

# SushiGo

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Haluk Canpolat

# Project overview



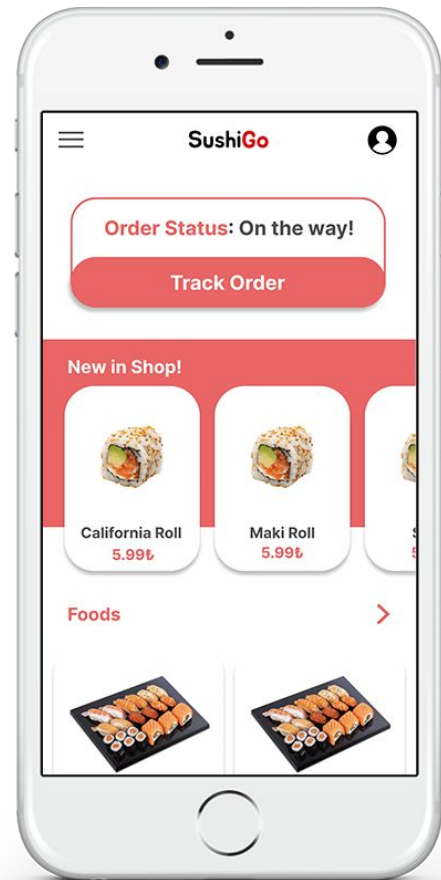
## The product:

Design of order tracking app for sushi restaurant



## Project duration:

06.2022-07.2022



# Project overview



## The problem:

The order pages are full of unnecessary and confusing information, or they have a boring structure that does not appeal to the eye and focuses only on function.



## The goal:

To make a design that is suitable for its purpose and subject with both its function and aesthetics.

# Project overview



## My role:

UI-UX Designer



## Responsibilities:

User research

Wireframing

Prototyping

# Understanding the user

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

# User research: summary



First of all, I questioned myself and thought about the features I dislike and like on the order tracking pages. Then I listened to the past experiences of my friends and acquaintances around me and tried to remember the reactions and words they said while on the order pages.

One of the biggest issues was that the shuffle pages didn't give us the order tracking and timeframe, which is exactly what we wanted. The other big problem was that it was difficult to reach this page or it was not easy to reach services such as customer support on this page, and even the process after reaching it was difficult.

# User research: pain points

1

## Time

In today's age, most people don't want to spend extra time tracking their food order.

2

## IA

Text-heavy order tracking pages make it difficult to obtain the necessary information.

3

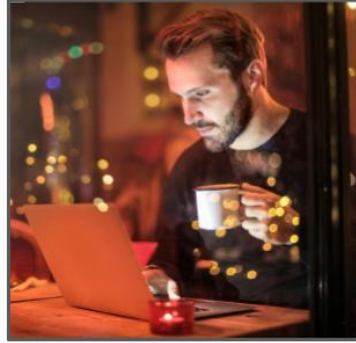
## Mess

Not being able to understand the status of the order at a glance.

# Persona: Berk

## Problem statement:

Berk is a user who likes practicality who needs a simple and accessible app because this will enable him to spend his time in a shorter but effective way.



**Berk**

**Age:** 24

**Education:** Currently University

**Hometown:** Istanbul

**Family:** Single, lives alone

**Occupation:** Student

*"I don't like things that are boring or take too long."*

## Goals

- Not spending a lot of time on order tracking and doing it in a way that looks nicer.

## Frustrations

- Using bad and outdated apps and following lots of ways for even the simplest tracking process.

Berk wants to order food while sitting on the beach with his friends. Since he will receive the order on the street, he has to constantly monitor his status through the application. But it bothers him to deal with opening the follow page on the phone by periodically interrupting his conversation with his friends. Each time, he sees the bad appearance of the application and thinks that the place he ordered is a sloppy place.



# Persona: Mustafa

## Problem statement:

Mustafa is a old person who needs simple and understandable interface because of his age and knowledge of technology.



