

## A visual representation of the iPad interface



## What is Athena Greek Grill Restaurant?

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The concept is similar to Chipotle's "assembly line" build a meal. However, the customer will assemble the meal on a tablet like an iPad, rather than ordering while standing in line.

### So how does the App work?

A person would order his/her meal from a stationary iPad on the counter of a casual to fast-food restaurant.

The customer would place his/her order via the touch-screen interface. That order would then be sent to the kitchen electronically to be prepared.



## I used the following User Experience design principles in this project:

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### Research

- Usability testing
- User survey
- Task flow and user journey
- Card sorting analysis
- SWOT analysis

### Discovery

- Rapid paper prototypes
- Wireframes
- Personas
- Competitive analysis
- Information architecture

### Design

- iPad/tablet App design
- Mockups
- Iterative redevelopment
- Mood board
- Style guide

## Hemmant Patel

**Age:** 37

**Gender:** Male

**Occupation:** Internet technical specialist for law firm

**His Story:** Hemmant is always looking for a great place to dine and save money. As a tech guy, he would consider ordering from an iPad fun. He expects the device to give him the option to customize his order. He enjoys dining out with friends and could see how ordering from a device might take longer when multiple people are involved. He considers having good ambiance and service important factors for a great dining experience.

**Goals:**

Order meal from a device  
Ability to customize meal  
Low dining cost

**Needs:**

Interactive menu  
Easy to read menu  
Price displayed  
Ingredients displayed

**Quote:** I enjoy dining out as long as I can save money and customize my order.



## Jennifer Chang

**Age:** 26

**Gender:** Female

**Occupation:** Freelance graphic designer and fashion designer.

**Her Story:** Jennifer is a mother and likes child-friendly restaurants. She chooses restaurants based on her family's health needs. It's important for her to know what ingredients are in each meal. She considers the food quality more important than price.

**Goals:**

Clear ingredient descriptions  
Vegan, organic options  
Child-friendly ambiance

**Needs:**

Family friendly restaurant  
Vegan, organic, gluten-free options  
Calorie count displayed

**Quote:** I like to dine at restaurants that cater to my special dietary needs and are child friendly.



## Alex Carvalho

**Age:** 47

**Gender:** Male

**Occupation:** Audio engineer

**His Story:** Alex is a price conscious professional on a budget. He considers location, pictures of menu items, and a large amount of options important. He likes his food served quickly, with good service.

**Goals:**

Order quick meal  
Stay on his budget  
Easy to order menu

**Needs:**

Price sensitive  
Pictures of food items  
Variety of menu items

**Quote:** I like to stick to my budget when dining out. I also want plenty of options and good service.



## Competitive analysis – similar restaurants

### Chipotle

**Food:** Mexican including tacos, burritos, salads and rice-based bowls

**Service Type:** Order at counter, inform server the items you wish to include on the base (i.e. bowl, taco, etc.). As it is passed down an assembly line, you select food item to be included or not in your meal

**Strengths:** Reasonable prices, assembly-line production, use of natural ingredients, vegetarian and gluten free options, customizable, freedom to choose toppings, variety of combinations and easy-to-understand pricing and process

**Weaknesses:** You have to be involved in the food-making process and select ingredients as you walk down assembly line, extra charges for guacamole and some other items, can be difficult to communicate with staff

**Price Point:** \$6-\$10

**Presence:** National and international

**Organization size:** Over 1,400

**Income:** \$278 million in 2012



### George's Greek Grill

**Food:** Greek and Mediterranean dishes including pitas, gyros, sandwiches, salads and combination plates

**Service Type:** Order at counter, assigned a number, food brought to your table

**Strengths:** Few Greek food restaurants in the area, variety of choices and format including gluten free and vegetarian, do not have to be involved in the food-making process – order comes to the table prepared and easy to understand pricing

**Weaknesses:** Prices are average to a bit on the high side for downtown lunch, less opportunity to customize order, unable to see ingredients until you receive your order, ingredients might not seem fresh

**Price Point:** \$5-\$15

**Presence:** Locally in Los Angeles and a food truck

**Organization size:** Less than five

**Income:** Privately owned



### Subway

**Food:** American-style submarine sandwiches

**Service Type:** Order at counter, inform server items you wish to include on the bread

**Strengths:** Reasonable prices, consistent across different restaurants, assembly-line production, vegetarian options, customizable, freedom to choose toppings

