# Restaurant Reviewing App

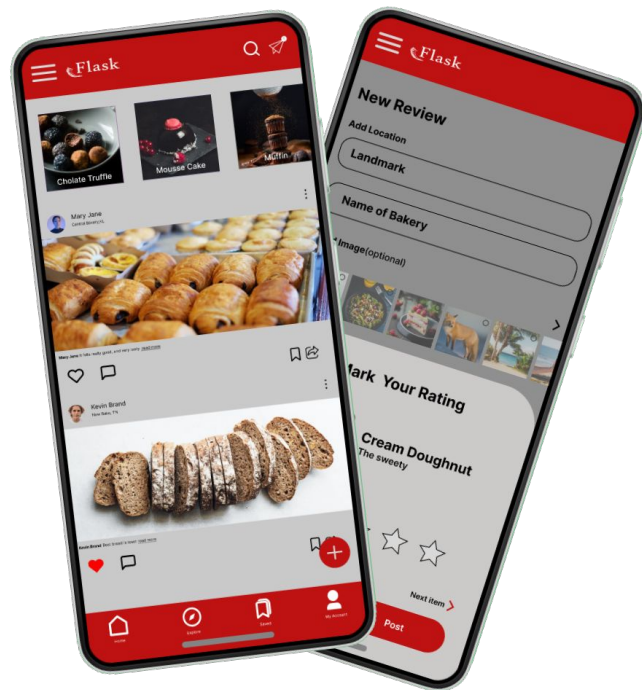**Thadevoos** M Biju

# Project overview

**The product:**

Creating a universal platform for reviewing with images and direct ordering for selected products over selected price range.

**Project duration:**

February 2023 to August 2023

# Project overview

### The problem:

There are many applications and in which we could order food but can't give a proper review on specific food and the whole restaurant, so even the  whole experience  from bakery/ restaurant.

### The goal:

The experience of ordering out and reviewing could be contemplated in the same perspective and a collective space to do multiple features under one platform.

# Project overview

## My role:

UX Designer , UX Researcher

## Responsibilities:

- As UX researcher wireframing and prototyping the needs and changes
- Interviewing the end user to service provider.
- A low fidelity design could be helpful to understand the basic outline of the project and case study.

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# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

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# User research: summary
Topic: Design a food reviewing app for your nearest bakeries.

Food delivery being the most convenient way that the people opt but as of now there are many users how order but the bakery dont have any proper food review system. I've developed the user persona and pain points of this user research.

The user group have the assumption about the restaurant review app called 'bakerview', this will connect people with reviewing in bakery with each unique item and they could choose a better option from that. This could also integrated with the ordering option like some could order directly and other whereas included in the current food ordering services like uber eats, swiggy, zomato etc.

# User research: pain points

Topic: Design a food reviewing app for your nearest bakeries.

**1**

## Pain point

Working people need some side snack to be productive at night.

**2**

## Pain point

Could choose a better option from the nearby bakeries after understanding review

**3**

## Pain point

Some people are not equipped with the technology, like older people can't be accessed

**4**

## Pain point

Customers get confused after viewing the large variety of items from different bakeries.

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# Persona: **David Mathew**

**Problem statement:**



*"System could merge many features together in one single space"*

## Goals

- To get into Senior Software Developer position
- To get a good health in stressful lifestyle
- To make everything quicker and more convenient

## Frustrations

- There is no time for cooking.
- There are many technical error and misplaced orders
- Some time much time to deliver.

### David Mathew

**Age:** 25
**Education:** Harvard University
**Hometown:** Columbus, Ohio
**Family:** Lives with his brother
**Occupation:** Software Developer

David is a software developer in a fortune company and he is living with his brother, they both are working a very stressful jobs and can't get enough time to cook their meals, ordering in is the subtle choice david always takes, but the snacks from bakery will different in quality and and taste, a proper review is not available yet. People need the honest review and before checking the food delivery, these days food delivery doesn't include reviews.

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# Persona: **Esabella Santiago**

**Problem statement:**



**Esabella Santiago**

*"Treating other like how we need to be treated"*
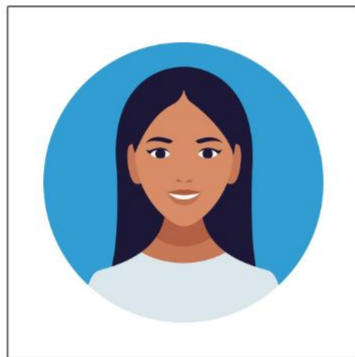
**Age:** 28
**Education:** New Mexico University
**Hometown:** Albuquerque
**Family:** Lives with her Husband
**Occupation:** Teacher at High School

**Goals**
- Getting a National Maths championship.
- If we're giving something, give them the best.
- Want to research in fourier transformation of maths.

