TuChef App

Mauricio Garcia

Project overview

The product:

We are creating an app to help people find and hire a private chef in Mexico. We need to find out if the main user experience, finding and hiring a private chef, is easy for users to complete.

Project duration:

April 2021.

Project overview

The problem:

Busy workers lack the time or skills necessary to prepare elegant and quality meals for their events.

The goal:

Design an app for TuChef that allows users to easily hire a private chef for their events.

Project overview

My role:

UX designer designing an app for TuChef 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.

Understanding the user

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

User research: summary

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who don't have time to cook meals.

This user group confirmed initial assumptions about TuChef customers, but research also revealed that time was not the only factor limiting users from cooking at home. Other user problems included obligations, interests, or challenges that make it difficult to get groceries for cooking or go to restaurants in-person.

User research: pain points

1

Time

Working adults are too busy to spend time on meal prep.

2

Knowledge

The difficulty to create or learn new recipes for the events.

3

IA

Text-heavy menus in apps are often difficult to read and order from.
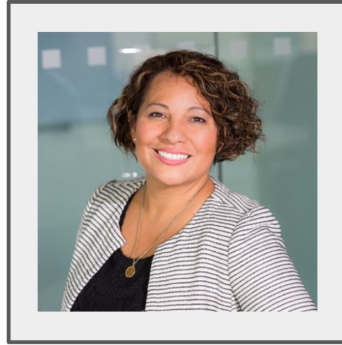
4

Accessibility

Users prefer the comfort to have reunions or events at home instead of going out.

Persona: **Name**

Problem statement:

Raquel is a busy working adult who needs easy access to hire a private chef because they have no time to cook for events at home.

"Cocinar de volvió una tarea, una barrera con mi tiempo libre"

Raquel

Age: 38
Education: Licenciatura
Hometown: Mexico
Family: Casada + 3 hijos
Occupation: Abogada

Goals
- Más tiempo de calidad con su familia.
- Extender el numero de recetas que sabe cocinar.
- Más tiempo para ella.
- Lucir bien con sus visitas.

Frustrations
- Poca motivación y energía.
- Multitasking mientras cocina causa accidentes y desperdicio de comida.

Raquel es una abogada de 38 años que vive con su esposo y tres hijos. Romina usualmente cocina después de recoger a sus hijos de la escuela. Romina vive en la ciudad de México y pasa mucho tiempo en su auto. Romina quiere aprender más recetas directo de un chef privado, ya que la búsqueda de nuevas recetas le causa cansancio y termina cocinando lo mismo. A Romina le gustaría lucir bien con sus invitados cuando tiene reuniones en su hogar. Calidad en imprescindible.

User journey map

Mapping Raquel's user journey revealed how helpful it would be for
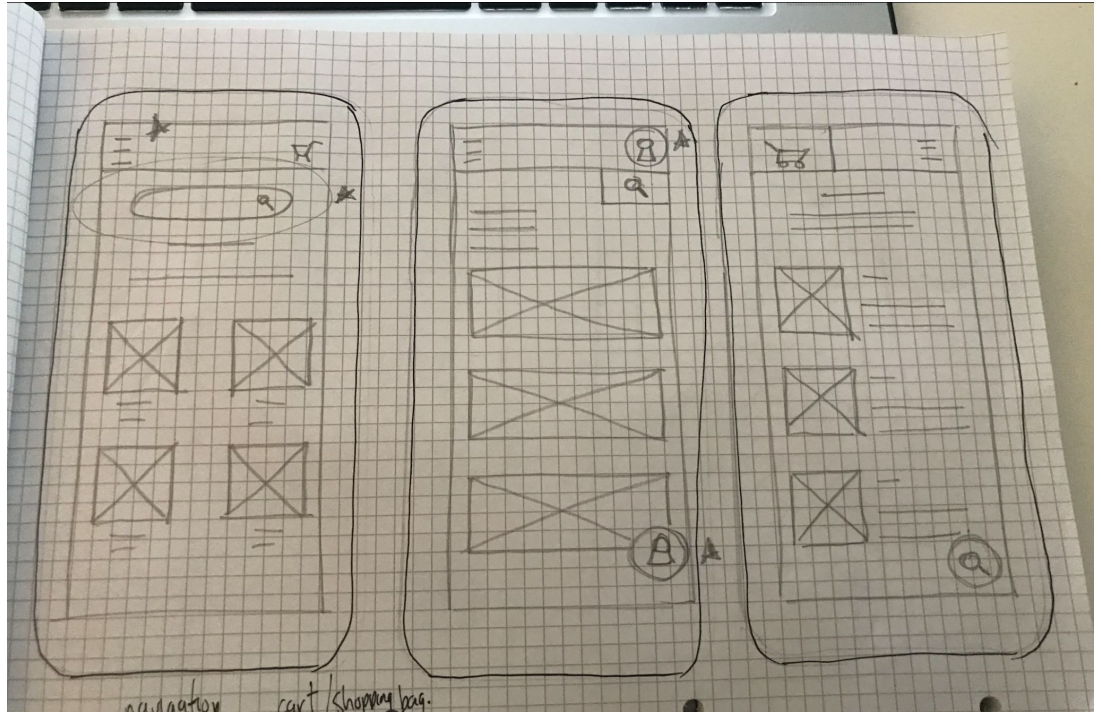users to have access to a TuChef app.

