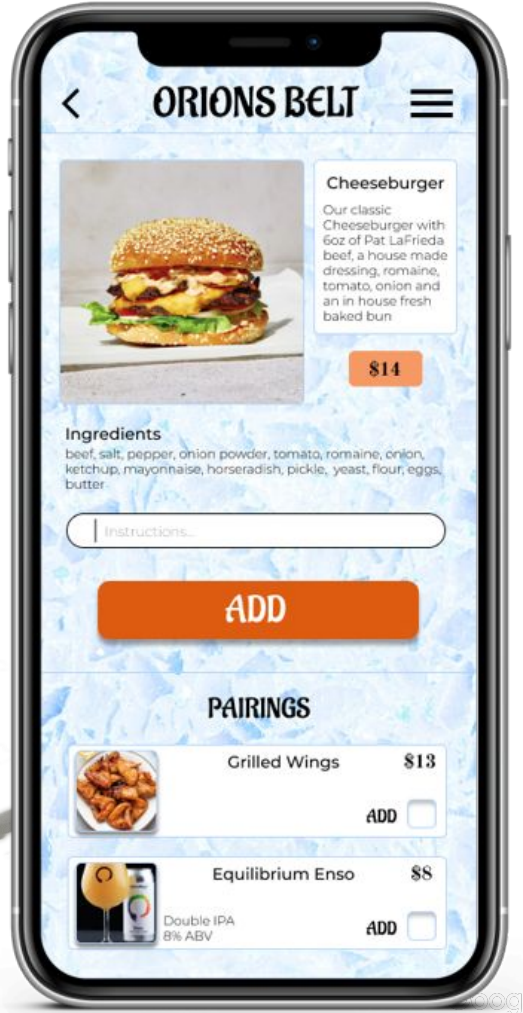
ORIONS BELT

Designing A Mobile Ordering App For A Modern Pub

Scott A Schauer



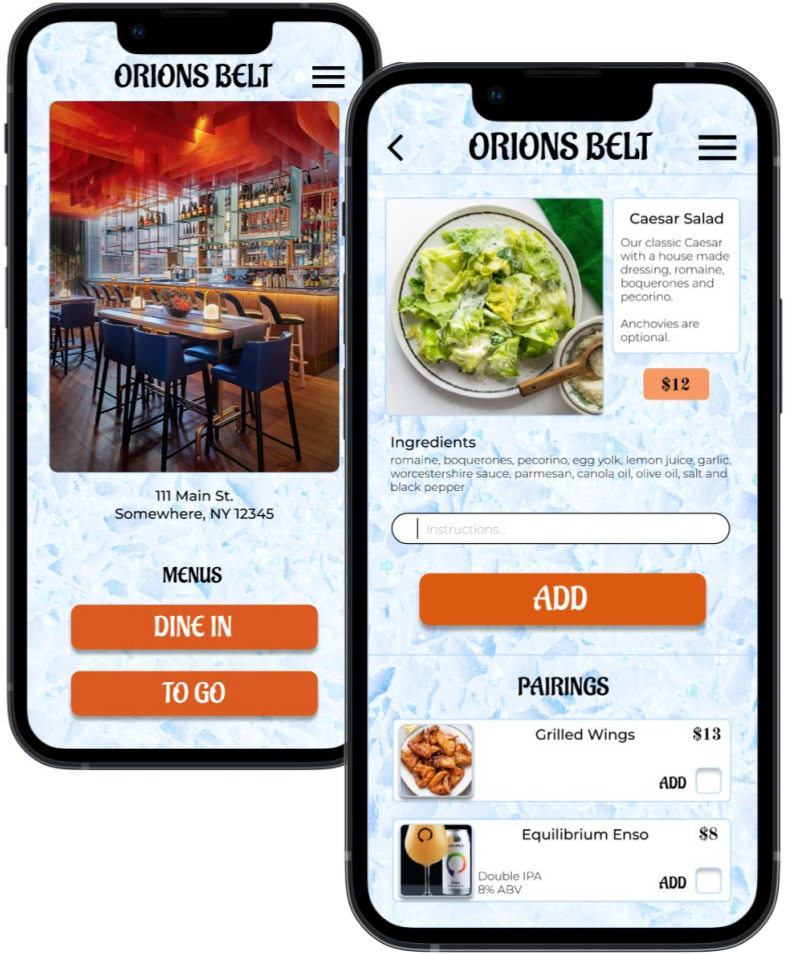
Project Overview

The product:

Orions Belt is a modern pub located in a major metropolitan area. Orions Belt wants to move away from traditional wait service and see if a mobile ordering app will help streamline the dining process, increase customer satisfaction and increase profits.

Project duration:

April 2022 to January 2023



Project Overview

The problem:

Customers want an easy, stress free ordering process and could have questions about menu items.
A mobile ordering app might be novel and difficult for customers to use, and might lack the information needed for some users to complete an order.

The goal:

Create an inhouse mobile ordering app that is easy to use, intuitive, and accommodates all types of users by providing the information necessary to complete an order.

.

Project Overview

My role:

UX designer for the Orions Pub app from concept to delivery.

Responsibilities:

Research, conducting interviews, synthesizing user data, ideation, 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 emailed an interview questionnaire to a gender and background diverse participant group between the ages of 21 to 65. I then summarized their responses and created empathy maps to understand the users and their needs.

Over all the participants felt that a mobile ordering app for dining in could save on wait time. In general users felt in order for an app to replace traditional waitstaff it would need to be easy to navigate, have images and descriptions, list key ingredients, have a section for special requests, offer recommendations and pairings and have an easy checkout.

User Research: Pain Points

1

Ingredients

Some customers have food allergies and dietary restrictions.

2

Navigation

Apps can be difficult to navigate. The mobile ordering app should be clear and intuitive.

3

Assistance

An app might not give a proper description or make recommendations like a traditional waiter would.

Primary Persona: Maggie Chen

Problem statement:

Maggie Chen is a professional that dines out often who needs to know what ingredients are used in the restaurants menu options because she has food allergies.

Maggie Chen

Age: 26
Education: BA in Comp Sci
Hometown: New York City
Family: Lives with her dog and roommate
Occupation: Programmer

"I'm so excited to try everything!"

Goals

- To elevate her skillset and make more money.
- To eat at the best restaurants in the city.
- To be more adventurous and try new things.

Frustrations

- "I have food allergies so I often have to ask the ingredients or tell the chef my allergies."
- "It irritates me when the waiter can't give me recommendations or drink pairings."

Maggie is still new in her career, and even though she is doing well she is ready to elevate her position and salary. She has a large group of friends around the same age as her. They love to go out in the evenings and on weekends to eat, drink and have a good time. Because of her food allergies Maggie is a bit self conscious when it comes to ordering in a restaurant. She is also enthusiastic to try different foods and appreciates when the staff can give recommendations and drink pairings.

Secondary Persona: Bradley Finnucane

Problem statement:

Bradley Finnucane is a professional close to retirement who needs dining to be a fun and easy experience because he plans on going out to dinner more with family and friends.

Bradley Finnucane

Age: 60
Education: BA in Finance
Hometown: Boston,MA
Family: Lives with Partner
Occupation: Wealth Management

"I'm ready to finally own my time and to make the most of it."

Goals

- To retire in the next couple of years.
- To spend more free time out with his partner.
- To order meals without hassle.

Frustrations

- "My eyesight isn't great and I have a hard time reading menus."
- "Technology is wonderful but sometimes it's overly difficult to navigate."

Bradley has a demanding position at a wealth management firm, and often goes out to dinner after work with clients and coworkers. When not working he also loves to go out with his Partner and their friends, which usually includes drinks and food. Often Bradley has a hard time reading menus as his eyesight isn't great. He finds lengthy and over explained menus confusing. He also gets frustrated when apps are difficult to navigate. He likes the idea of ordering off of a menu app as long as it is easy.

User Journey Map

Mapping Maggie Chen's user journey reveals that a mobile ordering app that has item images, descriptions and ingredients listed could enhance her dining experience while also decreasing wait time.

