

OLIVE TREE RESTAURANT

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Project overview



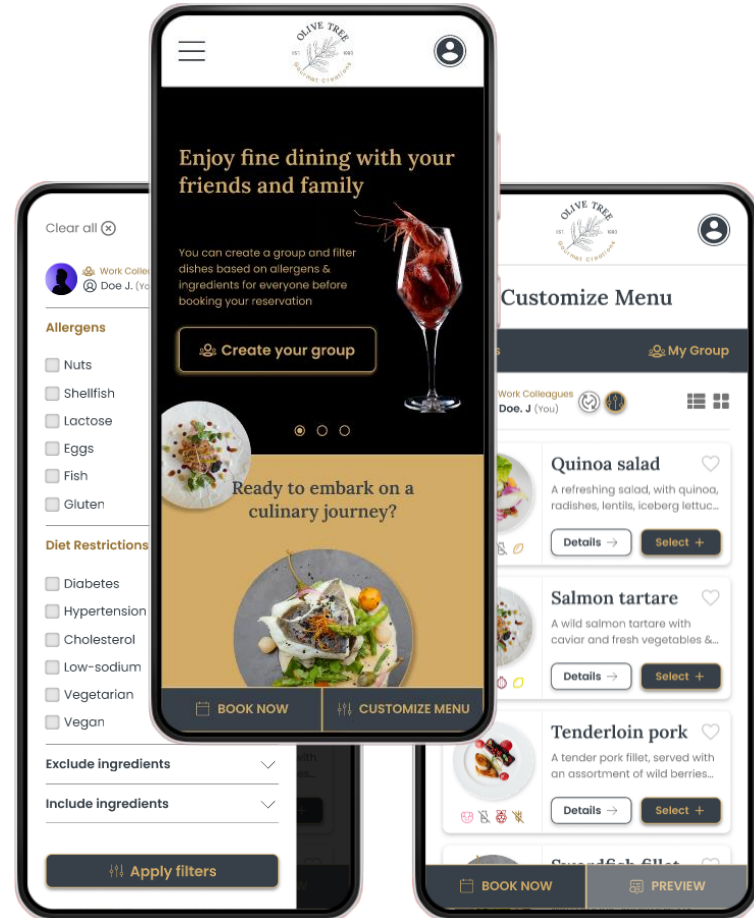
The product:

Olive Tree is a fancy restaurant, located in the center of a metropolitan city. Olive Tree offers creative, gourmet dishes, containing only premium organic ingredients. Olive Tree targets customers that are busy working adults who enjoy fine dining with their family, a social or a work group.



Project duration:

June 2022 to April 2023



Project overview



The problem:

Busy working adults lack the time to directly contact restaurants & “screen” dishes for allergies or diet restrictions before booking a reservation.



The goal:

Design a web app for Olive Tree that allows users to pre-select dishes for a group based on allergen/ingredient filters and book a reservation easily & quickly.

Project overview



My role:

UX designer, designing a web app for Olive Tree restaurant from conception to delivery.



Responsibilities:

Conducting interviews, creating personas, compiling competitive audits, paper & digital wireframing, creating mockups, low & 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 am designing for and their needs & aspirations. A primary group identified through research, was working adults with families, having busy schedules and limited time to search online for restaurants.

This user group confirmed initial assumptions about the **Olive Tree** restaurant customers, but research also revealed that time was not the only factor limiting users from selecting and booking a restaurant. Other user problems included dietary restrictions and strong personal preferences that make it difficult to make an informed decision of the dish selections best fitting their needs.

User research: pain points

1

Time

Working adults are too busy to spend time browsing restaurant web apps and online reviews.

2

Support

Restaurant web apps lack information over food allergens and ingredients of dishes.

3

Process

Users with dietary restrictions struggle to select a restaurant that addresses their needs.

Persona: Naomi Johnson

Problem statement:

Naomi is a busy doctor who needs to efficiently screen a restaurant's dishes for allergens/ingredients before booking a reservation because her son has a severe food allergy and the whole process takes up too much time .



Naomi Johnson

Age: 45

Education: Doctor of Medicine (M.D.)

Hometown: Southborough, Boston

Family: Married, with one child

Occupation: Doctor

"Having a busy and demanding schedule, I need to be able to relax outside of work."

Goals

- To care for her patients.
- To spend time with her family and keep her son safe.
- To be able to relax on her personal time.

Frustrations

- "Lack of information over food allergens & ingredients list on restaurant websites."
- "I would love to research online and find the perfect restaurant, but I simply don't have enough time."

