



RestroVise Web app (Case Study)

Ankit Kumar

Project overview



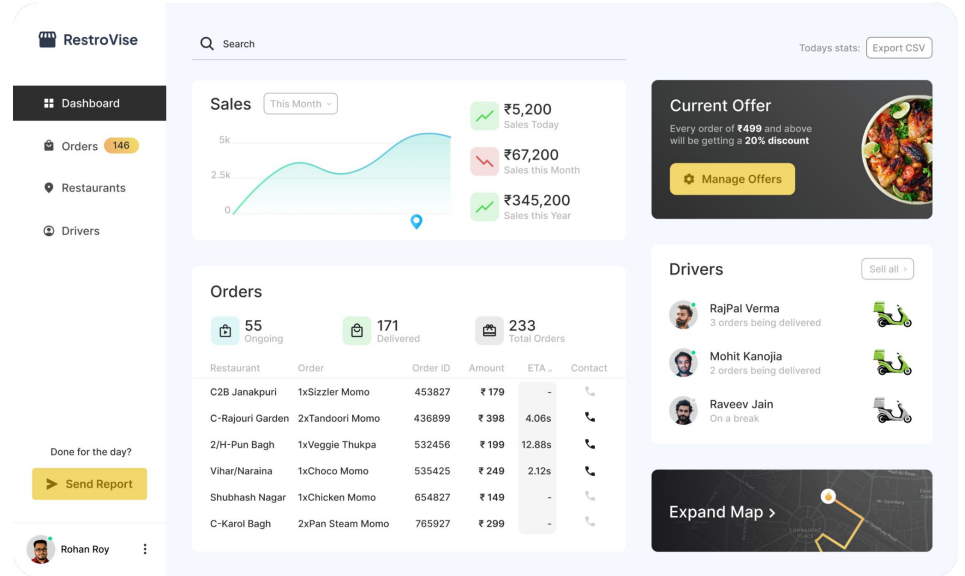
The product:

RestroVise is a restaurant management application that helps restaurant chain owners to track and manage multiple orders and riders.



Project duration:

14 Oct 2022 - 4 Nov 2022



Project overview



The problem:

How might we allow admin/restaurant owners to manage the orders and riders or their multiple restaurants in real-time.



The goal:

Design an application which easily allows the owner to track and manage multiple orders.

Project overview



My role:

UX Designer + Visual Designer



Responsibilities:

Research, Conducting interviews, digital wireframing, low and high-fidelity prototyping, conducting usability studies, Test and design iteration.

Understanding the user

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

User research: summary



I conducted my research in order to know the group of restaurant owners who are having multiple restaurants preferably more than five within the city and took interviews to know in-depth about their order-taking journey and delivering the orders.

User research: pain points

1

Managing Orders

Restaurant owners are too busy to take or handle multiple orders of the chain of restaurants.

2

Managing Drivers

Their current platform is not efficient for assigning and locating multiple drivers simultaneously.

3

Managing discounts

Managing on going offers and calculating the amount in real-time in order to maximize the profit was difficult and inefficient.

Persona: Name

Problem statement:

Mohini is a restaurant chain owner who needs an application to take orders and manage them because it's hard to manage multiple orders within limited time from home and workplace both.



Name

Age: Mohini Gupta

Education: BBA

Hometown: Delhi

Family: Mother

Occupation: Own a Bar

An old working independent woman who wants to live a stress-free life

Goals

- Want to live a pain-free life and outsource my work.
- I'm an old woman and can't visit my workplace daily but I want to manage work from home.

