

The Chestnut

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Project overview



The product:

The Chestnut is a catering app for rustic wedding venue. They're main goal is to offer a convenient solution when it comes to create your wedding menu. They target busy couples that do not have the time to curate their catering menu face to face but rather choose to do it remotely.



Project duration:

June 2022 - October 2022



Project overview



The problem:

Busy couples that do not have the time to create the catering menu face to face and that have specific dietary restrictions.



The goal:

Create a catering app that allows the users to curate their wedding menu remotely and to offer a wide selection for people with specific dietary restrictions.

Project overview



My role:

UX designer designing an app for The Chestnut 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 couples who have specific dietary restrictions and that do not have the time to curate their wedding menu face to face.

This user group confirmed initial assumptions about The Chestnut's customers, but research also revealed that time was not the only factor limiting users from curating their wedding menu face to face. Other user problems included the food offer/selection, these customers have specific dietary restriction that makes curating a wedding menu challenging.

User research: pain points

1

Time

Busy couples that have no time to curate their wedding menu face to face due to their obligations.

2

Dietary restrictions

User that have dietary restrictions found it hard to find catering offers that can adapt to their specific food restrictions.

3

Lack of offer

Most of wedding venues do not offers an app that allows the customers to curate their menu remotely.

Persona: Eliza Goods

Problem statement:

Eliza is a busy freelancer software developer who needs her wedding venue to offer a catering app with specific food choices because she is allergic to certain food and has not time to plan it person.

Group 2: Special Food Needs
Persona 2



Eliza Goods

Age: 28
Education: College Degree
Hometown: Santa Ana, SoCal.
Family: Lives with his fiancé.
Occupation: Freelancer soft developer

“I’m always working so I very grateful for every app that helps me make day-to-day more easy”

Goals

- To find companies with easy to navigate apps with various options to choose from.
- To serve good meals that meet her special needs.

Frustrations

- “Apps are very difficult to navigate, there are not much options to choose from”
- “I get really frustrated trying to find savory + gluten free meals”

Eliza is a freelance software developer, she is currently working on several project and that includes taking on her wedding plans. Eliza is allergic to gluten which makes it hard to find an catering menu for her wedding that offers savory gluten free options. Eliza and her fiancé have been really frustrated with the lack of options when using wedding catering apps, they would really like an company that can offer a easy to navigate app that meet the criteria they are looking for.

