

Unagi Restaurant App Design

Belén

Project overview



The product:

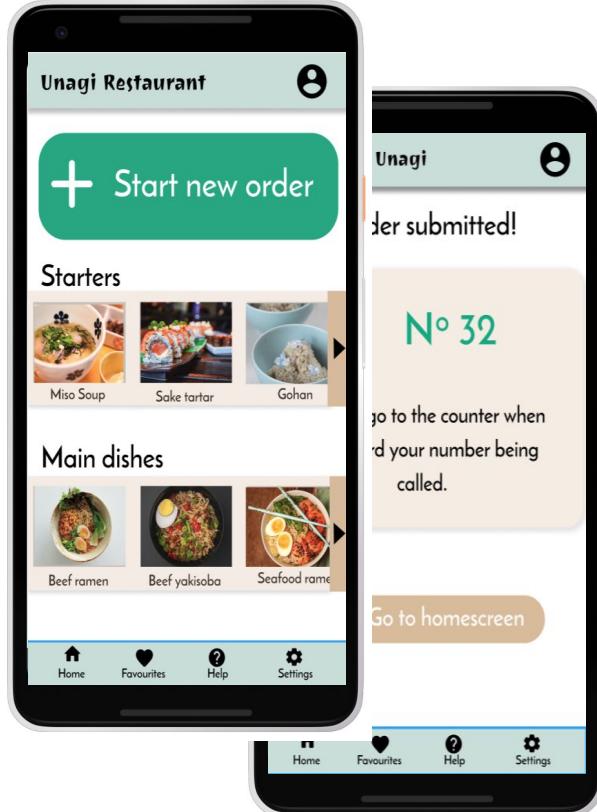
Unagi restaurant is a familiar restaurant in Tokyo which offers traditional Japanese food. They offer a wide spectrum of quality and competitive pricing meals. The target customers are workers with a busy schedule and retired people.

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Project duration:

May 2021 to November 2021



Project overview



The problem:

Workers with a busy schedule and retired people with physical limitations, with no option or time to prepare their meals.



The goal:

Design an app for Unagi restaurant to allow customers to choose their meal and order fast and easy.

Project overview



My role:

UX designer designing the app for Unagi restaurant from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

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 I'm designing for and their needs. Two primary user groups identified through research were working adults and retired people who don't have time or the physical ability to cook meals.

This users confirmed initial assumptions about the Unagi restaurant customers.

User research: pain points

1

Time

Working adults are too busy to spend time on meal preparation.

2

Accessible

Platforms for ordering food are not equipped with assistive technologies.

3

Reliable

Detailed and trustfull information about the dishes with pictures and allergenes to make an informed decision.

4

Easy to use

People with all the low technological knowledge need to able to use it.

Persona: Misaki

Problem statement:

Misaki is working all the
time and she is always
tired and busy



Name: Misaki

Age: 38

Education: MBA degree

Family: Married, 2 toddlers

Occupation: Employee on a
small publishing company

Hometown: Tokyo

"I can't go out for dinner often so I want it to be a really
enjoyable experience."

Goals:

- Spend as much time as possible with my kids.
- Enjoy some time for myself with my girlfriends.
- Get a full time position in the company once the kids start school.

Frustrations:

- "I find difficult to find places to go out with my kids, because the lack of appropriate food options for them."
- "When I go out with my friends I like to lose as less time as possible asking to the waitress about the food details".

Misaki is a mother of two toddlers and works part-time in a small publishing company while the kids are in the nursery. She enjoys going out to dinner with her family and girlfriends as often as she can. She is intolerant to lactose finding hard sometimes to find food in the restaurants.

User journey map

Mapping Misaki's user journey

Persona: Misaki

Goal: Order food for her and her family/friends fast and efficiently.

| Action | Get App | Check the menu options | Submit your orders | View confirmation | Get the food |
|---------------------------|--|--|---|---|---|
| Task List | Tasks A. Download app B. Set up account | Tasks A. Check the dishes on the menu B. Check their information and allergens. C. Add the orders to cart. | Tasks A. Select eat on site. B. Select the number of the table. | Tasks A. Get the receipt into the app. B. Confirm the order. C. Select a payment option. | Tasks A. Get the food B. Check everything is correct. |
| Feeling Adjective | Happy to be able to use the app instead of waiting for the waitress. | Stressed because she has to pick all the food for her family. Satisfied with the great amount of information and allergenes in each dish. | Uncertain about the number of the table. | Disappointed because there is no way to pay with cash | Worried about how long will take to get their food. |
| Improvement Opportunities | Offer fidelity rewards, one free starter every five meals ordered through the app. | Add a searching field with filtering options. Create a "kids" section to help the parent to find food for their children. | Select table by scanning a QR in the table. | Add a "pay on counter" option. | Adding a timer with the estimated preparation time. |

