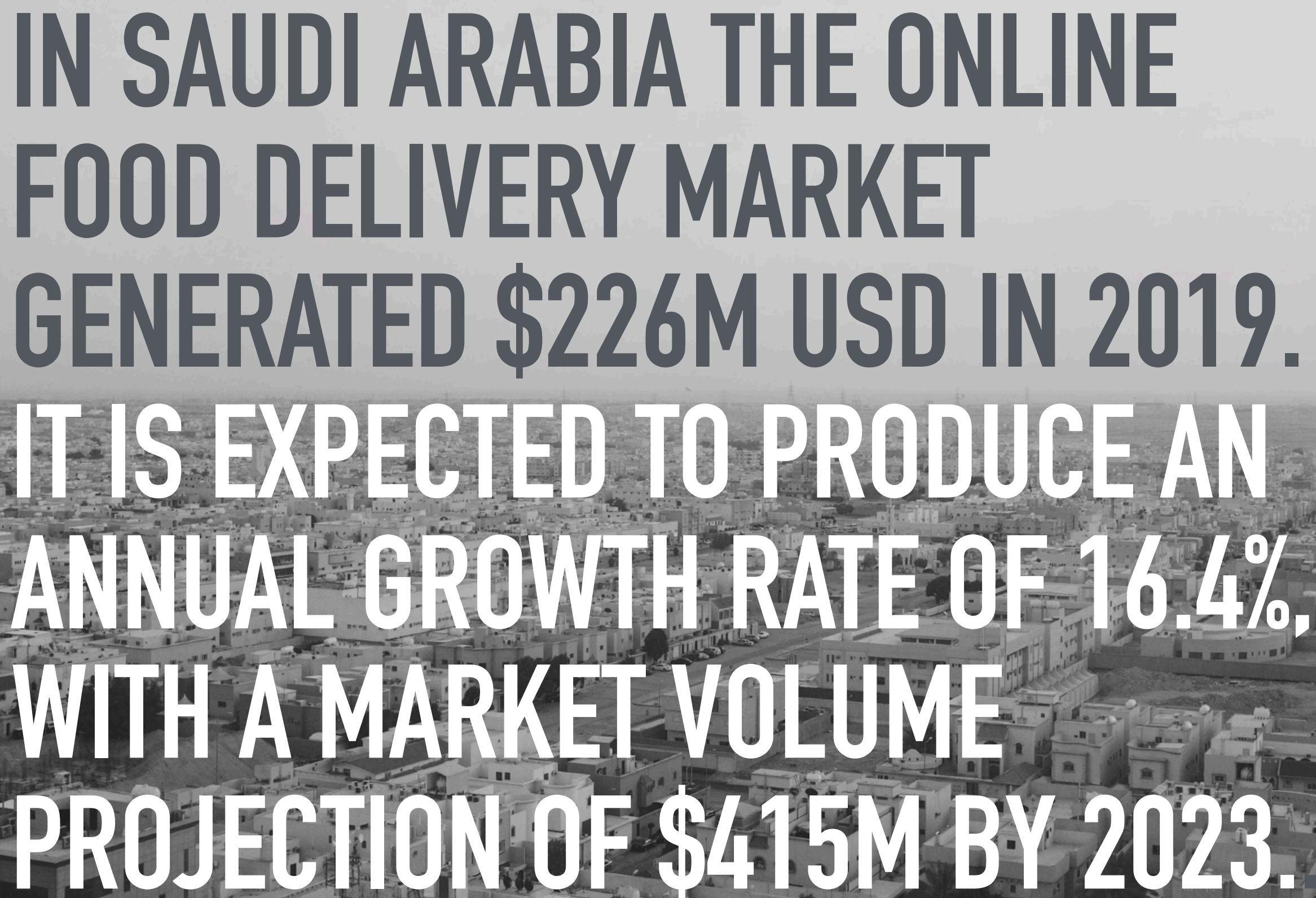




CLIENT CASE STUDY

WALEM

UX DESIGN FOR ON-DEMAND MEAL DELIVERY SERVICE

An aerial photograph of a densely populated urban area in Saudi Arabia, showing numerous buildings and streets. The image is used as a background for the text.

**IN SAUDI ARABIA THE ONLINE
FOOD DELIVERY MARKET
GENERATED \$226M USD IN 2019.
IT IS EXPECTED TO PRODUCE AN
ANNUAL GROWTH RATE OF 16.4%,
WITH A MARKET VOLUME
PROJECTION OF \$415M BY 2023.**



THROUGH INTUITIVE UX DESIGN AND A GREATLY IMPROVED MVP, CREATIVEPATH WILL ENABLE THE CLIENT TO TAP INTO A SIZABLE PORTION OF THIS MARKET.

Executive Summary

‘Walem’ is a mobile app built with the goal to provide a “unique, personalized food delivery platform” for customers by connecting a disparate yet comprehensive network of food providers & service deliveries to customers.

The client had identified a potential market of over 1500 restaurants within the target area and had assembled a network of multiple delivery partners.

An MVP had been hastily built and the client realized that it would not effectively communicate the key features well enough to engage their potential investors.

CreativePath was brought in to not only design a better MVP, but to first fully validate their preconceived notions on how the app should function.



CLIENT CHALLENGES

There are multiple languages used in Saudi Arabia.

Delivery providers must obtain a license, held by individual 'partners'.

Real-time order tracking was non-existent in current apps on the market.

The client had already invested in an MVP that was 90% complete, so time was of the essence in order to capture investor attention.

PROJECT GOALS

Walem must utilize a 'new approach' that does not replicate work previously done on an earlier product that the client attempted to launch, but failed through poor development practices.

The ordering process must be streamlined yet has to take into account unique, regional food & religious preferences.

The app should provide a competitive advantage through personalization of services and recommendations of meals that the consumer would appreciate.



