Taco Fun Application

Denzel Joseph Tolosa

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Project overview

The product:

Taco Fun is an local taco truck that is located in Alaminos, Laguna.The goal is to gain customers through mobile application. Some fast food chain and food delivery apps are successful and popular to users. They want to create a product that could compete with the market, satisfy the customers with their service and increase sales

Project duration:

July 2022 - August 2023

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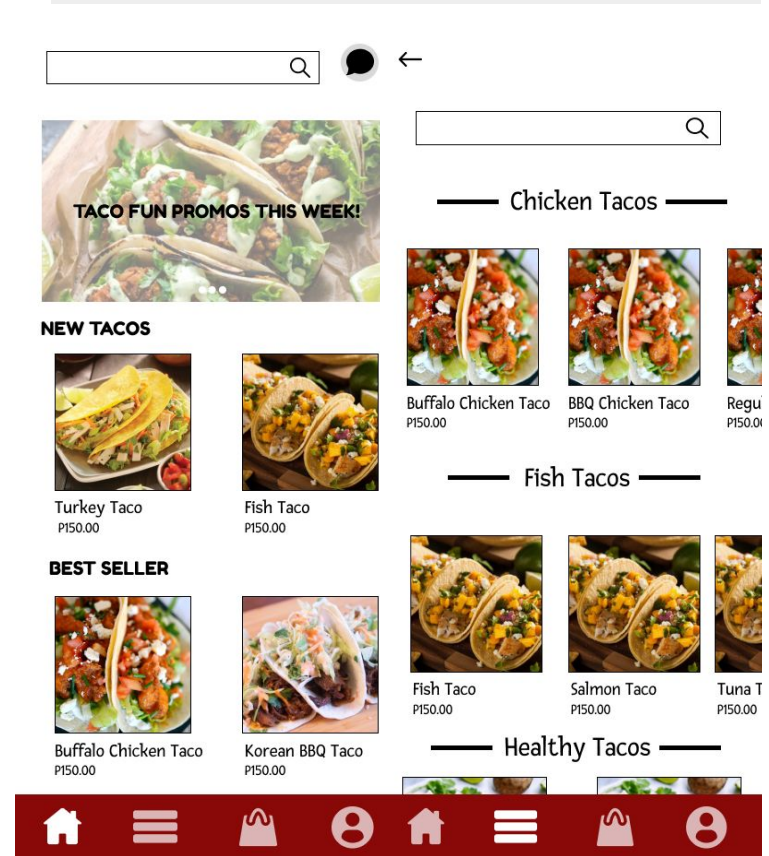
Project overview

The problem:

Employees and students who does not have time to prepare food due to busy work and assignments.

The goal:

Design an mobile app for Taco Truck call Taco Fun that allow users to easily order and deliver it on their doorstep.

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Project overview

My role:

UX Designer designing an app for Taco Fun from Sign up to Delivery page.

Responsibilities:

Conduct interview, paper and digital prototype, low and high-fidelity prototype in Figma, conducting usability study, applying accessibility to app, and iterating feedback in designs.

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Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

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User research: summary

I conduct interviews within our place and created an affinity map for them to put all of their feedbacks from the app that was used that can be used in improving the design according to their needs and feedback. A primary user group was identified through research and interview was employees and students who doesn't have time to cook for their meals.

The research also revealed that some factors that are limiting them to cook from their home. Research found that some barriers and they are challenges, time, priorities and personal interest that makes it difficult for them to buy ingredients and cook their own meal.

Persona: **Joseph Lee**

Problem statement:

Joseph Lee is a busy working employee who wants to deliver food easily as he doesn't have time to prepare meals due to heavy workloads as IT Project Manager

"The key to success is to focus on goals, not obstacles."

Goals
- Achieve the project successfully.
- Develop an app that could help users with their problem.

Frustrations
- Task gets failed.
- Poor decision-making.
- Team who doesn't participate

Joseph Lee

Age: 30
Education: BS Information Technology
Hometown: Alaminos, Laguna
Family: Mother and 2 Brothers
Occupation: IT Project Manager

He is a IT Project Manager who likes to get things done and he likes to work with other people since it can help generate more ideas in building the project. He doesn't like any task to not finish on time and doesn't like colleagues who don't participate or doing their task in the project.

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Persona 2: **Mark Kim**

Problem statement:

Mark Kim is a full-time developer who doesn't have time in preparing his own meals and wants an app to deliver food quickly due to his busy work schedule.

"You have to learn the rules of the game. And then you have to play better than anyone else."

Goals
- Achieve the project successfully.
- Develop a game application that could help users with relieving stress.

