



Project Proposal

Project name - Search, Order, Done.

Company - Seoul Night 서 울 나 이 트

Owner - Jae Yoo

Address - Shop 1/16-20 Fort Street,
Auckland CBD

Contact - 09 558 2413

10/04/20 - 3/05/20

Project Cost + Terms & Conditions

Invoice

Name: Anthony Hong

Company name: Hyperlink

Address: 189 Portland Road, Remuera, Auckland 1050

Email: Anthony020674@gmail.com

Cellphone: 02108425452

1) Friday (10/04) - Friday(17/04)
8 hours/day x 5 days = 40 hours

2) Friday(17/04) - Friday(24/04)
8 hours/day x 5 days = 40 hours

3) Friday(24/04) - Friday(01/05)
8 hours/day x 5 days = 40 hours

4) Saturday(02/05) - Sunday(03/05)
8 hours/day x 2 days = 16 hours

Total hours = 136hours
\$50/hour (1,2 & 3 Weekends are excluded)

Total payments = 136hours x \$50 = \$6800

Timeline

- Company and User Research:
Friday 10th of April
- Brainstorm of Mockup + user testing & review:
Tuesday 15th of April
- Commencement on Mockup Design on Figma:
Wednesday 16th of April
- Design Mockup Complete:
Tuesday 21st of April
- Heuristic Survey & User Testing:
Wednesday 22nd of April
- Coding on Prototype:
Thursday 30th of April
- Mobile App Completed & User Testing and Review:
Saturday 2nd of May

Terms and Conditions with Contract: Separate file

Interview Questions & Business Goals

- 1) The Treaty of Waitangi is an important part of Maori society and it represents a huge part of their historical culture. The day brings forth partnership, participation and protection which underpins the relationship between the Government and the Maori. Would you be interested in using element of Maori culture to your business? For example; language, song or history. If yes, how can it help the Maori community and also bring relevance to your business? No, this is because our business sell Korean food and it is a Korean-style atmosphere. We have also already implemented korean culture by adding in the language for our logo and the food menu. At this stage of the business, it wouldn't make sense to add Maori culture to our business as it would defeat our purpose in showcasing the Korean-style culture which is our business theme and idea. Adding the Maori culture would not benefit or add more value at our current status. Perhaps in the future we may be able to implement the idea of The Treaty of Waitangi in another way.
- 2) What is the main goal or objectives in your business? Our main goal is to have higher revenue and sales and have consistent good service, food, beverage and showing our Korean-style night life in a bar. To achieve this goal our objectives will be targeting mainly university students. At the moment we have a lot of customers aged 18 to 30s, which are mostly Uni students. With this in mind, using the application for food ordering and reservations as well as discounts would be an ideal way to will raise interest and attention. Discounts and special deals will be an important element to our application because University students love these kinds of features and will also be available to other regular customers to pique their interest. Our bar is not very big, so the food ordering system and specials from the mobile application can provide the business with an ongoing and engaging target customer base.
- 3) Do you think customers will be looking at the Food menu through the mobile application before they arrive to the premises? If yes, how would it benefit your business? Yes, I think customers will be having a look at the food menu before they come to the bar. It gives a good insight of what kind of food is to be expected. It would benefit us in the ordering end, where normally our customers would be seated first and our staff would hand out the Menu. It would reduce waiting time for our staff members to take orders because the customers can already have a good idea of what they want before they arrive to the premises.
- 4) Can the business do delivery/pick up only or both? Since we do not own a company vehicle at the moment, we can only have the option to deliver by foot and most likely be only doing pick ups orders. If our staff member goes by foot we are happy to deliver within a few hundred meter radius that can be arranged through calls. If a delivery was made by our staff members during peak hours we are not able to handle the front of house as efficiently and so it wouldn't make sense to have them absent for the food delivery at this stage. However, our deliveries can be made through Uber eats since we are signed up with them currently.
- 5) When ordering food through the delivery/pick up only system, would the customer pay first? or when they receive the food? We would prefer to have the customers pay online first because we don't want to make things complicated at the front of house where there are indoor customers get the payments mixed up with the indoor customers. In the application we will require their names and contact details to let them know the food is ready for pick up or incase something happens.
- 6) Would reservations/booking systems be included? Yes, It would be beneficial for our staff members so they can do serving, washing and work on other things. The booking system would provide precise times for both customers and staff members to keep to the time.
- 7) Would it be crucial to have customers pick the table for reservations/bookings? Yes, customers picking the tables would allow efficient use of the space for our business. It would be nice to have customers pick their own table and to show which tables are already reserved.

8) Would there be deposits made for the reservations? (You can get your money back which will be deducted from your payments. If you cancel your reservations after opening hours you will not receive your deposit back). Yes, I think deposits would create better sales for the business. Sometimes when a big group comes to our bar we have to send them away because another big group has made bookings through the phone. If the reservations are cancelled the business has lost the customers that had to be sent away because of it. It would be fair to put a deposit system so that we don't lose valuable time and potential customer groups.

9) Would the application use a food ordering for table orders and also when making reservations/bookings? Yes, the business would like to use a food ordering system for table orders and also making reservations. It would be beneficial for customers and our front of house. For example: If a staff is taking food orders on one table and another table would like to order, they can do it online straight away without waiting for them to arrive to their table. It gives the benefit of customers who are ordering food on table to put through their orders faster than the table with staff members who are serving them. So the customers have a choice of either online table ordering or being served by a staff member.

10) Would it be necessary to have the customers know they have to be 18 or over to be able to make reservations/bookings on the mobile application and also require ID at arrival on the premises ? Since we are a bar it is necessary to show ID before they enter the premises. It would also be paramount to have an 18 and over sign before the customers make reservations and that they require ID through the mobile application.

11) Would it be beneficial to have special event updates? For example, Halloween, Christmas events? Yes, the special event updates will create a different buzz and atmosphere to our business. It is a chance to make higher sales for the business and a memorable night for our customers. On these nights, the business provides special items only available for these particular events. This can trigger a Word-of-mouth marketing (WOM marketing) through social media in which the business doesn't need to separately invest into any other costly marketing scheme. Through WOM the customers will get to know that there is a mobile app for Seoul Night which will create a natural awareness of the bar who hasn't visited before and increase the users for the app.

12) Would any form of Meal deals/yearly membership/Chefs special, be included? Yes, the business would like to promote Chef's special monthly to create excitement to the menu. We may add special meal deals weekly/chef's special/monthly to make customers use the mobile application more and create higher sales. We would like to have these special deals and new food menu to be only available on the Mobile application. In doing this, it will create a platform where the University students and other customers will be encouraged to use the application.

