

# Design a self-service website for a restaurant

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# Project overview



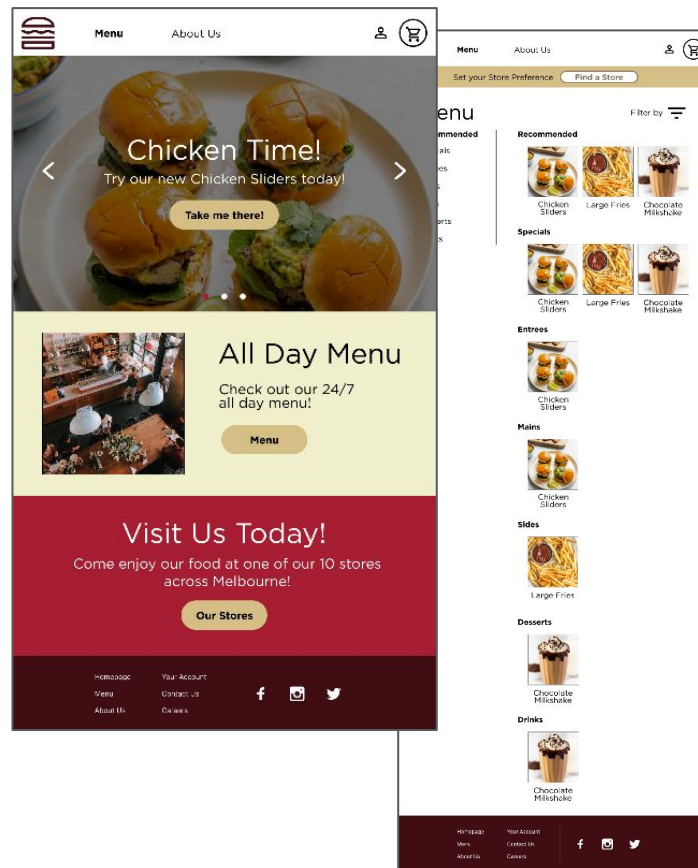
## The product:

The restaurant is a local food chain located in suburban and metropolitan regions of Melbourne. They aim to deliver high quality and affordable brunch options. The restaurant's customers include busy workers and students, as well as those who are unable to prepare breakfast/lunch.



## Project duration:

December (2022)



# Project overview



## The problem:

Ordering food online lacks clarity in regards to quality and quantity of food, as well as allergen and dietary information.



## The goal:

Design an website that allows users to order food in a clear and efficient manner.

# Project overview



## My role:

UX Designer designing a website for the restaurant from conception to delivery.



## Responsibilities:

Conduct competitive audits, gather research from user interviews, produce paper and digital wireframes, produce lo-fi and hi-fi prototypes, conduct usability tests, and consistent design iterations.

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



Through conducting user interviews and building empathy maps, I was able to research the users, their experiences and common pain points. Doing so allows me to understand who I am designing for. The primary user group were users who were unable to prepare meals for themselves and others.

The research conducted confirmed assumptions that most users are unable to prepare meals, and opt to order from the restaurant. It was also confirmed that customers with allergy and dietary requirements have a more difficult experience when ordering online.

# User research: pain points

1

## Allergen/Dietary Information Clarity

Users who have allergies and/or dietary requirements have had difficult experiences with food ordering.

2

## Lack of imagery

Competitors lack images to clearly identify the quality and quantity of food items.

3

## Time

Users need to order in a quick and efficient manner.

# Persona: **George**

## Problem statement:

George is a single parent who needs a clear and efficient way to order food because his daughter has a peanut allergy.



**George**

**Age:** 40  
**Education:**  
**Hometown:** Denver  
**Family:** Lives with daughter  
**Occupation:** Freelance designer

*"Working on my own allows me to allocate time for other things I enjoy doing everyday"*

## Goals

- Spending time with his daughter when possible.
- Ordering food to deliver
- Peanut-free food for daughter

## Frustrations

- Tedious to note peanut allergy for food items
- Lack of pictures for items
- Confusing menu sections. Repeating items

George is a freelance designer who allocates his own work times. He likes to explore different restaurants in person, as well as order food for delivery with his daughter. George would like ordering food to be clear and usable, in regards to allergy considerations.



