CBUX

Plate & Planet

Cristina Brodu I Process Book I May 2024

overview

The product

P&P isn't just an app: it's a lifestyle enabler for eco-conscious individuals, who care about the planet as much as they care about their heath. It promotes both personal well-being and environmental sustainability.

Deliverables

Mobile app UX/UI Research & Design.

My role

I delivered and self-led independently throughout all the work, from research to conceptual and prototype design exploration, to functionality & testing.

Duration

3 weeks.

Vision

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Problem

Many individuals struggle to find delivery services for delicious food that align with their values.

Balancing busy lives, healthy choices and environmental responsibility can be frustrating:

existing food delivery apps often offer unhealthy options and polluting excessive packaging.

Solution

Our P&P mobile app empowers you to:

- Order fast: enjoying convenient delivery.
- Prime quality: benefiting from the offer of products from renown prime stores.
- Eat tasty & healthy: savouring pre-made fresh healthy meals, ingredients with a focus on gut, hearth & brain health.
- Be eco-friendly: align with carbon footprint reduction goals, green values.

Preview

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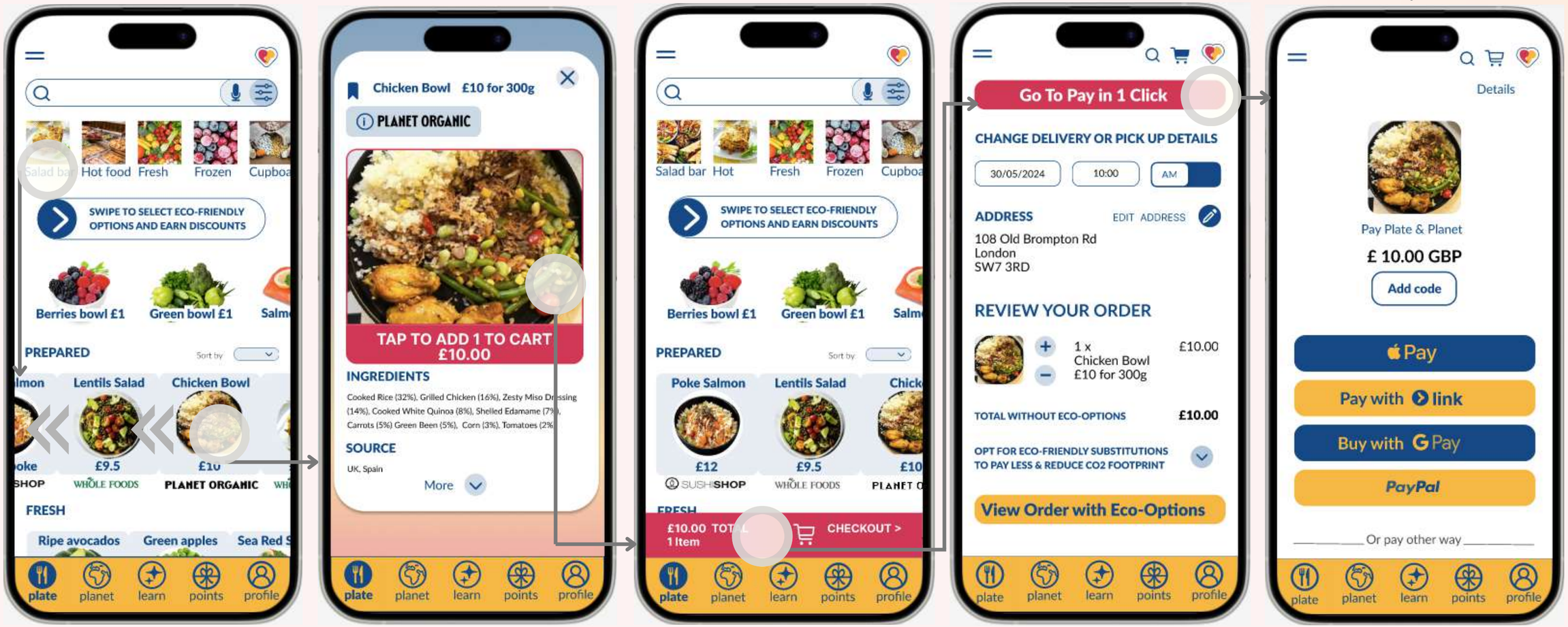
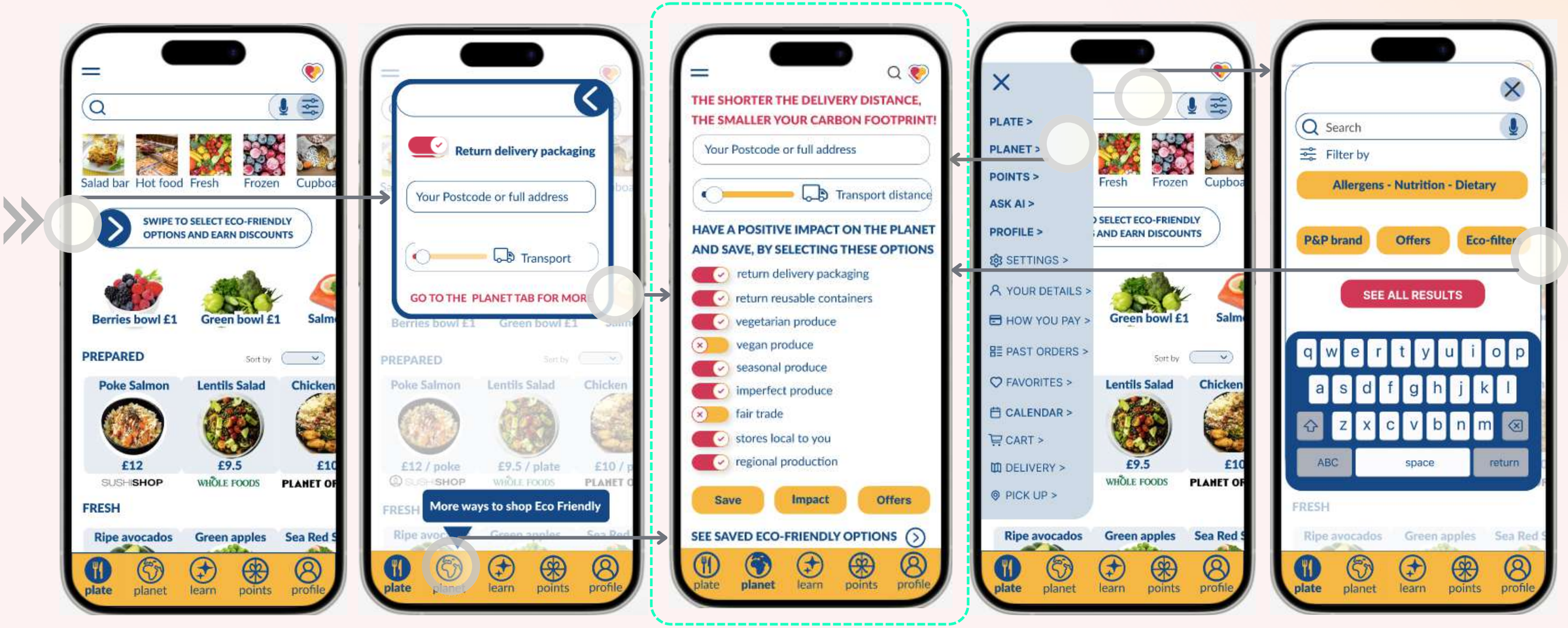
select -> add to cart -> checkout

Stripe integration



UI sample

multiple entry points to the eco-options



Key features

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Healthy Eats, Happy Planet!

Our food delivery app empowers you to order fast and eat well, while doing good for the planet.

Enjoy our delicious, pre-made nutritious healthy meals, delicacies and whole foods:

you won't need to compromise your eco-friendly values for this!

Eco-hero shopping rewards

1. reduce waste with reusable containers: get discounts for returning them!

.2. Choose vegetarian options: earn discounts for plant-protein choices!

3. Support local farmers and SME: reduce your selected preferred delivery radius for extra savings!

4. Filter products by choosing those with origin verified through blockchain for ethical sourcing: earn our NFTs*

4. Watch short videos and take quizzes to learn about sustainability, and earn our NFTs for your eco-efforts:

(* = NFTs unlock exclusive club membership & events).

Design principles

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For the app UX and UI

1. Placing users in control of the UI
2. Making the app- product interaction comfortable
3. Reducing cognitive load and adding white space
4. Making UI consistent with a design system

Findings

For a user to have a good experience, the product needs to be usable, equitable, enjoyable and useful.

UX Research

Method

The foundational research that I've conducted - to validate the need for the P&P app - followed the Design Thinking framework as a method:

in the empathise phase, I've learnt about the user and their problems, wants, needs, context;

in the define stage, I've analysed the findings to determine which user problem to solve & why.

Outputs

For the EMPATHISE stage:

- Empathy map
- Persona

For the DEFINE stage:

- User story
- User journey map
- Problem statement
- Hypothesis statement
- Value proposition

Summary

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Research steps

1 Hypothesis and goals

2 Users' observation

3 In person interviews

4 Competitors analysis

Findings

My initial assumptions have changed after conducting research.

Understanding the user

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Goal of observing & interview

My primary goal in the user observation and interviews was to understand users' processes and emotions around the problem my app is trying to solve.

I wanted to empathise with the users' frustrations (including with their environmental impact) during the process of ordering online from a restaurant or supermarket or delivery app.

I want to identify common UX behaviours and experiences with tasks related to it and validate hypothesis on pain points.

My hypothesis on users' Pain points

Limited variety of healthy options

Users get bored with a limited selection of pre-made healthy meals and may want more diverse options

Negative environmental impact

Users often wonder about the overall environmental impact of food delivery, such as packaging, transport

Delivery time uncertainty/delay

Users get frustrated by slow delivery when hungry and when ordering food at work, having limited time

Hallway testing

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Screener questions (Q1, 3) & insights questions (Q4 to Q10)

 1. How often do you shop at **farmer's markets, deli or health food stores**? Why do you prefer these types of stores?

 2. Is the **interaction with the sellers** important to you, or would you use an app to buy their food?

 3. How important is supporting **sustainable practices and reducing your CO2 footprint**, when buying food? (e.g. food without packaging). On a scale from 1 to 5, where 1 is irrelevant, 5 a priority.

 4. Do you have **concerns** about the amount of **packaging waste** generated by most grocery shopping? Do you think that **food delivery has a bad environmental impact?** Why?

 5. Do you find it difficult to **cook healthy meals**?

 6. Would you be interested in an app delivering fresh, healthy meals made with **local ingredients** from stores like this one where we are now?

 7. Would **minimal packaging matter** to you?

 8. For **dining-in, or meals at the office**, you buy mostly **pre-made, ready-to-eat meals**? **Fresh** ones or not? Or do you prefer to buy **recipe kits**? With **pre-portioned ingredients** for faster preparation or not?

 9. What **price range** would you see reasonable for healthy meal **delivery** that prioritises **sustainability**?

 10. Would you **return the delivery box to the driver?** (e.g. Leaving it for collection at the next delivery)

Empathy map

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Says

"I'm exhausted after work. Cooking feels like another chore."

"Fast food is tempting, but I know it's unhealthy, bad for the environment."

"Meal planning and grocery shopping take precious time I don't have."

"I'd love to eat healthier, sustainably, but pre-made options often have excessive packaging, aren't eco-friendly."

Thinks

"Discouraged for not overcoming unhealthy eating habits.

Desired to reduce their own negative environmental impact

Wants to follow a balanced diet that minimises the CO2 footprint.

