# Restaurant Finder App Case Study

Brett Hall

# Project overview

**The product:**

This is an app meant to help users locate nearby Restaurants, and either make reservations or place takeout orders.

**Project duration:**

October 2022 - February 2023



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# Project overview

**The problem:**

People are often unaware of what wait times for restaurants are for either seating or takeout orders, have to call to make reservations or place orders.

**The goal:**

To create an app for selecting a nearby restaurant, and being able to make a reservation and/ or place a takeout order with an app.

# Project overview

## My role:

I am a learning UX Designer, creating an app for this Google course.

## Responsibilities:

This project began with learning about UX, coming up with an idea for an app, creating wireframes, developing and testing prototypes, and finalizing a high-fidelity prototype.

# Understanding the user

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

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# User research: summary

My research consisted of researching and auditing several restaurant apps, creating a competitive audit, developing wireframes for my own app, creating prototypes from them in Figma, then having friends and family members test my low-fidelity and high-fidelity prototypes.

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# User research: pain points

**1**

**Confusion on Wording**

Users were confused on some wording on my prototypes: such as viewing "User History" and "Popular Nearby" as the same thing, and believing "Add to Cart" made more sense then "Proceed with Order" on certain screens

**2**

**More Features Wanted**

Users wanted use of more features such as the search bar option, which should be included in completed version of app
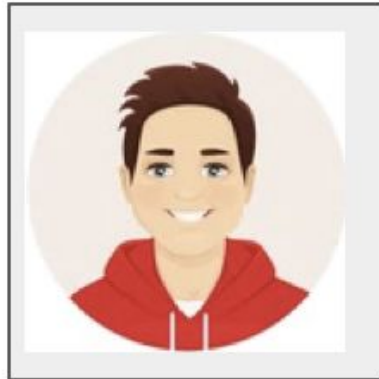
**3**

**Needless Features**

Users saw no need for profile feature, which was replaced by favorites feature in newest prototype

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# Persona: **Jake**

**Problem statement:**

Jake is a busy student and warehouse worker who needs a faster and easier way to get meals because of his busy schedule

*"I'm at a hectic point in my life, and just hoping it will all be worth it in the end"*

### Jake Sheldon

**Age:** 23
**Education:** College 4th year
**Hometown:** Boston
**Family:** Lives with parents
**Occupation:** Student and warehouse worker

### Goals
- Have consistent source of quick take out meals
- Be able to dine in during late hours after shifts at warehouse

### Frustrations
- Often does not have much time in between classes and shifts
- Finding places to order meals after late shifts and quickly enough before shifts

Jake is currently in school, set to finish his undergrad next spring. He also works second shift at a warehouse. He often has to rush to get to his shift in time after classes during the day, and has a hard time getting meals and completing errands with the time he has in between work and school.
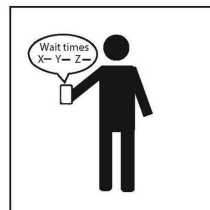
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# User journey map

I wanted to design an app that could be used for both reservations and takeout orders. My big picture storyboard is included to help illustrate what I was trying to accomplish.
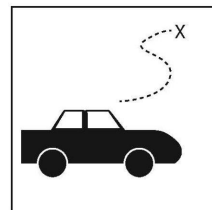
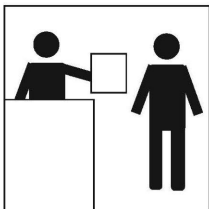Big Picture storyboard for Restaurant App



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 choise based on current wait times

