GRUBTIME

SIMPLE SNACKING.

Clay'Nita Hill | June 2022-Oct 2022
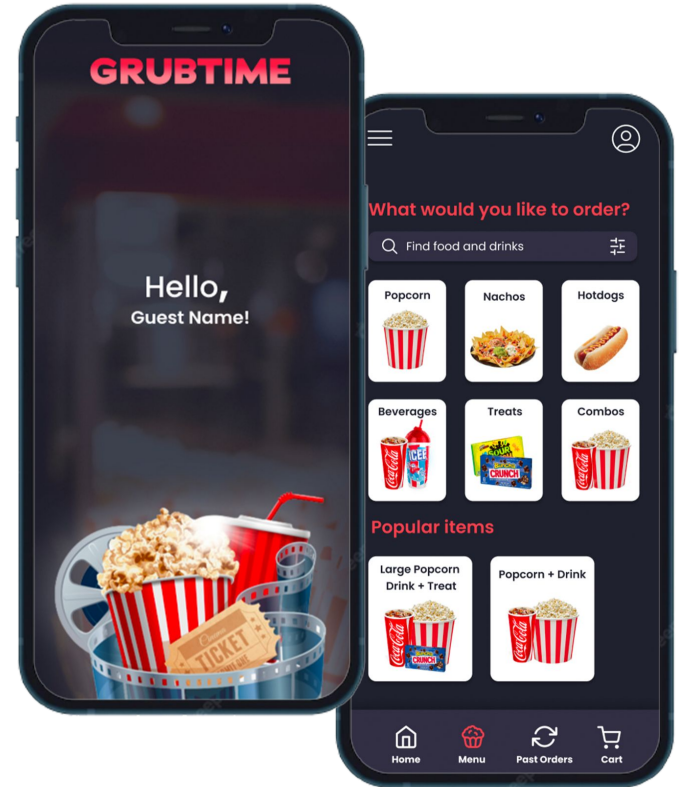
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Project overview

The product:

Grubtime is a snack ordering app dedicated to frequent moviegoers, which allows them to easily place an order while at the movies. This app enables users to choose whether to pick-up their orders from the snack bar or to have it delivered directly their seat.

Project duration:

June 2022-October 2022

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Project overview

The problem:

Missing part of a movie and long lines at the snack bar are paint points for people who go to the movies.

The goal:

Design an snack ordering app that allows users to easily order and receive their snacks without leaving their seats.

Project overview

My role:

UX designer designing a movie theater snack ordering app from conception to delivery.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

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Understanding the user

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

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User research: summary

I conducted interviews and created empathy maps to understand the thoughts and needs of users I'm designing for. A primary user group identified through research was adults who are seeking convenient services when visiting movie theaters.

This user group confirmed initial assumptions about movie theater guests. Research also revealed that users are concerned with snack prices and losing a good seat while waiting in long lines at the movie theater concessions.

User research: pain points

1
Long Lines

Movie theater lines are inconveniently long for people looking to buy snacks to enjoy.

2
Missing movie

Physically going to the concession stand to purchase snacks risks moviegoers to miss part of a movie.

3
Cold Snacks

Snacks such as popcorn and pretzels get cold before movie begins.

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Persona: **Jessica**

Problem statement:

Jessica is a mom who needs a way to place her snack order at the movie theater without leaving her seat so she can have fresh snacks and won't miss part of the movie.

"Working as a family therapist has shown me how valuable family time is. So I'm sure to make the most of it."

Jessica

Age: 31
Education: Master's Degree
Hometown: Jacksonville, FL
Family: Husband, one child
Occupation: Family therapist

Goals

- To spend quality time as a family at the movie theater
- Be able to enjoy warm snacks during the movie
- Get a good seat to watch the movies

Frustrations

- Concerned about getting a good seat while waiting in concession line
- Snacks get cold before movie begins

Jessica is a family therapist who lives with her partner and their 10-year old son. The family has designated "family time" where they choose at least one day out of the month to visit the movie theater. Jessica likes ordering snacks for her family to enjoy during the movies and likes to sit front-centered to get the best view.

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User journey map

Mapping Jessica's user journey revealed how helpful it would be for users to have the option to order from their seats at the movie theater.

