



Making it easy to order food from our Restaurant partners,

serving 42% growth in orders & revenue

💻 for Promenade for Restaurants

🚀 1 designer, 1 product manager, 1 engineering manager, 2 engineers, 1 SDET

A screenshot of a restaurant ordering platform interface. At the top, there's a header with the restaurant name "MAMA JO'S EATERY" and a "Order Online" button. Below the header, a navigation bar includes links for "ABOUT US", "TERMS & CONDITIONS", "CAREERS", "All Day Menu", "Appetizers", "Entrees", "Breakfast", "Noodles", and "Desserts". The main content area displays a grid of food items with small images, names, descriptions, and prices. For example, "Kikiam" is described as a Filipino variation of the Ngoh Hiang, a Chinese dish of minced pork and prawn seasoned with five-spice powder. Other items shown include "Lumpiang Sarwa", "Tortang Talong", "Chicken Adobo", "Pandesal", "Lumpiang Shanghai", "Bopis", "Fish Balls", "Lumpiang Sarwa", "Kikiam", "Pandesal", "Lumpiang Shanghai", "Chicken Adobo", and "Pork Liempo". A red "CHECKOUT" button is visible in the top right corner of the menu grid. The bottom right corner of the image shows a close-up of some bread rolls.

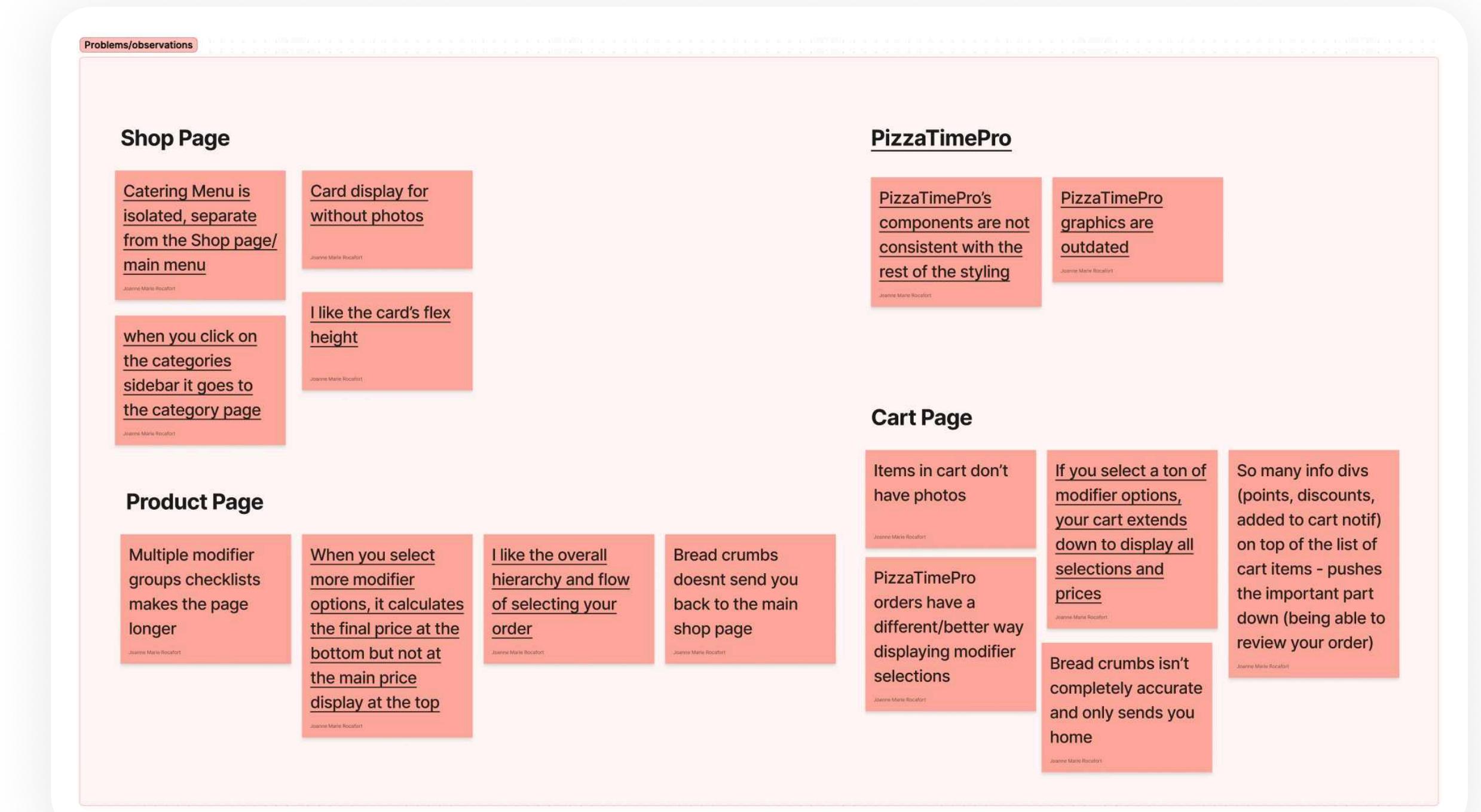
BACKGROUND & CONTEXT

**Order volume and revenue have remained
stagnant across our restaurant partners.**

DISCOVERY

Brainstorming with our product manager revealed that...

- Data shows that customers are dropping off without completing their orders
- Based on customer feedback from our partners, customers get frustrated with the overall convoluted journey of finding and adding food to cart to checking out
- It leads to confusion when they are redirected to a different page every time they click on something, losing their browsing position on the menu
- They have a hard time understanding and managing what's in their cart due to lack of essential information
- We went through browsing the menu to checking out, and bumped into the same issues.



PROBLEMS

What do we need to fix to **convert more visitors into customers?**

By merging our existing user feedback + data and our team's discoveries, I defined the key problems that we need to address.

Navigation issues

Too many page changes to get to where the users want to be, to add items to their cart and to check out. Data shows most visitors drop off before adding anything to the cart or before checkout.

Pre-cart product modifications

Excessively complicated steps to choose modifications to food items before adding them to cart, especially for pizzas. Data shows most visitors drop off after scrolling around through modifiers.

Cart management

Cart page layout is confusing and does not have basic edit functions. A user will need to delete and go back to the menu item page to add to cart again. Data shows that users abandon their carts at this point.

