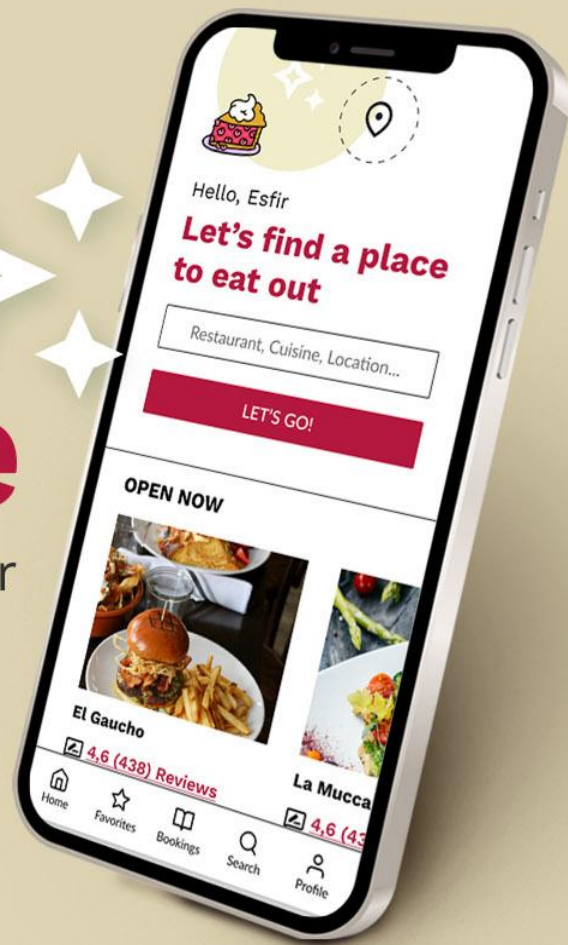




Leckerle

Choose the best. Together



Project overview



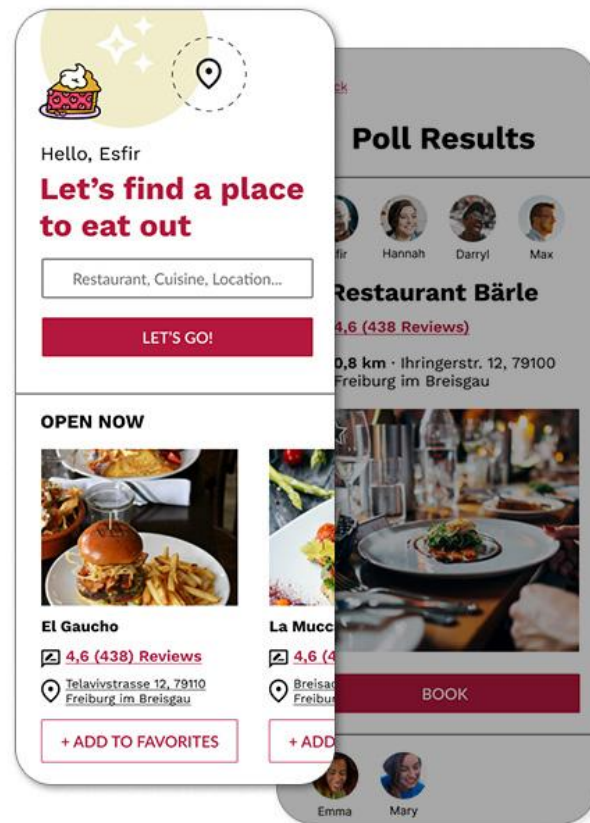
The product:

Leckerle is a restaurant booking app, designed for the Black Forest region in the South of Germany, which allows choosing and booking a restaurant collaboratively



Project duration:

April–July 2022



Project overview



The problem:

People are often uncomfortable making reservations over the phone for a numerous amount of reasons and they get frustrated when they call the restaurant only to learn that it's fully booked. Another point is choosing a place that fits all, which often a pain point



The goal:

Making restaurant booking quick and fun, and most important, helping users find a restaurant collaboratively with their friends, colleagues, etc...

