

Course 1 Assignment

Hospitality Digital Ordering:

Real Burgers

By Yasser Saeed

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UX Discovery

Business Strategy

RealBurgers is a newly established burger shop in Auckland that aims to provide customers with a unique and authentic burger experience. Their ethos is all in the name, they just want to be 'real', the restaurant's design is very simple, the staff are friendly and the food is made almost entirely in house.

In terms of digital offerings, they have a website and online ordering page. The website is especially new, and includes only the bare minimum of a menu, and information about the contact, location and hours. There is an online ordering page for pick-up also, but its lack of design is inconsistent with the rest of the site and the brand.

RealBurgers' stakeholders include the co-owners and customers. The co-owner is responsible for setting the business's direction, ensuring that it is profitable and sustainable. As the owners are the only employees, they are also responsible for providing excellent customer service, preparing high-quality food, and maintaining a welcoming atmosphere in the restaurant. Customers are the most crucial stakeholder group, and their satisfaction is vital to the success of the business.

The business strategy requirements for RealBurgers are focused on improving customer engagement through table ordering via digital devices. This strategy will help reduce wait times, provide customers with a more personalized dining experience, and allow for faster and more efficient service. In addition, it will allow customers to browse the menu, customize their orders, and pay directly from their table using their mobile devices.

Problem Statement and Research Objective

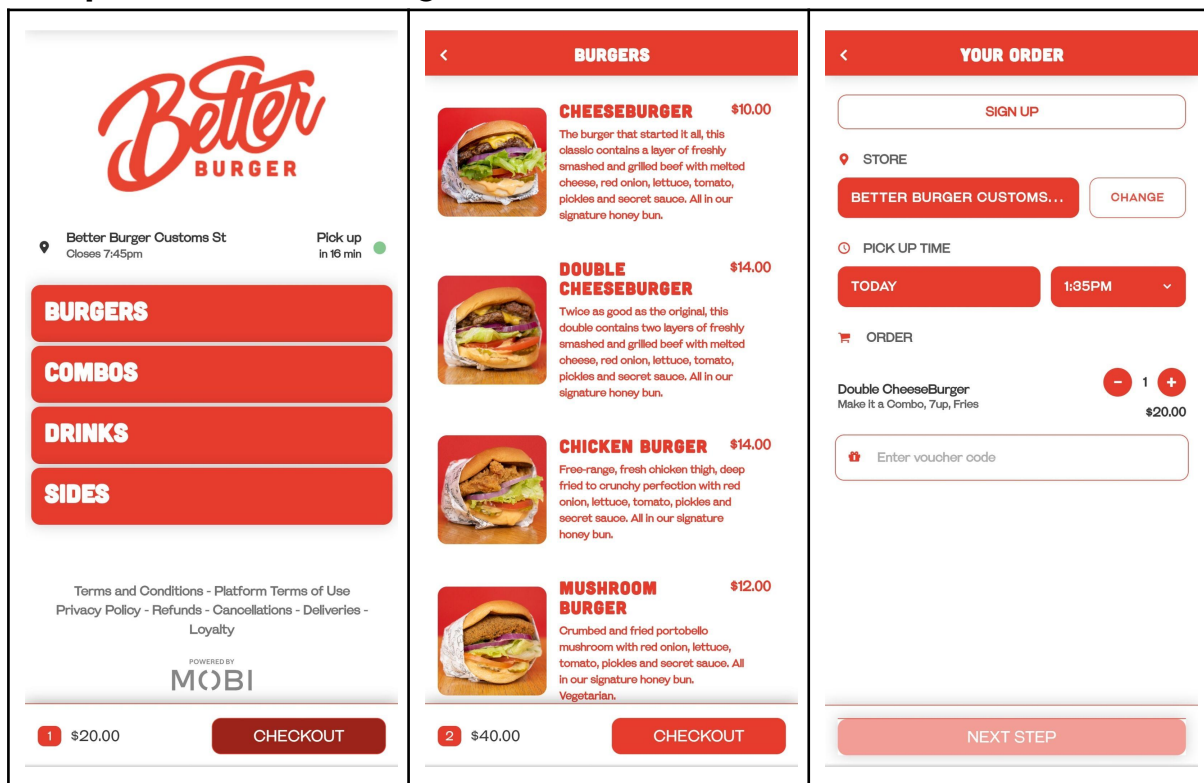
Real burgers don't yet have the staff or the efficiency to handle too many orders. They have a minimal digital presence so we'd like to research Digital Table Ordering systems as a potential solution to this order capacity challenge. Digital Table Ordering can speed up orders and free up staff to work in the kitchen instead of the counter.

