

DAZZLE SALAZAR

UX / UI DESIGNER

DESIGN PREPARED FOR

taste.

PART 1: PROJECT

UI/UX DESIGNER

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PART 1: THE PROJECT

About Taste.

Taste is a new approach to bringing top-rated restaurant meals to your door. Each week, diners choose from a chef's curated menu and then receive their dining experience on a select day later in the week. Taste was launched in March 2020 as a solution for restaurants to remain open and thrive while making their high-quality food accessible to avid diners in the wake of COVID-19. With lower fees and better service, it's the most restaurant-friendly delivery service in the market today.

About the Project

As our restaurant participants grow, we wanted to redesign our restaurant portal to help our restaurant improve its sales by providing them a one stop place tool with all essential information they need to improve and optimize their business. We want to show them a performance reports, revenue by days, weeks, and Zipcode performance with the data provided for them to drive actions.

Problem

Currently, our existing portal is lacking of tools to use to see performance reports it only shows report table or “flat” files that our developers just wrote so that they can provide reports to our restaurant. The dashboard is lacking of interaction and visuals that some restaurant managers don’t even know how to use it.

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PART 1: THE PROBLEM

What stands out to me as pain points are not only the visuals but also the functionality of the dashboard. You will feel totally lost on what to do when you logged in to the restaurant portal.

Below are some problems I've listed while looking through the dashboards.

1. Lack of data visibility across the entire dashboard
2. Not noticing where I can create a restaurant night menu
3. Hard to navigate on where to track sales
4. A long list of tables that it's hard to backtrack the past orders, there were no search options.
5. Table sorting problems this will cause a problem once the order grows

The image displays three side-by-side screenshots of the taste. restaurant portal interface, illustrating various dashboard components:

- Restaurant Nights:** This section shows a summary of a recent night's performance. It includes:
 - Date: September 4 (ID#372)
 - Status: CREATED
 - Scheduling: Active Aug. 25, 2020, 5:54 p.m.; Order Cut: Sept. 4, 2020, 2 p.m.
 - Neighborhoods: FIDI, UpperWestSide, LowerWestSide, LowerEastSide, Williamsburg, UpperUpperEast.
 - Orders and Dollar Amounts: FIDI (3 orders, \$284.26), UpperWestSide (1 order, \$254.78), LowerWestSide (1 order, \$163.32), LowerEastSide (1 order, \$96.93), Williamsburg (1 order, \$163.32), UpperUpperEast (1 order, \$140.05).
 - Menu: 4 Course Tasting Menu - \$65.00, Vegetarian 4 Course Tasting - \$60.00, Wine Pairing with Cocktail (vegetarian tasting) - \$38.00, Wine Pairing with Cocktail (vegetarian tasting) - \$38.00, Pre- and Post-Dinner Duo of Cocktails - \$23.00, After Dinner Special: High-End Bourbon Flight with Smoked and Candied Peanuts - \$45.00, Vegetarian 4 Course Tasting Menu - \$60.00.
 - Marketing and Sales: Headline: 4 Course Tastings and Wine Pairings.
- Neighborhood Counts by Delivery Window:** This section provides a breakdown of neighborhood delivery counts across different time windows. It includes:
 - Neighborhoods: Williamsburg, LowerWestSide, UpperWestSide, FIDI, LowerEastSide, UpperUpperEast.
 - Windows: 5:00 PM, 6:00 PM, 7:00 PM, 8:00 PM.
 - Orders: Williamsburg (1 order at 5:00 PM), LowerWestSide (1 order at 6:00 PM), UpperWestSide (1 order at 6:00 PM), FIDI (3 orders at 7:00 PM), LowerEastSide (1 order at 8:00 PM), UpperUpperEast (1 order at 8:00 PM).
- Creating New Restaurant Night:** This section is a form for creating a new restaurant night. It includes:
 - Fields: Start Date and Time (08/01/2020, 00:00 PM), Cut Date and Time (08/01/2020, 00:00 PM), Delivery Date (08/01/2020), Headline, Max Meals per Pickup, Driver Capacity, Fast Delivery?.
 - Buttons: Create Restaurant Night (highlighted in orange).
 - Note: No Menu Items.

Current Restaurant Portal

USABILITY TEST

A screenshot of a page titled "Copying info from Restaurant Night August 2". It includes a dropdown menu for selecting a restaurant night, and several input fields for dates and times: Start Date and Time (09/08/2020, 05:47 PM), Cut Date and Time (09/11/2020, 11:00 AM), Delivery Date (09/13/2020), and Headline (4 Course Tastings and V). There are also fields for Max Meals per Pickup (30) and Driver Capacity (5). A checkbox for "Fast Delivery" is present. A yellow button labeled "Create Restaurant Night" is at the bottom, with a note below it stating "This will copy the items below."A screenshot showing two sections of the portal. The first section, "Customer Analysis", contains a table with columns: Buyer Count, New Buyers, New Buyer %, Repeat Buyers, Repeat Buyer %, Repeat Buyer Average, and Avg Days Since Last Order. Data rows include "All Weeks" (8, 0, 0%, 8, 100%, 17.0, 0.5), "First Week" (0, 0, -, 0, -, -), and "Second Week" (8, 0, 0%, 8, 100%, 17.0, 0.5). The second section, "All Names and Neighborhoods", contains a table with columns: Order #, Name, Zipcode, Neighborhood, and Delivery Window. Data rows include orders for Roopam in Williamsburg, LowerWestSide, UpperWestSide, FiDi, and LowerEastSide, along with a Test order in FiDi.

To validate my assumptions I went ahead and did qualitative research and usability test, we asked our feature NYC restaurants, new onboard restaurants, and some restaurant managers to tell us insights and problems they encounter for us to understand, improve our restaurant portal and to help them improve their business as well. We performed a usability test to define the problems with a live conversation on finding where do they get stuck and not being able to use the tools we want them to use.

Below are some of our restaurant feedbacks and my observations during the tests:

1. New restaurant members got lost after signing up, it took them so much time to figure out the steps on creating the menu.
2. Creating a Restaurant Night Menu
 - I. The dropdown selection is confusing the labeling is not right.
 - II. There's no guided info or proper title on creating the menu
 - III. Has headline but no item descriptions input
 - IV. No option to clear and edit the item
 - V. Visuals and alignments are not fix
 - VI. Layout and design are messed up
 - VII. How do I make menu changes and updates?
 - VIII. No temporarily remove or archive items from the menu
3. Restaurant Night Analysis
 - I. Neighborhood breakdown are confusing
 - II. Long lists of tables that I don't understand
 - III. Wants to know what tasting menu doesn't sell
 - IV. There is no filter or sort through the neighborhood
 - V. Customer Analysis is not detailed
 - VI. I want to know my customer ratings about the menu tasting
 - VII. Numbers alone are narrow, boring, and hard to read
 - VIII. I wish it has a chart view to track restaurant performance
 - IX. Hard to track revenue
4. Payout details
 - I. Not enough details of breakdown earnings and fees
 - II. No bank account
 - III. No date range to filter

PART 2: SOLUTION

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PART 2: SOLUTION

Based on what they had to say, I've listed some ways to improved user experience and find solutions based on their feedback. The following solutions were made to order to focus on the user on achieving their goals and solve real user pain-points from the information I got from the usability test.

