

foodie

USER EXPERIENCE DESIGN

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GA-UX-SJ-1

PROBLEM STATEMENT

Diners hate waiting in line because it is boring and wasting time.



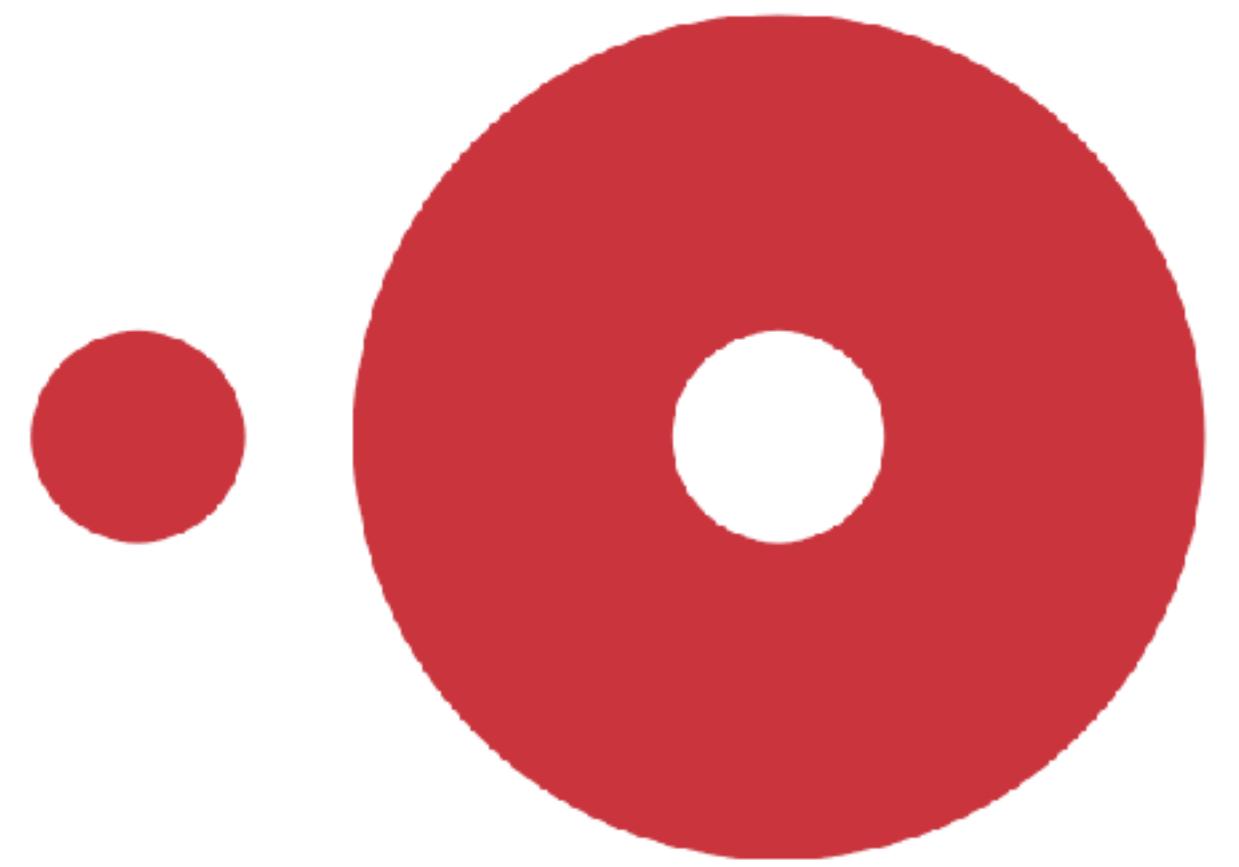
THE CHALLENGE

To make it easier for diners
to reserve tables and to wait
outside as little as possible.

COMPETITORS

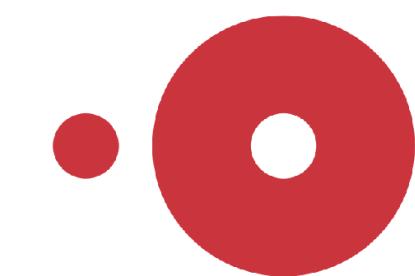
A close-up photograph of several hands reaching towards a central yellow maple leaf against a dark background. The hands are positioned in a circle, with fingers pointing inward. There are four yellow leaves and two red autumn leaves scattered among the hands. The lighting is dramatic, highlighting the texture of the skin and the veins of the leaves.