Competitor Analysis

In general, most fast food ordering systems use very similar layouts, user flows and features. I chose to look at three burger chains which I felt have strong branding yet also represented quite different aesthetics; Better Burger, Burger Burger and Burger Fuel.

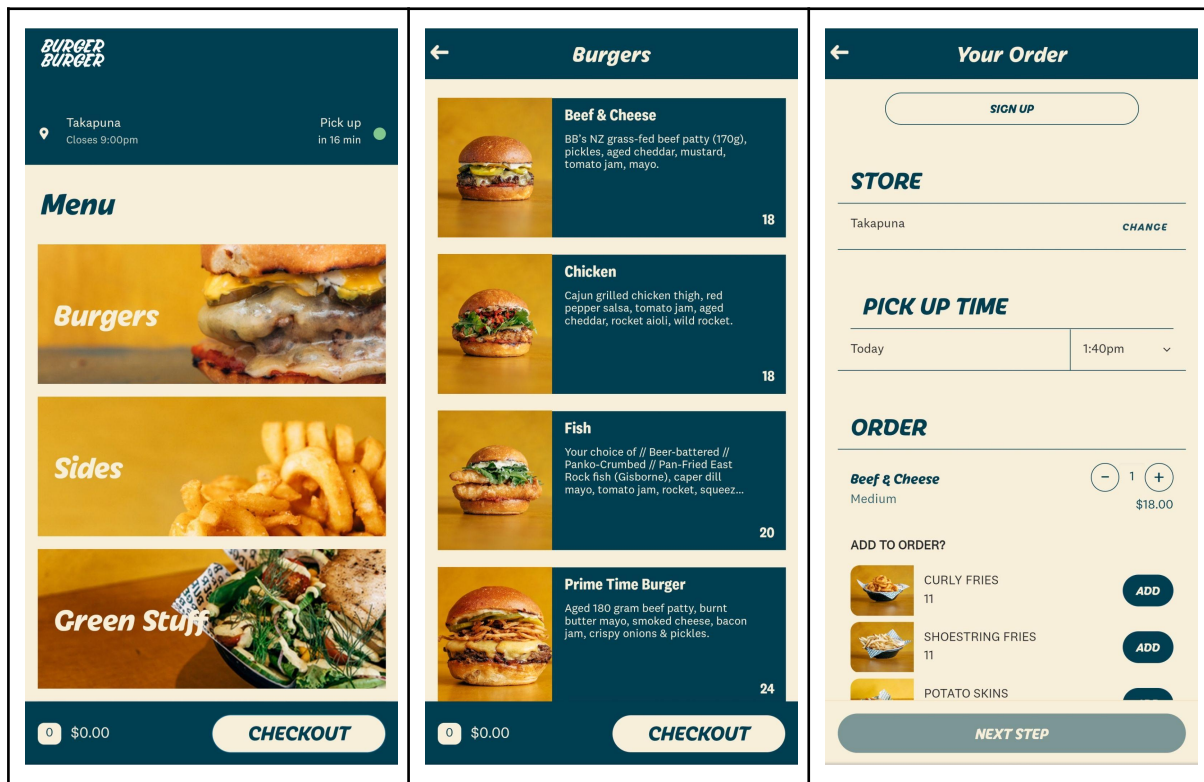
All three of the designs are consistent with their brands with regards to their colour themes and typefaces, and use good quality images. In layout, they all split their systems into at least four page types; a product category page, pages that list each product category, and an order review page.

