

Naruto Ramen House App Design

Pravallika Sai

Project Overview



The product:

Naruto Ramen House App is a Japanese Restaurant App located in Tokyo, Japan. Naruto Ramen House App strives to deliver delicious Japanese foods and side dishes. They offer a wide spectrum of competitive pricing. Naruto Ramen House targets customers like Foreigners and workers who lack the time or ability to prepare a family dinner.



Project duration:

September 2022 – March 2023



Project overview



The problem:

Users are facing language issues because of the non-native users



The goal:

Insert one to two sentences about the goal of the project.

Project overview



My role:

UX designer



Responsibilities:

user research, wireframing, prototyping, etc.

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 their needs. A primary user group identified through research
That they are unable to make orders in Japanese language apps.

This user group confirmed initial assumptions about Naruto Ramen House App customers, but research also revealed that language was not the only factor limiting users from ordering food. Other user problems included delivery time, interests, or challenges that make it difficult to get groceries for cooking or go to restaurants in person.

User research: pain points

1

Language

Foreigners Facing
Language Problem
While Ordering
The Food Online.

2

Time

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

3

Accessibility

Platforms for ordering
food are not equipped
with assistive
technologies

Persona: Name

Problem statement:

Maya is a busy young adulthood who works as a project manager and she did not know the Japanese language which made her frustrated to make food orders online



Maya

Age: 25

Education: Degree in University

Hometown: Hyderabad, India

Family: Lives with Mother

Occupation: Project Manager

"I love Japan and Japanese food "

Goals

- Time to focus on my carrier
- Loves to experience Japanese food by ordering online
- Helps mom at home

Frustrations

- Language problem, fear to speak Japanese due to lack of confidence
- Frustrated when people around me speak Japanese fast.

Maya is a recent immigrant to Japan who knows English and elementary-level of Japanese. She works as a project manager at google company, Japan. Maya often finds difficulty speaking Japanese while at work, restaurants, and shopping. So Maya loves to order Japanese food online to eat.

User journey map

Mapping Maya's user journey revealed how helpful it would be for users to have access to a dedicated Naruto Ramen House App.

