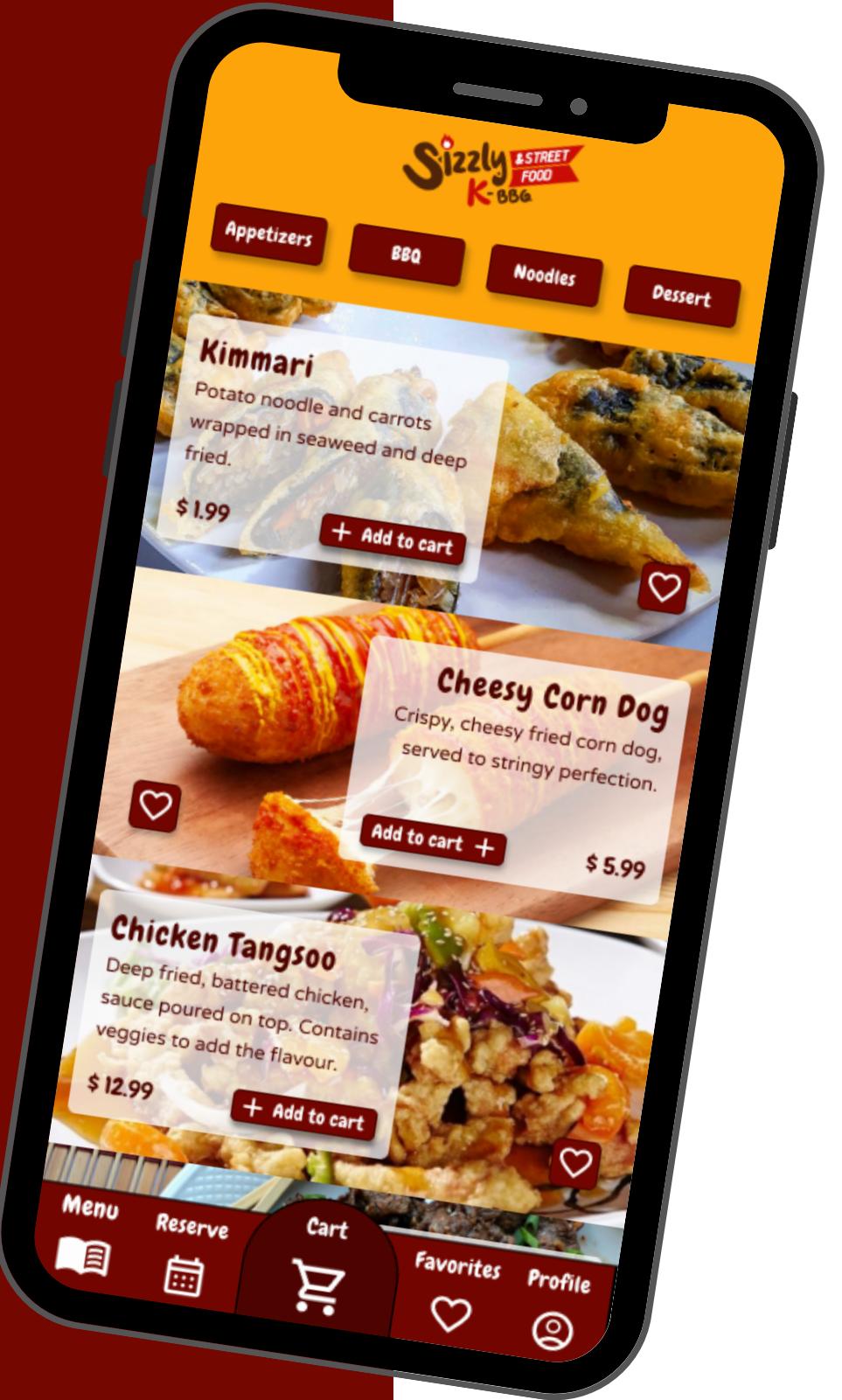


SIZZLY K KOREAN BBQ MOBILE ORDER APP

For Google Career
Certificate - UX Design

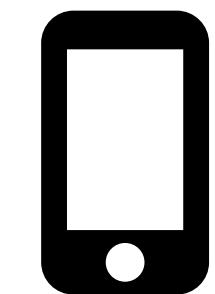


PROJECT OVERVIEW



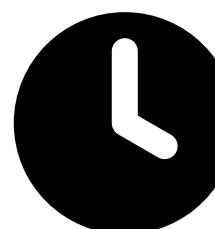
The product:

This is a prototype I designed for a new Korean BBQ restaurant in my town. It's designed to make ordering and reserving at the restaurant simpler for its patrons.

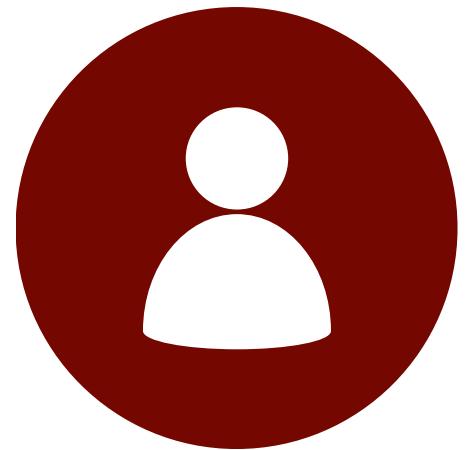
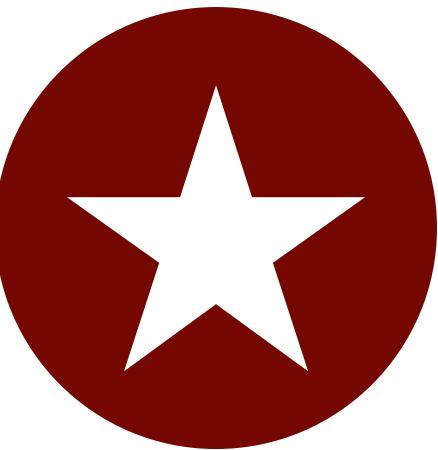


Project duration:

April 2022 - August 2022



PROJECT OVERVIEW



The problem:

Many patrons did not know what the menu items were, as they had little exposure to Korean food

Ordering take out was difficult, and required the user to wait until a staff member could answer the phone

The goal:

Create a mobile app to improve customer experiences. We would do this by designing an interactive menu with pictures and descriptions of food, as well as adding features to make reservations and take-out orders easier to access.

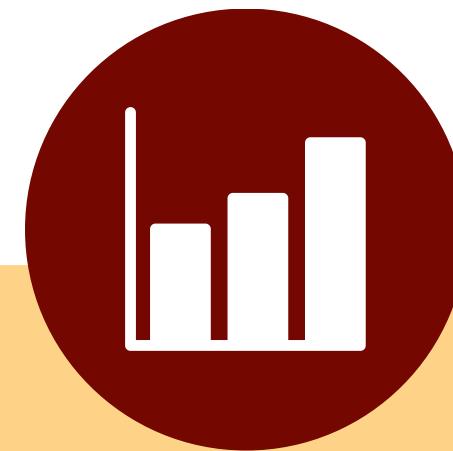
My role:

I was a student UX Designer. My role was to collect research on what user's wanted and design a working mock-up in Figma. Through multiple iterations informed by user insights, I polished the app into a high fidelity prototype.

UNDERSTANDING THE USER

- User research
- Personas
- Problem Statements
- User journey maps

USER RESEARCH: SUMMARY



I conducted interviews with several Three Hills residents about the new restaurant. All of the residents said they enjoyed the experience but had a hard time with the menu. Many said they enjoyed some of the food they ordered, but some ordered food that they normally wouldn't like, and were frustrated by not knowing exactly what they were going to get.

USER PAIN POINTS

1

Not sure what to order

Most participants were confused by the menu of unfamiliar items. This made it hard for them to decide what to order.

