

Modern Pub Menu Design

Caleb Reetz

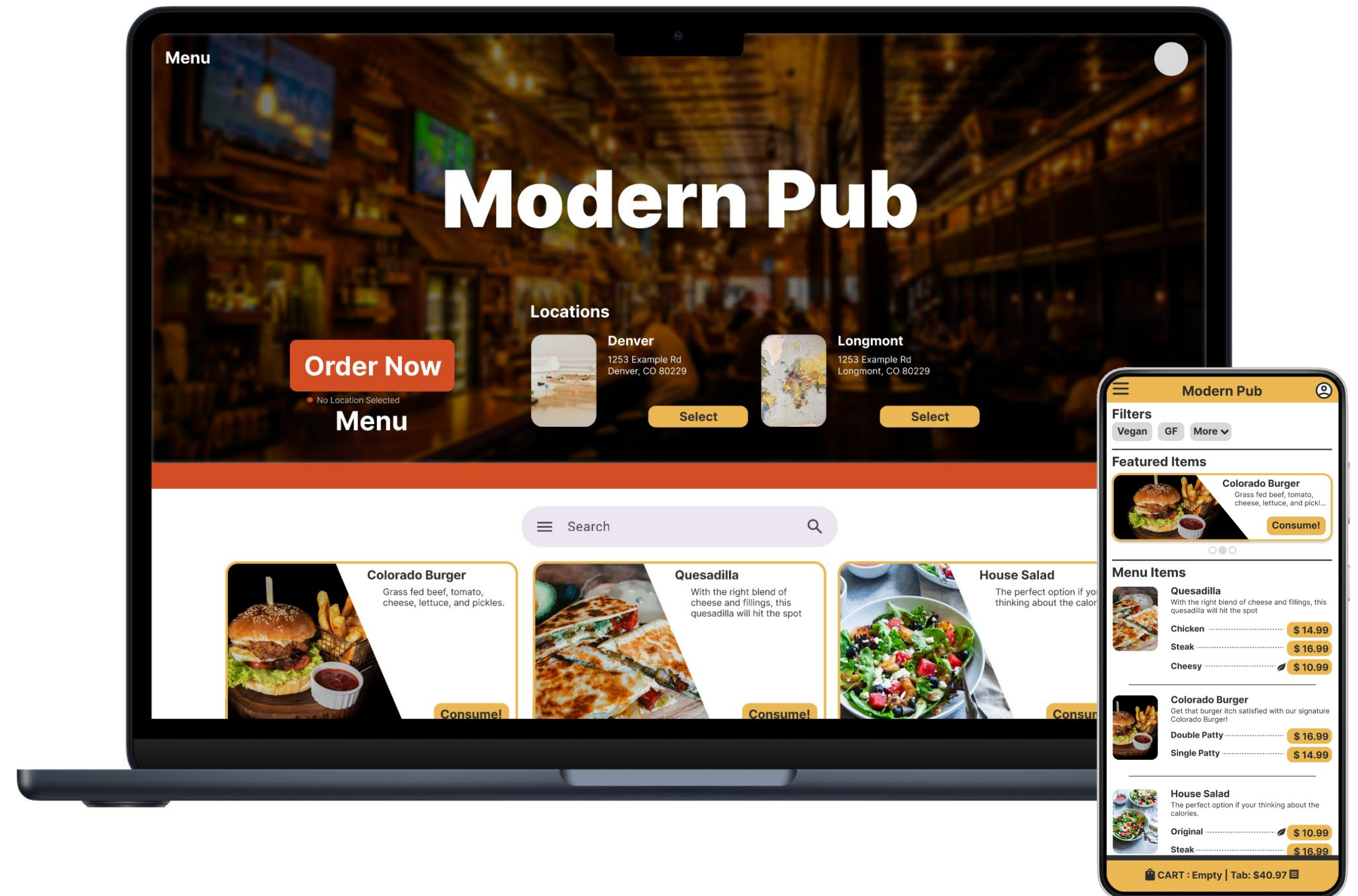
Project Overview

The Product:

A Food ordering app/website that is designed to help users with dietary restrictions find recommended food based on their diet and preferences. The typical user is between 21-65 years old, and most users are either career professionals or young adults.

Project Duration:

June 2023 - September 2023



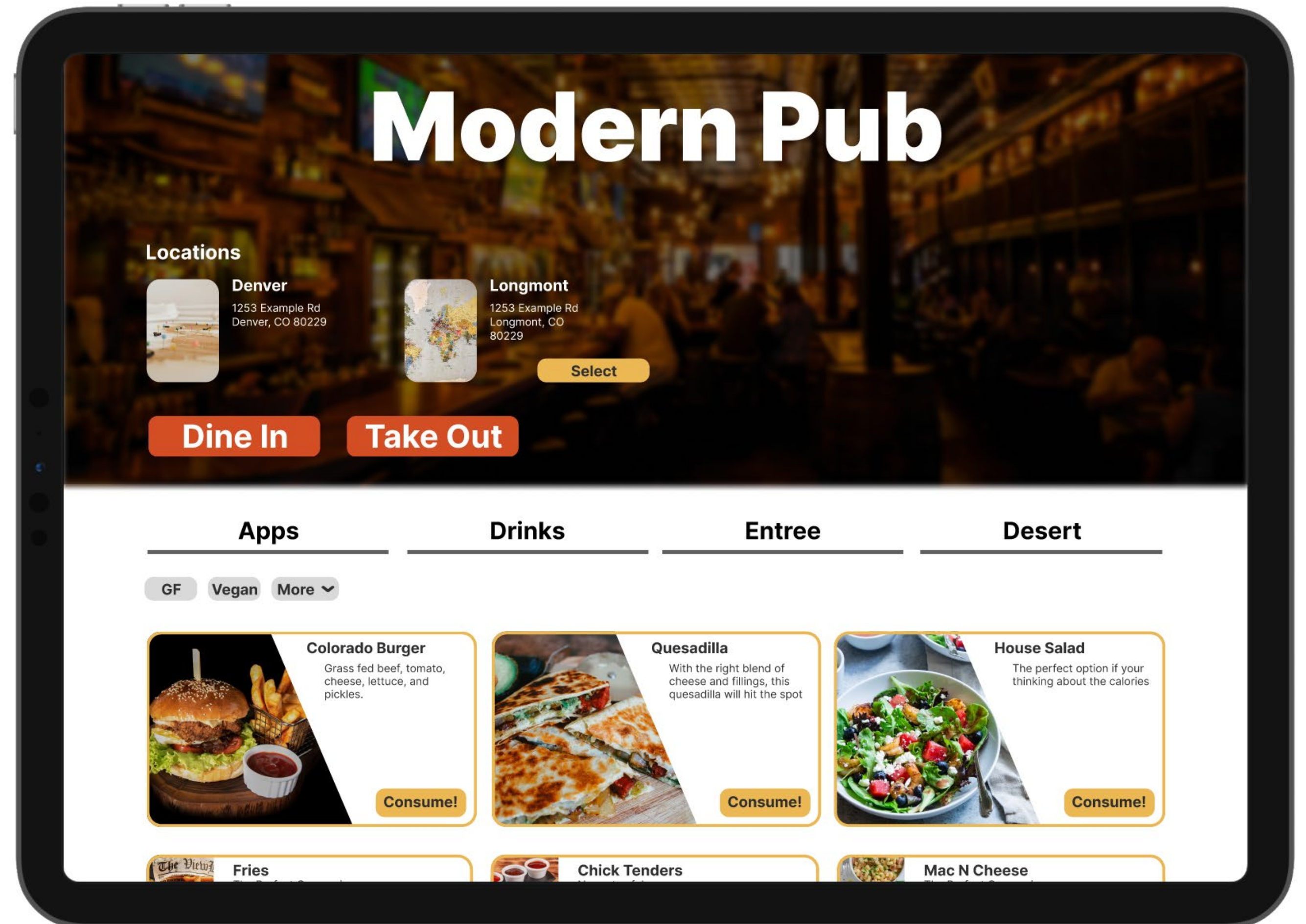
Project Overview

The Problem:

Available digital menus for restaurants are not optimised for the digital format. They often lack important featured items and have no perceivable benefit to their physical counterparts

The Goal:

Design a menu that will allow users to filter based on dietary and preference and get customized recommendations based on the filter parameters.



