STREET FOOD DISTRICT - UX REDESIGN

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Date: June of 2021

STREET FOOD DISTRICT

- Scandinavia's largest street food venues
- Business model: B2C catering
- Business area: Culinary
- Vast variety of foods
- Special beverages
- Cultural and leisure experience

Reffen

BROENS GADEKØKKEN

STORMS PAKHUS
ODENSE STREET FOOD

PROBLEM

HOW CAN WE MAKE A BETTER UX FOR THE HUNGRY PEOPLE, IN ORDER TO HELP AND INSPIRE THEM TO FIND OUT WHAT THEY WANT TO EAT AND WHERE?

Creation of an intuitive user experience for the people who will use the website of Street Food District

DESIGN PROCESS AND METHODS

DESIGN PROCESS AND METHODS

- Design Thinking process as a framework
- Kanban for project management
- Heuristic evaluation
- Target group definition
- Personas
- Site map
- Customer journey map
- Moodboard
- Wire-frames (Sketches)
- Design system
- Mock ups
- Think aloud test

LINKS:

miro

Figma

RESEARCH

TARGET GROUP

Street Food District's target group is really broad, from each age to each personalities:

Demographic | 3

- Families with children
- Elderly & Young couples / Daters
- Friends for going out

Location | 3

- Copenhagen (Reffen)
- Copenhagen (Broens Gadekøkken)
- Odense (Storms Pakhus)

Psychographic | 5

- Looking for leisure activities - Picnic like meal with family/ Chilling with friends
- Hungry / Interested to try new tastes
- Thirsty / Interested to try vary of beverages
- Looking for extreme activities - Bungie jump / Skateboarding (Reffen)
- Came for the disco (Reffen)

Identifiers | 4

- Open minded people
- Interested about cultural melting pots
- Fond of open-air places
- Like to try new things

miro

SITE MAP

Existing page/section

New page/section

Primary pages:

- Home
- Street food markets
- About
- Contact

Secondary pages:

- Copenhagen Street Food – Reffen
- Broens Gadekøkken
- Storms Pakhus - Odense

Additional

- List of vendors with filtering system - "The blender"

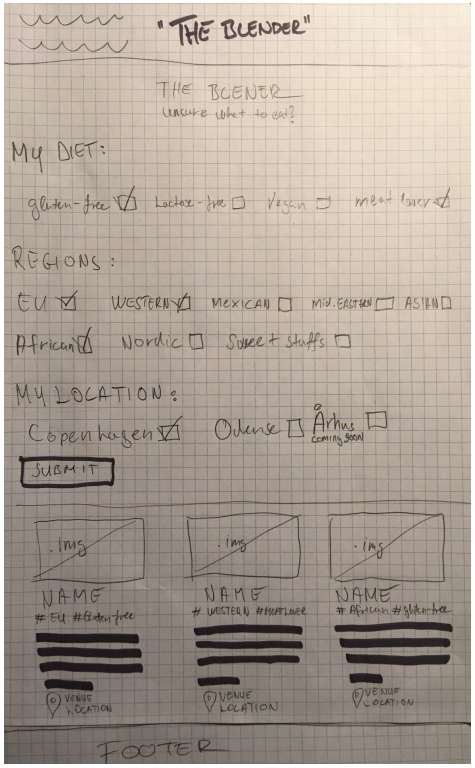
(gives the link for the venues website's page, e.g.: https://reffen.dk/en/stadeholder/baobab/)

