

Foodie

Design Challenge

Yuqing Chen

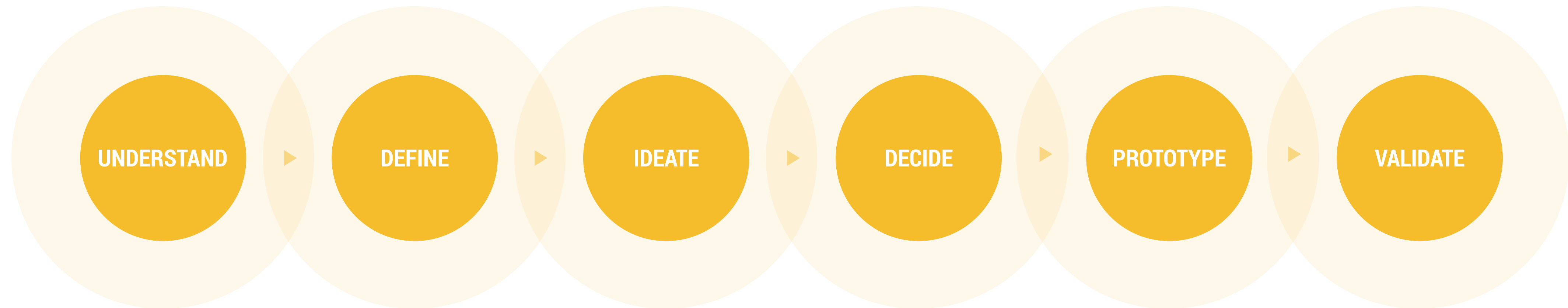
Nov 11-17, 2019

Prompt

“Food Truck Finder (FTF) is an app we’re developing that **helps users locate food trucks they love, find new food trucks in their area, see menus of those food trucks, and pay for their meals using the app.** What we need to pitch the idea is a set of 3 screens, plus any supporting sketches or wire frames for **the food truck feed, a food truck profile, and a search results page.**”

Process

With limited time for this design challenge, I decided to conduct a design sprint to understand food truck related experience, and deliver a user-centric solution based on what I learn.



01






Understand

Target Market

Target User

User Journey

Learn from competitors in the similar opportunity area

Product	Search for target food	Location-based search	Enable favorite or collection	Pay for meal online	View menu	Community engagement	Receive update notification
 Google map	YES	YES	YES	NO	YES	NO	YES
 Yelp	YES	YES	YES	YES	YES	YES	NO
 Tripadvisor	YES	YES	YES	YES	YES	YES	NO
 Foursquare	YES	YES	YES	NO	YES	YES	NO
 Opentable	YES	YES	YES	NO	YES	NO	NO

Competitors are targeting to provide food related experience across vast categories, thus excluding space for food truck experience providers focusing on delivering valuable support in this segmented market. I also learned how important these basic information and functionalities' existence and reliability are for customers.

Who am I designing for?

Food truck customer

Locals
Visitors
Students
People on the go
People with limited time
People with limited budget
People who prefer street food
...

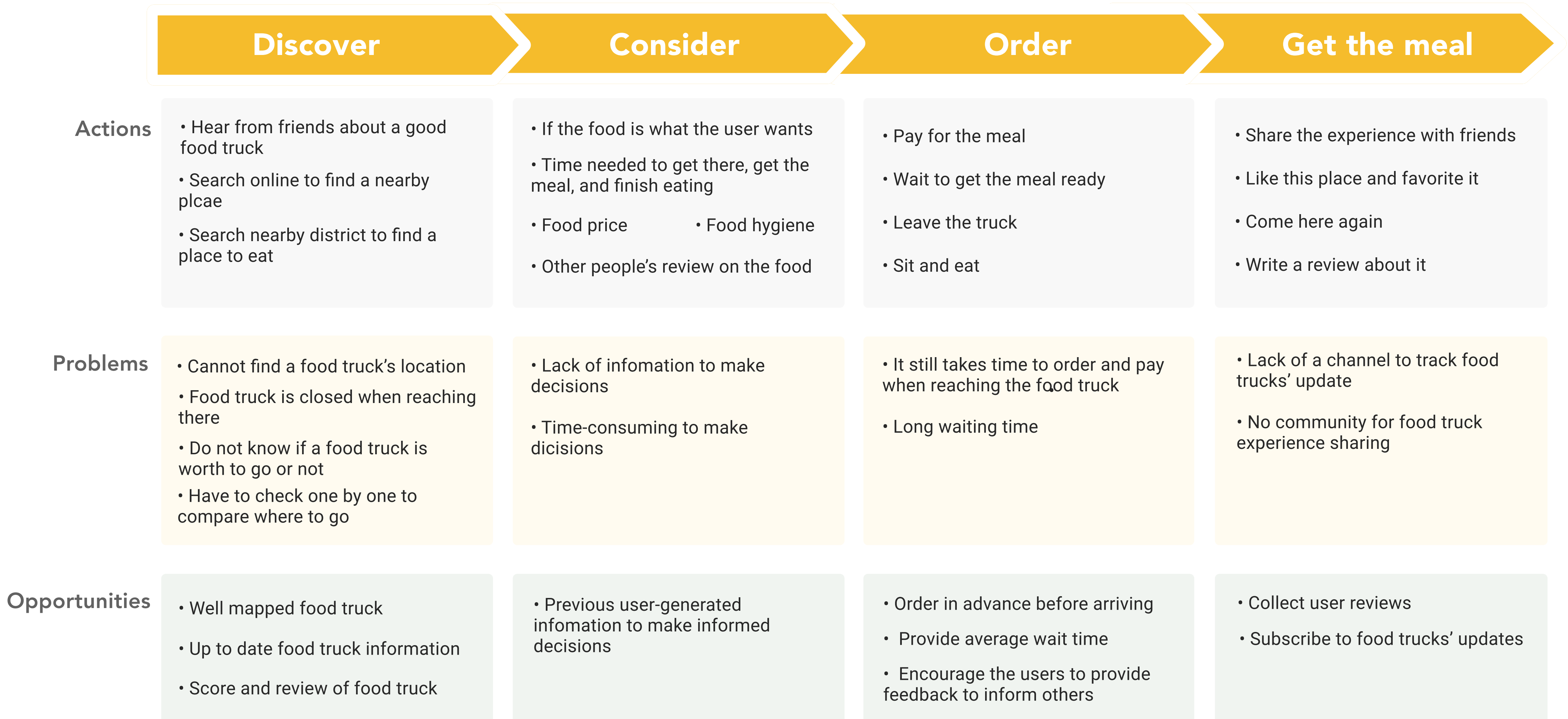
What matters for them

Price
Distance
Waiting time
Timely information
Information reliability
Friends' recommendation
Uniqueness of the food
...

What is troubling them

Cannot find a food truck
Cannot catch up with food trucks' schedule
Waiting for a long time
Outdated information for food trucks
Absence of reviews of some food trucks
Worry on food hygiene
...

What is users' journey with food trucks?



Synthesize my findings into actionable opportunities

Customers are not being well informed

- Well organized, up to date food truck location and profile make it easier to find food trucks they love.
- Allow food truck collecting and tracking.
- Personalized filtering results to streamline decision-making process.

Lack of channel to streamline customer experience

- Enable online order and payment for food truck customers.

Customers are not engaged in the community

- Create user-generated-content of food truck to inform users' decision-making.

02

Define

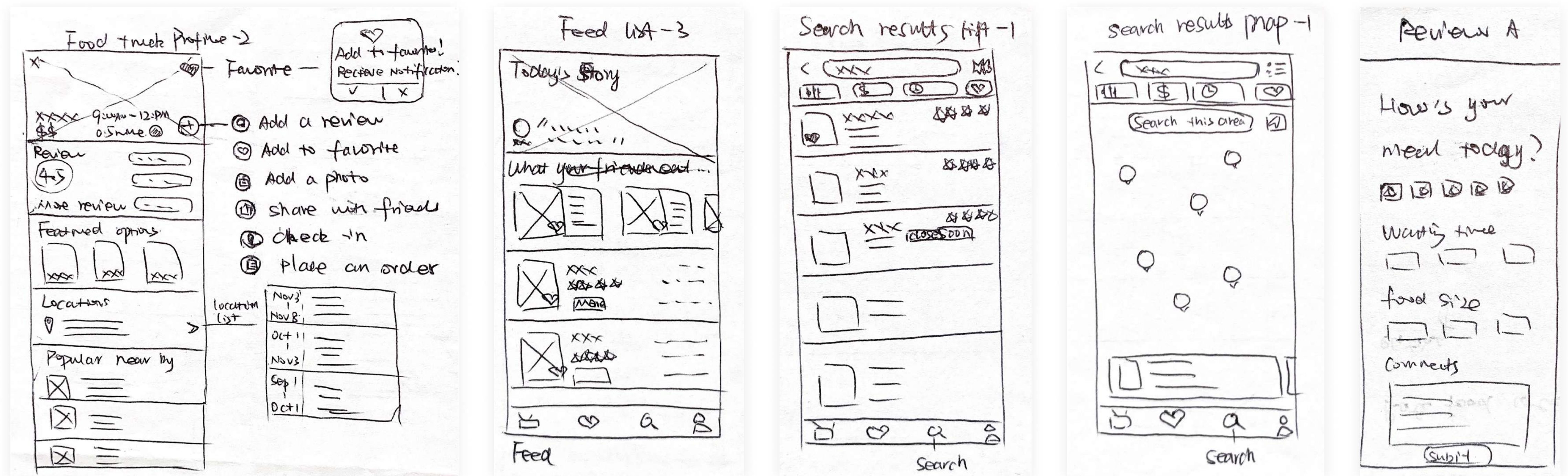
Design Principle

Design Principle

To unify the experience and ensure my design fits users' needs and meets their expectations, I defined the design principle for the Food Truck Finder.

- 1 Provide reliable and rich information to facilitate decision-making**
- 2 Deliver effortless experience during searching and browsing**
- 3 Be engaging and joyful**

My ideas grew with exploration and iteration



After getting an idea of the flow and what functionalities to keep in scope through the workshop, I tried variations of different pages, as seen above, to explore as many possibilities in this phase before narrowing down. More paper sketches can be found at: <http://tiny.cc/pvfzfz>

03

Ideate

Co-design Workshop

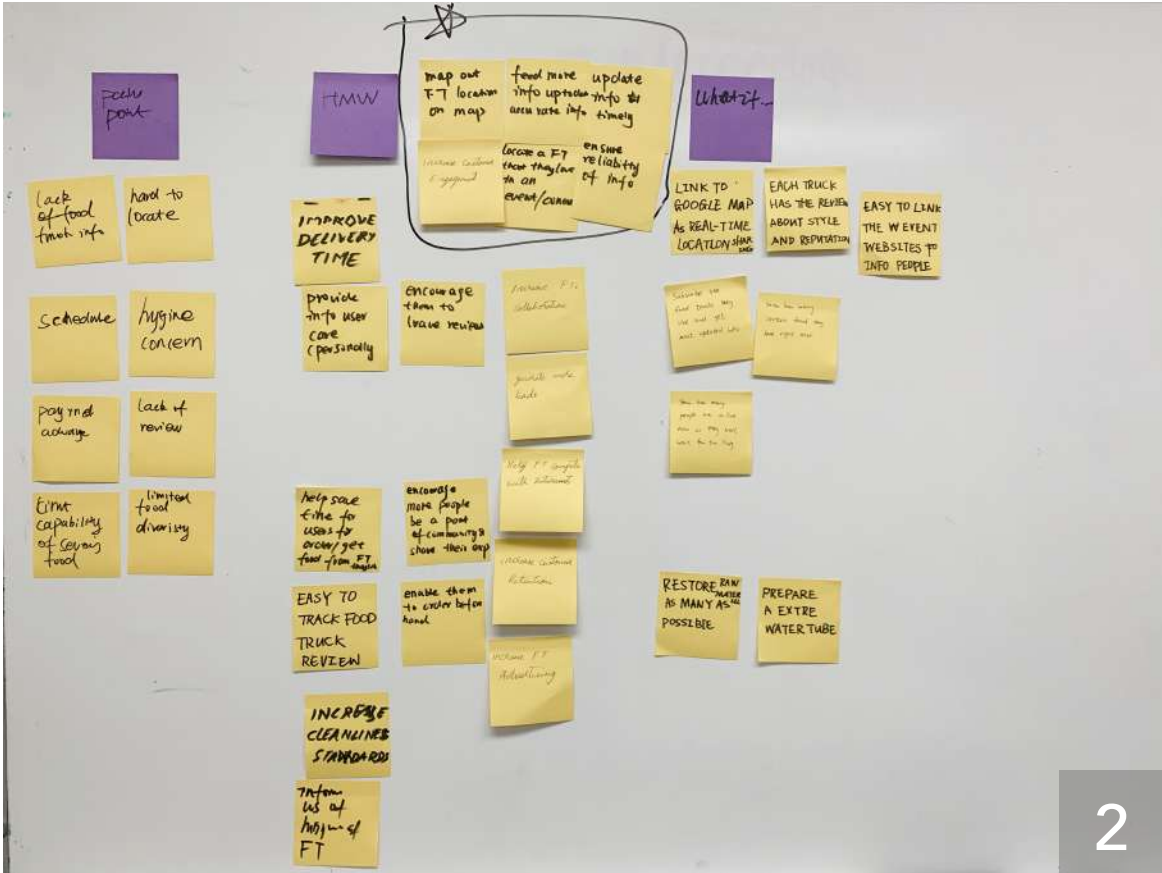
Exploration and Iteration

Participatory design

To democratize the designs with users, I conducted a co-design workshop with food truck customers. I believe people without formal design training also have great ideas. In this workshop, we have five participants, including one joining us remotely, to generate ideas following this structure:



Photos of design with users on the workshop



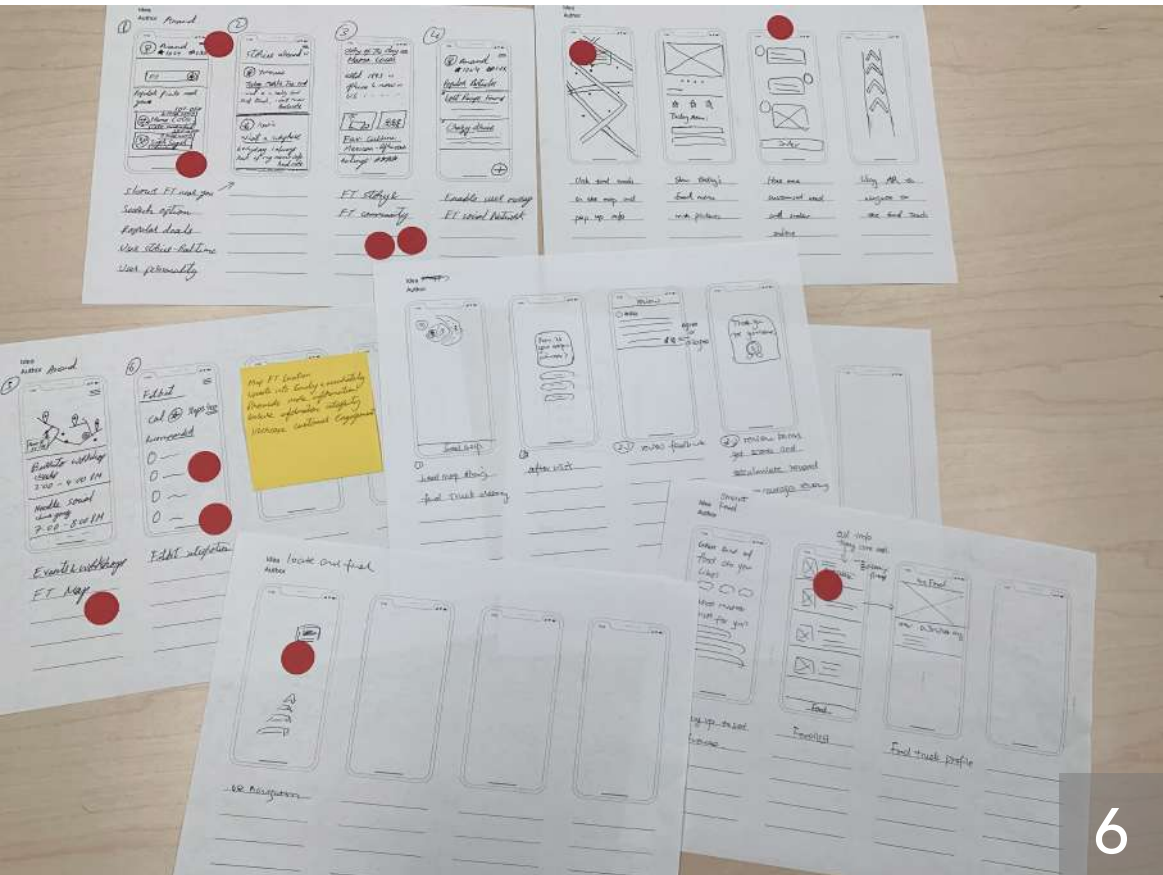
1 Understand the target user, scenarios, painpoints