GOALS

How do we **convert more visitors into customers?**

Make menu browsing effortless

How do we design the menu so that visitors don't lose their browsing position while performing other actions within the ordering system?

Streamline adding items to cart

How do we make adding items to cart as easy as possible? Are we able to skip steps when possible?

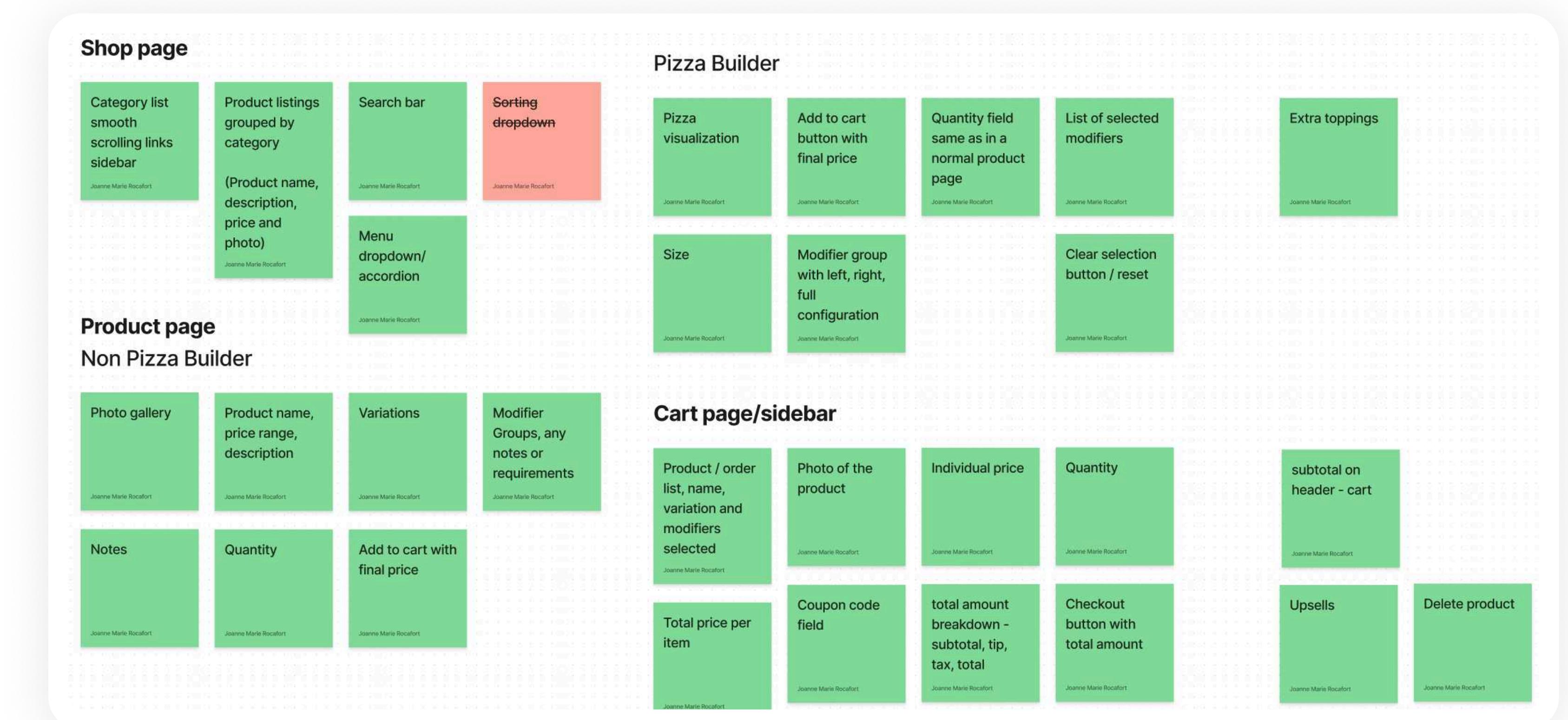
Smoothly usher customers to checkout

How do we make the cart and checkout as accessible as possible to discourage cart abandonment?

IDEATION

A harmonious, collaborative environment with my product manager and engineering manager

- Through research and a thorough competitor analysis, I identified best practices and broke them down into specific elements of the journey to shape the customer experience.
- I worked closely with my trio pod and the rest of the engineering team to nail down the feasibility of these ideas, define the non-negotiable and meet halfway where we can.



IDEATION

37% of our visitors are using their mobile devices.

- I made sure that we accommodate smooth experience on mobile, as well designing modifications to controls and displays specifically for mobile viewports.

Shop page

- Auto Search
- Categories list active state as scrolling happens
- Removed Show (number) because the whole menu is in one page
- Removed price filter slider
- Even with a different sort selection, the products are still grouped by categories
- When search is filtering the products, active can we remove active state on category list?
- If there are no other active menus, menu arrow on sidebar will not be visible
- When modal pops up for edit item from Cart, when you exit modal, it needs to go back to cart

Customizations

- Can change font

Mobile experience

- Product page isn't technically a modal so there's a back button than a close button
- Product page base price is on the right side of the photo/visual
- Horizontal category slider
- when you reach either end of the horizontal scroll, the corresponding arrow goes away

IDEATION

Designing a one-page menu, a la holding a physical menu at a restaurant

What if the page smooth scrolls to the selected category?

ALL DAY MENU

Appetizers

- Pizza
- Specialty Pizza
- Salads
- Wings
- Pasta
- Calzones
- Sandwich / Burgers
- Gyros
- Paninis
- Wraps
- Stromboli
- Desserts
- Beverages
- Catering

Appetizers

Normal Product
Deep-fried cheese sticks. Crispy on the outside, gooey on the inside. Served with a side of marinara sauce
\$7.49

Pizza Builder Product
Deep-fried cheese sticks. Crispy on the outside, gooey on the inside. Served with a side of marinara sauce
\$7.49

Normal Product
Deep-fried cheese sticks. Crispy on the outside, gooey on the inside. Served with a side of marinara sauce
\$7.49

