# App for a theme park snack shop

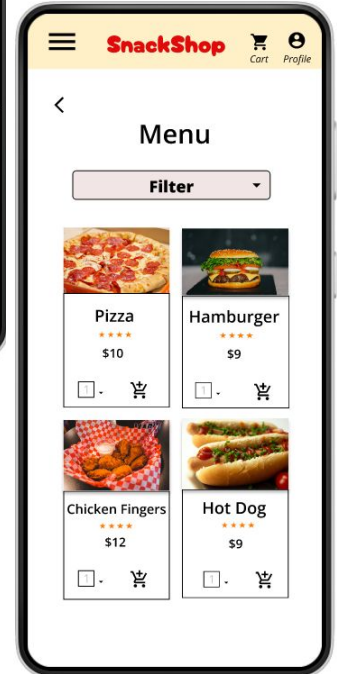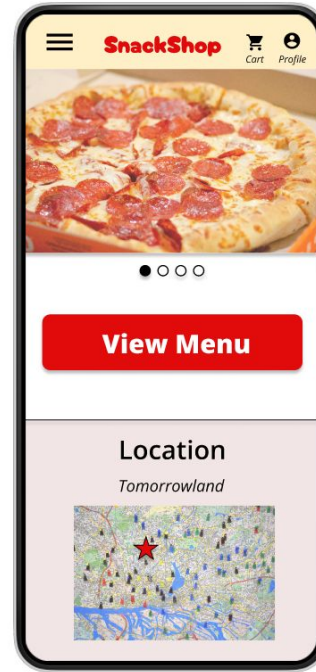**Candice Johnson**

Candice Johnson

# Project overview

**The product:**

The SnackShop app enables theme park patrons to avoid waiting on line to order food, pay, and pickup their order.

**Project duration:**

February 2022 - June 2022

# Project overview

**The problem:**

Theme park patrons are stuck waiting on long lines to order and pay for food. It is time consuming and takes away from their overall experience.

**The goal:**

To provide users a quick and easy way to order food while at a theme park.

# Project overview

**My role:**

Lead UX Designer

**Responsibilities:**

User research, wireframing, and prototyping

# User research: summary

I conducted interviews to better understand the wants and needs of my end user. Through research and interviews, I identified a primary user group as parents that need a quick and stress free way to order and purchase food while at a theme park.

Through this research, it was evident that a major form of frustration is the ordering process. Interviewees found this to be time consuming and stressful, especially when taking care of young children.

# User research: pain points

**1**

**Menu**

It is difficult to not know what is on the menu until the customer is about to order.

**2**

**Wait**

It is time consuming and frustrating waiting on a long line to order food.

**3**

**Confirming order**

It is frustrating to not know if the order was entered correctly, especially when placing a large order.

**4**

**Payment**

The current payment process of paying a cashier is time consuming and holds up the line.

# Persona: **Amanda**

**Problem statement:**

Amanda is a busy mother of two sons who needs to order food for her family at a theme park quickly and easily because she wants to enjoy the limited time she has with her family.

*"My sons are growing up so quickly. I want to make family memories that will last."*

**Amanda**

Photo by Bruno Nascimento on Unsplash

| | |
|---|---|
| **Age:** | 45 |
| **Education:** | BSN (Nursing) |
| **Hometown:** | Oceanside, NY |
| **Family:** | Husband & 2 Sons (7 and 5) |
| **Occupation:** | ICU Nurse |

**Goals**

- To make the most of her limited time with her family.
- To have fun with the least amount of stress possible.
- To eat quickly so they can go on rides.

**Frustrations**

- "I hate waiting on line when we could be spending time on the rides."
- "My sons take forever to decide what they want to eat. I want to decide what to order before we get on line."

Amanda has a busy career as an ICU nurse and cherishes the time she spends with her two sons. Her family enjoys going to theme parks to spend time together. When at theme parks, they want to eat as quickly as possible to make the most out of their time. She gets frustrated when they wait too long on line and when she can't see the full menu before ordering, since her two young sons sometimes can be indecisive.

# Persona: **Johan**

**Problem statement:**

Johan is a world traveler from Sweden who needs to ensure his order is correct before paying because he has a heavy accent and is often times misunderstood.

