

# Savory Avenue

“Elevating Local Dining, One savory bite at a time.”

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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:

2 months



## Welcome To Savory Avenue

*"Elevation Local dining, one Savory bite at a time"*

Find Restaurants Near you



Dont Allow

Allow

*Allow for Savory Avenue to track your location to see  
Local Restaurants near you*

# Project overview



## The problem:

How can we effectively increase sales for local restaurants by leveraging customer feedback to optimize menu offerings, improve service quality, and minimize waste, while ensuring long-term customer satisfaction?



## The goal:

"My goal is to help restaurants minimize waste by leveraging customer feedback to improve menu offerings and service quality. By enabling constructive criticism, businesses can make informed improvements, retain local customer loyalty, and position themselves as top recommendations for visitors."

# Project overview



## My role:

role in the project., lead UX designer creating wireframes and prototyping, UX researcher, user interviews .



## Responsibilities:

Conducted user interviews as well as create wireframes and conducted user research to establish if this website will allow restaurants and customers to merge in decision making when it comes to local restaurants.

# Understanding the user

- User research

Based on the prototype users where having issues with navigating the low fidelity and would have to click multiple times/ also confusion on where the navigation process began and ended

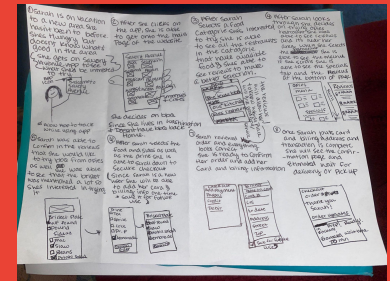
- Personas

Consist on how the Designers wants user to feel and consists on how to make it more convenient on user personas is a storyboard that allows Designer to come up with different outcomes

- Problem statements

Local restaurants struggle to optimize sales and reduce waste, especially during tourist seasons, due to limited access to real-time customer feedback. This affects their ability to improve menus, service quality, and retain local support. A solution is needed to help restaurants leverage customer insights to drive profitability and enhance satisfaction.

- User journey maps



# User research: summary



Through user research, I discovered that customer feedback plays a crucial role in helping local restaurants adjust their offerings, particularly during slower seasons. This feedback enables restaurants to better understand the preferences of their local customers regarding both food and service, which can drive engagement and loyalty.

In addition, the app provides tourists with the opportunity to discover hidden gem restaurants based on positive feedback from locals. This feature not only helps tourists find authentic, highly recommended dining experiences but also boosts visibility for smaller, lesser-known businesses.

However, during busier seasons, there is a concern that an overwhelming amount of feedback may deter some businesses from fully utilizing the platform. To address this, managing and filtering feedback data efficiently is essential. By implementing a streamlined system that prioritizes actionable insights, restaurants can focus on key areas for improvement without being overwhelmed. This approach ensures that customer feedback remains a valuable tool for enhancing service and menu offerings, ultimately boosting both customer satisfaction and profitability year-round.

# User research: pain points

1

## Pain point 1

Users were confused with the navigation most couldn't figure out which was the Homepage and where the process began and ended within the prototype.

2

## Pain point 2

Oversimplified prototype needs more detail so users can be guided in the navigation

3

## Pain point 3

How will the website design help restaurant owners and management get the answers needed from feedback that will help resolve services and attain feedback needed to improve in food/beverages.

4

## Pain point 4

How can we make the website gather data collectively within the busy seasons so businesses aren't overwhelmed

Sarah has traveled to multiple place in the country

# Persona: Sarah

## Problem statement:

[Sarah] is a [busy business women on a work trip]  
who needs [to find a known local spot for savory food]  
[she is not from the area she would like to try a well known Local place that has great reviews].



**Education:** Bachelor in event management.  
**Hometown:** Seattle, washington  
**Occupation:** event planner

*"For someone always on the move like me, Savory Avenue has been a game-changer! It helps me discover the best local dining spots no matter where work takes me quick, convenient, and always delicious." – Sarah, Busy Businesswoman*

## Goals

- The goal sarah is trying to complete is to find something in her area that she will find enjoyable.

