



Rose Michael Mormino

# Project overview



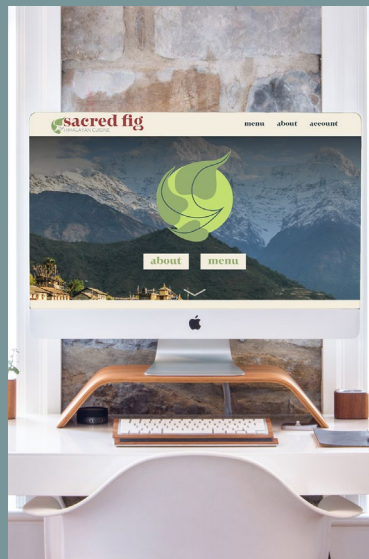
## The product:

A device-agnostic digital menu for a local restaurant.



## Project duration:

6 weeks (September '23 – November '23)



# Project overview



## The problem:

Many restaurant owners overlook the importance of an up-to-date, quality, and accessible online menu, making it difficult for potential customers to make informed decisions regarding their meals.



## The goal:

**Create a device-agnostic digital menu that is easy to browse and filter, so that customers can confidently find meals that meet their allergen or dietary needs.**

# Project overview



## My role:

Lead UX Designer



## Responsibilities:

**user research, wireframing, prototyping,  
branding**

# Understanding the user

- User research
- Personas
- Problem statements
- User stories

# User research: summary



User research included creating personas, writing problem statements, creating user stories, empathy maps, and user journey maps.

Completing user research allowed me to see from different points of views, which enabled me to create a product that meets the needs of more users. Without additional viewpoints, including research into accessibility, the end product would be usable only to those with similar experience to my own.

# User research: pain points

1

## Pain point

Restaurants neglect to establish an online presence, leaving users to rely on sometimes untrustworthy photos and reviews on third party websites.

This establishes the need for the product: a device-agnostic digital menu.

2

## Pain point

Digital/online menus are poorly formatted, out of date, or non existence.

This establishes the need for the product: a device-agnostic digital menu.

3

## Pain point

Menu items have poor descriptions and unclear ingredient/allergen information.

This informs the decision to clearly mark dishes with industry-standard icons designating allergen information.

4

## Pain point

Menus are static and cannot be interacted with.

This informs the decision to create a way to easily filter the online menu to display only the desired results.

# Persona: Avery Lui

## Problem statement:

Avery Lui is a father and small business owner who needs meals that meet his and his childrens dietary requirements because he works long hours and is often too tired to cook.



**Avery Lui**

**Age:** 45

**Education:** Masters Degree

**Hometown:** Columbus, Ohio

**Family:** 2 teenage children

**Occupation:** Coffee Shop Owner

*"I love supporting other small businesses and contributing to our diverse community"*

## Goals

- Quickly pick a meal
- Know that it will meet dietary restrictions
- Be able to read smaller text like allergen info and dish descriptions

## Frustrations

- Unclear ingredients and allergens
- Outdated or incomplete menus
- Poor quality menu photos instead of .pdfs

Avery is a small business owner and often works more than 40 hours per week. After long days running his shop, he often does not have the time or energy to prepare nutritious meals for himself and his children. Avery has celiacs and has a visual impairment making it difficult to read small text. One of his children is allergic to nuts and the other is a vegetarian.

## User Story

Avery Lui

As a/an

Single parent of two middle school students

type of user

I want to

Quickly order meals that meet mine and my children's dietary restrictions

action

so that

I have a delicious dinner with my children on nights when I am too busy to cook.

