

MyFancyRestaurant mobile app

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Project overview



The product:

MyFancyRestaurant is a restaurant in Turin that offers a unique atmosphere to its customers.

The project is to design an app that is able to help its customers easily book a table and consult the menu without having to interact with the local staff.

An app that is multilingual, easy to use even for people with disabilities.



Project duration:

3 months

Project overview



The problem:

- Book a table is not easy for everybody especially when they don't have time to spend or they don't know the local language to call directly the restaurant.
- Is also important to inform people about food ingredients cause some of them can be allergic or have intolerances



The goal:

- Book easily and efficiently tables
- Inform clients about menu ingredients
- Be inclusive for every people
- Give the chance to book also a parking place

Project overview



My role:

UX designer and researcher



Responsibilities:

- Conduct interviews for research
- Write down empathy maps, personas, journey map, personal and hypothesis statements

Understanding the user

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

User research: summary



I have conducted interviews with potential clients chosen on the basis of gender, interests and disabilities. From the interviews it emerged that when it comes to booking a table at a restaurant many of them have problems doing it directly over the phone due to the shortage of time available and language barriers. For some then there is the need to consult the restaurant menu first to avoid problems with their intolerances to certain foods.

All these problems could be solved by an app that allows its users to be adequately informed and helps them book a table in a restaurant efficiently and quickly.

User research: pain points

1

Efficiency

Book a table should be easy and quick. To do so the app should be easy to use with clear design.

2

Menu ingredients

Some people can have problems with allergies or intolerances so the app should offer the possibility to check the menu ingredients before booking the table.

3

Language

The restaurant is located in the city of Turin and the staff speaks mostly Italian so the same people maybe more comfortable booking from the app if we implement different languages.

4

Accessibility

Some people may have some disabilities so is important to inform about the restaurant accessibility and offer the chance to book the parking place and to add a form for special requests in the app

Persona: Simona Arcuri

Problem statement:

Simona is a busy lawyer who needs To reserve a table in a fancy restaurant quickly, paying attention to the menu because she doesn't have so much time to spend on this and one of her sons is celiac



"Let me enjoy time with my family in some nice restaurant, without worry about finding a table and good food"

Simona Arcuri

LOCATION: Italian lives in Turin (Italy)
AGE: 35
EDUCATION LEVEL: Bachelor's degree
EMPLOYMENT: Lawyer
STATUS: Married, 2 sons under 13 yo

BIO

Lives in her own apartment with her husband and their sons.
Works in a lawyer firm with other 2 colleagues.
Likes to go cinema, restaurants and long walks with friends and family.

WANTS & NEEDS

- "Find an easy app to book a restaurant without spending too much time on it."
- "Have a nice preview of the menu so I could know in advance what order"
- "Be informed about ingredients cause my little son is celiac"

TECH

INTERNET	● ● ● ● ○
SOCIAL MEDIA	● ● ● ○ ○
ONLINE SHOPPING	● ● ● ○ ○
GADGETS	● ● ● ● ○
EARLY ADOPTER	● ● ● ○ ○

HOBBIES

- Go running
- Reading books
- Bricolage

FRUSTRATIONS

- "I hate losing time trying to understand how to book my table"
- "It's a bit risky to go in a new restaurant without know what I can order"
- "Sometimes is so annoying to ask the waiter how a portion of food is made"

Persona: Ulrich Kier

Problem statement:

Ulrich is an estonian chemical researcher working in Italy who needs to reserve a table with MyFancyRestaurant app paying attention to the accessibility because he doesn't speak italian and use a wheelchair cause he can't walk.



"I would like to always have the best place and the food I prefer without having to call the restaurant"

Ulrich Kier

LOCATION: german lives in Turin (Italy)
AGE: 30
EDUCATION LEVEL: Master
EMPLOYMENT: Chemical researcher
STATUS: Single

BIO

Lives in a rented apartment with his dog.
Works as a researcher in a university and has little free time.
Likes to watch movies in the cinema, cook for himself at lunch and go out to some restaurant with friends and colleagues.

WANTS & NEEDS

- "The app should be multilingual so I don't have to call the restaurant"
- "If the restaurant have a private parking place, I'd like to book it too"
- "Book the position of my table should be awesome!"