2 Brainstorm HMW (How Might We) and possible solutions to catch opportunities to tackle the problems

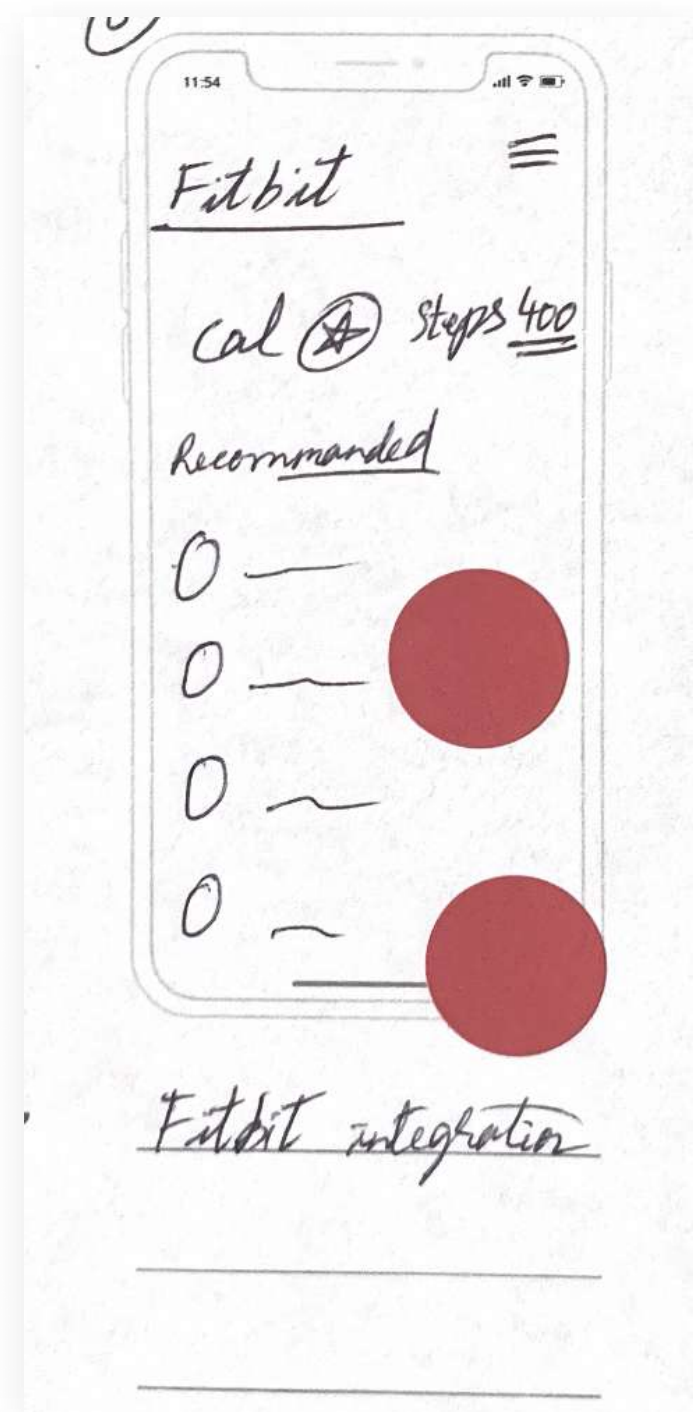
3 Sketch on paper to visualize ideas

4&5 Share and discuss ideas

6 Some of our sketches

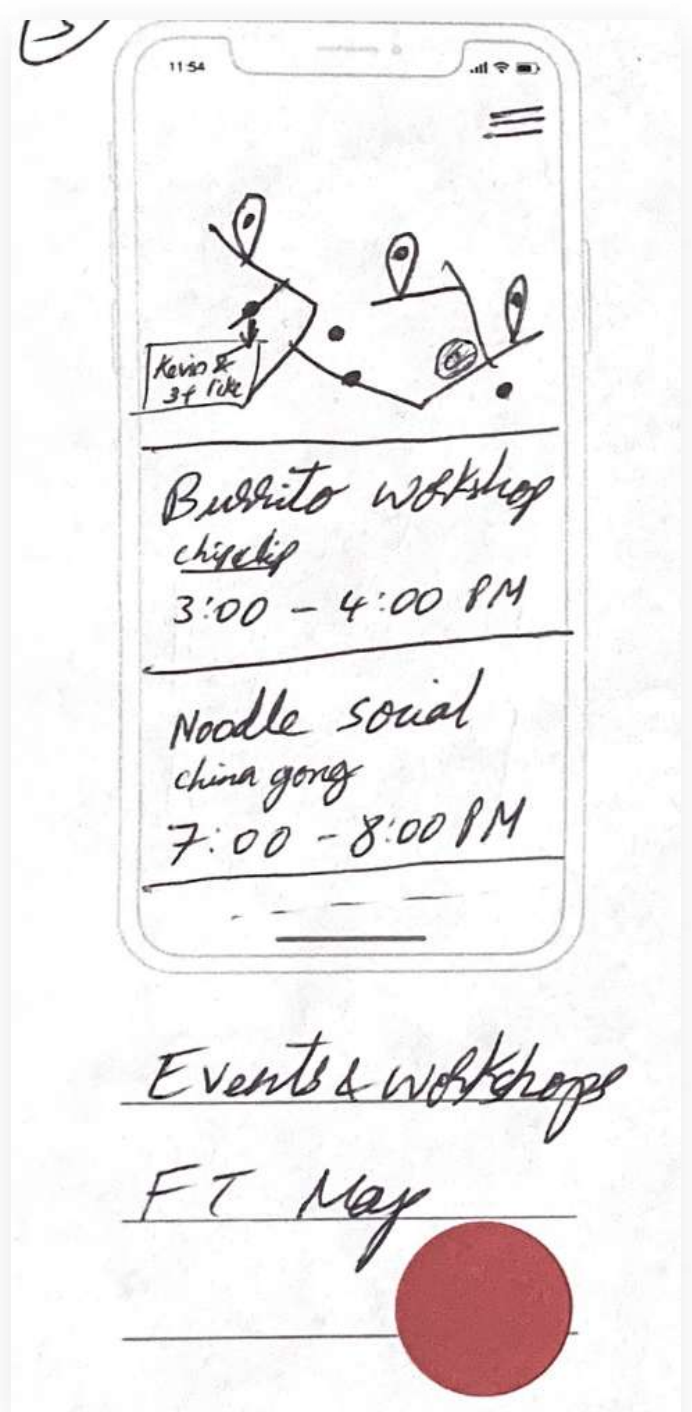


They came up with great ideas



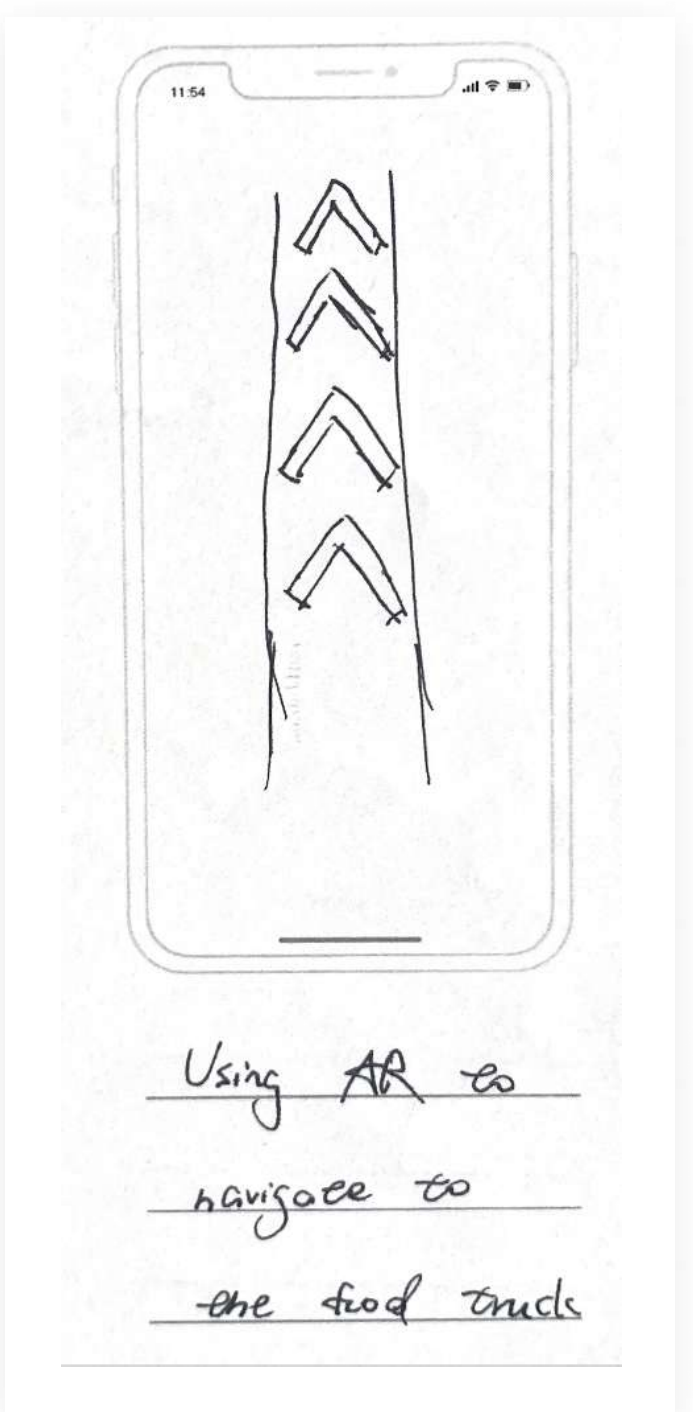
Health monitoring integration

Connect to wearable devices and make food purchase decisions based on Calorie calculation.



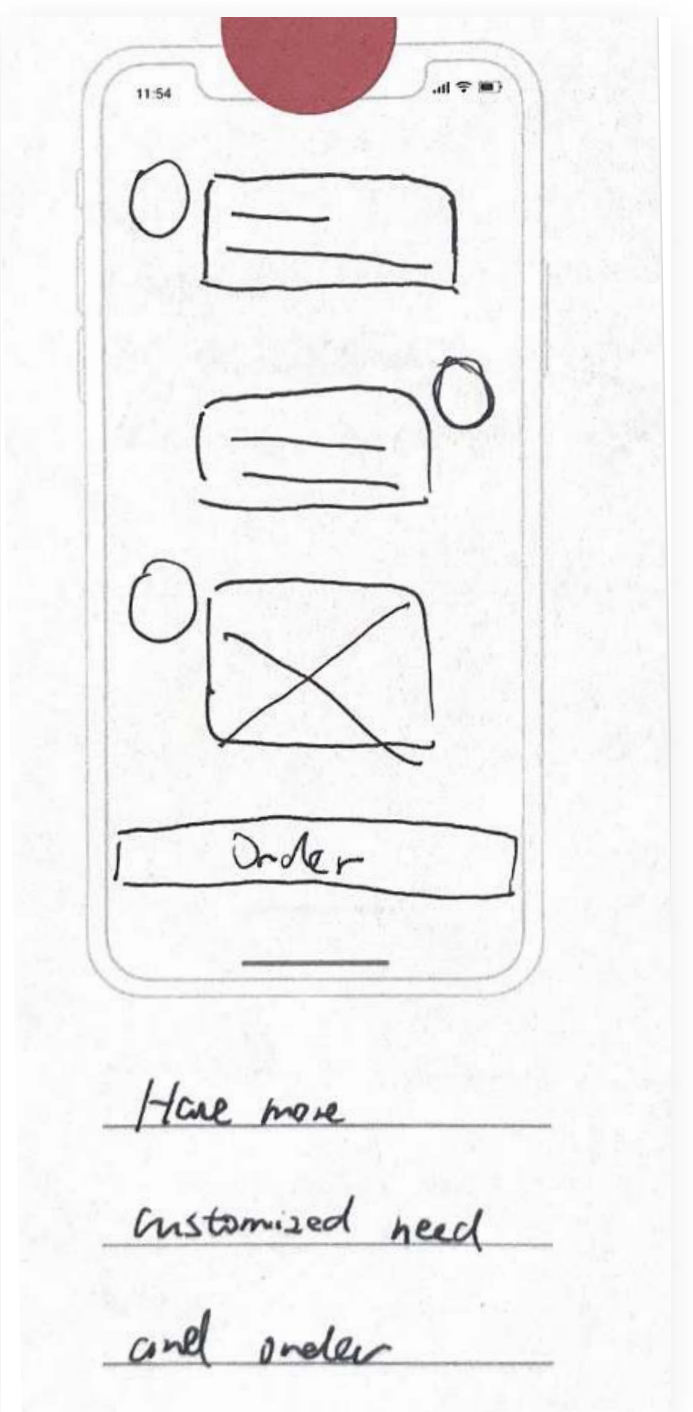
Food truck workshop

Food truck workshop host by vendors to increase user engagement.



AR powered navigation

AR map to guide users find food trucks that are hard to locate.



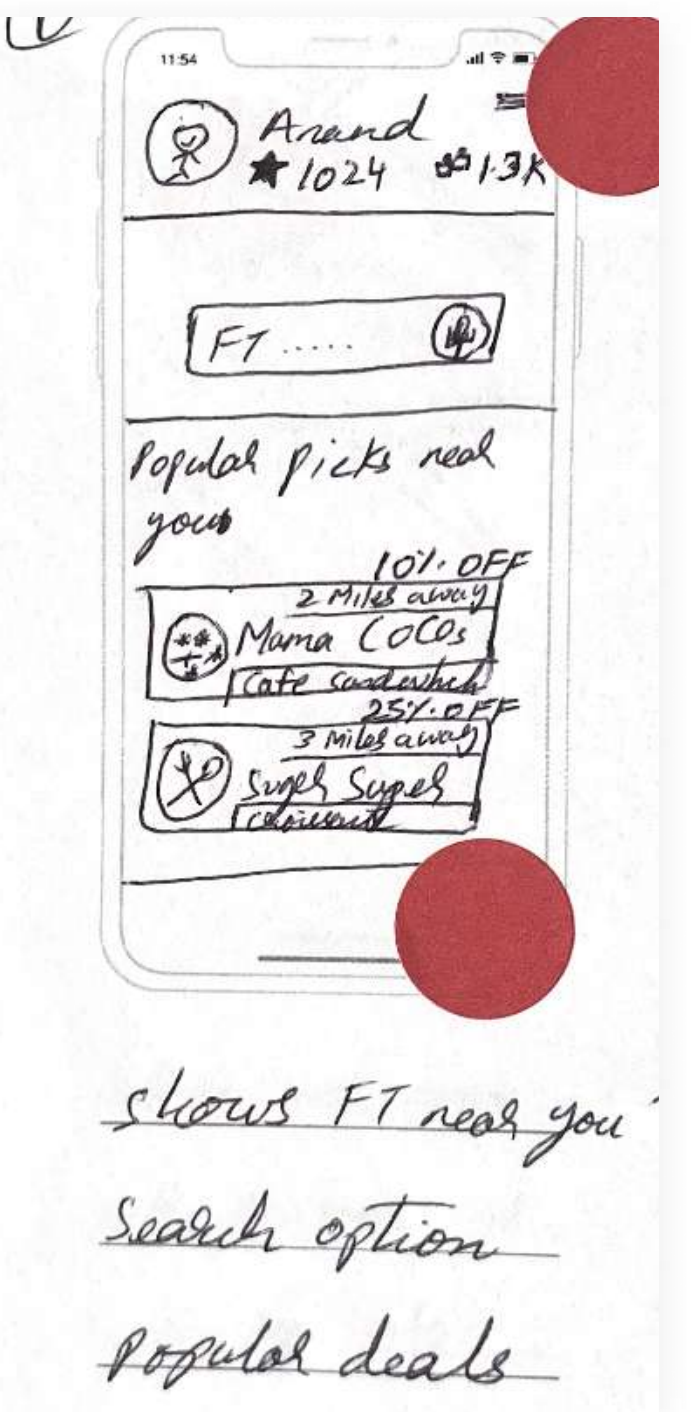
Order customization

Conversational UI empowers human experience to customize meal detail before ordering.



Story sharing

User-generated stories to feed customers, inspire decisions, and increase user engagement.

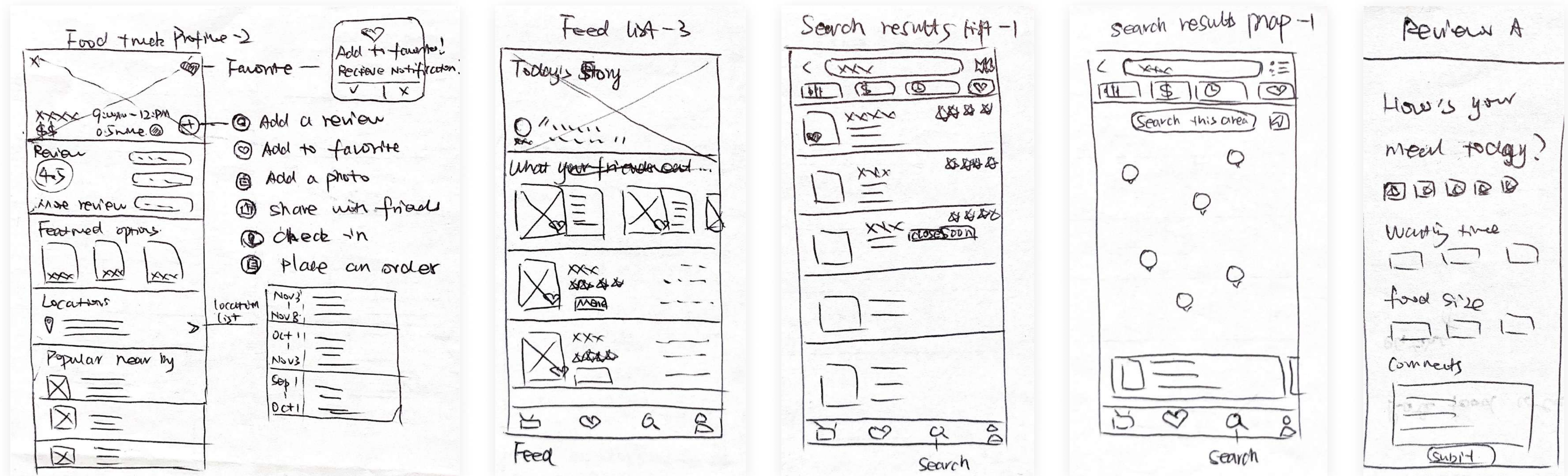


Discount and promotion

Gamify experience via having score and achievement system. Users can exchange coupons with scores.