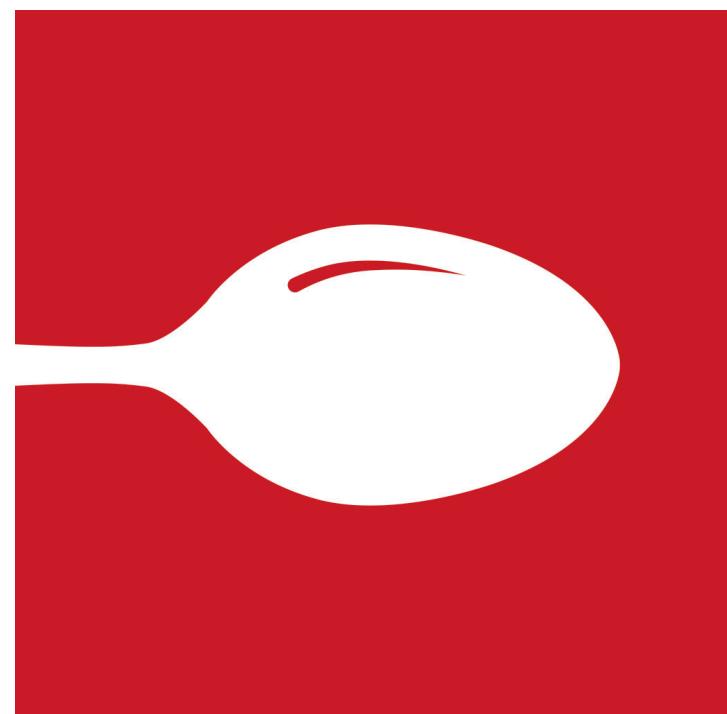


OpenTableTM





OpenTable™



What do all
these apps have
in common?

No quoting system



USER
RESEARCH

Target Audiences
Ages 18 - 36
(the millennials)

PERSONA



JENNY
24
SINGLE

LIVES IN A BIG CITY
SEEKS NEW FOOD
EXPERIENCES
AS A HOBBY
WORKS ODD HOURS
LOVES MAKING PLANS
HATES WAITING



Millennials have no time to waste because of their school and jobs.

People get stress over uncertainty and boredom.

It is not the wait that matters, it is that we get bored while waiting.



A long and unpleasant wait can also damage customers' view of the brand and discourage them from coming back.

I believe that my
app can help diners
reserve tables and
knowing how long
they have to wait
prior heading to
the restaurant.

