

LuxFort Family Diner

# Family Diner Reservation App

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Team

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# Study Details

# Project Background

We are creating a new app to help people to review and choose available time and make a family diner reservation. We need to find out, if the main user experience, finding open time and make a diner reservation, is easy for users to complete.

# Study Details

## Research Questions

1. How long does it takes for 5-7 people to make a complete reservation?
2. What functionalities of the app used most?
3. What other options people want to see in the app, if any?
4. What challenges people facing during reservation process?
5. How many drop-offs during reservation process?

## Participants

Participants gender: 3 Male, 3 Female and 1 Non-binary

- People who has an experience of making any type of online reservations of at least 4-5 times per year
- 2 Participants are married with children, 2 Participants with different types of accessibility (one wearing glasses and one with limited mobility), and 3 Participants are randomly selected
- Participants age 21-70

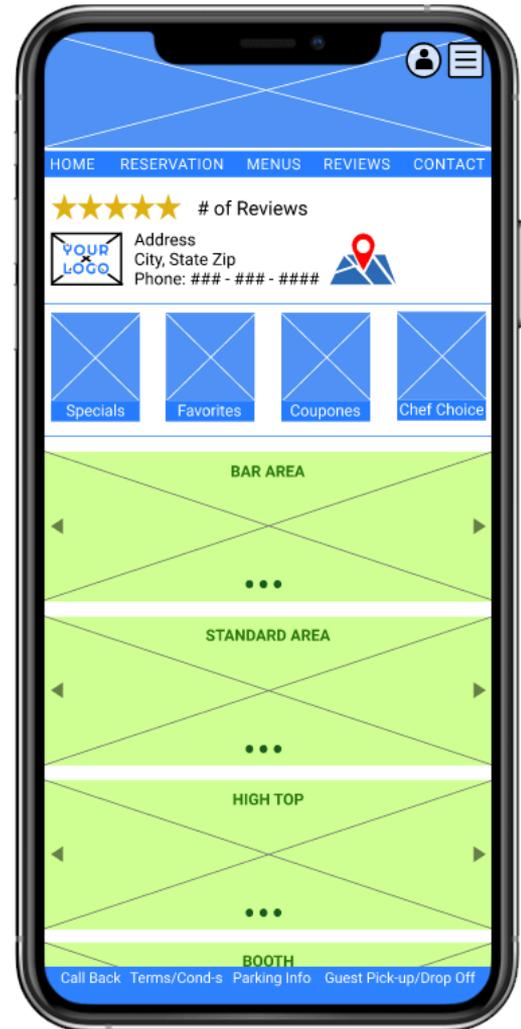
## Methodology

- Unmoderated Usability Study
- Location: USA, remote (participants will go through reservation process at their homes)
- Dates: Feb. 10 – Feb. 12 and Feb. 14 – Feb. 16 of 2022
- All Participants will complete reservation process by themselves and also they will submit privately survey on their experience of app usability.
- Each session will last 30-40 minutes and will include introduction, tasks to be completed and brief questionnaire

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# Prototype / Design Tested

Home page – Original view



# Themes

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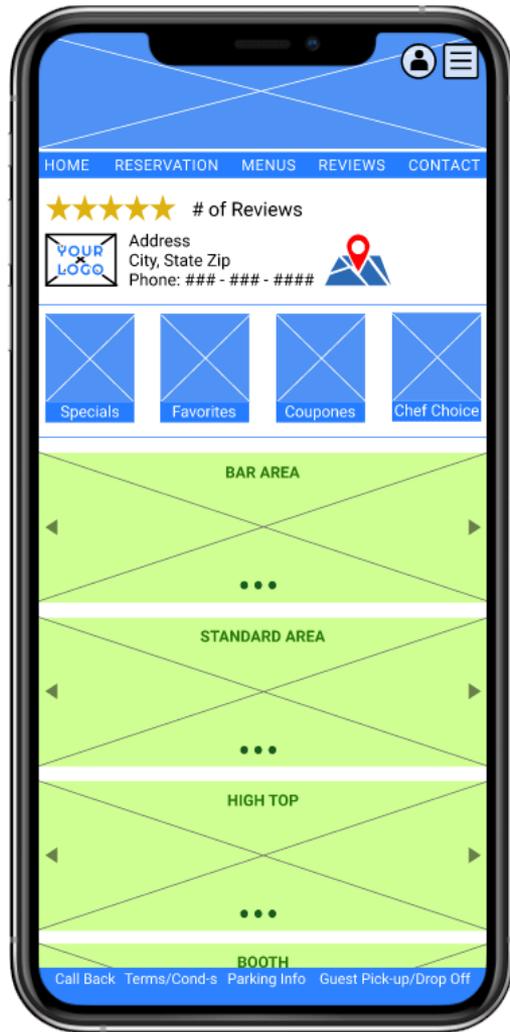
## Most Participants like the special features, and want to be able to use it. Most Participants like to be able to make changes during reservation.