13) Are there anything you would like to add or take away that would help with the users experience with the mobile application? If yes, what is it? And does it tie back with your business objectives? Not as of now, however, if there are any additional things that customers would like to have or experience from our bar, we welcome any new ideas.

Business Goals

- 1) To encourage customers to engage with viewing the menu when ordering or viewing the mobile app.
- 2) To reduce bulk table ordering and encourage food order through the app for swift service.
- 3) Reward for our university students and other regular customers (age 18 - 30).
- 4) Market updates of special events and new foods as soon as possible through the mobile app.
- 5) Making online food order through pick up and reservations features available to regular customers.

Project Overview & The treaty of Waitangi

Overview

My mobile application creates a new platform where all customers are able to order food online whether it be inside or outside the Seoul Night premises. The app will provide features such as reservations, table order and pick ups where food ordering options will be made available for these different options. There will also be pick up and preparing times showing on these features which allows customers to have a good indication of knowing when the food is ready.

Target Audience

The target audience for this project is customers aged between 18 and 30s. Most of which are University students or students in general.

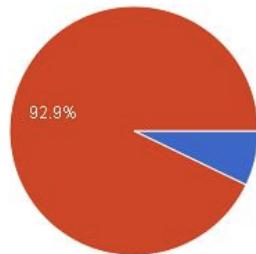
Identifying relevant implications of the Treaty of Waitangi

I had mentioned and identified the use of the Treaty of Waitangi for the business of Seoul Night through the interview. However, the owner answered that an additional cultural element would not be necessary at this stage of the business as it is known as a Korean bar to their local and regular customers. The business was already implementing the use of the Korean language on the Menu and the Logo. Placing Maori language within the app would be nice, but wouldn't bring any benefits or add any particular value to the korean-style atmosphere for the business. On the positive note, the owner did mention that they would encourage the useability of Maori culture in other ways if necessary in the future.

Survey & Evaluation - (Existing Customers Only)

1) Do you think the Seoul Night should incorporate elements of Maori culture? (For example; language, song or history.)

14 responses



- A) Yes, it will be able to bring relevance to Seoul Night and also benefit the business.
- B) No, the bar is Korean-style based and it will not bring relevance to the business.

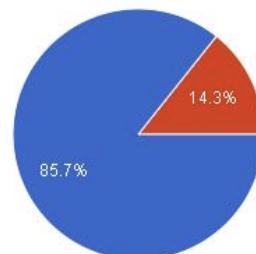
For the first question - If yes, please state your opinion:

0 responses

No responses yet for this question.

3) Do you think you'll be looking at the food menu if there was a mobile application for Seoul Night before you arrive to the premises?

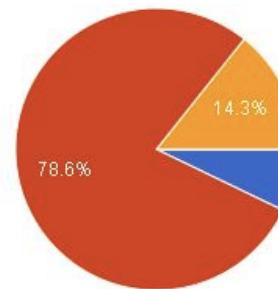
14 responses



- A) Yes, I will definitely be looking at the food menu at least once on the mobile application before I go to Seoul night.
- B) No, I will not be looking at the food menu on the mobile application. I can go see it myself when I go to Seoul Night.

2) What does Seoul Night bring to you?

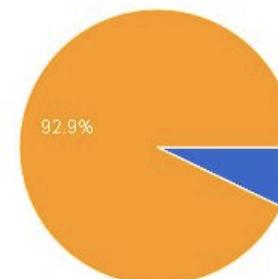
14 responses



- A) Good food and beverage.
- B) Good atmosphere, food and beverage.
- C) I don't like Seoul Night.
- D) I have never been to Seoul Night.

4) Do you think Seoul Night should have food delivery / pickup only? Or both?

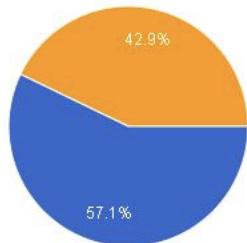
14 responses



- A) I would like food delivery only.
- B) I would like pickups only.
- C) I would like both food delivery and pickups.
- D) No, I would like none of these options.

5) Would you want to pay online before you receive the food? Or after you have received the food?

14 responses



- A) Yes, I would like to pay online first to receive my food.
- B) No, I would like to pay after I have received my food.
- C) I don't mind any payment method as long as I receive my food.

6) Would you want to have reservation systems used for the mobile application?

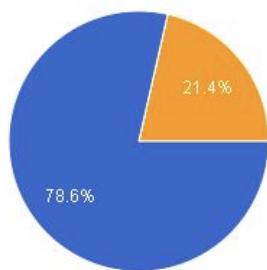
14 responses



- A) Yes, I would like to make reservations through the mobile application.
- B) No, I'll just go whenever I feel like it. If the bar is full I'll go next time.

7) Would you want to pick the tables you sit inside the bar for the reservations?

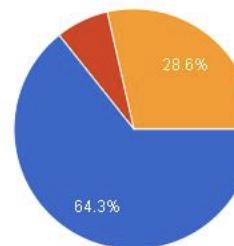
14 responses



- A) Yes, I would like to pick my table area in Seoul Night.
- B) No, I don't like to pick my table area in Seoul Night.
- C) I don't mind where I sit.

8) Do you think Seoul Night should have a food ordering system for table order and also after making reservations through the mobile application?

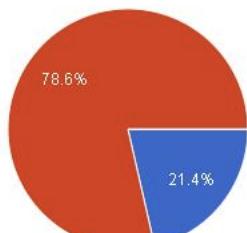
14 responses



- A) Yes, I would like order food through the mobile application when I'm at the bar and also after I have completed my reservations.
- B) No, I want to order food when I'm at the bar. I also don't want to order food after I have completed my reservations.
- C) I don't mind. It doesn't bother me.

9) Do you think there should be deposits made for the reservations? (You can get your money back which will be deducted from your payments. If you cancel your booking after opening hours you will not receive your deposit back).

14 responses



- A) Yes, I think it's fair since I get my money back if I go as planned.
- B) No, I don't want to pay a deposit when I do reservations.
- C) I don't mind whether I pay a deposit or not.

10) Do you think it's necessary to have the customers know they have to be 18 or over to be able to make reservations on the mobile application and also require ID at arrival on the premises?

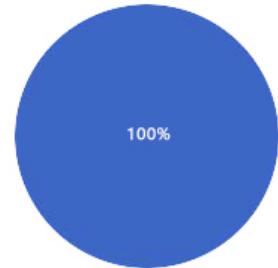
15 responses



- A) Yes, it is necessary to have it notified through the mobile application because it allows me to bring only friends who are 18 or over.
- B) No, I don't want to show ID because I've been there many times and the staff members already know me.