**Weaknesses:** You have to be involved in the food-making process and select ingredients as you walk down assembly line, extra charges for larger portions/more food, can be difficult to communicate with staff, few gluten free options

**Price Point:** \$5-\$8

**Presence:** National and international

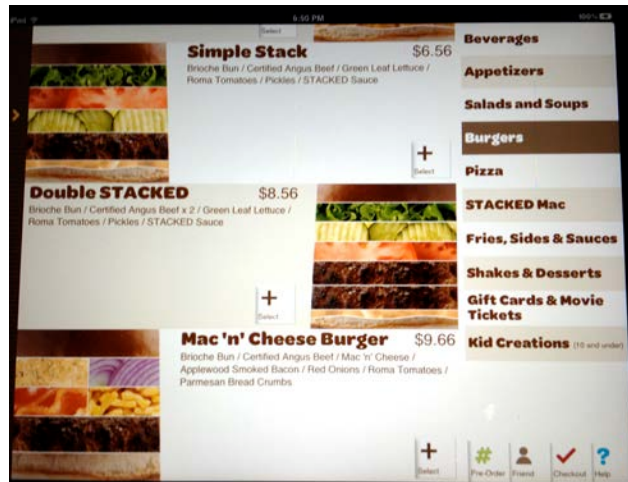
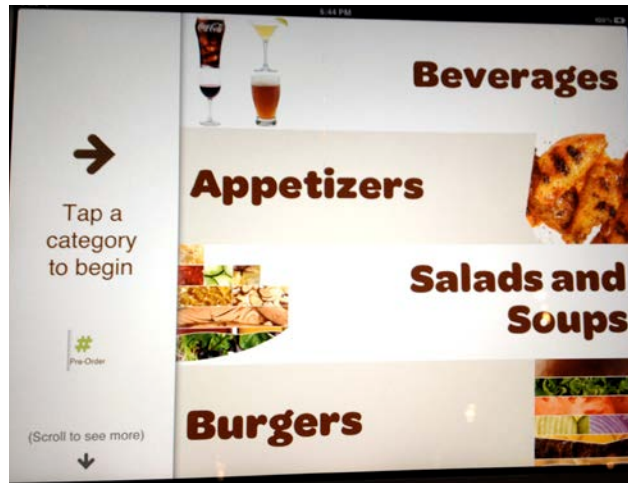
**Organization size:** 39,282

