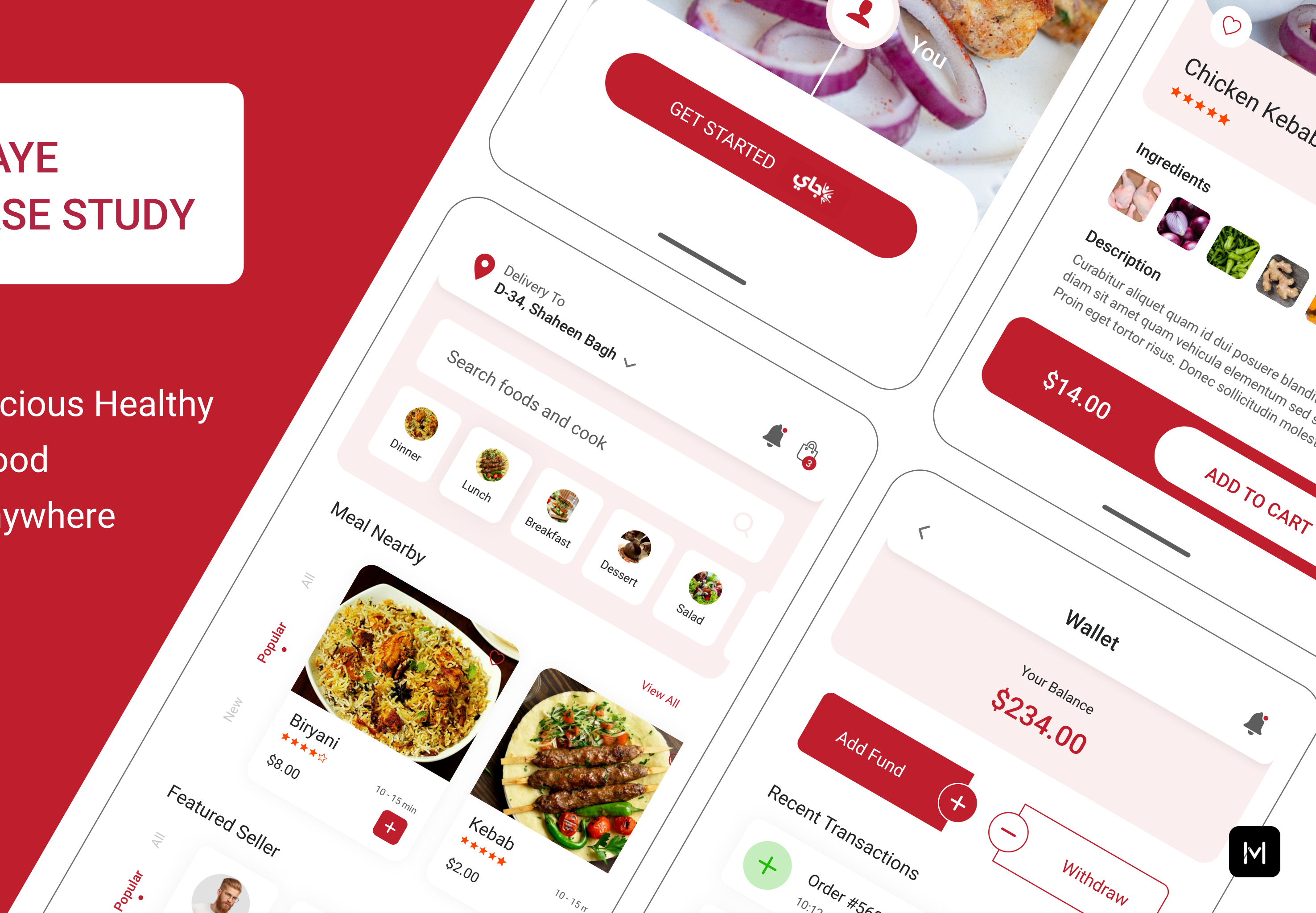


# JAYE UI/UX CASE STUDY

Delivering Delicious Healthy  
Homemade Food  
- Anytime - Anywhere



## WHAT WAS OUR ROLE?

They asked us to build their brand identity and design product to become number one in Saudi Arab.

- Created a **user persona** and its **empathy map**
- Made the **user journey map**
- Designed **information architecture** and created a **flow chart**
- Executed **brainstorming** to generate ideation
- Designed **user interface** of an **APP**
- Developed **user interface** of an **APP**

## TOOLS USED

Adobe **Xd**

**Ps** Photoshop

**npm**

**ionic**

**HTML**

*Sass*

## ABOUT APP

Jaye is a platform connecting approved home-cooks with nearby neighbors, looking for wholesome, homemade food via meal delivery services. It is a food delivery app delivering delicious, healthy, hygienic home-made food for all. Jaye partners with home chefs from across cities, who cook tasty, healthy food and deliver these homemade dishes through the app.

The aim was to connect diners with the home cooks and create economic opportunities for women and supply homemade healthy food for everyone who loves.

## PROBLEM STATEMENT

We are three-sided platform. We depend on our cooks for making quality food and freelancer delivery boys who delivered the food. But most of these people are not business people. They are either hobbyists or doing it for the first time and don't necessarily understand the complexity of handling customers, customer service and so on. This causes small problems like timely delivery, communication with the customers and their likes.

## THE SOLUTION

We are working closely with our cooks and delivery boys to improve the service quality that they offer to their customers. We take quality assurance very seriously and conduct through kitchen inspection before onboarding a merchant / cook. Since we are a small, this often takes longer than our expectation. As a result, we often end up with a growing waiting list of cooks. This is a high-quality problem to have but nonetheless a problem. We are working hard to speed up our inspection process.

## PROJECT GOALS

### Convenience

We take quality assurance very seriously and conduct through kitchen inspection before onboarding a merchant/cook.

### Saving time

User can save their lot's of time so that they can devote to something else. The result: you are less tired, less rushed, and less stressed.

### Flexibility

Eating homemade foods is usually much cheaper than eating at restaurant or buying processed foods from the market.

