RAHISI
Mobile app

RAHISI *Café*

Rahisi mobile app
UX/UI Case Study

wish he/she a "nice day"

want to find something to eat.

places a pick up order, a donut and
ppuccino. The order is completed and
be ready in 20 minutes.

22 minutes later she pulls up to the online
pick up window and pick ups her food.

is happy, ordering thru the app has
pt her from having to wait in the long
at the drive thru.

Now that she is full of energy, she is
ready to go back to get more riders

Contents

Overview

"Rahisi" is the Swahili word for simple or easy. Rahisi Cafe is an establishment that serves food and refreshments. Their physical store is a modern design with heavy cultural influence, where customers experience straightforward and courteous service. The challenge of this project is to create a mobile app that reflects the in-store experience.

Role
UX, UI, Visual & Motion Designer

Tools
Figma, PS, AI, AE, pen/pencils/marker and paper

Design Process

For this project we applied design-thinking in order to understand the problem, ideate, develop and evaluate solutions.

Discovery & Research

We have applied a usability testing, UX research method, to get a deeper understanding of the users needs and wants, while ordering food from a mobile app.

Paint Points

- *Scattered data on pages are overwhelming and create confusion while browsing/navigating.*
- *Users would like the option to order without the need to create an account or log in.*
- *Users are looking for a simple and efficient ordering process*

Problem

People want to order from a mobile app the same way they order over the phone, with the least amount of information to provide and the fewest steps to take.

Solution

The solution is to create a mobile app that streamlines the ordering process.

Personas

> *I don't like to wait in line...*
> *I want my food to be ready as soon as*
> *I get to the restaurant!...*

Diane Kalagan

Age: 26
Occupation: Actor
Location: Dallas, TX
Family Status: Married, 2 kids

About Diane

Diana Danacary is an actor who just moved from France with her husband and 3 children. In addition to her actress career she is also a sommelier at a very busy high restaurant in Dallas, and also owns a small studio where she teaches performing art. Texas. She loves a good cup of espresso every morning and relies on coffee shops to get her double shot of caffeine. However , the coffee shops on her path are cramped with customers and have long lines with cars at the drive thru. She is a hard-working and ambitious woman who always takes care of business.

Frustrations

- I didn't like that I had to click through so many options to get my order in.
- I was overwhelmed with information.

Goals

- I would like a simplified order process
- It would be good if the platform werent so crowded with images, pop up boxes,...
- I would like to be able to create my order faster.

Ideation

Goal Statement

Our streamline app will allow users to place orders faster and more efficiently. With the goal of affecting users who have a busy schedule, or are not tech savvy, by simplifying the ordering process and decluttering the layout.

User Flow

First we map out how users complete a specific task as they move through a product from start to finish.

Storyboard

Then we use storyboards to visualize a user's experience with the product.

Big Picture: Focuses on the user's experience with the product and how they feel.
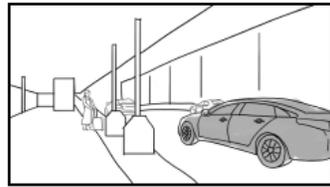
At an airport somewhere...

Nina a driver for a ride share company, is making a drop off. She turned to the rider and wish he/she a "nice day"

She decides to take a break and pauses the ride share app. She feels hungry and want to find something to eat.

She opens the Rahisi Cafe app

She places a pick up order, a donut and frappuccino. The order is completed and will be ready in 20 minutes.

22 minutes later she pulls up to the online pick up window and pick ups her food.
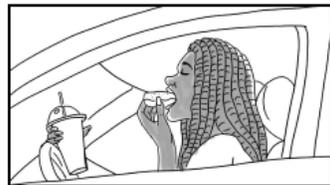
She pulls up to parking lot and enjoy her food.

She is happy, ordering thru the app has kept her from having to wait in the long line at the drive thru.

