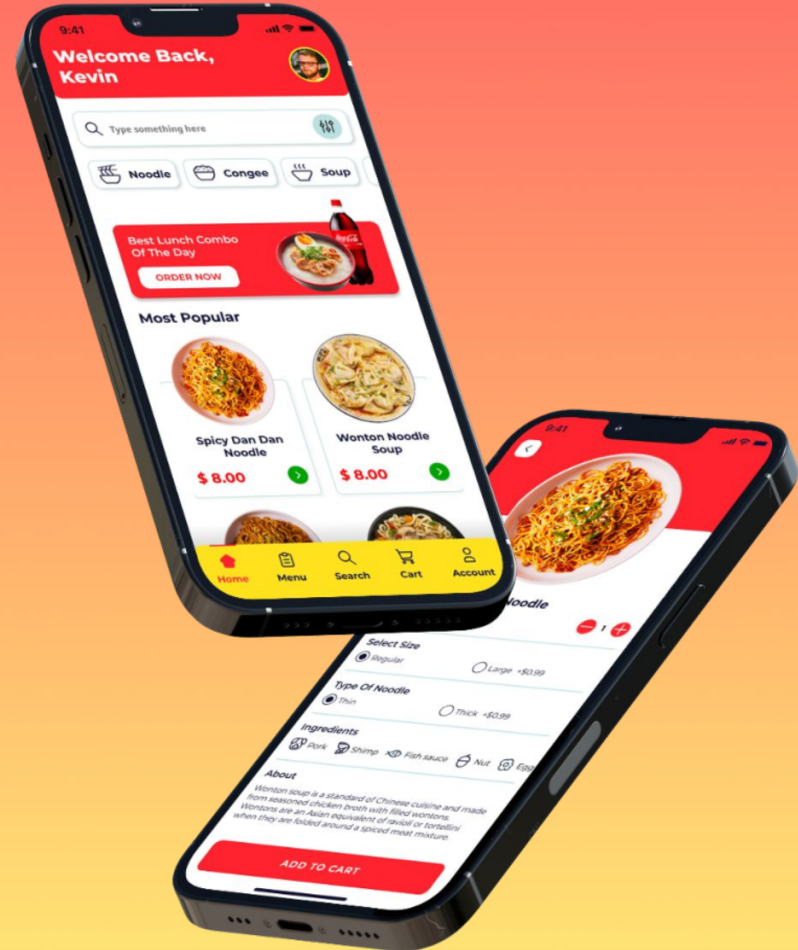# Mike's Noodle House

Online-Ordering App

About

Overview

A user-friendly online platform for ordering food in advance (for pickup or delivery), by addressing user pain points and optimizing the user flow, resulting in a seamless and convenient food ordering experience.

The Problem

Mike's Noodle House faces challenges with users struggling to access a comprehensive menu showcasing photos, ingredients, and Chinese menu options. Additionally, there is a lack of an advanced platform for users to order food in advance.

Approach

·Unmoderated Study
·Competitive & Comparative Analysis
·User Interview
·Affinity Mapping
·Persona
·Information Architecture
·User Flow

The Goal

Our goal is to enhance user experience by addressing these issues, offering an intuitive interface with visually engaging menus and ingredient insights, while introducing a robust pre-ordering feature to streamline the food ordering process and drive customer satisfaction.

User Research

Research & Analysis

We collected and analyzed the user experience when visiting a restaurant's website. Our focus is to understand what are the positive and negative experiences. We interviewed 6 participants who are regular goers to Mike's Noodle House, 4 young professionals and 2 Chinese elders.

We asked the following question to empathize with their experience.

