

# The Ramen Shop

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PAUCHA | ALEX | RITIKA

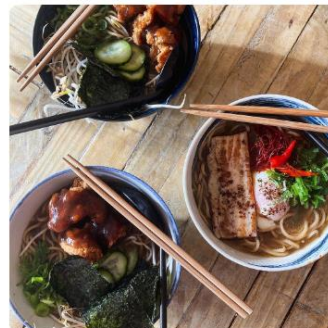
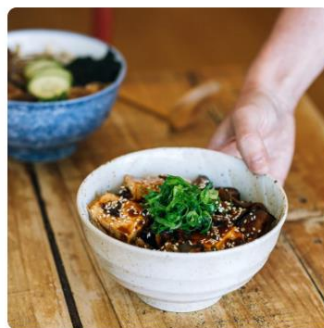


[Home](#)[About Us](#)[Contact Us](#)[Order Online](#)

## The Ramen Shop Newtown

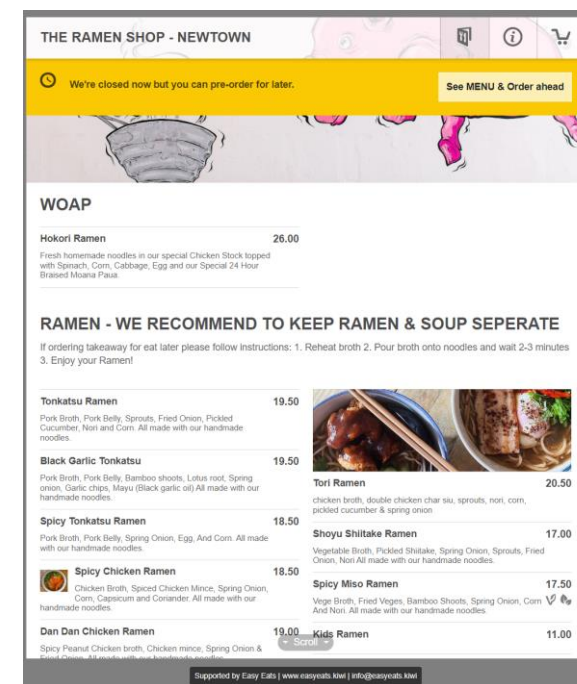
A Ramen Joint with a Kiwi Twist. Bringing the same principles of traditional Japanese Ramen but altered with Kiwi Ingenuity to create our own identity and flavor.

Dine In | Takeaway | Delivery

[ORDER ONLINE](#)

# What the current website looks like ;)

<https://theramenshop.co.nz/>



# SWOT Analysis 8^)

## Strengths:

- Easy to find button (order)
- Information
  - o All in one place
  - o Navigation all top of site
- Good use of Images
- Helpful reviews shown on website

## Weaknesses:

- Pop up - > When you scroll down
- Unclear Process
- Broken links :(
- All information is on main page
- Links are only at top of page
- Navigation -> logo not go home
- Delivery Option BAD

## Opportunities:

- More pages to unclutter Main Page
- Remove pop ups
- Integrate Delivery into site

## Threats:

- Broken
- Cluttered main page
- Pop ups
- External Website use

# Competitor Analysis ୦\_୦

<https://www.origami-nz.com/>

<https://tjkatsu.co.nz/>

<http://noodlecanteen.co.nz/>



#### LOCATION

158 Cuba Street,  
Wellington

#### HOURS

Mon-Thu 11.30 am - 9 pm  
Fri - Sat 11.30 am - 9.30 pm  
Sunday 11.30am - 9pm

#### RESERVATIONS

We take reservations everyday  
please call 04-3851354



#### Welcome to TJ Katsu

If you are a big foodie and want to tickle your taste buds with the tastiest Japanese cuisines and sushi, then TJ Katsu is the perfect destination for you. We are the most popular Japanese restaurant in Wellington. Our friendly and magnificent serving staff serves you delicious sushi and skewers that you would love.