TECH

INTERNET	● ● ● ○ ○
SOCIAL MEDIA	● ● ● ○ ○
ONLINE SHOPPING	● ● ● ● ○
GADGETS	● ● ● ○ ○
EARLY ADOPTER	● ● ● ● ○

HOBBIES

- Play videogames
- Play with his dog
- Collecting comics

FRUSTRATIONS

- "I can't speak Italian very well so, talk with restaurant staff is a problem"
- "If I have to go out for dinner, the parking place for my car is a big problem"
- "I don't like to sit close to the exit or toilet doors. Can be annoying..."

Simona journey map

He wants to easily book a table at the restaurant but also wants to check the ingredients on the menu before his young child is celiac.

Persona: Simona

Goal: Book a table in a fancy restaurant for herself and her family (one of her sons is celiac)

ACTION	Use the booking app	Book a table	Go to the Restaurant
TASK LIST	Tasks A. Find the app B. Install the app C. Register	Tasks A. Check the menu and find food for celiac B. Choose the table C. Book the table	Tasks A. Find the way to go to the restaurant B. Go to the restaurant C. Find a parking place
FEELING ADJECTIVE	. Confusion about finding the app . Hope for quickly book a table . Frustration about registration process	. Hope about find all menu ingredients . Frustration about finding the right table to book . Appetite after viewing pictures	. Confusion about the way to go to the restaurant . Hope after finding the right track . Frustration when looking for a park place . Happiness after find the parking place
IMPROVEMENT OPPORTUNITIES	. Clearly associate the name of the app with the restaurant . Book without register	. The menu should be visible with all ingredients . Good pictures may help to choose . A good map of the restaurant with tables	. The map should guide guests to their destination . If the restaurant has its own private parking it could be bookable from the app

Ulrich journey map

He wants to book a table
but he is a foreigner and
does not want to call the
restaurant because he does
not know Italian.

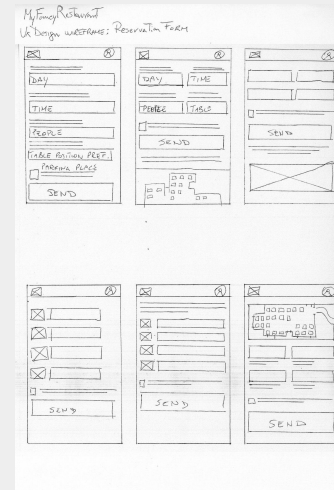
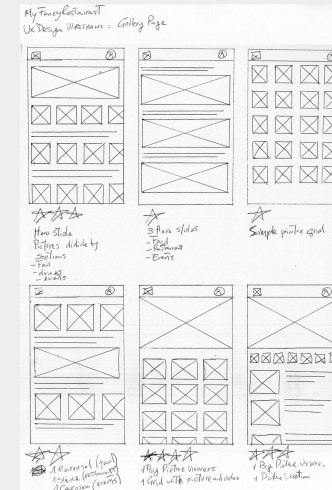
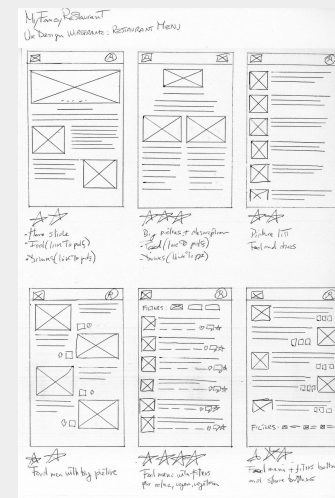
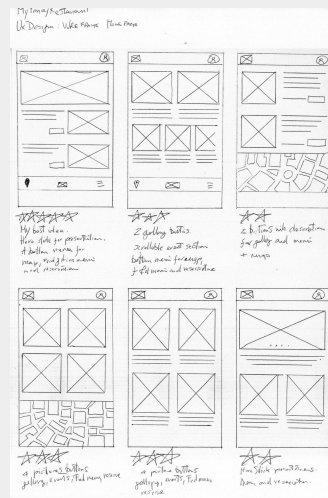
Persona: Ulrich

Goal: Book a table in a restaurant. Ulrich is a foreigner and does not speak the local language and use a wheelchair

