

# Online booking feature for the Little Lemon restaurant responsive website

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## Problem Description

### Current Scenario

The restaurant currently relies on a manual booking process where customers must call the restaurant or visit in person to make a reservation. This process is time-consuming and inconvenient, especially for busy professionals like Jennifer Lawson, who have hectic schedules and limited time.

### Challenges Faced by Customers

Customers need to call during business hours or visit the restaurant in person to make a reservation, which can be inconvenient and time-consuming. This manual process often leads to long waiting times on the phone or during peak hours at the restaurant. Without an automated system, it is challenging to provide real-time information on table availability. Customers face uncertainty about whether their desired reservation time will be available, leading to frustration and potential double-bookings or no availability at their preferred time. Moreover, customers cannot make reservations outside of the restaurant's business hours, restricting their ability to plan ahead. Busy individuals, like Jennifer Lawson, may find it difficult to align their schedule with the restaurant's booking hours, leading to missed opportunities for reservations.

### Operational Challenges for the Restaurant

The staff spends considerable time handling reservations manually, which could be better spent on providing excellent customer service. The lack of an automated system makes it harder to manage and optimize table assignments efficiently. Manual entry of reservations increases the risk of errors, such as double-bookings or incorrect entries, leading to customer dissatisfaction. Additionally, without an automated booking system, it is difficult to collect and analyze data on customer preferences and peak booking times, hindering the ability to make data-driven decisions to improve operations.

## Solution

Implementing an online booking feature will address these challenges by providing a convenient, efficient, and reliable way for customers to make reservations. This will enhance the overall customer experience, improve operational efficiency, and reduce the risk of errors, ultimately leading to increased customer satisfaction and loyalty.

## **Use Research to Inform Design Concepts and Identify Required Features**

- Add a 'Make a Reservation' button on the Header to ensure easy access to the booking system from any page within the app.
- Design and implement the booking system to streamline the reservation process, making it intuitive and user-friendly.
- Add a table reservation component that allows customers to select their preferred seating area and make special requests.