

Steakhouse App Design

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Project overview



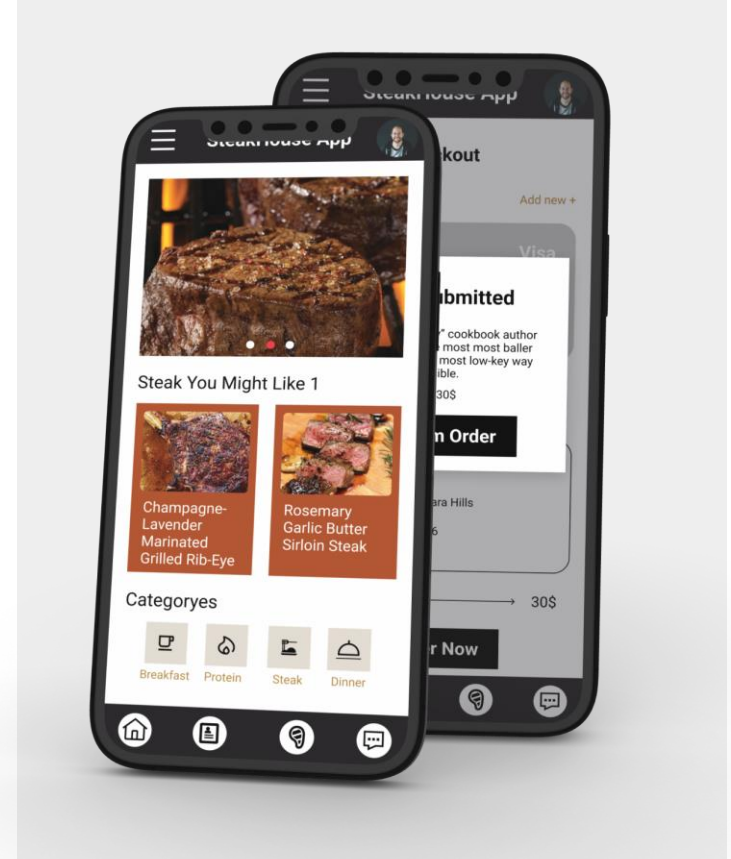
The product:

SteakHouse is a mobile app that you can conveniently order your Favorite steak from Steak house menu items for pick up or safe delivery! It allows you to order easily and insure that you receive your meal the way you want. And also provides different online payment and free shipping to anywhere in dubai



Project duration:

October 2021 to February 2022



Project overview



The problem:

Short time, busy business, and no time to prepare steak



The goal:

The application helps to gain time and get delicious food

Project overview



My role:

UX Designer designing an app for Steakhouse 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 was working adults who don't have time to cook meals.

This user group confirmed these initial assumptions about Steakhouse customers, but research also revealed that time wasn't the only factor limiting users from cooking at home. Other user issues included lack of time, commitments, interests, or challenges that made it difficult to get ingredients from groceries for cooking or going to restaurants in person.

User research: pain points

1

Time

Users don't have the time to cook steak at home it need a lot of time

2

Customization options

Users need better customization options when building their own steak

3

Confirmation option

The customer wants to confirm the order before withdrawing the money

Persona: Name

Problem statement:

Reem is a AI engineer who needs easy access to food she likes ordering options because she has no time to cook for herself.



Reem

Age: 29

Education: Computer Science

Hometown: Khartoum, Sudan

Family: Single, lives alone

Occupation: AI engineer

"I prefer ordering pickup to avoid the overwhelming language barrier I encounter dining in restaurant"

Goals

- To make design easier for clients
- To make different kind of designs

Frustrations

- The designs that have been made until now is so limited
- Need to save the design with high quality and low space

Reem is AI engineer who likes to eat steak but don't have the time to cook them and don't have the well to go to the restaurant.

User journey map

Mapping Reem user journey revealed how easy and quickly it would be for users to have access to a dedicated steakhouse app. And order what you want.

