



Disciplinary

User Experience Design

CS3004

Assignment 1

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❖ Problem Statement:

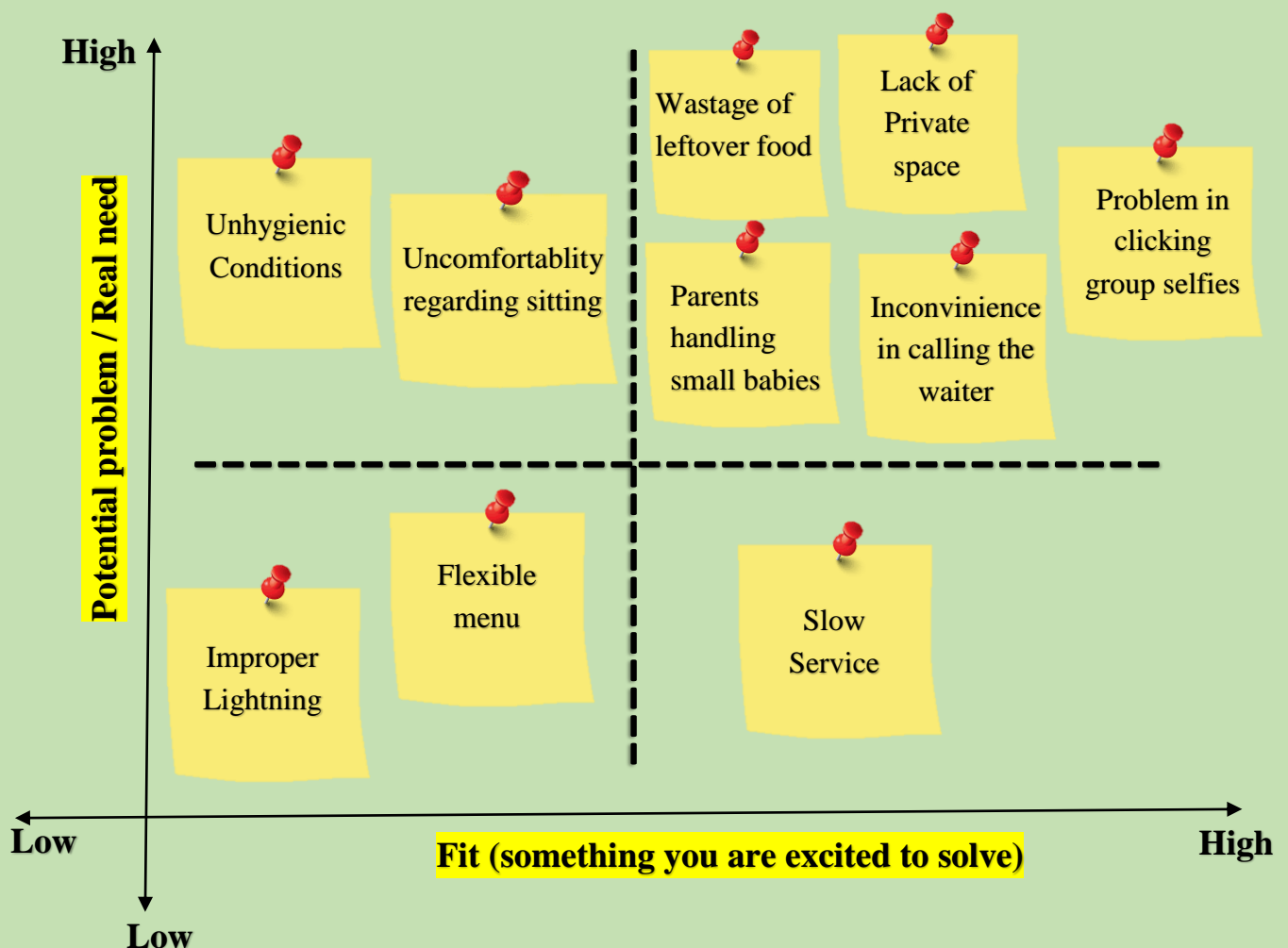
The unpleasing experience in the restaurants.

❖ Brainstorming:

The list of following problems came out after the brainstorming session.

- 1) Lack of Privacy or personal space.
- 2) Pricing of dishes.
- 3) Unhygienic conditions of restaurant.
- 4) Slow Service.
- 5) Inconvenience in calling waiter.
- 6) Inconvenience while clicking group pictures/selfies.
- 7) Waste of left-over food.
- 8) Mothers facing problem to handle small baby while eating food.
- 9) Improper lightning.
- 10) Uncomfortable sitting pattern.
- 11) Not having the flexibility to order the food out of menu.

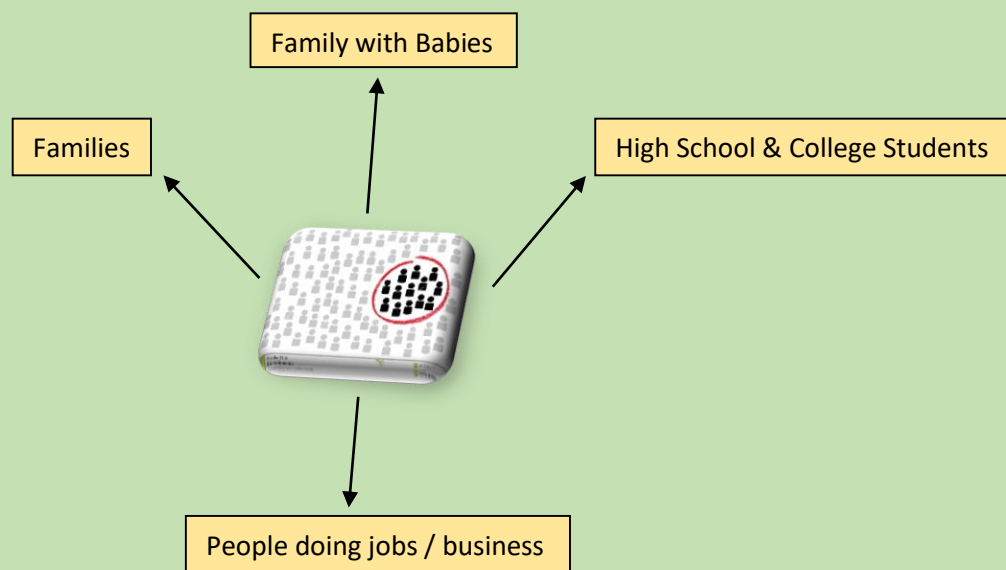
❖ Filtration (of problems):



❖ **Problem Redefined:** Upon filtering we got to know the major problems which gives end user an unpleasant restaurant experience. The following are the problems: -

- 1) Lack of private space.
- 2) Wastage of leftover food.
- 3) Inconvenience in calling waiter.
- 4) Problem handling small babies.
- 5) Problem clicking group selfies.

❖ **Target Group:**



❖ **User segments and user research (Interview):** In this part we took the interview of almost 25 homogenous group of potential customers in terms of their buying behaviour and recorded their response. Some of the interviews are listed below:

Interview 1

Salma Ansari,35 

How often do you visit restaurant and with whom?

I usually visit restaurant on monthly basis and on occasion, most of the time I go with my friends (kitty parties) and with my son and husband.

What are the things which annoys you in a restaurant?

The main thing is, I usually visit restaurant with my husband and we have a small baby so our most time gets consumed in tackling the baby, secondly there is no privacy like most of the waiters and people look at us and it feels so uncomfortable and most important is the wastage of left-over food which is so annoying to me.

What you expect from a restaurant?

Well, I think an ideal restaurant should have tasty, Hygienic food and fast service.

How often you wish to visit a restaurant but didn't go. What keeps you away?

Well, most of the times the major concern is time scarcity and hygiene.

Interview 2

Murtaza Saif, 21 

How often do you visit restaurant and with whom?

Well, I visit restaurant on weekly basis with my friends and family. Mostly the plan for visiting a restaurant is very random. It just totally dependent on my mood.

What are the things which annoys you in a restaurant?

