

SHANNON MAY HALL

COLCHESTER EATS

COLCHESTER EATS





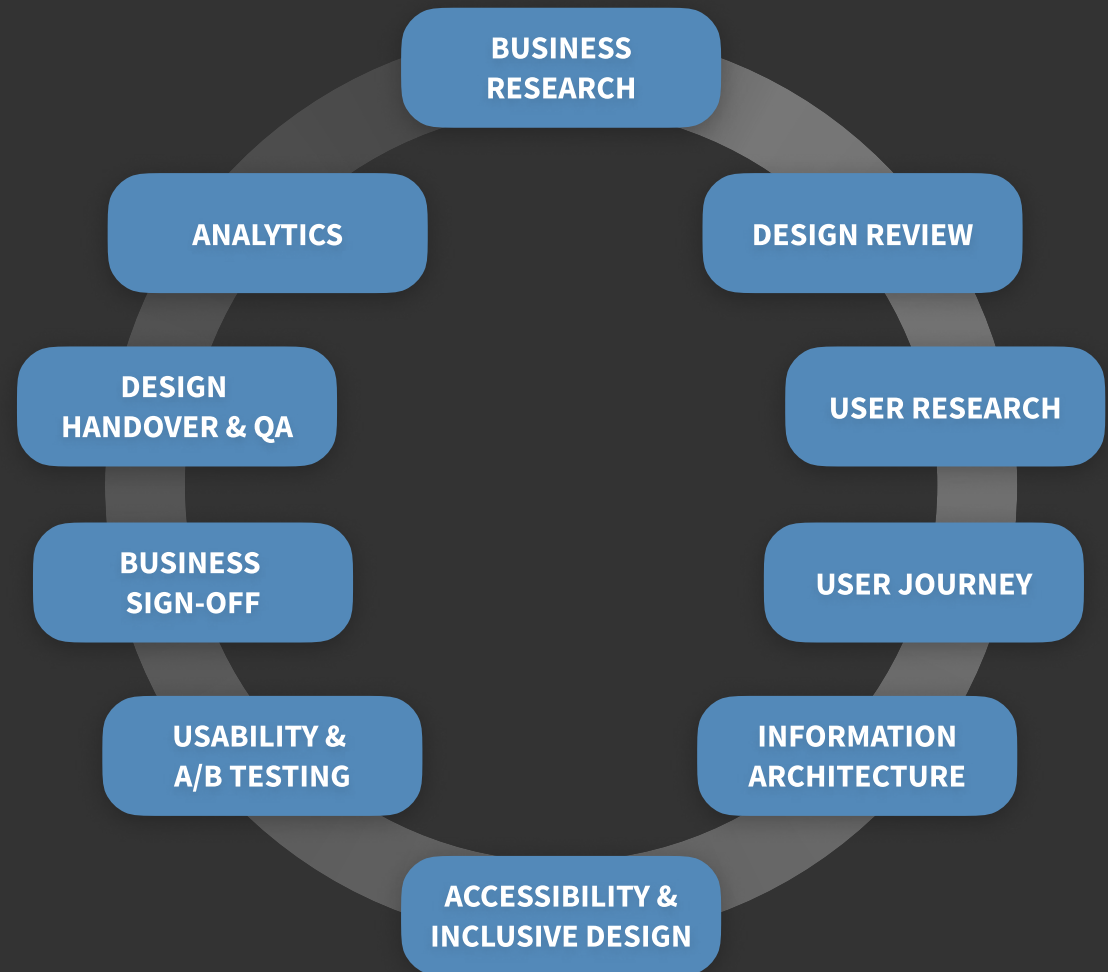
Hey, I'm **Shannon May**, a **visual UI designer** and **2D artist**

I'm a passionate creative that has worked across print, digital and social media design. My career began with a certification in computer science but quickly moved into more creative spheres, where I've been creating design solutions for companies large and small.

I have recently focused my study on visual UI/UX design, culminating in a UX design certification from the School of UX. I'm interested in the gaming and education sectors especially, and would love to work with you on your next project!



Design process



[SKIP TO THE FINAL SCREENS](#)

COLCHESTER EATS

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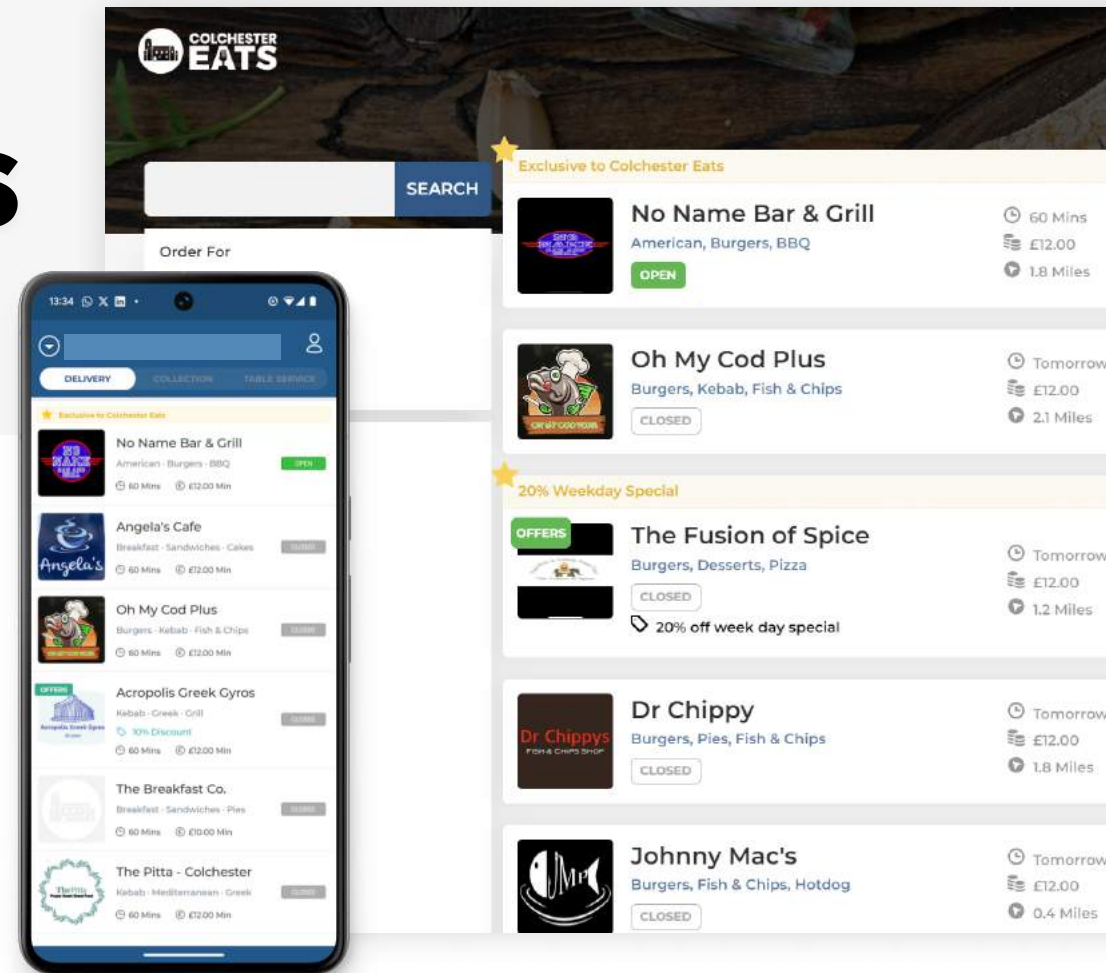
Improving conversion rates and special offer uptake for 'Colchester Eats' local food delivery website/app

