



Sparrow

The image shows a smartphone displaying the Sparrow app's registration screen. The phone has a white frame and is set against a background gradient from red on the left to orange on the right.

Top Left Module: A white rounded rectangle containing a cartoon illustration of a man in a red shirt and black pants sitting at a table with a beer mug, a bowl, and a teapot. The text "Relax..." is above him, and "All your favorite restaurants and cafes in one place" is written below the illustration.

Top Right Module: A white rounded rectangle containing the text "Create a new account". Below it are four input fields: "Full name", "Email", "Password" (with a visibility toggle icon), and a large red "Register Now" button.

Bottom Modules: Two buttons for social sign-up: "Or sign up with Facebook" (gray button with a Facebook icon) and "Google" (white button with a Google icon).

Bottom Text: "Already have an account? Sign In" and "By registration, I agree to the Terms of Use & Privacy Policy".

Problem Statement

Solving physical problems digitally which causes an overall unpleasing experience in restaurant services. The list of problems are: -

Delay in Service.

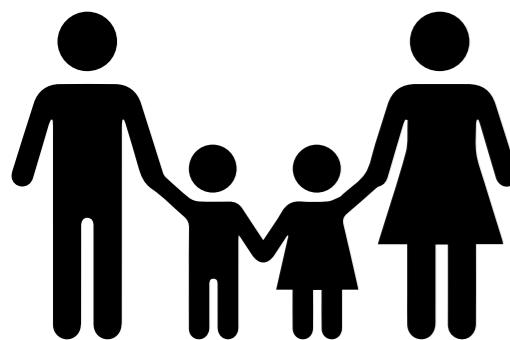
Not having the flexibility to order the food out of menu.

Denial to pre-book seats/table of preference in restaurants.

Waste of left-over food.

Unable to check seat-availability at any point of time.

Target Groups



Families



Students



People doing
Jobs/Businesss



Food Enthusiasts



User Research

In this part we took the interview of almost 20 homogenous group of potential customers in terms of their buying behaviour and recorded their response. Some of the interviews are listed below:

Interview 1:

Preethi Palani, 35

How often do you visit restaurant and with whom?

I usually go to the restaurant twice a month and occasionally, too.

Have you ever wished to pre-book a seat of your preference?

Sure, I did this when I visited renowned restaurants, but I don't think there is an option for local restaurants.

How you feel when there is delay in service after you order the food?

It's natural, because I'm also a mother and a good cook, so I know that it takes time to make something tasty and delicious, and I think if a person goes to a restaurant, he / she must have taken enough time to hang out.

What is your opinion of ordering something out of menu?

Sure, I'd love to, but usually we're going to visit the restaurant to eat their popular meal or snack, so I guess it's going to depend entirely on my mood.

What you do with the leftover food?

Usually, I ask for a parcel, and then I give it to the needy.

Interview 2:

Vicky Jindal, 25

How often do you visit restaurant and with whom?

I usually go to the restaurant two or three times a month with my parents, but I haven't been in the restaurant for months now because of the current pandemic.

Have you ever wished to pre-book a seat of your preference?

Well, it's usually never happened to me, but if I go on a date, I'd love to pre-book my favourite spot.

How you feel when there is delay in service after you order the food?

Yeah, it's pretty irritating to me when restaurants take the order and take a lot of time to prepare, particularly when I'm really hungry, like when I visited a restaurant that took more than 20 minutes to prepare the food I ordered, and then I decided not to visit that place again.

What is your opinion of ordering something out of menu?

Sure, I'd love to order masala paneer, Hahahah, but usually, I try new things so, yeah, I'm sure I'm going to try this service if it's accessible.

What you do with the leftover food?

Oh, it's rare with me, but if there's any food left over, I'd probably take it home.

Interview 3:

Gautam Reddy, 18

How often do you visit restaurant and with whom?

I usually visit four times a month and I generally go with my friends because it all depends on the amount of money we have, if we have sufficient contribution, we obviously visit a restaurant.

Have you ever wished to pre-book a seat of your preference?

Well, it's very rarely happened, because we don't really do that, the only thing that matters to me and my friends is good food and a place to eat. That's it.

How you feel when there is delay in service after you order the food?