Goal: Find an easy and quick way to order food from steak house

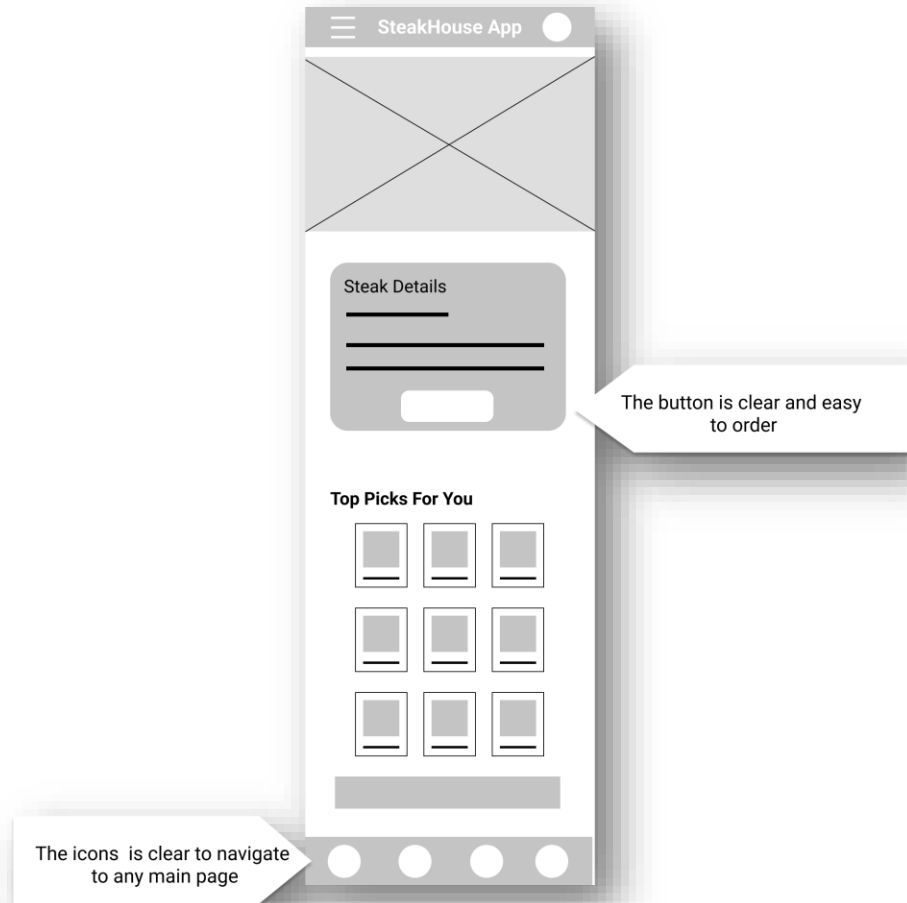
ACTION	Select restaurant	Browse menu	Place order	Complete order	Pick up order
TASK LIST	Tasks A. Search nearby restaurants in browser B. Select a restaurant	Tasks A. Browse online menu in different apps B. Select items you like	Tasks A. Locate phone number B. Call the restaurant C. Place an order	Tasks A. Confirm order B. Provide payment information C. Get directions to restaurant	Tasks A. Drive to restaurant B. Pick up food C. Drive home D. Eat
FEELING ADJECTIVE	Overwhelmed by number of restaurant options	Dissatisfied with the items are not long	Dissatisfied with scrolling to find offers	Annoyed at time it takes to drive to restaurant and back	Happy to eat
IMPROVEMENT OPPORTUNITIES	Create dedicated mobile app or website for ordering food from steak house	Provide search filters include images and price	Provide a simple checkout flow	Provide option to tip in the app	Include review 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. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.

Digital wireframes

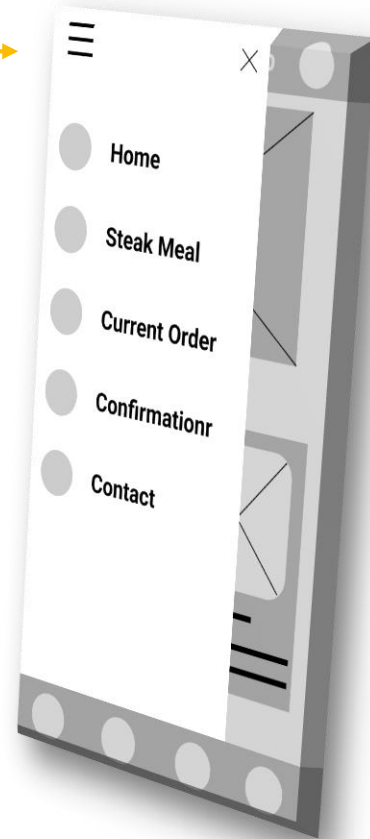
I As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.



Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

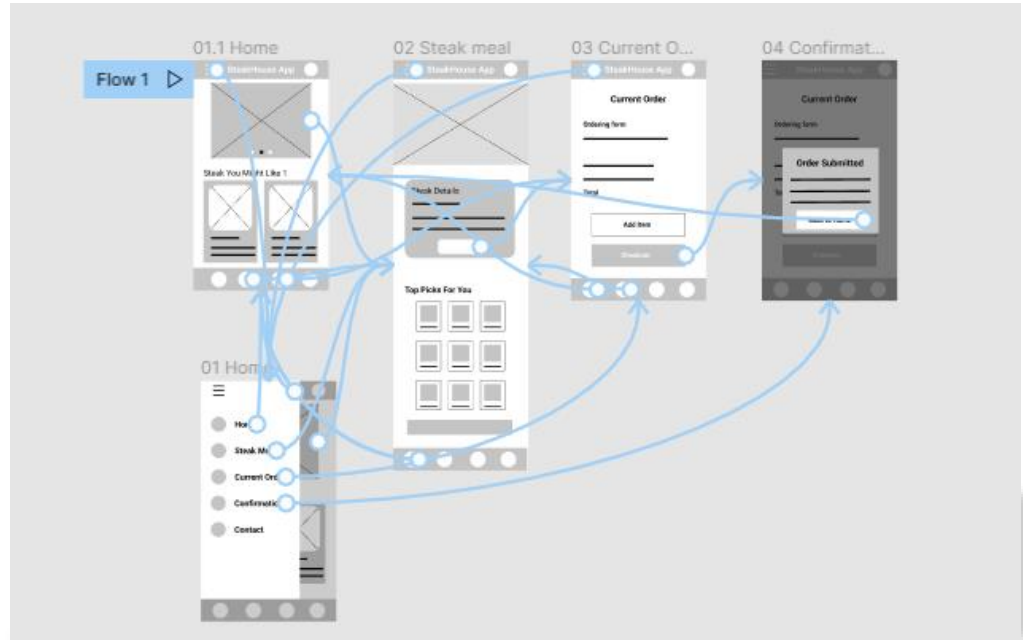
Easy access to navigation that's screen reader friendly.



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 ordering a steak, so the prototype could be used in a usability study.

View the Steakhouse [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 User want to login first
- 2 User want to add card information and want more options
- 3 User want to confirme the order

Round 2 findings

- 1 User want to track the delivery order on the map
- 2 User want get the delivery information contact

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

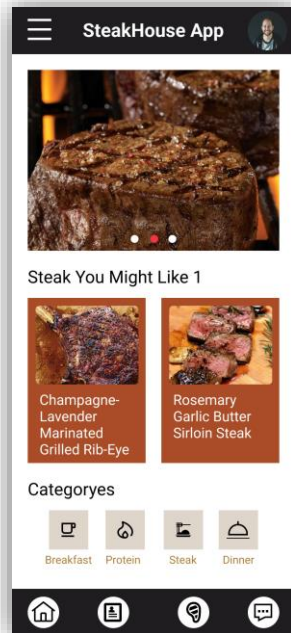
Mockups

Early designs is simple and don't able to navigate throw different categories, but after the usability studies, I added additional options to navigate throw different categories in steakhouse app

Before usability study



After usability study

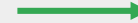
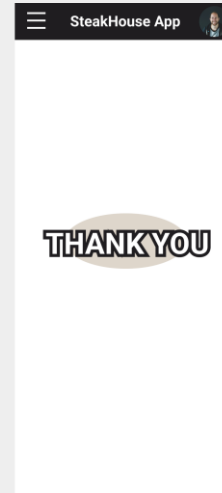
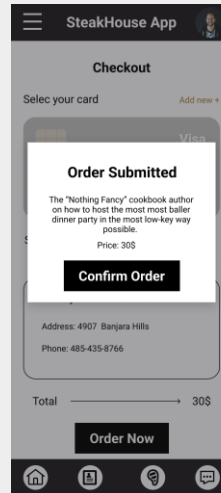