I am happy that you asked this question, so I think the most annoying thing in any restaurant is that when you order the food and ask the waiter that how much time is left, he always replies “sir bass 10 minute” and the time always increases beyond this, so I think they should respond with a fixed time.

What you expect from a restaurant?

I expect hygienic food, hygienic environment and good ambiance matters to me. Also there should be proper lighting and yes tasty food.

How often you wish to visit a restaurant but didn't go. What keeps you away?

Hahahahaha, well to be very honest I didn't go because at times my mom that I will prepare something more delicious and healthy for you. (I will get obese that's her excuse).

Interview 3

Binyamin, 19 

How often do you visit restaurant and with whom?

I visit restaurant almost every week and usually I go with my family and friends

What are the things which annoys you in a restaurant?

Well, the most annoying thing is that I usually visit restaurant with my group so we it always happens that we say foul words to each other and talk about our personal lives so the people around just stare us as if we are aliens or as if we are talking something they never heard of. One more thing is that we usually have problem while clicking group selfies and if we ask waiter to click, we are not able to fully express our childish emotions.







What you expect from a restaurant?

The only thing I expect from a restaurant is tasty food and also fast service because it's really annoying when they delay they give one thing especially main course and make us delay for chapattis in every round.

How often you wish to visit a restaurant but didn't go. What keeps you away?

Well to be honest, thought of visiting a restaurant comes to my mind almost every day but the only problem is money hahahahaha.

❖ **Stakeholders:**

Category of stakeholder	Pictorial representation	Reason
1) Owner		Will take the implementation & service decisions.
2) Customer		The ones using the service & will ensure product/service success.
3) Waiter		Responsible for delivering the service.
4) Chef / kitchen staff		Responsible for performing the service.
5) Delivery person		Responsible for delivering the service.
6) Raw food Vendors or product supplier		Service/product provider

❖ Customer Personas:



Sheikh Salma

Personality

Organised

Bold

No-nonsense

Demographic	Female, 35 ,Married , Chartered accountant, lives with Husband in Ujjain.
Background	Salma is an introvert and enjoys her own space, she has significant discretionary income and often visits restaurants with her acquaintance.
Needs	Eats out on occasions ,kitty parties and for her privacy or personal space matters the most , some solution for handling her baby.
Goals	Saving time , eating healthy , finding healthy food for her baby too.
Frustrations	Slow Service, Salma 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.



Nipun Patel

Personality

Friendly

Easygoing

Curious

Demographic	Male, 21 ,single , Unemployed Student, lives with parents in Ujjain.
Background	Nipun is bon-vivant and street smart and often travels and tries new food. Nipun regularly influences friends to try new restaurants he likes.
Needs	Eats out on weekly basis and needs high quality , hygienic food and also needs attention and warm gratitude's from restaurant staff.
Goals	Saving time , eating healthy , companion to go with.
Frustrations	Calling a waiter again and again by some annotations ,Lack of attention.
Perceptions	Prefers a lively atmosphere with young crowd.
Motivation	Views eating out a fulfilling hobby, Share photos of meal on social media.



Binyamin Khan

Personality

Cheerful

Charming

Lazy

Demographic	Male, 18 ,single , Unemployed Student, lives with parents in Ujjain.
Background	Binyamin is an Extrovert, young and tries childish acts.
Needs	Hygienic, tasty and fast service.
Goals	Eating fine cuisine , Enjoying with friends
Frustrations	Calling a waiter ,problem clicking selfies
Perceptions	Prefers a comfortable space with his own acquaintance.
Motivation	Moderate price of food , Share photos of meal on social media.

❖ Constraints & Challenges:

Needs to know the configuration of restaurant before implementation.

Some parents won't find it suitable to make their children stuck in some kind of belt/seat.

Constraints & Challenges

Implementation of products increases investment cost for owner.

Insecurity of product damage or steal.