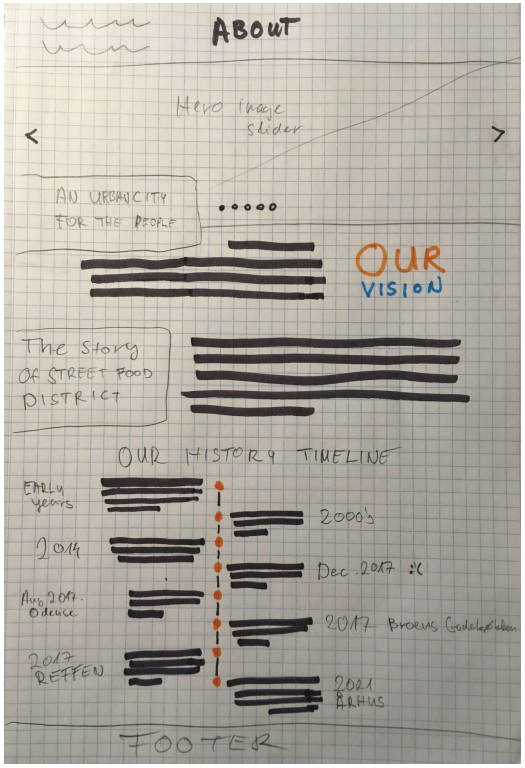
- Map for each venues

DESIGN

SKETCHES

LOGO
HOME
VENUES
"THE BLENDER"
ABOUT
CONTACT
TEXT
LOGO
VIDEO
BACKGROUND
"Catchy One-liner goes here"
CTA BUTTON
Not sure what to eat?
We've got you covered
CHECK OUT
"THE BLENDER"
UPCOMING EVENTS
Reffen
Fb. events
Feed
Go to FB page
THEY SAID ABOUT US...
SUBSCRIBE TO OUR NEWSLETTER
First name
Last name
Email
SIGN UP!
STREET FOOD DISTRICT
CHECK OUT OUR PLACES
VENUES
PECKISH BUT NOT SURE?
THE BLENDER
COME PARTY WITH US
EVENTS


"THE BLENDER"
THE BLENDER
Unsure what to eat?
MY DIET:
gluten-free
Lactose-free
Vegan
meat lover
REGIONS:
EU
WESTERN
MEXICAN
MID. EASTERN
ASIAN
African
Nordic
Sweet stuffs
MY LOCATION:
Copenhagen
Odense
Århus
coming soon
SUBMIT
.img
NAME
EU #Gluten free
VENUE LOCATION
NAME
WESTERN #MEATLOVER
VENUE LOCATION
NAME
African #Gluten free
VENUE LOCATION
FOOTER


ABOUT
Hero image slider
AN URBANCITY FOR THE PEOPLE
OUR VISION
The Story Of STREET FOOD DISTRICT
OUR HISTORY TIMELINE
EARLY years
2014
Aug 2017. Odense
2017 REFFEN
2000's
Dec. 2017 :(
2017 Broens Gadekøkken
2021 ÅRHUS
FOOTER

DESIGN SYSTEM

8 columns grid
for desktop

6 columns grid
for mobile

COLOURS

#A5D4D4
LIGHT BLUE
Brand color

#182F4A
DARK BLUE
Secondary color

#305244
DARK GREEN
Tertiary color

#E27760
ORANGE TERRACOTTA
Accent color #1

#F1D8D6
LIGHT ROSE
Accent color #2

#1A1A1A
BLACK
Dark elements

#808080
DARK GRAY
Semi-dark elements

#C4C4C4
GRAY
Semi-dark elements

#FAFAFA
WHITE
Dark elements

TYPOGRAPHY

Section title — **SECTION TITLE**

Header 1 — **TITLE/HEADER 1**

Header 2 — **HEADER 2**

Header 3 — **Header 3**

Menu text — **MENU TEXT**

Subtitle/Body Large — **Subtitle**

Body — **Body**

Bold — **Body bold**

Small — **Smaller text here**

Helper text — **HELPER TEXT**

Button Text — **BUTTON TEXT**

Link — **Link Text**

COMPONENTS

INPUT FORMS

Default

Active state

Disabled state

Error state

Multiline text field. Multiline text field. Multiline text field. Multiline text field. Multiline text field.

