

Diner Profile

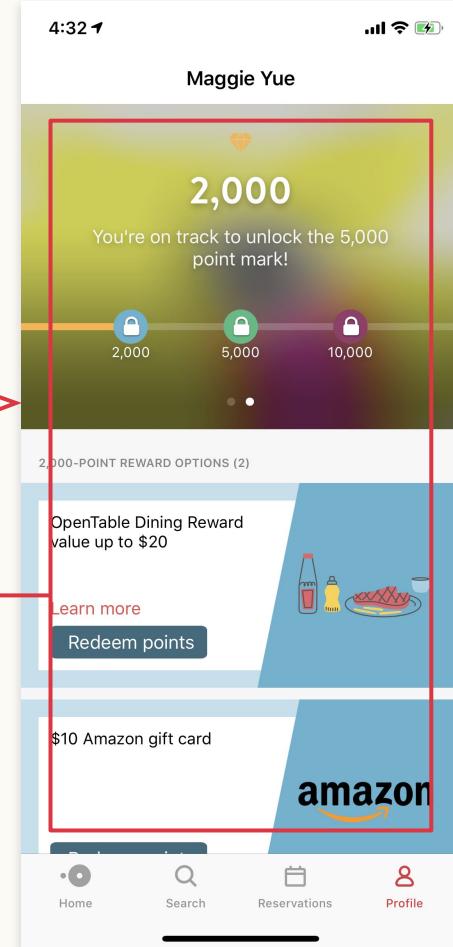
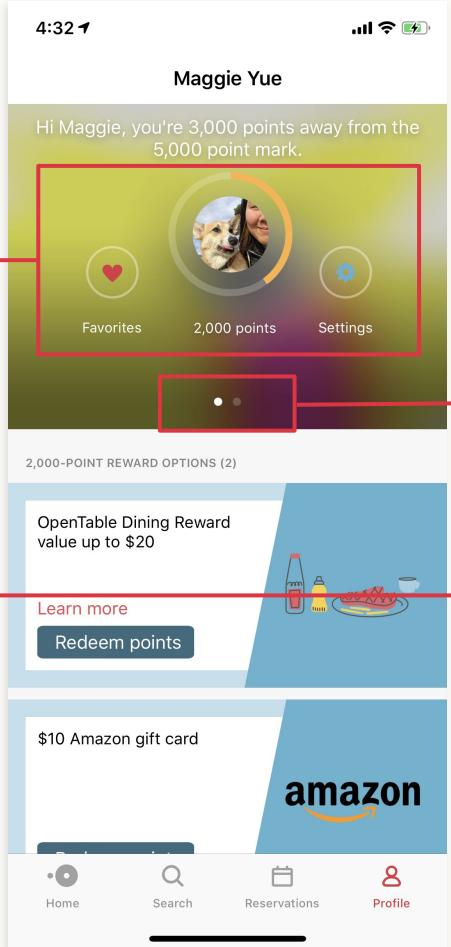
Hospitality initiative // Summer 2018

Problems & Goals

Currently, we don't have a very robust or consistent Profile experience on OpenTable, nor do we know/retain much about our diner's preferences.

Our primary goal with this project is to learn more about our diners in order to provide a better experience in two areas: **helping restaurants improve dining experiences** through hospitality and **providing value to diners on OpenTable** via recommendations and more personalization in the product.

Only “Profile” components
Settings is not very emphasized



Redundant points related content
Unable to redeem points in app

Current Account details

Editing existing preferences is not discoverable or clear and takes 3 taps.

The image displays two screenshots of the OpenTable mobile application. The left screenshot shows the 'Settings' screen with a list of options: Account, Communications, Payments, Help & Support, Send ideas, and About OpenTable. The right screenshot shows the 'Account' screen with fields for First Name (Maggie), Last Name (Yue), Email (yuemaggie@gmail.com), Password, Confirm Password, and Phone Number (+1 (347) 663-0004). A red box highlights the 'DINING PREFERENCES' section, which contains a text input field for 'Add a special request'. Below this is a 'CUSTOMIZED DINING EXPERIENCE' section with two toggle switches. The first switch is labeled 'Allow restaurants to share your dining information with other restaurants within their restaurant group and as detailed in our [privacy policy](#)' and is turned on. The second switch is labeled 'Allow restaurants to share your dining information with partners of restaurants to provide you with a better dining experience and support the restaurants' operations. See [privacy policy](#) for details.' and is also turned on. Navigation icons for Home, Search, Reservations, and Profile are at the bottom of both screens.

8:09 ⓘ

Maggie Yue Settings

Account

Communications

Payments

Help & Support

Send ideas

About OpenTable

Sign Out

8:10 ⓘ

Cancel Save

INFORMATION

First Name Maggie

Last Name Yue

Email yuemaggie@gmail.com

Password

Confirm Password

PHONE

Phone Number +1 (347) 663-0004

DINING PREFERENCES

Add a special request

CUSTOMIZED DINING EXPERIENCE

Allow restaurants to share your dining information with other restaurants within their restaurant group and as detailed in our [privacy policy](#).

