Help our users creating bookings

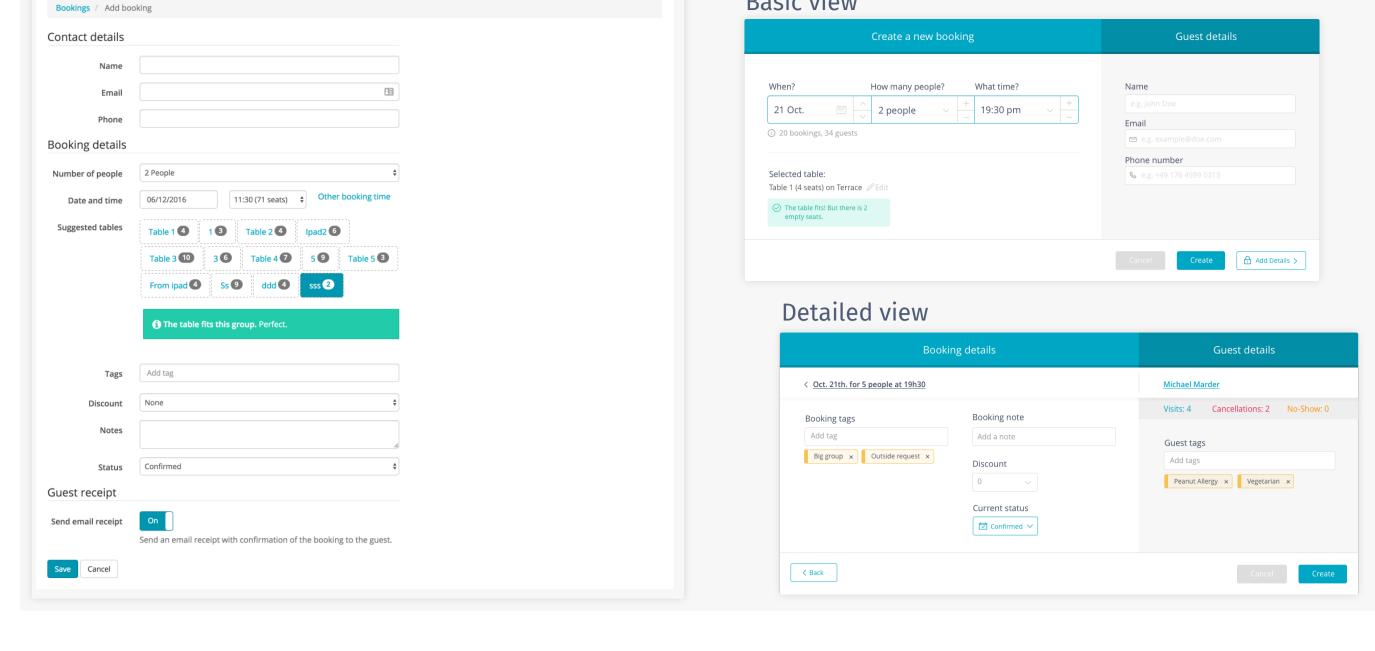
Aug. 2016 - Nov. 2016

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

Basic view

Final booking creation



has only one hand free, busy with all the restaurant to-dos and trying to

Context:

understand everything the guest is saying on the phone. Current version issues

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

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)

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

Lack of context everytime when creating a booking

- 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.

1. Problem definition 2. Project goal



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.

New reservation

Booking details

Table B1, 2 Seats /

Selected table:

Perfect, the table fits!

Table 3 (5 seats) on Terrace / Edit

regarding the user experience:

While on the phone, it's more common to

It's important to have the opportunity to

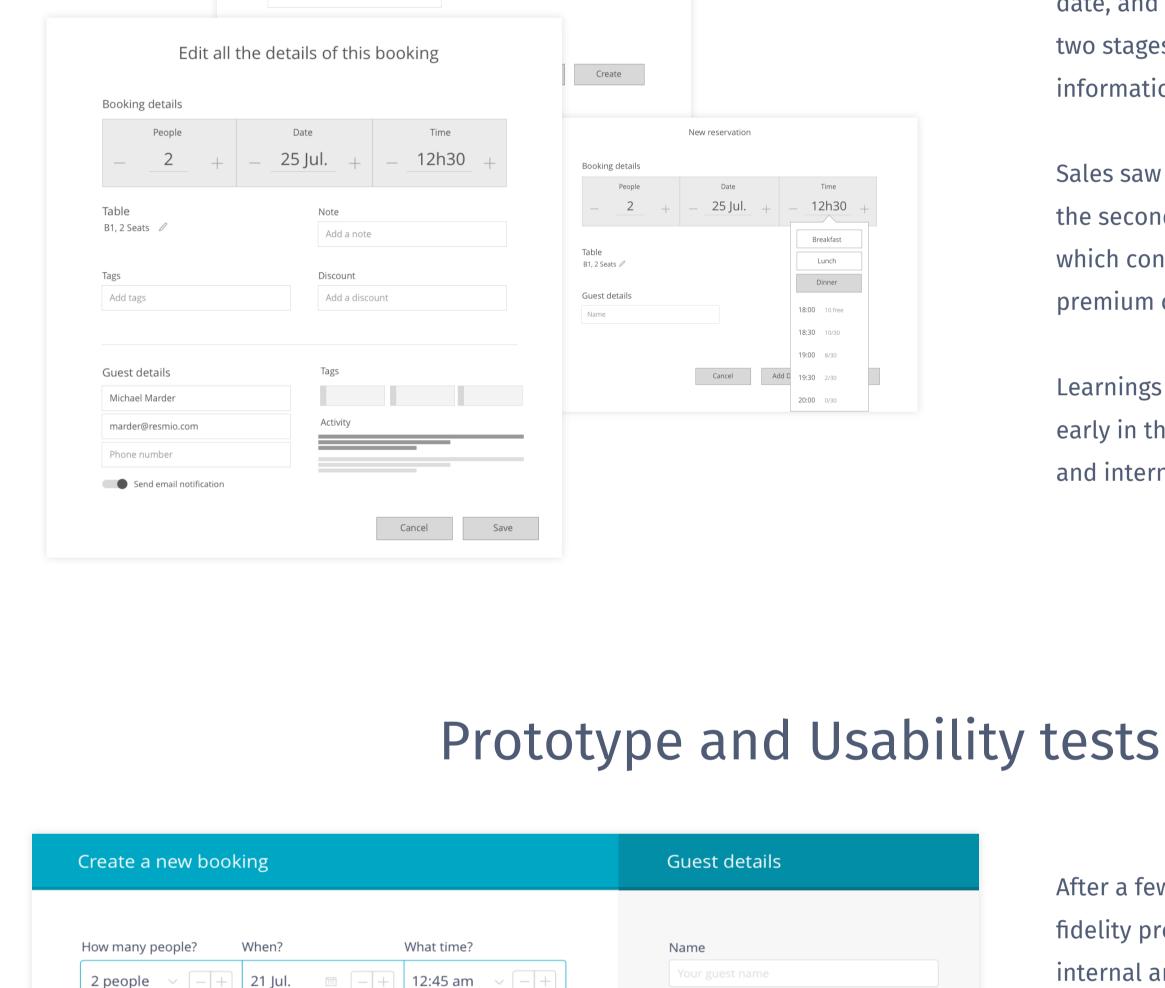
add guests using their phone number

people (as I wrongfully assumed)

first ask the date instead of the amount of

Guest details

I started explaining the problems of the 25 Jul. + 12h30 current user experience and then presented my ideas. They liked the new modal window, the combined people,



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.

date, and time input, the separation into

two stages (basic and detailed

information).

After a few iterations, I made a high

fidelity prototype in order to conduct

internal and external usability tests.

data about when do people do more

bookings throughout the day.

What time?

12:45 am

Booking tags

Add tag

Add a note

Add a discount

Discount

Note

I also conduted research and asked BI for

Guest details

Name

Email

Michael M.

mm@resmio.com

Phone number

Phone number

Guest tags

Activity

Joylent lover

Send email notification

Email confirmation was delivered, now

New booking #fg4 added manually for 2 people, Mon, Jul. 21

During the tests I realised some problems Edit booking details #fg4

How many people?

2 people

Selected table:

Table 1, 2 seats on Terrace / Edit

Design review

Name

Email

Phone number

& e.g. +49 176 4599 0313

Create

Guest details

Add Details >

Possibility to create booking immidiately

When?

21 Jul.

Add Details

instead of relying on their name (as Current status shown above) because it's easier to ☑ Confirmed ∨ understand numbers during a phone call There is still too much information

19:30 pm

Basic view Date before people, with most common selected fields [Today, 2 people at +3hours of current time] Create a new booking When? How many people? What time?

2 people

21 Oct.

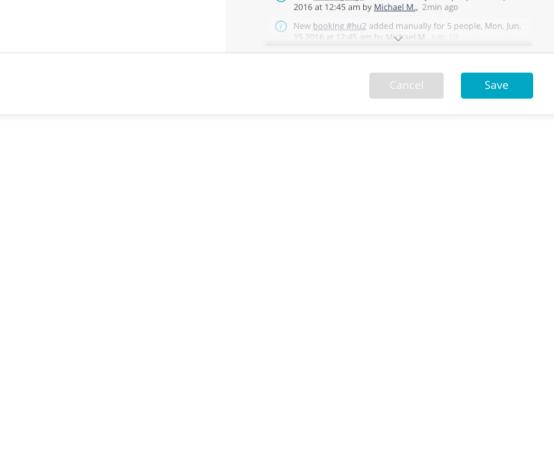
Selected table:

empty seats.

(i) 20 bookings, 34 guests

Table 1 (4 seats) on Terrace / Edit

The table fits! But there is 2



3 input fields available

load time

Hidden table plan for a better page

Detailed view only for paid users

without going to detailed view

