Meal Prep Mobile Ordering
The Chef Lex Show

Ricky Jenkins

Project Overview

The Product: Meal Prep Ordering App

Tell us about app

This app will allow user to place order for meal prep quickly and easy.
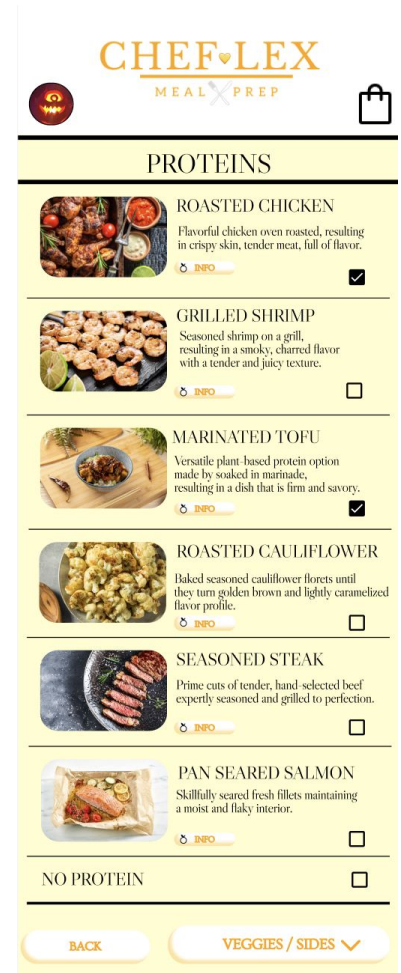
Recipes available online.

Target Audience

User who want nice home cook meals and do not have the time or energy to cook for themselves. From families, athletes, etc

Project Duration: 02/2023 to 06/2023

⭐ Goal Statement

Our Chef Lex Meal Prep App will let users easily navigate fresh ingredients for meals which will affect how user typically order meal prep services by giving them the opportunity to curate made to order dishes that are ready to eat. We will measure effectiveness by tracking orders online.

Role: Lead UX Designer

Responsibilities:

- User Research

- Wireframing

- Prototypes

- Design

- Build Case Study

- Present to Stakeholders

Understanding the User

- Personas
- User Research
- Problem Statements
- User Journey Maps

Persona: Tee Harden

"I need go to meals for lunch for my son's and I. I want to get on a better diet this summer to tone up and buy meals that my kids would love"

Goals

- Low Carbs and calories
- Expose his son's to different foods.

Frustrations

- His kids only eat noodles and fried food.
- He wants to conveniently order healthy food ready to eat

Problem Statement

Tee is remote UX designer who needs a low calorie meal prep that his kids would love because he is trying to cut weight and expose his kids to different flavors.

Age: 31
Education: SCAD
Hometown: Atlanta Ga
Occupation: UX Designer

Google

Persona: Gloria Cordova

"I would love to have fresh meals readily available. I love the convenience of fast food but it doesn't feel healthy enough."

Goals

- To have fresh ready to eat meal delivered.
- More healthy options in food delivery services

Frustrations

- Lack of healthy options on delivery app

Problem Statement

Gloria is a social media manager who needs an reliable meal prep app for her lunch breaks because she can not physically leave during her work hours.

Age: 23
Education: Barack Obama High
Hometown: Washington DC
Occupation: Social Media Manager

Persona: Joshua Johnson

"I want to bulk up for baseball season. I want high protein foods and would like to regulate into my fitness plan "

Goals

- To eat a high protein diet to bulk up for baseball season.
- Curate meals specifically cater to him.

Frustrations

- Overpriced meal services.
- Lack of modifications.
- Long wait times for meal prep delivery.

Problem Statement

Joshua is a student athlete who needs a high protein diet because he wants to implement into his workout plan.

Age: 19
Education: UMD Sophomore
Hometown: Charlotte NC
Occupation: Student Athlete

Google

Persona: Brenda McKnight

"I need a no commitment ready to eat meal option that is available at last moment notice."

Goals

- To eat home cook meals with a very quick turnaround time.
- Have healthy options and portions that are fulfilling.

Frustrations

- Getting tired of eating unhealthy food.
- Unable to find same day or next day meal prep delivery

Problem Statement

Brenda is a flight attendant who needs an easy app experience to order meal prep because she wants a hot and ready meal at last moment notice.

