The Ramen Shop

PAUCHA | ALEX | RITIKA

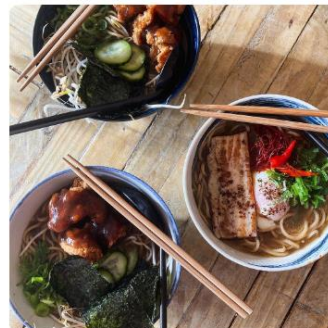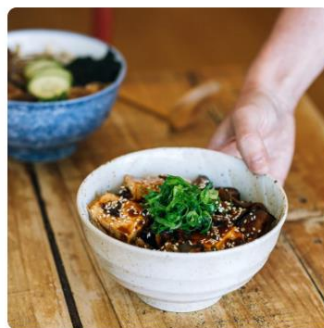# What the current website looks like ;)
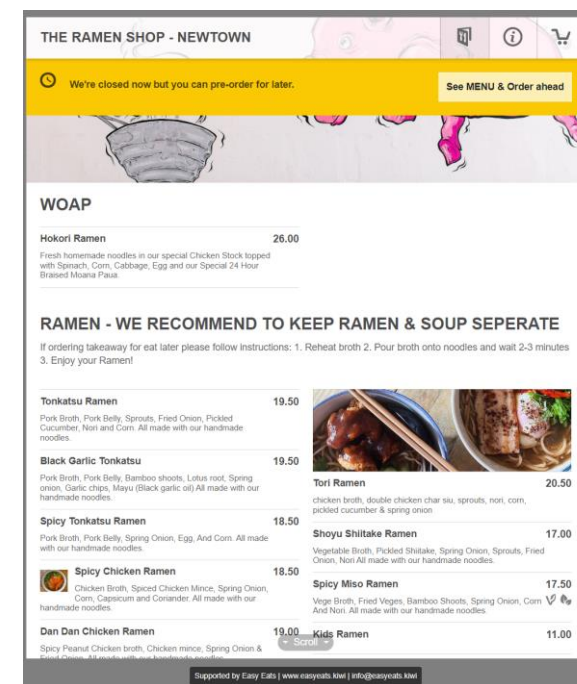
SWOT Analysis 8^)

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 ಠ_ಠ

https://www.origami-nz.com/   https://tjkatsu.co.nz/   http://noodlecanteen.co.nz/

Competitor SWOT Analysis ಠ_ಠ

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 :})

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

Research (Process)
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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

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 ┐(‘～`；)┌

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

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 ¯_(ツ)_/¯

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

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 resturants 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 resturant 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: 21
Occupation: Student
Location: Newtown
Income: 25k annually

John Doe

Bio

John is a relaxed guy and goes through life smoothly, 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 comfotable eye flow. Minimal pop ups are important to ease with distractions

introvert — extrovert
time rich — busy
organised — messy

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

Neil Watts

Bio

Neil has a pretty busy and stressful life due to being an important chef at the resturant 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 unnecessarly 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.