Project Overview

My Role:

UX Generalist overlooking all parts of design

Responsibilities:

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

Understanding the User

- User Research
- Personas
- Problem statements
- User Journey Maps

User Research: Summary

I conducted a interviews to then turn into an empathy map to better understand the target user and their needs. I discovered that most potential users greatly prefer a physical menu when ordering food due to the lack of benifit, and inconsistency of digital menus. This affects the first impressions most users would have of a business due to the menu being an integral part of any dining experience.

User Research: Pain Points

Navigation

Most digital menus are often large images of existing menus or lists of options on different web pages leading to a confusing navigation.

Selection

Digital menus often lack the featured item or recommended foods that normally aid in making a selection.

Ordering Food

After selecting what they want, patrons often have to wait and thus remember what they wanted when it comes time to order.

Dietary Restrictions

Menus often rely on the patron to look at the whole menu to attempt to find the items that suit their diet. This leads to frustration.

Persona: Sidney Quaker



Age: 24
Education: BA in Business
Hometown: Westminster
Family: Dog and Roommates
Occupation: Assistant Manager

“Now that’s what I’m talkin about!
Teamwork makes the dream-work”

Goals

- Modern place to meet dates or other friends after work.
- Wants to be the cool manager and hang with coworkers at a place she enjoys.
- Wants to easily find food items that fit her diet.

Frustrations

- Clunky Digital Menus
- Trying to find vegetarian food on the menu

Sidney is the assistant manager at the local clothing store and enjoys spending her time socializing and attempting to convince her coworkers she is one of them. Her weekends consist of walking her dog and enjoying a slow paced weekend going out with friends.

Problem statement:

Sidney is an Assistant Manager who needs an easy way to order food within her dietary restrictions, order, and pay for it quickly and easily on her own time.

Creating a journey map of Sidney's experience ordering food helped identify possible pain points and improvement opportunities.

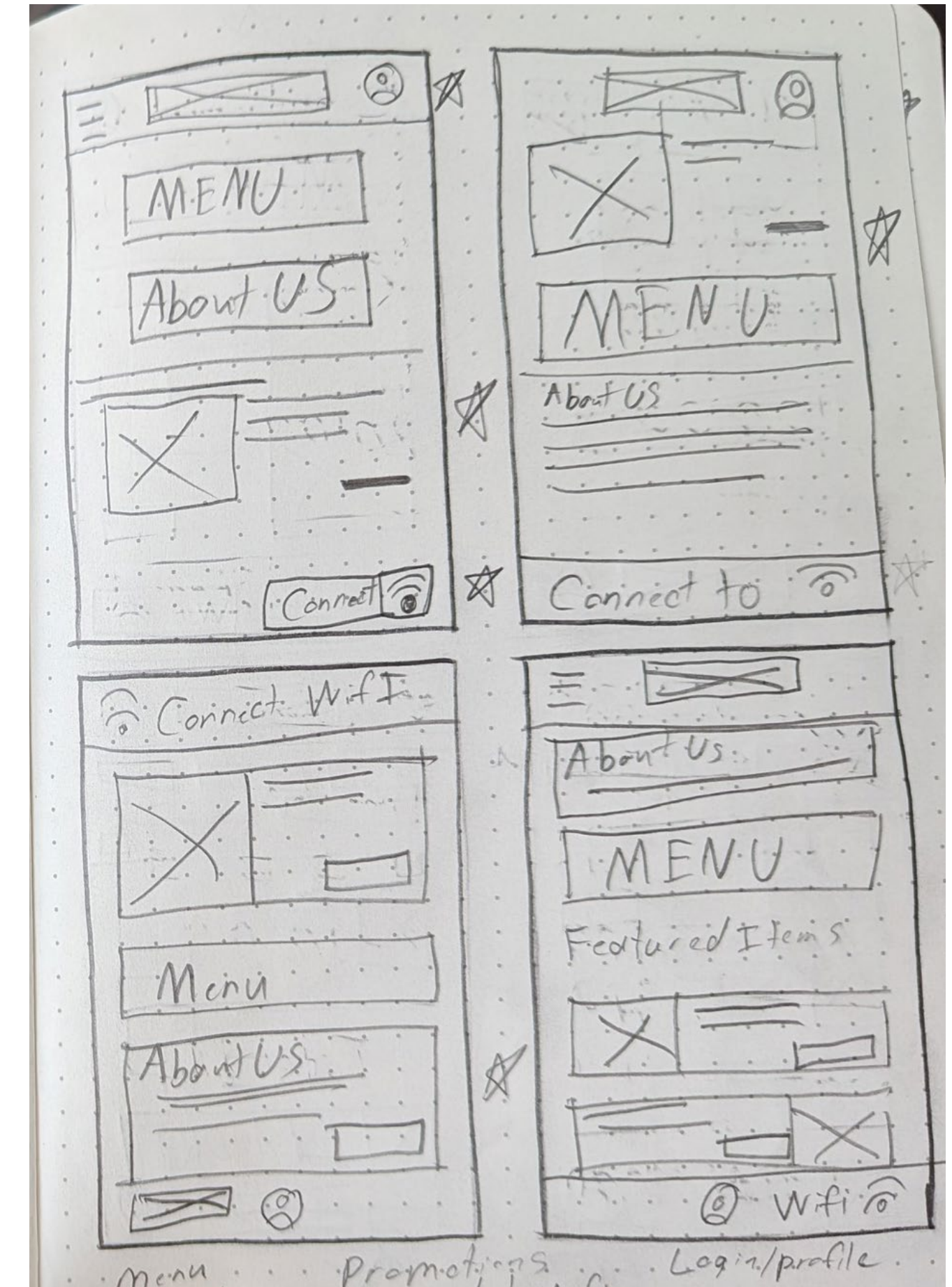
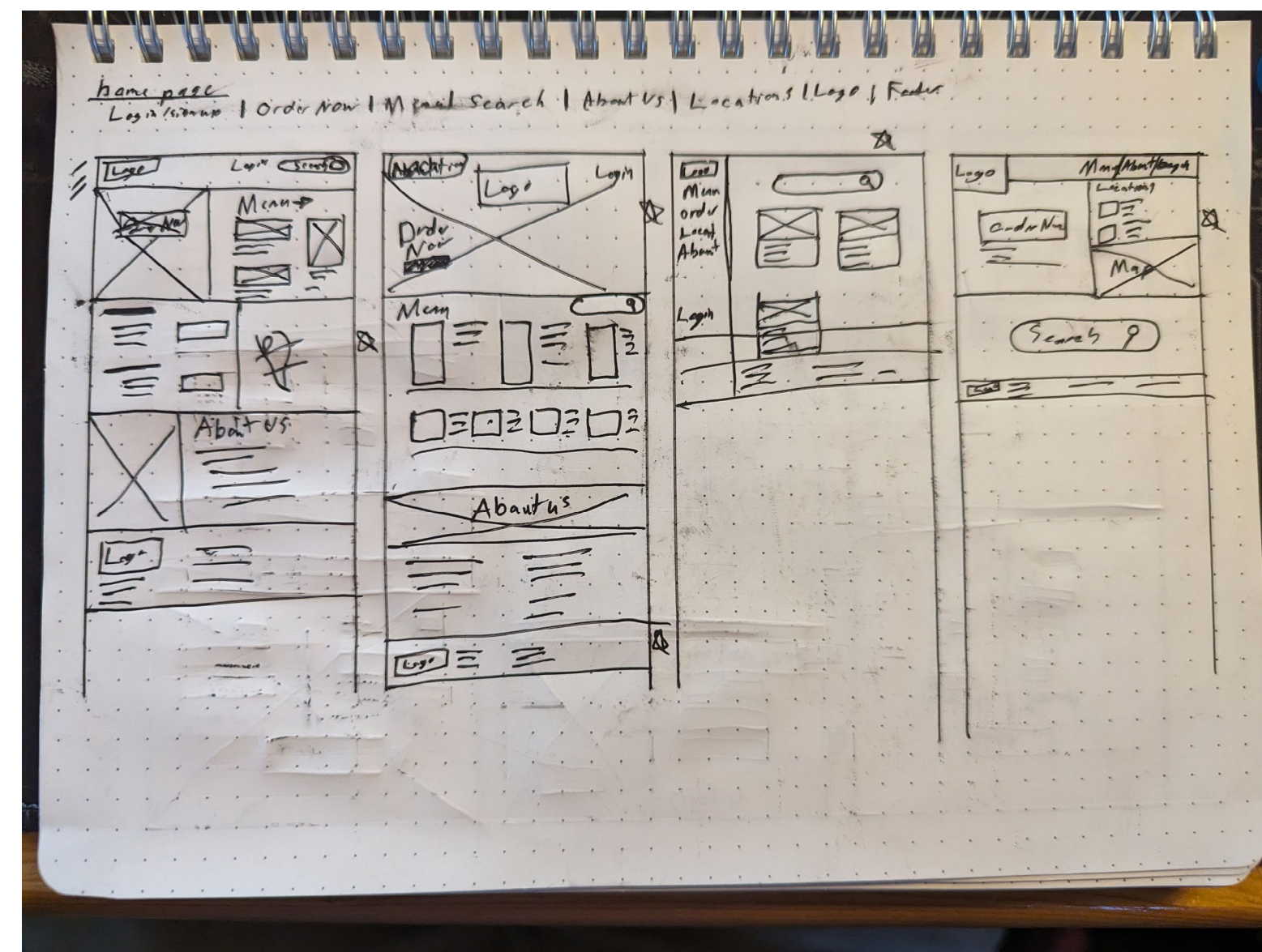
Action	Invite Employees	Make Reservation	Get to Destination	Checkin	Order Food	Pay Bill
Task List	<ul style="list-style-type: none"> A. Send invites to team B. Give them Location 	<ul style="list-style-type: none"> A. Get a head count B. Pick a time to meet up 	<ul style="list-style-type: none"> A. Pick type of transportation B. Drive or Uber C. Collaborate carpool 	<ul style="list-style-type: none"> A. Get table B. Let coworkers know where table is 	<ul style="list-style-type: none"> A. Find available options B. Pick what to order C. Inform waiter of order 	<ul style="list-style-type: none"> A. Get Waiter attention B. Get Bill Split C. Wait for Check
Emotions	Redundant sending same info	Annoyed waiting for RSVP's	Indecisive	Excited	Overwhelmed by options	Guilty because of the extra work for waiter
Improvement Opportunities	Send invite from website	Collect total and create rsvp on mobile	Offer Chat feature on mobile	Send a text to group with table location from app	Dietary Filters Order on Phone	Pay on phone with easy splitting

