



Designing an ordering app for Australia's fastest growing food franchise

It all started when Roll'd CEO, Bao Hoang's family escaped Vietnam by boat with nothing besides his family's traditional recipes. Fast forward a few years and 72 stores later, the Vietnamese inspired street food phenomenon is now the fastest growing Australian restaurant chain.

Challenges

Minimize wait time in popular stores

Roll'd were experiencing POS bottlenecks during busy lunch hours which resulted in long lines. This frustrated in-store patrons, deterred prospective customers and negatively impacted company revenue.

Design the MVP experience in 3 weeks

I had three weeks to work with product teams, engineers and executives to design an app experience for 72 Roll'd stores.

Goals



Improving kitchen and point-of-sales efficiency during peak times



Reduce queue wait time from 10m to 5m during peak hours



Improve the in-store experience and customer satisfaction

Team



Me (jtribe)

I led a small design team to conduct research, validate/build prototypes and create production-ready assets



3 x Product Owners (SixSix)

SixSix managed product priorities, road maps and operationalization



4 x Marketers (Roll'd)

As primary stakeholders, the Roll'd team oversaw the entire process



7 x POS engineers (Abacus)

Abacus were responsible for building the app with POS integration



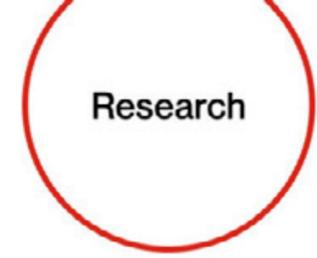
Julie Walker
Weekly customer

Working Mum, 38 years old
Lives in Melbourne, household income: 200k / yr

- Works full time in a corporate environment
- Buys Roll'd 2 times every week
- Has little time to herself outside of managing three kids
- Highly organised and efficient
- Uses technology on a daily basis at work

Needs & Goals

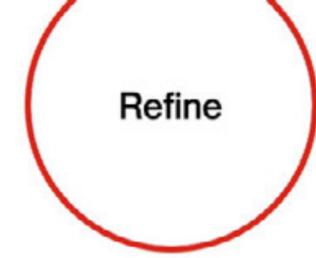
- Eating conveniently to accommodate a busy work schedule
- Doesn't want to feel guilty about eating out
- To feel cultured for exploring vietnamese cuisine
- Take her food back to her desk so she can eat and work
- Customise her order to reduce calorie intake



- Visit a Roll'd store during peak-time
- Assess the in-store ordering experience
- Find out if customers care about an app

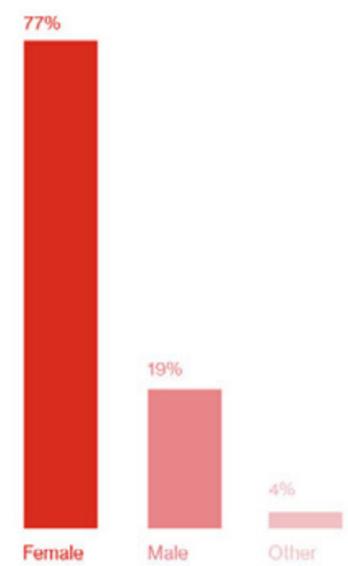


- Explore MVP solutions and opportunities
- Build stakeholder alignment on solutions
- Prototype and user test



- Refine the prototype as needed
- Define the MVP & initial user stories
- Visual and interaction design

