

Designing an e-commerce app for a modern pub

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Project overview



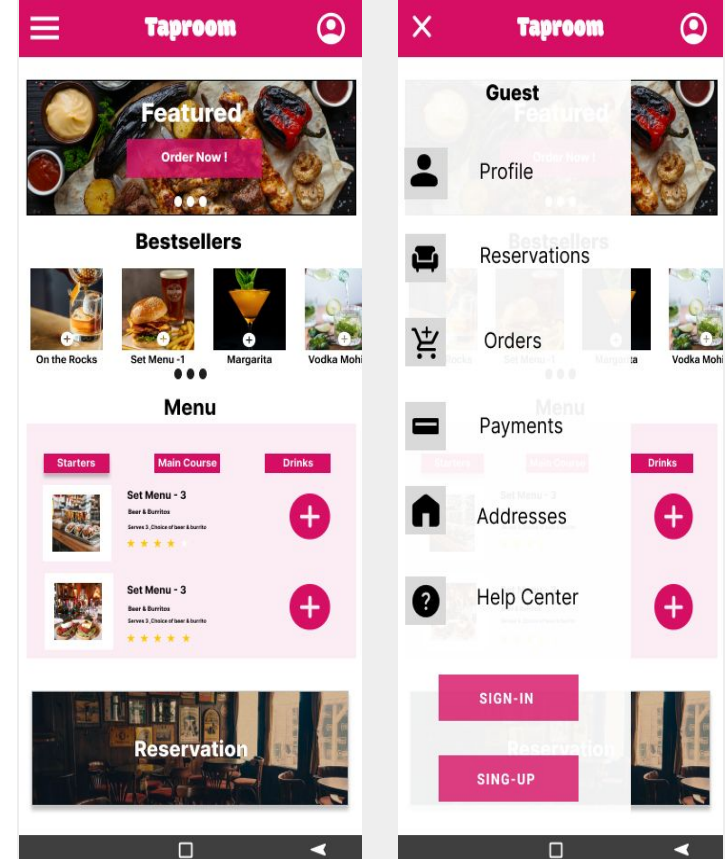
Reservation & delivery app for a modern pub :

This app allows users to order food from the menus, track their delivery, and reserve seats at the pub with an integrated payment gateway.



Project duration:

November 2022 – January 2023



Project overview



The problem:

Overall, this reservation and delivery app aims to solve problems related to long wait times, limited seating, inconvenient ordering and payment processes, difficulties reaching the pub, and limited marketing reach.



The goal:

The main goal of this app is to make it easier for customers to discover, order, and enjoy the pub's offerings. This can be achieved by providing an intuitive and user-friendly app that allows customers to browse the menu, place orders, make reservations, track deliveries, and pay for their purchases.

Project overview



My role:

Lead UX designer & UX researcher



Responsibilities:

UI design, user persona, research, wireframing,
prototyping

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



Our user research showed that customers value the app's convenience and ease of use and appreciate the ability to quickly discover, order, and pay for the pub's offerings through the app. Based on these findings, we recommend designing the app to prioritize convenience and ease of use while offering features that enhance the customer experience and create a sense of loyalty among customers.

User research: pain points

1

Long wait times

Customers become frustrated if the wait for a table at the pub is long enough. A reservation in advance can help reduce long wait times by ensuring that tables are available at the requested times.

2

Limited seating

Customers are disappointed if the pub is crowded and no tables are available. Allowing customers to order food and drinks for pickup or delivery can help alleviate the problem of limited seating, as it enables customers to enjoy the pub's offerings without physically being there.

3

Difficulties in reaching

Customers not physically located near the pub may find it difficult to visit in person. An e-commerce app can make it easier for these customers to discover and order from the pub.

4

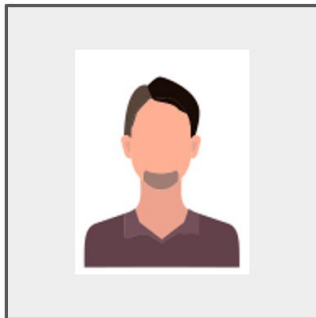
Ordering and payment

Customers find it frustrating if ordering and paying for food and drinks at the pub could be faster and more convenient. An app can streamline customers' order and payment process, making it more convenient for them to place and pay for their purchases.