PROJECT PHASES

Phase 1: User Experience (UX) analysis

- ◆ Analyze business goals / objectives / product concept
- ◆ Analyze key market competition success / failures
- ◆ Analyze key user needs / generate personas
- ◆ Model users' information & process flows
- ◆ Define global navigation structure
- ◆ Define information architecture screen-by-screen
- ◆ Fully evaluate and audit existing MVP

Phase 2: UX design

- ◆ Generate 50+ screens for both mobile app interfaces (iOS & Android)
- ◆ User A/B testing

Total duration: 2 months



PHASE 1

UX ANALYSIS

HUNGER STATION



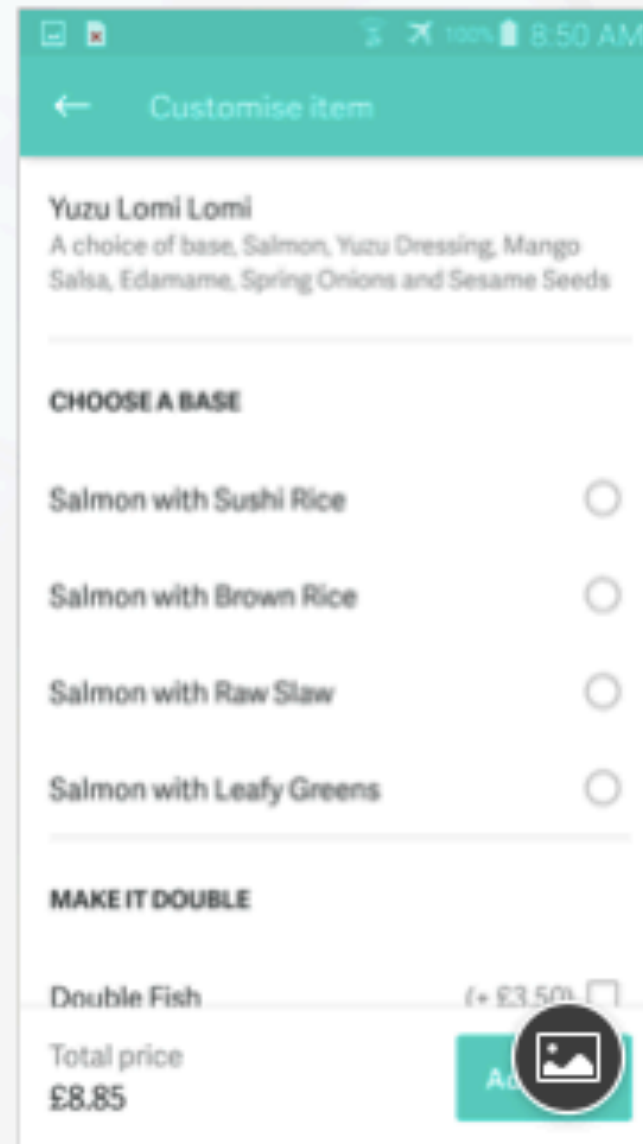
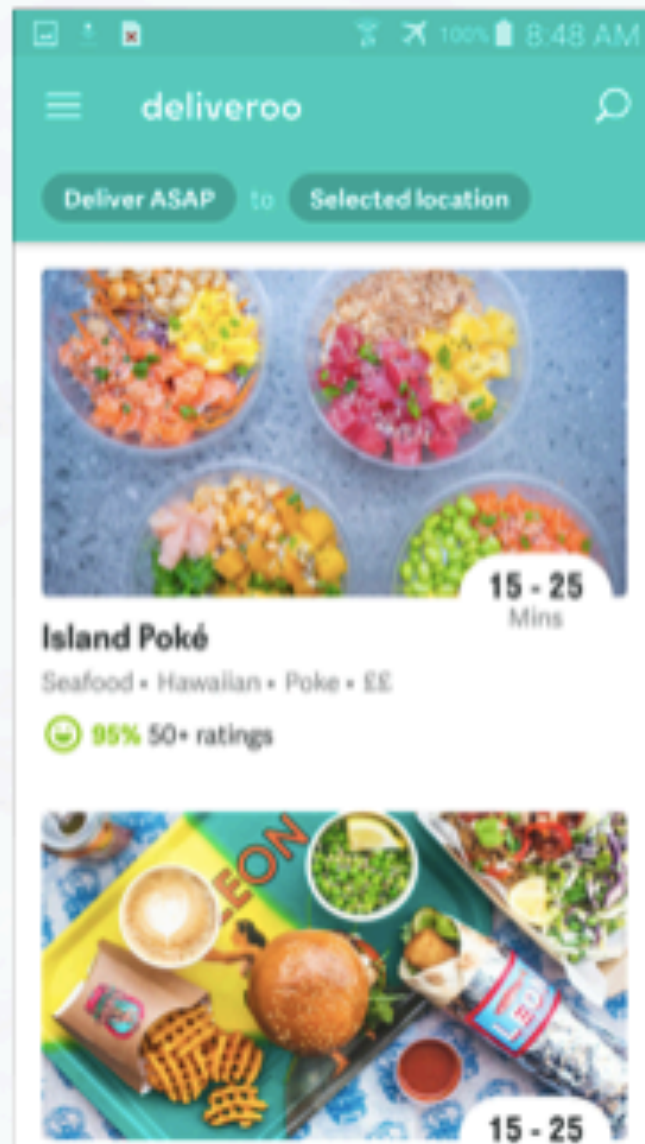
foodpanda

A THOROUGH ANALYSIS OF COMPETING APPS IN BOTH THE LOCAL MARKET & LARGER PLAYERS HELPED TO DETERMINE THEIR STRENGTHS AND WEAKNESSES.



Order food
from local restaurants

GRUBHUB



Positives

- Attractive UI.
- Intuitive interface that is easy to use.
- Restaurant results are different each time the app starts up for better variety.
- Clearly indicated delivery request time and location
- Simple ordering process
- Good feedback / fast response times

Negatives

- No on-boarding for new users
- No social media account integration for user account signup
- No search filters
- No menu features until sign in or signup
- No space for delivery notes
- Restaurants that are closed may still be accessible on the app.

Client comment:

"We want to understand their approach in displaying different restaurants, as most of the other apps actually use the location base to consider the list of restaurants nearby"

User interviews & Persona modeling

It's crucial to gain insight into the 'typical' Saudi customer and their goals / norms.

