



BELLY- WORSHIP!

Enjoy yourself | Fast & Tasty

Belly Worship - Project Timeline		Week One						Week Two						Week Three							
Stages	Duration	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri
Documentation	20 Days																				
Project Timeline	1 Day																				
Project Overview	2 Days																				
PDF Documentation	17 Days																				
Research	8 Days																				
Client Research	2 Days																				
UX Research	7 Days																				
Competitor Research	4 Day																				
Style Research	2 Days																				
Target Audience / Persona	3 Days																				
Treaty of Waitangi	1 Days																				
Prototypes	7 Days																				
IA / IxD	7 Day																				
Wireframes	4 Days																				
Sketch	4 Days																				
User Testing & Feedback	7 Days																				
Coding	5 Days																				
Coding	5 Days																				
User Testing & Feedback	5 Days																				
Coding Changes	1 Days																				
Closure	3 Days																				
Review	2 Days																				
Presentation	2 Days																				
Hand-in	1 Day																				

Project timeline

Trello Project Management Tool





Enjoy yourself | Fast & Tasty

Belly Worship is a newly opened restaurant on Dominion Road in Mt Eden doing things a little different, featuring an electric modern fit out including a bright interior and neon signs. The restaurant specialises in eastern and western fusion chinese cuisine.

BRIEF

Develop a hospitality digital ordering prototype for an existing restaurant to improve customer engagement and sales. The platform will enable customers to easily order and promote unique offerings and show the progress of their order and view deals and make suggestions.

KEY REQUIREMENTS

- Digital ordering
- Progression of order
- Promote unique offerings
- Tablet Platform

RESEARCH METHODS

- Observation of the environment and customers
- Questioning patrons via digital survey.
- Read reviews of the restaurant to see how customers rate their experience.
- SWOT on Belly Worship and competitors using digital ordering systems.
- Field test existing digital kiosk systems



BELLY WORSHIP VISIT

To get this project started I decided to go for a meal with my partner on the tuesday of week one at 6pm to observe and experience how they are currently doing things and how a digital ordering system could help them improve their service. The first thing we noticed was the neon lights and bright colours drawing us in like a moth to a flame. The restaurant was fairly busy for a tuesday, a lot busier than other restaurants in the area.

We were offered free popcorn as we walked in and asked if we were "dining for two". We were handed a menu each and taken to our table. The waiter informed us that we would need to go back up to the counter, (which was located at the entrance of the restaurant) once we had decided what we wanted to order and also payment was to be made before eating.

Going up the counter to place our order caused a traffic jam of customers trying to enter and leave the restaurant. During the ordering process there was a minor mistake which got lost in translation due to english not being the servers first language, this resulted in one of the dishes we ordered arriving to the table incorrect, but it tasted great anyway! There were no suggestions made from the server as to what we should try, examples of this is like their unique pancakes that they make or informing us about the unlimited drinks & snacks offering for \$3 per person.

Some of the meals we received we were unsure on how to eat them in the correct way, this was not explained to us nor about the self service of retrieving cutlery and plates. Having these things explained or shown to us would of been a great advantage.

Overall it was a good experience, the ordering felt a bit awkward and clunky similar to a takeaway shop but in a restaurant setting which I feel doesn't really work well.



KEY OBSERVATIONS

SELF SERVICE

Self service for drinks & snacks as well as sauces, takeaway boxes, cutlery etc

FUN / HIP

Modern aesthetic with very cool visuals and neon lights.

SPEED

Extremely quick service, first dish arrived 5 minutes after ordering.

VALUE

Affordable meals, \$42 for two people including unlimited snacks & drinks for \$3 per person.

MINIMALIST

Small menu offering but everything done well, space inside restaurant was used well to enhance the experience.

AWKWARD ORDERING FLOW

Customers are taken to their table and given a menu to examine, then required to go back up to the small counter area to pay for the meal before you eat, which blocks other customers from entering and leaving the restaurant.

ORDERING

The front of house server's english was not the best so customers were needing to point at what they wanted on the menu (in our case one of the dishes we ordered was incorrect).

TABLE SPACE

Table space became an issue when ordering a large amount of dishes.



BELLY WORSHIP SWOT

STRENGTHS

- Efficiency of delivering food
- Branding
- Quality of food
- Variety of options including vegetarian
- Affordable
- Fun/Quirky environment
- Stands out from other restaurants in immediate vicinity
- Great reviews

WEAKNESSES

- Language barrier
- Ordering system
- Not promoting certain deals
- Website
- User flow
- Not stating allergens/dietary information
- Not all food is displayed with an example image on physical menu
- Traffic jam in front entrance
- Human error
- New restaurant not well known

OPPORTUNITIES

- Streamlining ordering
- Increasing ordering accuracy
- Displaying their products in a more meaningful way through a digital medium
- Catering to people who have dietary requirements
- Ability for people to see the menu on their mobile device while walking down the street trying to decide on a venue
- Promote their deals to customers more effectively

THREATS

- Less front of house staff will be required
- Losing customers due to speed of ordering process
- Large amount of competitor restaurants in the area. It is very easy to lose customers and them walk next door or not enter due to restaurant appearing fuller than it actually is.

RESEARCH ARTICLES/STUDIES ON TABLE ORDERING SYSTEMS

5 REASONS YOUR RESTAURANT NEEDS A TABLE ORDERING SYSTEM

<https://restauranttechnologyguys.com/5-reasons-restaurant-needs-table-ordering-system/>

PROJECT: FAST FOOD AUTOMATED ORDERING SYSTEM

<https://isr.umd.edu/~austin/ense621.d/projects04.d/project-food-ordering.html>



PATRON SURVEY

The next visit was on a Thursday Week One at 7.30pm. The restaurant was extremely busy compared to the Tuesday. I went with a group of friends and gave them a brief explanation of what the project is about and gave them a questionnaire to give feedback on their experience within the restaurant. Below is a summary of information from the questionnaire.

Survey link

<https://goo.gl/forms/dqeEDgDbvskvt72i2>

7 responses

SUMMARY INDIVIDUAL Accepting responses

What could Belly Worship do to help themselves stand out from other restaurants in the area?

5 responses

- promote their 'all you can eat', and instagram-able things, late night hours
- Social media presence
- Better Social Marketing / Targetting
- Being able to see menu offerings online or on your phone when walking down the street trying to decide
- Promote late hours, happy hour during non busy times

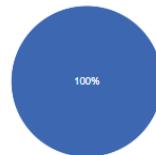
How would you pay for your meal 99% of the time?

7 responses

Payment Method	Percentage
Eftpos/Credit Card	42.9%
Paywave/Apple/Google Pay	57.1%

Would being able to place your own order digitally improve the experience of dinning at Belly Worship?

7 responses



Depending on the answer above, how do you think it would improve or not improve it?

7 responses

- this could improve it as you could just order from the table and physically see what you've selected. (2)
- avoid queues and waiting for service
- Could order more as you eat
- Often I find I spend more of ordering digitally.
- Make it simpler and easier to place my order
- Can order more items I like during the meal, seeing current price total, talking point with friends



PATRON SURVEY

Do you think you would order more items during the meal if you had a digital kiosk at the table to do so? e.g extra sides/dessert

7 responses



● Yes
● No

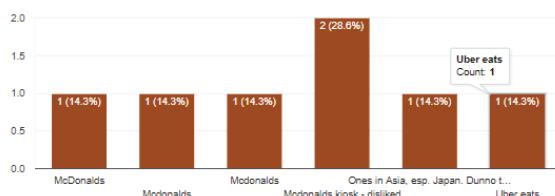
Did anything feel awkward at anytime dinning there?

7 responses

- No (2)
- I felt a little awkward that i didnt know exactly that most things were self service (2)
- Self service area, sometimes not mentioned
- Getting up constantly to get drinks, table ware etc
- Needling to get up and get my own drinks, not a lot of room when busy

Are there any other restaurant digital kiosks/apps that come to mind that you have used and liked or disliked?

7 responses



What did you like or dislike about that restaurant/app? i.e certain features, issues using it.

7 responses

- I didn't like this kiosk system as it was hard to navigate which meant it spent more time than ordering normally. Also you can't pay cash at the kiosk so would have to go to the counter anyway. (2)
- Like: large buttons. Dislike: Unsure of what happens after ordering
- Not always working
- Slow
- Eftpos too low.
- Difficult to use, not very simple
- Simple interface, easy to use can add notes for order.

What was your experience like ordering food from here?

7 responses

- it was abit of an awkward process (2)
- Easy, although it was because I've only been when it was quiet
- Pretty good! Easy to understand
- Great! Super easy.
- Awkward, felt more like a takeaway shop then a restaurant
- Pretty good, got given the wrong menu item though

Did you have any likes/dislikes with the ordering process?

7 responses

- I didn't like having to go up to the entrance of the restaurant to order the food, I found that abit strange, as it is where everyone walks in and out also. I did like how payment is made at the beginning. (2)
- been shown our tables, then having to go up to the counter to order
- Minimal contact.
- No dislikes. I prefer to order at the table.
- Having to pay before eating & going backwards and forwards to the front counter
- Blocking the entrance when trying to place order and having to pay before hand

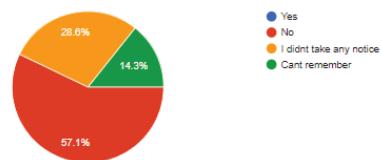
What stood out to you about Belly Worship?

7 responses

- The fast service and the neon signs were eye catching. (2)
- Self service, good food, nice branding
- I liked the unlimited self service sides, grabbing your own takeaway boxes
- Fast food delivery. Excellent store presentation / signage.
- The decor, and speed of food coming out of the kitchen
- Neon lights, modern interior self service area.

Was dietary and allergen information clearly stated?

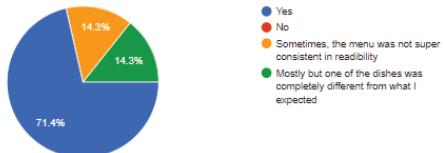
7 responses



PATRON SURVEY

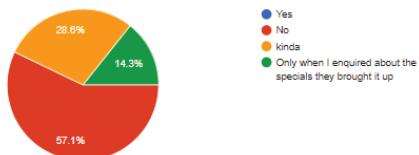
Was the menu clear of the food that they offered?

7 responses



Did the staff let you know about the special deals or unique offerings they have?

7 responses



What was the overall impression/feeling you got from the restaurant?

7 responses

busy, modern and fun environment, the self service made it feel like a family community vibes. (2)
Young, Hip
Young, hip, great service
Vibrant and busy, fast turnover of customers.
Cool, fun, simple
Hip, vibrant and busy

What did you like about the restaurant?

7 responses

It had a modern, clean layout. The food \$3 unlimited drinks and popcorn is a cool addition! (2)
Young, Hip
I liked that it was minimal interaction with the staff.
Food was great. Loved the neon signage.
Food, neons, graphics
Neon signs, unlimited drinks and snacks for \$3

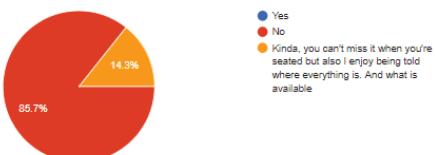
Did you have any issues/dislikes with the restaurant?

7 responses

It was a little hard to realize the restaurant run a lot off of self service as it wasn't explained very well before or at seating. (2)
sometimes feels cold
No
No.
Just the takeaway like ordering system
Not having things explained about self service area.

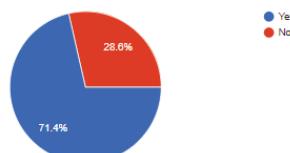
Was everything clearly explained/stated to you? where cutlery etc was located

7 responses



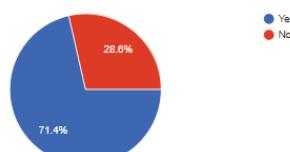
Would you like to choose the order in which your food arrives?

7 responses



Were there any food items you didn't know how to eat/assemble the correct way?

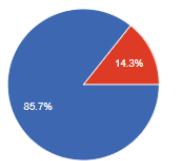
7 responses



PATRON SURVEY

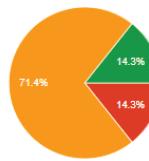
Are specials & combo deals something you are normally interested in?

7 responses



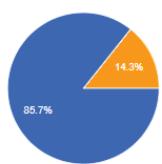
Would being able to see the progress of your food benefit you?

7 responses



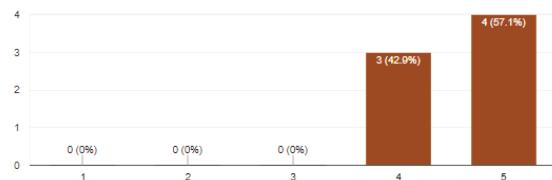
Would ordering takeaways from this restaurant be something you would be interested in?

7 responses



How would you rate your overall experience?

