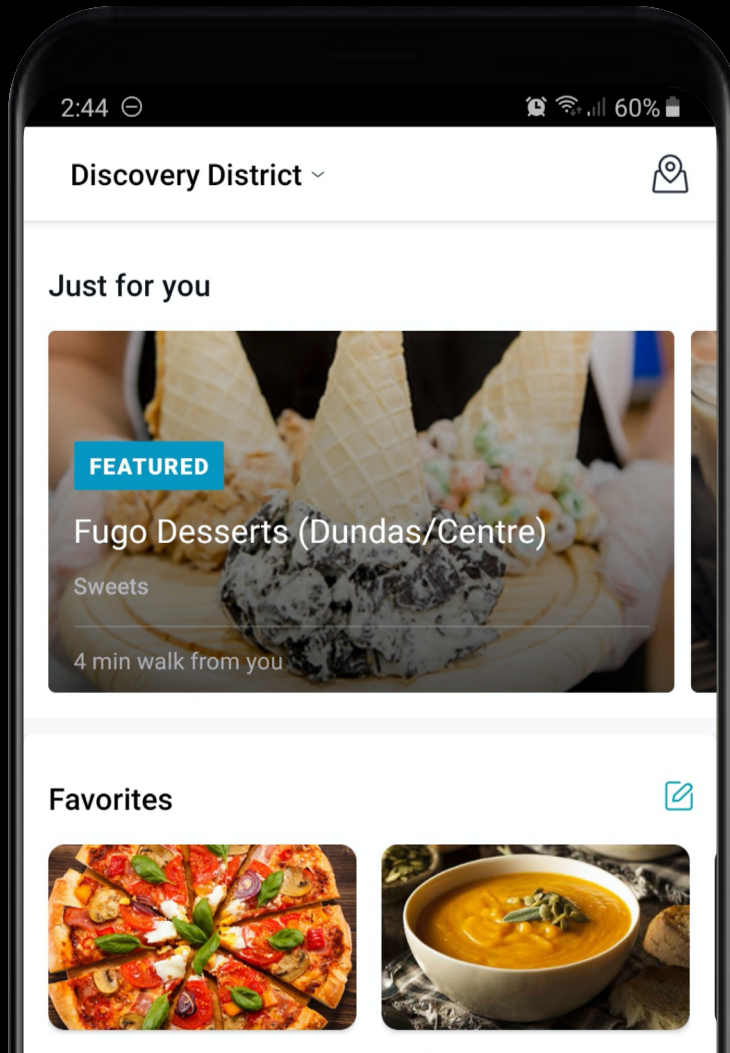


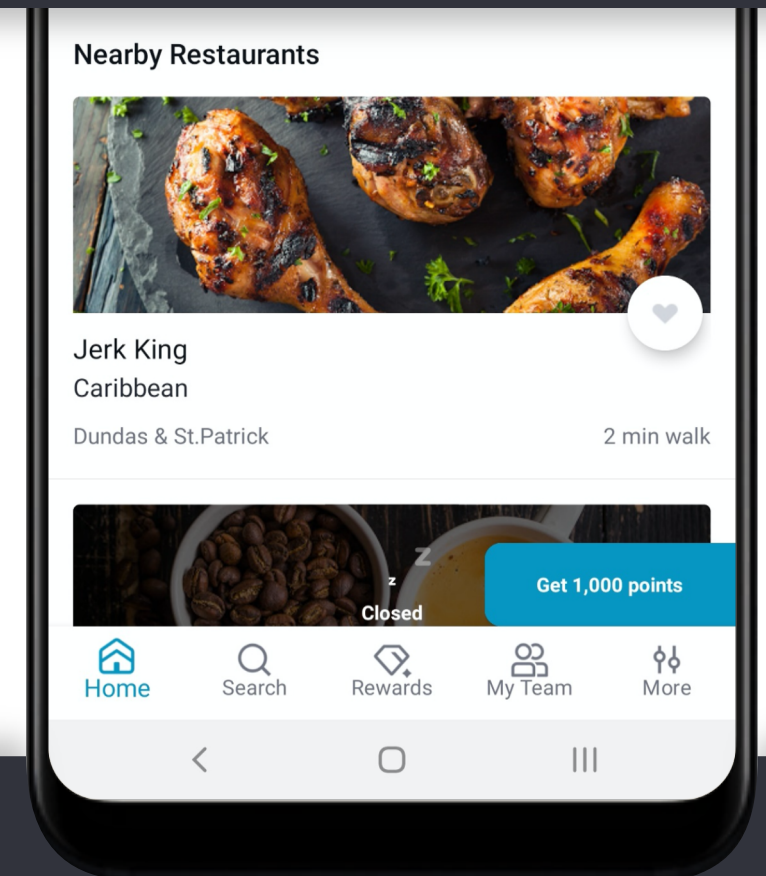
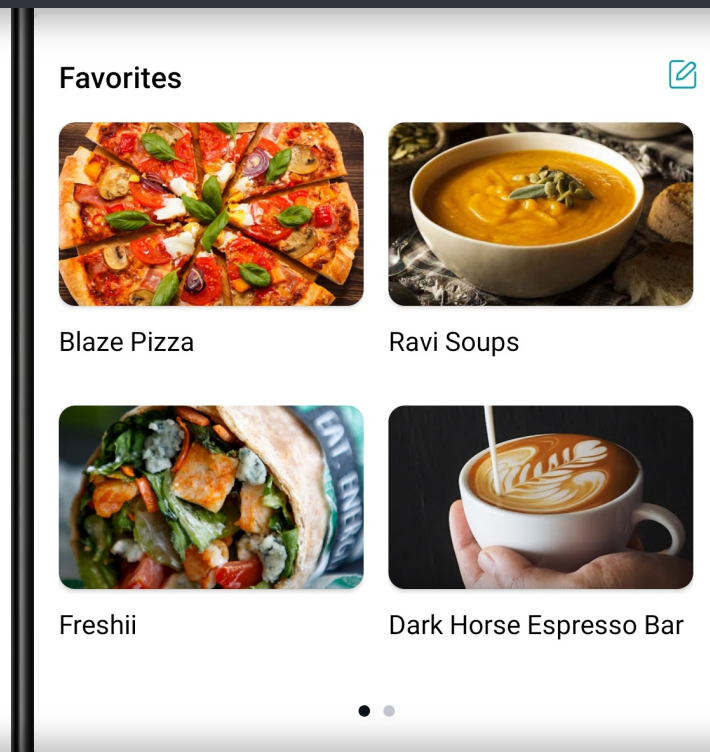
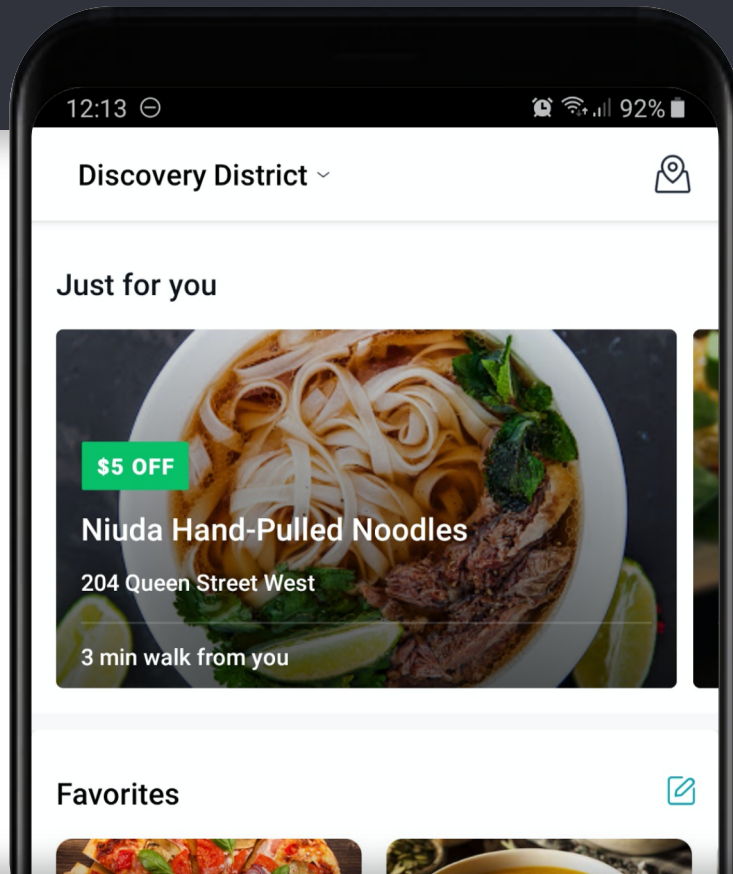
RITUAL