The image displays three overlapping user persona cards. Each card features a portrait of the user at the top, followed by their name and a brief description. Below this, the card is divided into sections detailing their tools, technology, and preferred platforms. The 'Tariq' card also includes a detailed paragraph about his usage of the system.

"Luna"
Driver | 21 yrs old | Wants to park

Tools
Citilize (Android)
Snapchat
Messenger

Technology
Android

Preferred platform
Samsung Galaxy S7
Windows laptop

"Antonio"
Car park operator | 40 yrs old | Owns two parking decks

Tools
Citilize (iOS)
www.citilize.com

Technology
iOS

Preferred platform
iPhone 7
iMac

"Tariq"
Tariq is a young professional and a typical user of the system. He has a very busy lifestyle with a demanding job in the technology industry and often times wants the convenience of having meals delivered to him instead of spending more time in the kitchen.

Interests/Personality
Photography | Xbox | Cars

How does Tariq plan to use the system?
Tariq is very familiar with systems of this nature and what to expect when using them. As such, he knows when an app developer has produced a good product because he is able to quickly and easily achieve the goals he has set out to do.

He wants to be able to quickly find new and interesting restaurants or menu items to take advantage of. He also wants to be able to quickly re-order favorite menu items from his favorite restaurants.

On some days, he's not really sure what he wants to eat, he just knows he doesn't want to cook. So, on days like this he is looking for the system to make a recommendation to him.

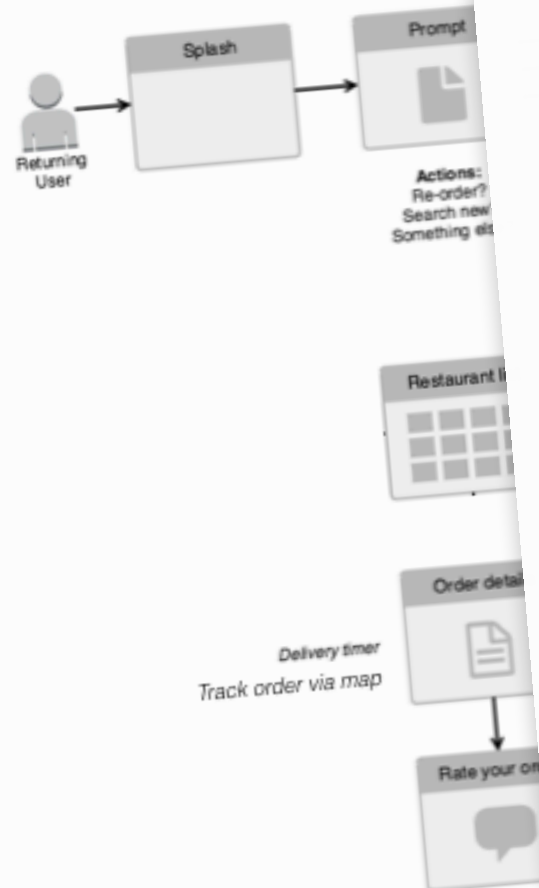
He is quite picky about the food he eats so he wants to be able to customize each order to his liking and then potential he save that configuration for future reuse.



