

# Elliott Romano

UX Designer

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**Hello World.**



## **Allow me to introduce myself...**

I am a user experience designer with an art-school background, currently based in NYC. I hold a BFA from Rhode Island School of Design and I recently completed an intensive course in user experience design at General Assembly that gave me a solid foundation of UX design principles.

I have always been a visual-person. When I was 4 years old, my mom gave me a Frank LLoyd-Wright coloring book; ever since then, I knew I was going to be a creative when I grew up.

In keeping with my childhood tradition, I like to get my hands dirty, write on walls, ask questions, and take things apart. I fail fast , learn fast, and I am always hungry to keep doing so.

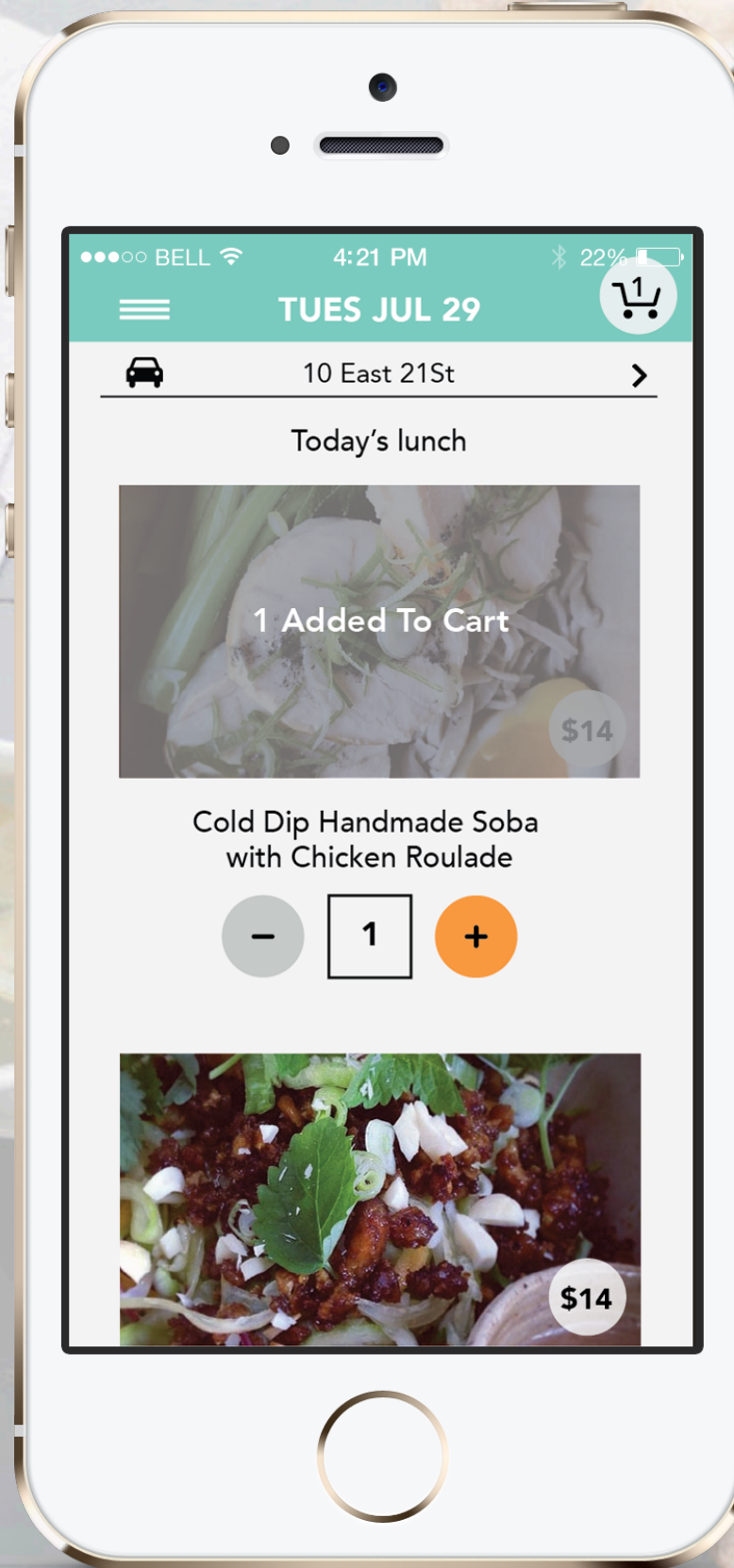
**My aim as a designer is to make simple & beautiful things that help people to enjoy themselves.**

# work samples

for presentation purposes, I have tried to keep project case studies brief. If there is something you would like to see more in depth, feel free to ask. I always enjoy talking about my work and don't mind elaborating.

# bonbite

Mobile UI/UX design for  
an early-stage start up.



# bonbite

**Mobile UI/UX design for an early-stage start up.**

## Project Brief

Bonbite is a farm-to-table prepared lunch delivery startup.

**Our brief** was to design a mobile application that allows bonbite customers to order meals & connect customers to their food by providing information as to where the ingredients are sourced & provide farm info.

## My Role

As lead visual designer & user experience designer, I engaged in qualitative research and visualized our findings. The wireframing & content strategy, were a collaborative effort. We worked in a hybrid agile/ waterfall process.