Now that she is full of energy, she is ready to go back to get more riders

**Close Up**: Focuses on the product and depicts what happens on each screen

Nina opens the app...
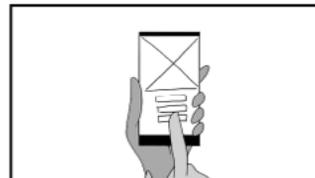
She selects to place an order a guest...
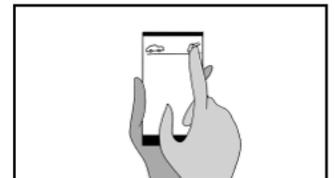
Next she selects the pick up option...
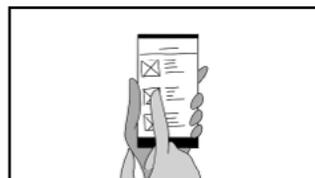
In the menu page, she makes her selection...

Then, in the next page she reviews her order, enters the payment info and checks out...
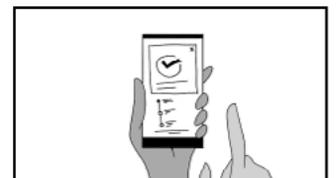
She receives and order confirmation and a status on the order.

Information Architecture

In this step we create an information architecture to better organize the product's contents, help users understand their location within the product and where to find what they want. Similar to a floor map, an information architecture provides a way to visualize how the users will navigate through the product.
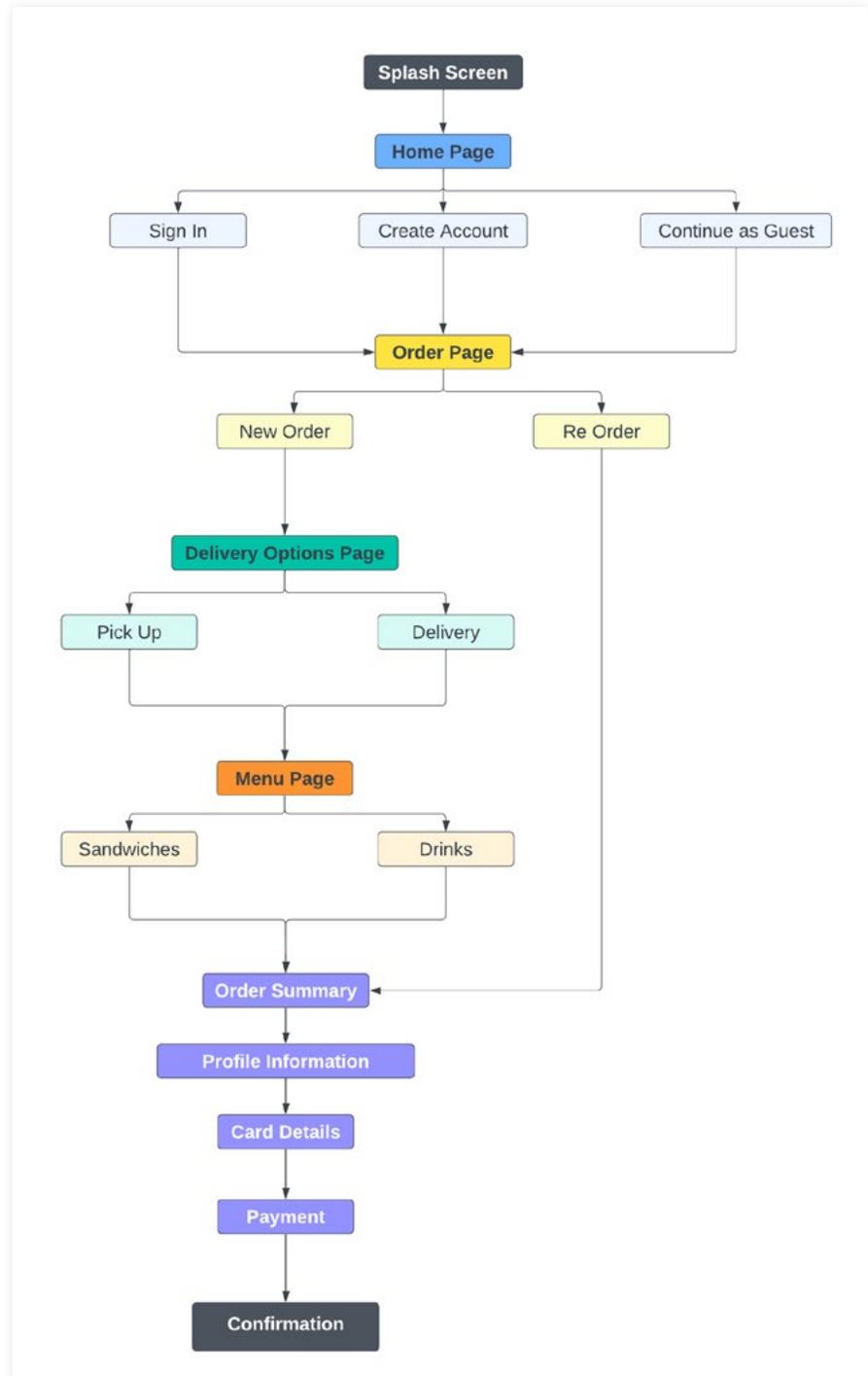
Wireframe