Persona: Maggie Chen

Goal: To find a good restaurant that offers suggestions, pairings and accommodates food allergies.

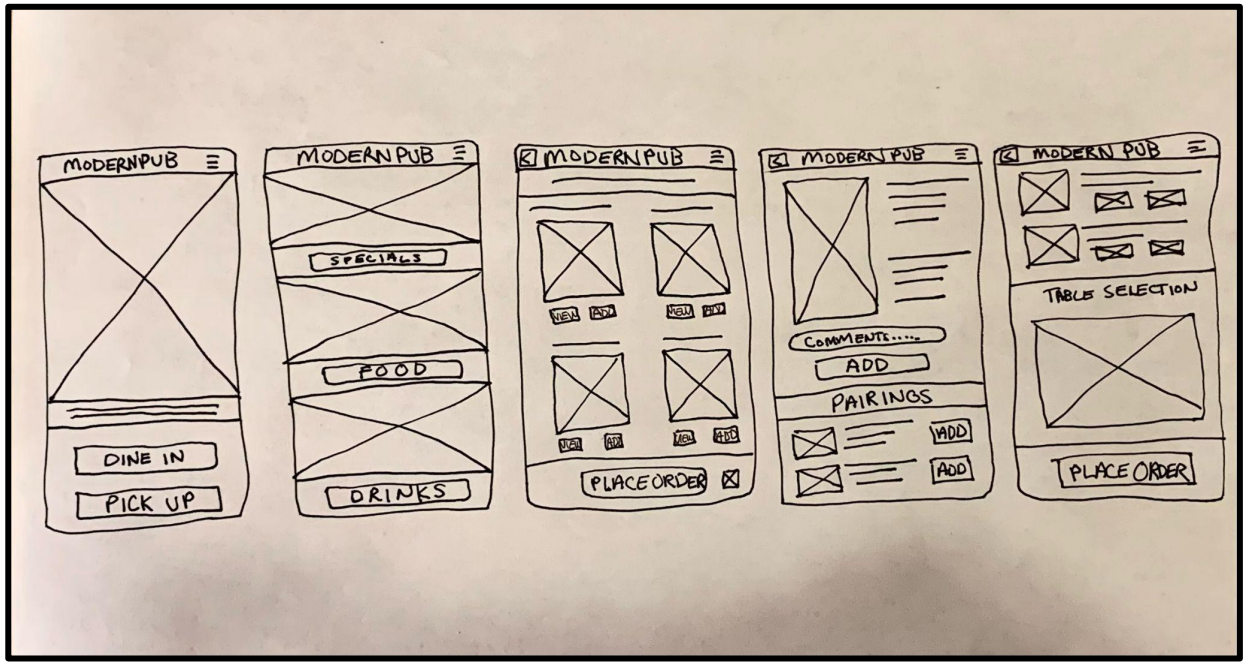
ACTION	Restaurant selection	Arrival	Menu review	Order	Dine
TASK LIST	**A.** Find what is available **B.** Browse food options **C.** Select a restaurant	**A.** Travel to restaurant **B.** Meet friends inside and wait to be seated **C.** Sit at table	**A.** Browse Menu **B.** Select a few options that could work **C.** Think of questions to ask the waiter to select the right meal and drink	**A.** Reveal to waiter food allergies **B.** Ask for suggestions and a Drink pairing **C.** Make final choice to order	**A.** Order arrives at table **B.** Make sure order is correct and satisfying **C.** Eat, Drink and reflect on choices **D.** Additional orders, pay and leave
FEELING ADJECTIVE	Excited to dine out Overwhelmed trying to pick the right restaurant	Happy to arrive and meet friends. Annoyed waiting to be seated	Satisfied with the variety of menu selections Frustrated with lack of description and pairing options	Embarrassed to ask the waiter so many questions Indecisiveness Grateful that the waiter was knowledgeable and helpful	Anxious Excited as order arrives Satisfied with choices
IMPROVEMENT OPPORTUNITIES	Having a good filter option, especially for people with dietary requirements or special needs	Provide a comfortable waiting area that also accommodates people with disabilities	Add more description to menu items Add Images Provide some drink suggestions to match a menu food item	Having a knowledgeable and friendly wait staff provided a positive experience	Give a time approximation when order will arrive

Starting the design

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

Paper Wireframes

Iterating sketches lead me to image forward app screens that were balanced with a generous amount of verbiage space for item info. Call to action buttons were designed to be large for emphasis and balance.



