

# TiffinBox

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# Project overview



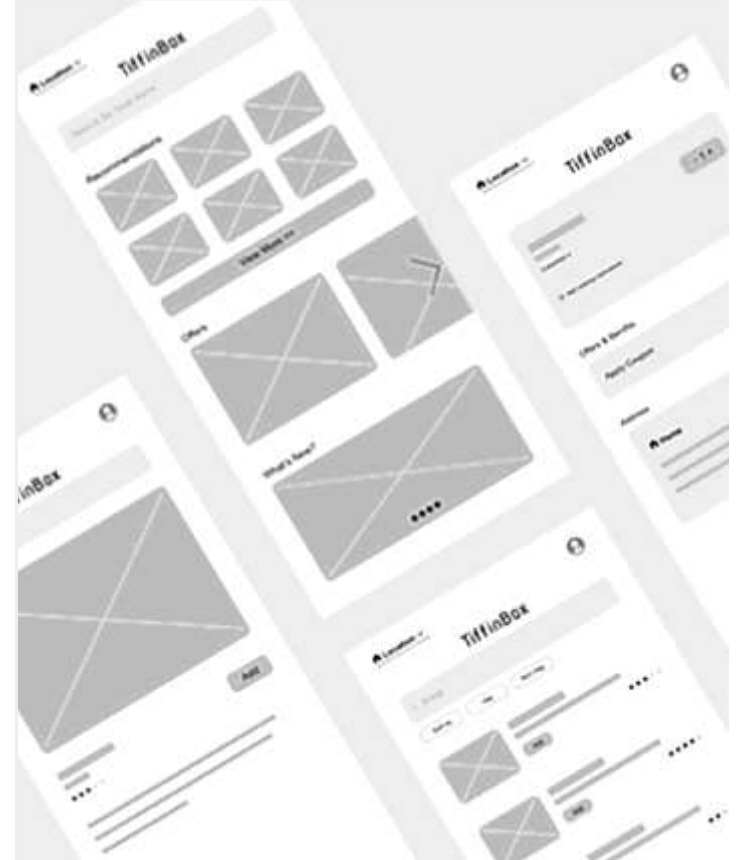
## The product:

TiffinBox is an online tiffin service establishment that caters to people who are job seekers, students, working professionals, or people who are away from their families. This aims to fulfill the craving for “Ghar ka khana” (Home cooked meal). TiffinBox operates in metropolitan cities and has a presence. Its aim is to provide good quality and healthy food at affordable prices. The meals provided by TiffinBox are customizable and freshly prepared and delivered to your doorstep in 30 minutes or less.



## Project duration:

1 month 14 days



# Project overview



## The problem:

Don't have options to get home-cooked hygienic food.



## The goal:

Creating an app to order the desired home cooked meal.

# Understanding the user

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

# User research: summary



## **User Survey**

I did a poll to assess how frequently a person buys food online each week and how vital is home-cooked food for people who are ordering food online.

From the poll, it is understood that there are so many people out there who are living alone or don't have enough time to cook food at home due to work who are really looking for some options to get home-cooked hygienic meals.

# Persona: **Alicia Ray**

## Problem statement:

Alicia Ray is a Project Manager in a big corporate firm. She needs proper nutrition for her kids and healthy food options for her husband because she does not have time to cook.



**Alicia Ray**

**Age:** 35  
**Education:** MBA  
**Hometown:** Kerala  
**Family:** Married, Lives with Husband and 2 kids  
**Occupation:** Project Manager

*"Growing up my mother always cooked for me and I don't want my children to miss the taste of home-cooked food"*

### Goals

- Quick and timely delivery
- Cater to all age groups hassle-free
- Affordable and budget-friendly customizable options

### Frustrations

- Healthy food options that are easily available for my family
- I can't find time to cook due to long working hours
- It's difficult to make sure that my kids are getting required nutrition

Alicia is a technical project manager, working in a multinational company. Her job requires her to often travel out of the station. It is hard for her to maintain a balance between her family and her career. She is constantly worried about her kids, who are in the age group of 10 to 15 years. She is always stressed about proper nutrition for her kids and healthy food options for her husband since she does not have time to cook.

# User journey map

Growing up my mother always cooked for me, and I don't want my children to miss the taste of home-cooked food.