Selected sketches

My ideas grew with exploration and iteration



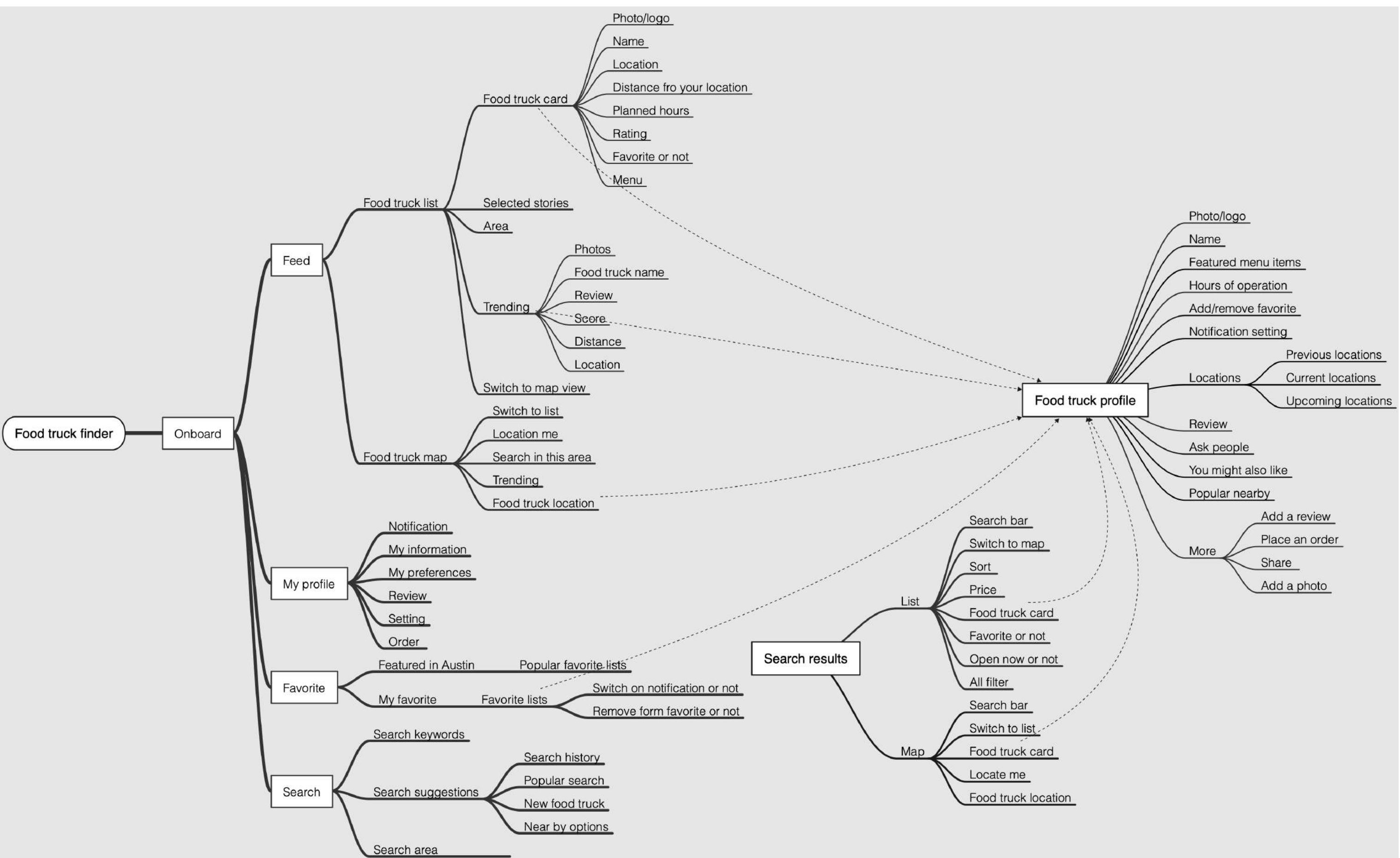
After getting an idea of the flow and what functionalities to keep in scope through the workshop, I tried variations of different pages to explore as many possibilities in this phase before narrowing down. More paper sketches can be found at:

04

Decide

Information Architecture
Design Decisions

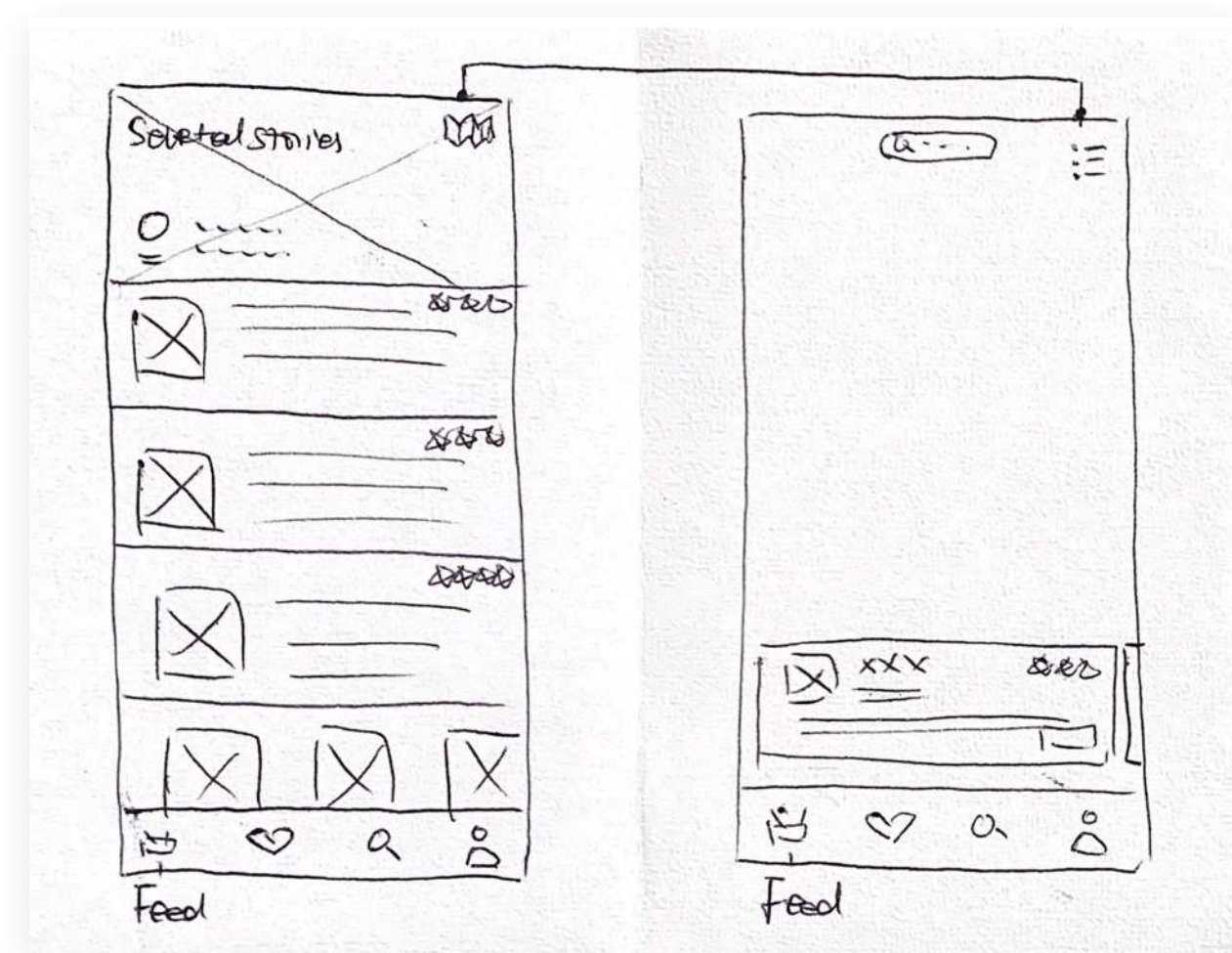
Information Architecture



After exploration and iteration, I had a clearer idea on the flow and functionalities. I mapped them out on the information diagram to facilitate further design.

Decision - How to switch between list view and map view

I came to a lot of design decisions during the process. This is one of them.



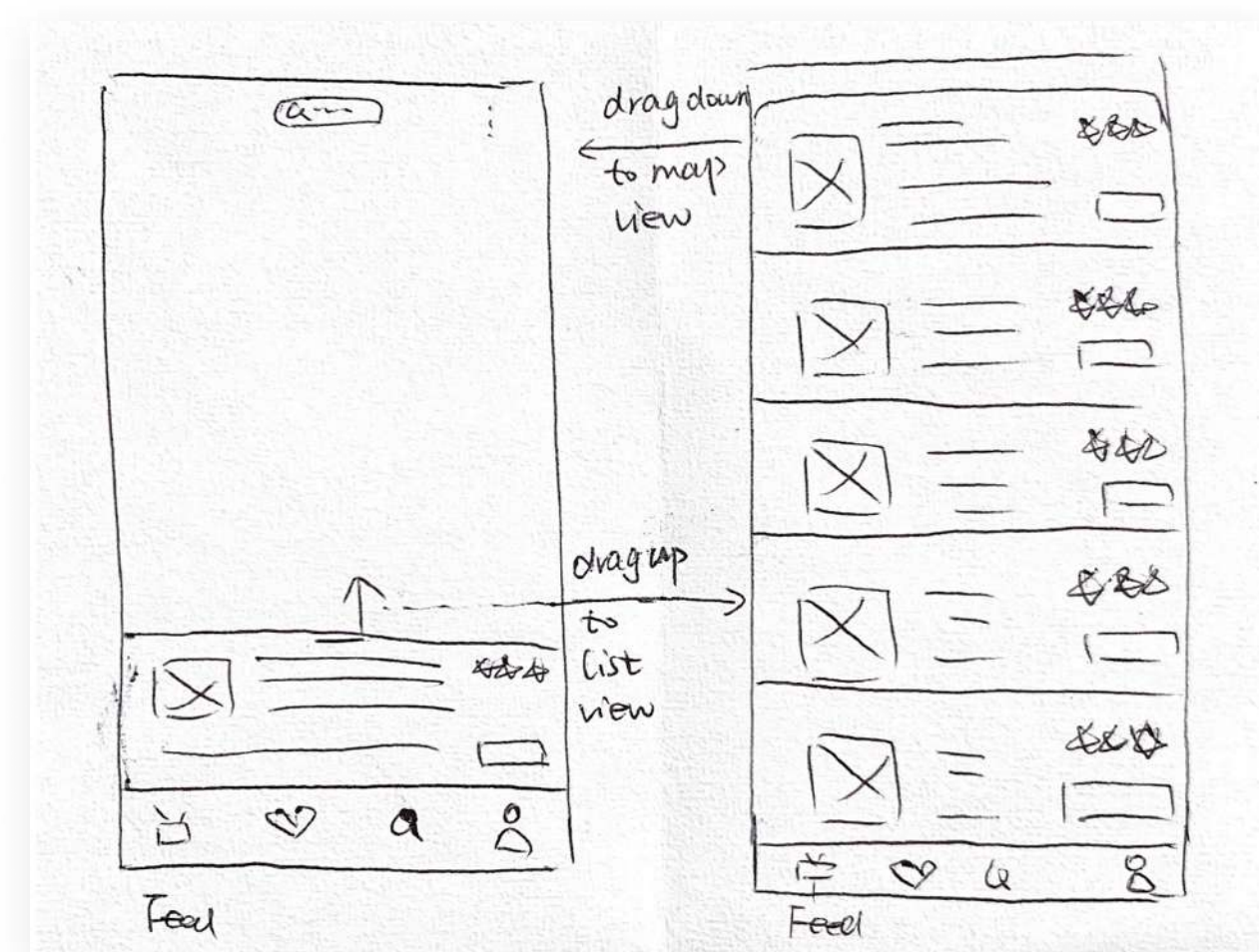
I reached a crossroads with two different interaction patterns for switching between list view and map view.

Option A : Click switch button

This is the most intuitive and straightforward way, users can click list icon to switch to list view when they are on map view and vice versa.

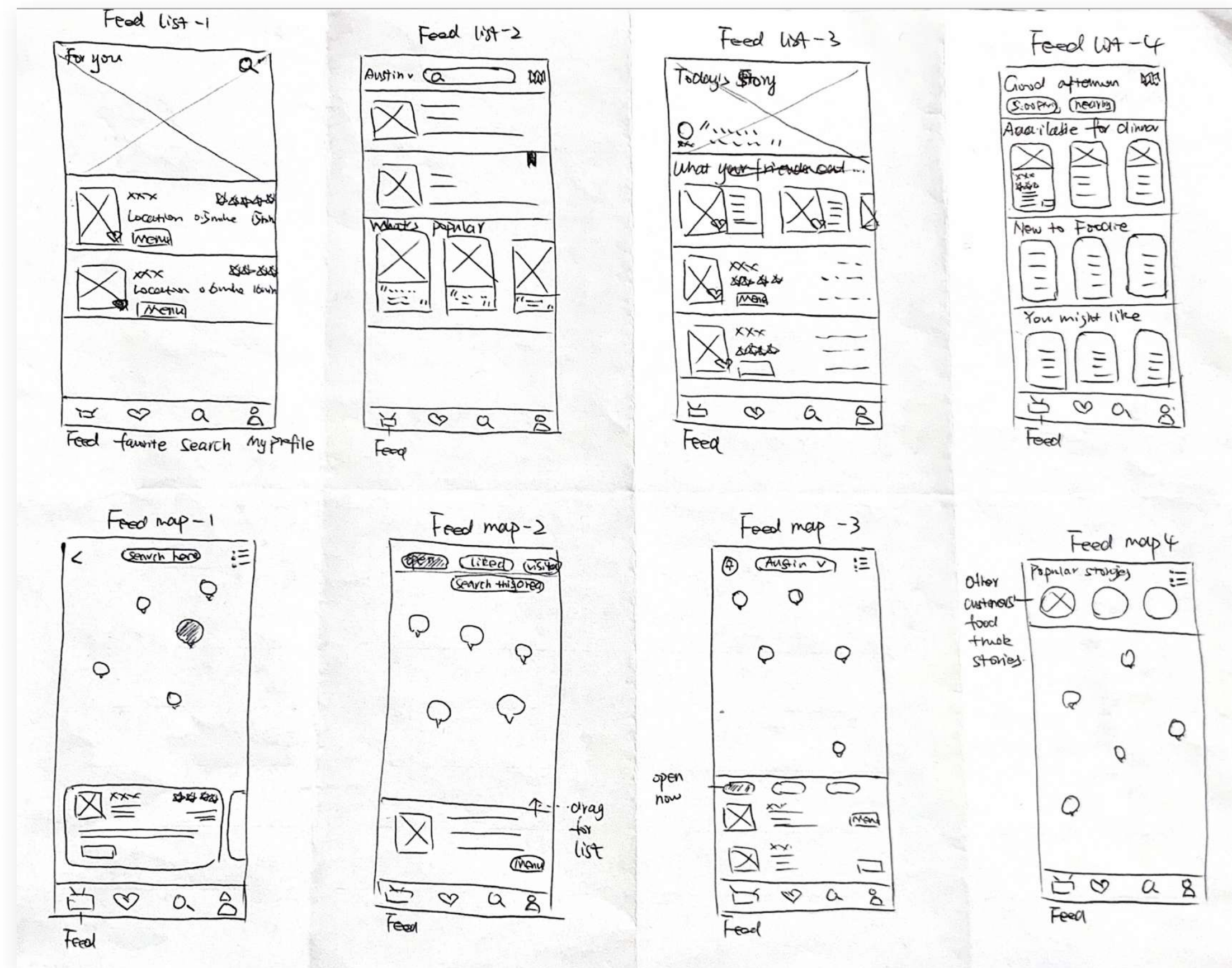
Option B : Drag list up and down

If users get familiar with this interaction, they will find it more convenient directly dragging list up from the bottom of map view screen and switch to list view; dragging down list from the top and switch to map view while keeping one card on the bottom.



I decided to use switch button to click and switch because this is the most straightforward and familiar interaction for users. Although dragging to switch can bring convenience, this is not a very frequent action to conduct. Also, I enabled the user to drag the food truck card from the bottom of the map to reach the food truck profile page, allowing them to compare options on the map with ease.

Decision - What content to feed



Optional content:

Selected stories, Popular options, Friends' selections, Interest-based recommendations, Nearby options, My favorites

I eventually chose to have selected stories, interest-based recommendations, and popular nearby options.

Stories are selected from other users' featured recommendations. This content enables users to explore options and provides them with an emotional expectation.

Collecting users' preferences and serving interest-based recommendations can release the workload for them to filter out less interesting content.

Distance is always users' primary consideration, nearby options make it effortless for them to find the nearest options. To optimize options, I decided to have **popular nearby options**.

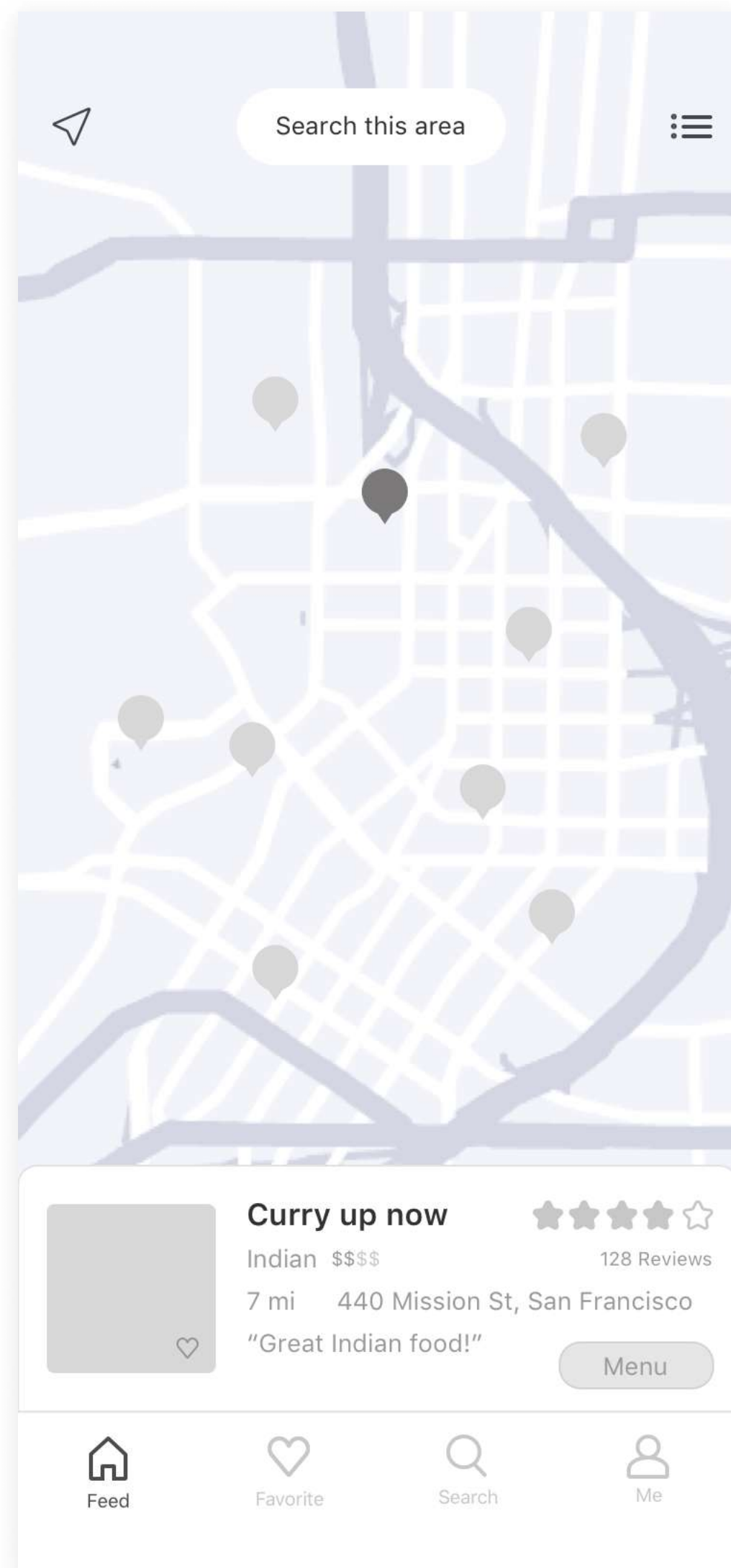
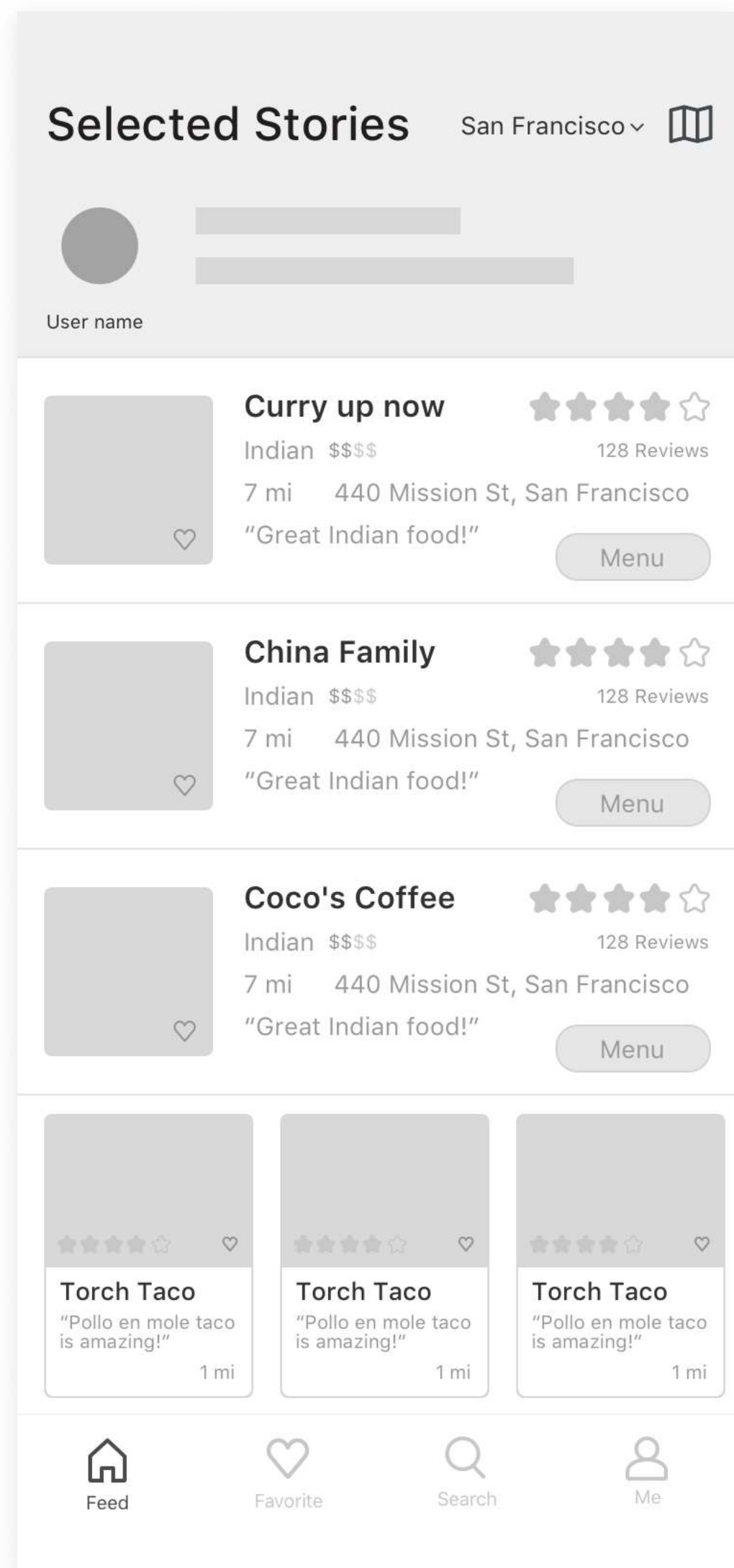
Considering a well-established community might not be available in the beginning stage, I left out friends' selections for this version. I did not include my favorite in feed page since they can get access to their favorites on favorite page.

