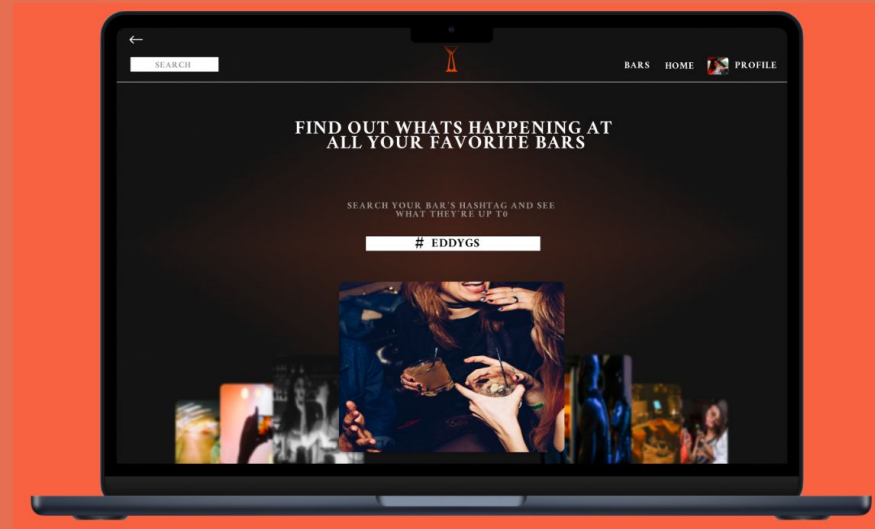
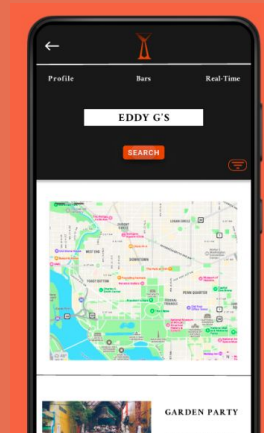


An Innovative process to show Bars social activity in Real Time.

Kiara Anderson



Project overview



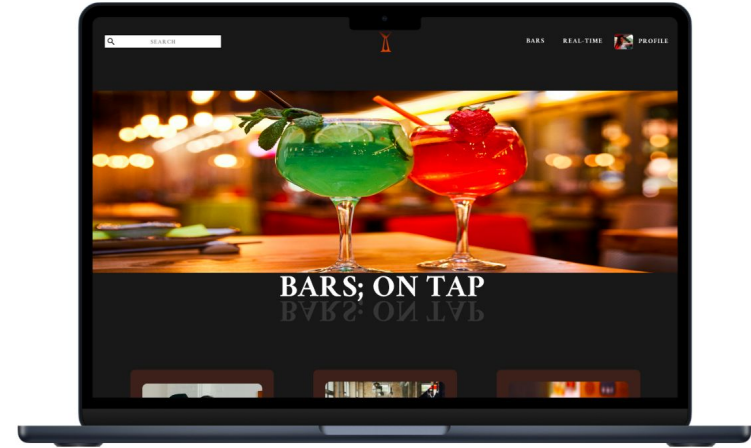
THE PRODUCT:

This is a responsive website allowing users to find Bars customized to their personal preferences while also saving them time by showcasing what's happening at any Bar in real-time



PROJECT DURATION:

5 weeks; February 2024–March 2024



Project overview



THE PROBLEM:

Usually, planning a nice night out, is not in itself, a joyous thing to do. Mishaps, inconveniences, traffic jams, overcrowding events and more can shut down evening plans very quickly.



THE GOAL:

Bars;On Tap aims to eliminate the wasted time and energy that is used when reservations are missed, when you are waiting hours for seats, bar hopping from one place to another and every other inconvenience in between.

Project overview



MY ROLE:

Individual project where I completed all roles



RESPONSIBILITIES:

- User research
- Problem solving and analyzing insights from usability studies
- Creation of personas, affinity maps, empathy maps, and user flows
- Visual design of low-fi and high-fi wireframes and prototypes

User research: summary



To understand user frustrations and needs, I conducted primary and secondary research from surveys, reviews and interviews. My goal was to gain insights into the different challenges that people experience when planning or to enjoy a night out.

Secondary research was used more because that gave me a wide variety of personal experiences that I could not originally account for when doing individual interviews myself.

