

Sushi restaurant responsive web page

Anne Korhonen

Project overview



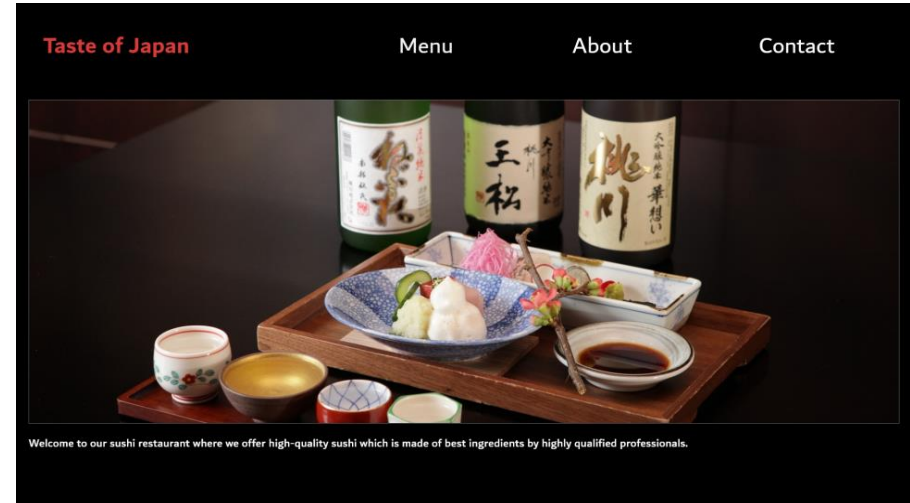
The product:

Taste of Japan is a sushi restaurant(imaginary) located in Helsinki Finland. The restaurant and this webpage is for busy people living in a city who want high-quality sushi.



Project duration:

November 2022



Project overview



The problem:

Busy workers lack the time to search restaurants and prepare meal at home sometimes



The goal:

Design a webpage that allows users easily check the detailed menu and decide whether to go straight to the restaurant.

Project overview



My role:

In this project I was working in various roles within the UX design field.



Responsibilities:

Had all kind of responsibilities during the whole project and its phases (empathizing, defining, ideating, prototyping&testing).

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting accessibility and iterating on designs.

Understanding the user

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

User research: summary



In this project I learned a lot about user research. I was given couple of users to pick up two to my project. I defined research goals and imaginary target audience. Then I made interview questions and created empathy map to understand the users better. A primary user group identified through research was working adults who don't have time to cook meals or wander around city or search information from internet about restaurants and the food they are offering.

User research: pain points

1

Pain point

With tight schedule they
need to make time
optimization.

2

Pain point

Want quality sushi and
no disappointments.

User persona:



“Earn well and sometimes enjoy the little luxury in life”

Goals

- Be efficient
- time saving
- get quality food when finally is heading out to eat

Frustrations

- Sometimes there are no suitable options in a certain restaurant
- There are too much options
- Quality is poor

Name: Alfie

Age: 30

Education: University graduate

Hometown: Helsinki

Family: Single, lives alone

Occupation: Senior accountant

Alfie is 30 years old senior accountant with busy schedule and work is the top priority in mind. He enjoys nightlife and going out but does it seldom. While out he wants to get quality food and service and not waste time by looking out options and then deciding if to choose restaurant and the food they are offering.

PROBLEM STATEMENT

Alfie

user name

is a/an

Hard-working senior accountant with a busy schedule

user characteristics

who needs

To see the menu in advance

user need

because

By doing that he can save time and make a decision whether to go while previewing the menu

insight

User persona:



Name: Neelam

Age: 35

Education: Master's degree in Education

Hometown: Helsinki

Family: Married with one young child

Occupation: Teacher

"Busy but still organized and family is the number one"

Goals

- Make decisions fast and get fast&easy what the family wants
- Managing time
- Staying organized

Frustrations

- Using too much time while deciding what to eat
- Restaurants are sometimes busy->timeconsuming, must find another place, what to eat there
- Will all like the food

Neelam is a busy woman with young child and a husband. She is having stress about her work and having a young child. She likes to prepare food for her family but sometimes there are no time and she wants to make life easier by going out in a restaurant. She wants to be organized and save time by using different products. With a menu preview app the family could save time and avoid all the hassle if they would see the offering first and then decide will they go there and are there suitable options for everybody.

