

# Catering Menu App for Outdoor Wedding Venue

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# Project overview



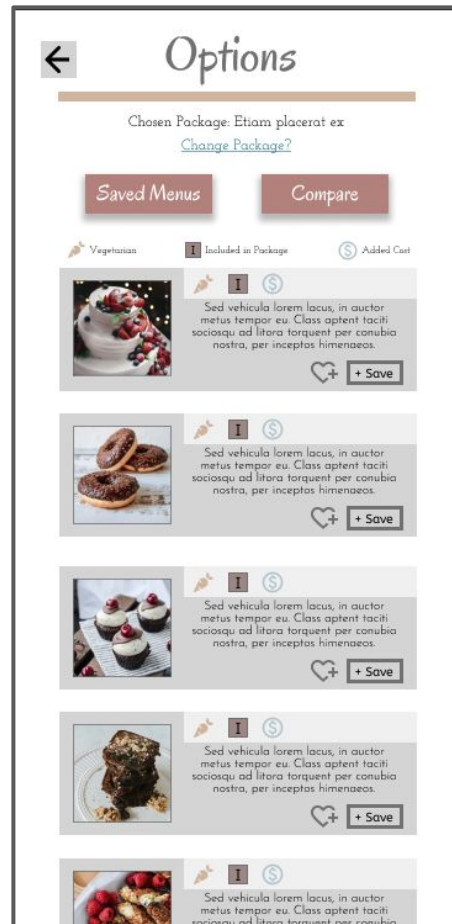
## The product:

This catering menu app was designed with an anonymous wedding venue in mind. Truly, it could be adapted in color palette and menu options for any wedding venue. The app targets users who are interested in having upfront pricing laid out before finalizing their wedding menu.



## Project duration:

June 2022 - December 2022



# Project overview



## The problem:

Money-conscious brides and grooms (and family) need time on their own to delve into their catering menu options.



## The goal:

Design an app that allows users to create and compare catering menus into to find one that fits their wedding style and budget.

# Project overview



## My role:

UX designer designing an app for a wedding venue's catering menu 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.



# User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user groups identified through research was budget-conscious individuals.

This user group confirmed initial assumptions about the catering menu customers, but research also revealed that individuals wanted to know more details about the specific menu items to create their own pairings of menu items (while chef-pairings were appreciated knowledge).

# User research: pain points

1

## Variety

Many wedding catering menus do not allow for the mixing & matching of entrees and sides.

2

## Transparency: Cost

Packages are listed on websites, but upcharges are hidden until after the user has gone through the whole process.

3

## Transparency: Options

Some wedding catering menus do not list the options ahead of time, forcing users to discuss preferences with the coordinator before agreeing amongst themselves first.

# Persona: Justin

## Problem statement:

Justin is a father-of-the-bride who needs full access to menu costs because he has to remain within his budget.



**Justin**

**Age:** 58

**Education:** Bachelor's

**Hometown:** Connecticut

**Family:** Wife, 2 daughters

**Occupation:** Project Manager

*"Money is a tool. Used properly it makes something beautiful; used wrong, it makes a mess"*

## Goals

- Good food for daughter's wedding.
- Stay within budget

## Frustrations

- Wants full control of budget - wants no surprises.
- Wants to be able to mix & match to fit budget & offer selection to guests.

Justin wants his daughter to have a beautiful wedding, within his budget. He wants his wife and daughters to provide their input on menu preferences, get the chef's suggestions discuss as a family, and then provide the finalized menu to the venue. He does not expect or appreciate surprise fees or. Harvest. In his opinion, the menu should be one of the most transparent pieces because up-charges are standardized.



# User journey map

Mapping Justin's user journey revealed how much user choice is needed within the app.