Now we use wireframes to establish the basic structure/outline of the product. Wireframes allow you to map out how all the elements will look on each page and how users will navigate from page to page.
We start with **paper wireframe** to quickly explore a few number of design idea
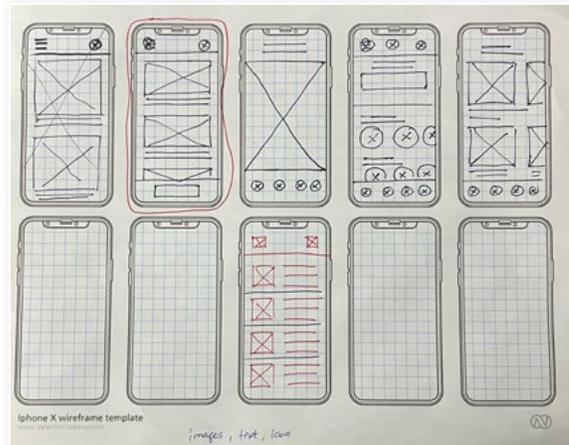
Next we build a **digital wireframe** in Figma to map out how all the visual elements will look on each screen and establish how the user will move throughout the pages.
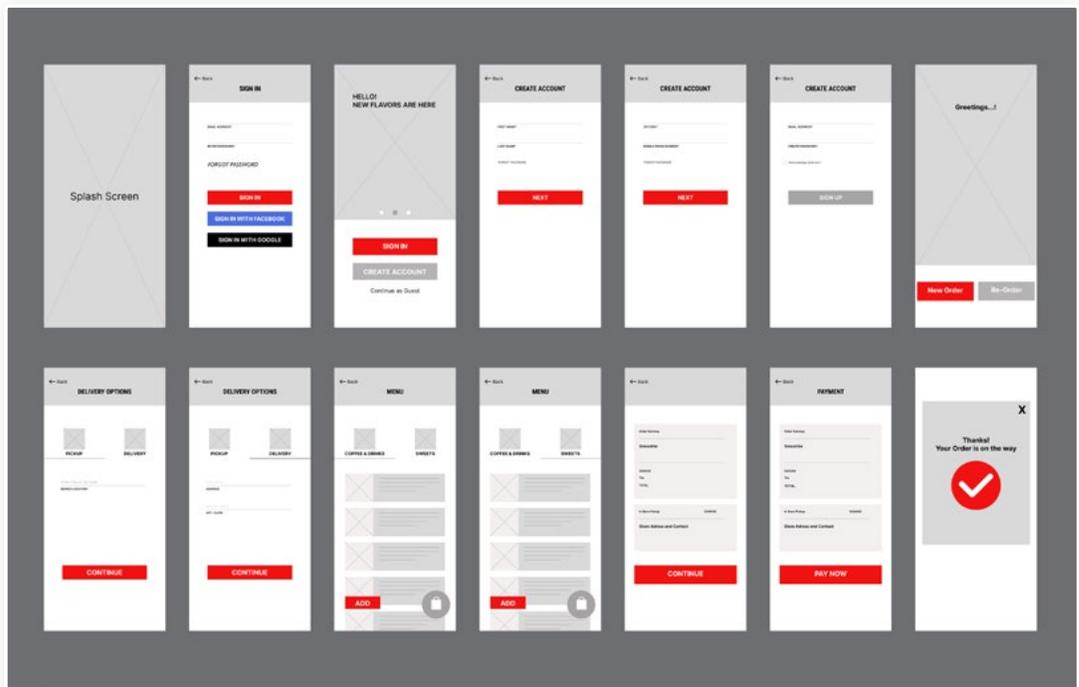
Prototype

Now that we have used discovery and research to identify and define the user problem and ideated a solution, we move on to the prototype stage which is an interactive representation of the design solution.

