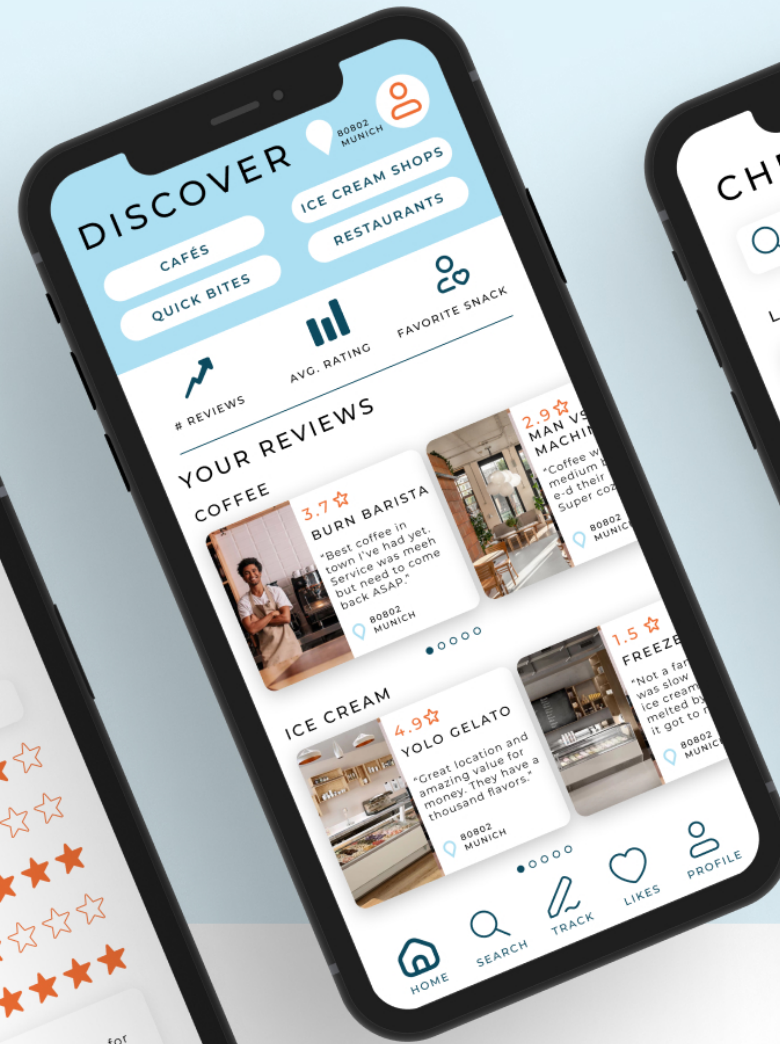
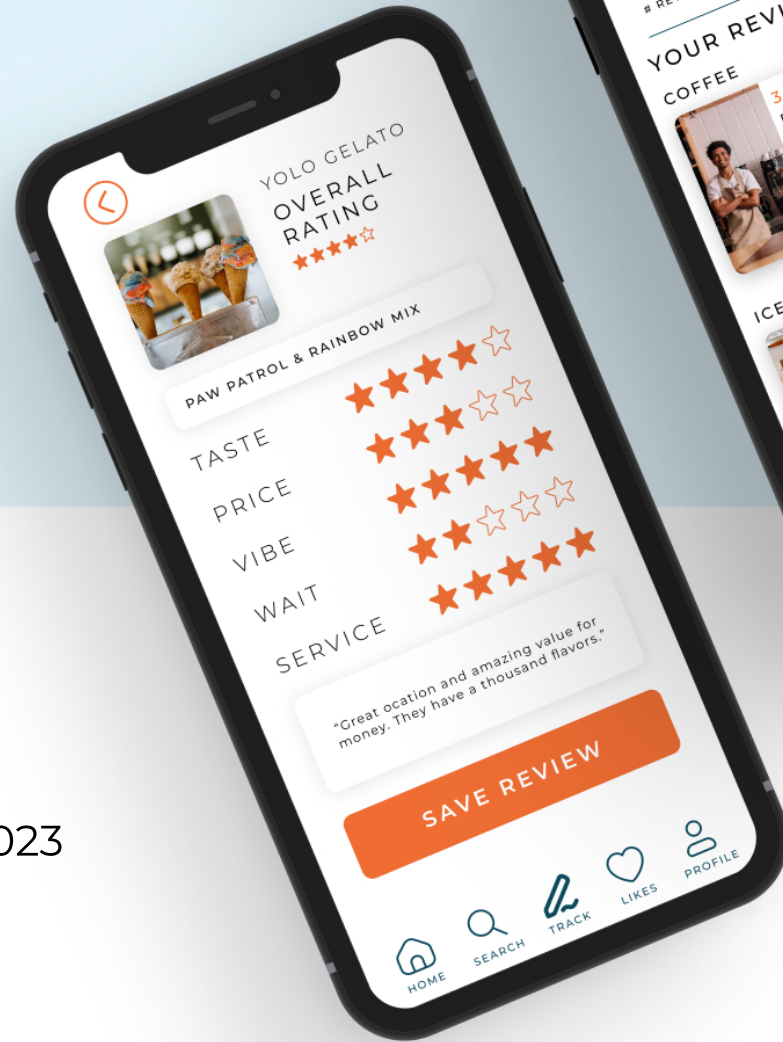