Home Screen



RITUAL

I was asked to find how Ritual can improve
it's **Home Screen**, ...



RITUAL

so I set out to interview 15 Ritual **users** to gain deeper insights into their **needs**, ...

Says

"I use the app as a tool, to get lunch and quickly get back to what I need to"

"My time is precious! I want everything to be done quick"

"Why do you keep showing me the same place I will never order from?"

"Favourites aren't really Favourites, it's more like History"

"My biggest problem is deciding what to eat, the selection doesn't feel catered to me"

"Why are they showing me closed restaurants? Not relevant"

"It's too much information all at one time"

I only have [x] time to order food, pick it up and be back.

They want prep/walk time and hours on the home screen

Not sure why it's decided this restaurant should be in my Favourites.

Thinks of "Just for You" as relevant offers or recommendations.

Many "Just For You" offers not relevant, and app doesn't change them frequently enough.

Not sure I'm seeing all the options near me.

Thinks

"Nearby Restaurants" section feels random.

Would like contextual recommendations

It's not easy to decide what to eat with co-workers

Abandons the app when the wait is long, deferring plans or ordering from other service.

Back-calculates how long it takes to pick up food during lunch.

If the wait is too long, they won't order

Only scrolls partway down the page before getting tired, and going back to Favs.

Clicks on restaurants 1 by 1 to see branch info / hours.

Chooses restaurants based on the route they're taking.

Filters immediately for "open spots" during or after dinner hours.

Confused at all the different promotions being shown

The home screen is very stale/the same

Anxious about potentially ordering from wrong location

Annoyed at having to change the default location every time

Overwhelmed with the amount of restaurants presented

Does

Feels

RITUAL

and quickly noticed **3 main themes** that color their thoughts, feelings and behaviors.

Says

"I use the app as a tool, to get lunch and quickly get back to what I need to"

"My time is precious! I want everything to be done quick"

"Why do you keep showing me the same place I will never order from?"

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Does

Feels



Time



Preferences



Flow

RITUAL

I noticed that **frequent users** want to see their **preferences** reflected in the app, ...

Preferences

How well does the app know
my preferences?

trying new foods

impersonal

distractions

RITUAL

while most users need their food **fast**
because they have **limited time**.

Time

How quickly can I get my
order through the app?

Preferences

How well does the app know
my preferences?

trying new foods

have limited time

impersonal
quickly

distractions

RITUAL

I also found that many users **struggled** with **certain flows** within the app.

Time

How quickly can I get my order through the app?

Preferences

How well does the app know my preferences?

Flow

How easy is it to find what I want from the Home Screen?

trying new foods

opaque

distractions

have limited time

impersonal

quickly

surprise

RITUAL

Multiple users reported **abandoning** app sessions due to this.

Time

How quickly can I get my order through the app?

Preferences

How well does the app know my preferences?

Flow

How easy is it to find what I want from the Home Screen?

trying new foods

opaque

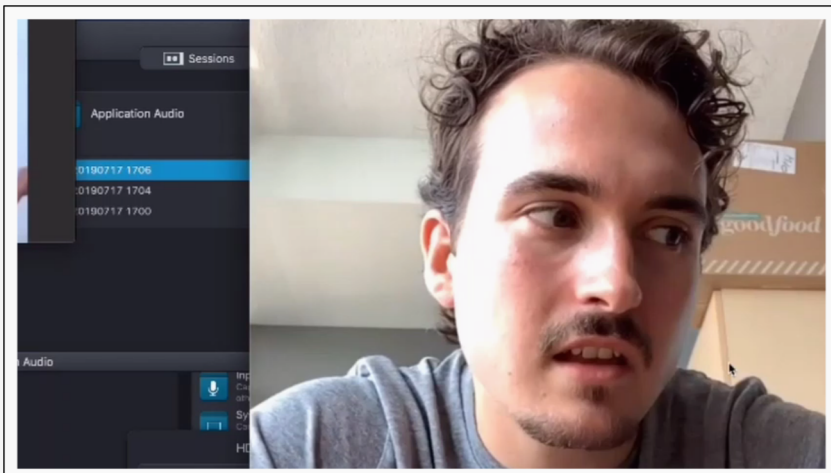
distractions

have limited time

impersonal

quickly

surprise



User Interview Videos, can't be played through PDFs

RITUAL

So I used the newly gained insights to formulate a **Problem Statement**

Time

How quickly can I get my order through the app?

Preferences

How well does the app know my preferences?