Audience

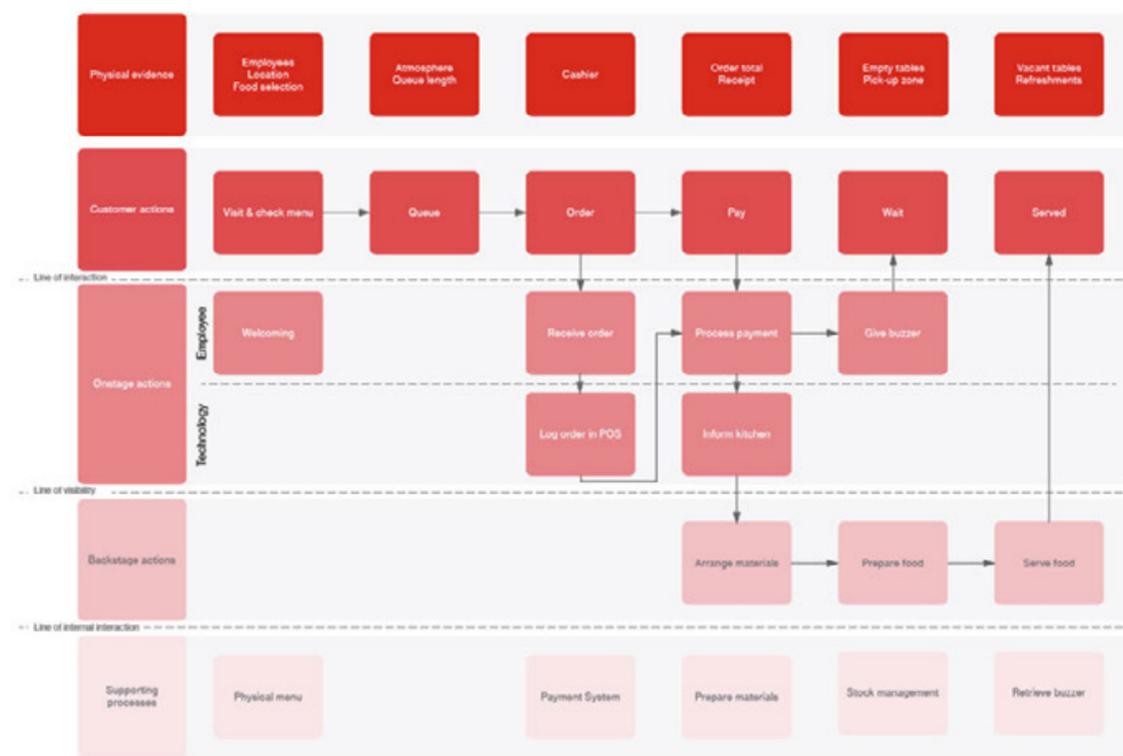


Feature expectations

Discount offers	4.3
Exclusive app offers	3.4
Order notifications	3.1
Loyalty rewards	2.3

Perception of Roll'd

- Convenient
- Consistent
- Great customer service
- High food quality
- Healthy



To understand the challenges customers faced during the ordering process, I spent 2 days conducting the following research:

Service Blueprinting & Field Visits

I worked with the product owners and restaurant staff to understand how the app's UX could integrate with store processes.

Surveys

I created a customer survey to gauge user values, feature expectations, buying habits and overall market fit.

Proto Personas

I identified our key audience to help build empathy among the team and inform product design decisions.

Key insights

While waiting to pick up orders, 83% of customers actively used their phone during the down time

Competitors' apps were slow due to complicated menus. Roll'd's simple menu was its biggest strength

Foreign naming conventions prevented the non-Vietnamese audiences from trying out different food

Order status and pick-up zones weren't obvious which caused unnecessary questions for staff