Persona: Misaki

Problem statement:

Takao is an elderly man
he has a physical disability
he has difficulty with his hands



Name: Takao
Age: 66
Education: Middle school graduated
Family: Widower, 2 sons
Occupation: Retired
Hometown: Takaoka, Toyama

"I want to be able to toher by himself without bothering the waitress."

Goals:

- Enjoy the good environment of eating outside.
- Enjoy my retirement as much as possible learning new things.
- Write an autobiography.

Frustrations:

- "When I have to make an order and the place is busy it is difficult to me to attract the attention of the waiter due my movement limitations."
- "I find difficult to understand those modern menu applications, and many times I have to ask for help".

Takao is a retired man that lives in Tokyo with his older son and his family. He spend a lot of time alone while they are at work and at school, so he likes to go out to have lunch almost everyday. He has arthritis so he can't move as easily as before. He is starting a creative writing course in the community center of his neighborhood.

User journey map

Mapping Takao's when
place order on his own

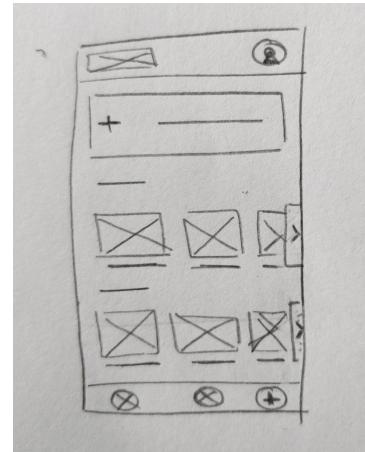
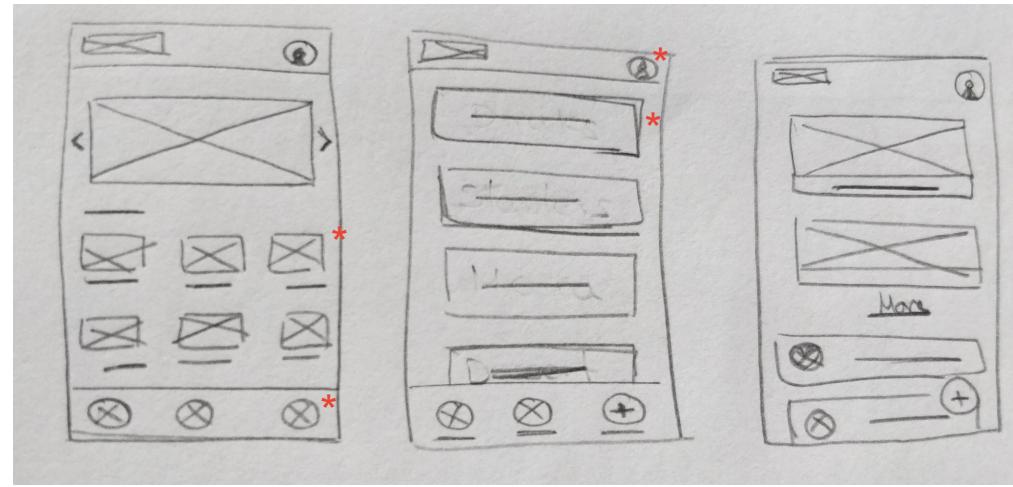
Persona: Takao

Goal: Order by myself without getting stressed.