11) Would you like to have updates on special events for the mobile application? (For example, Halloween, Christmas events?)

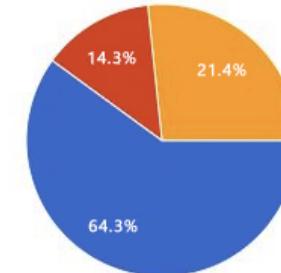
15 responses



- A) Yes, I would like to try out the new food, deals and enjoy the special theme.
- B) No, I don't want Seoul Night to have special events. I like the original theme as it is.

12) Would you like Meal deals / yearly membership / Chefs special, to be included?

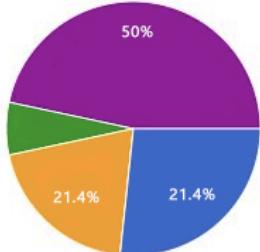
15 responses



- A) Yes, I would like meal deals and chefs special.
- B) Yes, I would like yearly membership.
- C) Yes, I would like meal deals, chefs special and yearly membership specials.
- D) No, I'm not interested.

13) What would you be viewing or using the mobile application the most?

15 responses



- A) I would see the food menu and use table order the most.
- B) I would see the food menu, use the reservations and delivery the most.
- C) I would see the food menu, use the table order, reservations, and delivery the most.
- D) I would see the special events and use deals (meal deal, yearly member...
- E) All of the above.

14) Are there anything you would like to add or take away that would help you using a mobile application for Seoul Night? Please answer yes or no. If yes, what would it be?

6 responses

No

Song requirement

no

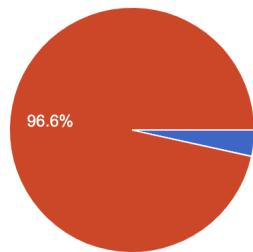
Evaluation

The reason why I have chosen to survey existing customers and others separately was to identify if the results would make any difference on my initial app design concepts. What regular customers and non-regular wanted could provide a coinciding evidence of which features would be appropriate for all users.

Survey & Evaluation - (Existing customers & others)

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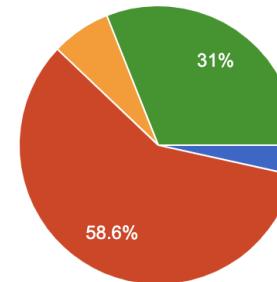
29 responses



- A) Yes, it will be able to bring relevance to Seoul Night and also benefit the business.
- B) No, the bar is Korean-style based and it will not bring relevance to the business.

2) What does Seoul Night bring to you?

29 responses



- A) Good food and beverage.
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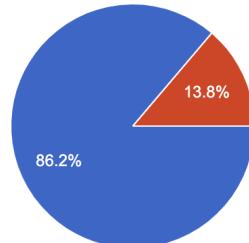
For the first question - If yes, please state your opinion:

1 response

Although my first thought was NO. It would be cool to see some exploration on some Kiwi/Maori elements could be blended with Korean culture. I would imagine there will be lots of Korean tourists patronizing the establishment. A touch of Kiwi/Maori culture will give them a unique NZ experience to bring home.

3) Do you think you'll be looking at the food menu if there was a mobile application for Seoul Night before you arrive to the premises?

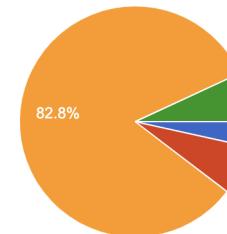
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- A) Yes, I will definitely be looking at the food menu at least once on the mobile application before I go to Seoul night.
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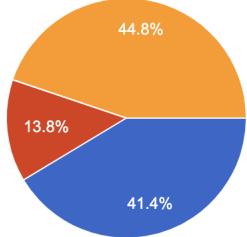
29 responses



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- D) No, I would like none of these options.

5) Would you want to pay online before you receive the food? Or after you have received the food?

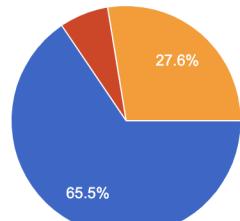
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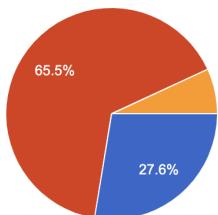
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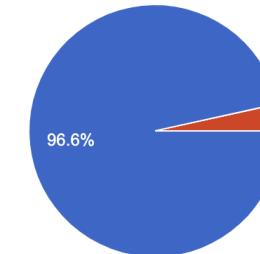
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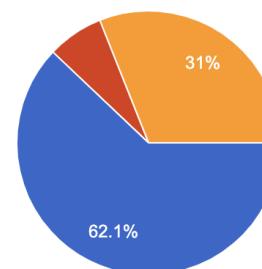
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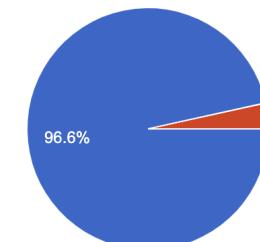
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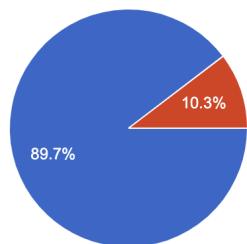
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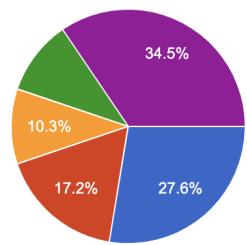
29 responses



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13) What would you be viewing or using the mobile application the most?

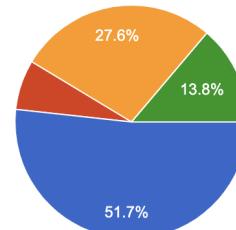
29 responses



- A) I would see the food menu and use table order the most.
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- C) I would see the food menu, use the table order, reservations, and delivery the most.
- D) I would see the special events and use deals (meal deal, yearly members...
- E) All of the above.

12) Would you like Meal deals / yearly membership / Chefs special, to be included?

29 responses



- A) Yes, I would like meal deals and chefs special.
- B) Yes, I would like yearly membership.
- C) Yes, I would like meal deals, chefs special and yearly membership specials.
- D) No, I'm not interested.

14) Are there anything you would like to add or take away that would help you using a mobile application for Seoul Night? Please answer yes or no. If yes, what would it be?

