

# Case study title

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Ben Ferdinands

# Project overview



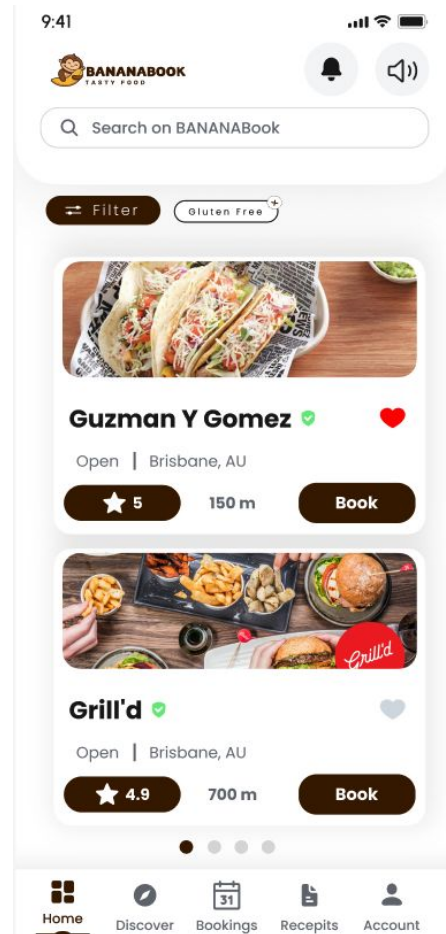
## The product:

The app goal was to allow restaurants feature there booking process in an easy to use app that makes the process simple.



## Project duration:

Dec 2022 to March 2023



# Project overview



## The problem:

To make the goal of booking a table easy for users without the need for a restaurant to host their own app.



## The goal:

- Make booking Simple
- Make booking personal
- Give users the ability to indicate health and social requirements to find the right location.

# Project overview



## My role:

Ben Ferdinands is the lead UX designer & Frontend Developer



## Responsibilities:

- Research
- Wireframing
- Prototyping
- Project Management

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



To design a user-friendly table booking app, I conducted both qualitative and quantitative research. First, I surveyed potential users to gather insights into their current booking habits, preferences, and pain points.

Then, I conducted in-depth interviews with a smaller group of users to understand their needs and behaviors more deeply. I also analyzed data from existing restaurant booking apps to identify common patterns and features.

Going into the research, I assumed that users primarily care about convenience and speed when booking a table, but my research showed that personalization and the ability to filter for dietary requirements and social preferences were also important factors. Additionally, I found that many users were motivated to book through loyalty programs and discounts, which reinforced the importance of incorporating these features into the app.

Overall, my research helped me gain a deeper understanding of users' needs and preferences, which informed the design of the app.

# User research: pain points

1

## Finding locations with dietary requirements

The app could offer advanced filters and search options that allow users to specify their dietary needs and preferences.

This could include filters for vegan, vegetarian, gluten-free, and other dietary restrictions, as well as options to search for specific cuisines or ingredients.

2

## Lack of loyalty incentives

Users may feel disincentivized to use a particular restaurant booking app if they don't feel like they are receiving any benefits for doing so.

The app could address this pain point by offering loyalty programs, discounts, or other incentives for frequent use.

3

## Inconvenient booking process

Users may feel frustrated by a clunky, time-consuming booking process that requires them to enter a lot of information or navigate multiple screens.

The app could address this pain point by streamlining the booking process and using clear, intuitive design to guide users through each step.

4

## Poor communication

The app could streamline the booking process and use clear, concise language to guide users through each step.

This could include providing helpful tooltips or explanations for any confusing or unfamiliar terms, as well as sending timely confirmations and reminders about upcoming reservations.

# Persona: Emily

## Problem statement:

Emily is a Business Professional who needs app with good personalisation because she needs to book a restaurant fast for work.