## Persona: Justin

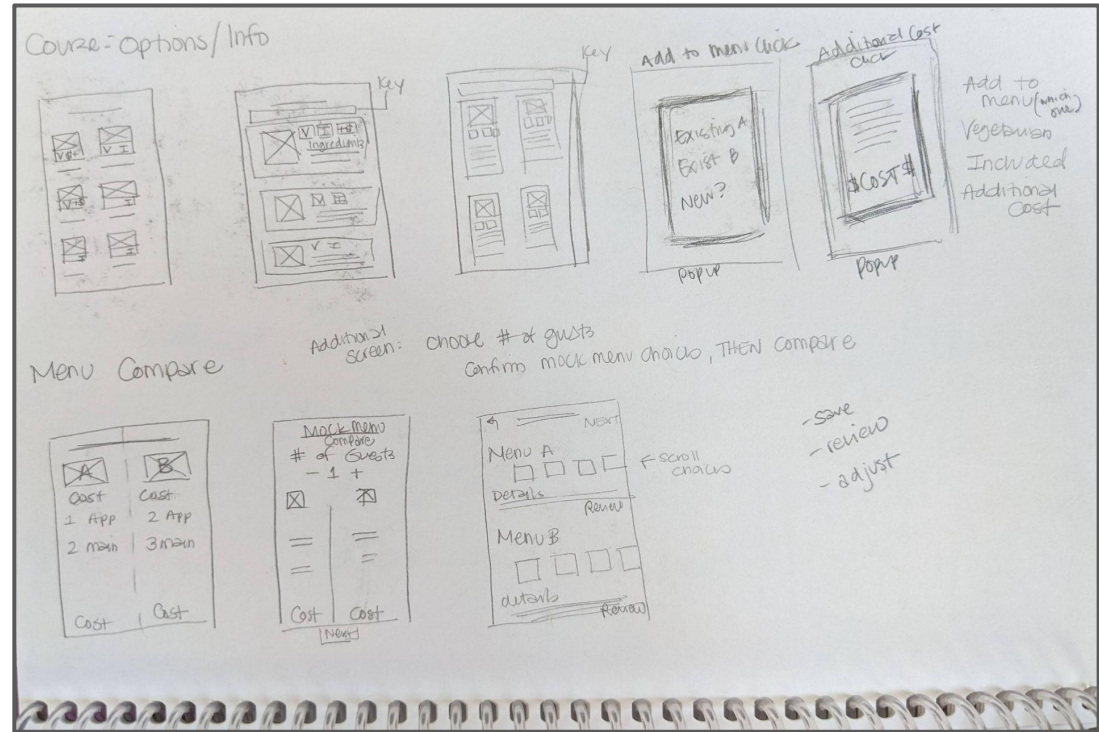
Goal: Stay within budget while ordering food for his daughter's wedding.

| ACTION                    | Open the App   | Look at the Menu Options  | Choose 2-3 Main Course Items   | Choose Sides for Each Main Course  | Submit Menu to Venue Coordinator   |
|---------------------------|--|---|--|--|--|
| TASK LIST                 | Tasks<br>A. Open App on Phone<br>B. Login to account | Tasks<br>A. Scroll through options<br>B. Compare prices<br>C. "Favorite" items they want to return to                       | Tasks<br>A. Review "favorites"<br>B. Compare prices and review guest #s<br>C. Narrow choices to 2-3 options. | Tasks<br>A. Scroll through options<br>B. "Favorite" Items<br>C. Compare prices<br>D. Match sides to Main Course selections | Tasks<br>A. Review Menu with Bride & Groom<br>B. Revise as necessary while being mindful of final cost<br>C. Submit menu to venue coordinator. |
| EMOTIONS                  | Excited<br>Determined                                | Overwhelmed<br>Aggravated   | Exhausted  | Overwhelmed<br>Exhausted   | Relieved   |
| IMPROVEMENT OPPORTUNITIES | Ease of login  | Make it easy to compare cost, possibly ingredients. Make as much info available as possible - cost, upgrades, ingredients . | Allow user to see estimated costs based on guest #s.   | Allow user to see chef recommendations for side/main course pairings.  | Allow user to see final cost breakdown. Allow user to see upgrades and cost.   |



