

Mobile Ordering app for a high-end restaurant

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UX Designer

Yash Chaudhari

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Study Details

Project Background

- We are creating an app to help customers of a high-end restaurant 'Sarvasva' to order meal and reservation of table remotely. Our goal is to create a product that can improve customer satisfaction.
- This is the 1st Presentation of the project.

Study Details

Research Questions

- How long does it take for users to order a meal or book a table?
- What pain points do users experience while performing the task?
- What do users want us to improve about the product?
- How does it feel to the users while using the product?

Participants

5 participants

Short overview of participant characteristics

Including 3 males and 2 females from age group of 24 to 80

Methodology

30 to 45 mins

India, Remote

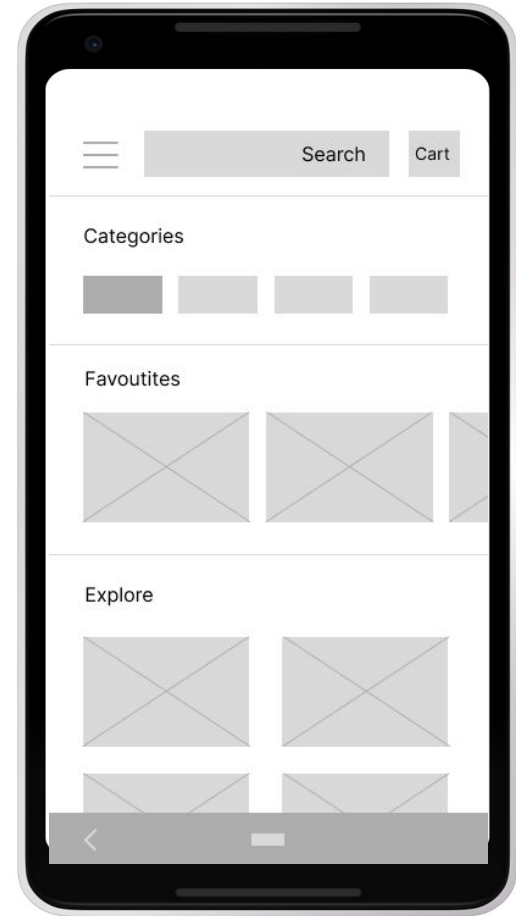
Unmoderated Usability Study

Users were asked to perform 3 tasks on lo-fi prototypes and small questionnaire

Prototype / Design Tested

The Lo - Fi prototypes for the 'Sarvasva' app was testes can be viewed at

[Prototype Link](#)



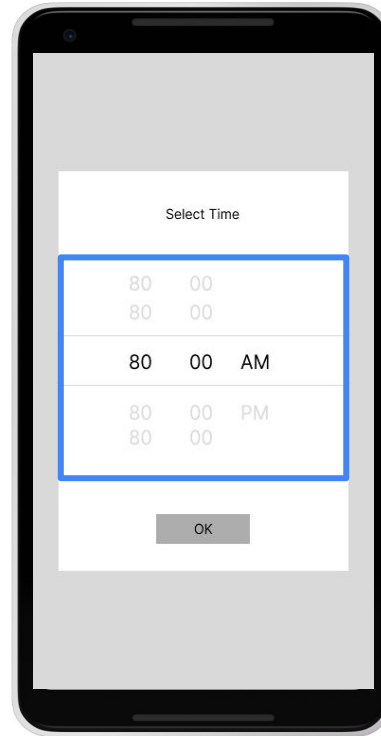
Themes

Time setting is not working

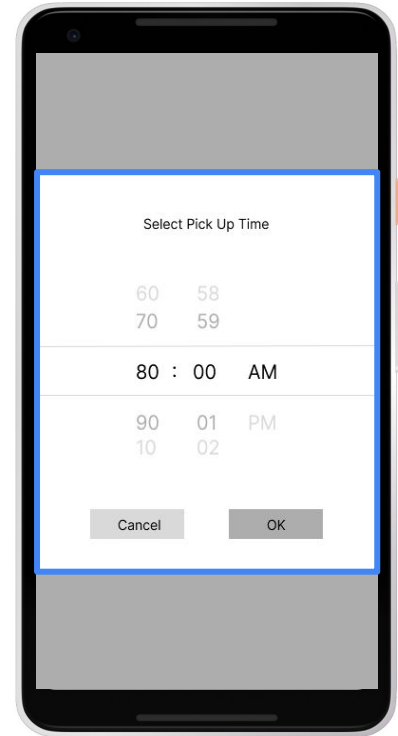
Supporting evidence from the usability study.

