

Design an appointment calendar app for a cafe in your favorite city

Natalia Kruk

Project overview



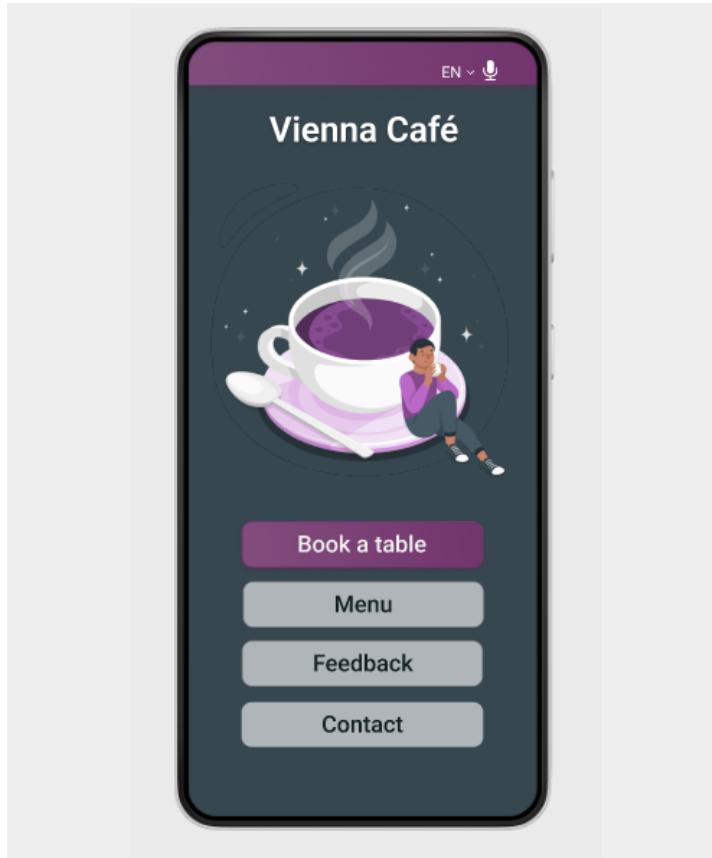
The product:

I wanted to create an app for both native and foreigners who are visiting Vienna. My goal was to make the whole **experience of booking a table as pleasant and as easy as possible**. I wanted to understand what kind of challenges users might face and give them the best user experience possible.



Project duration:

April - July 2022



Project overview



The problem:

Foreigners had problems with booking the table in a language other than English.

Some people with disabilities couldn't see the letters on the apps and there weren't the voice control option available.



The goal:

Designing an app that is easy to use for both people with disabilities and people from different countries.

Project overview



My role:

UX designer designing a booking table app. I was responsible for everything, starting with the research and ending on the UI.



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 foreigners not speaking the local language.

The language barrier was the main problem to overcome while booking a table. Other user problems included vision problems and complicated checkout process.

User research: pain points

1

Accessibility

Foreigners have difficulties to book a table if they don't speak the local language

2

Process

The checking process on booking platforms is usually too complicated to follow.

3

IA

Text is usually too small to read especially for people with vision problems.

Persona: Daniel

Problem statement:

Daniel is a bank manager from a foreign country who needs an easy table booking app because he doesn't speak the language well enough and needs some simple solutions. Daniel also has problems with his vision.



Daniel Nowak

Age: 43
Education: Banking School
Hometown: Warsaw, Poland
Family: Single
Occupation: Bank manager

"I love meeting new people and trying new things"

Goals

- Connect with local people
- Learn a new language
- Explore the new culture
- Simplify life as much as possible

Frustrations

- Language barrier
- "I'm new in the city so I don't know many people"
- Not all of the food apps are clear and easy to use

Daniel is in his early 40s and he works for a large Polish bank. His company has sent him to Austria for 6 months. He doesn't speak any German and barely knows anyone in Vienna. He decided to start a language course right away to be able to meet new people and explore the culture.

