

# Olive Tree restaurant web-app Usability Study

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Team

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# Study Details

## Project Background

We are creating a restaurant web-app to help people customize the menu for their family or group & book a reservation, so they can streamline the booking process & avoid having to call the restaurant. What challenges may arise & how can we help them overcome those challenges?

# Study Details

## Research Questions

- Figure out if users can customize the menu to their preferences.
- Identify any pain points users experience when customizing the menu.
- Do users think this feature is helpful and/or useful?
- Figure out if users can complete booking a reservation.
- Identify the challenges users face when booking a reservation.
- How long does it take to book a reservation?
- Are there parts of the user flow where users get stuck?

## Participants

5 participants

Two males, two females, and one nonbinary individual between the ages of 23 and 55. One participant is a person with a visual impairment.

## Methodology

30 minutes

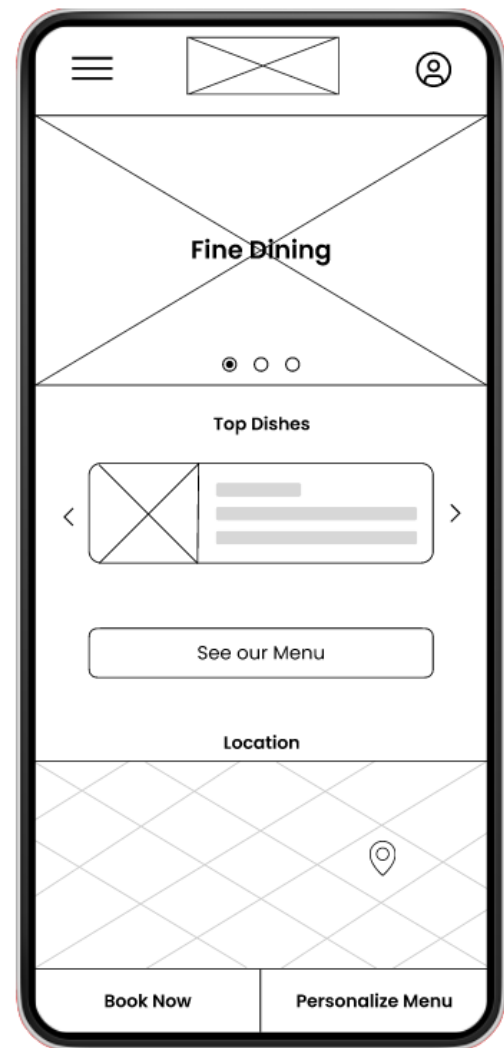
Greece, Remote

Moderated usability study

Users were asked to perform tasks in a low-fidelity prototype

# Prototype Tested

The low-fidelity app prototype for the restaurant was tested & can be viewed at [this link](#)



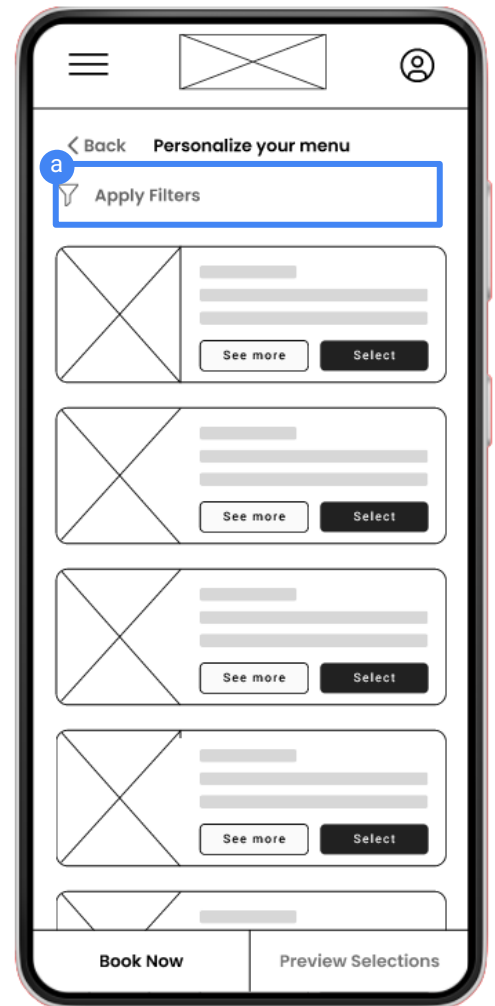
# Themes

# Almost all users were unsure how to customize the menu for their group

Supporting evidence from the usability study.

- 5 out of 5 participants had trouble customizing the menu for their whole group.
- All participants thought the task was confusing.
- 1 participant could not proceed and abandoned the task.

"Are the selections I made so far connected with a person or with a number of people?"  
Participant D





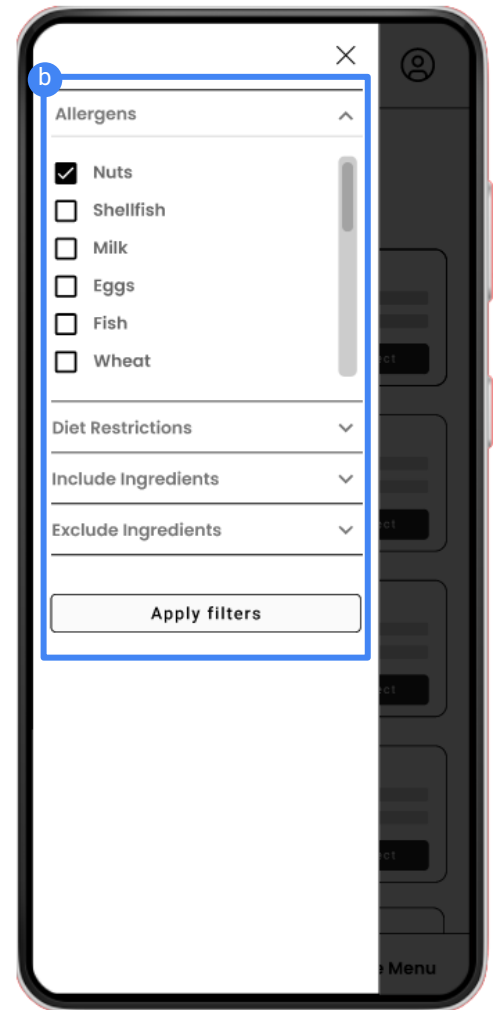
## For most users the filtering process is time consuming

Supporting evidence from the usability study.