1. What grabs your attention the most when you go on a restaurant's website?

2. What would the users like to see on the menu page of the website?

3. What are some negative experiences going on a restaurant's website?

Design Process

Empathize

Learn about the users, problem, wants and needs
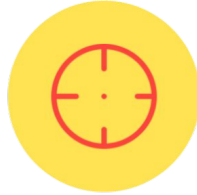
Define

Determine which problems to solve and why

Ideate

Come up with design solutions

Prototype

Create UI Mockups of Solution

Test

Conduct User Testings, Iterate and refine

Key Insights

English & Chinese Menu

Users want menus in both English and Chinese. Making it friendly for everyone.
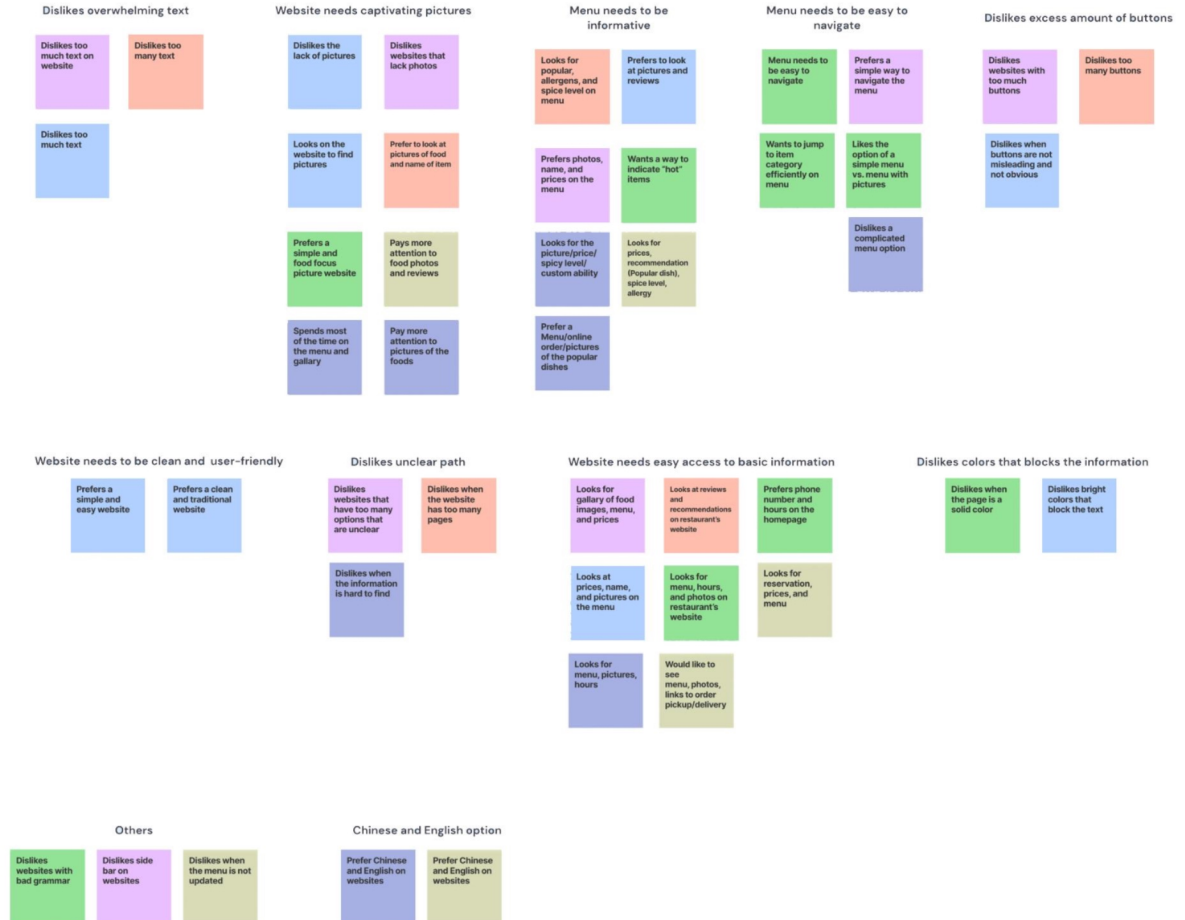

Menu Information and Imagery

Customers prefer menus with clear pictures and detailed descriptions.

Ordering for Takeout and Delivery

Easy and straightforward platform for ordering takeout or delivery. A process with real-time tracking encourages repeat orders.

