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**Solent University**

**Coursework Assessment Submission**

**Module Name:** Human-Computer Interaction

**QH0542**

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**Assessment Submission Date**: 10th June 2024

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# Introduction

The Desi Beach Grill website is an interface for customers to interact with a traditional Indian takeaway restaurant based in Bournemouth, UK.

The main functions of the website include browsing the menu, placing takeaway orders, accessing information about the restaurant, and visualizing images, allergens, and offers.

This critical review aims to increase the website’s accessibility and enhance the overall user experience.

The review will be divided into three parts:

1. User and business needs analysis, which will include:

* Gantt chart,
* Mind map with soft system rich picture,
* Website sitemap,
* Market research analysis with a summary table,
* User profile and Journey map,
* Hierarchal Task Analysis chart,
* Three pain points,
* Evaluation criteria.

1. Prototype – interface research, design, and development:

* Underpinning HCI theories, principles, and heuristics to inform wireframe and prototype designs,
* Storyboard,
* Prototype development on three pain points,
* Accessibility and data protection (GDPR) guidelines,
* Online working prototype of pain points.

1. UX Testing
   * Data collection and analysis ethically and in compliance with Solent University, GDPR, and BERA guidelines.

To review the website, a User-centred Design (UCD) approach has been chosen.

This approach prioritizes understanding user behaviors, needs, and preferences to create an intuitive and effective design.

By focusing on user feedback and iterative testing, the aim is to create a website that is easy to use, efficient, and enjoyable for customers.

To begin and better understand what needs to be improved, the current website has been analysed and tested with the lighthouse tool.

A screenshot of a computer

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The Performance score of 51 suggests several issues affecting the speed and efficiency of this website, such as slow response to user input or how quickly the content of a page is populated.

The Accessibility score of 78 suggests that some area, such as background and foreground color, needs improvement.

# User and business needs analysis

This User and Business needs analysis provides a comprehensive understanding of the target users, their goals, and the main tasks they perform on the Desi Beach Grill website. Utilizing this information, the design process will prioritize user satisfaction and usability to enhance the overall user experience.

## Gantt Chart

Gantt Chart is a bar chart, used to illustrate a project schedule.

It offers a visual timeline of tasks, dependencies, and milestones. It also includes team members to whom the tasks are assigned and progress. The Gantt Chart facilitates the planning and tracking of a project.  
  
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A screenshot of a video game

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For this project, the Gantt Chart illustrates the “due dates” of each specific task, and “the end” of the final project due to the 5th of June, as well as the priority for each task.

This Gantt Chart has been created with clickup.com, the link is available in the references.

Mind Map – Soft System Rich Picture:  
  
A diagram of a restaurant

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The mind map is a visual diagram that helps to visualize and structure ideas and identify relationships between different aspects of the business.

It helps to visualize the target customers, delivery options, marketing strategies, location, menus, and many important business features.

This mind map has been created with miro.com. The full image is attached as a PDF in the appendices. The link is provided in the references.

## Website Site Map

A diagram of a restaurant

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The website sitemap is a structured diagram used during a website's planning and design phase. It provides a hierarchical view of the website’s layout and structure, showing how each page is linked to one another.

As illustrated, home, menu and offers, delivery, and about us will be the main navigation menus.

The “HOME” page will display the images gallery, an easy connection to the menu displayed by categories and the footer.

The “MENU & OFFERS” page, contains the option to view the weekly offers and the full menu. In the full menu, favourites items and allergens are included, as well as the add-to-basket option and the checkout.

The “DELIVERY” page has the option to choose a delivery service provider or to schedule your own delivery/pick-up time, to consider any user needs, and the footer.

The “ABOUT US” page displays social media icons for marketing purposes, contact us details, location information, and the footer.

The basket and the login/sign-up icons are displayed throughout the whole design and on each webpage to facilitate the user to reach it easily, to go back to any page at any time.

This website site map has been created with Figma. A full image is attached in the appendices.

