

Ángel Navas Estades

SEAT Code -Design Challenge

Senior UX/UI Role

High level features

JORGE



Goals

Get more clients and build loyalty

Needs

Provide greater visibility of his business.
Create general and personalized offers and promotions.
Manage his business reservations in an agile and easy way, that does not take time from the rest of his daily tasks.

Aplication's features

Easy to use.
Reservations management (Hours and tables).
Customer management (Tastes and preferences of regular customers to give a personalized treatment).
Publication of offers and promotions.
Publication of the menu.
Publication of graphic content (photos and videos).
Responsive, mobile-friendly, to be able to access from any device.

Devices

Web Responsive - Mobile devices and desktop.

SONIA



Goals

Get more clients and build loyalty

Wants

Learn more about your city.
Try new flavors.
An offer that adjusts to your purchasing level.
An App that makes it easier for you to search for new experiences.

Aplication's features

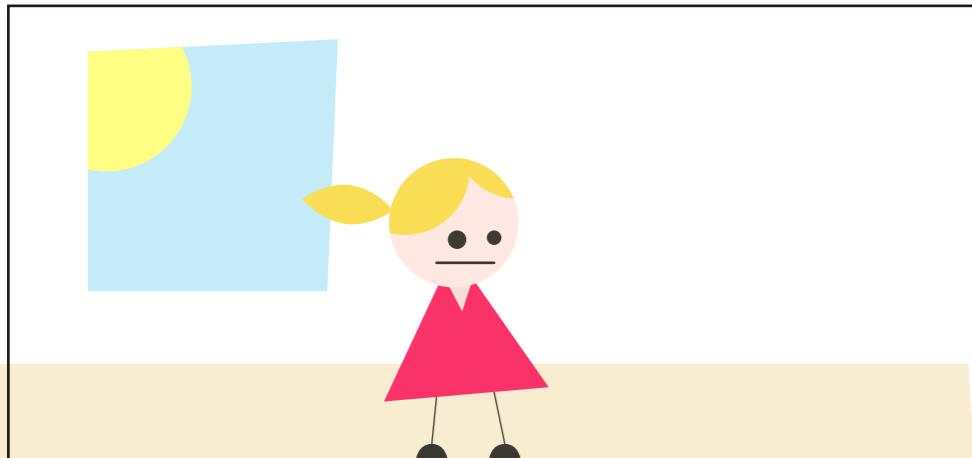
Easy to use.
To be able to search by areas of your city.
Wide range of options.
To filter the search by type of food, price, recommendations, promotions, recommendations, etc.
Promotions and offers.
Simple and intuitive reservation method without the need for a call or in-person reservation.
Opinions of other users.
To be able to create a profile with likes, allergies, preferences, to obtain better offers and a more personalized search.

Devices

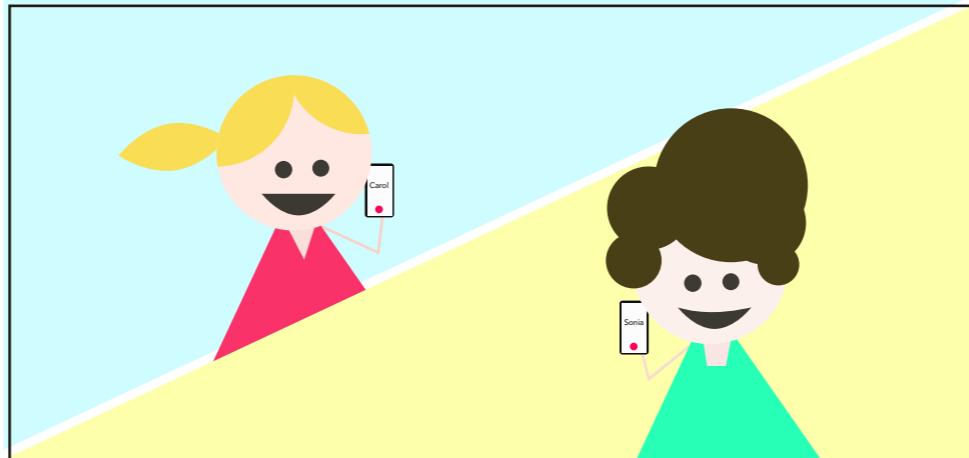
App mobile - Android, IOS.
It is recommended to have a web responsive version of the app too.

Storyboard

The story describes the situations related to the user's main flow when doing the booking and get de confirmation of that.



