

Interactive Menu

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Interactive Media Design

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Ontario Centres of
Excellence



School of
Media & Design



Applied Research
& Innovation



Transparent Kitchen

Transparent Kitchen has built a platform and ecosystem of services that is enabling restaurants to increase revenue.

Transparent Kitchen converts online interests into real diners, establishing lifetime customers by connecting them to both the restaurant's and their suppliers' products through their digital menu and marketplace.

The Team



Beau Bouchard
Team Lead



Lana Smith
Second Contact



Angelo Destro
Lead Designer



Hajer Al-Ahmadi
Research Head

Project Objectives

The Interactive Menu Design will allow Transparent Kitchens to Seek out corporate clients and have them use this menu on there site.

It is designed in a way to which it can be readily changed to meet the visual style of the current client they are seeking partnership with.

The current style being applied is for Craft Beer Market.

Personas



Name: Jenna Wood

Age: 23

Education: College

Profession: Entrepreneur

"The best time to plant a tree was 20 years ago. The second best time is now."

Key Characteristics:

- Has been a vegetarian for most of her life
- Cares deeply about the environment
- Would rather communicate face to face

Personas



Name: Meg Ryan

Age: 27

Education: University

Profession: Teacher

"The art of teaching is the art of assisting discovery."

Key Characteristics:

- Goes out for dinner a lot
- Enjoys being social
- Loves to try new food

Personas



Name: Ben Lane

Age: 35

Education: College

Profession: Accountant

"It is better to fail in originality than to succeed in imitation."

Key Characteristics:

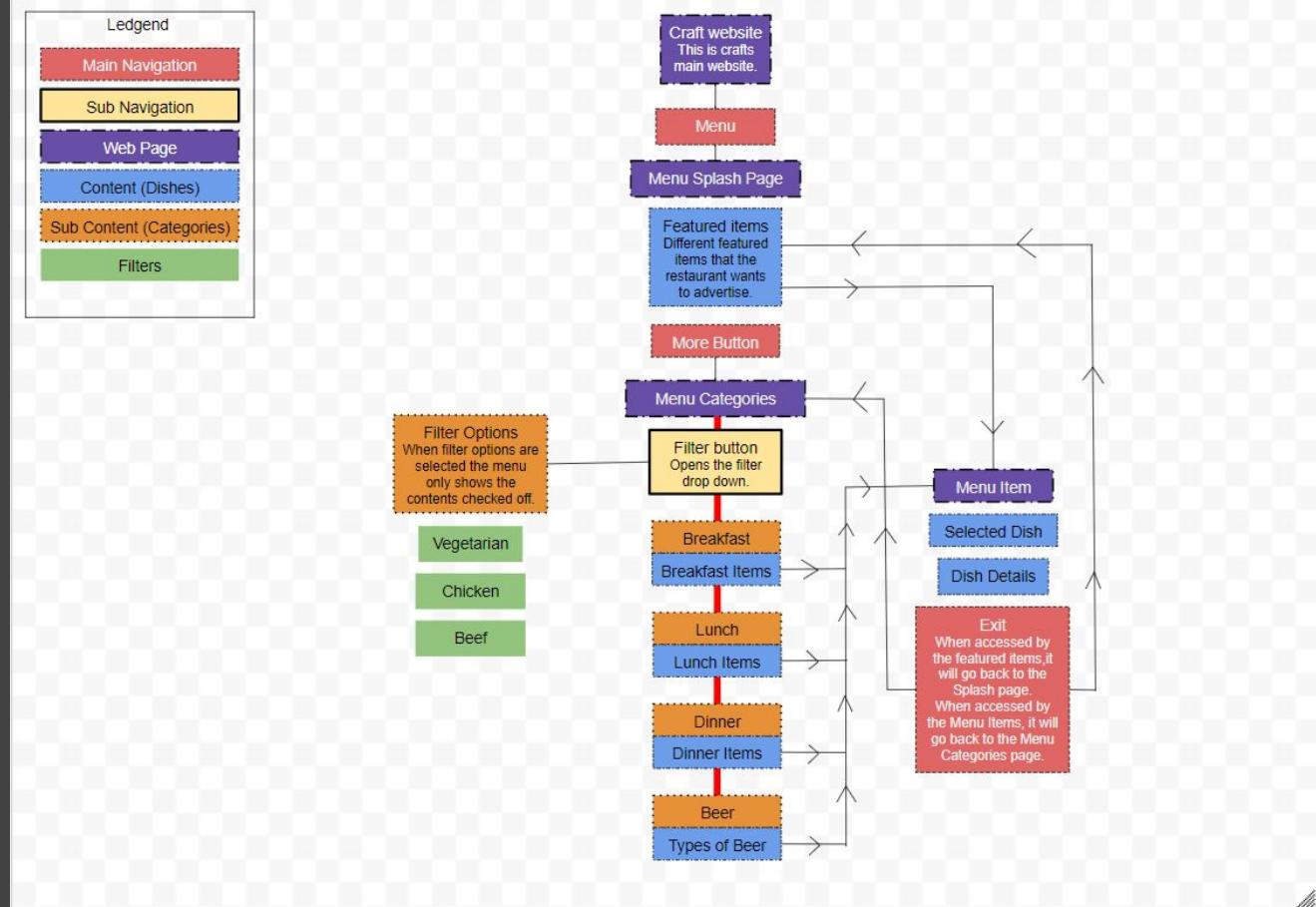
- Likes to go out with friends on the weekends
- Works a lot when his "off the clock"
- Does not like having to wait

