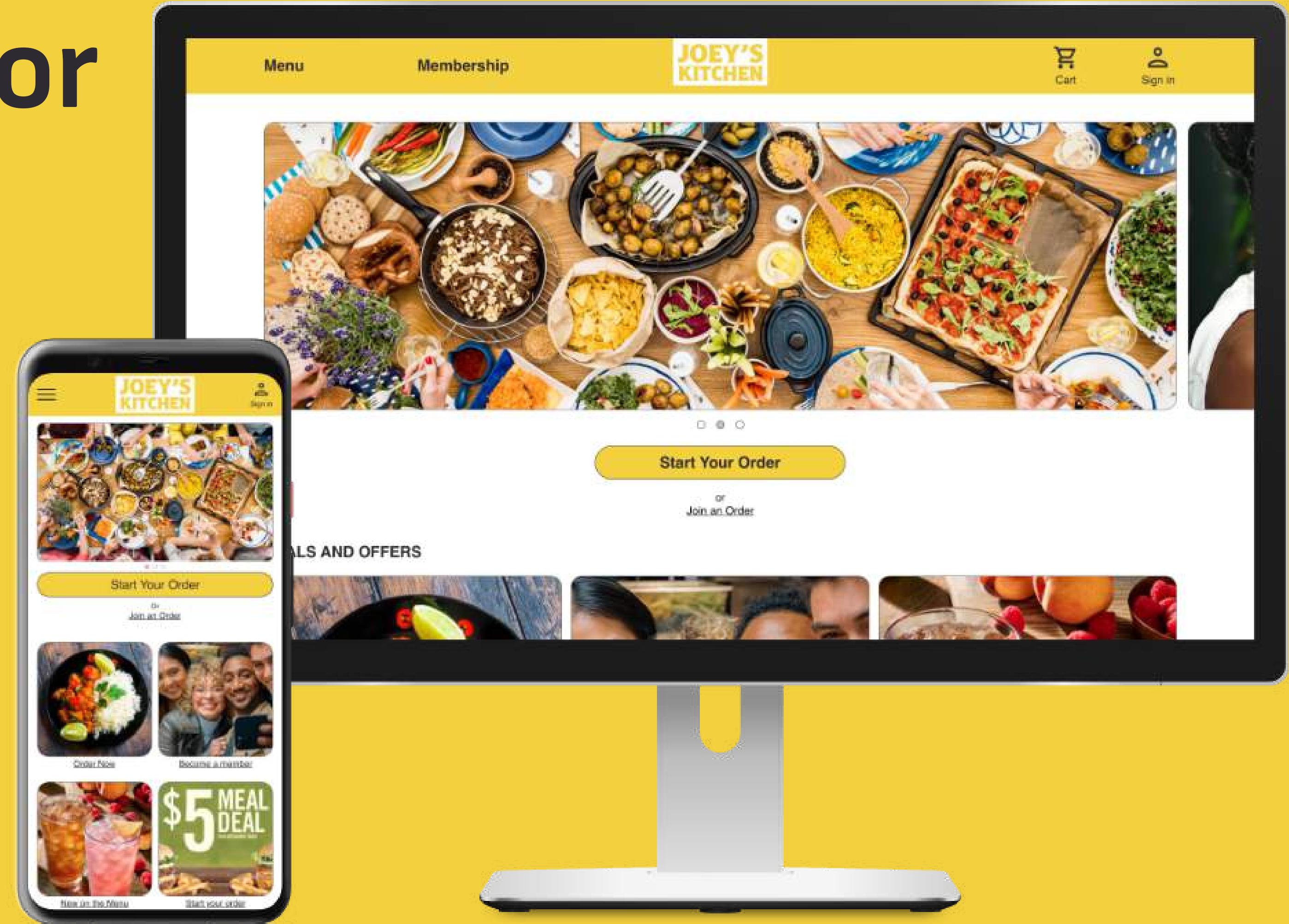


UX Case Study

# Digital Menu For Takeout Restaurant



Akshay Patil  
[www.patilakshay.com](http://www.patilakshay.com)

# Project Overview

## The Product

Joey's Kitchen, a beloved neighbourhood restaurant, sought to enhance the dining experience for its customers by introducing a modern Digital Menu solution. The result is a user-friendly, responsive website that empowers patrons to effortlessly explore the full menu, place orders conveniently from any location, and keep tabs on the status of their food deliveries in real-time.

## Project Duration

3 months (June 2023 to August 2023)

## My Role

UX Researcher  
UX Designer

## Responsibilities

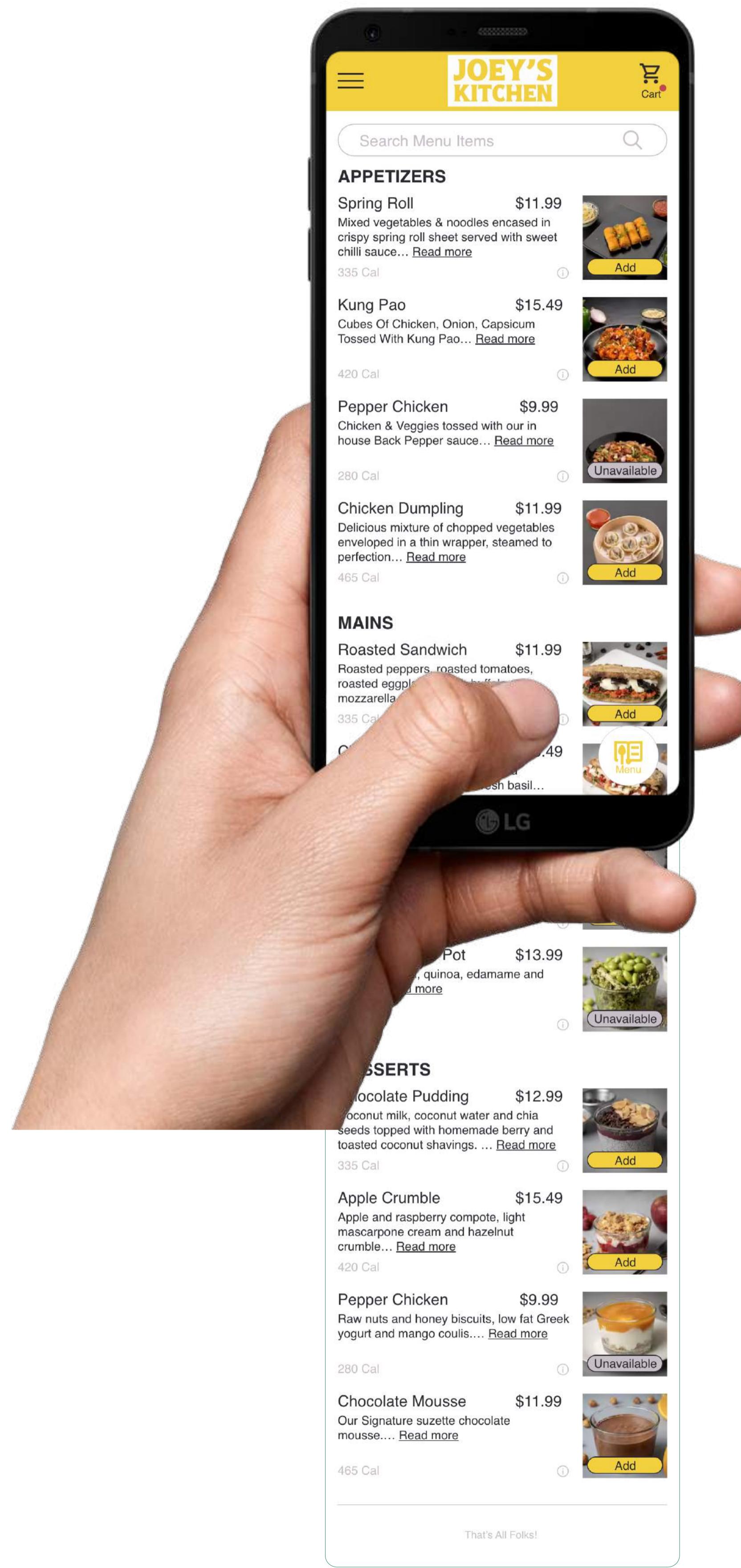
Conducting interviews with research participants, creating user personas, storyboarding, developing paper and digital wireframes, crafting low and high-fidelity prototypes, conducting usability studies, ensuring accessibility, and iteratively refining designs.

