

# Spis Goht App Design

Jordan Rhodes

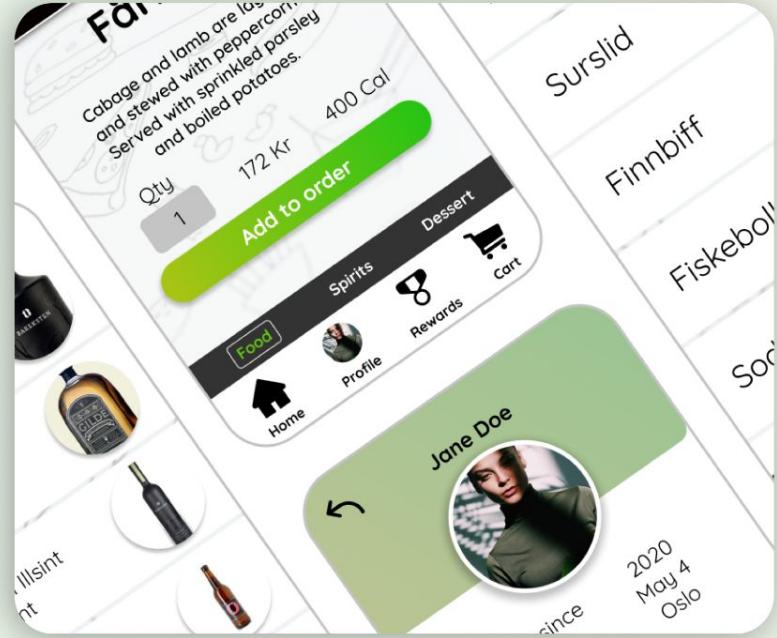


# Project overview

Spis Goht is a high end restaurant chain in Norway. They strive to make authentic food, and give the best experience possible. Recently they have started delivering due to the pandemic.

## Duration

May 2021 - July 2021



# The problem

The shareholders wanted to modernize, and the customers wanted to be able to order in different ways.



# The goal

To deliver a app that can accommodate in-store, carry-out, and delivery orders.



# My role

UX Designer. I was with the process from conception, to delivery.

# Responsibilities

UX Design | UI Design | UX Research



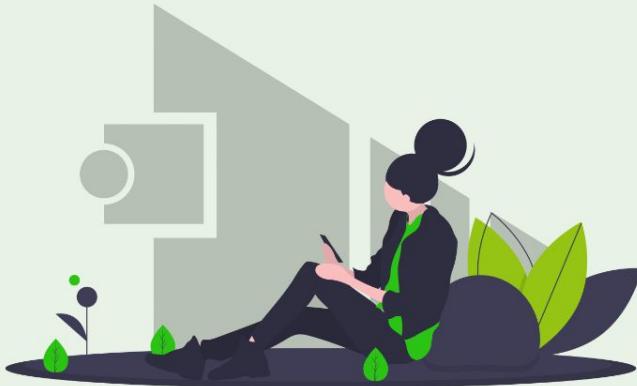
# Understanding the user

User research

Personas

Problem statements

User journey maps



# Summary

I designed interviews to find out who my users are, and what their needs are. My primary user groups were in-store and delivery clients.

Initial assumptions were that a feature to expedite the ordering process, and to have food delivered would be well received by the regular crowd, and even first-time guests. The assumptions were later confirmed in interviews.



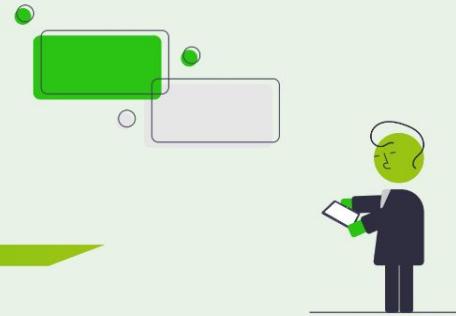
# Pain Points

## No Delivery

Because there was no option available for delivery, the scope of operations was limited. This was getting in the way of business, and keeping people with less mobility at bay.

