Olive Tree restaurant web-app Usability Study

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Presentation #3

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?

We have already conducted one round of usability studies on the lo-fi prototype & used the derived insights to iterate on the designs. In this round we will use a hi-fi prototype to get feedback on designs that closely resemble our final product, so we can check how our product fares on the major UX metrics (Useful, Usable, Enjoyable & Equitable).

Study Details

Research Questions

- Figure out if users can customize the menu for their whole group.
- Identify any pain points users experience customizing the menu for their group.
- Do users think this feature is helpful, useful & enjoyable?
- Figure out if users can complete booking a reservation.
- How long does it take to book a reservation.
- Are there parts of the user flow where users get stuck?
- Do the visual elements support the users in navigating through the app

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.
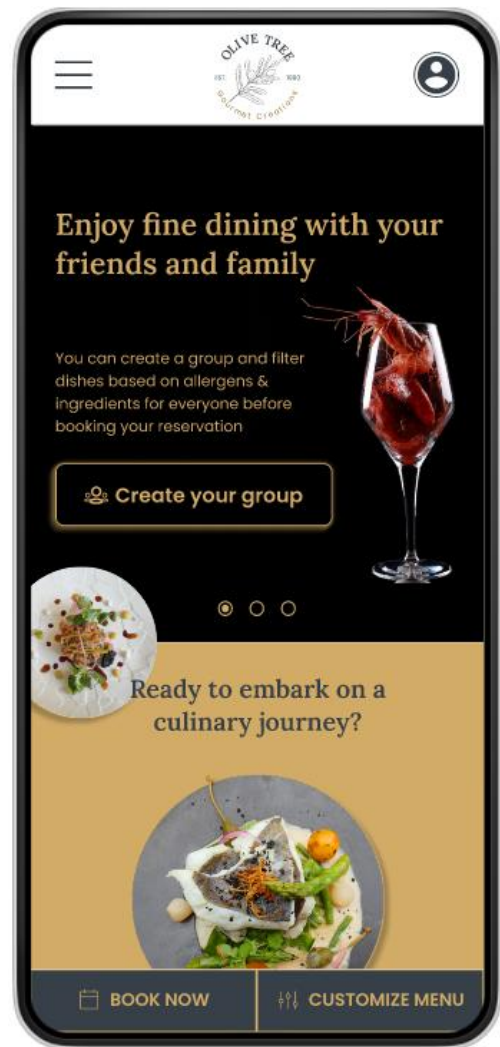
Methodology

30 minutes

Greece, Remote

Moderated usability study

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

Prototype Tested

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

Themes

Almost all users were unsure on which menu customization flow they were at a given time

Supporting evidence from the usability study.

- 5 out of 5 participants had trouble understanding whether they were selecting dishes for themselves or their group.

- All participants thought the task was confusing.