7 responses



SUMMARY OF SURVEY RESULTS

ORDERING PROCESS

DISLIKES

- Not liking to go to counter to order (prefer to order at table)
- Making payment before eating
- Blocking entrance when ordering

LIKES

- Minimal contact with staff

ROOM FOR IMPROVEMENT

- Displaying food allergens/dietary information
- Displaying unique offerings & specials
- Letting patrons know where things are located

ADVANTAGES OF A DIGITAL ORDERING SYSTEM

- Avoid queues
- Order more as you eat
- Users spend more time looking at the menu
- See your current spending total

OVERALL IMPRESSION

- Neon graphics
- Minimal interaction with the staff
- Young, Hip

ISSUES WHILE DINING

- Not knowing where things were
- Needing to refill your own drinks

INSIGHTS FOR APP

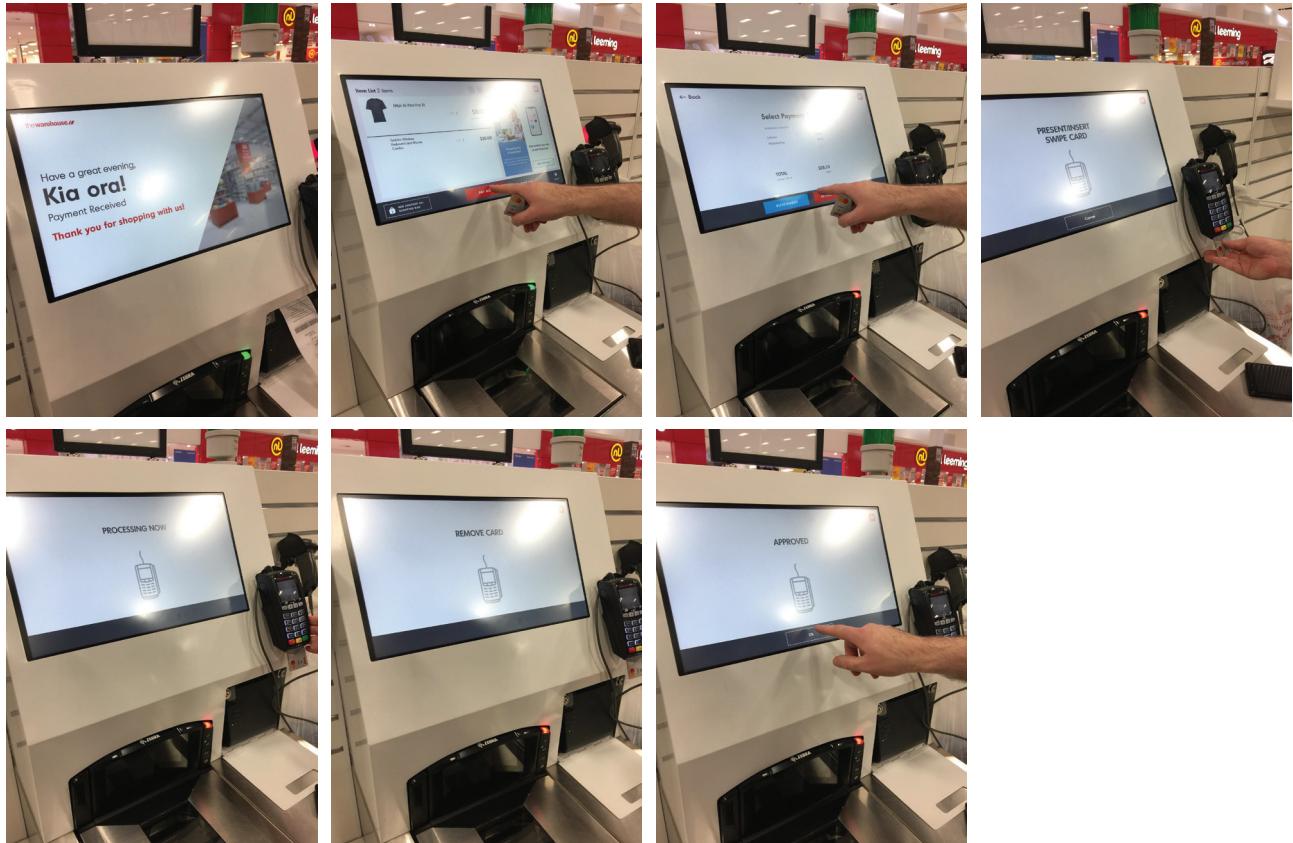
- Neon graphics
- Choose order in which food arrives
- Specials/Combo deals
- Takeaway feature
- Information on the restaurant
- Eating guide

THINGS THAT STOOD OUT

- Neon Signs
- Unlimited Drinks & Snacks for \$3 per person
- The decor & branding
- Speed of food from the kitchen
- Grabbing your own takeaway boxes



THE WAREHOUSE - SWOT



I decided to go have a look at The Warehouse's kiosk system they recently implemented to see what methodology they have used for creating their system.

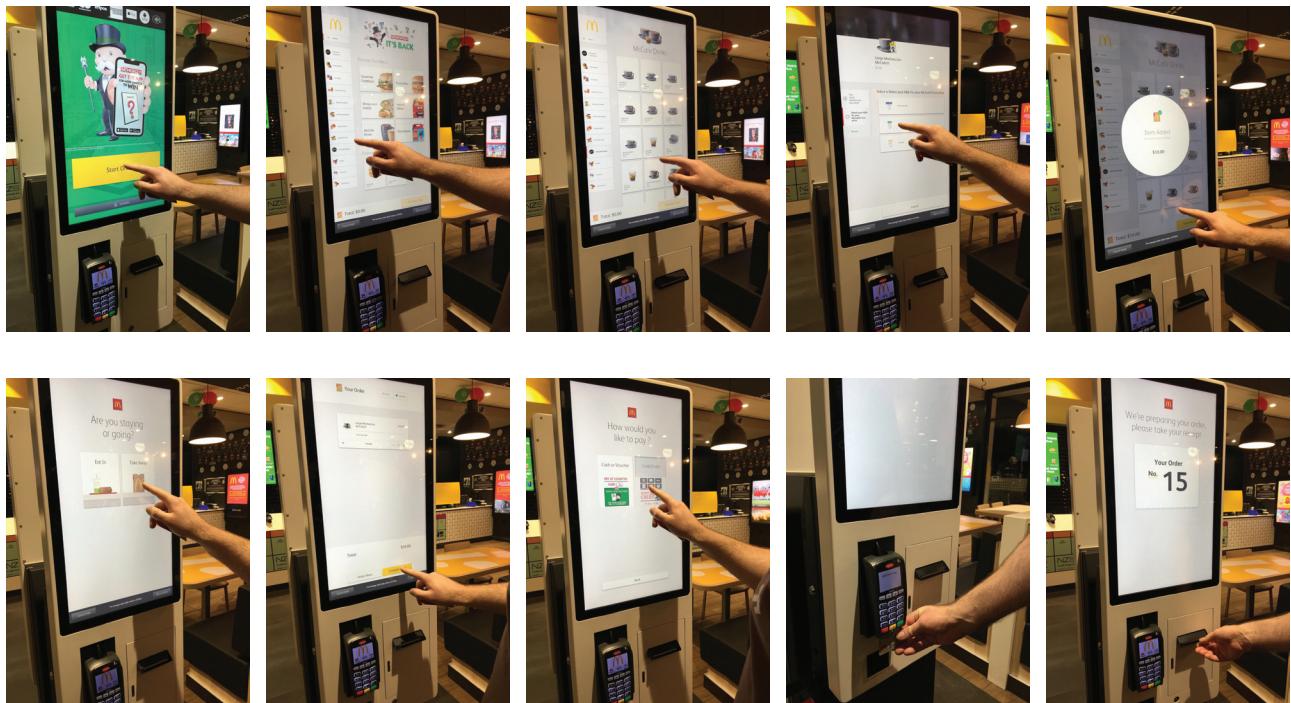
This kiosk was very easy and clear to use, Hicks law was used to uncomplicate the process when compared to a supermarket kiosk like Countdown or New World. Large bright buttons help navigate users through the purchasing process.

Key Observations

- Large buttons
- Lots of white space
- Simple graphics
- Welcome screen (thank you for shopping with us)
- Bold colours were used on more important buttons to help users find them and navigate the purchasing process.
- The Kiosk also mentioned a Kia ora message.



MCDONALDS - MT WELLINGTON



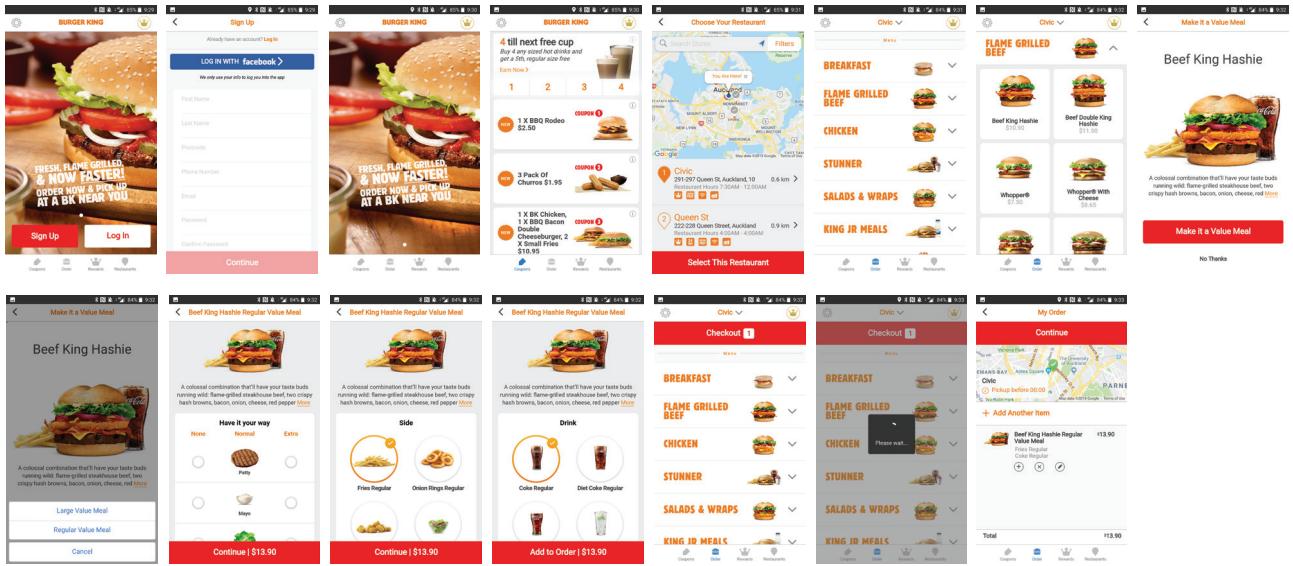
McDonalds was the main digital kiosk that users from my survey said they had used previously so I decided to do some testing and evaluate how they process a food order digitally via their kiosk.

Key Observations:

- Shadows on product tiles
- White background
- Left hand side bar used to display menu items
- Hicks law
- Pop ups to show something has been done
- Pay eftpos at machine or a ticket is printed for cash to take to the counter
- More important buttons stood out
- Ticket visual on digital order number
- Eftpos was far too low for myself and uncomfortable to use.



BURGER KING - SWOT



STRENGTHS

- Simple colour scheme
- Large tiles to avoid miss clicks
- Using Hicks Law to break up screens so users aren't overwhelmed
- Offering coupons for app users

WEAKNESSES

- Too many suggestions
- Allergen information not clear
- Images blend into each other
- Shows items on app when not actually available at certain times
- Buttons very small for editing order on the cart screen

OPPORTUNITIES

- Show allergy information clearly
- Border of shadow on tiles to separate them clearly
- Add a language option for the app

THREATS

- Users getting annoyed by all the suggestions during the app
- Not ordering due to no dietary information



UBER EATS - SWOT

The image displays a 4x2 grid of screenshots from the Uber Eats mobile application. The top row shows the search function ('Search Restaurants'), a past order history ('PAST ORDERS'), a favorites section ('YOUR FAVORITES'), and a menu page for 'Bowl & Arrow (Orakei Bay)' featuring smoothie bowls. The bottom row shows a detailed view of a 'Smoothie Bowl' item ('Soul Mate Smoothie Bowl') with ingredients and customization options, followed by a cart summary ('Your Cart') showing items like 'Black Coffee' and 'Sweetie Pie Smoothie Bowl'.

STRENGTHS

- Simple user interface
- Cheap delivery fee
- Variety of places to order from
- Seeing progress of order arriving
- Search by restaurant or food type
- Large easy to click tiles
- Plenty of customisation

OPPORTUNITIES

- Offer a larger variety of food options
- Add a reorder button for previous orders
- Include dietary information clearly
- Add an assistant if you get stuck

WEAKNESSES

- Hard to change address
- The light grey and white tend to blend together
- Quantity button icons too close together and hard to see

THREATS

- Users leaving from not being able to update address
- Not ordering due to lack of dietary information



TARGET AUDIENCE

Belly worship is targeted at a range of ages from younger adults 18+ up to middle aged 45yr olds who are after a fun vibrant environment and to enjoy chinese fusion cuisine at an affordable price. Both times I visited Belly Worship I noticed that it was an even split of middle aged consumers and young adults.



PERSONA'S

DREW 25

"Student who works part time and enjoys dining out with friends at affordable restaurants with great food."

- TECH SAVY
- STUDENT / PART TIME WORK (BUDGET)
- DINES WITH FRIENDS
- LIKES DEALS / SPECIALS
- LIKES TO HAVE FUN
- INDECISIVE

PAIN POINTS

- SPLITTING BILL
- ORDERING MORE DURING MEAL
- NOT KNOWING HOW TO EAT NEW FOODS
- HAS DIETARY REQUIREMENTS
- NOT KNOWING HOW MUCH HE HAS SPENT

JACKIE 40

"Working Mother of 2, happily married. Enjoys dining out with work colleagues at new and exciting restaurants"

- LIKES TO TRY NEW THINGS
- AMATEUR INSTAGRAMER
- VEGETARIAN
- BUDGET CONSCIOUS
- LIKES TO BE IN CONTROL (MANAGER)
- MODERATE TECHY

PAIN

- NOT FEELING IN CONTROL
- SPLITTING BILL
- BEING RUSHED TO ORDER
- QUEUING UP
- FEELING LOST IN NEW ENVIRONMENT
- NOT FEELING PRIORITISED

