



Restaurant Table Booking

Umesh Reddy Mavurapu

Problem Statement

Case Study:

You are product manager for a company building a new 'restaurant table booking' mobile app. Please work on and share your submission which contains the following steps:

1. **Define User Goals**
2. **Define Ideal users** - Create detailed User Personas
3. **Create a block user flow** - From the step where user installs and opens the app -> till they successfully book a table. (recommended to use <https://www.lucidchart.com/>). Please check references in the support section below
4. **Create wireframes / mocks** using a prototyping tool such as Balsamiq for the above user flow. (<http://balsamiq.com/>).

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Background

- There are a lot of players in the market like Zomato, Dineout, EasyDiner
- People go out to have a refreshing and pleasant experience to break the routine, most people experience disappointment either because of food or ambience or the quality of service.
- Now with reviewing systems in place people can find out if the restaurant is great, but many will face the dilemma as to what to order at that particular restaurant or Is the ambience good.

Product Journey Map

Stages	Research	Reserve Table	Arrive Checkin	Order & Dine	Pay & Tip	Review
Doing	User searches for restaurants on google or Zomato	User reserve table by calling or booking on zomato	User Arrives and Checks in at the reception and table is allotted (Availability)	User Orders Food and eats	User Pays the bill and tip	User gives rating for the restaurant at the said market place
Thinking	Will I like the ambience at this restaurant? What about that dish?	Will I get a table with great ambience or by the pool?	Is the booking still active?	This place is great but what about this dish on menu?	Will they accept online payments?	I want to help others know about my experience
Feeling	Confused about select a restaurant, What if its a bad experience	Will I get a good view?	Do I have to wait?	Is that Item good to go??	Will they accept UPI, Card?	Will the restaurant take my view politely??
Customer Experience						
Opportunities	Show details on Cuisine and opportunity to Virtually Experience Seating	Easy booking after virtual experience	Show QR Code and Checkin	Users can make a easy decision based on Item reviews	Easy payments options - Card, UPI, Cash	Complete Online Reviewing system

User Goals

- An App that can help user to understand the famous items at a restaurant and make informed decisions
- User can **virtually experience the Ambience before booking a table** and get the feel and then book the table
- User will be able to provide feedback at product level and not only at restaurant level which will help the future customers to make a better decision.
- User will be able to pay using multiple online partners

er Persona - Akshay



"Ambience and Great Food makes me complete"

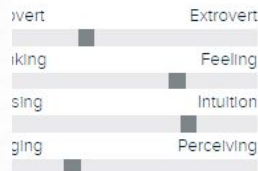
Age: 21-45

Work: IT Professional

Religion: Girlfriend

Location: Bangalore

Personality



Goals

- Have a pleasant dining experience
- Prefers a seat by the pool
- Know about the cuisine and dishes

Frustrations

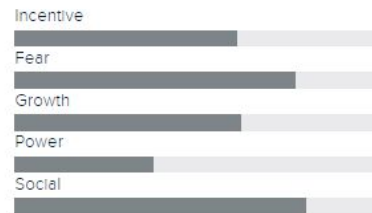
- Ambience needs to be good
- Bad food ordering experience, problem choosing dishes
- Easy Payment and Rating the experience

Bio

Akshay is Software engineer, who is busy around the week and loves to explore food and places in the weekend. He always plans his weekend dinners at famous restaurants around Bangalore with his friends and office colleagues.

Most of the times he has experienced either bad food or ambience, which makes him feel sad. He always wants to make an informed decision but most apps on restaurant booking only show photos which are misleading.