15 responses

No
no
1: I don't usually make reservation. However, it would be cool to see if the place is full or not
2: It is important to clarify about the age restrictions on the app. I don't mind how the business enforces it up
I think they already have an app for Seoul Night. You should look it up :)
Song requirement
Aesthetic and catchy

Evaluation

From the collected data, 14 responses were existing customers and 15 responses were randoms (non-regulars.) After the non-regulars responded, we are immediately able to identify that 31% of people have never been to Seoul Night and already 6.9% of people who didn't want the food delivery or pick-up options available to them because they aren't as interested. The credibility of the business has also dropped from seeing the 13.8% increase in the section where customers would only like to pay after they have received the food. The results have shown that Seoul Night has not yet earned the trust of random customers to a wider market and is not well known, whereas Pizza Hut or Dominos the customers wouldn't be sceptical about paying first. Another part of the non-regulars responded with a 'no' to have Seoul Night to include meal deals, yearly memberships and the interesting thing is that they would like to use the mobile app for seeing the food menu, use the table order, make reservations and deliveries the most.

UX research to form design concepts

Apply Formative UX research techniques to form initial design concepts

After a collection of data through customer interview questions, I have thought about what features I should use to achieve the business goals more efficiently. Below are valuable information of what majority of customers have chosen and decisions of what features to include for the mobile app.

- 86% of customers wanted to look at the menu through the mobile app before they visit Seoul Night.
I will create a feature that will show the full menu with drinks that the Seoul Night provides. It may include a button to add into a food ordering system.
- 82.8% of customers wanted both food delivery and pickups.
Unfortunately, as much as I would have liked to use the delivery options with the pick up, the company was already using a delivery option through ubereats. They also didn't own a company vehicle for separate deliveries, so I have decided to go with the pick up option which will be targeting the regulars who want to enjoy the food but want to eat at home.
- 41.4% of customers wanted to make payments first & 44.8% didn't mind any payment method as long as they received their food.
For the payment method, the majority of the customers didn't mind any payment option as well as wanting to make online payments first before they received the food. From this outcome, I have decided to make a choice of both pay at the counter and pay now buttons. Customers can choose from paying at the front counter or can pay online using a debit card or credit card options.
- 96.6% of customers wanted to make reservations through the mobile app.
Deciding to have a reservation feature was the easiest decision to make as most customers wanted to use this through the app.

- 65.5% of customers wanted to pick their table area in Seoul Night.

The premises is fairly small and can sometimes be a full house on weekends especially. It would be necessary to have this option to fully maximize the efficiency of the space.

- 62.1% of customers wanted to order food through the mobile application when they are at the bar and also after they have made reservations.

A feature for table orders and make food orders after making a reservation would efficiently make use of the time for chefs to be prepared of what is to come and also customers wont have to go through the process of doing a table order if they have already did it through the app after reserving their spot at the bar.

- 65.5% of customers didn't want to pay a deposit when they made reservations.

I have decided to eliminate the deposit option for the reservations as most customers were not happy to pay for it.

- 96.6% of customers thought it was necessary to have a 18 & over sign and an ID requirement notification through the mobile app.

I think it was crucial to have sign before making reservations that all customers require ID before entering the premises and also that they had to be 18 and over because the bar sold alcohol.

- 89.7% of customers wanted updates on special events and enjoy the new food, deals and the special theme.

I have decided to place the special event updates on the main home page as a newsfeed because it will be the first section that appears on the mobile app after the main details (location, contact, opening hours, etc) which will also be situated on the dashboard.

- 51.7% of customers wanted to enjoyed meal deals and chef's specials.

The regular customers had a result of 64.3% that wanted to enjoy the meal deals and chef's special. So this section of features will target the university students and others who use the mobile app. I will also add in a student's discount for all university students to enjoy.

- 27.6% of customers decided they would view the food menu and use the table order the most while 34.5%, wanted to view and use all of the features (**includes**, viewing food menu and updates on special events, making reservations, deliveries and using meal deals)
- Overall, I think adding in all these elements from the '**include** option' would be beneficial to creating a reward system for mobile app users only which can increase a close connection with the customers through their device. I have also taken into account what the regular customer had commented which they wanted a song requirement. From this, I would like to add a song playlist where the customer is able to add a favourite song to the bar's playlist and will be played on the day.

Visual design principles

Understand and implement visual design principles in a website

I had a look at the Seoul Night website and there were some themes that I could simulate on my mobile application. Overall, I found that the website was simple and straight to the information, nothing fancy or difficult to navigate through. I have decided to use this straight forward theme with simple colour schemes and basic information about what each features do, where it is necessary to do so. Below are the basic visual design principles I have chosen implement in my mobile app:

Font - Style:

Logo - 'Orbitron', sans-serif;

All headings & title - 'Chelsea Market', cursive;

Body of texts/Content - 'Roboto', sans-serif;

Colours:

For all header and footer - #D53A48



Completed tasks - hex: #a9c160;



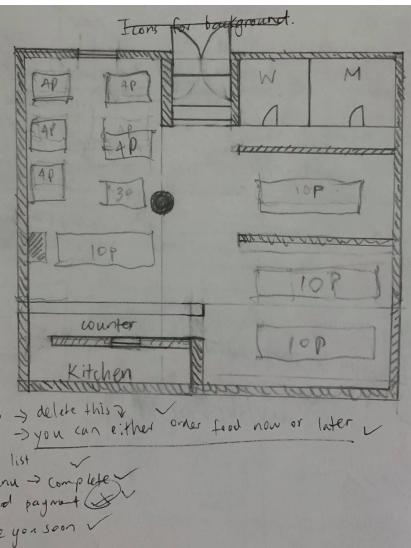
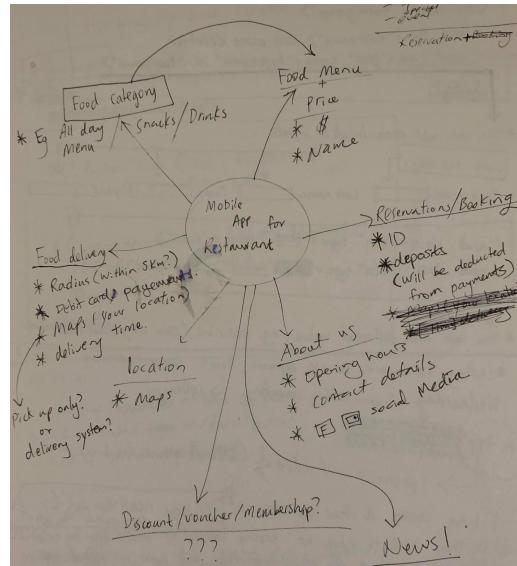
Any type of ordering section - #9ca4bc



