



CHEF'S TABLE

Case Study

Veronica Cortes, August 2020



CONCEPT

PROBLEM

With so many restaurants to choose from and so many restaurant apps and tools on the market, it's hard to separate the good from the bad as customer reviews alone are not always reliable.

SOLUTION

Chef's Table is a responsive web app offering expert local recommendations from top chefs around the world from cheap eats to fine dining. Designed for anyone who enjoys good quality food!

PROCESS

Research and analysis of 3 competitors, 3 user interviews, synthesis of insights, defining user personas, gathering requirements, defining jobs to be done to determine the MVP and user flows, creating wireframes and prototyping, creating inspiration and mood boards, user testing and iteration, creating mockups and style guide.

PROJECT DURATION

Approximately 8 weeks

TOOLS

Pen, Paper, Sketch, Draw.io, InVision

DISCOVER

Competitor analysis

Differentiators



Where Chefs Eat



Michelin



Open Table

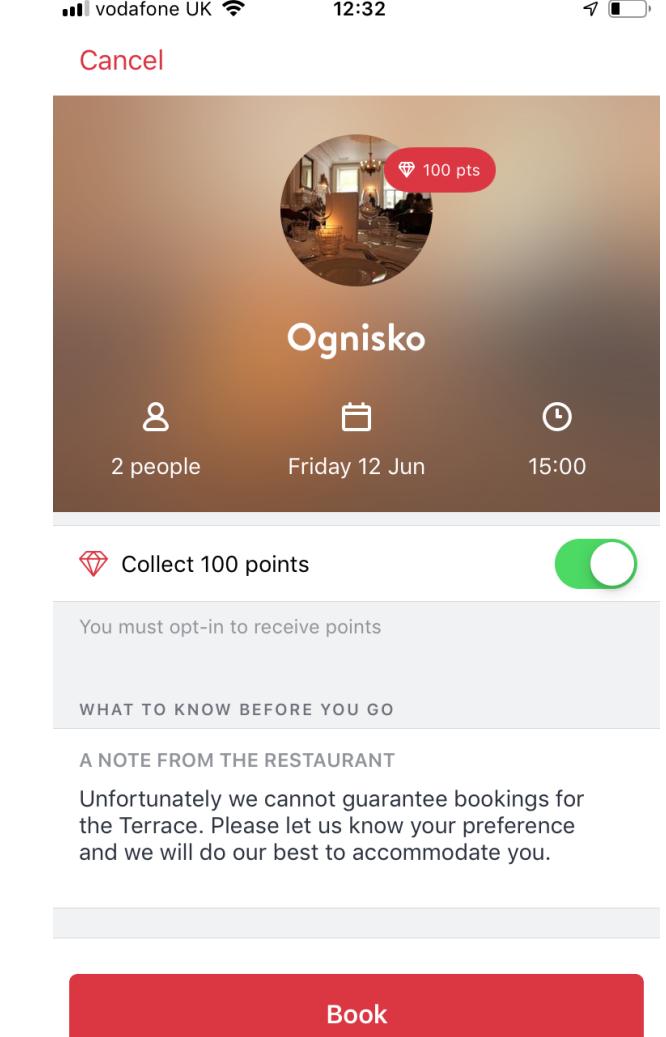
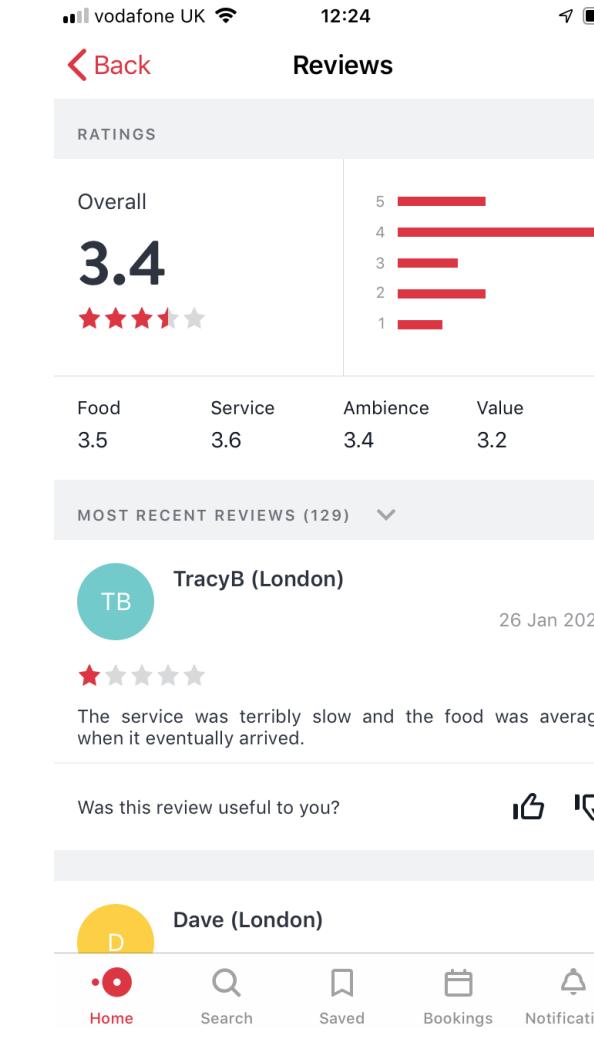
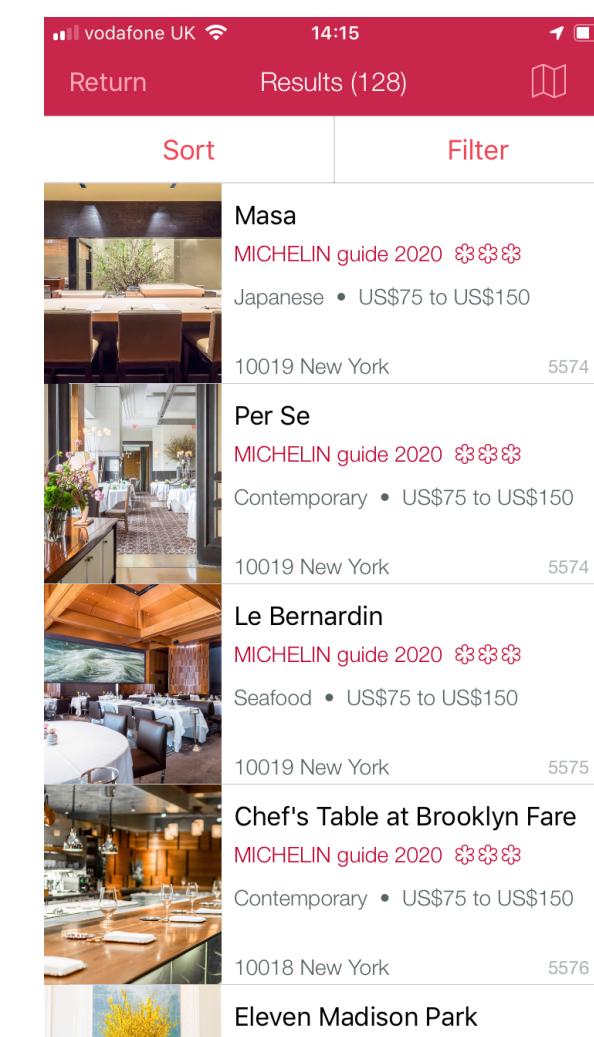
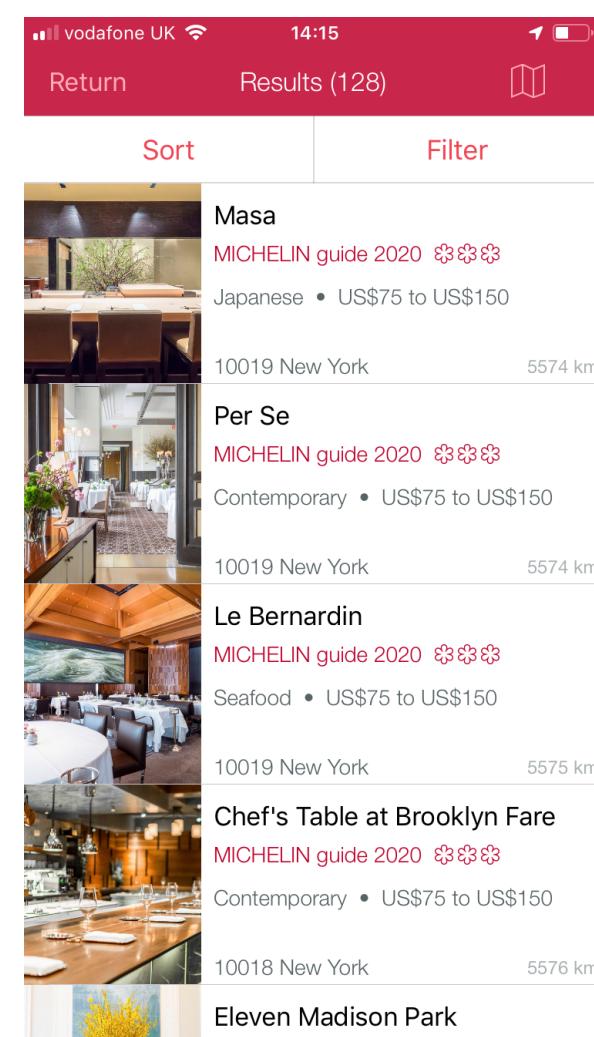
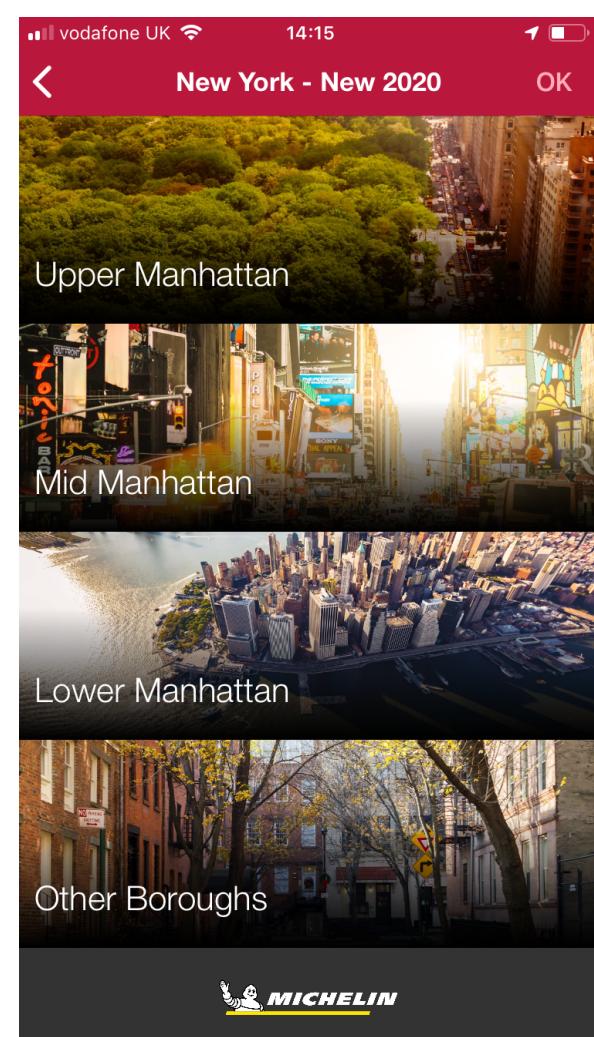
On the whole, the app is very basic in its usability and visual design. It seems more like a directory and doesn't give much in terms of user experience. Having read the book reviews and seen snippets of the book, I'd hazard that the book is more appealing than the app and probably with intention. I do like the concept of the app supporting the book but Chef's Table's direction is completely focussed on designing a standalone app. I want to elevate the content through the designs as the information is valuable. I'd like to use images and colour where appropriate and provide a social element to the app.

Overall, I think the website and app are two separate things. The website delivers more than just restaurant recommendations. There are also some inconsistencies in design between the website and app which feels a little disconnected. In general, I think the app is easier to navigate than the website when searching for restaurant recommendations. The content in Chef's Table designs will be consistent across the board so I will ensure the designs are consistent and cohesive for different devices.

