

Momo Miso

Juhi Mehta

Project overview



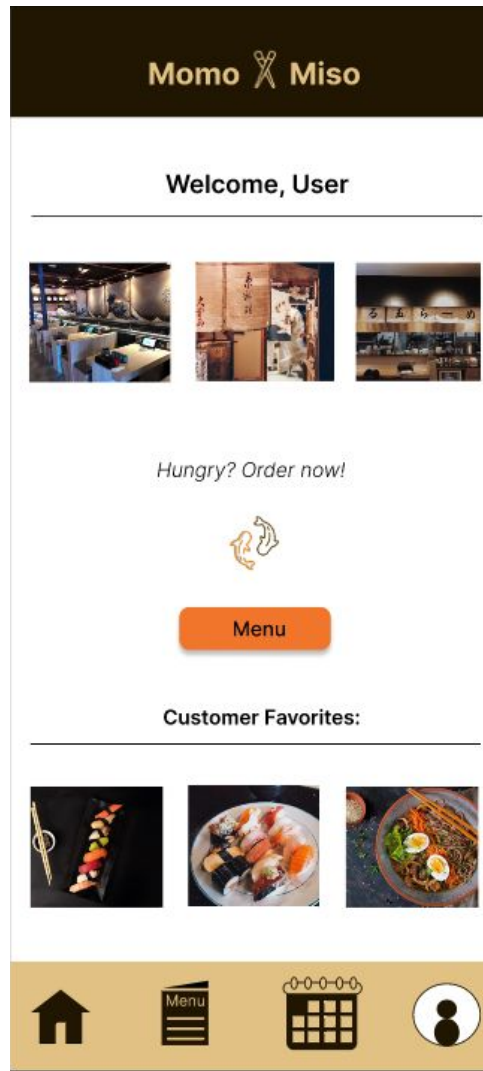
The product:

Momo Miso is a Japanese food delivery app that allows users to order food for a whole day/week with just one simple order action.



Project duration:

May 2023 - June 2023



Project overview



The problem:

User cannot cook or drive to pick up food



The goal:

To create a user experience that allows the user to schedule their food delivery for a whole day/week for all meals.

Project overview



My role:

UX Designer, UX Researcher, UI Designer



Responsibilities:

User Research, Testing, Wireframing,
Low-Fidelity Prototyping, High-Fidelity
Prototyping

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted casual interviews with friends and family to better understand the users I am designing for. I gathered that most people do not have the time or energy to cook meals. Most of these people are working or are physically limited.

Most of these people do not have parents that teach them how to cook or are simply too busy with their daily routine to invest time into making balanced meals.

User research: pain points

1

Time

People are doing so much in one day that it is difficult to dedicate time to cook.

2

Dietary restrictions

Sometimes, apps do not have proper info on their menus regarding vegan/vegetarian options.

3

Inconvenient

With how fast and busy our society has gotten, it is a chore to go grocery shopping, prepare ingredients, and cook.

4

Inconsiderate of other cultural users

Not a lot of food pictures for people of other cultures to understand what they are ordering

Persona: Keiko

Problem statement:

Keiko is an older Japanese grandmother who needs Japanese meals delivered to her house at specific times of the day because her health issues prohibit her from cooking and she wants to spend time with her grandkids.



Keiko Hayashi

Age: 65

Education: Nursing School

Hometown: Trenton, NJ

Family: 2 kids, 3 grandkids

Occupation: Retired nurse

"I miss home and seeing my culture in the States makes me happy."

Goals

- To be able to properly order Japanese food.
- To be able to eat 3 meals on time for health issues.
- To spend time with grandkids instead of cooking all day.

Frustrations

- Most food apps don't follow a strict time for delivery.
- I want to order all my food at once and have it arrive at different times throughout the day.

Keiko Hayashi came to the States to give her children and grandchildren a better life. She was a nurse for most of her life and has retired a few years ago. She craves spending time with her grandkids but has health problems that fatigue her easily. She wants a Japanese food app to easily deliver food.