05

Prototype

Digital Low Fidelity Prototype

Feed

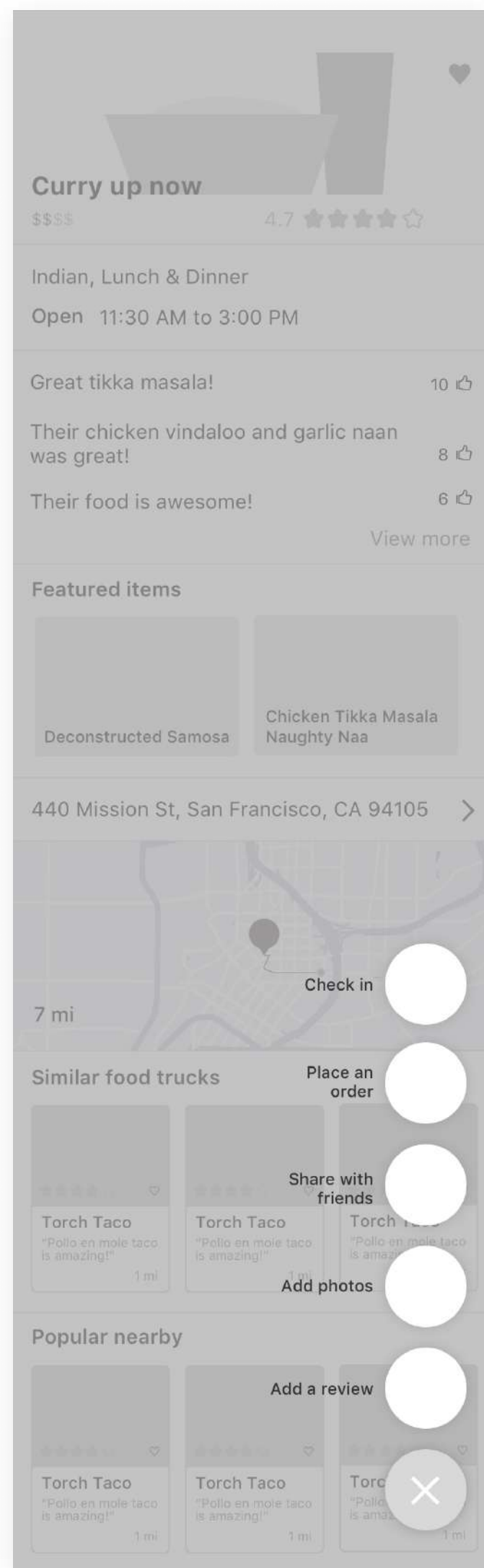
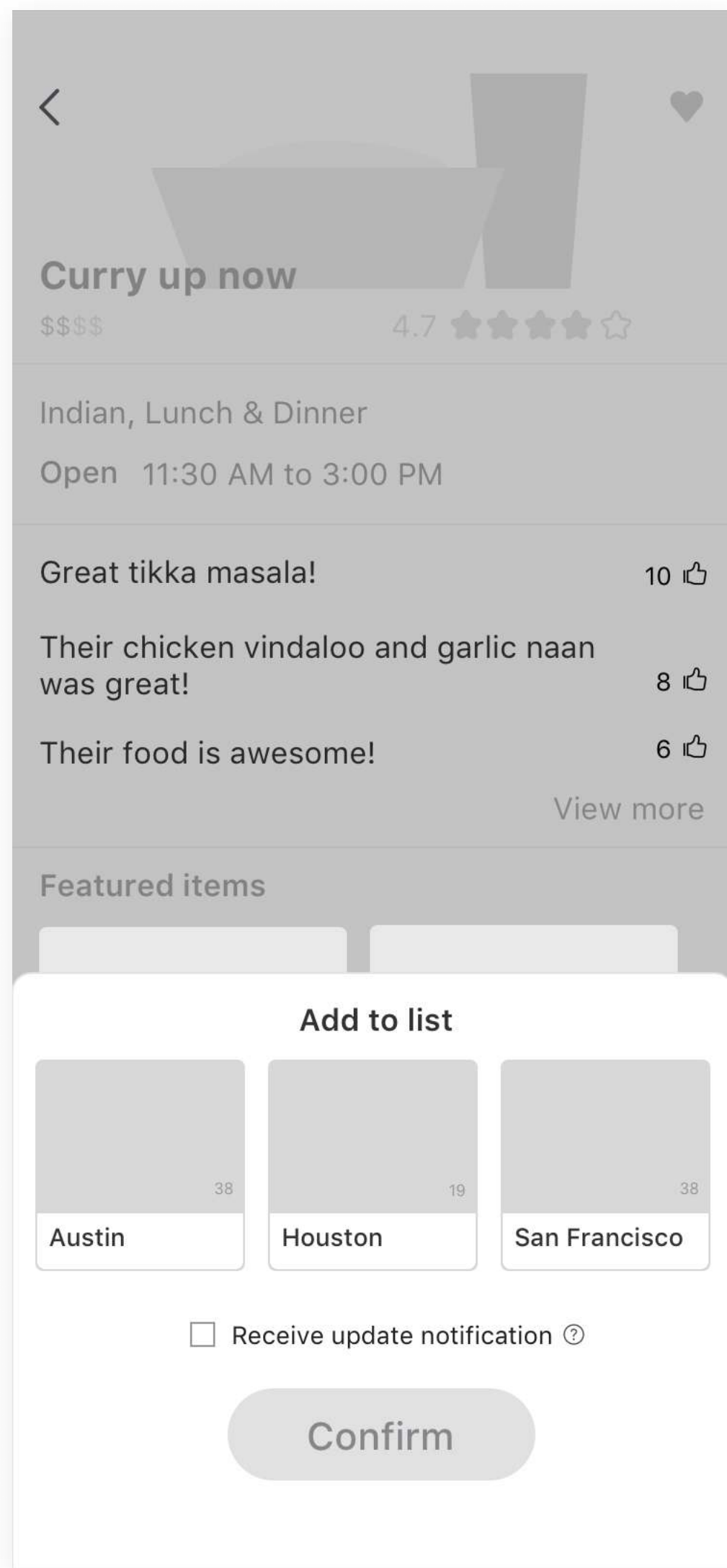
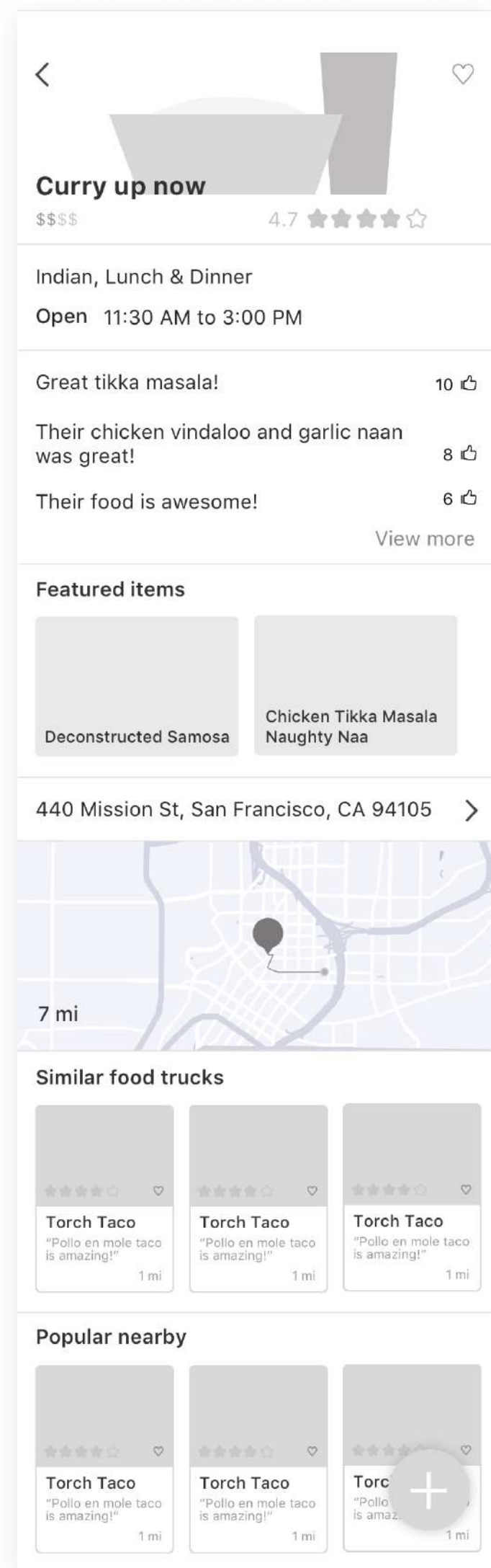


Feed page enables users to explore food truck options through selected user stories, feed list based on user interest, nearby trending, and search in assigned area.

Based on users' needs, they value food truck's price, location, and quality the most. So my design presents these information to them without jumping into another page.

To adjust different browsing needs and habits, they can switch between list view and map view, and click or drag (only on map view) a food truck card to view more details for decision-making.

Food truck profile



Food truck profile contains all information users need to know about the food truck and make their decisions.

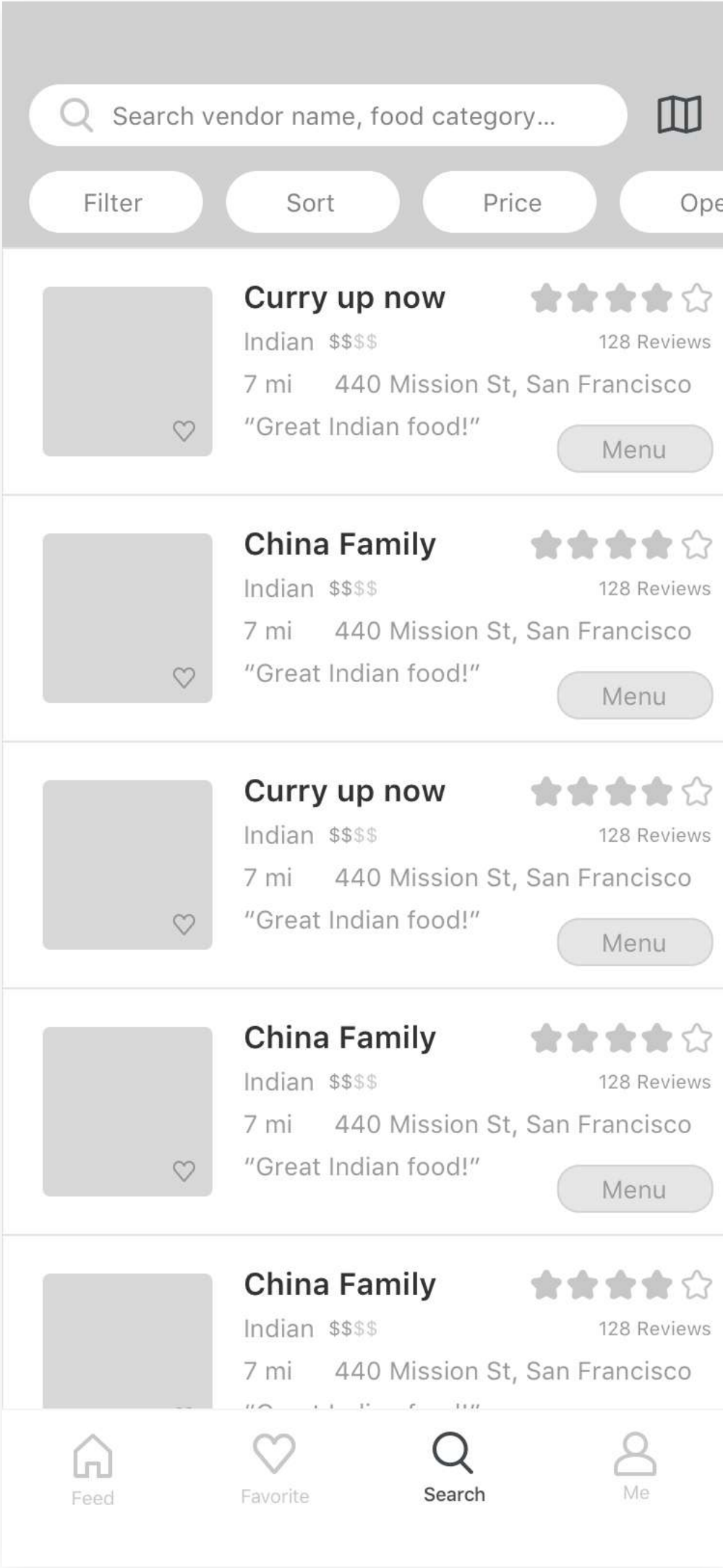
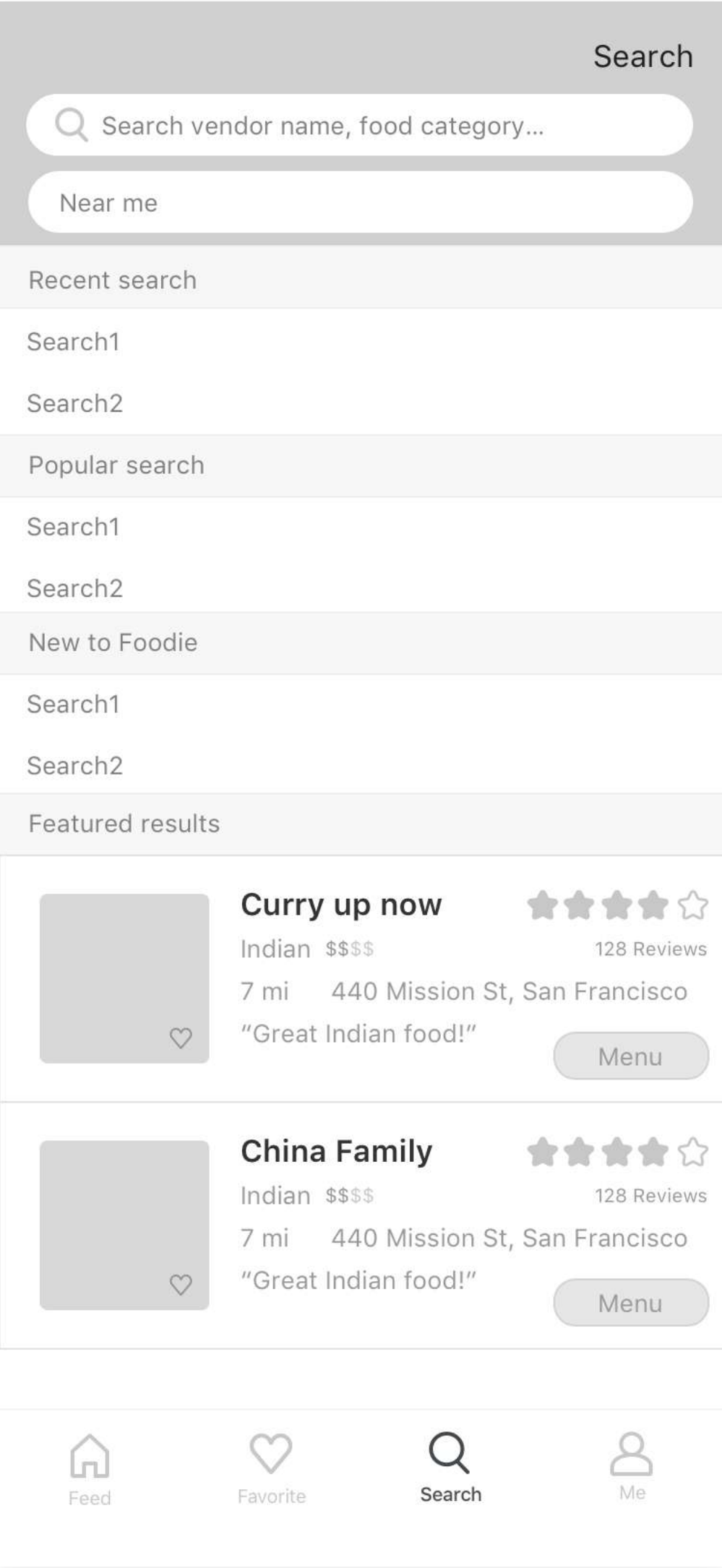
Food pictures on the top offer the straightforward visual clue for their cognition. User reviews enable them to make decisions by referring other customers' experience. With review feedback, users also join to select helpful content for each other.