2

Ordered food they don't like

Some participants ordered without fully knowing what each item was, ending up with food they would not normally like.

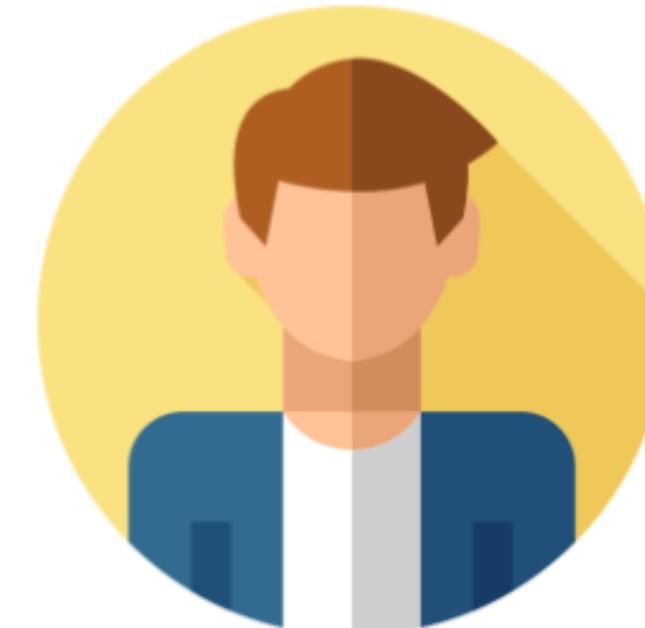
3

Hard to order take-out

The lack of online menu made it hard for people to know what to order when calling for take out. This caused frustration both in communication, and price point.

PERSONA: BEN JONES

Ben is a Three Hills local who needs menu descriptions because he is unfamiliar with Korean cuisine.



Ben Jones

Age: 26
Education: Journeyman ticket
Hometown: Three Hills
Family: Single
Occupation: Electrician

"I had no idea what I was ordering"

Goals

- Experience new food and culture
- Order a filling and enjoyable meal

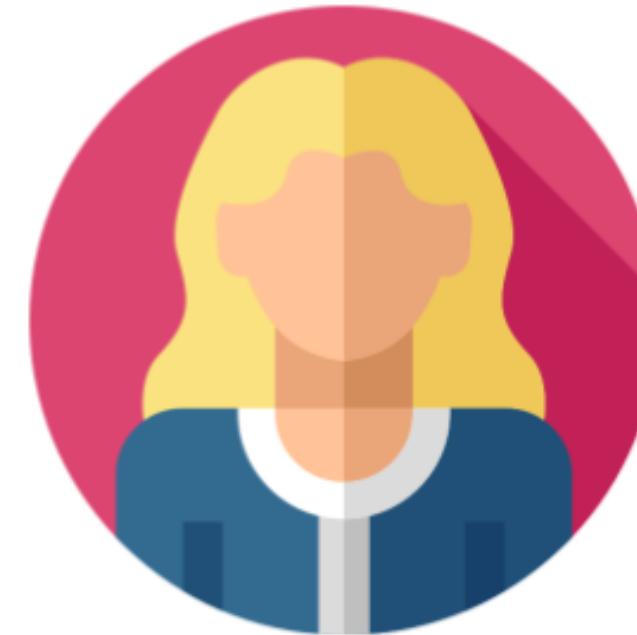
Frustrations

- Lack of knowledge of Korean food
- The risk of ordering food he knows he will not like
- Embarrassment mispronouncing menu items

Ben was born and raised in the rural town of Three Hills. He grew up on home cooking and A&W, but loves to explore new cultural experiences and discover new food. However, he is not a fan of fish, and tries to avoid it when he can. He loves the idea of trying new Korean BBQ, but is afraid to order a lot of the menu items, as he has never heard of them before.

PERSONA: DESIRAE TOMPKINS

Desirae is a hockey mom who needs order food for take-out because her kids busy schedule doesn't allow her time to dine in.



Desirae Tompkins

Age: 34
Education: General sciences degree
Hometown: Edmonton
Family: Two sons, husband
Occupation: Stay at home mom

"I'd love to be able to skip the line before hockey practice!"

Goals

- Feed her two busy sons between school, extracurriculars and hockey
- Avoid the dinner time lines
- Get to practice on time

Frustrations

- Wait time for ordering in person
- Waiting in lines with her two energetic sons

Desirae is a hockey mom, and her boys keep her on the run. Between helping them with homework, taking them to piano lessons and getting to hockey practice, she often doesn't have time to cook a good supper. Her boys love Korean corn dogs, and she likes the BBQ, but she'd love to be able to order at piano lessons, and pick the food up to eat at the rink.

USER JOURNEY MAP

This user journey map for Desirae highlights some potential feelings and problems she might encounter using the mobile ordering app.

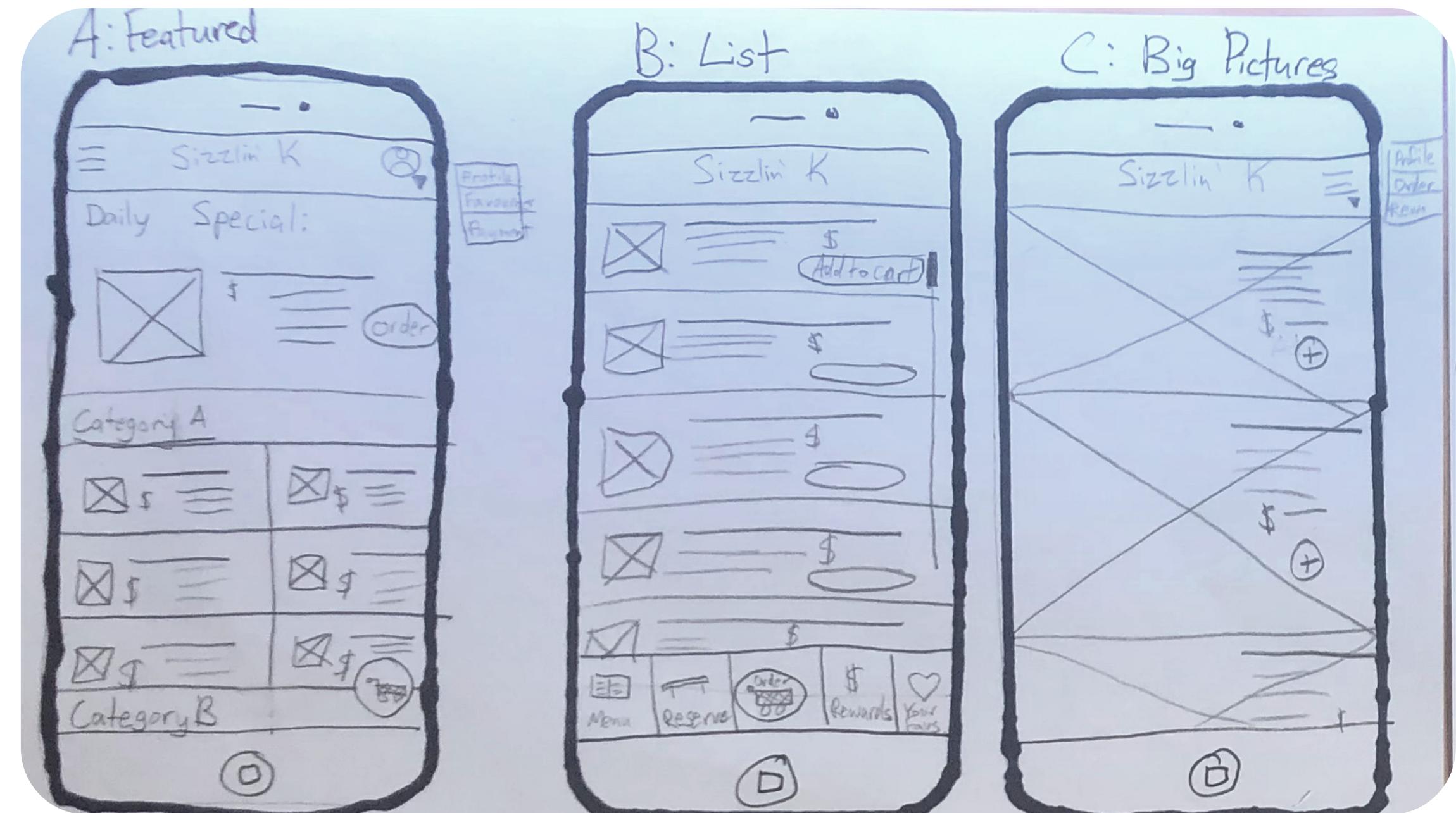
ACTION	Download the app	Order food	Pay	Be notified food is ready	Pick up food
TASK LIST	Tasks A. Go to the app store B. Look up Sizzin' K App C. Download	Tasks A. Decide what to order B. Select quantity C. Add to order	Tasks A. Add credit card B. Confirm payment	Tasks A. Allow the app to send her notifications B. see the notification	Tasks A. Drive to restaurant B. wait for cashier to find her order C. take order
FEELING ADJECTIVE	Frustrated at not finding the app right away	Excited for food Unsure of what to order	Worried about security of her credit card	Confused on how to enable the setting	Impatient to talk to the cashier Excited to eat food
IMPROVEMENT OPPORTUNITIES	Make the app more accessible from the business' social media	Offer a daily deal, or featured item	Add a paypal button Add an area for tip	Add a box when she first opens the app asking if she wants to allow notifications Create a link that sends her to the devices notification settings	Add an order number to the app and the receipt on the order to make it easier and faster for the cashier to find the order