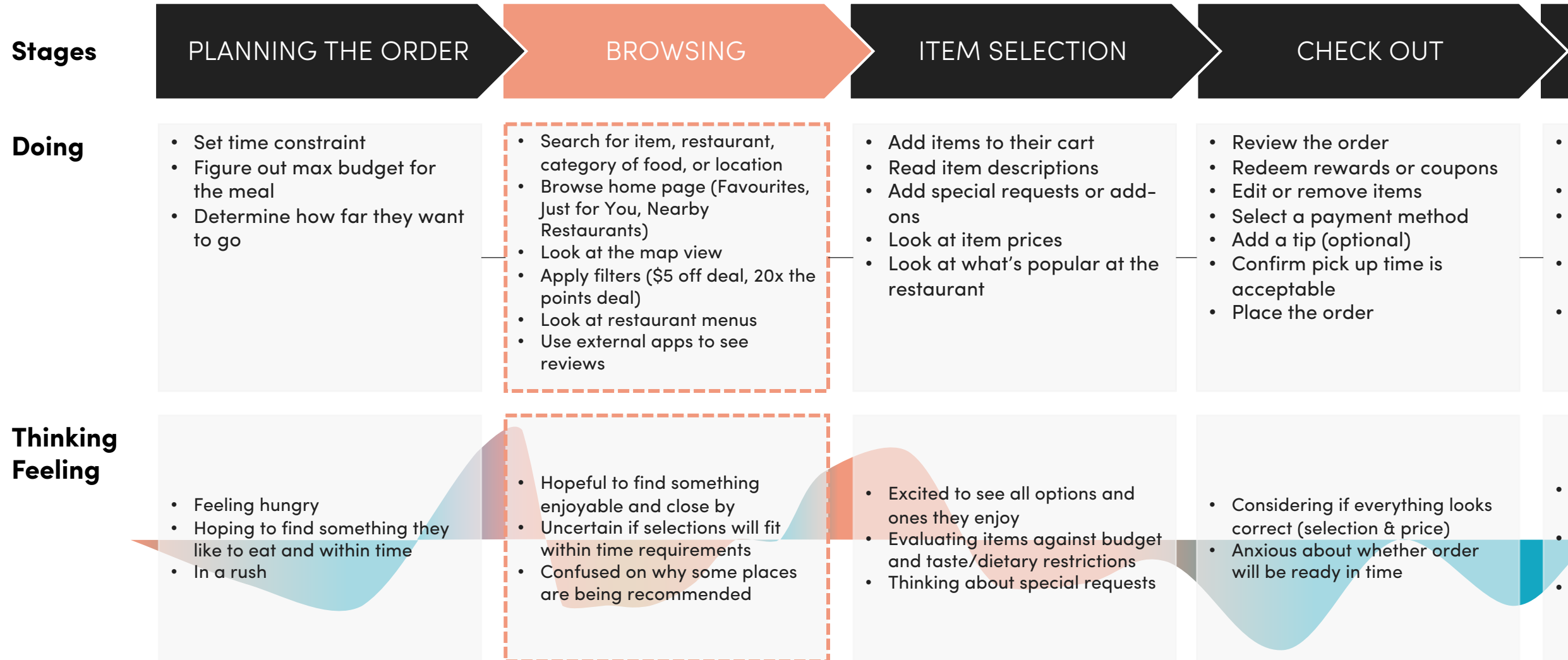
Flow

How easy is it to find what I want from the Home Screen?

Users who like **trying new foods** but **have limited time** find the Home Screen **opaque** and **impersonal**, and need a better way to get their meal **quickly** without any **distractions** or **surprise**.

RITUAL

Then I took a step back and looked at the **customers' journey** through the app, ...



RITUAL

which includes **many steps** that all have to occur within a relatively **short period of time**.



RITUAL

I went back to our **problem** statement and brainstormed some possible **solutions**.

Users who like **trying new foods** but **have limited time** find the Home Screen **opaque** and **impersonal**, and need a better way to get their meal **quickly** without any **distractions** or **surprise**.

RITUAL

There were **three options** to consider ...

Allowing Users to Place Their Orders in Advance

Allow users to place orders hours or even days in advance to be picked-up at a specific time.

Pros:

- Can do browsing when not in a rush during lunchtime.
- Restaurants have more visibility on rush hour orders.

Cons:

- Still won't be able to give availability times in advance with any confidence.
- Requires separate section and therefore probably won't improve Home Screen.
- Requires retraining merchants.



RITUAL

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Showing Items & Prep Times on the Home Screen

Incorporate specific food item recommendations and add meal "ready" times on the Home Screen.

Pros:

- Shortens in-app conversion funnel.
- Eliminates surprises during checkout.
- Larger spectrum of items enables better recommendations and more variety.

Cons:

- Coming up with "ready" time estimates for restaurants may be challenging.
- Requires changes to the recommendations engine.
- Could amplify distractions problem.



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Adding Restaurant Ratings

Assign star ratings based on users' rating of food and pickup experiences, and display them on Home Screen.

Pros:

- Ratings help users avoid bad options and feel less hesitant to make selections.
- Ritual's ratings incorporate feedback on pickup experiences.
- Create "social proof"

Cons:

- A high rating may not be relevant when user cares more about time.
- Doesn't address the biggest problems users had with distractions and surprise.
- Users already get it from other apps.

RITUAL

Here is the **one** I selected.

Allowing Users to Place Their Orders in Advance

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RITUAL

I then formalized the thoughts in a **Hypothesis** statement that says that ...

I believe reducing sources of **distraction** and **surprise**

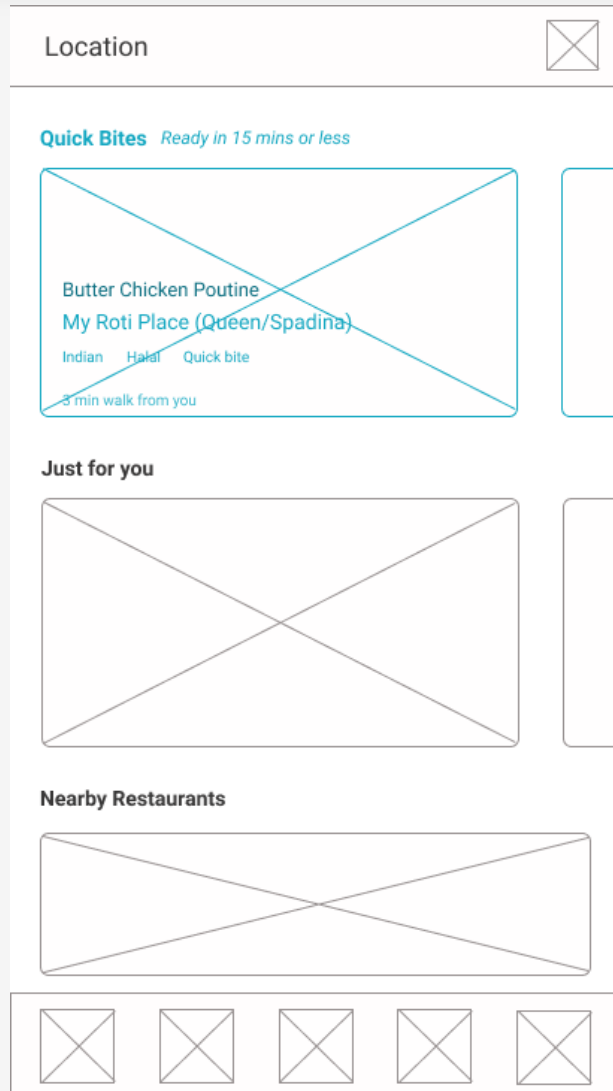
by showing **item recommendations** and meal **readiness times** on the Home Screen,

will result in higher **app-open-to-order conversion** rates, and help improve overall **order frequency**.

Finally, I wireframed **3 features** that would
test the hypothesis...

RITUAL

Immediately, Ritual can add a **Quick Bites** section showing popular items nearby, ...



