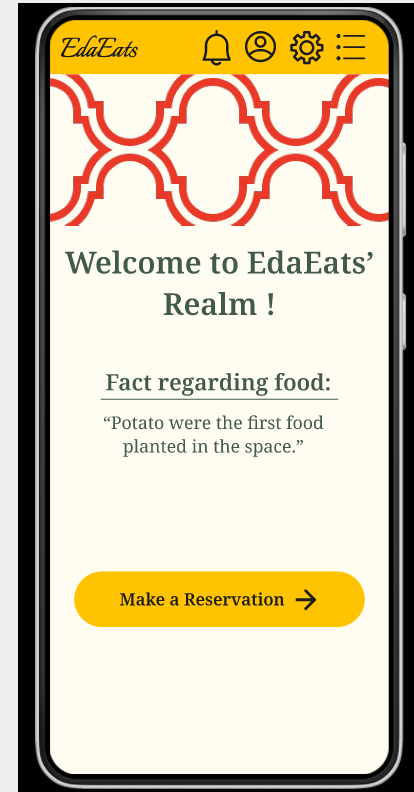# EdaEats' App Design

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

EdaEats

Welcome to EdaEats' Realm !

Fact regarding food:

"Potato were the first food planted in the space."

Make a Reservation →

Google

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.

Google

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.

Google

Understanding the user

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

Google

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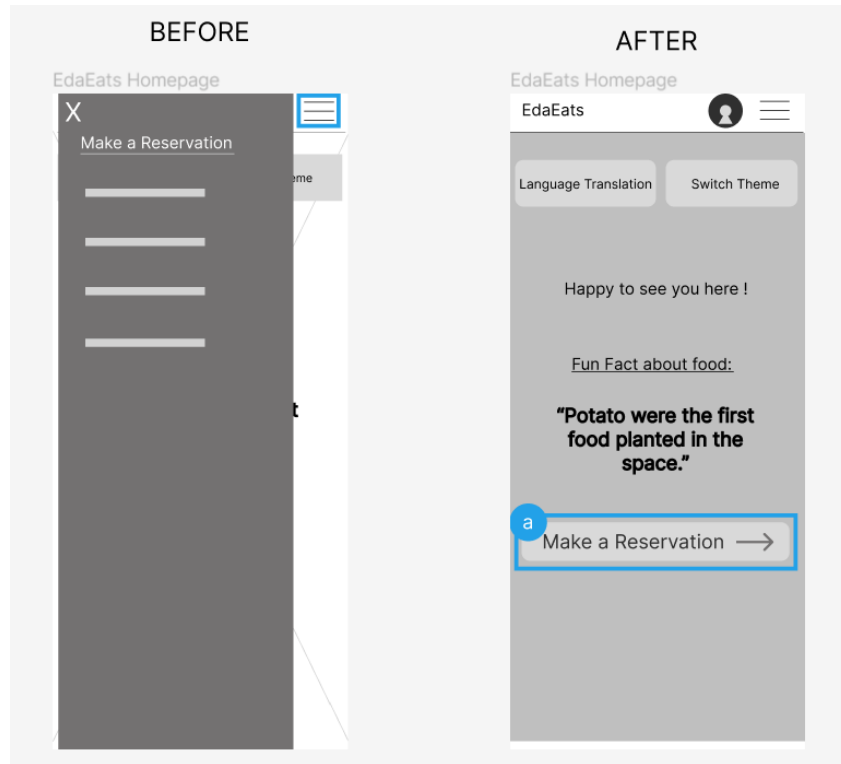
Participants appreciated EdaEats' user-friendly interface. The implementation of Special Requests Integration, Search Feature, Booking Confirmation Form, and Feedback Opportunity proves the app's value for all users, confirming the research's success!

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.

BEFORE

AFTER

EdaEats Homepage

Make a Reservation

EdaEats Homepage

EdaEats

Language Translation   Switch Theme

Happy to see you here !