More recommendations give them an easy access to explore options they might be interested in for comparison.

When adding a food truck in favorite list, the option of receiving update notification helps users stay informed of food trucks they love.

More actions encourage users to share their experience, track their visit, and order food online with ease.

Search

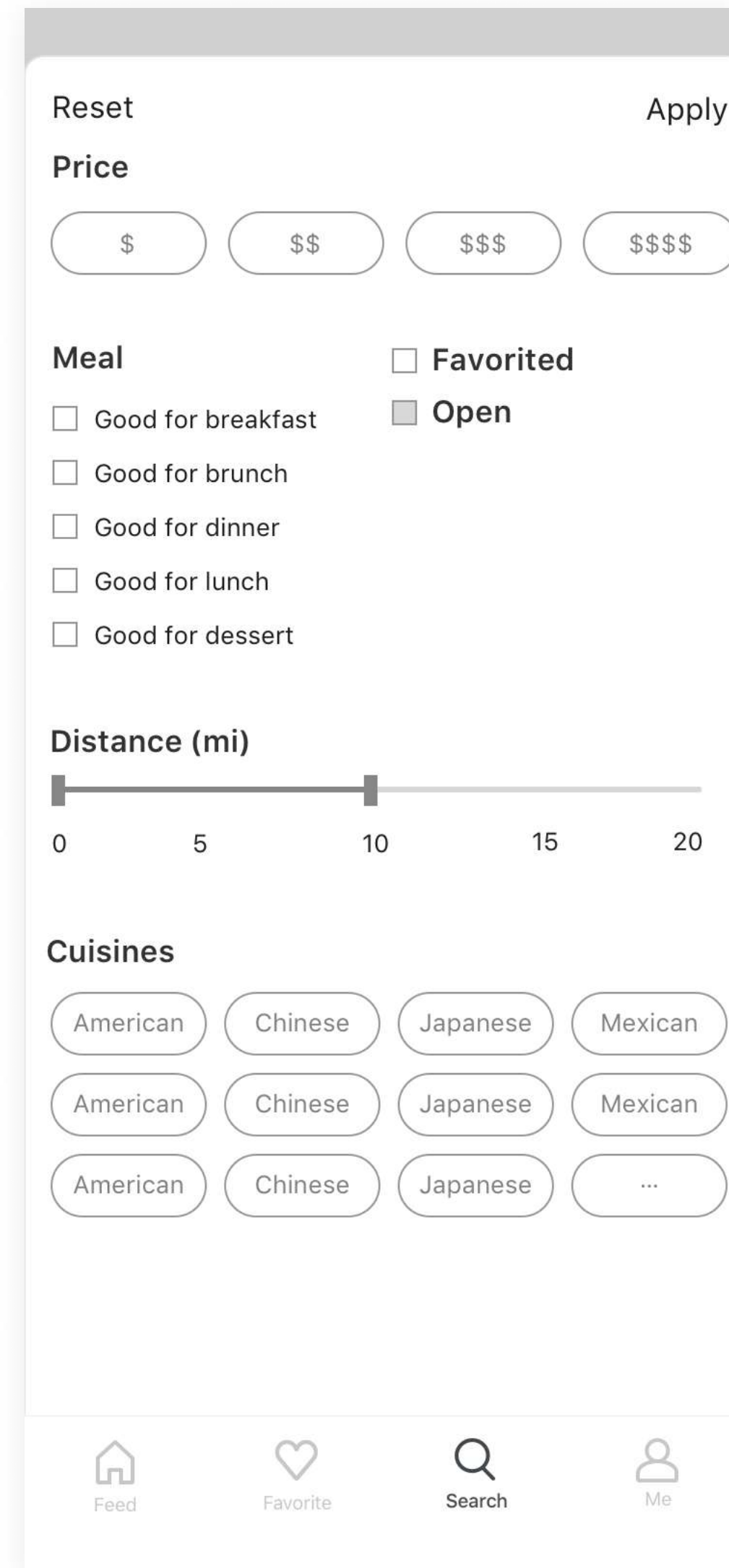
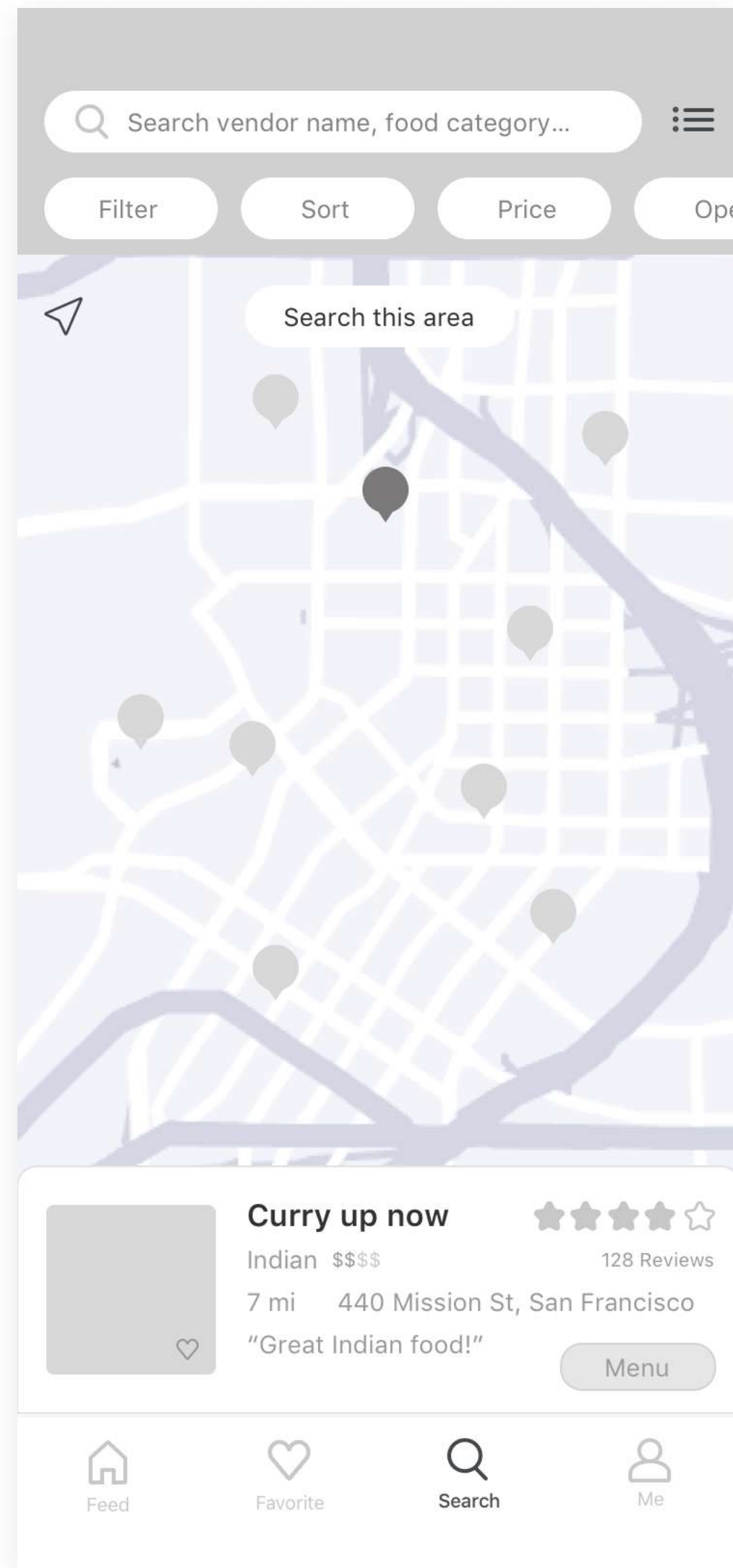


To deliver effortless experience for finding the food truck they love, during searching, users also get recommendations including search history, other users’ popular search, new options, and featured results based on a ranking system considering users previous visits, current availability, and vendor popularity.

Search result list enables users view important information they care for food truck and click to reach more details on food truck profile.

Adjustable filtering options allow them to customize search factors for their specific needs. They can set price preference on filtering bar, select currently open, and favorited resultes without opening another page.

Search

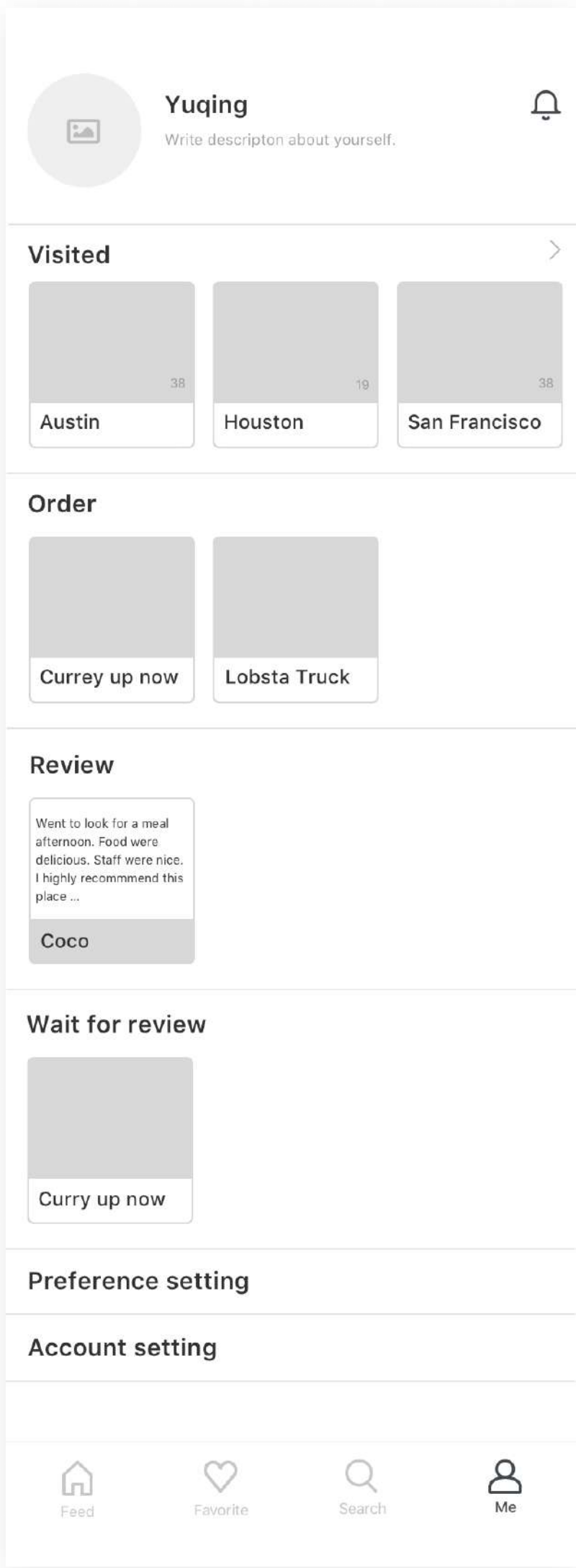
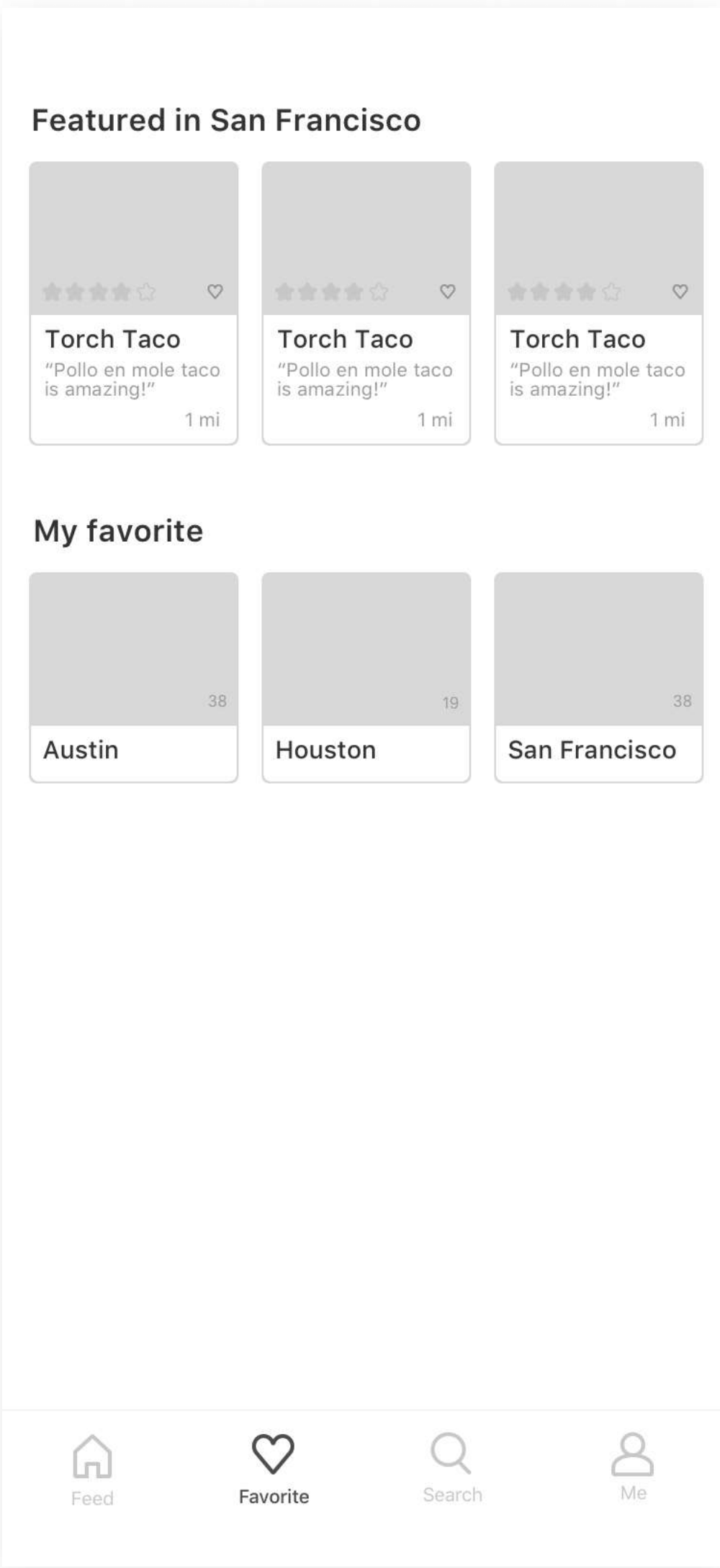
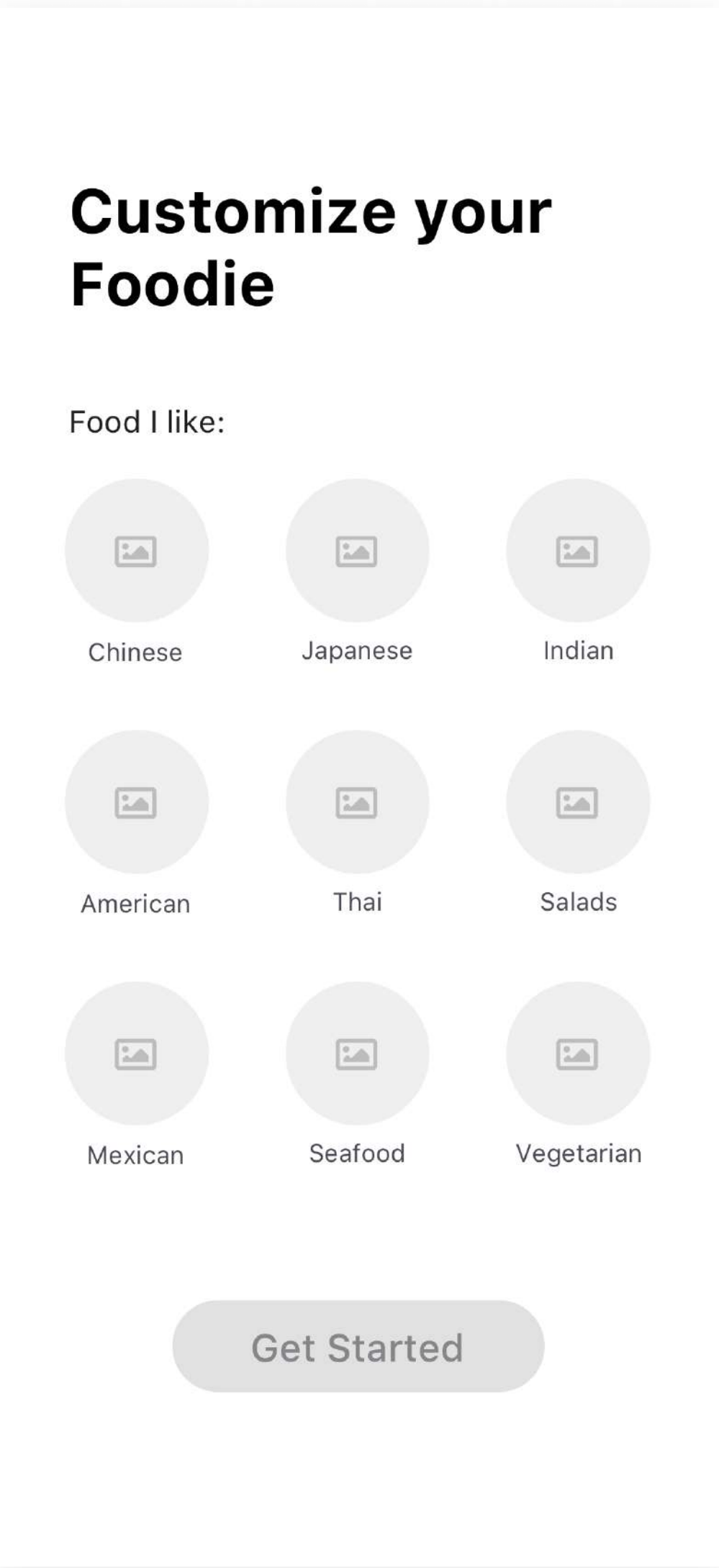


To compare food truck primarily based on location, search result is also available in map view. Users can select food truck locations on map to view their information on the card displayed on the bottom. For accessing more details, they can simply click or drag the card up to get to food truck profile page.

For adjusting search area, users can zoom in and out or drag on map to select preferred area and search.

More filtering options can also be done through filter, allowing users to get results in preferred categories.

Onboard & Favorite & Me



To streamline users' exploration for food truck, during onboarding, they can set preference to generate their future feed content.

They can view favorited food trucks and get more options from what other people like .

