

My Panini Sandwich Website Design

Ricardo Pletes

Project overview



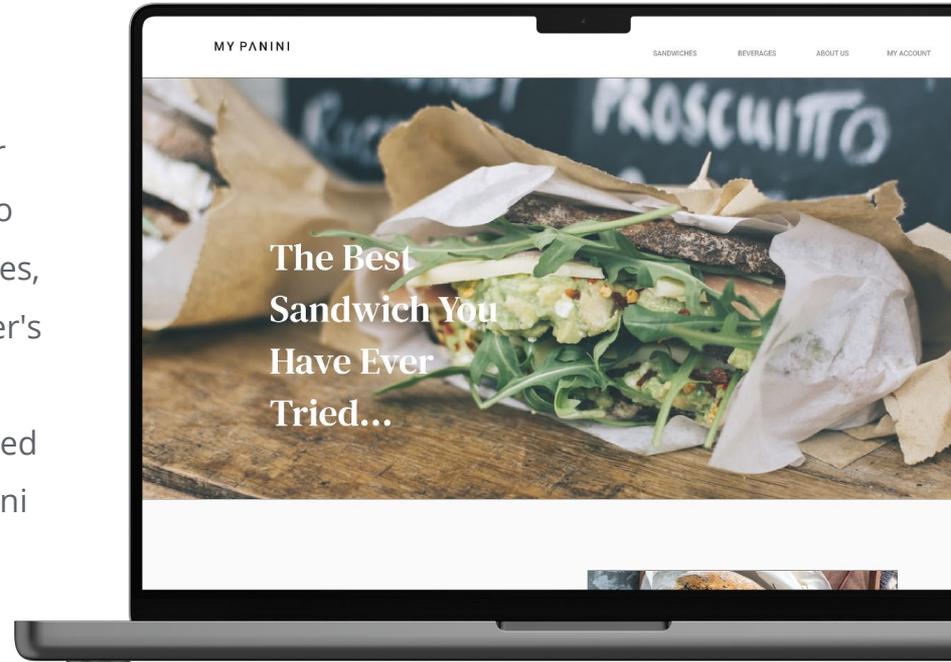
The product:

My Panini is a regional sandwich gourmet maker located in NJ orange country. My Panini strives to deliver very fast hi-classes customized sandwiches, following the insights discovered in the early user's research studies. In addition, My Panini website offers a feature where you can order a customized sandwich created by your friends at the My Panini app.



Project duration:

May 2022 to July 2022.



Project overview



The problem:

Food delivery websites in the region that offers customized meal have a very complicated, or slow order customization process. As shown in our early research, people in the community claim for a simpler way to customize and order fast its favored sandwich.



The goal:

Design a website for My Panini that allows users to easily customize and order their favorite gourmet sandwich in the simplest and fastest way possible.

Project overview



My role:

UX designer designing a website for My Panini Gourmet Sandwich, from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, 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 were adults who usually order food from their region at least once a week.

This user group confirmed initial assumptions about My Panini's customers, but research also revealed that time is not the only issue, but they are very frustrated by not being able to customize their order the simple and fast way.

User research: pain points

1

Time

Working adults are too busy to spend time on cooking or simpling ordering a sandwich

2

Customization

Platforms for ordering food are the region, or make the ordering process fast, but are not customized, or they are customized, but complicated

3

IA

Text-heavy menus in the websites are often difficult to read and order from, specially on the customization feature

Persona: Jane

Problem statement:

Jane is a busy working adult who needs easy way to order her favorite customized sandwich.



Jane Brings

- Age:** 34
- Education:** BA in business
- Hometown:** Morristown NJ
- Family:** Divorced, one kid (Brian 4) and one dog (Billy 6)
- Occupation:** Human resources manager at medium size company

"I'm a single mommy, trying to equilibrate my career, raise my son and my dog, with a health life. I really don't have time to cook every day, I just need to order something the way I wish the simplest and fastest way".

Goals

- Restart the life after a recent divorce
- To maintain a balanced life, trying to equilibrate career, son and health lifestyle.
- Have more time for herself.

Frustrations

- Food apps, have always the same problem, if you can order fast you can't properly customize the meal, if you can nice customize your order, the app is complicated and you lost yourself or takes too much time.
- I'd like to have more time for myself, to care more about me, my appearance, and my health.