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*"You only live once. I want to make the most of my time!"*

**Goals**
- To enjoy traveling the world with his friends.
- To visit as many theme parks as possible.
- To easily and efficiently order food.

**Frustrations**
- "I hate when I'm not understood because of my accent and have trouble ordering what I want."
- "It's frustrating paying for an order that I don't know is correct."

Photo by John Fornander on Unsplash

**Johan**

**Age:** 24
**Education:** Bachelor's in Marketing
**Hometown:** Stockholm, Sweden
**Family:** Single & lives with roommate
**Occupation:** Marketing Associate

Johan lives in Stockholm and enjoys spending his free time traveling with his friends. He greatly enjoys theme parks and makes a point to visit at least one theme park during each trip. He speaks English but has a heavy accent. He often finds that when he orders food, his order is wrong because the cashier doesn't understand him. He would prefer to review his order before paying to make sure it is correct.

# User journey map

Mapping Amanda's journey revealed how helpful it would be for theme park guests to order and pay without waiting on line.

**Persona: Amanda**

Goal: To eat quickly so she can enjoy the theme park with her family.

| ACTION | Find a snack shop | Wait on the line | Decide with her sons what to order | Order food and pay | Collect food and eat |
|---|---|---|---|---|---|
| **TASK LIST** | Tasks<br><br>A. Locate snack shop on theme park map<br>B. Walk to snack shop | Tasks<br><br>A. Get on the line<br>B. Try to get two young sons to behave while waiting | Tasks<br><br>A. Read the options to her sons<br>B. Ask them what they want<br>C. Decide what to order | Tasks<br><br>A. Tell the cashier her family's order<br>B. The cashier repeats order to ensure accuracy<br>C. Pay for the order | Tasks<br><br>A. Stands by the counter to wait for food to be ready<br>B. Finds seats with her family<br>C. Eats quickly |
| **FEELING ADJECTIVE** | • Hungry<br>• Excited to eat | • Inpatient<br>• Stressed | • Feeling rushed to make a decision<br>• Frustrated reading menu to her sons | • Relieved to finally order<br>• Eager to start eating | • Happy to eat<br>• Feeling rushed by her sons who want to go back on rides. |
| **IMPROVEMENT OPPORTUNITIES** | • Add snack shop location on website/app | • Order ahead of time on app to avoid waiting on the line | • Include menu pictures for those who can't read/read English | • Create a way to self-order to save time (ex. Ipad, app, etc.) | • Create a notification, when food is ready |

# Paper wireframes

I created five different versions of my wireframe and chose the best parts of each one for my final version. I placed the order button prominently in the center and also included the location and map of the snack shop.
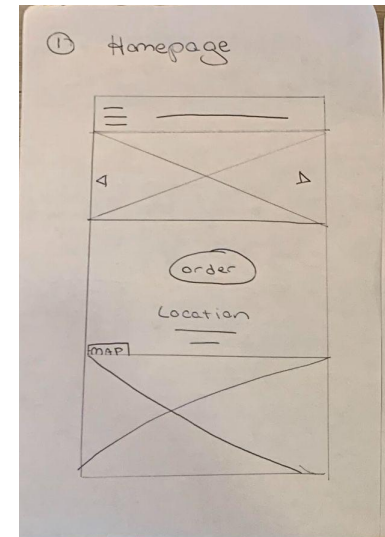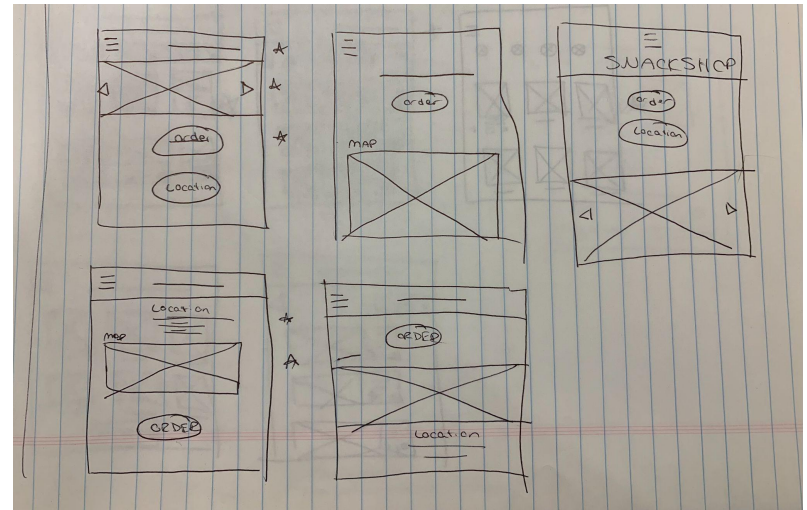
# Digital wireframes