I get annoyed if they bring the food late, and even after ordering the food, they usually take some time to get chapatis or stuff we order in between. It usually happened to me on the weekends.

What is your opinion of ordering something out of menu?

I guess we usually go to a restaurant to eat their best dishes, or if we've received a friend's recommendation for a new restaurant. In fact, I never used that kind of service

What you do with the leftover food?

Well, we normally just leave it in the restaurant.

User Personas



Aarti Gupta

Female, 34 ,Married , House wife, lives with Husband in Ujjain. Aarti is a mother and a great chef, and she also visits restaurants with acquaintances.

Organised

Empathetic

Practical

Needs

Eats out on occasions kitty parties and for her ambiance and quality food matters the most

Goals

Eating healthy , finding tasty food

Frustrations

Slow Service, Aarti only visit restroes she trusts, wastage of leftover food

Perceptions

High Opinion of organic and artisanal foods. Low opinion of chemical ingredients

MOTIVATION

Demands quality and convenience, price insensitive

TECHNOLOGY





Hussain Agarwala

Male, 22 ,single , Unemployed Student, lives with parents in Ujjain. Hussain is bon-vivant and street smart and often travels and tries new food

Bon-vivant

Jolly

Disciplined

Needs

Eats out on weekly basis
needs high quality ,tasty food and quick service

Goals

Saving time , eating tasty , companion to go with

Frustrations

Waiting for too long , wastage of food

Perceptions

Prefers a lively atmosphere with young crowd.

