

A small orange dot is positioned to the left of the main title. A thin vertical orange line extends downwards from the dot.

« BEAR'S BERETT »

A digital menu for a local restaurant

PROJECT OVERVIEW



The product

An interactive menu for a fictional restaurant named «Bear's berett»



Project duration

2023 April - May

● PROJECT OVERVIEW – THE PLAN

The problem

Amount of revenue has diminished, due to COVID-19, and the appearance of food delivery apps.

The goal

A self-hosted interactive menu for clients to make their orders from home.

● PROJECT OVERVIEW – PERSONAL INVOLVEMENT



My role

UX/UI designer,
UX researcher,
project lead



Responsibilities

Auditing of competition,
User research,
Wireframing,
Prototyping,
Usability testing,
Mockup creation



UNDERSTANDING THE USER

AKA, PRELIMINARY RESEARCH

● USER RESEARCH: A SUMMARY

○ Interviews were conducted with guests of «Bear's beret» to understand their restaurant menu design preferences. A primary group identified was local customers, specifically money-conscious students.

The user group confirmed initial assumptions about the restaurant's visitors, as well as their expected features of an interactive menu, but revealed that minimalistic designs with straight-forward information were most desired.

● USER RESEARCH: PAIN POINTS

Pricing

Students want to have meals that are sensibly priced, with no hidden fees.

Availability

Clients want to know if a desired meal is available at the location before visiting it.


UI

Overly elaborate designs with multiple visual elements often distract from the main content.

USER RESEARCH: THE MAIN PERSONA

Problem statement:

Samantha is a local customer who wants to check dish availability beforehand, because she wants a relaxing and stress-free restaurant experience with her friends



SAMANTHA
THE LOCAL

GOALS

- Eat good and tasty food for relatively cheap prices
- Have a nice spot to relax with friends from work and studies
- Save up cash for a better apartment

FRUSTRATIONS

- "Sometimes, a dish I wanted to order wasn't available due to a lack of ingredients"
- "It's annoying to see menu items with a 'new' label, even though it's 3 months old"

ABOUT

Age: 19-28
Education: Bachelor's degree (in progress)
Hometown: Thiscity, InState
Family situation: Lives with a significant other
Occupation: Shopping clerk

WORK AND STUDIES LEAVE ME ALMOST NO TIME TO SPARE, SO I TRY TO ENJOY ALL THAT I GET

Samantha is a student at the local college, working part-time to pay the rent for her student housing. Since both occupy most of her time, the only times she's been able to relax are when going out for a meal and drinks with her small friend group.



STARTING THE DESIGN

AKA, WIREFRAMES AND LO-FI PROTOTYPES

PAPER WIREFRAMES

The image displays six stages of a paper wireframe for a restaurant menu application:

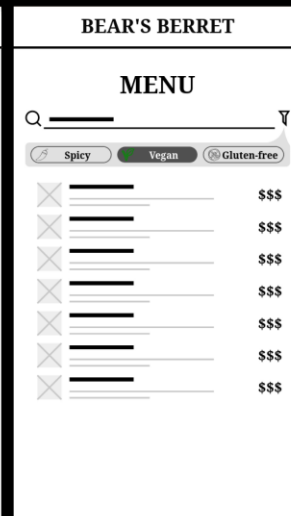
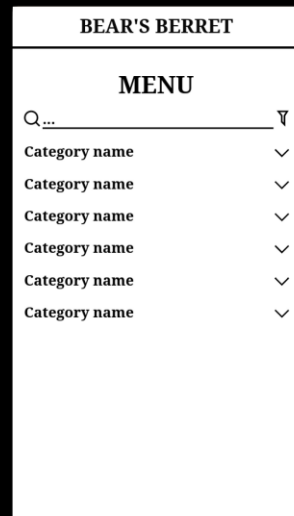
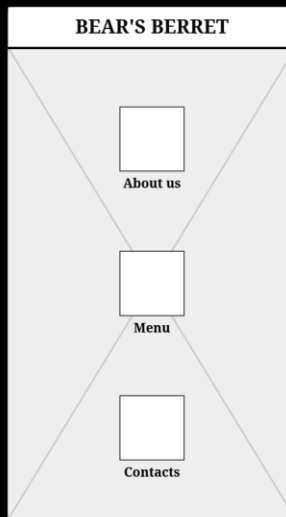
- Wireframe 1 (Prototype 1):** Shows a general restaurant layout with sections for 'POPULAR DISHES' and 'POPULAR DRINKS'. Each item is represented by a placeholder box with 'NAME \$' and a price tag.
- Wireframe 2:** Adds a search bar at the top and a 'DRINKS' section with three items, each with a price tag. A note says 'show only available items'.
- Wireframe 3:** Focuses on the 'MENU' page, listing 'Burgers', 'Wraps', and 'Drinks' with item placeholders and prices. A note says 'can click or drag from side to side'.
- Wireframe 4:** Refines the 'MENU' page, showing 'Burgers' with three items and prices. A note says 'can click or drag from side to side'.
- Wireframe 5:** Adds a 'DRINKS' section below the burgers, with three items and prices. A note says 'can click or drag from side to side'.
- Wireframe Final:** Shows the final menu layout with categories: 'Burgers', 'Wraps', 'Drinks', and 'Desserts', each with item placeholders and prices.

Annotations and notes throughout the wireframes include:

- 'current version 8.2021' (written vertically on the left of Wireframe 1)
- 'show only available items' (written below Wireframe 2)
- 'can click or drag from side to side' (written vertically between Wireframes 3 and 4)
- 'can click or drag from side to side' (written vertically between Wireframes 4 and 5)
- 'other items' (written at the bottom of Wireframe 4)

DIGITAL WIREFRAMES

Forgive the non-existence of the ordering screens; screenshots from that were unfortunately lost.



● USABILITY STUDY

One was conducted with a wireframe prototype

The following was observed:

- Filtering should have more options
- The order cart should be available from places besides the ordering
- There should be a way to review the order before paying

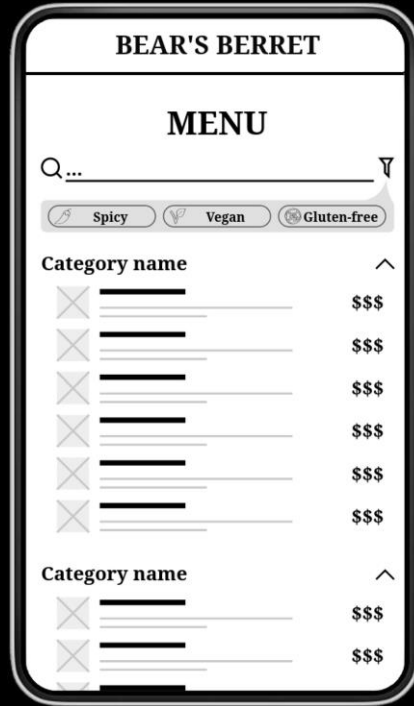
The following was implemented:

- A «review order» screen before payment details
- A cart button, that directed users to the review screen