Fun Fact about food:

"Potato were the first food planted in the space."

a   Make a Reservation →

Google

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.

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

Haruki Suzuki

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

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.

Google

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.

Google

Starting the design

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

Google

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.
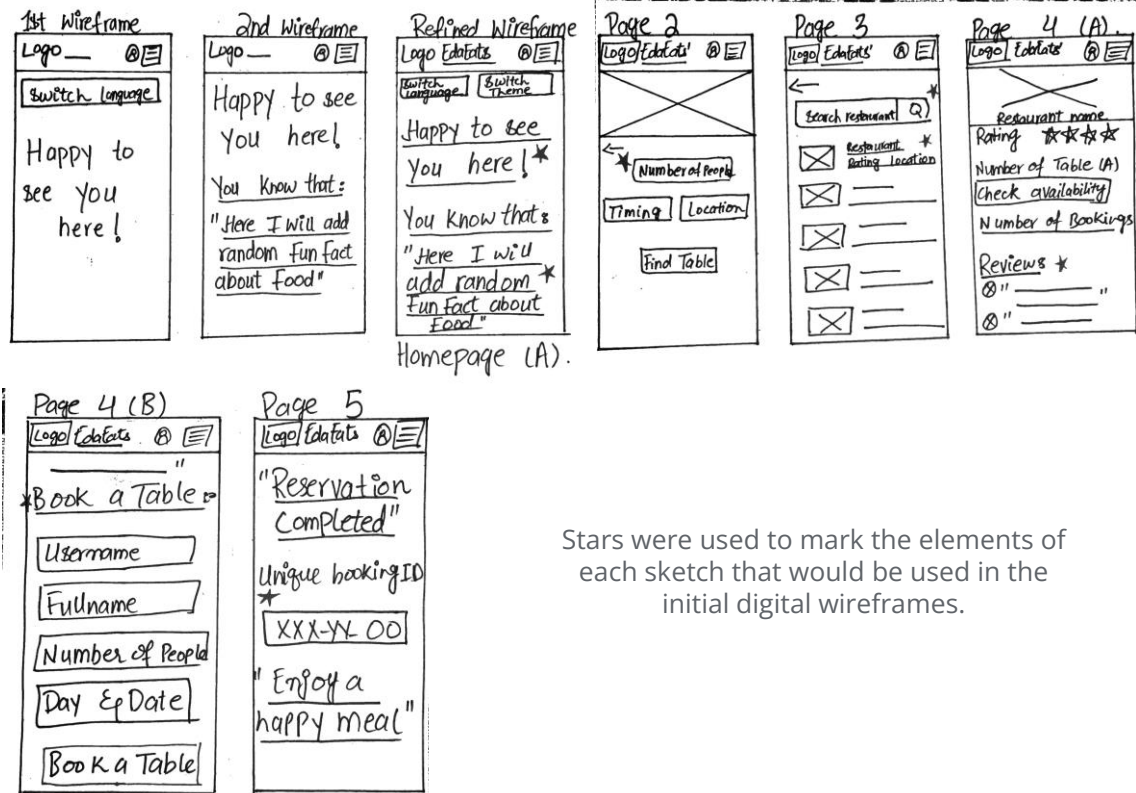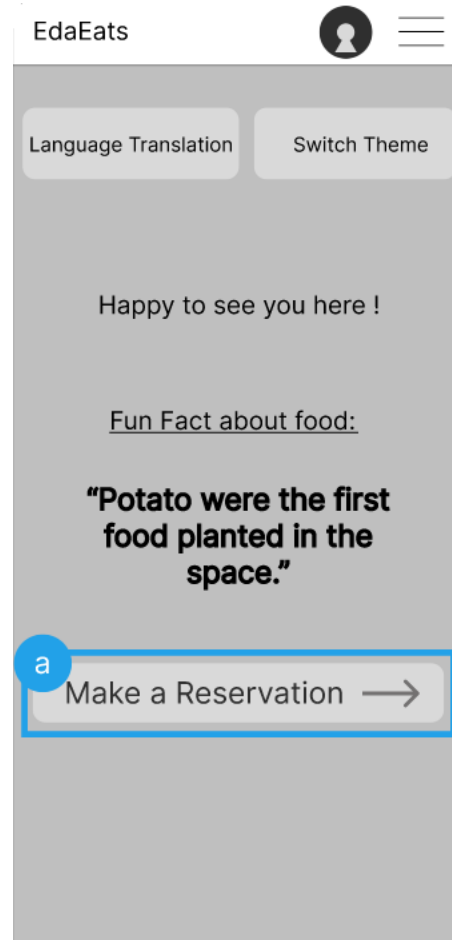

Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

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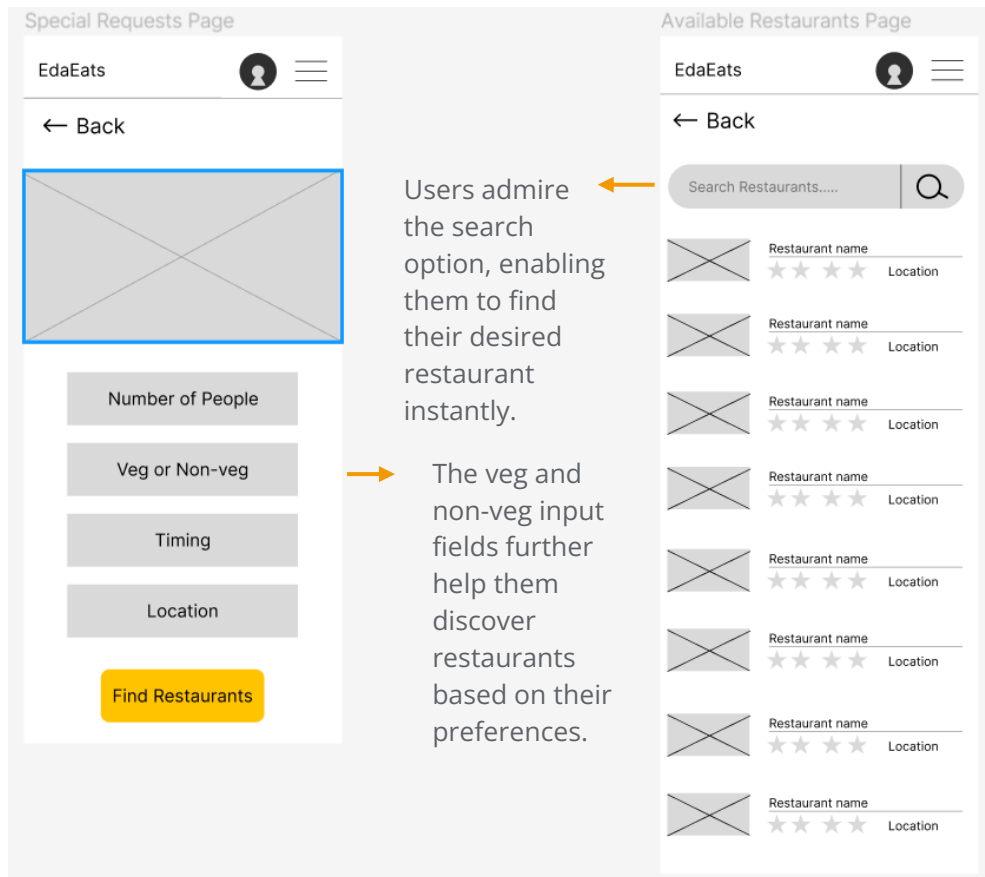
I have introduced an exciting random fact portion to captivate user's attention and pique user's interest in exploring EdaEats'!

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

EdaEats

Language Translation   Switch Theme

Happy to see you here !

Fun Fact about food:

"Potato were the first food planted in the space."

a

Make a Reservation →

Google

Digital wireframes

More Specifications,

More Users!