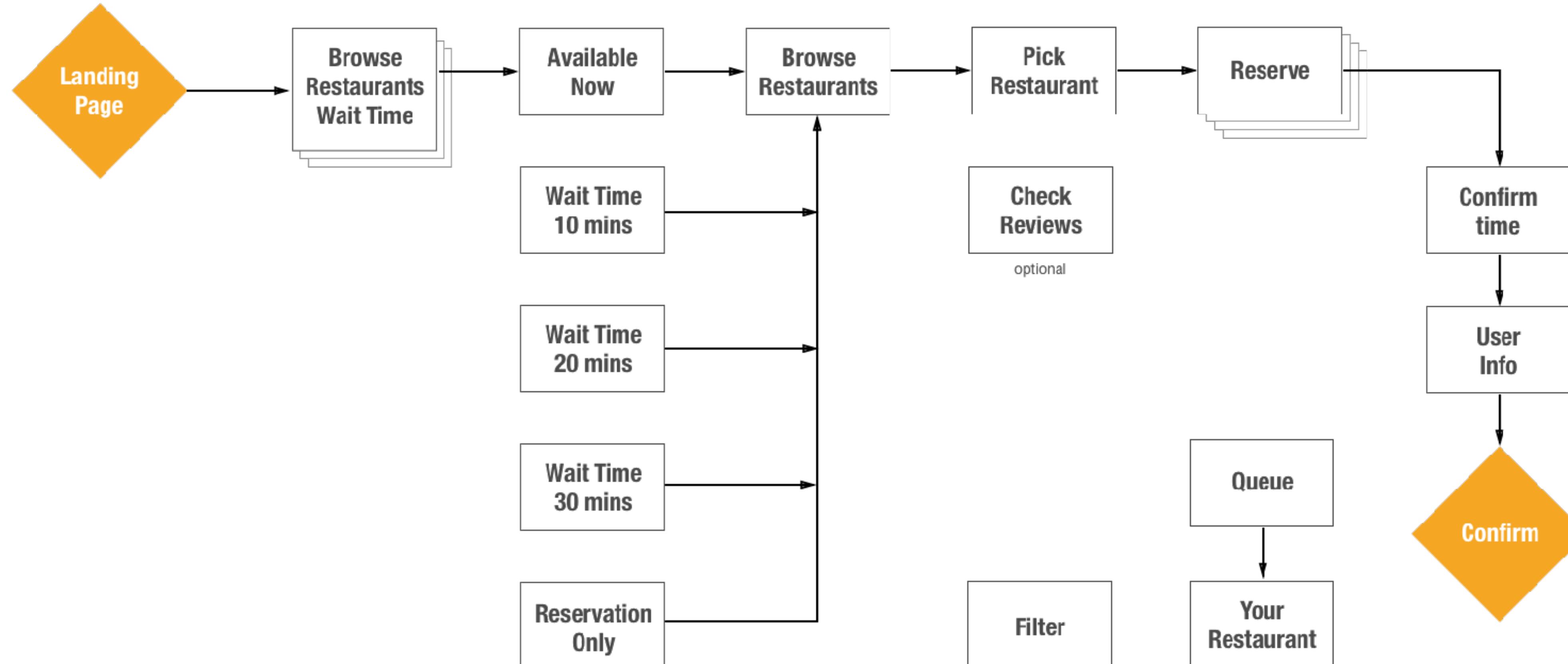
SOLUTION



USER TESTING

