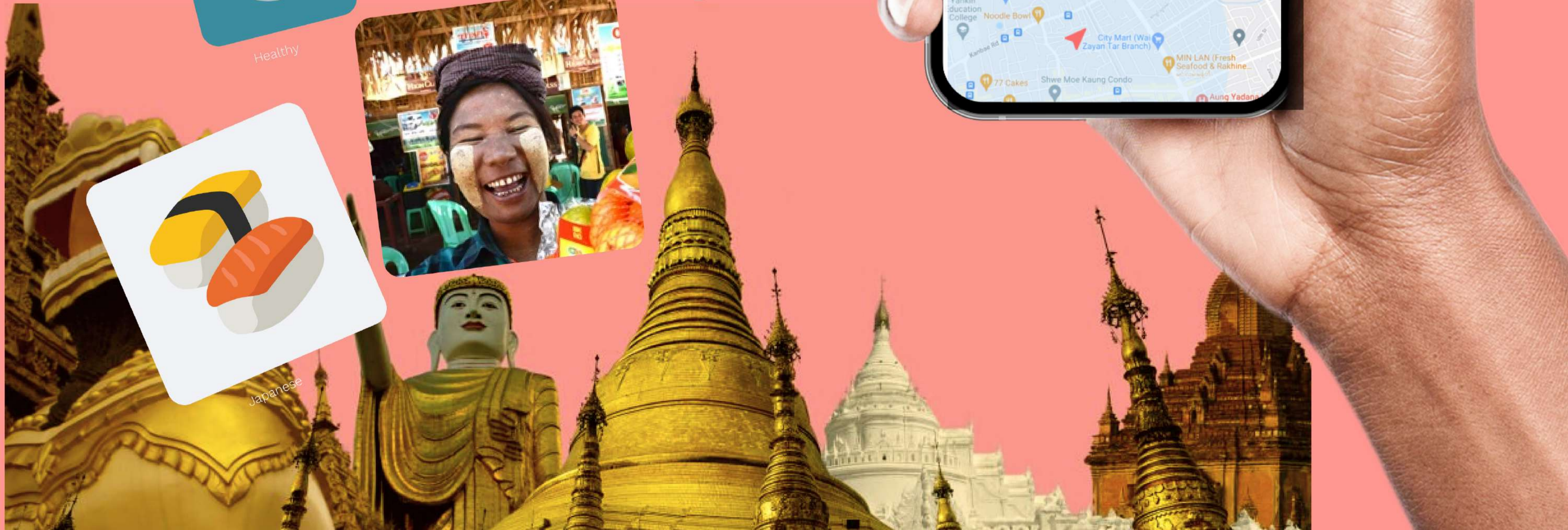
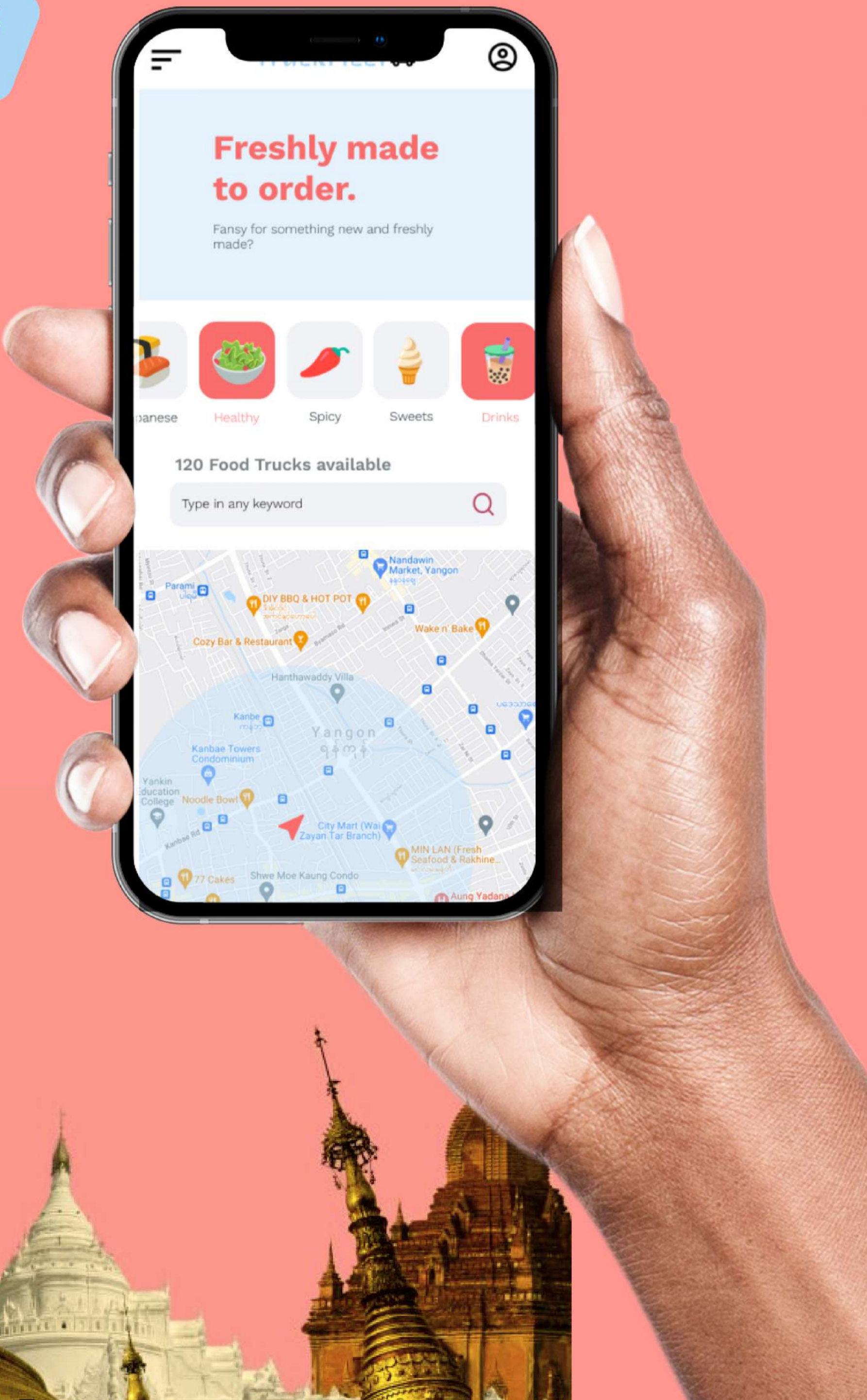


Get to Know who is behind your food.

TruckFleet

မင်းရဲ့အစားအစာနောက်ကွယ်မှာ ဘယ်သူရှိတယ်ဆိုတာ သိလိုက်ပါ။



Food Truck App

With covid, many small restaurant owners in Myanmar can no longer afford rents at their key locations or food court spaces due to constant closures of the malls, not too mention the overhead of manpower and miscellaneous bills. Truckfleet aims to serve small F&B owners a platform to have a cheaper overhead in running, operating their food concepts.

The app is part of this bigger business concept. In this project, we are designing a Food Truck app for Myanmar nationwide where it connects consumer directly to the person who is behind their food. Our competitors food delivery services such as Food Panda and YangonD2D in Yangon do not cater this niche audience yet in Myanmar.



CLIENT	N/A
SCOPE	CASE STUDY
TIMELINE	JUNE 2021
ROLE	UX DESIGNER/ UI DESIGNER
PRODUCT	WEBSITE - BOOKING PLATFORM
SKILLS	USER RESEARCH PERSONAS PROBLEM STATEMENTS USER JOURNEY MAPS EMPATHY MAPS & PERSONAS WIREFRAMING PROTOTYPING

about **the project**

Create a product that can compete in the market, introduce food trucks as a convenient take-out option, and provide more opportunities for food truck owners to connect with their customers and drive SME business.

Alternative Food Ordering
Option For Consumer Who
Wish To Support Small
Food Providers.



Connect Consumer To
Small Food Buisness
Owner.



Help Food Truck Business
Establishing Their Online
Precence.



the
approach

1

Interviews

2

Personas

3

User Analysis

4

Competitive Analysis

5

Wireframing

6

Usability study

7

Research Insights

8

Mockups

CONSUMER INTERVIEW

GOALS

I want to understand the everyday challenges of a food lover trying to find their favorite food items freshly made within their neighborhood in Yangon. To identify the frustration of available delivery services and mobile food options and help people find their favorite food items (newly made on their doorstep).

For food truck owners, actively find the right location where there is demand and learn their critical business pain points.

Target participant characteristics (consumer):

- Ages 18-62
- Currently, lives/ lived in Yangon
- People who order food/ eat out at least once a week
- Include participants of different genders
- Include participants with diverse abilities

QUESTIONS

How often do you order meals from a food truck? When you do, what is your motivation for doing so? If you don't, what forbids you from doing so?