**I handled all of the visual design used within the app.**

## Challenges

Bonbite is a early stage company that is still figuring out their best business strategy. We needed to build a system that would grow with bonbite as they expand.

## Project Context

Client project while enrolled in user experience design immersive at General Assembly

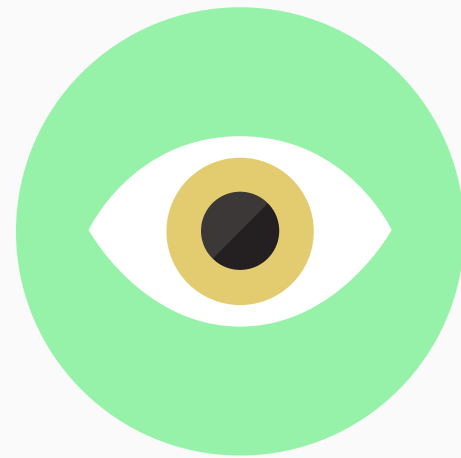
## Timeline

15 days

## Team

3 designers.

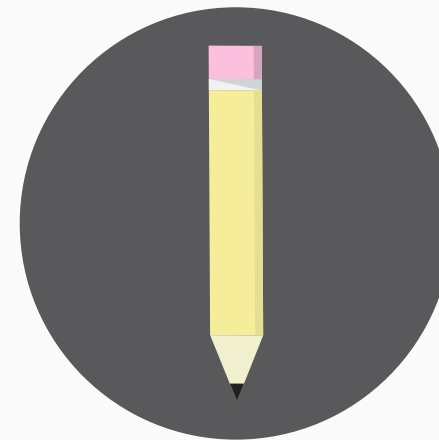
# Process Overview



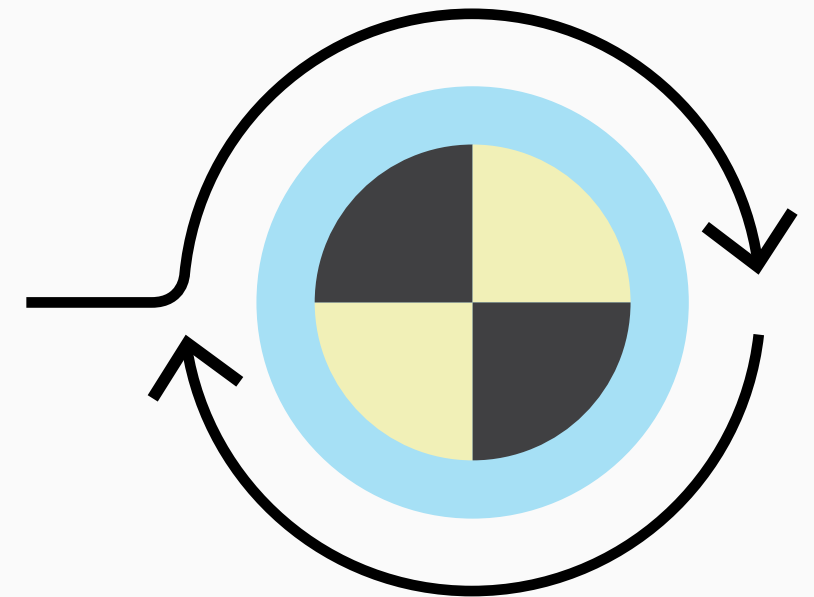
discovery



research



sketch



prototype &  
test

# Project Toolbox

competitive analysis  
user surveys  
user interviews  
heuristic evaluation

affinity diagrams  
personas  
user flows  
task analysis  
use cases  
user scenarios  
task flows