Any body texts - black, grey & white



Mock up - (Brainstorming, Basic sketch of Idea & layout)



MAIN HOME - MOBILE APP IDEA -

HOME: About us + location + News update + Social Media

MENU PAGE: FOOD MENU ★

FOOD MENU: ALL DAY MENU, SNACKS, DRINKS, SPECIALS

Call to action button (Results after): FOOD MENU ★

FOOD MENU: ALL DAY MENU, SNACKS, DRINKS, SPECIALS

Reservations

RESERVATIONS: +18 ONLY! [ID REQUIRED AT ENTRANCE]

Food delivery/order Pickups

FOOD ORDER: TABLE ORDER, PICK-UP ORDER (Delivery 0800 000 000)

Specials (meal deal / event special / chef's special)

SPECIALS: MEAL DEAL, CHEF'S SPECIAL, STUDENT DISCOUNT, YOUR SONG PLAYLIST

Reservations

RESERVATIONS: +18 ONLY! [ID REQUIRED AT ENTRANCE]

Time: W W M M P P KITCHEN

Food Order Now

RESERVATIONS: +18 ONLY! [ID REQUIRED AT ENTRANCE]

Time: W W M M P P KITCHEN

Food Order Now

Food delivery/order Pickups

FOOD ORDER: TABLE ORDER, PICK-UP ORDER (Delivery 0800 000 000)

Specials (meal deal / event special / chef's special)

SPECIALS: MEAL DEAL, CHEF'S SPECIAL, STUDENT DISCOUNT, YOUR SONG PLAYLIST

Mock up - (Figma)

After brainstorming what I would have used for my mobile app, I started creating the overall design, layouts and the main contents. I have also wireframed them so users can get a feel of what each function does. The following page will present collected data to show what was good and what needed to be improved on.

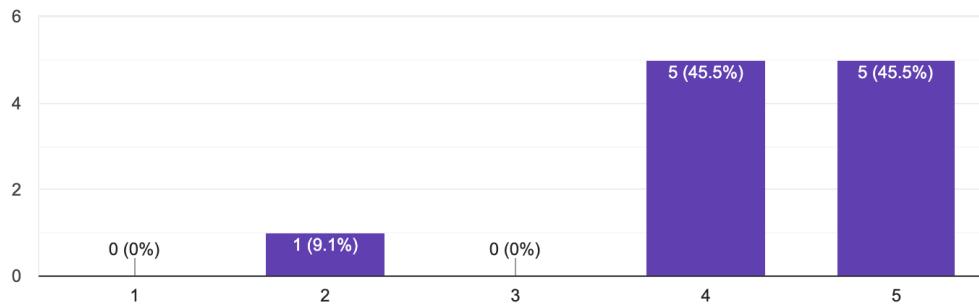
Below is the link to figma with the mock up design:

<https://www.figma.com/file/tgZUj8TcALguUhVeB76vMI/Mock-up-final?node-id=0%3A1>

Heuristic Survey - (Data Collection from Mock Up)

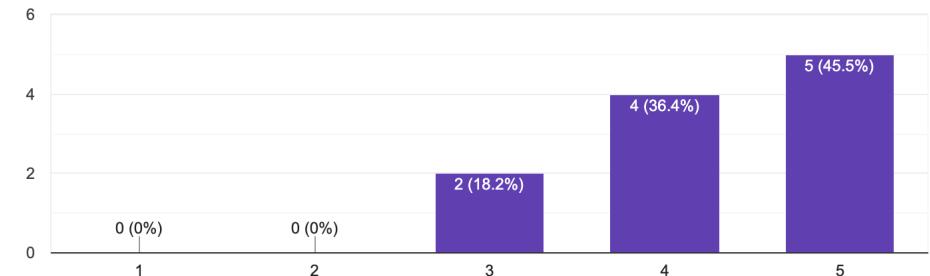
1) Were the first few pages clear about the information for each feature and what is to be expected?

11 responses



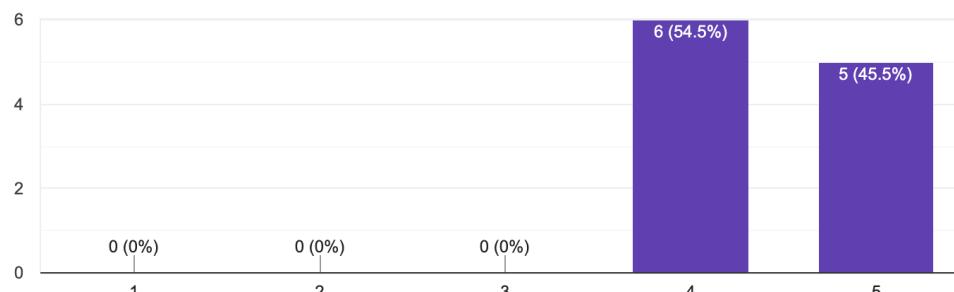
2) Does the app show a good consistency and flow in terms of the colour theme and overall design?

11 responses



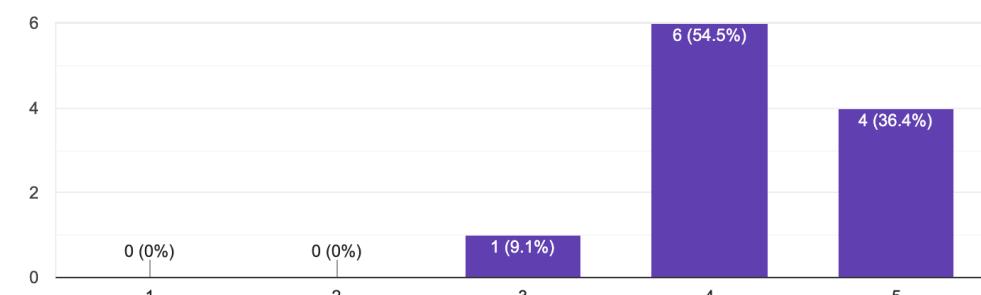
3) Was there a clear hierarchy between each of the headings and the featured contents?

11 responses



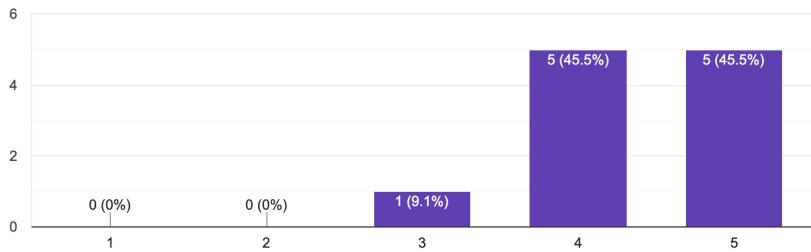
4) Within the food ordering sections through each feature, was everything clear and easy to follow?