Naomi is a doctor with a busy and demanding schedule. She works in the emergency department of the Boston Central Hospital and raises her four year old son with her husband. Naomi and her family often dine out in fancy restaurants, booking online their reservations in advance. But she finds it difficult and time consuming to pick a restaurant that accommodates her particular food preferences and most importantly, the diet restrictions of her son, who has a severe allergy to nuts. Naomi hates worrying for her son's safety, instead of relaxing and enjoying a nice evening out.

User journey map

Mapping Naomi's user journey revealed how helpful it would be for users to have access to a dedicated **restaurant** web app.

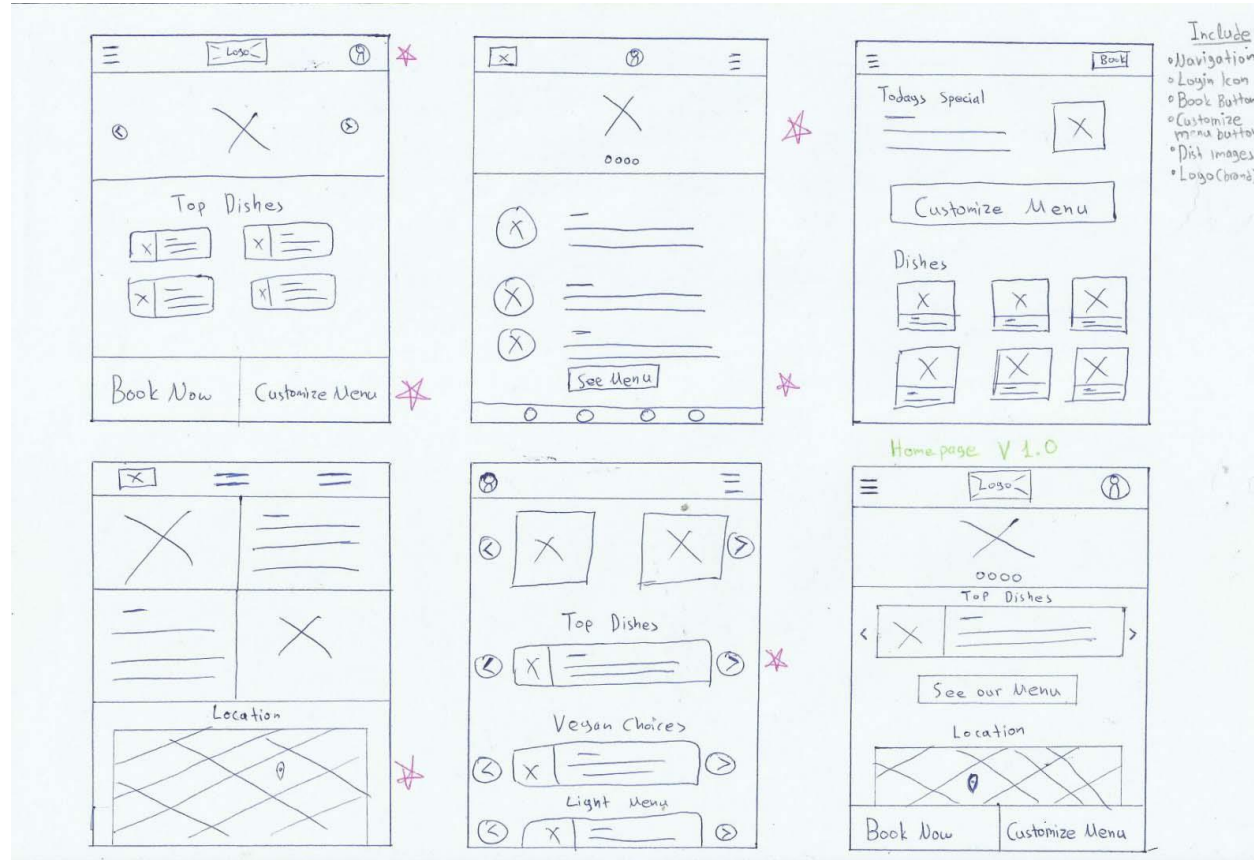
Persona: Naomi

Goal: Select a fancy restaurant, book a table and enjoy a night out, fine dining with her family.

