

Butcher app

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Project overview



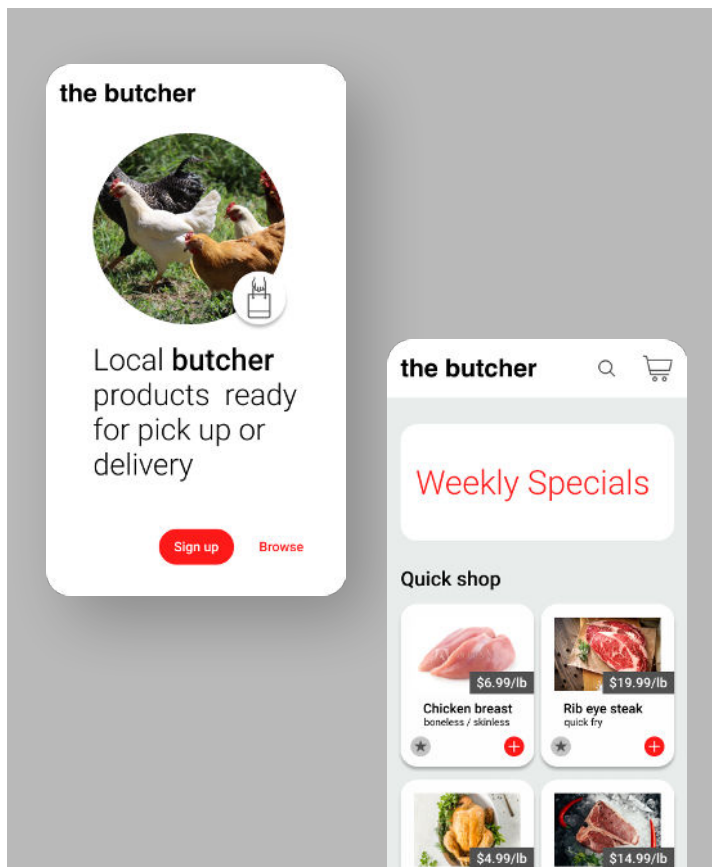
The product:

The butcher app was developed for a family owned specialty butcher shop in Saint Louis, MO. The butcher wants to make it easier for their customers to place orders online during the pandemic.



Project duration:

May 2021 - Oct 2021



Project overview



The problem:

We are creating a new app for a local butcher shop to help people with their butchering orders during the pandemic. Before launching, we need to figure out if ordering and scheduling pick up or delivery is easy for users.



The goal:

Design an app for **The Butcher** that is accessible to a large group of potential users. Focus on the user interface, ordering process, scheduling pickup or delivery, and the payment while delighting the user so they purchase again.

Project overview



My role:

UX designer - UX researcher



Responsibilities:

user research interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accessibility, iteration on designs.

Understanding the user

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

User research: summary



I completed competitive audits, conducted user interviews, and created empathy maps to understand how the users experienced the product. Two primary user groups were identified, busy professionals and students on a budget.

The users confirmed the importance of getting the shopping cart experience and especially the date pickers right, as this could affect the entire app experience. Users also had challenges with navigation,

User research: pain points

1

Pain point

Difficult to be at home when delivery window is all day.

2

Pain point

Easy way to go back to last screen in app.

3

Pain point

Shopping Cart date and time picker for pickup or delivery needs to be easy to use.

4

Pain point

Reachability for adding things to the cart.

Persona: Mark

Problem statement:

Mark is a student on a budget who needs to save money on his butcher order because he is saving money to move to NYC after finishing school.



Mark

Age: 21
Education: BA (in progress)
Hometown: St-Louis
Family: Single
Occupation: Student

"I finish university soon, and am saving as much money as possible so I can move to NYC."

Goals

- get a job in NYC at a museum
- eat well and stay in shape during school
- manage expenses

Frustrations

- Easier to find sale items
- Wants to choose the delivery time precisely
- The app should take gift cards (VISA) as his family sends them to him for expenses.