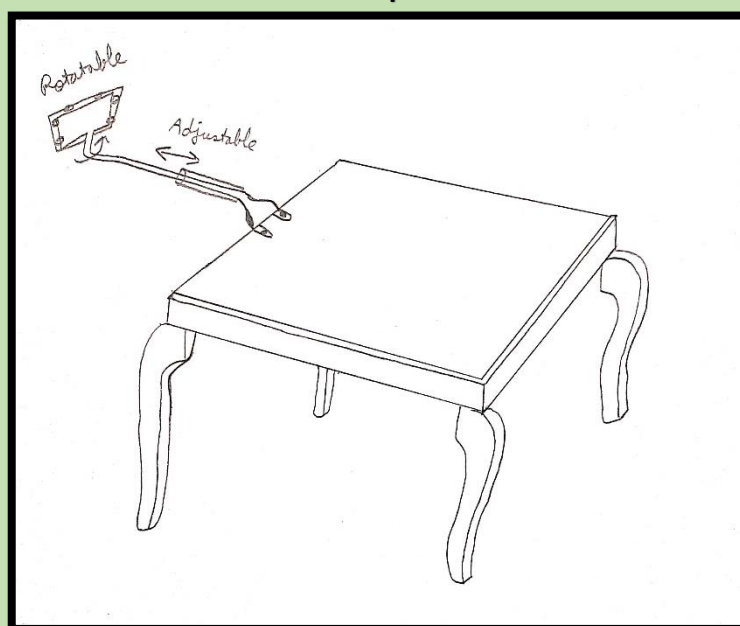
Extra maintenance cost and more work load.

❖ **Competitive analysis:**

Service	Competitor 1	Competitor 2	My Product/service
Calling waiter	Vocally	Ringling bell	Light glows at the place where end user wants the waiter to come.
Personal Space/atmosphere	-----	Big side walls	Rajsthani thick designer curtains which also acts as sound absorbers
Left-over food management	Throwing away in bins	Giving it to the poor	Making a reduction of 10% in bill if customer doesn't leave food
Handling small babies	-----	They provide some toys	An elastic belt attached to chair (like seat belts in car)
Clicking of pictures / selfies	-----	----	Attached selfie rod to the table or side wall.