Starting the Design

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

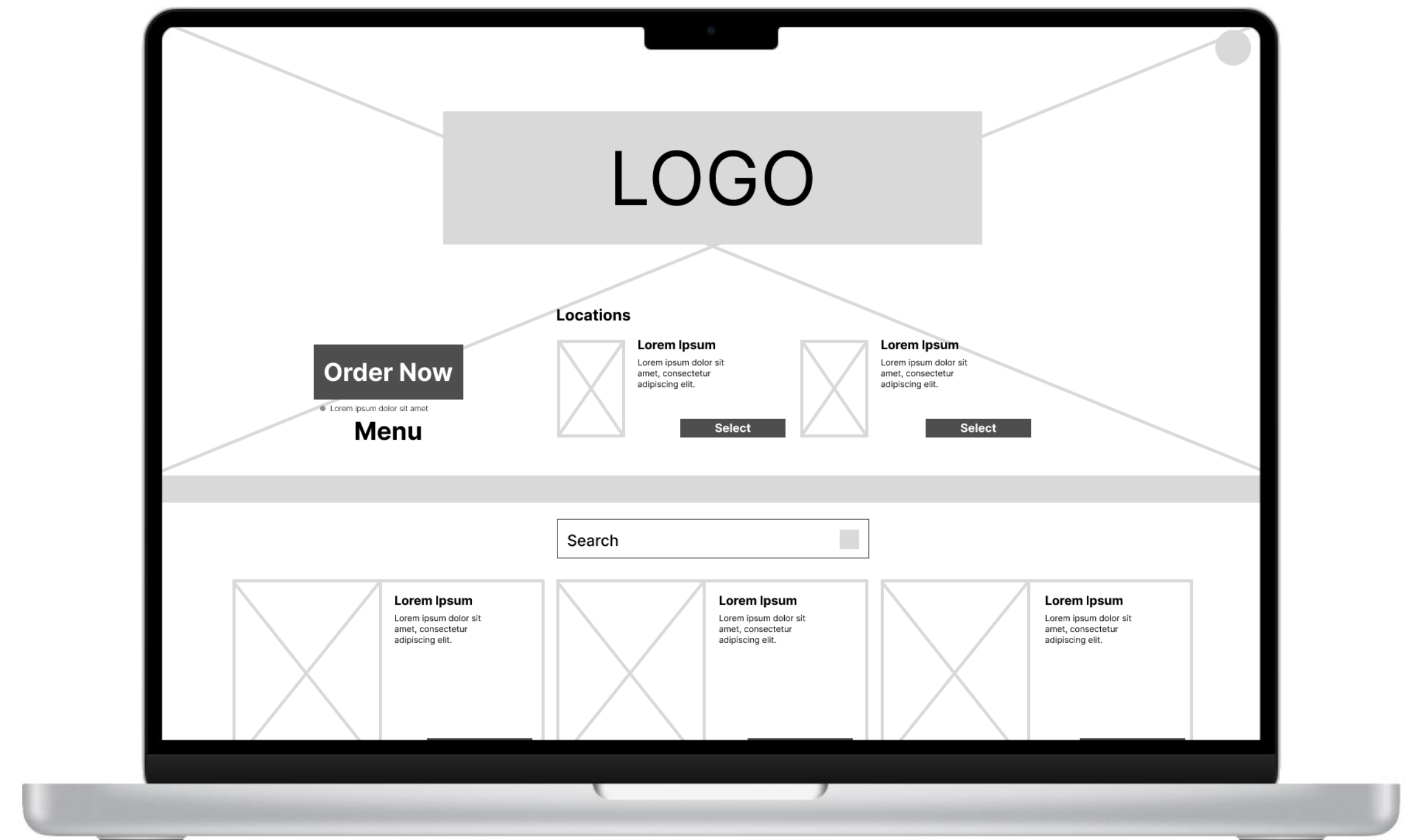
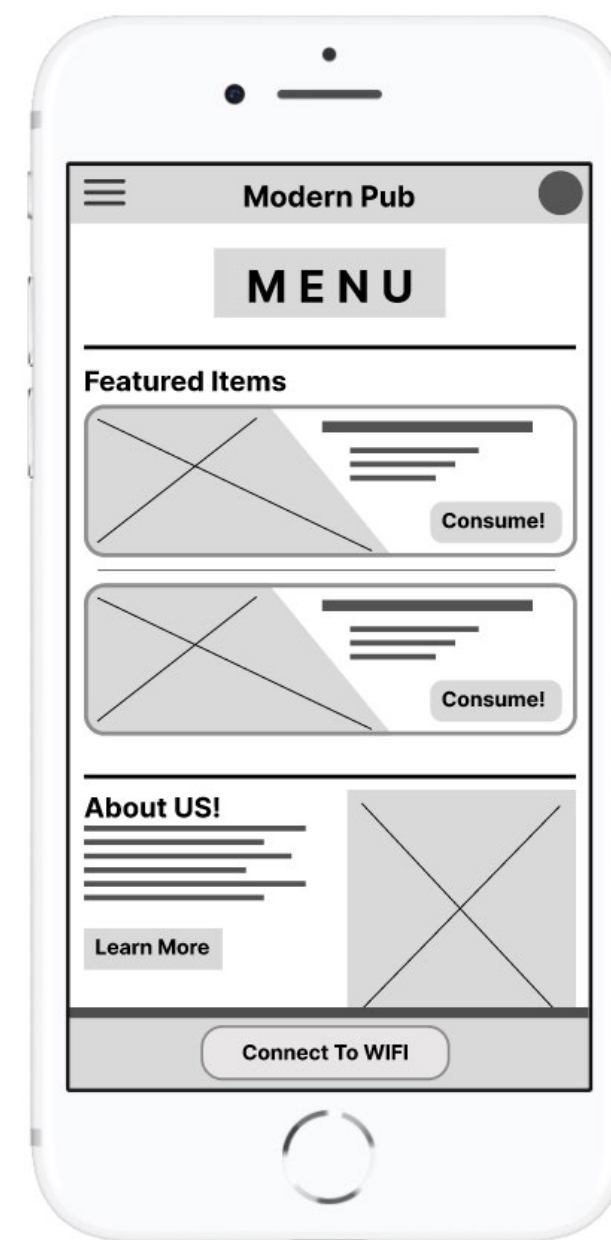
Paper Wireframes

The main goal while working on the wireframes was to create a simple workflow with clear CTA's for the users.



