

# Responsive Savory avenue Prototype

Irene Ortiz

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# Project overview



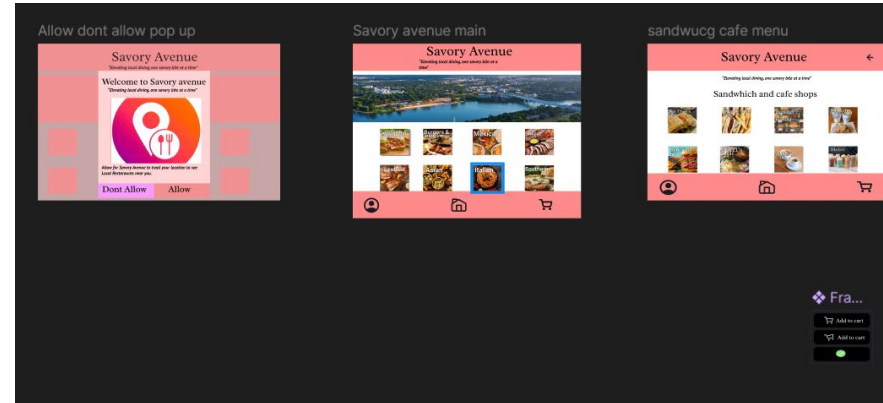
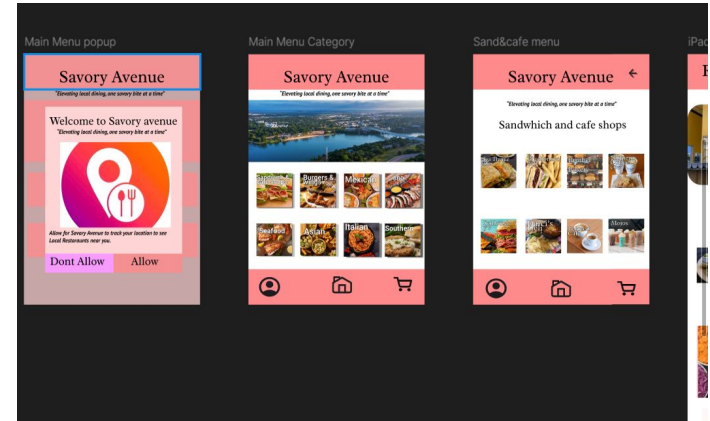
## The product:

The app and website focuses on boosting the profitability of local restaurants by leveraging customer feedback and sales margin. The goal is to help local businesses improve profit margins while minimizing waste, ensuring high customer satisfaction, and fostering community support. During tourist seasons, the platform will offer recommendations based on customer reviews, helping tourists discover new dining spots. Featuring a variety of local restaurants, the platform will allow users to easily find hidden gems based on their location, creating a seamless way to explore local cuisine.



## Project duration:

3 months



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"My goal is to empower diners to share meaningful feedback that enhances their overall experience, shaping menus and services to better meet their needs. By prioritizing user input, we can create a seamless dining journey that fosters satisfaction, builds trust, and strengthens the connection between restaurants and their communities."

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Lead UX designer, UX researcher, Visual Designer.



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# Understanding the user

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

[User journey map](#)

# User research: summary



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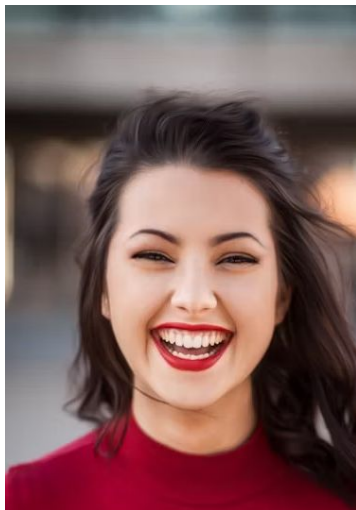
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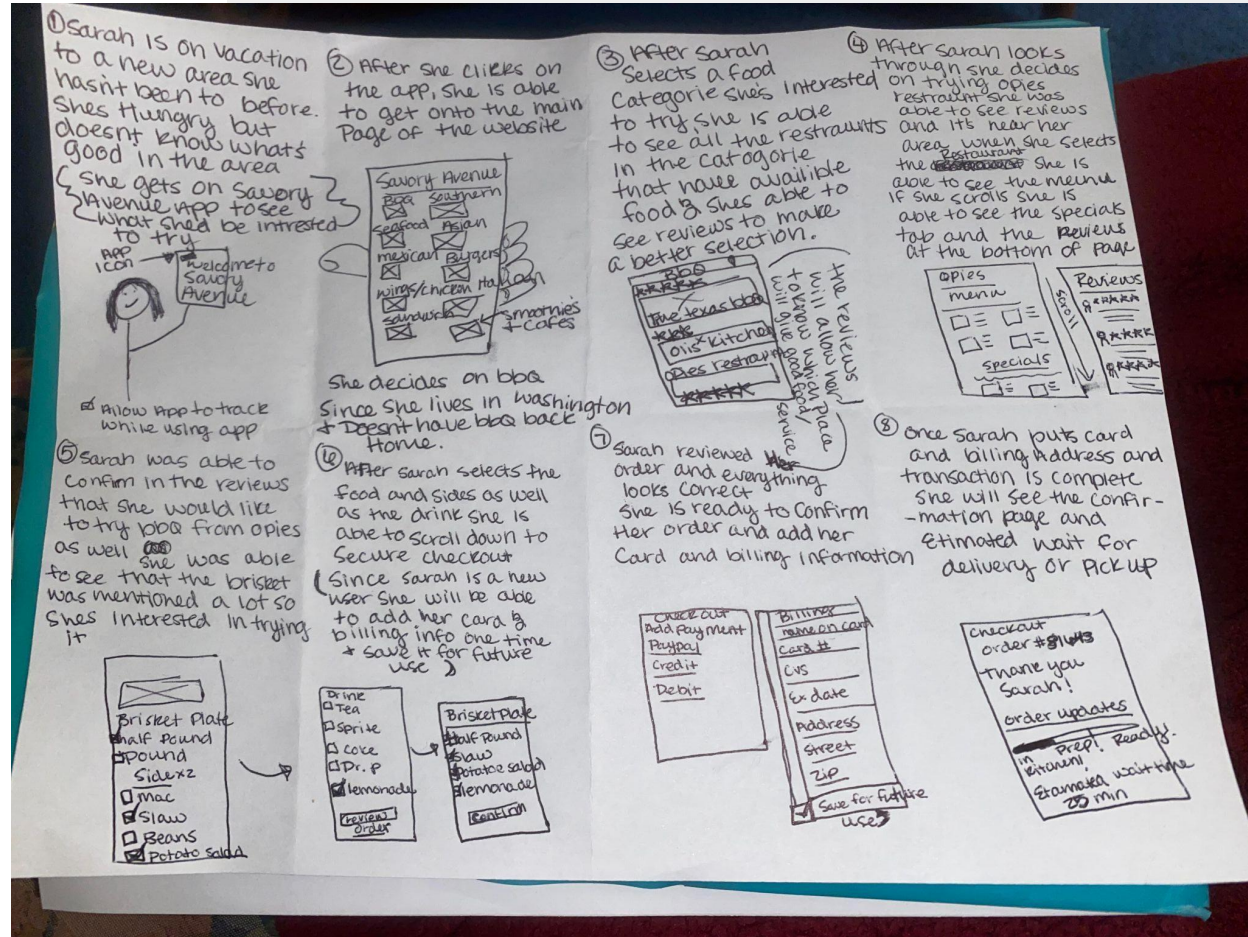
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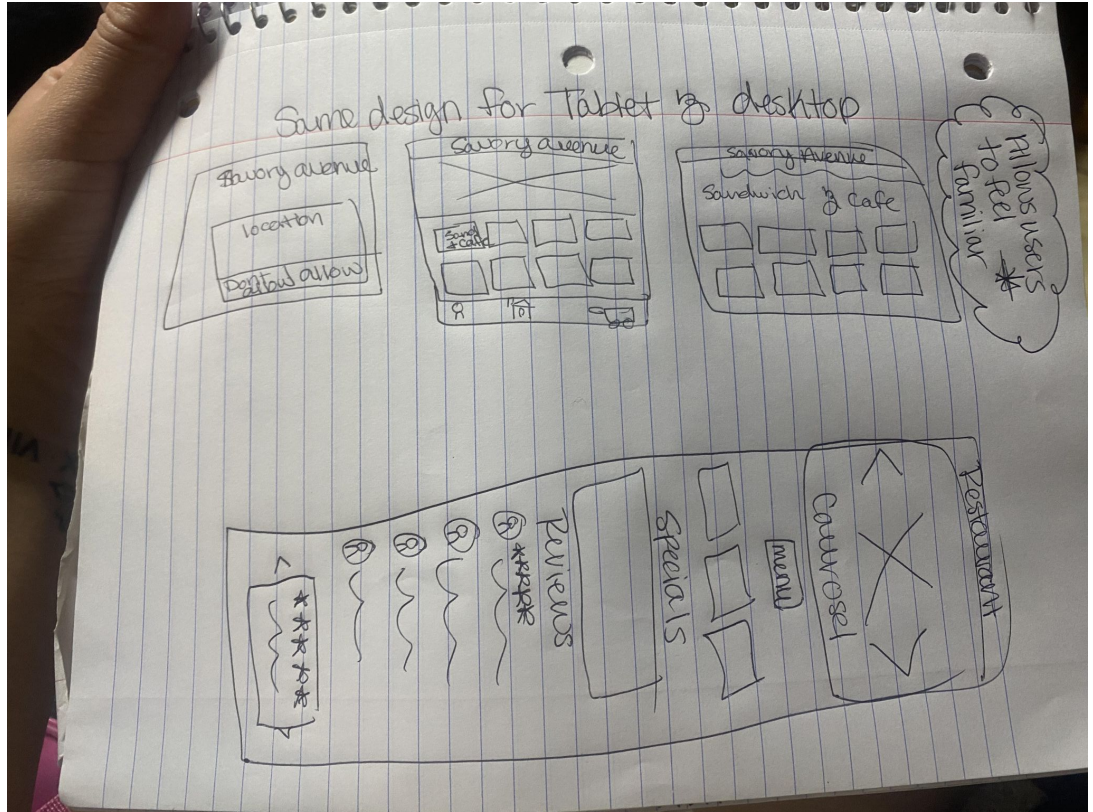
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# Paper wireframes