Competitor 1: Better Burger



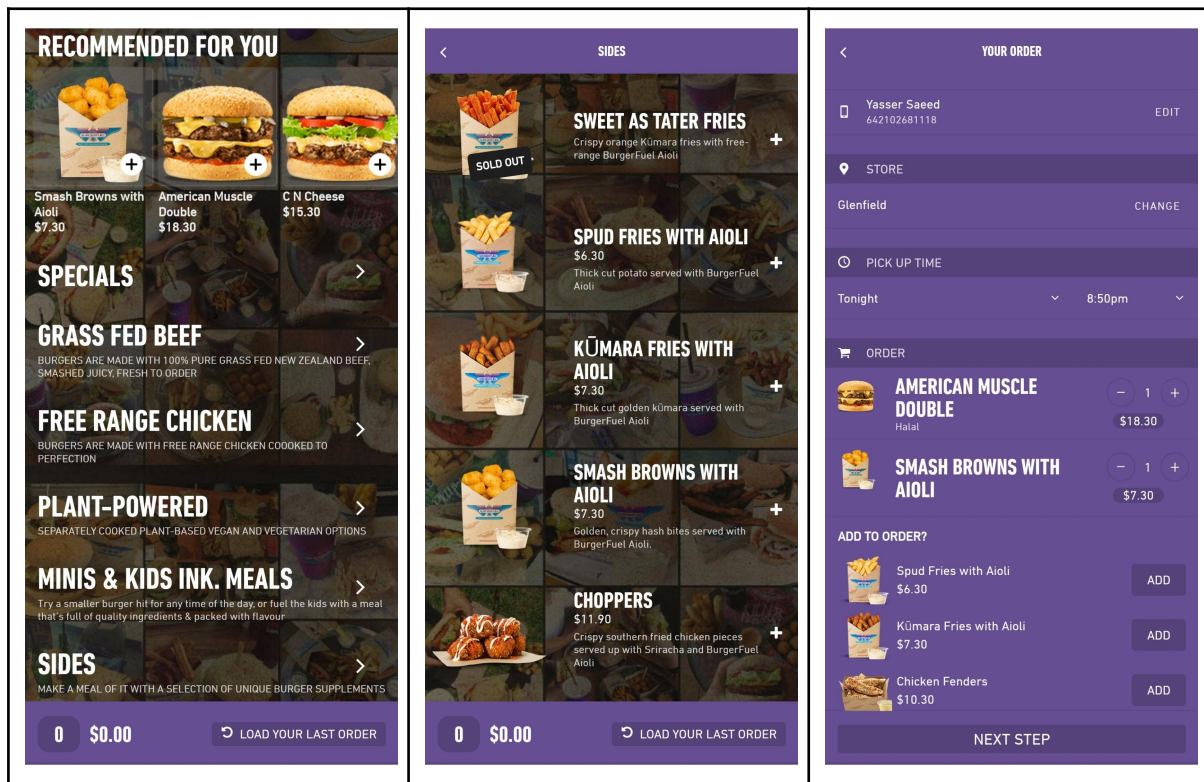
- The red and white combo is very simple, yet eye catching. Only issue is that the thin text is difficult to read.
- The heading typeface is fun.
- The simplicity is quite similar to Real Burger's design ethos.

Competitor 2: Burger Burger



- Strong branding throughout; colours, fun typeface.
- Good quality images used more extensively than the others.
- Includes many options, even cooking preferences (well done, medium, pan fried etc), which is perhaps too much.
- Feels somewhat classy and posh.
- Tiles are too tall

Competitor 3: BurgerFuel



- “Add to order?” recommendation for sides is a nice touch.
- The Translucent tiles and busy background are very difficult to read.
- Uninteresting typefaces.

SWOT Analysis of Existing Site

| | |
|---|--|
| <p>Strengths</p> <ul style="list-style-type: none"> • User friendly design with menu graphic design that is clean, organised and intuitive • Colour scheme is calming with chosen shade of blue • Easy to start using as contains all the essential information | <p>Weaknesses</p> <ul style="list-style-type: none"> • Poor content and images with no navigation bar, unnecessary footers • Order page is not consistent with brand • Non-functional menu button |
| <p>Opportunities</p> <ul style="list-style-type: none"> • Leverage the strong in-store branding on online channels • Use the owner’s home grown story in sections such as About Us to tell a story to users | <p>Threats</p> <ul style="list-style-type: none"> • New entrants and competitors can draw customers away • Fraudulent activity such as false transactions • Supply chain disruptions could lead to missing ingredients |

User Interviews

In the interview, we walked through the Real Burger website as well as those of our competitors. The following 5 questions were asked:

1. Can you walk me through how you typically use this website to achieve a specific task or goal?
2. Can you describe a situation in which you felt particularly satisfied while using this website?
3. What are some pain points or frustrations that you have experienced while using this website?
4. How does this website compare to similar offerings in the market?
5. What additional features or improvements would you like to see on this website in the future?