Persona: Raquel

Goal: Hire a private Chef for an event at home.

ACTION	Get app	Place order	Use a text reader	Complete order	Event day
TASK LIST	Tasks A. Download app B. Set up account C. Choose location	Tasks A. Scroll true options B. Select Chef	Tasks A. Enable it in his phone B. Settings > General > Accessibility > Speech C. Enable speak screen	Tasks A. Make final selection B. Payment C. Choose delivery address	Tasks A. Make sure Chef is on time before the event. B. Have kitchen ready.
FEELING ADJECTIVE	Pleased to find chefs nearby.	Not sure if the food will look like in the pictures.	Annoyed he have to switch to settings while making the order	Hopeful that his selection was a good one.	Glad Chef is on time.
IMPROVEMENT OPPORTUNITIES	Save favorites selections so it will be faster in future hirings.	Images from recent events and customer reviews.	Make text bigger In app text reader	Option to save address for future hirings.	Text message from the app giving advise about the chef whereabouts.

Starting the design

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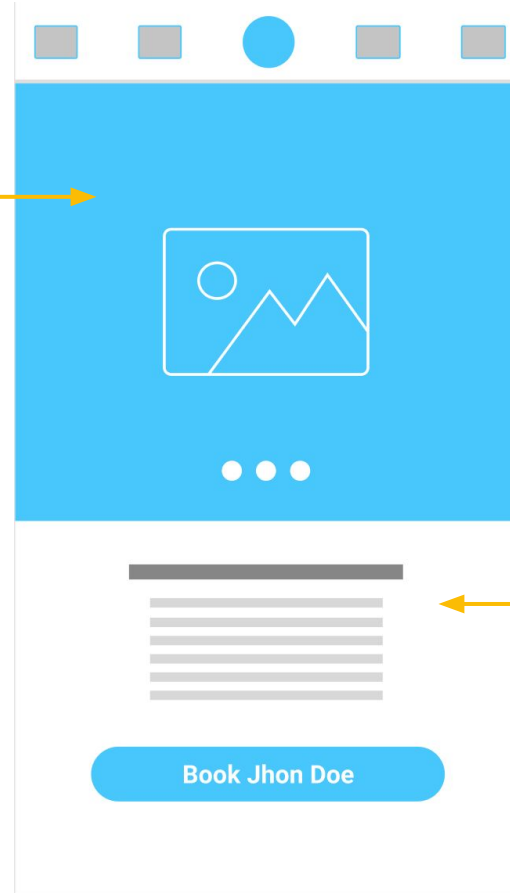- Low-fidelity prototype
- Usability studies

Paper wireframes

Taking the time to draft
iterations of each screen of the
app on paper ensured that the
elements that made it to digital
wireframes would be well-suited
to address user pain points.

Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.
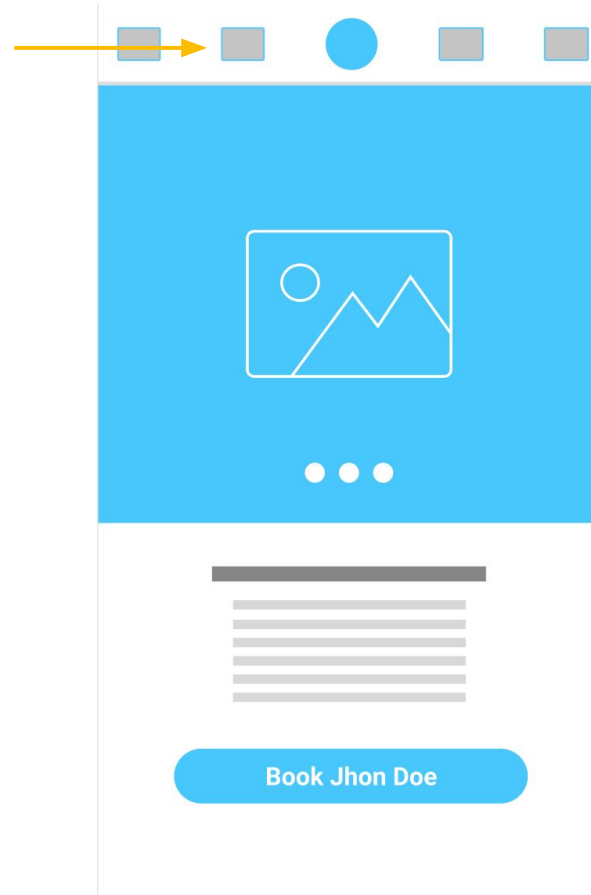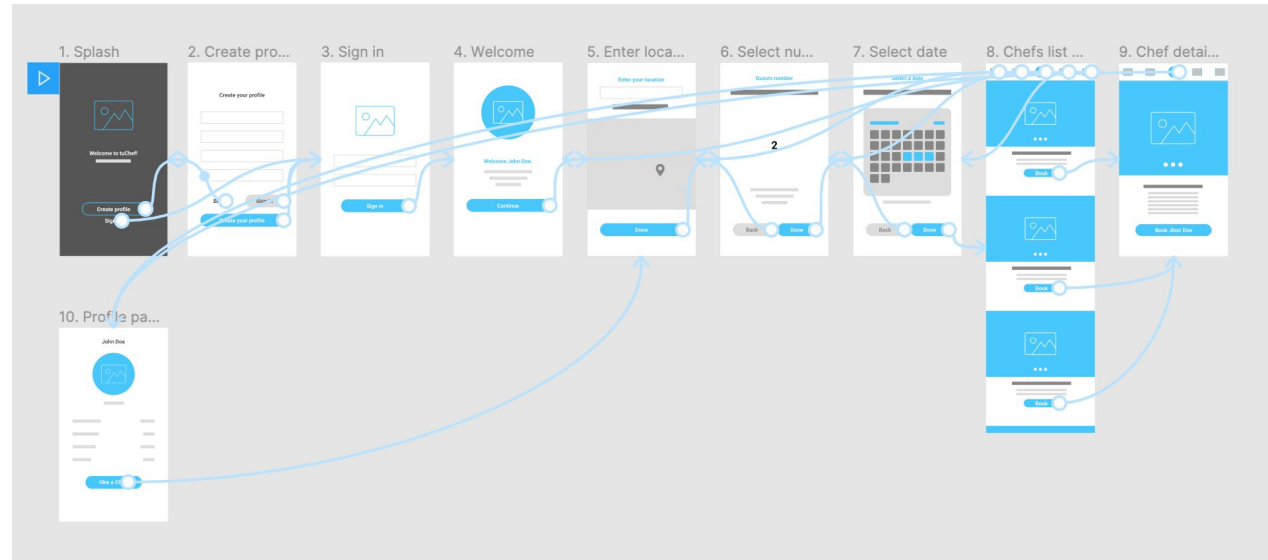
Chefs photos.

Relevant chef's information.

Book Jhon Doe

Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

Easy access to navigation that's screen reader friendly.

Book Jhon Doe

Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of hiring a Chef, so the prototype could be used in a usability study with users.