Can you remember and describe your food truck experience? It could be at any point in time, wherever. What would be your "ideal" food truck experience if you cannot remember?

Can you name three food items that you would instead order from a food truck than a food delivery service? Why for each item?

What challenges will you anticipate in getting your favorite food items by a food truck? Is there any way in which you feel these challenges could be resolved?

How much do you care about the freshness/ temperature/ texture/flavor, or other qualities of your food? Do you believe that food trucks could offer fresher food than food delivery services? If so, why, if not, why?

TRANSCRIPTS

These Food Truck user interview transcripts were taken from interviews with people who lived in/ used to live in Yangon that eats out at least once a week but are restrained from going to restaurants due to stay-at-home order. We interviewed them to learn more about who they are and what they need.

Food Truck User Interview Transcripts Google UX Design Certificate

Can you name 3 types of food items that you would rather order from a food truck than food delivery service? Why for each item?
Pot Stick. I will always personally go there. Pot sticks are one of the Myanmar specialties and you just have to eat there by the little booth and sit to choose the amount of soup you want to get, the favorite part of the pork you pick. It is customisable and itself is an experience. I guess also ice desserts? Or anything that could melt or actually desserts in general, because I feel like they don't last as long and could go wrong/ bad very easily, like ice melting, yogu waffles getting soft.

What challenges will you anticipate to get your favorite food items by way in which you feel these challenges could be resolved?
I am a street food person and I would also enjoy the sitting option by the only either get food delivered to my doorstep or if I want a street experience and enjoy the food fresh. Some food that I can keep for longer like fruit and keep it in the fridge to enjoy during the week - it however, has to away and that I could keep in the fridge. I also have a very strong stomach freshness is not my highest priority. I am a very adventurous eater and options.

Persona 3 - Composite Interview
Name: Norman
Nationality: Myanmar
Gender: M
Age: 25
Occupation Industry: Business Development

Background:
Norman is a repat, recently returned to Myanmar after his studies in graduate and just started out working for this corporation. He is currently mainly as his office is closed due to Covid. He eats at home most of the time, he treats it as a social activity and meets up with friends. Not to current trends of street foods that are innovative and different.

How often do you order meals from a food truck? When you do, what so? If you don't, what forbids you from doing so?

Persona 4 - Composite Interview
Name: Sophie
Nationality: Myanmar
Gender: F
Age: 22
Occupation Industry: Graduate

Background:
Sophie recently graduated from University in the US and her nanny (who is an awesome cook), mum and sister community. She is a health geek and is very picky with refined sugar nor fried/ oily items, can you imagine, she exercises daily and sees food as a supplement for the enjoys making her own food, so she knows exactly what she has been baking healthy banana muffins.

How often do you order meals from a food truck? When so? If you don't, what forbids you from doing so?
Rarely. Usually hesitant due to the lack of variety of food assume food trucks offer only fast food most of the time.

Can you remember and describe your food truck experience wherever. If you cannot remember, what would be your One of my favorite food truck experiences was in Portland friends. I think I would say the ideal food experience involves without having the customers wait for too long. Also, that or while walking around. Food shouldn't be too pricey either.

Can you name 3 types of food items that you would rather order from a food truck than a food delivery service? Why for each item?
Tacos and wraps - all because they are on-the-go snack truck. I think freshness, temperature, texture, and flavor trucks are not expected to necessarily offer "fresh" food and flavor at least. Packaging should be suitable also for on-the-go consumption and still the main factory but ease of consumption and accessibility are also as important.

What challenges will you anticipate to get your favorite food items by a food truck? Is there any way in which you feel these challenges could be resolved?

Food Truck User Interview Transcripts Google UX Design Certificate

Persona 2 - Composite Interview
Name: Katy
Nationality: Myanmar
Gender: F
Age: 28
Occupation Industry: Marketing

Background:
Katie is the head of marketing in a steel manufacturing company. She is very busy and really cares about convenience in her food options. She grew up in Myanmar and lives with her partner who is from the UK. Out of 3 meals, usually 2 meals a day they order in as they don't really have the time or energy to cook. Her favourite food items are seafood. She would sometimes crave Myanmar traditional street food but is quite open to try new and fun food concepts, new restaurants. She is very up to date on social media and on the food trends/ phenomena of Myanmar and the global market. Katy also lives in a downtown building that is 8 stories high with no escalator or elevators.

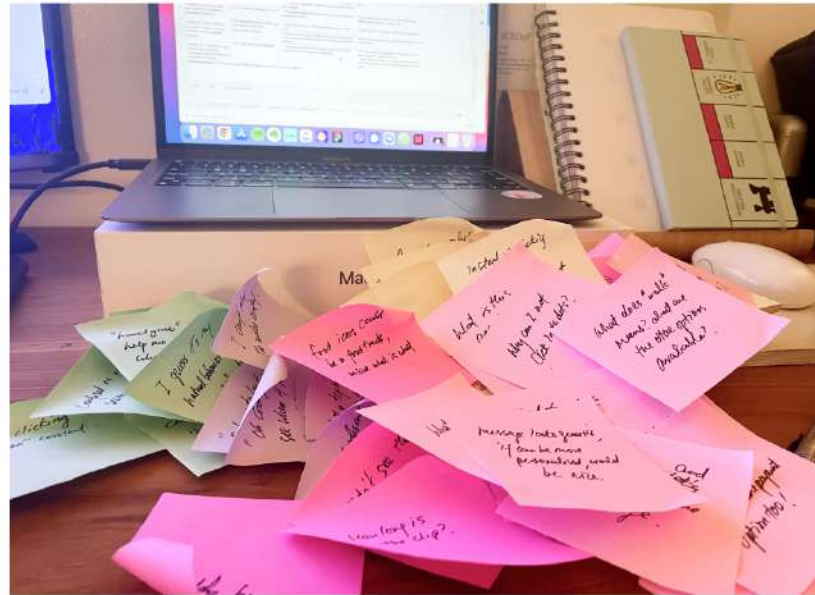
How often do you order meals from a food truck? When you do, what is your motivation for doing so? If you don't, what forbids you from doing so?
I like ordering from apps. I don't know if it is a habit but it is just the most convenient way for me. Examples are like Yangon D2D, Food Panda, they show me all the options on the locations they are at and it will take max 30 mins to arrive if I choose a restaurant that is close by to me, delivered to my doorstep. Unless it's something very unique or specific, dessert or brands I crave, I don't purchase from a food truck.

Can you remember and describe your food truck experience? It could be at any point in time, wherever. If you cannot remember, what would be your "ideal" food truck experience?
The older I get the lazier I get. When I was a student during my highschool time, I would often go visit food trucks with my friends and go explore. To me, it's not the color nor the look of the truck but really about the person that is running the truck. It's the personality and the familiar taste of the food that makes me visit after school often. I also remember buying from food trucks when at carnivals and festivals like the Pagoda festivals. Usually there are a huge variety of food to choose from and it's all laid out on the street. I enjoyed that experience a lot.

CONSUMER PERSONAS

AFFINITY DIAGRAMS

I was consolidating the transcripts and key findings into affinity diagrams. This time, I used the old-fashioned technique of writing on post-it notes and laying it out in sessions, categorizing the insights into themes.



EMPATHY MAPS



Phyllipp

Age: 40
Nationality: Switzerland
Residency: Yangon
Family: Wife, 3 yr old
Occupation: F&B Director

USERS PERSONAS

"Everything, I prefer everything to be cooked fresh when possible."

Goals

- To help Philipp find the food options close to home that are made "Fresh".
- To give more information about ingredients, chef, cooking process and recommendations of the food truck items to help gain his confidence in purchasing.

Frustrations

- There are no food truck available in his area.
- When food arrives in a box with delivery service and travelled across town for 30 mins, it's no longer fresh.

Phillip is an expatriate living in Yangon for more than 5 years. Often, him and his wife order takeaways as they have a young child to take care of. He is a picky eater and has a good sense of expectation when encountering different standards and quality of food. He will not purchase any meals that are not freshly made, has not personally tried in their restaurants, watching them make it fresh or knowing the chef. He has no confidence in available food trucks of Myanmar and do not trust visual images of what the dish claims on ordering apps.



Katy

Age: 28
Nationality: Myanmar
Residency: Yangon
Family: Partner, 2 dogs
Occupation: Marketing

"I only purchase from a food truck when it is a unique snack as I can order most of my meals with food delivery apps around me."

Goals

- To help Katy to make ordering from a food truck easily and more conveniently via her phone.
- To help Katy find the locations and timings where and what food trucks are available around her work/ home.

Frustrations

- She lives on 8 story high building without elevator or escalator. Once we get home from work, She would not go all the way to buy food from a food truck.
- She would get recommended to try a particular food truck, but usually they do not have a social page and she would not know where it is parked at what time.

