

# Restaurant Finder Responsive Website

---

Brett Hall

# Project overview



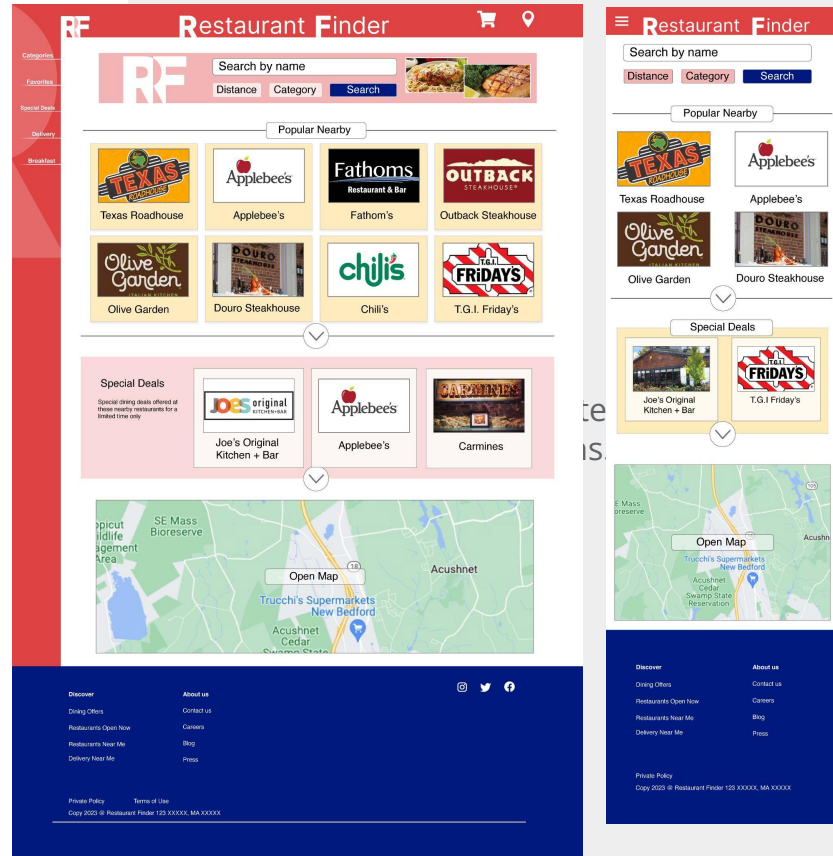
## The product:

This is a website for locating, making reservations, and placing take-out orders at nearby restaurants.



## Project duration:

January 2023 - February 2023



# Project overview



## The problem:

Design a website that could tell users what wait times are for either dining in or taking out orders at restaurants.



## The goal:

Design a responsive website that users could use for locating restaurants, and making reservations and orders.

# Project overview



## My role:

I am a UX Designer, currently enrolled in a Google Certification Course



## Responsibilities:

User research, wireframing, prototyping, and refining the design for the final submission.

# Understanding the user

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

# User research: summary



I largely relied upon research I had already conducted for the project to design an app earlier in this course. My earlier research consisted of competitive audits, usability studies, and for both projects I designed both a low fidelity and high fidelity prototype. I also conducted another usability study for my responsive website.

# User research: pain points

1

## More features

Users wanted more features available, such as the search bar and greater range on the map. These should be included in the finished product.

2

## More Navigation

Users wanted to be able to access home by clicking on the logo, and icons for other important pages like the cart and map.

3

## Pain point

Write one to two sentences reflecting on the pain point listed above and how it will guide designs moving forward.

4

## Pain point

Write one to two sentences reflecting on the pain point listed above and how it will guide designs moving forward.

# Persona: Name

## Problem statement:

Trevor is a busy videographer who needs a way to quickly order meals because of his busy schedule



**Trevor Matthews**

**Age:** 35  
**Education:** Bachelor's Degree  
**Hometown:** Detroit  
**Family:** Wife  
**Occupation:** Videographer and Editor

*"I love what I do, but don't always love my schedule."*

## Goals

- Be able to quickly place reservations when on call
- Be able to order for delivery with detailed instructions

## Frustrations

- Often has to work on short notice, and sometimes unable to find time for meals
- Works in different locations, has a hard time finding nearby restaurants

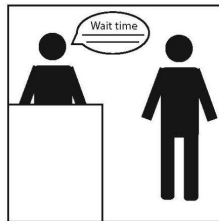
Trevor has a shifting schedule with often involves editing work during office hours and field work during later hours. He often has to travel and work on short notice, which makes him frequently have to adjust his daily and eating habits.