| ACTION | Browse reviews & select a restaurant | Browse restaurant's menu | Check additional features | Book a reservation | Go to restaurant |
|---------------------------|--|--|--|---|--|
| TASK LIST | Tasks A. Search restaurant reviews online B. Select a restaurant C. Go on to check restaurant's web app | Tasks A. Browse the online menu B. Browse dishes images to inspire choices | Tasks A. Check dishes for allergens, since her son has a severe food allergy B. Check dishes ingredients, to select menu items in advance | Tasks A. Find restaurant's phone number B. Call the restaurant C. Book a reservation | Tasks A. Drive to the restaurant B. Confirm with waiter lack of allergens on order C. Enjoy fine dining and family time |
| FEELING ADJECTIVE | <ul style="list-style-type: none">Overwhelmed by number of reviews & restaurantsLooking forward to try a new restaurant | <ul style="list-style-type: none">Annoyed by text-heavy content & few visuals | <ul style="list-style-type: none">Anxious about lack of allergens listingDissatisfied with lack of ingredients listing | <ul style="list-style-type: none">Dissatisfied with having to call the restaurantFrustrated at the time it takes to book a reservation | <ul style="list-style-type: none">Stressed about her son's allergyRelieved after confirming safe dish for sonRelaxed |
| IMPROVEMENT OPPORTUNITIES | <ul style="list-style-type: none">Create/redesign a mobile web app for the restaurantIntegrate online reviews in-app | <ul style="list-style-type: none">Include representative imagesOptimize app for accessibility | <ul style="list-style-type: none">Include allergens & ingredients list in-appInclude search filters | <ul style="list-style-type: none">Create an online booking feature in-app | <ul style="list-style-type: none">Include allergens & ingredients list in-appOnline map & directions in-app |

Paper wireframes

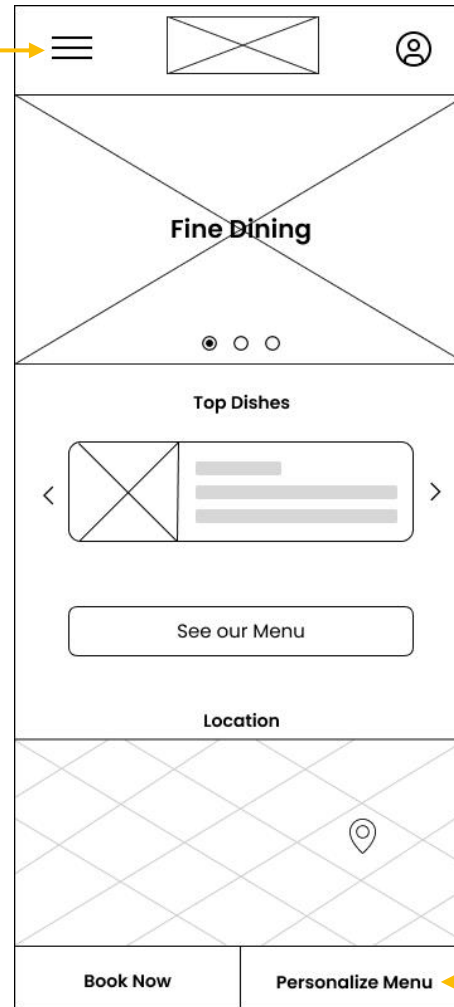
Drafting multiple iterations of each screen on paper, allowed me to ensure the inclusion of the necessary elements needed to address the user's pain points, before translating them into digital wireframes



Digital wireframes

Following initial findings from feedback & user research, I made sure to base the designs on actual user needs.

Easy access to the navigation, so the user can move through the app intuitively

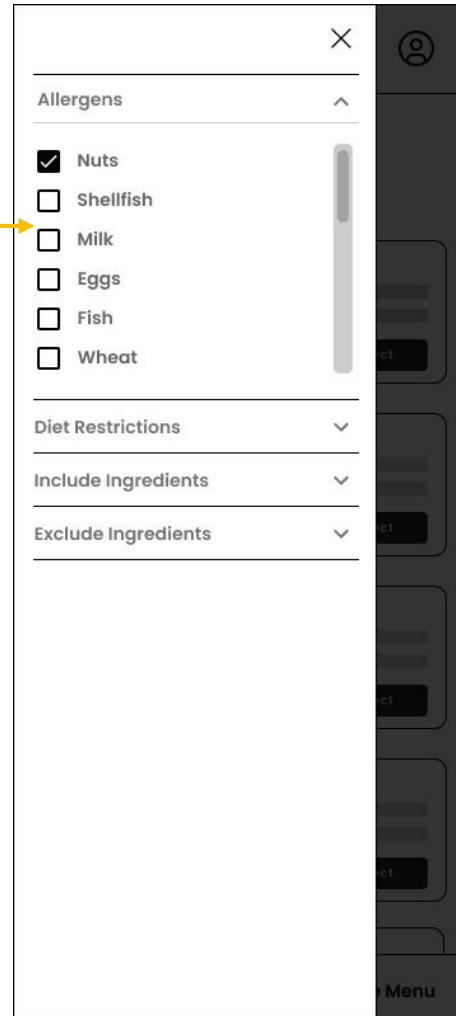


These buttons have a prominent, fixed place so the users can easily & quickly accomplish their main tasks

Digital wireframes

Custom filtering was a key user need I wanted to address in the design, to allow personalized menu options based on allergies/dietary restrictions for an inclusive user experience

