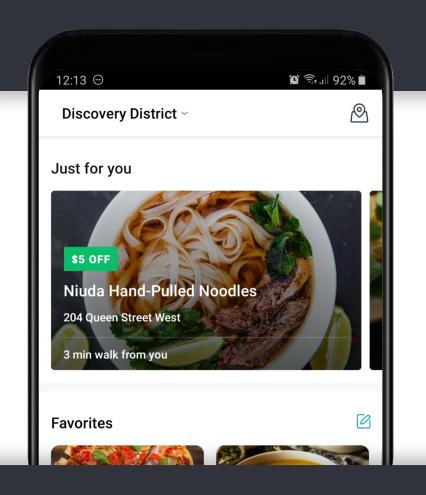
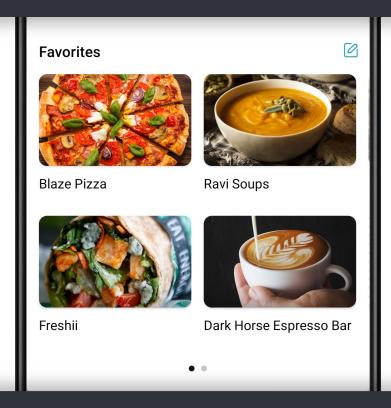
RITUAL Home Screen

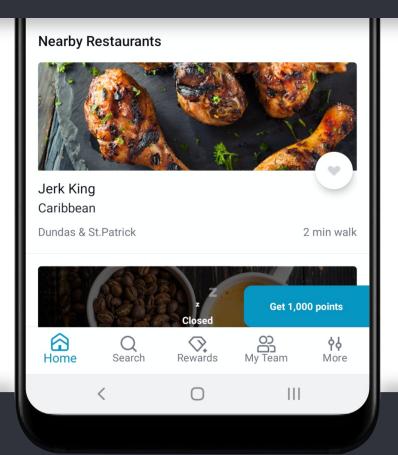




I was asked to find how Ritual can improve it's **Home Screen**, ...







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

Says	"Why do you keep showing me the same place I will never order		I only have [x] time to order food, pick it up and be back.	Thinks of "Just for You" as relevant offers or recommendations.	Thinks
"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"	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"	They want prep/walk time and hours on the home screen Not sure why it's decided this restaurant should be in my Favourites.	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.	"Nearby Restaurants" section feels random. Would like contextual recommendations Its not easy to decide what to eat with coworkers
Abandons the app when the wait is long, deferring plans or ordering from other service. Back-calculates how	If the wait is too long, they won't order Only scrolls partway down the page before getting tired, and going back to Favs.	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	Anxious about potentially ordering from wrong location Annoyed at having to	Overwhelmed with the amount of restaurants presented
long it takes to pick up food during lunch. Does	Clicks on restaurants 1 by 1 to see branch info / hours.	atter ainner nours.	very stale/the same	change the default location every time	Feels

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

Sa	ys
----	----

"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

Its not easy to decide what to eat with coworkers

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

Does

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

Feels











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



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

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

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

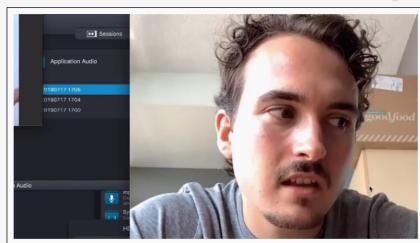
opaque

distractions

have limited time

impersonal quickly

surprise



User Interview Videos, can't be played through PDFs



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.

like to eat and within time

In a rush

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

Evaluating items against budget

and taste/dietary restrictions

Thinking about special requests

Anxious about whether order

will be ready in time

Stages	PLANNING THE ORDER	BROWSING	ITEM SELECTION	CHECK OUT
Doing	 Set time constraint Figure out max budget for the meal Determine how far they want to go 	 Search for item, restaurant, category of food, or location Browse home page (Favourites, Just for You, Nearby Restaurants) Look at the map view Apply filters (\$5 off deal, 20x the points deal) Look at restaurant menus Use external apps to see reviews 	 Add items to their cart Read item descriptions Add special requests or addons Look at item prices Look at what's popular at the restaurant 	 Review the order Redeem rewards or coupons Edit or remove items Select a payment method Add a tip (optional) Confirm pick up time is acceptable Place the order
Thinking Feeling	Feeling hungryHoping to find something they	 Hopeful to find something enjoyable and close by Uncertain if selections will fit 	Excited to see all options and ones they enjoy Evaluating items against budget.	 Considering if everything looks correct (selection & price)

within time requirements

are being recommended

Confused on why some places

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

WAITING FOR PICK UP

PICK UP EXPERIENCE

FATING

POST-ORDER

Stages

- Evaluate if there's enough time
- Check if food is ready
- Wait for "leave now" notification
- Look up directions to restaurant
- Get ready to leave

