

AHMED SHAABAN

Time2Eat

A convenient way for people in a rush to find a dine-out restaurant.

DESIGN/RESEARCH

Ahmed

WRITE-UP

Eric

DESIGN

Jenny

UX WRITER

Andy W

RESEARCH

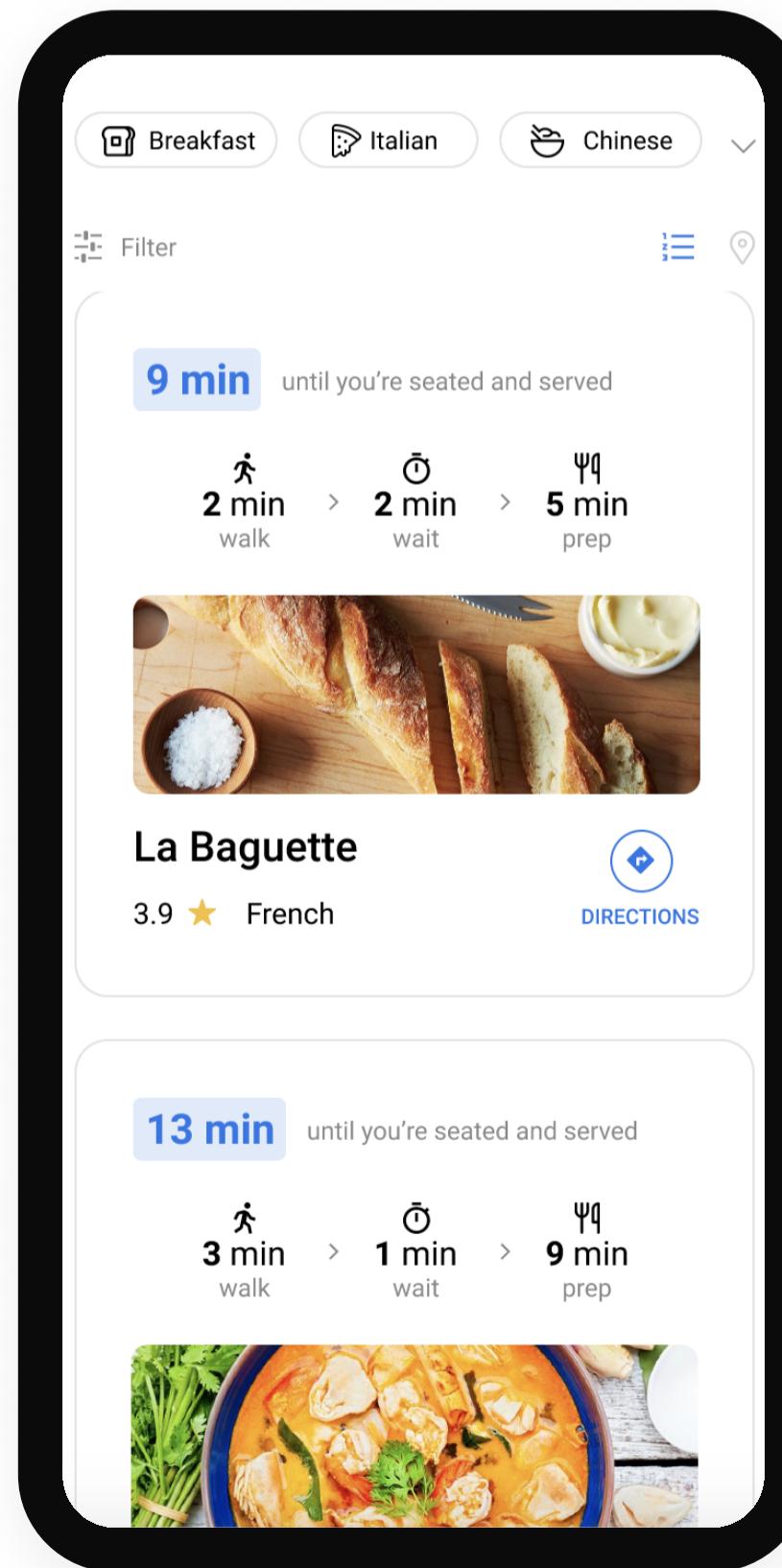
Andy L



Jessie is a senior at university and only has 45 minutes for lunch between classes. Because she forgot to pack lunch, she wants an **easy and convenient** way to find a restaurant with the shortest total waiting time so she can quickly eat before class.