Normal Product
Deep-fried cheese sticks. Crispy on the outside, gooey on the inside. Served with a side of marinara sauce
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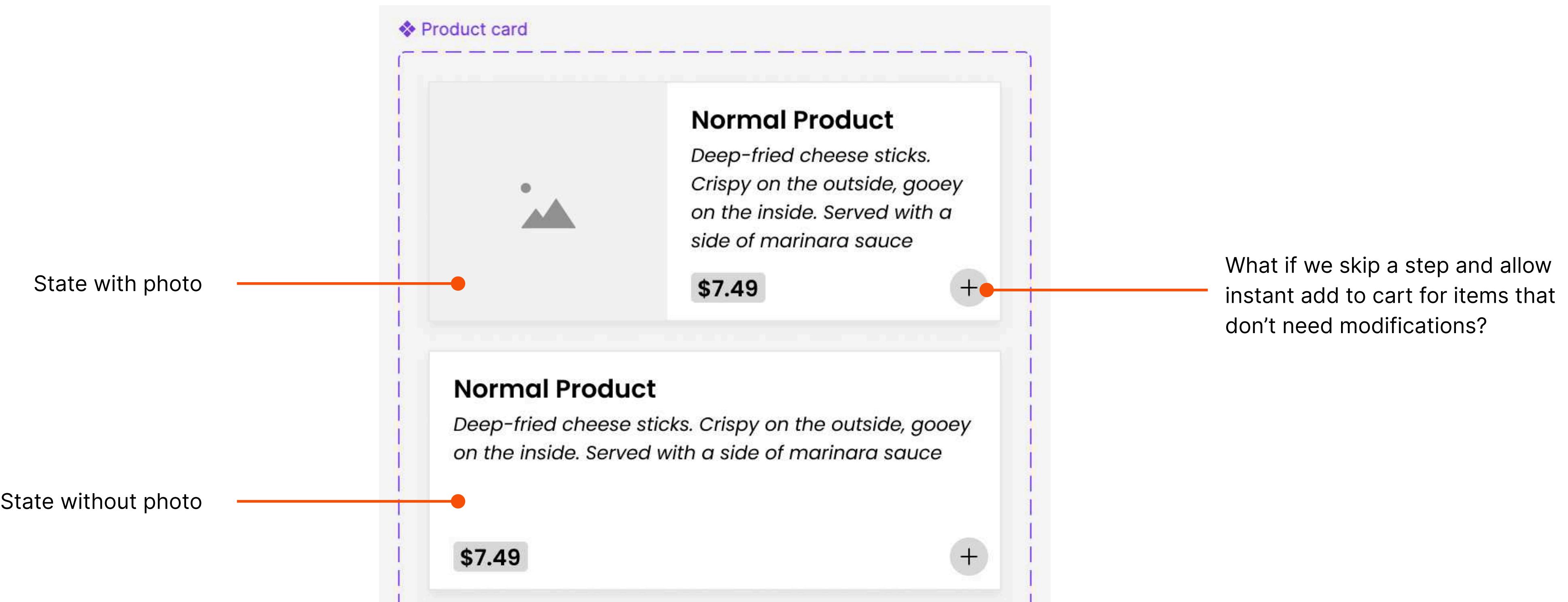
Pizza

Normal Product
Deep-fried cheese sticks. Crispy on the outside, gooey on the inside. Served with a side of marinara sauce
\$7.49

Normal Product
Deep-fried cheese sticks. Crispy on the outside, gooey on the inside. Served with a side of marinara sauce
\$7.49

