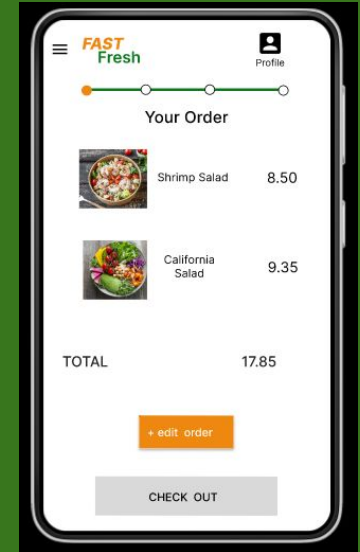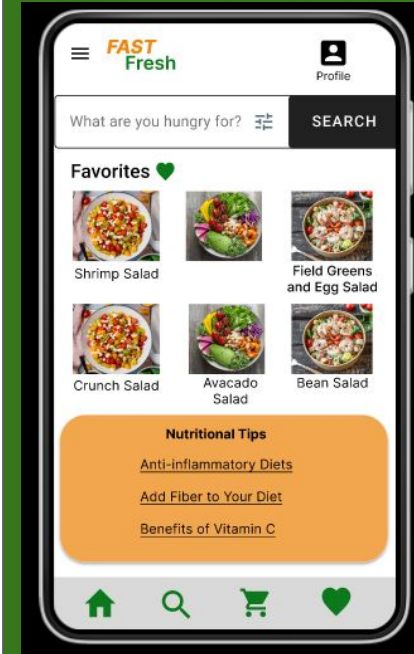# Fast Fresh App

Beth Cornell

Project overview

The product:

Fast Fresh is an app that helps connect people to the healthy food that want. It helps people find the foods they want fast.

Project duration:

This project began in February of 2023 and will continue until December of 2023.

Google

Project overview

The problem:

People like fast food, however it is often not healthy. The problem is there isn't a way to get fresh healthy food fast.

The goal:

IThe goal of Fast Fresh app is to provide an easy fast transaction, quickly locating fresh healthy foods, and nutritional education/articles.

Google

Project overview

My role:

User Interface Design/Research

Responsibilities:

Research user personas

Wireframming

Prototyping

Google

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

Google

User research: summary

In our interviews with people who said they were very likely to use an app for a fast food chain, Fast Fresh. We were able to identify the following user groups:

Group 1:. Are non-native language speakers who are young adults, attending college and still living at home with parents and siblings.

These users:

- Are looking for additional savings for themselves and their family..
- Have additional obligations, interests, or challenges that make it difficult for them to get groceries for cooking.
- Would use an app to help with language barriers when ordering face to face.
- Would appreciate not being charged extra fees to use technology.

Google

User research: summary con't.

Group 2:. Are busy professionals with children at home. They are looking for convenient healthy options to feed their family.

These users:

- Tend to be age 25-40 with young children living in the home.
- Too busy to cook meals regularly but still want something healthy.
- Would like an app that works reliably and efficiently.
- Is looking to maintain or recover a healthy lifestyle.

Google

User research: pain points

1

Lack of healthy fast food apps.

The goal of this app is to address the lack of healthy fast food apps..

2

Saving money on meals.

A rewards system will be included in the design to address this pain point..

3

Language barriers.

Many languages will be available in the app. The design will use visual clues effectively.

4

App reliability.

There will be a feedback system in order to continue to improve the app once it is in use.

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Persona: **Joseph**

Problem statement:

Joseph is a busy English as a second language student who needs to save money on meals because he's finishing college while taking care of his siblings.

"My focus is on my studies. I try to help as much as I can at home too while maintaining an active social life."

Goals

- Finding ways to save money.
- Using technology that makes things easier at home.
- Successfully finishing my courses.

Frustrations

- "Being charged extra money to use technology."
- "There aren't enough ways to save money while in college."
- "I sometimes have difficulty using apps due to language barriers."

Joseph

Age: 20
Education: Enrollend in online classes
Hometown: Nairobi, Kenya
Family: Lives with their mother, father and two younger siblings.
Occupation: Full time student

Joseph is a recent immigrant to the US. He is enrolled in online classes. Joseph's priority is balancing his studies with fun, while also having time to look after his younger sibling when his parents are at work. Saving money is a priority for him and his family.

Google

Persona: **Samantha**

Problem statement:

Samantha is a professional and single parent who needs to eat healthy meals while on the go because she wants to maintain her health and lower stress during the weekdays before and after school.