- Travel to the restaurant
- Tell employee name for pick up
- Wait for food to be ready
- Double check order is correct
- Pick up condiments/utensils
- Travel to eating destination

- · Take food out of packaging
- Eat and evaluate quality of food
- Clean up

- Leave rating on restaurant, food, and pick up experience
- Communicate any issues with restaurant or with Ritual
- Share experiences with friends
- Decide whether to order through Ritual again

Doing

- Wondering best way to get to the restaurant
- Wondering if food is ready and if they can leave yet
- Impatient about the wait time
- Anxious whether food will be ready upon arriving to pick up
- Looking forward to enjoy food
- · Hoping the order is correct

- Enjoying (or not) the food
- Feeling full and satisfied
- Expectations vs. reality

- Evaluating if satisfied with the order and experience
- Consider whether they would want to order again

Thinking Feeling

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.

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.
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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.
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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.

Here is the one I selected.

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

I believe

reducing sources of distraction and surprise

by

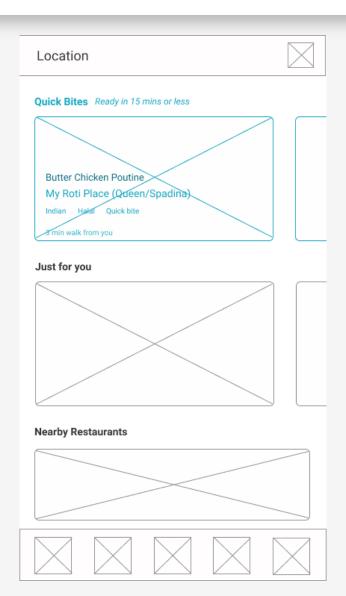
showing item recommendations and meal readiness times on the Home Screen,

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...

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



Quick Bites section

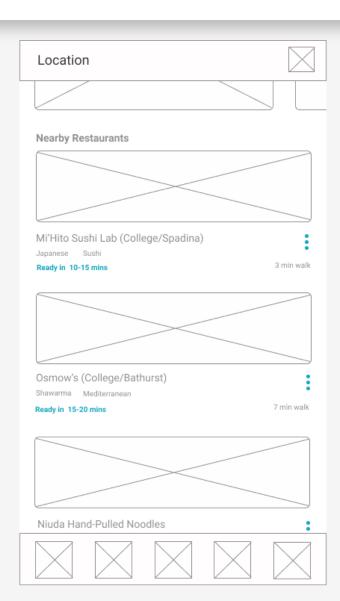
UI: side scrolling carousel

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.

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



Restaurant ready times

UI: added to Nearby Restaurants

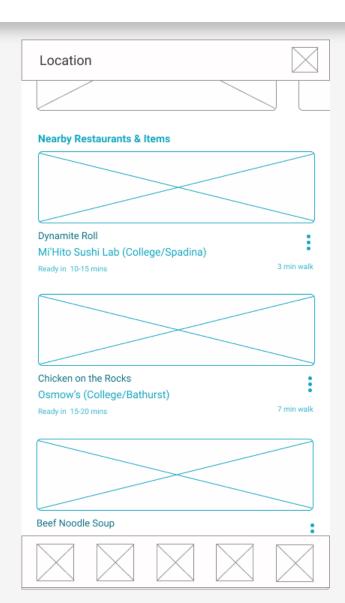
New info line in restaurant tiles which displays the most likely order **ready time**.

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".