As a student on a budget, I want to know the weekly specials, so that I can save money on my butcher order.

Persona: Anna

Problem statement:

Anna is a busy professional who needs a reliable way to order her butcher products online because she has limited time to wait around.



Anna

Age: 45
Education: BCL/JD
Hometown: St-Louis
Family: 2 dogs
Occupation: Lawyer

"I love cooking and want to spend more quality time with friends and family."

Goals

- Get more time for myself
- Cook own meals 5x/week
- Get in better shape

Frustrations

- Pick up times are not specific, she often has to wait for order.
- Needs detailed information on products to make choice (ie. grass fed vs. grain fed)
- Simplified navigation and search to save time.

As a busy professional, I want a notification when my order is ready, so that I only arrive when my order is ready for pick up.

User research: problem statements



Mark is a student on a budget who needs to save money on his butcher order because he is saving money to move to NYC after finishing school.

Anna is a busy professional who needs a reliable way to order her butcher products online because she has limited time.

User journey map

We had two user flows,
both focused on viewing
the products for sale,
placing an order, receiving
order confirmation and
receiving the order.

Persona: Mark

Goal: Easy ordering of sale items from a butcher shop app.

ACTION	Get app	Browse specials	Place order	Receive confirmation	Receive order
TASK LIST	Tasks A. Download app B. Set up account C. Confirm account	Tasks A. Review specials B. Choose based on weekly budget	Tasks A. Initiate checkout B. Choose delivery time	Tasks A. Receive email + app receipt B. Confirm order details and delivery time	Tasks A. Receive order B. Check that all items were as specified
FEELING ADJECTIVE	Excited to see specials	Frustrated chosen items not on sale	Happy got to choose a good delivery time	Worries they won't arrive on agreed time	Happy delivered on time
IMPROVEMENT OPPORTUNITIES	Offer discount for referrals	Offer discount for orders over \$100	Suggest extra items based on user cart (25% off special)	Send app/bt message when 15 minutes from delivery	Follow up asking if everything was okay

Persona: Anna

Goal: Quick ordering and scheduled pickup from local butcher shop app.

ACTION	Get app	Review products	Place order	Receive confirmation	Pick up order
TASK LIST	Tasks A. Download app B. Set up account C. Confirm account	Tasks A. Compare options (grass fed with grain fed) B. Review weekly specials	Tasks A. Initiate checkout B. Choose pickup time	Tasks A. Review app order B. Review pickup time	Tasks A. Wait in line B. Pick up order C. Review order to make sure everything is as ordered
FEELING ADJECTIVE	Excited to see all of the meat options	Excited as products look good	Hopeful order will be ready when promised	Nervous will not be ready when promised	Happy order was ready when promised
IMPROVEMENT OPPORTUNITIES	Possibility for prepared meals	Improved search functionality	Sign up for weekly specials	Recipe suggestions based on items chosen	Refer a friend discount

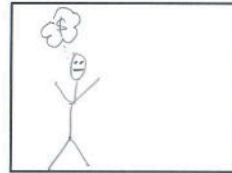
Storyboard

Big picture

BIG PICTURE

UX Design Storyboard

Scenario: An app that helps users save money on their butcher orders.



Mark is worried about saving money.



Mark sees an Ad for his local butcher app weekly specials.



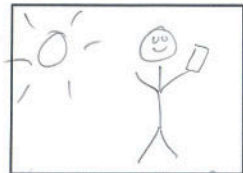
Mark downloads app during a break between classes.



Mark is happy to see he can save 50% on his butcher order.



Mark is even happier as the app accepts the USA gift cards his family sends him.



Mark places his first order and schedules a delivery time before class tomorrow.