**Income:** Privately owned, several franchises



# Competitive analysis – ethnographic research

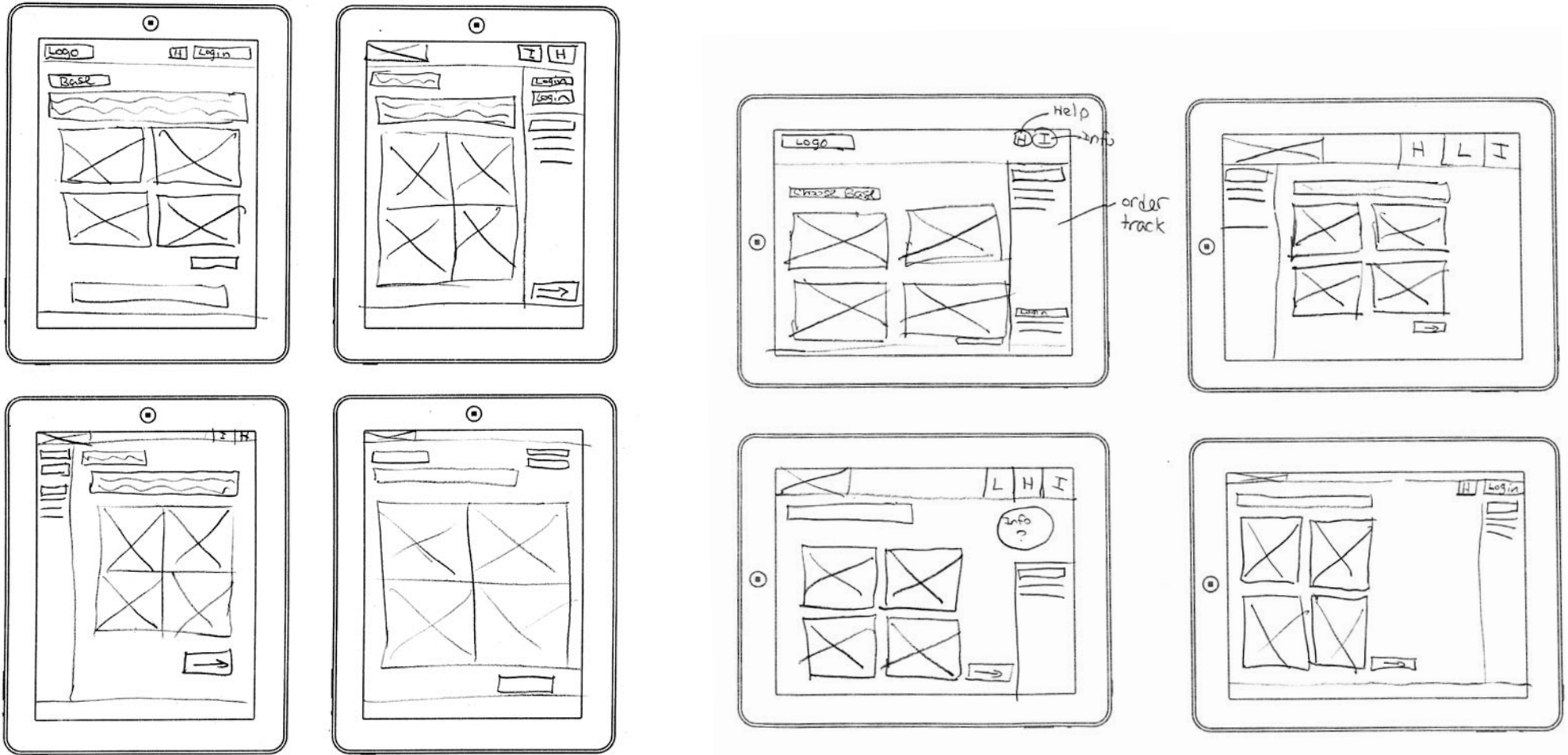
## Stacked Restaurant, tablet on table



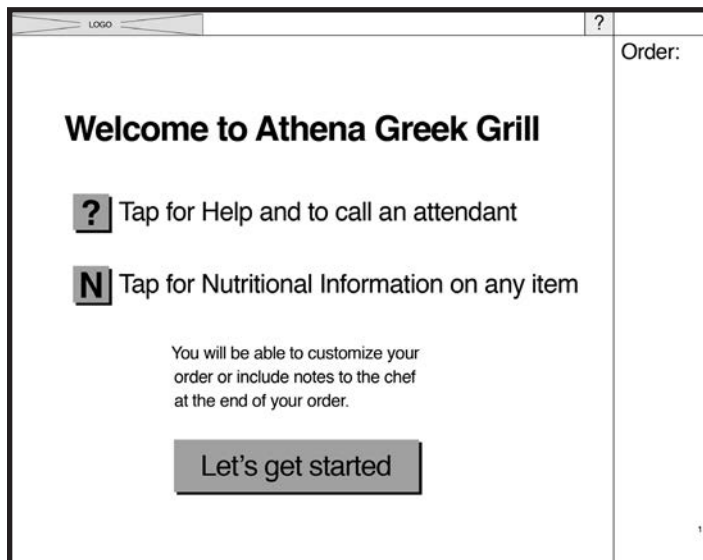
## Venetian Casino, touch screen on slot machine



## Sketching the interface – horizontal or vertical?



## Welcome screen



Order: ?

### Welcome to Athena Greek Grill

**?** Tap for Help and to call an attendant

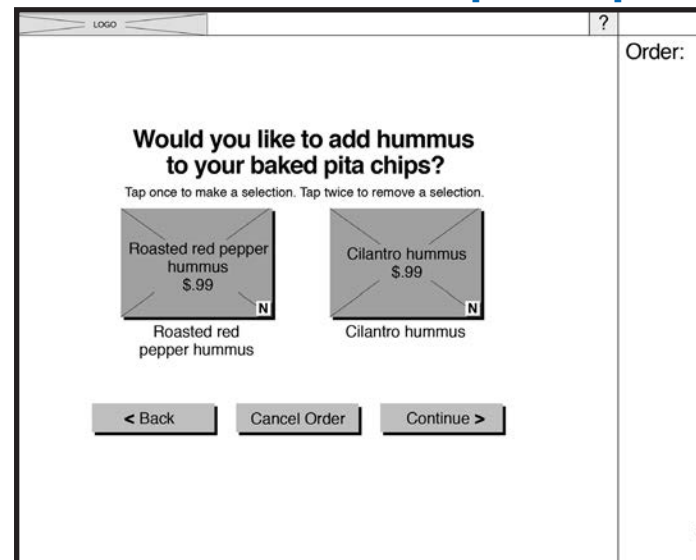
**N** Tap for Nutritional Information on any item

You will be able to customize your order or include notes to the chef at the end of your order.

