

# Onari's Kitchen Food App

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# Project overview



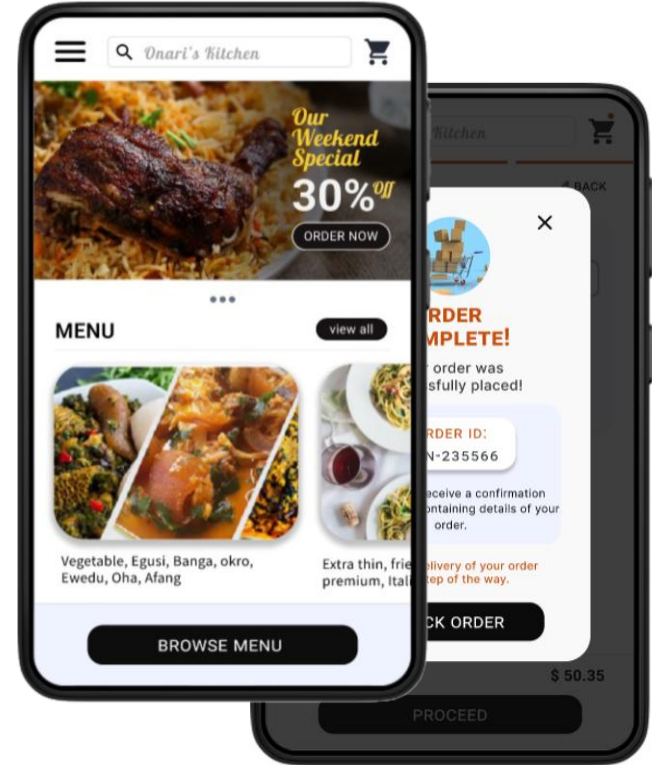
## The product:

Onari's kitchen is an african restaurant located in Waterloo, canada. Onari's kitchen strives to deliver healthy, delicious and customized meals and side dishes to consumers. They offer very competitive pricing and target customers who do not have the time to prepare meals for themselves or their families.



## Project duration:

December 2022 to March 2023



# Project overview



## The problem:

Busy workers and parents lack the time to prepare a meal for themselves and/or families.



## The goal:

Design an app for Onari's kitchen that allows users to easily order and either pick up or have delivered fresh healthy dishes customized to their health requirements, if any.

# Project overview



## My role:

UX designer designing an app for Onari's Kitchen from conception to delivery.



## Responsibilities:

Paper and digital wireframing, user research, Conducting interviews and usability studies, low and high-fidelity prototyping, accounting for assesibility, and 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 working adults who don't have the time to cook meals.

This user group confirmed initial assumptions about Onari's Kitchen customers, but research also showed 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.

# User research: pain points

1

## Time

Working adults are too busy to spend time preparing a meal

2

## Customization

Food ordering platforms do not contain options for menu customization

3

## Accessibility

Platforms for ordering food are not equipped with assistive technologies

4

## IA

Text-heavy menus in apps are often difficult to read and order from

# Persona: Kathryn

## Problem statement:

Katheryn is a busy working adult who needs access to delicious and healthy food ordering options because she has no time to cook.



**Katheryn Lona**

**Age:** 47 Years

**Education:** Doctorate Degree

**Hometown:** Alausa, Lagos

**Family:** 4 Kids & a husband

**Occupation:** Lecturer

*"I love teaching and lecturing, and having healthy meal options instead of cooking helps me focus on more important things"*

## Goals

- Delivering quality lectures in the University
- To be able to have nice nutritious food at work
- I'd rather not want to think of food pick up
- I like to be able to order quality nutritious food for my kids in the case of an eventuality

## Frustrations

- Delays are a big problem
- The price on apps is usually not the same as visiting
- Using food apps, searching for food categories is usually daunting
- Fast delivery is an issue with vendors around me

Katheryn is married and lives with her husband and their four kids. She works in a university and usually gets home around 6pm or later. Kathryn and her husband split most domestic chores, but she handles more of the cooking and she just doesn't always have time or energy to cook after work. Most times, even at work she struggles to get food deliveries on time before her scheduled classes. Kathryn would like for there to be an easier way to select and order nutritious family food that would arrive on time with accurate estimates.