To track their visiting history, order history, posted review, they can get access to them on user profile.

They will receive notification when the subscribed vendor have updates and can view them in notification center.

Overall flow and Invision prototype for testing



06

Validate

User Testing

How to get the most out of an agile usability test?

“Elaborate usability tests are a waste of resources. The best results come from testing no more than 5 users and running as many small tests as you can afford.”

—Jakob Nielsen

I got five users available for usability testing. To get the most relevant data to drive my insights, I list the following tasks and let user walk through them to find out any friction during the process:

Navigate to a food truck profile through search

Find a food truck nearby

Favorite a food truck

Find how to place an order

Find food truck's upcoming locations

Were users able to complete tasks successfully?

Tasks	Navigate to a food truck profile through search	Find a food truck nearby	Favorite a food truck	Find how to place an order	Find food truck's upcoming locations	Other notes
User #1	PASS	PASS	PASS	Did not find it. Did not click add button.	Did not find it. Did not recognize that where the access to see locations is	N/A
User #2	PASS	PASS	PASS	PASS	PASS	Felt information in food truck profile is not very straightforward and not able to facilitate fast decisions
User #3	PASS	PASS	PASS	PASS	PASS	Wanted to see food picture first before everything
User #4	PASS	Tried to sort by distance, but sorting is not functional yet on prototype	PASS	Felt need more accessible way to place an order	PASS	Wanted to view distance in food truck profile in a primary location
User #5	PASS	PASS	Favorite icon is too small in some cards	PASS	PASS	Felt no need to keep menu access that dominant on food truck list

What did users say?

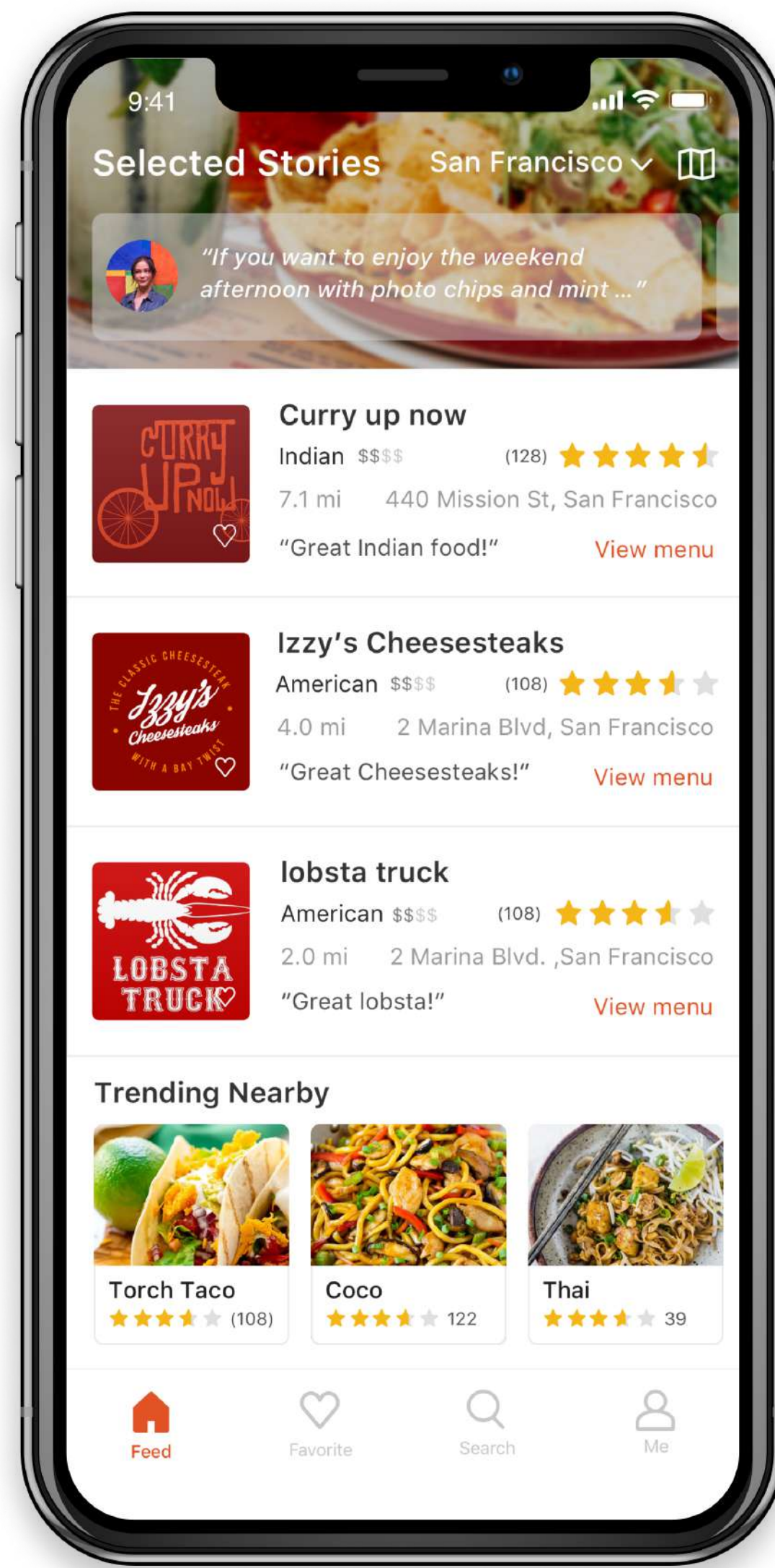
“I like to have some inspirations when I do not know what to search.
– User #1

“It makes sense overall. I got all information I need. I just wanted to see more pictures first to know if I want to eat there .
– User #3

“I care a lot about price and distance. I wanted to see them when I first get to the page without scrolling down.
– User #4

Overall takeaways

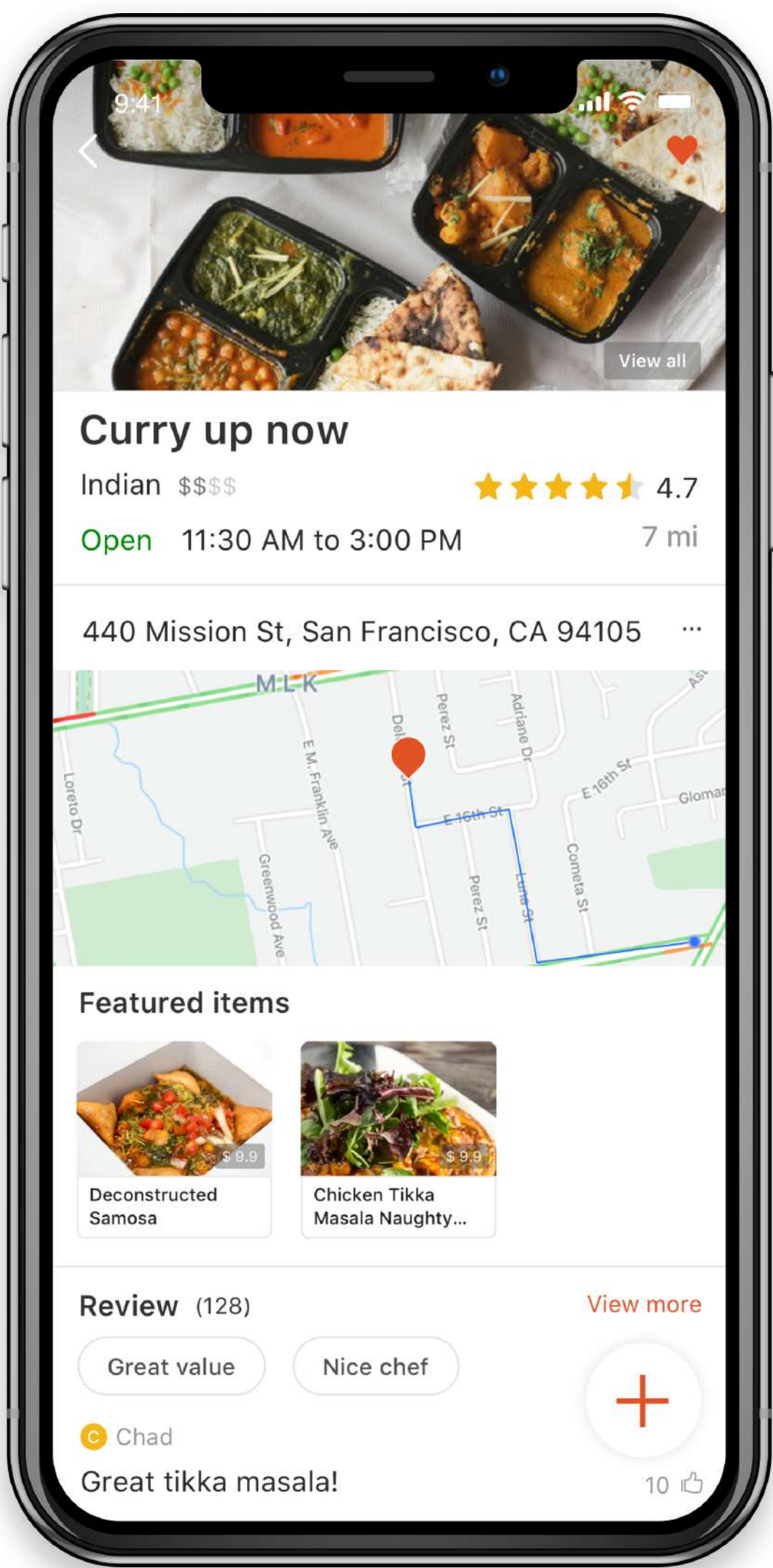
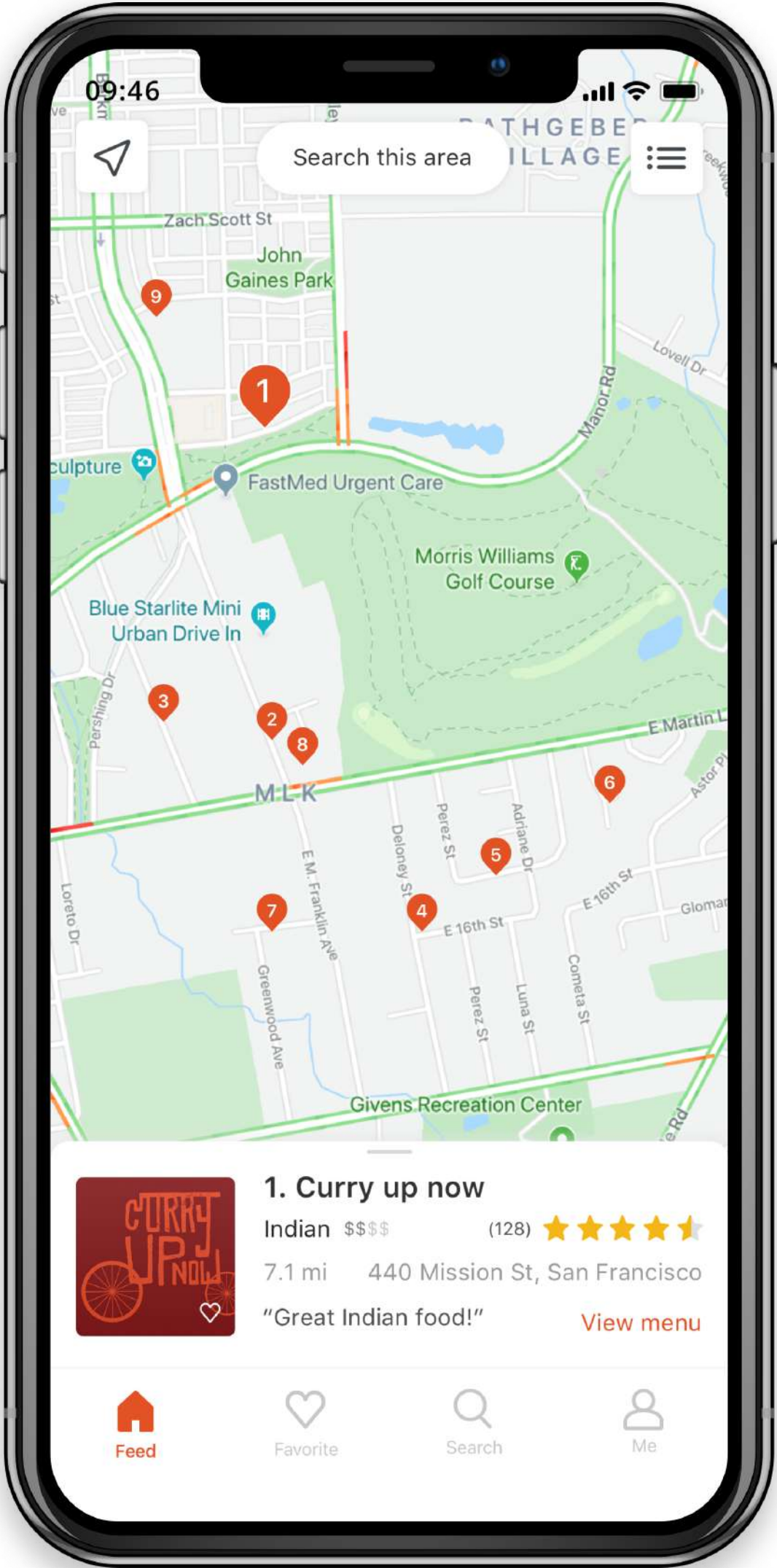
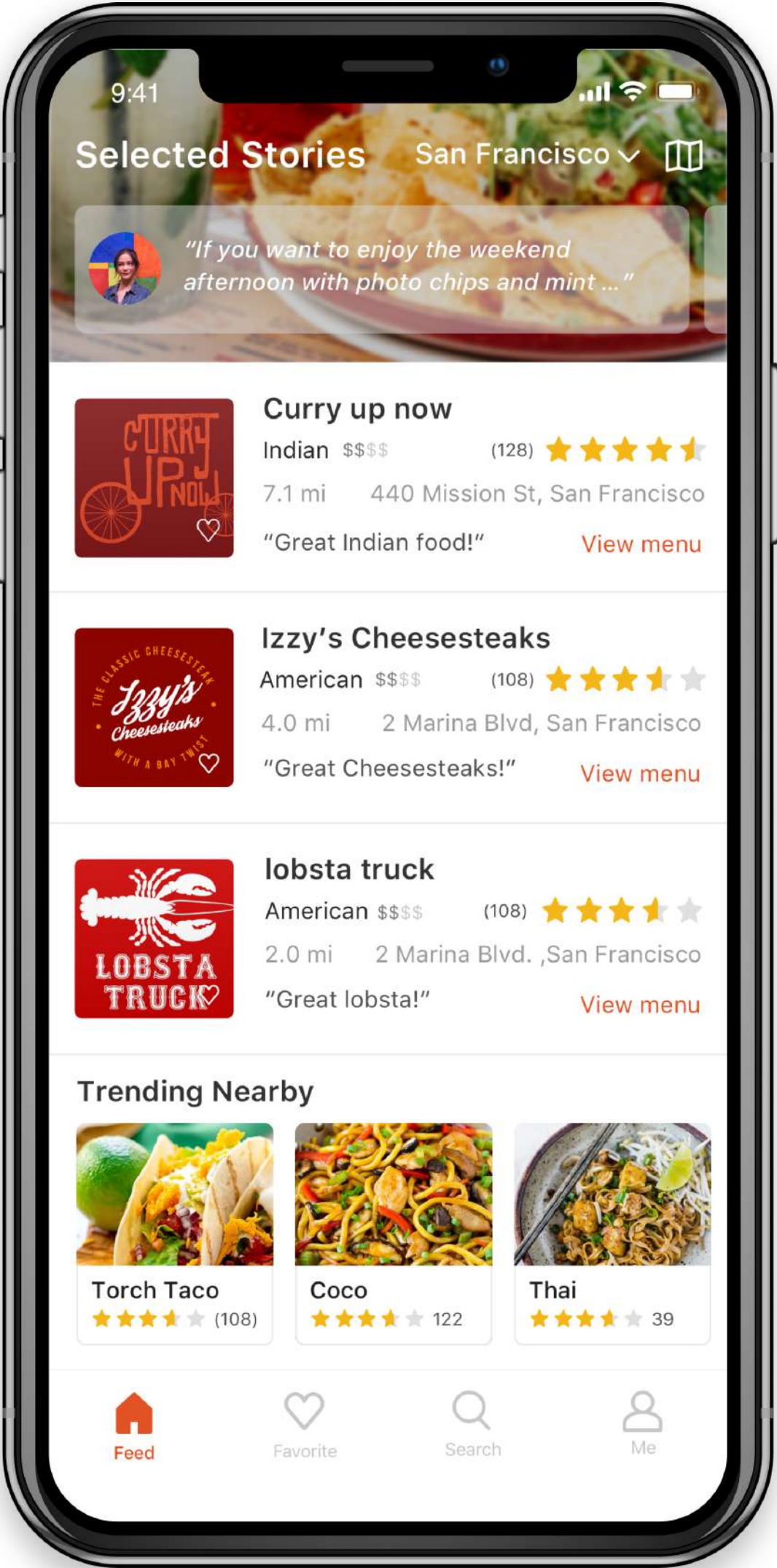
- 1 Know what information is most important for users and present them first**
- 2 There is too much information on food truck profile**
- 3 Recommendations are helpful during searching and browsing**
- 4 Need color hierarchy and icons to signify possible actions better**



