

The Caribbean Grille Online Menu

 **The Caribbean Grille**



Welcome to the Caribbean Grille!

We are a Casual, Colorful Restaurant offering Jamaican & Caribbean Specialties

Our Menu

The Caribbean Grille is a full-service, S.Y.O.B (wine, champagne, and beer) restaurant located in the heart of Philly. We use fresh, locally sourced ingredients to create dishes that best represent a true taste of the Caribbean. Our fresh, modern, and simply delicious take on food keeps our customers coming back for more and has earned us recognition as one of Philly's top Caribbean Restaurants! We look forward to serving you.

[See Menu](#)

Reviews

As a first time visitor, my experience at this restaurant was great! The food was excellent, the staff was friendly, and the atmosphere matched the laid-back tropical theme. Me and my family will definitely be back and I highly recommend this place to anyone looking to expand their culinary experience!



Lashia,
Philadelphia

 **The Caribbean Grille**

[← Back](#) **Signature Dishes**



Jerk Chicken



Curried Goat



Jerk Marinated Grilled Pork



Rasta Pasta

Appetizers

Soups & Salads

Classics

Specialties


Pasta & Vegetarian

Sides




Sauces

Desserts

Beverages

 **The Caribbean Grille**

[← Back](#) **Your Order**

	QTY	Price
<div><p>Jerk Chicken Quesadillas Type special instructions here</p></div>	X <input type="checkbox"/>	\$8.50
<div><p>Curried Goat Type special instructions here</p></div>	X <input type="checkbox"/>	\$22.25
<div><p>Bananas Caribbean Type special instructions here</p></div>	X <input type="checkbox"/>	\$5.00

[Edit Order](#) Tax: \$1.05

Subtotal: \$36.80

Note: Order is for pickup only. The Caribbean Grille does not offer delivery.

[Proceed to Payment](#)

Visit Us!

Sunday: Closed
Monday: Closed (Private Events Only)
Tuesday thru Thursday: 4pm - 10pm
Friday: 4pm - 11pm
Saturday: 4pm - Midnight

Address, Philadelphia, PA 19141
Phone: ###-###-####

Get Social:




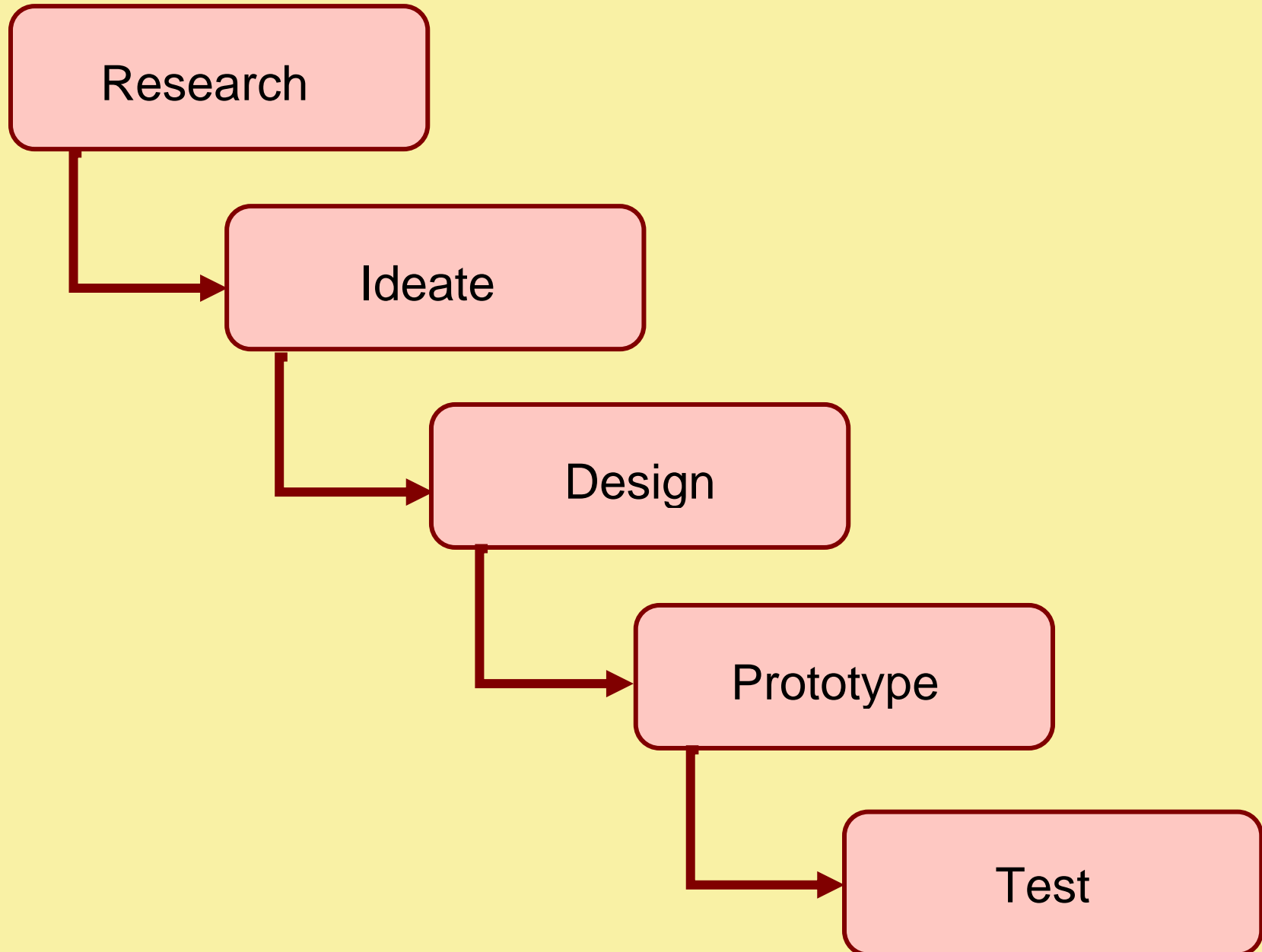


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Design Process



Project Background

Design Prompt: Design an online app for a local restaurant

Project Background

The Caribbean Grille is a renowned Jamaican restaurant located in the heart of Philly. This restaurant has received many praises and is highly ranked on Trip Advisor as a go-to place to eat for visitors of the city. However, the original online menu on the website is difficult to navigate, lacks clarity, and is overall subpar compared the restaurant's excellent cuisine and dining experience. The restaurant's site features two menus: one that lists the food offerings and prices and one that can be used to create an online order. The former is outdated and requires tedious navigation, while the latter is not fully functional and contains contradictory information about the menu. In a time and place where great dining options are plentiful and time is limited, the experience of a restaurant's website can be a deciding factor in whether or not potential patrons visit.

UX Research

UX Research con't



Amanda Wynn

Age: 28

Education: MS in Education

Hometown: Philadelphia, PA

Family: Single

Occupation: Teacher

"I am have been to the restaurant 3 times already. Each time I go, I like to try at least one new thing on the menu."

Goals

- To explore menu options
- To pick new menu items to try with each visit
- To develop a diverse taste of Caribbean Cuisine

Frustrations

- Doesn't have menu memorized and wants to look up different items to try
- Judges' food based on appearance rather than description; needs visuals on menu

Amanda is a Philly native who recently discovered the Caribbean Grille. Her first experience eating there was so great, that she has already been back several times. Because there are so many great selections, she likes to try something new each time she eats there and hopes to eventually have experienced a diverse array of Caribbean cuisine. The restaurant is a little far from her apartment, so she is not able to eat there regularly. She wishes she could explore the menu in advanced to narrow down her options of what to try each time she does get a chance to eat there.

UX Research con't



Bob Doe

Age: 58

Education: Technical School

Hometown: Philadelphia, PA

Family: Married w/ 4 kids

Occupation: Technician

“Me and my wife love to explore new restaurants/cuisines, but we can’t eat food that is too spicy. It is convenient when the menu tells how spicy an item is.”

Goals

- To explore and enjoy new cuisines
- To avoid eating foods that are too spicy

Frustrations

- Menus that don’t show how spicy different dishes are
- Wants to explore menu ahead of time to get an idea of what to order
- Wants to distinguish traditional Caribbean dishes from non-traditional

Bob is looking to take his wife to a restaurant for dinner to celebrate their anniversary. They love to try cuisines from different cultures, and while searching for restaurants, Bob came across the Caribbean Grille. The restaurant has top reviews and sounds appealing, so Bob decided to take his wife there in hopes of trying some authentic Caribbean dishes. However, Caribbean cuisine can vary in spice level, and Bob and his wife are sensitive to very spicy foods, so some dishes they will have to avoid or request reduced spiciness. Bob wishes he could distinguish traditional dishes from non-traditional and the level of spice in each dish so that he has an idea of what he and his wife could order ahead of time.

UX Research con't



Megan Smith

Age: 32

Education: Associate Degree

Hometown: Union, NJ

Family: Married w/ 2 kids

Occupation: Stay-at-home mom

“When I travel with my family, we love to explore new things. Time is limited and there are plenty of options, so I like to view the menus of different restaurants while planning before narrowing down what goes on the itinerary.”

Goals

- Wants to view restaurant menus prior to travel to finalize dining plans for trip
- To determine what sounds good to eat/options that whole family can enjoy
- To choose a memorable/enjoyable dish

Frustrations

- Restaurants that don't have online menu or menu is unclear
- Menus that lack visuals and/or are nondescriptive

Megan is an out-of-stater who is planning on taking a trip to Philly with her family. She likes to plan ahead, so she looks at reviews online of different restaurants that people suggest checking out while visiting. The Caribbean Grille is one of several restaurants that she is considering adding to the trip itinerary. She needs to view the menus of each restaurant to see what sounds most appealing and determine what her family would most likely enjoy before finalizing her plans of which restaurants they will eat at during their trip.

