

EdaEats' App Design

Maham Amjad

Project overview



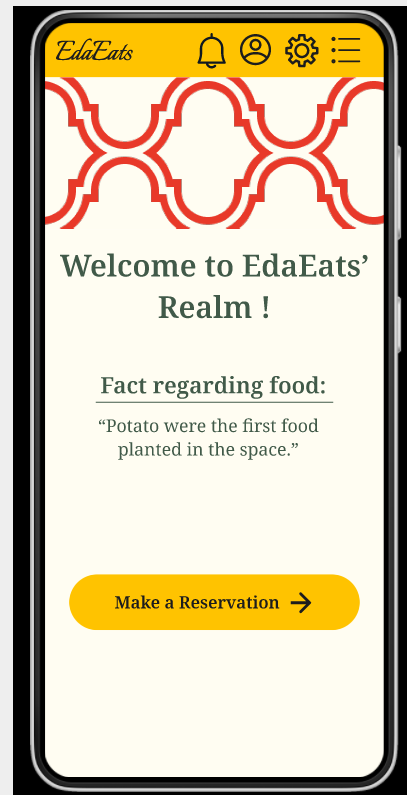
The product:

EdaEats' is a user-friendly and efficient platform that allows customers to easily make reservations at their favorite Japanese restaurants. With a simple and intuitive interface, users can start the reservation process by entering special requests, and the app will display available restaurants. EdaEats' provides a search feature for users to find their desired restaurant immediately. Once a preferred restaurant is selected, users can confirm their booking by filling out the "My Booking Confirmation" form. EdaEats' aims to streamline the booking process, ensuring a seamless and enjoyable dining experience for all users. Additionally, it provides an opportunity for users to provide feedback and share their dining experiences, enhancing overall customer satisfaction and loyalty.



Project duration:

June 2023 to August 2023



Project overview



The problem:

EdaEats' addresses the challenge of booking tables in Japanese restaurants, offering global users a more convenient and efficient solution.



The goal:

The goal of EdaEats is to simplify Japanese restaurant reservations, enhance user experience, and foster customer satisfaction and loyalty.

Project overview



My role:

UX designer designing EdaEats' Reservation Journey seamless and Memorable Dining Experiences, One Tap at a Time!"



Responsibilities:

From beginning to current stage, I did the research, conducted the interviews, paper and digital wireframing, low and high fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs.

Understanding the user

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

User research: summary



The research for EdaEats' booking app aimed to understand user needs and preferences when making restaurant reservations in Japanese dining establishments. Insights were gathered from a diverse group of participants aged 25 to 50, residing in urban areas. While some were frequent users of booking apps, a few had little experience.

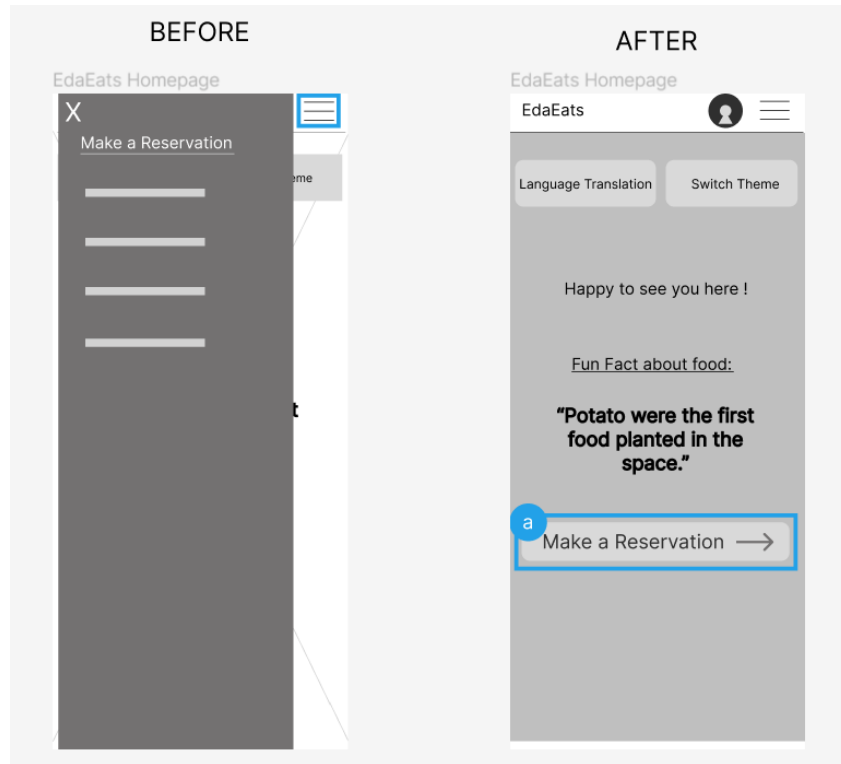
Participants appreciated EdaEats' user-friendly interface. The implementation of Special Requests Integration, Search Feature, Booking Confirmation Form, and Feedback Opportunity proves the app's value for all users, confirming the research's success!