## Frustrations

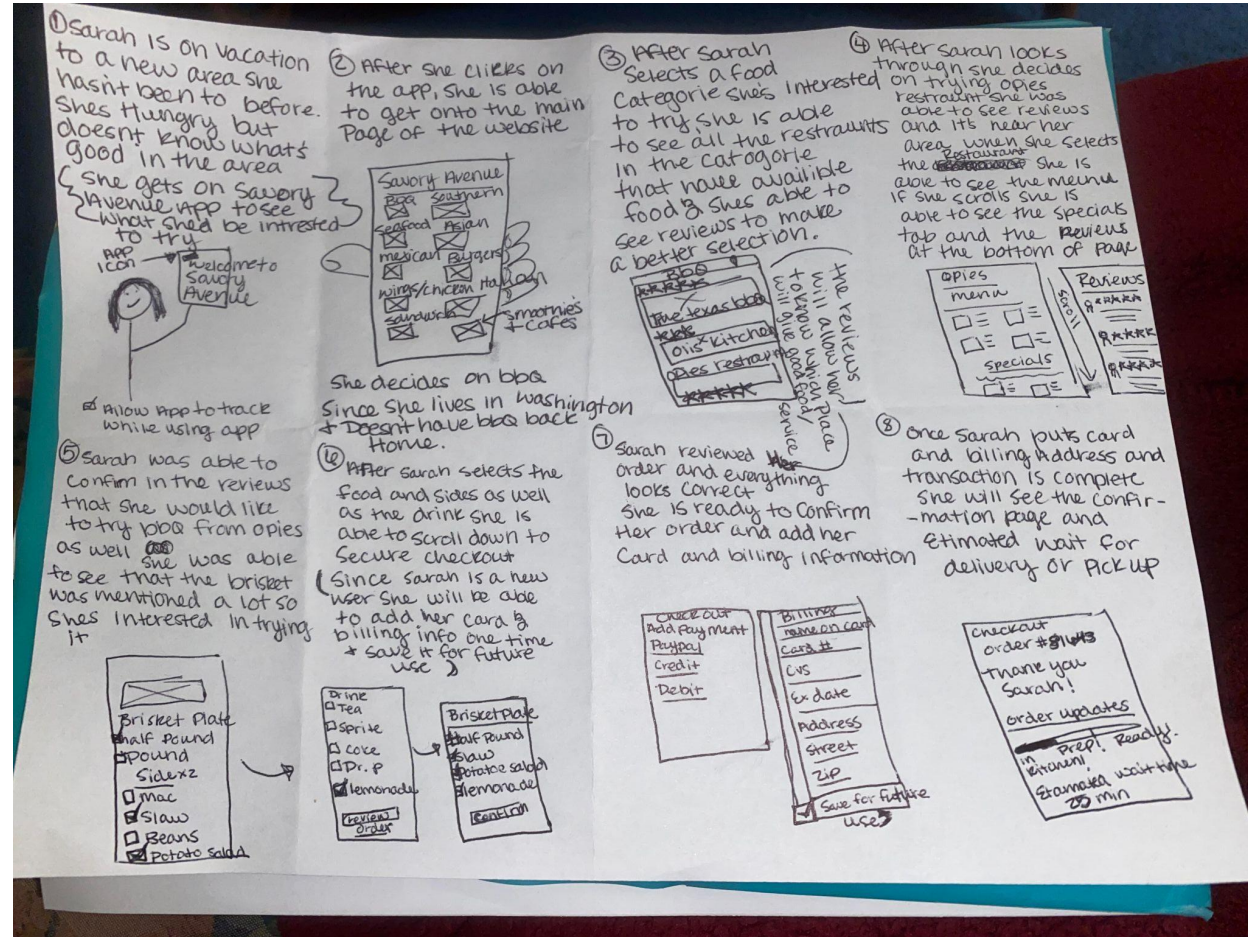
- Encounters that sarah had with the navigation is buttons where to small so we improved and continue to improve sizing of the buttons in the prototype

Sarah lives in washington she came down to Texas on a work trip, She's an event planner her current Event is to plan a wedding in texas. she has a very busy schedule and doesn't have much time to go out and explore. she has gotten hungry and needs to find a place that sells food she's heard about savory avenue and was able to skims through reviews of a restaurant she want to try only at her fingertips.