UX Research con't

USER STORY

[Amanda Wynn]

As a/an local who can only visit the restaurant when my schedule permits,
type of user

I want to know the menu offerings in advance
action

so that each time I visit I can plan new dishes to try. •
benefit

UX Research con't

USER STORY

[Bob Doe]

As a/an person who likes to explore different cuisines but is sensitive to spicy foods,

type of user

I want to know how spicy each dish is

action

so that I can avoid discomfort and choose traditional dishes to explore that fit my dietary constraints .

benefit

UX Research con't

USER STORY

[Megan Smith]

As a/an Out-of-stater looking to explore new restaurants during my trip,
type of user

I want to know the menu offerings of local restaurants in advanced
action

so that I can decide which restaurants me and my family should visit while on vacation.
benefit

UX Research con't

PROBLEM STATEMENT

Amanda is a/an periodic local visitor of the Caribbean Grille
user name user characteristics

who needs to view the menu before she visits
user need

because she wants to be aware of her options and try something new each time.
insight

UX Research con't

PROBLEM STATEMENT

Bob is a/an new visitor to the Caribbean Grille
user name user characteristics

who needs to know which dishes are traditional Caribbean and the spice level of each dish
user need

because he wants to explore this new cuisine, but is sensitive to foods that are too spicy.
insight

UX Research con't

PROBLEM STATEMENT

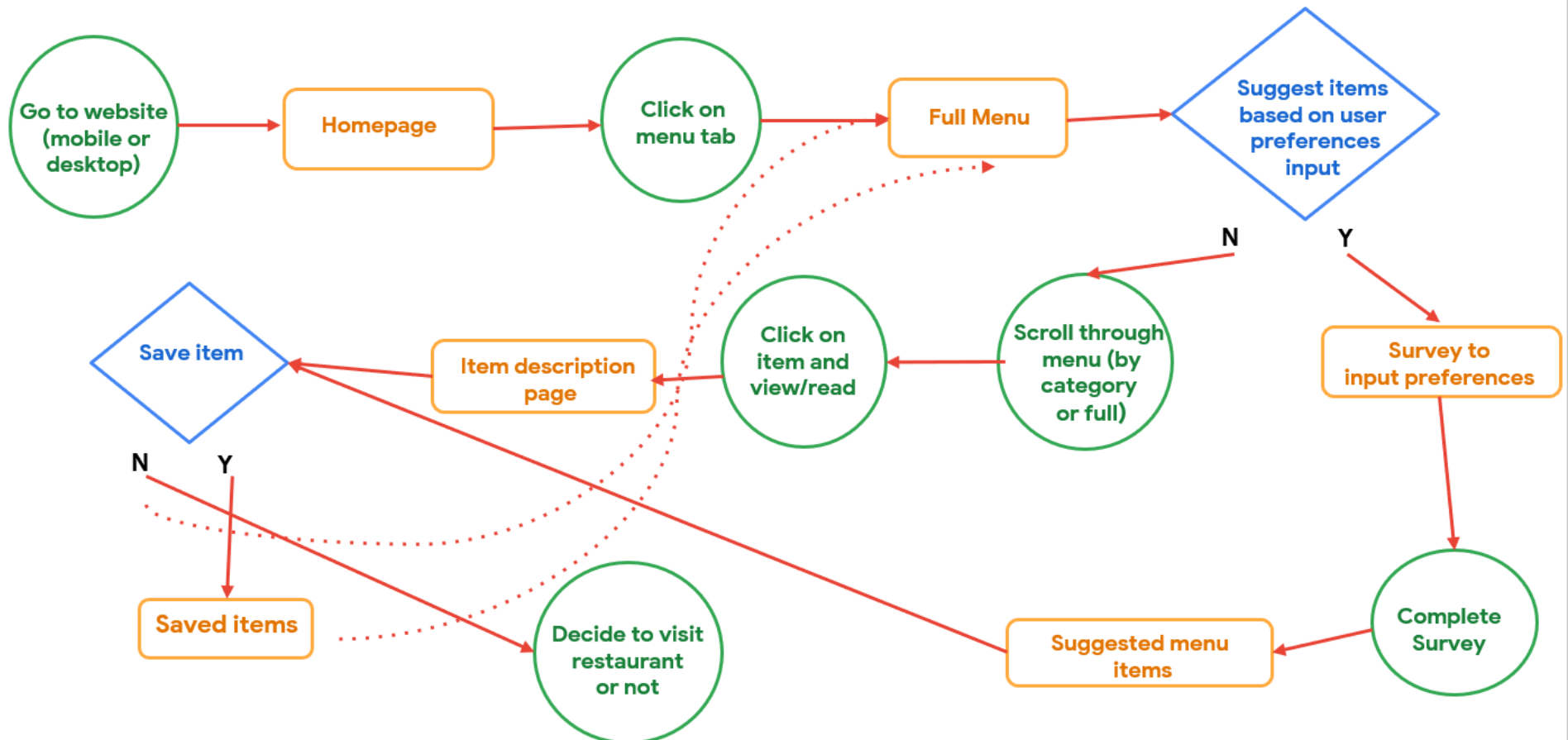
Megan is a/an Out-of-state visitor who is traveling with her family
user name user characteristics

who needs to view the menu options ahead of time
user need

because she needs to narrow down dining options based on appeal to add to her trip itinerary.
insight

UX Research con't

User task: Looking through the Caribbean Grille menu online and gaining information about the offerings/dishes to determine what to order/whether or not to visit the restaurant.



