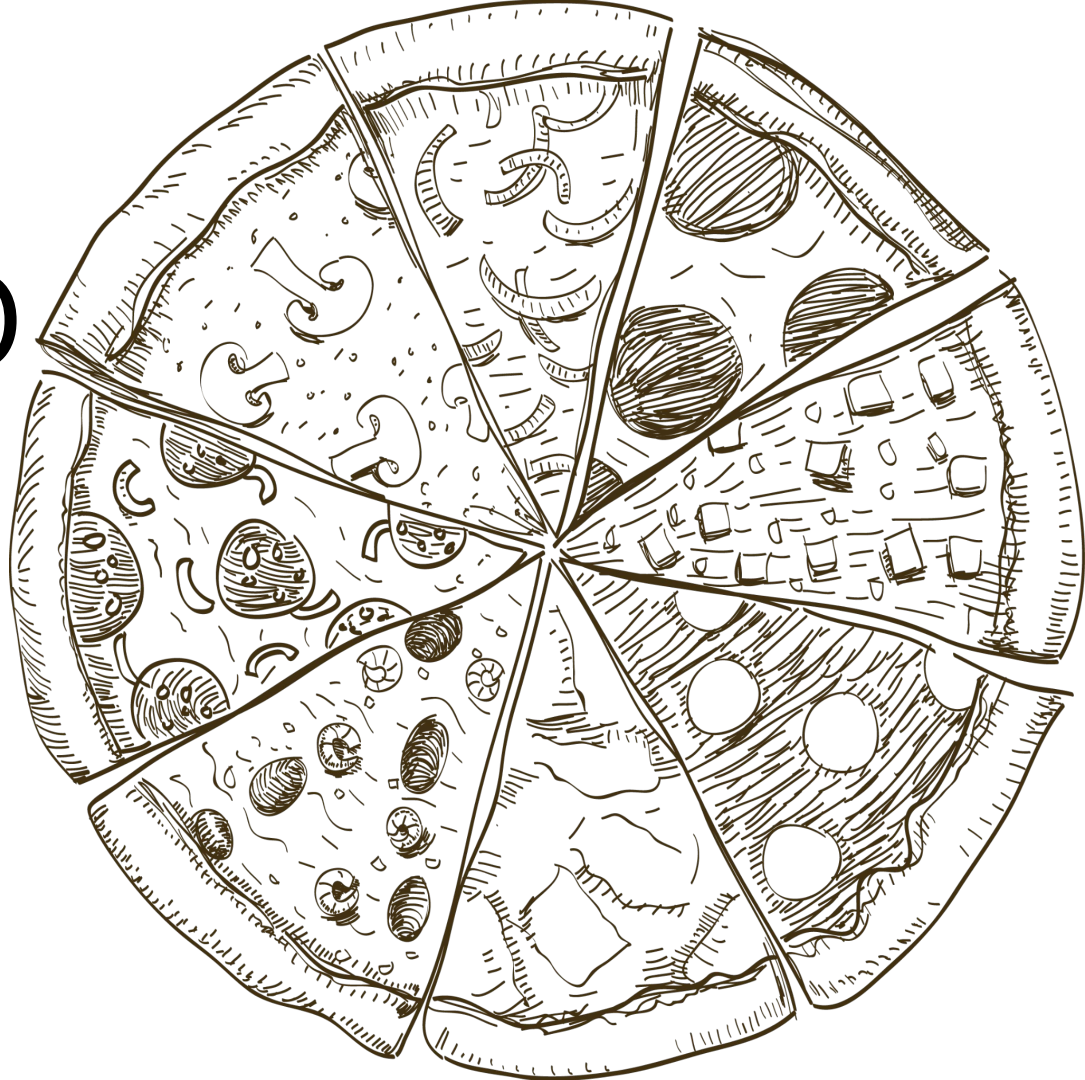
PIZZA DIAVOLO

Project #1:
Pizza App Project



Rachel Osborne
CEDP 400 2 2214
UX Certificate Program
20-02-2023

PROFILE

Pizzeria Diavolo, is a unique pizzeria that allows its **customers to customize their pizza in any which way.** Yes, even pineapple is acceptable at Pizzeria Diavolo. The owner of Pizzeria Diavolo is looking to expand their reach and wants to create a pizza application that will allow their customers to order **customized pizzas quickly and efficiently.**

CHALLENGE

The owner of Pizzeria Diavolo has enlisted you, a UX Designer, to create the pizza application. Your challenge will be to create an application that will **help users order a customized pizza in under 3 minutes**. The application is intended for people who are **very short on time**, such as a parent who is pacifying a hungry child, a businessperson ordering food for an upcoming meeting, someone who got home from work late and wants a quick bite to eat, etc.

ADDITIONAL INFO

What the owner **doesn't like** as much is the way most pizza chains, especially larger ones like Pizza Hut and Dominos, **inundate their customers with too many choices and too much emphasis on coupons.** Pizza Diavolo's menu only includes **6 standard pizzas.**
Hyper-customization isn't a priority for the restaurant and any addition of extra items must be done with extreme care.