Jane is a busy recent divorced mommy, working in a mid-size company in a nice suburban NJ city. She is trying to nicely raise her 4 years old son and her dog, while seeks for more time for herself. She always gets frustrated she is losing time and don't get what she wants. During the weekends Jane like running and have some time with her friends, but can't do it with the frequency she wishes.

User journey map

Mapping Jane's user journey revealed how helpful it would be for users to have access to a simple way to customize and order their favorite sandwich.

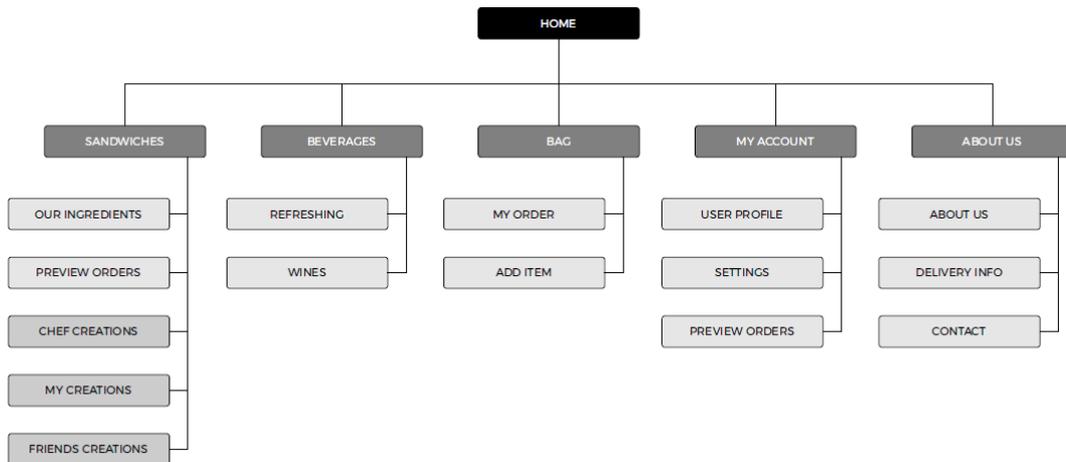
Persona: Jane

Goal: Order a customized sandwich simply and quickly

ACTION	Enter the website	Choose the sandwich	Customize the sandwich	Fill the delivery address	Make payment And waiting for the sandwich
TASK LIST	Tasks A. Go to <u>mypanini.com at the computer or mobile.</u>	Tasks A. Choose a sandwich already offered by the app. B. Or Choose a sandwich among your favorites. C. Or Choose it from zero.	Tasks A. Choose add or take off some ingredient. B. Or Choose to assemble the sandwich by ingredients.	Tasks A. Choose address already used. B. Or Fil the address C. Get the estimated delivery time.	Tasks A. Make payment. B. Receive confirmation C. Track delivery
FEELING ADJECTIVE	Excited Disappointed	<u>Hopeful</u> <u>Confused</u>	<u>Confused</u> <u>In doubt</u> <u>Frustrated</u>	Bored Frustrated	Happy Anxious
IMPROVEMENT OPPORTUNITIES	Webs easier to find and lighter.	Facilitate the user choice. Clear division of choices. Good and big pictures of the sandwiches. Provide search filters. Optimize web for choices by voice.	Facilitate the user choice. Make the ingredient 's choice with clear steps. Use nice pictures and check points. Optimize web for choices by voice.	Web <u>can</u> help find the address faster by GPS or google account.	Facilitate payment, by <u>accepting payment by google pay and others.</u> Send a message to user 's phone when the order comes out for <u>delivery, or make it traceable.</u> Include rewards program

