

# Renkon

Japanese Food  
Eat-in & Takeaway

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# *Project Scenario*

I chose Renkon, to redesign and rebrand, create their responsive web app since they don't have one, and being their loyal customer I know that their quality is above average, and they deserve a better logo, website and user experience.

# *Client Profile*

Renkon is a Japanese Restaurant with Donburi Range and variety from Japanese real healthy meals. Their overall standard qualities of food/environment are high since they supply high quality food. They have 4 restaurants across Auckland, in the City Centre, Parnell, Pitt Street & Takapuna

Renkon offers meals made from traditional Japanese ingredients such as rice, udon, miso, seaweed, soy-saucce along with green tea but tailored to kiwi tastes and way of life.

## *Constraints & Specs*

PDF, or ZIP file for the presentation, Sketch file or UXPin for the Prototype, and a website based on user research could be Mobile, Tablet & Desktop version.

## *Brand Values*

Renkon is proud of their Japanese Donburi Range, which Donburi means literally “bowl”, is a Japanese “rice bowl dish” consisting of fish, meat, vegetables or other ingredients simmered together and served over rice. They are a mixture of street food & cozy expensive restaurant, whichever suits the customers needs.

Quality

Cozy

Fast

Integrity

Safe

# *Problem and Solution*

PDF, or ZIP file for the presentation, Sketch file or UXPin for the Prototype, and a website based on user research could be Mobile, Tablet & Desktop version.

## *User Research*

I've researched the restaurant, clients, social media & website, which I planned a few things I could tweak, so first I've started asking the users about the place, interviewed the employees & got some survey answers from my classmates.

From the users perspective I've noticed quite few changes that had to be done in order to have a better user experience, and from the feedback I've got I've made some changes on the Typography style, CTA buttons to be more noticeable since the users will click only a few buttons when they are in a hurry.

# *SWOT Analysis*

## *Strengths*

Great cookers, quality food. Fast service, experienced staff & honest. Always respectable towards the customers.

## *Weakness*

Small shop in comparison with customers request, only one line of people to order the food & not so much space available for eat-in.

## *Opportunities*

Since they have large gaps which can be filled into digital perspective, the opportunities to grow & expand their market is large.

## *Threats*

Threats could be the existing Japanese fast food to create their own ordering app which would cause competition & then need to rethink a new strategy to stand out from the rest.

# Lean Personas



Tim Murray

26 years old

Works in Sales

Lives in City Centre

## Needs & Goals

Time! Needs to manage time more efficiently

Eat something fast & tasty

Not wait in line since his break is short

Less parking tickets

## Behaviors

Lives with flatmates

Enjoys eating but not cooking

Always busy working or studying

Buys takeaway at least once a day

Frequently feels that “he forgot something”

# Lean Personas



Marina Roberts

31 years old

Unemployed

Pregnant

Lives in Remuera

## Needs & Goals

Needs something healthy and fast

Food has to have lots of protein & vitamins

Needs someone to always be there, not being alone

Needs to exercise everyday

## Behaviors

Lives with husband, but has lots of fights

Doesn't cook often, takeaway 3+ times a week

Runs every morning

Gluten & lactose free

# Interview

**Renkon**  
Japanese Food  
Eat-in & Takeaway

Q: Hi, what's your name and how long you've been working here?

Hi I'm Ana and I've worked here for 3 years now.

Q. How do you receive orders?

We receive orders only on phone or in store.

Q. Do you think it would be easier for Renkon to receive orders by ordering online?

It would be great! We usually waste time on the phone by receiving orders and when it's noisy it's hard to hear them.

Q: How much time do you usually spend on the phone receiving the orders?

We spend quite a lot of time, but it's not only about time but the energy and it's annoying when you can't hear customers when they are in different locations e.g on the bus etc.

Q: Thank you for your time I have a last question, which meal is the ordered the most?

Teriyaki, is the most common here, thank you!

# Competitors

## MAD SAMURAI

Mad Samurai is a collaboration between two Japanese restaurateurs and two New Zealanders.

Mad Samurai Wagyu is farmed in the Canterbury plains using traditional Japanese methods (Fed on Grain Soy etc) perfected over 100's of years to produce.



GION JAPANESE RESTAURANT

Gion Japanese Restaurant , The restaurant's interior is decorated with touches of traditional Japanese elements creating a relaxing and warm environment. They also have private rooms that can sit up to 24 people.

