

German Restaurant Ordering App Design

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Project overview



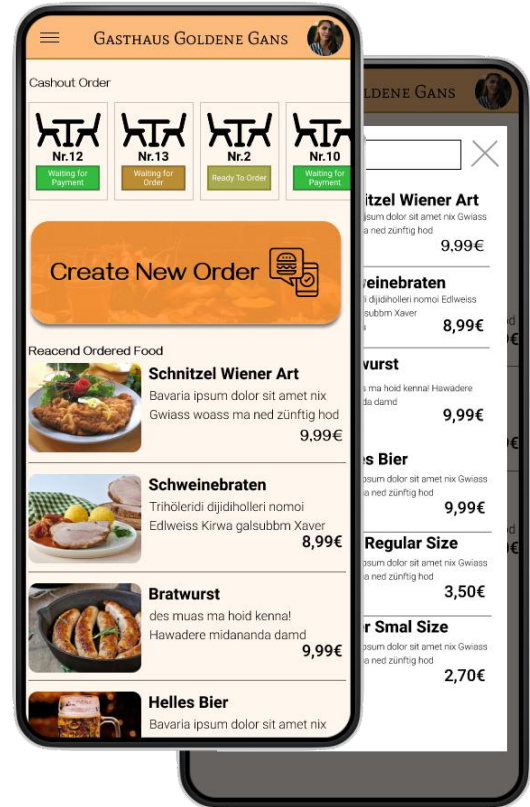
The product:

We're creating a German Restaurant Ordering app to reduce Stress and optimize Picking up Orders for the Waitress. We noticed that we have improvement potential to reduce the Food Deliver time for the Customer if we make an app for the Waitress. We wanted to create a product that can help the Waitress, improve sales and decrease the customer waiting time



Project duration:

October 2021 to January 2022.



Project overview



The problem:

Orders often take a long time to be handed over to the kitchen.



The goal:

Design an app for an German Restaurant that allows the Waitress to send the Order directly to the kitchen after picking up.

Project overview



My role:

UX designer designing an app for an German Restaurant from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies and iterating on designs.

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was order out at least once a week.

The user group confirmed the assumptions about German Restaurant customers, but research revealed the Ordering time was not the only factor. Other problems included huge orders and an faster checkout.

User research: pain points

1

Time

The most Customers wants to get ther food fast and want to pay in an short time.

2

Accessibility

The Kitchen and the Waitress needs to be connected.

3

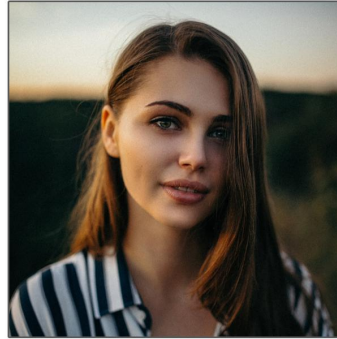
Language

Most Ordering apps are in English and the most customer and Waitress don't understand this Language.

Persona: Jennifer

Problem statement:

Jennifer is a busy chef in an medium-sized German Restaurant who needs an ab to Organize all Orders because she wants to be as efficient as possible.



Jennifer Robles

Age: 32

Education: Secondary School

Hometown: Nuremberg Germany

Family: Alone

Occupation: Cook

“Cooking is love Cooking is live”

Goals

- View my orders in an easy-to-read view.
- Always stay on track of which order is currently being processed.

Frustrations

- No longer having an overview of which order is currently being processed.

Jennifer is a chef in a medium-sized German restaurant. She has been working there for over 3 years. As the restaurant gets bigger and bigger, she finds it harder and harder to keep track of orders. It has happened that she has overlooked an order, which she wants to avoid at all costs.

User journey map

Mapping Jennifer's user Journey revealed how helpful it would be for users to have access to a dedicated German Ordering App.