Unsure if healthy, quick options that are also eco-friendly exist.

Does

Busy schedules lead to frequent purchase with food delivery apps.

Purchased ready meals come with lots of packaging for branding, is unhealthy.

Limited time restricts grocery shopping, meal planning and sustainability care.

Impulse buy of unhealthy food at the store due to lack of planning and hunger.

Feels

Frustrated and overwhelmed by a lack of time.

Guilty about unhealthy and unsustainable food choices.

Yearning for tasty, conveniently delivered but eco-friendly food.

Angry for the amount of delivery garbage and bins to empty often.

Persona

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Mary Anderson

"Healthy for me, healthy for the planet - that's what I'm looking for!"

Age: 34-year-old;
Status: single
Location: London;
Occupation: jr. doctor

Goals

She wants convenient, delicious food options, but struggles to find delivery services that align with her values. She strives for a balanced lifestyle that prioritises health & environmental responsibility

Motivations

Frustrations

she struggles to reconcile a demanding career with her passion for healthy living and protecting the planet. Existing food delivery apps often offer unhealthy options or excessive packaging. She is wary of apps that claim eco-friendliness without concrete action

User journey

Lunch break, food delivery app, and huge packaging overwhelms Mary's office bin. Back home, another app for dinner, a new waste mountain. Surrounded by packaging, Mary longs for sustainable solutions, not generating landfill fodder like cardboard and insulating materials. She recalls when pre-delivery apps, the streets had less garbage.

User's needs

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The problem statement explains the user needs that the UX designed app should address and solve.
User stories narrow down which needs to focus on first, and show how the design help specific people.

Problem statement

Mary, an eco- conscious Londoner, needs a food delivery service aligned with her ethics values, prioritising both her own personal health and her environmental impact and responsibility.

User story

As an environmentally conscious busy Londoner, I want a food delivery service that aligns with my values. So that I can have a balanced diet and lifestyle, without jeopardising my environmental responsibility.

UX solution

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The hypothesis statement is a guess on on the potential positive impact of an app solution on the user pain points; the design goal describe the app benefits, and the value proposition says why users will use it.

Hypothesis statement

If Mary downloads the P&P app, **then** she can oder fast her healthy food, minimising rubbish and CO2 footprint.

Goal statement

The P&P app **will let** Mary oder fast her healthy food with returnable packaging and local sourcing, **which will affect positively** her CO2 footprint **by** reducing transport distance & rubbish generation. **We'll measure impact by** reward points for proposed eco-choices.

Value proposition

- **Eco-Friendly** door2door **convenience**
- **Local Support** to farmers and SMEs
- **Educational rewarded engagement** on sustainability with videos, quizzes
- **Community building** membership
- **Eco-habits building** incentives for options that reduce CO2 footprint
- **Aggregated** from high quality stores

Competitive audit

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	HelloFresh, Gusto (meal planner, kit)	HungryPanda, Talabat (spec. restaurants)	FoodHub (local food, SaaS) 🟡	Top*market, Amazon F, Ocado 🟡	Deliveroo, UberEats (all restaurants)	Oddbox, 2Good2Go Karna, Olio	
Features	menu by week, flexibility, recipes	pick-up, chat-bot, delivery time, map	wallet, cart bar, search-expand	A. stores in filter; O. buy for recipe	UE wallet, pickup filter= slider tabs	TGTG can skip login! Impact	can skip login, pick-up, impact
Accessibiltity	English only, G minorities icons	5Asian Languages app and English	English, Sp., Chinese	Ocado too long registration	4 EU languages, Chinese, Arabic	OddBox no app Others: English.	Alt-t, magnify, screen reader,
User Flow	menu in Home› select›too long sign up›go2pay	select store›select menu item› add to kart›view K›buy	select store› select category › add to K›buy	select›login›add to cart› 2 view to cart› slot›buy	select store› pick food› add to k› view k›login›buy	TGTG map or list select›pay, K add cart› pay	filter with eco-choice›select› add to cart›pay
Navigation	BottomBar after login, search bar only in G recipes	order & pick up bt, Account: top nav, H category slider	order/pick up, H category slider., 0 pics menus	top nav = drop downs, search bar + s. button	D top tabs, 0 nav bars, 0 basket but. 0 memory	bottom bar, map, stores list, TGTG cart bar	bottom+search bar, H category slider, cart, map
Brand identity	colour identity, logos, HF launch	white does not give brand feel	white does not give brand feel	colour identity Ocado stronger	minimal colour = basket bar, 1 icon	colour, launch screen brand	top + button colour, top logo
Descriptivness	key info, recipes & their nutrients	food info & photos, no stores info	no store info, not all food pics	food & nutrition info, lenghty	store info, good filters in search	minimal info, pics, blind box	food + store key info & pics

🟡 Direct competitors: meals, aggregated, local, less waste
(Top market = WholeFoods, Daylesford, PlanetOrganic.)

Competitors insights

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Problems

1

Low brand identity
No brand colour nor logo

2

Lengthy user-flow
5-screen sign up/check out

3

Duplicate access
Double cart + search access

4

Low accessibility
No Alt-text, no magnifier

Opportunities

Users get frustrated and feel impatient with some food ordering apps, as they're excessively time demanding for simple tasks. They desire simpler, faster completion of their goal in the app. So much less info to read and choices to take. This gives space for a no-sign up app, with 1-click checkout. More accessibility and brand feel is a plus, adding at least Alt-T, brand colour.

UX Design

Method

In the Ideation and Test stage of the UX Design framework I've created the app functions & look.

Brainstorming involved rapid sketching (Crazy8, but in 5 minutes), How Might We, SCAPMPER.

Paper and digital Wireframes were followed by low and high fidelity prototypes, and preceded by user flow, big pic & close up story boards, site map.

Outputs

- paper wireframe versions
- iterated paper wireframes
- digital wireframes highlight
- lo-fi prototype and its flows
- usability study key findings
- iterated digital wireframes
- accessibility considerations

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Iterative lo-fi design

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Insights for design iterations

1

Add to cart from food photo
Users tapped food pics more than "+"

2

Multi-access to functions
Inclusive design for low tech literates

3

Payment integrating Stripe
Many visible wallets & e-pay methods

Opportunities

I've iterated the design by considering A/B testing, and by integrating Stripe, as their research insights reflected my own tests findings. Key Stripe offered benefits:

- Express Checkout and localisation avoids clients abandon the cart if they don't see immediately their favoured local payment method, or buy now pay later
- Radar permits to prevent fraud and provides security and compliance check services (including by giving feedback to resolve blocked payment cards issues),

Paper wireframes

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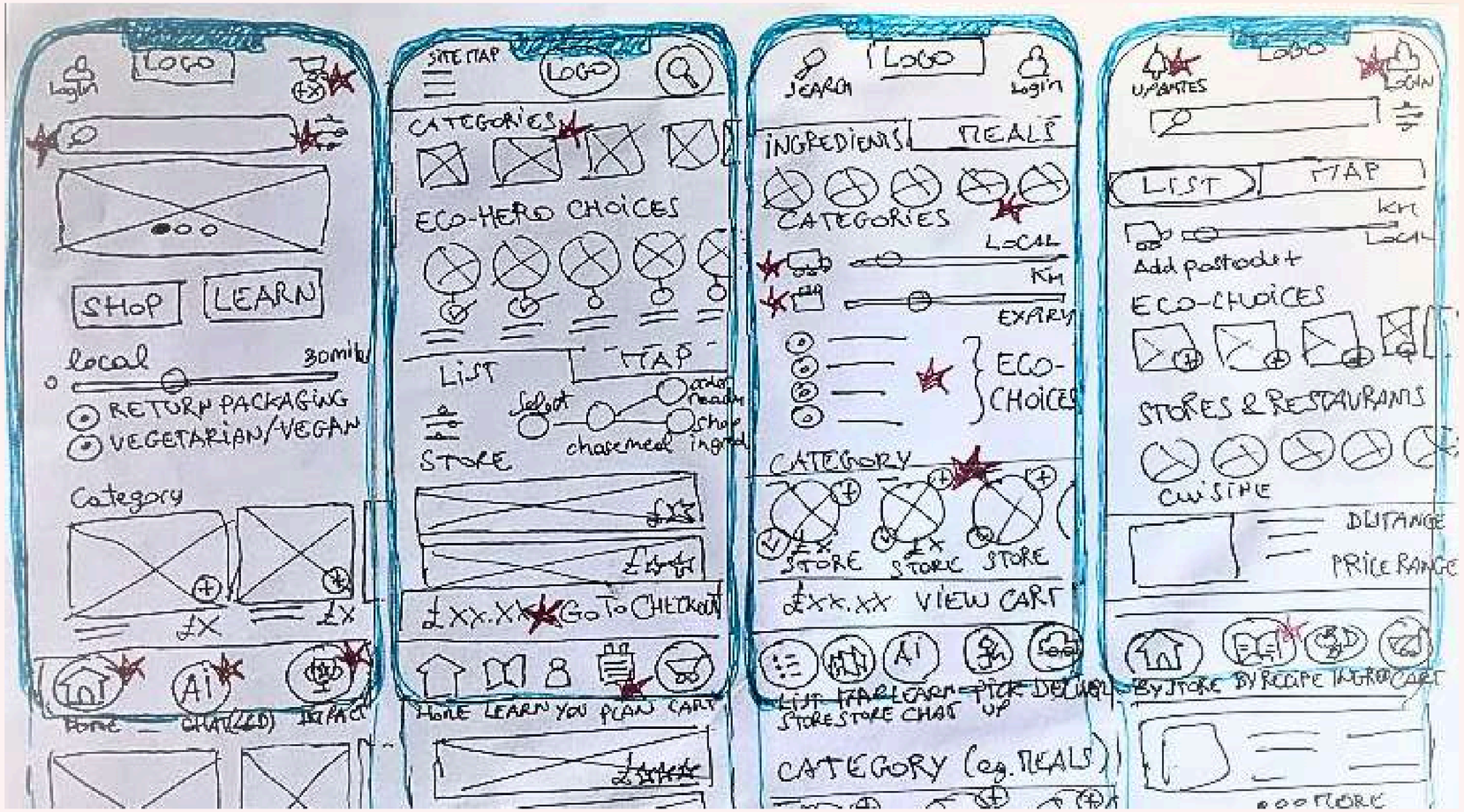
To create paper wireframes for rapid iterations, I have reviewed the UX research, the storyboards, the users flow and competitive audit.

I have create 4 different versions of how to structure information on the Home page, then I have reviewed and stared the elements to keep and to combine in a refined version, considering the user needs, what solves the problem statement.