Allow restaurants to share your dining information with partners of restaurants to provide you with a better dining experience and support the restaurants' operations. See [privacy policy](#) for details.

Home Search Reservations Profile

Current diner profile - web

Maggie Yue
Joined in March 2015
San Francisco
2 reviews

Dining Rewards 2,000 Points

Book a table to earn your next reward

Your Dining History

Guest Center - iOS/Mobil...
Casual Dining | San Francisco
Dined Aug 21

Book again Edit review

Guest Center - iOS/Mobil...
Casual Dining | San Francisco
Dined Aug 16

Book again Write a review

Guest Center - iOS/Mobil...
Casual Dining | San Francisco
Dined Aug 12

Book again

My Profile https://www.opentable.com/my/profile/info

OpenTable

Maggie Yue
2,000 points

Reservations
Points
Upcoming Reservations
Past Reservations
Saved Restaurants
Account Details

You've hit the 2,000 point mark. Treat yourself!

\$10-\$25 Dining Reward
Use towards dining with OpenTable

OpenTable
Redeem>

Earned
2,000 PTS

You are only 3,000 points away from a \$50 reward!

Learn more about OpenTable Rewards

Upcoming Reservations



Sprint & principles

We ran a Design Sprint with Restaurant and Diner Product, Product writing and Design representatives.

We wrote, voted on and emerged with some HMW principles to guide us during our explorations:

Principles addressed

How might we ask in natural places in the diner's intended flow as to not interrupt them?

How might we communicate to diners that there is a benefit and a value prop to sharing their information (and deliver on this)?

How might we ask for this information without being creepy or invading privacy?

How might we make providing this information a fun and delightful experience?

How might we personalize the diner's experience and/or provide recommendations?

Principles to address later

How might we give guidance to restaurants to use this information to better the diner experience?

How might we be smart about “guessing” and utilize diner info we already have or could capture?

How might we leverage information that the restaurants already have about diners?

How might we encourage diners to keep their information up-to-date?

Validation exercise

We ran some validation exercises during the design sprint to narrow down the initial pieces of user data to collect for the first milestone.

We decided to focus on collecting three pieces of information from our diners: **birthday, anniversary, and dietary preferences**.



Exploration phase

With guiding principles established and ideas generated, we went into the design exploration phase where we sketched, worked on product copy, and created some designs to socialize with key stakeholders.

Working with certain technical and product constraints, we came up with a V1 release to capture user data and a mapped out plan to continue developing further designs in the next quarter.

Sketching

ANNIVERSARY
"SIGN IN FLOW/WELCOME PRE"

COLLECT - RESO CONFIRMATION SCREEN

WHAT'S THE OCCASION?

04 / 16 ✓ SAVE AS YOUR ANNIV ?
ANSWER AFTER SELECTION
WHERE IN HELL DO WE TELL YOU WHY WE WANT IT?

SPECIAL REQUEST? // HAPPY ANNIV! HAVE ANY SPECIAL REQUESTS?

WHAT IS THE CURRENT STATUS OF ALL THE OCCASION STORES?

CAN WE TREAT THIS THE SAME AS BIRTHDAY? DO WE WANT TO KNOW YEAR FOR EXTRA SPEC CHALLENGE?

SHOULD WE SPECIFY WEDDING ANNIVERSARY?

IF A PERSON WE KNOW CELEBRATES TODAY CAN WE ASK THEM? DIRECT THEM TO SETTINGS?

POPPIN - COULD BE SUPER DISRUPTIVE
NAME POST BOOKING FLOW?

YOU SELECTED ANNIV IS THIS Y'NS?
04 / 16 ✓
DON'T WORRY, WE WANT SHARE IT.

CAN ADD REINFORCING MESSAGE

HOSPITALITY MOMENT - IN PRODUCT

HAPPY ANNIVERSARY!

SHOULD IT BE DAY OF? WEEK OF? MONTH? BOTH?
GIVES USERS TIME TO PLAN

POPUP? MOTION STUDY? FUN & DELIGHT?

"RESERVE A SPECIAL TABLE"
"WE SAVED YOU HOT TABLES" / PREMIUM ACCESS?
"ROMANTIC TABLES FOR YOUR SPECIAL DAY" / SAME AS V DAY COLLECTIONS?
"YOU WERE HERE FOR YOUR ANNIVERSARY LAST YEAR!"
"TURN YOUR ANNIVERSARY RESO INTO 1000 PTS!"

HOSPITALITY MOMENTS RESTAURANT

COMPIMENTARY FOOD
CAN PPL PICK?
WINE
DESSERT
APPETIZER

CARD ON TABLE TO PICK WHAT YOU WANT & SEND TO SERVER?

