

Understanding the User

- Research
- Personas
- Problem Statements
- Journey Maps

User Research: Summary



The course provided a list of test subjects and I selected four that aligned with the target audience I defined per my research goals. I then conducted hypothetical primary interviews with four test subjects with the interview questions I drafted. After this empathy exercise, organized these responses to craft possible ideas to solve different user problems.

These results were used to craft two user personas, Amanda and Jeff, conveying two main user groups defined through my research. This research activity helped me narrow down a wide range of “cool ideas” into solutions for specific problems. I was able to better understand a user journey after humanizing their pain points.

User Research: Pain Points

1

Visual Customizations

Users would like to see a graphic to visually present their sandwich order customizations

2

Dietary Preferences & Allergies

Users with dietary preferences and/or allergies are worried about orders coming out correctly

3

Caloric Information

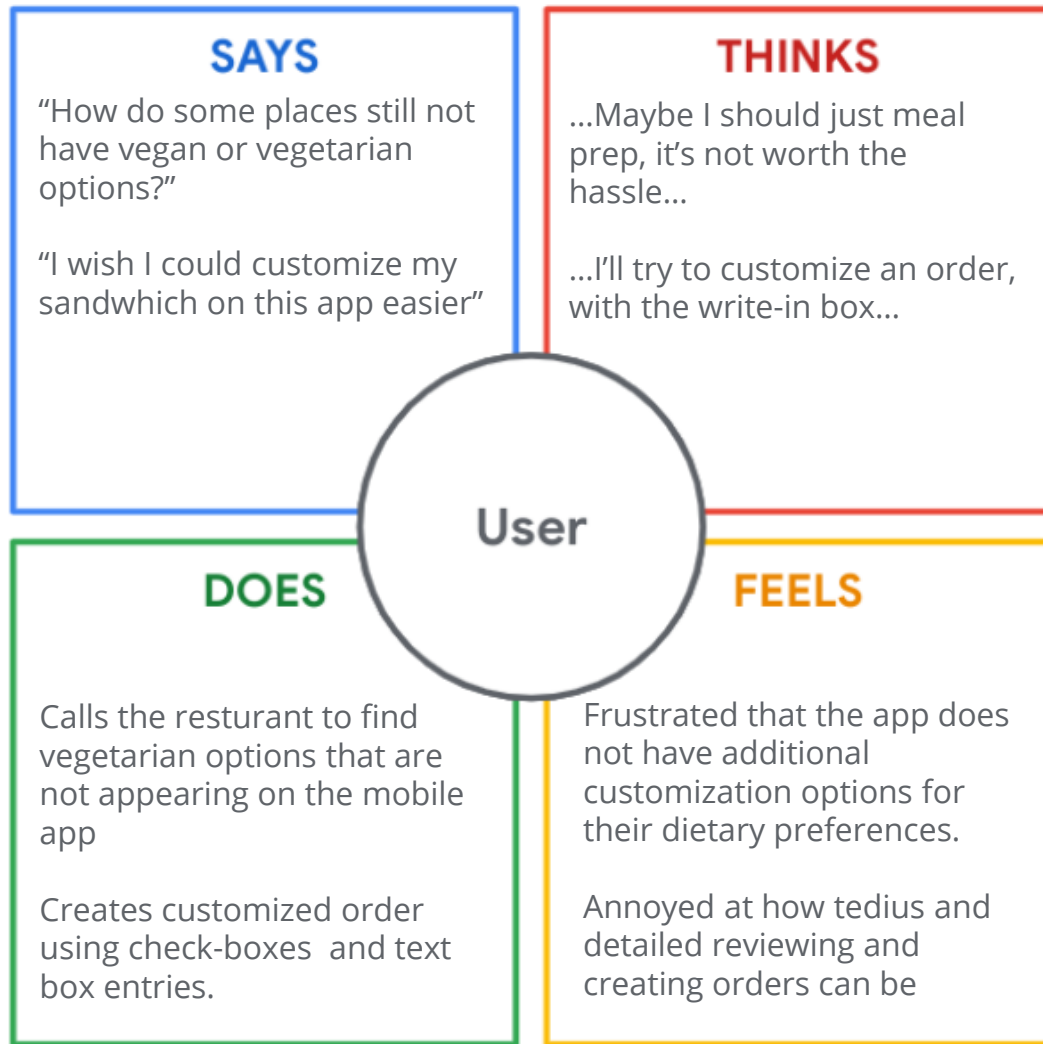
Customized orders often lack updated caloric information