One point of frustration for those interviewed, particularly for those not proficient in English, were menus not having pictures. This menu clearly gives all the information the user would need.
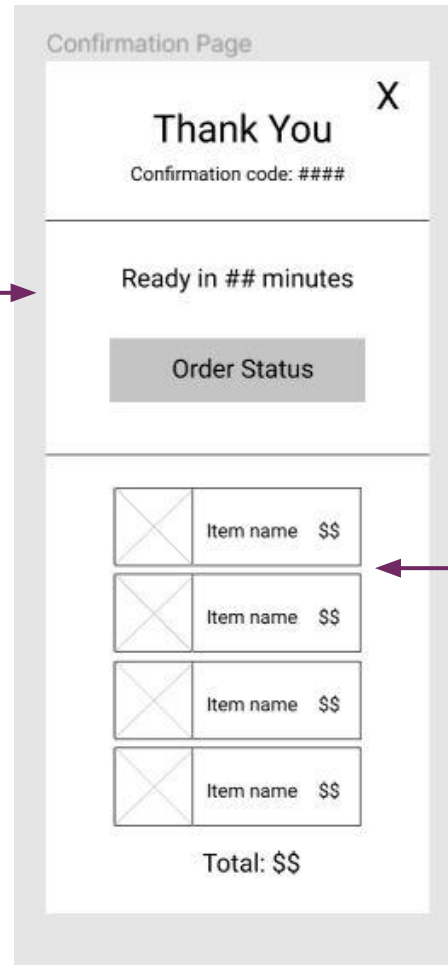
Menu items with pictures clearly displayed.
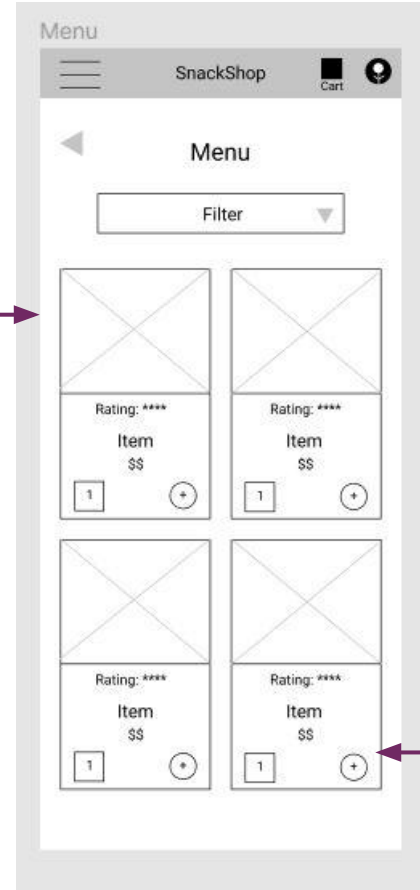
Users have the ability to add to cart with one click or can click to view item details.

# Digital wireframes

Another point of frustration for those interviewed was having to wait on line to pick up their order. Through this app they can comfortably wait at their table until their food is ready.

Ability to see when order is ready so the user doesn't need to wait by the counter.

Confirmation Page

X

## Thank You
Confirmation code: ####

Ready in ## minutes

Order Status

Item name    $$

Item name    $$

Item name    $$

Item name    $$

Total: $$

A receipt of items ordered with pictures included.