# User journey map

Creating a user journey map for George opens up opportunities to develop a website that caters for our users.

## Persona: George

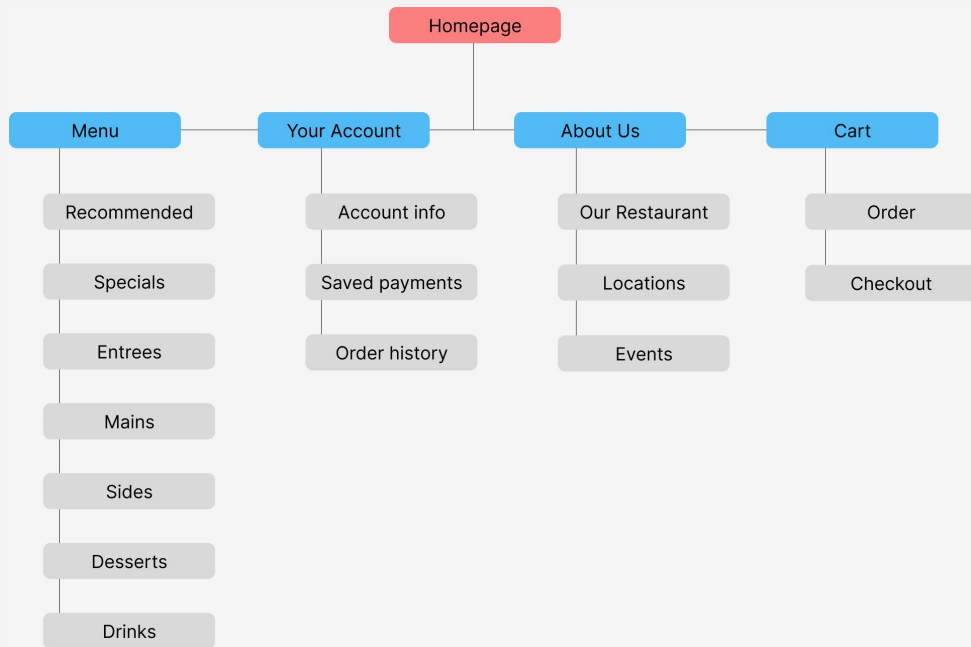
Goal: Order food for himself and his daughter who has dietary requirements

ACTION	Confirm restaurant to order	Browse and order items	Wait for delivery	Receive and confirm order	Eat with daughter
TASK LIST	Tasks A. Decide restaurant B. Ask daughter for approval	Tasks A. Visit website B. Choose items C. Note peanut allergy for each item	Tasks A. Checkout order B. Check order progress on website	Tasks A. Ensure food has arrived correctly B. Bring in food C. Check for peanuts	Tasks A. Begin eating B. Monitor if daughter has any allergy reactions
EMOTIONS	<ul style="list-style-type: none"><li>Decisive</li><li>Approved</li></ul>	<ul style="list-style-type: none"><li>Curious</li><li>Decisive</li><li>Annoyed</li></ul>	<ul style="list-style-type: none"><li>Assured</li><li>Impatient</li></ul>	<ul style="list-style-type: none"><li>Organised</li><li>Protective</li></ul>	<ul style="list-style-type: none"><li>Relaxed</li><li>Wary</li></ul>
IMPROVEMENT OPPORTUNITIES		Implement a feature that saves dietary needs and requirements for orders.  Provide clear images of each food item.  Include option to change font size, as George has lost his glasses.	Provide regular checkpoints for order to ensure it is progressing well.  Ensure map and path is clear and visible.	Ensure delivery drivers send photos of delivered food.  Opportunity to report missing order if not received.	Notify George of any potential traces.  Receive confirmation note from restaurant ensuring no peanuts are included.