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

RITUAL User Persona: Danielle



"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

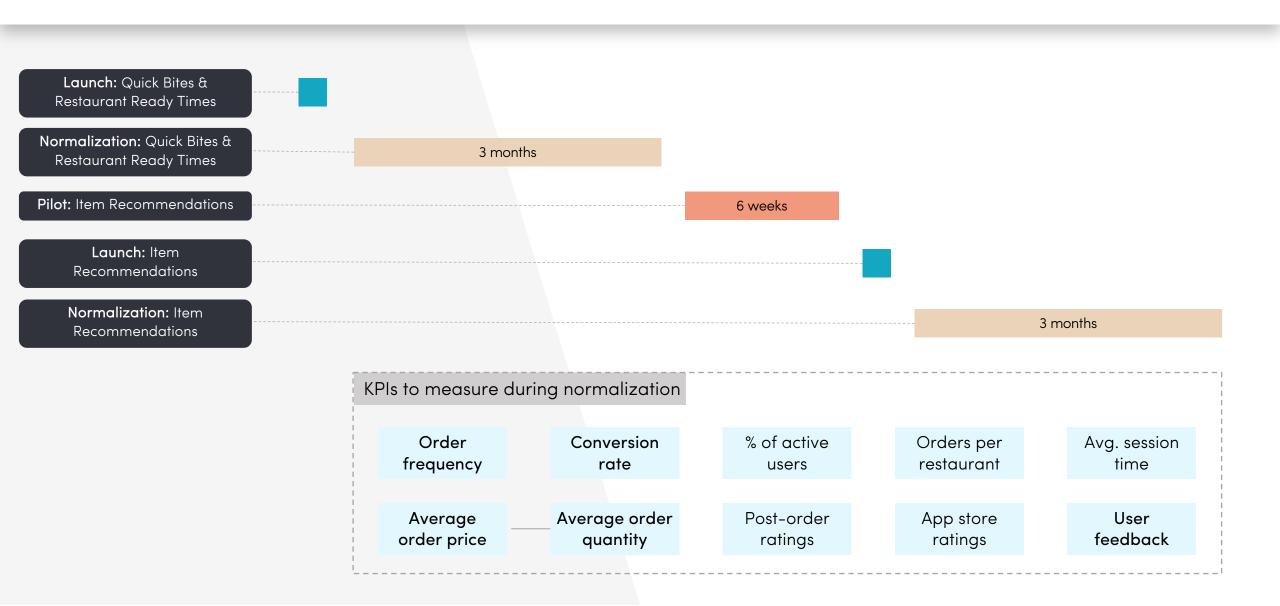
Behaviors

- 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

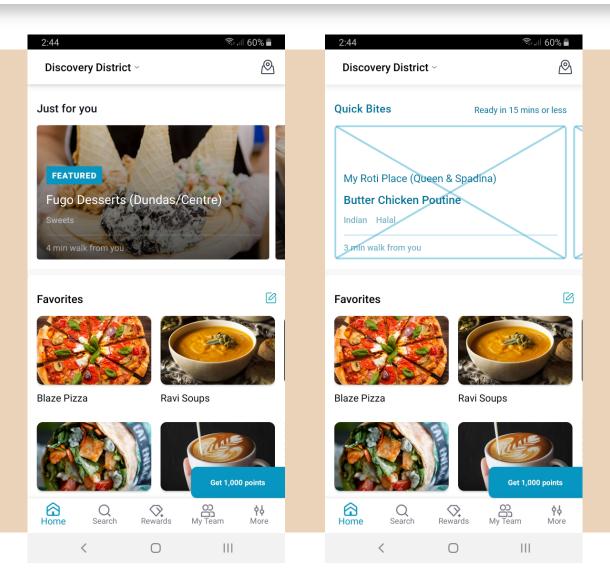
- Biggest need is to get the meal as quickly as possible / within her lunchtime limit
- Open to trying a variety of foods
- Hates any time wasted while interacting with the app she's ordering lunch from because of the limited time she has.

Roll-out: Launch, Normalize and Measure.