# Low-fidelity prototype

The goal of [my low-fidelity prototype](#) was for a user to order food as quickly and effortlessly as possible. I tried to enable users to navigate in the least amount of clicks possible.
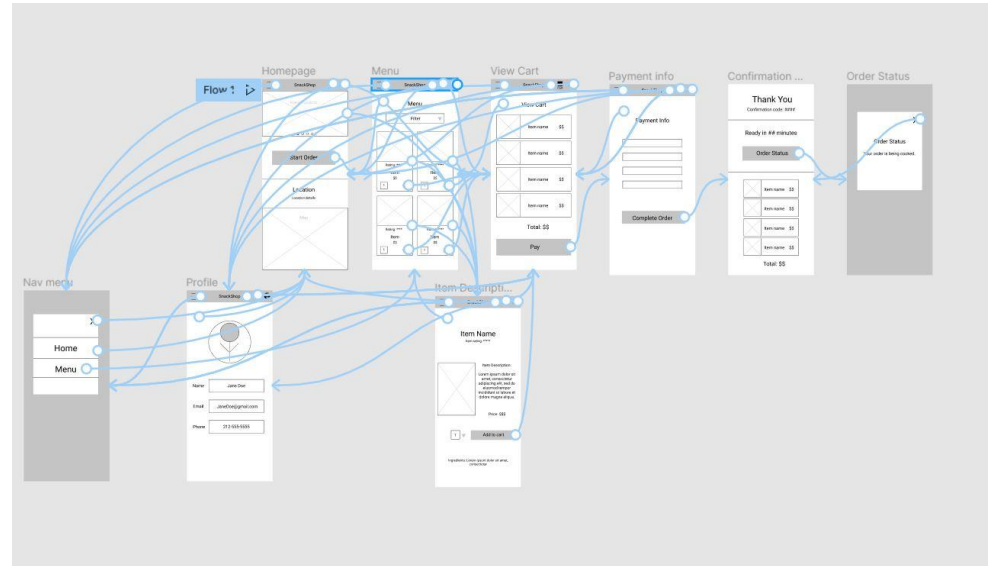
# Usability study: findings

I conducted two rounds of usability studies. After the first, I edited my wireframes before creating the high-fidelity mockups. I then conducted a second usability study to refine the my mockups.

## Round 1 findings

**1** Users wanted clearer labeling for the menu

**2** Users preferred not having to navigate to a new screen to check the status of the order

**3** Users didn't want to be redirected automatically to the cart

## Round 2 findings

**1** Users want the order status available through the homepage

**2** Users would like the option to get a text when their order is ready

# Mockups

The original version of this design had users click on a button to receive their order status. After two usability studies, I added the order status directly on the page. I also added an option to opt into text updates.
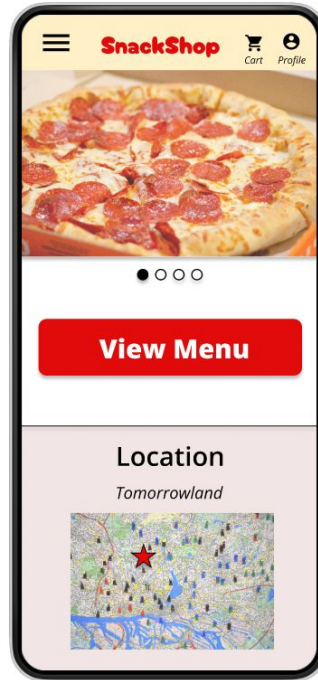
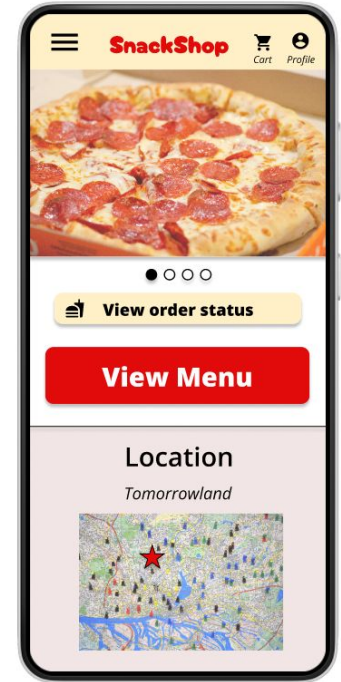Before usability study
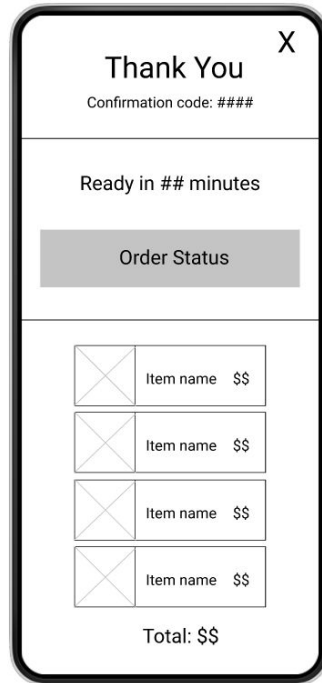
After usability study
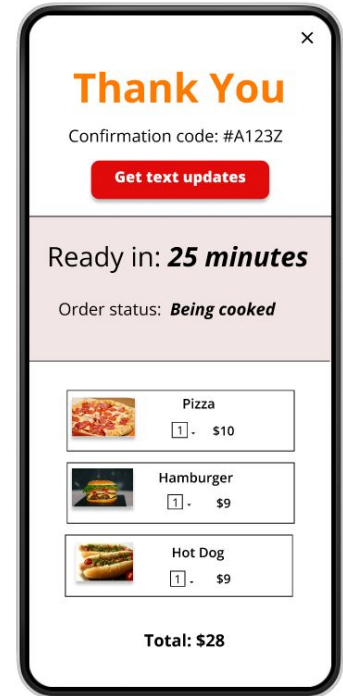
# Mockups