PARTNER W/ BRAND? ← OT BRANDING OR RESTAURANT?
NOTES (HANDWRITTEN SOMEHOW)
IS MORE AUTHENTIC

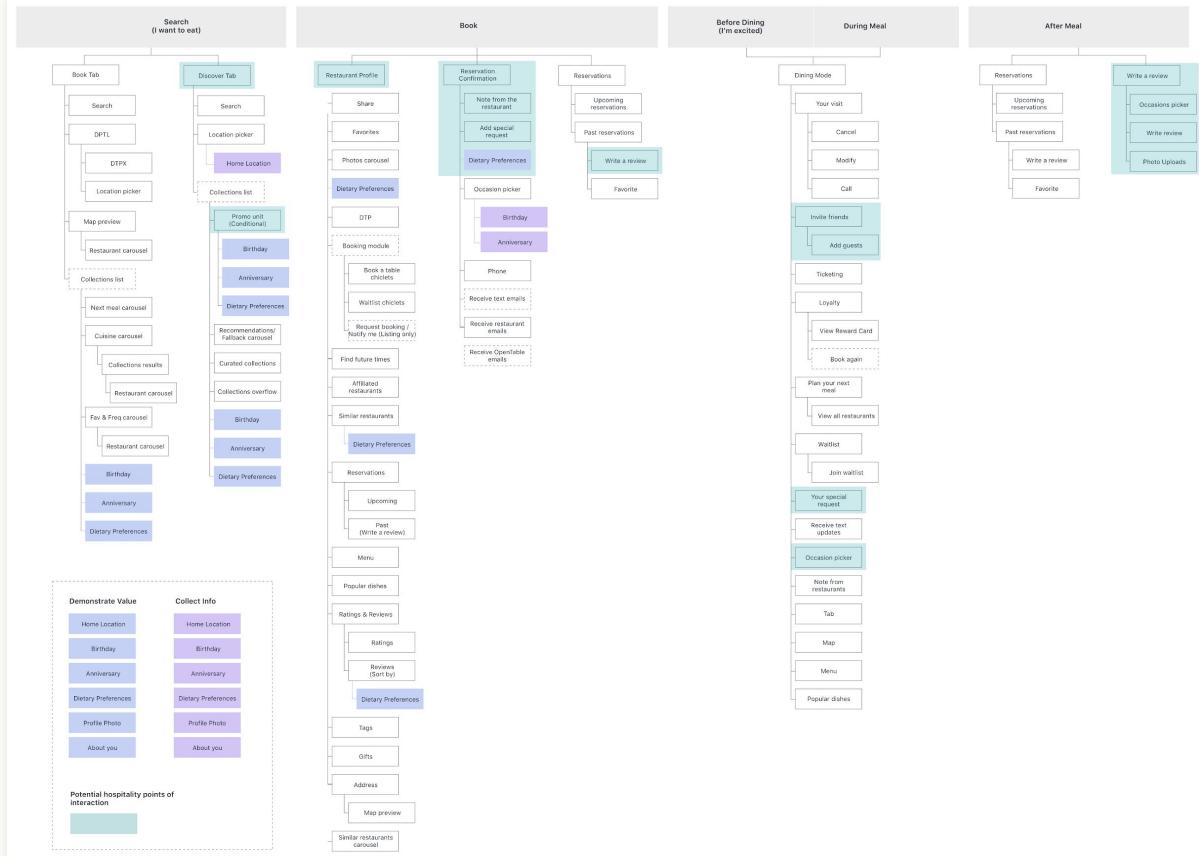
SERVER SCRIPT? "CONGRATS"
"HAPPY ANNIVERSARY!"

IN RESO CONFIRMATION PAGE

IF GC SPECIFIES, CAN WE HAVE BOOKER ADD THEIR OWN SPECIAL NOTE WRITTEN ON PRE-TEMPLATE NOTE

CAN WE BUY FLOWERS OR STUFF?
FREEFORM TEXT TO ASK FOR SPECIAL ARRANGEMENT.
→ INTEGRATION W/ FARM GIRL FLOWERS?

IA evaluation



Design explorations

No trigger

Birthday

Anniversary

Dietary...ferences

User entry points

User Profile

Birthday: Blue sky path

Content strategy

We worked with a product writer closely to consider how content plays an integral role in clearly demonstrating the value and benefit to providing user data. A consistent voice and tone was established, and is now the baseline for how hospitality features are portrayed within the consumer product experience.