MOTIVATION

Views eating out a fulfilling hobby
Share photos of meal on social media

TECHNOLOGY



IT and Internet



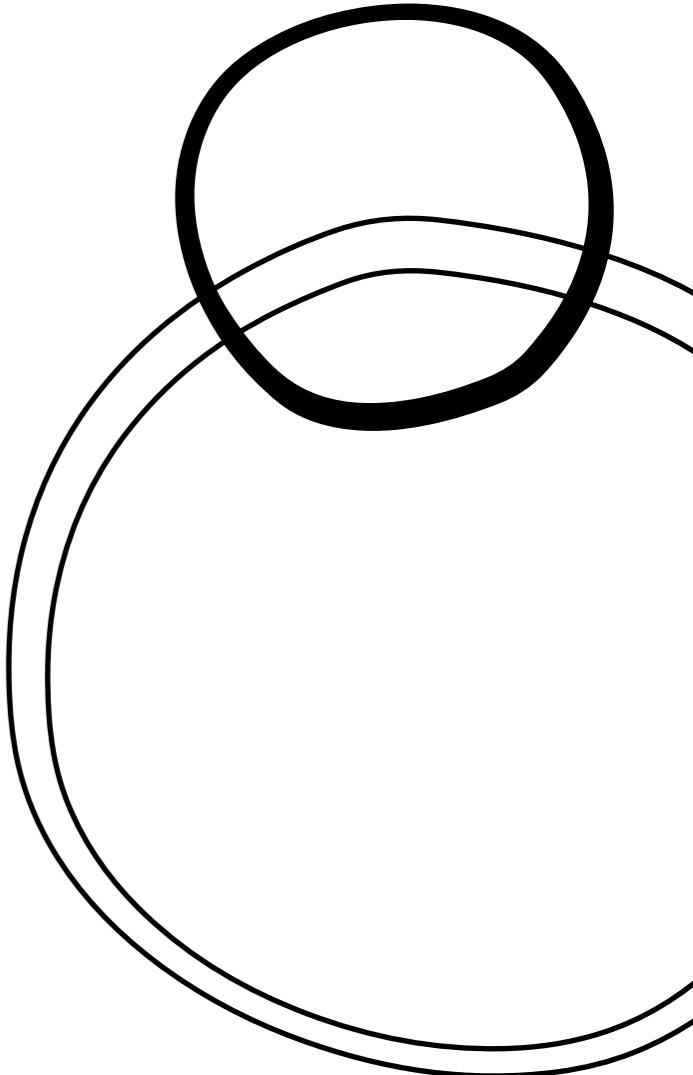
Software



Mobile Apps



Social Networks

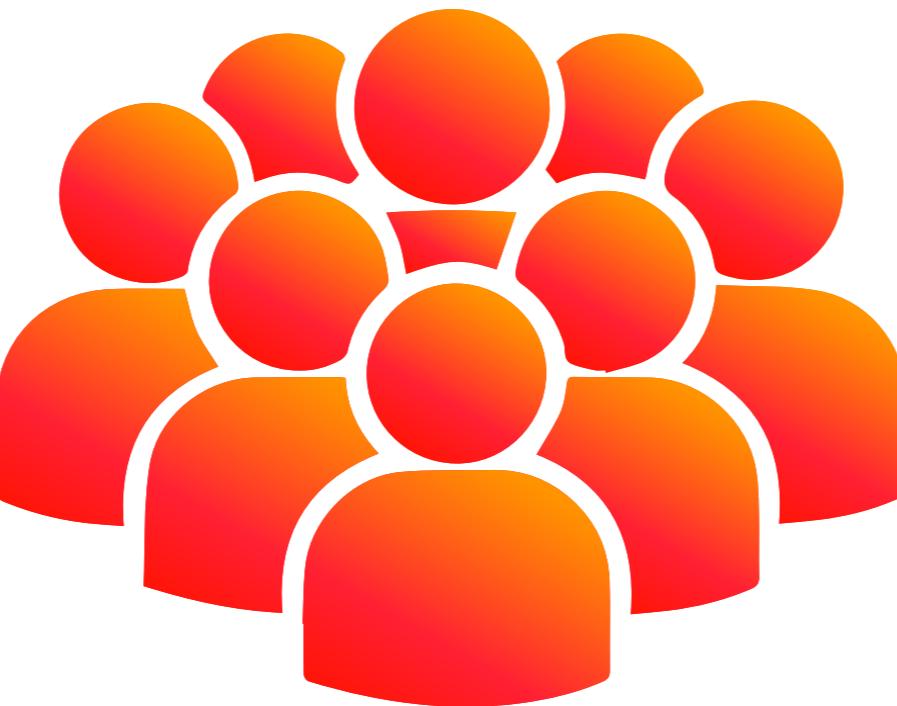


Stakeholders



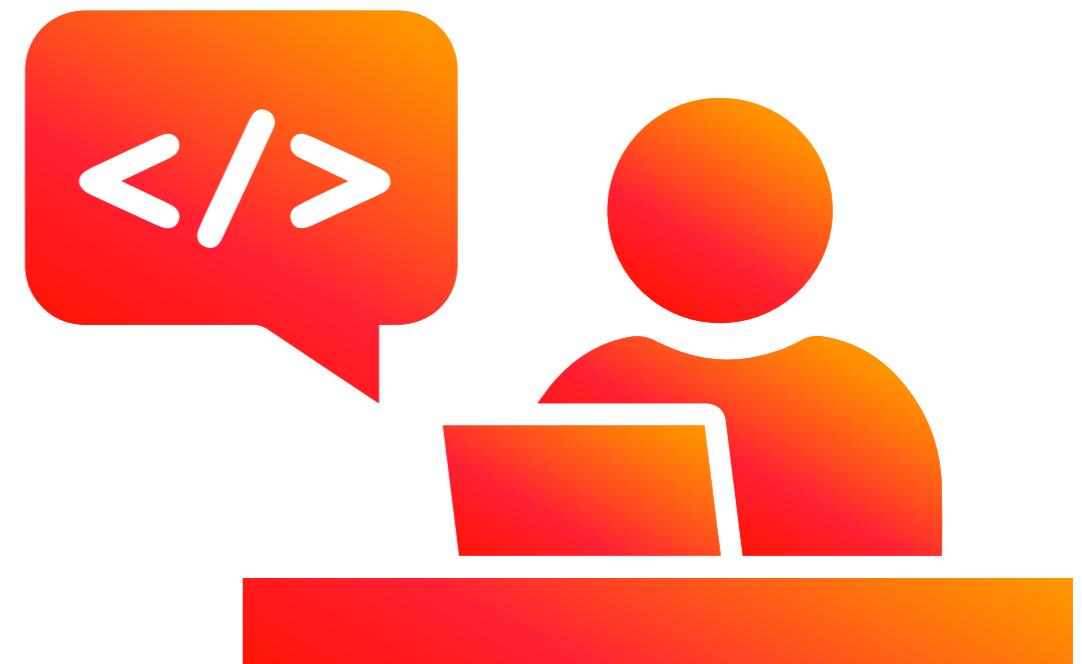
Will take the implementation & service decisions.