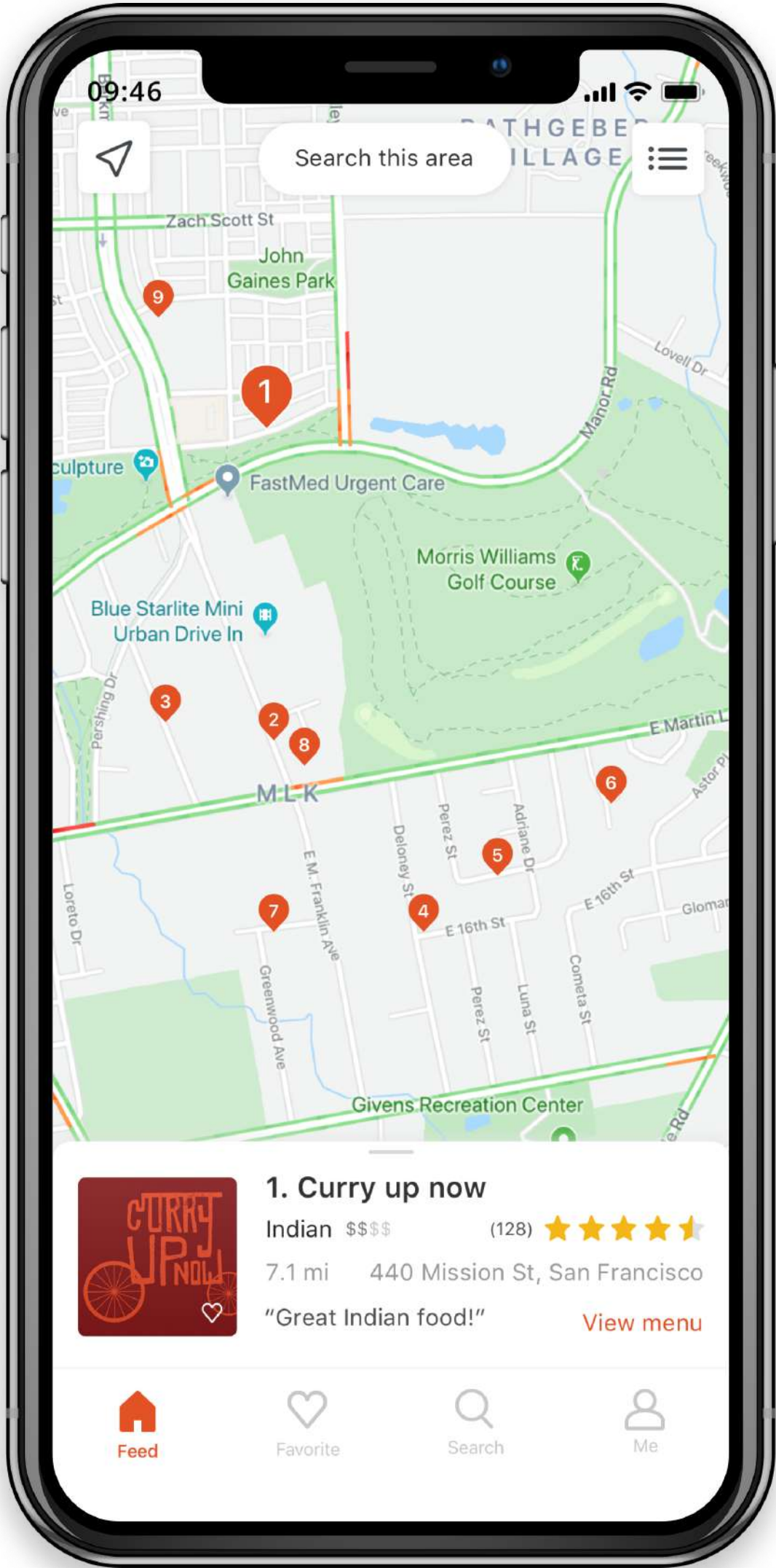
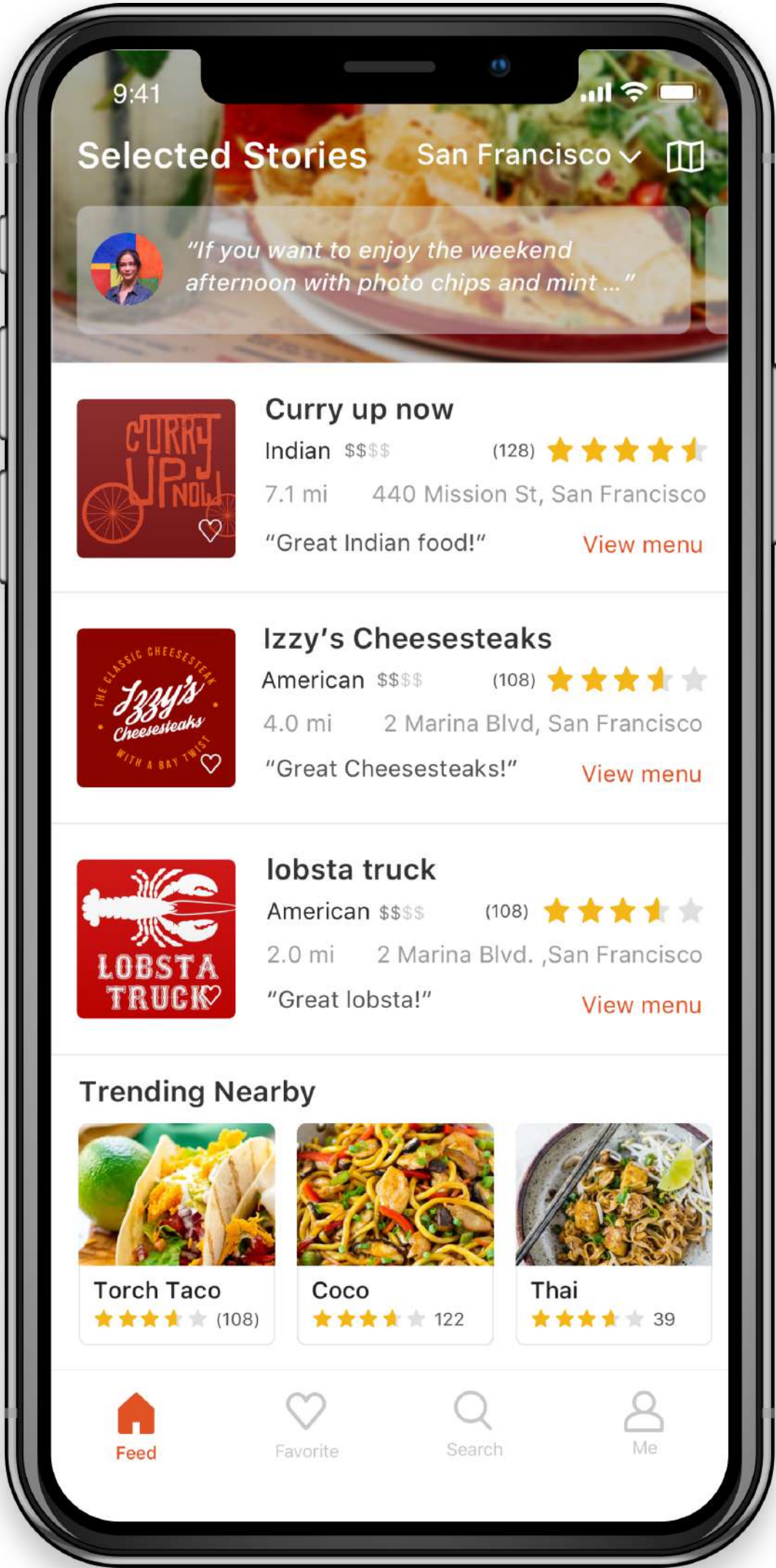
Foodie

Food truck finder in your pocket

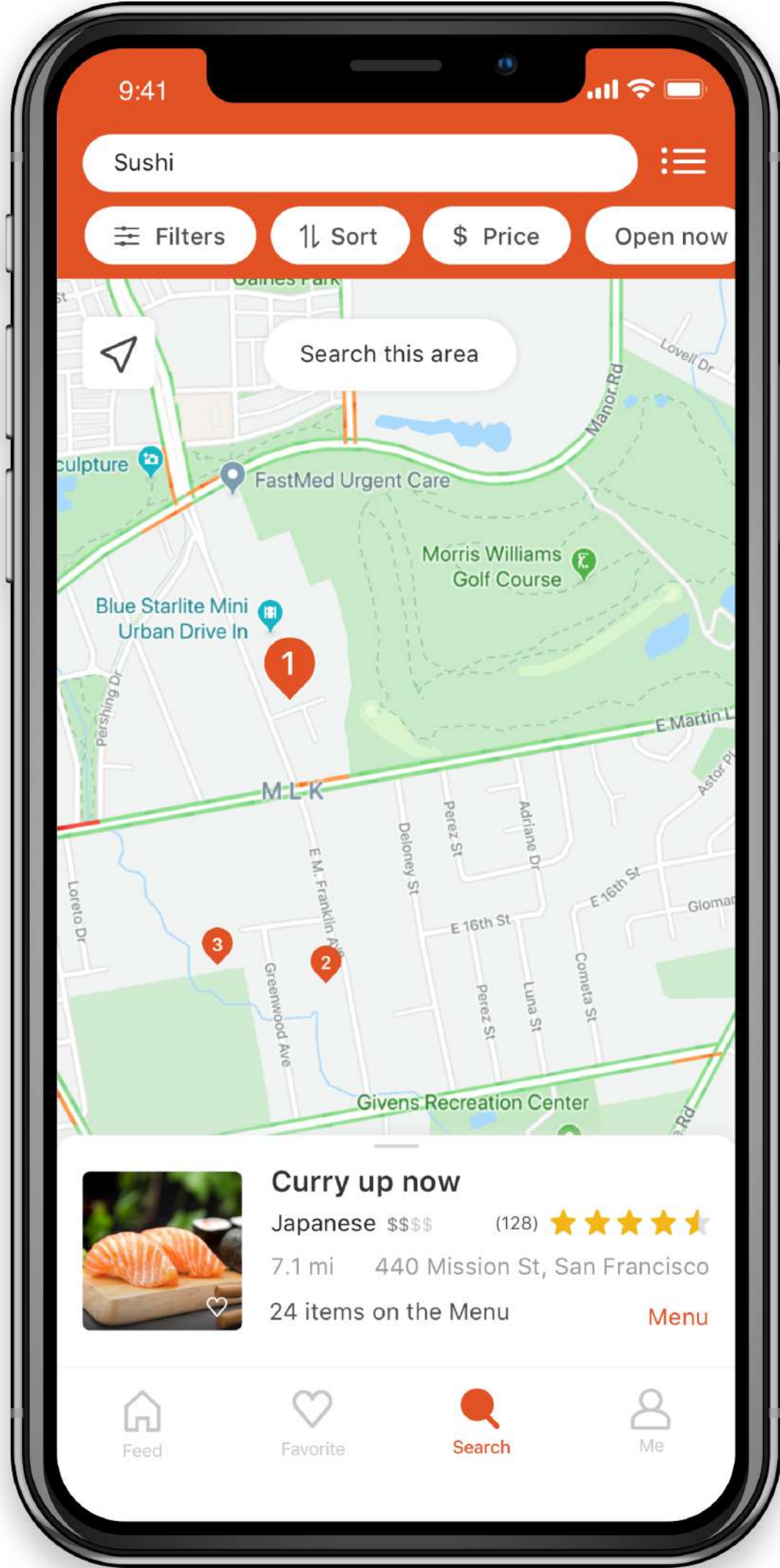
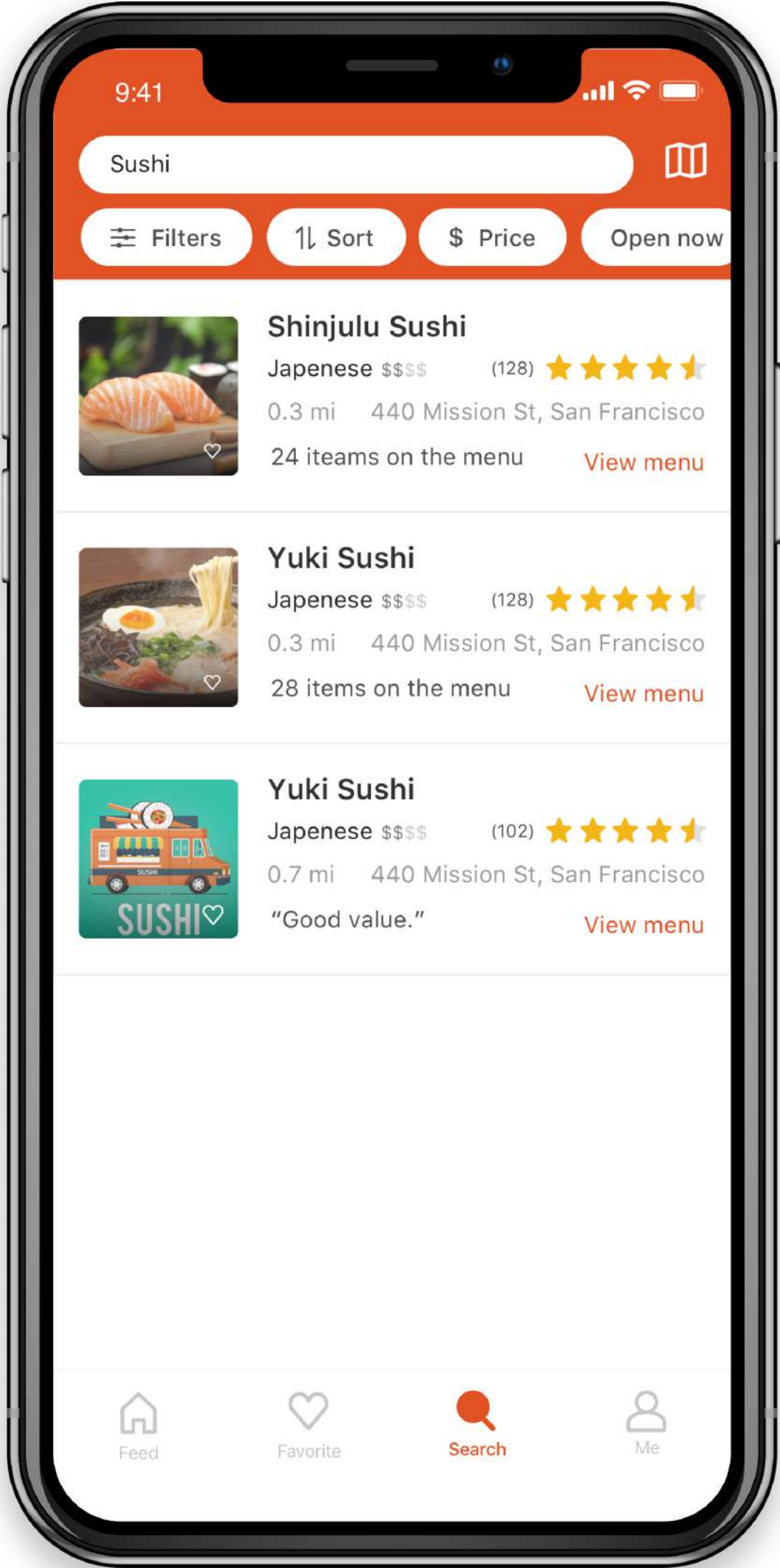
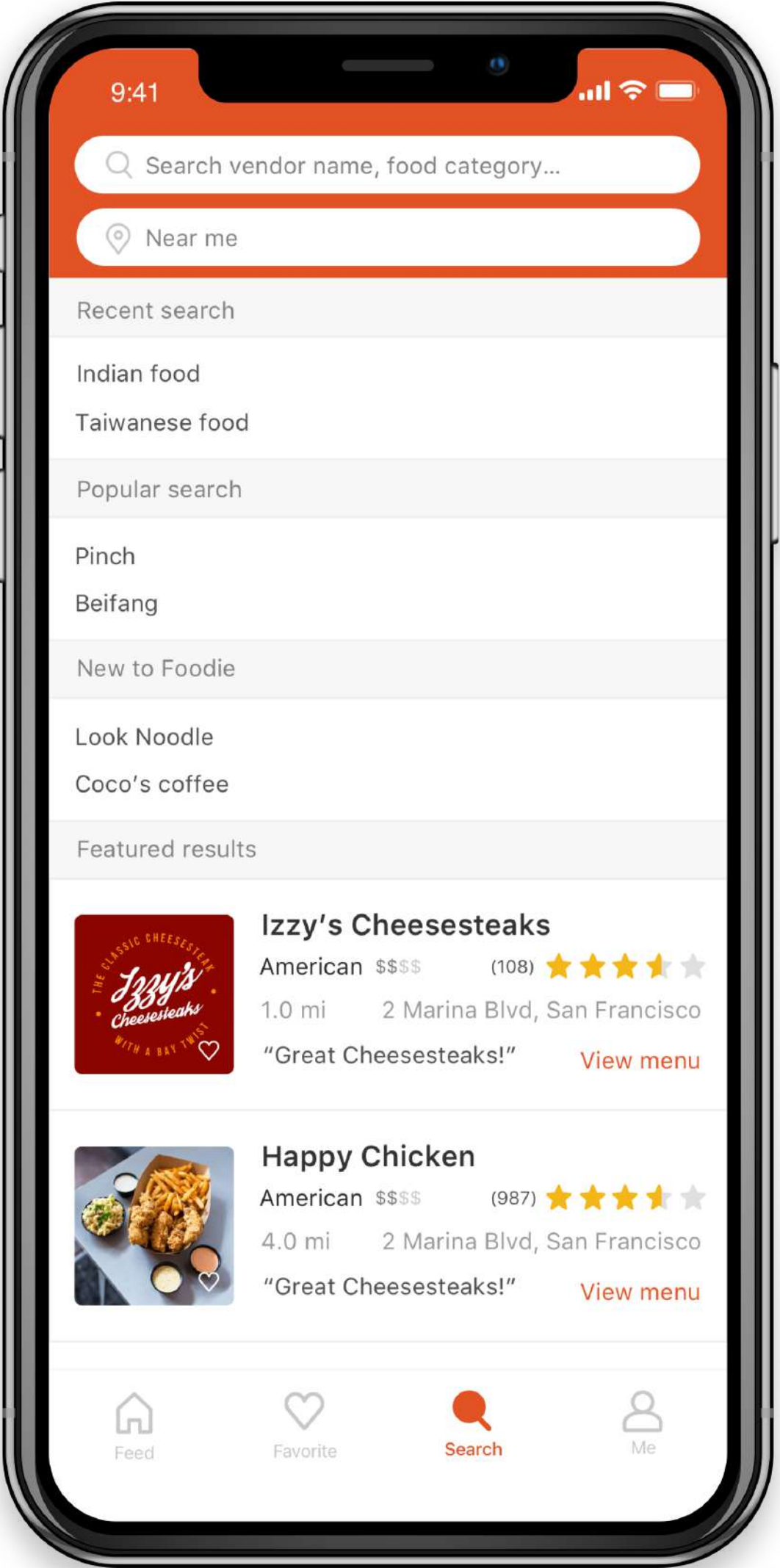
Food truck feed, search and profile