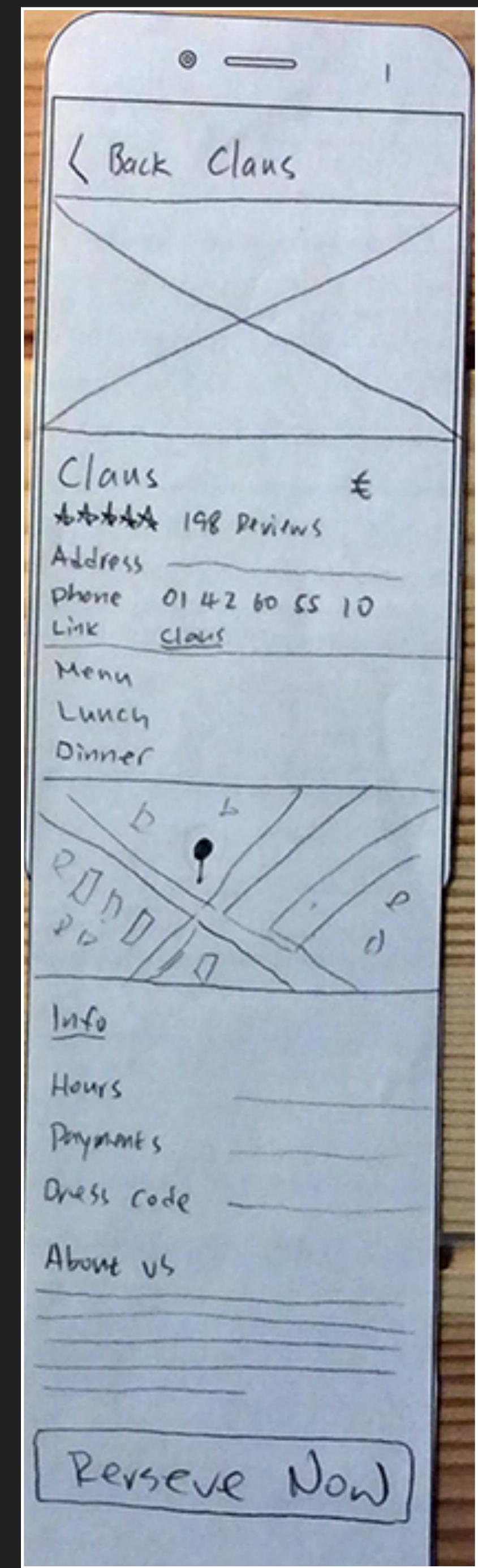
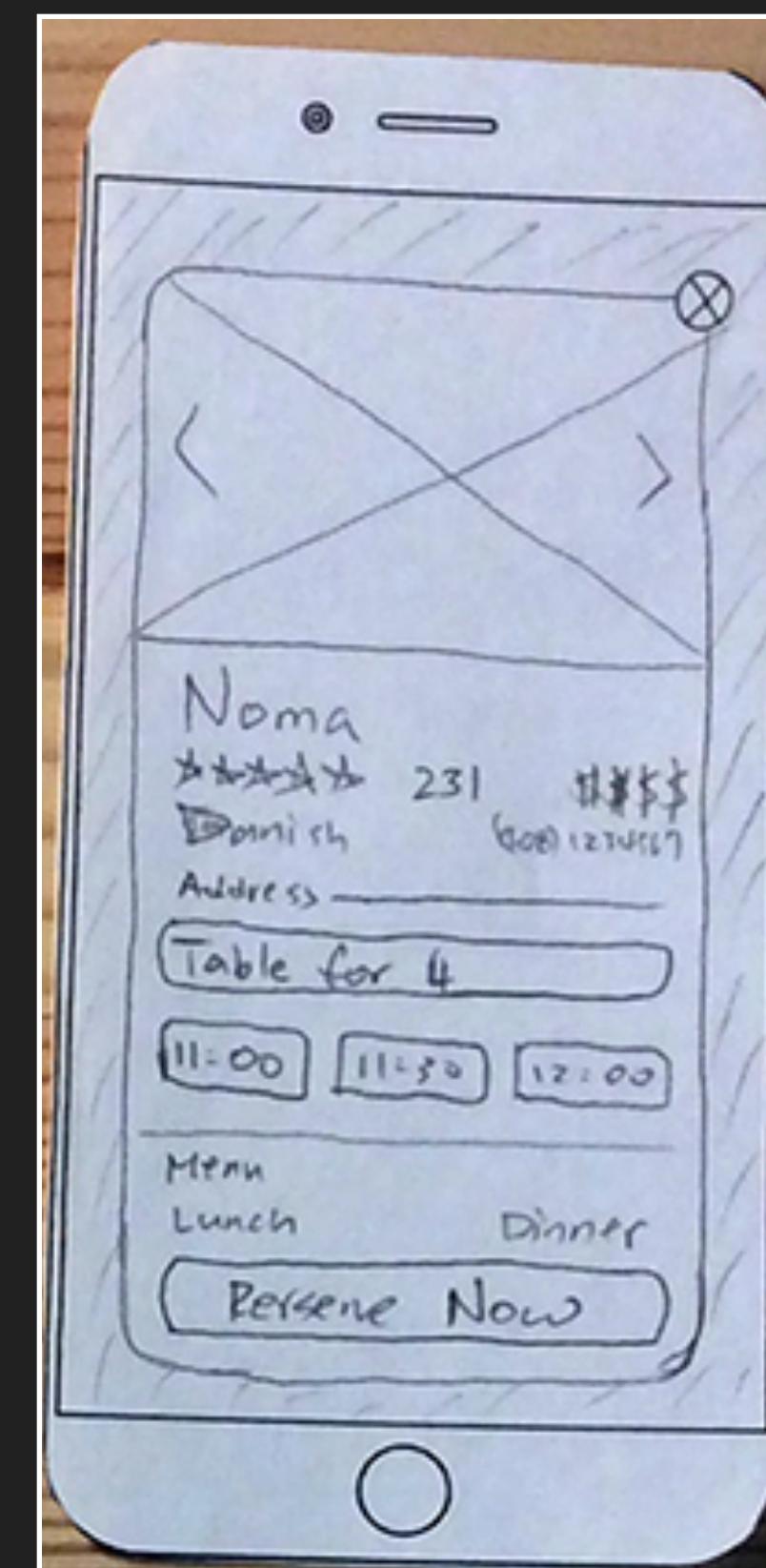