ACTION	Use the booking app	Book a table	Go to the Restaurant
TASK LIST	Tasks A. Find the app B. Install the app C. Register	Tasks A. Choose the language B. Check if it is possible to enter with wheelchair C. Book the table	Tasks A. Find the way to go to the restaurant B. Go to the restaurant C. Find a parking place D. Enter the restaurant with wheelchair
FEELING ADJECTIVE	.Confusion about finding the app in his language . Hope for quickly book a table . Frustration about registration process	. Frustration about find his language . Hope to find the way to access the restaurant with his wheelchair	. Confusion about the way to reach the restaurant . Hope to find it . Frustration about find a parking place for people with disabilities . Happiness after find a good parking place
IMPROVEMENT OPPORTUNITIES	. App description should be in different languages . Clearly associate the name of the app with the restaurant . Book without register	. The choice of the language should be easy . Clear info about access.	. The map should guide guests to their destination without issues . If the restaurant has its own parking place should be bookable from the app

Paper wireframes

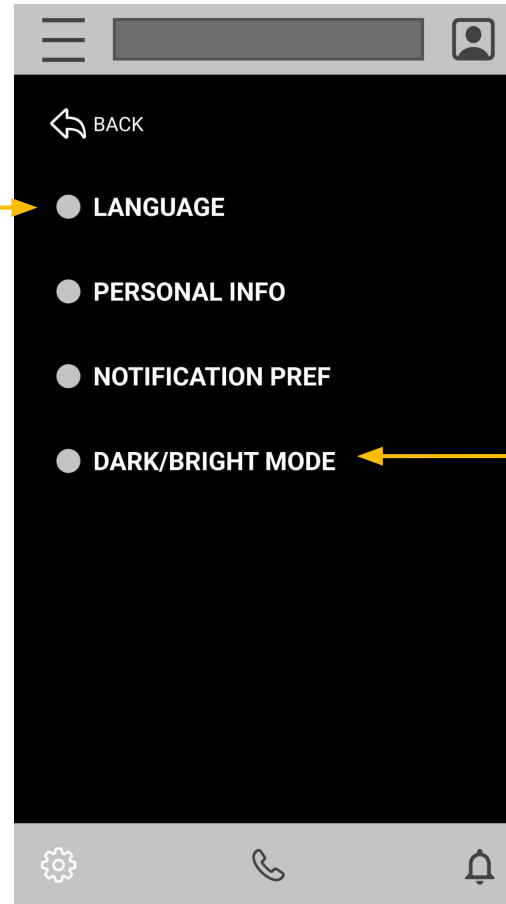
I made wireframes trying to figure it out how to build the most user centered and inclusive experience possible.



Digital wireframes

I worked on the settings page so that the app can be more inclusive of foreigners and people with vision problems.

On the settings page is possible to choose a preferred language so that even foreigners can use the app without struggle.



I add the chance to choose between dark and bright mode so that users can spend less energy on the battery and read better during the night hours.

Digital wireframes

On the reservation page, I worked on the addition of 2 unusual options such as table position and parking place reservation.