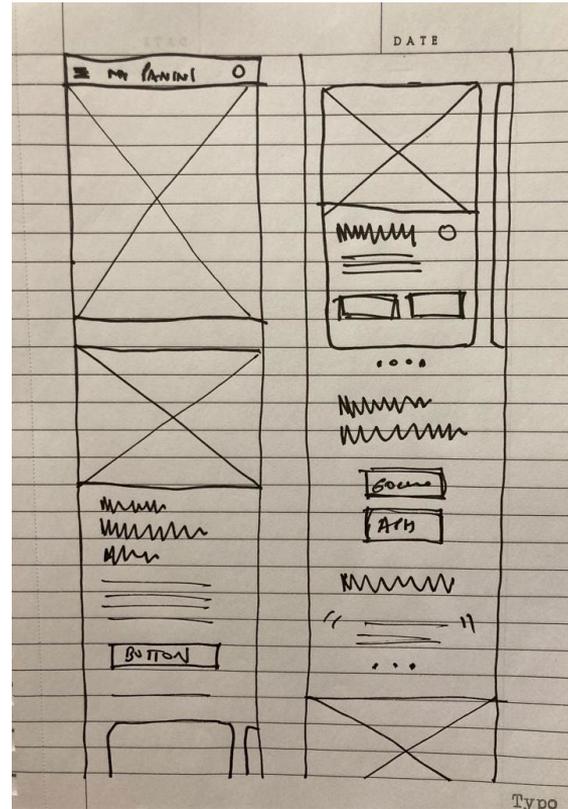
Sitemap

My Panini sitemap demonstrated the line basic structure. My goal here was to provide simple navigation from different pages.



Paper wireframe screen size variation(s)

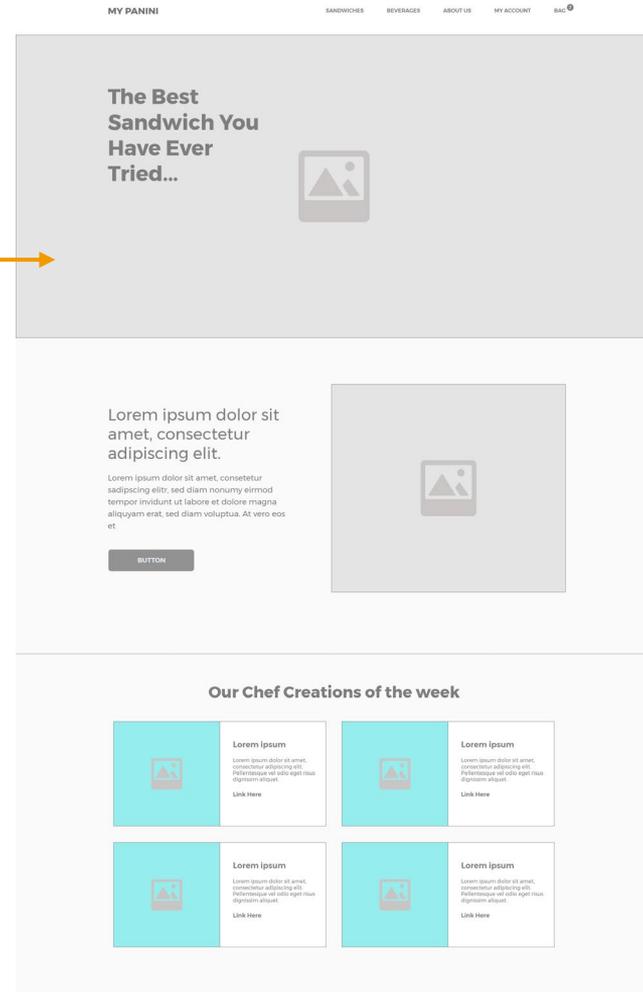
Variations in size are very important for keeping a consistent brand experience at the My Panini website, specialty on smartphones screens.



Digital wireframes

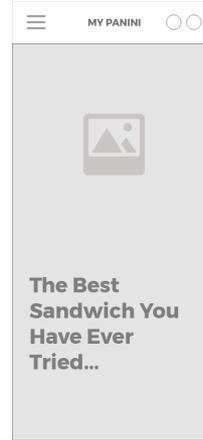
As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

A hero image of the tasty sandwich is used for catching attention and inducing the user to order.

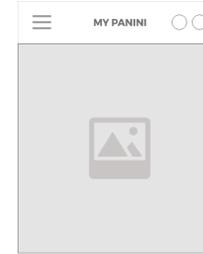


Digital wireframe screen size variation(s)

Variation sizes were specially made for smartphones, which, showed by our research, is the main pattern used by possible My Panini's customers.