# Paper wireframes

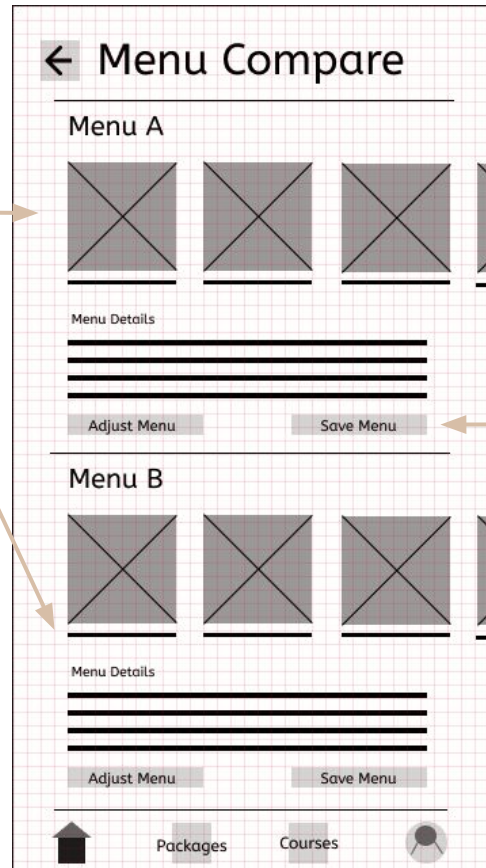
Taking the time to draft iterations of each screen of the app on paper ensured that the elements made it to digital wireframes would be well-suited to address user pain points.



# Digital wireframes

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

Ability for users to compare two menus and their prices to make informed decisions.

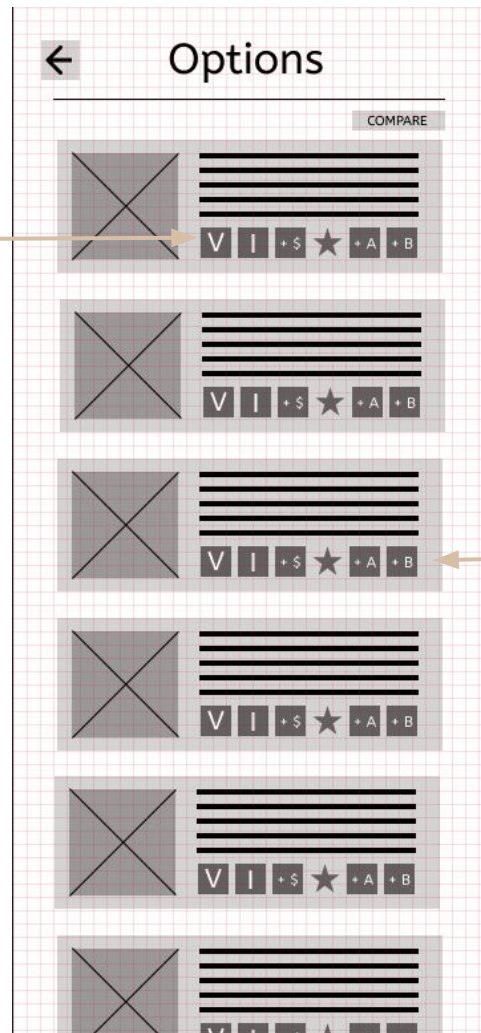


These buttons provide users with the ability to save the menus they like and adjust menus further.

# Digital wireframes

Easy to read icons was a key user need to address in the designs to give them more info on items.

These icons allow the user to see if an item is vegetarian, included in their package or an additional cost item.