Affinity Map

Dislikes overwhelming text

- Dislikes too much text on website
- Dislikes too many text
- Dislikes too much text

Website needs captivating pictures

- Dislikes the lack of pictures
- Dislikes websites that lack photos
- Looks on the website to find pictures
- Prefer to look at pictures of food and name of item
- Prefers a simple and food focus picture website
- Pays more attention to food photos and reviews
- Spends most of the time on the menu and gallary
- Pay more attention to pictures of the foods

Menu needs to be informative

- Looks for popular, allergens, and spice level on menu
- Prefers to look at pictures and reviews
- Prefers photos, name, and prices on the menu
- Wants a way to indicate "hot" items
- Looks for the picture/price/spicy level/ custom ability
- Looks for prices, recommendation (Popular dish), spice level, allergy
- Prefer a Menu/online order/pictures of the popular dishes

Menu needs to be easy to navigate

- Menu needs to be easy to navigate
- Prefers a simple way to navigate the menu
- Wants to jump to item category efficiently on menu
- Likes the option of a simple menu vs. menu with pictures
- Dislikes a complicated menu option

Dislikes excess amount of buttons

- Dislikes websites with too much buttons
- Dislikes too many buttons
- Dislikes when buttons are not misleading and not obvious

Website needs to be clean and user-friendly

- Prefers a simple and easy website
- Prefers a clean and traditional website

Dislikes unclear path

- Dislikes websites that have too many options that are unclear
- Dislikes when the website has too many pages
- Dislikes when the information is hard to find

Website needs easy access to basic information

- Looks for gallary of food images, menu, and prices
- Looks at reviews and recommendations on restaurant's website
- Prefers phone number and hours on the homepage
- Looks at prices, name, and pictures on the menu
- Looks for menu, hours, and photos on restaurant's website
- Looks for reservation, prices, and menu
- Looks for menu, pictures, hours
- Would like to see menu, photos, links to order pickup/delivery

Dislikes colors that blocks the information

- Dislikes when the page is a solid color
- Dislikes bright colors that block the text

Others

- Dislikes websites with bad grammar
- Dislikes side bar on websites
- Dislikes when the menu is not updated

Chinese and English option

- Prefer Chinese and English on websites
- Prefer Chinese and English on websites

User Persona

Jade Li, Aesthetic Nurse

- Jade, a young nurse who enjoys dining out with friends, relies on Google and Yelp reviews to choose her restaurant orders.

- Menus without pictures and descriptions, and websites that don't support pickup or delivery orders.

- Jade wants a website that's easy to use, where she can quickly find the menu to see pictures and descriptions of the food.

Jason Chen, Grandpa

- Jason, a grandfather who loves Chinese meals with his family, prefers menus with detailed descriptions, photos, and traditional Chinese options.

- Jason needs to browse the menu before visiting the restaurant as he is unable to read English, which can be troublesome for him.

- Jason prefer a website with less text, includes Chinese translation in the menu, and features larger buttons and text for better interaction.

- Menu that includes pictures and descriptions, offers both Chinese and English options, and provides a platform for ordering takeout or delivery.

Style Guide

Color Palette

Primary

Scarlet Red
#FF433D

Butter Yellow
#FFE352

Secondary

Denim Blue
#111133

Baby Blue
#C3DFE0

Accent

Sea Green
#009F0B

Typography

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Heading1 : Montserrat / ExtraBold / Title Case / 24pt / 0.5px Spacing

Heading2 : Montserrat / Bold / Title Case / 18pt / 0.5px Spacing

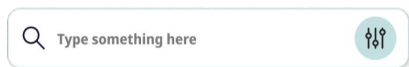SubHeader : Montserrat / SemiBold / Title Case / 14pt

Body : Montserrat / Regular / 12pt

UI Component

Button

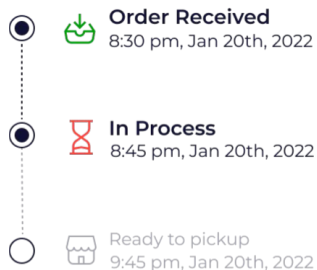<div style="background:#FF4C4C;color:#fff;text-align:center;padding:10px">PRIMARY</div>