Persona: Jake

Problem statement:

Jake is a busy professional who wants to save time efficiently by ordering online without going out to a pub.



Jake

Age: 28
Education: MBA
Hometown: Florida
Family: Lives with spouse
Occupation: Marketing Professional

"Time is money, why waste it?"

Goals

- Jake's primary goal is to enjoy the food and drinks from his favorite pub without going out. He values ordering online or through an app and having the items delivered to his home.

Frustrations

- Jake's busy schedule can make it difficult to find the time to go out to a pub, so he relies on delivery options to enjoy the food and drinks he loves. He also values the convenience of paying online and tracking his order through the app.

Jake is a busy professional who values convenience and efficiency. He is always looking for ways to save time and streamline his daily tasks. He is also social and enjoys spending time with friends and family, but he often doesn't have the time to go out to a pub due to his busy schedule.

User journey map

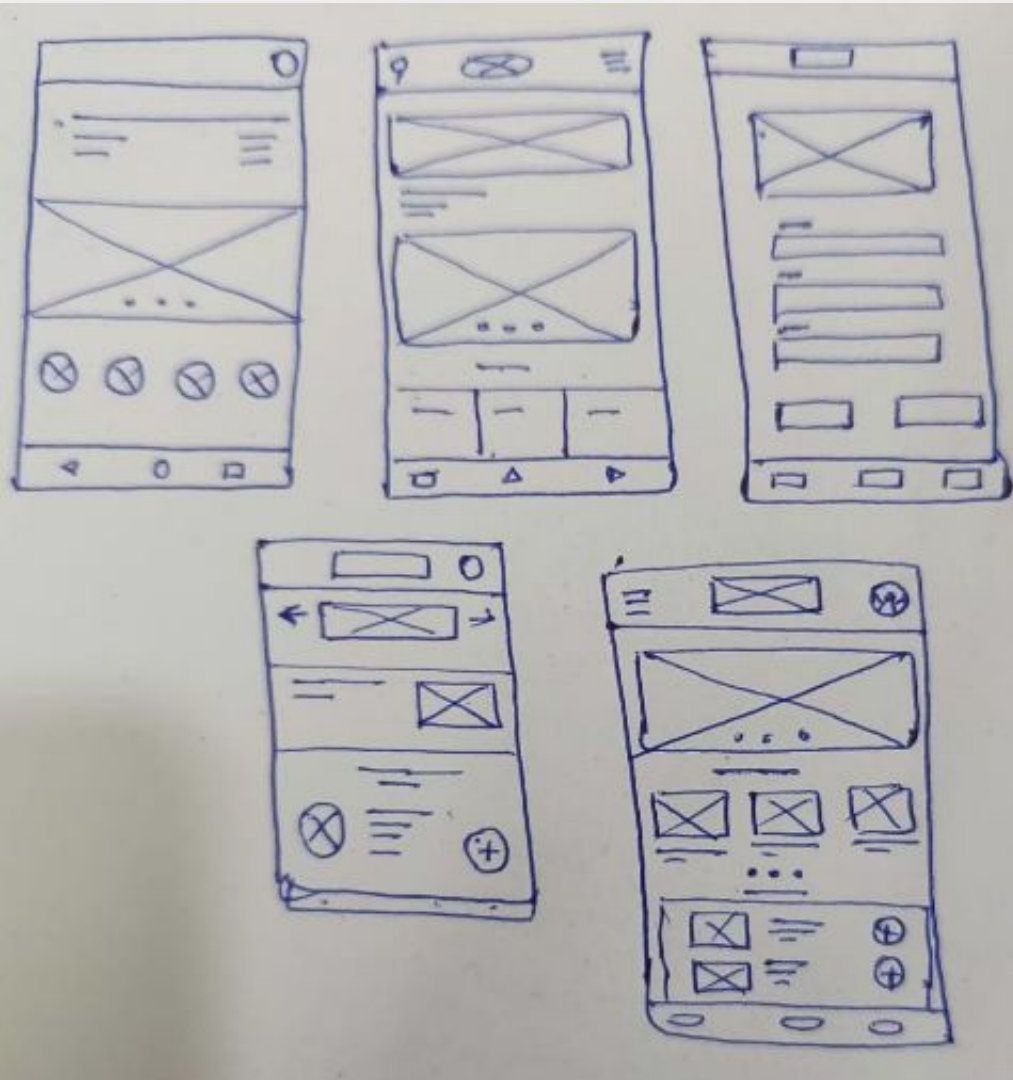
Persona: Jake

Goal: ordering pub menu online
for convenience and efficiency

ACTION	Select Pub	Browse Menu	Place Order	Complete Order	Tracking Order
