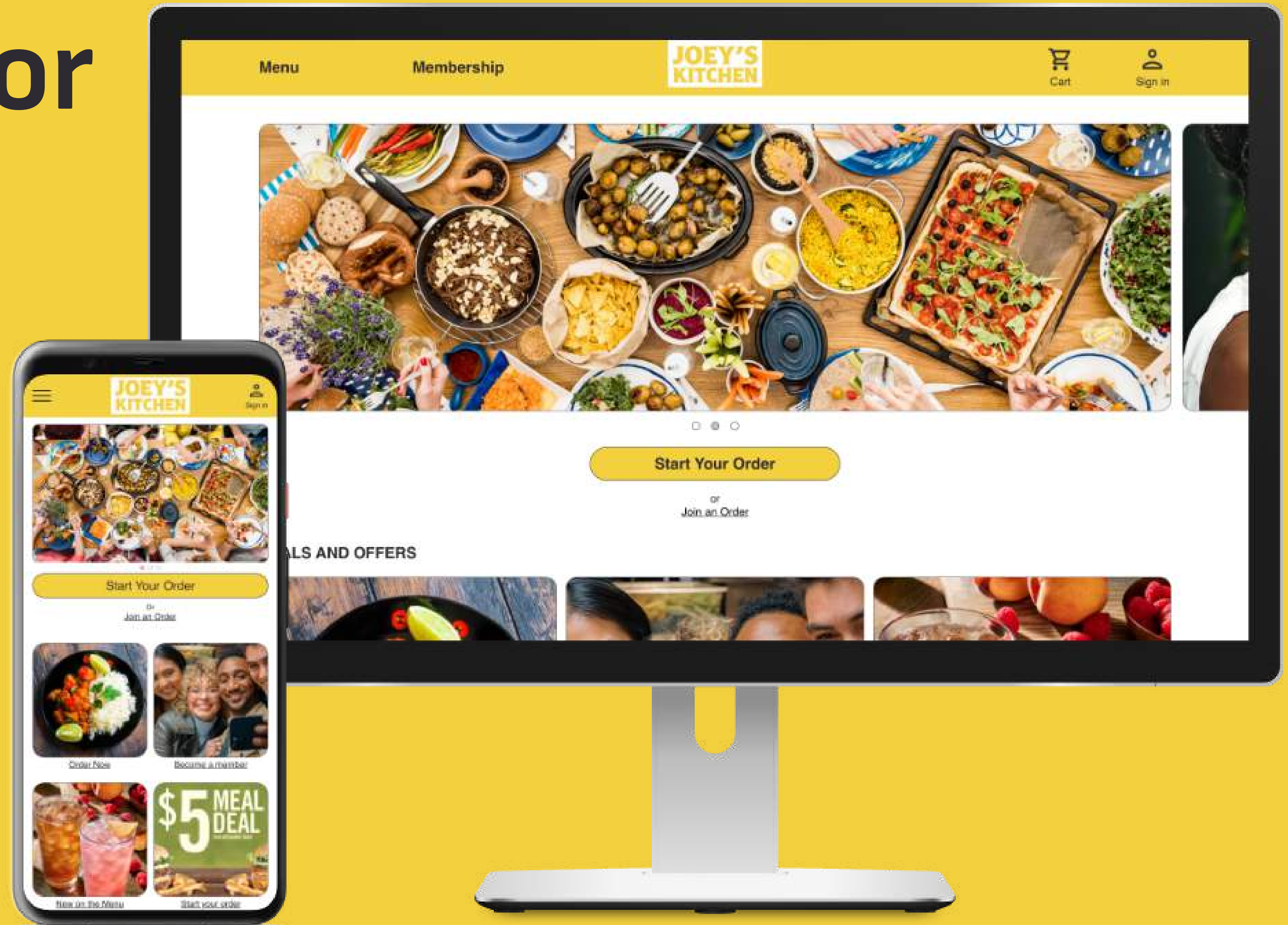


UX Case Study

Digital Menu For Takeout Restaurant



Akshay Patil
www.patilakshay.com

Project Overview

The Product

Joey's Kitchen, a beloved neighbourhood restaurant, sought to enhance the dining experience for its customers by introducing a modern Digital Menu solution. The result is a user-friendly, responsive website that empowers patrons to effortlessly explore the full menu, place orders conveniently from any location, and keep tabs on the status of their food deliveries in real-time

Project Duration

3 months (June 2023 to August 2023)

My Role

UX Researcher

UX Designer

Responsibilities

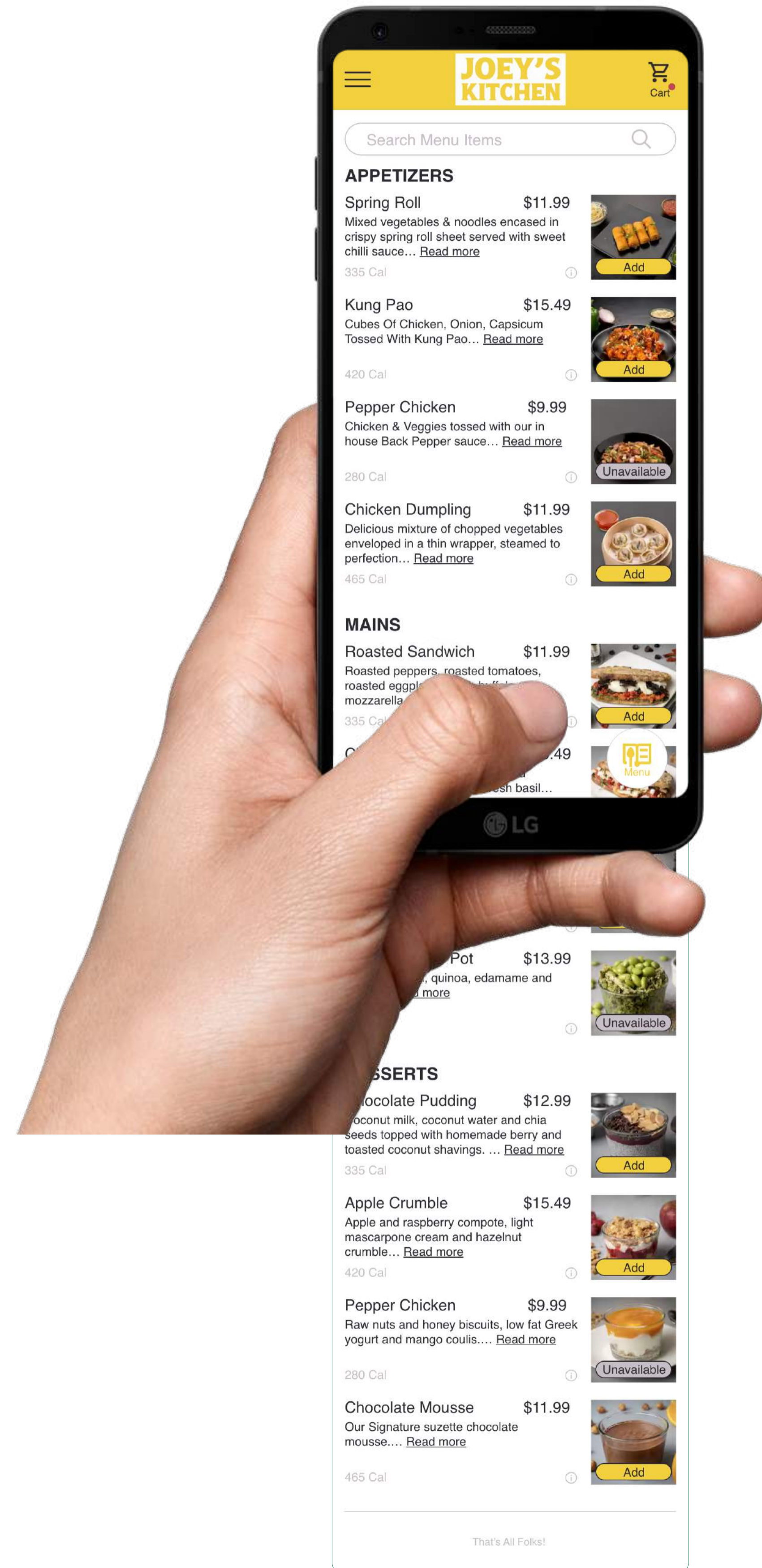
Conducting interviews with research participants, creating user personas, storyboarding, developing paper and digital wireframes, crafting low and high-fidelity prototypes, conducting usability studies, ensuring accessibility, and iteratively refining designs.

The Problem

Joey's Kitchen currently relies on traditional in-person or phone-based order placements, causing extended wait times for in-store customers. Delays in order processing are a common frustration among patrons, primarily attributable to the limited availability of menu information. This issue stems from the inability of customers to access essential details about the dishes offered.

The Goal

Develop a user-friendly, responsive website for Joey's Kitchen customers, facilitating seamless order placement on-the-go and real-time order tracking. The website should provide a comprehensive menu, including descriptions and availability, empowering customers to make informed choices.



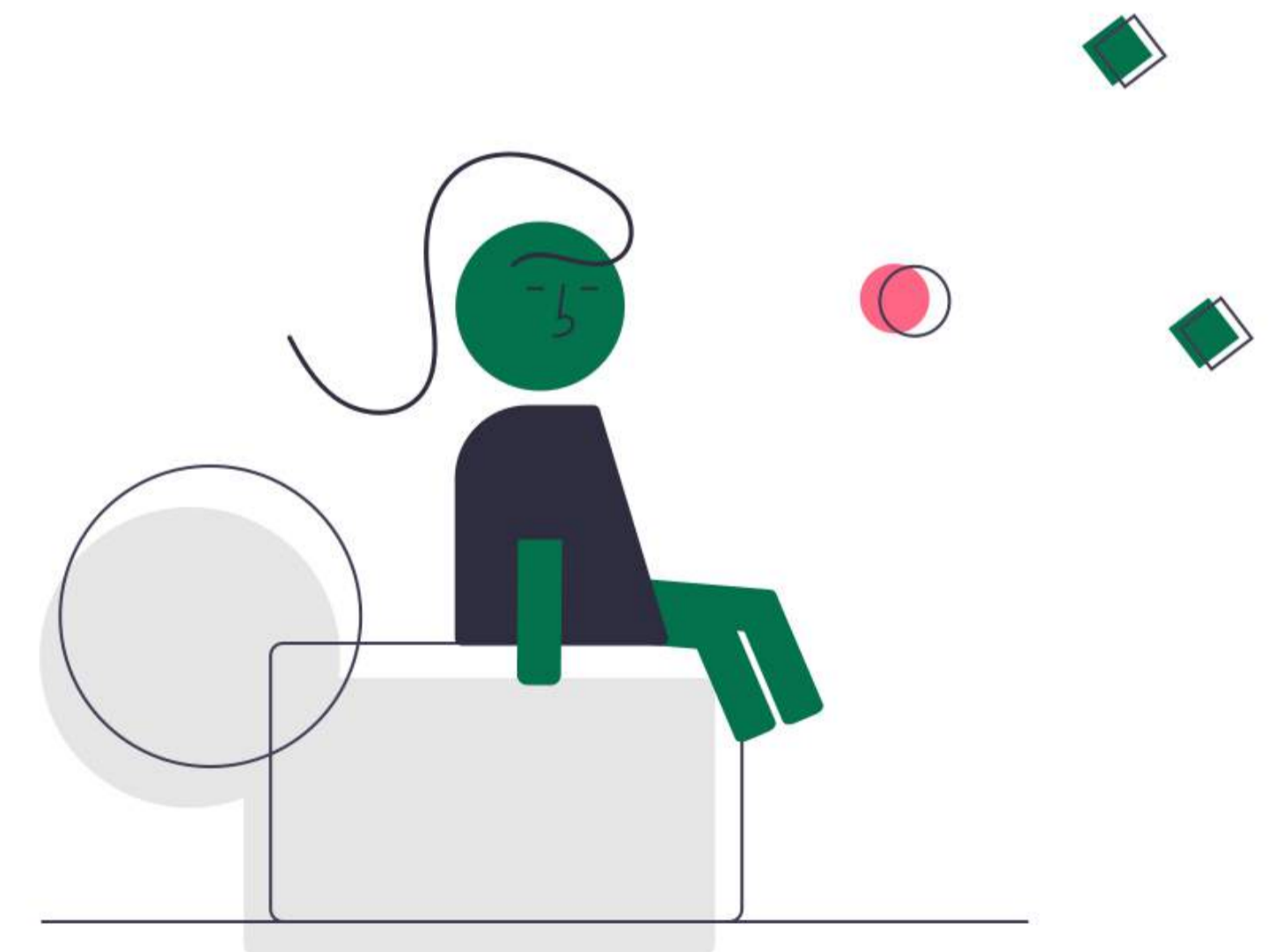
Design Process

Design Thinking Process

I opted for the design thinking process so as to provide a human-centered and iterative approach to problem-solving, allowing me to better understand user needs and create technologically feasible and inventive solutions.