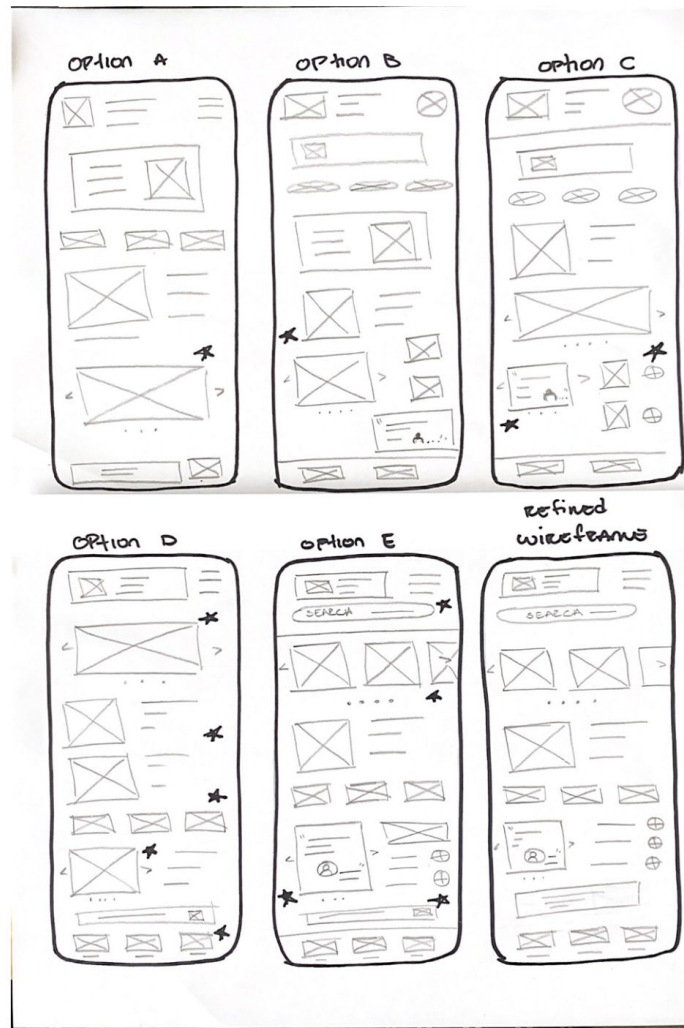
User journey map

Eliza's journey map shows how important it is for her to have a wide range of food for her specific needs and how necessary it is to be able to do so remotely.

Persona: Eliza						
Goal: Find a rustic venue with catering menu app that offers options for people with special food needs						
ACTION	Find the best venue catering menu app	Go through meal menu options	Selecting catering menu meals	Review final details	Go to checkout and add delivery details	Arriving at venue
TASK LIST	A. Research for venue apps B. Compare app offers C. Selecting best fit app	A. Check menu options B. Go to special needs section C. Review allergen ingredient list	A. Select menu dishes B. Add guest list C. Add allergen list	A. Check selected dishes B. Review correct amount C. Review allergen notes C. Add to cart	A. Open shopping cart B. Add delivery instructions C. Go to pay	A. Arriving at venue B. Serve dishes as instructed
FEELING ADJECTIVE	<ul style="list-style-type: none">ConfusedExcited	<ul style="list-style-type: none">ExcludedOverwhelmed	<ul style="list-style-type: none">AnxiousAlert	<ul style="list-style-type: none">NervousRelieved	<ul style="list-style-type: none">RelievedAlert	<ul style="list-style-type: none">ExcitedAnxiousFestive
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">Better way finding venues that offer options for allergic folks	<ul style="list-style-type: none">Clearer ingredient listMore menu options for gluten free	<ul style="list-style-type: none">Large allergen list to select fromEasier way to add guests list	<ul style="list-style-type: none">Automatic amount selection based on guest list	<ul style="list-style-type: none">Clear path to add final instructionsConfirmation via sms	<ul style="list-style-type: none">Serve dishes as instructedHaving on site app meals options for unknown allergies

Paper wireframes

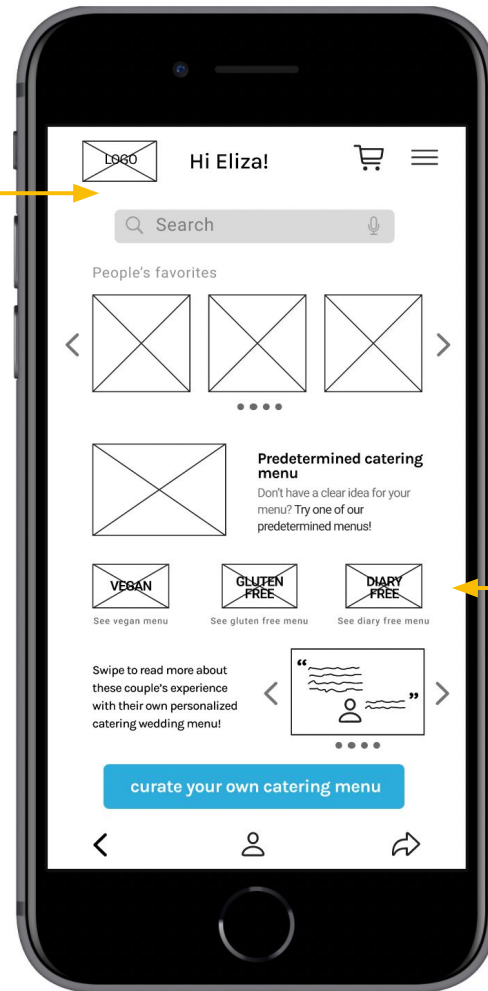
These initial drafts were designed having in mind the priorities at the beginning. A clear bottom menu and a defined header were key to then drafting the rest of the wireframes. Some of the starred items were then deleted to have a cleaner frame.