**Emily**

**Age:** 30 - 40  
**Education:** BA Finance  
**Hometown:** Adelaide  
**Family:** Single  
**Occupation:** Accountant

“I love trying new restaurants and cuisines, but I don't want to spend hours searching for the perfect one.”

## Goals

- Her main goal is to be able to make restaurant reservations quickly and easily, even when she's on the move.
- She doesn't want to have to spend a lot of time searching for restaurants.
- She needs quality information as she is booking for work and personal reasons.

## Frustrations

- Not being able to find and book tables at popular restaurants, especially on short notice.
- She also gets frustrated when she can't easily find information about a restaurant's menu or pricing before making a reservation.
- When apps don't have enough details eg: payment options

Emily is, a young professional who is always on the go. She needs an app that allows her to make reservations quickly and easily, even when she's on the move allowing her to pick appropriate restaurants.

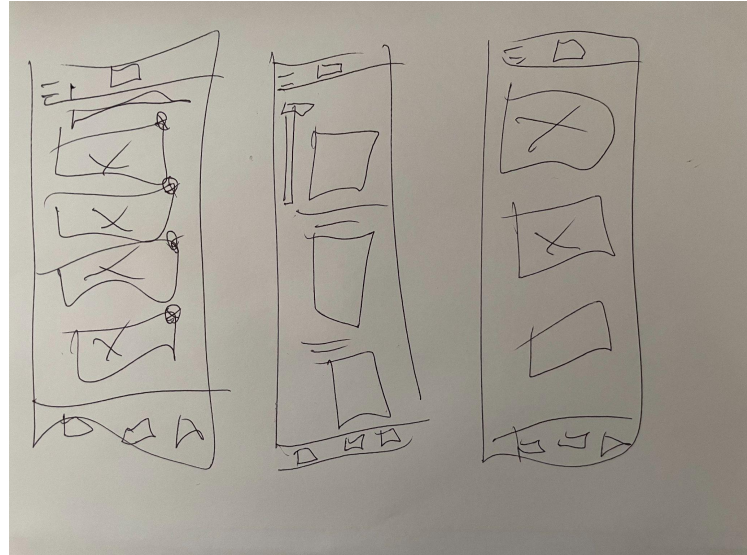
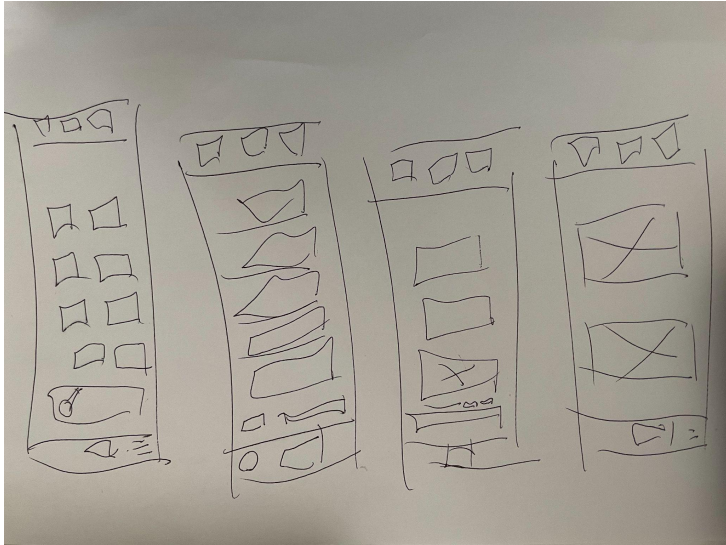