## The Problem

Joey's Kitchen currently relies on traditional in-person or phone-based order placements, causing extended wait times for in-store customers. Delays in order processing are a common frustration among patrons, primarily attributable to the limited availability of menu information. This issue stems from the inability of customers to access essential details about the dishes offered.

## The Goal

Develop a user-friendly, responsive website for Joey's Kitchen customers, facilitating seamless order placement on-the-go and real-time order tracking. The website should provide a comprehensive menu, including descriptions and availability, empowering customers to make informed choices.



# Design Process

## Design Thinking Process

I opted for the design thinking process so as to provide a human-centered and iterative approach to problem-solving, allowing me to better understand user needs and create technologically feasible and inventive solutions.

The key stages involved in this process are as follows:

### 1 Empathize

Research stage to develop an understanding of the users.

### 2 Define

Analysing all research and observing where users' problems exist.

### 3 Ideate

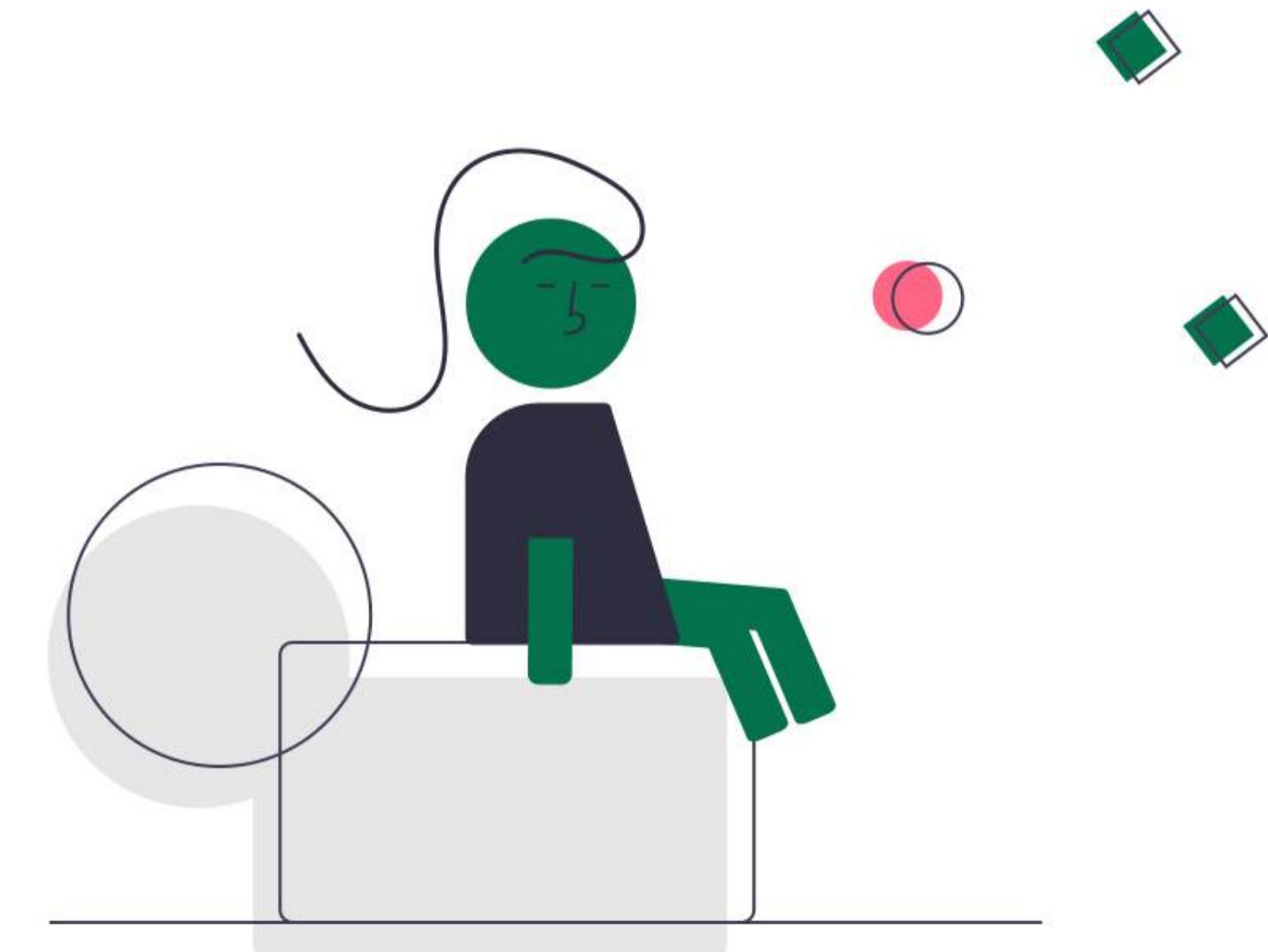
Generating a range of crazy, creative ideas

### 4 Prototype

Building real, tactile representations for a range of ideas

### 5 Test

Returning to users for feedback



# User Research

## Summary

Since Joey's Kitchen represents a small local takeout restaurant, researching for Joey's kitchen was about dealing with the problems of the current customers. Primary research was a suitable option for this project. I conducted user interviews with multiple people ranging from working professionals to college students who are more likely to order takeout from Joey's Kitchen during a busy schedule in their day.

To summarise the data gathered from the interviews, I created empathy maps to uncover the frustrations and their needs of the customers. Further I created a Persona, User story, User journey, and more to figure out the needs for a takeout restaurant. Problems like wait time after placing order, menu enhancement, order status were worked on in the research conducted.

## Pain Points



### Convenience

Customers seek the convenience of a mobile ordering system for on-the-go orders, enhancing their overall experience.



### Menu Clarity

Customers anticipate a comprehensive menu with detailed information on ingredients and allergens to make informed choices when placing orders.



### Real-Time Order Tracking

Patrons have a strong desire to track their order status after placing an order to ensure timely pickup and a hassle-free experience.

