

User Interface Design

Project Step 3

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Storyboards:

Task 1 : Bapi

User's Perspective of the restaurant's information on website

Goal : Gathering information about the restaurant and reviews.

(Please scroll below)

PERSONA 1 - BAPI - TASK-1



I wanna order right now as I will be busy with school work



I wanna checkout a restaurant that's new in town

Menu	Order	Party
Menu		
Dish 1	Drink 1	
Dish 2	Drink 2	
Dish 3		
...		
So on ..	So on ..	

Bapi feels the need to place order on a busy day of school...

He then takes out his phone/laptop to place orders from the website.

He opens the website & scrolls the restaurant website

Menu	Order	Party
Menu		
Tikka Masala	\$ 15	
Biryani	\$ 20	
Curry (Chicken)	\$ 10	

Menu	Order	Party	Reviews
Reviews			
Customer 1		4/5	
- Great Food!			
Customer 2		3/5	
- Average.			

Menu	Order	Party	Photos
Photos			
Photo 1			
Photo 2			
Photo 3.			



Not bad reviews let's give it a try & check photos too



Oh! food looks pleasing & tasty!

He browses through the menu & checks description of the dish & drinks.

Bapi goes through the reviews & gives it a try.

He browses photos to check if it is good or not



I want a discount on the prices since I am a first time user & a student too.

A	Menu	Staff	Party	orders
Discounts available				
offer 1 -> 50% offer for first time				
offer 2 -> 6% cashback on BOFA transactions.				



Oh! great! an offer

Bapi decides to check for offers / discounts to avail any available. eligible offers / discounts.

He avails offer **2** that proves beneficial



Lemme contact the restaurant to place an order

A	Menu	Staff	Party	offers	contact us.
Contact					
Contact us for Reservations / orders. (+1) 875 396 9387.					

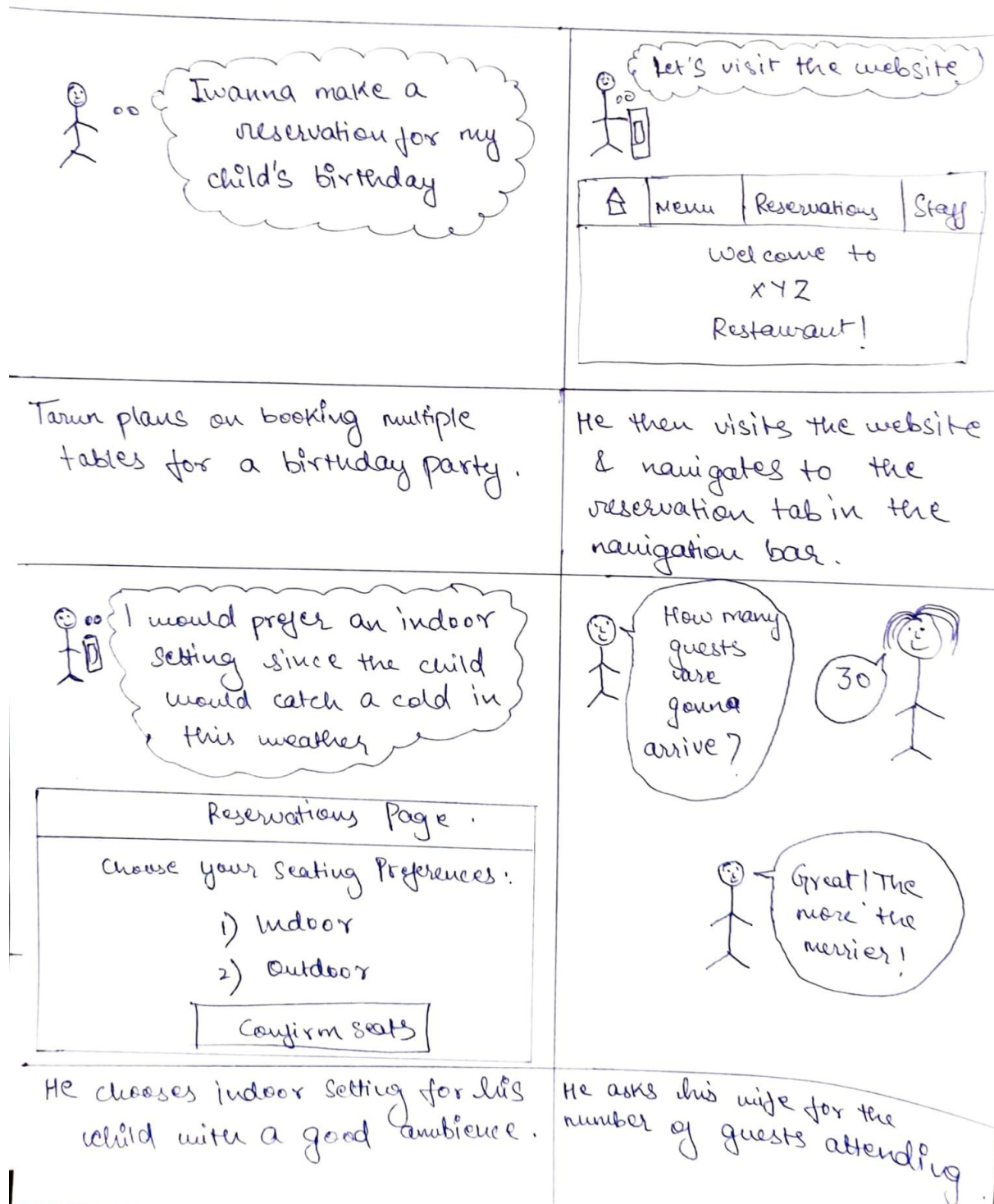
Bapi contacts the restaurant for placing an order on the website.