OWNER



The ones using the service & will ensure product/service success.

CUSTOMER



Responsible for delivering the service.

DEVELOPER

Competitive Analysis

Service	Competitor 1	Competitor 2	My Product/ service
Pre-booking of seat	Via Phone call	Via Zomato/ Swiggy	Restaurant personalised interface where they can get live update of how many seats are free and which seats are currently occupied
Pre-ordering the food	Via Phone call	-----	Using the interface one can get the menu card on the page and pay and order the food beforehand
Ordering something out of menu	-----	-----	Provides flexible way of pre-informing the chef via app/website for the customised food

Constraints & Challenges

Extra maintenance cost and more work load

Implementation of Service increases investment cost for owner.

Some people may ask to make a dish which the chef might be unaware of

Too many pre orders might create problems for the chef to handle pre-orders as well as live orders.



Sometimes people will pre-book a seat and then comes late or won't come at all

Key Tasks

Online

Opening the application/ website

Entering the location

Going through the menu available or customizing it

Choosing the quantity, size and add-ons

Payment

Receive the order

Enjoy the meal (at home/ restaurant)

Offline

Entering the store

Finding a table

Going through the menu booklet or customizing it

Choosing the quantity, size and add-ons

Receive the order

Enjoy the meal

Payment



Concept

Sparrow

What consumers expect from a restaurant experience certainly varies depending on the restaurant type, but there are some fundamentals that separate the great restaurant experiences from the forgettable ones.

In today's world, it's hard to balance all of this together, which is why an external app is required to share the load and boost the user's overall experience. For example, booking a seat in a popular restaurant is a big deal nowadays. Most of the time people have to go back as all the tables are already occupied.

With Sparrow, you can easily book a seat of your preference at any time in your favourite restaurant. The customer does not have to make phone calls to confirm the reservation. He/she can get a mail/message on the app, confirming his/her reservation. The app allows you to look at the services of a restaurant any time they want. There is no constraint of time and availability of attendants as all the information is available online. You can read all the reviews of other patrons of the restaurant. This allows you to make a value judgment on whether you will like to visit that restaurant or not. It gives you the option of location-based meals. If there are more than one outlet, then you can get push notification for any new deals on any dishes when you are near one of the outlets.

In India, we have people who follow different religions, and keeping this thing in mind, we decided to give it an Indian touch where you could personalize your dish by choosing the right amount of spices, quantity or add-ons.



We Understand Your Pain....

What would make Sparrow stand out from its competitors is the feature that allows you to see the exact dish on the screen that will be served in the restaurant. It will help you pick the correct dish for you, and it will also give you an accurate picture of the quantity. In this digital world of expectations Vs. reality a feature like this could help a lot of people.

How will it benefit the Restaurant Owners?

It will give the owner advance information regarding how many people will come and at what time.

This will help them make the dishes as per the advanced booking that is done through the restaurant app, reducing food wastage as well as minimizing the chance of customer refusal due to non-availability of food.

It will help the owner to reduce the chance of open tables, thereby reducing their cost and improve profit margin. It allows the owner to promote the loyalty program wherein a regular customer gets special discounts as well as priority on any reservation and order. This, in turn, will help them to get repeat customers. It allows them to engage with the customers in a more personalized way by offering them with food that they want, providing outstanding service, friendly atmosphere that makes them feel comfortable and relaxed, and so on.

In this way the overall experience of the user can be improved.