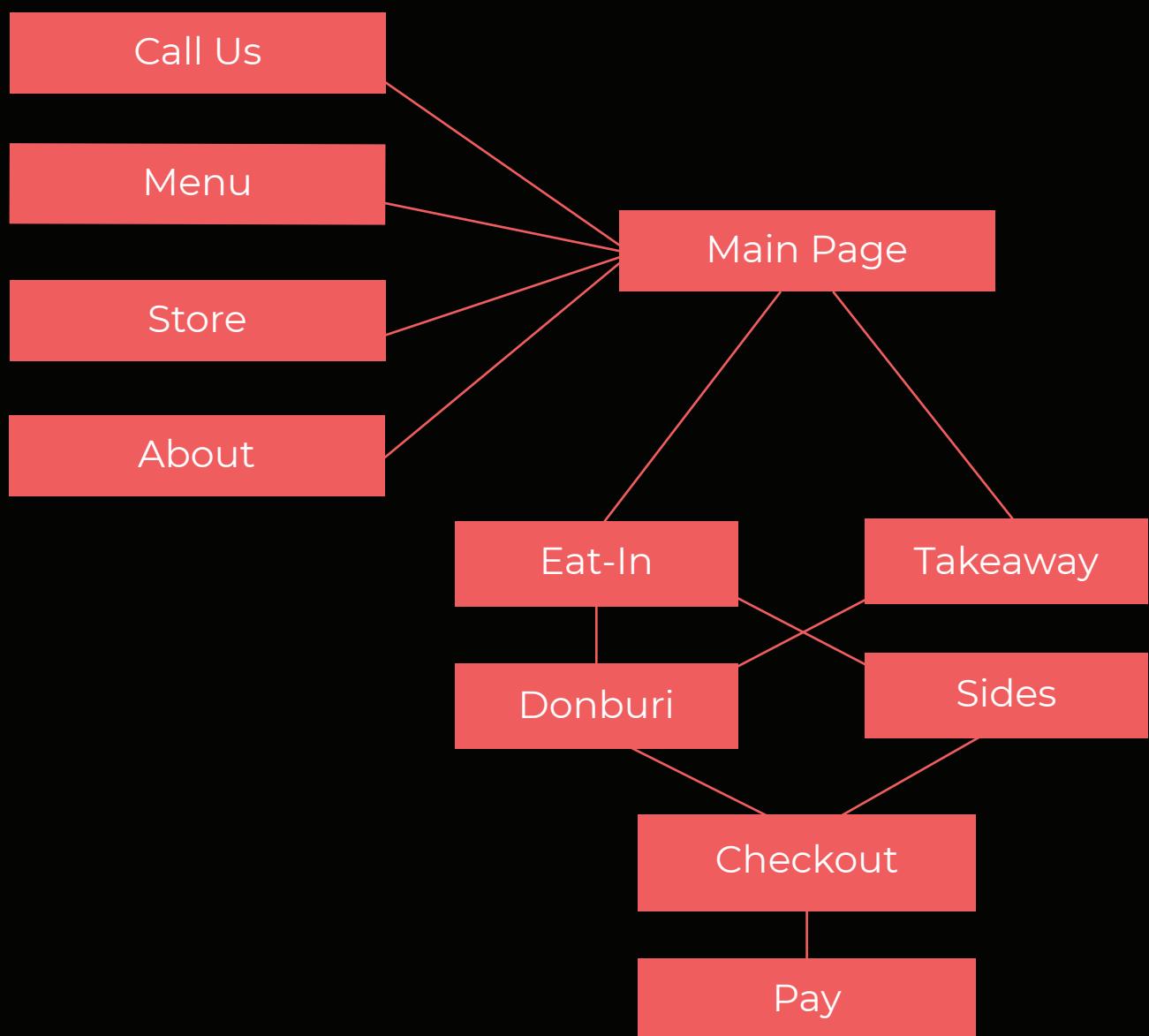


ASAKUSA

Asakusa is a restaurant in the Remuera area, loved and known by the locals for its authentic Japanese food.



# Information Architecture Flowchart



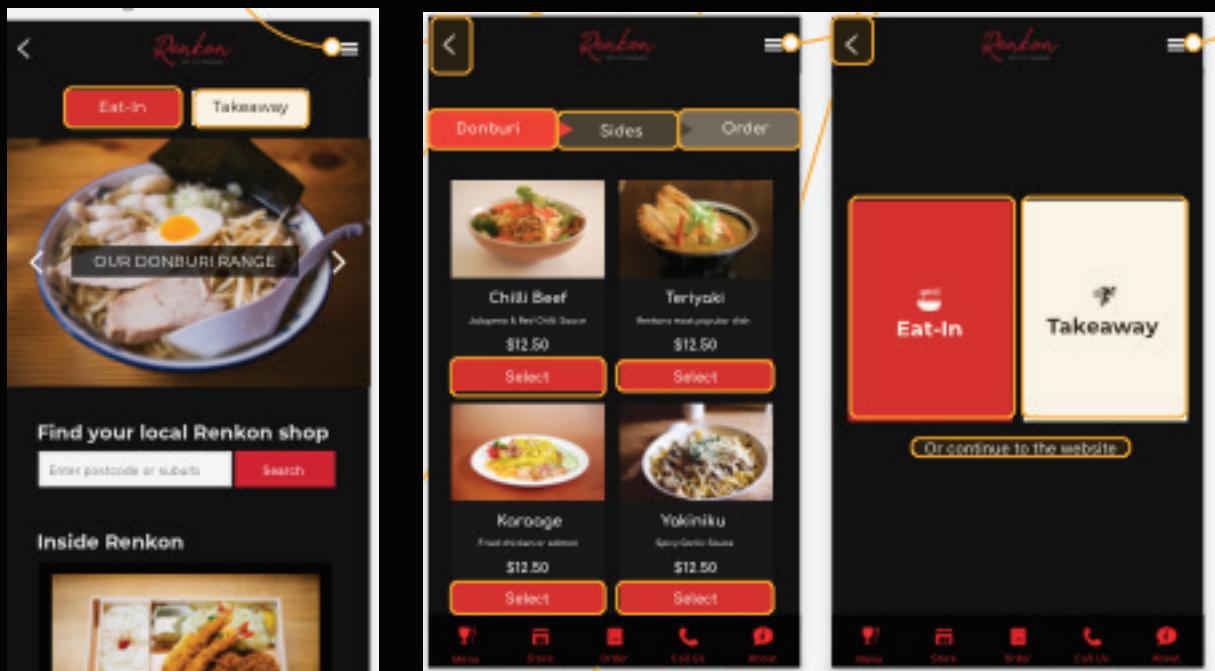
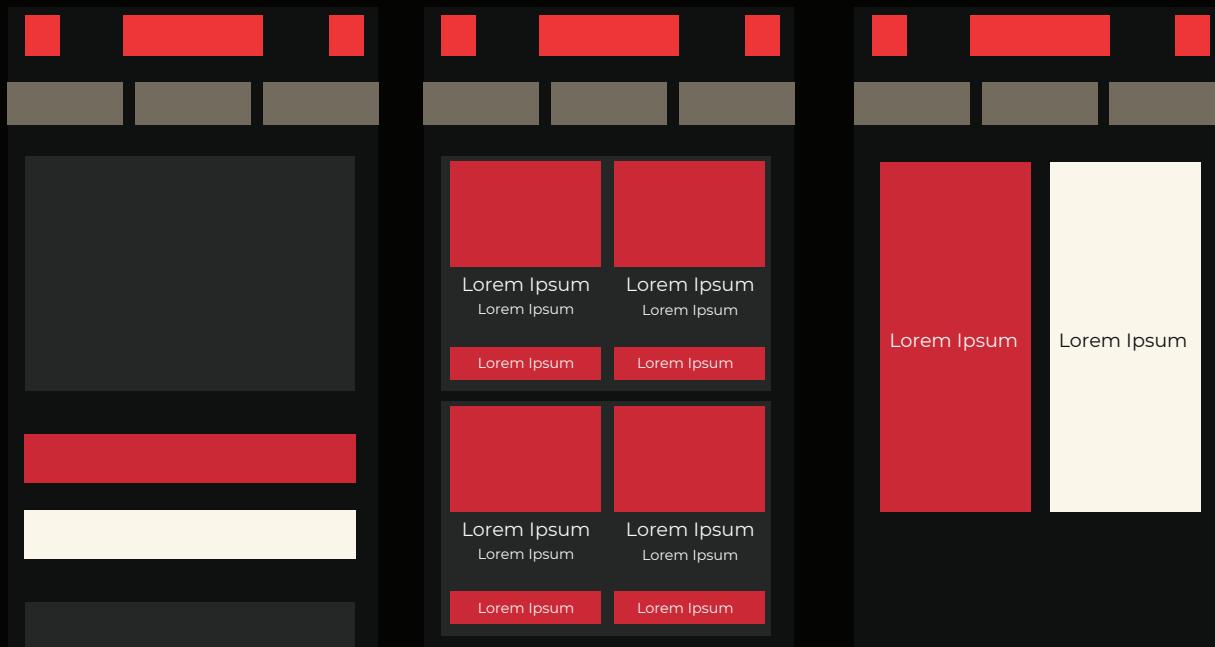
# Moodboard

**Renkon**  
Japanese Food  
Eat-in & Takeaway



# Wireframe & Prototyping

<https://sketch.cloud/s/jrzG7sum>



# Project Timeline

[https://docs.google.com/spreadsheets/d/1P7hqSubViPIHxv1TjaYLkzMSte\\_mx0vh\\_JT5L3SJZ8A/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1P7hqSubViPIHxv1TjaYLkzMSte_mx0vh_JT5L3SJZ8A/edit?usp=sharing)