Usability study: parameters

Study type:

Unmoderated usability study

Location:

Mexico, remote

Participants:

5 participants

Length:

15-20 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Efficiency

People want to
hire a chef with good
references.

2

Customization

People want more menus
and cuisine options.
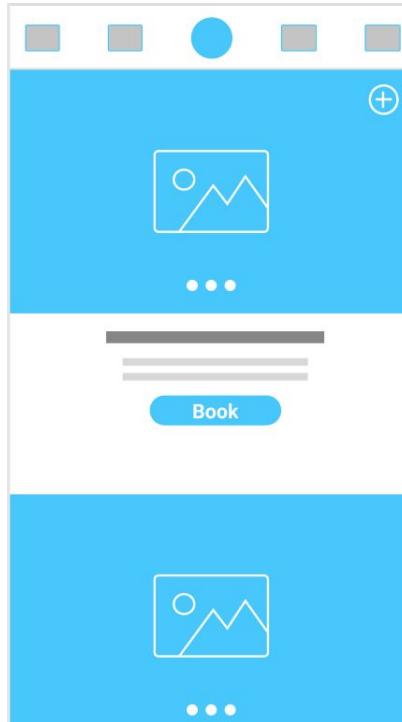
3

Convenience

People want everything
ready on time.

Refining the design

- Mockups
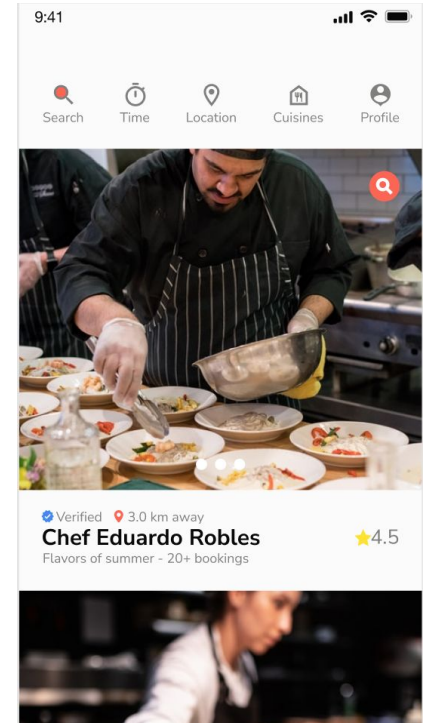- High-fidelity prototype
- Accessibility

Mockups

There were a few actionable insights I came up with from the usability studies. One of these was **adding icons with distance, rating and verification** within the app's chefs page to help users to be secure about the person they are hiring.

Book

9:41

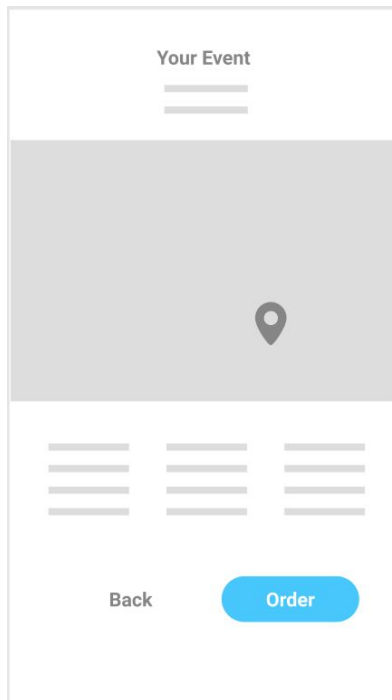Search   Time   Location   Cuisines   Profile

✔ Verified   📍 3.0 km away
Chef Eduardo Robles   ⭐4.5
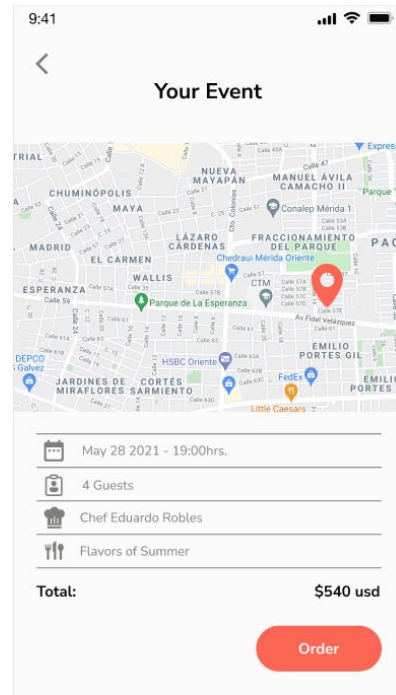Flavors of summer - 20+ bookings