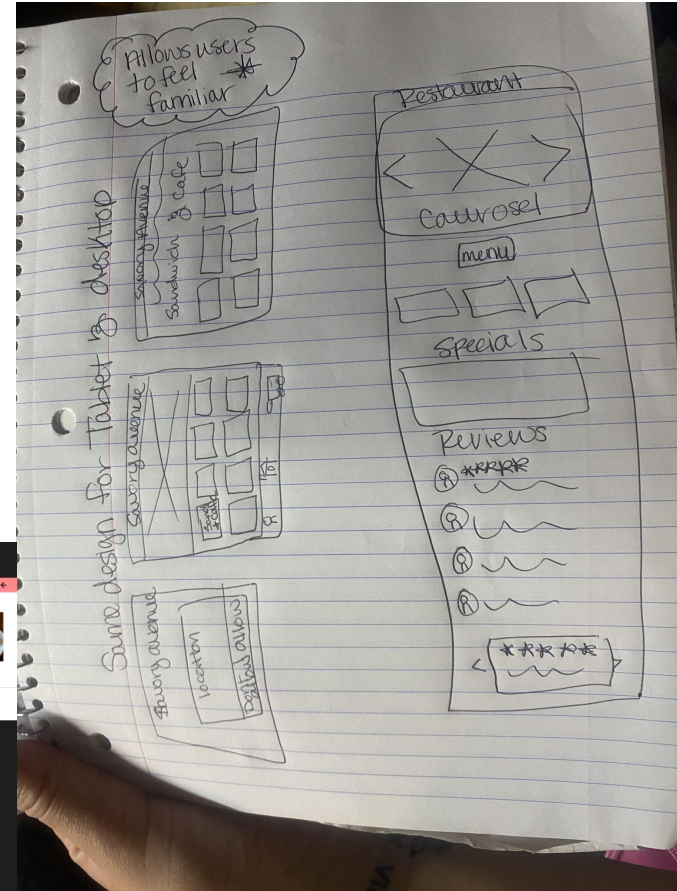
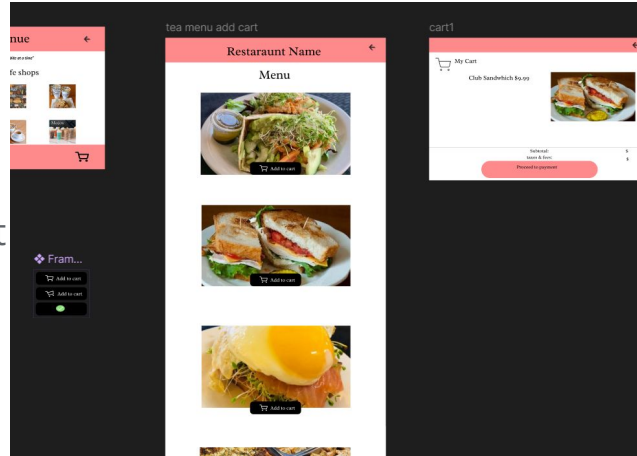
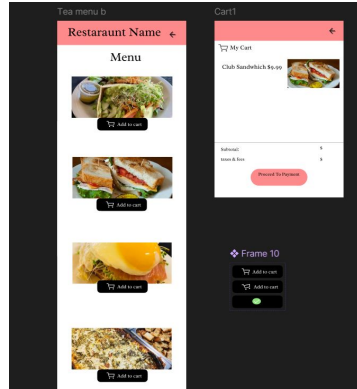
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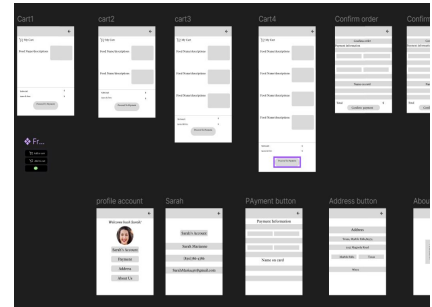
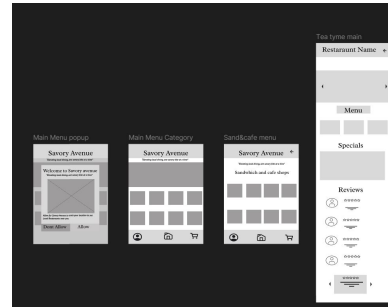
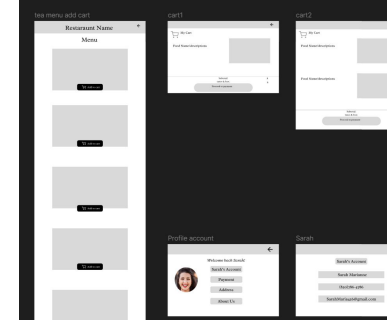
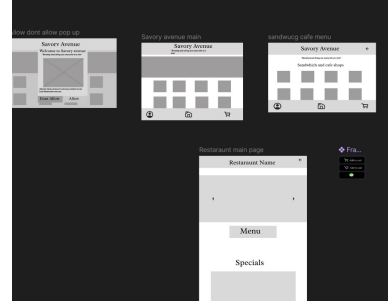
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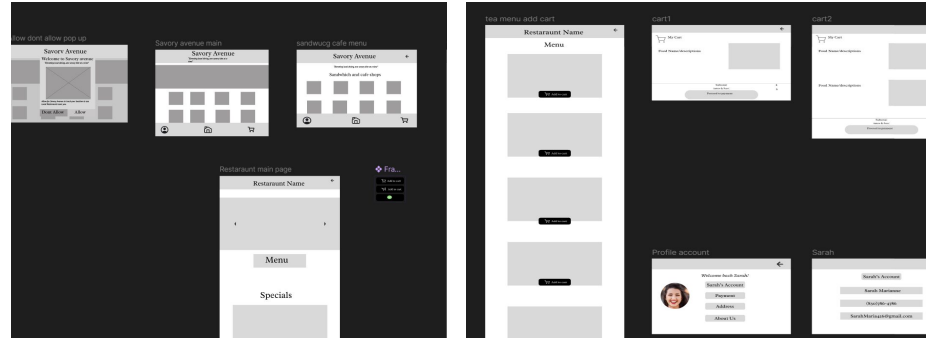
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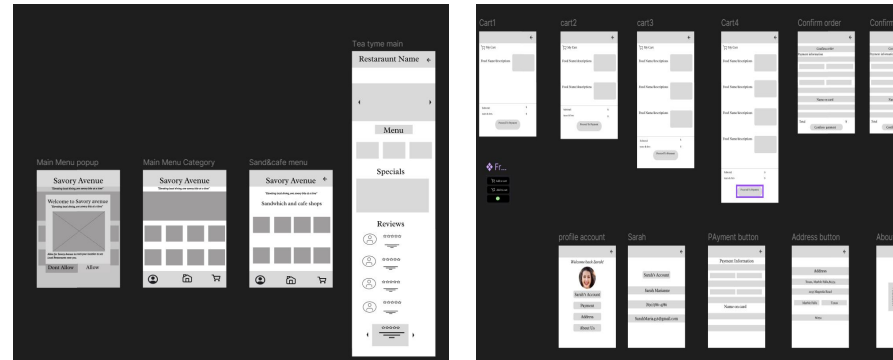
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## Ipad version