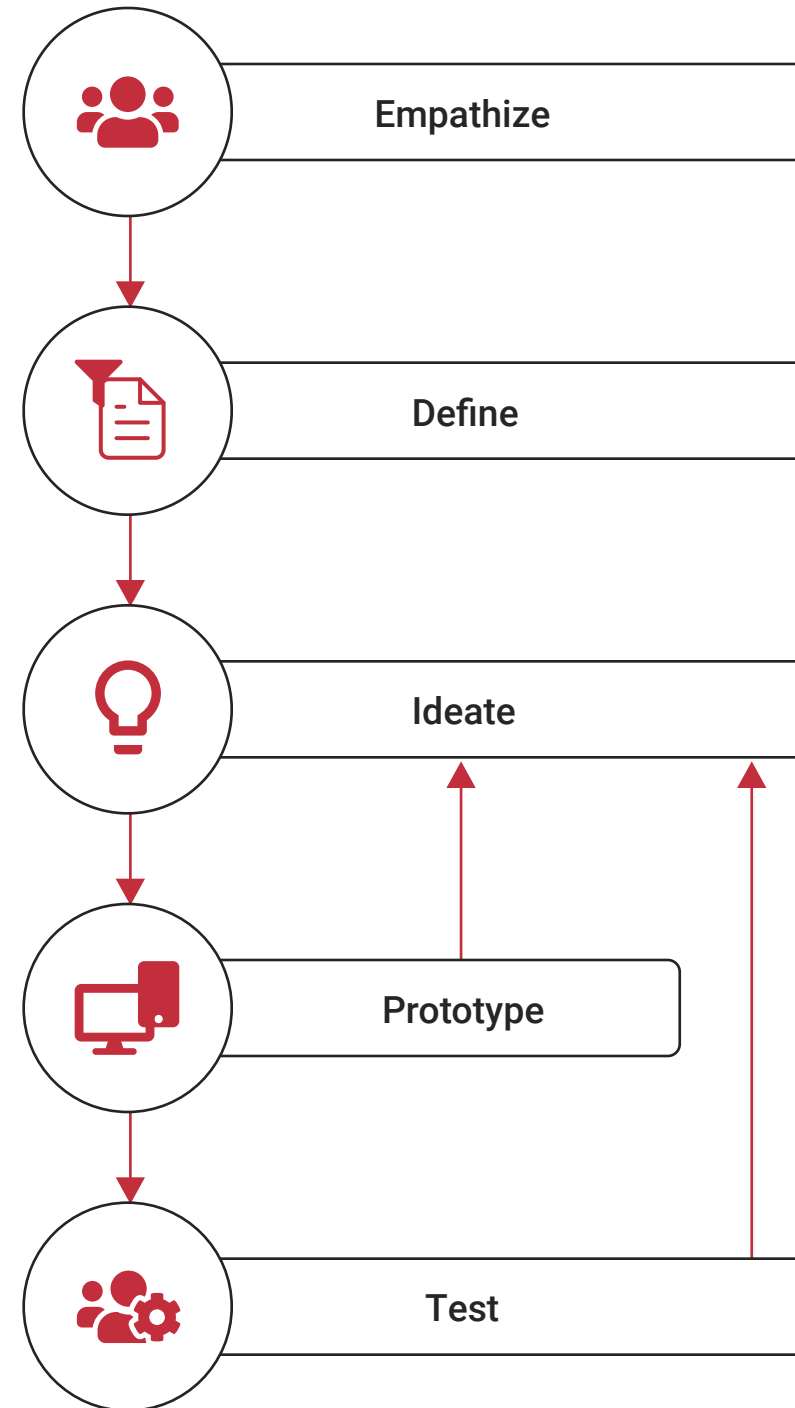
### Safety

Preparing your food at home can be especially beneficial if you want to ensure food hygiene for you and for family.

### Empowerment

It's empowering women to earn some extra bucks by making some extra food along with their daily activities.

## THE JOURNEY



## USER INSIGHTS

65.4%

In typical busy week 65% of the users preferred to eat home cooked meals over outside meals

70.7%

70.7% of users craved home-style cooked food on daily basis while 29.3% craved from home food on special occasions.

54.5%

54.5% of users think the quality of the food they order is not as good as expected and most of them failed to find good food.

## KEY METRICS

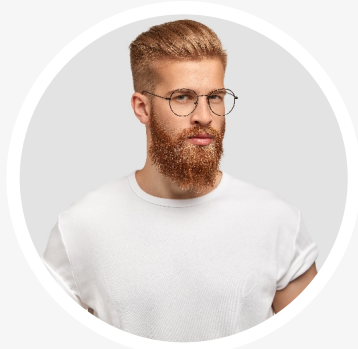
68%

Do you prefer homemade food instead of restaurant food?

96%

How often do you eat homemade food?

## PERSONA CHART



Name:  
**Abu Bilal**

Age:  
**29**

Status:  
**Married**

Occupation:  
**Designer**

Location:  
**New Delhi**

### BIO

Abu Bilal is a designer. He lives in Delhi and stay alone. He always busy for his works. Therefore, usually order food from nearest restaurant but he didn't get the healthy food. So most time they get sick.

### FRUSTRATIONS

- › Misses home cooked food.
- › Unhealthy and Unhygienic meals
- › Doesn't have get the time to cook after work.

### KEY GOALS

- › Meals which feel home cooked.
- › Want to eat healthy and hygienic meals

### MOTIVATION

Healthy

Hygienic

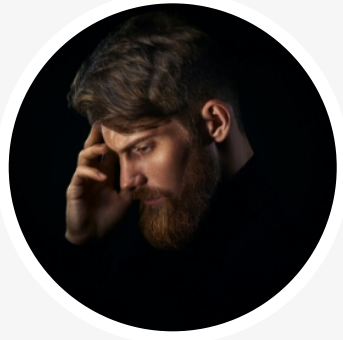
Tasty

Homemade

Convenience

Quality

## PERSONA CHART



Name:  
**Bilal Azad**

Age:  
**16**

Status:  
**Single**

Occupation:  
**Student**

Location:  
**New Delhi**

### BIO

Bilal is a college student who is studying at first year and living on boy's hostel. He wants to spend more time on his studies and therefore, usually orders food delivery via phone or laptop and picks them up at the gate.

### FRUSTRATIONS

- › He don't want to go a restaurant to eat because it wastes a lot of time.
- › Have a very limited budget.
- › Doesn't have time to cook food because he is busy with studies.

### KEY GOALS

- › Explore new recipes from various food
- › Want to eat tasty meals
- › To find a more efficient way to order.