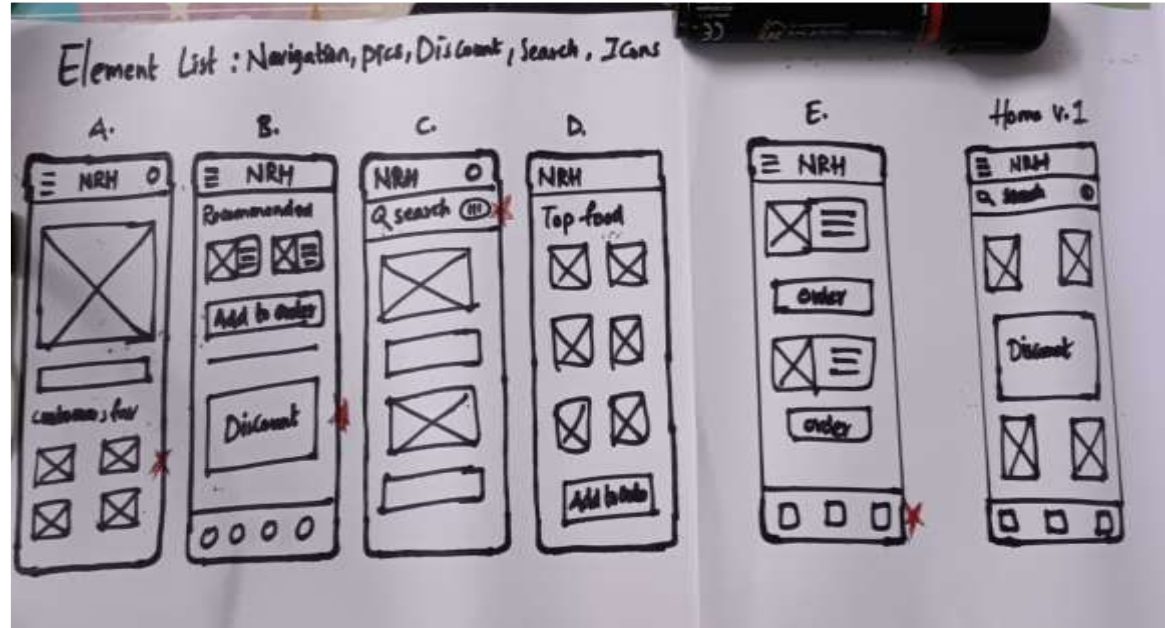
Persona: Maya

Goal: Easy way to order Japanese food online

ACTION	Select Restaurant	Browse Menu	Place Order	Complete Order	Order Delivery
TASK LIST	Tasks A. Decide on food type B. Search nearby restaurants in the browser C. Select a Japanese restaurant	Tasks A. Browse the online menu B. Select menu items	Tasks A. Fill in the location details B. Give a required mobile number C. Place order	Tasks A. Confirm order B. Choose Cash on delivery option for the payment C. Complete making order	Tasks A. Order delivered within 15mins B. Payment is done C. Eat the delicious food
FEELING ADJECTIVE	Overwhelmed by the number of restaurant options Excited to find a restaurant that they like	Choose English language to view the menu	Happily completed to place order	Felt easy to confirm the order by cash on delivery payment mode	Enjoyed the delicious food
IMPROVEMENT OPPORTUNITIES	Created a dedicated mobile app for Japanese restaurant	Optimize app for screen reader technologies	Provide a simple checkout flow	Provide option to include time details related to order	Include a reward program.

Paper wireframes

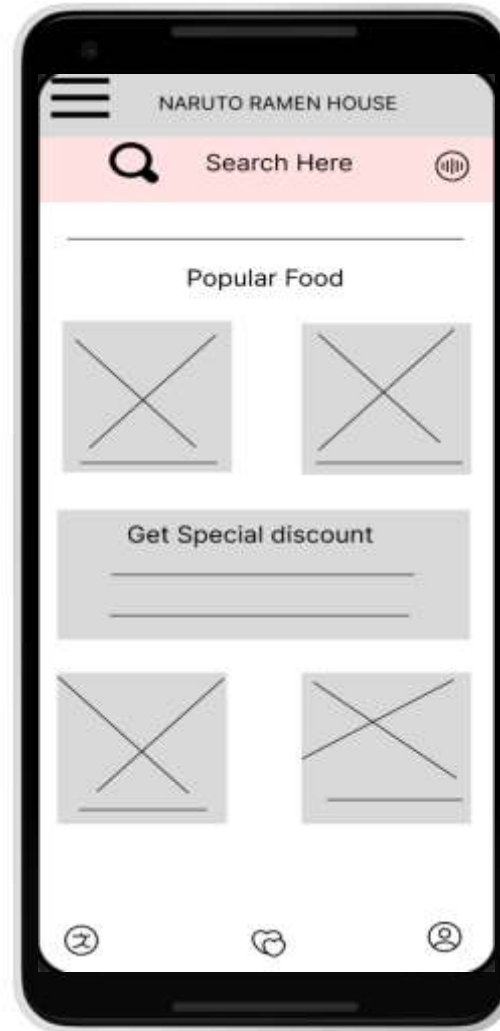
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. I prioritized a quick and easy ordering process for the home screen to help users save time.



Digital wireframes

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

This Option Gives Information about Food Details

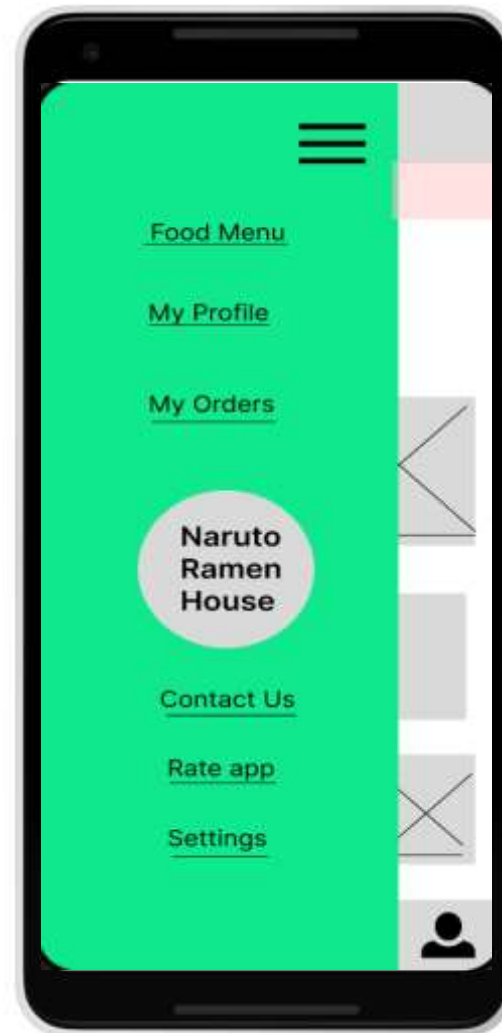


This option takes in to the discount page

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.

