

Booking and Food Order App for an Italian Restaurant

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Project overview



The product:

A new App that allows users to book a table and / or pre-order food at an Italian restaurant.



Project duration:

August 2021 – February 2022



Project overview



The problem:

Many had no time to go to a restaurant and wait for a free table plus waiting for waitress and the order.

Sometimes only 30 minutes are available for lunch



The goal:

To offer users the possibility to book a restaurant table for a specific time and allow the user to pre-order the meal that will be available at his arrive.

Provide a 30 minutes meal experience at the restaurant when using the App

Project overview



My role:

UX designer and UX researcher



Responsibilities:

User research, wireframing, prototyping, testing

Understanding the user

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

User research: summary



After some interviews made, an empathy map was created in order to understand users needs and frustrations, taking over 18 years old persons with diferent age, gender, professional background and location.

Different people leads to different answers, with two types of personalities. The ones with no time or wish to cook, and the other with programed meal schedules.

Some looking for a more efficient solution, others more traditional regarding the way they can order their food.

User research: pain points

1

Pain point

No time for cook or too tired to do it is one of the reasons for order food

2

Pain point

Using a mobile phone can be painful due to the small size of the font on the texts

3

Pain point

Ordering food, takes out the socialization

4

Pain point

Not knowing exactly what the dish has (ingredients) is frustrating and leads the person to ask always the same plate that he/she knows.

Persona: Ricardo

Problem statement:

Ricardo is a businessman, who needs a way to optimize his time using a restaurant App because he's very short in time for his meals. It would allow him to get more efficiency from the restaurant, saving time to order and pay.



"I hate to cook and have very little time to do it!"

Ricardo

Age: 42
Education: High School
Hometown: Lisbon
Family: Married with 2 kids
Occupation: Businessman

Ricardo is a Real Estate Agency owner and delivers a lot to fulfil his customers needs.

However it also takes a lot of his time, including weekends, and due that he's unable to have more quality time with his family, or to have more time for dinner or lunch.

Looking for a perfect App as an All in One solution for his problem.

Goals

- To be a succesful businessman giving his customers the best service as possible
- To spend more time with the family

Frustrations

- Lack of time to have family meals
- Anything that is not efficient

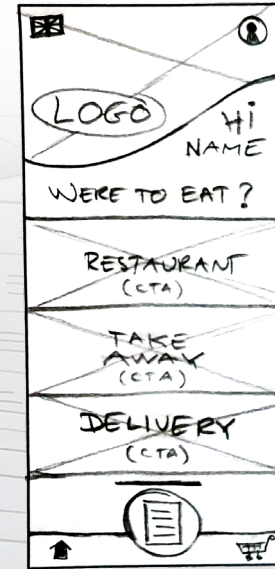
User journey map

Persona: Ricardo
Goal: Save time during lunch break

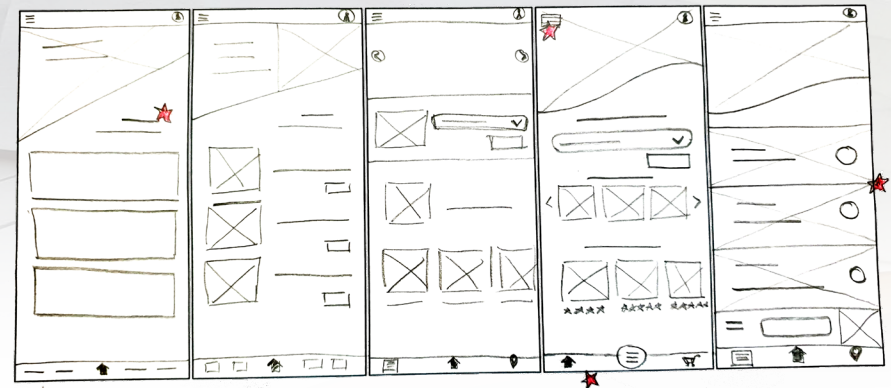
ACTION	Go to a restaurant	Find a table	Order the food	Enjoy the meal	Pay and leave
TASK LIST	Tasks A. Choose a restaurant B. Leave the office and drive to the restaurant	Tasks A. Find a free table B. Seat at the table C. Call the waitress for the menu	Tasks A. Check menu B. Call the waitress again for the order and ask a few questions about some of the available items D. Make his order	Tasks A. Eat the Appetizers B. Wait for the Entrees C. Call the waitress for one more coke	Tasks A. Asks waitress for the bill B. Receive the bill C. Call the waitress for payment D. Asks the Card Terminal to pay E. Pay D. Tips the Waitress
FEELING ADJECTIVE	- Hungry - Rushed - Confused and indecise regarding the restaurant - Lost in the way - Confident	- Upset because the restaurante is full and needs to wait for a table - Rushed - Hungry - Relieved to get a good spot	- Confused - Can't find himself much clear about a few ingredients as he's lactose intolerant - Rushed - Satisfied with the vast offer in this restaurant	- Impacient - Rushed - Satisfied with the food quality	- Rushed - Impacient - Upset for waiting the Credit Card machine to come - Glad with the good service
IMPROVEMENT OPPORTUNITIES	To offer a Restaurant App that allow him to get a navigation map in order to save time on his way to the restaurant	To offer a App that allows Ricardo to make a table reservation in a specific time saving him his precious time.	- Digital menus can contain a lot of info about the dishes, including pictures, audiodescription and detailed ingredient list (including alergenicis) - Ordering before leaving the office through an App allow him to same time, as the food is already ready to serve at the scheduled time.	A Restaurant App with the option to add extra items to your order and where you can indicate that you finished the Appetizers or the Entrees and the next plate like deserts can be immediately delivered.	- In App payment can solve this situation, since Ricardo can pre-pay for his meal, adding extras on the go and saving time during his lunch break. - In App review and tips for a good service