1. Redesign the table and make them a visual chart analytics
2. Create an overall, straightforward snapshot of how your restaurant is doing
3. Creating a Restaurant Night Menu should show up right away
4. The dashboard should show up once logged in
5. Interactive data for actionable feedback
6. Adding a time based or date range to compare the performance such as filter date or time frame that ranges from yesterday, past 7 days to 12 weeks
7. Color-coded chart visuals
8. Adding customer's rating to improve their service
9. Download view entire order
10. Creating a menu direct should be direct to the point
11. Sorting by neighborhood, orders, or window
12. Adding missed or canceled orders because of the location can edit within miles range

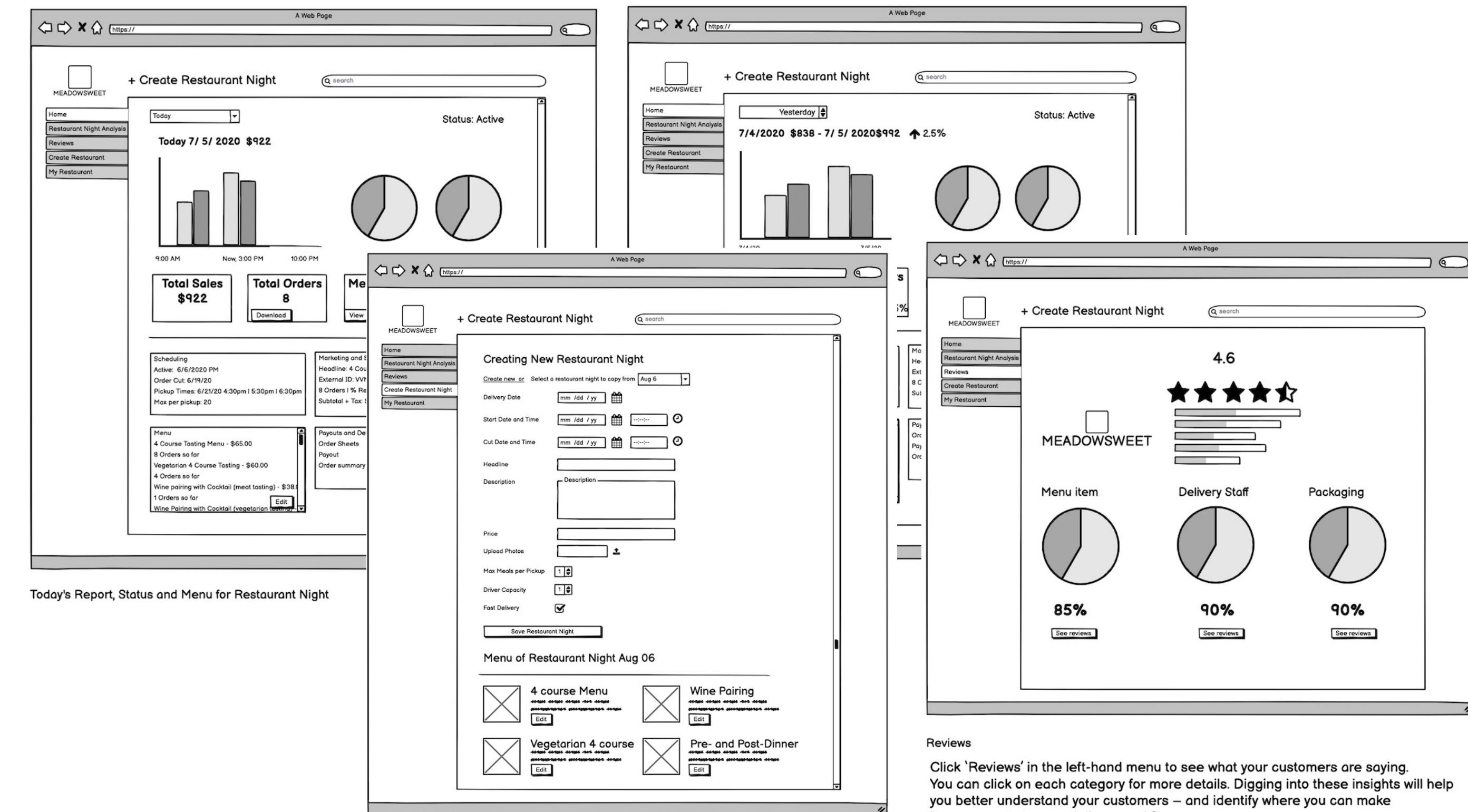
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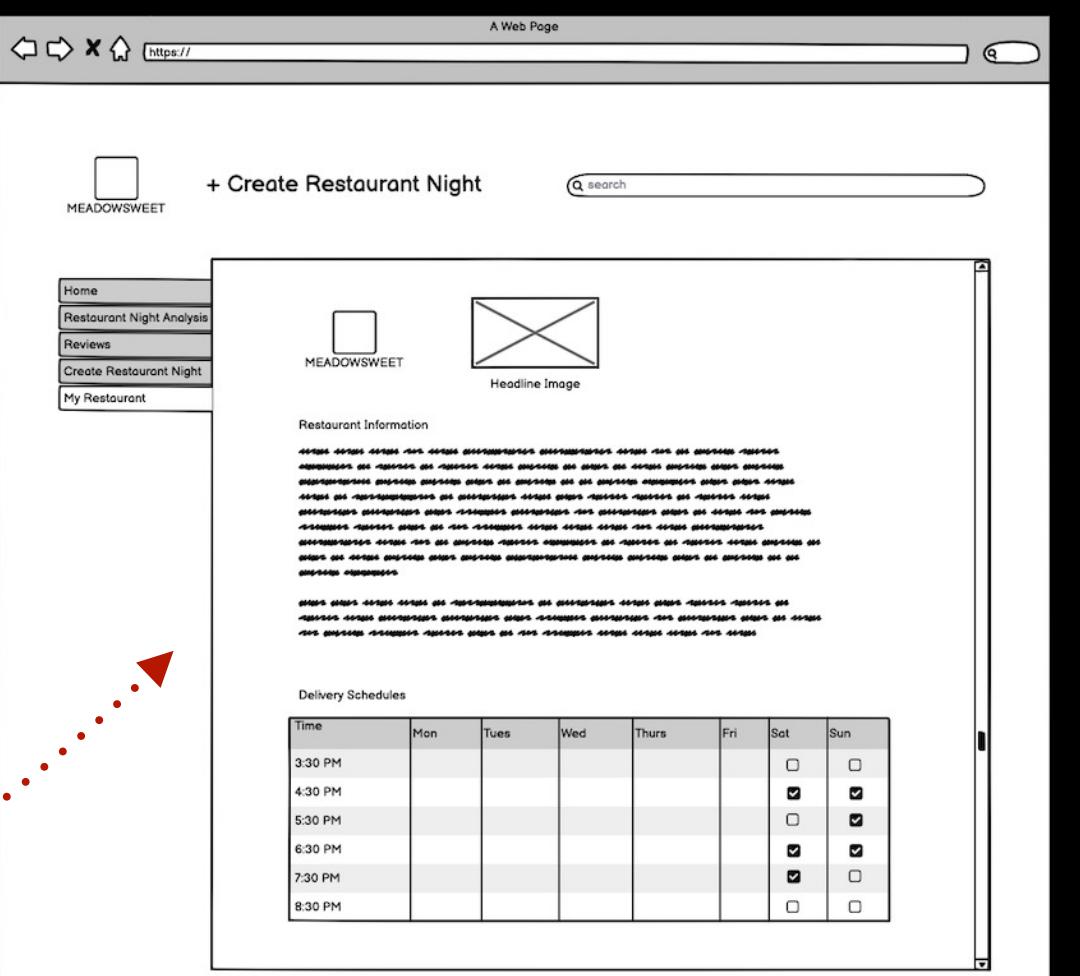