Storyboard

Close up

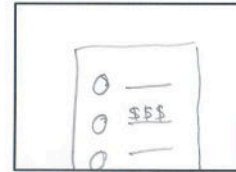
CLOSE UP

UX Design Storyboard

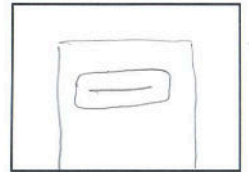
Scenario: An app that helps users save money on butcher orders.



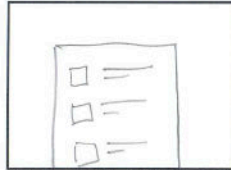
Mark opens the butcher app for the first time.



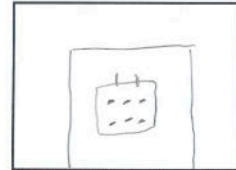
During sign up the app asks if he would like to be notified of weekly specials.



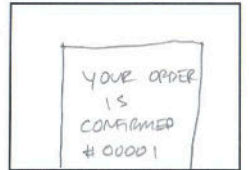
While in class Mark receives a notification for weekly specials.



Mark adds some of the weekly specials to his cart.



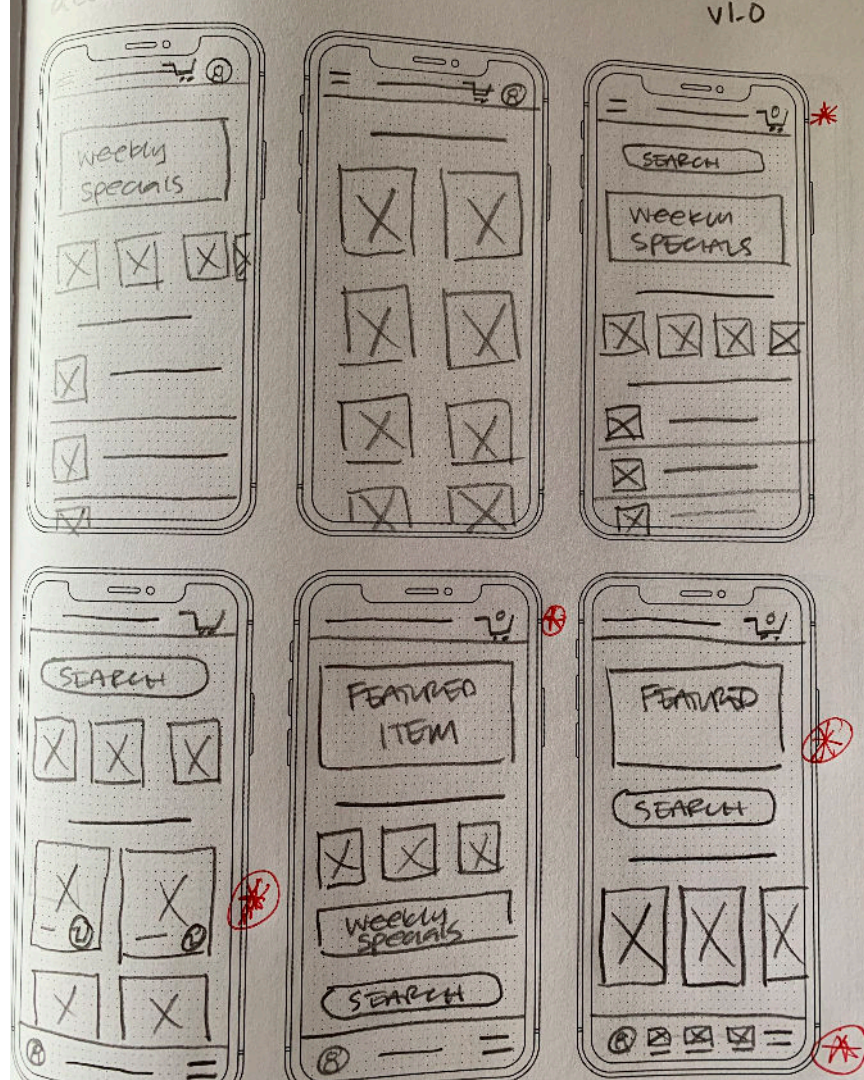
Mark chooses a pick up time that fits his class schedule.