User journey map

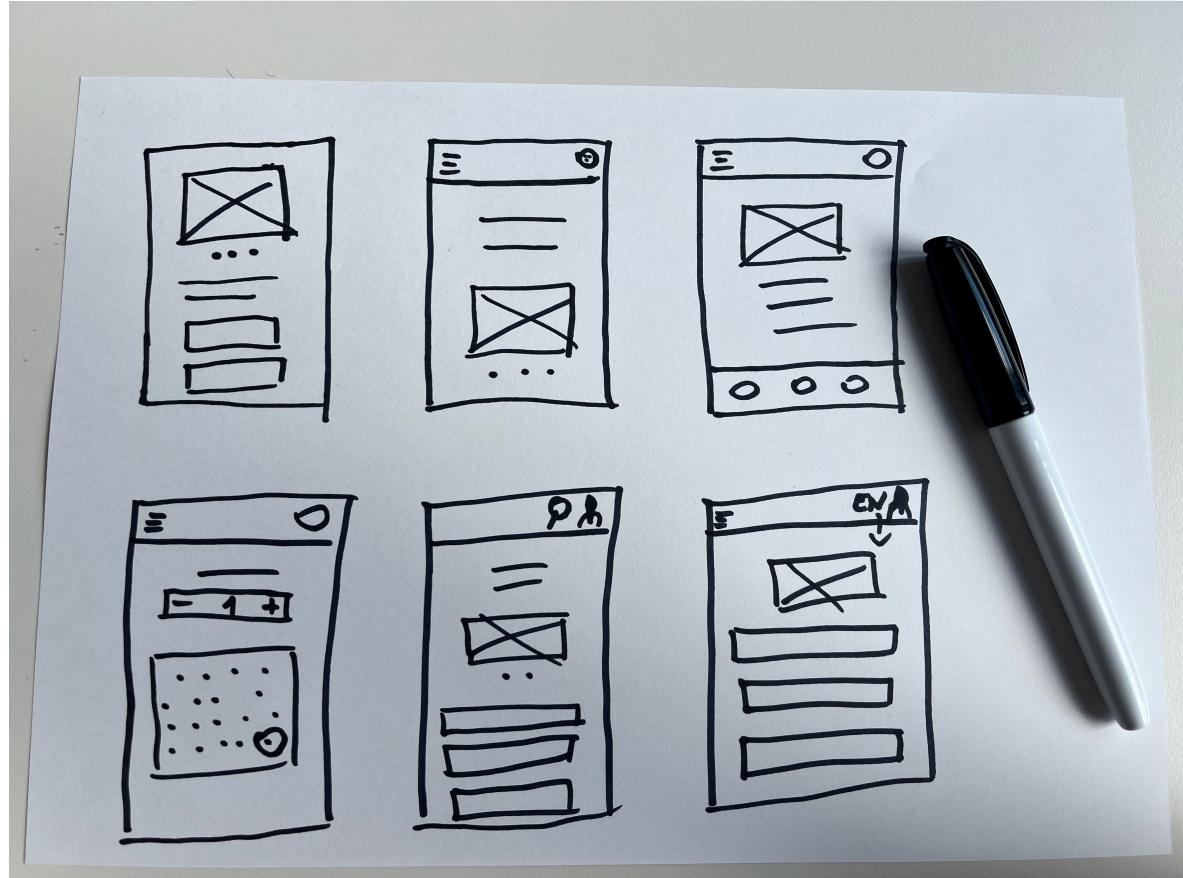
Persona: Daniel

Goal: A fast and easy way to book a table

ACTION	Download the app	Use the app	Check availability	Book the date	Exit the app
TASK LIST	Tasks A. Get the phone B. Open the app store C. Find the right app and download it	Tasks A. Open the app B. Browse the menu and read the reviews	Tasks A. Decide on a specific date B. Look in the calendar if the date is still available to select	Tasks A. Select the date B. Write your name, email address and phone number C. Receive an email with the confirmation code	Tasks A. Set a reminder on your phone B. Exit the app
FEELING ADJECTIVE	Unsure what to expect Worried that I have to pay for the app	Disappointed because the app is only in the local language	Annoyed because the first date wasn't available	Anxious if the confirmation code will reach my email Glad to have completed the whole process Excited for the experience	Relieved to mark this task as completed
IMPROVEMENT OPPORTUNITIES	Create a free dedicated appointment calendar app	Include images Provide English version	Provide "reserve list" - if the date becomes available again, the user will get notified via email	Provide simple and intuitive form filling	Include the reward program

