

# Japanese Restaurant Menu APP Design

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# Project overview



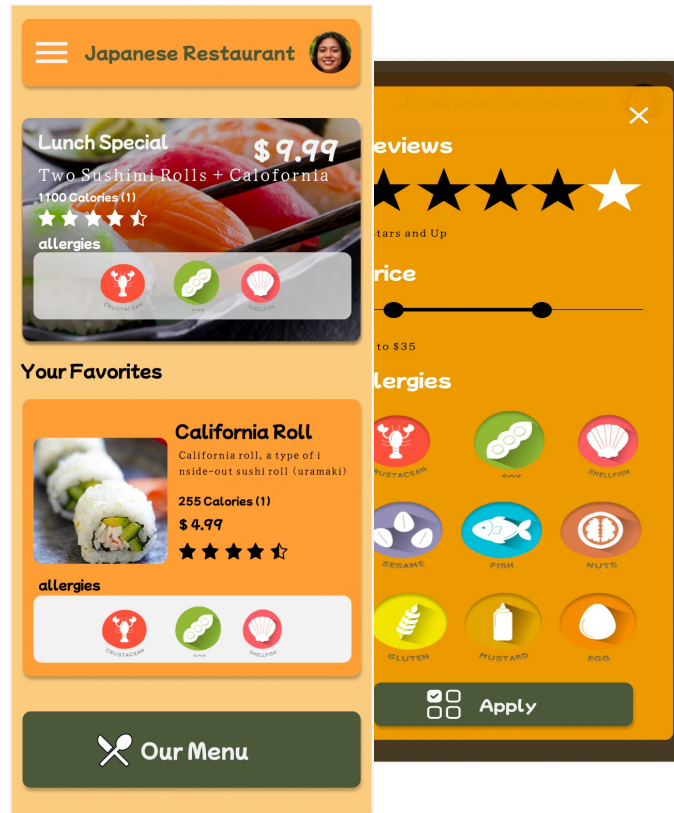
## The product:

Japanese Restaurant Menu APP is a concept that focuses on accessibility for user that have specific restrictive needs such as allergies or a budget. The target costumers are users who have allergies and budgetary restrictions.



## Project duration:

August 2022 to September 2022.



# Project overview



## The problem:

Concerned Costumers are varied about allergies in the food and staying on the budget.



## The goal:

Design an app for Japanese Restaurant that allows users to filter menu based on their allergies and budget.

# Project overview



## My role:

UX designer designing an app for Japanese Restaurant from conception to delivery.



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

# Understanding the user

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

# User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was college students who are on the budget and have allergies.

# User research: pain points

1

## Money

College Students are on a budget and don't want to order expensive food items

2

## Accessibility

Platforms for ordering food do not have consideration for people with allergies.

3

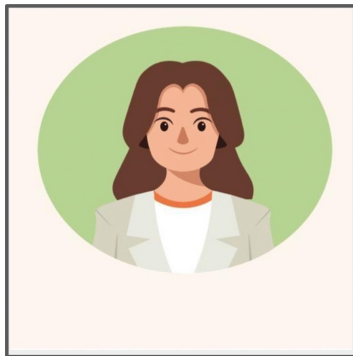
## IA

Text-heavy menus in apps are often difficult to read and order from.

# Persona: Emily

## Problem statement:

Emily is a busy working adult who orders food for her company. She needs an easy way to stay on budget and consider her employees' allergies.



**Emily**

**Age:** 40

**Education:** Masters Degree

**Hometown:** New Paltz, NY

**Family:** Single

**Occupation:** Small Business Owner

*"As a perk working for my small business, employees get free lunch. I need to be careful because some of my employees have allergies"*

## Goals

- Convenient way to order food online.
- Stay on budget

## Frustrations

- "It's hard to keep track of what everyone orders"
- "An easier way to know what ingredients are in the order"

Emily is a small business owner who offers free lunch to her employees. Her weekly budget is \$300. One of her employees has an allergy and Emily would like an easy way to see if any of the ingredients can cause an allergic reaction.



# User journey map

Mapping Emily user journey revealed how helpful it would be for users to have access to a dedicated Japanese Restaurant App.

## Persona: Emily

Goal: An easy way to order food that meets allergy restrictions.