SnackTrack

The Review Tracking App for Foodies around the Globe



Role: UX Designer

Timeline: March - April 2023

Project Vision

TrackSnack is a mobile review tracking app for foodies around the globe. For this project, I followed a goal-directed design method which revolves around putting the user front and center. The product design process was based around the **Design Thinking** model, involving persona creation, empathy mapping and competitive auditing. The MVP for this product showcases the main user flow: checking in at an establishment and creating a custom review.

The User Problem

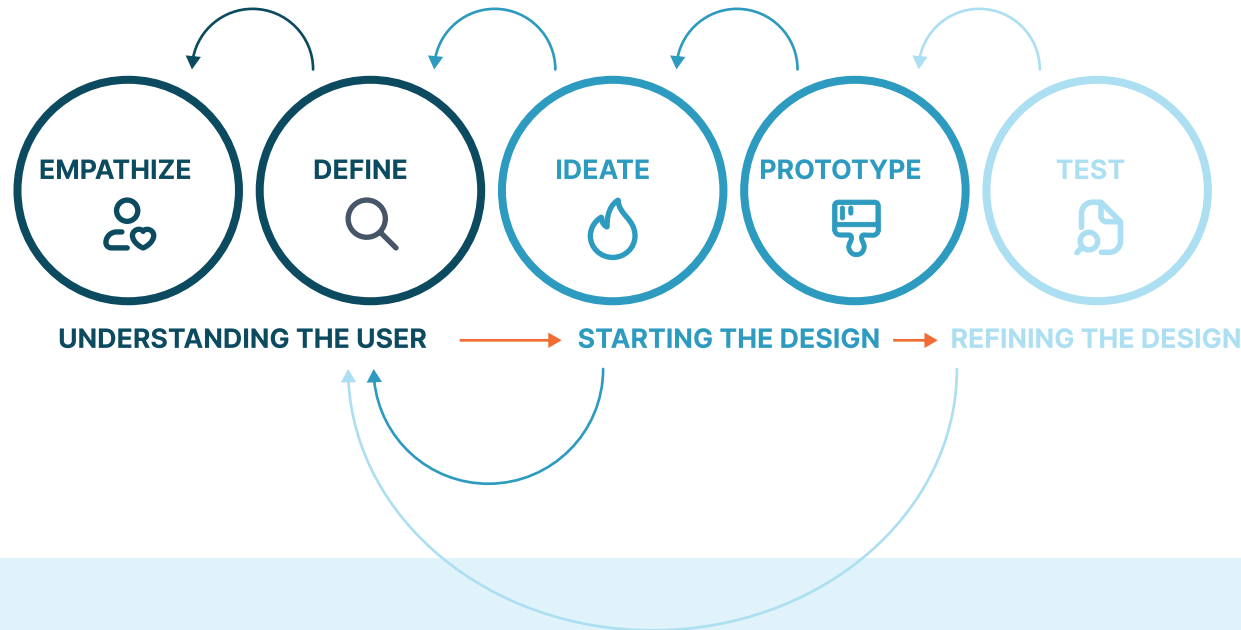
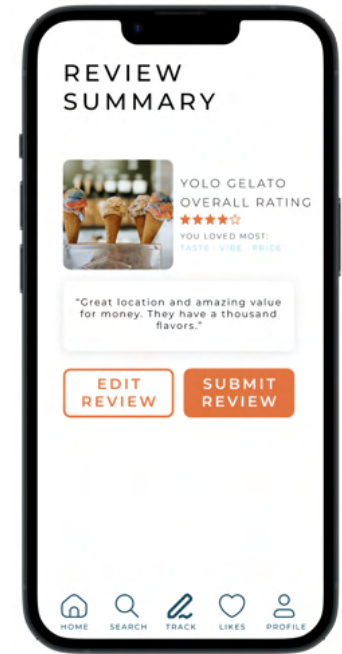
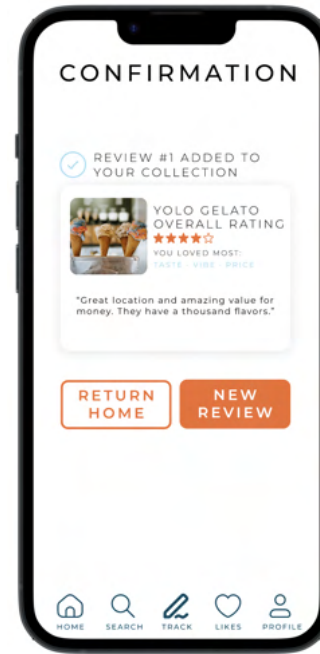
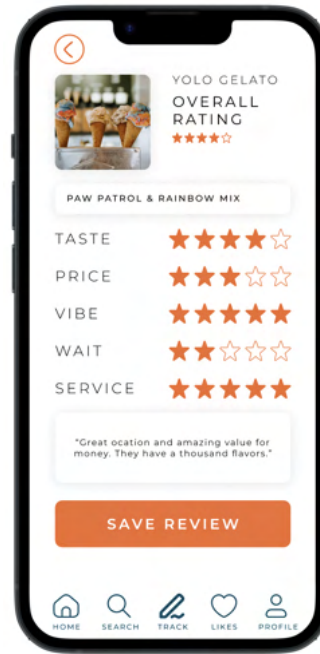
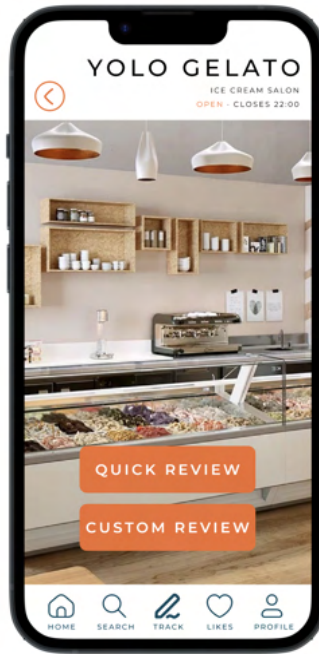
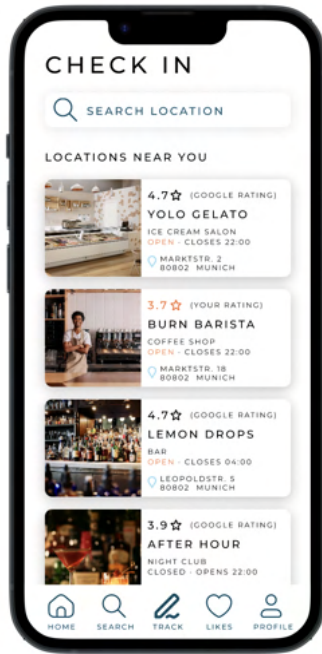
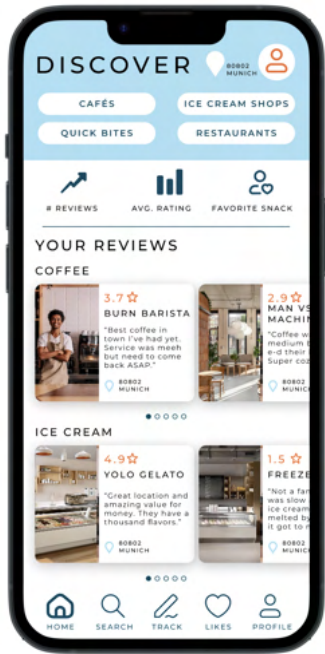
People interested in exploring restaurants, cafés and snack places lack an easy-to-access and engaging space to review and track their favorite spots.

Challenges

1. Identify user needs and expectations
2. Design a cohesive interface that's both intuitive and fun
3. Create a minimalistic UI while keeping the flow engaging
4. Provide a seamless and accessible review-tracking experience

The Goal

Design a mobile application that enables users to leave custom and quick reviews and keep track of food places they love ... and don't love.



Understanding the User - Empathize & Define

User research · Personas · Problem statement · User journey maps

For this project, I followed a user centered, goal-directed approach. I found qualitative research methods to be the most useful, consisting of empathy mapping, user story telling, competitive audit conducting and persona hypothesis construction. Initial questions were:

“What is the product and who is it for?”

“What challenges might arise moving forward?”

“What do users need for successfully completing the user flow?”