User Stories

Template: As a <type of user>, I want <some goal> so that <some reason>.

As a Vegetarian, I want to be able to easily filter a restaurant's menu so that I can find meals that would suit my lifestyle

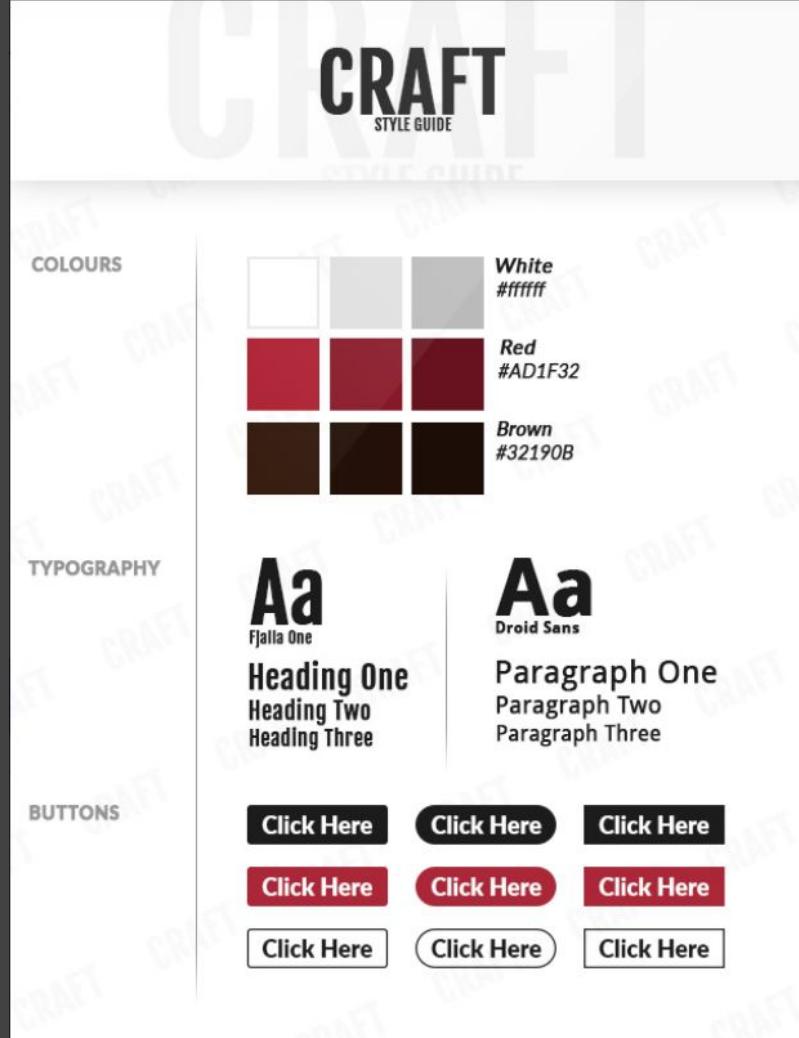
Site Map



Mood Board



Style Guide



The image shows a style guide mockup for a brand named 'CRAFT'. The top section features the 'CRAFT' logo with the word 'STYLE GUIDE' underneath. Below the logo, there are three main sections: 'COLOURS', 'TYPOGRAPHY', and 'BUTTONS'. The 'COLOURS' section displays a color palette with four swatches: White (#ffffff), Red (#AD1F32), Brown (#32190B), and a dark gray/black swatch. The 'TYPOGRAPHY' section shows two font examples: 'Aa' in Fjalla One and 'Aa' in Droid Sans. Underneath each