"I wasn't sure where I was every time, if the selection was for me or for a another member."
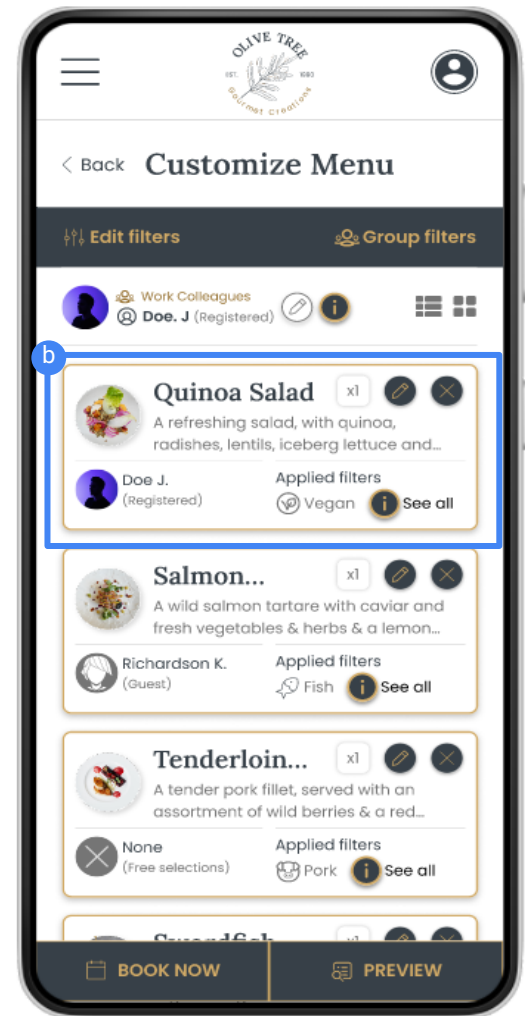Participant B
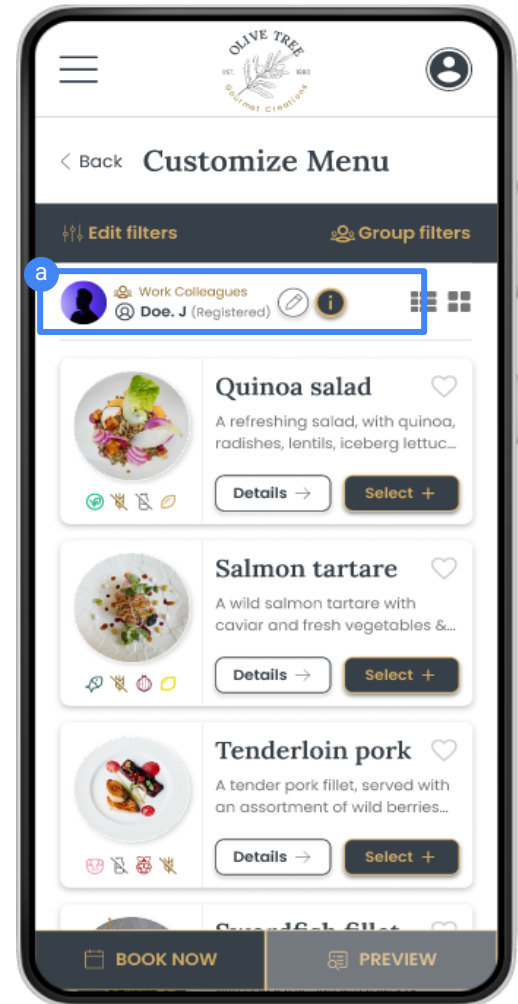
For many users the selected dish layout was confusing

Supporting evidence from the usability study.

- 3 out of 5 had trouble understanding the applied filters & the quantity indicator on a selected dish.

- 2 participants had to look around for a long time to figure out what to do.

"The quantity looks like a small input field & I thought it was clickable, but seems to do nothing"
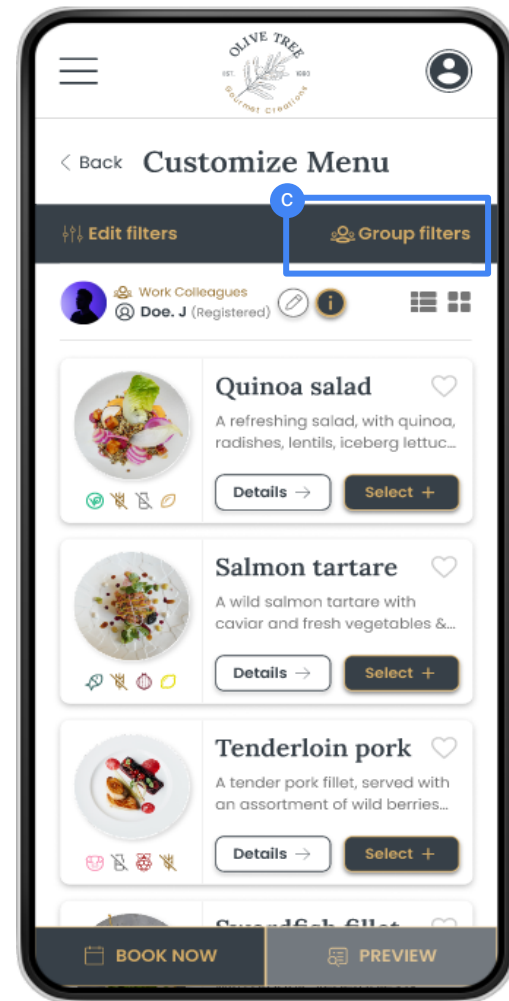Participant E