Age: 44
Education: UNLV
Hometown: College Park, Ga
Occupation: Flight Attendant

Google

User Research: Pain Points

1

Pain Point

Lack of healthy options for food delivery.

2

Pain Point

Can't find meal prep with quick turnaround time.

3

Pain Point

Lack of customization for meal prep because of pre set meals.

4

Pain Point

Overpriced meal prep.

Google

User Journey Map

Mapping Brenda Mcknight user journey revealed how a mobile web app could be helpful to buy meal preps for next day delivery. Her goal is to find a delivery service that has variety, healthy, and have a quick turn around.

ACTION	Gather Information and Dates	Browse Mobile Web Chef Lex Meal Prep App	Submit Order	Wait for Delivery. Enjoy
TASK LIST	Tasks A. Figure out what dates and time you want your meal prep delivered. B. Coordinate meal times with time you arrive to Atlanta	Tasks A. Check out the variety of fresh ingredients and options within the app. B. Use cart feature to check out pricing and maintain budget C. Check out the recipes within the app to see how chef prepares food.	Tasks A. Select your made to order meals. B. Have payment information ready. C. Access confirmation of meal prep app.	Tasks A. Have confirmation ready for delivery driver. B. If lines are long find out if there are accommodations for older guest or guest that purchased tickets online already
FEELING ADJECTIVE	Focused on securing the correct dates and times for meal delivery.	Optimistic by using the mobile app. Love the variety of options and pricing.	Challenged because although she submitted her order the day before she is unsure if the food will be ready.	Hopeful because he received confirmation on tickets and have progress bar.
IMPROVEMENT OPPORTUNITIES	Have recurring meal preps options so I don't have to order weekly.	Add assistive technology such as text to speech.	Be able to select time of delivery in the app.	

Google

Starting the design

- Paper wireframes
- Digital wireframes
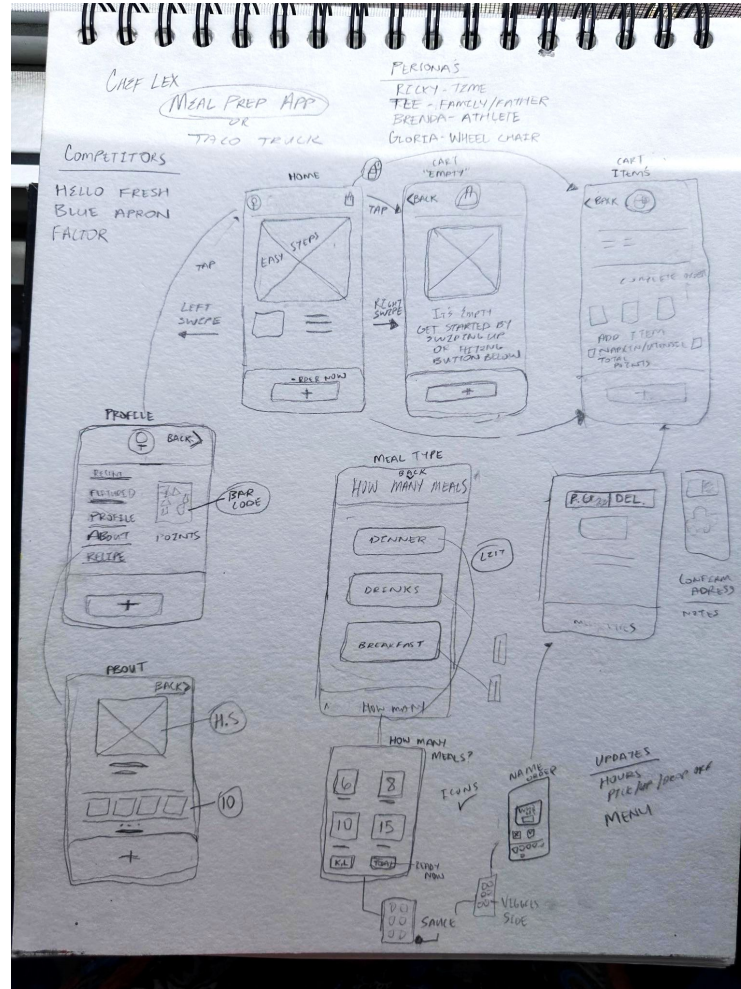- Low-fidelity prototype
- Usability studies

Paper Wireframes

Basic structure of the page, including elements like navigation, buttons, images, and text.