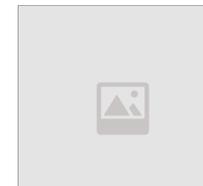
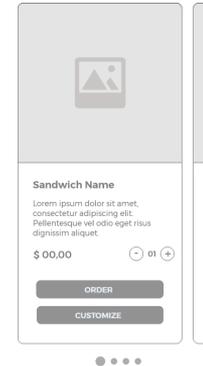


Our Chef Creations of the week



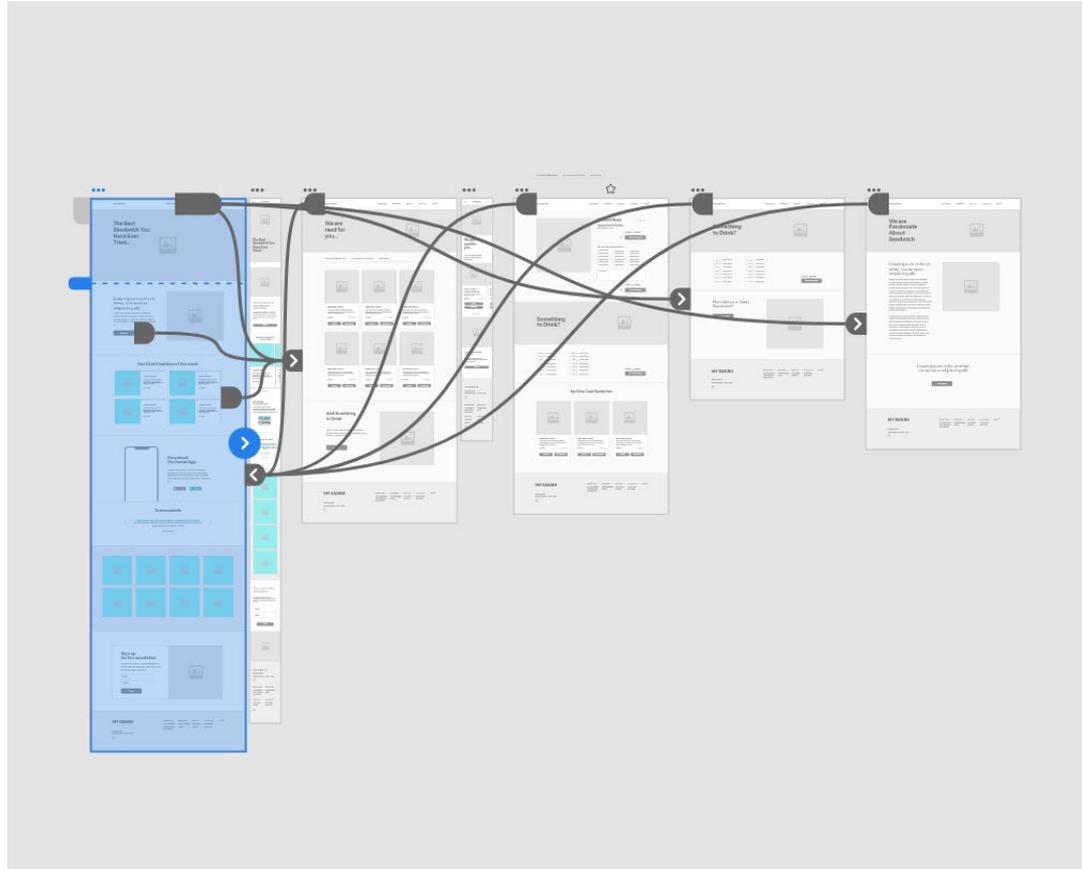
We are read for you...

OUR CHEF SANDWICHES
MY FAVORITES CREATIONS
BEVERAGES



Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and customize a sandwich, so the prototype could be used in a usability study.