Overview

Time2Eat is a restaurant discovery app for quick and easy-to-use (<1 min) selection of restaurants by hungry patrons looking for near-immediate sit-down dining.

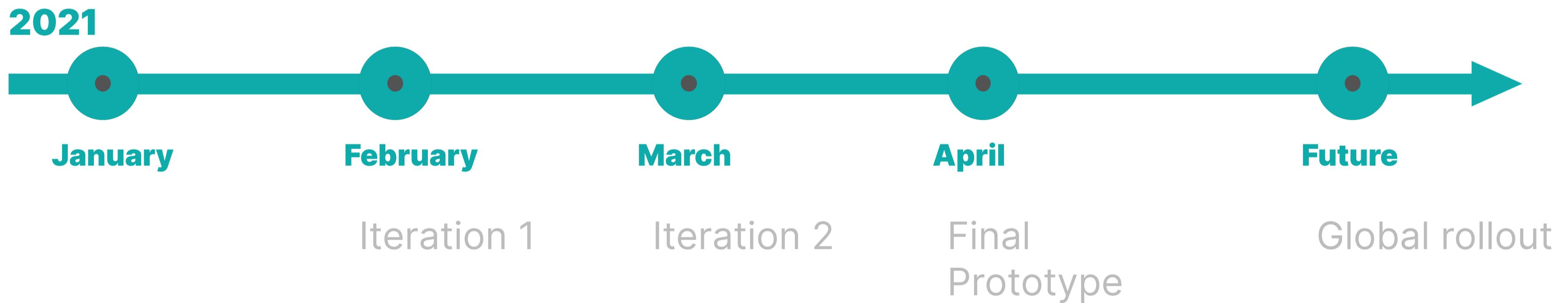




My Role

I was the lead UX designer throughout the project from planning and user-data gathering to strategy, storyboarding, content management, and prototyping. Also collaborated with the research and development members to brainstorm ideas and collectively problem solve.