Mark places his order, saving 50%, which makes him very happy.

Paper wireframes

We reviewed online grocery apps and looked at current component patterns. We were focused on regular items and weekly specials and created many versions of the possible homepage



Paper wireframes

This is a refined version that incorporated all of the best elements.



Digital wireframes

During our interviews a common theme was people were frustrated with pick up and delivery and not being able to specify when was convenient for them.

Pick up / delivery options with the calendar on the same screen

BUTCHER

Pick up Delivery X

August < >

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Select time

08 : 00 AM
PM

CANCEL PROCEED

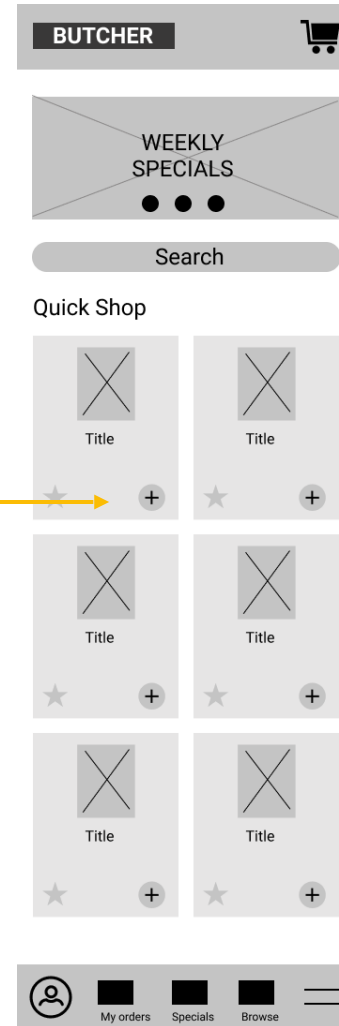
My orders Specials Browse

The ability to select a specific pick up/ delivery time

Digital wireframes

Time savings was a key consideration for some of our users, so we added 1 click add to cart. Easy navigation was a key user need.

Quick shop, 1 click to add to cart



Menu is easily reachable on mobile

Low-fidelity prototype

The low fidelity prototype took the user thru a primary user flow.

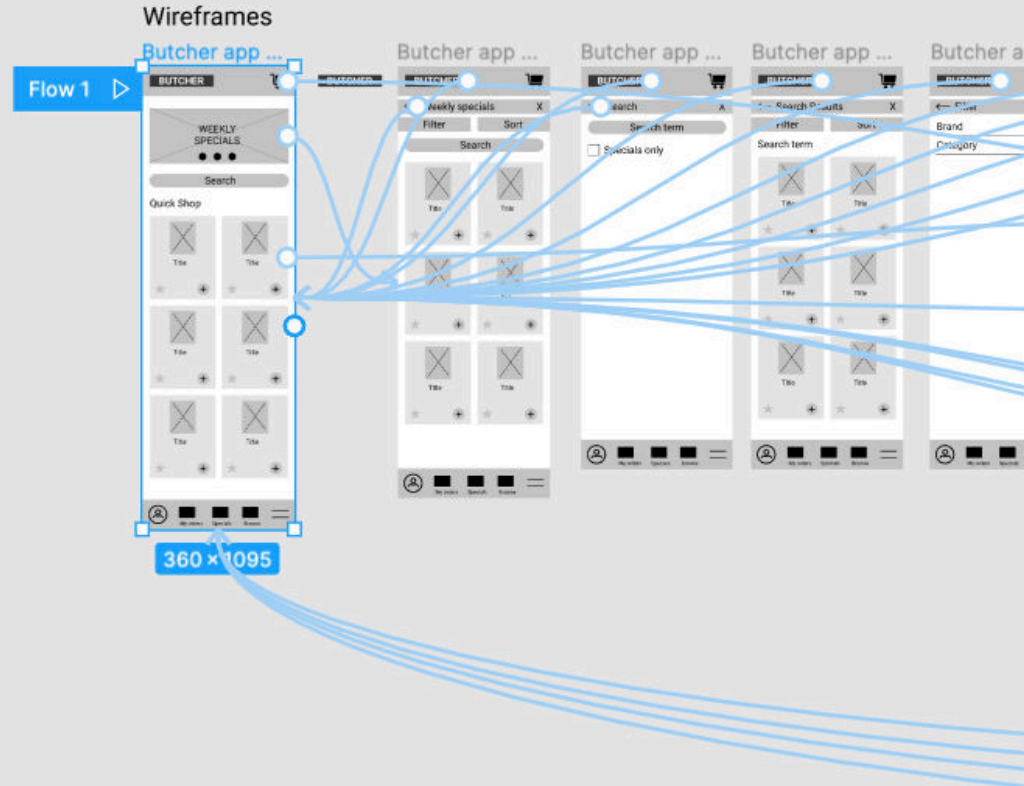
Home > Weekly specials > Product detail > Shopping Cart > Thank you