## Not Accessible

A number of the initial designs had text that was too small for certain users to comfortably see.



# Persona: Adyan Rahman



Age: 70

Education: Masters degree

Hometown: Bandung, Indonesia

Family: Partner, son

Occupation: Probation Officer

## Goals

- ▶ To share a great experience with his family.
- ▶ To eat great food, and earn rewards for his purchases.
- ▶ To easily understand the system.

## Frustrations

- ▶ Expiring points
- ▶ Ineffective systems
- ▶ Being nearsighted, he finds it almost impossible

“I love coming here, but with all my conditions, sometimes I wish I could get more assistance.”

# Persona: Adyan Rahman



Adyan loves to eat with his family. He frequently comes to Spis Goht, and loves the food. In the past decade or so, his vision has deteriorated, and he is no longer able to see the same way that he used to. He gets frustrated looking for seating. By the time he sees a seat, someone is already taking it. His vision also makes it almost impossible for him to use some apps. He relies heavily on accessibility apps such as voice-over and assistive touch.

# User journey map

Action	Go to the restaurant	Decide on what to eat	Eat food	Order dessert	Pay
Task list	<ol style="list-style-type: none"><li>1. Show up to the restaurant</li><li>2. Wait to be seen</li><li>3. Get seated</li></ol>	<ol style="list-style-type: none"><li>1. Acquire a menu</li><li>2. Look through the menu</li><li>3. Make a selection</li></ol>	Enjoy delicious food	<ol style="list-style-type: none"><li>1. Either wait until the waiter shows up, or try to flag one down.</li><li>2. Order.</li></ol>	<ol style="list-style-type: none"><li>1. Either wait until the waiter shows up, or try to flag one down.</li><li>2. Pay</li></ol>
Feeling adjective	Feeling hungry, and excited to eat.	Irritated because he can't see that well, and he's trying to read the menu.	Feeling great.	Impatient; abandoned.	Impatient; abandoned.
Improvement opportunities	Have a feature where you can reserve seating to speed up the process.	Have an in-app menu that is screen reader accessible	Who am I to tell a man how to eat?	Add a 'call waiter' function.	Add a 'get check' button in the app.