STARTING THE DESIGN

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

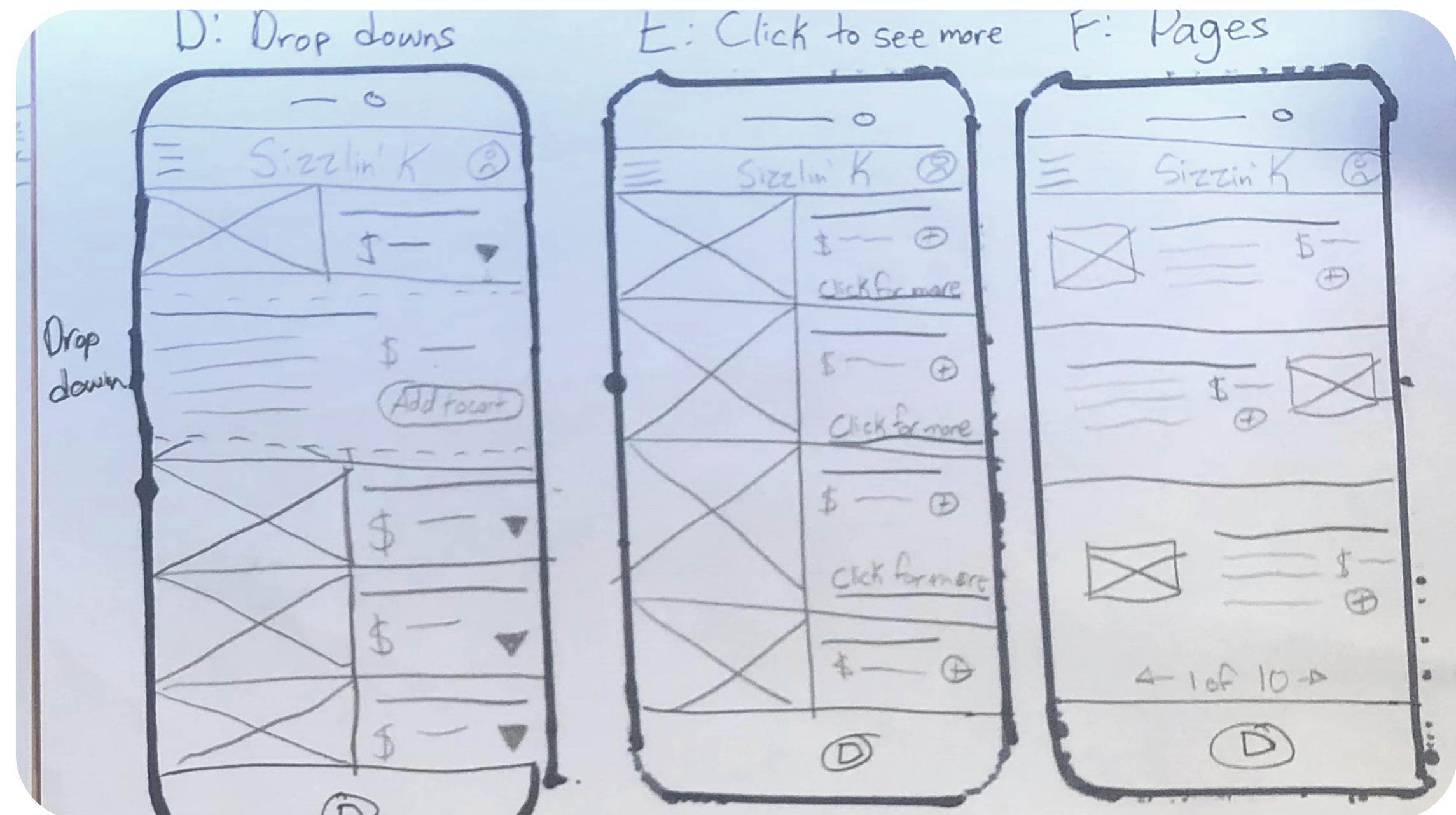
PAPER WIREFRAMES

Based on the user research I collected, I began sketching rough wireframes of potential designs. I tried to make as many ideas as possible here so I could take the good and leave the bad.



PAPER WIREFRAMES

I knew that I would need a way to display menu items, and include page-based navigation for the take-out and reservation pages.