Digital wireframes

After the initial drafting of the paper frames, the first digital wireframe was true to the initial design, later as the process continued some elements were discarded for a better fit.

Clear header with a right menu and search bar.

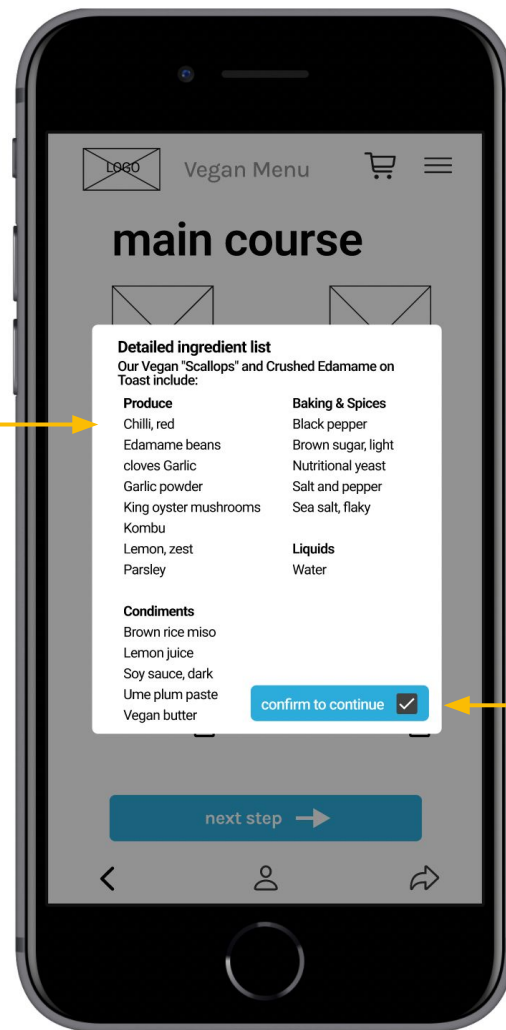


These buttons provide the user a rapid access to specific categories.

Digital wireframes

As the process continued, insights were key to later develop more accessible wireframes.

Description of the element and its benefit to the user



Description of the element and its benefit to the user

Low-fidelity prototype

First lo-fi prototype with basic screens and menu. You can see the user flow [here](#).



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 Users do not want a fixed bottom menu when completing the process.
- 2 Users want clearer instructions to upload the guest list.
- 3 Users want centric confirmation buttons

Round 2 findings

- 1 There is no go back button throughout the steps.
- 2 The home button needs to be visible at all times.

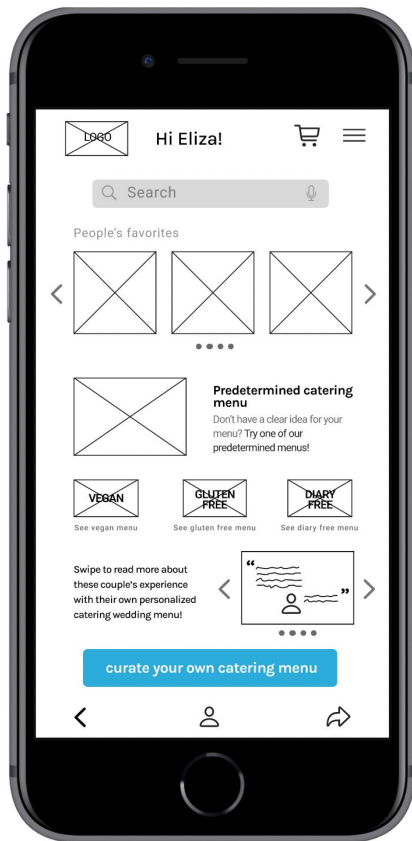
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