*Information on this page was obtained from class grading rubric

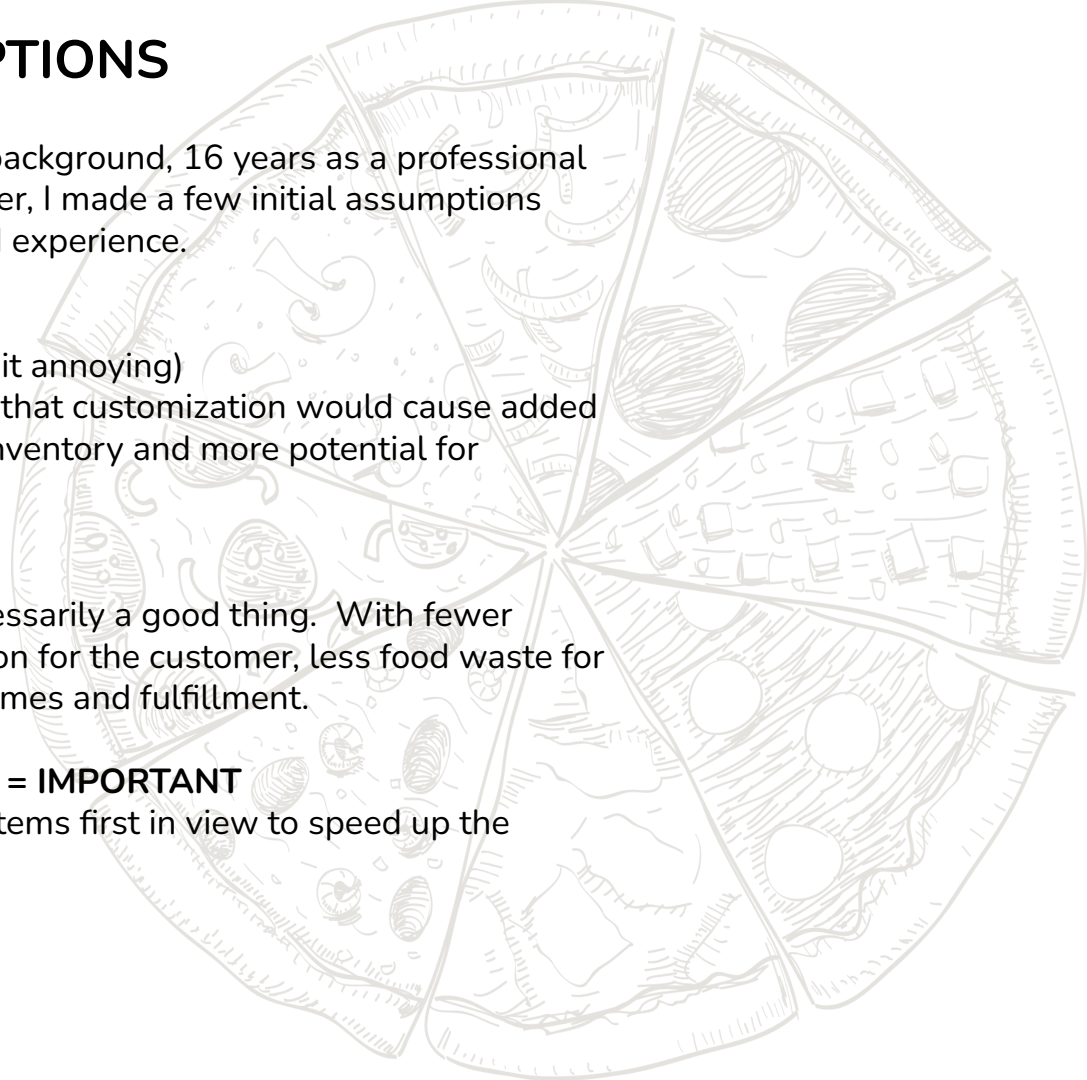
INITIAL ASSUMPTIONS

Coming from a restaurant background, 16 years as a professional cook, waitress and bartender, I made a few initial assumptions based on personal bias and experience.

1) Customization = BAD
(because as a cook, I found it annoying)
To justify this, I told myself that customization would cause added labour costs, inconsistent inventory and more potential for mistakes.

2) Smaller Menu= GOOD
Too many choices isn't necessarily a good thing. With fewer choices comes less confusion for the customer, less food waste for the business, faster order times and fulfillment.

3) Menu Items Positioning = IMPORTANT
Position the most popular items first in view to speed up the ordering process.



RESEARCH METHODOLOGY

In order to validate/invalidate my initial assumptions, I used several research methodologies such as:

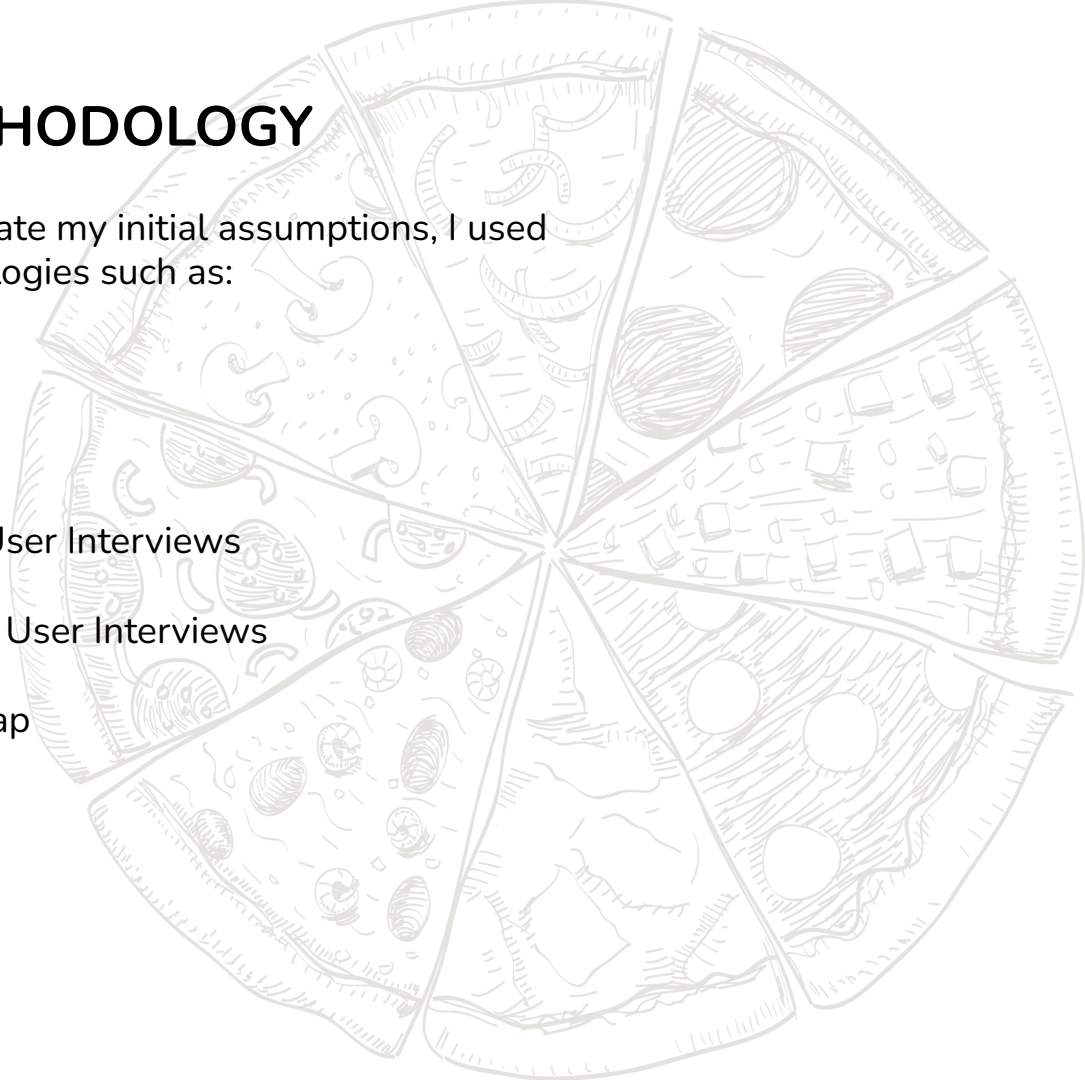
1) Competitive Analysis

2) Online Research

3) Affinity Mapping from User Interviews

4) Empathy Mapping from User Interviews

7) Persona and Journey Map



RESEARCH METHODOLOGY COMPETITIVE ANALYSIS

I identified 4 competitors. Two larger chain-style (Domino's & PizzaPizza) restaurants to see what kind of an app big bucks can buy.

I also took a look at two smaller pizza restaurants. (Pizza Gabriel & Panago) The owners of Pizza Diavolo mentioned they like certain features of their apps.

Looking at each competitor's individual apps, I was able to deduce what worked to create a happy flow, and what was causing pain points.

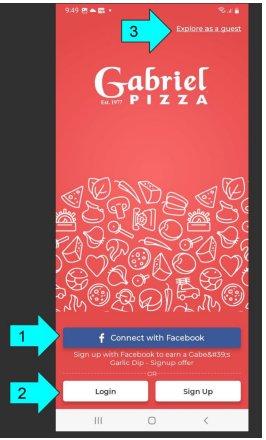
RESEARCH METHODOLOGY COMPETITIVE ANALYSIS

Like

From the first look, Gabriel Pizza's application cover page offers several methods of connecting, *Facebook, Login(2) and Guest.*

Many users will find the *Connect with Facebook(1)* as a useful way to quickly begin an account and get the ordering process underway.

Furthermore, user interviews showed that many users don't want to start an account to place orders, therefore the additional offer of a "guest"(3) checkout is essential. However less prominently displayed, the function is still available.



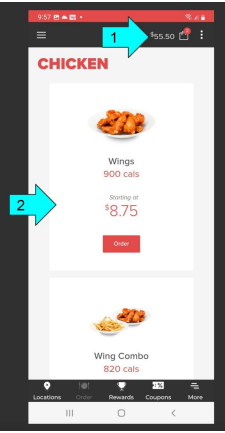
1-Like

Clear and easy to see price total for the order underway.

2-Dislike

Lots of wasted space causes items to appear 1.5 per page, making it difficult when wanting to compare menu items against each other.

Missing a back button causes customers to restart the app if you want to redo any part of the order

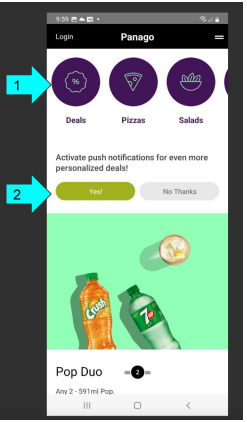


1-Like

Very clearly marked categories make the start to ordering quick and painless.

2-Like

Opportunity to choose to activate notifications or not clearly in view.

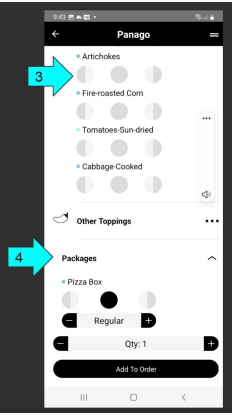


3-Like

Extremely easy to customize all or part of your pizza

4-Dislike

Confusing "Packages" option that doesn't do anything.



RESEARCH METHODOLOGY COMPETITIVE ANALYSIS

WHAT DID I LEARN?

IMPORTANT:

1) Clear pricing information and live price total as you move through the app

2) Back button essential

3) Do not crowd the screen with information.
Find a solution for nutrition information that won't clutter the screen

4) Giving the choice to move through the app as a "guest" as opposed to signing up

5) Very clear icons and images to convey information

6) Customization made easy with visual aids

RESEARCH METHODOLOGY

ONLINE RESEARCH

presto

The Operational Benefits of Personalization for Restaurants

In our previous post on personalizing the experience, we touched on how personaliz benefit both operational and marketing ef let's dive deeper into how personalization restaurant operations.

Restaurants will see massive operational a from personalization because it promotes

Categorize menu items based on popularity

Why Is Menu D Answer

1) Cate Items B Popularity and Profit

2) Limit Choice to Guide Buying Decisions

3) Place High-Margin Items in the Golden Triangle

design tips you can start implementing today to if you don't have an existing menu to work rvices to easily create and customize a new menu

Download our free inventory template

Download ›

1) Categorize Menu Items Based on Popularity and Profit

Four distinct categories should drive your menu design. And no, we're not talking about typical categories such as appetizers, entrées, desserts, and beverages.

TouchBistro

Products Restaurant Types Pricing Features Resources Email address BO

Limit choice to guide buying decisions

Why Is Restaurant Menu Design the Answer?

1) Categorize Menu Items Based on Popularity and Profit

2) Limit Choice to Guide Buying Decisions

But How Many Is Too Many Menu Items?

3) Place High-Margin Items in the Golden Triangle

4) Highlight One High-Margin Item per Category

5) Use Photos Sparingly

6) Include Menu Modifiers to Upsell

7) Update Your Menu

Dogs: You may want to '86 these cific customer segment, consider keep

By getting your menu classificatio your menu design instead of taking a hit-and- ort up front, but this is a small price to pay for

2) Limit Choice to Guide Buying Decisions

Your instinct may be to provide customers with as many dishes as possible. The problem? More choice isn't always better.

Too much choice can actually lead customers to not choose at all. Research shows that too much choice can actually hinder the decision-making process altogether.

For example, in early 2000, psychologists Sheena Iyengar and Mark Lepper published a study that showed shoppers who saw 24 choices of jam were one-tenth less likely to purchase than those who had only six.