# Research Progress

<https://trello.com/b/KULi1b3y/erinds-board>

**To Do**

- Hand in
- Presentation
- + Add another card

**Doing**

- Treaty of Waitangi
- + Add another card

**Design**

- + Add a card

**Coding**

- Coding
- User Testing & Feedback
- Coding Changes
- + Add another card

**Done**

- Start using SASS (compile from sass to css, at least 1 mixin, variable & nesting)
- Start using a CSS Methodology (SMACCS or BEM)
- Fix prototype first
- Task 1: Create listing and add about the website. (Testing, User Personas)
  - On the website were we can see the website address and person to "Thinking Local Person"
- Task 2: Enter. In what context browsing the website? (User Personas)
  - In the same website, go to home page
  - Find a menu item that can be used with the information
  - Model Offspring DNA
  - Find a menu item that can be used with the information
- Task 3: In the user system finding required information in every?
  - Find any relevant menu items
  - Find a menu item that can be used with the information
  - Find a menu item that can be used with the information
  - Find a menu item that can be used with the information
- Task 4: Create identifying and serving features.
  - Use the search engine to find the website that get three information
    - Model Person
    - Model Offspring
- Task 5: Create Product options, Images and the shopping cart.
  - Find any other core site
  - Find a menu item that can be used with the information
  - Check the main purpose of the site and try to maximize it
  - Check the main purpose of the site and try to maximize it
  - Add to my shopping cart
  - Check the main purpose of the site and try to maximize it
  - Check the main purpose of the site and try to maximize it
- Task 6: Create Interview and participation.
  - Find any product on the site
  - Find a menu item that can be used with the information
  - Find a menu item that can be used with the information
  - Find a menu item that can be used with the information
- Task 7: Sketch Mockups

experience!

researchers selected independent items to perform all the user steps and

Make User Testing STEPS - Class to test my prototype

1

List style type

Interview Renkon Customers - Google Survey

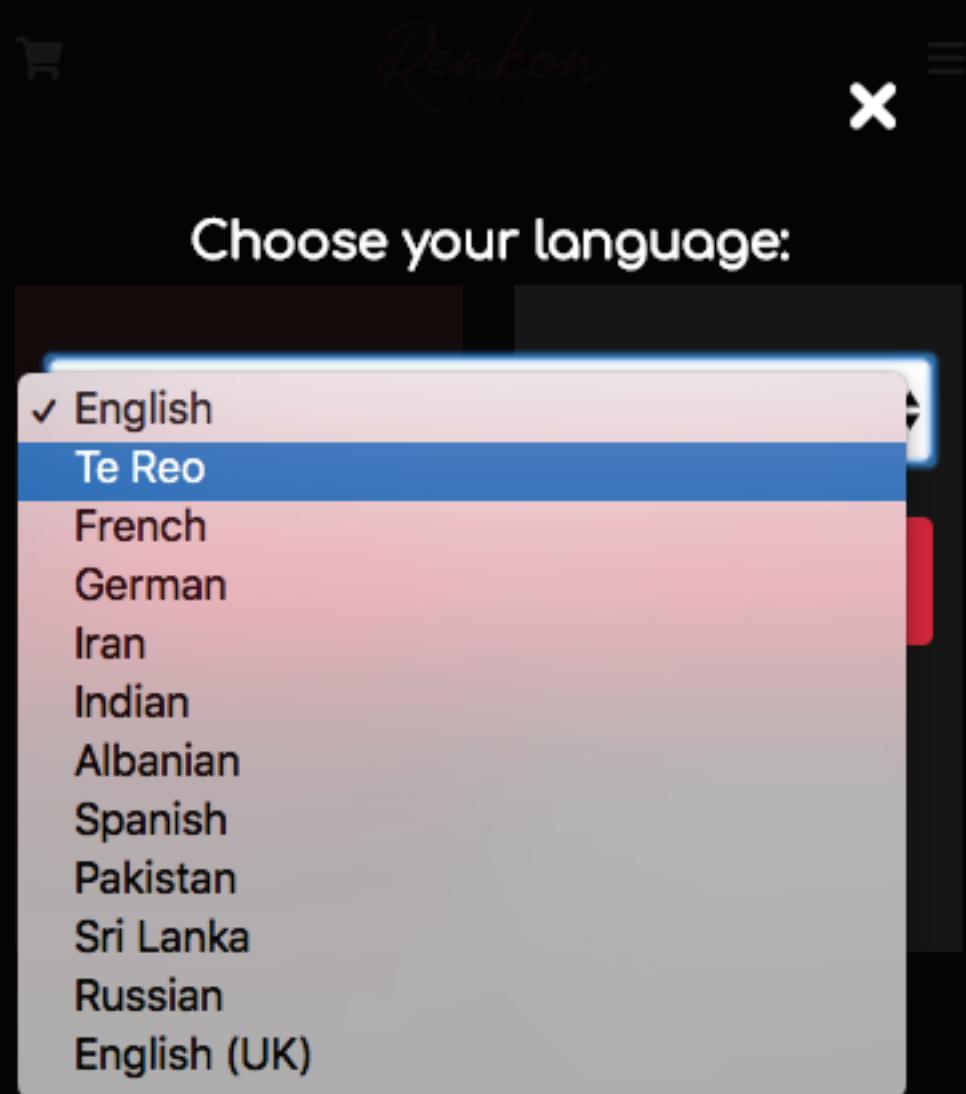
User Testing & Feedback

Sketch Mockups

+ Add another card

# Treaty of Waitangi

Main page will ask for language input



# Treaty of Waitangi

Google has the option to translate your website into 100 different languages:

Make your website instantly available in 100+ languages

Add the power of Google Translate's automatic translations to your website! The free Website Translator plugin expands your global reach quickly and easily.



[Add to your website now](#)

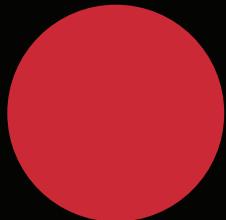
[Click Here](#) to access and download previous customized translations.

Since New Zealand has approximately 600,000 Māori people and they are the second largest ethnic group in New Zealand, would help them to navigate through the website, even though Renkon is more Japanese oriented, could have customers from all backgrounds.

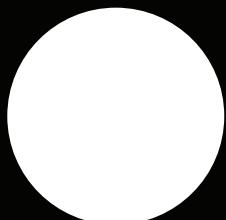
# Rebranding

I've chose to rebrand Renkon because their current brand seems outdated for this digital age, which their website is not responsive and the prices are missing on the menu, so I've thought that even though creating the website & food ordering app would be great, a new retouch of their brand would benefit all of us.

