# Design a menu preview app for a sushi restaurant

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Google UX design certificate

# Project overview

### The product:

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

### Background:

**I participated in Google UX design certificate studies in Coursera. The task was to make a UX portfolio during the studies. I selected designing a menu preview app for a sushi restaurant as my topic.**

### Project duration:

**I started studying this certificate in the end of August 2022 and finished this project in November.**

Google

# Project overview

## The problem:
**Busy workers lack the time to search restaurants and prepare meal at home sometimes.**

## The goal:
**Design an app that allows users easily check the detailed menu and decide whether to book a table or 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**

**Time**

**With tight schedule they need to make time optimization.**

**2**

**Food quality**

**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.

# User persona:

*"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

## Name: Neelam

**Age: 35**
**Education: Master's degree in Education**
**Hometown: Helsinki**
**Family: Married with one young child**
**Occupation:Teacher**

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.

# PROBLEM STATEMENT

Alfie                                        is a/an   Hard-working senior accountant with a busy schedule

user name                                            user characteristics

who needs   To see the menu in advance

user need

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

insight

**Persona: Alfie**

# User journey map

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

| ACTION | Ask colleaque for recommendations | Hear about all the great places | Preview all the restaurant from internet | Choose one restaurant | Go to the restaurant |
|---|---|---|---|---|---|
| **TASK LIST** | Tasks<br><br>A. Find a colleague<br>B. Ask about great sushi places in town | Tasks<br><br>A. Colleague tells many places<br>B. Writes places in his phone notebook | Tasks<br><br>A. When Alfie has spare time he Googles restaurants<br>B. Writes notes about options | Tasks<br><br>A. See notes<br>B. Decides where to go | Tasks<br><br>A. Go to the restaurant he has chosen |
| **FEELING ADJECTIVE** | Busy and bit worried is he going to find any colleaques 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 foor high quality, is he waisting too much time for search, what they have to offer. | Interested where to go and which one to choose.<br><br>Nervous is the choise right or is he going to be disappointed and waist time. | Excited to eat and see what kind of place it is. |
| **IMPROVEMENT OPPORTUNITIES** | Ask recommendations in WhatsApp. | Ask colleaque 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. | |

# Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
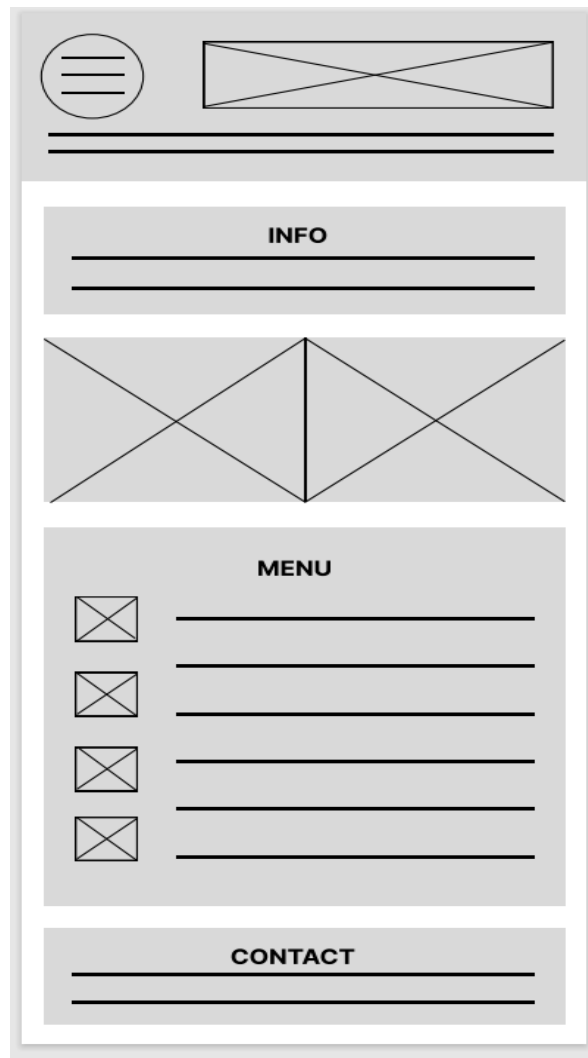- Usability studies