At TJ Katsu (TJ Katsus) we serve the modern fusion dishes that will make your taste buds



#### Online order available now!

Pakuranga MENU & Order

Henderson MENU & Order

Royal Oak MENU & Order

City Branch MENU & Order

Te Aro Wellington MENU & Order

Albany MENU & Order

Others stores are coming soon

#### Noodle Canteen now offers group catering!

Does your next office do or social event need a fast tasty buffet that everyone can enjoy? Want to satisfy the troops and keep it cost effective? Your local Noodle Canteen is now offering custom made menus including finger foods for lunch and dinner.

Simply email us your details and we'll be in touch to make your event a success.

#### 21 Vegetarian Soy Noodles



Egg noodles mixed with tofu, mushrooms and fresh vegetables in a dark soy sauce.

Menu: Wok Tossed Noodles



# Competitor SWOT Analysis ୦\_୦

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<https://www.origami-nz.com/>

## Strengths:

- Easily order online
- Images

## Weaknesses:

- pop-up
- MISSING IMAGES
- NOT A CLEAR IMAGE
- Colour scheme
- Random 'X' On page
- long time to load...

## Opportunities:

- implement online food ordering

## Threats:

- Text BAD
- Delivery and Menu Button do NOT stand out enough

<https://tjkatsu.co.nz/>

## Strengths:

- Easily order online
- Details (info)
- Menu

## Weakness':

- links (not working)
- Not optimized
- Nav bar not always shown
- Animations
- Buttons broken
- Info dump on main page

## Opportunities:

- Online food delivering
- Make main page simpler
- Reduce image sizes and optimize

## Threats:

- Complex Design -> not simple

<http://noodlecanteen.co.nz/>

## Strengths:

- Good menu
- use of colour and contrast

## Weakness':

- Website takes long time to load
- broken link
- Bottom footer
- Information unclear
- Looks old (not modern)

## Opportunities:

- Modernizing the website
- Optimize website
- Fix links

## Threats:

- Website is NOT
- Old style website

# Assumptions :})

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After a brief look into the competition and the client's websites, we have some assumptions of changes that could be made to help the client compete:

- Fixing dead links
- Main Page is too cluttered
- Pop ups are annoying
- Pages should contain relevant information

<https://forms.gle/ATYnpBfLpFYXw6wU8>

We interviewed 5 random customers and got data from them. We also sent an open/anonymous survey to customers to fill out to get data.

- This gave us data for us to analyse, create personas, confirm assumption and design aspects.

Survey - The Ramen Shop

A brief anonymous survey to collect statistics of customers of The Ramen Shop

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Question

1. How old are you? \*

Mark only one oval

☐ 24
☐ 18-24
☐ 25-34
☐ 35-44
☐ 45+
☐ Not sure

2. What time do you live at? \*

\_\_\_\_\_

3. What is your gender? \*

Mark only one oval

☐ Male
☐ Female
☐ Prefer not to say
☐ Other

4. What ethnicity do you have? \*

\_\_\_\_\_

5. What is your average income? (Dollars) \*

\_\_\_\_\_

6. How often do you order food online? \*

Mark only one oval

☐ Never
☐ Occasionally
☐ Sometimes
☐ Often
☐ Always
☐ Other

7. What device do you use MOST for food-related websites? \*

Mark only one oval

☐ Mobile
☐ Computer
☐ Other

8. Do you like ramen? \*

Mark only one oval

☐ Yes
☐ No

9. What is the first thing you look at when browsing a restaurant's website? \*

Mark only one oval

☐ Menu
☐ About Us
☐ Testimonials
☐ Deals
☐ Other

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This survey is either created or administered by Google

Google Forms

### Tasks:

- "Can you find the physical address / location of the store?"
- "Can you attempt to order online any item of food \*\*Don't actually"
- "Can you find the contact information to ring the store?"
- "When does the Ramen Shop open / close today?"
- "Can you find the price of the 'chicken rice bowl'?"
- "Can you find out when the Ramen Shop first opened?"
- "Can you attempt to go to the home page -> From contact us page"



# Analysis 7 (‘~` ; ) 7

From our surveys we were able to consolidate the data into graphs and tables for us to analyse.