The key stages involved in this process are as follows:

- 1 Empathize**
Research stage to develop an understanding of the users.
- 2 Define**
Analysing all research and observing where users' problem exist.
- 3 Ideate**
Generating a range of crazy, creative ideas
- 4 Prototype**
Building real, tactile representations for a range of ideas
- 5 Test**
Returning to users for feedback



User Research

Summary

Since Joey's Kitchen represents a small local takeout restaurant, researching for Joey's kitchen was about dealing with the problems of the current customers. Primary research was a suitable option for this project. I conducted user interviews with multiple people ranging from working professionals to college students who are more likely to order takeout from Joey's Kitchen during a busy schedule in their day.

To summarise the data gathered from the interviews, I created empathy maps to uncover the frustrations and their needs of the customers. Further I created a Persona, User story, User journey, and more to figure out the needs for a takeout restaurant. Problems like wait time after placing order, menu enhancement, order status were worked on in the research conducted.

Pain Points



Convenience

Customers seek the convenience of a mobile ordering system for on-the-go orders, enhancing their overall experience.



Menu Clarity

Customers anticipate a comprehensive menu with detailed information on ingredients and allergens to make informed choices when placing orders.



Real-Time Order Tracking

Patrons have a strong desire to track their order status after placing an order to ensure timely pickup and a hassle-free experience.

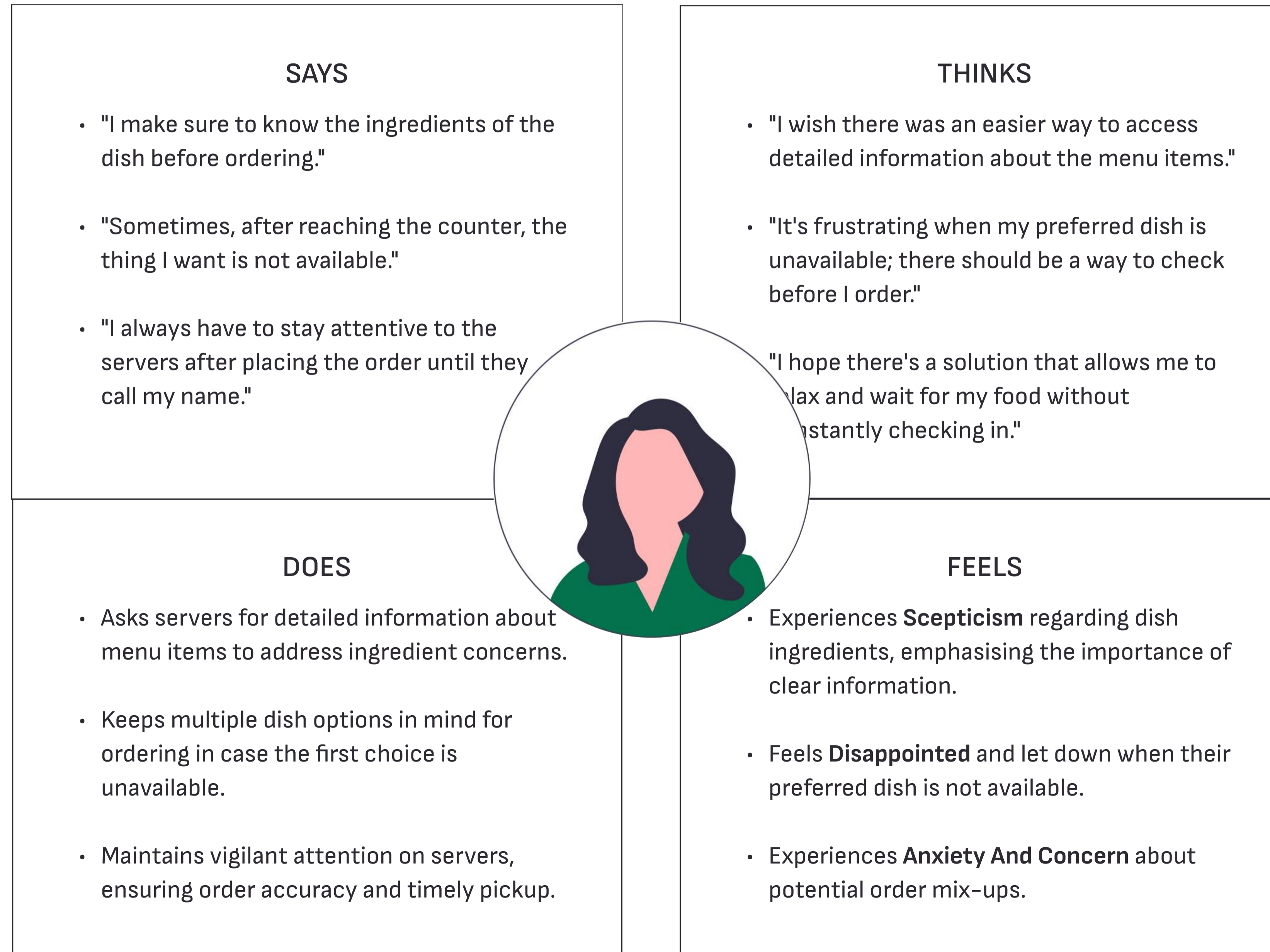


Time Management

Joey's Kitchen staff would greatly benefit from an efficient digital ordering system, replacing traditional phone and in-person orders, optimizing their time management and order handling processes.

Empathy Map

The empathy map created after interviewing particular type of users, emphasizes the significance of addressing ingredient concerns, reducing disappointment from unavailable items, and ensuring order accuracy for a more satisfying and convenient dining experience at Joey's Kitchen.



Persona & User Journey Map

Persona



Ellyse Decker

Name: Ellyse Decker

Age: 29

Education: Bachelor of Arts
in Interior Design

Hometown: Montclair, NJ

Family: Husband and Cat

Occupation: Project Manager
at a Design Firm
in New York City

"I Prioritize Efficiency During My Workday Lunch Breaks, Making The Most Of My Time To Enjoy A Satisfying Meal Without Sacrificing Productivity."

Background:

Ellyse is a driven and dedicated Project Manager in the field of interior design. She has a strong commitment to her burgeoning career in the design industry. Ellyse shares her home with her loving husband and their cherished feline companion.

Ellyse's typical workday involves ordering lunch from her preferred takeout restaurant to ensure she can enjoy a quick and satisfying meal without being away from the office for an extended period. She values punctuality to be back home on time to spend quality moments with her husband and their cherished cat. Ellyse's need for efficient and convenient food ordering aligns with her desire to maintain a healthy work-life balance.

Goals:

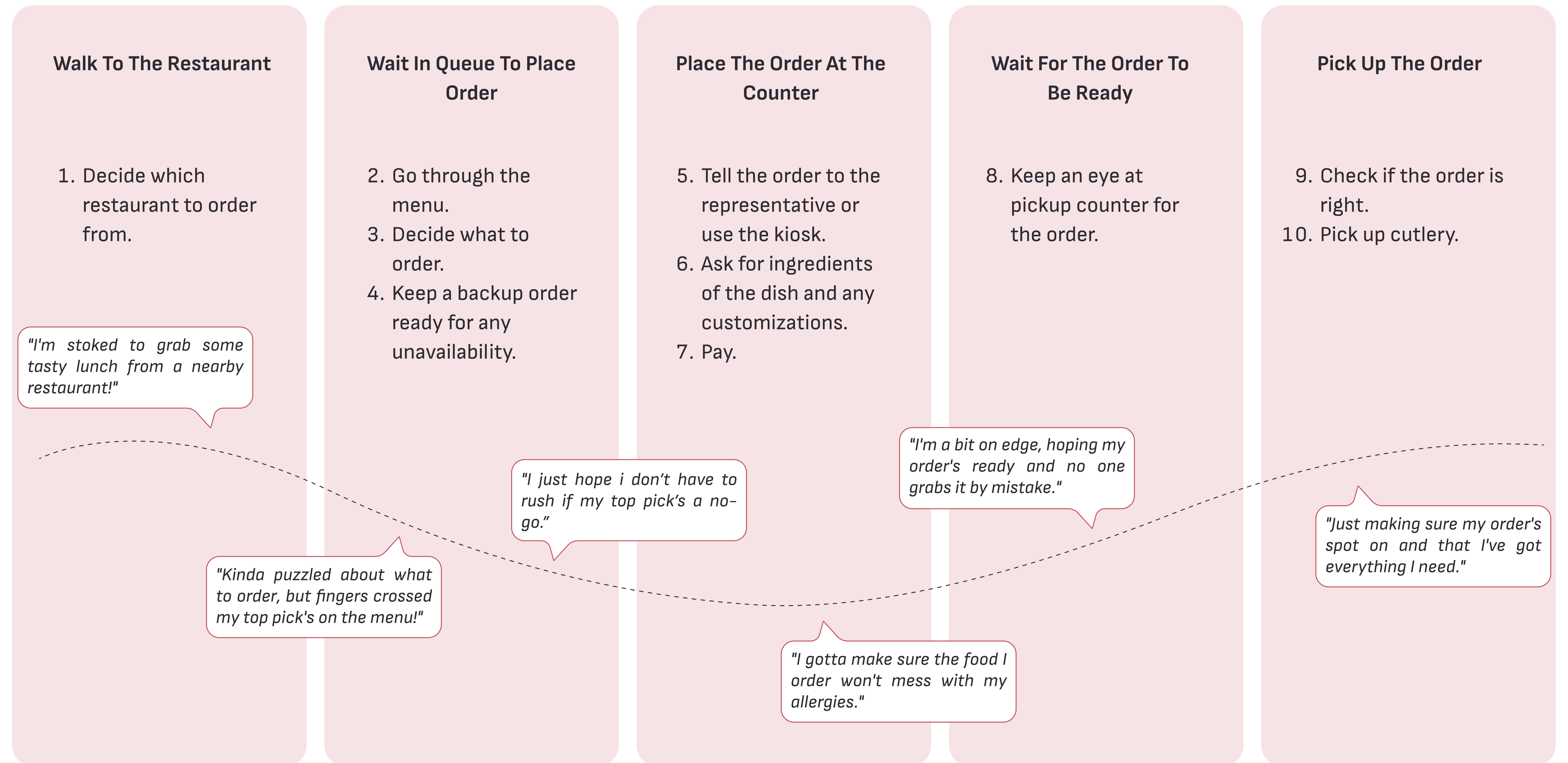
- **Efficient Lunch Ordering:** Ellyse aims to place her lunch order swiftly, minimizing disruptions to her workday.
- **Ingredient Clarity:** She wants to have access to detailed information about the ingredients in the dishes to avoid potential allergic reactions.
- **Order Accuracy Assurance:** Ellyse is keen on ensuring that her order is not mixed up with others during pickup, ensuring a hassle-free experience.

Frustrations

- **Ordering Wait-Times:** Ellyse dislikes waiting in queues to place her order, as it disrupts her busy work schedule and her goal of a quick lunch.
- **Allergic Concerns:** Ellyse is frustrated by the lack of ingredient information, as it could potentially lead to allergic reactions and discomfort.
- **Order Mix-Up Anxiety:** She is concerned that other customers might mistakenly take her order during pickup, causing confusion and inconvenience.

User Journey Map

Analyzing Ellyse's user journey highlighted the potential benefits of a Joey's Kitchen app, offering her real-time access to a comprehensive menu and order status while on the move.