Katie is works in marketing in Yangon, she usually would go work and head back home. She is very busy and really cares about convenience in her food options and she orders everything on her phone through apps/ messengers. 2 meals out of 3, they order in as they don't have a properly equipped kitchen at their apartment. She is quite open to try new and fun food concepts. She is active on social media and often very willing to try what her friends has recommended if it's not too far from her work or home.

USER STORY 1

As a work-from-home person who enjoys ordering-in freshly made food items, I want to be able to find food options that give me the confidence to purchase on a food truck so that I can buy without worrying about the quality and freshness of the food.

USER STORY 2

As a young professional who does not cook often, I want to find out and order food truck items on my phone so that I can conveniently try new food ideas and support local small food places.

CONSUMER INSIGHTS

USER 1



Phillipp

PROBLEM STATEMENT

Phillipp is a/an Work from home person
user name user characteristics

who needs freshly made order-in option
user need

because Of his lack of confidence in food delivery in Yangon.
insight

IF/THEN STATEMENTS

If there are more details on ingredients and cooking methods or chef biographies, then Philipp is more likely to order it.

USER 2



Katy

Katy is a/an Young professional that does not often cook
user name user characteristics

who needs To be able to find interesting food options on her phone
user need

because She wants to conveniently try new fun food ideas by food trucks around her
insight

If one could order food from a food truck on an app, Katy is more likely to call it.

COMPETITIVE ANALYSIS

Part 2 - Competitive Audit Report

Google UX Design Certificate

Food Truck App

1. Competitive audit goal(s)

Compare the all inclusive food truck experience of each competitor's app as a new user and a returning user.

2. Who are your key competitors? (Description)

There is no food truck app in the Myanmar market yet, So our key competitors are Food Panda and Yangon Door2door, an international/ local food delivery service. Their delivery fleet ride on bikes and deliver food orders around town on demand.

3. What are the type and quality of competitors' products? (Description)

Food Panda is a well-designed app that allows people to order a variety of food from restaurants and groceries online. The app has excellent filter options, navigations, location tracking, payment features, which remember users' payment info, and is accessible to both English and Myanmar speakers in written form. However, it focuses on only retailers such as supermarkets, household brands as well as neighbourhood restaurants. Prominent branding, its panda and shocking pink brand colors keep the app with high brand consistency.

The YangonDoor2door app is also well-designed, but communicates in a less responsive app design. The design looks simple and clean, but doesn't always host an intuitive user experience. The YangonD2D app makes better use of local demands when not everyone has a smartphone and that fingerprint ID services are not a given. Payment options are mostly in cash like everything in this country. This app makes you enter everything and log in your user details before you can view anything around your region. User experience is quite long winded and elaborate.

4. How do competitors position themselves in the market?

(Description)

Food Panda positions itself as an international food delivering service with an adaption to the local demands and needs. With mostly options that fit Myanmar as well as foreigners, it has a huge variety of food options that are operating in town. They spend a lot of money on marketing as they have a big backing internationally. However, they are only limited to everything delivered by bike hence the time of delivery might take longer.

YangonD2D markets itself primarily to local customers. As the first famous food delivery

	A	K	L	M	N	O	P	Q	R
1	Competitive audit								
2	UX (rated: needs work, okay, good, or outstanding)								
3	Sessions		Interaction			Visual design		Content	
4	App or mobile website experience		Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
5	JustArrivd	Okay + Animation header makes it visually engaging - Makes you register before you can view	Needs work + Bottom navigation pannel + Vouchers + Purchase history + rewards + settings (notifications) + My account + watching (list of food trucks following)	Needs Work + Can easily turn off and on for notifications + can also set a particular date and time when you want the notifications be on again - not being able to manually input radius of serach - cannot view any food truck vendor when there are non near by me	Bad + option to add business name and location - Cannot access any data if there are no food trucks around me	Good + Navigation bar is simple and has eay to netvigate icons with it - I get stuck, couldnt find any food trucks when there is nothing nearby me.	Good + Great logo + good animation header + good icon/ vector icons on Natbar - Font size and style are abit off on different pages (also generic boring text style)	Simple and clean.	Okay + Good app if I already know the food trucks name and companies that I am serching for - If I just want to browse without having any experiences on food truck, I will be completely lost and wont be able to access any informations.
6	FoodPops	Okay + Basic google map interface (familiarity) - a bit boring and not very visually attractive - no specific branding elements	Good + Tweter live comments and reviews + Direct link to their website on an icon - Only name and very small photo available - No order filter feature - No quick ratings to view credibility of the food offerings	Needs work + Showing how many food trucks around the same area - not possible to place order - No details on what type of food it is - no integration wit voice assistant technology - does not show detailed address	Good + Location tracking (showing what foodtruck options are near you) + Pre-planning feature of today/ tomorrow (showing what food truck options are near your next location) + Showing openign hours + for just the purpose of searching its great - Redirected to website to see menu	Needs work + Easy to zoom in and zoom out - icons a bit confusing if it is a link to be clicked on or not - Not sure where to start, coz there is no filters, I cannot target the type of food i would like to search for - buttons are not very clearly marked - Cannot manually enter address, can only use location tracker, so if I am at a dark spot of wifi or location tracking (or turned off) I cannot use this app	Needs work + Clean + Similar to google map experience, so looks familiar - A bit boring with no colors - Also there is no logo or branding, I would not know what app this is after browsing for a while.	Basic natvigation format, like a yellow page (with no details?)	Okay + As an app just trying to locate locations of food truck, it serves the purpose. - However, as an everyday user, the main goal for going for a food truck is usually travel to get the food freshly made of their preference, only knowing the name of the truck does not give any indication of the food that the truck offers.
7	Food Panda	Good + Sharp pink brand color loading page + consistant branding	Outstanding + Option for food deliver/ pick up + Daily deals option (promotional session) + hidden natbar : settings, help center, invite freinds, more, signup/ login + cart function, showing what you ordered + Header - on select location	Outstanding + Showing the status of the food option: closed until (date/ time) so you know it is just temporary unavailiuable + multiple language (english and myanmar) + showing the type of cuisine, \$ price point, rating, reviews as well as distance from you	Good + First thing to select your locaiton and has the option for using current location or entering an address + filter editing option where you can sort by: distance, recommended (default), top rated, fastest delivery and distance/ price/ offers/ type of cuisines	Good + simple icon buttons for netvigation - have to keep clicking backwards to go back to defult homepage	Outstanding + nice loading animation with panda logo + consistant panda imagery	Unique, easy to remember and netvigate, huge variety and options of food choices	Good + quite an all inclusive food ordering apps that gives enough options, choices and tailored customisation depends on the audience's preferences - cannot sort food by catagory, can get a little bit lost because of the variety that offers. - it is not very selective as in cannot ensure the quality of the food is good

Part 2 - Competitive Audit Report

Google UX Design Certificate

7. Competitors' weaknesses (List)

Foodpanda weaknesses include:

- Not making better use of modern phone technology like fingerprint recognition and voice assistants
- Not remembering users' preferred orders

YangonD2D weaknesses include:

- Not remembering users' payment information and preferred orders
- Not offering audio versions of its menu

8. Gaps (List)

Some gaps we identified include:

- Both Food Panda and YD2D don't remember past orders and user favorites
- YD2D doesn't offer any rewards or perks for returning users
- Both does not categorize food options as (food truck/ vendors/ restaurants/ small home cook style)

9. Opportunities (List)

Some opportunities we identified include:

- Provide options of scheduling your order
- Provide rewards or perks for returning users
- Provide options on pop ups and specials (temporary) food concepts/ ideas
- Provide options that cannot be delivered by bikes such as things that has to be fired - which will get soggy, things that would melt like ice cream or things that would become mushy like soup noodles.

Part 2 - Competitive Audit Report

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service in town, It took the international concept and transformed the business model with bikes. It mainly targets higher-income clientele who prefer to order in, offering family brandings that used to eat out a lot. The name explains itself - from door2 door in Yangon, they delivery food as you demand.

5. How do competitors talk about themselves? (Description)

Foodpanda is the only internationally involved food delivery service brand. In developing countries like Myanmar, people do rely on international reputation for services of more guaranteed quality.

YD2D markets itself as the pioneer of the food delivery service in the country. It was a "revolutionary" when they figured out how to use bikes to do deliveries and skip the horrific traffic (when also motorbikes are not legal in the city). As they are the pioneer, people believe they do have a wider choice and more "localised" in terms of food options.

6. Competitors' strengths (List)

Food Panda strengths include:

- Using its visual design to communicate its company ethos
- Remembering users' payment information
- Offering full menus and a variety of it, easy to add into basket

Yangon D2D strengths include:

- Offering more localised options
- Have a wider range " more authentic" database on restaurants sign ups as it was the pioneer of food delivery services in town.

