StreetBite

Skip the line, order online: the ultimate food truck experience!

By Alex Eischeid
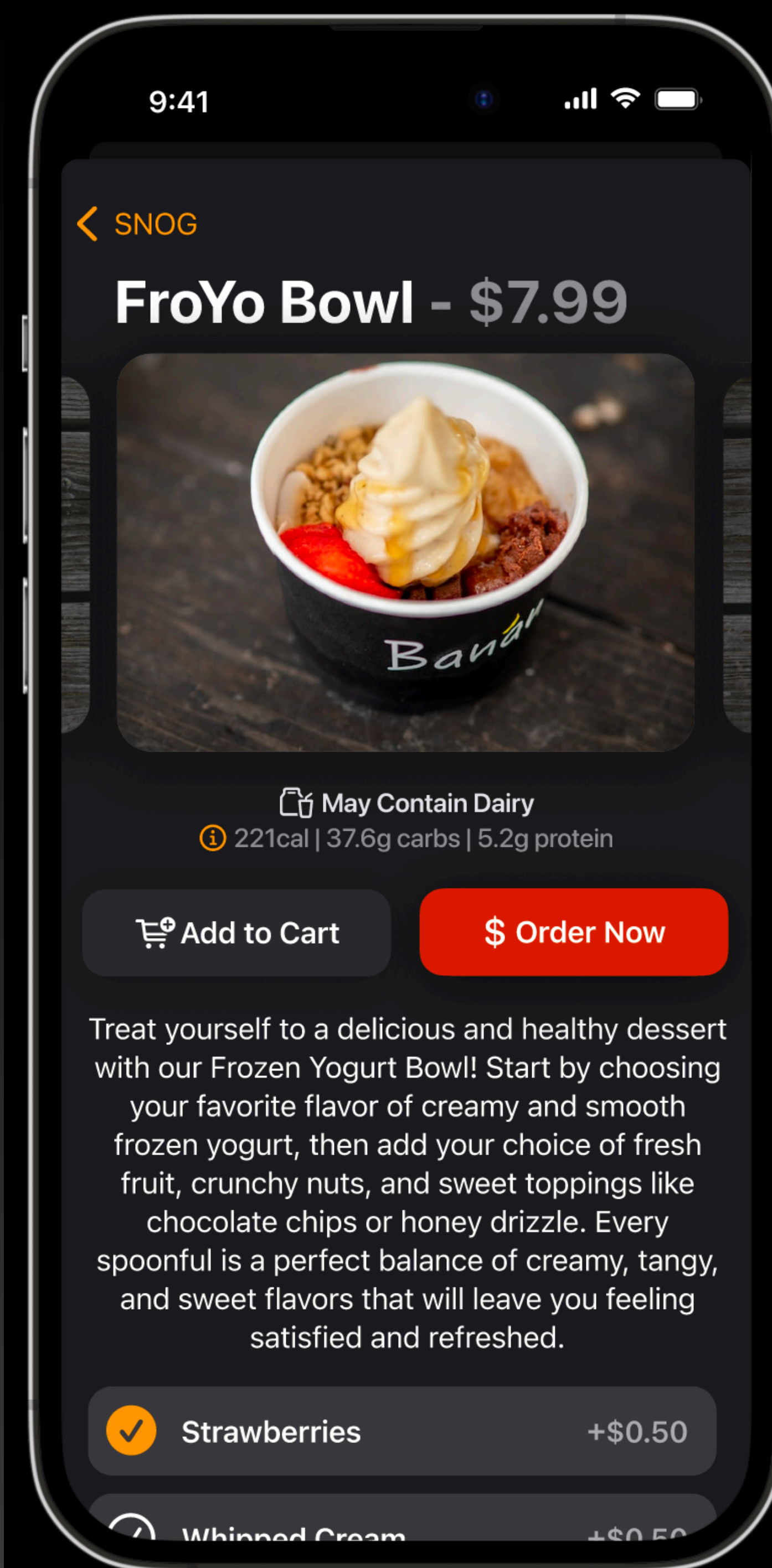
Project Overview

The Product

StreetBite is a mobile app that allows users to find, browse, and order food from food trucks in their area.

My Timeline

I began this project in February of 2023. This is still an ongoing project. I conducted user research, obtained feedback on low-fidelity prototypes and wireframes, and conducted usability testing on a functioning high-fidelity prototype.

9:41

< SNOG

FroYo Bowl - $7.99

May Contain Dairy
221cal | 37.6g carbs | 5.2g protein

Add to Cart
$ Order Now

Treat yourself to a delicious and healthy dessert with our Frozen Yogurt Bowl! Start by choosing your favorite flavor of creamy and smooth frozen yogurt, then add your choice of fresh fruit, crunchy nuts, and sweet toppings like chocolate chips or honey drizzle. Every spoonful is a perfect balance of creamy, tangy, and sweet flavors that will leave you feeling satisfied and refreshed.

Strawberries   +$0.50

Whipped Cream   +$0.50

Why Streetbite?

The Problem

Currently all mobile food apps focus on restaurants. There are little to no apps or websites that offer the same functionality for food trucks.

The Goal

My goal is to create a visually pleasing and intuitive app that offers the same functionality of large scale food ordering apps, only for food trucks.
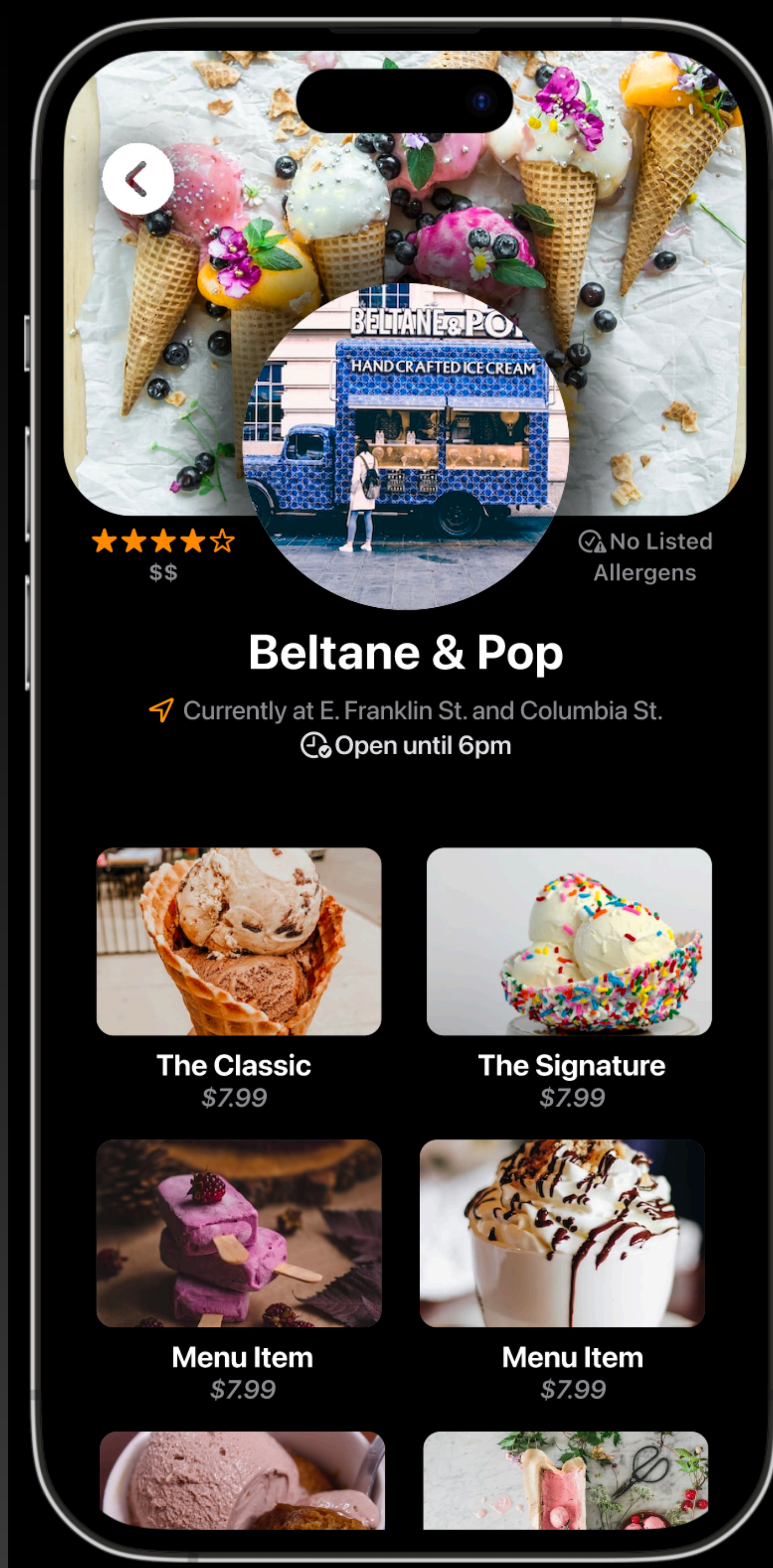
My Role: Lead UX Designer