During the second usability study, users shared their frustration of not being able to access to their order status if they clicked off the the confirmation page. I added a button to the homepage to direct users back to the confirmation page.
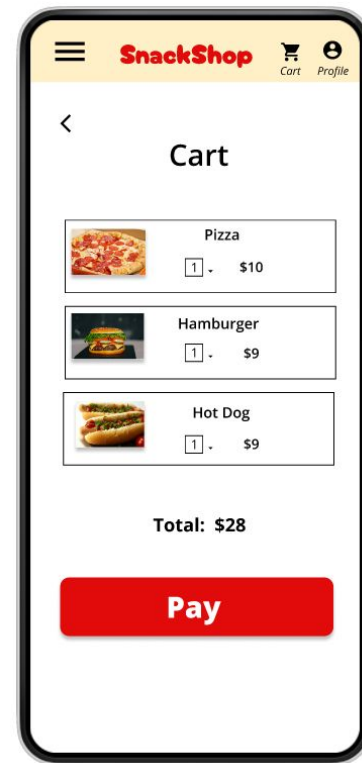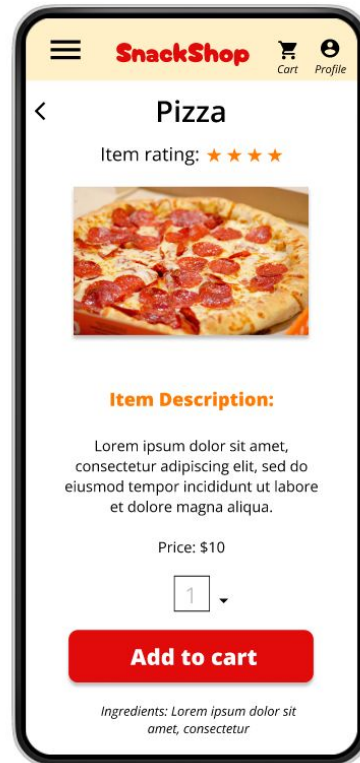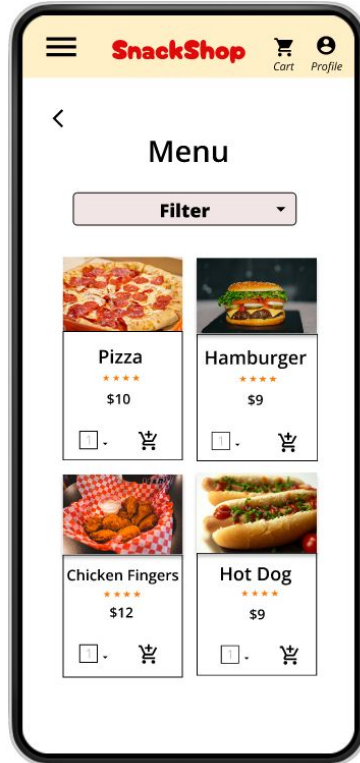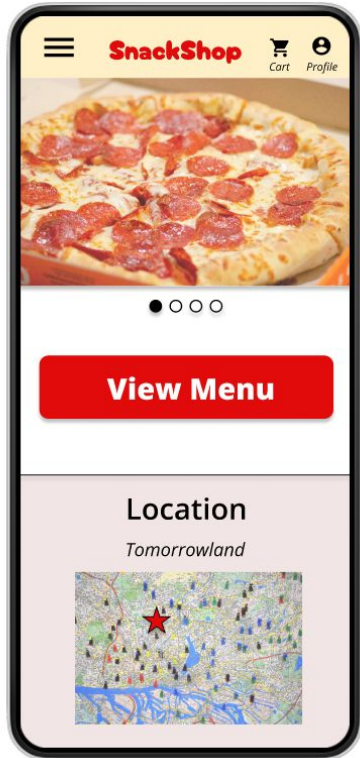
Before usability study 2
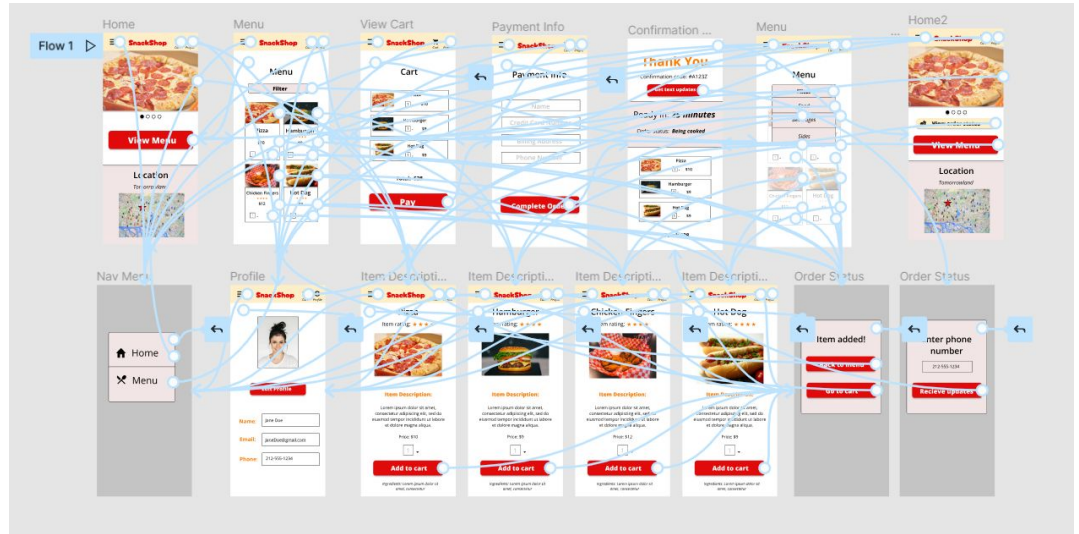


After usability study 2

# Mockups

# High-fidelity prototype

The final high-fidelity prototype provides a simple and clear way for theme park guests to order and pay for food.

View the SnackShop [high-fidelity prototype](#).

# Accessibility considerations

**1**

I confirmed that the text color meets accessibility standards.

**2**

I included pictures with all menu options for those who have trouble reading in English.

# Takeaways

### Impact:

This app now enables patrons to quickly and easily order food.

### What I learned:

I learned how important usability studies are in this process. Each usability study gave me important insights on how I could improve the user experience.

# Next steps

**1**

Conduct another round of a usability study to see if there are any other edits that need to be made to the app.

**2**

Conduct additional user research to understand if there are any other user pain points this app can address.

# Let's connect!

Thank you for reviewing my work! My contact information is provided below:

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