font example, there are three heading and paragraph samples. The 'BUTTONS' section displays a grid of nine rectangular buttons, each containing the text 'Click Here'. The buttons are arranged in three rows: the first row has three solid black buttons; the second row has one red button and two black buttons; the third row has three white buttons with black outlines.

CRAFT
STYLE GUIDE

COLOURS

White
#ffffff

Red
#AD1F32

Brown
#32190B

TYPGRAPHY

Aa
Fjalla One

Heading One
Heading Two
Heading Three

Aa
Droid Sans

Paragraph One
Paragraph Two
Paragraph Three

BUTTONS

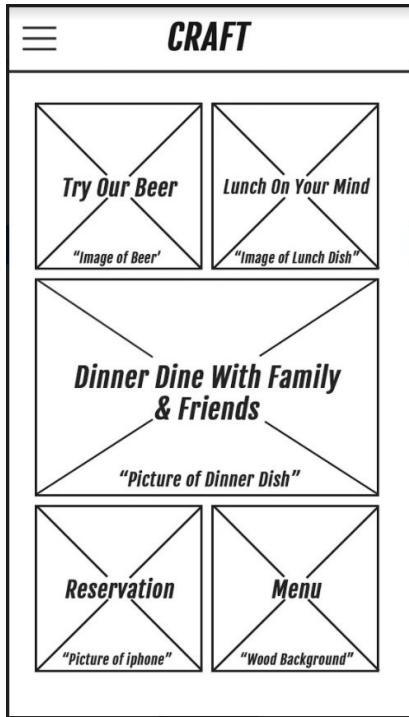
Click Here **Click Here** **Click Here**

Click Here **Click Here** **Click Here**

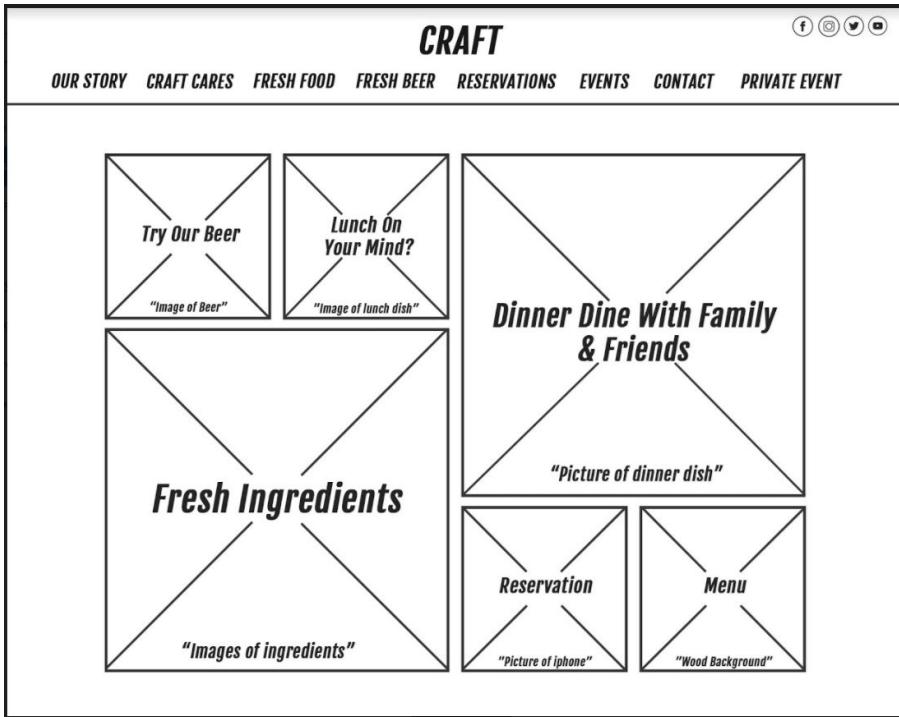
Click Here **Click Here** **Click Here**