## Colour Scheme



#C92B36



#FFF

# *Typography*

Comfortaa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

---

*Kaushan Script*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

# Kaushan Script



# Renkon

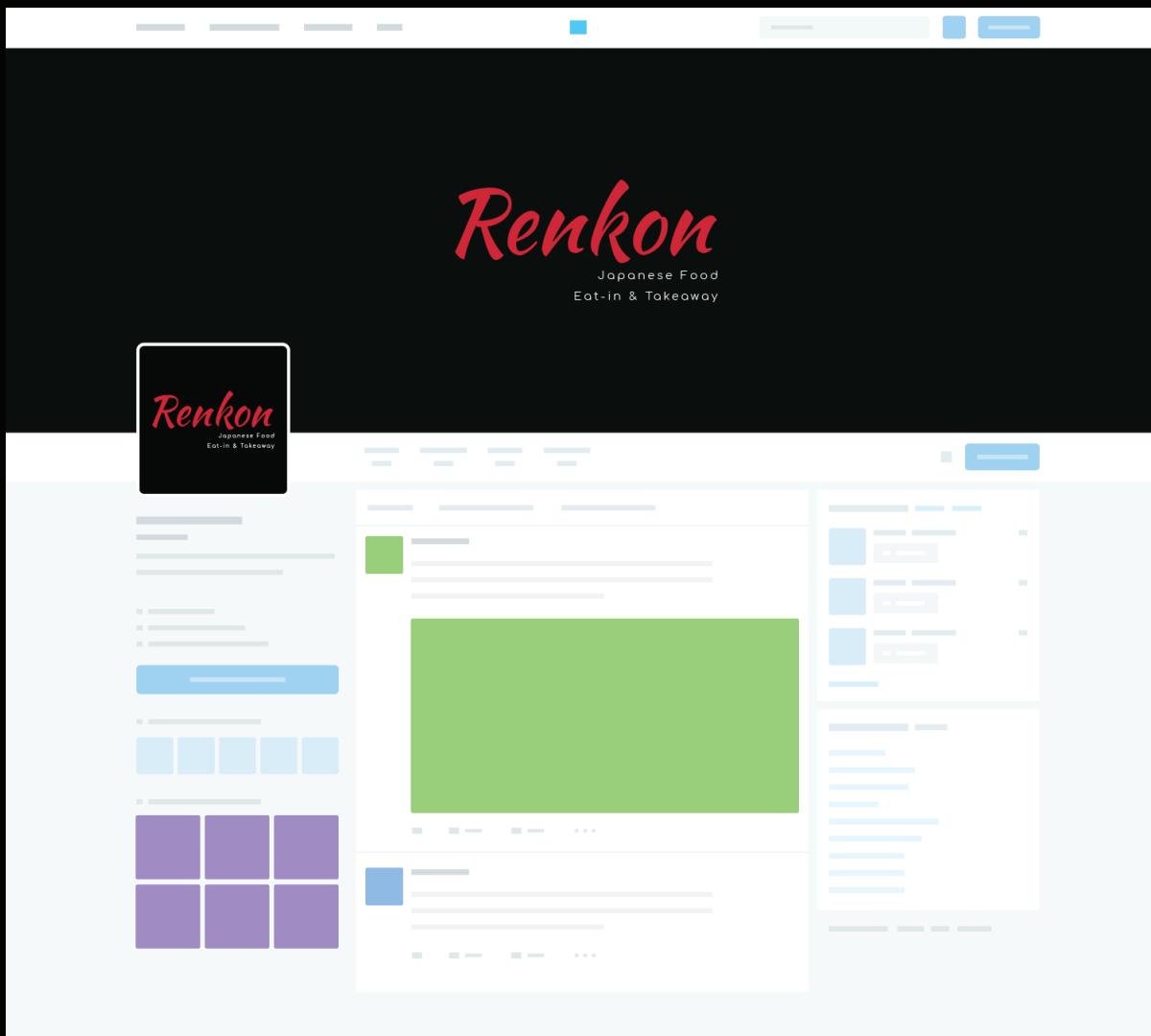
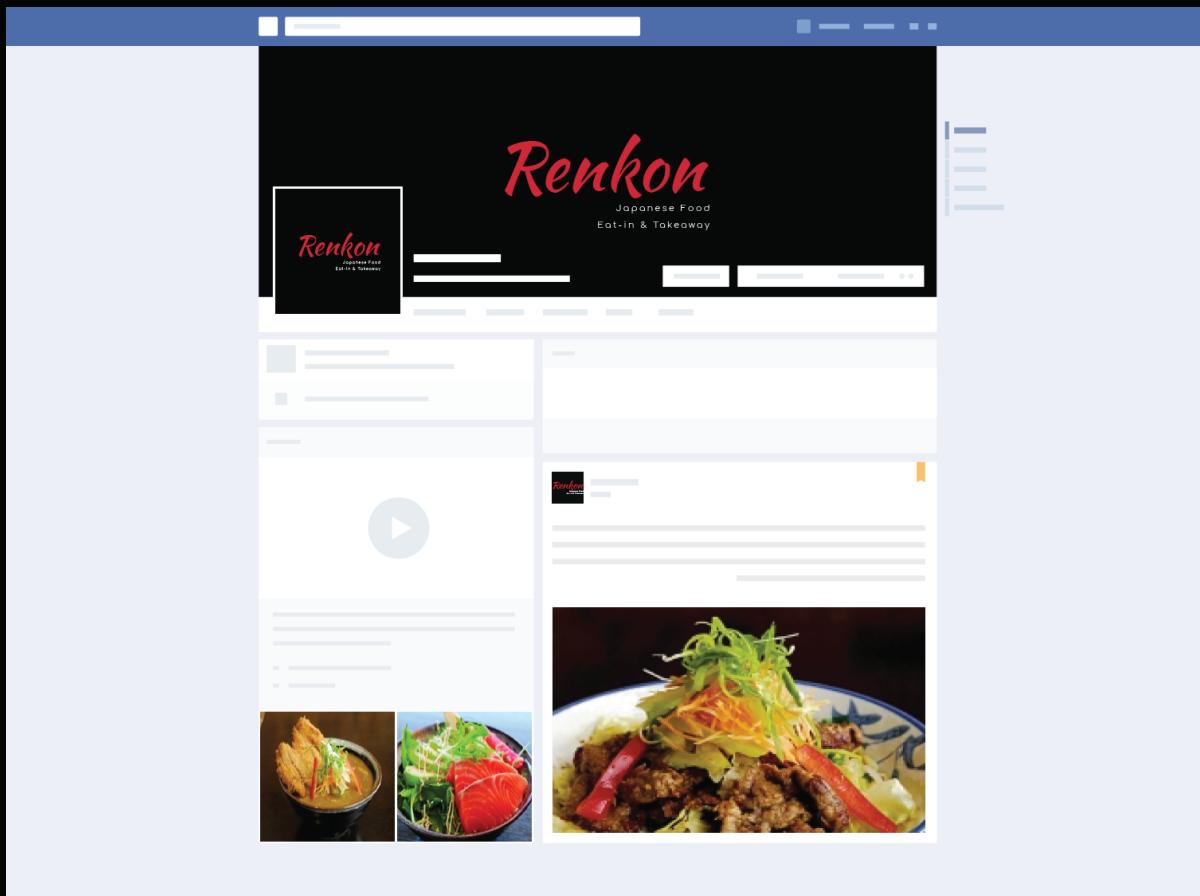
Japanese Food  
Eat-in & Takeaway