UX Research Summary

Target Users: Local customers looking to visit the restaurant or place online orders; potential customers from out-of-town who are considering visiting the restaurant and are interested in first viewing the menu

Problem: Users that are interested in visiting the restaurant and view the menu online or that want to place an online order are confused about what the restaurant actually offers; the menus featured are inconsistent and navigation is tedious

UX Design Process

Ideate

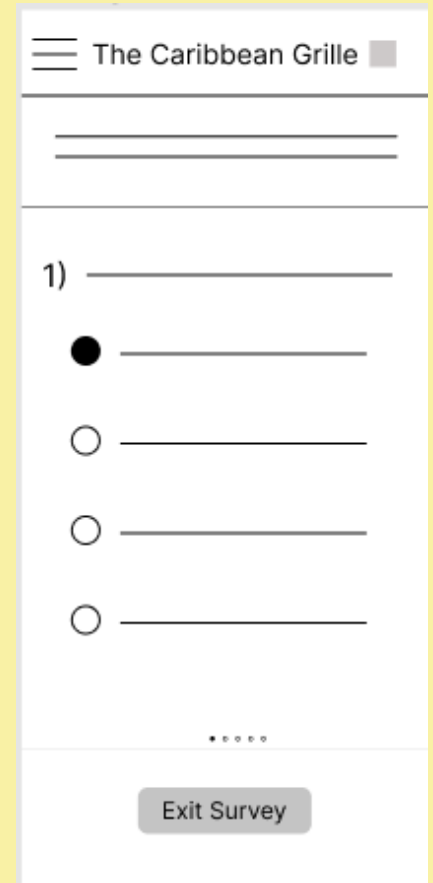
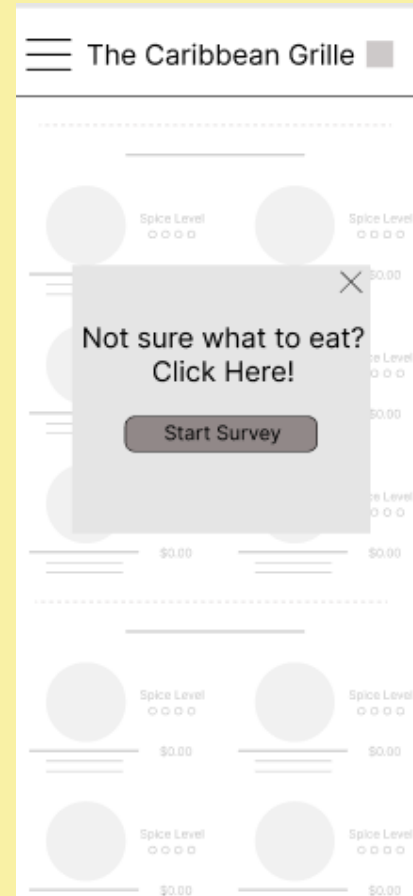
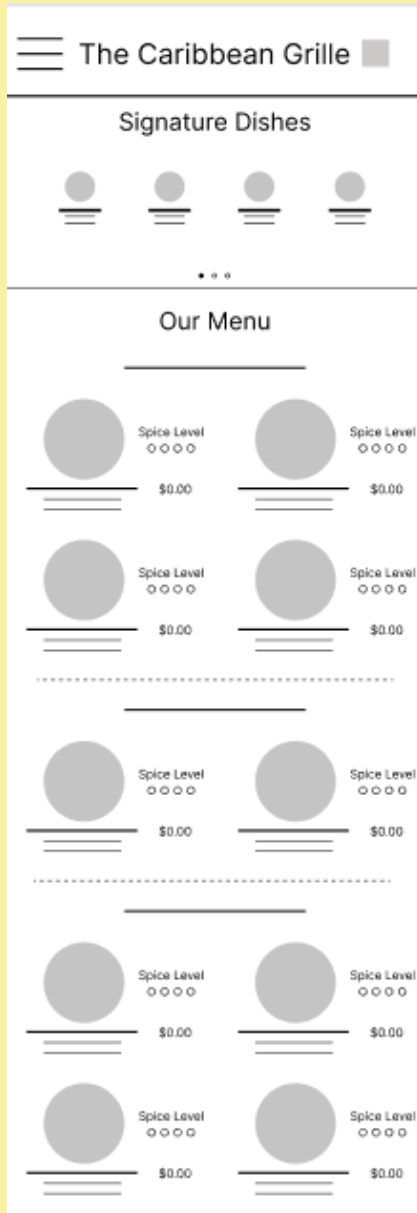


Based on the results of UX research, I decided to redesign the restaurant's website as a mobile app/site, focusing on creating a more straightforward experience for learning about menu items and placing orders.