Switch Button

Pickup | Delivery   **Eng** | 中文

Plus Minus Buttons

⊖ 1 ⊕

Search Bar

🔍 Type something here

Main Navigation

Home | Menu | Search | Cart | Account

Icon

Stepper States

Order Received
8:30 pm, Jan 20th, 2022

In Process
8:45 pm, Jan 20th, 2022

Ready to pickup
9:45 pm, Jan 20th, 2022

Choice Chips

Noodle | Congee | Soup | Drink

Food Card

Spicy Dan Dan Noodle
wontons, noodle, eggs, vege,
chicken borth, shimp
$ 8.00

Spicy Dan Dan Noodle
Size: Large
Noodle: Thin
$ 8.00   ⊖ 1 ⊕

Spicy Dan Dan Noodle
$ 8.00

Promo Banner

Best Lunch Combo Of The Day
ORDER NOW

Logo

Mike's NOODLE HOUSE
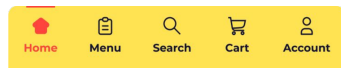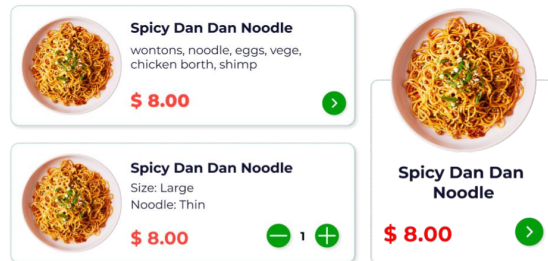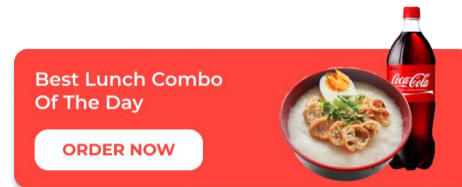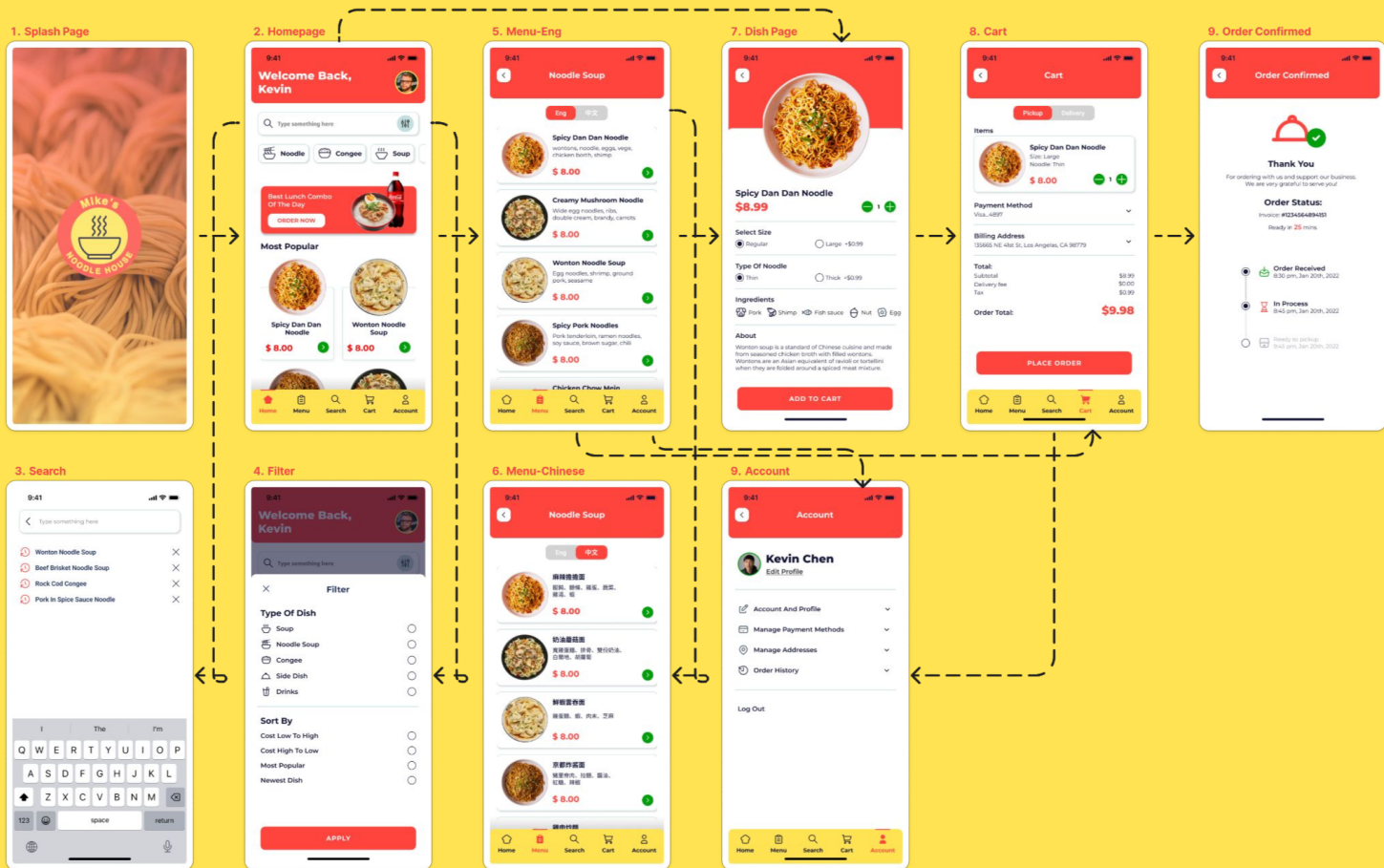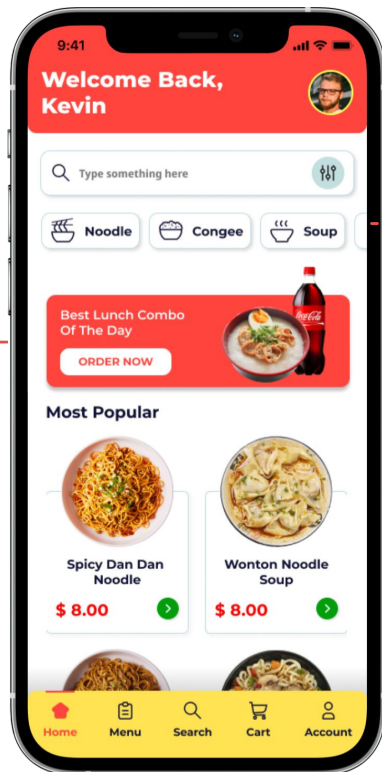
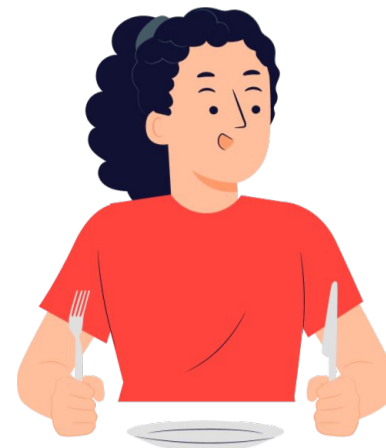# Wireframe Flow