| ACTION | Get App | Check the menu options | Submit your orders | View confirmation | Get the food |
|---------------------------|---|--|---|---|---|
| TASK LIST | Tasks A. Download app B. Set up account | Tasks A. Check the dishes on the menu B. Check their information and allergens. C. Add the orders to cart. | Tasks A. Select eat on site. B. Select the number of the table. | Tasks A. Get the receipt into the app. B. Confirm the order. C. Select a payment option. | Tasks A. Get the food B. Check everything is correct. |
| FEELING ADJECTIVE | Uncertain about how to do the set up properly. | Happy about being able to take his time to check the menu. Frustrated with the font size that makes it difficult for him to read. | Uncertain about the number of the table. | Pleased to be so easy to order and pay. | Happy with getting the order right and fast. |
| IMPROVEMENT OPPORTUNITIES | Make a guide "step by step" that helps the user while doing the set up. | Enable zoom into the app. Provide different font sizes during the set up. | Select table by scanning a QR in the table without exit the app. | Offer save payment options for the next time | Rating of the dishes to help other customers. |

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **easy and informative ordering process** to help users save time.



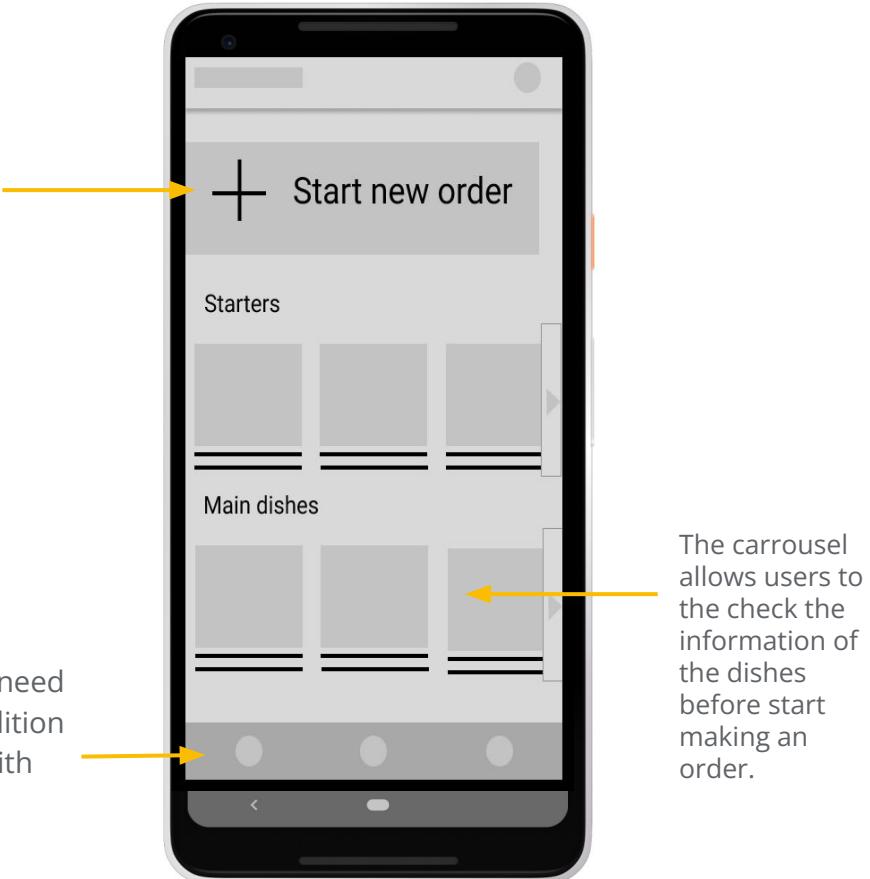
*Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