Design principles

Design for speed

Foster food discovery

Make it self-guided

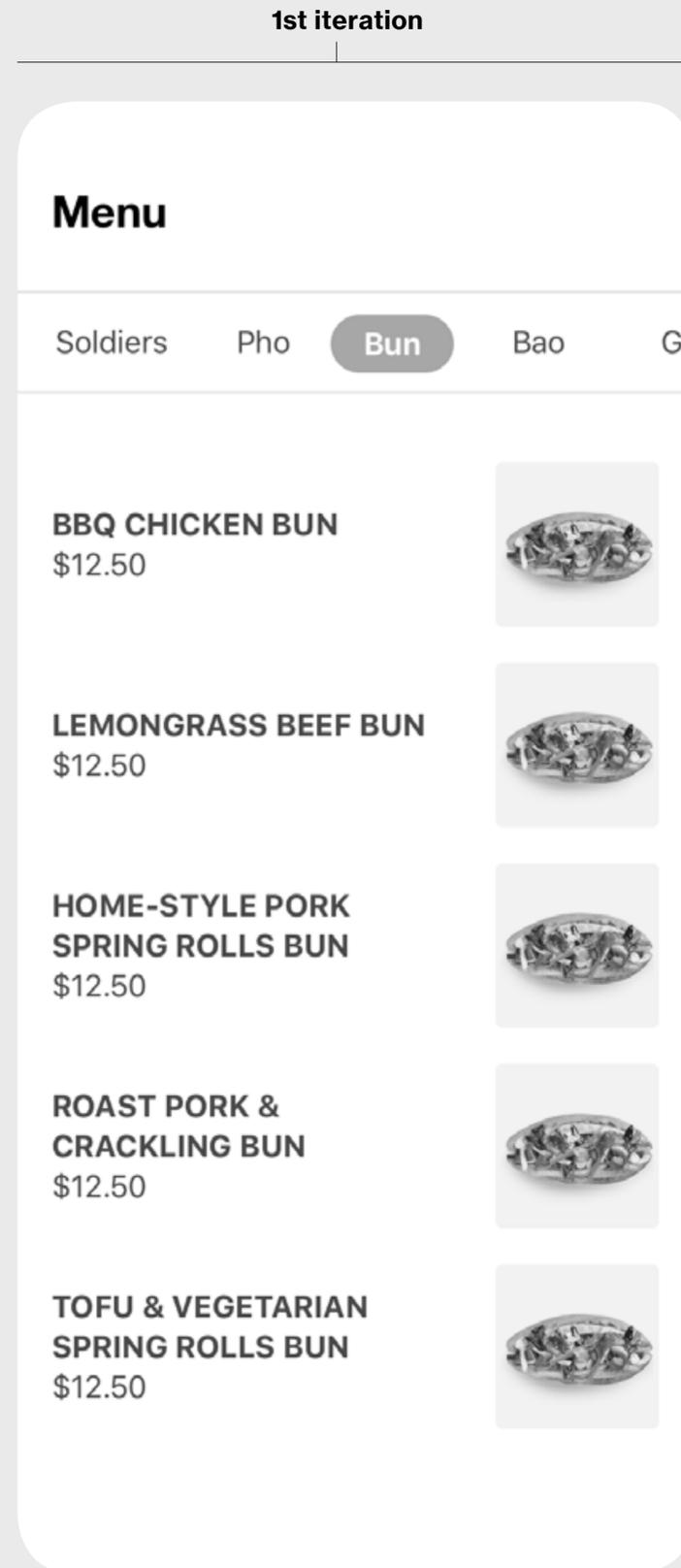


Solutions

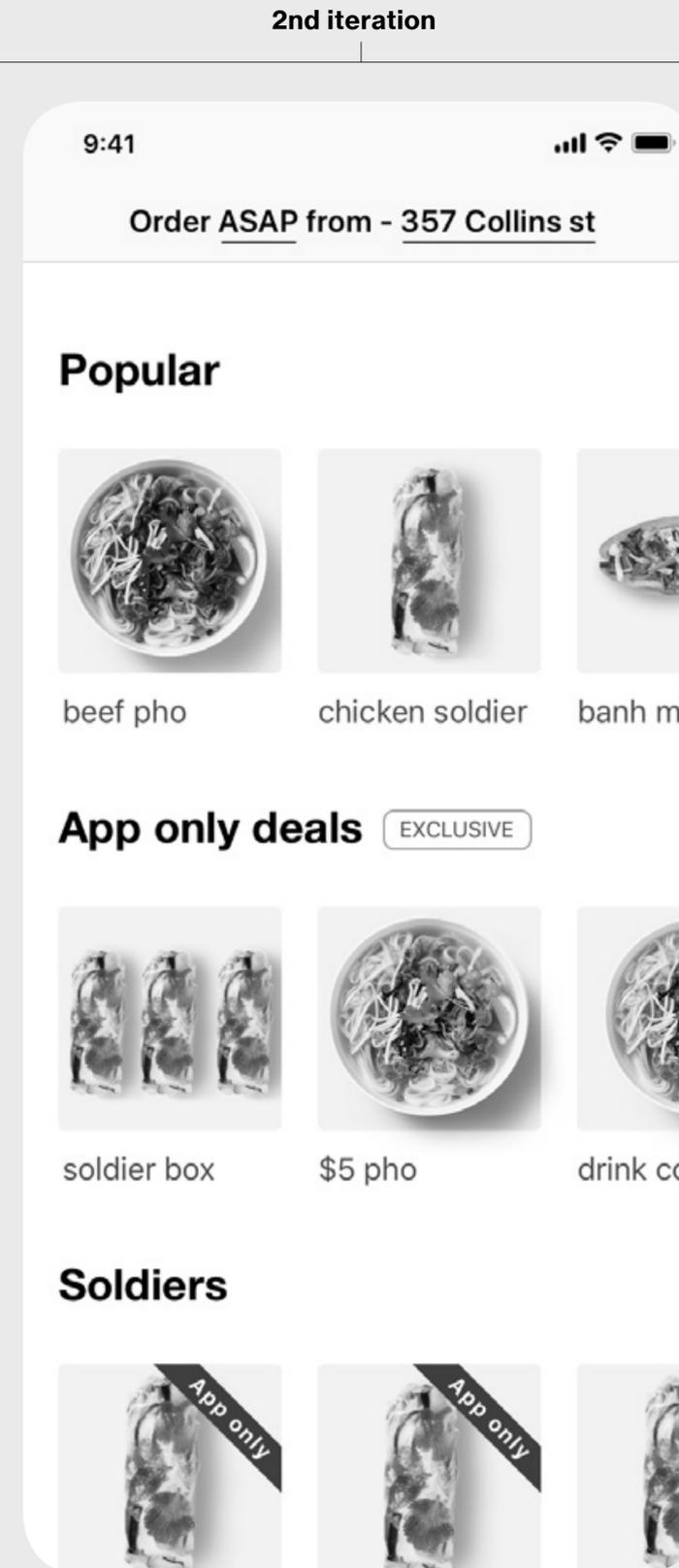
Early menu iterations

Asking customers to download “another” app while waiting in the queue was a big ask. I lowered this barrier to entry by designing an ordering experience that took a quarter of the time it took to line up.