WireFrames: Homepage/Splash Page

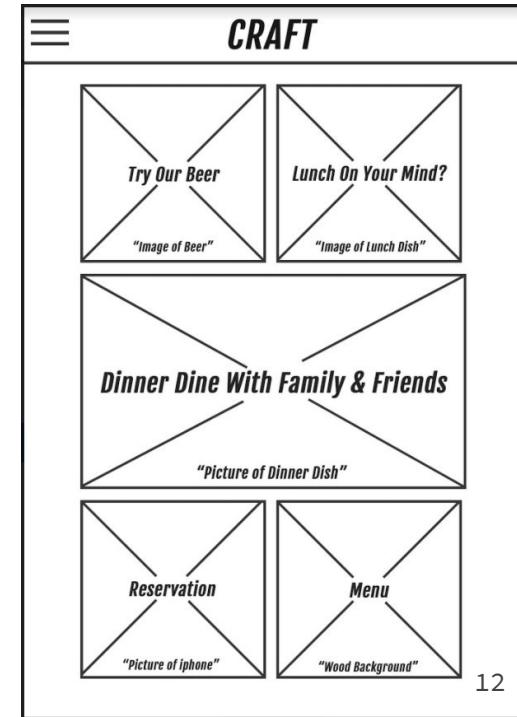
Phone



Desktop

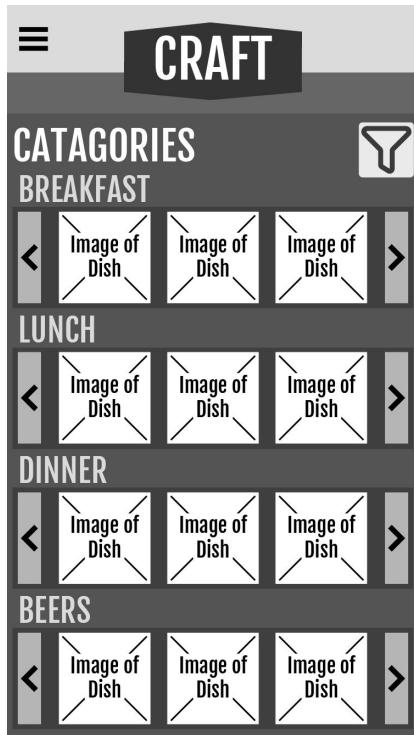


Tablet

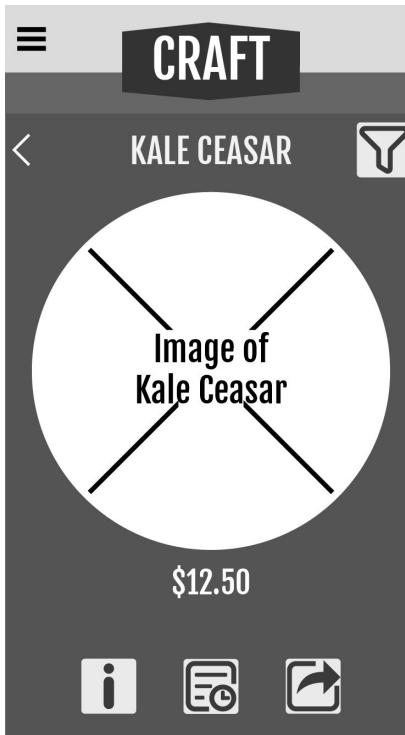


WireFrames: Mobile First Design (phone)

