Submit a clear **definition of the problem** you are trying to solve by entering it into the text box provided.

The owners of Little Lemon would like to add a new feature to their website – the ability to reserve a table. Research has also shown that due to Little Lemon’s location in the middle of Chicago, their primary users are tech literate office-based workers aged 25 to 40. Therefore, this new feature must be as easily usable as it is well designed, as they have already experienced other well-made reservation features from other restaurants near them. They are also far more likely to abandon the reservation at the first point of frustration due to their busy city/office lifestyles.

To ensure this primary audience will use Little Lemon’s new reservation feature. Usability examples include only requesting essential information that’s clearly labelled, so the user knows where they were if they get distracted by the office, keeping the contact information form to a single page, micro animations whenever the user conducts an interaction like a button click, the ability to easily modify their booking, and non-patronizing feedback if they make a mistake in an input field or if their specific date/time is unavailable. Finally, it must be possible to communicate any extra information like requesting longer reservation times or dietary/accessibility-based requests such as wheelchair access to the table.

All this will ensure this new reservation feature provides a great first impression of Little Lemon before the customer even sits down to eat.