“What features do primary users need most?”

“Who are the biggest competitor and what are they great / not so great at?”

“Which functionalities of the product might not be intuitive for users?”

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. Two primary user groups identified through research were: 1) young adults who relocated after finishing education or their first job and seeking new acquaintances through culinary experiences and 2) adults with young kids who want to document their foodie experience together.

The two groups confirmed initial assumptions about TrackSnack users, but research revealed that creating a space for review tracking was not the only need. User problems included lack of time and attention span, inability to read or write and a desire for customizing reviews. The main user pain points were:

Time

While enjoying the wide range of culinary offers, users don't want to spend extensive amounts of time documenting their experience.

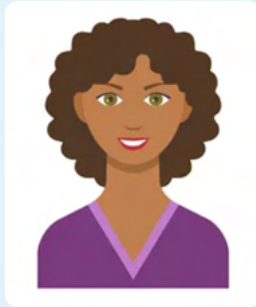
Accessibility

In order to guarantee an equitable experience, review tracking applications need to provide ways of documentation other than writing down text.

Customization

Quick on the go or deep into detail - users need various modes of reviewing.

Meet the Users



Name: Lisa
Age: 27
Education: MSc in IT
Occupation: IT Freelancer
Family: Single
Hometown: Munich, DE

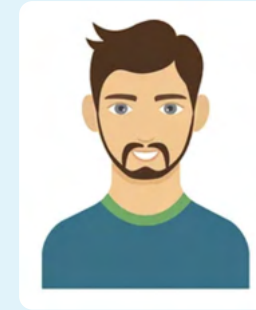
Goals:

- Exploring culinary LA while making friends
- Finding best value for money
- Research but make it efficient and visually pleasing

Frustrations:

- “Information overload is a no-go”
- “I’m finding it difficult to connect with new people in LA”
- “I’m unfamiliar with LA, so hard to decide which snack bar to start with and how to keep track of them all”

Lisa is a freelance web developer from Germany, who recently relocated to LA. She is hardworking, but enjoys every second off work to the fullest. In her down-time, she loves exploring new places, making friends and trying out new snack bars. Choice of establishment is critical for Lisa - she wants the best, most special experience while minimize spending. Lisa is willing to go hard on research, but getting lost in any abundance of information is a no-go.



Name: Jon
Age: 36
Education: BA in Engineering
Occupation: Part-time engineer
Family: Divorced, 2 kids
Hometown: LA, USA

Goals:

- Having the best time with his kids
- Finding special snack places (good ice cream is a must) to have an unforgettable time with his girls
- Having the kids participate in the selection & tracking process

Frustrations:

- “I wish my kids could participate more actively in the tracking process”
- “Jordan gets irritated easily when not knowing what to expect from a new place”
- “When the kids are tired, we need snacks QUICK”

Jon is about being practical and enjoying time with his daughters. On weekends, he loves taking the kids to the beach, making every second with them count. Their favorite activity together is finding the best ice cream in the Malibu area - they’ve been researching snack places and keeping a list with ratings on Jon’s phone. Kim, Jon’s older daughter, would love to see and edit the list on her phone too. Jordan, the younger, can’t read yet and gets frustrated not being able to contribute well to their rating.

Competitive Analysis

I identified several potential competing companies, and although none compete directly with SnackTrack, they might potentially infringe on the business' revenue and popularity. SnackTrack has the opportunity to capitalize on this by developing the core functionality from each competitor but niche down to the explicit user need of custom-reviewing. Moreover, SnackTrack has a chance to establish a pioneer-position in designing for accessibility and becoming a one-stop shop solution.

The majority of reviewing and tracking features were similar between competitors. However, the main differences were:

- Easily accessible vs hardly accessible
- Simplified interaction vs too many, cluttered screens
- Minimalistic interface vs cluttered, distracting interface
- Specialization of products and brand niches