Outline

DINER PROFILE – COPY DECK

VALUE PROPS

CURRENT EXPERIENCE

DINING MODE

STEPPER

DINER PROFILE (MVP)

DINER PROFILE (FUTURE)

APPENDIX

COPY NOTES

LISA

LEGAL

SCREEN TAKEOVER

Option 1 (first draft)

LEGAL MESSAGES

STEPPER

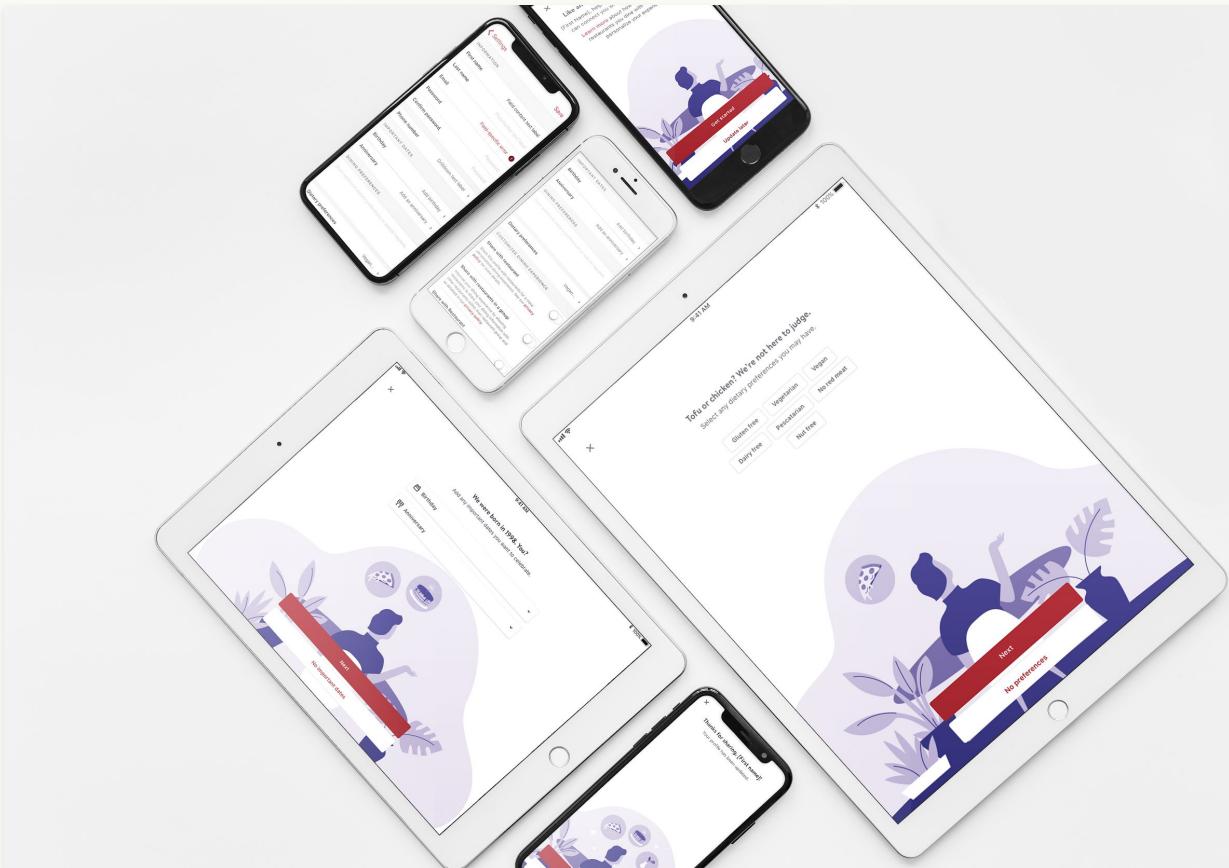
Revised 6/28/18

1. INTRO		PRIVACY POLICY DISCLOSURE	
<p>x</p> <p>Like an onion, you have many layers. Stan, help us get to know you better so we can connect you with the perfect restaurants. Learn more about how OpenTable and the restaurants you dine with use profiles to personalize your experience.</p>  <p>Get started</p> <p>Update later</p>	<p>Headline: Like an onion, you have many layers.</p> <p>Body: Stan, help us get to know you better so we can connect you with the perfect restaurants.</p> <p>Learn more about how OpenTable and the restaurants you visit use profiles to personalize your experience.</p> <p>CTA: Get started CTA: Update later</p>		<p>Headline: Your privacy is important</p> <p>Body: Any information provided will be saved to your profile and used by both OpenTable and the restaurants you visit to personalize your experience, including better restaurant recommendations for you to enjoy. Just be sure to remind your server about any dietary restrictions or allergies at the restaurant.</p> <p>For more information, including information about your choices, see our privacy policy. You can also update your privacy settings anytime in account settings.</p>