Digital Wireframes

In the next phase of designing wireframes I made sure to directly address user problems and concerns that I gathered earlier from user research.

Item image and description will give users the information they need to make menu selections.

Key ingredients listed for users with food allergies or dietary restrictions.

Pairing suggestions for users who would normally like recommendations from wait staff.

Digital Wireframes

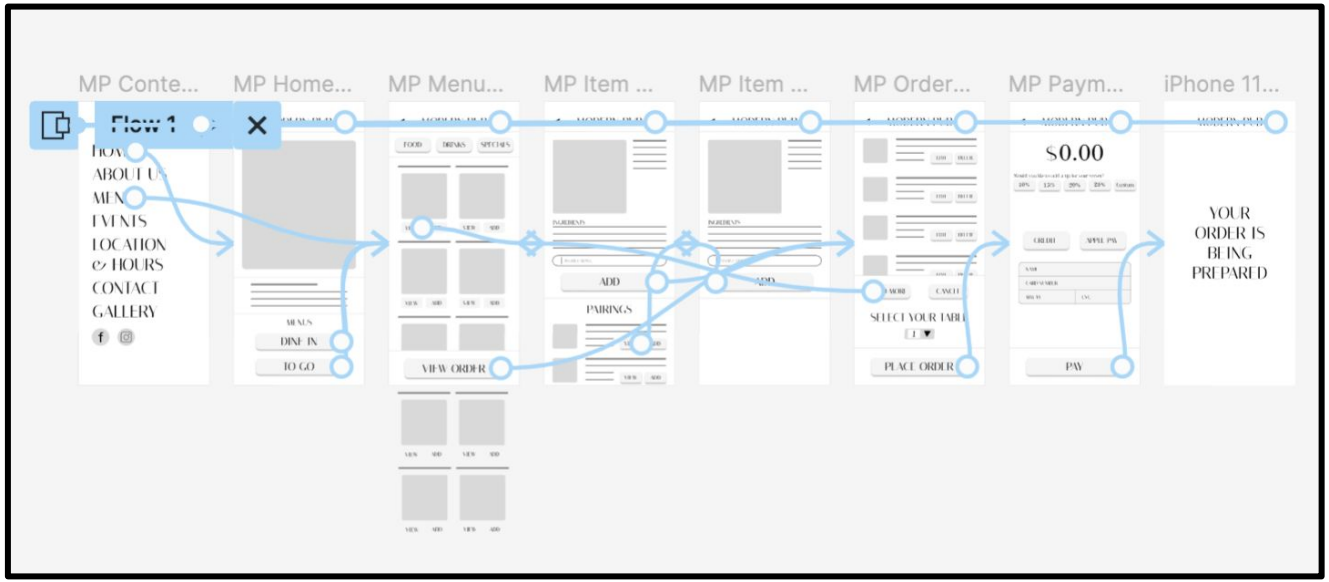
Clear and intuitive design allowing for easy navigation was a key user need.

An image based menu makes it quick and easy for a user to browse the menu.

Large buttons make it easy for users to recognize calls to action and navigate through the app.

Low-Fidelity Prototype

The low-fidelity prototype connected the user flow of navigating from the home screen to the menu, selecting and item, adding a paring with the item, viewing the order and proceeding to checkout.



View Orions Belt
[Low-fidelity prototype]

Usability Study: Findings

I conducted two rounds of moderated usability studies, each study with five diverse participants. The first study used a low-fidelity prototype that helped guide me from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mock-ups needed refining.