### MOTIVATION

Homemade

Healthy

Tasty

Price

Convenience

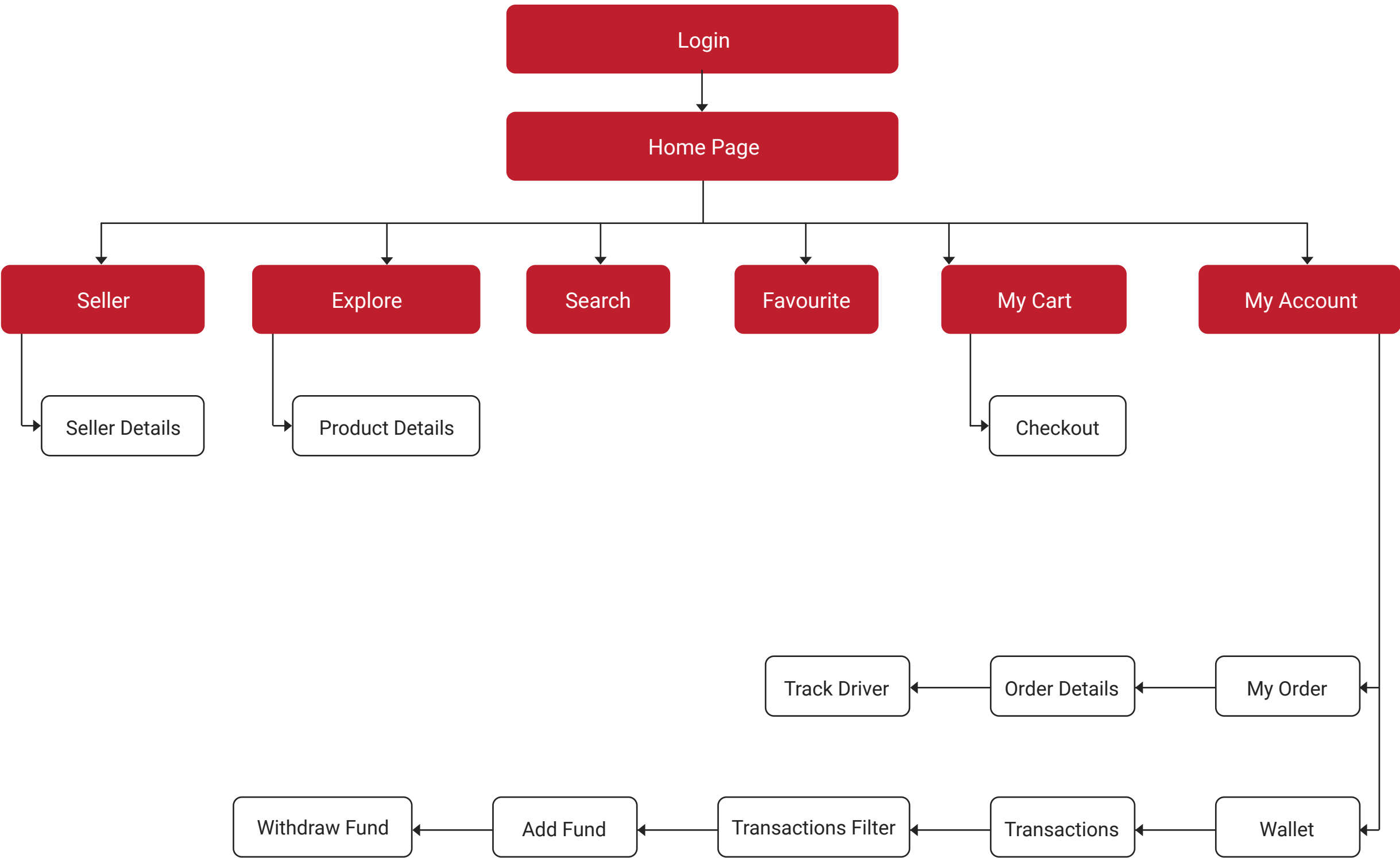
Quality



# DEFINE

## Information Architecture - Customer

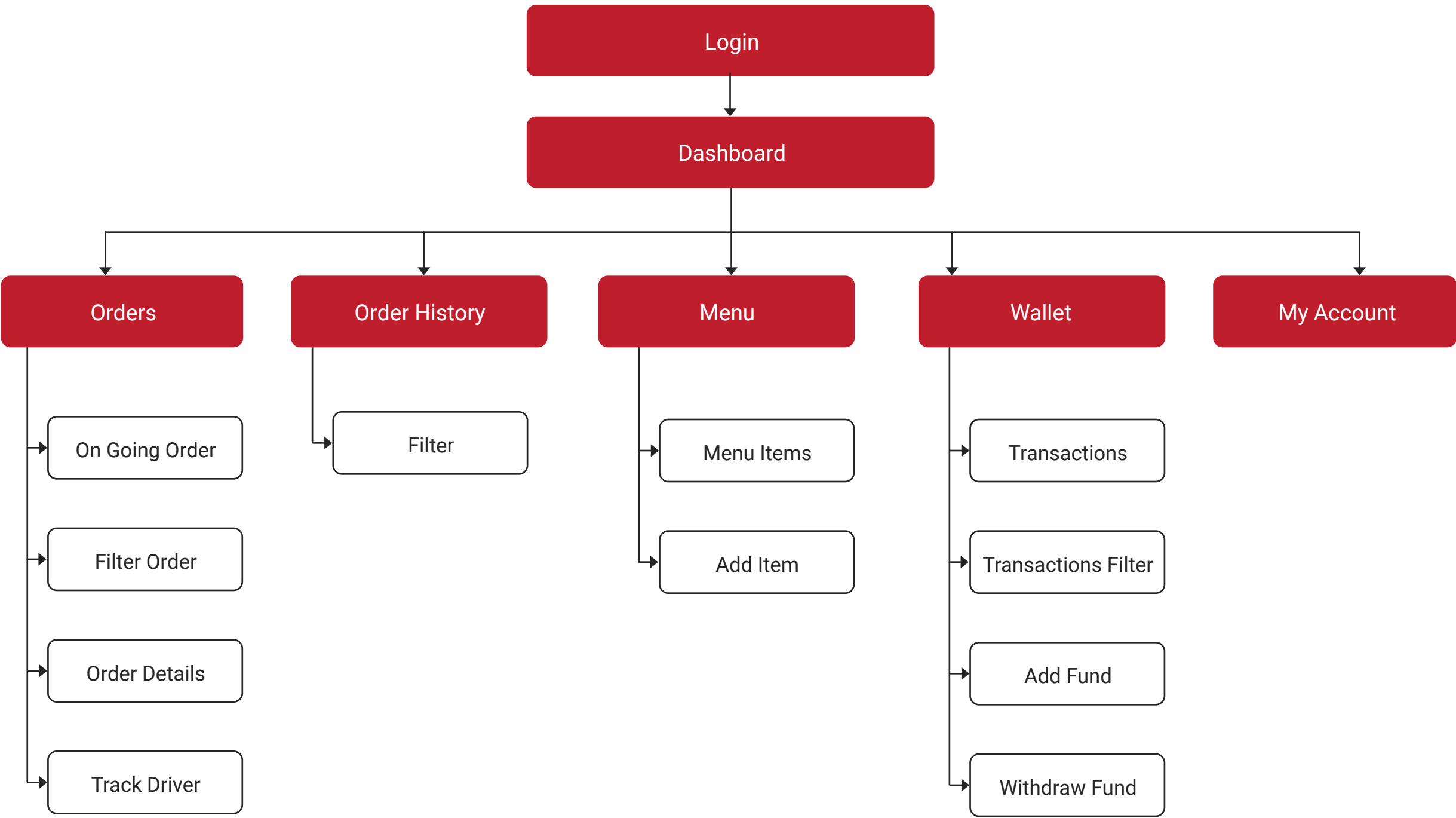
My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I choose was designed to make things simple and easy.



# DEFINE

## Information Architecture - Seller / Cook

My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I choose was designed to make things simple and easy.