IDEATION

Crafting a menu item card with intention



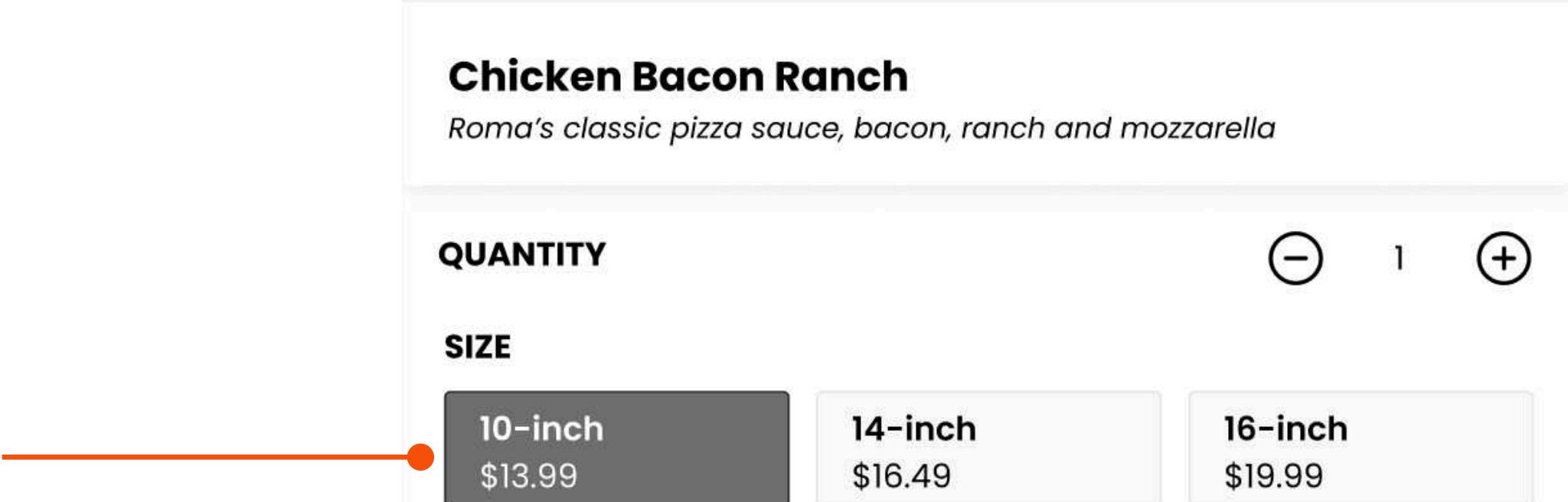
IDEATION

Making modifications and configurations easy to digest

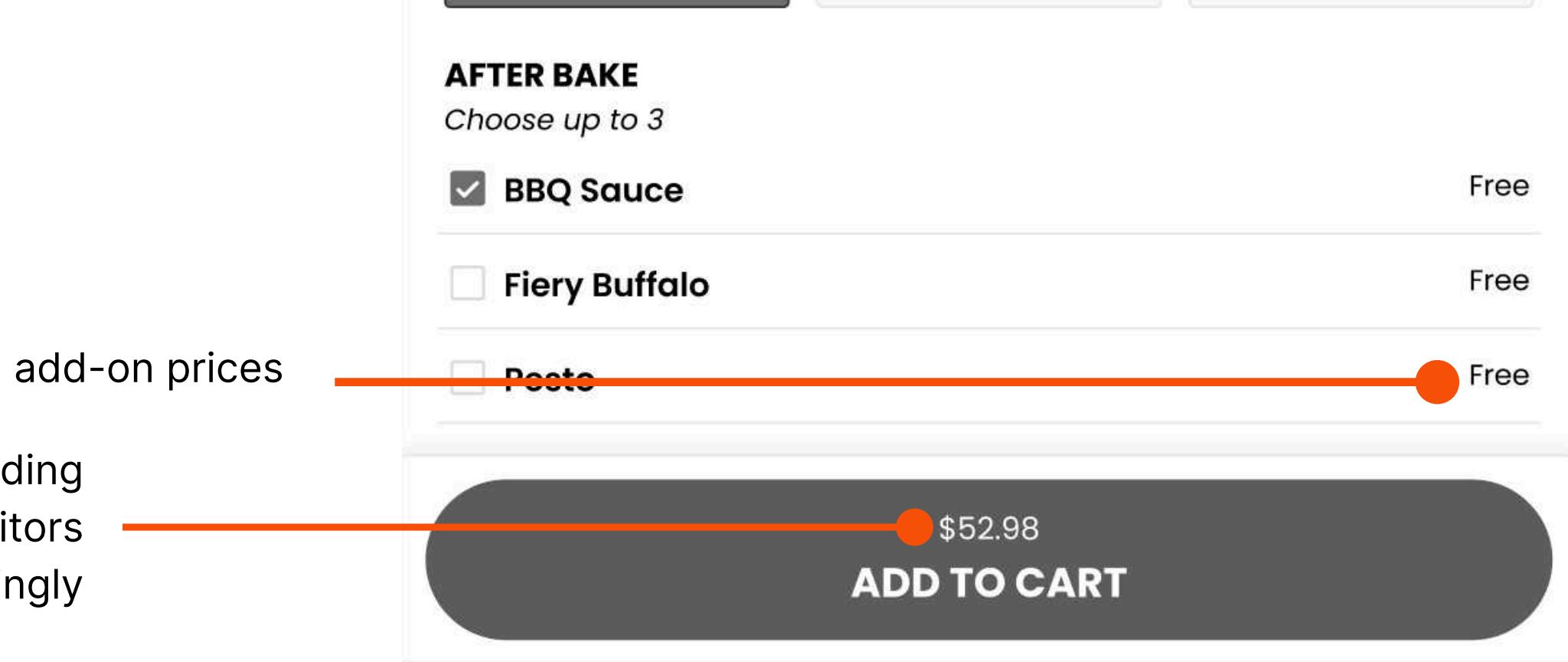
Displaying accurate price range depending on selections



Transparency on price differences depending on selections



Transparency on add-on prices



Dynamic pricing display depending on current selections, so visitors can decide accordingly

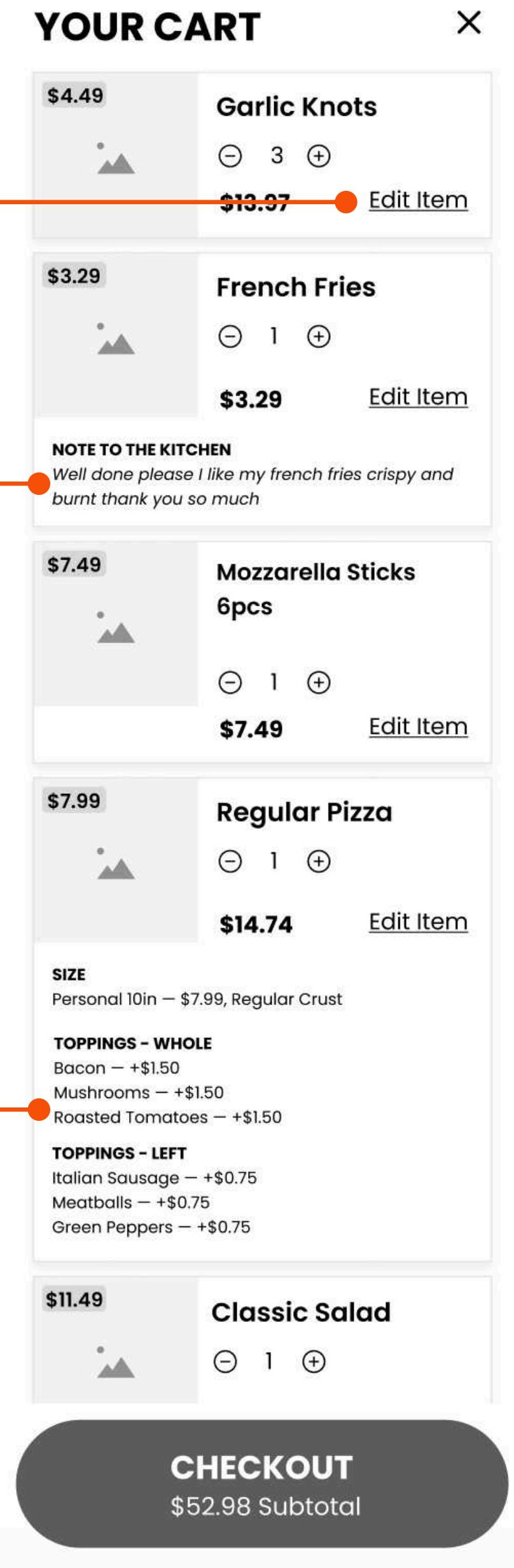
IDEATION

Granting clarity to cart management

Clearly showing configurations and extra charges per item to avoid confusion

Displaying note for easy review

Ability to edit the item without losing browsing position



IDEATION

Mobile considerations

Everything was designed mobile-first, so all elements remain on mobile view

Prioritizing space for cart access

Horizontal slider for categories

Mobile lo-fi

Logo

ALL DAY MENU ▼

Cart icon \$52.98

Appetizers Pizza Specialty Pizza Salad >

Search Q

Appetizers

Pizza Builder

Deep-fried cheese sticks. Crispy on the outside, gooey on the inside. Served with a side of marinara sauce