benefit



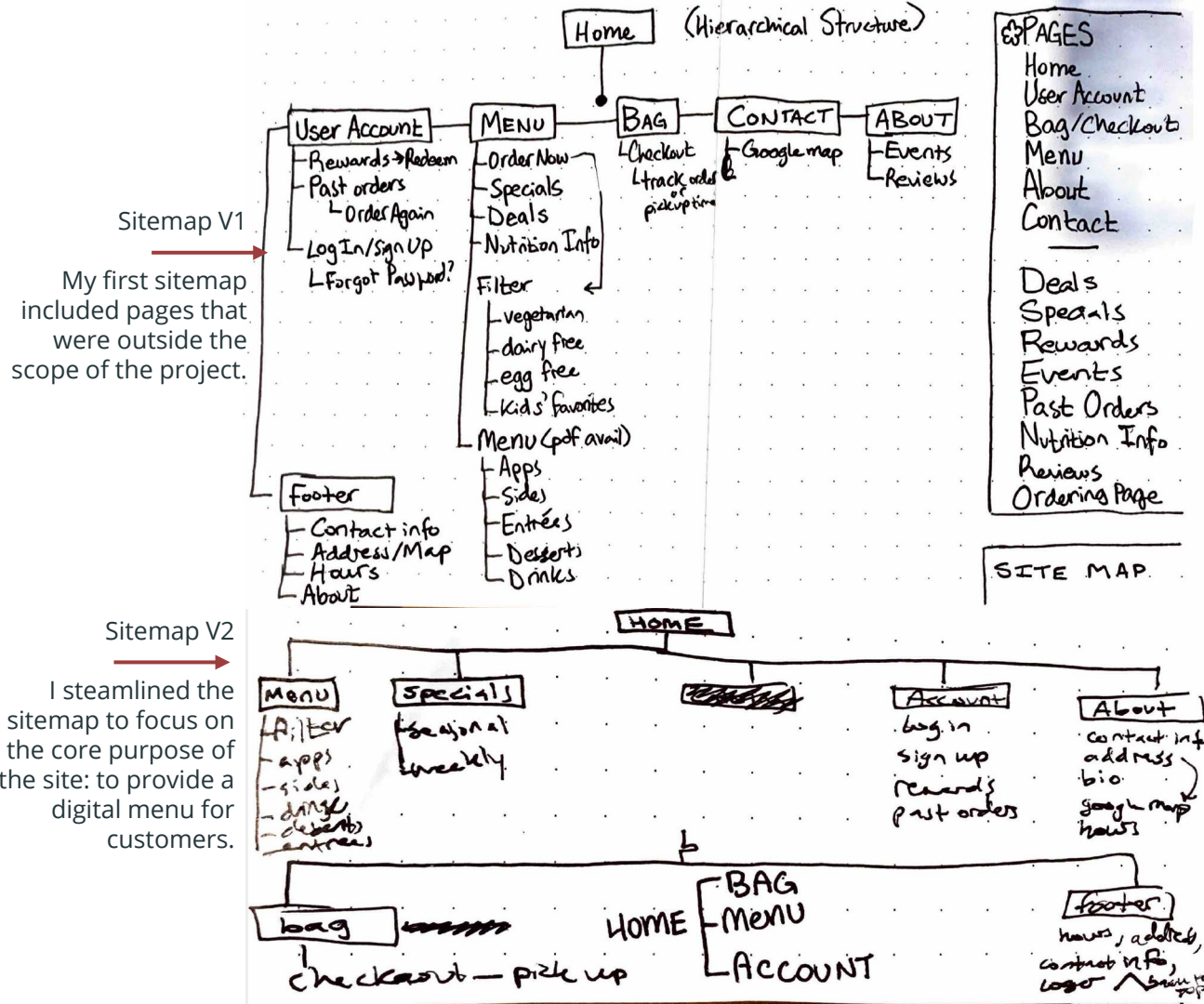


# Sitemap

Creating a sitemap for the project helps you create a list of wants versus needs.

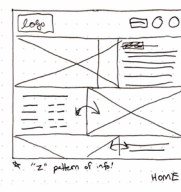
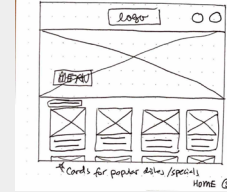
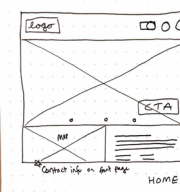
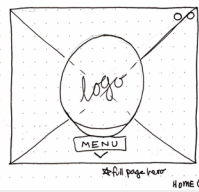
In the first version of the sitemap, I included all of my wants and needs, which did not focus on the user's needs.

I took feedback from my instructor and refined the sitemap to focus more on my prompt.