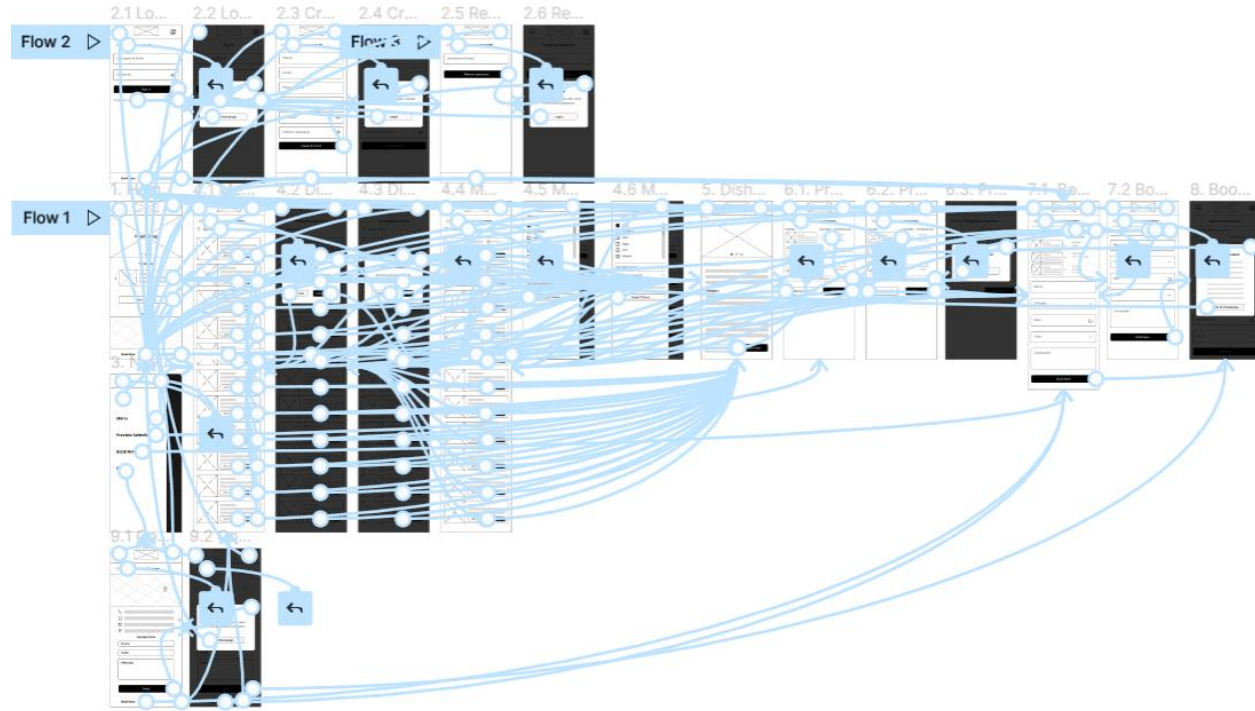
Easy access to a filtering mechanism, listing dishes based on personal preferences



Low-fidelity prototype

The low-fidelity prototype contained the interactivity needed for the primary user flow of customizing the menu & booking a reservation, so the prototype could be used to conduct a usability study with users.

View the Olive Tree restaurant [low-fidelity prototype](#)



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 & revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users need better cues for what steps are required to customize the menu for their group
- 2 Users need a faster way to filter their dishes
- 3 Users need better cues for what steps are required to edit their selections

Round 2 findings

- 1 Users need a streamlined flow to customize the menu for them or their group
- 2 Users need better cues on the actions/features available on a selected dish
- 3 Users need better cues for what steps are required to access their groups or members

Refining the design

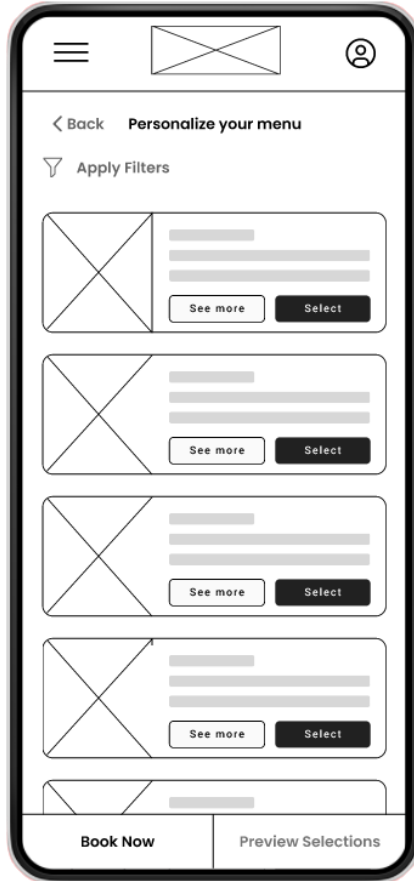
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