\$7.49 +

Normal Product

Deep-fried cheese sticks. Crispy on the outside, gooey on the inside. Served with a side of marinara sauce

\$7.49 +

Normal Product

Deep-fried cheese sticks. Crispy on the outside, gooey on the inside. Served with a side of marinara sauce

\$7.49 +

Sliding Cart - no bg

YOUR CART

Garlic Knots trash
\$4.49
(-) 3 (+)
\$13.97 edit

French Fries trash
\$3.29
(-) 1 (+)
\$3.29 edit

NOTE TO THE KITCHEN
Well done please I like my french fries crispy and burnt thank you so much

Mozzarella Sticks trash
6pcs \$3.29
(-) 1 (+)
\$7.49 edit

Regular Pizza trash
\$52.98 Subtotal
CHECKOUT

Product Modal - pizza builder

\$13.99 - \$19.99

Chicken Caesar Pizza
Ranch, parmesan & mozzarella cheese, bacon, oven-roasted tomatoes, and grilled chicken, topped with Caesar salad

QUANTITY (-) 1 (+)

SIZE
Personal 10in \$13.49 Large 14in \$16.49 X-Large 16in \$19.99

SAUCES Ranch Sauce Free

CHEESES Fresh Mozzarella Cheese Free

TOPPINGS Reset
\$52.98 ADD TO CART

SOLUTIONS

Serving effortless menu discovery & checkout

MAMA JO'S EATERY

[Order Online](#)

[ABOUT US](#) [TERMS & CONDITIONS](#) [CAREERS](#)

All Day Menu

Appetizers

Filipino quick bites to quickly satisfy hunger. Each comes with a bowl of rice and soup.

 Pandesal A classic Filipino bread roll that is particularly eaten for breakfast. It is soft and airy and slightly sweet. \$7.49	 Fish Balls Rounded meat balls made from fish paste which are then boiled or deep fried. \$7.49	 Bopis Pork or beef lungs and heart sautéed in tomatoes, chilies and onions. \$7.49
 Kikiam Filipino variation of the Ngoh Hiang, a Chinese dish of minced pork and prawn seasoned with five-spice powder. \$7.49	 Lumpiang Shanghai Made of thin paper-like or crepe-like pastry skin called "lumpia wrapper" enveloping savory or sweet fillings. \$7.49	 Sizzling Pork Sisig Minced pork, chopped onion, and chicken liver. It is a favorite dish for pulutan. \$7.49
 Lumpiang Sariwa Julienned ubod with various meat and vegetables in a thin egg crépe. \$7.49		

Search

0 items \$0.00

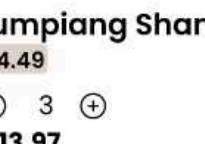


Pandesal
A classic Filipino bread roll that is particularly eaten for breakfast. It is soft and airy and slightly sweet.
\$7.49



Pandesal
A classic Filipino bread roll that is particularly eaten for breakfast. It is soft and airy and slightly sweet.

Your Cart

 Lumpiang Shanghai \$4.49 ⊖ 3 ⊕ \$13.97	
 Bopis \$3.29 ⊖ 1 ⊕ \$3.29	
NOTE TO THE KITCHEN Well done please like my bopis crispy and burnt thank you so much	
 Sizzling Pork Sisig \$3.29 ⊖ 1 ⊕ \$7.49	
 Regular Pizza \$3.29 ⊖ 1 ⊕ \$14.49	
SIZE Personal 10in: \$7.99, Regular Crust	
TOPPINGS - WHOLE Extra Bacon: +\$2.50 Mushrooms: +\$1.50 Roasted Tomatoes: +\$1.50	
TOPPINGS - LEFT Italian Sausage: +\$0.75 Meatballs: +\$0.75 Green Peppers: +\$0.75	
 Classic Salad \$3.29 ⊖ 1 ⊕	
\$52.98 Subtotal	
CHECKOUT	

SOLUTIONS

One Page Menu

Our new ordering platform features sidebar category links that allow for smooth scrolling to the customer's desired section, making menu discovery effortless for our end users.

MAMA JO'S EATERY

All Day Menu ▼ Cart \$52.98

[Appetizers](#) [Pizza](#) [Specialty Pizza](#) [Salads](#) >

Q

Appetizers


Pizza Builder
Deep-fried cheese sticks. Crispy on the outside, gooey on the inside. Served with a side of marinara sauce
\$7.49 + Add

Normal Product
Deep-fried cheese sticks. Crispy on the outside, gooey on the inside. Served with a side of marinara sauce
\$7.49 + Add


Normal Product
Deep-fried cheese sticks. Crispy on the outside, gooey on the inside. Served with a side of marinara sauce
\$7.49 + Add

MAMA JO'S EATERY

[Order Online](#)

[ABOUT US](#) [TERMS & CONDITIONS](#) [CAREERS](#)

All Day Menu ▼ Search Cart 0 items \$0.00

Appetizers

Filipino quick bites to quickly satisfy hunger. Each comes with a bowl of rice and soup.

 Pandesal A classic Filipino bread roll that is particularly eaten for breakfast. It is soft and airy and slightly sweet. \$7.49 + Add	 Fish Balls Rounded meat balls made from fish paste which are then boiled or deep fried. \$7.49 + Add	 Bopis Pork or beef lungs and heart sautéed in tomatoes, chilies and onions. \$7.49 + Add
 Kikiam Filipino variation of the Ngoh Hiang, a Chinese dish of minced pork and prawn seasoned with five-spice powder. \$7.49 + Add	 Lumpiang Shanghai Made of thin paper-like or crepe-like pastry skin called "lumpia wrapper" enveloping savory or sweet fillings. \$7.49 + Add	 Sizzling Pork Sisig Minced pork, chopped onion, and chicken liver. It is a favorite dish for pulutan. \$7.49 + Add
 Lumpiang Sariwa Julienned ubod with various meat and vegetables in a thin egg crépe. \$7.49 + Add	Entrees	

SOLUTIONS

Instant Add to Cart

When food items require no configurations, customers are now able to instantly add them to your cart, saving valuable time and simplifying the ordering journey.

Search

Appetizers

Filipino quick bites to quickly satisfy hunger. Each comes with a bowl of



Pandesal

A classic Filipino bread roll that is particularly eaten for breakfast. It is soft and airy and slightly sweet.

\$7.49



Lumpiang Sto.