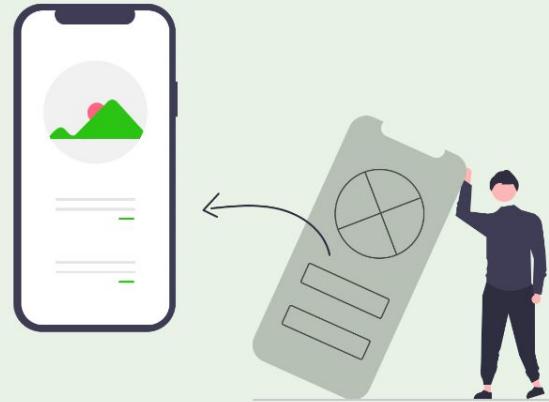
# Starting the design

Paper wireframes

Digital wireframes

Low-fidelity prototype

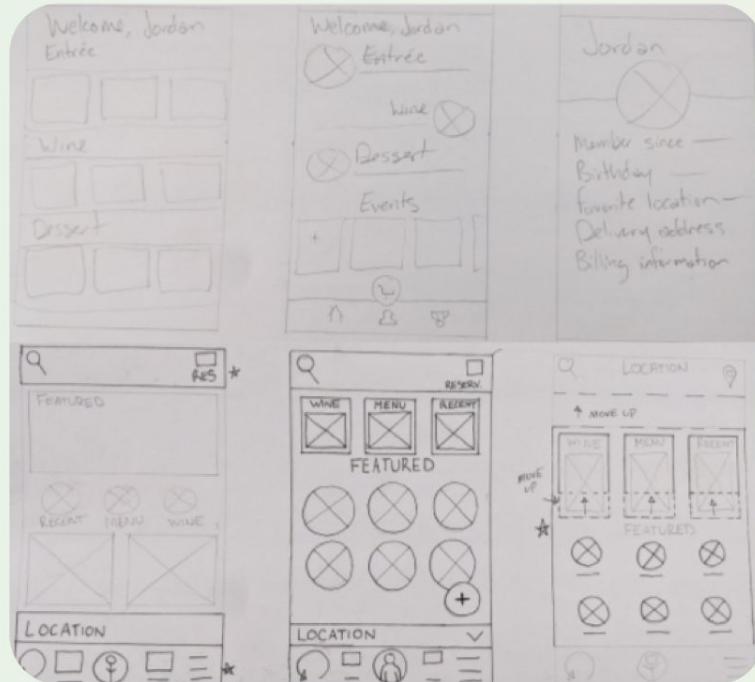
Usability studies



# Paper wireframes

## Round 1

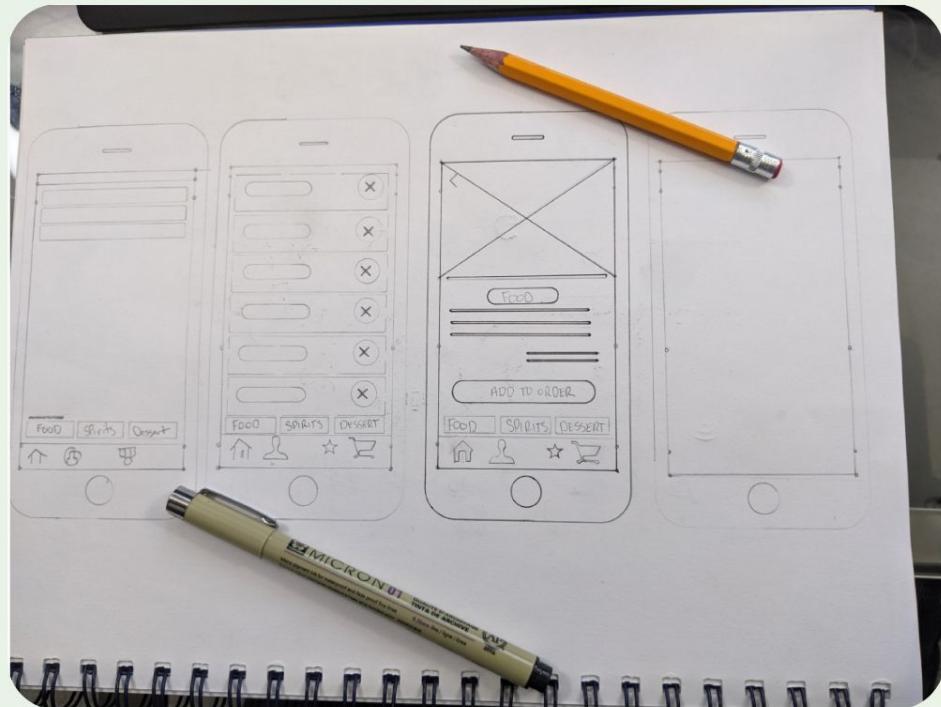
While drafting paper wireframes, I noticed that I wanted to have a relatively simple design. This was refined further later on in the process.



# Paper wireframes

## Round 2

While drafting paper wireframes, I noticed that I wanted to have a relatively simple design. This was refined further later on in the process.

