Reddy Bandi

good job. I liked the simplicity



EXLOGE ART

It's really amazing and outstanding work.



What I learned:

The project was a great introduction to the many facets and considerations that need to come together to provide a user experience that is useful, engaging and most of all accessible. I've learnt that to create something that is truly useful for the user, we must always confirm our theories against real user feedback.

Next steps

1

The next step for this project will be to flesh out the remaining aspects of the app that have yet to be fully considered.

2

After that, to take the app to the next level, it needs to be taken online so that it's functions and usage can be tested in real world settings (at a theme park)

3

We will also need to confirm all the data that we intend to input into the app, especially the ingredients list for the snacks as this is a very key factor for this app.

Let's connect!



My name is Zheng Ning.

I'm a product/industrial designer based in Singapore. I've been designing for almost 10 years, and my portfolio consists of mostly physical products.

This is my first foray into UX and digital products.

For more information, please visit me at:

<https://www.gohzhengning.com/>