**Let's get started**

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## Add hummus to side or pita chips



Order: ?

### Would you like to add hummus to your baked pita chips?

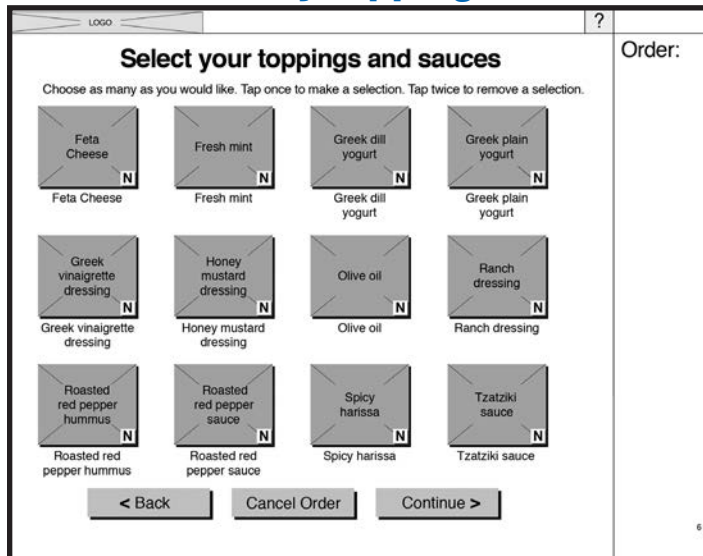
Tap once to make a selection. Tap twice to remove a selection.

Roasted red pepper hummus \$ .99 N	Cilantro hummus \$ .99 N
Roasted red pepper hummus	Cilantro hummus

**< Back** **Cancel Order** **Continue >**

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## Choose as many toppings & sauces



Order: ?

### Select your toppings and sauces

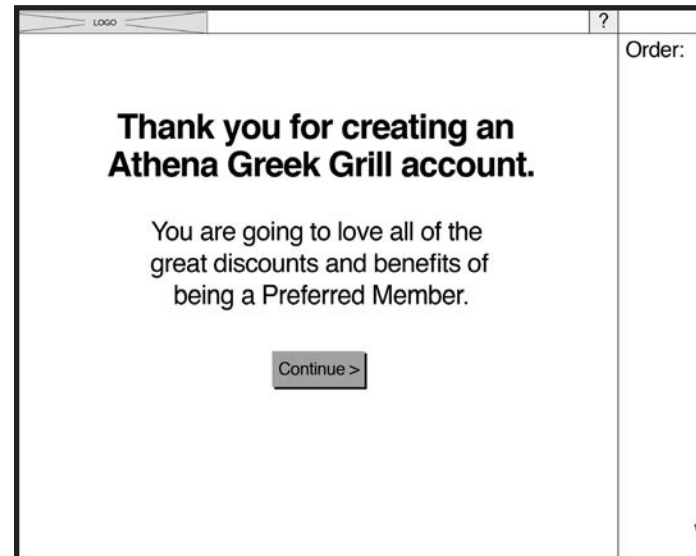
Choose as many as you would like. Tap once to make a selection. Tap twice to remove a selection.

Feta Cheese N	Fresh mint N	Greek dill yogurt N	Greek plain yogurt N
Greek vinaigrette dressing N	Honey mustard dressing N	Olive oil N	Ranch dressing N
Roasted red pepper hummus N	Roasted red pepper sauce N	Spicy harissa N	Tzatziki sauce N
Feta Cheese	Fresh mint	Greek dill yogurt	Greek plain yogurt
Greek vinaigrette dressing	Honey mustard dressing	Olive oil	Ranch dressing
Roasted red pepper hummus	Roasted red pepper sauce	Spicy harissa	Tzatziki sauce

**< Back** **Cancel Order** **Continue >**

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## Account creation confirmation



Order: ?