# User journey map

Mapping Katheryn's user journey revealed how helpful it would be for users to have access to a dedicated Onari's Kitchen app.

## Persona: Katheryn

Goal: An easy and quick way to order healthy food for delivery or pickup

ACTION	Select Restaurant	Browse Menu	Place Order	Complete Order	Get order
TASK LIST	Tasks A. Decide on food type/delicacy B. Search nearby restaurants in browser C. Select a restaurant	Tasks A. Browse online menu B. Select Menu items C. Customize menu items •	Tasks A. Confirm Menu items B. Place order C.	Tasks A. Confirm order B. Provide payment information C.	Tasks A. Provide delivery address B. Get order delivered to your doorstep C.
FEELING ADJECTIVE	Overwhelmed by amount of restaurant options  Glad to find a restaurant that they like	Not happy about limited visuals and navigation options	Anxious about having to remember orders at every step	Ambiguous payment form to fill and limited payment options	Not happy about not being able to track delivery time estimate
IMPROVEMENT OPPORTUNITIES	Create a dedicated mobile app for Anton's table	Provide search filters  Incorporate more visuals  Include screen reader options	Provide a simple checkout flow	Provide multiple payment options	Include option for customers to pick up themselves  Include a delivery time tracker and estimate.

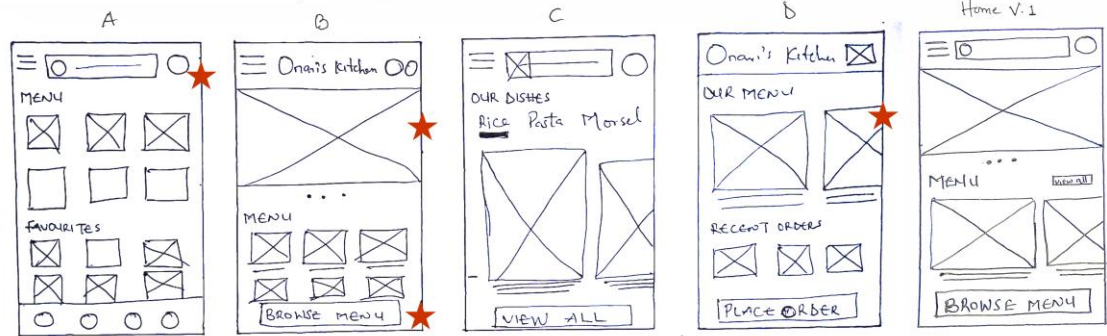
# Starting the design

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

# Paper wireframes

By creating multiple versions of each screen of the app on paper beforehand, I ensured that the digital wireframes would effectively address user pain points. The home screen was given special attention, with a focus on providing users with a simple and efficient way to view the food menu and place orders, ultimately saving their time.

Elements List: navigation images, buttons, recommended menu.



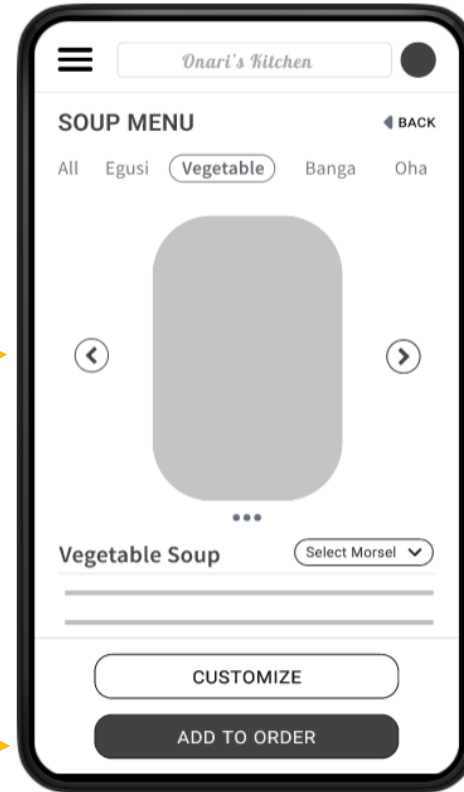
Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

# Digital wireframes

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

This buttons adds a meal navigation alternative to slide-through.

