My Panini App Case Study

by Marvin Flores

My Role:
Product Designer, responsible for research and from wireframes to design and prototyping for iOS and Android.

Responsibilities: Conducted user research, created personas, developed wireframes, prototyped and tested designs, and collaborated with stakeholders to refine the app's functionality and ensure a seamless user experience.

What is My Panini?

My Panini is a regional sandwich gourmet market inspired by the streets of Sao Paulo, Brazil. Virtually known for its My Panini sandwiches, they'll also have a selection of other sandwiches. The My Panini app was born to help this sandwich gourmet market with its customer experience and to provide a seamless experience of ordering a gourmet sandwich from anywhere.

The Problem Faced

Focusing on a regional chain offers unparalleled insights into customer preferences and boosts operational efficiency. However, this strategy presents challenges like limited or low early adoption, potential market saturation, and the need for adaptability to maintain relevance and cater to the evolving tastes of the local market.

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.

Insights and possibilities for solving the problem

- Offer Pay-As-You-Go (PAYGO) loyalty rewards program
- Offer loyalty rewards, such as a free sandwich or discounts, for frequent customers.
- Offer time-saving features, like the ability to customize sandwiches and pre-order.
- Use the app to promote new sandwiches and limited-time offers.
- Implement customer feedback features.

Understanding the user

A customized interviews and created personas and empathy maps to understand the users' needs, behaviors, and preferences. This approach ensures the app addresses specific user pain points and provides a tailored experience that enhances satisfaction and engagement. The personas and empathy maps also help prioritize features and guide the overall design process, focusing on what matters most to the target audience.

User Personas

Interviews were conducted to understand the target users. These interviews provided valuable insights into their preferences, pain points, and overall experiences with sandwich shops.

Jack Bridge
Age: 28
Occupation: Marketing Manager
Publication: Marketing Company Quarterly

"I'm a busy marketing manager, and my lunchtime is my only chance to relax and recharge. The ability to customize my order and skip the line means I have more time to enjoy my meal and return to the office feeling refreshed."

Goals
- Quick and convenient lunch options that can be customized to suit his preferences.
- Avoid long wait times and streamline the ordering process.

Frustrations
- Long wait times during peak hours.
- Difficulty finding a sandwich that meets his specific dietary requirements.
- Limited options for customization.

Mike Machado
Age: 35
Occupation: Software Engineer
Publication: Tech Insider Magazine

"As a software engineer, I spend long hours in front of my computer. The convenience of being able to order my sandwich ahead of time and have it ready when I arrive is a game-changer. It allows me to maximize my lunch break and get back to work quickly."

Goals
- Order a customized sandwich that meets his specific dietary requirements.
- Minimize the time spent waiting in line.
- Maintain a healthy lifestyle while enjoying delicious food.

Frustrations
- Limited options for customization at traditional sandwich shops.
- Long wait times during peak hours.
- Difficulty finding a sandwich that meets his specific dietary requirements.

Customer Journey Map

A customer journey map is a powerful tool that provides a comprehensive overview of the customer's interactions with a brand across various touchpoints. It maps the entire journey, from initial awareness to post-purchase interactions, capturing the customer's thoughts, feelings, and actions at each stage. This map helps businesses understand the customer's perspective, identify pain points, and optimize the overall experience to foster loyalty and satisfaction.

OKRs Objective and Key Results

Objectives and Key Results (OKRs) are a tool used to align teams on ambitious goals and measure progress towards those goals. The objectives define the desired outcomes, while the key results provide specific, measurable metrics to track progress and ensure the objectives are achieved.

Objective
Make the way of removing and adding customizations easier, more intuitive, time and effort.

Key Results
- KR1: Reduce the time spent on customization by 20% compared to the current process.
- KR2: Increase the number of customizations made by 15% compared to the current process.
- KR3: Achieve a 90% satisfaction rate among users who find the customization process easier and more intuitive.

Objective
Add a feature where the user can save the customization for the next time. In order to make the ordering process faster, easier, and more fun to buy a sandwich.

Key Results
- KR1: 30% of the users who decide to add the customization to their favorites will use it to place their next order.
- KR2: The average time spent on the customization process for users who save their customizations will decrease by 25%.
- KR3: Increase the loyalty index score by 10 points among users who save their customizations.

Objective
Implement delivery tracking in order to make the users comfortable and aware of their delivery status.

Key Results
- KR1: 90% of the users will be able to understand the delivery tracking process without any confusion.
- KR2: The delivery time tracking should be at least 95% accurate, ensuring reliable information.