User research: pain points

1

MISSED RESERVATION

Most Bars and restaurants only give you a 10-15 minute grace period so if you miss it, you've lost your spot and have to wait for another one or find a new place altogether

2

LONG WAITING HOURS

Waiting for hours to be seated or to just enter into the main area of a Bar can be more elaborate than one may think. When there is not a comfortable waiting area, you have to, yet again, find another place to go

3

BAR HOPPING

When all else fails, you are now dependent on locating somewhere new to go. You may visit up to 4 other Bars on foot and search up to 10 options on your phone, trying to find the right place for you

4

OVER-CROWDED OR NOT CROWDED AT ALL

Not requiring reservations may sound great until you see that your chosen destination is filled to capacity. Or, it's not enough people on a hot weekend night, which can present other concerns

Persona: Kara Lavine

PROBLEM

STATEMENT:

Kara is a full time student working at a retail store. She is looking for ways to prioritize her time in order to build her work ethic.



Kara Lavine

Kara is a charismatic and devoted full time student at NYU where she lives on campus. After attending her classes and study hall, she likes to go out with her friends but it's usually sparse of the moment. They rarely make reservations and have spent most of their nights bar hopping. As a result, she's out too late and runs behind for work. She wants to change this cycle and organize her outings so that she can develop a better work ethic.

Age: 24

Education: Full time student

Hometown: Fishkill, New York

Family: Lives on college campus

Occupation: Bath & Body Works

Goals

- Develop a better work ethic
- Prioritizing her responsibilities
- Find time to plan out her outings

Frustrations

- She's worried that she'll lose her job or not pass her classes
- She does not want to make being late a habit

"Being late for work for nonessential reasons is not how I want to start my professional career, no matter where I work."

Persona: Loren Dupaul

PROBLEM

STATEMENT:

Loren is a professional photographer in Miami, Florida. He wants to find more work that is in line with his physical needs.



Loren Dupaul

Loren is a Photographer who lives with his younger brother in Miami, Florida. He has a pretty successful career and would like to transition into photographing weddings. His vision is not the greatest at night or in low lighting so he would like to find more businesses and venues that has a beautiful day time scene. He has loss business due to not knowing how dark some of the venues were. As a result, he was not able to deliver quality photos.

Age: 35

Education: Associates Degree

Hometown: Miami, Florida

Family: Lives with younger brother

Occupation: Photographer

Goals

- Obtain more wedding gigs
- Transition over to mainly day time events

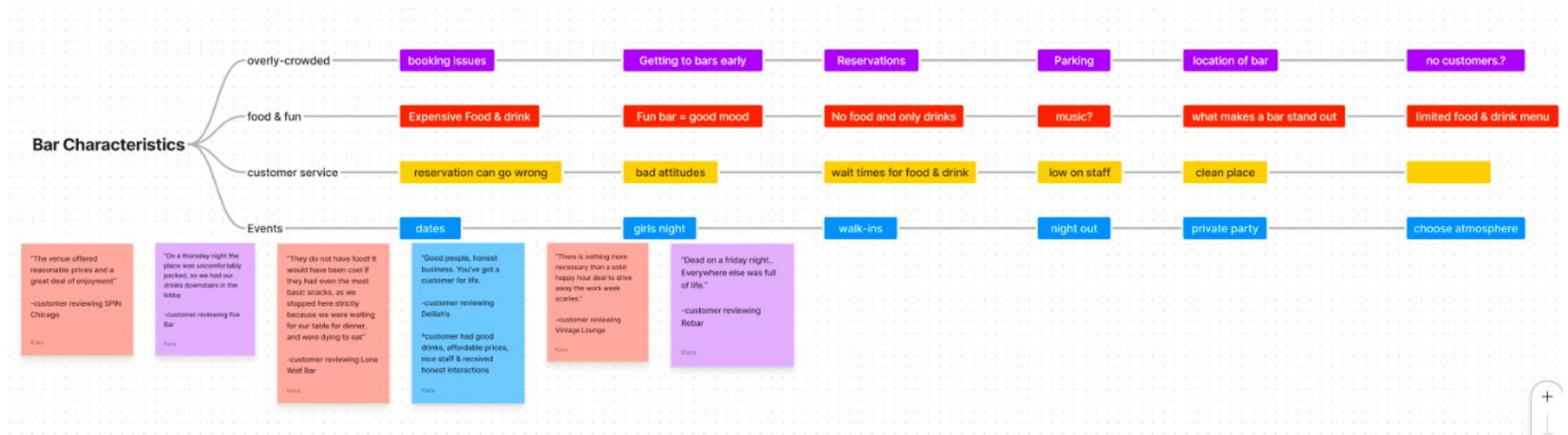
Frustrations

- Impaired vision cuts his day's short
- His business lost a few clients recently

"I would like to expand and mold my business to where it not only benefits me financially, but is in line with my physical limitations as well ."