BACKGROUND

Colchester Eats is a local-based competitor to apps such as Just Eat, Deliveroo or Uber Eats with the mantra of #SupportLocal. You can order takeaway for delivery or collection from restaurants in and around Colchester.

TEAM STRUCTURE

I worked on both the UX research and UI structure as the UX/UI designer during this project - This was an unsolicited project created as a case study as a part of the School of UX course.



MY RESPONSIBILITIES

I aimed to improve the user experience of choosing a takeaway to order from, minimising user frustrations so that they do not drop off before reaching the order process.

Business research

Understanding business requirements

This stage involved deeper research into the company itself, its values, and priorities. I've used the Lean Canvas method to help us quickly define the current problems, business goals, value propositions and metrics - please see next page for the full document. Establishing these things early helped us to create more tailored user tests based directly on user pain points or theorised issues.

BUSINESS GOAL

Improve customer conversion rates and customer uptake of special offers.

PROBLEM DEFINITION Hypothesis 0

There is a lot of customer dropoff before reaching the order page, in which customers will often go to a competitor app. (Justeat, Deliveroo etc)

Lean UX Canvas (v2)

Title of initiative:
Colchester Eats

Business Problem

What problem does the business have that you are trying to solve?

Customer's have expressed a difficulty choosing products, which leads to customer dropoff before ordering, in which they will often go to another competitor app (Justeat, Deliveroo etc)

Users

-Takeaway purchasers in Colchester who prioritise supporting local businesses are our primary demographic for this business problem.

-We have a secondary demographic here in the form of the restaurants that sign up for our service; being able to provide consistent orders from our platform to them will help to convince them that we are a better alternative to larger platforms such as Justeat and Deliveroo.

Hypotheses

We believe that a higher customer conversion rate will be achieved if Takeaway Purchasers can easily choose foods they think they'd like, which becomes easier if they can see examples of the food available.

We believe that the ratio of orders taking advantage of special

Solutions

- Imagery - Images of decision making when page of takeaways with burger is just a burger see the difference!

- Offers and app exclu differentiated in some different icons or move the UI, as users may t price offers available leads to drop off before screen.

It is not clear when a which could mean cus closed takeaway, fall and then realise they suggest a colour mark well as the current 'clo

What's the m thing we need

Our hypotheses hin 2 risky assumptions having trouble ident

Lean UX Canvas (v2)

Title of initiative:
Colchester Eats

Date: 01/01/2024

Iteration: 1

Business Problem

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Hypotheses

We believe that a higher customer conversion rate will be achieved if Takeaway Purchasers can easily choose foods they think they'd like, which becomes easier if they can see examples of the food available.

We believe that the ratio of orders taking advantage of special offers will increase if Takeaway Purchasers can get a better deal on their order, which is more achievable if available offers are clearer to the user.

Solutions

- Imagery - Images of food will aid customer decision making when presented with a page of takeaways with similar offerings. A burger is just a burger until you can actually see the difference!

- Offers and app exclusivity should be differentiated in some way, either with different icons or moved to different areas of the UI, as users may think a takeaway has price offers available when they don't. This leads to drop off before reaching the order screen.

It is not clear when a takeaway is closed which could mean customers choose a closed takeaway, fall in love with the food, and then realise they can't actually have it. I suggest a colour marker of some kind as well as the current 'closed' wording.

What's the most important thing we need to learn first?

Our hypotheses hinge on confirming these 2 risky assumptions: That people are having trouble identifying offers available, and that food images will enhance the ordering experience.

Business Outcomes

How will you know you solved the business problem? What will you measure?

Improve customer conversion rates and customer uptake of special offers.

We will measure with:

- A/B testing to see which version users prefer
- Customer conversion rate
- Ratio of orders that used special offers in comparison to those that did not

User Outcomes & Benefits

Why would your users seek out your product or service? What benefit would they gain from using it? What behavior change can we observe that tells us they've achieved their goal?

Users can:

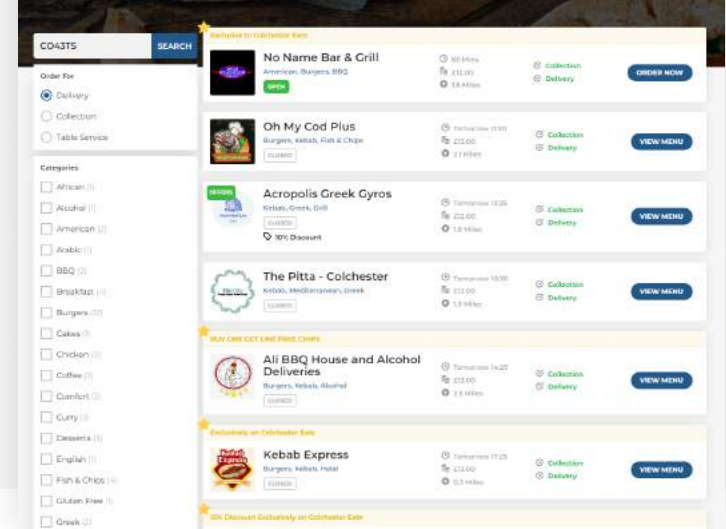
- Easily choose foods that they think they'd like or like to try from a wide selection of restaurants.
- Get a feeling of satisfaction from buying local and supporting local businesses.
- Get a better deal on their order by taking advantage of offers to save money or get free food.
- Try new foods that maybe they couldn't before by purchasing from restaurants exclusive to Colchester Eats

What's the least amount of work we need to do to learn the next most important thing?