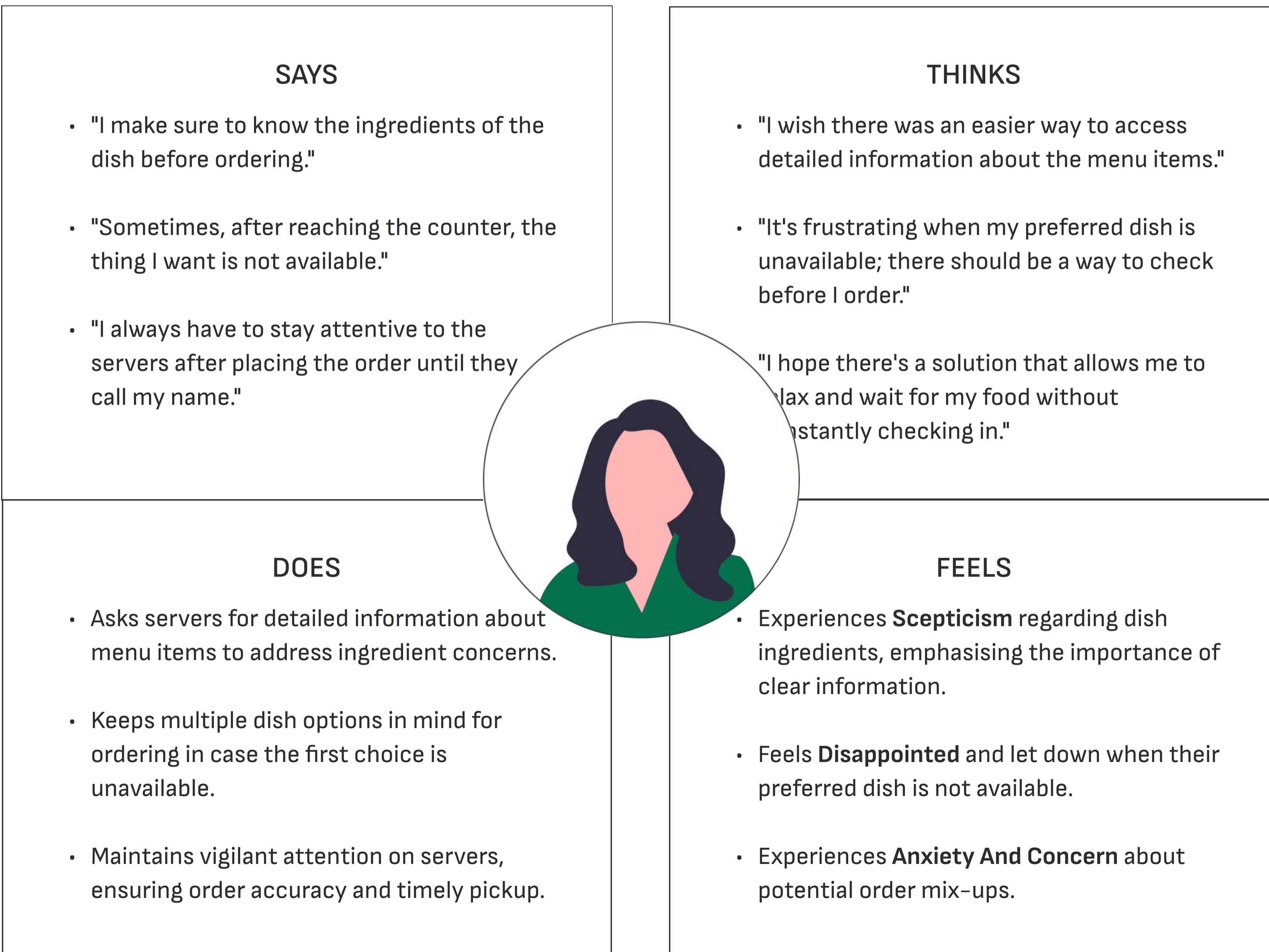


### Time Management

Joey's Kitchen staff would greatly benefit from an efficient digital ordering system, replacing traditional phone and in-person orders, optimizing their time management and order handling processes.

## Empathy Map

The empathy map created after interviewing particular type of users, emphasizes the significance of addressing ingredient concerns, reducing disappointment from unavailable items, and ensuring order accuracy for a more satisfying and convenient dining experience at Joey's Kitchen.



# Persona & User Journey Map

## Persona



**Ellyse Decker**

**Name:** Ellyse Decker

**Age:** 29

**Education:** Bachelor of Arts  
in Interior Design

**Hometown:** Montclair, NJ

**Family:** Husband and Cat

**Occupation:** Project Manager  
at a Design Firm  
in New York City

**"I Prioritize Efficiency During My Workday Lunch Breaks, Making The Most Of My Time To Enjoy A Satisfying Meal Without Sacrificing Productivity."**

### Background:

Ellyse is a driven and dedicated Project Manager in the field of interior design. She has a strong commitment to her burgeoning career in the design industry. Ellyse shares her home with her loving husband and their cherished feline companion.

Ellyse's typical workday involves ordering lunch from her preferred takeout restaurant to ensure she can enjoy a quick and satisfying meal without being away from the office for an extended period. She values punctuality to be back home on time to spend quality moments with her husband and their cherished cat. Ellyse's need for efficient and convenient food ordering aligns with her desire to maintain a healthy work-life balance.

### Goals:

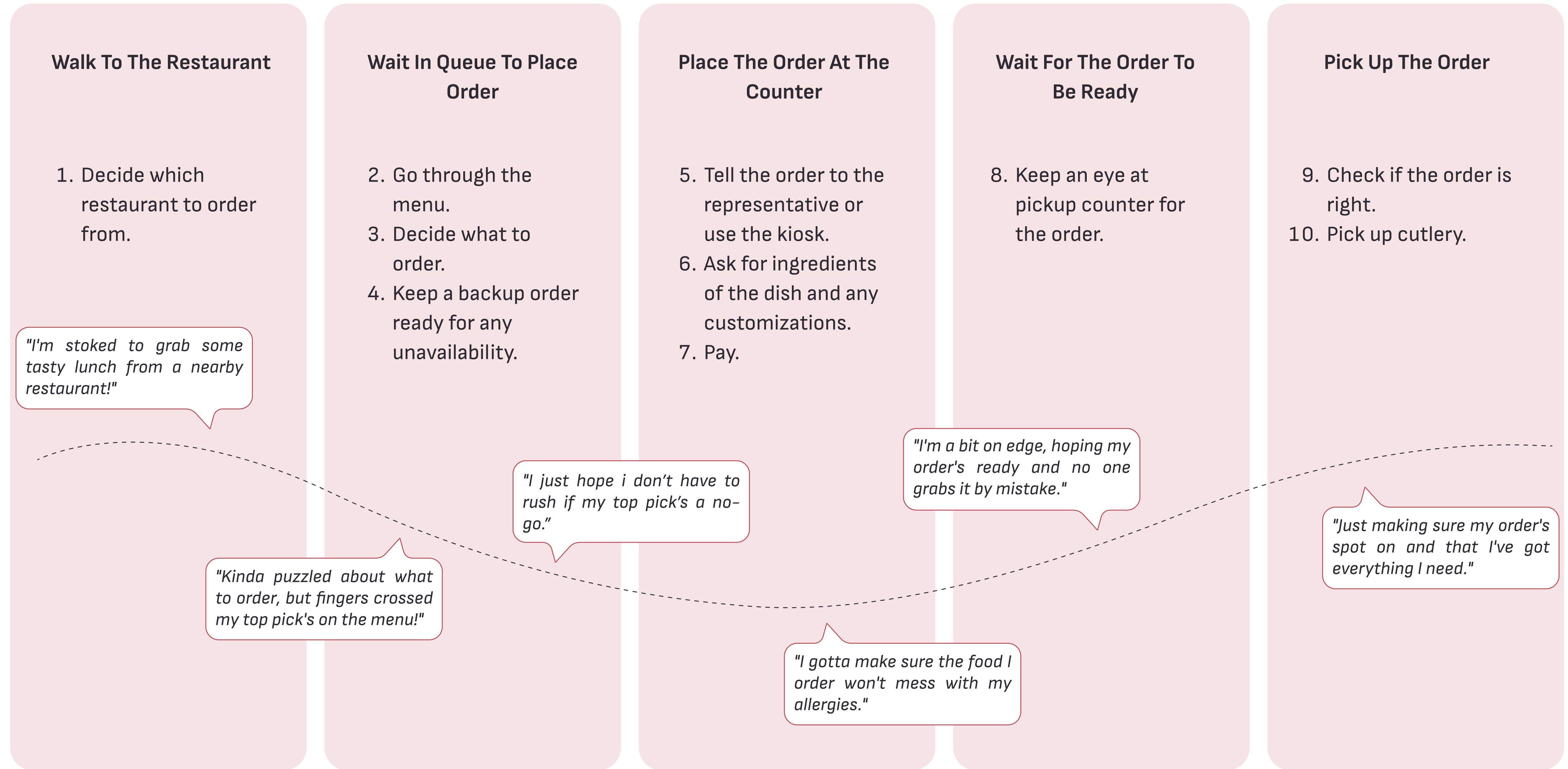
- Efficient Lunch Ordering:** Ellyse aims to place her lunch order swiftly, minimizing disruptions to her workday.
- Ingredient Clarity:** She wants to have access to detailed information about the ingredients in the dishes to avoid potential allergic reactions.
- Order Accuracy Assurance:** Ellyse is keen on ensuring that her order is not mixed up with others during pickup, ensuring a hassle-free experience.