sketching  
paper prototyping  
omnigraffle

flinto  
adobe illustrator  
in-person testing



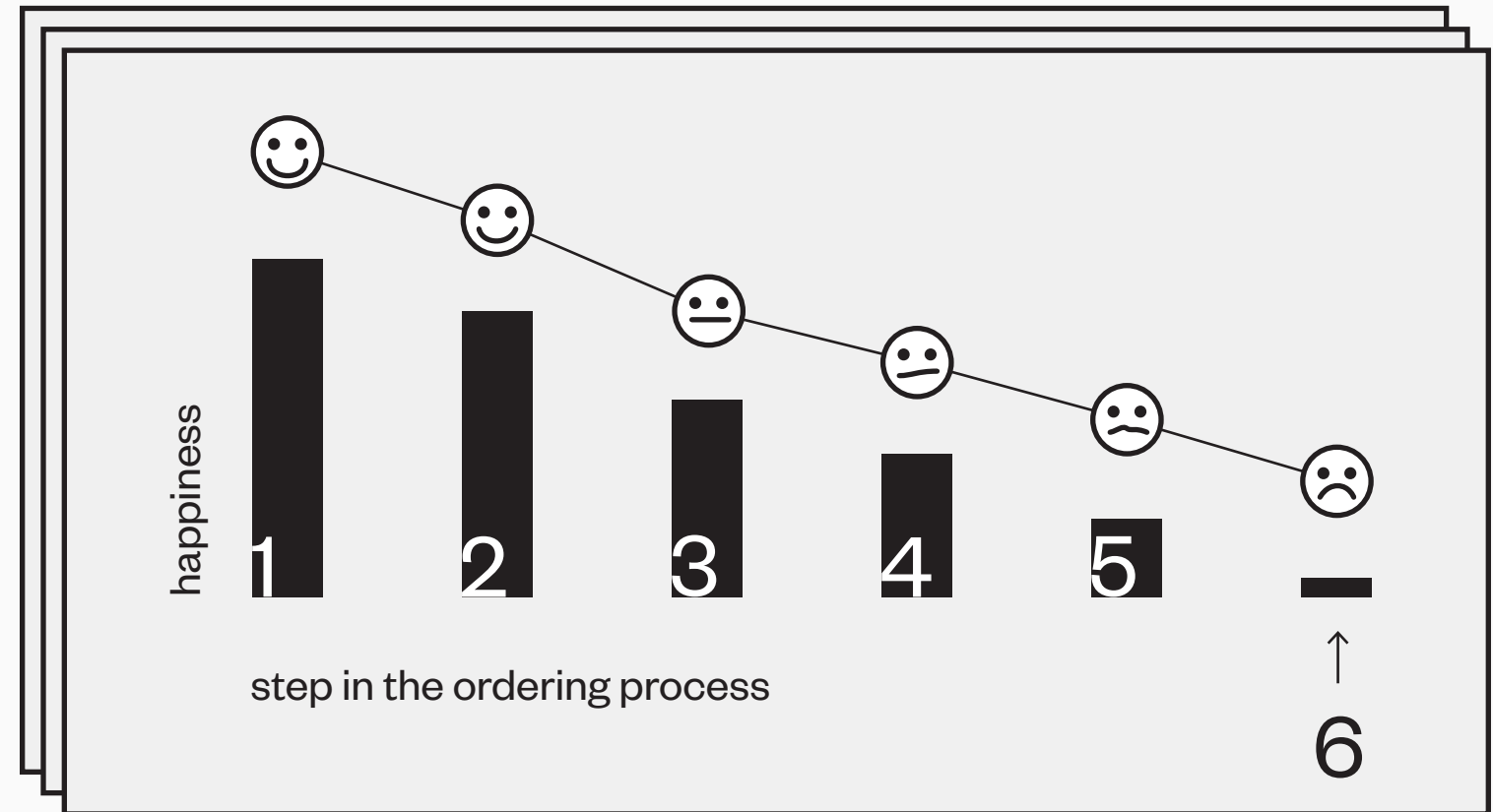
## Discovery Phase

I conducted a heuristic evaluation of bonbite's existing website, in order to understand how customers currently order food.

Findings revealed:

- Customers were required to complete several tasks outside of the bonbite website.
- Customers were required to place their orders 5 days in advance, by emailing bonbite.