"As a single parent with a busy career, I appreciate being able to find healthy meals for myself and my daughter while I'm on the go!"

Goals
- Keeping my health on track.
- Reducing stress.
- Taking care of my child while maintaining my career.

Frustrations
- "Lack of healthy choices."
- "Hard to determine the ingredients of items when I order online."
- "Using technology takes time away from my daughter."

Samantha

Age: 32
Education: Master's Degree
Hometown: Buckly, Indiana
Family: Single parent to one daughter
Occupation: Teacher 5th grade

Samantha struggles with the stress of her career and being a single mother. She has had health issues in the past and is making efforts to not have a relapse by eating more whole foods. This can be frustrating when trying to find fast foods for herself and her daughter before and after school.

Google

User journey map

Goals are to find ways to overcome the pain points experienced by users.

Persona: Joseph

Saving money and finding ease of use due to language barriers.

ACTION	Download app	Place and order at Fast Fresh	Select the delivery time	Pay for food	Receive the delivery
TASK LIST	Tasks A. Select app in app store B. Install app on phone	Tasks A. Open app B. Select language C. Place order	Tasks A. Chose to order ahead or immediately B. Place same order for multiple days/times	Tasks A. Enter credit card info B. Use pay pal C. Confirm deliver address	Tasks A. Food arrives at your address B. Receive the food from the driver C. Receive the food from automated delivery vehicle (ADV)
EMOTIONS	Happy to find a free to use app	Relieved there is a select language option	Surprised to see the delivery options	At ease with the transaction	Satisfied with the outcome of ordering from Fast Fresh
IMPROVEMENT OPPORTUNITIES		Accessibility could be improved with sound and high contrast visuals		This could be improved with points being added for rewards on future purchnse at the end of the transaction.	Allow for reviews to be given from the app after delivery, this would increase user's ability to identify areas for improvement based on experience.

Google

User journey map

[Your notes about goals a

thought process]

Persona: Samantha

Goal: To provide healthy meals before and after school during the weekdays.

ACTION	Open app menu	Select healthy meals	Place order	Use drive through to pick up meals	Enjoy meals at home
TASK LIST	Tasks A. Locate the menu B. Browse menu by catagory (breakfast, dinner) C. Browse menu by health value (vegan, gluten free, keto)	Tasks A. Determined which meals to order. B. Read menu and make choices	Tasks A. Add selections into basket. B. Select check out C. Complete transaction receive code for drive through	Tasks A. Drive to Fast FResh B. Use drive through window and code given at check out/app. C. Receive meals as described on the app	Tasks A. Unpacking meals B. Plating the food
EMOTIONS	Interested in finding the exact meals for herself and daughter.	Excited to find healthy meals available.	Happy to find healthy meals easily is a short amount of time	Amazed at ease of use	Satisfied and healthful
IMPROVEMENT OPPORTUNITIES	App could go another level deeper with ingredients lists and nutritional information for each meal (items).	Use of symbols kept to a minimum for ease of use and accessibility.	Add ability to favorite meals to make the transaction faster in the future.		

Starting
the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies
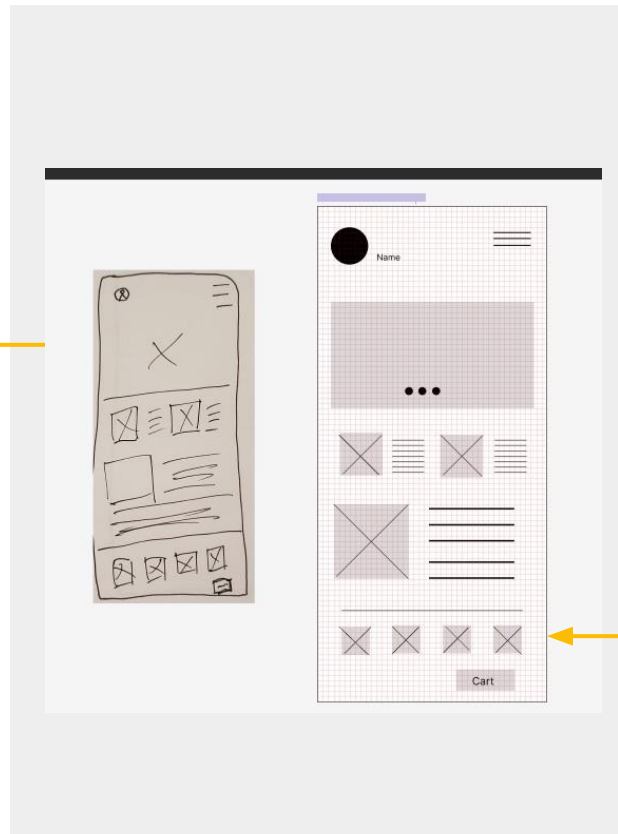
Google