Low commitment sketched wireframes.

Use of simple lines and boxes to demonstrate text, images, and navigation.
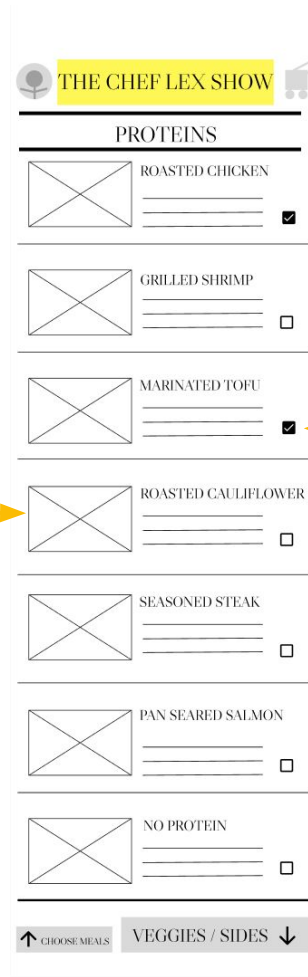
Digital Wireframes

User start their order on the home page.

As they progress through the order the they can make the selections by scrolling through the options vertically and select items you'll like to add to the cart.

Hit the button to the bottom to go into the next section of the order.

Simple shapes to showcase icon buttons.

The use of boxes with the X indicates image.

Lines beneath is description for item.

Added title and check box for selection of item.

Call to Action buttons on bottom to advance to next scream.

THE CHEF LEX SHOW

PROTEINS

ROASTED CHICKEN

GRILLED SHRIMP

MARINATED TOFU

ROASTED CAULIFLOWER

SEASONED STEAK

PAN SEARED SALMON

NO PROTEIN

↑ CHOOSE MEALS   VEGGIES / SIDES ↓

Google

Low-Fidelity Prototype

My goal and thought process is for users to scroll through elements and hit call to action button on bottom of page to advance to next page.

Here's an image of the connection nodes that create the path for our user journey by layout out the digital wireframes and connecting the screens.
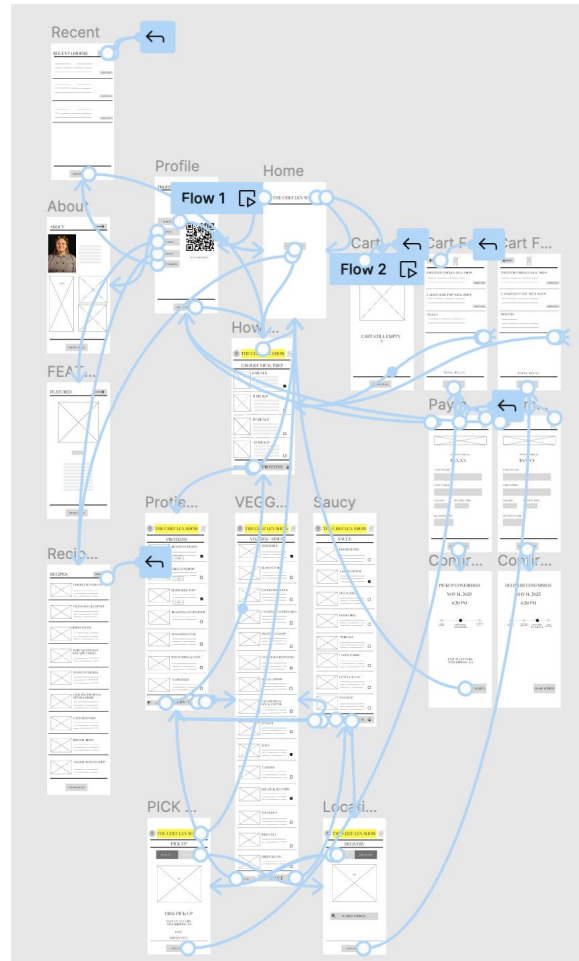
User Research: Summary

UX Research Usability Study for the Chef Lex Meal Prep App.

This document consist of project background, research questions, KPI's, methodology, and participants.