# User journey map

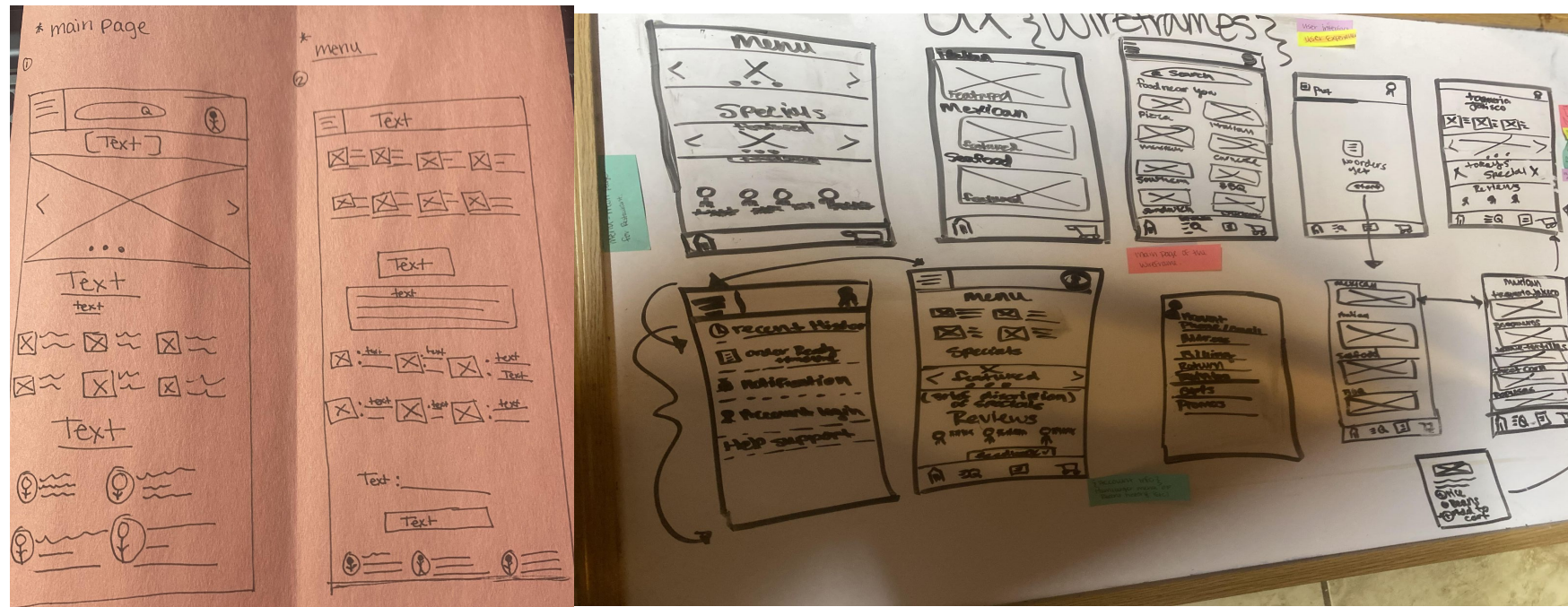
[The goal of the user journey map for my app/website is to guide both local restaurants and customers through a seamless experience that benefits both parties. Restaurants will engage with customer feedback to optimize their menus and service, ultimately improving profitability and reducing waste. At the same time, tourists and locals will use the platform to discover hidden gems through trusted recommendations, enhancing the local dining experience. By focusing on awareness, engagement, and retention, the platform aims to foster a strong community of loyal users who benefit from improved service, satisfied customers, and thriving





# Paper wireframes

[The goal is how can we make the design easy to understand so the user can navigate from the beginning of the user journey to the end of the user journey]



# Digital wireframes

[Based on my user research, I found that my low-fidelity wireframe was oversimplified. I plan to address this issue by adding more details and connections, making it easier for users to discover different places to eat with good reviews from local areas. Additionally, I will include an option for online ordering, allowing users to either have food ready for pickup or enjoy the convenience of not leaving their homes. This will allow The app to provide a better user experience, increasing the

The low-fidelity prototype starts on the category page, allowing users to choose the type of cuisine they are in the mood for. Once selected, they can pick a restaurant, which takes them to the menu, specials, and reviews page. On this page, users will have the ability to scroll and access a feedback tab in case they would like to write a review.