B	C	D	E	F	G	H	I	J
How old are you?	What town do you live in?	What is your gender?	What ethnicity are you?	What is your average income?	How often do you order food?	What device do you use?	Do u like ramen?	What is the first thing you look at when you order?
17-21	Hutt	Male	NZ/European	10000	Occasionally	Computer	Yes	Menu
22-30	Wellington	Male	Arab/White	0	Sometimes	Mobile	No	Menu
22-30	Wellington	Other	NZ/European	50,000	Always	Computer	Yes	Deals
17-21	Wellington	Male	Norwegian	40000	Sometimes	Computer	Yes	Menu
17-21	Wellington	Male	NZ/European	0	Occasionally	Computer	Yes	Menu
31-40	Wellington	Other	NZ/European	30,000	Often	Mobile	Yes	Menu
17-21	Porirua	Other	NZ/European	0	Never	both	No	Menu
17-21	Wellington	Other	Indonesian/Chinese	0	Sometimes	Mobile	Yes	Pictures
22-30	Wellington	Male	NZ/European	0	Often	both	Yes	Menu



# Analysis (Continued) :"(

## Collected Data:

### Observations:

- Ordering page / menu was difficult to navigate.
- Users tried to click logo to return to home page.
- Users struggled going back to the main page from the menu, described as unpleasant experience

### Open Questions (Results):

- Navigation : Logical, Simple, Clicks away
- Users liked colour palette : It was 'original'
- Criticism : Remove pop ups, shorten main page, Nav bar needs to stay shown, ordering nav and process (simplify)
- Liked : Images, navigation, contrast, colours & simplicity

# Personas



With the collected data we created three personas to help us define the target audience to influence design decisions!



introvert extrovert

time rich busy

organised messy

Age: 21  
Occupation: Student  
Location: Newtown  
Income: 25k annually

## Mary Jo

### Bio

Mary is a first year student who has just moved to Wellington. She's a very outgoing person who enjoys socialising and meeting new people. Currently she doesn't know a lot of people around Wellington so she is out to explore Wellington on her own for a while

### Frustrations

Since Mary is new to Wellington, she doesn't know what restaurants are good to go to yet. She is unfamiliar with the public transport around, so finding somewhere new to eat can be frustrating

### Needs

Mary clear customer reviews to get an understanding of the service of the restaurant and quality of the food she will be purchasing. Somewhere within walking distance is needed as public transport is still confusing for her.



introvert extrovert

time rich busy

organised messy

Age: 26  
Occupation: Administration  
Location: Wellington  
Income: 40k annually

## John Doe

### Bio

John is a relaxed guy and goes through life smoothy, although he does have a hard time concentrating on most tasks he encounters. He works in administration and has certain mental tools to help him stay productive during the day.

### Frustrations

John is easily frustrated at websites that have a lot of clutter and are very busy, its overwhelming and makes it super easy to become distracted. Too many pop ups are a frustration as well as it makes it really hard to flow through the website.

### Needs

John needs a website thats layed out simply and has comfortable eye flow. Minimal pop ups are important to ease with distractions



introvert extrovert

time rich busy

organised messy

Age: 30  
Occupation: Chef  
Location: Wellington  
Income: 60k annually

## Neil Watts

### Bio

Neil has a pretty busy and stressful life due to being an important chef at the restaurant he works at.

Neil appreciates fast food thats relatively healthy and of good quality. He prefers fast food as he's usually too tired after work to cook for himself, so something quick to pick up on the way home is helpful.

However, Neil does prefer a delivery option over pick up as its more convinient to his scheduel.

### Frustrations

Neil gets frustrated at online websites that have an unnecessary long order process, he needs something that is quick and easy to use while he's on the bus home from work

### Needs

Neil needs a website with a simple delivery option, aswel as short and sweet descriptions for the meals to keep the order process at a good speed.