Special Requests Page

EdaEats

← Back

Number of People

Veg or Non-veg

Timing

Location

Find Restaurants

Available Restaurants Page

EdaEats

← Back

Search Restaurants.....

Restaurant name
★ ★ ★ ★   Location

Restaurant name
★ ★ ★ ★   Location

Restaurant name
★ ★ ★ ★   Location

Restaurant name
★ ★ ★ ★   Location

Restaurant name
★ ★ ★ ★   Location

Restaurant name
★ ★ ★ ★   Location

Restaurant name
★ ★ ★ ★   Location

Restaurant name
★ ★ ★ ★   Location

Users admire the search option, enabling them to find their desired restaurant instantly.

The veg and non-veg input fields further help them discover restaurants based on their preferences.

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
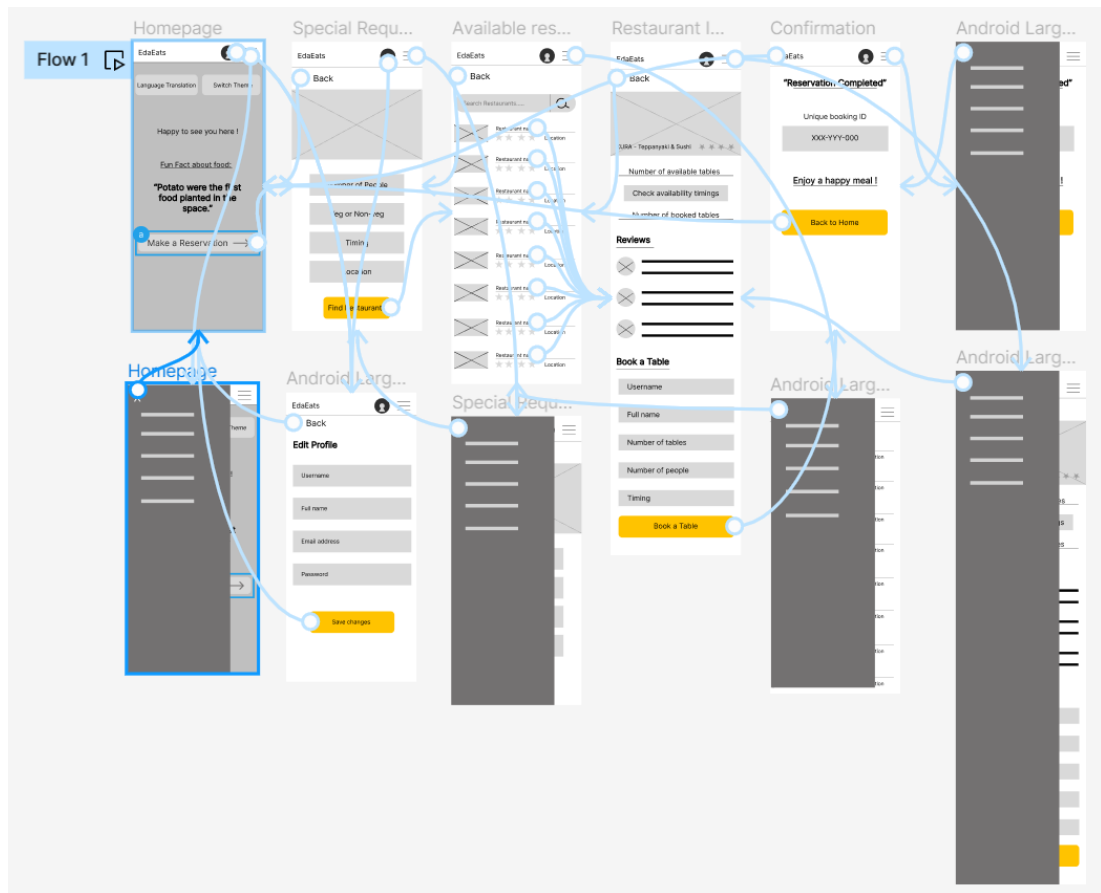
Usability study: findings

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.