ACTION	Select restaurant	Browse menu	Place order	Complete order	Get Delivery
TASK LIST	Tasks A. Decide on Food B. Search for restaurant C. Select restaurant	Tasks A. Browse online menu B. Select menu Items C. Check if allergic to any ingredients	Tasks A. Locate phone number B. Call restaurant C. Place order	Tasks A. Confirm order B. Provide payment information C. Provide directions	Tasks A. Wait for delivery B. Live Tip C. Eat meal
FEELING ADJECTIVE	Difficulty finding restaurants that meets allergy restrictions. Excited to find a Restaurant.	Annoyed at the difficulty of going threw menu items that she <u>cant</u> have.	Annoyed for having to call to place an order.	Frustrated at having to give out this information	Annoyed for the need to have cash to live a tip
IMPROVEMENT OPPORTUNITIES	Create a dedicated mobile app that easily provides info on food that ca cause allergies.	Provide search filters	Provide a simple checkout flow	Provide a simple checkout flow, process payment	Provide a simple checkout flow, include tip in app after delivery.



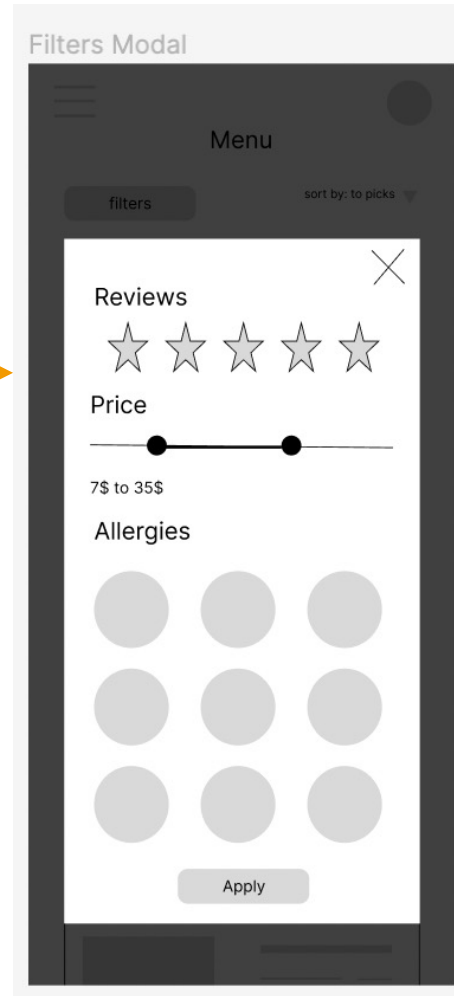
# Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points.

# Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

The price slider would easily allow user to stay on the budget

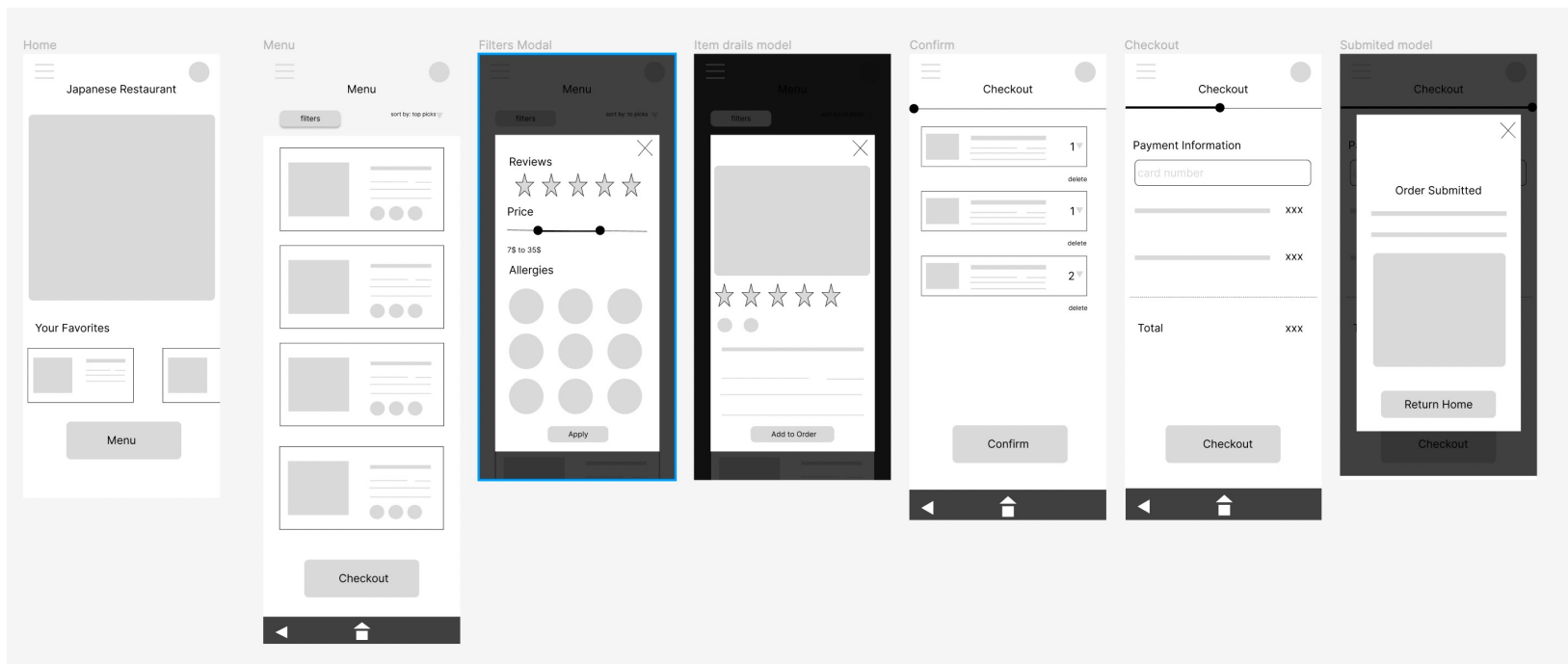


User can add there allergies easily using the button system.



# Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering of Japanese food illustrated the use of filters.



# Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

## Round 1 findings

- 1 Users liked the filter option
- 2 Users found checkout process easy to use
- 3 Some elements were hard to find for users because they did not move with UI.

## Round 2 findings

- 1 Users found icons with text useful
- 2 Not everyone was happy with color choices.

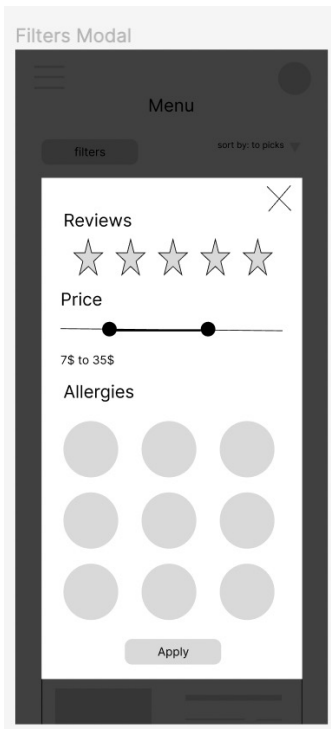
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

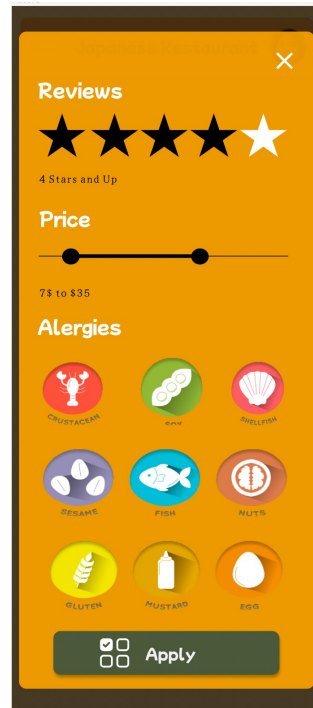
# Mockups

The use of modals instead of dedicated pages were found to be useful by participants of usability study. Using High-fidelity prototype cleared up some of the confusion associated with Low-fidelity prototypes.