# Re Assumptions :(

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**Many customers are people living in the same region as the restaurant – (77.8% said they lived in wellington).**

**People use mobile devices to look up the website for info on the website for booking, delivery etc. – (50/50 split phones vs a computer)**

**New customers will NOT be familiar with the menu and prices – Correct**

**New customers do not know the open hours / contact info – Correct, easily found**

**New customers can find the restaurant on the map – Correct**

**Customers can order delivery through 'Easy eats' – Doesn't work**

**Fixing dead links, Broken links may cause user to relook up food online and pick a different website – Customers who answered the survey said they would go an easier functioning website.**

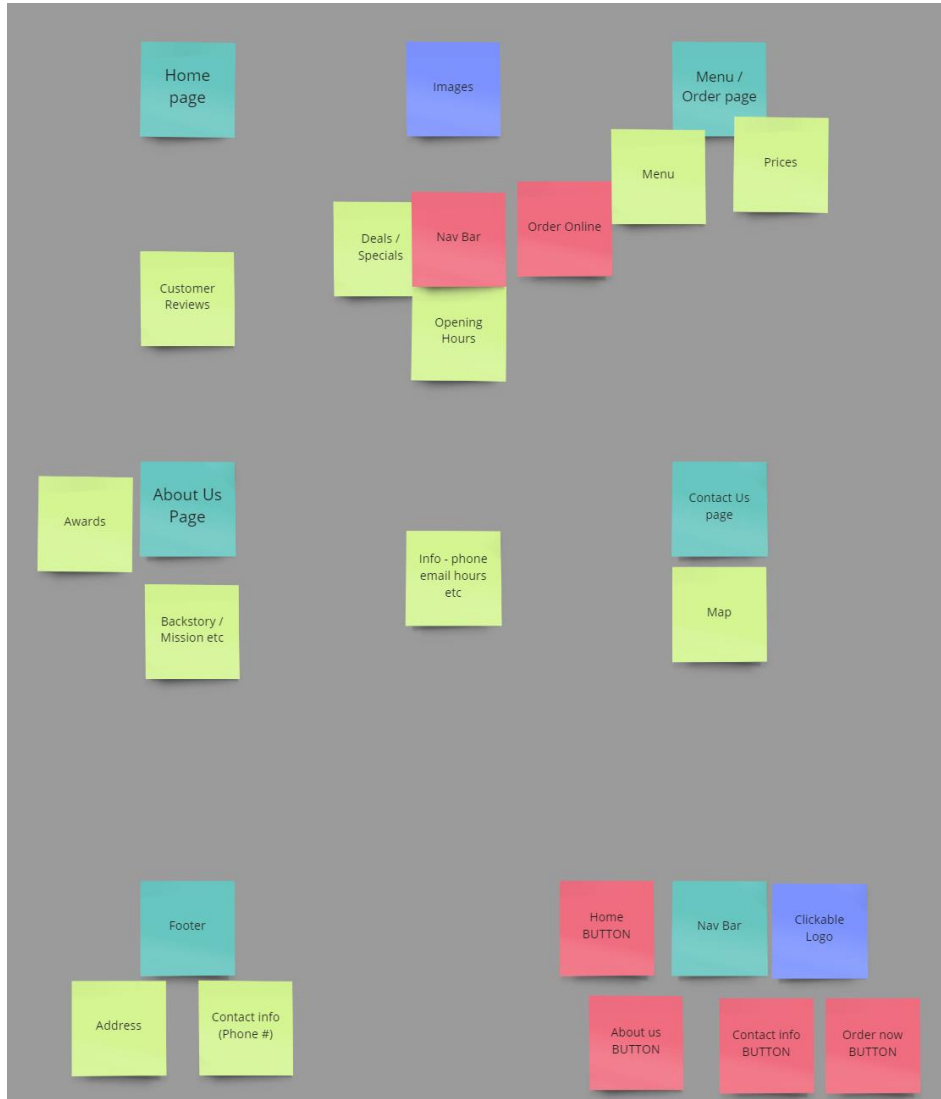
# Re Assumptions :( continued...