Link to prototype:

<https://bit.ly/3k2ELh6>

Butcher app

- Home screen > Weekly specials > Product detail > Cart > Thank you



Usability study: findings

We conducted two usability studies. The first study helped guide the designs during the wireframing stage. The second study, with the high-fidelity prototype, pointed out the pain points and what aspects still needed to be refined.

Round 1 findings

- 1 Simplified calendar scheduling
- 2 Confirmation before purchase
- 3 Quick ordering

Round 2 findings

- 1 Clearer shopping cart steps
- 2 Clearer navigation
- 3 Adjust some component sizes

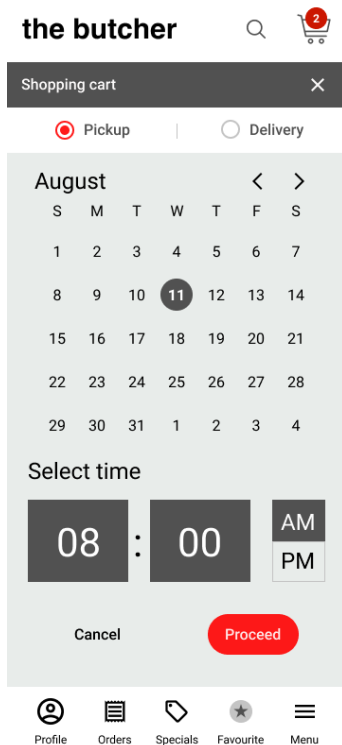
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

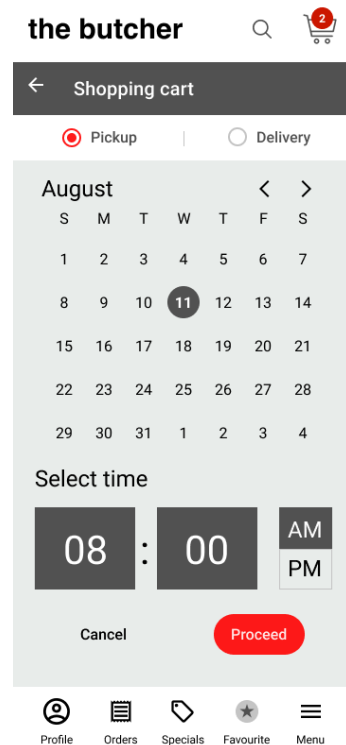
Mockups

Changed sub header for navigation drawer element to show a clearer path back.

