CMU Dining Locations

67-240

Spring 2018

HELLO!

We are Mimi, Roxanne, and Malik

We are working with CMU Dining Services to redesign the Dining Locations page on the Dining Services website.

Context and Problem

Context

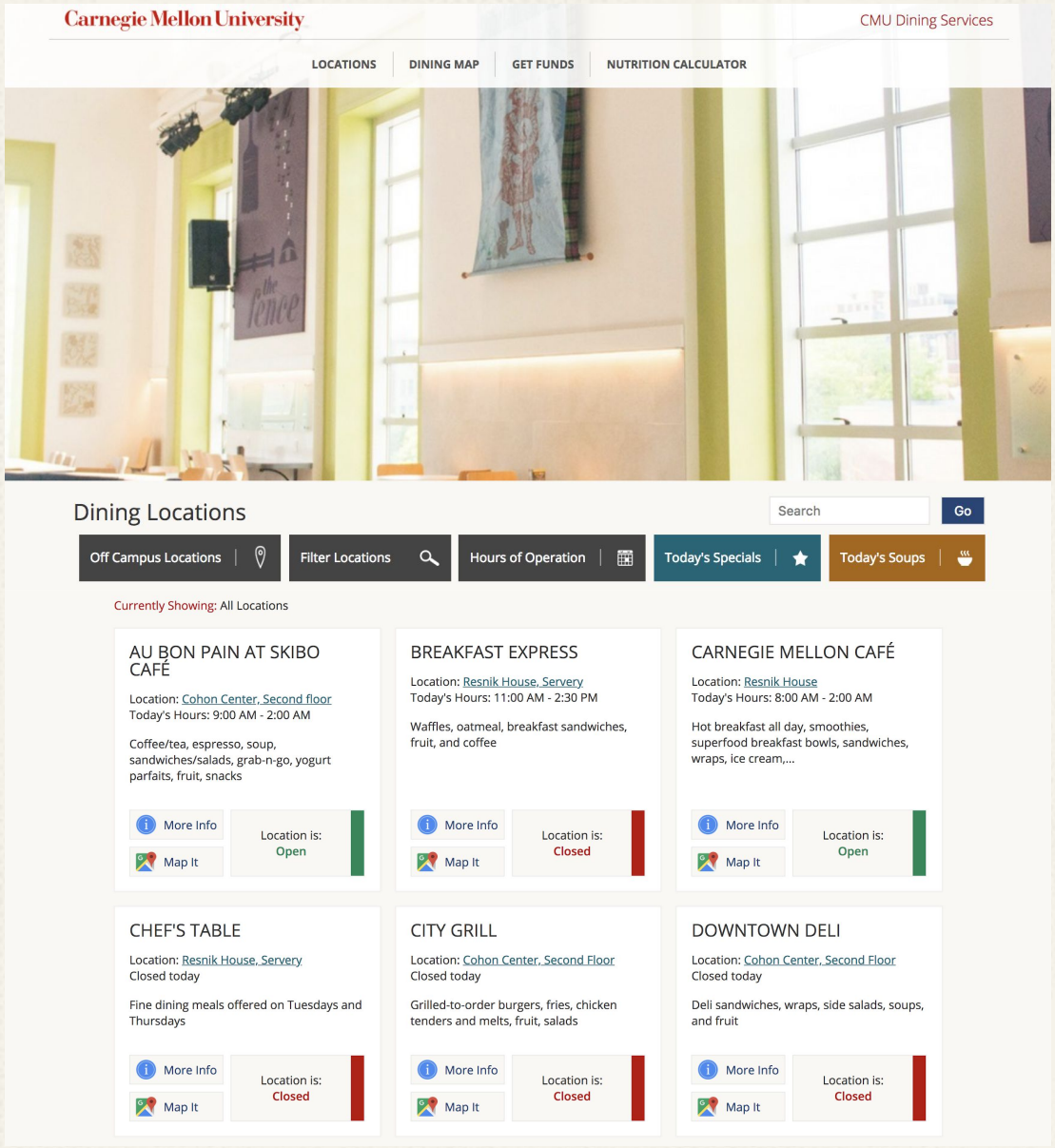
User Groups

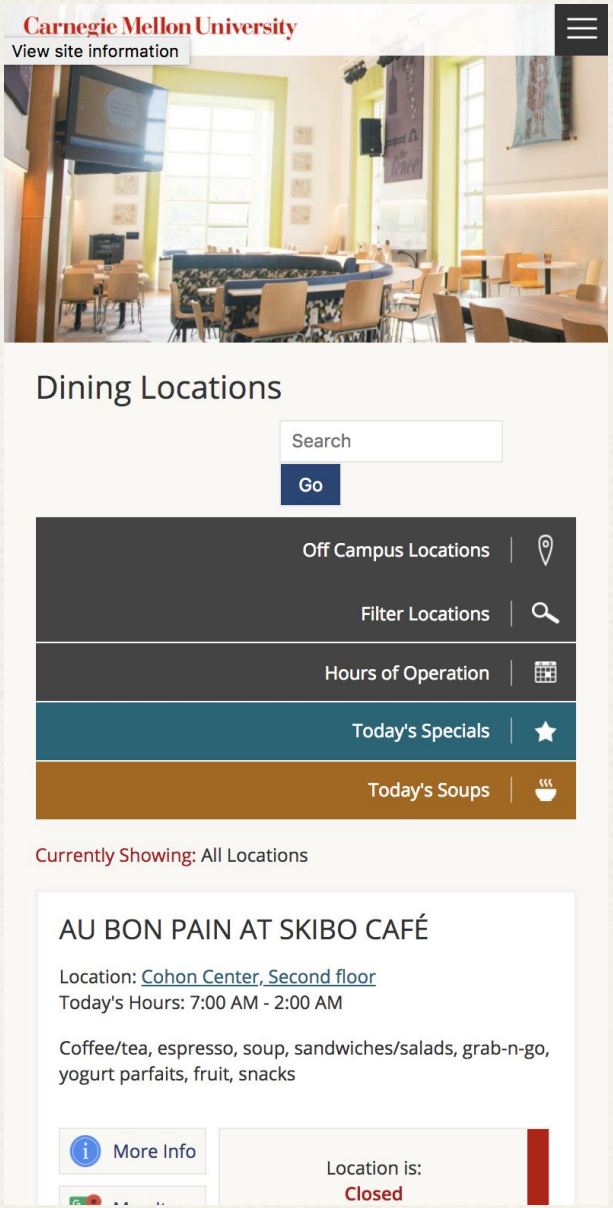
- Current students
- Faculty and staff
- Prospective students and parents

Content

- Dining locations
  - Hours of Operation
  - Physical location
  - Descriptions
  - Daily soups/specials
  - Etc.