### Frustrations

- Ordering Wait-Times:** Ellyse dislikes waiting in queues to place her order, as it disrupts her busy work schedule and her goal of a quick lunch.
- Allergic Concerns:** Ellyse is frustrated by the lack of ingredient information, as it could potentially lead to allergic reactions and discomfort.
- Order Mix-Up Anxiety:** She is concerned that other customers might mistakenly take her order during pickup, causing confusion and inconvenience.

# User Journey Map

Analyzing Ellyse's user journey highlighted the potential benefits of a Joey's Kitchen app, offering her real-time access to a comprehensive menu and order status while on the move.



## Improvement Opportunities

Offer a user-friendly digital menu providing:

- A search feature for easy navigation.
- Clear highlighting of unavailable dishes.
- Detailed information about dishes, including ingredients and allergen details.

Provide real-time order status updates while waiting for her order.

Add checklist for common things like cutlery while placing order.

# Sitemap

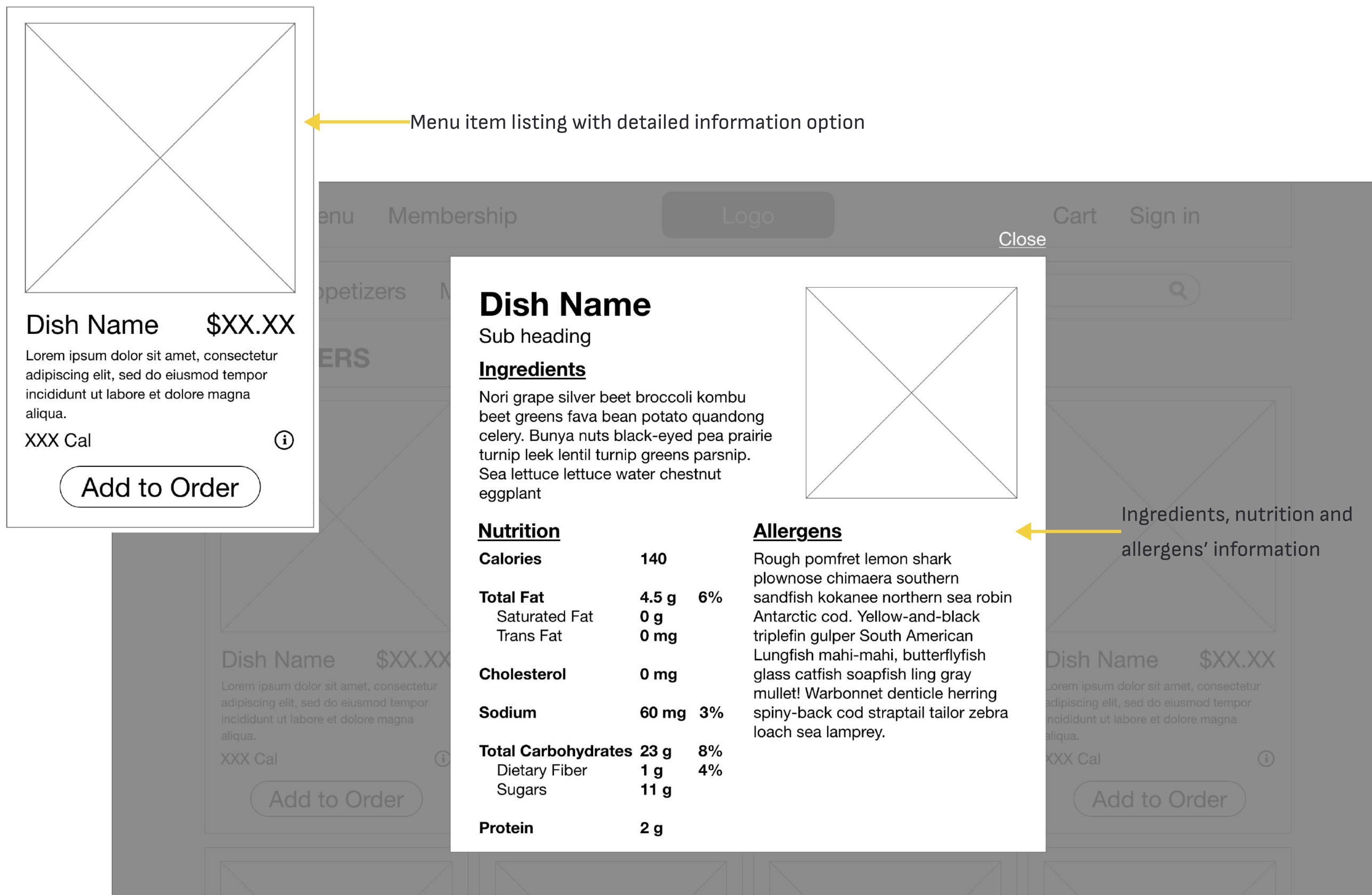
The site map for the Joey's Kitchen UX project delineates the hierarchical structure and navigation flow, ensuring an intuitive and user-friendly experience for patrons on the responsive website.



# Digital Wireframes

## Accessible Allergy Information In Menu Listings

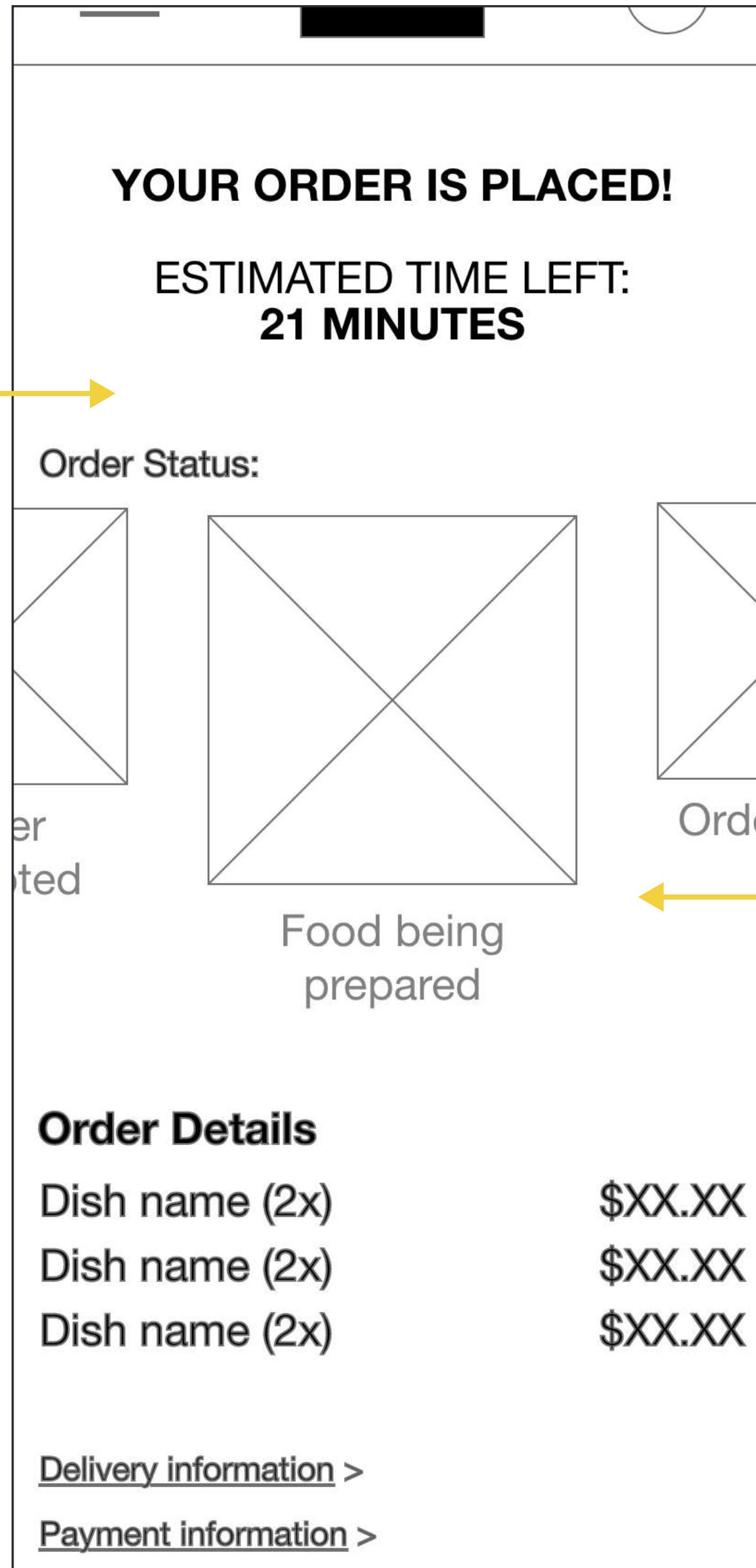
Users expressed the need for comprehensive menu details, particularly concerning allergy information. Consequently, the design incorporates detailed information about each menu item directly within the listing, ensuring users have immediate access to vital information about allergens.