**Mustafa**

**Age:** 64

**Education:** High school graduate

**Hometown:** Izmir

**Family:** Lives with his childs

**Occupation:** Retired

*"I'm too old for these things."*

## Goals

- To find where your order is without difficulty and to get support when you have a problem without experiencing technological problems.

## Frustrations

- Trying too hard to follow up the order and having difficulties in reaching support.

Mustafa orders food for dinner with his children at home. They want to try sushi one evening. However, he has difficulty in finding the information on the application screen he enters to learn the status of his order. Later, when he wants to reach customer service for this situation, this time he cannot find the button to reach customer service. Since he is not sure whether the order will come, he cancels the order and gives up taking it.

# User journey map

## Persona: Berk

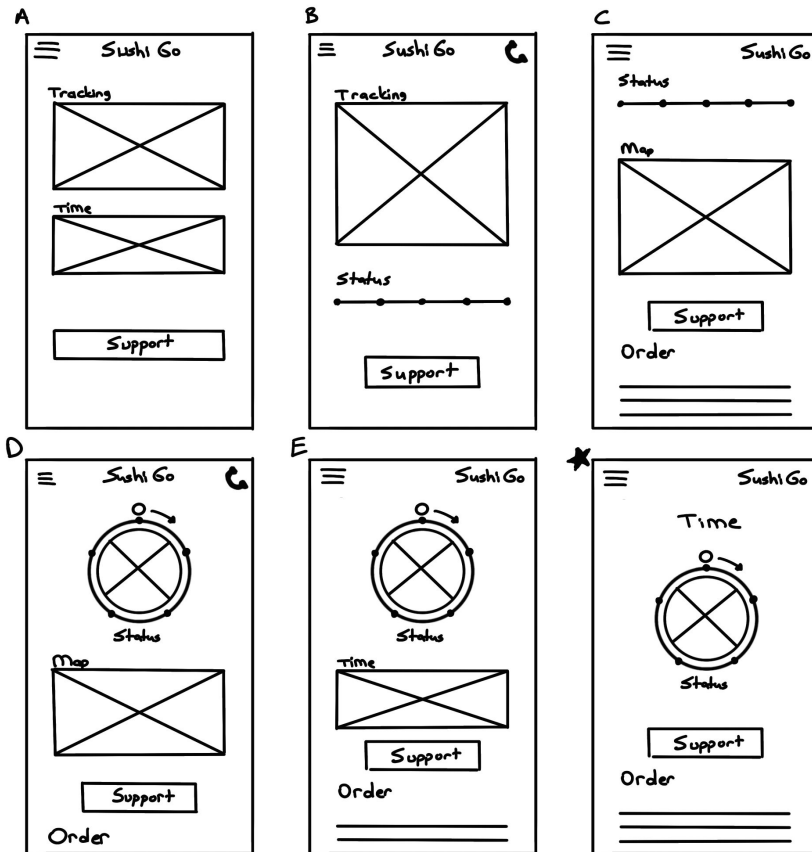
Goal: Following order while having fun with friends.

ACTION	Place Order	Complete Order	Check Status	Find out the remaining time	Pick up Order
<b>TASK LIST</b>	Tasks A. Open the App B. Choose the order C. Place order	Tasks A. Confirm order B. Provide payment information C. Complete order	Tasks A. Open the App B. Look for status	Tasks A. Look at the time bar B. Contact with customer service for detailed view	Tasks A. Check status B. Find out the location of the order. C. Go and take order.
<b>FEELING ADJECTIVE</b>	Impatient because hungry.	Happy to order. Excited for the order to arrive.	Curious because wants to know the status of order.	More patient because learned the remaining time.	Very happy that took the order.
<b>IMPROVEMENT OPPORTUNITIES</b>	Make app easier to place order	Smoother complete screen	Better view of status of order tracking screen.	Better counter design and presentation.	Better delivering speed and more payment options.