Current Webpage





Problem

1- Content Organization

- Large volume of information -> high cognitive load
- Overwhelming to users

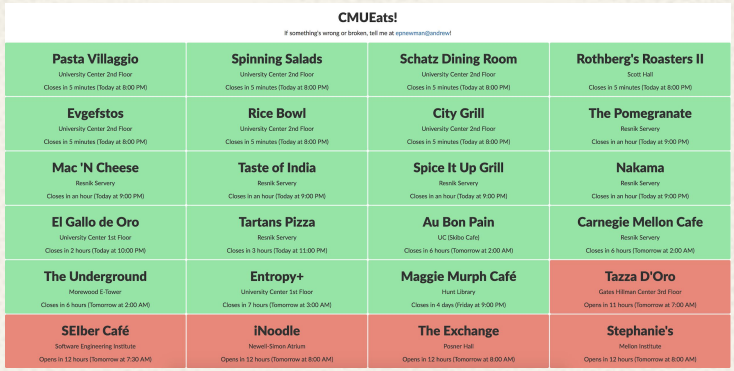
2- Responsiveness

- Functional and user friendly mobile version
- Issues:
  - Extensive scrolling
  - Non-intuitive links/buttons
  - Poor navigation design

Competitive Analysis

Competitive Analysis

CMU Eats

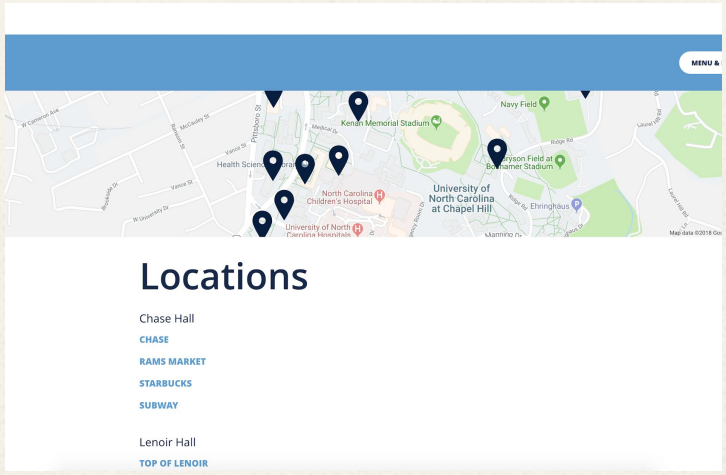


CMUEats!

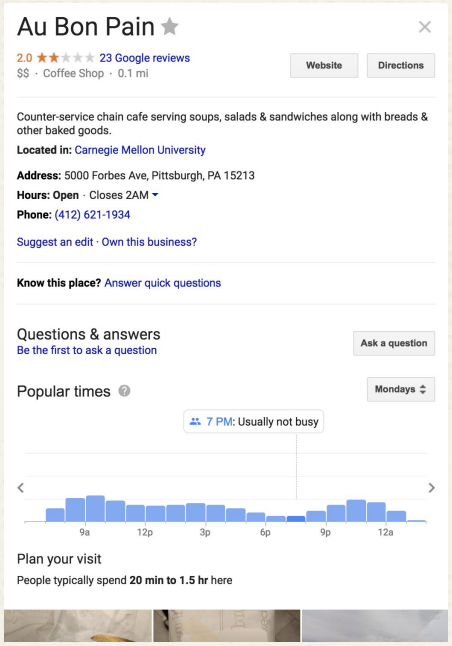
If something's wrong or broken, tell me at epnewman@andrew.cmu.edu