# Comfortaa



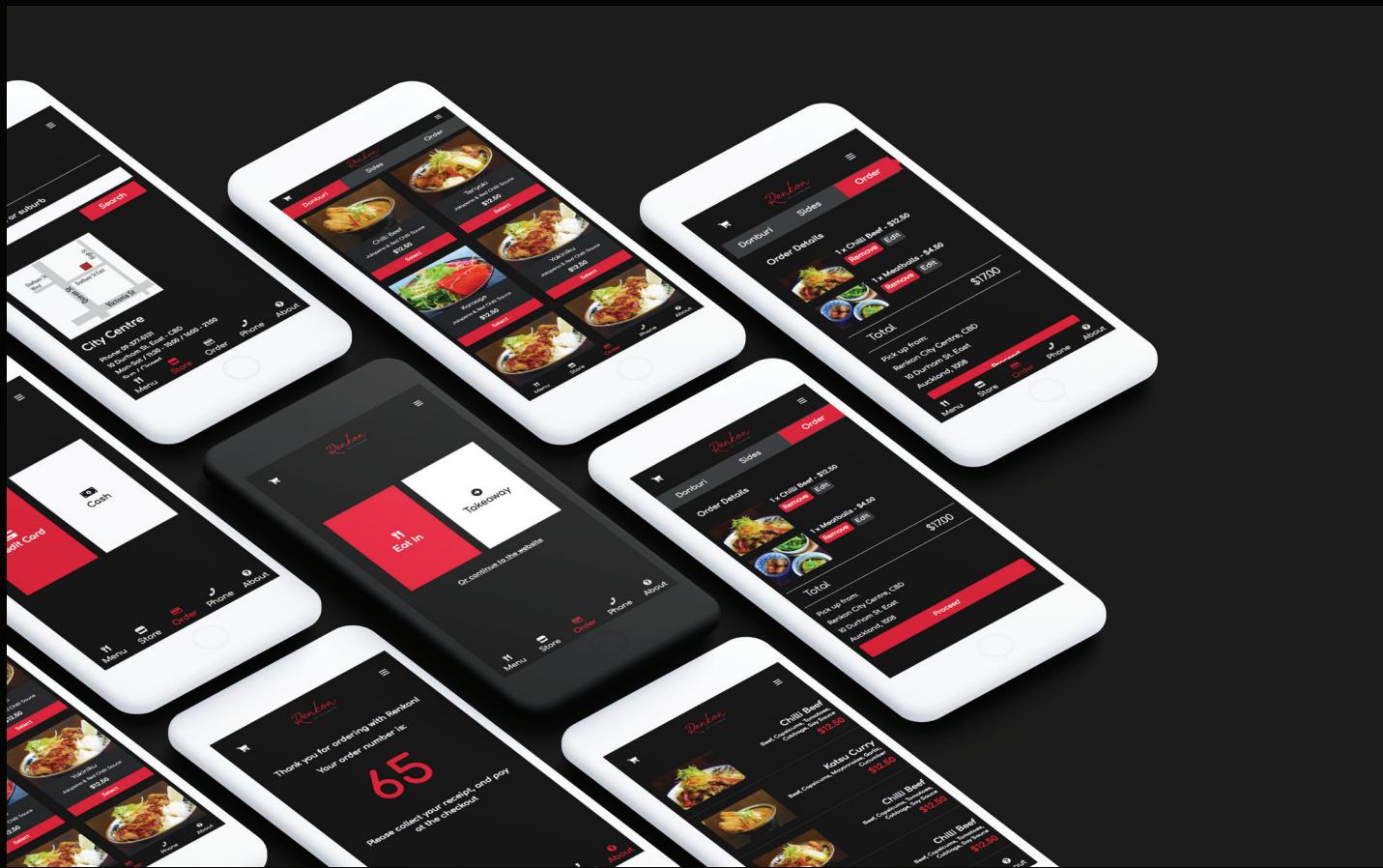
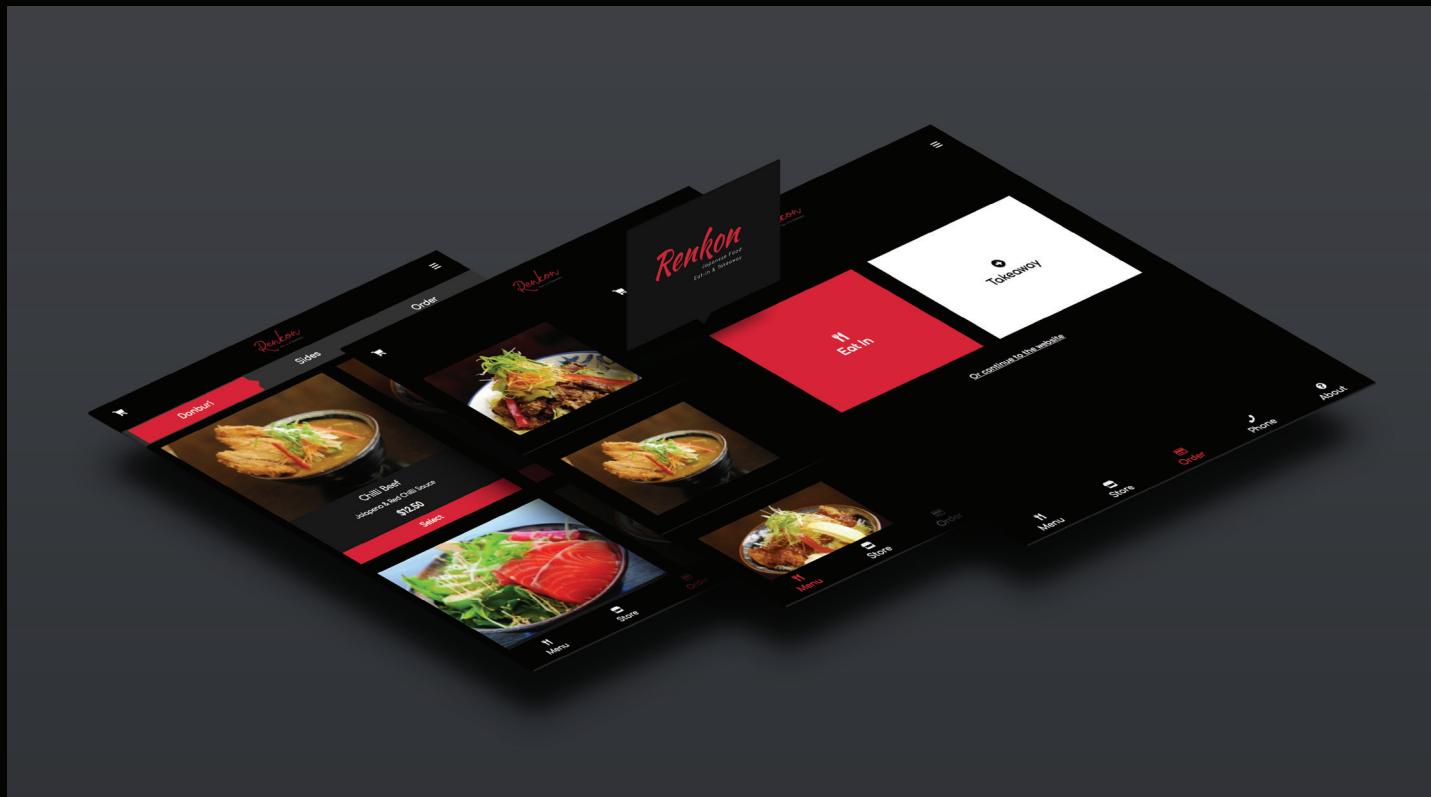




