

## F & T's Gourmet - Bunny Chow

### The Project

Project Name  
**F & T's Gourmet Bunny Chow**

Service  
**UI/UX Design**

Year done  
**2018**

The F & T's Gourmet Bunny Chow had a chain of stores dotted around greater Johannesburg. Having been in business for just 3 years they had managed to open 18 restaurant stores. The business saw the need to increase their market share without increasing their overheads so they approached me. I recommended that they build an ordering app and introduce delivery services for their customers. By doing so, the business would be able to get business from customers who are further from their store locations without having to open more shops.

### My Role

Business adviser, solo design, discovery, user research, design, testing

## Project Statement

The business wanted to grow their market share without significantly increasing their operational overheads. Business intention was to increase revenue by over 50% year on year with the aid of technology without having to open new physical stores. By not opening new physical stores but increasing revenue meant that there would be a significant jump in profits.

## Research

Prior to engaging in the design of the new ordering app there was need to understand the brand's existing clients.

- i) I created and ran a small competition where the customers needed to simply follow the brand's Facebook page and answer a short survey. By doing this I began to build a social following for the brand and got to understand the customer's wants and needs.
- ii) In-store I had competition boxes placed and ran a simple competition. All the customers needed to do in order to stand a chance to win meal vouchers was to complete a simple questionnaire and drop their responses into the competition box. That way I was able to start gathering initial insights which then helped understand the customer better when I commenced design of the software.

## Pain Points

The three main pain points which came up based on the data I gathered via the Facebook and in-store competitions I ran were as listed below:

- i) Customer's inability to fully customise their food orders. Due to the nature of the food offering by F & T's Gourmet, their customers felt that it would be a great idea to have the ability to customise their meals and not just buy stock standard treats off a standard menu.
- ii) Inability to place orders for delivery. Some customers highlighted that having an inability to place orders for delivery was a huge inconvenience since sometimes customers may be unable to go instore to get their favourite treats.
- iii) Lack of stores in some areas. Some customers stayed a distance from the physical locations of the stores. For them to purchase meals from F & T's Gourmet meant that they had to drive long distances. This distance issue would sometimes force some customers to settle for other food brands which were located closer to them geographically, resulting in potential loss of revenue for the business.

## Design Process

The project's design process involved user engagement prior to design. There was close collaboration with business throughout the design process. Post production, users were re-engaged with to validate the success of the project. The major points of call throughout the design process were as follows:

- i) Due to budgetary constraints, surveys and questionnaires were prepared, customer feedback collected and analysed then a report drawn up in order to guide the design.
- ii) During the design process extensive research was done on competitor ordering systems. The results gathered from competitor analysis coupled with initial feedback from the customers became the basis of the software design.
- iii) At design stage storyboarding, sketching, wireframing and creating user flows formed a vital part of the design process.