Quick Bites section

UI: side scrolling carousel

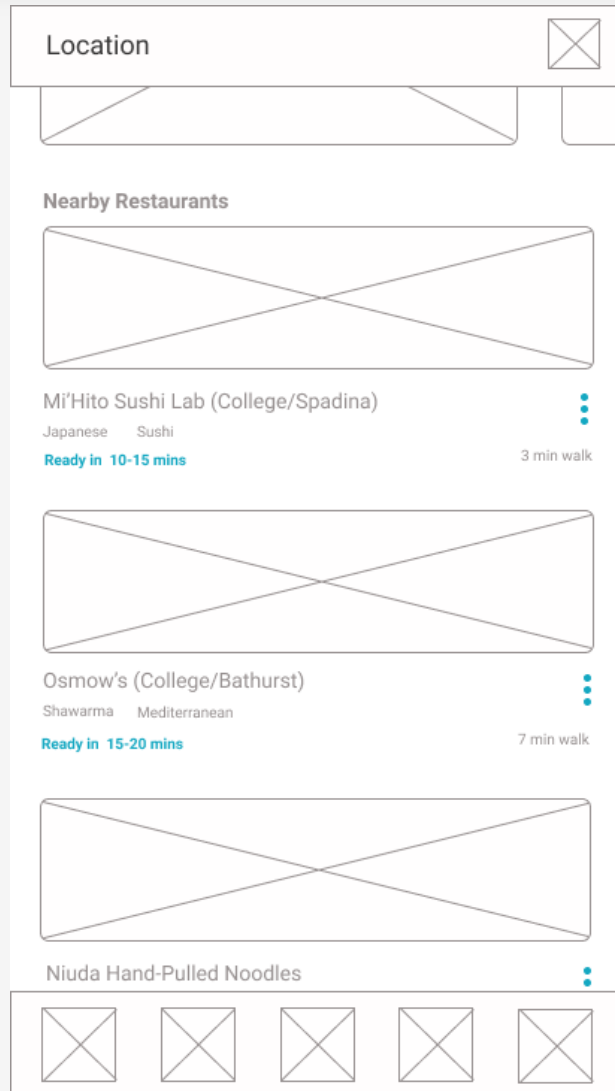
A new section which **recommends** specific menu items to users, all of which can be picked up **in 15 minutes or less**.

This adds two new dimensions at once to the users' Home Page browsing experience: item **recommendations** and **readiness times**.

A section like this will be a **familiar experience** for users as other popular apps such as Uber Eats and Foodora use it as well.

RITUAL

and can show estimated meal **ready times on the Home Screen** to set better expectations.



Restaurant ready times

UI: added to Nearby Restaurants

New info line in restaurant tiles which displays the most likely order **ready time**.

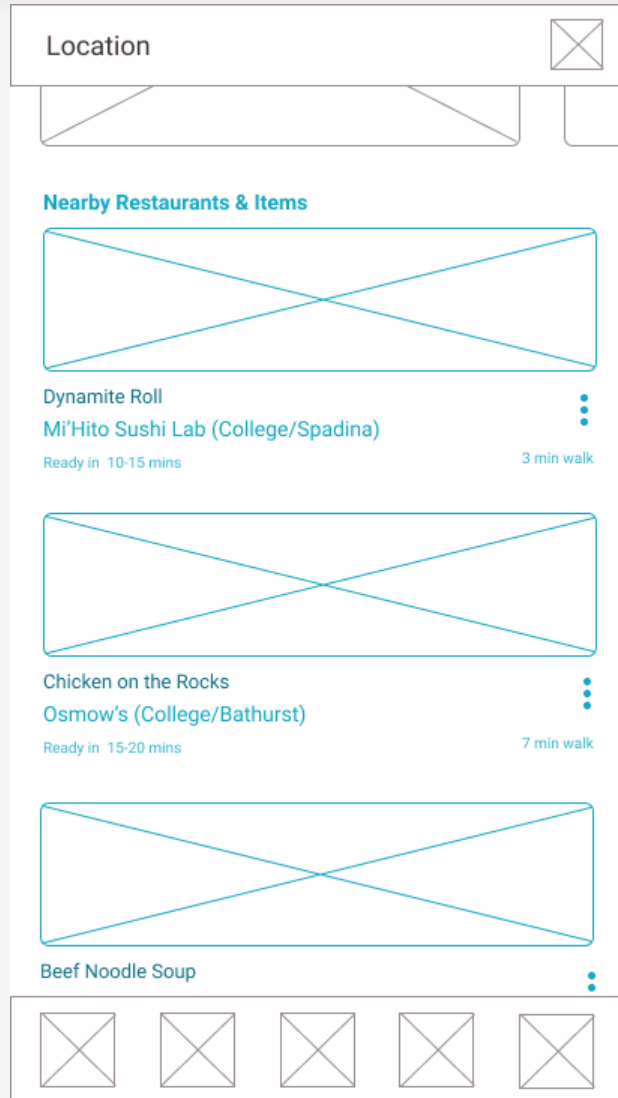
Calculation is **based on historical data** of ready times displayed at checkout taking into account multiple factors such as restaurant, user, time of day, day of week, etc.

This brings key info forward in the customer journey and helps **set user expectations** right off the bat.

New **Kebab menu** on the right side allows users to provide input such as *"I'm not interested in this"*.

RITUAL

Later, Ritual can use **items on the Home Screen** to provide better recommendations.



Nearby Items

UI: vertical scrolling

New tiles added to the previous Nearby Restaurants section **suggesting specific menu items** to the user.

Target a **3:1** ratio of items to restaurants on the Home Screen in the long run.

This allows users to jump directly into the **Item Selection** stage of the customer journey, and creates a wider variety of options to make **recommendations** from.

I believe reducing sources of **distraction** and **surprise**

by showing **item recommendations** and meal **readiness times** on the Home Screen,

will result in higher **app-open-to-order conversion** rates, and help improve overall **order frequency**.



Anish S.



Additional Info



"I usually only have 15-20 minutes to order, go get my lunch, and be back"

AGE: 28

WORK: Associate

FAMILY: Single

WORKS IN: Downtown Core Toronto

ARCHETYPE: Lunchtime Warrior

Behaviors

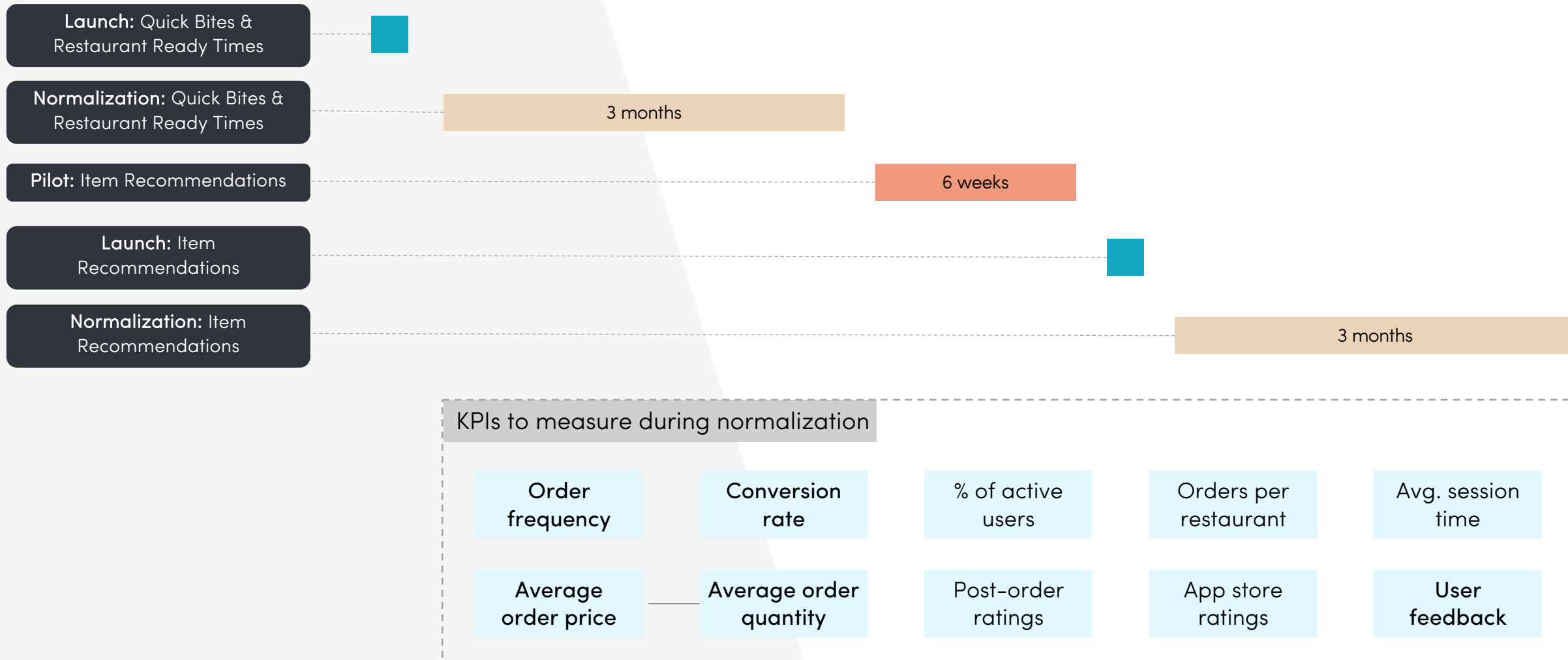
- Primarily use Ritual to order lunch on weekdays
- May organize lunch with her co-workers
- Worries about ordering from the wrong location on the app, or being late to get back to work after walking to get food
- Looks for locations close to work or around her route to work
- When she's not using Ritual at work, she will either bring lunch from home or walk with co-workers to a nearby restaurant to eat there.