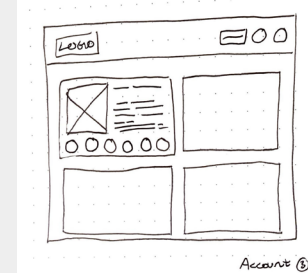
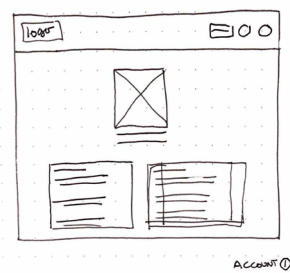


# Paper wireframes

## Home page ideation



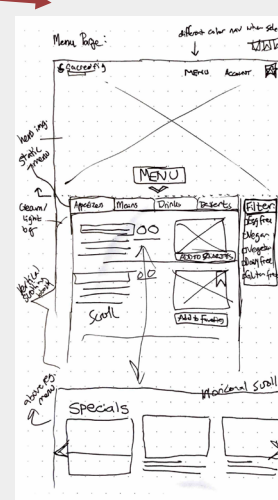
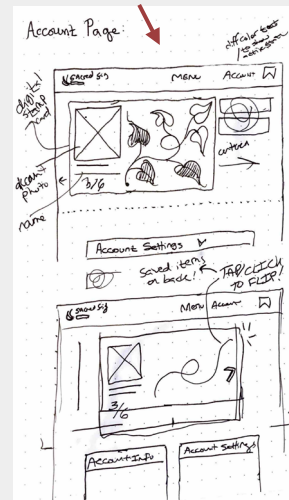
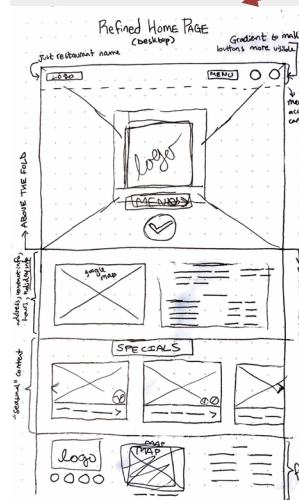
## Account page ideation



Creating several iterations for each page allowed me to explore a variety of potential features.

Afterwards I analyzed each wireframe and pick what worked best from each, which I then turned into a final refined wireframe.

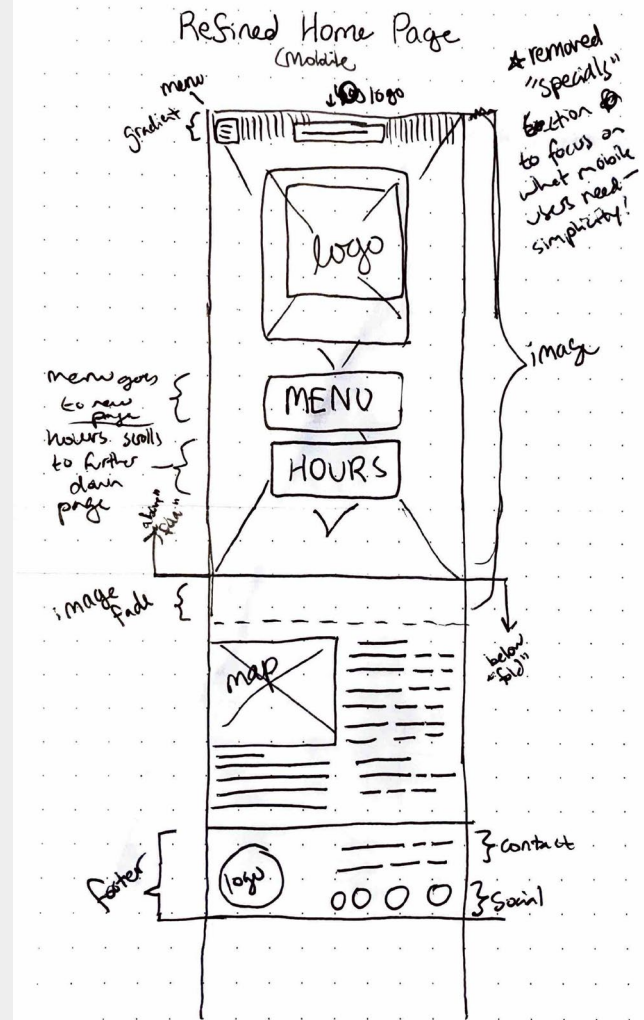
## Refined Wireframes



# Paper wireframe mobile screen size variation

The mobile variations were created after the refined desktop wireframes.