Menu Page



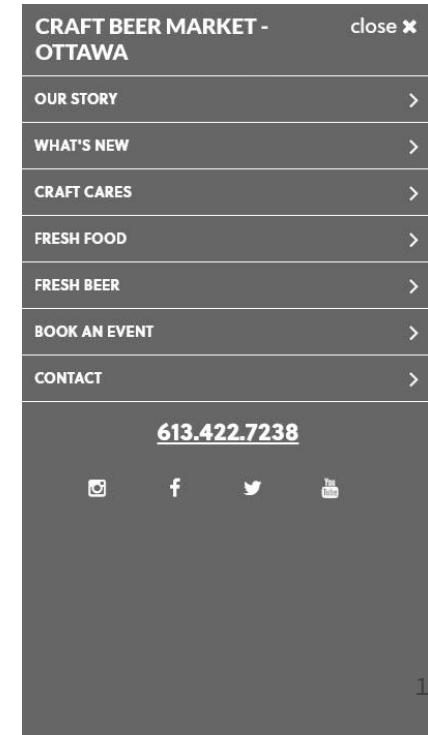
Dish Item Page



Dish Item Page(info)



Navigation



Visual Design

Homepage

Phone

Current Design



Our Design



Visual Design

Menu Page

Phone

Current Design

The current design features a top header with the Craft Beer Market logo. Below it is a promotional banner for "Burgers, Sandwiches & More" with a note about gluten-free options. The main content area displays four menu items with small images and descriptions:

- Crispy Chicken Sandwich**
Naturally raised chicken fried American style drizzled with hot sauce and maple syrup on a house made bun with lettuce, slaw, and house made pickles. \$16.50
- Steak Sandwich**
Naturally raised 6oz. sirloin on house made focaccia with chipotle aioli, topped with a Belgian dubbel beer butter. \$21
- Baja Fish Tacos**
Ocean Wise fish spice rubbed and grilled served with fresh cabbage, pico de gallo and CRAFT signature hot sauce. \$17.25
- Crispy Grilled Cheese & Bacon Sandwich**
Sliced french bread stuffed with bacon, brie and aged cheddar, served with a house made tomato jam. \$16.50

Our Design

This design follows the same structure as the current one, with the Craft Beer Market logo at the top. It includes a back button, a filter icon, and sections for Breakfast, Lunch, and Dinner. Each section contains three items with corresponding images.

Our Design

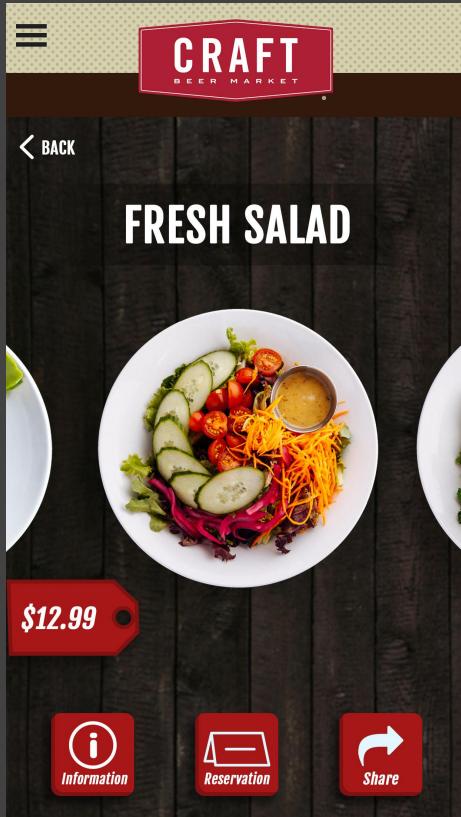
The final design adds a vertical sidebar on the right side of the screen. This sidebar lists categories such as Vegetarian, Chicken, Steak, Salads, Pasta, Soup, Dessert, Sandwiches, Appetizers, and Gluten-Free. The main content area remains consistent with the previous designs, featuring the same sections and item descriptions.