A user test with the following scenario: You want to get a takeaway on a Friday night, and you fancy a burger. You live in postcode area CO43TS. You would like it delivered, and you would like a place that sells burgers and is open right now because you're pretty hungry. Are you drawn in by any of the takeaways in particular? Is there anything you think is missing that might help you choose between them?

Design review

I have reviewed both the website and app version of Colchester Eats, and have found review points that are relevant to both.



WHAT WORKS

Hypothesis 1

- ✓ Opening times and other key details are all clearly listed

Hypothesis 2

- ✓ Comprehensive food categories that are easy to filter

Hypothesis 3

- ✓ Ability to sort between delivery/collection to suit the customer's needs

Hypothesis 4

- ✓ The platform branding is secondary, the takeaway brands are the most prominent

Hypothesis 5

- ✓ Clear company mantra of eating local and supporting local businesses.

WHAT COULD BE IMPROVED

Hypothesis 6

- ? Offers and app exclusivity seem to be marked with the same icon which is confusing

Hypothesis 7

- ? The 'multiple offers' widget is the same style as the 'restaurant open' widget which creates confusion

Hypothesis 8

- ? View menu/order now buttons seem redundant, you want to see the menu if you click a restaurant

Hypothesis 9

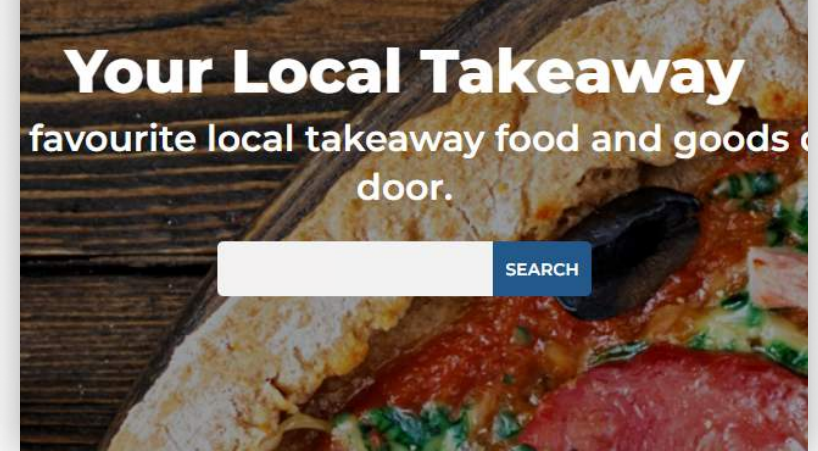
- ? The 'Restaurant closed' marker isn't clear enough so the user may think a restaurant is open.

Hypothesis 10

- ? Lack of food images to show the customer what they are buying

User research

I want to understand the userbase and use that to prove my hypotheses as we go forward.



AVERAGE USER PROFILE

- Lives in or around Colchester, Essex
- Average customer age range: 25-40
- Buying local is important to them
- Appreciates a bargain



I arranged calls via zoom from both Colchester residents and those outside (with the caveat that the scenario tests specifically made the users imagine they were from Colchester.) I both listened to their initial thoughts on the website/app, and asked them questions to direct them to specific parts of the process that my hypotheses are centered around.

KEY USER TEST FINDINGS

80%

of users mentioned that they wanted to be able to see what sort of food they could purchase

Hypothesis 10

Lack of food images to show the customer what they are buying



Pass

100%

incorrectly identified app exclusivity as an offer due to the icon being the same

Hypothesis 6

Offers and app exclusivity seem to be marked with the same icon which is confusing



Pass

User research

I want to understand the userbase and use that to prove my hypotheses as we go forward.

MORE KEY USER TEST FINDINGS

60% of users commented on the ease of finding the category of food they would like

Hypothesis 2

Comprehensive food categories that are easy to filter



Pass

80% of users correctly identified which restaurants were open and which were closed

Hypothesis 9

The 'Restaurant closed' marker isn't clear enough.



Fail

COLLATING APP & WEBSITE REVIEWS

I went through public reviews on the google store, apple store and reviews for the website itself to see customer thoughts, which confirmed the following hypotheses:

Hypothesis 4

The platform branding is secondary, the takeaway brands are the most prominent



Pass

Hypothesis 5

Clear company mantra of eating local and supporting local businesses.



Pass



Sidneyellis, 05/01/2022

Mersea

Finally somebody delivers to Mersea



Colin MacDonald



21 July 2021

A great app and their team is providing great service to the local businesses. Never had an issue with any of my orders.

2 people found this review helpful



suzzzzler, 24/05/2020

Beats just eat

Deffo using this in future keep money in the area and not big corps ripping off our local businesses well done

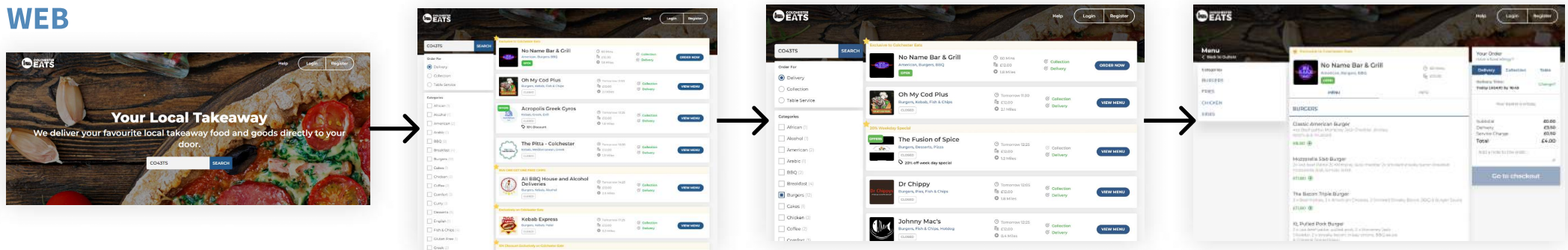
User journey

Understanding the journey a user takes to select their takeaway is important to look at to see where things can be improved