DIGITAL WIREFRAMES



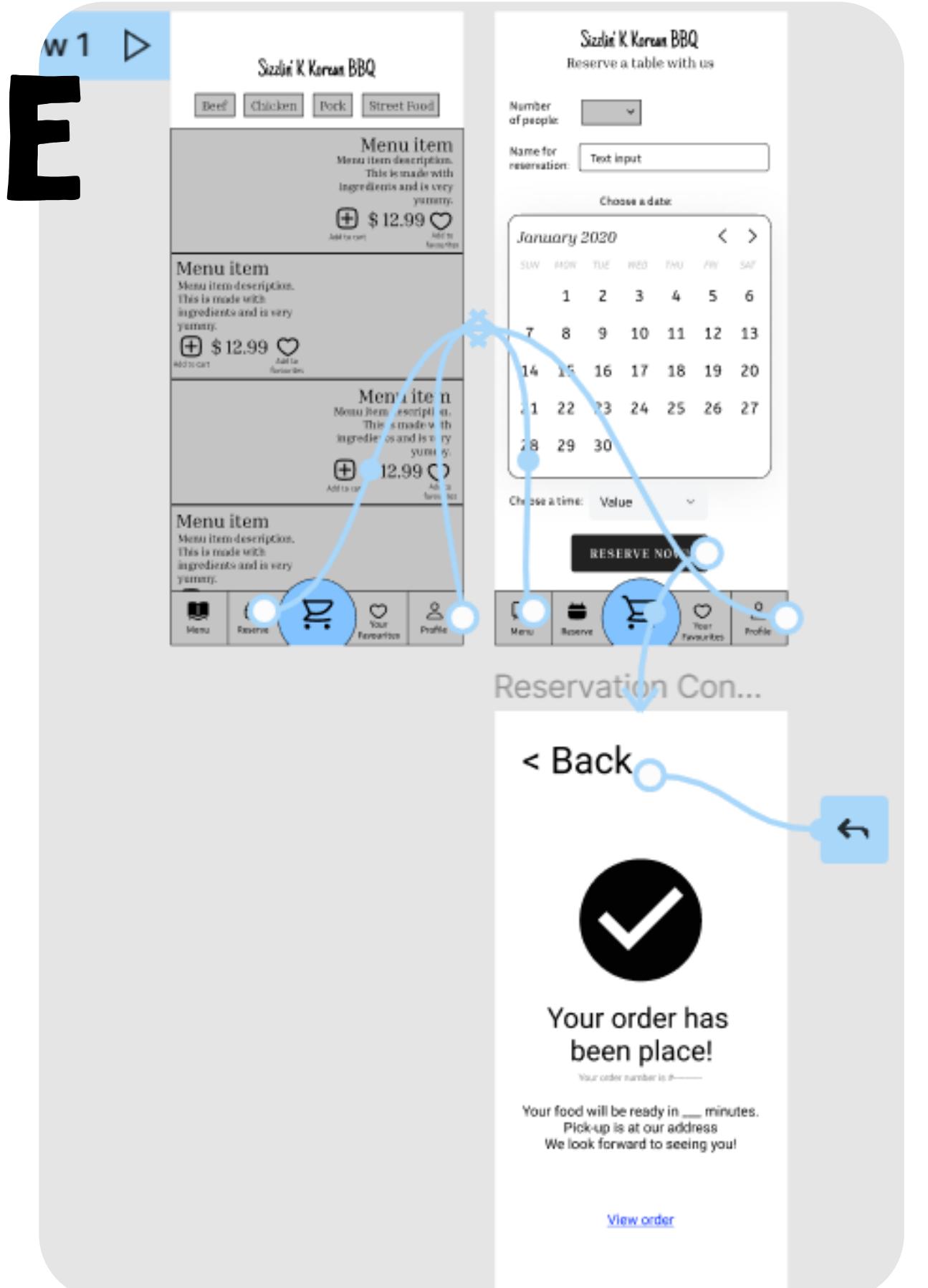
After drawing a few options on paper, I tried to take the best features from each drawing and combine them into a more polished wireframe. Using basic shapes and text in Figma I started to get a feel for how the final app might look.

I TOOK THE BOTTOM MENU FROM OPTION B, BECAUSE IT ALLOWS FOR MULTIPLE PAGES THAT ARE EASY TO SEE AT ALL TIMES

LOW FIDELITY PROTOTYPE

At this point, I made a few more rough wireframes and connected them together into a working prototype. The rough prototype can be accessed at

[https://www.figma.com/file/Pu3VH2N3aCKW38WEgaZ5Tr/Sizzlin'-K-Mock-Up?
node-id=0%3A1](https://www.figma.com/file/Pu3VH2N3aCKW38WEgaZ5Tr/Sizzlin'-K-Mock-Up?node-id=0%3A1)



USABILITY STUDY FINDINGS

I then showed a few potential users the prototype.
Based on what they said, I gathered insights.

1

Based on the theme that: some navigation items are hard to use, an insight is: the navigation features can be made more prominent and can be explained with an initial tutorial or help bar.

2

Based on the theme that: a mobile app might not be the best solution for this program, an insight is: it may be better to consider a web-based, simplified solution.

3

Based on the theme that: more responses and visual feedback will need to be added, an insight is: we can use animations and confirmation buttons to ensure the user knows when an action has been completed.

REFINING THE DESIGN

- Mockups
- High-fidelity prototypes
- Accessibility

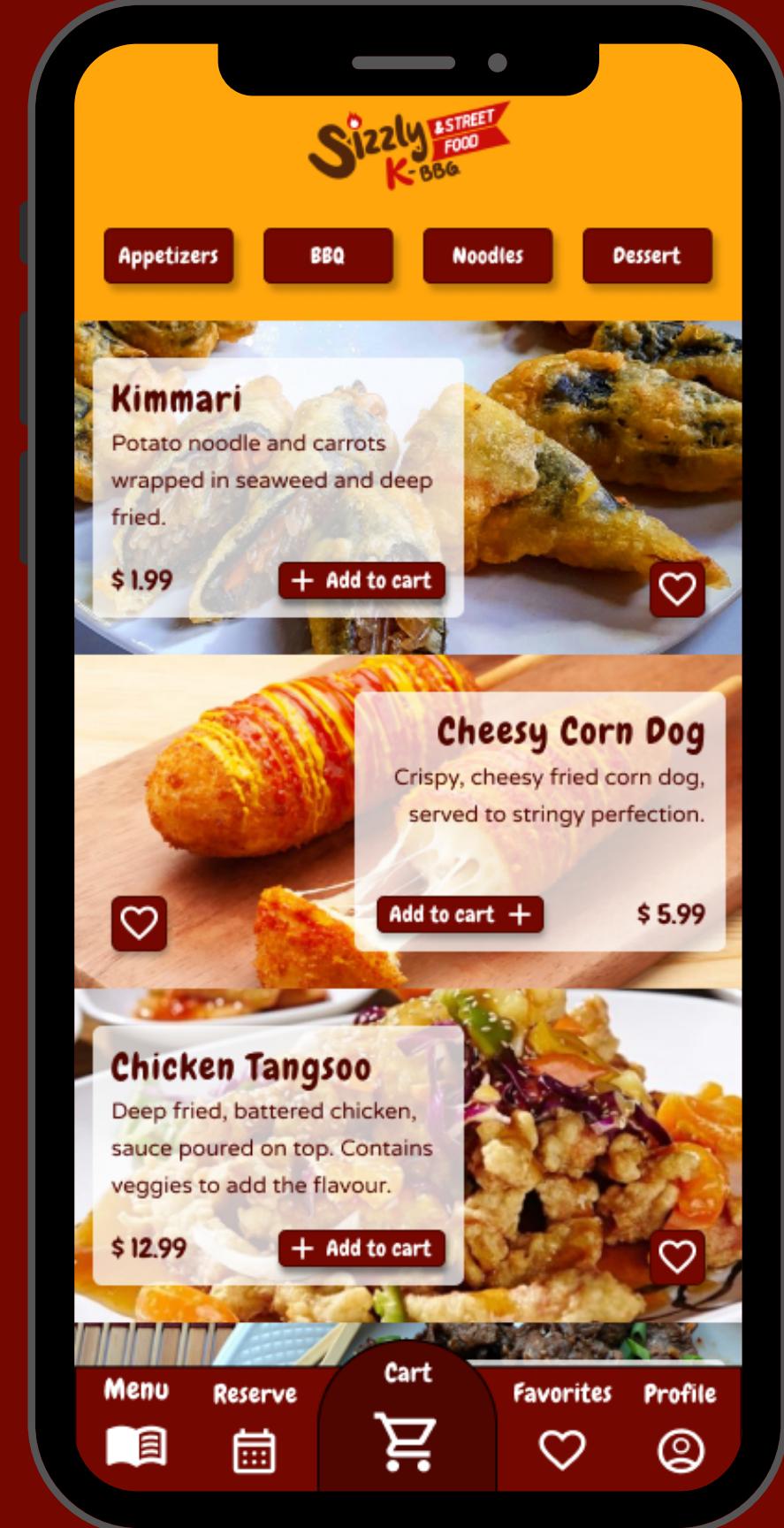
MOCKUPS

Based on the insights gathered in the usability study I made some changes to the design. I separated the "add to menu" and "favourites" buttons. I also added colour and images to make the app more engaging.