Frustrations
- Task gets failed.
- Poor decision-making.
- Team who doesn't participate

Mark Kim

Age: 25
Education: BS Information Technology
Hometown: Alaminos, Laguna
Family: Mother and 2 Brothers
Occupation: Game Developer

He is a Game developer who likes to get things done and he likes to work with other people since it can help generate more ideas in building the project. He doesn't like any task to not finish on time and doesn't like colleagues who don't participate or doing their task in the project.

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Competitive audit

The goal is compare the customer service and the menus of the competitors and how can we make sales despite the competitions in the market.

Competitive audit									
	Compare the customer service and menus								
	General information								
	Competitor type (direct or indirect)	Location(s)	Product offering	Price ($ - $$$$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	
Taco Shack	Direct	San Pablo	Tacos	$$	www.tacoshack.com	Medium	Everyone	"Taco for everyone"	
Taco Bell	Direct	Alaminos	Tacos	$$	www.tacobell.com	Large	Everyone	"Let's taco about it"	
Jollibee	Indirect	SM San Pablo	Filipino Food	$$	https://www.jollibee.com.ph/	Large	Everyone	"serving joy"	
Mcdonalds	Indirect	SM San Pablo	Filipino Food	$$	https://www.mcdonalds.com.ph/	Large	Everyone	"Love ko to"	

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Ideation

I did a ideation on how can we compete at the market at the same time despite many competitors in the market. The goal is to create an app to users where they can order tacos and deliver them quickly.
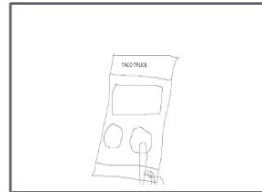

Joseph was hungry and craving for a taco and frustrated that some app are hard to use.
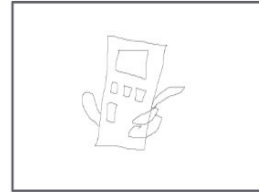
He download an Taco Truck App and he opens it immediately

He explores the app and was surprised that they are a lot of tacos available

He chooses from the menu, checkout his order and chooses to deliver

Joseph sat down happily and will wait for his order to arrive.

Joseph got the order and happily eats the taco.

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Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Digital wireframes

As for initial phase of design. We made sure to base them according to the feedback and findings from the research that was conducted.

←

Buffalo Chicken Taco
P150.00

Drinks

Quantity

⊖ 1 ⊕
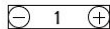
Total   P220.00

ADD TO CART

This button is the add to cart to make easy for users to order food.

This dropdown includes drinks which user can choose when ordering.

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Low-fidelity prototype

Using the set of digital wireframes. I created a low fidelity prototype. The primary user flow is to order taco with different payment option that they could choose. The prototype could be used in conducting Usability study.
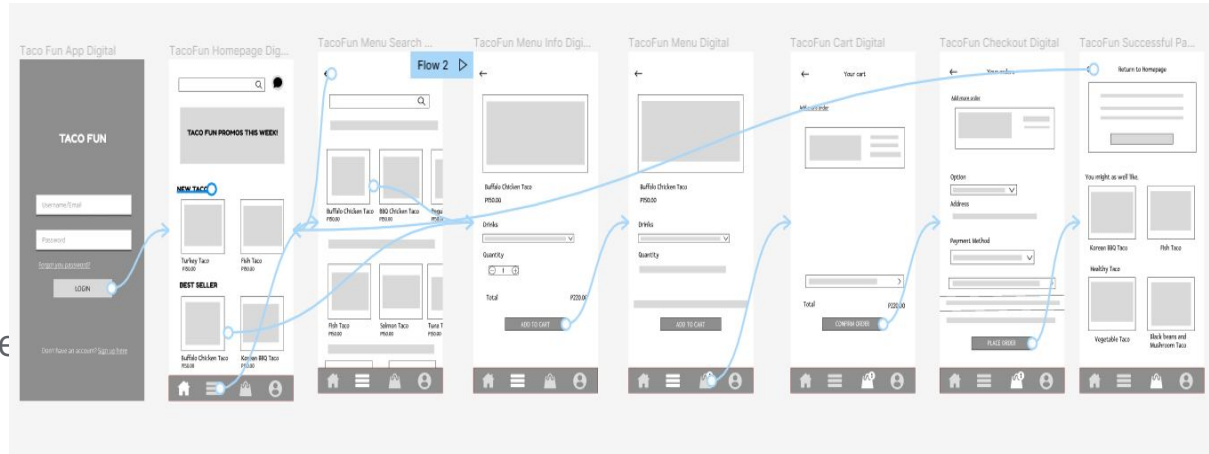
Click here to access the
Low-Fidelity of Taco Fun App