OpenTable has built a trustworthy brand. It is consistent, relevant and is supported by a huge community (customer base). Personalisation and relevance is something I will carry into Chef's Table designs.

Competitor analysis

User psychology



KISS (Keep It Simple)

I plan to keep the design simple using grid layouts and filters to narrow search criteria.

Security & Transparency

I plan to use star ratings so that users can trust and quickly identify top rated restaurants.

Gamification

Users will be able to rate and review their favourite restaurants and share with their family and friends.

Rewards

Users will be rewarded with collection points when they book via the app. Discounts can be redeemed by using points for future bookings.

User interviews

“Chef recommendations are valuable but wouldn’t limit to only this. User ratings are also valuable.”

User interviews

Users dine in restaurants once a week (before pandemic).

Food takeaways and deliveries are more frequent.

Food delivery apps are used more and this was even before the pandemic.

OpenTable is used by all three participants whether that is frequently or not.

Key factors include location, price, offers and cuisine type.

Both chef recommendations and customer reviews are valuable.

Images can be unreliable as may not portray realistic view.

Top chef recommendations are valuable but not without the support of customer reviews.

Users are interested in restaurant's ethical values, sustainable food policy, hygiene ratings.

Users seek recommendations via other sources e.g. word of mouth, online, social media, print, TV.

Users don't like to receive email newsletters, junk mail.

Content headings need to grab the users attention in order for them to click/open/ digest.

User Personas

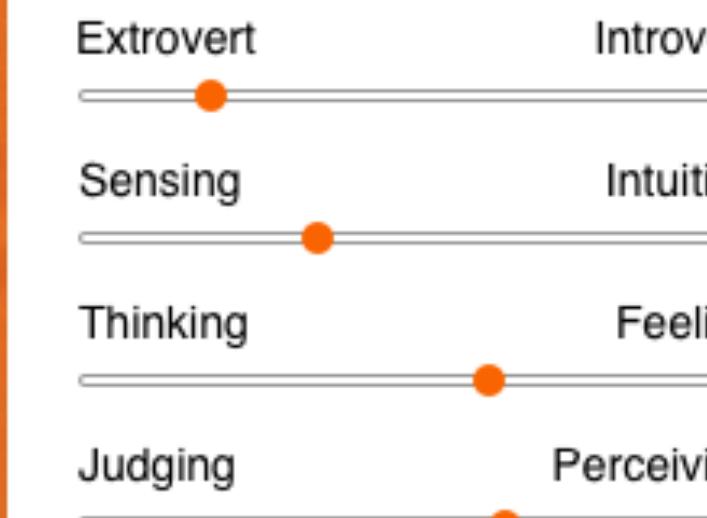


JONATHAN GREY

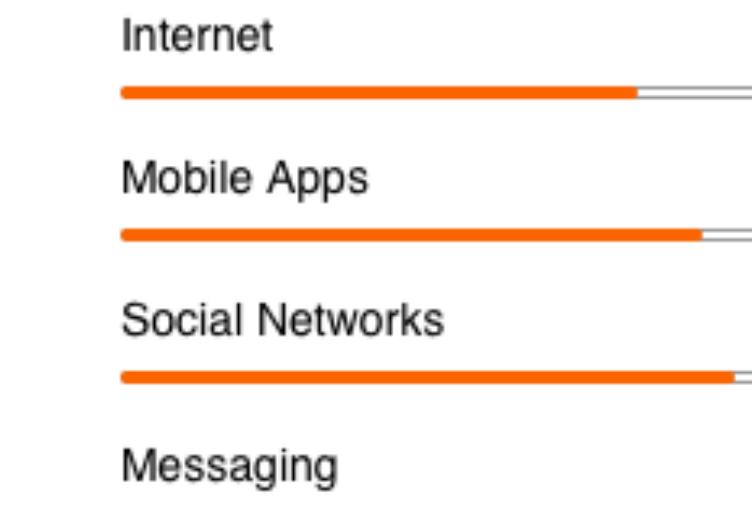
DEMOGRAPHICS:

Age: 36
Job title: Interior Designer
Status: Single
Location: New York
Ethnicity: American - Mixed
Education: BFA

PERSONALITY TRAITS:



TECHNOLOGY:



“New York is full of great restaurants and bars but you don’t always have to spend an arm and a leg to have a great experience!”

BIOGRAPHY:

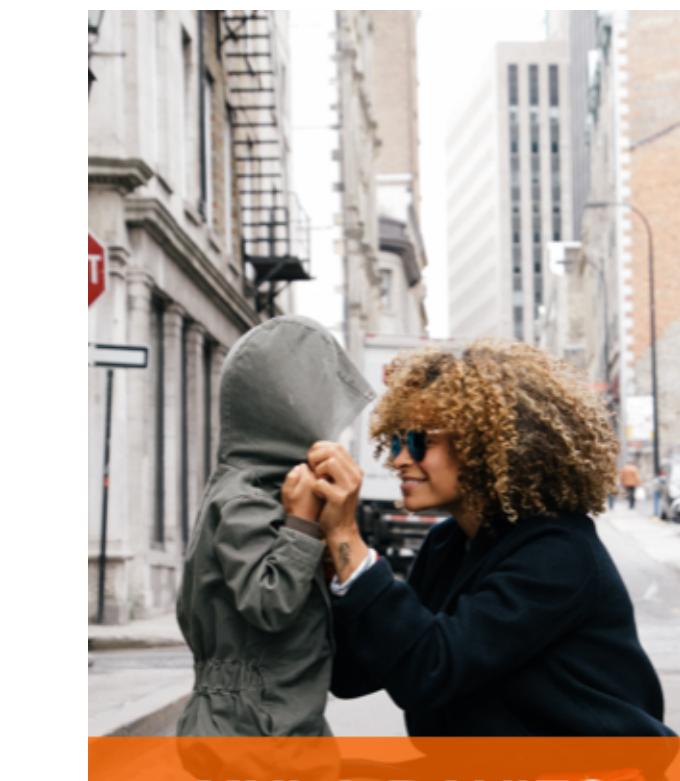
Jonathan works for a successful design agency in Manhattan. He's homosexual and half American, half Singaporean. He goes out 4-5 times per week with friends and colleagues. He's not much of a home cook but he enjoys good food and loves to try new restaurants and cuisines.

GOALS:

- Find great restaurants with great value.
- Last minute bookings at nearby restaurants.
- Find restaurants with high quality takeaway food.

FRUSTRATIONS:

- So much information. Content highlights need to grab me.
- Too many junk emails.
- The quality of takeaways are usually disappointing.



MYLA DAVIES

DEMOGRAPHICS:
Age: 40
Job title: Market
Status: Marrie
Location: Londo
Ethnicity: British
Education: Bache

“Motherhood is the skilful art of juggling the needs of your family and yourself.”

BIOGRAPHY:

Myla lives with her husband and two young boys aged 3 and 7. She works part time and plans to return to full time work when her youngest starts school. Myla usually cooks during the week. On the weekend they like to treat themselves by going out or ordering takeaway. She also loves a night out where she can enjoy good food and wine with her close friends.

GOALS:

- Receive restaurant deals directly.
- Keep in the 'know' of what's new in the area.
- Quick access to good restaurants with childrens menus.

FRUSTRATIONS:

- The quality of delivery / takeaway food is mostly disappointing.
- Too much information to digest.
- Too many junk emails.

PERSONALITY TRAITS:
Extrovert

Technology: Internet

PERSONALITY TRAITS:
Introvert

Technology: Internet

“I buy organic so when I go out I want to know where my food has come from.”

BIOGRAPHY:

Josh lives with his long term girlfriend and cat. They enjoy the combination of home life, living in the city and travelling abroad. Josh owns many cook books, follows celebrity chefs and has eaten at Michelin star restaurants. He's also interested in current affairs and has liberal views. He's socially and environmentally conscious and will do his part, no matter how small, to make the world a better place for everyone.



JOSH PEARSON

DEMOGRAPHICS:
Age: 41
Job title: Technical Lead
Status: Cohabiting
Location: London
Ethnicity: British - White
Education: Bachelor's Degree

GOALS:

- Support local restaurants using local produce.
- Avoid restaurants with low food hygiene ratings.
- Discover new restaurants.

FRUSTRATIONS:

- High volume of unreliable content online.
- Not enough information on restaurants ethical and sustainable values.
- Too many junk emails.

PERSONALITY TRAITS:
Extrovert

Technology: Internet

PERSONALITY TRAITS:
Introvert

Technology: Internet

PERSONALITY TRAITS:
Sensing

Technology: Mobile Apps

PERSONALITY TRAITS:
Intuition

Technology: Mobile Apps

PERSONALITY TRAITS:
Thinking

Technology: Social Networks

PERSONALITY TRAITS:
Feeling

Technology: Social Networks

PERSONALITY TRAITS:
Judging

Technology: Messaging

PERSONALITY TRAITS:
Perceiving

Technology: Messaging

DEFINE

Gathering requirements

Who is the user?

Foodies, food professionals, professionals, travellers, people who take the time to look for good eateries because they enjoy good quality food. They eat out at least once a week and are open to all types of cuisines and price range.

What major goals and tasks will users want/need to accomplish?

Find and select a restaurant; make reservations; rate/review/save/share with friends restaurant profiles.

What will the product do?

The product will allow users to search for recommended restaurants and make reservations.

Where will the product be used?

The app should be accessed from any device from anywhere e.g. home, the office, on travels.

Why does the user need the product?

Restaurants are recommended by top chefs and reviewed by customers.

Gathering requirements

What kind of information will be created, entered, or featured in the product?

Restaurant profiles including images, location, contact number; type of cuisine, price range, promotions, takeaway/delivery service, child/family friendly; chef profiles including photo, bio, restaurant they own/work at, recommendations; location map; booking system; customer reviews; plus interactive features i.e. rating, reviews, save and share.

What particular business goals are you trying to achieve with this product launch?

We want to develop key partnerships with top chefs and their establishments, Michelin Guides, food standards agencies and expand our community by partnering with recommended eateries. We want to begin by launching in London. If the app is successful we plan to roll out to a further three cities. The plan is to expand worldwide based on the response of each roll out.

Are there any existing development, design, or business rules that need to be followed?

- All recommended restaurants must go through a verification and checking process to ensure they are registered and meet food hygiene standards before they are featured on the app.
- Selected chefs will receive a personal invitation to join the community and must provide consent before their profile is featured on the app.
- We can not use the Michelin star symbols to highlight any Michelin awarded restaurants but it can be detailed in the restaurant profile.
- All customer reviews must be submitted for review to ensure the content is appropriate before publishing.
- We need to follow iOS and Android design guidelines.

Which platform and devices will the product live on?

A responsive web app designed for iOS.