SUMMARY

LIKES

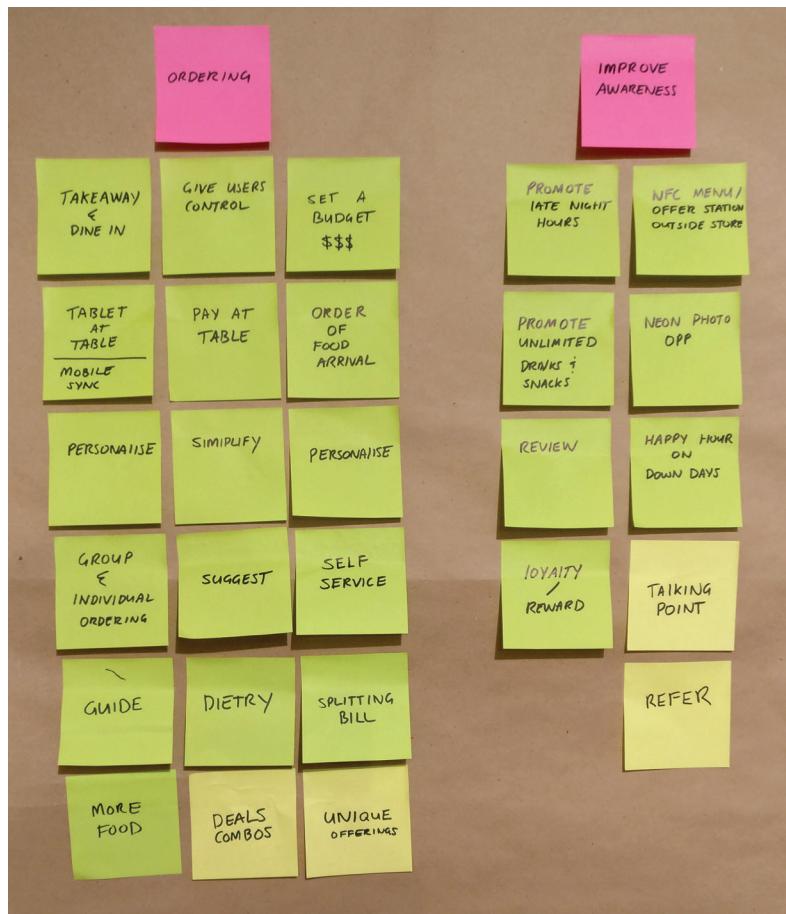
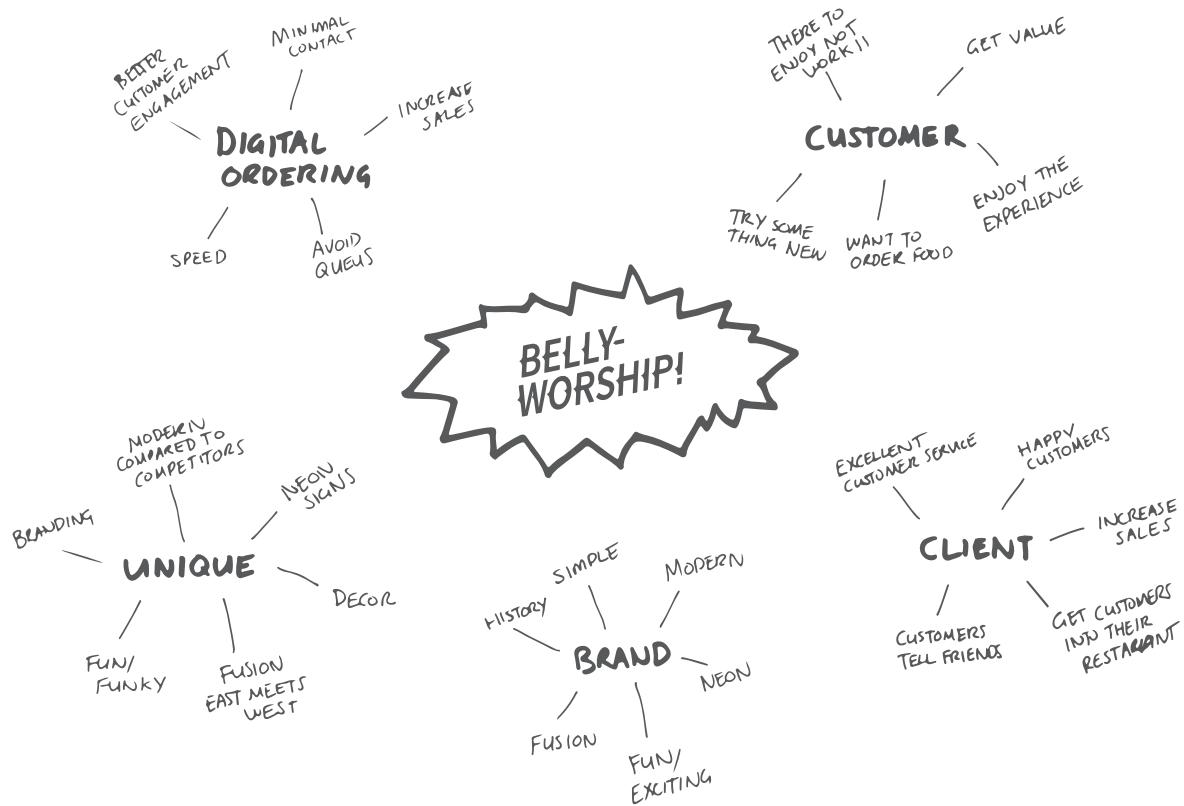
- Trying new things
- Having fun while dining
- Likes to be in control
- Being able to see dietary requirements
- Being able to see how much they're spending

PAIN POINTS

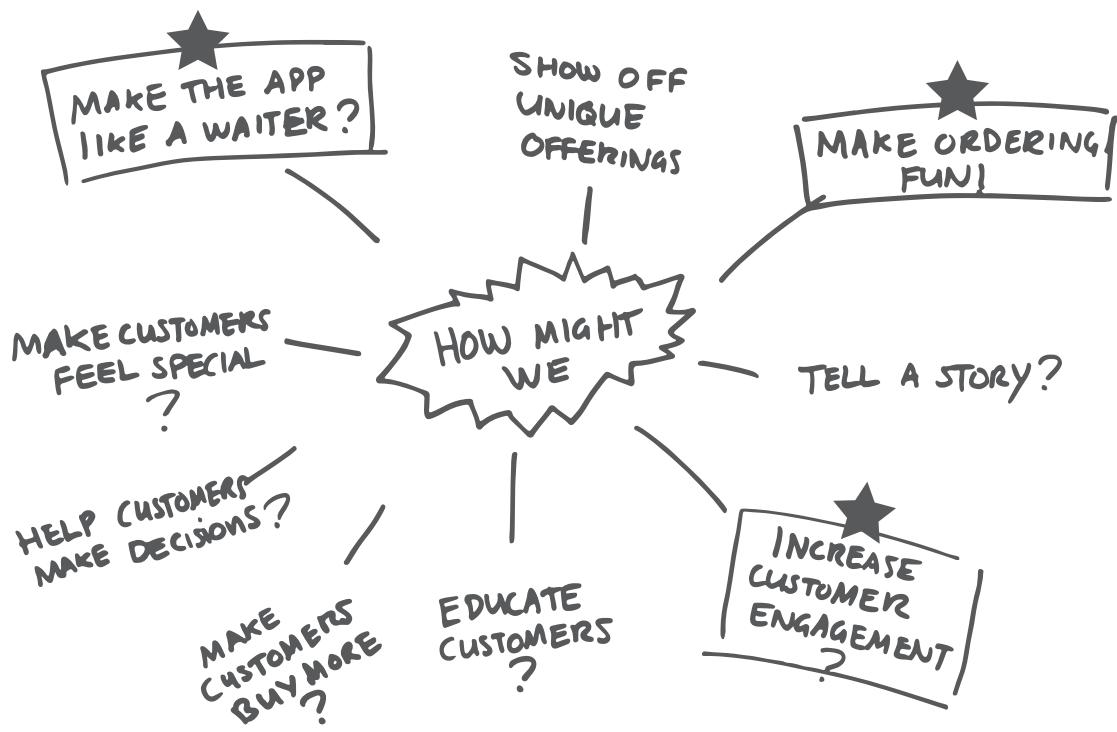
- Splitting the bill
- Ordering more during the meal
- Not feeling in control of the ordering process
- Has dietary requirements
- Not being guided in the restaurant i.e how to, where things are



BRAINSTORM



HOW MIGHT WE



HOW MIGHT WE - SUMMARY

APP LIKE A WAITER

Suggestions and small talk style questions "how many people are joining us?". A self service control panel will be like a digital waiter helping customers with things such as restaurant information i.e where cutlery is located & eating guides.

MAKE ORDERING FUN

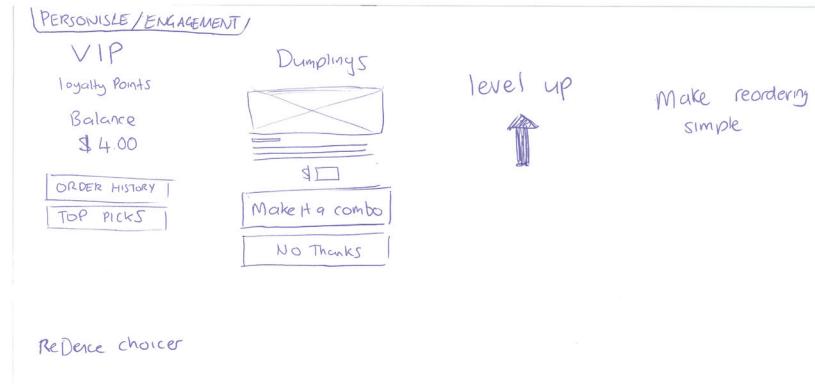
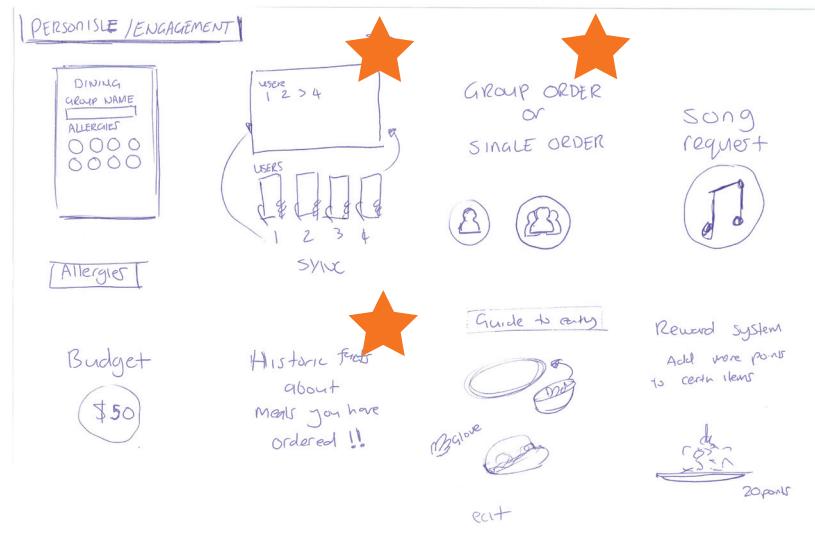
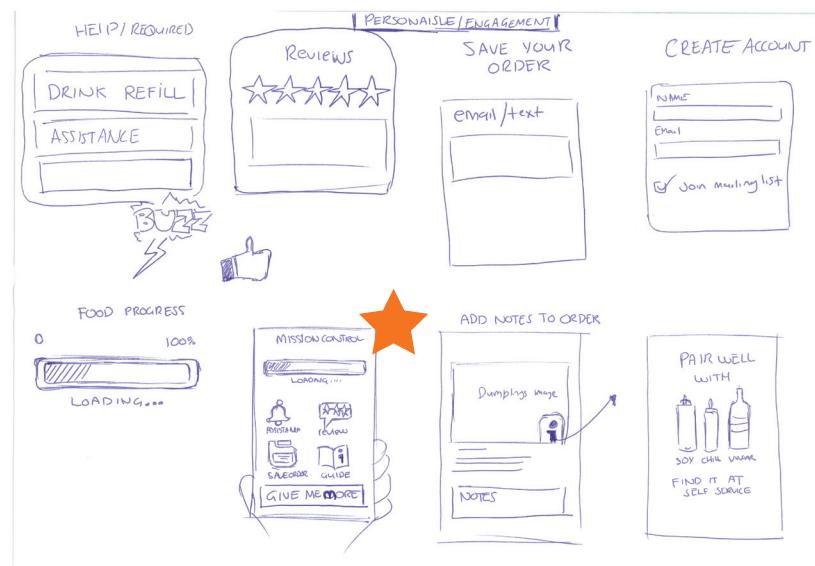
Belly Worship has a funky design aesthetic and quirky environment so I want to implement that into the design. I don't want to achieve this with overwhelming it with crazy graphics or overcomplicating the design. I will instead add this with a quirky theme and slight visual hues.

IMPROVE CUSTOMER ENGAGEMENT

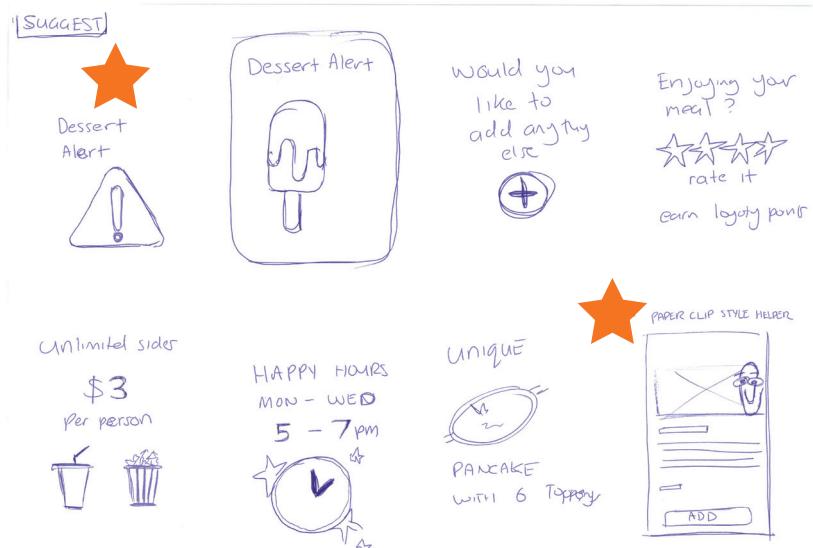
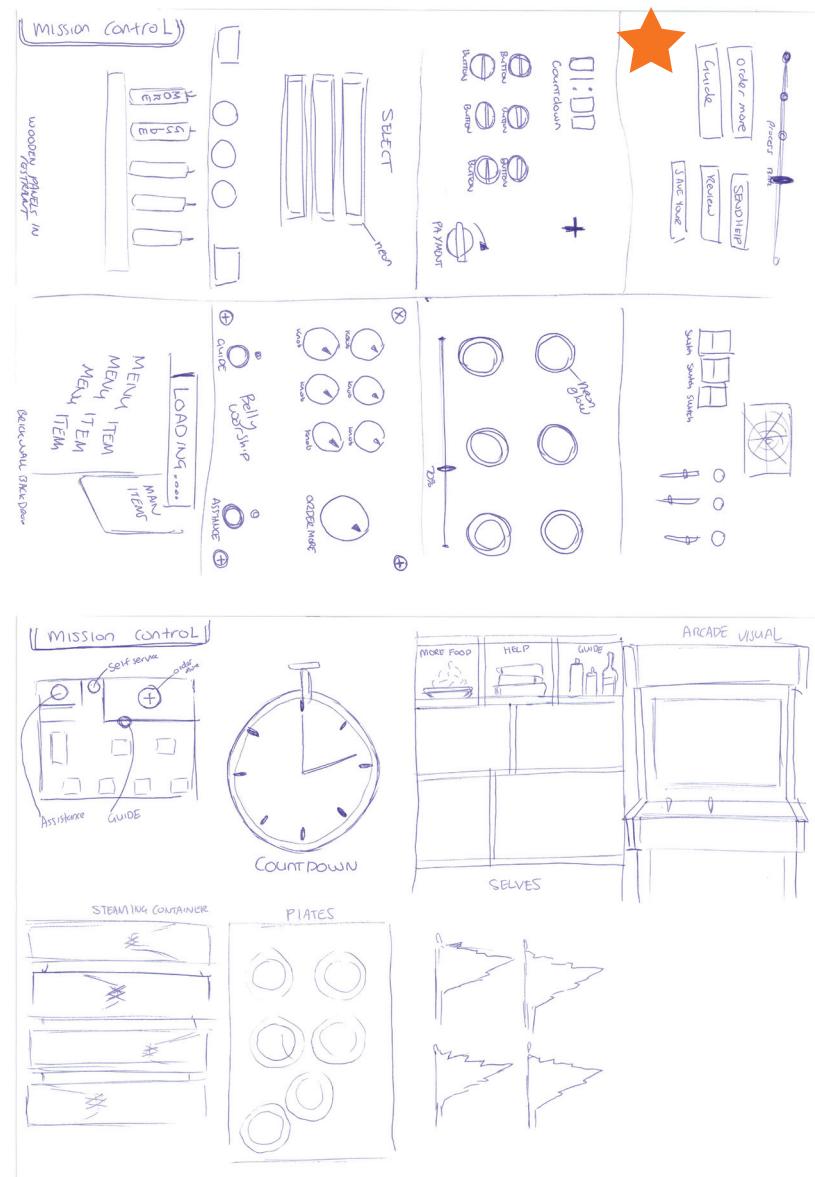
- Personalise the experience for the user or group so they feel more engaged in the ordering process.
- Allow users to order via a tablet at the table or sync their mobile device to the table ordering system.
- Making payment/split payment screen interactive and easy to use.
- Give users control over the ordering experience i.e choosing the order in which their food arrives or choosing a song so they are interacting with the actual restaurant.



