

# J's Diner - Update

6/28

Team

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# Table of Contents

**Section 1** Study Details Nad Previous Presentation

**Section 2** Themes Included in the Update

**Section 3** Insights & Recommendations

# Study Details

## Previous Presentation

The previous presentation explored the insights gained and explored recommendations for future versions of the app. Only one P0 insight was discovered along with several P2 insights. In this presentation we will review which updates were implemented and which still need to be done.

## Project Background

We are building an app for a new restaurant and their customers. Through this research study we plan to understand the first prototype of the new J's Diner application and get feedback from users on the functionality of the app.

# Study Details

## Research Questions

Is the online ordering app process intuitive and easily understood?

How do users react to the new application?

## Participants

5 participants

3 female

2 male

Age range 25 to 65 yrs old

## Methodology

5 minutes

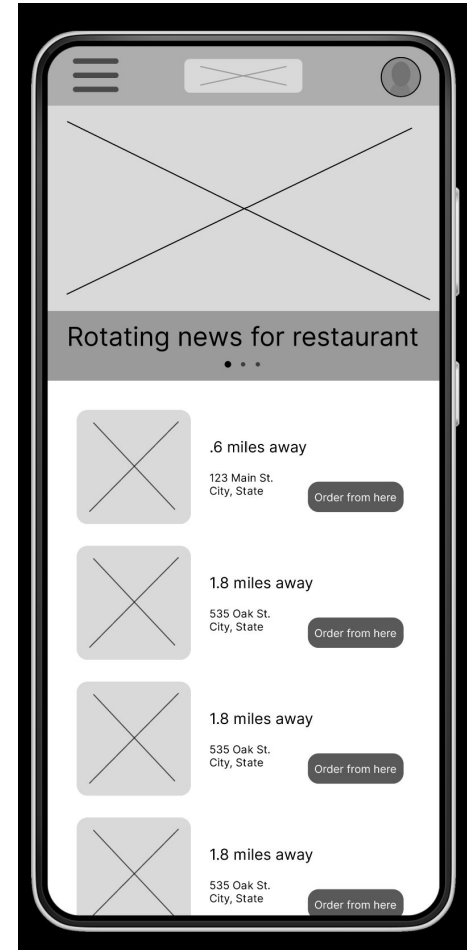
United States, Remote

Unmoderated usability study

Users were asked to look at a live prototype and follow several prompts.

# Prototype / Design Tested

<https://www.figma.com/proto/iCdtIq0MUBTf31YhKdcQch/J's-Diner?page-id=0%3A1&type=design&node-id=8-11&viewport=1199%2C694%2C0.17&t=VVKQSkpkFt1YZ50g-1&scaling=scale-down&starting-point-node-id=8%3A11&mode=design>

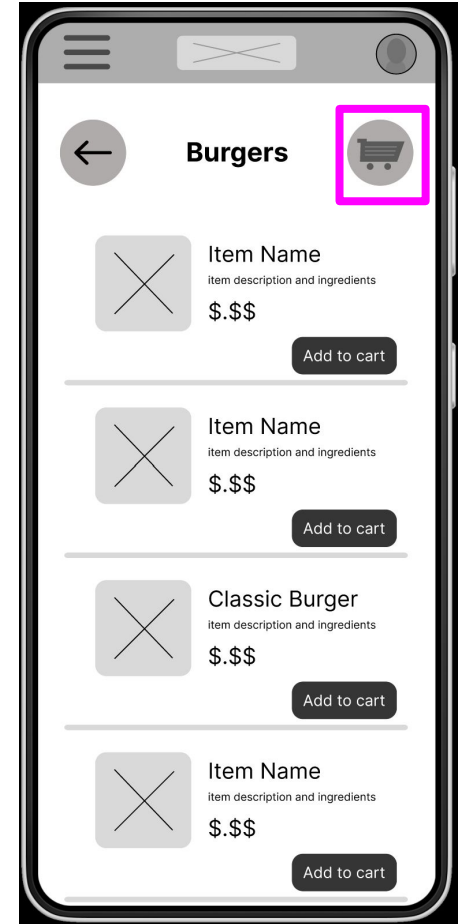


# Themes

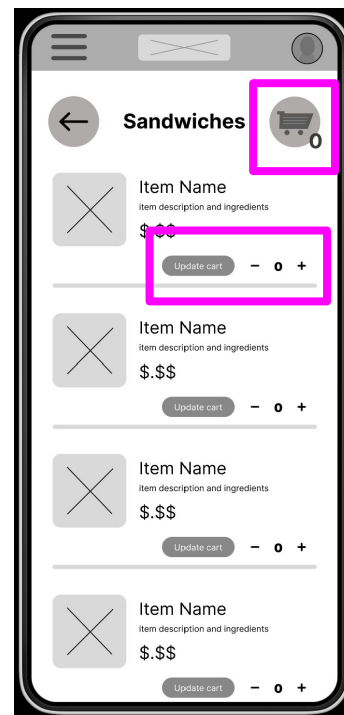
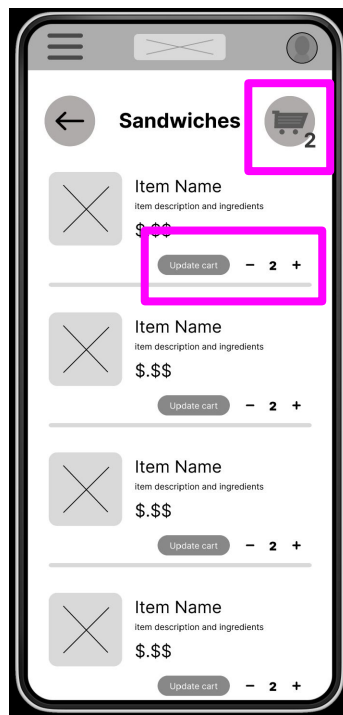
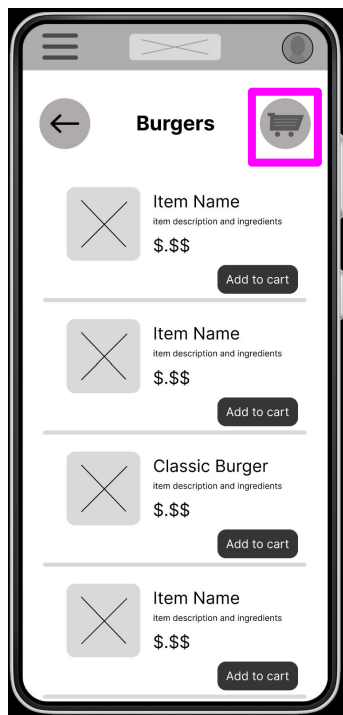
## The “add to cart” feature needs to display more feedback for the user

- 5 of 5 participants struggled with the add to cart feature
- The problem is with the lack of feedback shown to the user
- Highlighted area needs to provide customer with info as they add to cart

"let me go here and see if its on my cart"







# Insights & Recommendations

## Research insights included in update

P0

Add to cart needs  
feedback

The add to cart feature  
needs to add feedback so  
the user can follow along

P2

Profile Icon isn't  
recognizable

The profile icon needs to  
be reworked so that it can  
be used effectively

P2

The locations  
page is not used

The locations page needs  
more content to help draw  
traffic

## Recommendations Moving Forward

- First recommendation is to explore the add to cart page with implementation of totals being accurately added up and real menu items displayed
- The second recommendation is to rethink the profile icon as a recent order icon instead.
- The third recommendation is to add details from each location to their bio on the locations page.
- **Next Steps include following up on the P2 insights**

Thank you!