Paper wireframes

Taking in care the painpoints of the potential users, I took some time to draw a few wireframes that could solve some of them giving priority to the time saving and easy to use functionalities.



- Navigation
- Images
- Languages
- Where to Eat
- Buttons
- > Restaurant Menu



Stars were used to mark elements of each sketch that would be used in the initial digital wireframes

Digital wireframes

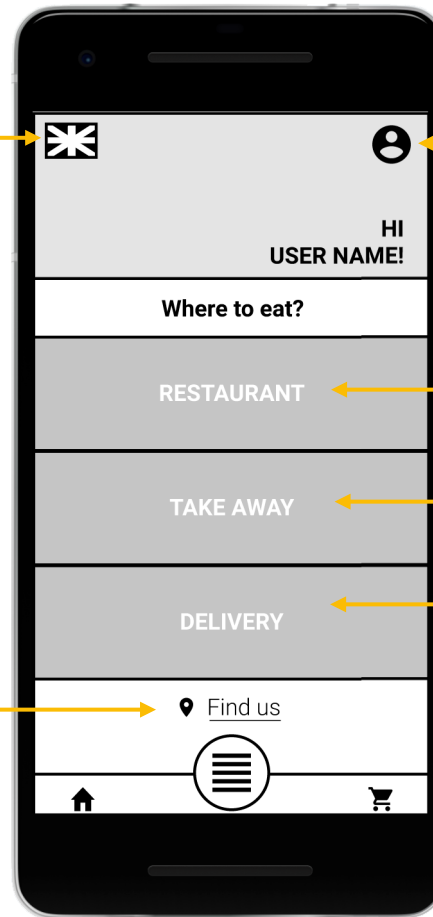
Based on users feedback and needs, it was important to achieve a design result where time saving would be the main goal, including tools that will help users to gain this extra time at their lunch hours.

Easy to change language

Easy to log in and set preferences, saving time in the next orders

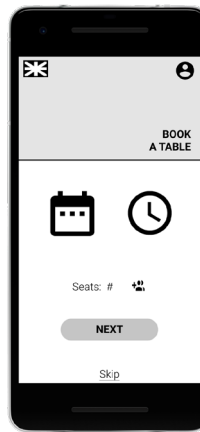
3 large buttons were present at the homepage in order to simplify the user journey

Easy to find option, using GPS apps to guide users to the restaurant

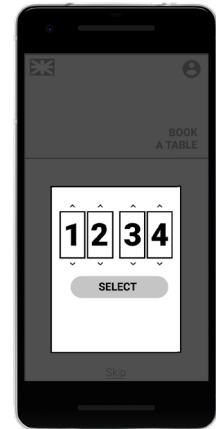
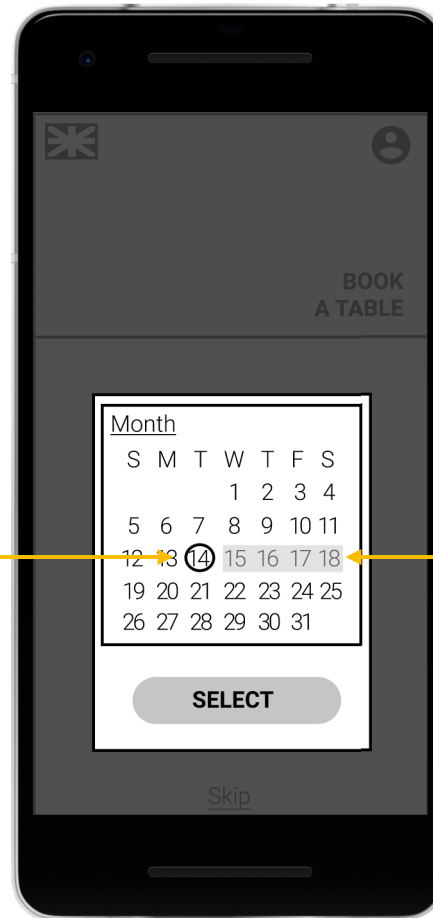