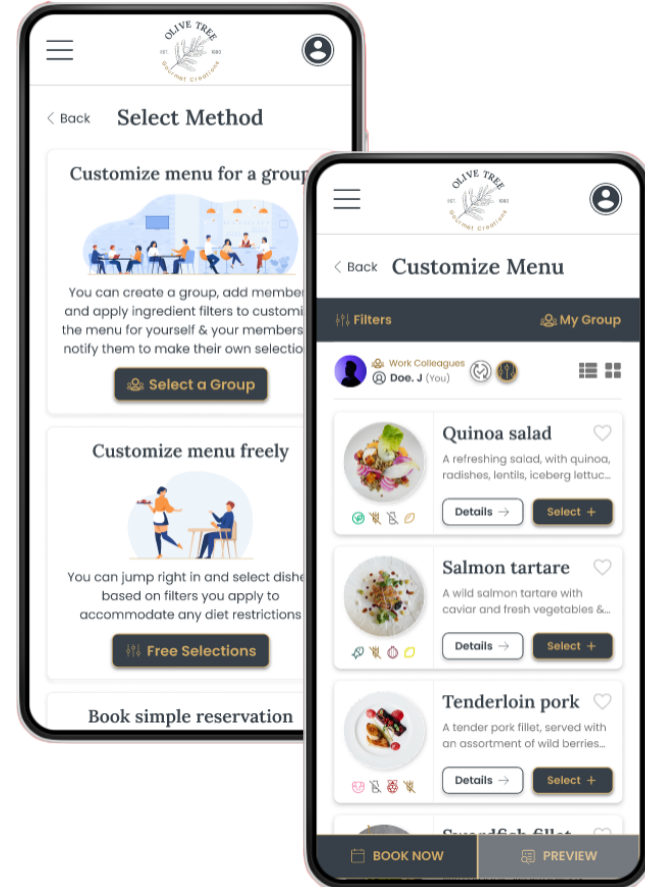
Early designs allowed users to customize the menu for a group, but after the usability studies I added multiple flows & an additional screen where the users can select their desired flow right from the start.

I also revised the design so users would be aware of the selected group & member on all the screens where it's needed.

Before usability studies



After usability studies

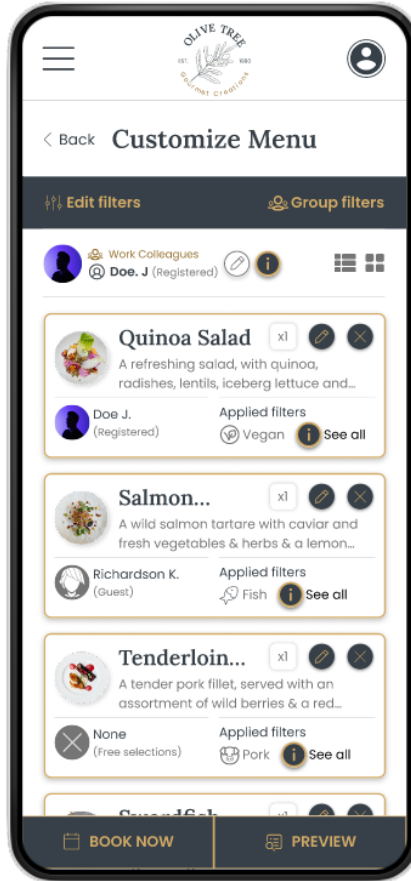


Mockups

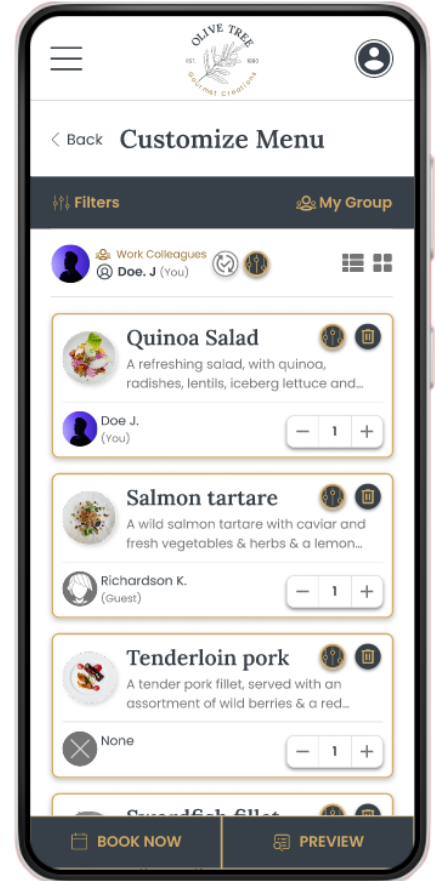
The second usability study revealed the users' confusion with the selected dishes layout & the available actions within it. I revised the design, so the layout and actions were more clear & intuitive.