FOOD DELIVERY SERVICES

Logging my research in a spreadsheet format, I have looked at a range of UX elements that contribute to a good food delivery service interface, including desktop vs. web experience, features, accessibility, user flow, navigation, visual design, and contents.

WIREFRAMING

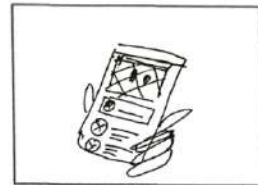
UX DESIGN STORYBOARDS

Scenario: Use this Food Truck app to easily order for a pick up when it's near you.

BIG PICTURE



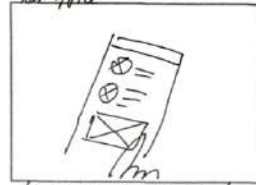
Katy is craving for an ice-cream dessert and she's about to finish work to leave her office.



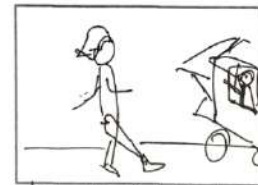
Katy open the app and search for icecream food truck around her path home.



Katy is happy that the app is very user-friendly.



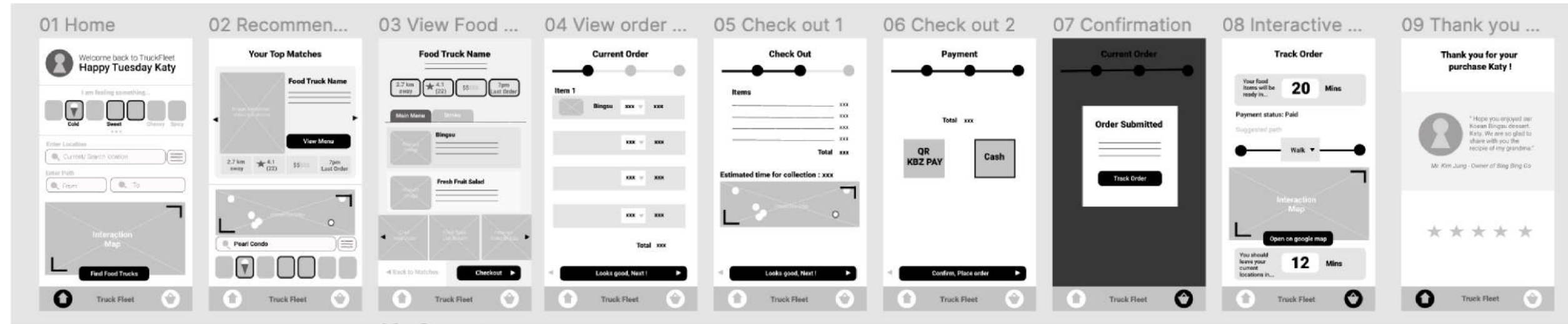
Katy checks out and knows when to expect to leave her office.



Katy travel to the truck on her way home.



Katy wait him to finish her dessert.



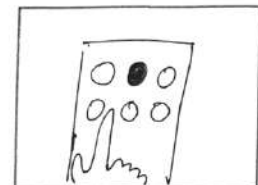
Goal: To help Philipp find the food options close to home that are made "Fresh".

ACTION	Input preference of food and location	Select preference of food options around him	Gain confidence of food items on the list	Place order & order tracking	Food Arrive
TASK LIST	A. List of food options B. Identify location C. Set filters and perimeters	A. identify food that is close to him B. Show more than just picture C. show schedule and time of the truck arriving, may be route as well?	A. Ingredients B. chef's name/ biography/ story C. genuine reviews and testimonials	A. easy check out B. estimating timing C. show a video of food making?	A. easy collection B. well package remaining freshness? C. direct feedback to chef
FEELING ADJECTIVE	Overwhelmed intimidated	Suspicious	Relieved Trusting	Excited hopeful	Satisfied
IMPROVEMENT OPPORTUNITIES	Better navigation and guidance and suggestions for similar food options	Better scheduling and planning	More than just visual representations e.g. video of someone making the food live?	Phone vibrates to inform user when it's ready	Collect testimonial or reviews on places to improve

FROM USER JOURNEY TO WIREFRAMING

Mapping out a guesstimate and hypothesis of our consumer's actions and tasks with first storyboarding (big picture + closed up), I then logged down the customer journey and goal lists on a spreadsheet. Using this information draw out paper wireframes and Lo-fi wireframes on Figma.

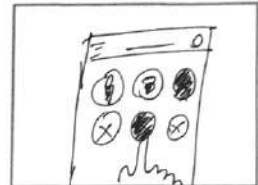
CLOSE-UP



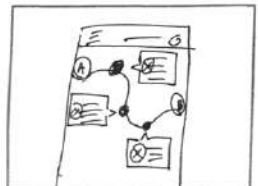
Katy opens up the app.



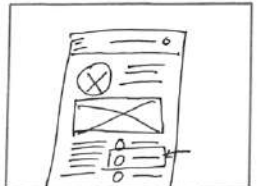
Katy enters her path from office to home.



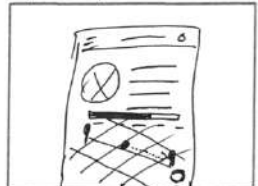
Katy select multiple options of food she needs from a food truck.



App shows along the path the food truck of food preference available.



Katy click on one of the food truck and find video & interactive contents / live feed / review of the food what the truck has to offer.



Katy can see how long it will take her to arrive and the app will calculate & predict time of her arrival or start making food fresh for her.

RESEARCH QUESTIONS

- Are users able to successfully order from the food truck that they want?
- What can we learn from the steps users take to order from a food truck?
- Are there any parts of the food truck ordering process where users are getting stuck?
- Are users able to successfully order from the food truck that they want?

METHODOLOGY

- 10 minutes
- Online
- Format - usability study
- High-level procedure - users were asked to look at a live prototype

SELECTION CRITERIAS

- Participants are anyone who orders out at least once a week.
- Participants need to reside or used to live in Yangon.
- Participants should be between 18 and 62.
- Participants should include a relatively even distribution of genders across the spectrum and people with different abilities, including one user who isn't fluent in English.

Sandar				
Task	Click Path	Observations	Quotes	Task Completion
Prompt 1 - Search food trucks by location	Read the top welcome line > move mouse to search bar > Click "By Location" button	- Participant easily found the button "by location" to click	"I've to follow the instructions right?"	1
Prompt 2 - Enter location, then select <2.0km as your perimeter.	Click Location box > Click drop down arrow to select perimeter	- Participant easily navigate the top 2 bars as the prompt has suggested	N/A	1
Prompt 3 - Select food truck Cho Cho Sweets.	Hover on map > Select Cho Cho Sweets > Clicked the big box with text > navigate to the bottom button.	- Participant look through the dots and found cho cho sweets. Clicked then hover at the top to find more details of the food truck.	"So I can see Cho Cho Sweets here, and its 3 hours to last order"	1
Prompt 4 - Find out "how we make Bingsu"	Scroll > Click on hero image/ video session > Click "x" to close the popup window	- Participant could not find it instinctively, but eventually found it at the top.	"So I am now in the menu..." "I keep thinking that I will be seeing a video, but I cannot find it"	2
Prompt 5 - Add Mango Bingsu then Lychee Bingsu to your basket.	Scroll > Click "+" to add Mango Bingsu > Click "+" to add Lychee Bingsu > Click continue	- Participant easily add the items on prompt to her basket.	N/A	1
Prompt 6 - Confirm order of 1 Mangu Bingsu and 2 Lychee Bingsu, proceed to checkout.	Adjust quantity > Click Confirm to proceed to next	- Participant easily press "+" to adjust the quantity	N/A	1
Prompt 7 - Confirm order and ready for countdown, proceed to payment.	Check details > Click Confirm to proceed to next	- Participant browse through it quickly, then clicked confirm	N/A	1
Prompt 8 - Pay by KBZPay	Click payment method "KBZ pay" > proceed to payment Click downward arrow button > Click refresh button	- Participant click to select as prompt suggested and went into kbzpay easily. - Participant is surprised to see the big countdown of when her food is ready. However, trying to click the arrow down on google map session 3 times, but it did not work. - ignored the refreshed page showing updated information.	N/A "Oh Cool, I can see when it will be ready" "I thought the refresh button is to place a new order, so i do not dare to click it"	1
Prompt 9 - At live tracking, refresh to view updated details	Click Stars to rate > Click logo back to homepage	- Participant try to click the star many times.	"I'm trying to rate but its not clicking"	2
Additional Notes: "It was quite typical how I usually order at the begining, just at the end with the tracking order I got a bit confused about the tracking part. Other then that it is quite straight forward."				