Timeline



THE PROBLEM

What's the problem?

Dine-in restaurant patrons experience a number of uncertainties and inconveniences during the dining process.

Our user discovery found that patrons get most frustrated with restaurant wait times as well as waiting for their food to prepare, especially when it takes much longer than expected.

Unsatisfied after

33 min

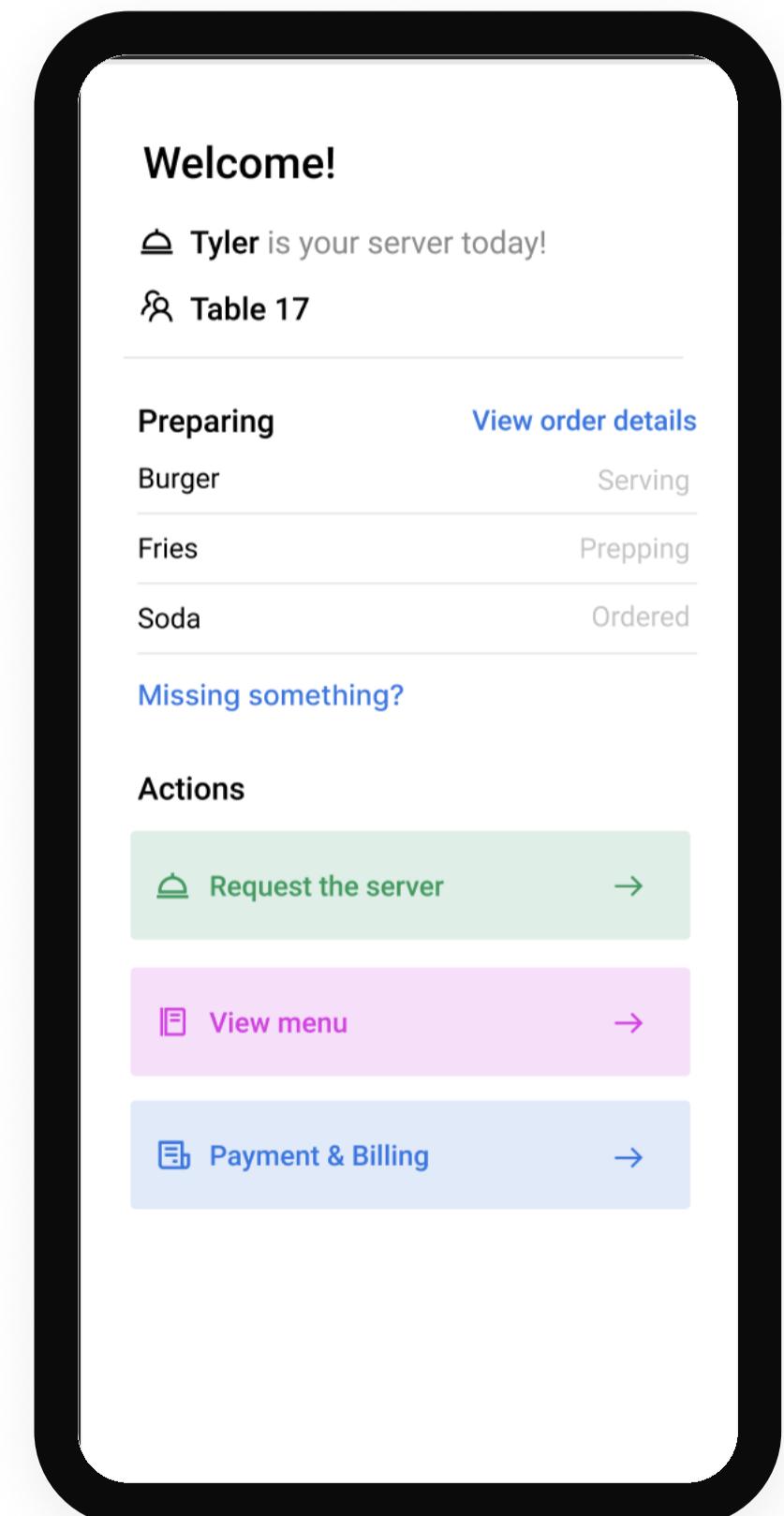
(wait time)