My Responsibilities

UX Research

Usability Testing

Wireframing

Prototyping

Iteration

My Demographic

Who would use this app?

- College students looking for good food between their schedules

- People that live near cities and parks with food trucks

- Anyone that generally enjoys street food of different kinds

User Research

Summary

First, I started by analyzing market competitors and their strengths/ weaknesses, and user pain points. I then began creating wireframes, low fidelity mockups of what I thought the app should look like based on my findings. I conducted multiple listening sessions and usability studies after prototyping the low fidelity wireframe, and received very positive feedback. I then created a high-fidelity prototype and conducted usability studies on that as well.

Competitor Analysis

DoorDash

Ordering food for pickup or delivery from local restaurants

GrubHub

Similar to DoorDash, offers functionality of ordering food from restaurants

StreetFoodFinder

A website and iPhone app that lets users find food trucks near them

Food Truck Pub

Similar to StreetFoodFinder, although there is no mobile app, only a website.

User Pain Points

Ease of use

- Sometimes hard to tell where to navigate
- Browsing menus difficult
- Not intuitive for daily use

Complexity

- Often many elements on screen all the time
- Often bombarded with options
- More complicated than in-person ordering

Visuals

- Confusing icons or no icons
- Can be lots of text at once
- Often no general direction on smaller websites

Payment

- Difficult to setup or nonexistent on smaller websites
- Can be hard to edit after

How might we make it easy for people to find and order their favorite street food?

Starting the Design

User Journey, Information Architecture, Wireframes, High-Fidelity Prototype

"Food is our body's fuel, and with my schedule it feels like a sports car!"

Goals

- Grab lunch on the go and/or when in a hurry
- pay/order food beforehand to minimize waiting

Frustrations

- Waiting for food to be made
- Having to dig through her purse for her wallet

Georgia Dursley

Age: 28
Education: Bachelors in Business
Hometown: Fort Mill
Family: 1 younger sister
Occupation: Saleswoman

Georgia works as a sales consultant for a company near her hometown. She likes to grab lunch on her way to meetings occasionally, and when doing so stops by the food trucks parked on her street. However, she would like to grab the food and go straight to her meeting instead of waiting.

Information Architecture
User Flow

- Main User Flow

  Open app -> browse food trucks -> choose truck-> browse food -> choose food -> order food -> confirm
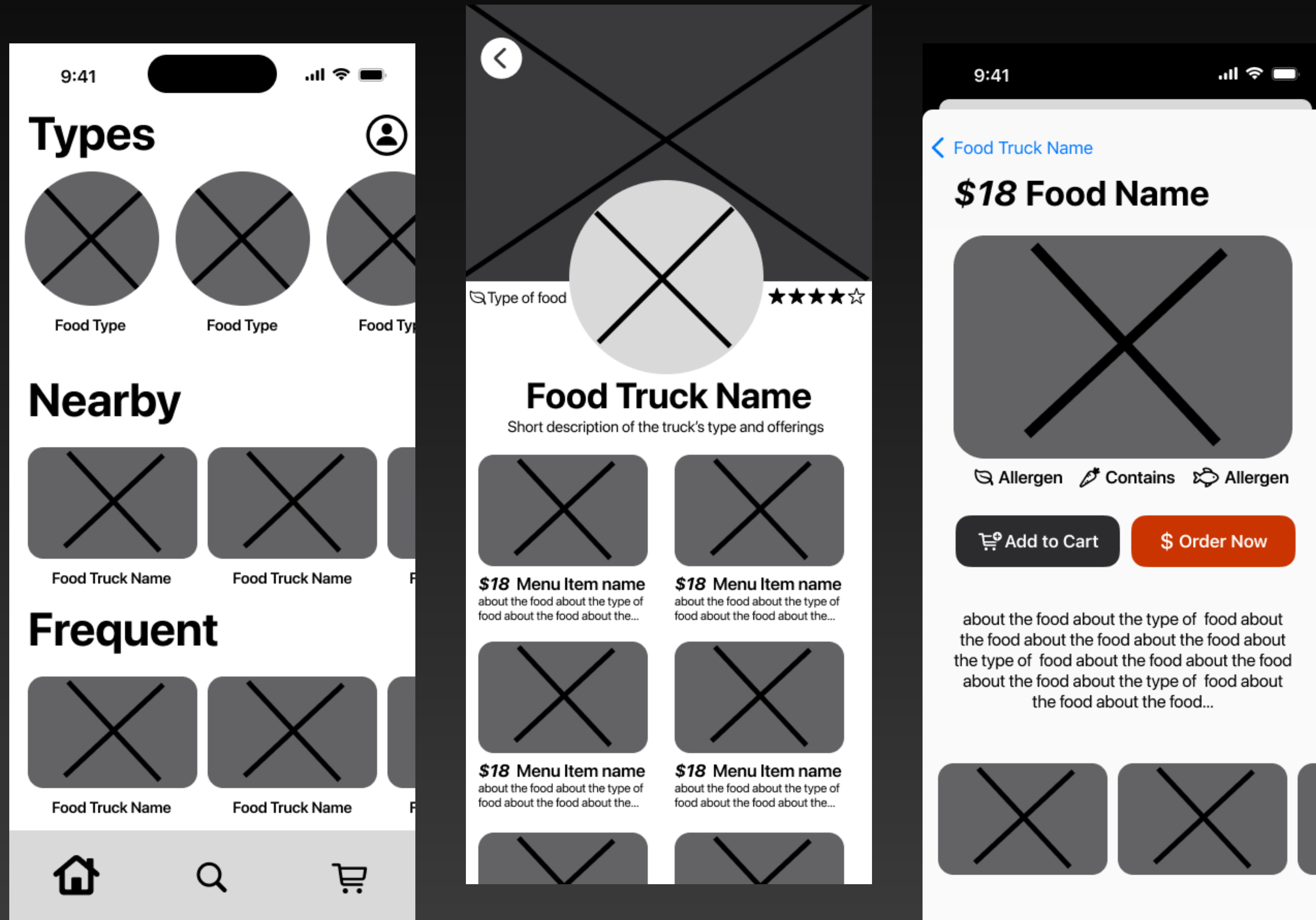
- Alternate:

  Open app -> search for specific truck -> find truck food trucks -> -> browse food -> choose food -> order food -> confirm

- Alternate:

  Open app -> view previous order -> order again -> confirm

Digital Wireframe
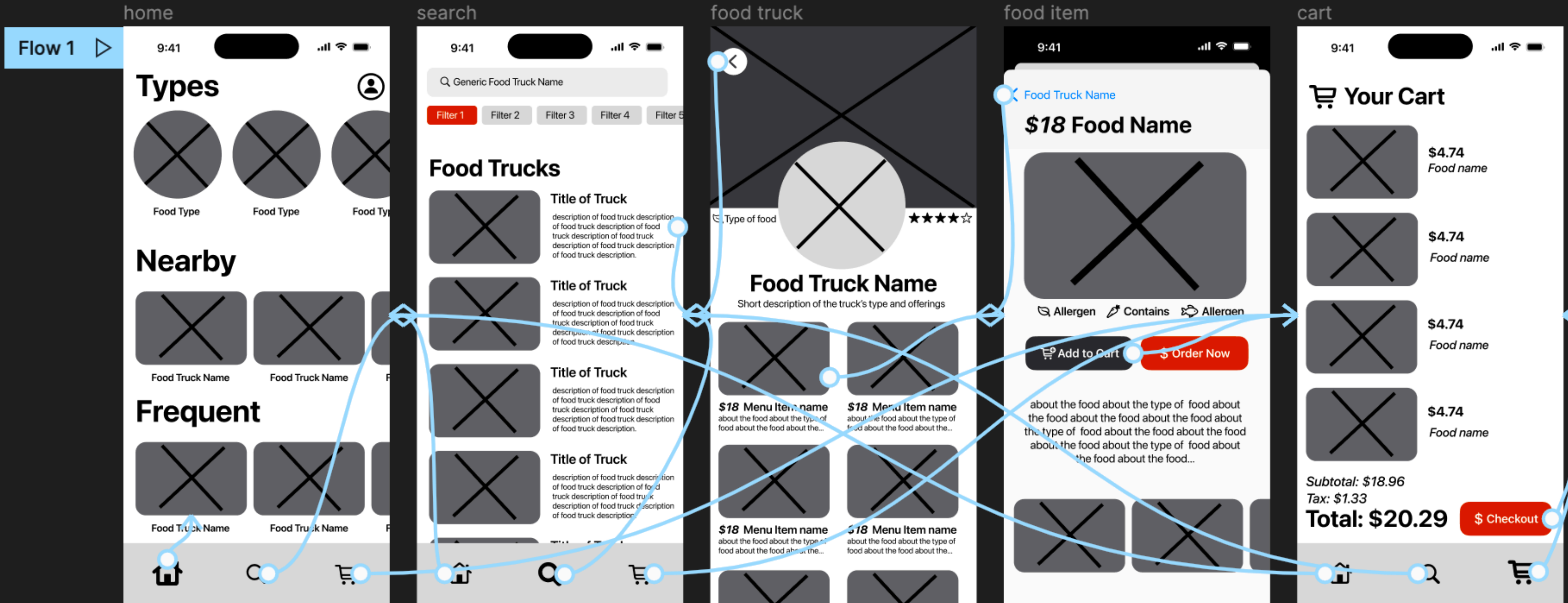## (Low Fidelity Mockups)

Low Fidelity Prototype

Flow 1 ▷

home
user opens app to homescreen

search
user searches for food truck

food truck
user selects truck and browses menu

food item
user selects food

cart
user orders food

Usability Study
Unmoderated usability study with 5 participants

- Participants: college students, parents, and other designers

- The user went through two tasks that I found were common use cases after initial research

- Users noted screens/details they found unclear or overly complicated.

- Users noted their click pattern/journey to complete the tasks

Usability Study
Constructive Feedback

- Less text on screens is better

- Titles look better when white

- More information about the truck and menu on screens is better than more detailed descriptions

- Open times and location should be moved from bottom

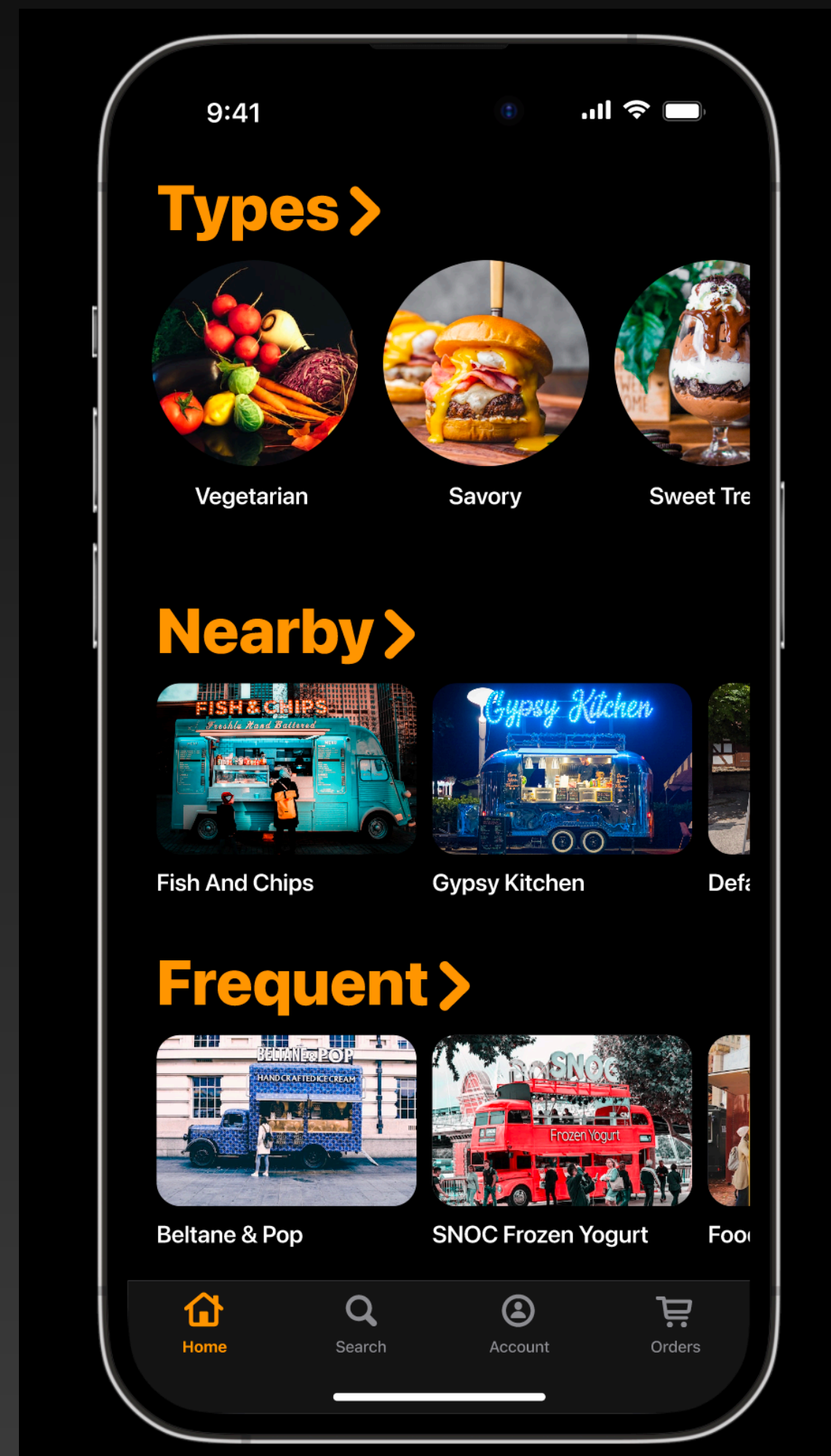- Nutrition facts in obvious locations are good

