

# **BEACH ROAD DELI**

**SUMMATIVE ASSESSMENT  
USER EXPERIENCE**

**START DATE: 7.9.18 - FINISH DATE: 28.9.18**

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- Phase two of the development stage
- Business requirements met

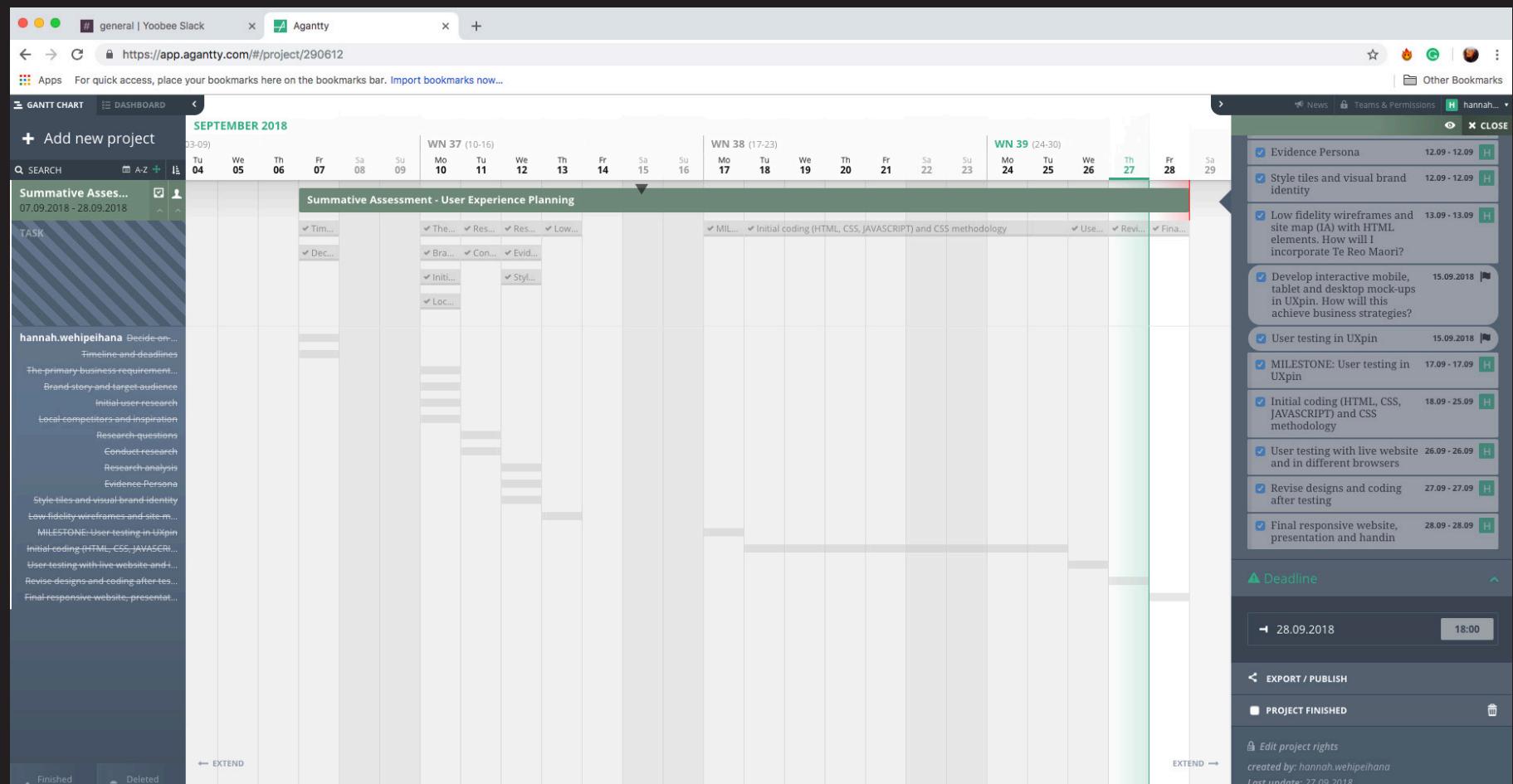


# **INITIAL PLANNING**

**BRD**

# TIMELINE AND DEADLINES

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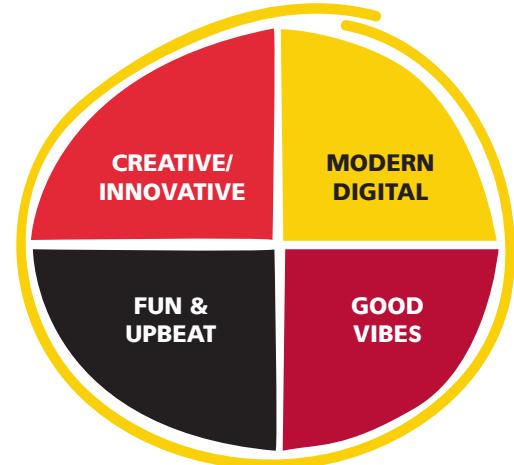


# PRIMARY BUSINESS REQUIREMENTS

## STRATEGY AND IMPLEMENTATION

5.

Beach Road Deli strives to provide fresh, creative-yet-Kiwi food and quality service in a relaxing, fun and upbeat environment. As they are an innovative business, they would like to improve customer engagement and sales of their unique offerings by providing table ordering via digital devices. Customers will be able to use touch screens at their table, tablets at the counter or their own mobile devices to order.



**Beach Road Deli require a system that enables customers to easily order and see the progress of their order and make suggestions and/or offers.**

Beach Road Deli's marketing strategy will be focused at getting new customers, retaining the existing customers and getting customers to spend more and come back more often.

### COMPETITIVE EDGE

Beach Road Deli will position itself as a unique space where customers can not only enjoy the delicious menu, chat to friendly staff and soak up the chilled vibes, but, also order digitally if they wish to. Win-win!

In order to build up its client base, Beach Road Deli will promote their digital ordering system on their Facebook page and use Google display adverts. Customer loyalty programs will be used to encourage the customers to use this digital platform which will help to provide data for marketing purposes. They will also be able to rate and make suggestions to this ordering platform so that the business can continue to grow and improve.

# PROS & CONS ONLINE ORDERING

## PROS

- Efficient food delivery
- Employers increase efficiency
- Saves time
- If its easy to do it will generate sales and profit
- Takeaway will help sales in winter when no one wants to venture out
- No interaction with people (individual preference)
- Customers may want to pre-order in advance (escarpment walkers)
- Potentially know exactly when your meal is ready
- Easier to offer loyalty programmes
- Easier to rate the business online, good for marketing

## CONS

- No interaction with people (individual preference)
- Harder to build relationships with business owners
- Bugs
- Miscommunication of order
- Potential additional maintenance costs  
(depends of development and design)
- If integrating (e.g Mobi2go) then it may be expensive



## BRAND STORY

Beach Road Deli came to life in 2010 when local business owners Kelly Rees and Rebecca Robati-Busby decided to team up and create a space that offers traditional Kiwi cabinet food, breakfast bagels and infamous Italian style wood-fired pizza from their cosy and inviting deli in Paekakariki.

Beach Road Deli has a strong focus on local seasonal produce and the chefs love to be innovative and creative. They have entered in the 2016, 2017 and 2018 Visa Wellington on a Plate awards taking out third last year with their 'The Hangi burger' - CHOICE!



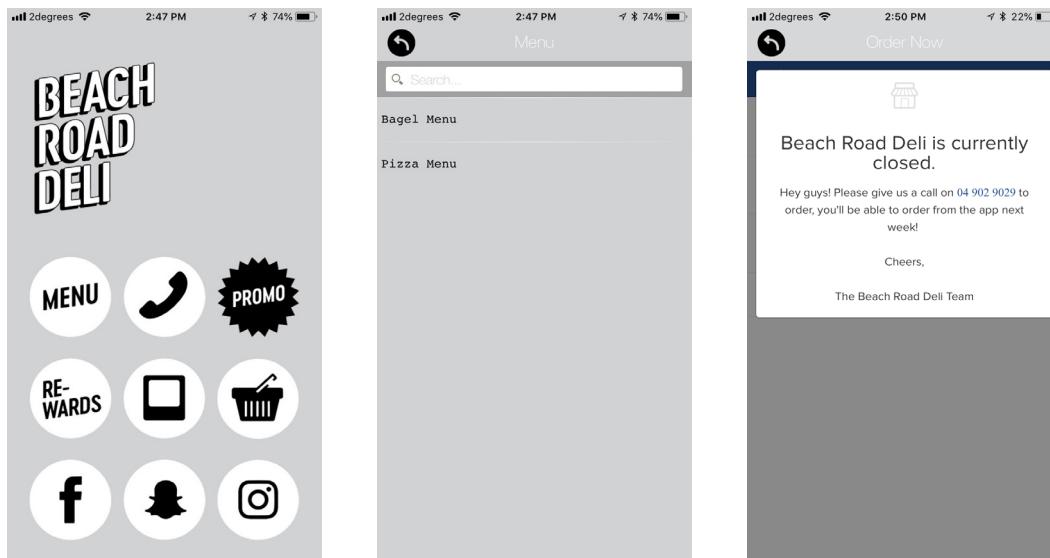
"It is fun for us to think up new ideas and then put it to the people to get behind and vote, and hopefully put Paekakariki on the food map."  
- Rebecca Robati-Busby