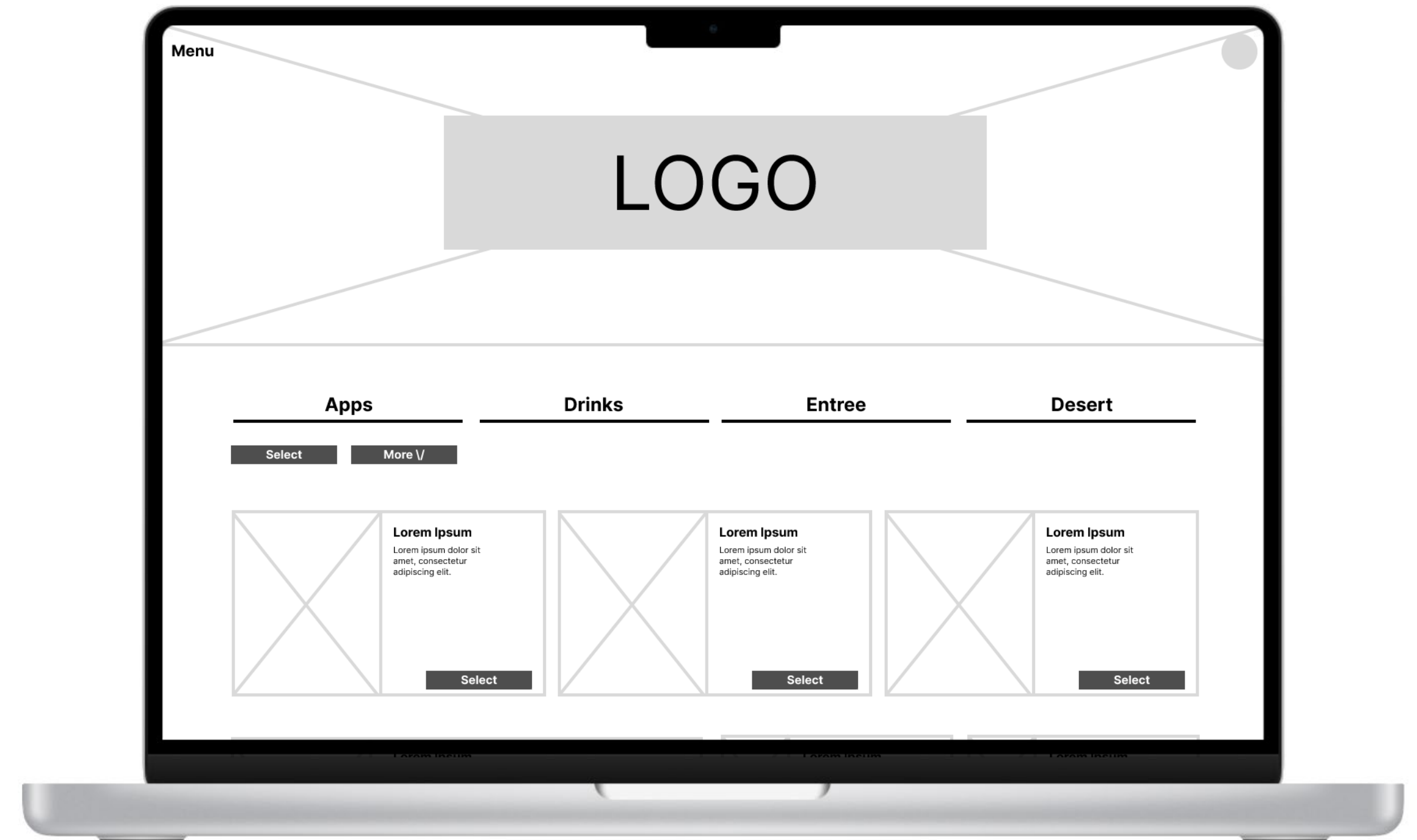
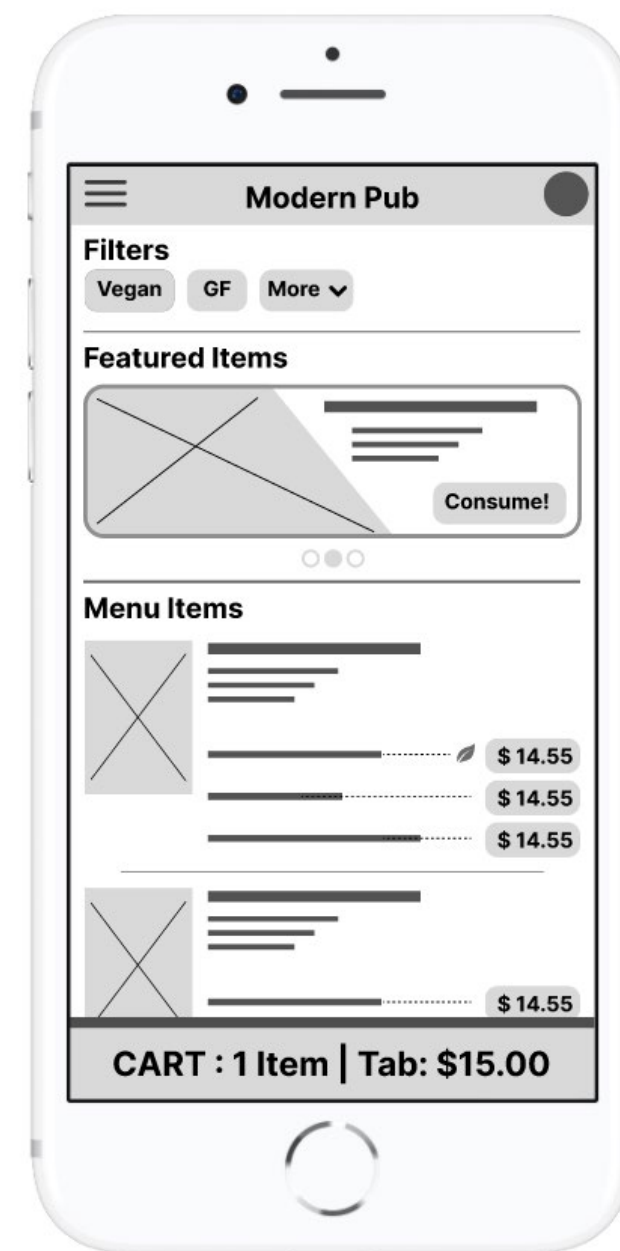
Digital Wireframes (Home)

When designing a home screen, I wanted it to be the CTS's clear and easy to understand on how to get to the menu and start ordering.