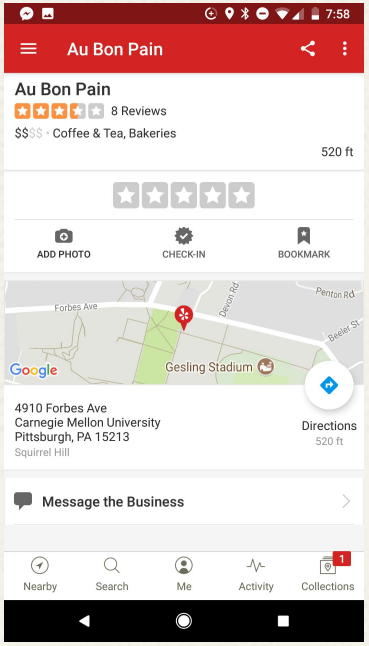
Pasta Villaggio University Center 2nd Floor Closes in 5 minutes (Today at 8:00 PM)	**Spinning Salads** University Center 2nd Floor Closes in 5 minutes (Today at 8:00 PM)	**Schatz Dining Room** University Center 2nd Floor Closes in 5 minutes (Today at 8:00 PM)	**Rothberg's Roasters II** Scott Hall Closes in 5 minutes (Today at 8:00 PM)
Evgefstos University Center 2nd Floor Closes in 5 minutes (Today at 8:00 PM)	**Rice Bowl** University Center 2nd Floor Closes in 5 minutes (Today at 8:00 PM)	**City Grill** University Center 2nd Floor Closes in 5 minutes (Today at 8:00 PM)	**The Pomegranate** Resnik Servery Closes in an hour (Today at 9:00 PM)
Mac 'N Cheese Resnik Servery Closes in an hour (Today at 9:00 PM)	**Taste of India** Resnik Servery Closes in an hour (Today at 9:00 PM)	**Spice It Up Grill** Resnik Servery Closes in an hour (Today at 9:00 PM)	**Nakama** Resnik Servery Closes in an hour (Today at 9:00 PM)
El Gallo de Oro University Center 1st Floor Closes in 2 hours (Today at 10:00 PM)	**Tartans Pizza** Resnik Servery Closes in 3 hours (Today at 11:00 PM)	**Au Bon Pain** UC [Skibo Cafe] Closes in 6 hours (Tomorrow at 2:00 AM)	**Carnegie Mellon Cafe** Resnik Servery Closes in 6 hours (Tomorrow at 2:00 AM)
The Underground Morewood E-Tower Closes in 6 hours (Tomorrow at 2:00 AM)	**Entropy+** University Center 1st Floor Closes in 7 hours (Tomorrow at 3:00 AM)	**Maggie Murph Café** Hunt Library Closes in 4 days (Friday at 9:00 PM)	**Tazza D'Oro** Gates Hillman Center 3rd Floor Opens in 11 hours (Tomorrow at 7:00 AM)
SEIber Café Software Engineering Institute Opens in 12 hours (Tomorrow at 7:30 AM)	**iNoodle** Newell-Simon Atrium Opens in 12 hours (Tomorrow at 8:00 AM)	**The Exchange** Posner Hall Opens in 12 hours (Tomorrow at 8:00 AM)	**Stephanie's** Mellon Institute Opens in 12 hours (Tomorrow at 8:00 AM)

UNC Dining Services



Google Search/Yelp





Opportunity and Scope

Opportunity and Scope

- What potential does the current site have?
- What can we improve?
  - Tediousness
  - Mobile responsiveness
  - Information Hierarchy
- Important to note:
  - Prior work and investment
  - Prior feedback/research

Process Documentation

The Design Process

Requirements

Competitive Analysis

User Research

Personas Development

Design

Sitemap, Color Scheme, Content

On-Paper Wireframes

Refined Wireframes

User Testing

Original site

Wireframes

Redesigned site

Development

Process Documentation - Key Interactions Timeline

- Discussed expectations, recommendations, and specifications
- Developed plans for user-testing

- Testing on current site
- Analyzed the outcomes

- 2nd meeting with clients
- Got feedback for current wireframes

Process Documentation - Key Interactions Timeline

- Testing on low fidelity wireframes
- Updated wireframes based on results

- Testing on refined wireframes
- Updated fireframes again, began site development

- Discussed user testing results
- Got feedback for final wireframes

Process Documentation - Key Interactions Timeline

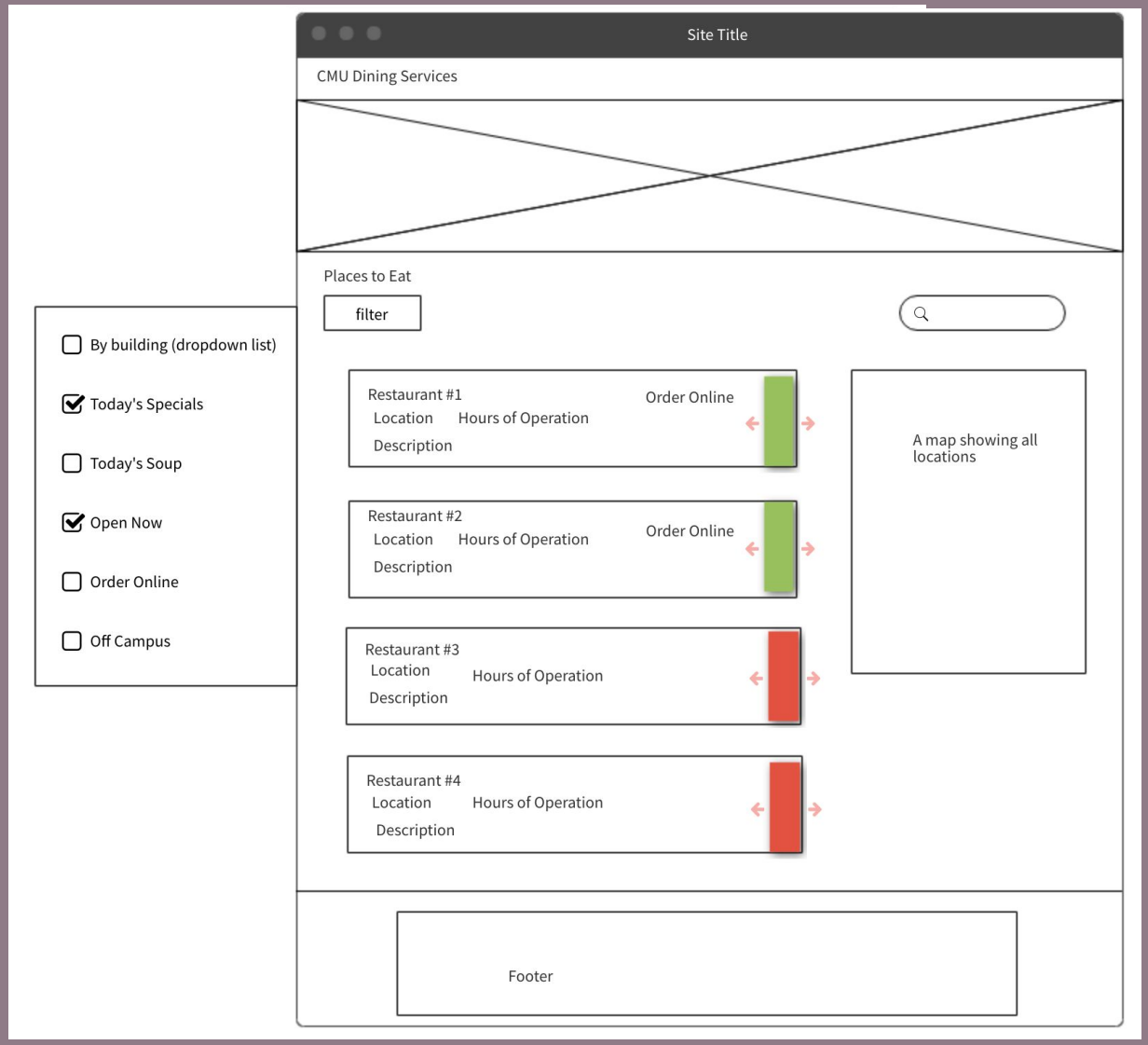
- Testing on first version of working site
- Testing and feedback on updated site