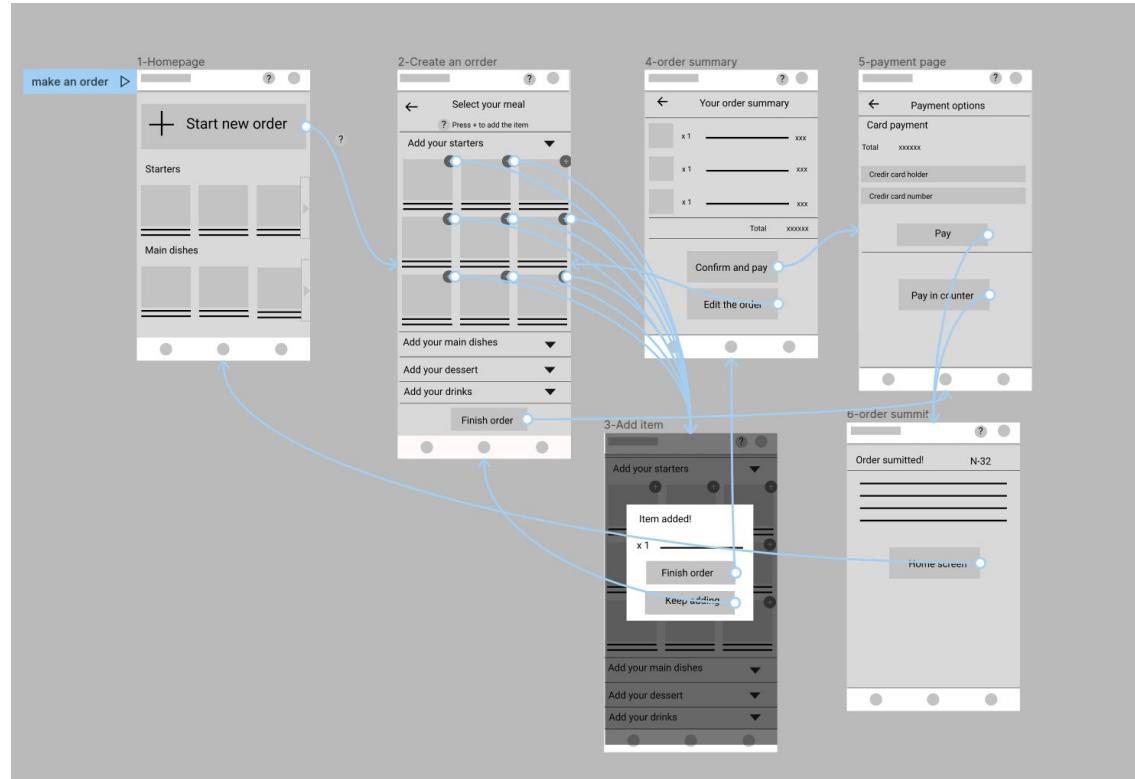
Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

This button at the top of the home screen makes it fast and easy for users to order.



Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering a pizza, so the prototype could be used in a usability study.



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users want detailed information about the dishes and elergenes.
- 2 Users want better cues for what steps are required to make an order.
- 3 Users want to order fast.

Round 2 findings

- 1 The 'submit order' button has to be displayed more clearly in all the steps.
- 2 Avoid take for granted commonly used design elements.

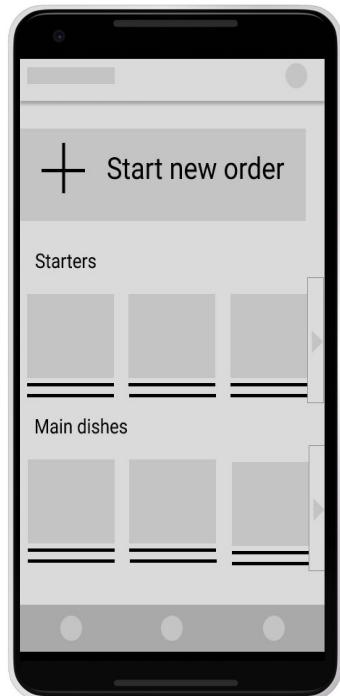
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

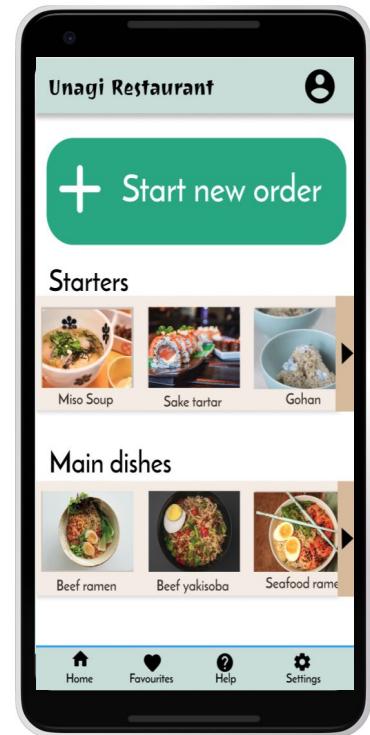
Mockups

After the usability studies, I added a clear color palette to help the users with app flow.

