

My Panini Sandwich App Design

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Project overview



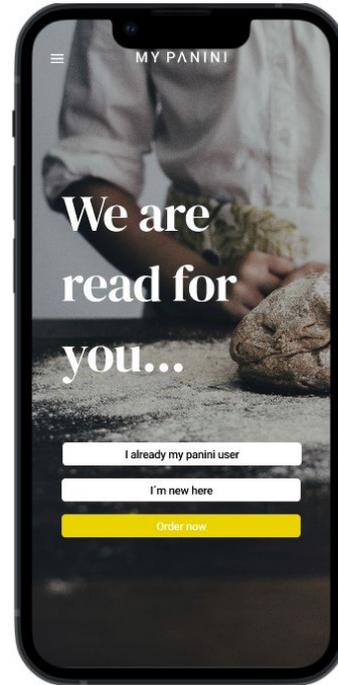
The product:

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, the app offers a feature where you can order a customized sandwich created by your friends at the My Panini app.



Project duration:

November 2021 to May 2022.



Project overview



The problem:

Food apps 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 an app 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 an app 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 apps 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.

Persona: Mike

Problem statement:

Mike is a constructor working man obsessed in have things done. He just wants a simple and fast way to order his lunch.



Mike Machado

Age: 46
Education: High school
Hometown: Waco TX
Family: Married with Barbara (47) with 2 sons, Greg (15) and Denise (12).
Occupation: Business owner

"In my business I'm always reinforcing my employees to do the job the best and fastest way possible. In an app food, I just want to do the same – have things done! Of course, the way I have wished".

Goals

Make his contractor business grow to let it for his sons.
Teach his older son to run their family business.
Play more soccer during the weekends, his passion.

Frustrations

Have things not done.
See people losing time with simple things.
Don't be a professional soccer player.

Mike runs a small renovation and construction company, in Waco TX, with 8 employees and the help of his wife. In his business Mike is obsessed in have things done. He knows how difficult is to do this in contractor firms, especially when we are talking about time. He knows how frustrated a client can be with a job not done.

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.