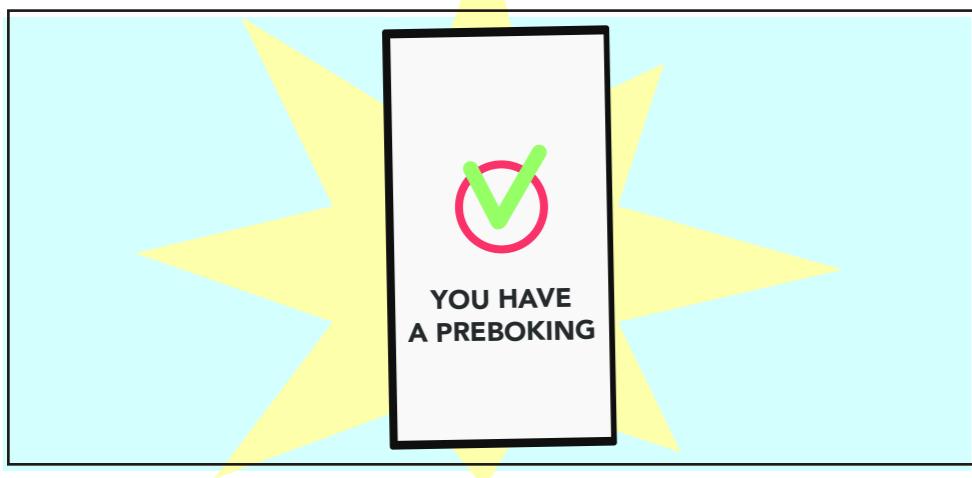
On Saturday morning Sonia is planning what to do that afternoon. She is bored of always going out of the same place, and she wants to know something new. Some friends told him that the Clot neighborhood is in a full transformation and it is an area of the city that almost doesn't know.



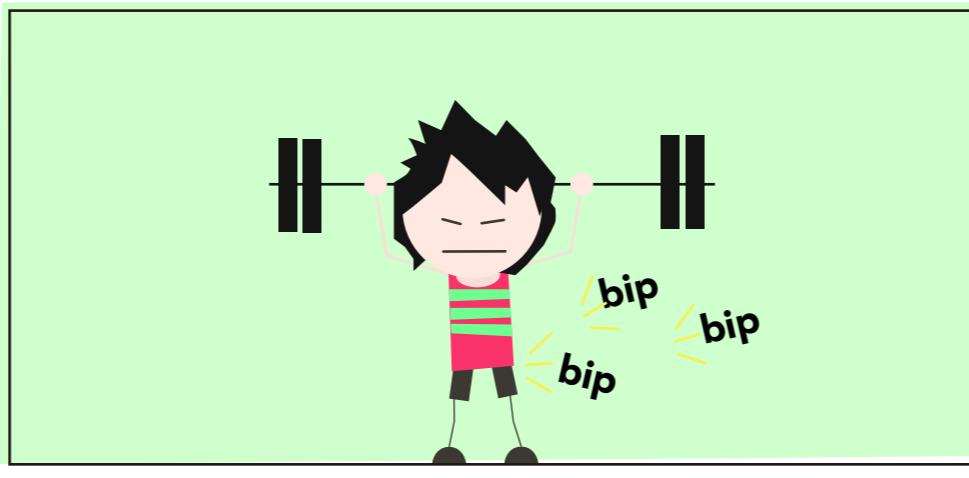
She calls her friend Carol to convince her to go out together and dinner in that area of the city.



Last week she installed on his phone a new App for booking in restaurants, and think is a good opportunity to try it. She searches in the app for a place to dinner and finds a new burger with an original offer, goods reviews, and great prices.



In a few taps, she does de booking, and receive a message with the prebooking.