User journey map

Created from empathizing
with a hungry customer

Persona: Keiko

Goal: Order multiple meals at the same time and have them delivered at different times of the day.

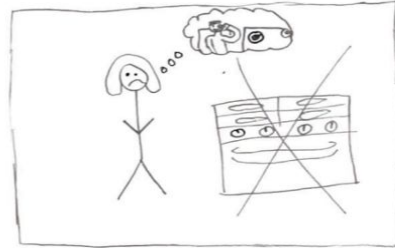
ACTION	Open Momo Miso	Select Meals	Select Days & Times	Input Address	Input Payment Info	Finalize and Submit Order
TASK LIST	A. Find app on phone	A. Browse menu B. Select items	A. Figure out what time to place order B. Input day and time	A. Street Address B. Add City C. Add State D. Add zip code	A. Add credit card number B. Add CVV C. Add card name and type	A. Review order B. Find and select submit button
FEELING ADJECTIVE	Hopeful, impatient	Hungry, overwhelmed by variety	Stressed about organizing specific times	Annoyed, impatient	Annoyed, impatient	Hopeful, relieved

Paper wireframes

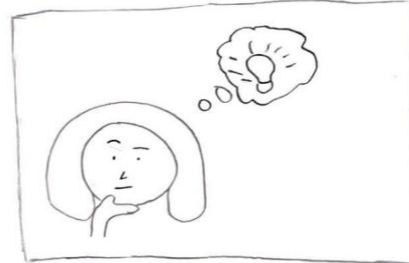
Big Picture

UX Design Storyboard (Big Picture)

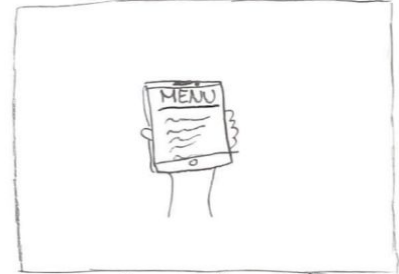
Scenario: An app that allows users to order Japanese food for the whole day/week while only ordering once a day or once a week.



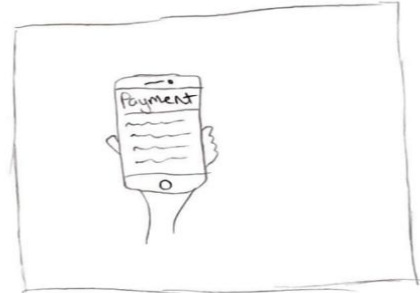
Older Japanese grandmother (Keiko) can't cook anymore due to health issues & wonders how to feed her grandkids.



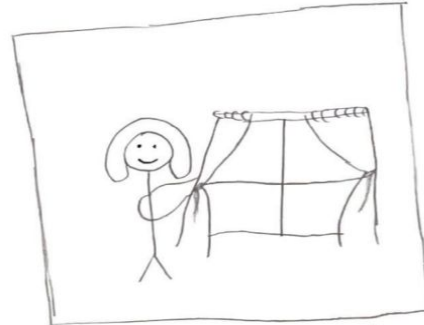
Keiko remembers she can download Momo Miso



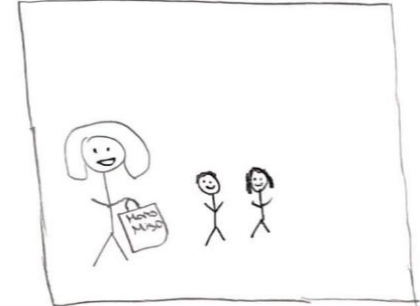
Keiko downloads and uses our app to place her order