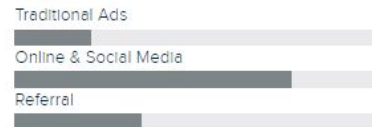
Motivation



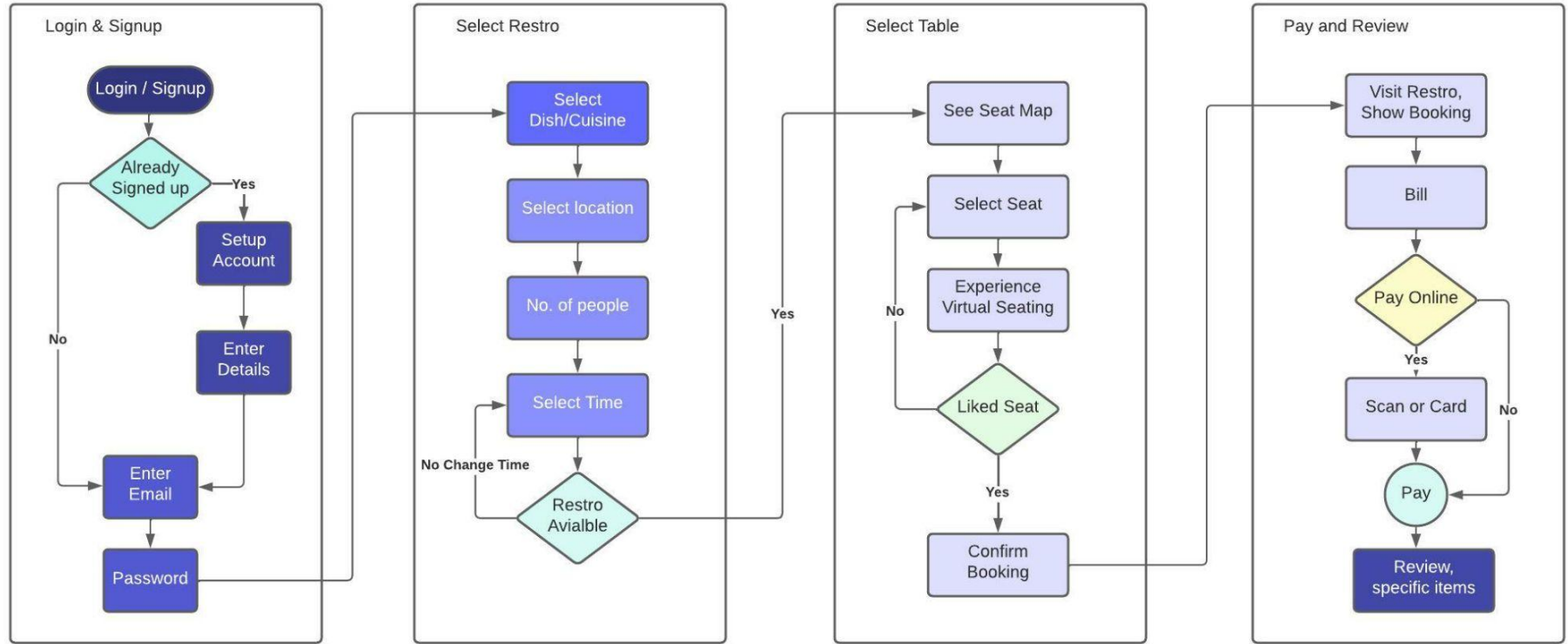
Brands & Influencers



Preferred Channels

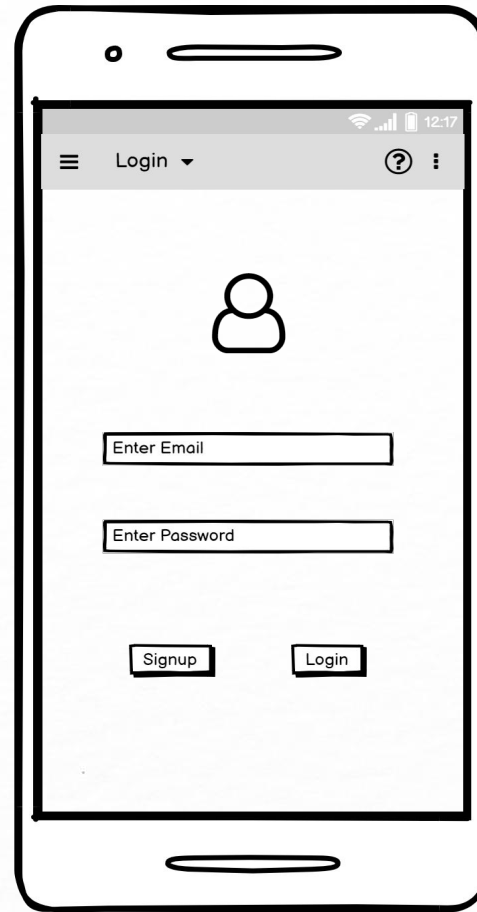


User Flow Diagram

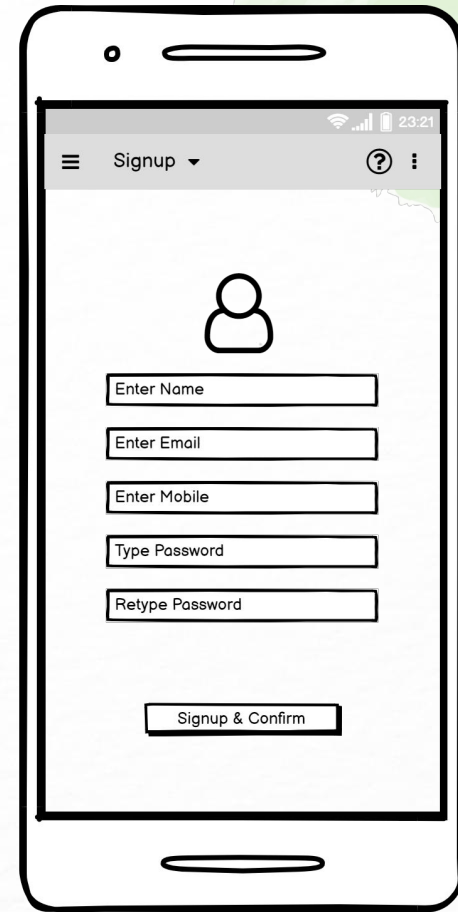


Login and Signup

- First the User is asked to login with email and password, if he has account then moves to next page or it navigates to signup.
- User needs to give name, email, mobile, password and password confirmation



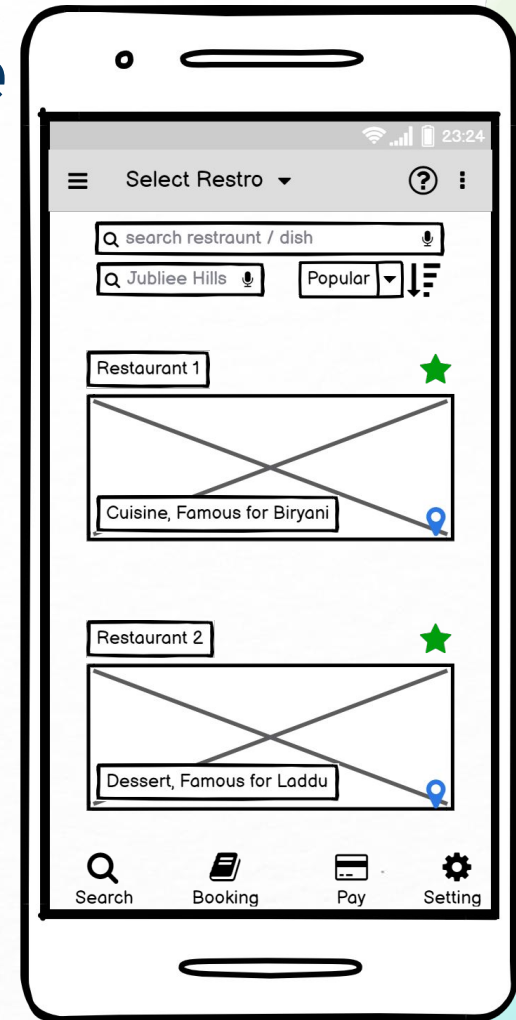
A mobile app interface for the login screen. At the top, there is a header bar with a hamburger menu icon, the text "Login", a question mark icon, and a three-dot menu icon. The status bar shows signal strength, Wi-Fi, and the time 12:17. Below the header is a large user icon placeholder. Underneath is a text input field labeled "Enter Email". Below that is another text input field labeled "Enter Password". At the bottom, there are two buttons: "Signup" and "Login".



