

# Olive Tree restaurant web-app Usability Study

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Presentation #2

Team

UXR: Emmanouil

UXD: Emmanouil

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# Review of previous presentation

## Review of our previous presentation

We conducted a moderated usability study and after analysing the valuable data we collected from our users we identified several themes.

Those themes were synthesized into insights, which we used to arrive to the following actionable recommendations for modifications & additions on our designs:

- 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.

# Updated Prototype

The low-fidelity app prototype for the restaurant was updated based on our research data & can be viewed at [this link](#)



Prioritized research insights

## Priority 0

1. Based on the theme that: (almost all users were unsure how to customize the menu for their group), an insight is: (users need better cues for what steps are required to customize the menu for their group).

## Priority 1

1. Based on the theme that: (for most users the filtering process is time consuming), an insight is: (users need a faster way to filter their dishes).
2. Based on the theme that: (for most users it's not immediately clear how to edit their selections from the preview page), an insight is: (users need better cues for what steps are required to edit their selections).



## Priority 2

1. Based on the theme that: (not an overwhelming majority thinks they'll, overall, save time booking a reservation through our app), an insight is: (users need an optimized flow to book a reservation).
2. Based on the theme that: (the filtering functionality is useful for almost all users), an insight is: (users see value on the filtering functionality).
3. Based on the theme that: (the booking flow is usable for almost all users), an insight is: (users consider the booking flow intuitive).

# Design Updates

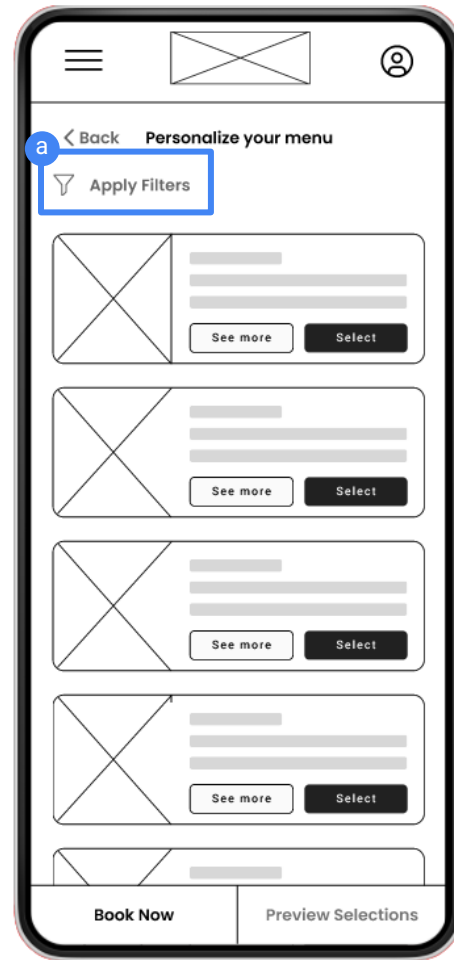
# Almost all users were unsure how to customize the menu for their group

## Part 1

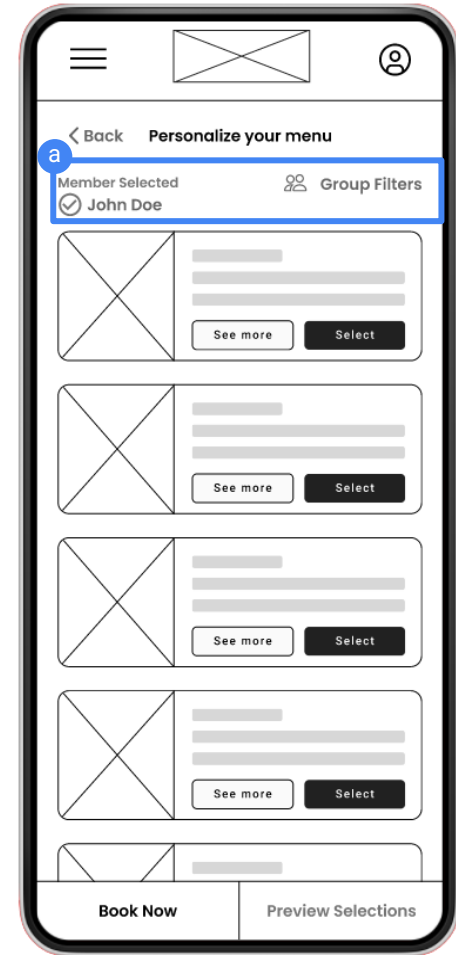
Supporting evidence from the usability study.