Visual Design

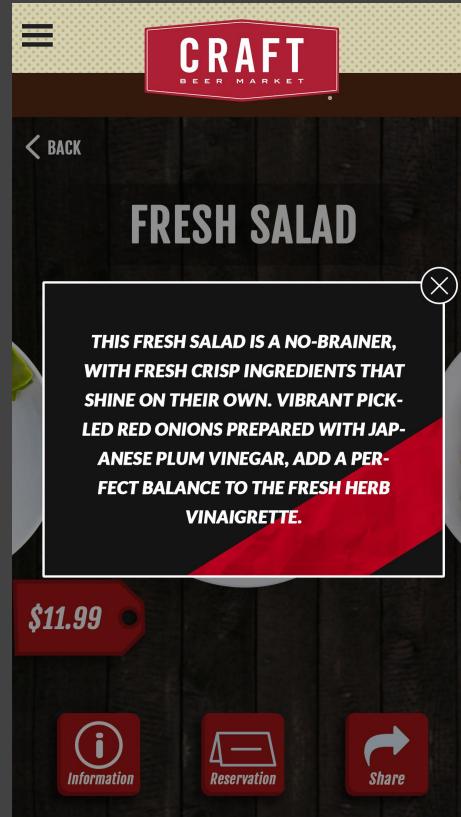
Dish Item Page

Phone

Our Design



Our Design



Visual Design

Beer Navigation

Phone

Current Design



Our Design



Visual Design

Beer Menu

Phone

Current Design



Our Design



Visual Design

Beer Menu

Phone

Current Design



Our Design



Visual Design

Desktop

Menu Page

The screenshot shows the Craft Beer Market website's menu section. At the top, there's a header with links for 'NEAREST LOCATION DETECTED: OTTAWA', 'RESERVATIONS: 613.432.7238', 'CRAFT BEER MARKET' logo, 'GET THE LATEST NEWS!', 'SIGN UP', and social media icons for Facebook, Twitter, and YouTube. Below the header is a navigation bar with links for 'OUR STORY', 'WHAT'S NEW', 'GIFT CARDS', 'CRAFT CARES', 'FRESH FOOD', 'FRESH BEER', 'BOOK AN EVENT', and 'CONTACT'. A secondary navigation bar includes 'APPETIZERS', 'SOUPS & SALAD', 'BURGERS, SANDWICHES & MORE', 'FLATBREADS, BOWLS & PASTAS', 'HOUSE FAVOURITES', 'DESSERTS', 'HALF PINTS (6IDS)', and 'BRUNCH'. The main content area features a grid of food items categorized by meal type: BREAKFAST, LUNCH, and DINNER. Each category has four items shown with small images and names: GREEN BEAN, FRESH SALAD, BEAN SPROUT, and another FRESH SALAD in the BREAKFAST row; MEAT SPROUT, BEAN SPROUT, FRESH SALAD, and BEAN SPROUT in the LUNCH row; and BURRITO, SPINACH PASTA, NACHOS, and SPINACH PASTA in the DINNER row. At the bottom, a call-to-action button says 'CLICK HERE TO VIEW OUR BEER MENU' with two images of beer glasses.

Visual Design

Tablet

Menu Page



The image shows a mobile menu page for 'CRAFT BEER MARKET'. At the top right is a red hexagonal logo with the word 'CRAFT' in white and 'BEER MARKET' below it. To its left is a black vertical menu icon with three horizontal lines. On the far right is a 'FILTER' button with a magnifying glass icon. The background has a dark wood-grain texture.