"The Hangi burger is a fried bread bun, with hangi cooked lamb, kumara, deli ciabatta stuffing and fresh watercress, which is served up with garlic potatoes. After the finals last year, my husband Adam immediately thought up this burger and knew it could have potential to be a hit. The Hangi is a time honoured method of cooking and has distinct flavour throughout. It's pretty special as this is traditionally how our tipuna cooked."  
- Rebecca Robati-Busby

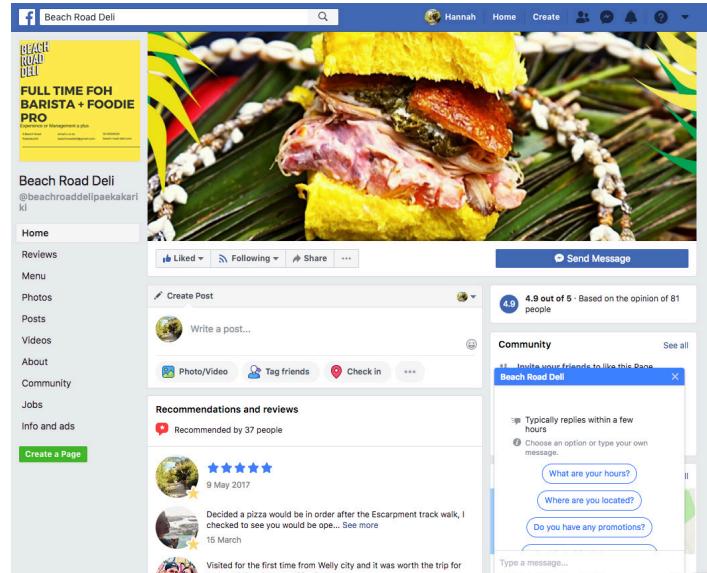
# CURRENT MARKETING MATERIAL

8.

## APP



## FACEBOOK



# TARGET AUDIENCE

The primary target market is the local community of Paekakariki who desire a fresh, creative-yet-Kiwi menu and quality service in a down-to-earth, fun and upbeat dine-in environment.

## SPOTLIGHT ON PAEKAKARIKI - BASED ON LATEST CENSUS

1,665 people (792 male and 873 female)

Most common working group is 'professionals'

Median age is 41.8 years old

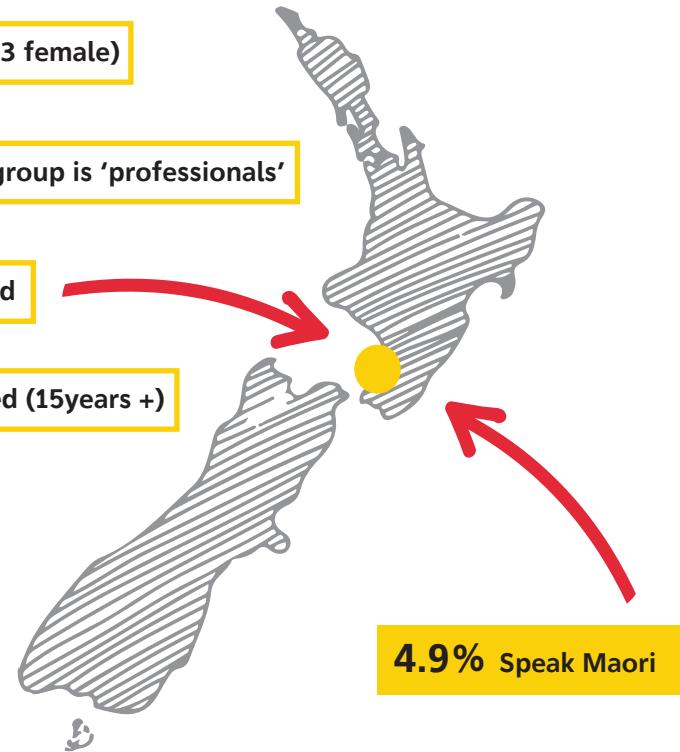
7% are unemployed (15years +)

Two strong ethnic groups:

**88.7%** European

**17.8%** Maori

**4.9%** Speak Maori



# INITIAL USER RESEARCH

The initial research started by creating a lean persona from researching Beach Road Deli's app and Facebook. Being a Paekakariki local, I also regularly visit Beach Road Deli and have used my own experience to create a lean persona. This lean persona represents the customers that use this space.



**RESEARCH  
AND ANALYSIS**

**BRD**

# LEAN PERSONA

## SARAH SMITH

**Age/marital status:** 34 years old, single  
**Occupation:** Kindergarten teacher  
**Location:** Paekakariki, Kapiti Coast  
**Personality:**



"Supporting local businesses is very important to me"



### NEEDS

- A convenient location, local if possible
- Dietary options
- Quality food and friendly service, prefers locally grown produce



### BEHAVIOURS

- Looks for menu's that are high quality, interesting and innovative
- Tech savvy
- Looks for awards, something new to try
- Regularly attends local food events
- Checks where food was made
- Enjoys conversation and posts often on social media
- Cares about the environment



### GOALS

- Buy local food to support locals that is good for the environment
- Socialise with old friends and meet new people



### FRUSTRATIONS

- Long wait time for dine in food
- High quality food means that she needs to be quick when ordering

# LOCAL COMPETITORS

# INSPIRATION

## FINN'S PAEKAKARIKI RESTAURANT

Located across the road from Beach Road Deli. Offers a pub style menu, but does not offer pizza or bagels. **Hours:** Closed Monday. Open Tuesday till Sunday from 11:00am - 8:30pm.

Website	✓	Great online reviews	✗	Family friendly	✓
Facebook	✓	Great price	✓	Takeaway	✓
Online ordering	✗	Free WiFi	✗	Walk-ins	✓

## PEARCHING PARROT PAEKAKARIKI

Located two doors down on the same side of the road as Beach Road Deli. Offers cafe menu, but does not offer pizza or bagels. **Hours:** Open Monday till Friday from 7:00am - 4:00pm. Saturday and Sunday from 8:00am - 4:00pm.

Website	✗	Great online reviews	✓	Family friendly	✓
Facebook	✓	Great price	✗	Takeaway	✓
Online ordering	✗	Free WiFi	✗	Walk-ins	✓

## THE COLLECTIVE, PALM BEACH AUSTRALIA

We aim to create a lifestyle destination that brings together "a collective" of the best restaurant offerings in a cooperative environment, where local individual businesses work together to thrive as a group. The Collective offers full table service and you can either order on a tablet or via waiters from their five different restaurants. The service is exceptionally fast and the staff are friendly, relaxed, yet professional. **Hours:** Open Monday till Friday from 12.00pm - 11:00pm. Saturday and Sunday from 12:00pm - 12:00am.

Website	✓	Great online reviews	✓	Family friendly	✓
Facebook	✓	Great price	✓	Takeaway	✓
Online ordering	✓	Free WiFi	✓	Walk-ins	✓

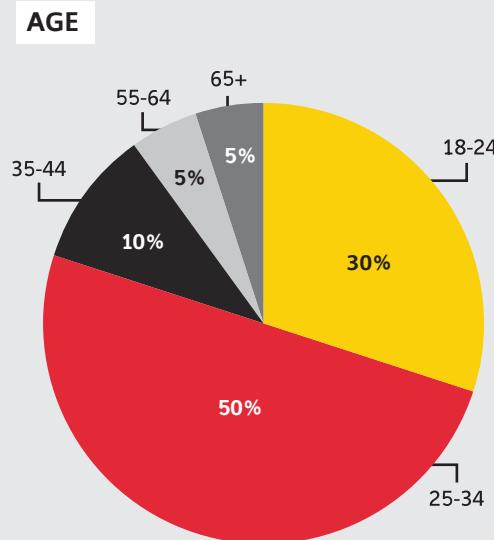
# RESEARCH QUESTIONS P1

# RESEARCH ANALYSIS P1

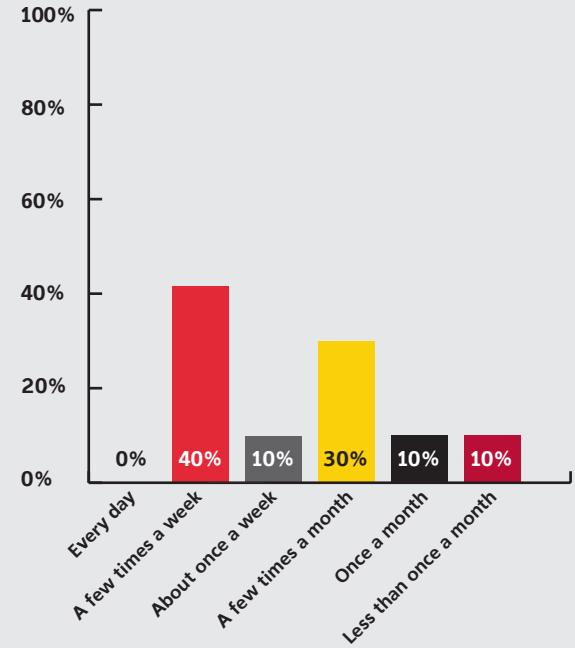
## ONLINE SURVEY

The next stage required me to create an online survey using Survey Monkey to help to establish the evidence persona based on the users answers. I surveyed 20 people.

