App Design for Chives [A Modern Restaurant]

Kruti Wani

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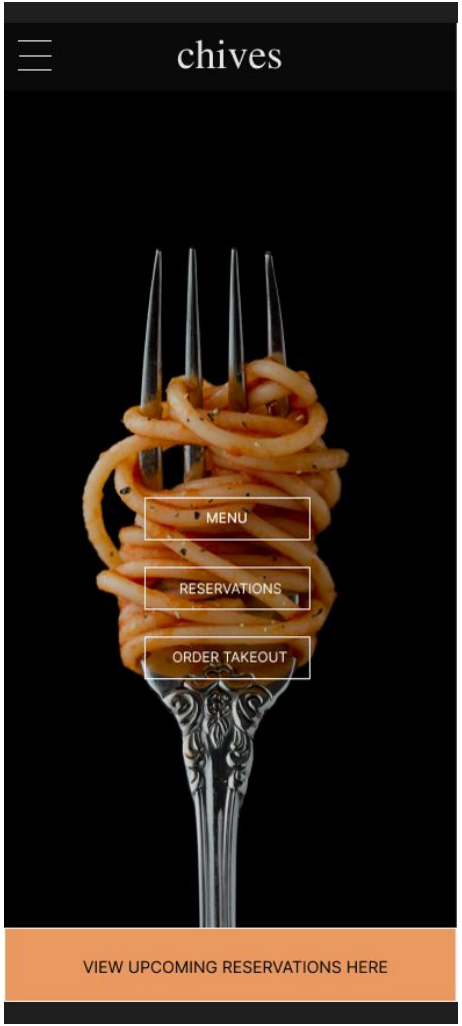
Project overview

The product:

Chives is a modern restaurant located in a metropolitan city. They are known for high-quality healthy dishes made with local, seasonal ingredients as well as a cozy, upscale ambiance for dine-in. They target people who are conscious about health and quality of food, as well as people who enjoy social food events.

Project duration:

January 2023 to May 2023



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Project overview

The problem:

Communication with the restaurant over the phone is inefficient and time-consuming.

The goal:

Design an app for Chives that allows customers to do online reservations.

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Project overview

My role:

UX researcher and designer

Responsibilities:

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

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Understanding the user

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

User research: summary

I conducted interviews, identified pain points, created empathy maps and constructed personas to understand the target audience of users. One of the identified user groups was busy working adults who want to dine out and socialize.

Research revealed that walk-in's generally meant long wait times and uncertainty about getting a table. The only other options were calling the restaurant or going in-person in advance; the latter is inconvenient and the former option was also time-consuming and cumbersome.

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User research: pain points

1

Time

Having to go in-person or being put on hold on the phone is time-consuming for busy working adults

2

Effort

There can be tedious note-taking and back and forth while making a booking over the phone/in-person

3

Accessibility

There can be accessibility issues like language over the phone

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Persona: **Lee**

Problem statement:

Lee is a newcomer and a busy young professional who needs an easy way to go out and socialize because they have no time to spend on tedious phone calls.

Name: Lee

Age: 26
Education: Master's degree
Hometown: Prince George
Family: Single
Occupation: Corporate Branch Manager

"Good food and good company is what makes the grind feel worth it!"

Goals

- Career advancement
- Finding a partner for a long-term relationship
- A larger network comprising of both social and professional connections

Frustrations

- "Walk-in's do not guarantee an available table."
- "It is difficult to organize plans with large groups for social/networking events"
- "Most modern restaurants have seasonal menus but it is frustrating when they are slow in updating it online

Lee is a newcomer to the city after being hired as a branch manager for a consulting firm. Highly extroverted by nature, they are keen to foster new relationships, which includes making friends, hosting events with coworkers, networking in the field and dating to find a long-term partner. They believe that sharing meals is a good way to get to know people better. They enjoy going to modern restaurants and believe that options for maximum efficiency should be available, as they find unpredictability and waiting cumbersome. They also want to be a good leader and host by ensuring that everybody is accommodated at their events.