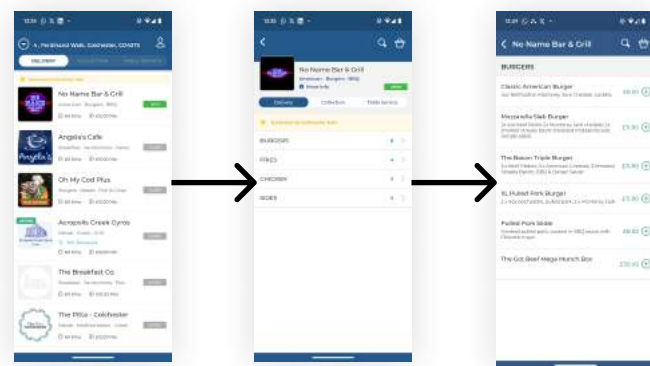


CURRENT TAKEAWAY SELECTION JOURNEY

WEB



APP



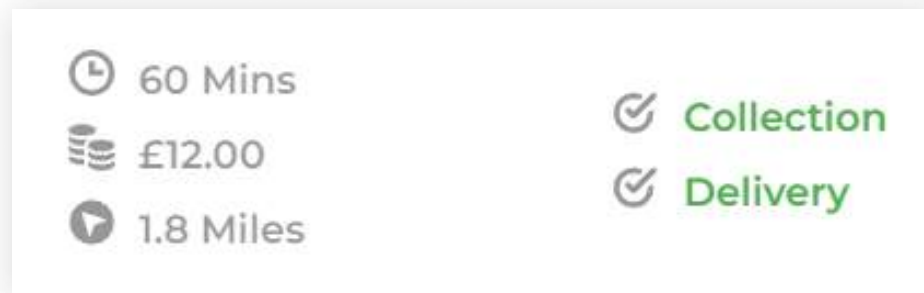
While the web and app journeys differ slightly, they both still have the same UX problems/wins that are identified in my hypotheses.

Information architecture

I want to ensure that users can find the takeaway information they want easily

THE MISSING LINK: DELIVERY COST

During my user testing it was identified by 2/5 users that though they could see the minimum spend on the main browsing page, they could not see the delivery cost - I have identified this as very important to users and this will be implemented in the new version.



Hypothesis 1

Opening times and other key details are all clearly listed

✗
Fail

THE CLOSED STATE IS OBVIOUS....

BECAUSE THE OPEN STATE IS MORE OBVIOUS!

Even though the closed state isn't visually easy to see at a glance, the open state of a takeaway is, and open takeaways are always pushed to the top of the screen. As there are only 2 states, users can easily assume a takeaway is closed if they can't see the bright green 'open' widget. If Colchester Eats chooses to take food preorders in the future, this may need to be relooked at, but there are currently no plans to do so.

i 80% of tested users correctly identified which restaurants were open and which were closed.

Hypothesis 9

The 'Restaurant closed' marker isn't clear enough.

✗
Fail

Information architecture

I want to ensure that users can find the takeaway information they want easily

THE FOOD CAROUSEL

To better display the array of food available related to the category the user has selected, I designed a food carousel for the top of the takeaway selection screen. As meals already have specific tags in their respective menus (Burgers, Breakfast, BBQ etc.) the intention is for the carousel to use these tags to display a random

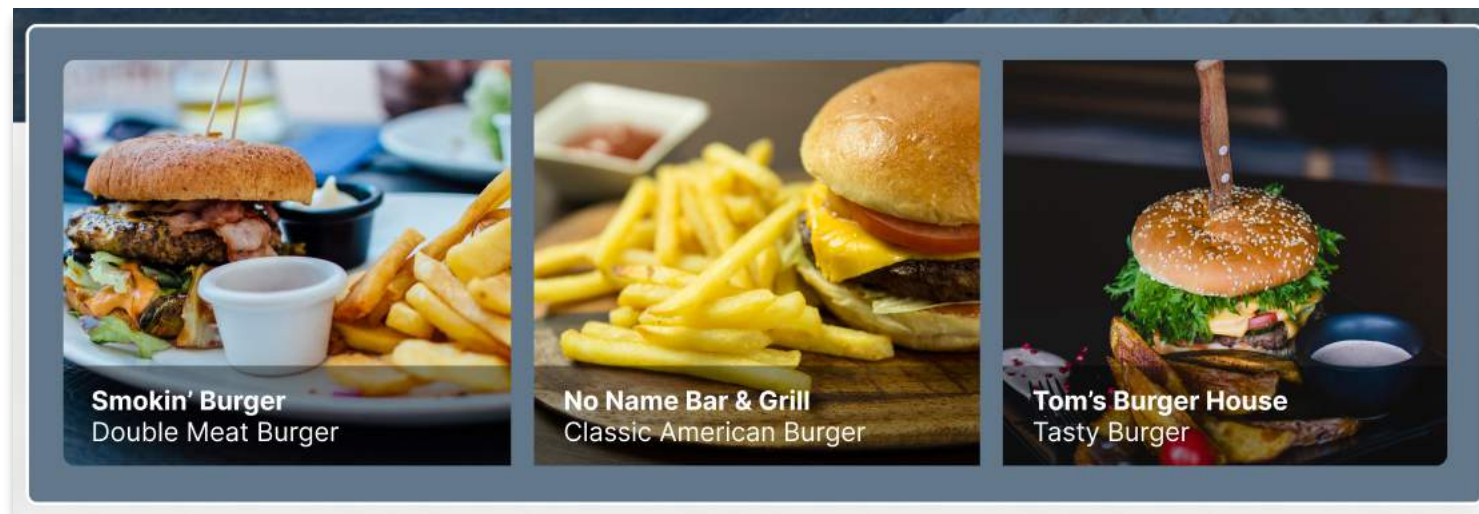
selection of relevant food to the user. In the future this could also be used to facilitate paid promotions.

Hypothesis 10

Lack of food images to show the customer what they are buying



Pass



Accessibility

I want to ensure our design is universal and works for everyone.

WCAG VALIDATION

I aim to have the website follow the [Web Content Accessibility Guidelines](#).

- ✓ Legible text sizes and large buttons
- ✓ minimum AA colour contrast ratio
- ✓ System is accessible on different screen sizes
- ✓ System is responsive & doesn't take long to load



Protanopia

Protanomaly and Protanopia are a form of color blindness that primarily affects a person's ability to distinguish between colors in the red and green spectrum. It is a relatively common condition, affecting up to 8% of men and less than 0.1% of women.