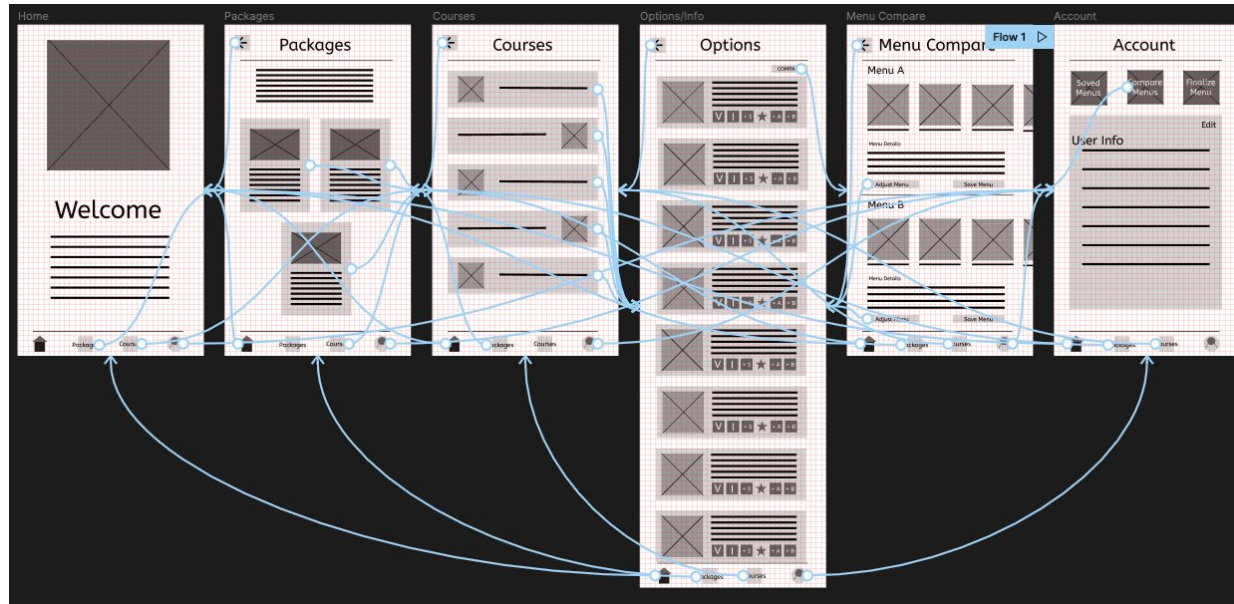


These buttons allow users to save items to menus and favorite them.

# Low-fidelity prototype

## [Link to low-fidelity prototype](#)

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary flow I connected was choosing a package, adding items to saved a menu and comparing menus, so the prototype could be used in a usability study.



# 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 need clear favorite icon
- 2 Users want to find saved favorites under "Account"
- 3 Users need icons to be restructured to read them easier

## Round 2 findings

- 1 Action buttons need to be easier to click
- 2 Save & Compare need to be pop-ups to allow for more saved menus
- 3 Accessibility needs to be tested

