



# STREET FOOD DISTRICT - UX REDESIGN

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# 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



**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

# SITE MAP



## 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 VERBES "THE BLENDER" ABOUT CONTACT

EXT 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	Broms Gadekøkken	SØMME PARKEN
-  -	Fb. events Feed	-  -
Go to FB page	Go to FB page	Go to FB page

THEY SAID ABOUT US...

“ ” “ ”

SUBSCRIBE TO OUR NEWSLETTER

First name Last name Email SIGN UP!

STREET FOOD FESTIVAL

CHECK OUT OUR PLACES | PERCHUSK BUT NOT SURE? | COME PARTY WITH US

VENUES | THE BLENDER | EVENTS

STREETFOOD PATH VÅR VINDUE ©2021

## "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   
Coasting Street

SUBMIT

NAME # EU # Gluten free	NAME # WESTERN # Hot sauce	NAME # African # Gluten free
VENUE LOCATION	VENUE LOCATION	VENUE LOCATION

FOOTER

## ABOUT

Hero image slider

AN URBAN CITY FOR THE PEOPLE

OUR VISION

THE STORY OF STREET FOOD DISTRICT

### OUR HISTORY TIMELINE

EARLY years

2014

Aug 2017 Odense

2017 REFFEN

2000's

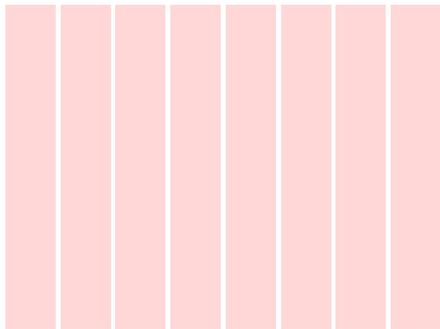
Dec. 2017 ÅR

2017 BROMS GADEKØKKEN

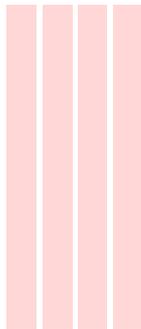
2021 ÅRHUS

FOOTER

# DESIGN SYSTEM



8 columns grid  
for desktop



6 columns grid  
for mobile

## COLOURS



**LIGHT BLUE**  
Brand color



**DARK BLUE**  
Secondary color



**DARK GREEN**  
Tertiary color



**ORANGE TERRACOTTA**  
Accent color #1



**LIGHT ROSE**  
Accent color #2



**BLACK**  
Dark elements



**DARK GRAY**  
Semi-dark elements



**GRAY**  
Semi-dark elements



**WHITE**  
Dark elements

## TYPOGRAPHY

Section title	Font Family: Bold Sans Font size: 18px Font style: normal Line weight: 400 Line height: 120% Letter spacing: 0.5em Text-align: left
Header 1	Font Family: Bold Sans Font size: 16px Font style: normal Line weight: 400 Line height: 120% Letter spacing: 0.5em Text-align: left
Header 2	Font Family: Bold Sans Font size: 14px Font style: normal Line weight: 400 Line height: 120% Letter spacing: 0.5em Text-align: left
Header 3	Font Family: Open Sans Font size: 14px Font style: normal Line weight: 700 Line height: 120% Letter spacing: 0.5em Text-align: left
Menu text	Font Family: Bold Sans Font size: 12px Font style: normal Line weight: 400 Line height: 120% Letter spacing: 0.5em Text-align: left
Subtle/Body Large	Font Family: Open Sans Font size: 12px Font style: normal Line weight: 400 Line height: 120% Letter spacing: 0.5em Text-align: left
Body	Font Family: Open Sans Font size: 14px Font style: normal Line weight: 400 Line height: 120% Letter spacing: 0.5em Text-align: left
Body	Font Family: Open Sans Font size: 14px Font style: normal Line weight: 700 Line height: 120% Letter spacing: 0.5em Text-align: left
Small	Font Family: Open Sans Font size: 14px Font style: normal Line weight: 400 Line height: 120% Letter spacing: 0.5em Text-align: left
Header text	Font Family: Open Sans Font size: 16px Font style: normal Line weight: 700 Line height: 120% Letter spacing: 0.5em Text-align: left
Button text	Font Family: Open Sans Font size: 14px Font style: normal Line weight: 700 Line height: 120% Letter spacing: 0.5em Text-align: left
Link	Font Family: Open Sans Font size: 14px Font style: normal Line weight: 700 Line height: 120% Letter spacing: 0.5em Text-align: left

