

A photograph of a rustic wooden table in a restaurant. On the table are two salt and pepper shakers, a folded green and white checkered napkin, and a set of silverware. In the background, there's a blurred view of a kitchen area with yellow walls and stainless steel equipment.

# SALT

## Sales and Food Log Tracker

Operationalizing small restaurants to reduce food waste.



## Abby Wilson

Usability Inspector



## Meredith Xie

Customer Advocate



## Michael Petrochuk

Design Diamond  
Manager



## Priyanka Kshirsagar

Wizard of Oz

# The Problem



# Paper Prototypes



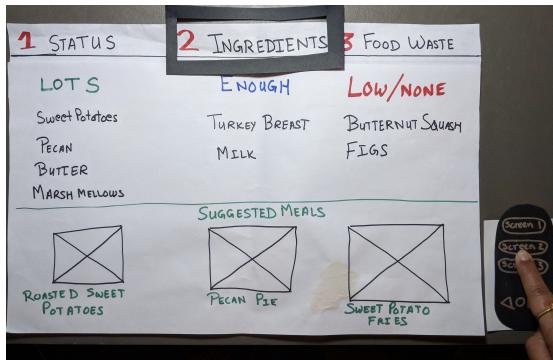
**Assumption:** Integration with their checkout system

# Paper Prototype: Iteration 1

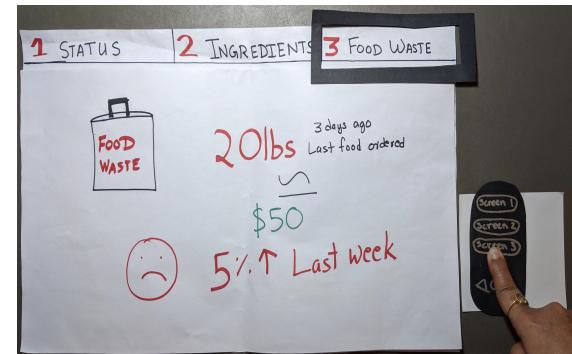
## Monitor screens and remote



Status screen



Ingredients screen

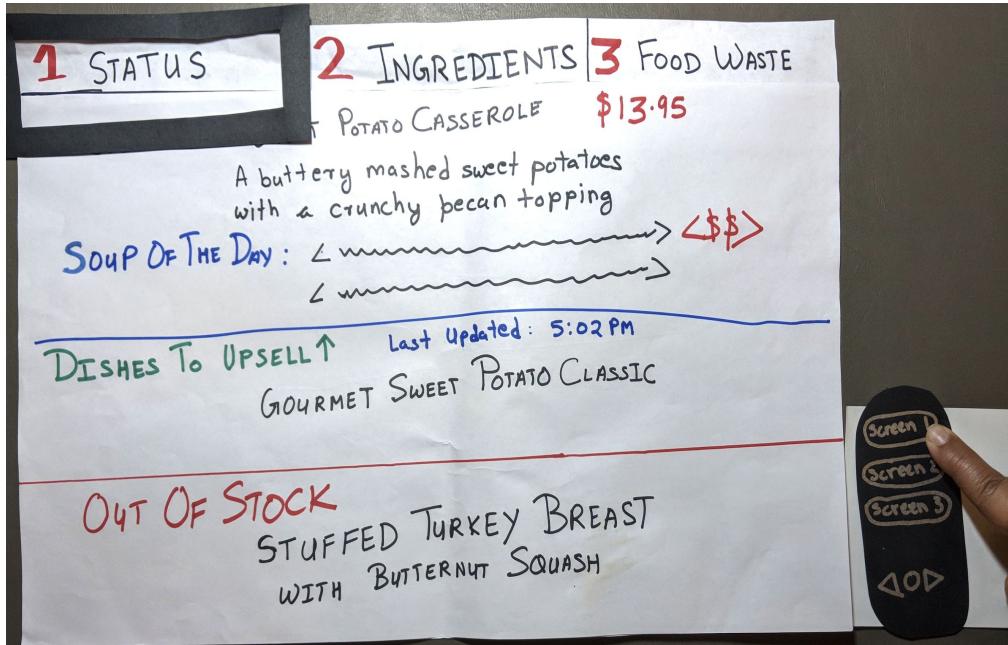


Food Waste screen

# Paper Prototype: Iteration 1

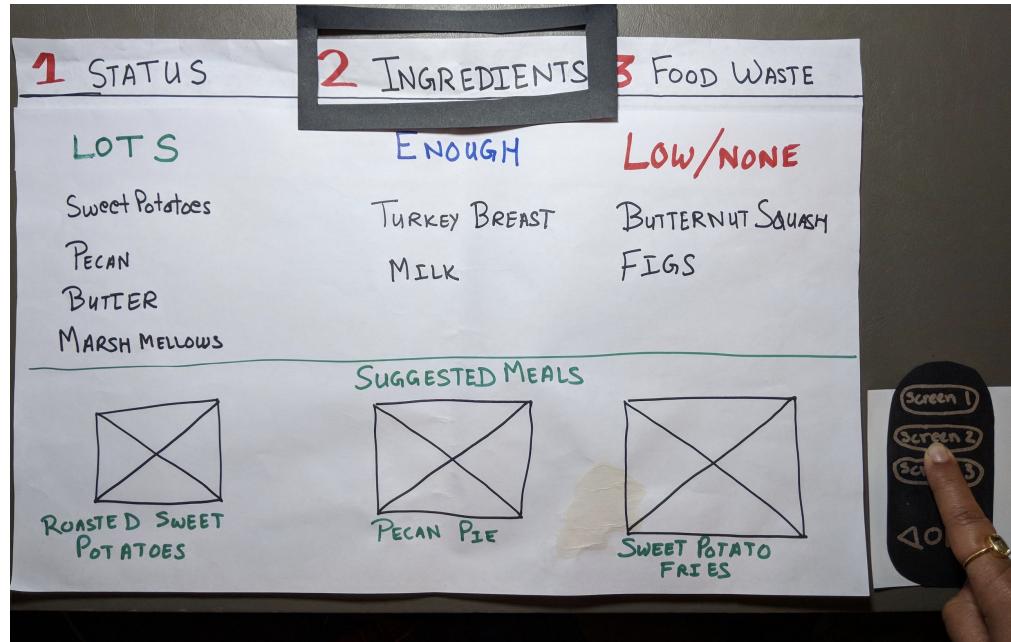
Primary Task 1: View the overall status:

- specials
- dishes to upsell
- dishes that are out of stock



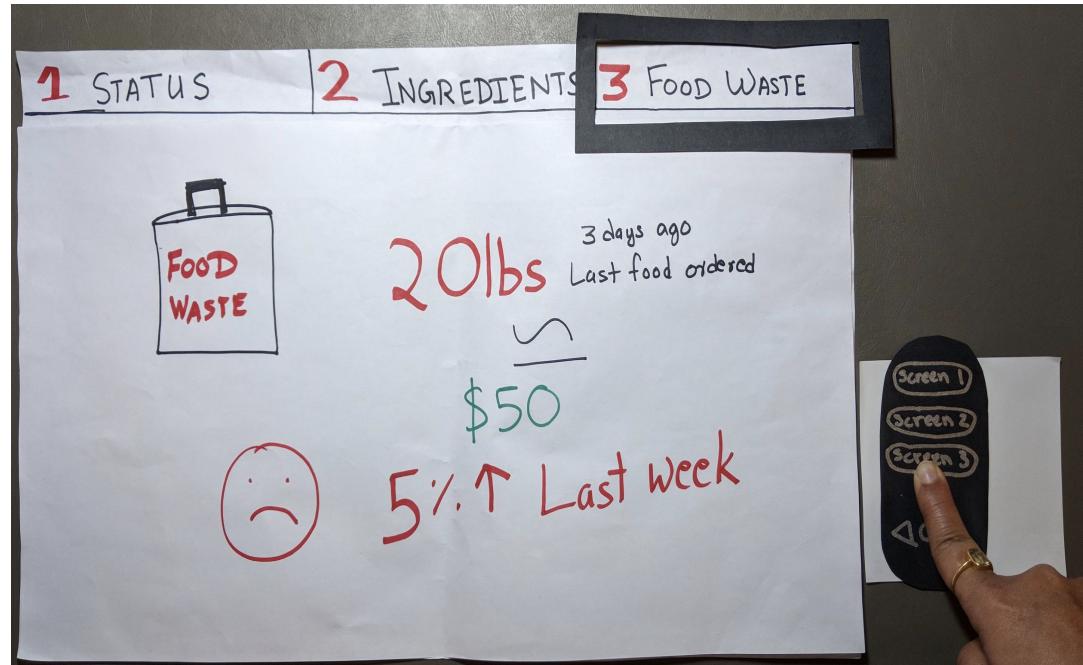
# Paper Prototype

**Primary Task 2:** Suggest a meal based on the current status of ingredients in stock



# Paper Prototype: Iteration 1

**Auxiliary Task:** View the status of food waste in the restaurant



# Usability Testing - The Process

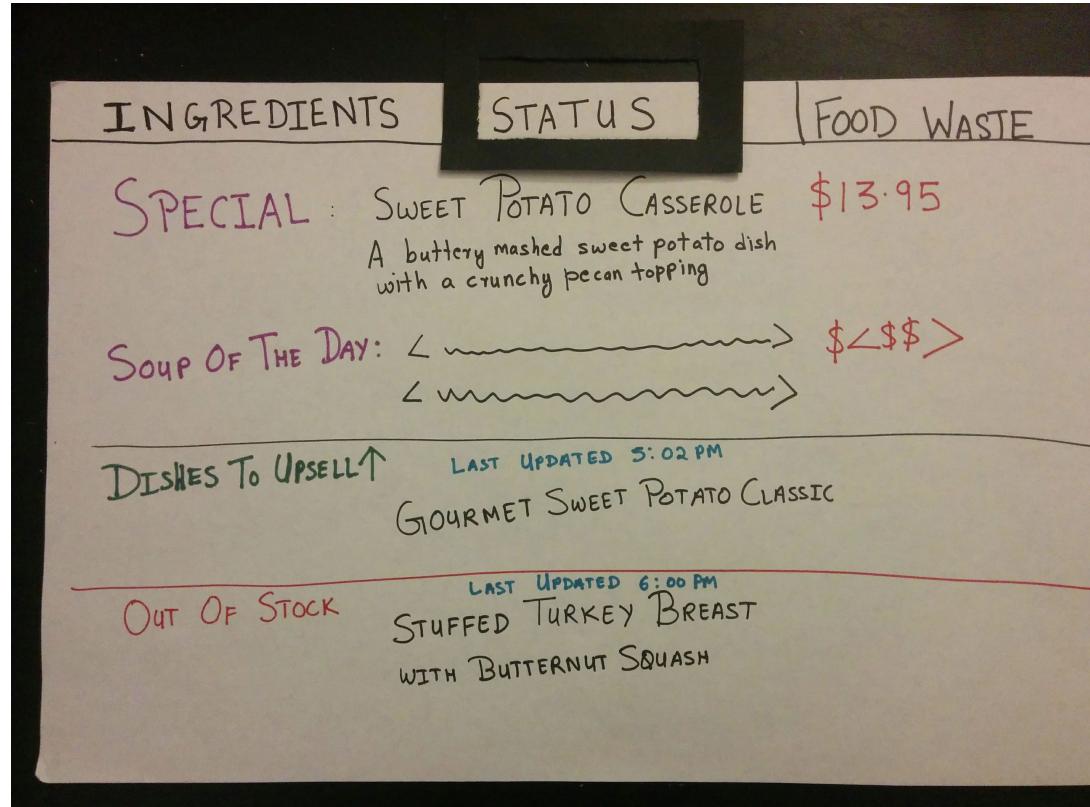
- 3 usability tests , 2 heuristic evaluations
- Participant background - people with a background in food business
- Roles - Computer, Moderator, and Observer
- Participants ‘think aloud’ as they do the tasks
- Tested 2 iterations of the paper prototype



Source: <https://www.slideshare.net/Muiskis/testing-paper-prototypes-idxworkscom>

# Findings

- Numbers in tab names added a sense of unnecessary sequence
- ‘Ingredients’ tab before the ‘Status’ tab lent a more logical flow
- ‘Status’ as a tab name lacked context



Paper Prototype - Iteration 2

# Findings

- A long list of ingredients - introduced the need to scroll
- Remote button names 'Screen 1', 'Screen 2' did not map well with tab names on the screens

| INGREDIENTS    | STATUS        | FOOD WASTE       |
|----------------|---------------|------------------|
| LOTS           | ENOUGH        | LOW/NONE         |
| SWEET POTATOES | TURKEY BREAST | BUTTERNUT SQUASH |
| PECAN          | MILK          | FIGS             |
| BUTTER         |               |                  |
| MARSH MELLOWS  |               |                  |

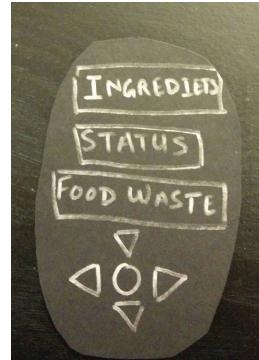
**SUGGESTED MEALS**

ROASTED SWEET POTATOES

PECAN PIE

SWEET POTATO FRIES

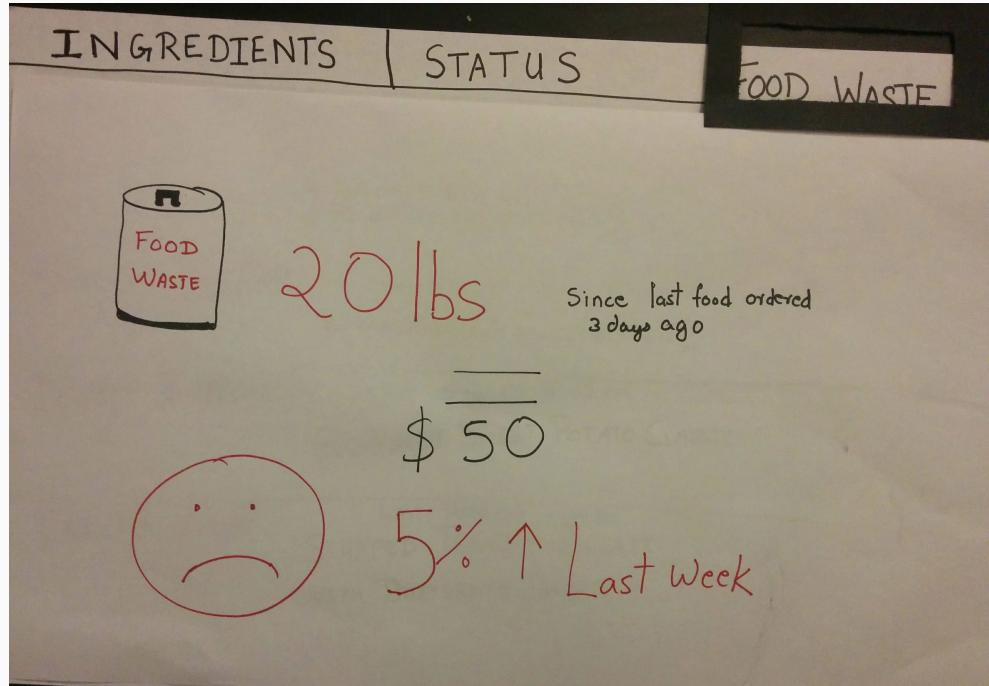
Paper Prototype - Iteration 2



Remote - Iteration 2

# Findings

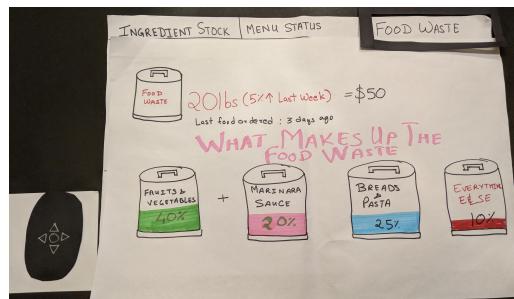
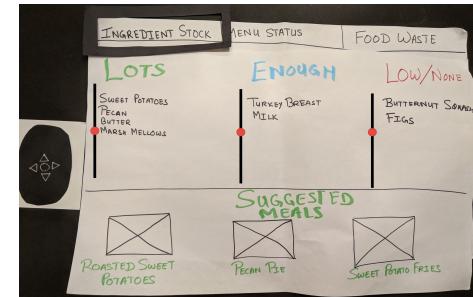
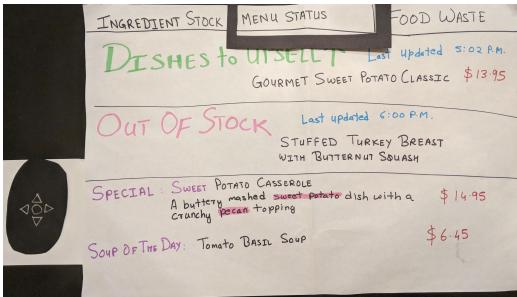
- Approximating the value of food waste in dollars was ambiguous
- Food waste in weight and money - 'good-to-know' information not 'actionable'



# Final Paper Prototype

## Tasks

- Discover what food to upsell - We gave more context
- Suggest a new item to the menu based on the status of the ingredients
- Check the status of food waste in the restaurant



# Final Paper Prototype

## Design Refinements

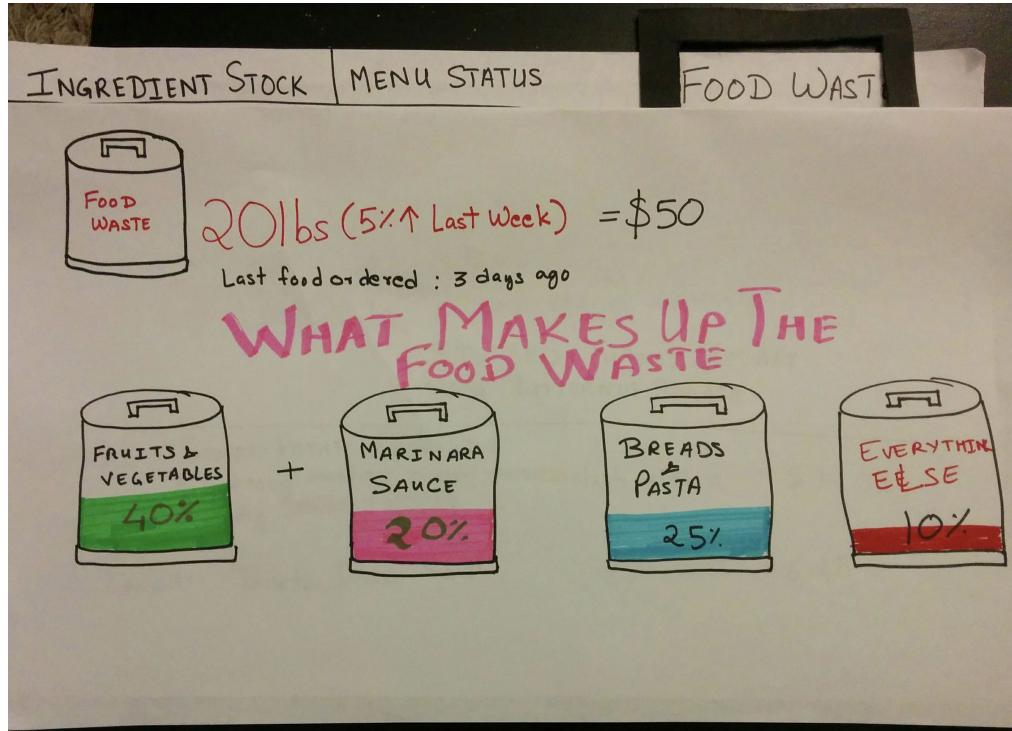
- Paid attention to information hierarchy and reordered sections on the menu status page
- Renamed tabs such as 'Ingredients' to 'Ingredient Stock' and Status to 'Menu Status'
- Highlighted aspects of the information that were more relevant



# Final Paper Prototype

## Design Refinements

- Added breakdown of what caused food waste
- Reframed the way we presented food waste in weight and dollar value



# Final Paper Prototype

## Design Refinements

- Moved away from buttons such as 'Screen 1', 'Ingredients', etc.



# Digital Prototype

### Menu Status

Dishes to upsell      Last updated: 5:02 PM

**Gourmet Sweet Potato Classic**      \$13.95

Out of stock      Automatic

**Stuffed Turkey Breast with Butternut Squash**

Special      Last updated: 5:02 PM

**Sweet Potato Casserole**

A buttery mashed sweet potato dish with a crunchy pecan topping.      \$14.95

Soup of the day      Last updated: 5:02 PM

**Tomato Basil Soup**

Fresh tomato and basil are the stars of the classic summertime soup recipe.      \$6.45

Menu Status

|   |                 |
|---|-----------------|
| Gourmet Sweet Potato Classic                | Out of stock    |
| Sweet Potato Casserole                      | Soup of the day |
| Stuffed Turkey Breast with Butternut Squash |                 |
| Tomato Basil Soup                           |                 |

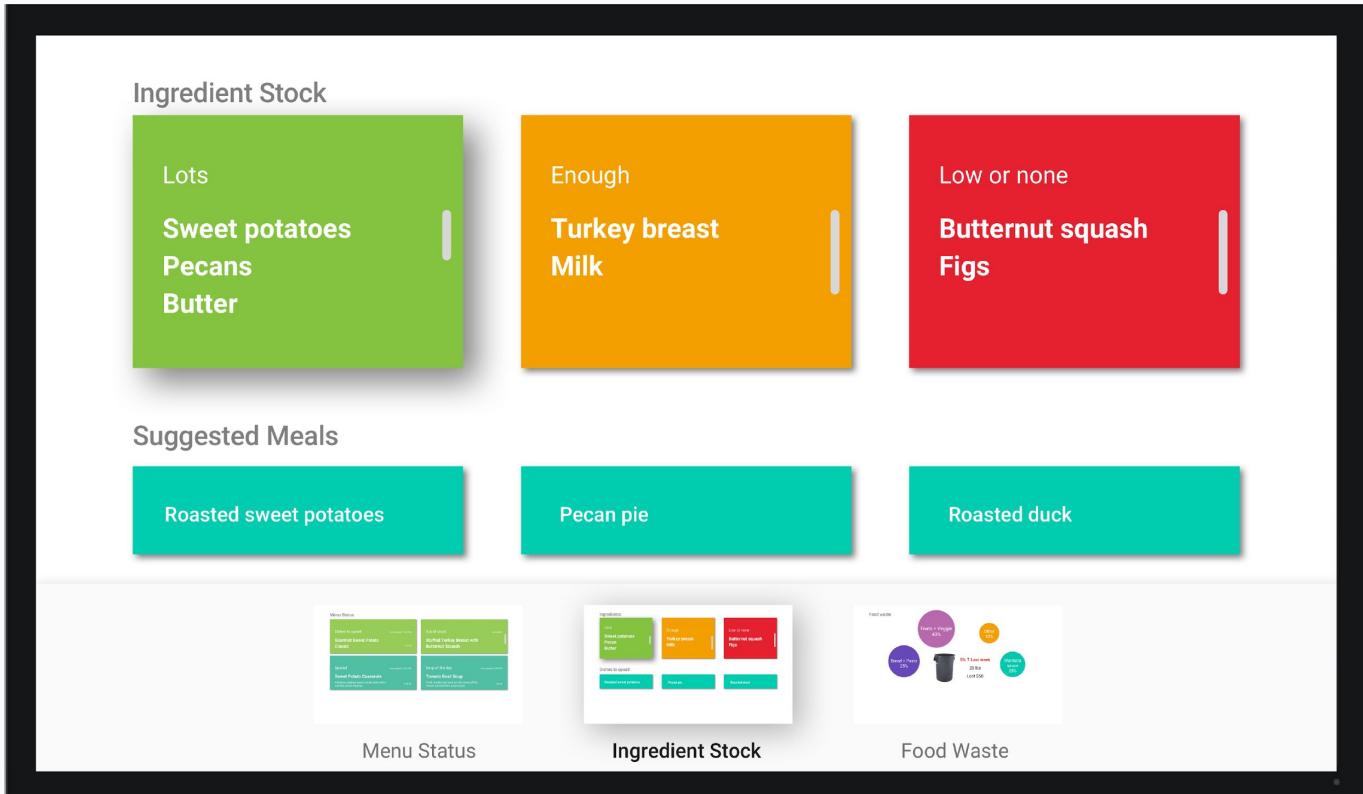
Ingredient Stock

|            |       |           |
|------------|-------|-----------|
| Orange     | Green | Red       |
| Yellow     | Blue  | Purple    |
| Light Blue | Cyan  | Dark Blue |

Food Waste

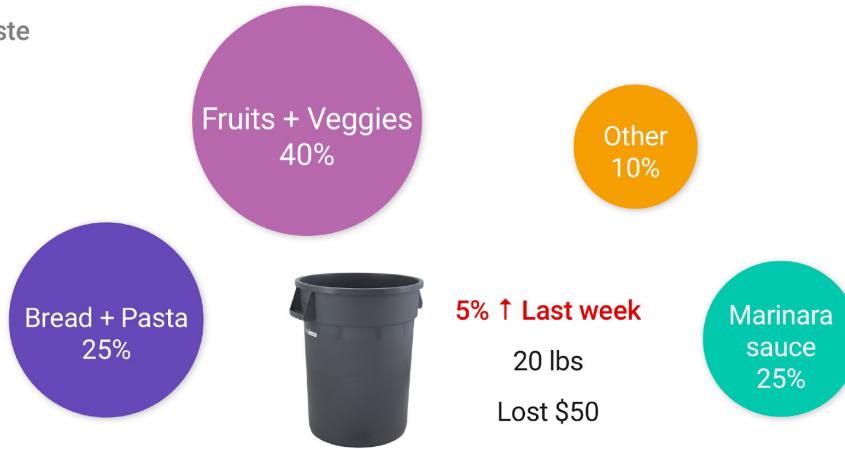
|            |     |     |     |     |     |
|------------|-----|-----|-----|-----|-----|
| Food waste | 10% | 10% | 10% | 10% | 10% |
| Waste      | 10% | 10% | 10% | 10% | 10% |
| Waste      | 10% | 10% | 10% | 10% | 10% |

# Primary Task 1: Determining what to upsell



## Primary Task 2: Introducing a special

## Food Waste



Menu Status



Ingredient Stock



Food Waste

# Results

# Summary

Always keep target users in mind

Usability tests reveal unobvious design choices

Explore beyond your initial idea

# **Thanks!**

Any questions?