Wireframe

Promo Banner

Our banner features the best combos and special dishes, inviting users to explore our top picks.
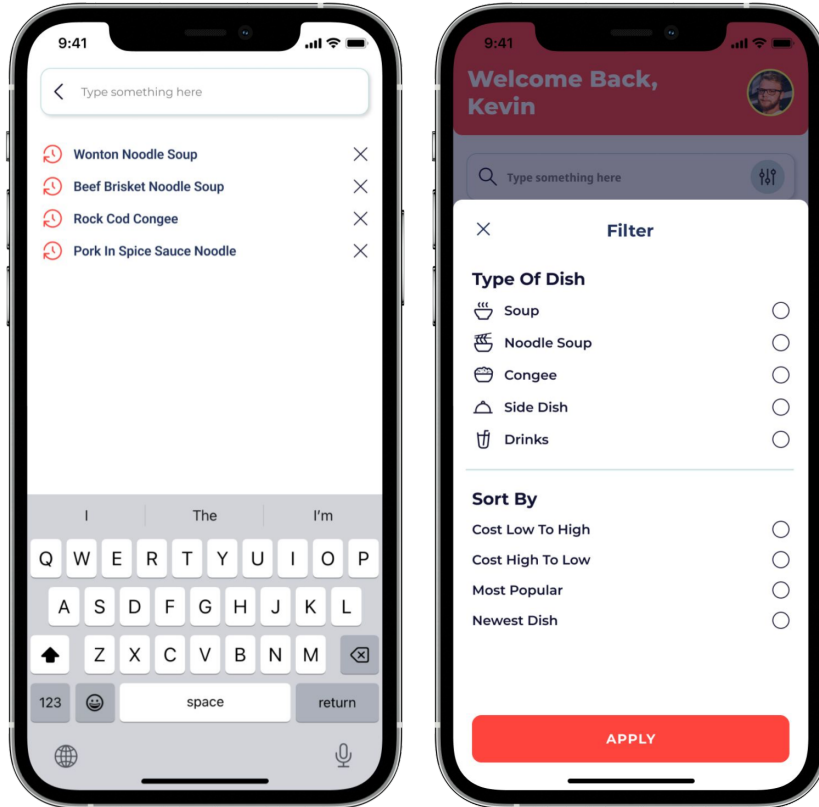
Dish Choice

Our Dish Choice function, enables users to select and customize dining preferences easily."
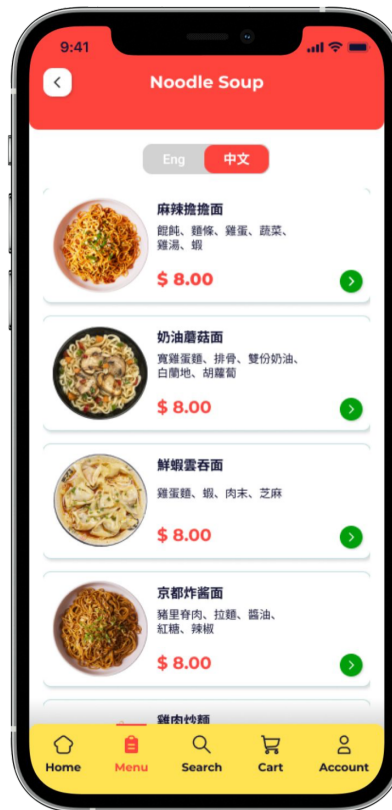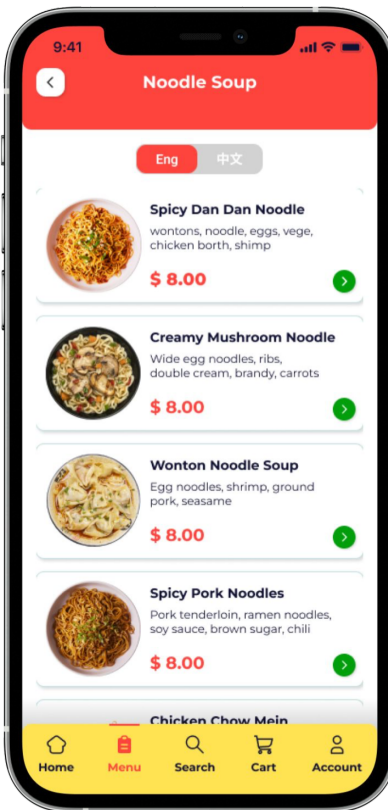
Wireframe