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

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 enter their address latter.
- 2 Users want a message box for observations before ordering

Round 2 findings

- 1 Customization feature is simple, but to long

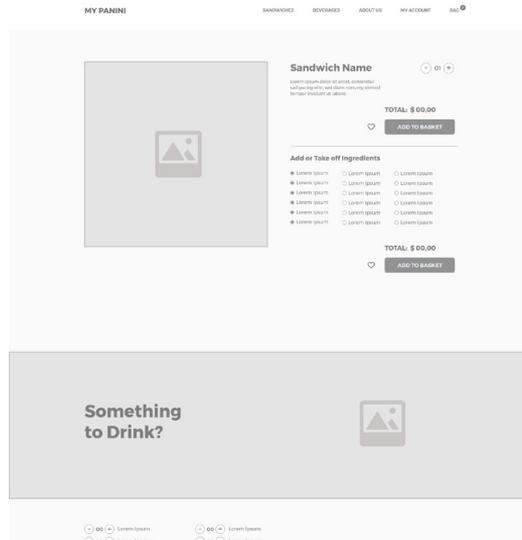
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

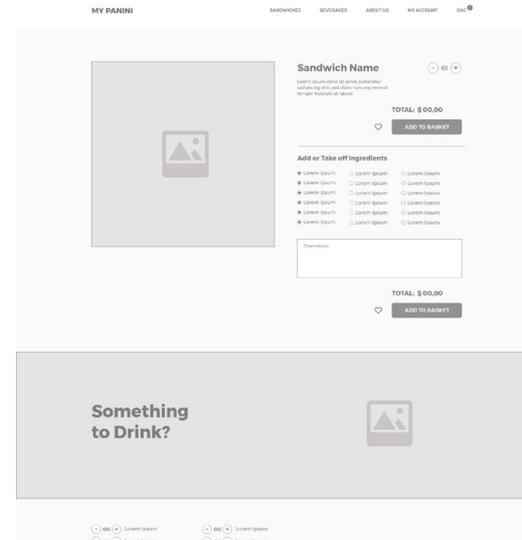
Mockups

Early designs already had the complete customization feature, but after the usability studies, I added an additional message box for any more observation.

Before usability study



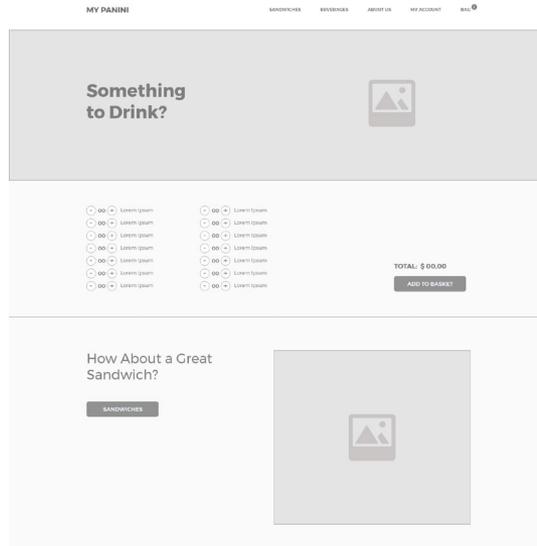
After usability study



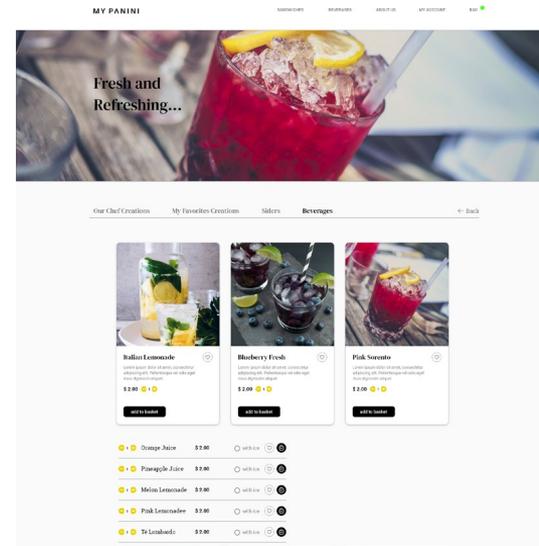
Mockups

On the beverage page, usability studies have shown the customer's wishes for more detailed explanations and pictures of the drinks.