Keiko inputs her payment info



Keiko waits for her food to be delivered



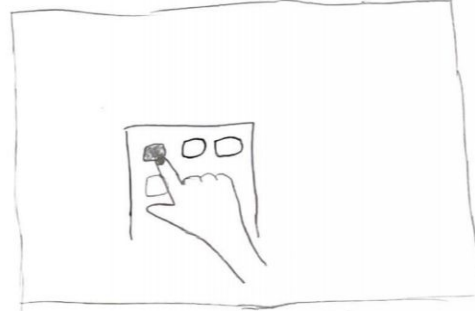
Keiko is able to feed her grandkids and spend time with them

Paper wireframes

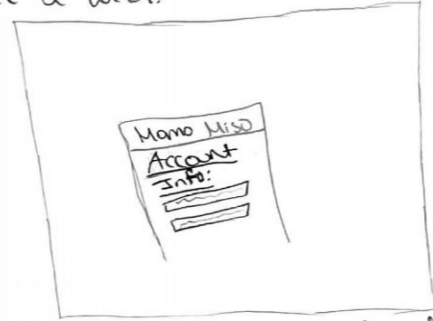
Close-Up

UX Design Storyboard (Close-up)

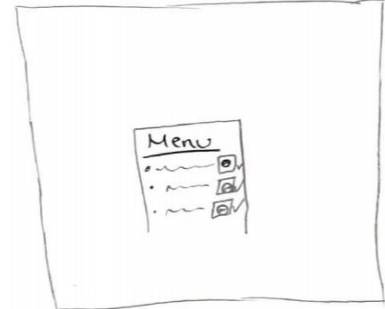
Scenario: An app that allows users to order Japanese food for the whole day/week while only ordering once a day or once a week.



Keiko opens the app



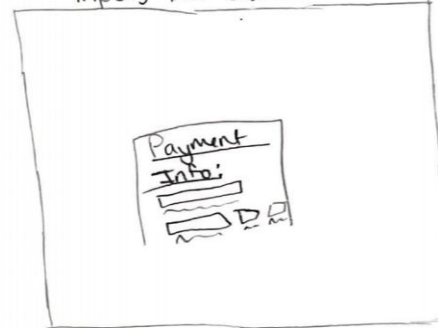
Keiko creates account and inputs her address



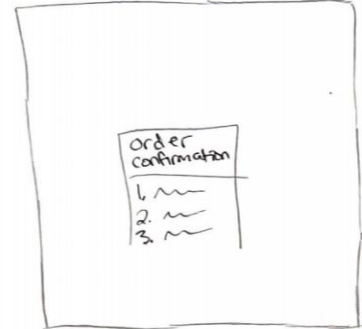
Keiko browses the menu and selects items



Keiko inputs her days/times of delivery



Keiko inputs her payment info

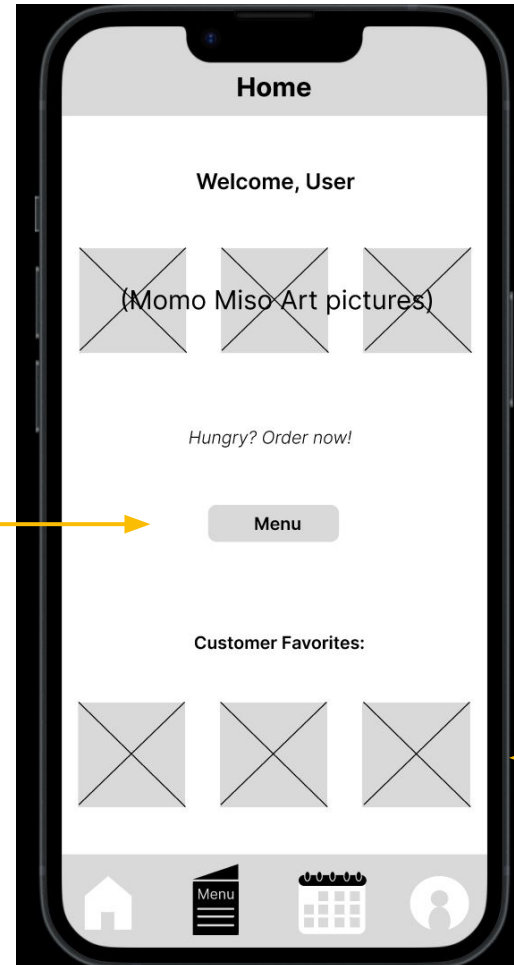


Keiko receives order confirmation

Digital wireframes

[This is the homepage. I wanted to keep it clean and minimal but also decorative and tempting to order]