Low-Fidelity Wireframes

Low-Fidelity Wireframes

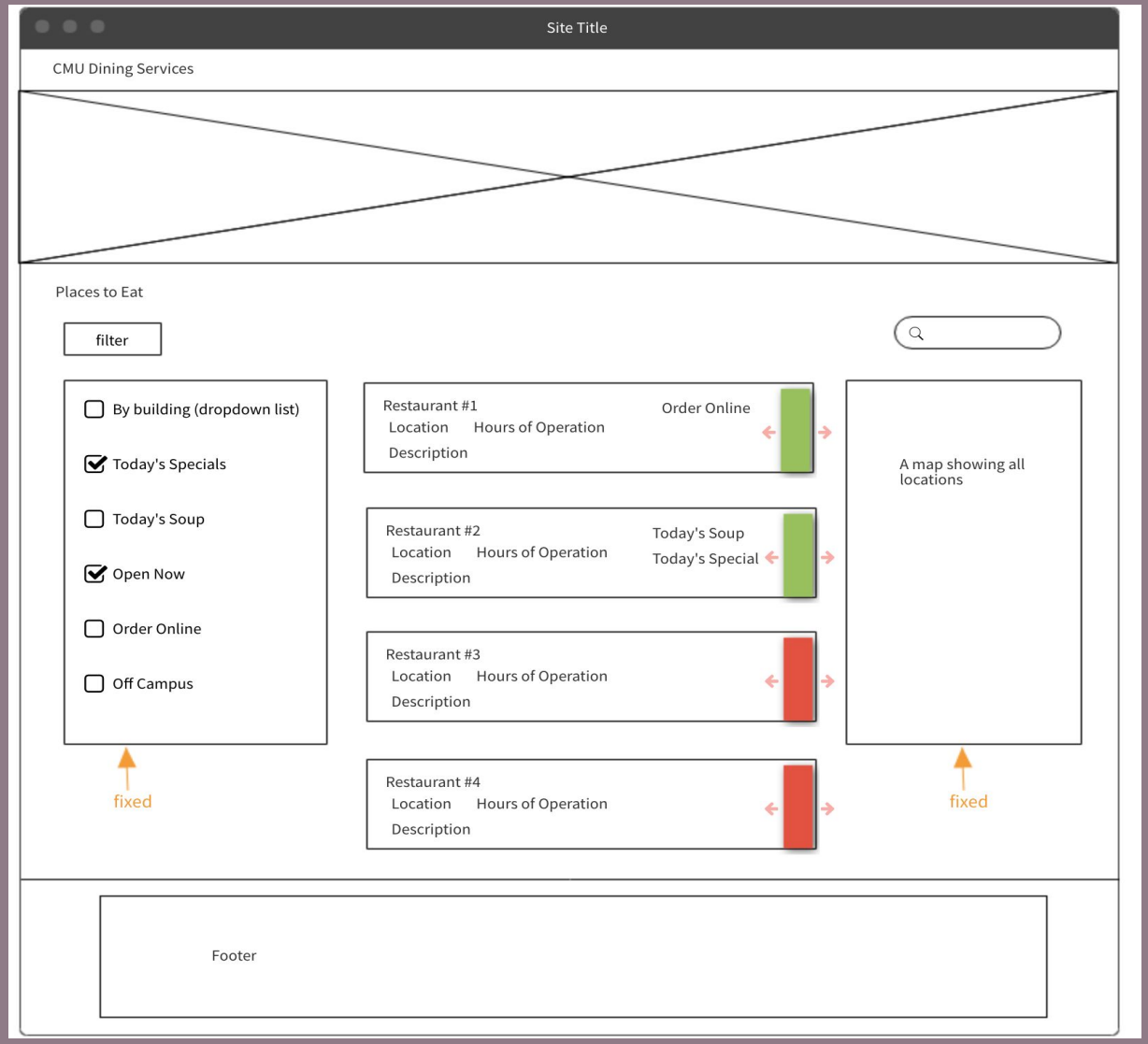
MOBILE View

Low-Fidelity Wireframes



TABLET View

Low-Fidelity Wireframes



DESKTOP View

User Testing Results

What key issues did we find with the original site? How can we address them?

User Testing Results

Task-Oriented Testing

Tasks: 1- Find Menu (Subways) 2- Soups (The Exchange) 3- Opening Hours (iNoodle)

- Roughly 50% of our overall users used search bar for Task 1
- 66% of the users clicked ‘Today’s Soups’ for Task 2
- Approximately 50% of users used search bar for Task 3

