

Snack Shop mobile app

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Project overview



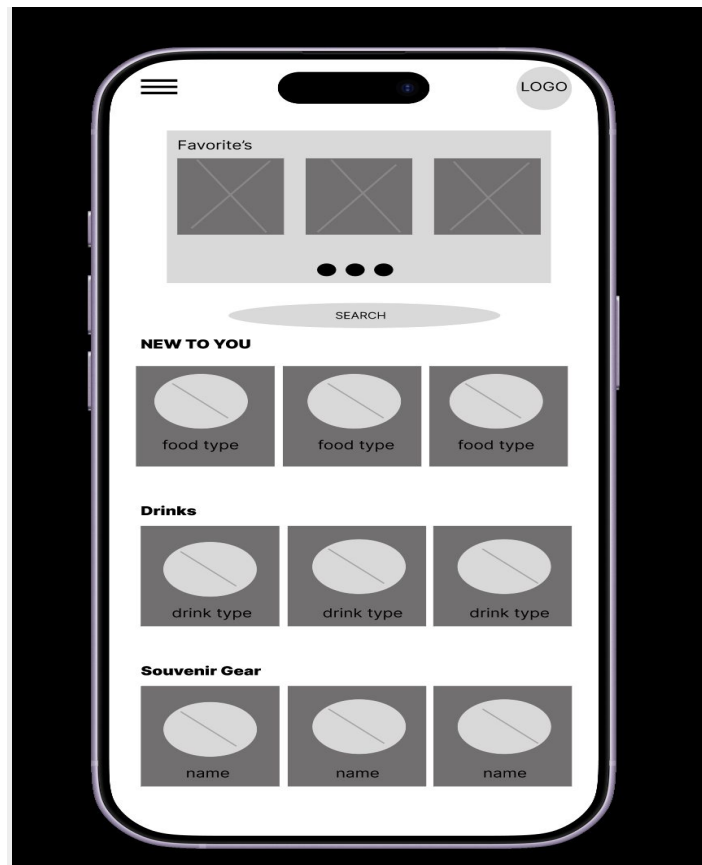
The product:

The snack shop mobile ordering app was designed for people who want to skip the lines and set scheduled pick up times.



Project duration:

April 2026 - April 2026



Project overview



The problem:

The amusement park's snack shop has such long lines. Sometimes the lines can get so long guests who visit are forced to leave and get food elsewhere.



The goal:

Create an app that allows the guests to instead set a pick up time and location for their snacks.

Project overview



My role:

I am the lead UX designer in this project.



Responsibilities:

My responsibilities were: user research, wireframing, prototyping, storyboarding, and ideation.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



When doing my research I brainstormed who would benefit from having a mobile ordering app for the snack shop at the amusement park. I do have prior experience from going to amusement parks myself and dealing with the long lines and seeing in real time the problems that stem from that.

Not just my own problems but the problems of others. I did make assumptions that mobile ordering would help a lot of different types of people but mainly the people who live with disabilities. My own assumption then changed after more research realizing it could help stressed parents or even people who need a way to translate in their native language.

User research: pain points

1

Long Lines

The long lines at the snack shop make getting a quick meal or snack a time consuming process.

With the app you can skip the lines and hassle.

2

Translation

The snack shop menu is only in English so non-english speaking guests are not given any translation. However the mobile app will be able to translate into their language of choice.

3

Cost

Some guests prefer to know how much things will cost upfront without needing to do the math in their heads. The app will show the sub total, tax and total.