Mockups

The early designs allowed for some customization,
but after the usability study, I added the options to see **all the information from the complete order before the check out**. This gives users the ability to order according to their needs.
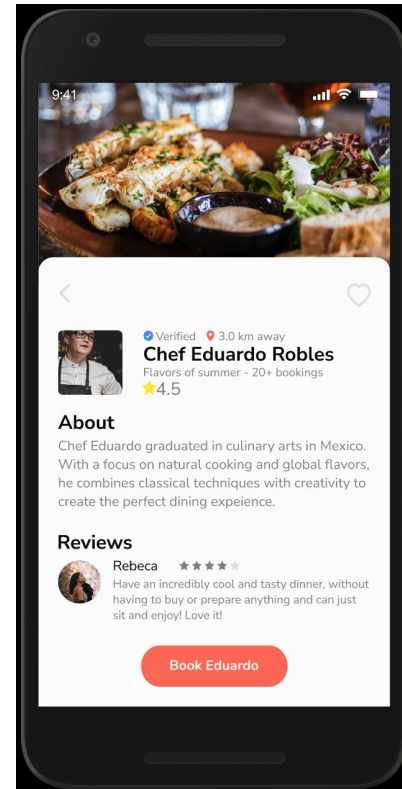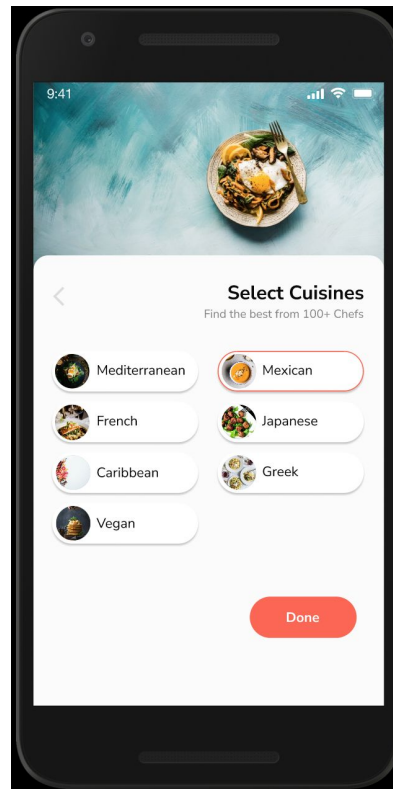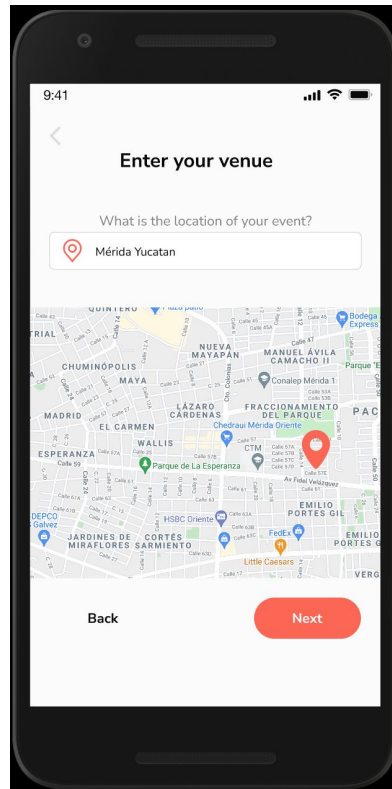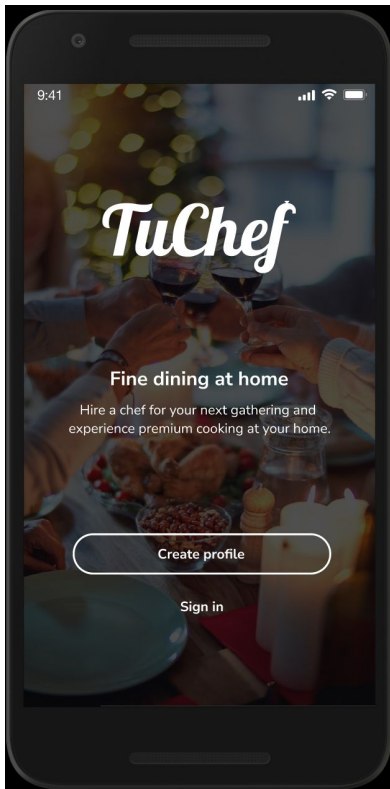
Your Event