Key Features

- Redesign of website to better represent restaurant's brand
- Menus condensed from several categories of PDFs to one screen with easy navigation
- Ordering can be done straight from the menu instead of by a separate platform
- Menu items given images, detailed text descriptions, and supplementary information like prices and spice levels
- Meal generator based on user preferences; interested users can take brief survey to get suggestions for menu items they might be interested in trying
- Simplified navigation so users can easily move between paths (viewing menu to ordering items to home screen, etc.)


Low-fi Wireframes




Low-fi Wireframes con't

☰ The Caribbean Grille


Try These Dishes!



Spice Level
○ ○ ○ ○



Spice Level
○ ○ ○ ○




Spice Level
○ ○ ○ ○

Save your results


☰ The Caribbean Grille

Start Order


Total: \$




Spice Level
○ ○ ○ ○




Spice Level
○ ○ ○ ○




Spice Level
○ ○ ○ ○



Spice Level
○ ○ ○ ○




Spice Level
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Spice Level
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Spice Level
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Spice Level
○ ○ ○ ○




Spice Level
○ ○ ○ ○



Spice Level
○ ○ ○ ○

☰ The Caribbean Grille

Your Order



QTY
X

Price
\$10.00

Subtotal: \$11.05

Tax: \$1.05

Note: Order is for pickup only, Caribbean Grille does not offer delivery.

Your Information

First Name

Last Name

Email

Phone Number

Payment Information

Credit Card

Debit Card

Gift Card

Other

Name on Card

Card Number

Expiration Date (MM/YY)


CVV

Confirm Order

☰ The Caribbean Grille

Order Received!

Your Order



QTY
X

Price
\$10.00

Pickup: ASAP

Est Time to Completion: 25 min

Tax: \$1.05

Subtotal: \$11.05

Note: Order is for pickup only, Caribbean Grille does not offer delivery.

Your Information

First Name:

Last Name:

Email:

Phone Number:

Payment Information

Card Type: VISA-Debit

Name on Card

Card Number

EXP Date:

Your Order Has Been Placed! [Click here](#) to track your order.

Low-fi Prototype



Link to prototype in Figma:

<https://www.figma.com/proto/qJb91tzvZlRt3RfhErCyb/Caribbean-Grille-Wireframe?node-id=6%3A15&scaling=scale-down&page-id=0%3A1&starting-point-node-id=32%3A576>

Link to demo:

https://1drv.ms/v/s!AroVnYvc1l3dkWL7ljBbOY_41wOv?e=qEnne4

Usability Study

After an unmoderated usability study on the low-fi prototype, several changes were made to the design based on the results:

#1 - Navigation

Design was changed to make it easier for users to move through the menu. The menu was categorized and condensed so that users wouldn't have to scroll a lot to move between categories.

#2 – Survey

Design was changed so that the option to take a survey to get suggested menu items was prominent without being aggressive. The pop-up was changed to a button on the main menu page.

#3 – Online Ordering

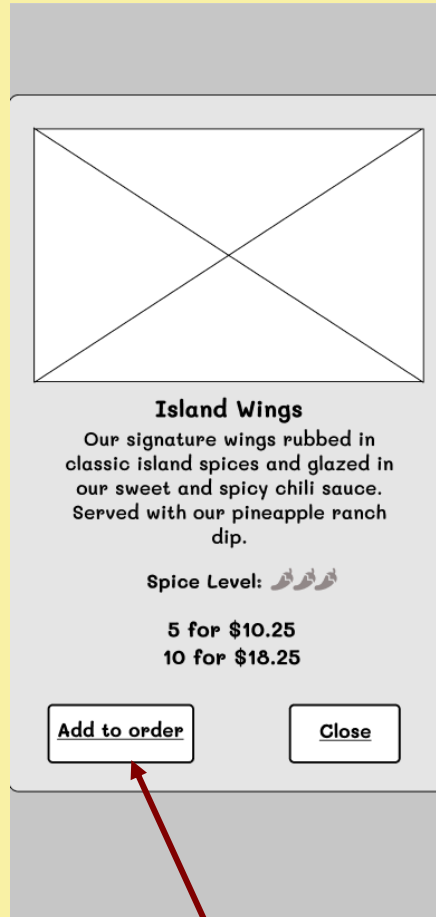
Design was changed to make it easier to start ordering directly from the menu; removed extra step of having a start order button and subsequent menu ordering screen.