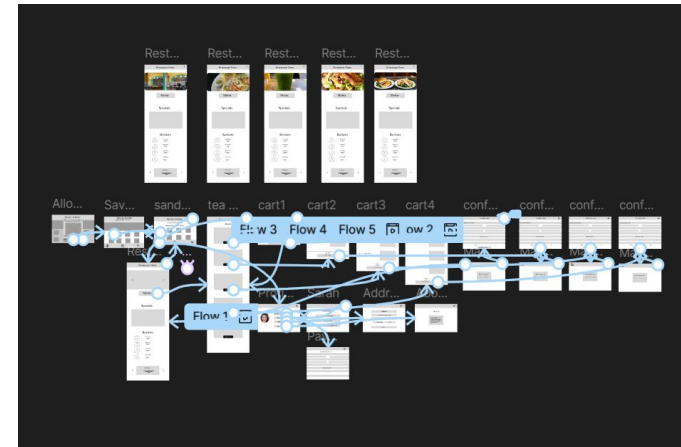
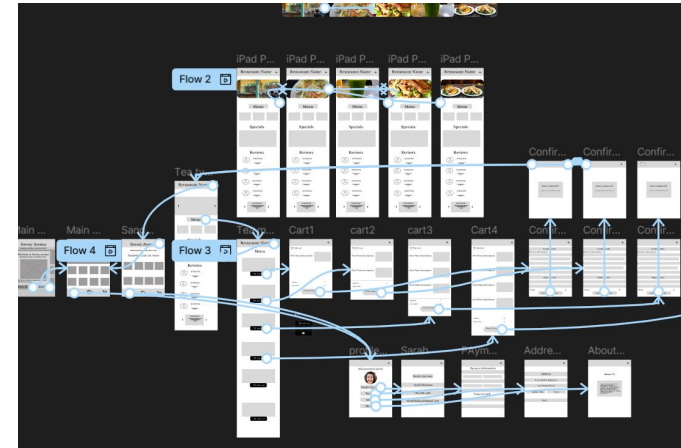


# Low-fidelity prototype

Mobile version Ipad pro Frame size is shown in above picture

## [iPad low fidelity](#)

Desktop version is Macbook 16 Frame size is shown in the picture below [Desktop Low fidelity](#) ]



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

United States, remote



## Participants:

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## Length:

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# Usability study: findings

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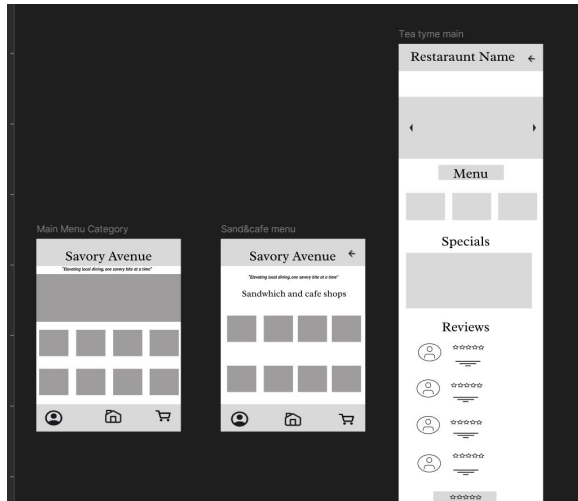
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- Mockups
- High-fidelity prototype
- Accessibility