WCAG AA Compliance Guidelines

- Add redundant UI signals for states.
- Error and success conditions should be

Simulate

Reset

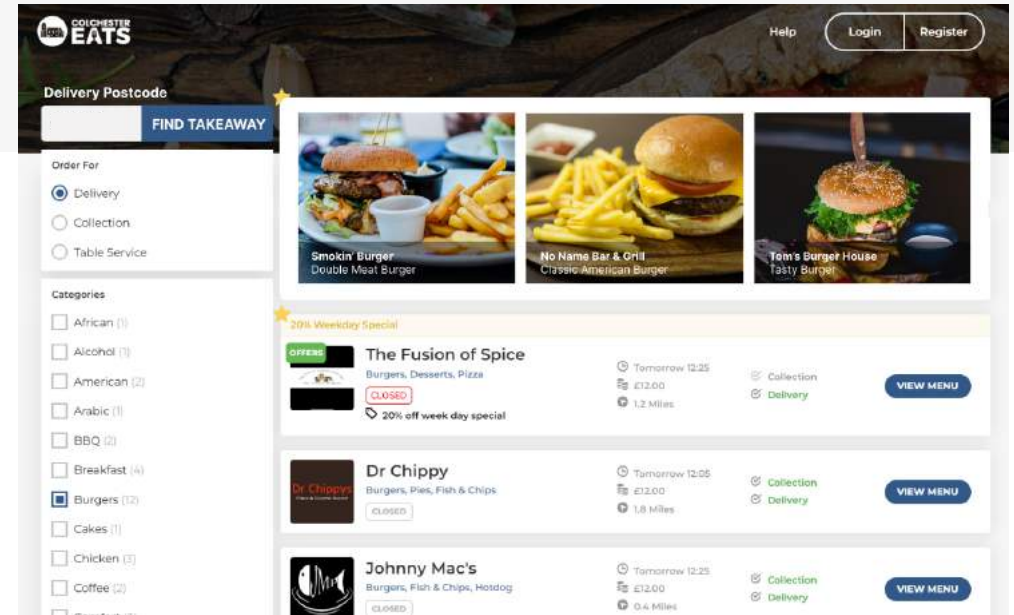
VISUAL ACCESSIBILITY

The design was tested using visual impairment simulation tools - the design is suitable for colour blind users (both protanopia and full colour blindness), users with light sensitivity, and users with minor vision acuity.

Wireframes & Early Prototypes

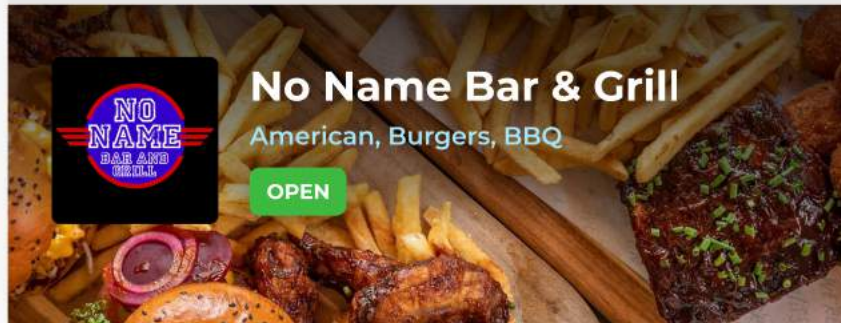
Early designs based on user research and initial hypotheses

EARLY FOOD CAROUSEL PROTOTYPE



RESTAURANT ENTRY WIREFRAME

★ FREE* Portion of Chips



🕒 60 Mins

📦 Min. Order £12.00

👉 £2.00

📍 1.8 Miles

✔️ Collection

✔️ Delivery

ORDER NOW



Usability testing

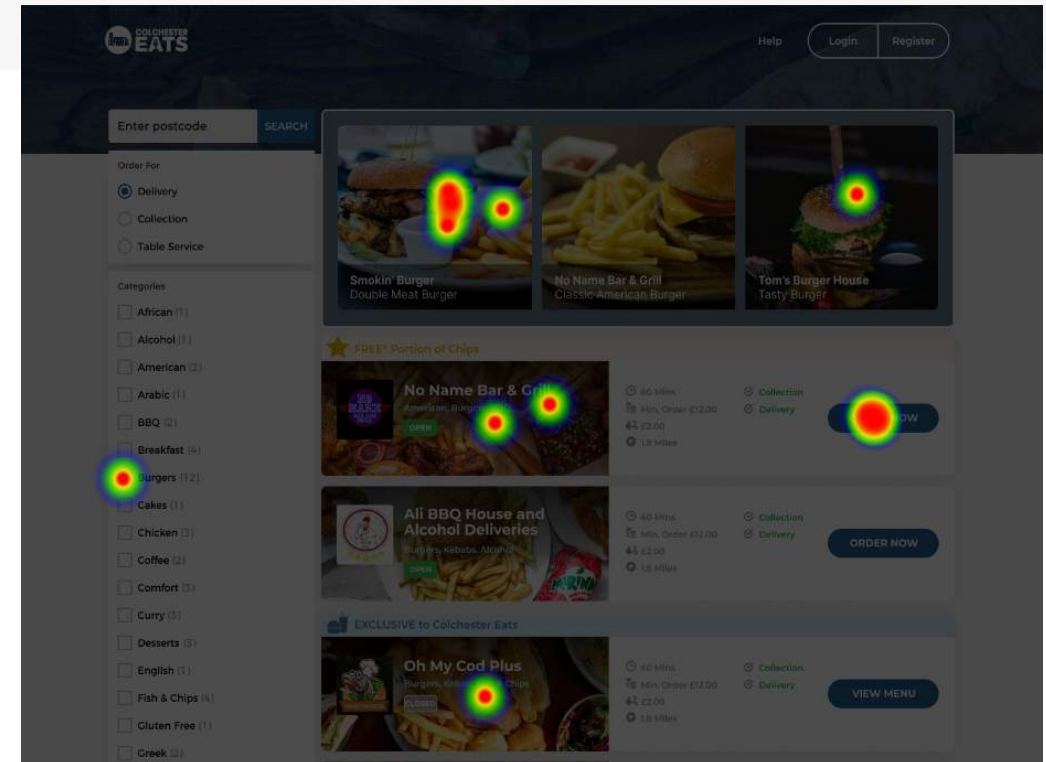
I used various tests to validate my design decisions

SCENARIO WALKTHROUGH

I set up the following scenario for users, and gave them a prototype to click-test:

Imagine you are looking to get some burgers delivered on a Friday night - Please click where you think you should to view the restaurant you're most interested in.