Link to Survey Monkey survey: <https://www.surveymonkey.com/r/7PV7SXP>



## HOW OFTEN DO YOU EAT OUT



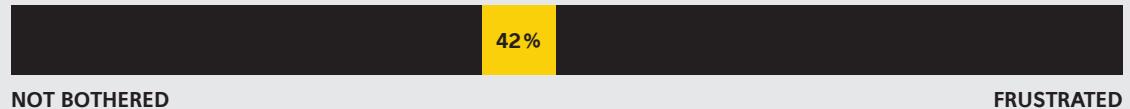
## WHEN DO YOU EAT OUT THE MOST



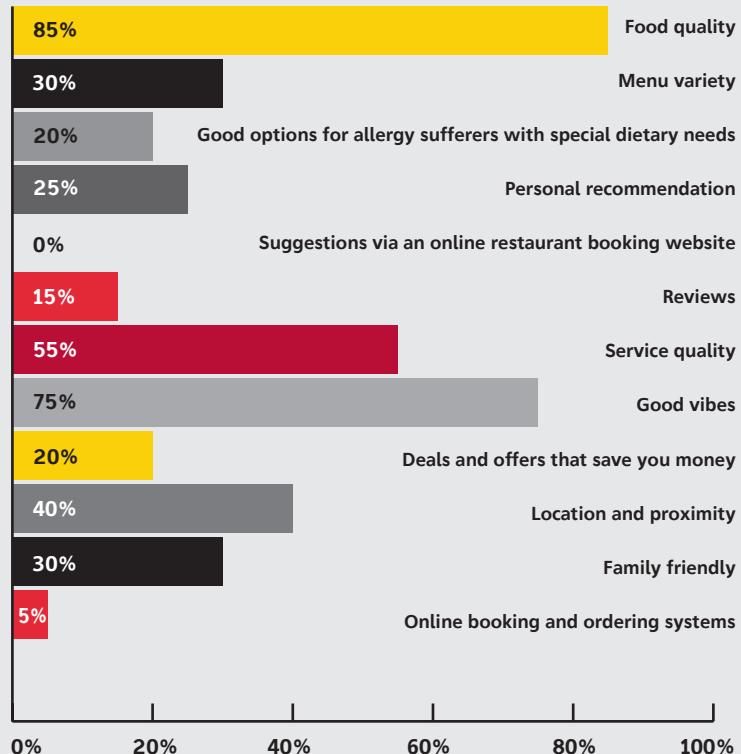
# RESEARCH ANALYSIS P1

14.

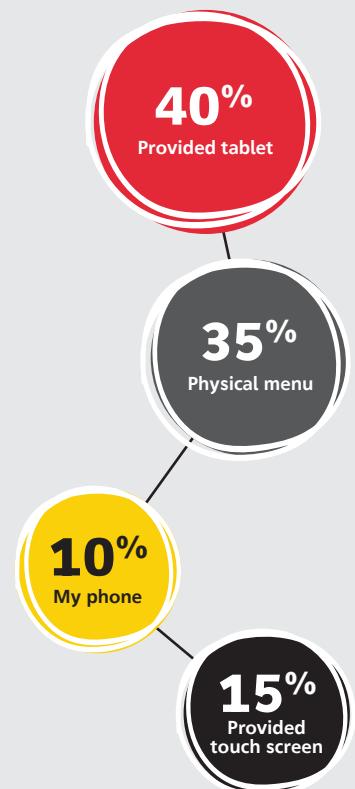
## HOW DO YOU FEEL ABOUT QUEUING TO EAT AT A BUSY CAFE OR RESTAURANT



## TOP FOUR REASONS FOR CHOOSING A CAFE/RESTAURANT



## PREFERRED ORDERING



## PREFERRED PAYMENT



## COMMENTS:

- "Faster and easier online"
- "Easy. I love the Uber experience and don't have to touch any germ related devices"
- "I like to say thanks and talking to the waiter. More personal."

# RESEARCH ANALYSIS P1

## EXPECT TO FIND DIETARY PREFERENCES



## OPTIONAL: IN YOUR OPINION, WHAT MAKES THE PERFECT EATING OUT EXPERIENCE

75% ANSWERED

25% SKIPPED

### COMMENTS:

"Nice atmosphere, great affordable food"

"Great customer service, Great food and coffee, great overall vibe"

"Live music, excellent food, fun waiters and staff who smile good cocktails"

"Relaxing, lovely staff, good price "

"Friends, quality banter, yum food "

"Food being amazing and a nice environment to relax.. space and outside area!"

"Atmosphere, great service & good food/coffee"

"Waiting times. Transitions between time taken to order and receiving items. Staff that you can engage with easily if there are any issues"

"Quick friendly service "

"Simplicity, easy ordering"

# RESEARCH QUESTIONS P2

## FIELD RESEARCH

I also interviewed the business manager. My questions are focused on improving the customer journey so that the business attracts new customers, retains existing customers and the business meets targets.

## INTERVIEW QUESTIONS

1. Who is your target audience?
2. What time/day are you the busiest? How many staff are working?  
Is it easy to keep up with demand?
3. When you are at your busiest, do customers have to wait long to receive service and their order?
4. Would you benefit from having an online ordering system?
5. Would you like customers to be able to order and pay online?
6. Would you like to include Te Reo Maori in the online ordering system?
7. Do customers often have questions regarding dietary preferences?
8. Do customers take long to decide what to order from the menu?
9. Roughly, what percent of customers dine in vs takeaway?
10. Would you like customers to be able to rate your business online?

**Link to Google Doc with answers:** <https://docs.google.com/document/d/1FipEGdfruycOFz4jl7ihJ9M5TyuYcf0mZo3XJJwSsVw/edit?usp=sharing>

# RESEARCH ANALYSIS P2

## OBSERVATIONS AND KEY TRENDS

"When WOP is on we often have lines out the door!"

"We are family friendly, and a good place for the locals. There is also no animosity between The Perching Parrot next door. We would love a younger audience. The escarpment track attracts a lot of out of town business so an app for those people to order ahead of time would be ideal."

"We will often 'ding' in someone to help if there is another front of house person and take orders from the line on pen and paper to put into the till later."

"An online system... it would speed up the process and take some of the pressure off the team."

### POSITIVES

- Escarpment track attracts new customers
- Good vibes and great ratings
- Know they have to create online ordering for target market
- WOP finalists which attracts new customers
- Takeaway and eat in very popular
- Options for dietary preferences

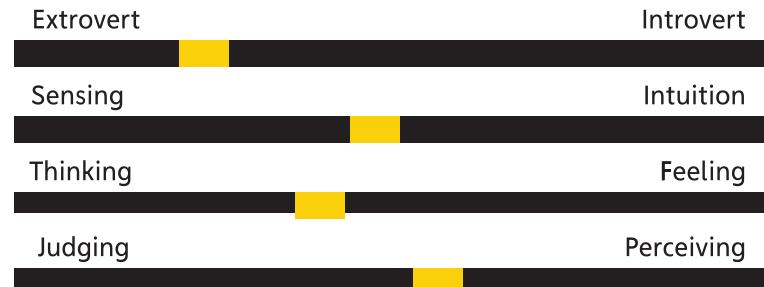
### PAIN POINTS

- Short-staffed
- Impatient customers
- Wait for food at peak times
- Website is currently offline
- App menu is not interactive (PDF)
- App has an alert that says that Beach Road Deli is closed but it's not
- Customers take awhile to order
- Customers have lots of questions

# PRIMARY LEAN PERSONA

## ANNA MCKENZIE

Age/marital status: 34 years old, single  
Occupation: Art Director  
Location: Paekakariki, Kapiti Coast  
Personality:



"I want a local cafe that has great food and good vibes"



### NEEDS

- A local location with WiFi to work remotely if needed
- Dietary options
- Quality food and friendly service, prefers locally grown produce



### BEHAVIOURS

- Cool natured and easy going, likes to try new things
- Constructive critic, looks for high quality food that has won awards
- Art enthusiast
- An early adopter to the latest fad in the tech world
- Checks where food was made
- Welcoming and friendly, enjoys conversations and social media
- Cares about the environment



### GOALS

- Buy local food to support locals that is good for the environment
- Socialise with other locals and new people, build my network



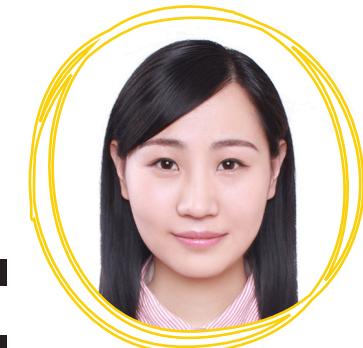
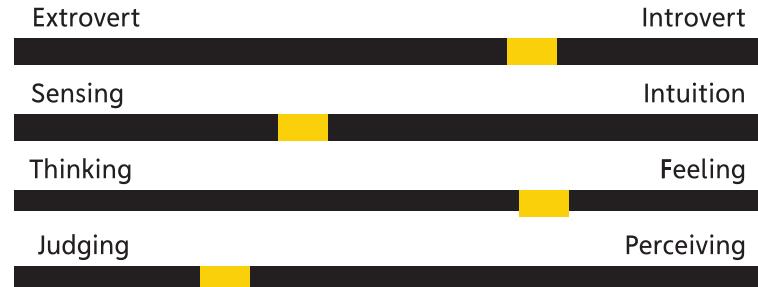
### FRUSTRATIONS

- Long wait time for dine in food
- No vegan options (or lack of)

# SECONDARY LEAN PERSONA

## ROSE LEE-MOORE

Age/marital status: 26 years old, single  
Occupation: Accountant  
Location: Seatoun, Wellington  
Personality:



"I do everything online, who needs actual people?"



