

Olive Tree restaurant web-app Usability Study

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Presentation #4

Team

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Review of previous presentation

Review of our previous presentation

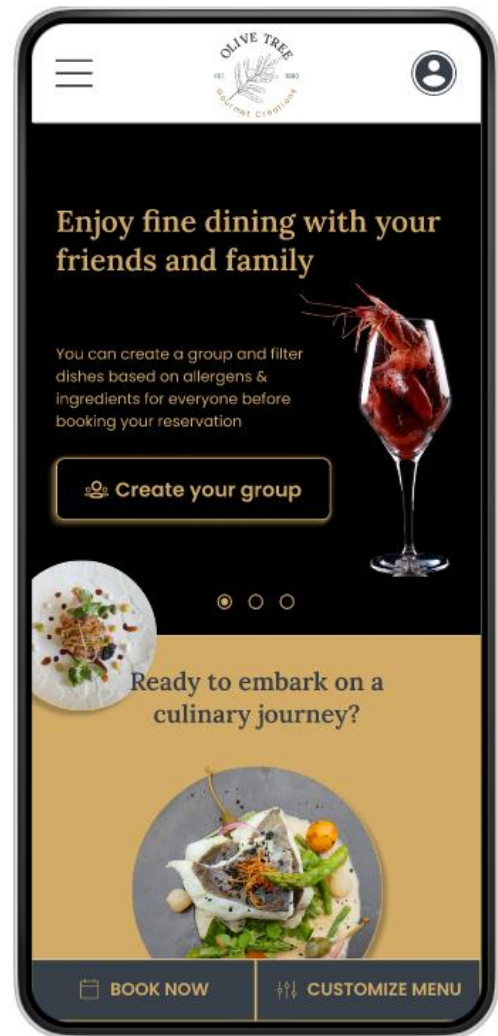
We conducted a moderated usability study on our hi-fidelity prototype, and after analysing the valuable data we collected from our users we identified several themes.

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 select from the beginning whether they want to customize the menu for a group, just select dishes for 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 to the users.
- Use clearer language that communicates the appropriate action that will be taken on Groups CTA.
- Change the icon to a trash bin, so it’s more intuitive & understood universally by users

Updated Prototype

The high-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 on which menu customization flow they were at a given time), an insight is: (users need a streamlined flow to customize the menu for them or their group).

Priority 1

1. Based (for many users the selected dish layout was confusing), an insight is: (users need better cues on the actions/features available on a selected dish).
2. Based on the theme that: (most users would prefer a more intuitive way to access their groups), an insight is: (users need better cues for what steps are required to access their groups or members).
3. Based on the theme that: (for most users it's not immediately clear how to remove a selected dish), an insight is: (users need a more intuitive way to remove a selected dish).

Priority 2

1. Based on the theme that: (almost all users consider the app useful & innovative), an insight is: (users see value & originality on our app).
2. Based on the theme that: (the booking flow is usable for almost most users), an insight is: (users consider the booking process easy).
3. Based on the theme that: (most users find the app enjoyable), an insight is: (users are delighted when using our app).