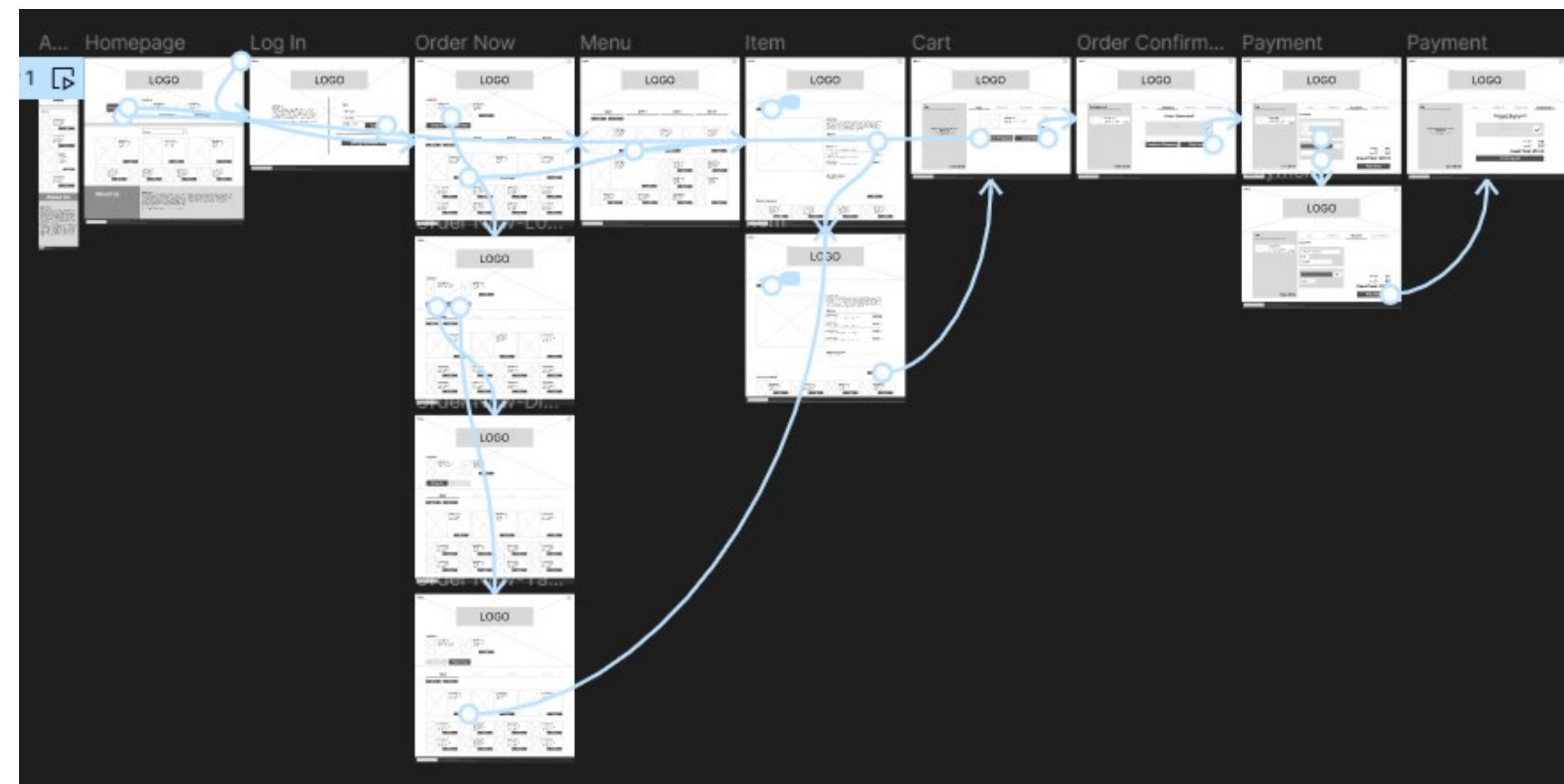
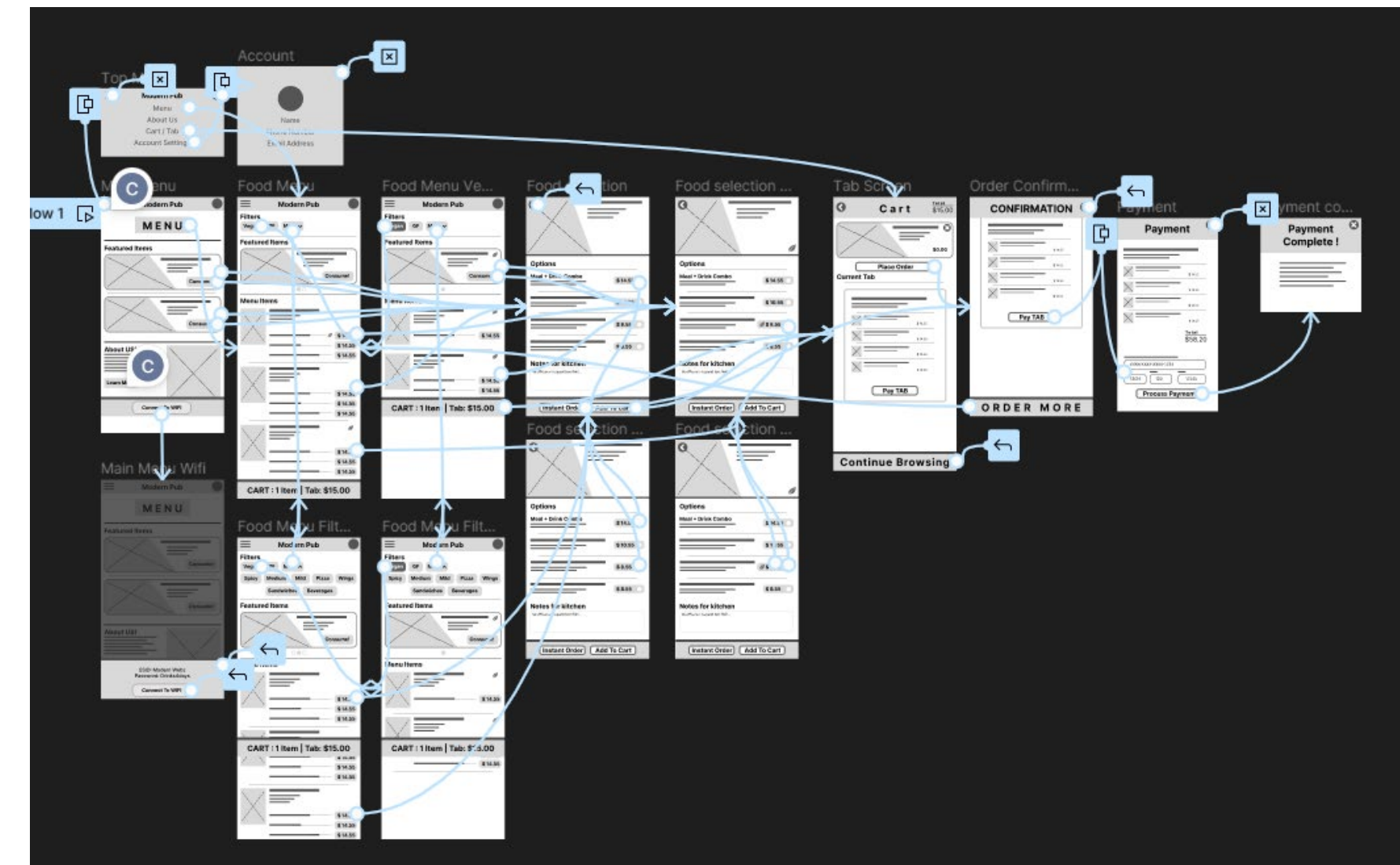
Digital Wireframes (Menu)

Focusing on the main menu I really wanted to address the groups of people who don't enjoy looking at a menu due to dietary restrictions and rather make it an enjoyable process.



Low-fidelity Prototype

The low fidelity prototype offered a reliable method to get users feedback based on how the menu worked.



Usability Study: Findings

The usability study help find issues that were not anticipated and helped improve the overall design.

Round 1 Findings

- There needs to be a form of feedback to show the buttons have been selected
- The edit functionality needs to be a easier process.
- There needs to be a way, other than filters, to distinguish if an item is vegan.

Round 2 Findings

- Users need interactions for all available options.
- The payment timeline should be improved.
- Use Clearer indications on when you should pay for your food.