Key Issues Found in General Behavior Testing

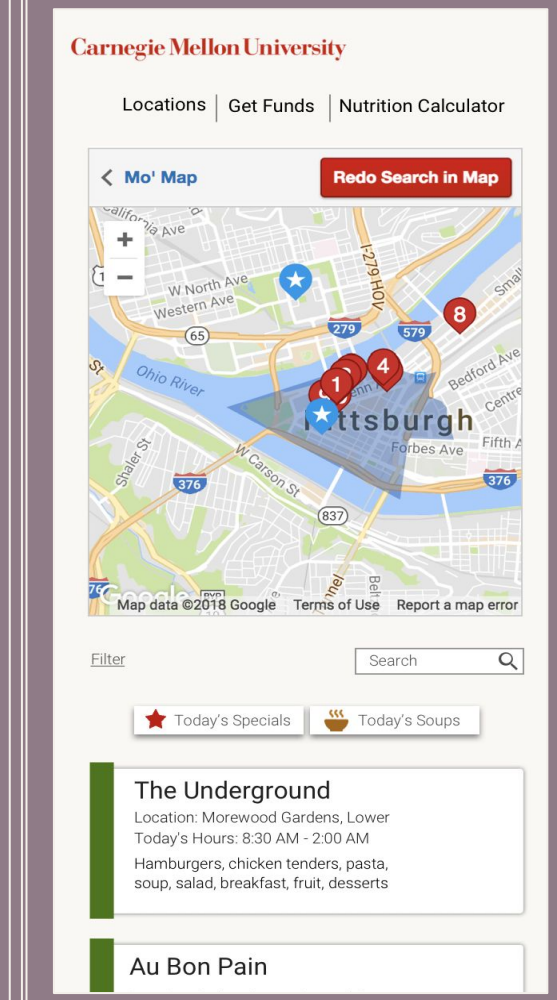
- Larger & more visible search bar
- Stronger color contrast
- Font style
- White space unevenness

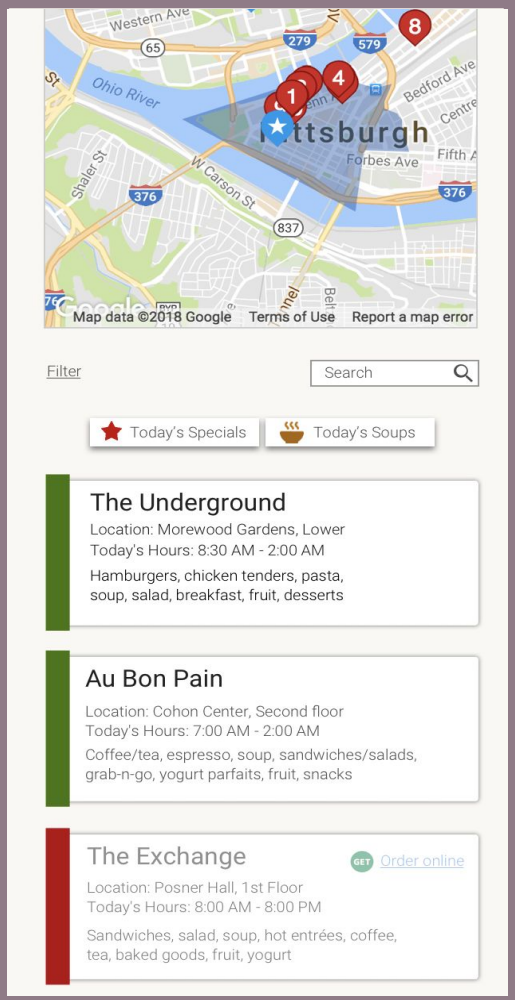
Solutions

- Make the entire blocks clickable and remove More Info.
- Revise colors and fonts
- Display available restaurants at the top.
- Implement revised filter
- Information hierarchy
- Interactive map