I also modified the iconography so it would be universally understood by users.

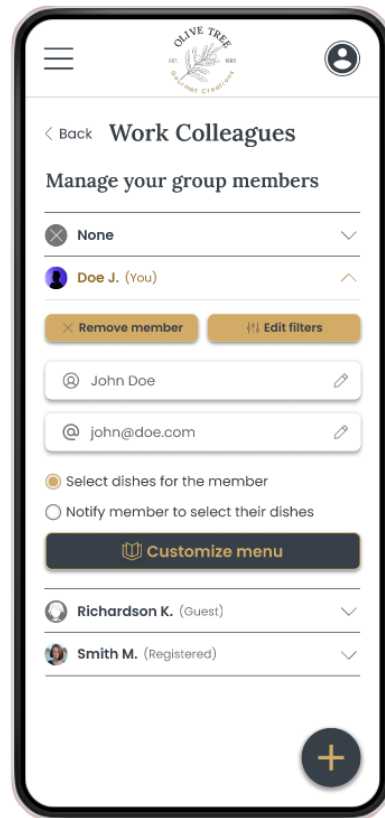
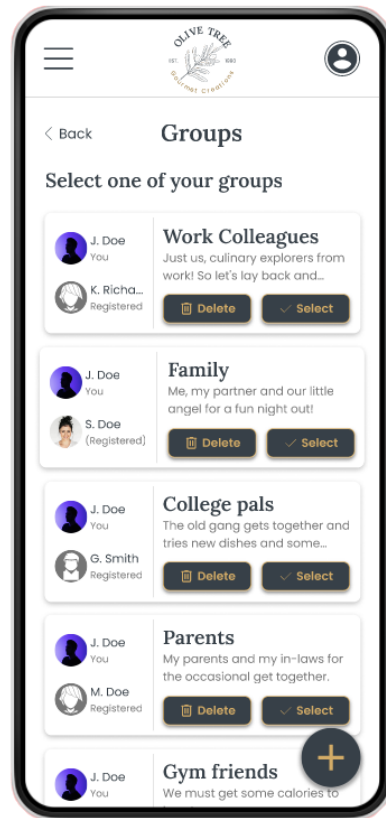
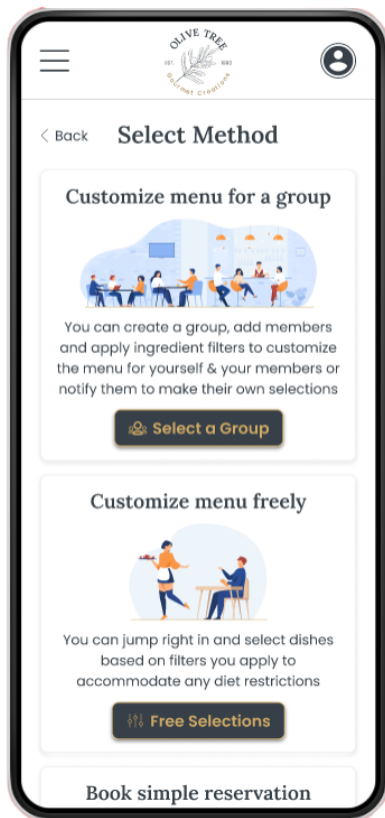
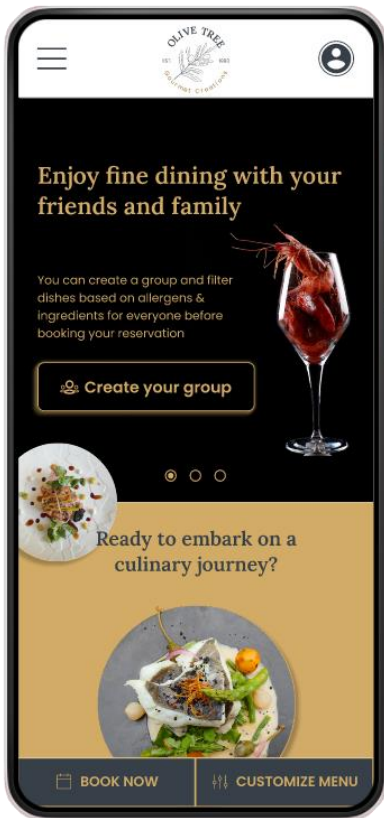
Before usability study 2