Introduction	• Title: Usability study for Chef Lex Meal Prep Mobile Ordering • Author: Ricky Jenkins, Lead UX Designer, Ricky.jenkins22@gmail.com • Stakeholders: Alexis Warren (Owner) The Chef Lex Show • Date: June 1 2023 • Project background:I want to understand the user journey for customizing a personalized meal prep, checkout, and completing a transaction within a mobile app. I'm doing this research because I want to help people conveniently have access to delicious, customized, ready to eat meals. • Research goals: Determining if Chef Lex Meal Prep app is easy to use and to identify why customers are using the app.
Research Questions	• What insights can we gain from user flow for customers ordering meal prep? • How long does it take for participants to checkout?
Key Performance Indicators (KPIs)	• Time on Task • Conversion Rates • User Error Rates • System Usability Scale (SUS)
Methodology	• Unmoderated Usability Study -Conducted study fully remoteconducted with UX Designer (Ricky Jenkins) • Location - Fully remote study for clients in Georgia, Washington D.C, Maryland, Virginia Residents • Date - Sessions will take place June 5, 2023 via link to order page • Length- Each session will last less than 15 minutes, based on a list of prompts. • Compensation - $25 gift card for participating in the study
Participants	• Participants - Local's who order food online in areas that cater to serving locations. . Three Males, Two Females, between the ages of 17 and 50.

Google

Lo-Fi Prototype Testing

Figma Link for Low-Fidelity Prototype

[Chef Lex Meal Prep App](#)

Study Details

Research Questions

What insights can we gain from User Flow for customers

What can we learn from the steps that users take to receive tickets?

Are users experiencing an edge case?

Participants

5 Participants

3 Male, 2 Female, all aged 18-75 Years Old

Methodology

Each Session will last 15 minutes, and will include completing the task of purchasing tickets as well as a short questionnaire.

DMV Area, Remote

Unmoderated Usability Study

Users asked to perform task in low fidelity prototype.

Findings

Most participants experienced difficulty going to previous page.

- It was observed that 3 out of the 5 participants had difficulty going back to the previous page.

- The user wanted a simple back button instead of the title of the previous page.

"Once I realized that lemon pepper was an option for sauces I wanted to change my protein from steak to chicken. I was only presented with options to change my side. Since I did not want my sides changed I did not click on that button ." (Joshua)

Research Insights

Unable to find previous page.

Users are confused on how to get back to previous pages.

Nutritional Information

User want nutritional information in efforts to maintain their diet

Access to menu on upper left
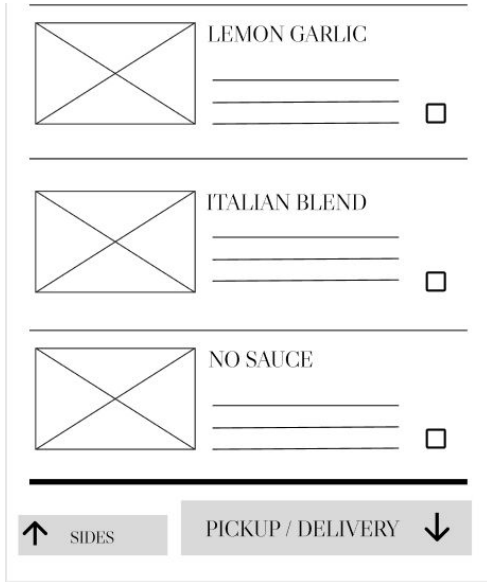
User want access to homepage and profile on every page during checkout process.

Pick Up Time

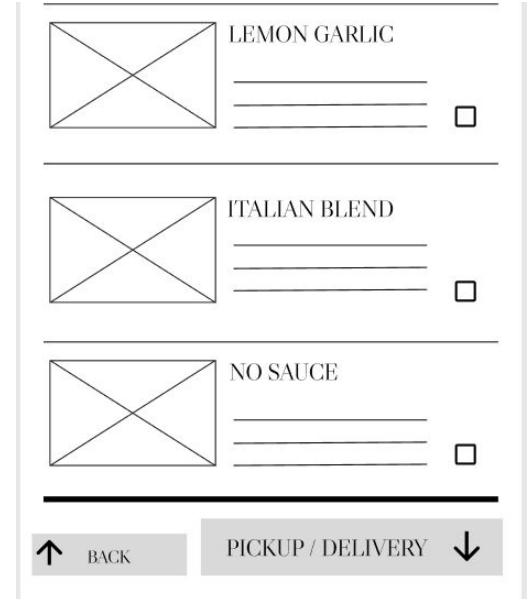Users would like to have a timed option pickup or deliveries.