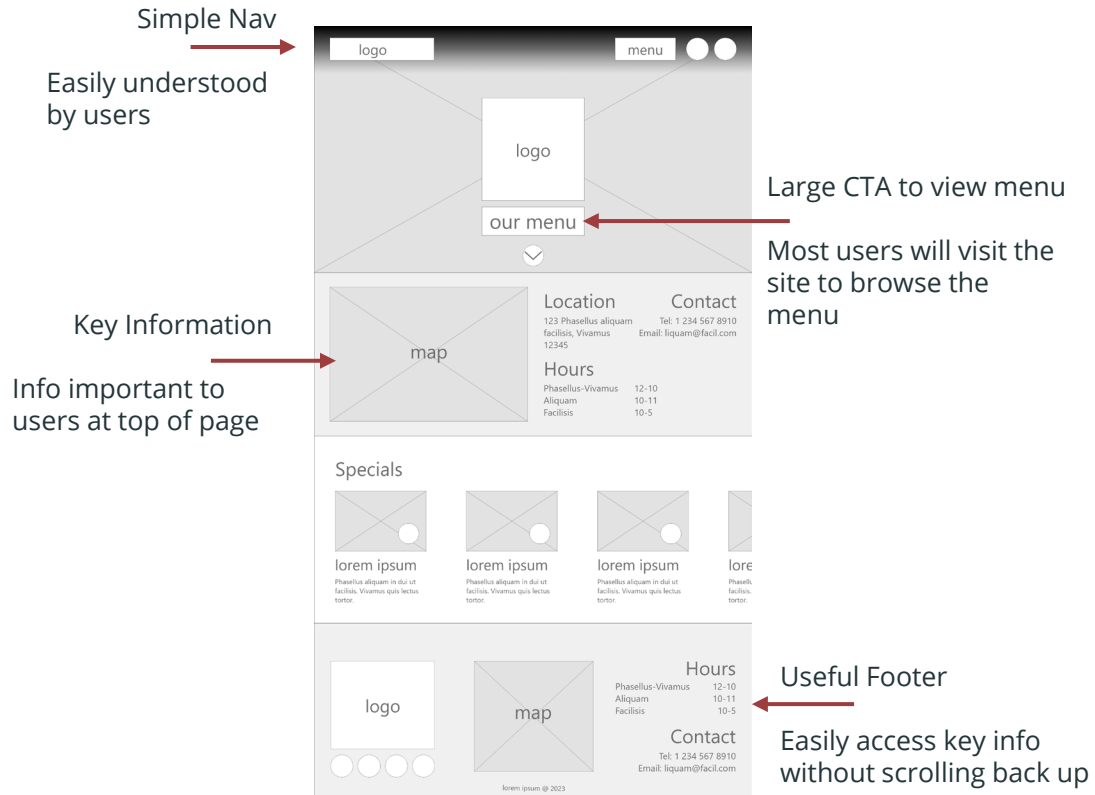
I highlighted the most important information and features from the desktop size and condensed it to include only the most vital features to meet mobile users' needs.



# Digital wireframes

When moving from paper to digital wireframes, I began to view the project in a more concrete way.

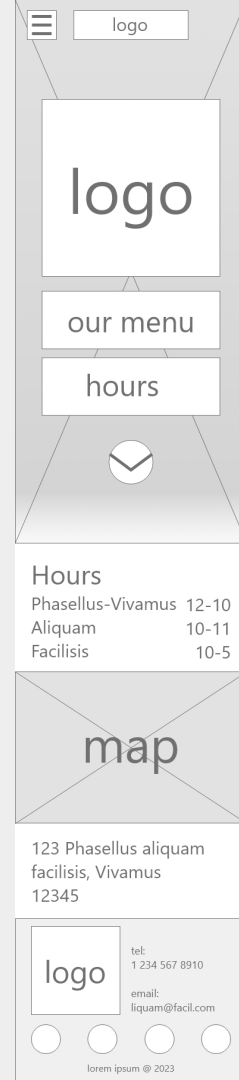
The hierarchy of the page become more tangible and it becomes easier to think about how to user white space to create a more usable and accessible design.