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User journey map

[Lee's user journey revealed that it would be helpful to have an app for Chives that facilitates online reservations

Persona: Lee (user group that prefers to dine in)

Goal: An efficient way to make a reservation for a large group of people with varying needs

ACTION	Call the restaurant	Ask about the menu	Ask about accommodations	Make the reservation
TASK LIST	Tasks A. Phone the restaurant after checking their hours B. Wait if put on hold	Tasks A. Confirm whether the image of their menu online is the most recent one B. If not, ask if they have accommodations for specific options ie. gluten-free, vegetarian etc.	Tasks A. Ask if there is availability for 21 people B. Ask if there can be wheelchair access to the table C. Ask if there can be a booster chair for one of the guests	Tasks A. Confirm the reservation with name, location, group size, date and time, along with the accommodations B. Make a note in the calendar
EMOTIONS	Annoyed about having to wait	Happy to not be waiting anymore Annoyed if the menu image online had not been updated to the latest one	Happy about being accommodated so far. Mildly stressed about forgetting anything	Happy and relieved to have the event set up
IMPROVEMENT OPPORTUNITIES	Create an app that allows you to send specific enquiries via a form or a chatbot with an estimate of reply time	Have the latest version of the menu available on the app with either a separate section for common dietary differences ie. vegan, gluten-free menu etc or using specific symbols to distinguish them	Have an online reservation system on the app that includes a section to select wheelchair access and special chairs	Show a summary before confirming the booking Offer a way to automatically add the event to the calendar

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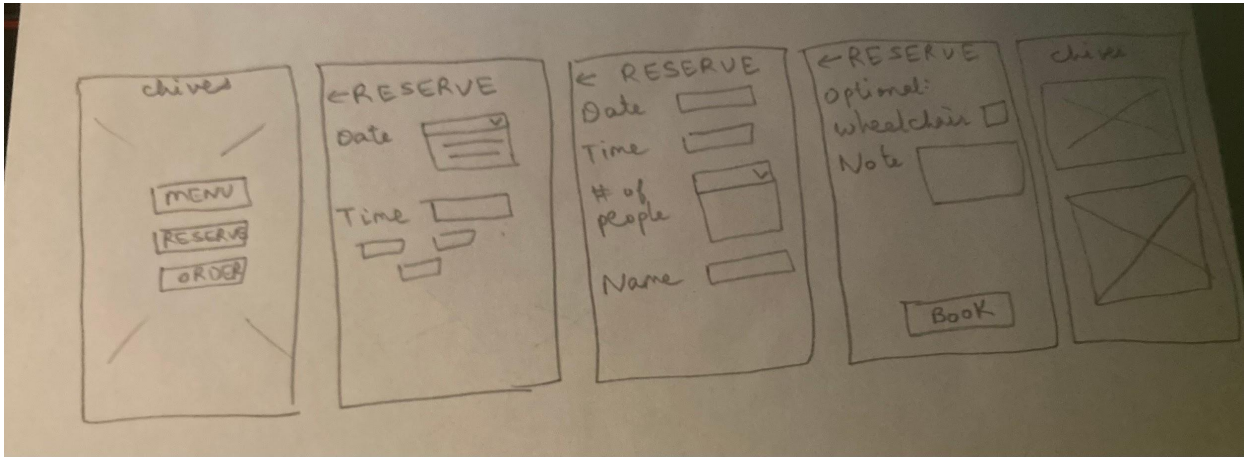
Starting the design