Before usability study



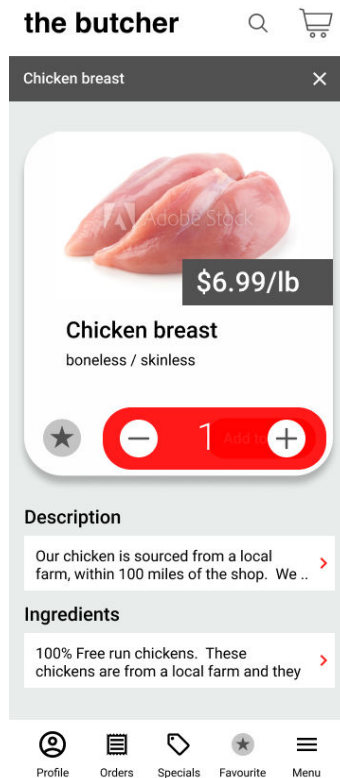
After usability study



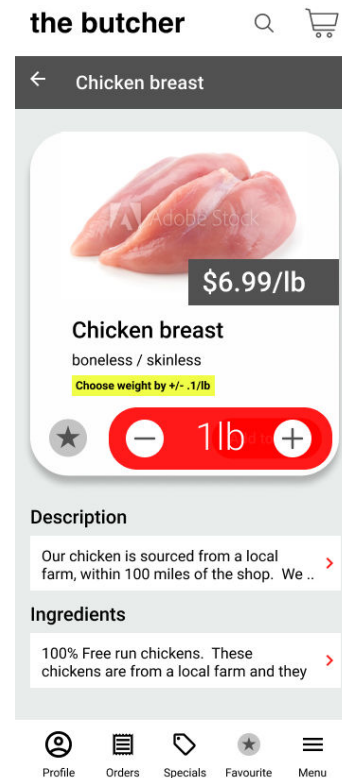
Mockups

Added unit details to product ordering page.

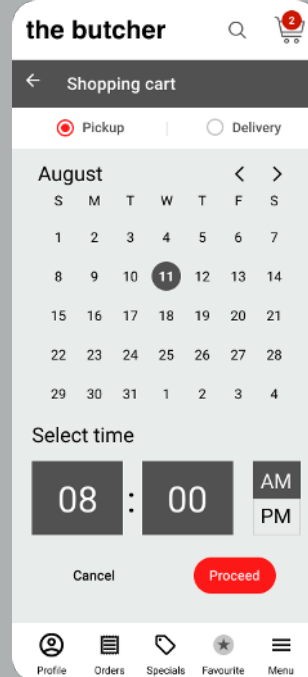
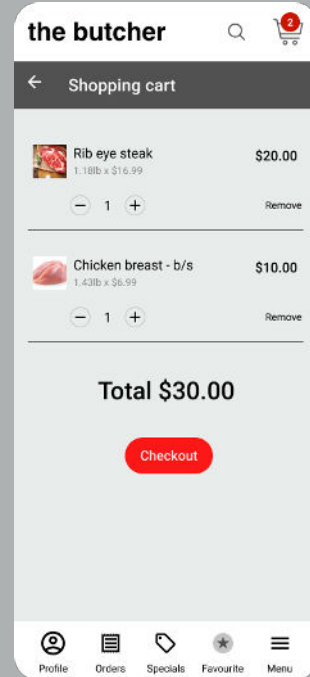
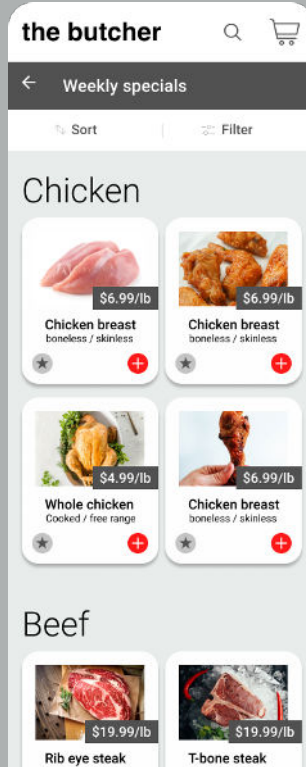
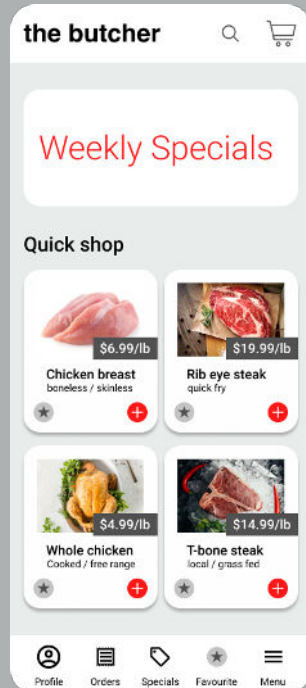
Before usability study