Final Wireframes

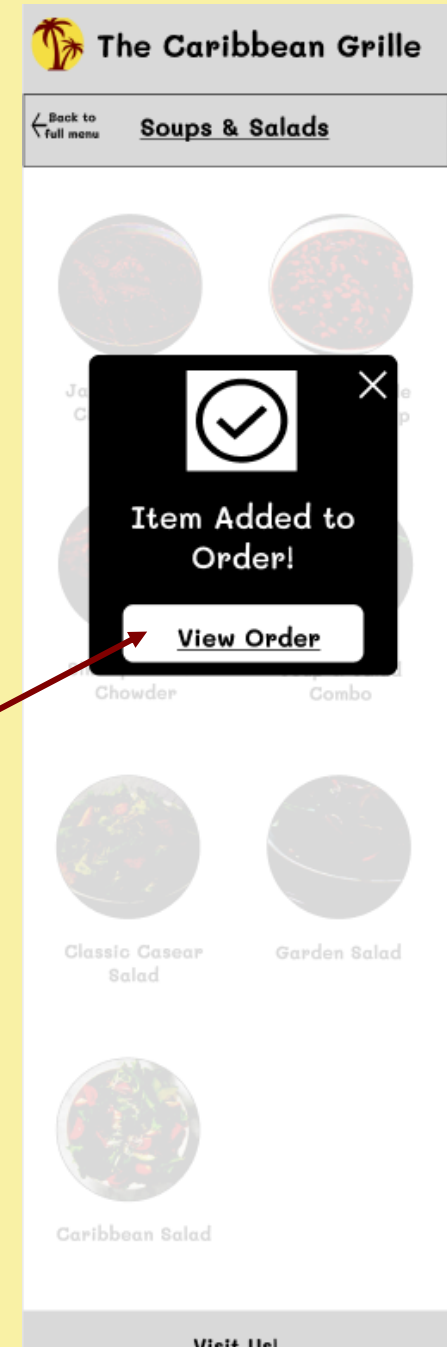


Menu broken up
into categories

Survey button
instead of popup



Order directly
from menu items



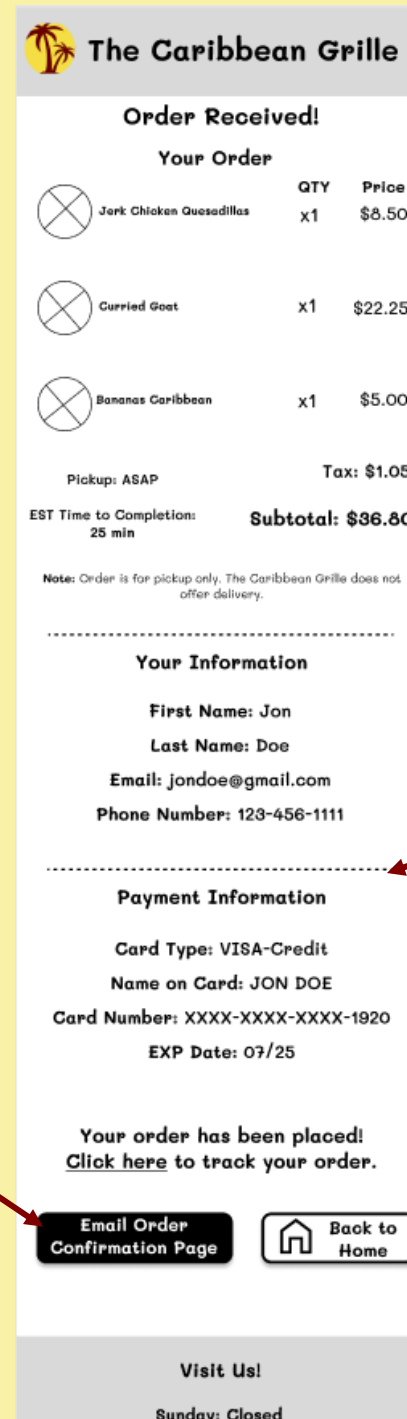
Ability to view
order with each
item added