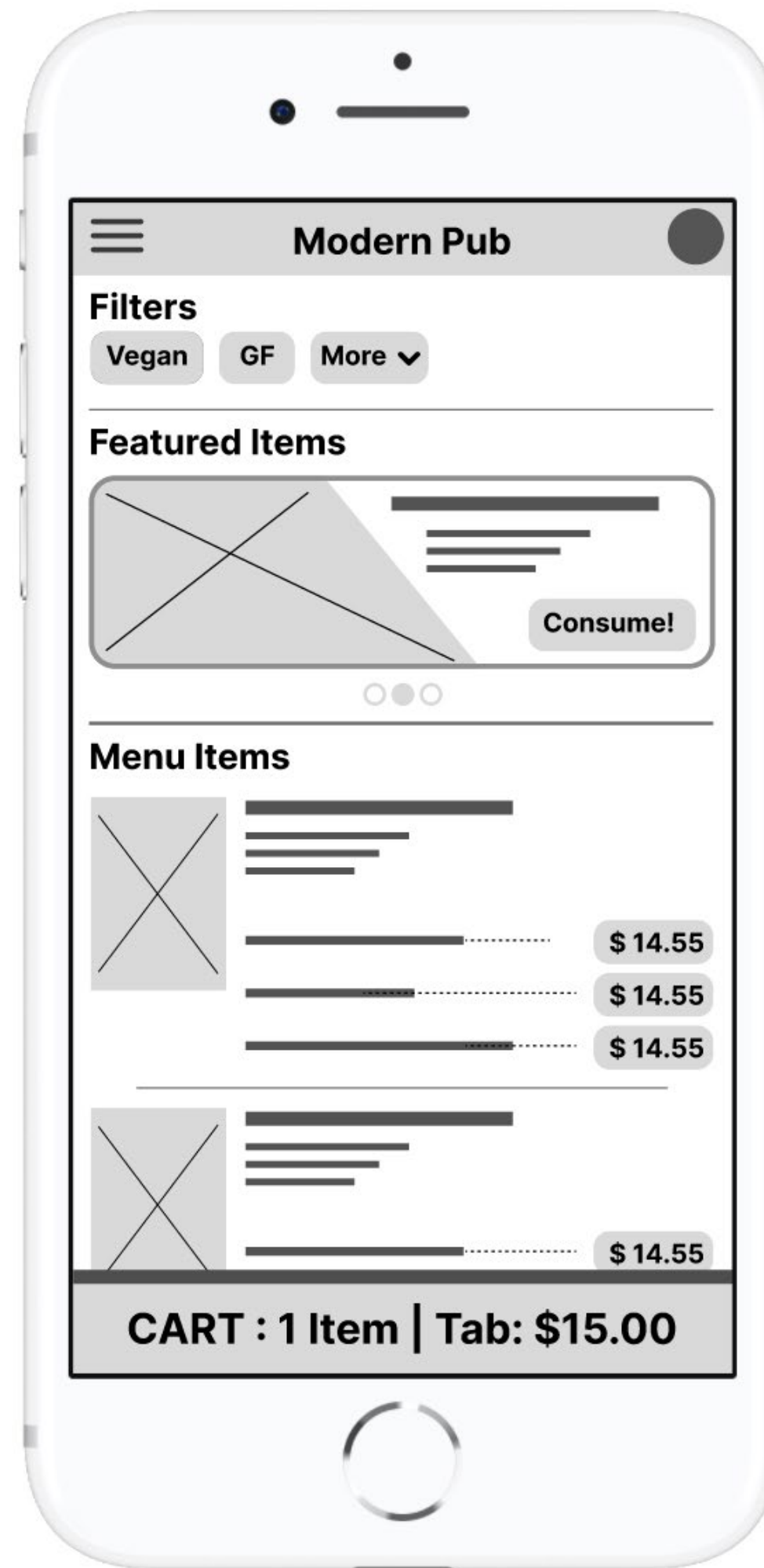
Refining the Design

- Mockups
- High-fidelity prototype
- Accessibility

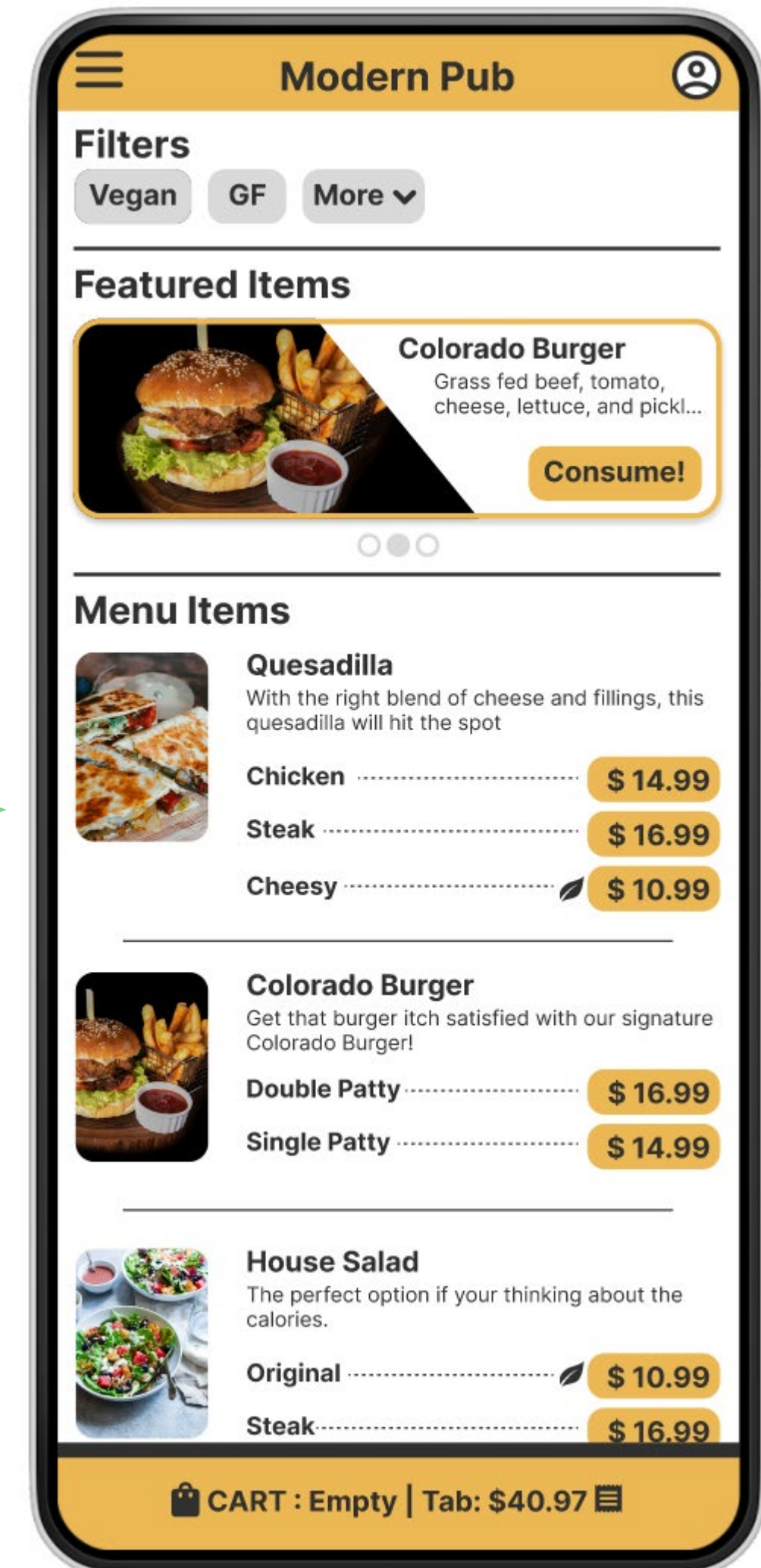
Mockups

Adding in dietary icons helped identify what items fit what they were looking for and helped the user quickly find what they were looking for.