Improvement Opportunities

Offer a user-friendly digital menu providing:

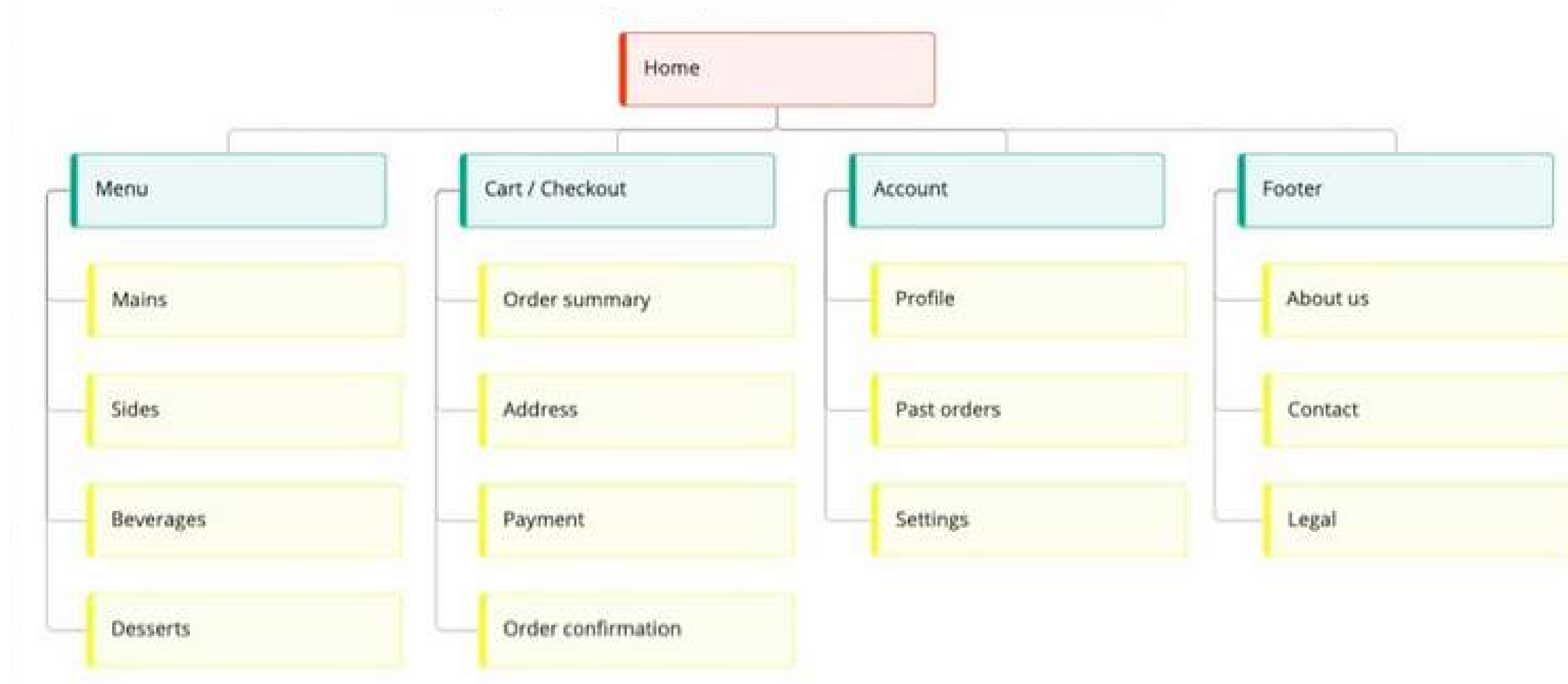
- A search feature for easy navigation.
- Clear highlighting of unavailable dishes.
- Detailed information about dishes, including ingredients and allergen details.

Provide real-time order status updates while waiting for her order.

Add checklist for common things like cutlery while placing order.

Sitemap

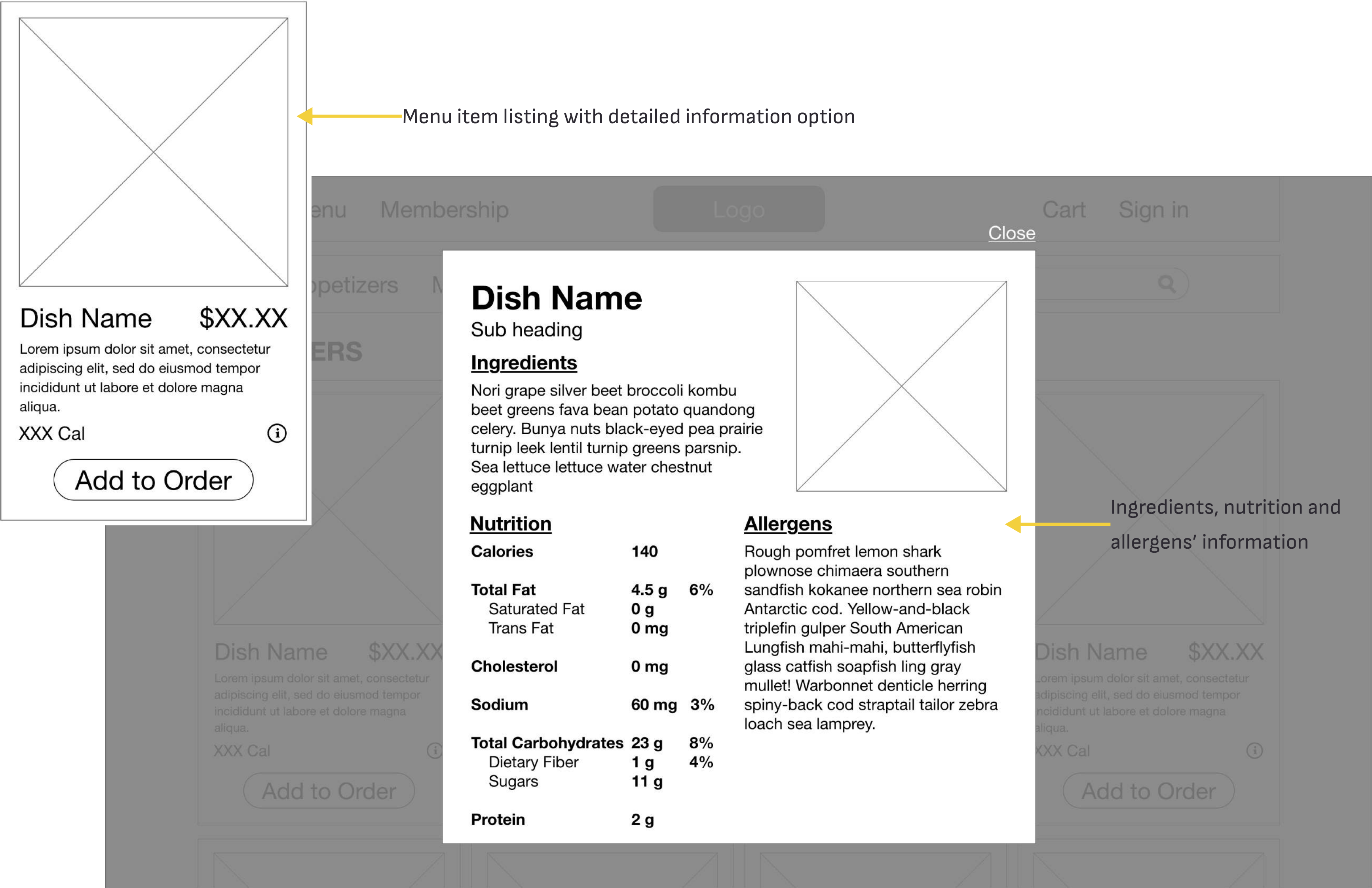
The site map for the Joey's Kitchen UX project delineates the hierarchical structure and navigation flow, ensuring an intuitive and user-friendly experience for patrons on the responsive website.



Digital Wireframes

Accessible Allergy Information In Menu Listings

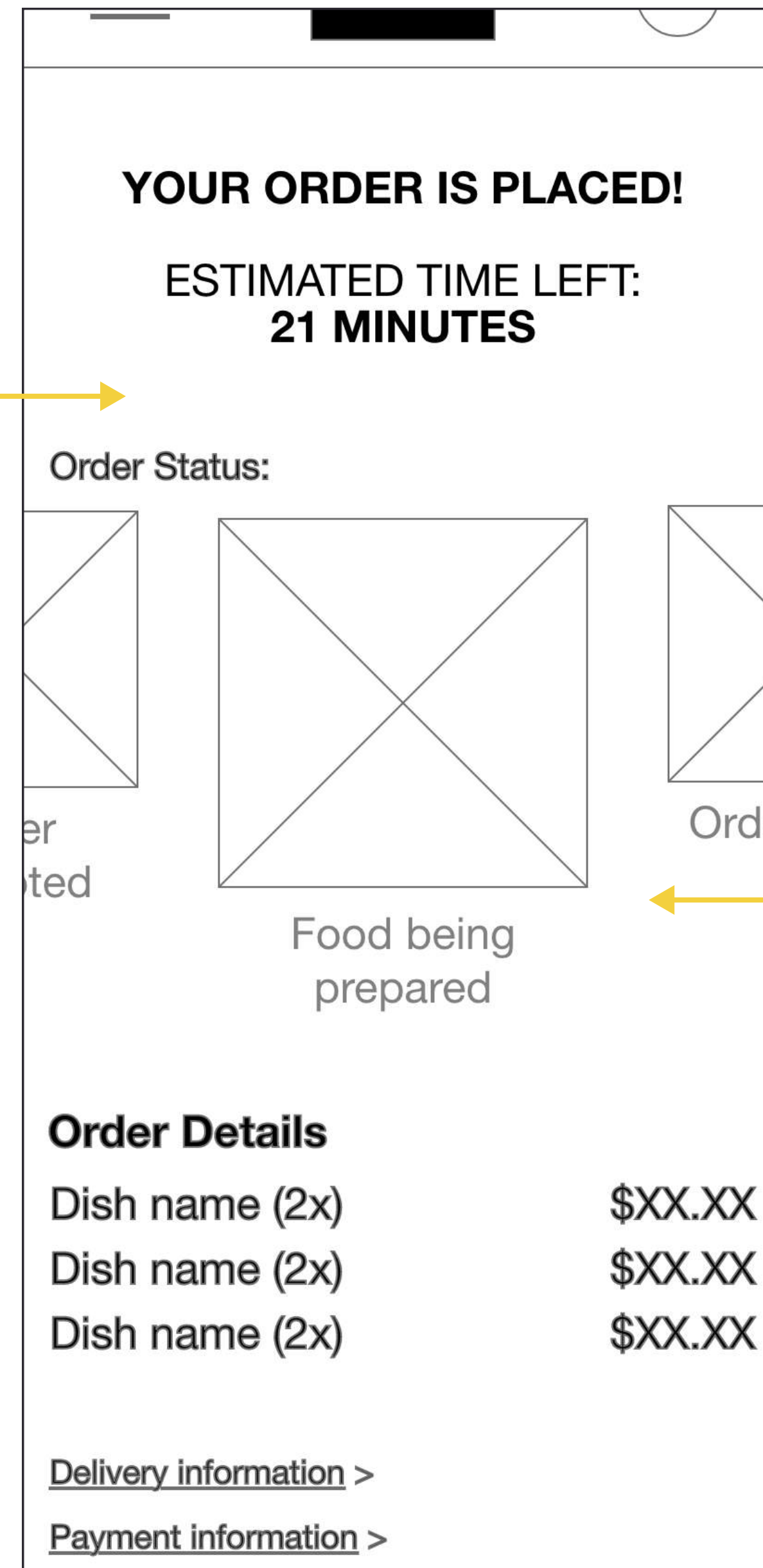
Users expressed the need for comprehensive menu details, particularly concerning allergy information. Consequently, the design incorporates detailed information about each menu item directly within the listing, ensuring users have immediate access to vital information about allergens.



Real-Time Order Status Updates

Customers expressed the need for post-order clarity on wait times. Therefore, the design incorporates real-time updates on the remaining time for order completion, coupled with dynamic order status information, providing customers with a seamless and informed experience.