Refining the Design

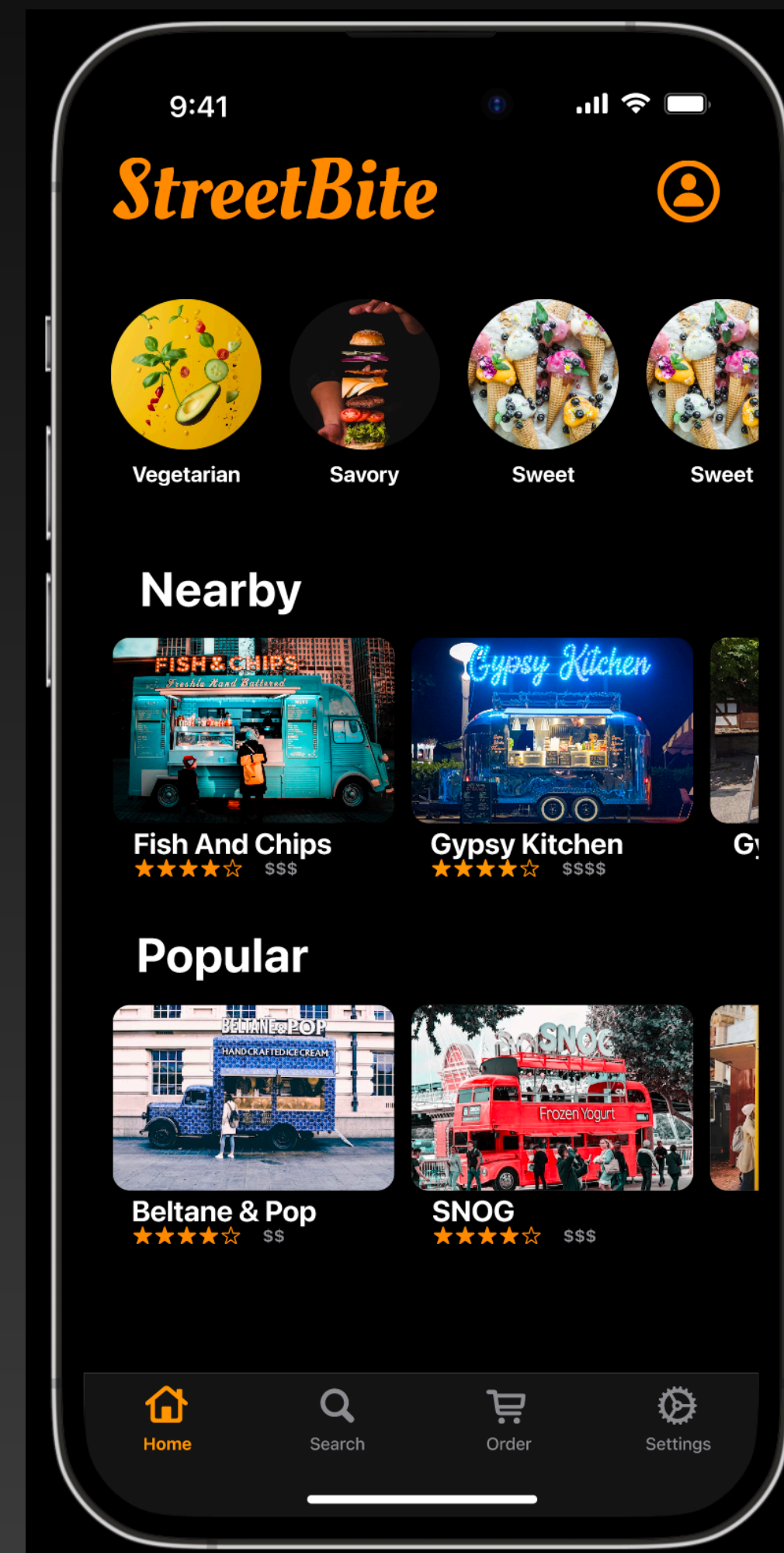Usability Testing, Iterations, High-Fidelity Prototype, Accessibility, Style Guide