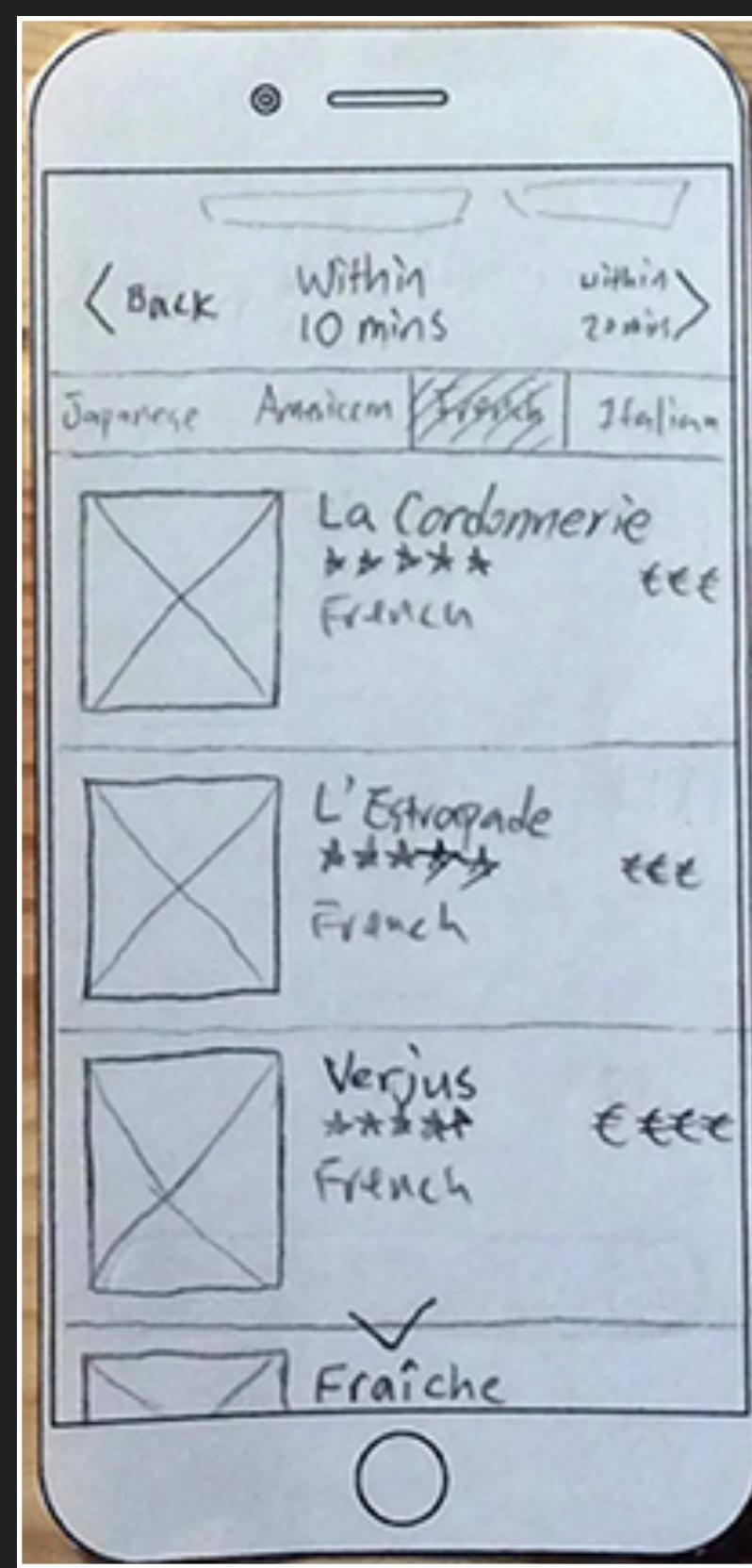
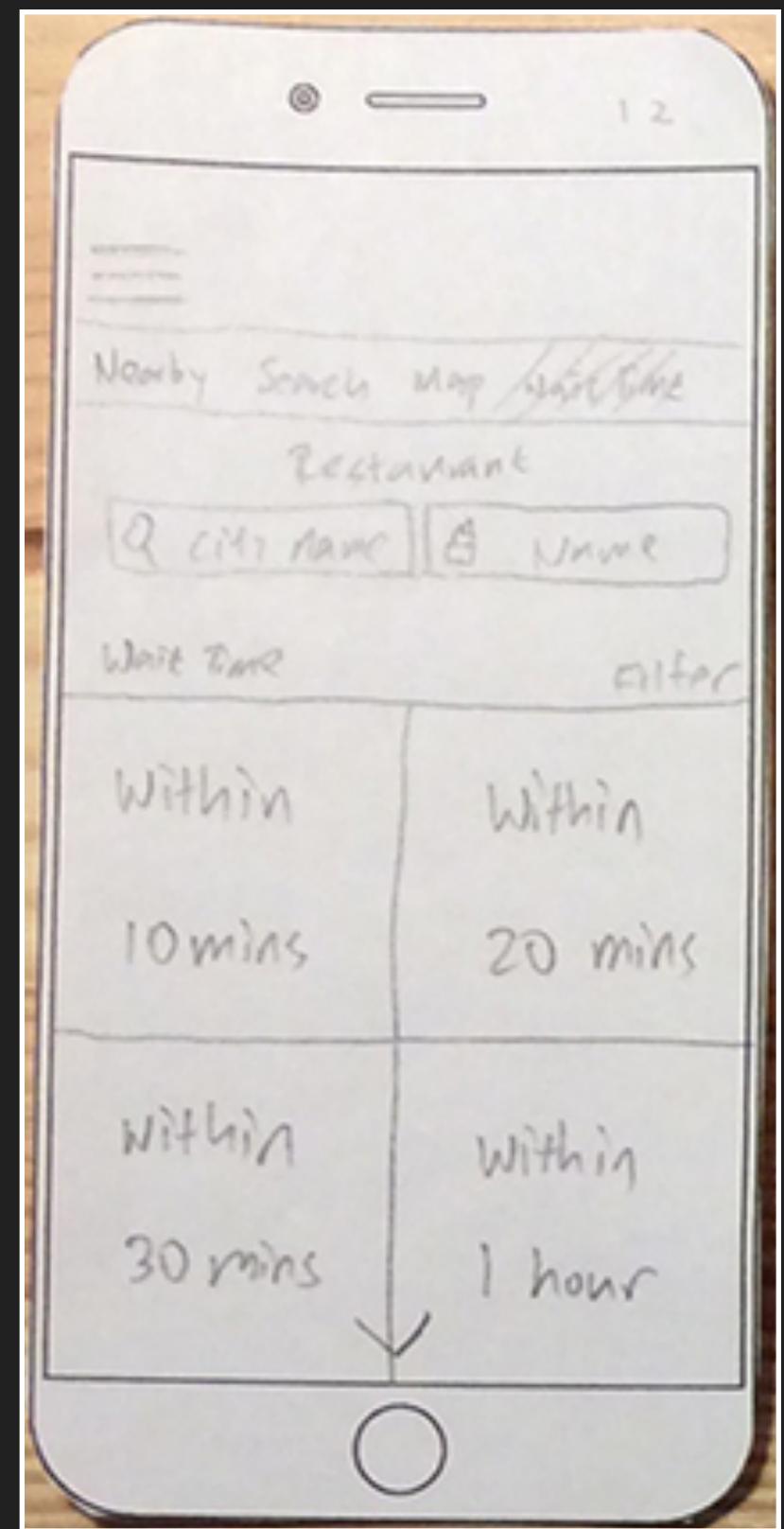