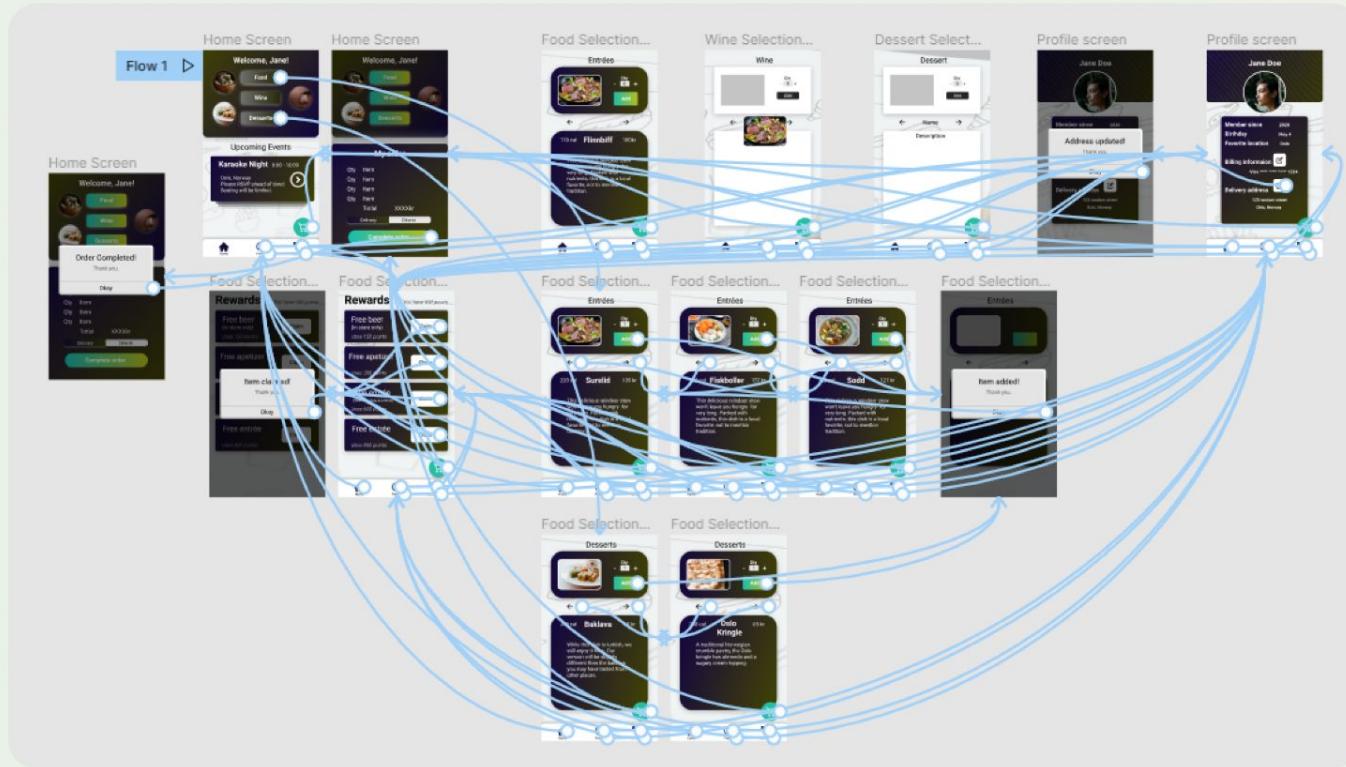


# Digital wireframes

Delivery/Carry-out slider so guests can now order delivery.



# Low-fidelity prototype



# Findings from usability studies

There were 2 prototypes, and a usability was conducted on each one. The first round showed that I needed better in-app navigation, and that I really needed to focus on the clarity of the fonts. Then, I completely redesigned the next prototype based off of findings from the first round. The second usability study showed that my users wanted to see a homepage, and that one page in particular needed something to help guide the users to the correct button.

## Round 1

1. There was a lack of in-app navigation
2. Users wanted to be able to see all the menu items at once, or a 'view all' function.
3. Some of the fonts were too small.

