



REAL BURGER

TABLE ORDERING APP - UX DESIGN PROJECT

Class project to design a table ordering app for an existing restaurant, while conducting some brand, competitor and user research.

THE CLIENTS :

Real Burger is a new burger restaurant that was opened only last year in Highbury, Birkenhead by brothers Mike and George.

The Burgers are incredible, but they're understaffed and still learning and putting things together. They are struggling to keep up.

THEIR ETHOS :

- Authentic and Genuine
- Simple
- Fast and Efficient

KEEP IT REAL



≡ ⌂ ⌂ X Real Burger Order Online
order.localserves.co.nz

FRIES BURGERS CHICKEN DRINKS

FRIES

Crinkle-Cut Fries

FRIES 

Served With Secret Sauce

\$5.00

CHEESY FRIES 

Topped With Cheese Sauce

\$7.00

BURGERS

100% all-natural grass-fed beef. No hormones and no antibiotics ever. Our proprietary Real blend is freshly ground. 100% organic potato buns. No artificial ingredients ever.

O.G. CHEESE 

Checkout \$0.00

REAL BURGER

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

X

Choose one

SINGLE \$13.00

DOUBLE \$17.00

ADD TO BURGER

Choose up to 5

+ Patty - \$4

+ BACON - \$3

+ CHEESE - \$1

+ LETTUCE - \$1

+ TOMATO - \$1

+ ONION - \$1

REMOVE FROM BURGER

Choose up to 5

- 1 +

\$13.00

Add

THEY ALREADY HAVE A FUNCTIONAL SITE, BUT ITS PRETTY MUCH THE BARE MINIMUM

It looks like they're using a template from a 3rd party ordering app - which they are - Local Serves

It doesn't fit the brand at all

THE COMPETITION

Better Burger

Better Burger

Better Burger Customs St
Closes 7:45pm

BURGERS

- CHEESEBURGER** \$10.00
The burger that started it all, this classic contains a layer of freshly smashed and grilled beef with melted cheese, red onion, lettuce, tomato, pickles and secret sauce. All in our signature honey bun.
- DOUBLE CHEESEBURGER** \$14.00
Twice as good as the original, this double contains two layers of freshly smashed and grilled beef with melted cheese, red onion, lettuce, tomato, pickles and secret sauce. All in our signature honey bun.
- CHICKEN BURGER** \$14.00
Free-range, fresh chicken thigh, deep fried to crunchy perfection with red onion, lettuce, tomato, pickles and secret sauce. All in our signature honey bun.
- MUSHROOM BURGER** \$12.00
Crumbed and fried portobello mushroom with red onion, lettuce, tomato, pickles and secret sauce. All in our signature honey bun. Vegetarian.

COMBOS

DRINKS

SIDES

Terms and Conditions - Platform Terms of Use
Privacy Policy - Refunds - Cancellations - Deliveries - Loyalty

POWERED BY **MOBI**

1 \$20.00 CHECKOUT 2 \$40.00 CHECKOUT

Burger Burger

Your Order

STORE Takapuna

PICK UP TIME Today 1:40pm

ORDER

Beef & Cheese Medium \$18.00

ADD TO ORDER?

- CURLY FRIES 11 **ADD**
- SHOESTRING FRIES 11 **ADD**
- POTATO SKINS **ADD**

Burgers

- Beef & Cheese** BB's NZ grass-fed beef patty (170g), pickles, aged cheddar, mustard, tomato jam, mayo. 18
- Chicken** Cajun grilled chicken thigh, red pepper salsa, tomato jam, aged cheddar, rocket aioli, wild rocket. 18
- Fish** Your choice of // Beer-battered // Panko-Crumbed // Pan-Fried East Rock fish (Gisborne), caper dill mayo, tomato jam, rocket, squeez... 20
- Prime Time Burger** Aged 180 gram beef patty, burnt butter mayo, smoked cheese, bacon jam, crispy onions & pickles. 24

NEXT STEP **CHECKOUT**

Burger Fuel

RECOMMENDED FOR YOU

- Smash Browns with Aioli \$7.30
- American Muscle Double \$18.30
- C N Cheese \$15.30