TASK LIST	A. Decide on food/drinks B. Search nearby pubs that deliver C. Select a pub	A. Browse the online menu B. Select menu items	A. Checking the selected items B. Apply discount point coupon C. Place order	A. Provide Payment Information B. Select the delivery location & type	A. Tracks cooking & pickup B. Tracks the rider's location C. Selects contactless delivery
FEELING ADJECTIVE	Disappointed by finding few pubs that deliver online Excited to find a liked pub that delivers	Amused by the accessibility	Satisfied with the menu item edit options	Delightful for the easy payment methods	Happy to get pub menu without going to a pub
IMPROVEMENT OPPORTUNITIES	Making the app more user friendly	Provide allergen filter	Additional request section for cooking the item	Location selection needs improvement	Include discount option for credit cards

Paper wireframes

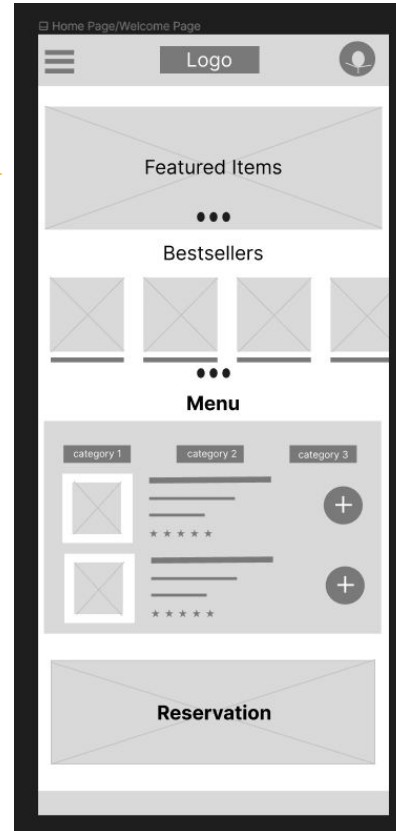
[The main goal of this app is to make it easier for customers to discover, order, and enjoy the pub's offerings.]



Digital wireframes

[Most basic yet convenient essential info is shown on the home screen for a better experience]

Featured Items by the pub promoting newcomers & chiefs special, which will help the user in the decision of the order

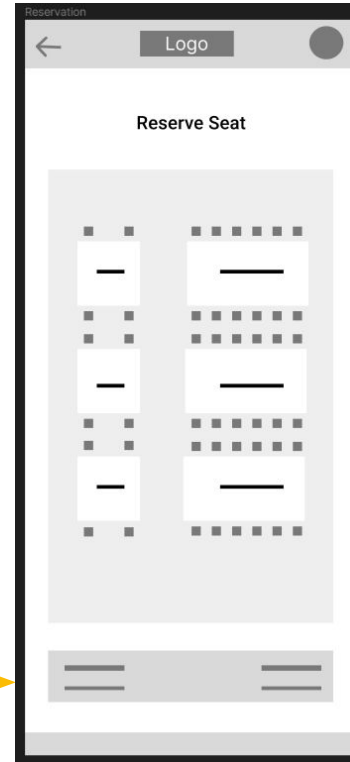


If any user wants reserver sets at the pub beforehand, this will be helpful

Digital wireframes

[Virtual copy of the actual arrangement in the pub is displayed for better understanding]