2. DIETARY PREFERENCES		3. IMPORTANT DATES	
<p>x</p> <p>Tofu or chicken? We're not here to judge. Select any dietary preferences you may have.</p> <p><input type="checkbox"/> Gluten free <input type="checkbox"/> Vegetarian <input type="checkbox"/> Vegan <input type="checkbox"/> Dairy free <input type="checkbox"/> Pescatarian <input type="checkbox"/> No red meat <input type="checkbox"/> Nut free</p>	<p>Headline: Tofu or chicken? We're not here to judge.</p> <p>Subhead: Select any dietary preferences you may have.</p> <p>CTA 1: Next</p> <p>CTA 2: No preferences</p>	<p>x</p> <p>We were born in 1998. You? Add any important dates you want to celebrate.</p> <p><input type="button"/> Birthday</p> <p><input type="button"/> Anniversary</p>	<p>Headline: We were born in 1998. You?</p> <p>Subhead: Add any important dates you want to celebrate.</p> <p>Dropdown 1: Birthday</p> <p>Dropdown 2: Anniversary</p>

- Keshav Krity 12:08 PM Jun 18 All the details have been added to <https://opentable.atlassian.net/browse/APP-383>. If things change, please kkrity@opentable.com or update the ticket for the developer to notice.
- Unknown 1:13 PM Jun 27 +myue@opentable.com here's the legal "learn more" message.
- Assigned to You Unknown 11:59 AM Jul 10 +myue@opentable.com this was changed Assigned to you
- Assigned to You Unknown 11:59 AM Jul 10 +myue@opentable.com this was also changed Assigned to you

Released designs

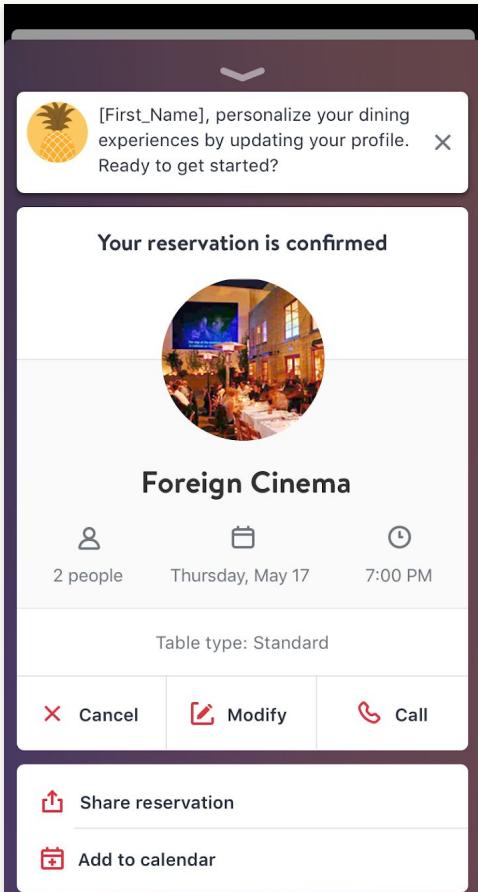


Released designs

We ended up rolling out a first version of this feature in the post booking flow. Along with supporting the principle of “not getting in the way of a user’s intent”, we also wanted to make sure that this would not affect conversion.

Users will be first introduced to the Diner Profile feature in the post booking screen; where they will have the option to enter into a 3-screen stepper module to provide their dining preferences. Once completed, users will also be able to more easily access their account details to edit and manage those same preferences.

Post booking module



A screenshot of a mobile application interface showing various post-booking options and profile updates. At the top, there are two buttons: "Share reservation" and "Add to calendar". Below this is a section titled "Party" with a red person icon and the text: "Invite guests to your reservation so they can RSVP and see the menu!". A "Add guests" button is also present. The next section is titled "Your profile is almost complete! Update now to improve your dining experiences." It features a yellow pinecone icon and a list of completed items: "[City, State]", "Joined [Month + Year]", "Add dietary preferences", and "Add important dates". A "Update my profile" button is located below this section. The final section is titled "Your special requests" with a red arrow icon pointing right, and the text: "Add additional dietary preferences or special requests."

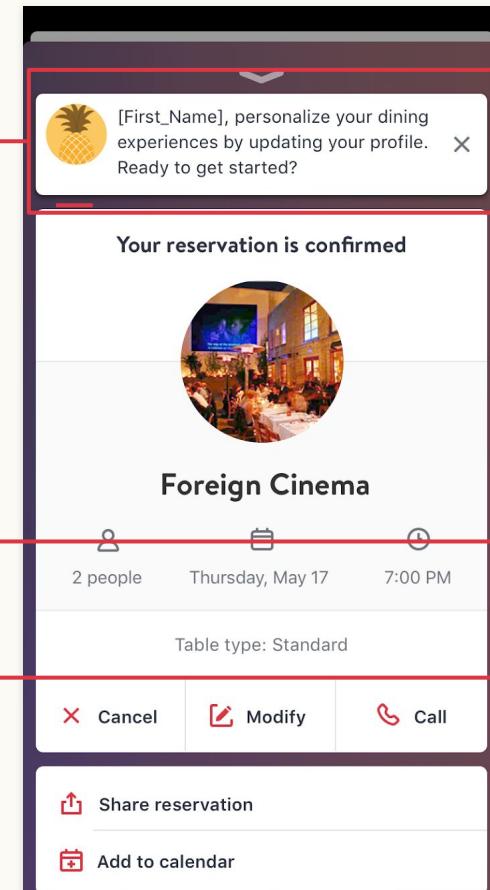
You're a rockstar, [redacted] for keeping your profile up-to-date!