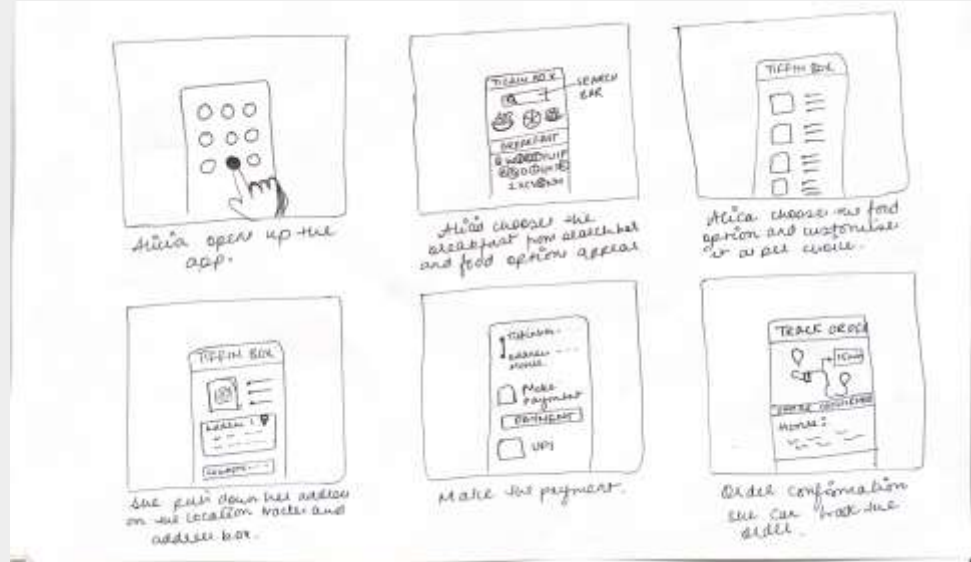
ACTION	Deciding Food	Browse Menu	Place Order	Complete Order	Receive Order
TASK LIST	Tasks A. Figuring out the craving B. Decide on veg or non-veg preference	Tasks A. Checkout the menu B. Select the food item going with the craving	Tasks A. Locate the phone number to order B. Place the order	Tasks A. Confirm order B. Make the payment	Tasks A. Inspect received food items B. Eat food
FEELING ADJECTIVE	Overwhelmed with the craving Excited to explore food options	Confused due to so many items	Unsure if the order will be same as expected or not	Unhappy with the time it's showing to deliver the order	Excited to try the received food
IMPROVEMENT OPPORTUNITIES	Creating an app can really help to explore food options	Food rating can help in deciding Add images Provide good filtration in app	Simple checkout	Show order status	Add giving a rating to the TiffinBox and delivery guy





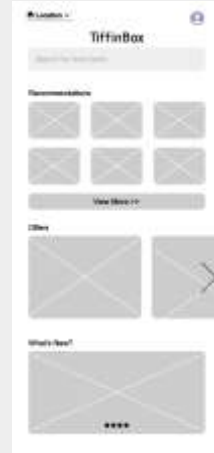
# Wireframes

An app that allows users to order and track food that is home-cooked, high in nutritional value, and hassle-free.



# Prototype

To gain a sense of how each screen would look like medium-fidelity wireframes were made.



# Usability study

Participant's Name: Alicia Ray				
Task	Click Path	Observations	Quotes	Task Completion
Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: 1 - easy to complete 2 - completed but with difficulty 3 - not completed
Prompt 1: If I said "Let's sort down to high rated food options," what do you think you might use this feature for?	N/A	<ul style="list-style-type: none"> <li>- Participant didn't find the filter option easily</li> <li>- Participant felt too overwhelmed by the number of options</li> </ul>	<p>"I don't really know if I see how helpful this would be."</p> <p>"There were so many food options I'm not sure how this would make it easy to select food."</p>	N/A
Prompt 2: Let's open Filter in the app. Now try to select a filter called "nearest." How would you go about doing that?	Open app > click on the search box > New browser tab > type the food > click on the sort option below the search box > select the filter	<ul style="list-style-type: none"> <li>- Participant didn't know where to find the filter</li> <li>- Participant expressed frustration at not being able to find filters</li> <li>- Participant went through many steps to accomplish their goal</li> <li>- Participant said they understood the value of the feature once they were able to find it</li> </ul>	<p>"Ugh, this is honestly super confusing, I don't even know where this would be."</p> <p>"It's confusing to me why this app has this feature, and then hides it."</p> <p>"Now that I'm able to find this feature, I can see how you might use sorts. Maybe they should rename it 'Filters'."</p>	2
Prompt 3: Let's say you now wanted to change the filter to veg. How would you do that?	Open app > click on search box > search the food > click on veg below the search box	<ul style="list-style-type: none"> <li>- Participant didn't know from where to find only veg options</li> <li>- Participant used trial and error to select veg filter</li> <li>- Once the participant was in veg options it was clear how to change the change the filters</li> </ul>	<p>"This is confusing because I just clicked on the filter, but it shows very limited options."</p> <p>"This was just pretty challenging altogether."</p>	2
Prompt 4: Finally, try to select best seller "Filter."	Open app > click on search box > search the food > click on best seller below search box	<ul style="list-style-type: none"> <li>- Participant didn't know where to begin looking for a best seller</li> <li>- Participant tried navigating to best-seller filter because it worked previously</li> <li>- Participant became frustrated and gave up when the best seller filter didn't bring them where they wanted and no other solution was apparent</li> <li>- Participant did not complete task until after the study was over</li> </ul>	<p>"This is confusing, I don't see anything here about sub-filters."</p> <p>"I eventually figured it out... but I don't really understand why you'd use a subfilter or what you'd really want it for."</p> <p>"I also don't know if filter and sort mean the same thing."</p>	3
Prompt 5: How do you think you'd improve navigation to filters?	N/A	<ul style="list-style-type: none"> <li>- Participant is frustrated that labels don't feel more intuitive to use</li> </ul>	<p>"I think creating applying filter should be front and center."</p> <p>"Changing the filter would be a lot better if you could just click on the actual filter next to the search box."</p> <p>"I don't understand why TiffinBox hides the filter feature. I mean, it's pretty much buried under search."</p>	N/A
<b>Additional Notes:</b> Everything else in the app was very clear except the filter feature.				

Thank you!