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Usability study: parameters

Study type:

Unmoderated usability study

Location:

Philippines, online

Participants:

6 participants

Length:

30-60 minutes

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Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

1. Users wants to order taco quickly

2. Users wants more payment options

3. User wants to search product easily

Round 2 findings

1. The checkout flow was confusing

2. No reviews of products

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

The early mockup was to let users search easily to find the product that they want. I added a Text on top on what kind of Topping and Flavor are on the Tacos so that they can choose easily
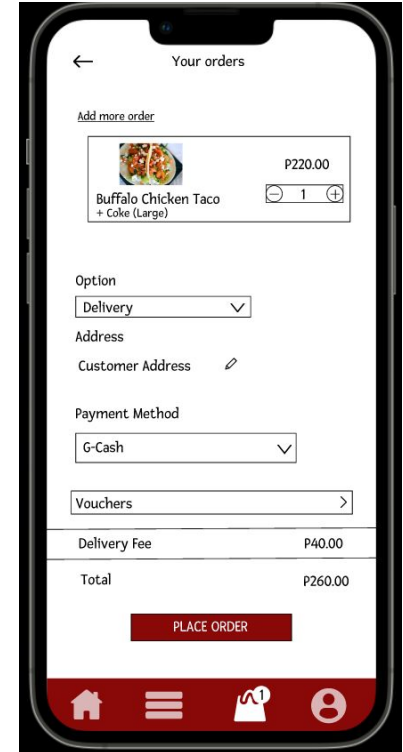
Before usability study

After usability study

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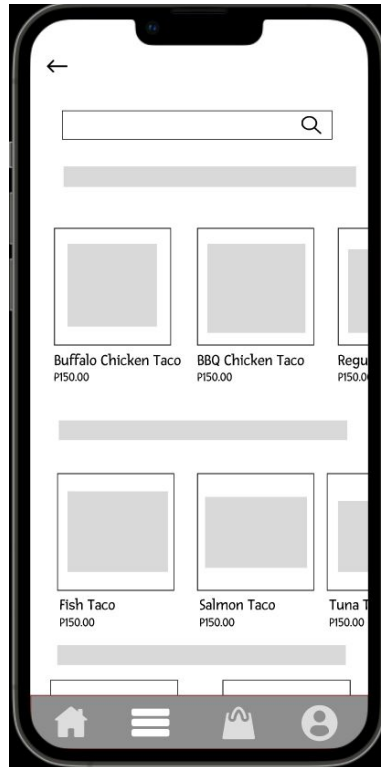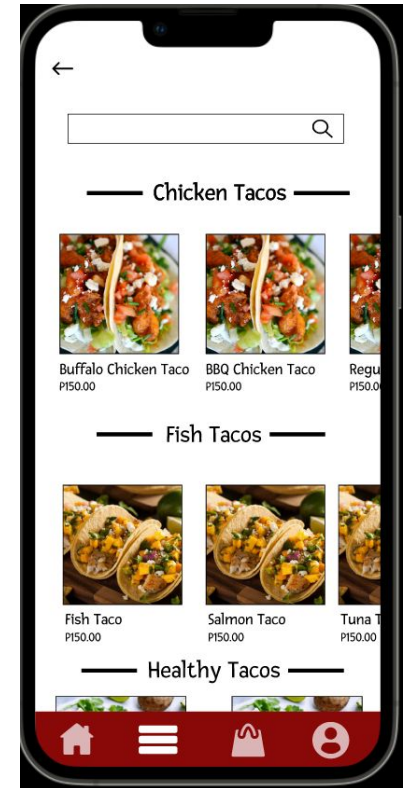
Mockups