**Frustrations**
- Get annoyed when people are too lazy.
- It's very unethical when placed order is canceled by hotels.
- Sometimes delivery boys need extra tips.

Esabella is a high school teacher and lives with her husband, She really loves maths and have a olympiad in maths, she always treat coworkers and her students during special occasion and after any achievements. Choosing a best place to buy snack is always perplexing for her. Always trying to make utilise every platform and advancement of technology.

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# User journey map

[Your notes about goals a thought process]

**Persona: David Mathew**

Goal: Ordering snacks from bakery review app

| ACTION | Selecting Snack | Find the nearest bakery sell that snack | Checking review | Find the right platform | Payment | Open for review |
|---|---|---|---|---|---|---|
| **TASK LIST** | Tasks<br><br>A. choosing snack from the list or search tab<br>B. choosing a vegetarian, vegan or non vegetarian option<br>C. Select snack | Tasks<br><br>A. allow location access<br>B. Select location<br>C. select bakery that sells the specific snack | Tasks<br><br>A. select review option in snack section<br>B. Scroll to view all the review<br>C. view images that users shared | Tasks<br><br>A. Group the item that needed to buy and move to cart.<br>B. check out the cart and select the platform. | Tasks<br><br>A. Complete the payment<br>B. get coupon or offers | Tasks<br><br>A. Users portal will be open for reviewing after payment completion.<br>B. Follow signs |
| **FEELING ADJECTIVE** | • Confused<br>• Intimidated | • Hopeful | • Confused<br>• Satisfied<br>• Dilemma | • Overwhelmed<br>• Excluded | • Relieved<br>• Glad<br>• Nervous | • Excited<br>• Confused<br>• Happy |
| **IMPROVEMENT OPPORTUNITIES** | • Improvement opportunity | • Improvement opportunity | • Improvement opportunity | • Improvement opportunity | • Improvement opportunity | • Improvement opportunity |

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# Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

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# Paper wireframes

Drafting the paper wireframe is the thing we needed to focus on, this will also make the process more easy and also get to know more refined and instant opinion could also consider, **Reviewing and Suggesting** was the key constraints of our project.



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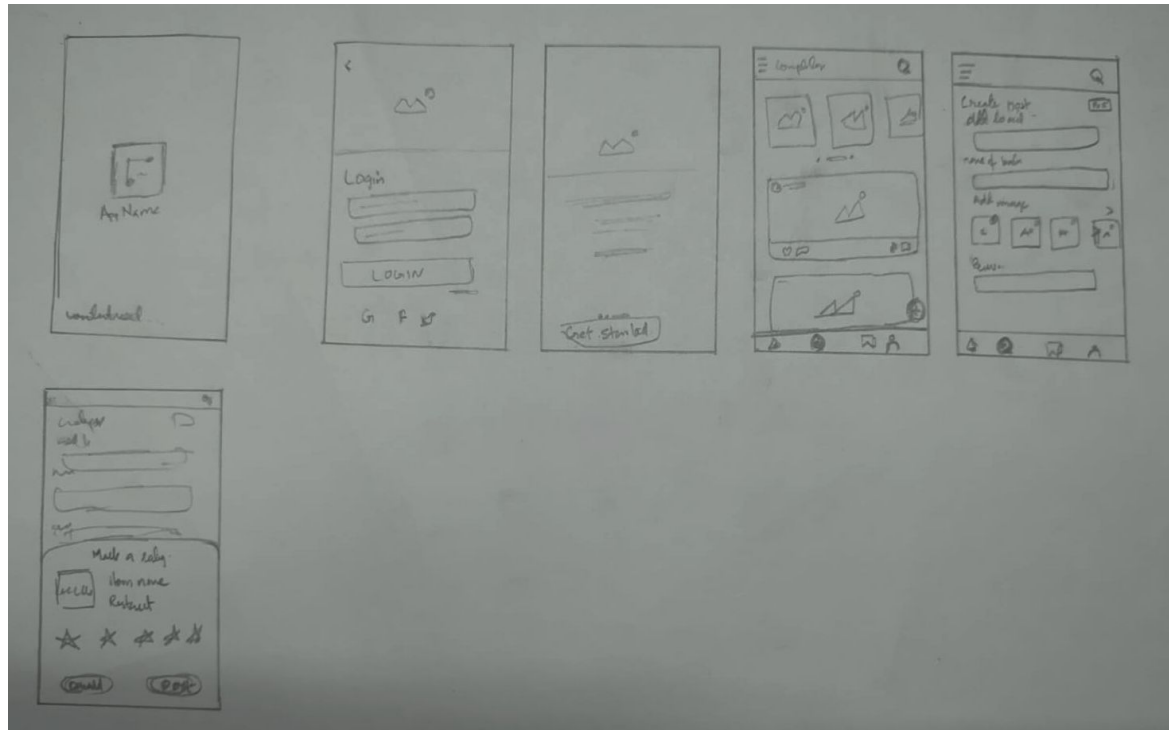
# Digital wireframes

The design inspired me
from the instagram and an
Indian food delivery app
called Swiggy, I made sure
more to worked on more
feedback and findings from
user research.