Most users would prefer a more intuitive way to access their groups or members

Supporting evidence from the usability study.

- 4 out of 5 participants thought the "Group filters" wording was confusing for accessing their groups.

- 3 participants had to look around to figure how to proceed.

"The only thing relevant to groups I see is the Group filters area, but I think the wording is a bit confusing since it doesn't open any filters, but just takes me to my groups page"
Participant D

For most users it's not immediately clear how to remove a selected dish

Supporting evidence from the usability study.

- 4 out of 5 participants were confused which button to press to remove a selected dish.

- 3 participants said they expected a trash bin icon to remove a dish, like they see in most apps, rahter than an X icon.

"Perhaps the x icon on the remove button could be a trash bin icon, so it's more clear"
Participant B
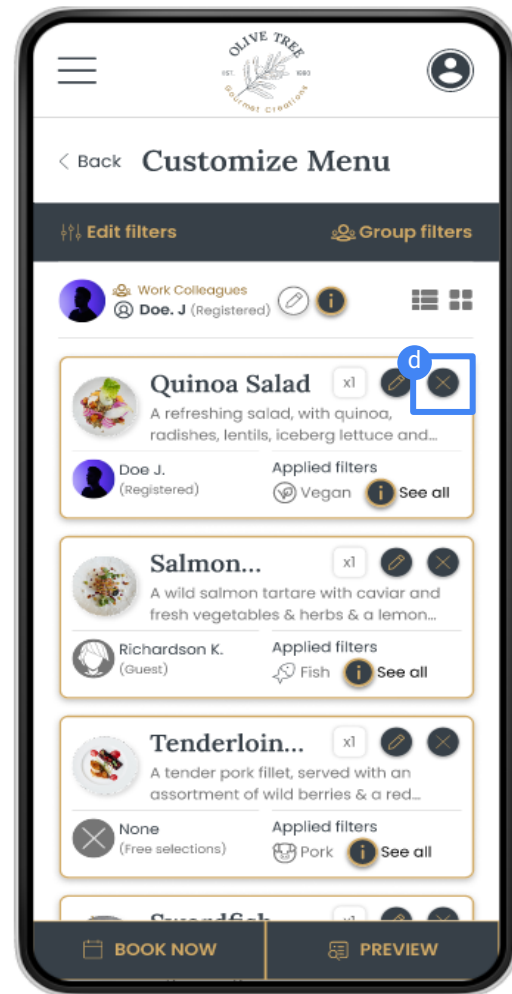
Insights & Recommendations

Research insights

Customizing menu for group is confusing

Users need a streamlined flow to customize the menu for them or their group

Selected dish layout isn't clear

Users need better cues on the actions/features available on a selected dish

Language to access groups is confusing

Users need better cues for what steps are required to access their groups or members

"Remove dish" iconography isn't universally understood

Users need a more intuitive way to remove a selected dish

Recommendations

- Provide users a way to select from the beginning whether they want to customize the menu for a group, just select dishes by themselves or simply book an "empty" reservation. This way, each flow will be clear and separate from the others.

- Change the selected dishes layout, so all actions & features available are clear & intuitive to the users.

- Use clearer language that communicates the appropriate action that will be taken on Filters/Groups Call-to-action bar.

- Change the remove dish icon from an X to a trash bin, so it's more intuitive & understood universally by users

Thank you!