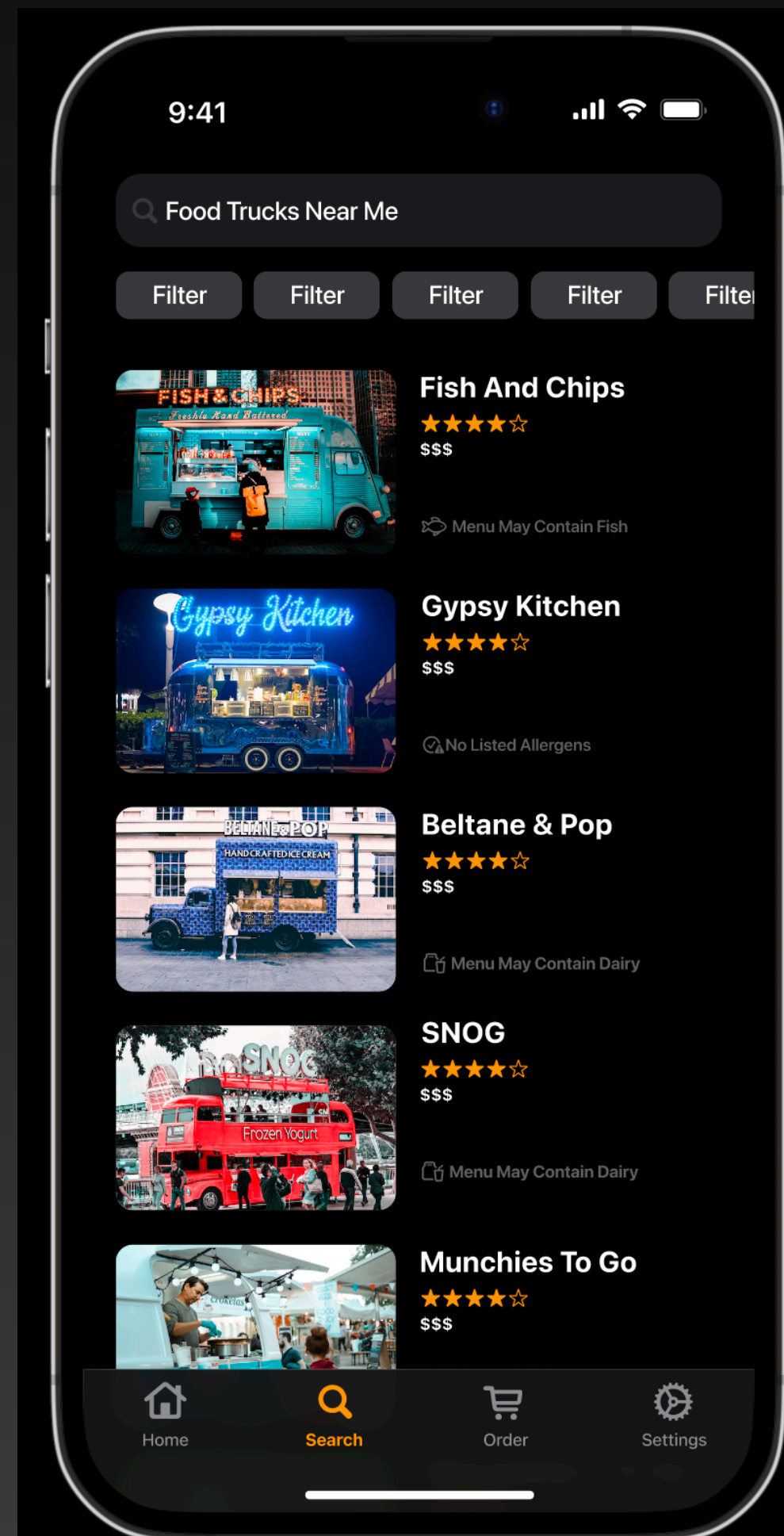# Refined Mockups (pt. 1)

Home, after feedback

Before

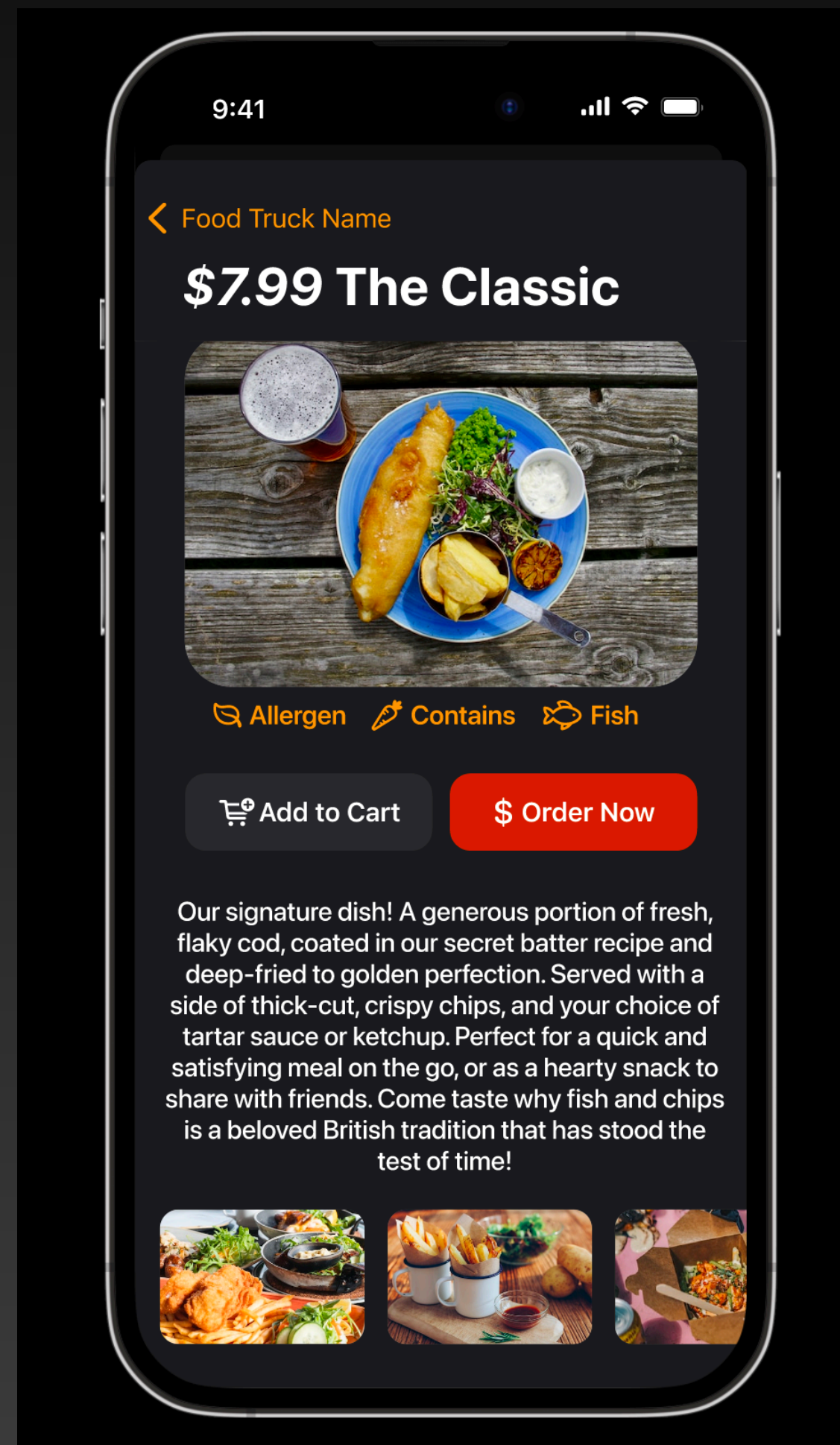**After**

Refined Mockups (pt. 2)

Search, after feedback

Before

9:41

Food Trucks Near Me

Filter 1   Filter 2   Filter 3   Filter 4   Filter 5

Food Trucks

Fish And Chips
We offer fresh-caught Cod and Haddock served with our own thick cut french fries. We serve these in many, ways, including bites and fillets with a variety of sauces.

The Hungry Nomad
The Hungry Nomad serves a variety of options that are very easy to eat on the go - in a nomadic style! We have Middle Eastern, Mediterranean, and French dishes.

Flavor Fusion
Here at Flavor Fusion we are all about combining different flavors and cuisines to create unique and exciting dishes. Like no other street food you've ever had!

Vietnamese Street Food
Taste the authentic flavors of Vietnam with our street food favorites! Our food truck offers a variety of dishes that capture the essence of Vietnamese cuisine.