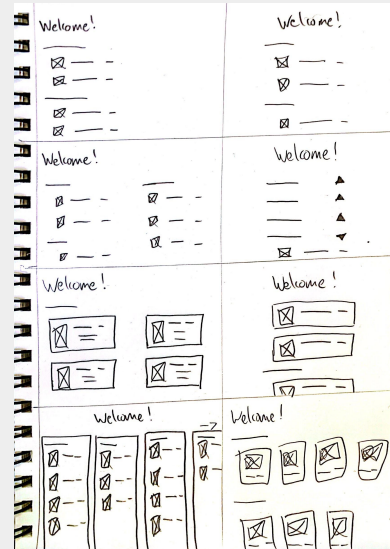
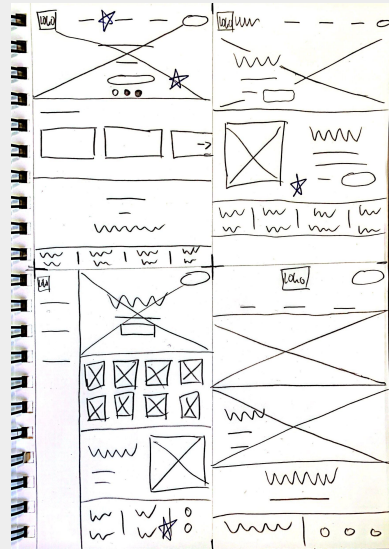
# Sitemap

Creating a sitemap allows a clearly planned navigation and IA for the website. This provides a guide for further steps in the design process.



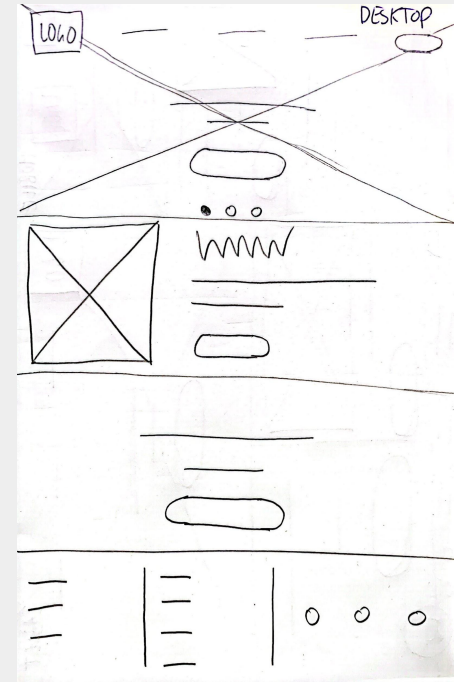
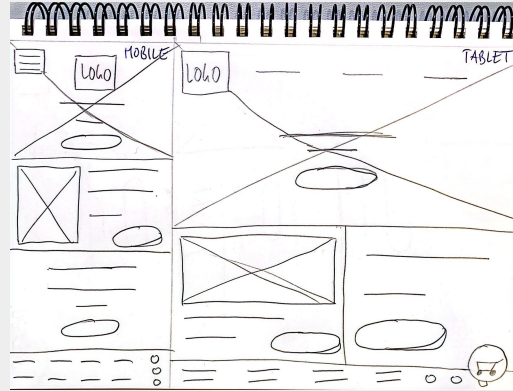
# Paper wireframes

Using paper wireframes allows for rapid ideation for website pages. Doing so allows a variety of design components and features to pick and choose from.



# Paper wireframe screen size variation(s)

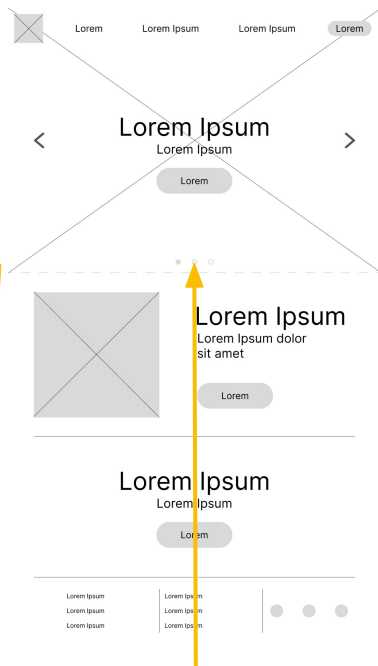
When landing on a final iteration of a desktop wireframe, alternate variations of this design were created based on different device resolutions (mobile and tablet)