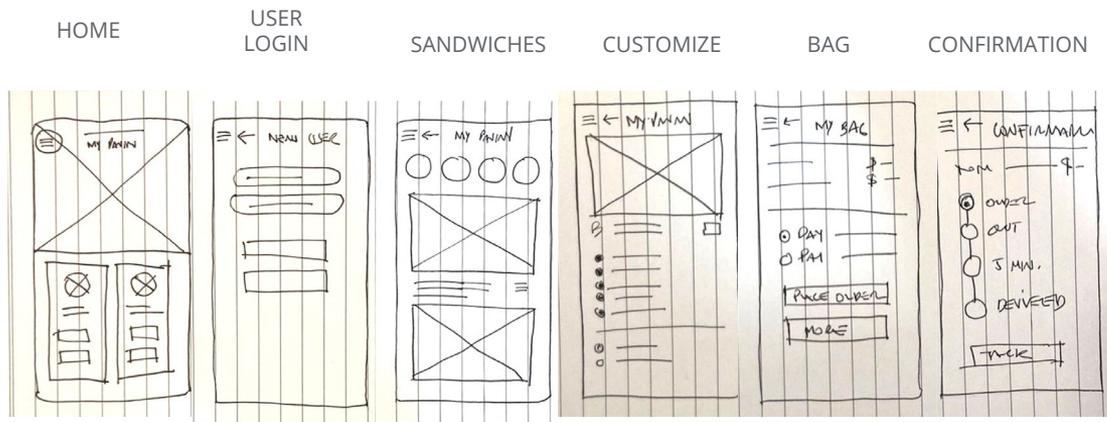
Persona: Jane

Goal: Order a customized sandwich simply and quickly

ACTION	Download the app	Choose the sandwich	Customize the sandwich	Fill the delivery address	Make payment And waiting for the sandwich
TASK LIST	Tasks A. Go to app store or google play. B. Download a free app	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 Fill the address C. Get the estimated delivery time.	Tasks A. Make payment. B. Receive confirmation C. Track delivery
FEELING ADJECTIVE	Excited Disappointed	Hopeful Confused	Confused In doubt Frustrated	Bored Frustrated	Happy Anxious
IMPROVEMENT OPPORTUNITIES	Apps easier to find and lighter.	Facilitate the user choice. Clear division of choices. Good and big pictures of the sandwiches. Provide search filters. Optimize app for choices by voice.	Facilitate the user choice. Make the ingredient's choice with clear steps. Use nice pictures and check points. Optimize app for choices by voice.	App can help find the address faster by GPS or google account.	Facilitate payment, by accepting payment by google pay and others. Send a message to user's phone when the order comes out for delivery, or make it traceable. Include rewards program

Paper wireframes

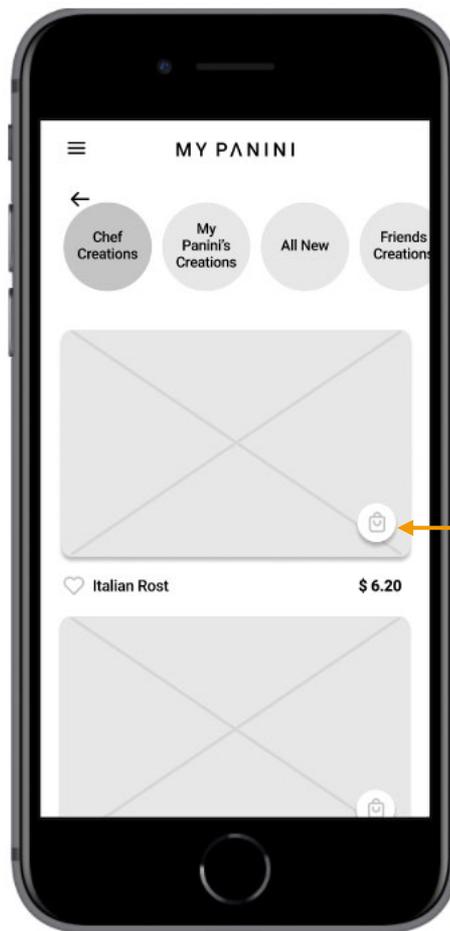
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points.



Digital wireframes

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

This button at the top of the home screen makes it fast and easy for users to order. They can quickly choose Chef Creations, their own creations, or even their friend's favorite sandwich creations.

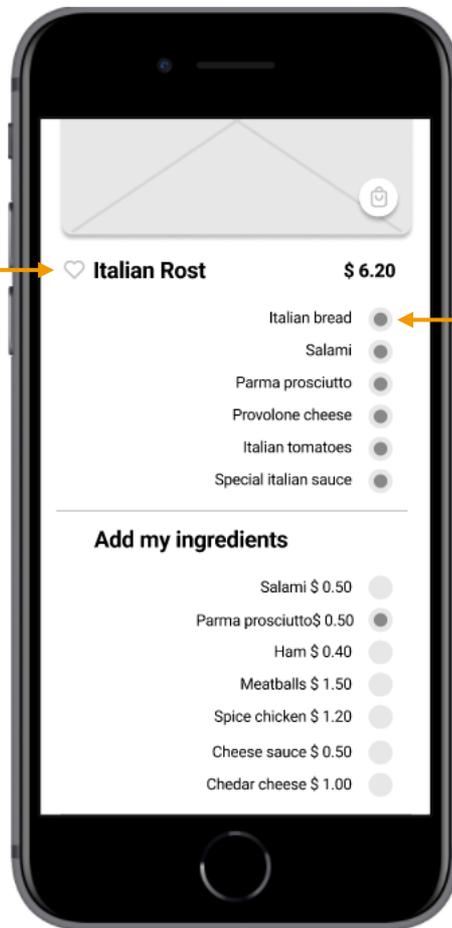


This button provides a direct add to the basket.

Digital wireframes

The easy way to customize the sandwich was one of the main features worked on this app.

Here the user can quickly save the sandwich to his or her favorites.