Affinity Map

By creating an affinity map for the research I conducted, I was able to organize multiple different pain points and areas of improvement for the user. Having actual quotes from real customers gave the needed perspective for generating empathy for a user's frustrations

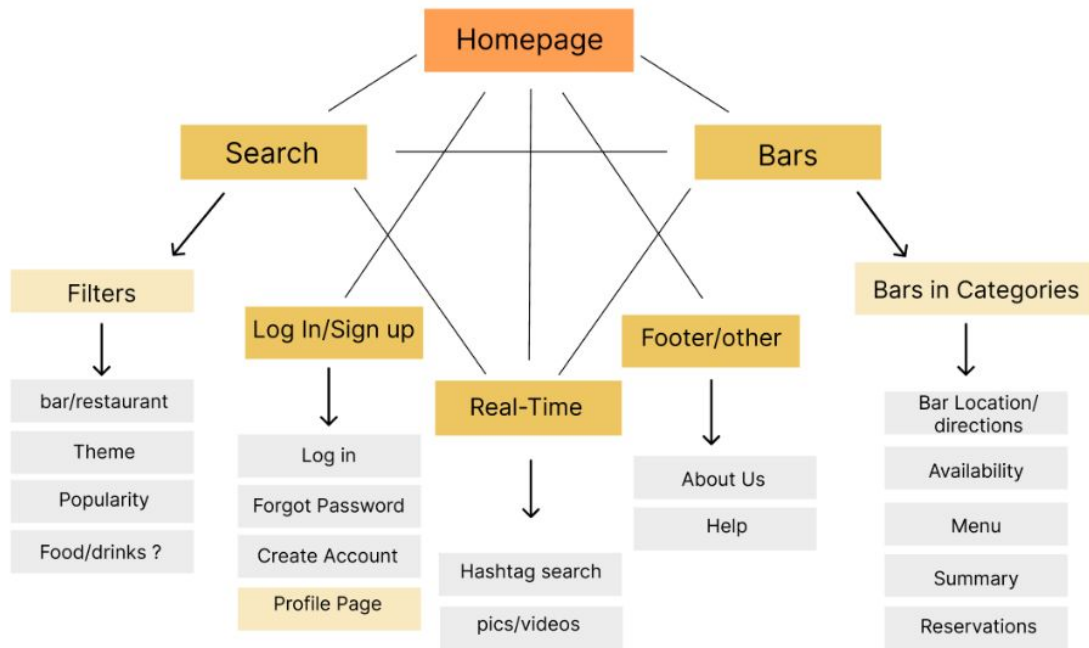


Starting the design

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

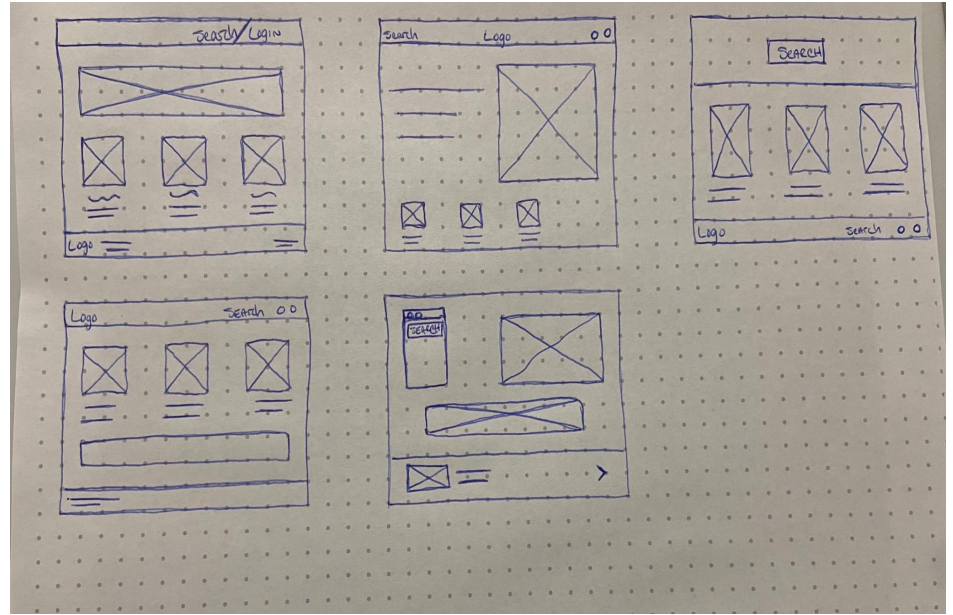
Sitemap

I built a matrix-inspired sitemap in order to properly convey the organization of the website. Users will be able to navigate the pages through multiple entry points.