# User journey map

This is a big picture storyboard to describe how a user would use my app or website

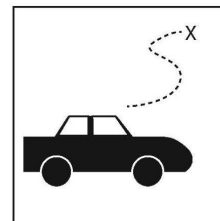
Big Picture storyboard for Restaurant App



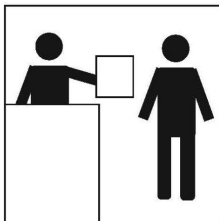
Jake is frustrated with arriving at restaurants and having to wait to either dine in or take out



Jake downloads and uses app to see what wait times are for his favorite restaurant and other options



Jake makes a selection and travels to the restaurant of his choice based on current wait times

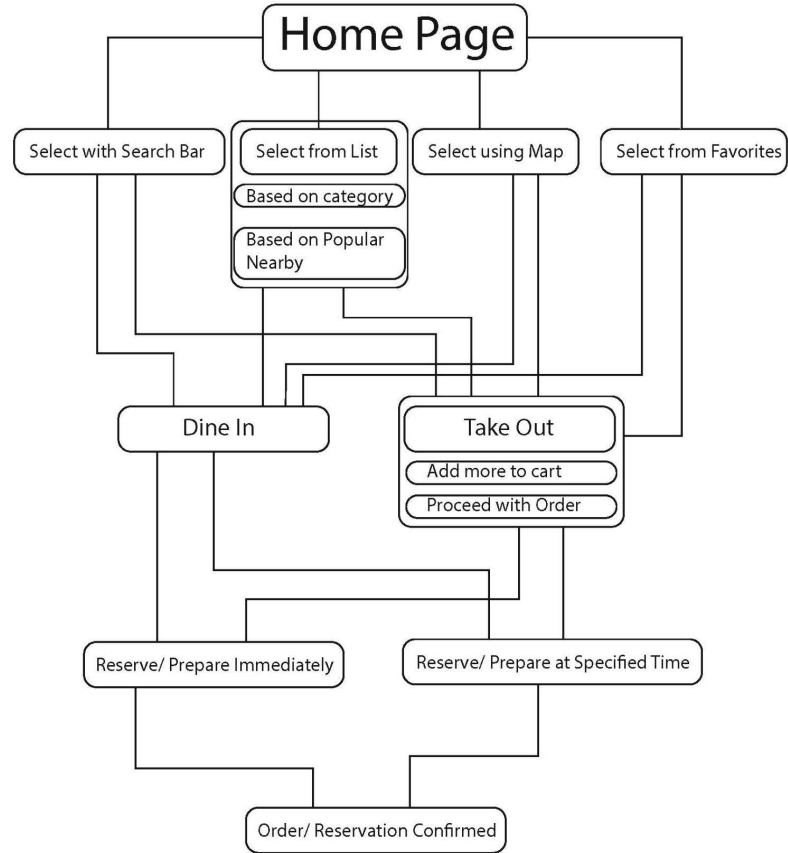


Jake is presented with either his order or a menu for dining in at the time he anticipated



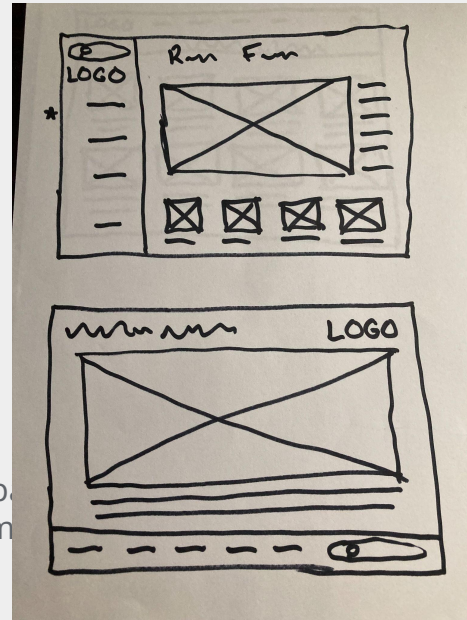
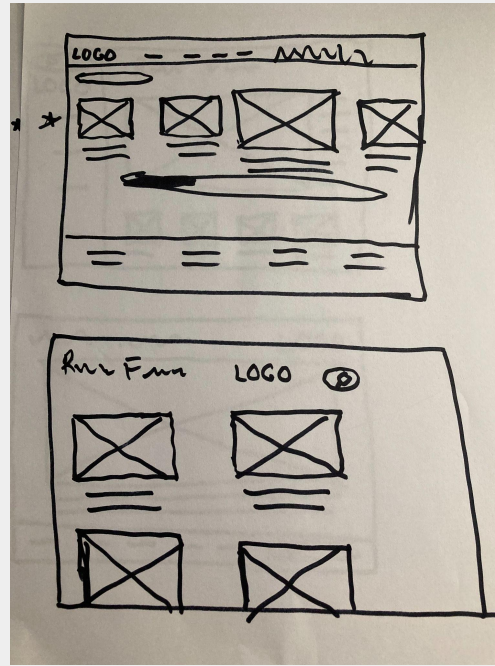
# Sitemap