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**Clean up the main page, Cluttered main page may cause user to leave and find a simpler website** – Customers who answered the survey said they would go an easier functioning website.

**Stop website pop ups which stop user interaction forcing the user to stop. Pop up stops the user from navigating the page completely and must click the X... User may leave to find simpler website** – From our research (interviews) we found that everyone who was interviewed complained about the pop up and agreed with our assumption.

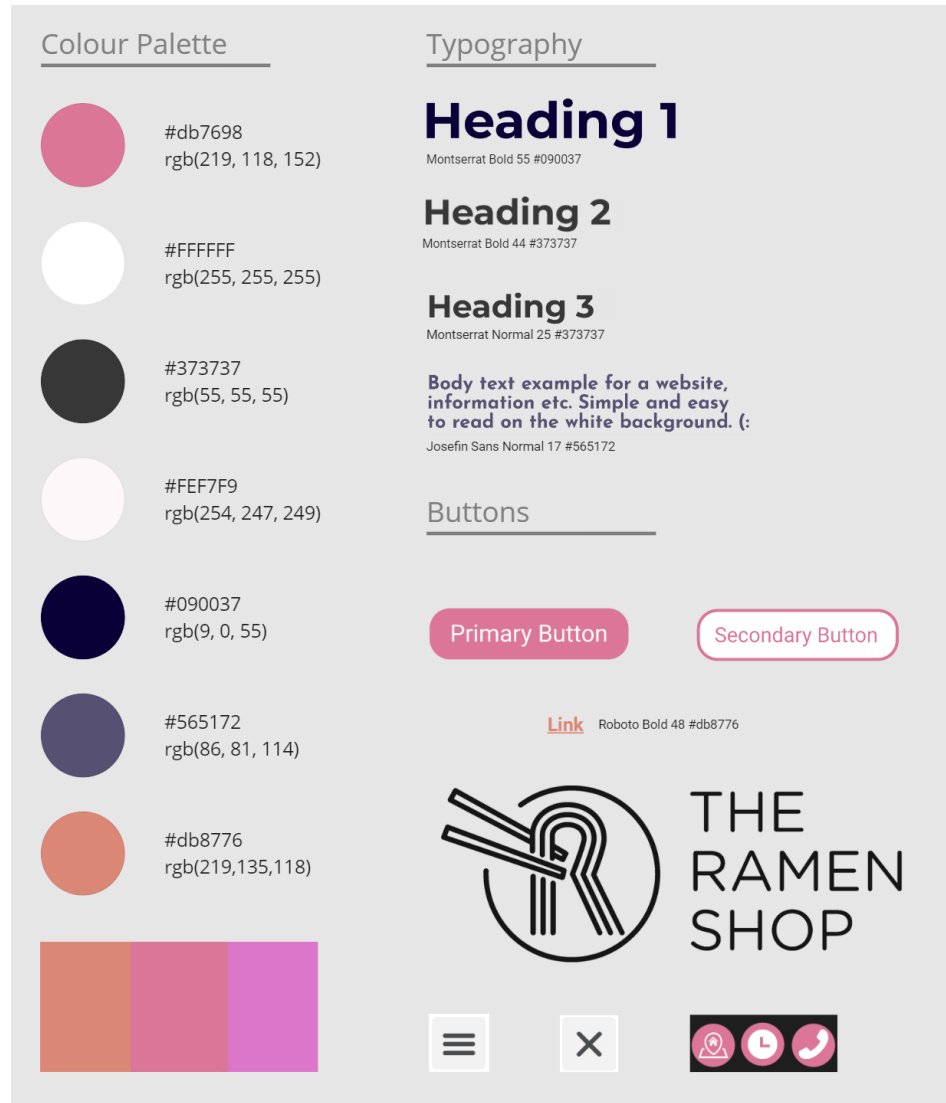
**Split the content into subpages instead of having all info on ONE page. More pages to unclutter Main Page** – The main page is very long, and our research indicates that the main page was too big (to scroll) so our assumption was correct. Although it was not cluttered, the main page content can still be split into subpages as our assumption is correct.