Persona: Jennifer Robles

Goal: An easy and quick way to server Customers ther Ordered Food

ACTION	Talking with the Customers	Writing down the order	Give the order to the kitchen	Deviler the Food to the Customer	Cash up the Customer
TASK LIST	Tasks A. Sugesting Food B. recommend suitable wine C. Smalltalk with the customer	Tasks A. Taking the Order B. write down extra requests C. Know the court numbers	Tasks A. Walking to the kitchen B. Writing down the letter C. Write down extra requests	Tasks A. Bring the food B. Select the correct table C. Remember each Customer	Tasks A. Knowing the prices B. Splitting the Order if needed C. Getting Tips
FEELING ADJECTIVE	Overwhelmed by sorts of wine Excited for new Customers	Annoyed of writing the order Nervous not to mixing up the orders	Anxious about having to rememver orders. Annoyed of writing.	Stressed remembering the correct Customer looking forward to the reaction of the customer	stressed while adding up the prices Happy to get tips.
IMPROVEMENT OPPORTUNITIES	Having an food menu on the handy/tablet	Selecting the order in the app.	send the order to the kitchen via handy/tablet	see where the customer was sitting in the app	Provide option to tip in-app

Paper wireframes

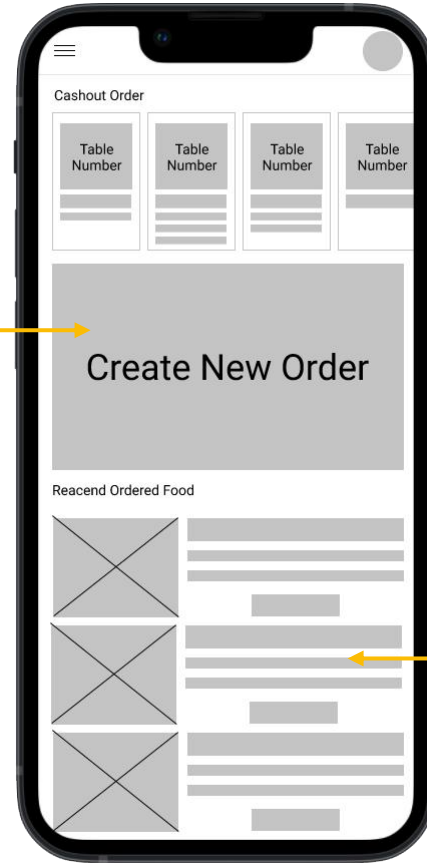
The first drafts was on paper to quickly come up with an idea for the starting page of the app, I prioritized an **quick and easy process for picking up the orders** to help users save time.



Digital wireframes

At the initial design phase continued, I made an base screen Design with based on the feedback and painpoints of the waitress and Customers.

This button at the top of the home screen makes it fast and easy to create an new order.

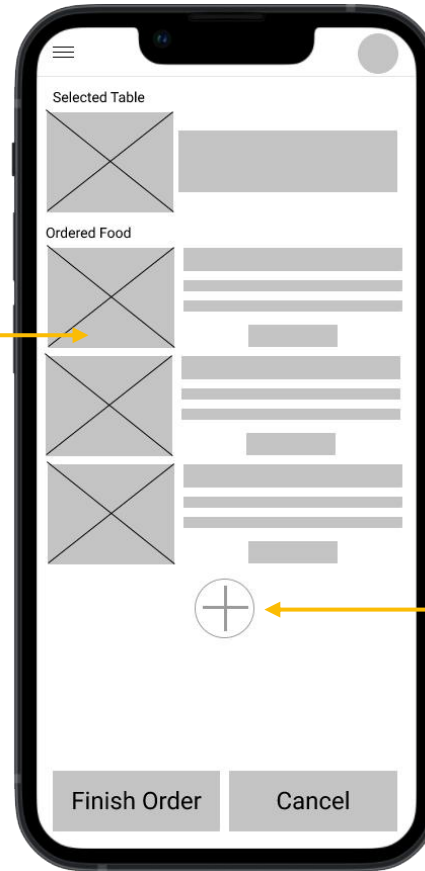


On the Bottom are some reacend Orderd Foods to quickly recommend some food.

Digital wireframes

Easy adding of food was an key element in the also the one hand operation.

On the top is the current Ordered food for this selected Table



This is an button on the bottom to quickly add food the button is exatly in range of the thumb.

Low-fidelity prototype

With the completed set of digital wireframes, I created an low-fidelity prototype. The Primary user flow I created was for Ordering food , so the prototype could be used in an usability study.