Mockups

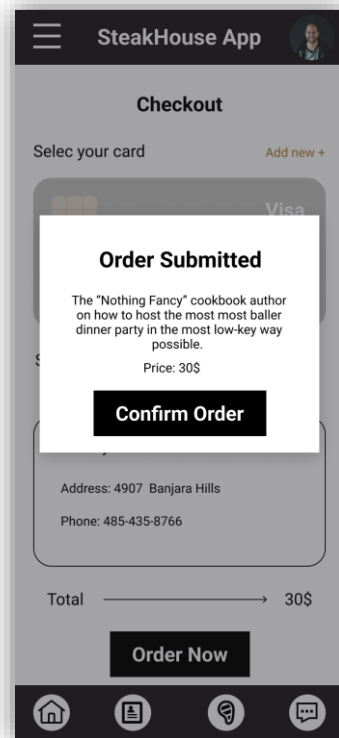
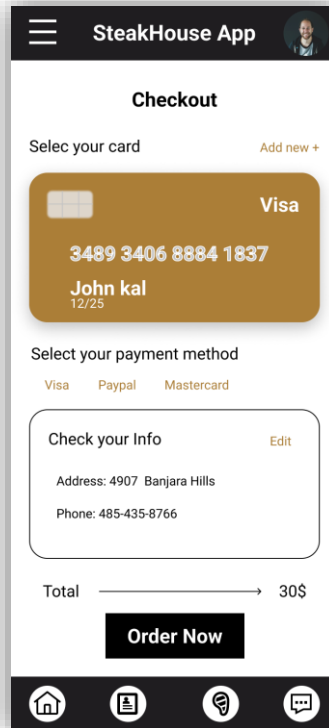
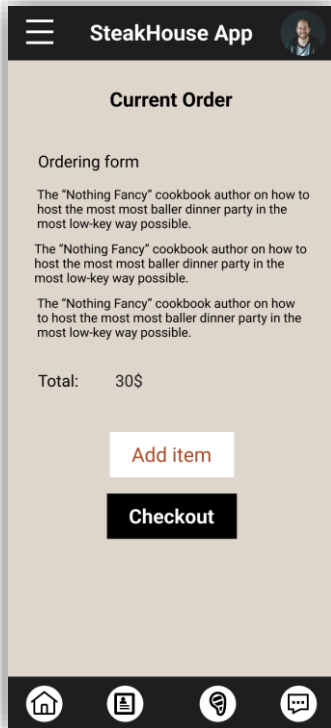
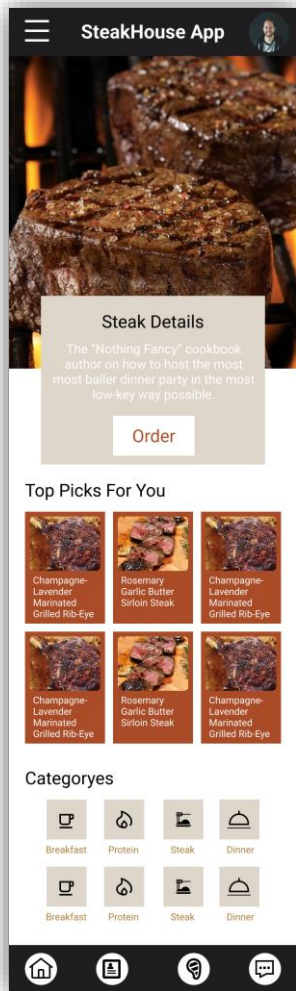
The second usability study revealed some additional needs for the users which in adding track to the delivery order

Before usability study

After usability study



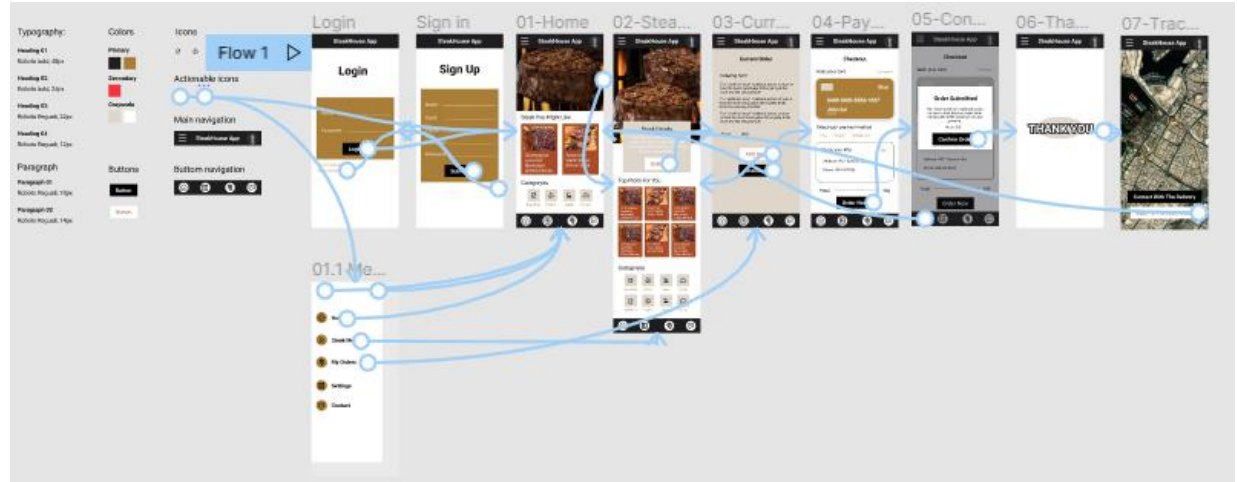
Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for building a steakhouse app and checkout. It also met user needs for a track the delivery order as well as more customization.

View the Steakhouse app [high-fidelity prototype](#)



Accessibility considerations

1

Add tracking delivery option to the users after confirm the order

2

Used icons to help make navigation easier.

3

Enable the users to contact with the delivery for any more customization in the order or any request if possible

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

My design helps the users to save their time and order the food so easily and also track the order



What I learned:

One of the most important things I learned from this projects that there are different user with different needs and we have to empthize with theme in order to make life more easy

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.

3

Submit the final design

Let's connect!



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

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Website: [Home - DevTime](#)

Thank you!