USER FLOW



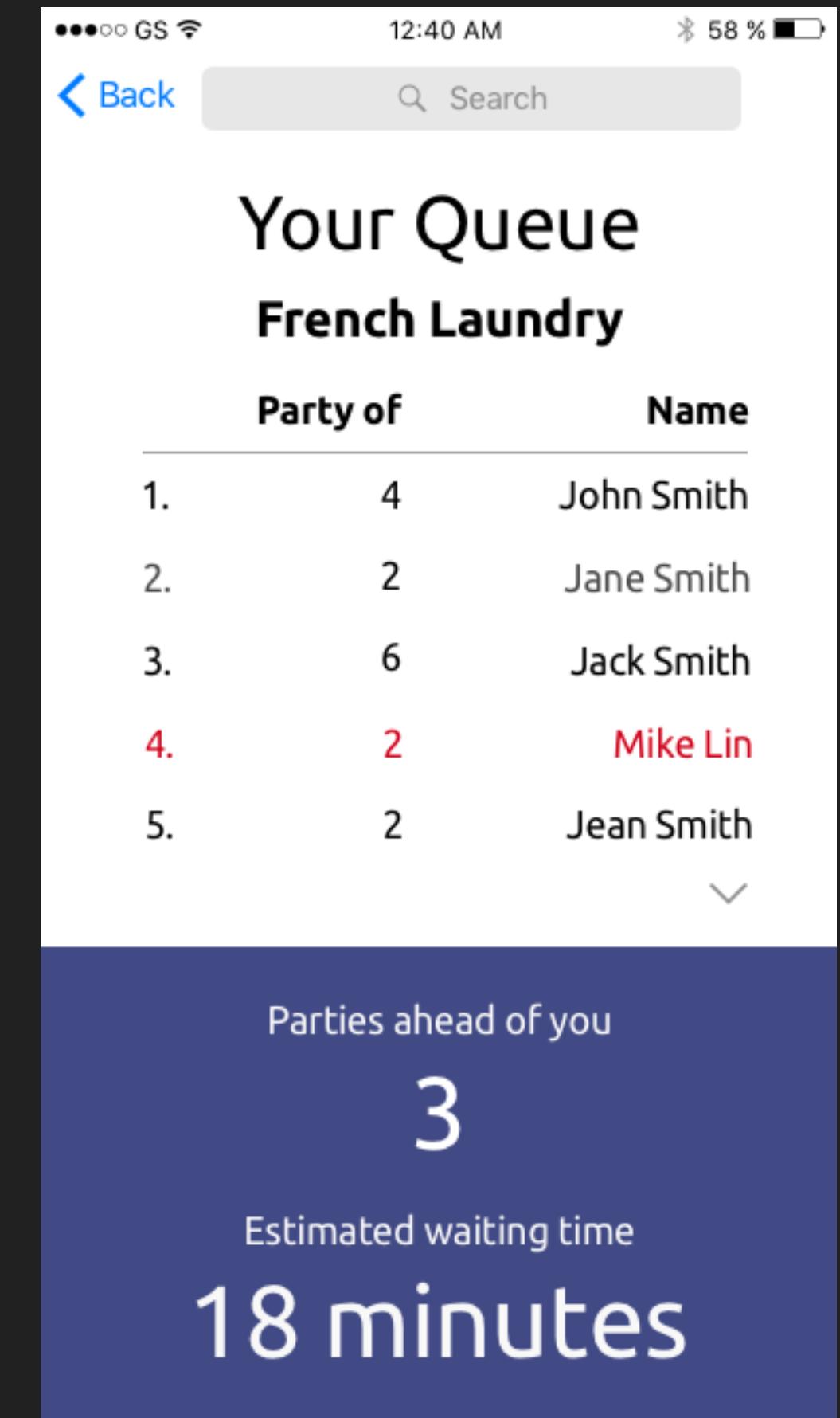
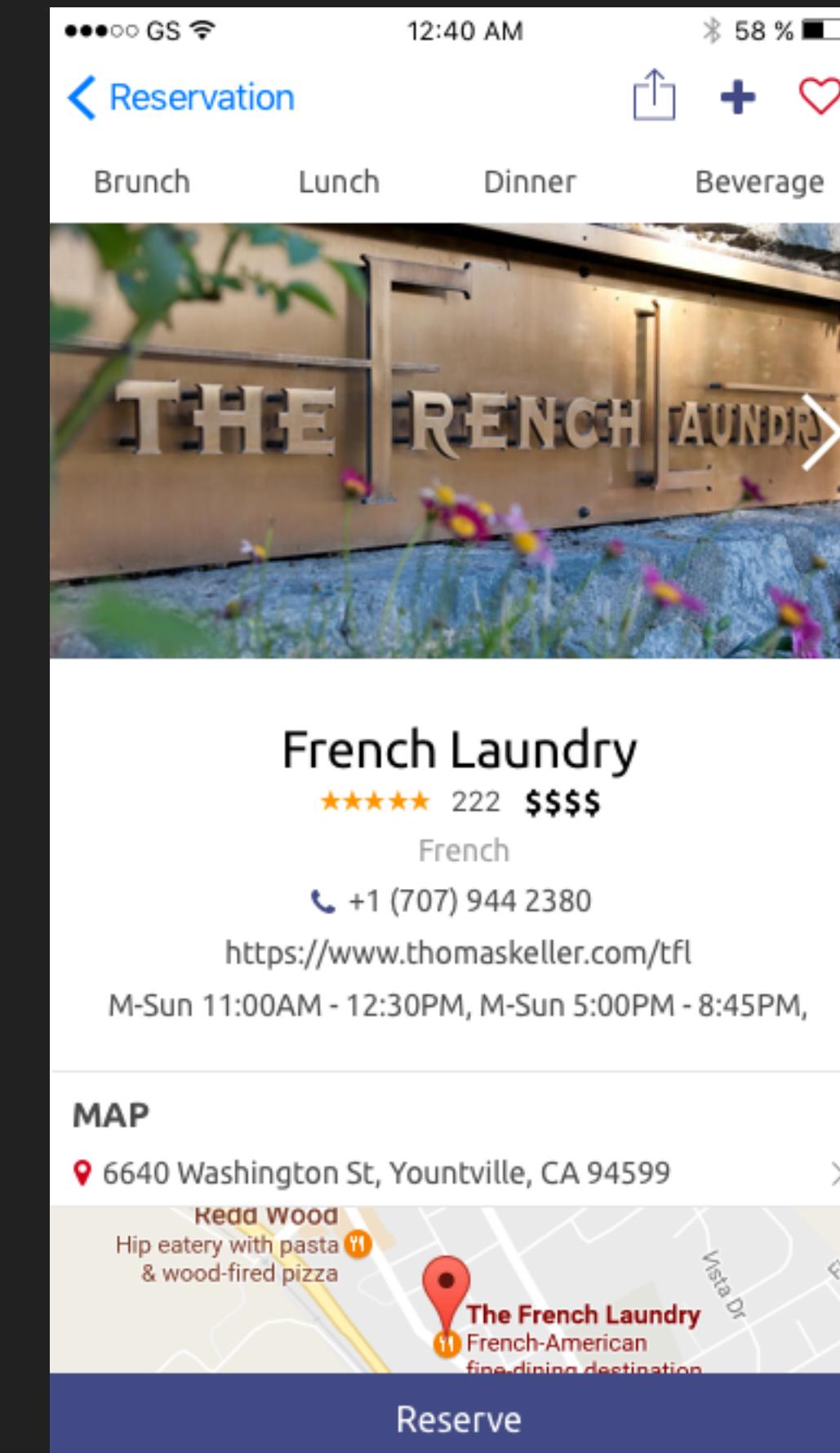