I decided on a Matrix style for the navigation of the website. The goal is to complete either a reservation or take-out order.



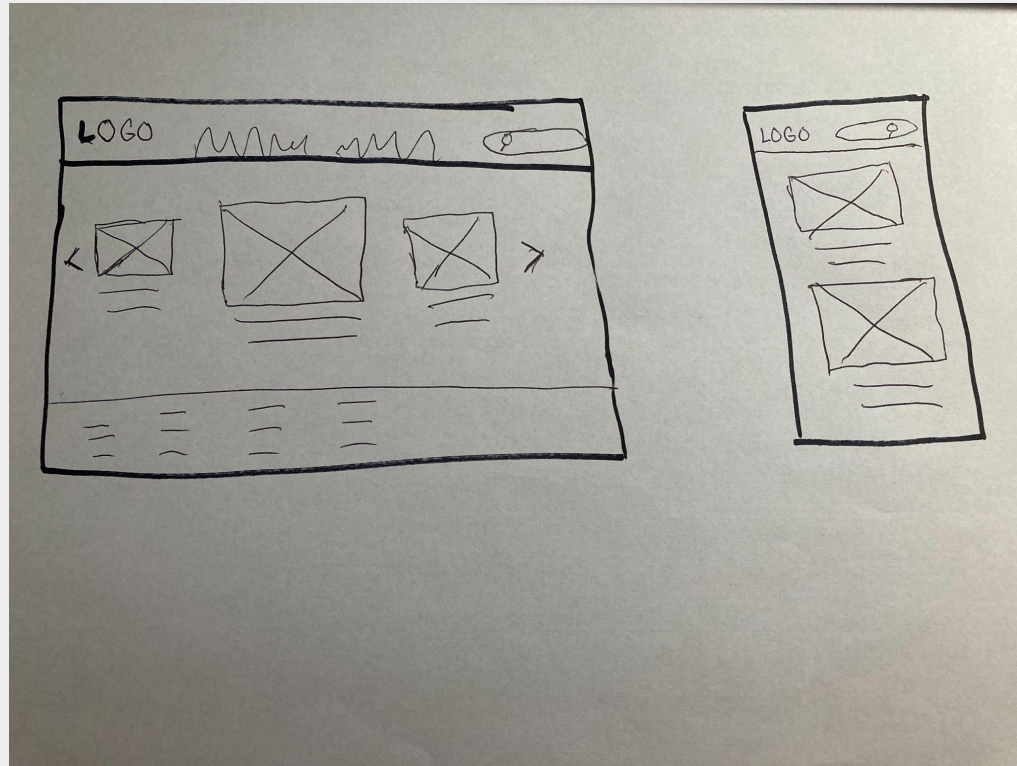
# Paper wireframes

I went through a number of different ideas for the layout. The final version ended up being an F-layout