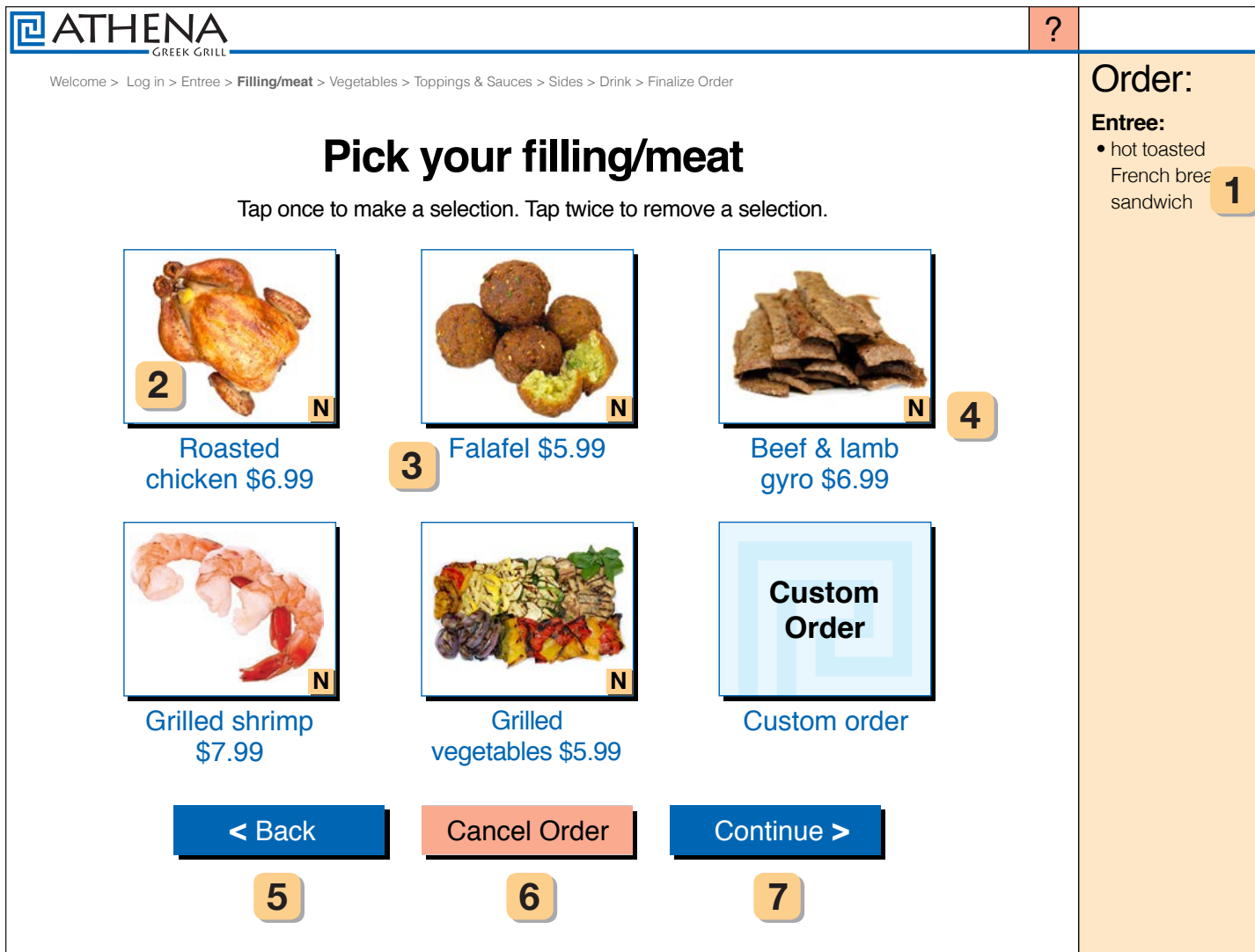
### Thank you for creating an Athena Greek Grill account.

You are going to love all of the great discounts and benefits of being a Preferred Member.

**Continue >**

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# Annotated wireframe – Pick your filling/meat screen



## 1. Order accumulation column

Will show the user how the order is accumulating during ordering

## 2. Image of menu item

Clickable image to add item to the order

## 3. Name of menu item

Clickable text to add item to the order

## 4. Nutrition button

Tapping this button will bring up a pop-up window that will show the nutritional information of a menu item