CRAZY 8's



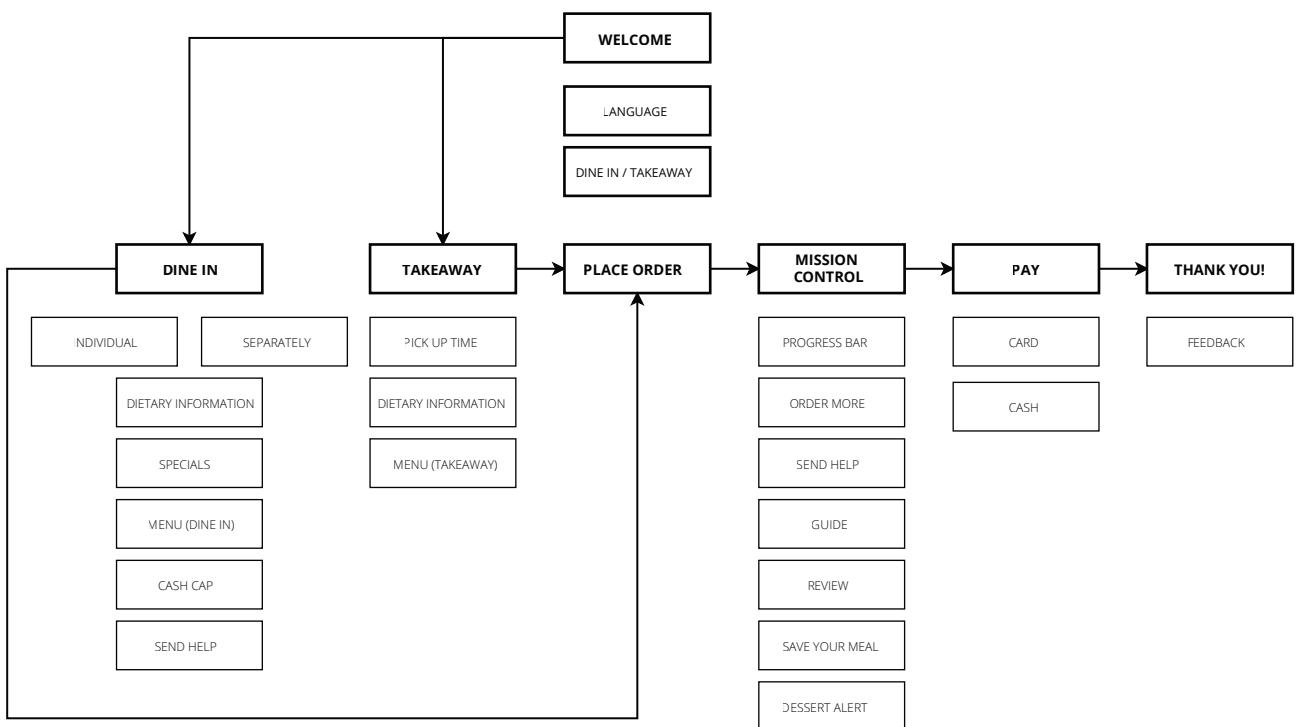
CRAZY 8'S



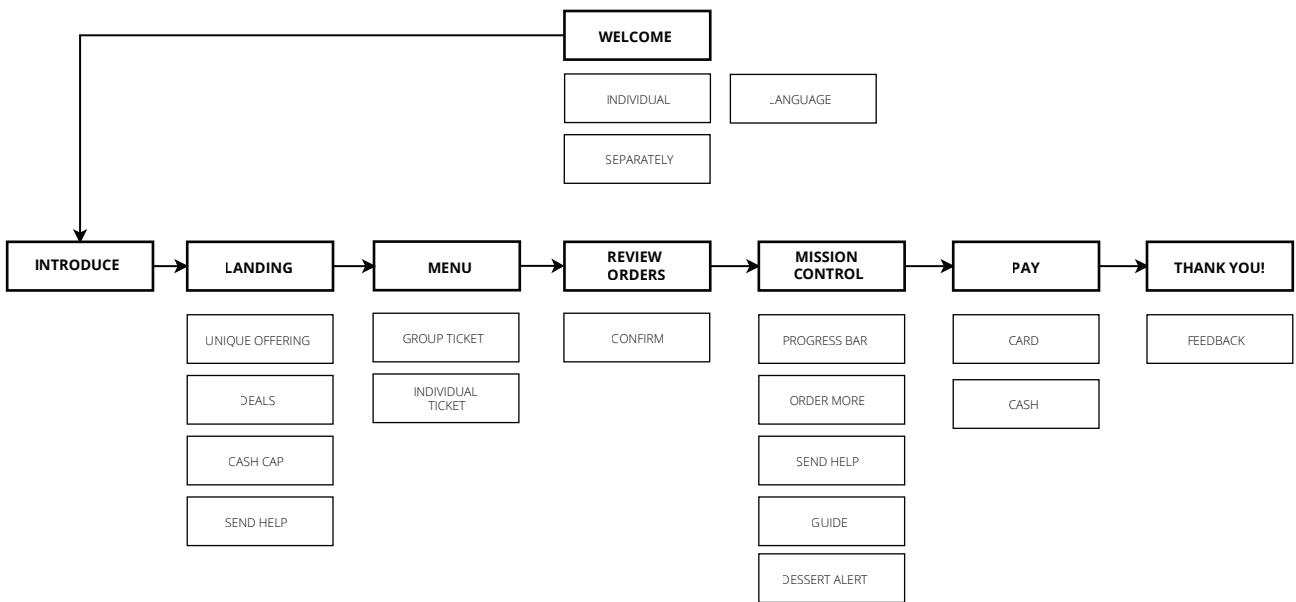
CRAZY 8's



USER FLOW - INITIAL



USER FLOW - REVISED



BUSINESS REQUIREMENTS

GOAL

Develop a web application for the restaurant Belly Worship, to promote brand awareness and increase sales through improved customer engagement, re engineer the way orders are placed and to remove the clunky system with issues currently in place through a tablet/mobile ordering system.

The digital kiosk system I am designing will be for an in store tableside tablet with a native resolution of 1024x768px. The app will feature an individualised experience for each user in a group.

Each user can sync their mobile to the table ordering system if desired by entering the table number and selecting their name, the naming process will have been entered via the tablet when creating the group.

I will be using a quirky design methodology inspired from Belly Worship's branding, aesthetic and simple interface which is easy to use. I would like to remove the need for a keyboard so it's similar to the kiosks I tested in my research, this function will only be necessary for entering their names.

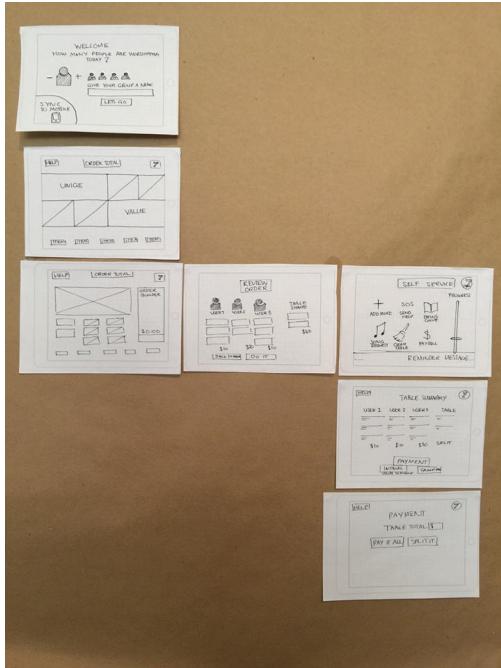
- Improve customer engagement
- Show off unique offerings
- Touch screen ordering system
- Ability to use a personal mobile device with the ordering system
- Simple to use ordering system
- Be able to see the progress of their order
- View deals and make suggestions
- Order as a group or individually
- Allergen information is clearly visible
- Add an item to cart
- Choose a course in which food arrives
- Split the bill



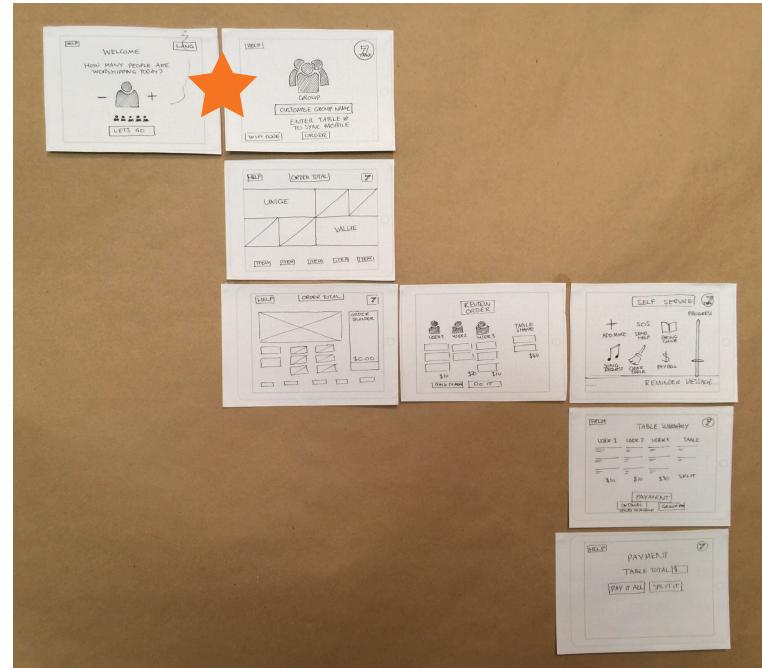
MOOD BOARD



LO-FI



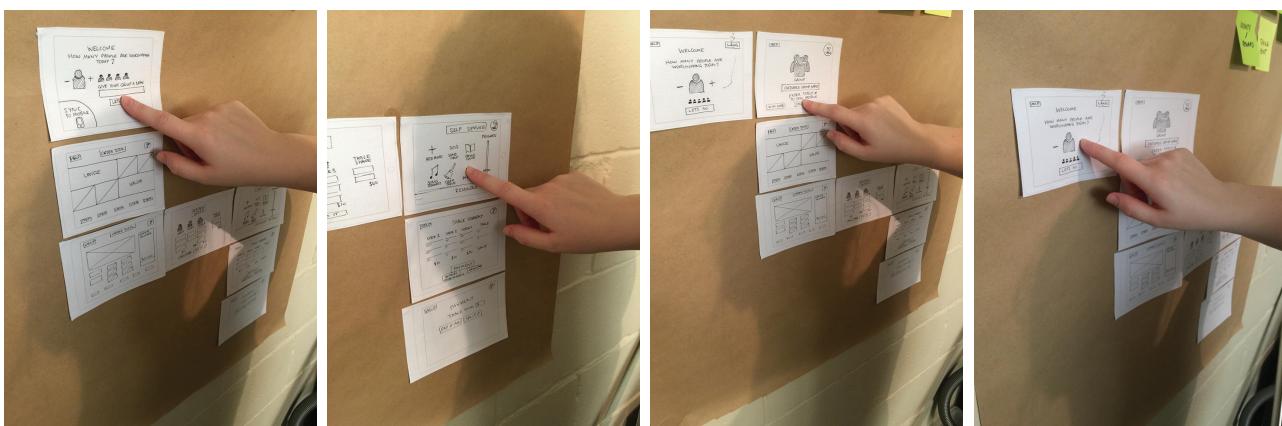
Initial wireframe



Revised wireframe

★ Using Hicks law to simplify this screen

USER TESTING



FEEDBACK

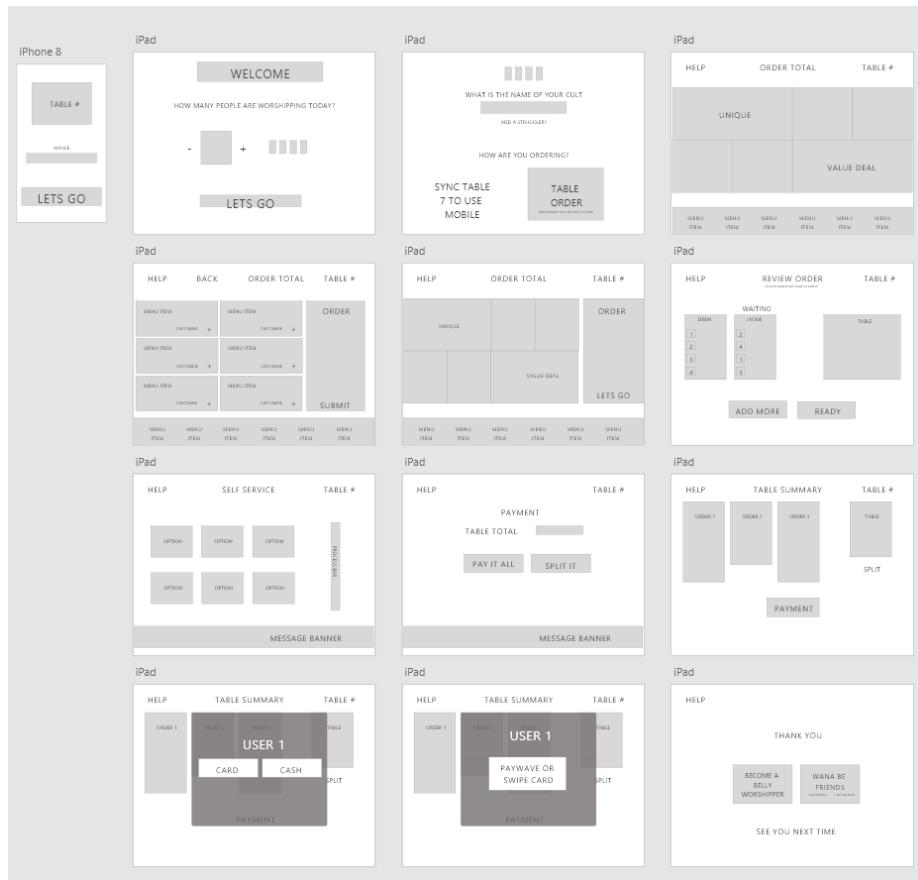
I had put the amount of customers dining and adding names/group name onto the same page which confused some of the testers, so I decided to use Hicks Law and split it up to simplify the process.