Project overview



My role:

UX/UI Designer, from conception to delivery



Responsibilities:

Ideation, conducting interviews, paper and digital wireframing, lo- and high-fidelity prototyping, accounting for accessibility, art direction, and iterating on designs

Understanding the user

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

User research: summary



I conducted 10 user interviews asking people about their experiences with restaurant booking apps.

Exactly as I assumed, users don't usually bother installing these kind of apps because this is time consuming and frustrating. What I didn't expect was that users were ready to install such an app if they had bonuses, opportunity to see when the place is less busy and choosing a certain favourite table

User research: pain points

1

Product

You don't really need an app to book a table. But if users could get extras like bonuses, choosing a table, see how busy the place is, they would be happy to install such an app

2

Process

Restaurant booking apps are too overwhelming. Still they would make sense for a franchise or a very good popular restaurant

3

Information Overload

Users don't really need just another app. Still, if kept focused and to the point, a good app can save a lot of time and be helpful on a daily basis

Persona: Mary Sorkin

Problem statement:

Mary is a busy mom and full-time worker who needs to make reservation in a restaurant skipping talking on the phone because she is confused about speaking a foreign language and wants to select an exact table



Mary Sorkin

Age: 37

Education: B.A. Computer Science

Hometown: Freiburg, Germany

Family: Married, 1 kid

Occupation: Senior Data Analyst

"I love my work and family, but I am grateful for precious moments I have for myself"

Goals

- Grab every opportunity to relax and have some time for herself
- Be flexible to spontaneously meet with friends after work

Frustrations

- "Installing restaurant apps is too time consuming and confusing"
- "I would like to have some kind of bonus for app users"

Mary lives in a mid-sized German town in the Black Forest area with her husband and son. She works full time and goes to her family favourite restaurant once a week. She moved to Germany from Israel and speaks 3 languages. Still, it's sometimes frustrating making reservations on the phone, as it's not always very clear what the manager says or sometimes they make a wrong reservation. Mary would be happy to use an app which would allow selecting a favourite table, having bonuses and see when the place is less crowded.

Persona: John Schumacher

Problem statement:

John is a busy manager who needs a clear control over his reservations because he makes lots of them and they sometimes change spontaneously



John Schumacher

Age: 56

Education: MBA

Hometown: Amsterdam, Netherlands

Family: Married, 3 kids

Occupation: Sales Lead

"I work hard to provide for my family and I love being effective in everything I do"

Goals

- Be able to quickly book a table without asking his assistant to be more effective
- Be flexible
- Be sure to get the best table

Frustrations

- "I sometimes use google to quickly find the restaurant phone number, but it's frustrating when I am in a hurry"

John lives in a big city with his wife, 3 kids and a dog Snowflake. He is sales lead in a mid-sized textile company. John loves to travel to the Black Forest several times a year with his family, where they usually explore new restaurants. John would like to have an alternative to google, but for booking a table quickly and efficiently and to have an organized booking calendar for his vacation.

User journey map

Persona: Mary Sorkin

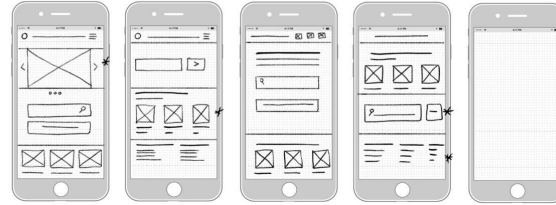
Goal: Book a table at a restaurant for her and 3 of her friends