Trending item
on the locality
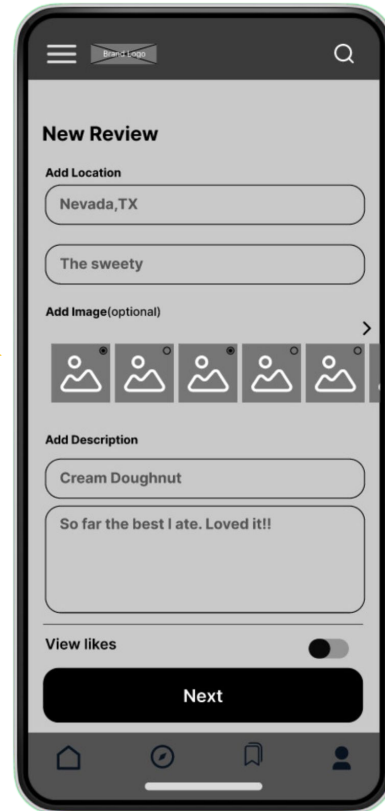feels users to
go there and
try the food

Makes a
custom feed
using user
behaviour
algorithm w
feels users t
explore mor



Cholate Truffle

Mousse Cake

Muffin

Profile Name
Name of bakery : food\, snack\...

Profile Name . Lorem ipsum dolor sit amet consectetur ullamcorper  read more

Profile Name
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Profile Name . Lorem ipsum dolor sit amet consectetur ullamcorper  read more

Profile Name
Name of bakery : food\, snack\...

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# Digital wireframes

A quick selection image of latest gallery image is fetched and displayed, this will motivate the users who are more photogenic to write review with image/GIF/Videos

Description of the element and its benefit to the user

# Low-fidelity prototype

Using a set of digital wireframes, I created a low-fidelity prototype.The prototype has connected to a primary user flow. Thus outline of BakeReview app could be easily understand.

View the BakeReiew App

Low-fidelity prototype



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# Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

## Round 1 findings

1. Some user won't add any Images

2. Most people have a tenancy to give rating but no review

3. Profile is too big and not user friendly

## Round 2 findings

1. Guest users could be added

2. Message Option could also integrate

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# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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# Mockups

[Your notes about goals and thought process]