View the German Restaurant Ordering app
[low-fidelity prototype](#)



Usability study: findings

I conducted two rounds of usability studies. The first round was with an low-fidelity prototype of the App. The second study used a high-fidelity prototype with some reworks from the first round.

Round 1 findings

- 1 People want a Table Selection Dialog.
- 2 People want to expand/collaps the Categories at the food selection.
- 3 People want an confermation dialog after the cacheout.

Round 2 findings

- 1 The Tables need an current status
- 2 A way to go back after an Checkout process.

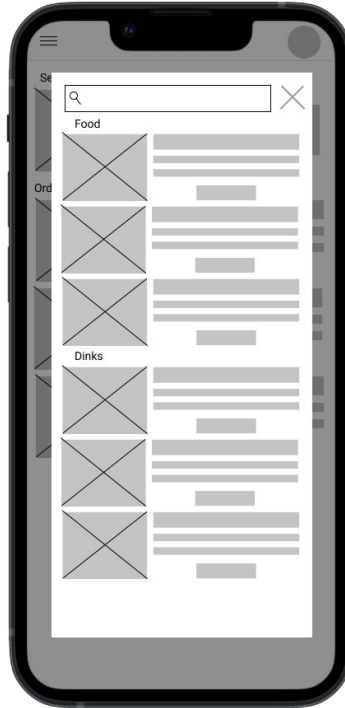
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

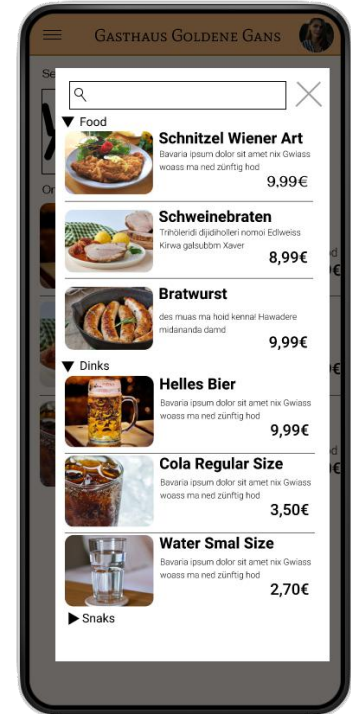
Mockups

In the early designs i used an simple list of food and drinks. After the usability studies, i added **collapsable groups of items** to quicker find the Item the user is looking for.

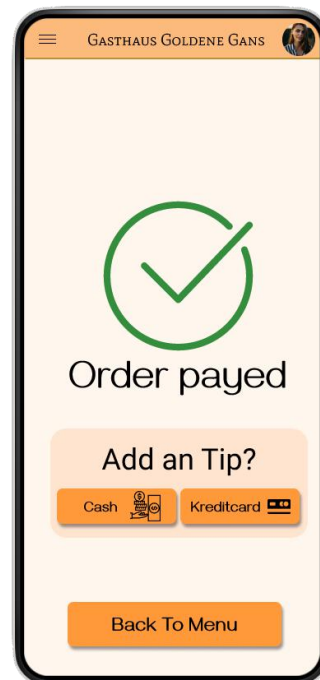
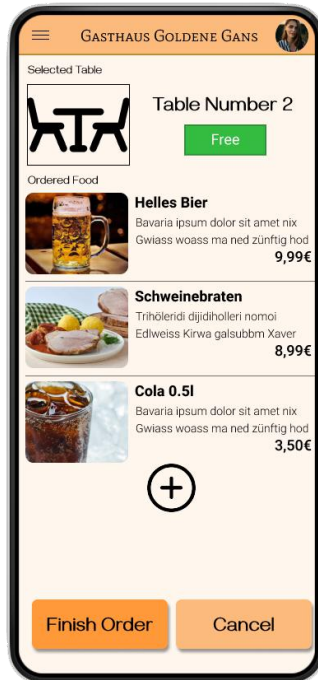
Before usability study