While user food preferences factored into this test, the test was more to see the things on screen that a user deems need to be clickable. From my tests I can see that the entire restaurant entry needs to be interactable (including an order now button which I previously thought was redundant) and users also expect food images to be clickable.



Hypothesis 4

View menu/order now buttons seem redundant, you want to see the menu if you click a restaurant



Fail

Usability testing

I used various tests to validate my design decisions

QUESTION TEST

Using Lyssna, I fielded answers to a A/B test of the old design vs my proposed new design.

92% of users chose the new design when asked which one made them want to order a takeaway more

According to Lyssna.com, taking into account my sample size, this means that this result is 99% likely to be statistically significant and not due to random chance.

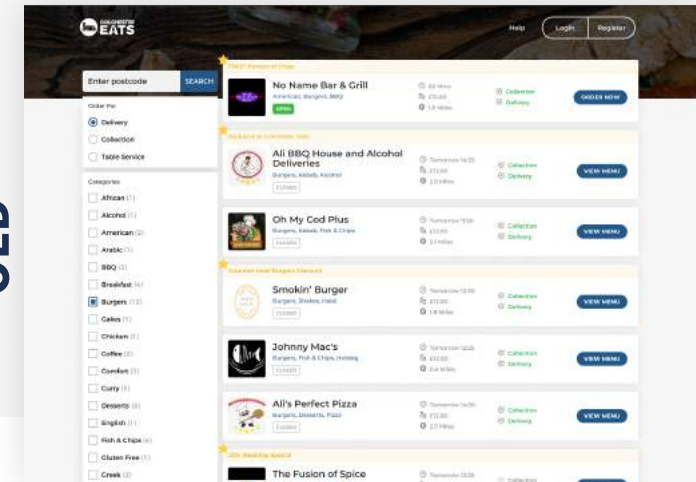
Additional comments confirmed my hypotheses further, and that this design will successfully solve the business problem outlined in the initial brief.

“The pictures are big and clear which makes the navigation easier, you get better idea of the food the restaurant is offering which makes the whole experience more engaging”

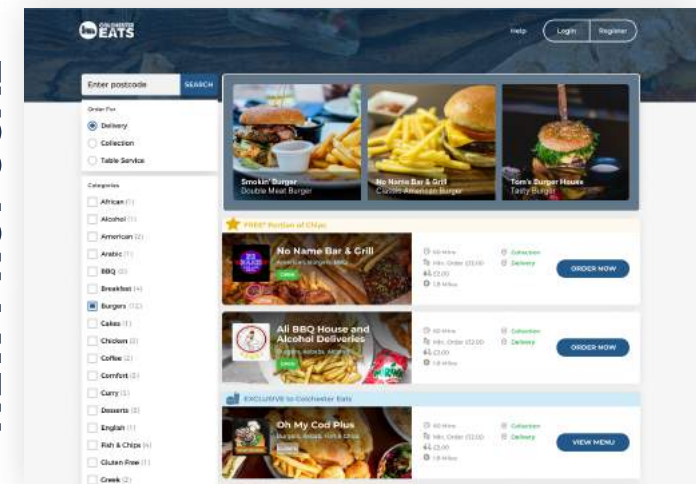
“Bigger images of food makes this more appealing, as you can see clearer what to expect”

“Good photo visuals and better views of offers”

OLD



NEW PROPOSAL



Usability testing

I used various tests to validate my design decisions

WORD CLOUD

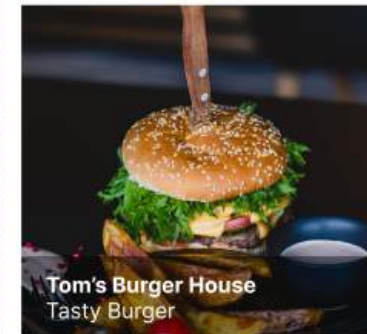
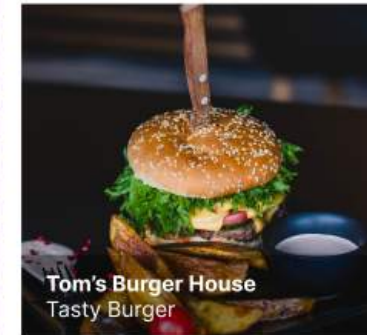
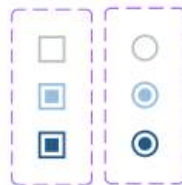
This word cloud was generated from the comments I received during my usability tests - from this we can see that words such as 'pictures', 'visuals' and 'food' feature heavily, which shows some of the user priorities when leaving feedback. 'Information' and relaying it clearly is also important according to user feedback.