Low fidelity prototype

First, we create Low-fidelity (lo-fi) prototypes to demonstrate the functionality of the product.
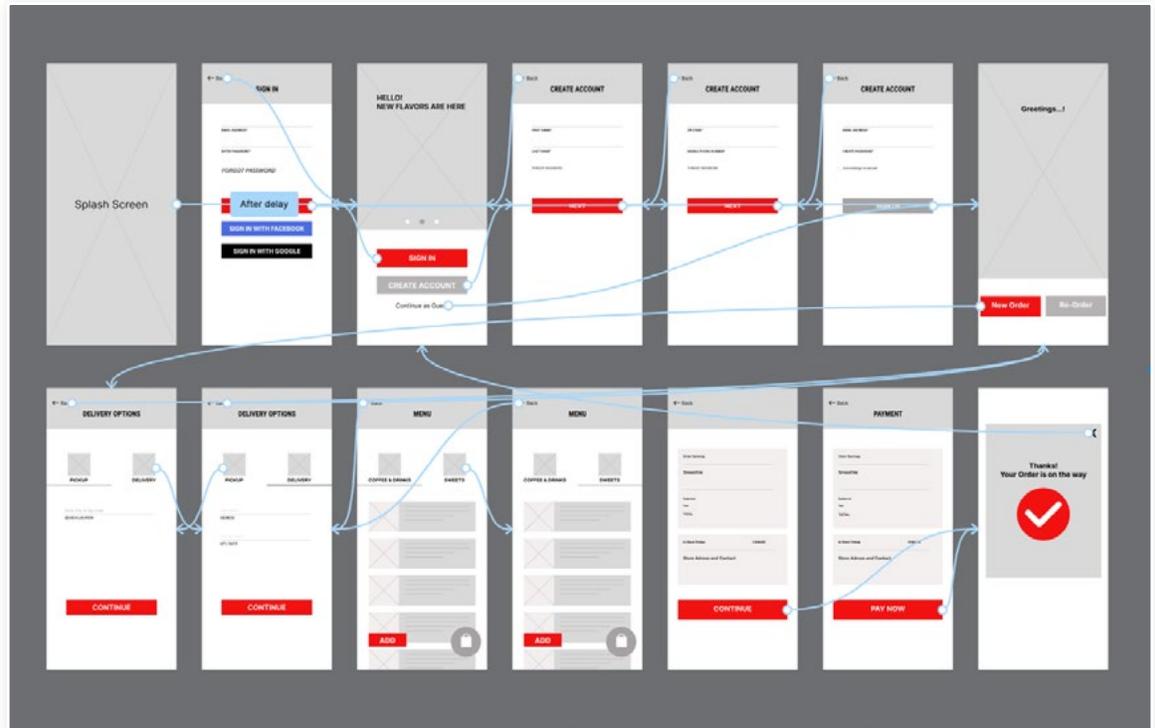
Mockup (visual design)