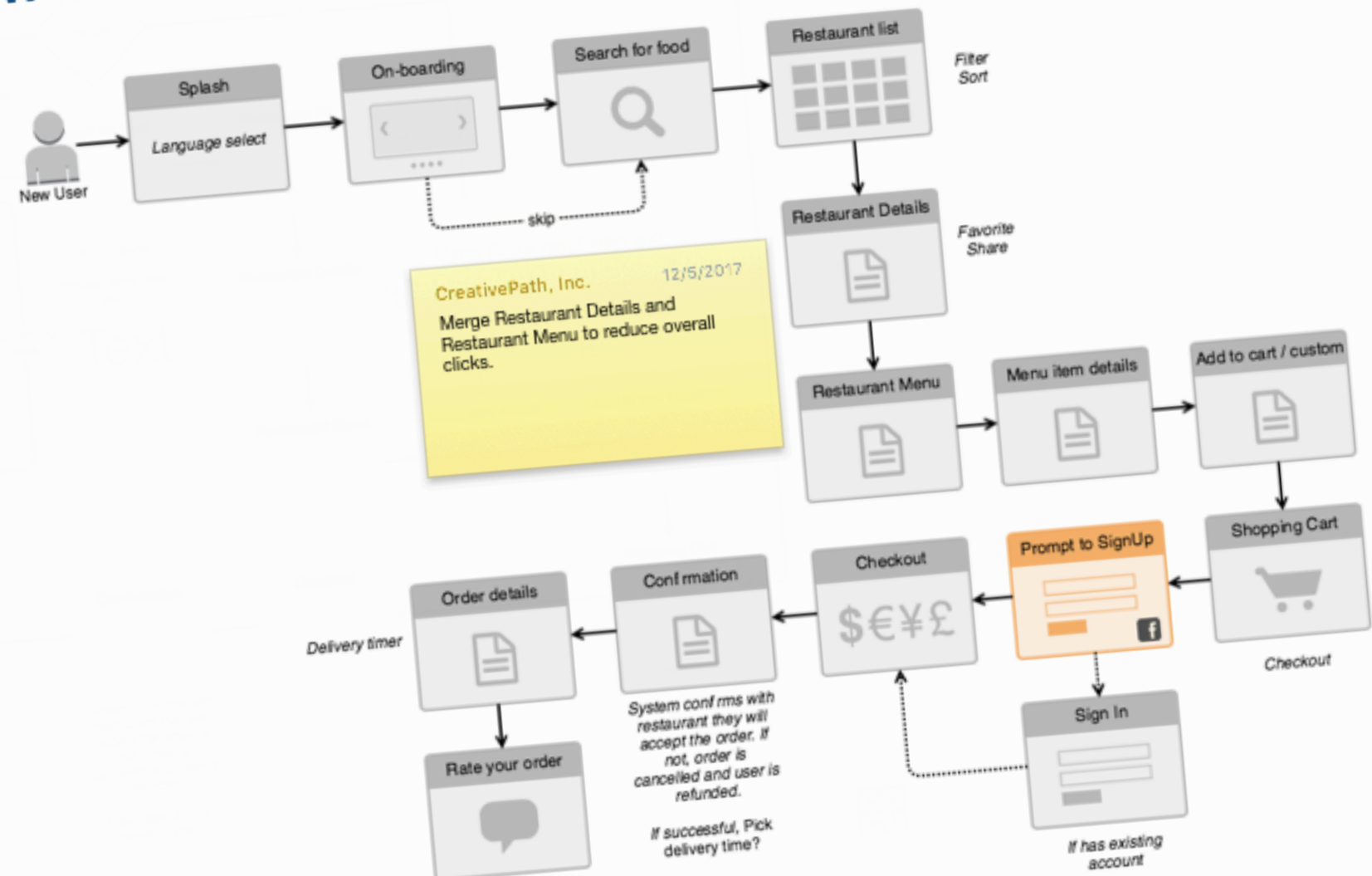
User information flow

Evaluate the client's current plan & identify ways to optimize for a better experience.

Existing User flow

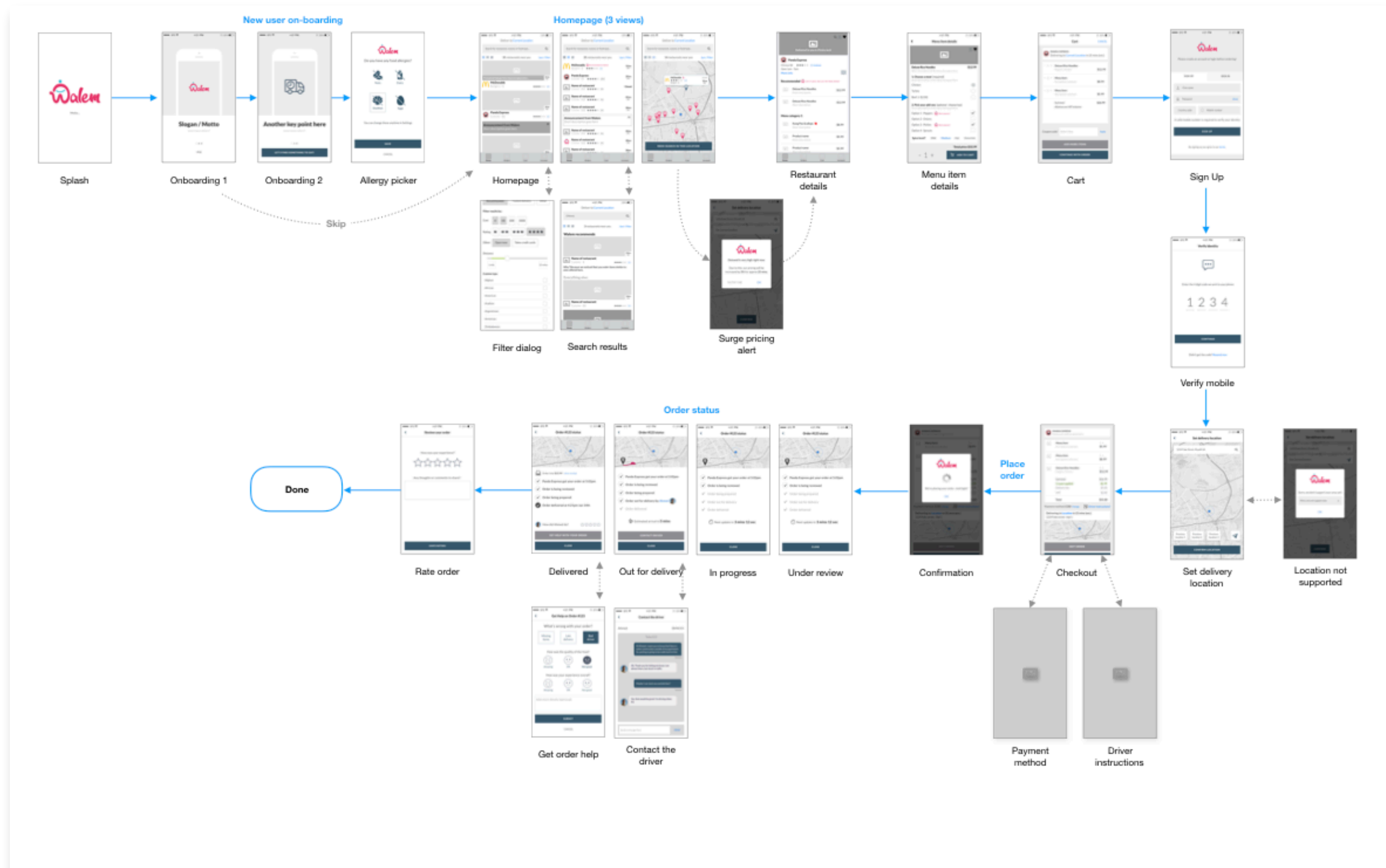


New User flow



User process flow

Map out the normal flow of the user through the system to achieve the key goals.



PHASE 2

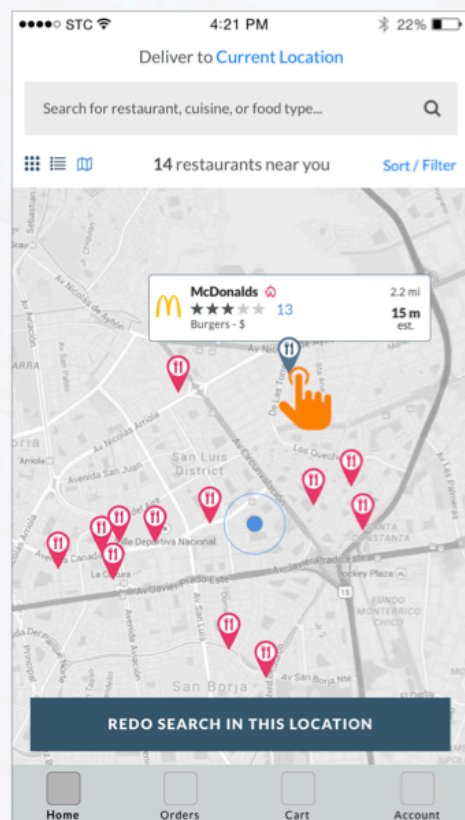
UX DESIGN

Product wireframes: Mobile app

“High definition” output with clear annotations and direct instruction to developers.