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

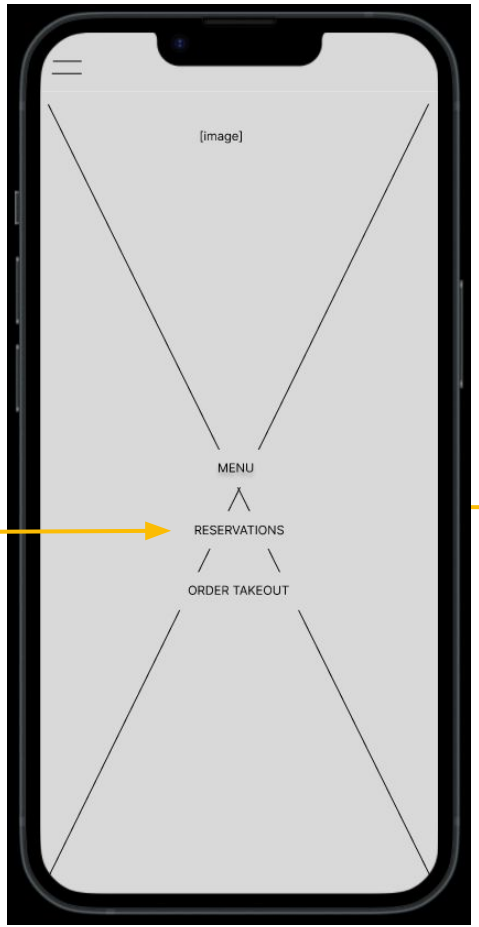
Paper wireframes

I decided on a **minimalist** design, and a **straightforward**, **quick** process for table reservation. Making paper wireframes was helpful to lay out a draft before starting on the digital ones.



Digital wireframes

Minimalist home page with easy access to important links



Easy access to the online reservations process

Description of the element and its benefit to the user

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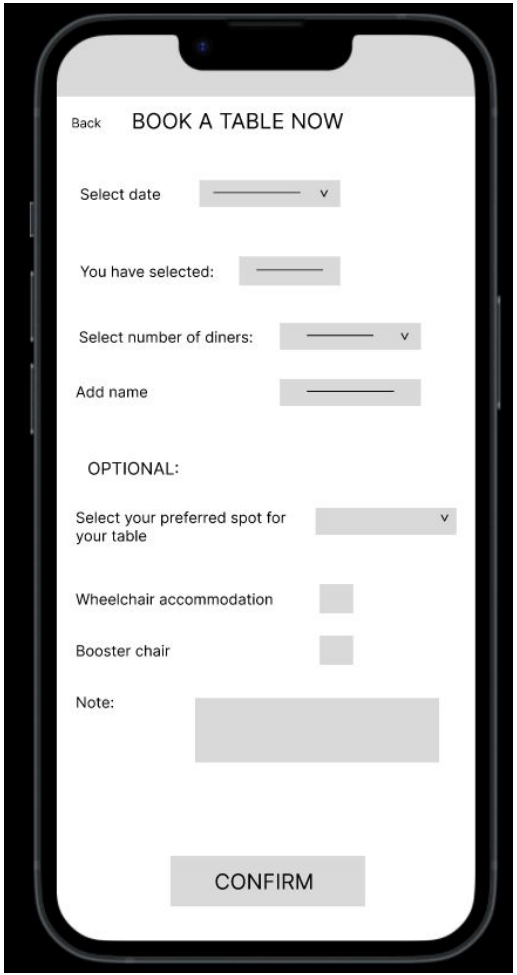
Digital wireframes

User research showed that people disliked having to wait and engage in phone conversations. The app makes it a quick but comprehensive process that is accessibility-friendly



Low-fidelity prototype

User flow: Making an online table reservation

This prototype would be used in a usability study in further user research

Link:

https://www.figma.com/proto/oDuzuFkl0RpmkHyFS4ln33/1?type=design&node-id=8-141&scaling=scale-down&page-id=0%3A1&starting-point-node-id=4%3A18

Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

1. Users want the process to be quick
2. Users want a preview before confirmation
3. Users want easy communication between them and the restaurant