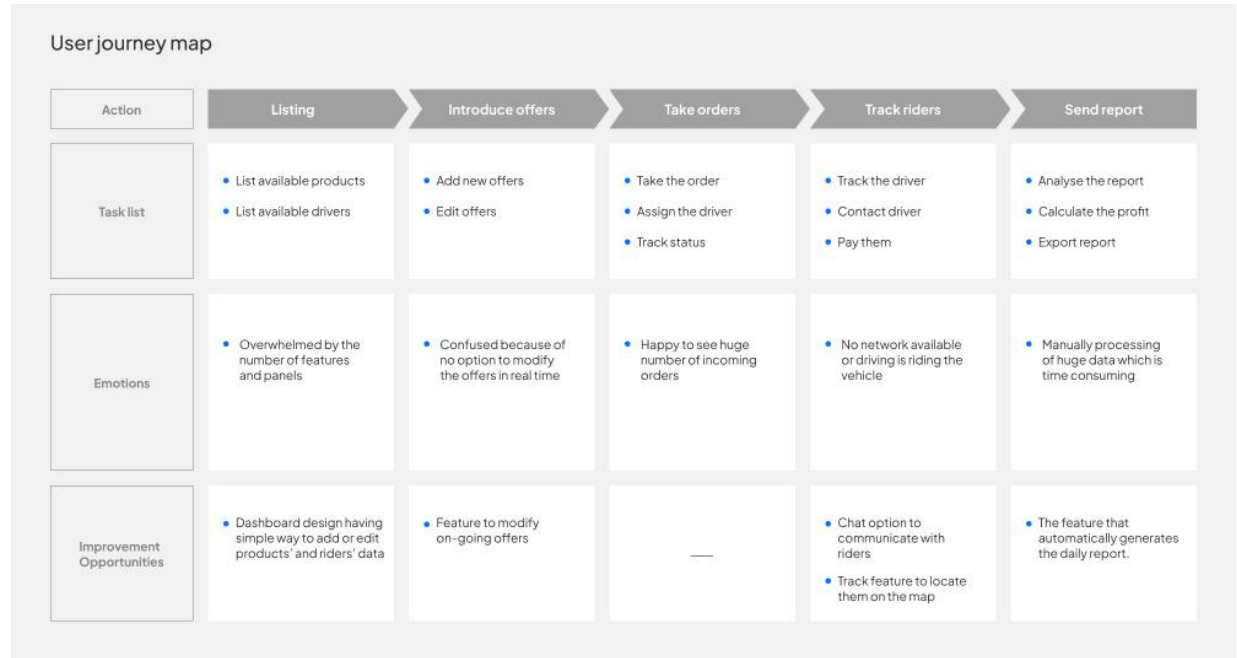
Frustrations

- Time issues are there and I can't walk properly.
- Has to talk to people all day.

Mohini is an old woman working from her home since covid and wants to continue working from home but she doesn't have any tool or medium through which she can manage the calls and track her restaurant orders on time.

User journey map

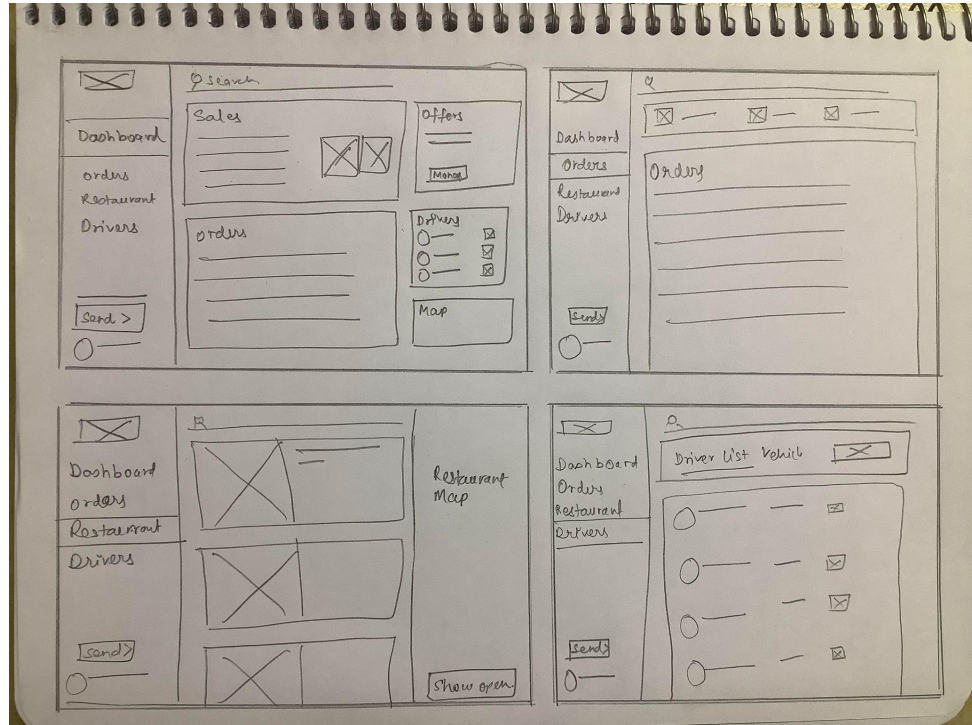
Mapping Mohini's user journey revealed how she takes orders and manage delivery persons from start to end.