Before usability study



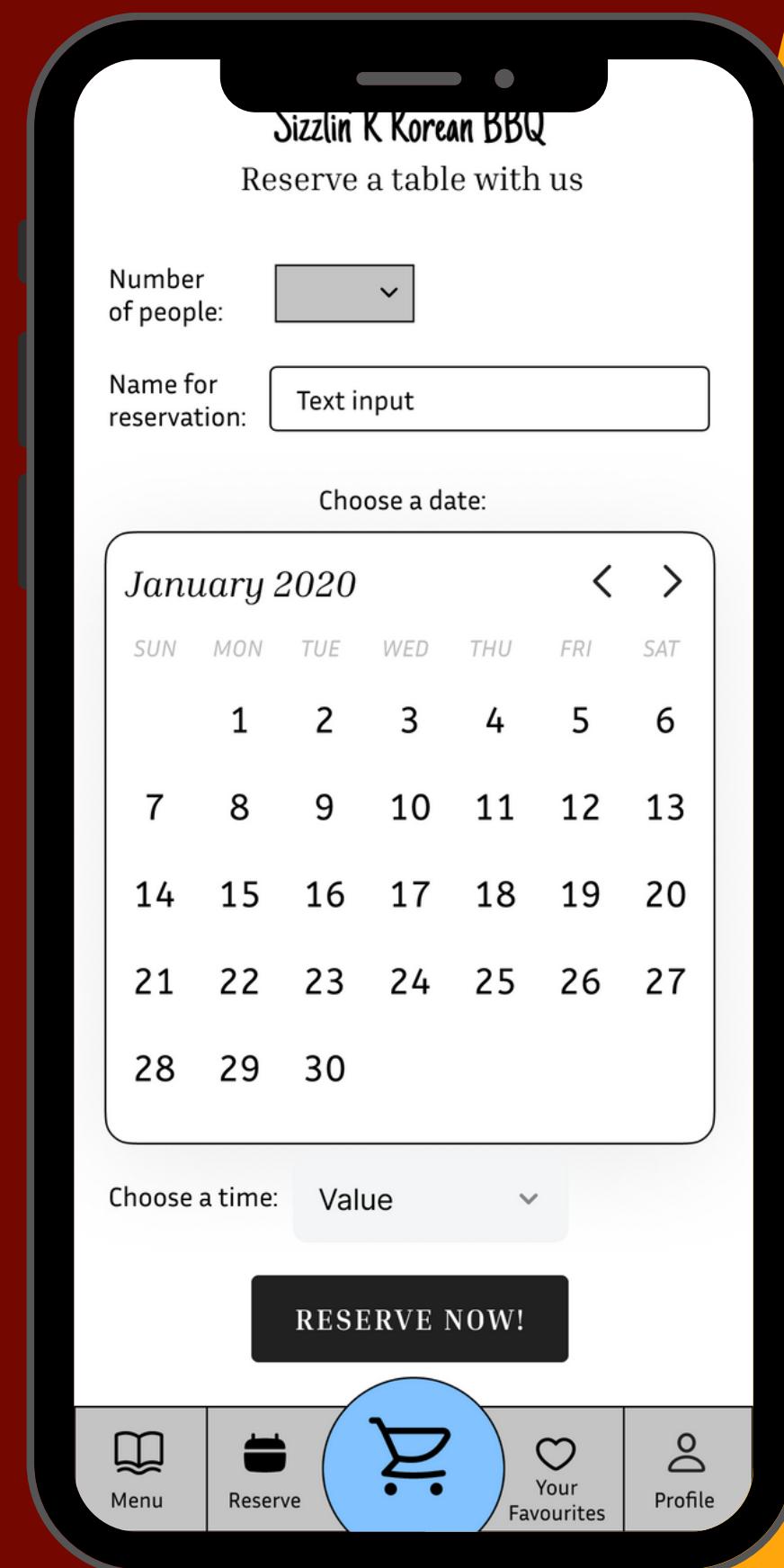
After usability study



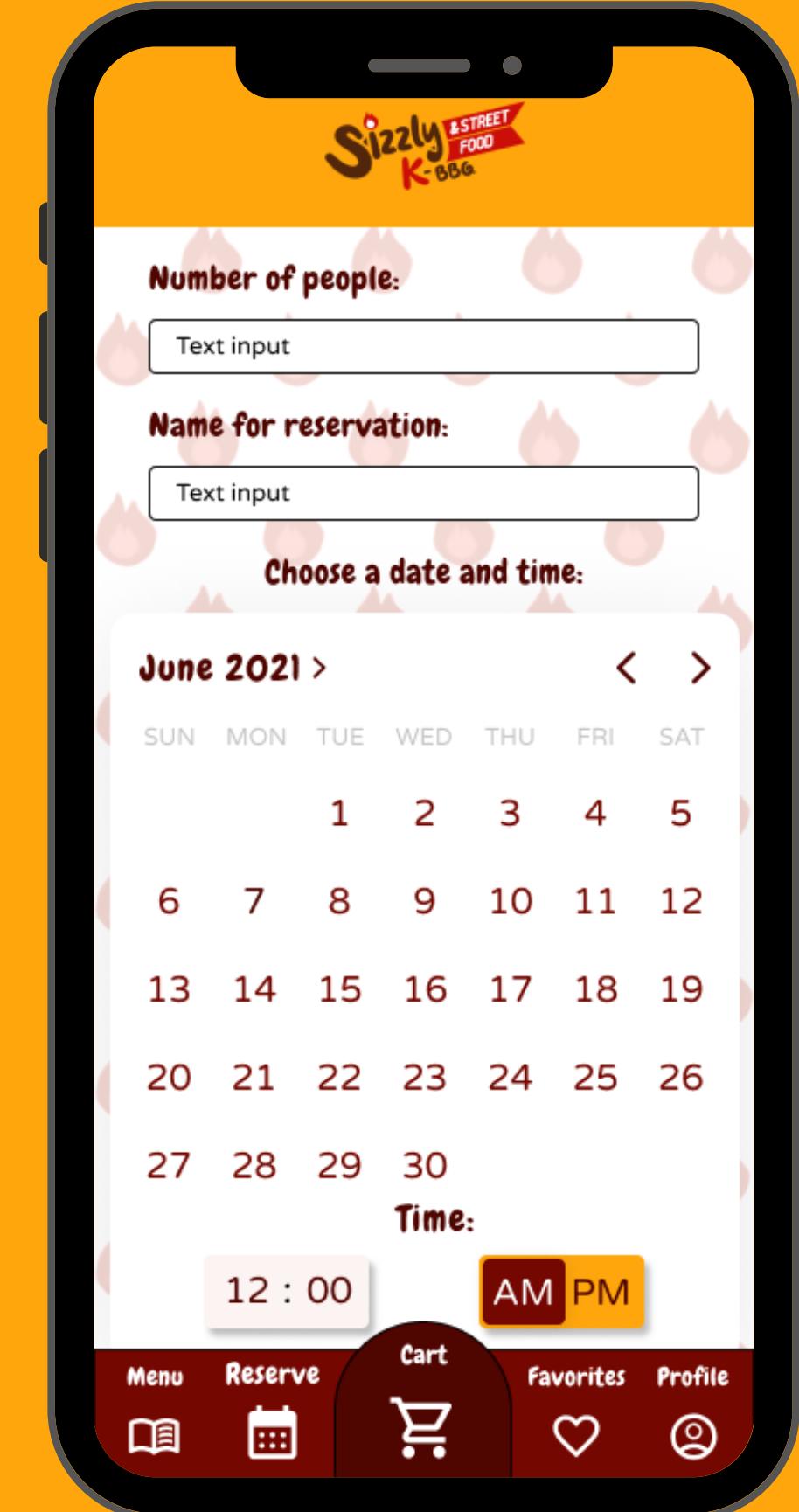
MOCKUPS

Here I added more colour and animations and rethought how users would input their reservation information. I opted to switch the input to text boxes, as the orders will need to be interpreted by staff either way.