4

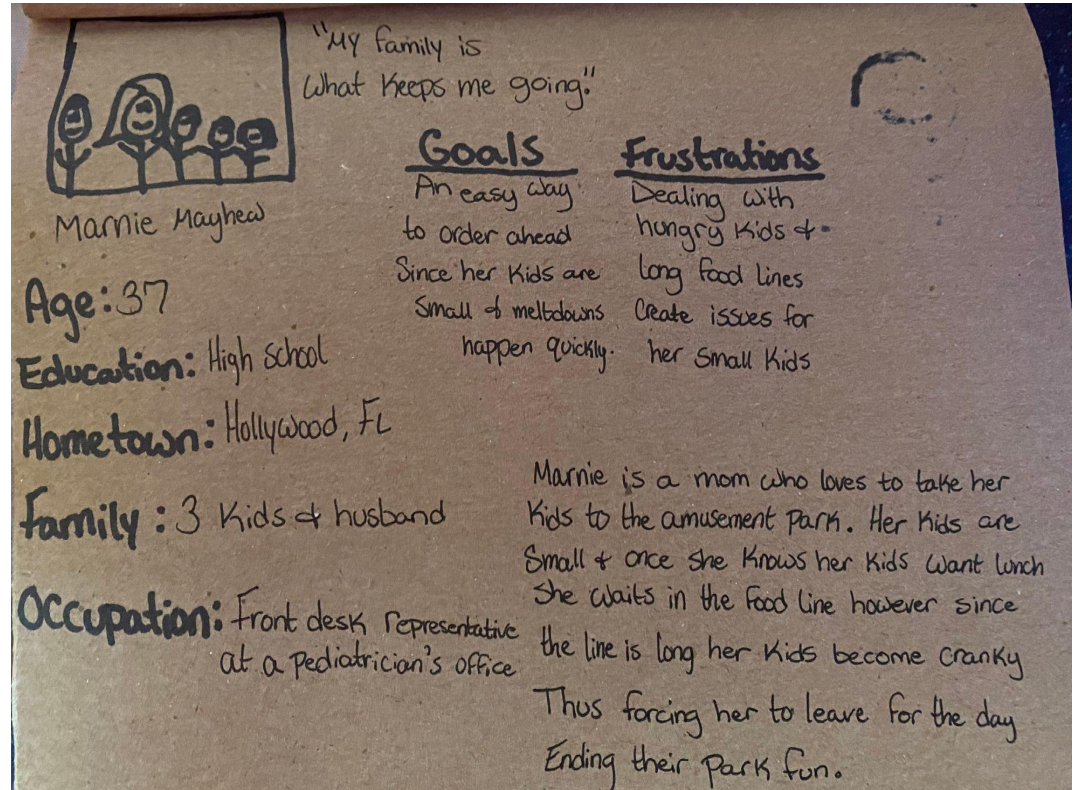
Nutrients

The small snack shop menus do not have nutrition information and you must ask the cashier for the information. With the app the information is front and center for each food item.

Persona: Marnie Mayhew

Problem statement:

Marnie Mayhew is a mother of 3 young kids who needs a way to order food ahead of time because once her kids become hungry she has a limited window before a meltdown occurs.



User journey map

Making Marnie's User journey map was an interesting way to see the perspectives of a parent in a way I hadn't thought about and think she would benefit very much from a mobile ordering app.