LO-FI

SKETCH LINK

<https://sketch.cloud/s/KR12D>



USER TESTING ROUND 1 & 2

I started with paper wireframing to quickly get my ideas and the process down of how the web app might function and flow for a group ordering items for their table. I observed and noted issues that testers were having. The feedback came back positive in this initial stage with only a minor change but was still lacking the complete process so I decided to do a very quick second LO-FI mockup using sketch to give testers a more accurate interpretation of how the app might flow.

Feedback that needed to be taken into consideration for the HI-FI

If you want to order individually on the app how do you do this?

How do you actually split the bill?

How do I know who is ordering?

Progress bar location is confusing

Users should have individual names not a group name



DESIGN EXPLORATION MOCKUP

I decided to create quick mock ups of the visual design ideas I had in Adobe Illustrator so I could quickly visualise the layout/design options which I felt would best fit in with the requirements for the web app for Belly Worship. Also considering how to implement features I discovered in the research phase of the project.



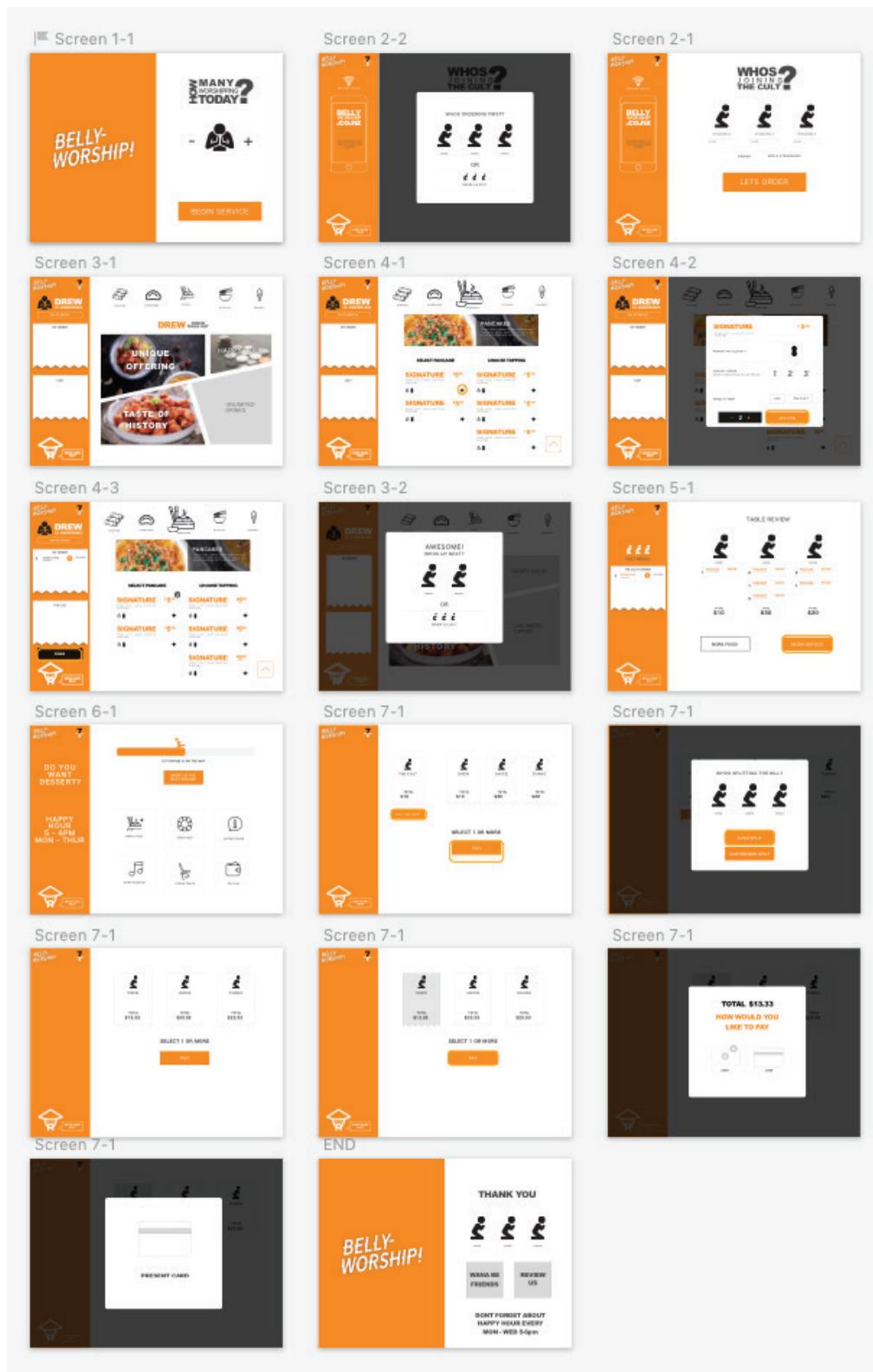
HI-FI MOCKUP

INITIAL MOCKUP

<https://sketch.cloud/s/7aP22>

REVISED AFTER USER TESTING

<https://sketch.cloud/s/pKqDp>



HIFI USER TESTING ROUND 3

For Hi-Fi testing I had multiple people test the prototype, I observed and recorded how they navigated the app and any issues they encountered. I followed this up with a discussion with them on how these issues could be resolved or how they had resolved similar issues on their own project.

A) Users should get to choose who orders first

I added a popup to allow users to select who is ordering first or order together as a group.

B) How do you order as a table if you want to share items on the table as well as personal?

I Included a table ticket option so users could add items they are wanting to share. I also added the option to order as a group only.

C) Something showing you have finished ordering

I added a popup so when one user has finished ordering a popup asks you to select the next person until everyone has completed their orders.

D) How to tell who is ordering?

I added a call out to who is ordering on the landing screen and an icon with their name showing who is ordering with the ability to switch between users.

E) How do I know which table I'm at?

I added a table number onto the left side menu so it's visible throughout the ordering process.

F) Payment is confusing

I added a select button onto the ticket rather than using the actual ticket as the button, as the review button I had on it was confusing to the user and they wanted to click that rather than the ticket itself.

G) Current way the table number is displayed is confusing

Through A/B testing I updated this with a digital version of what Belly Worship uses in store.



HIFI - REVISIONS



A

WHOS
JOINING
THE CULT?

WHOS ORDERING FIRST?



OR
ORDER AS CULT

E

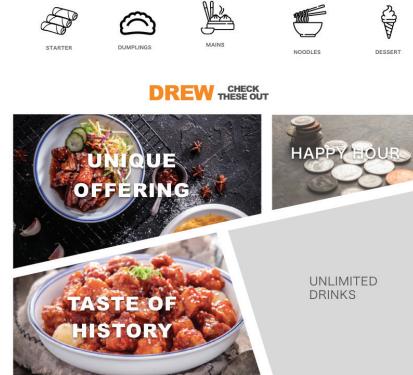
BELLY-
WORSHIP!
DREW IS ORDERING

TAP TO SWITCH

MY ORDER

CULT

B



C

AWESOME!
WHOS UP NEXT?



OR

ORDER AS CULT



SELECT 1 OR MORE TICKET TO PAY

PAY

G



STYLE GUIDE

BEON FONT

Open Sans

Light

Light Italic

Regular

Regular Italic

Semi-Bold

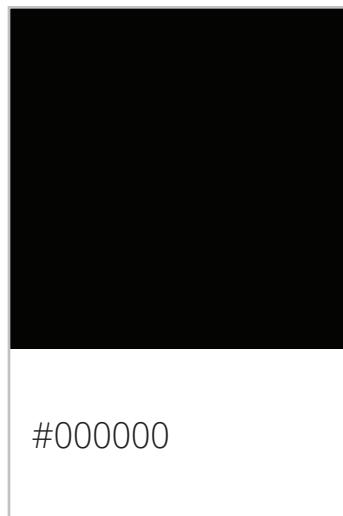
Semi-Bold Italic

Bold

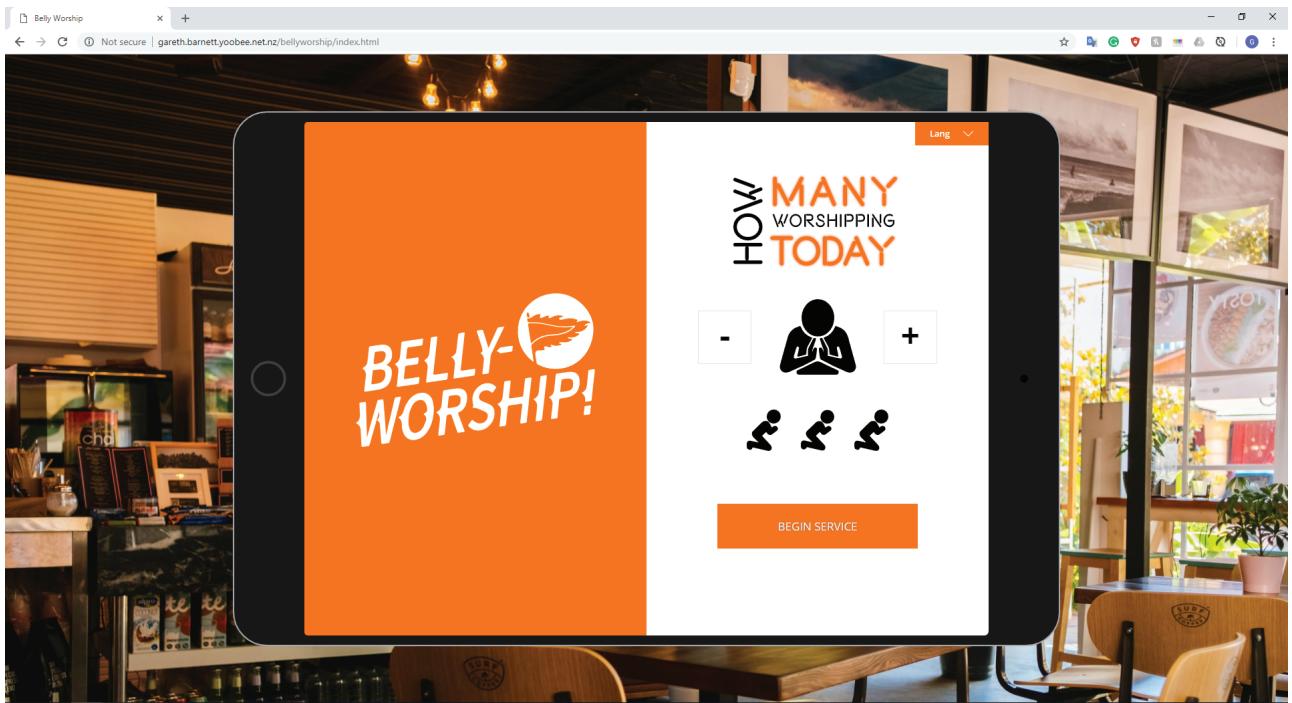
Bold Italic

Extra-Bold

Extra-Bold Italic



PROJECT CONSTRAINTS



The web app has been designed and coded for Google chrome browser as a prototype to show the client a presentation of how it would look on an iPad screen with 1920 x 1080px resolution, with the section being hard coded as 1024 x 768px (iPad resolution landscape view) and non responsive with an iPad svg and background behind it for Google chrome web browser.

A media query has been added so when it hits 1024px wide it will display at the correct size for an iPad with a native resolution of 1024 x768px (non ipad pro).

Due to time constraints of the project and the tablet being the key function of this ecosystem it was not made responsive for mobile. This would be created in the next design sprint.

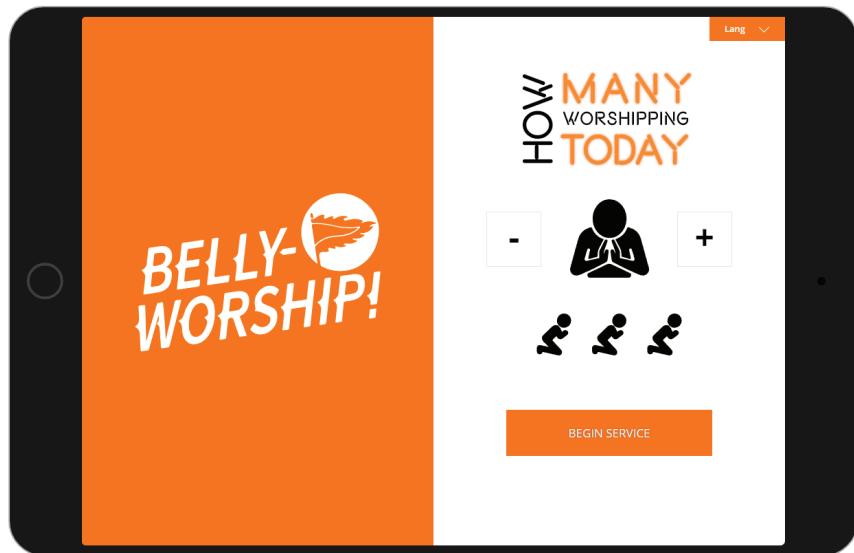
LINK TO PROTOTYPE

<http://gareth.barnett.yoobee.net.nz/bellyworship/>



FINAL DESIGN / FEATURES

The concept is a digital ordering kiosk system using a table side mounted tablet. The system will have an eftpos facility built into it for easy payment, if cash payment is required users can go up to the counter and the restaurant staff can easily pull up their table and individual order thanks to the personalised ordering system. Users will have the ability to sync their personal devices to the ordering system by entering the table number and selecting their name.