Task 2 : Tarun

Making online Reservations

Goal: Booking a table on a certain date and time.

Persona 2 : TARUN TASK-2



Alright then I'll add 30 guests to my reservation

Reservations .		
Seating Preferences Select total Guests		
+	0	-

Let me choose date & time of reservation

Reservations .		
Seating Preferences Select Guests		
Date & Time .		
Oct.23	2 / 30	pm

Tarun chooses the number of seats for reservation .

He selects the date & time of the reservation .

Oh! almost forgot to fill in my personal details .

Details .
Name : Tarun
Mail ID : t123@gmail.com
No : (+1) 12 3 4 5 6 7 8 9 0

Shall I go ahead & confirm the booking?

Yep

Alright & booking confirmed!

Yay a party!

Tarun provides the customer details .

Tarun asks his wife for the confirmation & books it after which he receives a mail .

Task 3 : Prarthana

Food Orders made Online

Goal: Online Orders for Pickup and Delivery

Persona 3: PRARTHANA TASK 3



I'm feeling hungry.
I have an assignment
coming up so let me
order

Prarthana plans on ordering food
in her busy school schedule.



Alright I'm gonna
place an online
order. Let me
check my
favourite
restaurant
website.

She visits the website to
place an order online.



I'll order my favourite
dish tonight.

Menu		
✓ Dish 1	+ 1	-
Dish 2	+ 0	-
✓ Dish 3	+ 2	-
✓ Drink 1	+ 1	-

She then selects dishes of
her choice along with
the count of them.



I am done
with this
order &
don't require
any toppings
at all.



or do I...
Nevermind let me
cutdown on a
few calories

She skips the toppings
section as she doesn't
need it & adds food to
cart but with a confusion
that is cleared later on.



I'm gonna
review the order
& go ahead with
the payment



Oh! before that I
gotta add in my
address.

She proceeds to the payment
section to make payment.

She then enters her
address before placing
an order.



Yay! can't
wait for my
order to arrive
& I can finally focus
on my homework.