After usability study



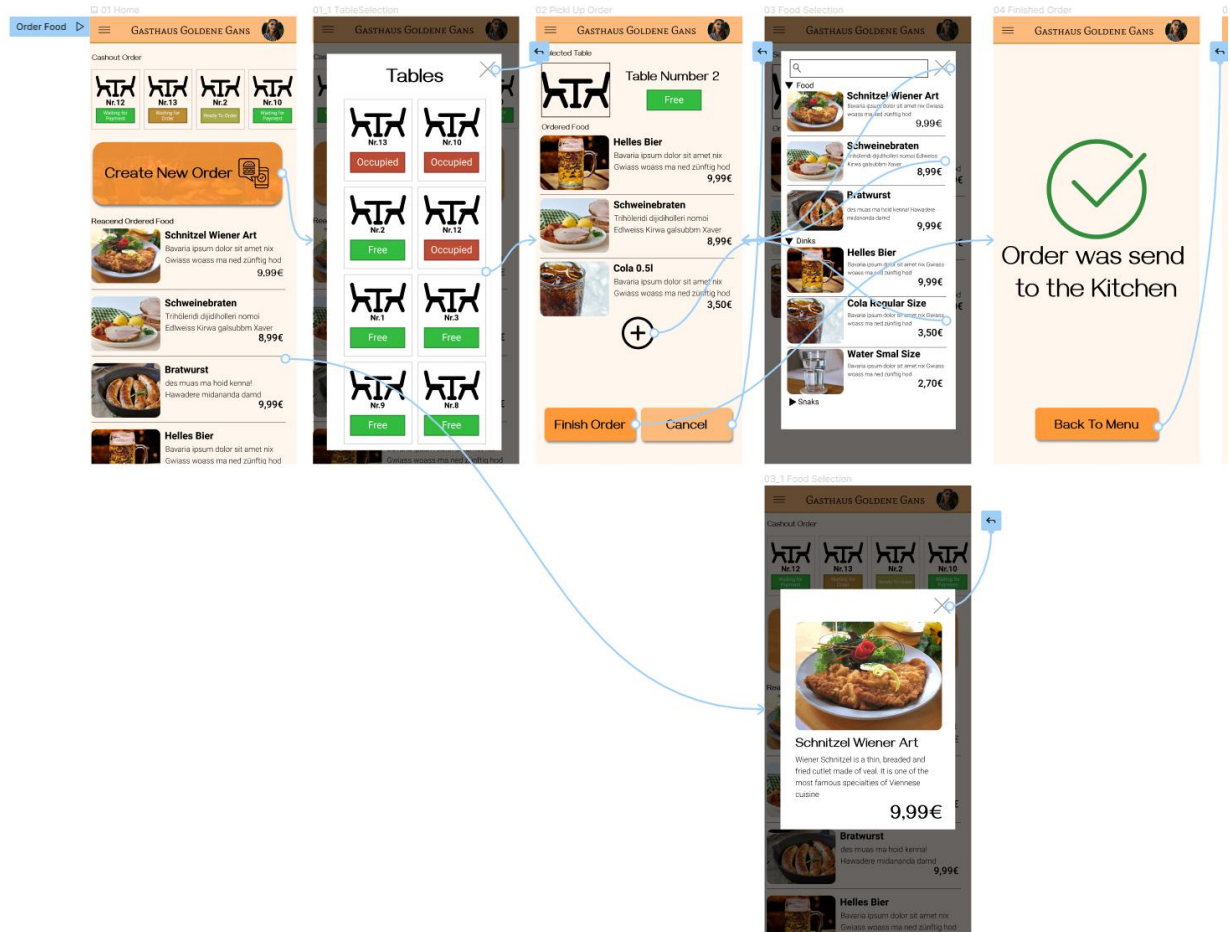
Mockups



High-fidelity prototype

The final high-fidelity prototype presented an user flow for Picking up an new Order from an customer.

View the German Restaurant Ordering App [high-fidelity prototype](#)



Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Implementing additional Lanugage for non German speaking Waitress and customers

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app reduces the time the customer needs to wait for their order.

One quote from peer feedback:

"I can pick up many orders before I need to go to the kitchen which saves a lot of time"



What I learned:

While designing the German Restaurant Ordering App, I learned that the feedback from users is a huge help to find a good design.

The feedback played a big role in the iterations of the app designs.

Next steps

1

Create an new Prototype for the next usability studies to validate if the last findings have been fixed and the user pain point addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work on the German Restaurant Ordering app!
If you would like to get in touch I'll share my LinkedIn profile below.

[Lets connect!](#)

Thank you!