Affinity map 1

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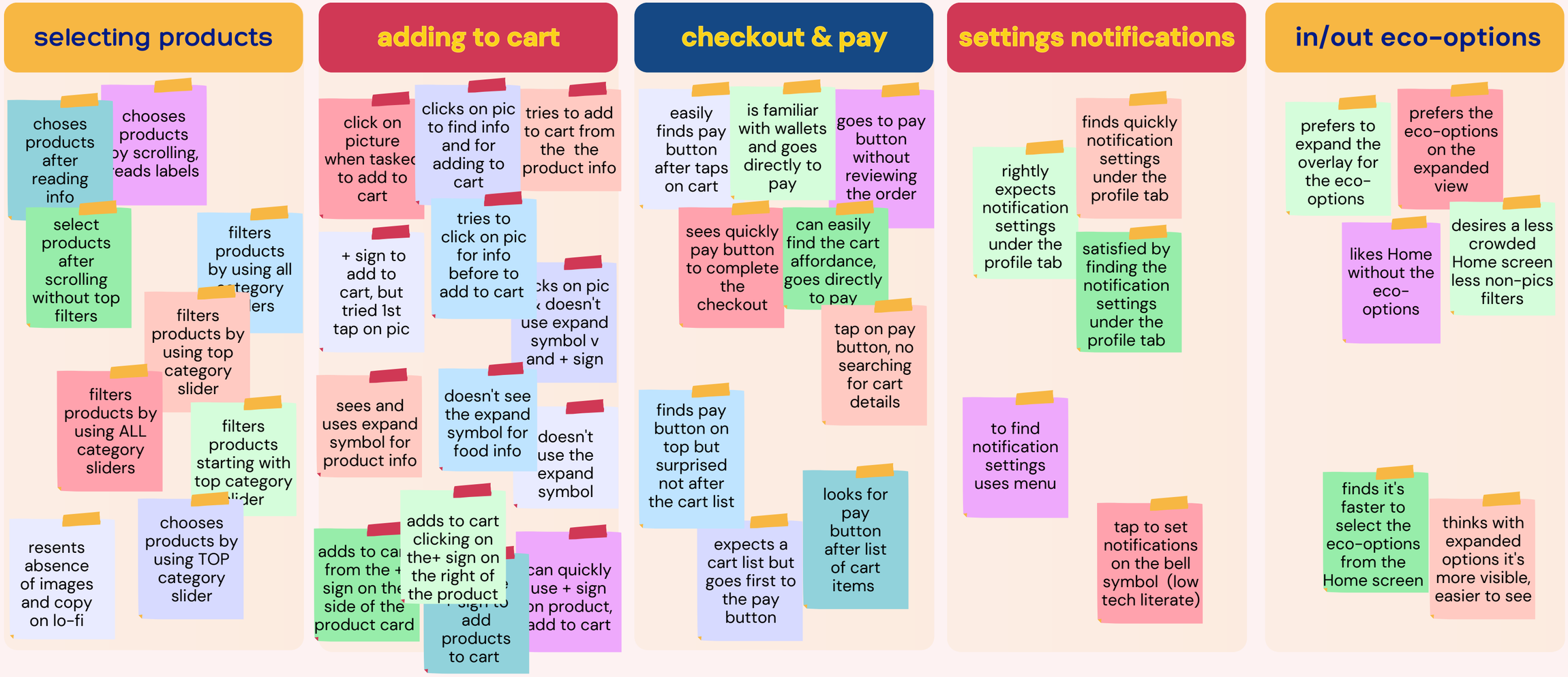

A/B flow 1

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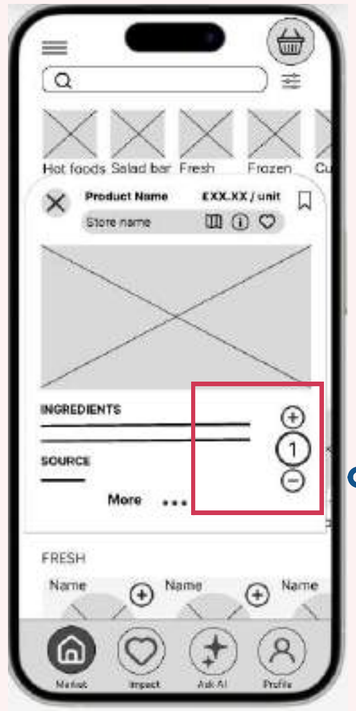
food info

A



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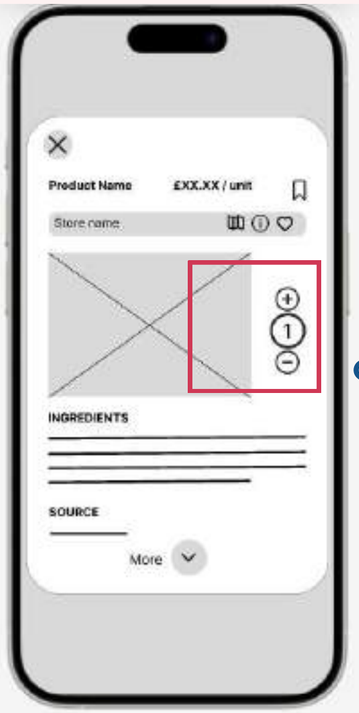
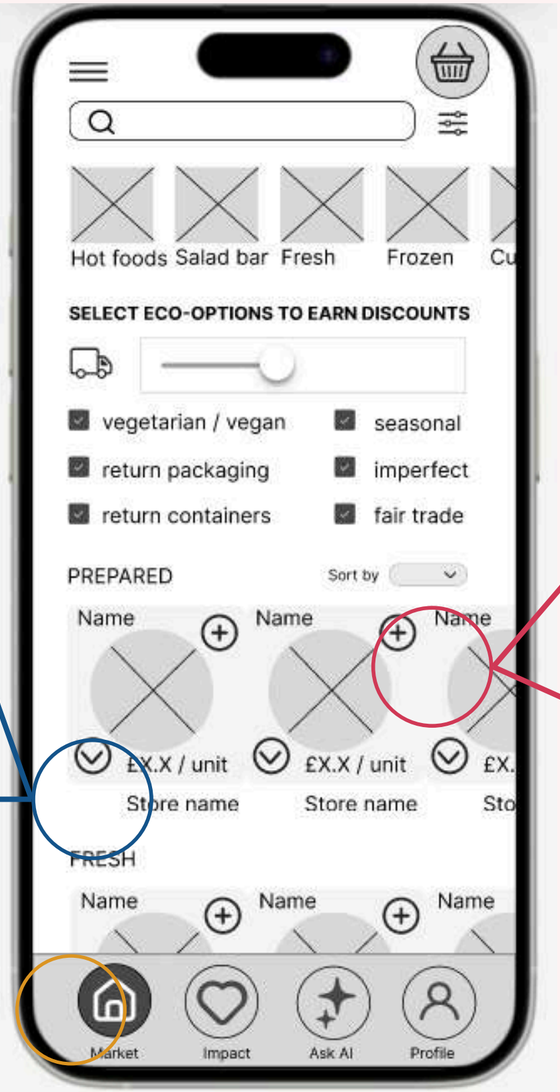
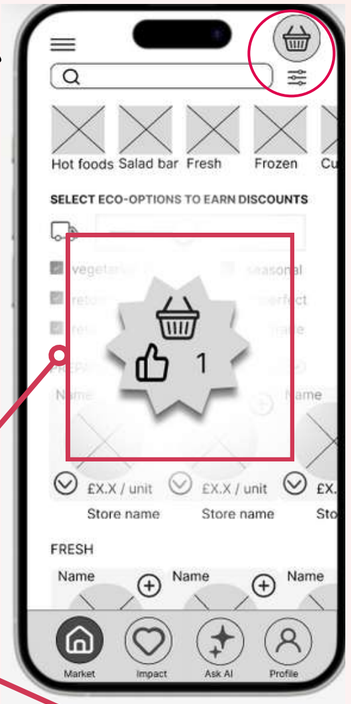


