

RESTAURANT TIME

FINAL REPORT

**TRISTIAN NGO
SMAD 317
PROFESSOR**

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Chapter 1: Executive Summary

Many people just do not have time to cook. Fast food is definitely an option, but it really should not be the only option when it comes to satisfying your hunger. We have developed an app that will open up your food choices as, we make it easier for users to book, order, and pay for food in advance at quality Restaurants. All you have to do is show up, eat, and leave due to the power of our app. You no longer have to settle for fast food ever again. We have tested user's timing and errors and found the most efficient way to run this app.

Chapter 2: Design Problem Statement

People need a way to reserve their table and order their food at the same time in a convenient way because the wait time at restaurants push certain people away from their good food which equals to losing business, it also could improve business through people who want their food, but don't have the time to wait.

Chapter 3: Related Work

1. Yelp - This a restaurant review website, where users can share pictures and reviews of restaurants they have been to.
2. OpenTable.com- This website allows you to reserve tables nearby your area.
3. Reserve.com - This is similar to OpenTable, as it allows you to book restaurants nearby.

All of these apps allow users to reserve and book restaurants around their area. However, it does not allow you to order food, and pay in advance which is the goal of our app, as we want users to go in and out without the hassle of waiting around.

Chapter 4: Design Process

4.1 User Research

Defining Users

I will be interviewing people who specifically like to eat out more occasionally than others, or at least more than people who cook at home. I could also even add people who like to eat fast food, because this is potentially expanding their range of food choices.

-People who eat out often

- o These are the people who just do not like to cook or just do not have the time to cook. So they choose to eat out at restaurants, or pick up something fast on the way home because of time constraints or social aspects. They are also the people who sometimes have more money to spend on food.

- o The other group are people who just like to eat fast food often. Although this may fall into the other group, the part that makes them stand out is the fact that maybe they are just low on money.

Although this app could be used for anyone who just looking for a place to eat out once in a while, this is targeted toward people who eat out more often than others, since they would be using the app more. I plan to start off by asking them how often they eat out, and if they say often, then I would proceed with the interview process. I would just ask them in a causally setting with a place to sit down to get them relaxed in answering the questions. I did not have trouble accessing users to reach since a lot of people here especially on a campus eat out pretty often with school do not have time to cook. I could add an extreme, make one group people who eat out once in a awhile, and the other being people who eat out all the time, but to narrow down our target audience we will stick to what we have

Interview Process

I conducted the interview process through in person, and through online document and gave them my phone number. That way if they did not come up with anything initially they had they had my information and document to add what they wanted.

Questions:

To get the gist of things I started out asking how was your day, how are classes, how are you feeling about school at the moment, the surface level stuff.

Then after they were a little comfortable, to place them in groups, I asked them how often they ate out.

Questions to people who ate out often due to not like to cook or did not have time to cook, but had money:

How often do you cook at home? What do you like about eating out or eating at home?
Do you like waiting inside the restaurant?

What makes you go to a restaurant? The food? The atmosphere?

If your favorite restaurant was fast food would you still eat fast food?

What turns you off about a restaurant setting?

Questions to people who eat fast food more than sit down restaurants:

How would you feel about the idea if your favorite restaurant had no wait?

Why don't you eat at restaurants over fast food?

What if restaurant service was fast?

What turns you off about a restaurant setting?

More in depth questions:

Do you take advantage of the skipping the line apps so you can get just pick up your food?

What are your favorite food related apps?

What makes you stay inside a restaurant or makes you go to one?

How would you feel if your food was ready when you got to the restaurant?

How does it feel when the host/hostess tells you the wait is longer than 10 minutes?

How does it feel when the host/hostess tells you the wait is longer than 30 minutes? An Hour?

Data Analysis

I just let 4 people type out their answers I asked, so I made sure they got everything that was on their mind onto a document. I would then read their responses and ask follow up questions. I then asked people in person these questions in an informal casual setting just to ease the tension and let them just say whatever they felt. The timeframe for them answering these questions was before dinner because that is also when most users would use the app.

4 People who I gave the document to and let them answer the questions and let them talk about the app idea.

- James Tran

I go to restaurants more on a personal basis because it's more convenient and faster than preparing and cooking at home. Plus it gives me a chance to look for new trends when looking into food. I like to follow the mass on what's good to eat and if there was an app that lets me "cut the line" i would use it, like joyrun or ubereats. It's just faster and less time consuming, and we all want our personal time to do something else.

- Daniel Lim

When a host or hostess tells me the wait time is 10-30 min or longer. The first thing that comes to mind is that this restaurant must be pretty good. Sometimes it is because the food is great or the number of seats are limited, but seeing a wait time for me just means thisrestaurant is the place to go. I eat at fast food places rather than restaurants just because i'm hungry at that time and i don't want to wait to get food in my stomach.

- Vy Nguyen

I usually eat at fast food restaurants because it's more convenient; you spend less time waiting for your food and the payment process is faster. It's also cheaper. If restaurant service was fast, I would feel more inclined to go to one. I usually go to restaurants for special occasions, but for times outside of that, I go for the experience. Like for example, if a new place opens up nearby and it has a nice interior, I'd go. If food was ready when I got to the restaurant, that would honestly be amazing. I know there are certain restaurants that use an app to order food to have it ready when you get there, but that's mostly for fast food chains. As for waiting time, if I have to wait for more than twenty minutes for a table, I'm out of there. I could have been already eating my meal in that time I've been waiting. I think if there was an app for this, it would be helpful to have pictures of the inside of restaurants for people who are like me, who like to appreciate interior design.