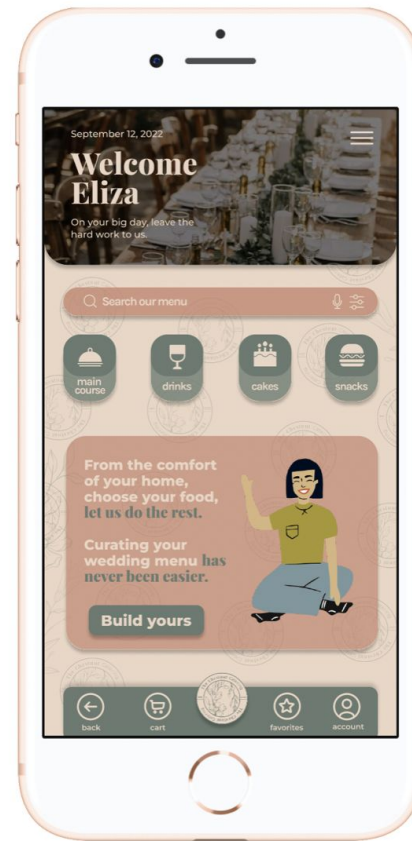
Mockups

Early designs had almost **all features displayed** in the home page so users could access easily, after the first usability study we **decided to declutter** the home page to have a cleaner home page **with key access icons**.

Before usability study



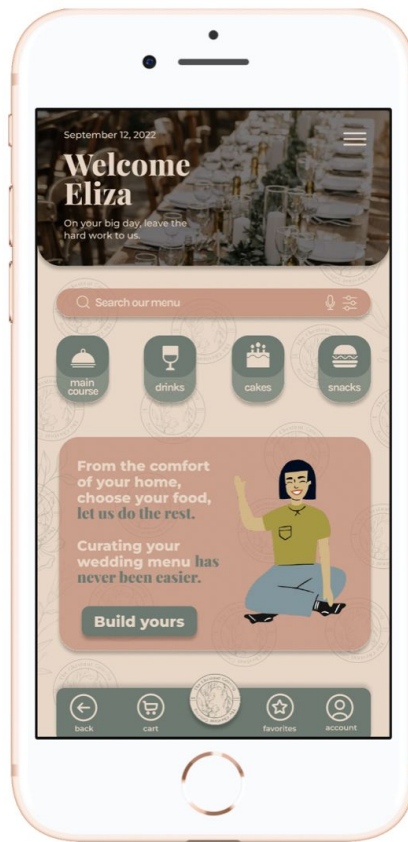
After usability study



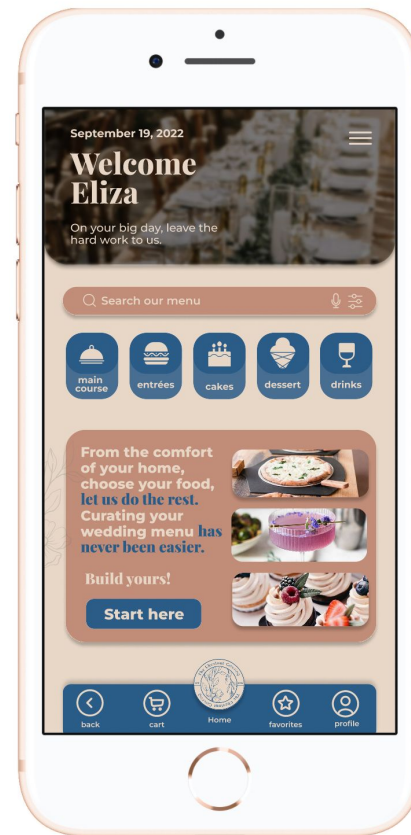
Mockups

After the second usability study we changed the secondary color to a darker blue so it **could be more accessible**, also we displayed **preview images of the menu** and included another main icon in the lower part of the header to **separate cakes from desserts**.