Final Wireframes con't



View order/order details without leaving menu

Ability to get order confirmation emailed

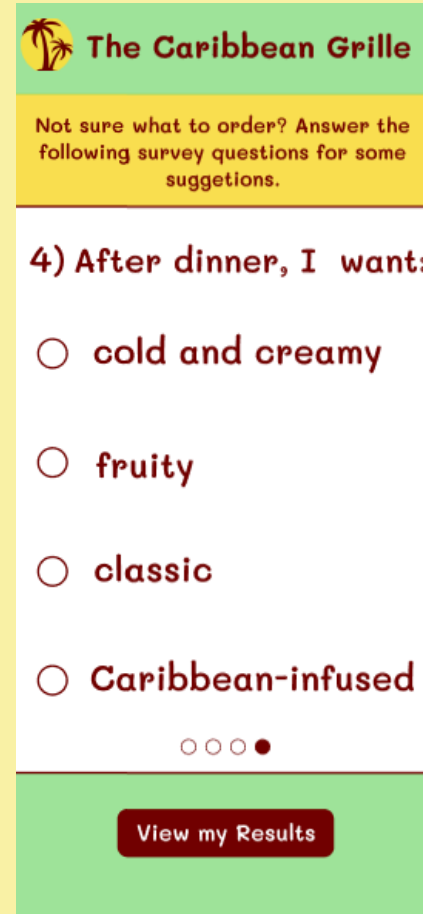
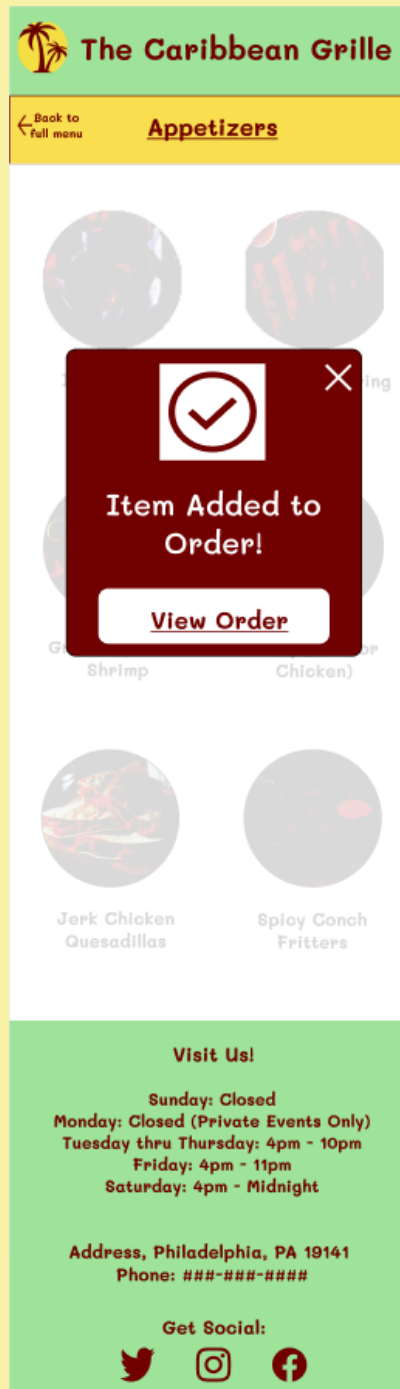


Dividers for increased clarity/readability

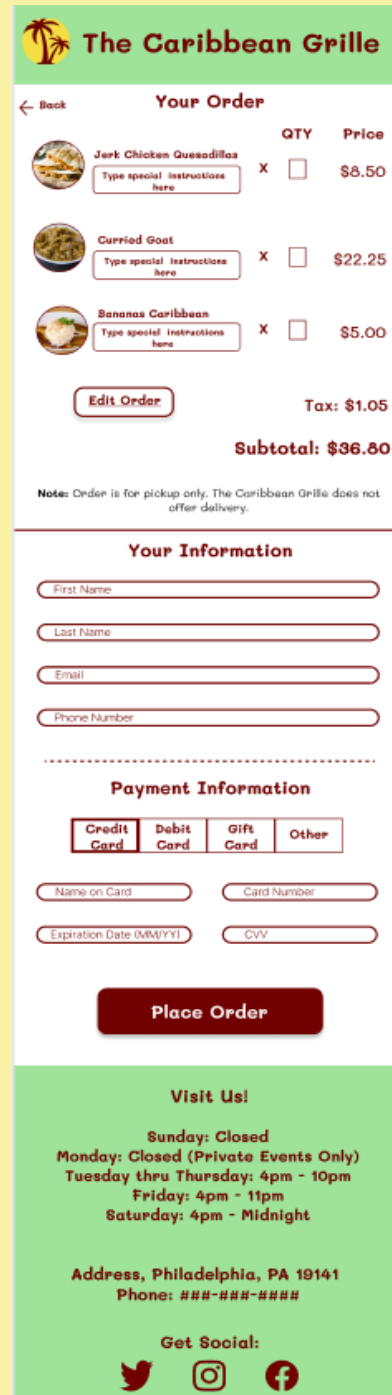
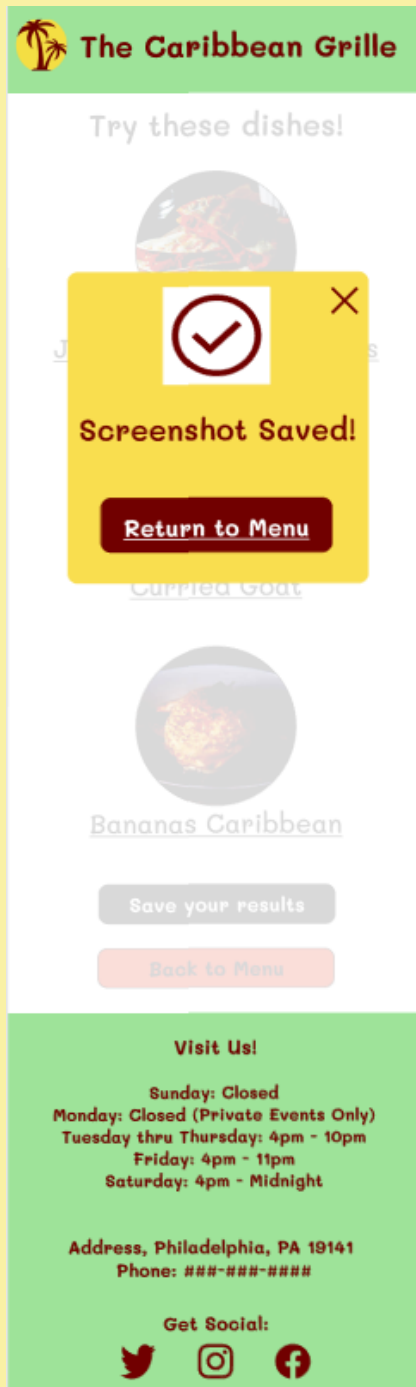
Mockups