## Market Research analysis – summary table

The Market Research analysis involves research objectives, methodology, key findings, market segmentation, competitive landscape, and potential opportunities, threats, and strategies.

|  |  |
| --- | --- |
| **Category** | **Details** |
| ***Research Objectives*** | Understand the demand for traditional Indian cuisine in Bournemouth and identify potential growth strategies. |
| ***Methodology*** | Reviewing Indian restaurants on Google, and Trip Advisor. |
| ***Key Findings*** | 59 Indian restaurants in Bournemouth,  8 of them offer delivery while  4 of them offer takeaway by pickup. |
| ***Market Segmentation*** | Local, tourist, students. |
| ***Competitive landscape*** | Potentially 12 restaurants offering the same service. |
| ***Opportunities*** | Create a meaningful, pleasurable, convenient, usable, reliable, and functional design for the user to choose Desy Beach Grill restaurant when ordering, over the competitors. |
| ***Threats*** | Competition with fast-food chains offering cheaper and faster options even if less authentic. |
| ***Strategy*** | Traditional unique dishes,  Enhance and maintain online presence: - Update website, - Social media engagement, -Create unique weekly offers. |

## User Analysis

### Personas

|  |  |  |
| --- | --- | --- |
| **Name:** Sarah | **Name:** James | **Name:** Maria |
| **Age:** 21-year-old | **Age:** 44-year-old | **Age:** 32-year-old |
| **Provenience:** Jamaica | **Provenience:** France | **Provenience:** India |
| **Occupation:** student at Arts University in Bournemouth, studying Graphic Design. | **Occupation:** Tutor at Bournemouth University, teaching Marketing. | **Occupation:** Retail Assistant. Local Resident at Bournemouth, |
| **Goals:** Sarah enjoys trying different cuisines and is particularly interested in exploring authentic Indian dishes.  She values convenience and often orders delivery after a long day of studying. She prefers to order online for ease and speed. | **Goals:** James is a frequent customer of Desi Beach Grill. He enjoys the variety of flavours offered and often orders takeaway meals for social gatherings with friends.  He values the ability to customize his order based on dietary preferences and enjoys exploring new menu offers. | **Goals:** Maria’s schedule is hectic, and she barely finds time to cook at home. She often likes to order her food online and collect it when finishes work.  She values the opportunity of ordering such a variety of dishes efficiently and easily. |

User personas represent a subgroup of the business target audience's wants and needs. It enables a business to connect with its target customers and make better product decisions.

## Task Analysis

**A diagram of a user

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Task Analysis breaks down the user task and analyses the steps that a user takes to complete it. In the event of a website design phase, the designer can use a task analysis to understand the process and challenges involved in the user experience.

## Hierarchical Task Analysis (HTA) Chart

The HTA chart is constructed to visually represent the hierarchical structure of tasks involved in browsing the menu, placing an order, and accessing information on the Desi Beach Grill website.

A diagram of a website

Description automatically generated

This mind map has been created with miro.com. The full image is attached as a PDF in the appendices. The link is provided in the references.

## Pain point:

1. **Complexity in Navigation:**   
   Users can find it difficult to navigate between different tasks, such as switching from browsing to placing an order.
2. **Information Overload:**   
   When accessing the website, users can be overwhelmed by the amount of available information, making it hard to find what they are looking for.
3. **Checkout Process:**   
   Users may experience challenges in the checkout process, such as providing payment details or confirming purchases.  
     
     
   **A solution** to this main point can be a clear and intuitive navigation path and introducing the opportunity to pay with a phone wallet instead of inserting card details every time the user purchases a meal from Desy Grill Beach.

# Prototype interface research, design, and development:

## Underpinning HCI theories, principles, and heuristics to inform wireframe and prototype designs.

In the development process of Desi Beach Grill websites, the HCI theories, principles, and usability heuristics have been applied.