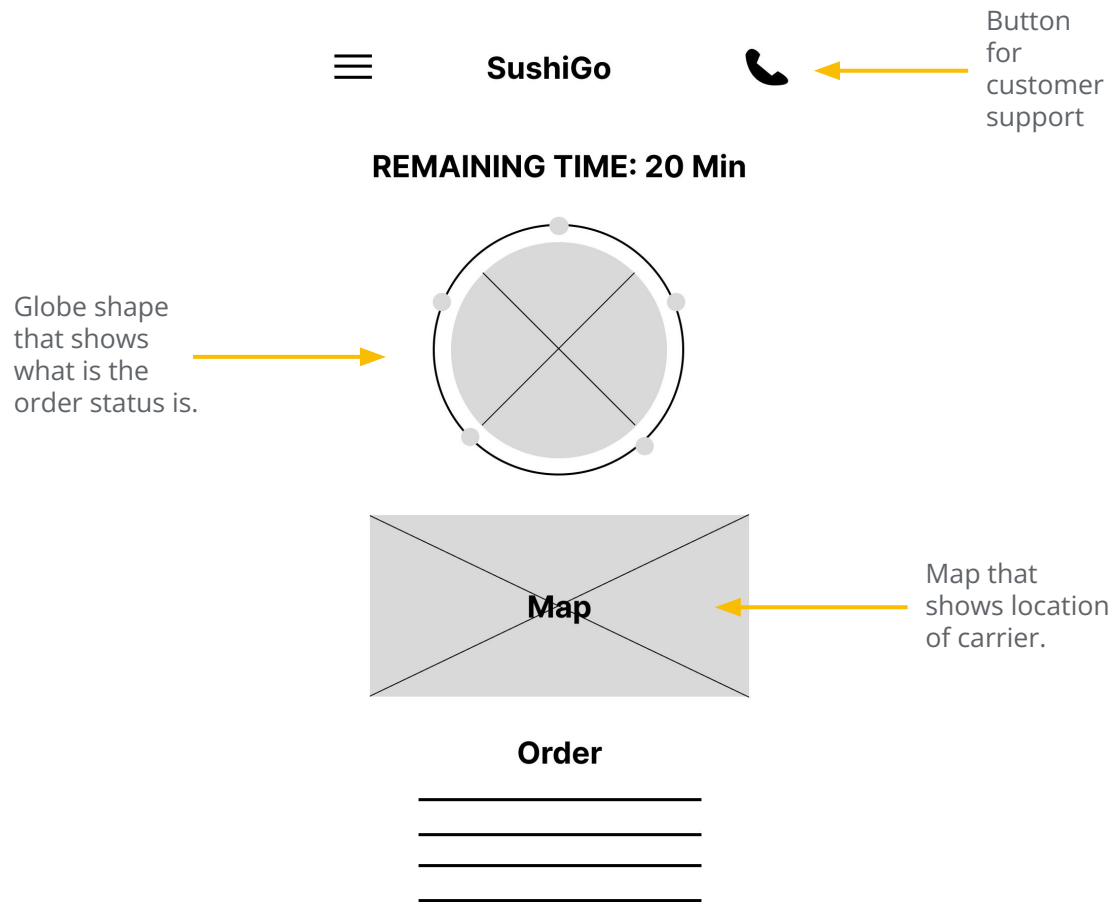
# Paper wireframes

I aimed to convey the requested information in the simplest and most understandable way with minimal use of text.



# Digital wireframes

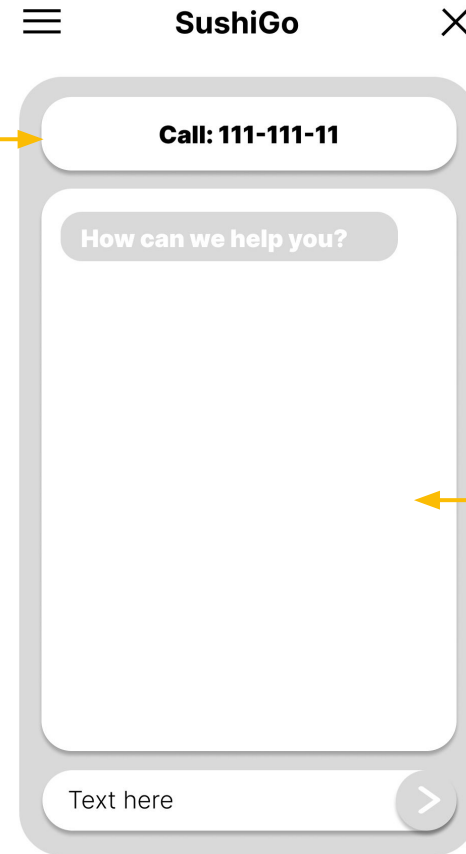
I created a space where people can get information about where the order is and when it will arrive, view their orders again, and contact customer service if needed, using several different methods.