- [redacted] [City, State]
- [redacted] Joined [Month + Year]
- [redacted] Add dietary preferences
- [redacted] Add important dates

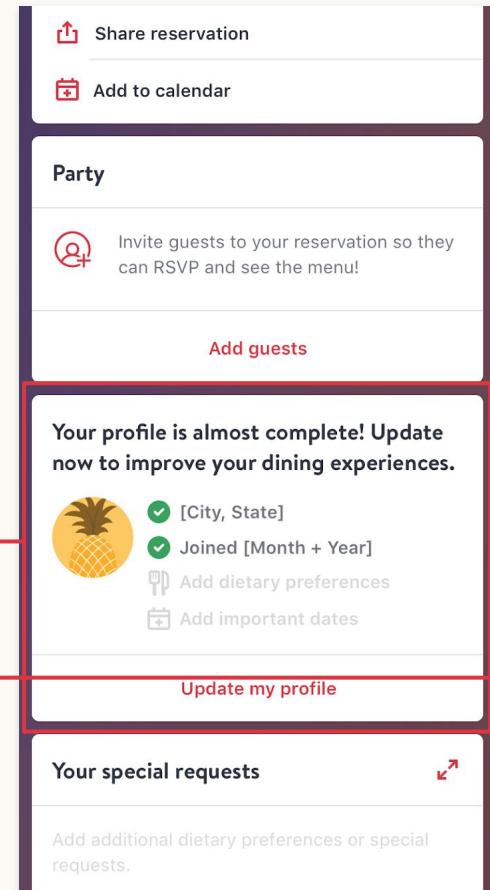
View

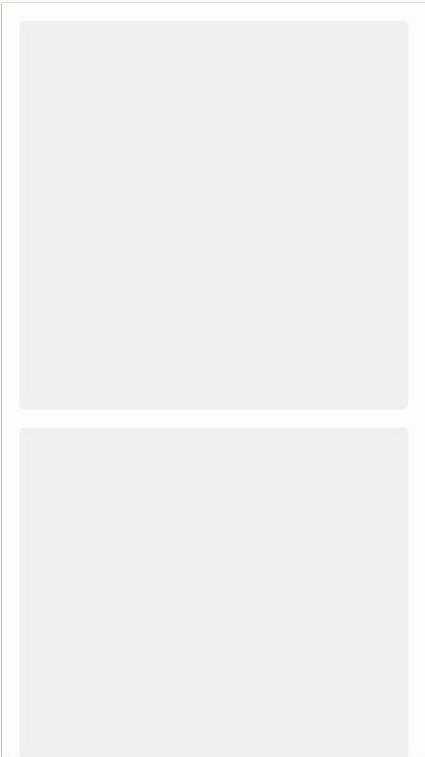
2 entries to module. Top banner appears once, and animates in.



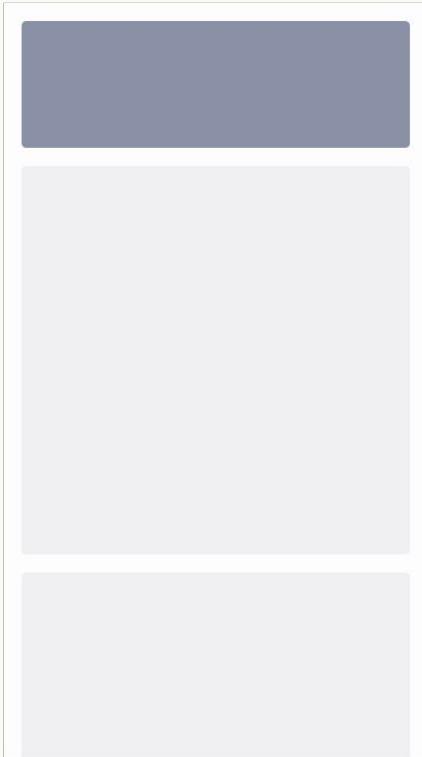
Inline module: persists in post booking module.

Completed inline module:
CTA navigates users into editing collected data within “settings”.