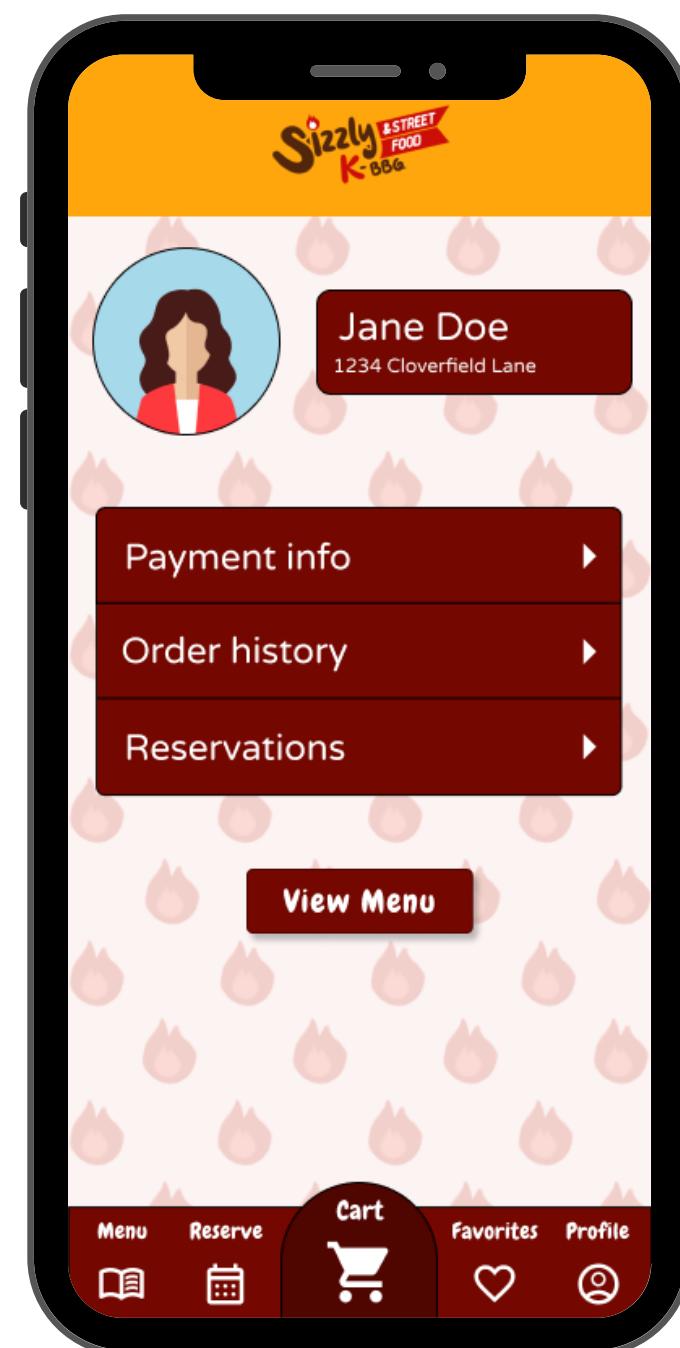
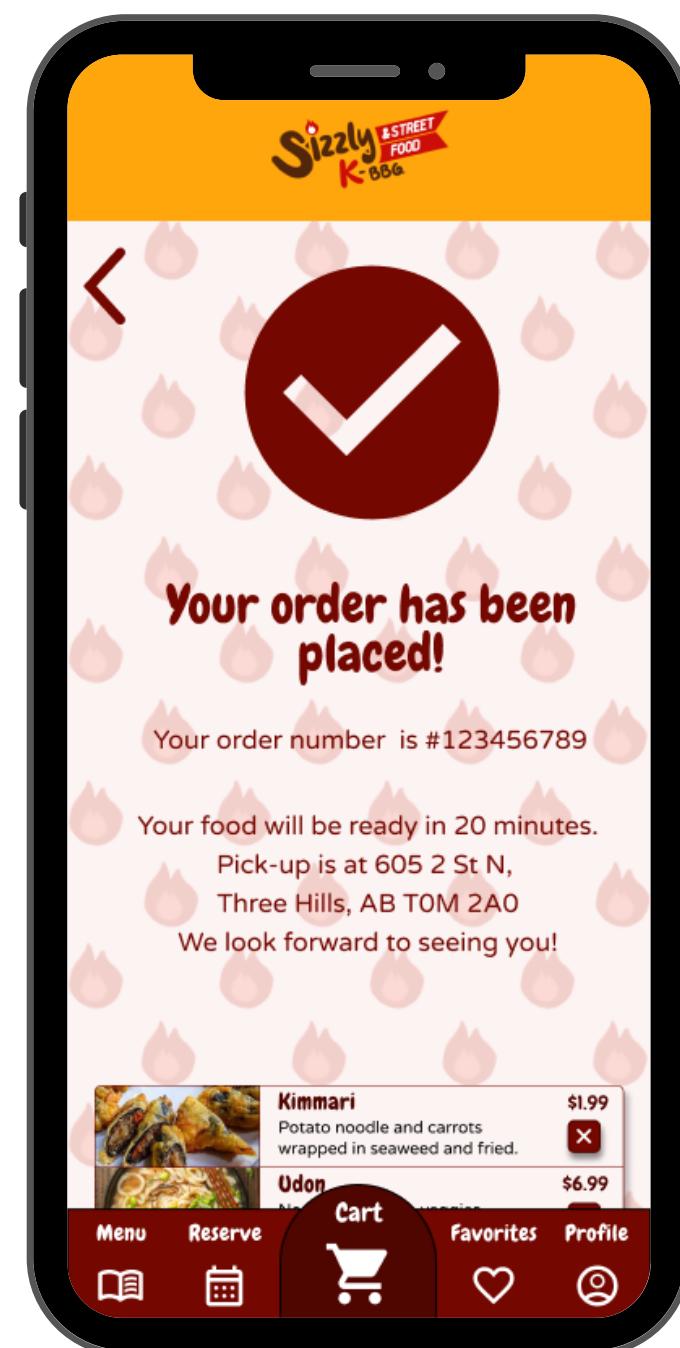
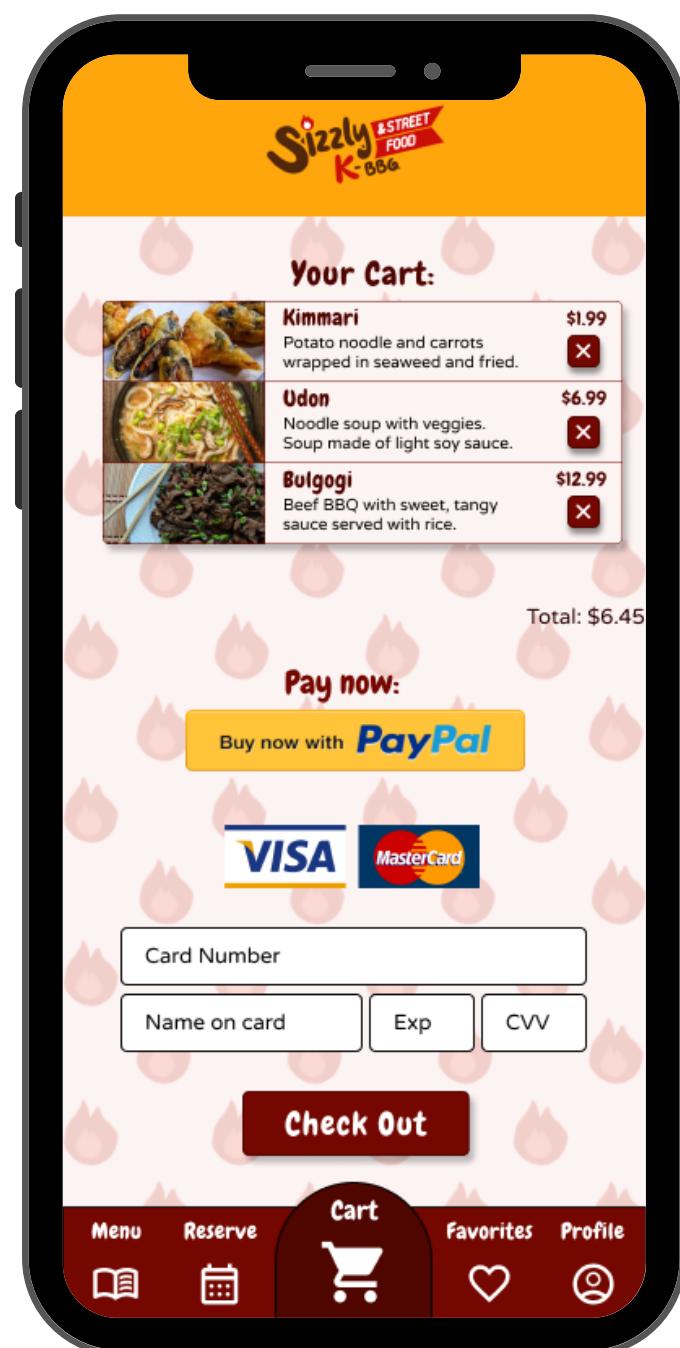