Google

Refining the design

- Mockups
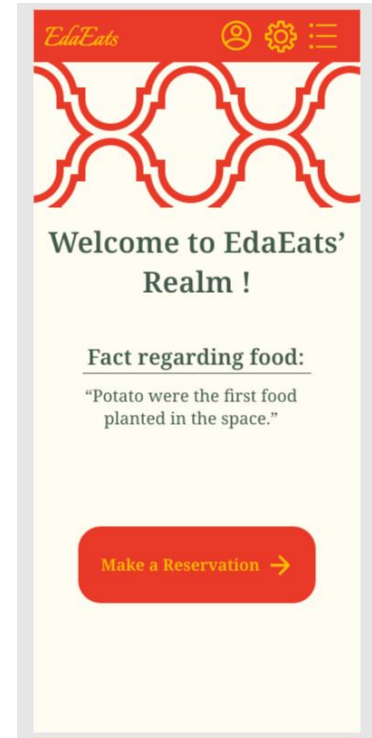- High-fidelity prototype
- Accessibility

Google

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.
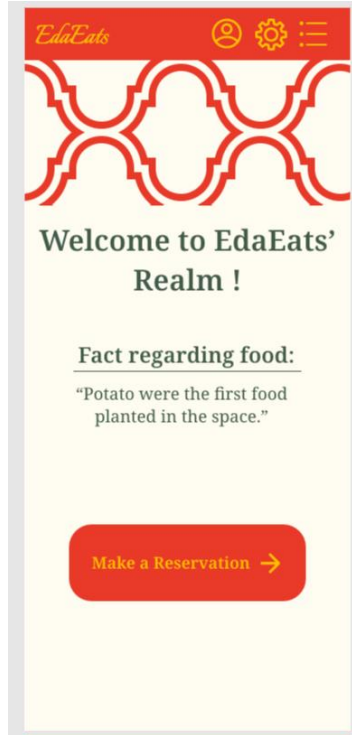
Google
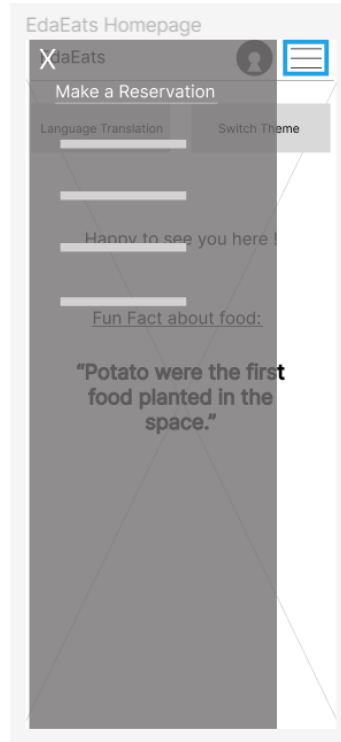
Mockups