Before usability study



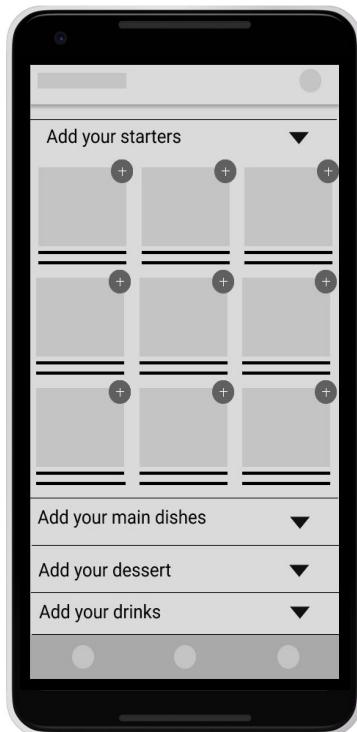
After usability study



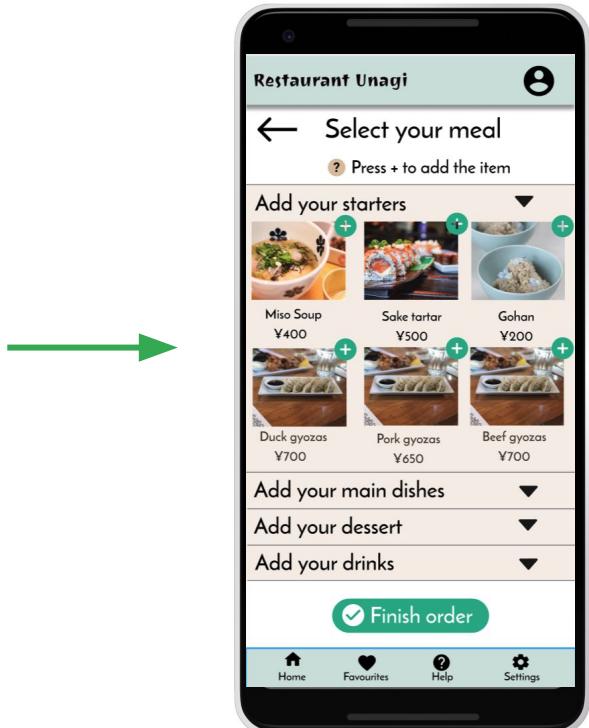
Mockups

The second usability study revealed frustration with the submit button, so i added the button at the end of the screen. And also more information about how to add items to the order.

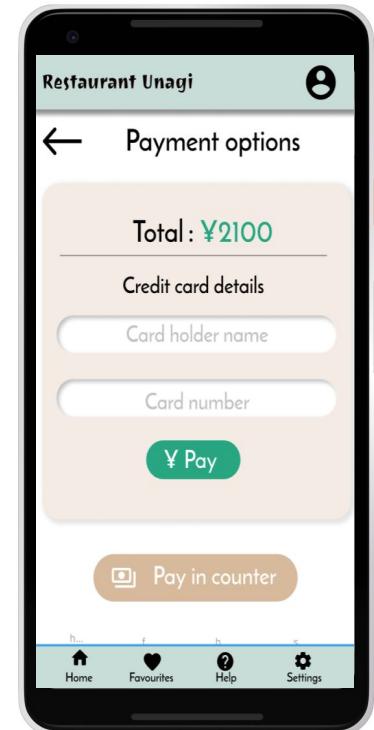
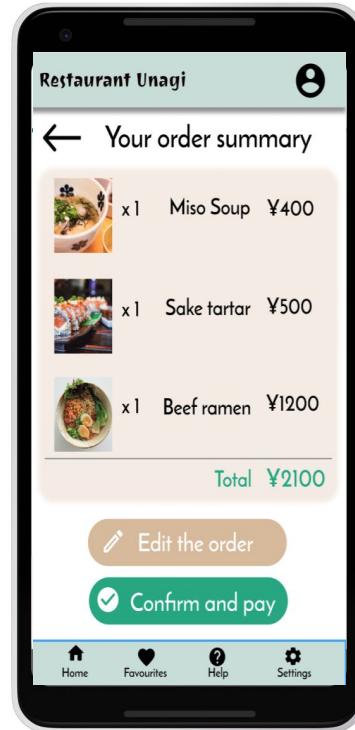
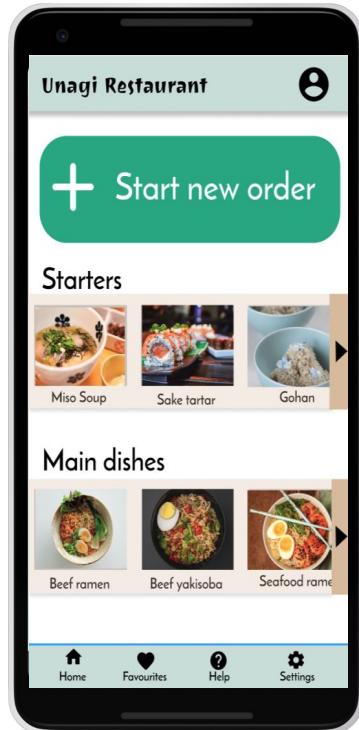
Before usability study