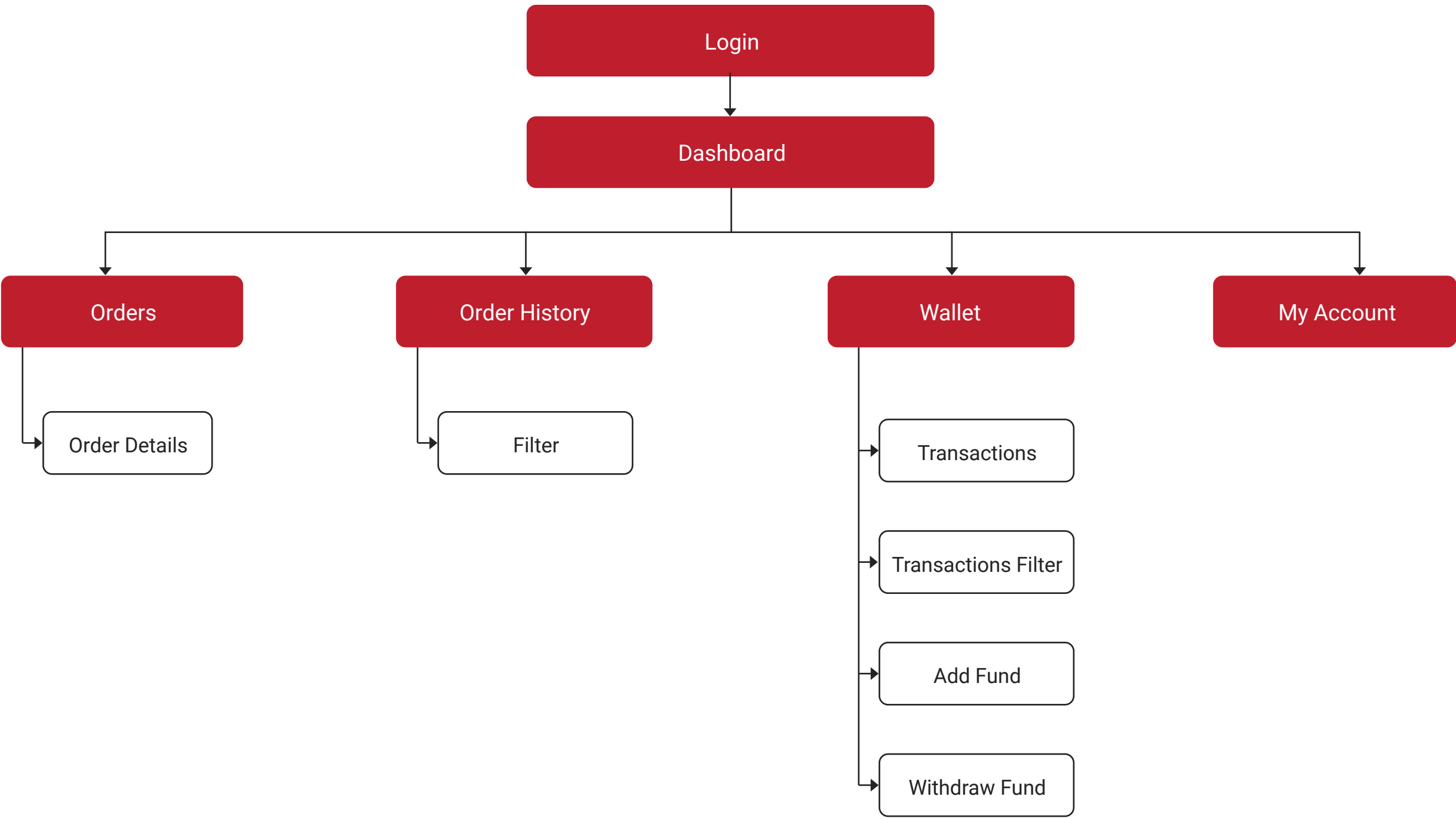




# DEFINE

## Information Architecture - Delivery Boy

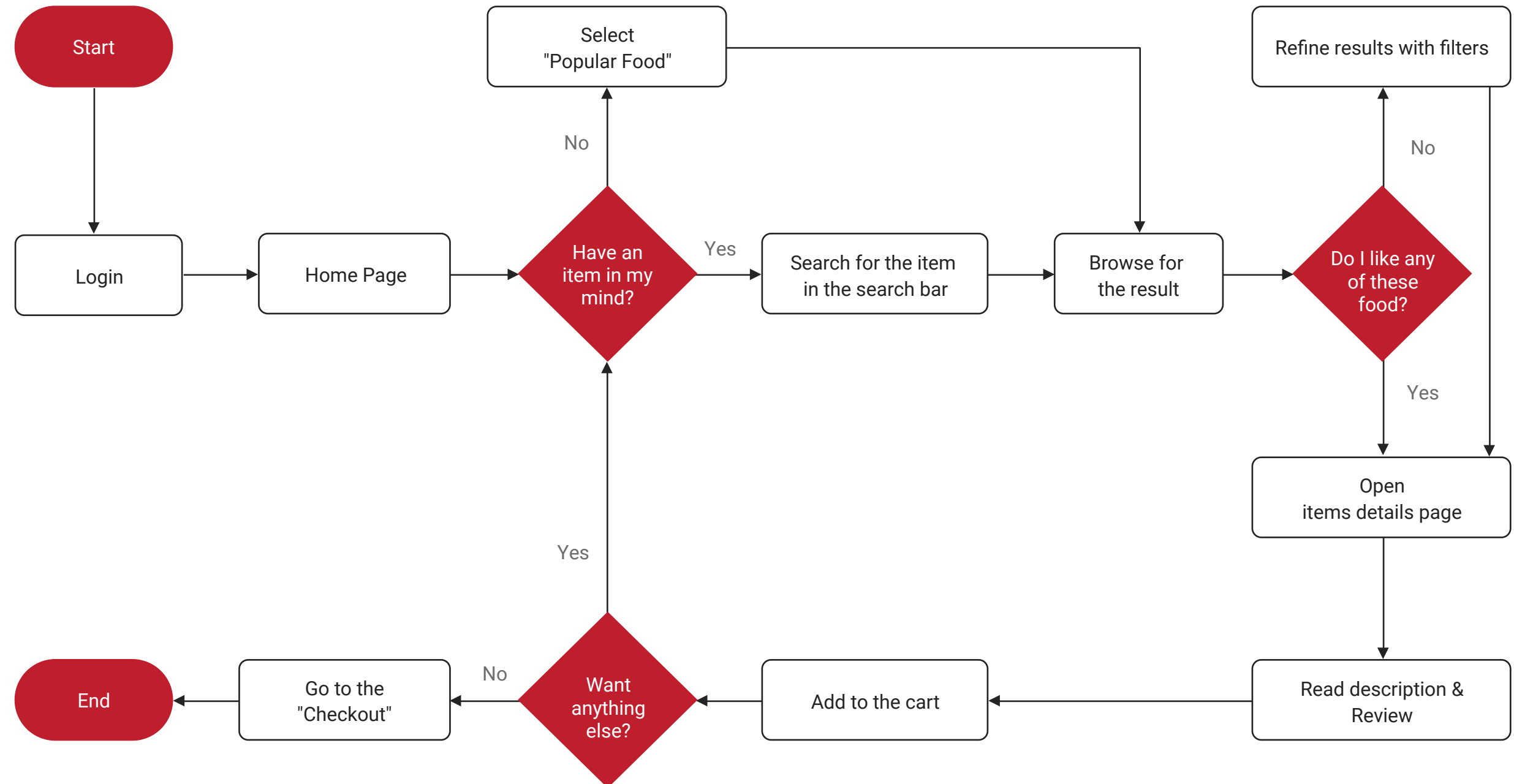
My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I choose was designed to make things simple and easy.



## DEFINE

### Customer Flow

The user flow defines all navigation steps in the user journey in order to achieve their goal.