User journey map

Persona: Alfie

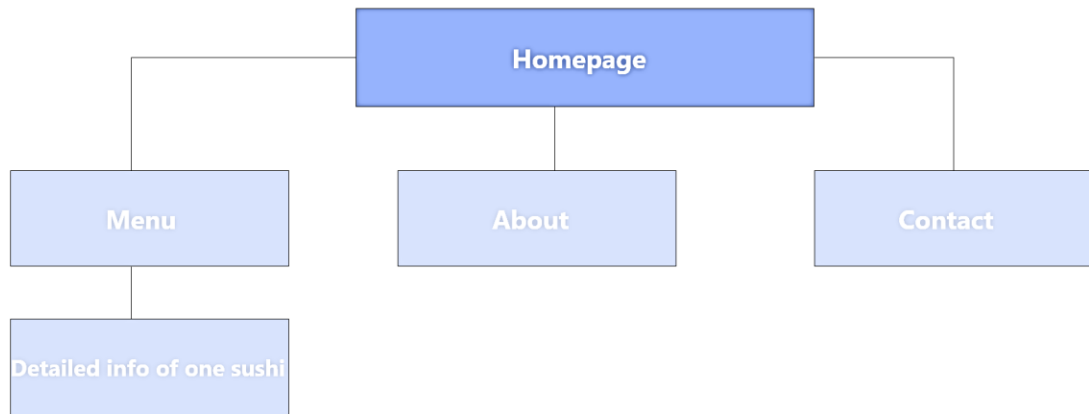
User journey map

Goal: Preview a menu of a sushi restaurant and decide whether to go there

ACTION	Ask colleague for recommendations	Hear about all the great places	Preview all the restaurant from internet	Choose one restaurant	Go to the restaurant
TASK LIST	Tasks A. Find a colleague B. Ask about great sushi places in town	Tasks A. Colleague tells many places B. Writes places in his phone notebook	Tasks A. When Alfie has spare time he Googles restaurants B. Writes notes about options	Tasks A. See notes B. Decides where to go	Tasks A. Go to the restaurant he has chosen
FEELING ADJECTIVE	Busy and bit worried is he going to find any colleagues and so they have time to chat.	Happy there actually are places worth visiting, bit anxious about the time it might take to preview all the options.	Happy; going to eat great sushi Bit worried: is the food high quality, is he wasting too much time for search, what they have to offer.	Interested where to go and which one to choose. Nervous is the choice right or is he going to be disappointed and waste time.	Excited to eat and see what kind of place it is.
IMPROVEMENT OPPORTUNITIES	Ask recommendations in WhatsApp.	Ask colleague to tell best places in order (best, second best) See recommendations from internet.	See recommendations See the menus with pictures + there is alt text + possibility for screen readers + only important info and UI is great.	See recommendations See the menus with pictures.	

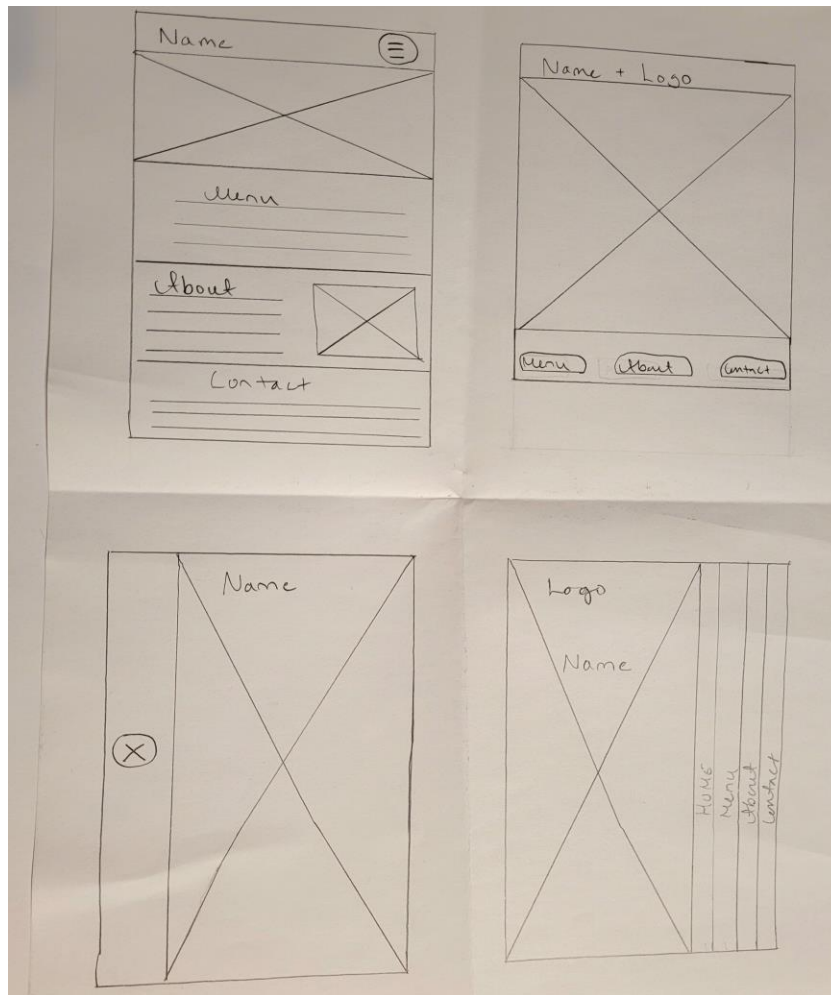
Sitemap

Sitemap was pretty simple and straightforward. Only needed info available easily and quickly.