After usability study



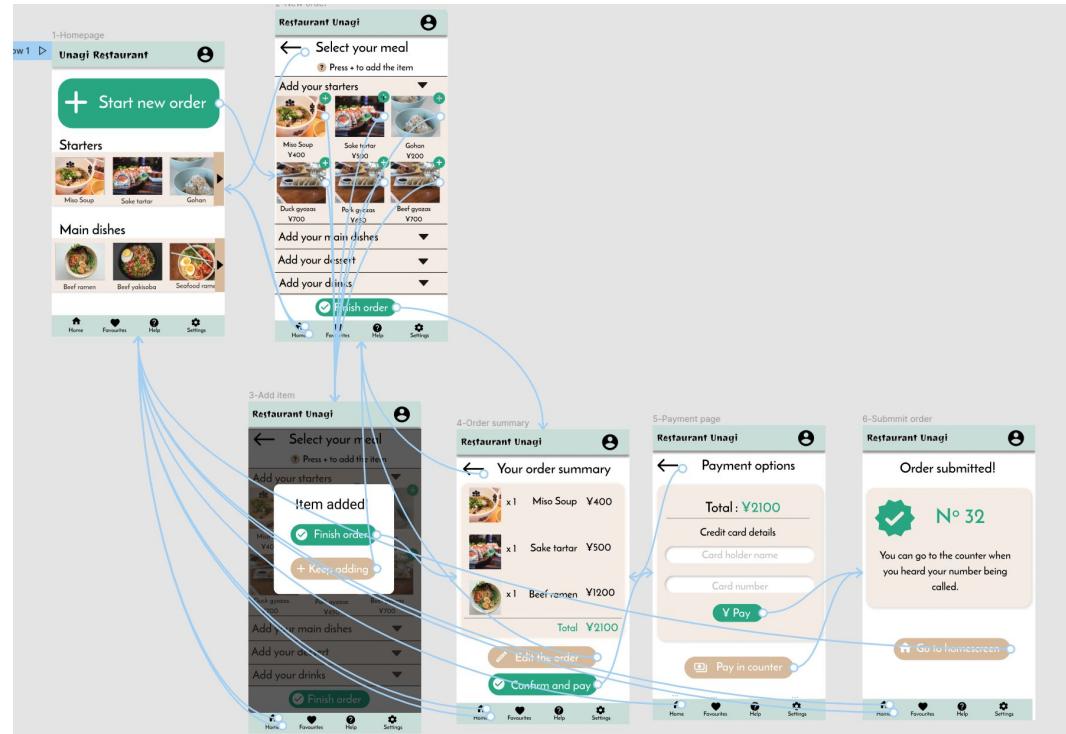
Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for select the dishes and order. It also met users needs for clear displayed 'submit' button and better cues

View the Unagi restaurant high-fidelity prototype



Accessibility considerations

1

The color palette offers a great contrast.

2

Used icons to help make navigation easier.

3

Provided access to users who are vision impaired through adding alt text to images for screen readers.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Unagi restaurant really thinks about how to meet their needs. It will help the customers but also the staff.

One quote from peer feedback:

"The app is really easy and intuitive to use, and there is a lot of information about the dishes. It is perfect for a small but busy restaurant.



What I learned:

While designing the Unigai restaurant app I have learned the importance of following all the steps of the design process to create the best possible product, because all the feedback and information is vital to do so.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work on the Unagi restaurant app! If you'd like to see more or get in touch, my contact information is provided below.

Email: belenacin21@gmail.com

Thank you!