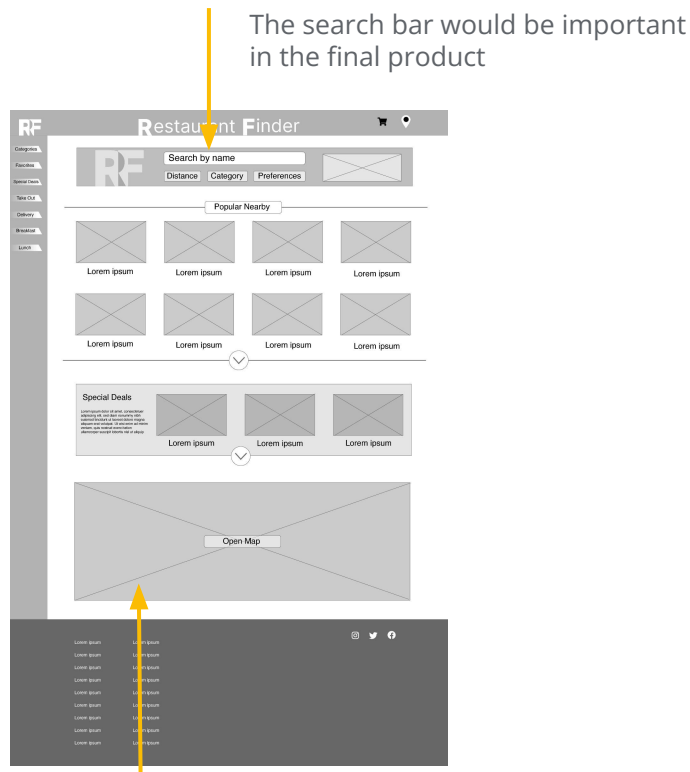
# Paper wireframe screen size variation(s)

The responsive website project had the added challenge of creating variations for different devices. I dealt with it largely by reducing columns in the Ipad and phone version of the website.



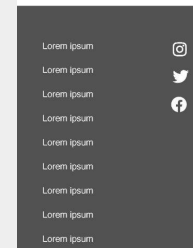
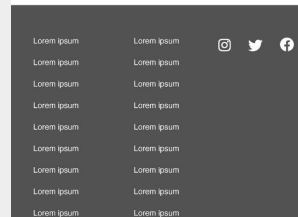
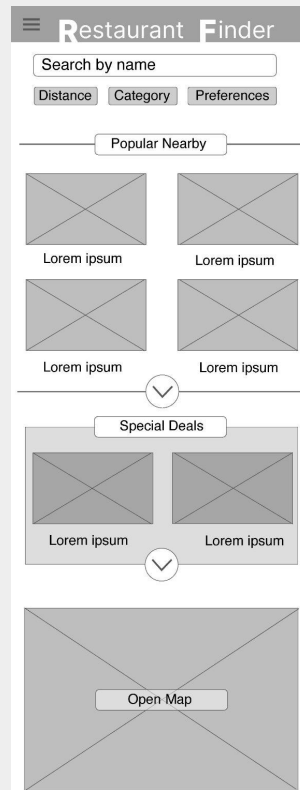
# Digital wireframes

Originally there was some different wording on the home page, I decided to have rows for “Popular Nearby” and “Special Deals” per feedback from Usability Studies



# Digital wireframe screen size variation(s)

I found it was easiest to  
reduce the number of  
columns to have the pages  
fit the different sizes of  
other device screens



# Low-fidelity prototype

<https://xd.adobe.com/view/e97a7acc-e369-4192-a7eb-8e96fa992167-bc29/?fullscreen>

Feedback on the low fidelity prototype helped with some of the changes made to the high fidelity prototype





# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

United States, remote



## Participants:

5 participants



## Length:

20-30 minutes

# Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

## Wording on Home Page

Wording on Home Page, users think “Popular Nearby” is more important for home than “User History” or “Favorites”

2

## Wording for Placing Order

Users thought after selecting an order for take-out, next button should say “Add to Cart”

3

## Wanted Features

Users wanted the search bar and extended map

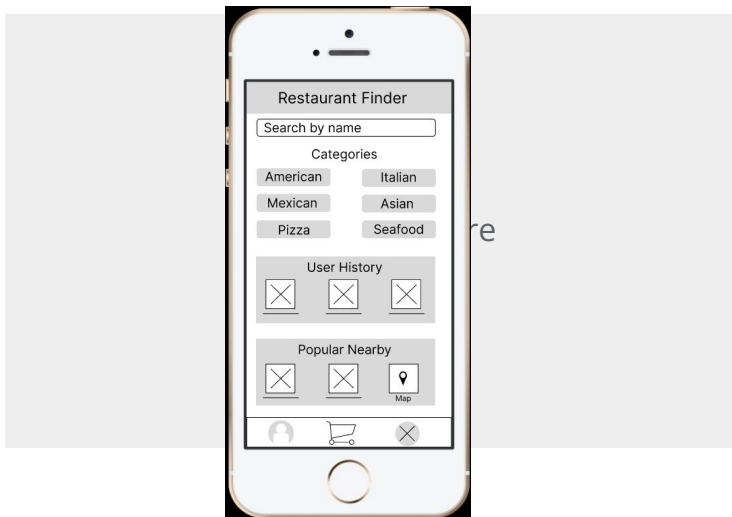
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