introvert — extrovert
time rich — busy
organised — messy

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

Re Assumptions :(

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…

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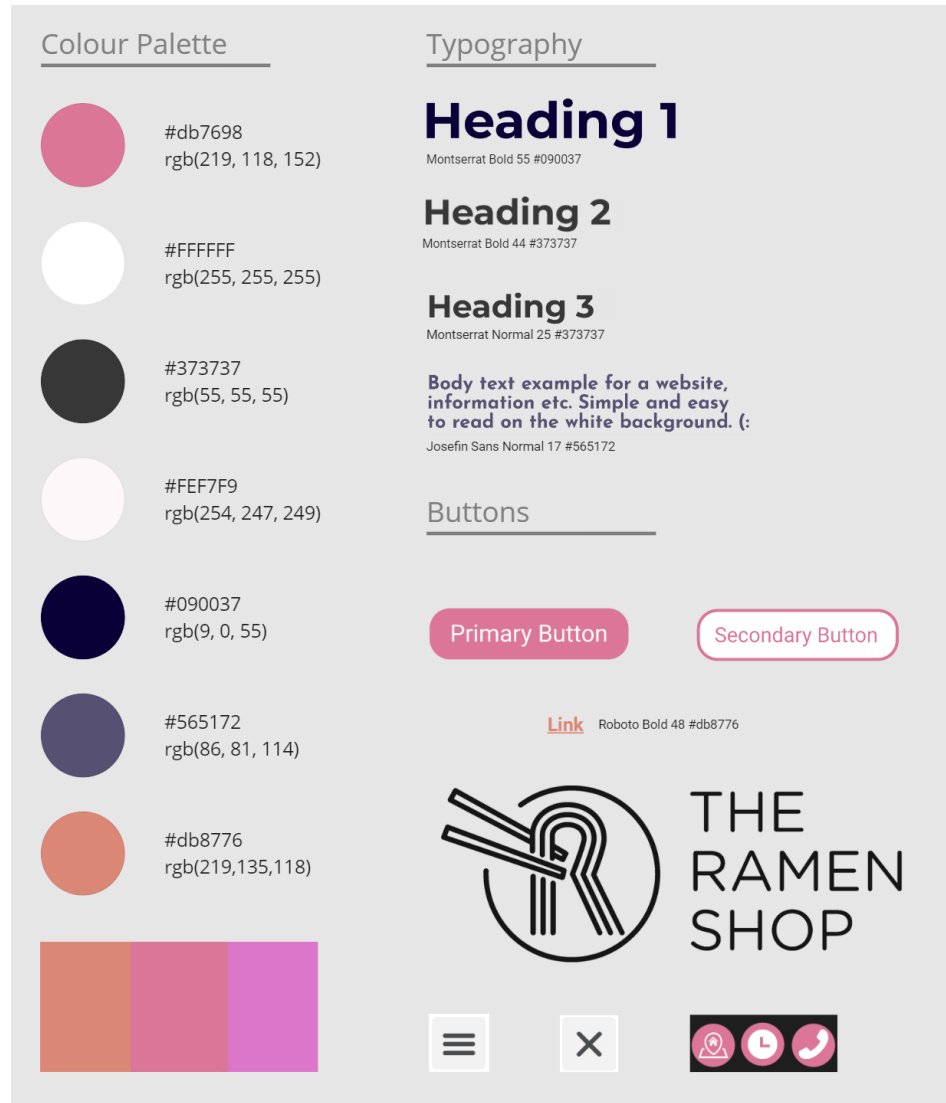
Split the content into subpages instead of having all info on ONE page. More pages to unclutter Main Page – The main page is very long, and our research indicates that the main page was too big (to scroll) so our assumption was correct. Although it was not cluttered, the main page content can still be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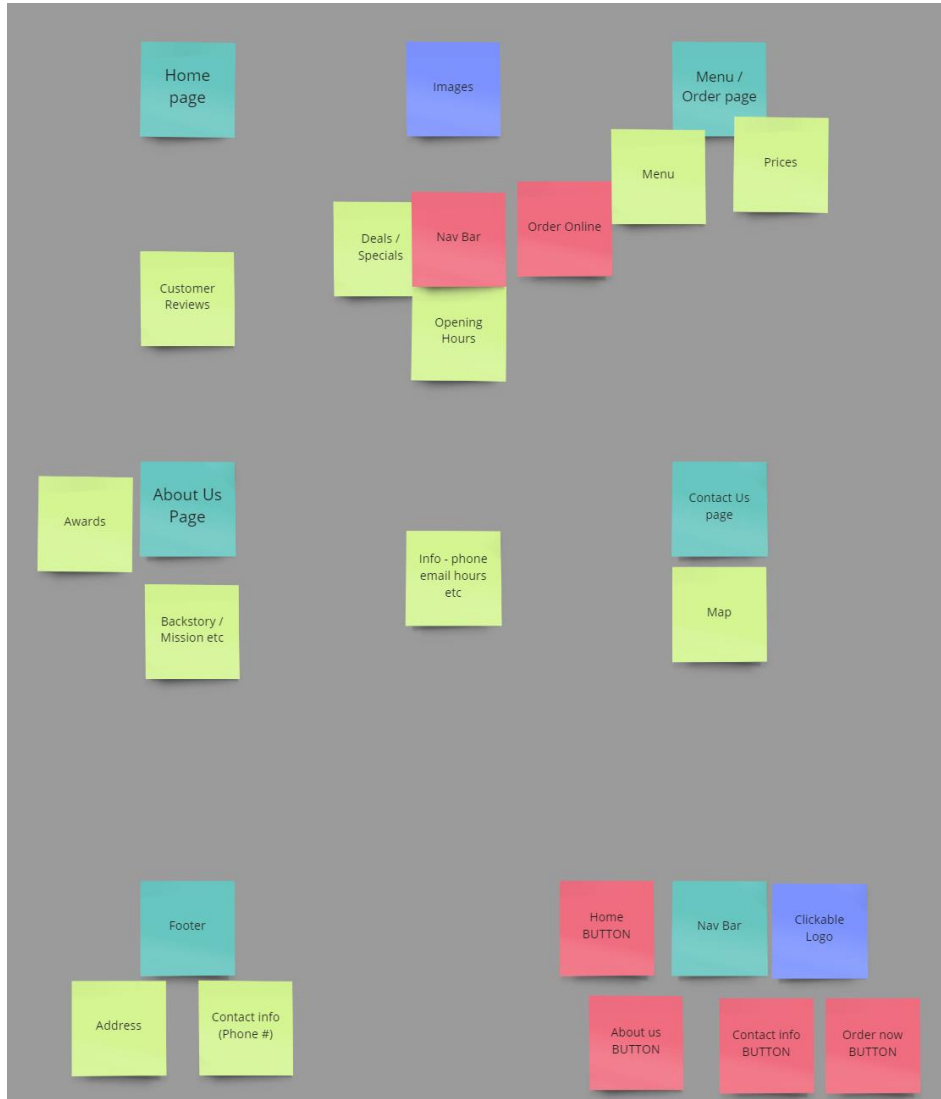
Card Sorting (ツ)

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.

Colour Palette

- #db7698
  rgb(219, 118, 152)

- #FFFFFF
  rgb(255, 255, 255)

- #373737
  rgb(55, 55, 55)

- #FEF7F9
  rgb(254, 247, 249)

- #090037
  rgb(9, 0, 55)

- #565172
  rgb(86, 81, 114)

- #db8776
  rgb(219,135,118)

Typography

Heading 1
Montserrat Bold 55 #090037

Heading 2
Montserrat Bold 44 #373737

Heading 3
Montserrat Normal 25 #373737

Body text example for a website, information etc. Simple and easy to read on the white background. (:
Josefin Sans Normal 17 #565172

Buttons

Primary Button   Secondary Button

Link   Roboto Bold 48 #db8776

THE
RAMEN
SHOP

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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.

Inspiration

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

#db7698

#FFFFFF
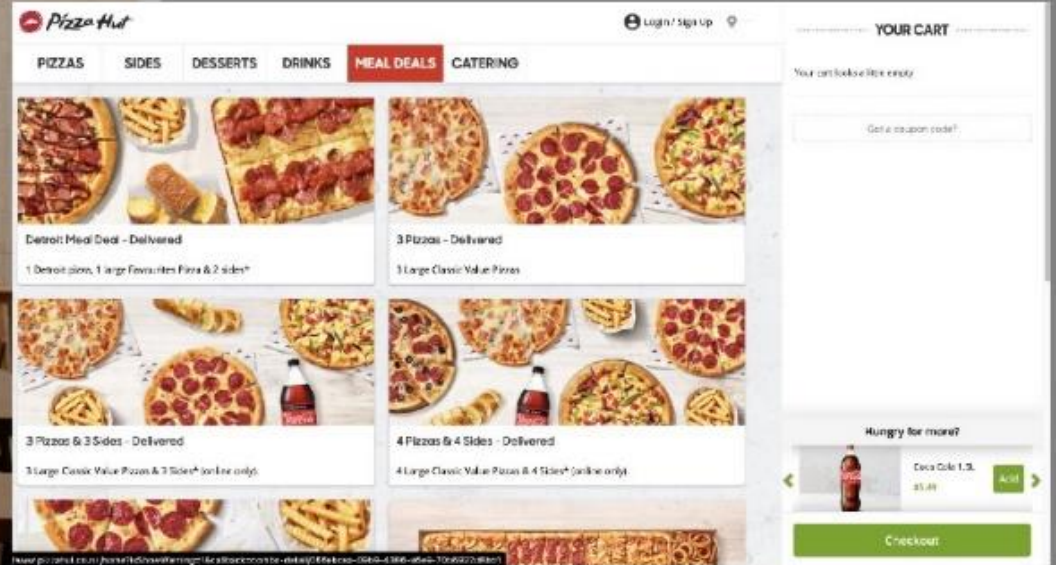
Lofi Design（>﹏<）

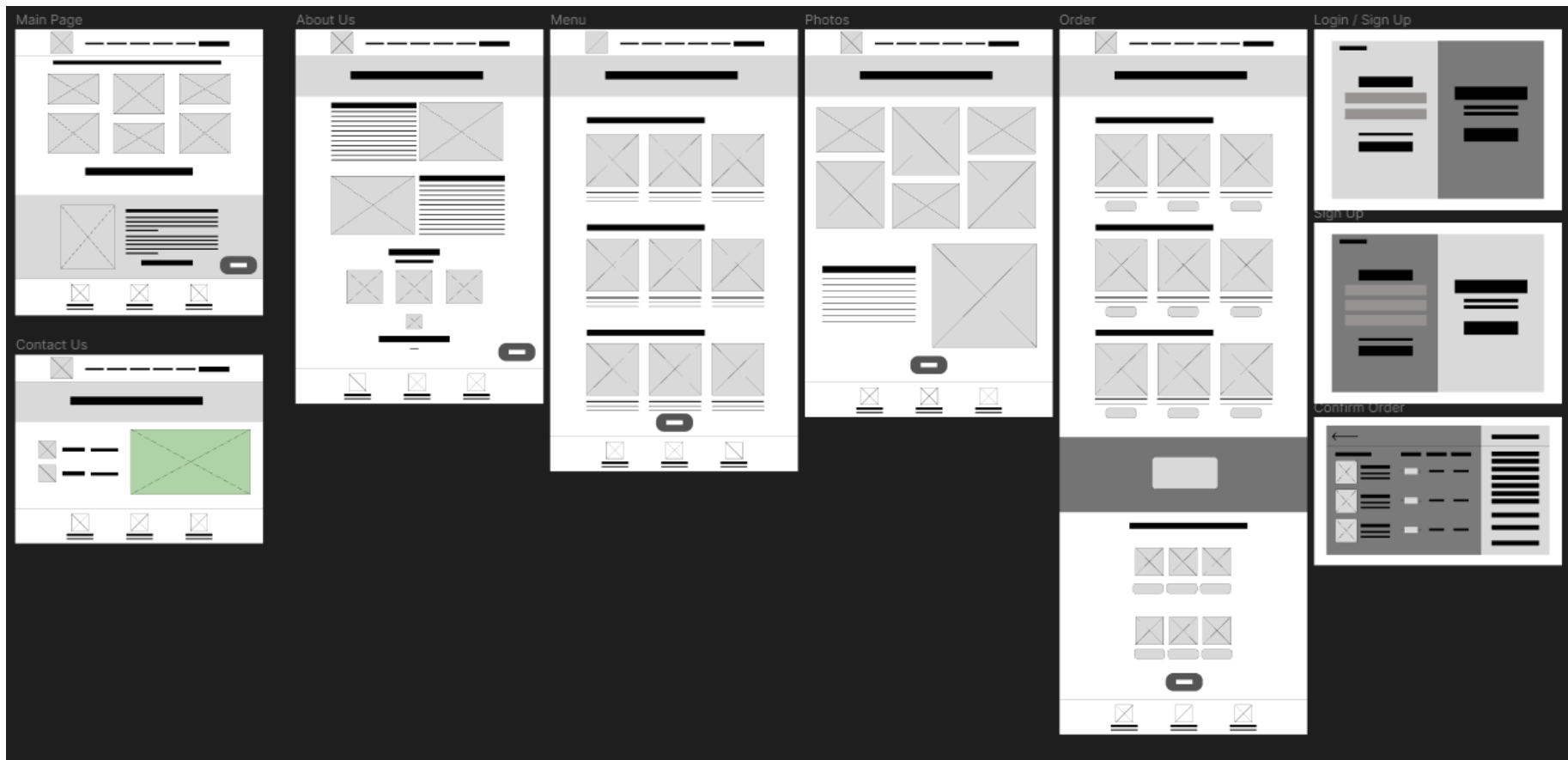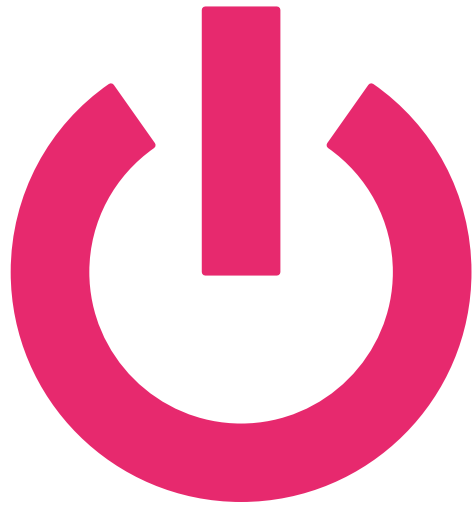# Hifi Design (ノ●ワ●)ノ

User Testing

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/iOYFLZHDfuQQHCc5uPtNqL/Figma-Work-(Group)

The END!
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