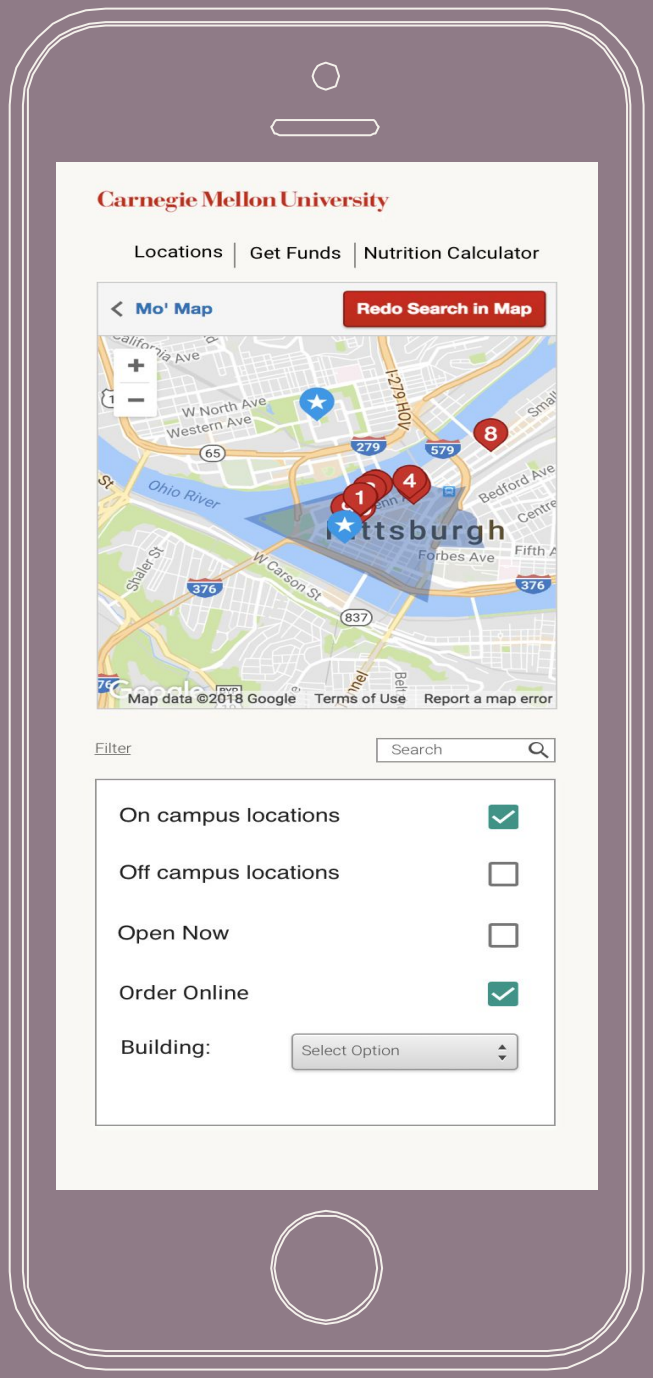
Refined Wireframes

MOBILE View

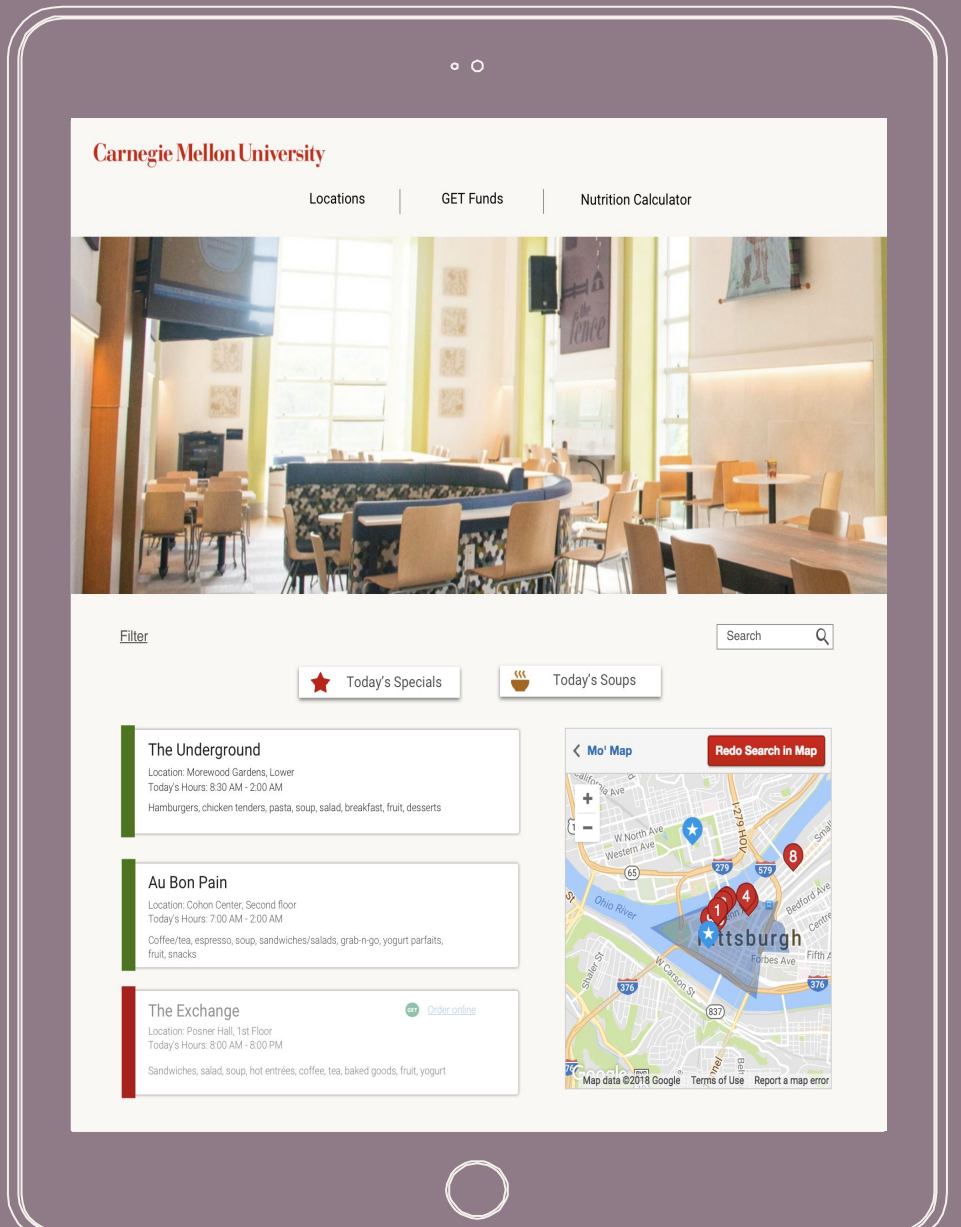

Carnegie Mellon University
Locations | Get Funds | Nutrition Calculator
Mo' Map
Redo Search in Map
Map data ©2018 Google Terms of Use Report a map error
Filter
Search
Today's Specials
Today's Soups
The Underground
Location: Morewood Gardens, Lower
Today's Hours: 8:30 AM - 2:00 AM
Hamburgers, chicken tenders, pasta, soup, salad, breakfast, fruit, desserts
Au Bon Pain


Map data ©2018 Google Terms of Use Report a map error
Filter
Search
Today's Specials
Today's Soups
The Underground
Location: Morewood Gardens, Lower
Today's Hours: 8:30 AM - 2:00 AM
Hamburgers, chicken tenders, pasta, soup, salad, breakfast, fruit, desserts
Au Bon Pain
Location: Cohon Center, Second floor
Today's Hours: 7:00 AM - 2:00 AM
Coffee/tea, espresso, soup, sandwiches/salads, grab-n-go, yogurt parfaits, fruit, snacks
The Exchange
Order online
Location: Posner Hall, 1st Floor
Today's Hours: 8:00 AM - 8:00 PM
Sandwiches, salad, soup, hot entrées, coffee, tea, baked goods, fruit, yogurt