# Card Sorting (๑\_๑)

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In our analysis we did card sorting and matched relevant information to the relevant ideas etc. This helped us when developing our lo-fi designs.



# Style Guide

All colours and Typography were taken from the ramen shop to keep the simplistic design.

We added #db8776 for links to make it easier to see the links. This is the complementary colour of #db7698

All images / icons were also taken from the original

The footer icons changed into similar icons (copyright free) because the original icons were not able to be copied.



TWENTY  
EIGHT

About us Menu Contact



Order Online

Welcome to Twenty Eight

Order your daily coffee, scones, cookies and other goodies by clicking the button below

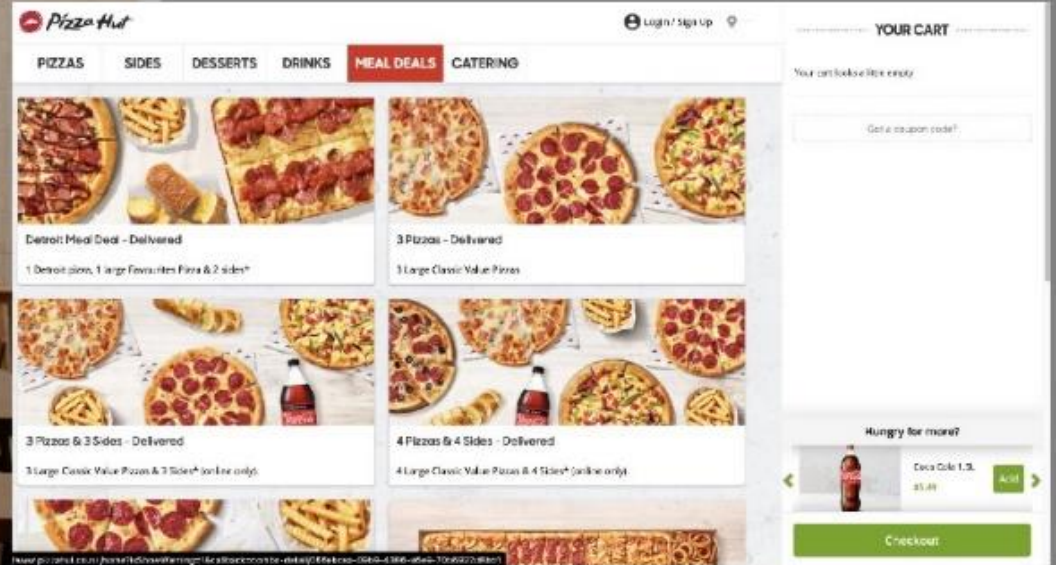
# Inspiration

Here is a mood board of websites  
we used as inspirations for the  
new design.