ACTION	Determine the day and time to go to a restaurant	Call the restaurant to ask if there are free tables	Book a table	Share with friends that the booking is confirmed	Go to the restaurant
TASK LIST	Tasks A. Ask friends when they are free B. Pick date and time that suits all	Tasks A. Find restaurant number B. Trying to remember how to speak a foreign language C. Ask if there are free tables	Tasks A. Choose preferred table B. Confirm booking C. Leave name and phone number	Tasks A. Write to friends in a group chat the booking is confirmed B. Get a bit earlier from work to meet friends	Tasks A. Gather with friends B. Tell the hostess the reservation name and the amount of guests C. Follow the hostess to the booked table
FEELING ADJECTIVE	- Nervous - Relieved	- Nervous - Excluded - Satisfied	- Happy - Relieved	- Excited	- Happy
IMPROVEMENT OPPORTUNITIES	Possibility to gather preferred times in a group	Effective and simple way to choose preferred tables	- Add at least 2-3 languages - Make table icons large and easy clickable	Possibility to share booking confirmation with a group	Include Bonus program for frequent visitors

Paper wireframes

Restaurant booking App
Lo-fi

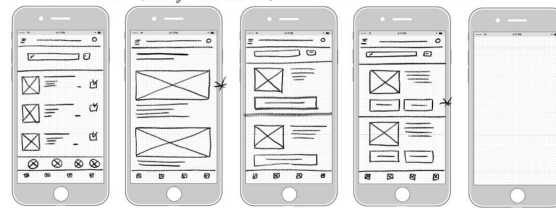
1. Home Page



Home page V.1



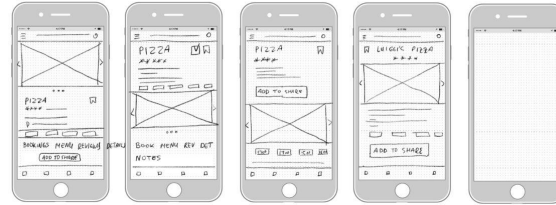
2. Search Results



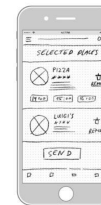
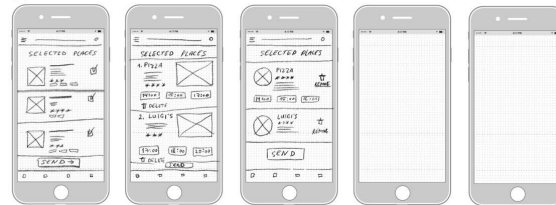
Search results v.1



3. Restaurant page



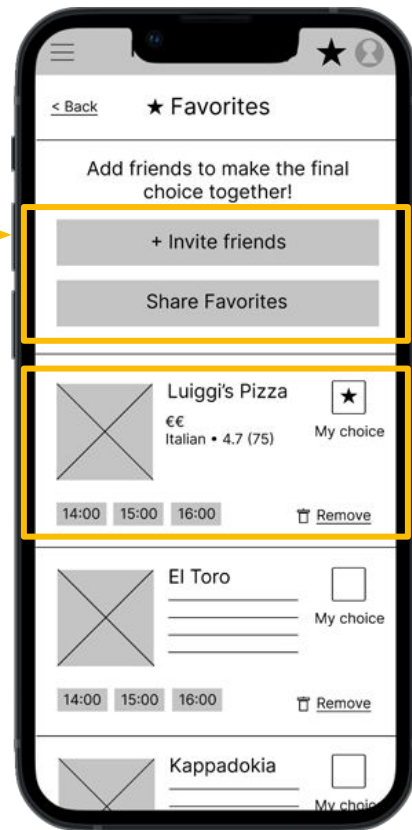
4. SELECTED RESTAURANTS



Digital wireframes

In the Favorites section, the event organizer can invite their friends to take part in a poll where they can choose one restaurant everyone will like

A quick possibility for the event organizer to invite friends (family, colleagues, etc) and make the final choice together

