

Project X / Testing Methods:

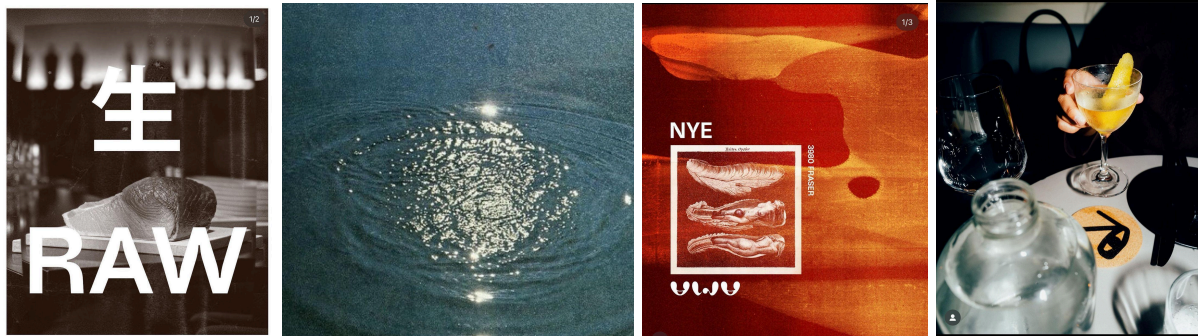
For Project X i decided i wanted to work with a client on the web design part due to realizing during the previous projects i did not partake much in this aspects and focused mostly on others.

A friend of mine is currently working on opening his 3rd restaurant in Perú a couple months from now and i know how strict he is in regards to working with people, so i mentioned the idea of making him a new web design for him despite he already having one and he accepted.

Steps:

Brand guide: First thing he did after accepting, was sending me the brand guide and 4 images of the mood he wanted to transmit.

📄 Yakimo v4.pdf



Client Interview: To understand what my client wanted i conducted a first interview with him, i recorded this interview after asking permission to do so and asking to do the interview in english, unfortunately i had the phone record option without activating the microphone for whatsapp calls so the recording does not have audio, its here anyways for proof:

📄 RPReplay_Final1718651536.mp4

The key information i got from this interview was the following:

First i asked what the restaurant **vision** was:

He mentioned this restaurant would be high-end and a little sophisticated, different from his other two japanese-peruvian restaurants, he also said this part of mixing japanese and peruvian culture was the vision he was trying to display through his food and restaurant.

Secondly i asked for the **goal** he wanted to achieve through the website:

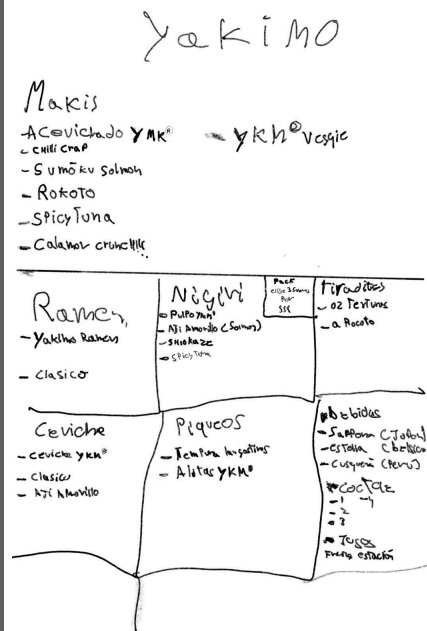
He said he wanted a simple yet elegant page, that first transmits the essence of Yakimo, and informs people about things like the menu, opening hours and maybe some future press articles or mentions.

He also said having a reservation part would be nice but was not required.

Lastly i said i knew he was a busy person and didn't have much time so i asked the last question, and asked him to send me **key information** of the site like dishes and location. He answered by telling me the location and sending me this image of the menu on whatsapp. (he later added and changed some dishes).



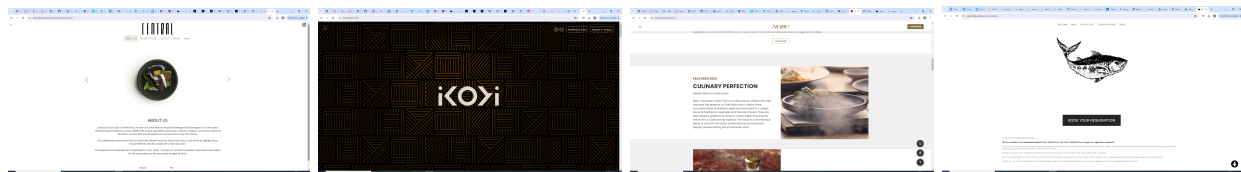
Paper Menu Design



Dishes/menu content.

Industry analysis:

Before doing any designs i started to look at restaurants from other websites and took screenshots from the pages i liked ill just show some examples, because there were many i liked:



about us Central

intro screen Ikoki

nobu showcase

reservations Kato

Usability Testing:

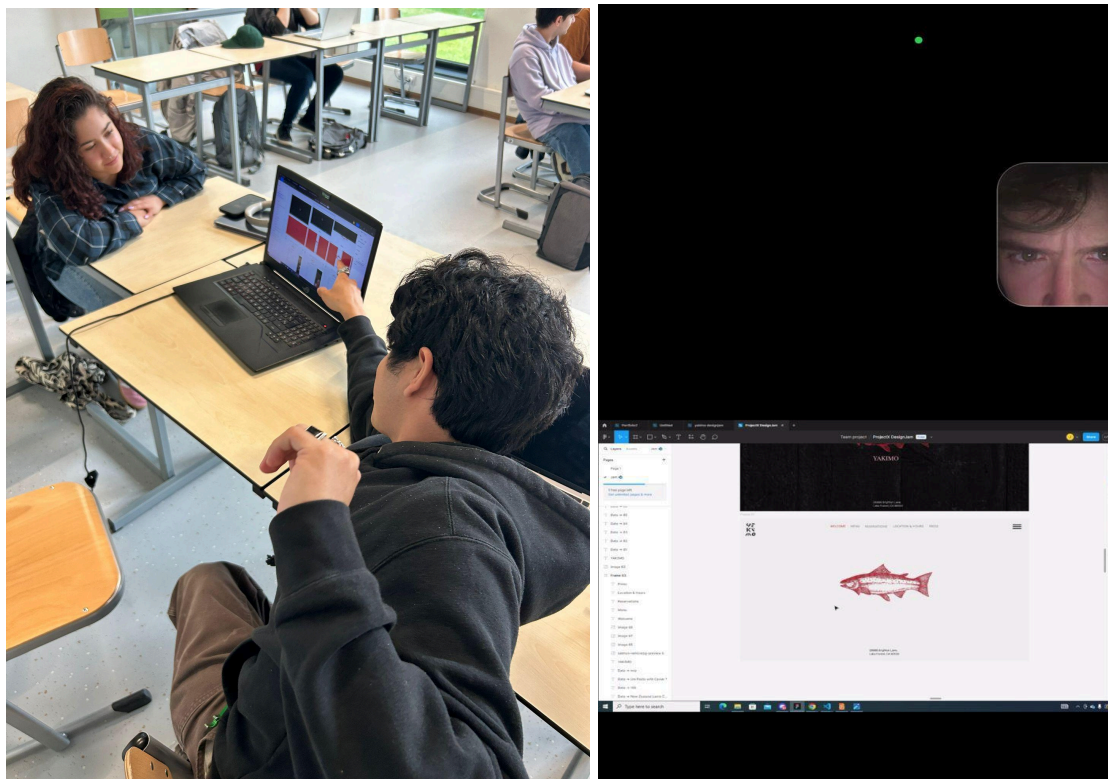
After this i started Design Jamming, as you will see in the iterative process part of this project, and i figured after doing a very simple wireframe that this website was way to simple for that so i made a quick design after jamming a while with my favorite jam home design up that moment.

Then i prototyped all the pages and asked a friend of mine to navigate it to see if he could easily navigate it, and for the most part he could due to the simplicity of the site but he mentioned a couple things that i added later on:

- A click here or scroll here button on the intro screen. (i didn't add it later one but made the intro screen an animation).
- He mentioned its nice to see images for the menu items since otherwise you dont know how does the food look.
- He also had some comments about contrast in some parts.

A/B testing:

Following the usability test i made some changes to my design, also continued design jamming a bit trying different colors and elements on the design style i chose, and found some cool ones, so i asked some of my classmates, and also and most importantly my client which colors and styles they liked more, the answer was unanimous, they liked one of the new designs better.



Heuristic evaluation:

I got the following guide for a friend of mine to perform a Heuristic Evaluation:

Heuristic Evaluation Checklist for Restaurant Website

Instructions:

Evaluate each item and mark if it meets the criterion or note any issues. Provide comments for clarification if necessary.

1. Visibility of System Status*

- [No] The website clearly indicates its current status (e.g., "Coming Soon").
- [Yes] Loading indicators are shown where necessary.
- Comments: No loading parts and intro animation is quick enough to not need them.

2. Match Between System and Real World*

- [Yes] The restaurant's concept and theme are clearly communicated.
- [Yes] Visual representations (mockups, conceptual images) of food and venue are used.
- Comments: Consistent and clear. Transmits the concept.

3. User Control and Freedom*

- [Yes] Users can easily navigate to different sections (home, menu, contact).
- [Yes] Navigation menus are intuitive and accessible.
- *Comments:

4. Consistency and Standards*

- [Yes] Design elements (fonts, colors, buttons) are consistent across all pages.
- [Yes] Common icons and symbols are used appropriately.
- Comments: Low but correct usage.

5. Error Prevention*

- [Yes] Essential sections (menu, location, hours) are clearly labeled and easy to find.
- [No] Contact information and opening date are displayed prominently and accurately.
- Comments: No contact information. No opening date displayed.

6. Recognition Rather Than Recall*

- [Yes] Menu categories are clearly labeled.
- [Yes] The most important information (opening date, location) is highlighted prominently.
- Comments: Information displayed clearly and easy to find.

7. Flexibility and Efficiency of Use*

- [Yes] Information is accessible quickly through search or menu navigation.
- [No] Shortcuts for repeat visitors (e.g., signup for updates) are available.
- Comments: Simple page and efficient, no account creation so no sign ups needed.

8. Aesthetic and Minimalist Design*

- [Yes] The design is visually appealing without being cluttered.
- [Yes] Unnecessary elements or information are removed.

- Comments: The site is simple and concise but looks good.

9. Help Users Recognize, Diagnose, and Recover from Errors*

- [Yes] Error messages are clear and provide guidance on how to fix problems.

- [No] A contact form is available for users to ask questions.

- Comments: 404 page clear.

10. Help and Documentation*

- [No] An FAQ or help section is available for common questions.

- [Yes] Instructions for finding the restaurant (e.g., map, directions) are provided.

- Comments: Map present, FAQ not present.

Summary of Findings:

Overall Usability Score: [] Excellent [] Good [] Fair [] Poor

Major Issues Identified*:

1. No contact info for restaurant.

2. No contact info for bugs.

3. No current status indication.

Recommendations for Improvement*:

1. Add contact info.

2. Add number and email for other forms of reservation.

3. Add status.

Evaluator's Information*:

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Date: 15/06/2024