I added the possibility to choose the position of the table if is possible



RESERVE A TABLE

DAY

TIME

PEOPLE

TABLE POSITION

PARKING PLACE

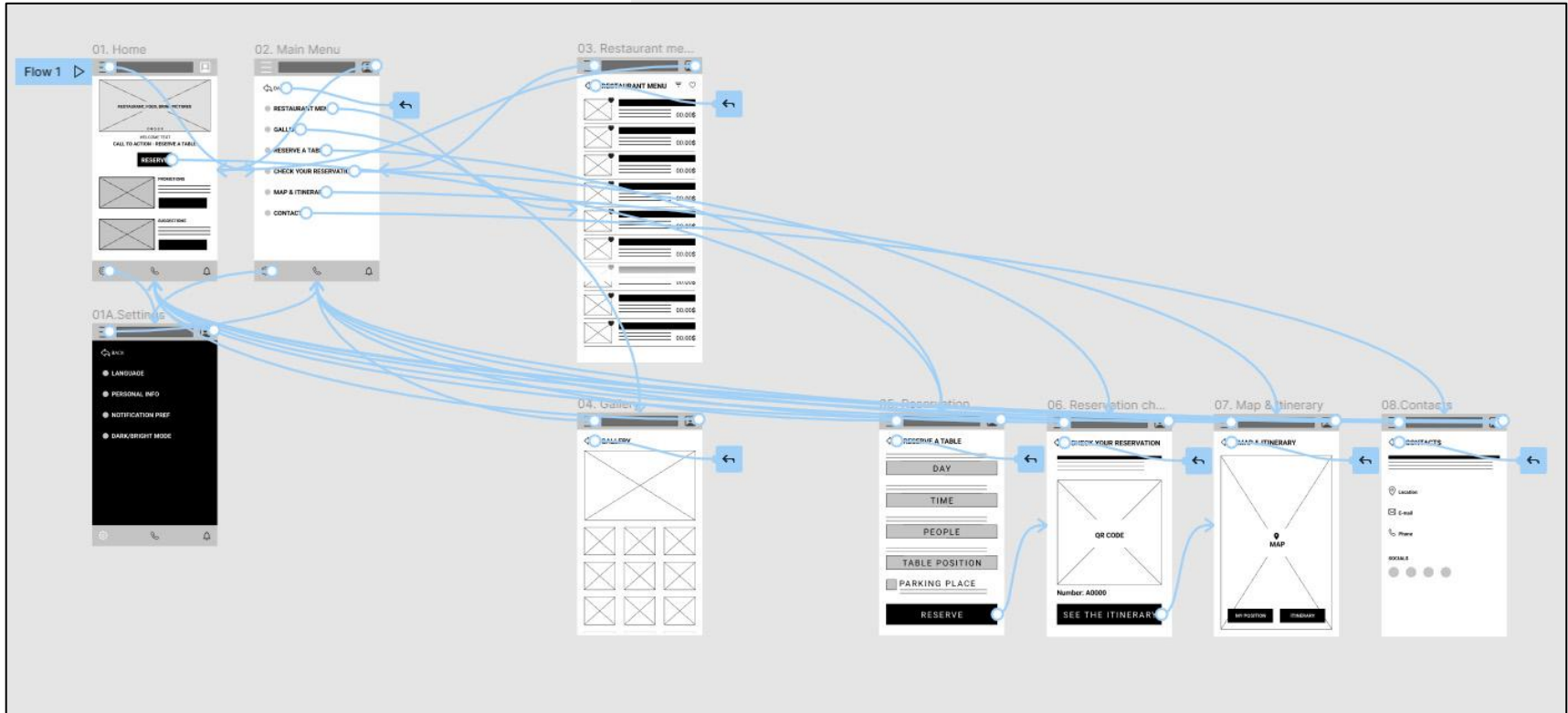
RESERVE

Also, the parking space is reservable if there are still free spots.



Low-fidelity prototype

[View low-fidelity prototype on Figma](#)



Usability study: parameters



Study type:

Moderated interviews



Location:

Rome in quiet room



Participants:

5



Length:

1 day

Usability study: findings

After the usability study, I found out that booking a table and consulting the restaurant menu is not so easy and some features are not so clear.

Finding round

1

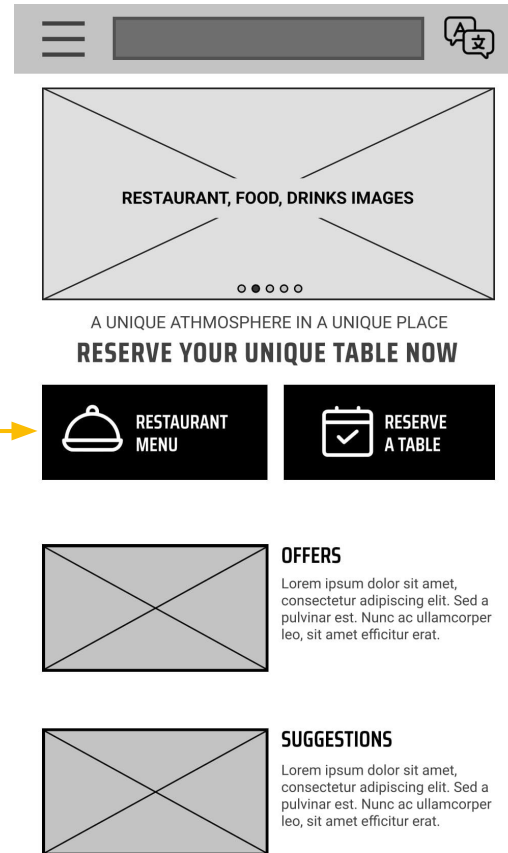
1. Users want to easily book a table
2. Users want to understand the purpose of QR code
3. Users want to understand the purpose of “click for directions” button
4. Users want to find how to change easily the app language
5. Users want to consult the restaurant menu in a easier way

Digital wireframes after 1st usability study

Worked on the home page and introduced a language button instead of the profile button so that choosing the language now should be easier.