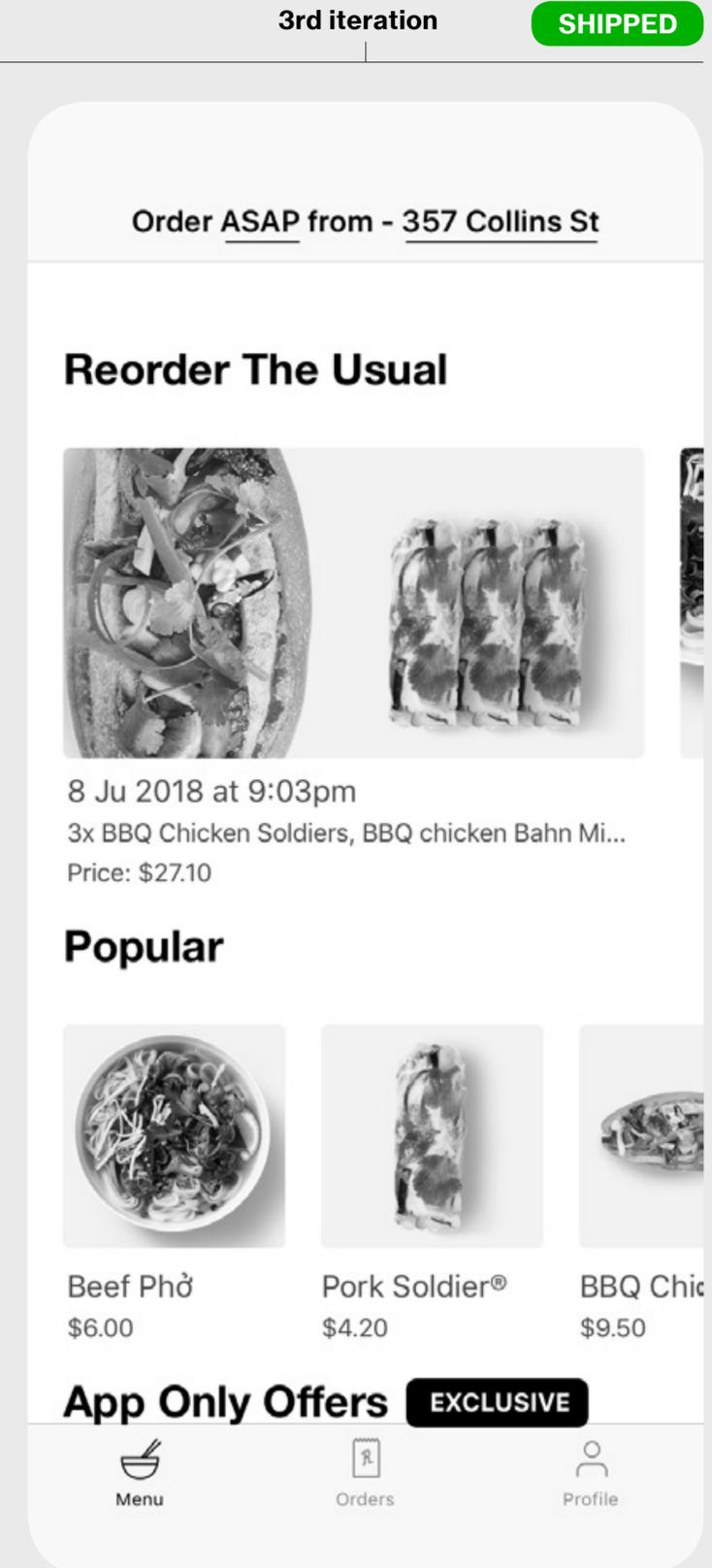
[View V1 Prototype](#)



In this version, I explored designing the menu as a list pattern to condense more menu items within the initial view port.



Surveys had shown that **76% of sales came from a handful of menu items** - because of this, I started exploring clear and contextual categories, making it easier for users to move through the ordering process without drilling down into the larger menu.



User testing had revealed that most customers consistently reordered the same thing - because of this, I updated the UX to allow users to easily reorder meals in 2 taps.

SHIPPED

How might we make waiting for orders engaging?

While observing Roll'd's restaurants, I noticed that most of the customers waiting for their orders were on their phones - using this insight, I worked with product owners, engineers and marketers to conceptualize ideas that capitalized on this downtime.

CONCEPT #1

Past orders **Upcoming**

Ready in 3:59 minutes!



Hoisin Sauce
Enhance your pho with a salty and slightly sweet flavour!

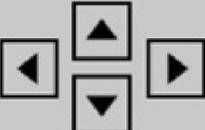
Add to order (\$1.00)

To solve customer confusion around foreign naming conventions, I explored surfacing educational content to encourage food discovery and last minute purchases.

CONCEPT #2

Past orders **Upcoming**

Ready in 3:59 minutes!
While you wait...SNAKE!



Leveraging gamification elements, I envisioned the customers playing Vietnamese roll snake against other people in the queue to make earning loyalty points more engaging.

CONCEPT #3

SHIPPED

Past orders **Upcoming**

Order may take longer due to large size

Accepting order #9231
Ready at 12:45pm



Accepting Preparing Pick up

3x BBQ Chicken Soldier®

Crispy chicken ribs

Pepsi Max

Inspired by the endowed progress psychological principle, I designed this concept to provide bold, rich, relevant progress at different stages of the order.

Order pickup, without the confusion

Field visits revealed that the order pick up process was confusing. Pick up zones weren't clearly marked, which resulted in customers interrupting staff to find out if there order was ready.

CONCEPT #1

CONCEPT #2

SHIPPED

Past orders

Upcoming

Collect order #9231
at the pick up counter

Collect from
Square 1



2

3

4

5

6

Past orders

Upcoming



Collect order #9231
at the pick up counter

Psst! To find the pick up counter,
look for the hanging red sign

How was our service?



The team decided to move with #2's simpler version in order to ship the MVP in time. This concept relied on clear phrasing, bold typography and in store sign-age to quickly get the customer from app to pick up counter.