- It was observed that 4 out of 5 participants had trouble selecting time
- 3 out of 5 people complained about the time setting is not working.

“Ah..how do I select 6pm its fixed,I am not able to set it manually!” __Participant A



Before



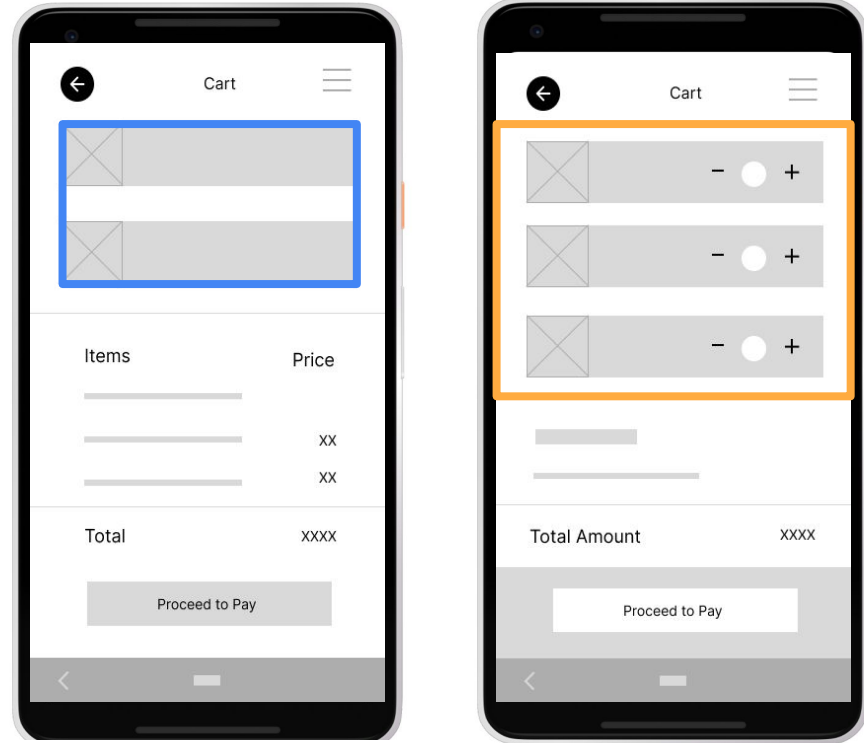
After

Add and remove items feature required

Supporting evidence from the usability study.

- 4 out of 5 participants were not able to add multiple similar items or remove items from the cart.
- Most of the participants wanted an editable cart

“Oh I like that, I can review what I have ordered, Ah.. but what if I have to cancel some item?”
__Participant E



Before

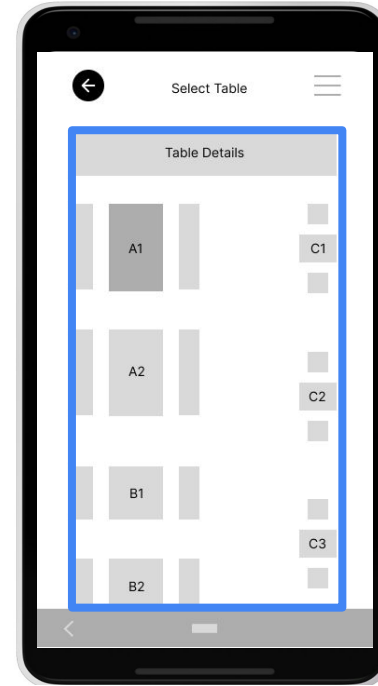
After

Table availability status is not displayed

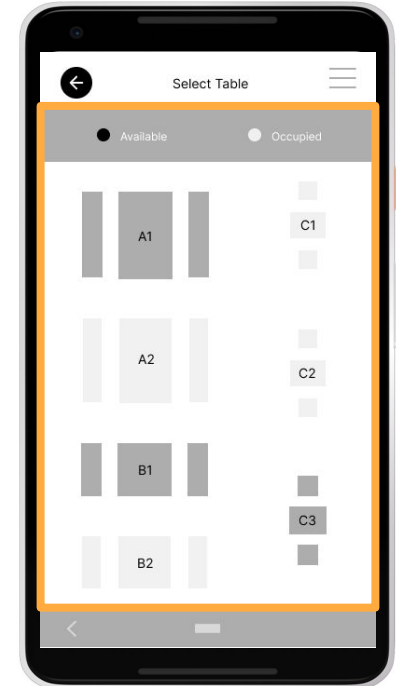
Supporting evidence from the usability study.