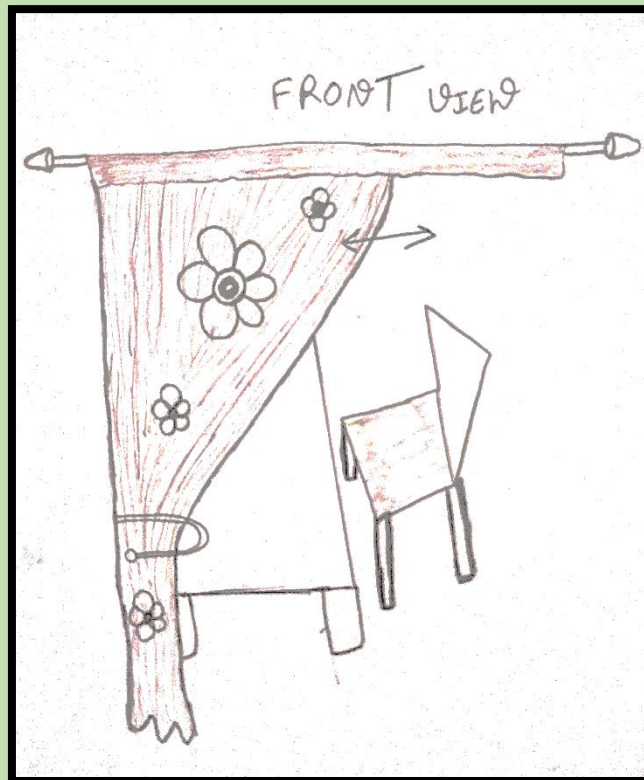
❖ **Conceptual Sketch:**

Concept 1



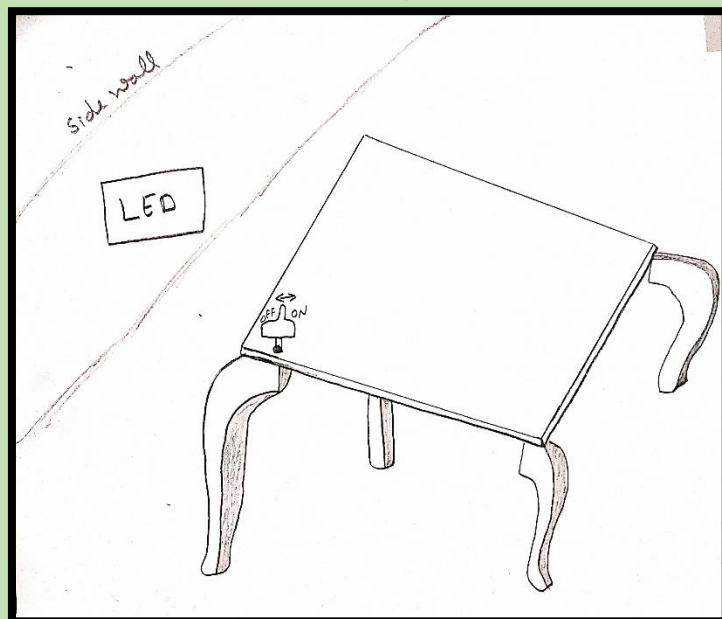
Adjustable & Rotatable selfie rod attached to the Table in which the user can fix their phone and conveniently take selfies

Concept 2



Designer curtains on some selected desk which are easy and cheap to implement. Also using thick curtains so that they can absorb more sound.

Concept 3



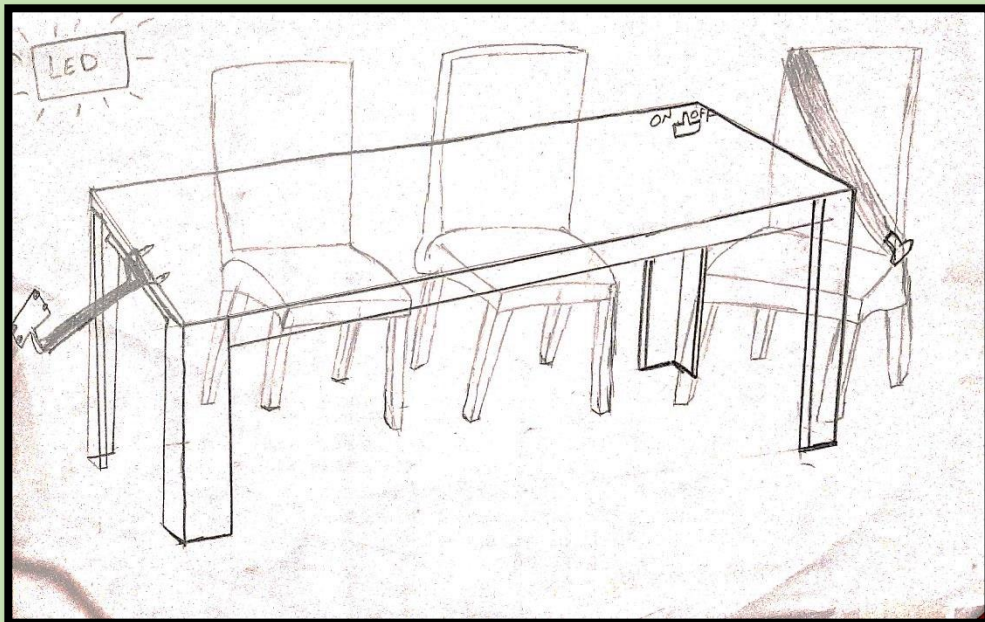
ON-Off switch button attached to wall LED, Everytime you want to call the waiter just ON the switch and the LED attached to you wall(beside your) desk will glow.

Concept 4



Durable, thick and adjustable elastic belt (similar to ones used in cars). It can be used for the small babies to keep them stable on chair, also it will ensure safety for the baby and will be convenient for the parents too.

❖ Final Concept:



Value Proposition Statement: For the food lovers, The X.Y.Z is the brand of restaurants that delivers the hygienic, fast and mouth watering food to your comfortable space because for us customers time, health, preferences and comfort matters the most.