User research: pain points

1

Homepage Design

Users with little or no experience found it challenging to locate the "Make a Reservation" tab. To address this, I created a prominent button to initiate the reservation process, ensuring easier navigation for all users.



Persona: Haruki Suzuki

Problem statement:

Haruki is a tech-savvy but inexperienced individual who struggles with making online bookings. He seeks a user-friendly app that offers easy navigation and reservations.



Haruki Suzuki

Age: 27
Education: BBA
Hometown: Osaka, Japan
Family: Single
Occupation: Sales Associate

"I want to try out new Japanese restaurants, but booking apps seem overwhelming. I need something simple and easy to use."

Goals

- Desires simplified reservation process that allows him to easily find and book tables at his favorite Japanese Restaurants.
- Easily make reservations for dining with friends and colleagues.
- Find restaurants with vegetarian options for a balanced dining experience.

Frustrations

- Haruki is not accustomed to using booking apps and may find it difficult to navigate through complex interfaces.
- He is concerned about making errors during the reservation process and want a straightforward app that guides him step-by-step.

Haruki is a tech-savvy individual in his late 20s who works as a sales associate at a retail store. He has a basic understanding of smartphones and commonly used apps but has limited experience with booking apps. Haruki enjoys dining out occasionally with friends and family but has been hesitant to use booking apps due to the perceived complexity.

User journey map

Tracing Haruki's user journey highlights the efficacy of EdaEats' in booking tables at Japanese restaurants.