Wireframes

A wireframe is used to layout content and functionality on a page which takes into account user needs and user journeys

Create a new account

Full name

Email

Password

Register Now

Already have an account ? [Sign In](#)

By registration, I agree to the [Terms of Use & Privacy Policy](#)

Or sign up with

 Facebook

 Google

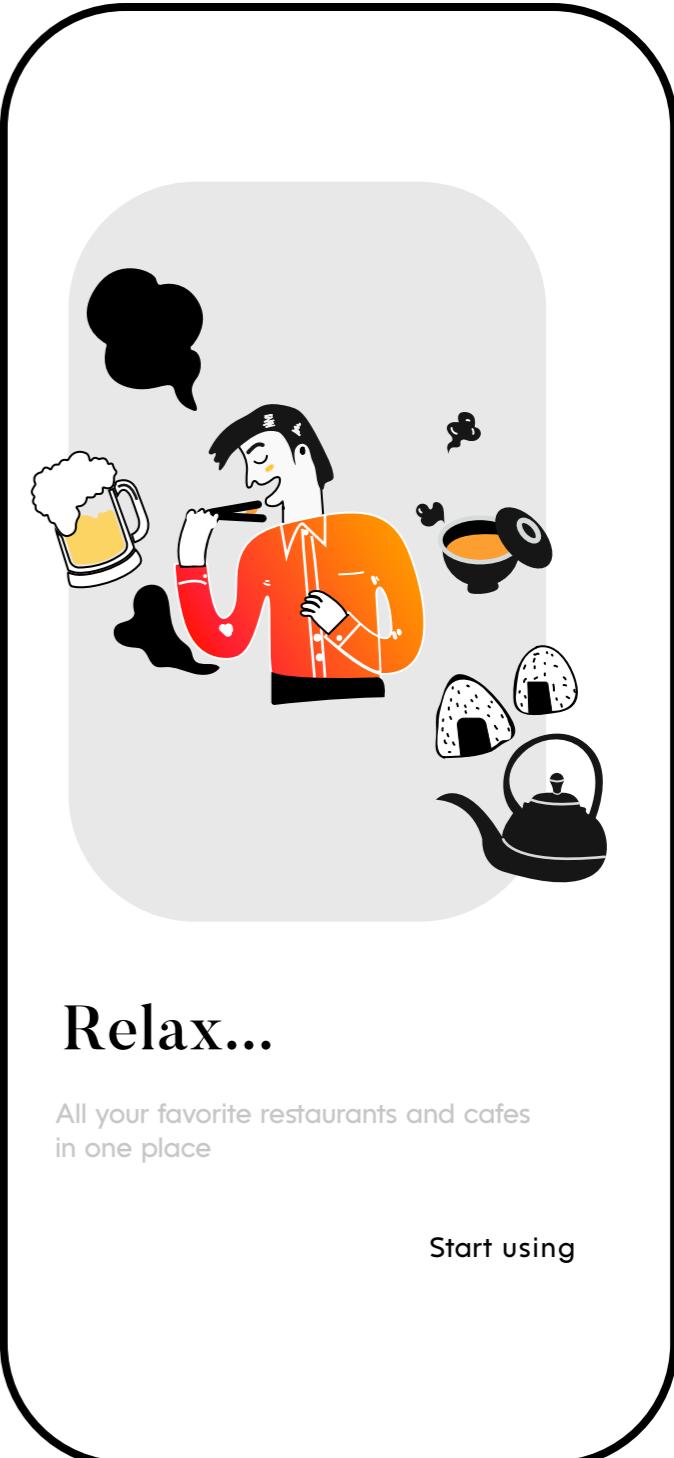
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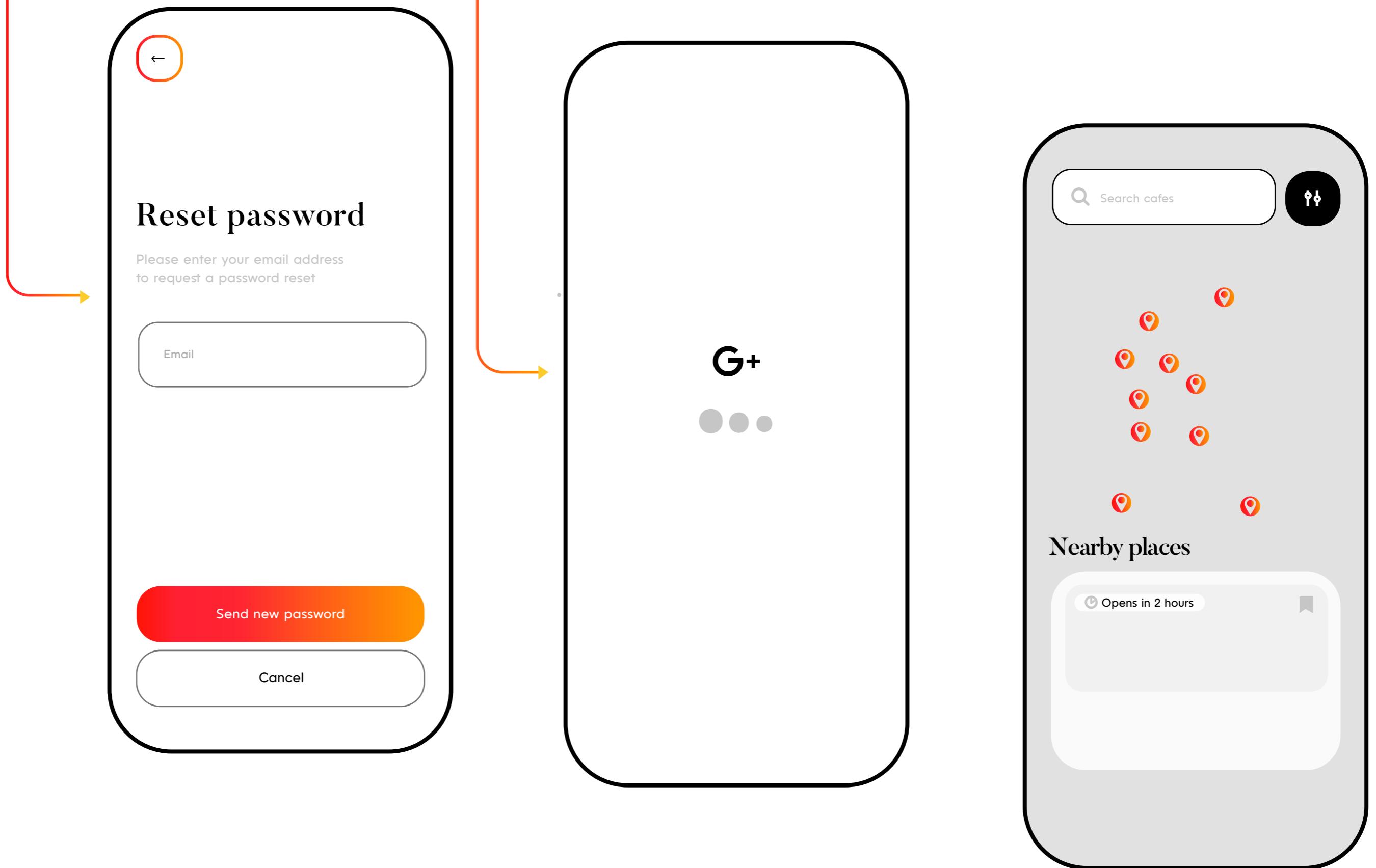
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Cancel

Accept all





Initial Concepts

According to WRAP (the Waste and Resources Action Programme), the food sector produces 400,000 tonnes of avoidable food waste each year. Common causes of food waste in restaurants include overbuying, overproduction, and spoilage. Overbuying is often a result of inadequate forecasting of consumer demand and the large quantities of food that restaurants typically need to purchase at one time. Keeping our focus on this topic, we came up with an idea where the leftovers at a restaurant could be given to any NGO who would feed the needy. Leftovers like animal bones could be given to the street dogs. At the end of the month each restaurant will be rewarded with points depending on the contribution made by them. These points will help them gain a status in the society and help in the overall marketing process.

Drawback:

The focus would shift from the user's experience to the staff's experience/the owner's experience

It's difficult to maintain the records of so many restaurants and to tie-up with an NGO



Off the Menu

If you order something in a restaurant and it's off of their menu, all of a sudden, the overall experience at the restaurant is affected. It's difficult for humans to compromise, specially when it comes to food.

To avoid this, we came up with an idea, wherein, you could pre-order your meal, with all the necessary instructions with an option to get something which is off the menu. This would help the restaurant maintain its customers and make the overall experience better for the customers.

Introduction to User Experience

UX3001

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