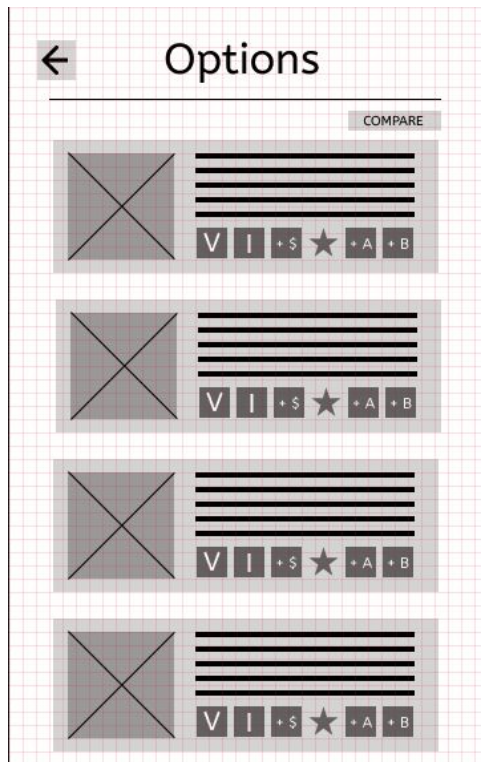




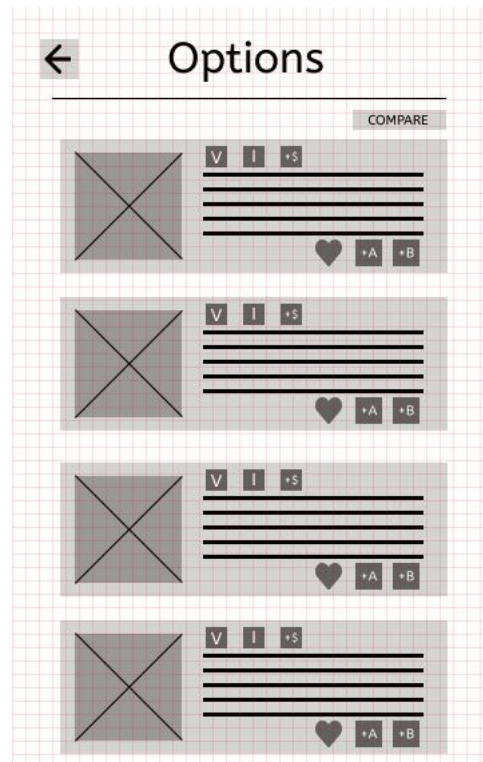
# Mockups

Early designs included icons for veg., included, and additional cost along with buttons for fav, and saving menus. After the usability study, I separated the icons from the buttons to make it easier to see the difference and increase image legibility.

Before usability study



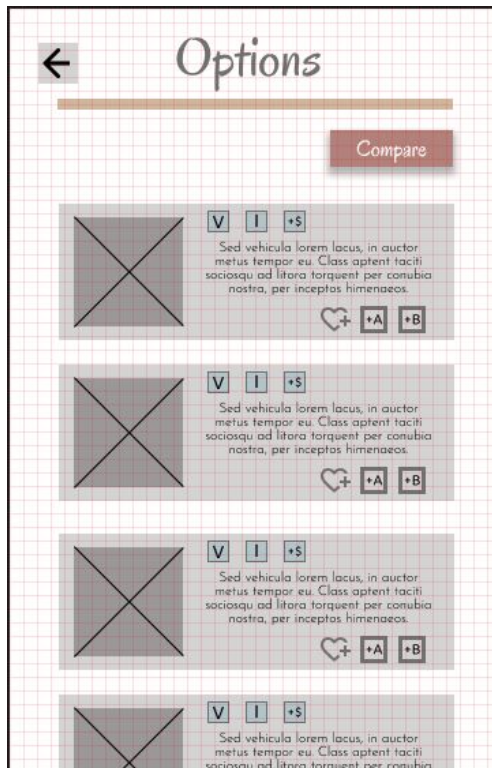
After usability study



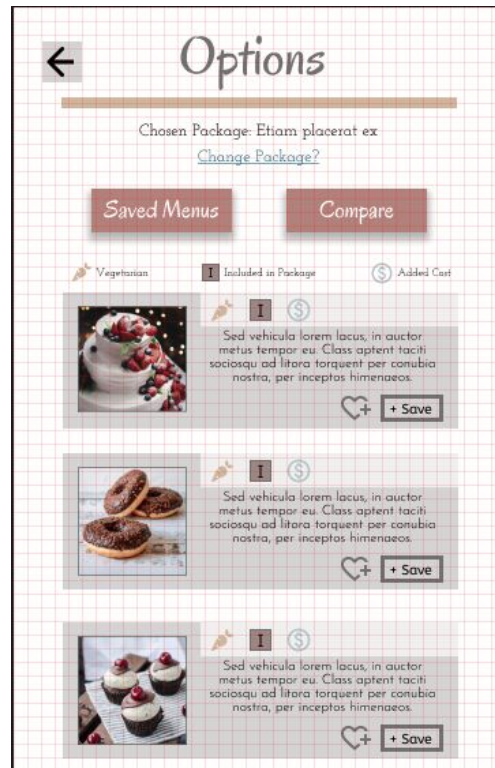
# Mockups

The second usability study revealed frustration with only having the ability to save two menus. I consolidated the +A, and +B buttons into 1 +Save button. Now the user can create as many menus as they need to.