Click to view menu



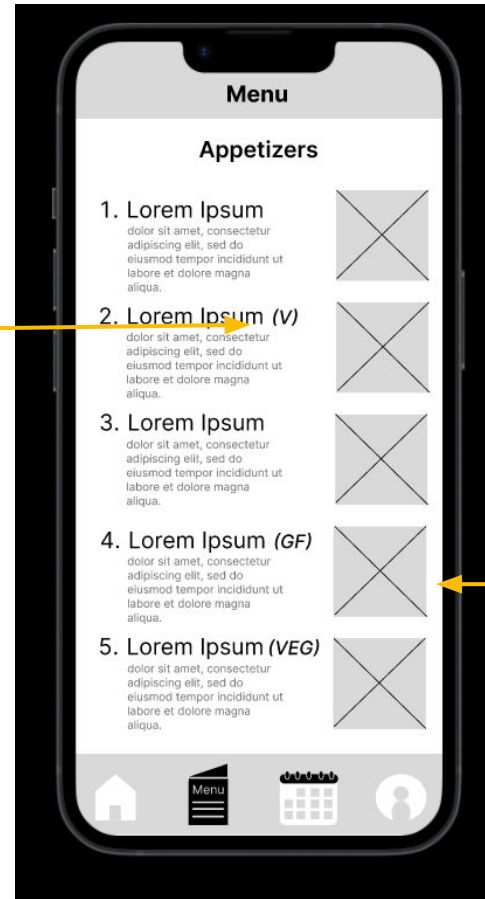
Shows a hungry user a picture of food to get mentally prepared for food options in menu



Digital wireframes

[This is the menu. I wanted to keep it as descriptive and inclusive as possible for people with dietary restrictions.]

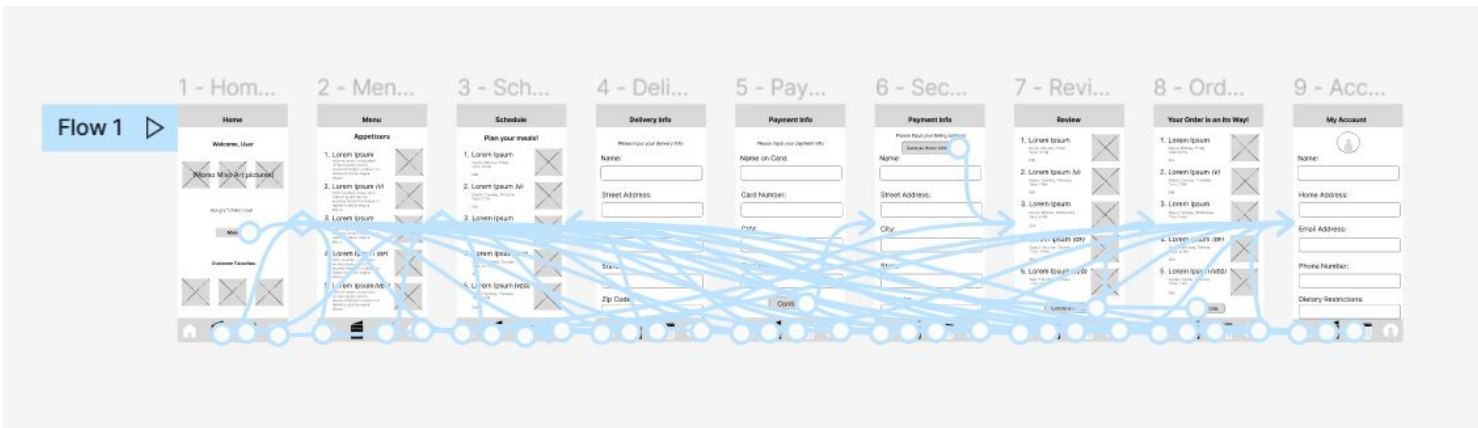
Includes dietary acronyms for people with restrictions