* Visibility of system status,
* *The user is informed about its status through the website.*
* Match between system and real world,
* *Information is displayed in the user’s language.*
* User control and freedom,
* *Users can undo errors easily.*
* Consistency standards,
* *Consistency with words, design, and icons meaning.*
* Error prevention,
* *Avoid conditions of arising errors or inform the user before taking risky actions with pop-ups displaying confirmation of the action taken.*
* Recognition rather than recall,
* *Display visible information, and instructions and make the process easy for the user.*
* Flexibility and efficiency of use,
* *Flexibility helps experienced users to find faster ways to the goals.*
* Aesthetic and minimalist design,
* *Webpage containing only relevant information.*
* Help users recognize, diagnose, and recover from errors,
* *Provide plain-language help for errors and solutions.*
* Help and documentation.

Throughout the process, some variables have been tested:

**Grouping**, using Gestalt theories.

**Color scheme**, for understanding the impact of different colors on the overall experience.

**Regional structure**, to underlying the structure of the form.

**Logo design**, for simplicity.

**Time to complete a task**, for ease of use and efficiency.

## Storyboard & Prototype development.

|  |  |  |
| --- | --- | --- |
| **Functionality** | **Visual Element** | **How** |
| 1. Main page-   GALLERY | Illustrates images gallery as main display | Users can visualize all menu dishes in the gallery- The images change automatically, or the user can click the arrows to see another image. |
| 1. Main page –   NAVIGATION BAR | A navigation bar is available for each web page allowing the user to go back to any page, at any time. | Users can choose to navigate between any web page with ease. |
| 1. Main page-   ICONS | Basket and account management icons are displayed throughout the whole website | Users can click on the basket icon, or the account management icon at any time, throughout any stage of its navigation for ease of use. |
| 1. Main page-   LOGO | The logo has a simple design and is displayed consistently throughout the website. | The user can click at any point the logo, it will redirect the user to the home page. |
| 1. Main page-   MENU BY CATEGORIES | The user can choose to visualize starter, main, vegetarian, side, kids, and dessert options directly from the main page without navigating through the app | The user can select one category and be redirected to the menu for their selected category. |
| 1. Main page-   FOOTER | Social media's icons, map and street names and, phone number | The user can click on the social media icons and be redirected to Desi Beach Grill social media. The user can click the map and visualize the location. The user can click the phone number and call the restaurant. |
| 1. Menu & offers | Weekly offers | Users can click the daily offer and be redirected to the menu after a pop-up informing them that the discount will be automatically registered and displayed on their checkout. |
| 1. Food Menu | Menu display | The user can easily identify favourite items, prices, add-to-basket icons, and allergens. |
| 1. Food Menu   KIDS SECTION | Arrows | The user can click the arrows in the menu and visualize the kids options. |
| 1. Food Menu-   Check Allergens | Allergens page, Contact number | The user can visualize all allergens and icons relative to the allergen. The user can click on the phone number and be redirected to a phone call for more information about allergens. |
| 1. Arrows | Back to the menu,  Checkout | When an alternative page is navigated by the user, the arrows at the bottom page allows the user to go back to the menu or checking out with ease. |
| 1. Customise food option | Icons | The user can click on icons to choose its customized dish and then easily go back to the menu, add to the basket the completed item, or checking out. |
| 1. Delivery | Delivery options displayed with icons | The user can click the option of delivery preferred. This will be registered and stored for the checkout phase. This can be helpful in case a user has a promotion code in a specific app.  The user can choose to customize his pick-up time or delivery. |
| 1. Checkout | Address of delivery, order summary, quantities, and wallet icons for payment options | The user can click the map and choose his address from the map. The user can search for his address through the search bar. The user can write his address manually. The user can apply a promotion code for a discount and pay with ease choosing phone wallets to facilitate the process or adding card details. |
| 1. About us | Restaurant History, Social media, Contact, Opening times. | User can click on any icons to be redirected to Desi Beach Grill Social media or to contact the restaurant through emails, phone calls, or WhatsApp. Users can find with ease relevant information about the restaurant. |
| 1. Login/ Register | Icons | The login/ Register icon is displayed throughout the whole design. The user can login or register an account with ease at any stage of his navigation. |