Priority 0

Based on the theme that most participants had confusion going back in meal prep order an insight is: users need better cues to navigate to previous selection.

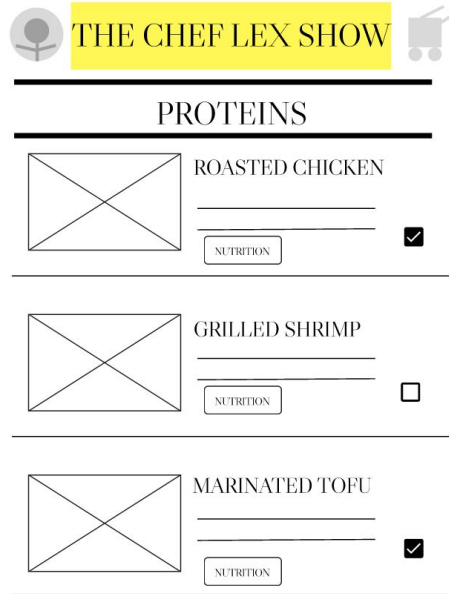Changed button name to back instead of title of previous slide to simplify navigation to go to previous page.

Priority 1

Based on the theme that most users want healthy meal options, an insight is users have nutritional information readily accessible for product.

Added nutritional button so user can have

access to nutrient information.

Refining the Design

- Sticker Sheets
- Mock Ups
- High-fidelity prototype
- Accessibility

Sticker Sheet

Collection of elements such as colors, buttons, icons, fonts, and navigation bars that I use often in my designs.

This sticker sheet was essential because I utilized components for consistency and speed.

Sticker Sheet

Color Palette 60 / 30 /10
Neutral, Complementary,Accent

Icons

CHEF·LEX
MEAL PREP

ORDER HERE ∨

Light Background Color Option

BRIGHT YELLOW BACK GROUND

Font - Libre Casion Display
Page Title - 30
Item Title - 20
Descriptions -15
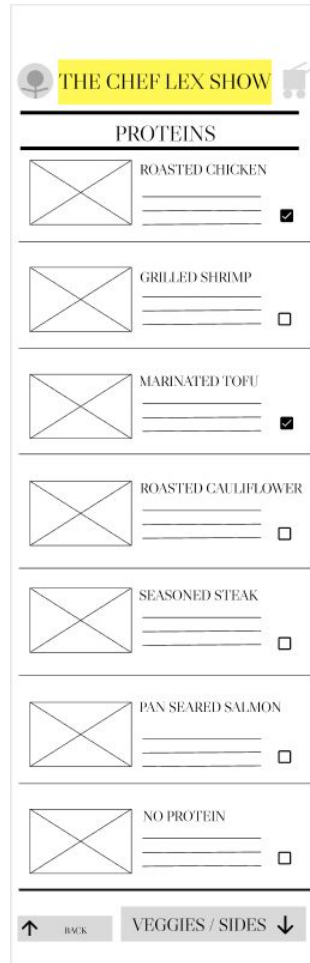
Button Fonts - OVO

Google

Lo-Fi to Hi-FI

Added font, typography, icons, and color to design.

Indication of what the product will look like visually.