Needs

- Biggest need is to get the meal as quickly as possible / within her lunchtime limit
- Open to trying a variety of foods
- Hates any time wasted while interacting with the app she's ordering lunch from because of the limited time she has.

RITUAL

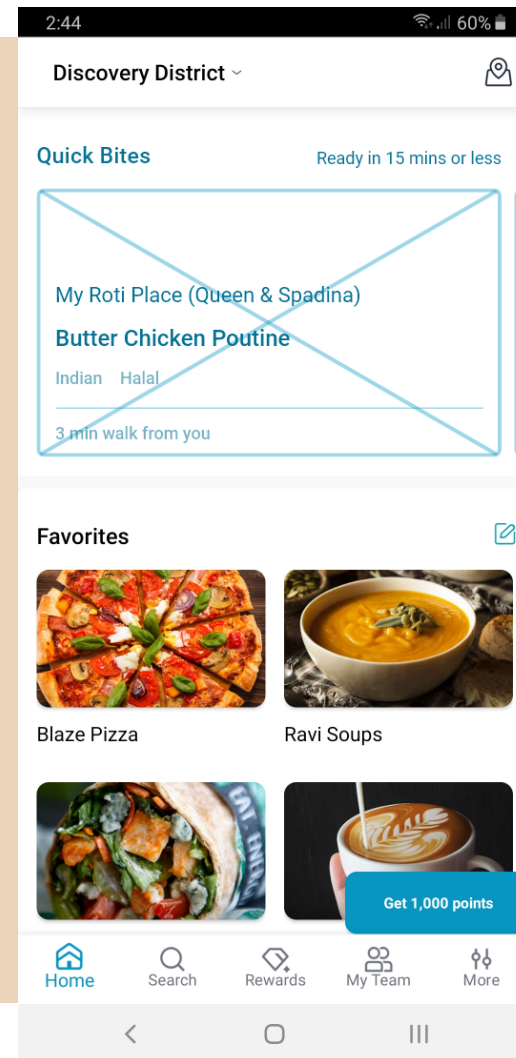
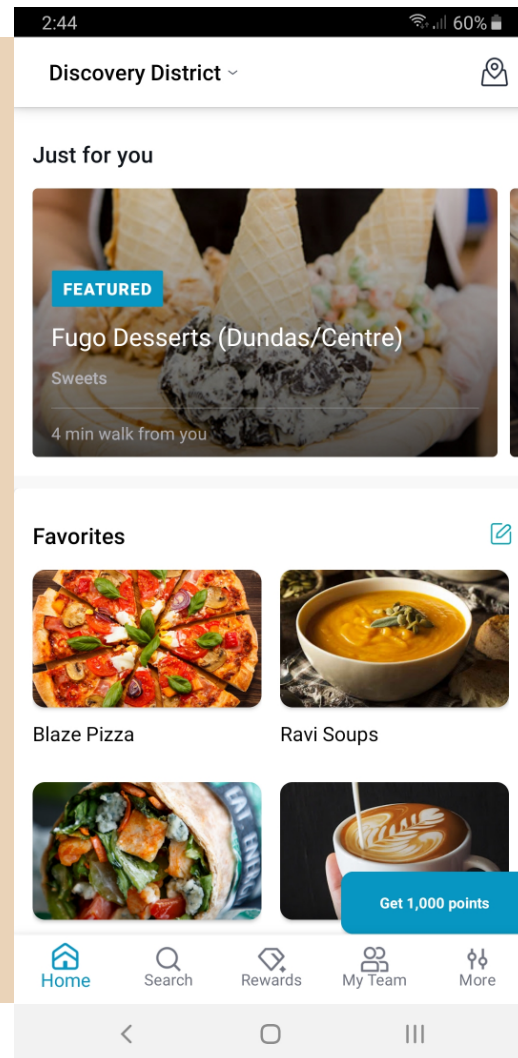
Roll-out: **Launch**, **Normalize** and **Measure**.

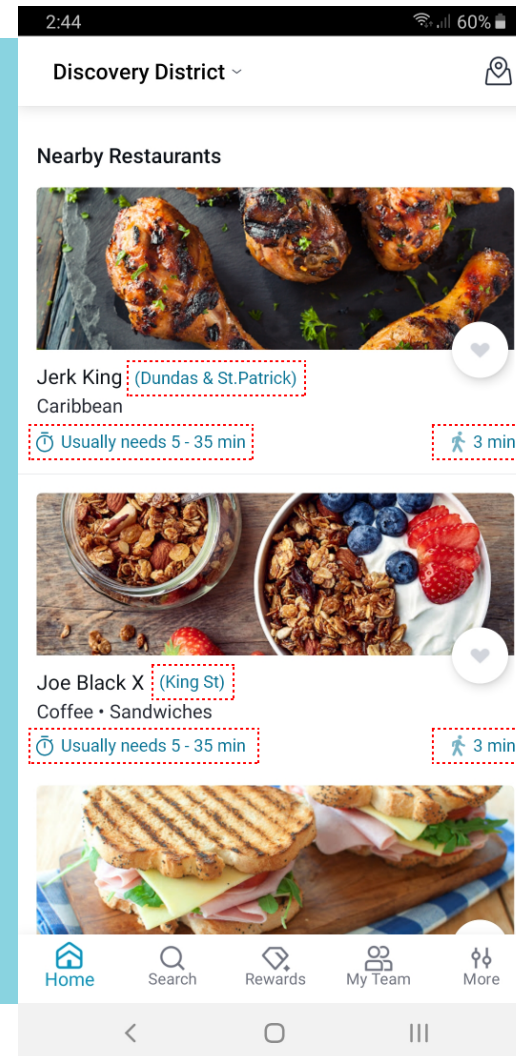
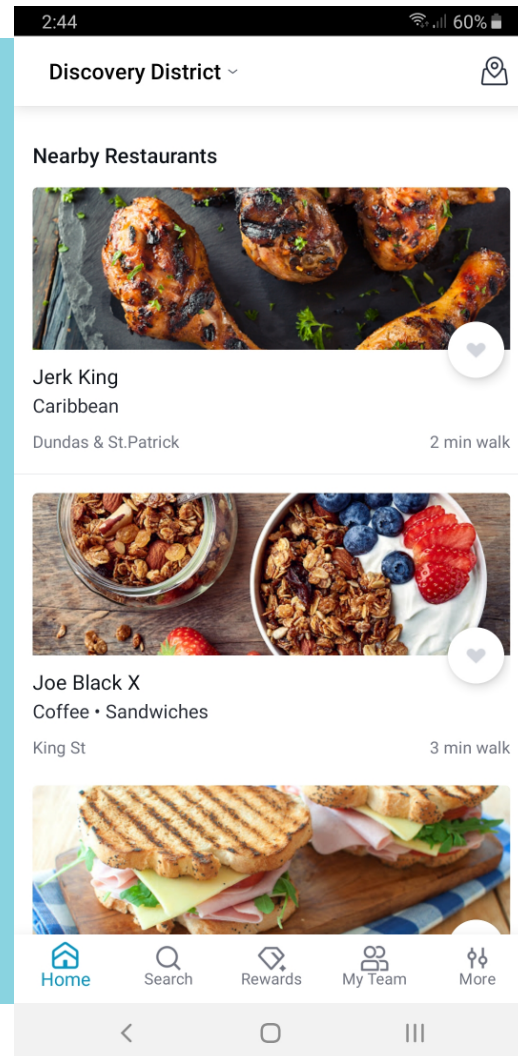