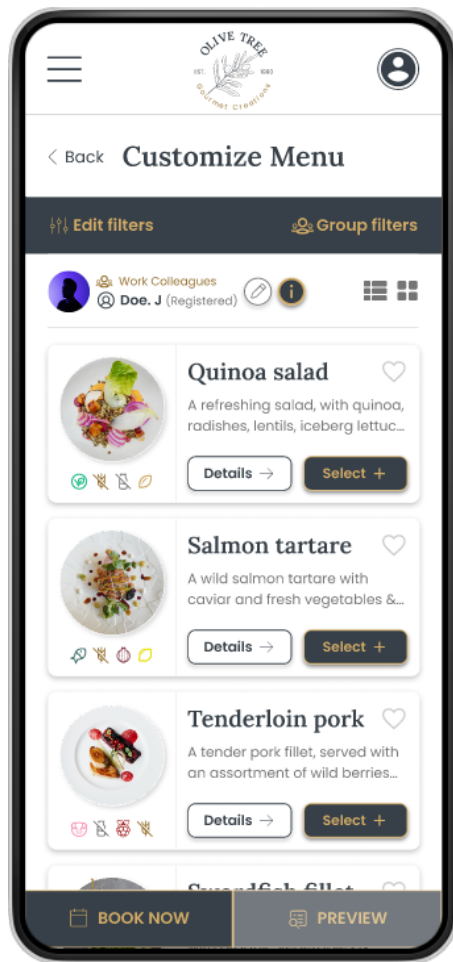
Design Updates

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

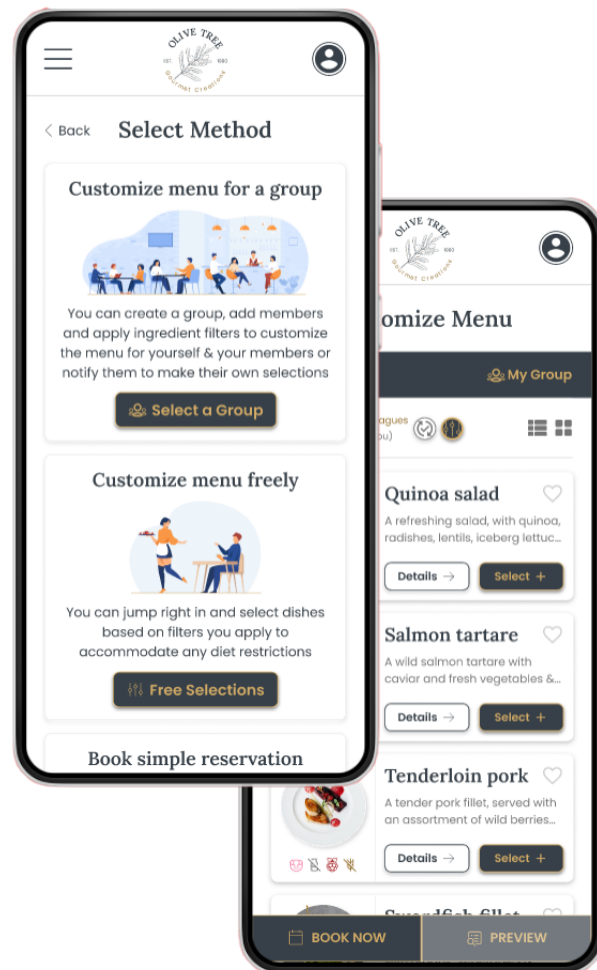
Supporting evidence from the usability study.

- 5 out of 5 participants had trouble understanding the distinct flows.
- 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



Before



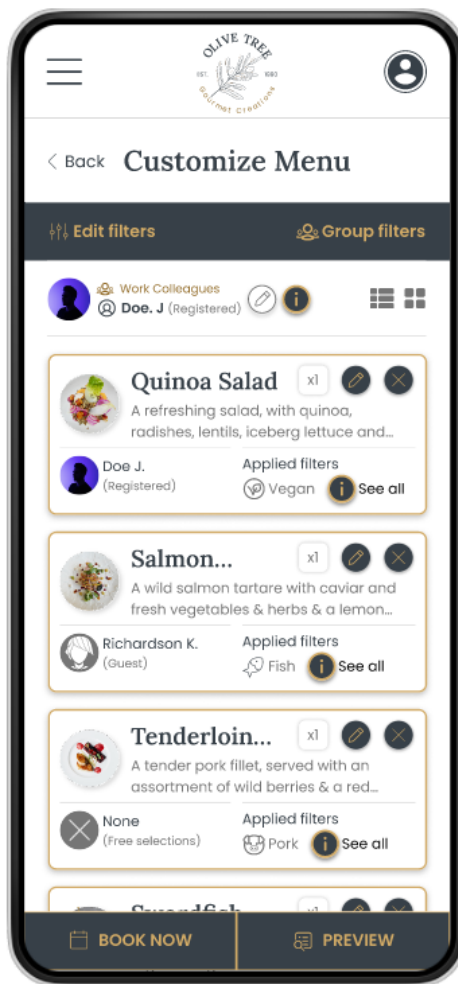
After

For many users the selected dish layout was confusing

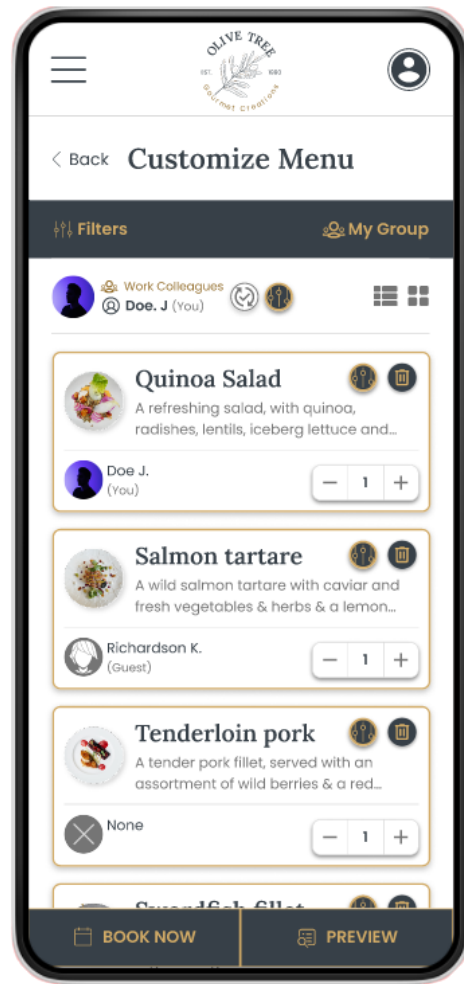
Supporting evidence from the usability study.

- 3 out of 5 participants found the selected dish layout confusing.
- Most participants had trouble understanding the available actions.

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



Before



After

Recommendations for
additional research

Recommendations

The iterations on the menu customization process included some new user flows , so we propose:

- A new Usability Study of the updated hi-fi prototype to ascertain the designs fulfil our primary goals
- A post launch monitoring of the conversion rates & drop-off rates for reservations booked through our web-app using the menu customization features

Next steps

Our next steps

- A meeting with the engineering team, to ascertain the new designs are feasible & estimate development timelines
- A meeting with the management team & the stakeholders, to decide if the new designs are viable & follow the brand's guidelines
- Prepare to hand-off the designs, assets & guidelines to the engineering team

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!