# User journey map

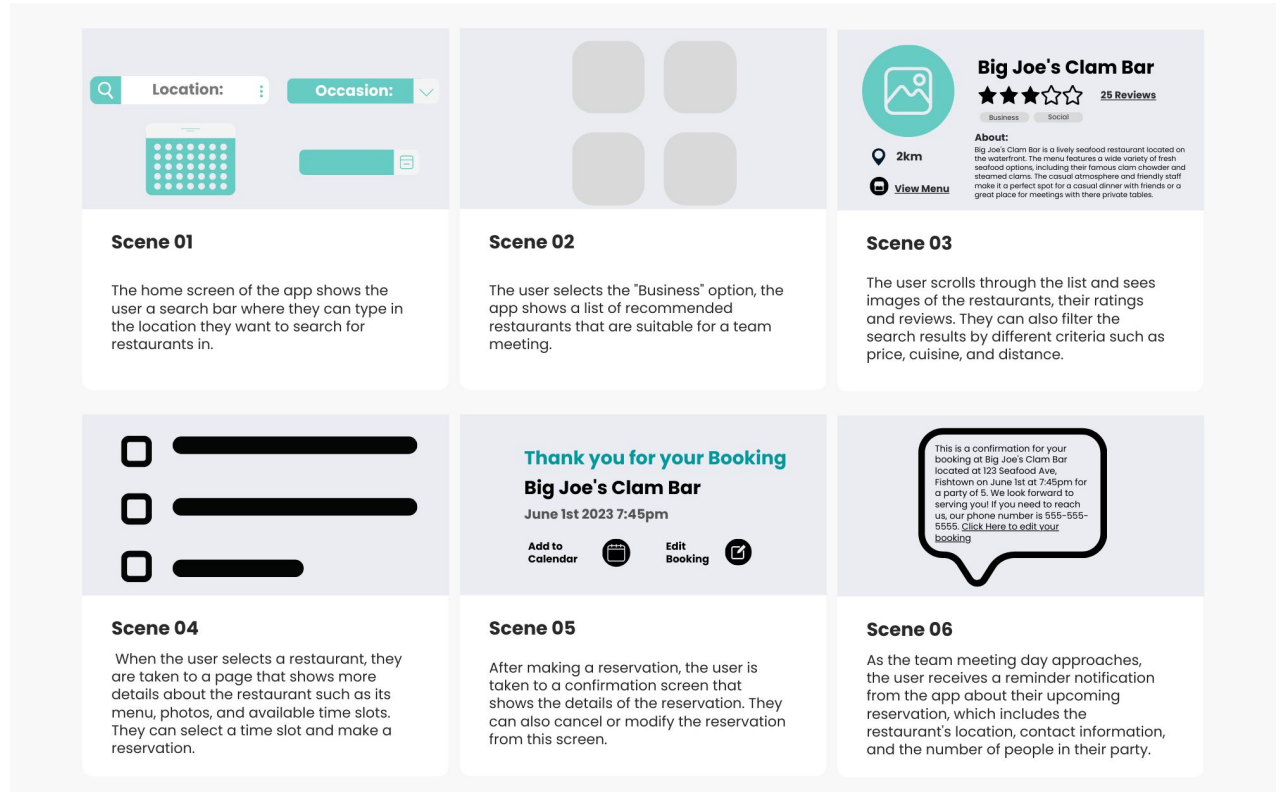
ACTION	Researching restaurant options	Making a reservation	Arriving at the restaurant	Dining experience	Post-dining evaluation
TASK LIST	<ul style="list-style-type: none"><li>Open the restaurant reservation app</li><li>Enter the location and type of cuisine desired</li><li>Browse through the list of restaurants</li><li>Read reviews and view menus</li></ul>	<ul style="list-style-type: none"><li>Select the desired restaurant</li><li>Choose the date, time, and number of guests</li><li>Enter personal information (name, phone number, email)</li><li>Confirm the reservation</li></ul>	<ul style="list-style-type: none"><li>Check in with the host or hostess</li><li>Wait to be seated</li></ul>	<ul style="list-style-type: none"><li>Place an order with the server</li><li>Eat and Drink</li><li>Pay the Bill</li></ul>	<ul style="list-style-type: none"><li>Rate the restaurant and leave a review</li><li>Share the experience on social media if desired</li></ul>
EMOTIONS	<p>Excited to try a new restaurant, overwhelmed by the number of options</p>	<p>Eager to try the chosen restaurant, worried about forgetting the reservation details</p>	<p>Excited to try the food, anxious about the wait time</p>	<p>Satisfied with the food and service, rushed to finish the meal and pay the bill</p>	<p>Glad to have tried a new restaurant, hoping to have a similar experience in the future</p>
IMPROVEMENT OPPORTUNITIES	<p>A more user-friendly interface for browsing restaurants and filtering options have transcription options</p>	<p>Simplified reservation process, automatic confirmation and reminder emails and text messages</p>	<p>More efficient check-in and seating process, real-time wait time updates</p>	<p>More relaxed atmosphere, easier bill-splitting options</p>	<p>More robust review system, personalized restaurant recommendations based on past reviews.</p>