# *Our Promise*

JAPANESE  
DONBURI RANGE  
AND VARIETY  
FROM JAPANESE  
REAL HEALTHY  
MEALS.

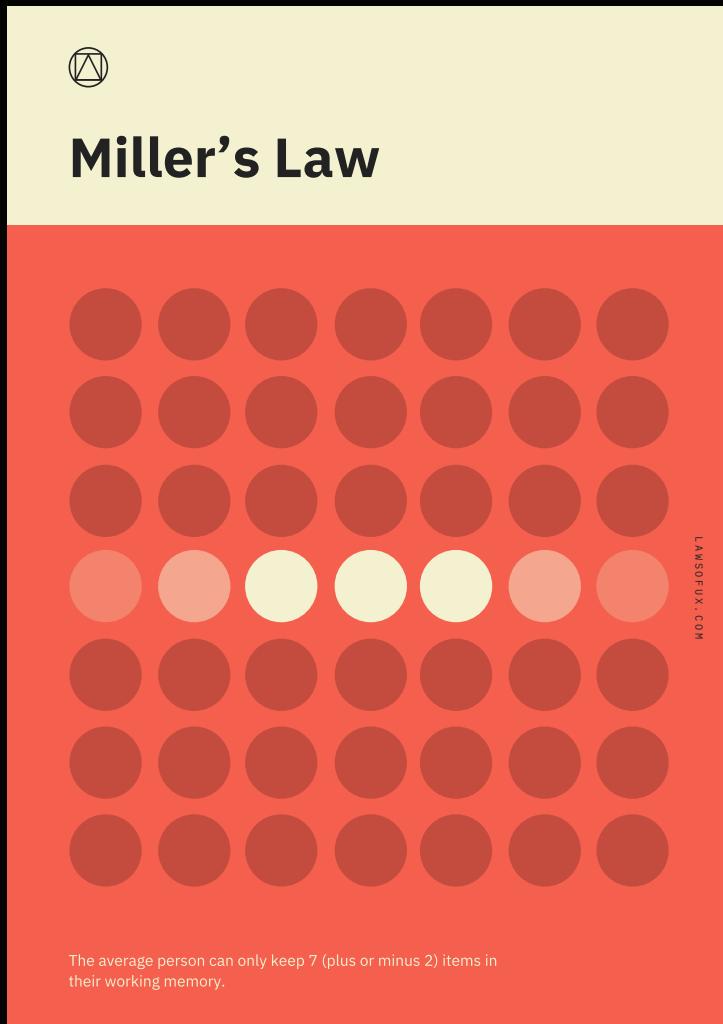
*Renkon*  
Japanese Food  
Eat-in & Takeaway



# UX Laws

The average person can only keep 7 (plus or minus 2) items in their working memory - Miller's Law.

Home page of Renkon contains 6-8 items per page which allows the users to navigate smoothly and choose more easily their food.



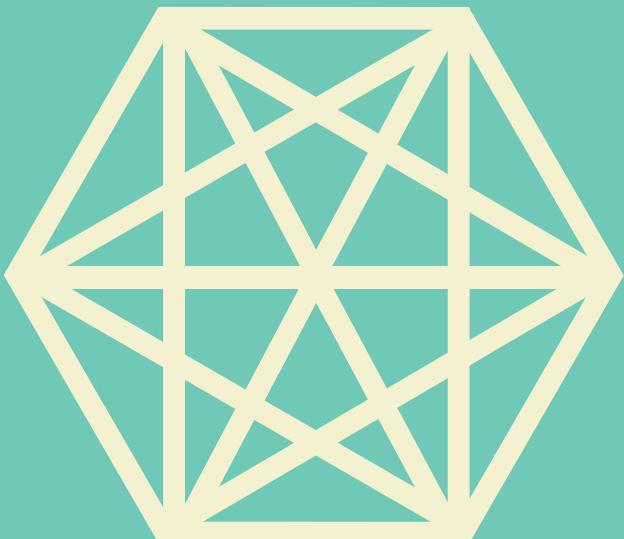
The screenshot shows the Renkon mobile application interface. At the top, there is a navigation bar with a shopping cart icon, the brand name "Renkon" with the subtitle "Eat-in & Takeaway", and a menu icon. Below the navigation bar, there are three main categories: "Donburi", "Sides", and "Order". The "Donburi" category is currently selected. The main content area displays four food items in a grid:

- Chilli Beef** (Jalapeno & Red Chilli Sauce) - \$12.50: Includes an image of a bowl of beef donburi with red chili sauce, and a "Select" button below it.
- Teriyaki** (Jalapeno & Red Chilli Sauce) - \$12.50: Includes an image of a bowl of teriyaki chicken donburi, and a "Select" button below it.
- Karaage** (Jalapeno & Red Chilli Sauce) - \$12.50: Includes an image of a bowl of fried chicken (karaage) with red chili sauce, and a "Select" button below it.
- Yakiniku** (Jalapeno & Red Chilli Sauce) - \$12.50: Includes an image of a bowl of grilled meat (yakiniku) with red chili sauce, and a "Select" button below it.

At the bottom of the screen, there are several small icons: a magnifying glass for search, a menu icon, a store icon, an order icon, a phone icon, and an about icon. A URL "127.0.0.1:5500/type.html" is visible at the very bottom.