This before and after is from the app project earlier in the course, but it influenced my design for the responsive website greatly

Before usability study



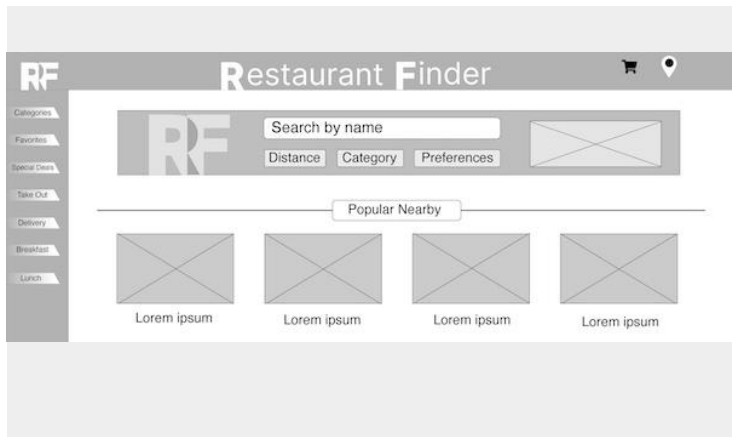
After usability study



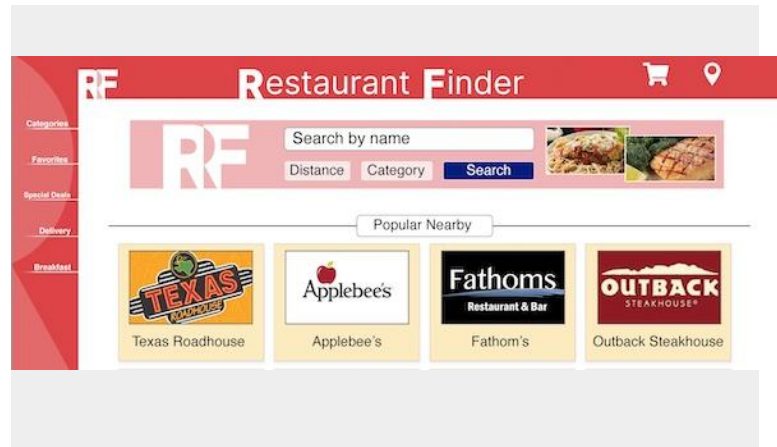
# Mockups

The white fading tabs on the left side of the low-fi version were found to be a bit needless and distracting, this was changed on the high fidelity version