This button makes it fast and easy for users to order.

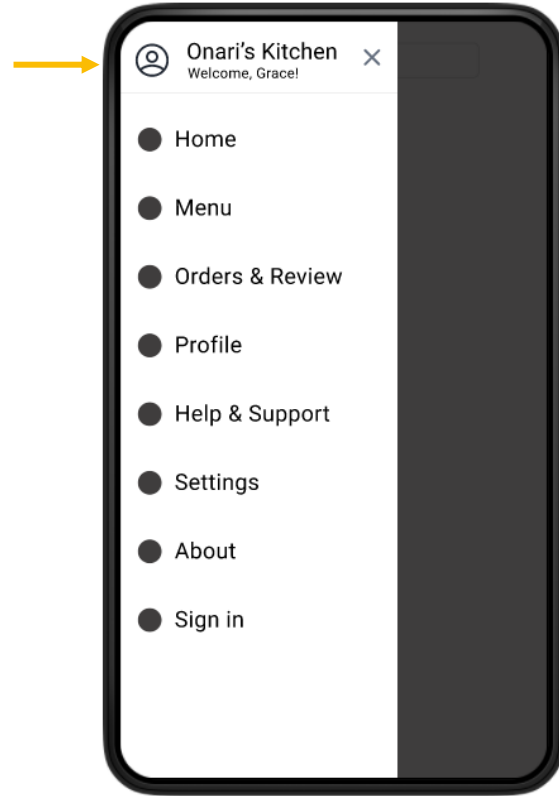


This button provides an easy option for users to customize their meal.

# Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

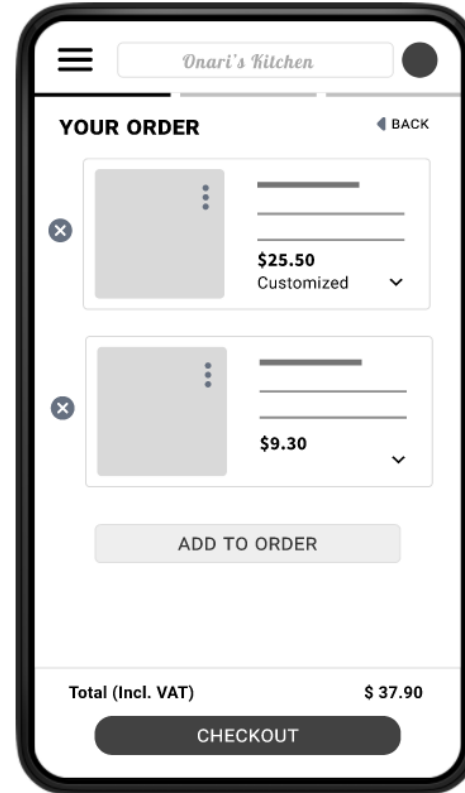
Easy access to navigation that is screen reader friendly



# Digital wireframes

Based on findings from the user research, further iterations on the base design were made.