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

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# Starting the design

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

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# Paper wireframes

I went through a lot of ideas for the startup screen, but wanted a way users could choose to navigate via categories, a list of nearby options, searching by name, and a map feature.
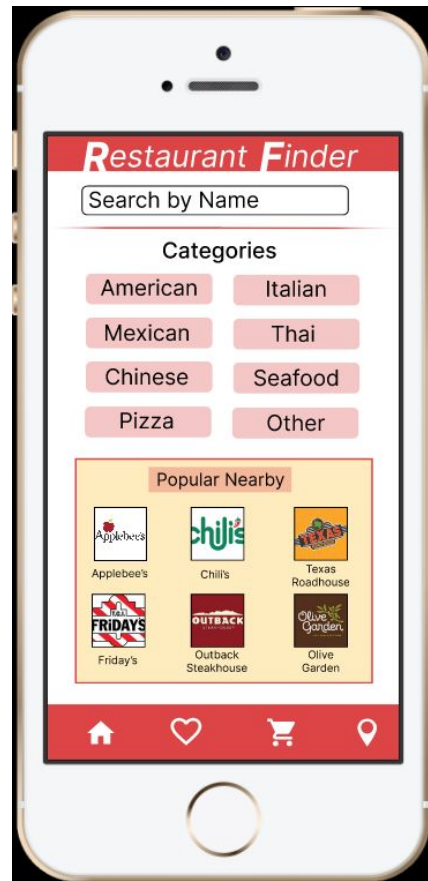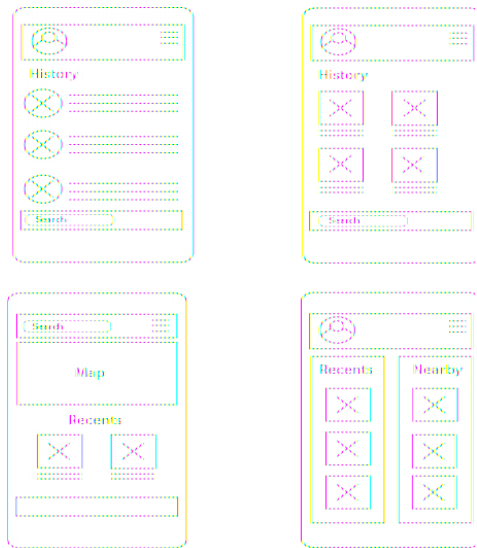
# Digital wireframes

This was one of my early designs for the app. The 3 features apparent here are a search bar, map, and list of options based on user history.

I wanted a search bar option for this app, most useful for users if they already know a restaurant by name they want to look up.
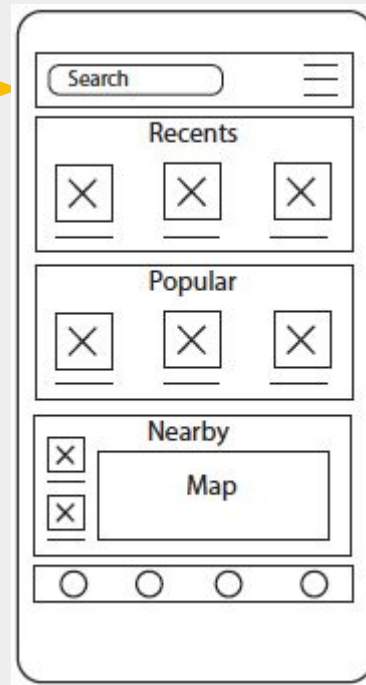
I thought having a list of options based on user history would be useful for this app as well

Search

Map

Recents

Google

# Digital wireframes

This was a more refined wireframe, the same features are included along with newer feature ideas.

This version included the same options, but also added categories

A list of popular nearby options I thought would be helpful

Search

Recents

Popular

Nearby

Map

Google

# Low-fidelity prototype

https://www.figma.com/proto/ipTrgOHj1A3x5pKBre2hHW/Project-Wireframes?node-id=1%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A2

This was the low-fidelity prototype. It included most of the features that I wanted and kept for the high-fidelity version.



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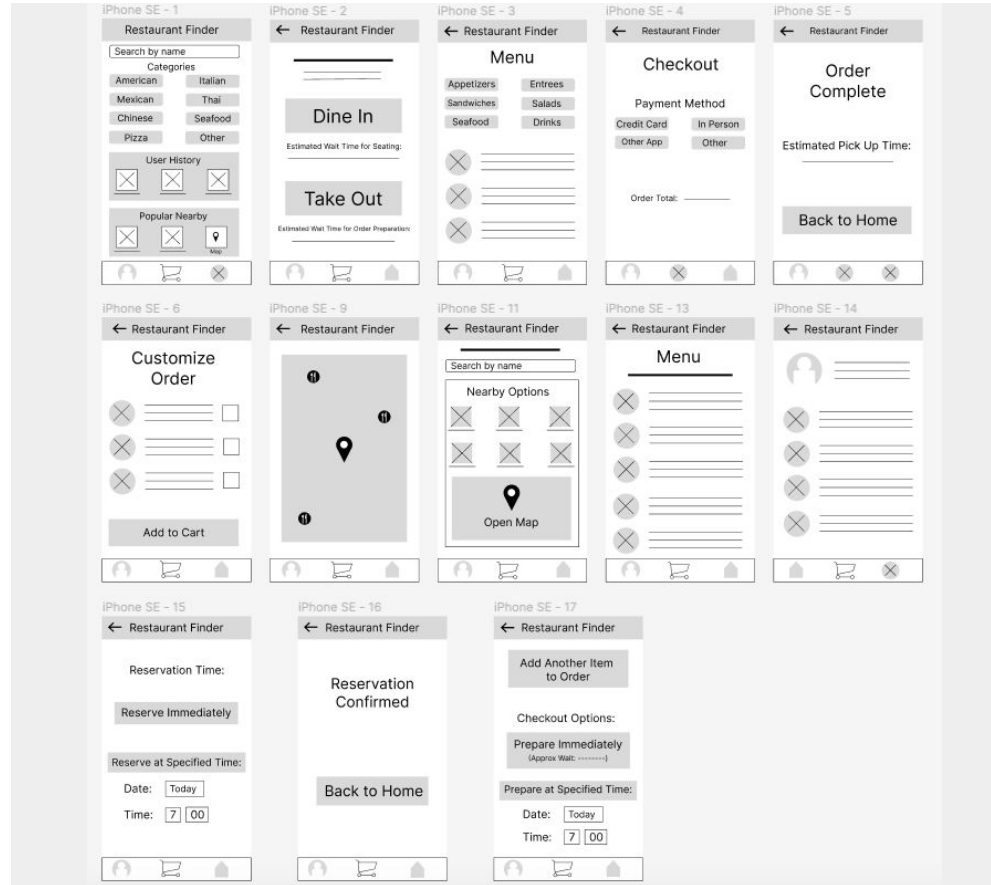
# Usability study: findings