A screenshot of a food recipe

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A screenshot of a food menu

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A screenshot of a menu

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A screenshot of a menu

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A screenshot of a menu

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A screenshot of a food allergens menu

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A screenshot of a phone

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A screenshot of a map

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A screenshot of a phone

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A screenshot of a login form

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The system has been designed to have a standard logging-on security system with a username and password. The authentication screen is visually appealing and complies with logo and color specifications. The Main Menu interface is the main interface that users first interact with and link to other interfaces. The design has clear, considered icon metaphors to access these other forms and has a company logo and a suitable company icon metaphor positioned properly and consistently throughout every page.

The company requirement for a consistent hue for all backgrounds with saturation in the low zone has been applied. Foreground text and objects such as buttons suitably complement the background hue with strong consistent contrast.

## Accessibility and data protection (GDPR) guidelines

GDPR stands for General Data Protection Regulation and at the heart sets principle rules for the general data protection regime.

**Principles:**

1. **Lawfulness, fairness, and transparency:**

* Do not do anything generally unlawful with personal data,
* Do not deceive or mislead people when we collect their data,
* Consider how the processing may affect the individuals concerned and can justify any adverse impact.
* Being open and honest, and complying with the transparency obligations of the right to be informed.

1. **Purpose Limitation:**

* Data shall be collected for specified, explicit, and legitimate purposes and not further processed in a manner that is incompatible with those purposes.

1. **Data Minimisation:**

* Only collect personal data needed for specified purposes.
* Have sufficient personal data to fulfill those purposes.
* Periodically review the data stored and delete anything not needed.

1. **Accuracy:**

* Ensure the accuracy of any personal data created.
* Have appropriate processes in place to check the accuracy of the data collected and record the source of that data.
* Have a process to identify when needed to keep the data updated to fulfil business purpose properly and update it as necessary.
* Keep a record of a mistake.
* Records identify matters of opinion and any relevant changes to the underlying facts.

1. **Storage Limitation:**

* Know what personal data is stored and why is needed.
* Consider and justify how long this personal data is held for.
* Have a policy with standard retention periods, in line with documentation obligations.
* Regularly review our information and erase or anonymize personal data when no longer need it.
* Have appropriate processes to comply with individuals’ requests for erasure under ‘the right to be forgotten’.
* Identify any personal data that we need to keep for public interest archiving,
* Scientific or historical research, or statistical purposes.

1. **Integrity and confidentiality (security):**

* Have appropriate security measures in place to protect the personal data you hold.

1. **Accountability principle**

* Take responsibility for what is done with personal data and how the business complies with the other principles.
* Must have appropriate measures and records in place to demonstrate your compliance.

## Online working prototype of pain points.

Drop-down and popup menus are integrated into the system.

A screenshot of a menu

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Pop-up when an item is added successfully to the basket.

A screenshot of a map

Description automatically generated

Drop menu to choose where to meet for the delivery.