Paper wireframes

Through this process my team did fast iterations of the home page on paper.
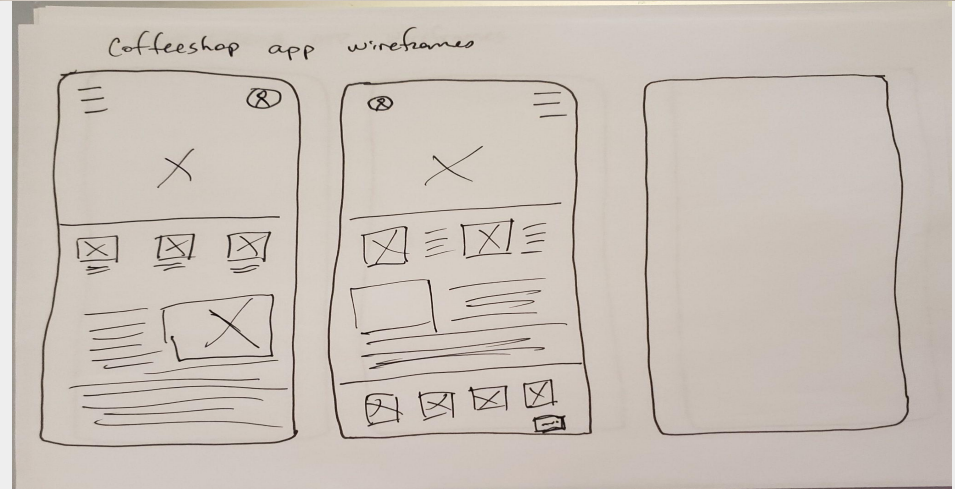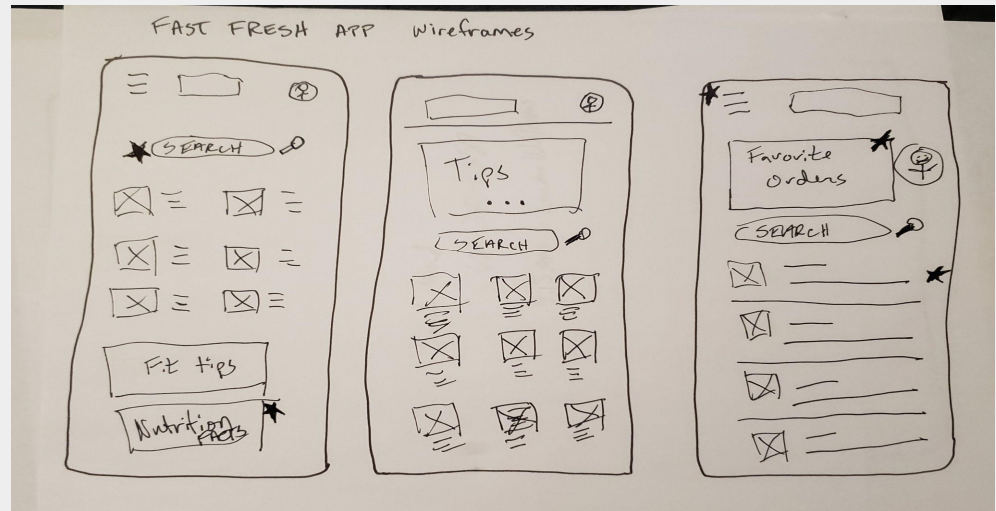
Digital wireframes

[The home page wireframe. Important elements made it into this final iteration before building out a digital prototype.