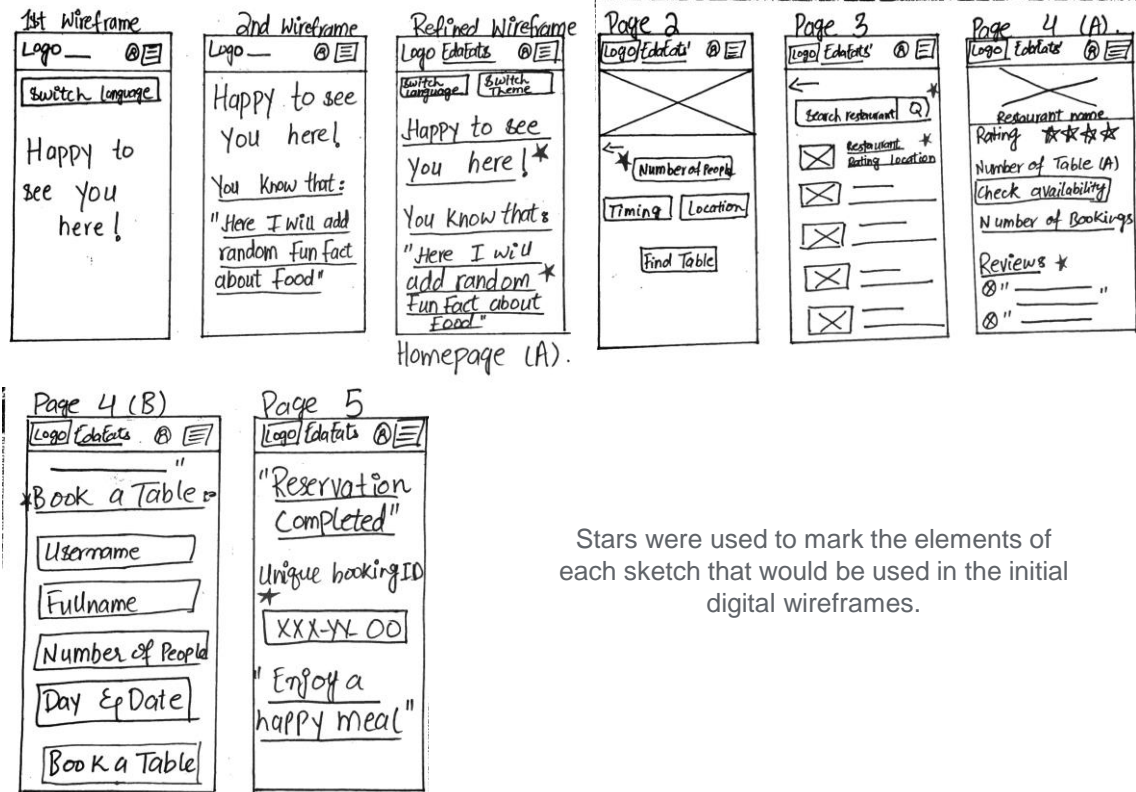
Persona: Haruki Suzuki

Goal: To book a table for a group dinner at a popular Japanese restaurant.

ACTION	Discovering the App	Onboarding and Registration	Making a Reservation	Searching Restaurants	Reservations Management
TASK LIST	A. Search for a Japanese restaurant booking app. B. Read app descriptions and reviews. C. Download and install the app.	A. Create a new account. B. Provide personal information (username, email, etc.). C. Set up a password and account preferences	A. Open the app and explore the features of app. B. Begin a reservation by clicking the "Make a reservation". C. Filled the "Special Requests" form and view the restaurants.	A. View the detailed information about the desired restaurant. B. Select the desired date and time for the reservation. C. Confirm the reservation details and proceed to payment.	A. Receive a confirmation email or notification. B. Review and manage existing reservations. C. Make changes or cancel a reservation if needed.
FEELING ADJECTIVE	Curious, Excited, Hopeful.	Engaged, cautious, willing to share personal information.	Curious, satisfied, decision-making.	Accomplished, relieved, excited.	Reassured, organized, in control.
IMPROVEMENT OPPORTUNITIES	Ensure the app is available on popular app stores. Provide clear and concise app descriptions, highlighting key features. Include positive reviews and testimonials to build trust.	Offer alternative registration methods (e.g., social media login) for convenience. Clearly communicate the app's privacy policy and data protection measures. Provide options for users to customize their account preferences.	Incorporate accessibility features like screen reader compatibility for visually impaired users. Provide clear and consistent labeling and navigation options for ease of use. Display key information prominently.	Include search bar for users who wants to immediately find the restaurant by inputting the specific keywords.	Send accessibility-friendly confirmation emails with clear and concise information. Provide intuitive reservation management options, such as a simple editing interface. Offer reminders or notifications for upcoming reservations.

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy booking process** to help users save time.

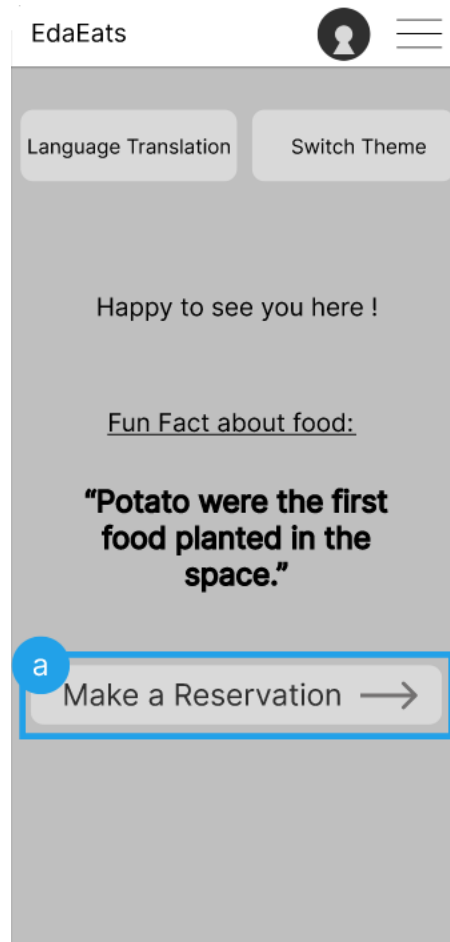


Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Digital wireframes

As the initial design phase continued, I made sure to design the homepage screen based on feedback and findings from the user research.