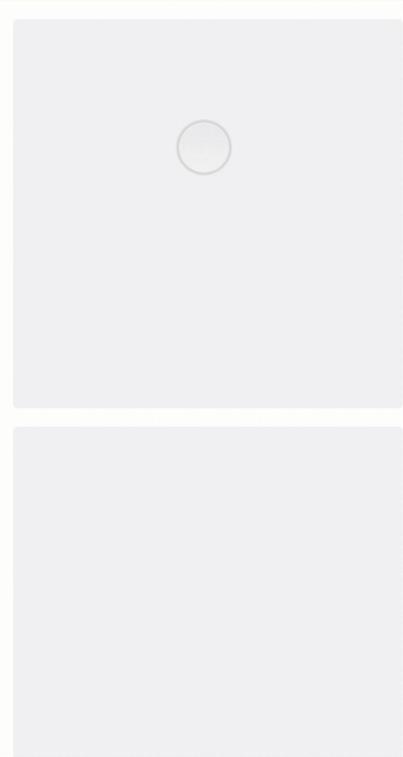




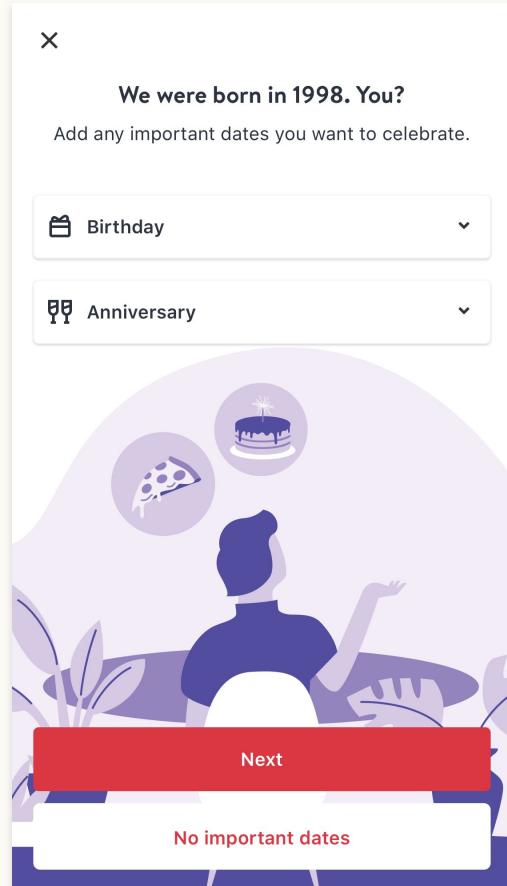
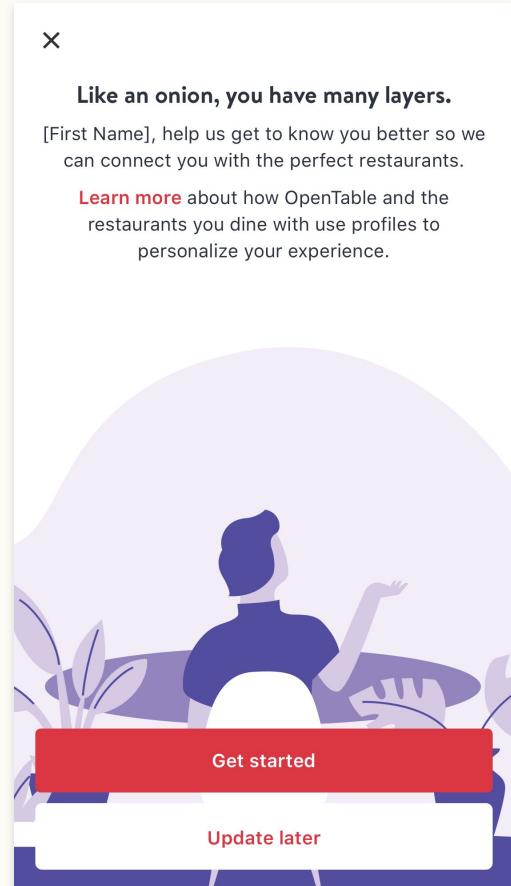
This is the body content.



When the page full loads, this banner
fades in from the center and pushes the
body content down.



Stepper module



Data storage in Profile

Email	Field-specific error 
Password	Password
Confirm password	Password
Phone number	Drilldown text label 
IMPORTANT DATES	
Birthday	Add birthday 
Anniversary	Add an anniversary 
DINING PREFERENCES	
Share additional dietary preferences or special requests.	
Dietary preferences	Vegan... 
CUSTOMIZED DINING EXPERIENCE	
Share with restaurant	<input type="checkbox"/>
Share this profile with restaurants for a more personalized dining experience. See our privacy policy for more details.	

Carrier  1:20 PM 100% 

Birthday [Add birthday](#) 

  [Done](#)

December 17
January 16
February 15
March 14
April 13
May 12
June 11

Data within Guest Center

The screenshot displays a mobile application interface for managing guest reservations and guest profiles.

Top Bar: Shows "Carrier" with signal strength, "11:10 AM", "Thursday, May 24", "Dinner", and battery level at 31%.