# Digital wireframes

I have created a separate area for this job where they can get support both verbally and in writing.

Call button for talking with customer service

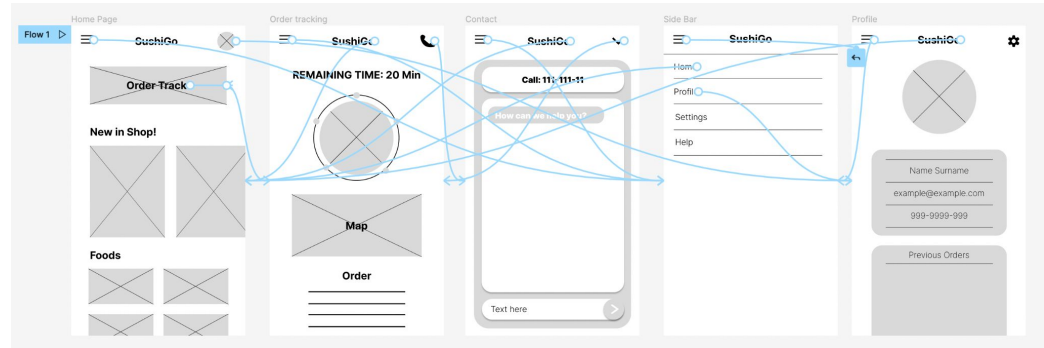


A space to correspond with an AI or customer service..

# Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of tracking order and contacting with customer service, so the prototype could be used in a usability study with users.

View the SushiGo [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 Users want to see status quickly
- 2 Users want to check their order
- 3 Users want to see exact location of their order

## Round 2 findings

- 1 Users don't want to click too many things
- 2 The side bar is very basic and doesn't do much.



# Refining the design

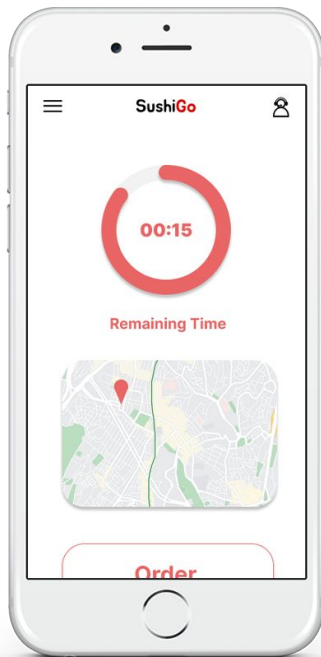
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- Mockups
- High-fidelity prototype
- Accessibility

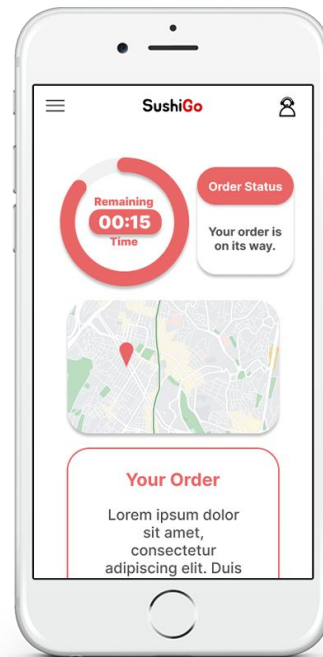
# Mockups

I added more information to the design without confusing the design and keeping the harmony intact.