Design System

*• First, we define some standard rules and guidelines to ensure a visually consistent look throughout the product*
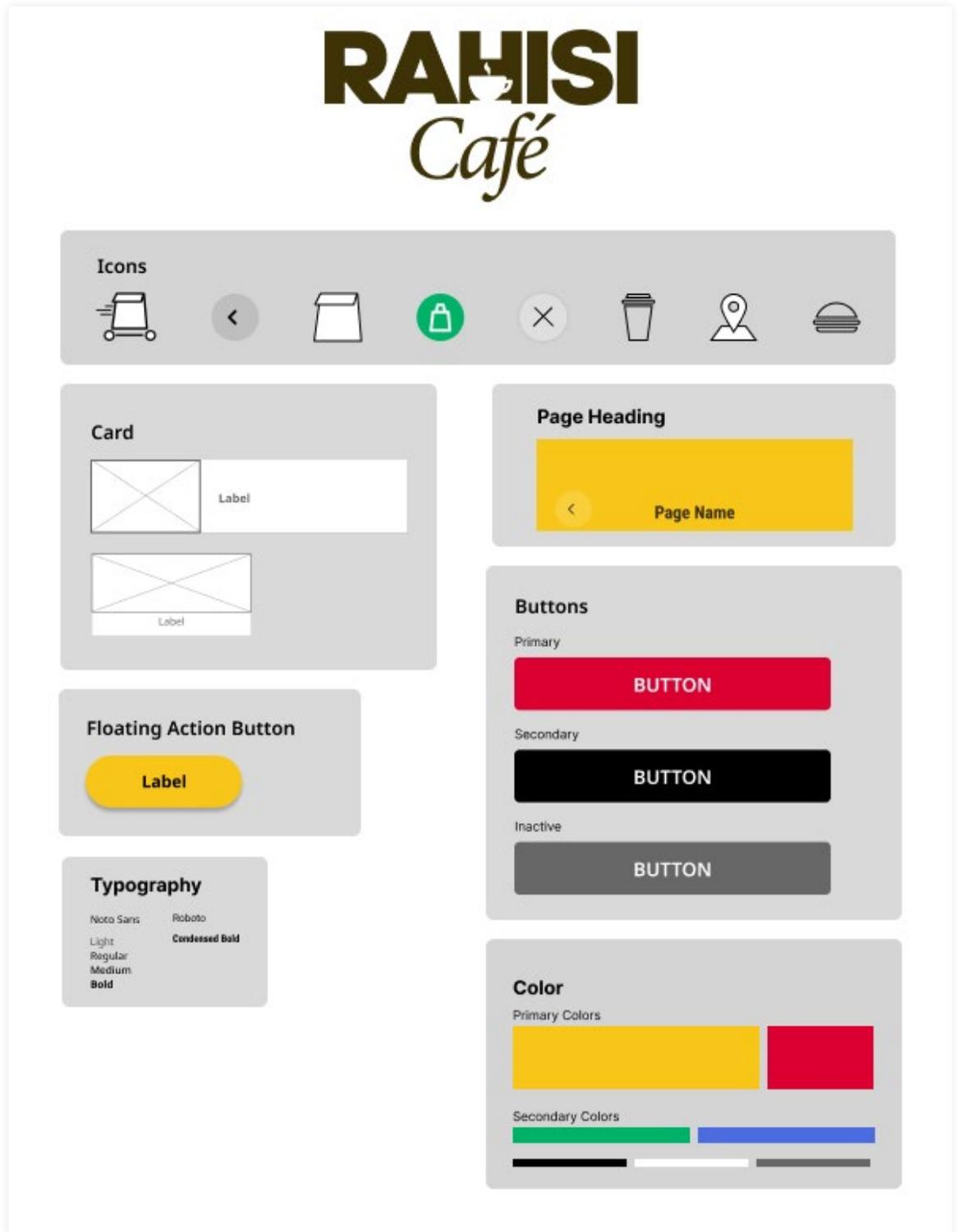
Accessbility Check