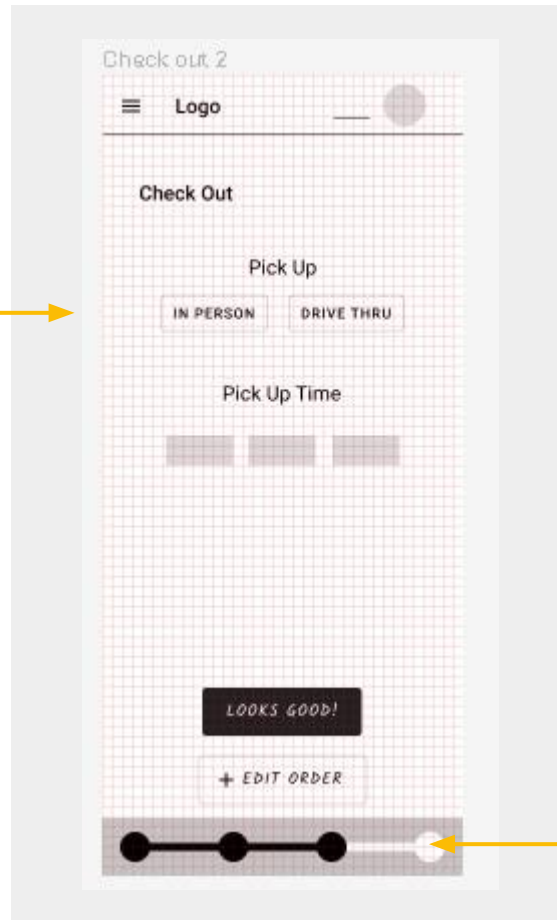Use of a rotating hero image leads users to articles and nutritional facts.

Favorites displayed and the cart button is easy to find.

Digital wireframes

Our team wanted to include the final details before completing the transaction.

Additionally, including the progress bar helps the user visually see where they are in the process.

Some final details added to the transaction

A progress bar for the transaction process

Check out 2

☰ Logo ___ ⬤

Check Out

Pick Up

IN PERSON   DRIVE THRU

Pick Up Time

LOOKS GOOD!

+ EDIT ORDER

Google

Low-fidelity prototype

The Fast Fresh app's user flow during a transaction is demonstrated in this low fidelity prototype.

https://bit.ly/fastfrestus erflow
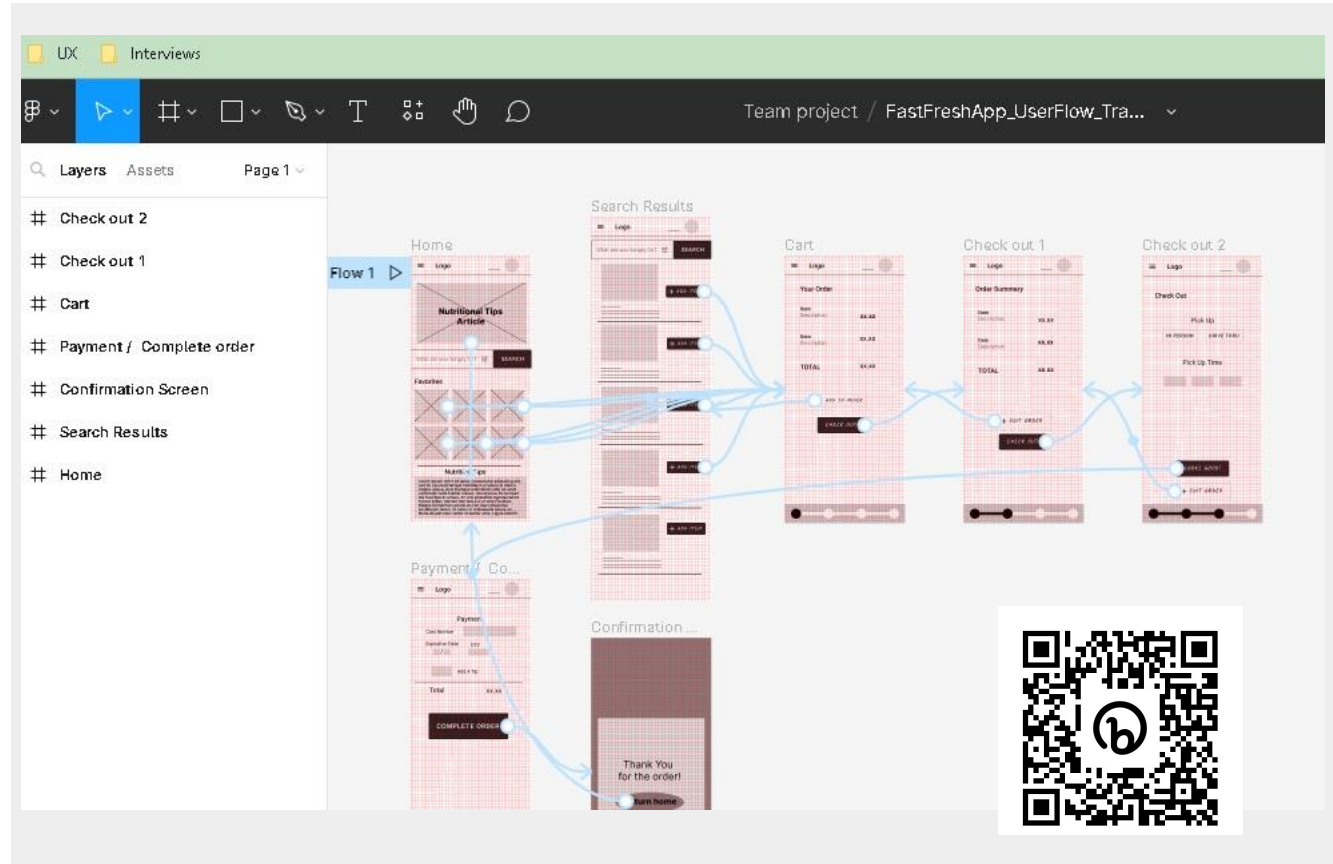
Usability study: findings