VISUAL DIFFERENCES

Before usability study

After usability study

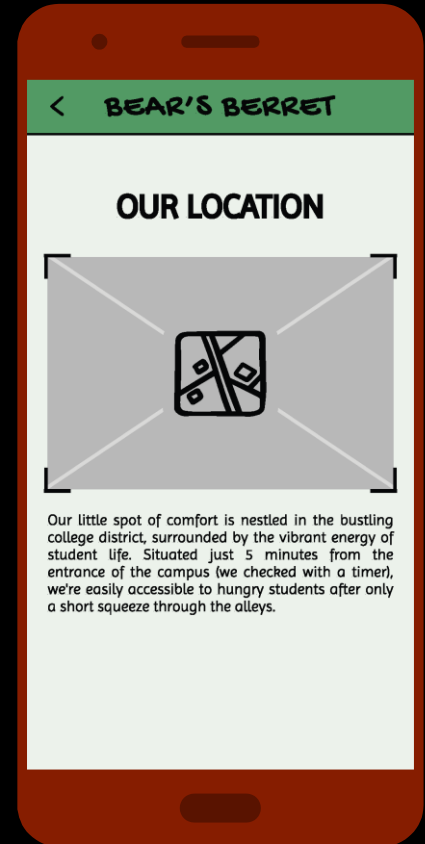
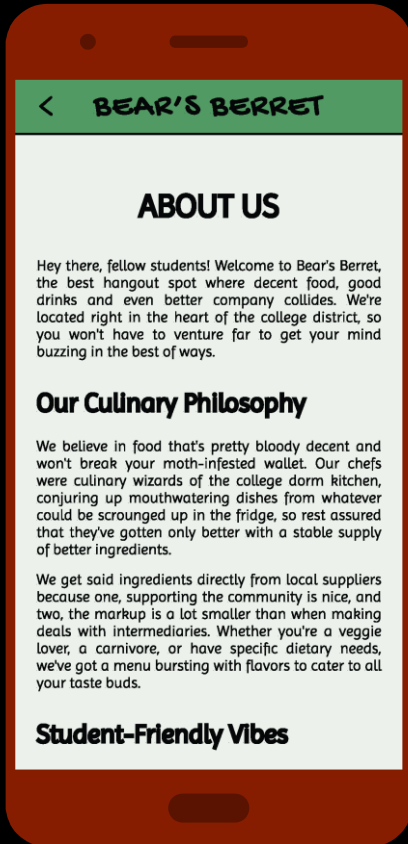