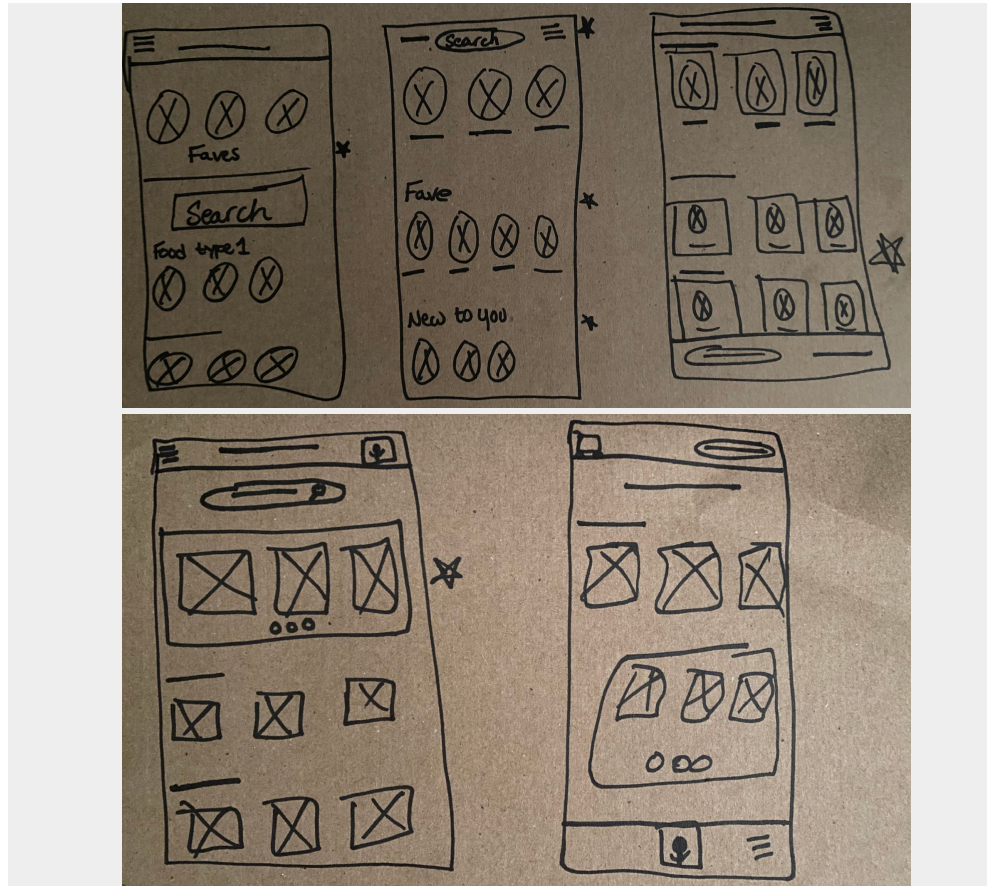
Persona: Marnie Mayhew

Goal: Feed her hungry kids.

ACTION	Kids tell her they're hungry	Find the snack shop	Getting in line	Order	Get the food
TASK LIST	Tasks A. Understands she has a limited window. B. Keep her kids calm. C. Figure out what the kids want to eat.	Tasks A. Open the park's map. B. Locate the snack shop. C. Walk to the snack shop.	Tasks A. Locate the snack shop. B. Locate the end of the line. C. Stand and wait until it is her turn.	Tasks A. Get the order's together. B. Pay. C. Wait for food.	Tasks A. Pick up her order. B. Find a place to eat. C. Eat the food.
FEELING ADJECTIVE	Her kids tell her they're starving. Marnie starts to feel anxious and determined to feed her kids.	Marnie is now feeling tired and confused after trying to locate the closest snack shop.	Now Marnie is somewhat relieved to have found the snack shop but panicked as her kids are becoming testy and their patience wearing thin due to the long line.	Marnie has now made it to ordering and still feeling a residual of the panic she had earlier as they still haven't eaten and now her kids are having a full on meltdown.	Relief has now washed over Marnie completely and the meltdowns are no more.
IMPROVEMENT OPPORTUNITIES	Use an app to schedule a pickup time for her lunch to avoid the hassle.	Locating the snack shop easier with a built-in map on her app that updates in real time after placing an order.	Use an app that allows her to keep her kids' lunch schedule on track without any falter.	With an app she could have already picked up her food and made the choosing a bit easier on her and her kids.	If there was an app that let Marnie order and set a time she would have done it at the beginning of their day to avoid any stress and tantrums.

Paper wireframes

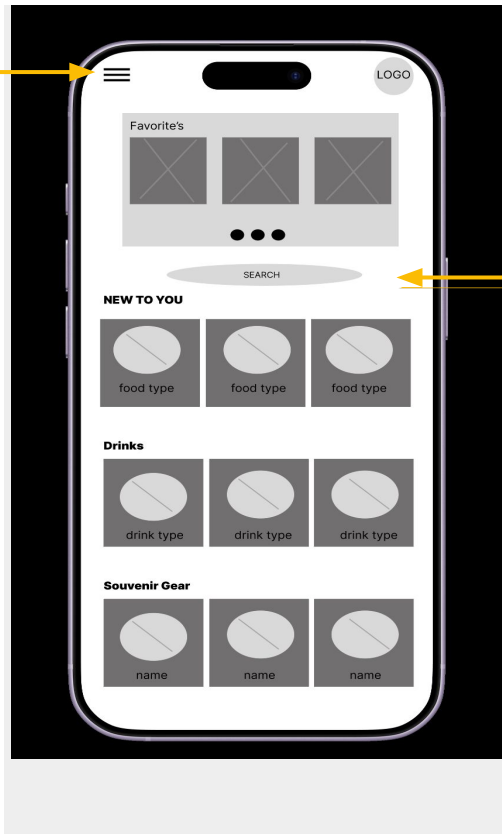
My goals for the app design was to feel seamless and easy for the user to learn and use in a pinch. I used elements that users would feel familiar with like the drop down menu lines.



Digital wireframes

The app needed to be easy to use and seamless. There also needed to be a search function for guests who know exactly what they want.

Let's the user get to the settings menu.



Easy to use and find search bar for fast searching.

Digital wireframes

Knowing that my users want to specifically want to set a set time for pickup I know we need the clock options. The back button is needed if someone changes their mind which happens often.

A back button if the user changes their mind and don't want to order.