- 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



Before

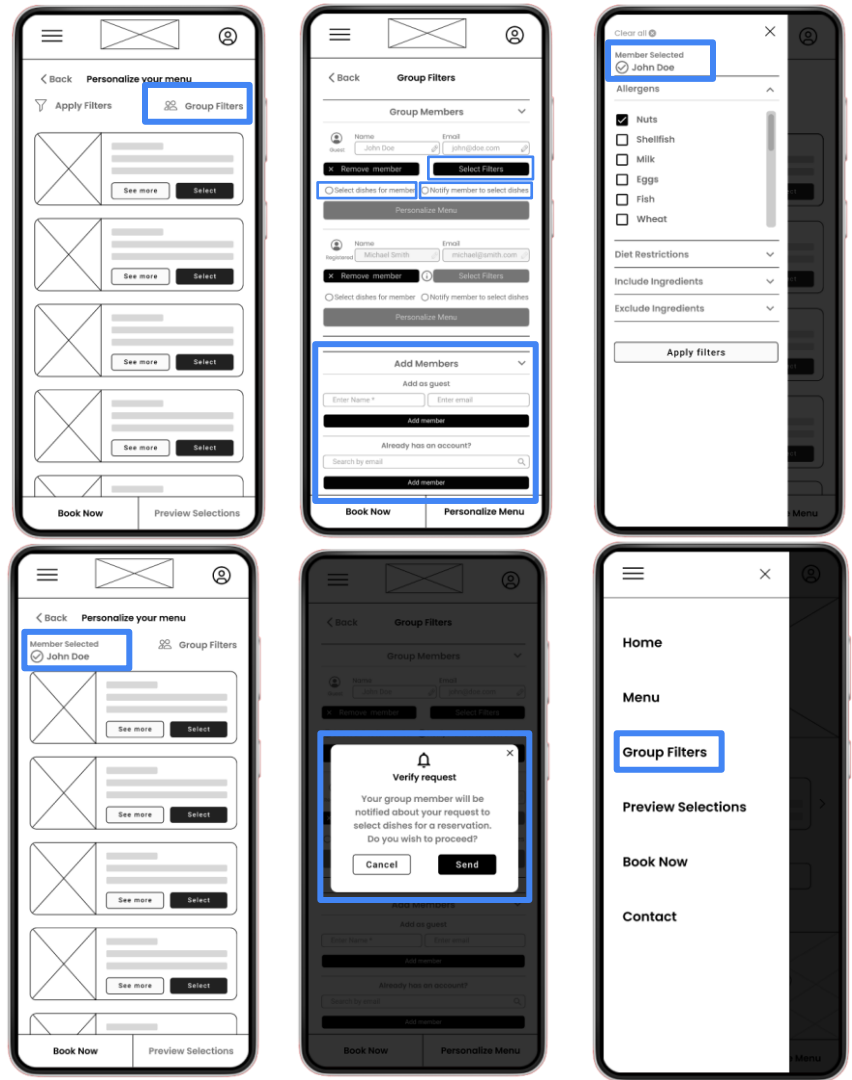


After

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

## Part 2

A new user flow was created to accommodate the **updated designs**. You can see relevant screenshots on the right