## 5. Back button

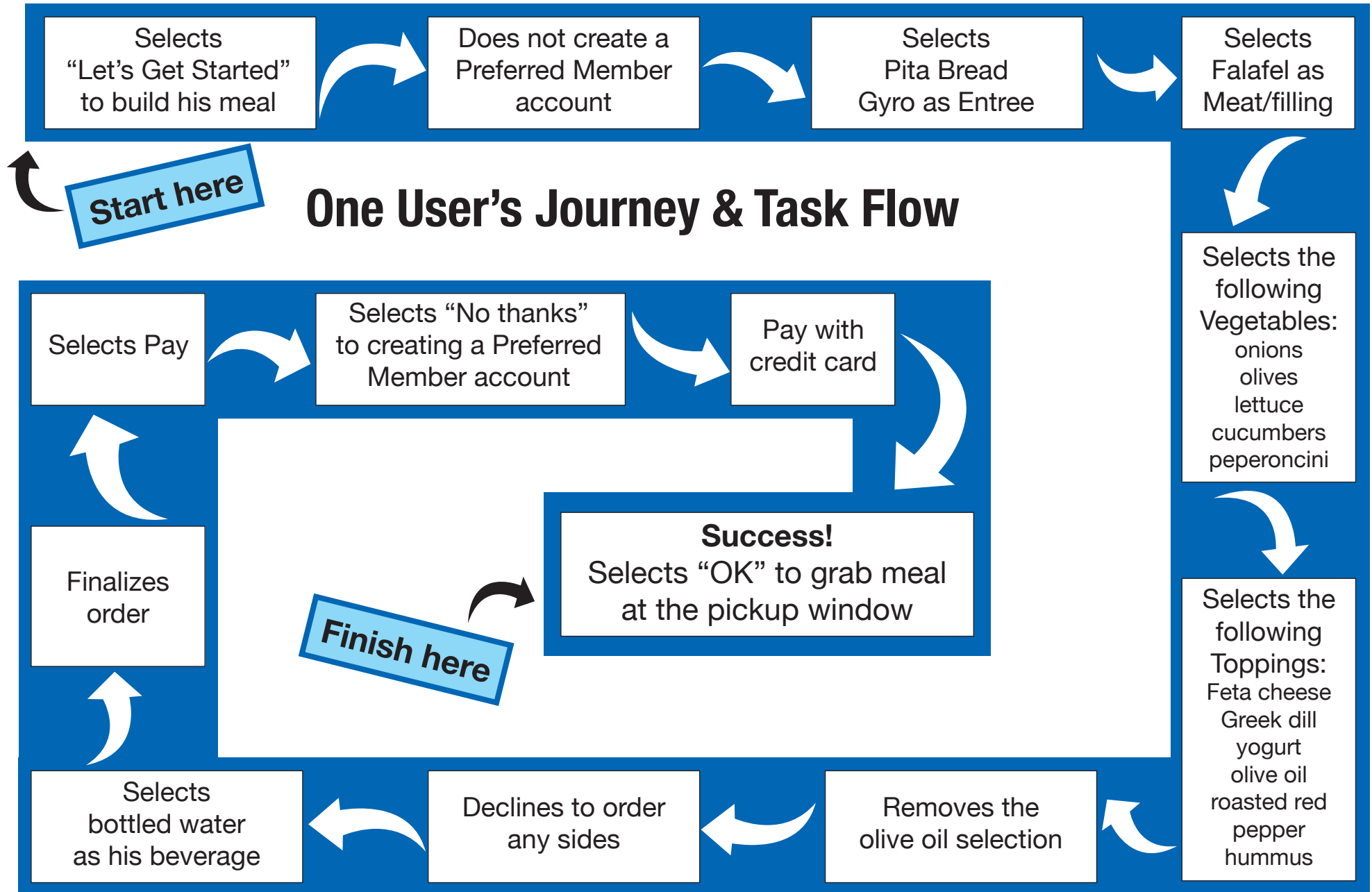
Takes the user to the previous screen

## 6. Cancel Order button

Allows user to cancel the entire order at any time. Warning window will pop up to confirm cancellation. Takes user back to the beginning of ordering process

## 7. Continue button

Must be pressed by user to confirm selection on this screen and to progress to the next screen



## Lessons I learned in the UX process:

### Research

- Testing users with rounds of iterations taught me the value of testing, testing, testing!
- I am not the user and I do not know all of the answers. It was great to have people work through the prototype and view their pain points and struggles.
- Keep the needs and goals of the personas in mind at all times helped keep the project focused.

### Discovery

- Implement revisions in prototypes makes the product stronger.
- Sketching prototypes is a great way to apply Lean UX principles and quickly get ideas on paper.
- Use traditional patterns and conventions in the process. This aids users' flow when progressed through the screens.

### Design

- Use my strong background in graphic design, which translates seamlessly to the design principles that relate to UX design.
- Create the wireframes in a low fidelity first and don't get committed to a design solution too soon.
- Provide visual imagery and written descriptions of the food to make the menu easy to understand and navigate.