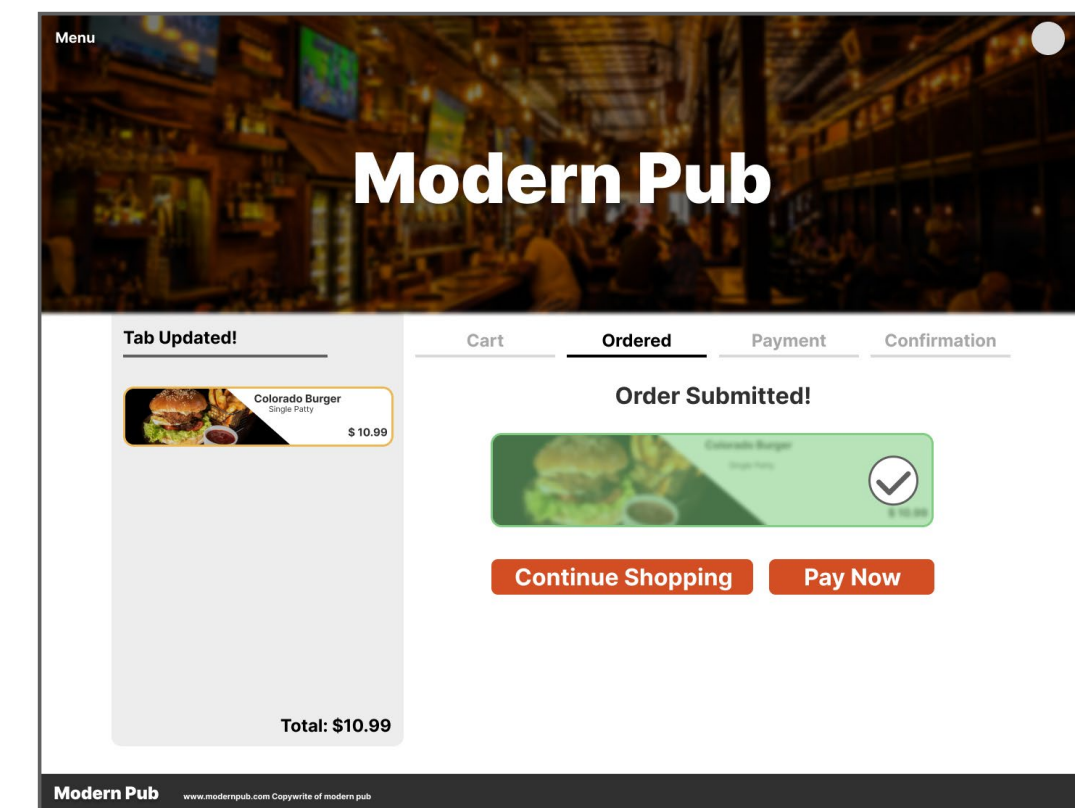
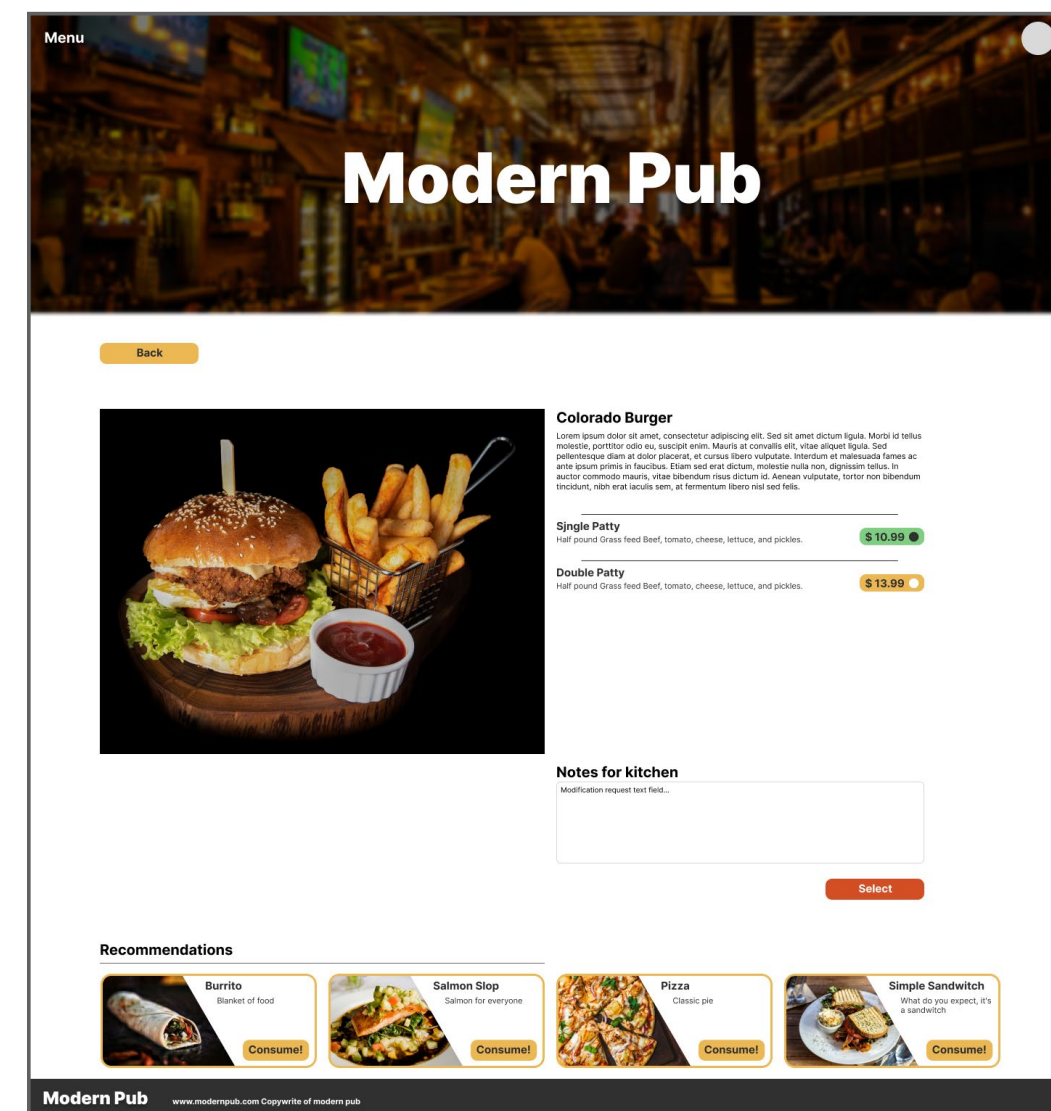
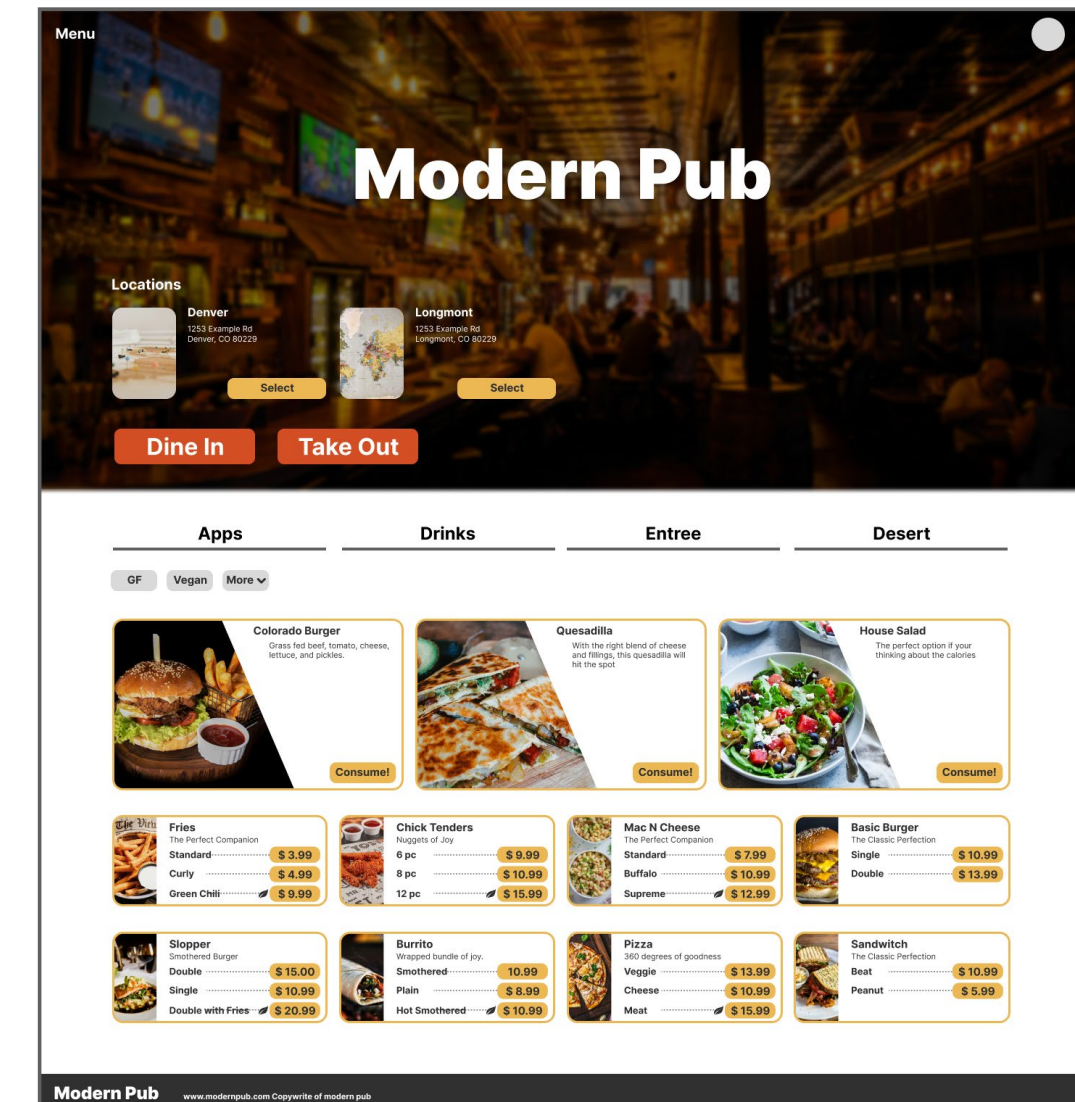
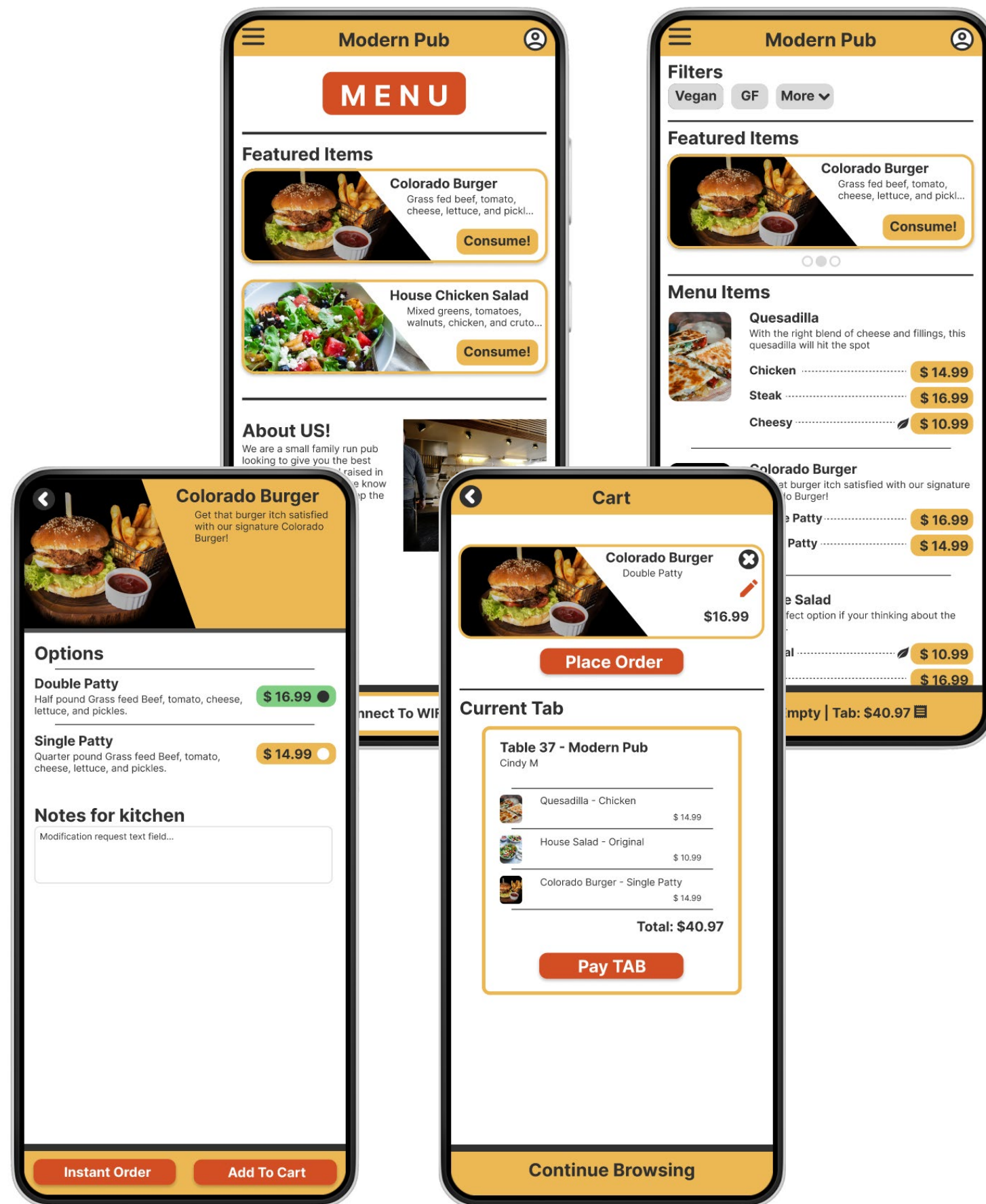
Before Usability Study