Paper wireframes

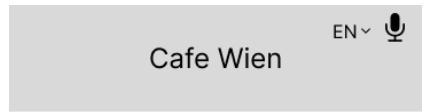
I was trying to figure out what would make the whole process of booking a table easy and quick. I've had a few ideas, eventually I have decided to go with the one that has an option to **switch the language** and has the **voice assistant button included.**



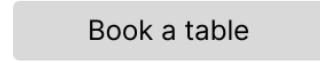
Digital wireframes

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

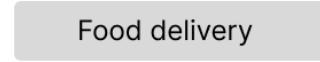
Language was a problem for foreigners wanting to book a table in the Cafe so I have decided to make the whole app in English and add another 3 languages.



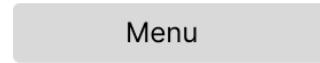
Welcome



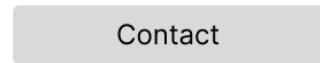
Book a table



Food delivery



Menu



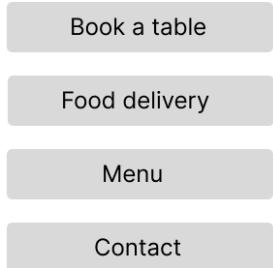
Contact

I've added the voice access button to make the app more accessible for people with disabilities.

Digital wireframes



Welcome



Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

< Back

EN

Booking details

1 person, 10th June 10:00, 60 min
Table #8

Jenni
Name

Email

Phone number

Easy checkout process

3 circles representing where in the process the user is currently

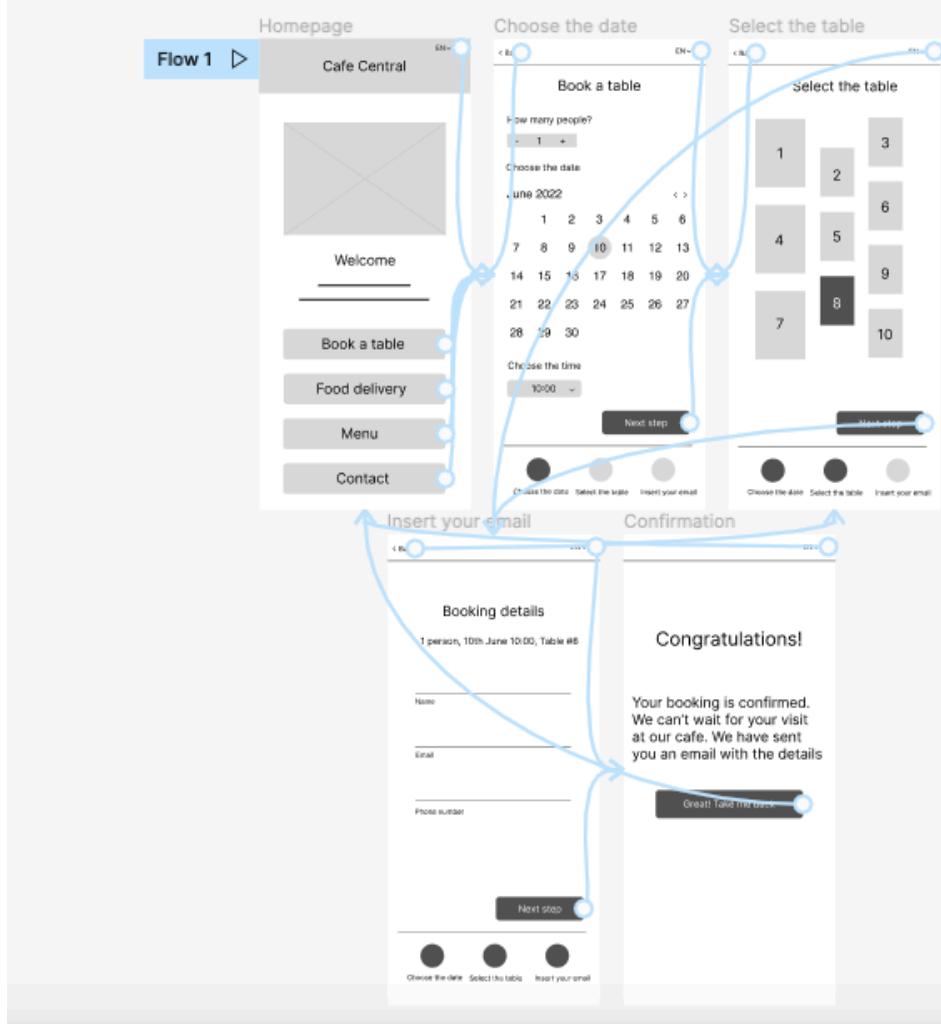
Submit

Choose the date Select the table Insert your email

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was to book a table, so the prototype could be used in a usability study.