These are some findings I found after testing my low-fidelity and high-fidelity prototypes.
Round 1 Findings were from the low-fidelity prototype and Round 2 was from the high fidelity
prototype.

**Round 1 findings**

1. Categories should include "Thai" and "Other"

2. Replace "Proceed With Order" with "Add to Cart" on some screens

3. Area that can be tapped to make an order selection should be increased

**Round 2 findings**

1. Change more wording, remove "User History on first screen

2. Replace Profile section with Favorites section, which would be more useful
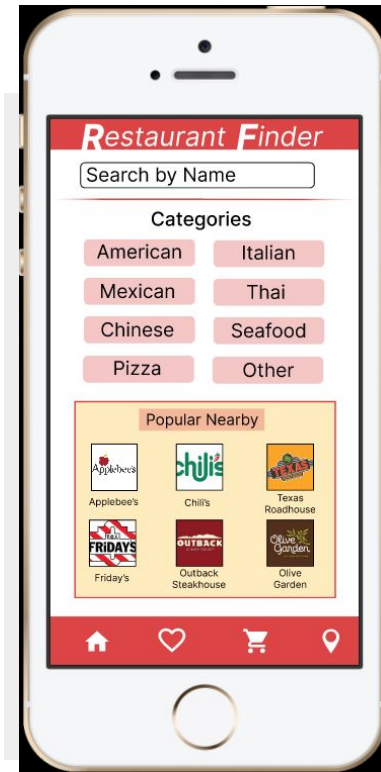
3. Use animation for more transitions

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# Refining the design

- Mockups
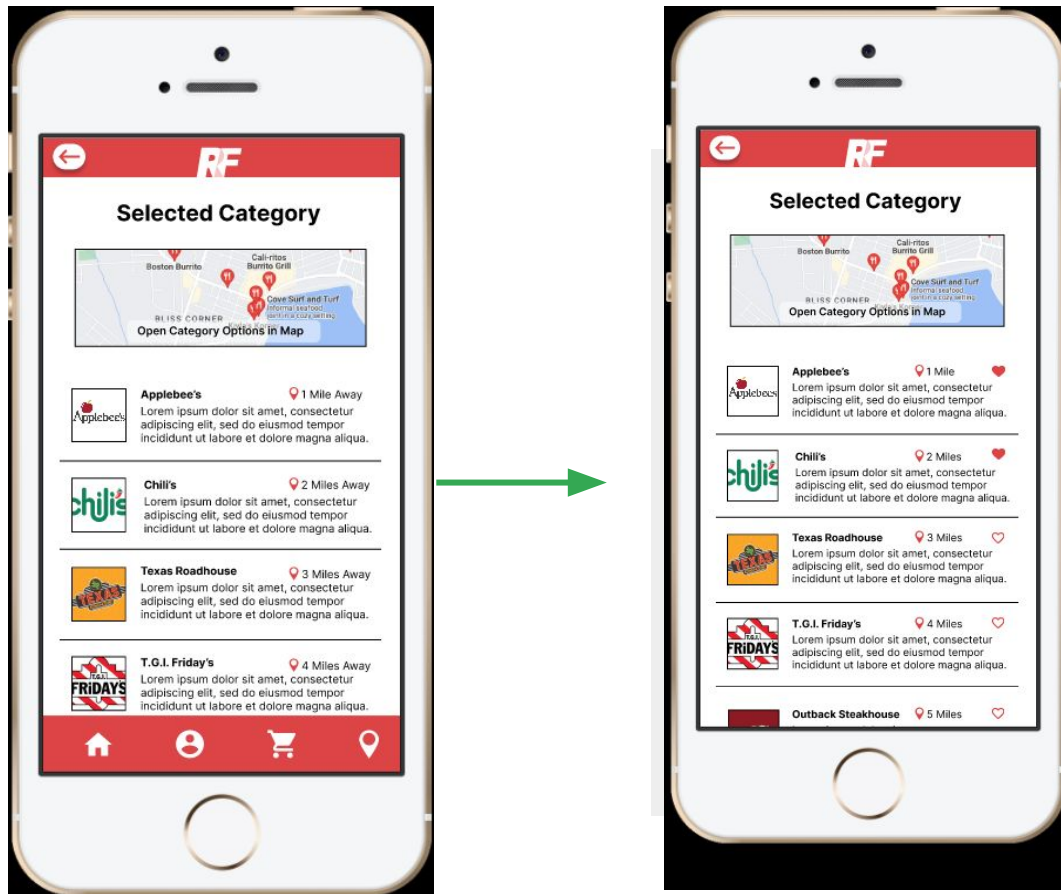- High-fidelity prototype
- Accessibility