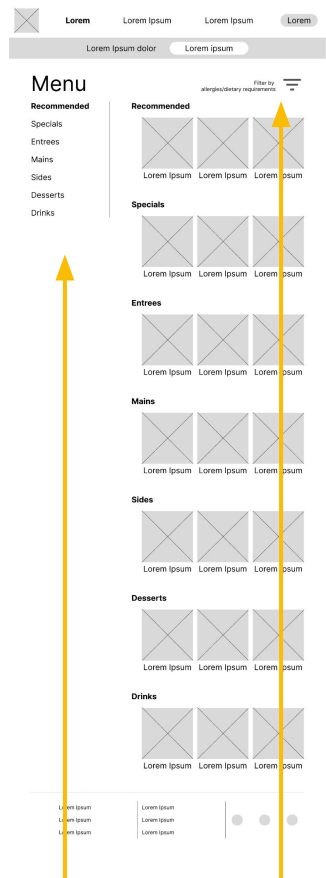
# Digital wireframes

Converting paper wireframes onto Figma allows a more structured and aligned design with the use of guides and columns.

For the homepage it was important to consider the fold of the page, ensuring the website is well presented upon first visit.



Consists of image carousel for fitting multiple images



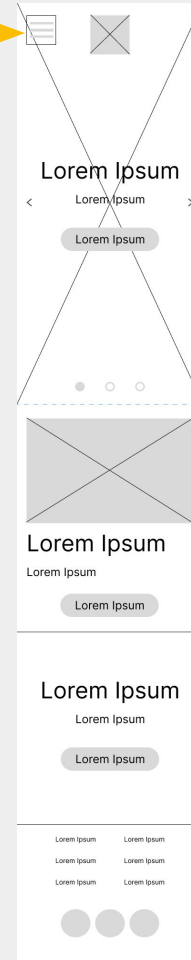
Quick navigation menu and filter option

# Digital wireframe screen size variation(s)

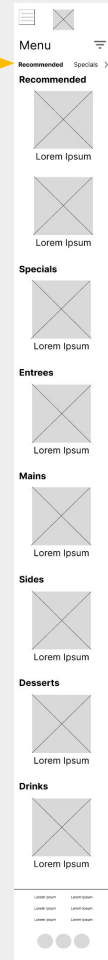
For responsive website design, features and components have to be considered for smaller screen resolutions.

A hamburger flyout menu has replaced the top navbar, and a single-column layout is now used for linear navigation.

Top navbar  
condensed into  
hamburger  
flyout



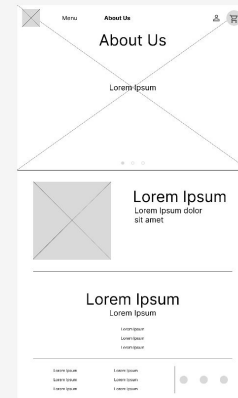
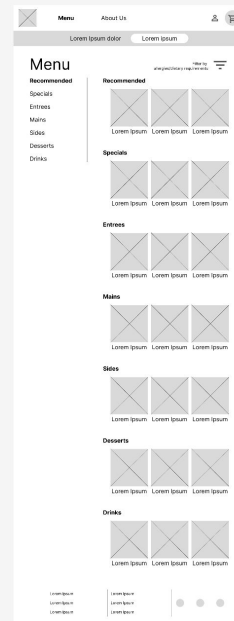
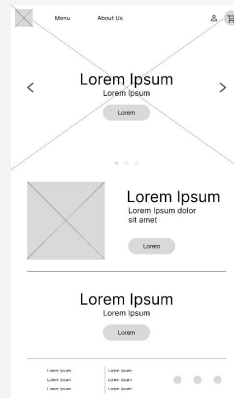
Menu  
navigation  
condensed into  
carousel at top  
of page.



# Low-fidelity prototype

Amongst continuous iterations from the digital wireframes, screens are now linked through interactions. Doing so at this stage ensures navigation follows the sitemap, and is logical for users.

Pop-up cart component





# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

Remote



## Participants:

5 participants



## Length:

10-15 minutes

# Usability study: findings

1

## Not fully functional

Participants were expecting to complete an ordering user flow, which was not designed yet.

2

## Lack of content

Placeholder images and text is still present.