11 responses



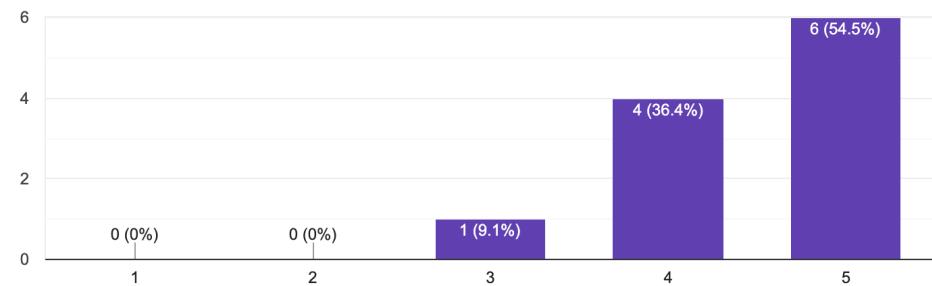
5) Did each page with additional information help you better understand the content of the ordering system?

11 responses



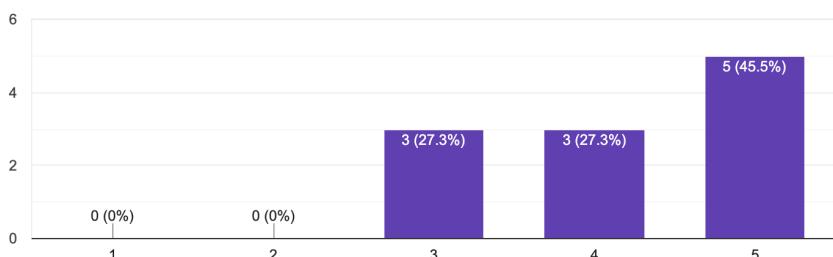
6) Does the icons relate to its featured content?

11 responses



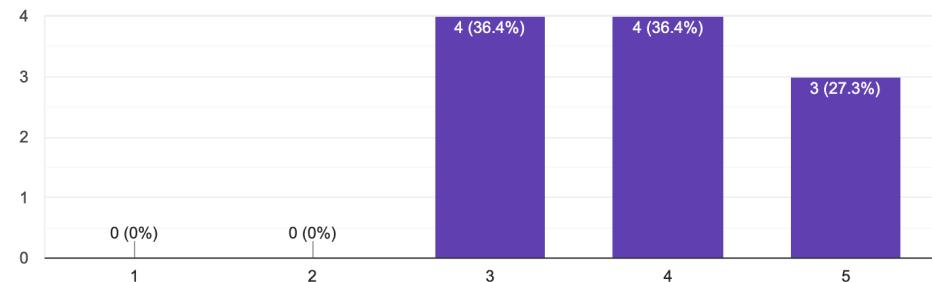
7) Does the imagery relate to each headings?

11 responses



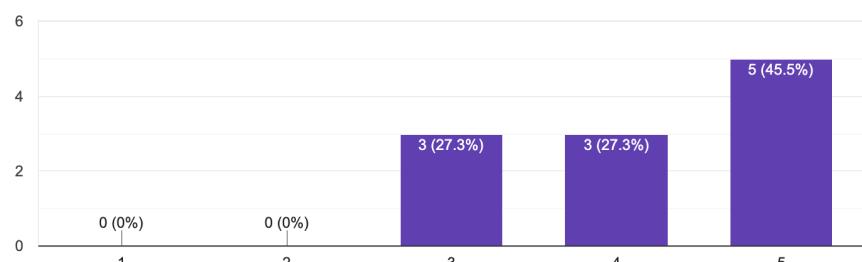
8) Were the font size appropriate for each page?

11 responses



9) Did the spacing of content on every page make sense?

11 responses



10) With the overall flow and the ordering steps, does the order of content make sense? Is the app also easy to navigate through overall? Any feedback is encouraged here, thank you:

11 responses

- front colour too simple
- Personally I found there was alot of pages in the beginning, but I thought it was overall good work done :)
- this is all good
- yeah i think it was overal very smooth and easy to understand. Bit bigger font size could be better, but this is completely up to you
- Fonts are pretty small and hard to read on the introductory pages and the choose music page. Lots of content. Lots to read.
- Looks great but maybe you could have sections divided in the all day menu section like pork chicken stew soup etc
- It's pretty good to me
- Wow, That is a very comprehensive mockup. I was looking for a button to add a item to the order.

Usability Standards - (Mock Up)

Showing usability standards and use appropriate testing methodologies to ensure those standards are met

A collection of the heuristic survey data shows a variety of usability standards have been met and only a few minor changes was needed for improvements.

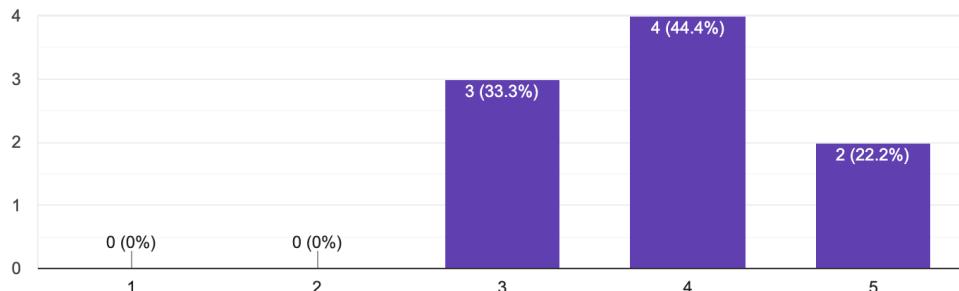
Improvements needed based on user's response:

- 1) There needs to be different font colour applied on some pages which can bring a more vibrant feeling.
- 2) I found that there was lots to read during the first few pages which presented the instructions on what is on each feature. I will eliminate the instructions and try simplify the features, so that users can learn by using the app rather than reading through all the information.
- 3) I will increase the font size as most users found it was too small.
- 4) I will put an add button for each of the items from the menu and specials section where it will be necessary.