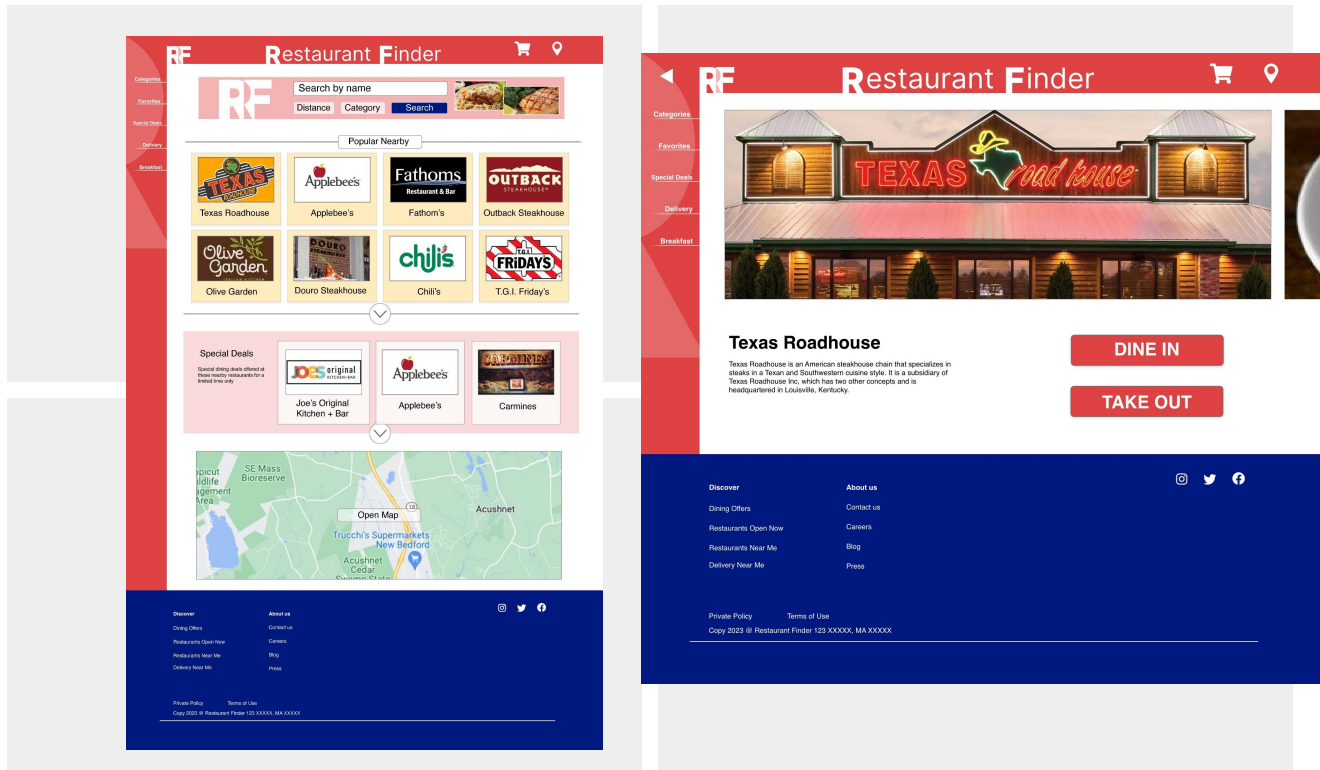
Before usability study



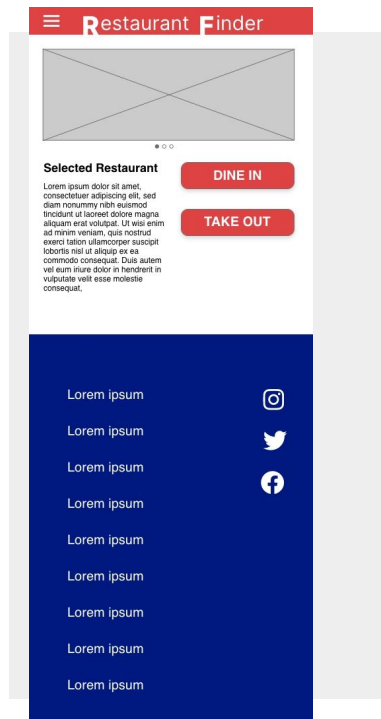
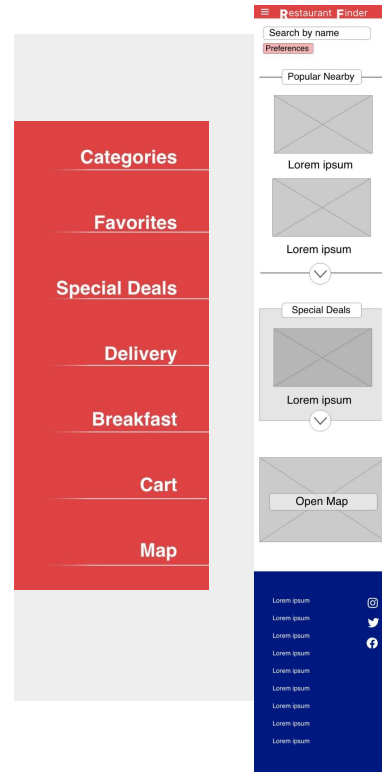
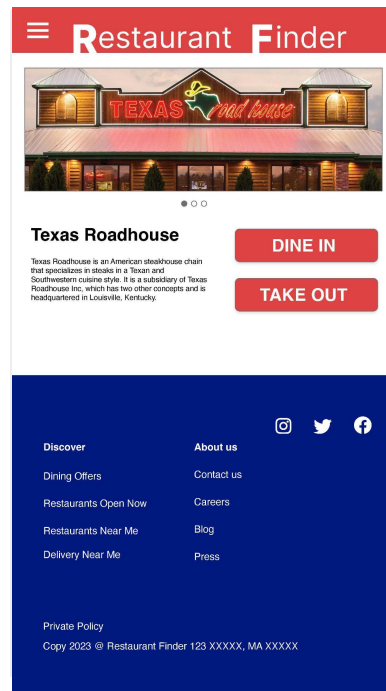
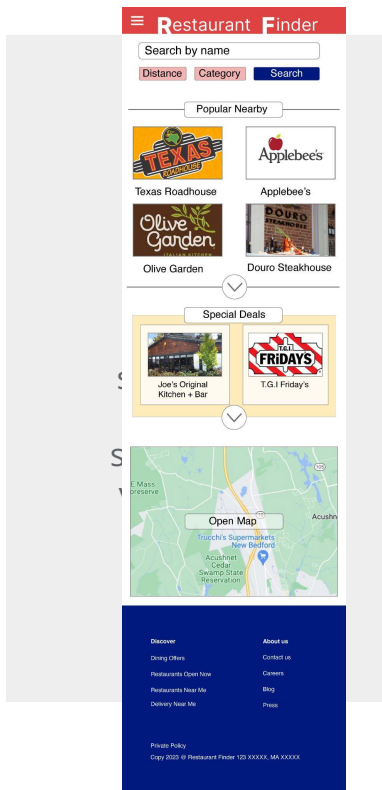
After usability study