Unsatisfied after

23 min

(food prep time)

the old UI



REQUIREMENTS

So, what do we need?

Requirement 1

The app must provide an easy and convenient way for the user to discover new restaurants.

Requirement 2

The app must provide a way for the user to visibly identify the travel time, waiting time, and food prep time.

Requirement 3

The app must provide ways for the user to filter their search by certain criteria, (e.g. cuisine, distance, total wait time)

Requirement 4

The app must accomodate for a map view so that the user can more easily browse through desired restaurants.

Constraints

Mental Models

Initially, our scope was too large. We wanted to make the lives of every stakeholder in the restaurant industry better, so we targetted too many users and quickly found our mental model of the app to be unclear.

The Fix

We narrowed our focus to restaurant patrons between the ages of 18-30 who have fast-paced lives and often seek a quick dine-out. This made our mental model clearer and allowed us to make more tailored user personas for people such as **Jessie**.

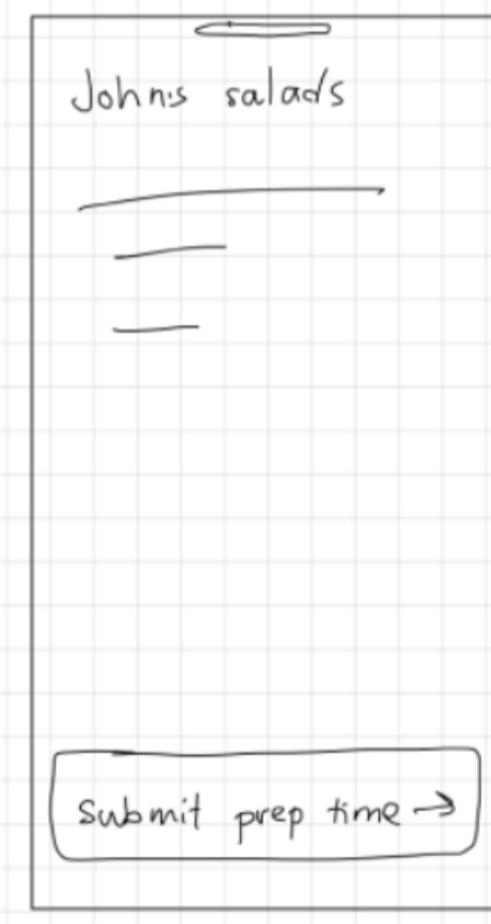
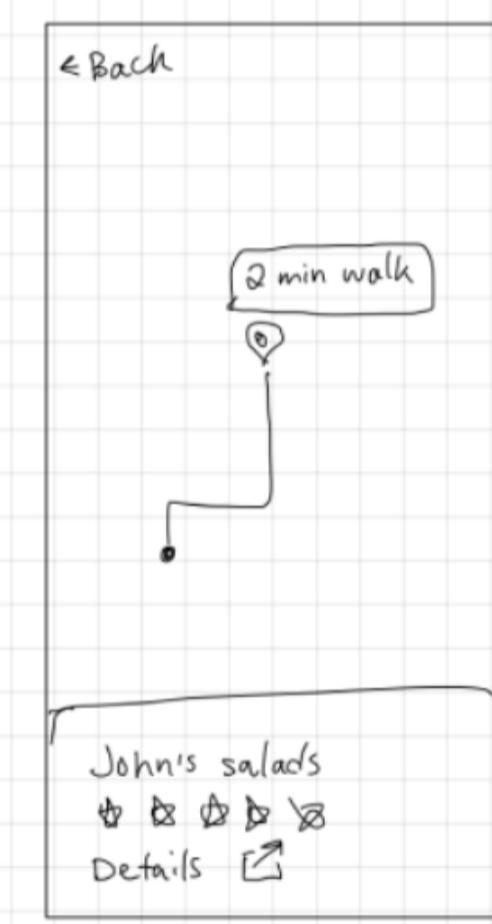
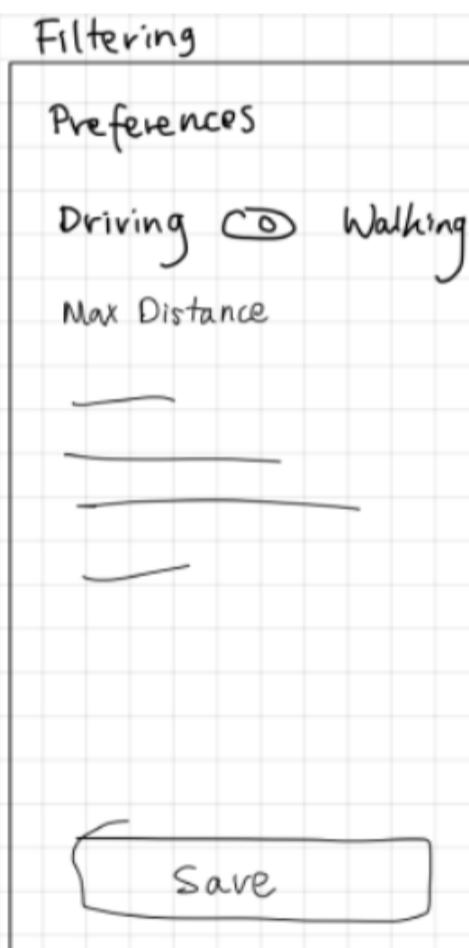
The Process

The team used a user-centered design approach for this project. Initially, we explored user wants and needs, then we created basic paper prototypes, then we regrouped and reevaluated our users' mental model (e.g. sent out more user surveys), then we brainstormed more until reaching a medium fidelity prototype, and finally we conducted statistical analysis on our metrics to ensure success.



PROTOTYPES

Low-Fidelity



BROWSING

FILTERING

CHOOSING

COMMITTING

FINISHING

SOLUTIONS

The Final Prototype

Here is the final solution. It allowed users a multitude of functionalities such as browsing on list view or map view, filtering for their favourite cuisine or method of travel, and choosing their restaurant of choice based on their time budget.