Before usability study



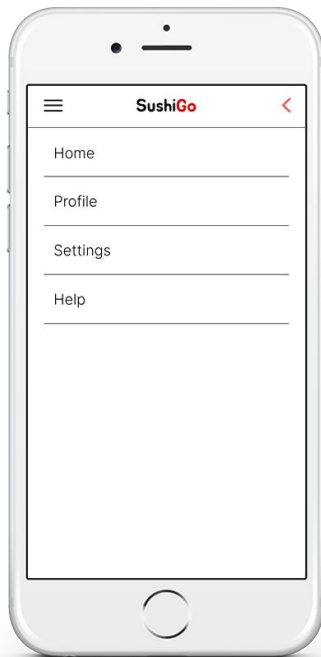
After usability study



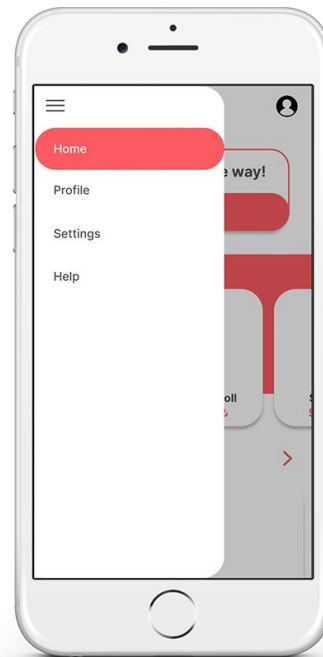
# Mockups

I made this design to show the user which page they are on at that moment while getting a more modern look.

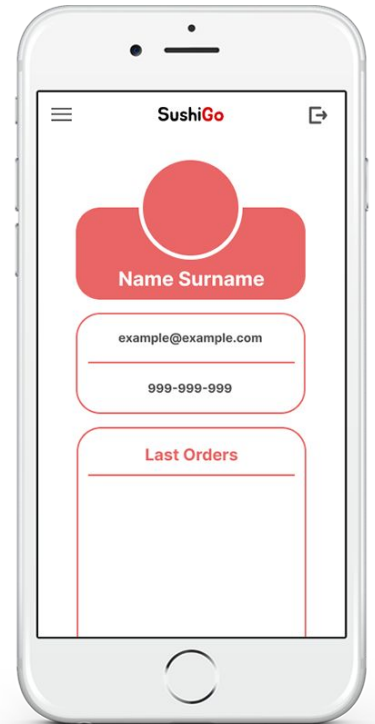
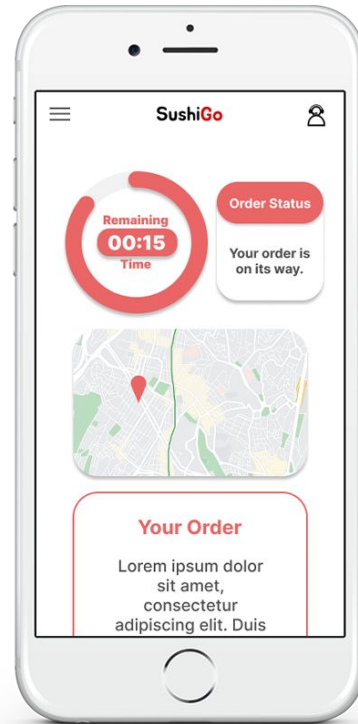
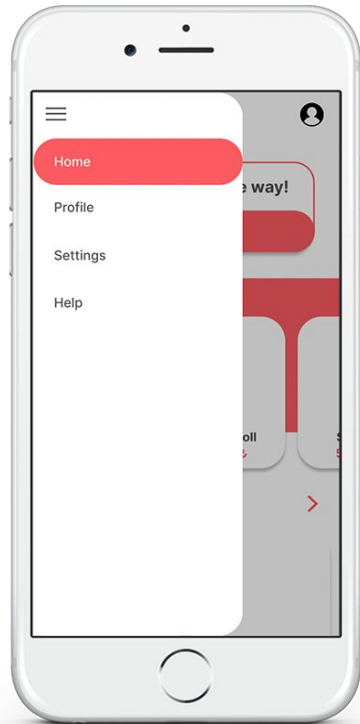
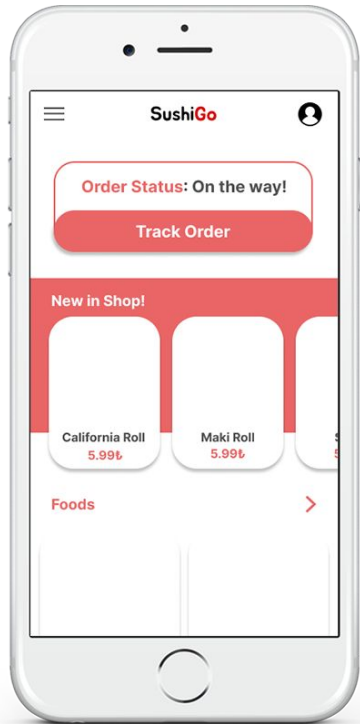
Before usability study