After usability study



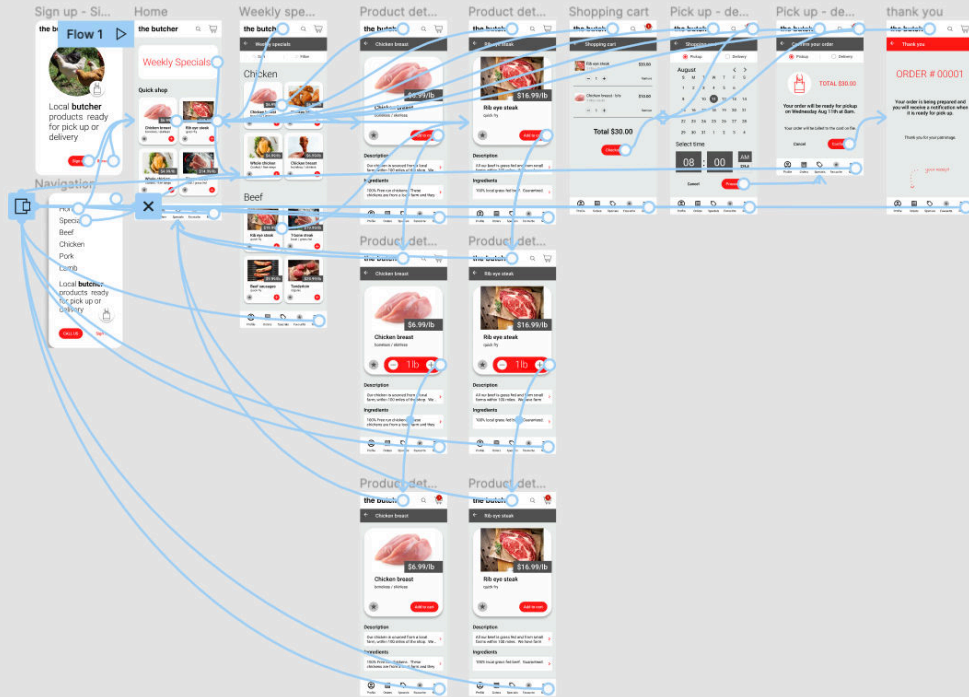
Key Mockups



High-fidelity prototype

View The Butcher

<https://bit.ly/2X7TJcF>



Accessibility considerations

1

All colours meet AAA colour contrast requirements.

2

Use of icons to reinforce text, in addition to colour.

3

Avoiding colour combinations that could be hard to distinguish.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

A well designed shopping cart process helps users meet their needs.



What I learned:

Getting the interface and steps correct for the shopping cart was a multi step process. Users provided great insights that allowed me to refine the shopping cart process until there were no problems in the user flow or interface.

Next steps

1

Conduct further usability studies to see if all pain points have been resolved.

2

A/B test different card and product detail layouts to see if they lead to more conversions.

3

Think of ways to add gestures and motion to the user experience.

Let's connect!



Thank you for taking the time to review my case study.

If you would like to connect.

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<http://mouat.co>

Thank you!