Just think about the last time you went to a restaurant that had an extensive menu. Chances are you struggled to make a choice, right? So much so, in fact, that you likely reverted to something tried and true. Burger, anyone?

The magic number is 7 menu items

But How Many Is Too Many Menu Items?

The magic number is 7.

According to menu engineer Gregg Rapp, "When we include over seven items, a guest will be overwhelmed and confused, and when they get confused they'll typically default to an item they've had before."

If diners default to the familiar – especially if those dishes are low-margin dishes – you'll lose out on profits from those higher-margin items. Speaking of which...

RESEARCH METHODOLOGY

ONLINE RESEARCH

Pepperoni

Pepperoni steals the show

PMQ PIZZA MEDIA

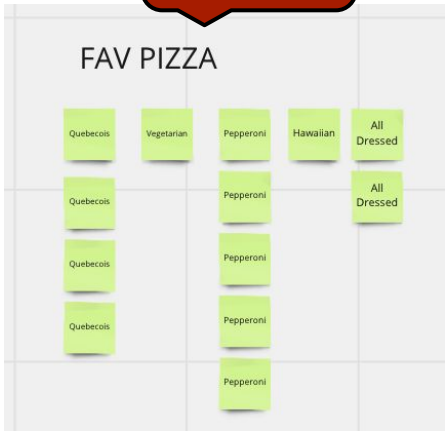
#1- Pepperoni

Based on an AOL survey,

Topping votes

1. Pepperoni 3909
2. Extra Cheese 2121
3. Sausage 1487
4. Pineapple 658
5. Canadian Bacon 604
6. Onions 584
7. Olives 542
8. Green Peppers 398
9. Chicken 382
10. Tomato Slices 370
11. Spinach 302
12. Garlic 298
13. Anchovies 215
14. Eggplant 153
15. Broccoli 151
16. Shrimp 146
17. Potatoes 25

Total votes 12,345



Canada's fa[illegible]pizza toppings: Pepperoni steals the show and pickles claim the wild card

Home to the Hawaiian pizza, Canada's favourite pizza toppings include pineapple, pepperoni, anchovy and... pickles?

Pippa Norman
Jun 17, 2022 2:08 PM

Pepperoni is the most popular pizza topping in Canada, clocking up on average 3,600 searches over the past 12 months. Coming in at second place, 2,900 searches for anchovies on pizza still manage to just pip Hawaiian pizza to the post. In fact, Canada is the home of Hawaiian Pizza!

What Is Th[illegible]lar Pizza In Canada?

EDWARD BRO

HOME — CANADA — [illegible]ZA IN CANADA?

Pepperoni is the most popular pizza topping in Canada

Did you guess it? **Pepperoni** is the most popular pizza topping in Canada, clocking up on average 3,600 searches over the past 12 months. Coming in at second place, 2,900 searches for anchovies on pizza still manage to just pip Hawaiian pizza to the post. In fact, Canada is the home of Hawaiian Pizza!

RESEARCH METHODOLOGY
ONLINE RESEARCH

WHAT DID I LEARN?

1) Categorize menu items based on popularity

2) Ability to customize is expected

3) Selling custom toppings will generally boost sales

4) Pepperoni is the hands down favourite topping

5) Offering customization is good for return business

Customers can pay up to a 636% premium on extra-adds or ingredients

H…he veggies on your pizza?

Customers can pay up to a 636% premium for any extra add-ons or ingredients in a restaurant meal, **a recent study from PlateIQ** shows. And restaurants mark up ingredients by 300% on average, according to PlateIQ. The restaurant industry accounting firm analyzed invoices for more than 1,000 eateries, from January through March 2017, measuring the price differences between what the restaurant paid for popular menu items and ingredients and what it charged for them.

We live in an age where anything and everything is expected

Why it's important to customize your pizza

By Giorgio Taverniti April 26

Features Business and Operat

Why it's important to customize

We live in an age when customizing anything and everything is expected. The customer in each of us always wants businesses to cater to our every need. We want to personalize everything to make the product or service one of a kind. We want to be our own chefs or artists by choosing what we want and having it turn out great.

RESEARCH METHODOLOGY

WHAT DID I LEARN?

1) Ability to customize is essential

2) Reorder button is very useful

3) Users prefer a “guest checkout” to signing up

4) Coupons are not a huge factor in decision making

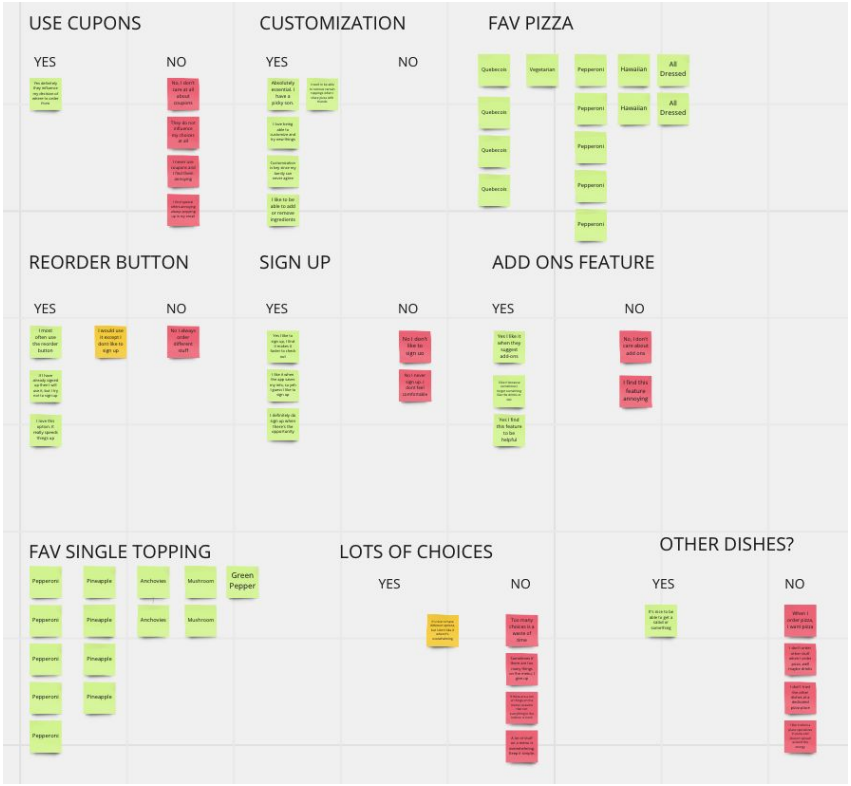
5) Users mostly like an “add ons” feature to remind them of items they may have forgotten to order

6) Favourite pizza and topping is pepperoni followed by “Quebecois” and pineapple

7) Users generally prefer to have less menu items to choose from

8) Users don’t generally care about other dishes (salads, fries, sandwiches etc.) when they are set out to order pizza

AFFINITY MAPPING FROM USER INTERVIEWS



RESEARCH METHODOLOGY

EMPATHY MAPPING FROM USER INTERVIEWS

WHAT DID I LEARN?