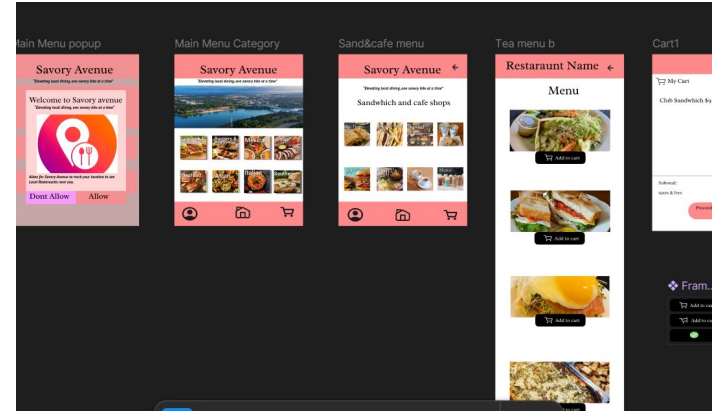
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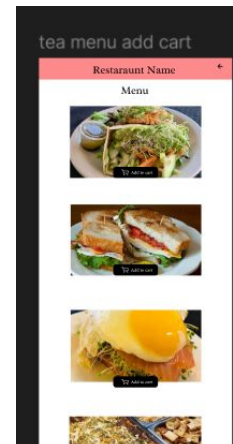
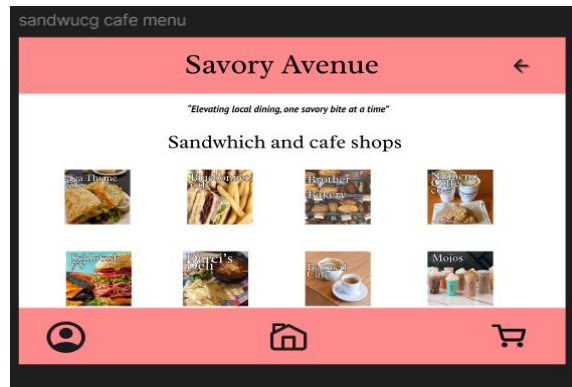
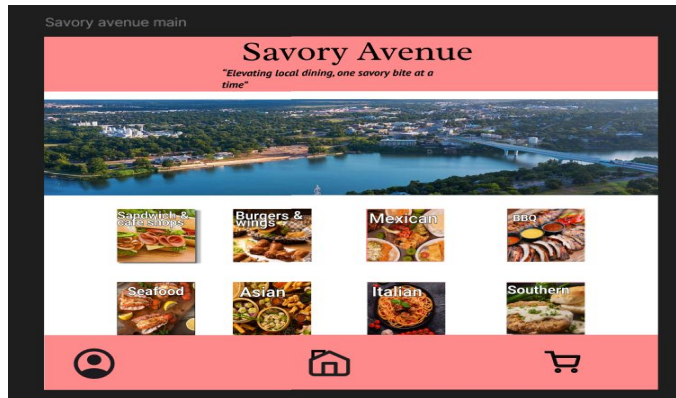
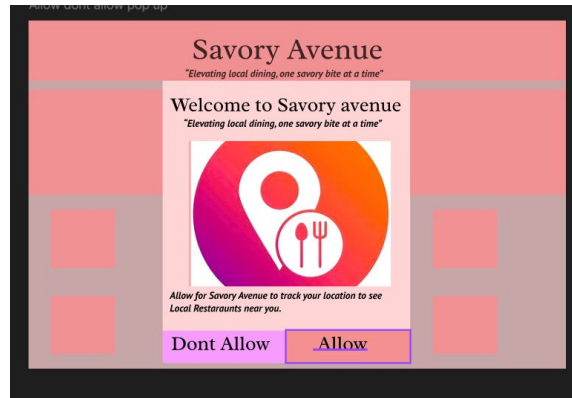
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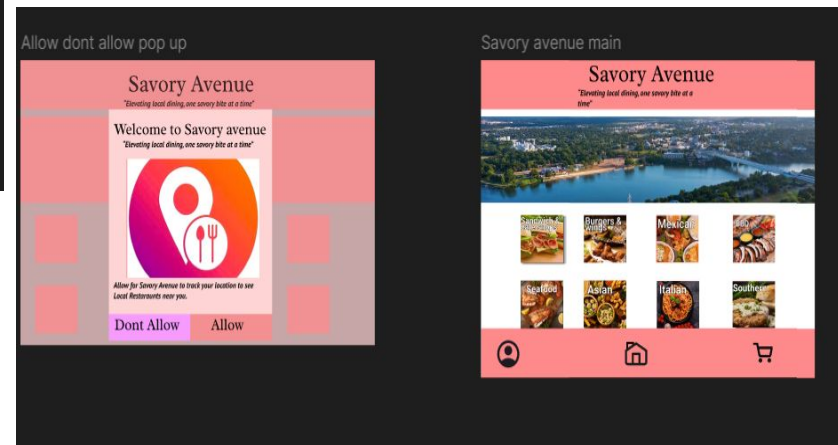
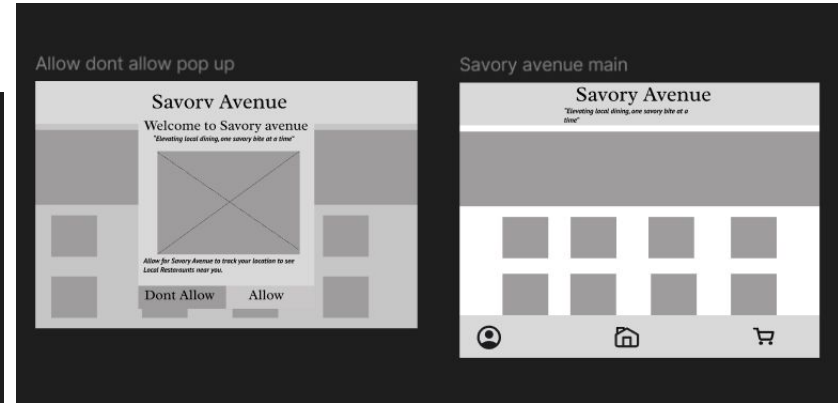
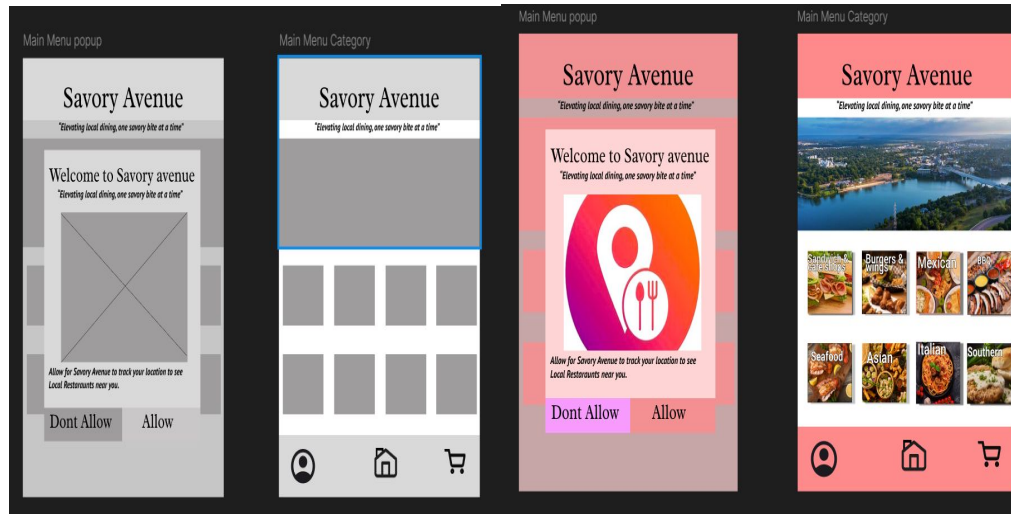
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# Mockups: Original screen size



# Mockups: Screen size variations



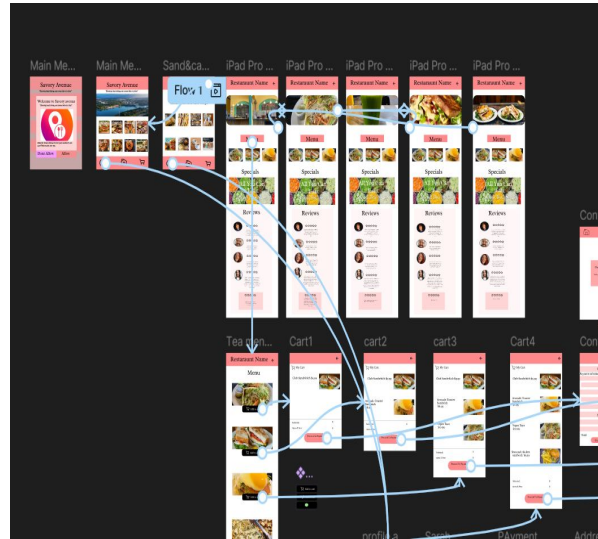
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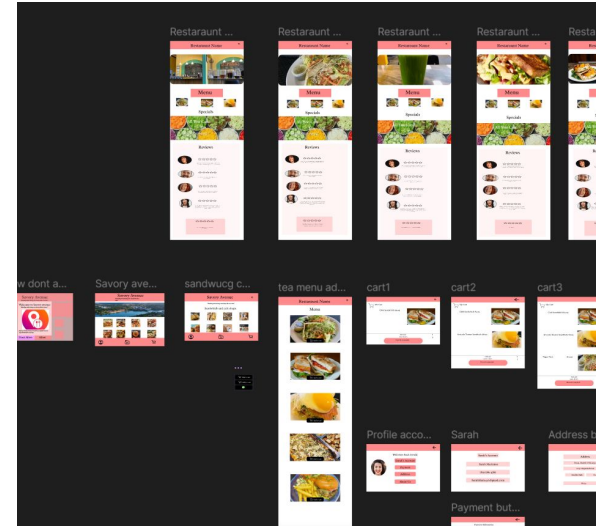
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Ensured the website adapts seamlessly across various screen sizes, allowing customers to provide feedback or explore dining options conveniently on phones, tablets, or desktops

2

Streamlined the feedback system with clear prompts and accessible forms, making it easy for all customers to share their dining experiences without barriers.