Digital wireframes

Schedule Calendar pop-up
that will give user an
overview on the available
dates for booking a table



Already market
TODAY will
help to locate
the user in the
calendar
quickly.



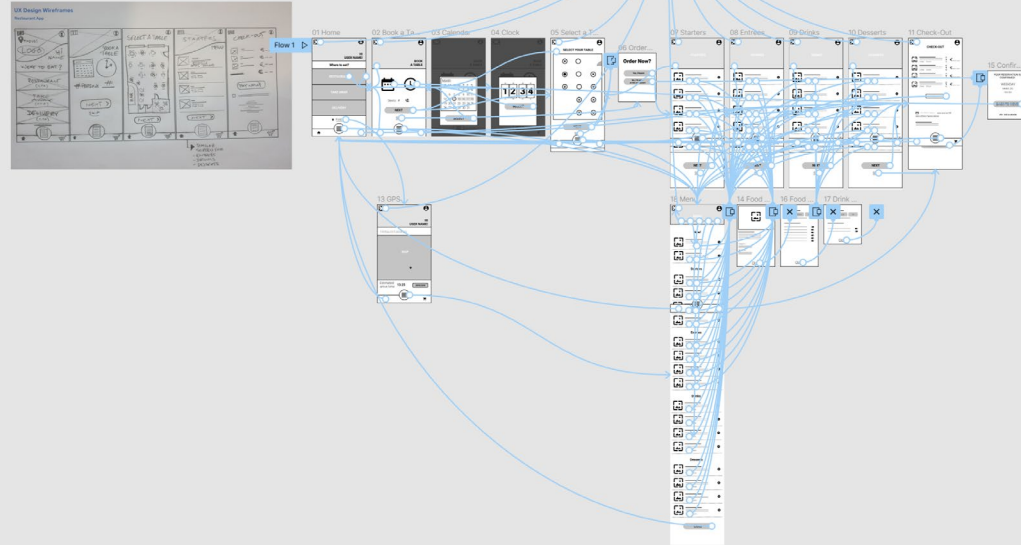
A shadow over
full booked
days will give
visual info to
the user before
he starts any
nex step.

Low-fidelity prototype

An user flow was created based on the inputs from our Persona (Ricardo).

From choosing to eat at the restaurant, booking his table following the directions that the app is easily giving him, and ordering direct from the app, including all details about the dishes and his options.

To see this workflow, follow the [Link](#)



Usability study: findings

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

Round 1 findings

- 1 Users like the simple process
- 2 Users wants quality rating option
- 3 Users want a multi-restaurant App

Round 2 findings

- 1 Users need larger links fonts
- 2 Users need more explicit Add More button
- 3 Users found color scheme helpful

Refining the design

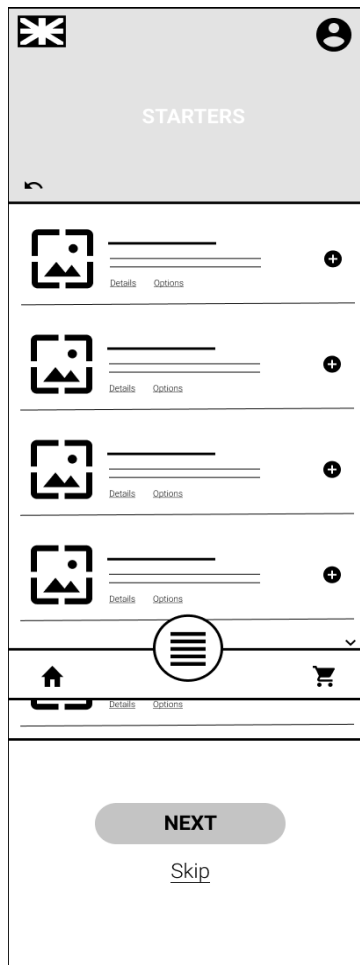
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