Persona: Jessica

Goal: Find a good seat at the movie theater and enjoy fresh snacks with family.

| ACTION	Go to movie theater	Go to concession stand	Place order	Wait for order	Pick up order	Try to find a good seat
TASK LIST	Tasks A. Buy movie tickets B. Head to movie theater	Tasks A. Wait in line B. Browse menu C. Decide on desired menu items	Tasks A. Order items with cashier B. Confirm order C. Make payment	Tasks A. Locate food pick-up area B. Wait for order at pick-up area	Tasks A. Grab order once ready B. Check items for accuracy	Tasks A. Walk to theater room B. Find seats
FEELING ADJECTIVE	Excited	Anxious to order and make it to movie room	Hopeful to receive order fast	Annoyed with wait time	Frustrated	Dissatisfied with seat selection Worried that food will get cold before movie begins
IMPROVEMENT OPPORTUNITIES	Create snack ordering app for movie theater	Include location services to locate current movie theater	Provide menu items and images for easy ordering Provide simple checkout flow	Add feature for pick-up at concession or delivery to selected room	Include feature to select desired delivery time	Include feature for seat number delivery Include rewards program

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Starting the design

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

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Paper wireframes

I took the time to draft iterations for each page of my app. I then refined them to ensure that each element would address user pain points. I prioritized a quick and easy ordering process to help users save time.
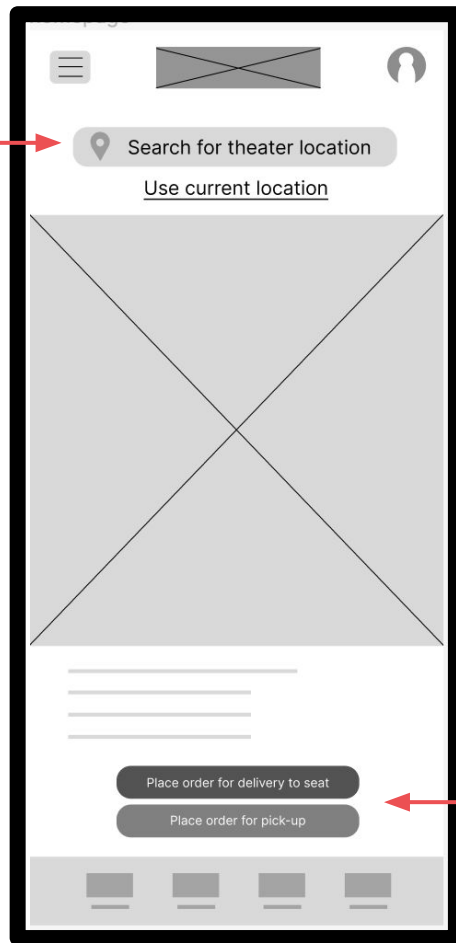

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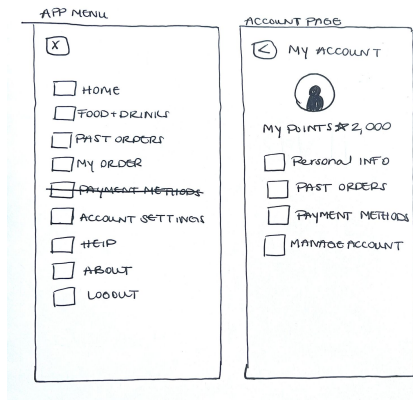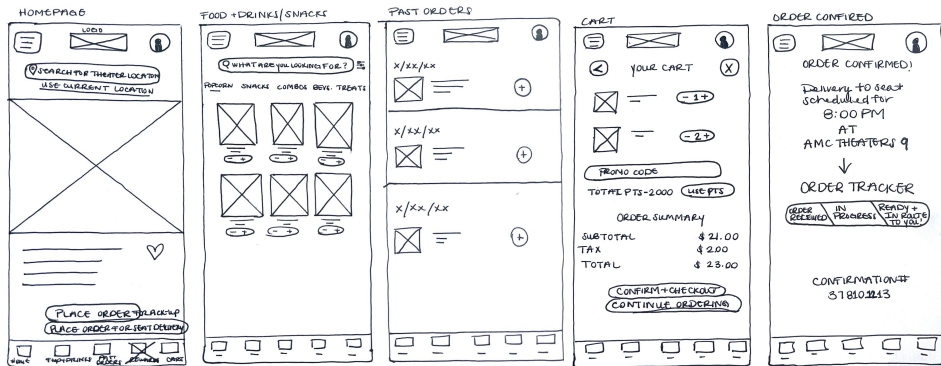
Digital wireframes

My initial screen designs include features based on feedbacks and findings from the user research.