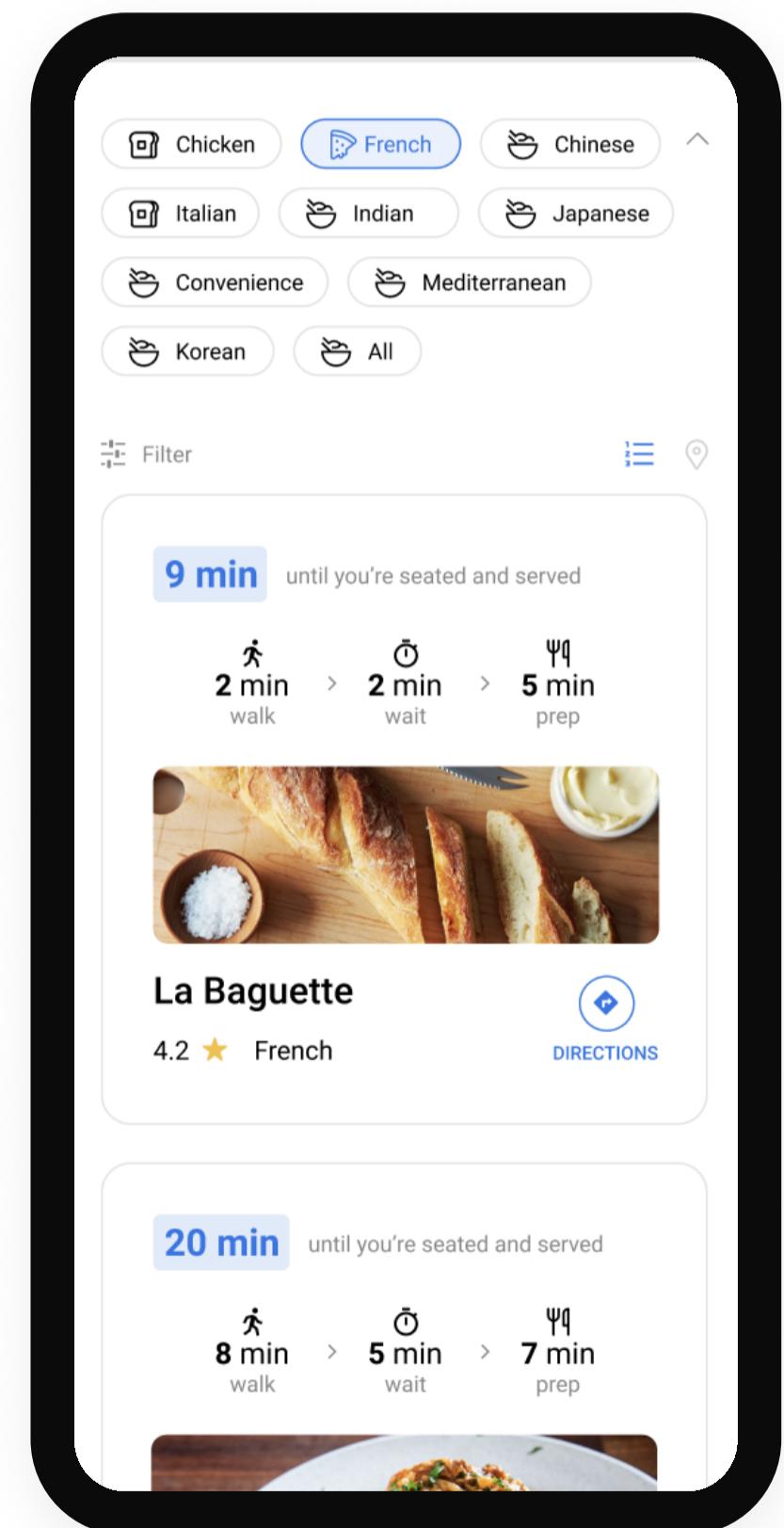
Faster than Google

After comparing controlled restaurant-finding tasks to Google, we found that Time2Eat was significantly quicker in accomplishing those tasks for users.

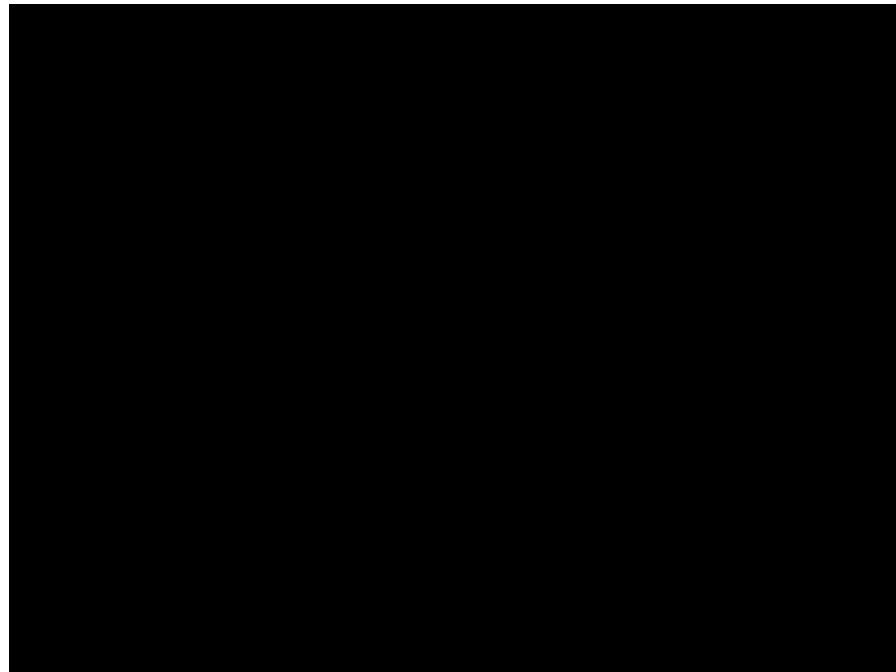
Trustworthy

80% of users allowed access to their location services, thereby implying feelings of trustworthiness and suggesting future improvements to time accuracy.