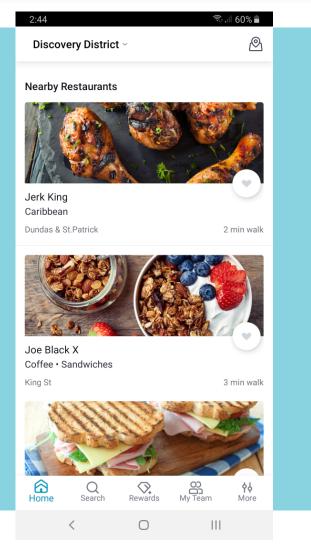


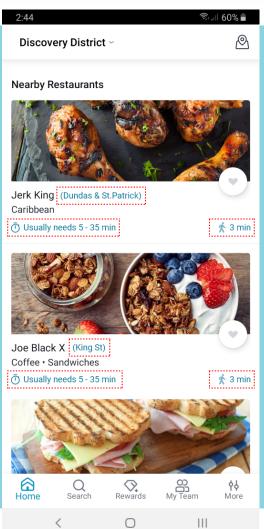
Screenshots and Mockups

RITUAL Add Quick Bites Section

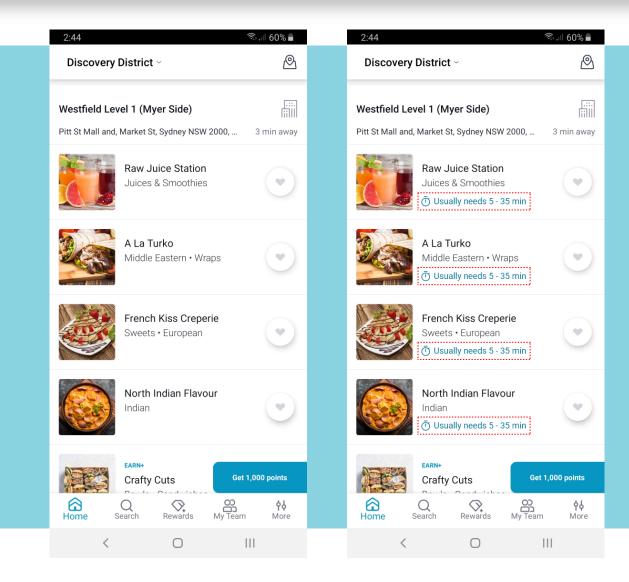


RITUAL Add **Ready Times** to Restaurants – 1 / 3

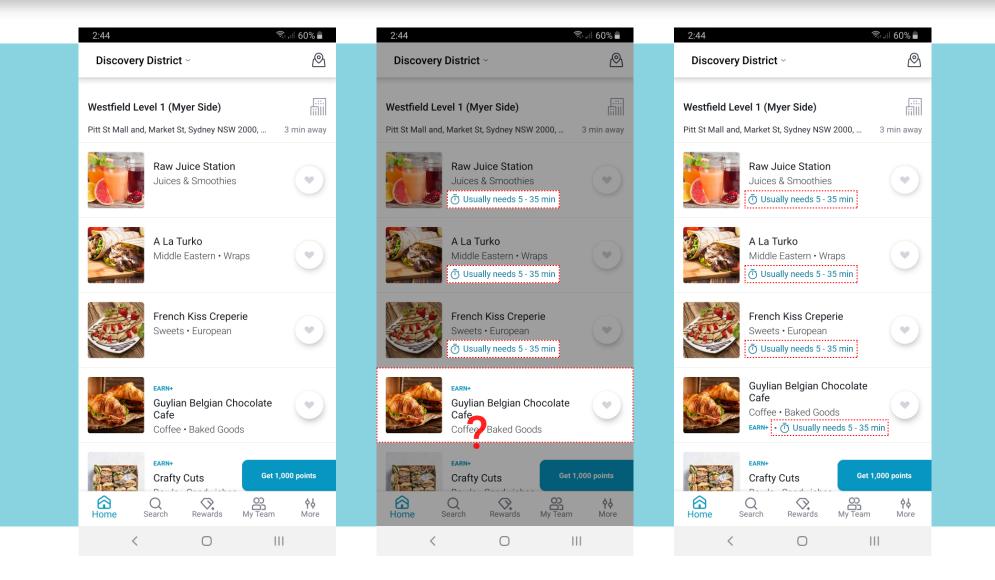




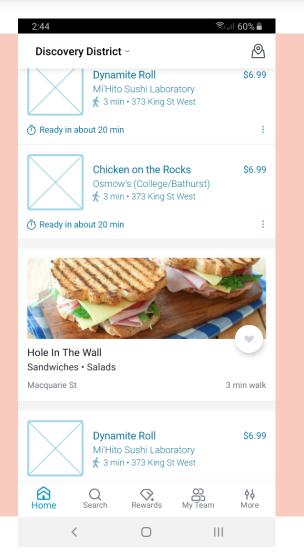
RITUAL Add **Ready Times** to Restaurants – 2 / 3