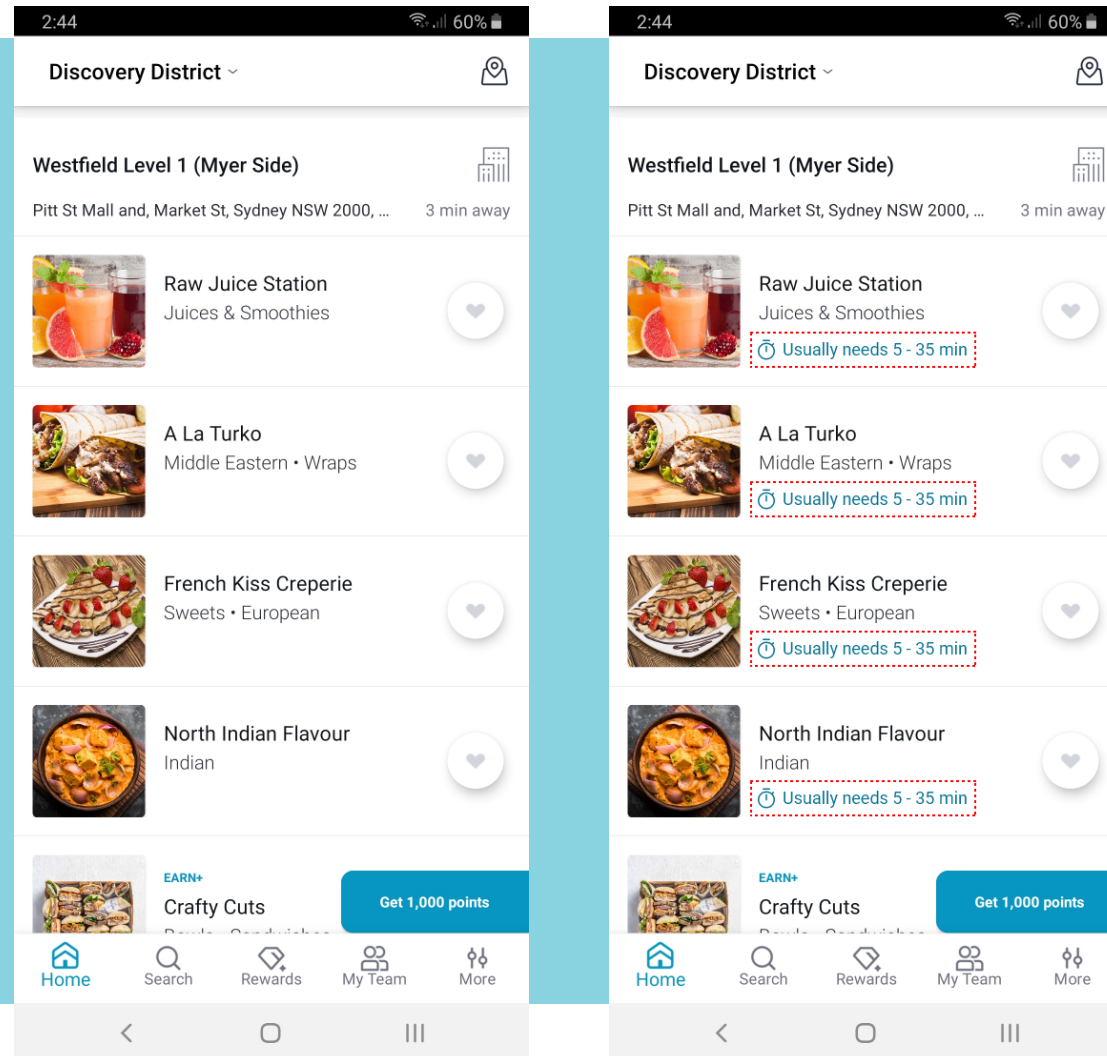
Screenshots and Mockups

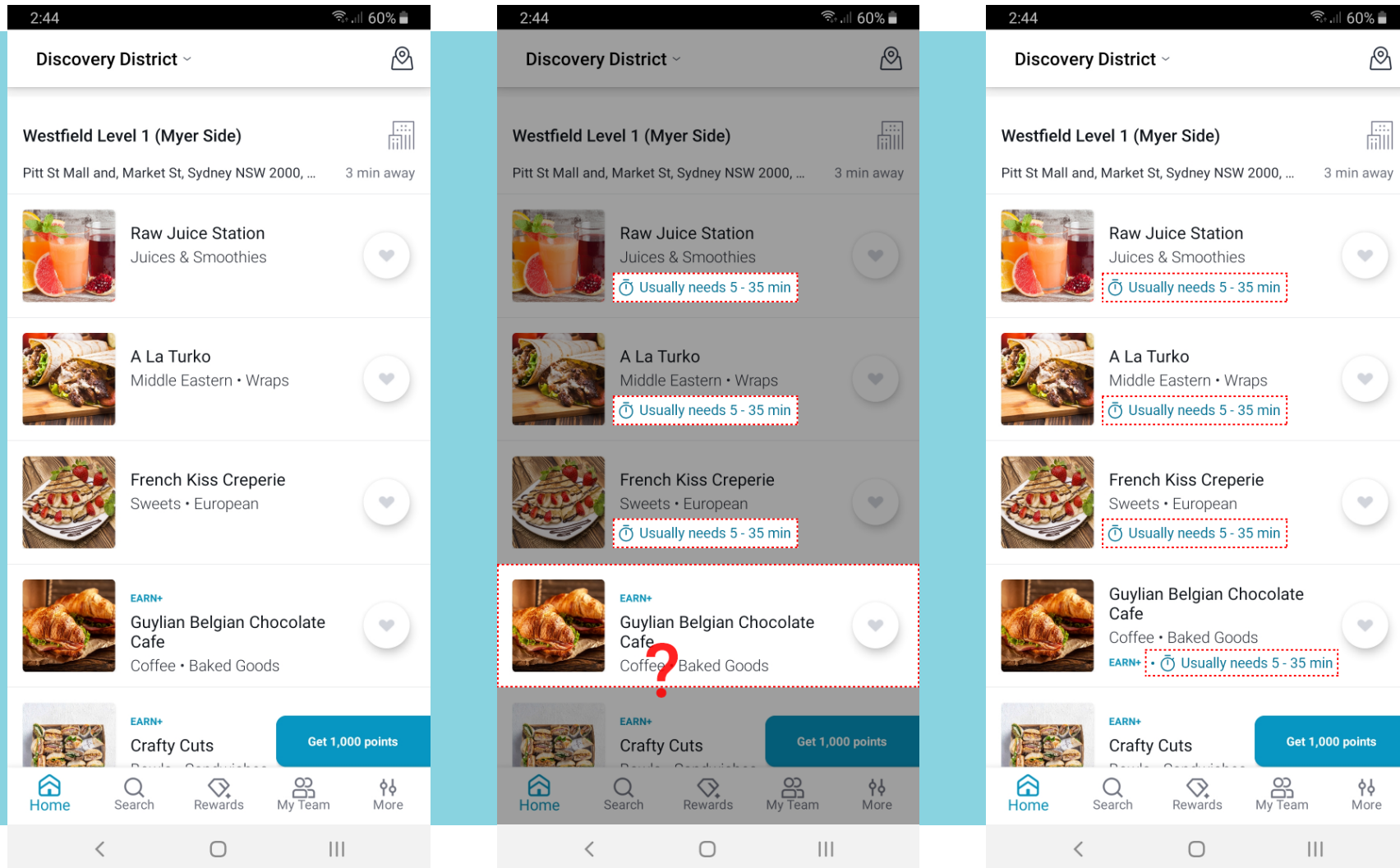
RITUAL

Add Quick Bites Section