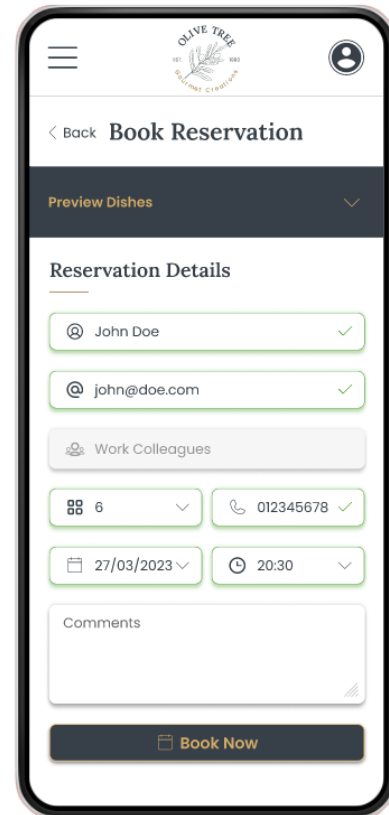
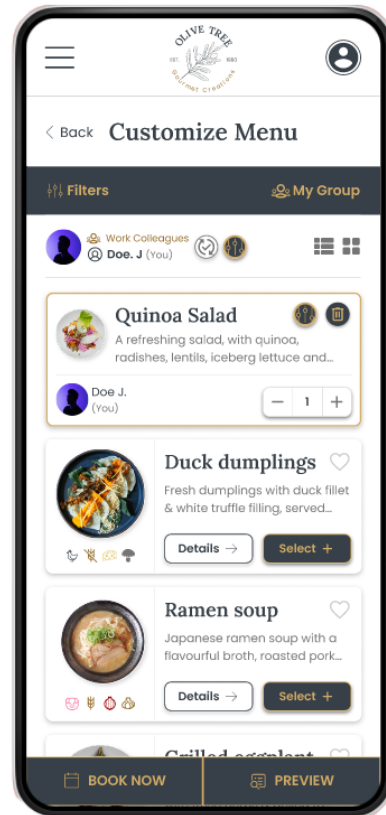
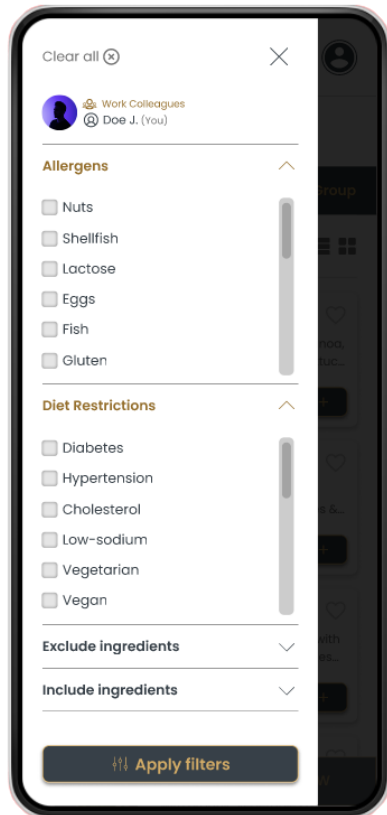
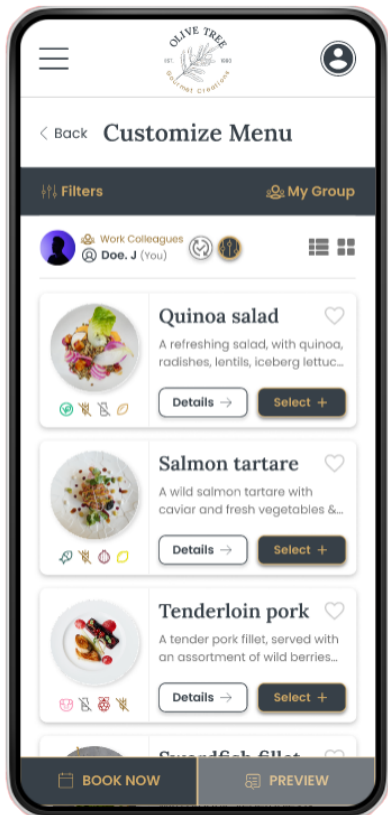
After usability study 2