Before usability study 2



After usability study 2

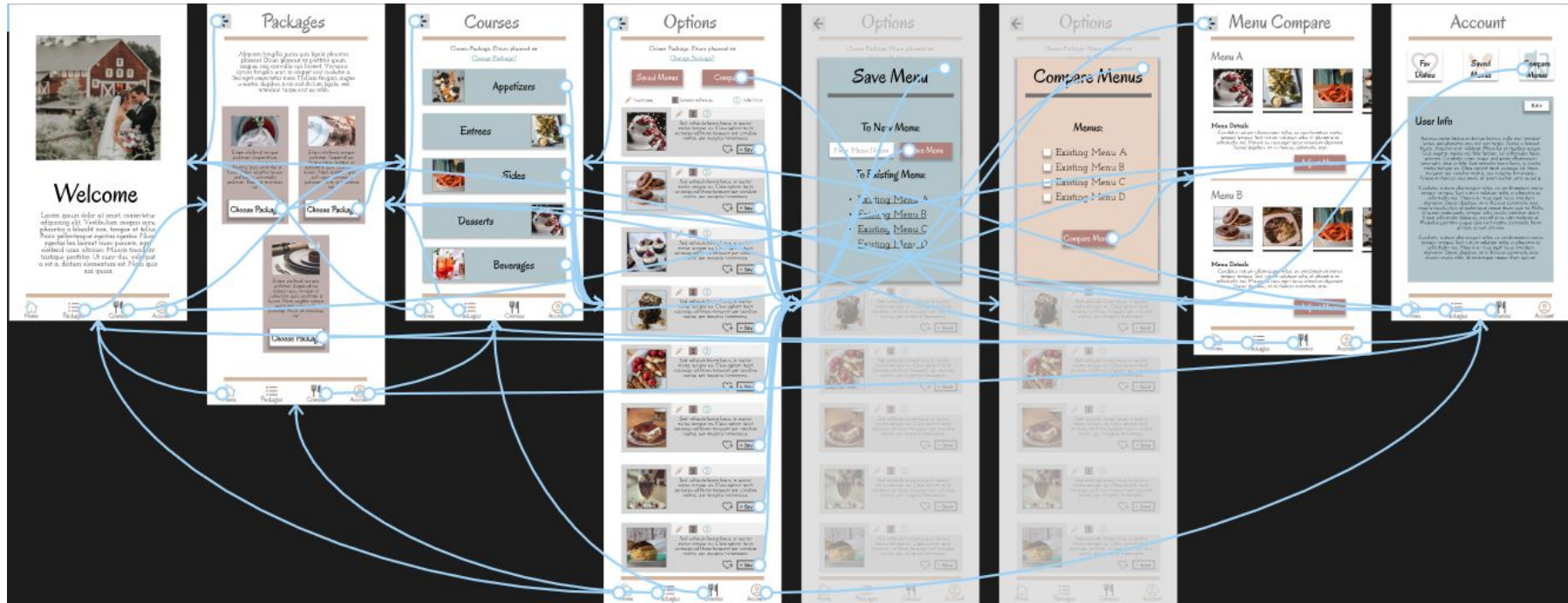


# Mockups



# High-fidelity prototype

[Link to high-fidelity prototype](#)



# Accessibility considerations

1

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

2

Used icons and text to help make navigation easier

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The app gives users the ability to make an abundance of catering menu decisions without having to waste a menu coordinator's time with what-ifs and indecisiveness.



## What I learned:

Understanding concepts is one thing, but intentionally focusing on specific design elements (such as negative space) can really change the overall feel of the design.

# Next steps

1

Conduct more accessibility research with high-fidelity designs to make sure there is enough visual contrast and functionality with screen readers.



# Let's connect!



Thank you for your time reviewing my wedding catering menu app! If you'd like to see more or get in touch, my contact info is provided below.

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