Search & Filter

Browse through the complete menu at Mike's Noodle.
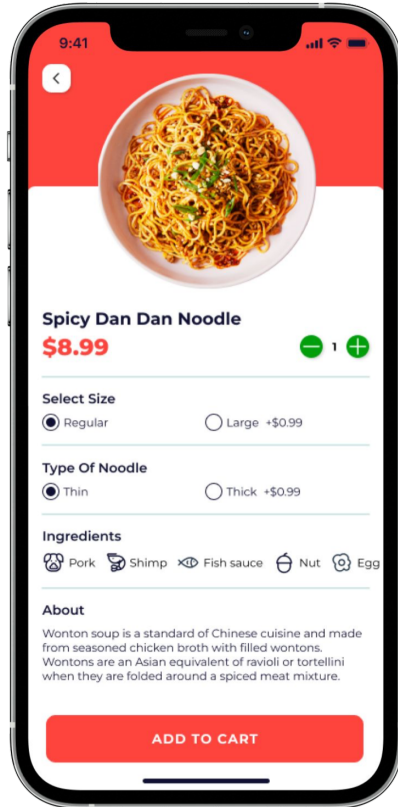Utilize the filters by applying specific criteria for precise selections.

Wireframe

Menu

Our menu offers choices in both Chinese and English, providing a diverse and user-friendly dining experience.

Mike's Noodle House

Phone 1 (English)

Noodle Soup

Eng | 中文

Spicy Dan Dan Noodle
wontons, noodle, eggs, vege, chicken borth, shimp
$ 8.00

Creamy Mushroom Noodle
Wide egg noodles, ribs, double cream, brandy, carrots
$ 8.00

Wonton Noodle Soup
Egg noodles, shrimp, ground pork, seasame
$ 8.00

Spicy Pork Noodles
Pork tenderloin, ramen noodles, soy sauce, brown sugar, chili
$ 8.00

Chicken Chow Mein

Home | Menu | Search | Cart | Account

Phone 2 (Chinese)

Noodle Soup

Eng | 中文

麻辣擔擔面
餛飩、麵條、雞蛋、蔬菜、雞湯、蝦
$ 8.00

奶油蘑菇面
寬雞蛋麵、排骨、雙份奶油、白蘭地、胡蘿蔔
$ 8.00

鮮蝦雲吞面
雞蛋麵、蝦、肉末、芝麻
$ 8.00

京都炸酱面
豬里脊肉、拉麵、醬油、紅糖、辣椒
$ 8.00

雞肉炒麵

Home | Menu | Search | Cart | Account

Wireframe

9:41

Spicy Dan Dan Noodle
$8.99   ⊖ 1 ⊕

Select Size
◉ Regular   ○ Large +$0.99

Type Of Noodle
◉ Thin   ○ Thick +$0.99

Ingredients
🐷 Pork   🦐 Shimp   Fish sauce   Nut   Egg

About
Wonton soup is a standard of Chinese cuisine and made from seasoned chicken broth with filled wontons. Wontons are an Asian equivalent of ravioli or tortellini when they are folded around a spiced meat mixture.

ADD TO CART

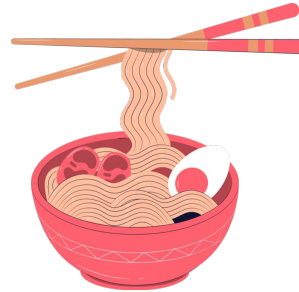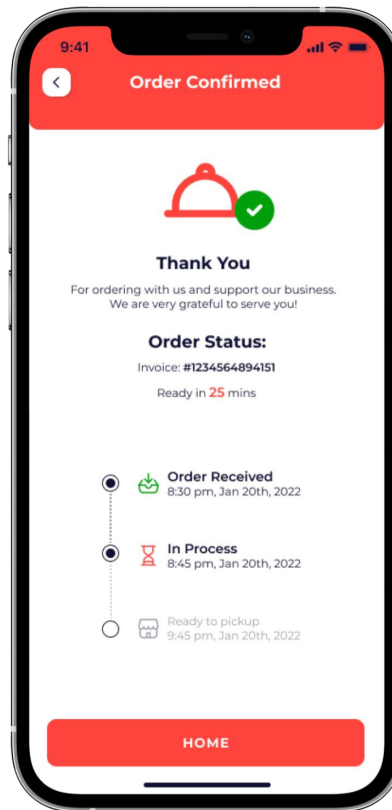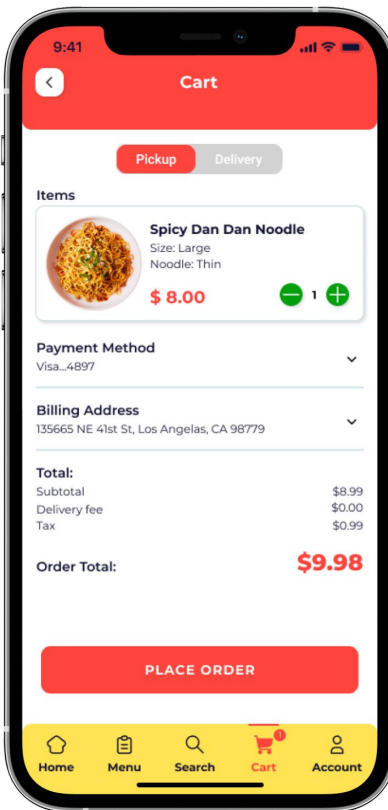## Food Page