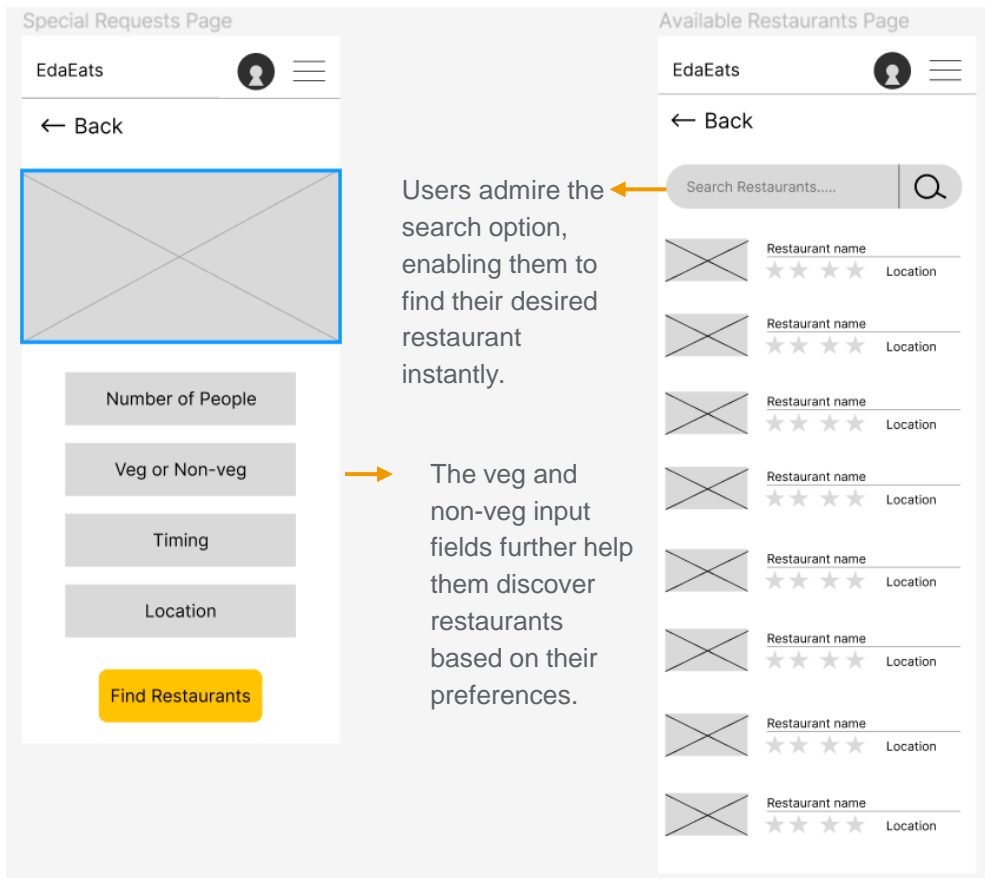
I have introduced an exciting random fact portion to captivate user's attention and pique user's interest in exploring EdaEats!



This button provides an easy option for users to begin the reservation process.