This search bar allows users to search their current location for accurate snack availability and ordering.

Search for theater location

Use current location

These two buttons give users the option to pick-up their order or have it delivered directly to their seat.

Place order for delivery to seat

Place order for pick-up

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Digital wireframes

Easy navigation was a key user need to address in the designs.

This search bar allows users to quickly and easily search for what they want.
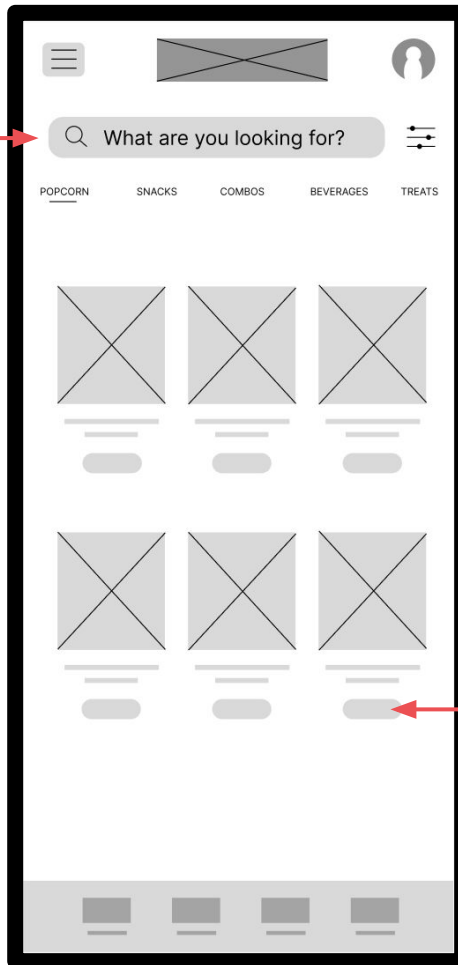
Users can easily and quickly add items to their cart by using this button.

POPCORN   SNACKS   COMBOS   BEVERAGES   TREATS

What are you looking for?

Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of searching the current location and ordering available snacks, so the prototype could be used in a usability study with users.

View the Grubtime App.
low-fidelity prototype

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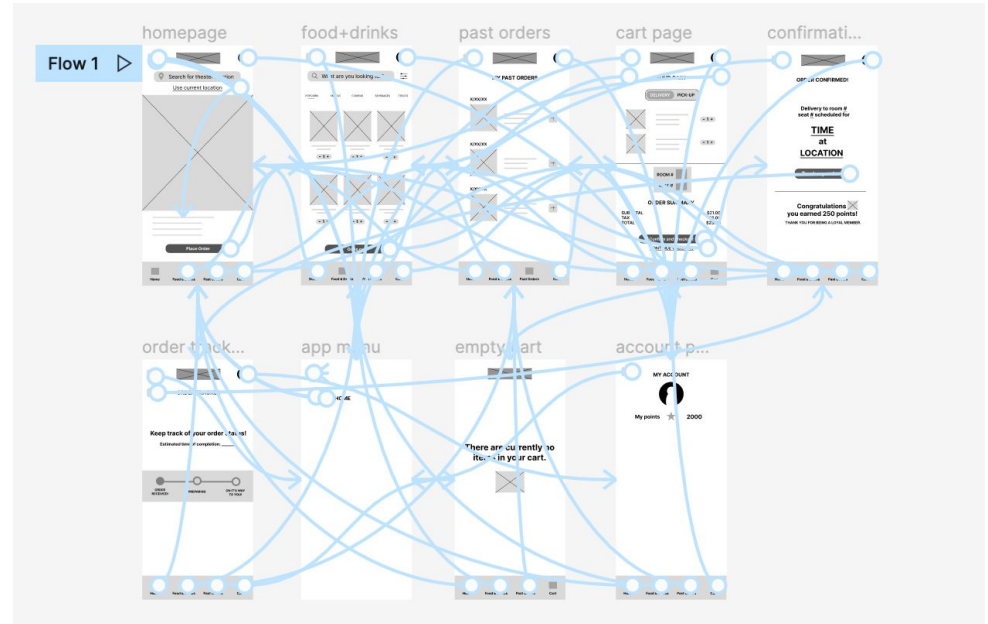
Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the process of turning wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