Round 2 findings

1. The Optional section is confusing to some users

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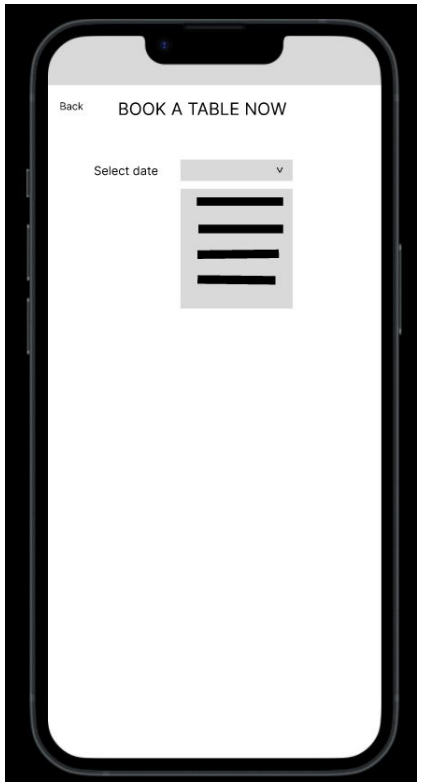
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Many users disliked having to choose a date from a drop-down menu as they needed to look up a calendar, so that was modified to include a calendar.

Before usability study



After usability study

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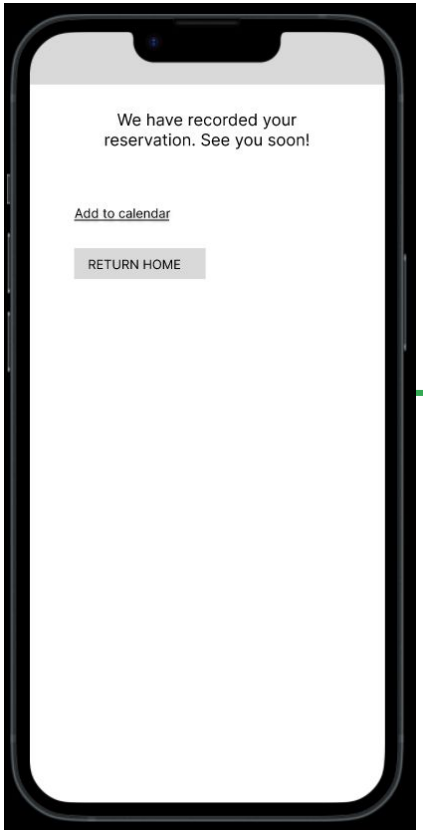
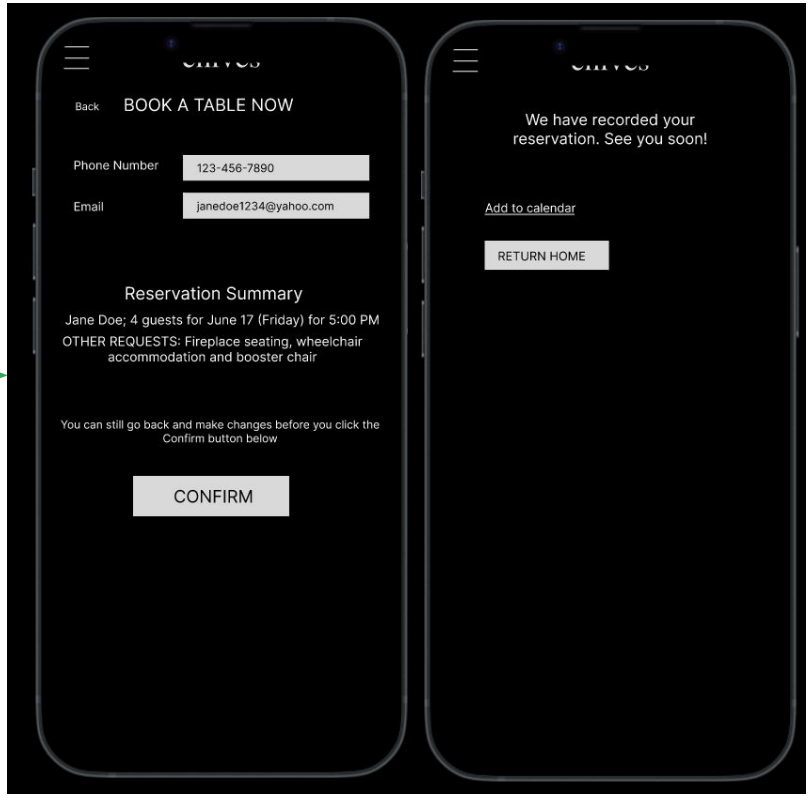
Mockups