JTBD & Feature Requirements

	JTBD (Jobs to be done)	Feature requirements	MVP
1	When I'm looking for nearby restaurants, I want to know where it is located, so I know how far/near it is to me and how to get there.	<ul style="list-style-type: none">• Location map• Address in restaurant profile	1
2	When I view a restaurant profile, I want to know which chef has made the recommendation, so I can review their profile if I don't know who they are and discover other recommendations.	<ul style="list-style-type: none">• Chef profiles	1
3	When I'm deciding on a restaurant, I want to know what other customers thought, so I can make an informed decision.	<ul style="list-style-type: none">• Customer rating on restaurant profile• Customer reviews on restaurant profile• Interactive five star rating for user to rate• Customer review button for user to submit a review	1
4	When I'm deciding on a restaurant, I want to know what the price range is, so I can decide if the restaurant is suitable for this occasion.	<ul style="list-style-type: none">• Price rating	1

JTBD & Feature Requirements

	JTBD (Jobs to be done)	Feature requirements	MVP
5	When I have a craving for Chinese food, I want to filter my search, so I can select from a list of Chinese restaurants.	<ul style="list-style-type: none"> • Filter to select cuisine type 	1
6	When I am searching for a restaurant in a particular area, I want to filter my search, so I can view restaurants in the selected area.	<ul style="list-style-type: none"> • Search field on location map 	1
7	When I've selected a restaurant, I want to make a booking, so I can secure a table on the required date, time and party size.	<ul style="list-style-type: none"> • Booking system to include calendar, available time blocks, party size drop down list, button to confirm booking. 	1
8	When I need to advise the restaurant of specific dietary requirements or special occasions, I want to advise the restaurant in advance, so I can ensure the restaurant is aware and can prepare as required.	<ul style="list-style-type: none"> • Text box '<i>Any special requests? (optional)</i>' to be included in the booking process before the final booking button. 	1
9	When I want to view, amend or cancel my booking, I want to go to the booking, so I can take action as required.	<ul style="list-style-type: none"> • List of current bookings • Icon to take user to current bookings from navigation bar 	1

JTBD & Feature Requirements

	JTBD (Jobs to be done)	Feature requirements	MVP
10	When I want to take my children out to eat, I want to know if the restaurant is suitable, so I can make a reservation at a child friendly restaurant.	<ul style="list-style-type: none"> • Child friendly icon to feature on restaurant profile • Link to Children's Menu on restaurant profile 	2
11	When I am looking for value for money, I want to look for promotional offers, so I can choose from restaurants offering discounts/specials.	<ul style="list-style-type: none"> • Promotional offer icon on restaurant labels • Filter to select promotional offers 	2
12	When I don't want to cook or go out, I want to check if the restaurant offers a takeaway service, so I can order a takeaway.	<ul style="list-style-type: none"> • Takeaway/delivery service icon on restaurant profile • Link to takeaway menu on restaurant profile • Call button to order takeaways/delivery 	2
13	When I have time, I want to browse and discover new things, so I can try out next time.	<ul style="list-style-type: none"> • Notifications • Discovery screen spotlighting e.g. new places, new chef profiles and recommendations, restaurant/chef of the month, dish of the month, best cheap eats, best fine dining 	2

JTBD & Feature Requirements

	JTBD (Jobs to be done)	Feature requirements	MVP
14	When I want to go back to a restaurant profile, I want to save the profile, so I can easily access it any time.	<ul style="list-style-type: none">• Save button on restaurant profile• List of saved restaurants	2
15	When I want to tell my friends/family about a restaurant, I want to share the restaurant profile, so I can choose which platform from my device.	<ul style="list-style-type: none">• Share icon on restaurant profile	2
16	When I am interested in a chef, I want to follow them, so I can keep up to date with their recommendations.	<ul style="list-style-type: none">• Follow button on chef profile• List of favourite chefs	2

Minimum Viable Product (MVP)

I will focus on delivering an MVP, concentrating on the key features marked MVP 1 in the 'Feature Requirements' document. In summary, the app is targeted at foodies, food professionals, professionals, travellers and the restaurant recommendations are provided by top chefs. The recommendations are supported by user ratings and reviews - specifically users who have dined at the restaurants and are also using the app.

Success Metrics

In order to measure success, we recommend tracking our sign-ups and user behaviours using the following quantitative and qualitative measures:

Quantitative measurement:

- Number of app downloads
- Number of signups
- Number of bookings
- Number of chef profiles
- Number of restaurant profiles
- Number of ratings
- Number of customer reviews
- Most-used search criteria
- Apple Store ratings

Qualitative measurement:

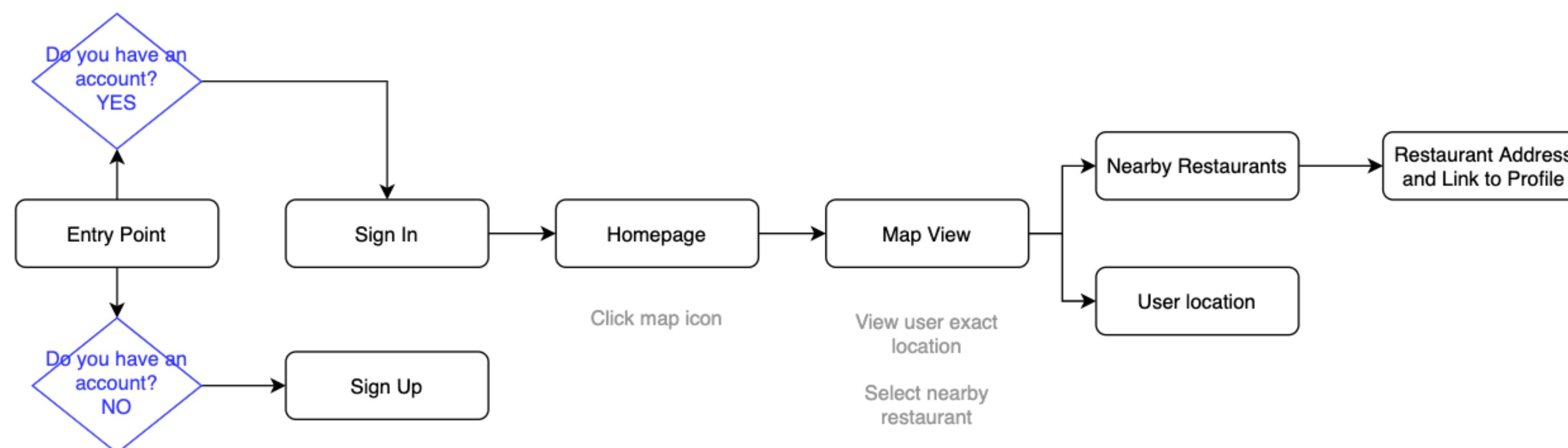
- User testing feedback
- User experience feedback on Apple Store

DEVELOP

User flows

JTBD 1 - When I'm looking for nearby restaurants, I want to know where it is located, so I know how far/near it is to me so I can work out how to get there.

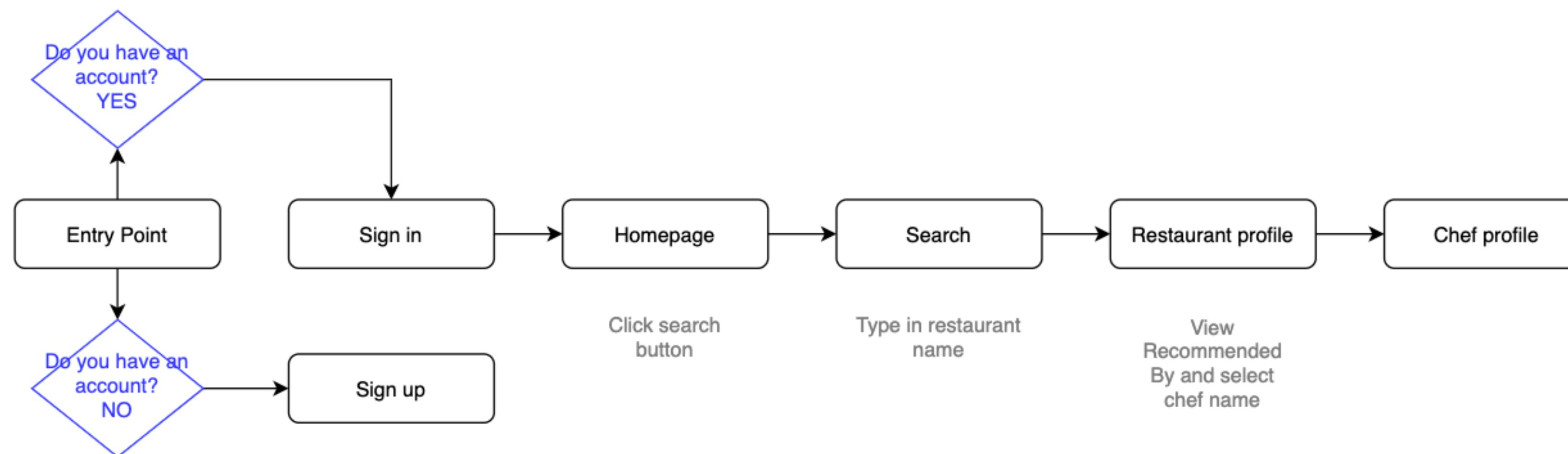
Success Criteria: View nearby restaurants on an interactive map in relation to users' location.



User flows

JTBD 2 - When I view a restaurant profile, I want to know which chef has made the recommendation, so I can review their profile if I don't know who they are and discover other recommendations.

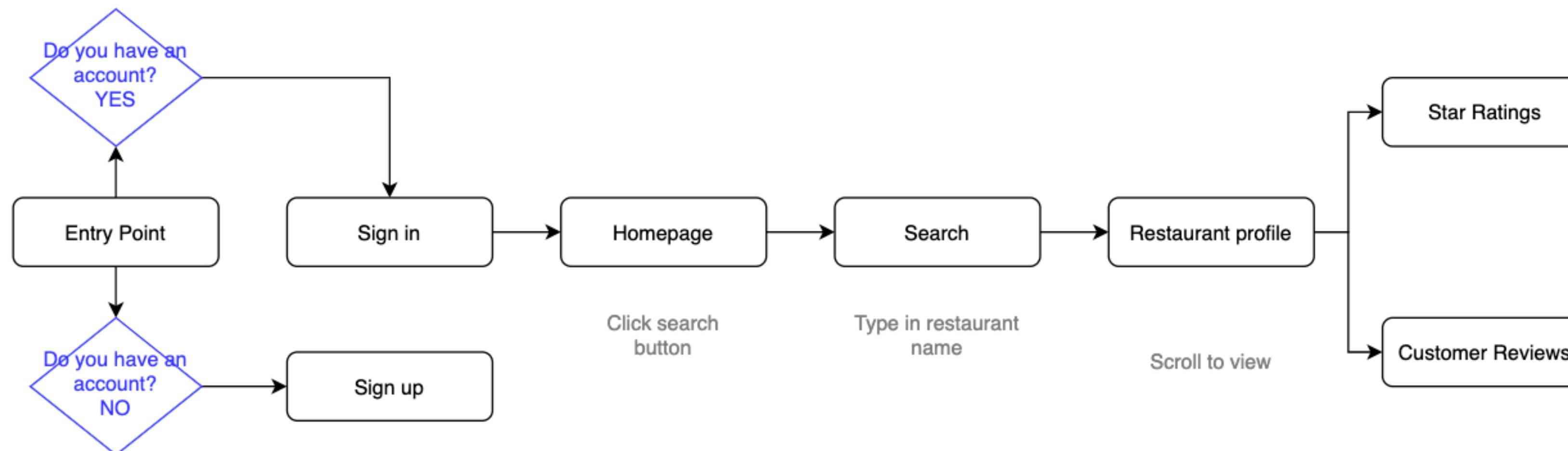
Success Criteria: View chef profile from restaurant recommendation.