# Mockups: Original screen size



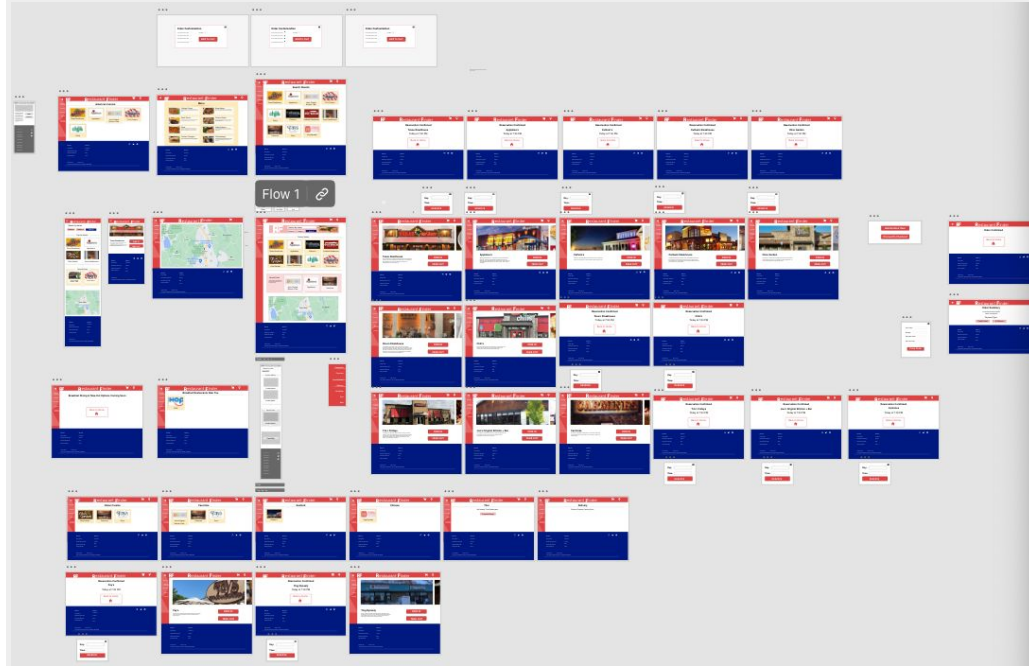
# Mockups: Screen size variations



# High-fidelity prototype

<https://xd.adobe.com/view/5cbf6d5b-736c-4a01-bd82-b9cfca54fa76-09ec/>

Users also wanted each restaurant to have its own page. This took a lot more work and screens, but I did it for the high-fidelity prototype.





# Accessibility considerations

1

I would want this website to be available in different languages

2

I would also want the finished website to have audio options

3

There should also be a contact section where users can request accessibility options

# Going forward

---

- Takeaways
- Next steps

# Takeaways



## Impact:

Positive feedback included the look of the website, and some of the functionality features such as horizontal scrolling of images and ways to customize orders.



## What I learned:

I learned about about how users perceive headers and navigational cues. This has been incorporated in my designs.

# Next steps

1

I want to upload this project to my online portfolio.

2

I also want to finish this course and land a job in UX Design.

3

# Let's connect!



My name is Brett, and anyone interested can find my contact info at my portfolio website:

<http://bretthalldesign.com/>