IDEATE

STYLE GUIDE

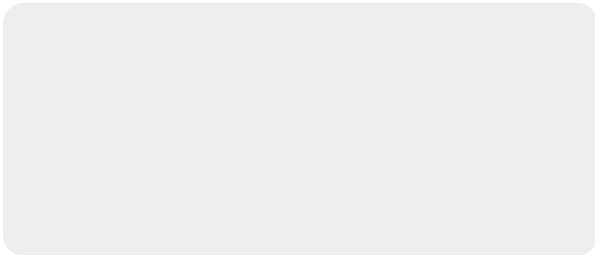
Color Palette



#BF1E2D



#5D5D5D



#EEEEEE

Typefaces

Roboto: H1

Roboto: H2

Roboto: H3

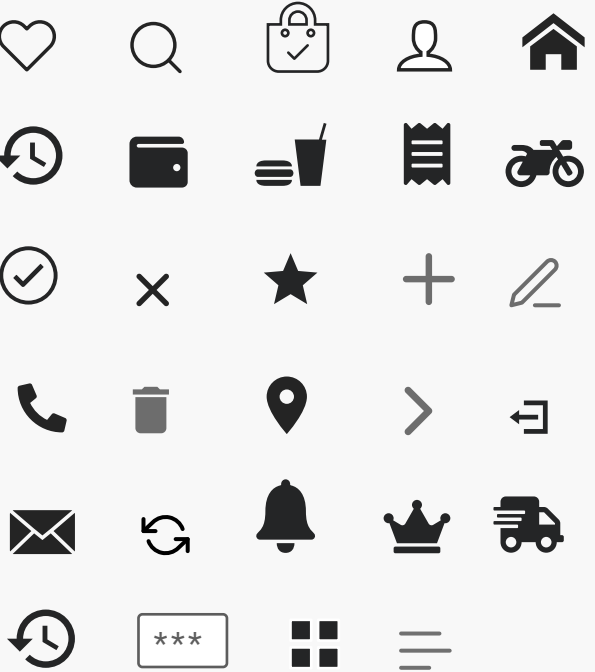
Logo



Button



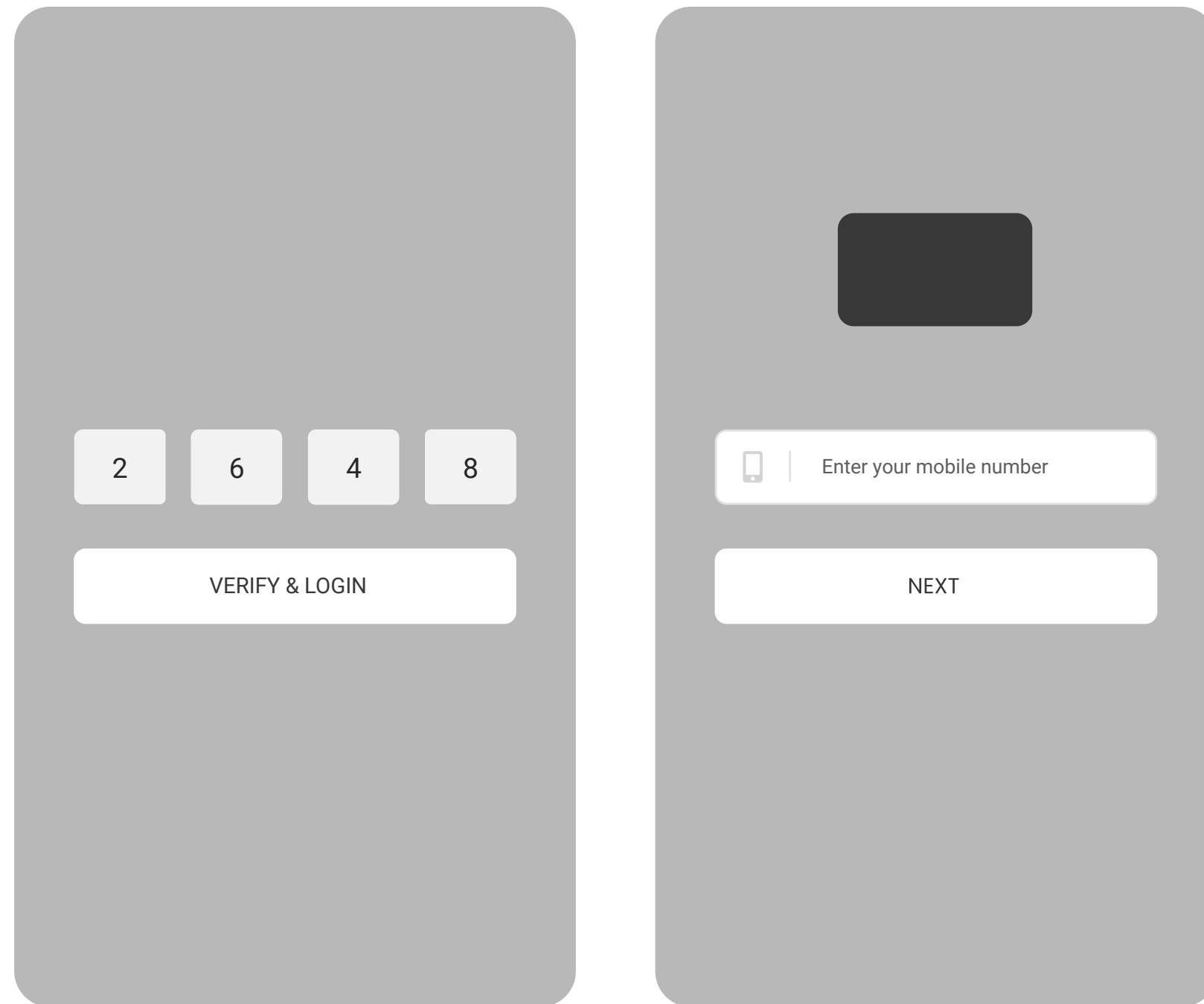
UI Icon



## IDEATE

Following our customer interviews, we synthesized our findings and were able to create a customer journey and persona which were presented and discussed with the client.

These exercises formed a great foundation to move into feature ideation and prioritisation.



Enter your mobile number

NEXT

Chicken Kebab

Ingredients

Description

\$14.00

ADD TO CART

Delivery To

D-34, Shaheen Bagh

Search foods and cook

Dinner

Lunch

Breakfast

Dessert

Salad

Meal Nearby

Biryani

Kebab

Featured Seller

Abu Bilal

Mohammad

Bilal Azad

Yusu

Home

Grid

Search

Heart

User

Delivery To

D-34, Shaheen Bagh

Lunch

Biryani

Mutton

Fish Fry

Kebab

Home

Grid

Search

Heart

User

Delivery To

D-34, Shaheen Bagh

Cook / Seller

Abu Bilal

Mohammad

Bilal Azad

Yusuf Shams

Shamsuddin

Home

Grid

Search

Heart

User

Abu Bilal Azad

Abu Bilal Azad

Lunch

Biryani

Mutton

Home

Grid

Search

Heart

User

Delivery To

D-34, Shaheen Bagh

Search meal...