Paper wireframes

Starting from the top left,

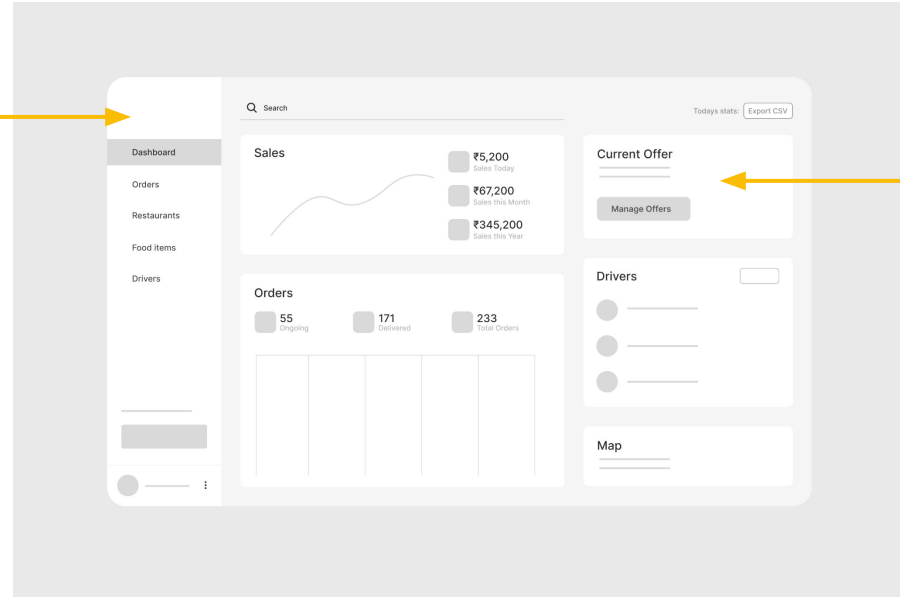
1. Dashboard wireframe
2. Order section
3. Restaurants list
4. Drivers list



Digital wireframes

I designed the Dashboard and marked the main features of the application then moved towards the other screens.

This panel allows the admin to manage orders and drivers



This section allows to manage and add offers

Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 User (Admin) wants to see the sales analysis
- 2 User wants to assign the driver quickly
- 3 User wants to edit the current offer

Round 2 findings

- 1 Tracking the driver seems hard
- 2 Sending daily report option was missing

Refining the design

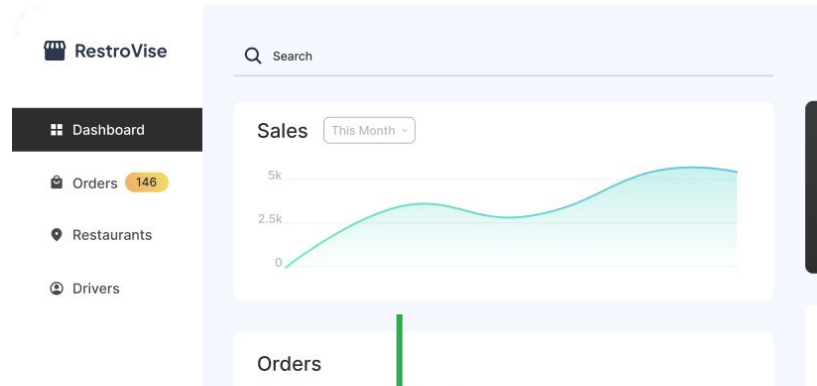
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

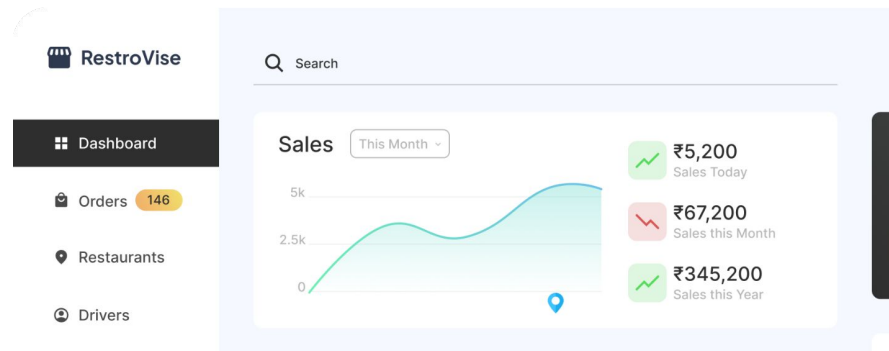
User (Admin) wanted to see the more detailed sales analysis.