The answers to these questions from our 3 User Interviews are outlined below.

| | Nadiah | Laith | Dina |
|---|---|--|--|
| 1 | When the restaurant is too crowded to wait in line | When I've had a long day and don't want to talk to anyone | When I want to try out a new in store experience |
| 2 | The pictures are usually quite vibrant and made me hungry | The colour scheme on the Real Burger was simple and pleasing | It's easy to customise the order with things like no pickles if you hate some vegetables |
| 3 | I don't like that the Real Burger website doesn't tell you the pick up time at checkout | There are too many add ons so it feels repetitive. | The text doesn't fit the boxes sometimes. |
| 4 | All the websites are straight to the point and direct and easy to use. | The Burger Burger website has suggested items on checkout which is quite tempting, not at all annoying | All the competitors had nice and cute branding. However, sometimes for the Better Burger website, the text can covers the images |
| 5 | Let us know about any upcoming deals and promotions | Online delivery options so it's not just in store | More obvious information about dietary requirements eg halal, gluten free, etc |

Surveys

The Google Form [Survey](#) contained the following questions:

1. What do you like about the Real Burger website?
2. What do you like about the Better Burger website?
3. What do you like about the Burger Burger website?
4. What do you like about the Burger Fuel website?
5. What do you dislike about the Real Burger website?
6. What do you dislike about the Better Burger website?
7. What do you dislike about the Burger Burger website?
8. What do you dislike about the Burger Fuel website?
9. Which of the three websites is the most attractive?
10. Which of the three websites is the easiest to use?

Analysis of these survey results can be found in the later Trends and Findings section.

Co-creation Session

I spoke to Real Burger owners Mike and George about their vision for the website, and what I learned is that above all else, they want the site to be simple. They fiercely opposed any elaborations, because they felt that the food itself should take centre stage, and they want their brand to be understated. They had however already had a graphic designer make a menu for them, which they welcomed me to draw from.

UX Analysis

Trends and Findings

The key trends we found from the UX discover stage were:

- Aesthetics and branding matter
- A simple, intuitive experience is better than one overloaded with options
- Page functionality and responsiveness is a table stakes requirement