# Paper wireframes



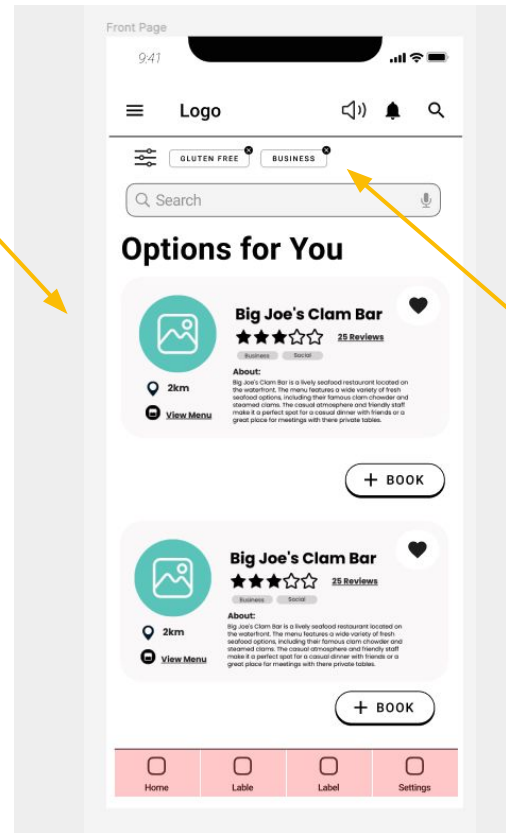
# Paper wireframes



# Digital wireframes

I created the home page to allow users to find locations based on filters that were close to them

Cards with details of the restaurant



Filters for social and personal outcomes

# Digital wireframes

The booking process  
needed to be easy and  
straightforward

Description of  
the element  
and its benefit  
to the user

Booking Time  
9:41

Logo

< BACK

**Big Joe's Clam Bar**  
**FILL THIS INFORMATION FORM  
TO MAKE A RESERVATION**

● Reserve info — ● User info — ● Confirm

Date of reservation \*  
March 7, 2023

Time of reservation \*  
10:00 AM

Guests number \*  
2

Table near the window

Special requests  
Type text

Proceed

Home Profile Label Settings

Description of  
the element  
and its benefit  
to the user

# Low-fidelity prototype

Restaurant Booking App  
Connecting the Booking  
Experience

[Click to View Prototype](#)



# Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

## Round 1 findings

- 1 Users want personalisation
- 2 Users want to highlight favorite locations
- 3 Users want to be able to get SMS reminders

## Round 2 findings

- 1 Users want rewards for Loyalty
- 2 Users want to leave notes for restaurants
- 3 Users want to be able to change there bookings



# Refining the design

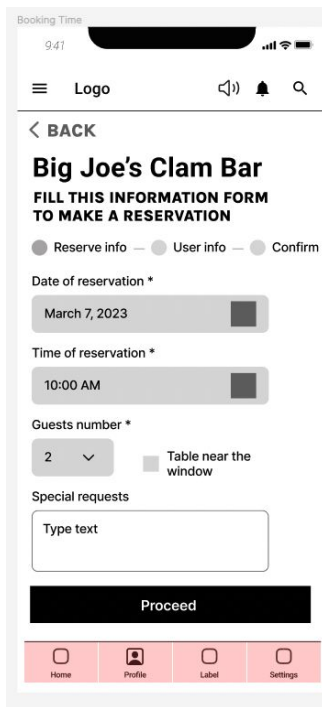
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- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

As i iterated based on feedback i found that the progress tracker was redundant and the special requests was better on the second page of the booking process.