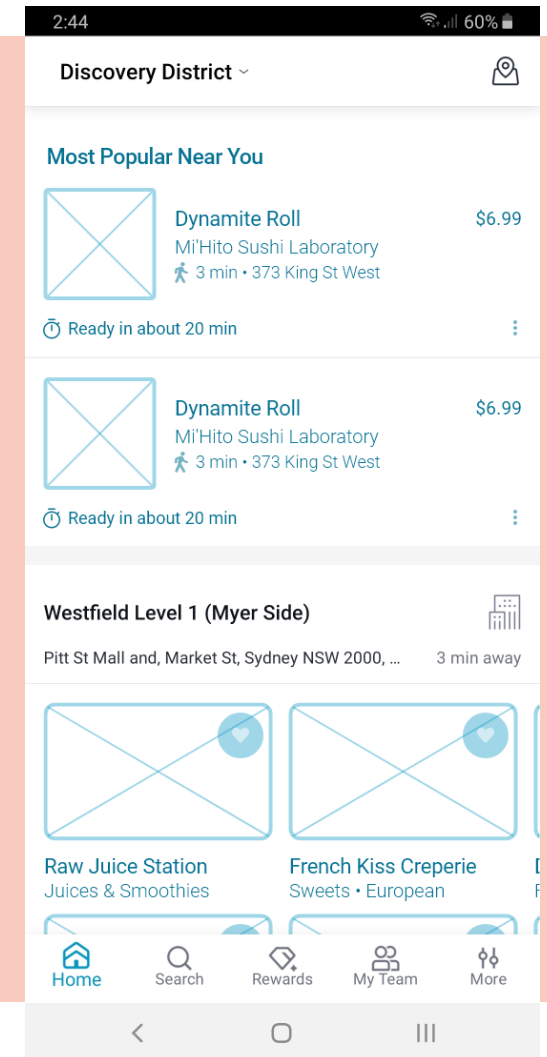
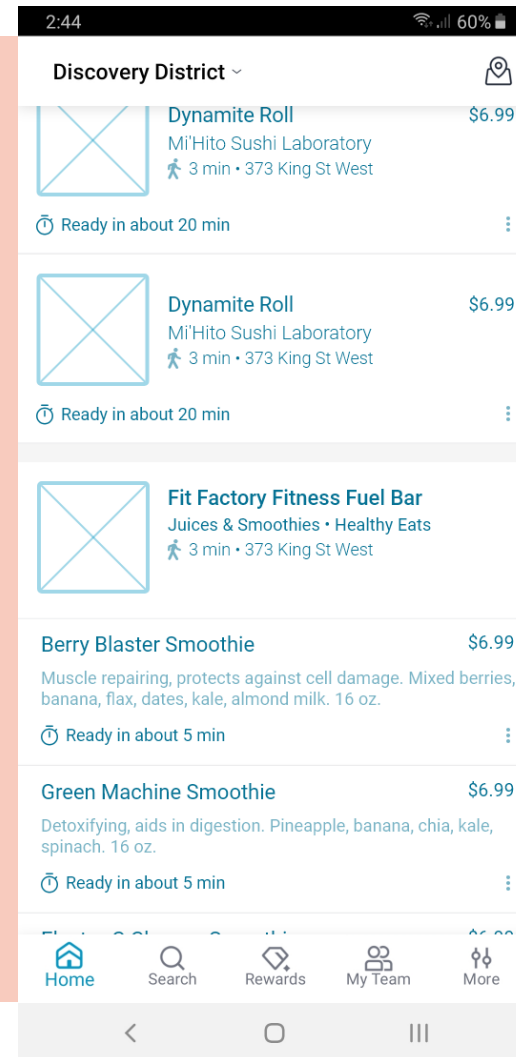
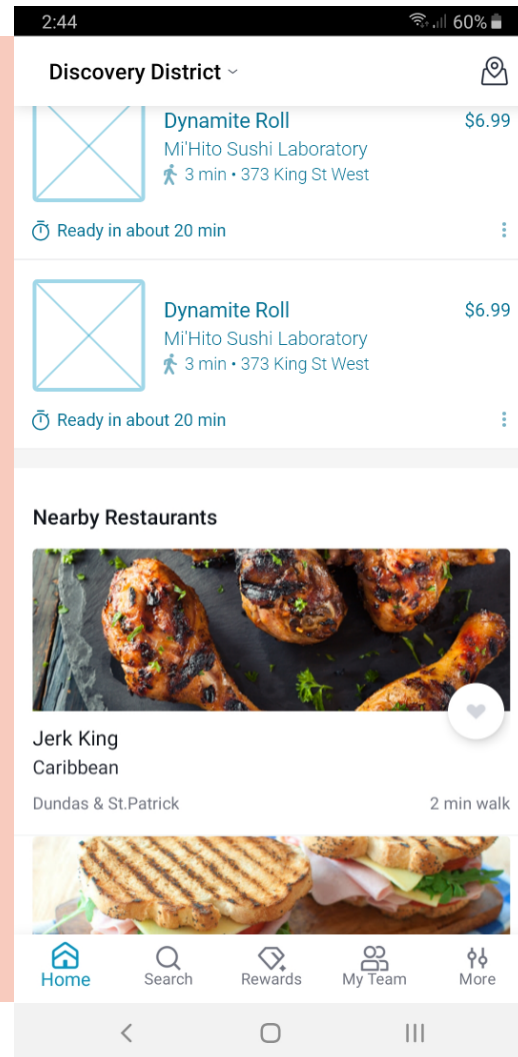
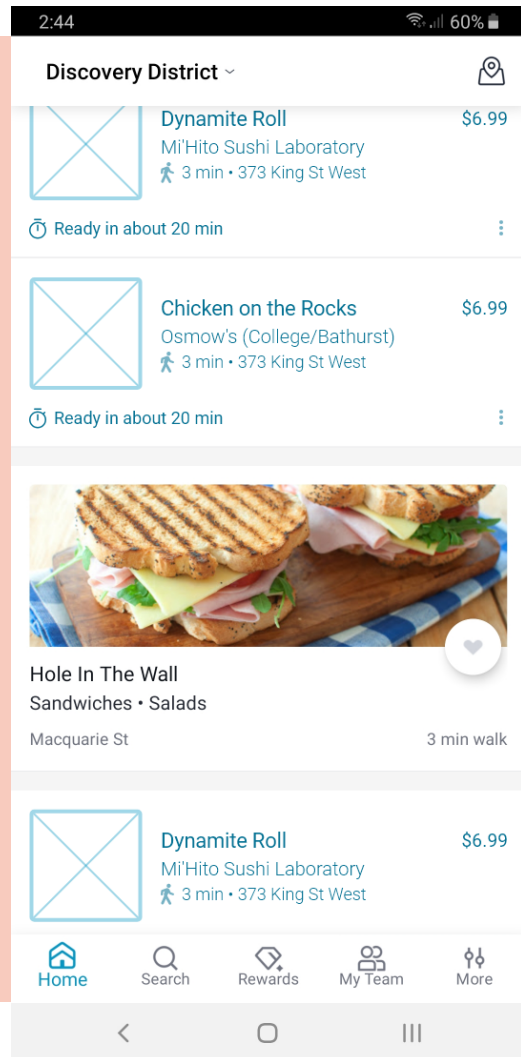