Heuristic Survey - *(Data Collection from Final Prototype)*

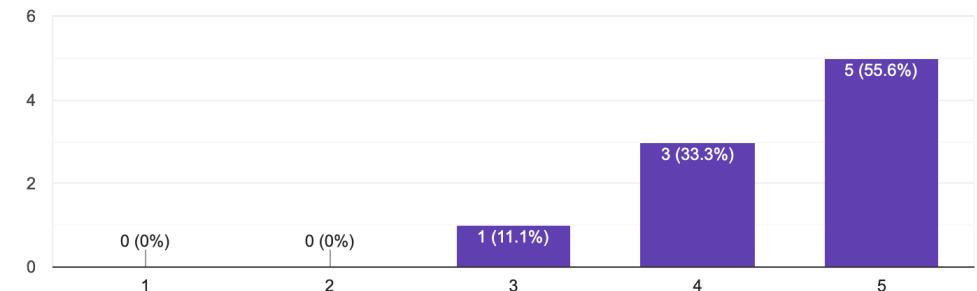
1) Was the colour theme simple and easy on the eye?

9 responses



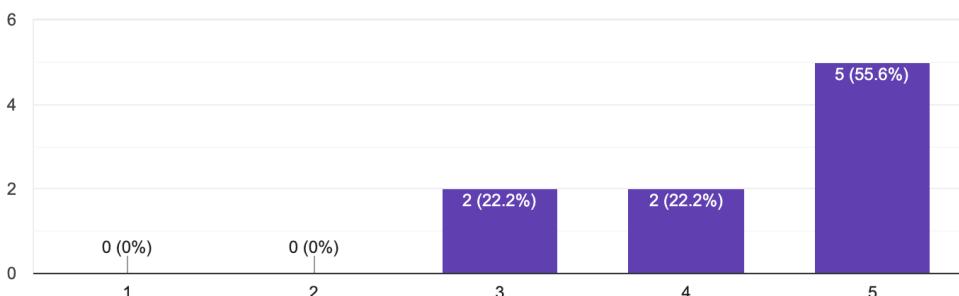
2) Did the font-style give a sense of hierarchy to certain sections?

9 responses



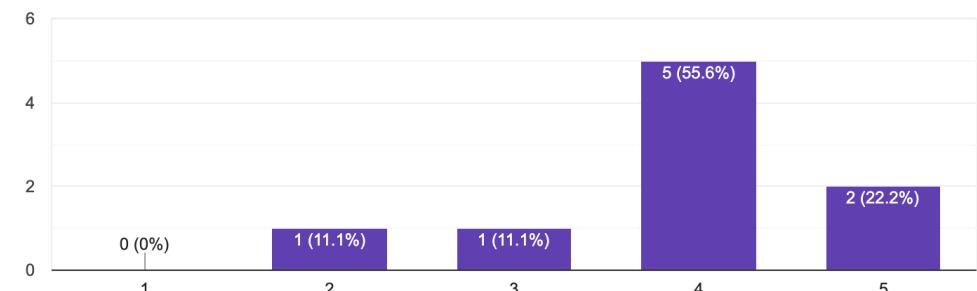
3) Does each page have a clear heading as to what it is about?

9 responses



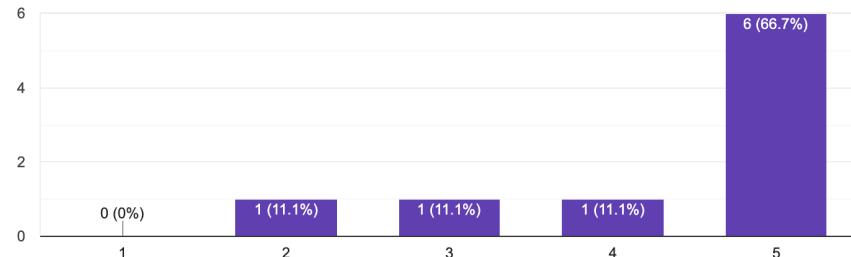
4) Was the font size clear and easy to read?

9 responses



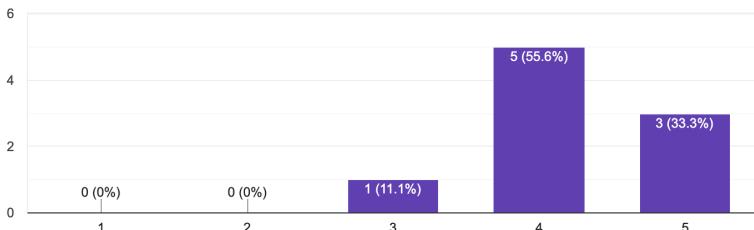
5) Were the food ordering simple to complete?

9 responses



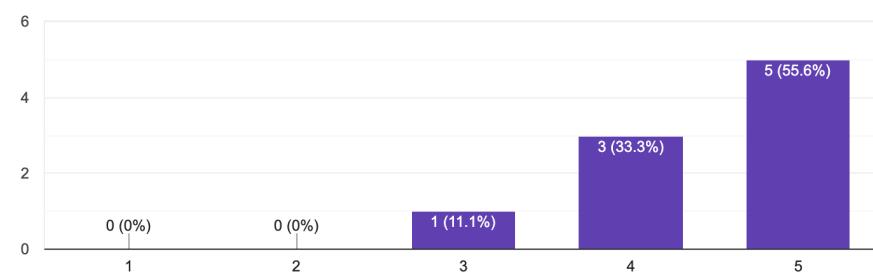
7) The search on the menu and special feature has a search option, would it help what you need to find within those sections? (Assuming the search option works and you find what you need with key words.)

9 responses



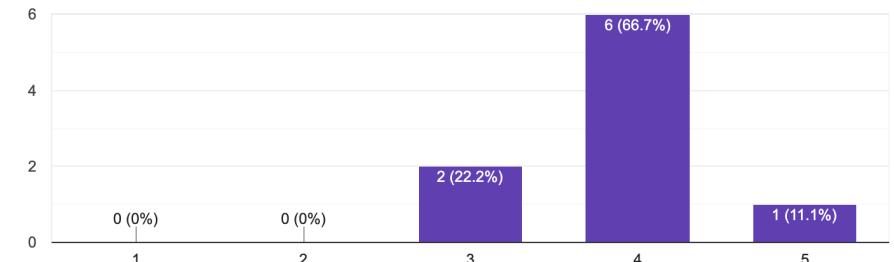
9) If you were a regular customer, would you use the app for Seoul Night?

9 responses



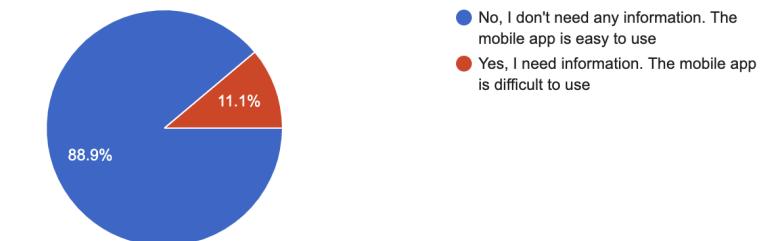
6) Was the information given on each page necessary and clear?

