# Case study – Restaurant Time Reservation App

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# Project overview



## The product:

<u>Restaurant Reservation App</u> for family oriented busy professionals with friends and romatic couples.



### **Project duration:**

December, 2021 – February 2022



# Project overview



## The problem:

Busy professional users are lack of time to call or drive to the restaurant to look up the available time and to make a reservation.



## The goal:

Design an App that allows users conviniently place request for a restaurant reservation with a specific date and time, and some other additional features.

# Project overview



### My role:

UX designer - designing an app solution for Restaurant Reservation from concept development to delivery of the project.



### **Responsibilities:**

Conduct researches, interviews, paper and digital wireframing, low and high-fidelity prototyping, usability studies (including accessibility regulations), making iterations on design, delivering project to engineering and programming teams.

# Understanding the user

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

## User research: summary



I conducted interviews and created empathy maps to understand the users pain points As a primary targeted user audience identified during conducting research was family oriented busy professionals with friends and romatic couples.

The research confirmed our initial assumption about the time, and at the same time we discovered that the time was not the only one of the limiting factors users have, but also the convenience of placing reservation, accessibility options limitation, restaurant reviews and what meals are served by the restaurant, along with the prices and specials.

## User research: pain points



### **Time Limitation**

Busy professionals are lack of time to call or drive to the restaurant to look up the available time and to make a reservation.

# Convinience of placing reservation

2

Users need to be able to place a reservation at their convinient time and location with choice of additional options



### Accessibility

Existing platform is lock of assistive technology for placing reservation

## Menu and Prices

4

Users need to be able to review the restaurant menu and prices before they will be making reservation.

# Personas: Alexis Goldmind and John Doe

### Problem statement:

Alexis and Joe are family

oriented busy professionals

with friends they need a

restaurant reservation app

solution because they are

lock of time to call or drive

to the restaurant to make a reservation.



### **Alexis Goldmind**

#### Age: 32 Education: MBA / CPA

Hometown: Farmington, Michigan Family: Married, 2 children (5 yo & 7 yo) Occupation: Accountant, Company in Detroit, Michigan Key Identifier: Has a little dog and she has many friends

### "Alway wants to give the best she can for family, specialy kids, and friends"

#### Goals

Goals

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Get some free time

Get phisically fit

Spend more time with

his family and friends

for a dinner in family-

oriented restaurant

Invite his entire family

- Lose Weight
  Go to vacation to
- exotic country
- Learn new recepies
- Have a romantic dinner
- No time to call to for reservation in restaurant she likes

Can't find a right diet

Not enough time for

herself (for sport and

Hard to plan a vacation

Frustrations

relaxation)

Alexis is CPA in the company. She loves her husband and her two little girls. She loves to read, spend time with family and friends. Alexis has a little dog. She loves to walk with her dog. She is dreaming about vacation in the exotic country, experience new culture, food, etc. She loves to cook and alwais looking for a new recepies. Also, she wants to have a romantic dinner with her husband in nice and cozy restaurant.



#### John Doe

Age: 37

Education: BA Hometown: Bloomfield, Michigan Family: Married, 2 children (3 yo & 8 yo) Occupation: Project Manager (remote) Key Identifier: Has many relatieves (28) and he likes to spend time with them

### "Family oriented - Busy professional"

#### Frustrations

- No time for himself to relax
- No time for sport activity
- No quality time to spend with family
- Restaurant he likes don't have online reservation option

John is busy professional, who works remotly for company in Californa. Most of the day he spends on a phone and computer conducting different meetings, sometime he works at evenings as well. From time to time he has no time for lunch or snacks. After the work he takes his 8 y.o. doughter to sport and picking up 3 y.o. son from the kinder garden. After all he is too much tired and don't has any power to do anything else.

## User journey map

Mapping John's user journey demonstrate how convinient it would be for users to have an access to a Restaurant Reservation App.

### Persona: John Doe

Goal: Find an easy way to place reservation in the restaurant (which doesn't has an reservation app) for family dinner. \*Accessibility options highlighted as a bold wordings.