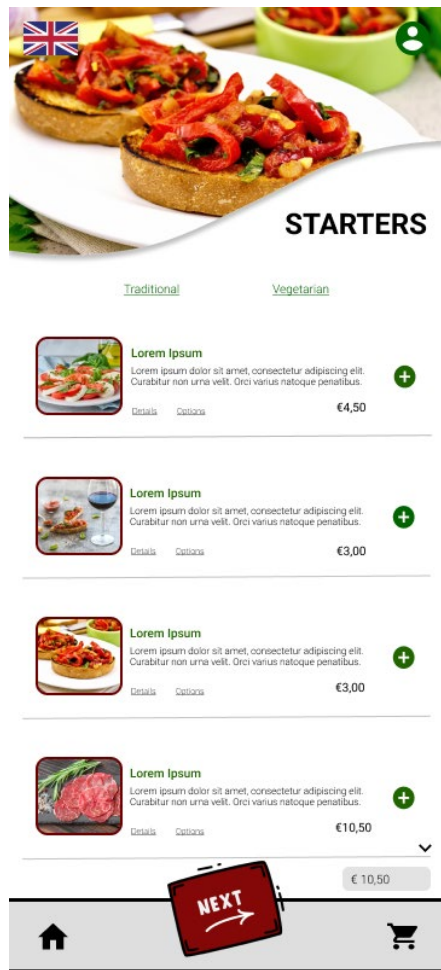
Some users were confuse with the need of scrolling down the screen to access the next button, so a fixed NEXT with an arrow was introduced as a button at the bottom bar.

Also a sub-total value to help the user to calculate his order in each step.

Before usability study



After usability study

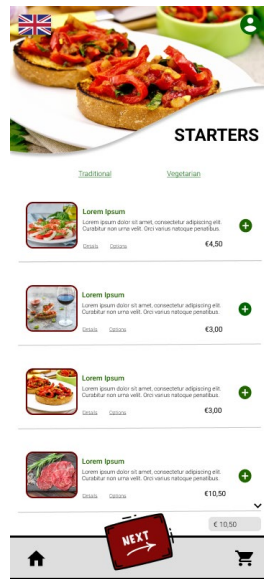


Mockups

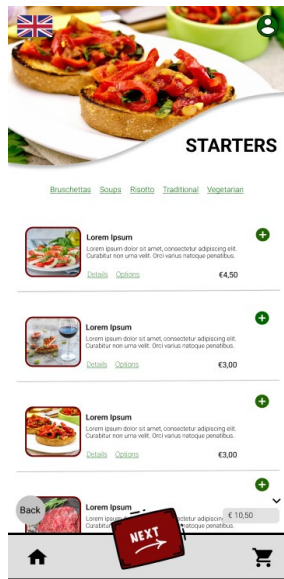
Food Details and Options links were highlighted with the same green color of the remaining links to let users quickly understand it is a linkable text. Font size was increased since some users had some issues with that. A Back button was added as well.

Changing the fill of the button will help users to clearly understand their choice.

Before usability study



After usability study



HOW DO YOU WANT YOUR STAKE?

Rare Medium Well

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HOW DO YOU WANT YOUR STAKE?

Rare Medium Well

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HOW DO YOU WANT YOUR STAKE?

Rare Medium Well

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Mockups



[https://www.figma.com/file/ej1XJJUGnakwbrzHFWbMM/Restaurant-App-\(update\)?node-id=544%3A54](https://www.figma.com/file/ej1XJJUGnakwbrzHFWbMM/Restaurant-App-(update)?node-id=544%3A54)



Accessibility considerations

1

Thinking on the accessibility, a higher contrast was used in the text and the related background.

Darker Red and Green were chosen taking this in consideration.

Detailed pictures of each dish allows users to identify them easily.

2

Content easily understandable – simpler language reaches more users, as do effective information hierarchy, progressive disclosure and prompting.

Also the use of icons makes the navigation easier

3

Drag the screen left or right to move back or forward allows users to use one hand only or only the thumb to move between screens.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

"I would definitely use it! For me as a mom of 3 young kids, would be perfect to have an App that could help me to pre-order all the food while booking a table."



What I learned:

People are each day more into a digital way to order food. But not only the delivery is requested. The Restaurant experience is also valorized. Combining the praticicity of booking the table while ordering the meal before arrival is a nice to have.

Saving time for the most important things

Next steps

1

Complete the other
two paths:
Take Away and Delivery
(At this stage, only eat at
the Restaurant is available)

2

Send to production in
order to get a full
operational App

3

Upgrade the App with a
multi-restaurant variant.
Some users found it an
interesting option.

Add one more step on the
user's journey:
Service rating and tips
(to be included within a in
restaurant App for local
usage)

Let's connect!



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[LinkedIn](#)

Thank you!