## SECTION TITLE

### TITLE/HEADER 1

### HEADER 2

### Header 3

### MENU TEXT

### Subtle

### Body

### Body bold

### Header text

### Button text

### BUTTON TEXT

### Link text

## COMPONENTS

### INPUT FORMS

Default

Active state

Disabled state

Error state

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

## BUTTONS

CORNER RADIUS: 4

Normal state

80% OPACITY

BUTTON

Hovered state

100% OPACITY

BUTTON

Hovered state

100% OPACITY; LIGHTER BACK

BUTTON

Check box: Off

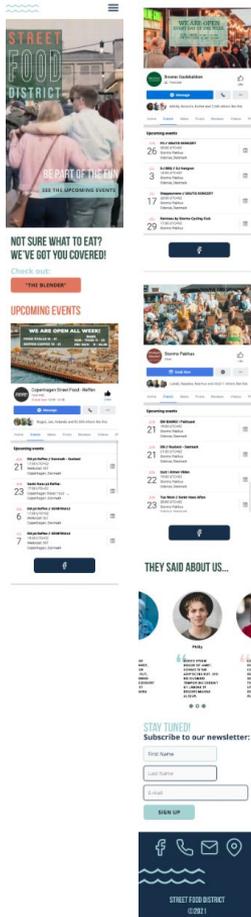
Check box: On

  Active state  
100% OPACITY

  Disabled state  
50% OPACITY

# MOBILE MOCKUPS

6 columns grid



**BAOBAB**  
AFRICAN #GLUTEN-FREE #VEGETARIAN #VEGAN  
Color, yasha and Bocar truly know how to make delicious, original dishes from Africa using local vegetables. At Baobab's it's all about tasty and filling dishes that has simmered for many hours and are served on a bed of rice and with fresh herbs on the top. A salad on the side and you can't ask for more!  
BROENS GADENKØKKEN COPENHAGEN



**GASOLINE GRILL**  
WESTERN #MEATLOVER  
Gasoline Grill is the dream of the perfect burger! Founder, Klaus Witttrup has been passionate about this evergreen since living in the USA as an exchange student in 1992 - and tasted a great burger for the first time. His burgers are made with organic, freshly minced beef and freshly ground every morning. The cheeseburgers are served in an organic bun made with mashed potato, hand-rolled one by one and baked to perfection everyday.  
BROENS GADENKØKKEN COPENHAGEN



# DESKTOP MOCKUPS

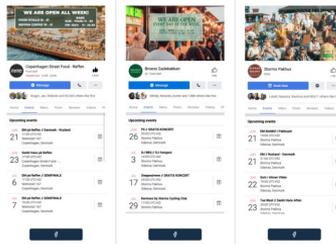
8 columns grid



NOT SURE WHAT TO EAT?  
WE'VE GOT YOU COVERED!

CHECK OUT:  
THE BLENDER

## UPCOMING EVENTS



## THEY SAID ABOUT US...



Mia

"I've been blown away at how incredible all the food is, and the atmosphere is just what I needed to get my mind right at work."



Phil

"I've been blown away at how incredible all the food is, and the atmosphere is just what I needed to get my mind right at work."



Natalie

"I've been blown away at how incredible all the food is, and the atmosphere is just what I needed to get my mind right at work."

## STAY TUNED!

Subscribe to our newsletter:

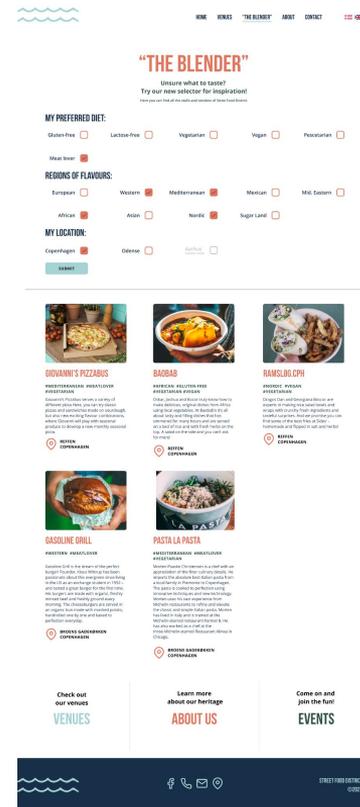
First Name  Last Name  Email

Sign up

Check out our venues  
VENUES

Peckish but not sure?  
"THE BLENDER"

Come on and join the fun!  
EVENTS





**EVOLUTION**

# USER TEST

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



## "THE BLENDER"

Unsure what to taste?  
Try our new selector for inspiration!  
Here you can find all the stalls and vendors of Stree Food District