The usability studies summarized below focused on our core goals for the transaction user flow.

Round 1 findings

1. Users need better visual guidance to find the profile.

2. The cart/check out pages need a better flow through.

3. Filters on the search could be narrower and produce more accurate results.

Round 2 findings

1. The cart 2 page needs a better time selection interface.

2. The confirm page needs and update button after adding tip so that the actual total shows.

3. Further accessibility testing needs to be completed.

Google

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

This shows some of the
modification to the search
page, the bottom menu has
improved icons and the
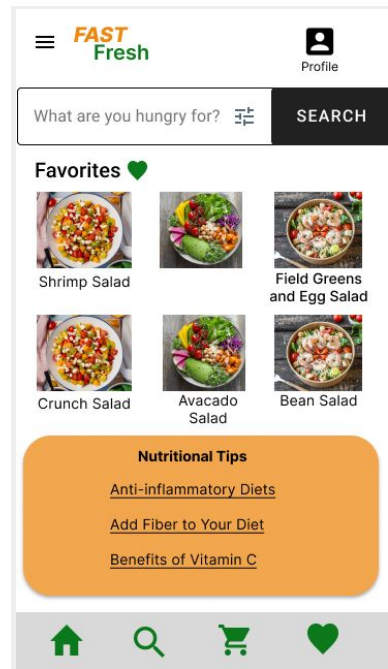filtering has been
narrowed.

Google
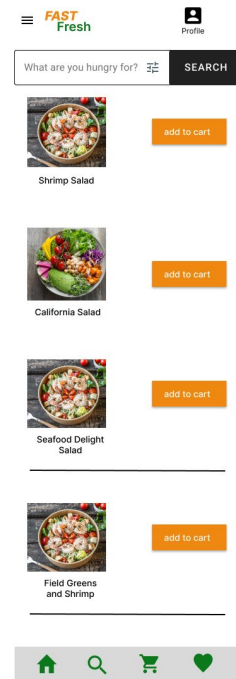
Mockups

After the initial usability study the home page was reworked to include links to the nutritional articles, less text overall, and more images of favorited items.
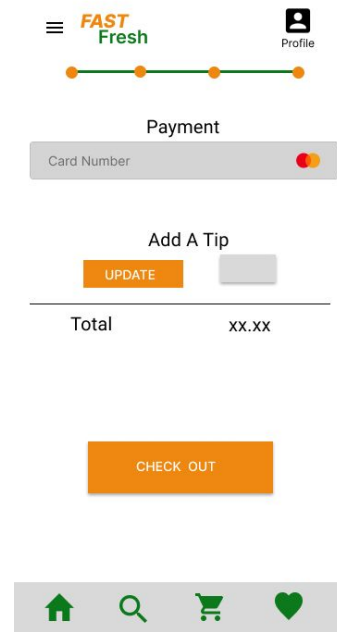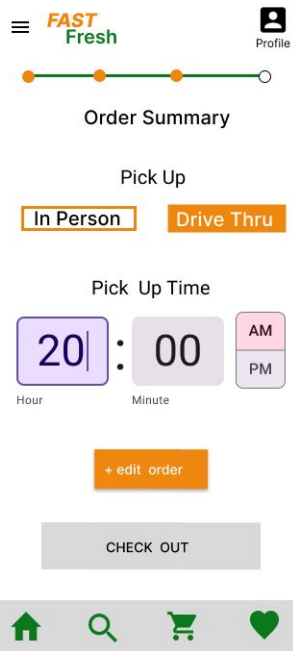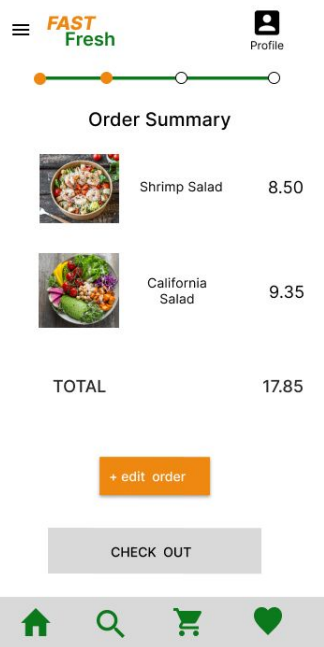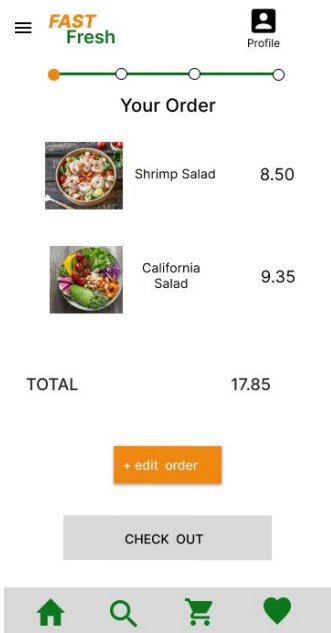
Google