the new UI

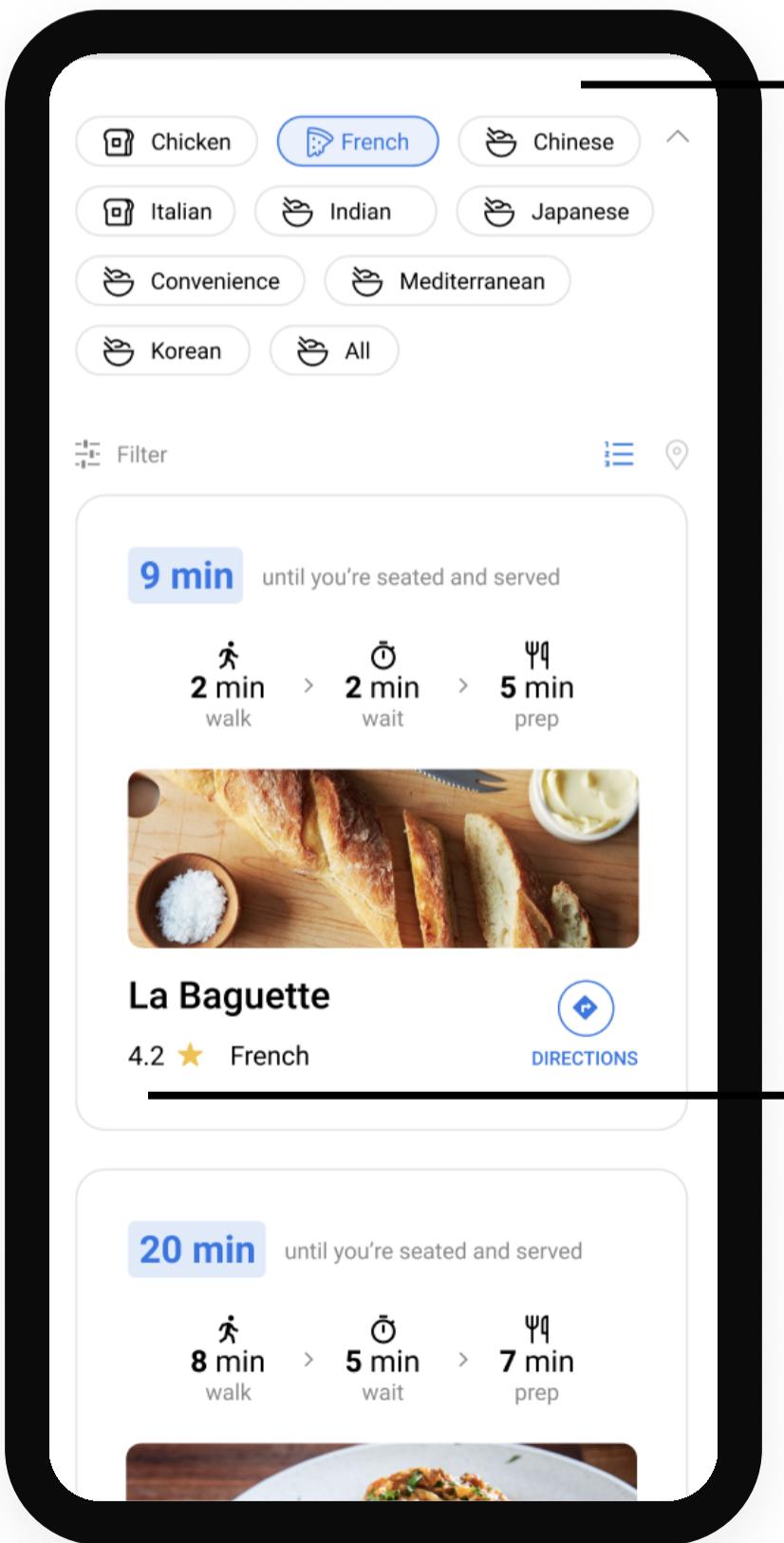


Prototype Video



FUTURE

What can we add?



Add a search bar

More filter Options

Sort restaurants based
on features (i.e. ratings)