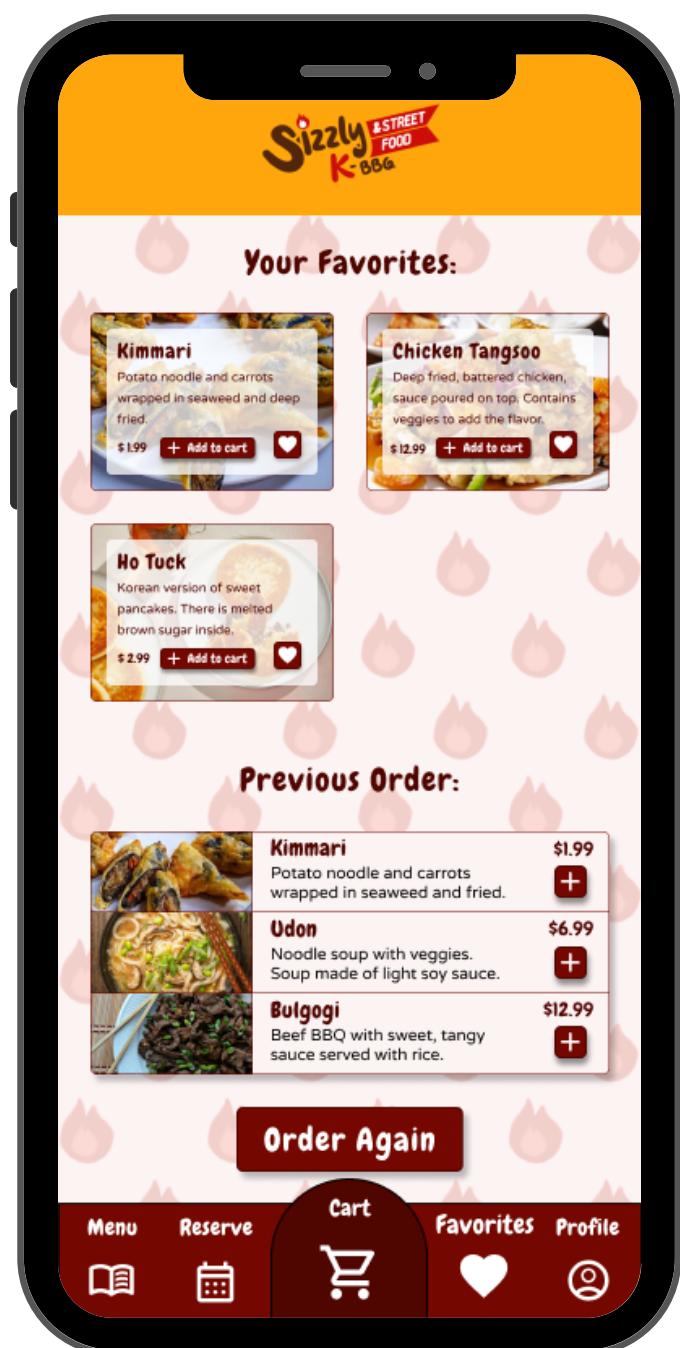
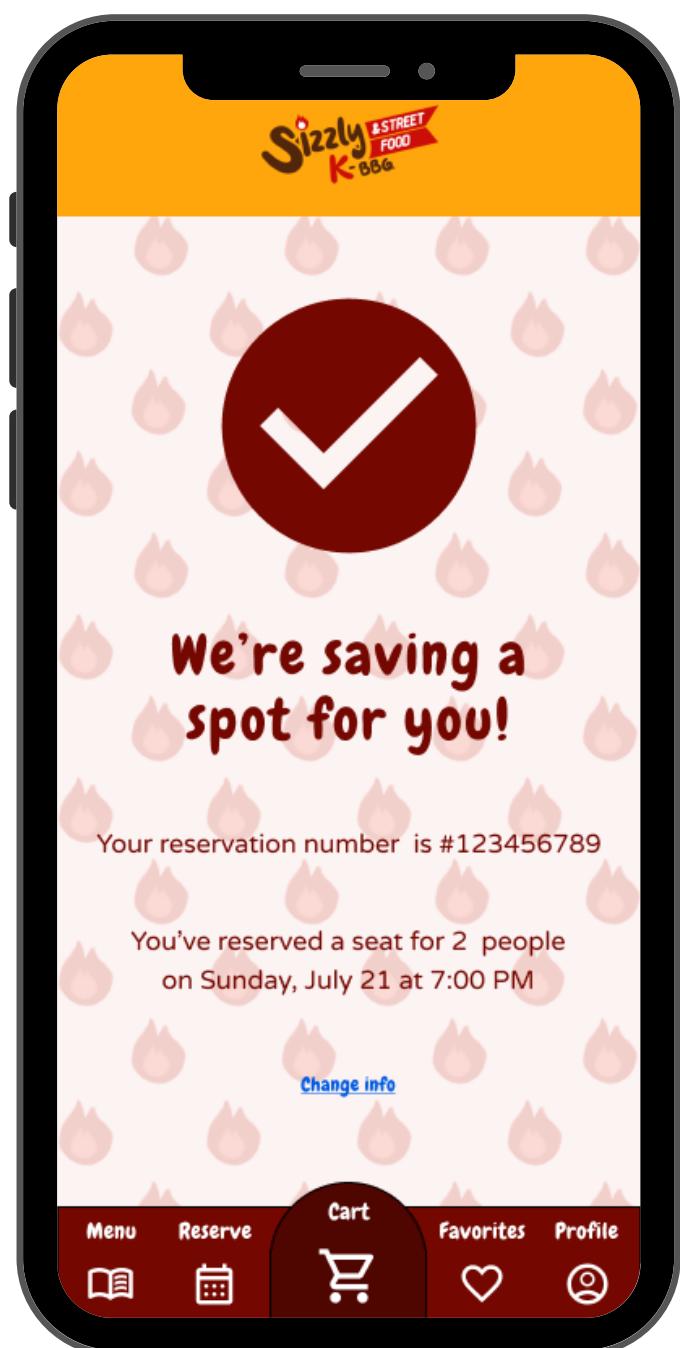
Before usability study