Uber Eats

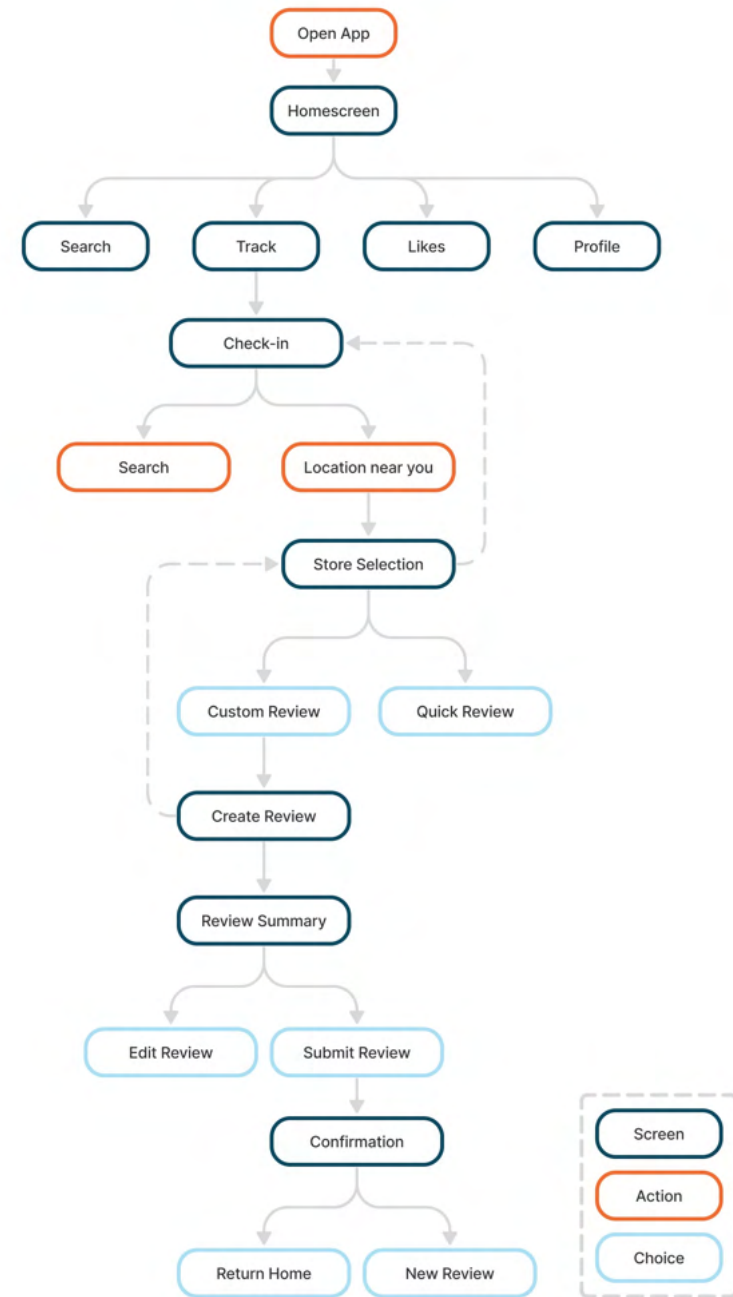


Starting the Design - Ideate & Prototype

Paper Wireframes · Digital Wireframes · Lo-Fi Prototype

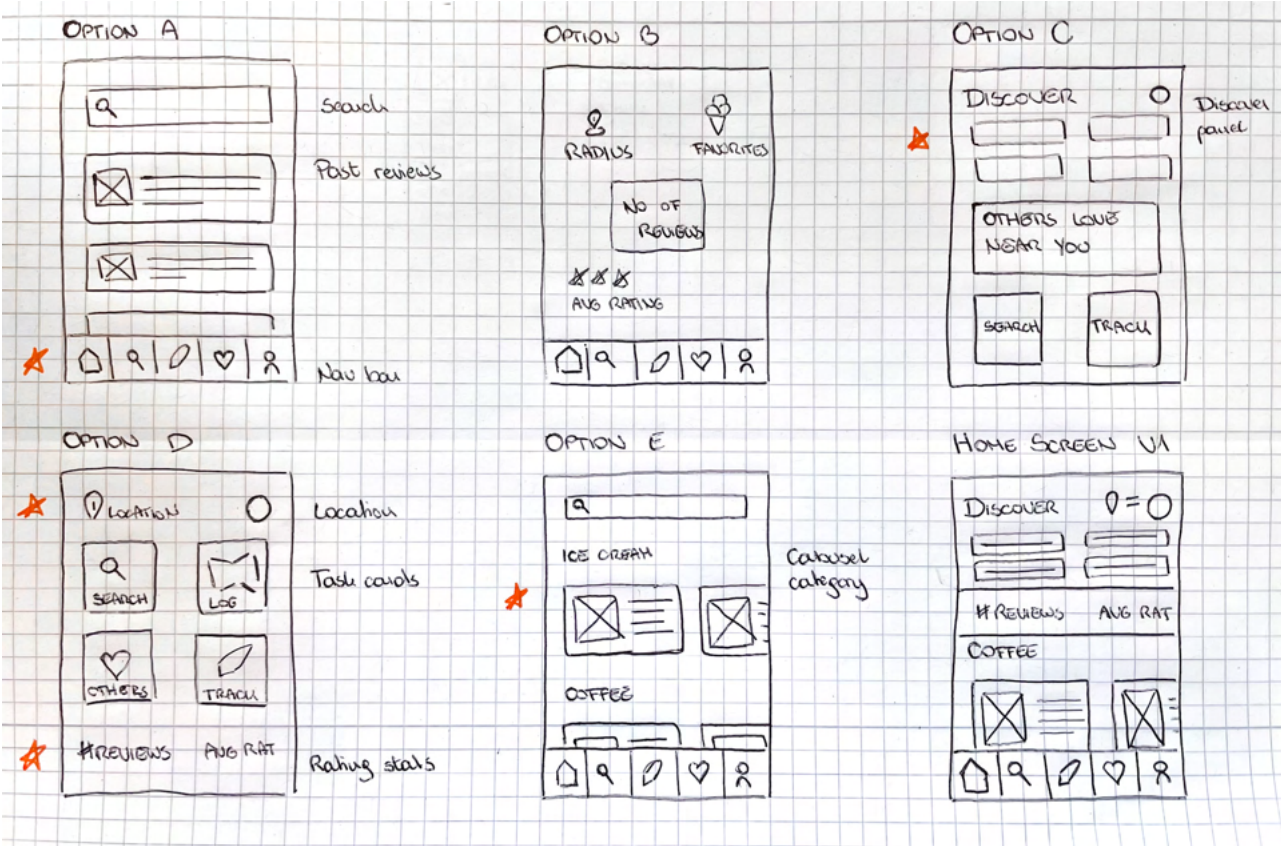
Preparing the Journey

I constructed the **information architecture** of what a basic start to finish journey of the core process looks like: checking-in and creating a custom review. This helps in understanding ways users can interact