### MY PREFERRED DIET:

- Gluten-free  Lactose-free  Vegetarian  Vegan  Pescetarian   
Meat lover

### REGIONS OF FLAVOURS:

- European  Western  Mediterranean  Mexican  Mid. Eastern   
African  Asian  Nordic  Sugar Land

### I AM...

- Hungry  Thirsty

### MY LOCATION

- Copenhagen  Odense  Aarhus   
FROM HERE

SUBMIT

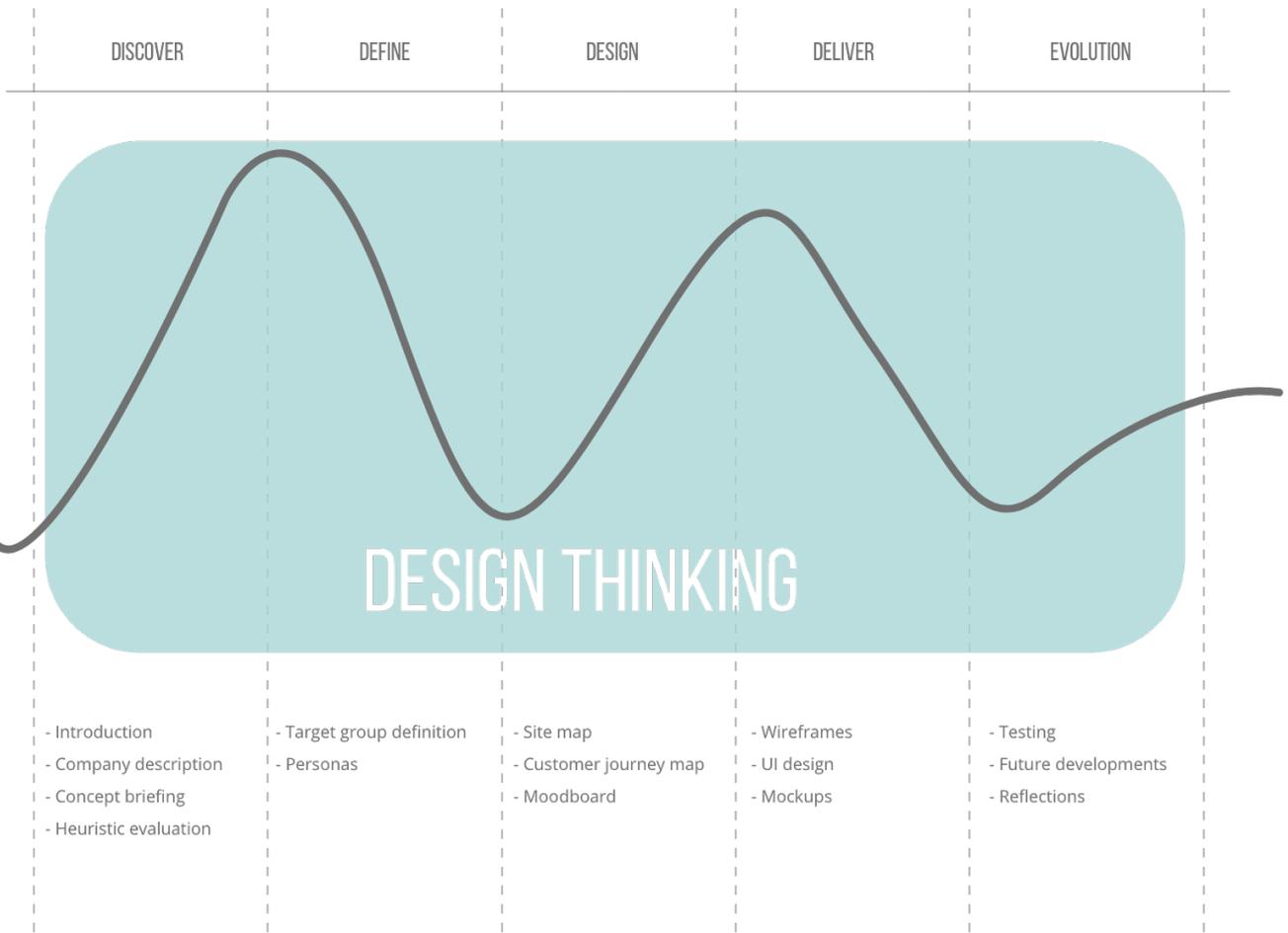


# REFLECTIONS



## 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!**