The wireframe shows a checkout interface. At the top, there is a horizontal line with a left-pointing arrow on the left and a 'LOGO' placeholder on the right. Below this is a 'TIME:' section with a clock face consisting of four square boxes and two dots. Further down is a payment section with two options: 'Credit or debit' and 'apple/samsung pay'. Below the payment section are three stacked input fields labeled 'Name:', 'Card information:', and 'Location:'. At the bottom is a large 'Place Order' button.

←

LOGO

TIME:

•

•

Credit or debit apple/samsung pay

Name:

Card information:

Location:

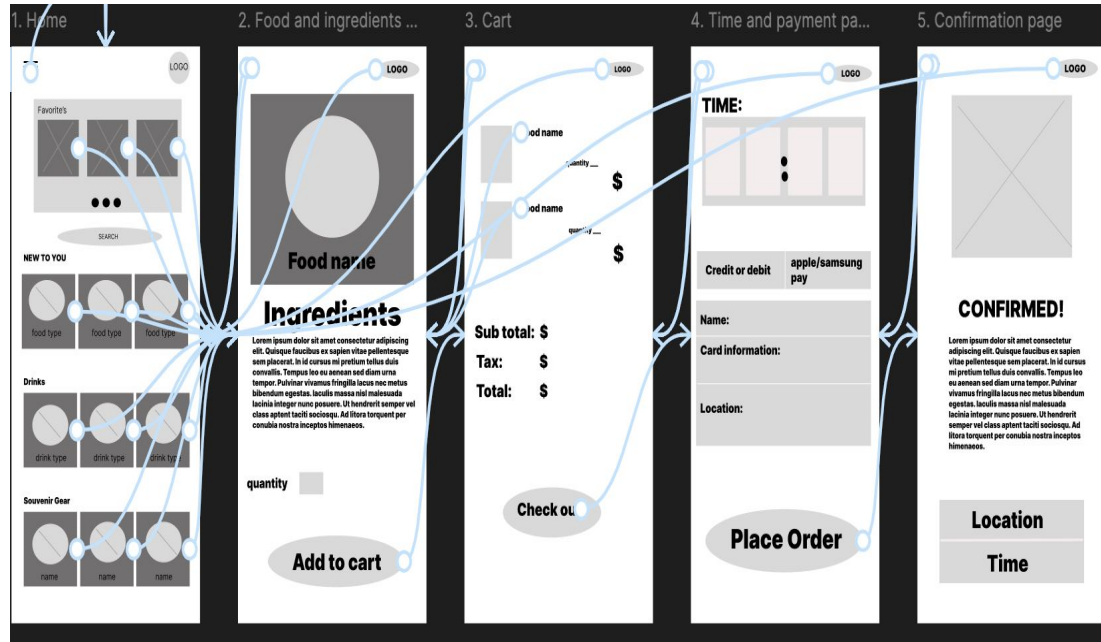
Place Order

A clock element so User's can set a pick up time.

Low-fidelity prototype

<https://www.figma.com/design/jPHPD36jPAckOTzIM0T4t7/Snack-shop-Prototype?node-id=9-204&m=dev&t=WALDjMgZ0ifZOgtD-1>

This is my Snack shop mobile ordering app for the local amusement park. The picture shows the flow of the app and how users will use it.



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Insert finding
- 2 Insert finding
- 3 Insert finding

Round 2 findings

- 1 Insert finding
- 2 Insert finding
- 3 Insert finding

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

[Your notes about goals and thought process]

Before usability study

Image of
selected
screen before
usability study



After usability study

Image of
selected
screen after
usability study

Mockups

[Your notes about goals and thought process]

Before usability study

Image of
selected
screen before
usability study



After usability study

Image of
selected
screen after
usability study

Mockups

Main
mockup
screen for
display

Main
mockup
screen for
display

Main
mockup
screen for
display

Main
mockup
screen for
display

High-fidelity prototype

[Link to high-fidelity
prototype]

Screenshot of
prototype with
connections or
prototype GIF

Accessibility considerations

1

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

2

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

3

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Insert one to two sentences summarizing the impact of your designs. In the real world, you'd include data like number of downloads or sign ups, but since this is a course project, you can include a positive quote from a peer or study participant.



What I learned:

Insert a few sentences summarizing what you learned throughout the project.

Next steps

1

Insert a few sentences summarizing the next steps you would take with this project and why.

2

Insert a few sentences summarizing the next steps you would take with this project and why.

3

Insert a few sentences summarizing the next steps you would take with this project and why.

Let's connect!



Insert a brief sentence or two about contacting you and/or reviewing more of your work.

Provide your contact information here. This might include your email address, phone number, and website or link to other professional platforms.