1. Users want to easily find their location

2. Users want to efficiently add items to cart

3. Users want an easier way to select pick-up or delivery option

Round 2 findings

1. Users want the option to change their method of receiving order

2. Users want to be notified when items are added to their cart

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Refining
the design

- Mockups

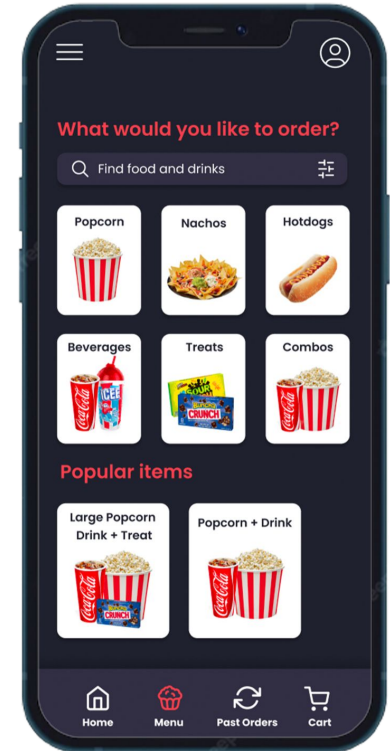- High-fidelity prototype

- Accessibility

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Mockups

Early designs allowed for some customization, but after the usability studies, I revised the snack category design so users see all options when they land on the screen
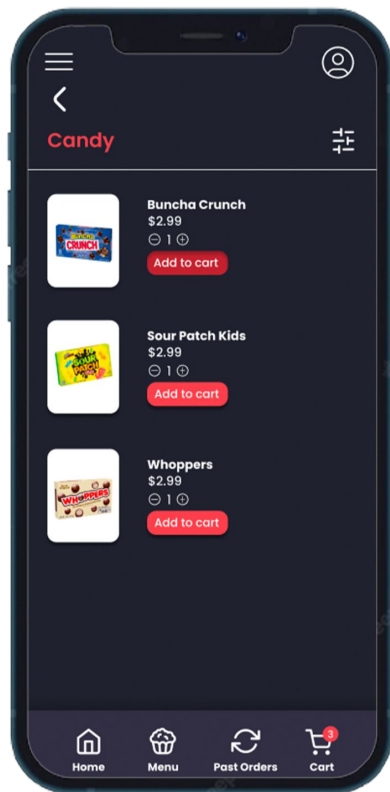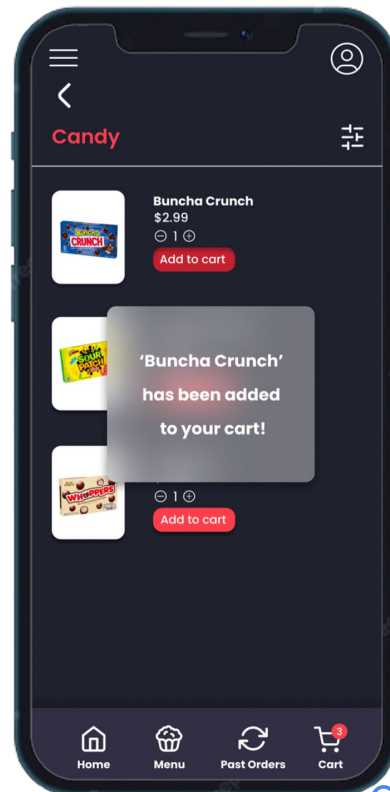
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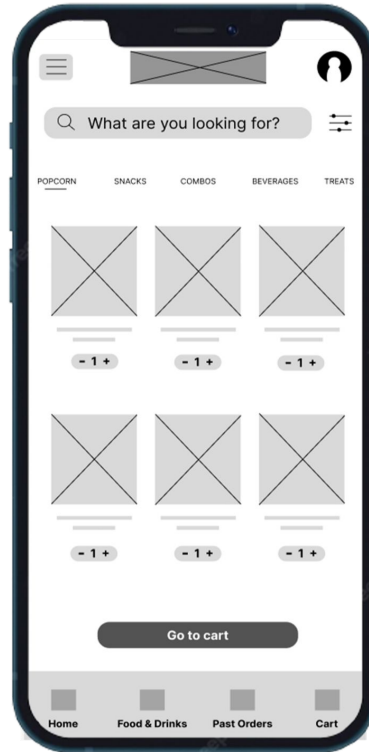
Mockups