Before usability study



Booking Time

9:41

Logo

< BACK

**Big Joe's Clam Bar**  
FILL THIS INFORMATION FORM  
TO MAKE A RESERVATION

Reserve info —  User info —  Confirm

Date of reservation \*

March 7, 2023

Time of reservation \*

10:00 AM

Guests number \*

2  Table near the window

Special requests

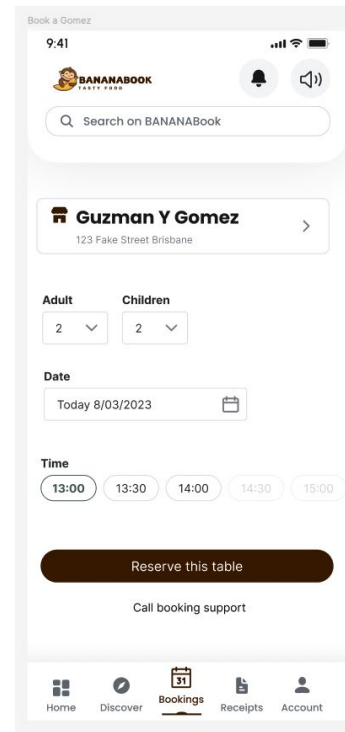
Type text

Proceed

Home Profile Label Settings



After usability study



Book a Gomez

9:41

BANANABOOK

Search on BANANABOOK

**Guzman Y Gomez**  
123 Fake Street Brisbane

Adult 2 Children 2

Date

Today 8/03/2023

Time

13:00 13:30 14:00 14:30 15:00

Reserve this table

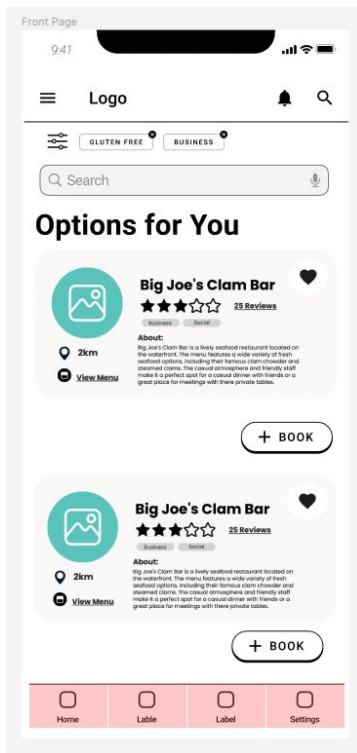
Call booking support

Home Discover Bookings Receipts Account

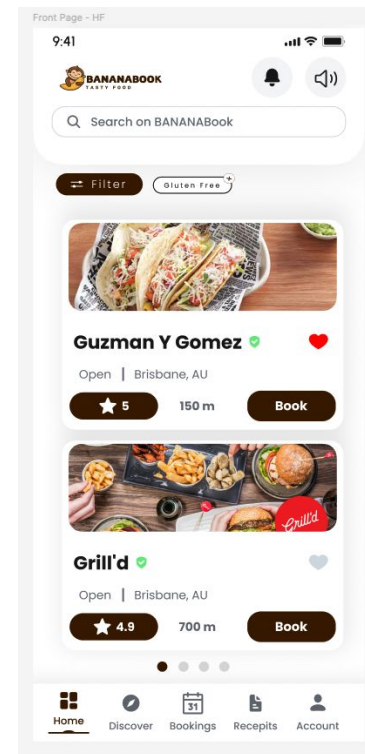
# Mockups

The original option for the restaurant cards users found was too cluttered so i kept it to its miniums and scoped an additional page for the information/