SPECIALS

GRASS FED BEEF BURGERS ARE MADE WITH 100% PURE GRASS FED NEW ZEALAND BEEF, SMASHED JUICY, FRESH TO ORDER

FREE RANGE CHICKEN BURGERS ARE MADE WITH FREE RANGE CHICKEN COOKED TO PERFECTION

PLANT-POWERED SEPARATELY COOKED PLANT-BASED VEGAN AND VEGETARIAN OPTIONS

MINIS & KIDS INK. MEALS Try a smaller burger hit for any time of the day, or fuel the kids with a meal that's full of quality ingredients & packed with flavour

SIDES MAKE A MEAL OF IT WITH A SELECTION OF UNIQUE BURGER SUPPLEMENTS

YOUR ORDER

Yasser Saeed 642102681118

STORE Glenfield

PICK UP TIME Tonight 8:50pm

ORDER

- AMERICAN MUSCLE DOUBLE** Halal \$18.30
- SMASH BROWNS WITH AIOLI** \$7.30
- Spud Fries with Aioli** \$6.30
- Kumara Fries with Aioli** \$7.30
- Chicken Fenders** \$10.30

ADD TO ORDER?

NEXT STEP **CHECKOUT**

**THEY ALL HAVE THESE THINGS,
AND REAL BURGER SHOULD TOO**

Design

- Brand Consistency
- Colour Theme
- Typefaces
- Quality Images

Layout

- Category Page
- Item List
- Order Options
- Order Review

USER RESEARCH

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

- Aesthetics and branding matter
- Simple and intuitive trumps lots of options
- Functionality and responsiveness is huge

THE CUSTOMERS

Foodies

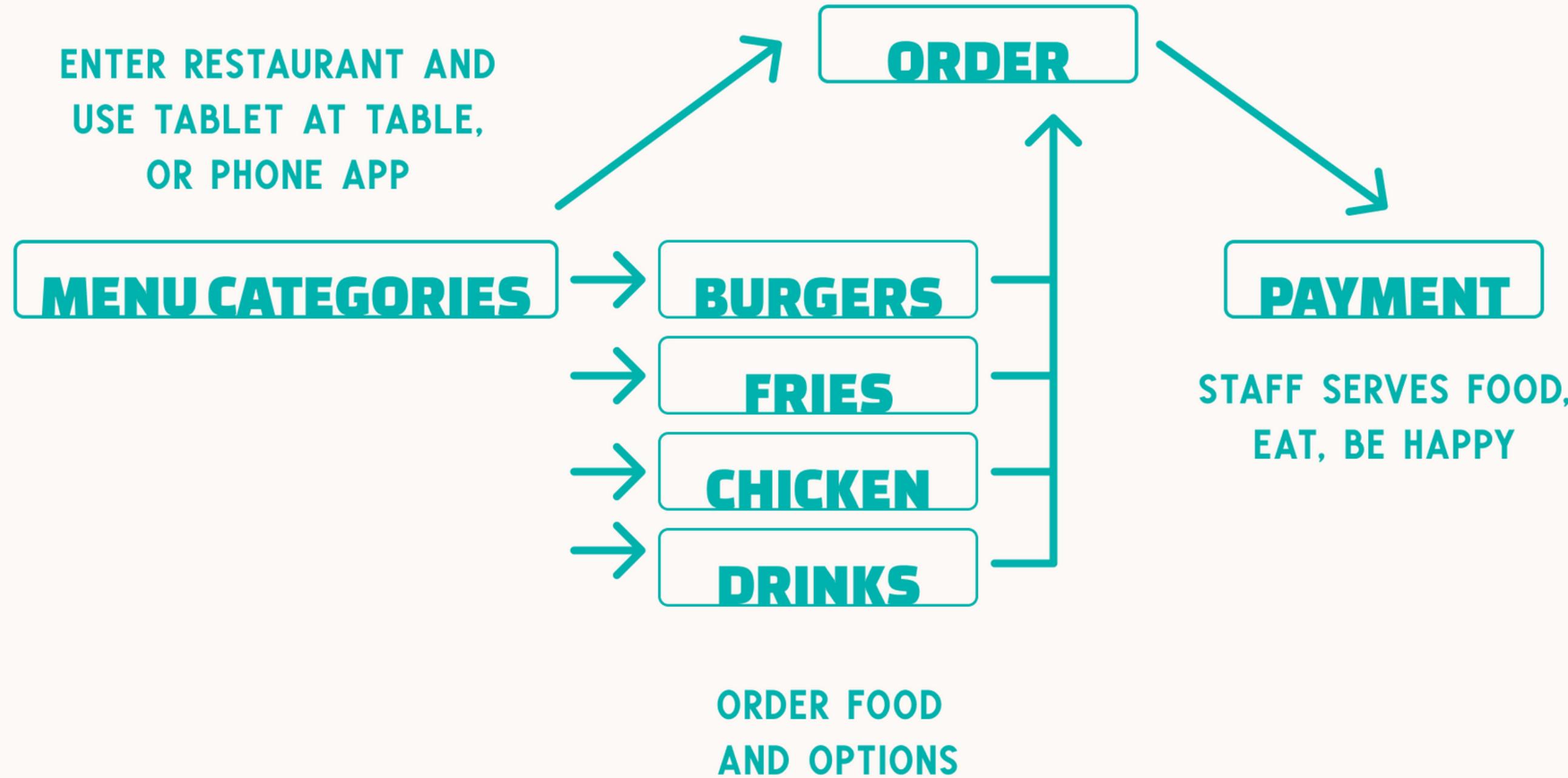
Young people who saw
Real Burger on Instagram,
or and read about reviews
on Metro, Denizen, Urban
List