BREAKFAST

-  GREEN BEAN
-  FRESH SALAD
-  BEAN SPROUT
-  FRES

LUNCH

-  MEAT SPROUT
-  BEAN SPROUT
-  FRESH SALAD
-  BEAN

DINNER

-  BURRITO
-  SPINACH PASTA
-  NACHOS
-  SPINA

**CLICK HERE TO
VIEW OUR BEER
MENU**

At the bottom center is a white rectangular button with a black border. Inside, the text 'CLICK HERE TO VIEW OUR BEER MENU' is written in bold, uppercase letters. To the left of the text is a small image of a beer glass with the word 'CRAFT' on it, and to the right is another small image of a beer glass with the word 'CRAFT' on it.

User Testing Demographic

GENDER	AGE	OCCUPATION	TECH LEVEL
Female	23	Int. Business	4/5
Male	20	Accountant	4/5
Female	23	Administration	3/5
Male	30	Retail sales	3/5
Male	50	Retail Manager	2/5
Female	33	Teacher	4/5
Male	26	Web Developer	5/5

User Testing Tasks

1. Navigate from the splash page to the food menu
2. From the food menu you want to filter for vegetarian options
3. Open up a specific dish item page
4. From the dish page, slide through the options and pick out something
5. After finding a dish you're interested in, try and find more information about it
6. Now go back to the food menu
7. From here navigate to the beer menu
8. Select the option to view all the ales
9. Pick something on the menu that looks good and find some information about it
10. Go back to the splash page

User Testing And Analysis

Task Evaluation

Hallway User Testing	Lab User Testing	Work Efficiently	Need to be solved
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Tasks/Users	User 1	User 2	User 3	User 4	User 5	User 6	User 7	Total
Navigating to menu Page	8	9	5	9	10	6	10	57
Finding dish item information	8	6	9	7	9	9	9	57
Navigating to the dish Category	10	7	6	7.5	8.5	6	8.5	53.5
Navigating to the beer menu	10	10	2	10	9	5	10	56
Finding beer information	9	9	7	10	9	9	10	63
Filtering the dishes and noticing it	10	7	7	10	5	6	4	49
Navigating to the featured dishes	7	10	1	10	9	10	9	56
Swiping through the dish item page	10	10	9	7	10	3	8	57

User Testing And Analysis

Overall Success Results

- Very easy to navigate
- Visually appealing
- Enjoyed menu layout/style

Overall Issues

- Filter button is hard to see
- View Menu Button on splash page was not noticeable