- 4 out of 5 participants were not able to figure out availability status of the tables.
- Most of the participants were confused on about table availability..

“Ok, so I am selecting a table..wait what? How do I know that the table is available or not?”
__Participant C



Before



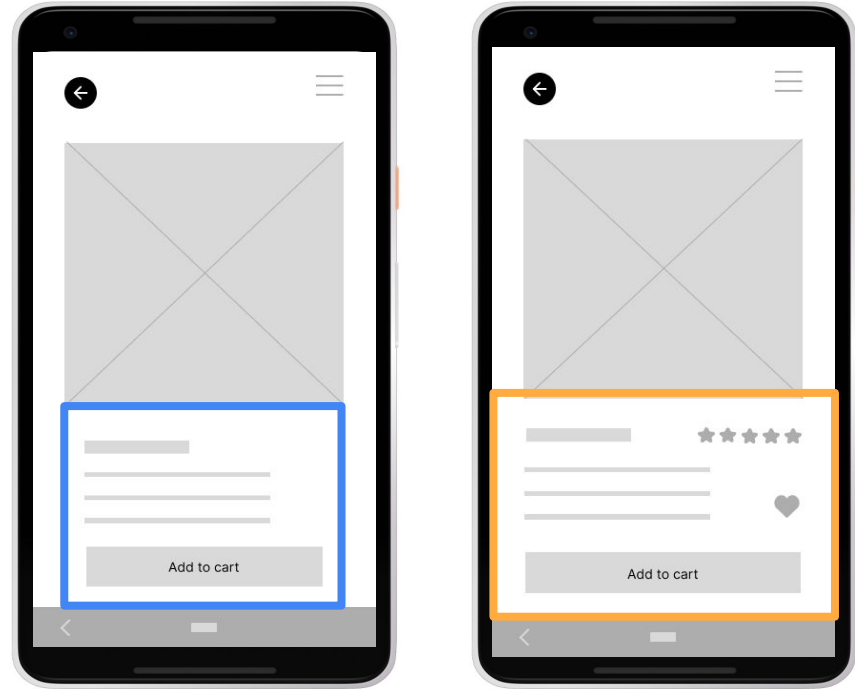
After

Button to add dishes to the favorites

Supporting evidence from the usability study.

- 3 out of 5 participants want to save their favourite dishes to the favourite section.
- Most of users complained that they can see the favourite section in menu but can't find any button to add item in it.

"I would like it if there is an option to somehow I can save my favourite dishes. So I can order quickly." __Participant C



Before

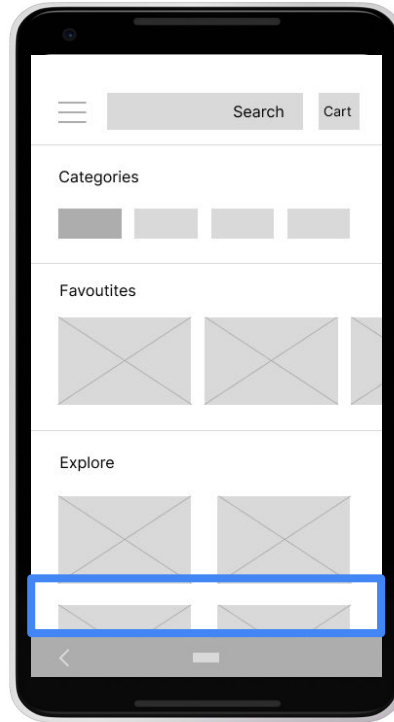
After

A much quicker and simpler way to navigate.

