

UX Research Report: Iterative Design Testing for Indian Restaurant Website

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Introduction

The following report outlines the user experience testing conducted for the website of an Indian restaurant. Two design prototypes were developed: Design A (traditional with vibrant colours and patterns) and Design B (a modern, minimalistic approach). The research utilized A/B testing, "Think Out Loud" protocol, and the "5-second protocol" across two iterative design cycles. The participants for the initial round of testing were Mehul Kapoor and Lewis.

Methodology

Two distinct user experience testing methodologies were employed:

1. **A/B Testing:** Participants were shown both Design A and Design B without prior context and asked to select their preference.
2. **Think Out Loud:** Participants interacted with the design they chose while verbalizing their thoughts and reactions.
3. **5-Second Protocol:** Each design was shown to the participants for five seconds to gauge initial impressions and element recall.

Post-testing, the designs were iterated based on feedback and retested with the same participants.

Testing Round 1

Participants

1. **Mehul:** Familiar with Indian culture and cuisine, Mehul represents the target demographic with a deep appreciation for authenticity in Indian dining experiences.
2. **Lewis:** Less familiar with Indian culture, Lewis offers a perspective similar to that of a new customer who might be experiencing Indian cuisine for the first time.

Findings

Design A

- **A/B Testing:** Mehul preferred Design A for its authentic representation of Indian culture. Lewis found it slightly overwhelming but appreciated the cultural vibe.
- **Think Out Loud:** Mehul found the menu enticing but was distracted by the busy background. Lewis struggled to find the contact information.
- **5-Second Protocol:** Both recalled the vibrant colours but not the restaurant's name or the menu items.

Design B

- **A/B Testing:** Neither participant preferred Design B, finding it too sterile for an Indian restaurant.
- **Think Out Loud:** Both participants appreciated the layout's clarity but felt it lacked personality.
- **5-Second Protocol:** Lewis could not recall any specifics, while Mehul remembered the modern font used for the restaurant's name.

Iteration 1 Changes

Design A was simplified to reduce visual clutter, improving text legibility. Design B was infused with subtle Indian motifs and warmer colour tones to enhance cultural presence.

Testing Round 2

After refining both designs, a second round of testing was conducted with Mehul and Lewis.

Findings

Design A (Iterated)

- **A/B Testing:** Both participants now preferred the iterated Design A, citing improved balance between cultural elements and readability.
- **Think Out Loud:** Mehul was pleased with the more readable menu. Lewis found the contact information easily.
- **5-Second Protocol:** The restaurant's name and a signature dish were consistently remembered by both.

Design B (Iterated)

- **A/B Testing:** While improvements were noted, Design B still trailed behind the preference for Design A.

- **Think Out Loud:** The cultural motifs were well-received, with both participants suggesting further enhancements to reflect authenticity.
- **5-Second Protocol:** Mehul remembered the motifs, and Lewis recalled the improved colour scheme.

Conclusions

The iterative design process, guided by user feedback, led to significant enhancements in both Design A and Design B. Design A, with its traditional elements, emerged as the preferred choice, striking a balance between cultural authenticity and user-friendliness. Design B, while improved, requires additional iterations to meet the emotional and cultural engagement that a restaurant website demands.

Recommendations

1. **Adopt Design A** for the restaurant's website, incorporating the final round of user feedback.
2. **Continue to refine Design B**, possibly for use in a different context or as an alternative design during special promotions.
3. **Conduct further testing** with a broader user base to validate these findings and ensure a wide range of cultural perspectives are considered.

Appendices

- Appendix A: Screenshots of Design A and Design B, before and after iterations.
- Appendix B: Complete transcripts of "Think Out Loud" sessions with Mehul Kapoor and Lewis.
- Appendix C: Summary of feedback and actionable changes after each testing round.