Before the usability study, they were upset because of payment options available as they suggest to add payment option on where they can pay online that's why I added an option on where they can pay online for their food.
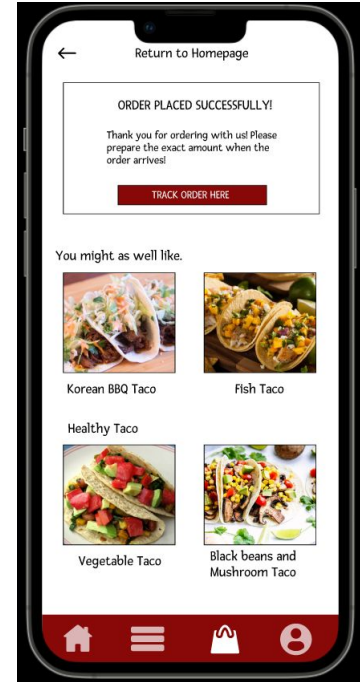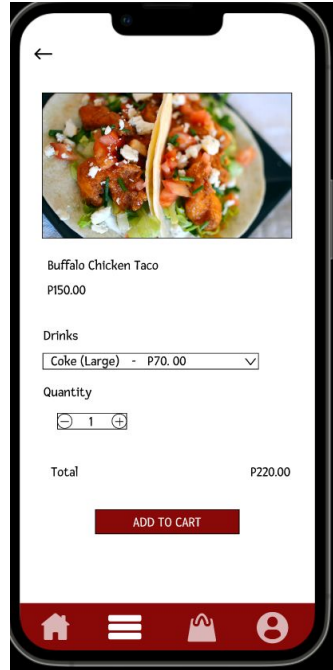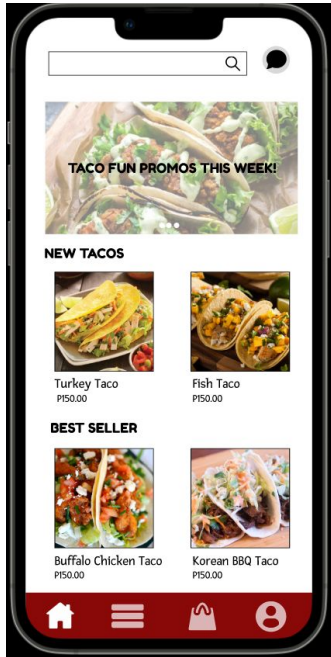
Before usability study

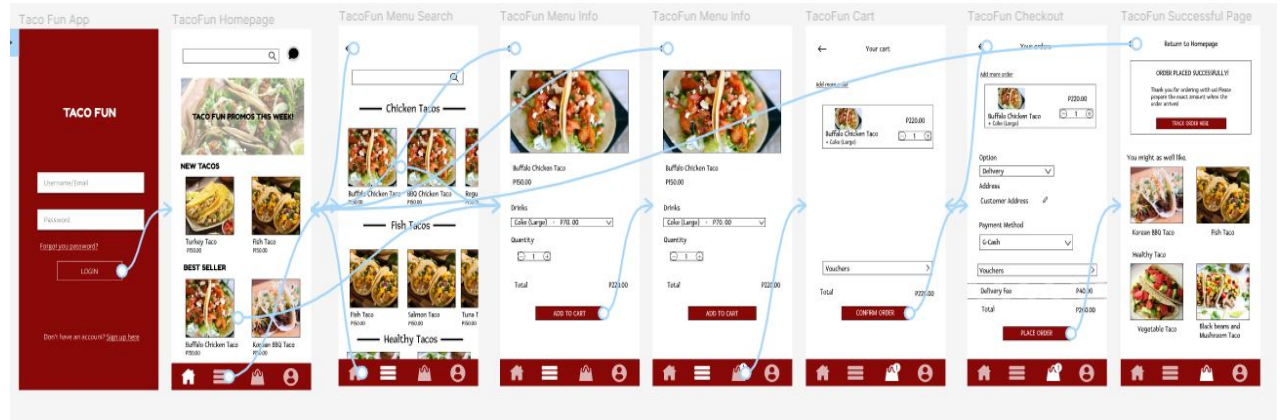After usability study

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Mockups

High-fidelity prototype

The High-Fidelity that provides presentation of the flow of the application. It also met the user feedback on where they want an additional payment method.

Access the Taco Fun app here:

High-fidelity prototype

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Accessibility considerations