3

Used clean layouts, readable fonts, and high-contrast color schemes to ensure the website is visually accessible and easy for users to navigate.

# Going forward

- Takeaways
- Next steps



# Takeaways



## Impact:

My designs received positive feedback from peers, who praised the platform's simplicity and potential to improve user satisfaction. One peer noted, 'The clean layout and focus on customer feedback make it easy to navigate and feel heard.'



## What I learned:

Throughout this project, I learned the importance of user-centered design in creating a platform that balances functionality with accessibility. Conducting research emphasized the value of customer feedback in shaping impactful solutions. I also gained experience in iterative design, refining features based on peer input to ensure the platform meets diverse user needs. This process reinforced the significance

# Next steps

1

Conduct usability testing with a broader audience to gather insights and improve functionality.

2

Refine features and enhance accessibility based on user feedback for a better experience..

3

Explore integrating advanced feedback analytics to provide actionable insights for restaurants.

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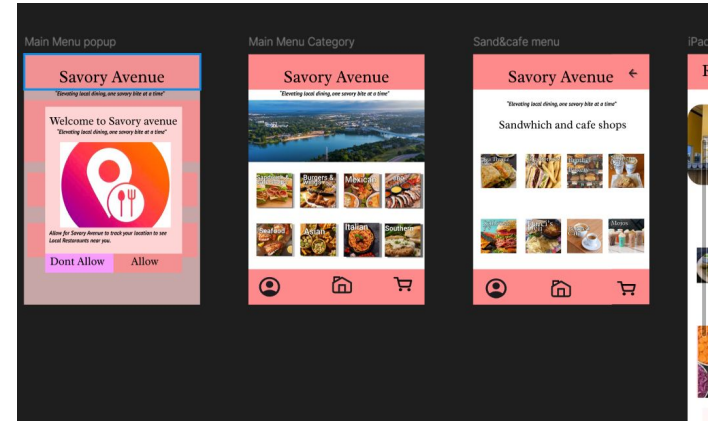
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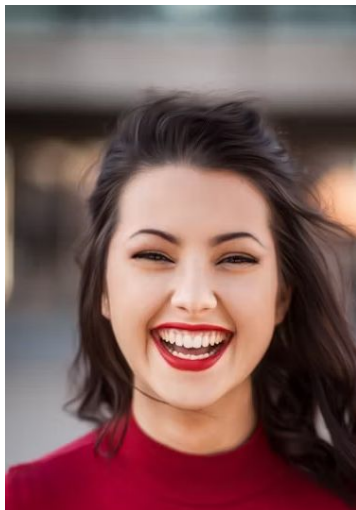