add 2 cart
from overlay



A



add 2 cart
from Home

added
to cart

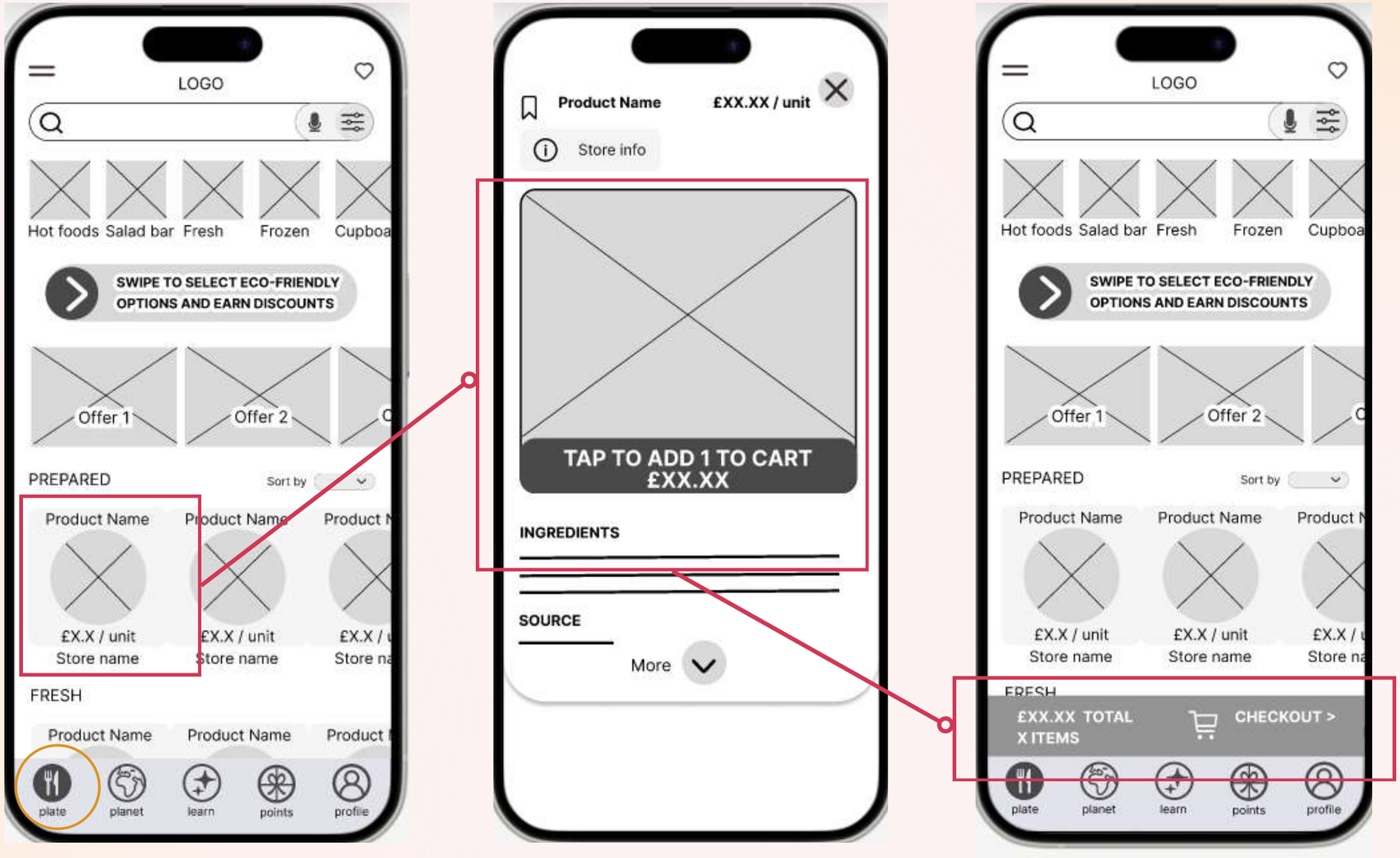
B

iterations

After

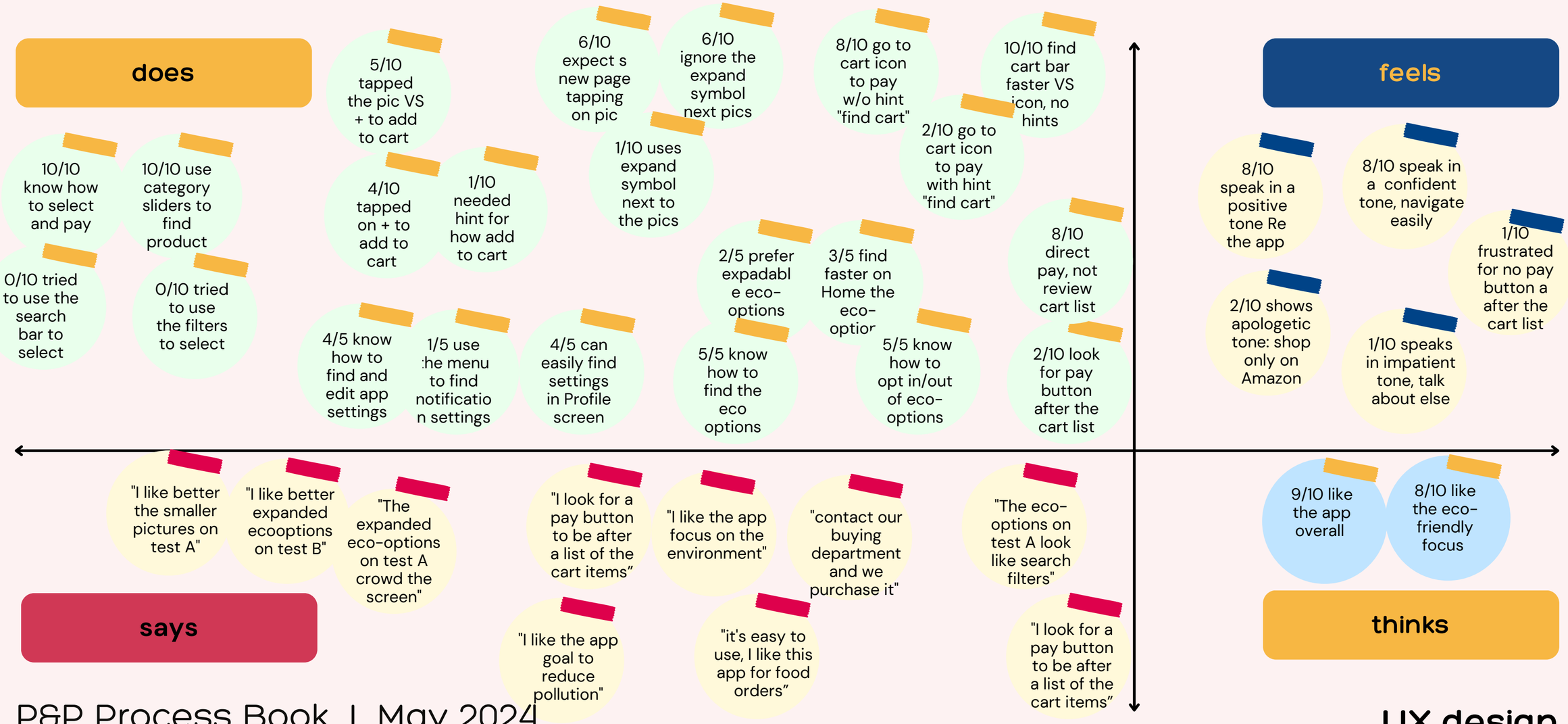
During testing, emerged the vast majority of the users tapped the pics placeholders when tasked with adding to the cart:

very few tapped the + and expand symbols next to the pics, so I have removed them.



add 2 cart + food info

Affinity map 2



Accessibility considerations

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Including impaired & low tech-literates

1

Multi-entry points to activities

SCREEN POINTS & VOICE-ENABLED actions

2

Profile set-up & login is optional

Users can order food as guests in 3 clicks

4

WCAG functions integration

Disabilities accessibility enabling icons

Opportunities

Considering WCAG, I created fast-access accessibility icons. I have also designed an user experience that focuses on voice-control options, because seniors can find touch tasks compromised by dry skin. Finally, this no- set up app can be used without creating a profile. There's neither need of an email account for sign-in, but the minimal inputed data can be saved.

A/B flow 2

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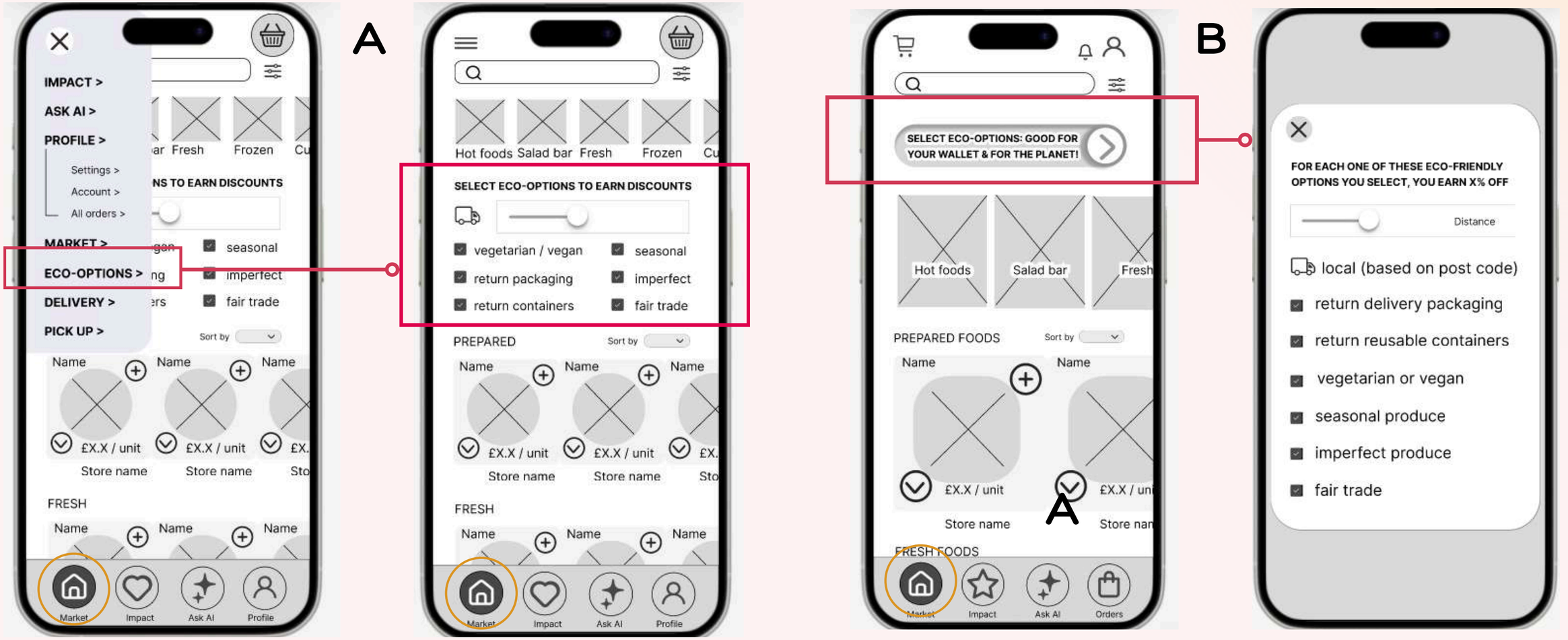
eco-friendly options



After

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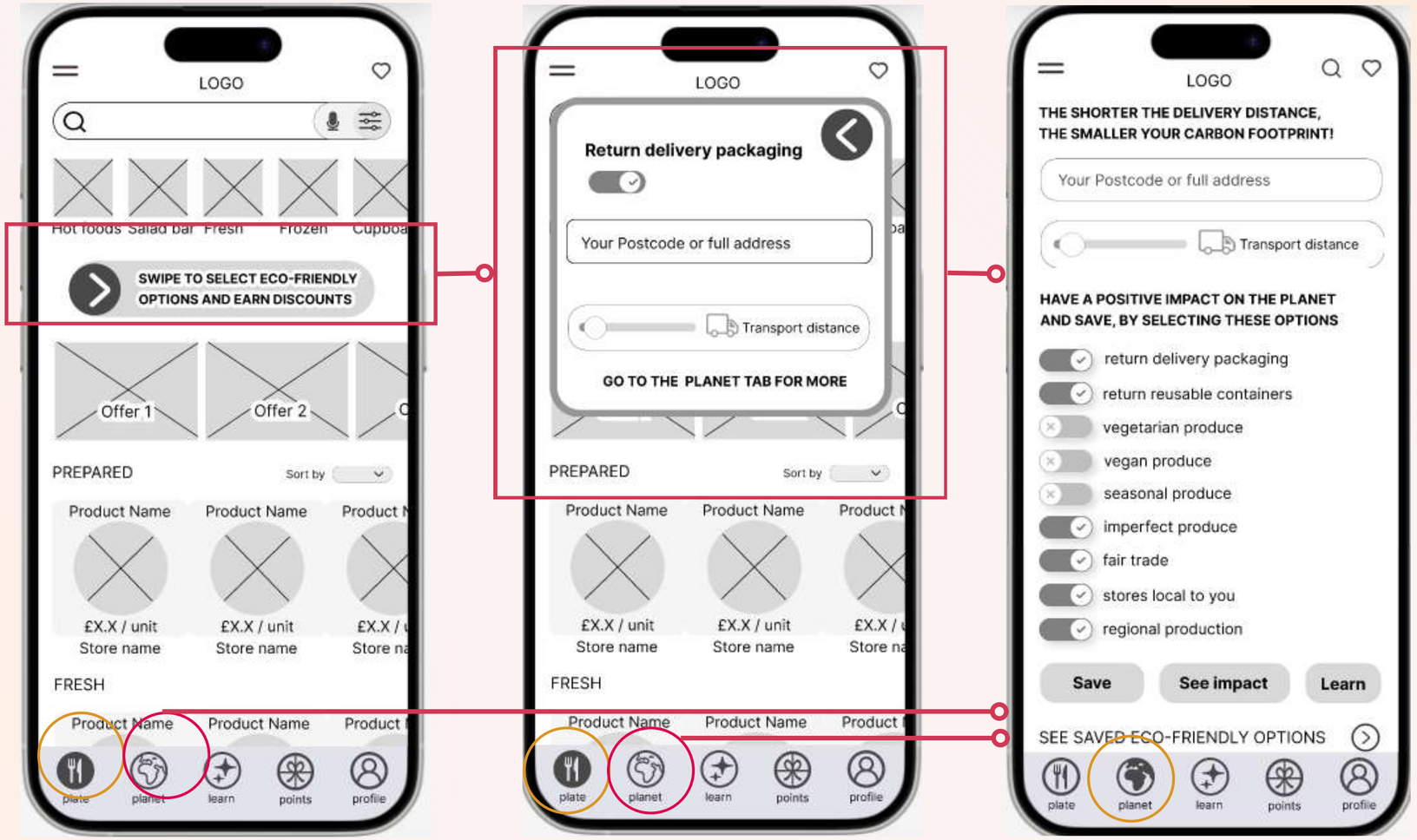
eco-friendly options settings

Some users didn't like to see eco-settings controls in the food screen:

so I've created a fast eco-settings overlay on the Home screen, and a full page for more options, accessible from nav bar and menu.