with the product, as well as allowing to see navigation through user goals.



Paper Wireframes

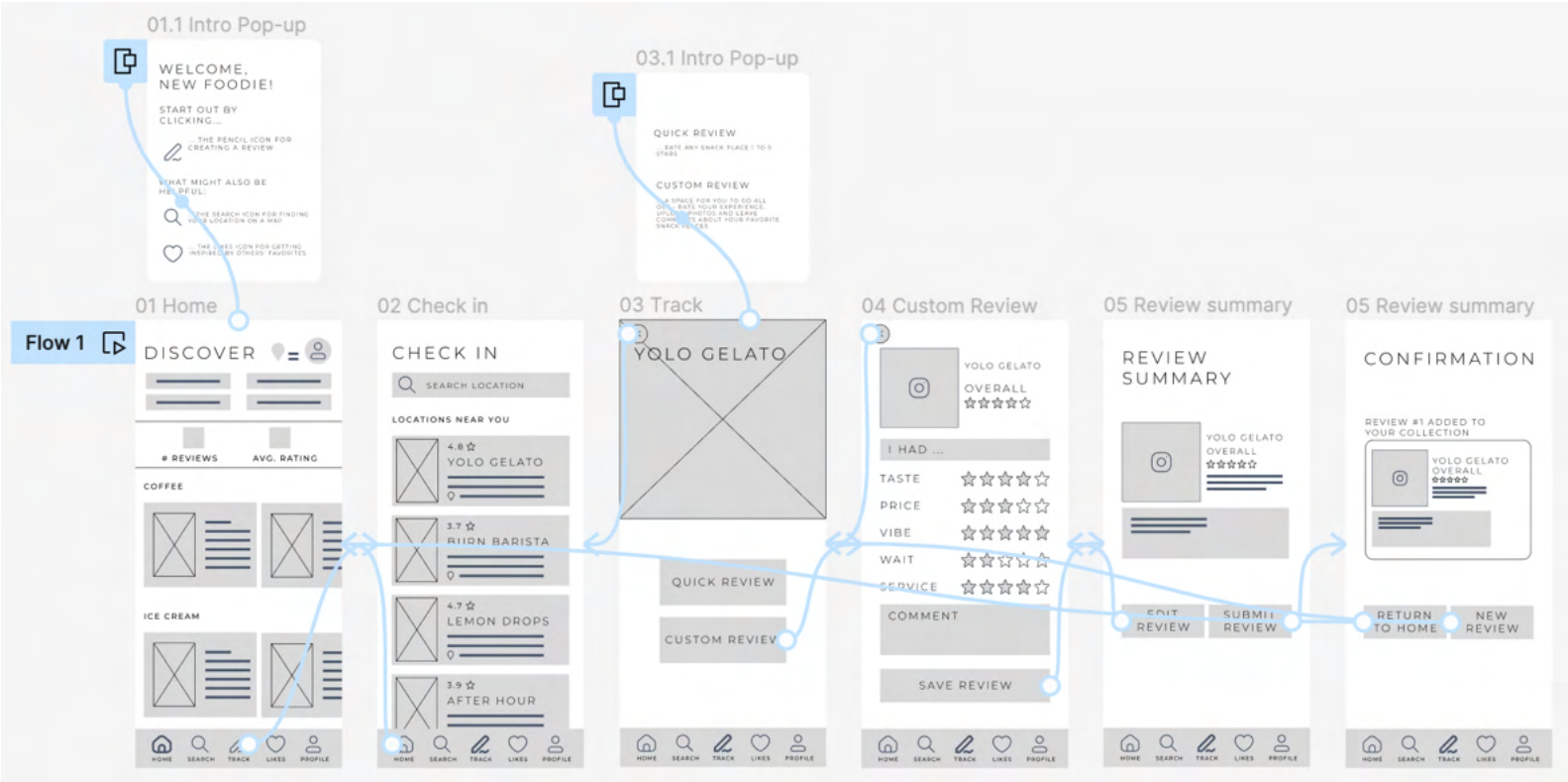
Taking the time to draft various iterations of each screen out on paper ensures that elements that made it to digital wireframes were well-suited to address user pain points. For the home screen, I prioritized **showing all essential information in an engaging yet clear manner**.