Home - Map view

This screen is the alternate view of the home screen where the user can view restaurants in a map view, overlaid on a map.



Same color scheme as the Home screen to provide a consistent experience.

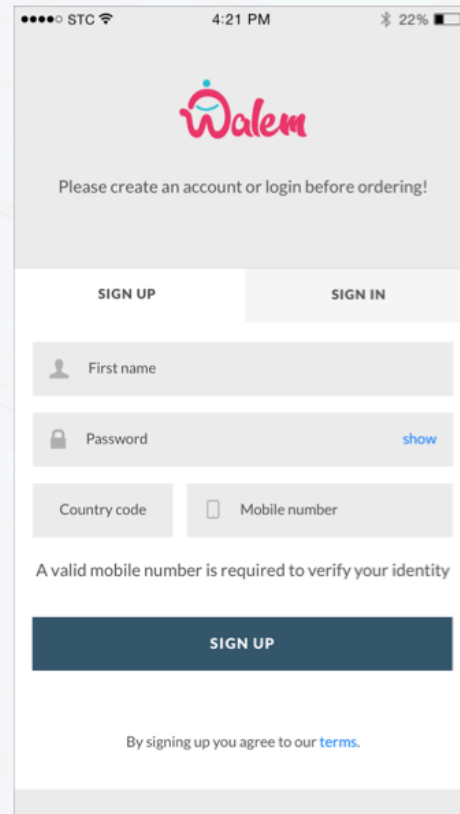
User has a 'Walem' logo icon that changes when they tap it.

Results shown with unique icon or using the Walem logo.

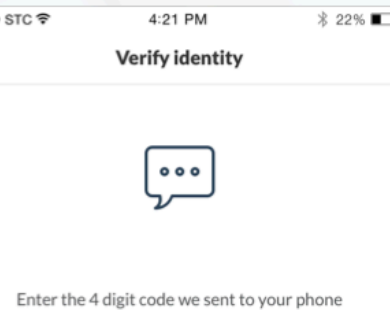
Once user zooms or pans the map, they can adjust the search results to the new view by tapping this button.

Sign Up / Verify (2)

The system will allow a user to sign up with their mobile number.

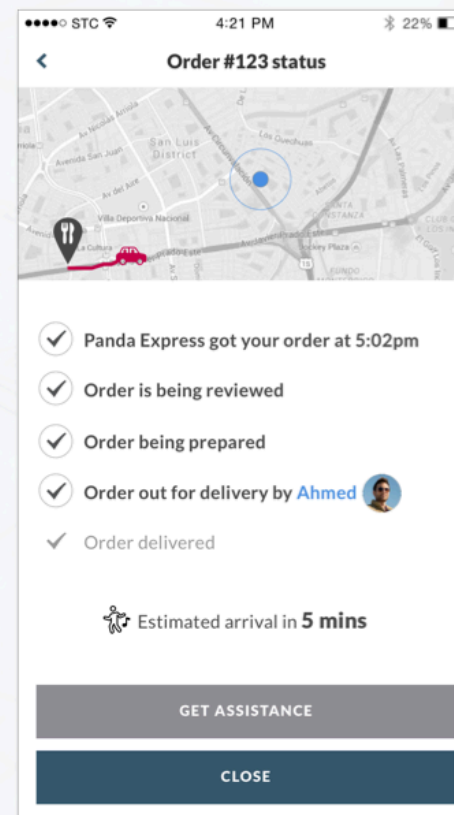


Sign Up



Order details (2)

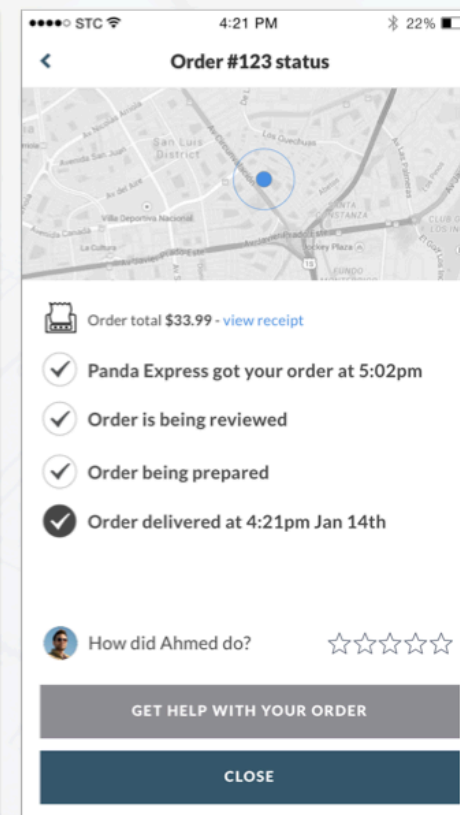
Allows a user to view up-to-the minute updates on their order.



Order out for delivery

Notes:

- If using Email to sign up, there will be form fields to allow the entry of all required and optional data for account creation.
- Required data for account creation: Mobile number and First Name (for the order)
- Optional: Username (system will auto-generate and user can customize)
- There will be a small link to Log In if they already have an account.
- There will be a description and links to terms of service (TOS) and privacy policy as applicable.