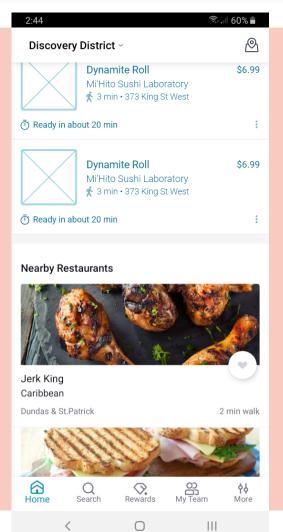


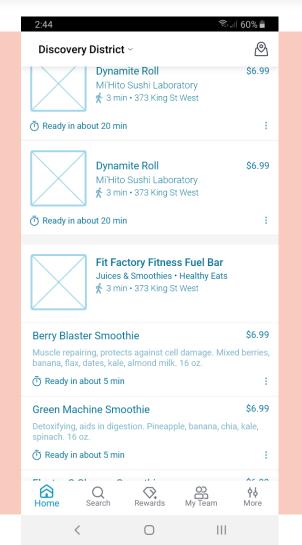
Add **Ready Times** to Restaurants – 3 / 3

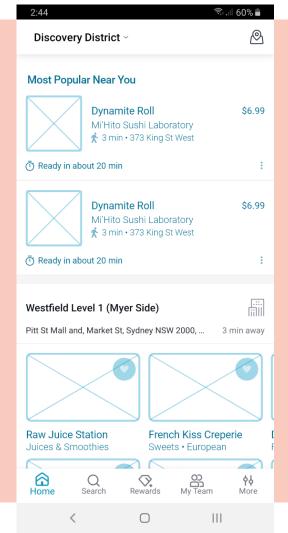


Add **Food Items on the Home Screen**. Mix with other types of content.

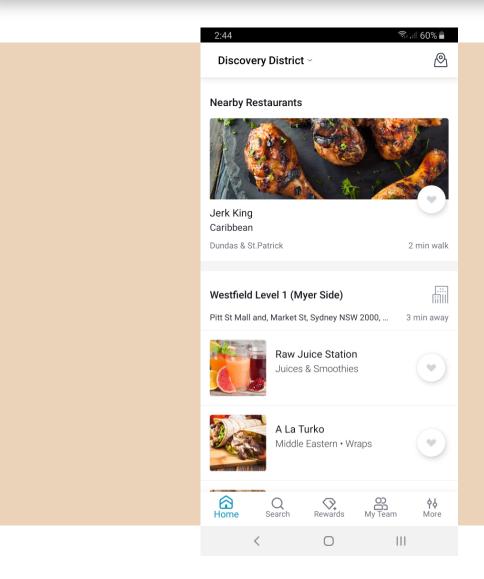


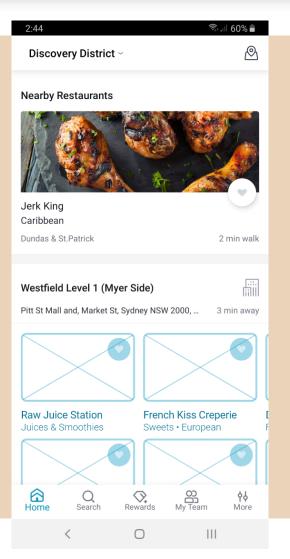


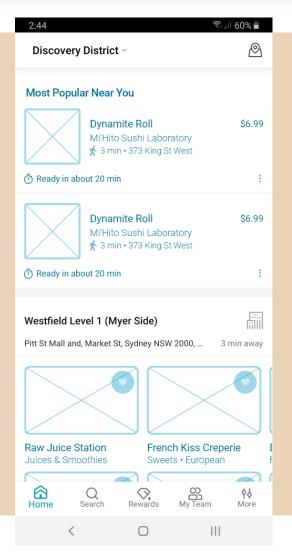




Use a Carousel for **Same Address Listings**. Differentiate from Food Items.







RITUAL Add **Location Info on Favorites** Carousel.