#db7698

#FFFFFF



Home About Us Contact Us

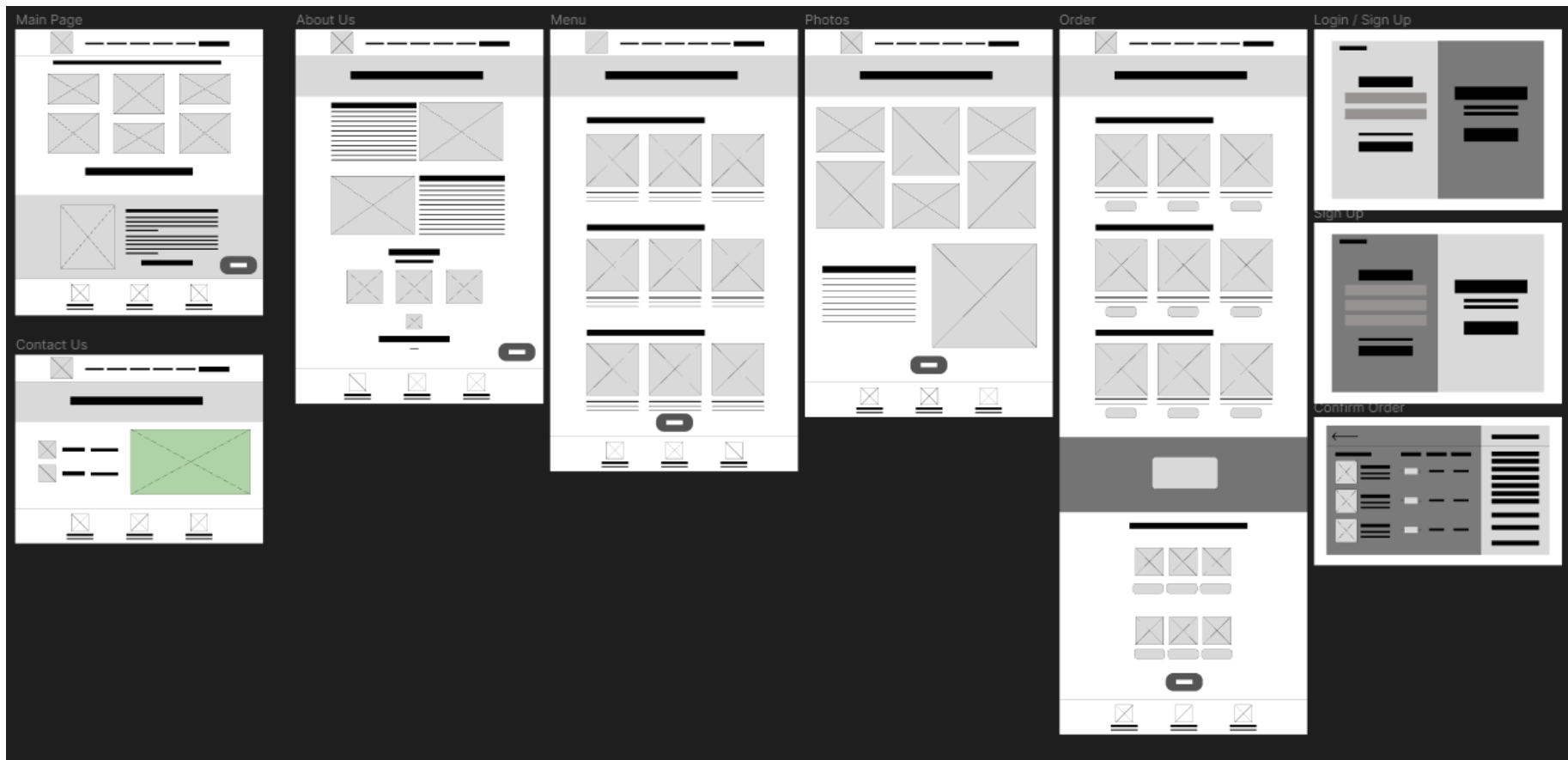
Order Online

## The Ramen Shop Newtown

A Ramen Joint with a Kiwi Twist. Bringing the same principles of traditional Japanese Ramen but altered with Kiwi ingenuity to create our own identity and flavor.