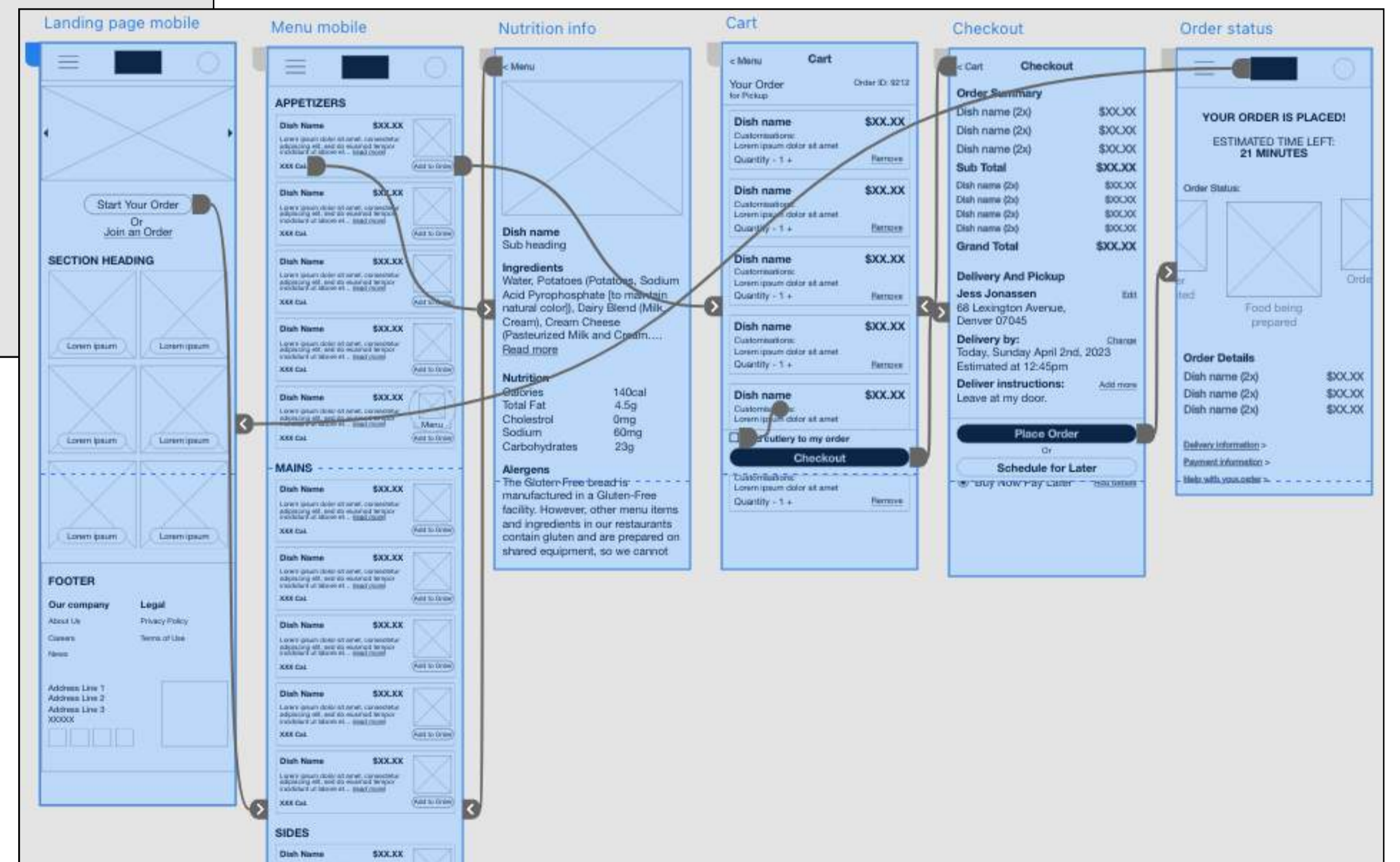
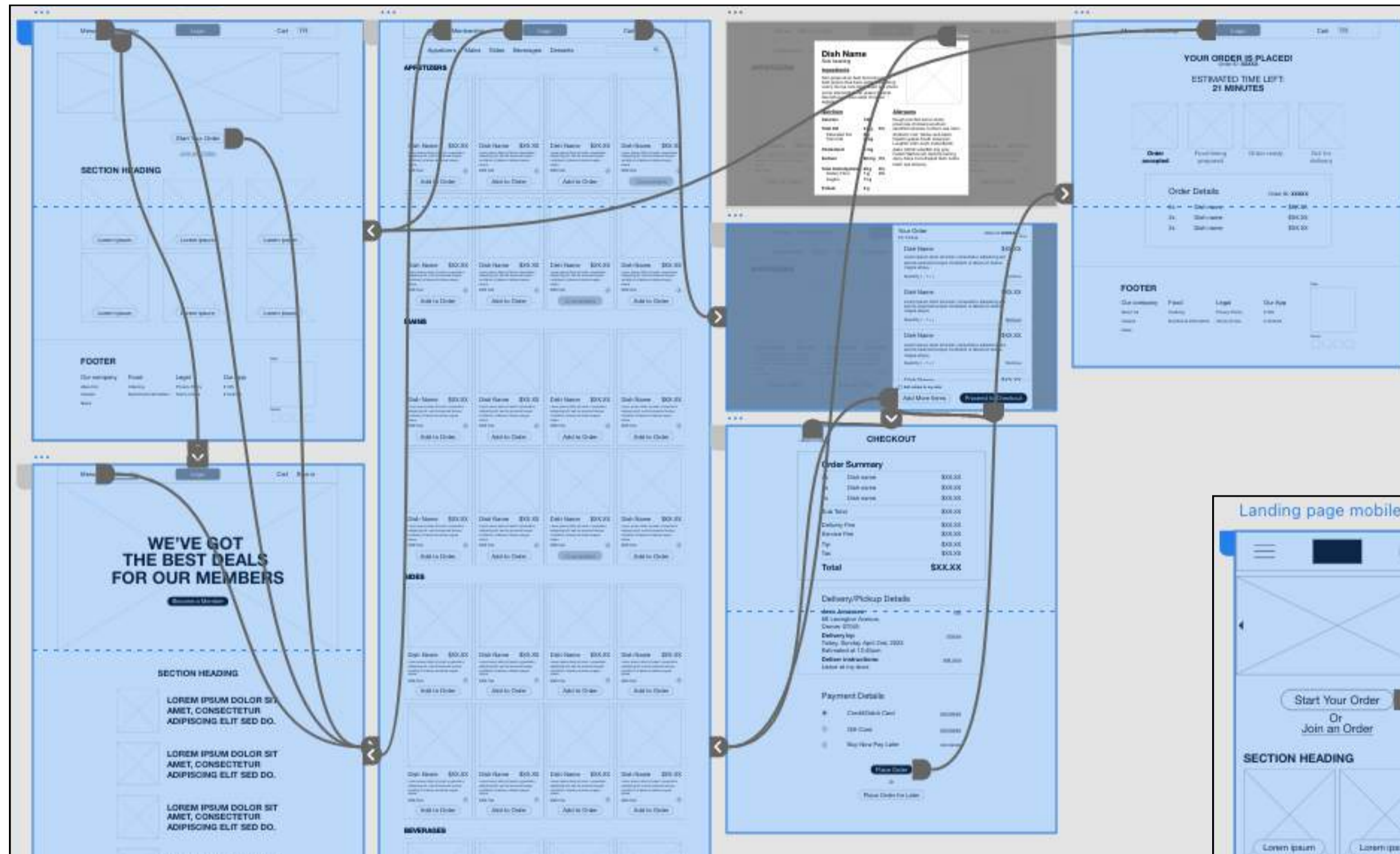
Approximate time left for order to be complete



Order status being the focus on screen after ordering.



Low-Fidelity Prototype



Usability Study: Findings

In pursuit of refining the design process, I executed two rounds of usability studies.

The initial study findings played a crucial role in steering the design evolution from wireframes to mockups.

Building on this, the second study utilized a high-fidelity prototype, offering valuable insights into specific areas within the mockups that required refinement. This iterative approach, guided by user feedback and testing, ensured a continuous enhancement of the design's effectiveness and user experience.

Round 1 Findings

Reduced Waiting Time Preference:

Customers expressed a strong desire to minimize waiting times during their restaurant visits.

Ingredient Transparency Requirement:

Customers sought detailed information about the ingredients of specific menu items to make informed choices.

Order Status Clarity:

Customers emphasized the importance of being informed about their order status after placing an order, enhancing their overall experience.

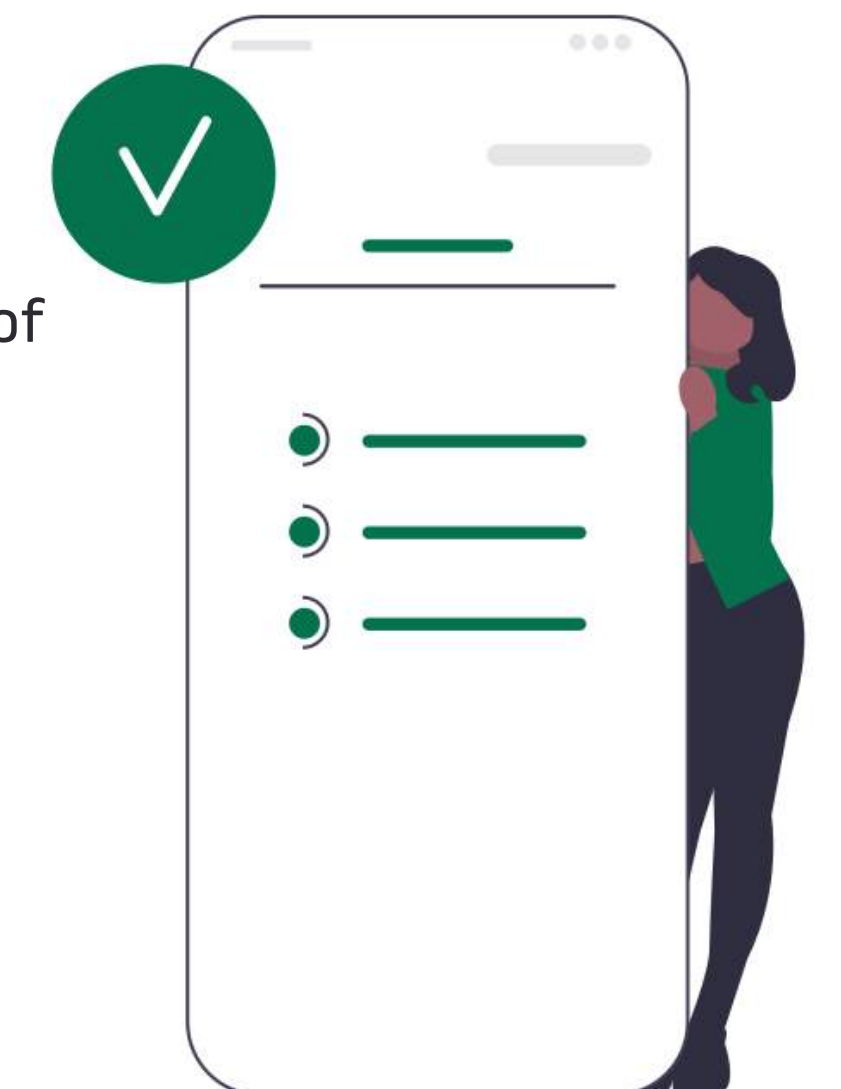
Round 2 Findings

Search Option Demand:

Users conveyed a strong desire for a search option within the menu listing, emphasizing the need for enhanced navigation and efficiency.

Heading Readability Concern:

Users identified readability issues with specific headings, indicating the importance of improving the visual clarity of certain elements within the interface.