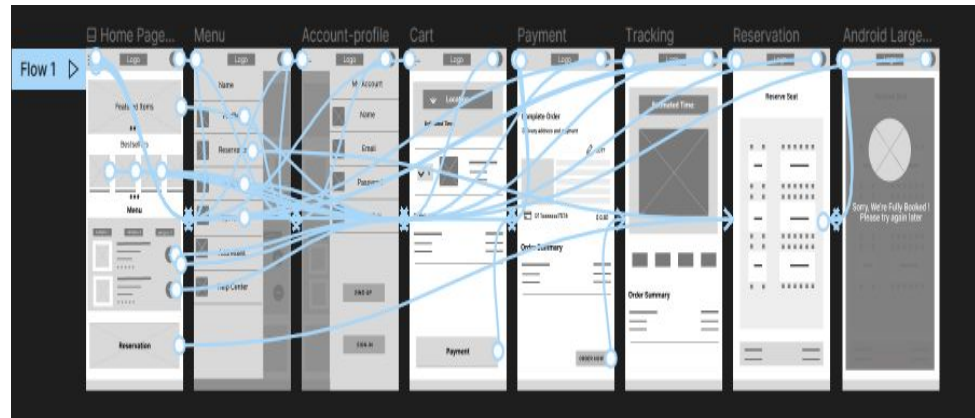
Number of seats & booking date & time



visual aided
seat booking
for better
experience

Low-fidelity prototype

[<https://www.figma.com/proto/l8gWsxdsZKVI dvV8aJrbFP/App-Home?node-id=1%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A2>]



Usability study: findings

In the usability studies we conducted for the reservation and delivery app for a modern pub, we gathered several key themes and insights. One theme that emerged was the need for clear sign-up options for users. Another theme was the lack of certain critical components, such as time and date, on the reservation page. Additionally, we found that users were seeking options for special requests and allergy filters, as well as a pickup option for their orders. Finally, many users were confused and disappointed by certain elements of the app, leading us to the insight that the overall design should be iterated for a better user experience. Based on these themes and insights, we will take action by implementing sign-up options, adding missing components to the reservation page, providing options for special requests and allergy filters, and adding a pickup option. We will also work to iterate the overall design of the app in order to improve the user experience.

Round 1 findings

- 1 Sign-up option wasn't included
- 2 Allergen filter
- 3 Detailed food description including allergens

Round 2 findings

- 1 Reservation had no date & time section
- 2 Reservation had no special instruction section
- 3 No pickup option for foods

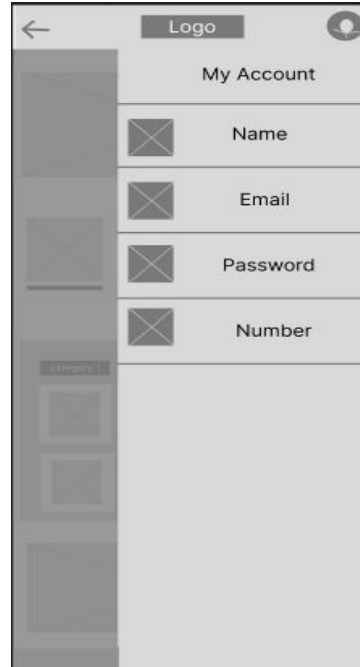
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

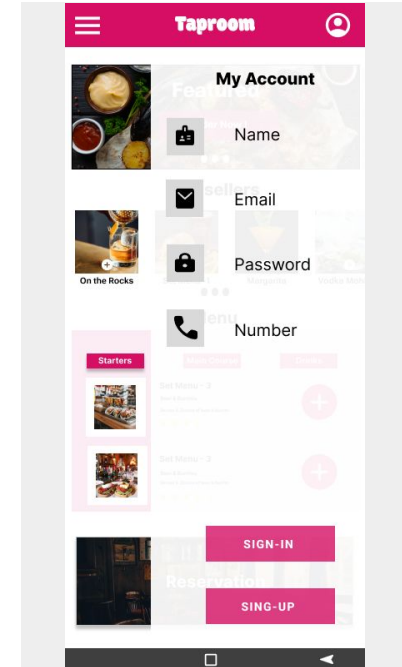
Mockups

[user should be given a sign-up option when the app is opened or upon navigating to account/profile section]