Made of thin papaya 'lumpia wrapper'

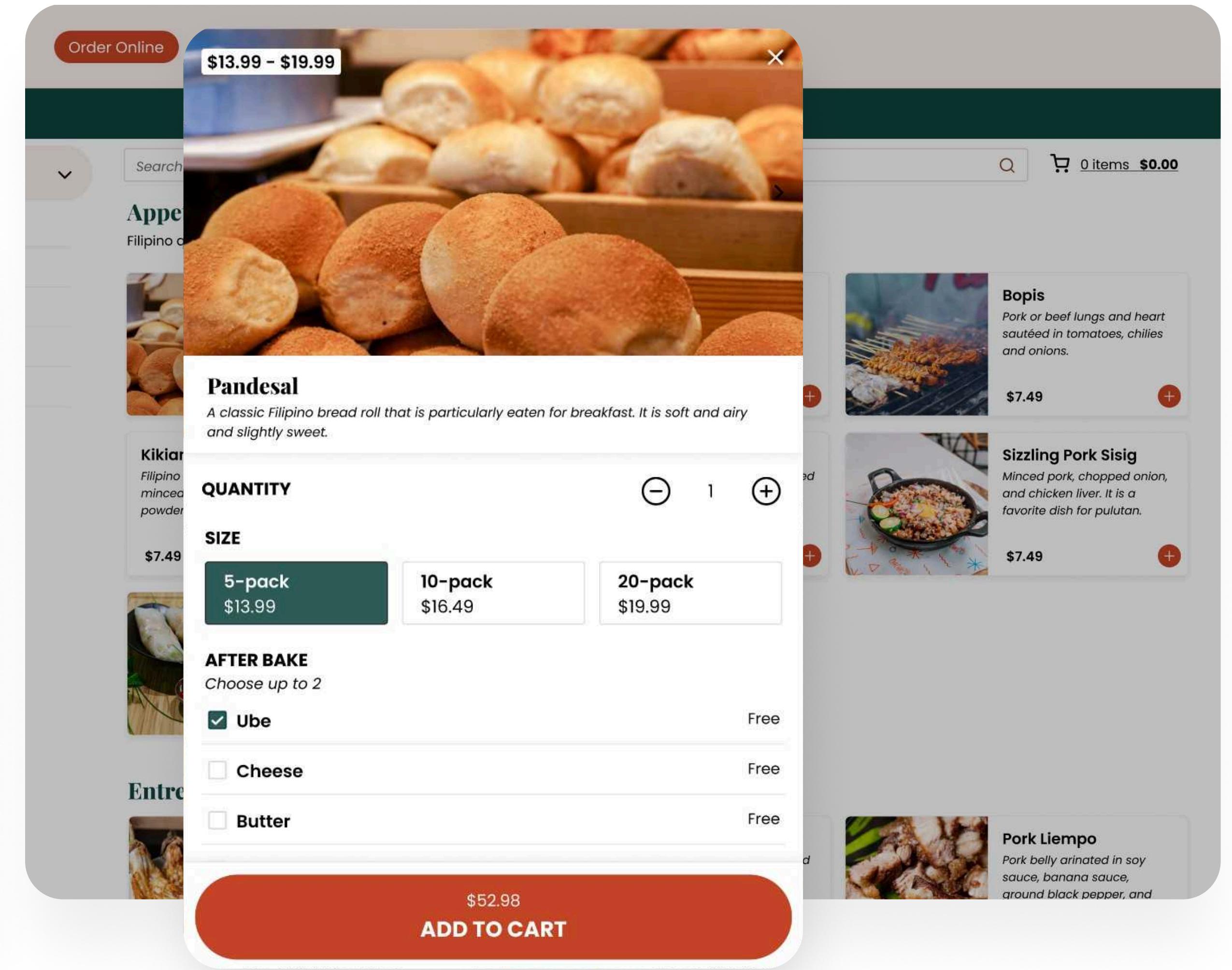
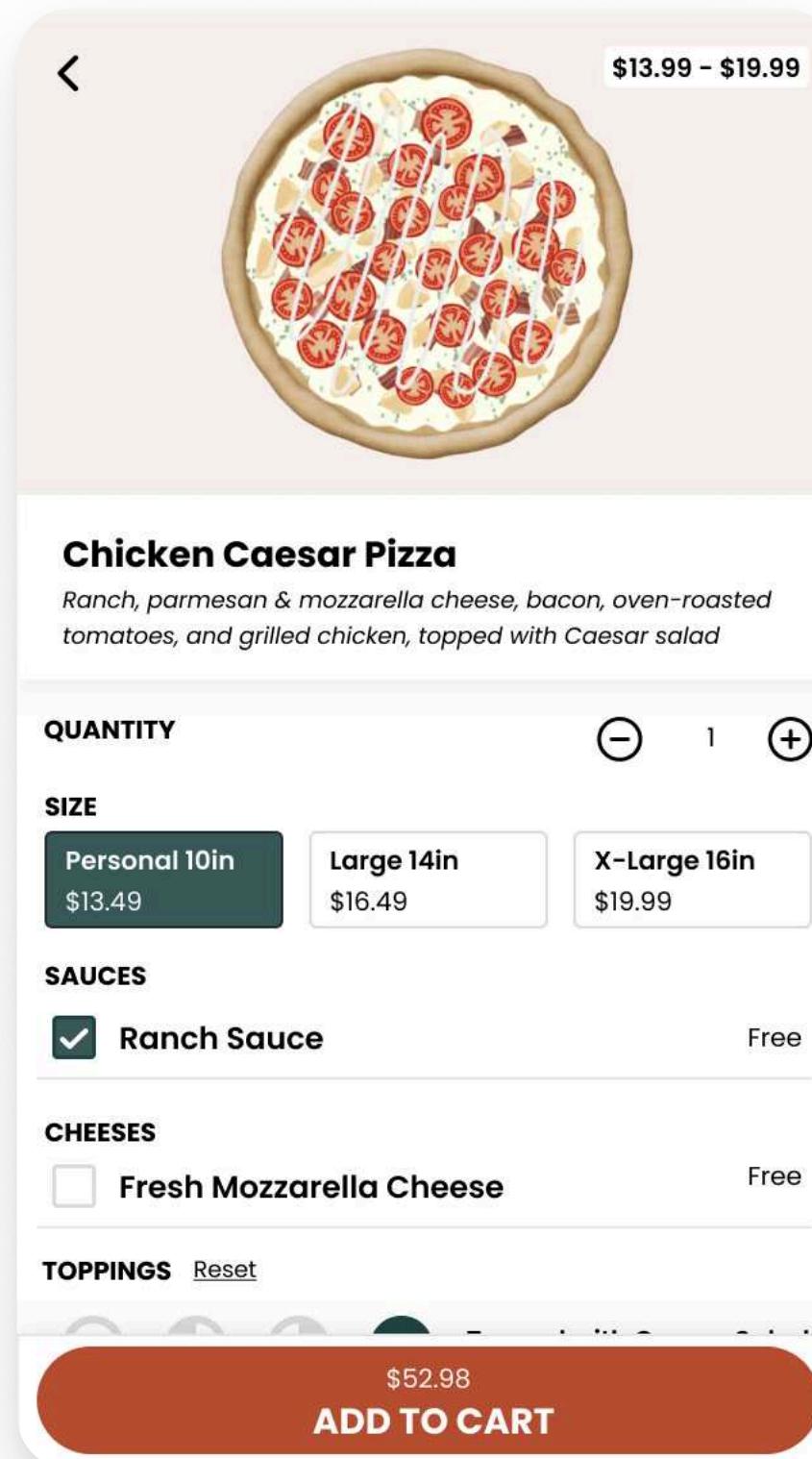
Filipino variation of the Ngoh Hiang, a Chinese dish of minced pork and prawn seasoned with five-spice powder