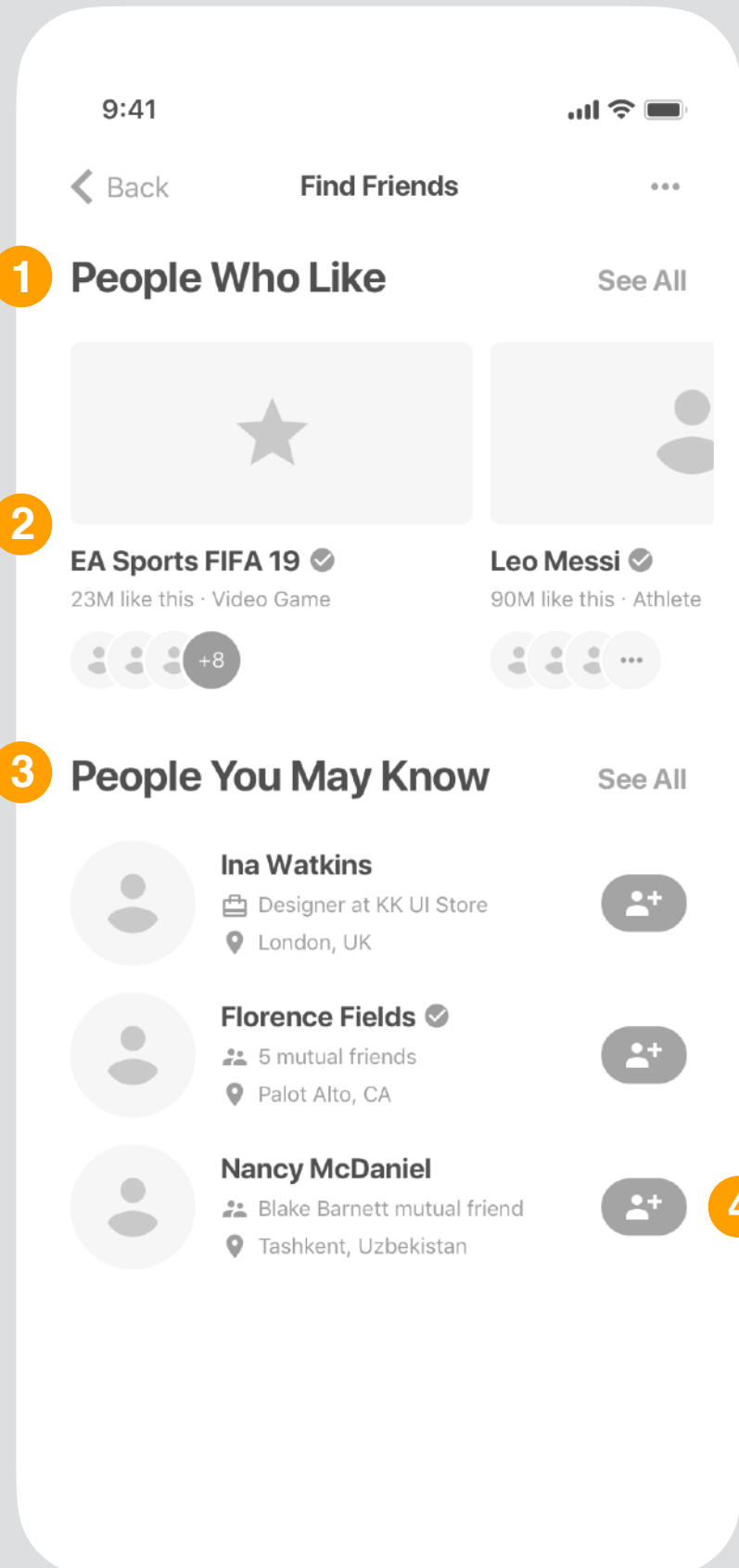
Order delivered

Notes:

- This screen allows the user to get continuous updates on an order during the process. It will display a number of steps to the user that colorize as the process continues.
- Status message shows the user
 - Time order received
 - Status of order 'approval'
 - Order preparation
 - Delivery status
- Upon successful acceptance by the restaurant of the order, the user is shown a graphic countdown timer with remaining time until delivery arrives. The key here is that it is only a best estimate, and not the Actual time.
- Ability to 'Track Delivery' that would display a google map showing approximate location of driver (if available). If not available for a particular driver, this button will not display to the user. This is shown via a simple 'car' icon graphic.
- Tapping on the map would expand the view in order to show a fullscreen display of the path of the delivery to the user. The user would be able to again minimize the map to return to this screen.
- Ability to contact driver via SMS / Phone (if need to make change to delivery address)
- Screen will show a driver photo plus a rating star graphic that when tapped will begin process to rate the delivery.

User dashboard - Map view

“High definition” output with clear annotations and direct instruction to developers.



Screen features:

This screen will allow the user will see a scrollable listing of Providers in the system that will allow them to quickly scroll through, search, or filter down to the best fit for their needs.

This screen will serve double duty as what the user will see if they have chosen to schedule a future booking with a provider, as detailed on the previous screen.

Functionality:

1. Screen will be organized into two primary areas of the provider listing: Available Now (within 15 mins or TBD) and Available Later.
2. Each Provider will be represented by an entry that will contain:
 1. Thumbnail photo of the Provider
 2. Text that included the Provider name, Area of Practice, and current availability to book (eg. Available at 2PM). Additional details may be included as necessary.
3. There will be a search bar at the top of the screen that allows the user to search Providers by keyword, name, practice, location etc.
4. There will be a control to sort the list (alphabetically, geographically, soonest appointment, etc.) There will be a filter control that allows the user to narrow down the search results by practice type, availability, location, etc. This will allow the user to generate a list of Providers that is immediately relevant to their needs. Tapping on a Provider entry will take the user to the Provider Profile screen, where they may see availability, read about the Provider and then Book an appointment.

Developer Notes:

It is not required for the user to allow access to the device location, though it does simplify the process for the user. This wireframe is what the user will see if they have chosen 'No' to the request to access the device location.