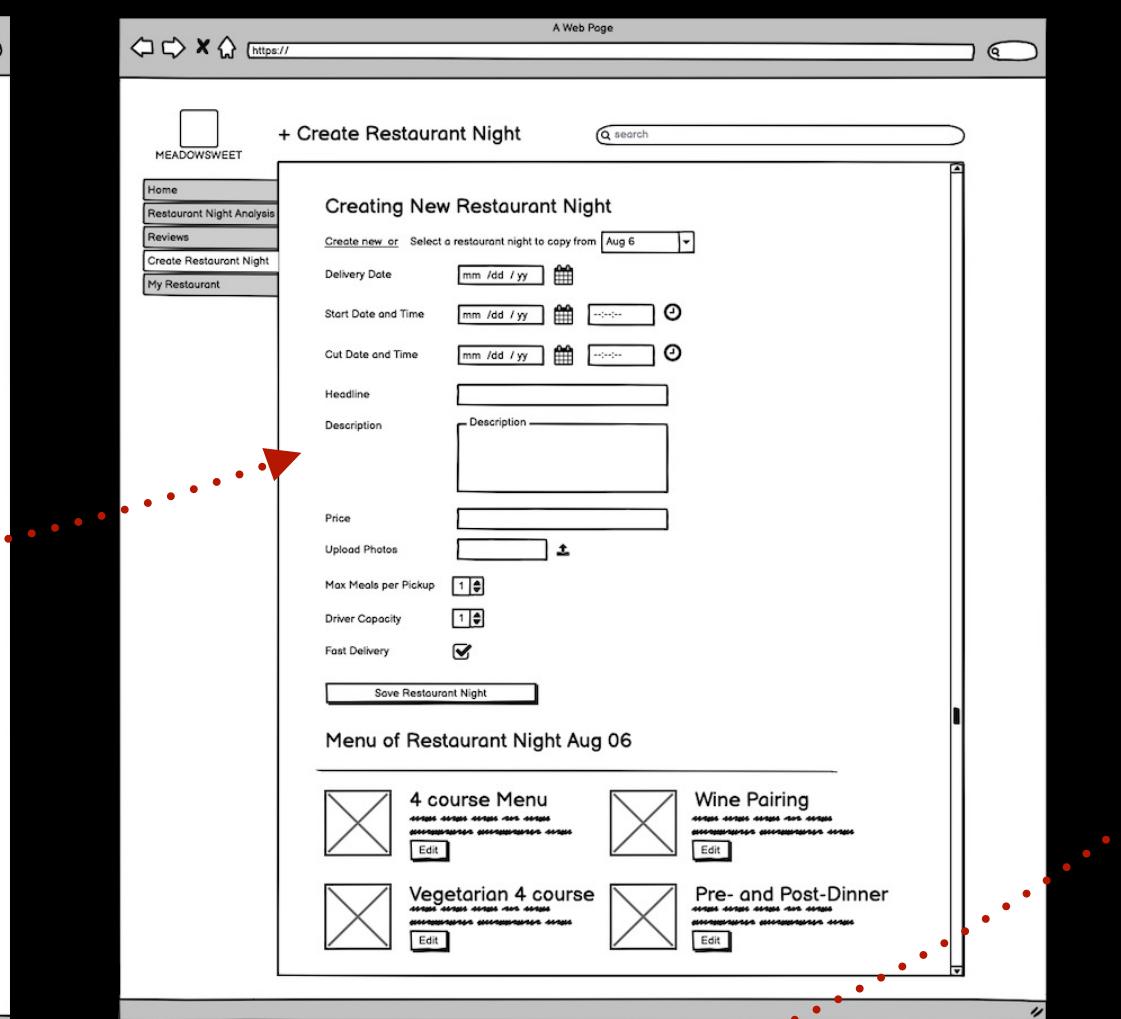
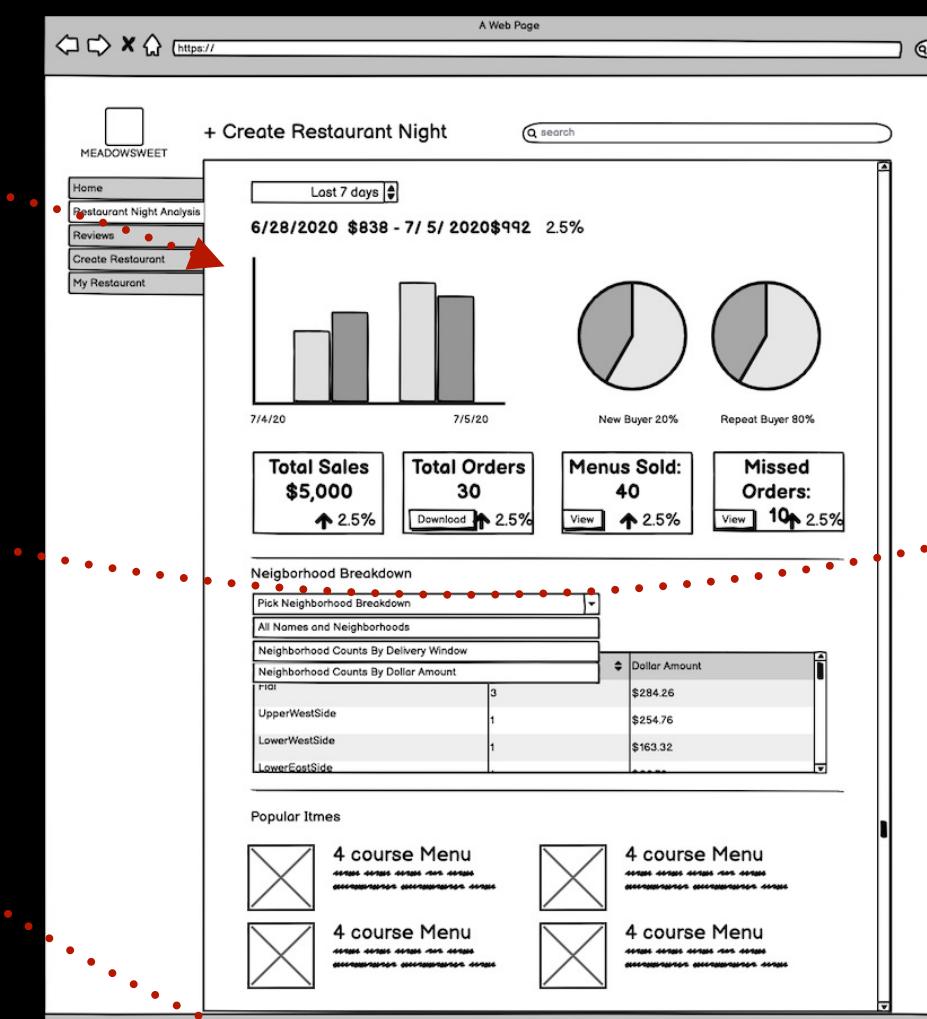
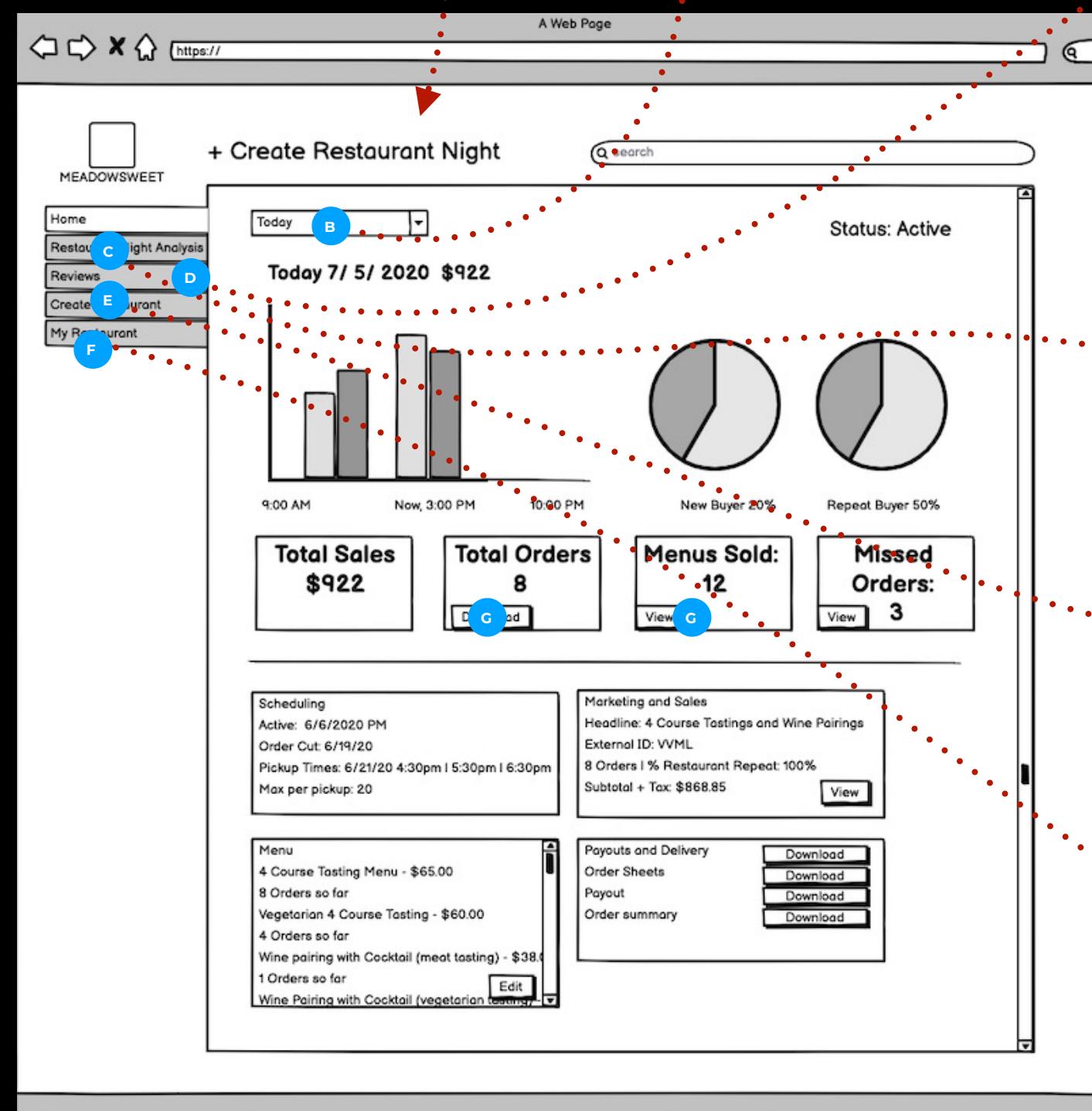
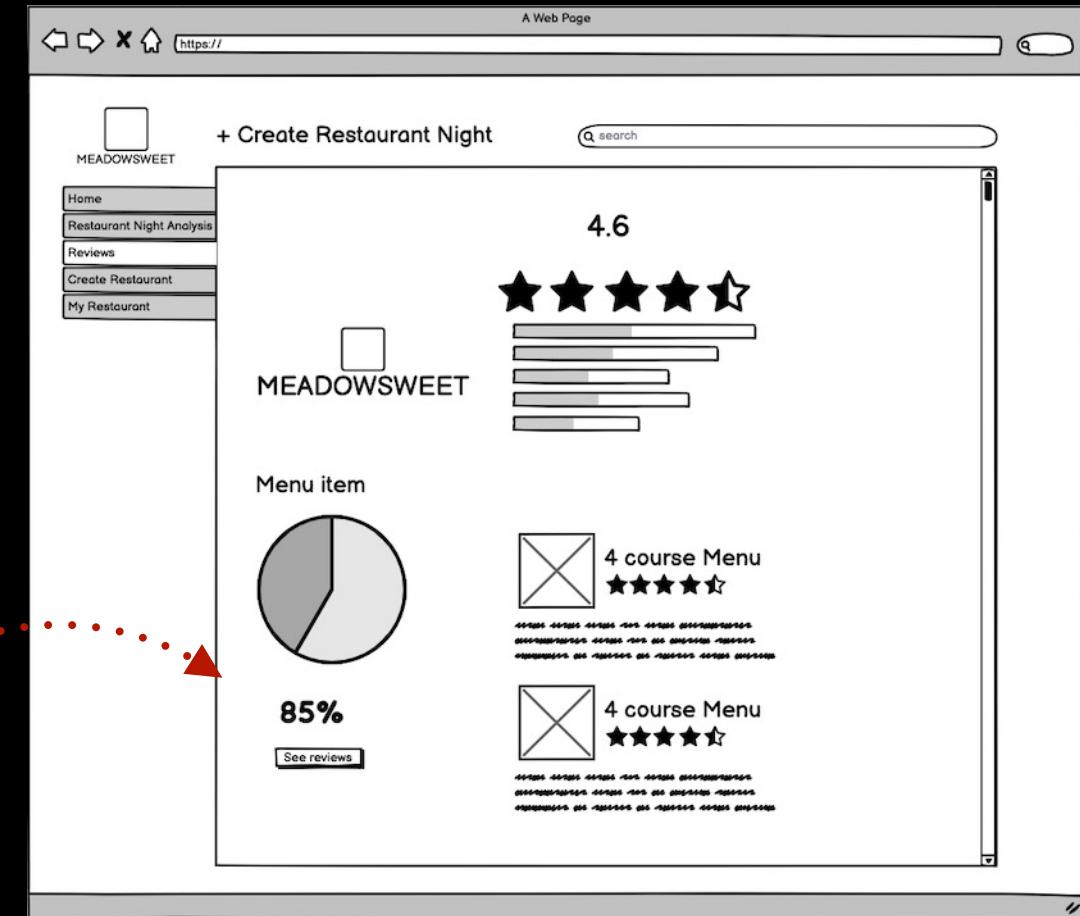
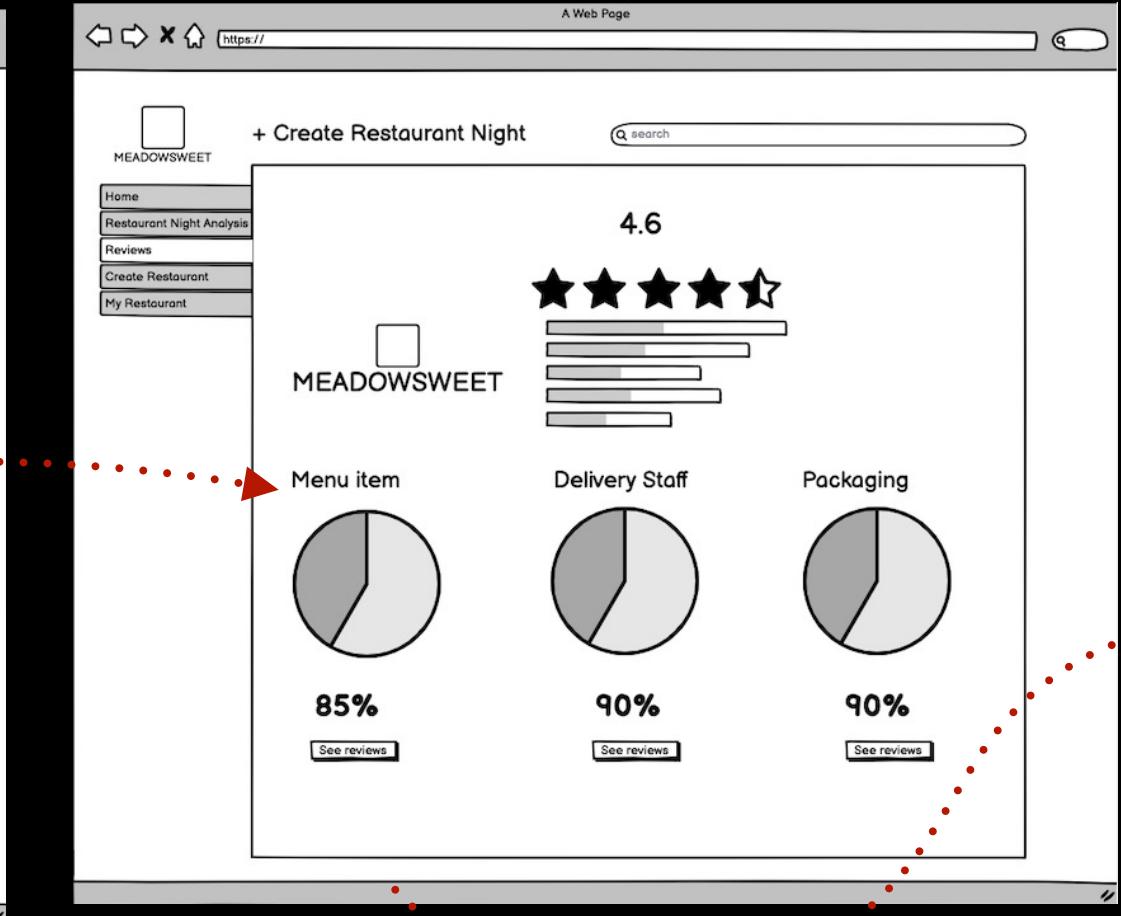
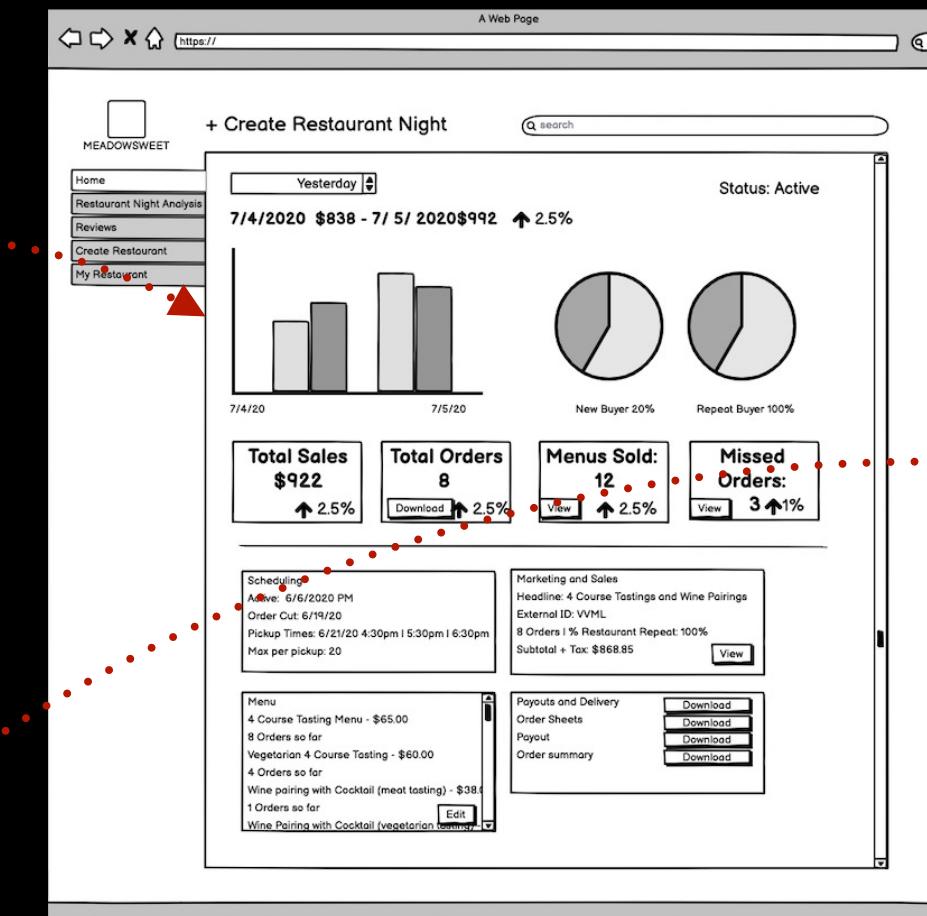
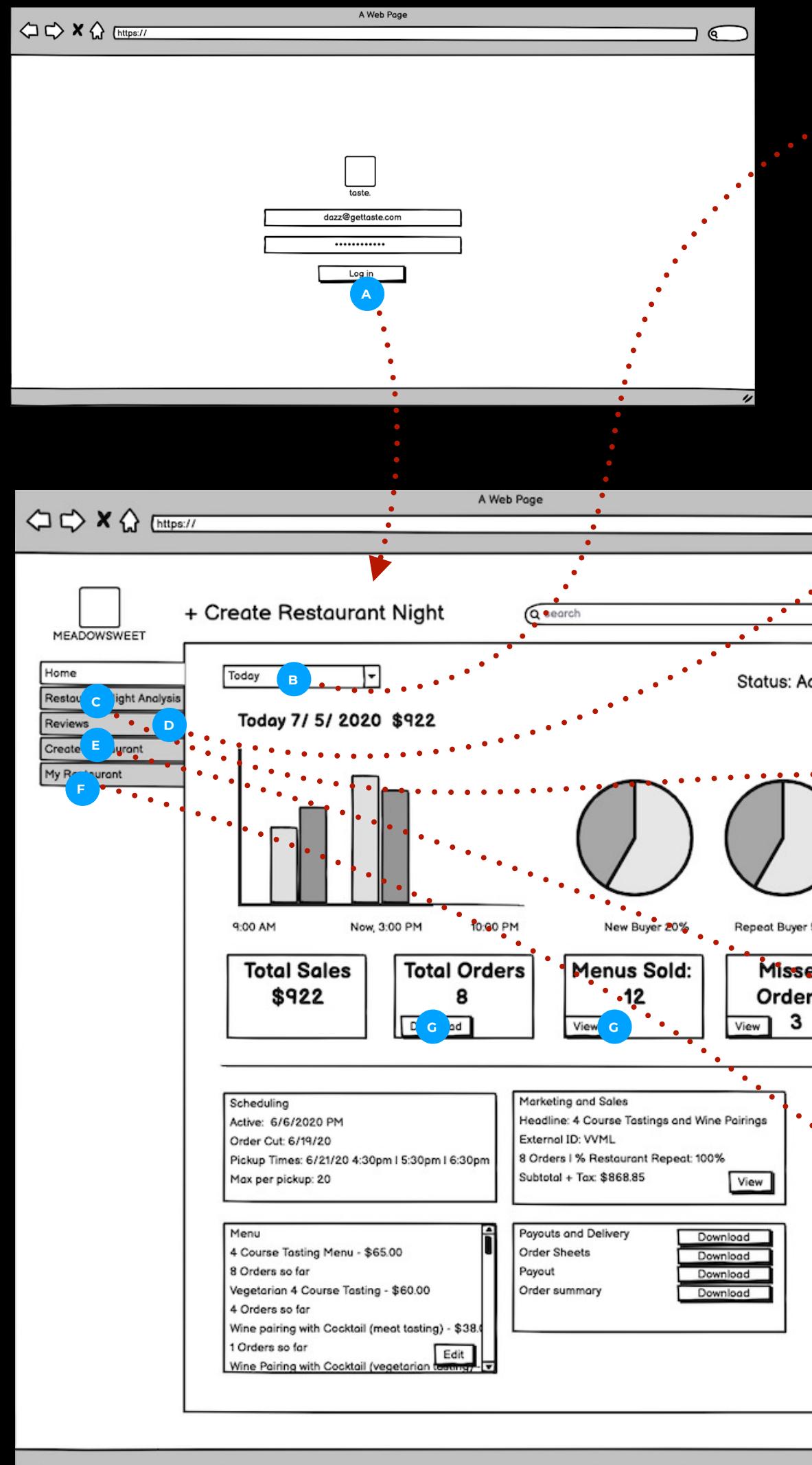
PART 2: SOLUTION