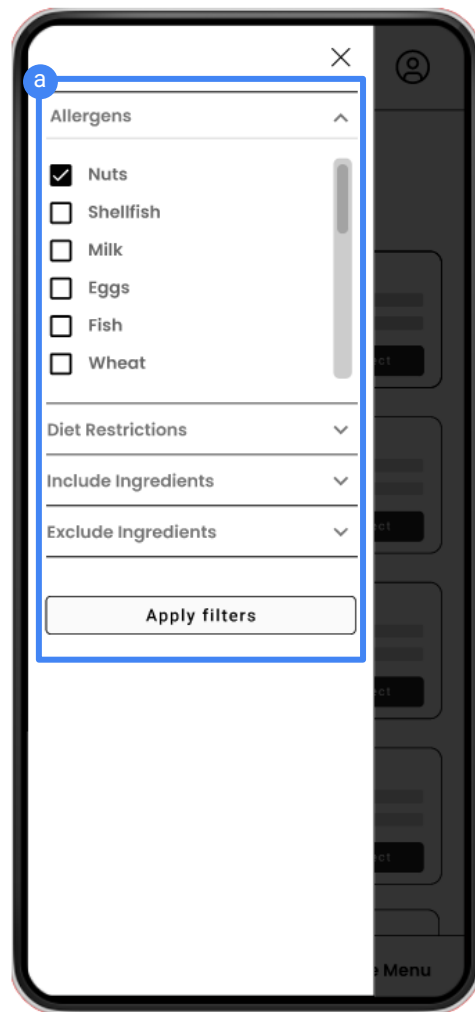
## For most users the filtering process is time consuming

Supporting evidence from the usability study.

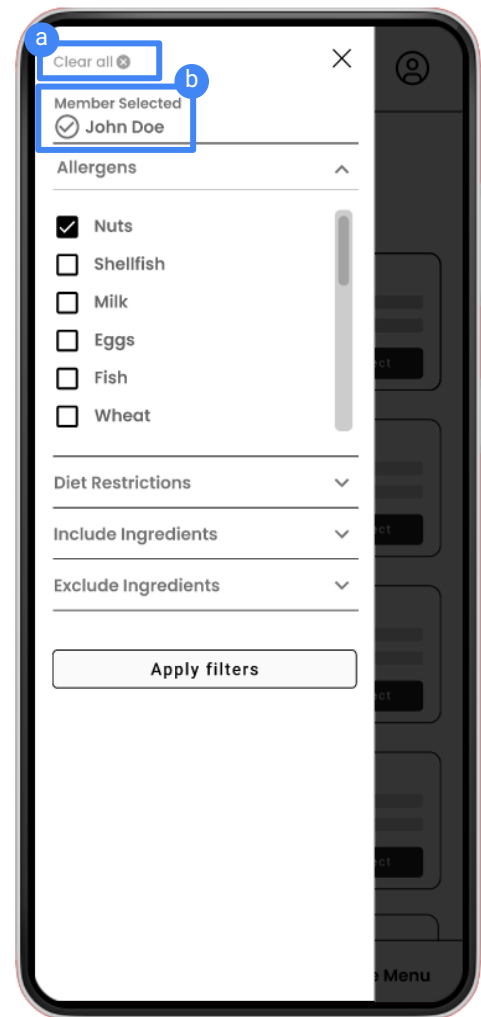
- 4 out of 5 participants found the filtering task tedious or long.
- 4 participants had to look around for a long time to figure out what to do.
- 2 participants shared it was tedious to filter ingredients for each member.