Updated Visual Design

Old Design



New Design



Updated Visual Design

Old Design



New Design



Updated Visual Design

Old Design



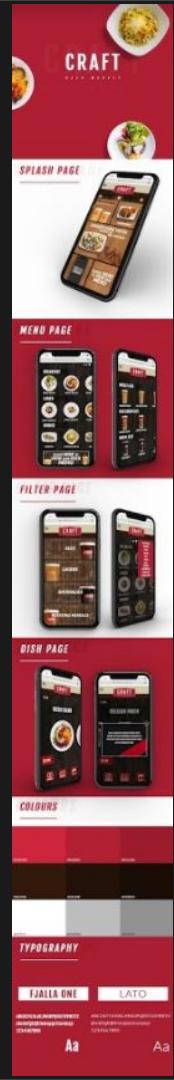
New Design



New Design



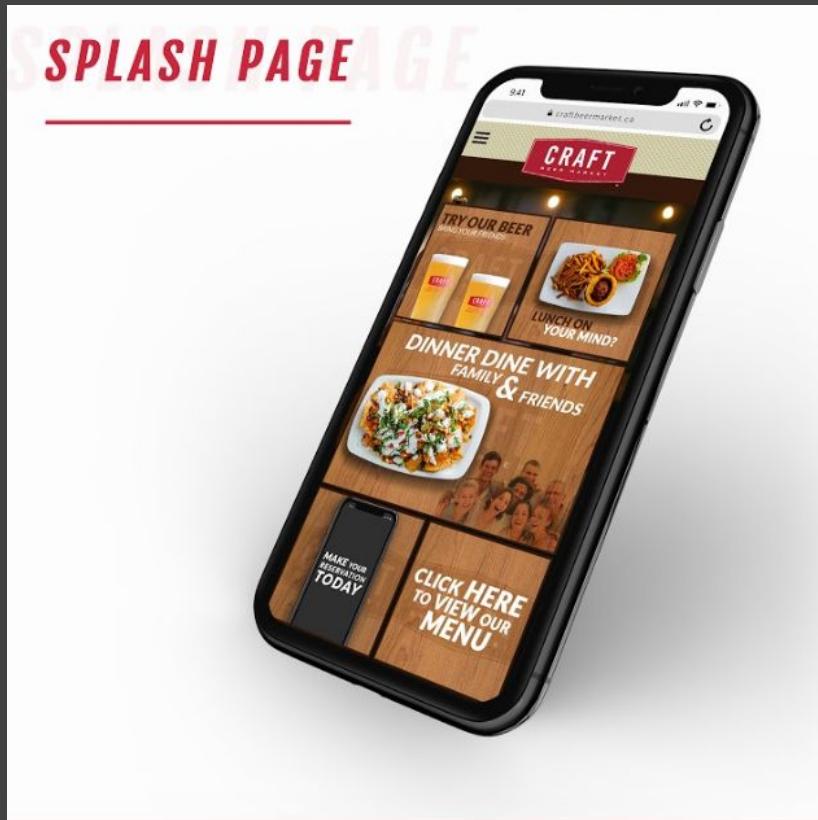
Updated Style Guide



Updated Style Guide



Updated Style Guide

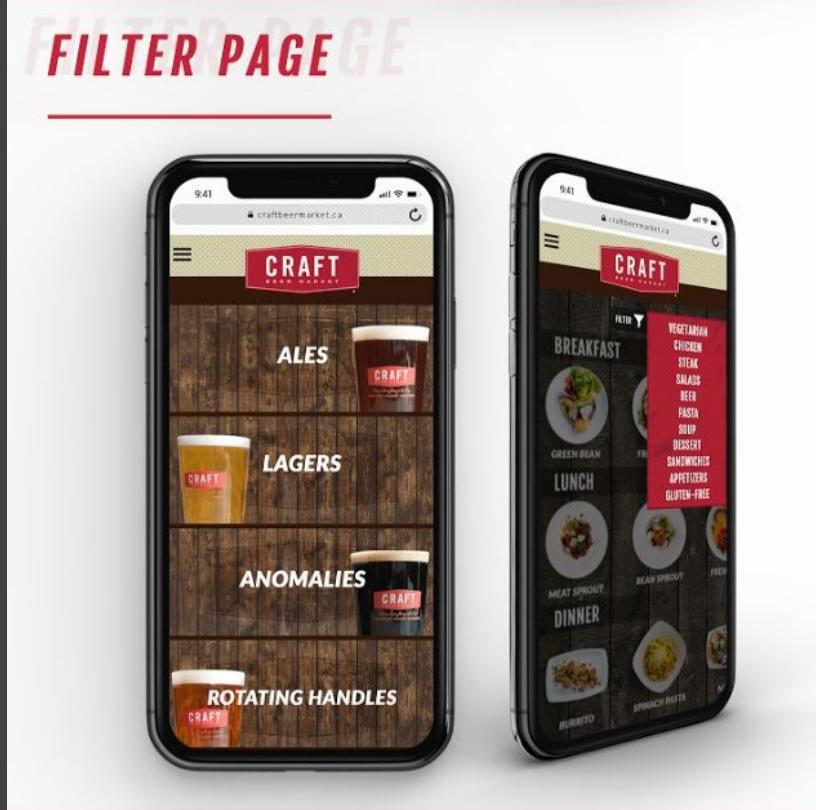


Updated Style Guide

MENU PAGE



Updated Style Guide



Updated Style Guide



Updated Style Guide



Updated Style Guide

TYPOGRAPHY

FJALLA ONE

LATO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Aa

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Interactive Media Design Program

Professors: John Kozodoj and SuCheng Lee

Team: Beau Bouchard, Lana Smith, Angelo Destro, Hajar Al-Ahmadi