

NEW  
*American*  
GRILL



Designing a New Digital Restaurant Experience



# Project Overview

**Introduction:** Design & test a new online ordering tool for New American Grill

**Objectives:** Mobile optimized, simple & easy mechanisms, connects to brand mission of family & togetherness, & creates an excellent digital restaurant experience for customers

**Business needs:** The new menu cart page is important to grow New American Grill's business because it will improve the user experience for online ordering, increase revenue for digital sales, and attract more customers.

**Business metrics:** Conversion rate, retention & loyalty, cart & checkout abandonment rate, average order value, customer engagement

**Purpose of testing:** Determine best testing methods for the online ordering tool to ensure customer satisfaction & ease of online ordering



# Best UI Practices

The interface should help the intended audience.

## BOB EVANS MENU



Farmhouse  
Feast



Family Meals



Family-Size  
Breakfast



Breakfast



Omelets &  
Skillets



Hotcakes

The button with a clear action makes it easy for viewers to complete their desired task: ordering online.

The navigation bar makes it easy for customers to find what they need.

The content should be meaningfully served.

These categories make it easy for viewers to view the menu based on what they are looking for & simplifies the ordering process.

## BOB EVANS MENU



Farmhouse  
Feast



Family Meals



Family-Size  
Breakfast



Breakfast



Omelets &  
Skillets



Hotcakes



Turkey &  
Chicken



Burgers &  
Sandwiches



Steak &  
Seafood



# Best UI Practices

The screenshot shows a mobile menu interface. At the top, there's a navigation bar with 'ALL' on the left, a highlighted 'BREAKFAST ALL DAY' tab, and 'CHICKEN N' TURKEY BE' on the right. Below the navigation is a section titled 'PANCAKES N' SUCH' with a sub-section 'MOMMA'S PANCAKE BREAKFAST®'. This section includes a photo of the dish, a description ('Three Buttermilk Pancakes topped with butter and served with two eggs.\* Plus Thick-Sliced Bacon or sausage (110-240 cal) and 100% Pure Natural Syrup.'), the calorie count '880 cal', and a 'Customize' button. Further down are sections for 'GRANDMA'S SAMPLER' and 'BUTTERMILK PANCAKES WITH 100% PURE NATURAL SYRUP', each with their own photos, descriptions, calorie counts, and 'Customize' buttons.

The interface design sensibly orders information & content.

Headings, menu titles, menu details, photos & buttons are sensibly ordered with an effective hierarchy.

The screenshot shows a restaurant landing page. At the top right is a 'WHAT WE OFFER' section featuring a photo of a waiter serving a customer. Below the photo is a green box with the heading 'DINE-IN' and a description ('A relaxing restaurant with a real kitchen, making made-from-scratch comfort food that reminds one of a home away from home.') followed by a right-pointing arrow. To the right of this is a vertical sidebar with the heading 'CURBSIDE' and a partial description ('We offer your ne... need it.') followed by a blue circular icon with a white person icon. At the bottom right is another blue circular icon with a white person icon.

The interface aims to reduce cognitive load.

This layout is minimal and helps the user focus on one piece of information at a time.



# Best UI Practices

LIMITED TIME ONLY  
Hearty & Homestyle!  
[View Menu](#)

PERKINS® TO GO  
Great Food is a Tap Away  
[Start Your Order](#)

LIMITED TIME ONLY  
Holiday Bake Shop  
[Order Now](#)

The interface should be flexible.

The large photos on the desktop website are scaled down & cropped for mobile web view.

Large amounts of text disappear on mobile view & focus on headings and buttons.

Form follows function.

This page is not as visually pleasing as other pages, but the user can easily sign up & understand how the process & form works.



Join and get 20% off tomorrow.

Be the first to know about our promotions and get exclusive offers starting with a 20% off coupon just for joining and a special gift for your birthday.

NOTE: Fields marked with an asterisk (\*) are required.

Your Birthday \*

-- Month --  -- Day --  -- Year --

First Name \*

Last Name \*

E-mail Address \*

Postal Code \*

ZIP / Postal Code

Most Frequented Perkins Restaurant \*

For a list of the nearest stores, please enter your zip code (above).

-----  Show All Stores

I would like to receive text messages with offers and updates

Join

If you've unsubscribed from our mailing list and want to rejoin, please [click here to rejoin](#).



# Audience Profile

## Target Audience & Interests

- Families with young children
- Enjoy fun, casual environments & restaurants with friends & family
- Look for restaurants that parents & kids both enjoy

**Expectations:** easy to use interface, quick ordering and checkout, menu item customization, easy checkout experience, ability to save account info for faster checkout

**Context of Using Digital Menu:** When they are deciding where to eat for dinner, they browse the website's digital menu to see menu items, photos, prices, item descriptions, etc.

**Core Needs at Menu Step:** See photos, menu items, prices, descriptions, click order now button

**What They Want to Do Next:** Order online for pickup or delivery

**What's Needed for Smooth Checkout:** Clear info that is sensibly ordered, forms that are easy to fill out, secure checkout & payment, & given estimated time for order, & easy to use interface



# User Tasks & Stories

## User Tasks/Jobs to be Done

- View digital menu
- Easily find ‘Order Now’ button
- View menu items, prices, photos, descriptions
- Add menu items to cart
- Customize order & make changes
- View cart + total cost before paying
- See estimated time for order before paying
- Payment steps: enter credit card information
- Track order progress: when it will be ready

## Pitfalls to Avoid

- Menu only available as PDF/images
- Customer must visit separate part of website from menu to place an order
- Prices aren’t listed in the menu
- Menu items don’t have pictures



# User Tasks & Stories

As a **busy parent of a large family**, I need a quick and easy way to order food online and view the prices of each menu item, so that I can easily buy an affordable, convenient dinner for my family.

As a **mother of picky children and teenagers**, I need to view pictures of menu items and easily customize them while ordering, so that I can order a delicious dinner that satisfies my entire family.

As a **college student who frequently orders takeout food online**, I need a seamless ordering and checkout experience with a clear and easy-to-read menu that doesn't open a separate window, so that I can quickly and easily buy meals on my phone.

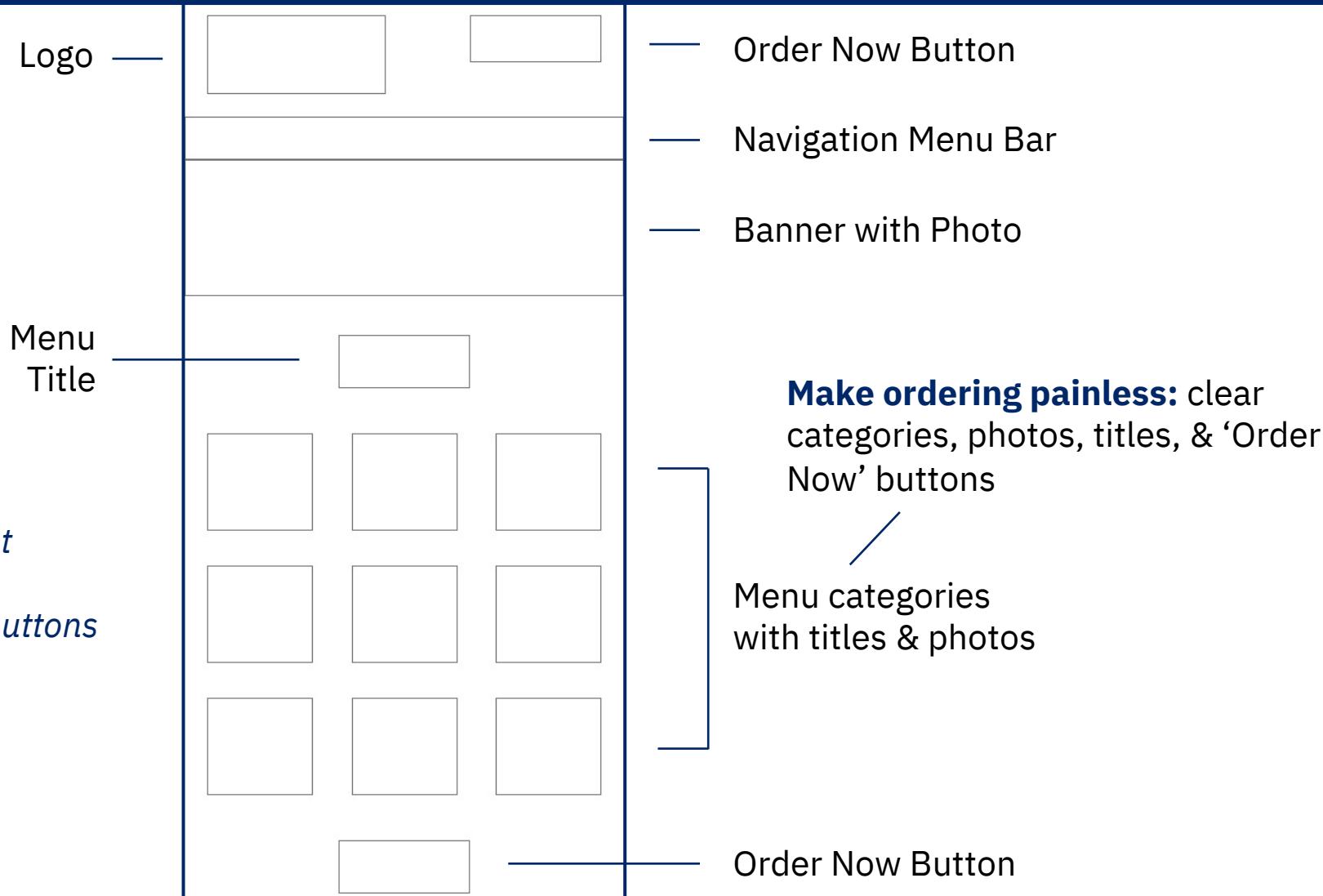
## Features to Include

- Menu item photos & prices
- Customize menu items
- Simple navigation, clear buttons, concise text, & effective hierarchy
- An HTML menu that is integrated into the website
- Customer can easily place order from menu page



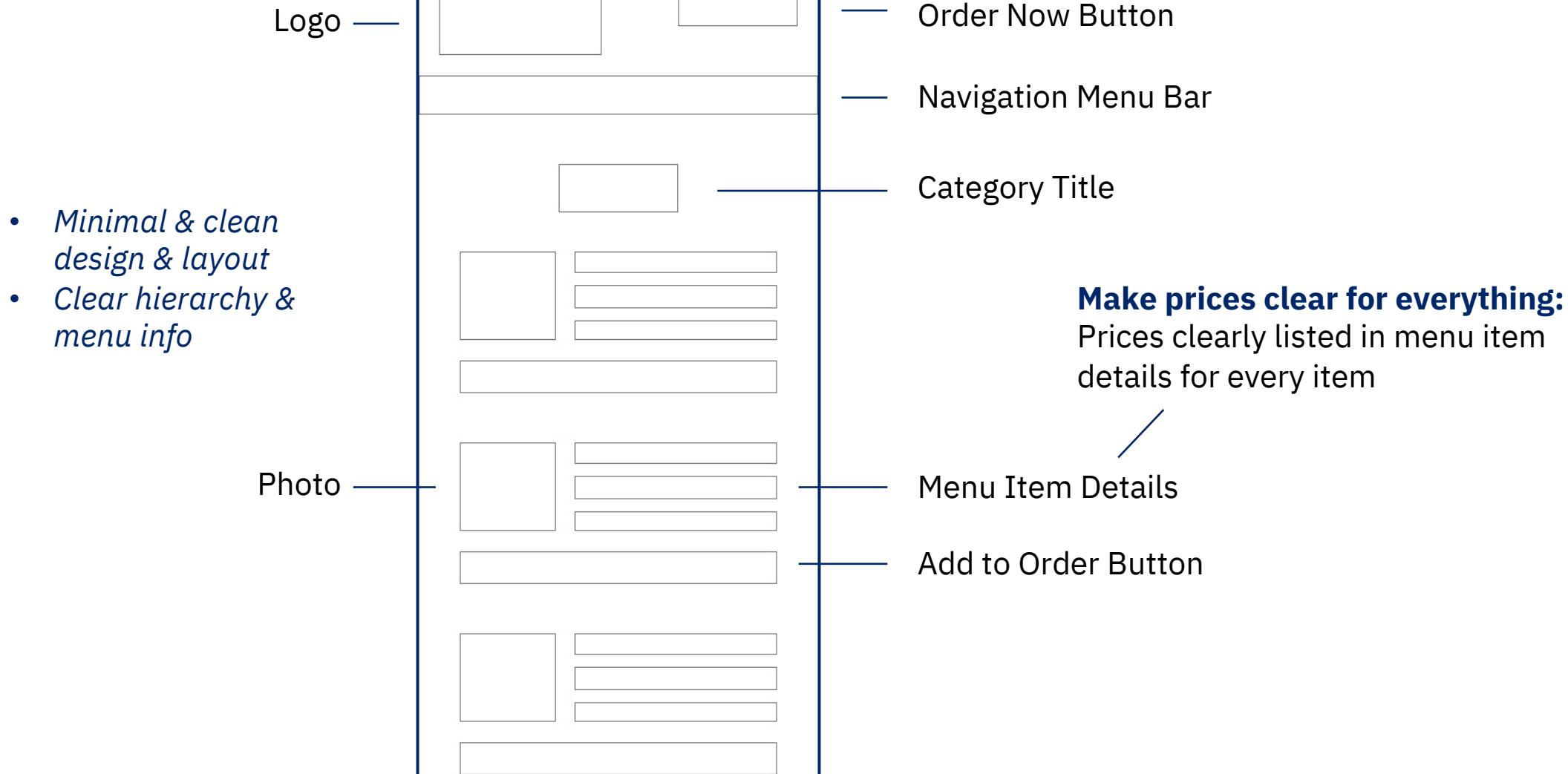
# Wireframe: Menu Screen

- *Minimal layout*
- *Clear titles, categories & buttons*



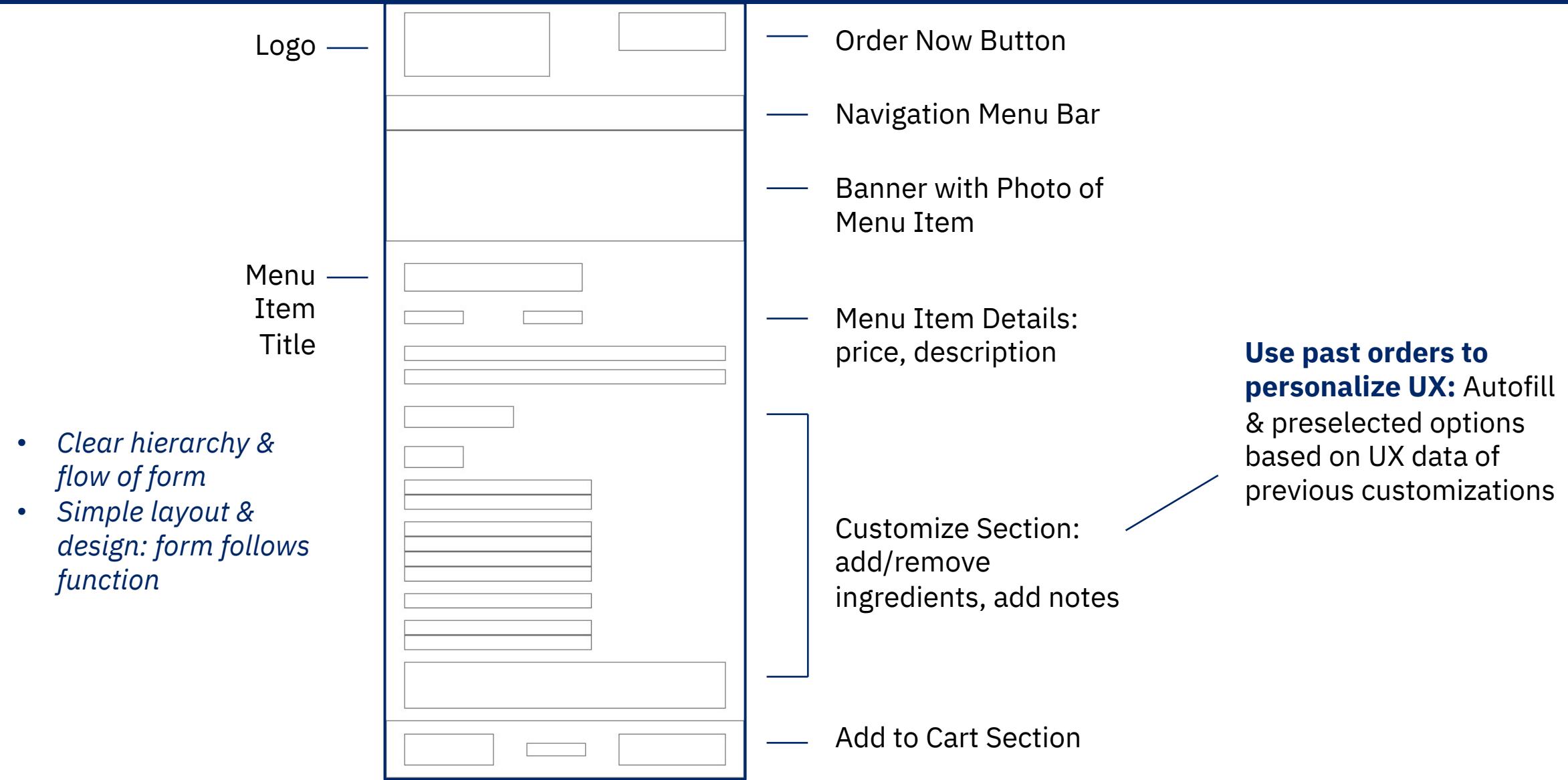


# Wireframe: 2<sup>nd</sup> Screen





# Wireframe: 3<sup>rd</sup> Screen





# User Testing

**Testing Needs:** Ensure customer satisfaction & ease of online ordering: simple & easy, mobile optimized, & seamless online ordering and checkout experience

**Testing Purpose:** Testing a prototype or existing product: testing the online ordering tool

*Determine best testing methods for online ordering tool to ensure customer satisfaction & ease of online ordering.*

## What Can be Learned:

- Behaviors: how users interact with the interface, what they click on, what they don't click on
- Reactions: how users react to the website & if they find it easy/difficult to use
- Observations: what confuses users, what slows down the user's process

**Testing Plan:** Usability Study & User Interview



# User Testing: Usability Study

**Usability Study:** Observe users as they navigate & explore the New American Grill online ordering tool

## Pros

- Offers insights into how target audience interacts with website
- Evaluates if users can complete tasks successfully and independently
- Determines if website is user-friendly and appeals to the target audience
- Identifies problems & solutions in order to improve design

## Cons

- Finding and scheduling studies with multiple target audience members may be challenging
- Requires multiple team members: moderator, note takers, & a media recorder
- Drawing conclusions from the results can take a lot of analysis, effort, & time



# User Testing: User Interview

**User Interview:** Asking people what they think about the New American Grill online ordering tool

## Pros

- Determines user feedback
- Identifies what features they like/dislike
- Determines how the website makes the target audience feel
- Helps discover the challenges the audience encounters when ordering food online

## Cons

- Users must feel comfortable & trust the interviewer in order to share their honest feedback
- Interviewer must build great rapport with user and be empathetic to them and their experiences, while asking the right questions