# UX Testing

## Data collection and analysis ethically and in compliance with Solent University, GDPR, and BERA guidelines.

|  |  |  |  |
| --- | --- | --- | --- |
| No. | Criteria | Description | [(Very Poor) 1 – 10 (Perfect)] Scale |
| 1 | Interfaces | Search, sign up (Students / Staff), Sign in or Login In, | 8 - 9 – 7 – 8 - 6 |
| 2 | Regional Structure | Layout should be clearly identified according to HCI theories (Modern or Classic). | 9 - 9 – 8 – 7 - 8 |
| 3 | Colour scheme | Colours should be carefully selected and consistently applied throughout the system interface. | 10 - 8 – 6 – 8 - 7 |
| 4 | ICON Design | Consider icon design guidelines in terms of audience, size, simplicity, lighting, perspective, style and metaphorical context. | 10 - 9 – 7 – 8 - 6 |
| 5 | Data Model | Dummy data for demonstration purposes. Data set includes at least login, search key-words (2 or 3). Records go into report appendix. | 9 - 8 – 6 – 9 - 6 |
| 6 | Visibility of system status | The system should always keep users informed about what is going on, through appropriate feedback within reasonable time. | 10 - 10 – 7 – 9 - 8 |
| 7 | Aesthetic and minimalist design | Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility. | 10 - 9 – 6.5 – 8 - 6 |
| 8 | Content | Contents are relevant and displayed according to HCI theories | 10 – 9 – 7 – 8 - 7 |
| 9 | Usability | System is easy to use and minimise the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. | 10 - 10 – 8 – 10 - 8 |
| 10 | User Experience | Overall experience with system | 9 - 9 – 7 – 9 - 8 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Tester’s feedback | | | | |
| Potential user | Potential user | Developer | Potential user | Developer |
| The website’s presentation is very clear and seems easy to use. It is intuitive how to find what you need. The colours don’t bother my eyes, but they are slightly bright to my taste. | I would easily and happily use this website to order my food. Maybe because I love tomato sauce and these colours make me think about food.  For how this website seem structured it would be very easy to move from one page to another. I like the gallery in the home page and the option to pay with different wallets, without having to insert cc details. | Interfaces are intuitive and user-friendly. Very easy to use and to interact.  The layout is well-organized. The colour scheme is pleasing. I would just adjust the delivery page, the contrast is low  The icons are designed with simplicity and clarity in mind.  The system provides many functions such as creating a basket, contact, etc.., and keeping users well-informed.  Website structure highlights essential information.  The content is relevant and well-aligned, with plenty of info regarding dishes, providing valuable information to users. You could add more pictures or even videos.  The system is easy to use, with visible objects, actions, and options that minimize cognitive load, even a kid could navigate the website.  Overall, the system provides a positive user experience, with intuitive design. | I love all the images that make everything more intuitive. I like the menu on top to be displayed on all the pages for me to be able to go back if while I am ordering I want to see the offer, etc.. I also have allergies and I am happy to see that there is an extra informative message for those who have allergies and order, you can directly call the restaurant from that page and ask them questions regarding what you were about to order just to be safe. From the first page, is easy to understand how to navigate the website and where to go to order. I like the option in the delivery where you can order and plan your delivery for a scheduled time. | Overall, I believe, it would be simple for the user to interact with this website.  Critique: to many images and not too keen for the colour that has been chosen. The restaurant logo does not remind me of a restaurant, but is simple and consistent through the website. I believe, the users would find the buttons, the icons and the images pleasant, as an easy and intuitive path to follow. |

|  |  |  |
| --- | --- | --- |
| **No.** | **Criteria** | **Metacritic = AVG. of score** |
| 1 | **Interfaces** | 7.6 |
| 2 | **Regional Structure** | 8.2 |
| 3 | **Colour scheme** | 7.8 |
| 4 | **ICON Design** | 8.0 |
| 5 | **Data Model** | 7.6 |
| 6 | **Visibility of system status** | 8.8 |
| 7 | **Aesthetic and minimalist design** | 7.9 |
| 8 | **Content** | 8.2 |
| 9 | **Usability** | 9.2 |
| 10 | **User Experience** | 8.4 |
| **Overall Metacritic =** | | 8.17 |

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# Appendices:

  

**Market Research – Competitive Analysis**

A screenshot of a menu

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|  |  |
| --- | --- |
| **Delivery option** | **Pick up service** |
| 1. Katsu Bar | Foysals Indian Takeaway |
| 1. The Eye of The Tiger | Himalayan Spice |
| 1. Dilli Haat Bournemouth | Basil & Bay |
| 1. Naz Indian | Royal Indian Curry Club |
| 1. 29 Spices |  |
| 1. Sakib Spice |  |
| 1. Dancing Roosters |  |
| 1. Taste of Bengal |  |

## **User Journey:**

A diagram of a diagram

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**Gestalt Principles:**

A group of symbols with text

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A colorful circle with white text

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A group of colorful squares with white text

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