On our Food Item Page, you can easily pick the size, noodle type, key ingredients, and get a quick description of each dish.
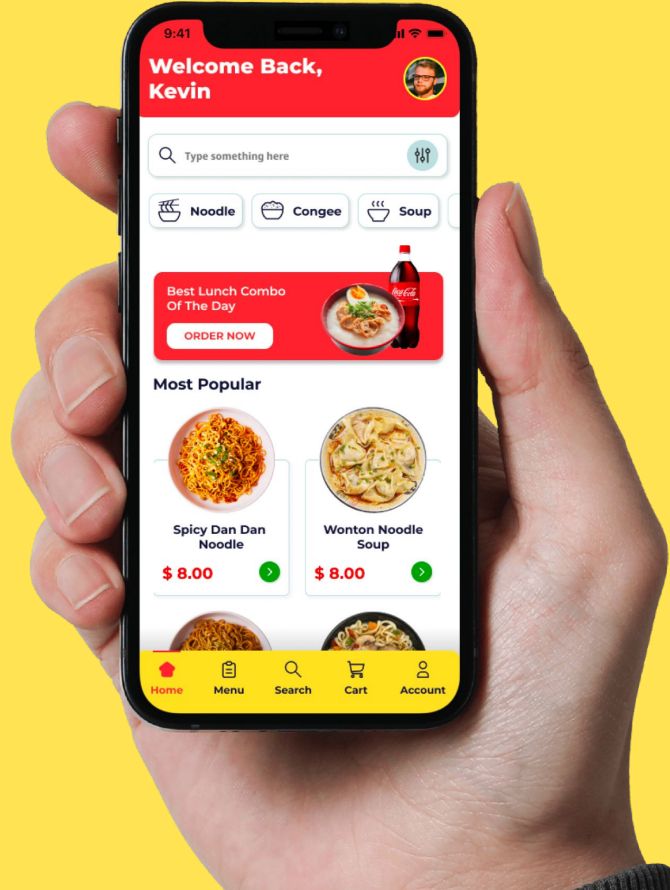
Wireframe

Checkout & Tracking

After adding items to your cart, users can choose between pickup or delivery. Once the process is complete, users can effortlessly track their order status.

Cart

Pickup | Delivery

Items

Spicy Dan Dan Noodle
Size: Large
Noodle: Thin

$ 8.00   1

Payment Method
Visa...4897

Billing Address
135665 NE 41st St, Los Angelas, CA 98779

Total:
Subtotal $8.99
Delivery fee $0.00
Tax $0.99

Order Total: **$9.98**

PLACE ORDER

Home | Menu | Search | Cart | Account

Order Confirmed

Thank You
For ordering with us and support our business.
We are very grateful to serve you!

Order Status:

Invoice: **#1234564894151**

Ready in **25** mins

● **Order Received**
   8:30 pm, Jan 20th, 2022

● **In Process**
   8:45 pm, Jan 20th, 2022

○ Ready to pickup
   9:45 pm, Jan 20th, 2022

HOME

Interactive Prototypes

👉 **CLICK** to interact

Project Summary

Through collaborations with researchers and real customers, I gained valuable insights into user pain points. Real-person interviews provided a deep understanding of their experiences. Excited to bridge the gap between clients and users, I aim to enhance user experience for a smoother and more straightforward interaction.