Round 1 findings

1. Users need to be able to add an item and a pairing suggestion together easily.
2. The menu link on the home page needs to be more clear to users.
3. Users need to be able to select the quantity of the item they want to add to their order.

Round 2 findings

1. Adding a pairing is still confusing to some users.
2. Users need the quantity selection and table selection to be more refined.
3. The menu page needs to be more streamline and have less buttons.

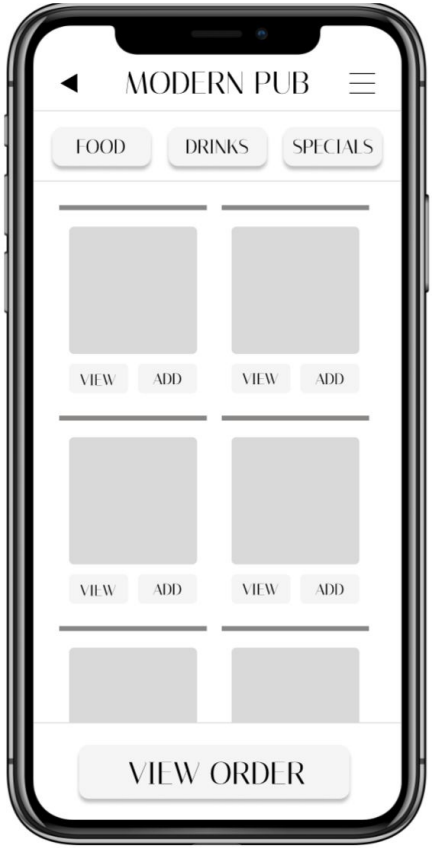
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

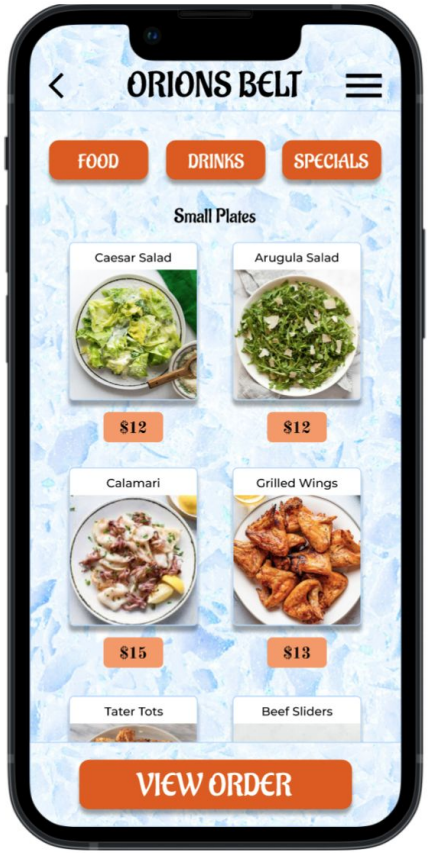
Mockups

Based on feedback from the second usability study I simplified the menu with actionable image buttons that lead the user to the selected items page, and replaced the original buttons with a price point place holder. The call to action buttons are highly contrasted for emphasis and accessibility.