User Personas

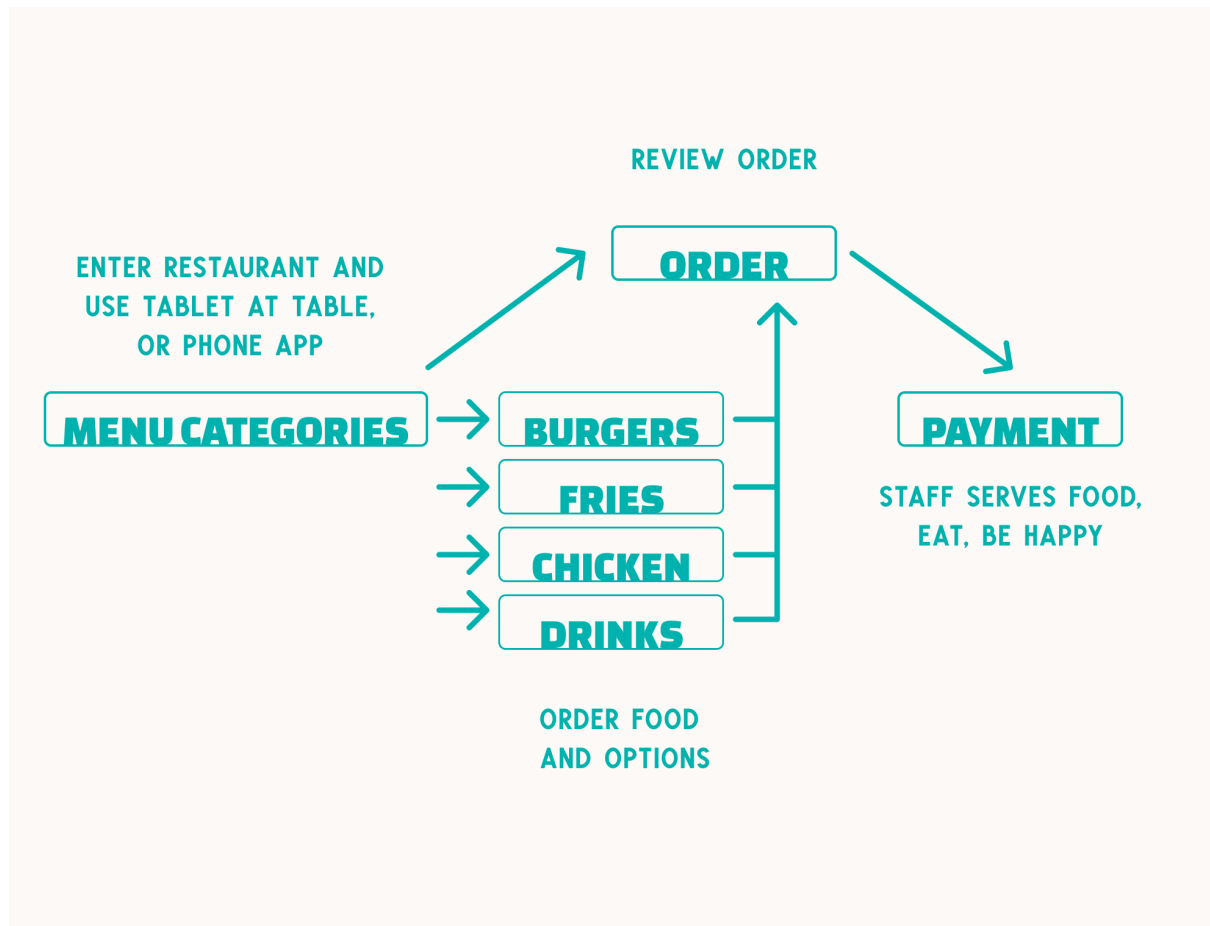
| | Ali | Christina | Johnny |
|----------------------------------|---|---|--|
| Age | Early 20s | Late 20s | Mid 30s |
| Gender | Male | Female | Male |
| Income Level | Low-Medium | Medium | Medium |
| Health Status | Works out regularly but does not eat healthy | Enjoys Yoga and Pilates classes | Doesn't exercise |