Place description

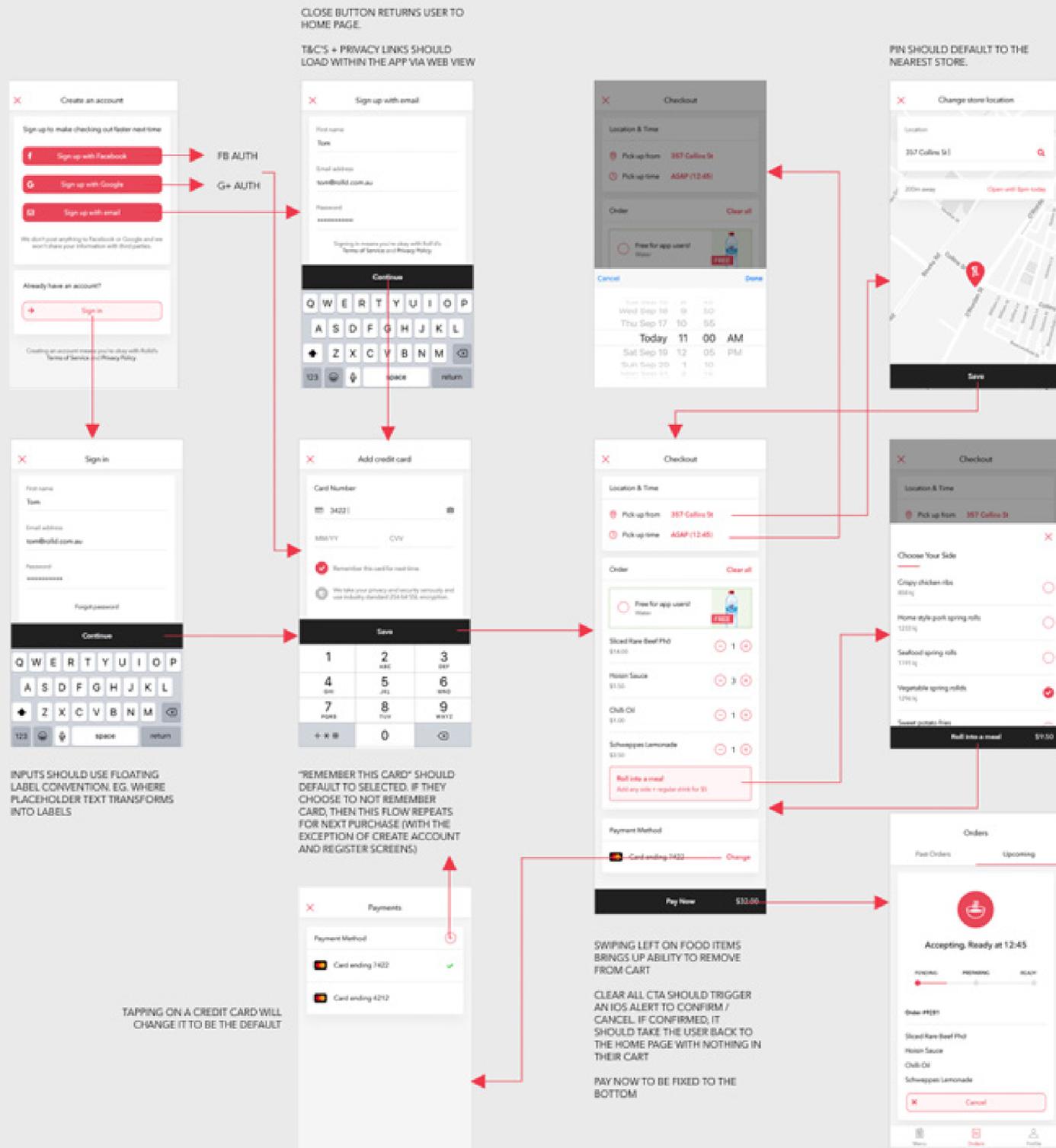
To find the **pick up counter**, look for the **hanging red sign**

Anchor location

I worked with product owners and restaurant staff on an "order pick up grid" concept. This idea explored having a numbered, self explanatory placemat at the stores pick up counter - the app correlated with this physical system, with the intention of making pick ups completely self-guided.

Rolling out and polishing the experience

Upon finalizing the app's core experience, I started designing the remaining page flows along with a lightweight design system to ensure consistency, design pattern re-usability and interaction guidance for external development teams.



Typography

Navigation Title

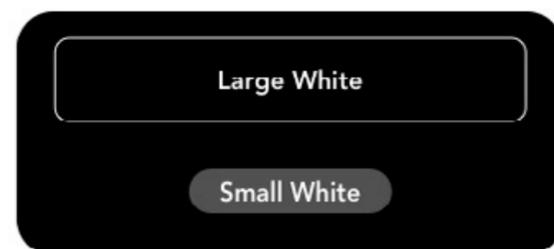
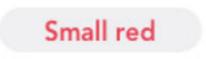
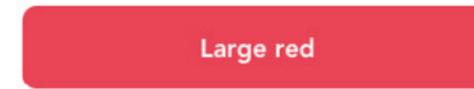
Heading large

Heading small

Body regular Lorem ipsum dolor sit amet, consectetur adipiscing elit.

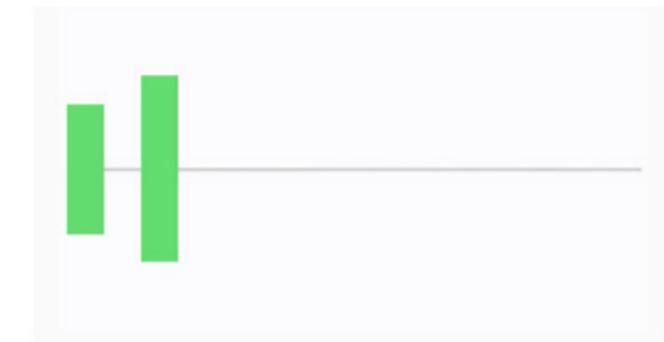
Body small Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Body tiny Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Link text