Digital Wireframes & Lo-Fi Prototype

After sketching out paper wireframes and thinking through the preliminar flow, I reviewed what was necessary, unnecessary, and which areas needed improvement. I allocated a lot of time to this step to make sure I had the finishing touches on the underlying UX before moving onto the visuals.

The lo-fi prototype connected the primary users flow of checking-in at a location and creating a custom review. The aim was **to build a version of the app that could be used in a usability study** with users.



Refining the Design - Test & Iterate

Usability testing · Mockups · Hi-Fi Prototype · Accessibility

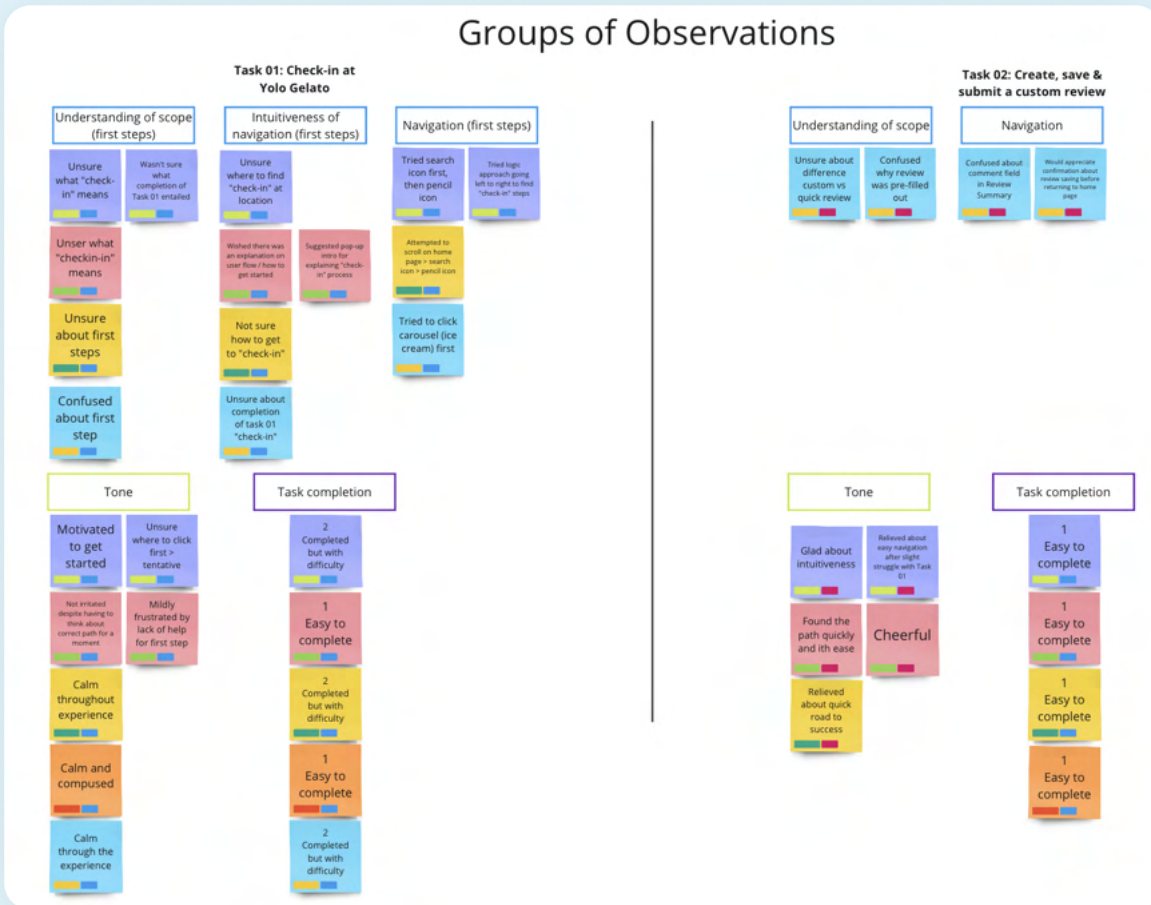
I conducted two initial rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study was based on a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Usability testing