Design explorations and Ideating Solutions

After defining the overall structure, it was time to pull out the pencil later on to Balsamiq. I sketched the low-fidelity wireframes for desktop. I conducted audits of competitor reviews, e-commerce tools, and restaurant managers' experience with other delivery services. The most challenging part was the dashboard chart design. It took a few concepts and revisions until I created a structure that was clear, concise, and easy to use. I always reached out for feedback and tested the design with different individuals and developers throughout the entire process.



PART 3: SCREEN FLOW



- A. Log into the Restaurant Portal
- B. Toggle to comparison from yesterday
- C. Goes to restaurant analysis page
- D. Goes to reviews page
- E. Create Restaurant Night Menu

- F. Restaurant info
- G. View or download orders for today
- H. View Menu Sold
- I. View Missed orders

PART 4: TESTING

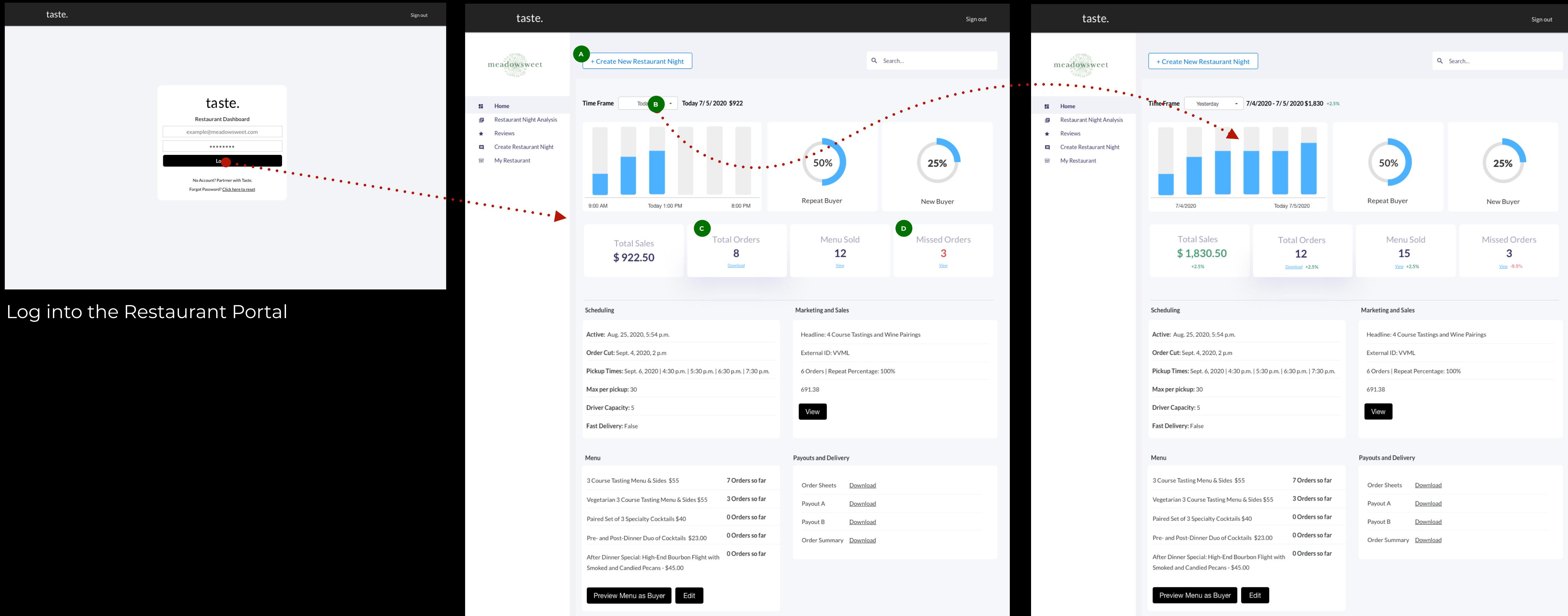
TEST RESULTS:

I sorted all pain points by priority and implemented participants' feedback into the next stage of development.

- Today's report vs last 7days report to display on the home dashboard - since they only cater (for now) once a week its better so show reports on Today. Not so much to compare with the last 7 days.
- The reviews page should categorize by menu item, delivery, and packaging so they will easily locate negative feedback and take action quickly.
- The rating should be numbers instead of percentage
- Re labeling the option to create a new restaurant night or autofill if they want to repeat the restaurant night menu.
- Options to add multiple photos of the dishes

PART 4: VISUAL DESIGN

[VIEW PROTOTYPE](#)