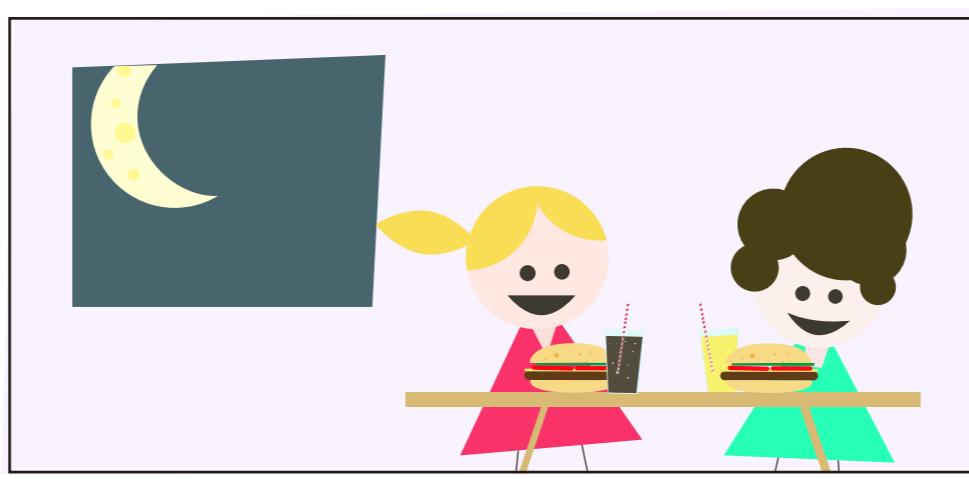
Meanwhile, Jorge is in the gym, he is doing some sport before open the restaurant and receives a message on the phone from the new booking system with he is working. He needs to attract new clients and his trying this new platform to get this.



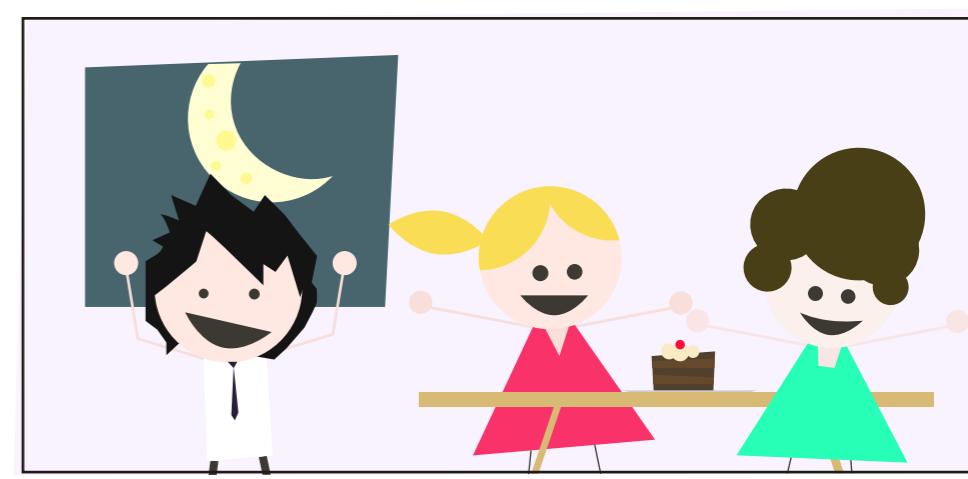
He opens the web of the application to check the availability and accept Sonia's booking. He only does it take a few seconds to do the process.



A few seconds after, Sonia receives the booking's confirmation.



That night Sonia and her friend enjoy a great burger in "La Melosa".