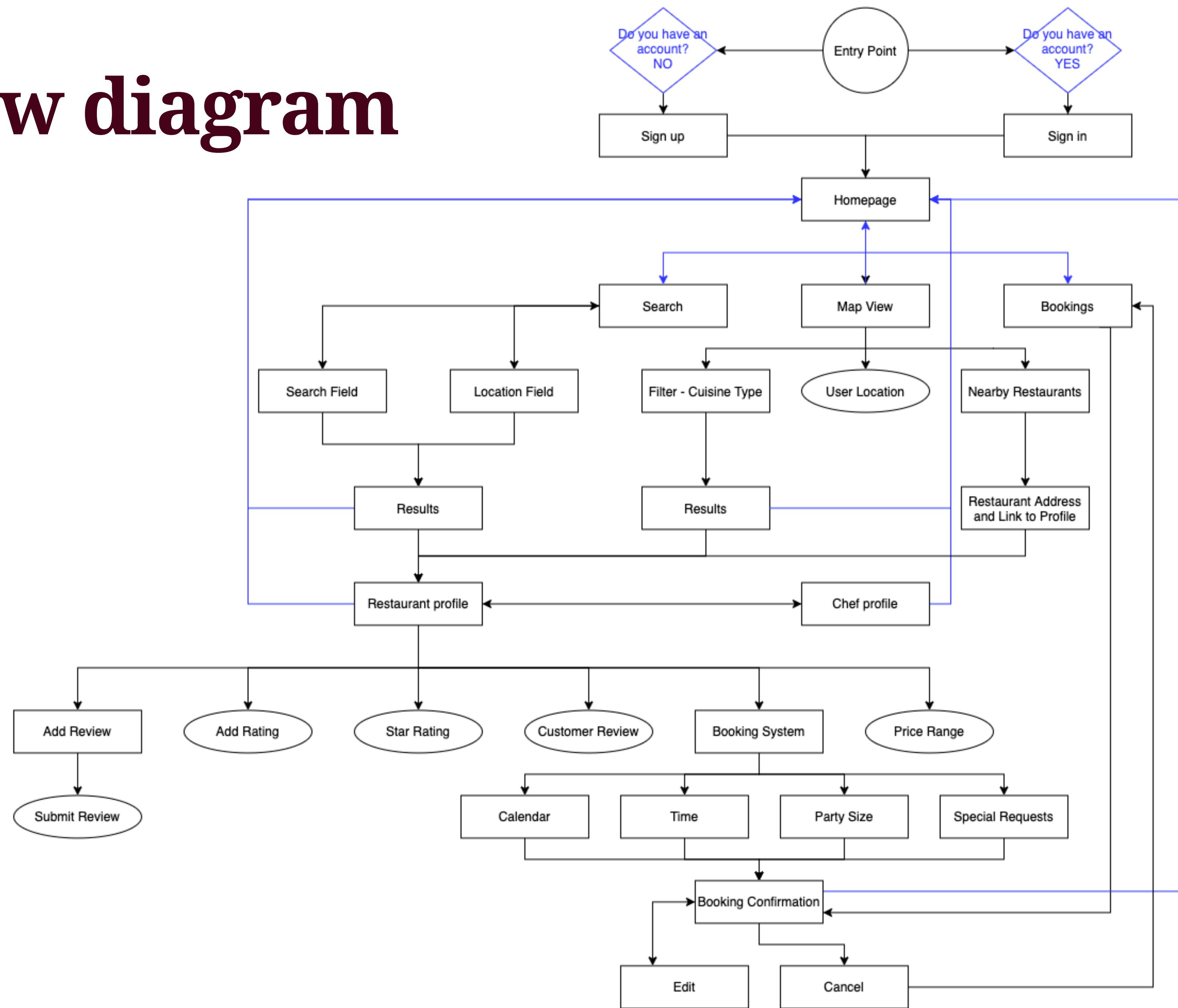
User flows

JTBD 3 - When I'm deciding on a restaurant, I want to know what other customers thought, so I can make an informed decision.

Success Criteria: View customer ratings and reviews from the restaurant profile.



User flow diagram

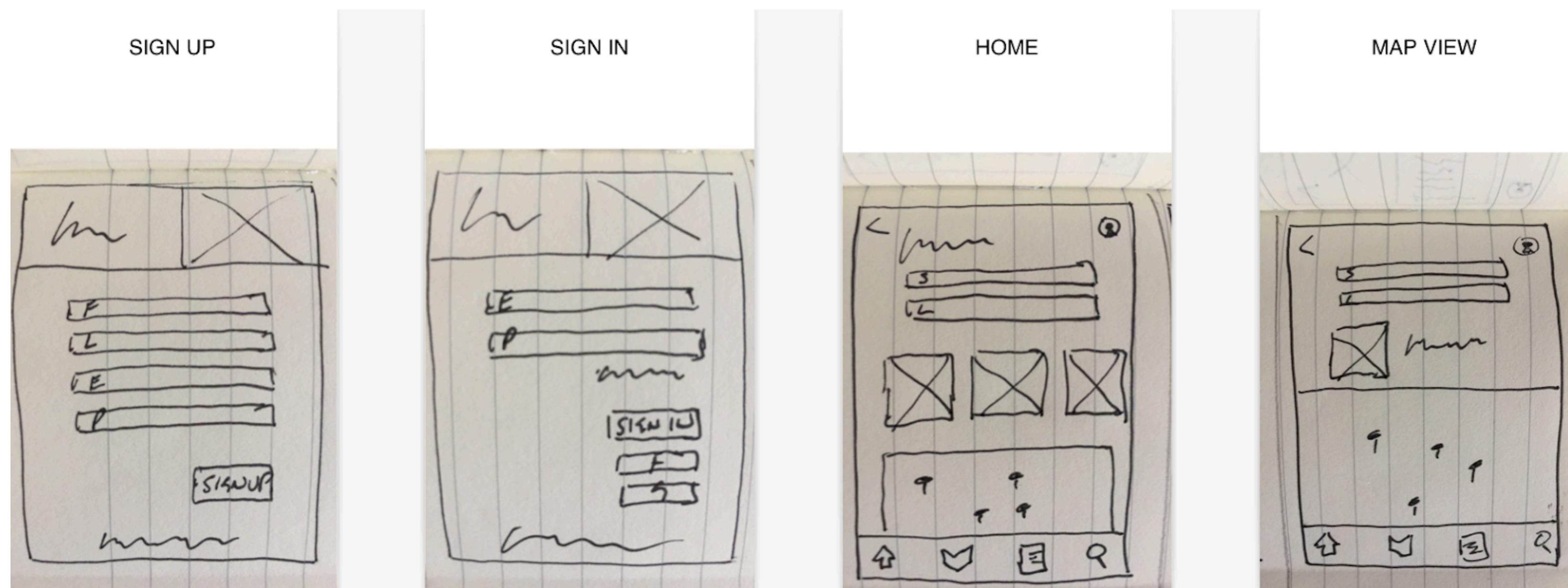


Sketching and prototyping

JTBD 1 - When I view a restaurant profile, I want to know which chef has made the recommendation, so I can review their profile if I don't know who they are and discover other recommendations.

Success Criteria: View chef profile from restaurant recommendation.

Entry point: Sign Up > Sign In > Home > Search > Restaurant Profile > Chef Profile

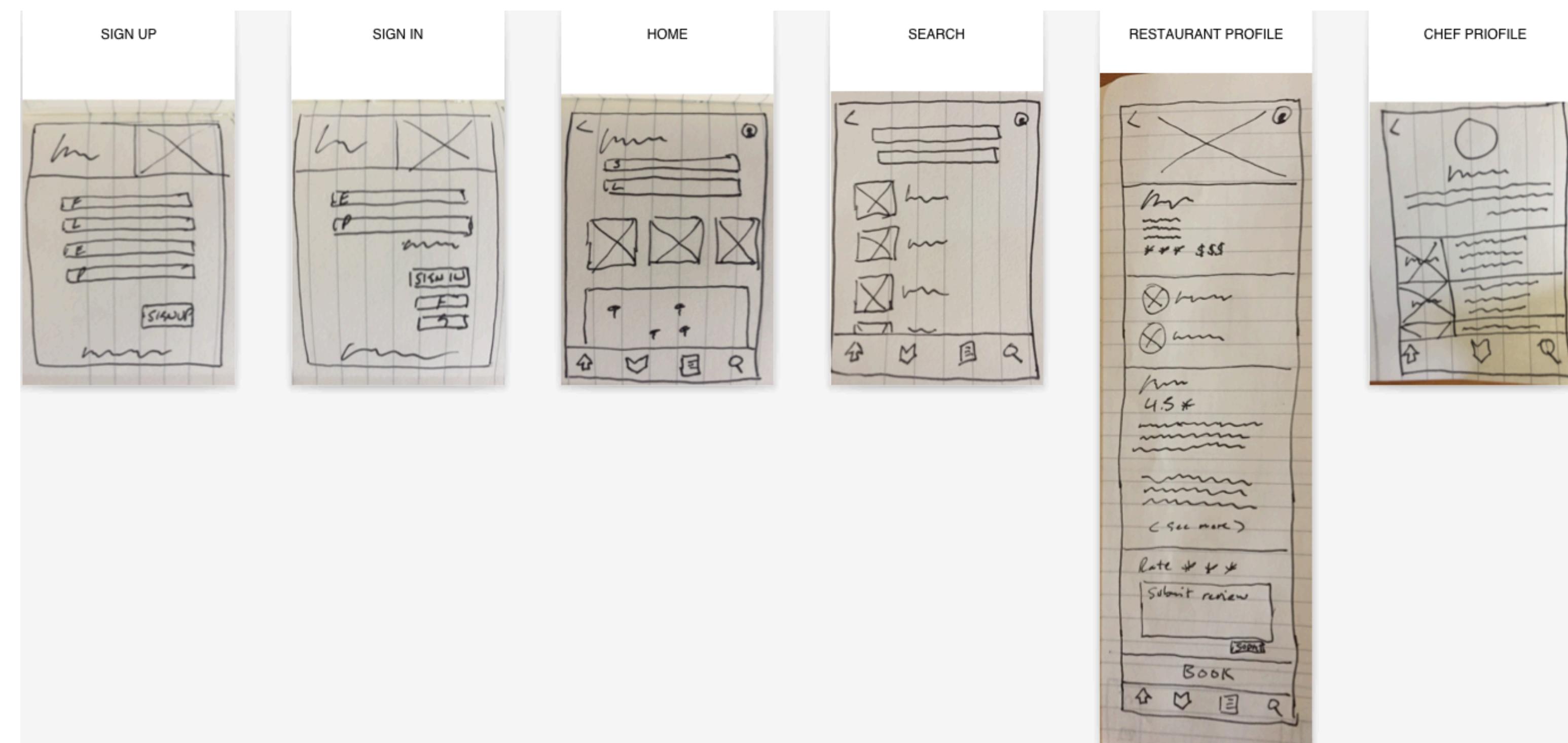


Sketching and prototyping

JTBD 2 - When I view a restaurant profile, I want to know which chef has made the recommendation, so I can review their profile if I don't know who they are and discover other recommendations.

Success Criteria: View chef profile from restaurant recommendation.

Entry point: Sign Up > Sign In > Home > Search > Restaurant Profile > Chef Profile