9:41

Your Event

May 28 2021 - 19:00hrs.

4 Guests

Chef Eduardo Robles

Flavors of Summer

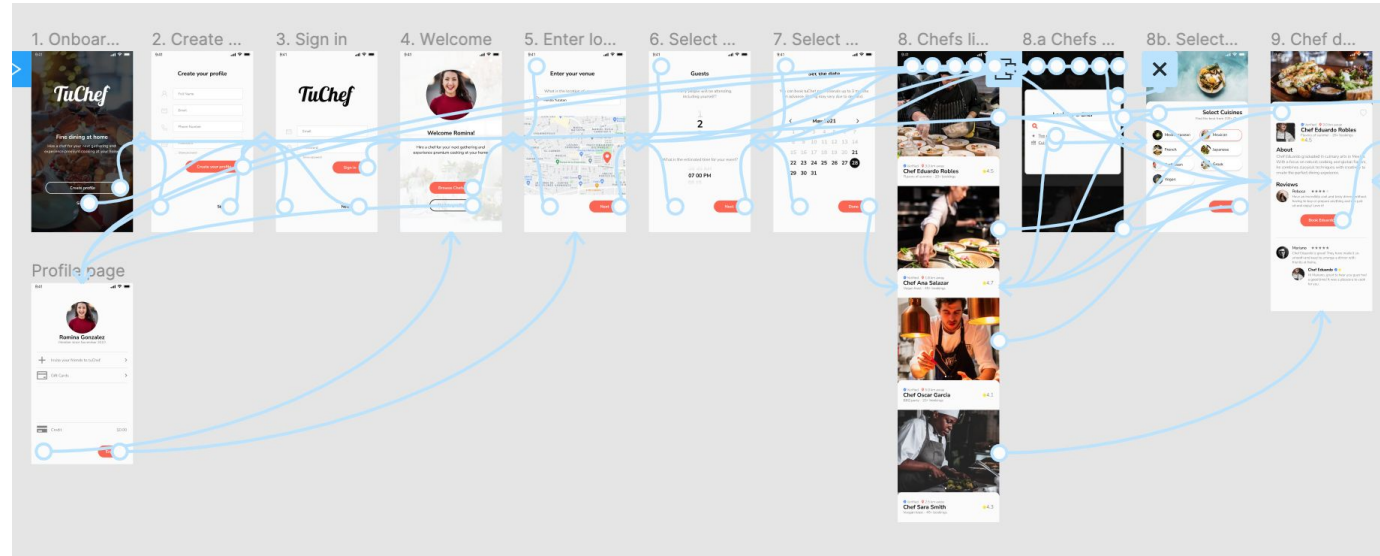Total: $540 usd

Order

Back   Order

Mockups

High-fidelity prototype

The hi-fi prototype followed the same "browse and hire a chef" user flow as the lo-fi prototype, and included the design changes made after the usability study.

Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used reviews and ratings to help all users in the hiring process.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app makes users feel like TuChef really thinks about how to meet their needs.

One quote from peer feedback:

"Love it, it's super easy to use!

So cool to be able to invite your friends and family home, have an incredibly cool and tasty dinner, without having to buy or prepare anything and can just sit and enjoy! Love it!"

What I learned:

While designing the TuChef app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!

Thank you for your time reviewing my work on the TuChef app! If you'd like to see more or get in touch, my contact information is provided below.

Email: iam.mauriciogarcia@gmail.com
Website: https://mauriciogarcia.netlify.app/

Thank you!