

Help our users creating bookings

Aug. 2016 – Nov. 2016

This use case was made as part of my current role at resmio – a reservation and management service for restaurants. Our target are medium to large restaurants that receive a lot of reservations. resmio allows managing reservations in an efficient way, with proper reporting and marketing solutions. As the product designer I'm working directly with front-end and iOS engineers, and the CPO.

Current booking creation

Final booking creation

Context:

This page is usually used by a waiter or manager when a guest calls to the restaurant to make a reservation. In that case, the person using this page has only one hand free, busy with all the restaurant to-dos and trying to understand everything the guest is saying on the phone.

Current version issues

What is the problem?

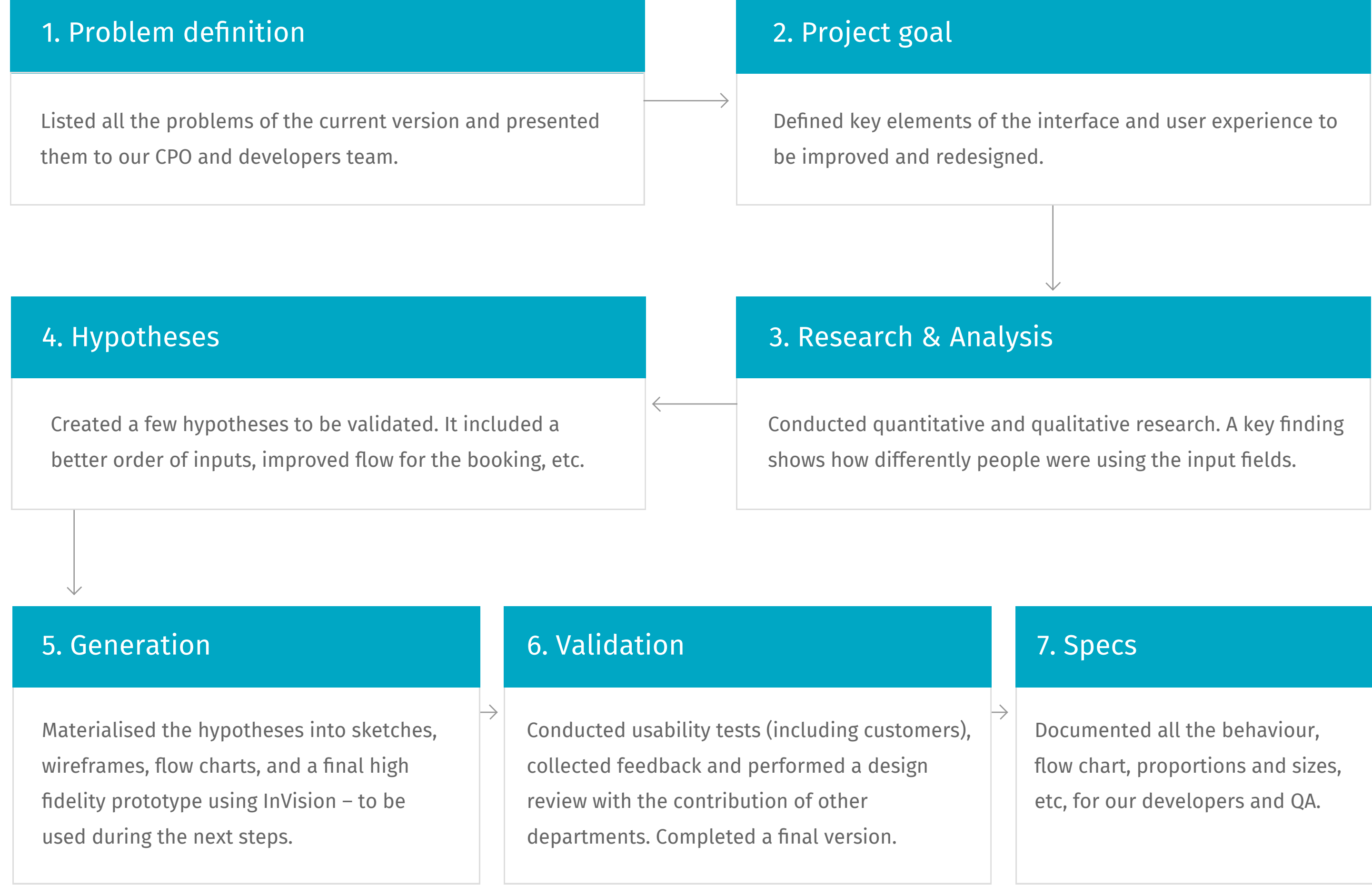
Slow performance, too much complexity, and inefficient booking creation.

Why?