Munchies To Go

Home   Search   Account   Orders

After

9:41

Food Trucks Near Me

Filter   Filter   Filter   Filter   Filter

Fish And Chips
★★★★☆
$$$
🐟 Menu May Contain Fish

Gypsy Kitchen
★★★★☆
$$$
No Listed Allergens

Beltane & Pop
★★★★☆
$$$
🥛 Menu May Contain Dairy

SNOG
★★★★☆
$$$
🥛 Menu May Contain Dairy
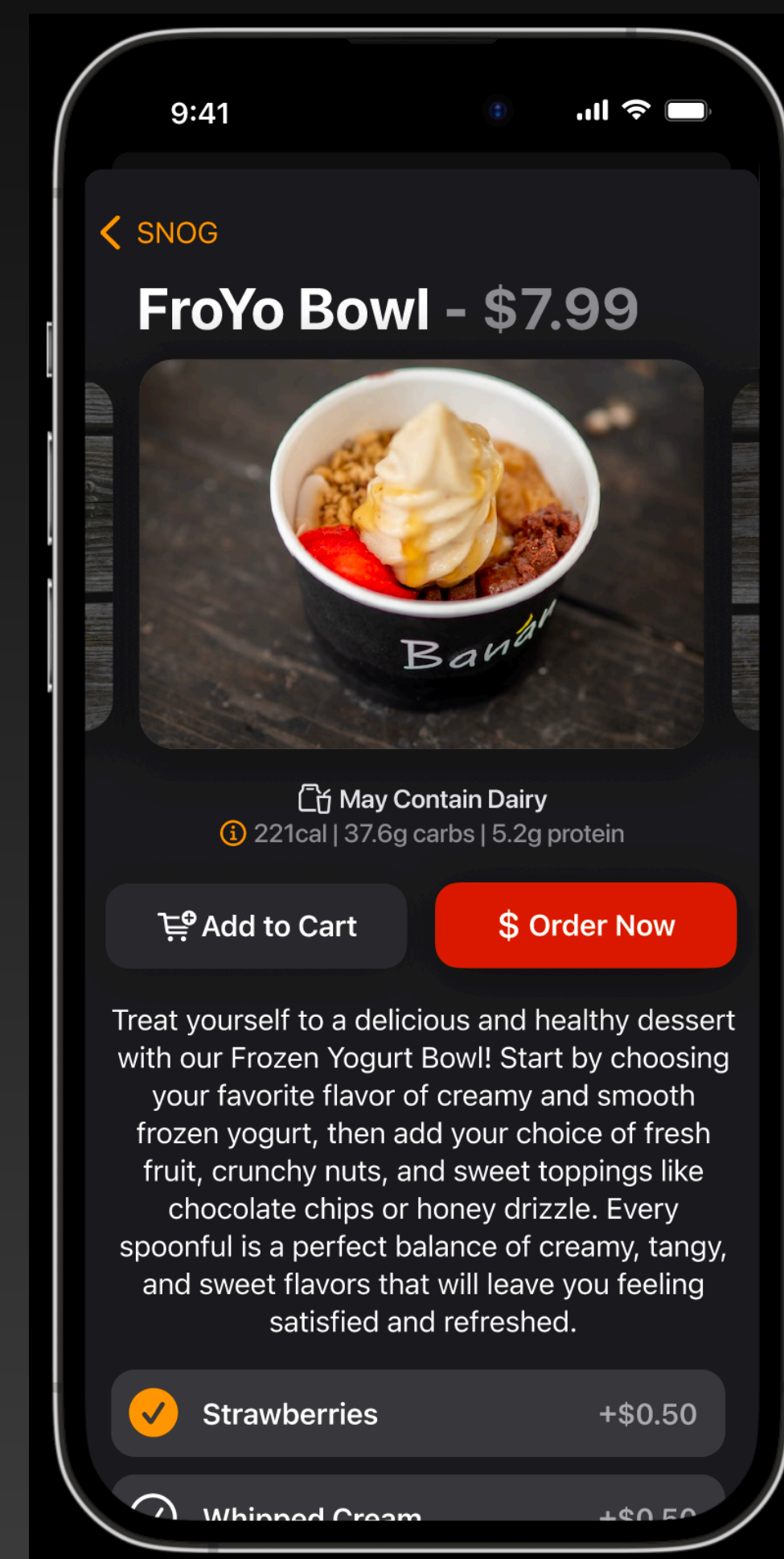
Munchies To Go
★★★★☆
$$$

Home   Search   Order   Settings

Refined Mockups (pt. 3)

Menu Item, after feedback

Before

After

Before screen

Food Truck Name

$7.99 The Classic

Allergen · Contains · Fish

Add to Cart · $ Order Now

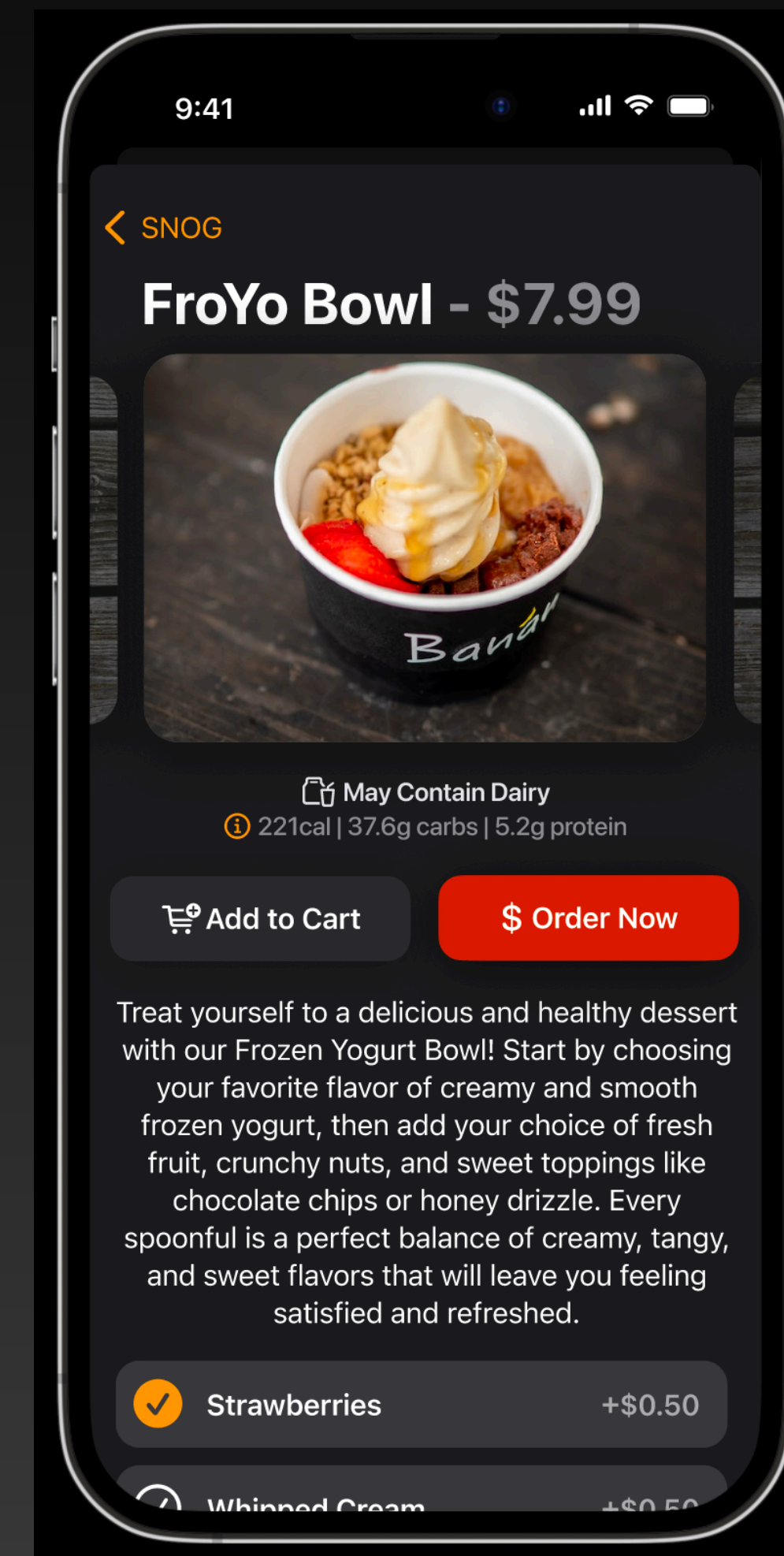Our signature dish! A generous portion of fresh, flaky cod, coated in our secret batter recipe and deep-fried to golden perfection. Served with a side of thick-cut, crispy chips, and your choice of tartar sauce or ketchup. Perfect for a quick and satisfying meal on the go, or as a hearty snack to share with friends. Come taste why fish and chips is a beloved British tradition that has stood the test of time!