Visual elements, navigation, and interaction, including transition from page to page.
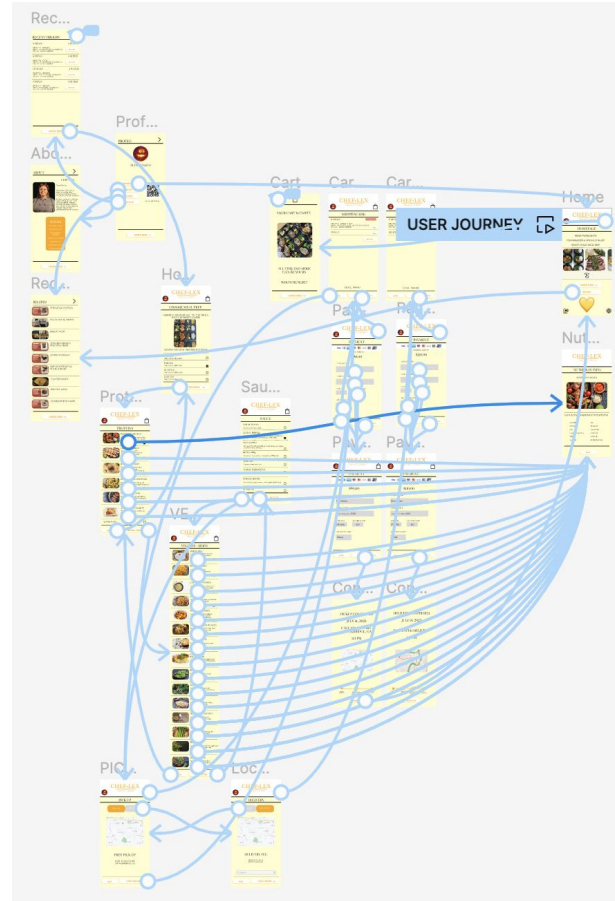
High-Fidelity Prototype

In this hi-fi prototype the interaction details, animations, and gestures has been adjusted.

Connections nodes updated to include transition ease in and out, back functionality, and swiping capabilities.

Hi-Fi Prototype

Figma Link for High-Fidelity Prototype

[Chef Lex Meal Prep](#)

Accessibility Considerations

1

Text to Speech

With our text to speech toggle on it will allow users to hear text converted into audio.
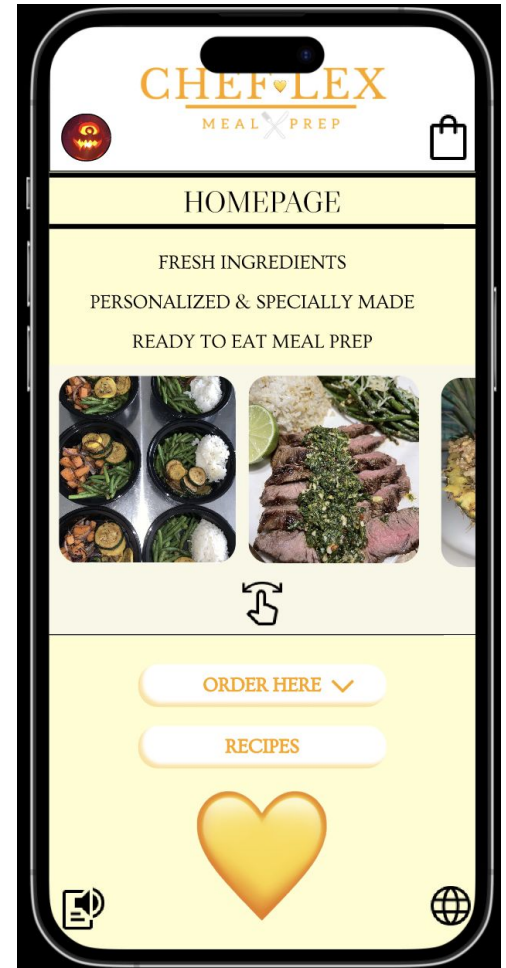
Bottom Left Home Screen

2

Language

We will also have the app available in English and Spanish with more languages to be offered based on research and insights

Bottom Right Home Screen

3

Color Contrast

Changing the primary color of the app from yellow to orange made the content easier to view on white / light background.

Going forward

- Takeaways
- Next steps

Takeaways

Impact

Joshua Johnson

"Chef Lex Meal Prep App is the perfect meal prep service as it caters to my specific needs and budget friendly."

Tee Harden

"Chef Lex proves that even in quarantine good food made by good people are within reach."

Gloria Cordova

"Needless to say these meal preps are delicious and will definitely be my go to when I need meal prep. The app makes it so easy"

What I Learned

I learned that user want access to fresh healthy food on demand. Most clients that order meal prep had a common trend of wanting nutritional food as quickly and conveniently as possible.

Google

Next Steps

1

The next steps I would take is creating personalized screens that allow user access to nutritional information for every product.

2

Continue to make iteration based on usability studies for best user experience.

3

Start making iteration for lower priority changes such as time slot selection and recurring orders. (Every Monday)

Google

Let's connect!

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