Components

Component states from the final prototype



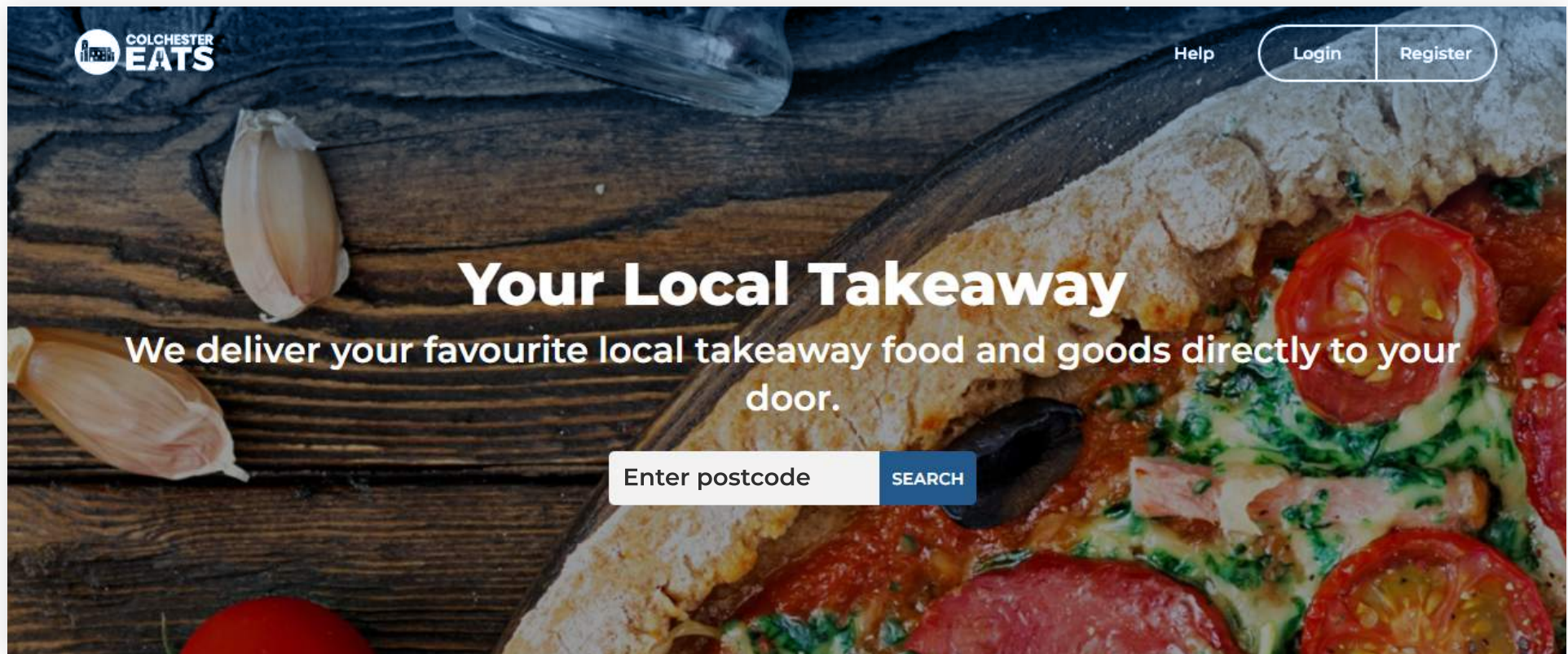
COLCHESTER EATS

Final Screens



COLCHESTER
EATS

You can access the interactive prototype at
www.shannonmay.co.uk/colchestereats.html

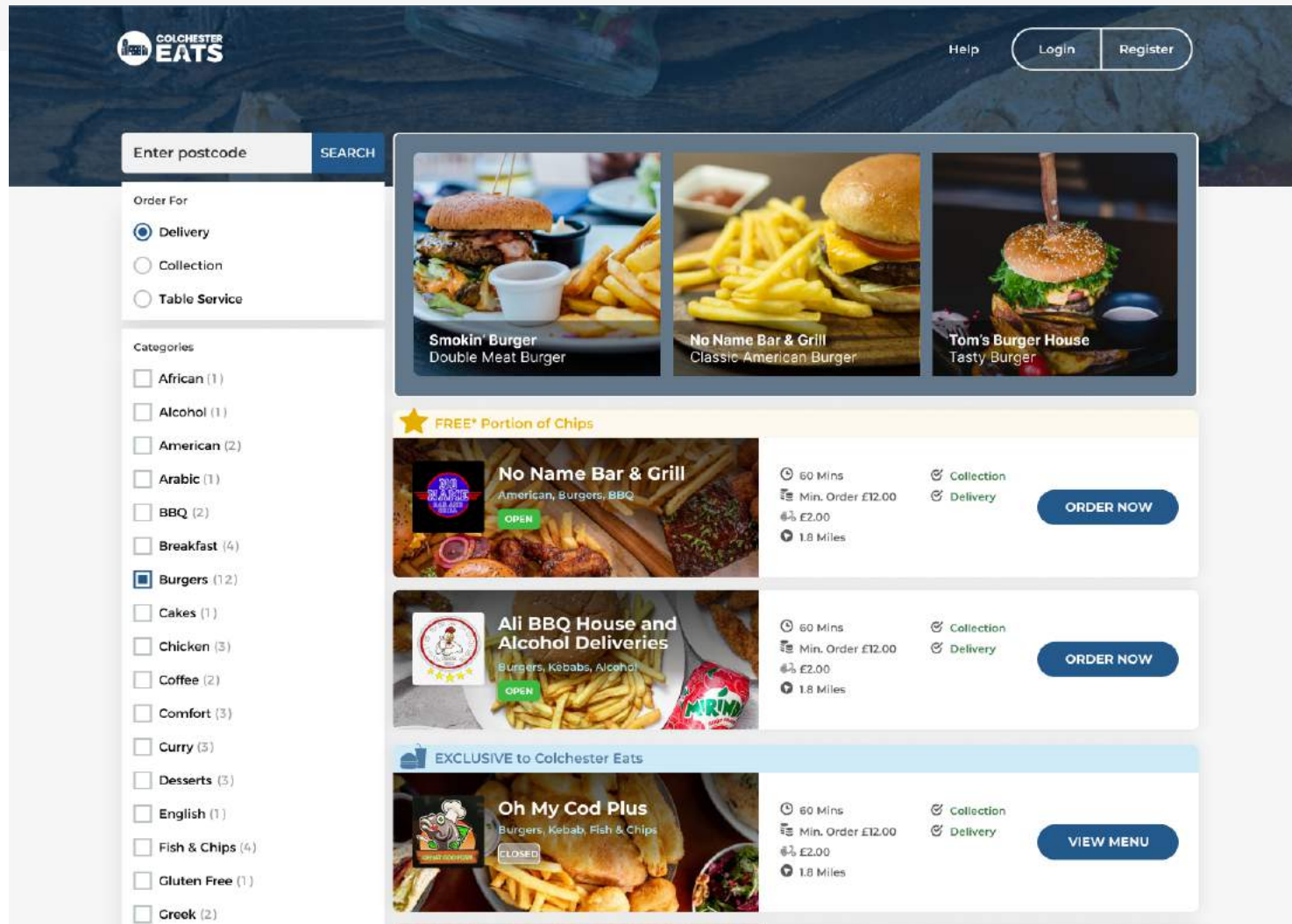


INTRO SPLASH SCREEN

Slightly modified to make the screen consistent with other branding.