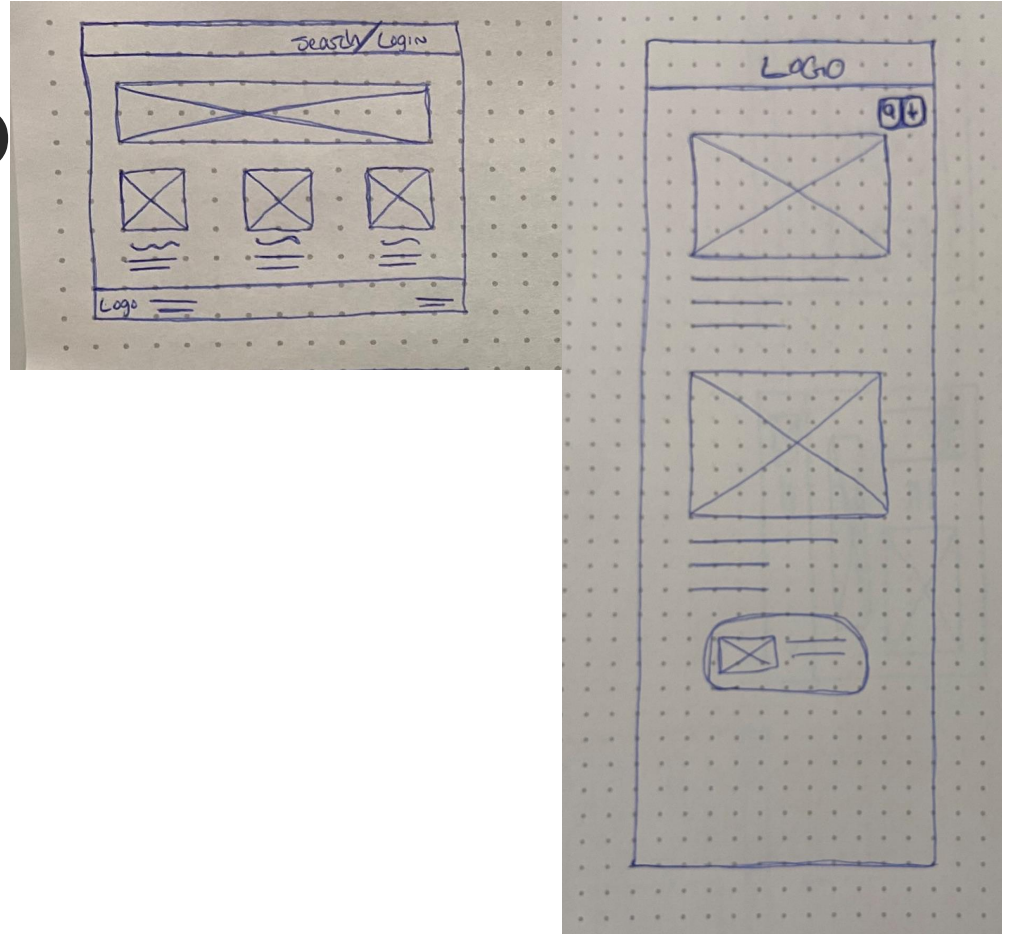
Paper wireframes

Focusing on the best way a user would be drawn to the information laid out in the website, I created my first paper wireframes.



Paper wireframe screen size variation(s)