Click here to see the prototype.



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 User want an easy and fast booking process
- 2 User wants to be able understand the language
- 3 Users want more customization options

Round 2 findings

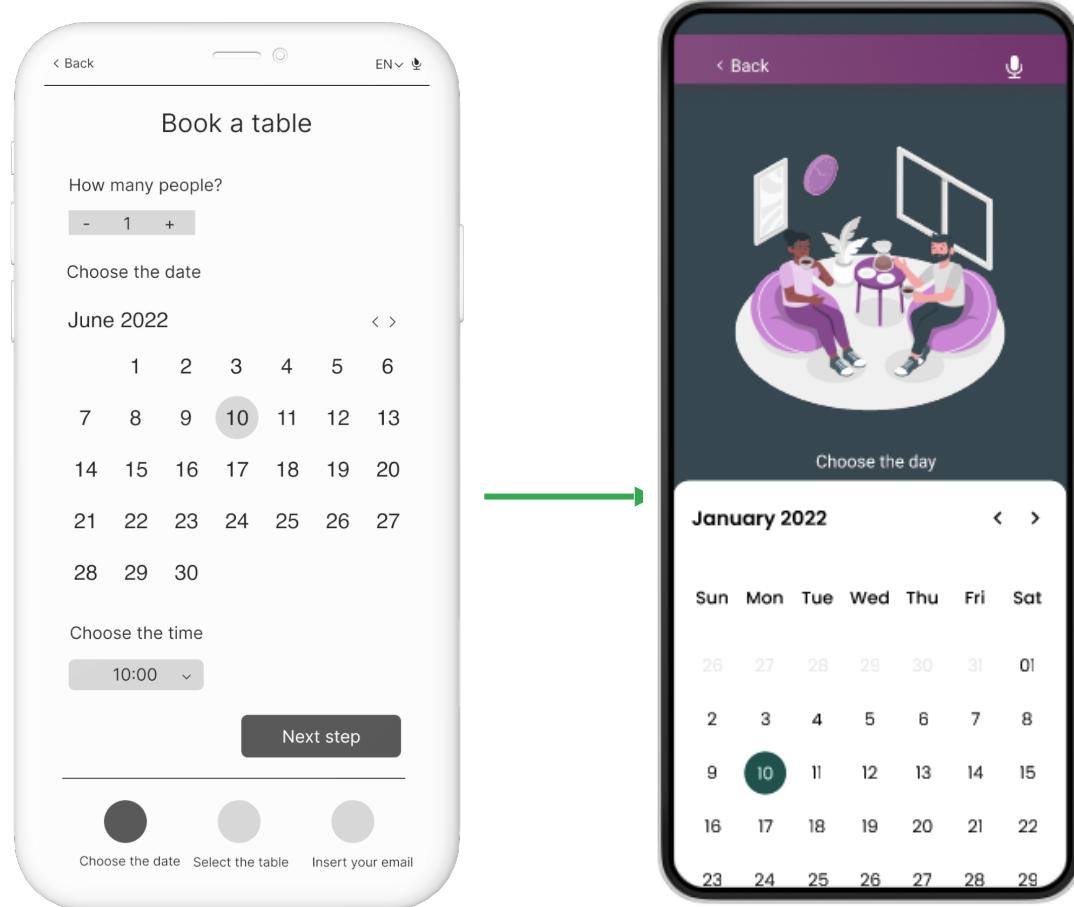
- 1 The checkout process was not clear enough
- 2 The voice access button was placed in the wrong area
- 3 The calendar could have been more clear