Nolan				
Task	Click Path	Observations	Quotes	Task Completion
Prompt 1 - Search food trucks by location	Click "By food" button > Click "By Location" button	- Participant found the button "by location" to click after attempting to click search by food.	"What is this app about?"	1
Prompt 2 - Click to enter location, then select <2.0km as your perimeter.	Click Location box > Click drop down arrow to select perimeter	- Participant clicked the first box and then without setting the perimeter, went straight to clicking the map	"Why can I not click into the dots? Do I have to set a parameter?"	2
Prompt 3 - Select food truck Cho Cho Sweets.	Hover on map to view every single food truck options > Select Cho Cho Sweets	- Participant feels relief, finally he can find the food truck options, took time viewing the details of each truck description	"Finally, I can see the Food truck options"	1
Prompt 4 - Find out "how we make Bingsu"	Scroll down and was expecting added content to at the bottom > scroll back up > Click on hero image/ video session > Click "x" to close the popup window	- Participant struggled to find where the video is located, but eventually found it.	"Wait, I cannot find the video"	2
Prompt 5 - Add Mango Bingsu then Lychee Bingsu to your basket.	Click "+" to add Mango Bingsu > Click "+" to add Lychee Bingsu > Click "+" again under Lychee Bingsu, tried to add one more > Click continue	- Participant easily added items in the cart, but tried to add one more item on the same page but wasn't allowed	"I guess I have to go to next page to add more in the cart"	2
Prompt 6 - Confirm order of 1 Mangu Bingsu and 2 Lychee Bingsu, proceed to checkout.	Adjust quantity > Click Confirm to proceed to next	- Participant easily added one more item in the cart then pressed proceed, realised the price amount did not change	N/A	1
Prompt 7 - Confirm order and ready for countdown, proceed to payment.	Click Confirm to proceed to next	- Participant easily navigate to the bottom button to proceed payment.	"This is very clear, I wish they have Wave pay or other online payment option too"	1
Prompt 8 - Pay by KBZPay	Click payment method "KBZ pay" > proceed to payment	- Participant clicked QRcode and proceed to next step	"Great I guess I have paid, what is live tracking?"	1
Prompt 9 - At live tracking, refresh to view updated details	Click refresh button	- Participant is confused about this page, skipped all the content and went straight to clicking the refresh button	"What does wak mean? what are the other options available?"	2
Prompt 10 - Complete order, receive personalised message, rate and click logo to enter homepage.	Click logo back to homepage	- Participant read the message, skipped the rating and went to homepage immediately.	"The message looks generic, if it could be more personalised, it would be nice" "I also have not tasted my food, am I suppose to rate the taste of the food or the appearance of the app?"	1
Additional Notes: Participants would like to have more online payment options.				

Katie				
Task	Click Path	Observations	Quotes	Task Completion
1 - Search food truck by location	Click "By Location" button	- Participant intuitively pressed the box named with text "by location" (the far right button)	"The prompt said search foodtruck by location, so I am going to click into the By Location button"	1
2 - Click to enter location, then select <2.0km perimeter.	Click Location box > Click drop down arrow to select perimeter	- Participant placed focus on the search bar rather than identifying the pointer of current location on the below map.	"So I am supposed to pick a perimeter"	1
3 - Select food truck Cho Cho Sweets.	Hover on map > Find Cho Cho Sweets	- Participant attempting to click on the top navigation with framed image, I found the truck I want to buy from	"Because of the "hand grab icon", I know that I have to click into Cho Cho Sweets"	2
4 - Find out "how we make Bingsu"	/	- Participant missed clicking into the video.	/	3
5 - Add Mango Bingsu then Lychee Bingsu to your basket.	Click "+" to add Mango Bingsu > Click "+" to add Lychee Bingsu > Click continue	- Participant scroll to find more products, then add to cart.	"at this point I cannot adjust quantity here, how am I going to add 2 lychee bingsu?" "I can see that you cannot adjust quantity on the list of product page, which is not what I am used to"	2
6 - Confirm order of 1 Bingsu and 2 Lychee Bingsu, proceed to checkout.	Check details > Adjust quantity > Click Confirm to proceed to next	- Participant got confused on why the change of quantity option is separate with the add to basket step/ function.	"I guess its natural behavior that I usually look for the "plus" "continue adding" on the list of product page."	2
7 - Confirm order and ready for countdown, proceed to payment.	Check details > Click Confirm to proceed to next	- Participant easily navigate to action button at the bottom to proceed payment.	"looks good, next"	1
8 - Pay by KBZPay	Click payment method "KBZ pay" > Click QR code	- Participant clicked pay by Kpay then clicked QR code.	"going to choose payment"	1
9 - At live tracking, refresh to view updated details	Click refresh button	- Participant clicked button	"this bit in the middle session here I find it a bit confusing, I am not sure what I am looking at"	2
10 - Complete order, receive personalised message, rate and click logo to enter homepage.	Click Stars to rate > Click logo back to homepage	- Click the star to rate, skipped the message bit.	"This is very clear"	1
Additional Notes: Overall its great, There are 2 bits that I am confused the most. 1. Why is the add items option no on product list page? 2. The last "live tracking" page is a little bit confusing to me, not sure if look, the page is very cluttered and unsure what some of the contents means.				

Kate				
Task	Click Path	Observations	Quotes	Task Completion
Prompt 1 - Search food trucks by location	Click "By Location" button	- Participant confused with the homepage on the context of this app.	"Is this app for delivery or pick up only? I'm not sure"	1
Prompt 2 - Click to enter location, then select <2.0km as your perimeter.	Click Location box > Click pinned spot on map > Click drop down arrow to select perimeter	- Participant does not want to search by inputting location, rather she prefers to find the food options she wants.	"How do I go back?" "I don't want to search by location" "What if I do not know the building name that I am currently at?" or at my friends place? or not familiar with the area, I would not know 0.2km perimeter is to set to where"	2
Prompt 3 - Select food truck Cho Cho Sweets.	Hover on map > Select Cho Cho Sweets	- Participant hovers around each dot.	"Not sure of the dots are restaurants spots"	1
Prompt 4 - Find out "how we make Bingsu"	Click on hero image/ video session > Click button to add to cart > Click "x" to close the popup window	- Participant missed clicking into the video.	/	3
Prompt 5 - Add Mango Bingsu then Lychee Bingsu to your basket.	Click "+" to add Lychee Bingsu > Click "+" to add Mango Bingsu > Click "+" to add Lychee Bingsu > Click continue	- Participant easily added items in the cart	"So this is a delivery app?"	1
Prompt 6 - Confirm order of 1 Mangu Bingsu and 2 Lychee Bingsu, proceed to checkout.	Check details > click "+" to add 2 lychee bingsu > Click Confirm to proceed to next	- Participant finding trouble clicking the plus sign as it was not grouped and the strokes were not properly aligned, noticed also the price amount was not changed.	"I cannot click the plus sign" "The price didnt change accordingly tho..."	2
Prompt 7 - Confirm order and ready for countdown, proceed to payment.	Check details > Click Confirm to proceed to next	- Participant easily navigate to the bottom button to proceed payment.	"Okay, so this is clear"	1
Prompt 8 - Pay by KBZPay	Click payment method "KBZ pay" > Clicked QRcode	- Participant clicked QRcode and proceed to next step	"Do I need another phone to scan this QR Code?"	1
Prompt 9 - At live tracking, refresh to view updated details	Click refresh button	- Participant clicked QRcode and proceed to next step	"Why is there the word wak there? I thought they will deliver to me?" "Is this page necessary?" "the word live tracking does not work well for me, because its like waiting for a delivery, its not a direction to you."	1
Prompt 10 - Complete order, receive personalised message, rate and click logo to enter homepage.	Click Stars to rate > Click logo back to homepage	- Participant find this page easy to navigate	N/A	1
Additional Notes: Participant would like discount for pick up as she knows that a lot of food delivery app does that. Instead of picking 1 of 3 options (by location/ by food/ by community) can we have a sort function? so you can have it sorted by the 3 categories instead of having forced to choose one!				