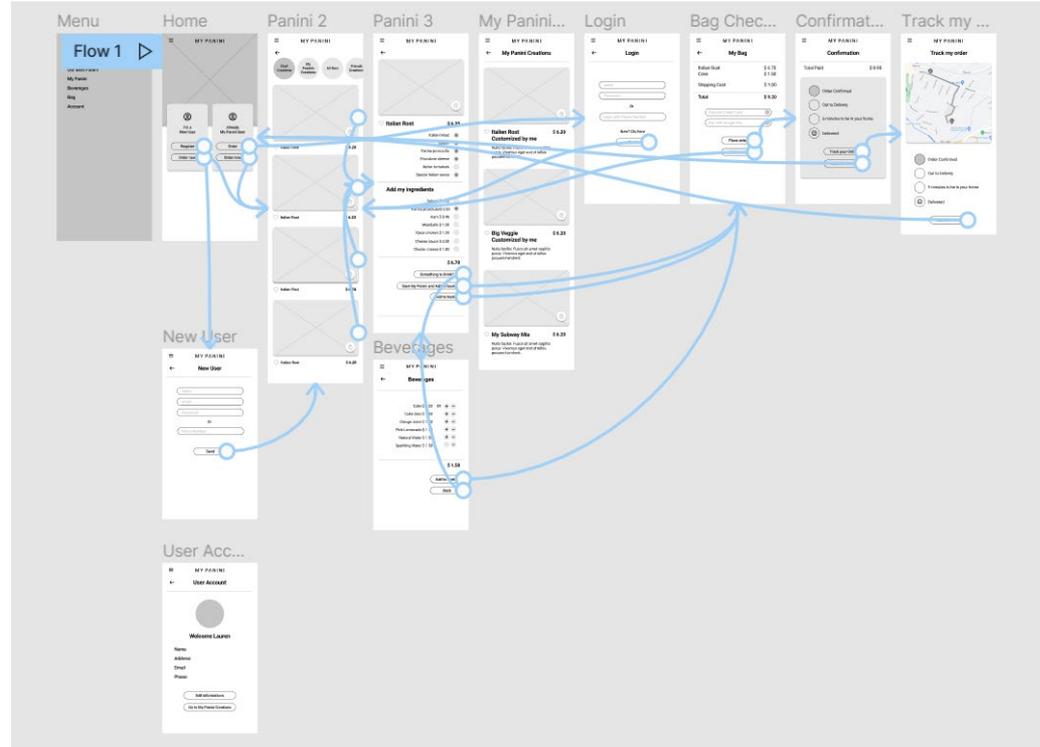
Sandwich ingredients are displayed the way the user just needs to turn on or off the radio button to add or take off the ingredients he or she wants.

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.

View the My Panini:

<https://www.figma.com/proto/K31wQukojV9kR4gj7PjrD/Sandwich-Mockup?node-id=1%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A2>



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

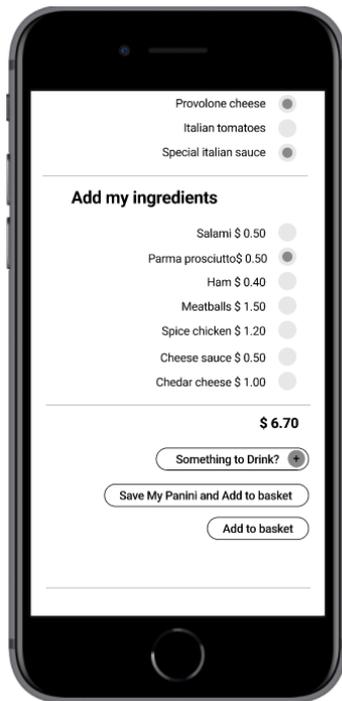
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