4

Group Orders

Group orders for customized orders is often a tedious process

Empathy Map



Persona: Amanda



Age: 20

Education: College student

Hometown: Fort Myers, Florida

Family: Lives with roommates

Occupation: Intern/student

"I just want to be trusted with a simple task! Ordering lunch for the office should not be this frustrating..."

Goals

- I want to show responsibility and be trusted with easy tasks
- I want to ensure the team receives food reflective of individual dietary restrictions
- I want to be friendly and impressionable to my coworkers and hope to work here full time after I graduate

Frustrations

- Creating group orders that include individual customizations is a pain
- It's difficult to figure out who ordered what when items are labeled by their menu names and not order names
- When I mess up lunch for the team, how can they trust me with more important responsibilities?

Amanda is an intern at a local law firm in downtown. The small law firm has 7 people and Amanda often picks up lunch for the group. Four of the people in Amanda's office have different allergies and dietary restrictions and this is something Amanda has to pay special attention to with creating group orders. Often, group lunches are known in advance and can be pre-planned and she would like to be able to easily manage, share, and notify customized group orders with her team.

Persona: Amanda



User Story:

“**As a** young intern trying to build trust with my team on simple tasks, **I want to** find a better way to manage customized group orders in advance **so that** each employee can have a great lunch and learn webinar experience.”

Problem Statement:

Amanda is a young, busy intern at a small law firm **who needs** an app that can plan group orders in advance by collecting and organizing her coworker’s orders, dietary preferences, and allergies **because** manually entering or calling in a group order with multiple customized orders is time consuming.

User Journey Map

Persona:

Amanda



Goal:

Prepare for upcoming lunch & learn webinar

ACTION	Register for Webinar	Collect Orders or Dietary Restrictions	Create Order for Team	Pick-up Order	Prepare for Webinar
TASK LIST	<ol style="list-style-type: none"> 1. Sign-up online for office 2. Notify co-workers 3. Create calendar invites and reminders for office of lunch order deadlines 	<ol style="list-style-type: none"> 1. Retrieve specific orders from some co-workers 2. Receive general dietary restrictions from other co-workers 3. Send reminder emails to unresponsive co-workers 	<ol style="list-style-type: none"> 1. Remind remaining co-workers to send orders in 2. Manually add in each food order in the most cost efficient way 3. Tediously review to make sure all allergy information has been considered 4. Place order 	<ol style="list-style-type: none"> 1. Go to restaurant 2. Wait for order (customizations take more time) 3. Quickly check to make sure all food is included 	<ol style="list-style-type: none"> 1. Log-in and set up screen for lunch & learn session 2. Review food orders and decipher which customization belongs to which person 3. Make sure everyone has their food to their preferences
EMOTIONS	<ul style="list-style-type: none"> • Assertive and in-charge • Responsible and comfortable with time to prepare 	<ul style="list-style-type: none"> • Frustrated with lack of consistency in order information • Worried about making incorrect customizations 	<ul style="list-style-type: none"> • Annoyed with the manual process of entering each custom order 	<ul style="list-style-type: none"> • Nervous about time and if order is correct 	<ul style="list-style-type: none"> • Anxious that someone may have gotten a wrong order • Relief that everyone has their food
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"> • Automate calendar reminders for order collections for upcoming webinar 	<ul style="list-style-type: none"> • Allow for co-workers to add their orders directly to a shared group order • Save previous preferences for future lunch & learn sessions 	<ul style="list-style-type: none"> • Create an "order" file that includes each co-workers exact order preferences at different locations • Create an easier customization tool to allow for allergy indicators 	<ul style="list-style-type: none"> • Add notifications for users when order is ready for pick-up • Include checklist receipt on bag exterior confirming each item is included 	<ul style="list-style-type: none"> • Name orders by person name (not sandwich name or customizations) • Use different colors or pattern packaging for different allergies