**In short: the experience was sloppy and offered several opportunities for customer drop-off.**

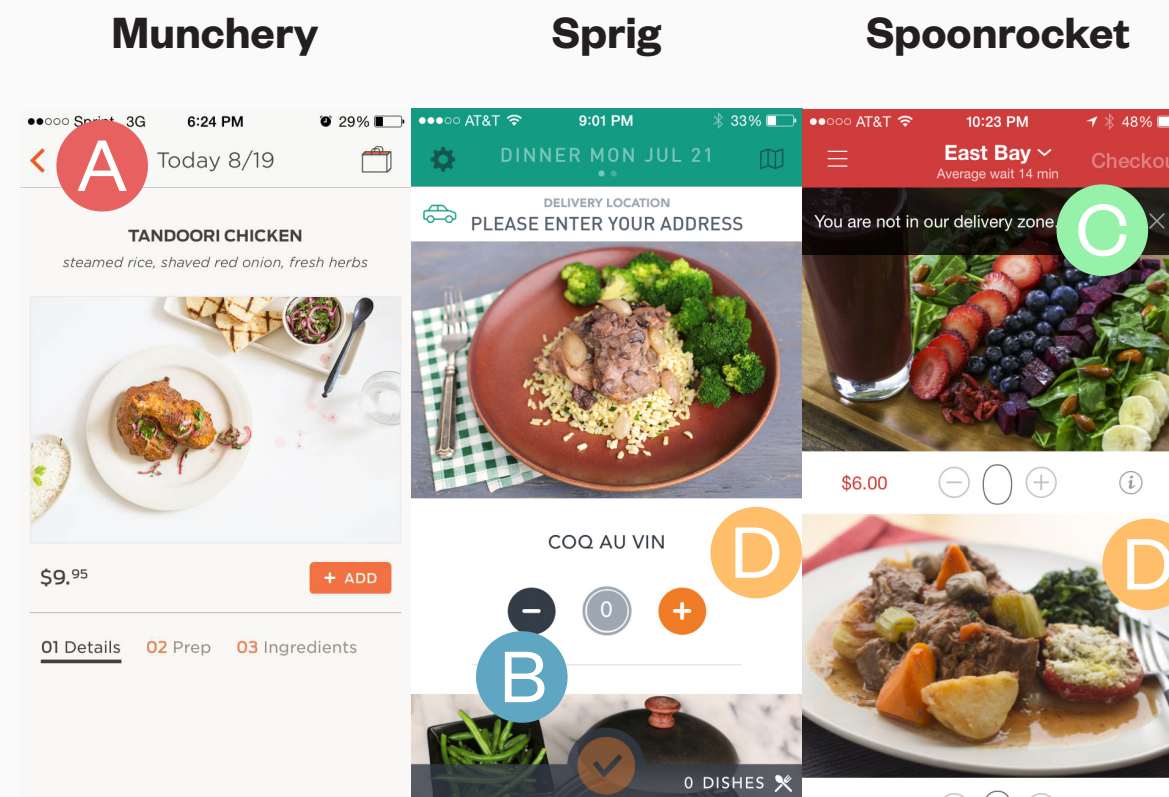


## Competitive Analysis

A competitive analysis was performed to better understand the market & what potential customers may already expect.

*Key Insights:*

- A** Clear indication of what a specific day's offerings are.
- B** Simple & visible ways to add items to a cart.
- C** Indicator of whether the user is in or not in the company's "delivery zone"
- D** Scrolling list-style menus







# Customer Expectations

A general survey was conducted and sent out amongst several social media platforms.

Interviews were also conducted with midtown office workers, survey participants that agreed to interviews, and bonbite's customer base.

A contextual inquiry was also conducted at the union sq farmers market.

## Interview Quotes

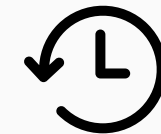
*"I don't feel like fighting the lunch crowd on 23rd Street."*

*"I'm not a picky eater, but I'm picky about where my food comes from."*

*"I'm a creature of habit."*

## key feedback

- Customers typically order "1/2 an hour before" they want lunch
- Customers want to see a history of past orders
- Price and ingredients are the top factors when deciding what to order.
- A clear depiction of when a customer's food is going to be delivered is crucial.
- Customers expect mobile apps to save personal information.





# Persona Development

Using the data we gathered from our interviews & surveys, my team and I created a set of personas that represent Bonbite's key customer segments.

Devon- Financial Worker

*Power User*

Jacklyn- Stay at home Mom

*Low Frequency User*


Stef- Midtown Office Worker

*Most Common User*

*these personas helped us to keep their needs in mind throughout the design process.*

## My Role:


I created the persona, Devon, who represents a collection of interviews with office workers in new york's financial district and mid-town companies I conducted. I was also responsible for the creation of persona documents.



**Devon Choi**  
*"Online food is a problem solving"*

Age: 35 years old  
 Location: Williamsburg  
 Household Income: \$200,000  
 Disposable Income: \$500+ per week  
 Occupation: Jr exec at Spark Ventures  
 Degree: MBA (Harvard)


Devices owned: iPhone, MacBook Pro  
 Tech Empathy: High  
 Experience ordering food online: 5 years  
 Relationship Status: Married  
 Favorite Meal: Ramen (Momofuku)  
 Order Frequency: 5x week, 2x daily



**Jacklyn Miller**  
*"I'm not a picky eater, but I'm picky about where my food comes from"*

Age: 30 years old  
 Location: Prospect Heights  
 Household Income: \$140,000

Devices owned: iPhone, MacBook Air  
 Tech Empathy: medium  
 Experience ordering food online: 10 years



**Stephanie "Steph" Dupri**  
*"Lunch is my favorite part of the day."*

Age: 24 years old  
 Location: Long Island City  
 Household Income: \$55,000  
 Disposable Income: \$100 per week  
 Occupation: Office Manager (Mid Town)  
 Degree: BA Communications

Devices owned: iPhone, MacBook Pro  
 Tech Empathy: High  
 Experience ordering food online: 4 years  
 Relationship Status: Single  
 Favorite Meal: Kale Salad (Chop't)  
 Order Frequency: 3-4x

**Behaviors**

Devon is a creature of habit. He knows what he likes and doesn't like to experiment too much. He sticks with it. Devon isn't a workaholic, but he has a long commute home. He doesn't have the time to get lunch on his own. His food is always "healthy," however, he doesn't eat it in the rest of the day. Due to his busy schedule, he eats at home in Williamsburg most nights.

**Behaviors**

Stephanie works hard and plays harder. She is a social butterfly, who loves to eat meals with friends. She often orders food for her office parties. She will promote her favorite brands on social media. She would rather order delivery online than wait in a line for 30 minutes. She lives an active lifestyle and cares about her waistline. She opts for salads instead of Seamless to watch her figure. She is willing to shell out for good food, but is generally price-conscious. She loves to shop at Farmers Markets because it reminds her of her hometown in Provence, France.

**Pain Points**

- Sign-up required, must enter card info manually
- Long lines at restaurants, tipping automatically added, expensive
- difficulty ordering with a group

**Goals/Needs:**

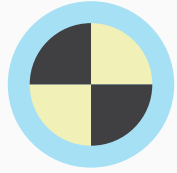
- Wants promo codes for repeat ordering
- wants to see order history
- wants nutritional information and ingredient source
- wants delivery windows and times to be shown and accurate

**Scenario**

Stephanie is feeling extreme food envy because her coworkers brought. She wants to be able to order something just as indulgent for her lunch.