### NEEDS

- Travels to cafes that are innovative and forward-thinking
- WiFi to boast about the new food that she has tried and give reviews
- Cafe with close proximity to public transport
- Ratings and reviews to inform her decisions
- Non-crowded places, or takeaway options



### BEHAVIOURS

- Feels more comfortable with a day plan with activities
- Likes to travel to new cafes on her own, very introverted
- Heavily reliant on online sources and reviews
- Observant, shy and critical



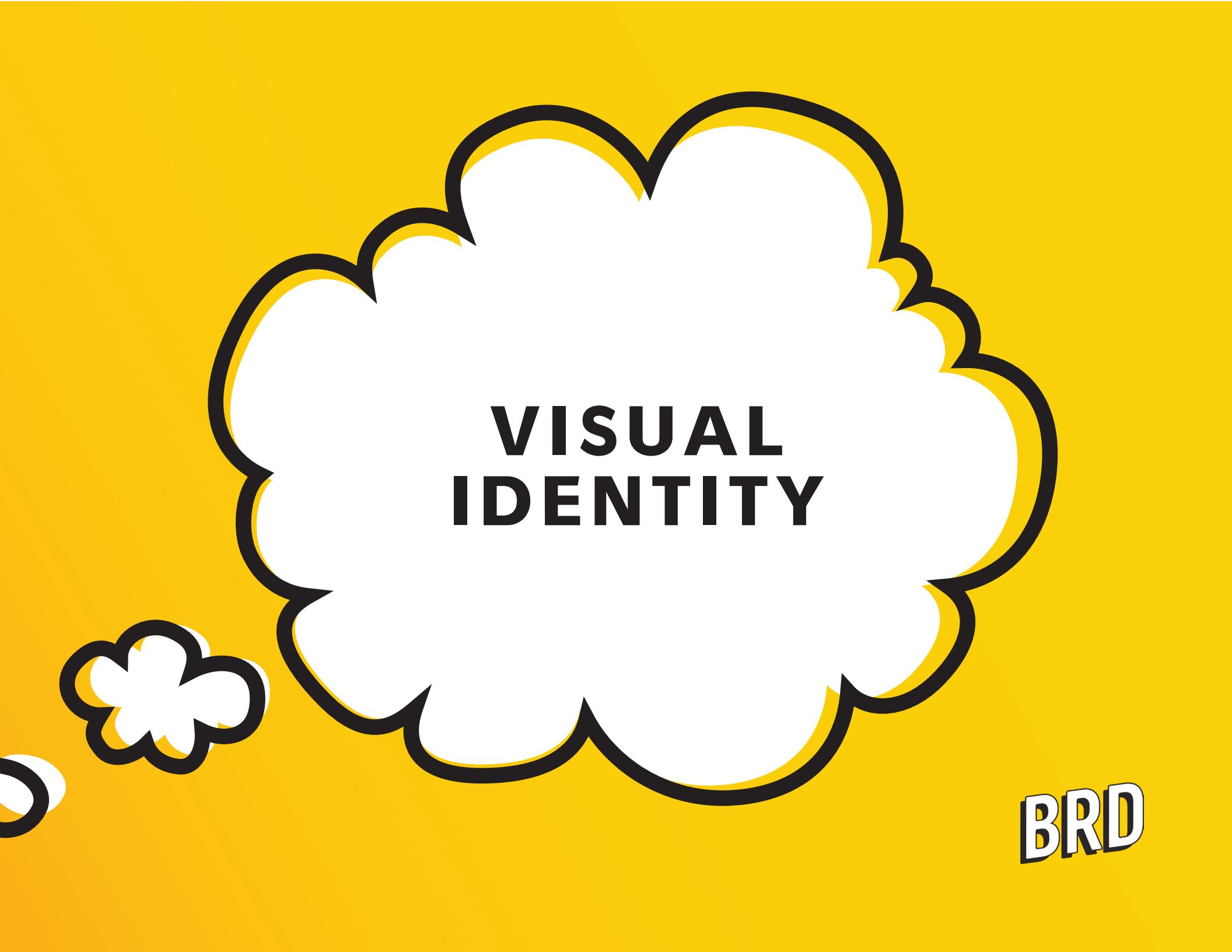
### GOALS

- To be one of the first people to taste new menu items
- To travel around New Zealand and experience the food and culture
- To learn a bit more about Te Reo Maori



### FRUSTRATIONS

- Hates crowds
- May get lost
- English is her second language



# **VISUAL IDENTITY**

**BRD**

# STYLE TILES AND VISUAL BRAND IDENTITY

The slide displays a style tile for "Beach Road Deli" (BRD). It includes:

- Logo:** Beach Road Deli (BRD) with a yellow icon.
- Color Palette:** A grid of six color swatches with their hex codes:
  - #FFCD00 (Yellow)
  - #D52027 (Red)
  - #BF0025 (Maroon)
  - #060600 (Dark Gray)
  - #E5E5E5 (Light Gray)
  - #4C4C4C (Medium Gray)
- Icons:** Four yellow circular icons representing a thumbs up, a sandwich, a cloche dish, and a pizza slice.
- Social Media:** Icons for user, Facebook, shopping cart, and back/refresh.
- Food Images:** Three images showing fresh produce (tomato and basil), a bacon sandwich, and a pizza.
- Text:** "OPEN SANS HEADING" and "OPEN SANS (TE REO)" in the top right, and "Open Sans Product", "Open Sans Description", and "\$0:00" in the bottom right.