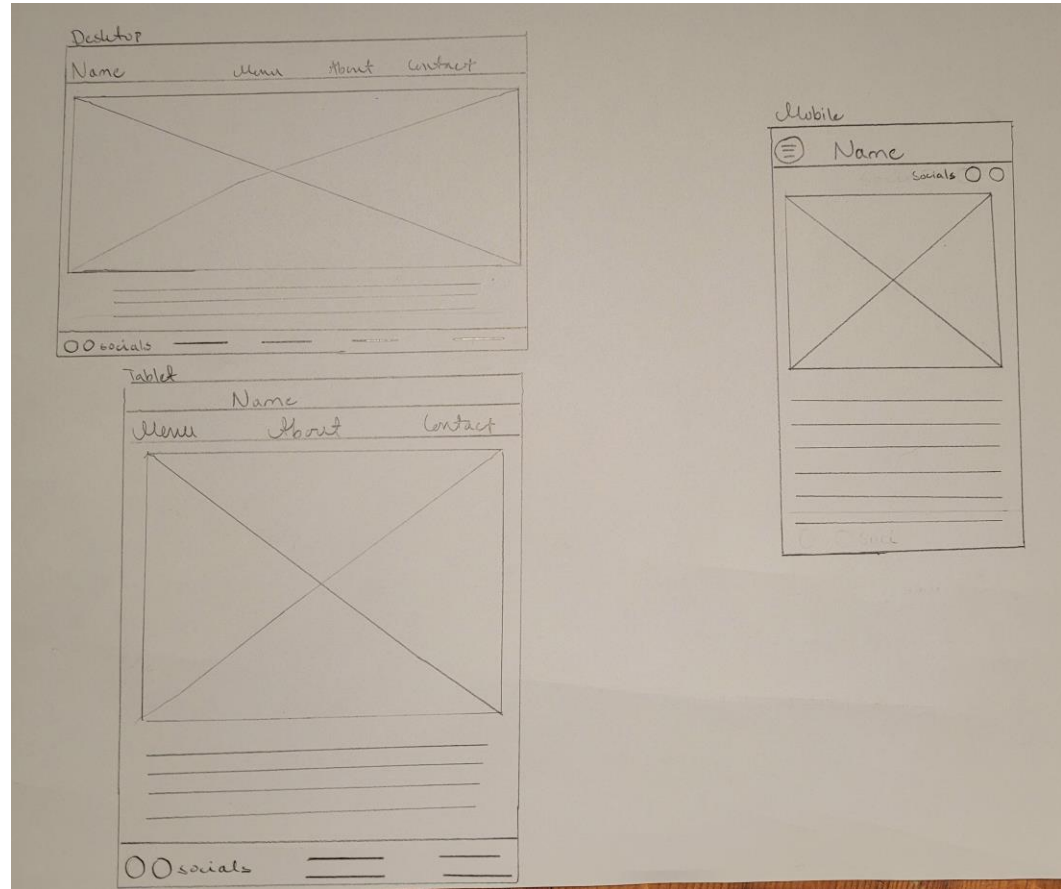
Paper wireframes

Made four paper wireframes and selected eventually the best parts to the digital wireframes keeping users in my mind.



Paper wireframe screen size variation(s)

Here are paper wireframes for different screens (desktop, tablet and mobile). Responsiveness is the key because there are so many devices available nowadays.