ACTION	Contact Family Members	Contact Restaurant	Find Available Time for Restaurant Reservation	Verify Time for the dinner with Family Members	Schedule Reservation	Remind Family Members About Reservation	
TASK LIST	<ol> <li>Call Family about participation in family dinner</li> <li>For those who can't be reached over the phone, send messages</li> <li>Collect Responds</li> <li>Count who agree to participate</li> </ol>	<ol> <li>Call or Drive to the Restaurant</li> <li>Waitin line for representative</li> <li>Discuss wheelchair accessible spots &amp; child accessible seats</li> <li>Talk about allergy related food and menu for vegetarians</li> </ol>	<ol> <li>Find available date and time</li> <li>Contact wife to confirm the time and availability</li> <li>Getpreliminary reservation</li> </ol>	<ol> <li>Call &amp; Textfamily members to confirm their availability</li> <li>Call babysitier to verify availability &amp; schedule for the day and time of restaurant reservation</li> </ol>	<ol> <li>Call or drive to the restaurant</li> <li>Waitin line for available representative</li> <li>Confirm final reservation</li> </ol>	<ol> <li>Call ortextfamily members the week before (1<sup>st</sup> time) and day before (2<sup>nd</sup> time) to remind about reservation</li> <li>Confirm that they will be present</li> </ol>	
FEELING ADJECTIVE	1. Overwhelmed 2. Nervous 3. Confused 4. Worrying 5. Exited	1. Nervous 2. Worrying 3. Alert 4. Stressed	1. Confused 2. Stressed 3. Nervous 4. Exited	1. Overwhelmed 2. Nervous 3. Worrying 4. Exited 5. Tired	1. Relieved 2. Glad 3. Satisfied 4. Exited 5. Worrying	1. Overwhelmed 2. Nervous 3. Worrying 4. Exited 5. Satisfied	
IMPROVEMENT OPPORTUNITIES	Send invitation link for online group restaurant reservation to be filled out. Family members should checkmark if special accommodations needed	Go online or use an app	See available time online on the restaurant availability calendar	Send online invitation to join a dinner and confirm reservation link	Confirm online number of children needed special seats and wheelchair spots. Confirm reservation	Automatic email reminder send outto all family members who is on the list	

# Starting the design

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

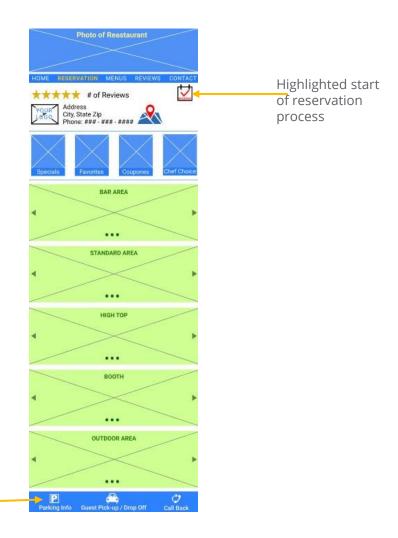
# Paper wireframes

Making some preliminary drafts of each screen of the app on paper ensured that the elements and blocks that made it to digital wireframes will solve the users' pain points. For the home screen, I made a special accent on **starting** reservation process right **away** to help users save time.



# Digital wireframes

As an initial design, I made sure the "home" screen design include well highlighted reservation process start point and some additional features, based on the user research.



Research based

options needed

additional

# Digital wireframes

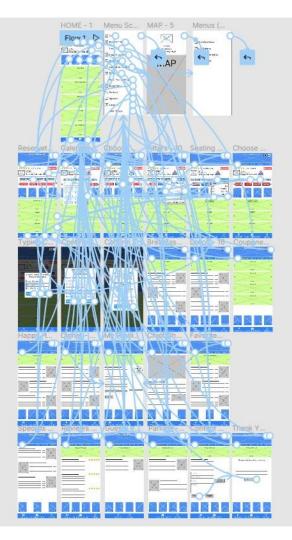
Easy navigation is one of the key points for users convenience during reservation process.