- Josh Sunga

If I had to say the one thing I spend the most money on, it would be food. I eat out many times in a week as my lifestyle tends to have me out of the house most of the day. In terms of apps, Yelp is the only app I need when I need help deciding what to eat. In terms of ease and reliability, it makes everything easy it has all of the information I need when it comes to restaurant hours, menu, and reviews. Whenever I go to a restaurant, I always ask people what they recommend. With the Yelp app, I am able to see what other people think, how the food looks, and from there I am able to make a well informed decision on where and what to eat. When it comes to wait time, I always want to call ahead but I am too spontaneous so I end up deciding where to eat right before we go. If there was an app that was able to help the spontaneous part of me have less of a wait time to get my food, I would appreciate it because then I won't become hangry waiting to eat.

In person interview (Notes)

1. Bryan Quach

- Talked about how he was starving and did not want fast food food, but at the same time did not wanna wait for food at a restaurant.
- Talked about how he loved the idea of just ordering on your phone and having the food ready by the time they got there
- Used Yelp a lot.
- Just follows where his friends go, and has a hard time deciding where to eat,
- Always studying so he can only eat fast food most of the time.

2. Robyn Malazarte

- Was starving as well, and wanted to eat and not be interviewed.
- But she said if food was ready by the time we went to eat, then she wouldn't have been so mad since she knew we wouldn't have to wait again.
- Also uses Yelp a lot.
- Word of mouth and instagram is how she finds restaurants
- Said Panera and Chipotle does something like that, order online and have it ready.

- f. Likes about restaurants: Restaurant aesthetics (interior and food).
- g. Dislike: Too much lighting, too little lighting, spacing causes her to want to leave.

People were positive for the convenience aspect of this app. People agreed that they eat out since they do not have as much time to cook at home and such, and would greatly enjoy and “be more inclined to go to restaurants if they were faster”. It was also agreed that people get fast food because simply it is fast. It can be inferred that if this app was created it would widen peoples choice of food. Also wait time was a huge negative factor toward the people I interviewed, and agreed if the wait was long they would just go somewhere else. People wanna eat and pay not wait around wasting precious time. On the negative side though people do go out to restaurants for special occasion, but this app is an option for others who want a quick and easy way to get restaurant style food without the wait. Yelp came up as a food related app they use and we want to incorporate some aspects of the customer feedback system and apply it to our app.

Design Requirements

App features

- The purpose of this app is to allow a person to reserve table and order food ahead of time so this is a must, since people like to use “cut the line apps” like UberEats and JoyRun.
 - Inside the app will provide open seating at the time you would like to go and eat your food, while also providing a menu and what to order and estimated time that your food would be ready. And time of arrival.
 - There will also be an option to pay in advance or there, almost like an airbnb payment system just in case the person decides to skip out on the restaurant.
- Featured restaurant of the day/week/month based on user popularity since they tend to follow friends.
 - People liked certain aspects of Yelp, because it showed what other people were recommending, so I want to take the review system, since people seem to “follow the mass on what is good to eat”
 - Search system for a way to find restaurant you already have in mind, or when looking for a place to eat.
 - Picture gallery for the restaurant since people do appreciate interior design of these places.

4.2 Personas

BRIAN



"Time is too short to lose weight."

Age: 30
Work: Finance Consultant
Family: Girlfriend
Location: New York City
Character: Foodie

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Always Hungry Adventurous with food

Busy Man Rich

Goals

- Eat out as fast and efficient as possible
- To eat out to every restaurant in his area that has a good reputation.
- To have appetite filled

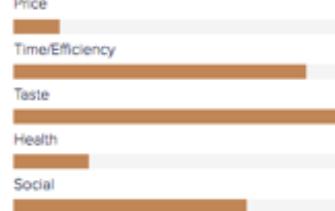
Frustrations

- I hate waiting in a long line to be seated.
- I hate waiting for my food sometimes.
- I have trouble finding out where to eat sometimes.

Bio

I love to eat out when I come since I am so busy with work. However, due to time constraints or just laziness I have to resort to fast food since it's "fast." I want to eat out at restaurants more since the quality of food is better, but there is just no time for me in my busy work life. Since its New York as well, restaurants are always so busy. I can sometimes go on the weekend, but I would like more quality food in my life that come with restaurants but with the fast and efficient style like fast food chains.

Motivation

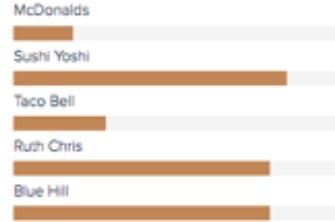


Price
Time/Efficiency
Taste
Health
Social

Brands & Influencers



Preferred Eating Places



McDonalds
Sushi Yoshi
Taco Bell
Ruth Chris
Blue Hill



"I don't have a job, but love good food!"

Age: 24
Work: Video Blogger
Family: Single
Location: Los Angeles, California
Character: Adventurous

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Unemployed Adventurous Outgoing

Passionate

Goals

- I want an app that will make my time at different places as efficient as possible.
- Travel the whole entire world.
- Become a famous vlogger

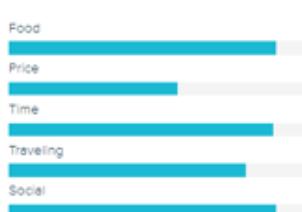
Frustrations

- I have limited time at certain places. I don't like waiting around to be seated.
- Even if I reserve in advance, I have to still wait for the food which I do not like.
- I wish there were more fun things to do while I wait for my food.

Bio

Hi! My goal in life is to try as much food as possible... I love trying new food apps, traveling to new places, and eating the greatest food trends possible. I don't have a lot of time when traveling since I am a vlogger and do not a full time so I am a little broke so I can not stay a places for too long and try to be efficient with my time, so I do not have time to waiting around for me to be seated. I want something that will make my time at different places be efficient as possible. I hope to try all sorts of food from all different places!

Motivation



Food
Price
Time
Traveling
Social

Brands & Influencers



Preferred Current Apps



Youtube
Yelp
Trip Advisor
Instagram

4.3 Scenarios

Brian was at home one-day chilling with his close friends. Then one of his friends suggest “Hey wanna go somewhere to eat?” After taking some time to think about where to eat, one of his other friends suggested “McDonalds?” After a little pause, Brian told his friends that he was sick of McDonalds, and wanted to eat good quality food. The problem was that his other friend had a group meeting to attend in 45 minutes. So the problem became eating at a restaurant and risking to be late, or just to get McDonalds.

As they continue to decide and waste more time they realize that a buddy of theirs suggested a new app that just came out that could help their problem called “Restaurant Time”. So Brian decides to download the app that allows you to reserve a seat, order food, and pay in advance, so that by the time you get there you can eat and leave as you please. So Brian and his friends decide to use it for the first time. Brian makes an account, puts in his personal information and starts it. He first picks what restaurant has decided to sign up with Restaurant Time and picks a restaurant closes to his house. After him and his friends decide on Bone Fish Grill which is about 10 minutes from their house, and sort of nearby his friends meeting. They then pick from a list of open tables at the time. After they pick their option they pick from the online menu that they have provided. Brian and his friends all order different things from appetizers, entrees to desserts. They then have to put in Brians credit card since it was ordered from his phone and could be used for future orders. Brian then pays in advance to avoid having to pay later, and his friends then Venmo him to split their orders. They app then gives a time for them to come in.

Brian and his friends arrive at 7:40PM (20minutes before his friends meeting). The food is then ready on their table, they talk and eat food and get out of Bone Fish Grill by 7:53PM, and since they already paid they make it to the car by 7:55pm and his friend makes it to his group meeting exactly on time. Everyone was happy. The end.

4.4 Storyboards



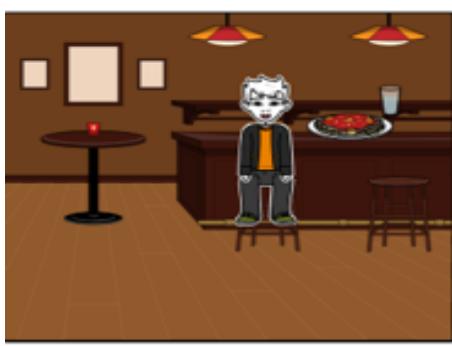
After a long day of his last recital practice Austin just wants to treat himself to a nice tasty dinner, but at the same time is tired and wants to go home and sleep and doesn't want to wait too long for food.



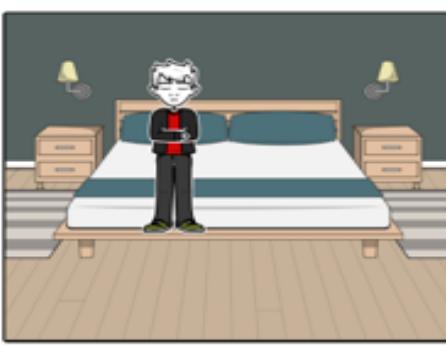
Austin then remembers the app he just downloaded a few days ago "Restaurant Time", an app that lets him see open available seating and lets him order his food at a restaurant in advance.



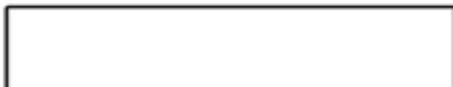
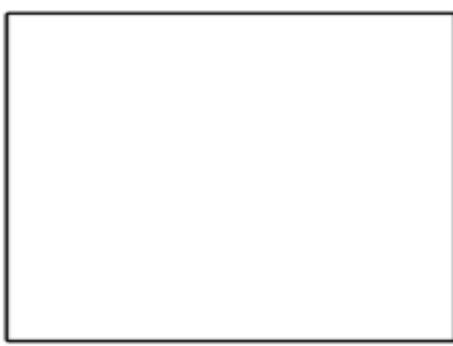
Austin requests and table and orders his food through the app and it gives him an estimated arrival time 7:45pm

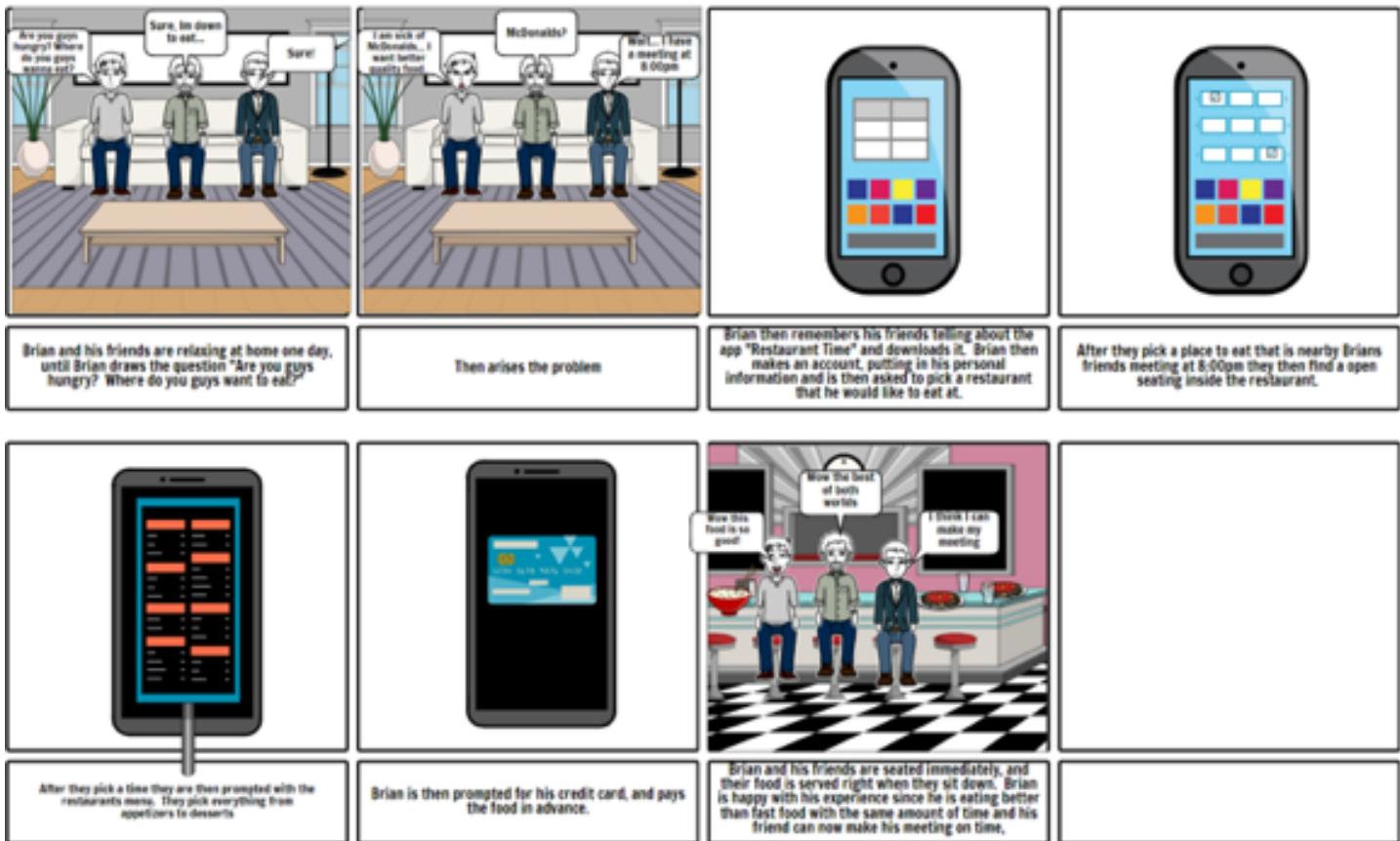


As crowded as the restaurant was and how Austin saw other people waiting to be seated Austin walked straight to the hostess to confirm his reservation he walked straight to his table and his foot was immediately served



Austin then gets home and goes straight to bed right after he eats after a long productive day.





4.5 Design Requirements

Requirements

Data Requirements

- GPS / Maps of an Area
- User Information (Profile)
- o Name
- o Age
- o Gender
- o Credit Card Information
- Restaurant Table system
- Messages
- Date
- Time
- Restaurant payment system
- Restaurant Menu

Function Requirements

- Ability to connect app to up to time restaurant table database to see open tables

Technical Requirements

- Open to all platform choice:
- o Mobile phones
- o Tablets
- o Smart watches
- o Personal Computer
- iOS and Androids
- Internet/Wi-Fi
- Location Services.

User Requirements

- Ease of Installation
- Ease of putting in credit card information
- Feedback Messages
- Notification/Reminders
- Must be accurate and must work.
- Free download.

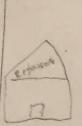
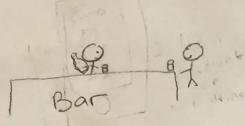
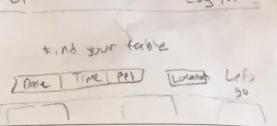
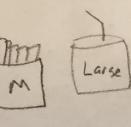
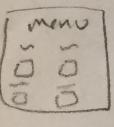
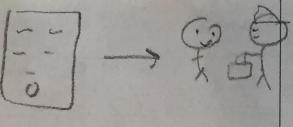
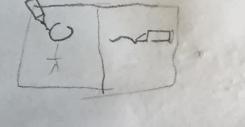
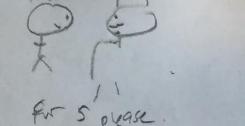
Contextual Requirements

- Users capable of basic smartphone operations.
- Used on the go
- Display restaurant reviews
- Display restaurant open tables
- Displays restaurants with open tables

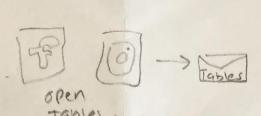
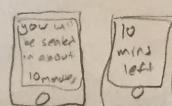
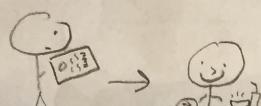
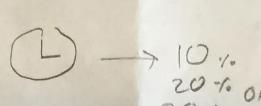
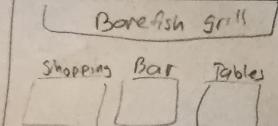
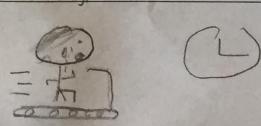
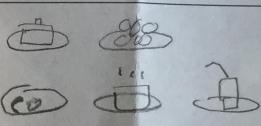
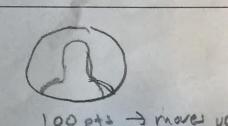
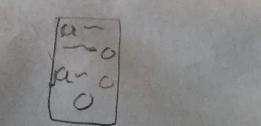
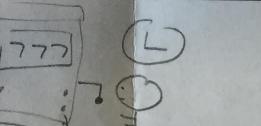
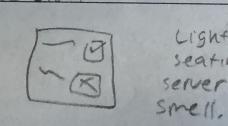
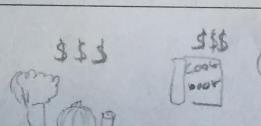
Chapter 5: Design Process

5.1 Brainstorm and Sketches

20 ideas from designs that already exist in the world, whether available as products, described in research papers, or elsewhere.

				
Call ahead to the restaurant order/reserve seat source: Olive Garden	Have a drink bar and drink early while you wait to be seated Source: Bonefish Grill	APP to see how many people are ahead of you in line source: Iron Age	Gamer room for people to play in while they wait (cost money) source: Buffalo wings factory	websites to reserve tables online. Source: opentable.com
				
Get Fast food Source: McDonald's	Eat at home Source: sciencedaily.com/releases/2014/01/140106101032.html	Snack more so they're not starving and angry Source: doctoroz.com/article/angry-moms	Just browse your phone Source: independent.co.uk or you	Go for a walk Source: 7 ways to wait at a restaurant
				
Check out the menu Source: All restaurants	Order online fast food to pick up Source: Chipotle	Make friends while you wait Source: 7 ways to wait at a restaurant	Coloring books for kids while they wait Source: Bonefish Grill	Notification text message to let customers know table is ready Source: 50
				
Just sit and wait Source: you	Call the place and ask if they can deliver your food ready source: any 1/2 hour rice.	Delivery Source: Dominos	Ask someone to reserve for you Source: you	Become friends with owner to skip line Source: Dominos

20 ideas you think does not yet exist in the world; these should be ideas you thought of yourself

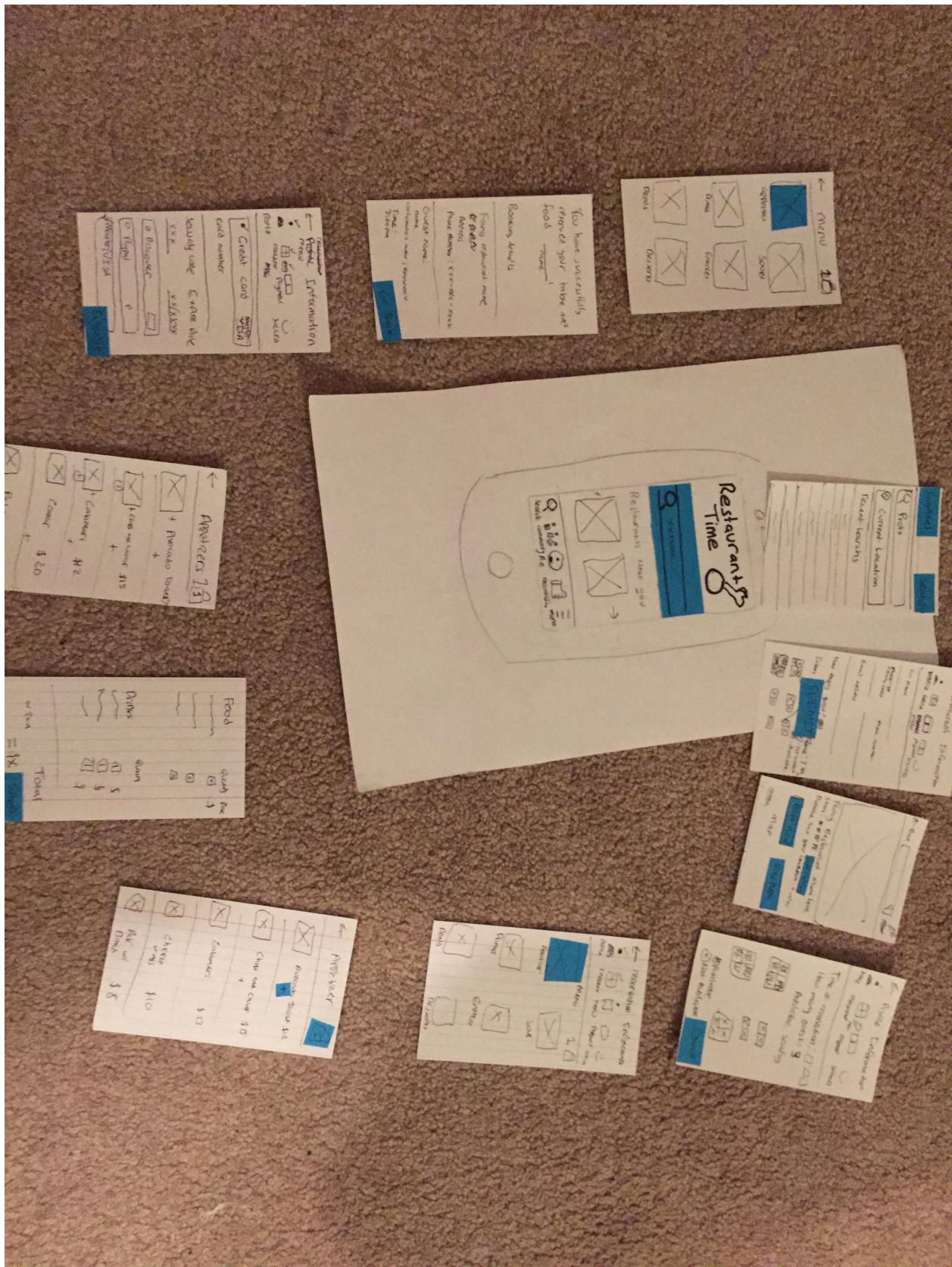
 <p>Free eatie or Free drink</p>		 <p>open Tables</p>		 <p>Ruth Chris</p>
<p>App for people to play while they wait and potentially win awards</p>	<p>Kiosk for people to put in their phone number, remove hostess, give</p>	<p>Using Facebook or Instagram or Social media to let people know they are free tables, just direct message them</p>	<p>Provide snacks for people when they wait</p>	<p>App take a survey and it will tell you reserve a table at what matches your answers</p>
 <p>APP providing people with estimated wait time</p>	 <p>Giving iPads to people who are waiting so by the time they sit down food will be ready.</p>	 <p>Give coupons/discounts for the restaurant if wait is too long</p>	 <p>Playroom for kids on serving and dining</p>	 <p>Tinder for restaurants that have open tables</p>
 <p>Bonefish Grill Shopping Bar Tables</p> <p>Provide a shopping experience inside restaurant while they wait.</p>	 <p>Treadmill so people get even more hungry while they wait</p>	 <p>Sampling center - let them try food while they wait</p>	 <p>100 pts → moves up in rank</p>	 <p>Video game area to play while you wait</p>
 <p>Cool scenario for people to take pictures of while they wait</p>	 <p>Chatroom with people also waiting inside the restaurant</p>	 <p>Roulette games inside while you wait for your food</p>	 <p>Survey for customers to tell out of atmosphere</p>	 <p>Sell ingredients or cookbooks or have books to look at while they wait</p>

5.2 The 3 Best Concepts

	new	useful	feasible	total	
App for ppl to play while they wait and potentially win awards	9	9	7	25	1
Phone for ppl to put in their phone #	9	10	8	27	2
Using FB or Ig or social media to let ppl know where are free tables	8	9	9	27	
Provide snacks to ppl while they wait	7	7	5	19	
Take a survey and it will match you to a restaurant	10	9	4	23	
App providing ppl w estimates wait times	8	9	9	27	
Giving ppl iPads while they wait so by the time they sit down food is ordered	10	10	7	27	
Give category or discounts to ppl waiting too longs	6	8	5	19	

chatroom for people to talk inside a restaurant	10	7	8	25
Cards to play in	6	9	7	22
Sell ingredients or condiments or have taste test like a scientist	10 8	10	10	28
Survey for folks to fill out abt atmosphere	3	10	10	23

5.3 Paper Prototype



5.4 Low-Fidelity Prototype and Feedback



Appetizer	
	Avocado Toast \$12
	Calamari \$14
	Spinach Dip \$13
	Caviar \$22
	Tomato Bread \$7

Cart		
Food	Quantity	Price
Avocado Toast	1	\$12
Water	4	\$0
		Price: \$12
		Tax (2%)
		Total: \$12.24

YEET!

You have successfully ordered your food!

Food Details

Food:	Quantity	Price
Avocado Toast	1	\$12
Water		

Estimated Time Food will be Ready: 7:30 PM

Total: \$12.24

Confirmation Number: xxxxxxxx

Go Back

Payment

Credit Card

Card Number:

Security Code: / Expiration Date: /

Discover

Paypal

Mastercard/VISA

Submit

Low Fidelity Feedback Received

In-Class Feedback

I took a list of notes that provided all of the feedback I have received during the three user testing. They liked the design in general, but had a few confusions. They asked on the home page what the cancel button was for, which I agree since theres no point of a cancel button unless it is on the texting part. So I am just going to delete that. 2/3 people ran into a problem when trying to go back on the appetizer (1) page. That was just a mistake on my part, so I understand. 3/3 people said to add words under the icons in the reservation page at the top of the screen to make it more clear for the users. They liked the idea of using those as navigations as well. People also suggested making a better layout for the booking part of the app, since they felt like something was missing as well. Overall people were very satisfied with the app, and it was a smooth run through.

5.5 High-Fidelity Prototype and Evaluation

The image displays three screens of a mobile application prototype for a restaurant search and review platform. The first screen shows a search bar and a 'Restaurants Near You' section with a thumbnail of Scott's Seafood. The second screen shows search results for Scott's Seafood, Betony, and Franklins. The third screen shows a detailed view of Scott's Seafood with a 'Give Review' button.

Screen 1: Home Screen

- Restaurant Name search bar (1)
- City, State, Zipcode input field (2)
- Search button (3)
- Restaurants Near You section:
 - Thumbnail of Scott's Seafood (4)
 - Text: Scott's Seafood (5)
- Bottom navigation bar:
 - Home (6)
 - Community (7)
 - Me (8)
 - Recommend (9)
 - More (10)

Screen 2: Search Results

- Restaurant Name search bar (1)
- City, State, Zipcode input field (2)
- Search button (3)
- Filter button (4)
- Results section:
 - Thumbnail of Scott's Seafood (5)
 - Name: Scott's Seafood (6)
 - Rating: ★★★★ (7)
 - Cuisine: Seafood, American (8)
 - Thumbnail of Betony (9)
 - Name: Betony (10)
 - Rating: ★★★★ (11)
 - Cuisine: New American cuisine & creative cocktails (12)
 - Thumbnail of Franklins (13)
 - Name: Franklins (14)
 - Rating: ★★★★ (15)
 - Cuisine: American, Bar, Pub, Vegetarian Friendly, Vegan Options (16)
 - Thumbnail of Restaurant 4 (17)
 - Name: Restaurant 4 (18)
 - Rating: ★★★★ (19)
- Bottom navigation bar:
 - Home (20)
 - Community (21)
 - Me (22)
 - Recommend (23)
 - More (24)

Screen 3: Restaurant Detail Screen

- Back button (1)
- Restaurant Name search bar (2)
- Search button (3)
- Thumbnail of Scott's Seafood (4)
- Text: Scott's Seafood (5)
- Rating: ★★★★ (6)
- Text: Give Review (7)
- Description: Scott's Seafood is a Bay Area tradition in the heart of downtown San Jose. Our American regional cuisine features the freshest seafood, pasta, chicken dishes and USDA prime steaks. Relax with a drink from our full bar or let our professional wait staff help you choose the perfect wine to complement your meal. Enjoy views of San Jose and the surrounding hills of silicon Valley from the sixth floor. (8)
- Book Now button (9)
- View Menu button (10)
- Bottom navigation bar:
 - Home (11)
 - Community (12)
 - Me (13)
 - Recommend (14)
 - More (15)

Back 3 Restaurant Name 1

Betony New American cuisine 2

★★★★★ 4 Give Review

Inspired New American cuisine & creative cocktails in a stylish bi-level space with a bustling bar. Try out delicious food in a fancy setting.

BOOK NOW 1 VIEW MENU 2

Home Community Me Recommend More

Reservation 2 Menu 3 Payment 4

Time of Reservation 03:30 PM

What Date? mm/dd/yyyy 6

How Many Guest? # 7

Special Request?

Ex: Boos 10 se 11 All 12 let 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 9

Not available Available

Submit 1

Home Community Me Recommend More

YEET!

You have successfully reserved your table!

Booking Details

185 Park Ave, San Jose, CA 95113

Go Back 2 Order Food 1

Confirmation Number: xxxxxxxx

Reservation 1 Menu 2 Payment 3

Menu 4

Appetizer 1 Soup 2

Drinks 3 Entrees 4

Home Community Me Recommend More

Reservation 2 Menu 3 Payment 4

Appetizer 5

Avocado Toast \$12

Calamari \$14

Spinach Dip \$13

Caviar \$22

Tomato Bread

Home Community Me Recommend More

YEET!

You have successfully ordered your food!

Food Details

Food:	Quantity	Price
Avocado Toast	1	\$12
Water		

Estimated Time Food will be Ready: 7:30 PM

Total: \$12.24

Confirmation Number: xxxxxxxx

Go Back 1

Reservation 2 Menu 3 Payment 4

Cart

Food	Quantity	Price
Avocado Toast	1	\$12

Drinks	Quantity	Price
Water	4	\$0

Price: \$12
Tax (2%)
Total: \$12.24

Payment

Credit Card

Card Number

Security Code Expiration Date

Discover

Paypal

Mastercard/VISA

Submit 1

High-Fidelity Write Up

The two tasks my Prototype interface supports stays almost the same from the low fidelity prototype and the high fidelity prototype, if anything the tasks became more specific. The purpose of the high-fidelity is to show a much more improved, functional, and more realistic version to the final app. In this high-fidelity I have added color, logo, and more functions to the app to make it closer to the final version.

The first key task is to reserve a table for four people (before the task was just to reserve a table) which is suppose to be the easy, medium task to be completed. The next task in my prototype is to order Avocado Toast and pay for it (before it being just putting Avocado Toast into your shopping cart) with that being the harder of the two key tasks.. Those are the two key tasks that my prototype can complete.

5.5.2 Usability and Design Recommendations

5.5.2.1 Participants

We tested three users for our usability testing. The details regarding the participants' demographic information including, name, age, gender, major, how often they ate out, and devices:

	Name	Age	Gender	Major	How often do they eat out	Devices
P1	Ariel	21	M	Health Science	Very often	iPhone, MacBook Pro
P2	Josh	21	M	Computer Information Systems	Very often	iPhone X, Macbook
P3	Aaron	20	M	Kinesiology	Very often	iPhone 7,

5.5.2.2 Testing Methods

3. Testing Methods

3a. Overview

The briefing involved the explanation of the app, as stated in the introduction, as well as an overview of how the testing would take place. It was explained that Restaurant Time is a booking app targeted to people who want to eat out at restaurants, but have time constraints, or just to people who want a fast alternative to eating out that does not involve fast food. Their role in the testing was explained to be the target audience that would use the app to book, order and pay for their fast and efficient restaurant experience. Additionally, it was explained how the testing would take no longer than 10 minutes and would consist of a pre-session questionnaire, performing specific tasks with our high-fidelity prototype of Restaurant Time, and a post-session questionnaire while being recorded.

3b. Test Environment/Equipment

The testing environment was a quiet, one on one setting. The testing took place using my iPhone6 for a more realistic approach. The entirety of the testing was recorded using iPhone screen recording and iPhone audio recording.

3c. Evaluation Measures

The participants were evaluated using both quantitative and qualitative means. For the quantitative measures, we looked at the time it took to complete each task, whether they completed the task or not, and the number of confusions the user made when doing each task. Confusion may include stopping task flow to think or search or clicking on the wrong thing. For the qualitative measures, we noted the types of errors the participants made during the testing.