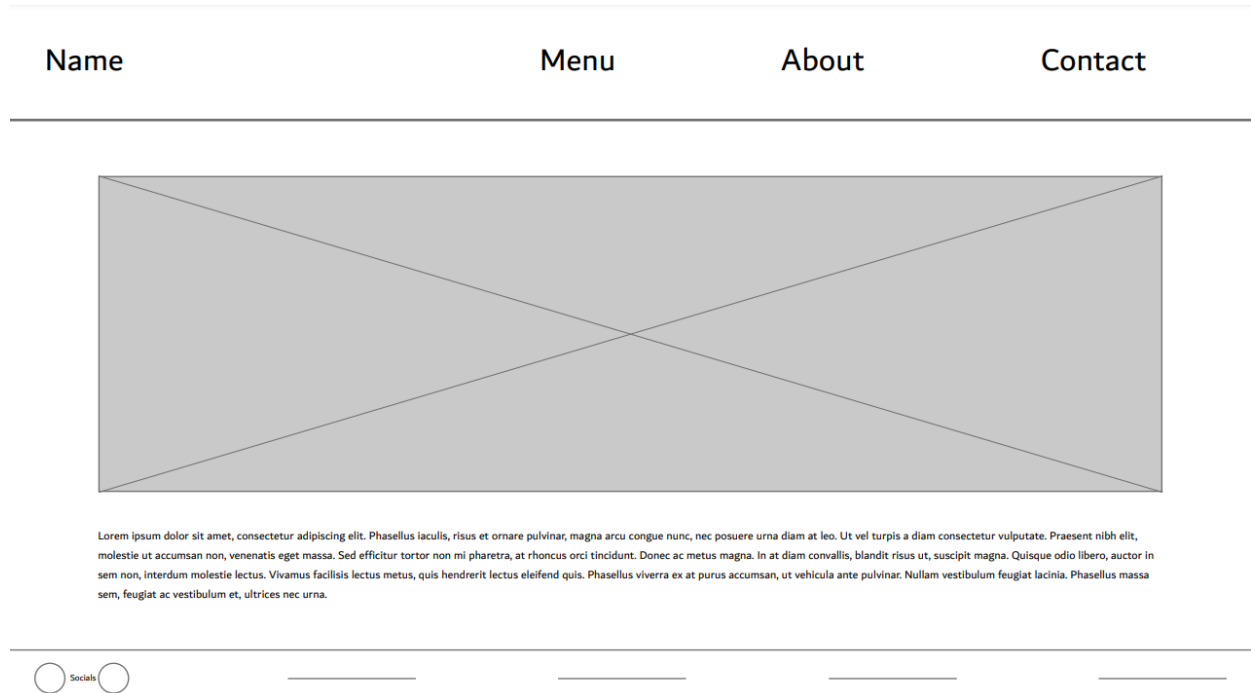


Digital wireframes

Designed a digital wireframes by using Adobe XD.

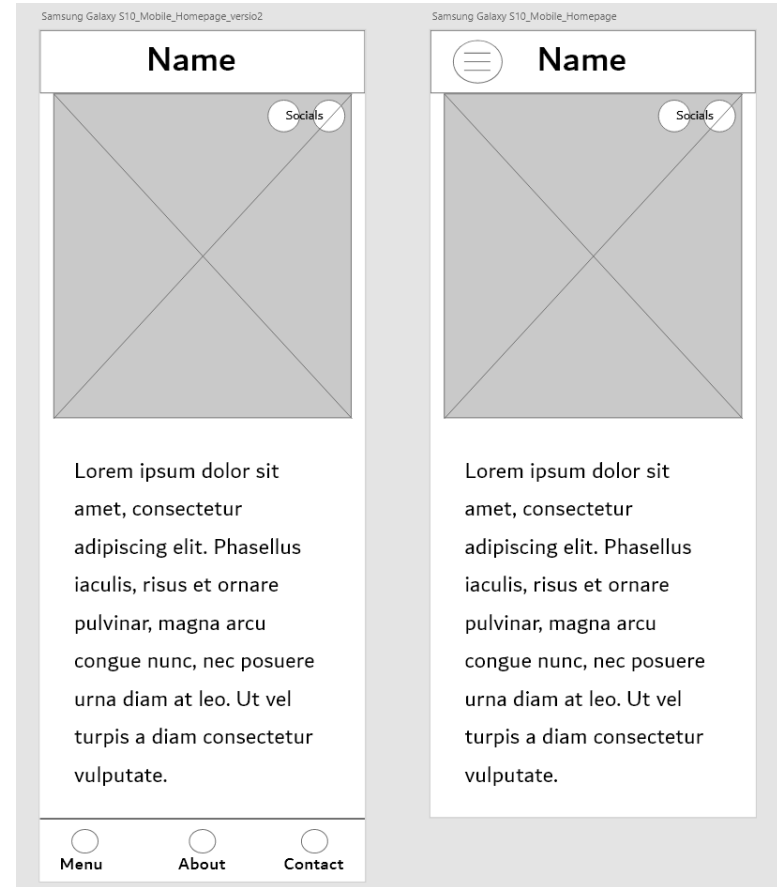
Here is the homepage.

Aim was to design clear and simple wireframes.