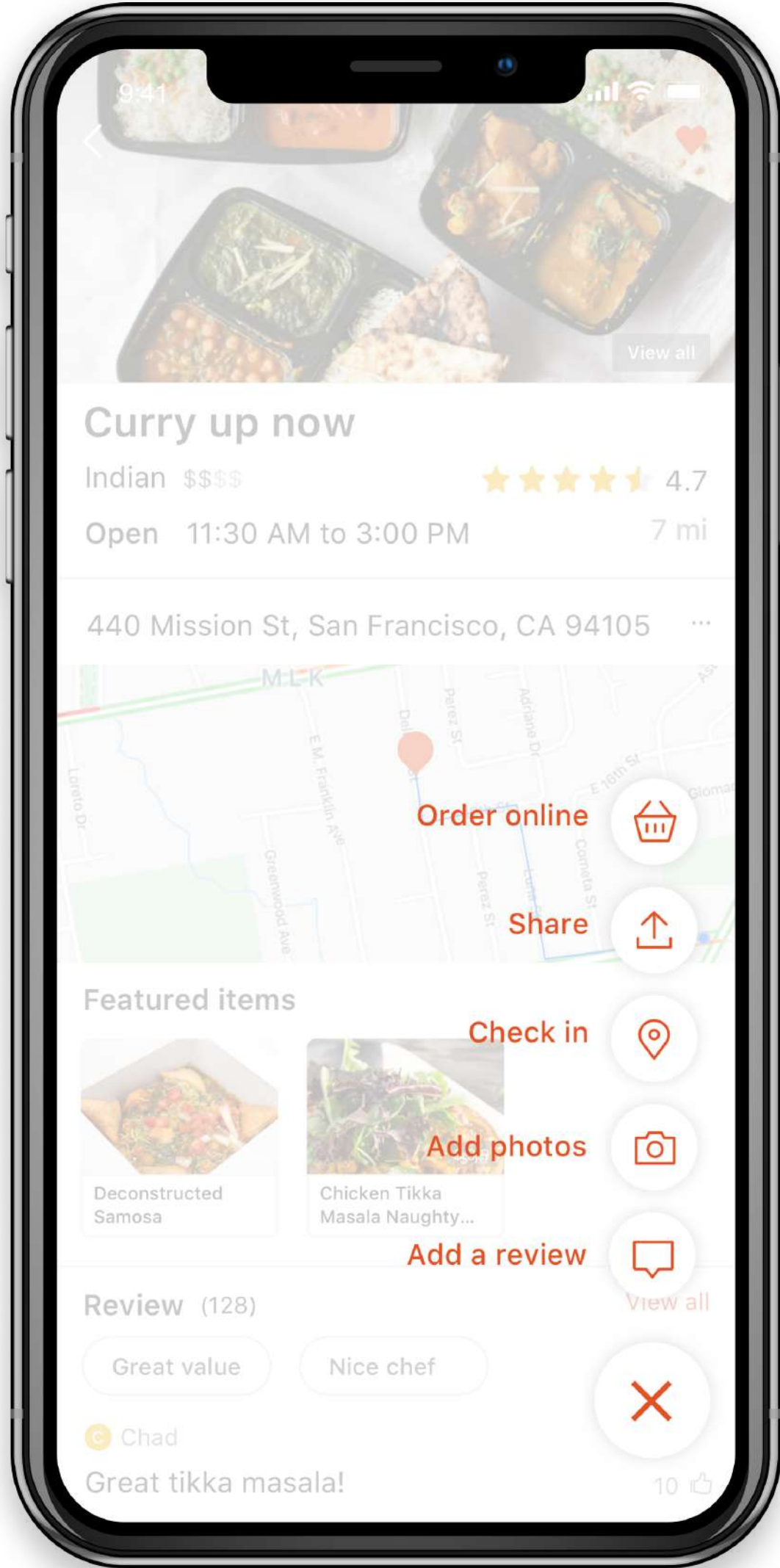
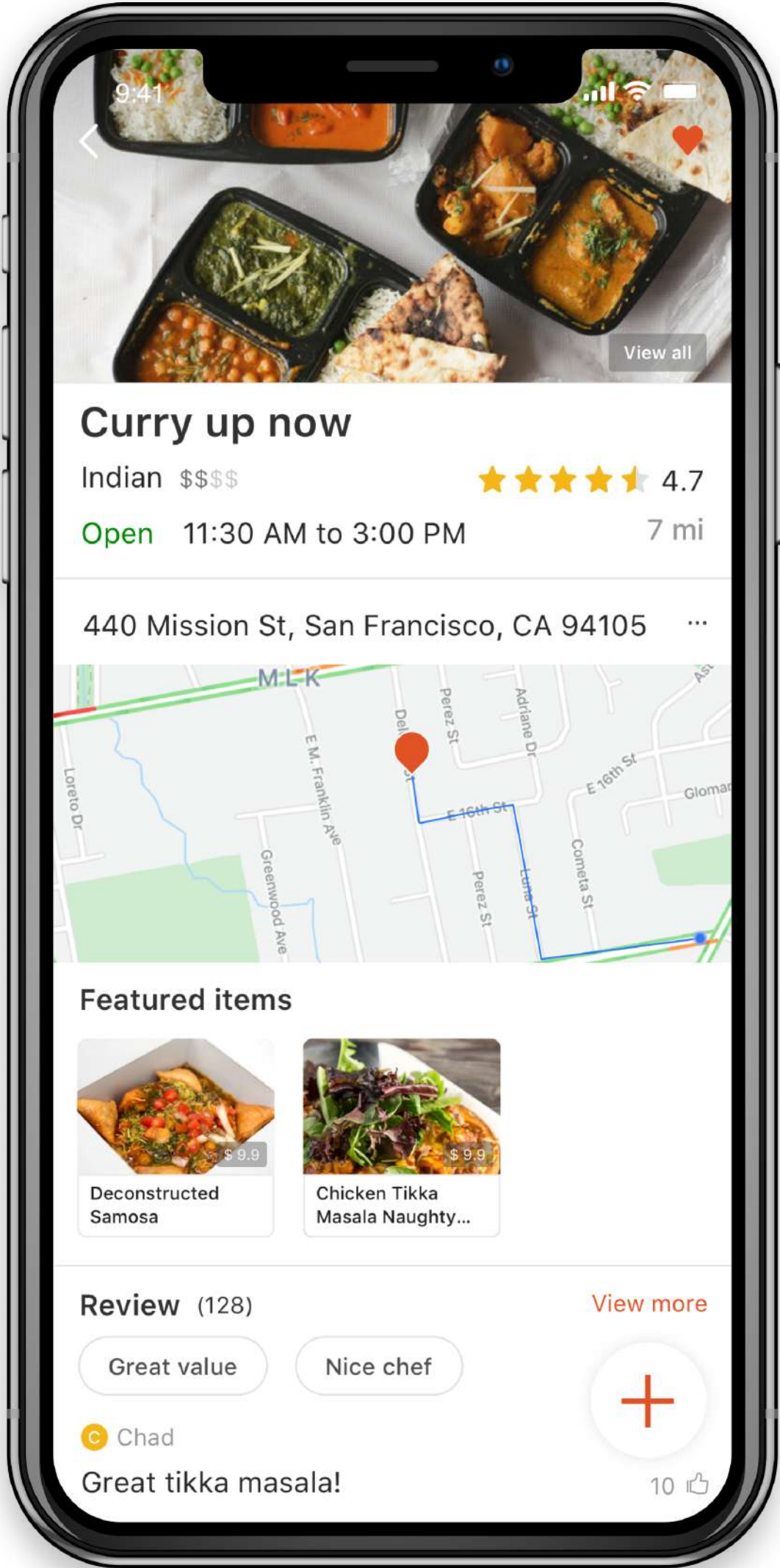
Final design **Feed**



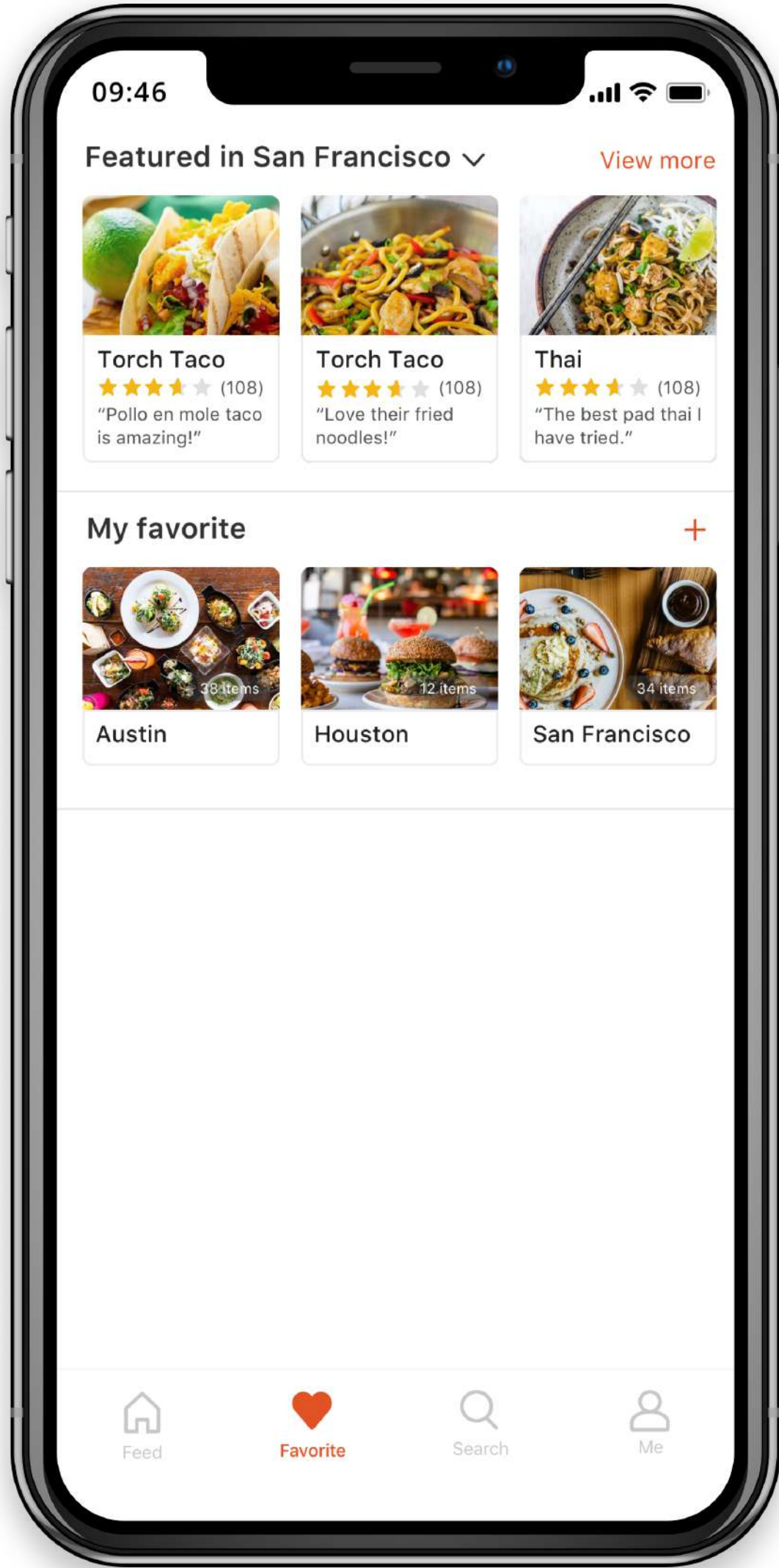
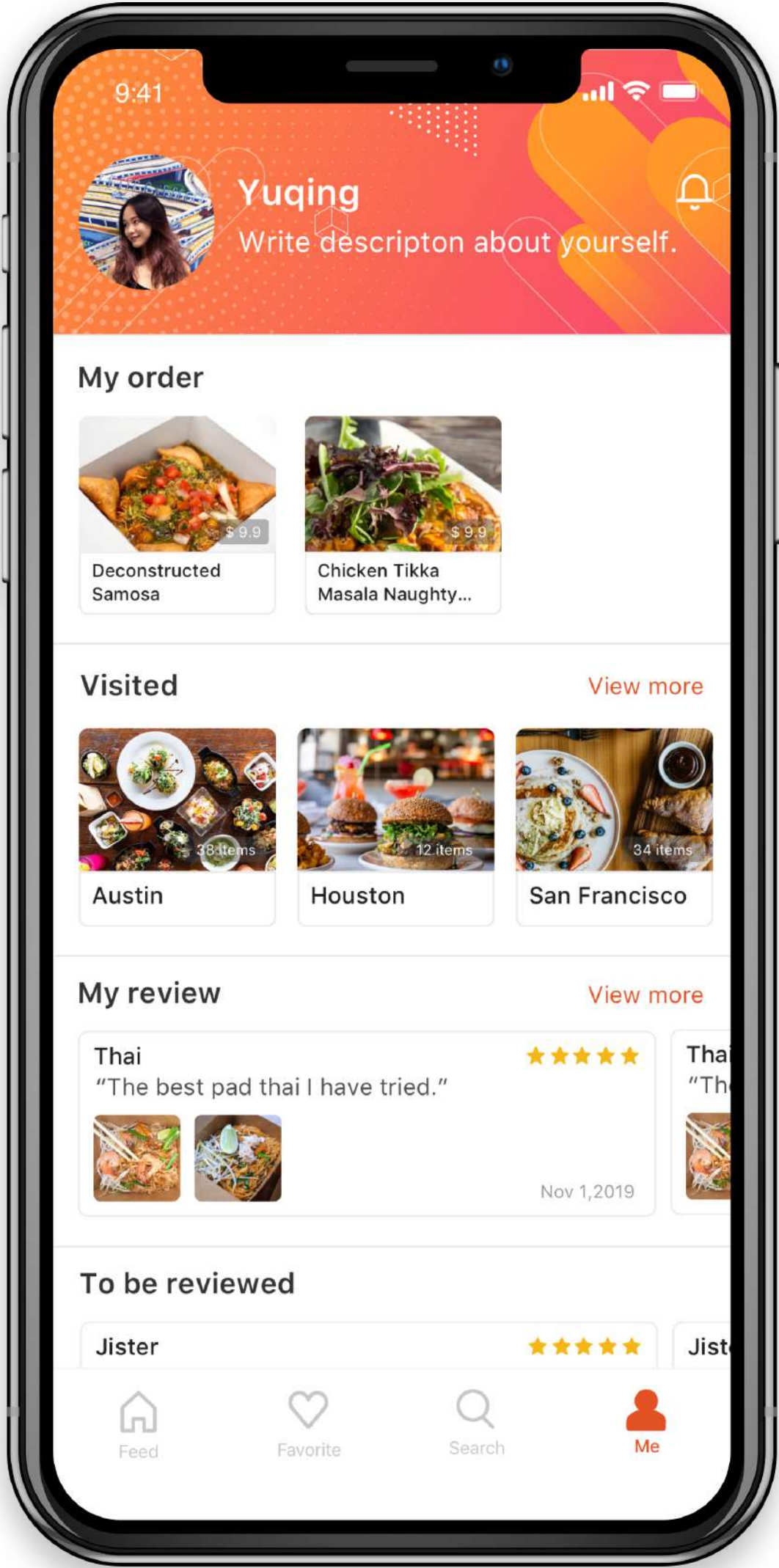
Final design Search



Final design Food truck profile

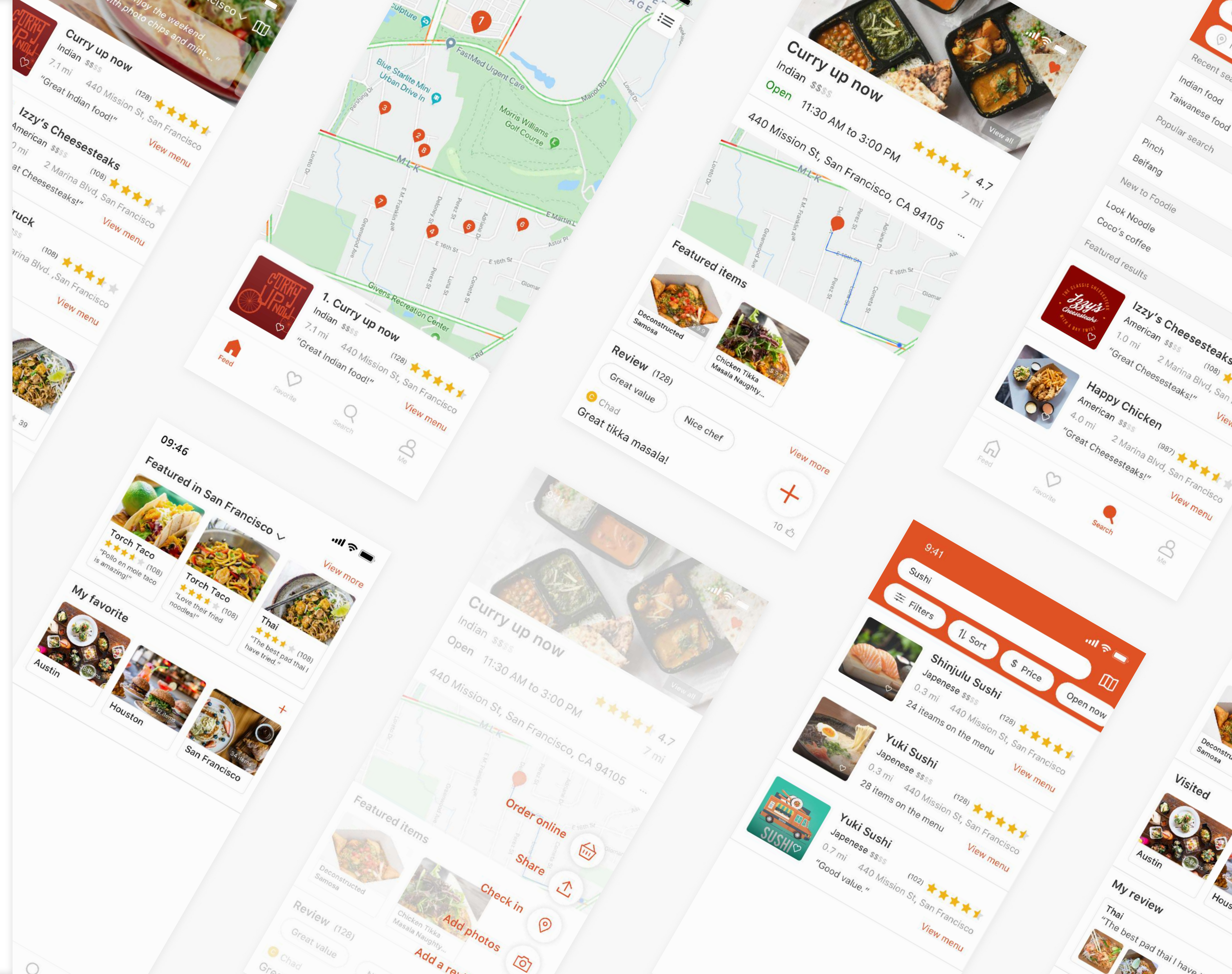


Final design My profile & Favorite





Foodie



Reflection

Challenge

- With a lot of information to organize in Food Truck Finder design while I have limited time and resources to understand their priority for users.
- Prioritizing and organizing the appropriate amount of functionalities while there are many would be valuable.
- Brainstorming a wide amount of ideas and choosing the better ones with the time limitation.

If I have more time

- Research on food truck vendor to have a more comprehensive understanding of stakeholders.
- Add more functionalities to streamline the end to end food truck experience.
- Conduct another round of usability test with my high-fidelity interface design to validate my design decisions.
- Add more engaging interactions to deliver a smooth and enlightful experience.
- Improve accessibility of my design to reach a boarder audience
- Figure out how to fit into a product ecosystem to better achieve business success

Final thoughts

My focus for the challenge was to fully listen to the users and make informed design decisions. This solution did not need to be extremely innovative, but something to make a positive impact through problem-solving with design thinking.

Foodie is a multi-faceted solution that is the result of a user-driven design sprint. It was a phenomenal journey empathizing and learning from users, involving users in the design process through a workshop, and creating and iterating an app that would improve people's experience with food truck.

Thank *you* for reading!

Design Challenge

Yuqing Chen