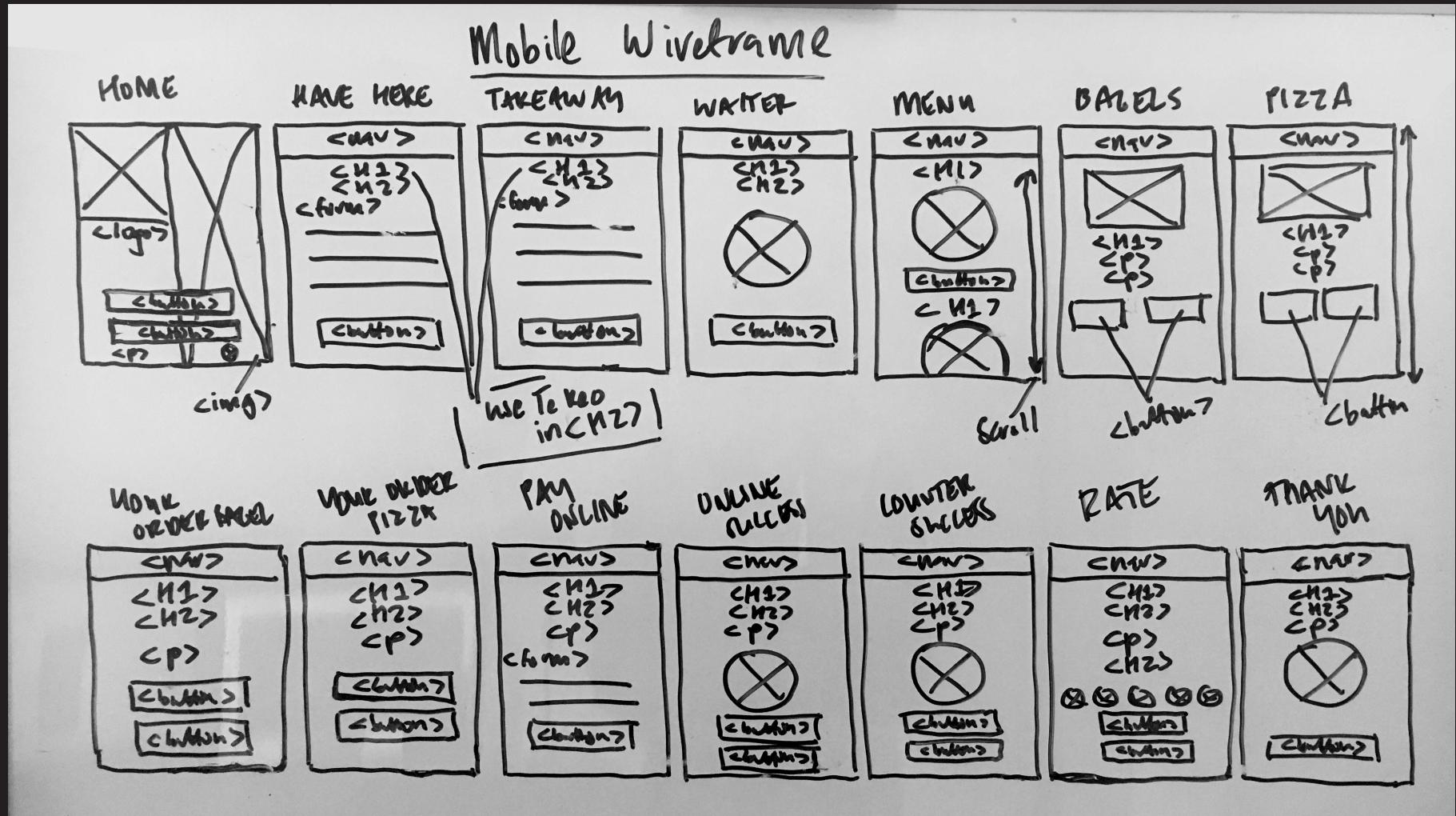


**WIREFRAMES**

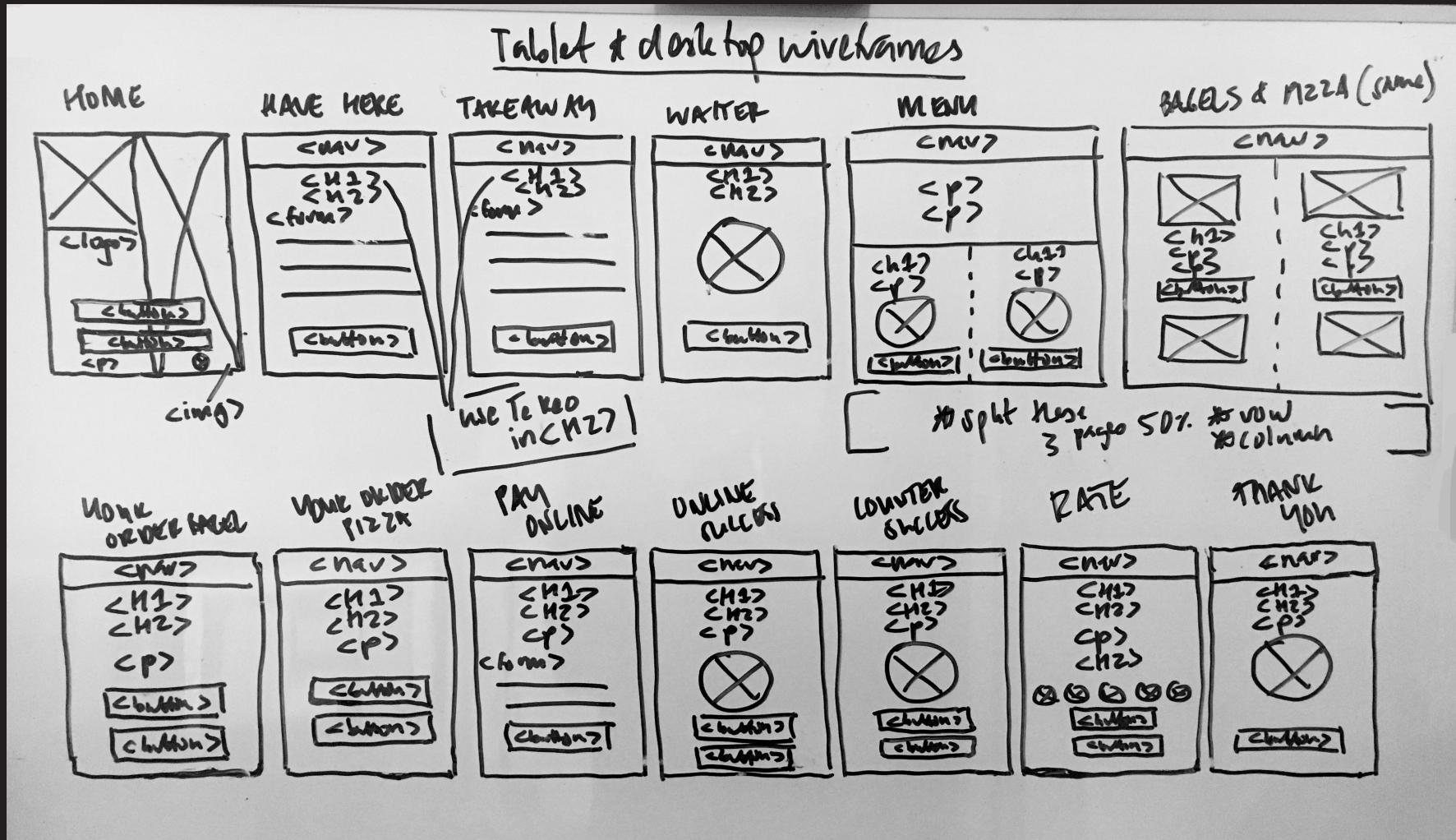


**BRD**

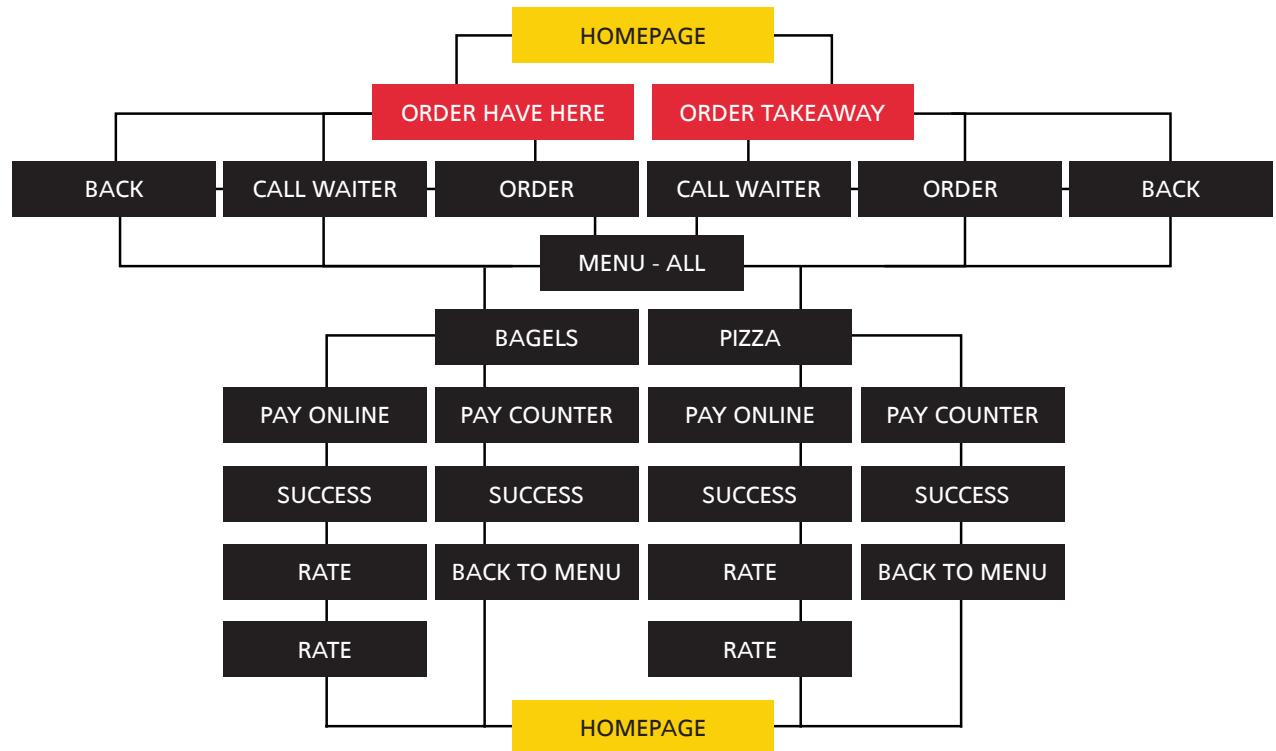
# LO FI WIREFRAME - MOBILE

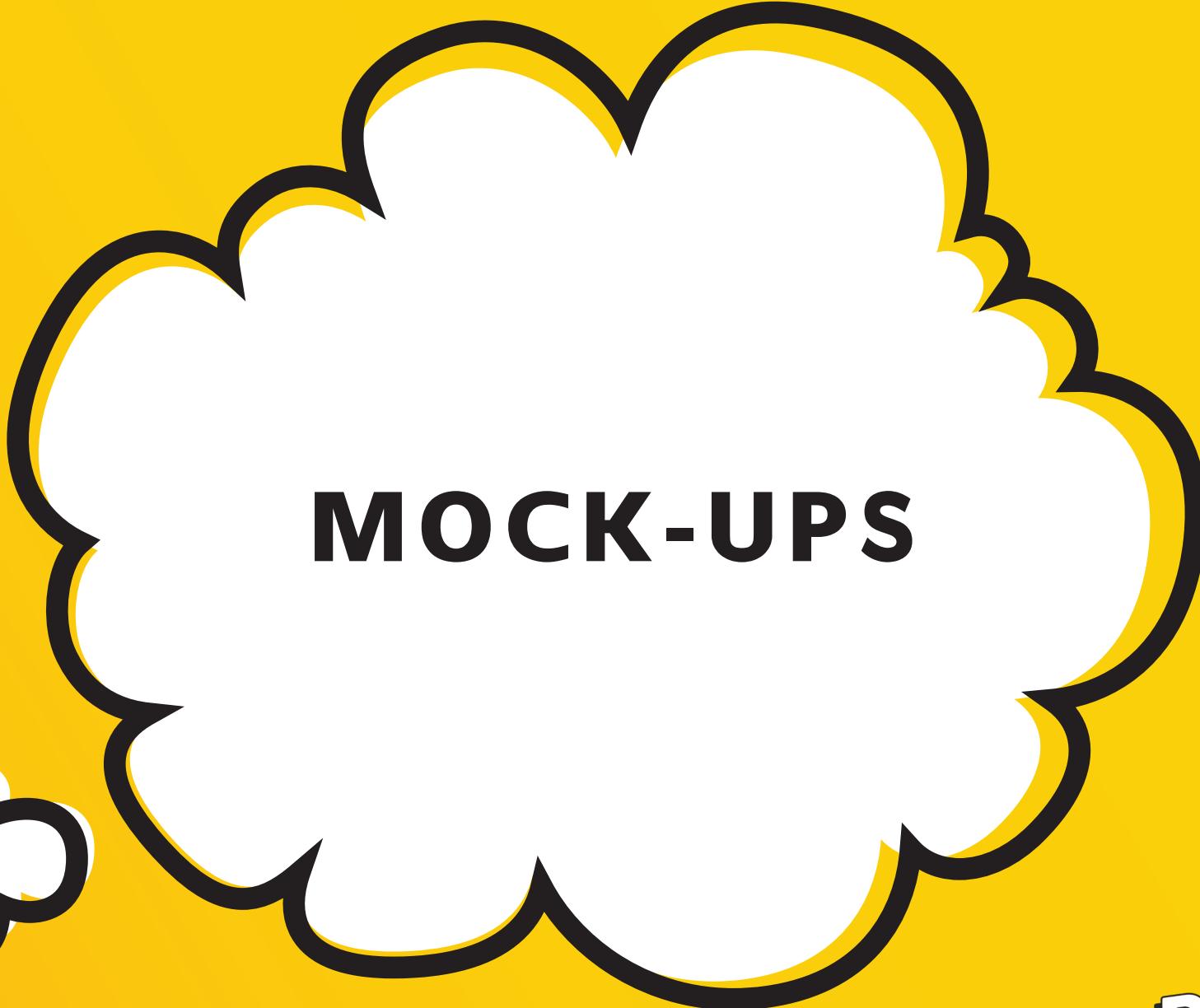


# LO FI WIREFRAME - TABLET AND DESKTOP



# SITEMAP (IA)





**MOCK-UPS**



**BRD**

# CONCEPTS - MOBILE

The image displays a 3x4 grid of mobile application screens for Beach Road Deli (BRD). The screens illustrate the user flow from menu selection to payment and finally to customer feedback.

- Row 1:** Shows the main menu for Beach Road Deli with options for HAVE HERE or TAKEAWAY. It also shows screens for HAVE HERE (Ki Konei Koa) and TAKEAWAY (Hei Heri Atu), both requiring Name, Table number, Email, and Mobile phone information, with an ORDER NOW button.
- Row 2:** Shows screens for GOOD MORNING! (Môrena!) and GOOD AFTERNOON! (Te ahiahi pali!). Both screens feature a yellow circular icon with a bagel or pizza slice, a description text, and a \$0.00 price. Buttons for ADD TO ORDER and REMOVE are present.
- Row 3:** Shows screens for PIZZAS (Parehe) and PAYMENT (Utu). The PIZZAS screen shows a pizza image, the name NAME OF PIZZA, a description field, and \$0.00. Buttons for ADD TO ORDER and REMOVE are at the bottom. The PAYMENT screen shows a credit/debit card form with fields for Card number, CVC, and MM/YY, along with CONTINUE and PAY AT COUNTER buttons.
- Row 4:** Shows screens for SUCCESS! (Angitul) and THANK YOU! (Mihi koe!). The SUCCESS! screen shows a yellow circular icon with a tray and a thumbs-up, with text about a 15-minute delivery time. The THANK YOU! screen shows a yellow circular icon with a thumbs-up, with text about rating the service and redeeming an email.

# MOCK-UPS

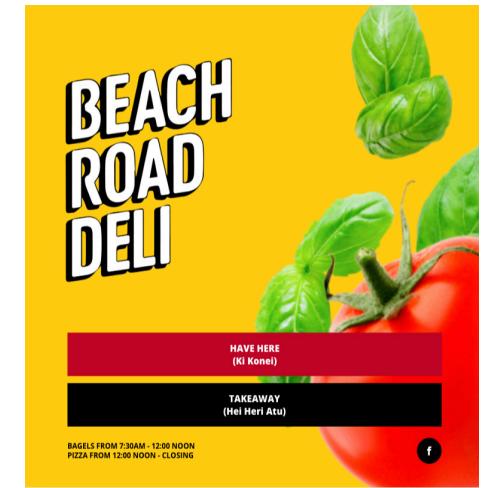
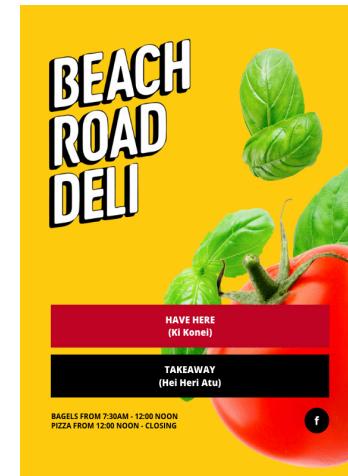
## MOCK-UPS

The next part of the process was building interactive mock-ups in UXpin for user testing.

**Heres the link to my final mock-ups for mobile, tablet and desktop:**  
<https://preview.uxpin.com/bfb78608e99c8456bd6a7c24f5337280a41f7f65>

NOTE: I've only added interactions based on my user questions, so only the first item of each menu (bagel and pizzas) have interactions.

## EXAMPLE OF SPLASH PAGE





# **INITIAL USER TESTING**



**BRD**

# MOCKUP FEEDBACK

## USER QUESTIONS

### FEEDBACK FROM UXPIN MOCK-UPS

"Nice and colourful! Great colour scheme"

"How can I order more than one of the same bagel? Would be a nice feature to add multiple. Looks good"

"Love, love love the Maori translations, such a good idea!"

"Showing the menu options at different times is really easy to understand. I like that the times are placed under the menu headings"

"Logo could link back to homepage?"

"Is it optional to put email address or do you have to put it in to continue? Some people can be funny about giving out their email address"

"You'll have lots of repeat customers with this free pizza business! Could this star rating link to Google reviews as well? Get there name out there more"

"Some people may not want to be forced to put their email address in to order, perhaps consider making that optional"

 **RED COMMENTS - Changes to make**

### USER TESTING QUESTIONS (FACE TO FACE)

**I asked 7 people to answer the following questions:**

1. Order a takeaway Melanzana pizza please. How did you find this process?