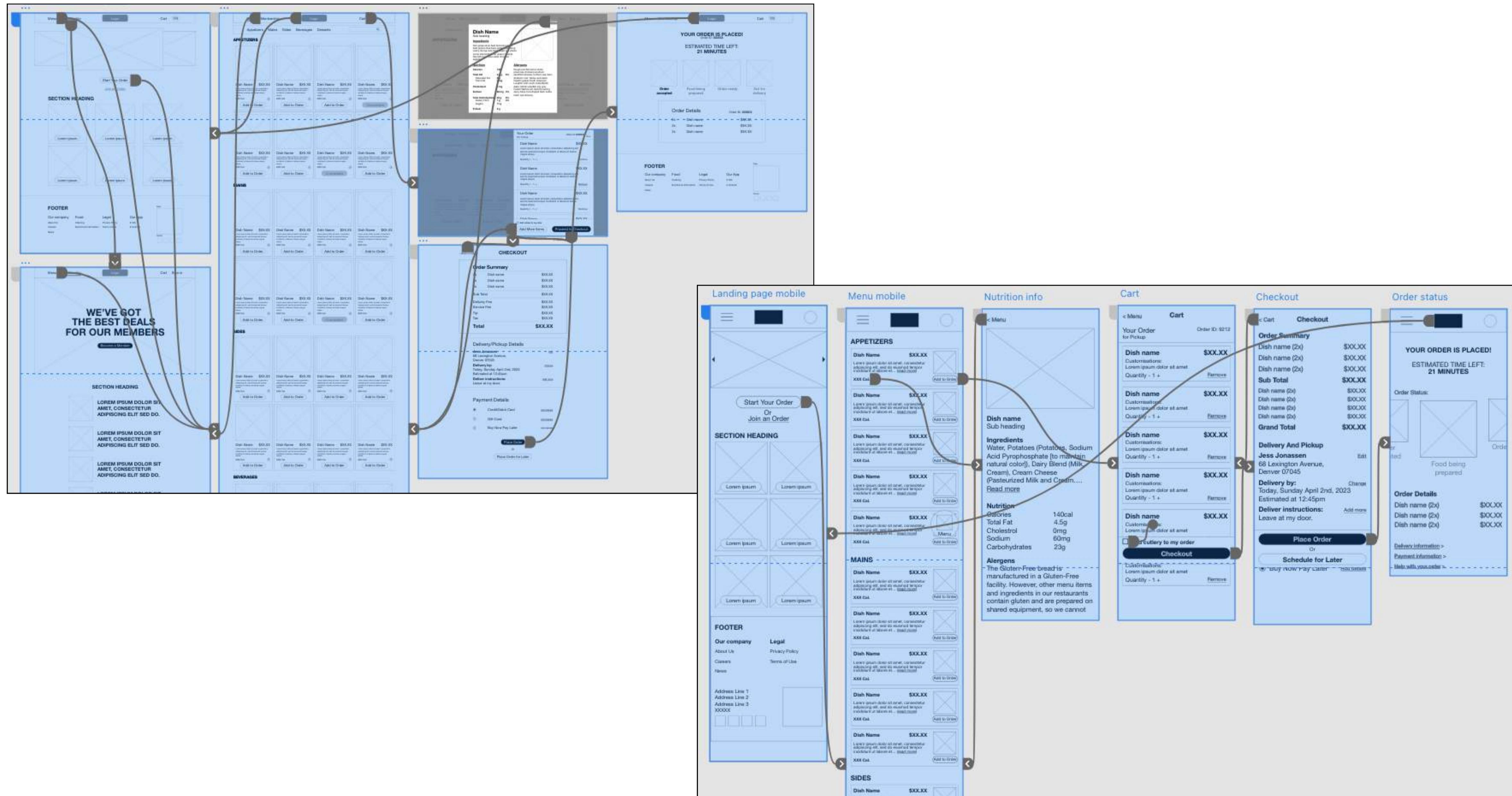
### Real-Time Order Status Updates

Customers expressed the need for post-order clarity on wait times. Therefore, the design incorporates real-time updates on the remaining time for order completion, coupled with dynamic order status information, providing customers with a seamless and informed experience.

Approximate time  
left for order to be  
complete



# Low-Fidelity Prototype



# Usability Study: Findings

In pursuit of refining the design process, I executed two rounds of usability studies. The initial study findings played a crucial role in steering the design evolution from wireframes to mockups. Building on this, the second study utilized a high-fidelity prototype, offering valuable insights into specific areas within the mockups that required refinement. This iterative approach, guided by user feedback and testing, ensured a continuous enhancement of the design's effectiveness and user experience.

## Round 1 Findings

### Reduced Waiting Time Preference:

Customers expressed a strong desire to minimize waiting times during their restaurant visits.

### Ingredient Transparency Requirement:

Customers sought detailed information about the ingredients of specific menu items to make informed choices.

### Order Status Clarity:

Customers emphasized the importance of being informed about their order status after placing an order, enhancing their overall experience.