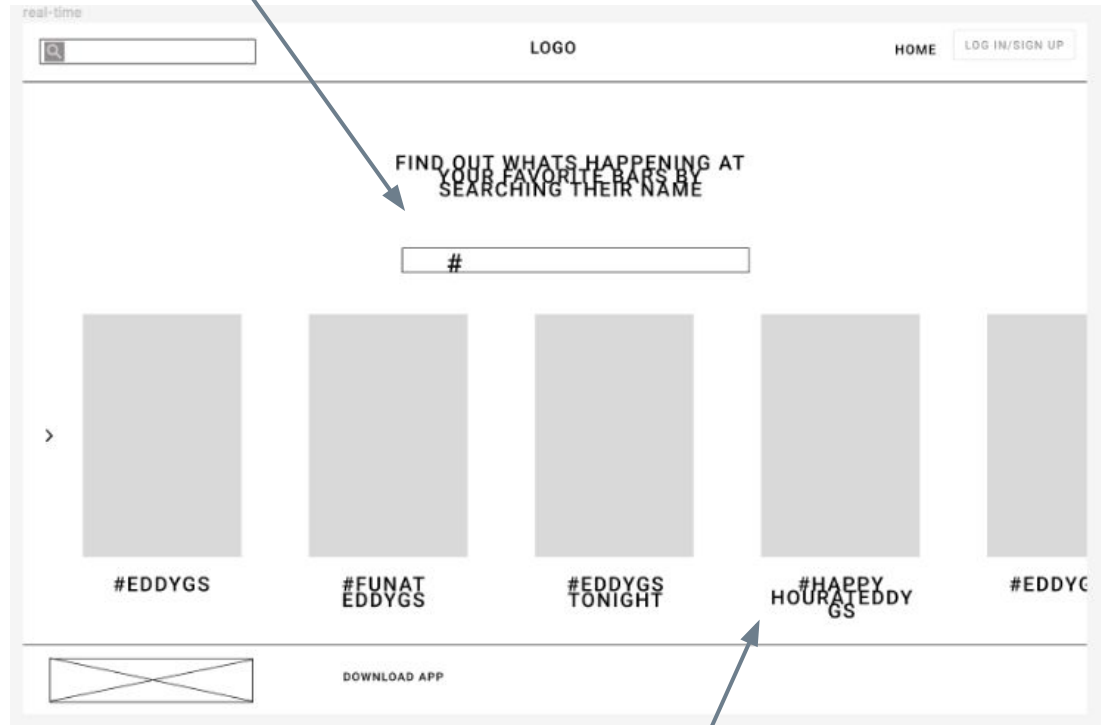
I drafted iterations of the website
then created designs for additional
screen sizes to make sure the site
would be fully responsive.



Digital wireframes

While creating high-fidelity wireframes, I thought about how I could display the information in the most engaging and understandable way for the user. The 'Real-Time' page is crucial to the user flow and gives the website its main benefit.

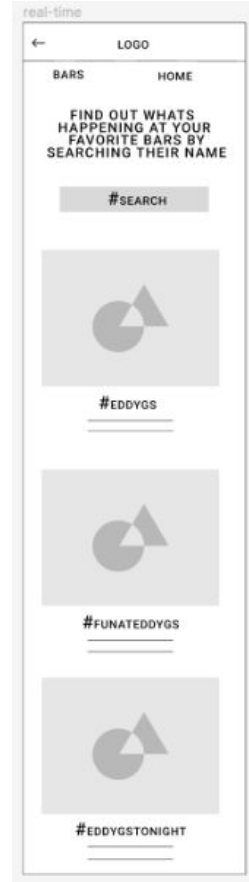
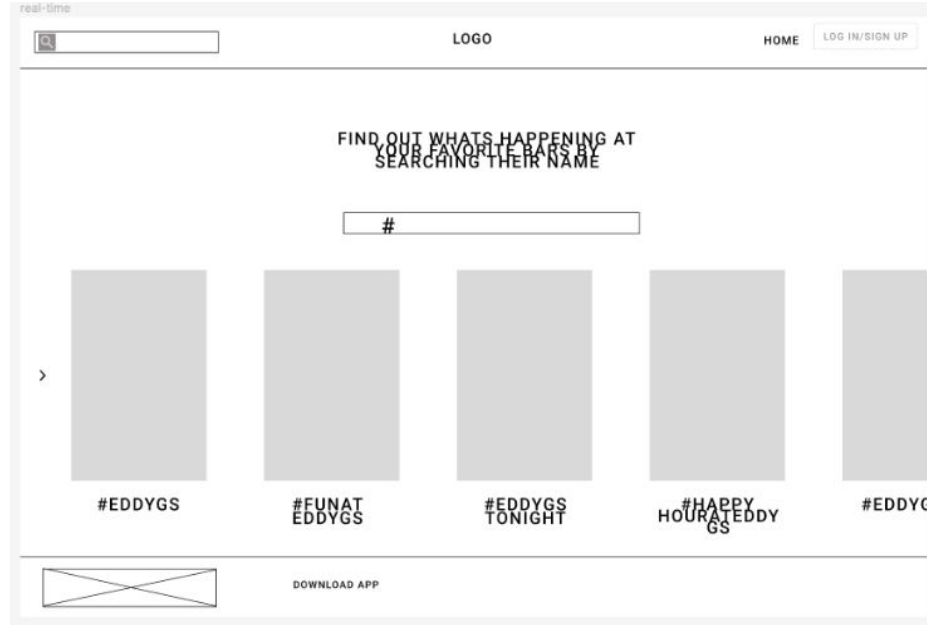
Hashtag search bar for searching individual bar's posts on social media outlets