This button provides an easy option for users to add more to their orders from checkout

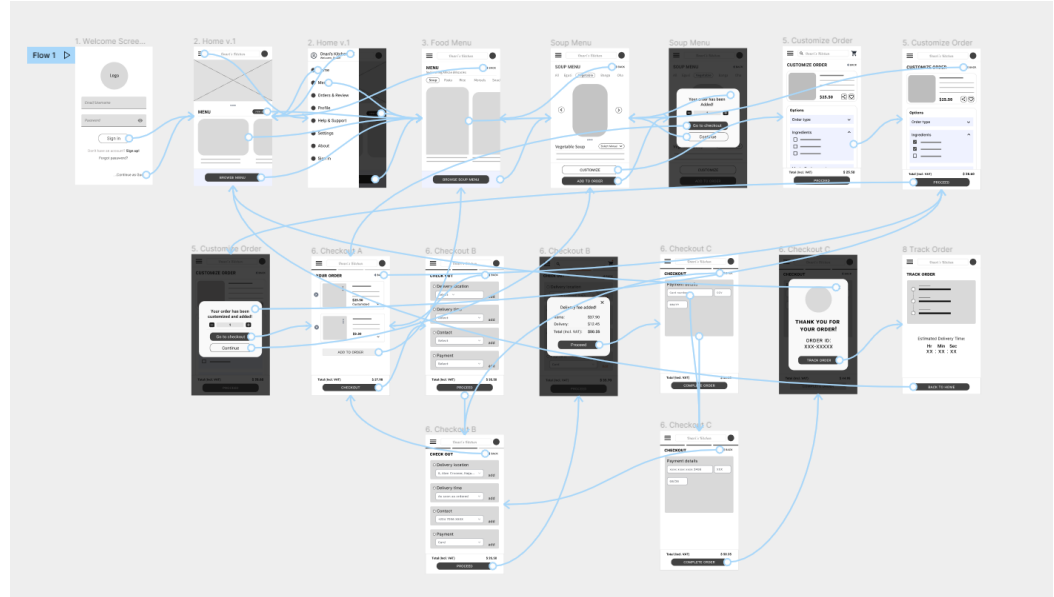


# Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of ordering and customizing a meal, so the prototype could be used in a usability study with users.

View the Onari's Kitchen

[Low-fidelity prototype](#)



# Usability study: findings

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

## Round 1 findings

- 1 Users want to order meals quickly
- 2 Users want easy customization options
- 3 Users want to edit/customize orders before checkout

## Round 2 findings

- 1 Users want to track orders
- 2 Users want option to add notes to orders
- 3 Users want a pickup option



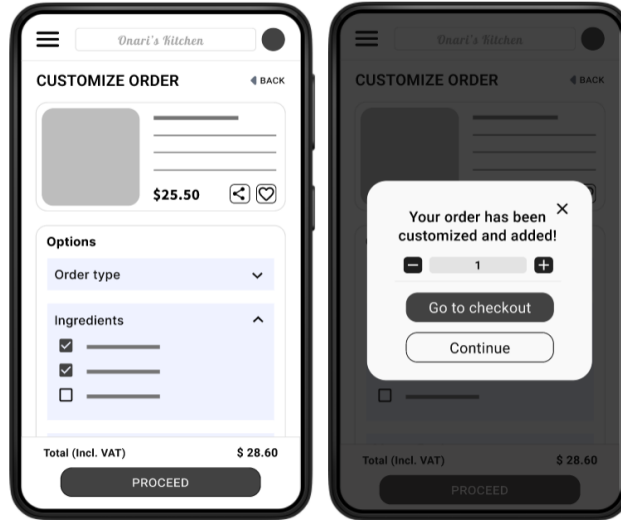
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

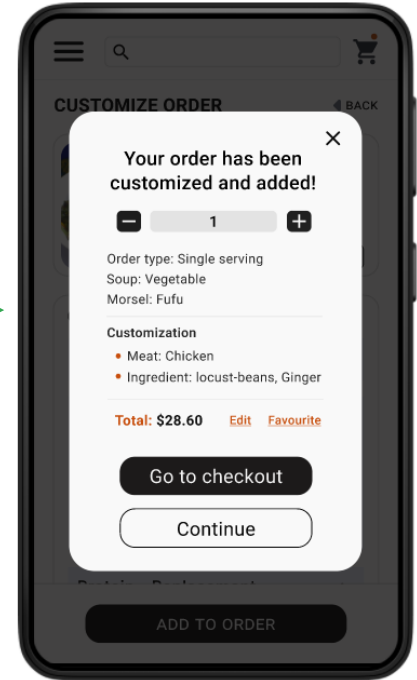
# Mockups

Although initial designs included some level of customization, feedback from usability studies prompted me to incorporate additional features that enable users to **modify orders** prior to checkout. Furthermore, I revised the design so that users can **review customization** details before proceeding to checkout.