After screen

SNOG

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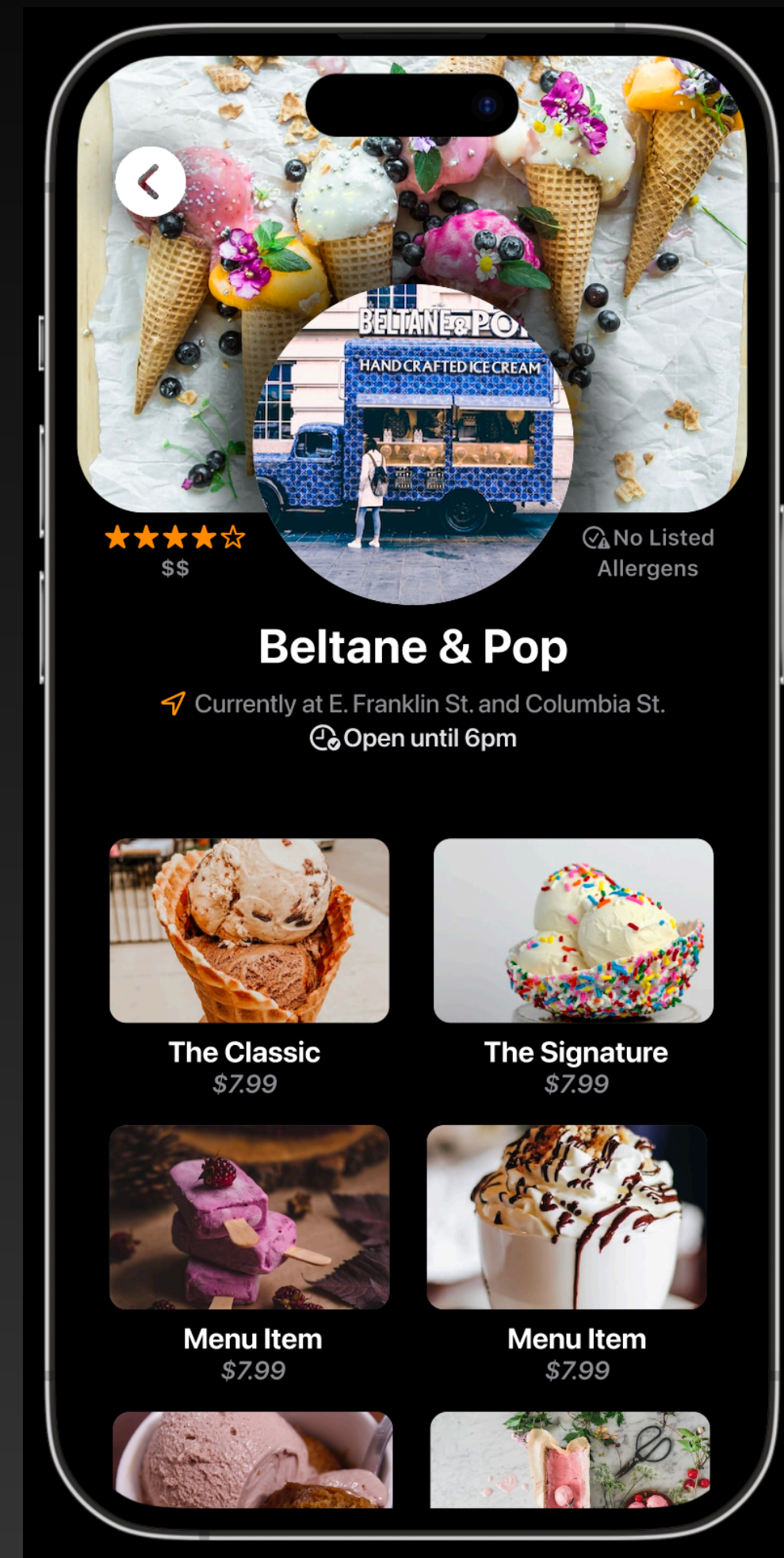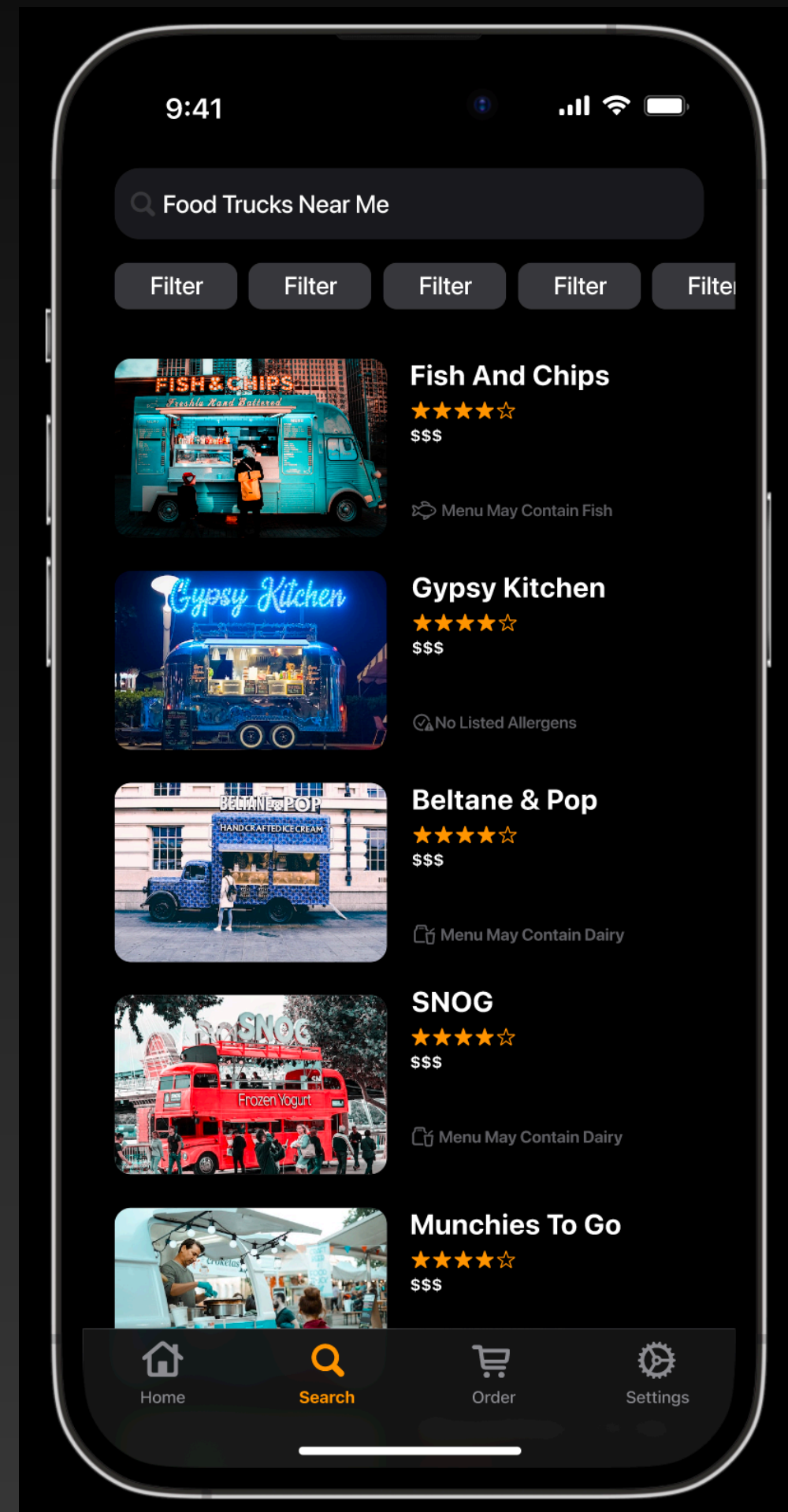
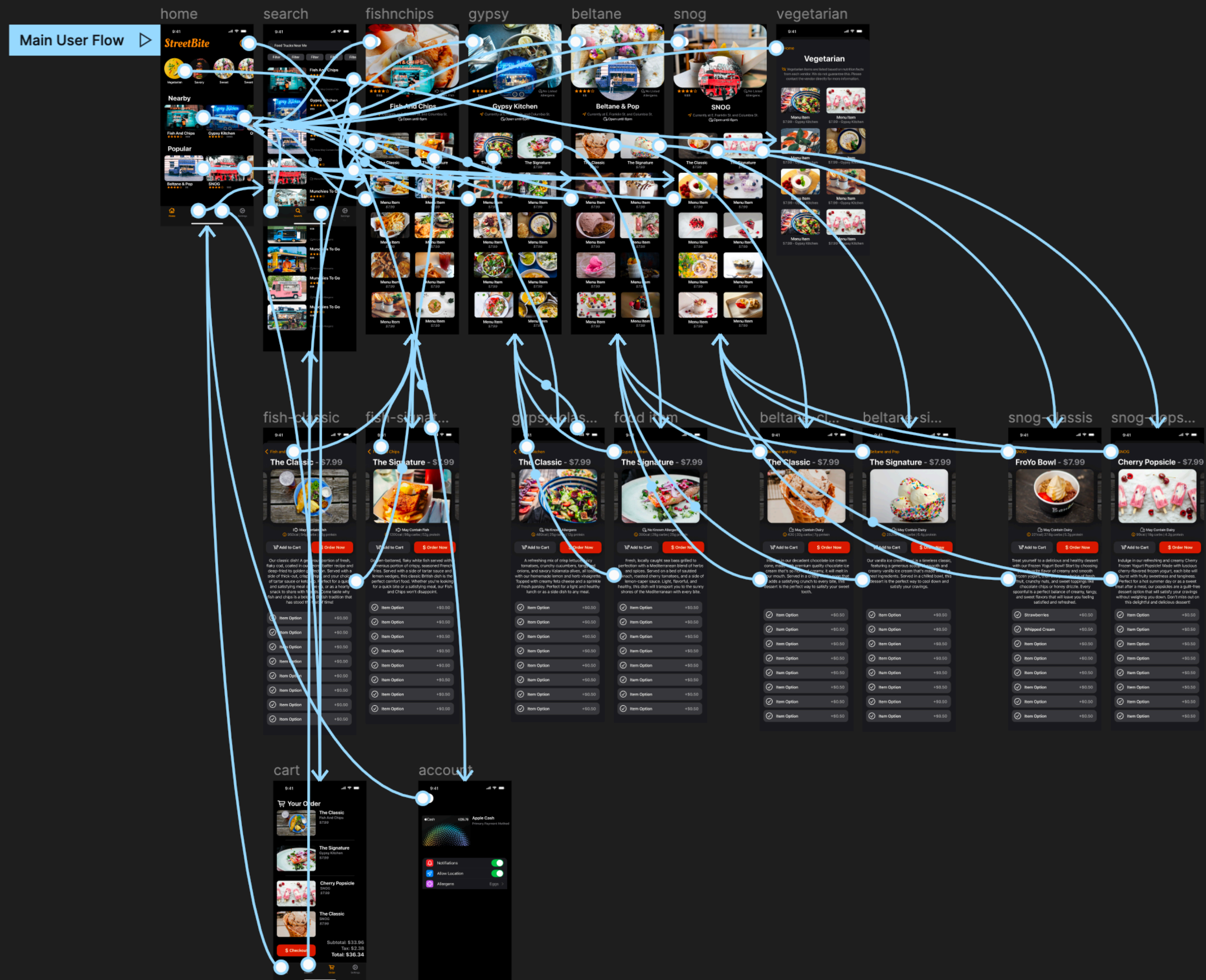Strawberries · +$0.50

Whipped Cream · +$0.50

High Fidelity Mockups

High Fidelity Prototype

Link to Figma

Accessibility

High Contrast

The interface was made with high contrast icons, text, and buttons, making use and navigation easier for people with visual impairments.

No Complex Text

The only small text in the app are the food menu item descriptions, which allows an easier and less stressful experience navigating the app.

Symbols/visuals

Many or all of the buttons have icons in addition to text, making their function clearer.

Style Guide
StreetBite - iOS 16 UI Kit

- Typography: SF Pro Display

- Title/Header: Title1/Bold, Label Color/Dark/Primary

- Body text: Body/Regular, Label Color/Dark/Primary

- Color palette: Label Color/Dark/Primary, System Background/Dark Base, Accessible/SystemOrange/Light, Default/SystemOrange/Dark

Going Forward

Impact, Takeaways, Next Steps and Future Plans

Takeaways
What I learned

- An app doesn't have to be full of features to be good

- A good app prioritizes usefulness over features

- UX Design is more important than UI design, although they work together

- Consistency is key when designing many different views and screens

Next Steps and Future Plans
What's next for StreetBite?

- Creation of a settings page for users to customize their experience

- Adding allergens to settings to be listed in menus and searches

- Allowing users to favorite food trucks and get notifications about their hours and location

- Many more ideas currently being researched!

Questions?

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