User hashtag reposted with description of when it was posted

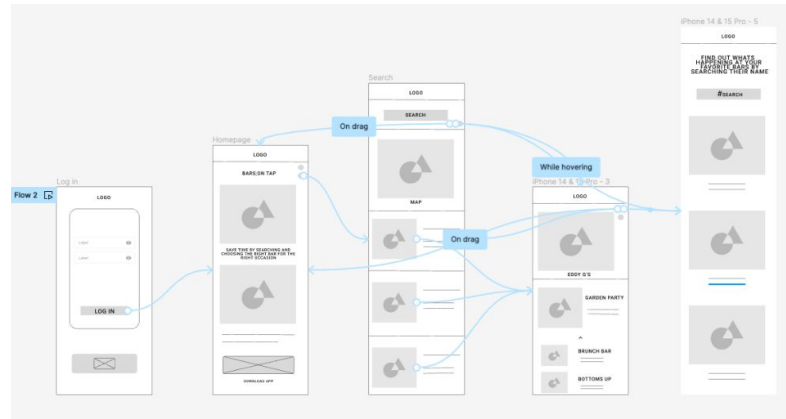
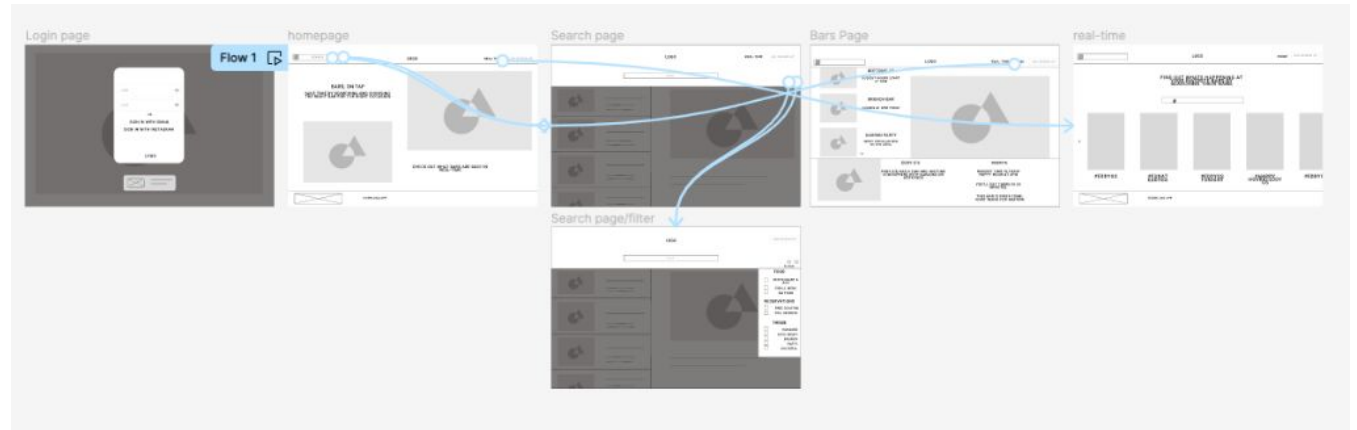
Digital wireframe screen size variation(s)

I also designed digital wireframes
for additional screen sizes



Low-fidelity prototype

The low-fidelity prototypes for the website and the additional screen sizes were implemented to insure that the screens would flow smoothly.



View Prototype:
[Desktop](#)
[Mobile](#)

Usability study: parameters



STUDY TYPE:

Moderated usability study



LOCATION:

United States, remote



PARTICIPANTS:

4 participants



LENGTH:

10-15 minutes

Usability study: findings

1

FINDING

Users had a hard time understanding the 'Real-time' page. Clearer descriptions can help users understand the purpose of the page.

2

FINDING

Most participants said that the descriptions were too small to make out at times. The font will be made larger which is also solves a goal for accessibility.

3

FINDING

Half of the users wanted an obvious sign of rather a Bar was crowded or not. Making a clear statement for the user on rather a Bar is busy or not will help eliminate any confusion.