After Usability Study



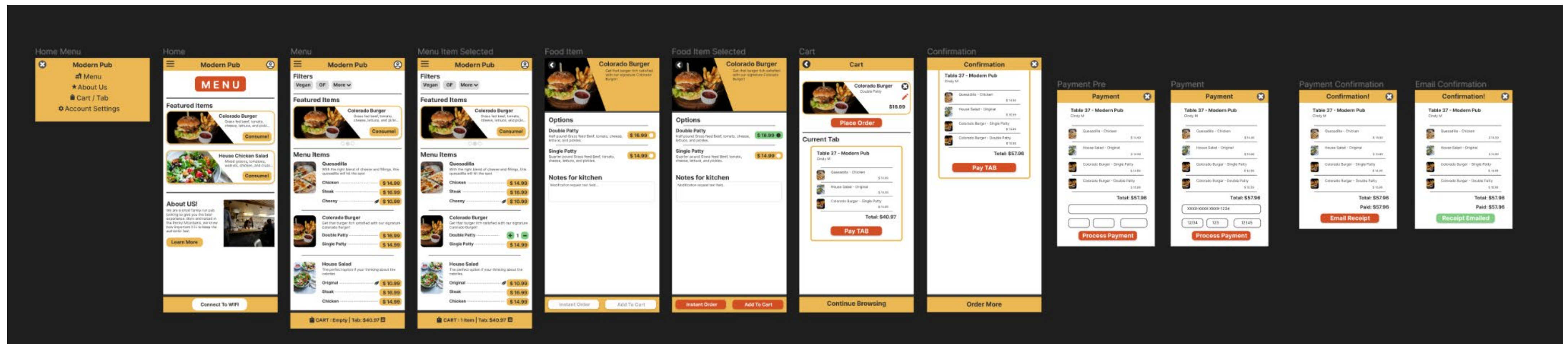
Mockups



High Fidelity Prototype

Mobile: <https://www.figma.com/proto/CQVvb4rEEgdPhLNYyTju38/Menu?type=design&node-id=363-12&t=stBv1ImEf5oaKkuu-0&scaling=scale-down&page-id=363%3A12>

Desktop: <https://www.figma.com/proto/CQVvb4rEEgdPhLNYyTju38/Menu?type=design&node-id=474-3&t=A6QIGRWB4fdXJcBg-1&scaling=min-zoom&page-id=474%3A2&starting-point-node-id=474%3A3&mode=design>



Accessibility Considerations

1

High contrast colors were used in the main color design to help make the app more accessible and easier to follow.

2

Made sure to have defined hierarchy to help screen readers effectively read the app.

Going Forward

- Takeaway
- Next Steps

Takeaways

Impact

This design helps create an improved digital menu ordering workflow. As stated by one of our study participants, “I like it I would love to be able to use this when I go to a restaurant.”

What I Learned

By working on this project, It helped me better understand how users like to be guided through the process. Personally, I like to explore a app and figure things out so it's good to better understand how others use apps.

Let's Connect!

If you liked what you saw, ask to see more of my work.

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