MOBILE View with Filter On



TABLET View


Carnegie Mellon University
Locations
GET Funds
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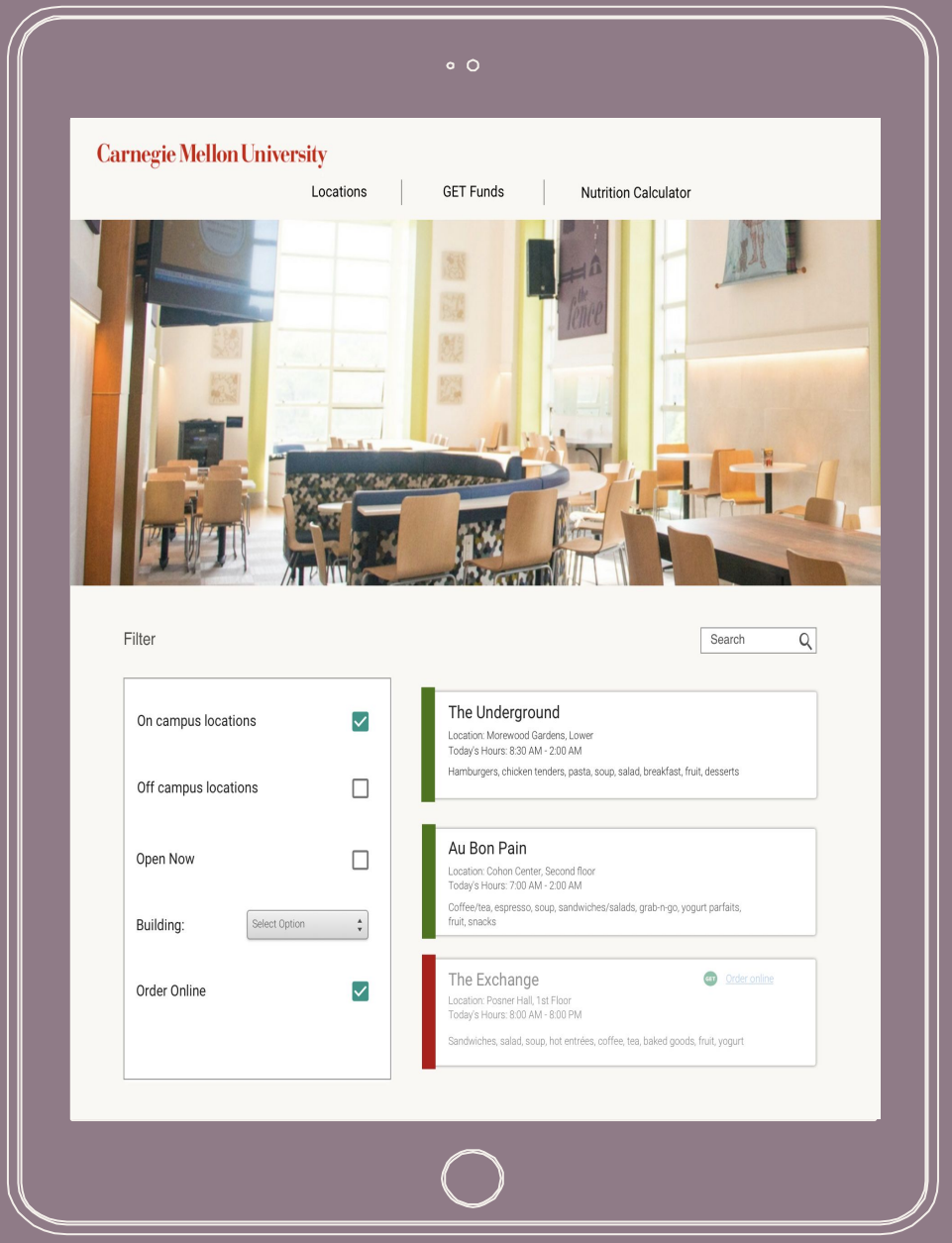
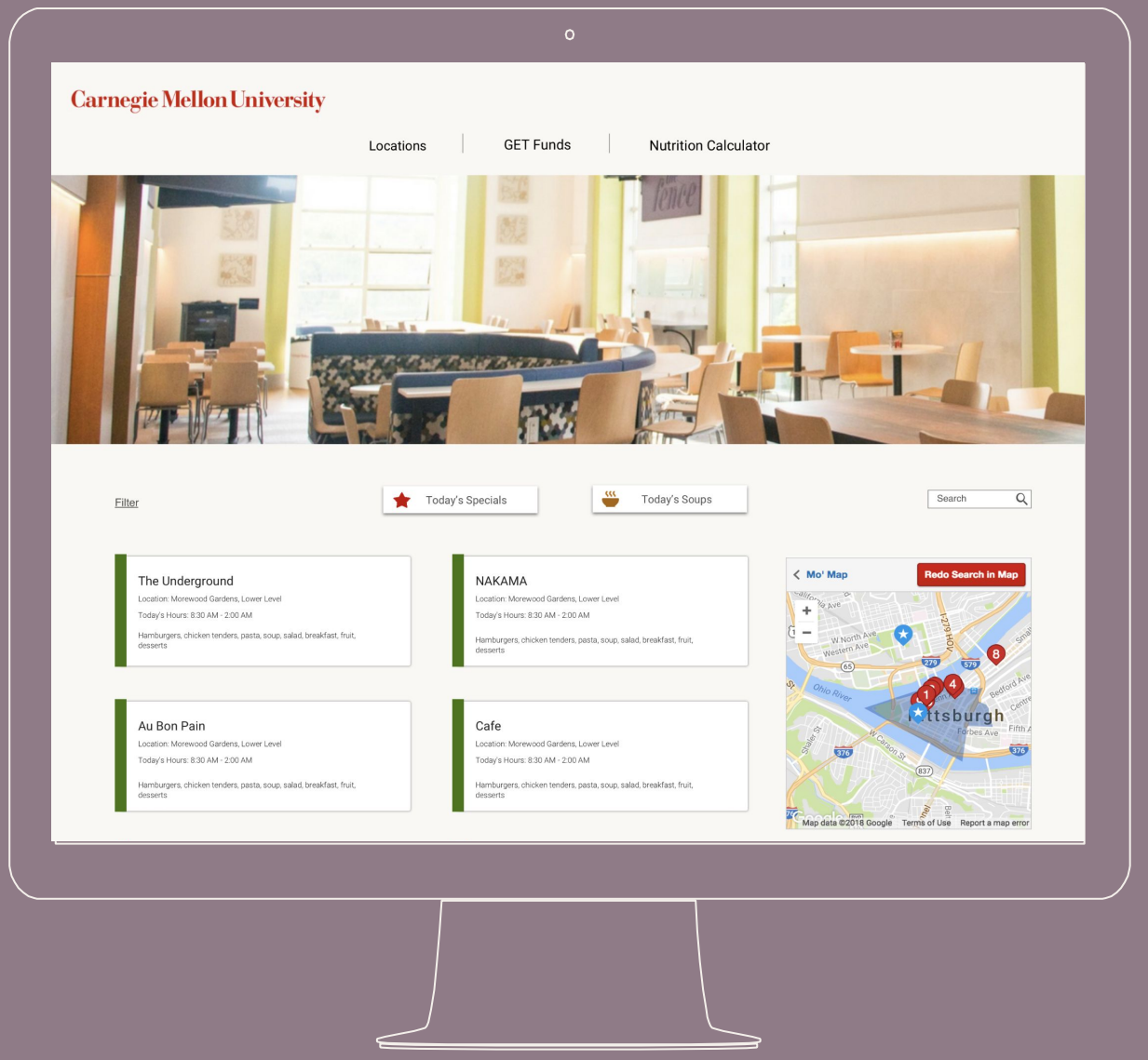
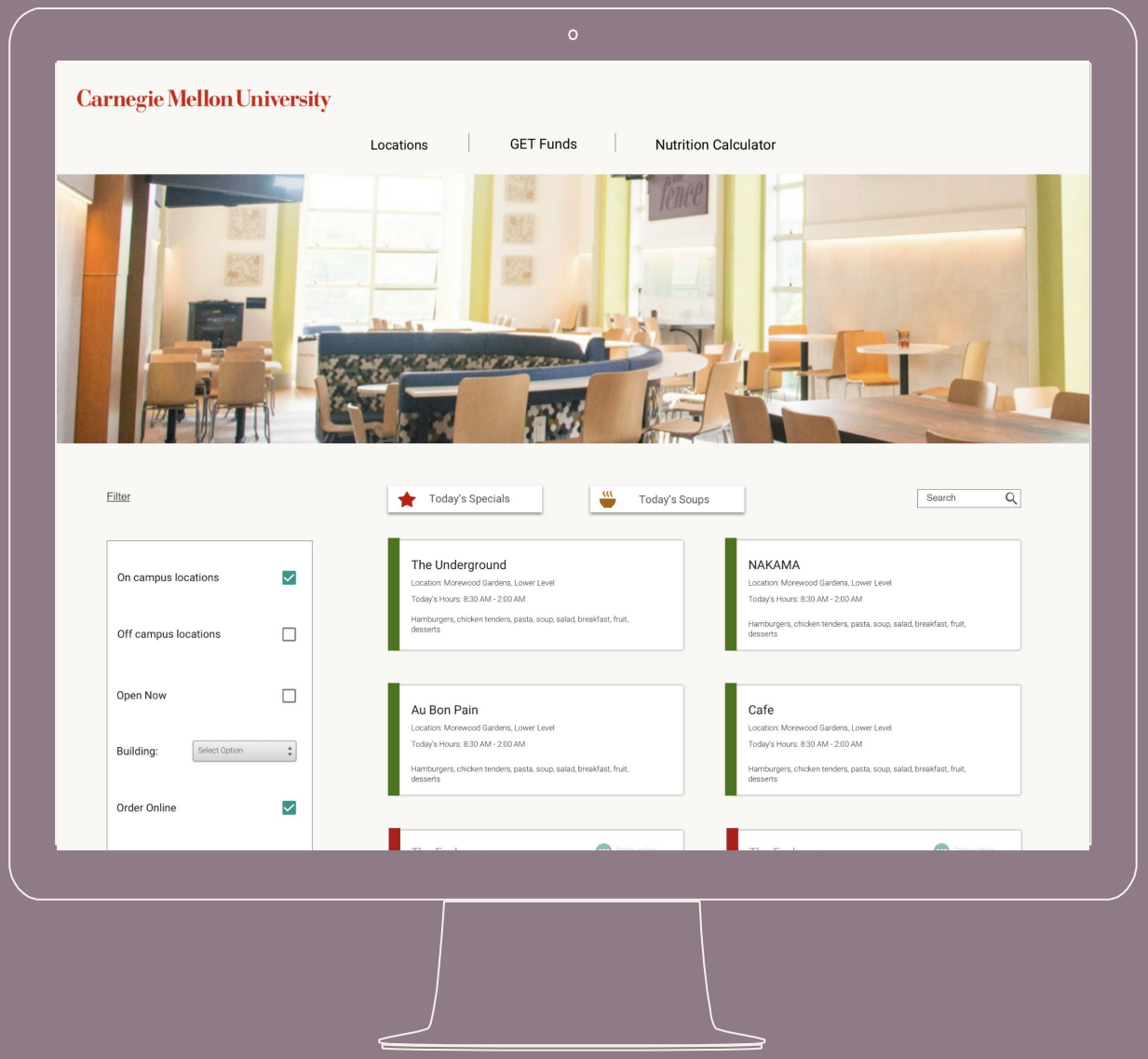
Mo' Map
Redo Search in Map
Map data ©2018 Google
Terms of Use
Report a map error

TABLET View with Filter On





DESKTOP View



DESKTOP View with Filter On

Website Demo

Website Demo

https://miminiou.github.io/CMUDining/index3.html

Future Steps

Future Steps

- Embedded/current interactive map
- Redesign Hours of Operations page
  - Other linked pages
- Relevant images of each location
- Expandable cards
- Improving clarity of restaurant availability
- Additional features
  - Favorite/bookmarked restaurants
  - Easier online ordering process

THANKS!

Any questions?