	Home	×							
Easy access to navigation.	🔀 Breakfast Menu								
	Lunch Menu Happy Hours Menu Dinner Menu								
	Contact Us / Call-Back								
	Parking Info								
	Guest Pick-up/Drop-Off								
	Reservation								
	Reviews								
	Specials								
	Favorites								
	Chief Choice								

# Low-fidelity prototype

Based on designed digital wireframes, I created a low-fidelity prototype. The main user-flow was building connections for a time reservation process, so the prototype could be used in a usability study.

View the Restaurant Reservation App <u>low-fidelity prototype</u>



# Usability study: findings

I conducted **unmoderated usability study**. This study allowed me to have updated insights, as well as some updates to the user-flow diagram, and made some adjustments to the reservation process.

## **Findings**

- "Reservation" Text should be increased and/or graphic icons should be used
- 2 Need special features to have explanations and option to add to the process

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

"Go Back" button should be added to the reservation process

# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

Initial design allowed me conduct some customization, and after the usability study, I added updated some features along with user-flow and adding some accessibility options to make a reservation process design more user-centered.

### Before usability study



### After usability study



# Key Mockups



Parking Info Guest Pick-up / Drop Off Call Back



Parking Info Guest Pick-up / Drop Off Call Back

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MAP

10

\$12.90

\$10.80

\$14.20

\$10.50

\$11.50

**Restaurant Name** 123 Orchard Lake Road West Bloomfield, MI 48322 Phone: 248-555-7676



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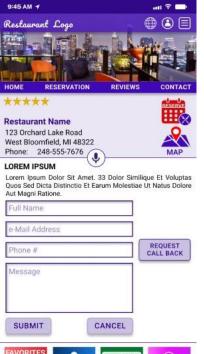
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# High-fidelity prototype

The high-fidelity prototype present clear user flows for restaurant time reservation process, as well as other additional and accessibility features, based on conducted researches.

View Restaurant time reservation <u>high-fidelity prototype</u> with your Figma account

Home - 1	Reservation	Number of P	Seating Opti	Make Reser	Reserve - C	Map - 3	My Profile		Home - 1	Reservatio	Number of	Seating O	Make Rese	Reserve	Map - 3	My Profile
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# Accessibility considerations

Designed and implemented features: **1.** For users who are vision impaired, by implementing icons along with the text description **2.** Microphone option for screen readers **3.** Option for language

choice for non-English speakers.

Designed and implimented icons to make navigation easier to understand.

2

3

Used contrast ratio, based on WCAG recommendations, for users with vision loss equating 20/80 vision.

# Going forward

- Takeaways
- Next steps

# Takeaways



### Impact:

The Restaurant Time Reservation App makes general users and users with limited abilities feel like restaurant owners who implemented this app really think about how to meet their users needs.

One quote from participant user feedback: "I love this app, very intuitive, it is easy to use, and I spent like 5 minutes to make a reservation and another 10-15 minutes to look at the menus' options and other features this app provides. **BRAVO!!**"

## What I learned:

While designing the this app, I learned that the initial ideas are only the beginning of the process. Ongoing Competitive Audit Reports and Usability Studies during different stages of the project with multiple iterations of the app's designs improves users' experience and brings the app on much higher competitive level.

## Next steps

Conduct additional of usability studies, after project development stage and another round of study after project kick-off, in order to validate whether the pain points of users experienced have been resolved.

# 2

Find new types of endusers' with all the additional researches and design new possible features to meet their needs.

## Let's connect!



Thank you for reviewing my work of Restaurant Time Reservation App! Should you have any questions, concerns or new ideas to implement, please don't hesitate to contact me directly and I'll be happy to assist.

Best Regards,

Dmitriy Lebedinskiy

e-Mail: <u>DesignProvider@yahoo.com</u> Website: <u>https://Dmitriy-UXUI.com</u> Thank you!