Supporting evidence from the usability study.

- It was observed that 5 out of 5 participants (confused and frustrated on how to use special features), This means that (need clear cues how to use special features).
- It was observed that 5 out of 5 participants (have difficulties finding special features and links at the bottom are hard to read). This means that (need special features to be implemented in the reservation process, and at the bottom text should be increased and/or graphic icons should be used).
- It was observed that 3 out of 5 participants (were having difficulty to find “reservation” link). This means that (text should be increased and/or graphic icons should be used as well).
- It was observed that 2 out of 5 participants (were needed to make some changes during reservation process). This means that (“go back” button should be added to the reservation process).

I see how some people will use it, but I like to see more explanation on how it works

“I like it, but you need to have an option to change the variables, before submitting it”



# Insights & Recommendations

## Research insights

“Reservation”  
Text should be  
increased and/or  
graphic icons  
should be used

According to study,  
having difficulties to find  
“reservation” option

Need special  
features to have  
explanations and  
option to add to  
the process

Users like to use special  
features, but these  
features are not  
completely clear as a  
process itself

Bottom menu  
links should be  
increased and/or  
graphic icons to  
be used  
as well

Some users have  
difficulties of reading  
small size text at the  
bottom

“Go Back”  
button should be  
added to the  
reservation  
process

During reservation  
process, users want to be  
able to make changes to  
the reservation, w/o going  
back to the beginning of  
the process

# Recommendations

- All of the special features should be added as one of the steps during reservation process
- All special features have to have separate pages or hint windows with explanations on how it works
- Substitute text links with added graphic icons and larger size text with the name of the icon
- On each page of the reservation process “go back” function should be implemented

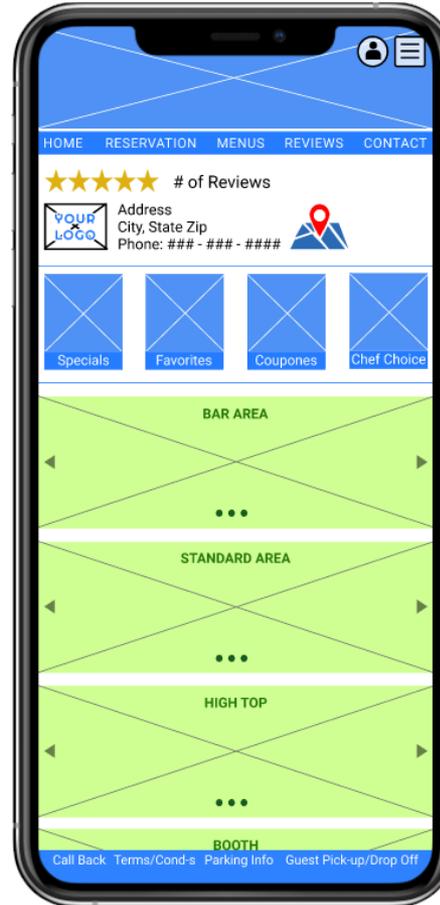
02/17/2022 – Brief Review

## UPDATED Prototype / Design Tested

The following updates were made :

1. “Reservation” Link
2. Reservation icon was created
3. Bottom Menu was updated (text increased and icons created)

Original “Home” page



Updated “Home” page



[Home Page Link](#)

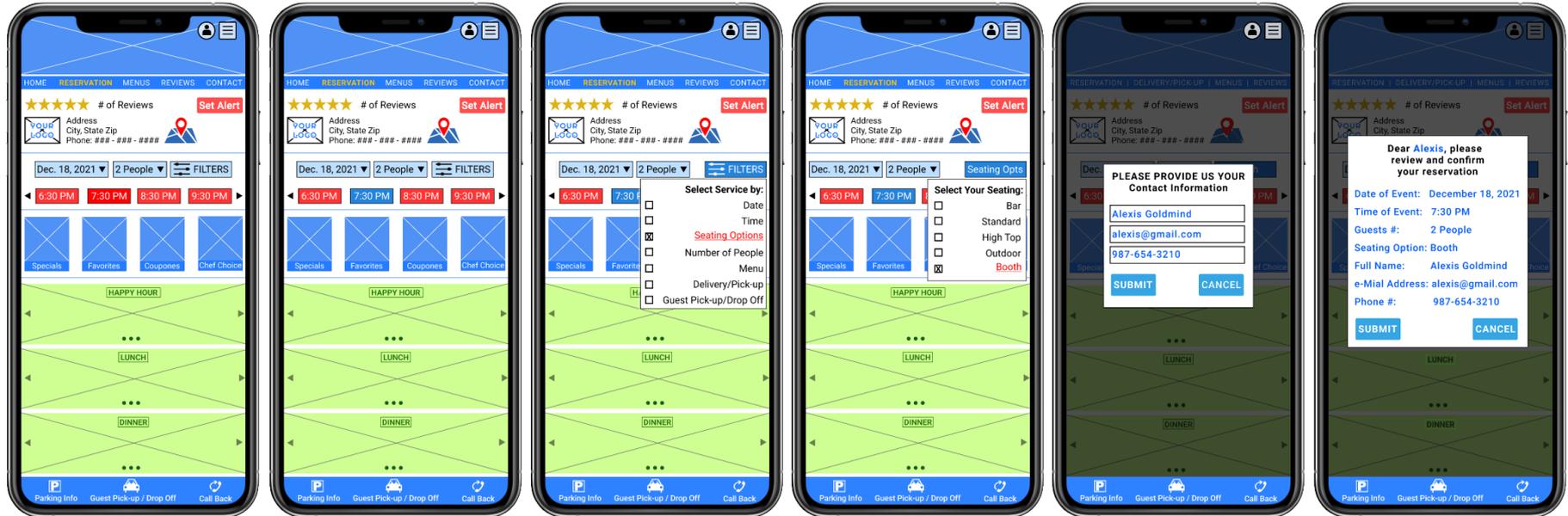
[https://www.figma.com/proto/iZbd6B98dt1oTDAIKA4CAi/Reservation-App-\(Home\)?node-id=128%3A775&scaling=scale-down&page-id=0%3A1&starting-point-node-id=127%3A23](https://www.figma.com/proto/iZbd6B98dt1oTDAIKA4CAi/Reservation-App-(Home)?node-id=128%3A775&scaling=scale-down&page-id=0%3A1&starting-point-node-id=127%3A23)