Before usability study

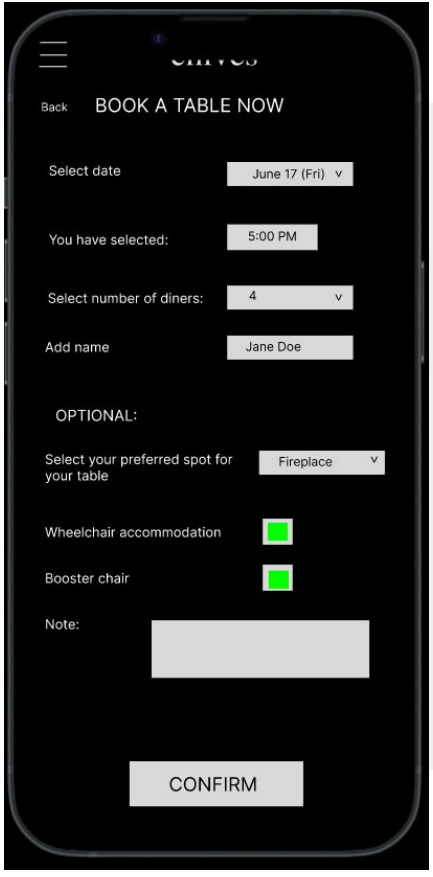


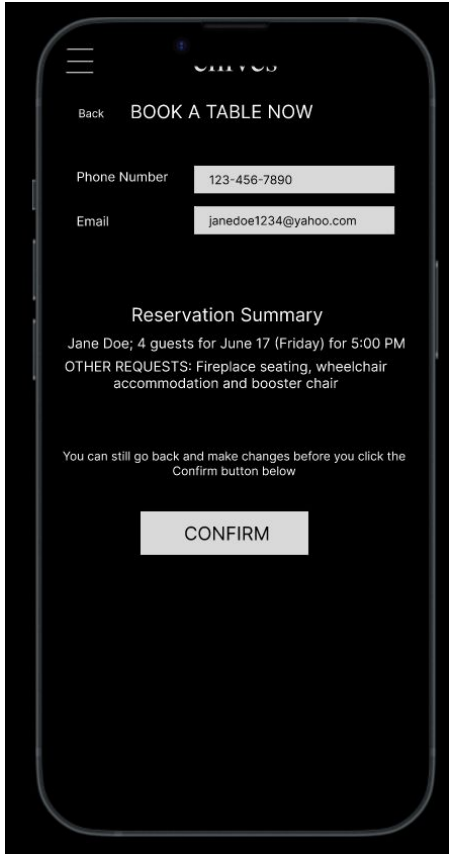
After usability study



Mockups

chives
MENU
RESERVATIONS
ORDER TAKEOUT
VIEW UPCOMING RESERVATIONS HERE

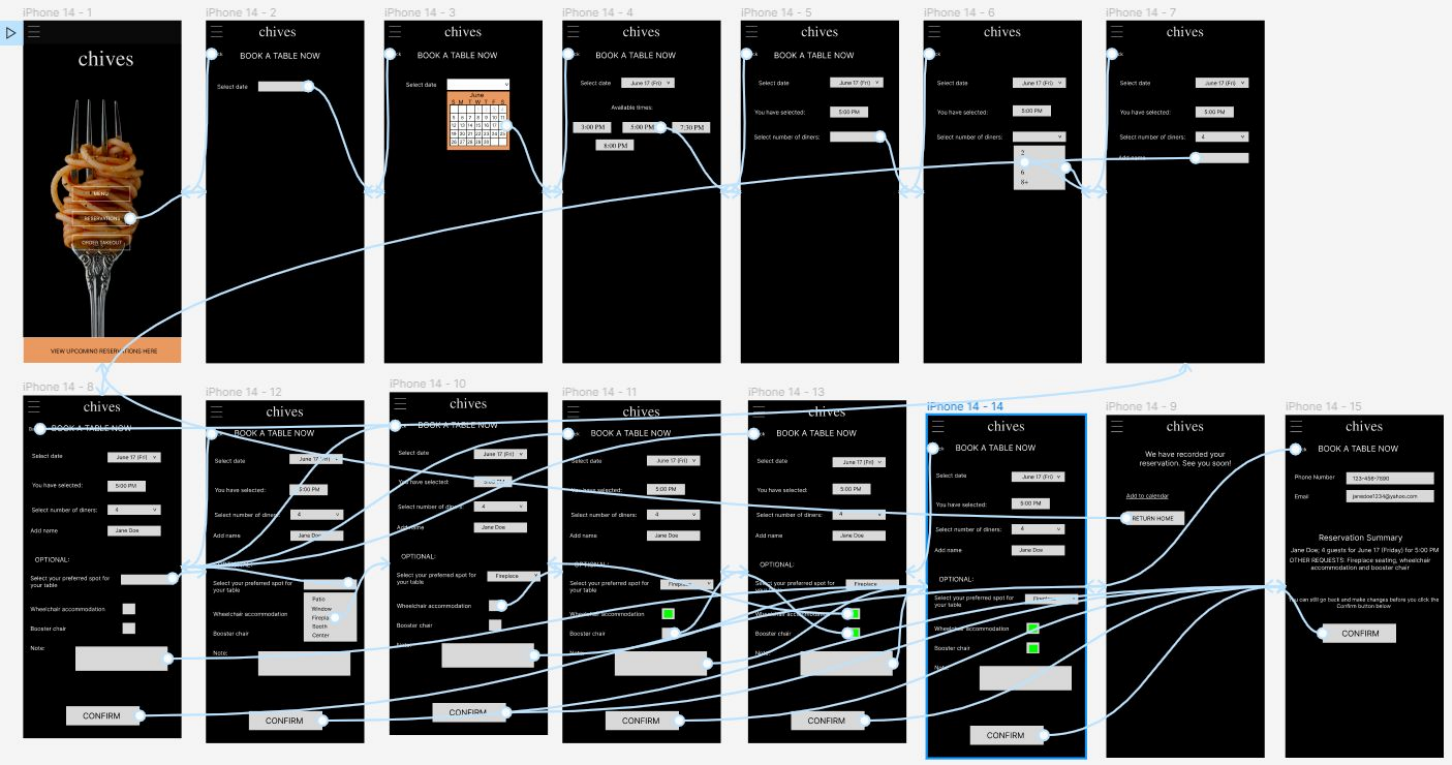

Back
BOOK A TABLE NOW
Select date
June 17 (Fri)
You have selected:
5:00 PM
Select number of diners:
4
Add name
Jane Doe
OPTIONAL:
Select your preferred spot for your table
Fireplace
Wheelchair accommodation
Booster chair
Note:
CONFIRM


Back
BOOK A TABLE NOW
Phone Number
123-456-7890
Email
janedoe1234@yahoo.com
Reservation Summary
Jane Doe; 4 guests for June 17 (Friday) for 5:00 PM
OTHER REQUESTS: Fireplace seating, wheelchair accommodation and booster chair
You can still go back and make changes before you click the Confirm button below
CONFIRM

We have recorded your reservation. See you soon!
Add to calendar
RETURN HOME

High-fidelity prototype

Link: https://www.figma.com/proto/wYRVGt8zlNOBq1xIAWo8OQ/1-(Copy)?type=design&node-id=1-2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A2



Accessibility considerations

1

Provides a way for users with mobility considerations to request special seating from the restaurant

2

Contrasting colour scheme helps people with visual disabilities

3

Multiple language translation options available

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Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Users find it easier to make table reservations now.

What I learned:

There is a lot of iteration of the designs between the first paper wireframes and the final refined product. Improvement is incremental.

Next steps

1

Conduct another round of usability studies to determine if the issues brought up earlier have been fixed

2

Conduct more user research to understand if there are any new areas of need

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Let’s connect!

Thank you for your time reviewing my work on the Chives app! If you’d like to see more or get in touch, my contact information is provided below.

Email: uxdesigner@email.com
Website: uxdesigner.uxportfolio

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