

Project Overview: Table Reservation Feature for Little Lemon Restaurant



Greetings everyone!

The objective of this project entails the creation of a table reservation feature for the app of a fictitious restaurant named Little Lemon. This endeavor serves as the culminating assessment within Meta's Professional Certificate Principles of UX/UI Design Course.

Little Lemon is a quaint Mediterranean restaurant renowned for its blend of traditional recipes infused with contemporary flair.



L I T T L E L E M O N

During this project, I employed **Design Thinking** principles to ensure user-centricity throughout the design process, encompassing the pivotal stages of Empathize, Define, Ideate, Prototype, and Test.

Each phase yielded significant outcomes, leveraging various **UX/UI artifacts** to drive progress:

Crafting a **compelling persona** to anchor the design process around the needs of end-users.

Abbas Ghaith



Age 28

Gender Male

Occupation Front-end Development Engineer

Tech Literate Proficient in HTML, CSS, JavaScript, and various frontend frameworks (e.g., React, Vue)

Bio

Abbas Ghaith is a dedicated frontend developer with a strong passion for creating user-friendly and visually appealing web applications. He holds a degree in Computer Science and has been working in the software development industry for the past 5 years. In his free time, he enjoys attending tech meetups, exploring new development trends, and playing the guitar.

Core needs

- Creative Expression: Abbas thrives on the opportunity to use his creativity and design skills to build engaging and intuitive user interfaces.
- Continuous Learning: He values staying up-to-date with the latest frontend technologies and frameworks to enhance his skillset.
- Autonomy: Abbas appreciates having the freedom to make design and development decisions that lead to better user experiences.

Frustrations

- Browser Compatibility Issues: Dealing with cross-browser compatibility and unexpected rendering discrepancies can be a major source of frustration for Abbas.
- Unclear Design Guidelines: When design specifications are unclear or constantly changing, it can hinder his frontend development process.
- Lack of User Testing: Abbas is often frustrated when his designs or code go live without proper user testing, potentially leading to usability issues.

Formulating a concise **problem statement** derived from insights gleaned during the empathize phase.

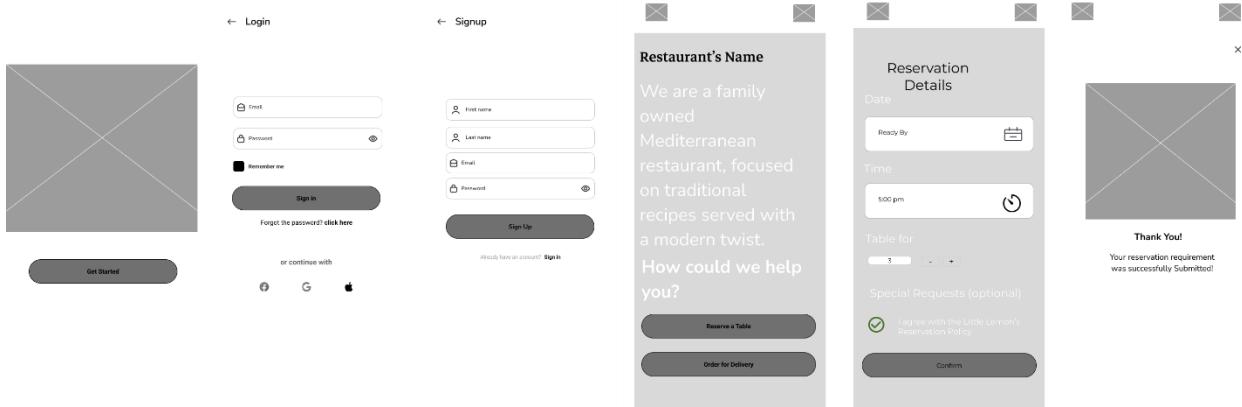
Problem Description:

Abbas eagerly anticipates commemorating his birthday alongside his loved ones. He envisions a delightful dinner at Little Lemon, one of his cherished dining spots. Securing a reservation is imperative to ensure optimal seating arrangements for all his guests.

However, amidst his busy schedule, Abbas finds himself pressed for time, unable to physically visit the restaurant. Instead, he opts to utilize the restaurant's app to reserve a table—a convenient and expeditious alternative.

Abbas's aspirations for the app are lofty, banking on its seamless functionality and efficiency to streamline the reservation process, ultimately saving him valuable time.

Initiating **wireframe** development using Figma to spark creativity in conceptualizing design solutions.



Conducting **journey mapping** exercises to pinpoint potential user pain points and enhance overall usability.

Abbas		User Expectation				
D O I N G	S H I N K I N G	Access the Website	Choose the Service	Sign In or Register	Input Reservation Details	Confirm the Service
<ul style="list-style-type: none"> • Navigate to the Little Lemon website. • Locate where to reserve a table. 	<ul style="list-style-type: none"> • I'm pressed for time; hopefully, I can find it swiftly. 	<ul style="list-style-type: none"> • Find and select the "Reserve a Table" button. 	<ul style="list-style-type: none"> • Alright, there it is! 	<ul style="list-style-type: none"> • If already a user, log in; if not, register. 	<ul style="list-style-type: none"> • Fill in the necessary reservation information. 	<ul style="list-style-type: none"> • Find and click the "Confirm Reservation" button.
<ul style="list-style-type: none"> • Perfect, I can make a reservation. 	<ul style="list-style-type: none"> • Found it without trouble. 			<ul style="list-style-type: none"> • Good, I'm an existing user; I'll need to log in, but I might need help recalling my password and locating the reset password option. 	<ul style="list-style-type: none"> • Chose date, time, and party size. Nice to have a spot for special requests; I'd like a table near the windows. 	<ul style="list-style-type: none"> • Fingers crossed for a smooth process!
<ul style="list-style-type: none"> • F E E L I N G 				<ul style="list-style-type: none"> • I don't see the option; I might need to sign up again with a different email. This will take longer than expected. 	<ul style="list-style-type: none"> • Excellent, this part was straightforward! 	<ul style="list-style-type: none"> • Wonderful, reservation completed!
Areas for Improvement			To-Do			
<p>There's an opportunity to include a password reset option on the Sign In or Register page. Customers should easily reset their login details if needed.</p>			<ul style="list-style-type: none"> • Incorporate a password reset feature onto the Sign In or Register page. 			

Establishing a **style guide** to curate a visually appealing experience tailored to the target demographic, encompassing the selection of **effects, icons, and imagery** conducive to seamless interaction.

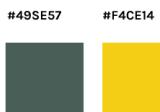
Style Guide

Display Title - Medium 64pt

Sub title - keep close to display

Medium 45pt

Lead text!!
Regular 30pt



Rounded corners



Icons

- Unchecked
- Checked

Buttons



Creating a **high-fidelity prototype** in Figma, incorporating prioritized ideas to refine the envisioned solution.



Get Started

← Login

← Signup

Email
Password
 Remember me
Sign In

Forgot the password? click here

or continue with:



First name
Last name
Email
Password
 Remember me
Sign Up

Already have an account? **Sign In**

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Little Lemon

Chicago

We are a family owned Mediterranean restaurant, focused on traditional recipes served with a modern twist.

How could we help you?

Reserve a Table

Order for Delivery



x



Reservation Details

Date

Ready By

Time

5:00 pm

Table for

Special Requests (optional)

I agree with the Little Lemon's Reservation Policy

Submit

Thank You!

Your reservation requirement was successfully Submitted!



Feel free to **connect with me**:

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Thank you for your attention and interest in this endeavor! 😊