Left Column (Reservations): A list of reservations by scheduled time, showing the following details:

Guest Name	Time	Guest Count	Table Number
Larry Pellegrino	5:45 pm	2	22
Keshav Krity	7:00 pm	2	13
Casey Reid	7:00 pm	3	1
Janet Booker	8:00 pm	2	25
Leon Cole	8:45 pm	4	23

Right Column (Guest Profile): Details for Keshav Krity, including:

- Booking status: Booked
- Phone number: (415) 555-5555
- Table recommendation: Table 13 recommended
- Tags: Vegetarian, Regular
- Visit notes: None listed

Bottom Left (Reservations): A partial view of another reservation list:

Guest Name	Time	Guest Count	Table Number
Hubert Deluna	9:00 pm	2	15
Jonathan Bailey	9:30 pm	4	21
Rita Decarlo	9:45 pm	2	13

Bottom Right (Guest Notes): Guest notes for Keshav Krity:

Birthday	May 17
Anniversary	January 28

Research validation

Before the development cycle kicked off, I ran a quick user test (a sample of 10 participants) on the proposed designs to measure user expectations of the feature as well as perceived value.

Research validation

Some general sentiments from users:

- Liked that the stepper module focused on asking one question at a time..
- Commented that the headline and copy was friendly, approachable..
- Understood that OpenTable would take data provided to personalize recommendations
- 3/10 users were confused by the different sharing options with the collected data
- Someone said that it was “quick and easy”
- People were more likely to provide dietary preferences over important dates.

Metrics – Post launch

This feature was launched to 100% of users at the end of July to on the iOS platform. Of the 2.8m diners who viewed this component after making a reservation, 7.34% of those users complete the stepper module.

Access to the editing in the accounts detail page rose from .3% to .6%.

Diner Profile Completion



Aug 15, 2018 - Nov 12, 2018

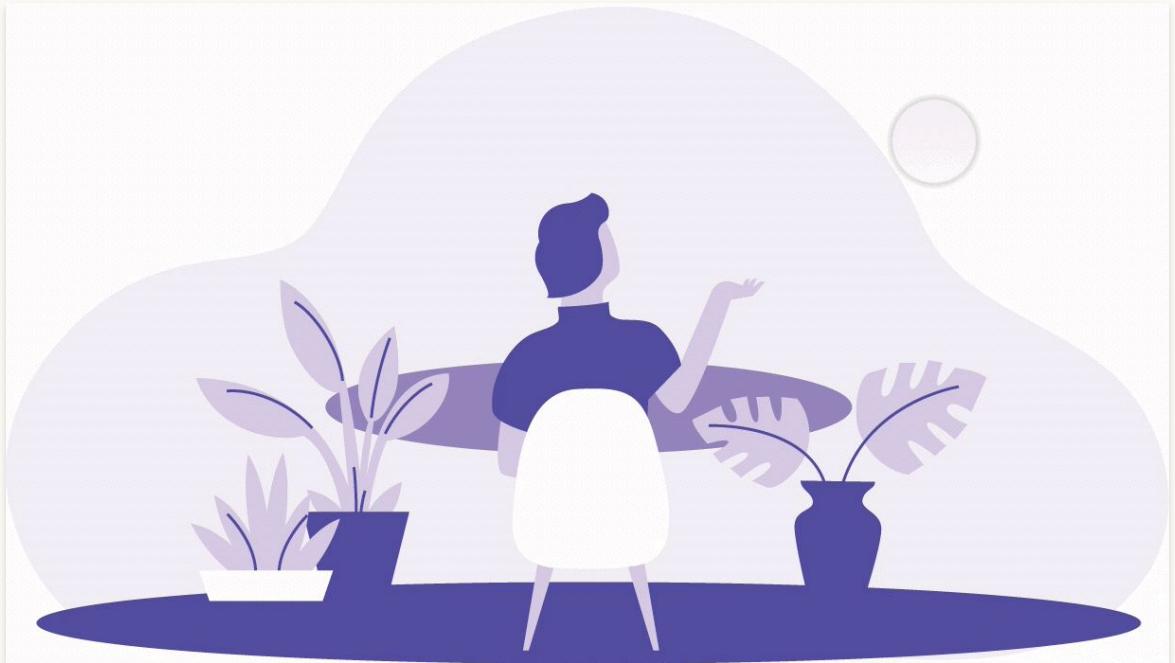
7.34% Completion rate.
15 minutes to complete funnel.



Challenges & Things learned

- There was a drop off (~.7%) in conversion between a user viewing the first intro page of the stepper and answering first question in the module.
 - We will be running a follow up test for the ordering of this first page within that stepper flow.
- Users on average only spend **1 minute 30 seconds** in the app for booking purposes.
 - Further iteration on *where* this appears should be considered.
- Many teams across the organization were involved; which resulted in continual changing timelines, competing priorities, requirements, technical roadblocks, and less time for additional usability testing and validation.
- Due to engineering constraint on development timeline, the user profile piece of the designs were not completed. This made it unclear for users for where to access and edit the collected information.

Delight in app



In product
default avatars