After creating a prototype from low fidelity wireframes, I conducted an unsupervised usability study with five participants. Users were asked to navigate the flow and use the “speak-out-loud” technique for documenting their experience. They were asked to complete two tasks:

1. Check in at the ice cream shop Yolo-Gelato
2. Write and submit a custom review for Yolo Gelato

Groups of Observations



User flow not clear.

I found that most participants were unsure where to get started with the first step in the user journey, which was checking-in at a restaurant. They were drawn in by the load of information on the home screen and only found the right track upon trial and error.

Lack of confirmation page.

Most participants pointed out that the transition from submitting a review to being navigated back to the home screen feels too prompt and lacks a form of confirmation.

Differentiation of review features not clear.

Some participants wondered about the difference between “quick review” and “custom review”. They pointed out that a brief introduction or explanation to the modes would be useful.

Uncertainty about review form.

One participant was concerned about the look and feel of the actual review form, since this step was hard-coded in the lo-fi prototype. They mentioned that the ease and intuitiveness of creating a custom review will contribute heavily to the overall success of the product.



Accessibility Considerations

The **color palette** adheres to **WCAS** standards, considering **users with impaired vision and color blindness**. I prioritized high contrast, minimal use of color and effective use of iconography in order to support type copy.

The **typography choices**, including type classification, typeface and font styles, were chosen with the goal of easy **legibility, readability and effortlessness** when navigating the text-portions of the app.

Icons were used to support type copy wherever possible. They are also an integral part for the custom review feature. This choice was made in consideration with **individuals who are unable to read**, such as kids or dyslexic users.

Iterate through the design and user feedback process once more to make sure the changes I made to the hi-fi prototype are in synch with participants' needs.

Design additional user flows, such as navigating to the user profile, changing settings, creating quick reviews and utilizing the map function. Expanding the prototype to the entire app experience will make for more realistic review cycles and reveal additional user feedback.

Integrate elements of **gamification** and reward systems in order to make the review process even more fun and engaging.

Going forward

Style Guide

Combining two primary subtle with a single highlighting color and following the **60-30-10 rule** was meant to underpin the aim of a simple, minimalistic design that enables a fast flow and staying focused on the key tasks. **Round edges, simple iconography and soft drop shadows** as well as **simple typography choices** make for an effortless and engaging feel. The design elements are plain and familiar, curated to keep the spotlight on imagery and the functionality of the product.

Type

- TITLE 1 · 32
- TITLE 2 · 20
- TITLE 3 · 16
- SUBTITLE 4 · 12
- Body Type · 10

Color

- #0C4A5F
- #EF6D33
- #ACDFF2
- #D9D9D9

Elevation

- Elevation Search
- Elevation Carousel

Components

- Star rating system (5 stars)
- Navigation arrows and indicators
- Buttons (3 styles)
- Search bar (SEARCH LOCATION)
- Bottom navigation bar (HOME, SEARCH, TRACK, LIKES, PROFILE)
- Bottom action bar (CHECK-IN, REVIEW, CONFIRM)

Icons

- Analytics (line graph, bar chart, people icon)
- Tools (pencil, magnifying glass, heart)
- User (person icon, Instagram icon)
- Checkmark

Mockups

- Review cards for 'BURN BARISTA' (3.7 stars) and 'MAN VS MACHIN' (3.9 stars).
- Review cards for 'BARISTA' (2.9 stars) and 'MAN VS MACHIN' (2.9 stars).
- Review cards for 'MAN VS MACHIN' (2.9 stars) and 'HONEY BEE COFFEE' (4.8 stars).