Before usability study



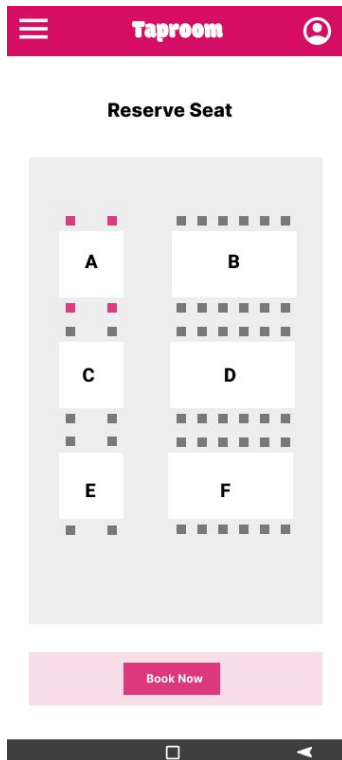
After usability study



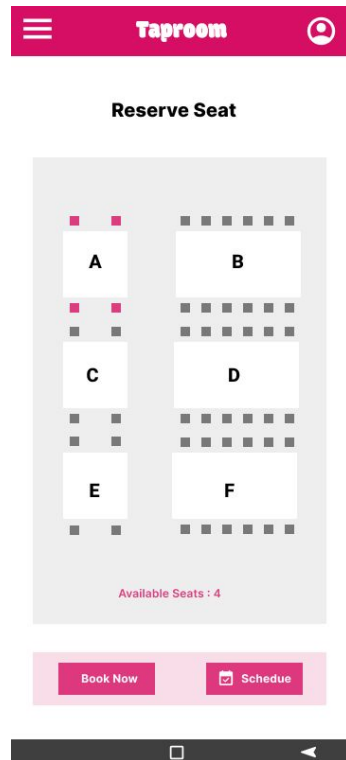
Mockups

[user should be given
a schedule option for
reservation]

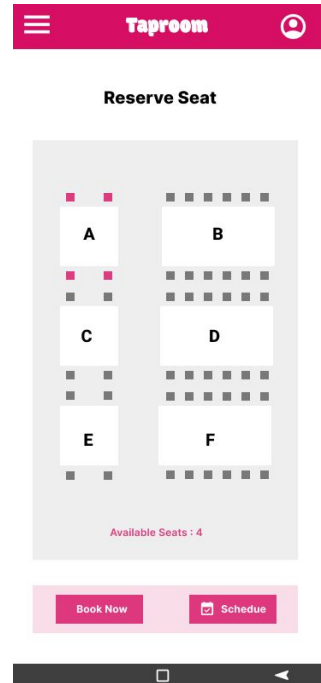
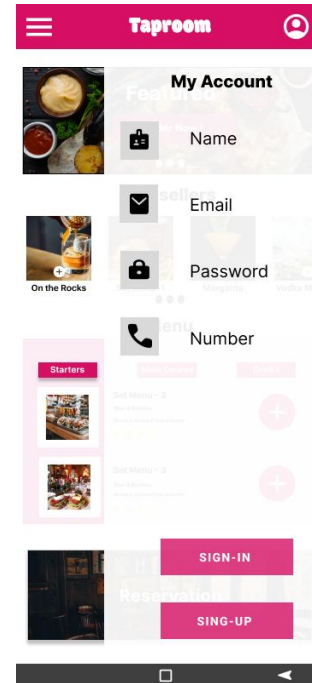
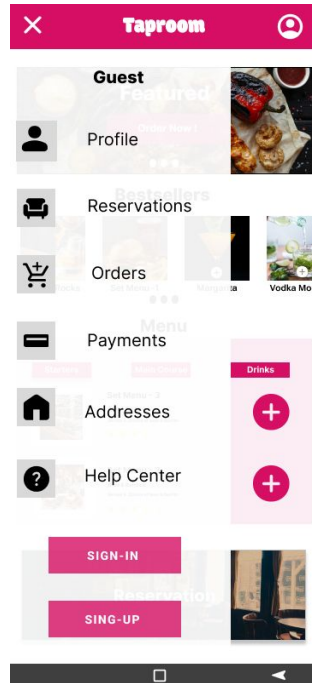
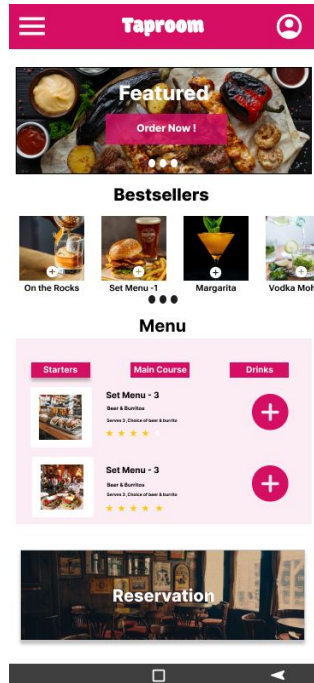
Before usability study