Digital wireframes

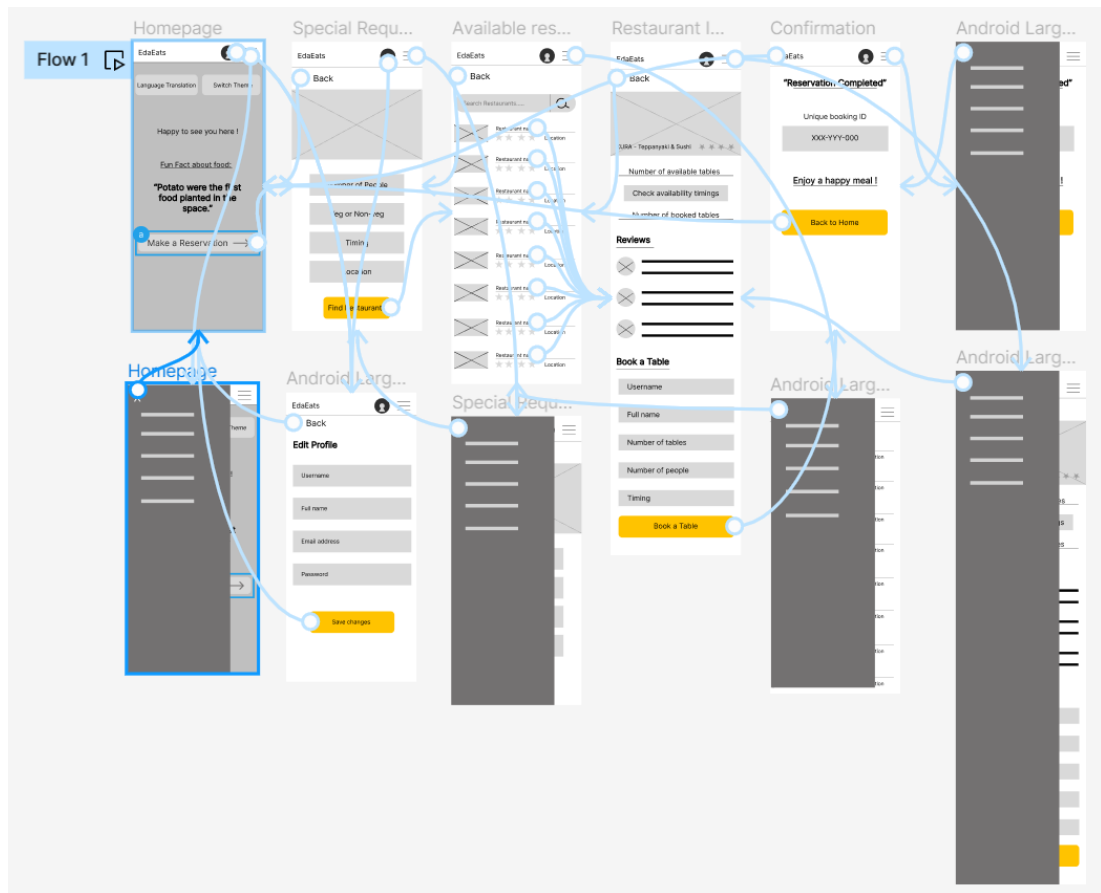
More Specifications,
More Users!



Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was booking a table, so the prototype could be used in a usability study.

View the EdaEats' [low fidelity prototype](#)



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 Users are eager to start the reservation process right away!
- 2 Users want more features, including settings and notification options.

Round 2 findings

- 1 The color contrast of the nav bar's and buttons' text and background is not visually understandable for all users.

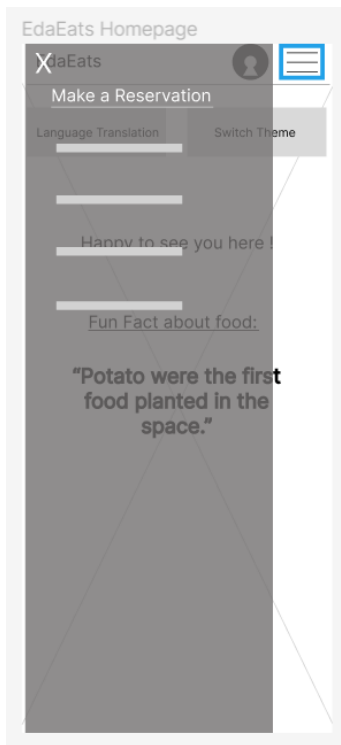
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

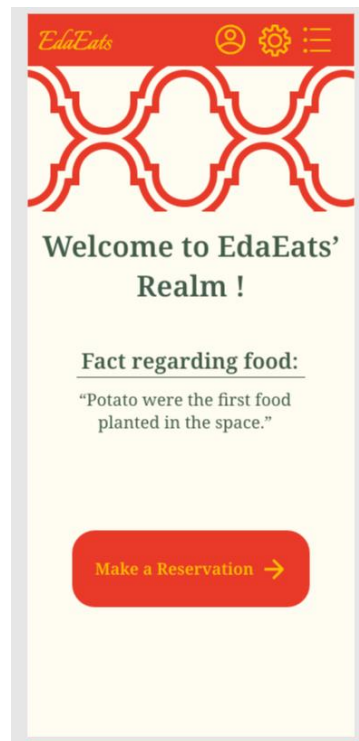
Mockups

Early designs allowed users to begin the reservation process, but after conducting usability studies, I included the 'Make a Reservation' button to enable an immediate start. Additionally, I revised the design to ensure users encounter a prominent button as soon as they land on the screen.