Introduced a Restaurant Menu button under the hero image to easily consult the menu page.

A Restaurant menu button with a clear icon should make easier to consult the menu page for the customer



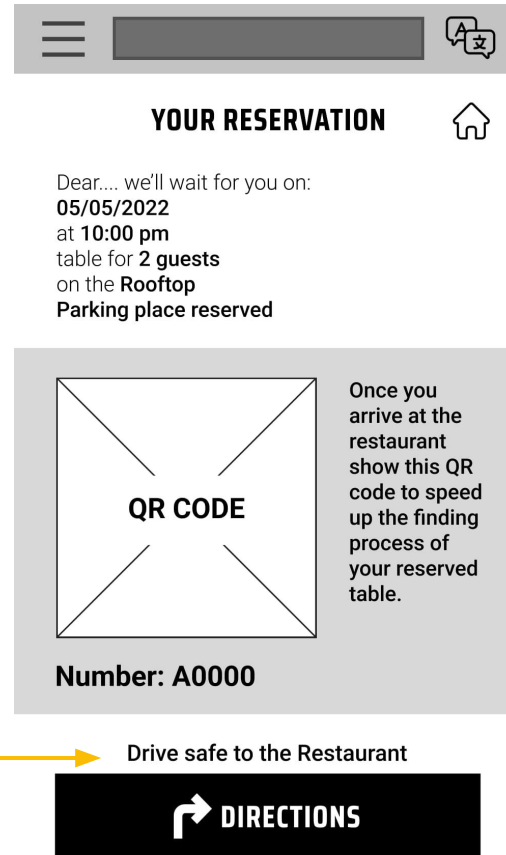
Not so sure about the icon but this will be clear in the next usability study. At least, now choosing the language should be easier.

Digital wireframes after 1st usability study

I've made some changes to the QR code page and introduced a short explanation of how to use the code.

Also introduced a brief explanation of what the purpose of the "Directions" button is.

Drive safe to the Restaurant should clarify the purpose of the Directions button



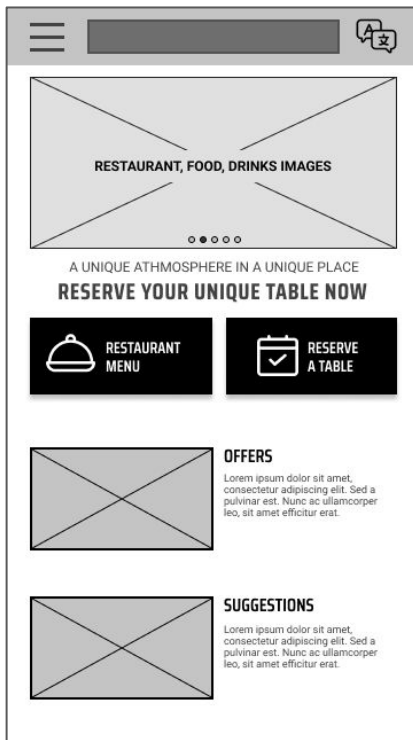
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

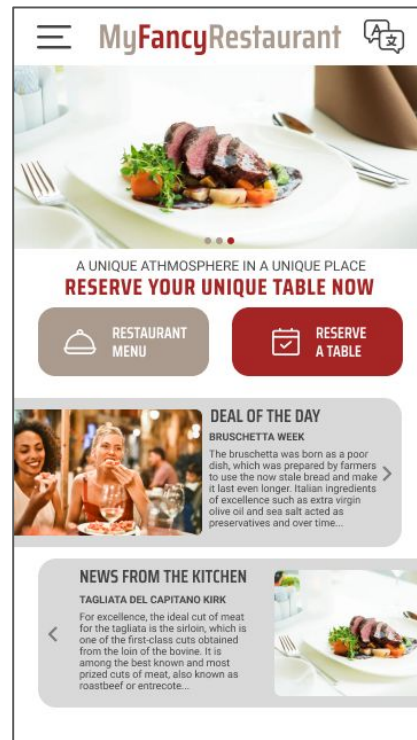
Mockups

After conducting the usability study, I made the high-fidelity mockup with some changes compared to the original one. Mainly I redesigned the cards of the two articles on the home page.