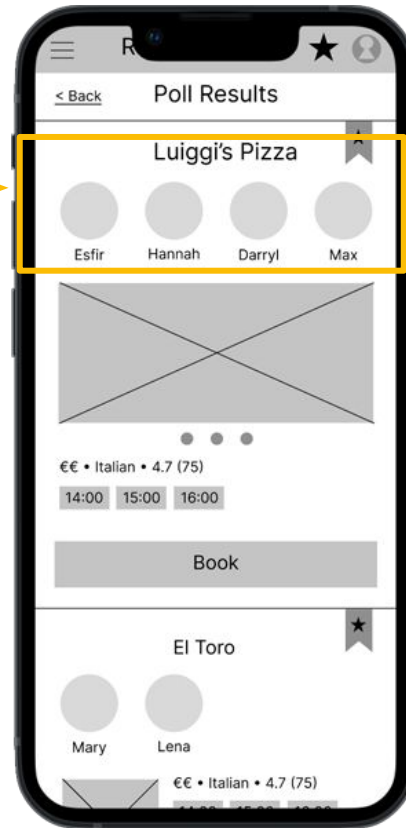


With "My choice" feature the event organizer can mark the place they like best, send out to their friends and see which restaurant wins

Digital wireframes

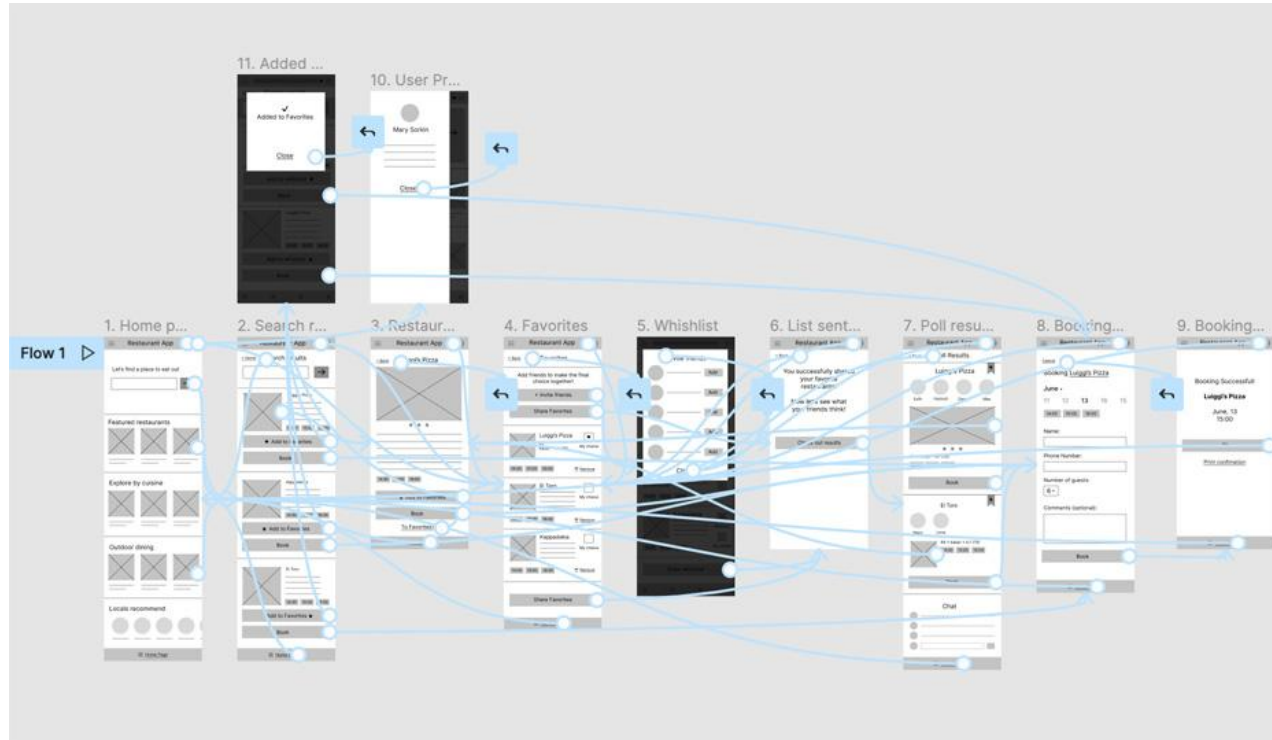
In the Poll Results, all participants can see who chose which place, and how many voted for which restaurant. The organizer can book the best place directly from here