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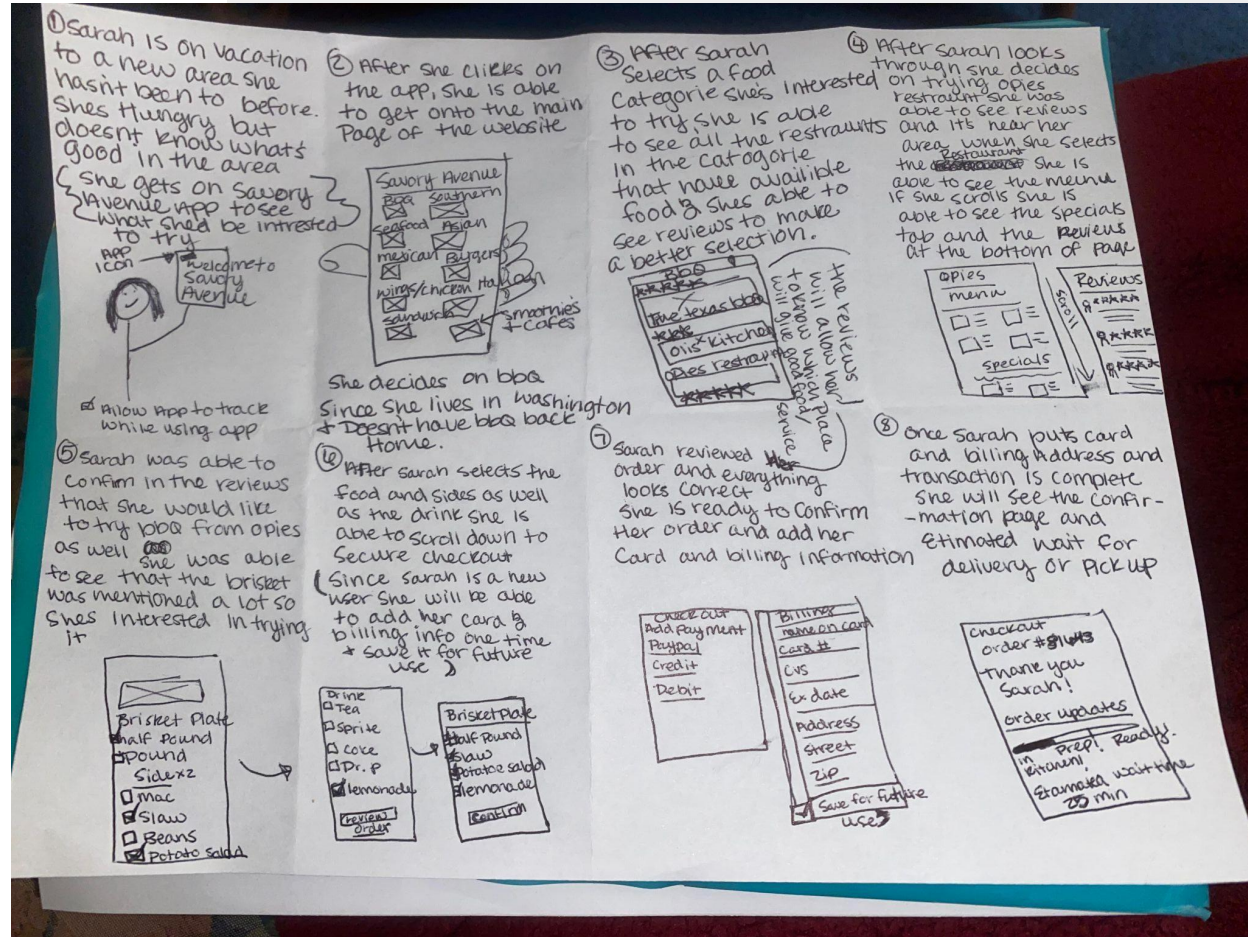
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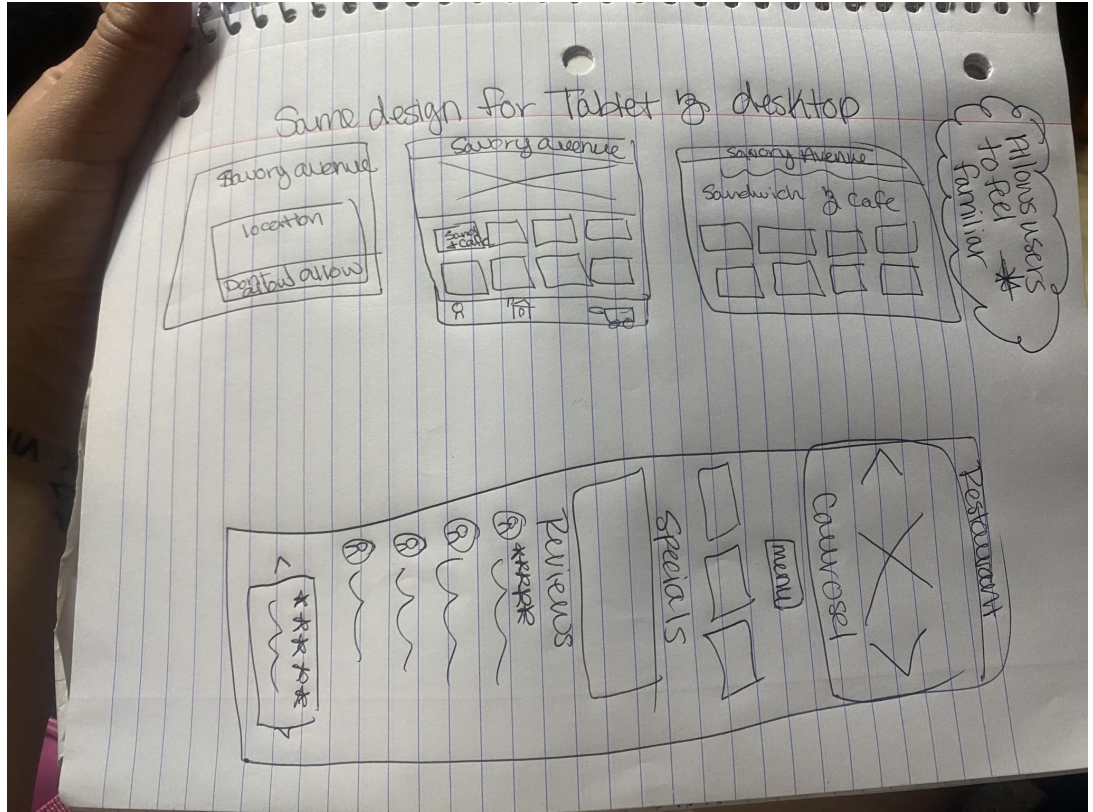
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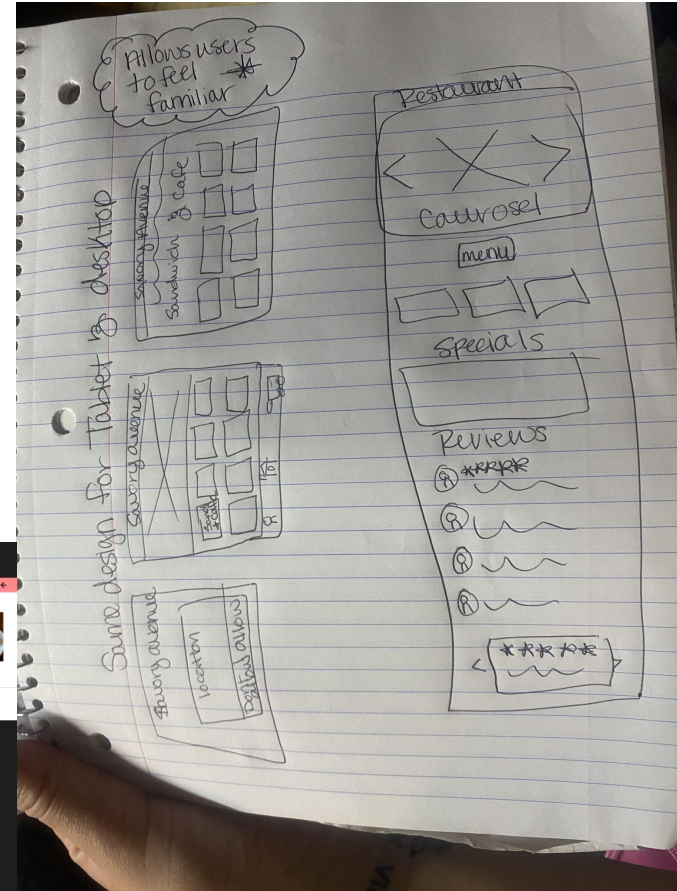
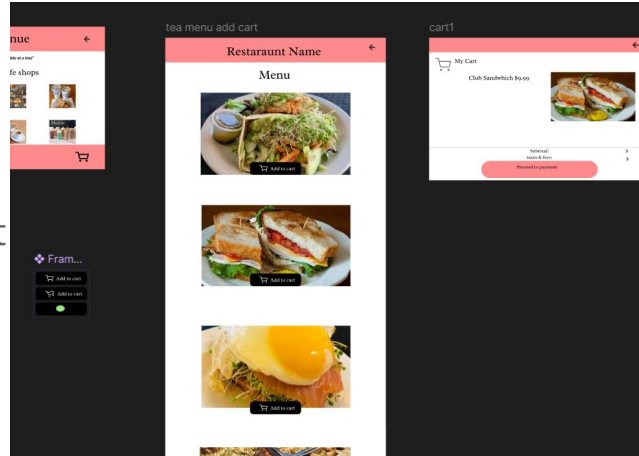
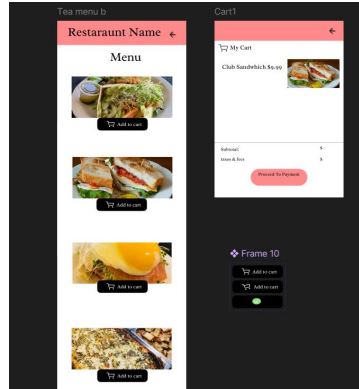
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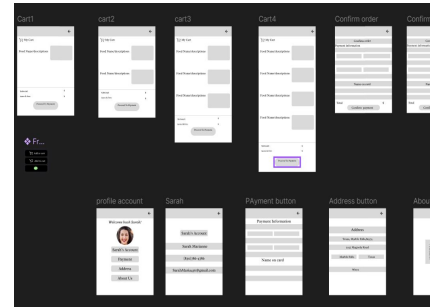
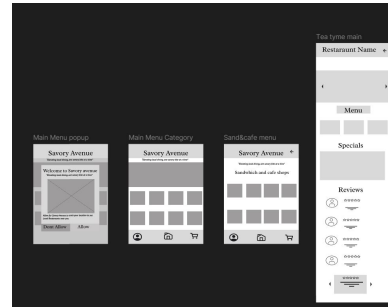
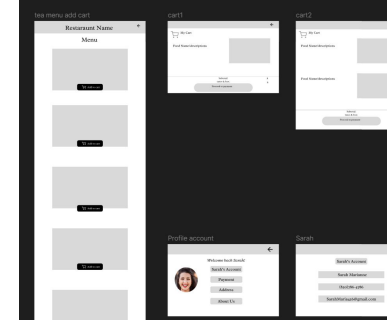
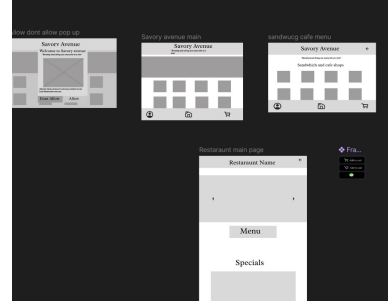
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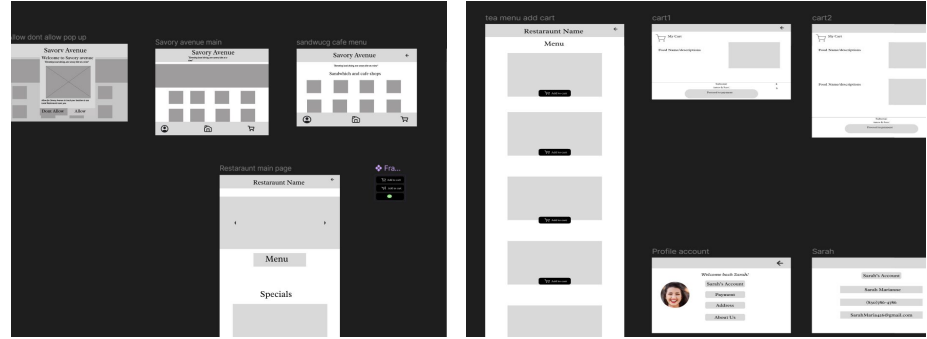
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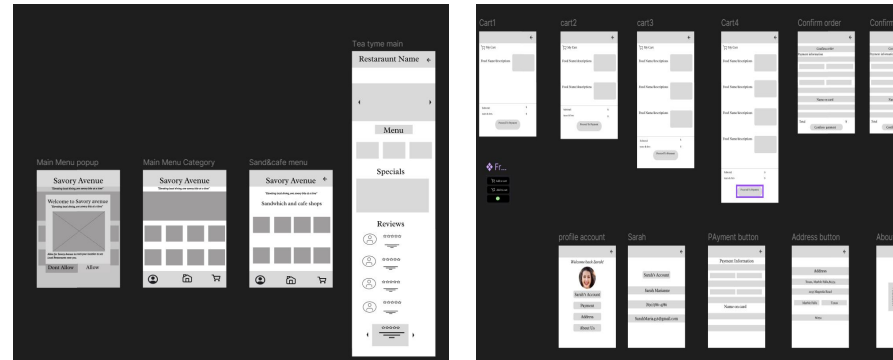
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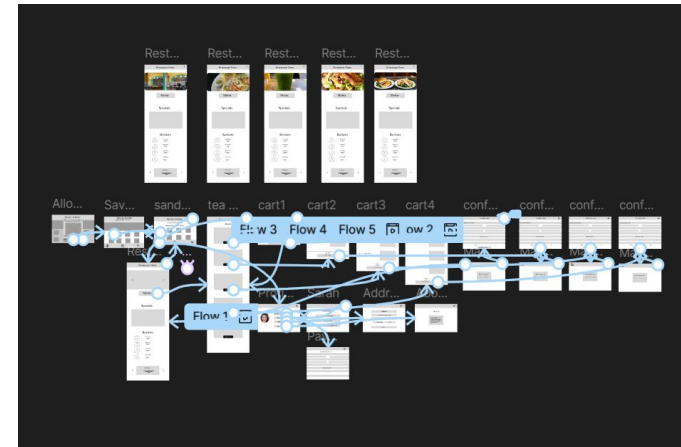
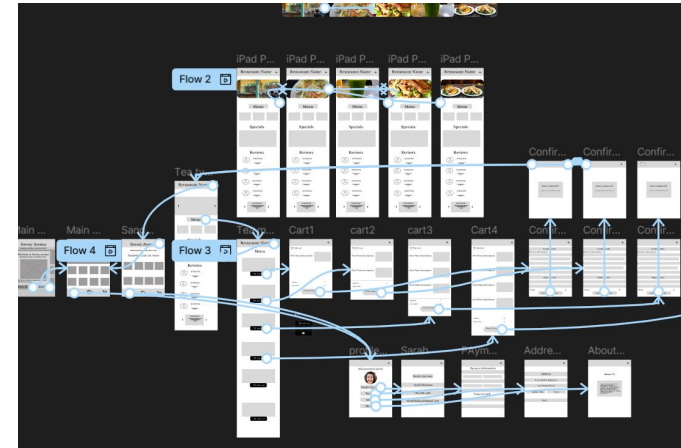