Before usability studies



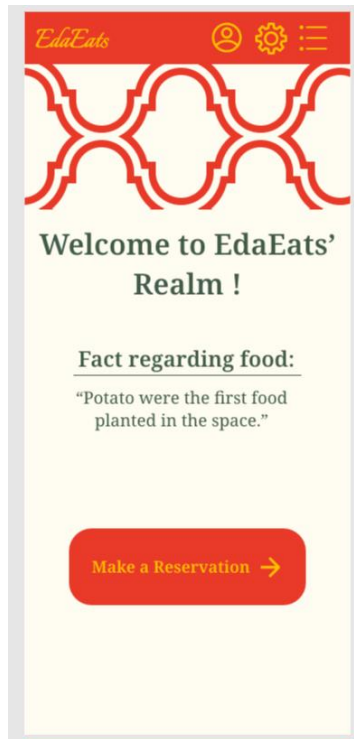
After usability studies



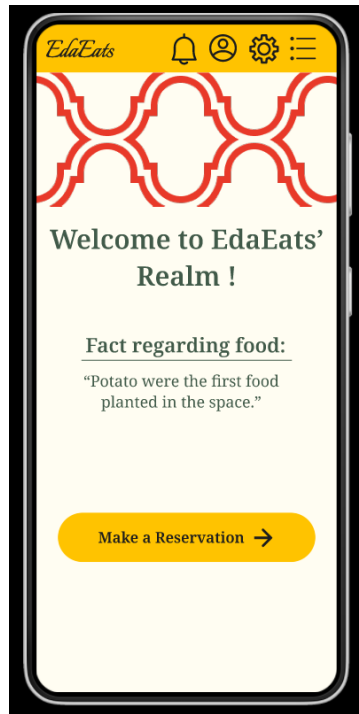
Mockups

The second usability study revealed that some users found it difficult to read the golden shaded text on a red background. To address this issue, I changed the color contrast to 'Yellow and black.' As a result, those users found it much easier to understand the text on the screen.

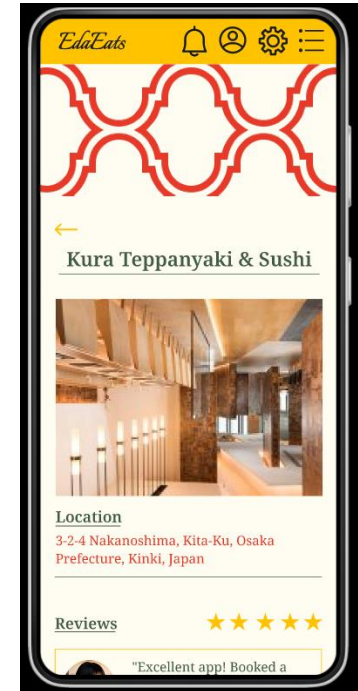
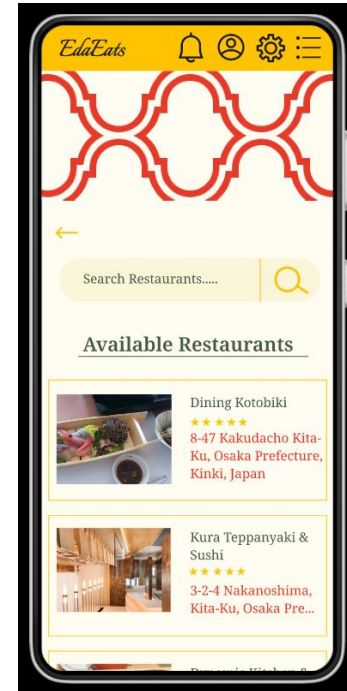
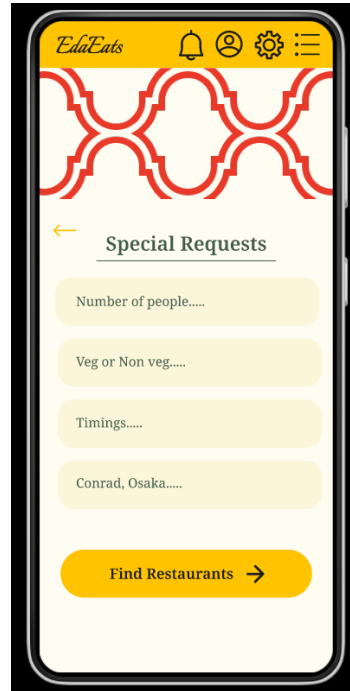
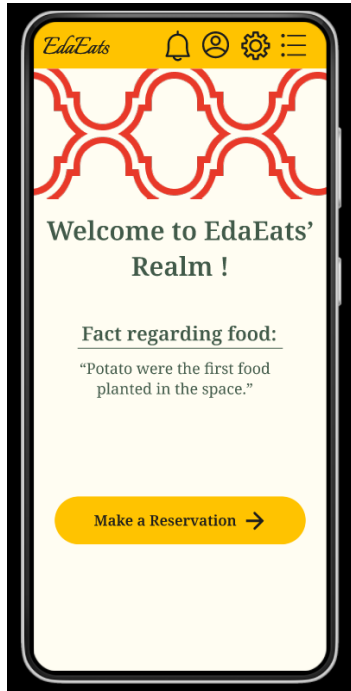
Before usability study 2