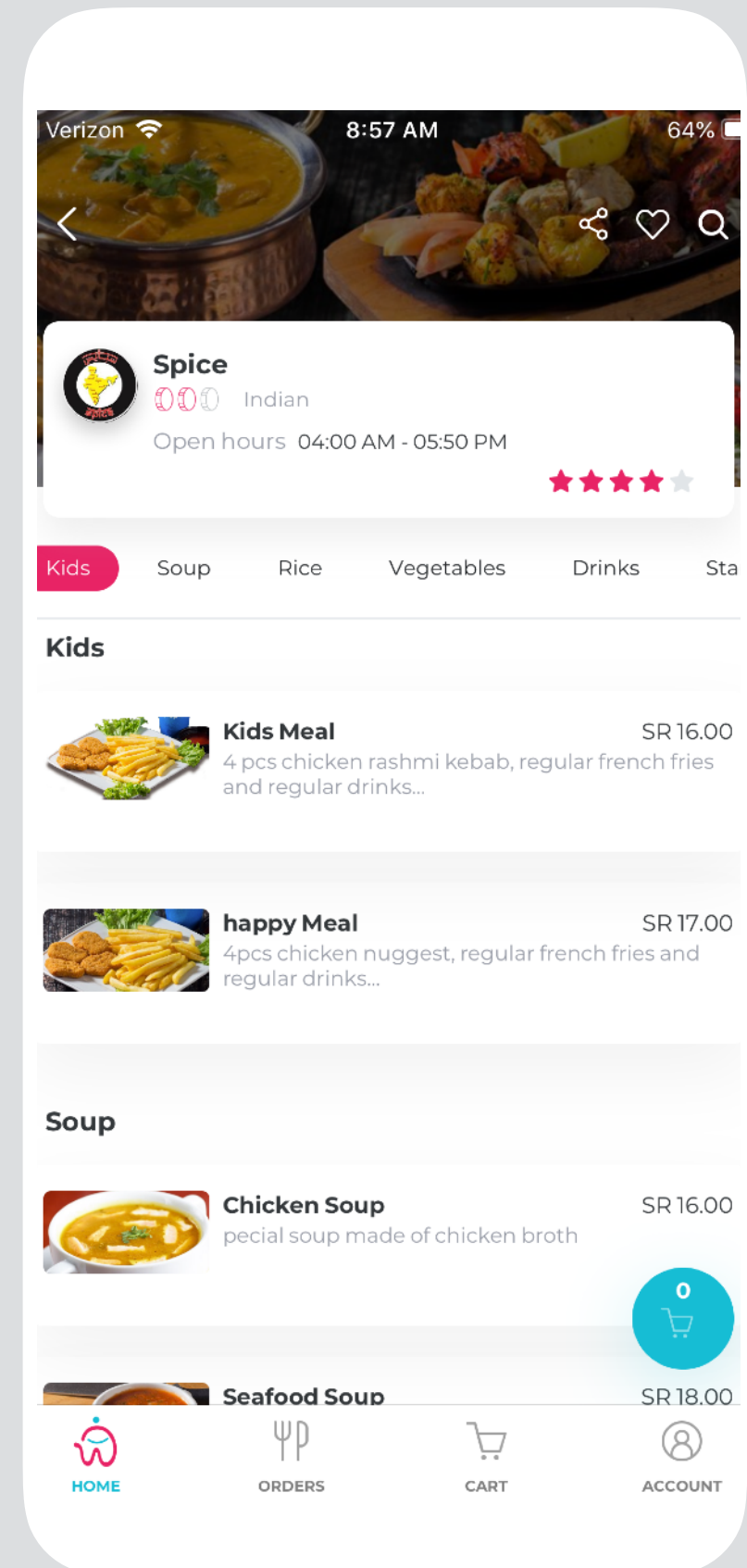
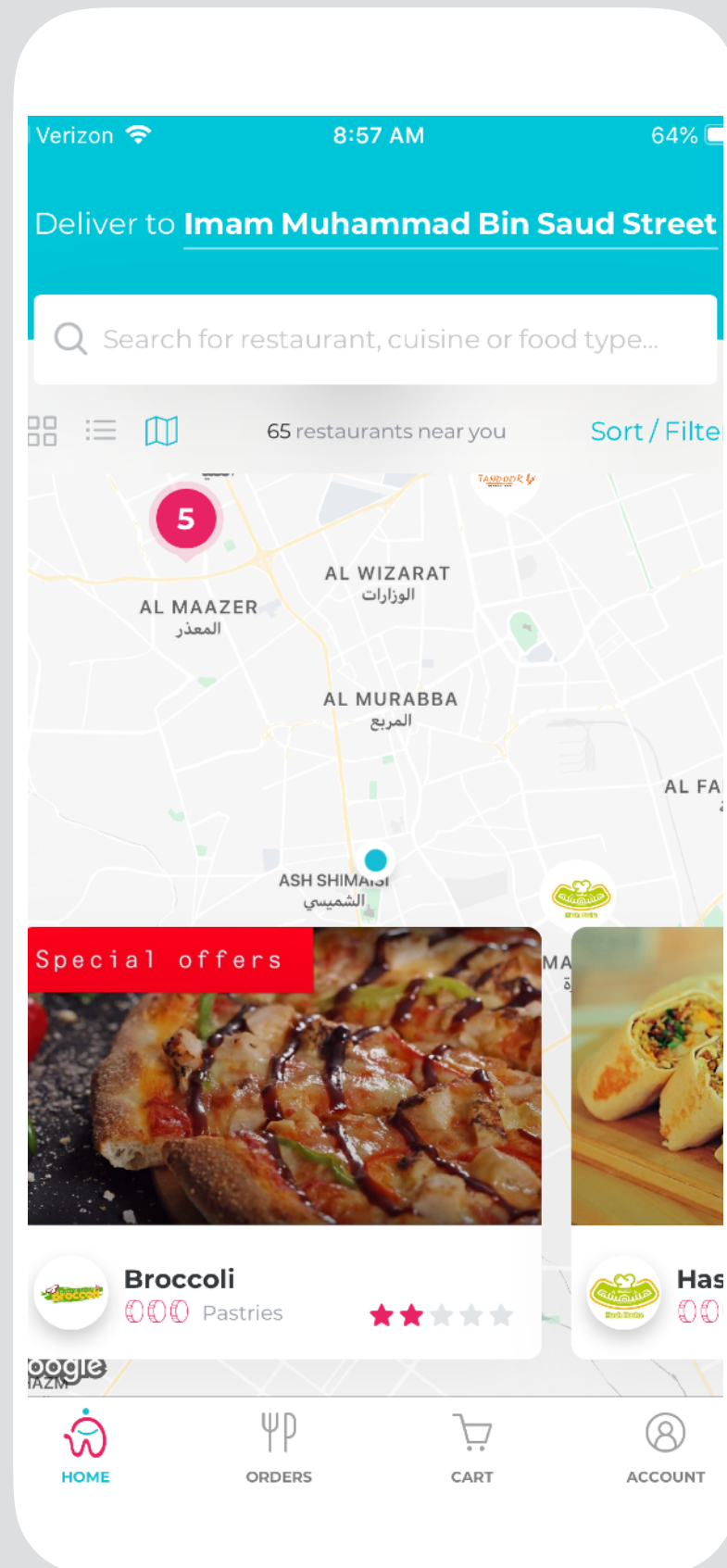
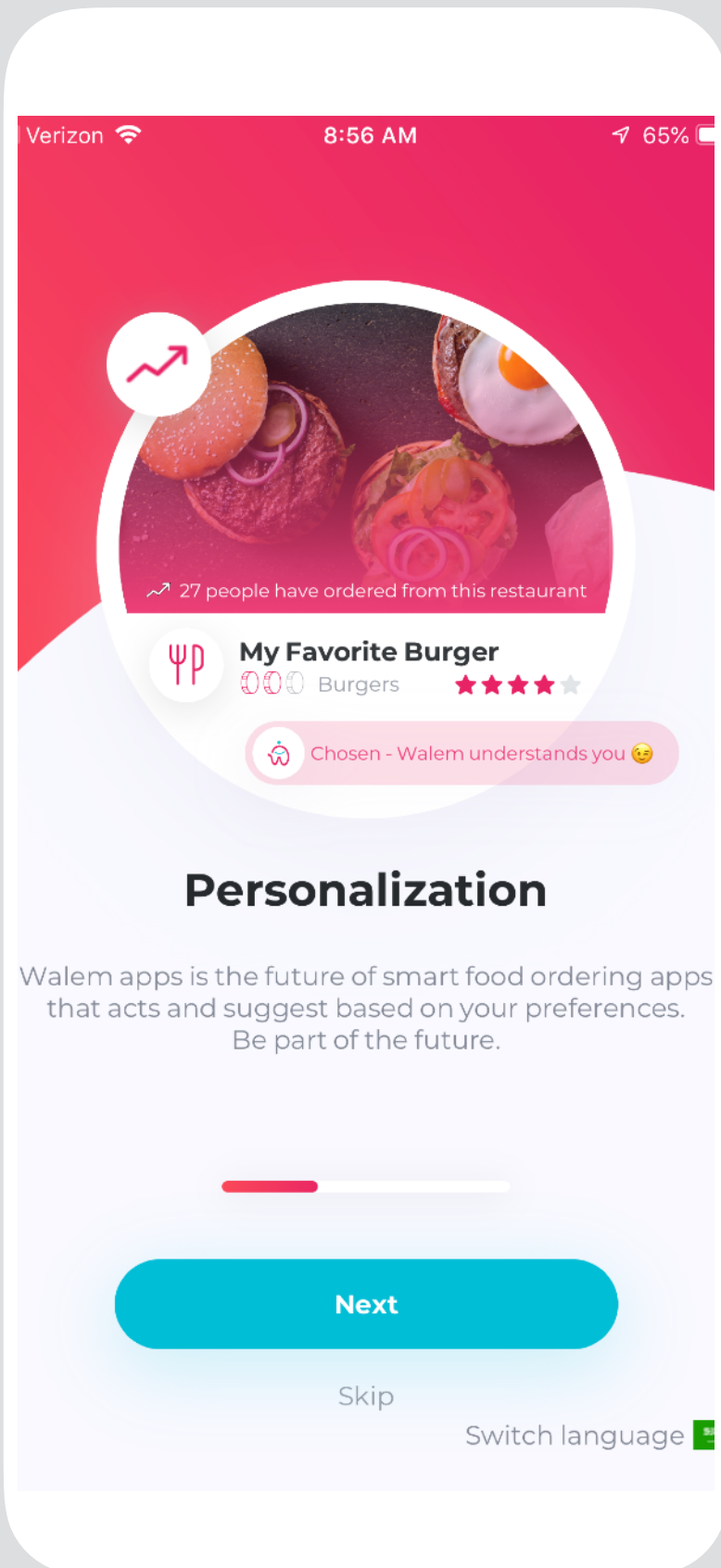
Primary actions: Scroll list / Search / Filter / View Provider Details / Go back.