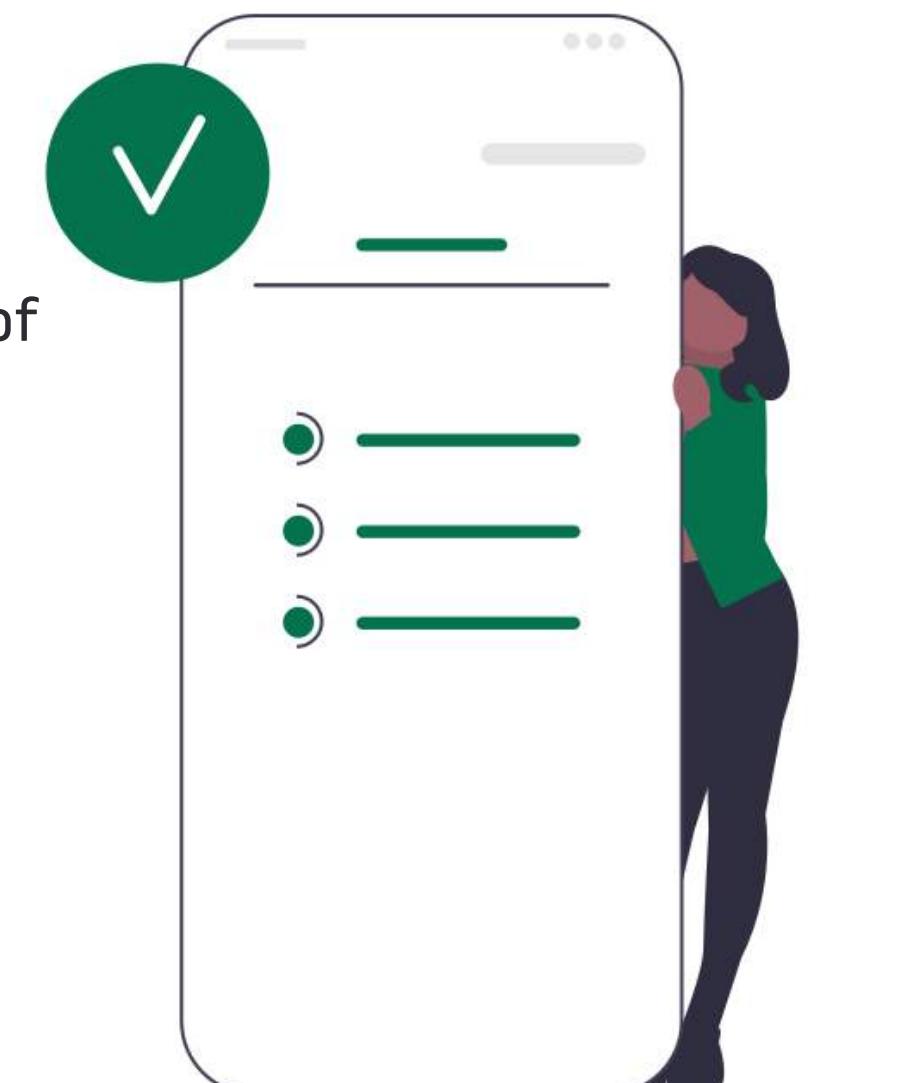
## Round 2 Findings

### Search Option Demand:

Users conveyed a strong desire for a search option within the menu listing, emphasizing the need for enhanced navigation and efficiency.

### Heading Readability Concern:

Users identified readability issues with specific headings, indicating the importance of improving the visual clarity of certain elements within the interface.



# Mockups

## Enhanced Mobile Navigation With Floating Search Bar

In alignment with insights from the initial usability study, the mobile designs now feature a floating search bar.

This addition improves user accessibility and directly addresses their desire for an efficient search option within the menu.

*Before usability study*

*After usability study*

The image displays two side-by-side mobile phone screens showing the Joey's Kitchen menu. Both screens have a yellow header with the restaurant's name and a cart icon. The left screen, labeled 'Before usability study', has a standard search icon in the top right corner. The right screen, labeled 'After usability study', features a floating search bar at the top with a magnifying glass icon. The menu items are organized into sections: MAINS, DESSERTS, and a DESSERTS section at the bottom. Each item includes a small image, its name, price, calorie count, a status indicator (e.g., 'Unavailable'), a detailed description, a 'Read more' link, and an 'Add' button.

Category	Item	Description	Price	Calories	Status	Action
MAINS	Chicken Dumpling	Delicious mixture of chopped vegetables enveloped in a thin wrapper, steamed to perfection...	\$11.99	280 Cal	Unavailable	Add
	Roasted Sandwich	Roasted peppers, roasted tomatoes, roasted eggplants, fresh buffalo mozzarella...	\$11.99	465 Cal	Available	Add
	Chicken Sandwich	Grilled chicken, fresh and roasted tomatoes, feta, pesto and fresh basil...	\$15.49	335 Cal	Available	Add
	Shakshuka Egg	Served with extra virgin olive oil and zaatar on sourdough or gluten free buckwheat bread, eggs...	\$11.99	280 Cal	Available	Add
	Chicken Pesto Pot	Grilled chicken, quinoa, edamame and pesto...	\$13.99	465 Cal	Unavailable	
DESSERTS	Chocolate Pudding	Coconut milk, coconut water and chia seeds topped with homemade berry and toasted coconut shavings...	\$12.99	325 Cal	Available	Add

Before usability study

JOEY'S KITCHEN

Menu Membership Cart Sign in

Appetizers Mains Sides Beverages Desserts

**APPETIZERS**

Item	Price	Calories	Description	Action
Spring Roll	\$11.99	350 Cal.	Mixed vegetables & noodles encased in crispy spring roll sheet served with sweet chilli sauce.	Add to Order
Kung Pao	\$15.49	300 Cal.	Cubes Of Chicken, Onion, Capsicum Tossed With Kung Pao Sauce.	Add to Order
Pepper Chicken	\$9.99	300 Cal.	Chicken & Veggies tossed with our in house Back Pepper sauce.	Add to Order

A search bar was also integrated into the desktop designs to enhance navigation and user experience.

JOEY'S KITCHEN

Menu Membership Cart Sign in

Appetizers Mains Sides Beverages Desserts

Search

**APPETIZERS**

Item	Price	Calories	Description	Action
Spring Roll	\$11.99	350 Cal.	Mixed vegetables & noodles encased in crispy spring roll sheet served with sweet chilli sauce.	Add to Order
Kung Pao	\$15.49	300 Cal.	Cubes Of Chicken, Onion, Capsicum Tossed With Kung Pao Sauce.	Add to Order
Pepper Chicken	\$9.99	300 Cal.	Chicken & Veggies tossed with our in house Back Pepper sauce.	Add to Order
Chicken Dumplings	\$11.99	435 Cal.	Delicious mixture of chopped vegetables enveloped in a thin wrapper, steamed to perfection, served with a choice of dip.	Add to Order

After usability study

In alignment with WCAG standards and guided by usability findings, the text color for headers was adjusted to ensure improved accessibility and compliance with web accessibility guidelines.

*Before usability study*

The image shows two side-by-side mobile screenshots of the Joey's Kitchen app. Both screens have a yellow header bar with the logo 'JOEY'S KITCHEN' and a search bar. The left screen displays the 'APPETIZERS' section with three items: Spring Roll (\$11.99), Kung Pao (\$15.49), and Pepper Chicken (\$9.99). Each item has a small image, a description, and a 'Read more' link. The right screen also shows the 'APPETIZERS' section with the same three items, including春卷 (Spring Roll) and宫保鸡丁 (Kung Pao). The overall design is dark-themed with yellow accents.

A mobile screenshot of the Joey's Kitchen app during a usability study. It shows the 'CHECKOUT' screen for Order ID: 9192 (For Pickup). The 'Order Summary' table includes: Spring roll (1x) \$11.99, Roasted Sandwich (2x) \$23.98, Booster Juice (1x) \$15.49, and Coconut Pudding (1x) \$12.99. Below the summary are fields for Sub Total (\$64.45), Delivery fee (\$5.00), Service fee (\$10.00), and Tip (\$15.00). Navigation links '[Return to Cart](#)' and '[Checkout](#)' are at the top. A yellow overlay box with the 'JOEY'S KITCHEN' logo and 'CHECKOUT' text is overlaid on the bottom half of the screen.

The image shows two mobile screenshots of the Joey's Kitchen app after the usability study. The top screenshot shows a confirmation message 'YOUR ORDER IS PLACED !' for Order ID: 9192, with a small illustration of a person cooking. The bottom screenshot shows another confirmation message 'YOUR ORDER IS PLACED !' for Order ID: 9192, with a small illustration of two people preparing food. Both screens have a yellow header bar with the logo 'JOEY'S KITCHEN' and a 'Sign in' button. The overall design is light-themed with yellow accents.

*After usability study*

# Mockups For Mobile Website

# Mockups For Desktop Website

The homepage features a top navigation bar with 'Menu', 'Membership', 'JOEY'S KITCHEN' (with a yellow background), 'Cart', and 'Sign in'. Below the header is a large image of a diverse meal spread. A central call-to-action button says 'Start Your Order' or 'Join an Order'. A section titled 'DEALS AND OFFERS' includes three cards: '\$5 MEAL DEAL' (with a yellow 'Start Your Order' button), a photo of people (with a 'Become a Member' button), and a photo of cocktails (with a 'New on the Menu' button). At the bottom, there's a promotional banner for '\$5 MEAL DEAL' and another for 'Book us for an Event'. The footer contains links for 'Our Company', 'Food', 'Legal', 'Our Apps' (with download links for App Store and Google Play), 'Social' (with icons for Facebook, Twitter, and Instagram), and the 'JOEY'S KITCHEN' logo.