This Easy Navigation Menu feature shows the available options

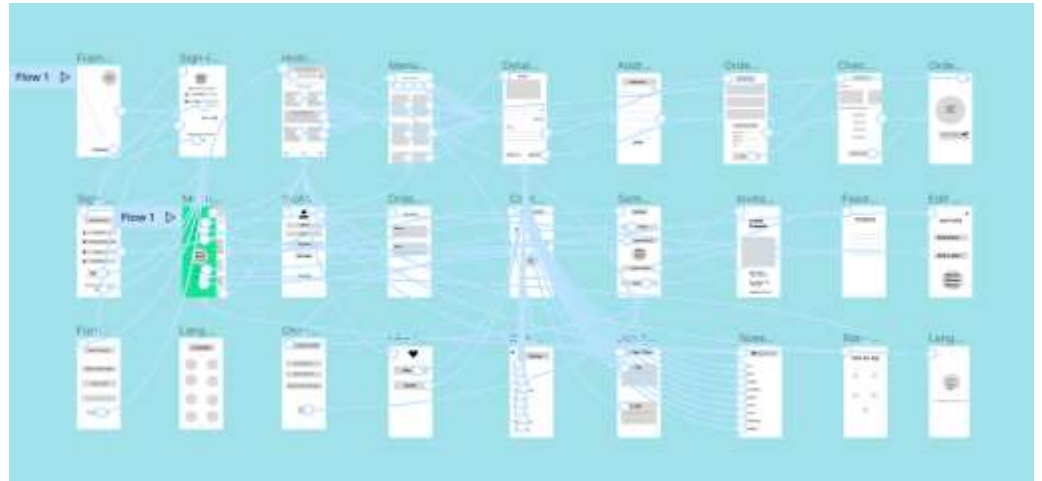


This was the home page screen

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected with was building and ordering food, so the prototype could be used in a usability study.

View the Naruto Ramen House [low - fidelity prototype](#)



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 The user want the language change option
- 2 The user wants fast delivery
- 3 User wants customization options

Round 2 findings

- 1 The checkout page was confusing
- 2 The Address page should need to be in another page
- 3 The User wants to add a mobile number while signing up

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Early designs allowed for some customization, but after the usability studies, I added additional options and Ingredients. I also revised the design so users see **all the customization options** when they first land on the screen.

Before usability study



After usability study



Mockups

The second usability study revealed frustration with the checkout flow. to streamline this flow, I consolidated the “Checkout screens”

I also added the **confirm order option** to this screen.

Before usability study



After usability study



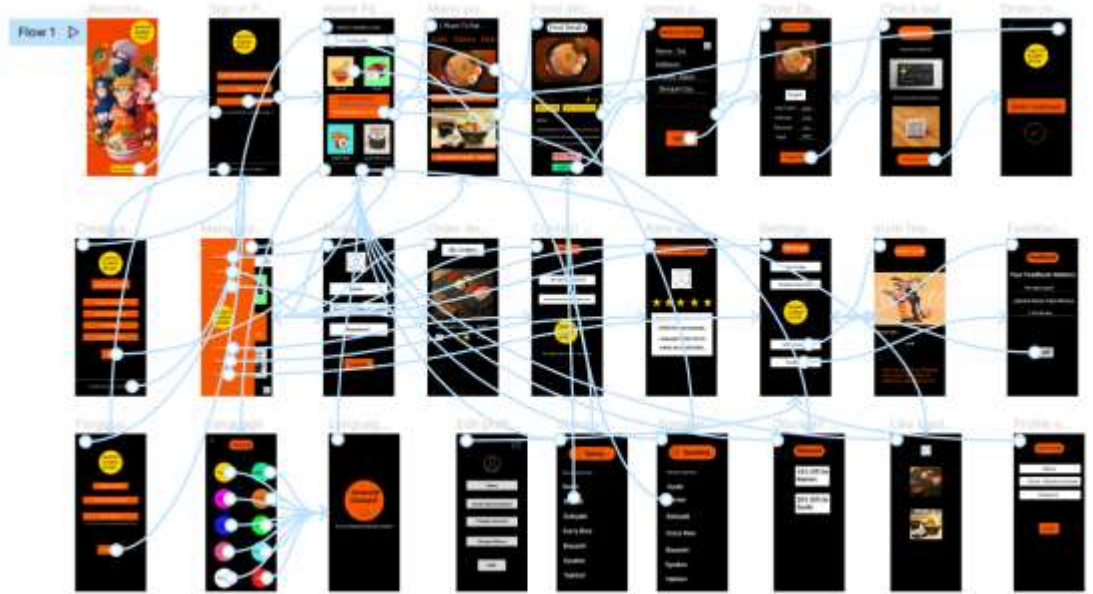
Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for building a Naruto Ramen House and checkout. It also met user needs for a language or delivery option as well as more customization.

View the Naruto Ramen House App [high-fidelity prototype](#)



Accessibility considerations

1

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

2

Used icons to help make navigation easier.

3

Used detailed imagery of food and toppings to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Naruto Ramen House App really thinks about how to meet their needs.

One quote from peer feedback:

"The app made it so easy and can use comfortable language to make order food online."



What I learned:

While designing the Naruto Ramen House 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 tests in order to rectify the errors and navigation problems

Let's connect!



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

Email: pravallikasai24@gmail.com

Portfolio: <https://www.pravallikasai.design/>

Thank you!