All participants can see who voted for which place



Low-fidelity prototype

Lo-Fi Prototype: <https://bit.ly/3P6hxDP>



Main User flow:

- Look for restaurants
- Add some places to Favorites
- Go to Favorites
- Add Friends to share and choose with
- Vote on restaurants
- Book the chosen restaurant

Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Most users preferred browsing around rather than go directly to the search
- 2 "My choice" feature is not very obvious
- 3 The Poll Results screen is frustrating

Round 2 findings

- 1 Navigation was more accessible when positioned in the bottom
- 2 Design and copy seemed boring
- 3 "Add to Favorites" is difficult to find

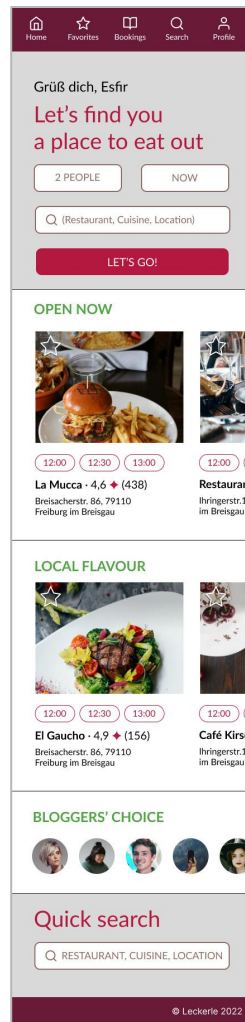
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

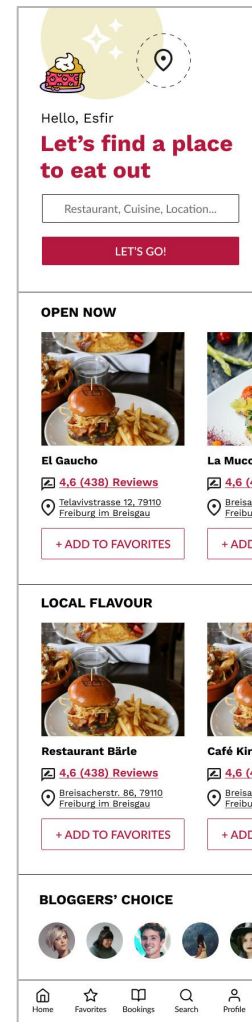
Mockups

Search function is more
focused, green color
completely removed from
the palette, add to favorites
made more visible, more air
to the design

Before usability study



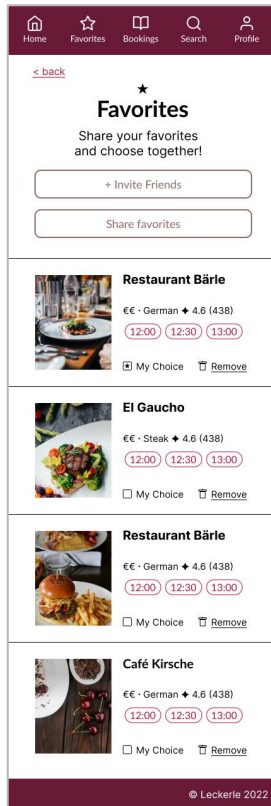
After usability study



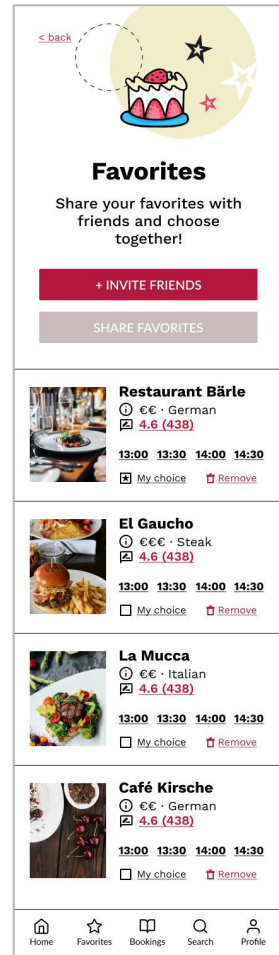
Mockups

In the “Favorites” section, the CTAs are made more obvious, illustration adds life to design