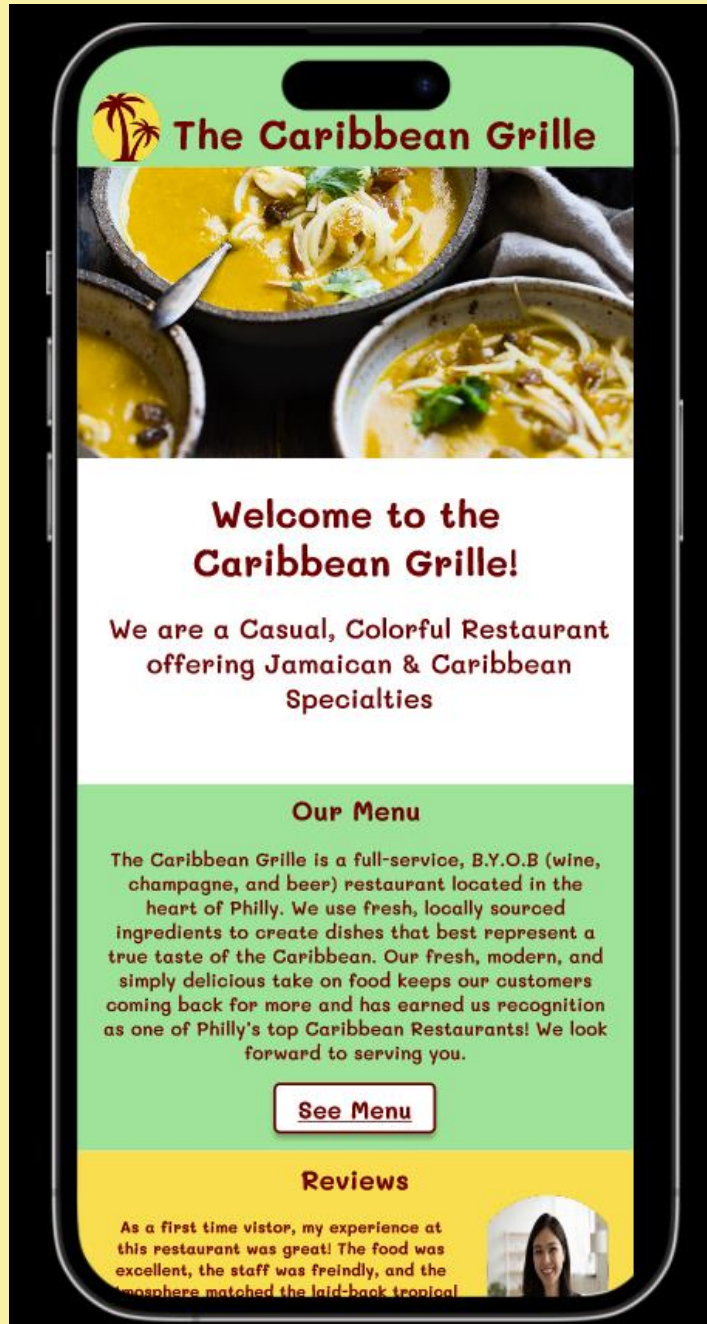
Mockups con't



Mockups con't



Final Prototype



Link to prototype in Figma:

<https://www.figma.com/proto/qJb91tzvZlrLt3RfhErCyb/Caribbean-Grille-Wireframe?node-id=321%3A5230&scaling=scale-down&page-id=263%3A2131&starting-point-node-id=321%3A5210&show-proto-sidebar=1>

Check out the full case study:

<https://acrobat.adobe.com/link/review?uri=urn:aaid:scds:US:b9d237f4-c182-343e-8042-f91ba5208708>

Check out my portfolio:

<https://www.figma.com/proto/nslyKzy6zMzC7ssdNC1VG3/Website-Redesign?node-id=278%3A67&scaling=scale-down&page-id=278%3A66&starting-point-node-id=278%3A67>