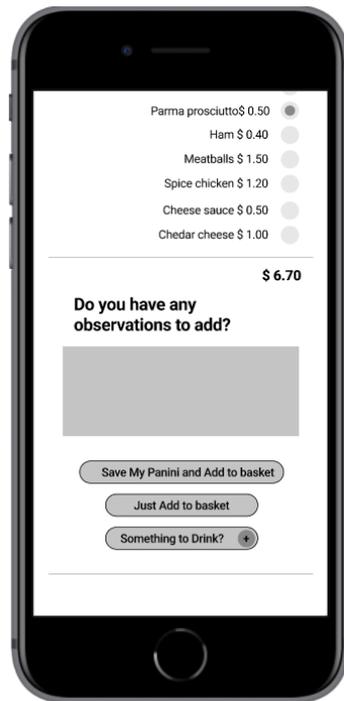
Mockups

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 studies



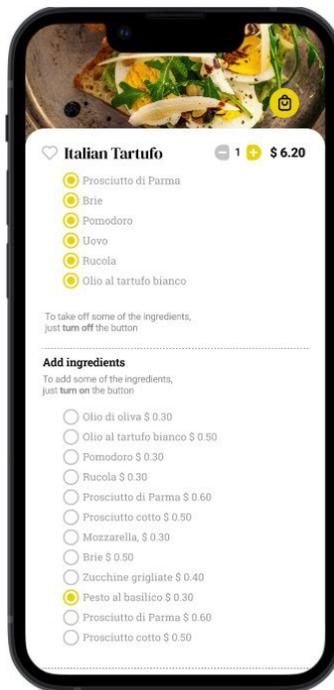
After usability studies



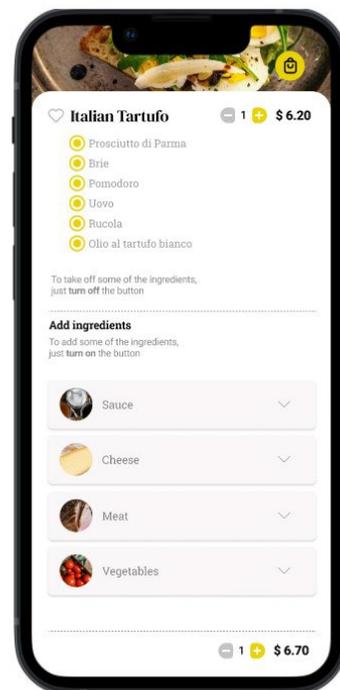
Mockups

The second usability study revealed that the list for adding ingredients was too long, so I made it to cascade buttons.