1) Used don't like too many choices
2) Users don’t care about coupons
3) Users don’t like seeing the calorie information while others do
4) Users like to order extra to have leftovers
5) Users don’t like to sign up
6) Users order to save time cooking

REFLECTIONS ON INITIAL ASSUMPTION

Where Rachel was right. Where Rachel was wrong.

1) Customization = BAD
(because as a cook, I found it annoying)
To justify this annoyance, I told myself that customization would cause added labour costs, inconsistent inventory and more potential for mistakes.

Customization is proven to be beneficial way to boost sales, insure repeat customers generally carries a positive effect for pizza restaurants.

2) Smaller Menu= GOOD
Too many choices isn't necessarily a good thing. With few choices comes less confusion for the customer, less food waste for the business, faster order times and fulfillment.

Seven menu items is the sweet spot. More than seven and generally customers start to get confused or impatient. It is important to guide buying decisions.

3) Menu Items Positioning = IMPORTANT
Position the most popular items first in view to speed up the ordering process.

Placing the most popular items first on the menu will decrease the time is takes the average person to make a decision.

RESEARCH METHODOLOGY

REOCCURING THEMES

CUSTOMIZATION IS NECESSARY AND EXPECTED

LIMIT MENU ITEMS TO

OFFER “GUEST CHECKOUT”

INCLUDE REORDER BUTTON FOR SPEEDY ORDERING

CUSTOMERS DON’T CARE ABOUT NON-PIZZA ITEMS

ARRANGE MENU BY POPULARITY FOR SPEEDY ORDERING

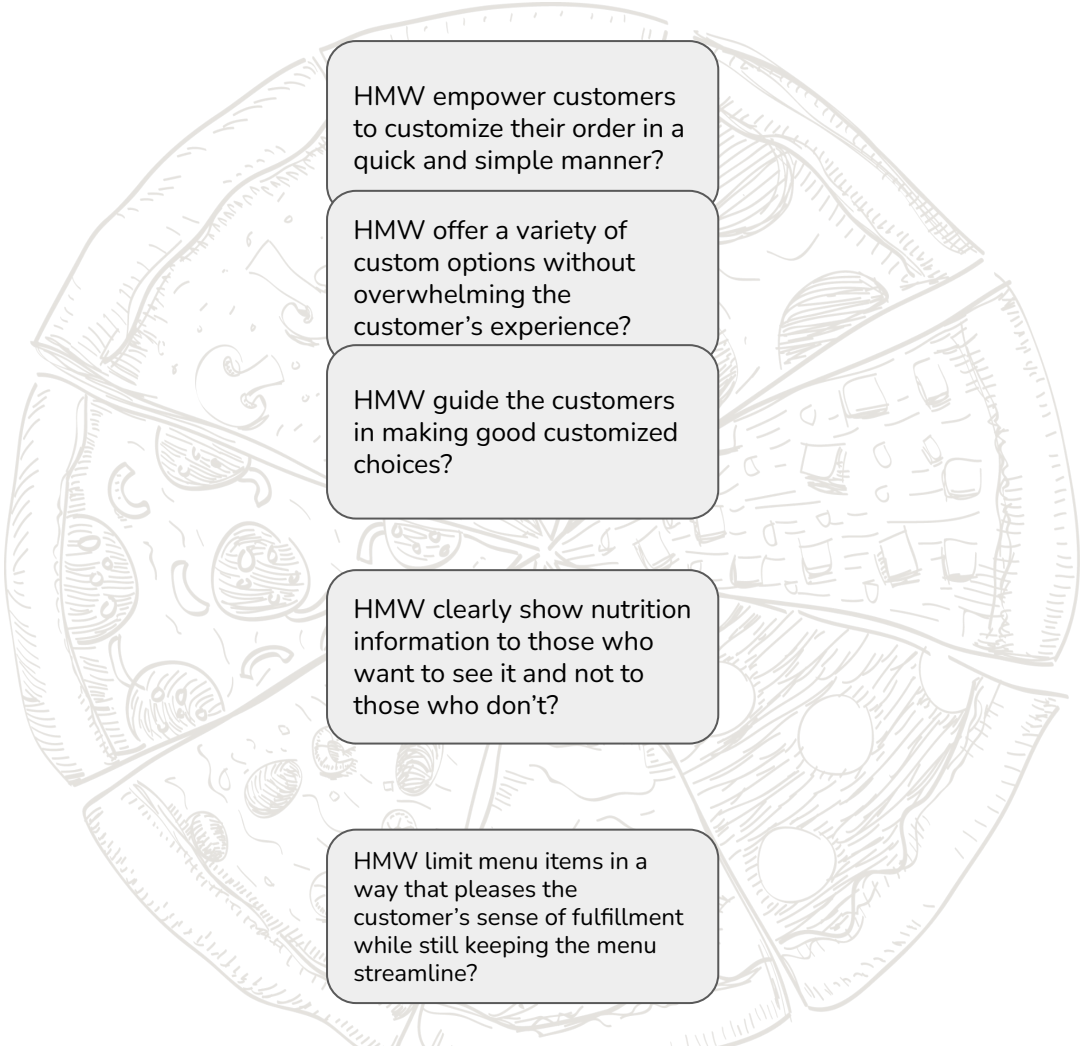
MIXED FEELINGS ON SHOWING CALORIES

HOW MIGHT WE?

EASE OF CUSTOMIZATION

NUTRITION INFORMATION -TO SHOW OR NOT TO SHOW?

TOO MANY MENU ITEMS



HMW empower customers to customize their order in a quick and simple manner?