The second usability study revealed concerns with "add to cart" notifications. I added a pop-up feature that would clearly notify the user when they have successfully added an item to their cart.
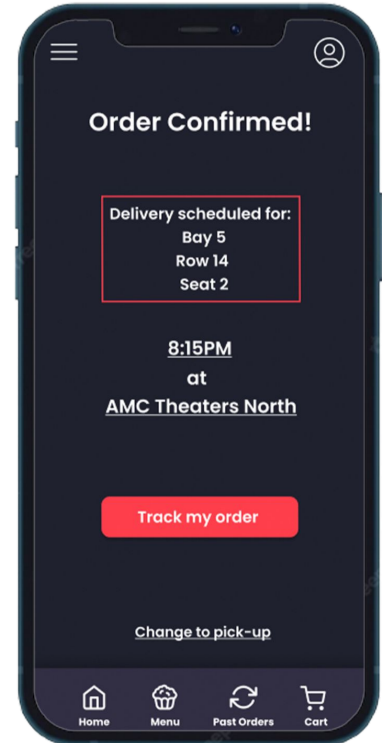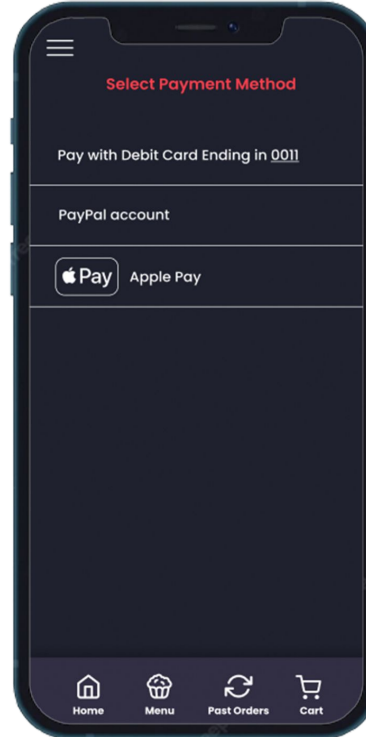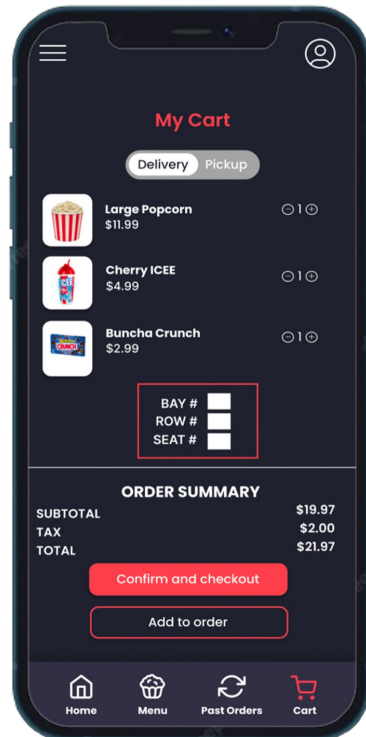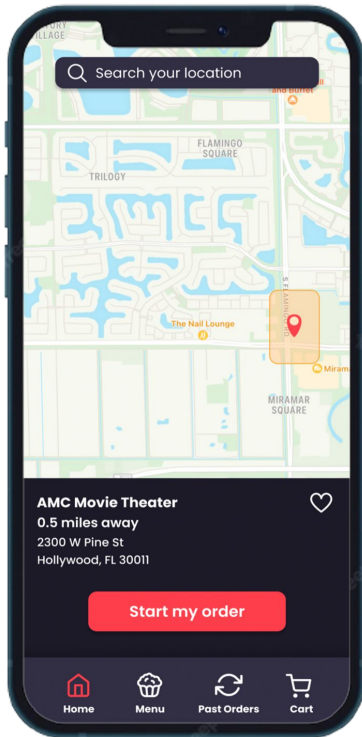
Before usability study 2