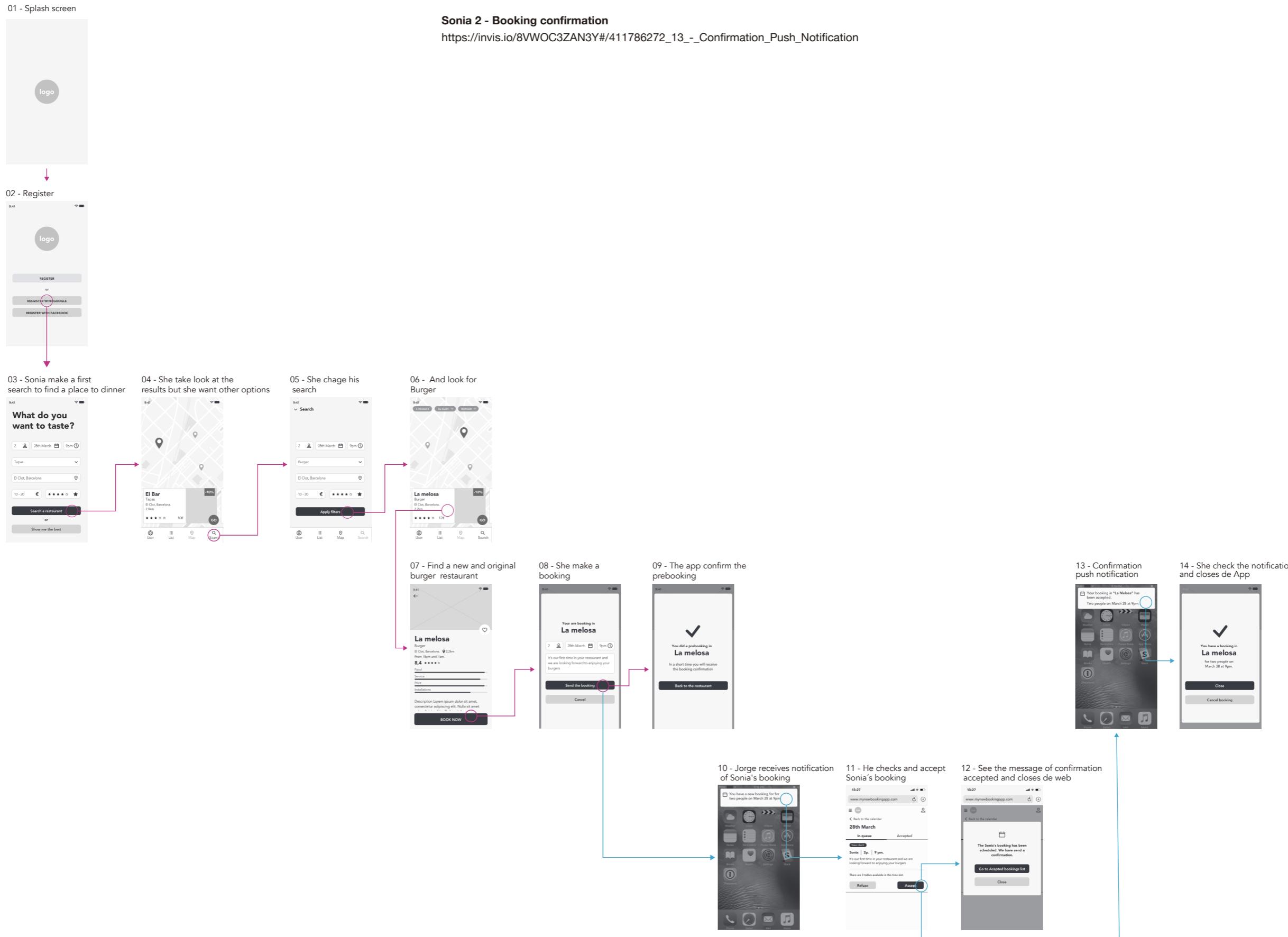


In addition to the discount for booking through the App, Jorge invites Sonia and her friend a dessert for his first time in his restaurant.

Main flow

The App is based on process of discovery. The user can search through the map for the restaurants or bars of a certain area, this allows the user to locate more quickly where the places he is seeing are, locating the means of transport to get to the sites and confirm that your selected restaurant is within your preference.

The Flow describes from the process of Sonia's registering in the Booking App, until she receives confirmation of the reservation from Jorge.



UI & Guidestyle

For the presentation of the UI I have developed the search screen on the map and the restaurant file. The Style Guide is also attached.

The production deliverable can be viewed on zeplin by following this link <https://zpl.io/bzox1dA>. It is necessary to have permissions to access, they can be requested in the mail angelnavas.est@gmail.com

The screenshot shows a mobile application interface. At the top, there is a map search bar with the text "EL CLOT" and "BURGER". Below the map, a card for "La melosa Burger" is displayed, located in El Clot, Barcelona, 2.2km away, with a 0% discount. The card includes a rating of 8.4 and a "BOOK IT NOW" button. Below the card, there is a section for "Popular dishes" listing "MARRANA" (Burger with the pulled pork), "GOSSET CALENT" (Hot Dog from The Clot), "CERDITA" (Bacon Forever), and "VERDOSA" (Veggie burger). A "SEE MORE FOOD" button is present. Further down, a section for "17 recommendations" is shown, featuring reviews from users like Victoria Banks, Francisco Anderson, and Jordan Adkins. Each review includes a profile picture, name, rating, and a short comment. A "MORE RECOMMENDATIONS" button is at the bottom.

GUIDESTYLE

Colors

Coral - #FF6C61	Black - #FFF6C61		
CoralDark - #FF6C61	GreyDark - #FF6C61	Grey light - #FF6C61	White - #FF6C61

Tipografy
Montserrat (Google-Fonts)

H1
H2
H3
H4
Body
CAPTION / TABS
BUTTONS

Buttons

Primary	Secondary		
DEFAULT	HOVER	DEFAULT	HOVER

Icons

Tab

Bottom bar

Ranking

Dish

Card recommendation