Jez				
Task	Click Path	Observations	Quotes	Task Completion
Prompt 1 - Search food trucks by location	Click "By Location" button	- Participant found the button "by location" to click	"So this is food ordering app?" "I think the food truck icon could be a food truck, coz im unsure what is what with just the wording" "So normally I will have to type in my location correct?"	1
Prompt 2 - Click to enter location, then select <2.0km as your perimeter.	Click Location box > Click box to select perimeter	- Participant attempt to type in the address, but cannot, so she clicked instead.	"I found cho cho sweets"	1
Prompt 3 - Select food truck Cho Cho Sweets.	Hover on map > Select Cho Cho Sweets	- Participant hover and find Cho Cho Sweets easily.	"I found the video, I guess I can add to cart?" "It doesnt show 30 seconds of the video, am I suppose to view the video?"	2
Prompt 4 - Find out "how we make Bingsu"	Click on hero image/ video session > Click button to add to cart > Click "x" to close the popup window	- Participant clicked to the video, did not close the cross and trying to add to cart by clicking the shaded button.	N/A	1
Prompt 5 - Add Mango Bingsu then Lychee Bingsu to your basket.	Scroll down to page > Click "+" to add Mango Bingsu > Click "+" to add Lychee Bingsu > Click continue	- Participant easily add the items in her cart, attempted to click the + sign to add 2 quantity on the same items.	"Okay, looks good. Next"	1
Prompt 6 - Confirm order of 1 Mangu Bingsu and 2 Lychee Bingsu, proceed to checkout.	Adjust quantity > Click "+" to add another lychee > Confirm to proceed to next	- Participant easily add one more item clicking the "+"	"Okay, lets confirm the order"	1
Prompt 7 - Confirm order and ready for countdown, proceed to payment.	Click Confirm order button to proceed to next	- Participant quickly click the confirm order button without checking the order.	"Choosing KBZ pay"	1
Prompt 8 - Pay by KBZPay	Click payment method "KBZ pay" > then click QR code > Click proceed to payment	- Participant quickly click KBZpay as prompted	"Why finally found it, it took me a while to understand this page?"	2
Prompt 9 - At live tracking, refresh to view updated details	Attempt to click the walk button downward arrow > Click refresh button	- Participant hesitated on this page, unsure what she is looking at and what to click next.		
Prompt 10 - Complete order, receive personalised message, rate and click logo to enter homepage.	Click Stars to rate > Click logo back to homepage	- Participant try to click the star.		
Additional Notes: Overall experience is quite simple to navigate through, as it is very similar to other food delivery app. May be think about how you can differentiate it!				

USABILITY STUDIES

RESEARCH GOALS

We want to figure out what specific difficulties users encounter when they try to complete the core tasks of the food truck app: item selection, ordering, and in-app navigation.

UX Research Study — Plan

Methodology	<ul style="list-style-type: none">Unmoderated usability studyLocation: Yangon, remote (participants will go through the usability study in their own homes)Date: Sessions will take place between August 24 -30.7 participants will order a food item through the app. Each participant will then complete a questionnaire on their experience.Each session will last for 25-30 minutes	Introduction	<ul style="list-style-type: none">Title: Creating an app for food truckAuthor: Tracy, UX researcher Email: tt.tingtracy@gmail.comStakeholders: Food Truck customers based in Yangon, Food Truck ownersDate: 23/08/2021Project background: We're creating a Food Truck app to provide a new way to easily reach and order from Food truck food via our online system. We noticed that there isn't a product like this in our market yet. Our indirect competitors food delivery services such as Food Panda and YangonD2D do not offer nor cater for small food truck owners allowing users to order food from their food trucks online. We want to create a product that can compete in the market, introduce food trucks as a convenient take out option, and provide more opportunities for food truck owners to drive sales & navigate their customers.Research goals: We'd like to figure out what specific difficulties users encounter when they try to complete the core tasks of the food truck app: item selection, ordering, and in-app navigation.
Participants	<ul style="list-style-type: none">Participants are anyone who orders out at least once a week.Participants need to reside or used to live in Yangon.Participants should be between 18 and 62.Participants should include a fairly even distribution of genders across the spectrum and people with different abilities including:<ul style="list-style-type: none">1 user of assistive technologies1 user who isn't fluent in EnglishIncentive: a Sawbwa Coffee 10% discount coupon upon completion of the questionnaire.	Primary research questions	<ul style="list-style-type: none">How long does it take for a user to select a food truck and food option in the app?Are users able to successfully order from the food truck that they want?Are users able to successfully navigate to find the food truck?What can we learn from the steps users took to order from a food truck?Are there any parts of the food truck ordering process where users are getting stuck?Is the payment process easy for the customer?
Script	<ul style="list-style-type: none">Prompt 1: From the home screen, can you <u>navigate</u> how to find <u>preferred</u> food trucks around you?<ul style="list-style-type: none">Prompt 1 Follow-Up: How easy or difficult was it to select your food type or location? Is there anything you would change about the process?Prompt 2: Browse basic details of the food truck with your set perimeter<ul style="list-style-type: none">Prompt 2 Follow-Up: How easy or difficult was this task to complete? Is there anything you would change about the process of starting to find your preferable food truck?Prompt 3: View menu<ul style="list-style-type: none">Prompt 3 Follow-Up: How easy or difficult was to find the menu understand the food options or more information of the food options? Is there anything you would change?Prompt 4: select food items from the food truck<ul style="list-style-type: none">Prompt 4 Follow-Up: How easy or difficult was the add to basket task to complete? Is there anything you would change?Prompt 5: Confirm your order and complete the checkout process<ul style="list-style-type: none">Prompt 5 Follow-Up: How easy or difficult was it to complete your order? Is there anything you would change?Have the participant complete the System Usability Scale. Participants are asked to score the following 10 items with one of five responses	KPIs	<ul style="list-style-type: none">Time on task: how much time users spend placing an orderConversion rates: how many food truck customers are ordering from the app vs ordering from the truckUser error rates: how often users get stuck trying to order from the food truck they want.System Usability Scale: a questionnaire to evaluate customer feedback

Project: **Design an ordering app from Food Truck Services**
Testing type: **Unmoderated usability testing**
Testing Prototype: **V2 Lo-Fidelity prototype**
Estimated testing time: **10-15 mins**

ORDERING APP FOR FOOD TRUCKS Low-fidelity Prototype Tasks

TASK 1 - Search food trucks by location
Prompt : Click one of the black action buttons.

TASK 2 - Narrow your search
Prompt : Click to enter location, then select <2.0km as your perimeter.

TASK 3 - Select food truck
Prompt : Hover and find Cho Cho Sweet, click to go to the menu.

TASK 4 - View contents
Prompt: View how we make Bingsu 30 seconds video.

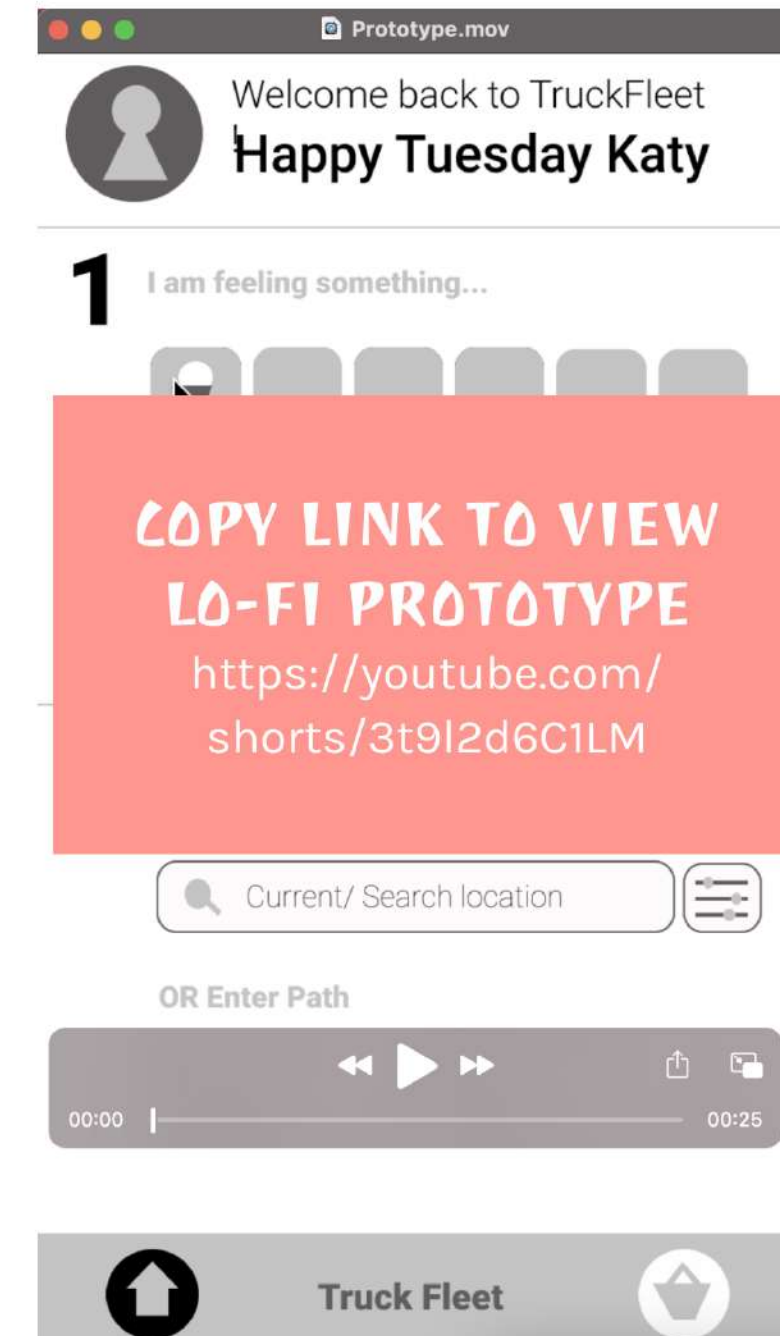
TASK 5 - Add to cart
Prompt: Add Mango Bingsu then Lychee Bingsu to your basket, proceed to checkout.