3d. Test Procedure

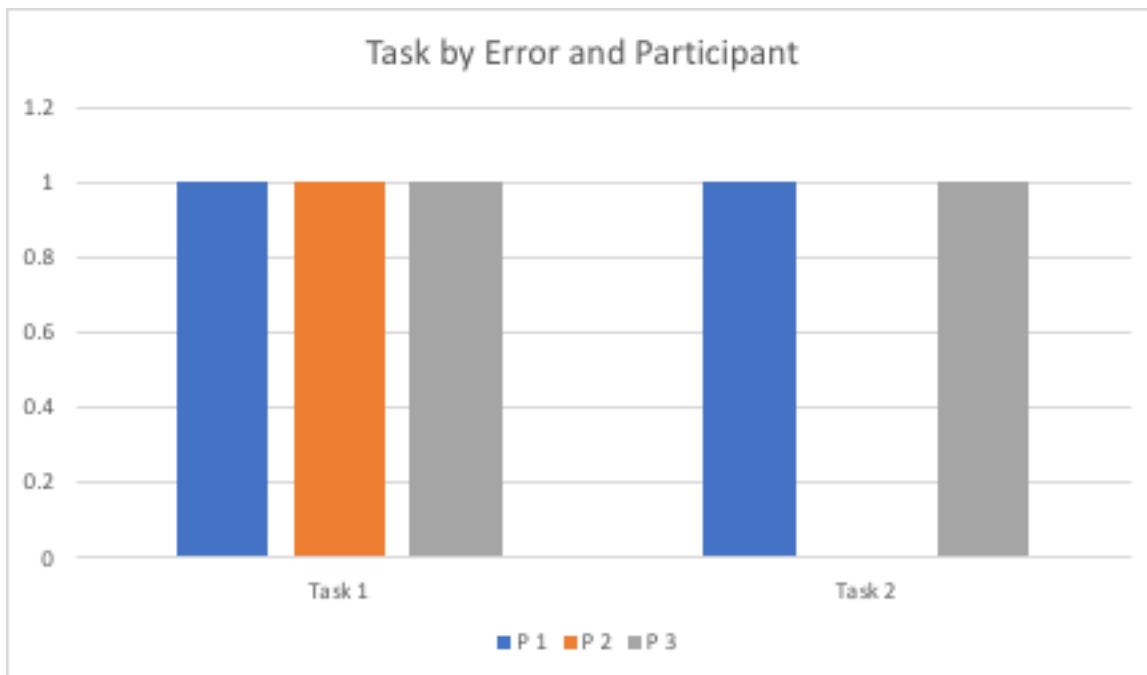
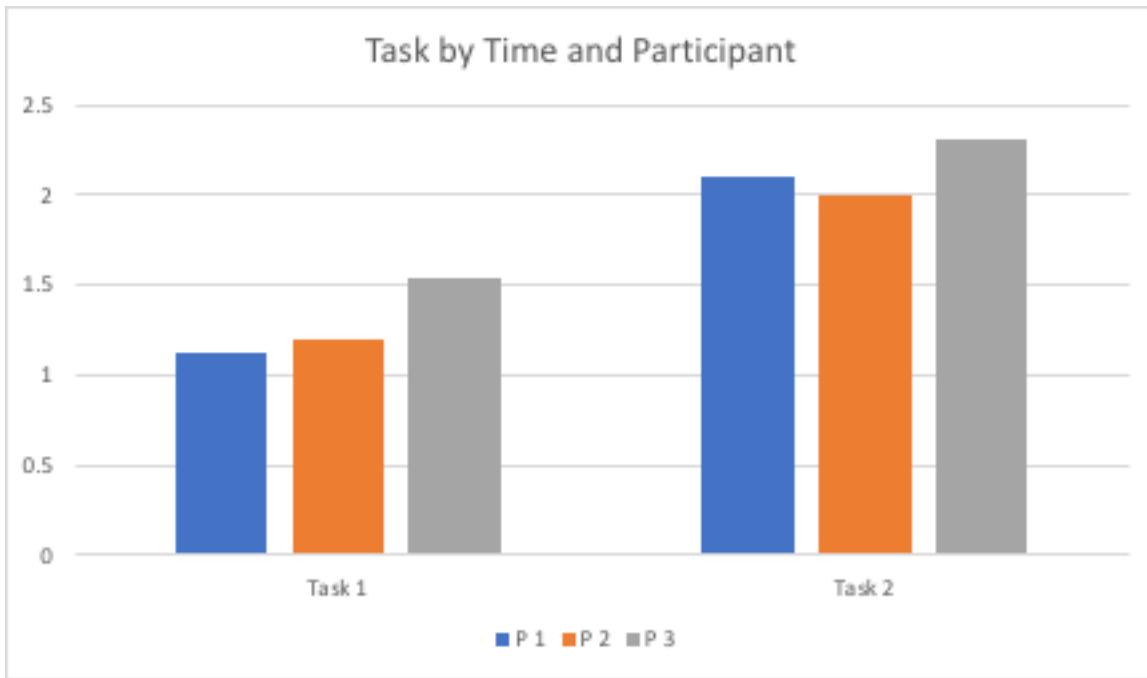
The participants were asked to complete a series of two tasks. Each task was done one at a time. When presented with each task, the amount the task took to complete was timed and notes regarding the evaluation measures described above were taken. Each of the tasks and how they were described to the user are described as follows:

Task 1: The first task was quite simple. It was to book a table at "Scotts Seafood Restaurant."

Task 2: The following task after booking was to order avocado toast from the appetizer page, and pay for your table and meal.

5.5.2.3 Findings and Recommendations

Performance Metrics



Qualitative Results

Ease of Use:

All three participants found the app relatively easy to use; they found the process of booking to be clear and efficient. Ariel commented that it was “Nice and Clear.” That sentiment was echoed by both Josh and Aaron. Throughout the testing, Aaron, who had the greatest number of errors, would often say “oh, I see” as he learned how to use a feature.

Areas of Difficulty:

All three struggled to pick the tables on the first task. That was more of a prototype function error, since I did not know the best way to mark a table. However, that was the only problem that all three participants ran into for the first task.

All three had a very slight struggle to complete the Avocado Toast task since it was kind of hard to determine if Avocado Toast was an appetizer or small plate, so I saw some hesitation there. Also after putting it in the cart to checkout, when someone would text the textbox at the top covers up the shopping cart so it was no visible for the user to checkout. However, that situation only happened to Ariel.

Overall they understood the way that each portion functioned, they had no trouble applying that knowledge going forward. They all felt that the learning curve was small compared to other apps.

Appearance:

In terms of design, the participants’ feedback was minimal overall, only positive not negative.

All three were impressed on the color scheme going on. They felt a sense of wanting to go eat because of it and apparently that’s what the color red does. They were impressed on the functions of merely just the prototype as it felt like a real working app.

Overall all three participants were very impressed by the appearance of the app. No complaints were made appearance wise.

Would they use it?

All three participants affirmed that they would use the app if it were developed since all three participants are frequent eating out types of people and sometimes feel fast food can get repetitive.

Usability Issues

Task 1:

All three users had trouble using the table function on the booking page as it was not working, leading to confusion for the user.

Severity Rating: 4

Task 2:

One user (Ariel) did not have that much difficulty during the task, however when text message appeared it did lead to confusion since it covered important functions.

Severity Rating: 0

Design Recommendations

Josh really liked the consistency of the color scheme going on throughout the application. Ariel recommended getting rid of unnecessary icons since they do not really do anything, such as the home page, and that was a problem throughout some of the other pages as well. Also Aaron recommended that I make the tab bar consistent throughout all the pages, even the confirmation pages.

Chapter 6: Conclusion

Upon completion of this project in our User Interaction Design class, SMAD 317, we have successfully created both low and high-fidelity prototypes based on our initial ideas of making a revolutionary way of eating inside restaurants without all of the waiting. We designed our mobile app to be as user friendly as possible, thus making booking, ordering, and paying easy for everyone. From color scheme to certain functions incorporated within the app was placed from our results of user research. We hope that Restaurant Time will open up your options when picking your choice on where to eat. Fast food should not be your only option on time constraints.

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