HMW offer a variety of custom options without overwhelming the customer's experience?

HMW guide the customers in making good customized choices?

HMW clearly show nutrition information to those who want to see it and not to those who don't?

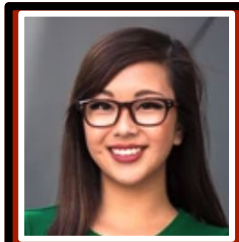
HMW limit menu items in a way that pleases the customer's sense of fulfillment while still keeping the menu streamline?

TARGET AUDIENCE & PROBLEM

Male, female or other. Busy lifestyle. Maybe children or other dependants. Working a demanding job and has little time to cook at home. Age 25-40 years old professional.

Problem: Needs to be able to order a customized pizza quickly and easily. The pizza must to be accurate to the taste of multiple people who will partake. The ordering process must be simple enough to do while multi-tasking, either mid work day or perhaps holding a fussy baby.

PERSONA



Jie Zang Nguyen

Frequent Pizza Consumer

Customer Journey

Montreal, Canada

“I’m way too busy to cook for the family some nights. I need a pizza app that is clear and quick that I can order from while I multitask at work”

ABOUT Age 36, Jie is a very successful Creative Director for an Affiliate Marketing firm. She has very little time during the week to cook for her family which includes her partner and two children, Molly (5) and Trevor (7).

NEEDS Jie and her partner alternate cooking duties. Tonight is her night to provide a meal for the family but she has a big presentation to finish for the morning. She needs to be to be able to quickly and efficiently order a customized pizza to suit the needs of her fussy family and successfully nourish everyone. She needs to order a pizza while wrapping it up at the office and gathering all her things for her morning meeting to go over when she gets home. She would like to be able to make a secure and quick online payment without signing up.

PAIN POINTS

- Having to restart the app if you need to remove an item from your checkout cart.
- Inability to fully customize each half of the pizza
- Too many choices which clutter the experience of ordering making it longer
- Signing up for an account and receiving hundreds of offers by email

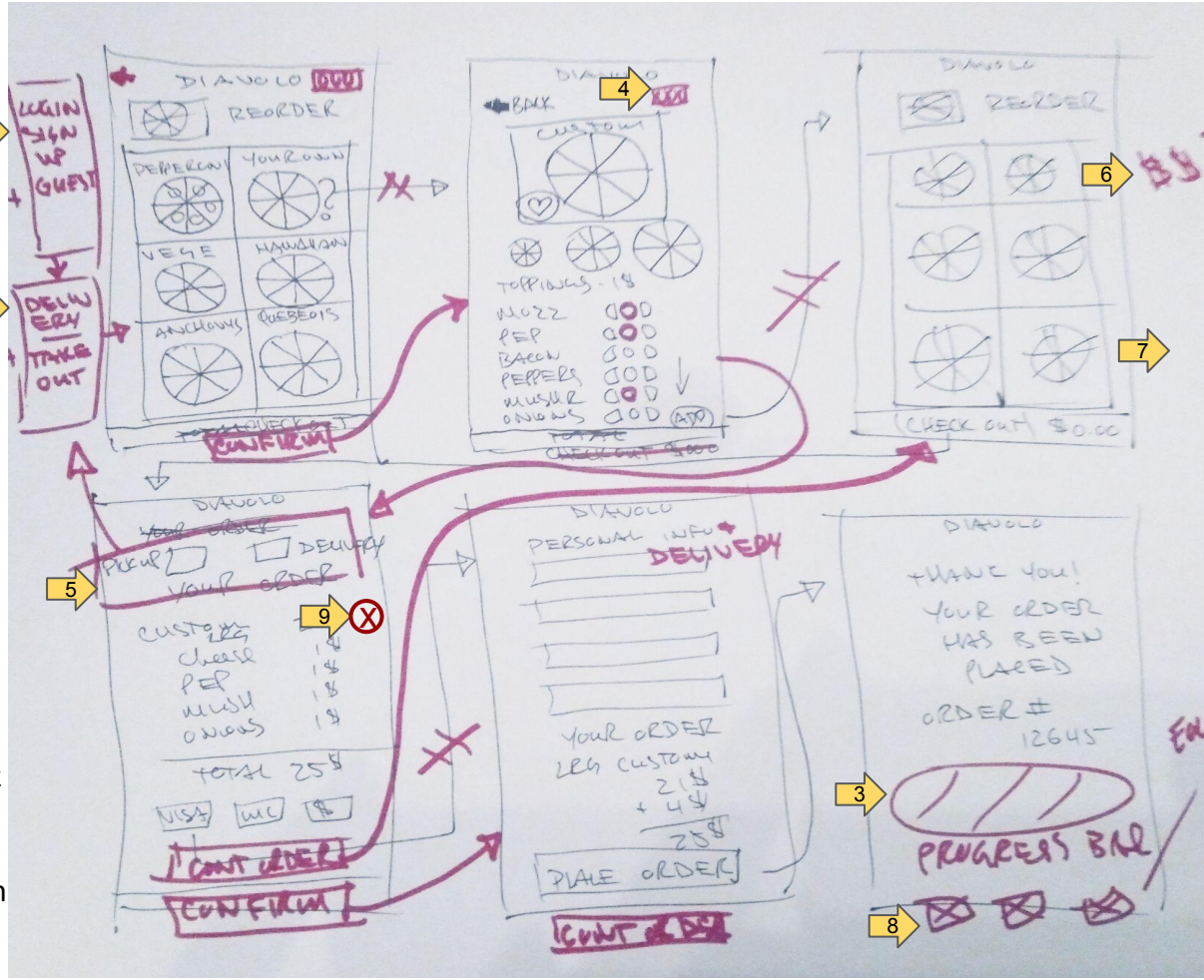
GOAL

- To order a customized pizza in under 3 minutes
- Be able to pay online without signing up
- Be sure that the pizza doesn’t have pepperoni on one half because her partner is vegetarian.