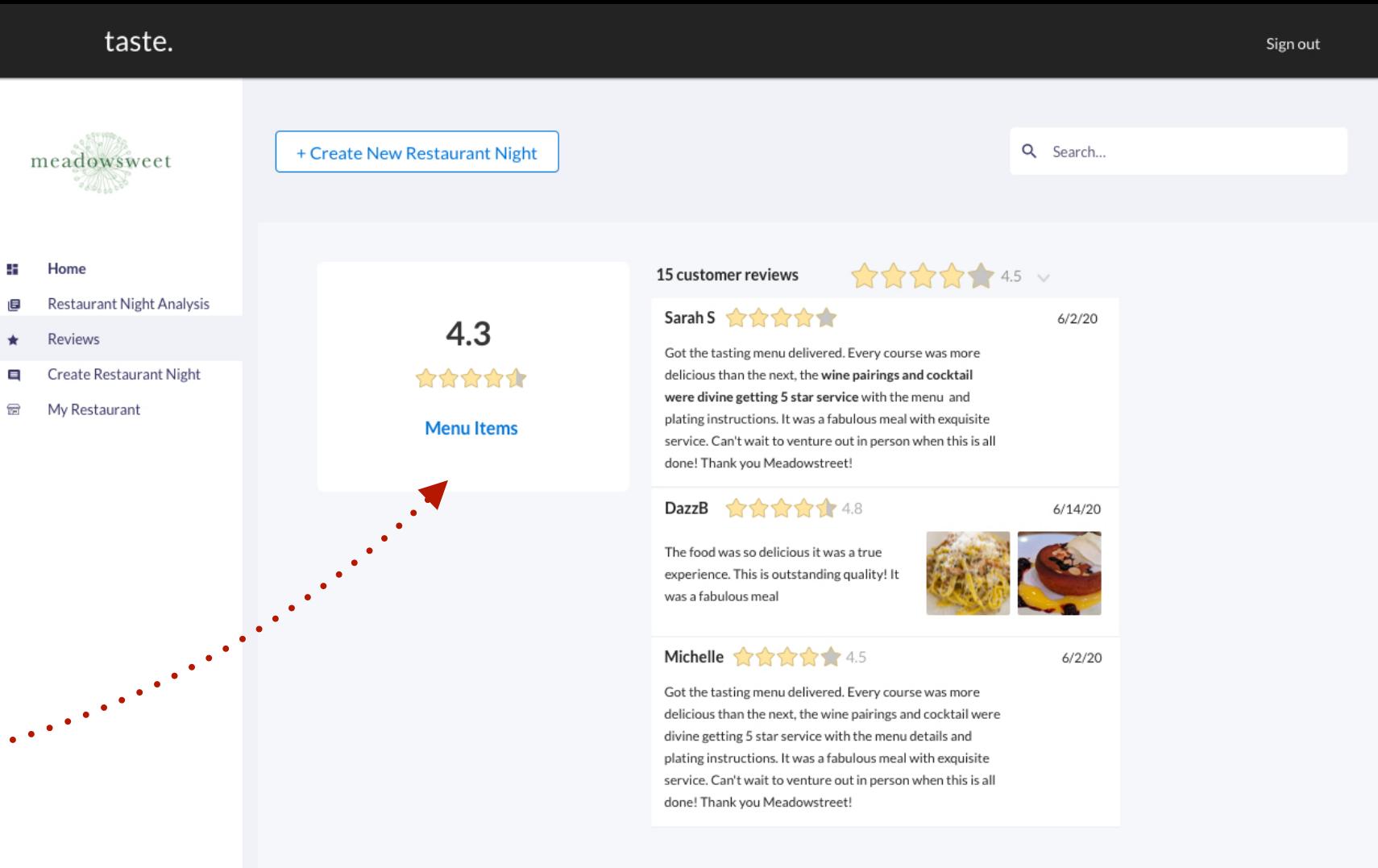
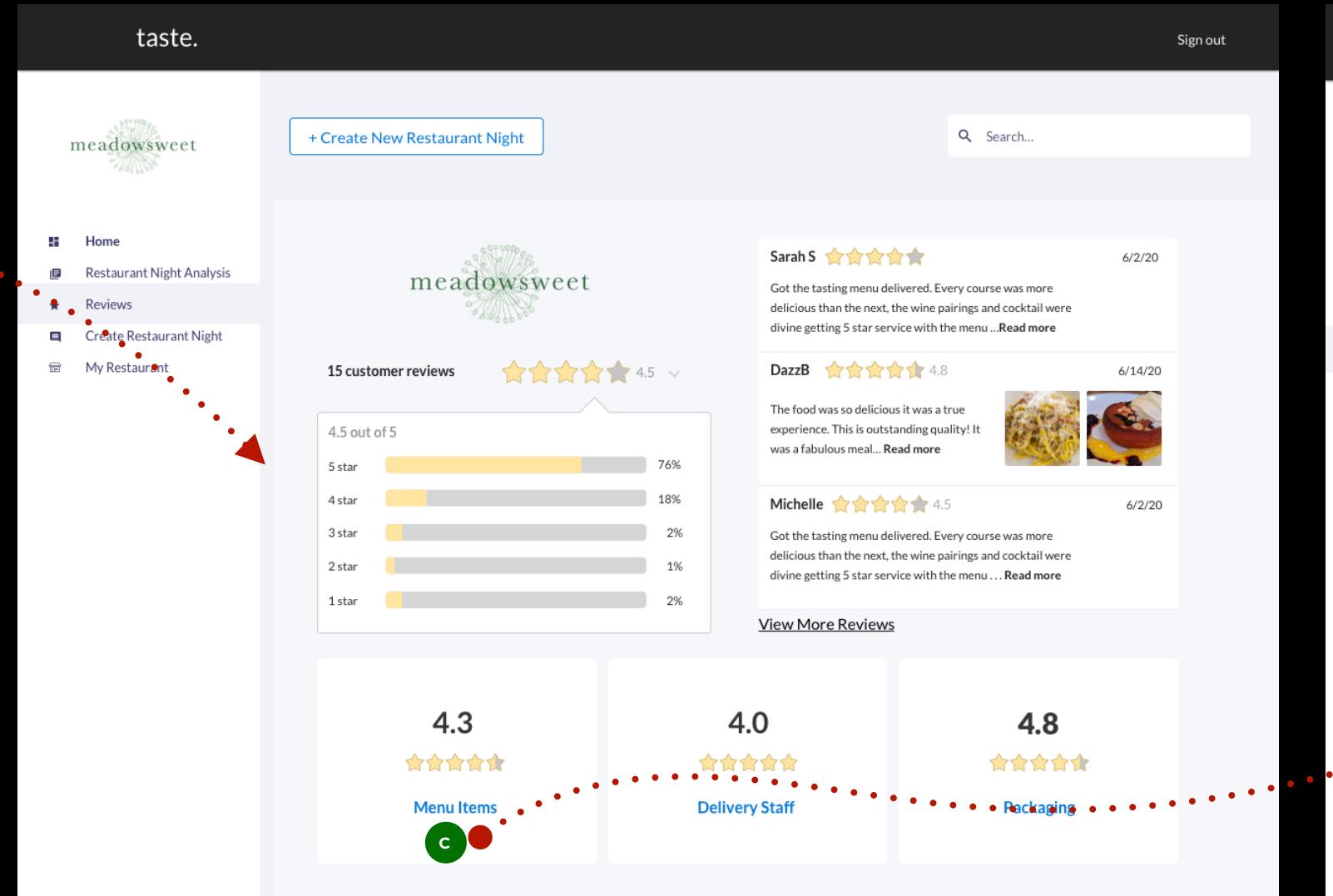
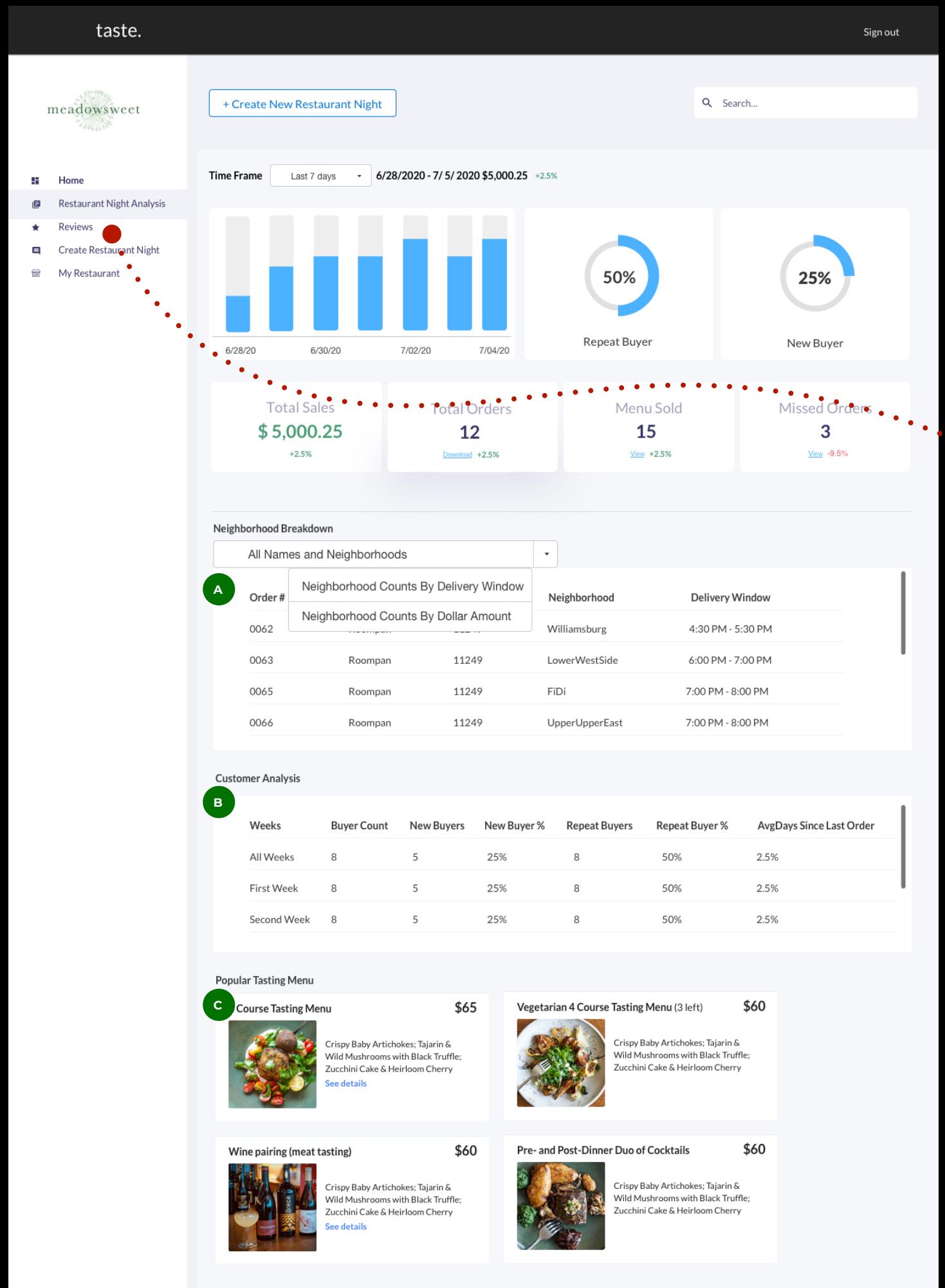


