

Case study – Restaurant Time Reservation App

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Project overview



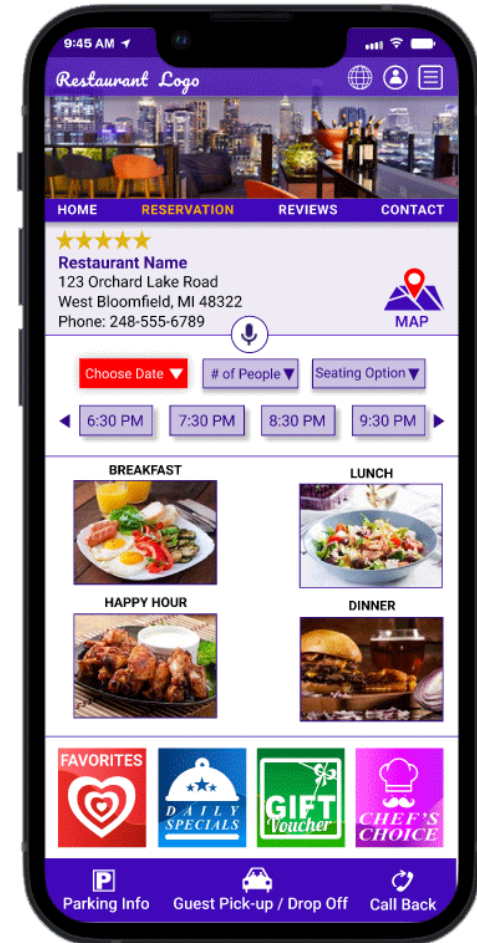
The product:

[Restaurant Reservation App](#) for family oriented busy professionals with friends and romantic 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 romantic 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

1

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.

2

Convenience of placing reservation

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

3

Accessibility

Existing platform is lack of assistive technology for placing reservation

4

Menu and Prices

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 lack 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

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

Goals

- Lose Weight
- Go to vacation to exotic country
- Learn new recepies
- Have a romantic dinner

Frustrations

- Not enough time for herself (for sport and relaxation)
- Can't find a right diet
- Hard to plan a vacation
- No time to call to for reservation in restaurant she likes

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 relatives (28) and he likes to spend time with them

"Family oriented - Busy professional"

Goals

- Get some free time
- Get phisically fit
- Spend more time with his family and friends
- Invite his entire family for a dinner in family-oriented restaurant

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 California. 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. daughter 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

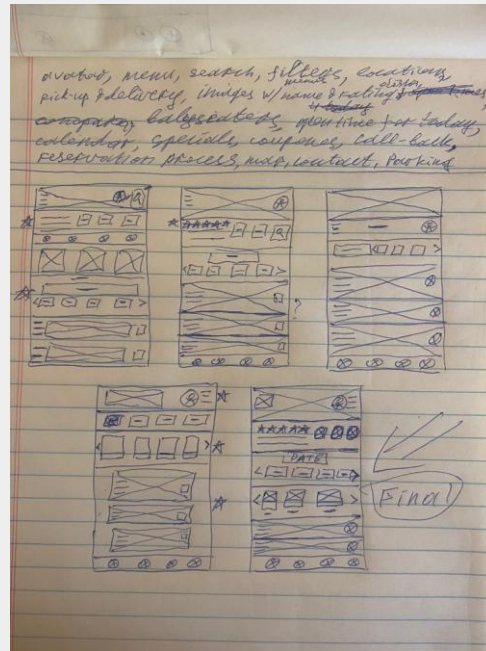
Goal: Find an easy way to place reservation in the restaurant (which doesn't has an reservation app) for family dinner.

*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 style="list-style-type: none">1. Call Family about participation in family dinner2. For those who can't be reached over the phone, send messages3. Collect Responds4. Count who agree to participate	<ol style="list-style-type: none">1. Call or Drive to the Restaurant2. Wait in line for representative3. Discuss wheelchair accessible spots & child accessible seats4. Talk about allergy related food and menu for vegetarians	<ol style="list-style-type: none">1. Find available date and time2. Contact wife to confirm the time and availability3. Get preliminary reservation	<ol style="list-style-type: none">1. Call & Text family members to confirm their availability2. Call babysitter to verify availability & schedule for the day and time of restaurant reservation	<ol style="list-style-type: none">1. Call or drive to the restaurant2. Wait in line for available representative3. Confirm final reservation	<ol style="list-style-type: none">1. Call or text family members the week before (1st time) and day before (2nd time) to remind about reservation2. Confirm that they will be present
FEELING ADJECTIVE	<ol style="list-style-type: none">1. Overwhelmed2. Nervous3. Confused4. Worrying5. Exited	<ol style="list-style-type: none">1. Nervous2. Worrying3. Alert4. Stressed	<ol style="list-style-type: none">1. Confused2. Stressed3. Nervous4. Exited	<ol style="list-style-type: none">1. Overwhelmed2. Nervous3. Worrying4. Exited5. Tired	<ol style="list-style-type: none">1. Relieved2. Glad3. Satisfied4. Exited5. Worrying	<ol style="list-style-type: none">1. Overwhelmed2. Nervous3. Worrying4. Exited5. 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 out to all family members who is on the list