I added multiple options to track sales and analyse the real time revenue.

Before usability study



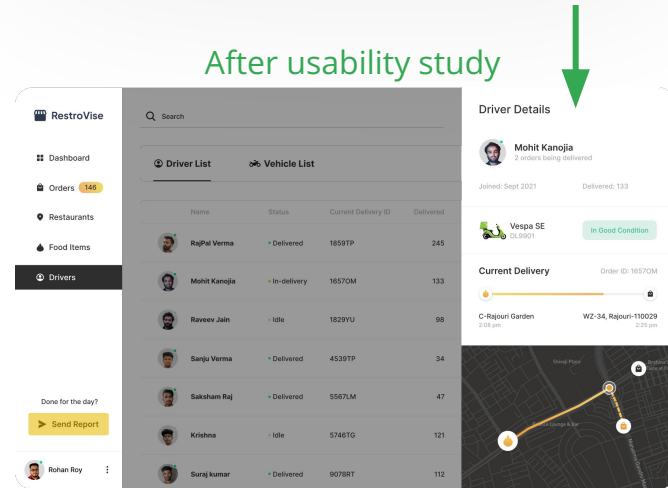
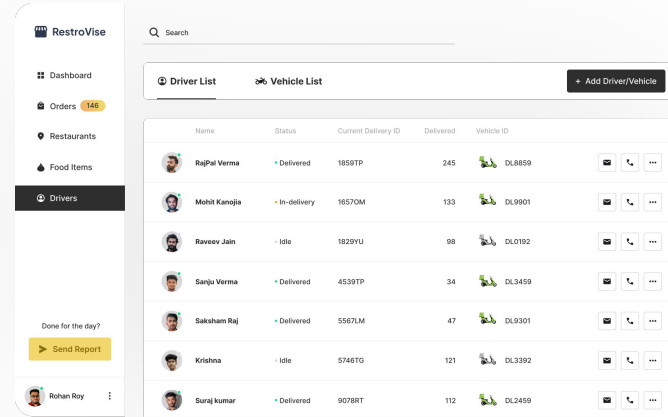
After usability study



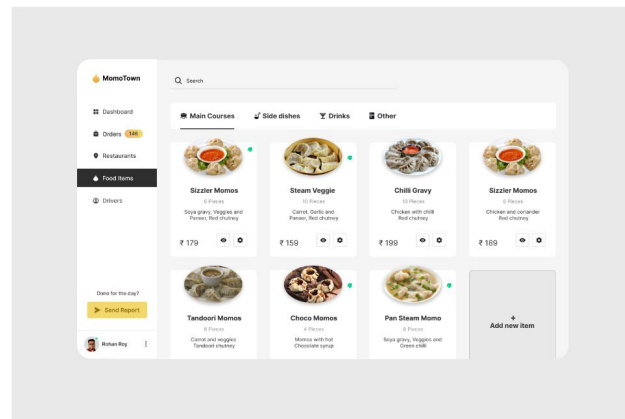
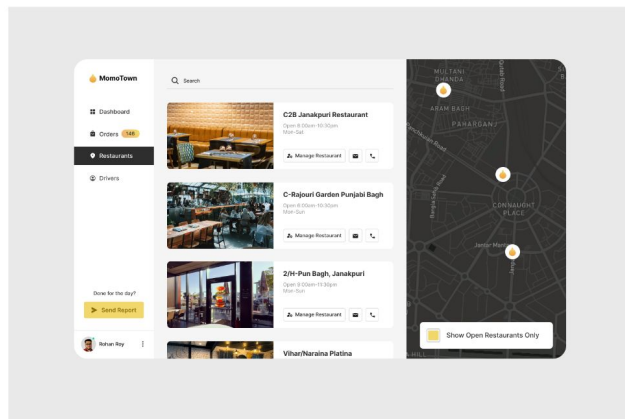
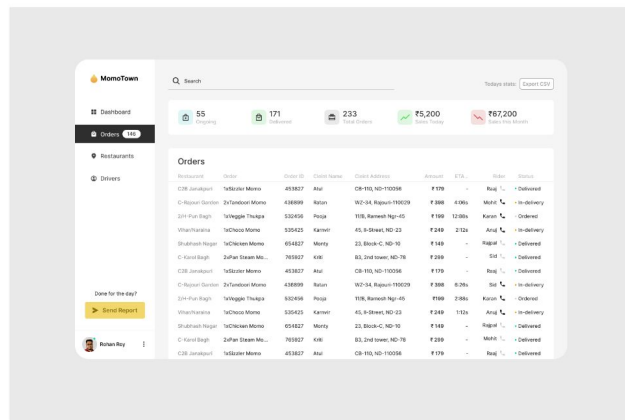
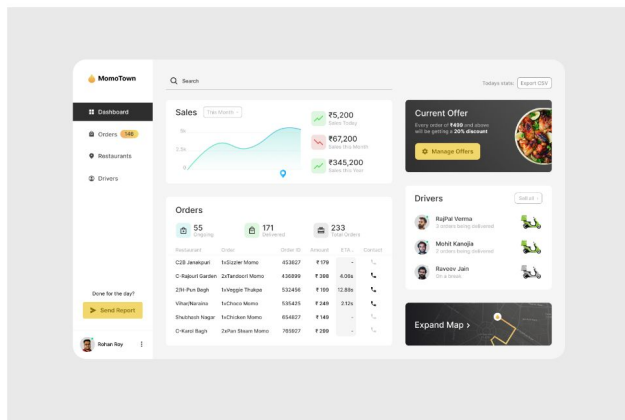
Mockups