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

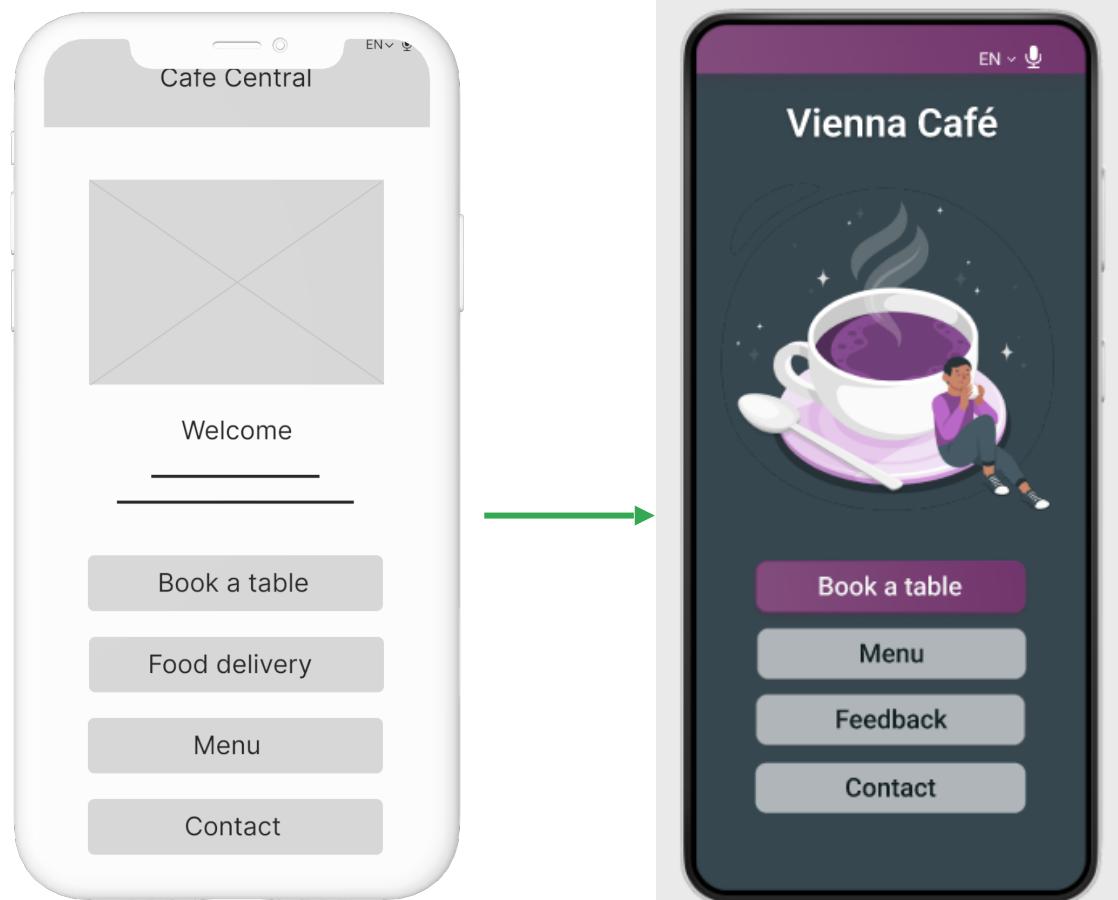
Early designs allowed for some customization, but after the usability studies, I have decided to change the calendar so now the user can clearly see what day of the week his booking occurs on