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

Participant E



Before



After

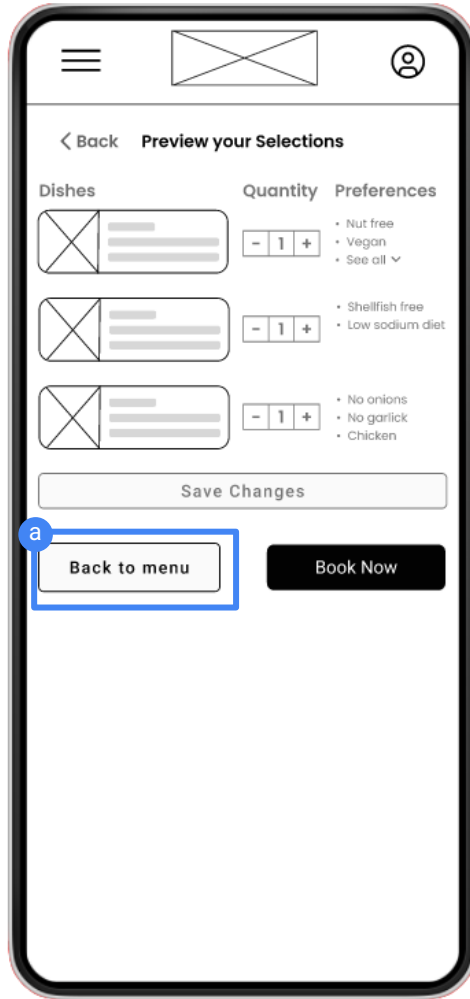
## For most users it's not immediately clear how to edit their selections from the preview page

Supporting evidence from the usability study.

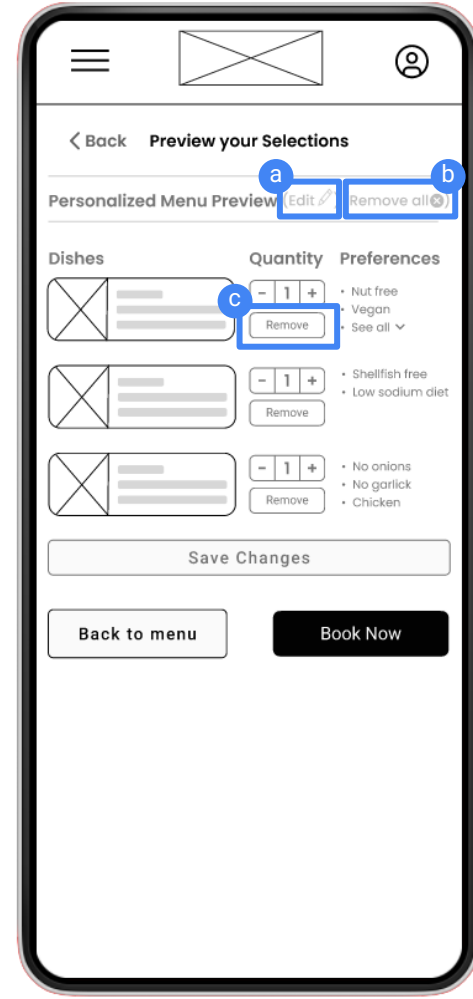
- 4 out of 5 participants were confused on how to edit their selections from the preview page.
- 4 participants had to look around for a long time to figure how to proceed.
- 1 participant could not proceed and abandoned the task.

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

Participant A



Before



After

Recommendations for  
additional research

# Recommendations

The optimization of the menu customization functionality inspired us to include a whole new user flow, so we propose:

- An in-house Alpha Testing of the updated prototype for quick and inexpensive tweaks
- A competitive audit to confirm the Unique Value Proposition our product offers to the users
- A new Usability Study of the updated prototype to ascertain the designs fulfil our primary goals



Next steps

## Our next steps

- A meeting with the engineering team, to decide what aspects of the new designs are feasible & estimated timelines
- A meeting with the management team & the stakeholders, to decide if the new designs are viable & follow the brand's guidelines
- A brainstorming session with the design team to inspire our designs for the next phase of creating a high-fidelity prototype

I would like to take the time and acknowledge our User Research team for their valuable insights, our Engineering team for transforming our designs into well built products, our Management team for providing such inspired guidance, and our Stakeholders for placing their trust on us to deliver a high quality product

# Thank you!