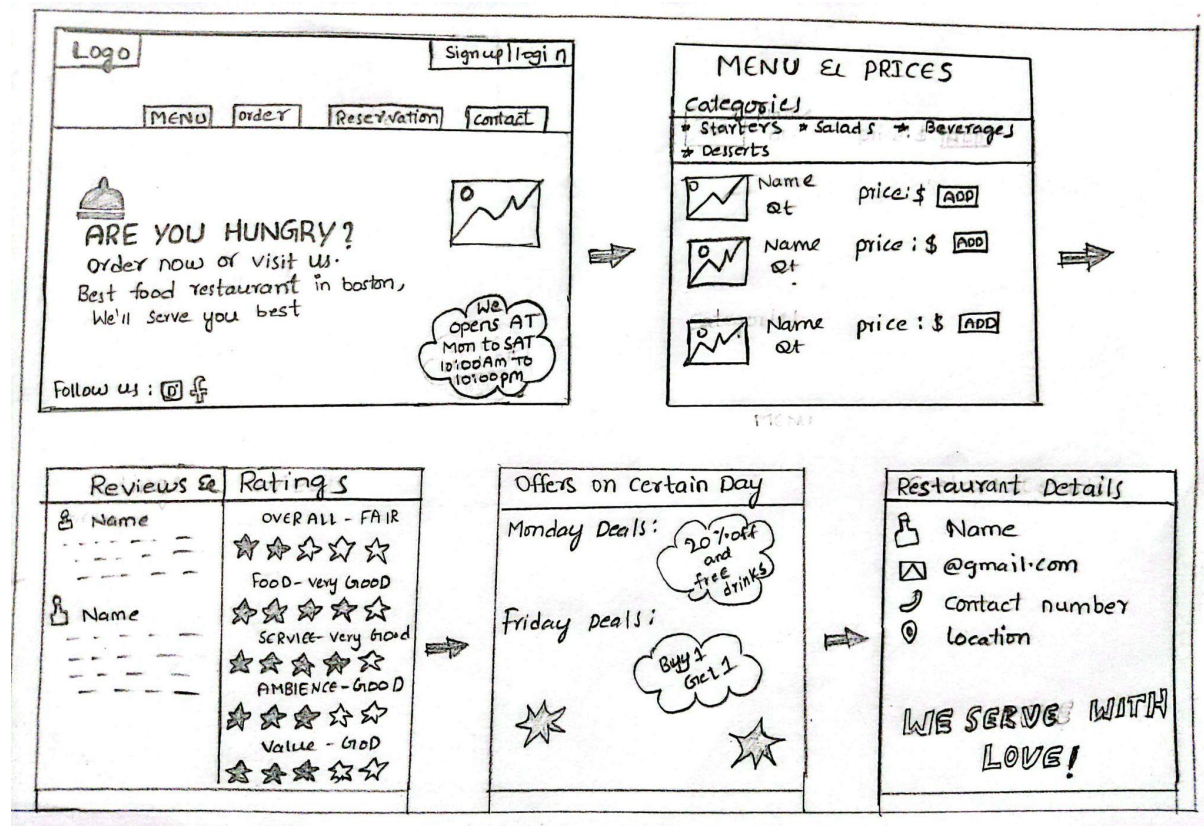
🏠	Home	🛒	Orders
Order Confirmation. Your order has been confirmed!			

She places her order
& makes payment.

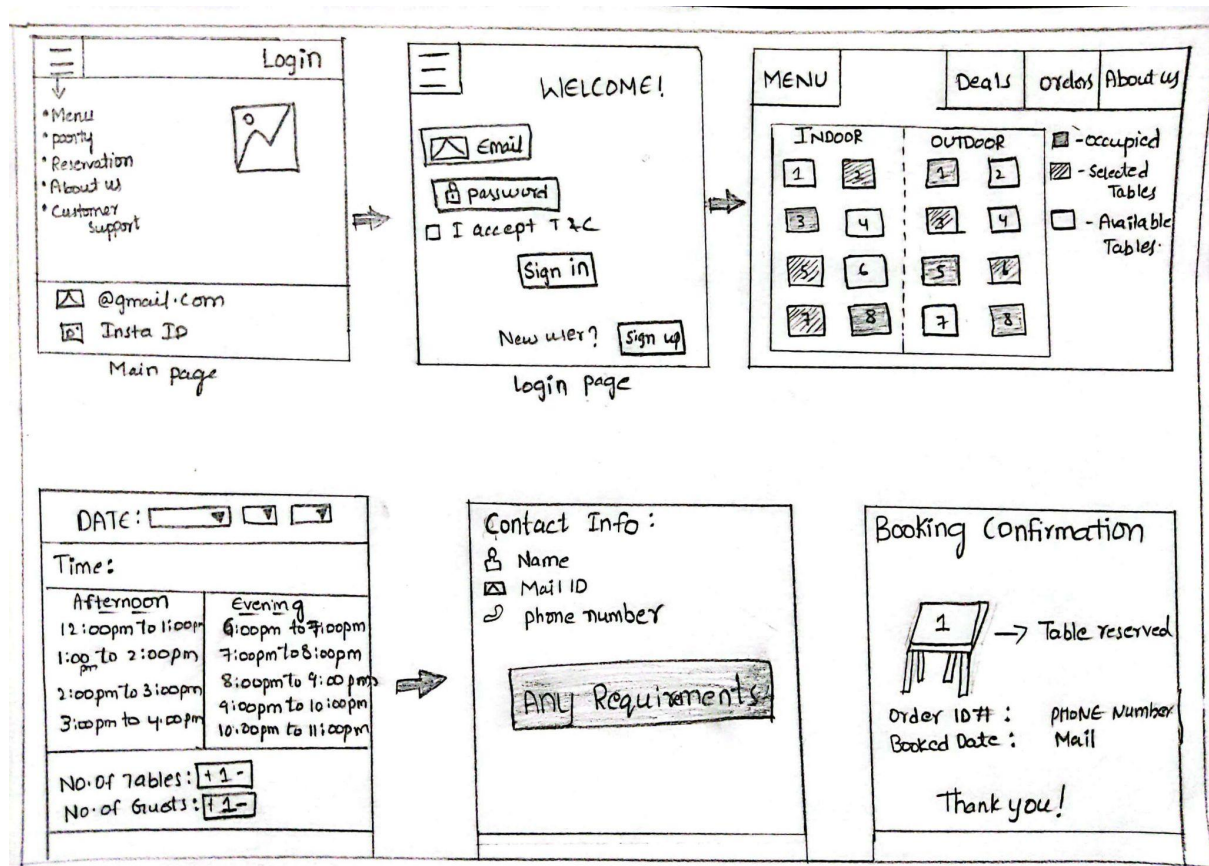
She then gets an order
confirmation via email
notifying her of the
order.