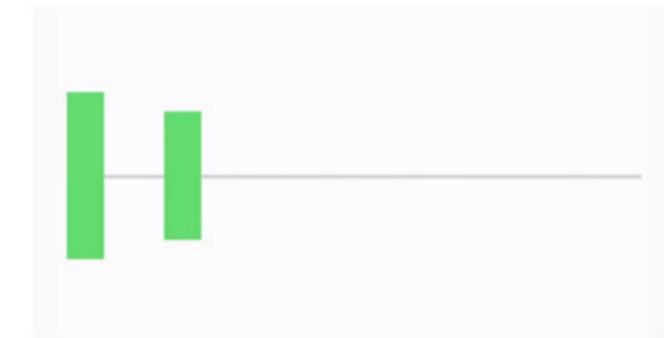
Haptic events



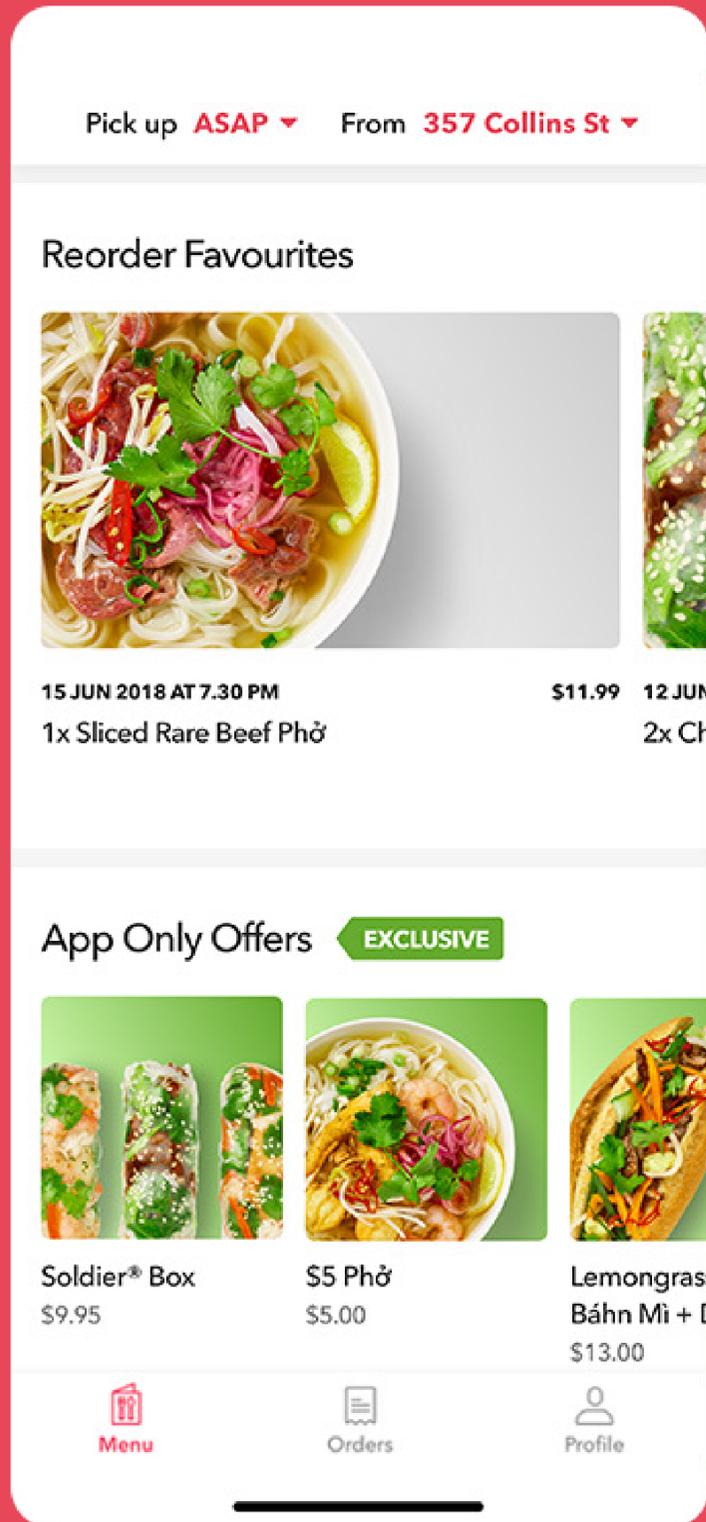
Trigger: When an order is placed
Notification: Success
Impact: Heavy