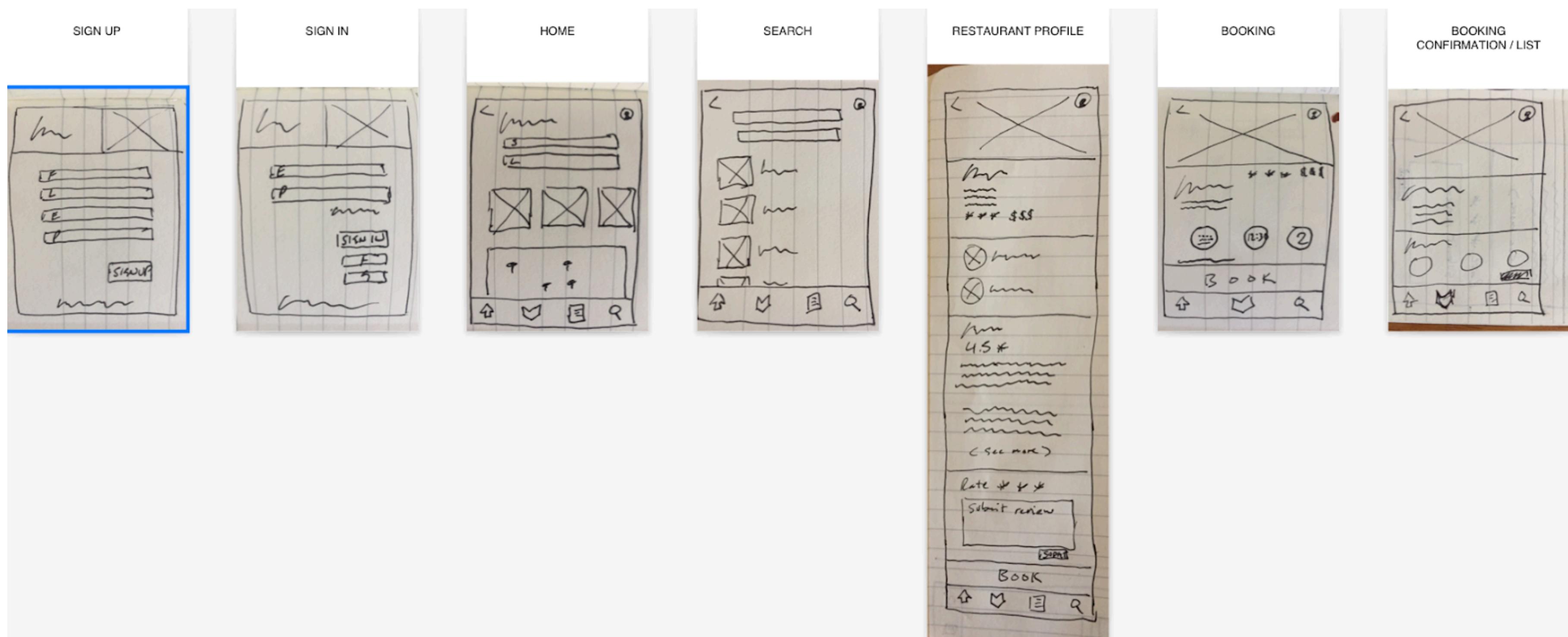


Sketching and prototyping

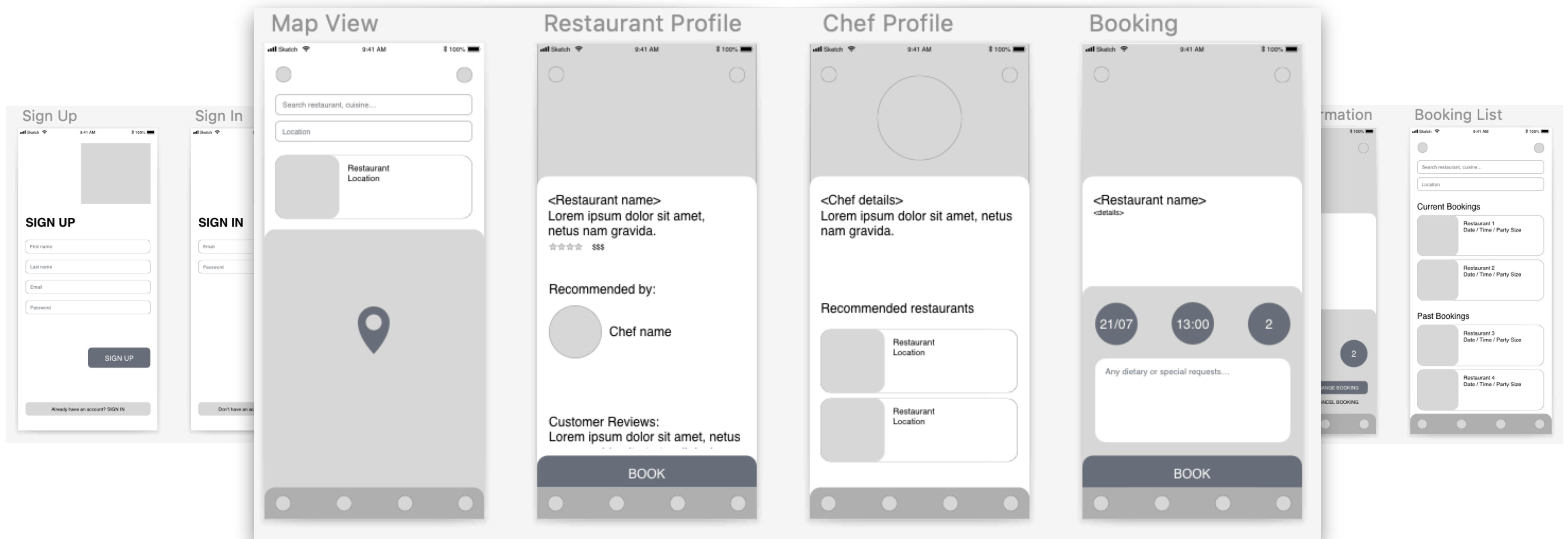
JTBD 3 - When I've selected a restaurant, I want to make a booking, so I can secure a table on the required date, time and party size.

Success Criteria: Book a table on required date/time/party size at selected restaurant.

Entry point: Sign Up > Sign In > Home > Search > Restaurant Profile > Booking > Booking Confirmation



Wireframes



Usability test synthesis

0 = I don't agree that this is a usability problem at all
 1 = Cosmetic problem only: need not be fixed unless extra time is available on project
 2 = Minor usability problem: fixing this should be given low priority
 3 = Major usability problem: important to fix and should be given high priority
 4 = Usability catastrophe: imperative to fix before product can be released

Issue	Error Rating	Suggestion(s)
1. Not clear this app is about chef recommendations	4	<ul style="list-style-type: none"> • Add content on homepage • Add list of chef profiles for browsing including filters i.e. cuisine type • Add chef icon on navigation bar • Add chefs names in 'restaurant profile search results'
2. Can't see navigation bar on screen	3	<ul style="list-style-type: none"> • Fix to bottom of screen
3. Map View similar to Home screen	3	<ul style="list-style-type: none"> • This will be fixed alongside the first issue • Resize map on homepage so that it is smaller but can view current location and tapped to move to Map View screen.
4. Update navigation bar items	3	<ul style="list-style-type: none"> • Remove Map View icon. Replace with button on Search Results screen allowing user to switch between map view and list view. • Add Chef icon
5. Search page filters	3	<ul style="list-style-type: none"> • Add filters e.g. cuisine type, meal type, price range
6. Change Booking	3	<ul style="list-style-type: none"> • Update the button to CHANGE or UPDATE BOOKING so user is clear they are amending the details of their existing booking
7. Add payment options in Account settings	0	<ul style="list-style-type: none"> • This is an add-on and can be added at a later stage once the app is successfully up and running

Usability test synthesis

0 = I don't agree that this is a usability problem at all
 1 = Cosmetic problem only: need not be fixed unless extra time is available on project
 2 = Minor usability problem: fixing this should be given low priority
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 4 = Usability catastrophe: imperative to fix before product can be released

Issue	Error Rating	Suggestion(s)
8. Add waiting times	0	<ul style="list-style-type: none"> This is an add-on and can be added at a later stage once the app is successfully up and running.
9. Delivery/takeaway booking	0	<ul style="list-style-type: none"> This is an add-on and can be added at a later stage. However, in the meantime, it can be mentioned in the restaurant profile that they do delivery/takeaways but link to restaurant phone number.
10. Menu access	0	<ul style="list-style-type: none"> This is an add-on and can be added to restaurant profiles at a later stage.
11. Restaurant profile images	0	<ul style="list-style-type: none"> This is an add-on and can be added at a later stage once the app is successfully up and running.
12. Favorite restaurants/chefs	2	<ul style="list-style-type: none"> Option to mark/save restaurants/chefs as favorites for easy access from profile page.
13. Booking cancellations	1	<ul style="list-style-type: none"> Add restaurant booking cancellation policies if any.
8. Add waiting times	0	<ul style="list-style-type: none"> This is an add-on and can be added at a later stage once the app is successfully up and running.

Inspiration

CHEFS TABLE

RESPONSIVE DESIGN
OpenTable uses similar design patterns in web app and mobile app i.e. typeface, colour, images, rounded corners, icon style

PATTERNS & FEATURES
Layering; rounded corners; search results - list view; search results - map view; alphabetical lists; filter screen

COLOUR
Primary: Red/orange; industry standard
Support: black, white, grey
Clean white background

IMAGES
Web app: Multiple images displayed which you can click to enlarge
Mobile app: Images appears at top which you can scroll through

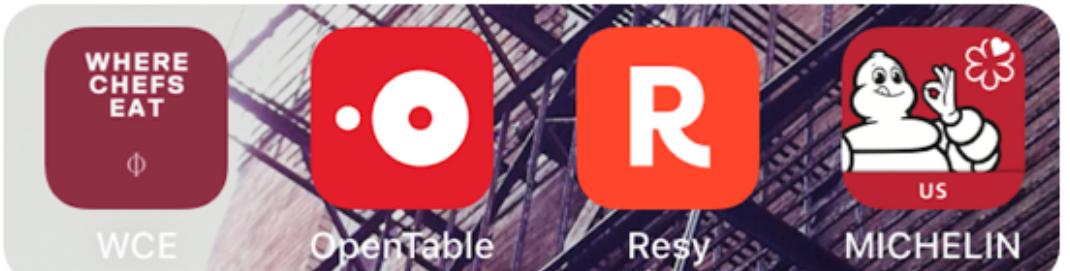
ABCDEF
GHIJKLMNOPQRSTUVWXYZ
Now see the movie:
Helvetica

Mood boards

SOCIAL
CONFIDENT
RELIABLE
PROFESSIONAL



Meet the cast:
ABCD
EFGHIJK
LMNOP
QRSTUV
WXYZ
Now see the movie:
Helvetica

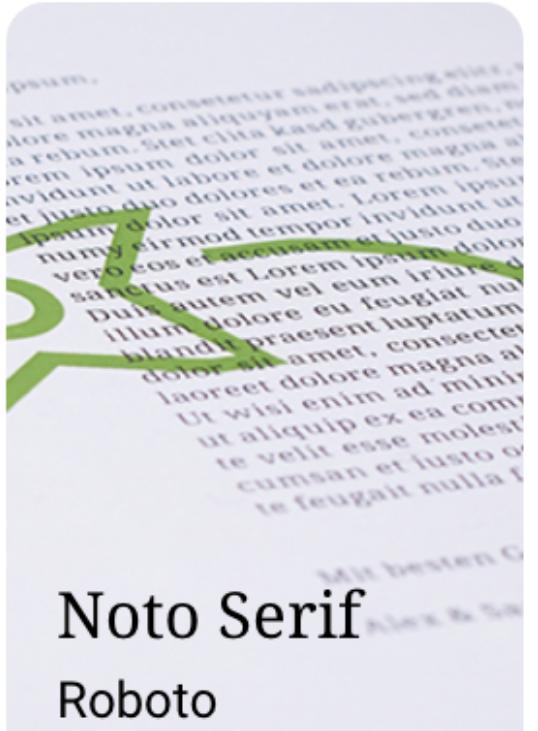
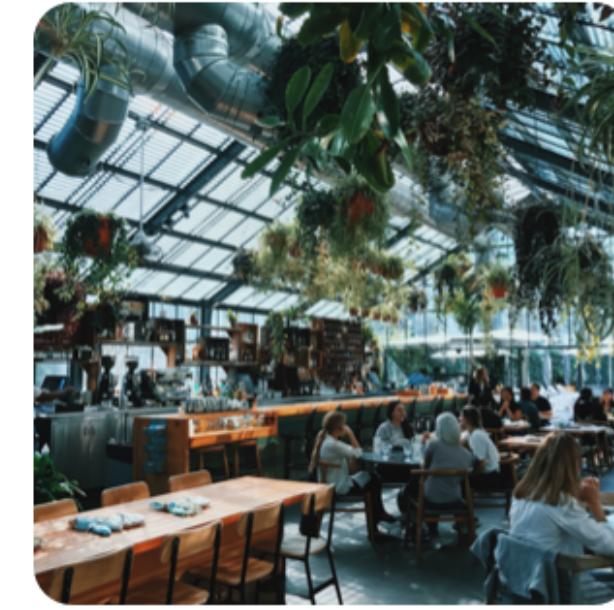
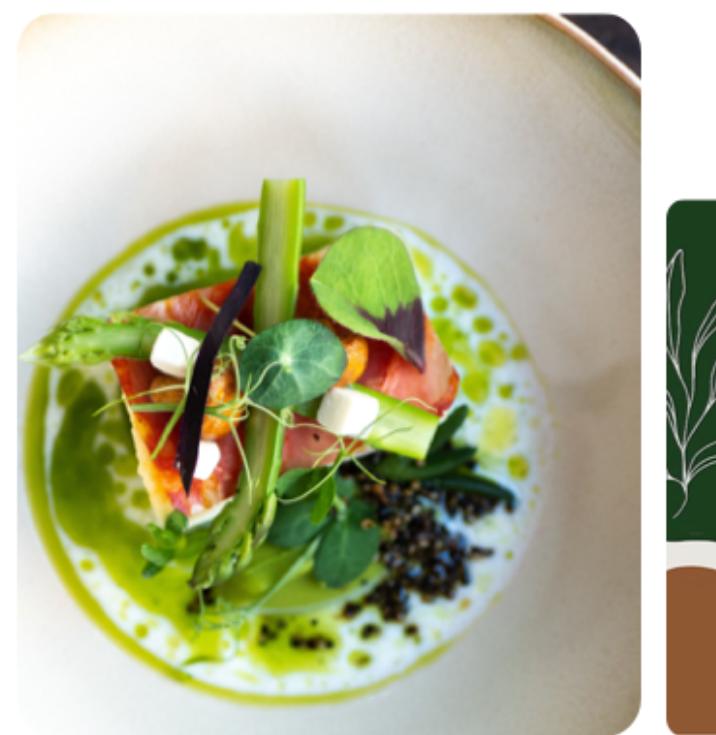


CHEFS
TABLE



In line with other competitors e.g. OpenTable, Michelin Guides, Resy, Where Chefs Eat, in design patterns and colour palettes i.e. primary colours red/orange, supporting colours white/grey/black. These colours are tried and tested and represent what the restaurant finder and booking app is trying to deliver: **social** communication, confidence, reliability and professionalism.