Final Screens

The new design prototypes ready to be implemented



MAIN TAKEAWAY SELECTION SCREEN

Screen Upgrades:

- A randomised food carousel (based on food that is tagged the same as the selected category)
- More easily distinguishable offers and app exclusivity
- Hero imagery for takeaways
- Delivery prices clearly displayed

Final Screens

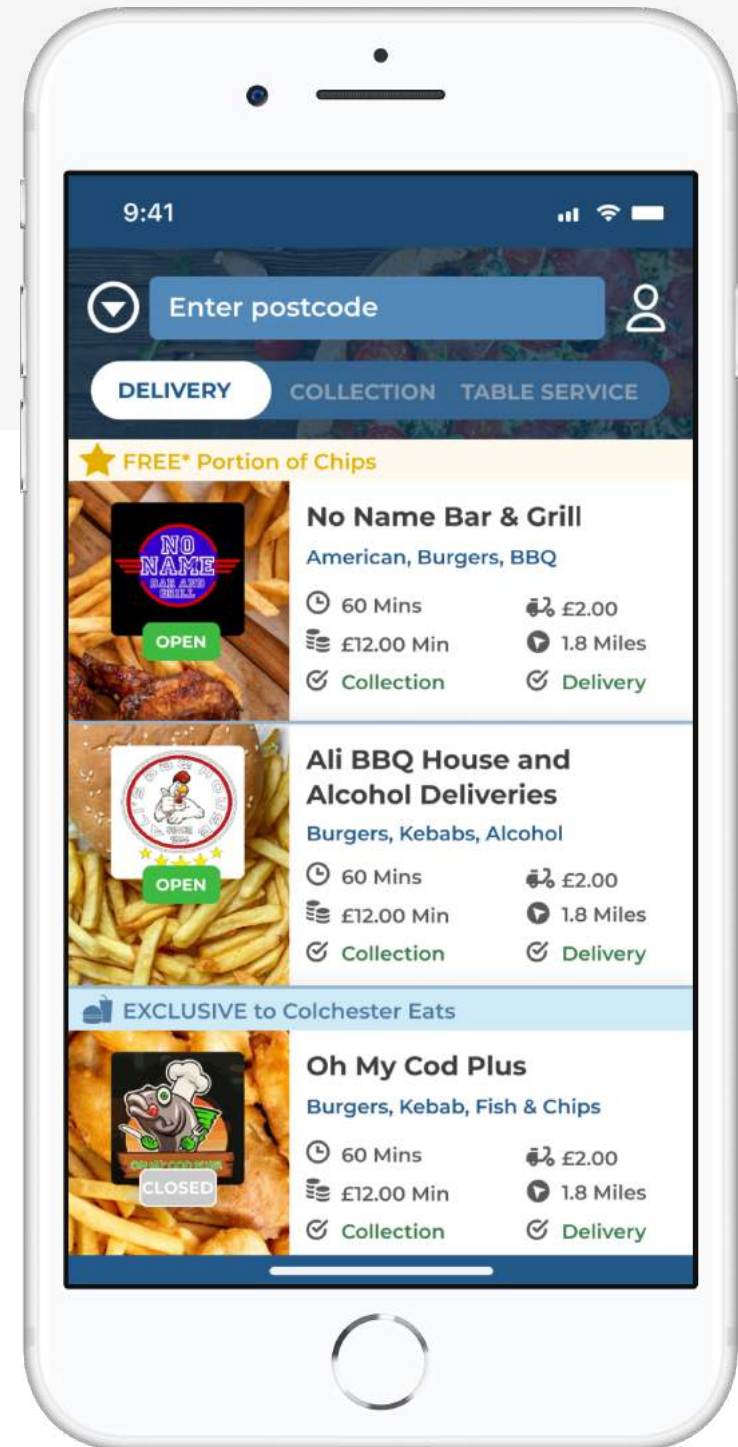
The new design prototypes ready to be implemented

MOBILE VERSION

While the main focus of this case study was the desktop web version, I also did some work on mocking up a similar mobile version to show what the site would look like with less screen real estate.



**COLCHESTER
EATS**



Analytics

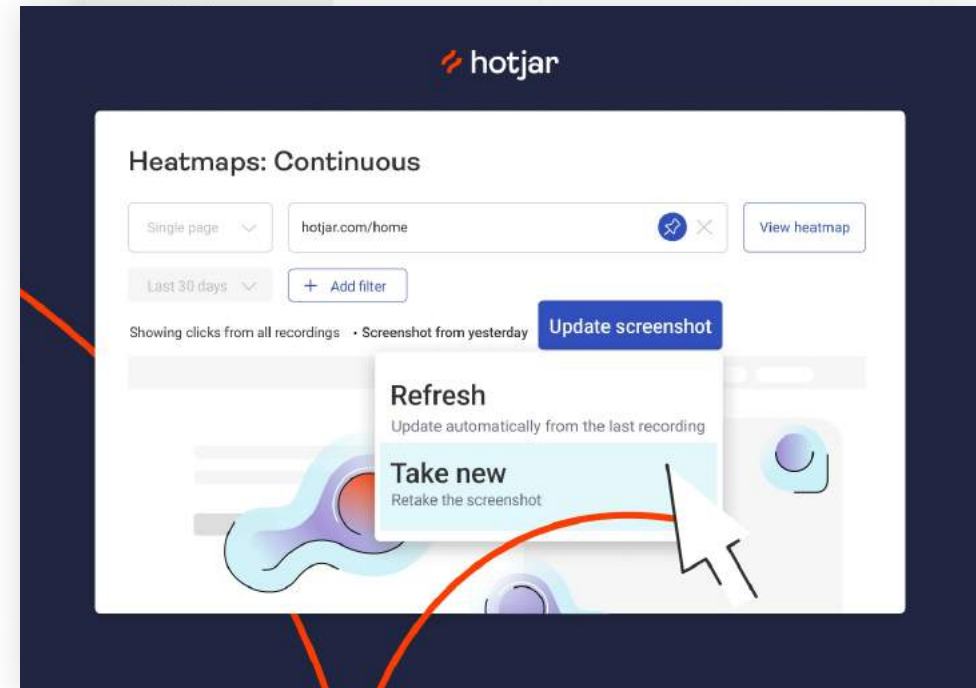
Tracking results going forward

GOOGLE ANALYTICS

Once the changes have been implemented, we can set up google analytics to track order conversions (as per the original business problem) and track which takeaways are getting more traffic (and whether this lines up with the use of offers or good food imagery)

SESSION REPLAY & HEATMAPS

Using Hotjar, I will be able to track where users are clicking on the screen (including pain points represented as rage clicks) this may help us to make further changes to the website/app in the future. I can also see the journey users take across the whole website via session replay.



Like this case study? Hire me!

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Or see the rest of
my portfolio at:
shannonmay.co.uk