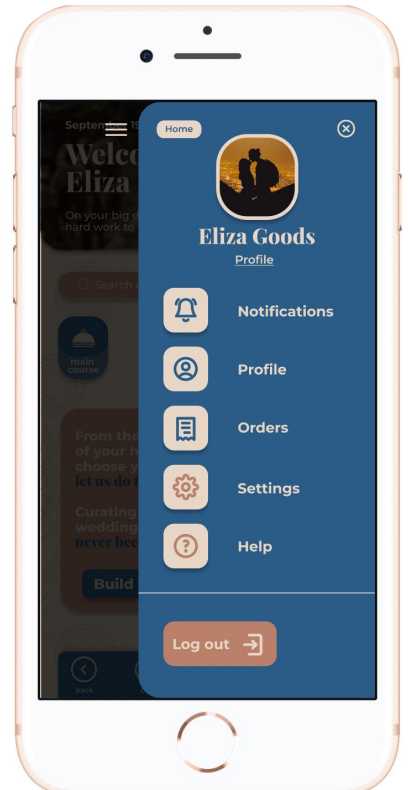
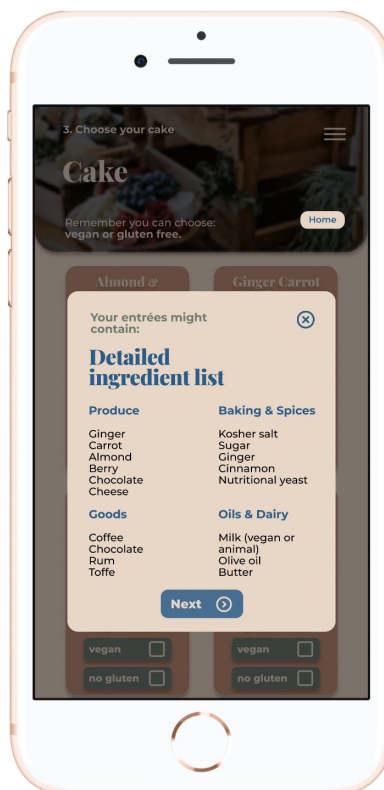
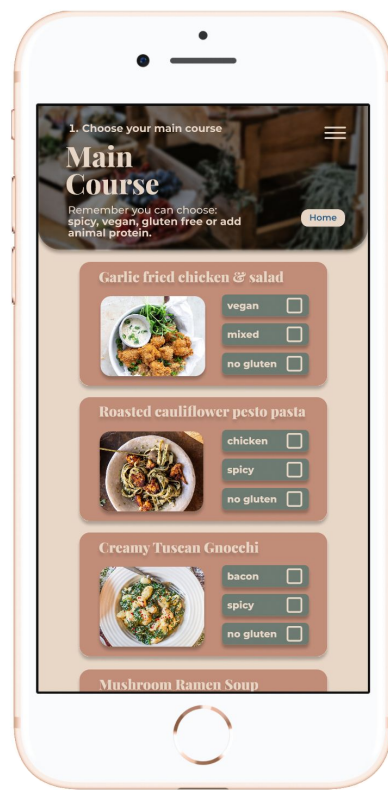
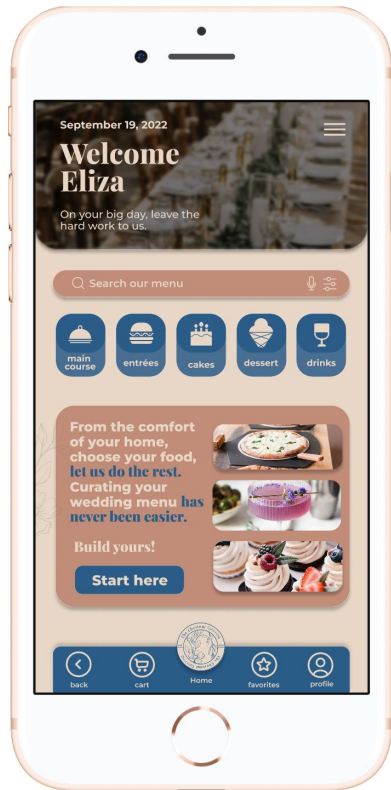
Before usability study 2