Sales considerations

Stripe insights to max conversions

1

Express checkout expectation

customers expects it in 2 to 30 seconds

- **Apple Pay: 10% uplift**
- **Link" : 14% uplift (no wallet, in 1 click)**
- **Since 2020 cash use dropped by 70%**

2

Buy now pay later high demand

Low risk: 50% transactions for less than £25

- **Klarna visible in treatment group: uplift**
- **97% BNPL volume is net new transactions**
- **Since 2020 buy now pay later grew by 4x**

3

Local payment method

Not only globally-used pay-methods

- **85% abandon cart if don't see favourite payment method**
- **Adaptive price & currency: 17 uplift**

Opportunities

The Stripe integration in the P&P app, by embedding the Stripe UI, allows to:

- minimise barriers to entry (by making available local favourite ways to pay)
- simplify (decision fatigue reduces sales: 4-5 payment options visibility is enough)
- meet expectations (promptly iterate products, price aligned with what clients expect in the market)

A/B flow 3

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payment method

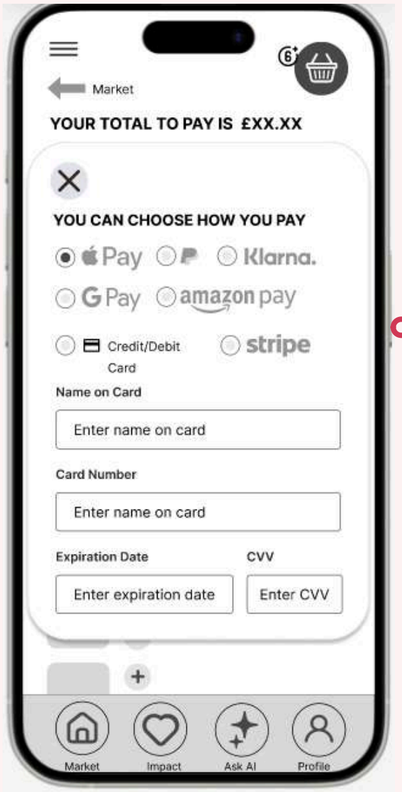
address

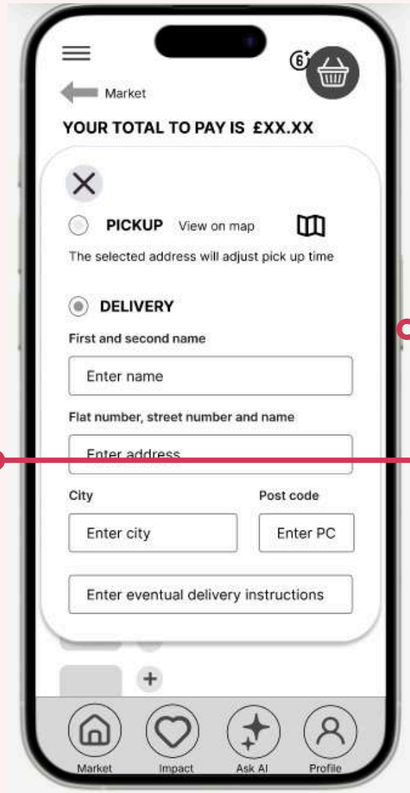
A

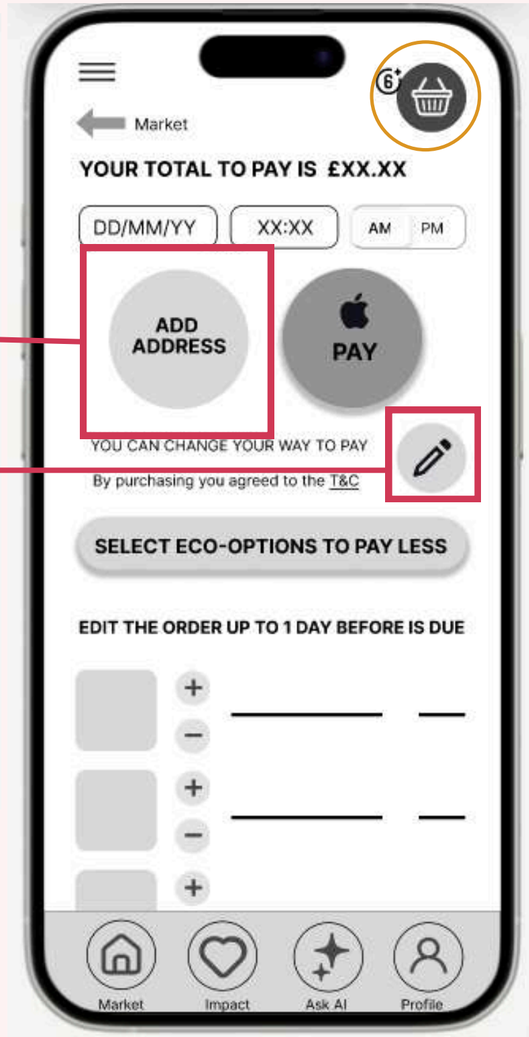
checkout

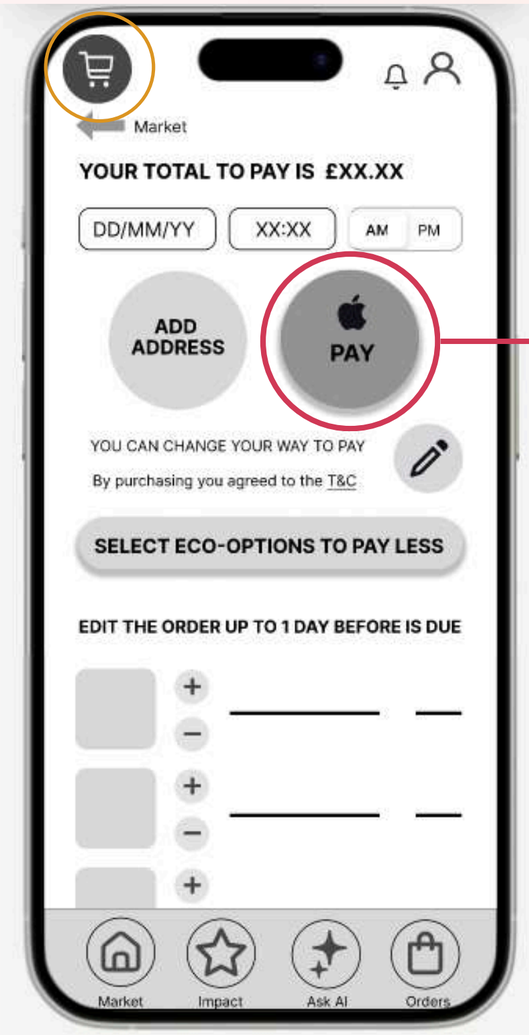
B

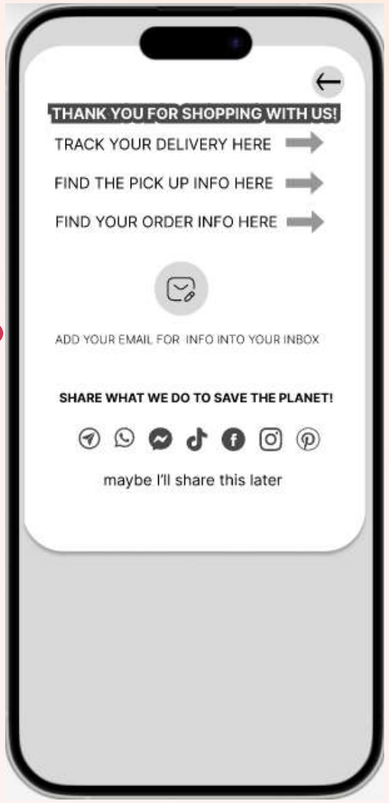
receipt











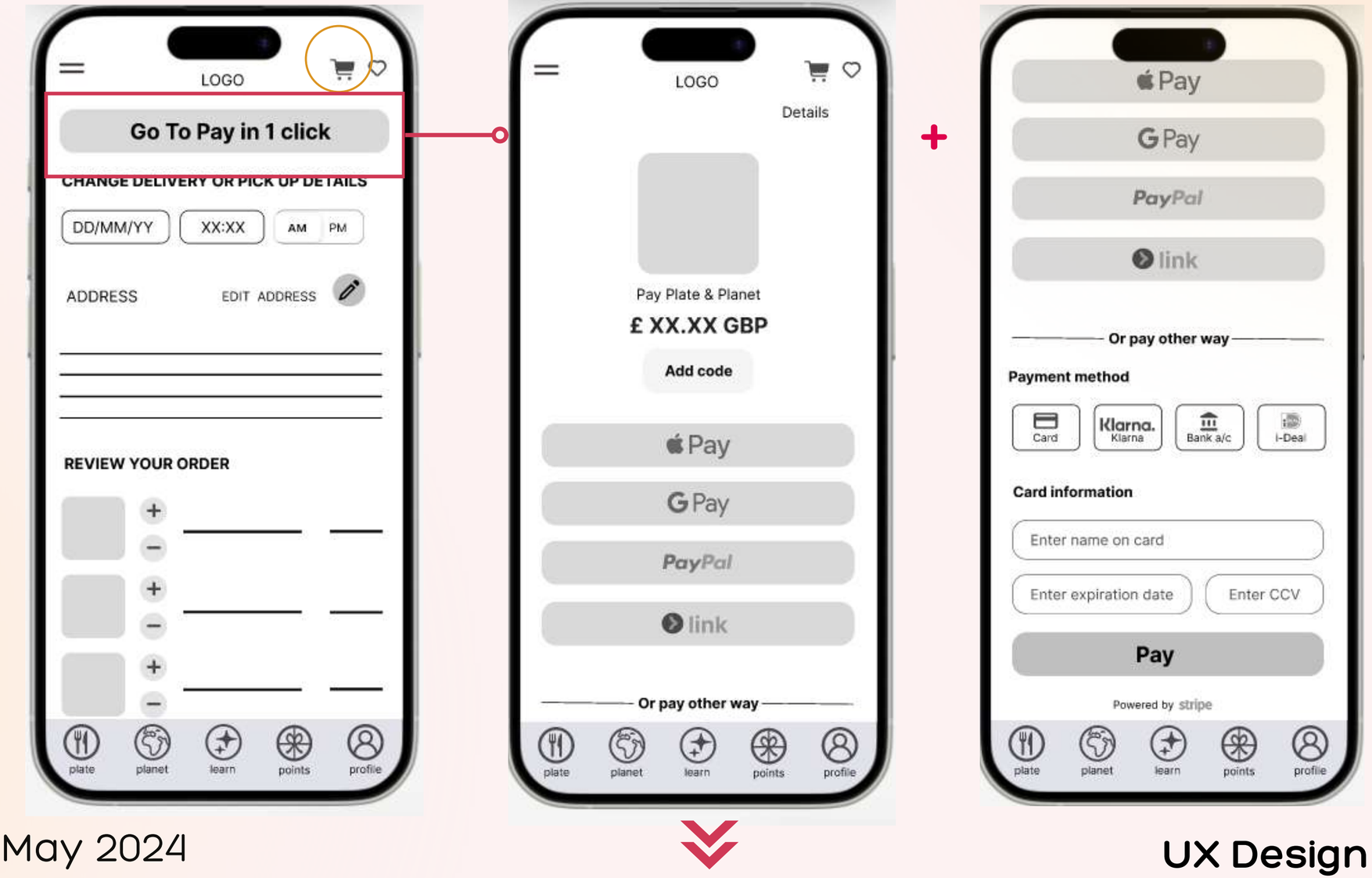
iterations

After

The most of the users didn't try to review the cart.