Meal Nearby

Kebab

Kebab

Kebab

Kebab

Home

Grid

Search

Heart

User

Favourite

Biryani

Mutton

Fish Fry

Kebab

Home

Grid

Search

Heart

User

My Cart

Kebab

Biryani

Salad

Mutton

Discount

Total

CHECKOUT

Order #56343

Paid

Arriving 09:43 PM, 21 Sept 2022

Dispatched

CALL DRIVER

TRACK DRIVER

Total

Tax

Delivery Charges

Download invoice

Payment details

Food / Meals

Kebab

Biryani

Home

Grid

Search

Heart

User

My Orders

Order #56343

Order #56342

Order #56341

Home

Grid

Search

Heart

User

Checkout

Pay for

Pay via

To Pay

Choose a payment method

\$22.61

PAY NOW

My Account

Bilal Azad

My Orders

SMS Notification

Dark Mode

Language - English

Logout

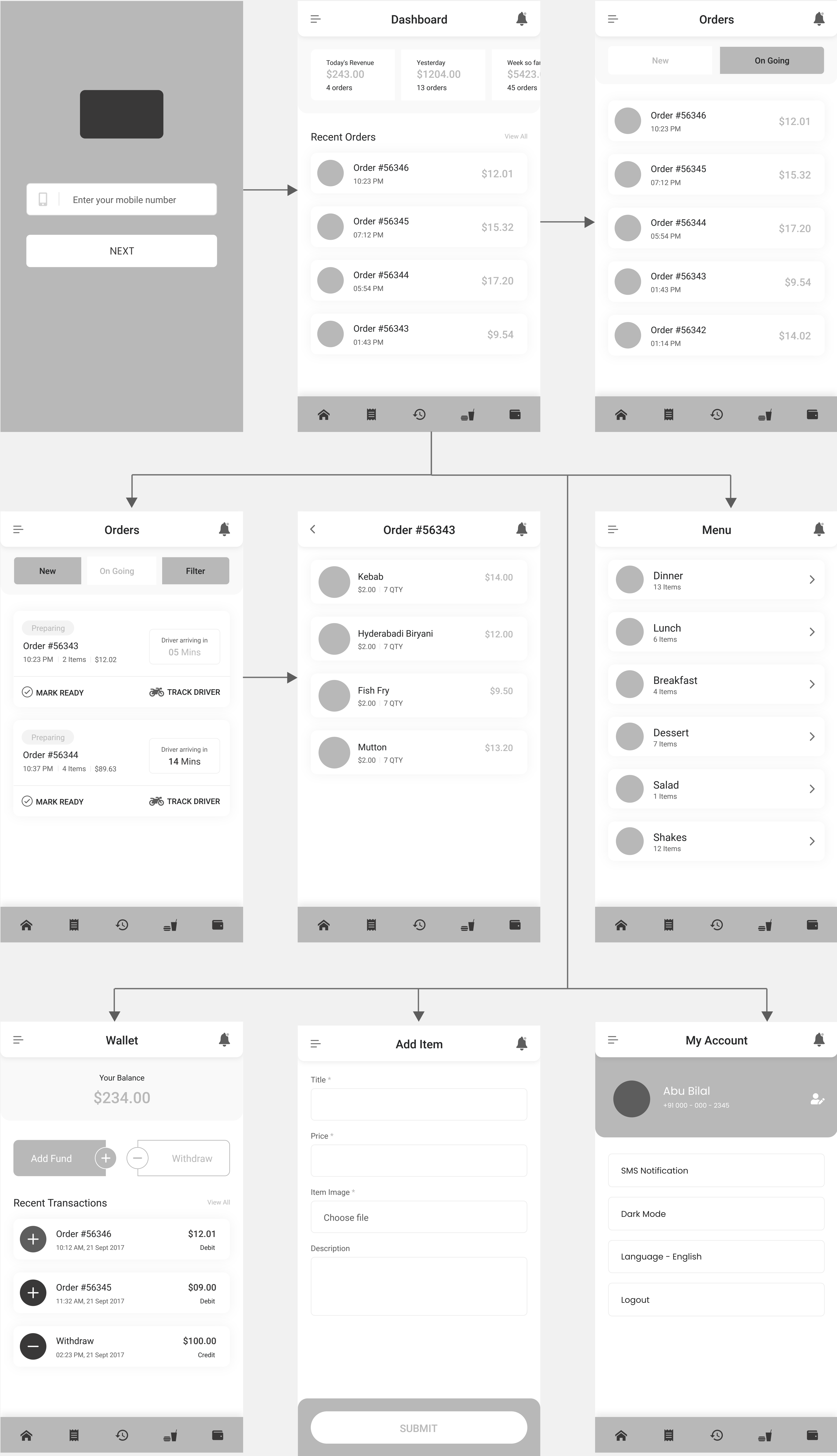
Home

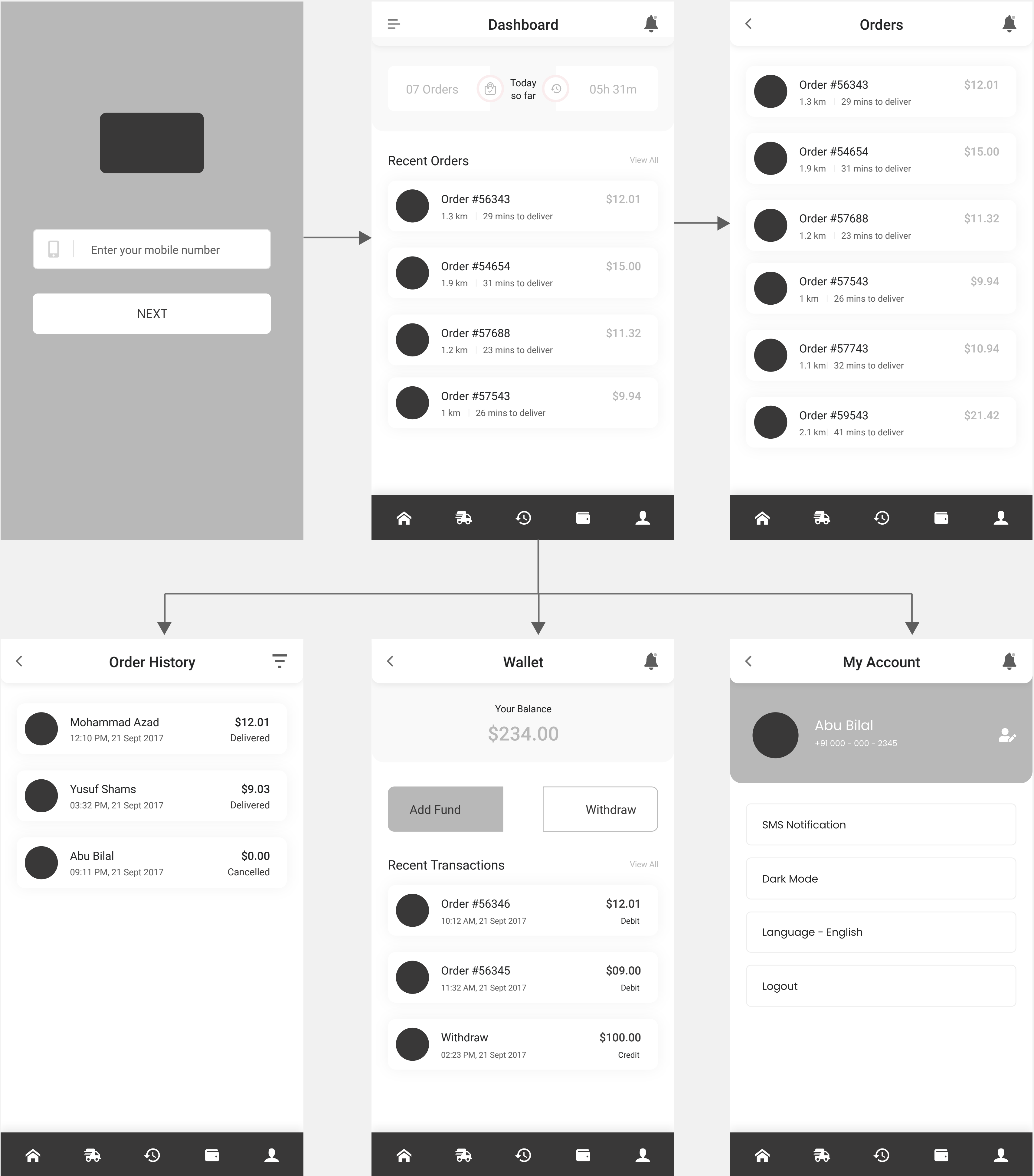
Grid

Search

Heart

User



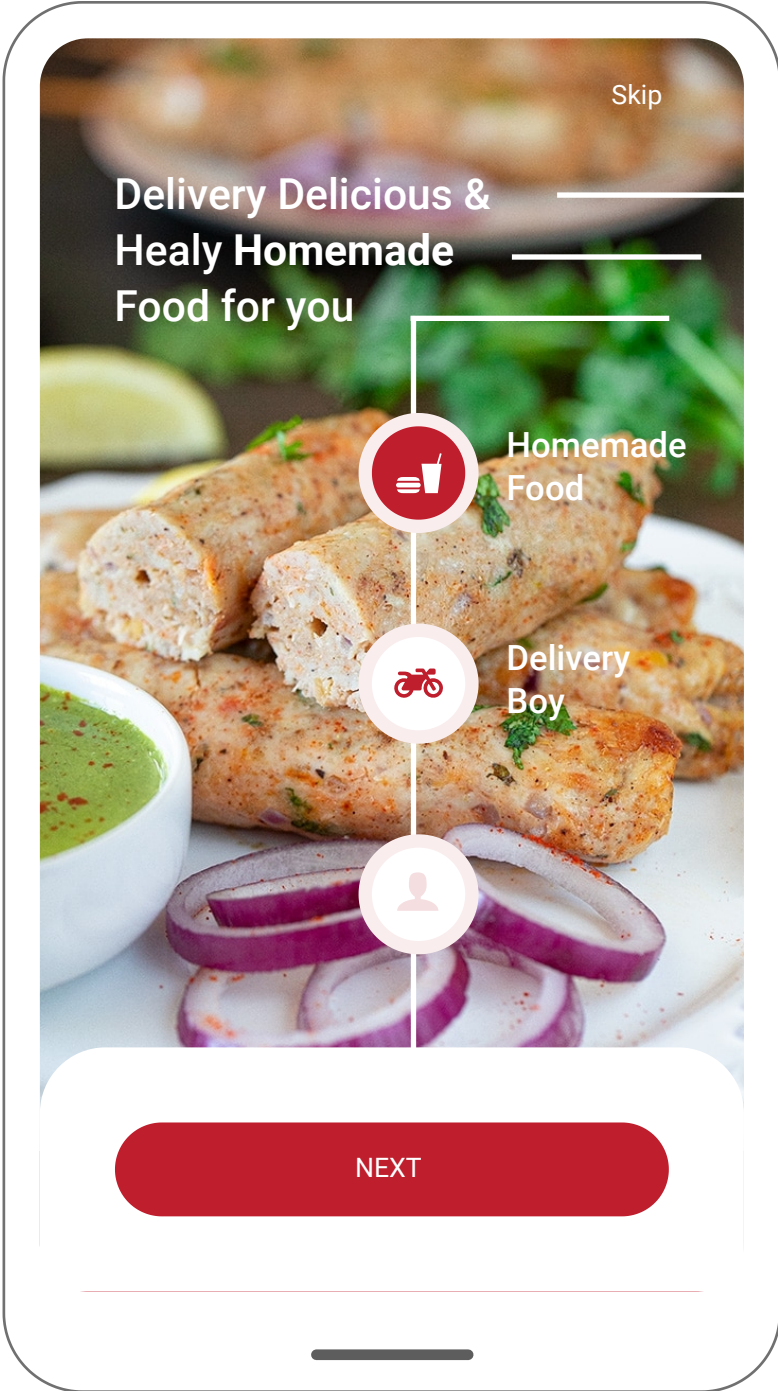
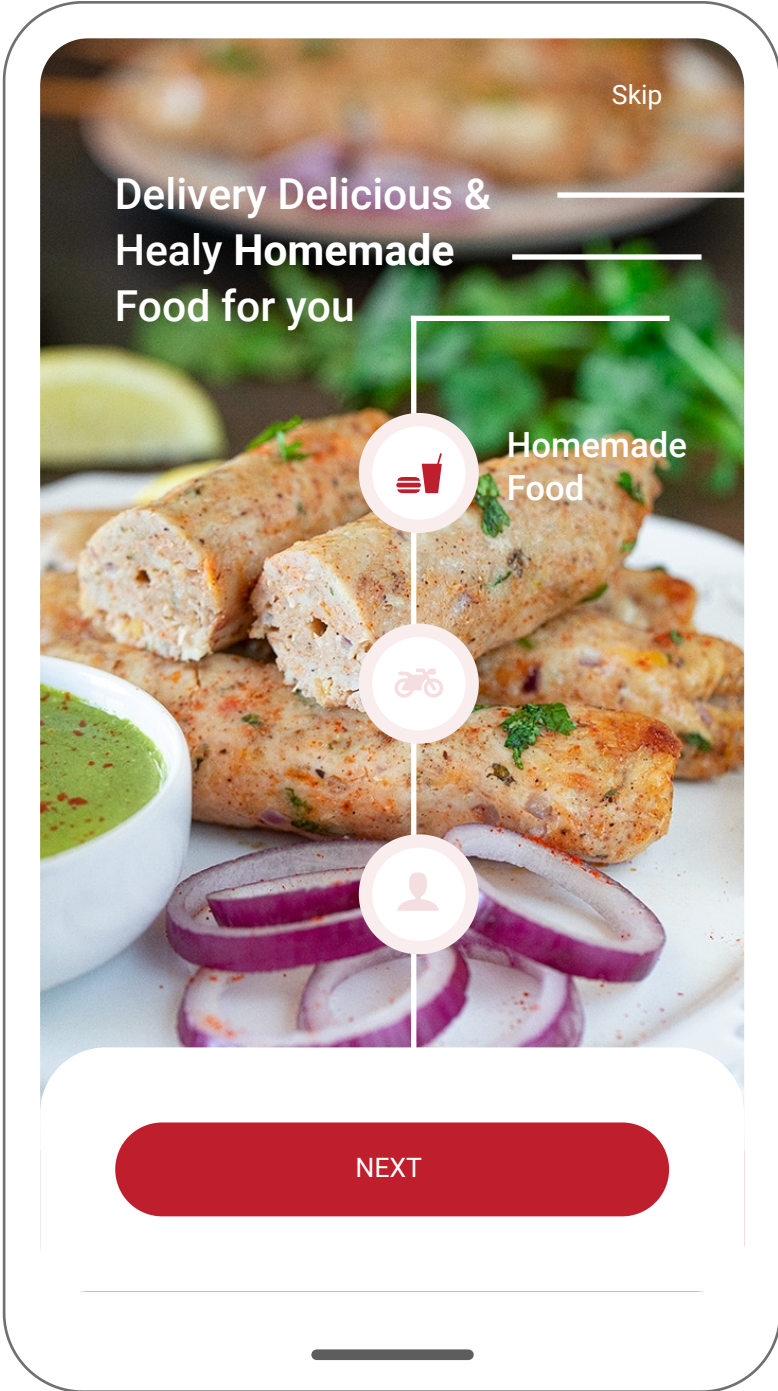




# PROTOTYPE

Following our customer interviews, we synthesized our findings and were able to create a customer journey and persona which were presented and discussed with the client.

These exercises formed a great foundation to move into feature ideation and prioritisation.





Skip

Delivery Delicious & Healy Homemade Food for you

Homemade Food

Delivery Boy

You

GET STARTEDباجي

Mobile Number

We need to send OTP to authenticate your number

Enter your mobile number

NEXT

باجي

OTP

Please enter the OTP sent to your mobile number

2

6

4

8

VERIFY & LOGIN

Or

Didn't receive an OTP?  
Resend OTP

Delivery To  
D-34, Shaheen Bagh

Search foods and cook

Dinner

Lunch

Breakfast

Dessert

Salad

Meal Nearby

All