9 responses



8) Do you need a information about how to use the app? or were the functions easy to follow?

9 responses



10) Any feedback on the overall mobile app is encouraged for future developments.

9 responses

good

for elderly enlarge font size

-

Everything was awesome. looked vibrant and great design man. I just feel the app design is a bit busy and would like it a bit more if it was a bit simpler and less busy but that's my personal preference. Overall mean design man. Goodluck!

Initially when link is opened, the seoul night poster appears, but no directions to how to navigate from then on. Would be good to have a page that introduces seoul night plus the image not just the full size image on the link page straight away with no directions

It is very comprehensive

Useability Standards - (Final Prototype)

What other minor changes I have made to Mock Up

- 1) I got rid of the rounded shape at the header to make it flat. I have done this too make the app have a better consistency and also because it felt like by having that made it look unbalanced.
- 2) I have excluded the background images for each categories of menu and specials after users had tapped on them so that they presented with a more clean heading of the pages.
- 3) I have made a 'back' button on some pages where it is necessary next to the headings. This was because I have made the same header available for every page and by placing the back button next to the headings, users would be able to easily identify and apply it when they need it.

Achievements

- 1) I have managed to make clear hierarchy using different font style.
- 2) I have made clearer headings to identify each page's content
- 3) Eliminating the instructions how what each feature does made it more simple. Most users agreed that the functions were easy to follow and didn't need the introductory.
- 4) I got rid of some extra pages from the food ordering sections which most users found more straightforward

Conclusion

My thoughts

Overall, I think I have made good improvements to the mobile app, although there were some areas I could have focused more on. In the end I have scored over a 4 average out of 5 of users wanting to use the app if they were a regular customer, so I'm pleased with the results.

Improvements

- 1) I could have made a welcoming page for users to introduce what Seoul Night is.
- 2) The information on some pages were not necessary and clear. I would need to cut down on unnecessary contents.
- 3) Unfortunately, the font sizes had mixed results. I would need to figure out how to maximize content quality and make the fonts bigger.
- 4) The color theme could be improved on. I would need to do more research which colours would complement each other the best to make it more visually appealing to the user.

Business requirements met?

Use a developed strategy to implement business requirements

- 1) To encourage customers to engage with viewing the menu when ordering or viewing the mobile app.

I have made a food menu page excluding from the food ordering section so that customers can have a look at the menu without having to order food.

- 2) To reduce bulk table ordering and encourage food order through the app for swift service.

I have created a quick table ordering section at the top right hand corner of the app which is available anytime for the user to order food inside the premises. It will be a fixed feature so users can apply it when they are viewing other pages.

- 3) Reward for our university students and other regular customers (age 18 - 30).

I have applied a specials section which brings interest to our customers. By making specials only available to those who use the mobile app will establish an all time connection with the business through their cell phones.

- 4) Market updates of special events and new foods as soon as possible through the mobile app.

By having updates on special events and chef's specials on the specials page is again reinforcing the user to engage with the app and have ongoing connection through their cell phones.

- 5) Making online food order through pick up food and reservations available to regular customers.

I have made available options of pick ups and reservation on the app and it allows customers to get used to the online ordering system. It presents a faster handling of food ordering and would encourage use the table ordering system when customers are at the premises.

Group project

Participate in a group project to achieve a common goal

Group 3 - For our group meeting on the 17th of April, our group has discussed what we have accomplished for the project so far and suggested ideas to help with their individual apps. I have also completed all of our team mates survey to help with their UX research.

For bradley's (panasonic app - electronic controls) project, I have suggested it would have been nice to add a fix order. If the customers have an electronic item broken and would like to get it fixed they would do it through the app. They can then get a quote from them directly and all they had to do is drop off their product to their nearest local store at any time.

For Erica's (Starbucks app) project, I have suggested application of digital reward systems to be used, so that it would eliminate the stamp cards. It would provide convenience and less trouble to carry around the card because sometimes the customers may forget to bring it with them.

Copyrights

Abide by standard copyright conventions

Below are links to all the images I have used for this project:

Some of the image links are not listed below and are posted on instagram. I have screen shot it to use for my project. All images can be found on their Instagram. (Instagram Id name: seoulnightnz.)

- https://heartofthecity.co.nz/sites/default/files/styles/social_media/public/2019-06/seoul-night-v1.jpg?itok=4WIRI2QQ
- https://heartofthecity.co.nz/sites/default/files/styles/ratio_5_x_3_medium_/public/2019-06/seoul-night-v2.jpg?itok=3Z-P9mFR
- <http://www.seoulnight.co.nz/>
- <https://b.zmtcdn.com/data/pictures/2/18835412/5d4fc2633009131b89da45e9ce6e9efb.jpg>
- https://heartofthecity.co.nz/sites/default/files/styles/ratio_5_x_3_medium_/public/2019-06/seoul-night-v5.jpg?itok=u4aqcnV_
- https://www.google.com/search?q=seoul+night+food+fort+street&tbs=isch&ved=2ahUKEwi9qbjurZHbAhVA2HMBHYLcDYQQ2-cCegQIAAA&oq=seoul+night+food+fort+street&gs_lcp=CgNpbWcQAzoECAAQGFCP6h1Ys_YdYKz3HWgAcAB4AIAB2QGIAe8OkgEFMC45LjKYAQCgAQGqAQtn3Mtd2l6LWI+tZw&sclient=img&ei=kWarXv2cEMCwz7sPgrm3oAg&bih=937&biw=1920&rIz=1C1CHZL_enNZ722NZ724#imgrc=ggGi0mVNn-DbfM
- <https://b.zmtcdn.com/data/pictures/2/18835412/10b907bb5b1714d6434e5ddb5a4b6c89.jpg>
- https://heartofthecity.co.nz/sites/default/files/styles/ratio_5_x_3_medium_/public/2019-06/seoul-night-v6.jpg?itok=A4OwtOHI
- <https://www.vectorstock.com/royalty-free-vector/doodle-food-icons-seamless-background-vector-5273094>
- <https://www.vectorstock.com/royalty-free-vector/wave-sound-neon-background-music-flow-vector-24695618>
- <https://www.aucklandnz.com/visit/taste/dining/bars/seoul-night-auckland-cbd>
- <https://concreteplayground.com/auckland/restaurants/seoul-night>
- https://www.docsketch.com/get-started-template/?template_id=2