Before usability studies



After usability studies

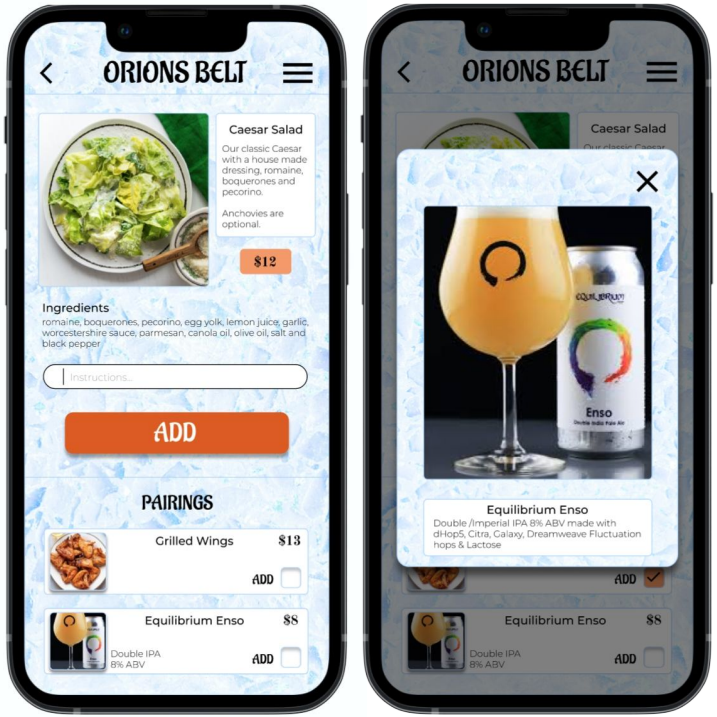


Mockups

To make viewing and adding a pairing for users simpler I designed an actionable image button that opens a pop up description of the pairing suggestion with a clear X icon to close, and a check box if the user would like to add the pairing to their order.

Before usability studies

After usability studies

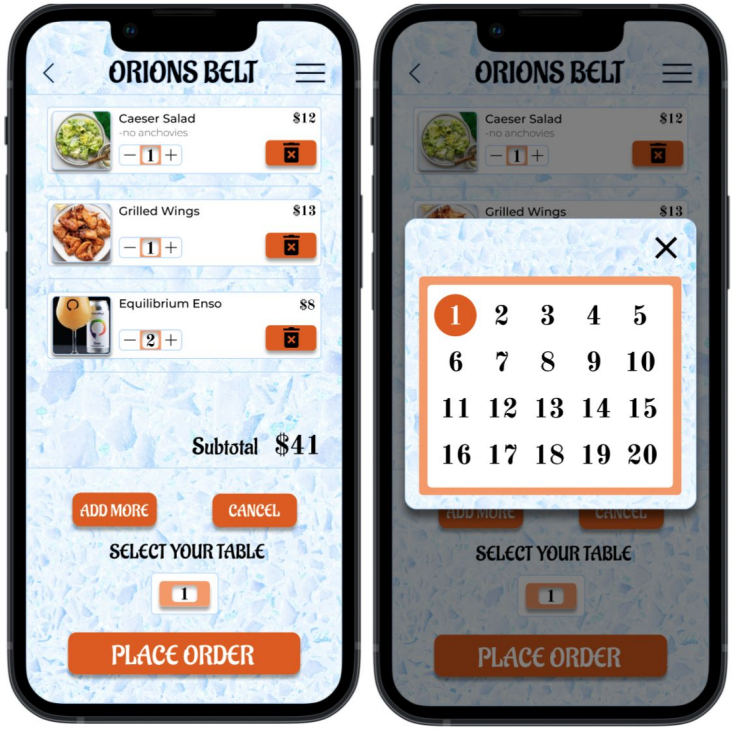


Mockups

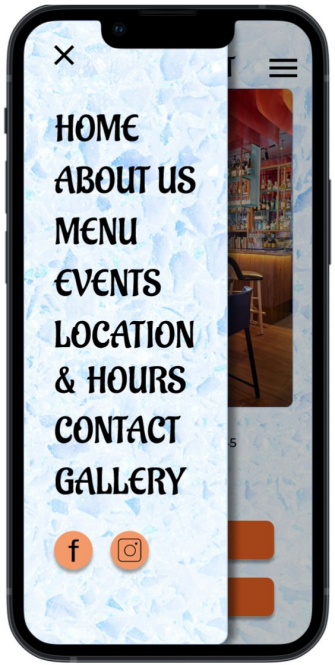
Based on user feedback I added a quantity selection for each item and then made the quantity and delete buttons more accessible by adding recognizable icons. I refined the table selection by adding an interactive pop up.