## Round 2

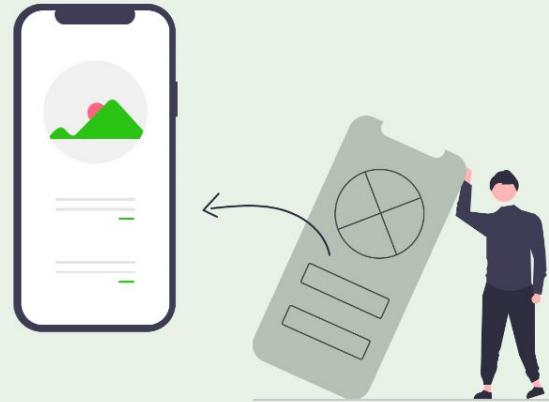
1. Users wanted to see a homepage
2. Users wanted more clarity on which button to push on the 'rewards' page.

# Starting the design

Mockups

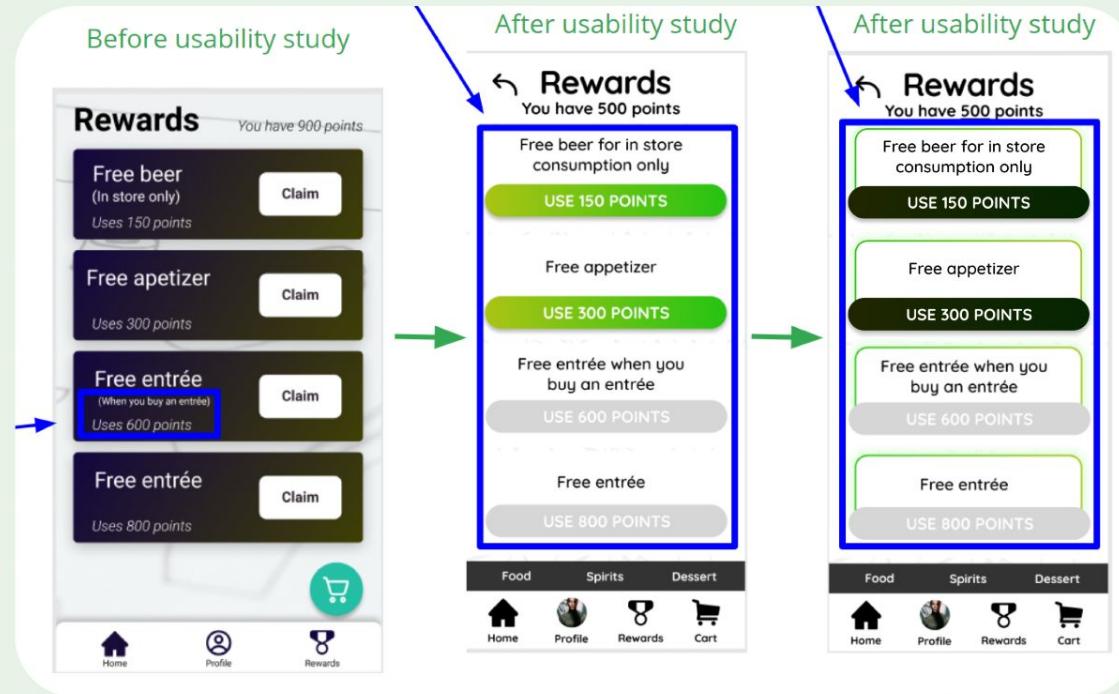
High-fidelity prototypes

Accessibility



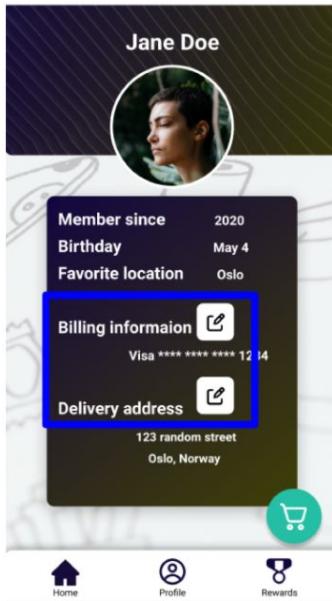
# Mockups

Delivery/Carry-out slider so guests can now order delivery.