# Paper wireframes

Made five wireframes and finally selected one to work forward with. Point were to address users pain points and help them find quickly what they need.
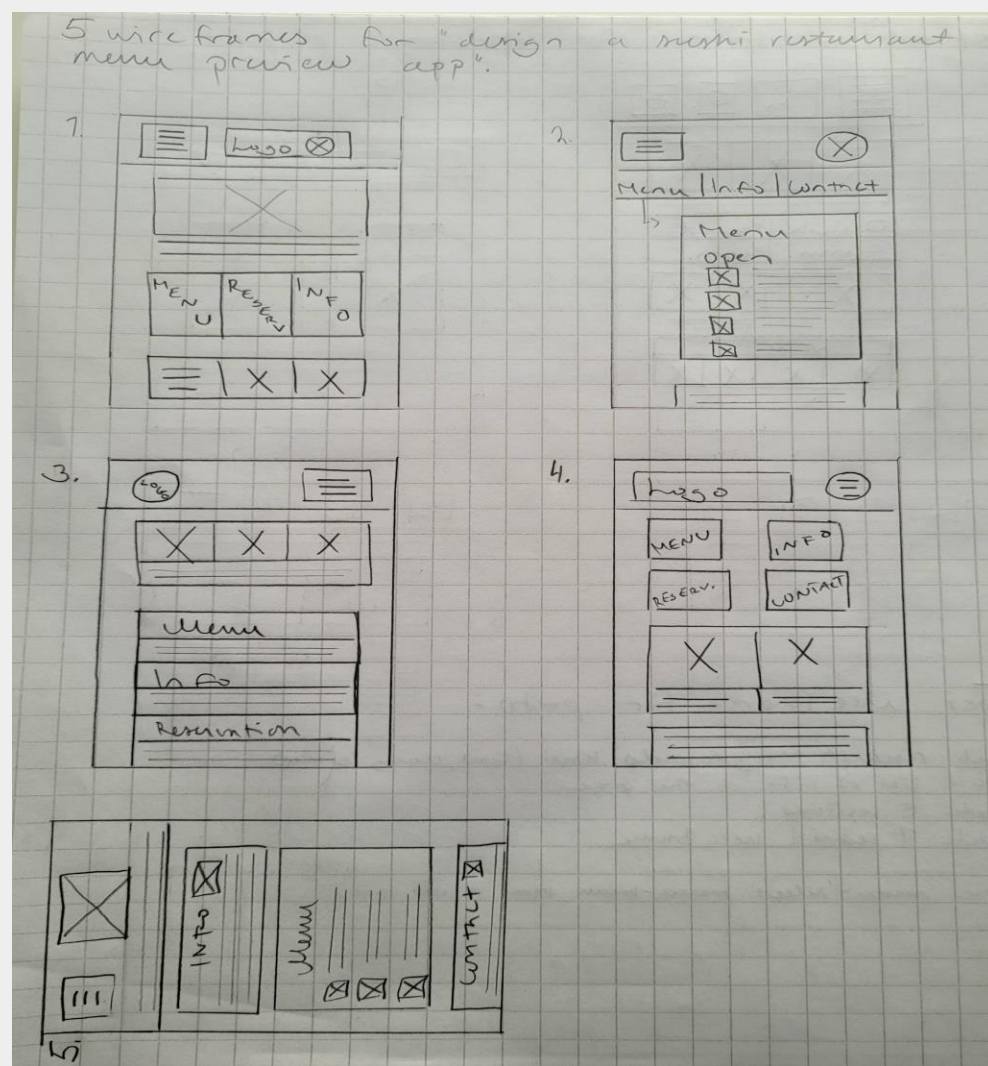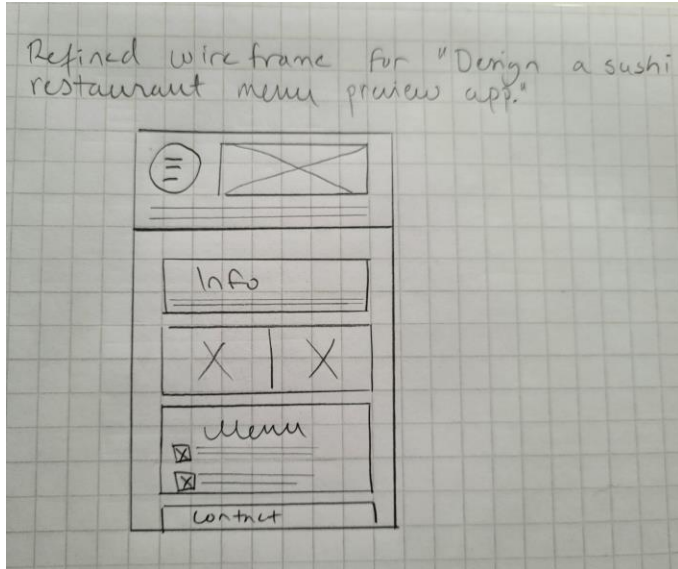
# Digital wireframes