Before usability study



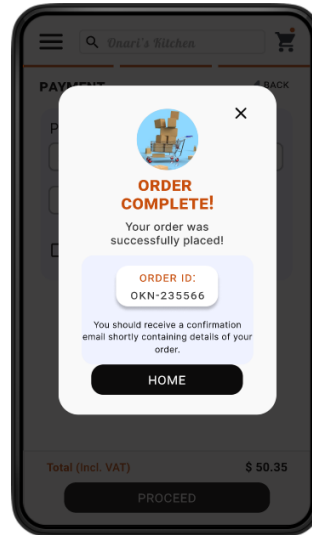
After usability study



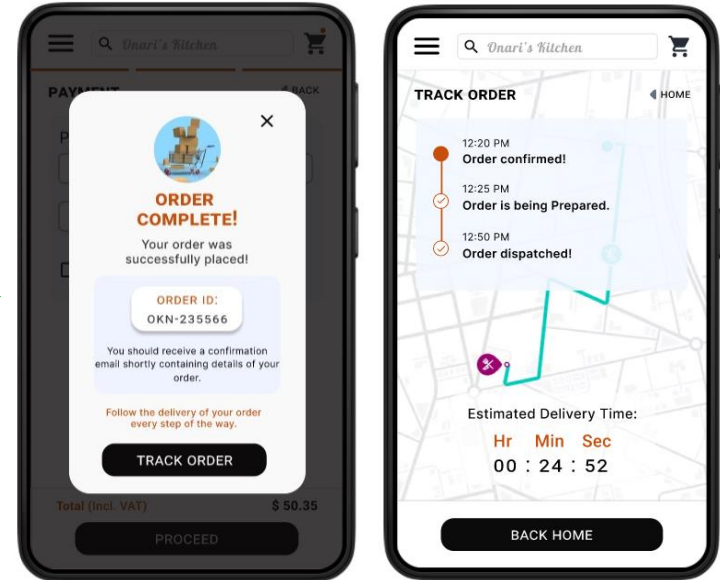
# Mockups

The second usability study revealed a need to track successfully placed orders. To meet this need, I added a track order button to the order confirmation page. This button leads to a screen where users can check the status of their orders from preparation to delivery/ready for pickup.