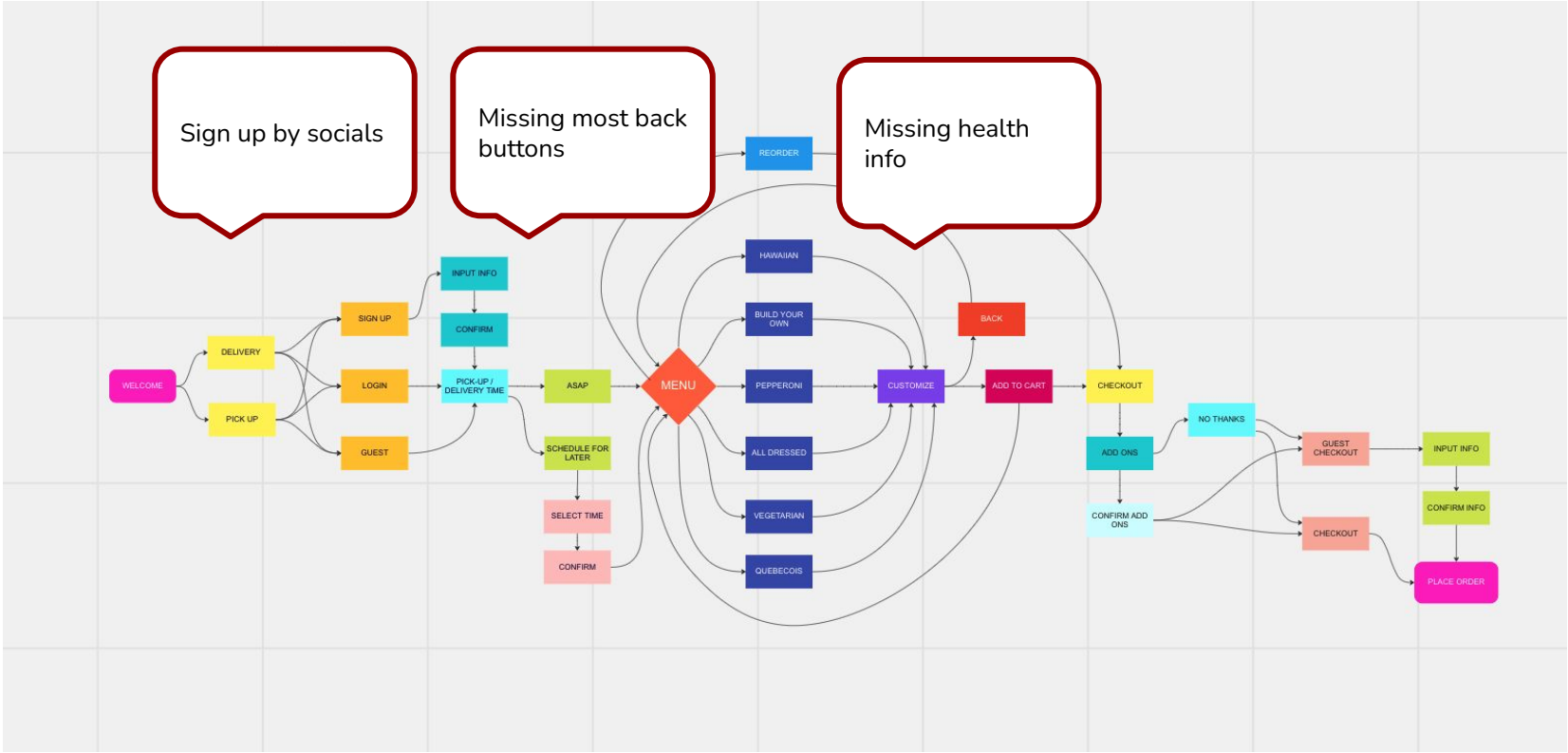
ITERATIONS

#1 PAPER WIRE FRAME

1) Add cover page with sign up buttons, login and socials
2) Add “delivery” and “takeout” selection page
3) Missing progress bar
4) Should move collection category to the beginning in case restaurant wants to make specific deals for “carry out” of “delivery”
5) Move “checkout total” to the top bar
6) Add pricing
7) Make drinks page
8) Add socials “follow us” at the bottom of the cover page
9) Add “remove item” button to the total page