After usability study

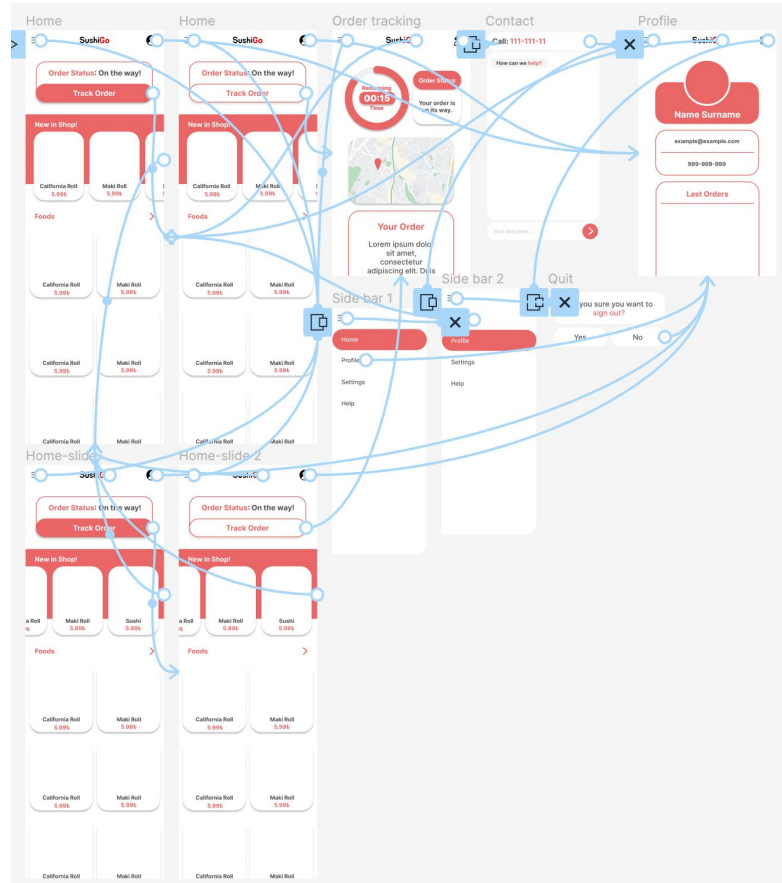


# Mockups



# High-fidelity prototype

View the SushiGo [high-fidelity prototype](#).



# Accessibility considerations

1

Used bigger and thicker fonts to make the texts easier to read.

2

Used icons and big buttons to help make navigation easier.

3

Used imagery for sushis to help all users better understand the designs.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

The app shows that people can get fast and important information when necessary, and more detailed information in a longer time when necessary, through the same design.



## What I learned:

What I learned while designing this application is that even though the idea is first formed or the wireframe is worked on, the research done throughout the process changes the look and feel of the design a lot.



# 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 any new areas of need.

# Let's connect!



Thank you for your time reviewing my work on the SushiGo app! If you'd like to see more or get in touch, my contact information is provided below.

Email: [halukcnplt@gmail.com](mailto:halukcnplt@gmail.com)

Linkedin: <https://www.linkedin.com/in/hlkcnp1t/>

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