2. Go to the 'Have Here' page and call a waiter. How did you find this process? Where would you like to be taken back to on the online menu?
3. Do you think there should be an explanation for Maori subtitles?
4. Successfully order A Breakfast bagel from the menu. Would you rate their service? Why?
5. Do you think the icons are clear/what do you think they mean?

# USER TESTING RESULTS

## OBSERVATIONS AND KEY TRENDS



"Avatar/waiter icon could stand for so many things: user login etc...I would change this and maybe add an alert once clicked?"

"Simple, easy, straight-forward. Love it. The flow is great"

"Maori translations are cool. You can see and learn new things."

"Squeeze menu page items up so that the pizza menu is partly in the screen. Make scrolling more evident."

### POSITIVES

- 90% of users found it easy and straight-forward to navigate
- 100% could find and order a pizza and a bagel from the menu
- 80% of users would rate their service (time being the factor)
- Attractive colours and images
- Maori translations are great. They don't need an explanation

### PAIN POINTS

- Some users took a while to find the pizza menu as the scroll wasn't evident enough
- Want to be able to click on the cart and go to the menu
- Want to be able to add more than one of each item (e.g select menu widget)
- Needs a progress bar to show order progress
- Waiter icon could be mistaken for user login
- May click on the waiter icon by mistake and not want a waiter
- Maori translation could be perceived as inferior (smaller font)



# BUILDING THE WEBSITE

BRD

# CSS METHODOLOGY

## VARIABLES

```
/*//COLORS//*/  
  
$primary-color: #000000;  
$secondary-color: #FFCD00;  
  
/*//NAV COLOR//*/  
  
$nav-color: #E5E5E5;  
  
/*//BUTTON COLORS//*/  
  
$primary-buttoncolor: #D52027;  
$secondary-buttoncolor: #4C4C4C;  
$feature-buttoncolor: #BF0025;  
$remove-buttoncolor: #4C4C4C;  
  
/*//FONTS//*/  
  
$font: 'Open Sans', sans-serif;
```

## PARTIALS (SASS)

```
_nav.scss  
_icons.scss  
_foodmenu.scss  
_form.scss  
_buttons.scss  
_variables.scss  
_splash.scss  
_mixins.scss  
_layout.scss
```

## MIXINS

```
@ mixin structure($w, $h) {  
    width: $w;  
    height: $h;  
    margin: auto;  
}  
  
@ mixin block ($w, $h) {  
    width: $w;  
    height: $h;  
    display: block;  
}
```

# CSS METHODOLOGY

## BEM

### //NAV STYLE

```
.navigation {  
}
```

```
.nav {  
}
```

```
.nav__icons{  
}
```

```
.nav__icons--arrow {  
}
```

```
.nav__icons--cart {  
}
```

### //FORM STYLE

```
.form__payment {  
}
```

```
.form__input {  
}
```

```
.form__subheading {  
}
```

### //LAYOUT

```
.mainheading {  
}
```

```
.mainheading__maori {  
}
```

```
.para {  
}
```

```
.para__black {  
}
```

```
.para__white {  
}
```

```
.para__white--bigger {  
}
```

```
.para__yellow {  
}
```

```
.button {  
}
```

### //BUTTONS

```
.button {  
}
```

```
.button--darkred {  
}
```

```
.button--black {  
}
```

```
.button--red {  
}
```

```
.button--grey {  
}
```

```
.button--red:hover {  
}
```

```
.button--black:hover {  
}
```

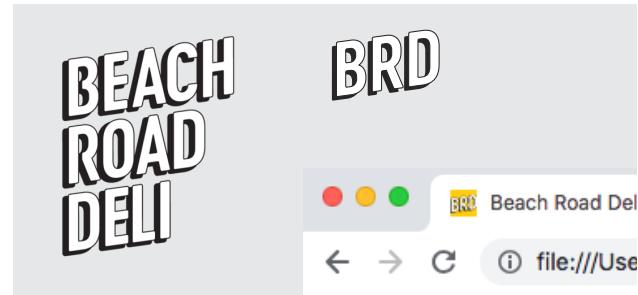
```
.button--darkred:hover {  
}
```

```
.button--grey:hover {  
}
```

# COPYRIGHT

## LOGOS

The logos used in the project is owned by the business owners. The manager gave me permission to use this.