Popular

New

Biryani

Kebab

Featured Seller

All

Popular

Abu Bilal

Mohammad

Bilal Azad

Yusu

Delivery To  
D-34, Shaheen Bagh

Cook / Seller

Abu Bilal

Mohammad

Bilal Azad

Yusuf Shams

Shamsuddin

Abu Bilal Azad

Dinner

Lunch

Breakfast

Dessert

Salad

Biryani

Mutton

Delivery To  
D-34, Shaheen Bagh

Dinner

Lunch

Breakfast

Dessert

Salad

Biryani

Mutton

Fish Fry

Kebab

Chicken Kebab

Ingredients

Description

\$14.00

ADD TO CART

Delivery To  
D-34, Shaheen Bagh

Search meal...

Meal Nearby

Kebab

Kebab

Kebab

Kebab

Favourite

Biryani

Mutton

Fish Fry

Kebab

My Cart

Kebab

Biryani

Salad

Mutton

Discount

Total

CHECKOUT

Checkout

Pay for

Pay via

Choose a payment method

\$22.61

PAY NOW

My Orders

Order #56343

Order #56342

Order #56341

Order #56343

Arriving 09:43 PM, 21 Sept 2022

Dispatched

CALL DRIVER

TRACK DRIVER

Total

Food / Meals

Map

Driver arriving in 10 Mins

CALL DRIVER

Wallet

Your Balance

Add Fund

Withdraw

Recent Transactions

Transactions

Order #56346

Order #56345

Withdraw

Order #56343

Withdraw

Order #46341

Today

Yesterday

Last 7 Days

Last 30 Days

This Month

Last Month

Custom Range

Credit

Debit

RESET

APPLY

Enter amount

Choose Bank Account

Personal Account

Business Account

WITHDRAW

50

\$50

\$100

\$500

ADD FUND

My Account

Bilal Azad

My Orders

My Wallet

SMS Notification

Dark Mode

Language - English

Logout



Mobile Number

We need to send OTP to authenticate your number

Enter your mobile number

NEXT

جاي

OTP

Please enter the OTP sent to your mobile number

2

6

4

8

VERIFY & LOGIN

Or

Didn't receive an OTP?