# Digital wireframe mobile screen size variation

For this mobile version of the homepage, I thought about the situation the mobile user would be in when using the product, and what their top needs would be.

This caused me to prioritize easy access to the navigation menu, the food menu, and the hours. Additionally, I put focus on the branding of the restaurant above the fold so that the user would know they are on the correct site.



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

US, Remote



## Participants:

5 participants



## Length:

30 minutes

# Usability study: findings

After sharing a high fidelity prototype of the desktop website, I synthesized the following findings from user feedback:

1

## Finding

Add back buttons or ways to return to the previous page to better help users navigate.

2

## Finding

Reorganize menu item information to make pricing clearer to user.

3

## Finding

Add AM and PM to hours to make it easier for user to understand operating hours.

Prioritize user experience over aesthetics/branding



## Refining the design

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- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

I added AM and PM to the hours information on the homepage and the footer, as well as added the proper icons for social media instead of placeholders.

Before usability study



After usability study



# Mockups

After feedback, I added ways to return to the unfiltered menu, to help the users navigate the site better.

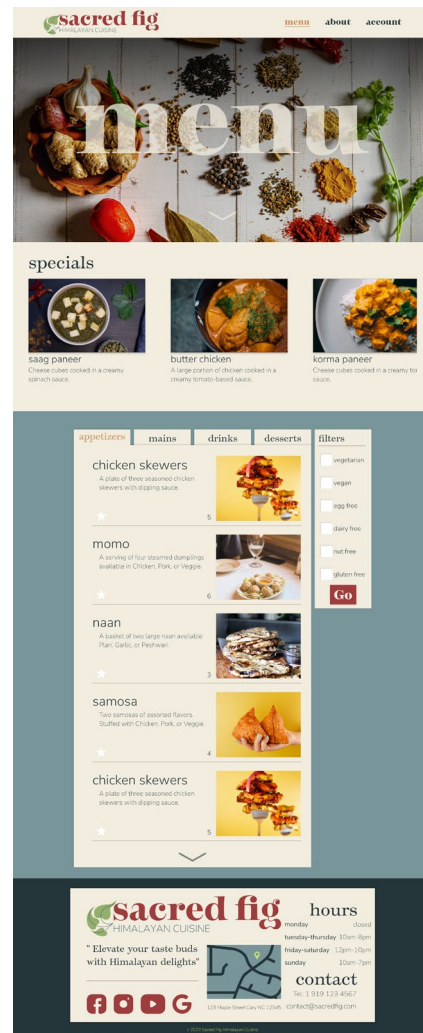
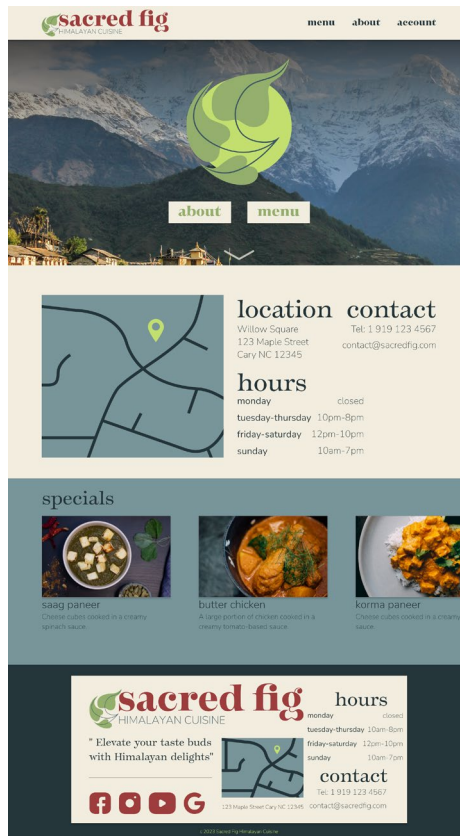
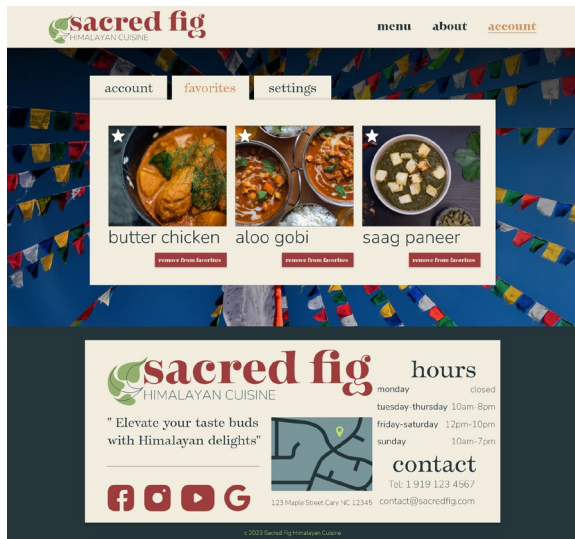
Before usability study