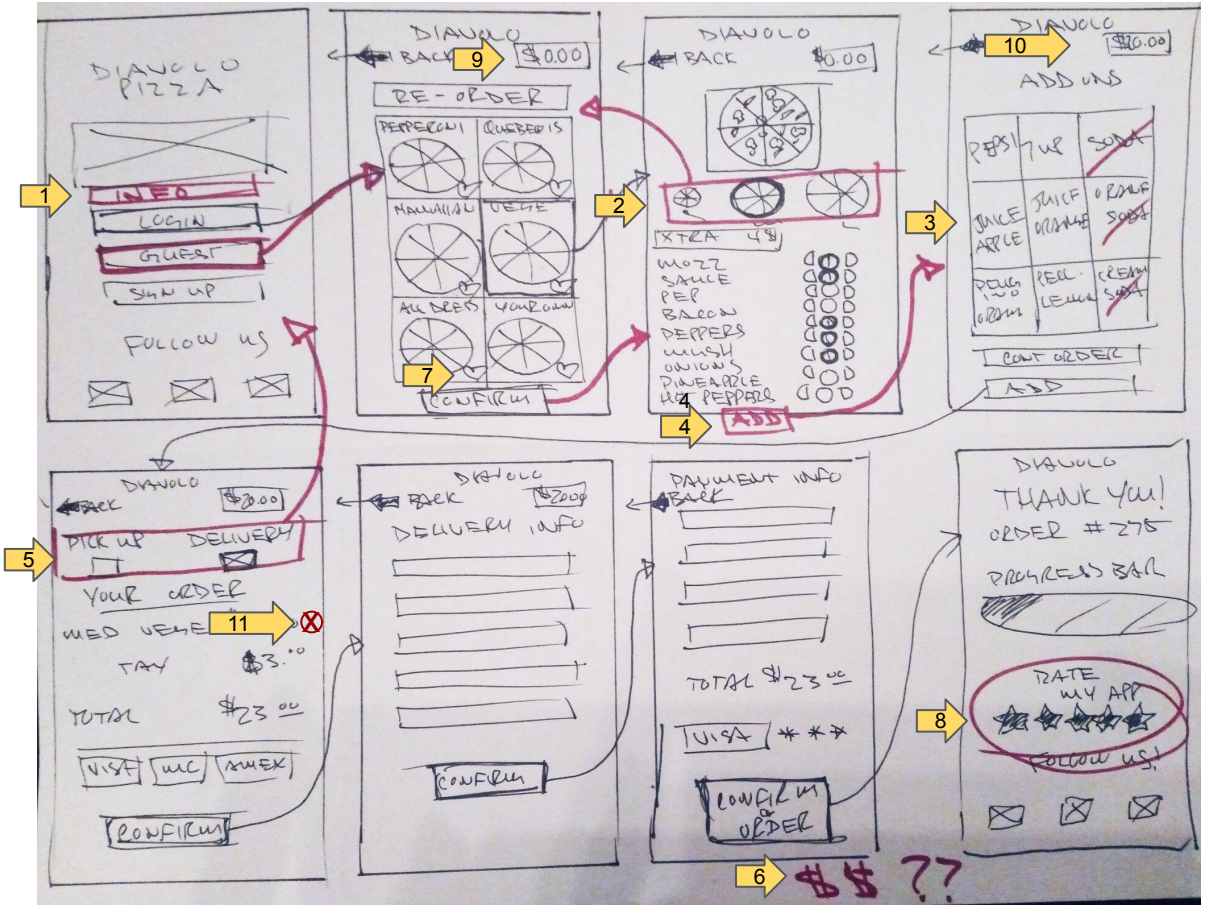
FLOW CHART


Sign up by socials
Missing most back buttons
Missing health info
WELCOME
DELIVERY
PICK UP
SIGN UP
LOGIN
GUEST
INPUT INFO
CONFIRM
PICK-UP / DELIVERY TIME
ASAP
SCHEDULE FOR LATER
SELECT TIME
CONFIRM
MENU
REORDER
HAWAIIAN
BUILD YOUR OWN
PEPPERONI
ALL DRESSED
VEGETARIAN
QUEBECOIS
CUSTOMIZE
BACK
ADD TO CART
CHECKOUT
ADD ONS
CONFIRM ADD ONS
NO THANKS
GUEST CHECKOUT
CHECKOUT
INPUT INFO
CONFIRM INFO
PLACE ORDER

ITERATIONS

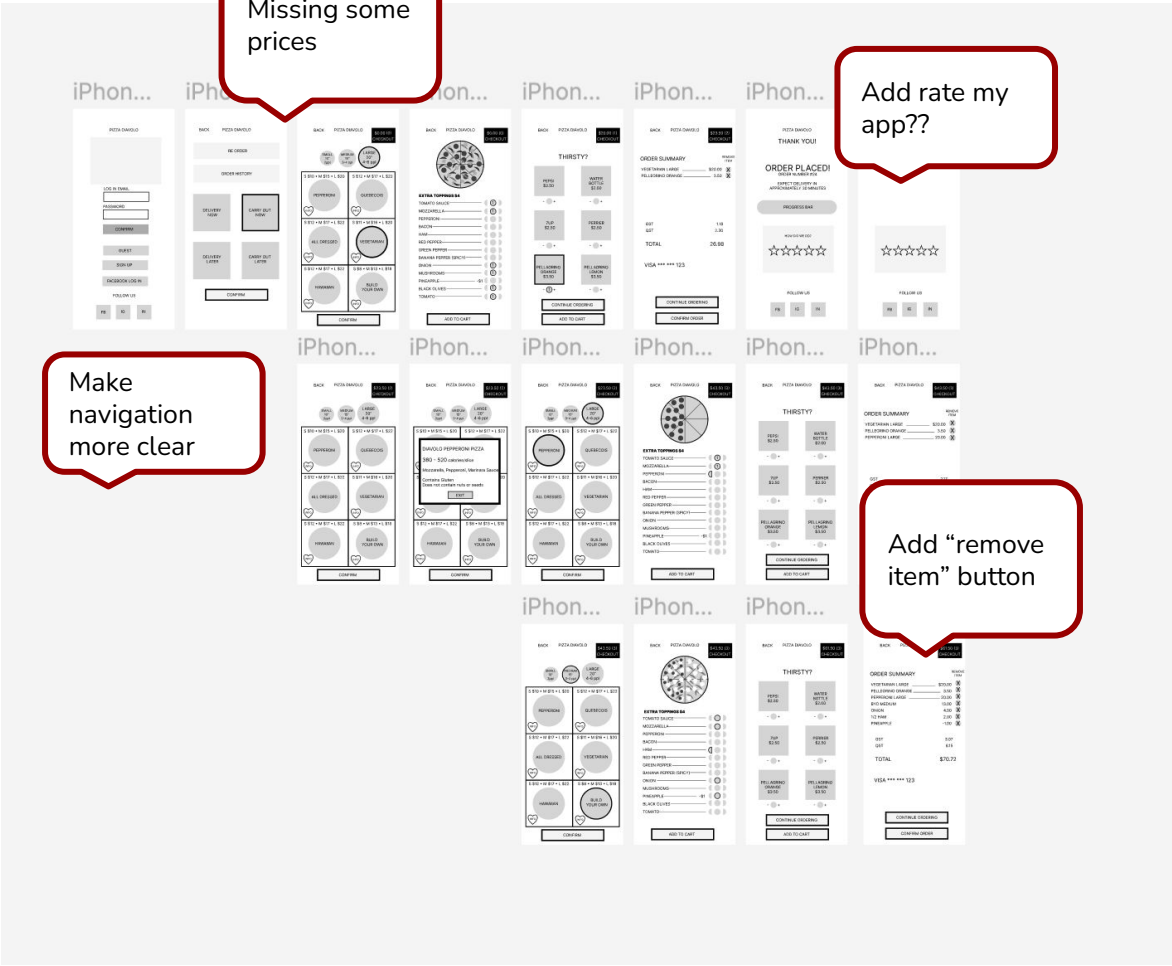
#2 SECOND PAPER WIRE FRAME

1) Missing space to input login info
2) Place size choice with the pizza flavours
3) Offer less beverage choices
4) Place “add” button on the bottom of the customization page
5) Move “pick up” and “delivery” options to the second page. Establish it early on
6) Add pricing
7) Add pop up page for nutrition info
8) Add Rate my app??
9) Add item count to total on each page
10) Make “checkout” button clear
11) Add “remove item” button to the totals page (important)**



ITERATIONS

#3 LOW-FI WIRE FRAME



ITERATIONS

#4 UPDATED
LOW FI WIREFRAME