After usability study



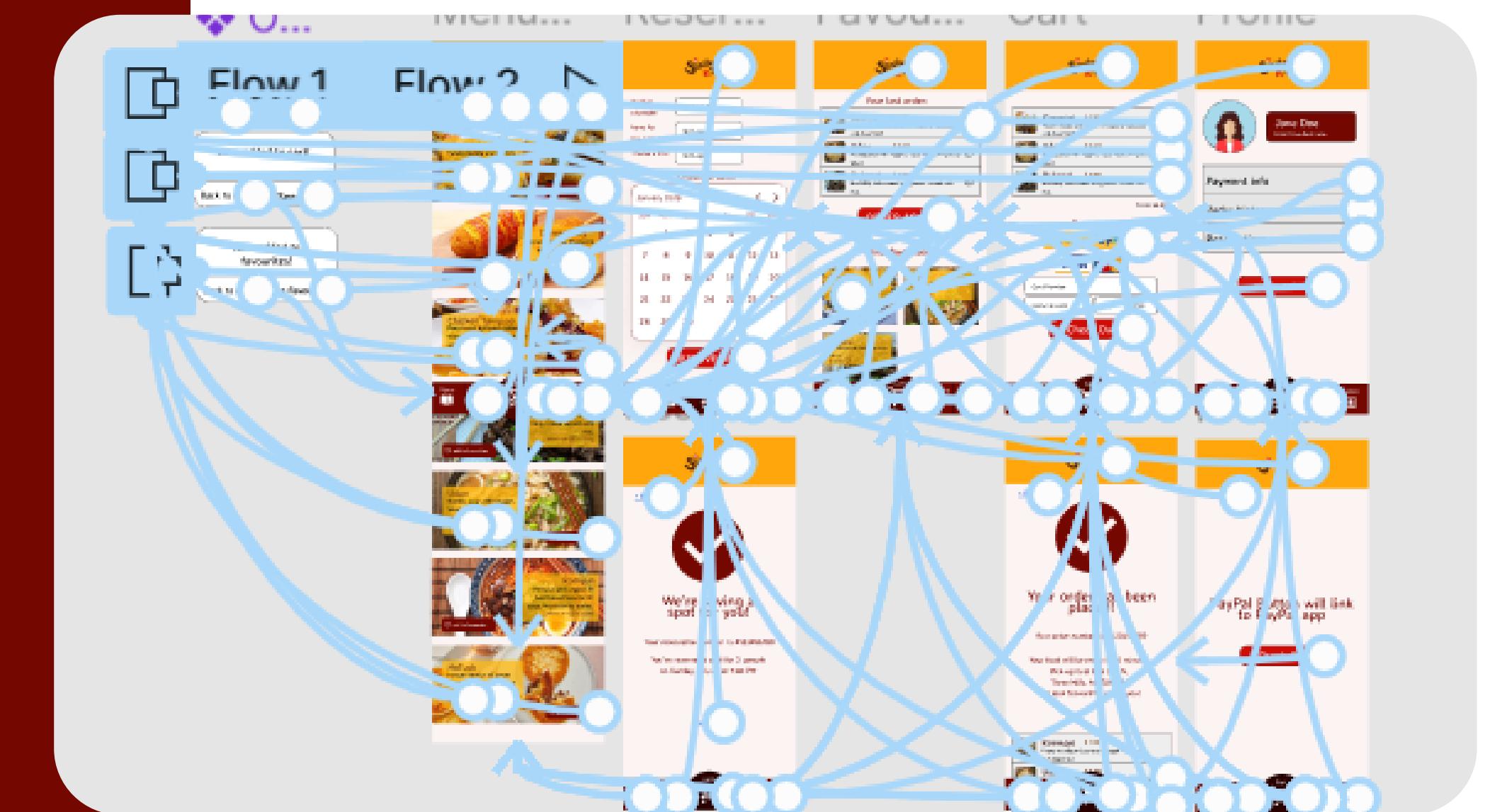
MOCKUPS



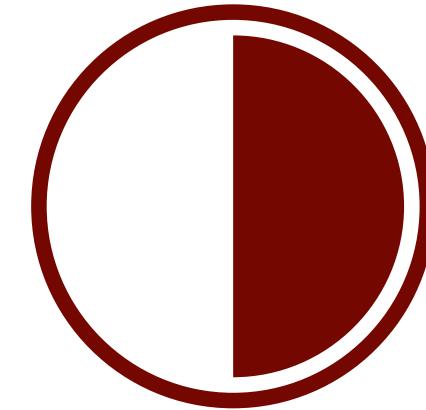
HIGH FIDELITY PROTOTYPE

Finally, I connected all the frames together and added animations. Here is the hi-fi prototype:

<https://www.figma.com/file/6twJN1zOTR7MRnDPfcVe25/Sizzlin'-K-BBQ-Wireframe?node-id=0%3A1>

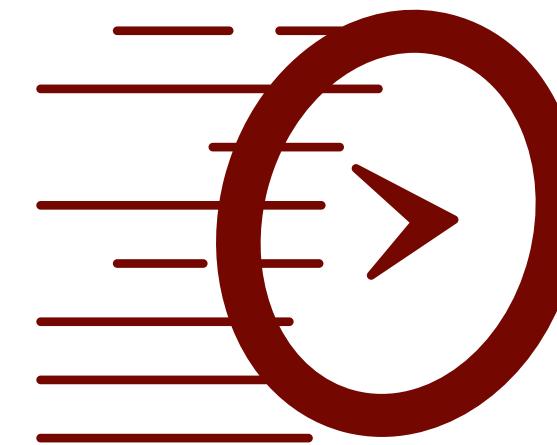


ACCESSIBILITY CONSIDERATIONS



Contrast

I used WebAIM.org to check the contrast on the colours in my design to ensure they meet WCAG standards.



Animations

I double-checked the speed of all the animations to ensure smooth transitions and to avoid distractions.



Gestures

I made sure all actions in the app can be completed by simply tapping, ensuring no special gestures are necessary to operate the app.

GOING FORWARD

- Take aways
- Next steps

TAKE AWAYS

1

Feedback: Throughout this process I learned the importance of feedback from both designers and users. Every step of the way I had fellow UX design students giving me feedback on the app, and their ideas helped elevate the project.

2

Iteration: This project forced me to work one step at a time, which gave me a chance to evaluate where the project was at along the way. Making small improvements as you polish a design from a paper wireframe to a working prototype can often end in a more thought out product.

NEXT STEPS

1

Development: The design has reached a finish point, but will need to be developed into a actual application. Working with stakeholders and software developers this design could become a finished program. Ideally it would be adapted to work in a browser to accomodate PC's as well.

2

Content: The design currently is filled out with some menu options, but does not cover the whole menu. More items would be added during development.

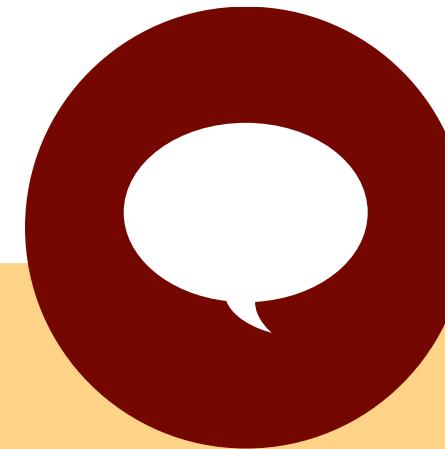
3

Updates: Unfortunately, the restaurant has shut done since I completed this project. I chose this product to work on my own professional development, but I would have loved to see it be used in the real world.



JOSH BELLINGHAM

LET'S CONNECT!



I would love to connect with you!

Email: jbcrash321@gmail.com

Or search "Josh Bellingham" on LinkedIn or Facebook.