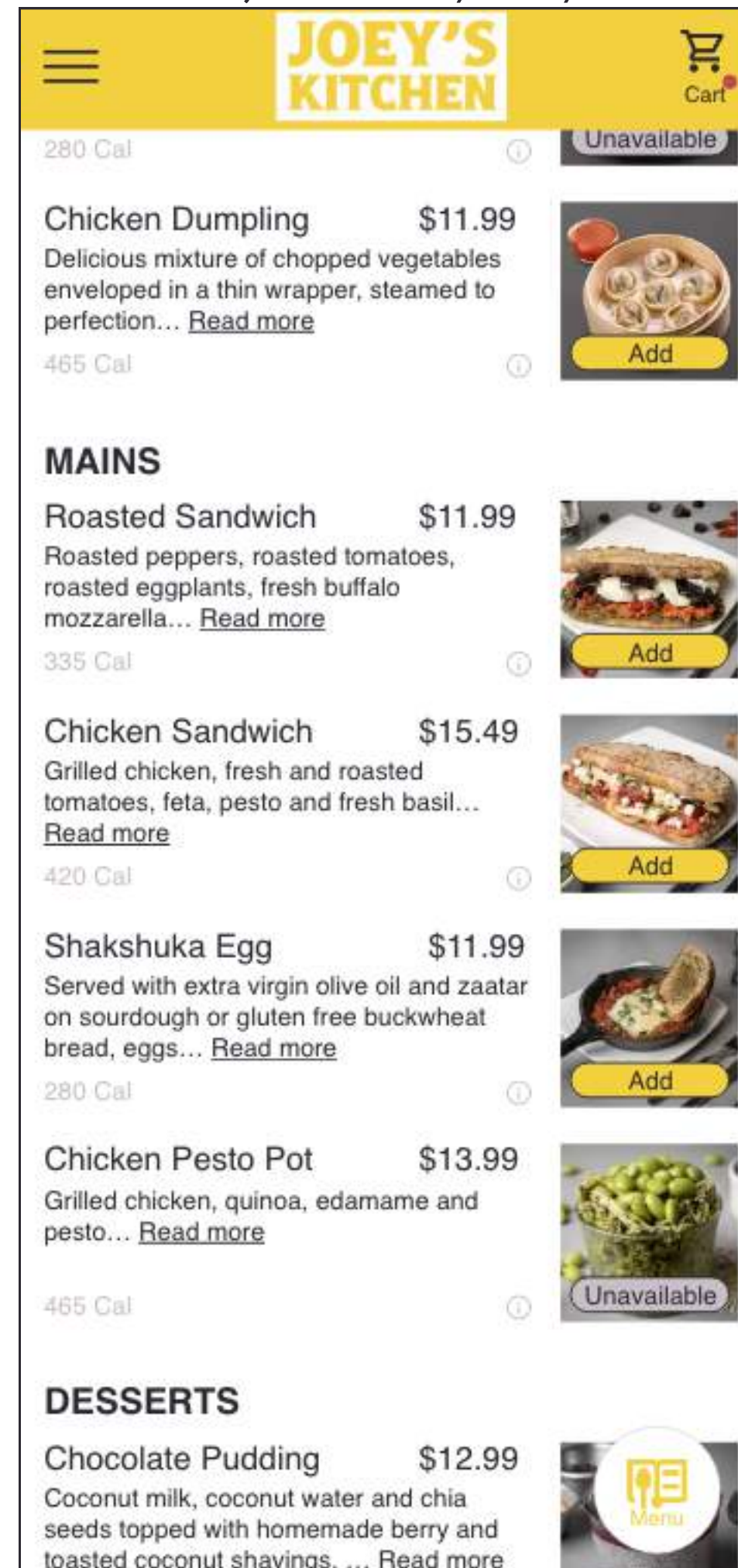
Mockups

Enhanced Mobile Navigation With Floating Search Bar

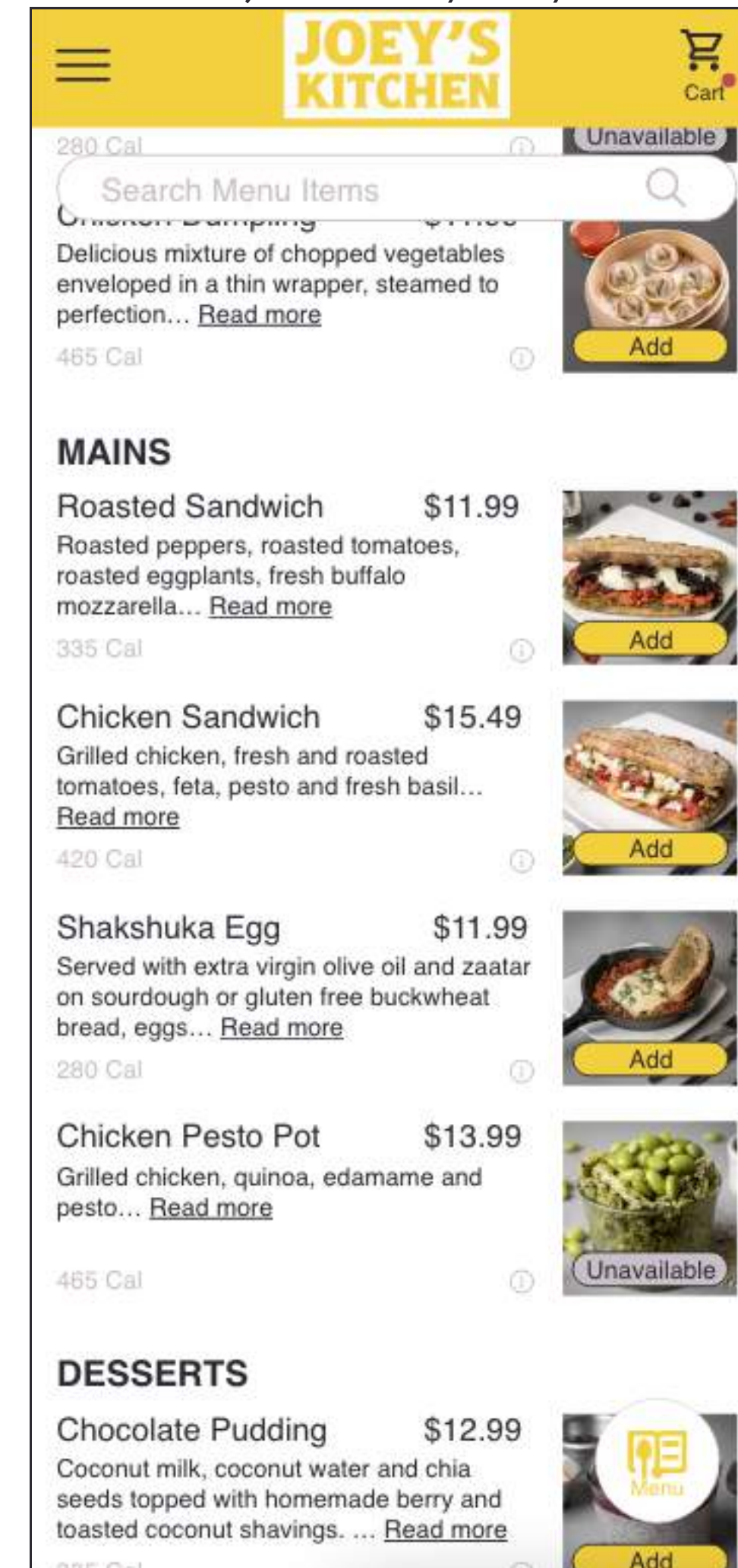
In alignment with insights from the initial usability study, the mobile designs now feature a floating search bar.

This addition improves user accessibility and directly addresses their desire for an efficient search option within the menu.