All fields are required unless indicated otherwise.

Gestures: Scroll horizontally / Swipe down and hold to refresh / Tap to open

RESULTS

User Interface



VALUE DELIVERED TO THE CLIENT

- A thorough assessment of the current marketplace and audit of features within the existing MVP in order to identify weaknesses, gaps, and improve the user workflow through the ordering process.
- Innovative features that the client had not considered in their feature list, such as the ability to highlight food allergies and maintain a 'safe list' of food items in the user preferences.
- Speed to a second MVP through the creation of high-definition wireframes allowed us to quickly validate decisions via Invision clickable prototypes.

CUSTOMER TESTIMONIAL

“WE THANK YOU FOR YOUR OUTSTANDING WORK. WE ENJOYED WORKING WITH YOU AND THANK YOU FOR YOUR EXCELLENT JOB ON WALEM. I HOPE WE WORK AGAIN ON ANOTHER PROJECT.”

Abdullah Binooh
CEO - InnoDev

About Us

CreativePath is a design / strategy company with a primary focus on making software less complicated to use. Since 2013 we have provided high-quality strategic design to clients of all sizes, because access to good design should be available to everyone...not just the big guys.

We can help your business, now.

Have an idea for an app, but don't know where to start?

Built an app that needs a fresh look or is poorly performing?

Give us a shout: info@creativepath.us

Schedule a time to chat: calendly.com/creativepath_ux

Or just call: 415-347-6773

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