Design Ideation

Wireframes

Wireframes serve as the foundation of the app, as per research that identified the key features and functionalities that users find most important. It outlines user pain points, the first-time design phase and user journey, ensuring a user-friendly experience that addresses the identified pain points. Wireframes provide a clear blueprint for the app's layout and functionality, facilitating a smooth design process and ensuring the app meets the needs and expectations of its target audience.

Prototyping & Validating the Designs

Time saver & usability under stress are critical use cases of digital ordering. Customers make flexible prototypes on the first round. The primary user flow involves user sliding and selecting sandwiches, or the customer can also customize their sandwich by adding ingredients, sauces, and toppings, with the option to save these customizations for future orders. The interface prioritizes a streamlined checkout process, with the option to review and modify the order before finalizing the purchase. The app also includes a loyalty rewards program, encouraging repeat purchases and enhancing the overall user experience.

Round 1
Usability studies
Key Findings & Prototype Changes

Users prefer a personalized and efficient ordering process with customization options.

Customization
Participants appreciated the ability to add ingredients, sauces, and toppings, but some found the process time-consuming and sought more flexibility in customization options.

Ordering Process
The ordering process was generally smooth, but participants suggested more clarity in the checkout process and the ability to review and modify their orders before finalizing the purchase.

- Users are happy with the features of ordering the sandwich, customizing it, and checking out. The ability to save customizations for future orders is a key feature that enhances the user experience.
- Users initiated the addition to the organization page but encountered difficulties with the subsequent steps.
- Users suggested adding more options to the customization menu, including more ingredients and toppings, to accommodate their dietary preferences.

"I'm a big fan of the convenience of being able to save my favorite customizations for future orders. It saves me time and ensures I get my sandwich just the way I like it."

"While the customization process is generally easy, I wish there were more options for ingredients and toppings to cater to different dietary preferences."

"The checkout process could be improved by providing more clarity on the steps involved and allowing me to review my order before finalizing the purchase."

Round 2
Usability studies
Key Findings & Prototype Changes

Users are happy with the features of ordering the sandwich, customizing it, and checking out. The ability to save customizations for future orders is a key feature that enhances the user experience.

Users initiated the addition to the organization page but encountered difficulties with the subsequent steps.

Users suggested adding more options to the customization menu, including more ingredients and toppings, to accommodate their dietary preferences.

"I'm impressed by the ease of customizing the sandwich and the variety of options available. The interface is intuitive and allows me to quickly find my favorite ingredients."

"While the checkout process is generally smooth, I would like more options for payment methods, such as digital wallets, to enhance convenience."

"The loyalty program is a great incentive to keep ordering from My Panini. The points accumulate quickly, and the rewards are worthwhile."

High fidelity Designs

Results & Impacts

Round 2
Usability studies
OKRs Validation

KR1: 20% time reduction in customization. Participants achieved this target, demonstrating a significant time-saving improvement in the customization process compared to the previous design. This indicates that the new design has successfully streamlined the customization process, making it more efficient and time-saving for users.

KR2: 15% increase in customizations made. The data shows that participants made more customizations in the new design compared to the previous design, indicating that the new design has successfully encouraged users to explore and make more customizations to their sandwiches.

KR3: 90% satisfaction with the customization process. The majority of participants expressed satisfaction with the customization process in the new design, indicating that the new design has successfully addressed the pain points and provided a more user-friendly experience.

KR1: 90% of participants understand the delivery tracking process without any confusion. The majority of participants understood the delivery tracking process without any confusion, indicating that the design effectively communicates the information and provides a clear and intuitive experience for the users.

KR2: The delivery time tracking should be at least 95% accurate, ensuring reliable information. The data collected from the usability studies indicates that the delivery time tracking feature has met this target, providing users with reliable information regarding the estimated time of arrival for their orders.

KR3: 95% of participants expressed satisfaction with the delivery tracking feature. The majority of participants expressed satisfaction with the delivery tracking feature, indicating that the design has successfully addressed their concerns and provided a positive experience.

Future Improvements

Based on the successful design and development of the My Panini app, several potential improvements can be considered to further enhance the user experience and address any emerging needs or trends. These improvements could include:

- Introduce a wider variety of customization options.
- Implement a real-time order tracking feature.
- Provide a personalized thank you message.
- Offer a loyalty program with exclusive rewards.
- Implement a feedback system.

We always learning

The design process for the My Panini app, from research to the final design, has been a valuable learning experience. The iterative nature of the design process, coupled with the focus on user feedback and data-driven decisions, has ensured that the app effectively addresses the identified pain points and provides a user-friendly experience that meets the needs and expectations of its target audience.