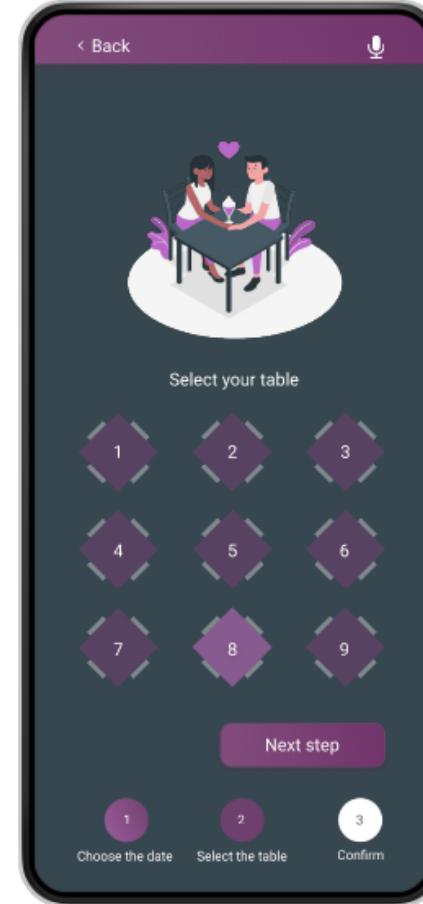
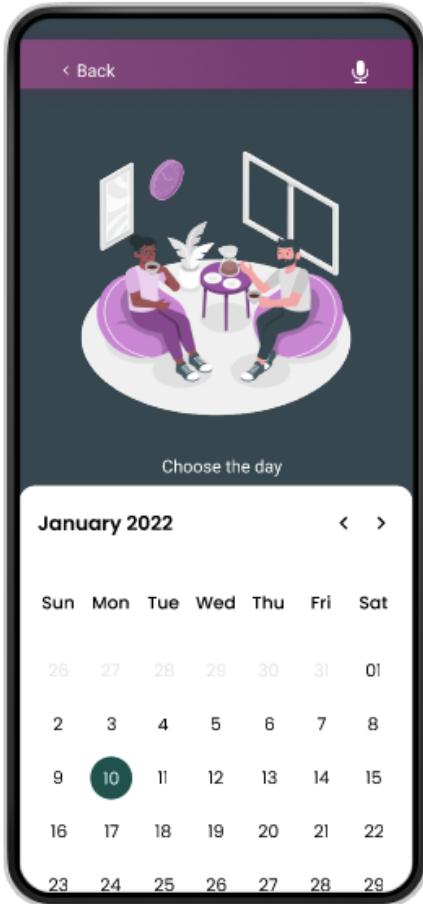
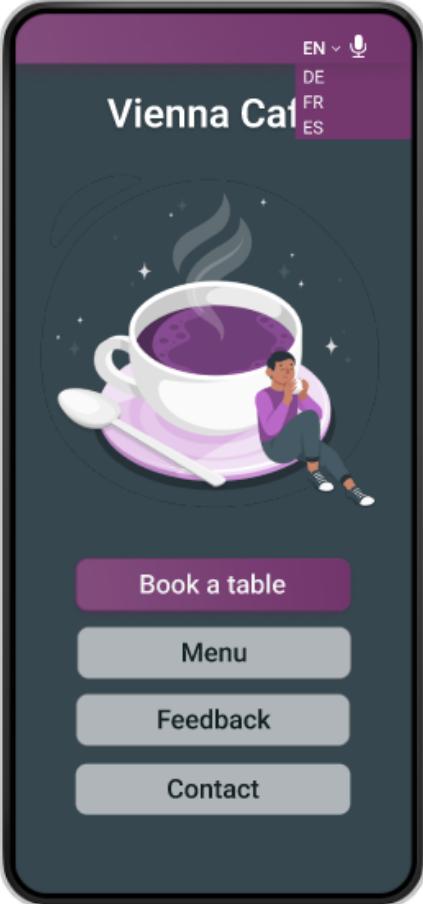
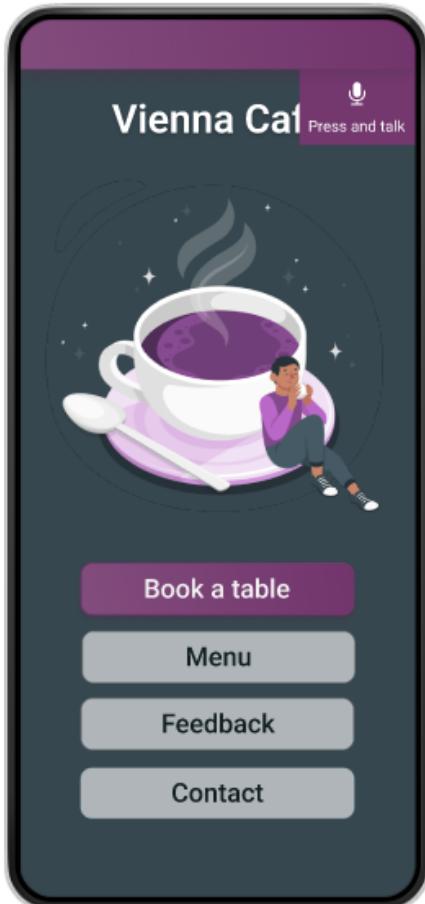
Mockups

I have also moved the voice access button and the „change language” button a bit lower and made them bigger so the users can spot them right away.