SOLUTIONS

Product Details Pop-up

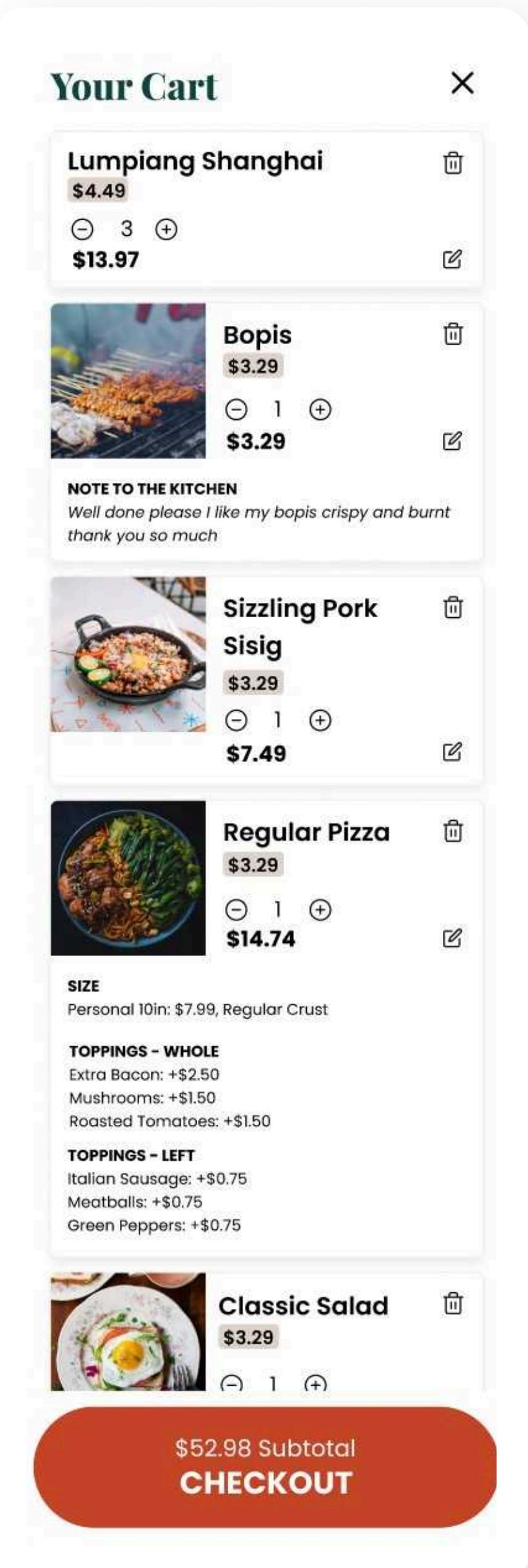
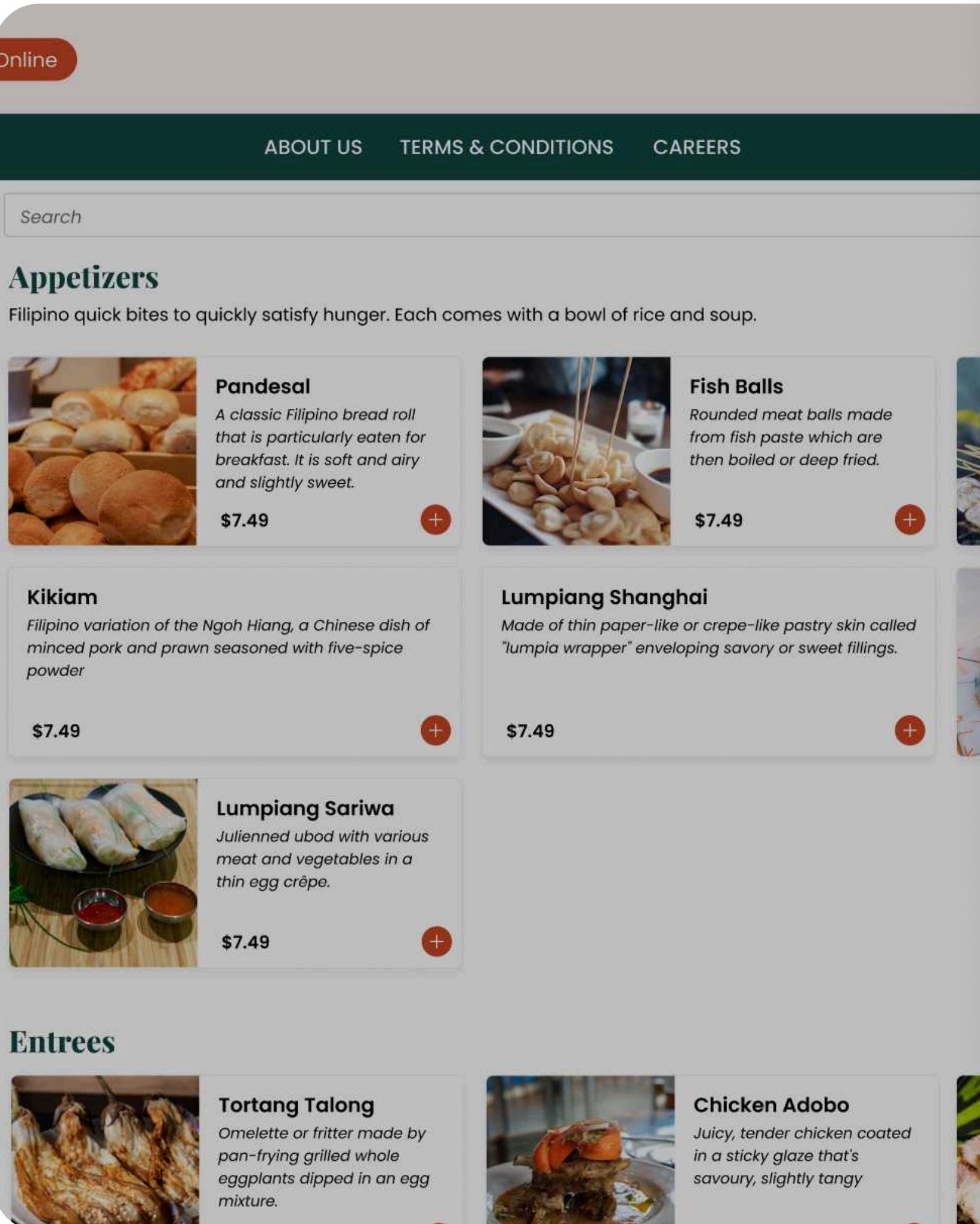
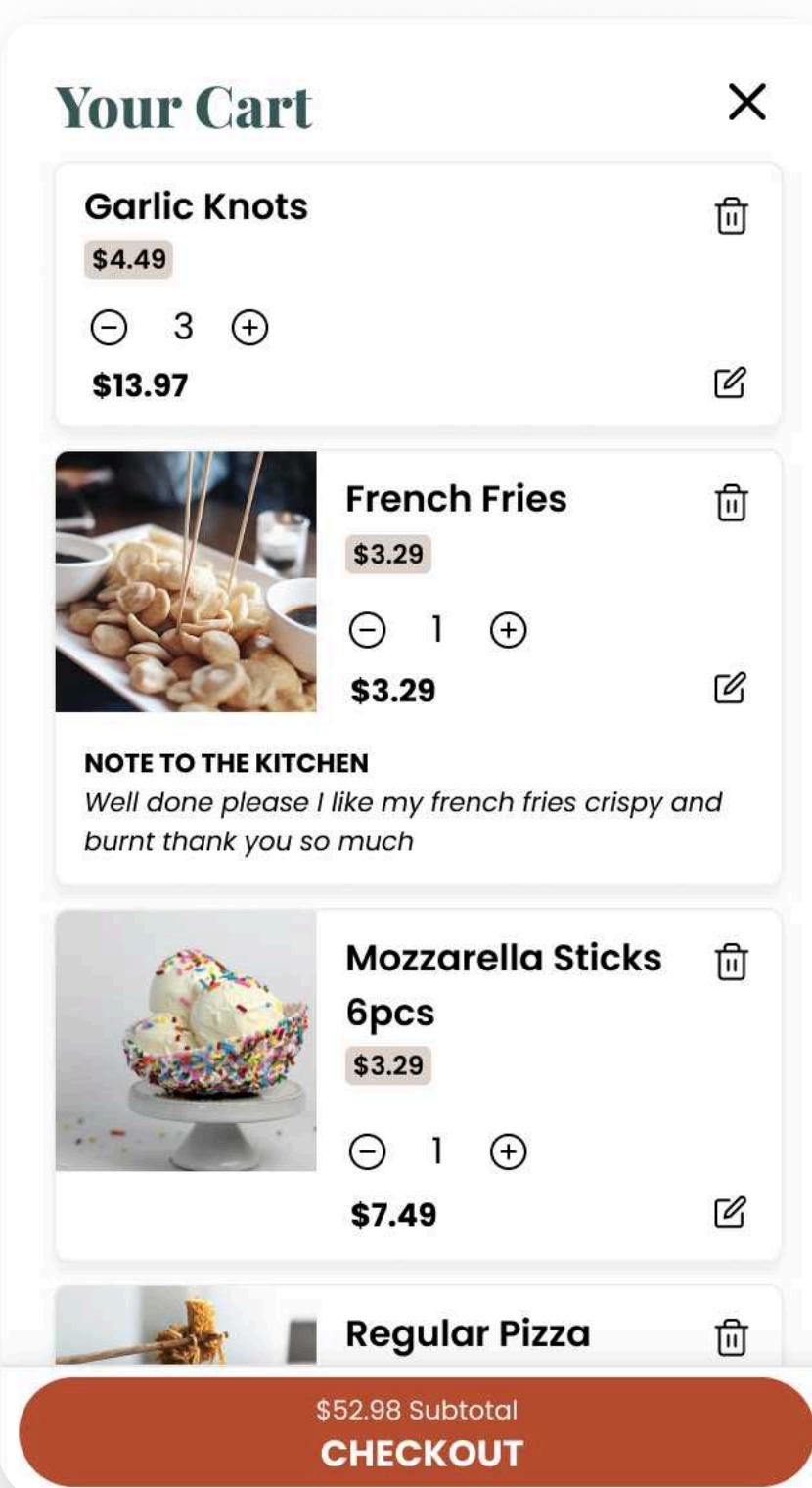
This lets the customer dive deeper into a specific item without losing their browsing progress. Configure customization and easily add food and/or beverages to cart, all while staying on the shop page to discover the rest of the menu.



SOLUTIONS

Quick Cart Access

The cart now resides as a convenient right-hand side sliding sidebar, providing quick and easy access while browsing the menu. On the same sidebar, customers can easily adjust item quantities, make additions, or revisit the product details modal to fine-tune configurations and customization.



IMPACT

Our partners got **more customers, less abandoned carts and more revenue!**

+42%

increase in
orders across all of our
Restaurant partners

+43%

boost in **gross merchandise value**
(GMV)

+25%

growth in
Restaurant partners