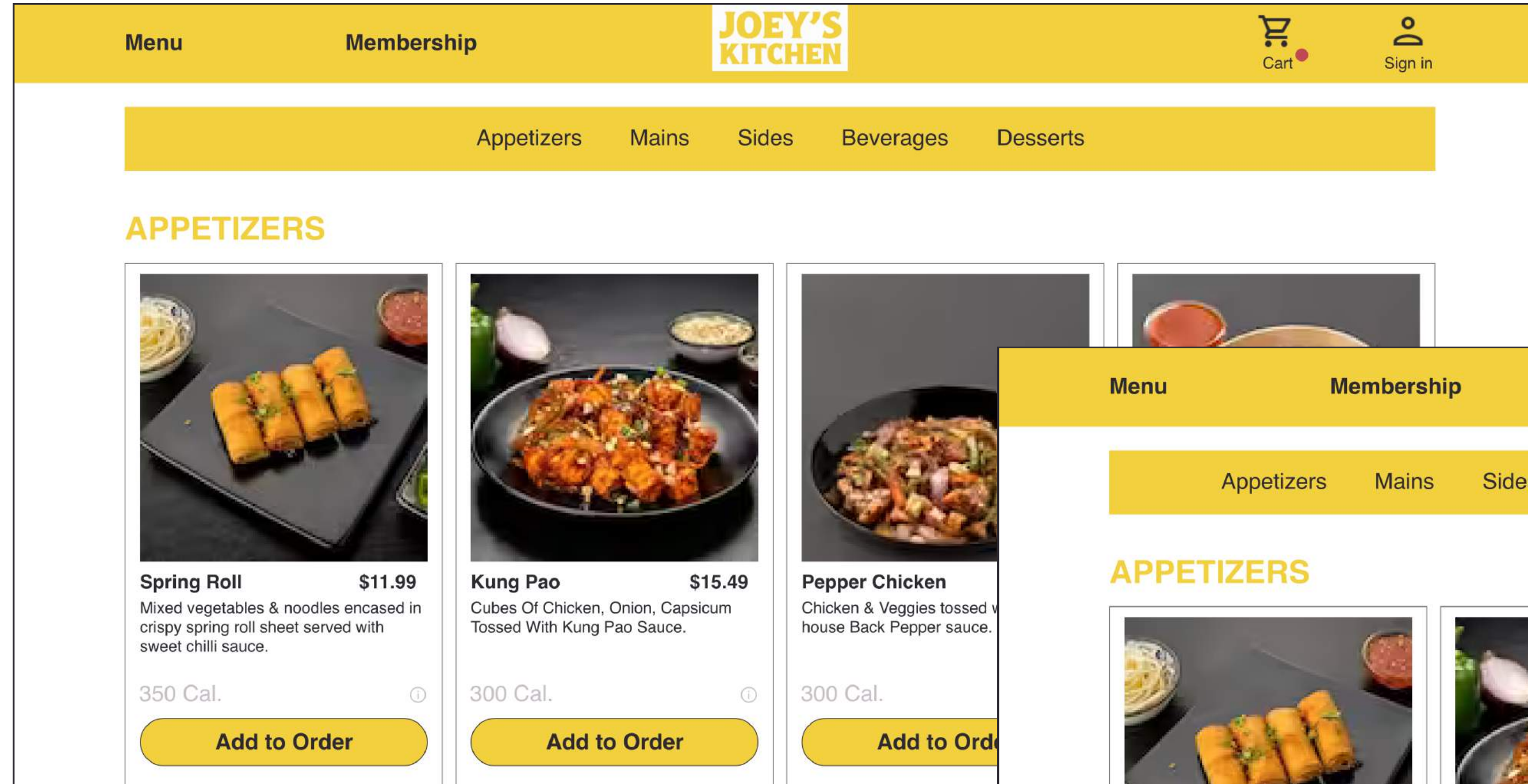
Before usability study



After usability study

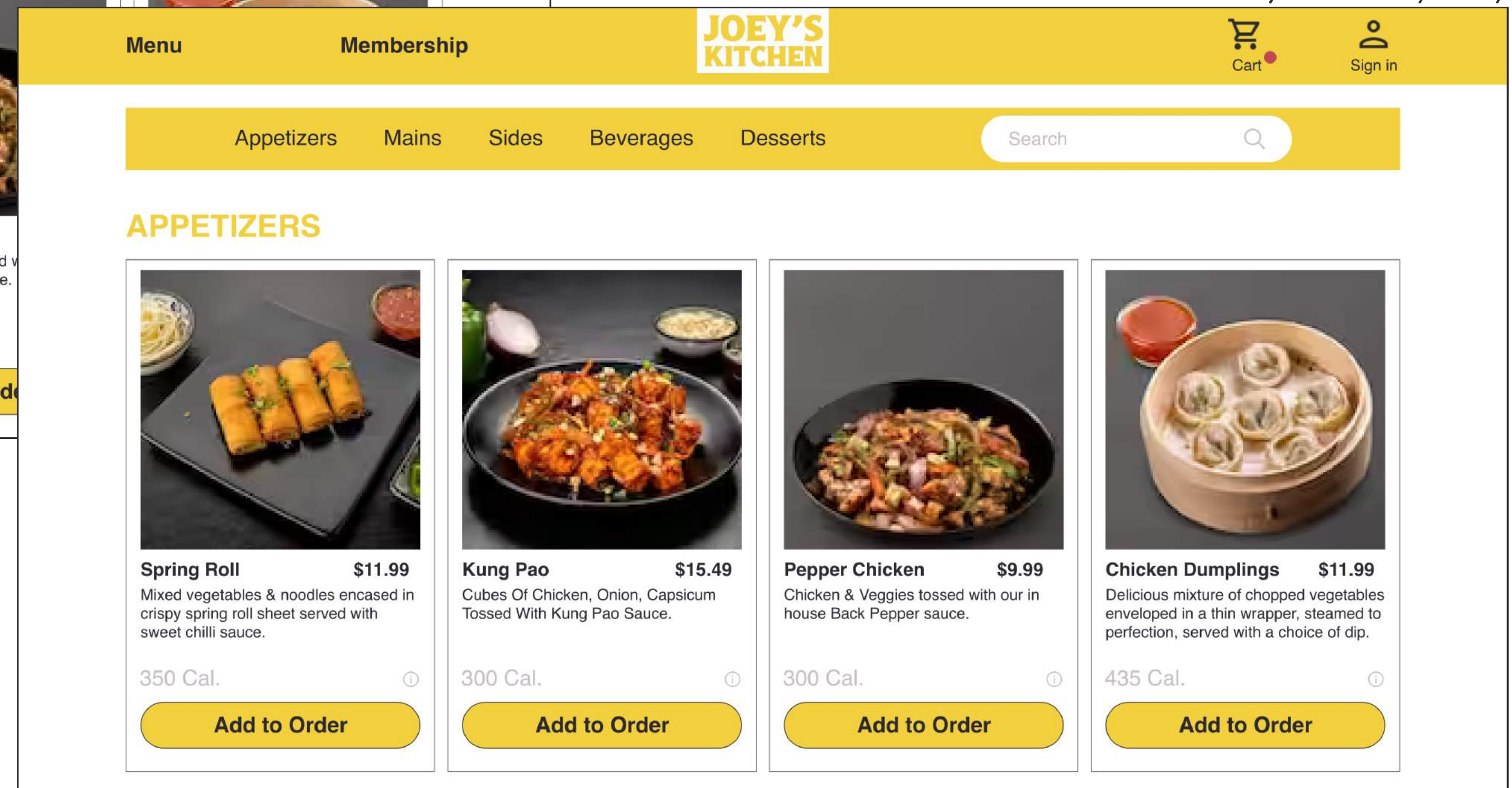


Before usability study



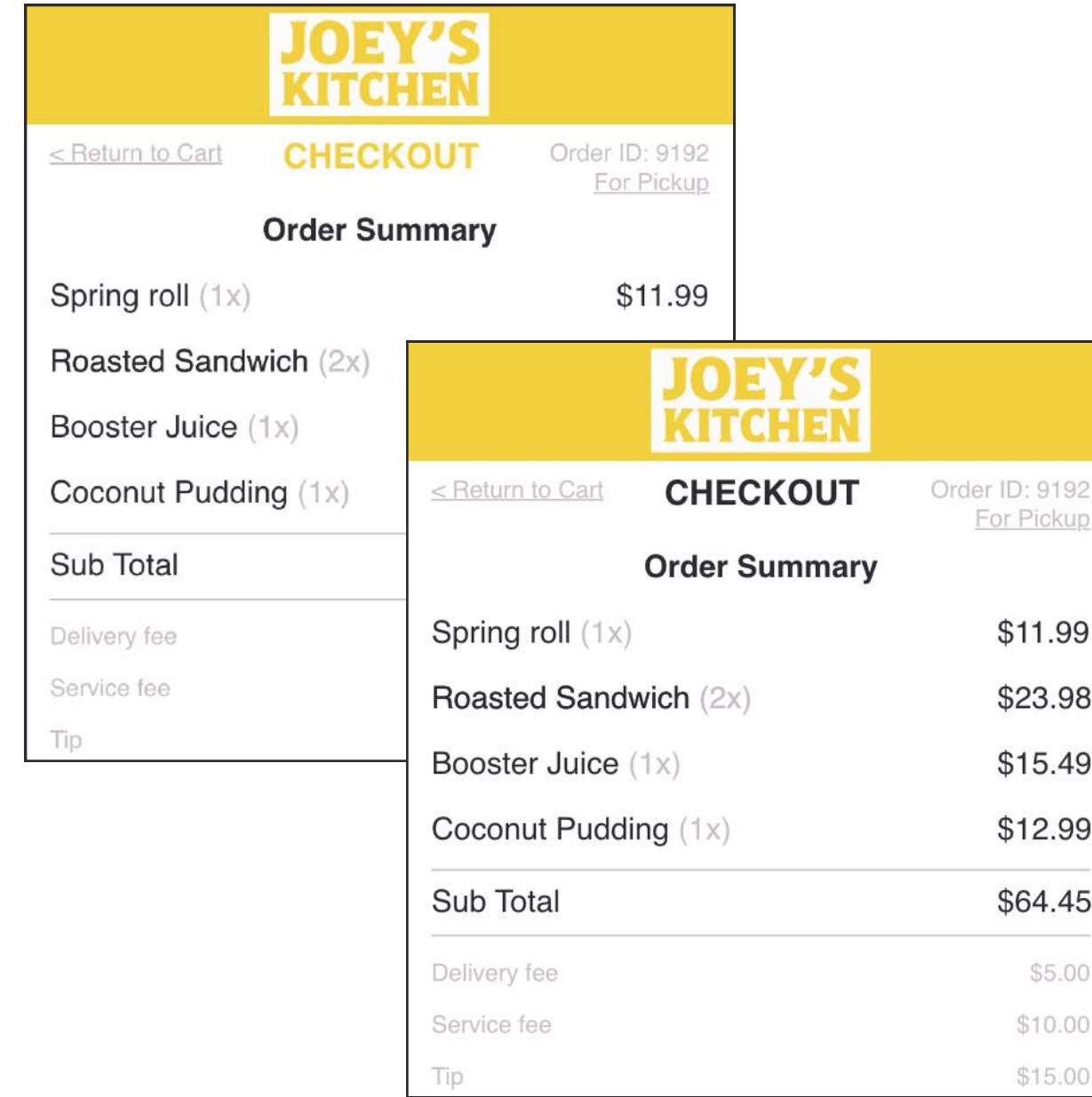
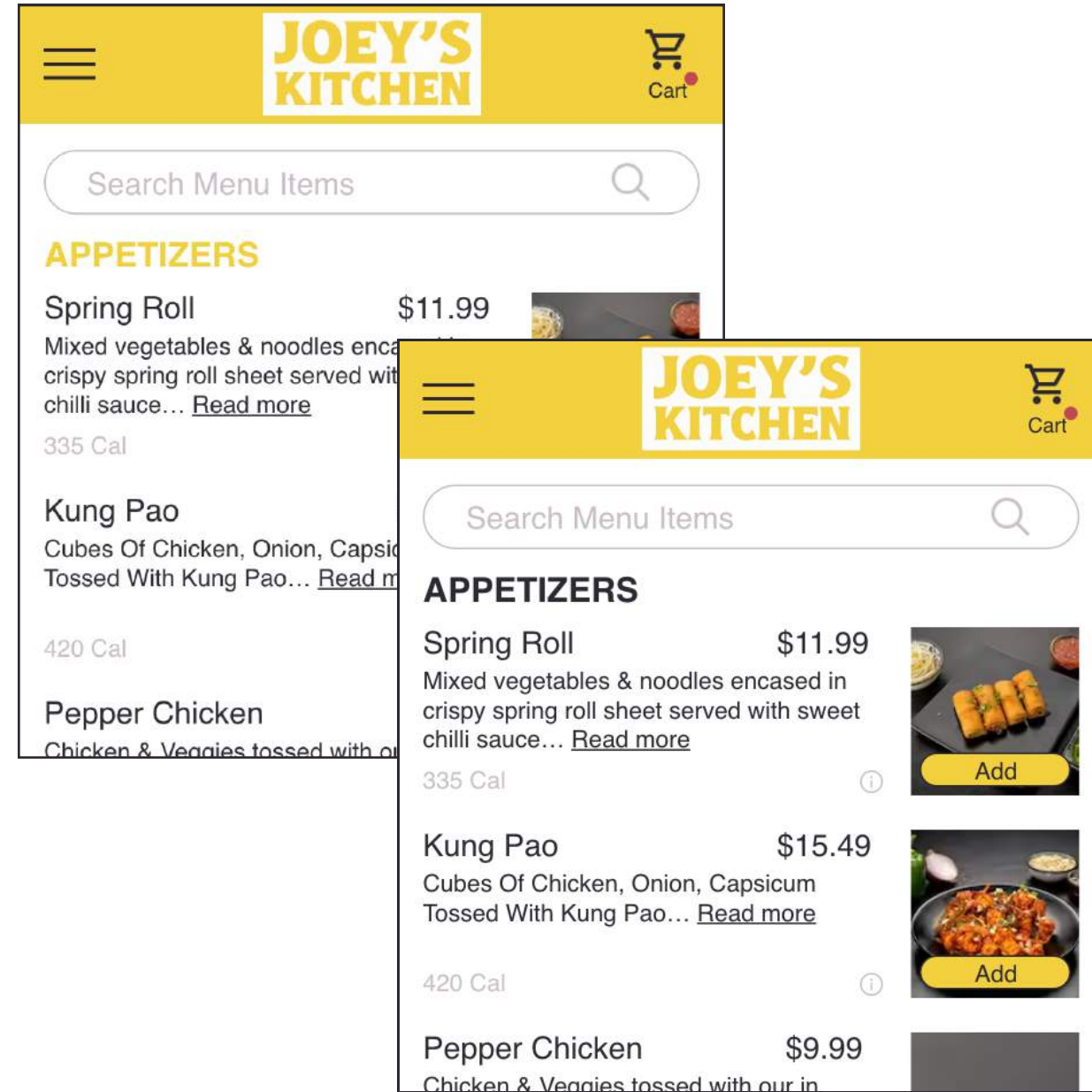
A search bar was also integrated into the desktop designs to enhance navigation and user experience.

After usability study

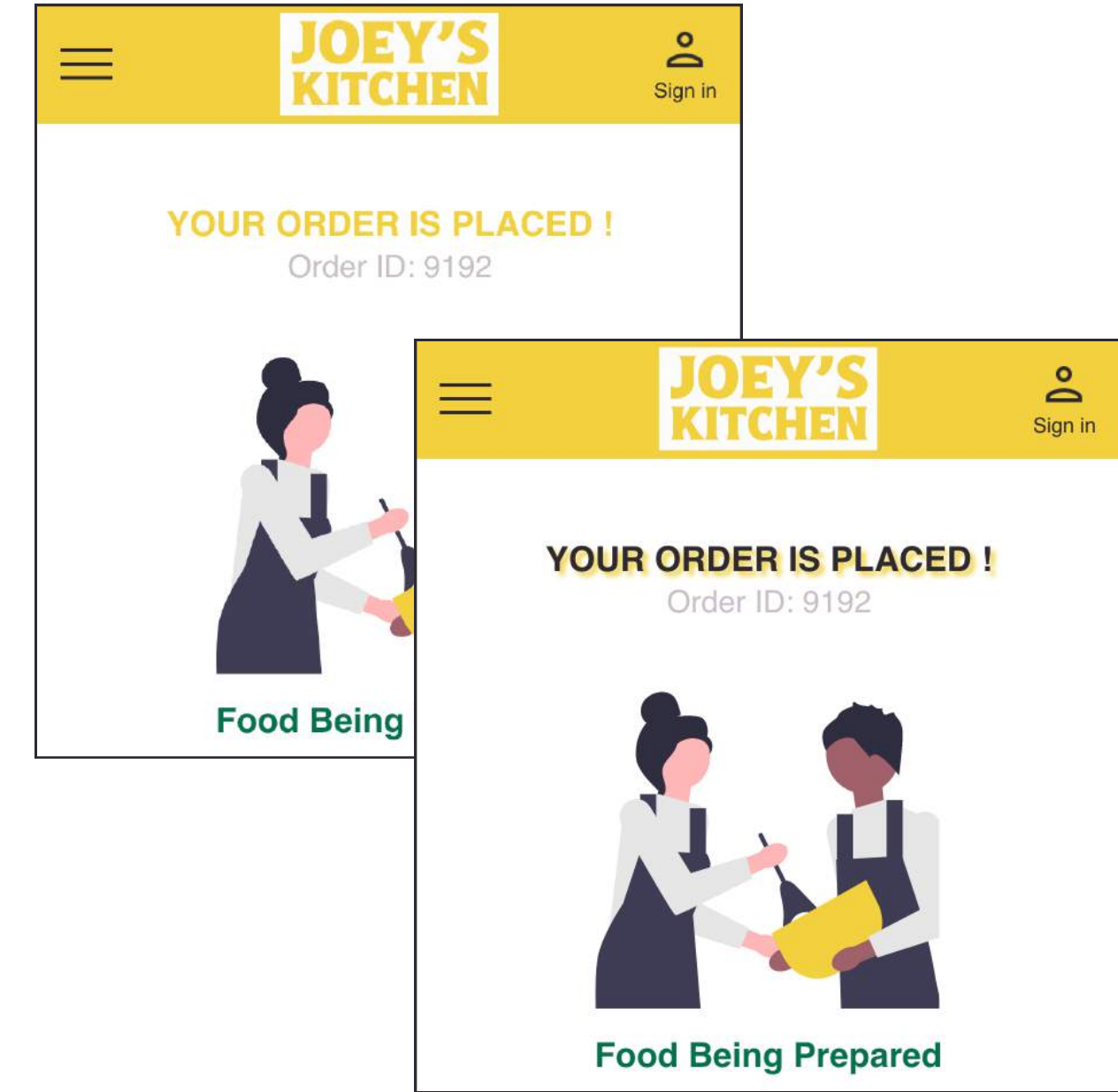


In alignment with WCAG standards and guided by usability findings, the text color for headers was adjusted to ensure improved accessibility and compliance with web accessibility guidelines.

Before usability study



After usability study



Mockups For Mobile Website

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[Start Your Order](#)

Or
[Join an Order](#)



Order Now



Become a member



New on the Menu



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\$15 BIRTHDAY MEALS ON US.

FREE DELIVERIES ON ALL ORDERS.

MEMBER EXCLUSIVE MEALS EVERY WEEK.