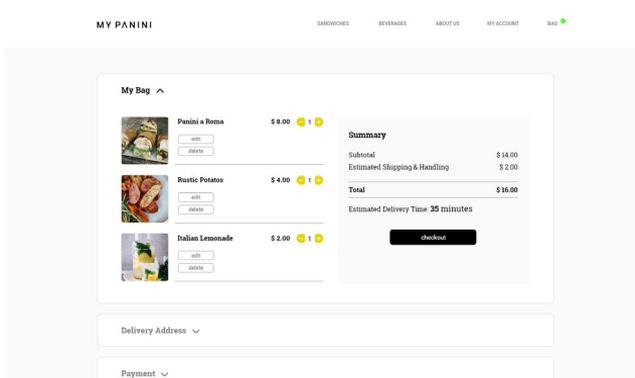
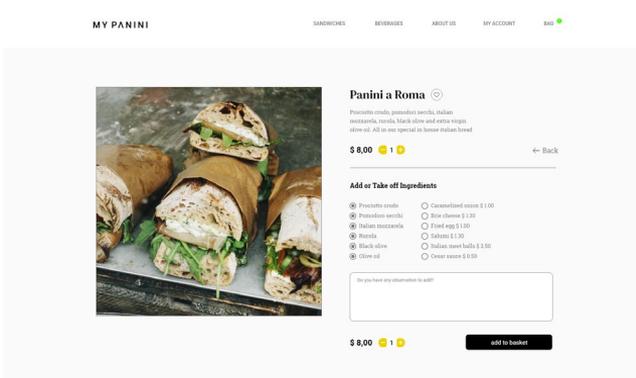
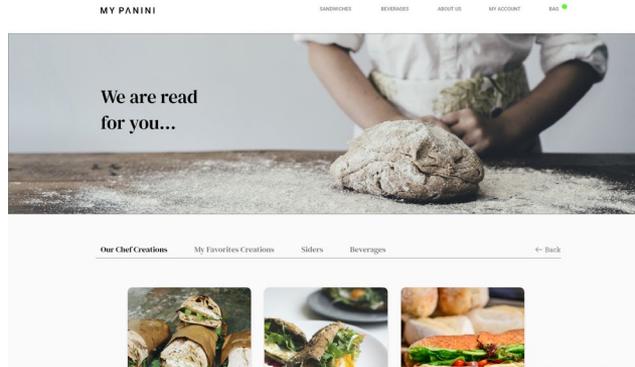
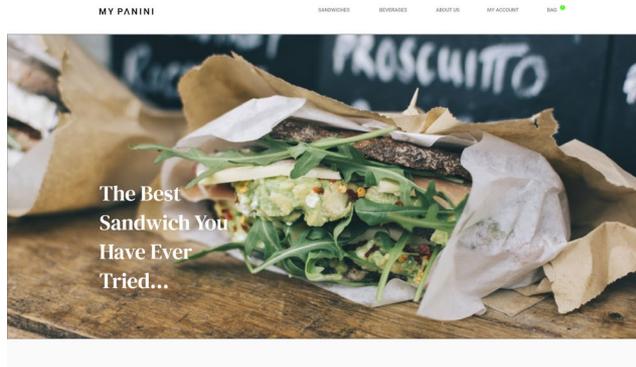
Before usability study



After usability study

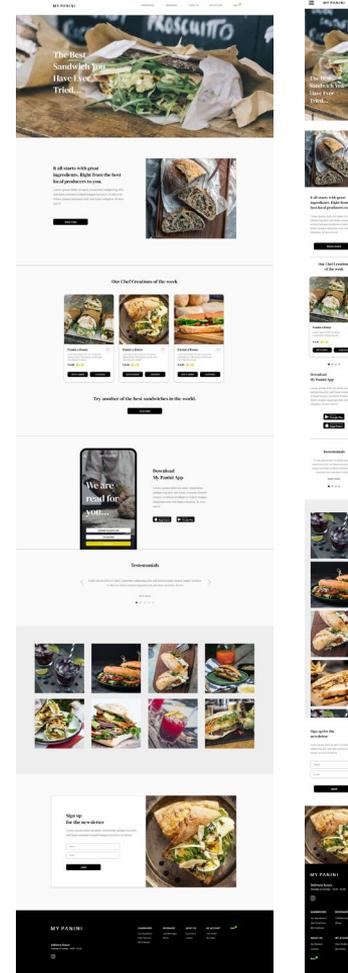


Mockups: Original screen size



Mockups: Screen size variations

As shown in our early research, My Panini's potential customers are more likely to use smartphones to order a meal. Based on that I attentioned design on small screen variations.