# Sketching & Ideation



Our first iteration was a digital paper prototype that focused on how our main user “Steph” might order a meal. Rapid sketches were kept “dirty” and scanned into the prototyping tool: “Flinto” get initial feedback, which was then incorporated into the creation of our digital wireframes.

**My Role: sketching, usability testing**



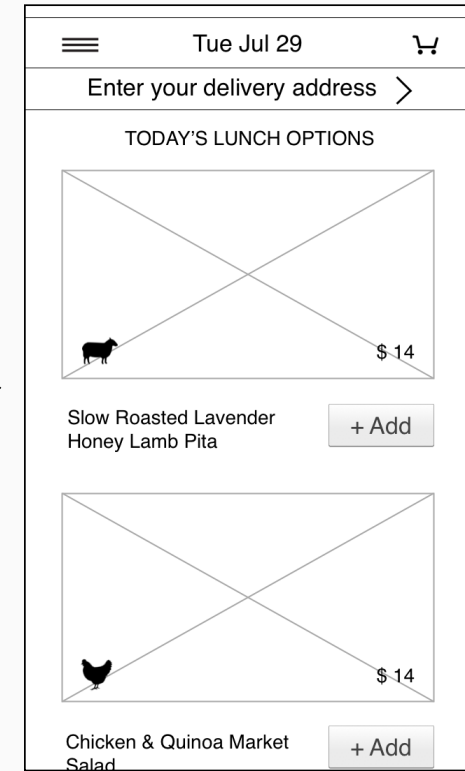
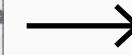
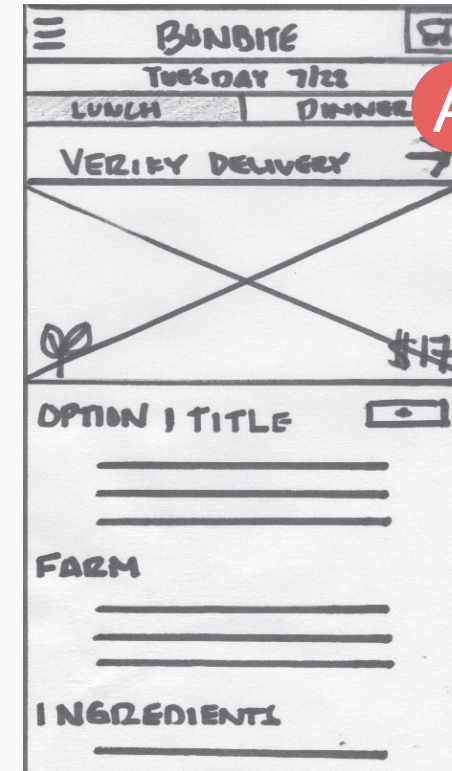
**A**

## Feedback

- “This is really confusing”
- “I didn’t notice the address banner”
- “I didn’t realize it was a different menu everyday.”

## Action

- removed the lunch/dinner selectors in the top nav.
- changed copy in the address bar.
- Added “Today’s Lunch” to indicate the day.



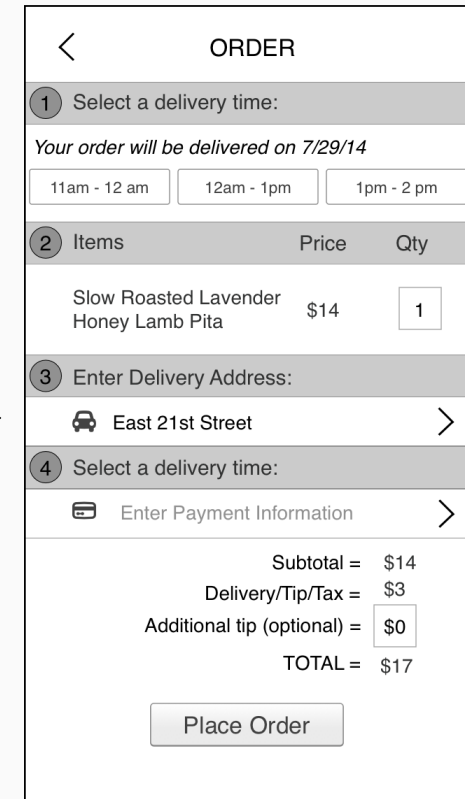
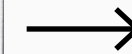
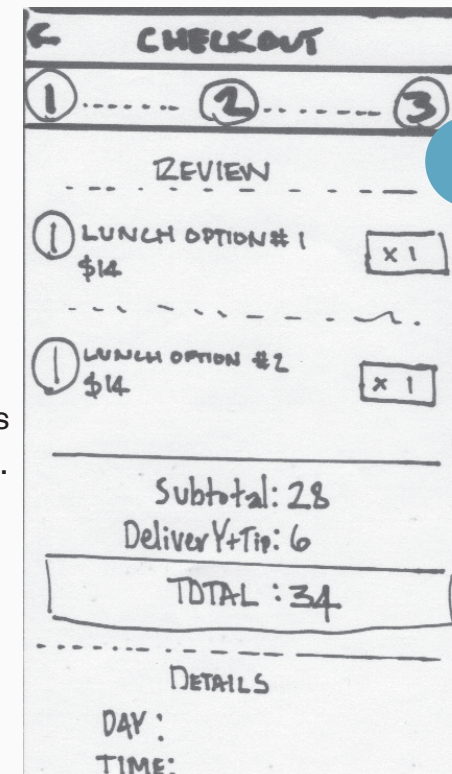
**B**

## Feedback

- “I feel like I’m wasting my time.”