Key Mockups

High-fidelity prototype

Google
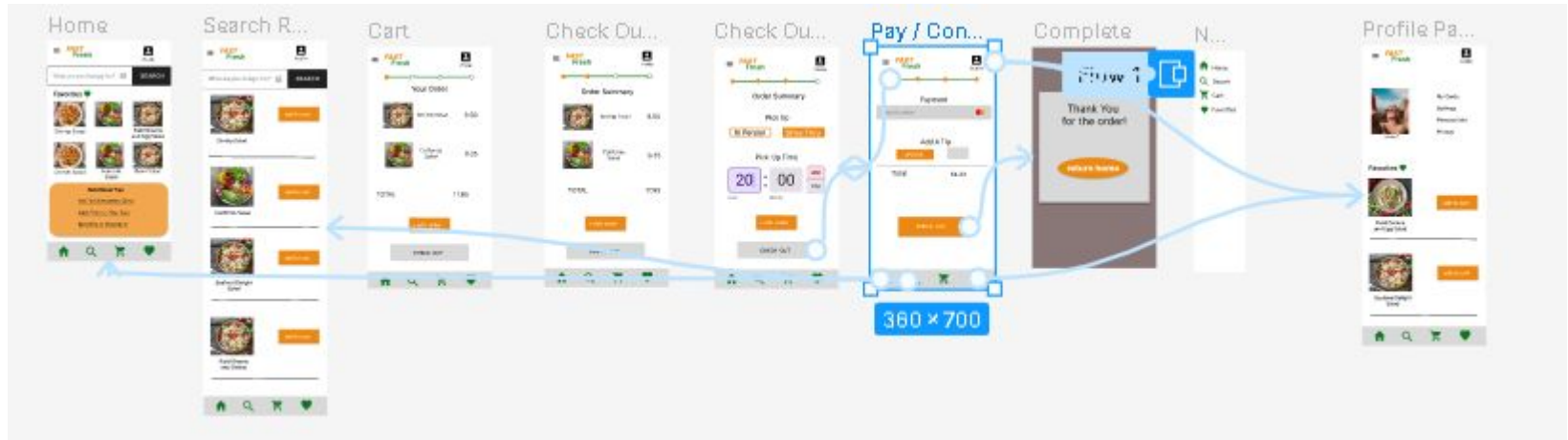
Accessibility considerations

1

Use of a limited color palette with high contrast and white space.

2

Image tagging, enabling screen readers to "read" the images.

3

Use of icons and large buttons, making the app easier to use with one hand or a thumb.

Google

Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

Fast Fresh app will revolutionise the fast food industry by enabling people who want to eat healthy to partake of a fast fresh meal from anywhere at anytime. It will improve the local choices in healthy fast food availability.

What I learned:

II learned so much from this project. Through the iterations, I learned that there are always going to be more things to consider and collaboration is vital to a viable product.

Google

Next steps

1

Additional user testing will need to be done.

2

Further iteration on the remaining app functions will be performed.

3

After finalization, the app will be handed off to engineering teams.

Google

Let's connect!

Thank you for your time and attention to my work. I appreciate all of your feedback.

Beth Cornell - - beth@bethcornell.com
602-309-1915

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