## IMAGERY & ICONS



- Thumb icon made by Smashicons
- Bagel icon made by Freepik
- Waiter icon made by Freepik - Pizza icon made by Made by Made

All icons are from [www.flaticon.com](http://www.flaticon.com)

- Navigation and social media icons made by Font Awesome from [www.fontawesome.com](http://www.fontawesome.com)

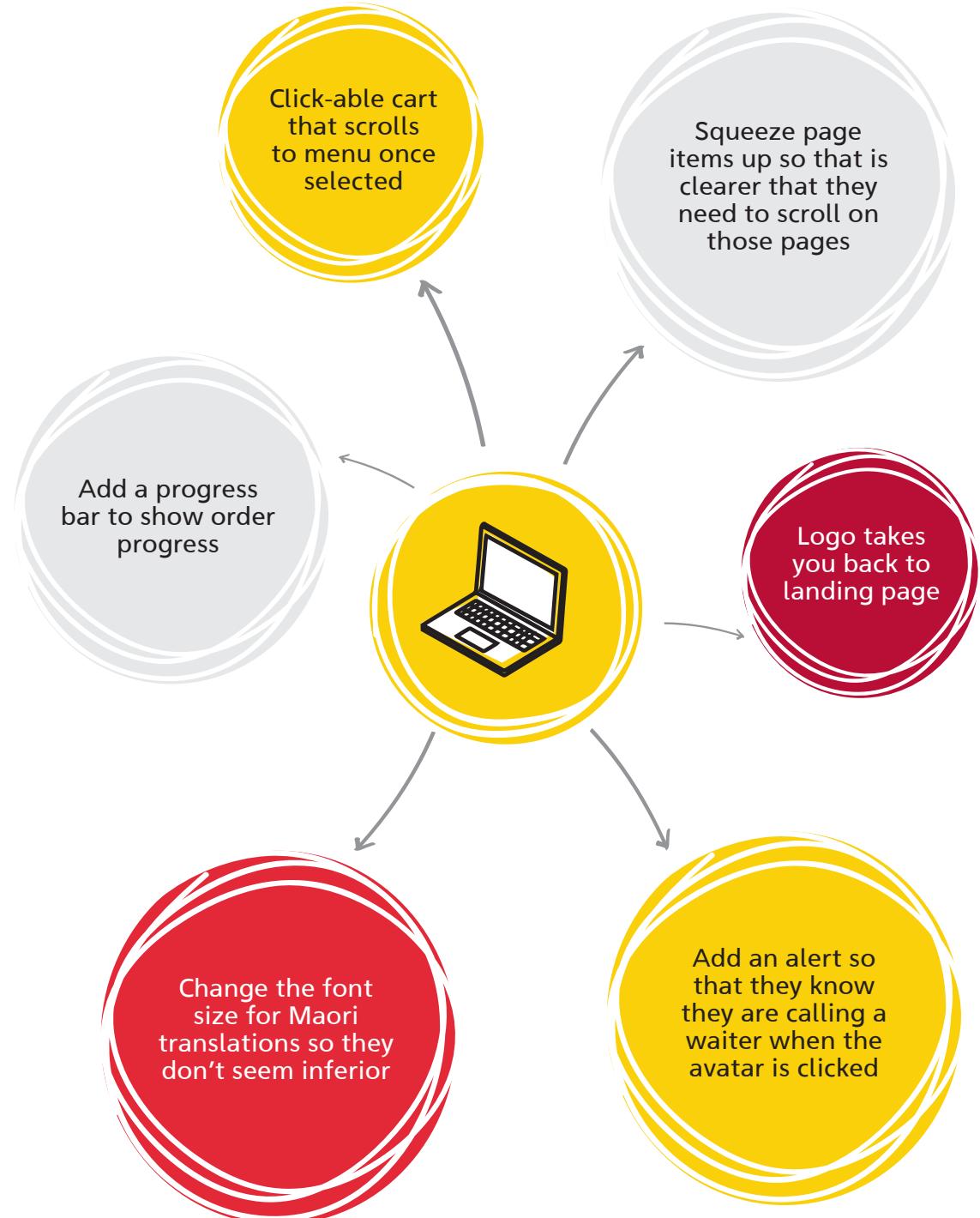


- Tomato and basil image made by Shutterstock from [shutterstock.com](http://shutterstock.com). Image has also been edited by me.
- Making dough image made by rawpixel.com from [www.pixels.com](http://www.pixels.com). Image has also been edited by me.
- Bagel images made by Shutterstock from [shutterstock.com](http://shutterstock.com).
- Pizza images made by Yum! Brands, Inc from [www.pizzahut.co.nz](http://www.pizzahut.co.nz).

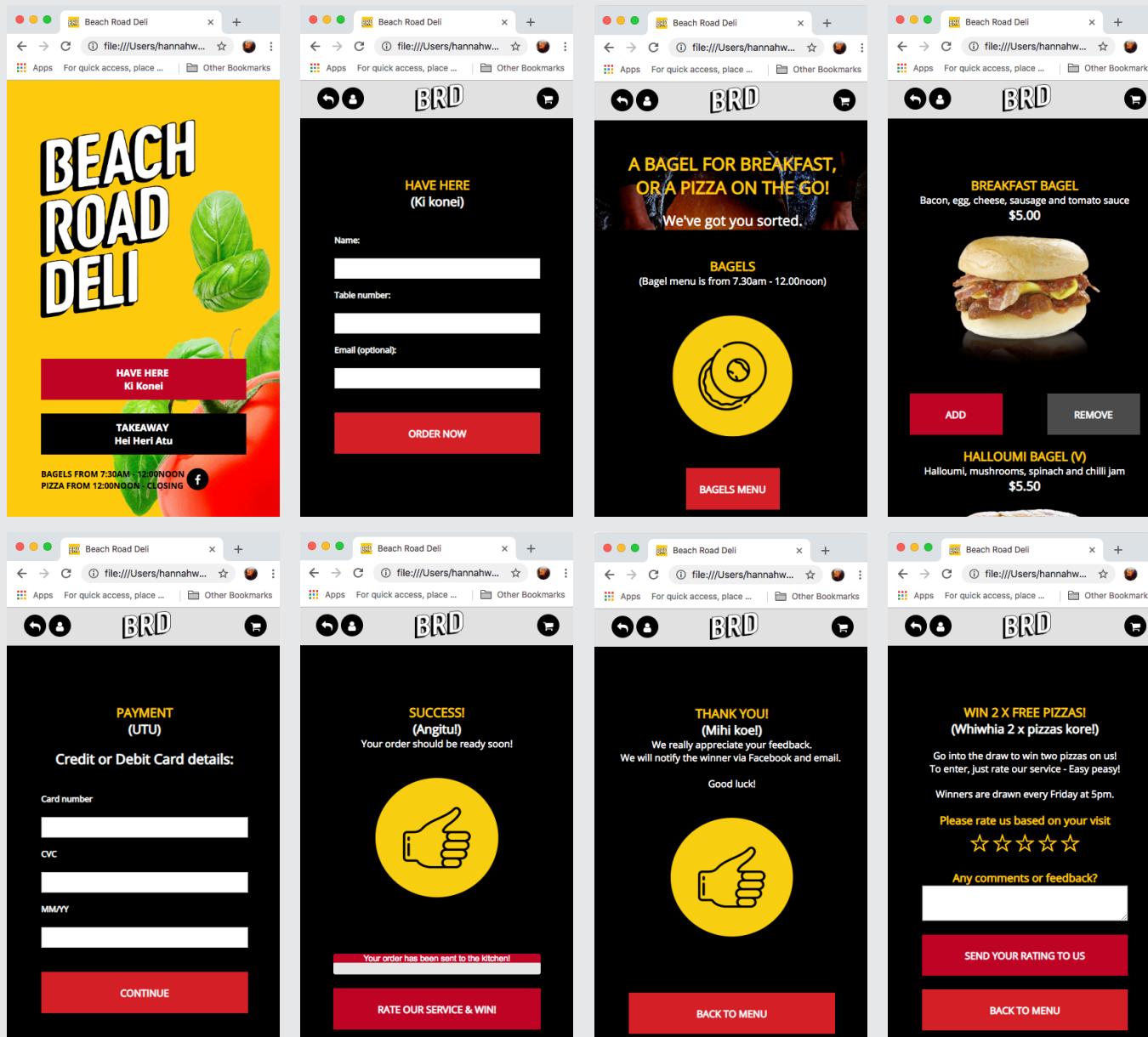
**Usage permitted under the 'fair dealing' right for educational purposes for all images.**

# CHANGES TO MAKE BEFORE INITIAL CODING BASED ON USER TESTING

36.