Designed digital wireframes
according to feedback and
findings from user research.

Design is clear and
minimalistic so users can
easily and quickly find the
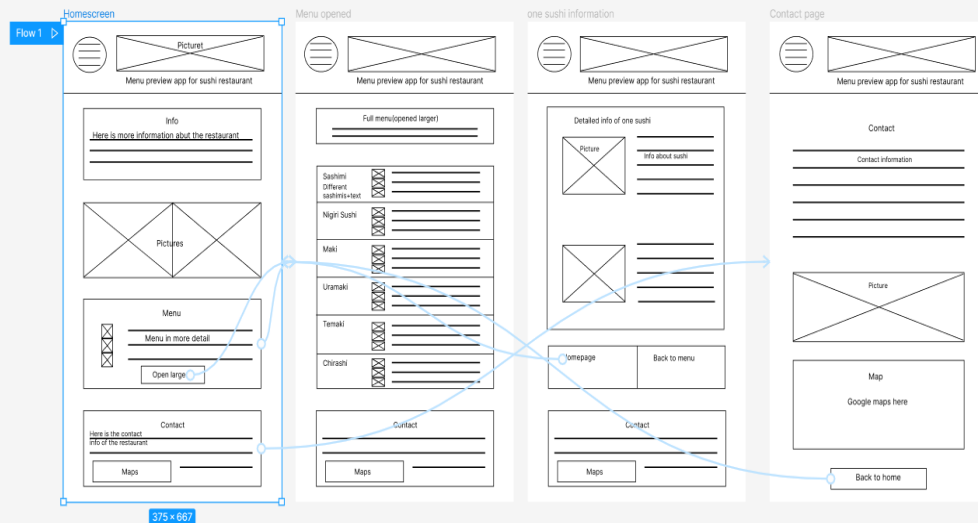information they need.

# Low-fidelity prototype

Here is a link for low-fidelity
prototype:
https://www.figma.com/file/oAcCbe2zk5y
9iWe1yt5vfD/menupreviewapp?node-
id=0%3A1&t=mbKK1MDkDluEwwdc-1
Made it according the main user
flow so the prototype could be
tested.

# Usability study: findings

Conducted two usability studies. First study helped me to improve the designs from wireframes to mockups. With the help of second study results I created a high-fidelity prototype.