Resend OTP

Dashboard

Today's Revenue

\$243.00

4 orders

Yesterday

\$1204.00

13 orders

Week so far

\$5423.45

45 orders

Recent Orders

View All

Order #56346

10:23 PM

\$12.01

Order #56345

07:12 PM

\$15.32

Order #56344

05:54 PM

\$17.20

Order #56343

01:43 PM

\$9.54

Orders

New

On Going

Order #56346

10:23 PM

\$12.01

Order #56345

07:12 PM

\$15.32

Order #56344

05:54 PM

\$17.20

Order #56343

01:43 PM

\$9.54

Order #56342

01:14 PM

\$14.02

Orders

New

On Going

Filter

Preparing

Order #56343

10:23 PM 2 Items \$12.02

Driver arriving in 05 Mins

MARK READY

TRACK DRIVER

Preparing

Order #56344

10:37 PM 4 Items \$89.63

Driver arriving in 14 Mins

MARK READY

TRACK DRIVER

Preparing

Delayed

Ready

Canceled

Not Ready

RESET

APPLY

Order #56343

Kebab

\$2.00 7 QTY

\$14.00

Hyderabadi Biryani

\$2.00 7 QTY

\$12.00

Fish Fry

\$2.00 7 QTY

\$9.50

Mutton

\$2.00 7 QTY

\$13.20

Order #56343

4 items

\$48.70

CONFIRM ORDER

Driver arriving in 10 Mins

CALL DRIVER

Order History

Order #56346

12:10 PM, 21 Sept 2017

\$12.01

Delivered

Order #56345

03:32 PM, 21 Sept 2017

\$9.03

Delivered

Order #56344

10:30 PM, 21 Sept 2017

\$11.32

Delivered

Order #56343

09:11 PM, 21 Sept 2017

\$0.00

Cancelled

Order #56342

12:10 PM, 21 Sept 2017

\$12.01

Delivered

Order #56341

11:10 AM, 21 Sept 2017

\$17.32

Delivered

Today

Yesterday

Last 7 Days

Last 30 Days

This Month

Last Month

Custom Range

RESET

APPLY

CALL DRIVER

Menu

Dinner

13 Items

Lunch

6 Items

Breakfast

4 Items

Dessert

7 Items

Salad

1 Items

Shakes

12 Items

Items

ADD NEW ITEMS

Kebab

\$2.00

Hyderabadi Biryani

\$12.00

Fish Fry

\$9.00

Mutton

\$14.00

Add Item

Title \*

Price \*

Item Image \*

Choose file

Description

SUBMIT

Wallet

Your Balance

\$234.00

Add Fund

Withdraw

Recent Transactions

View All

Order #56346

10:12 AM, 21 Sept 2017

\$12.01

Debit

Order #56345

11:32 AM, 21 Sept 2017

\$09.00

Debit

Withdraw

02:23 PM, 01 Sept 2017

\$100.00

Credit

Transactions

Order #56346

10:12 AM, 21 Sept 2017

\$12.01

Debit

Order #56345

11:32 AM, 21 Sept 2017

\$09.00

Debit

Withdraw

02:23 PM, 21 Sept 2017

\$100.00

Credit

Order #56343

05:12 PM, 21 Sept 2017

\$12.01

Debit

Withdraw

02:23 PM, 01 Sept 2017

\$40.00

Credit

Order #46341

05:12 PM, 01 Sept 2017

\$17.32

Debit

Today

Yesterday

Last 7 Days

Last 30 Days

This Month

Last Month

Custom Range

Credit

Debit

RESET

APPLY

Enter amount

Your Balance \$234.00

Choose Bank Account

Personal Account

\*\*\*\* \* 7654

Business Account

\*\*\*\* \* 3456

WITHDRAW

50

Your Balance \$234.00

\$50

\$100

\$500

ADD FUND

My Account

Abu Bilal

+91 000 - 000 - 2345

SMS Notification

Dark Mode

Language - English

Logout

M



Mobile Number

We need to send OTP to authenticate your number

Enter your mobile number

NEXT

OTP

Please enter the OTP sent to your mobile number

2

6

4

8

VERIFY & LOGIN

Or

Didn't receive an OTP?

Resend OTP

Dashboard

07 Orders

Today so far

05h 31m

Recent Orders

Order #56343

1.3 km | 29 mins to deliver

\$12.01

Order #54654

1.9 km | 31 mins to deliver

\$15.00

Order #57688

1.2 km | 23 mins to deliver

\$11.32

Order #57543

1 km | 26 mins to deliver

\$9.94

Orders

Order #56343

1.3 km | 29 mins to deliver

\$12.01

Order #54654

1.9 km | 31 mins to deliver

\$15.00

Order #57688

1.2 km | 23 mins to deliver

\$11.32

Order #57543

1 km | 26 mins to deliver

\$9.94

Order #57743

1.1 km | 32 mins to deliver

\$10.94

Order #59543

2.1 km | 41 mins to deliver

\$21.42

Order #56343

1.3 km | 29 mins to deliver

\$12.01

CONFIRM ORDER

Order #56343

1.3 km | 29 mins to deliver

\$12.01

Mohammad Azad

Shaheen Bagh

Abu Bilal

Jamia Nagar

CONFIRM ORDER

Order History

Mohammad Azad

12:10 PM, 21 Sept 2017

\$12.01

Delivered

Yusuf Shams

03:32 PM, 21 Sept 2017

\$9.03

Delivered

Bilal Azad

10:30 PM, 21 Sept 2017

\$11.32

Delivered

Abu Bilal

09:11 PM, 21 Sept 2017

\$0.00

Cancelled

Mohammad

12:10 PM, 21 Sept 2017

\$12.01

Delivered

Shamsuddin

11:10 AM, 21 Sept 2017

\$17.32

Delivered

Today

Yesterday

Last 7 Days

Last 30 Days

This Month

Last Month

Custom Range

Credit

Debit

RESET

APPLY

Today

Yesterday

Last 7 Days

Last 30 Days

This Month

Last Month

Custom Range

Credit

Debit

RESET

APPLY

Wallet

Your Balance

\$234.00

Add Fund

Withdraw

Recent Transactions

Order #56346

10:12 AM, 21 Sept 2017

\$12.01

Debit

Order #56345

11:32 AM, 21 Sept 2017

\$09.00

Debit

Withdraw

02:23 PM, 21 Sept 2017

\$100.00

Credit

Transactions

Order #56346

10:12 AM, 21 Sept 2017

\$12.01

Debit

Order #56345

11:32 AM, 21 Sept 2017

\$09.00

Debit

Withdraw

02:23 PM, 21 Sept 2017

\$100.00

Credit

Order #56343

05:12 PM, 21 Sept 2017

\$12.01

Debit

Withdraw

02:23 PM, 01 Sept 2017

\$40.00

Credit

Order #46341

05:12 PM, 01 Sept 2017

\$17.32

Debit

Today

Yesterday

Last 7 Days

Last 30 Days

This Month

Last Month

Custom Range

Credit

Debit

RESET

APPLY

Enter amount

Your Balance \$234.00

Choose Bank Account

Personal Account

\*\*\*\* \* 7654

Business Account

\*\*\*\* \* 3456

WITHDRAW

50

Your Balance \$234.00

\$50

\$100

\$500

ADD FUND

My Account

Abu Bilal

+91 000 - 000 - 2345

SMS Notification

Dark Mode

Language - English

Logout

M

## LEARNINGS

### FINDING WHAT'S RIGHT FOR ME

With the pressure of a tight budget and deadlines, it was difficult to redirect the clients focus from the next feature and onto the customer. We were able to get regular updates from customer support and analytics, but weren't able to gather important qualitative feedback. This made it difficult to help our client make evidence based decisions with ongoing features. This isn't an uncommon issue, and wasn't solved from simply raising these issues in meetings. Running small workshops to discuss feature desirability of customers could have been an effective way to expose important unknowns and encourage directional research.

### OUT OF SIGHT AND OUT OF MIND

The introduction of design systems within our agency's workflow was a relatively new aspect of our process and I had underestimated the success of it's adoption. A design system needs constant reference, particularly when operating within teams that see regular change in personnel. A design system's success relies on a dedicated advocate.

**THANK YOU FOR YOUR TIME**

Design By [mohammadazad.com](http://mohammadazad.com)

**Have a project in mind?**

Contact at [iazad@outlook.com](mailto:iazad@outlook.com)

I am ready to create a perfect  
APP or Website for your business