• *The colors have been evaluated to pass the WCAG AA standard (https://webaim.org/)*
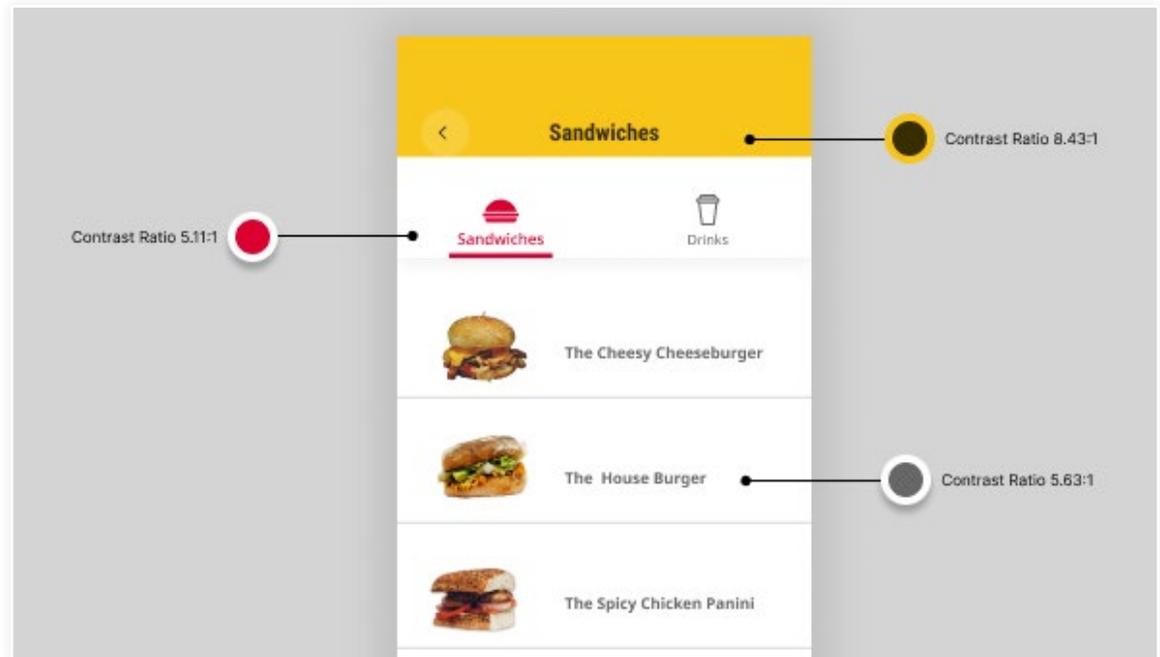
Illustration

• *The illustration style is drawn from the Masai people's appearance. It is made of simple shapes and forms, limited bold colors and clear and thick outlines.*
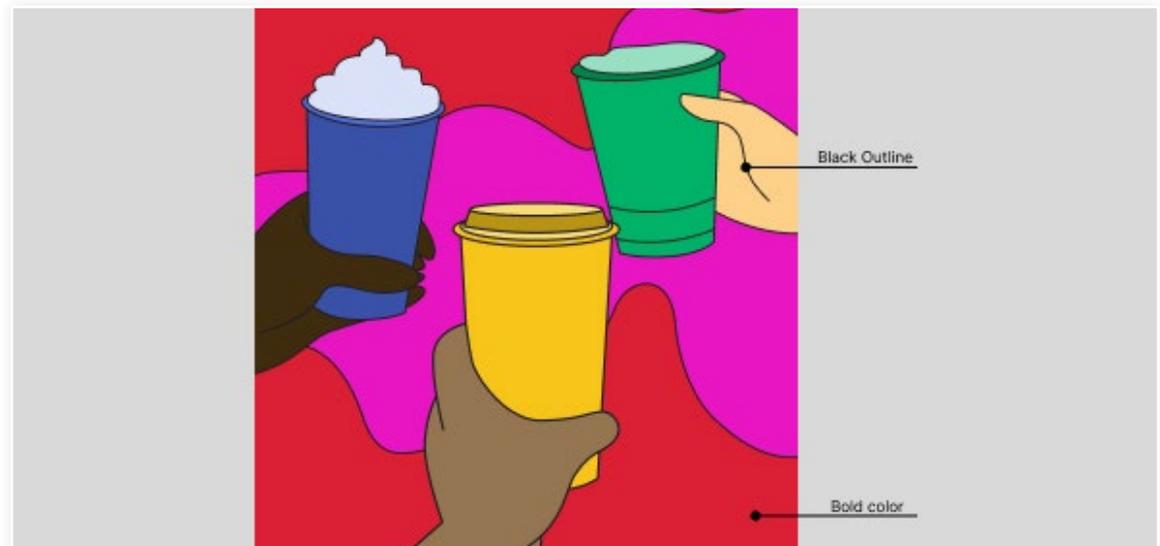
Motion (Please click on each image to play video)
In addition to dynamic transition between pages we have added motion design to make the product more expressive and easy to use.