Persona: Jeff



Age: 37

Education: Masters

Hometown: Providence, RI

Family: Lives with partner

Occupation: ER Nurse

"I love trying new flavors on the go with the love of my life! I just wish it was easier to do this when we have different preferences..."

Goals

- As I'm incredibly health conscious, I want accurate caloric information for my orders
- I'm more of a visual person and would prefer to see my food order/ingredients on the menu
- Enjoy food on the go without stressing about my order coming out right

Frustrations

- Most food ordering apps do not include caloric information and that heavily influences my orders
- I hate how difficult it is to create multiple custom orders. Can't I share my go to-favorites?
- As a visual learner, I rather see the food I'm ordering than read a description

Jeff is a health-conscious ER Nurse who spends his free time with his partner hiking. Jeff and his partner enjoy trying new flavors and cuisines on the go. They often have frustrations in ordering food for the other when wanting to create a customized order based on calories and customizations. Jeff would like an easier way to visually see their customized orders and would love to be able to create and save food profiles, preferences, or favorite orders that can be shared with his partner.

Persona: Jeff



User story:

"**As an** on-the-go calorie-conscious foodie and visual learner, **I want to** easily customize, save and share specialty low-calorie sandwich options **so that** my partner and I can eat on the go freely without having to question how healthy our food is."

Problem statement:

Jeff is a busy calorie-conscious foodie **who needs** caloric information and prefers graphic images about menu item ingredients **because** he has difficulty finding calorie-tracked, on-the-go food that meets his dietary preferences and allergies.

User Journey Map

Persona: Jeff



Goal:

Order healthy sandwiches for himself and his partner for a post-hike meal

ACTION	Select Restaurant Along Route	Start Mobile Order	Calculate Calories	Submit Order	Pick-up Order
TASK LIST	<ol style="list-style-type: none"> Find restaurant en-route that provides vegan and gluten free options Download app Begin to browse menu with help from partner 	<ol style="list-style-type: none"> Select restaurant location in app for mobile order Begin to create customized menu options to add to mobile order 	<ol style="list-style-type: none"> Find caloric information for menu items online or through separate mobile app Manually calculate customized options Create edits as appropriate per caloric needs and preferences 	<ol style="list-style-type: none"> Submit order Update GPS to route to restaurant Call restaurant to ensure partner's gluten allergy is respected 	<ol style="list-style-type: none"> Arrive at restaurant Pick up mobile order through drive-through Open and check order on the go
EMOTIONS	<ul style="list-style-type: none"> Frustrated at limited options and annoyed at lack of images of vegan and gluten-free menu options 	<ul style="list-style-type: none"> Hungry and excited to try new food options Not surprised that caloric information missing 	<ul style="list-style-type: none"> Annoyed with the manual process of calculating and tracking calories 	<ul style="list-style-type: none"> Uncomfortable that calling restaurant is necessary to ensure allergy is taken into consideration 	<ul style="list-style-type: none"> Frustrated that extra sauces were added than the customized caloric amount calculated Happy to eat on the go
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"> Create special menu filters for dietary preferences or allergies Include imagery for all menu items 	<ul style="list-style-type: none"> Include caloric information on menu items and ingredients for customizations 	<ul style="list-style-type: none"> Allow for real-time in app caloric updates based on customizations Allow users to save preferences 	<ul style="list-style-type: none"> Allow for users to add "stickers" to orders reflecting specific dietary restrictions or allergies to respect user customizations 	<ul style="list-style-type: none"> Allow "stickers" of caloric information to orders (by request) Use different colors or pattern packaging for different allergies