## Action

- The 3 page ordering process was reduced to a single page.
- Numbers were added to each step to indicate each step the customer must complete when ordering.





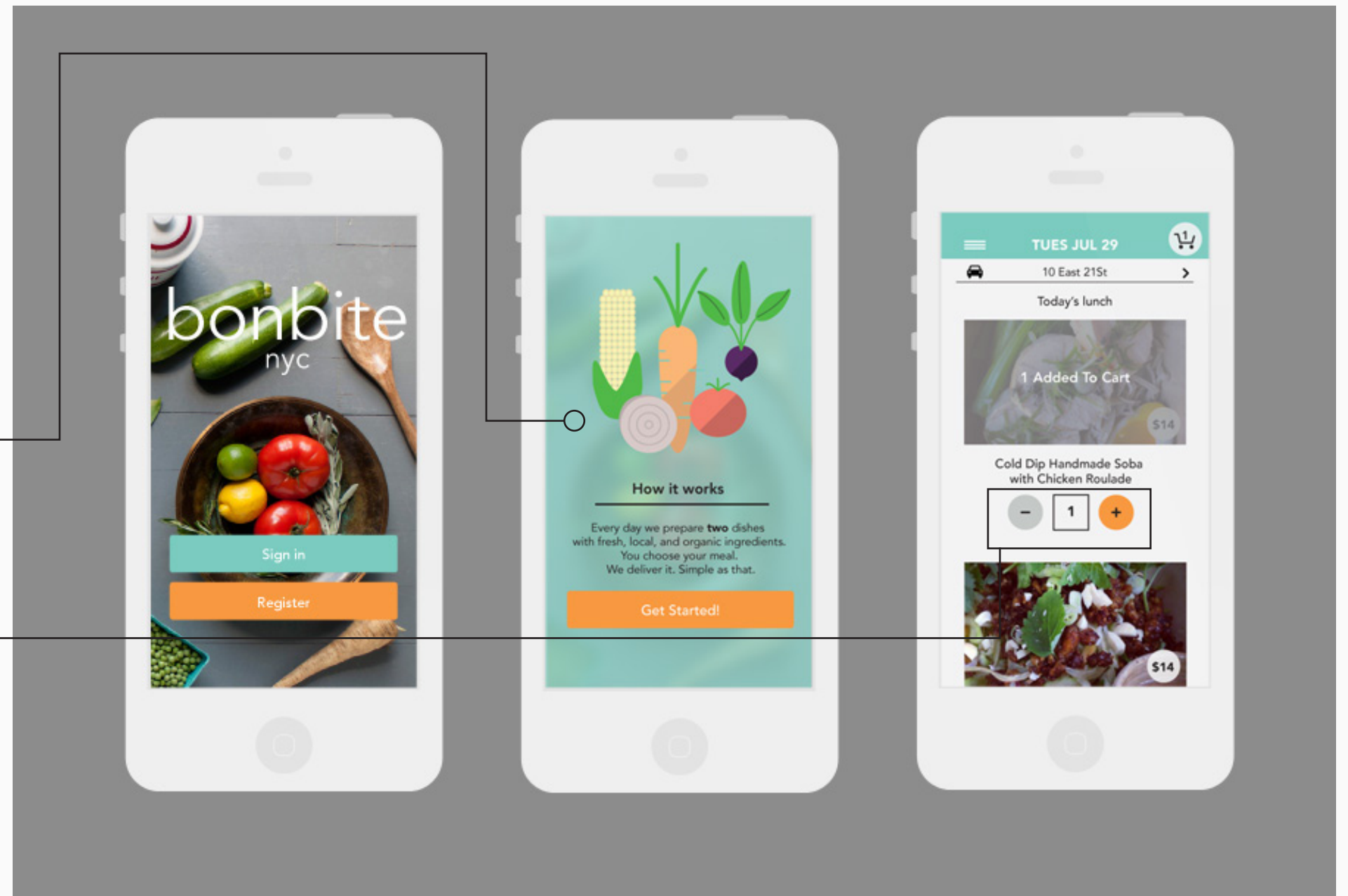
# Latest Iteration

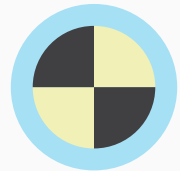
Our latest iteration employed bonbite's brand assets and incorporated feedback from further testing.

**My Role: visual design, vector illustration**

New users are onboarded with a clear description of how the service works

Users are able to add and subtract items from their cart easily & their decision is reinforced with a numerical overlay of the item they selected.