Sketches of the Interface:

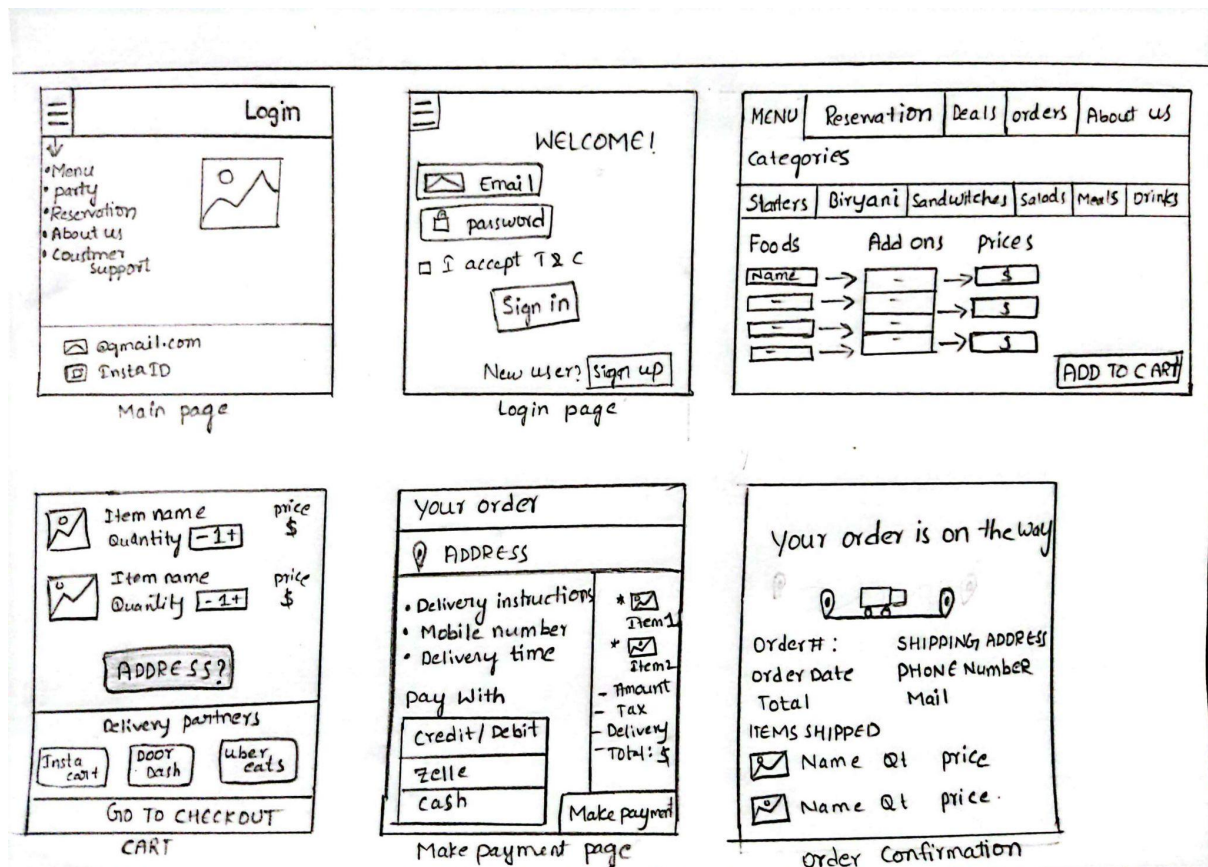
Task 1 UI Design:



Task 2 UI Design:



Task 3 UI Design:



Reasons to choose the above sketches:

We chose the above sketches after careful evaluation of multiple rough sketches giving the highest priority for easier access and simpler deduction of operations making it more convenient for the users to browse through.