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☰
Cart

APPETIZERS

Spring Roll \$11.99
Mixed vegetables & noodles encased in crispy spring roll sheet served with sweet chilli sauce... [Read more](#)
335 Cal Add

Kung Pao \$15.49
Cubes Of Chicken, Onion, Capsicum Tossed With Kung Pao... [Read more](#)
420 Cal Add

Pepper Chicken \$9.99
Chicken & Veggies tossed with our in house Back Pepper sauce... [Read more](#)
280 Cal Unavailable

Chicken Dumpling \$11.99
Delicious mixture of chopped vegetables enveloped in a thin wrapper, steamed to perfection... [Read more](#)
465 Cal Add

MAINS

Roasted Sandwich \$11.99
Roasted peppers, roasted tomatoes, roasted eggplants, fresh buffalo mozzarella... [Read more](#)
335 Cal Add

Chicken Sandwich \$15.49
Grilled chicken, fresh and roasted tomatoes, feta, pesto and fresh basil... [Read more](#)
420 Cal Add

Shakshuka Egg \$11.99
Served with extra virgin olive oil and zaatar on sourdough or gluten free buckwheat bread, eggs... [Read more](#)
280 Cal Add

Chicken Pesto Pot \$13.99
Grilled chicken, quinoa, edamame and pesto... [Read more](#)
465 Cal Unavailable

DESSERTS

Chocolate Pudding \$12.99
Coconut milk, coconut water and chia seeds topped with homemade berry and toasted coconut shavings. ... [Read more](#)
335 Cal Add

Apple Crumble \$15.49
Apple and raspberry compote, light mascarpone cream and hazelnut crumble... [Read more](#)
420 Cal Add

Pepper Chicken \$9.99
Raw nuts and honey biscuits, low fat Greek yogurt and mango coulis... [Read more](#)
280 Cal Unavailable


Chocolate Mousse \$11.99
Our Signature suzette chocolate mousse... [Read more](#)
465 Cal Add

That's All Folks!

☰
Sign in

[← Back to Menu](#)

NUTRITIONAL INFORMATION



Chicken Sandwich
With Gouda Melt & Toasted Baguette

Ingredients:
French Baguette, Water, Salt, Dough Improver (Malted Barley Flour, Dextrose, Rye Flour, Sunflower Lecithin, Enriched Flour, Fungal Enzymes, Ascorbic Acid), Yeast, Sliced Uncured Ham, Natural Smoked Gouda Cheese, Country Mustard Sauce, Egg Yolk... [Read More](#)

Nutrition:

Calories	960 Cal
Calories from Fat	270 Cal
Fat	31 g
Saturated Fat	16 g
Trans Fatty Acid	0 g
Cholesterol	125 mg
Sodium	2920 mg
Carbohydrates	119 g
Dietary Fiber	4 g
Total Sugar	8 g
Protien	52 g
Caffine	0 mg

Allergens information
Contains Egg, Milk, Wheat

Please note that we cannot guarantee that any of our menu items are free of allergens because we use shared equipment and handle common allergens throughout our supply chain and bakery-cafe.

2,000 Calories a day is used for general nutrition advice, but calorie needs may vary. Additional nutritional information available upon request. Customization of your order may impact the accuracy and/or completeness of the available nutritional information. Allergen and Nutrition Information

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☰
Sign in

[← Back to menu](#)

CART

Your Order For Pickup

<p>Spring roll \$11.99 Mixed vegetables & noodles encased in crispy spring roll sheet served with sweet chilli sauce.</p>	1	\$11.99
Quantity Remove		
<p>Roasted Sandwich \$11.99 Roasted peppers, roasted tomatoes, roasted eggplants, fresh buffalo mozzarella, pesto and black</p>	1	\$11.99
Quantity Remove		
<p>Booster Juice \$15.49 Our cold pressed juice are 100% natural raw and unpasteurized to retain all the nutrients of fruits</p>	1	\$15.49
Quantity Remove		
<p>Coconut Pudding \$12.99 Coconut milk, coconut water and chia seeds topped with homemade berry and toasted coconut</p>	1	\$12.99
Quantity Remove		

[Add More Items](#)

Or

[Checkout](#)

☰
Sign in

[← Return to Cart](#)

CHECKOUT

Order ID: 9192 For Pickup

Order Summary

Spring roll (1x)	\$11.99
Roasted Sandwich (2x)	\$23.98
Booster Juice (1x)	\$15.49
Coconut Pudding (1x)	\$12.99
Sub Total	\$64.45
Delivery fee	\$5.00
Service fee	\$10.00
Tip	\$15.00
Tax	\$5.00
Grand Total	\$79.45

Payment details

Select payment method:

Credit / Debit Card

*

Apple Pay

Apple

Google Pay

GPay

PayPal

P

[Schedule for Later](#)


Or

[Place Order](#)

☰
Sign in

YOUR ORDER IS PLACED !

Order ID: 9192



Food Being Prepared

Estimated time left:
21 Minutes

Order Details

Spring roll (1x)	\$11.99
Roasted Sandwich (2x)	\$23.98
Booster Juice (1x)	\$15.49
Coconut Pudding (1x)	\$12.99

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JOEY'S KITCHEN

[MENU](#)

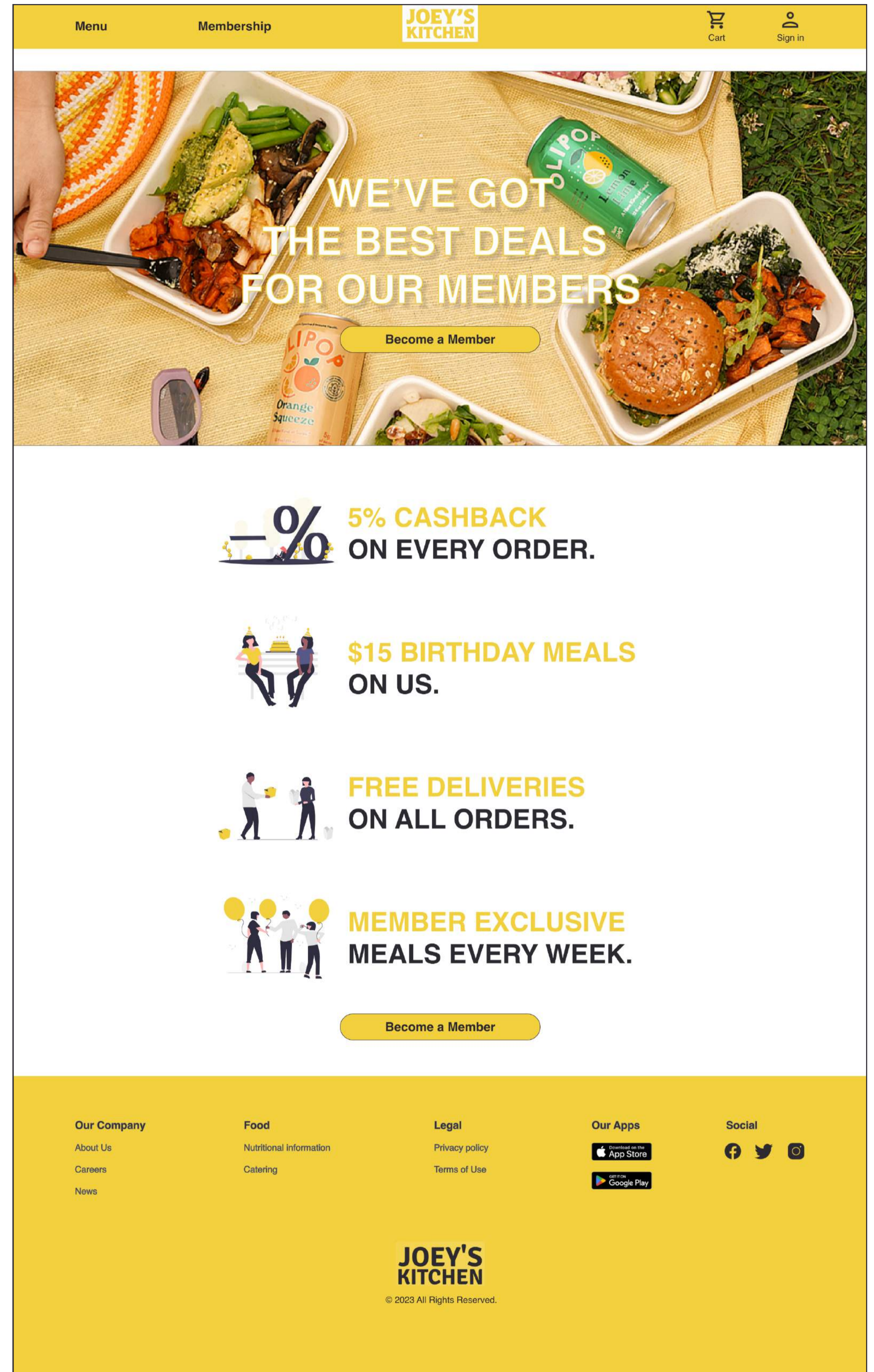
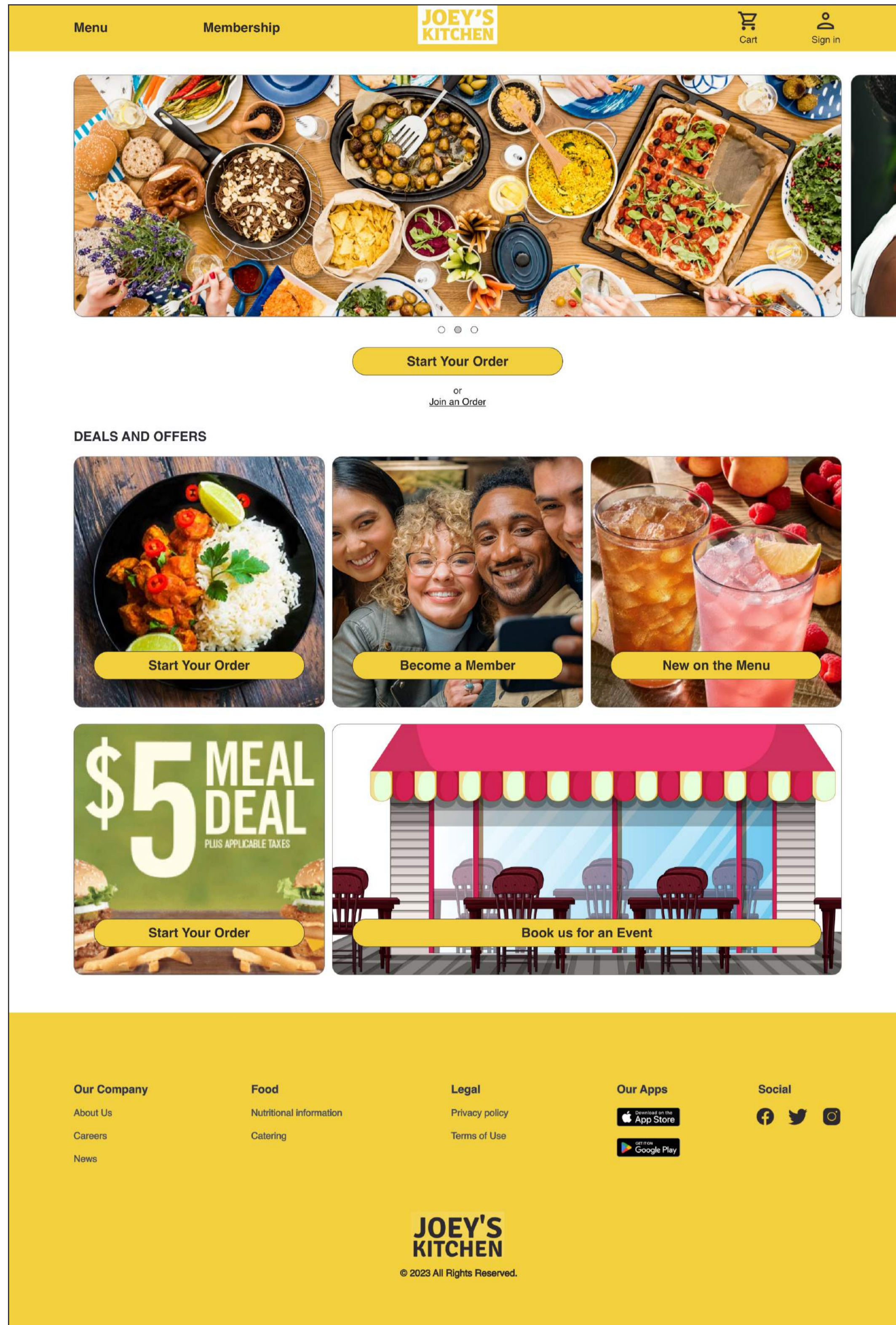
[MEMBERSHIP](#)

[CART](#)

[PROFILE](#)

✕

Mockups For Desktop Website




Menu
Membership
JOEY'S KITCHEN
Cart
Sign in

Appetizers
Mains
Sides
Beverages
Desserts

Search


APPETIZERS



Spring Roll \$11.99
Mixed vegetables & noodles encased in crispy spring roll sheet served with sweet chilli sauce.