QUIET
SOPHISTICATION
DEPENDABLE
QUALITY
FRIENDLY



Noto Serif
Roboto



Takes a different direction and has more emphasis on the target audience i.e. foodies, food professionals, professionals, travellers, people who take the time to look for good eateries because they enjoy good quality food. The colour palette and typeface represent a quiet sophistication, quality, is dependable and friendly.

Style guide

COLOUR PALETTE



TEXT STYLE

Noto Serif

Headings, Sub headings

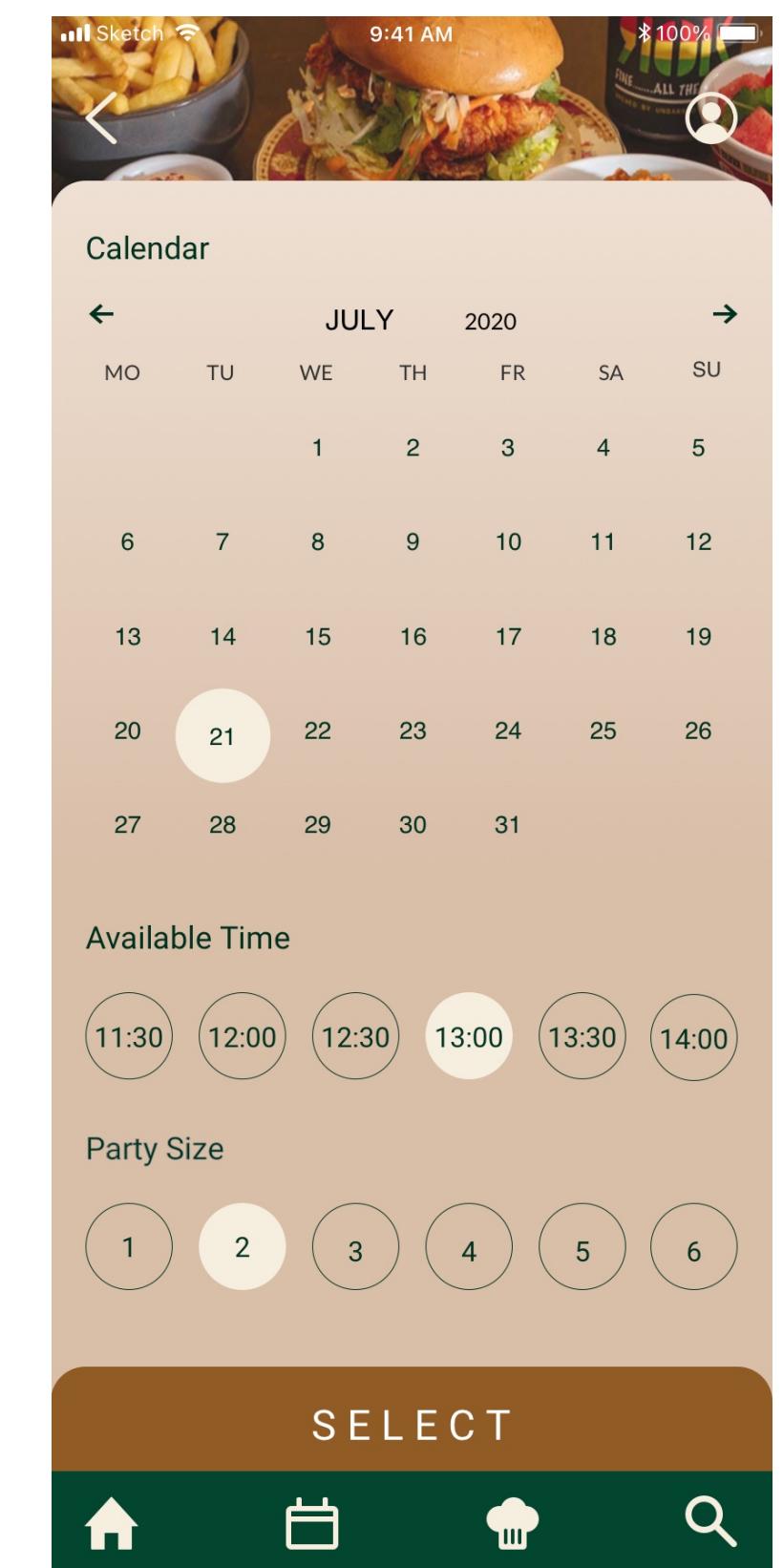
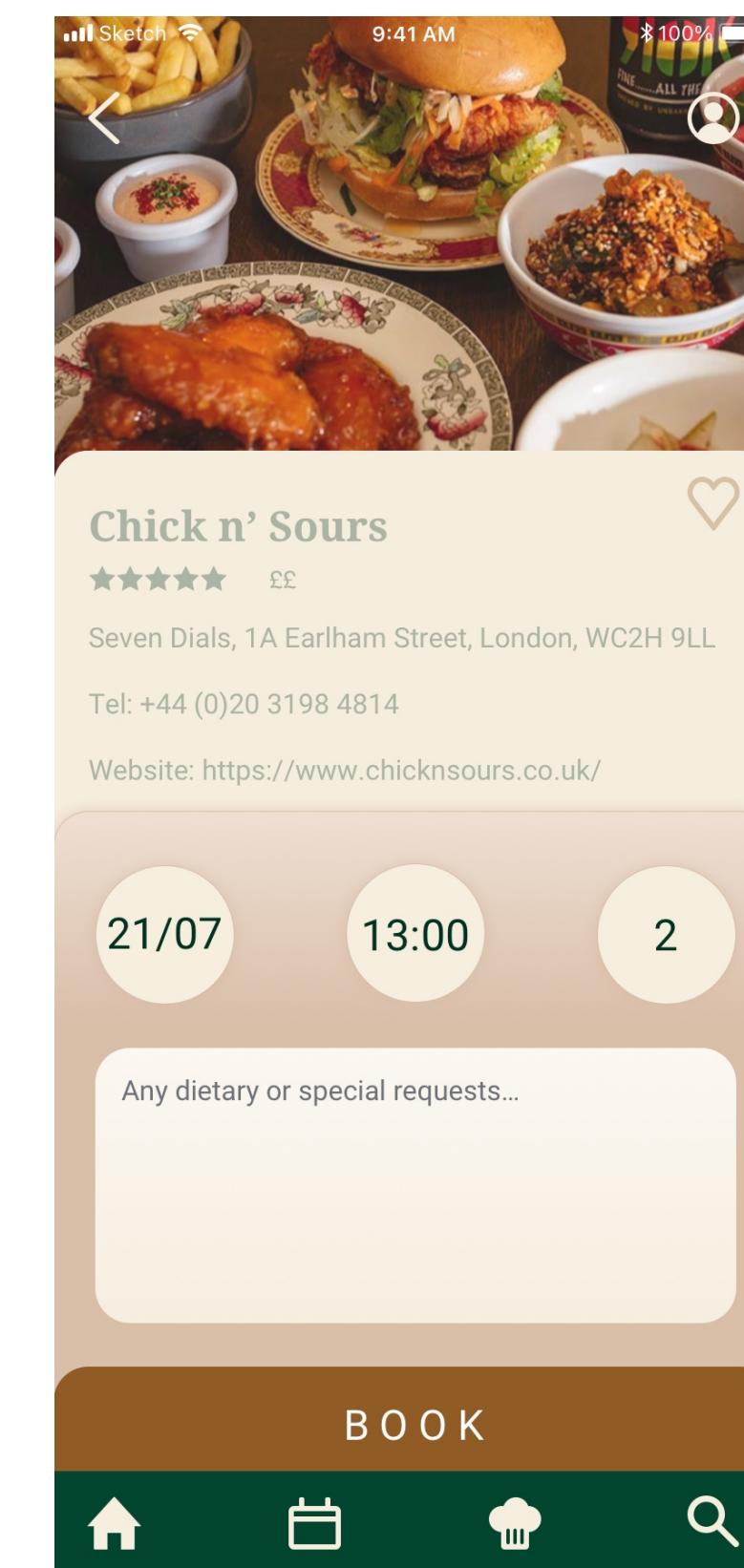
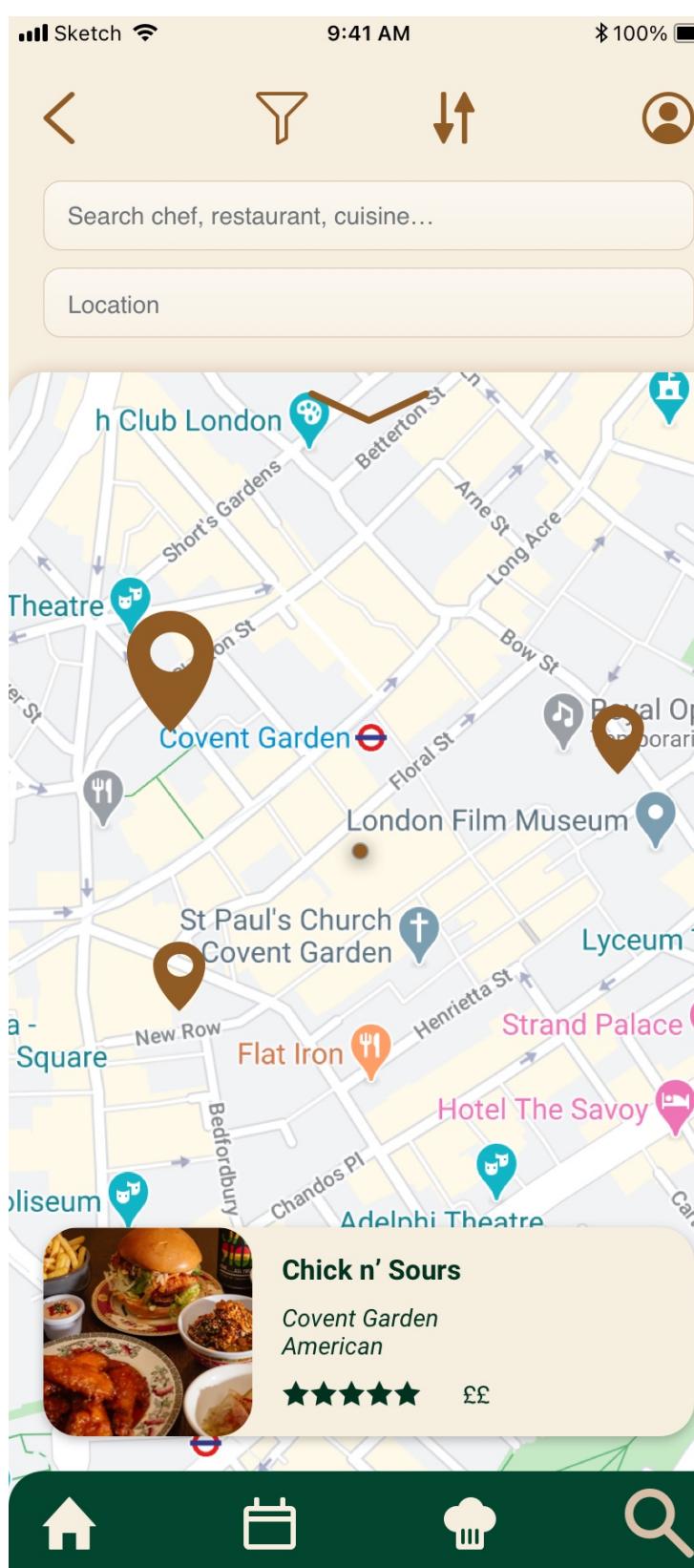
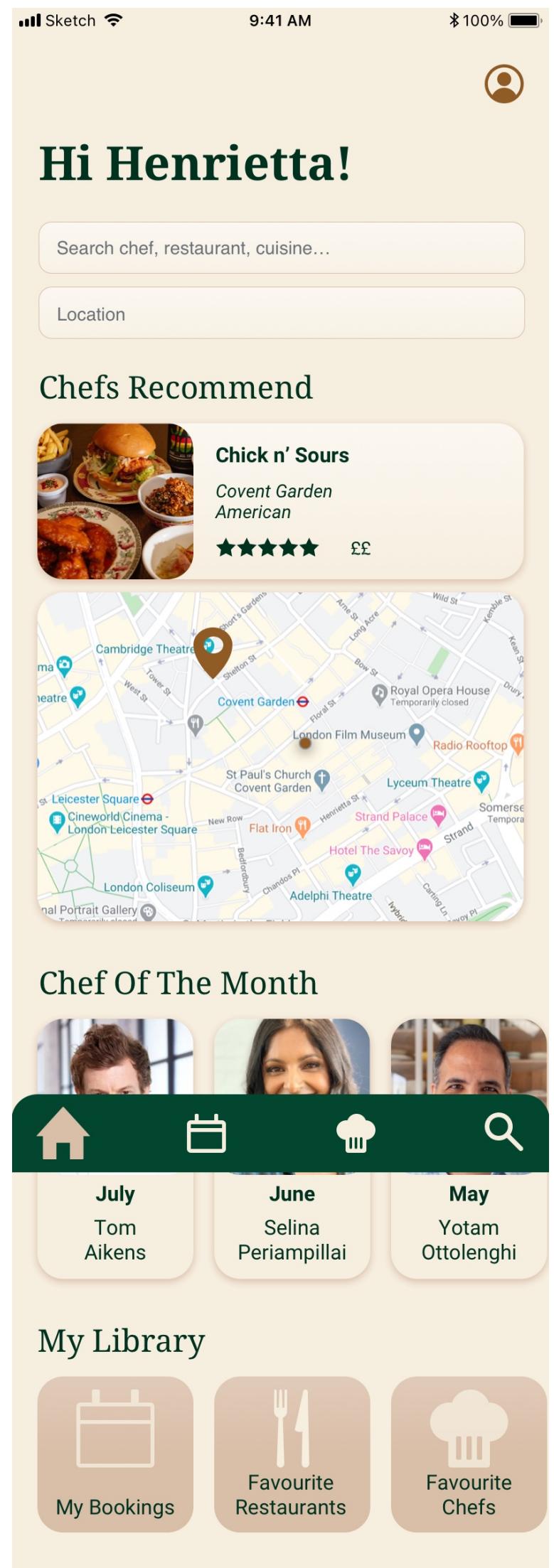
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Roboto