A mobile app interface for the signup screen. At the top, there is a header bar with a hamburger menu icon, the text "Signup", a question mark icon, and a three-dot menu icon. The status bar shows signal strength, Wi-Fi, and the time 23:21. Below the header is a large user icon placeholder. Underneath are four text input fields labeled "Enter Name", "Enter Email", "Enter Mobile", and "Type Password". Below these is a fifth text input field labeled "Retype Password". At the bottom, there is a single button labeled "Signup & Confirm".

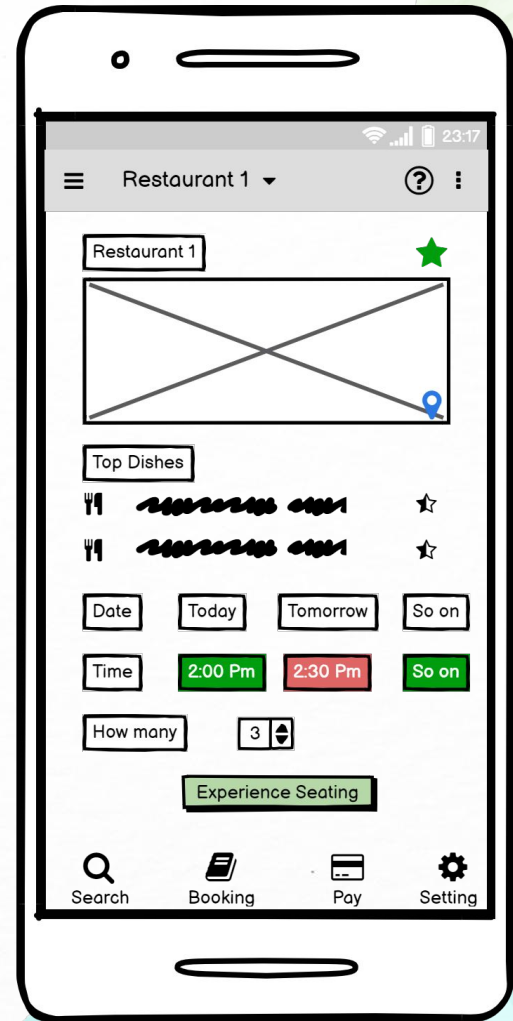
Select Restaurant/Cuisine

- Using location search one can directly search for location and browse the restaurants and sort them based on popularity
- Or User can search based on restaurant/ dish/ cuisine and select to view restaurant



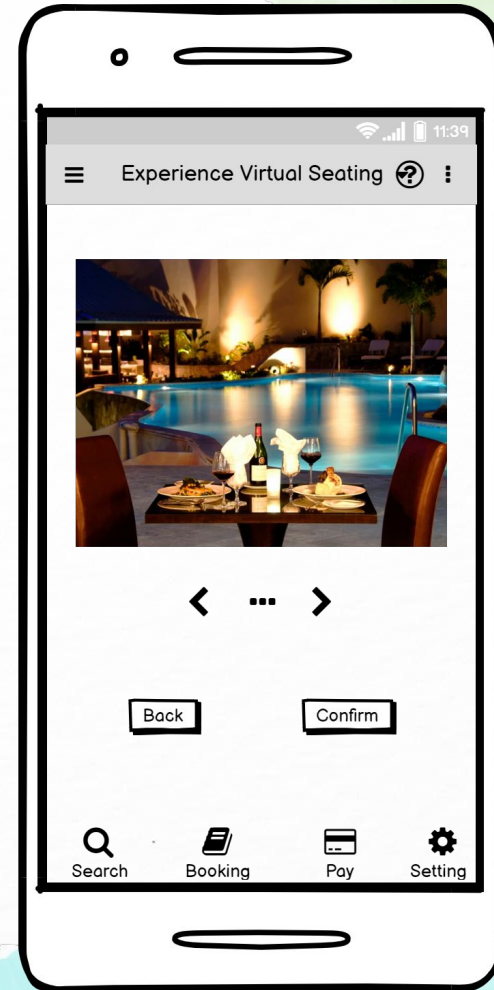
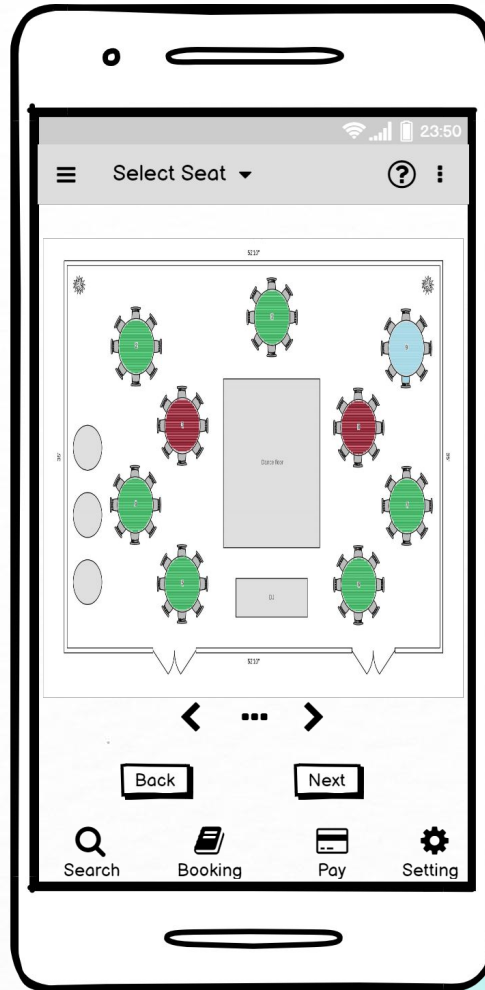
View Restaurant