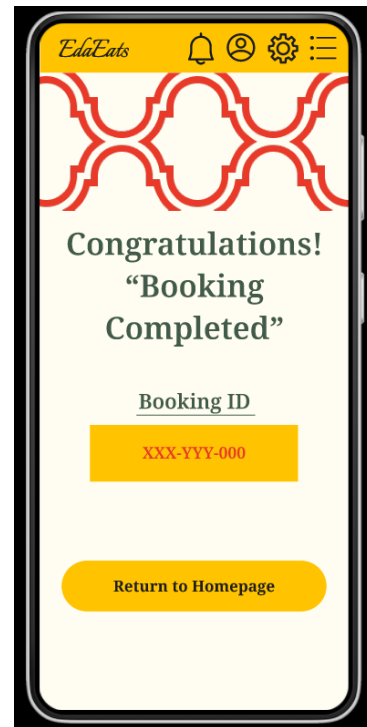
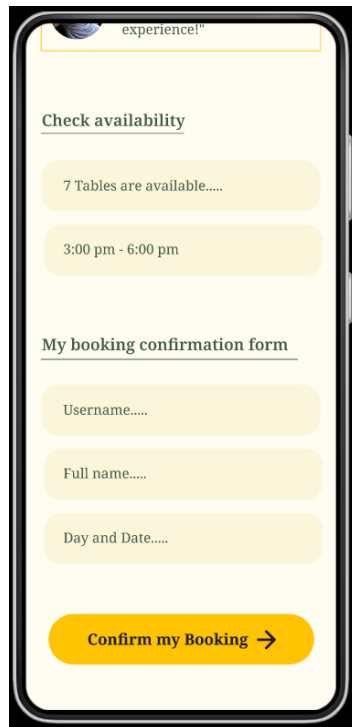
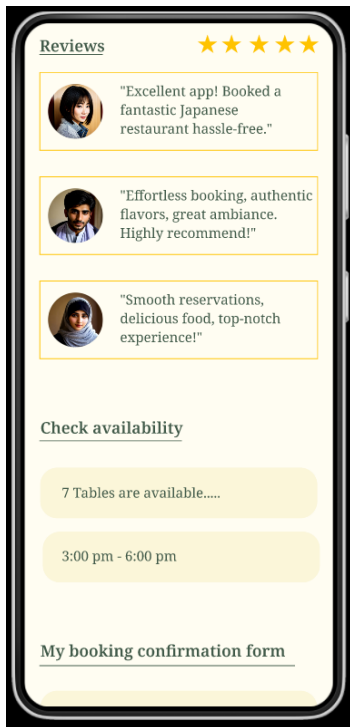
After usability study 2



Key mockups



Key mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for booking. It not only met the user requirements for streamlined navigation but also included features to enhance user interaction.

View the EdaEats' [high fidelity prototypes](#)



Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Implemented appropriate color contrast to help all users better visualize EdaEats'.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Elevating dining experience with innovative features, seamless booking, and diverse cuisines. Unforgettable food journey!.

One quote from peer feedback:

“Smooth and easy. This app seems user-friendly.”



What I learned:

While designing the EdaEats’ app, I learned that the first ideas for the app are only the beginning of the process. Research, Usability studies and peer feedback influenced each iteration of the app’s designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work on the EdaEats' app! If you'd like to see more or get in touch, my contact information is provided below.

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