# UX Laws

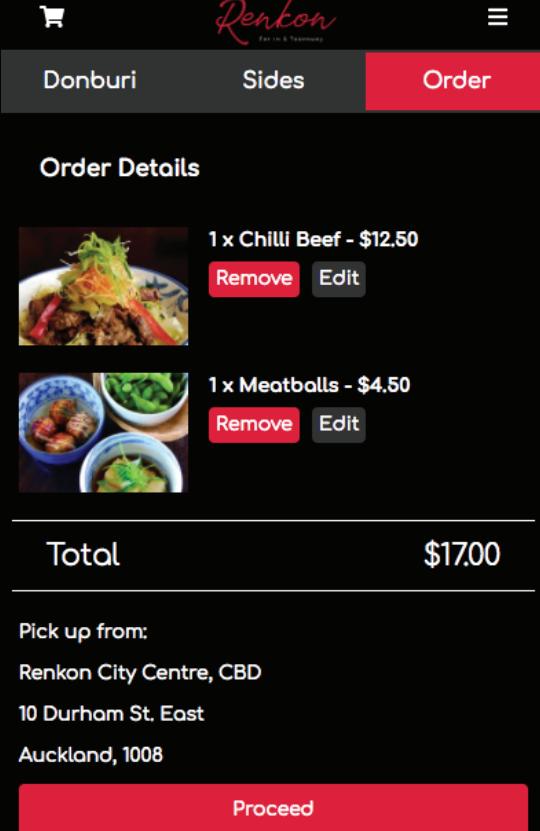
Tesler's Law, also known as The Law of Conservation of Complexity, states that for any system there is a certain amount of complexity which cannot be reduced. The payment process cannot be reduced, but can be easier to interact with e.g (Eat-in, Takeaway).



**Tesler's Law**

LAWSOFX.COM

Tesler's Law, also known as The Law of Conservation of Complexity, states that for any system there is a certain amount of complexity which cannot be reduced.



Donburi      Sides      Order

Order Details

1 x Chilli Beef - \$12.50  
[Remove](#) [Edit](#)

1 x Meatballs - \$4.50  
[Remove](#) [Edit](#)

---

Total \$17.00

Pick up from:  
 Renkon City Centre, CBD  
 10 Durham St. East  
 Auckland, 1008

**Proceed**

Menu      Store      Order      Phone      About

# User Testing

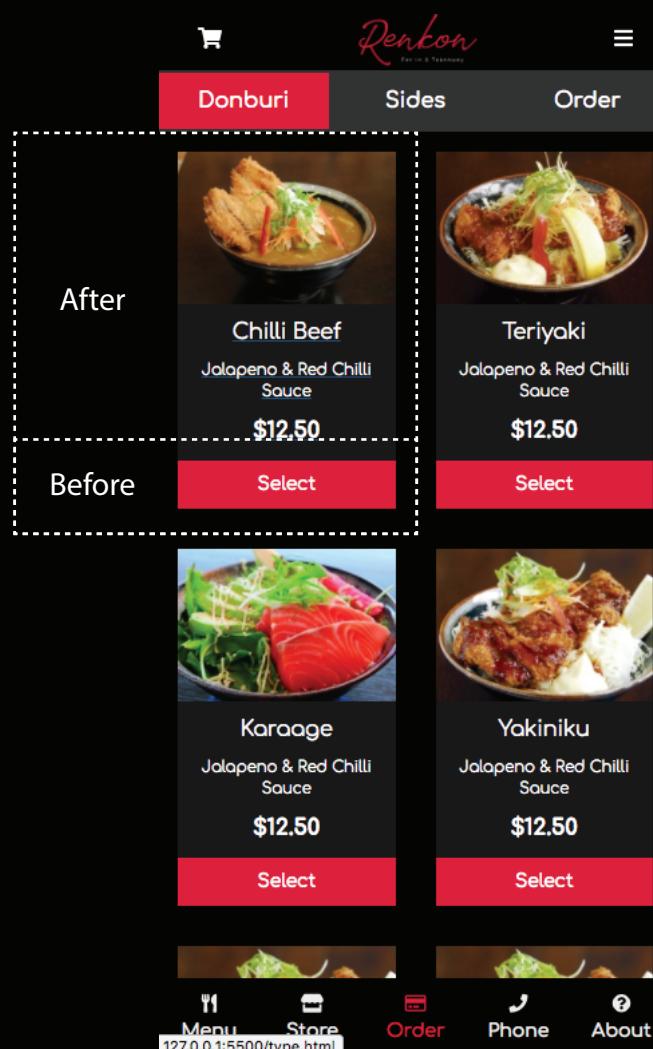
- 1.Place an order
- 2.Read the about section
- 3.When you ordered, go back and change your order
- 4.Check the nutrition
- 5.Call them
- 6.Remove an item from order
- 7.Check the menu

*Link for mp4*

<https://streamable.com/t9ltf>

# User Testing

From the user testing, I've noticed that users expect to click the image, and moves to the next page without having to click the button so I've made the whole section clickable which will redirect to the other page.



# User Testing

The textarea text was typing in white, found lots of bugs along the way doing user testing.

Card Number

Card number

Name on Card

Name on card

Exp. Date      CVC

MM/YY      CVC

Any comments?

Pay (secured)

# User testing & Feedback

Feedback from Jason at Yoobee (Head of Faculty) on Sketch  
10 hours ago

- Bottom menu icons have inconsistent weights (thin vs. thick)
- Some plate photos are zoomed in and others far away (inconsistency)
- On landing page - some elements are left aligned and others centered (consistency)
- On landing page - some headings and CTA buttons and images seem too close together, and no hierarchy (is the button grouped with the heading or image?)
- Confirmation Page - consider more hierarchy eg. making important statement bold, or include user's name etc

## Before



## After



Before

**New Donburi Plate,  
Chicken Teriyaki &  
Oyster Sauce!**

Order now



After



**New Donburi Plate,  
Chicken Teriyaki &  
Oyster Sauce!**

Order now

If you have a special diet e.g Gluten Free, would you like to type it on that "Allergies" section while ordering or at the end of the order?

3 responses

I would like to see what allergies that are in the meal contains, rather than adding my own

I think having some text that says 'Special Requirements?' and when you click it a form field slides open for them to enter text in might be nice

definately

# Before

Type:  
Chicken

Current Sauce:  
Teriyaki

Allergies

QTY:  
1 ADD TO ORDER

```
graph TD; A[Type: Chicken] --> B[Current Sauce: Teriyaki]; B --> C[Allergies]; C --> D[QTY: 1 ADD TO ORDER]
```

# After

Type:  
Chicken

Current Sauce:  
Teriyaki

QTY:  
1 ADD TO ORDER

[View Nutritional information](#)

[View our allergen and additive information](#)

```
graph TD; A[Type: Chicken] --> B[Current Sauce: Teriyaki]; B --> C[QTY: 1 ADD TO ORDER]; C --- D[View Nutritional information]; C --- E[View our allergen and additive information]
```

# Consistency of the images

Before

Renkon Eat-in & Takeaway

Donburi Sides Order

**Chilli Beef**  
Jalapeno & Red Chilli Sauce  
\$12.50 Select

**Teriyaki**  
Renkon's most popular dish  
\$12.50 Select

**Karaage**  
Fried chicken or salmon  
\$12.50 Select

**Yakiniku**  
Spicy Garlic Sauce  
\$12.50 Select

Menu Store Order Call Us About

After

Renkon Eat-in & Takeaway

Donburi Sides Order

**Chilli Beef**  
Jalapeno & Red Chilli Sauce  
\$12.50 Select

**Teriyaki**  
Renkon's most popular dish  
\$12.50 Select

**Karaage**  
Fried chicken or salmon  
\$12.50 Select

**Yakiniku**  
Spicy Garlic Sauce  
\$12.50 Select

Menu Store Order Call Us About

Optional: Type your name, and I'll add your name on my project that you helped me out, cheers!