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# Mockups

After my usability study that revealed a utmost dissatisfaction as the option button position wasn't fiting it well, after hours of reconsideration and usability study made to the conclusion to finalize amd **slide from the left hand side.**
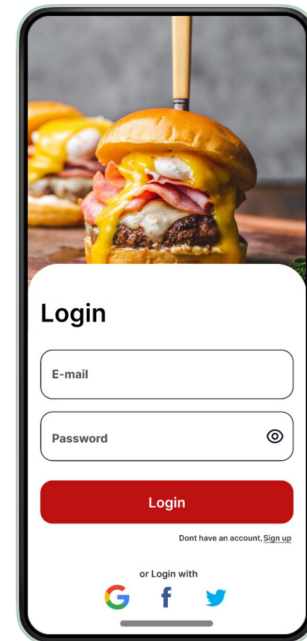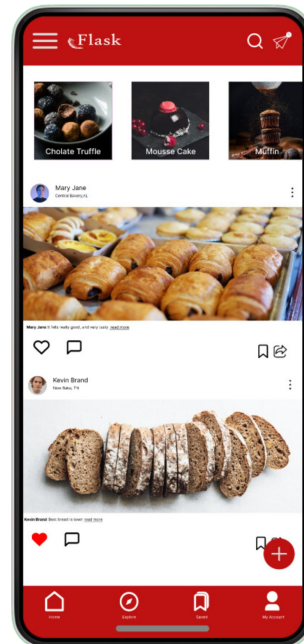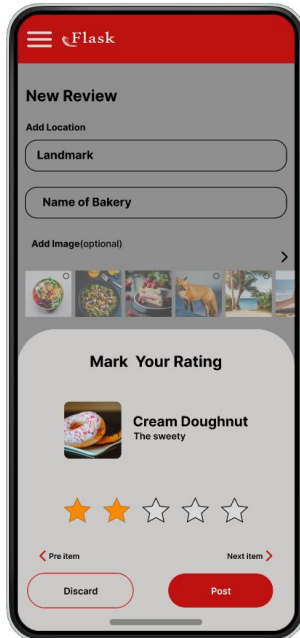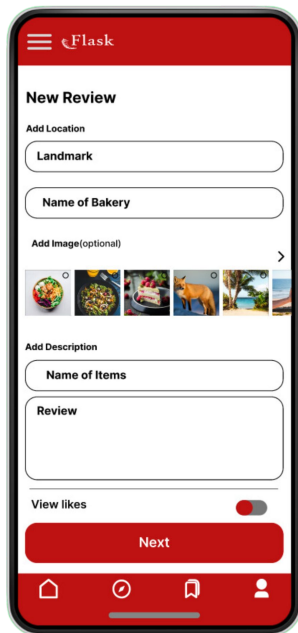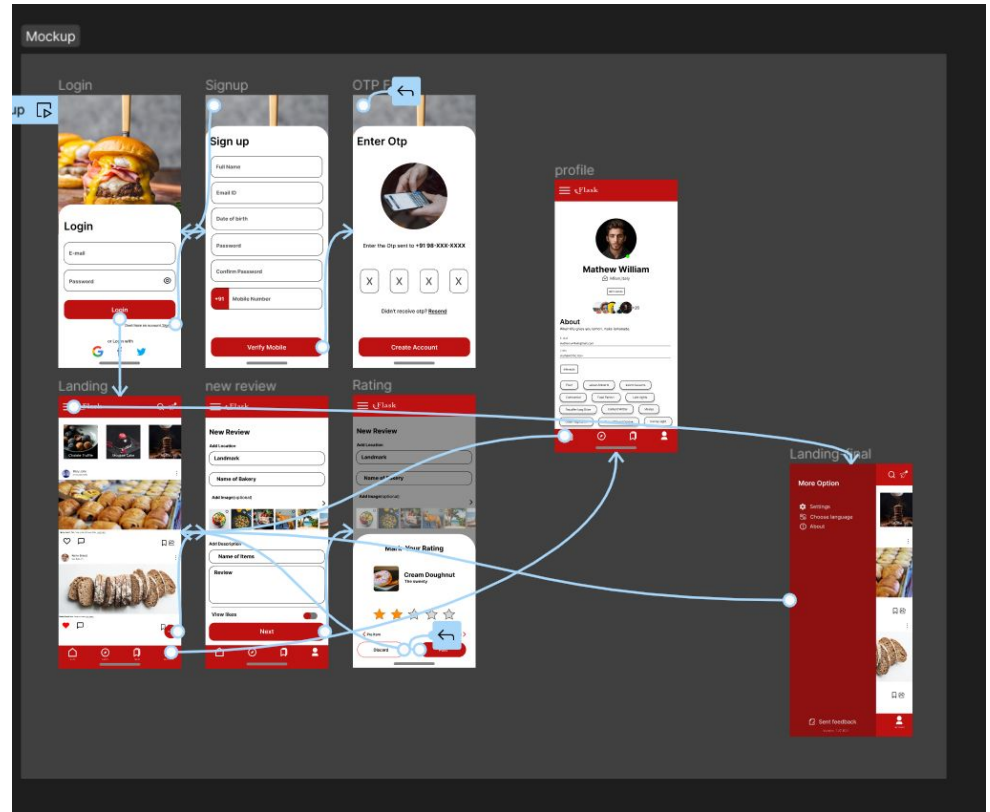
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# Mockups









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# High-fidelity prototype

The last and refined stage of the design and smooth and functional User Interface. It also met all user need and made the reviewing more convenient and enjoyable.

View the BakeReview App
[High-Fidelity Prototype](#)



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# Accessibility considerations

**1**

Icons are more accessible to help people navigate easier.

**2**

Overal app has a red and white palette which improve using the device for monochrome color blind peoples

**3**

All the more relevant buttons comes with a small and highlighted tone help people to guide a choose through.

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# Going forward

- Takeaways
- Next steps

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# Takeaways

**Impact:**

IApp really makes users feel like others opinion of what you eat will also matters.

One quote from peer feedback:
*"Never seen an app included everything including the price and more critic comments"*

**What I learned:**

While I'm designing this app, color pallet and refined designs matters more, and in a environment which agile work is more focused and our skill need to improved from what the users feels about design.

# Next steps

**1**

Conducting more round of user studying and understanding user pain points and doing a user researches.

**2**

Revision and more user testing will gives more honest user responds.

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# Let's connect!

Thanks for checking my work, if you liked it get in touch with me.

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