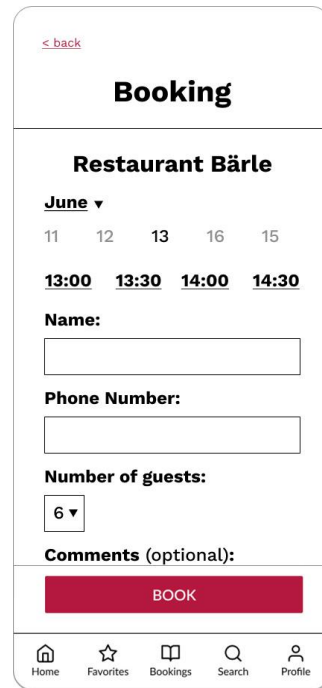
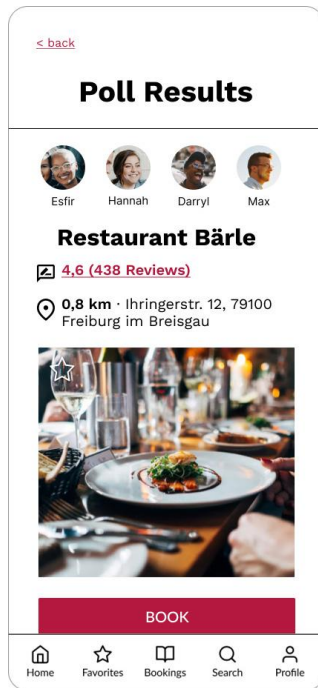
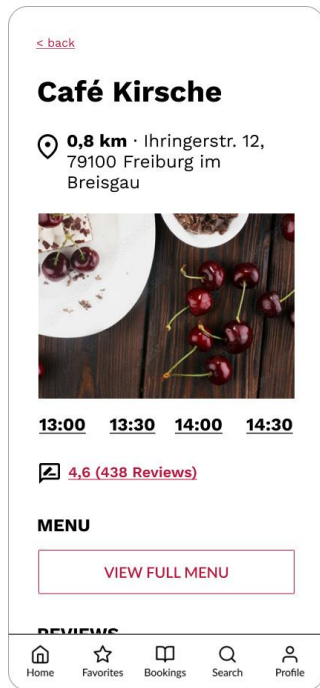
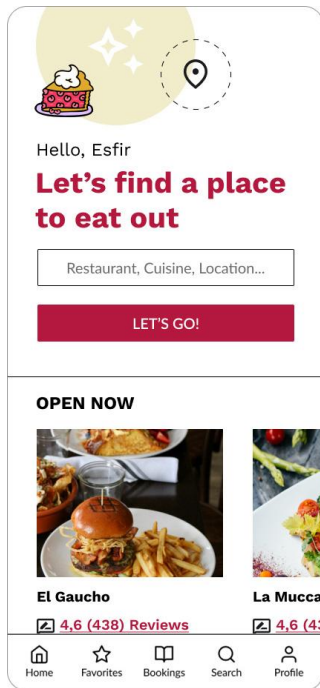
Before usability study