Includes picture of food item so that people of other cultures are not confused

Low-fidelity prototype

<https://www.figma.com/proto/xmemOmQ8VJMOknrrnuFLqiH/Momo-Miso---Wireframes?type=design&node-id=4-85&scaling=scale-down&page-id=0%3A1&starting-point-node-id=2%3A3>



Usability study: findings

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

Round 1 findings

- 1 Users want an “add to order” option
- 2 Users want to see menu item prices
- 3 Users want their own calendar option for the schedule page

Round 2 findings

- 1 Users easily found the add button
- 2 Users can see prices for every item
- 3 Users are able to view a calendar for scheduling their order throughout the week

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

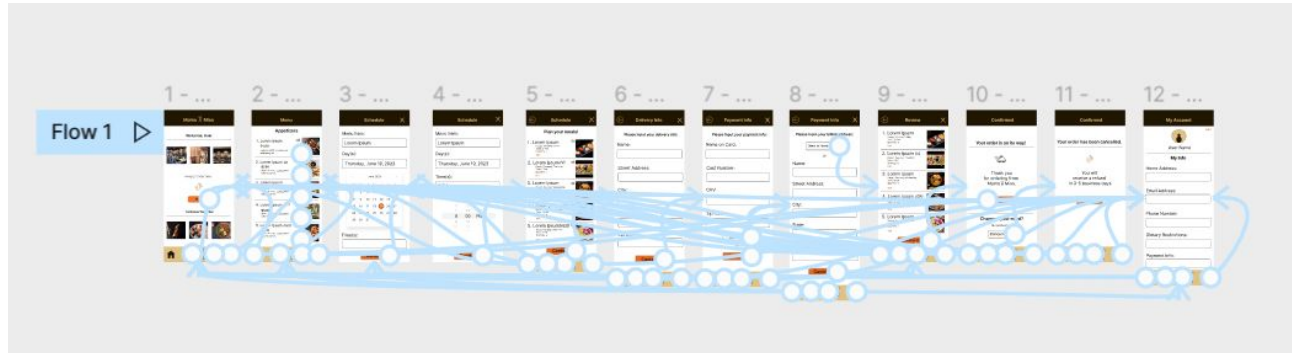


Refined Mockups



High-fidelity prototype

<https://www.figma.com/proto/xmemOmQ8VJMOknrnuFLqiH/Momo-Miso---Wireframes?type=design&node-id=98-317&scaling=min-zoom&page-id=98%3A316&starting-point-node-id=98%3A317&mode=design>



Accessibility considerations

1

Includes high contrast colors for users to view properly

2

Includes a hearing option for users who may not be able to read

3

Includes bright buttons to guide the user and direct attention

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

"I've never seen an app that was so focused on accessibility and actually empathizes with the user's situation."



What I learned:

Every single action that person in UX takes has to be about the user no matter what. It is also important to keep trying over and over again to make sure that the designs are right for the user.

Next steps

1

I would confirm with my team of UX designers and researchers that we are satisfied with our prototype.

2

I would also go over the usability study with my teammates to make sure the users are happy and the prototype functions properly.

3

Lastly, I would take this prototype to the programmers and maintain proper communication with them as we bring our design to life

Let's connect!



I have included my email, phone number, and my portfolio below:

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<https://mehtaj7178.wixsite.com/juhimehta-portfolio>