| Preferred Restaurant Type | Somewhere fast, and convenient where he doesn't have to talk to staff | Looking for a spot in town that is trending on food instagram pages | Cheap local shop where he can grab a bite with friends with minimal hassle |

User Case

As a restaurant goer, I would like to be able to quickly and easily order food when going out for dinner.

User Flow Diagram

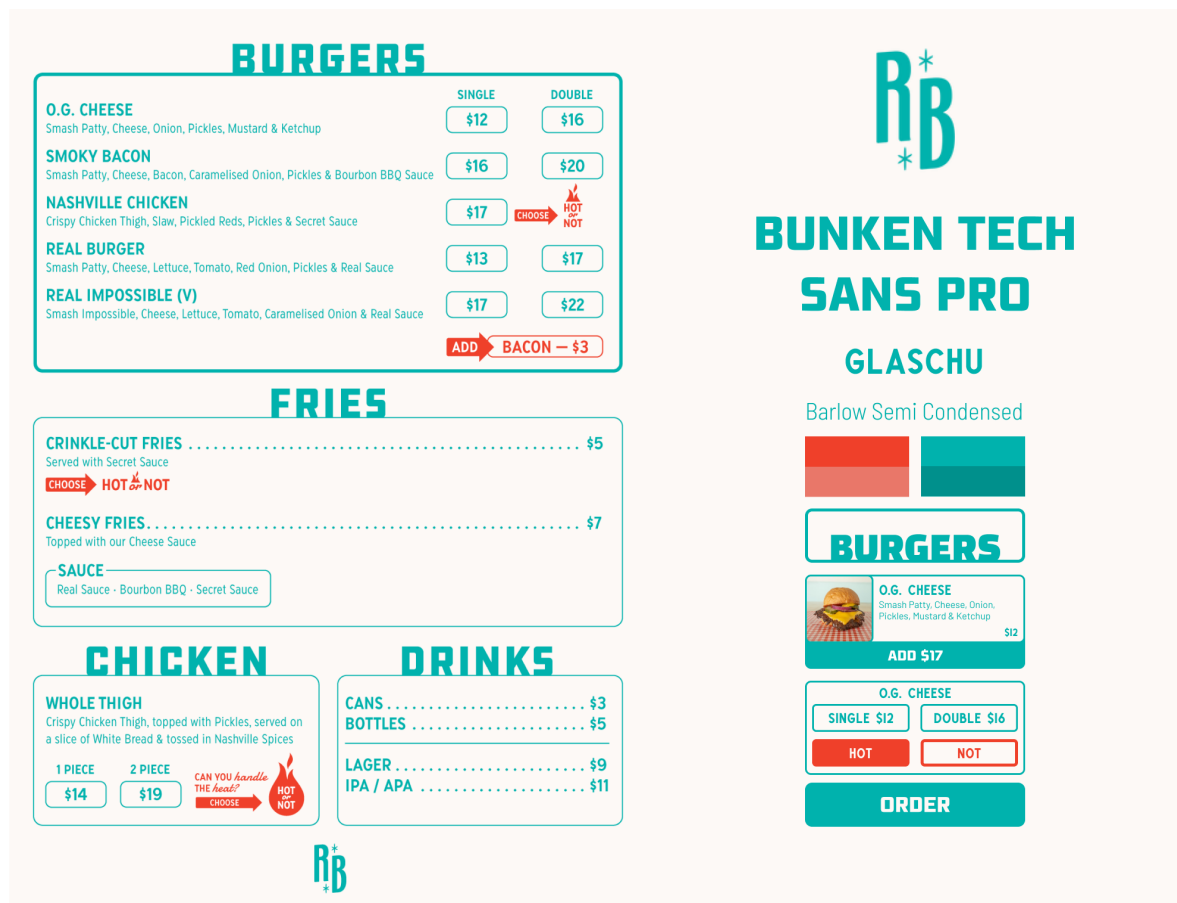
This diagram also doubles as a Site Map later.