## Round 1 findings

1. Prototype was hard to understand.

2. Users want more advanced version.

## Round 2 findings

1. More realistic elements.

2. Black background with white text is better.

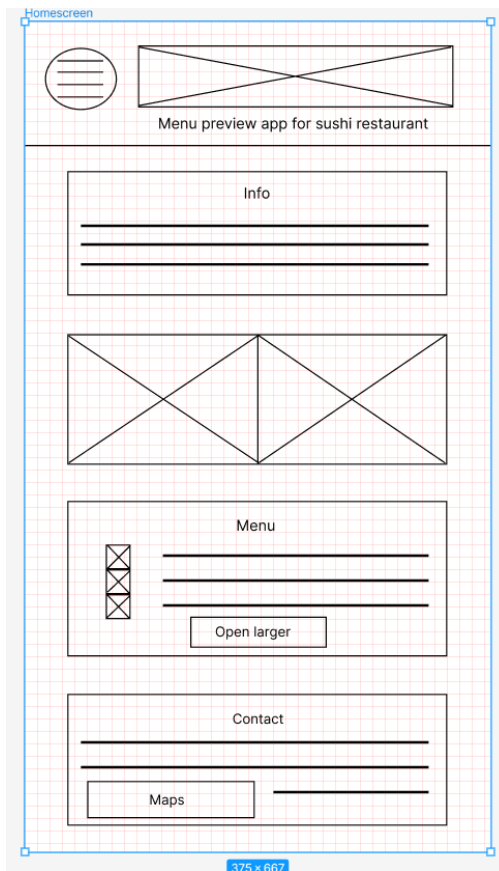3. Actual Google map in Contact page.+more info-buttons in menu opened screen.

# Refining the design

- Mockups
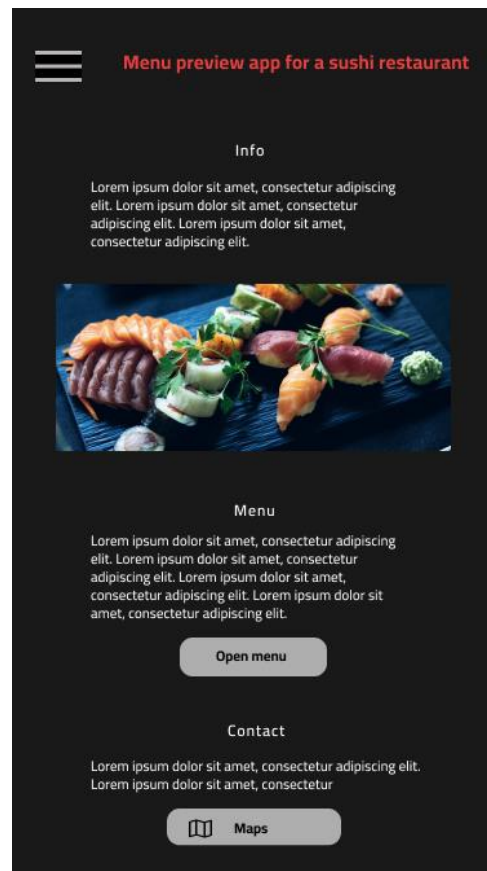- High-fidelity prototype
- Accessibility

# Mockups

From wireframe to mockup.
I made the design more
realistic so it would be
easier to understand.