I also traded off checkout circular buttons for Stripe UI to integrate its functions: from Radar for security to wallets, Link & local payment & fin-tech methods.

pay in 1 click



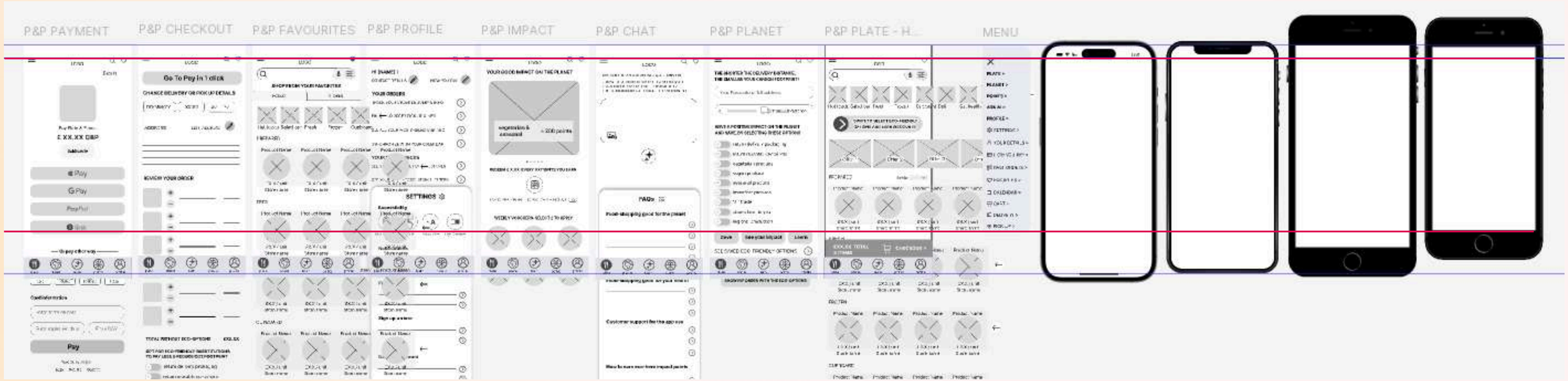
Dynamic pages

Adaptive layouts

I have designed the app screens by taking into consideration the size of the most popular iPhones that were released in the past 8 years:

from the iPhone 6/7/8 standard and Plus, to the iPhone X, the smaller iPhone SE (2016), to the iPhone 14 and 15 standard and Plus (2023).

"Considering how information is organised on the screens can affect how users access information effectively, as well as the content readability"



Design across devices

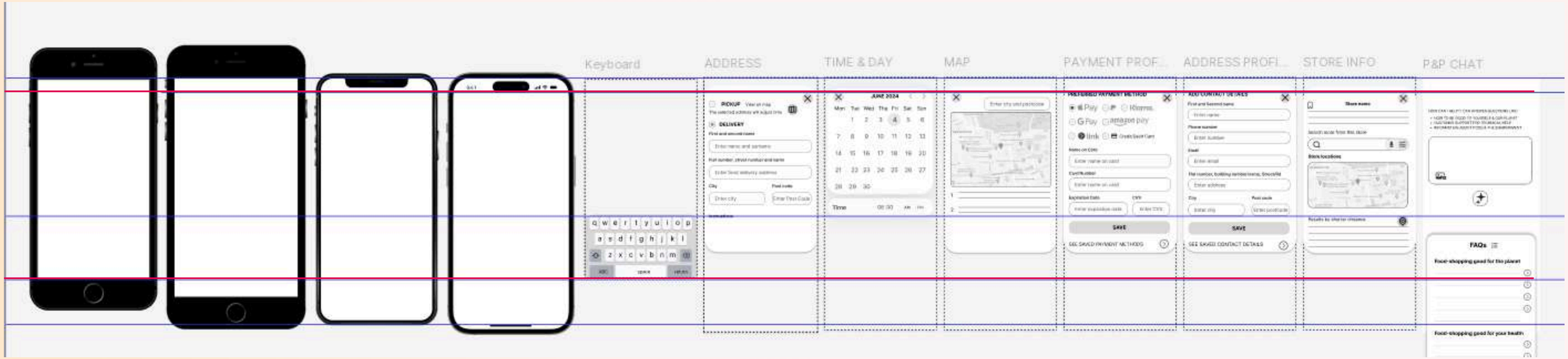
Adaptive design for input fields enablement

I have taken into consideration the size of the most popular iPhones also to enable the use of different types of input methods:

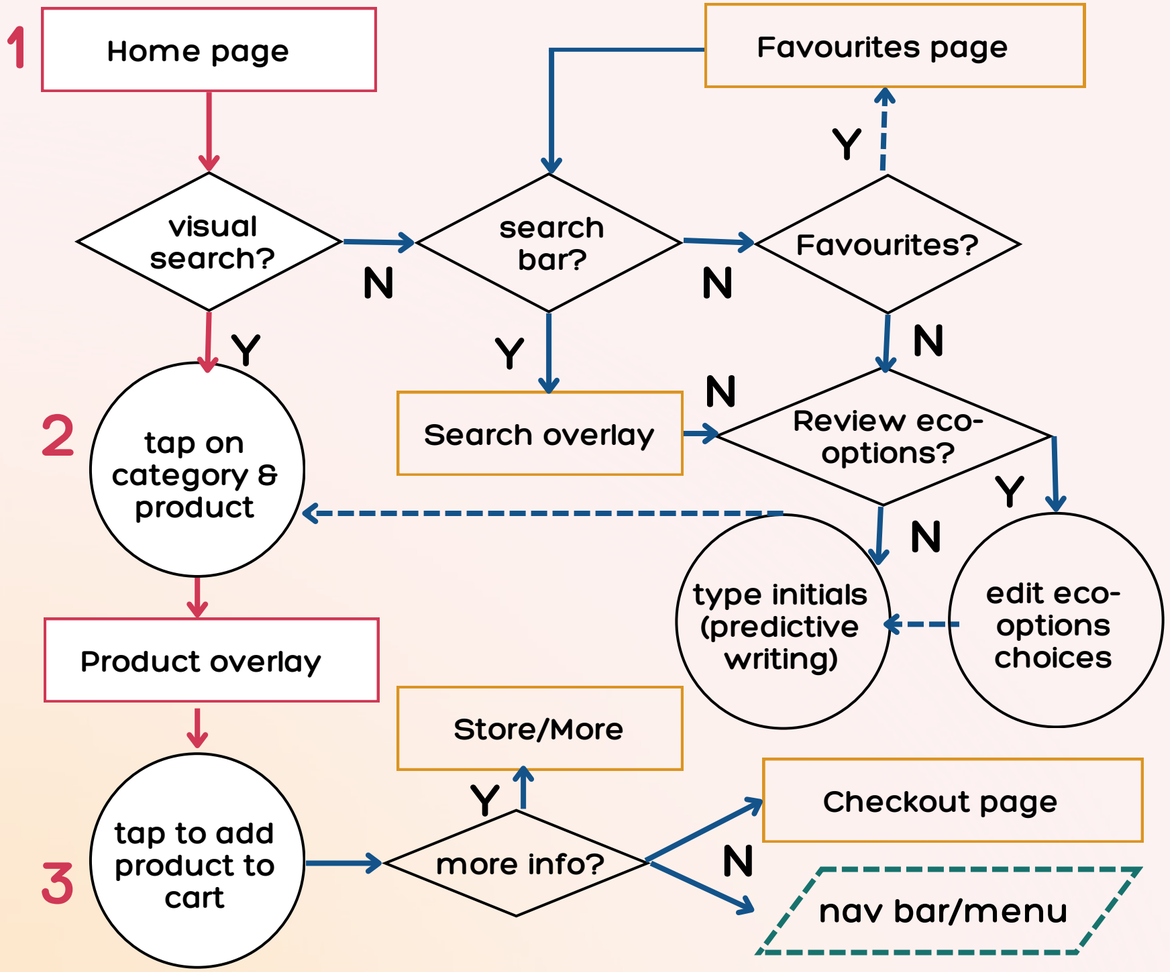
from voice control to typing text into input fields, which requires a design that leaves space in the small screens for fitting in a keyboard (app or phone native)