User wanted to assign the driver quickly and track the driver details and the correct position.

I added the additional right panel for more detailed info about the driver and his/her details including vehicle, current location and number of orders etc.

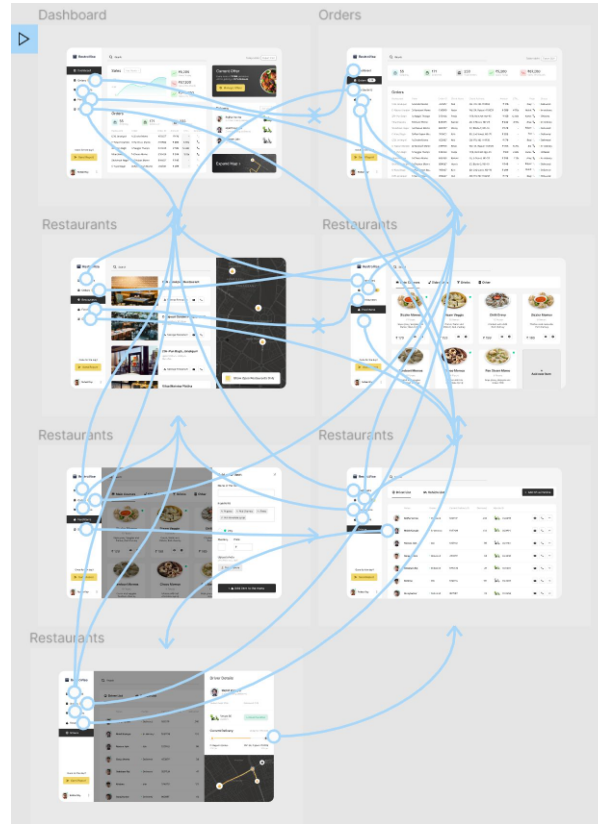


Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for taking the order and managing drivers. It also met user needs for a tracking the drivers and editing current offers.



View the RestroVise

<https://www.figma.com/file/b2dVjrjrMkA8wCA82hOhtz/RestroVise---HiFi---CS?node-id=1%3A2>

Accessibility considerations

1

Used iconography and graphs to help make navigation easier for older owners.

2

Used big and clear images for restaurants, maps and drivers for easy to view and guide through panels.

3

Used WCAG guidelines for color and scaling of components for better legibility

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

RestroVise makes restaurant owners (users) felt like they have everything in hand without any confusion and can keep an eye to each and every order till they get delivered to their respective customers.

RestroVise helped users to increase 28% sales and 30% revenue.



What I learned:

Throughout the process of designing RestroCise, I learned that testing after Lo-fi prototype with users give you lot of observations to work upon and refine the final product.

Next steps

1

I will plan and conduct another round of usability study with beta resto owners and improve the areas where owners facing issues.

2

If needed, we will add more new features to this application to provide more efficient ways to manage a chain of restaurant.