- Discover more about restaurant, one can see the best dishes served there and user rating and reviews for it
- User can select date and time and number of people for the booking and go to **experience seating** feature



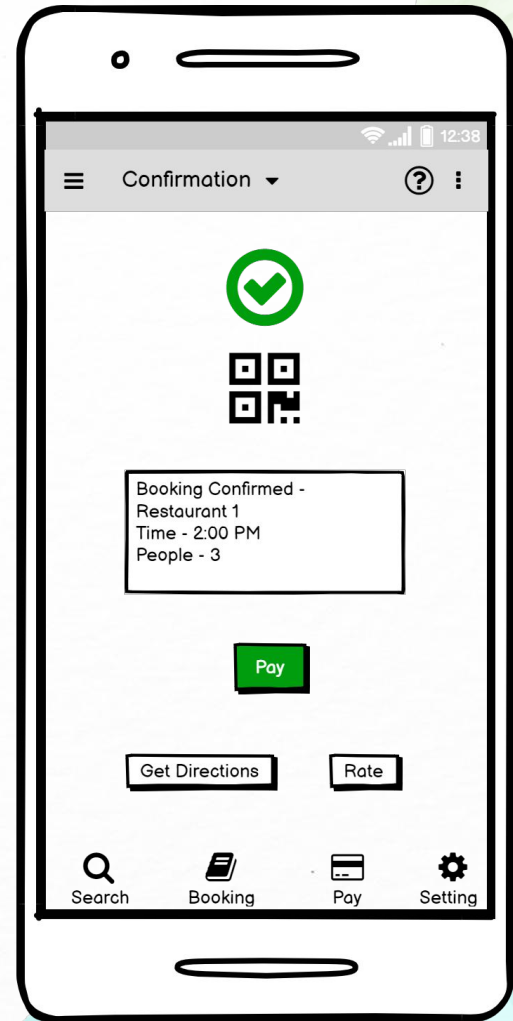
Experience Seating

- Select table as per availability and requirement (Number of people) and go to virtual experience
- Here user can virtually experience his seating from the angles and confirm the table



Confirm Booking

- After confirmation and landing page for confirmation and a QR code for easy check-in, directions and option to pay the bill are readily provided.
- User can alternatively check them under the booking tab as well



Pay and Review

- Summary of Bill can be viewed via View Bill option (If restaurant cannot provide online bill they can scan and upload). Final option to pay.
- Reviewing is very specific to items purchased, helping future customers to understand the food better.