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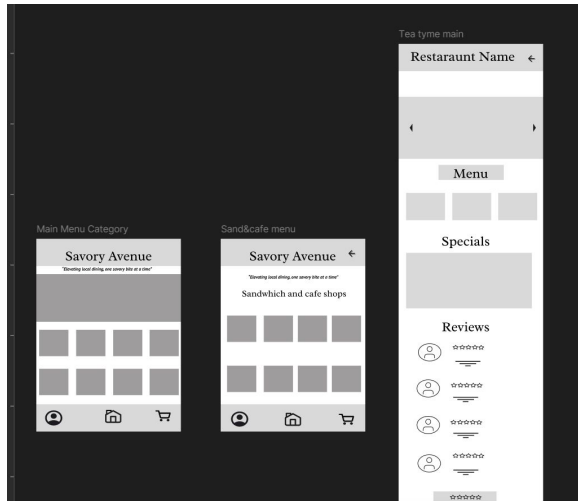
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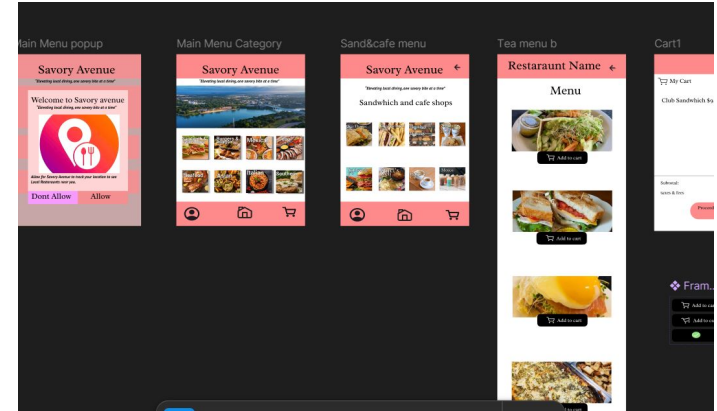
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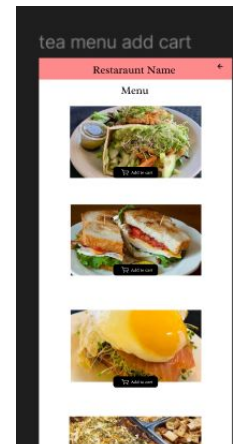
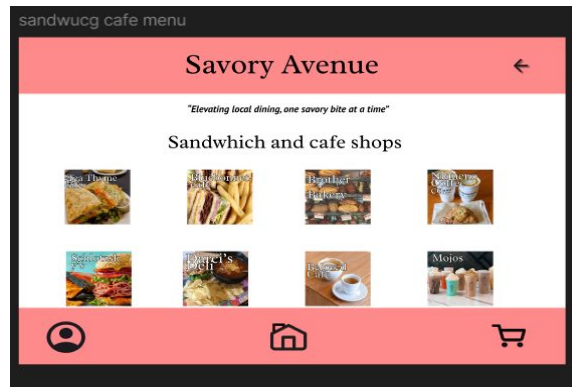
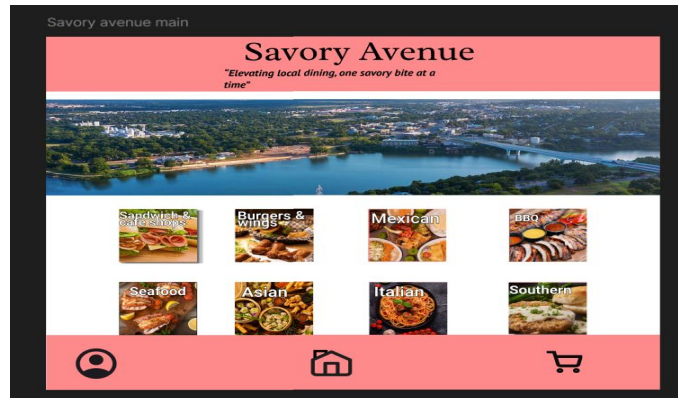
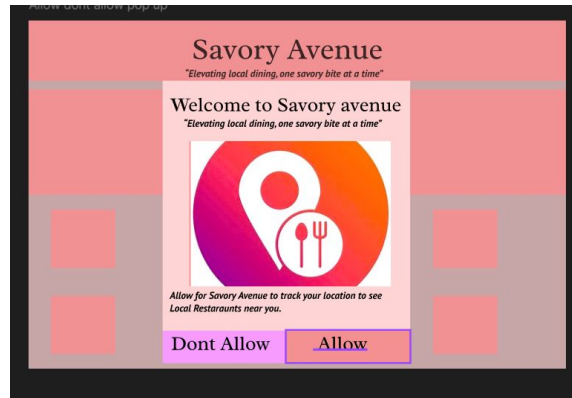
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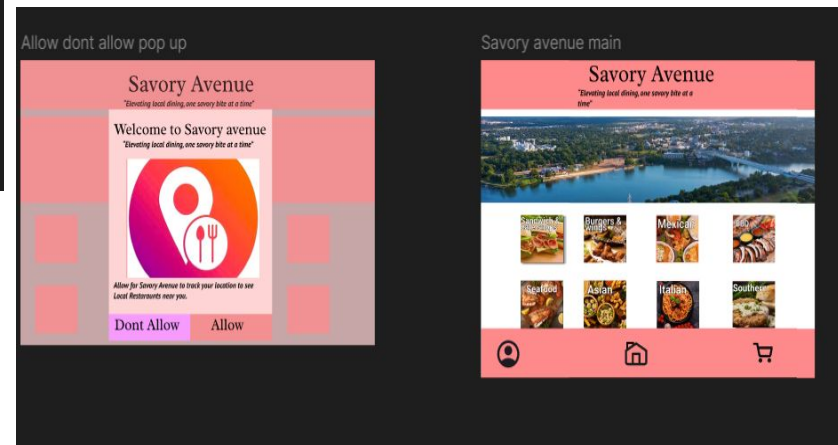
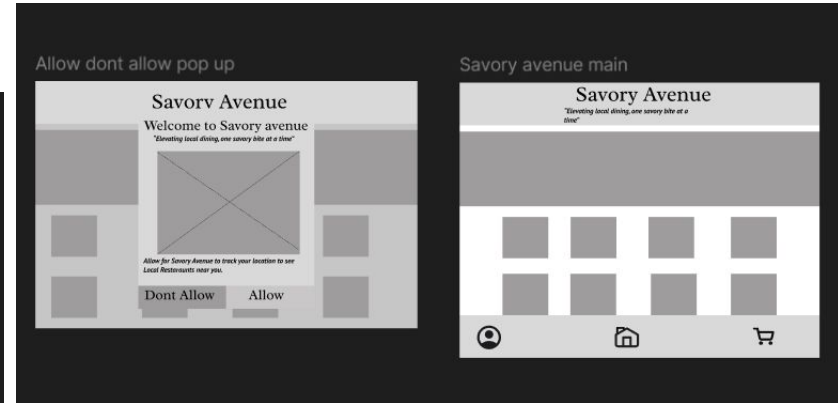
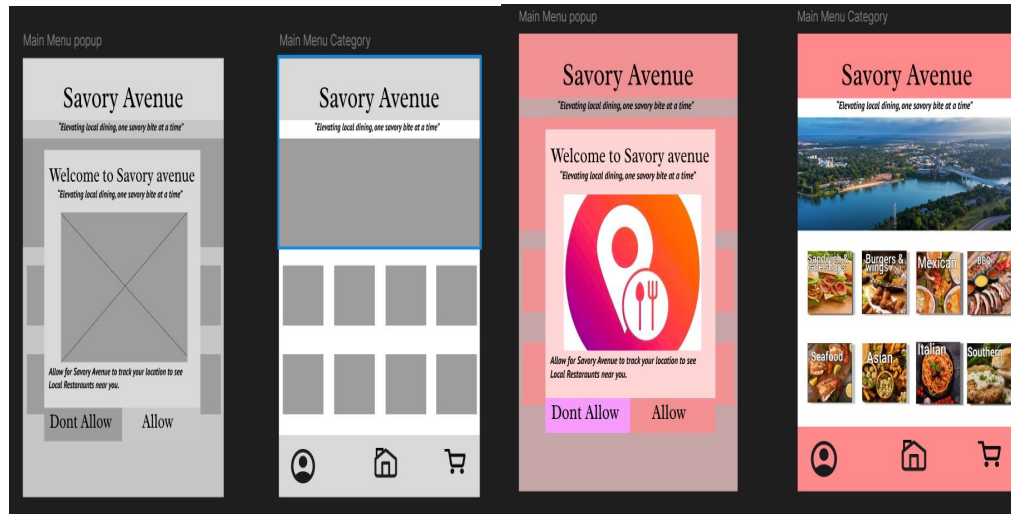
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# Mockups: Screen size variations