## Design Process (continued)

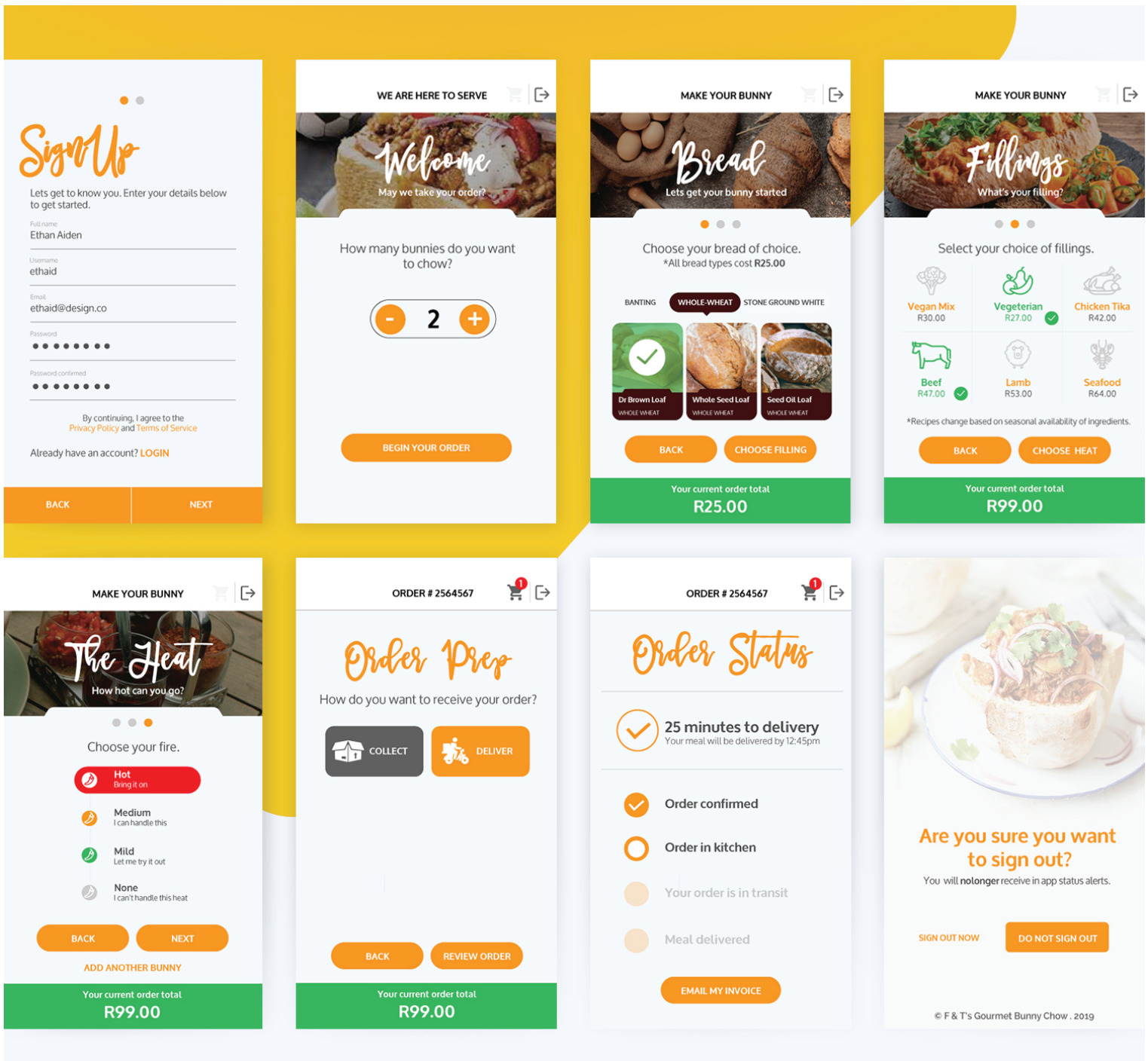
- iv) High-fidelity wireframing and prototyping were the final steps towards completion of the design process prior to development. Since there was no testing budget, I shared the prototype link with some colleagues who had no previous knowledge of the project. The responses I gathered from the prototype test became the basis of preliminary functional success of the project.
- v) After making minor amends to the designs, based off feedback received on the wireframes and prototype, I then made a final presentation to business for signoff. At this presentation I placed a lot of emphasis on the customer requirements gathered earlier in the design process. Business was happy and gave the green light.
- vi) After receiving signoff I then made a formal handover of the designs to the development team.
- vii) While designs were in development, there was a lot of collaboration with the developers working on the project to ascertain that the project was being developed the way it had been designed.
- viii) Once development had been completed I worked closely with the testing team to see that the software looked and functioned the way it was meant to.
- ix) Post testing, the software was deployed on Google Play and App Store for consumption by the target audience.

## Design Solution

Having done baseline research I was able to commence work on the designs from a position of knowledge and understanding. Because there was no budget for user testing I was forced to rely heavily on my professional knowledge and expertise while validating assumptions through seeking free feedback from the target audience. When I kick-started the food ordering app project, top of mind was the pain points which I had unearthed. For the design solution the following was the outcome:

- i) It was apparent that the clients wanted more than just a food ordering app. Having raised this issue with F & T's Gourmet, the client was happy to diversify their product offering by allowing customers to choose what was going to become a part of their meal. When designing the digital product I factored this vital piece of functionality which ultimately was received by both customers and business with open arms.
- ii) The problem which plagued a lot of the business's customers was the inability to order digitally and have the option to get their meals delivered. When I designed the digital solution I did not just offer the customer the ability to order meals on the digital platform and have them delivered to an address of their choice, I also added functionality to order on the platform and collect instore. This addressed the biggest issue and want which most customers highlighted at data gathering stage.

## Design Solution (continued)



## Conclusion

Having engaged on a project with a limited design budget and no user testing budget I had to be innovative and find ways to get vital feedback from the target users in order to fuel the design process. Running mini instore and Facebook based competitions enabled me to gather important insights which I was able to leverage off for the design process.

The app design I produced was well received. To measure the success of the final product I engaged in reviewing the app ratings on Google Play and App Store. The ratings and comments were very positive with an app rating averaging 4,5 attained over the first 2 months post product launch. There was also a marked spike in business for F & T's Gourmet, with over 40% of sales being generated via the ordering app within the first month of launch. This was a positive indication that the app was being adopted by the users and there was a positive pull in business through the digital ordering software.