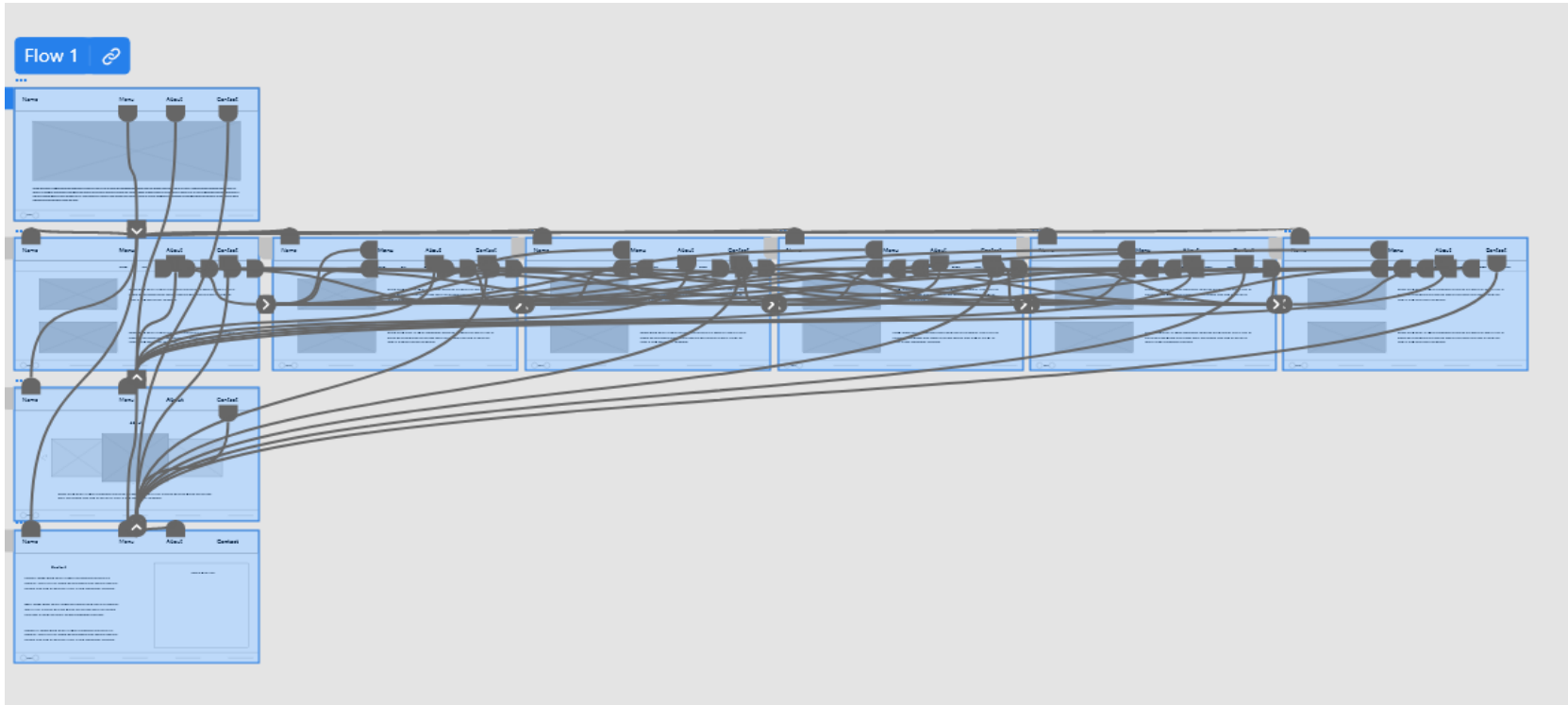
Digital wireframe screen size variation(s)

Here are two wireframes
for mobile view.



Low-fidelity prototype

Here is a picture of low-fidelity prototype. Link to this is: <https://xd.adobe.com/view/33268fbd-cf02-49e5-9656-eac4efc10d12-6675/?fullscreen&hints=off>



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Finland, remote



Participants:

5 participants



Length:

20 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

Simple and logical.

2

Finding

Maybe too much pictures
especially in sushi
sections.

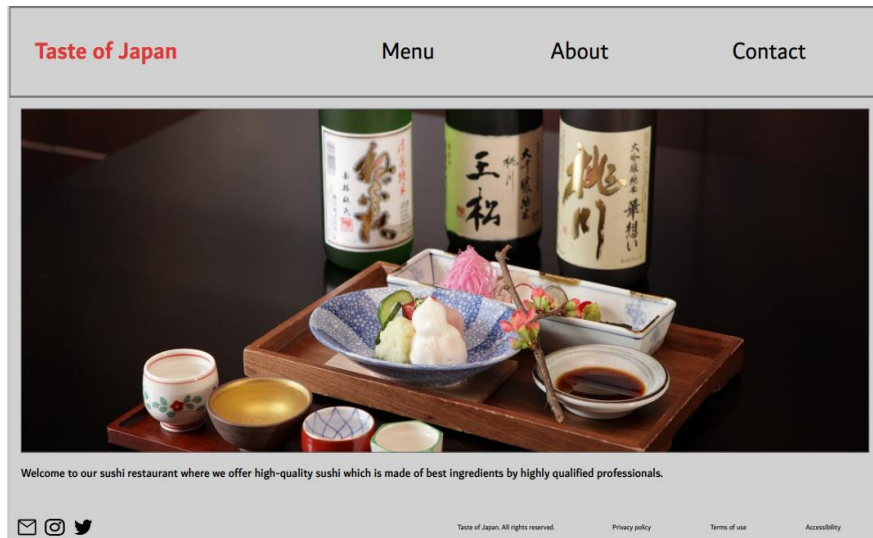
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