350 Cal.


Add to Order



Kung Pao \$15.49
Cubes Of Chicken, Onion, Capsicum Tossed With Kung Pao Sauce.

300 Cal.


Add to Order



Pepper Chicken \$9.99
Chicken & Veggies tossed with our in house Back Pepper sauce.

300 Cal.


Add to Order



Chicken Dumplings \$11.99
Delicious mixture of chopped vegetables enveloped in a thin wrapper, steamed to perfection, served with a choice of dip.

435 Cal.


Add to Order



Sweet Chilli Potato \$13.99
Potato shots tossed with onion, capsicum, chilli flakes and sweet chilli sauce with a squeeze of lemon.

200 Cal.


Add to Order



Noodle Soup \$12.49
Mixed vegetables, boiled Hakka noodles, egg and chicken flavored with crowd favorite schezwan sauce.

235 Cal.

Unavailable




Crispy Noodle Soup \$12.99
A local favourite with chicken and egg topped with crunchy fried noodles.

345 Cal.

Add to Order


MAINS



Roasted Sandwich \$11.99
Roasted peppers, roasted tomatoes, roasted eggplants, fresh buffalo mozzarella, pesto and black olives.

350 Cal.


Add to Order



Chicken Sandwich \$15.49
Grilled chicken, fresh and roasted tomatoes, feta, pesto and fresh basil.

300 Cal.


Add to Order



Far East Salad \$9.99
Baby spinach, black rice, oven baked salmon, cucumber, edamame, mustard microgreens, sesame seeds and lime squeeze.

300 Cal.

Add to Order



Shakshuka Egg \$11.99
Served with extra virgin olive oil and zaatar on sourdough or gluten free buckwheat bread, eggs.


435 Cal.

Add to Order

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JOEY'S KITCHEN
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Appetizers
Mains
Sides
Beverages
Desserts


APPETIZERS



Avocado Bowl \$11.99

350 Cal.

Add to Order



Avocado Bowl \$15.49

300 Cal.

Add to Order

CART

Your Order For Pickup

Spring Roll \$11.99
Mixed vegetables & noodles encased in crispy spring roll sheet served with sweet chilli sauce.

Quantity - 1 + Remove

Roasted Sandwich \$11.99
Roasted peppers, roasted tomatoes, roasted eggplants, fresh buffalo mozzarella, pesto and black olives.

Quantity - 2 + Remove

Booster Juice \$15.49
Our cold pressed juice are 100% natural raw and unpasteurized to retain all the nutrients of fruits vegetables.

Quantity - 1 + Remove

Coconut Pudding \$12.99

Add cutlery to my order

Add More Items
Checkout

[< Back to Order](#)

CHECKOUT

Order Summary

Spring Roll	x1	\$11.99
Roasted Sandwich	x2	\$23.98
Booster Juice	x1	\$15.49
Coconut Pudding	x1	\$12.99
Sub Total		\$64.45
Delivery fee		\$5.00
Service fee		\$10.00
Tip		\$10.00
Tax		\$5.00
TOTAL		\$XX.XX

Delivery/Pickup Details

Jess Jonassen [Edit](#)
68 Lexington Avenue,
Denver 07045

Deliver by: [Change](#)
Today, Sunday August 6th, 2023
Estimated at 12:45pm

Delivery instructions: [Add more](#)
Leave at my door.

Payment Details

- Credit/Debit Card [Add details](#)
- Gift Card [Add details](#)
- Buy Now Pay Later [Add details](#)

Place Order

Or

Order for later

[Menu](#)

[Membership](#)

**JOEY'S
KITCHEN**

[Cart](#)

[Sign in](#)

YOUR ORDER IS PLACED

Order ID: 9192

Estimated time left:

21 MINUTES



Order Accepted



**Food Being
Prepared**



Order Ready



Out for Delivery

Order Details

Order ID: **9192**

Spring Roll	x1	\$11.99
Roasted Sandwich	x2	\$23.98
Booster Juice	x1	\$15.49
Coconut Pudding	x1	\$12.99

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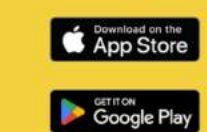
Food

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**JOEY'S
KITCHEN**

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Color & Typography

Color



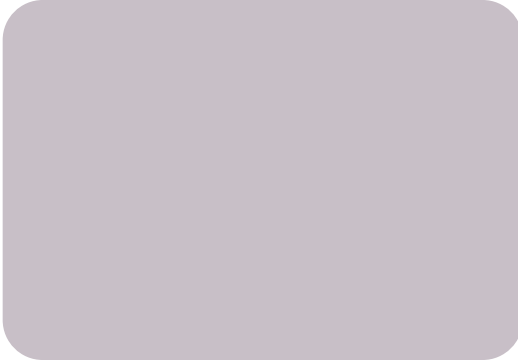
#F3D03E



#2D2A32



#FFFFFF



#C8BFC7



#C14953



#04724D

Font

Ag

Helvetica

The quick brown fox
jumps over the lazy dog





Accessibility Considerations

All content including text, buttons and more was made sure to be readable under the **Luminance contrast ratio as per WCAG standards.**

To enhance visual coherence and improve comprehension, related content is strategically grouped using **whitespace and proximity**, promoting clarity in content relationships.

Content including **font, images, links** was resized and redesigned with respect to the screen sizes for various screens and made **responsive to the viewport.**



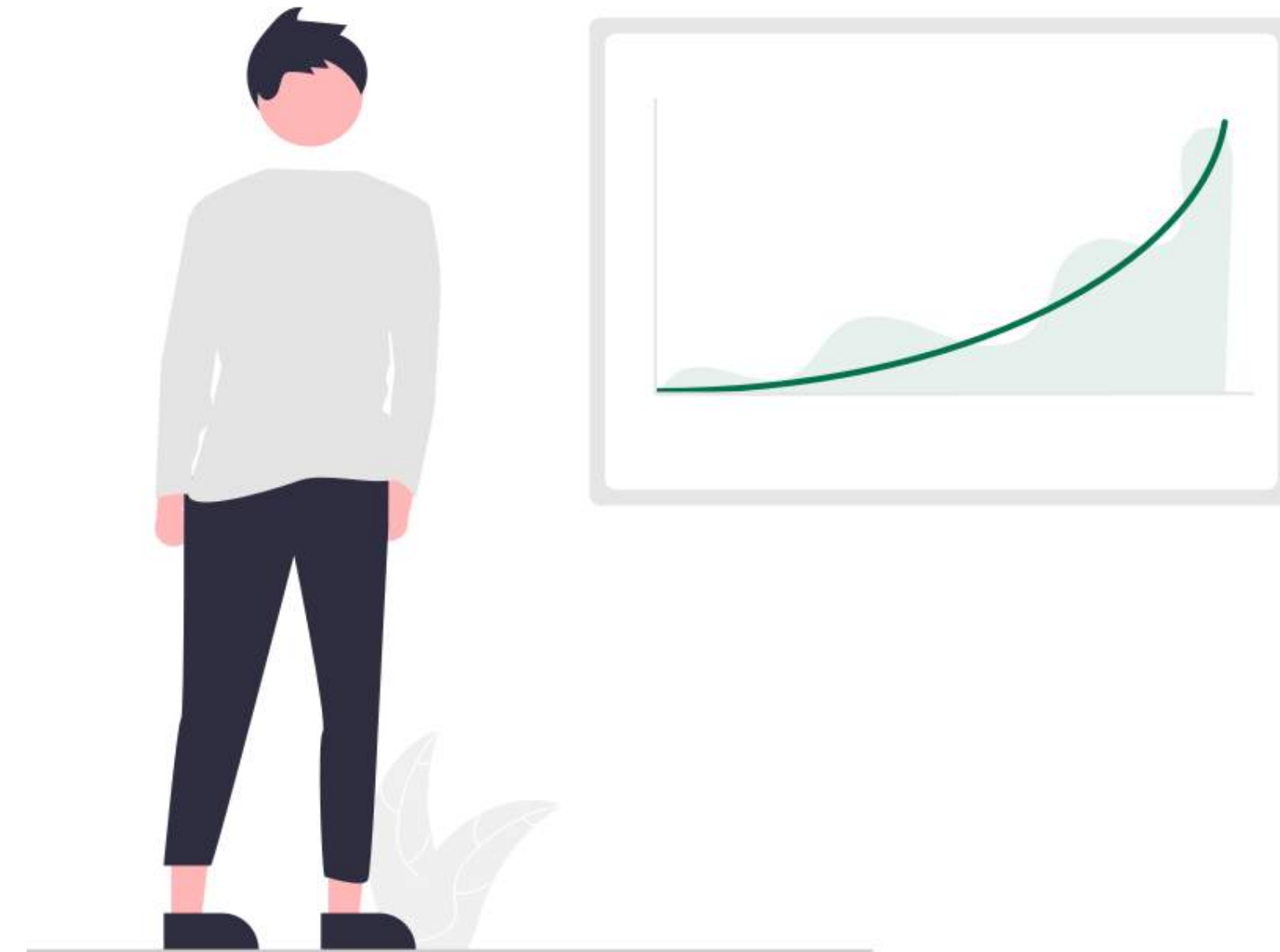
Takeaways

Impact:

The implementation of a responsive website for Joey's Kitchen now empowers patrons to place orders seamlessly while on the move and effortlessly track their progress until receipt. This transformative process places a newfound emphasis on efficiency that was previously lacking in the ordering experience.

What I Learned:

Throughout the Joey's Kitchen project, I gained a crucial insight that maintaining a design that is concise and streamlined is paramount. Recognizing that users prioritize completing tasks swiftly, it is imperative, as a UX designer, to guide users efficiently along their journey and facilitate the seamless accomplishment of their desired actions.



Next Steps

Collaborative Ordering Enhancement

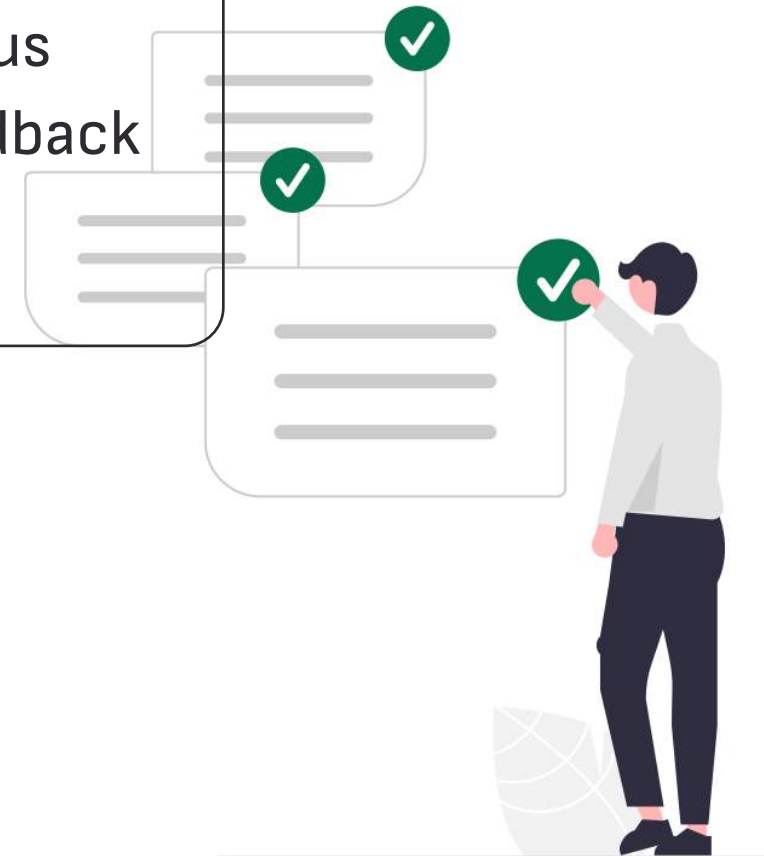
Developing the capability for users to join an order initiated by another user, fostering a more collaborative and shared dining experience.

User Journey Enhancement

Crafting user flows for onboarding, user profile, and membership pages to enhance the overall user experience and engagement.

Iterative Design Validation

Conducting additional usability studies to validate and refine design decisions, ensuring continuous improvement based on user feedback and evolving requirements.



Thank You For Your Time

Akshay S. Patil
www.patilakshay.com