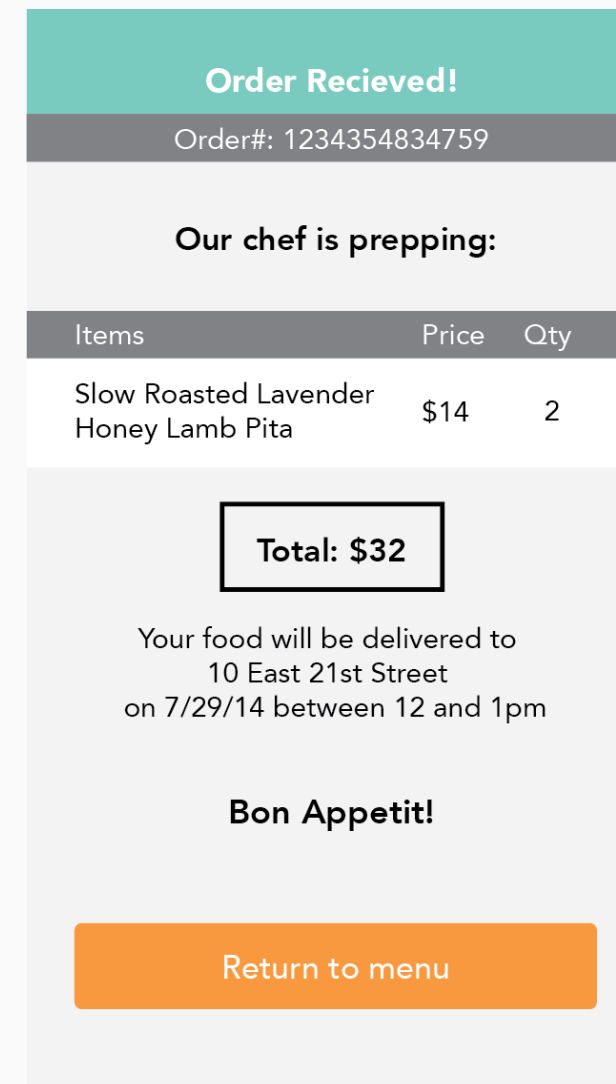
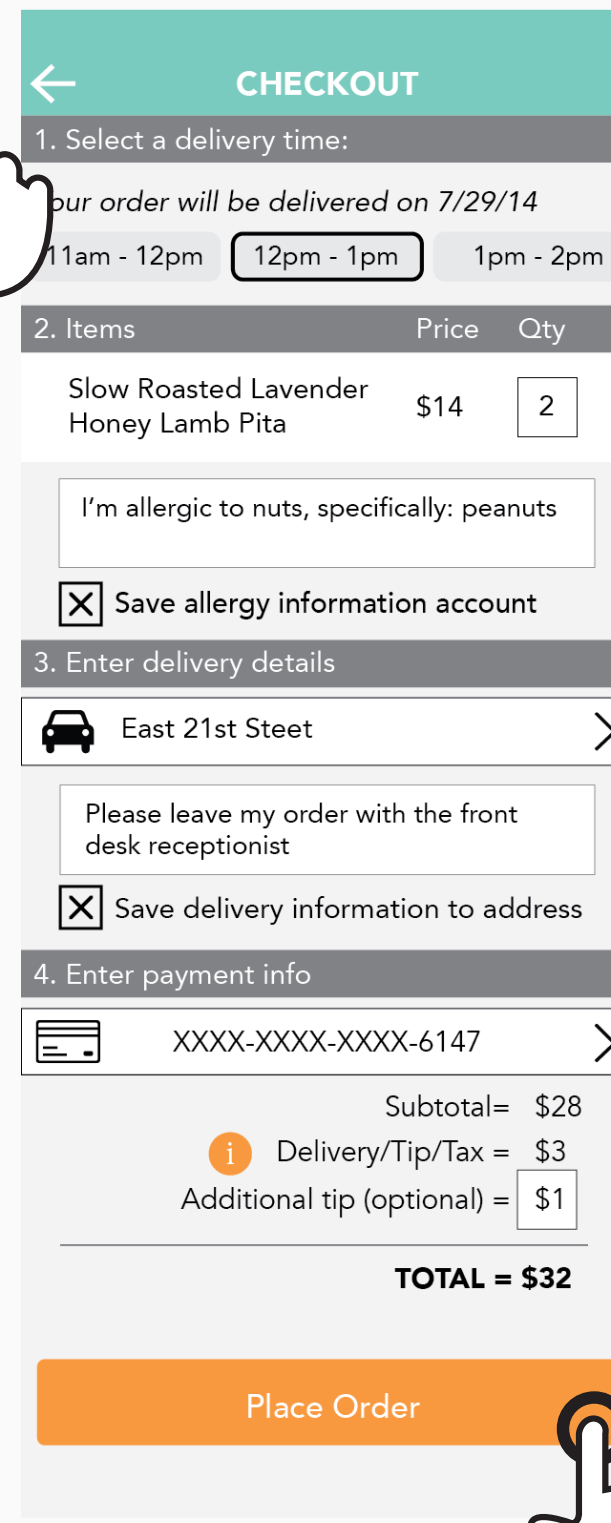
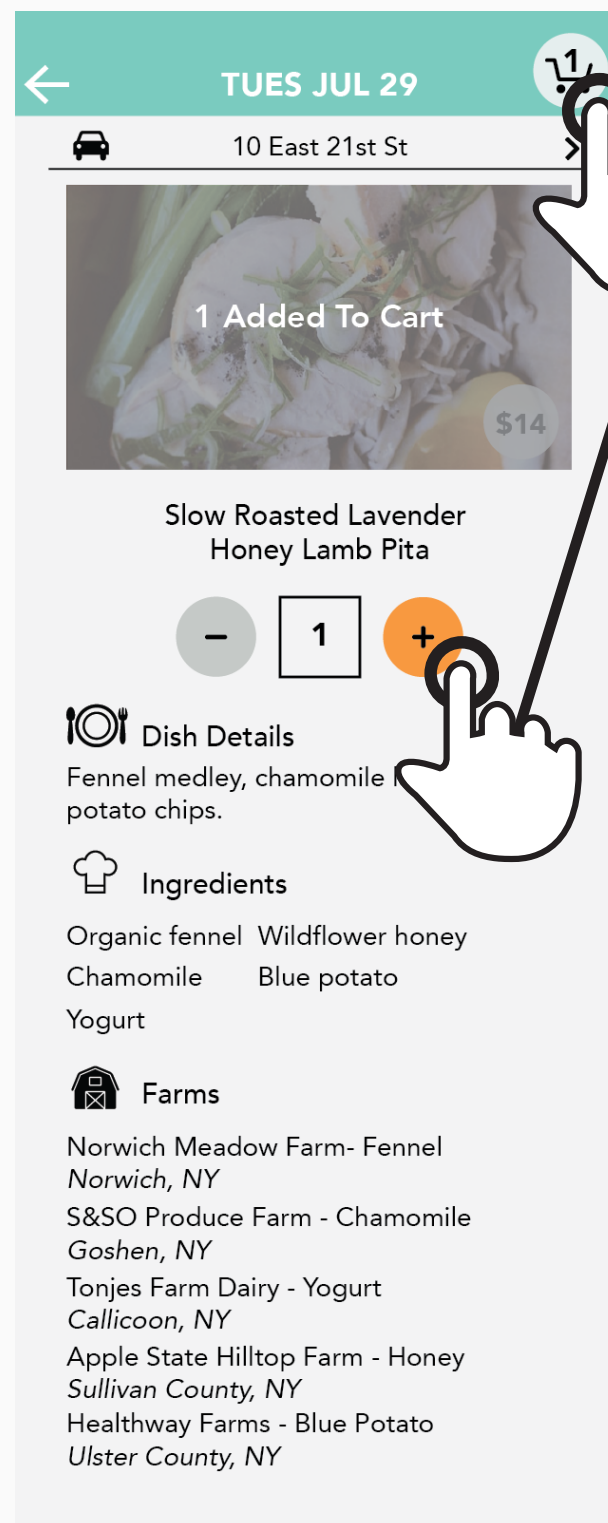
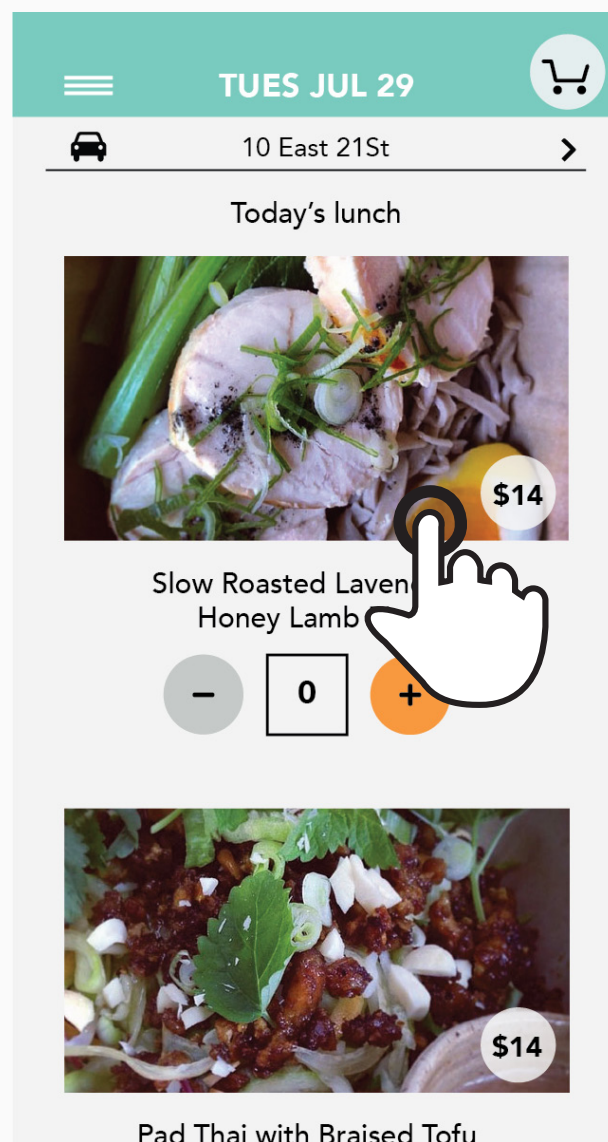




# Ordering Flow

A high-level overview of the ordering process my team and I designed.

I am the creator of the final high-res mockup.



**Thanks for looking at me!**