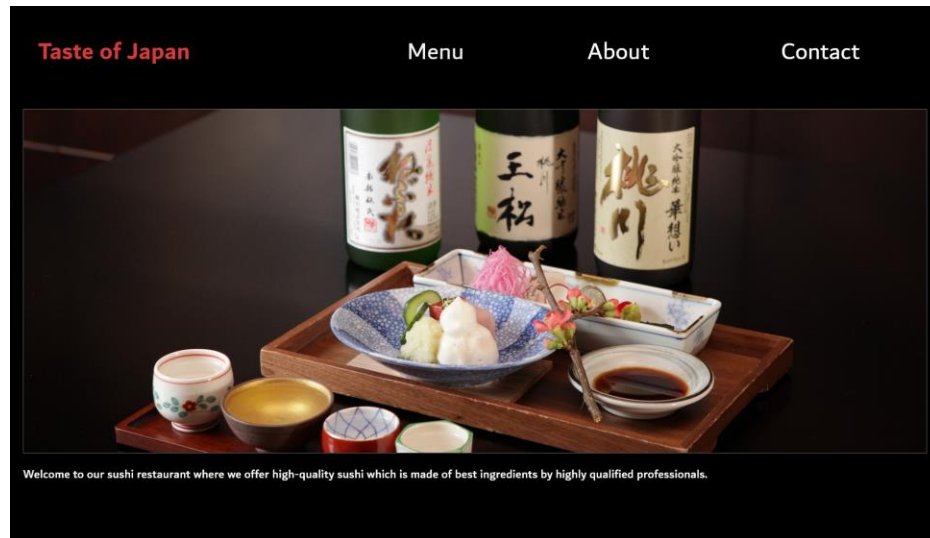
Mockups

Feedback I got after usability study: Good site. Perhaps colors could be different.

Before usability study



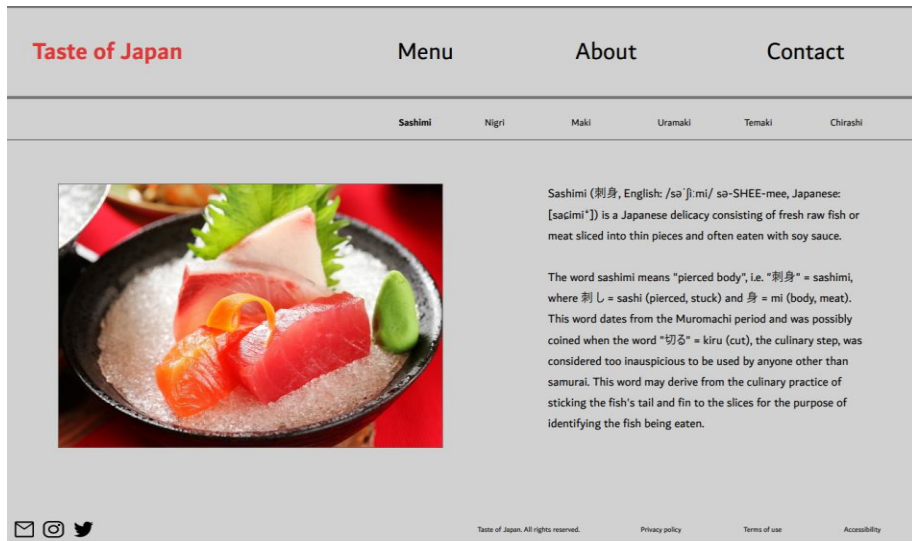
After usability study



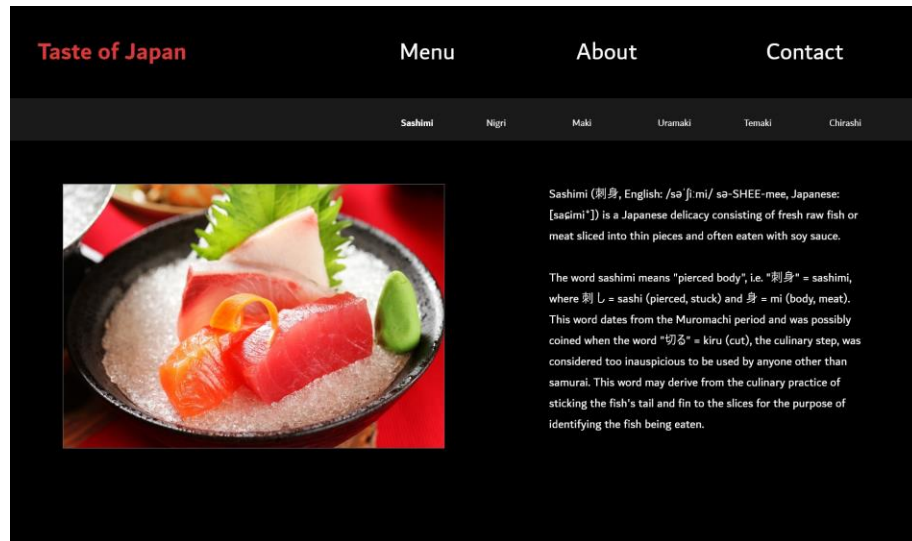
Mockups

Feedback: It is a bit hard to see where I'm while seeing the different sushis. → Changed the font more bolder and larger in the navigation.