BUTTONS

CORNER RADIUS: 8

Normal state
80% OPACITY
BUTTON

Hovered state
100% OPACITY
BUTTON

Hovered state
100% OPACITY; LIGHTER BACK
BUTTON

Check box: Off

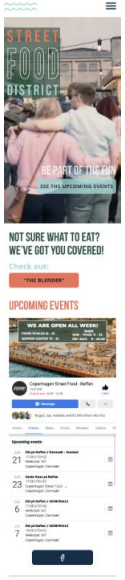
Check box: On

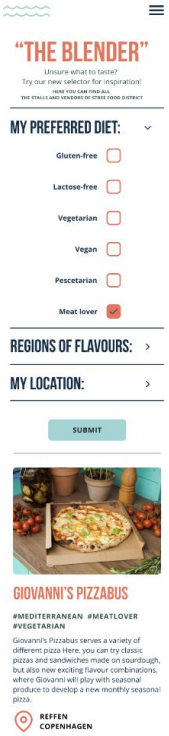
Active state
100% OPACITY

Disabled state
30% OPACITY

MOBILE MOCKUPS

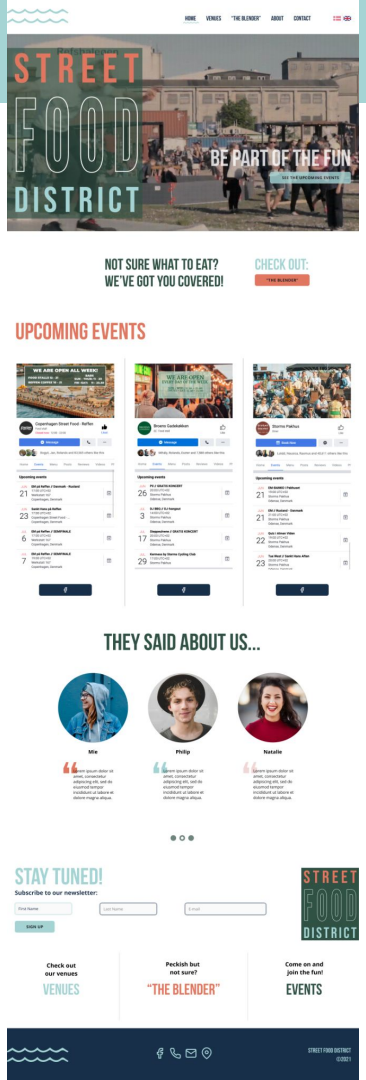
6 columns grid

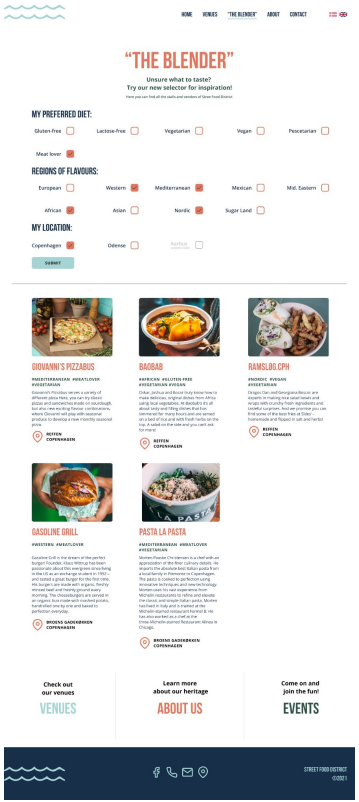