Furthermore, I have used colors that are high in contrast to make the whole design even more accessible.

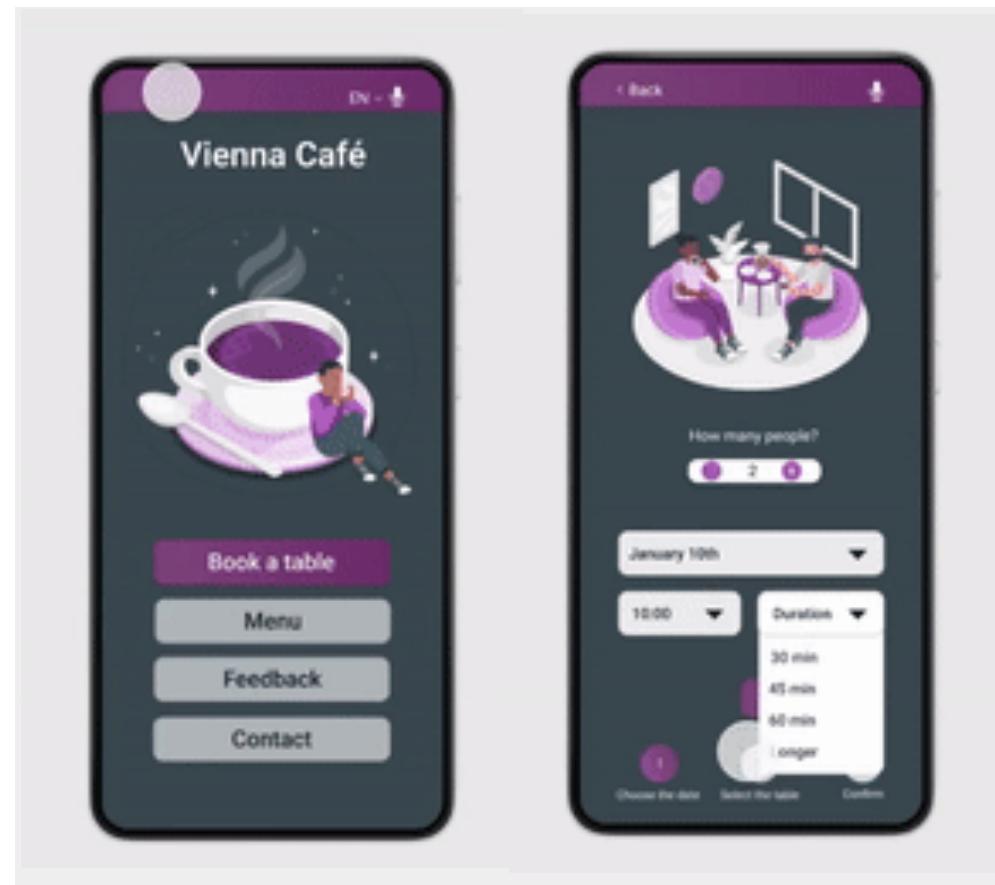


Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for booking a table at Vienna Cafe. It also met user needs for including days of the week in the calendar as well as language switch and the voice access icon. You can find the prototype over [here](#)



Accessibility considerations

1

Provided access to users who are vision impaired through using bigger font size and adding the voice access button.

2

Making sure that the colors of the buttons and background as well as the text are in the right contrast for the user to have the best possible experience.

3

Making the checkout process very smooth and simple to follow. Adding the days of the week into the calendar to make it even easier for the users to book the right date.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Vienna Cafe really thinks about how to meet their needs.

One quote from peer feedback:

"The app made it so easy to book a table. Before I was hesitant to use this type of apps in a non English speaking country because I thought they would be only providing their service in a local language, but using this one I can switch between 4 different languages!"



What I learned:

While designing the booking table app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

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

Email: kruknatalia@gmail.com