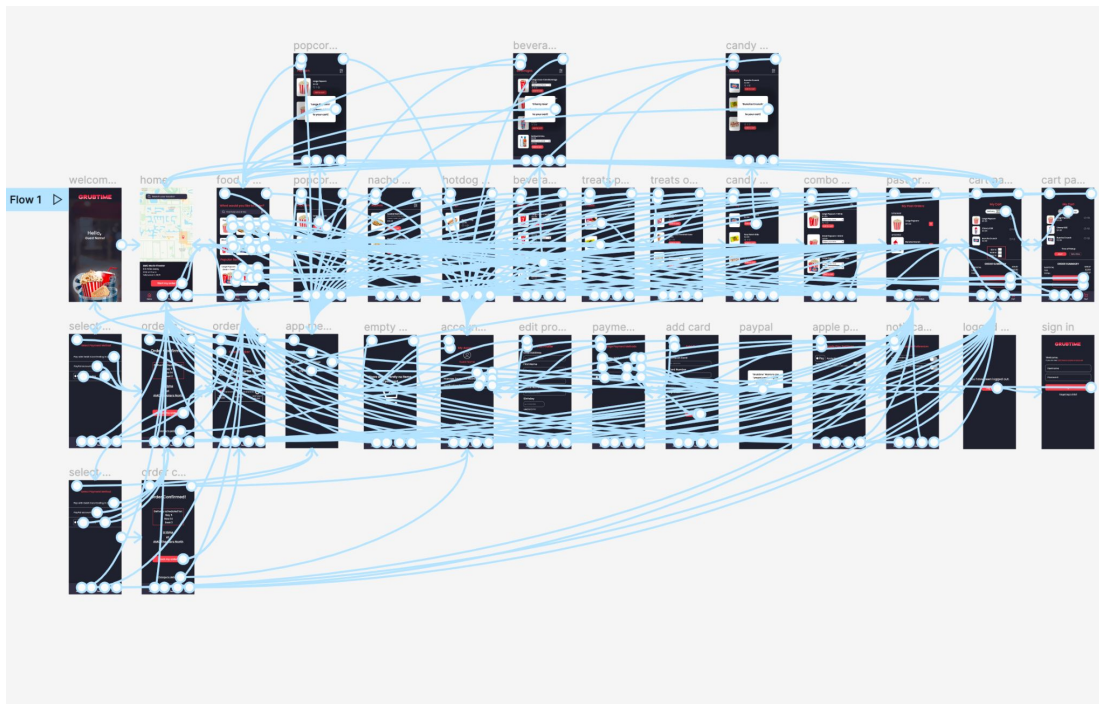After usability study 2

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Mockups

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for adding items to cart and checkout. It also met user needs for a pick-up and delivery option.

View the Grubtime app
High-fidelity prototype

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Accessibility considerations

1

Used icons with labels to help make navigation easier.

2

Used detailed imagery for snacks to help all users better understand the designs.

3

Used adequate color contrast of text, icon and other elements for users who have low vision.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

The app is user-friendly and convenient by eliminating the need to wait in line when going to the movies.

One quote from peer feedback:
"If I was looking for something, I'd know how to find it. I like the straight forward approach to ordering. I also love the concept because who wants to wait in line at the movies?"

What I learned:

While designing the Grubtime app, I learned that my initial design choices were only the beginning of the process. After conducting usability studies and receiving peer feedback, I did some iteration on my designs. Additionally, I learned how users interact with my product, which allowed me to make necessary changes that would meet the users needs.

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Next steps

1

The next step I would take would be to add the remaining pages of the app to complete to full design.

2

After all pages are added, I would conduct another usability study to ensure a positive user experience.

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Let's connect!

Thank you for taking the time to review my work on the Grubtime app! If you'd like to see more of my work or get in touch, my contact information is listed below.

Email: hillc@dadeschools.net
Website: www.claydsgns.com

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