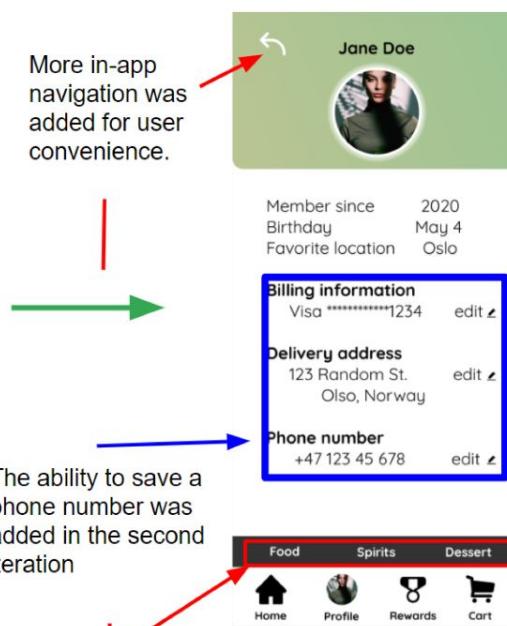


# Mockups

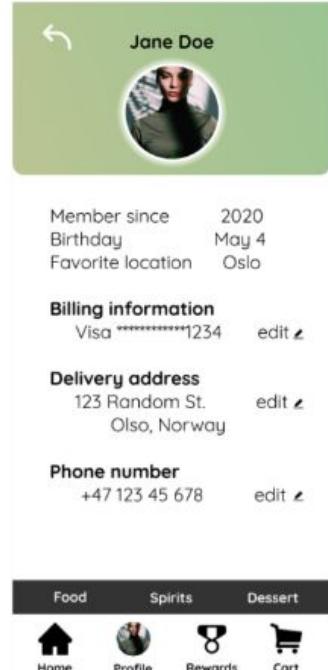
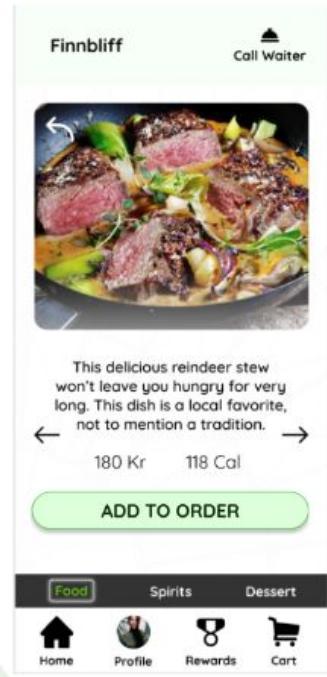
Before usability study



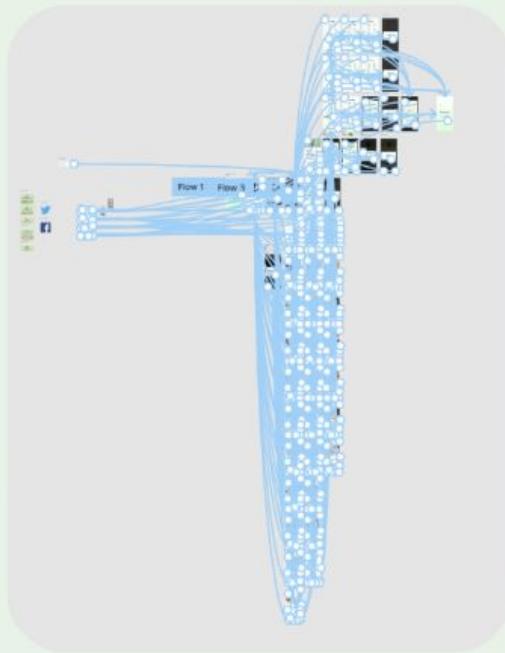
After usability study



# Mockups



# HiFi prototype



# Thank you for your time!



jordanrhodesdesign.com



jordanrhodes.ux@gmail.com



Twitter - @JordanR46460643



linkedin.com/in/jordan-rhodes-2b9a851b9/

