**UX Design Process - Sakura**

**Discover:**

A website to provide hours, location, and menu

Online orders, delivery, pick up systems will be integrated into the website.

**Client**: Korean owners in Cranbrook, with Korean chefs and cooks. Always lacking employees due to remote location.

**Customers**: Mostly middle-aged Caucasian women. Music in the restaurant is tailored to their likings, but usually top 100 is good enough. Very few vegan/gluten free customers. Some international students due to there being a college near town.

Most customers are frequent visitors. Others are usually from Alberta travelling to BC or vice versa. Or tourist spots like the Grand Canyon. Current website used for online contact is Facebook.

**Explore**:

**User Personas**: Required?

**User Research**: Who would use the website, and what are their needs?

Some kind of discussion or survey with such customers – my friend’s parents?

**Test**:

The owners provided me a menu that is tailored to the physical copy of the menu. The menu is 7 pages, with 17 subcategories and many do not share similarities. “Sashimi”, “Udon”, and “Tempura” are on the same page, making a categorization sidebar difficult. In addition, due to so many subcategories, and amount of menu items, there is a large clutter of information. Using a dropdown menu seems to create information overload.

Other possible solutions were just having a long page of items -> excessive scrolling

Best solution might be to edit the menu by cutting into different parts and removing the pictures and categorize them myself. But it still leads to information clutter. I think it’s just the nature of the menu since there are so many items.

I tried to get inspiration from other websites. Higher end restaurants go for simpler 1 or 2 pages in their menu excluding alcohol. Restaurants in similar tier with Sakura either don’t have a website at all and rely on Facebook/Yelp/etc., or absolutely horrible.

**Listen:**

Most likely go back to friend’s parents and gather feedback.