Before usability study



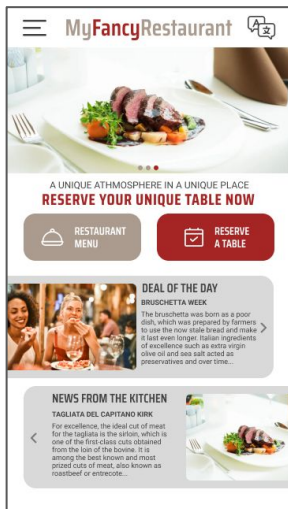
After usability study



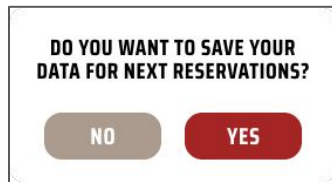
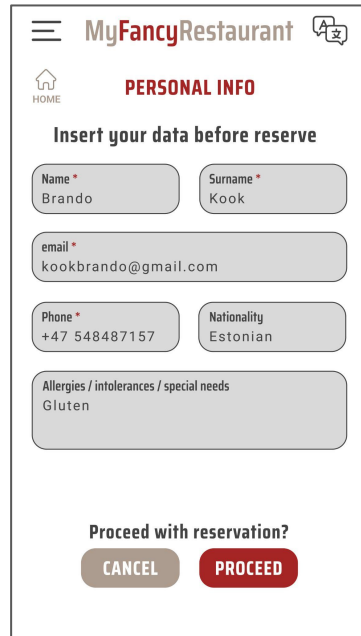
Mockups

After the usability study, some of the participants noted that there is no way to insert and save **personal info** before reserving a table, so I created a form right before the reservation and a pop-up to ask if the user wants to **save their own data** for the next time.

Before usability study



After usability study



Key Mockups

 **MyFancyRestaurant** 

 **PERSONAL INFO**

Insert your data before reserve

Brando

Kook

kookbrando@gmail.com

+47 548487157

Estonian

Gluten

Proceed with reservation?

 **MyFancyRestaurant** 

 **RESERVE A TABLE**


Choose a date when you want to reserve your table


Choose the time you want to reserve your table


How many people will be at your table?

☐ **OPTIONAL**


Make a choice and wait for a confirmation by email or notification

☐ **NEED FOR PARKING?**
Make a choice and wait for a confirmation by email or notification

 **MyFancyRestaurant** 

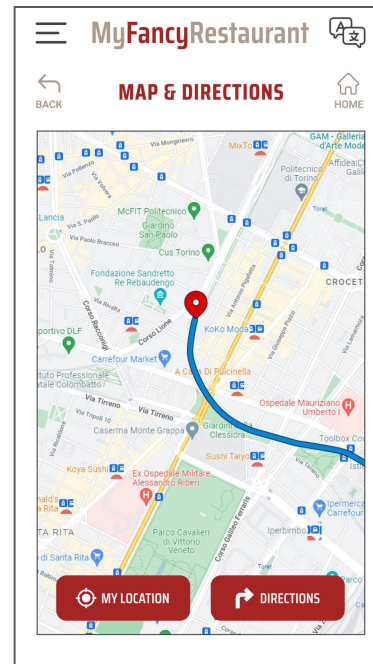
YOUR RESERVATION 

DONE!
Dear Mr. Brando we'll wait for you on:
05/05/2022 at 10:00 pm
Table for 2 guests on the Rooftop (wait for confirm)
Parking place reserved (wait for confirm)



Once you arrive at the restaurant show this QR code to speed up the finding process of your reserved table.