After usability study 2



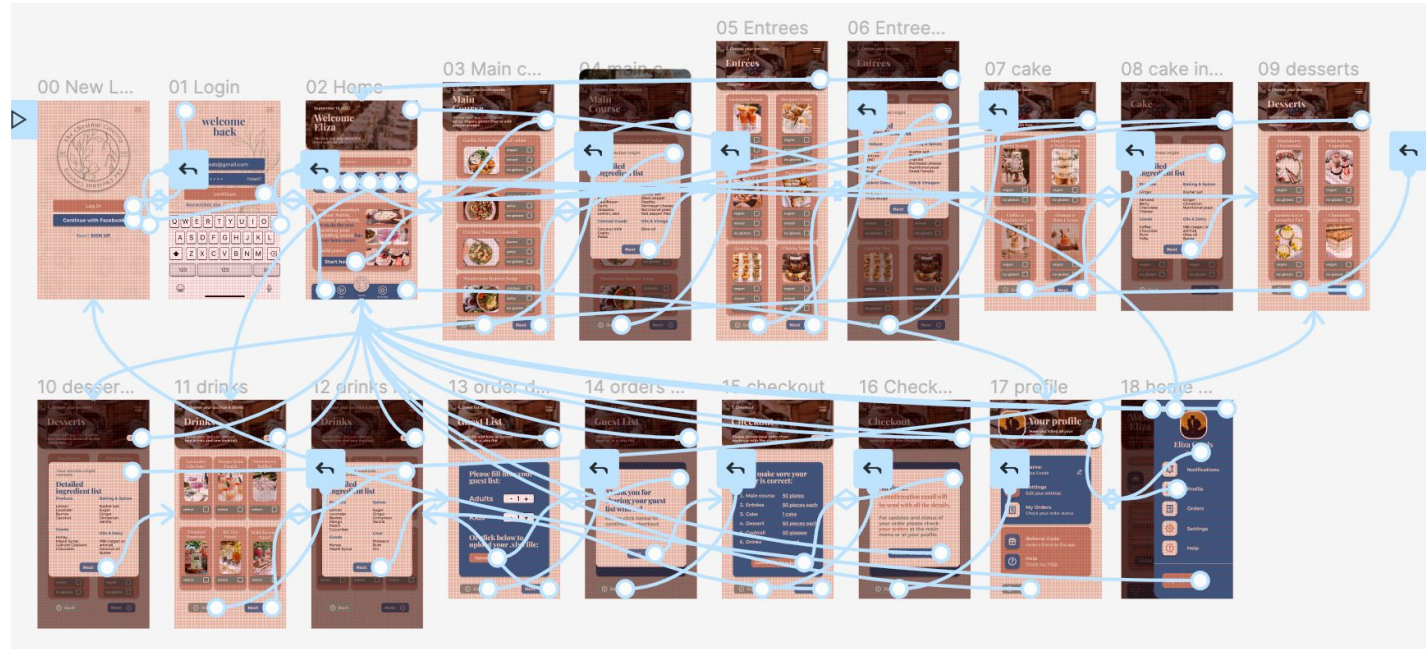
Mockups



High-fidelity prototype

The final Hi-Fi prototype has a cleaner flow, with **direct access** to the main screen and **sidebar menu**.

View The Chestnut's [hi-fi prototype here](#).



Accessibility considerations

1

Changed secondary color to a stronger darker color to make it more easy to see and declutter home page.

2

Included additional icons to make navigation easier for users.

3

Added preview imagery at home page so users could have an idea of the overall menu.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The Chetsnut's catering app makes it easier for users to curate their wedding menu and provides plenty of options for users with specific dietary restrictions.

"I love that I can curate my own catering wedding menu remotely and the best part is that it offers plenty of options for people allergic to gluten like me"



What I learned:

While designing the app I learned that the first ideas you have often change radically after the usability studies and receiving feedback from my peers. Also I learned to take into account users from all backgrounds because there it lies the richness of the design.

Next steps

1

Conduct another usability study focusing only in the dietary options the app has to offer for users with specific restrictions.

2

Conduct a usability study to determine if the app's user flow is efficient or if there are areas of opportunity to work on.

Let's connect!



Thank you for taking the time to review my work The Chesnut's app! If you'd like to see more or get in touch, my contact information is provided below.

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