TASK 6 - Adjust quantity
Prompt: Confirm order of 1 Mangu Bingsu and 2 Lychee Bingsu, proceed to checkout.

TASK 7 - Confirm order details
Prompt: Confirm order and ready for countdown, proceed to payment.

TASK 8 - Payment
Prompt: Pay by KBZ pay.

TASK 9 - Track order



RESEARCH THEMES & INSIGHTS

PATTERN IDENTIFICATION

1. It was observed that 3 out of 5 participants are not clear if this is a food truck finding app/ a food truck ordering app/ a food truck delivery app. This means that the context of the app needs to be better explained at the homepage.
2. It was observed that 1 out of 5 participants have trouble going back to the previous page. This means that the button to bring participants to the previous page from page to page should ensure accessibility.
3. It was observed that 5 out of 5 participants were confused where to proceed and navigate once they reached the live tracking page and could not/ hesitate to click the refresh button, 1 participant thinks it is too cluttered. This means that the refresh button on the live tracking page should be reworked.
4. It was observed that 5 out of 5 participants do not understand the middle part of the live tracking page - the drop down under "walk". This means that the middle part of this page has to change.
5. It was observed that 3 out of 5 participants could not easily identify the "dots" as food truck options. This means that the shape/ icon should change to make it more explicit for.
6. It was observed that 2 out of 5 participants do not prefer or have trouble entering the combination of location and perimeter. This means that we should find a better user experience for them to find their truck by location setting.
7. It was observed that 4 out of 5 participants have trouble navigating and finding the content video. This means that the hierarchy of the page and video content should be fixed.
8. It was observed that 4 out of 5 participants attempted to add multiple items on the product page but were not enabled to. This

THEME #1

Theme #1- Unsure about the purpose of the app

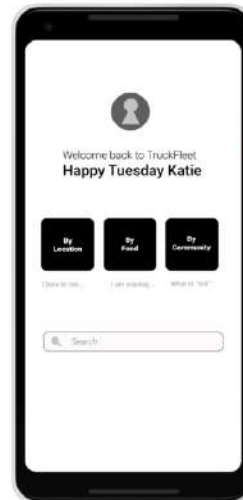
Supporting evidence from the usability study.

- Participant confused with the homepage on the context of this app.
- Participant intuitively pressed the box named with text "by location" (the far right button)

"Is this app for delivery or pick up only? I'm not sure"

"So this is food ordering app?"

"What is this app about?"



Based on the theme: participants are not clear about the app's context. An insight is: the app's context - a delivery/ order/ finder app needs to be better defined at the beginning of the user journey.

THEME #2

Theme #2- Live Tracking page is confusing

Supporting evidence from the usability study.

- Participant trying to click the arrow down on google map session 3 times, but it did not work.
- Participant hesitated on this page, unsure what she is looking at and what to click next.

"The word "Live Tracking" does not work well for me, because it's like waiting for a delivery which is not applicable to me while I have to go pick up the food."

"Middle session here i find it a bit confusing. I am not sure what I am looking at"

"I thought the refresh button is to place a new order, so I do not dare to click it"



Based on the theme: participants are confused about how to proceed once they reach the live tracking page. Therefore, insight is the call to action button needed to be revised.

THEME #3

Theme #3- Hesitation on multi-add to cart function

Supporting evidence from the usability study.

- Participant got confused on why the change of quantity option is separate with the add to basket step/ function.
- Participant easily add the items in her cart, attempted to click the + sign to add 2 quantity on the same item.

"I guess I have to go to next page to add more in the cart"

"I can see that you cannot adjust quantity on the list of product page, which is not what I am used to"

"I guess its natural behavior that I usually look for the "plus"/ "continue adding" on the list of product page."



Based on the theme: participants attempted to add multiple items to the product page based on the theme but failed. An insight is: to combine two pages: the product page + adjust the quantity page into one page.

THEME #4

Theme #4- Confusion while choosing location

Supporting evidence from the usability study.

- Participants cannot identify the dots as truck
- Participants do not know their building name

"What if I do not know the building name that I am currently at? or at my friends place? or not familiar with the area, I would not know 0.2km perimeter is to set to where"

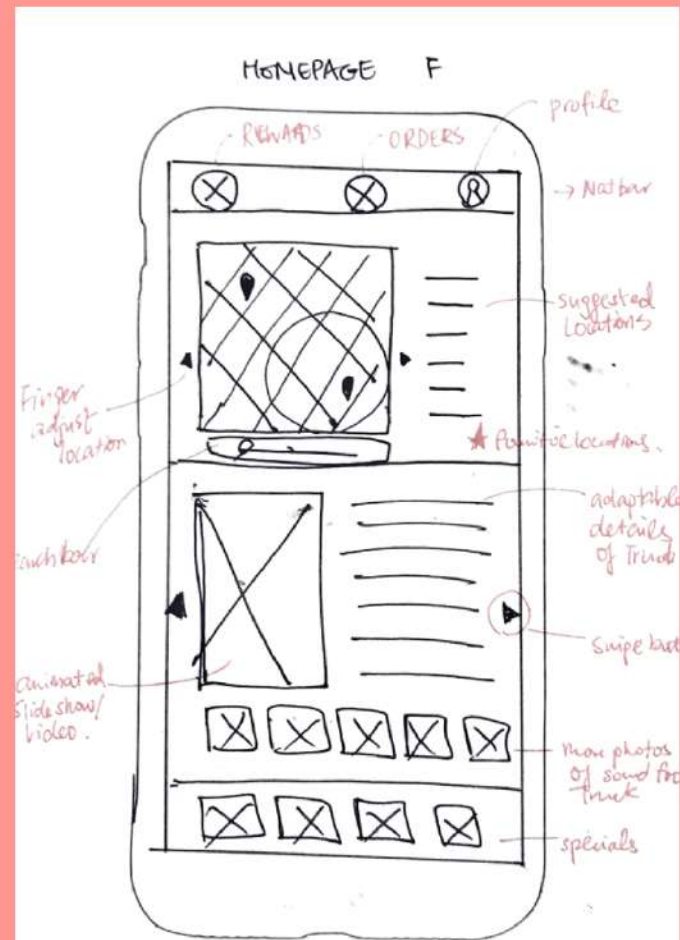
"Why can i not click into the dots? Do I have to set a perimeter?"

"So am i supposed to pick a perimeter?"

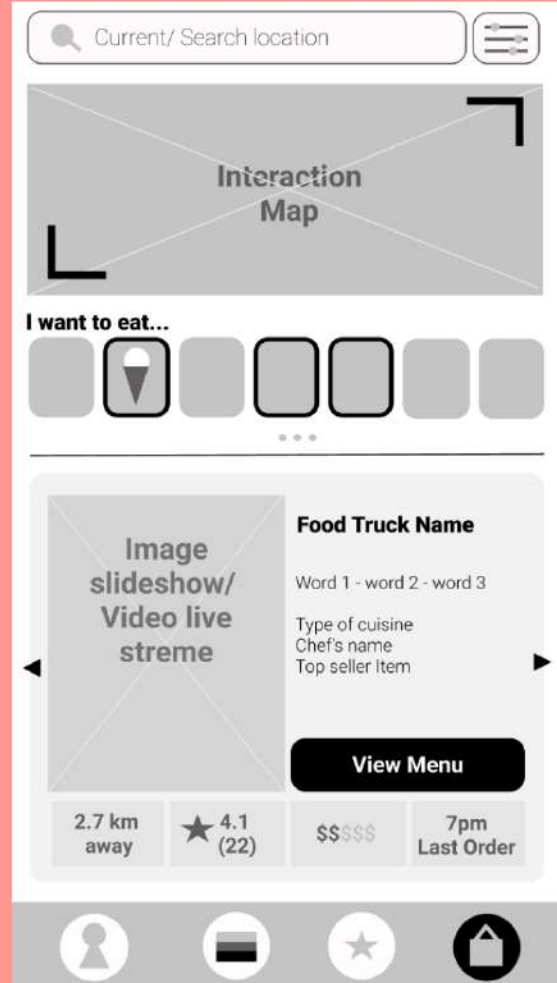


Based on the theme that: participants cannot quickly identify the "dots" as food trucks. An insight is that: the iconography of the location page needs to be revised.