Interactive way of choosing how many people will be dining, whether that being an individual or as a group.





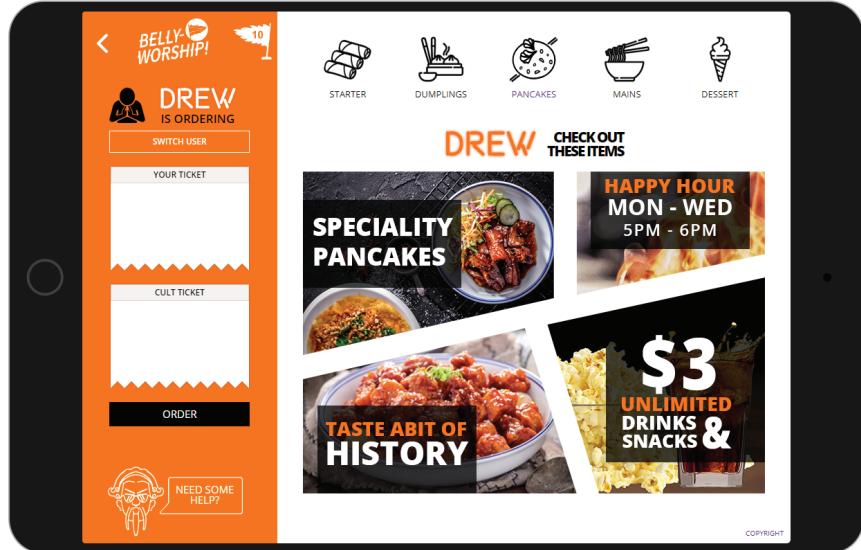
Personalise the users experience by inserting the customers names, this enhances the experience for the customer helping them feel apart of the process.

A guide on how to sync your mobile to the table ordering system ensures customers are well informed and feel confident to try it out.

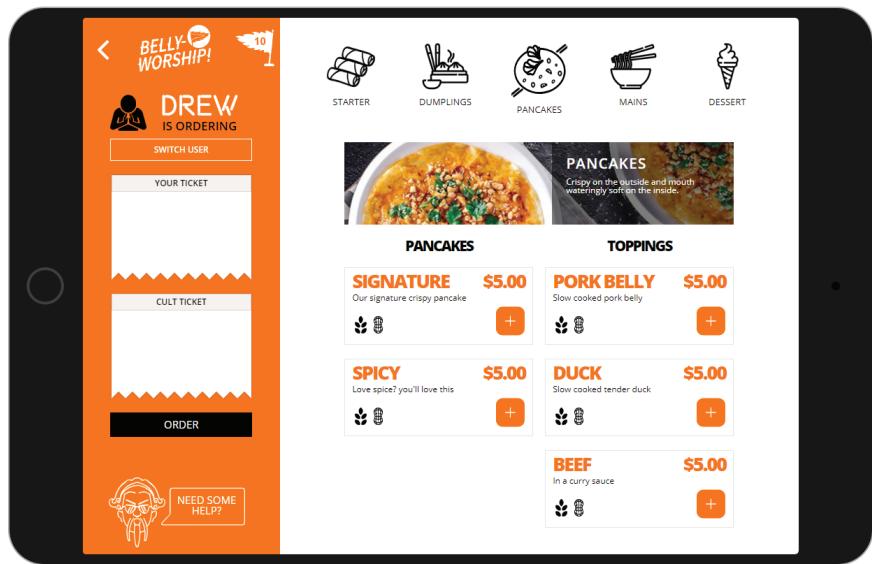


The option to order individually or order as a group only so all ordering needs are met.



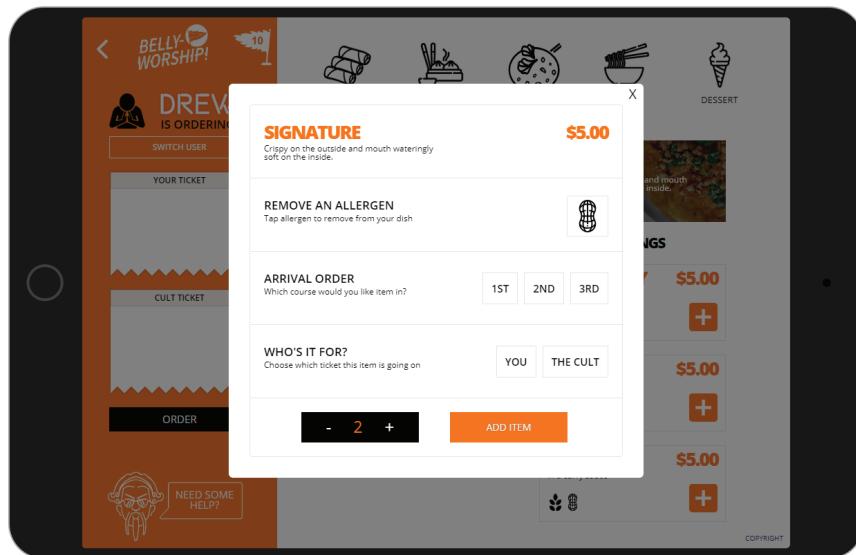


Personalised splash screen showing unique offerings and deals that the restaurant has to offer.



If you're ordering individually you have the option to add items you might be sharing with the group into the 'group ticket' and an option to split the bill later.

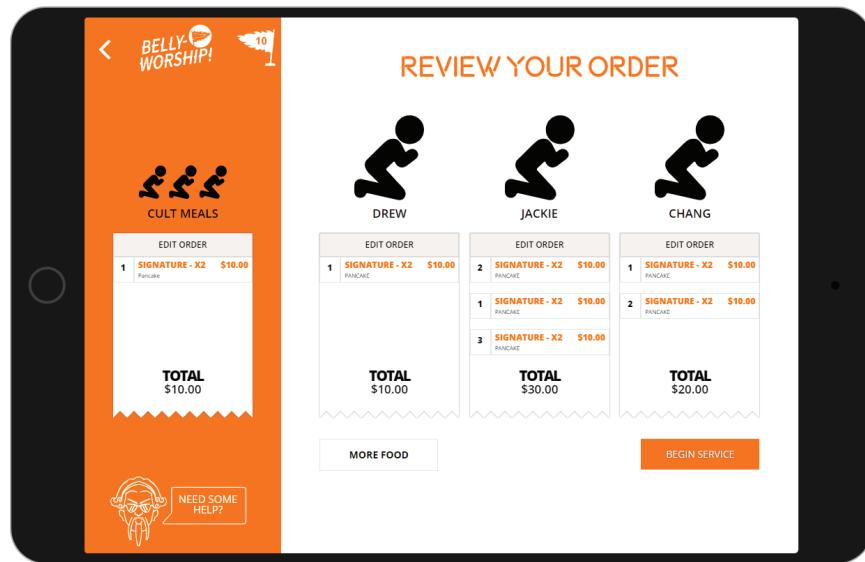




Users can choose the order of arrival for their food from the kitchen.

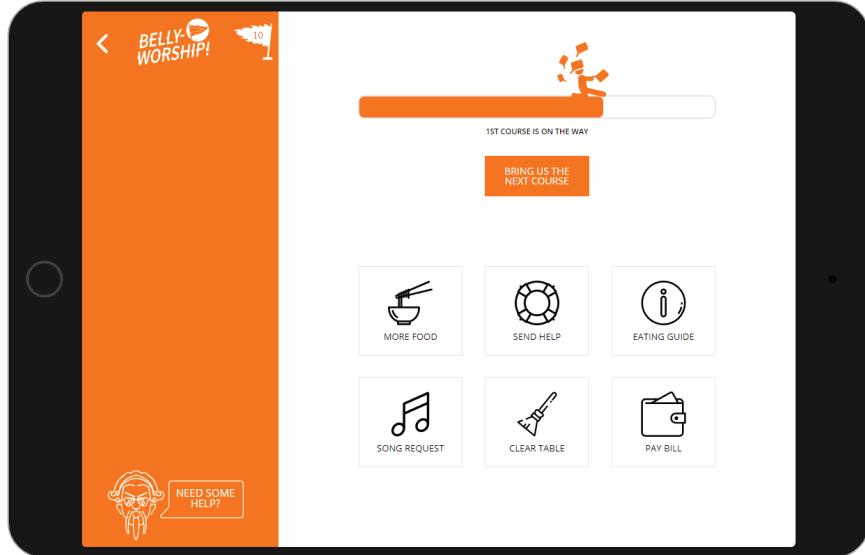
Ability to remove a certain allergen when ordering

Here you can also choose which ticket the food item is going on - your own ticket or the groups.

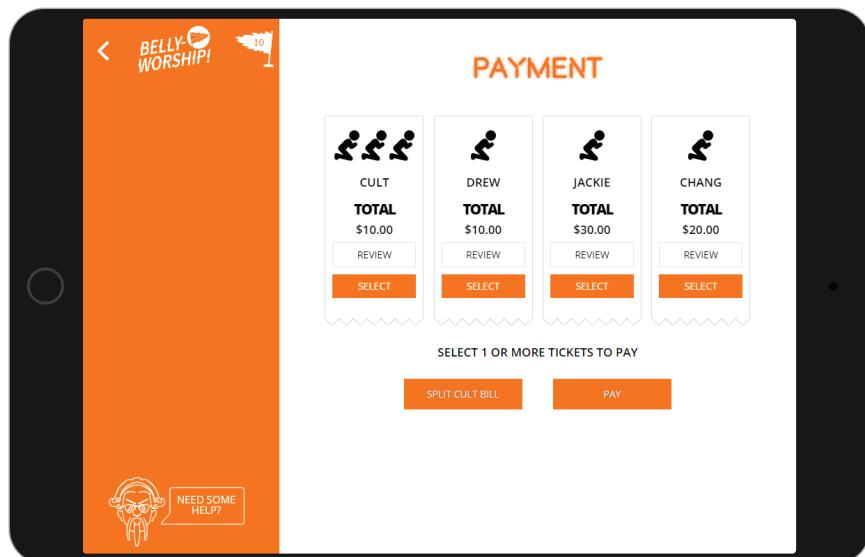


Review screen to see what everyone is ordering on the table and ability to go back and edit or add more items.



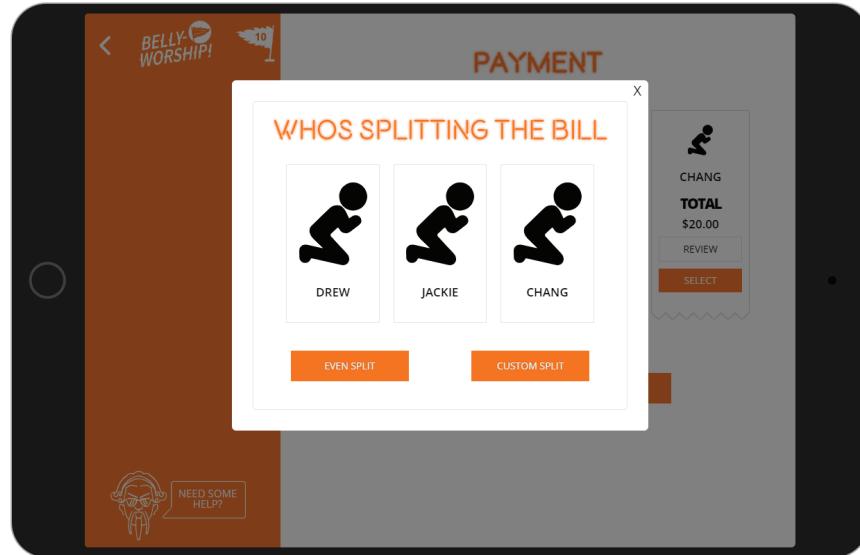


Self service screen - here you can see the progress of your order or request your next course so the table doesn't get cluttered, as well as many other functions such as request table clearing, eating guides, restaurant information, help, song requests, pay and order more food.



Payment screen - Here you can select which tickets you want to pay for. You have the option to select individual tickets or select all tickets and split the group ticket total.





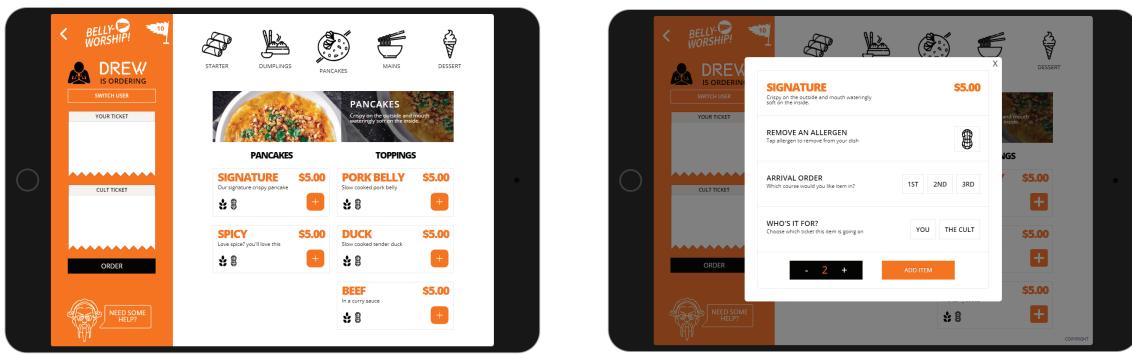
Interactive way to split the bill, simply tap who it's being split with and it will evenly split the total between them or there is the option to do your own customised split.



Digital assistant who can help if you get stuck at any point or are unsure. Future functionality this would pop up to offer suggestions or tips as you're going through the ordering process.