Locals

Wide range of Incomes,
generally young, includes
entire families

USER FLOW & SITE MAP

ENTER RESTAURANT AND
USE TABLET AT TABLE,
OR PHONE APP



**THEY ALREADY HAVE
A NICE MENU**

BURGERS

O.G. CHEESE

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

SINGLE

DOUBLE

\$12

\$16

SMOKY BACON

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

\$16

\$20

NASHVILLE CHICKEN

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

\$17

CHOOSE HOT
or NOT

HOT

NOT

\$13

\$17

REAL BURGER

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

\$17

\$22

ADD → BACON – \$3

FRIES

CRINKLE-CUT FRIES

\$5

Served with Secret Sauce

CHOOSE → HOT or NOT

CHEESY FRIES.....

\$7

Topped with our Cheese Sauce

SAUCE

Real Sauce · Bourbon BBQ · Secret Sauce

CHICKEN

WHOLE THIGH

Crispy Chicken Thigh, topped with Pickles, served on a slice of White Bread & tossed in Nashville Spices

1 PIECE

\$14

2 PIECE

\$19

CAN YOU handle
THE heat?
CHOOSE → HOT
or NOT

DRINKS

CANS

\$3

BOTTLES

\$5

LAGER

\$9

IPA / APA

\$11



BUNKEN TECH SANS PRO

GLASCHU

Barlow Semi Condensed



BURGERS

O.G. CHEESE

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

\$12

ADD \$17

O.G. CHEESE

SINGLE \$12 DOUBLE \$16

HOT NOT

ORDER



REAL BURGER

BURGERS

FRIES

CHICKEN

DRINKS

BURGERS

 **ITEM NAME**
Ingredient List and Blurb

 **ITEM NAME**
Ingredient List and Blurb

 **ITEM NAME**
Ingredient List and Blurb

 **ITEM NAME**
Ingredient List and Blurb

PLACE ORDER

ORDER

ITEM NAME  2 
Options \$32

ITEM NAME  1 
Options \$16

ITEM NAME  1 
Options \$16

TABLE NUMBER 6

CHECKOUT \$64



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

ORDER

O.G CHEESE

DOUBLE

- 2 +

\$32

CRISPY FRIES

HOT

- 2 +

\$5

TABLE: 6

CHECKOUT \$XX

Component 16



O.G. CHEESE
Smash Patty, Cheese, Onion, Pickles, Mustard & Ketchup

SINGLE \$12 **DOUBLE \$16**

+ BACON \$3 **CUSTOMISE**



CRINKLE CUT FRIES
Served with our Secret Sauce
\$16

HOT **NOT**



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

1 PIECE \$14 **2 PIECE \$19**

HOT **NOT**

Added to Order
O.G. CHEESE