- Slow load page (a guest can be waiting in the phone or in the restaurant)
- Lack of context everytime when creating a booking
- Mobile view is not optimised
- I believe that the order of inputs is not the best
- I believe that there are standard answers that can be selected by default, i.e. Today, 2 people at 18h00

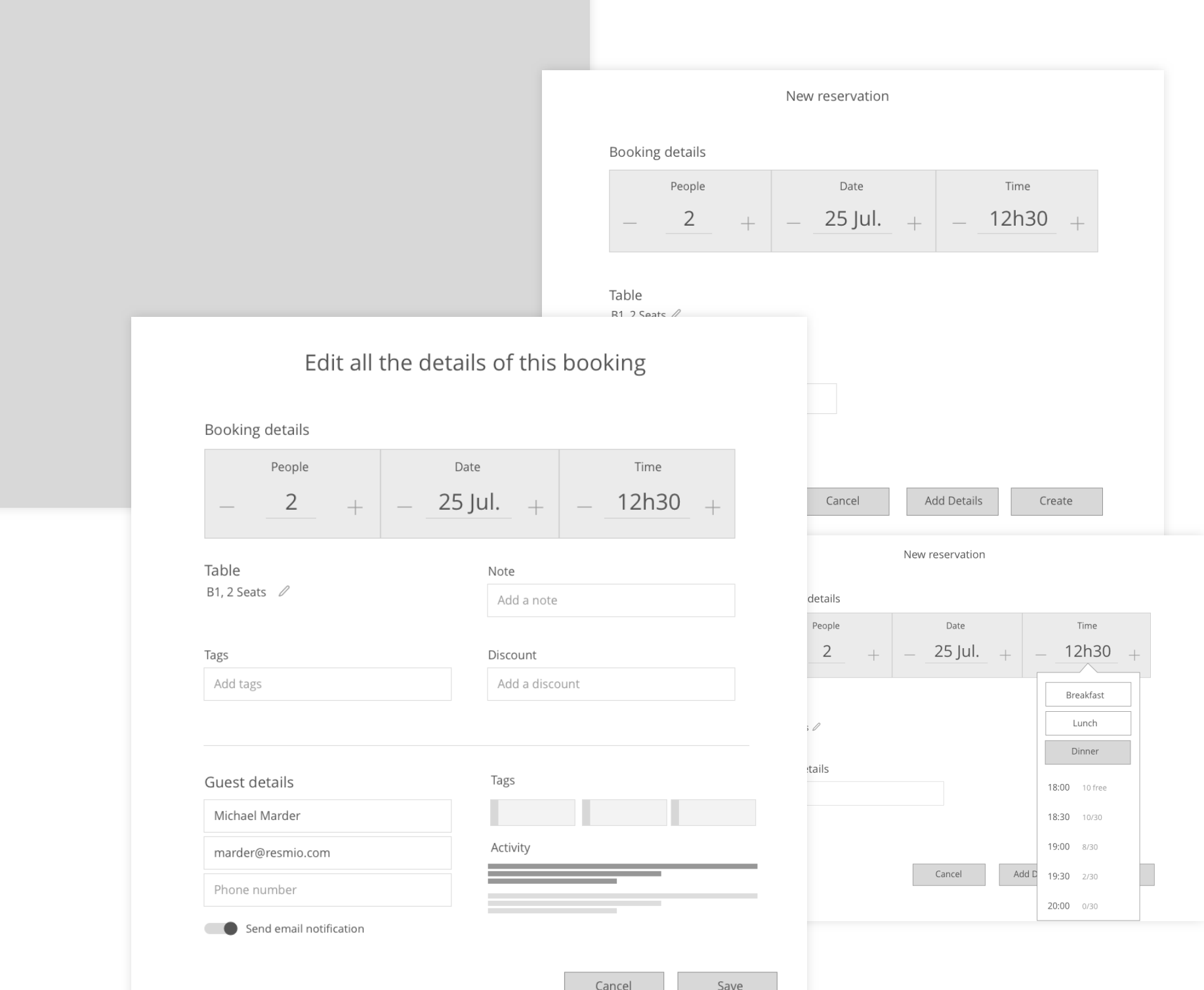
My role

The process of creating a booking is key to the whole product, so my job was to perform a user experience audit and bring it up to the CPO.



Wireframes

After sketching several possible solutions for our identified problems, I made a final wireframe sequence on sketch and demoed it to our developers and sales managers.



I started explaining the problems of the current user experience and then presented my ideas. They liked the new modal window, the combined people, date, and time input, the separation into two stages (basic and detailed information).

Sales saw the opportunity of upselling the second stage (detailed information), which contributed to a better plan for premium customers.

Learnings of the demo: to integrate sales early in this process, to share new ideas, and internal validation.

Prototype and Usability tests

After a few iterations, I made a high fidelity prototype in order to conduct internal and external usability tests.

I also conducted research and asked BI for data about when do people do more bookings throughout the day.

During the tests I realised some problems regarding the user experience:

- While on the phone, it's more common to first ask the date instead of the amount of people (as I wrongfully assumed)
- It's important to have the opportunity to add guests using their phone number instead of relying on their name (as shown above) because it's easier to understand numbers during a phone call

- There is still too much information

Design review