Before usability studies

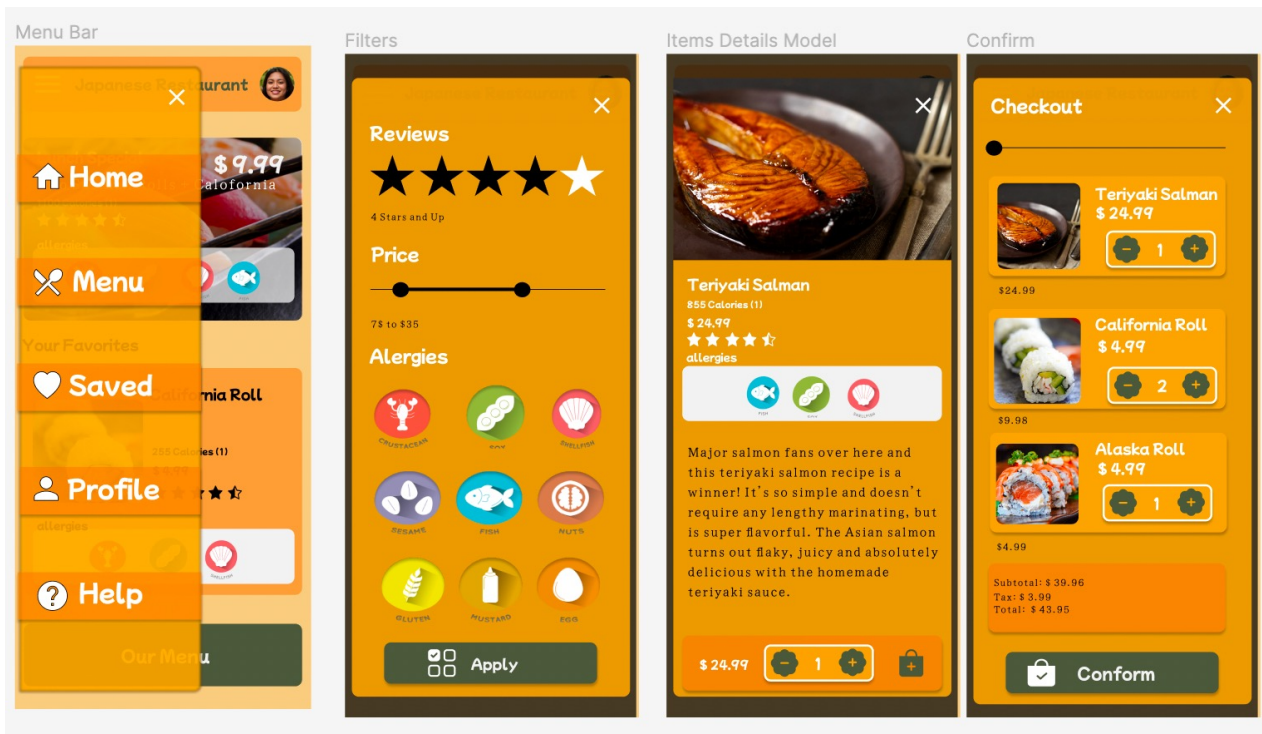


After usability studies



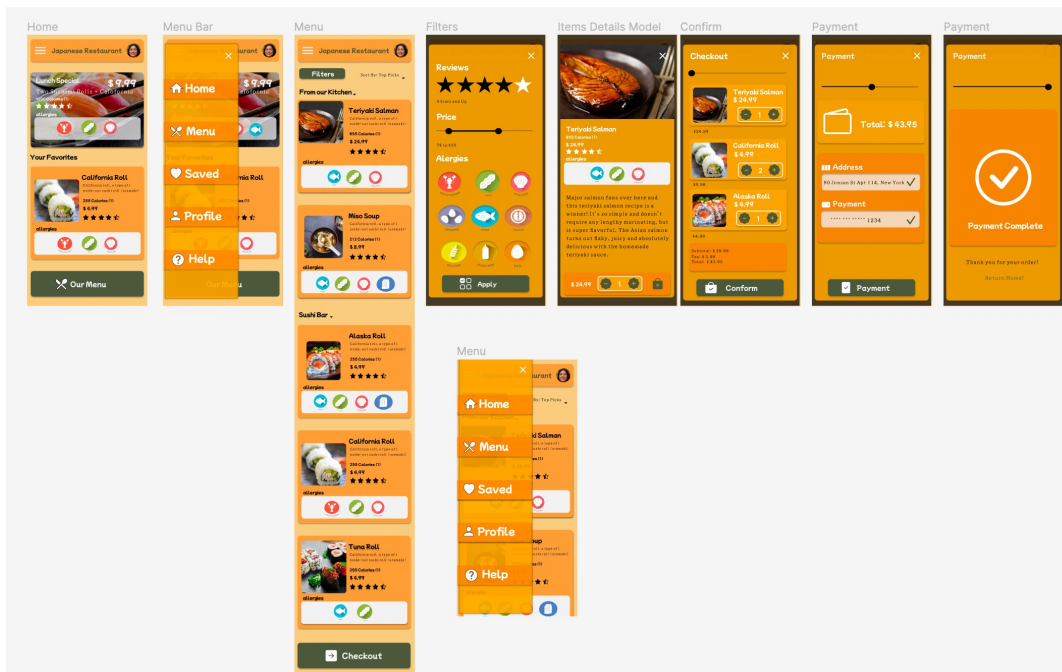


# Key mockups



# High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for ordering Japanese food and checkout process. It also met user needs for a allergy and budgeting concerns.



# Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used detailed imagery for food items.

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The app utilized the filters that allows users to narrow down there choice. Which was really popular by participants of usability studies.

One quote from peer feedback:

*"I really liked the filters option."*



## What I learned:

While designing Japanese Restaurant, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

# Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Continue improving design based on feedback.

Thank you!