Buttons, Body, Labels, Text fields

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

High fidelity wireframes



DELIVER

A/B Preference test

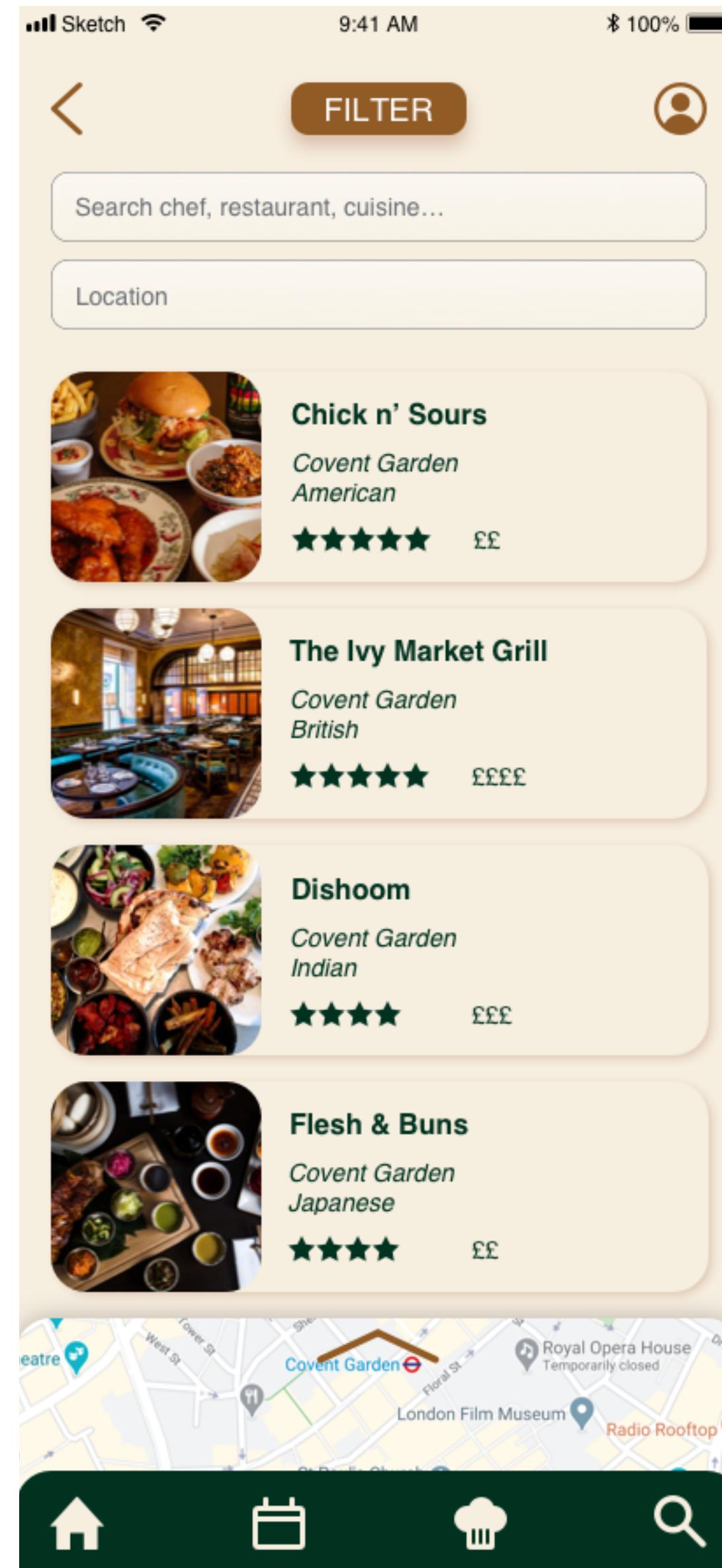
62.8% preferred 'Grid View' over 'List View'.

"Larger images are eye catching."

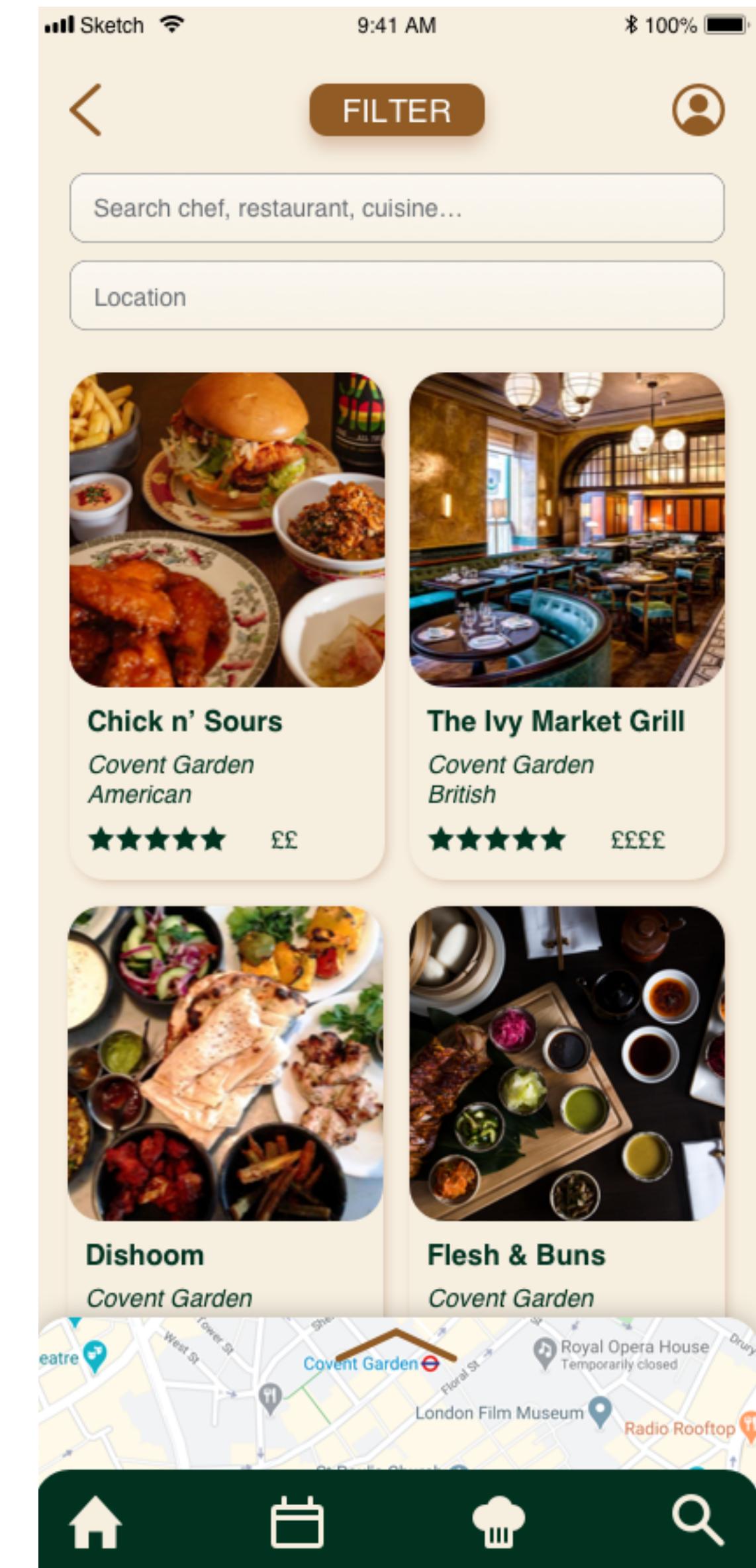
"Visually more appealing."

"A list is a little boring."

"List seems to have more wasted space."



LIST VIEW



GRD VIEW

User review & critique

AREA	POSITIVE	NEGATIVE
Colour	<ul style="list-style-type: none">• Good palette of nicely matching and complementary colours.• Palette looks classy and I think the sober tones help convey authority/trustworthiness.• Colour palette is attractive - reads organic/natural and also sleek.	<ul style="list-style-type: none">• Palette abit earthy and dull; I'm not sure it best represents the vibrancy of the food that's at the app's heart. Perhaps changing the brown accent colour for something more colourful could help.
Typography	<ul style="list-style-type: none">• Nice font choice.• Font combi is well made and fits the overall high-quality vibe.• I like the way you've adjusted line height according to available space.• Font formation and positioning is very good.	<ul style="list-style-type: none">• Confused why heading 5 is Roboto while the others are all Noto Serif.• I think the location and cuisine style of each restaurant should be in different type, to highlight that they are different categories of information, and also smaller to differentiate them from the restaurant name heading immediately above.• There is a 3rd font on the bottom; perhaps overstyling. Would consider using only 2.