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.
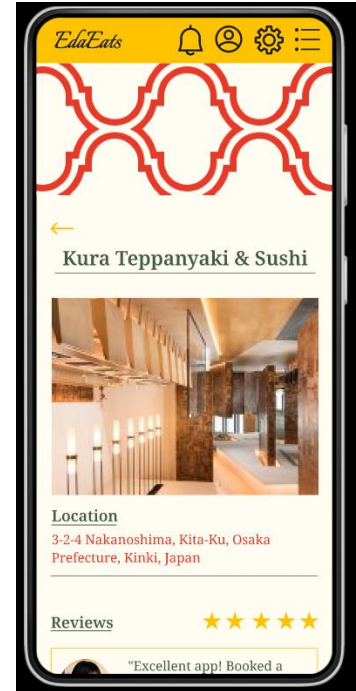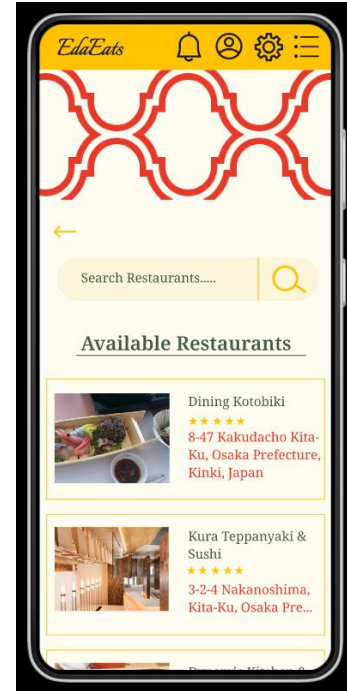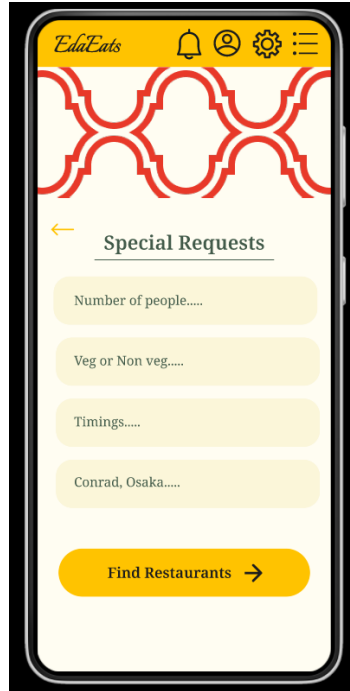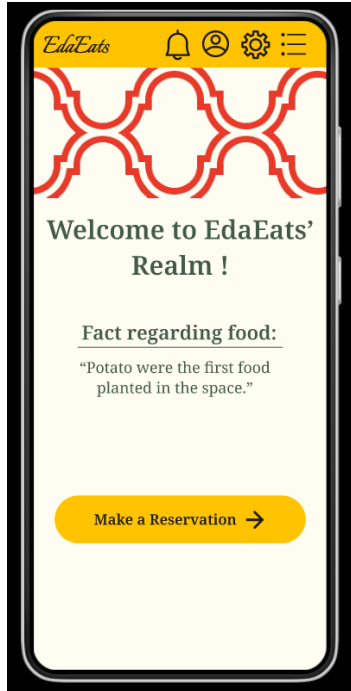
Google

Key mockups

EdaEats

Welcome to EdaEats' Realm !

Fact regarding food:

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Make a Reservation →

EdaEats

← **Special Requests**

Number of people.....

Veg or Non veg.....

Timings.....

Conrad, Osaka.....

Find Restaurants →

EdaEats

←

Search Restaurants..... 🔍

Available Restaurants

Dining Kotobiki
★★★★★
8-47 Kakudacho Kita-Ku, Osaka Prefecture, Kinki, Japan

Kura Teppanyaki & Sushi
★★★★★
3-2-4 Nakanoshima, Kita-Ku, Osaka Pre...

EdaEats

←

Kura Teppanyaki & Sushi

Location
3-2-4 Nakanoshima, Kita-Ku, Osaka Prefecture, Kinki, Japan

Reviews ★★★★★

"Excellent app! Booked a

Key mockups

Reviews ★★★★★

"Excellent app! Booked a fantastic Japanese restaurant hassle-free."

"Effortless booking, authentic flavors, great ambiance. Highly recommend!"

"Smooth reservations, delicious food, top-notch experience!"

Check availability

7 Tables are available.....

3:00 pm - 6:00 pm

My booking confirmation form

---

experience!"

Check availability

7 Tables are available.....

3:00 pm - 6:00 pm

My booking confirmation form

Username.....

Full name.....

Day and Date.....

Confirm my Booking →

EdaEats 🔔 👤 ⚙ ☰

Congratulations!
"Booking Completed"

Booking ID

XXX-YYY-000

Return to Homepage

Google

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'.

Google

Going forward

- Takeaways
- Next steps

Google

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.

Google

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.

Google

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.

Email: mahamamjad.121@gmail.com
Website: https://myfirsteverportfolio.netlify.app/