

Design a food review app for an American steakhouse

Luca Lago

Project overview



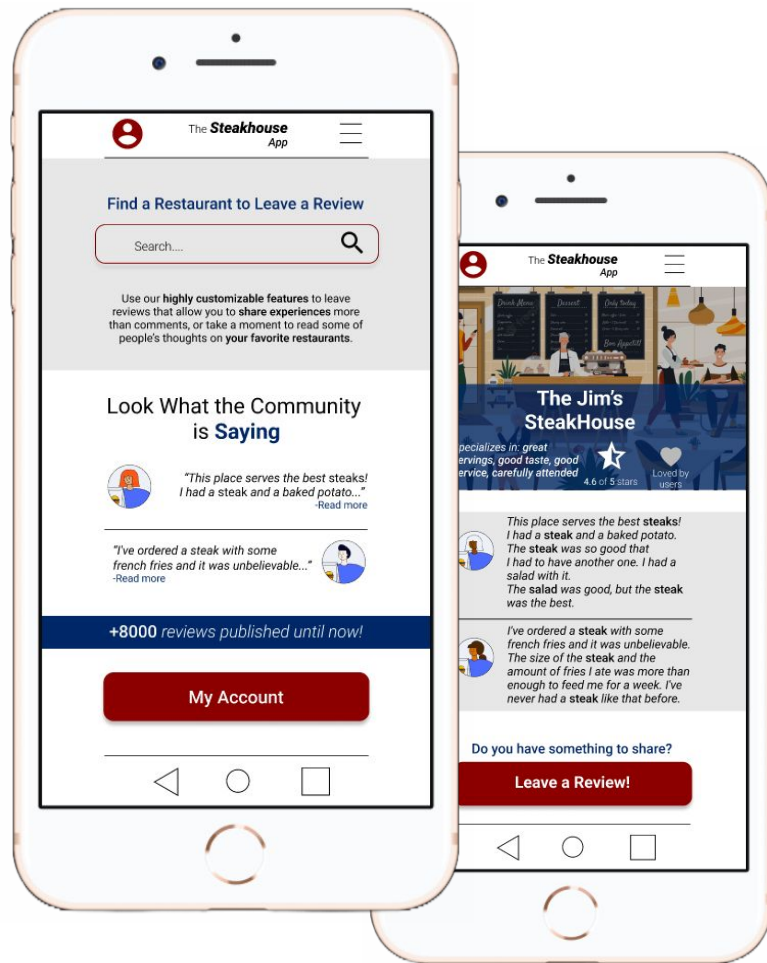
The product:

The Steakhouse App allows users to leave their own reviews and read reviews from other users of a selected restaurant. The focus of the app is to let users share experiences while leaving reviews by offering different options to customize their sharings and transmit more than just a comment.



Project duration:

September 2022 to January 2023



Project overview



The problem:

Users can get frustrated when they can't find useful information before acquiring a product.



The goal:

Design an app for an American steakhouse that allows users to provide and get useful and valuable info about the restaurants they like.

Project overview



My role:

UX designer designing an app for an American steakhouse from conception to delivery.



Responsibilities:

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

Understanding the user

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

User research: summary



For this user research, I've looked to different kind of users who might be interested in the use of this app. After that, I've identified some different pain points and then I've built two different personas to represent two different potential user groups interested in this app.

User research: pain points

1

Need to share experiences

Here I've focused on the necessity of the user interested in share their experiences related with a product or a service, and how can that be translated to this project

2

Need to have useful information

Here the focus was to can receive proper information once you're looking for a product or a service prior to acquiring it, and how can that be integrated in this project

3

Need to customize

Another pain point reflected was the one regarding the lack of options to customize reviews, and what could be done to improve the personalization options once leaving a comment

4

Need to save time

Sometimes an user doesn't have a lot of time to read a lot of reviews until they find something useful for them, so here the focus was on how to provide useful info compacted and simplified

Persona: Camille

Problem statement:

Camille is a backend developer who needs an app with customized filters to provide more human review experiences because she loves to provide useful info once she acquires a product.



Camille

Age: 24

Education: High School

Hometown: Manhattan, NY

Family: Alone, one dog

Occupation: Backend Developer

"I really enjoy reading the experiences people share once they got a product!"

Goals

- To have the option to learn more of a product from customer reviews
- To have more options to leave more-detailed reviews
- Can filter only very detailed and useful reviews

Frustrations

- "Sometimes the reviews are not useful and you can't understand what you are buying!"
- "I wish we can have the option to add more customized opinions than just a star-system and some lines of text!"

Camille is a backend developer, she enjoys to get well informed before consuming a product or a service, but can get frustrated if she find the people reviews are not going beyond basic info or if she wants to leave an opinion and it's not very customizable.

User journey map

Mapping Carl's user journey revealed how the process of ordering food through an app can be significantly improved.

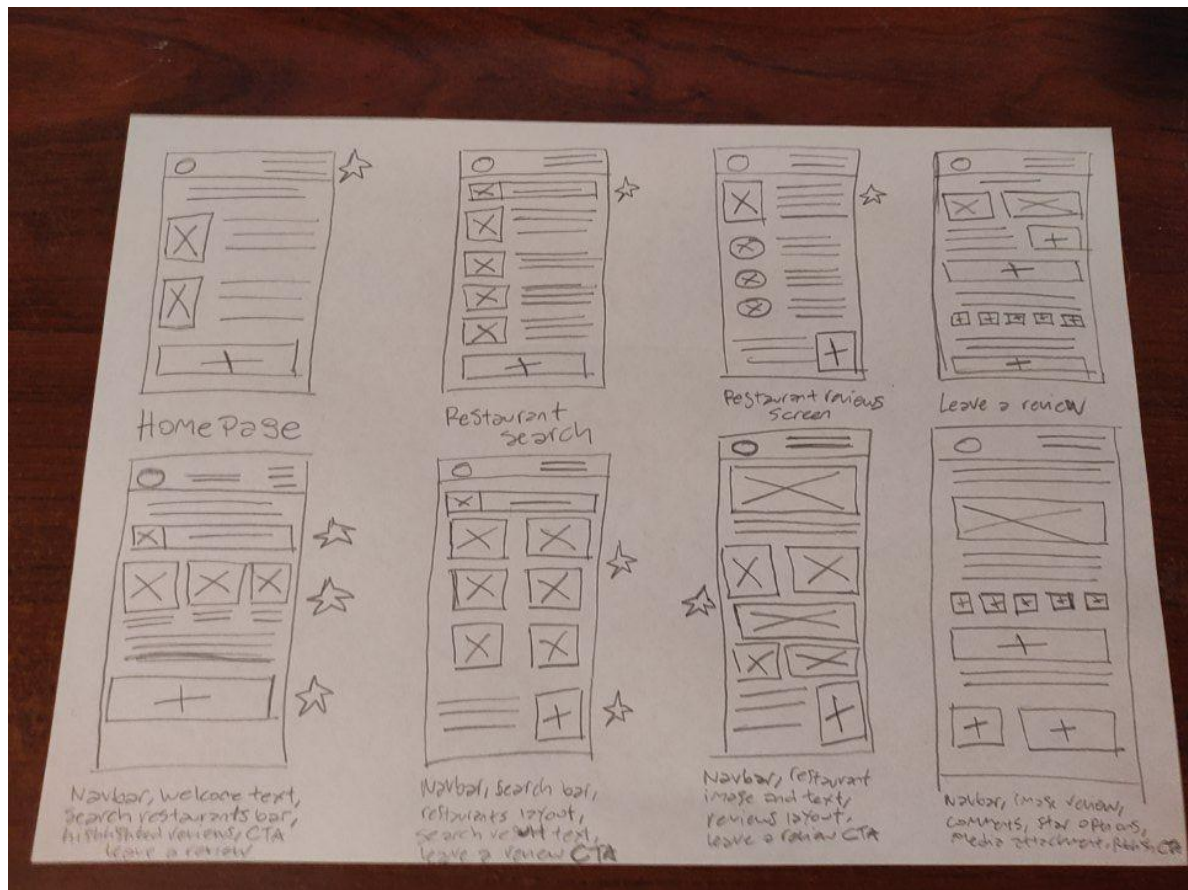
Persona: Carl

Goal: Order food through an app easily and fastly

ACTION	Select restaurant	Choose menu options	Make an order	Wait the order to be delivered	Leave a comment
TASK LIST	Tasks A. Decide what food will take B. Compare customer reviews on different restaurant options C. Choose a restaurant	Tasks A. Compare different menu options B. Select menu items C. Confirm the order	Tasks A. Pay through the app B. Execute the order	Tasks A. Confirm order B. See estimated arrival times C. Receive the order	Tasks A. Taste the food B. Leave a customer opinion to the restaurant
EMOTIONS	Overwhelmed by the wide number of available options Decepcionated of see unuseful reviews that don't provide valuable info	Decepcionated of not being able to find more info for the products	Wish the app could have more payment options available Anxious about what the arrival time will be	Impatient to wait for a long time	Satisfied with the order received Happy to being able to share his experience with other people
IMPROVEMENT OPPORTUNITIES	Create parameters that allow the user filter customer reviews and highlight some of them	Provide more info for the products, like tips, high quality and real images, recommendations, etc.	Add a wide range of payment options Options to compare arrival times with similar restaurants	Possibility of tip in-app	Provide different options to customize the product reviews

Paper wireframes

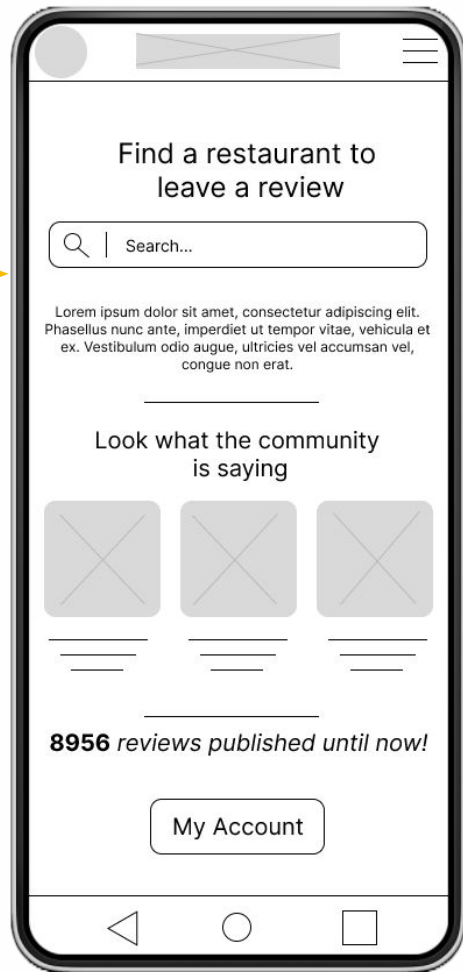
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a quick and easy ordering process to help users save time.



Digital wireframes

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

Appealing search bar that allows user to quickly look for a restaurant



Digital wireframes

This screen is the main feature of the app, and I tried to allow the user to have the option to create fully customizable reviews with different options to add while sharing their experiences.

Classic text field area to allow the user express their thoughts.

Leave a review

1. Write your comments

2. Punctuate

3. Add some media

Record audio

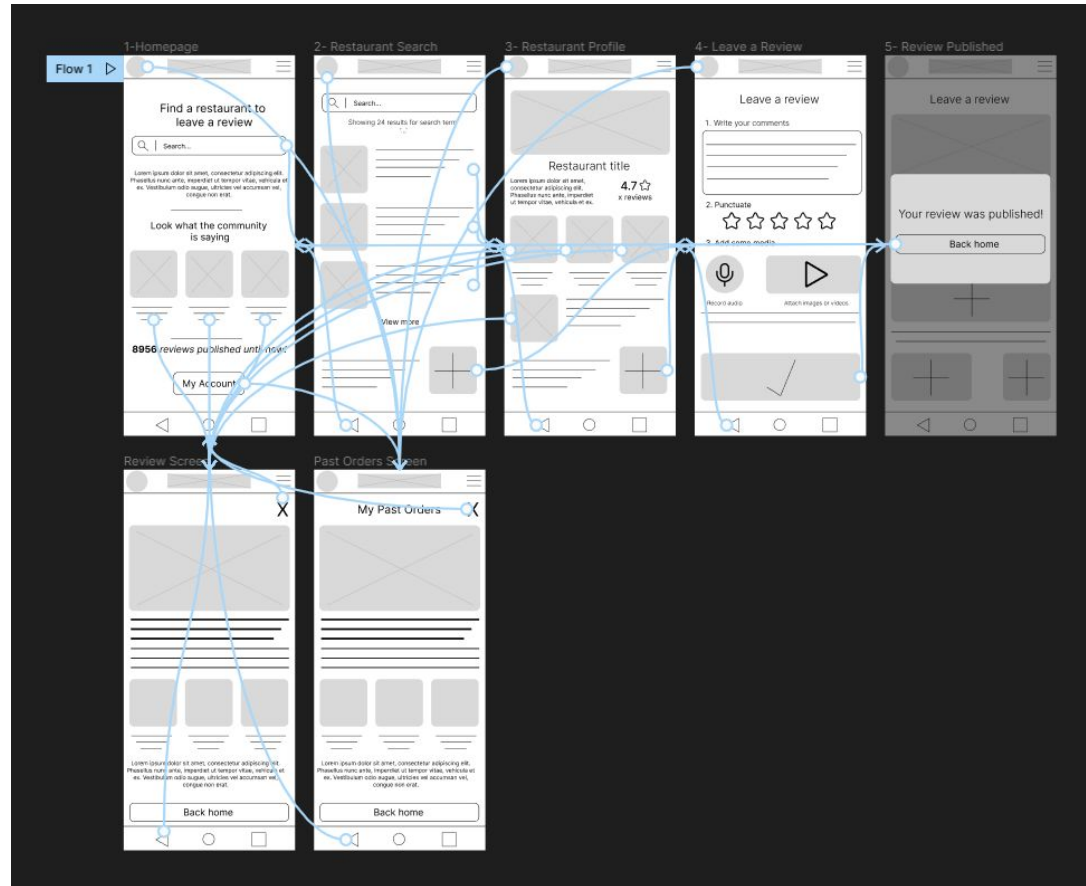
Attach images or videos

Options to allow the user attach images, videos or audio recordings.

Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of looking for a restaurant and leaving a review, so the prototype could be used in a usability study with users.

[Link](#)



Usability study: findings

Two round of usability studies were conducted. Findings from the first study helped guide the designs from wireframes to mockups. The second one used a high-fidelity prototype and revealed what aspects of the mockup needed refining.

Round 1 findings

- 1 Users want simpler adding images and audio options
- 2 Users want a simplified homepage
- 3 Users want easier access to add comments while leaving reviews

Round 2 findings

- 1 Users think own account page could be improved
- 2 Users think the process of leaving a review could be simplified

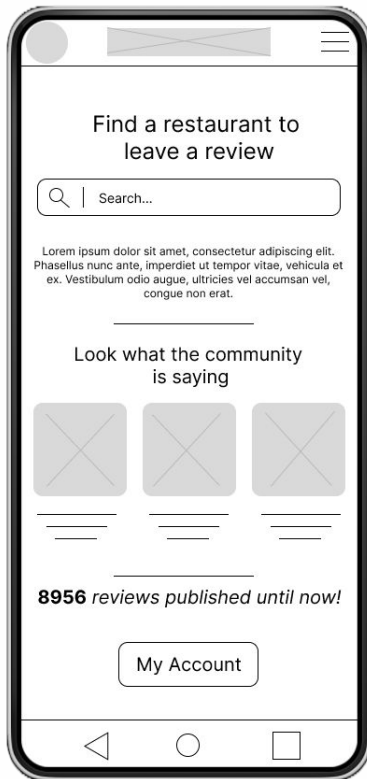
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

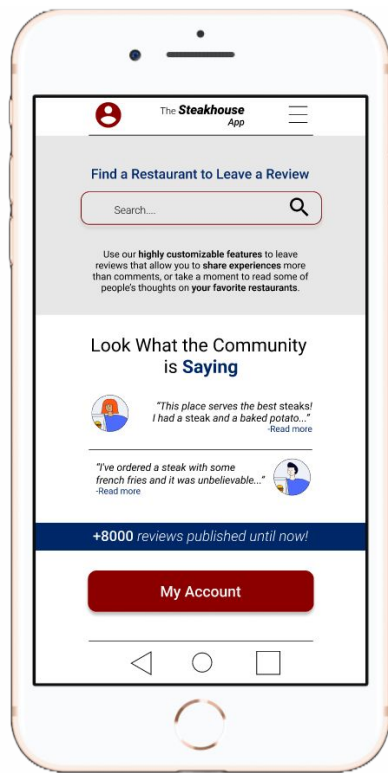
Mockups

The first round of usability studies provided that the homepage looked to crowded to users, so I've focused on simplifying it further in the design process to improve the overall experience.

Before usability study



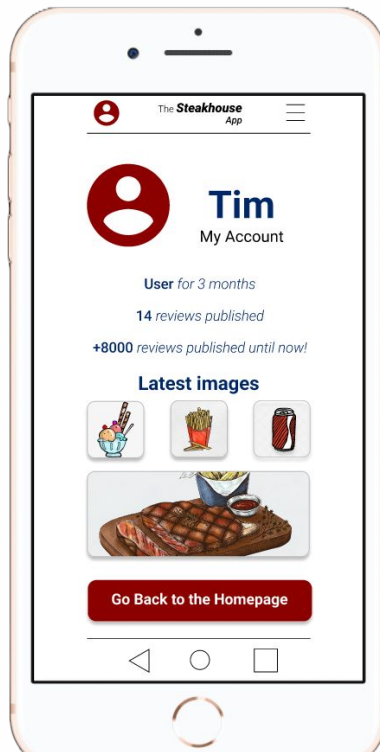
After usability study



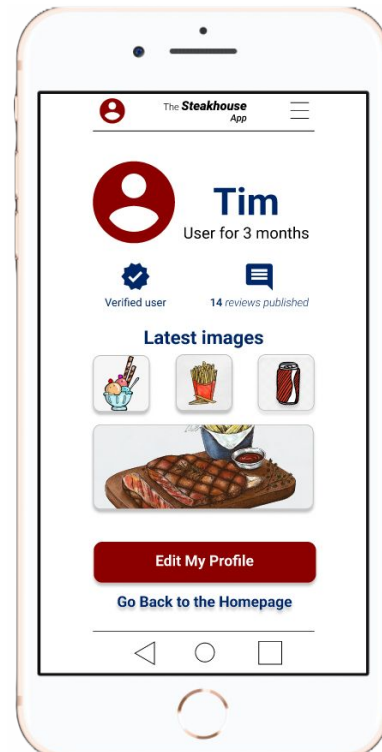
Mockups

The second round of usability studies showed that the user profile screen showed there could be improvements, so I've focused on it refining its general style.

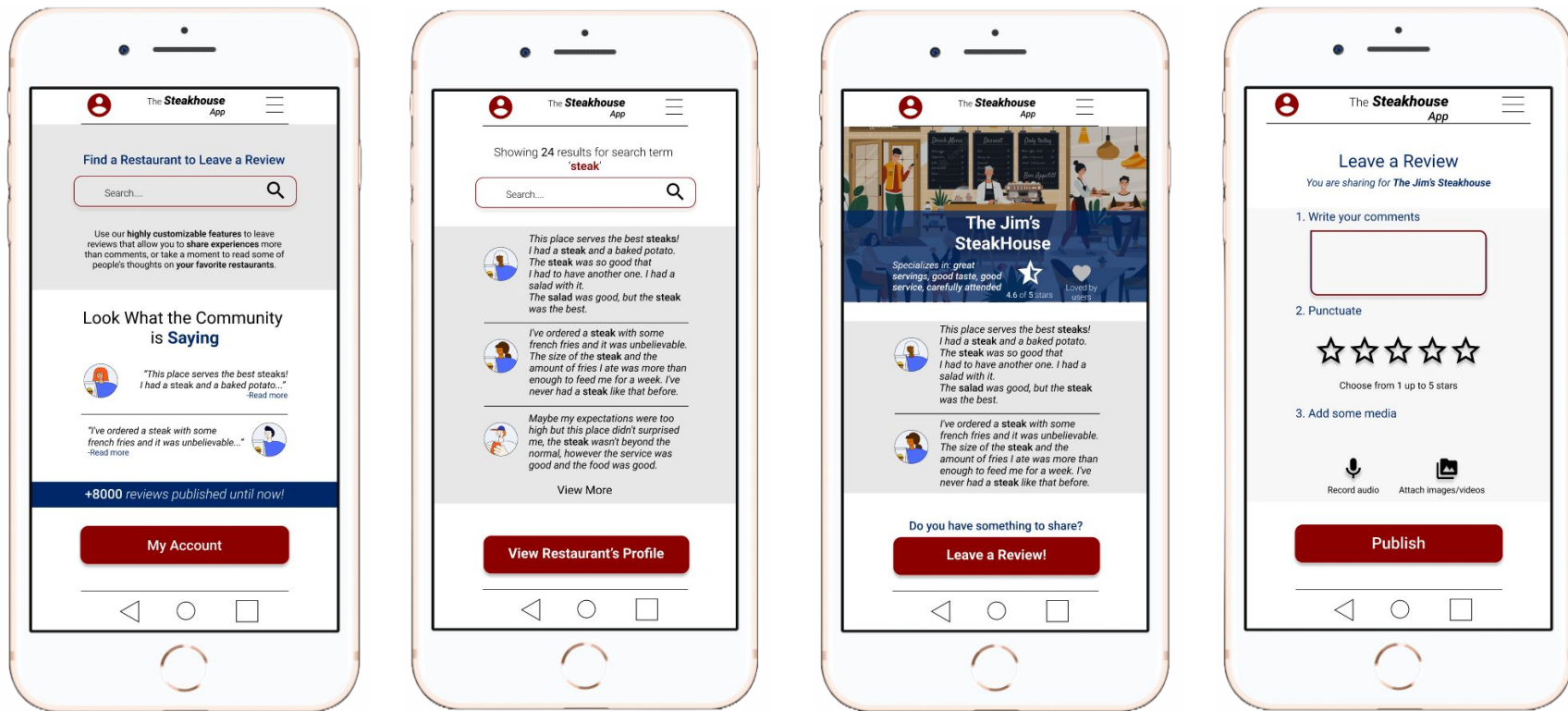
Before usability study



After usability study



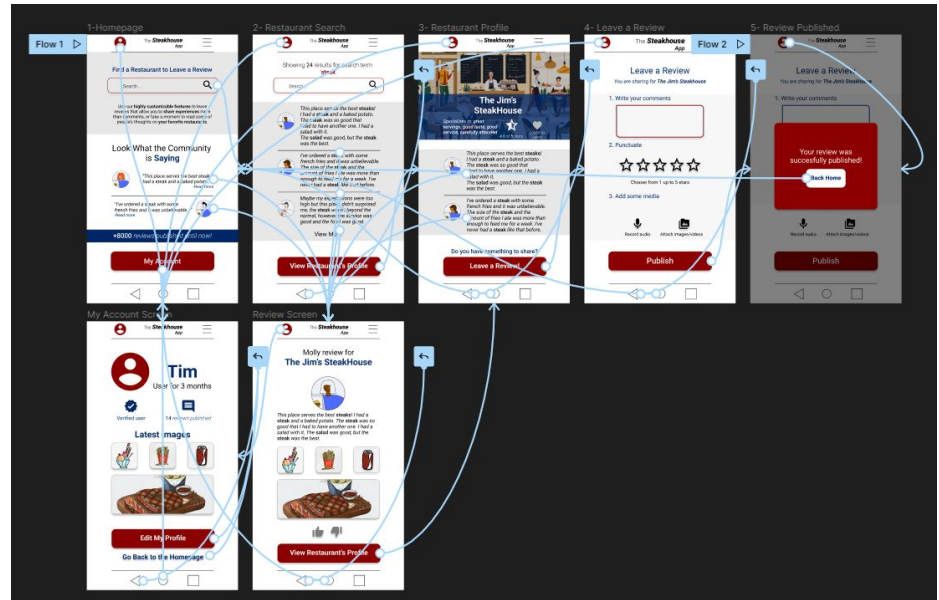
Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaned user flows for leaving and reading reviews of a restaurant. It also provides user details pages like public profile and own data page.

[Link](#)



Accessibility considerations

1

I've focused on using strong colors related with the american identity since that's the purpose of the app, along with maintaining a good cohesiveness with the visibility and reading possibilities of the user.

2

There are options while leaving reviews for writing text, images and also audio, so everyone can share their experience and enjoy the app despite any special requirement they could have.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like their needs are well addressed.

One quote from peer feedback:

"The app works awesome, great experience from the beginning to the end!"



What I learned:

While the design of this project I've learned the fundamentals of UX design, also I've incorporated basics such as putting the user in the front of the motivation of the design, while conducting usability studies and collecting feedback.

Next steps

1

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

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for taking the time of reviewing my work! Here is my information in case you would like to get in touch with me :)

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