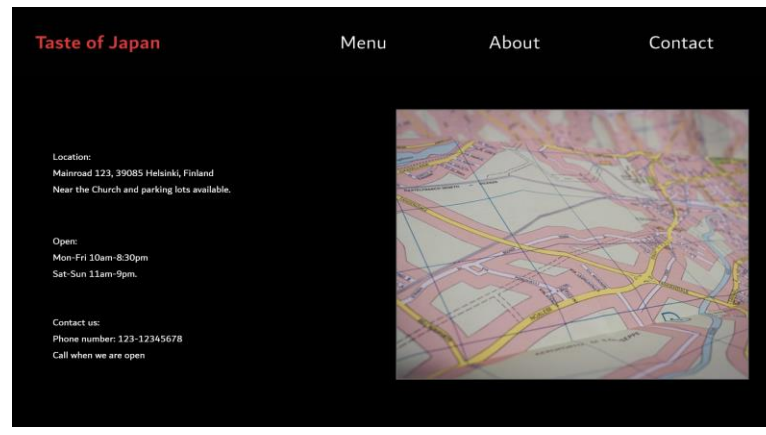
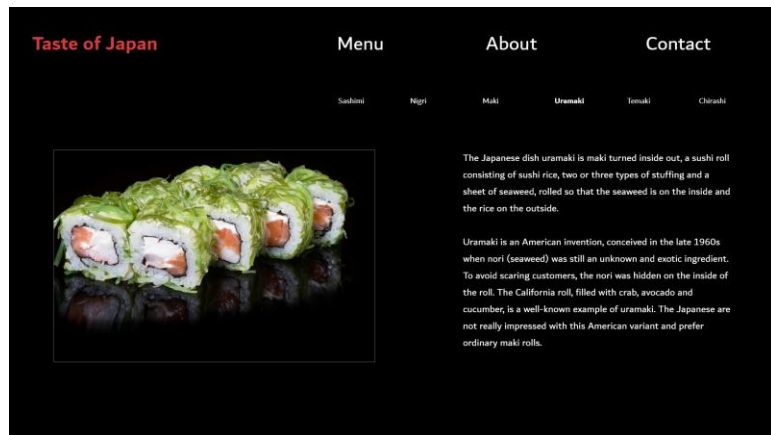
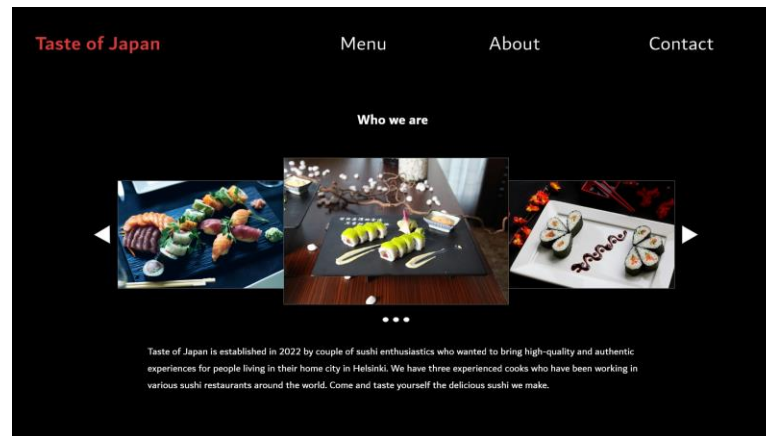
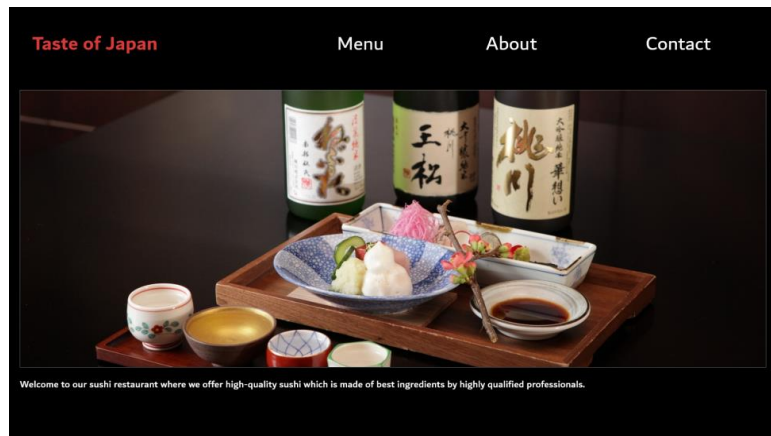
Before usability study



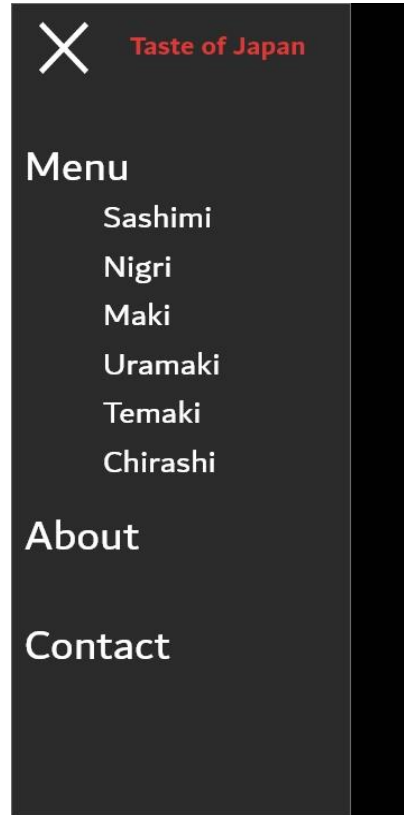
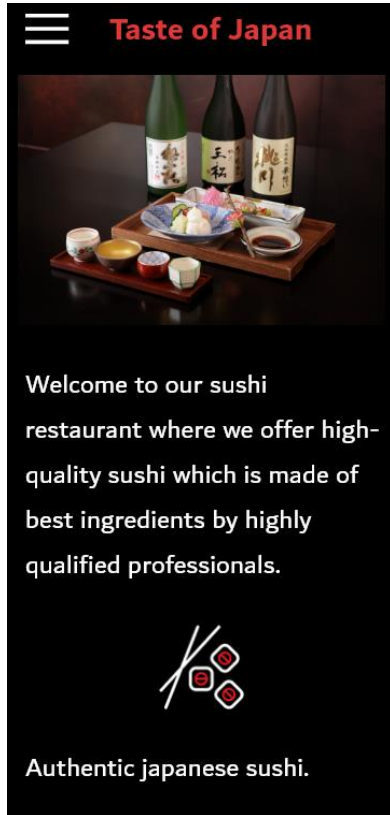
After usability study