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# Mockups

The Profile section was replaced by a Favorites section, and User History/ Popular Nearby was changed to just Popular Nearby for the list of options to appear on the first screen
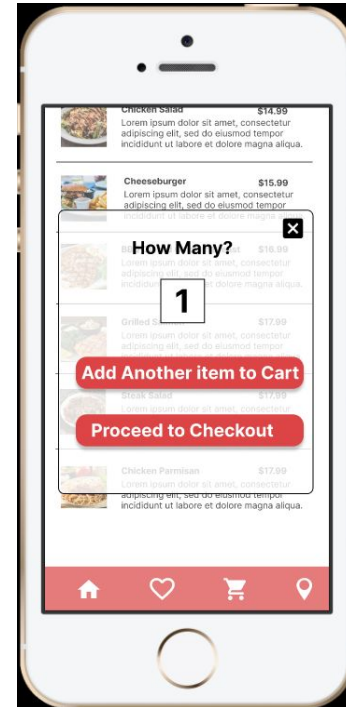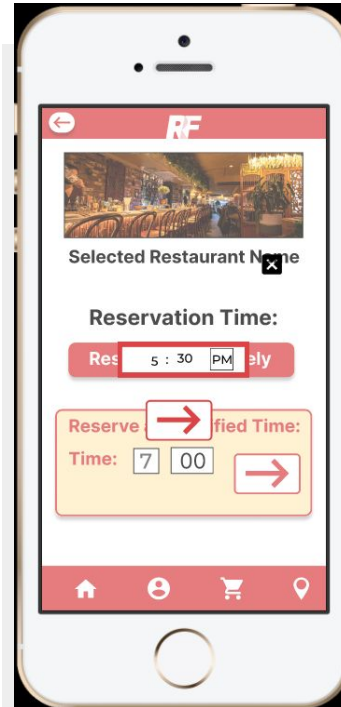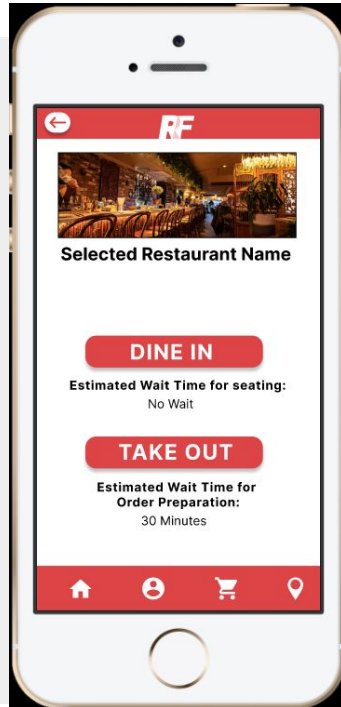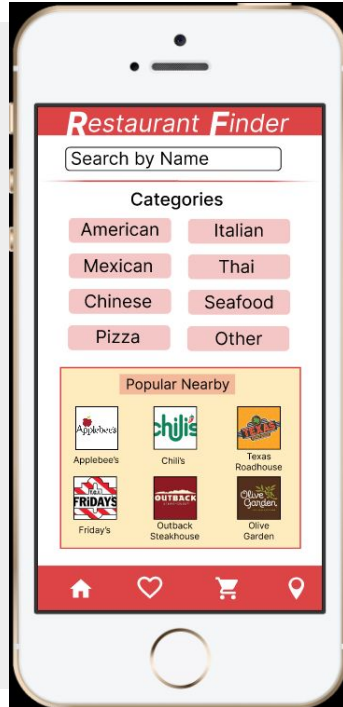