This page is designed for members, featuring a large image of a meal spread with a can of LIPOA Orange Squeeze juice. A prominent message reads 'WE'VE GOT THE BEST DEALS FOR OUR MEMBERS'. A 'Become a Member' button is visible. The page highlights several member benefits: '5% CASHBACK ON EVERY ORDER.' (with a percentage icon), '\$15 BIRTHDAY MEALS ON US.' (with an illustration of two people at a table), 'FREE DELIVERIES ON ALL ORDERS.' (with an illustration of a delivery person), and 'MEMBER EXCLUSIVE MEALS EVERY WEEK.' (with an illustration of three people holding balloons). The footer is identical to the homepage, with links for 'Our Company', 'Food', 'Legal', 'Our Apps', 'Social', and the 'JOEY'S KITCHEN' logo.

Menu Membership **JOEY'S KITCHEN** Cart Sign in

Appetizers Mains Sides Beverages Desserts Search

### APPETIZERS



**Spring Roll** \$11.99  
Mixed vegetables & noodles encased in crispy spring roll sheet served with sweet chilli sauce.  
350 Cal.  [Add to Order](#)



**Kung Pao** \$15.49  
Cubes Of Chicken, Onion, Capsicum Tossed With Kung Pao Sauce.  
300 Cal.  [Add to Order](#)



**Pepper Chicken** \$9.99  
Chicken & Veggies tossed with our in house Back Pepper sauce.  
300 Cal.  [Add to Order](#)



**Chicken Dumplings** \$11.99  
Delicious mixture of chopped vegetables enveloped in a thin wrapper, steamed to perfection, served with a choice of dip.  
435 Cal.  [Add to Order](#)



**Sweet Chilli Potato** \$13.99  
Potato shots tossed with onion, capsicum, chilli flakes and sweet chilli sauce with a squeeze of lemon.  
200 Cal.  [Add to Order](#)

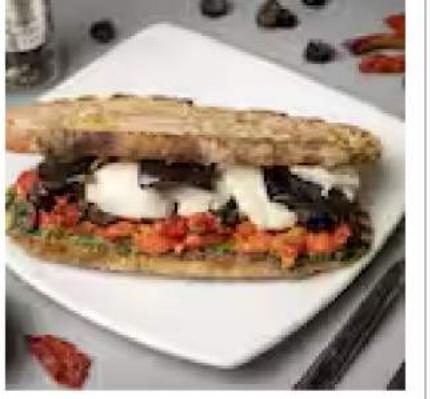


**Noodle Soup** \$12.49  
Mixed vegetables, boiled Hakka noodles, egg and chicken flavored with crowd favorite schezwan sauce.  
235 Cal.  [Unavailable](#)



**Crispy Noodle Soup** \$12.99  
A local favourite with chicken and egg topped with crunchy fried noodles.  
345 Cal.  [Add to Order](#)

### MAINS



**Roasted Sandwich** \$11.99  
Roasted peppers, roasted tomatoes, roasted eggplants, fresh buffalo mozzarella, pesto and black olives.  
350 Cal.  [Add to Order](#)



**Chicken Sandwich** \$15.49  
Grilled chicken, fresh and roasted tomatoes, feta, pesto and fresh basil.  
300 Cal.  [Add to Order](#)



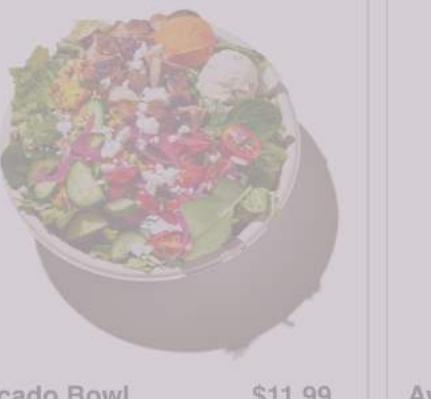
**Far East Salad** \$9.99  
Baby spinach, black rice, oven baked salmon, cucumber, edamame, mustard microgreens, sesame seeds and lime squeeze.  
300 Cal.  [Add to Order](#)



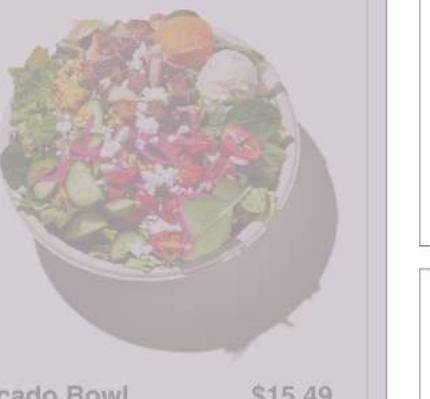
**Shakshuka Egg** \$11.99  
Served with extra virgin olive oil and zaatar on sourdough or gluten free buckwheat bread, eggs.  
435 Cal.  [Add to Order](#)

Menu Membership **JOE KITCHEN** CART Your Order For Pickup

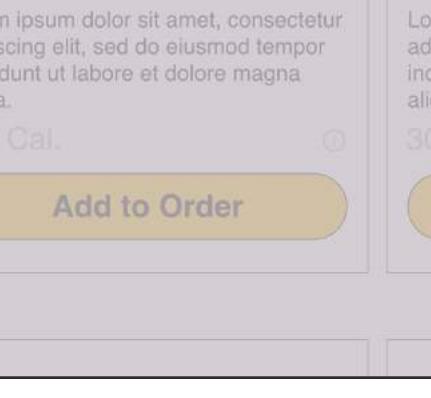
### APPETIZERS



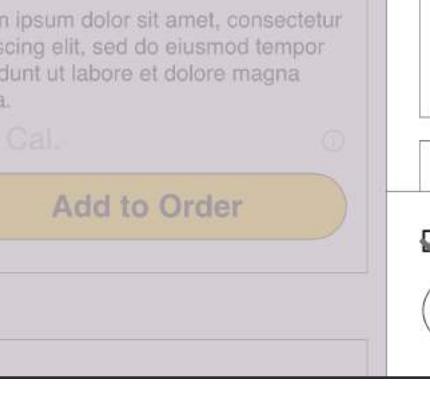
**Spring Roll** \$11.99  
Mixed vegetables & noodles encased in crispy spring roll sheet served with sweet chilli sauce.  
Quantity  1  [Remove](#)



**Roasted Sandwich** \$11.99  
Roasted peppers, roasted tomatoes, roasted eggplants, fresh buffalo mozzarella, pesto and black olives.  
Quantity  2  [Remove](#)



**Avocado Bowl** \$11.99  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.  
350 Cal.  [Add to Order](#)



**Avocado Bowl** \$15.49  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.  
300 Cal.  [Add to Order](#)

Add cutlery to my order [Add More Items](#) [Checkout](#)

< Back to Order

## CHECKOUT

### Order Summary

Spring Roll	x1	\$11.99
Roasted Sandwich	x2	\$23.98
Booster Juice	x1	\$15.49
Coconut Pudding	x1	\$12.99
<b>Sub Total</b>		<b>\$64.45</b>
Delivery fee		\$5.00
Service fee		\$10.00
Tip		\$10.00
Tax		\$5.00
<b>TOTAL</b>		<b>\$XX.XX</b>

### Delivery/Pickup Details

Jess Jonassen [Edit](#)  
68 Lexington Avenue,  
Denver 07045

Deliver by: [Change](#)  
Today, Sunday August 6th, 2023  
Estimated at 12:45pm

Delivery instructions: [Add more](#)  
Leave at my door.