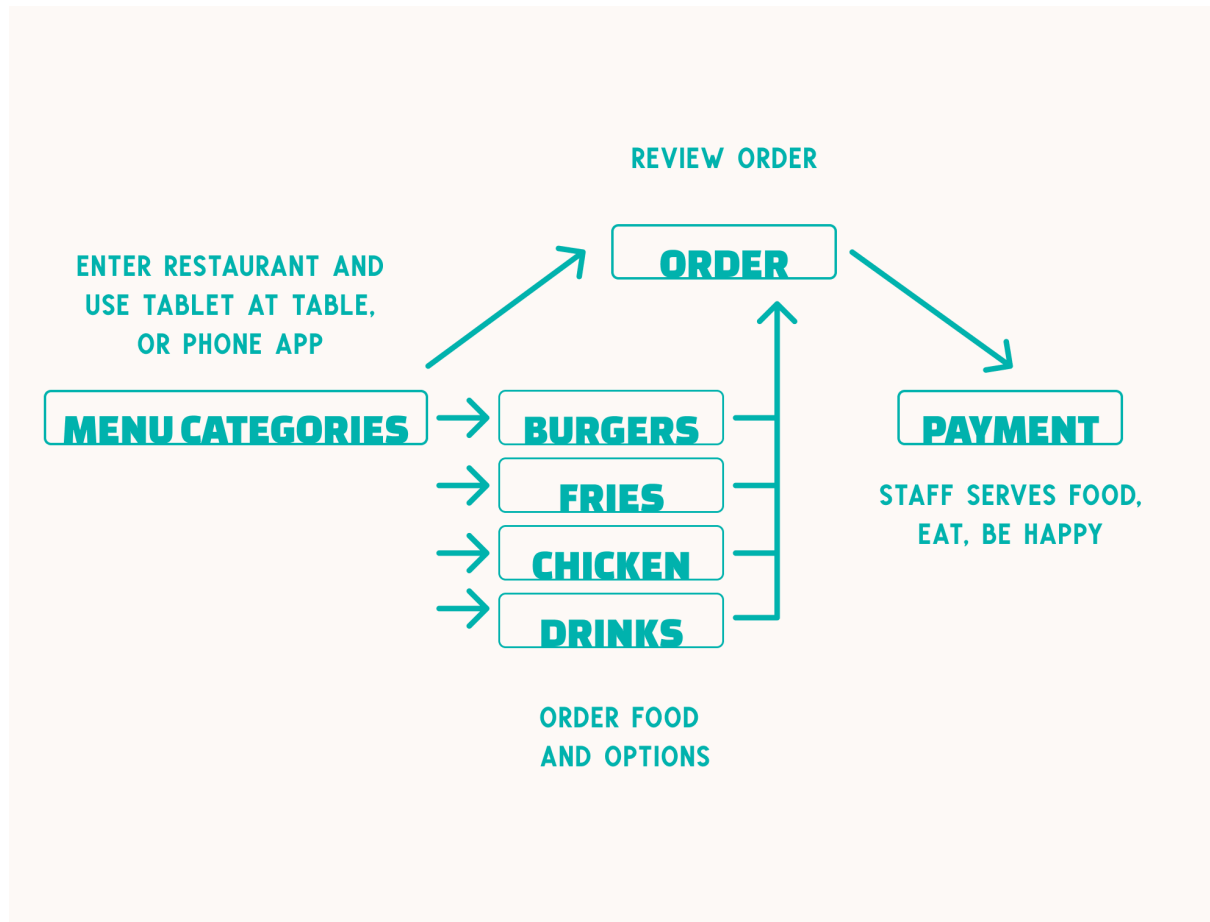
UX Design

Moodboard, Style Tile, and Site Map





Real Burger already had a nice menu design, so I took design queues from it; colours, typefaces, borders.



Site Map and User Flow Diagram



Lo-Fi Prototype

| REAL BURGER | BURGERS | ORDER |
|--|--|--|
| <div>BURGERS</div> <div>FRIES</div> <div>CHICKEN</div> <div>DRINKS</div> | <div><div><div>ITEM NAME Ingredient List and Blurb</div></div><div><div><div>ITEM NAME Ingredient List and Blurb</div></div><div><div><div>ITEM NAME Ingredient List and Blurb</div></div><div><div><div>ITEM NAME Ingredient List and Blurb</div></div></div><div>PLACE ORDER</div></div></div></div> | <div><div>ITEM NAME<div>Options</div><div>- 2 +</div>\$32</div><div>ITEM NAME<div>Options</div><div>- 1 +</div>\$16</div><div>ITEM NAME<div>Options</div><div>- 1 +</div>\$16</div></div> <div><div>TABLE NUMBER<div>6</div></div><div>CHECKOUT \$64</div></div> |

Hi-Fi Prototype

BURGERS

FRIES

CHICKEN

DRINKS

ORDER

BURGERS

O.G. CHEESE

Smash Patty, Cheese, Onion, Pickles, Mustard & Ketchup

\$12

SMOKEY BACON

Smash Patty, Cheese, Bacon Caramelised Onion, Pickles, & Bourbon BBQ Sauce

\$16

NASHVILLE CHICKEN

Crispy Chicken Thigh, Slaw, Pickled Reds, Pickles & Secret Sauce

\$17

REAL BURGER

Smash Patty, Cheese, Lettuce, Tomato, Red Onion, Pickles & Real Sauce

\$13

REAL IMPOSSIBLE V

Smash Impossible, Cheese, Caramelised Onion, Lettuce, Tomato & Real Sauce

\$17

ORDER

FRIES

CRINKLE CUT FRIES

Served with our Secret Sauce

\$5

CHEESY FRIES

Topped with our Cheese Sauce

\$7

ORDER

CHICKEN

WHOLE THIGH

Crispy Chicken Thigh, topped with Pickles, on White Bread & with Nashville Spices