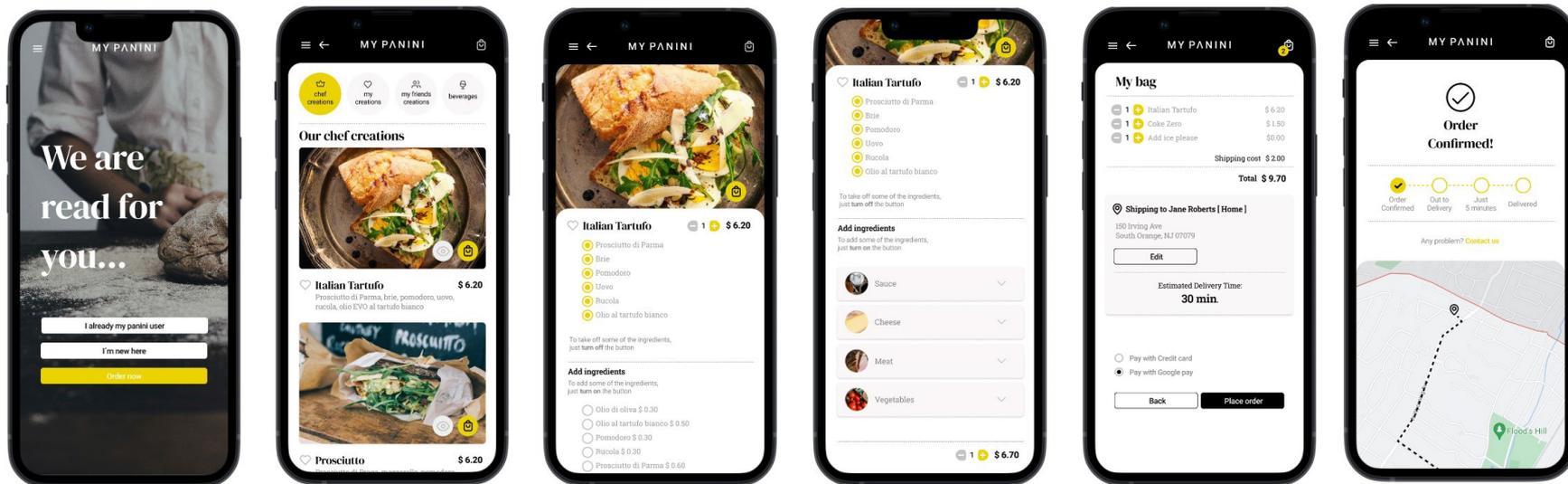
Before usability study 2



After usability study 2



Key mockups

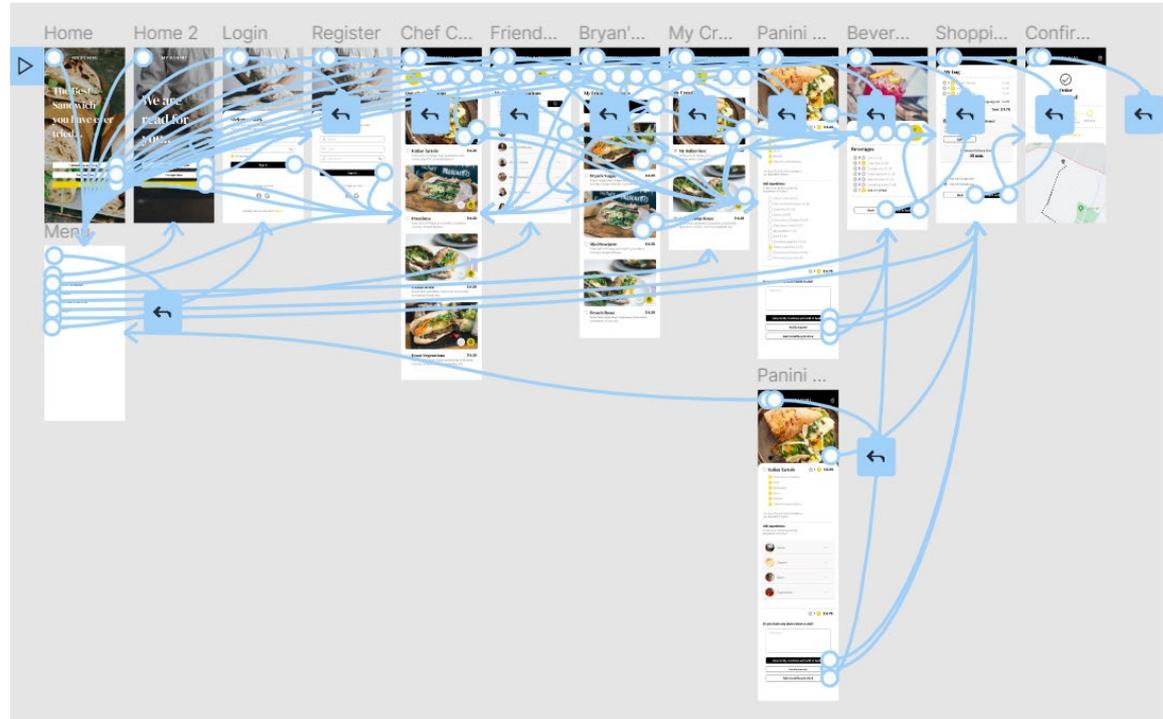


High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for choosing a sandwich, customizing it, and placing an order.

View My Panini:

<https://www.figma.com/proto/K31vUkojV9kR4gi7PjrD/Sandwich-Mockup?node-id=204%3A167&scaling=scale-down&page-id=204%3A166&starting-point-node-id=204%3A167>



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 app 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 Zia's Pizza app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

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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Thank you!