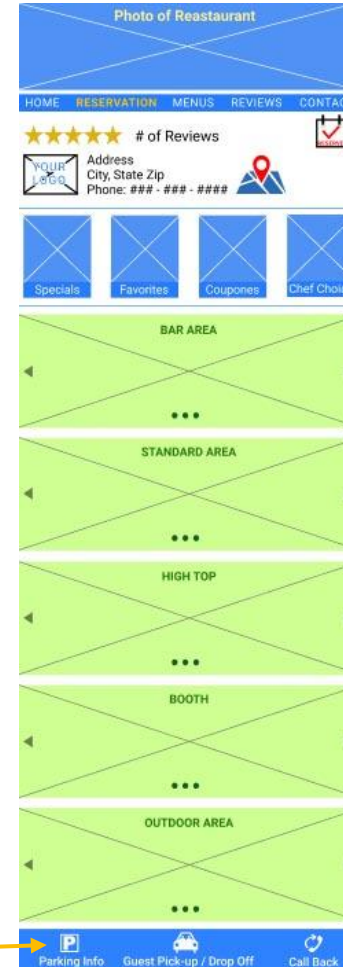
Paper wireframes

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.



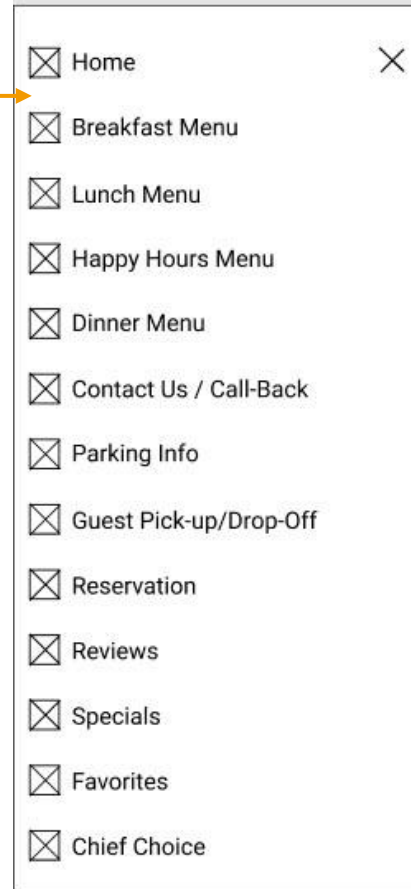
Highlighted start of reservation process

Research based additional options needed

Digital wireframes

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

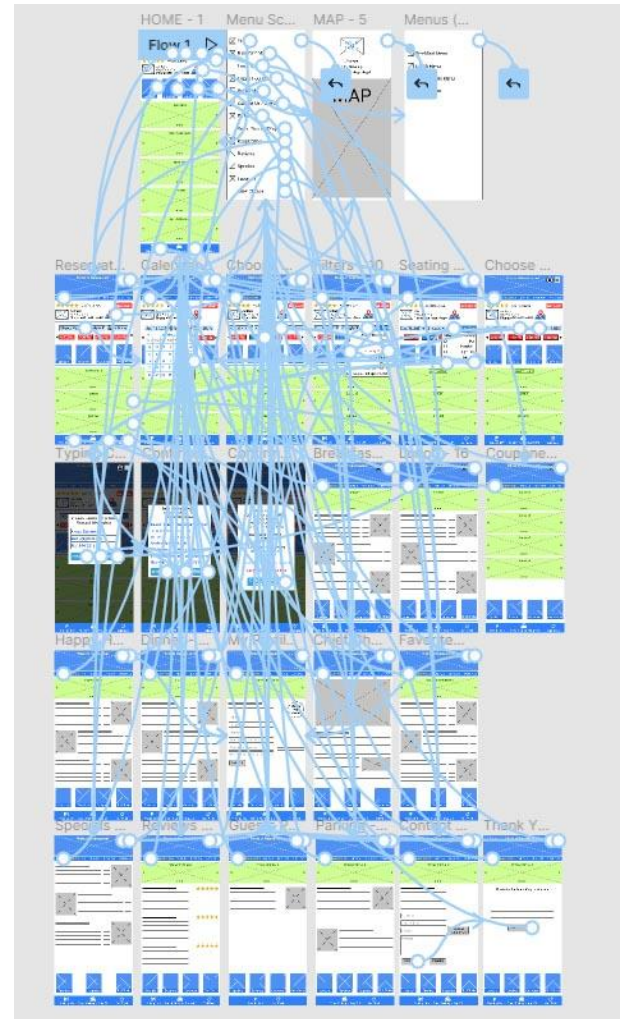
Easy access to navigation.