\$14

ORDER

DRINKS

SOFT DRINKS

Coke, Coke No Sugar, Sprite

\$4

REAL RASBERRY LEMONADE

Fresh raspberry mixed with our in-house lemonade

\$5

REAL LEMONADE

Freshly-squeezed and sweetened just right

\$5

REAL PEACH ICED TEA

Brewed Fresh daily

\$5

LAGER

Example Flavour Text

\$9

ORDER

ORDER

O.G. CHEESE

DOUBLE

-

2

+

\$32

CRISPY FRIES

HOT

-

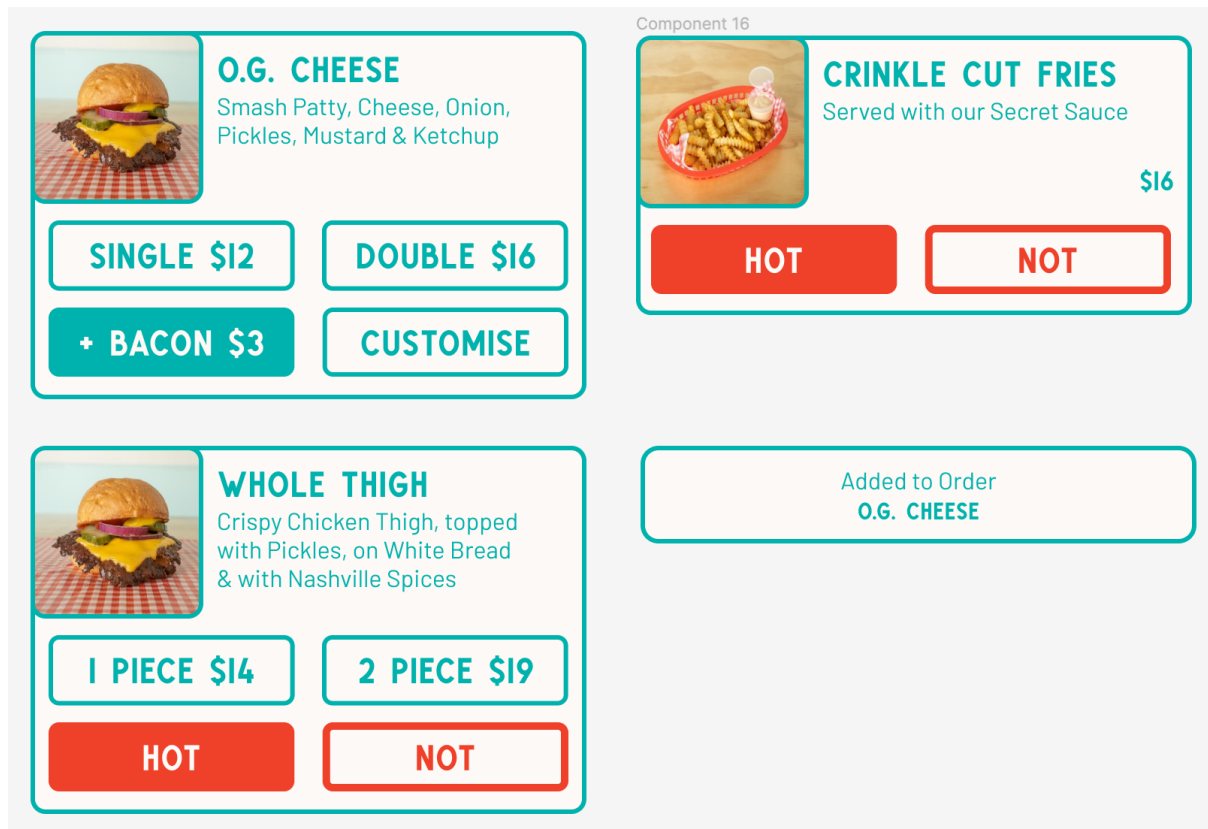
2

+

\$5

TABLE: 6

CHECKOUT \$XX



User Testing

In my Hi-Fi prototype, I implemented most of the required screens, except for the Options menu when ordering an item. In the user testing, I asked them to look at the screens and click between them. The feedback was received in a general Plus/Minus/Interesting format and is outlined below:

| | Nadiah | Laith | Dina |
|--------------------|--|---|--|
| Plus | The pictures are quite vibrant | I like the colour scheme | I like that you can customise orders |
| Minus | The Options button wasn't working for me | There were a couple small bits where the text doesn't fit | I feel like there was too much white space |
| Interesting | It would be cool to see the expected wait time | None | I eat halal so I wasn't sure if I could here |

Copyright Considerations

Website copyright laws protect the exclusive rights of creators and owners of website content. To ensure that a website doesn't violate any copyright laws, it's important to obtain permission or a licence to use any copyrighted material, such as images or text, on the website. Additionally, creating original content or using content that is in the public domain or licensed under a Creative Commons licence can help ensure that a website is copyright-compliant.

As this is a school project, and all the images are sourced from the “client's” website, which they took themselves, there could not be any copyright issues.

Implications of the Treaty of Waitangi

In a UX design project such as a website for a burger shop, considering the implications of the Treaty of Waitangi would involve acknowledging and respecting the cultural values and perspectives of Māori in the design process. This could include incorporating Māori cultural elements or symbols into the design, using appropriate language and imagery, and consulting with Māori stakeholders to ensure that their voices and perspectives are heard and reflected in the design. It's also important to ensure that the website is accessible to Māori users and that their privacy and data are protected in accordance with the Treaty principles of partnership and protection.