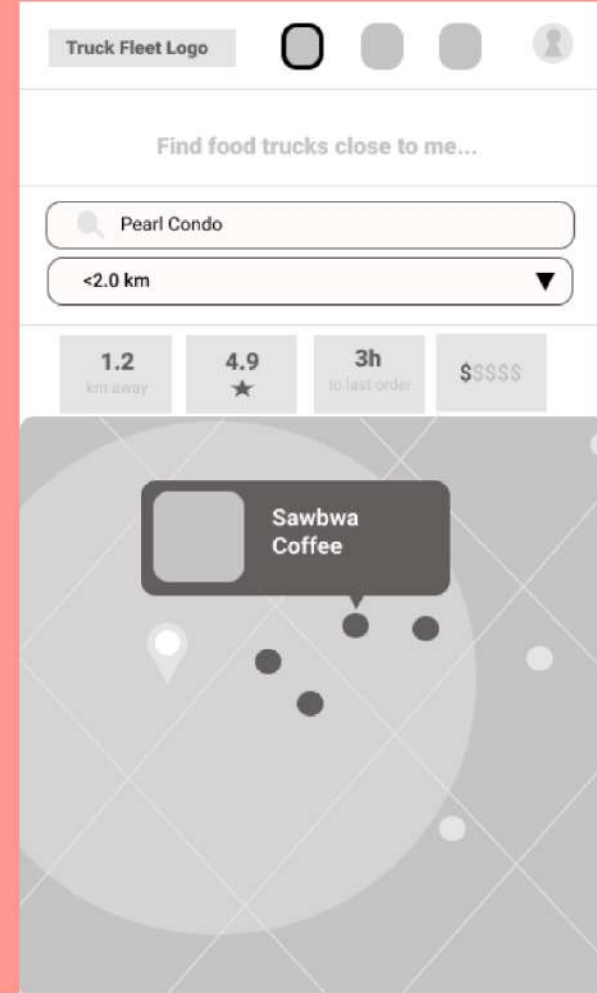
PAPER WIREFRAME



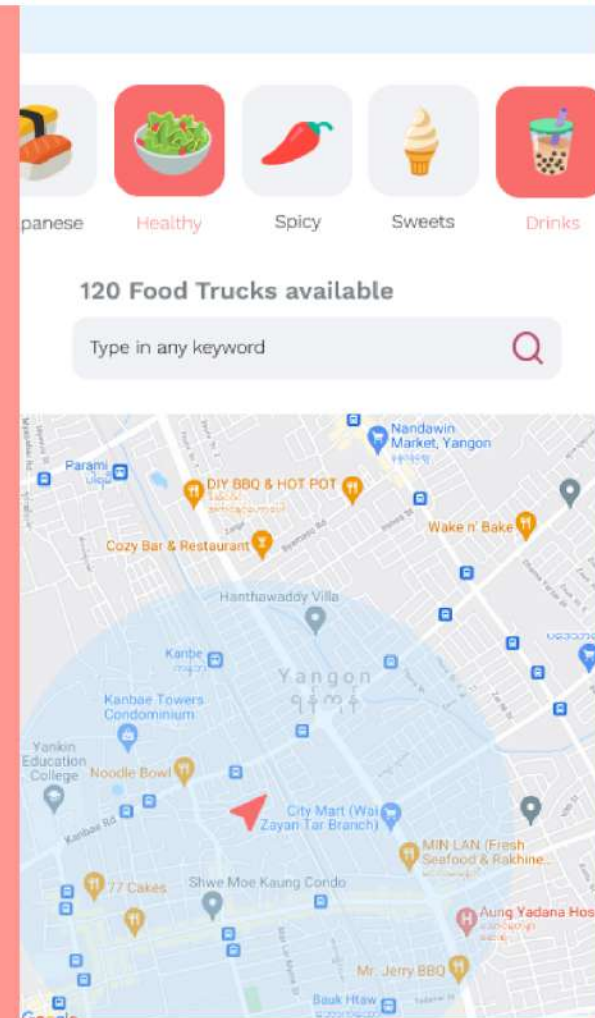
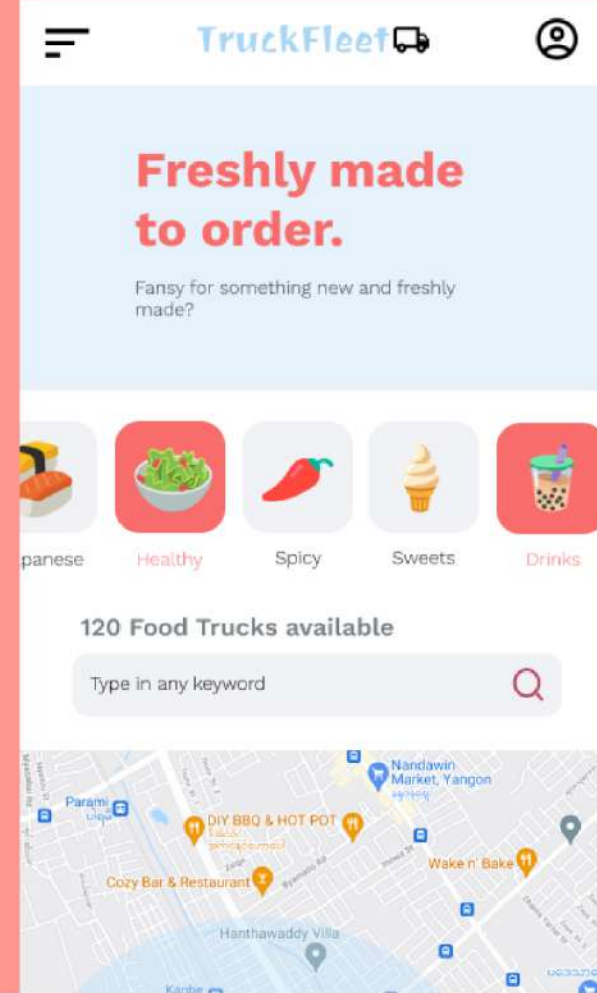
LO-FI WIREFRAME



V2 LO-FI PROTOTYPE



V1 MOCKUP

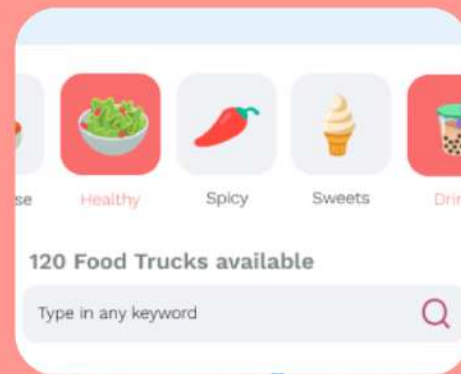


NEXT STEPS

Goal: To help Philipp find the food options close to home that are made "Fr

ACTION	Input preference of food and location	Select preference of food options around him
TASK LIST	A. List of food options B. Identify location C. Set filters and perimeters	A. identify food that is close to him B. Show more than just picture C. show schedule and time of the truck arriving, may be route as well?
FEELING ADJECTIVE	Overwhelmed intimidated	Suspicious
	Better navigation and guidance and	Better scheduling and planning

Rerun usability test on new hi-fi prototype to collect following round of feedback regarding improved user flow & journey.



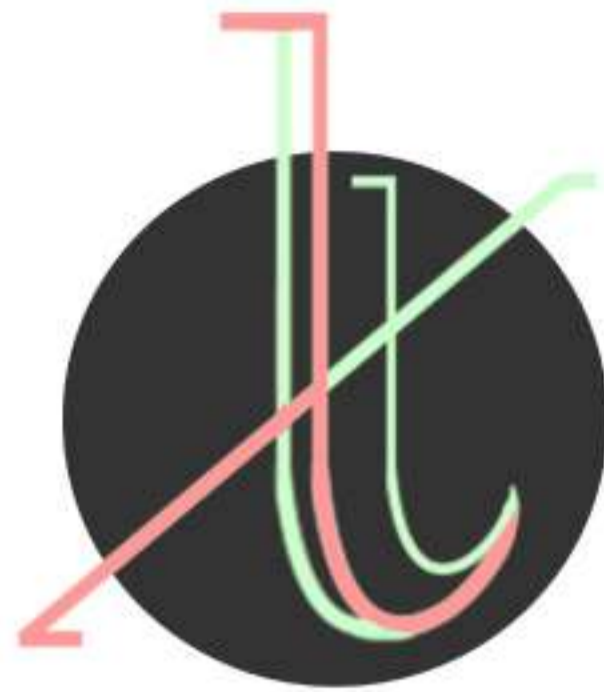
Simply UI elements and re-look at iconography and accessibility of colors.



Repeat the process of targeting food truck business owners and creating wireframes, prototypes, and mock-ups for their UX/UI.




Link and combine both target audiences with a seamless and easy-to-navigate food ordering platform.



THANK YOU FOR YOUR TIME.
LET'S CONNECT !

 Currently based in Bangkok & Yangon

 tt.tingtracy@gmail.com



@tt_tracy



/tracy-ting/



Tracy Ting
+95 9759787691