1

Provide users an assistive technology with visual impairment

2

Use of icons to navigate easily within the application
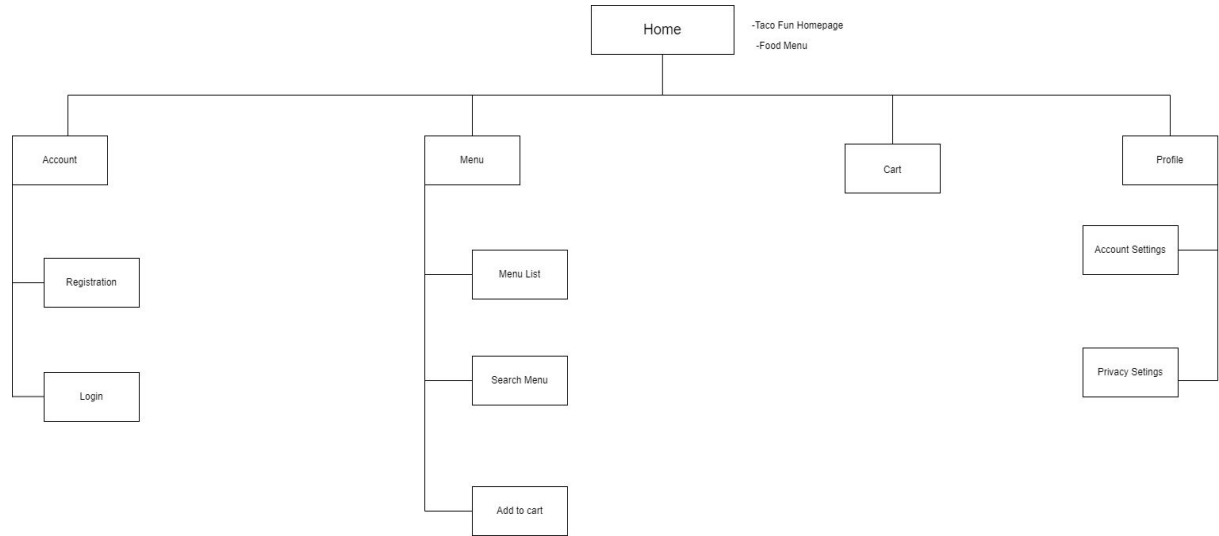
3

Adjust the colour palette that users may accept to consider the users with accessibility. Make checkout flow simple and add more payment options for user

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Responsive Design

- Information architecture
- Responsive design

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Sitemap

After the completion of the design of the app. I illustrated a sitemap using draw.io as reference when making this application to make sure that users have better experience within the application.

Home
-Taco Fun Homepage
-Food Menu

Account

Registration

Login

Menu

Menu List

Search Menu

Add to cart

Cart

Profile

Account Settings

Privacy Settings

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Responsive designs

The design will be started
for mobile/tablet since lot
of users uses Smartphones
and tablet nowadays. After
the success deployment.
Will improved and adapt it
to the desktop make sure
that it satisfies the user
need according to the
resource available for them.

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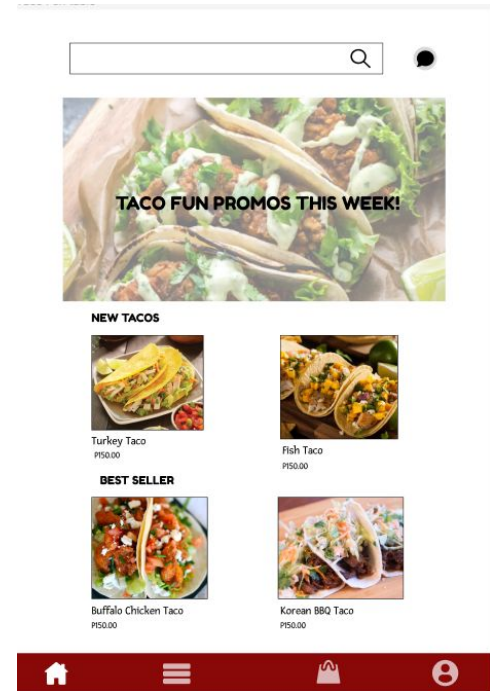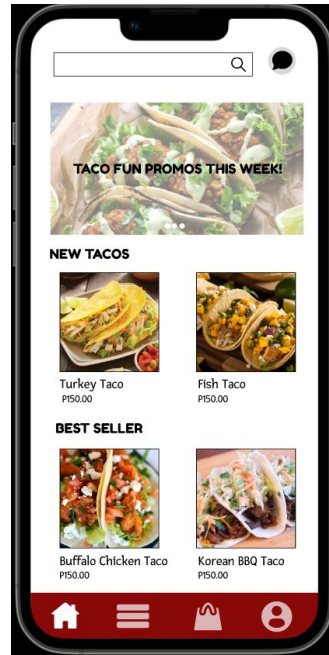
Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

This app make user feel like the Taco Fun will help users with their needs and solve their problems.

What I learned:

While conducting this study. I learned that feedback are really important in the progress of design as it really helps with the users in meeting their needs.

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Next steps

1

Conduct another usability study that can help users with their needs.

2

Conduct more research on how to help users with their problems

3

Build an application that could help the users with needs that they want to achieve.

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Let's connect!

Thank you for your time in reviewing my work for my Case study on Taco Fun App. If you want to get in touch with me, my contact information are provided below.

Email: tolosadenzel@gmail.com

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