2 responses

Gareth

JULES ODEA

Was any button/page confusing? If so, which was it?

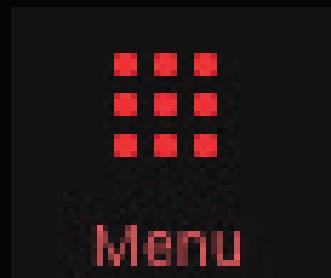
3 responses

the menu button (maybe a food icon instead)

Maybe allergies field could be hidden, and revealed if the user taps YES to it? Also, some of the large red call-to-action buttons might look nice if they were centered vs. left aligned? Black form fields on payment page is inconsistent with white ones from prev. pages - consider making them all the same style? Consider help icon and text next to SVC field and research SVC naming in NZ and 'ecommerce forms best practice'

no looks really good so far!

Before



After



# Before

A wireframe diagram illustrating the user flow for placing an order. The process starts with the user selecting 'Sides' from a horizontal navigation bar. This selection triggers a curved arrow that points to the 'Any comments?' input field. From there, another curved arrow points to the 'Pay' button at the bottom of the screen. The navigation bar also includes 'Donburi' (selected), 'Order', and other menu items.

Renkon  
Donburi & Takeaway

Donburi Sides Order

Card Number

Name on Card

Exp. SVC

Any comments?

Pay

Menu Store Order Call Us About

# After

A wireframe diagram illustrating the user flow for placing an order. The process starts with the user entering their credit card information. This includes the 'Credit Card Number', 'Name on Card', 'Exp.' (MM/YY), and 'CVC'. A curved arrow from the 'Any comments?' field points to the 'Pay' button at the bottom. The navigation bar includes 'Donburi' (selected), 'Sides', 'Order', and other menu items.

Renkon  
Donburi & Takeaway

Donburi Sides Order

Credit Card Number

Name on Card

Name on card

Exp. CVC

MM/YY CVC

Any comments?

Type a comment here..

Pay

Menu Store Order Call Us About

# Coding with SASS

## Mixins

```
@mixin button-red() {  
  background-color:$primary-color;  
  padding:15px;  
}  
}
```

```
.select-button {  
  @include button-red();  
  border:none;  
  color:#white;  
  width:80%;  
}  
}
```

## Variables

```
// VARS  
$font-stack: 'Comfortaa' Helvetica;  
$tertiary-color:#ebebeb;  
$radius: 5px;  
$tertiary-color: #ebebeb;  
$radius: 5px;  
$tablet-width: 768px;  
$desktop-width: 1024px;  
$wide-desktop-width:1350px;
```

```
button {  
  background-color:$primary-color;  
  border:none;  
  padding:10px;  
  width:60%;  
  height:40px;  
  margin-top:10px;  
}  
}
```

# Nesting

```
.inside-renkon-container {  
    width:90%;  
    margin:0 auto;  
    background-color: #131313;  
    text-align:center;  
    color: white;  
    img {  
        width:90%;  
        padding:5% 0% 5% 0%;  
    }  
    h3 {  
        width:80%;  
        margin:0 auto;  
        line-height:40px;  
    }  
    button {  
        background-color:$primary-color;  
        border:none;  
        padding:10px;  
        width:60%;  
        height:40px;  
        margin-top:10px;  
    }  
}
```

# Partial

```
/* ======  
 GLOBAL  
 ===== */  
@import "normalize";  
@import url('https://fonts.googleapis.com/css?family=Comfortaa');  
@import url('https://fonts.googleapis.com/css?family=Kaushan+Script');
```

**W3C CSS Validator results for <http://erind.hoxha.yoobee.net.nz/renkon/index.html> (CSS level 3 + SVG)**

**Congratulations! No Error Found.**

This document validates as [CSS level 3 + SVG](#) !

To show your readers that you've taken the care to create an interoperable Web page, you may display this icon on any page that validates. Here is the XHTML you could use to add this icon to your Web page:

 `<p>
 <a href="http://jigsaw.w3.org/css-validator/check/referer">
 
 </a>
</p>`

 `<p>
 <a href="http://jigsaw.w3.org/css-validator/check/referer">
 
 </a>
</p>`

(close the img tag with > instead of /> if using HTML <= 4.01)



The W3C validators rely on community support for hosting and development.  
[Donate](#) and help us build better tools for a better web.





Eat In

Takeaway

[Or continue to the website](#)

Menu

Store

Order

Phone

About



Donburi

Sides

Order



### Chilli Beef

Jalapeno & Red Chilli Sauce

\$12.50

Select



### Teriyaki

Jalapeno & Red Chilli Sauce

\$12.50

Select



### Karaage

Jalapeno & Red Chilli Sauce

\$12.50

Select



### Yakiniku

Jalapeno & Red Chilli Sauce

\$12.50

Select

Menu

Store

Order

Phone

About



Donburi

Sides

Order



### Soda Drinks

Choose from any

Start from \$2

Select



### Fries

Jalapeno & Red Chilli Sauce

\$4.50

Select

Donburi

Sides

Order



### Chilli Beef

Jalapeno & Red Chilli Sauce

Type:

Chicken

Current Sauce:

Soy Sauce

QTY:



### Choco Fudge

Chocolate & Hazelnut

\$4.50

Select



### Muffins

Chocolate Muffins

\$4.50

Select

Menu

Store

Order

Phone

About

# *Project Timeline & Surveys*

[https://docs.google.com/forms/d/1cwq5sPBkZQa7QYyeqCk\\_sNtLNcCAFZOotYN3upaeUiY/edit](https://docs.google.com/forms/d/1cwq5sPBkZQa7QYyeqCk_sNtLNcCAFZOotYN3upaeUiY/edit)

<https://docs.google.com/forms/d/13yLEpWOC9AJSURZ45BJ4P8D2RgOYRHo18tkuMBrPaAY/edit>

[https://docs.google.com/spreadsheets/d/1P7hqSubViPIHxv1TjaYLkzMSte\\_mx0vh\\_JT5L3SJZ8A/edit#gid=0](https://docs.google.com/spreadsheets/d/1P7hqSubViPIHxv1TjaYLkzMSte_mx0vh_JT5L3SJZ8A/edit#gid=0)

# *Sketch Link*

<https://sketch.cloud/s/jrzG7>

# *Trello Link*

<https://trello.com/b/KUli1b3y/erinds-board>

# *Web App Link*

<https://erind.hoxha.yoobee.net.nz/renkon/index.html>

# *Link for mp4 - User Testing*

<https://streamable.com/t9ltf>

# *Thank you*

Summative Assignment  
USER EXPERIENCE DESIGN  
Erind Hoxha