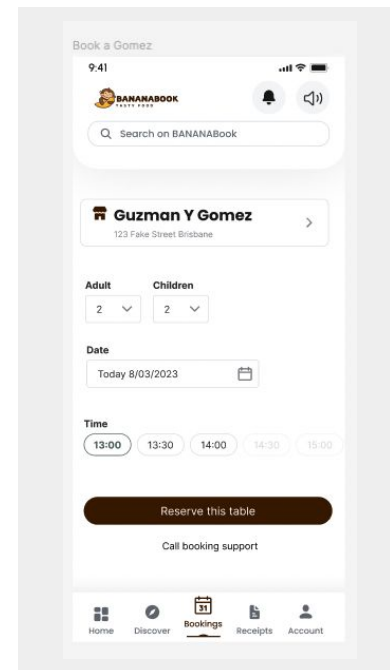
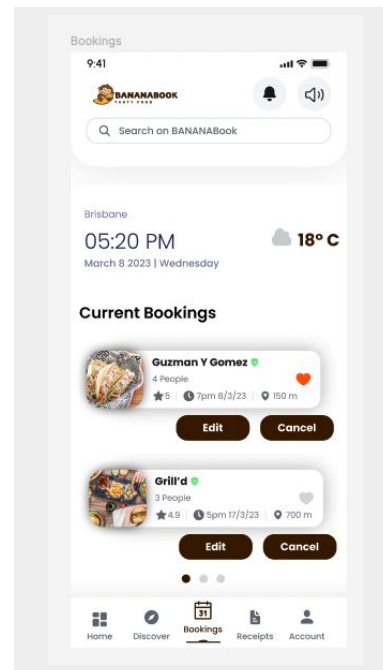
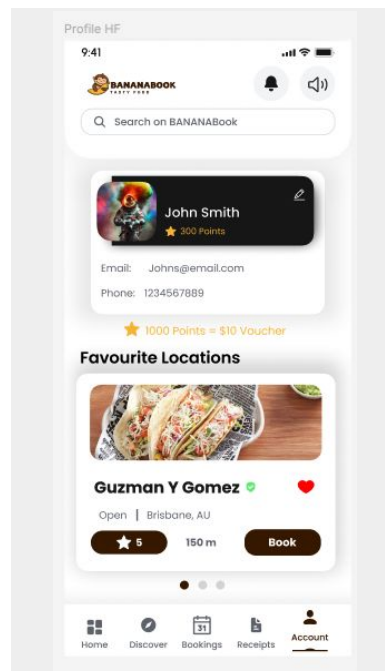
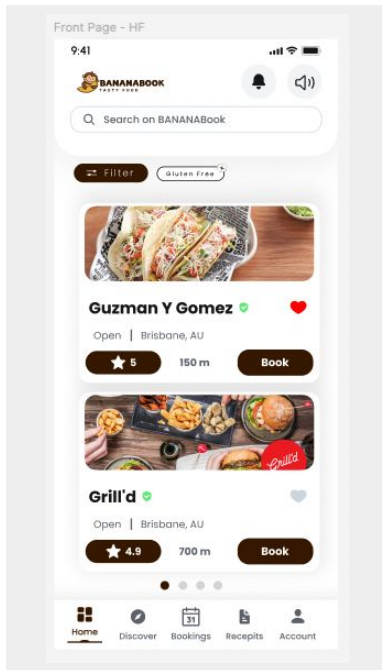
Before usability study