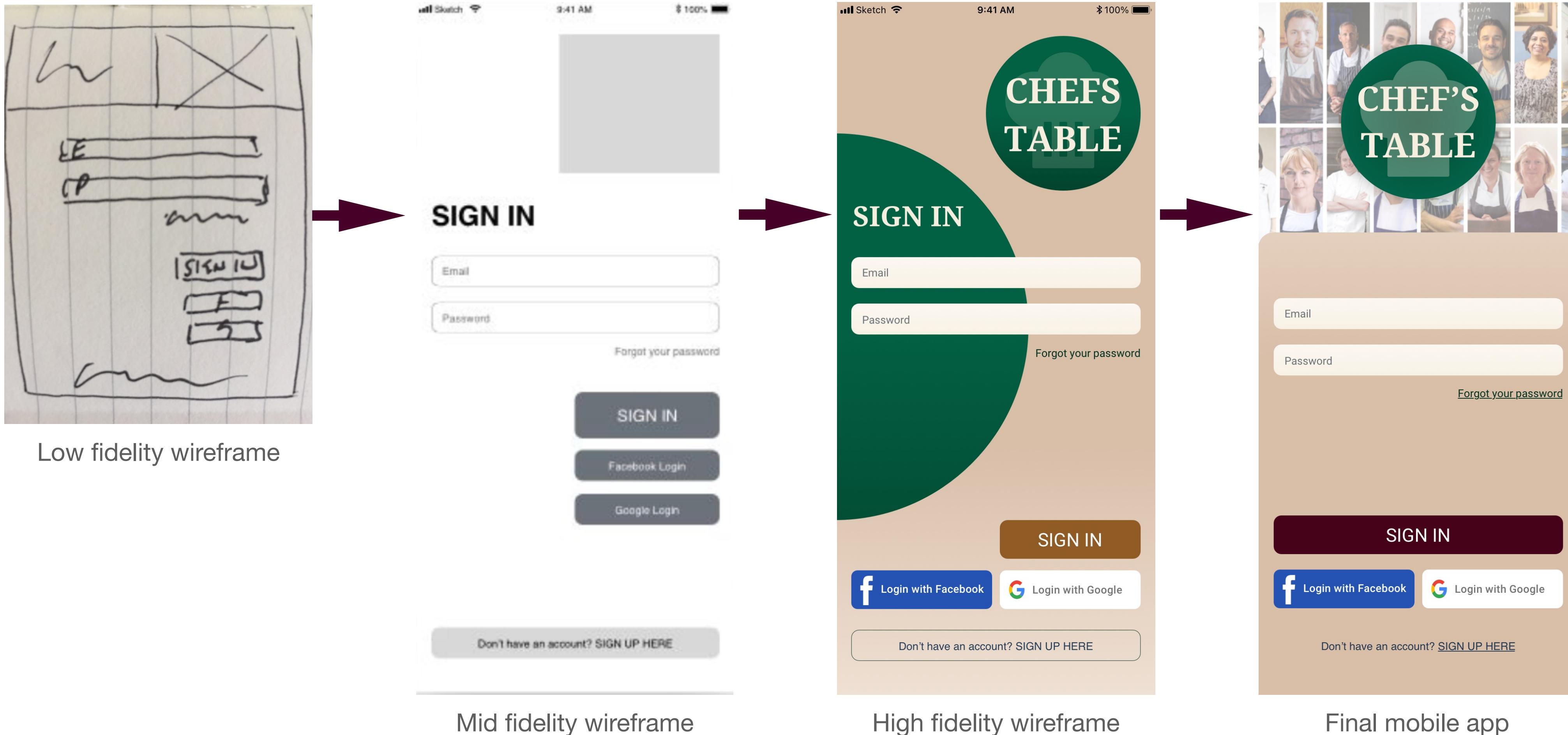
User review & critique

AREA	POSITIVE	NEGATIVE
Layout	<ul style="list-style-type: none">• Sensible layout; intuitive.• Nice use of imagery.• Good consistency of border radii between cards, nav bar and other rounded edges, gives a unified feel.	<ul style="list-style-type: none">• Is the different space at edges and between cards intentional?• Cards: The bottom corner rounding of the images is too repetitive and perhaps needs to be contrasted using 90 deg. Corners.
Icons	<ul style="list-style-type: none">• All icons and large buttons are aligned well.	<ul style="list-style-type: none">• Navigation icons could potentially be hard to see against header image background, depending on image choice.• Heart icon looks to be a bit too large--strikes me as out of proportion to the other icons.• Avatar icon gets lost without any contrast to the image. Same applies to the back button.• 'Like' icon could be less stretched and more fluffy in correspondence with the rounded corners and chef's hat icon.

User review & critique

AREA	POSITIVE	NEGATIVE
Responsive design	<ul style="list-style-type: none">Medium viewport - Layout is well made as elements are stretched well and moved to make space for more content.Large viewport - logo positioning is good.Sizing and flow is good and optimized for all screens.Large screen is particularly successful in layout.	<ul style="list-style-type: none">Is the different space at edges and between cards intentional?Medium screen - The single rounded edge of the headshot looks a little out of place. Maybe shrink the picture a bit to show all 4 rounded edges.Medium screen - Bottom menu bar looks a little too spaced out. Bringing them in closer to the center, even by one column, would help group them together and reduce empty space.Lack of consistency with 'Tom's Restaurants' title not showing up on the previous viewports.
Misc	<ul style="list-style-type: none">Good choice of icons, all self-explanatory; I especially like the chef's hat one because it is completely new and unique, and also contributes to a very intuitive main app nav.Would be good to format URLs differently to indicate that they are actionable links. Maybe use the existing tertiary button style?	<ul style="list-style-type: none">Headshot background slightly muddies the 'profile' icon for both XS/S screens. Maybe a slight tint to the headshot and slightly lightening the icon color might help.

Iteration



Mobile app design



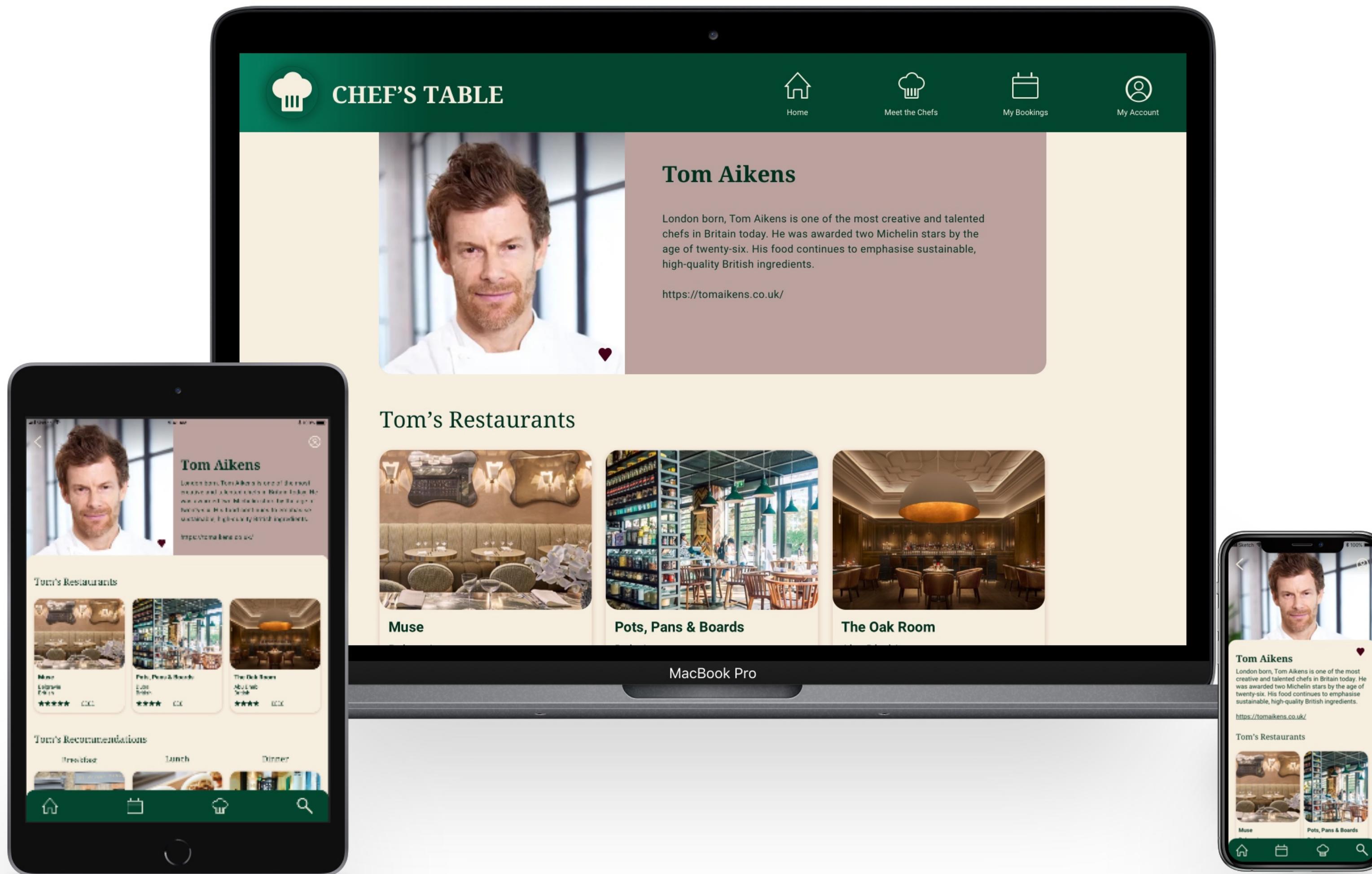
Mobile app design



Mobile app design



Responsive app design



Style guide

Style Guide



Colour Palette

Primary



HEX #024630



HEX #460218

Secondary



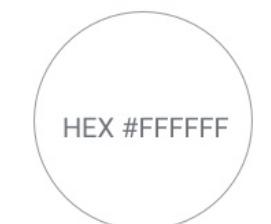
HEX #013220



HEX #6D7278



HEX #D9BEA8



HEX #F6EEDF

HEX #FFFFFF

Text Styles

Noto Serif

Headings, Sub headings

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Roboto

Buttons, Body, Labels, Text fields

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Style Guide



Button Styles

PRIMARY

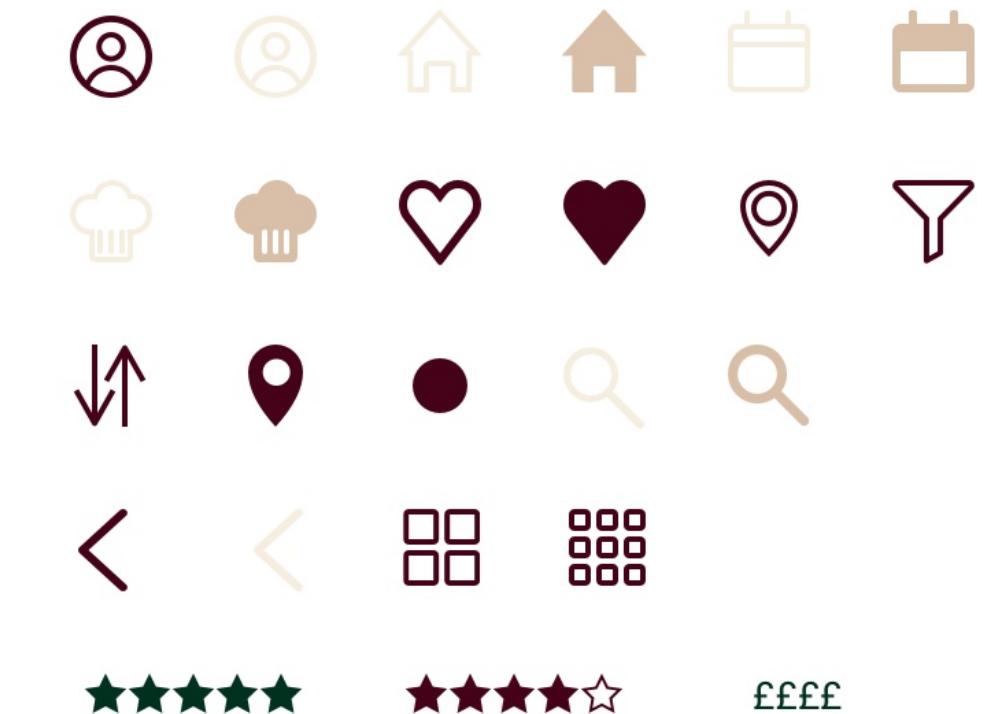
SECONDARY

SECONDARY



Tertiary

Icons



THANKS!

If you have any questions or would like to discuss potential opportunities, please feel free to contact me via <https://www.linkedin.com/in/vcortes1976/>