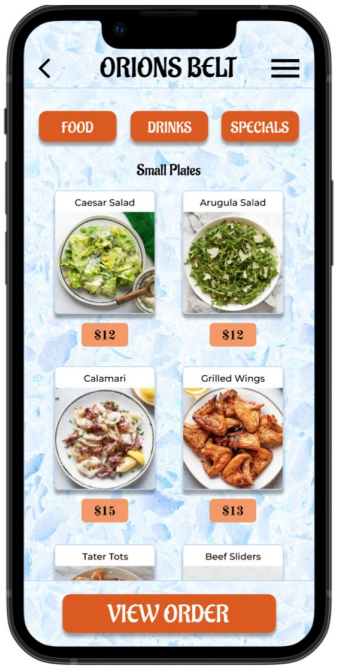
Before usability studies

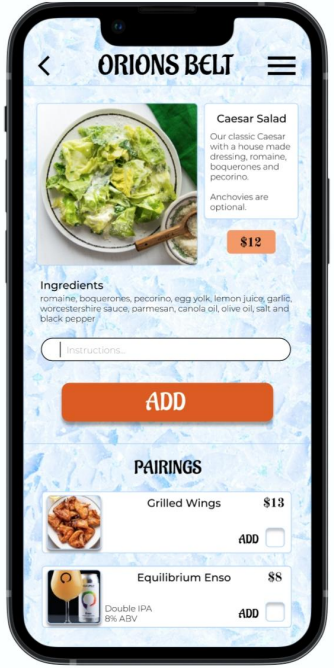
After usability studies

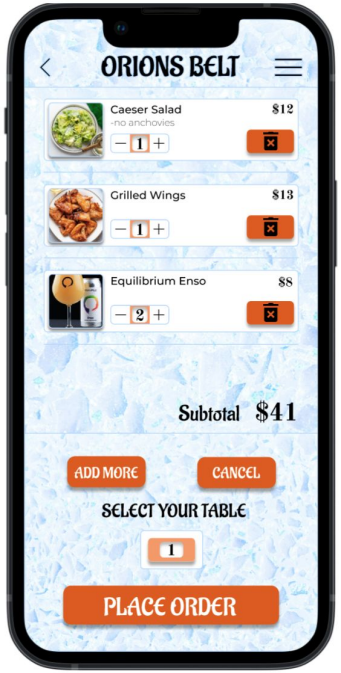


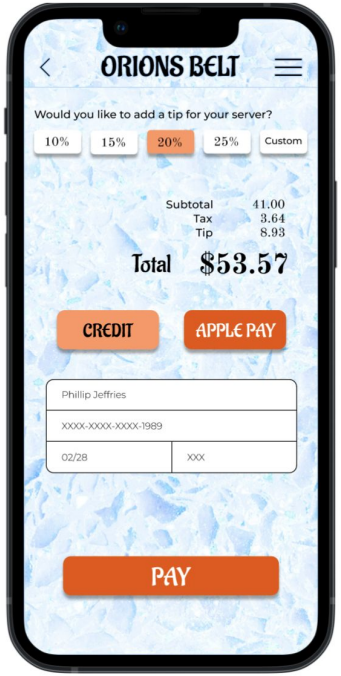
Key Mockups


HOME
ABOUT US
MENU
EVENTS
LOCATION
& HOURS
CONTACT
GALLERY


ORIONS BELT
FOOD
DRINKS
SPECIALS
Small Plates
Caesar Salad
$12
Arugula Salad
$12
Calamari
$15
Grilled Wings
$13
Tater Tots
Beef Sliders
VIEW ORDER


ORIONS BELT
Caesar Salad
Our classic Caesar with a house made dressing, romaine, boquerones and pecorino.
Anchovies are optional.
$12
Ingredients
romaine, boquerones, pecorino, egg yolk, lemon juice, garlic, worcestershire sauce, parmesan, canola oil, olive oil, salt and black pepper
Instructions...
ADD
PAIRINGS
Grilled Wings
$13
ADD
Equilibrium Enso
$8
Double IPA
8% ABV
ADD