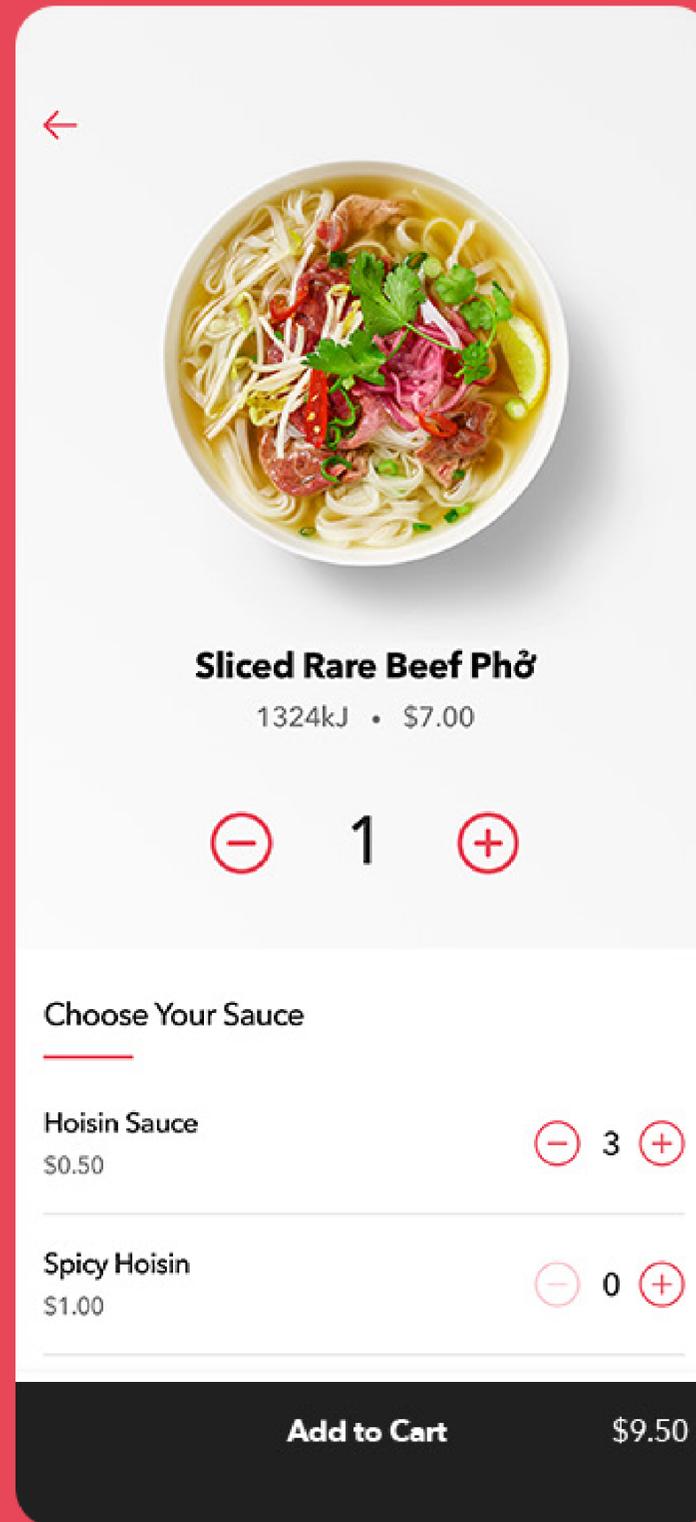
Trigger: When an order fails
Notification: Failure
Impact: Heavy



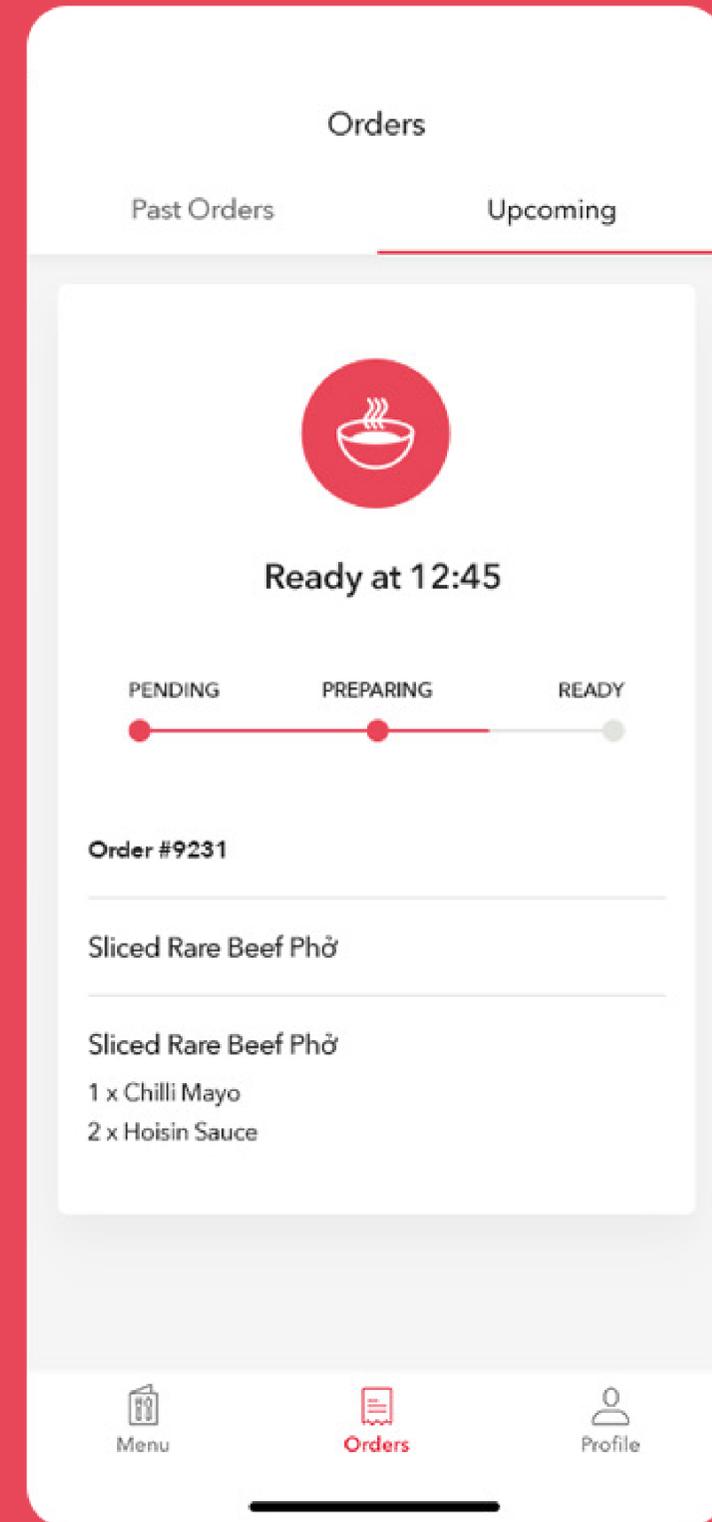
Trigger: When there's a delay with the order
Notification: Warning