Key Mockups Part 1



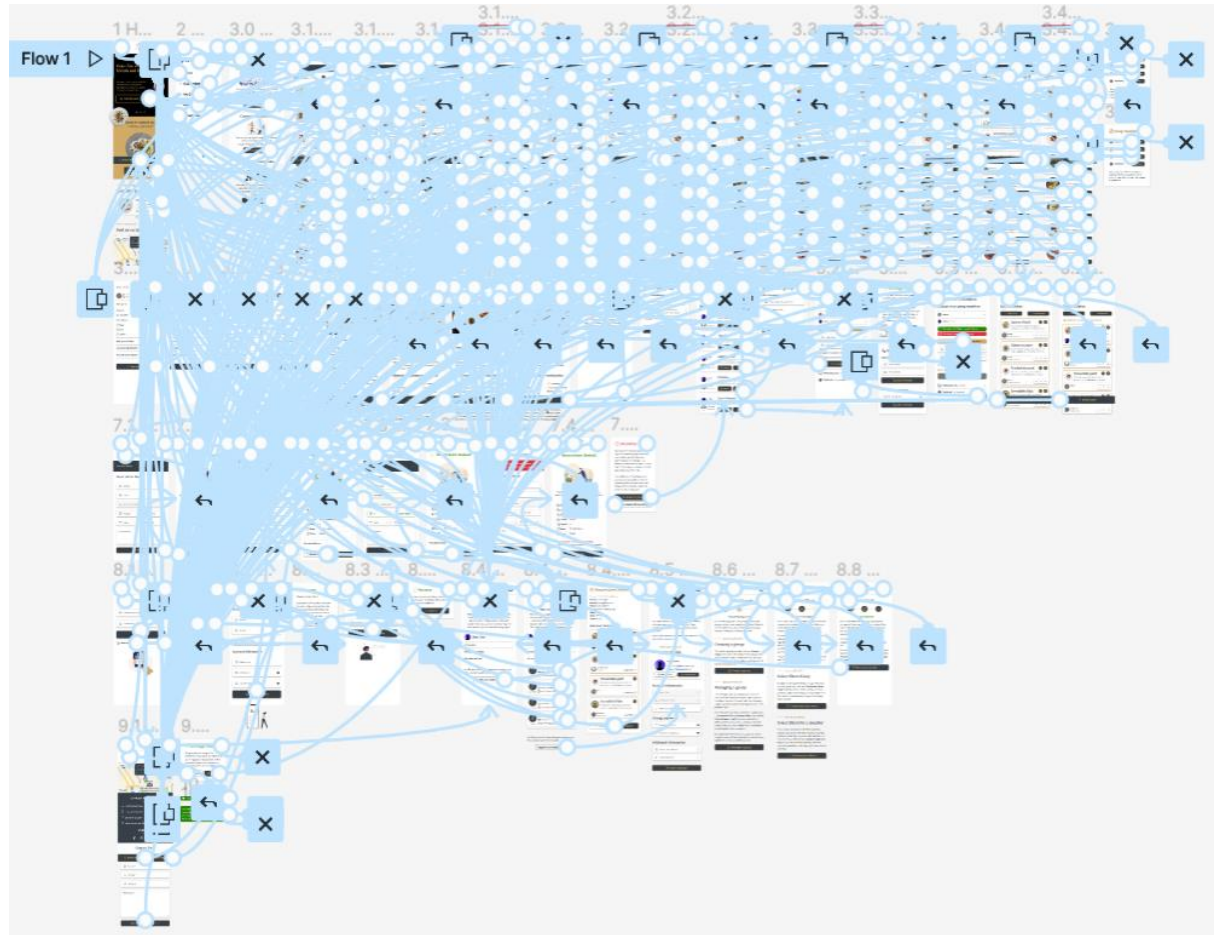
Key Mockups Part 2



High-fidelity prototype

The high fidelity prototype offered clear user flows for selecting dishes & booking a reservation for groups or individually. It also met user needs for filtering dishes based on allergies & dietary restrictions.

View the Olive Tree restaurant [high-fidelity prototype](#)



Accessibility considerations

1

Provided assistance to users with visual impairments, by making sure all color contrasts follow the “Web Content Accessibility Guidelines” (WCAG) and all images include alternative text.

2

Used icons to help make navigation easier and actions clearer. Call-to-action icons with no text labels were provided with appropriate ARIA attributes for screen readers.

3

Used detailed imagery of dishes and icons for ingredients, to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The web app makes users feel like the Olive Tree restaurant really thinks about how to address their actual needs.

One quote from user feedback:

"I really like the whole idea of the app, it's original & I haven't seen one around. I feel safer since I have proof my allergy concerns will be addressed by the restaurant"



What I learned:

While designing the Olive Tree restaurant's web app, I realised the initial ideas for the web app were only a fraction of the process. Competitive audits, usability studies & the valuable feedback users & peers provided were crucial for each iteration of the web app's design.

Next steps

1

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

2

Arrange a meeting with the engineering team, to ascertain our designs are feasible & estimate development timelines

3

Arrange a meeting with the management team & the stakeholders, to decide if our designs are viable & follow the brand's guidelines

Let's connect!



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

Website: mkoutantos.com

Thank you!