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# Mockups

Favorites Icons were added to each Restaurant after the usability study. The Favorites feature was found to be important for this type of app.
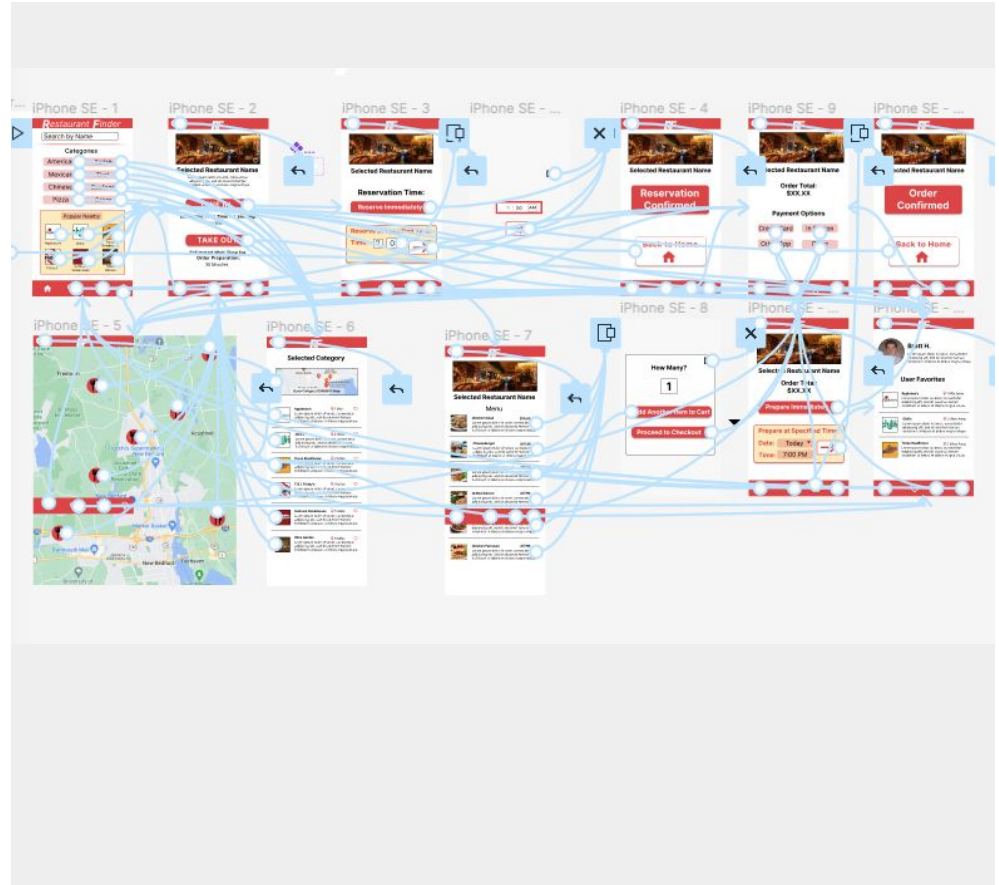
# Mockups

# High-fidelity prototype

https://www.figma.com/proto/ipTrgOHj1A3x5pKBre2hHW/Project-Wireframes?node-id=176%3A2&scaling=scale-down&page-id=175%3A2&starting-point-node-id=176%3A2



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# Accessibility considerations

**1**

While conducting research for my competitive audit, I observed most large chain restaurants have a contact section about accessibility features. This should be included in the final app design

**2**

Multi-language and sound options are features I would like included in the completed app.

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# Going forward

- Takeaways
- Next steps

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# Takeaways

**Impact:**

It was insightful to have my designs tested, and receive feedback on them. A lot of things others might think could be hard to see on your own.

**What I learned:**

I learned the importance of conducting usability studies, and keeping an open mind even when you're confident in your designs.

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# Next steps

**1**

There is more I want to learn in the features and functionality of Figma. There are more types of menus and screens I want to set up.

**2**

Another thing I would like to add is a start-up screen with a short intro animation.

**3**

I would also like to add my own customized calendar feature, and refine more of the animated transitions and menus.

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# Let's connect!

If you are interested in contacting me, check out my portfolio website: [http://bretthalldesign.com/](http://bretthalldesign.com/)

My prototype is not on it yet, but more of my work and contact info is included

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