Mockups: Original screen size



Mockups: Screen size variations for mobile

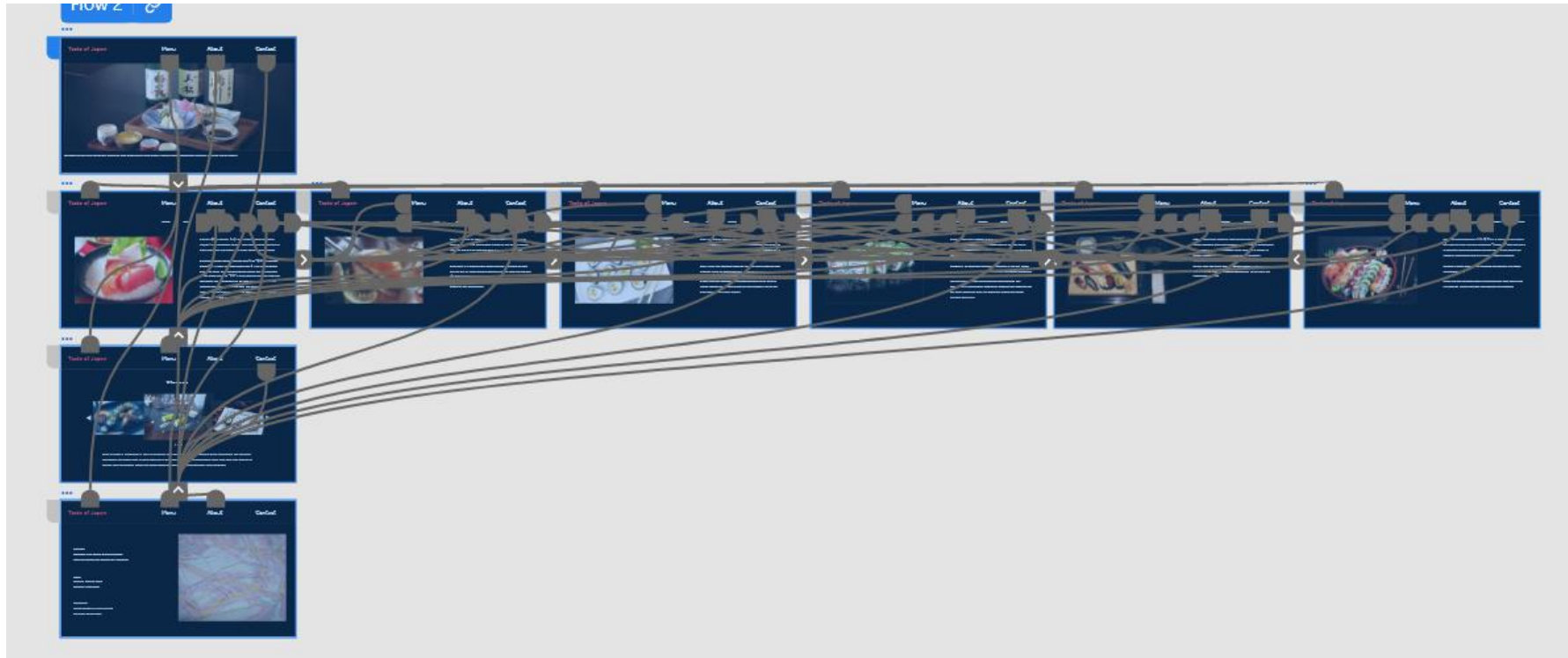


It is important to design for different screen sizes because users can have varying devices and it is crucial to design responsively.

High-fidelity prototype

Here is a picture of high-fidelity prototype. Link is here:

<https://xd.adobe.com/view/48246e07-8f11-4856-b5b5-820c17d4298c-1d77/?fullscreen&hints=off>



Accessibility considerations

1

Used different size text
for example headings,
body text.

2

Tested color contrast
ratio.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Design was easy to navigate and got all needed info. Images were clear and the amount of text was enough.



What I learned:

Learned that there are many things to concentrate and many varying design options.

Next steps

1

Conduct another usability study with high-fidelity proto.

2

Identify if there are any additional areas to design.