After usability study

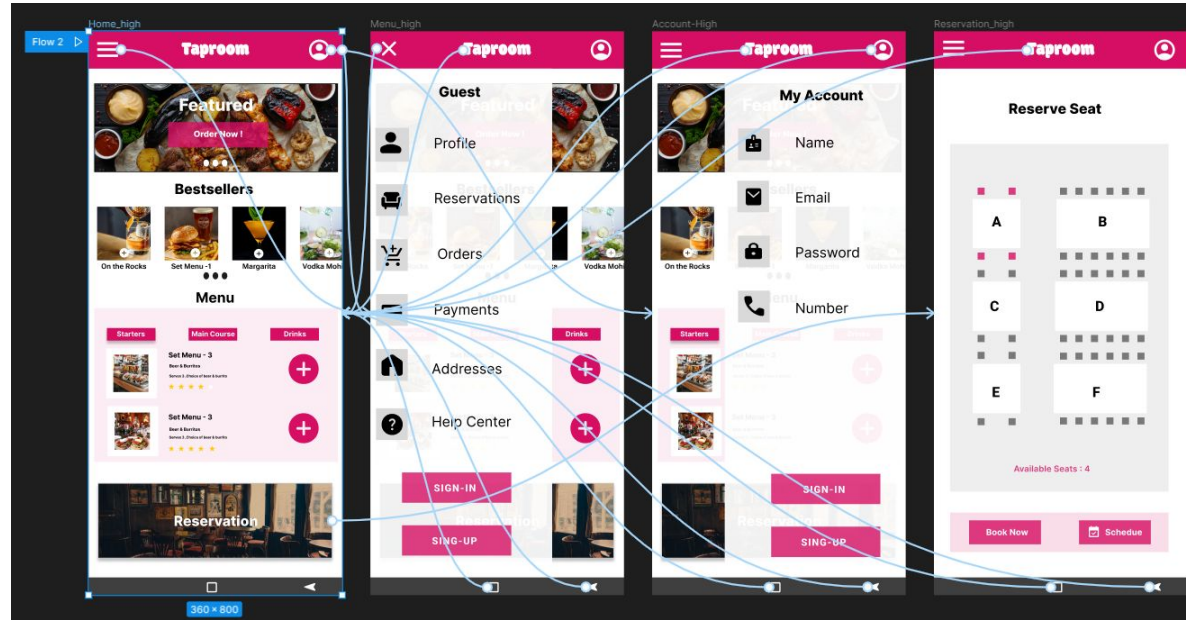


Mockups



High-fidelity prototype

[<https://www.figma.com/file/l8gWsxdsZKVIIdvV8ajrbFP/App-Home?node-id=92%3A16&t=EmMW0WJwJx1TFi10-1>]



Accessibility considerations

1

Provide alternative text for all images and icons, as well as appropriate labels for buttons and other interactive elements, so that users who rely on screen readers can understand the content and functionality of the app.

2

Ensure that the app can be navigated using a keyboard, so that users who can't use a touch screen or mouse can still interact with the app.

3

Consider providing options for users with visual or cognitive impairments, such as high-contrast mode or the ability to change font sizes.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The redesign of the reservation and delivery system for the modern pub resulted in an increase in customer satisfaction, as evidenced by positive feedback such as, "The new app makes it so much easier to place a reservation and order food for pick-up or delivery." User engagement also increased as a result of the redesign, as shown by a 30% increase in daily orders through the app.



What I learned:

Throughout the project, I gained a deeper understanding of the user experience and the importance of considering user needs and feedback in the design process. I also learned the importance of iterating and testing design choices to ensure they effectively solve problems and improve the overall user experience.

Next steps

1

Expand the high-fidelity prototype, so the transition to the high-fidelity prototype is seamless.

2

Continue gathering user feedback to ensure the design meets their needs and requirements.

3

Begin designing iteration (based on feedbacks) the high-fidelity prototype to create a cohesive and consistent experience throughout the app.

Thank you!