Homescreen

Menu preview app for sushi restaurant

Info

Menu

Open larger

Contact

Maps

375 × 667



Menu preview app for a sushi restaurant

Info

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Menu

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Open menu

Contact

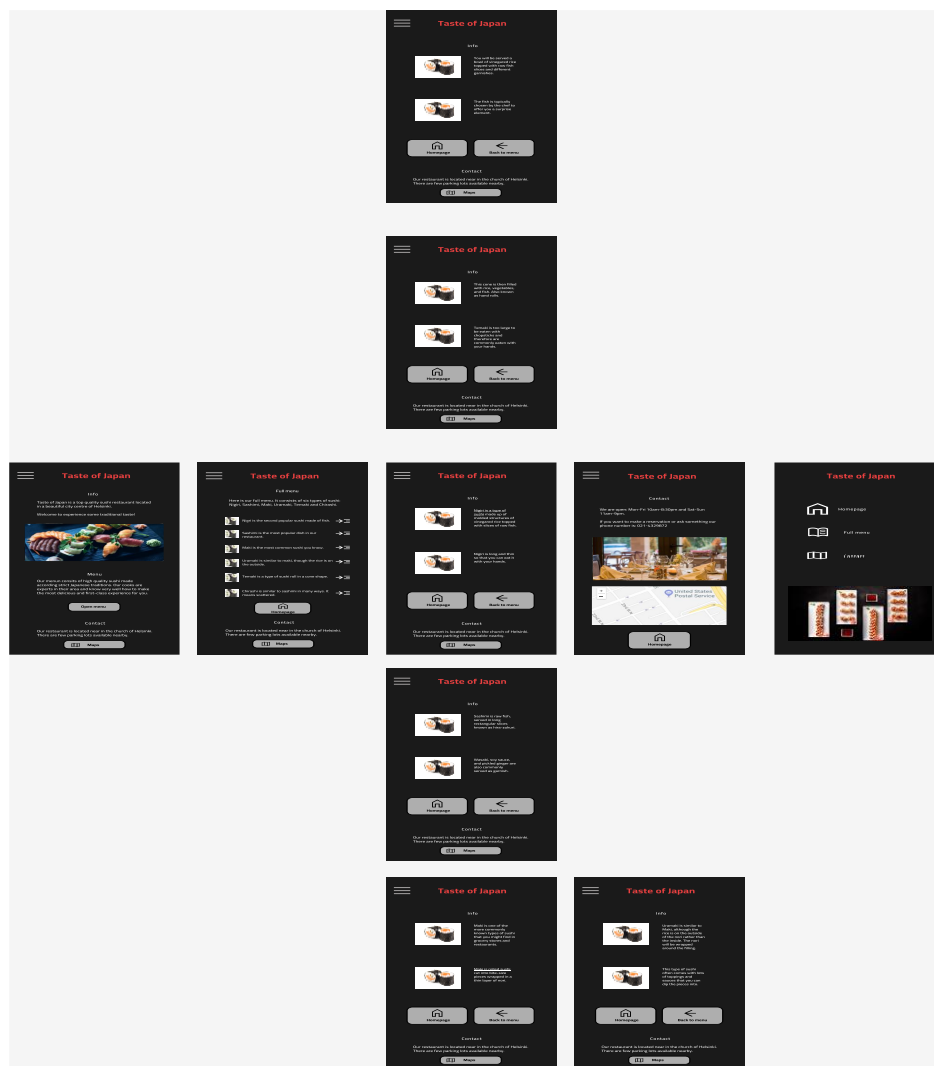Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur

Maps

# High-fidelity prototype

Here is a link to hi-fi prototype.

https://www.figma.com/file/oAcCbe2zk5y9iWe1yt5vfD/menupreviewapp?node-id=122%3A90&t=mbKK1MDkDluEwwdc-1

# Accessibility considerations

**1**

Checked the contrast with the WebAIM.

**2**

Used both icons and text to make navigation easier.

**3**

Used detailed pictures of sushi and descriptive text to help all users understand the designs.

# Going forward

- Takeaways
- Next steps

# Takeaways

## Impact:

Got positive feedback after showing the hi-fi proto to some people and fellow peers in the certificate course.

"I would like to use this app in real life."

"Nice work"

## What I learned:

While designing the app I learned that there are quite many steps in the design process and the iteration is continuing the whole process. Also there are many ideas and there could be so many design end results.

# Next steps

**1**

It would be beneficial to conduct another round of usability testing and make sure the users pain points have been effectively addressed.

**2**

Conduct more usability research if there are some new areas of need.

Thank you!