# WEBSITE BUILD (HTML, CSS & JAVASCRIPT)





# **USER AND BROWSER TESTING**

**BRD**

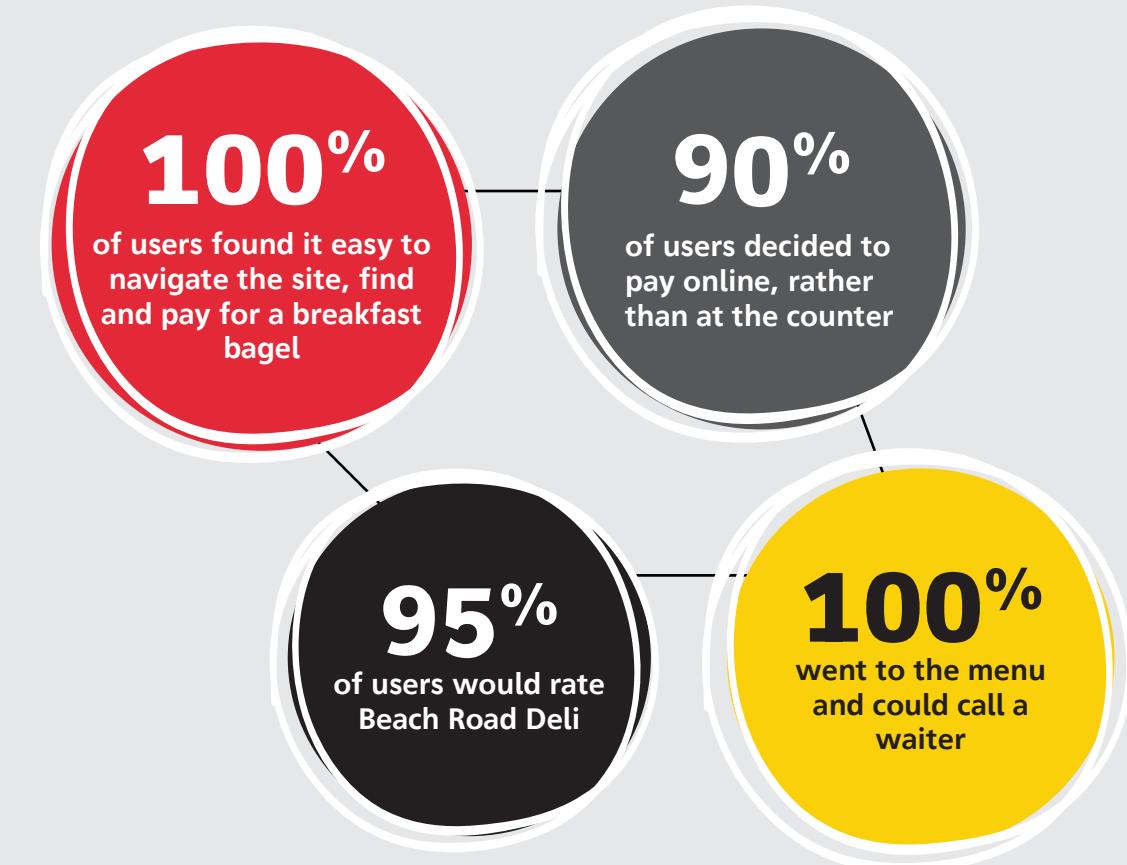
# USER TESTING QUESTIONS

## USER TESTING QUESTIONS (FACE TO FACE)

I asked 5 people to answer the following questions:

1. Order a takeaway breakfast bagel and pay for your meal please
2. Would you rate Beach Road Deli's online ordering system?
3. Now, go back to the menu and call a waiter please

## OBSERVATIONS AND KEY TRENDS

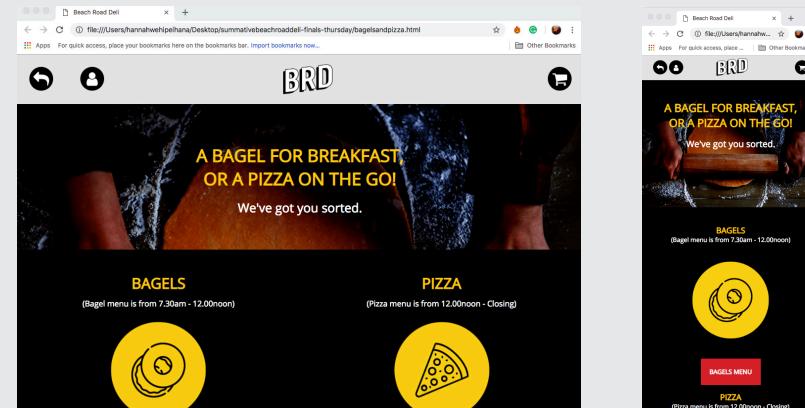


# TESTING DIFFERENT BROWSERS

## CHROME

I used this to test pages throughout the development process so this was tested on a daily basis.

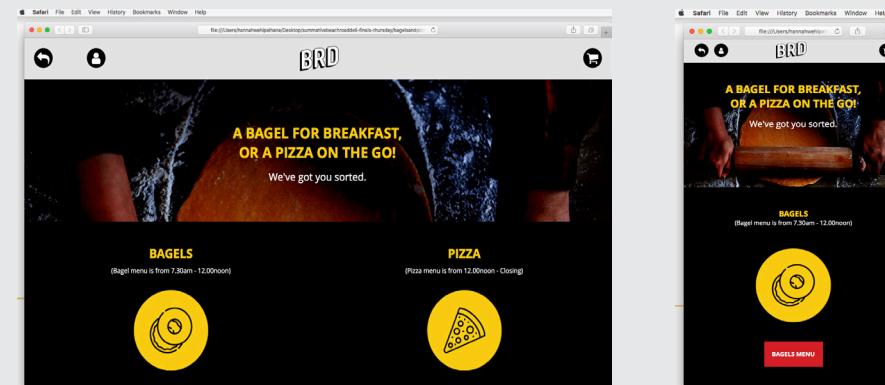
Example of bagelsandpizza.html below:



## SAFARI

Once the website was built, I tested each responsive page on Safari. It looked very similar to Chrome, just a little bit stretched when viewed on desktop.

Example of bagelsandpizza.html below:



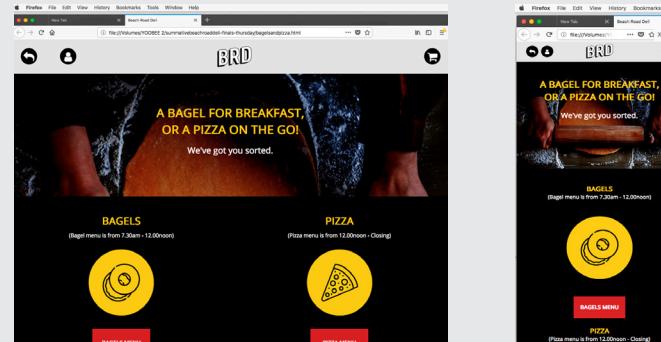
# TESTING DIFFERENT BROWSERS

41.

## FIREFOX

Once the website was built, I tested each responsive page on Firefox. It looked very similar to Chrome, but the screens were much brighter (e.g colours, dpi).

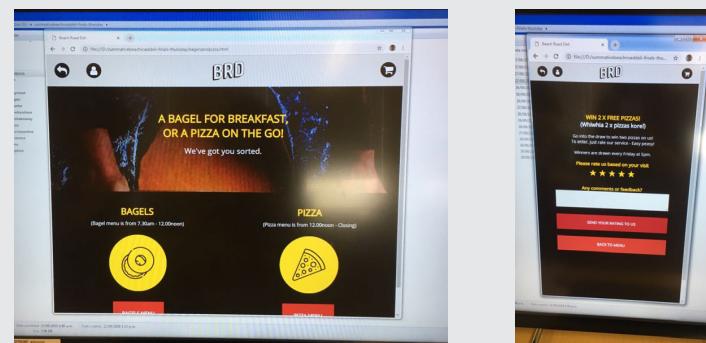
Example of bagelsandpizza.html below:



## INTERNET EXPLORER

Once the website was built, I tested each responsive page on Internet Explorer. I used the smart screen at Yoobee to test with this browser. As it was a smart screen, everything was stretched, but overall was pretty good. One surprising observation was that you could select the stars on the rating and they stayed selected without hovering over them.

Example of bagelsandpizza.html and rateourservice.html below:





# **CONCLUSION**



**BRD**

# REVISION OF WEBSITE

## BUSINESS REQUIREMENTS MET

43.

### PHASE TWO:

#### Developments for phase two could include:

- An extended menu for other cafe items
- Animations and colour changes when items are added to the cart
- Integration with Google and Facebook for reviews
- Toggle to 'Maori' option so that the whole website can be in Maori
- Include a 'generated receipt' alert/option if customers pay online
- Alerts on hover for icons and translation to Maori language option
- Real time progress for order



- ✓ Responsive online ordering system built for Beach Road Deli that enables customers to easily order and see the progress of their order and make suggestions and/or offers
- ✓ Competitive edge as no local competitors use an online order system
- ✓ Based on testing, almost all users would pay online, which saves time and costs for the business owner
- ✓ Based on the testing, almost all users would rate the business, which will attract new customers
- ✓ Fun copy and imagery to fit with brand (innovative, fun, family, creative)



**THANK YOU!**

**BRD**