• *The logo and graphics animation on the splash screen add a joyful and playful moment to the user experience.*
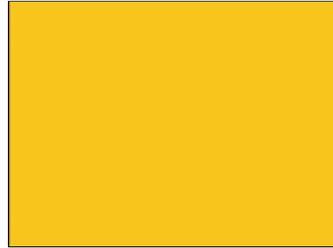
• *The animated icon indicates the content is loading in a playful way*

• *The Animated graphics provide feedback to the completion of an action*

• *The animated arrows invite and encourage the user to take the necessary action*
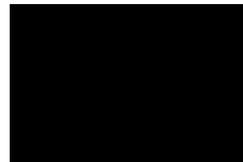
• *The pulsing animation highlights and inform to the location of an item*
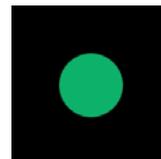
Final mockup images

In this final phase of the visual design, all the defined guides and standards are applied to create a consistent look and experience across the product.
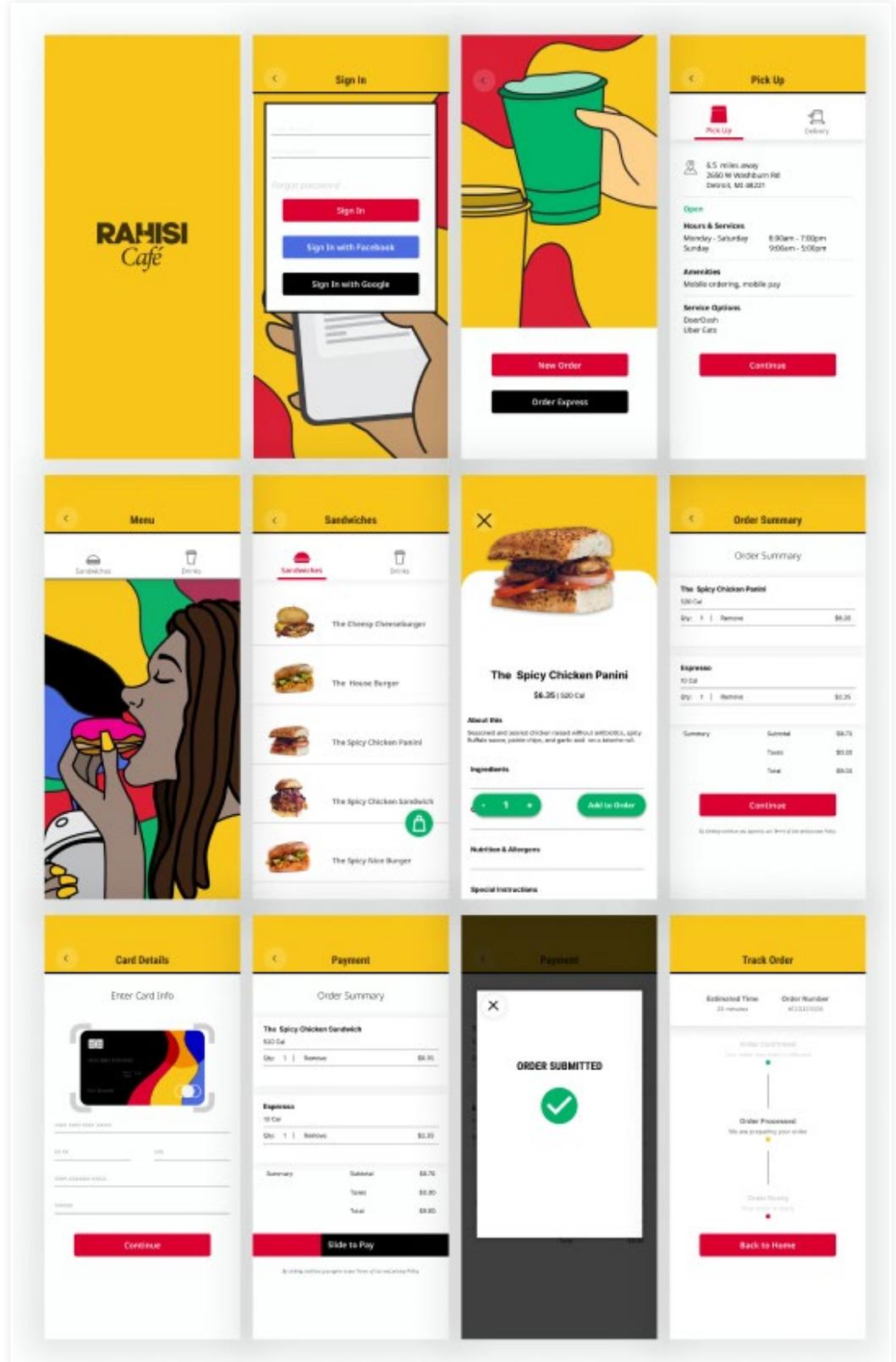
High Fidelity prototype