Number: A1100

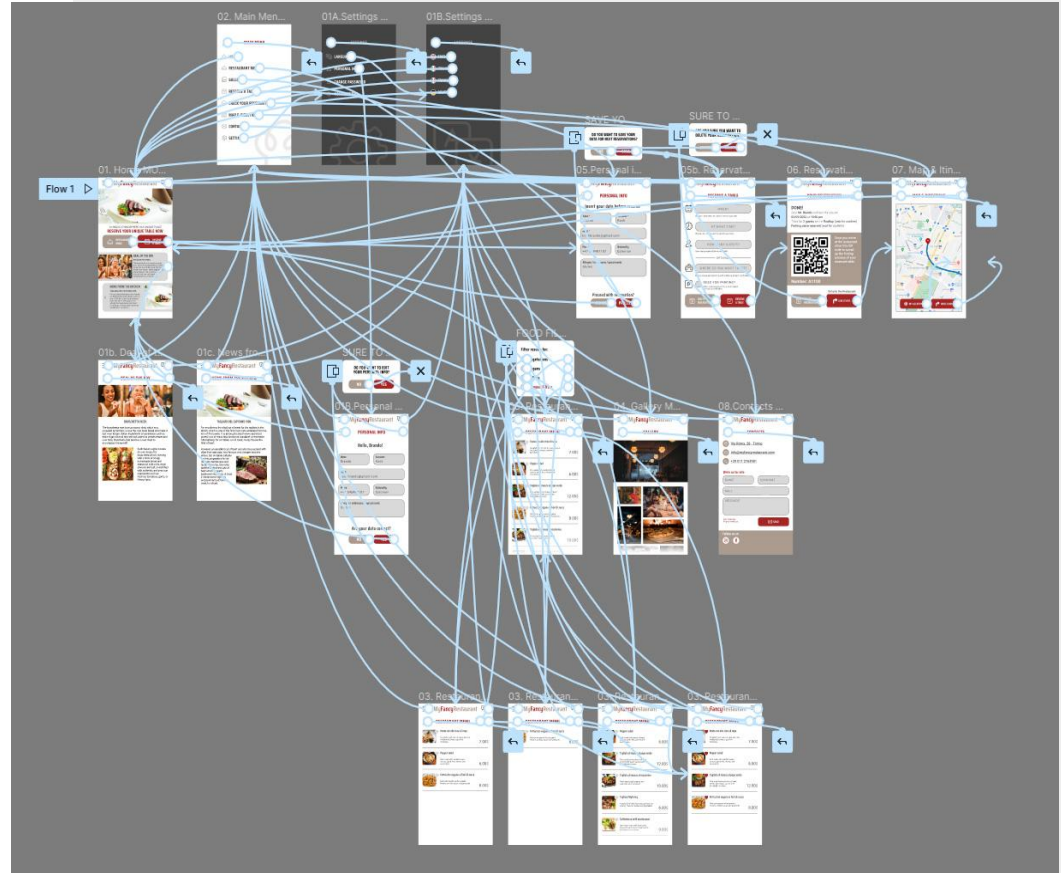


High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for **reserving a table** in a fancy restaurant.

It also met the user's needs to drive safely to the restaurant with a **directions map** and **save personal data** for the next reservation.

[Have a look at the navigable prototype on Figma](#)



Accessibility considerations

1

The app meets the needs of the user who does not know the local language through a menu for choosing the language.

2

The colors of the app have been designed so that even users with visual impairments can clearly read what is written and easily decipher images and icons.

3

The app has been built so that it can be easily interpreted by readers for blind users.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

"I love how this app can make easier the reservation of a restaurant in a stranger country. I don't need to call the restaurant directly but with just a few clicks I can check the menu, reserve a table in the position I like and even use an interactive map to reach the restaurant! All with my mother tongue. Amazing!"



What I learned:

Working on this project I learned how to be more inclusive with my design. Being empathetic with people who can't read or interact with a mobile device has taught me new ways to use my skills.

Next steps

1

Conduct post launch
usability study

2

Build new insights

3

Improve the UX design to
make the app even easier
and more satisfying to
use.

Let's connect!



Interested in working together? I'd love to hear from you.

Here are my contacts:

Telegram: [@marcouxdesigner](https://t.me/marcouxdesigner)

Linkedin: [linkedin.com/in/mdc73](https://www.linkedin.com/in/mdc73)

Portfolio: marcodicesare.com

Thank you!