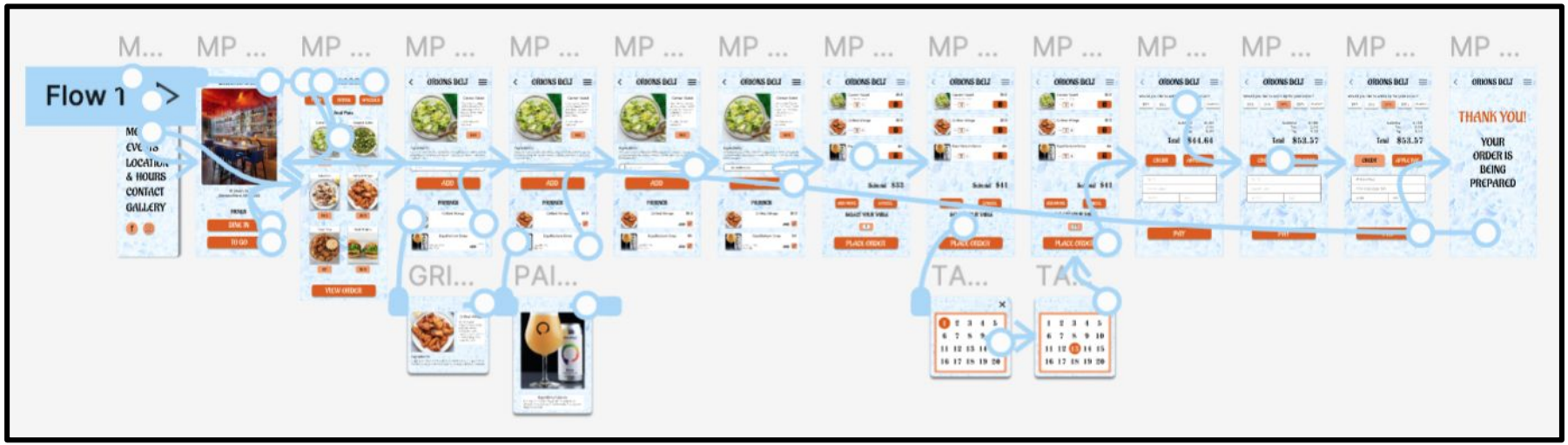

ORIONS BELT
Caeser Salad
-no anchovies
$12
1
Grilled Wings
$13
1
Equilibrium Enso
$8
2
Subtotal $41
ADD MORE
CANCEL
SELECT YOUR TABLE
1
PLACE ORDER


ORIONS BELT
Would you like to add a tip for your server?
10%
15%
20%
25%
Custom
Subtotal 41.00
Tax 3.64
Tip 8.93
Total $53.57
CREDIT
APPLE PAY
Phillip Jeffries
XXXX-XXXX-XXXX-1989
02/28
XXX
PAY

High-Fidelity Prototype

The final high-fidelity prototype presents the user with an ordering experience. The user flow order starts with the home screen>menu>caesar salad>view & add wing pairing>view & add beer pairing>add comments>add to order>quantity of beer>select table>place order>add tip>credit>pay>confirmation screen.

View Orions Belt [High-fidelity prototype]



Accessibility considerations

1

Used large buttons with a high contrast to stand out from the background and to emphasize calls to action.

2

Used recognizable icons through out the app for instruction and navigation.

3

Menu images assist for non english users.
Written descriptions and buttons with text allow for screen reader availability for users who are visually impaired.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Orions Belt mobile ordering app was well received in both usability studies. Users in general loved the look of it and felt it was very easy to navigate. In response to our primary personas problem statement all users felt it would be easy to make ordering decisions if they had a food allergy or dietary restriction.

What I learned:

While solely working on all aspects of UX design for the creation of this app I learned to truly appreciate the value of building something based on the needs and feedback of the people that will be using it. Using the UX design cycle will in the end (if there ever is an end) will result in an evolved and superior product.

Next Steps

1

Conduct another usability study to validate if all of the user pain points have been addressed.

2

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

3

Conduct more competitive research to see who might be successfully addressing user needs in an alternative way, and if there are opportunities for improvement.

Let's Connect!

Thank you for taking the time to review my work on the Orions Belt mobile ordering app. If you would like to see more work, discuss opportunities or simply get in touch my contact information is provided below.

Email: scottanthonyschauer@gmail.com