After usability study

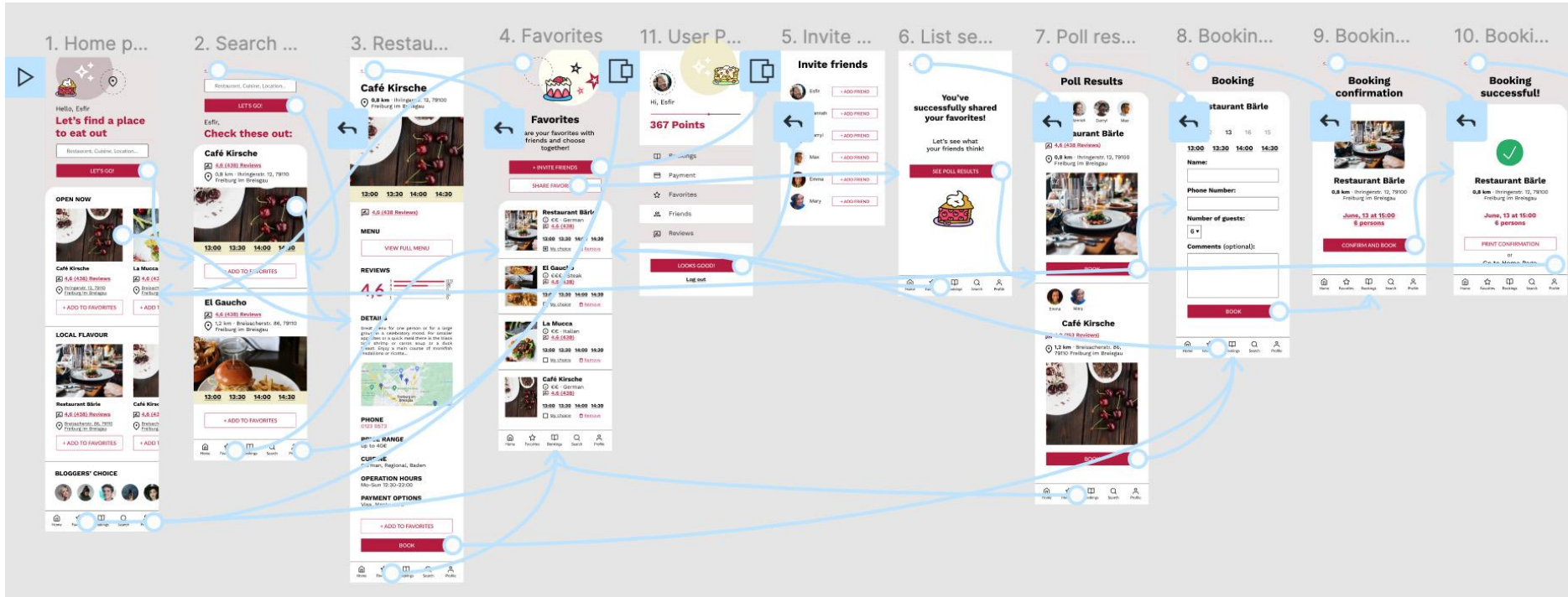


Mockups



High-fidelity prototype

Link to hi fi prototype: <https://bit.ly/3P1UI3U>



Accessibility considerations

1

Provided alt text to the images for screen readers

2

High contrast text and images are placed on white background

3

Simple language, detailed, but not overloaded details help understand the main user flow

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

"I loved the idea of choosing a restaurant together with my friends"

- **Mary Sorkin**, *frequent restaurant goer*



What I learned:

As this was my first app project, the main thing I learned, is first, people love answering questions during the research phase, which was kind of surprising. It's amazing how they feel engaged with your future project and have fun testing it later. This really inspired me to think of more other projects that my friends, but also everyone else can enjoy

Next steps

1

I didn't include lots of features which my users asked for, because I was concentrating on the main user flow, so I am planning to add some more options, like:

2

Choosing preferred seats, for regular customers. This feature was seen as important by majority of users

3

I am planning to add the restaurant occupancy indicator, as most users preferred to look for less busy places

Let's connect!



Thank you for taking time and reviewing my project :-) If you have any questions or would like to get in touch, feel free to contact me via Dribbble:

<https://dribbble.com/EsfirBrod>