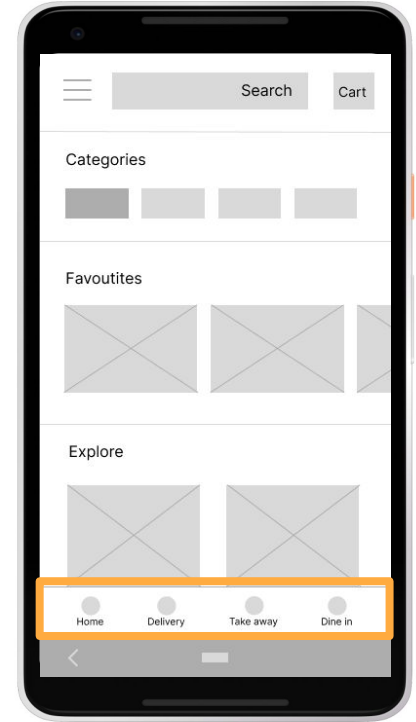
Supporting evidence from the usability study.

- 3 out of 5 participants felt that they have to go to the service selection screen again and again
- Majority of the participants suggested that going back again and again making the process slower.

"I think I have to start me go back again to the service selection. Is there any way to do it directly.." __Participant C



Before



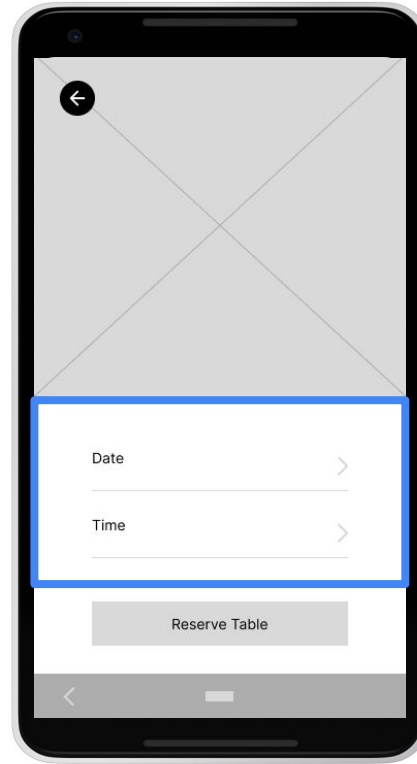
After

An option to set the no. of guests

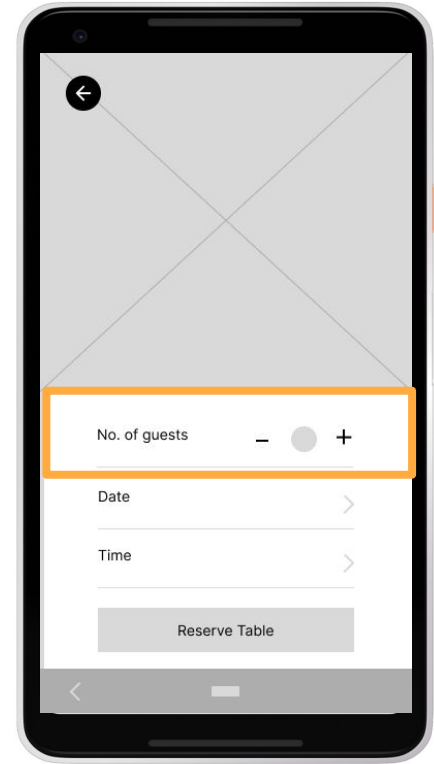
Supporting evidence from the usability study.

- 3 out of 5 participants suggested that they need the field to add the no. of guests.

"I selected table but wait, it would be better if somehow I can select how many Guest I have."
__Participant B



Before



After

Insights & Recommendations

Research insights

Time Setting feature

Users want scrollable time setting feature which is not currently working.

Editable Cart

Users needs features a feature to add multiple similar items or remove from the cart.

Favourite & Guests No.

Users needs button to save dishes to their favourites and field where they can add the no. of guests.

Easy Navigation

User needs easy and quick way to navigate because the old one is making process slow.

Recommendations & Next steps to take:

- Make the time selecting function work properly scrollable
- Making the cart section editable so users can add or remove items.
- Display table availability status on both table selection and table details screens.
- Add a button to add to favourite at each dish details and a field to add No. of guests
- Add a new navigation bar and remove the service selection screens to remove that extra steps to go back.

Thank you!