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
[low-fidelity prototype](#)



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

- 1 “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
- 3 Bottom menu inks should be increased and/or graphic icons to be used as well
- 4 “Go Back” button should be added to the reservation process

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

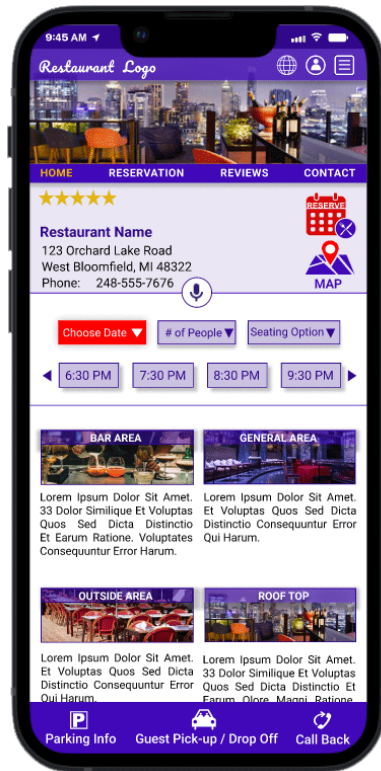
Mockups

Initial design allowed me to 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.**

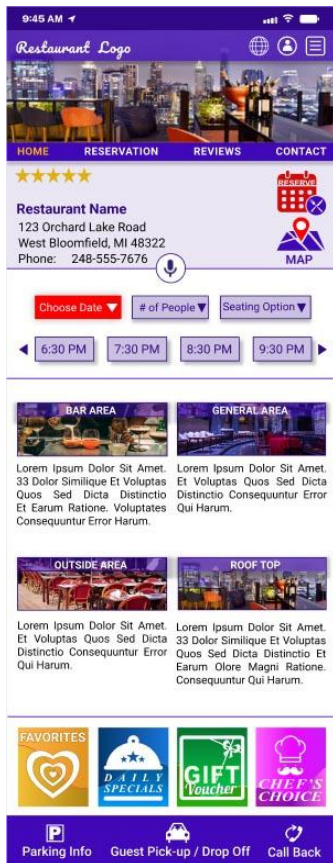
Before usability study



After usability study



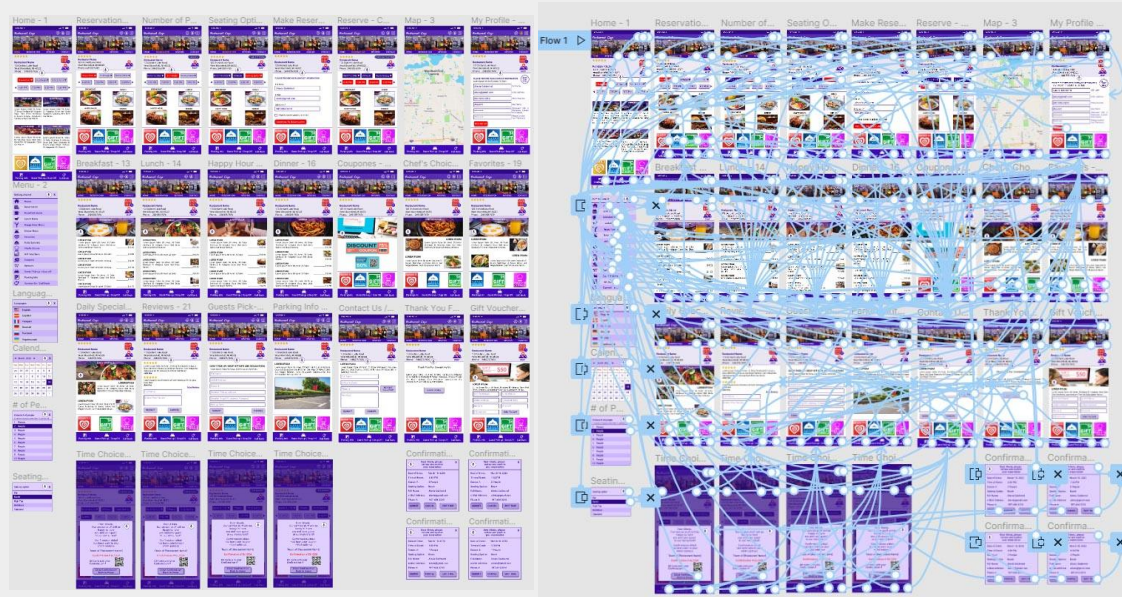
Key Mockups



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 [high-fidelity prototype](#) with your Figma account



Accessibility considerations

1

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.

2

Designed and implemented icons to make navigation easier to understand.

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

1

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 end-users' 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,

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Thank you!