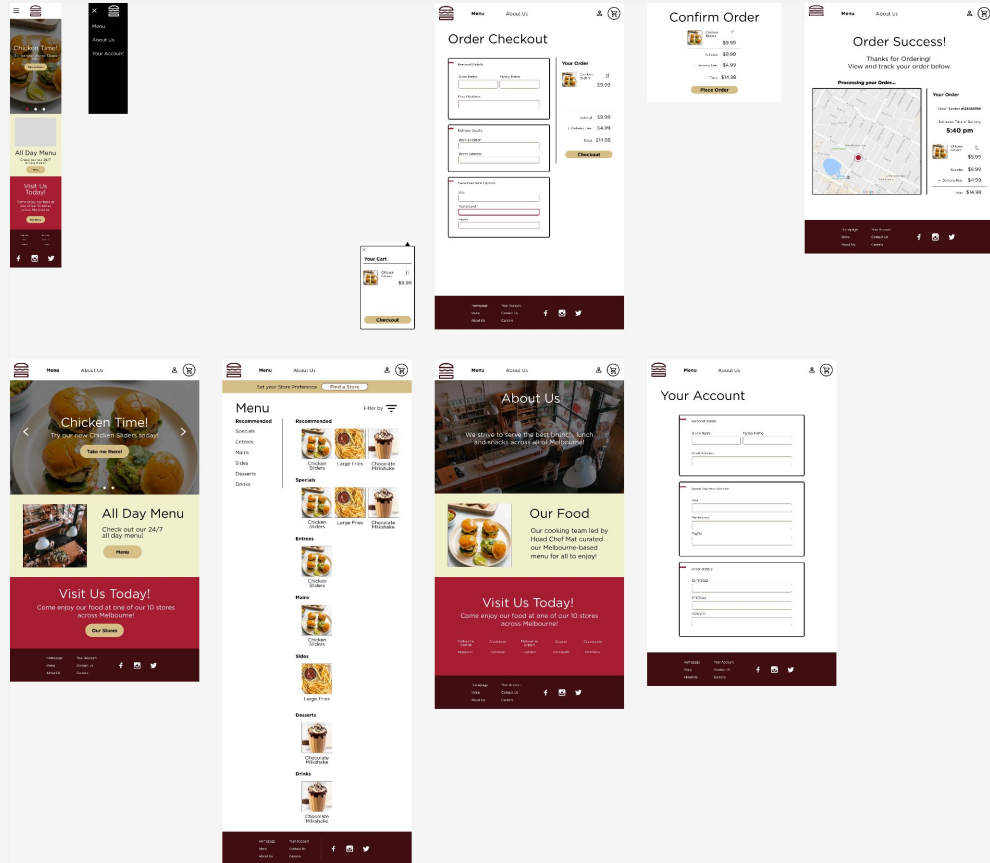
## Refining the design

- High-fidelity prototype
- Accessibility

# High-fidelity prototype

Upon feedback received, the checkout user flow was added in a linear structure. Additionally, placeholder images and text were replaced, and a sticker sheet was used to implement thematic colours and components.

<https://www.figma.com/proto/H3a2HsmjNcgDe9QJW1Z82h/Google-UX-Certificate-Project-2?page-id=16%3A2&node-id=16%3A4&viewport=554%2C591%2C0.12&scaling=min-zoom&starting-point-node-id=16%3A274&show-proto-sidebar=1>



# Accessibility considerations

1

Text headers were hierarchically organised for screen reader users and developers to use.

2

WCAG guidelines were followed to ensure colour contrast on the website is comprehensible for vision-impaired users.

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The final product ensures all users regardless of ability and requirements are considered.



## What I learned:

As an additional project for the previous case study, I learnt how a website can be developed with assistance from a previous product (app).

# Next steps

1

Conduct further user research to understand if the app could be more accessible or functional.

2

Conduct usability studies to ensure pain points are solved and minimized.

3

Observe community feedback through reviews and statistics to stay aware of any pain points.



# Let's connect!



Thank you for taking a look at my work for this project. I have loads of more potential ideas I am looking to work on, so be sure to check out more of my projects!

Email:  
Website: