

Éclair App Design

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Project overview



The product:

Éclair is a French restaurant review app with the objective of to help people find an authentic French restaurant experience. We need to find out if the main user experience, which is posting review and reading review could be completed with ease



Project duration:

November 2022 to April 2023



Project overview



The problem:

Lack of genuine recommendations for French cuisine lovers.



The goal:

Design an app that could offer a genuine and authentic recommendations for French cuisine enthusiast.

Project overview



My role:

UX designer designing a new app called Éclair that would provide authentic and genuine review of French cuisine.



Responsibilities:

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

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was French food enthusiasts.

This user group confirmed initial assumptions about people who don't know where to rely for accurate information of French restaurant that serves authentic French cuisine. The research has revealed that the cost of French cuisine is also one of the main concerns of trying French cuisine.

User research: pain points

1

Reliability

There are few reliable recommendations and reviews about French cuisine.

2

Price

The affordability of French cuisine is pretty low.

Persona: **Stacy**

Problem statement:

Stacy is a software engineer in Seattle who wants an authentic French food because she wants to experience genuine French cuisine.



Stacy

Age: 26
Education: Master degree
Hometown: Seattle, Washington
Family: Single, live with roommate
Occupation: Software Engineer

"I love eating various types of foods from another culture"

Goals

- To taste all kinds of foods
- To sustain a healthy diet
- Minimize the energy used to find appetizing foods

Frustrations

- Foods from another culture often lose their authentic taste
- Most food reviews online are inaccurate or misleading

Stacy is a software engineer who works remotely as a software engineer. Although she spends most of her time indoors in her room, she is very interested in experiencing all kinds of foods, particularly European foods.

User journey map

Stacy's user journey helps the designer gain insight into how a user might face troubles, thus helping to improve the design.

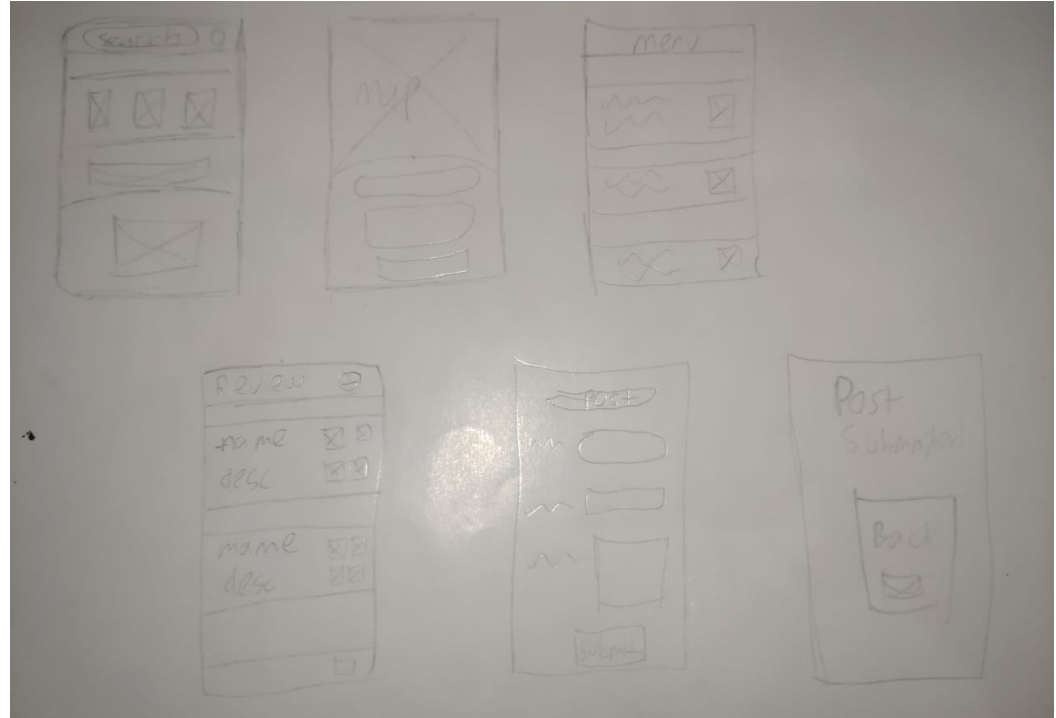
Persona: Stacy

Goal: Seamless way to view French restaurant reviews

ACTION	Select an area	Select a restaurant	View detailed review
TASK LIST	Tasks A. Decide on an area B. Select the decided area in an in-app maps	Tasks A. Browse restaurants in the area B. Select one of the restaurant	Tasks A. Browse multiple user reviews B. Select a user review C. View detailed reviews of the menus
FEELING ADJECTIVE	Overwhelmed by the number of options for French restaurant in the area Excited to find a restaurant that fits their taste	Confused at the little information each restaurant gives at the restaurant selection page	Confused that all of the reviews are in english Content to have a detailed information for each menu in the restaurant
IMPROVEMENT OPPORTUNITIES	Create an auto recommendation for trending restaurant in the selected area	Add a glimpse of information or description for each restaurant in the selection page	Add a text translation feature for people who doesn't use english much Add a recommendation feature for the selected menu to the same menu in another restaurant with better reviews

Paper wireframes

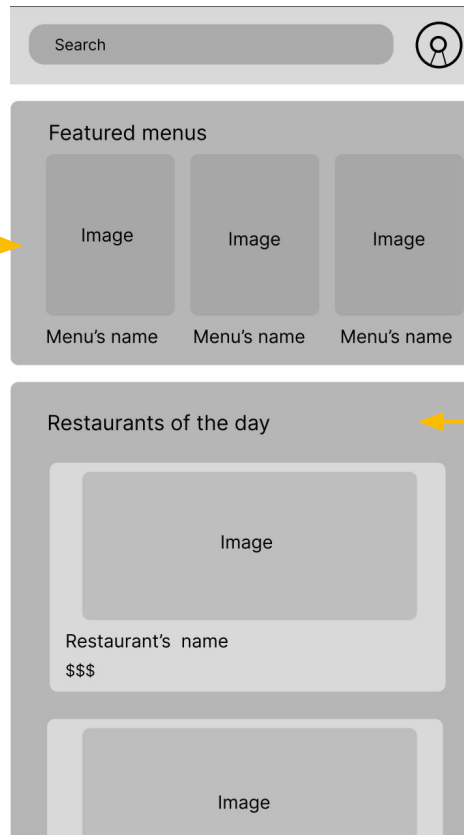
The idea when I was creating this was to maximize simplicity and ease of use. Thus I settled with a very simple wireframe that will satisfy all user needs.



Digital wireframes

The home page is designed to show a the user the featured or popular menus and restaurants at the moment to keep the user up to date.

Easy access to popular menus



Highlight of top visited restaurants of the day

Digital wireframes

Looking up nearby restaurants is accommodated with a map that shows all nearby restaurants.



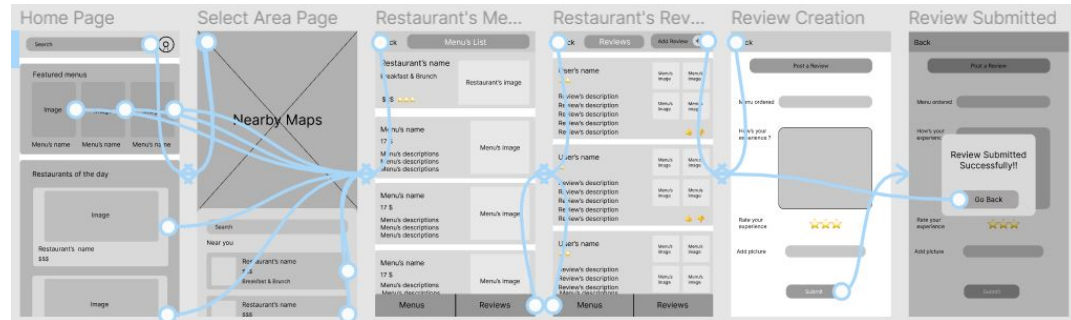
Easy access map to show all nearby restaurants and the locations of searched restaurants.

Low-fidelity prototype

Utilizing the wireframes, I created a low-fidelity prototype. The primary user flow was searching and posting a review, so the prototype could be used in a usability study.

View the low-fidelity design here:

[low-fidelity eclair prototype](#)



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups.

Findings

- 1 In general, users want to have a more detailed or sophisticated review form including additional media types
- 2 Some users want to have a more sophisticated search bar with suggestions
- 3 Some users want to have a more noticeable and actionable account option.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

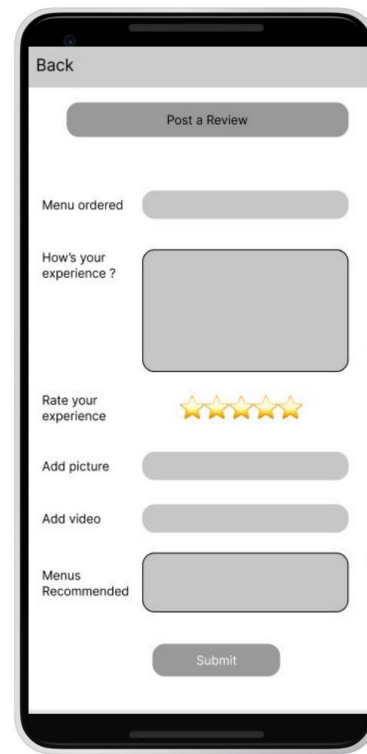
The usability study revealed that the review form fields are insufficient for almost all participants. Some of the participants also wished to add some media type such as short videos

Before usability study



A mobile app mockup of a review form. At the top is a 'Back' button. Below it is a 'Post a Review' button. The form contains the following fields: 'Menu ordered' (text input), 'How's your experience?' (large text area), 'Rate your experience' (star rating with 5 stars selected), 'Add picture' (image input), and a 'Submit' button at the bottom.

After usability study



A mobile app mockup of a review form, updated after a usability study. It includes the 'Back' button and 'Post a Review' button. The form fields are: 'Menu ordered' (text input), 'How's your experience?' (large text area), 'Rate your experience' (star rating with 5 stars selected), 'Add picture' (image input), 'Add video' (video input), 'Menus Recommended' (checkbox input), and a 'Submit' button at the bottom.

Mockups

The usability study revealed that for some users the search bar isn't advanced enough or optimized enough for searching

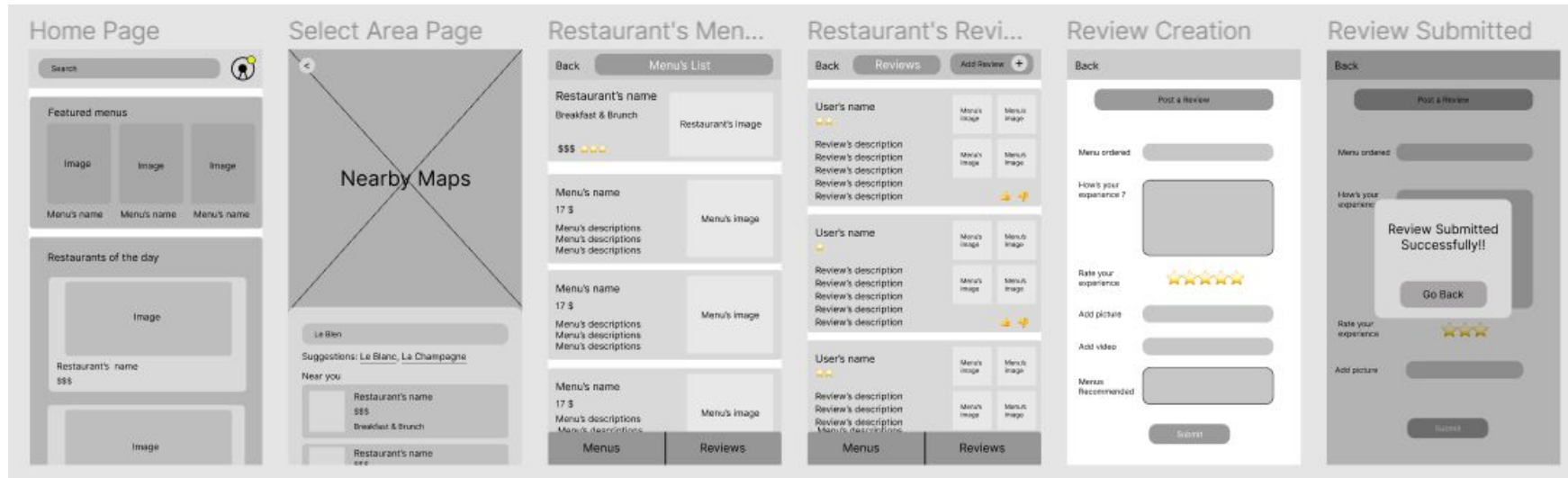
Before usability study



After usability study



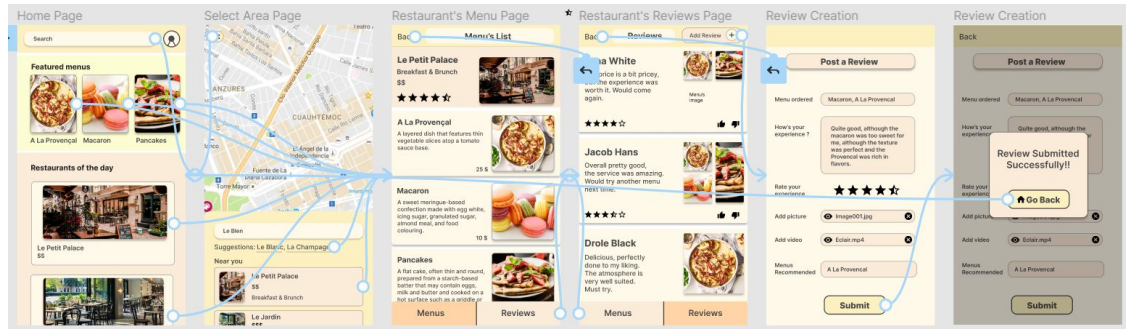
Mockups



High-fidelity prototype

The final high-fidelity prototype presented a simple and cleaner user flows to both search for restaurants and to post a review.

View the high-fidelity design here:
[high-fidelity eclair prototype](#)



Accessibility considerations

1

Provide a good contrast between text and background to accomodate for user with vision impairment.

2

Intuitive design and flow with icons to make navigation easier.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes looking for French cuisine a lot easier and simple.

One quote from peer feedback:

"The simplistic design and flow of the app is really convenient to use."



What I learned:

While designing the Eclair French restaurant review app. I learned that having a user-centered design in mind, really helps elevate the app usability.

Next steps

1

Conduct another round to usability studies to validate the high-fidelity design and to check whether the pain points users experience have been effectively addressed.

Let's connect!



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

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