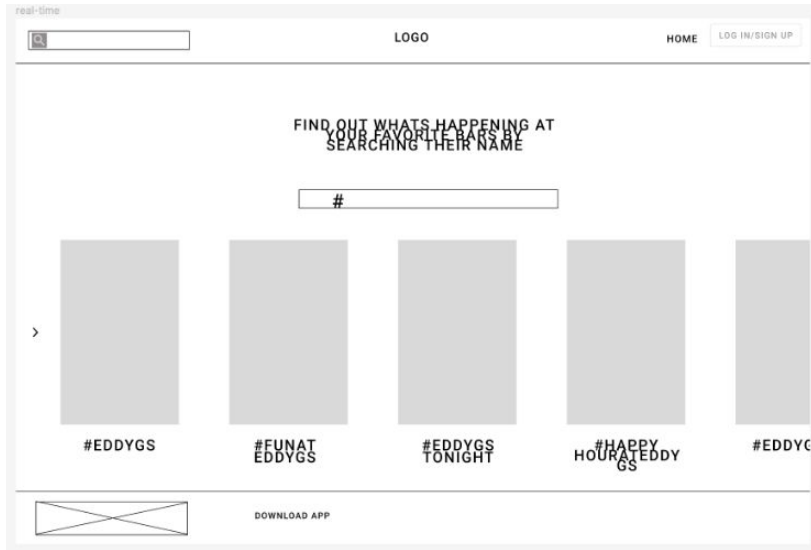
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

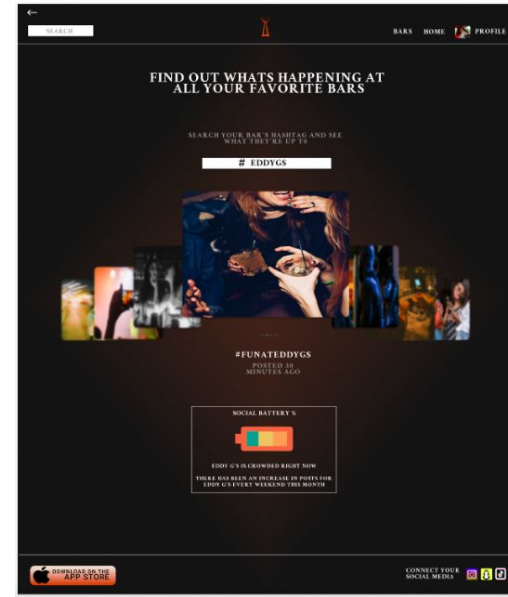
Mockups

Based on insights from the usability studies, I incorporated more descriptions for the user to understand the purpose of the 'Real-time' page and also created a very clear way to state if a Bar is crowded or not for the user to see.

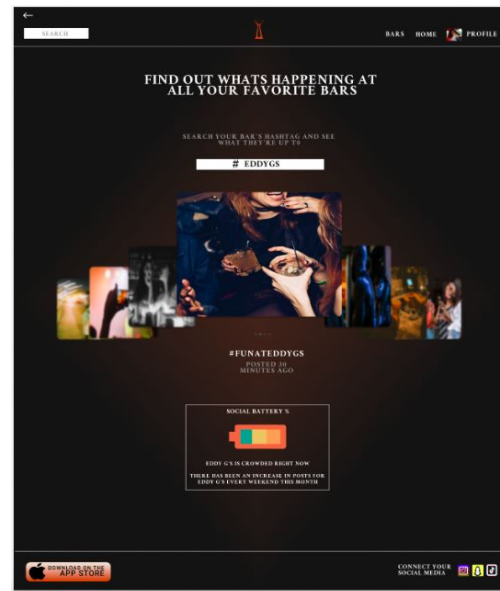
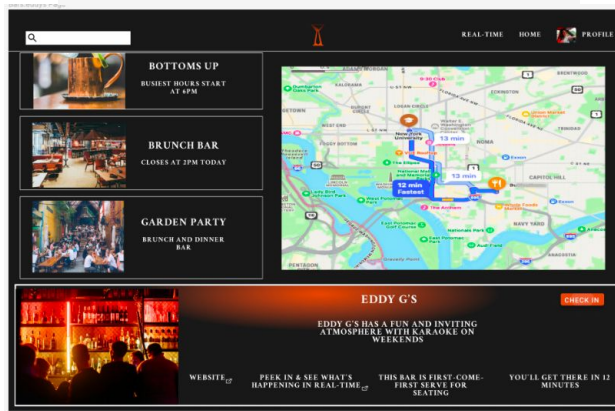
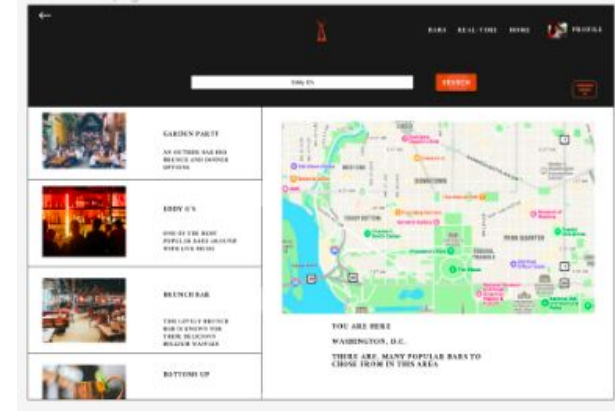
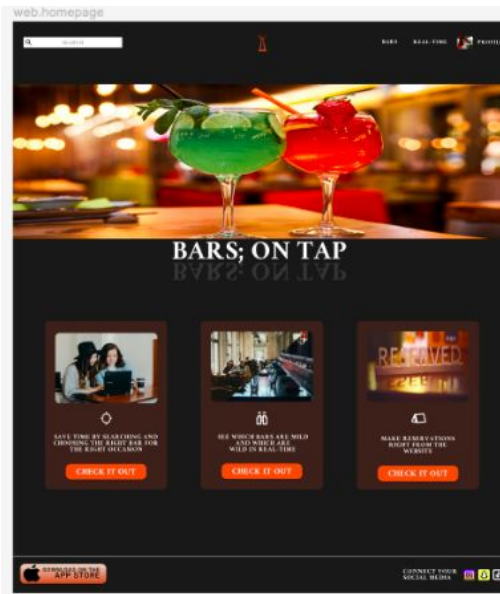
Before usability study