Log into the Restaurant Portal

Dashboard homepage where you can see today's overall performance

- A. Create Restaurant Night Menu
- B. Toggle to comparison from yesterday up to 7 days.
- C. View and download orders for Today
- D. See where you can improve on missed orders.

Comparison of your orders and revenues from yesterday up to 7 days.



Over all reviews

D. See tasting menu reviews

Restaurant Night Analysis more in-depth data

- A. Sort table by Amount Sold, Neighborhood and Delivery Window
- B. See how many new buyers and repeat buyers
- C. Top tasting menus

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- Home
- Restaurant Night Analysis
- Reviews
- Create Restaurant Night
- My Restaurant

+ Create New Restaurant Night

Creating New Restaurant Night

Create new or Select a restaurant night to copy from **August 6**

Delivery Date **mm/dd/yyyy**

Start Date and Time **mm/dd/yyyy** **00:00**

Cut Date and Time **mm/dd/yyyy** **00:00**

Headline **Enter the headline that labels the menu**

Description **Enter Description**

Price **\$**

Upload Photo **Choose File** No file chosen

Max Meals per Pickup **1**

Driver Capacity **1**

Fast Delivery

Save Restaurant Night

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- Home
- Restaurant Night Analysis
- Reviews
- Create Restaurant Night
- My Restaurant

+ Create New Restaurant Night

Creating New Restaurant Night

Create new or Select a restaurant night to copy from **August 6**

Delivery Date **08/09/2020**

Start Date and Time **08/07/2020** **03:00 PM**

Cut Date and Time **08/09/2020** **08:00 PM**

Headline **4 Course Tastings and Wine Pairings**

Description **Crispy Baby Artichokes; Tajarin & Wild Mushrooms with Black Truffle; Zucchini Cake & Heirloom Cherry Tomato; Tri Star Strawberries**

Price **\$65.00**

Upload Photo **Choose File** No file chosen

Max Meals per Pickup **1**

Driver Capacity **1**

Fast Delivery

Save Restaurant Night

Menu of Restaurant Night August 06

Item	Price
4 Course Tasting Menu	\$65
Vegetarian 4 Course Tasting Menu (3 left)	\$60
Wine pairing (meat tasting)	\$60
Pre- and Post-Dinner Duo of Cocktails	\$60

Auto fill from the past restaurant night

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- Home
- Restaurant Night Analysis
- Reviews
- Create Restaurant Night
- My Restaurant

+ Create New Restaurant Night

Restaurant Information

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Headline Image [\(edit\)](#)

Restaurant Phone: (718) 384-0673

Restaurant Address: 149 Broadway, Brooklyn, NY, 11211, USA

Information: MeadowSweet is a MICHELIN Star restaurant in Williamsburg. Chef Polo Dobkin cooks with fresh produce from his family farm upstate and their cocktails incorporate fresh herbs from the restaurant's indoor herb garden. MeadowSweet is a must-try. Each plate is robust, full of color and flavor, and brings a new spin to modern American cuisine.

Max Meals Per Pickup: 30

Timezone: America/New_York

Instagram: meadowsweetnyc

Restaurant Priority: 1

Chef's Name: Polo Dobkin

Chef's Story: After graduating from the French Culinary Institute with honors, Polo Dobkin embarked on a culinary journey through some of New York City's most acclaimed kitchens such as Gramercy Tavern, the Searing Room and the Dining Room, where he worked under noted chefs Tom Colicchio and Mark Spangenhall. In 2006, Dobkin stepped into the role of executive chef at Dressler, where he became the third chef in Brooklyn to receive a Michelin star, an accolade he maintained for seven years. He then opened MeadowSweet in June 2014 and was awarded the Michelin Star yet again as has maintained his Star ever since. His finely tuned American cooking also garnered a two-star review from The New York Times as well as Semi-finalist for Best Chef: New York City by the James Beard Awards.

Accolades: MICHELIN star; James Beard semi-finalist; New York Magazine; The New York Times Two Star; The New Yorker; GQ

Brief Accolades: MICHELIN Star

Unpacking Notes: Carefully take courses out of your bag: the top course corresponds to the first course on the menu. The second course corresponds to the second course, and so on. Dishes are ready to plate and eat, though the Chef has written some serving and reheating tips for you below.

Cuisine Display: Modern American

CC Emails: ["polo@meadowsweetnyc.com"]

Feedback URL: <https://bit.ly/2YmMzP1>

MON	TUE	WED	THU	FRI	SAT	SUN
3:30 PM	<input type="checkbox"/>					
4:30 PM	<input type="checkbox"/>	<input checked="" type="checkbox"/>				
5:30 PM	<input type="checkbox"/>					
6:30 PM	<input type="checkbox"/>					
7:30 PM	<input type="checkbox"/>					
8:30 PM	<input type="checkbox"/>					

Restaurant info

Create Restaurant Night form

WHAT'S NEXT?

We are still in development phase, we are still adding more features as the restaurant order grows and more restaurant to participate with us. Some other plans to add are the following

- Order's page instead of downloading them all into sheets
- Adding bank account
- Promoting restaurant tools for social media
- Deliveries page
- Payments page

THANK YOU

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