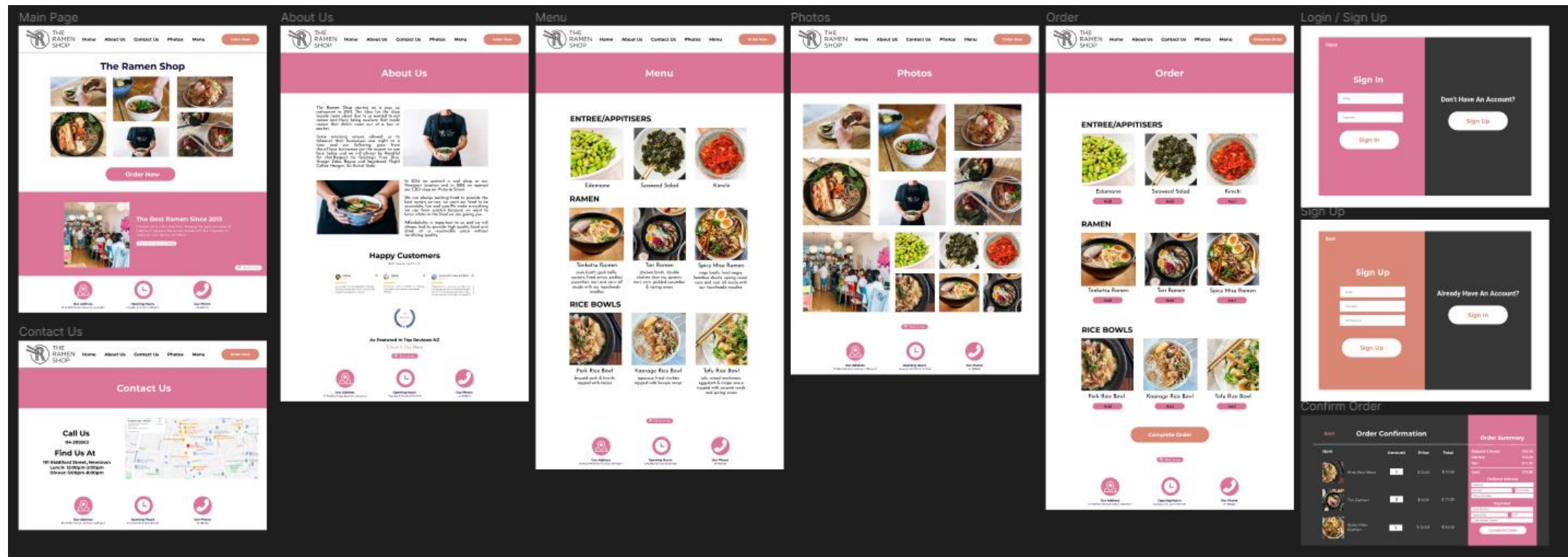
Dine In | Takeaway | Delivery





**Lofi Design** (>\_<)

[https://www.figma.com/file/i0YFLZHDfuQQHCc5uPtNqL/Figma-Work-\(Group\)?node-id=0%3A1](https://www.figma.com/file/i0YFLZHDfuQQHCc5uPtNqL/Figma-Work-(Group)?node-id=0%3A1)



Hifi Design (ﾉ◡ﾉ)

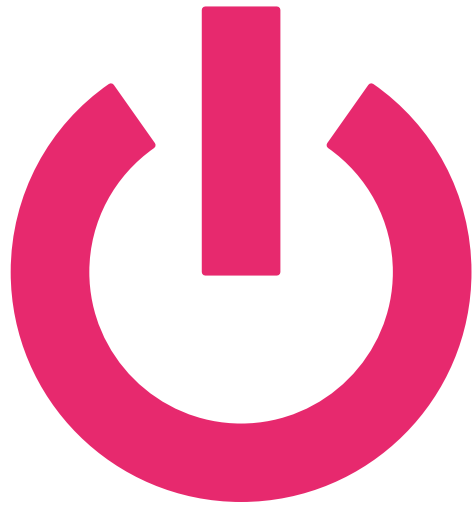
# User Testing

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We got the interviewees to navigate and identify areas in the lo-fi designs -> All data indicated our website structure was logical and simple with no issues.

We also got the interviewees to test the hifi prototype and the feedback was that the new look was satisfactory and good to use. All issues from the website were resolved and the prototype feels like a complete website they would use.

[https://www.figma.com/file/i0YFLZHDfuQQHCc5uPtNqL/Figma-Work-\(Group\)](https://www.figma.com/file/i0YFLZHDfuQQHCc5uPtNqL/Figma-Work-(Group))



# The END!

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