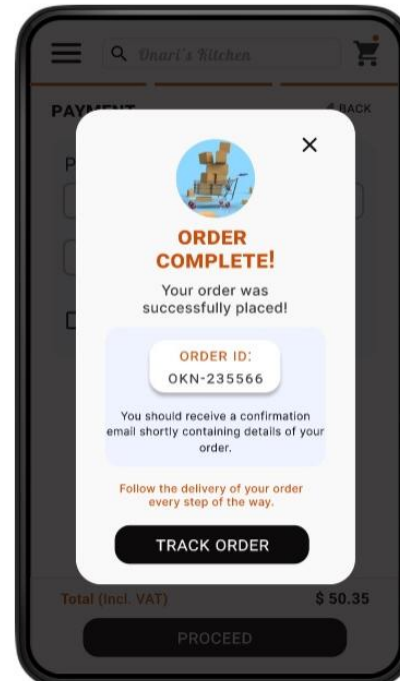
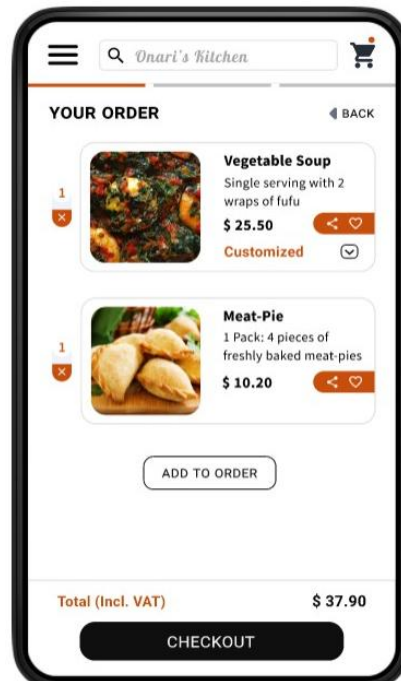
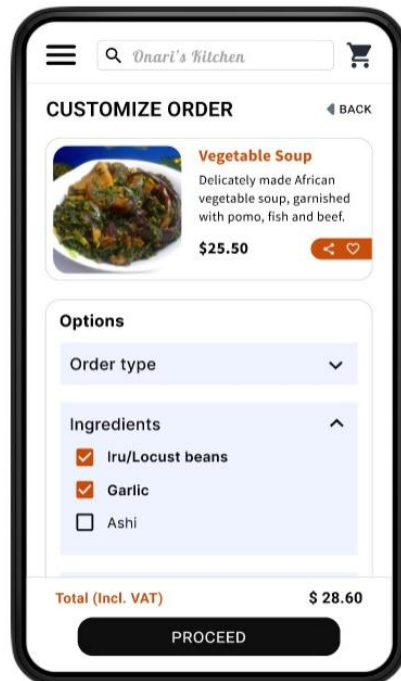
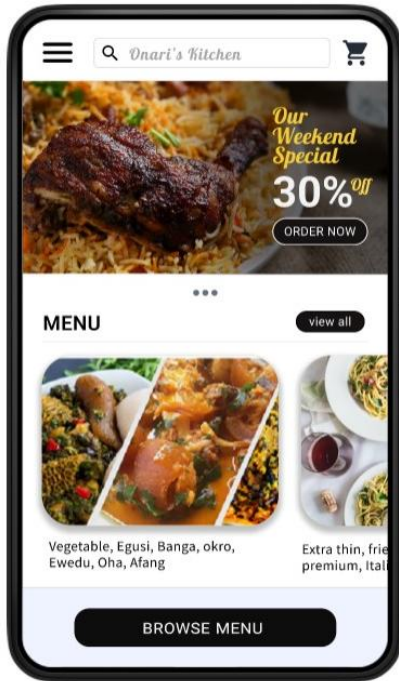
Before usability study 2



After usability study 2



# Mockups



# High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for ordering a meal and checkout. Furthermore, it also met user needs for increased customization and order-tracking.

View the Onari's Kitchen [high-fidelity prototype](#)



# Accessibility considerations

1

Used icons to help make navigation easier.

2

Implemented accessibility features such as incorporating colour contrast, font sizes, and text styles that are easily legible for users with visual impairments or colour blindness.

3

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

## Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The app makes suers feel like Onari's Kitchen really thinks about how to meet their needs.

One quote from research participants:

*"I would certainly make this app my top choice for a quick, delicious, and healthy meal. It's so easy to order and customize a meal!"*



## What I learned:

During the design process of the Onari's Kitchen app, I came to realize that the initial ideas were merely the starting point, and that usability studies and feedback from peers played a significant role in shaping each subsequent iteration of the app's design.



# Next steps

1

Conduct additional usability studies to confirm whether user pain points have been effectively addressed.

2

Conduct more user research to determine new areas of need

# Let's connect!



Thank you for your time reviewing my work on the Onari's Kitchen app! If you'd like to see more or get in touch, please use the following:

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Website: [joshuaokojie.com](http://joshuaokojie.com)