After usability study

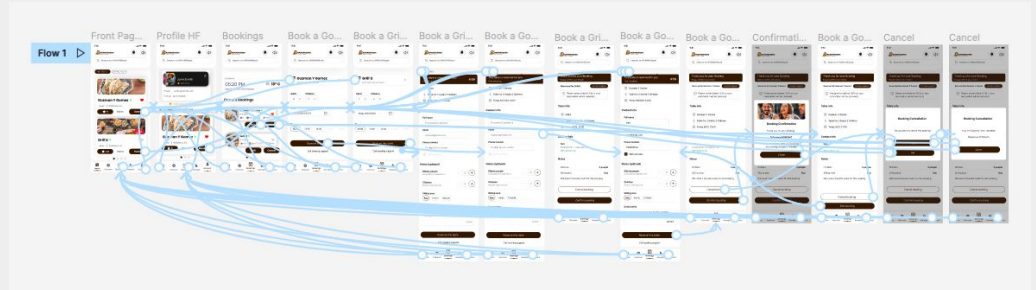


# Mockups



# High-fidelity prototype

[View High-fidelity Prototype](#)



# Accessibility considerations

1

## Screen reader accessibility:

Many users rely on screen readers to navigate digital content, so it's important to ensure that the app is fully compatible with these tools. This could include using clear, descriptive language for all interface elements, ensuring that all images and videos have alternative text descriptions, and properly labeling all form fields and buttons. Additionally, the app should be compatible with common screen reader software, such as VoiceOver and NVDA, and tested with users who rely on these tools to ensure a seamless experience.

2

## Color contrast and legibility:

Users with visual impairments or color blindness may struggle to read text or navigate the app if there is poor color contrast or insufficient font size. To address this, the app should use high-contrast colors for all interface elements and ensure that text is legible and easy to read even at small sizes. Additionally, the app could offer customizable font and color settings to allow users to adjust the interface to their personal preferences.

3

## Assistive technology compatibility:

Users with disabilities may rely on assistive technology such as screen readers, magnifiers, or alternative input devices to navigate digital content. To ensure that the app is accessible to all users, it should be designed to be compatible with a range of assistive technology tools. This could include testing the app with different assistive technology tools to identify and address any compatibility issues, and providing clear instructions for users on how to use these tools to interact with the app. Additionally, the app could offer additional accessibility features, such as speech recognition or text-to-speech conversion, to further enhance its compatibility with different assistive technology tools.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact We would Expect:

**Increased user satisfaction:** By addressing common pain points like finding locations with dietary requirements and poor communication during the booking process, the app could improve overall user satisfaction and lead to more successful bookings.

**Enhanced accessibility:** By designing the app to be compatible with assistive technology tools and addressing common accessibility issues like screen reader compatibility and keyboard navigation, the app could improve access for users with disabilities and create a more inclusive experience.

**Improved loyalty and retention:** By offering personalized experiences and loyalty rewards, the app could encourage users to return and book future reservations, leading to improved customer loyalty and retention.



## What I learned:

**User research is critical:** Conducting user research is essential to understanding the pain points and needs of users, as well as identifying key features and functionality that will drive engagement and satisfaction.

**Prioritizing accessibility is key:** Ensuring that the app is accessible to all users is not only the right thing to do, but it can also drive engagement and loyalty from users who may have been excluded from other similar apps.

**Iteration is essential:** Launching an app is just the beginning - continuous iteration and improvement based on user feedback and data is critical to maintaining relevance and driving continued engagement over time.



# Next steps

1

## **Conduct user testing:**

Once the app has been designed and developed, it's important to conduct user testing to identify any remaining pain points or usability issues. This could include testing the app with a diverse group of users, including those with disabilities or different dietary needs, and collecting feedback on the overall user experience.

2

## **Partner with restaurants:**

To make the app a success, it will be important to onboard a wide range of restaurants and ensure that they are fully integrated with the app's booking and communication features. This could involve reaching out to local restaurants and offering incentives for early adoption, as well as working with larger chains to ensure that their locations are listed and searchable within the app.

3

## **Iterate and improve:**

Based on user feedback and data analytics, continue to iterate and improve the app over time. This could include adding new features or functionality based on user requests, improving the overall user interface and user experience, and optimizing the app's marketing and outreach strategies to drive user adoption and engagement.

# Let's connect!



Thank you for your time you can contact me on [ben@email.com](mailto:ben@email.com)