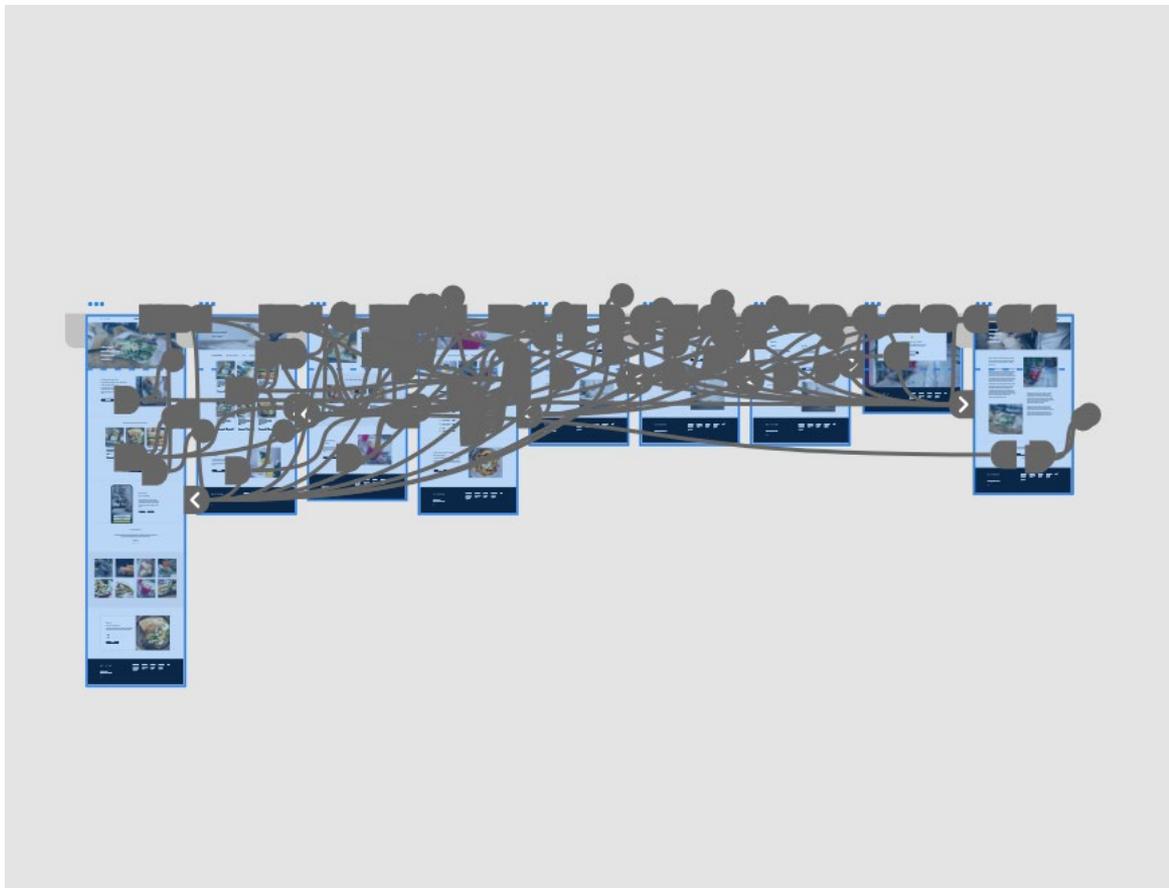


High-fidelity prototype

The high-fidelity prototype used the same flow as the low-fidelity prototype with more interactions and introduced design changes made by the findings at the usability studies.

You can see at:

<https://xd.adobe.com/view/92ee3659-3e8e-4ced-82ef-dd936f5854f4-c7bd/>



Accessibility considerations

1

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

2

Used icons to help make navigation easier.

3

The use of high contrasting colors helps the screen visibility.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The web makes users feel like My Panini really thinks about how to meet their needs.

Especially when at the fast customization feature and the ability to order friends customized sandwiches.



What I learned:

While designing the My Panini web, I learned that the first ideas for the web are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the designs. That is not ended... Now just start the next phase. Get more feedback from the real users and keep working on it.

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 My Panini app! If you'd like to see more or get in touch, my contact information is provided below.

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