WEB SCREENS CREATED



WEB SCREENS CREATED

REVIEW YOUR ORDER

CULT MEALS

DREW JACKIE CHANG

SIGNATURE - X2 \$10.00

TOTAL \$10.00

MORE FOOD

EDIT ORDER

SIGNATURE - X2 \$10.00

TOTAL \$10.00

EDIT ORDER

SIGNATURE - X2 \$10.00

TOTAL \$30.00

EDIT ORDER

SIGNATURE - X2 \$10.00

TOTAL \$20.00

DESIGN SERVICE

NEED SOME HELP?

1ST COURSE IS ON THE WAY

SIGNAL TO THE NEXT COURSE

MORE FOOD SEND HELP EATING GUIDE

SONG REQUEST CLEAR TABLE PAY BILL

NEED SOME HELP?

PAYMENT

CULT TOTAL \$10.00 REVIEW SELECT

DREW TOTAL \$10.00 REVIEW SELECT

JACKIE TOTAL \$30.00 REVIEW SELECT

CHANG TOTAL \$20.00 REVIEW SELECT

SELECT 1 OR MORE TICKETS TO PAY

SPLIT CULT BILL PAY

NEED SOME HELP?

WHOS SPLITTING THE BILL

DREW JACKIE CHANG

EVEN SPLIT CUSTOM SPLIT

CHANG TOTAL \$20.00 REVIEW SELECT

NEED SOME HELP?

PAYMENT

DREW TOTAL \$13.33 REVIEW SELECT

JACKIE TOTAL \$33.33 REVIEW SELECT

CHANG TOTAL \$23.33 REVIEW SELECT

SELECT 1 OR MORE TICKETS TO PAY

PAY

NEED SOME HELP?

PAYMENT

TOTAL \$69.99

HOW WOULD YOU LIKE TO PAY

CASH CARD

NEED SOME HELP?

PAYMENT

PRESENT CARD

NEED SOME HELP?

THANK YOU

BELLY-WORSHIP!

DREW JACKIE CHANG

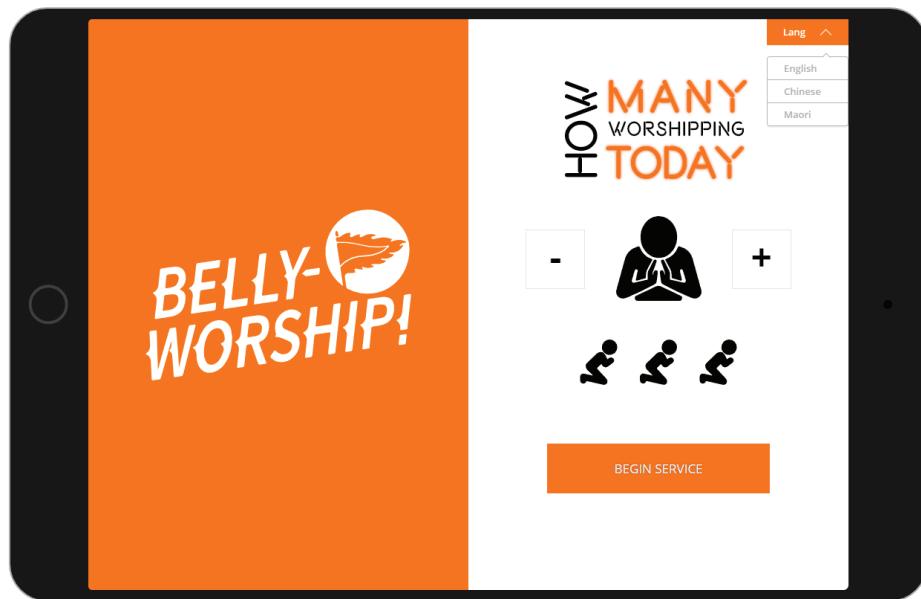
SEE YOU NEXT TIME



WEBSITE ARCHITECTURE



TREATY OF WAITANGI



After researching into the Treaty of Waitangi and analysing it with the project that I am working on for Belly Worship, I have established that this project is not breaching the Treaty of Waitangi and is respectful to Maori culture.

To uphold and respect the principles of the Treaty and Maori culture I have included equal participation for Maori culture in the web app to help strengthen the importance of Maori community in New Zealand. I have done this by including an option to change the website language into Maori.

Furthermore, before launch I would like to engage and consult with maori community for user testing and welcome any input that could help strengthen their cultural values into the web app.



ACHIEVING BUSINESS REQUIREMENTS

I have applied principles from what I discovered in the research phase while testing and analysing competitors digital ordering solutions.

- Large tiles separated with borders to make menu options clearer
- Good use of white space
- Shadowed text on the buttons to help it stand out more
- Large buttons and bold colours used for more important options
- Tappable buttons
- Clearly defined category items using imagery/symbolism
- Intuitive touch screen interface to heighten the user experience

IMPROVE CUSTOMER ENGAGEMENT

By personalising the experience and adding a quirky theme to keep users engaged in the ordering process.

SHOW OFF UNIQUE OFFERINGS

Unique offerings are displayed on a user landing screen using the ux law of serial position effect.

TOUCH SCREEN ORDERING SYSTEM

It meets the touch screen ordering system goal as it is designed to be used on a table mounted tablet and I have reduced the need for using an onscreen keyboard - only being used for name entry.

ABILITY TO USE A PERSONAL MOBILE DEVICE WITH THE ORDERING SYSTEM

The app ecosystem is tablet based with the ability to be synced via mobile by simply entering your table number (mobile version coming in design sprint 2)

BE ABLE TO SEE THE PROGRESS OF THEIR ORDER

Users can see the progress of their order on the self service screen clearly with a visual process bar and an approximate countdown till arrival.



ACHIEVING BUSINESS REQUIREMENTS

VIEW DEALS AND MAKE SUGGESTIONS

The main deal of unlimited snacks and drinks is shown on the user landing screen using the ux law of serial positioning effect. Also showing promotions and suggestions (try some history or happy hour).

ALLERGEN INFORMATION IS CLEARLY VISIBLE

Allergen information has been shown with icons on the menu item tiles and inside the popup there is the option to remove certain allergens such as peanuts being removed from the pancakes.

CHOOSE A COURSE IN WHICH FOOD ARRIVES

Users can select which course they would like food to arrive on the menu item popup. A button has been added to the self service control panel to allow users to request the next course to avoid over cluttered tables.

SPLIT THE BILL

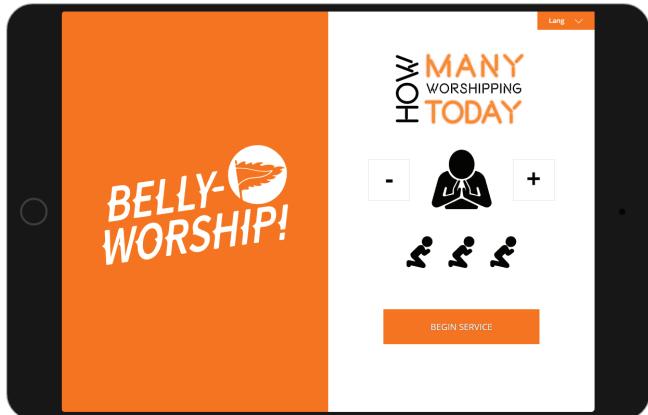
The payment area has been set up with the ability to split the bill easily or pay the entire by selecting multiple dockets.

EASE OF USE

The ordering system is easy to use, I have made good use of white space using the law of proximity and borders to separate menu items and hicks ux law to break down how many options users see on a screen. Using the Law of pragnanz using symbolised menu options and table number to make objects easy to find.



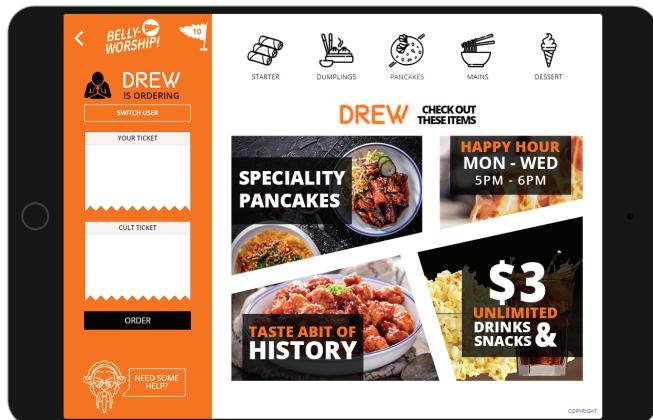
UX LAWS



HICKS LAW

"The time it takes to make a decision increases as the number of options increases"

Hicks Law has been used throughout the project where possible, breaking down the number of choices available on the screen such as the first 2 screens and using pops up for menu items.



SERIAL POSITION EFFECT

"Users will always remember better the first one and the last one"

The Serial Position Effect is used to promote Belly Worship's unique offerings and deals.



GROUP PROJECT & PARTICIPATION

I gave feedback on a lot of the projects in the our class via google forms from members who asked me in class or via our facebook group. (2 examples attached)

Examples of how working in a group with user testing has assisted towards a goal helping to make each others projects as user friendly as possible. (see LO-FI & HI-FI user feedback pages)

I worked daily with Jules and Jason testing and giving feedback on their projects and their progress, as well as receiving a lot of feedback for my own project from them and other members of the class.

What is your opinion on the 'drinks' page and if you could change it what would you do? *

I would space the items out more so you dont accidentally add the wrong item (plus sign in particular) and increase the weight of the plus.

Thank you for your time! Any other feedback?

Looks great!

SUBMIT

Never submit passwords through Google Forms.

This content is neither created nor endorsed by Google. Report Abuse - Terms of Service - Additional Terms

Google Forms

Providing feedback for Nikita's project

If you are the owner of the project, how do you score this demo?

1	2	3	4	5
---	---	---	---	---

Not good enough Very satisfied

Did you find anything is unnecessary?

no

In your opinion, are there anything that should be added?

has all the functions i would need!

Do you have any other comment about this demo?

I would make what page you are on mor

Thanks!

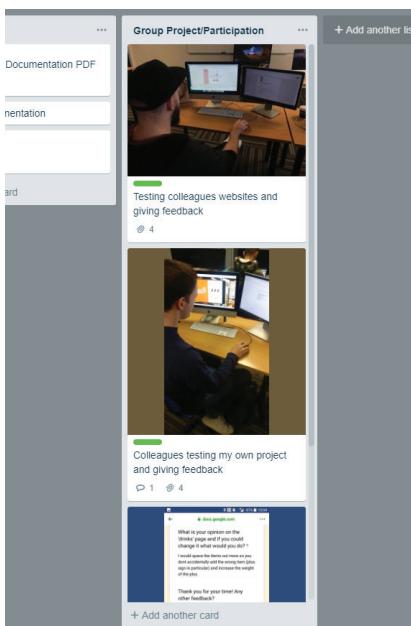
Many appreciated for your time and efforts to contribute this project, the developer(s)/designer(s) will fully consider your feedback!

SUBMIT

Providing feedback for Jasons project



GROUP PROJECT & PARTICIPATION



Trello showing feedback examples of what I participated in and who participated in mine.

Jules O'Dea yesterday at 8:47 PM
User had issue with shop text not having enough focus on the TOTAL, TYPE and COFFEE text. Changed in my final design
@ - Reply

Gareth Barnett yesterday at 4:58 PM
Testing Jules design, it was very clear and simple to use and has a great flow through the ordering process I was able to order the item in the task with no issues! Excellent work. I gave feedback on minor things like the map clicking out to a new website.
@ - Edit - Delete

Providing feedback for Jule's project on trello

Optional: Type your name, and I'll add your name on my project that you helped me out, cheers!

2 responses

Gareth

JULES ODEA

Providing feedback for Erind's project

Jules O'Dea yesterday at 4:39 PM (edited)
[Jules testing my project.jpg](#)
Helped Gareth test his final design. Commented on the final payment page and how it could be made differently. His design has a great user flow and very aesthetically pleasing layout. I would like to use it in the future to order my food.
@ - Reply - Delete

Show Details

Gareth Barnett just now
Provided user feedback for Jason's project, was looking and functioning great! but recommend that a lot of the nav (about etc) doesn't need to be seen once in the app in my personal opinion.
@ - Edit - Delete

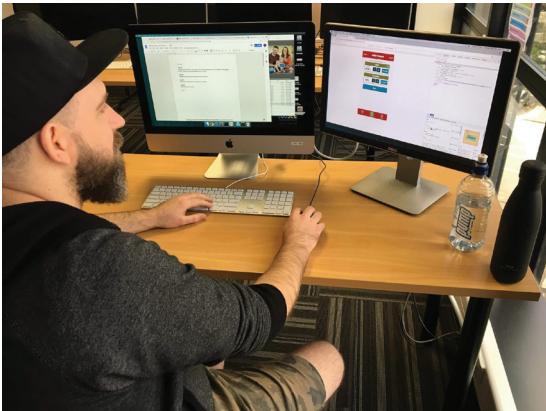
j jasonlin9011 moved this card from Doing to Done

Providing feedback for Jasons project on trello

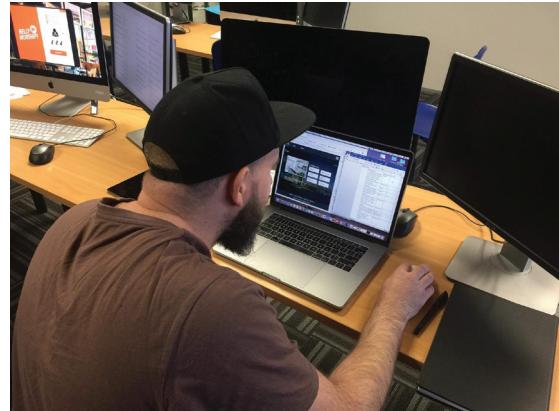


GROUP TESTING/USABILITY STANDARD

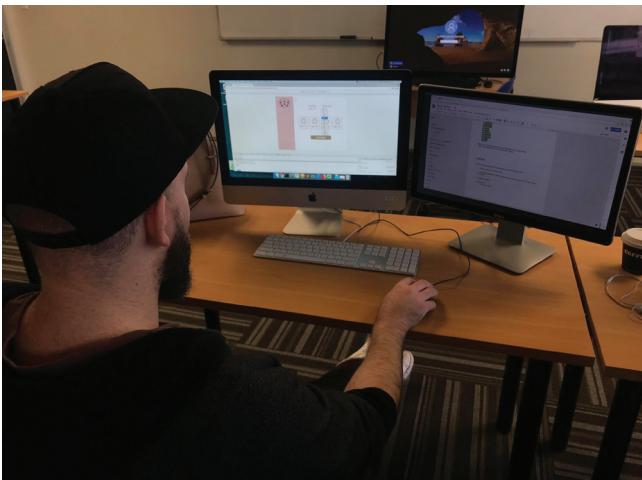
I participated in a group project that involved user testing/bug fixing and testing usability standards by providing a task for others in the group to carry out. This was to prove the proposed solution meets the established standards that the business requires. We also provided user feedback to help each other and making sure our projects were ready to present and hand in.