After usability study



Mockups:

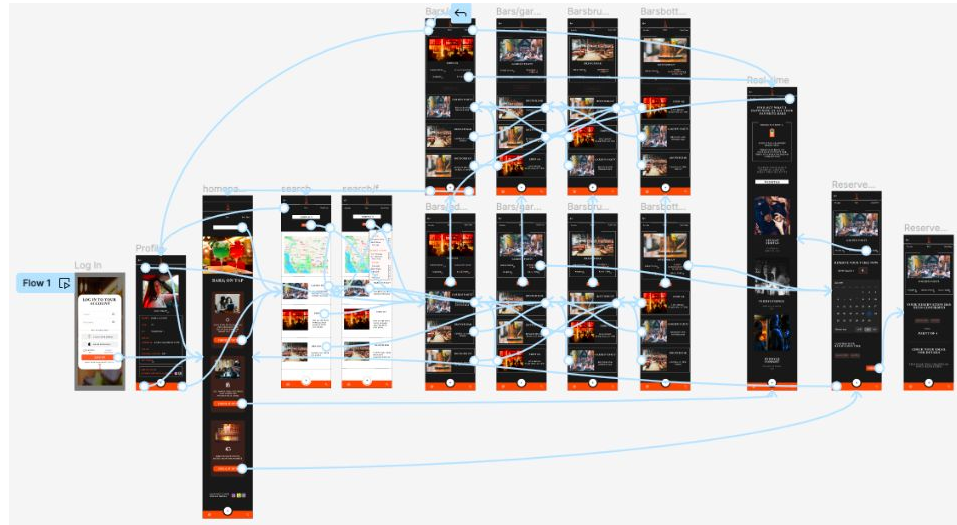


Mockups: Screen size variations



High-fidelity prototype

While iterating the final designs, I focused on a color scheme that captured the nightlife scene of any restaurant or bar. I incorporated orange and yellow hues to make the website warm and approachable against the dark background.



View Prototype:
[Desktop](#)
[Mobile](#)

Accessibility considerations

1

The usability study showed that although the typography was clear, it was small. I adjusted the size and made all wording bigger to see for the user

2

I used one typography for the entire website to ensure that each word and letter would be understood against the darker background

3

When choosing a color palette, i selected the background hex color to be #181818. This is a lighter hue of black which helps the user with eye strain

Going forward

- Takeaways
- Next steps

Takeaways



IMPACT:

The design strategy that I incorporated for this responsive website gives users quality information for them to use and fit to their own circumstances and preferences. The ‘Real-Time’ feature has a very innovative process that neither obligates the user or business owners to take action. The process secures the insights needed from technology that is already available.



WHAT I LEARNED:

While designing this website, I learned that there is always room for clarification for the user. My initial designs start the process, and it may seem understandable from my point of view. Then usability studies and user feedback aids in iterating a fully functioning web design that really benefits the user.

Next steps

1

Obtain Professional
feedback from designers
with more experience in the
field to improve the overall
design and functionality.

2

After gained popularity, I
would create a login for
business owners that would
like to add their updated
wait times and open
availability to further
benefit the user experience.

Let's connect!



To see more of my work, please contact me at any one of the contact methods below or visit my portfolio
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