### Payment Details

- Credit/Debit Card [Add details](#)
- Gift Card [Add details](#)
- Buy Now Pay Later [Add details](#)

**Place Order** Or **Order for later**

Menu      Membership      **JOEY'S KITCHEN**      Cart      Sign in

## YOUR ORDER IS PLACED

Order ID: 9192

Estimated time left:  
**21 MINUTES**



**Food Being Prepared**

**Order Details**      Order ID: **9192**

Spring Roll	x1	\$11.99
Roasted Sandwich	x2	\$23.98
Booster Juice	x1	\$15.49
Coconut Pudding	x1	\$12.99

[Delivery Information](#)   [Payment Information](#)   [Help With Your Order](#)

**Our Company**

[About Us](#)   [Nutritional information](#)   [Privacy policy](#)

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**Food**

**Legal**

**Our Apps**

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**Social**

**JOEY'S KITCHEN**

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## Color & Typography

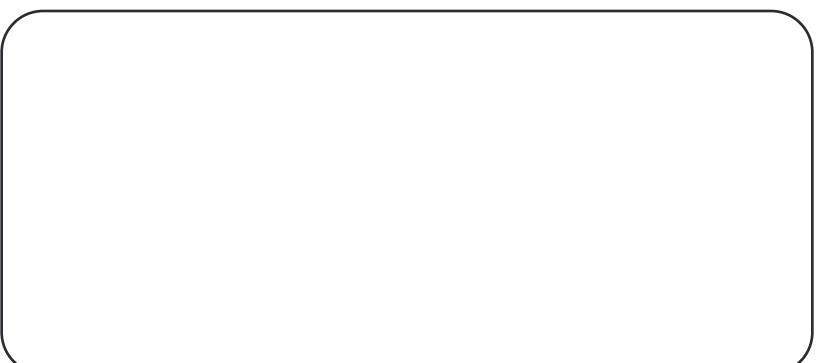
### Color



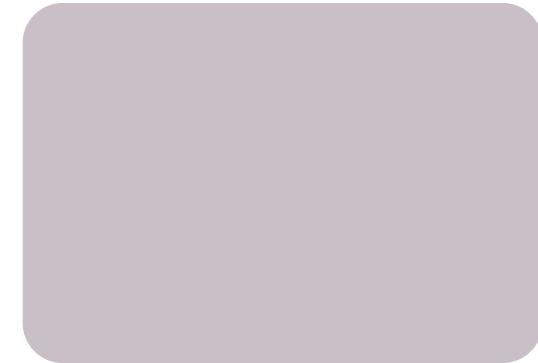
#F3D03E



#2D2A32



#FFFFFF



#C8BFC7



#C14953



#04724D

### Font

**Ag**

**Helvetica**

The quick brown fox  
jumps over the lazy dog





## Accessibility Considerations

All content including text, buttons and more was made sure to be readable under the **Luminance contrast ratio as per WCAG standards.**

To enhance visual coherence and improve comprehension, related content is strategically grouped using **whitespace and proximity**, promoting clarity in content relationships.

Content including **font, images, links** was resized and redesigned with respect to the screen sizes for various screens and made **responsive to the viewport.**



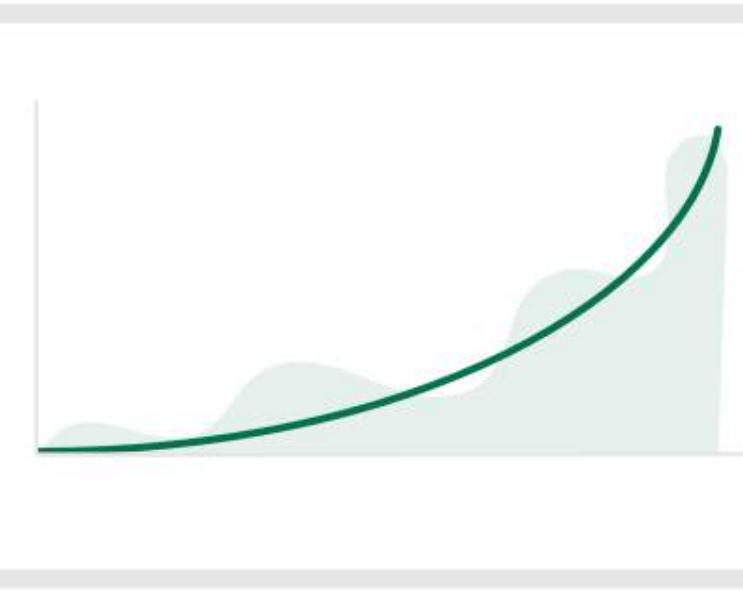
# Takeaways

## Impact:

The implementation of a responsive website for Joey's Kitchen now empowers patrons to place orders seamlessly while on the move and effortlessly track their progress until receipt. This transformative process places a newfound emphasis on efficiency that was previously lacking in the ordering experience.

## What I Learned:

Throughout the Joey's Kitchen project, I gained a crucial insight that maintaining a design that is concise and streamlined is paramount. Recognizing that users prioritize completing tasks swiftly, it is imperative, as a UX designer, to guide users efficiently along their journey and facilitate the seamless accomplishment of their desired actions.



# Next Steps

## Collaborative Ordering Enhancement

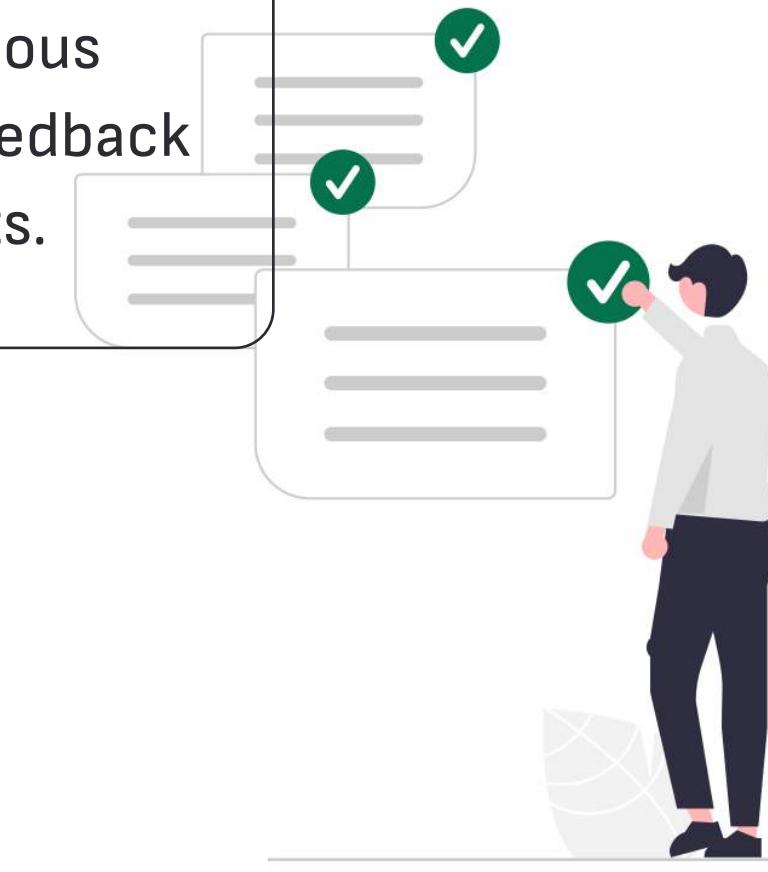
Developing the capability for users to join an order initiated by another user, fostering a more collaborative and shared dining experience.

## User Journey Enhancement

Crafting user flows for onboarding, user profile, and membership pages to enhance the overall user experience and engagement.

## Iterative Design Validation

Conducting additional usability studies to validate and refine design decisions, ensuring continuous improvement based on user feedback and evolving requirements.



# Thank You For Your Time

Akshay S. Patil  
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