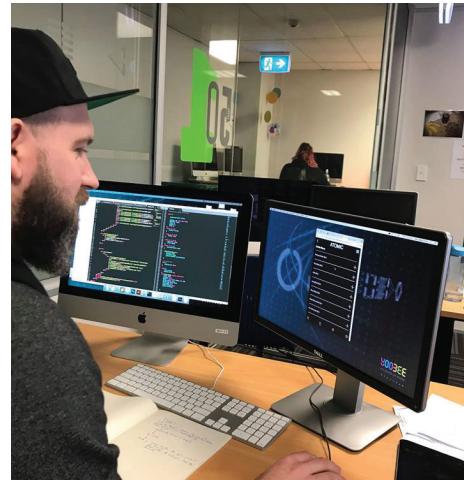
Testing Thlijmen's Project
& Providing Feedback



Testing Jason's Project
& Providing Feedback



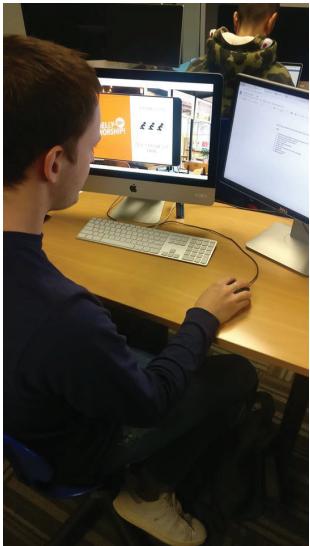
Testing Louella's Project
& Providing Feedback



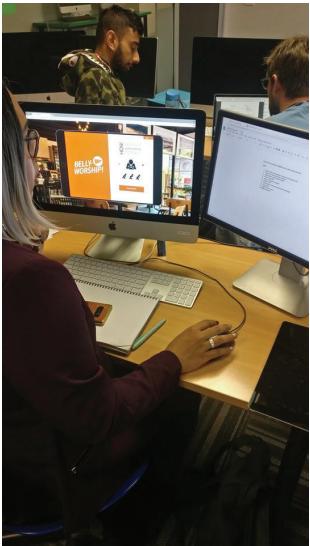
Testing Jules Project
& Providing Feedback



GROUP TESTING/USABILITY STANDARD



Jules testing my project & providing feedback



Jay testing my project & providing feedback



Jason testing my project & providing feedback



Erind testing my project & providing feedback

SUMMARY OF FEEDBACK

To test the concept worked well we did group user testing where testers were given a task to complete. All users could complete this easily and I received positive feedback such as it was intuitive and fun to use.

FEEDBACK

- Simple and doesn't overwhelm if you have something in mind you can find it.
- CTA works well, users wanting to click the unique offering tile.
- Love the quirky novelty idea and is done in a tasteful way that doesn't ruin the experience
- Recommended to add (+) and (-) symbols on banish and straggler.
- Very cool this would enhance the dinning experience.

Due to time constraints only the user Drew is able to place an order

TASK

1. Select how many people are joining your group (cult)
2. Enter your name (Drew) and start ordering
3. Select who's ordering first (Drew)
4. Order a pancake
5. Add 2 x signature pancake
6. Submit order
7. Review your order and move to the next stage
8. Pay the bill
9. Split the bill evenly
10. Make payment

100%
COMPLETION RATE

VIDEO OF JULES TESTING THE WEB APP

<https://youtu.be/gds3J9mqCBM>



VISUAL DESIGN PRINCIPLES

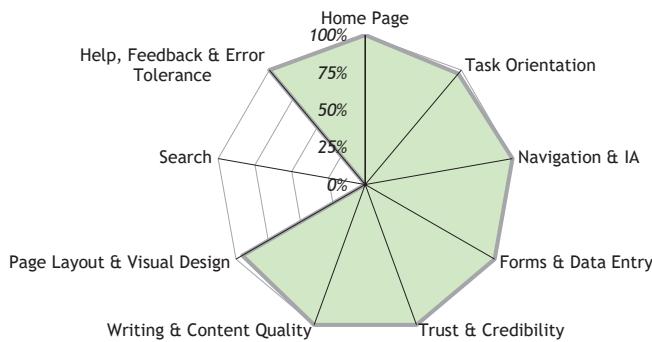
To make sure the project was conforming with visual design principles throughout the project I read the Yoobee best practices documentation and applied these aspects within the project where possible.

To take it a step further I used a checklist excel file provided by userfocus to make sure the design had conformed with the industry standards.

USERFOCUS

Expert Review

Summary of results				
	Raw score	# Questions	# Answers	Score
Home Page	8	20	8	100%
Task Orientation	29	44	31	97%
Navigation & IA	21	29	21	100%
Forms & Data Entry	2	23	2	100%
Trust & Credibility	11	13	11	100%
Writing & Content Quality	11	23	11	100%
Page Layout & Visual Design	27	38	30	95%
Search	0	20	0	
Help, Feedback & Error Tolerance	1	37	1	100%
Overall score	247	115	99%	



The project tested and scored very well when going through this checklist. Due to the nature of this project and the web app being an in store only application, a lot of the principles did not relate to the project but what was relevant has scored very well as shown in the chart above.



CSS PROCESSOR & METHODOLOGY

```
File Edit Selection Find View Go to Tools Project Preferences Help
```

FOLDERS

- └ Belly Worship - Final
 - └ css
 - └ _global.scss
 - └ _index1.scss
 - └ _index10.scss
 - └ _index2.scss
 - └ _index3.scss
 - └ _index4.scss
 - └ _index5.scss
 - └ _index6.scss
 - └ _index7.scss
 - └ _index8.scss
 - └ _index9.scss
 - └ _reset.scss
 - └ _site-settings.scss
 - └ main.css
 - └ main.css.map
 - └ mains.css

└ img
 - └ js
 - └ beon.ttf

└ index1.html

└ index10.html

└ index2.html

└ index3.html

└ index4.html

└ index5.html

└ index6.html

└ index7.html

└ index8.html

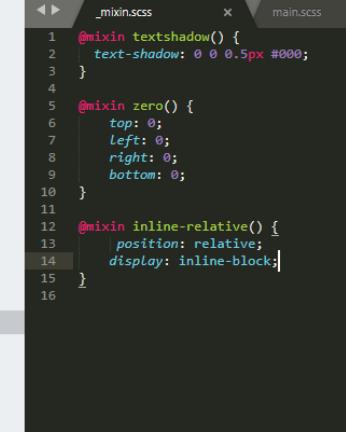
└ index9.html

└ global.scss site-settings.scss

```
1 @charset "UTF-8";
2
3 /**
4  * == Site settings
5  */
6
7
8
9 @font-face {
10   font-family: beon;
11   src: url(..beon.otf);
12 }
13
14
15 // Fonts
16 $font1: "Open Sans", sans-serif;
17 $font2: "beon", "Open Sans", sans-serif;
18
19 // Colors
20 $brand-color: #FF7400;
21 $gray-color: #F5F5F5;
22 $flicker-color: #F0F5E1;
23
24 $font-color: #ffffff;
25 $font-color2: #000000;
26
27
28 |
```

Variables for fonts & colours

Nesting CSS rules



The screenshot shows a code editor window with the following SCSS code:

```
al _mixin.scss x main.scss
1 @mixin textshadow() {
2   text-shadow: 0 0 0.5px #000;
3 }
4
5 @mixin zero() {
6   top: 0;
7   left: 0;
8   right: 0;
9   bottom: 0;
10 }
11
12 @mixin inline-relative() {
13   position: relative;
14   display: inline-block;
15 }
16
```

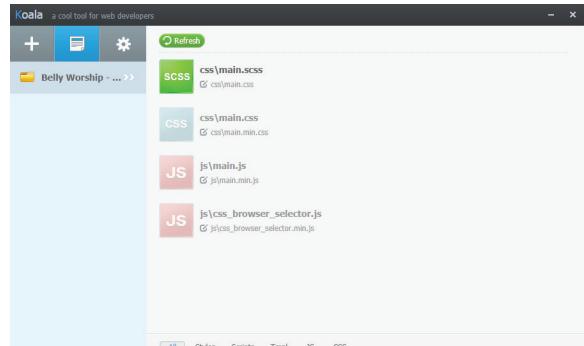
The file is named `_mixin.scss`. The code defines three mixins: `textshadow`, `zero`, and `inline-relative`. The `textshadow` mixin adds a text shadow of 0 0 0.5px in black. The `zero` mixin sets all four CSS position properties to 0. The `inline-relative` mixin sets the position to relative and the display to inline-block.

Using Mixins

SASS

Example of using partials, nesting, mixins, variables and SMACCS. The compiler I used was Koala

SASS definitely takes css to the next level making it easier and code clearer with nesting. Adding variables & mixins is a great way to eliminate the need to go through the entire project and edit every colour or state if the project requires the change.



SMACCS

.process - Example of high level class

.process-bar - Example of descendant level class

.mains.css - importing _partial.scss sheets in such as resets, site settings, styling modules from each page.



HTML & CSS VALIDATION

Nu Html Checker

This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change

Showing results for contents of text-input area

Checker Input

Show (source outline image report Options...)

Check by CSS

```
<!doctype html>
<html lang="en">
<head>
    <meta charset="utf-8">
    <meta http-equiv="x-ua-compatible" content="ie=edge">
    <title> Belly Worship </title>
    <meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no">
    <!-- Your CSS styles are here -->
    <link rel="stylesheet" href="css/main.css">
    <link href="https://fonts.googleapis.com/css?family=Open+Sans:300,400,600,700,800" rel="stylesheet">
    <script src="js/css_browser_selector.js"></script>
```

Use the Message Filtering button below to hide/show particular messages, and to see total counts of errors and warnings.

1. **Warning** Article lacks heading. Consider using `h2 - h6` elements to add identifying headings to all articles.
From line 32, column 9, to line 32, column 46
`<article class="article-half screen1"><...>`

2. **Warning** Section lacks heading. Consider using `h2 - h6` elements to add identifying headings to all sections.
From line 26, column 5, to line 26, column 33
`<section class="tablet_view"><...>`

HTML

Validation has no errors but does feature warnings. This web app will be for use in store only and not publicly available on the internet, normally these headings are to help google search seo etc but in this case it is not required. Due to the nature of this site, using headers in this way does not make sense as it is designed more like an web app than a general website.

W3C CSS Validator results for TextArea (CSS level 3 + SVG)

Congratulations! No Error Found.

This document validates as [CSS level 3 + SVG](#) !

To show your readers that you've taken the care to create an interoperable Web page, you ma



CSS

Has passed with no issues.



SUMMARY

I'm happy with how the project turned out and how it functions and believe it meets all expectations are the project. I would of liked to have added more functionality into the website but will return to this at a later date once I've learnt new tools such as javascript

NEXT DESIGN SPRINT & FUTURE ADDITIONS I WOULD LIKE TO ADD:

- Upsell engine on empty side bar like on the self service screen i,e dessert alert.
- Create the mobile version
- Making the website responsive
- Create fallback rules for other browsers

REFLECTION

UX/RESEARCH

I felt like I spent too much time working on this stage, close to 2 weeks of the 3 week timeline, in future I will be more conscious with my decision making and know when to move onto the next stage.

DESIGN

I would of liked to have spent abit more time in sketch, finishing off the prototype but overall I'm happy with how it turned out and how it functions. I would of liked to have added more functionality into the website but will return to this at a later date once I've learnt javascript etc.

CODING

Learning more about SASS before I coded the prototype would be something I would of changed, as it was abit of a learning process using it for the first time and understanding how to use it. I would of used more features like variables and mixins going forward.

CROSS PLATFORM

Although it wasn't one of my constraints to work across multiple browsers I would have liked to have spent more time looking into what isn't functional in certain browsers, such as the clipping mask and the ticket border I used.



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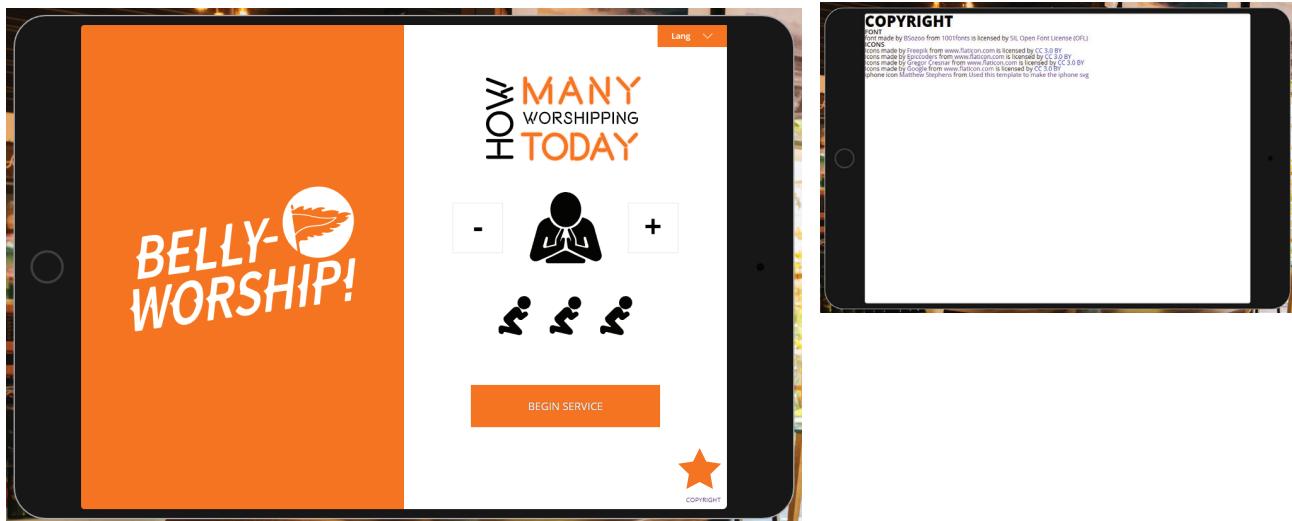
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