- 4 out of 5 participants found the filtering task tedious or long.
- 4 participants had to look around for a long time to figure out what to do.
- 2 participants shared it was tedious to filter ingredients for each member.

"It was time consuming to remove and re-enter each ingredient individually for every member"

Participant E

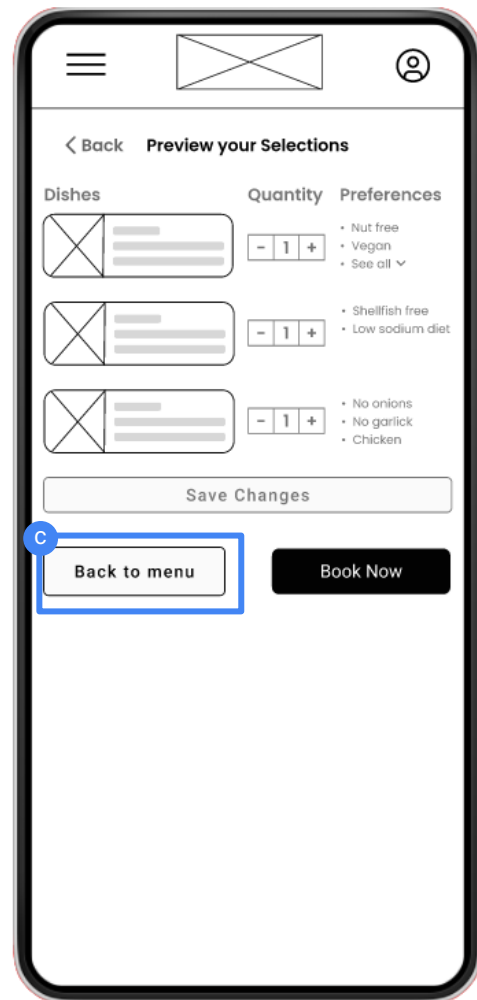


## For most users it's not immediately clear how to edit their selections from the preview page

Supporting evidence from the usability study.

- 4 out of 5 participants were confused on how to edit their selections from the preview page.
- 4 participants had to look around for a long time to figure how to proceed.
- 1 participant could not proceed and abandoned the task.

"I can't find anything hinting to editing my selections on this screen"  
Participant A



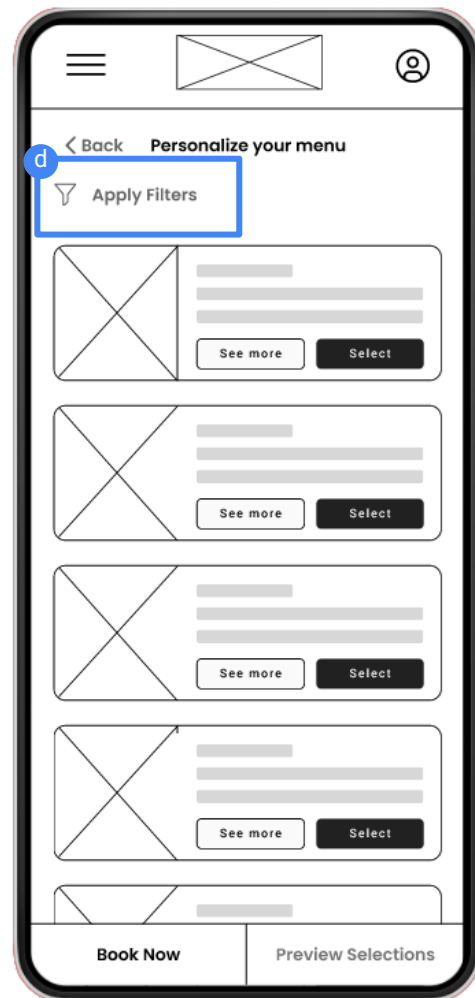
## The filtering functionality is useful for almost all users

Supporting evidence from the usability study.

- 5 out of 5 participants saw a use for the filtering by ingredients.
- 3 participants said they'd prefer to use the app over having to call the restaurant or ask in person.

"I liked that there was a way to filter out any allergens, which are a real hazard for my health"

Participant B



# Insights & Recommendations

## Research insights

Customizing menu for group is too confusing

Users need better cues for what steps are required to customize the menu for their group

Filtering process is too long

Users need a faster way to filter their dishes

Editing flow is not clear

Users need better cues for what steps are required to edit their selections

Filtering functionality is useful

Users see value on the filtering functionality & are excited to use it

## Recommendations

- Provide users a way to add their group members and apply & save specific filters for each or notify them to do it themselves. Then allow them to filter dishes by member.
- Streamline the filtering process & add a “Clear selections” button on the filtering page.
- On Preview page add an editing button & allow users to remove dishes. On Menu page allow users to edit the number of each dish.

Thank you!