Finally we connected the final mockups into a clickable prototype with some custom and build (Figma) in animation.

Link to the Live hi fi prototype (Figma): High fidelity prototype
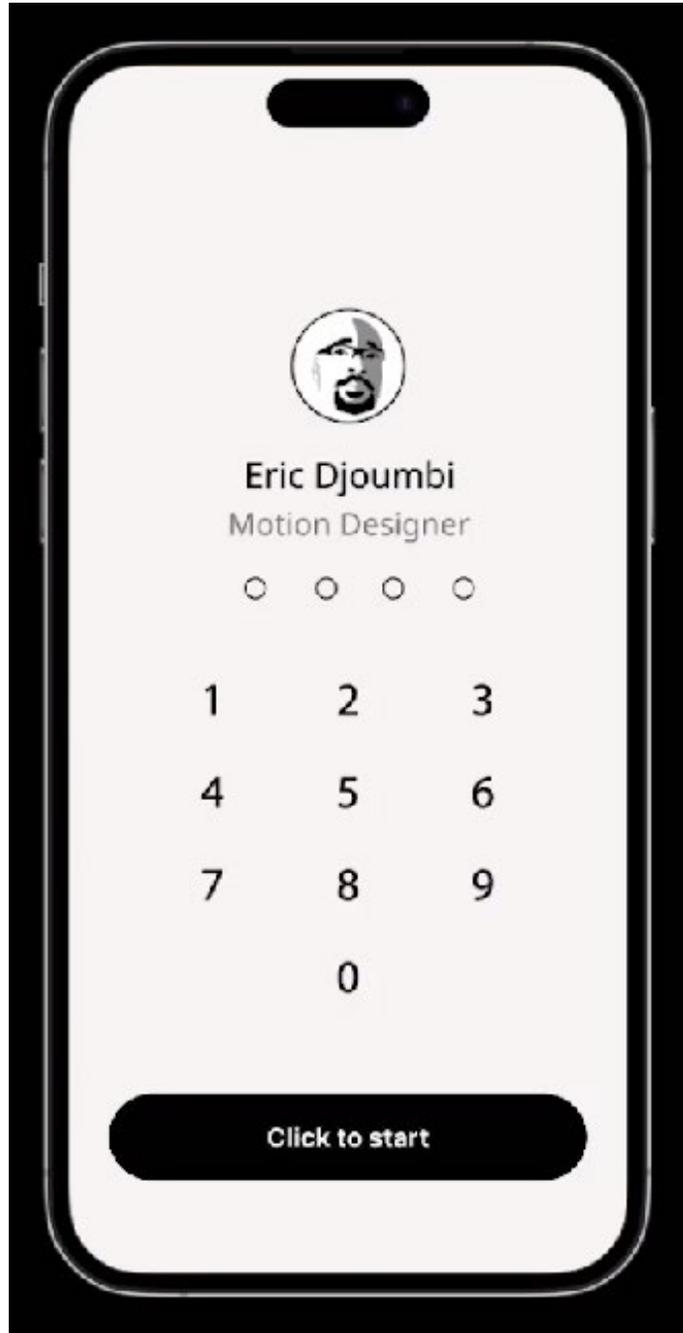
Note: The prototype has been designed on an iPhone 14 Pro Max Frame. The layout may shift on other devices.

Thank you