REFINING THE DESIGN

AKA, PROPER MOCKUPS

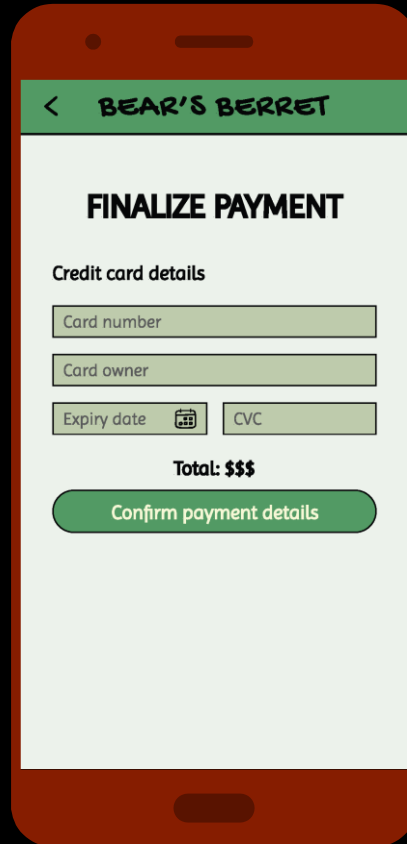
MOCKUPS: TEXTS & GREETER



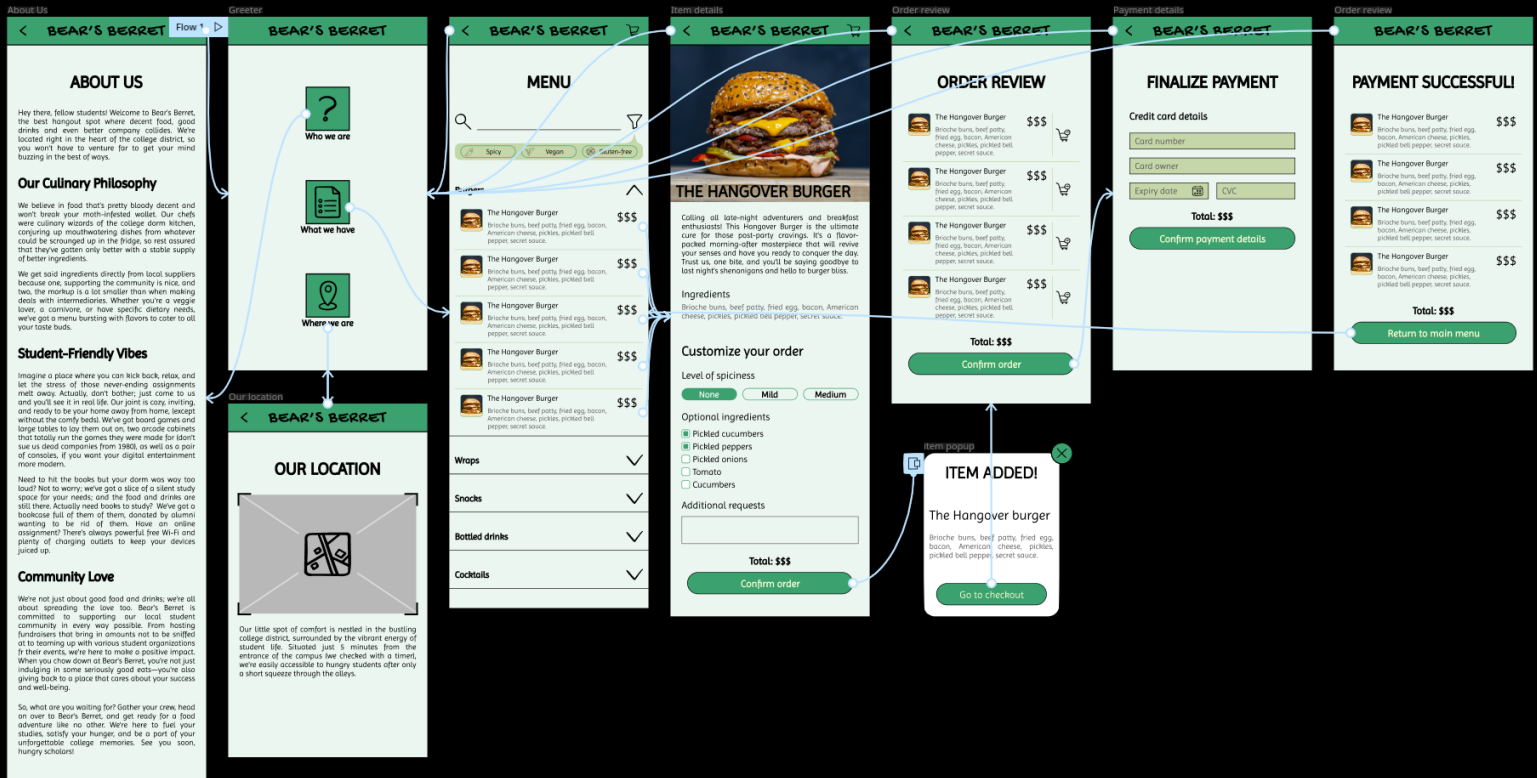
MOCKUPS: MENU AND CUSTOMISATION



MOCKUPS: ORDERING AND PAYMENT



HIGH-FIDELITY PROTOTYPE



- HIGH-FIDELITY PROTOTYPE

Scan the QR code to try it for yourself, or click [this](#) if it is unreadable.





GOING FORWARD

AKA, FUTURE IMPROVEMENTS THAT COULD BE MADE

● TAKEAWAYS



Greater impact

I learned new skills. Not sure anyone else gained anything from me, lol



What I learned

- The broad strokes of the UX/UI development
- Competitive audits and how to do them
- User research & interviews
- Base skills of developing designs

CREDITS

Special thanks to the people who made and released these awesome resources for free:

- Presentation template by [SlidesCarnival](#)
- Photographs by [Unsplash](#)



HAVE ANY QUESTIONS?

TOO BAD, I'M NOT HERE TO ANSWER THEM :P