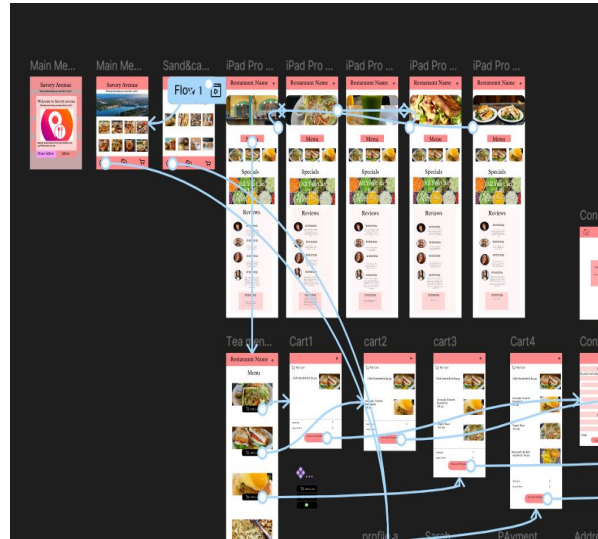
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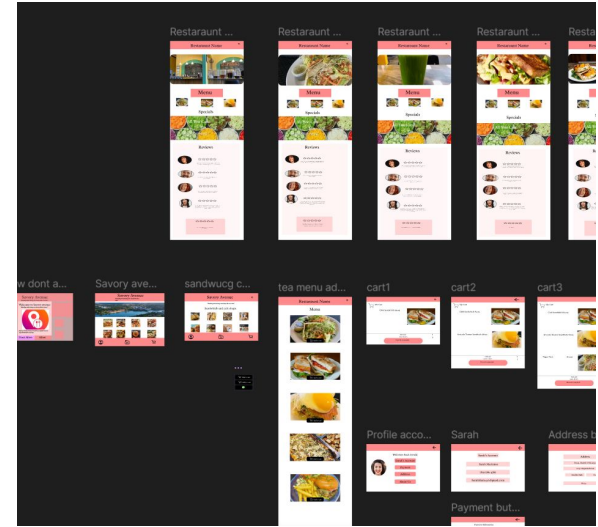
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Streamlined the feedback system with clear prompts and accessible forms, making it easy for all customers to share their dining experiences without barriers.

3

Used clean layouts, readable fonts, and high-contrast color schemes to ensure the website is visually accessible and easy for users to navigate.



# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

My designs received positive feedback from peers, who praised the platform's simplicity and potential to improve user satisfaction. One peer noted, 'The clean layout and focus on customer feedback make it easy to navigate and feel heard.'



## What I learned:

Throughout this project, I learned the importance of user-centered design in creating a platform that balances functionality with accessibility. Conducting research emphasized the value of customer feedback in shaping impactful solutions. I also gained experience in iterative design, refining features based on peer input to ensure the platform meets diverse user needs. This process reinforced the significance

# Next steps

1

Conduct usability testing with a broader audience to gather insights and improve functionality.

2

Refine features and enhance accessibility based on user feedback for a better experience..

3

Explore integrating advanced feedback analytics to provide actionable insights for restaurants.

# Let's connect!



Thank you for taking the time to explore my Savory Avenue prototype! I'd love to connect and discuss how we can bring innovative solutions to the restaurant industry together

Savory avenue [https://www.figma.com/design/Savory avenue](https://www.figma.com/design/Savory%20avenue)

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