# UPDATED RESERVATION PROCESS Prototype / Design Tested

The following updates were made during reservation process:

1. “Go Back” link was created and implemented
2. “Go Back” link was implemented for entire reservation process

## Screenshots of Original “Reservation” process



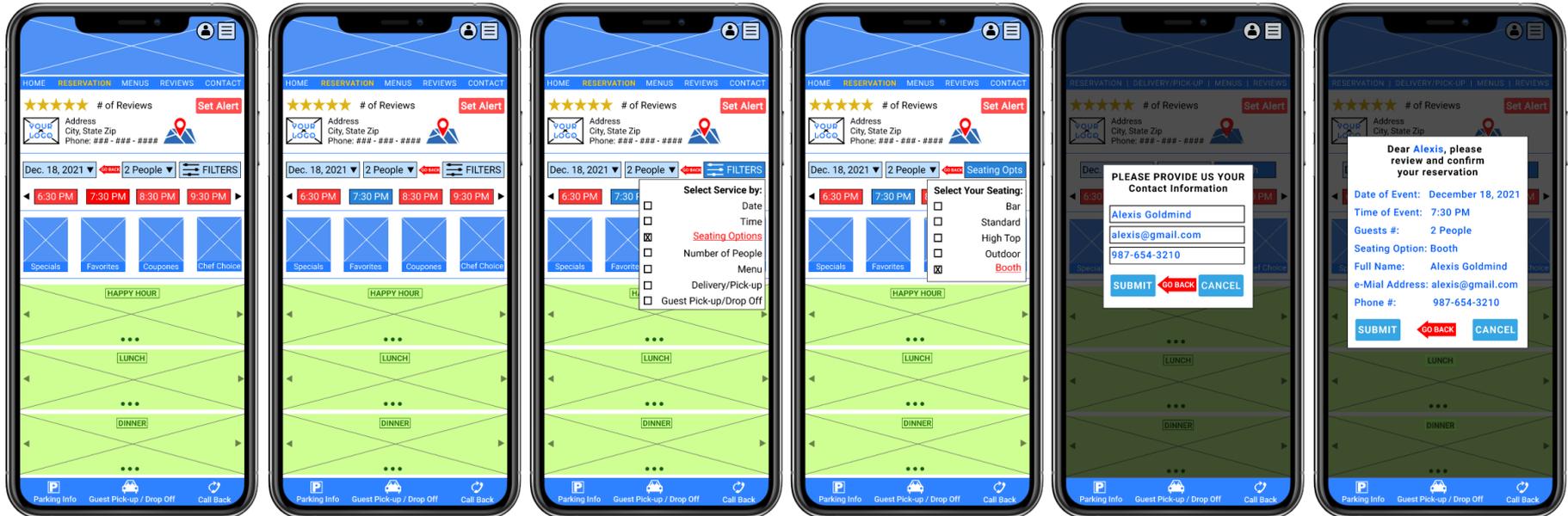
Screenshots of Updated “Reservation” process (see next page)

# UPDATED RESERVATION PROCESS Prototype / Design Tested

The following updates were made during reservation process:

1. “Go Back” link was created and implemented
2. “Go Back” link was implemented for entire reservation process

Some screenshots of Updated “Reservation” process (with icon )



## **Additional Research and Next Steps Recommendations**

After all the modifications were completed I recommend to conduct additional **Unmoderated Usability Study** with the same characteristics of participants.

This will allow us to have updated insights with possible updates that might be needed, along with possible conclusions to move forward to the next step of preparing High Fidelity prototype.

Thank you!