The clean, simple visual design prioritized stunning, bespoke food photography to contrast boldly with subtle supporting UI elements.



To make checking out faster, I employed Fitt's Law as a guiding principle to make sure critical actions were large and easy to reach.



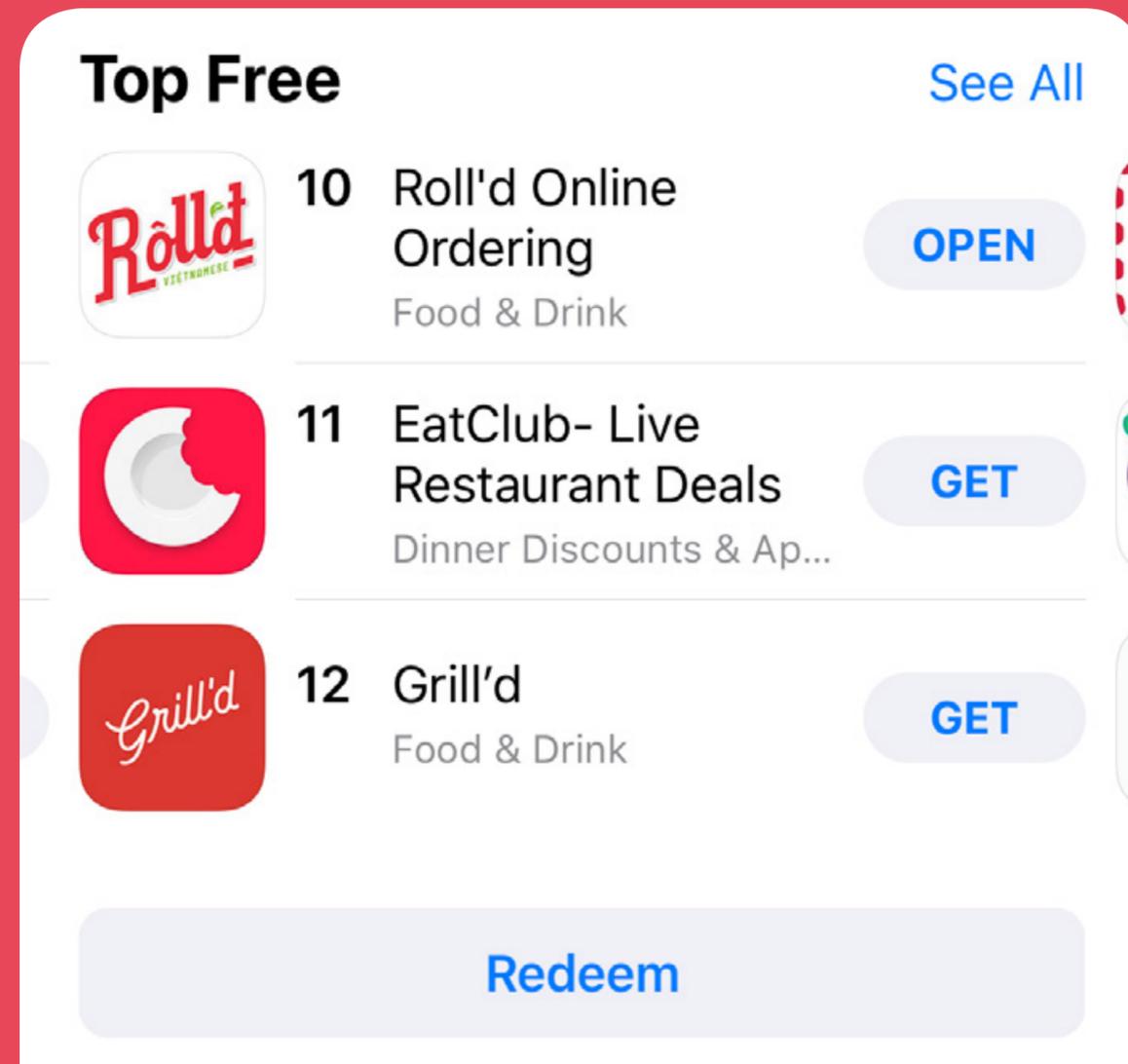
To ensure seamless pick-ups, I used clear, large and readable typography – choosing colors with high contrast to clearly indicate order progress.

Outcomes

5% revenue increase.

Achieved #10 rank in Food & Drink.

Fastest food reordering flow in AUS.





Thanks.

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