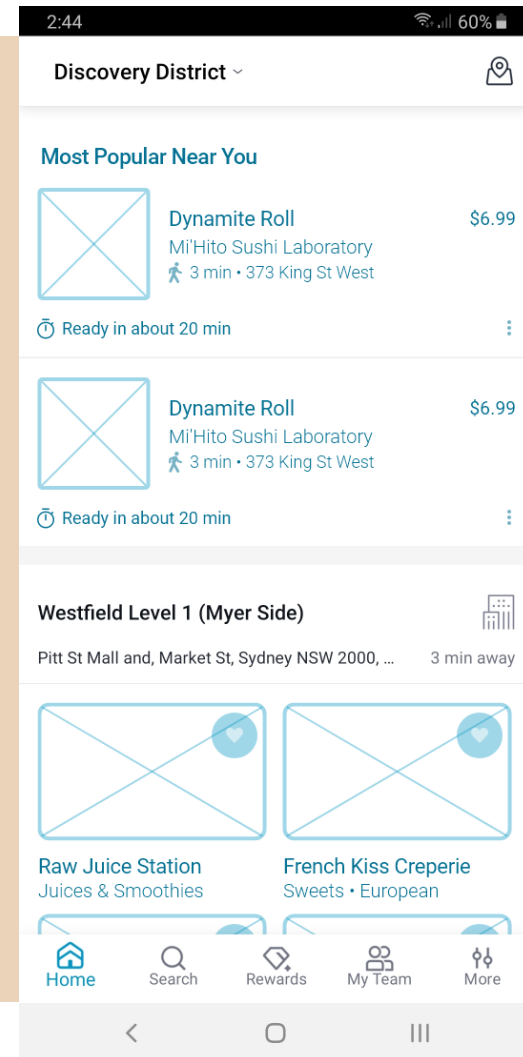
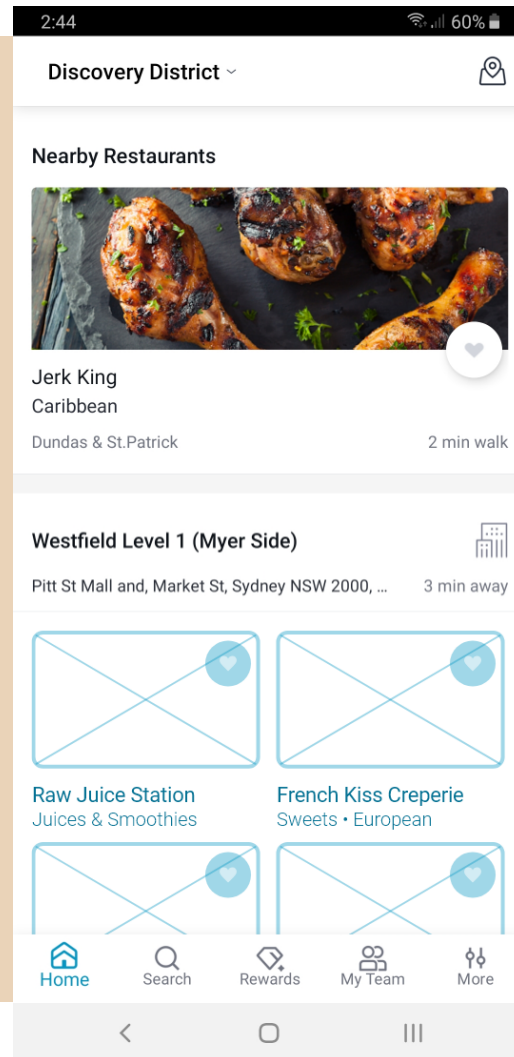
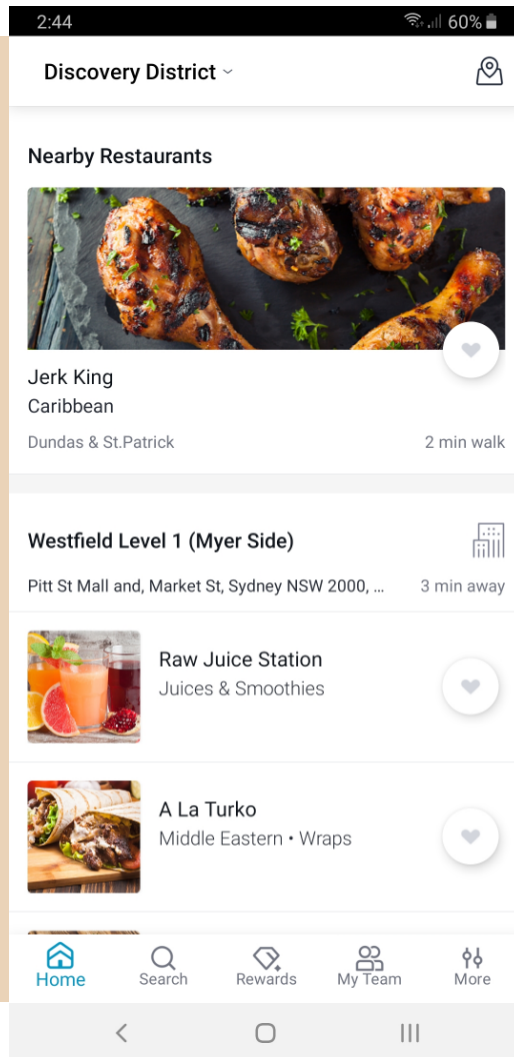
RITUAL

Add **Food Items on the Home Screen**. Mix with other types of content.



RITUAL

Use a Carousel for **Same Address Listings**. Differentiate from Food Items.



RITUAL

Add Location Info on Favorites Carousel.