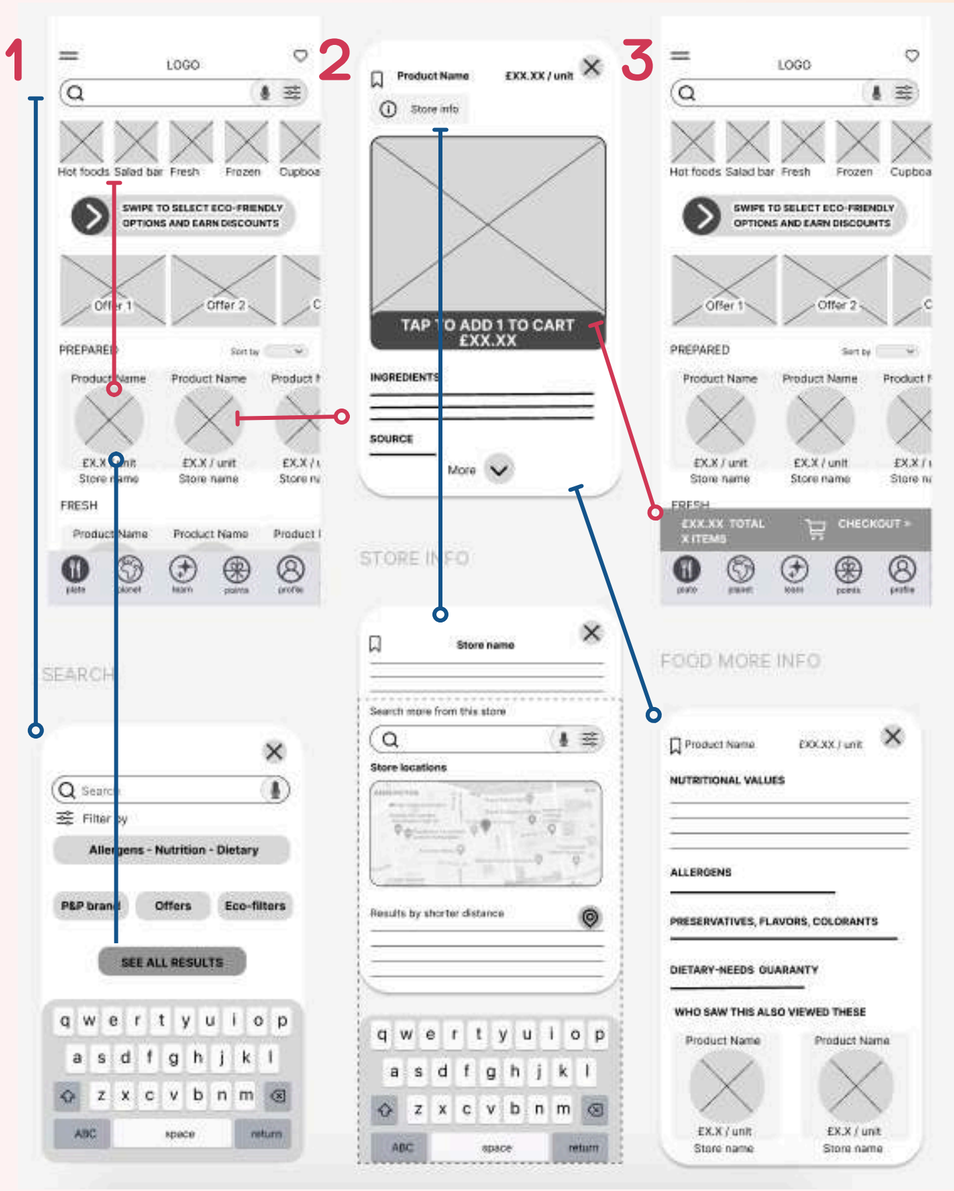
“Design principles across devices

- *Consistency*
- *Continuity*
- *Context:*
- *Complementary”*



Select _ flow1





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Payment _ flow2

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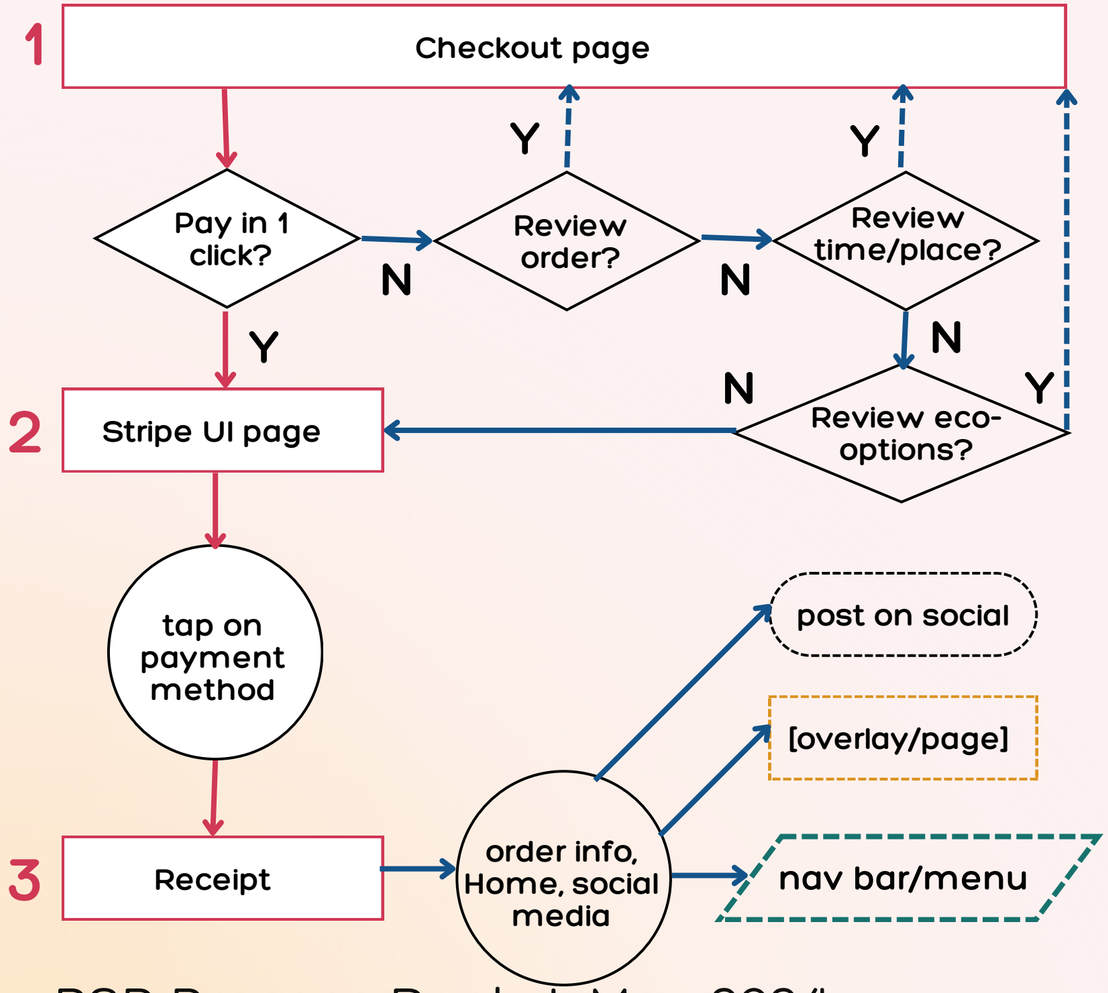

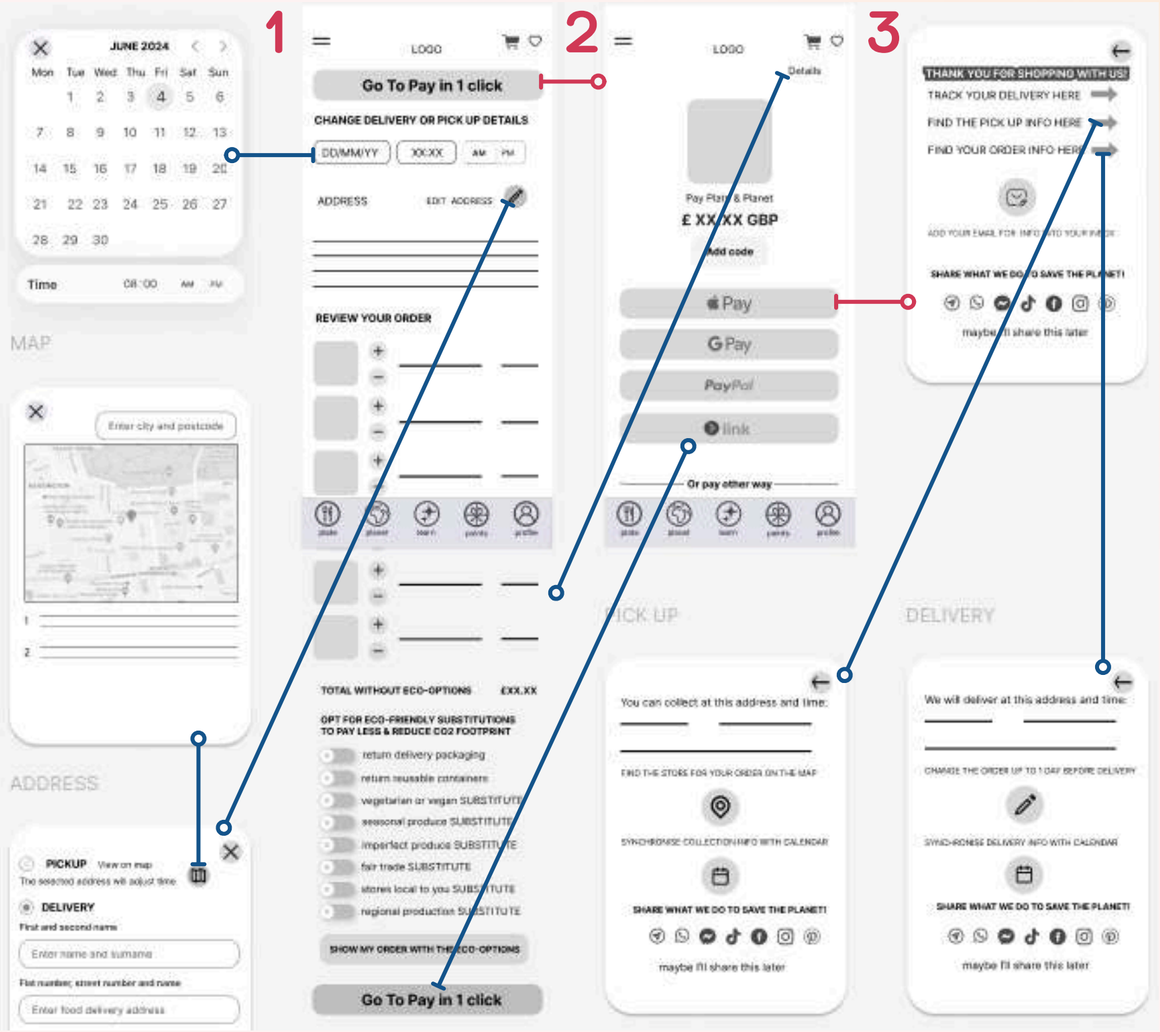

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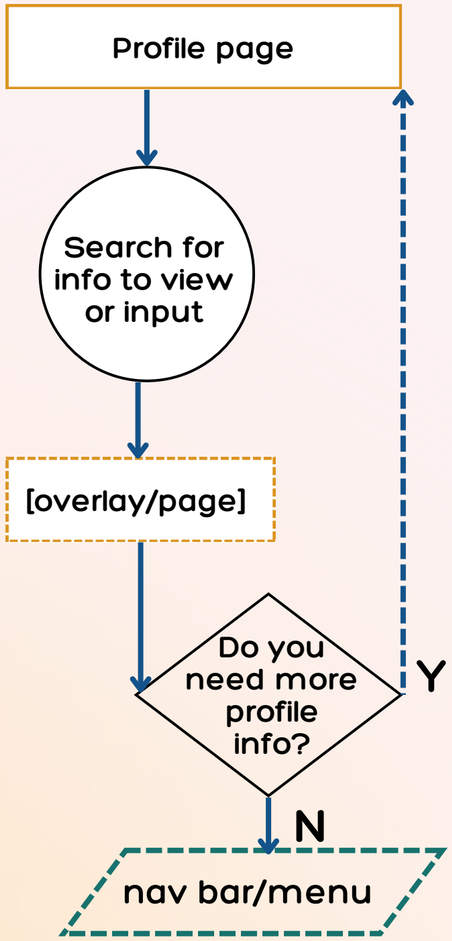
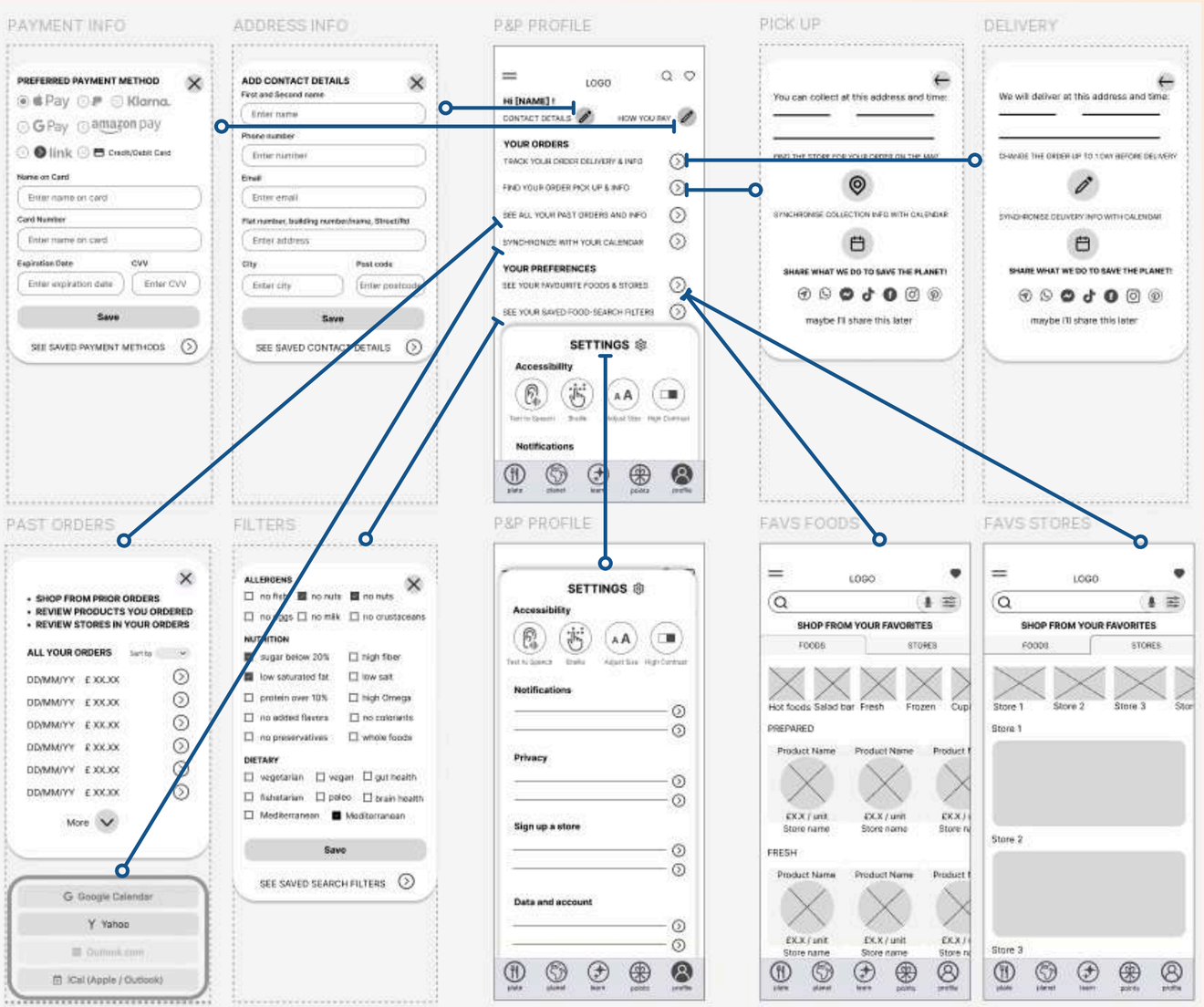
UX Design

Profile _ flow 3





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UX Design

UI Design

Method

In the Ideation and Test stage for the UI Design, I have created styles for the app visual aspects

From the inception I've considered the available fonts and variables for Stripe UI Appearance API: in this way, my fonts, colours, lines & radius could be consistent with its U customisation options.