After usability study

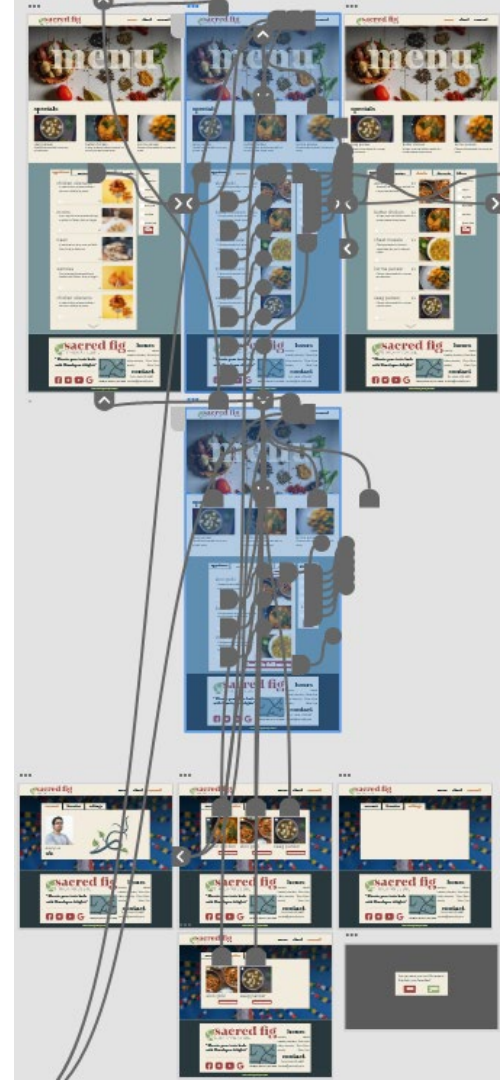


# Mockups: Original screen size



# High-fidelity prototype

The user flow I chose to prototype fully was the user navigating to and then browsing the menu, filtering the menu to show allergen-free options, adding items to their favorites, then navigating to their account and removing the item from their favorites.



# Accessibility considerations

1

Accessible Color Palette:

I checked the primary colors used in the design on Adobe's Color wheel webapp. No conflicts were found and it is considered color blind safe.

2

WebAIM Contrast Checker:

I checked the contrast of the various text and background combinations and they all pass the contrast check.

3

Headers:

Use of clearly defined sections and headers to organize content logically for screen readers and other assistive technologies.

## Going forward

- Takeaways
- Next steps

# Takeaways



## A Quote from Usability Testing:

"I really like your prototype. I was able to follow the task without any issues. Lots of nice details throughout the prototype, I really like all of the scrolling elements and the map."



## What I learned:

The focus of this project was to gain confidence with the prototyping tool, Adobe XD. I designed some of aspects of the project with the intention to try out different features of Adobe XD. I made use of components and created a rudimentary design system which made building the HiFi prototype a more streamlined process.



# Next steps

1

## **Solidify Branding.**

Creating a logo and comprehensive branding elements were outside the scope of this project. I would like to spend time refining the palette, logo design, and typography choices for more cohesive branding and a stronger portfolio project.

2

## **Further Usability Testing.**

There was only time for one round of usability testing done by my peers. I would like to do further usability testing with those not familiar with the assignment or UX/UI design as a whole.

3

## **HiFi Mobile Prototype.**

This project focused on creating a HiFi desktop prototype, so I would like to go back and further refine the mobile prototype.

# Let's connect!



You can best reach me via

Email:

[rpmormino@gmail.com](mailto:rpmormino@gmail.com)

or

LinkedIn:

<https://www.linkedin.com/in/rose-mormino/>