DESKTOP MOCKUPS

8 columns grid

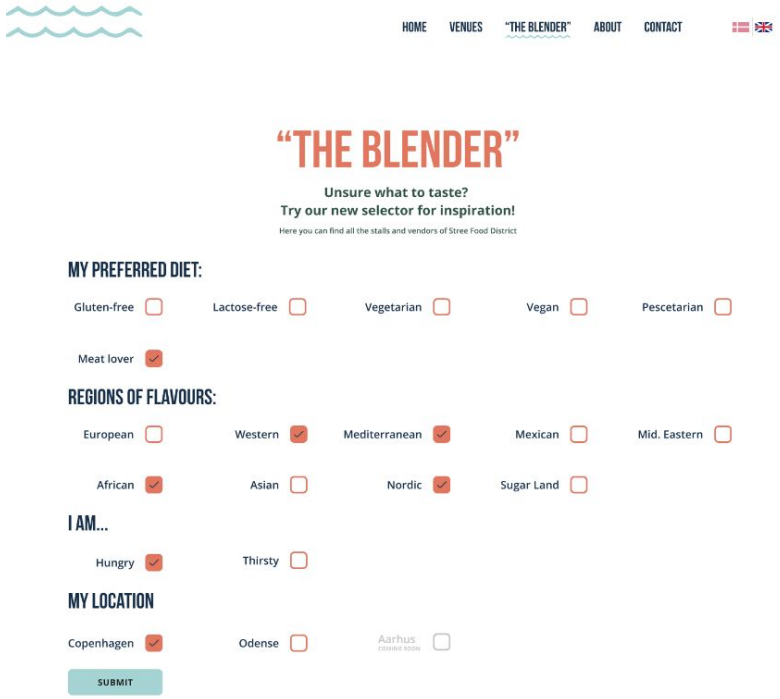




EVOLUTION

USER TEST

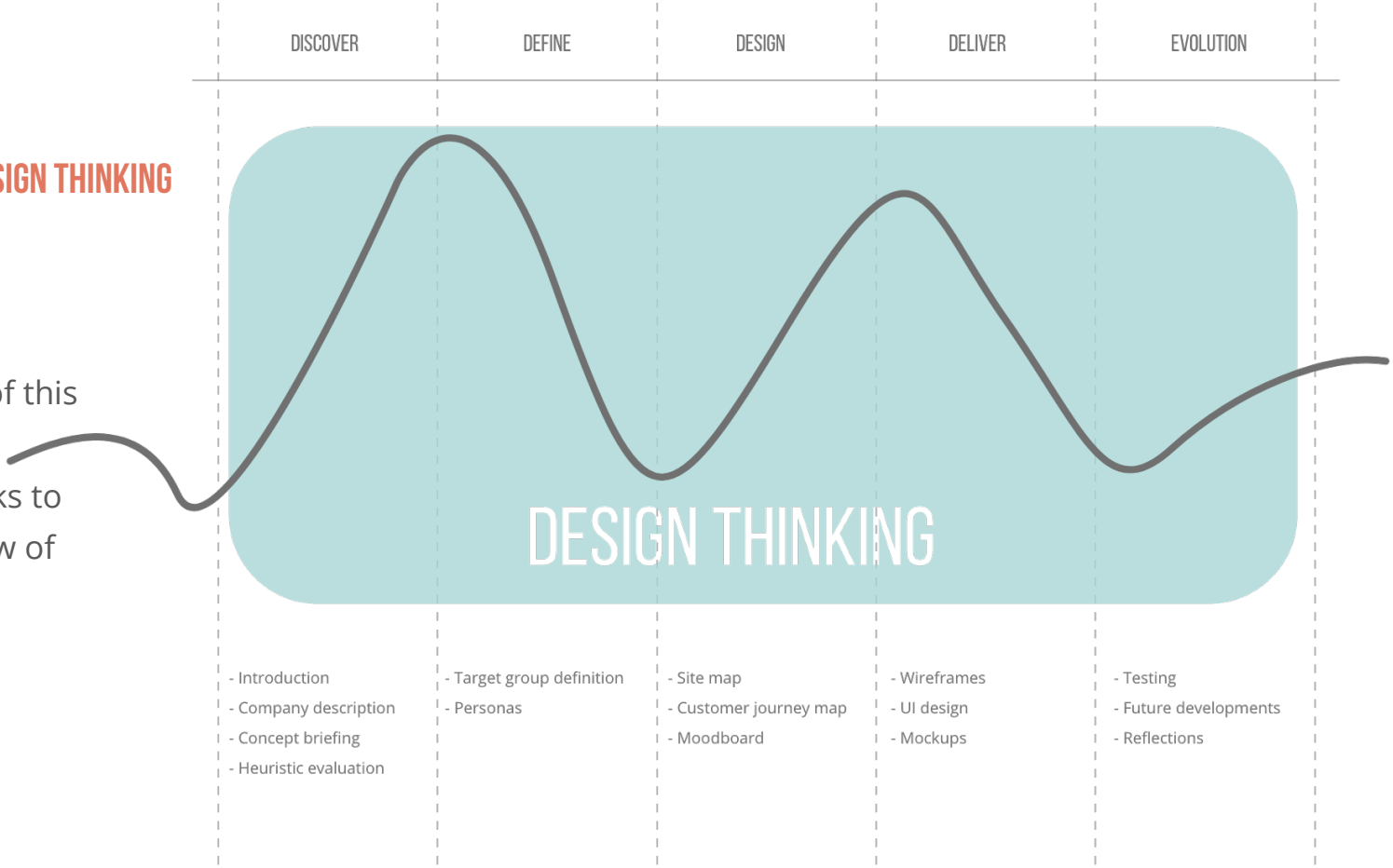
The outcome of the user test led me to add an extra row to decide either to drink or eat



REFLECTIONS

KANBAN WITH DESIGN THINKING

The project management of this concept was sufficient thanks to the kanban flow of through the processes.



THANK YOU FOR YOUR ATTENTION!