I've also incorporated accessibility considerations in the colour palette, and prepared for handover.

Outputs

Visual styles

- Typography
- Color Palette
- Iconography
- Grids, Corners, Borders

UI patterns

- Elements
- Components
- Modules

Guidelines

Iconography

CBUX

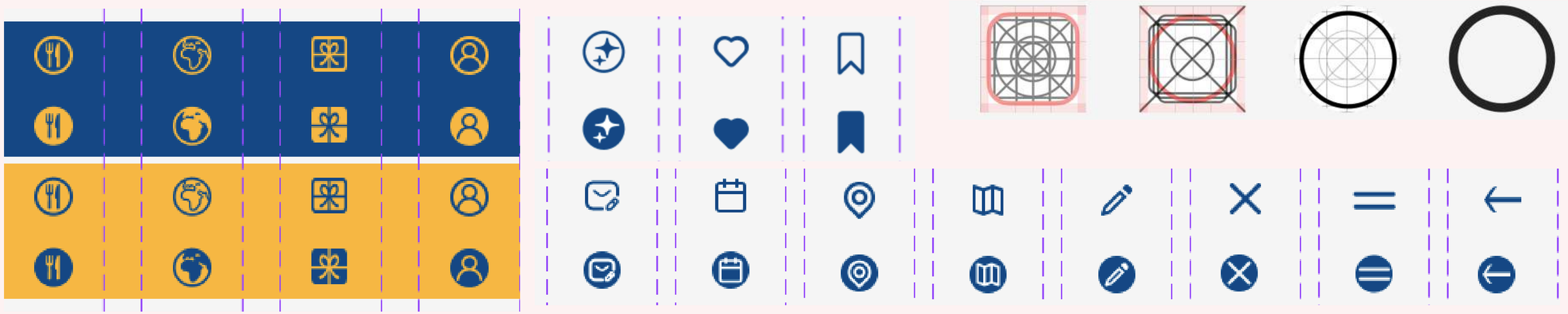
Guidelines

To design action bar icons that are consistent with various design systems, I have chosen a visual areas of 24x24 dp size excluding padding.

The touch area around the icon is 48x48 dp and transparent, to ensure usability, enhance UX and accessibility.

For Android, the Material Design guidelines suggest a 24x24 dp size for action bar icons (of which 20x20 is the design area and 2 dp padding). This means 24x24 pixels at @1X for mdpi screens (medium-density).

For iOS, Apple's Human Interface Guidelines has no strict regulations about the size of the interface icons, but common sizes are 32x32 and 16x16 pixels @1X.



Colour palette

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colors.background = .white
colors.componentBackground = .white
colors.componentText = .black
tabLogoColor = tabBorderColor = checkboxColor = primaryColor

Tertiary Color
colorTertiary
iconCardErrorColor
colorWarning
buttonColorMore

RGBA
207, 52, 85, 1
80% 50% 20%

Secondary Color
colorSecondary
buttonCvcColor
iconCardCvcColor
color.Switch

RGBA
246, 183, 67, 1
80% 50% 20%

Primary Color
colorPrimary
colorText
colorTextSecondary
buttonColorPrimary

RGBA
7, 71, 132, 1
80% 50% 20%

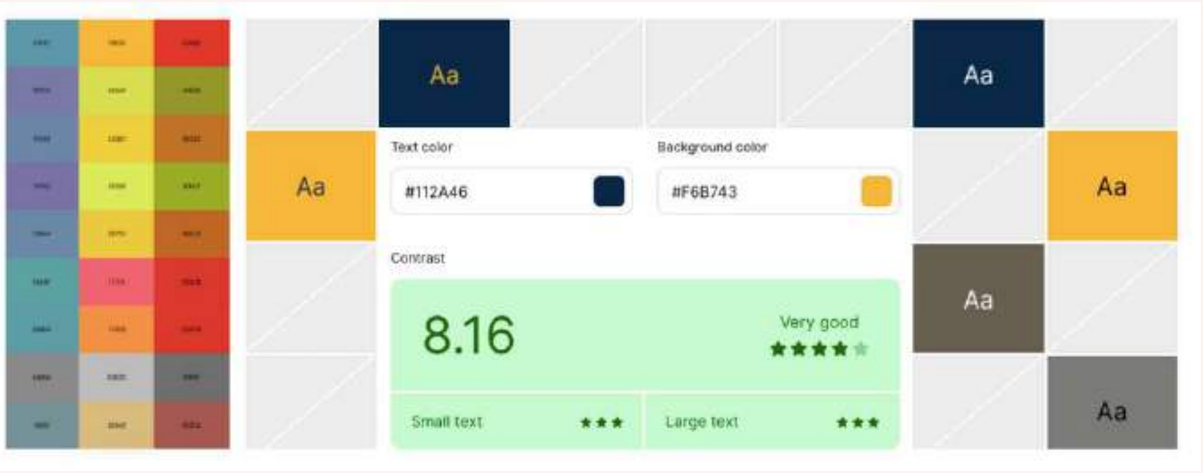
Neutral Color
color. +
.componentPlaceholder
.componentBorder
.componentDivider

RGBA
74, 73, 73, 1
80% 50% 20%

Background colour = white **Placeholder text colour** = grey

Text and Components colour = 60-30-10 rule
1 colour, blue, makes up 60% of the palette;
a complementary colour, yellow, is 30% of the palette;
an accent colour, red, is 10%, used for key CTA (call to action)

Accessibility = I have considered the WCAG (Web Content Accessibility Guidelines) for colour, and I used contrast accessibility tools on Coolor and on Figma to comply



Typography

fontFamily = Lato

fontSizeBase = 18 px

fontLineHight = 18 px normal

appearance.font.base = UIFont(name: "Lato-Regular", size: 18px)

appearance.colors.text = UIColor(red: 7/255, green: 71/255, blue: 132/255, alpha: 1)

Large	H1	Extra bold	24	Ways to shop more Eco Friendly	1.34
Large	H2	Bold	24	Ways to shop more Eco Friendly	1.34
Base	H3	Extra bold	18	Ways to shop more Eco Friendly	1
Base	H4	Regular	18	Ways to shop more Eco Friendly	1
Small	H5	Extra bold	14	Ways to shop more Eco Friendly	0.78
Small	H6	Regular	14	Ways to shop more Eco Friendly	0.78
XS	H7	Regular	12	Ways to shop more Eco Friendly	0.67
XS	H8	Light	12	Ways to shop more Eco Friendly	0.67

The text font that I have chosen is a Sans Serif, Lato. I have used Copy mostly in hi-fi design, but also on lo-fi to get feedback early.

Components

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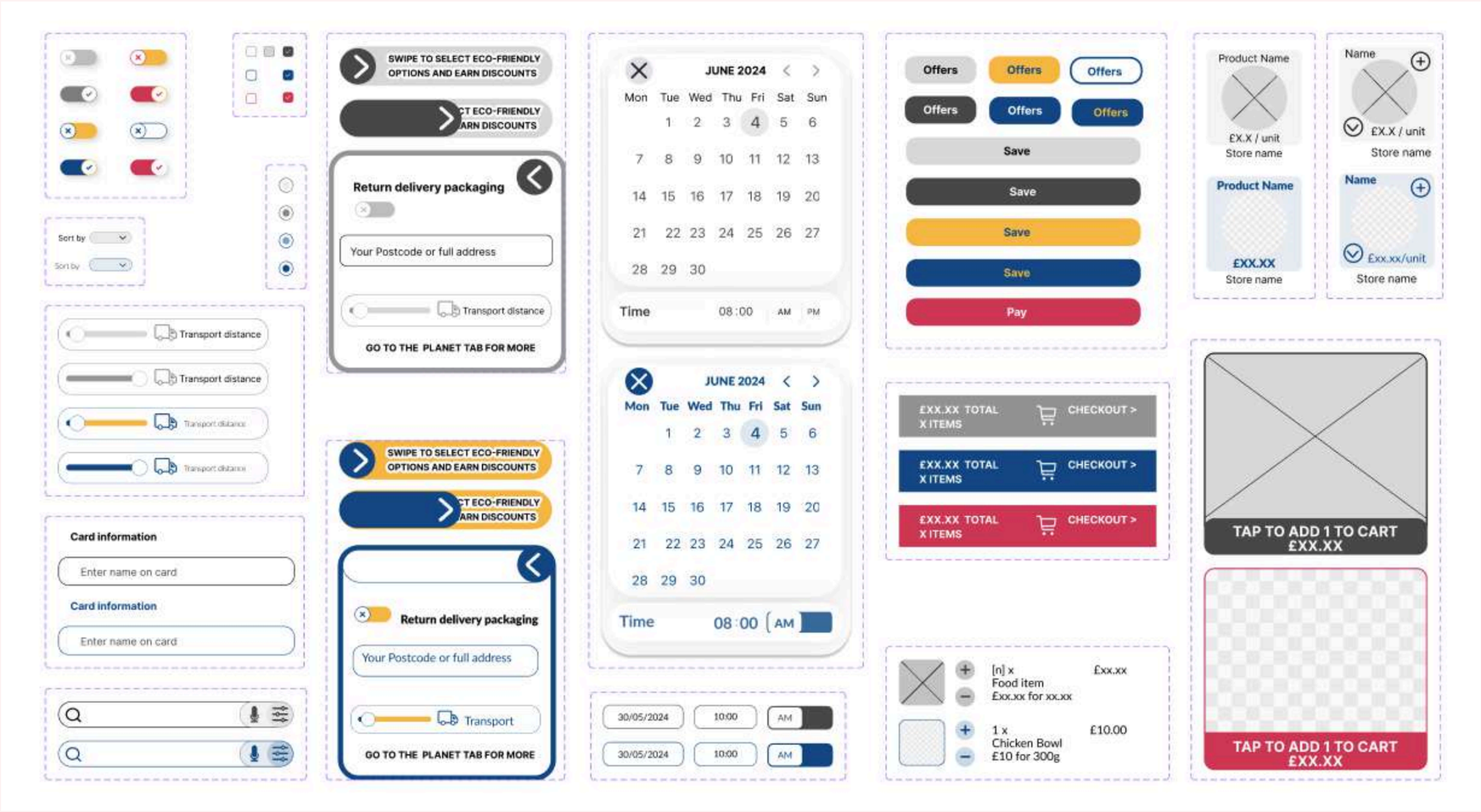

Components = I have created “fast to test” options both for the wireframe prototypes and for the mockups.

Corners = 16 px radius for input fields and buttons (which are 42px high) and 45px for the overlays and controls.

Grids = I have used 8px multiples for the grid, with 16px for gutters and 16px for margins.

Logotype

P&P logo explorations