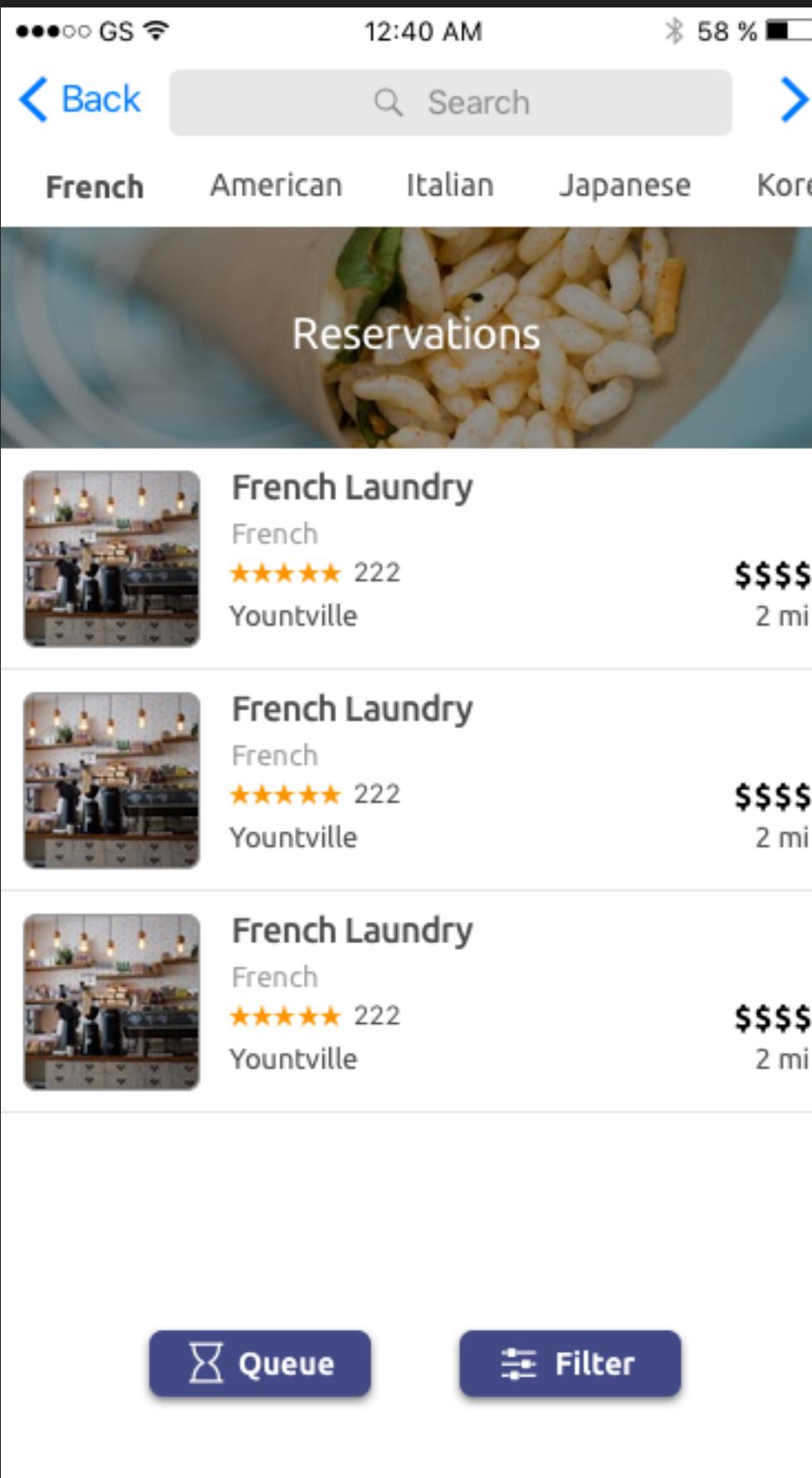
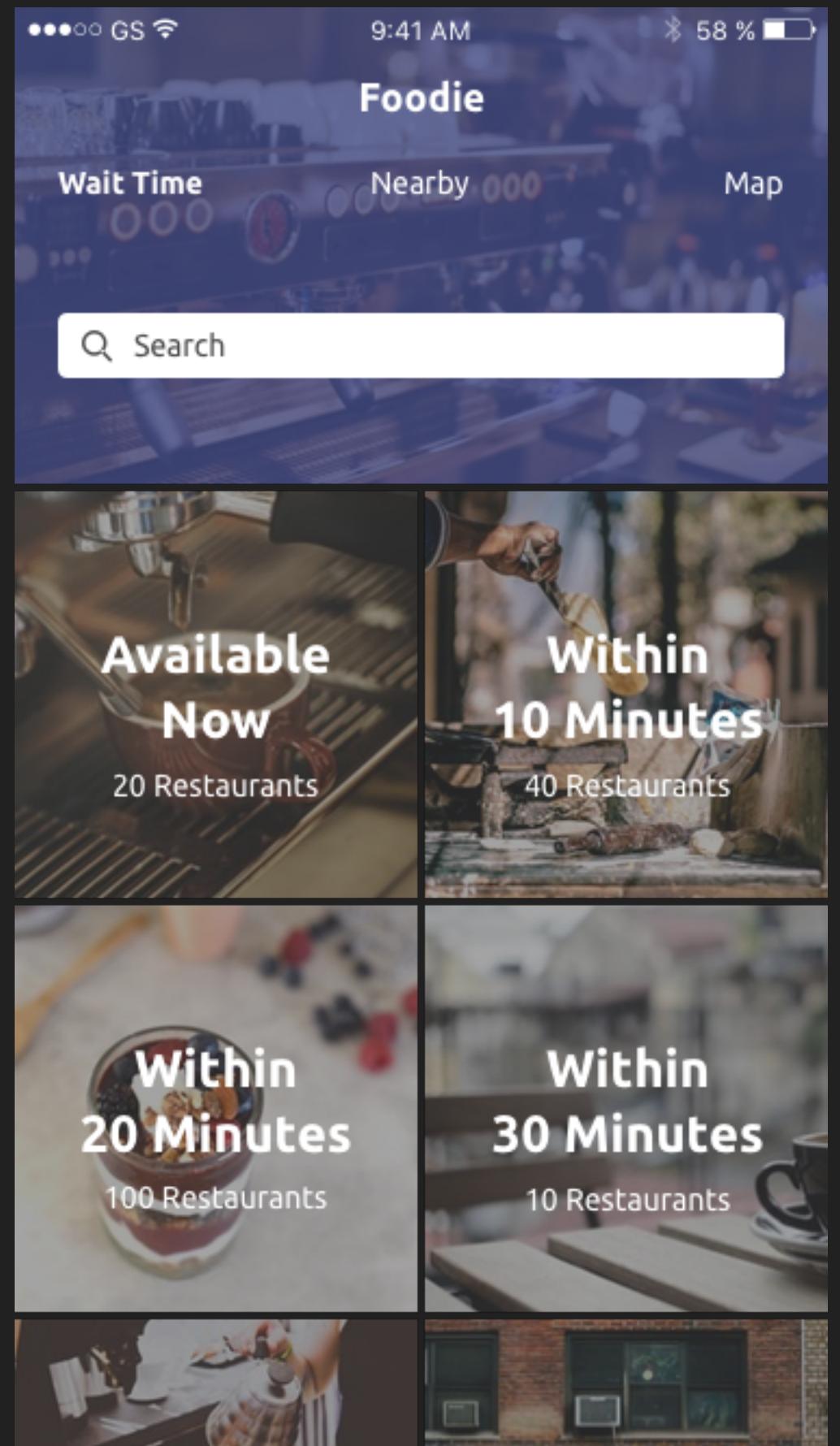
PAPER PROTOTYPE

Further testing and redesigning from rough draft to include happy path



HI-FI PROTOTYPE

Added real time waiting list tracking



THANK YOU