In the menu tab, customers can select their dish, sides, and drinks. When ready to checkout, they can enter their billing information and choose their delivery address or current location if they want delivery



# Digital wireframes

[Keeping in mind that feedback i have received is, my prototype is oversimplified and confusing to navigate, although using the tools to create a prototype. I understand that the user needs to understand where they need to navigate to when they use the app. That being said i made sure to create new frames so there is more space as well as having specific details for certain parts of the prototype.]

The elements is that i included Restaurants that are local in my area and some menu options to understand how the prototype should navigate for the user.

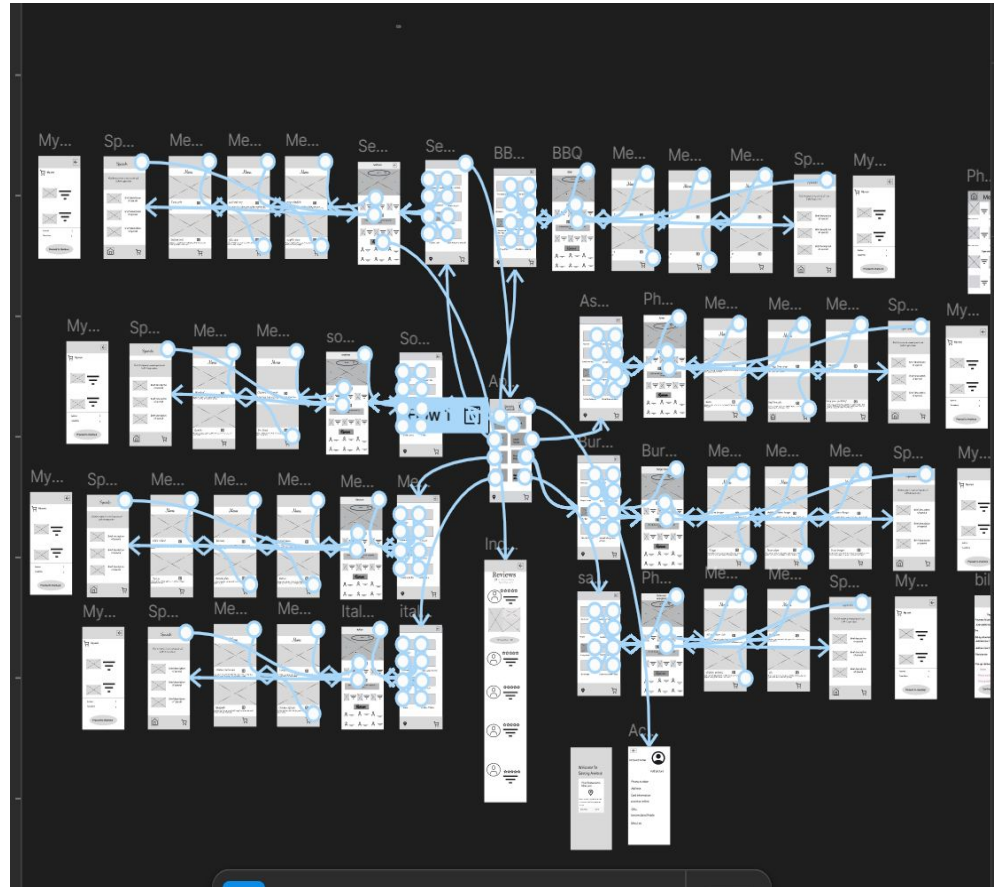


Review tab allows for the user to have the ability to see the feedback given about the places they are thinking of trying this app allows them to make a decision on what they would like to try based on the feedback received

# Low-fidelity prototype

[[Figma low Fidelity project 1](#)]

Thought process through the design is to incorporate more convenient Methods for users who live outside of their current location to try a new place with the help of localized feedback improving restaurant businesses profit margins with local feedback.



# Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

## Round 1 findings

In the usability study It was found that the navigation was confusing for some users They didn't know where the navigation began or ended

1

The navigation was too simplistic users who didn't know what the prototype was were unable to understand how to navigate.

2

3

Users had to click multiple times to get to next phases of the prototype

## Round 2 findings

1

In the findings the modifications needed is to make sure the design isn't oversimplified is to add more pages to the navigation process

2

Making sure the design is more accessible for All kinds of users in the modifications of the prototype making visuals more convenient to understand

## Refining the design

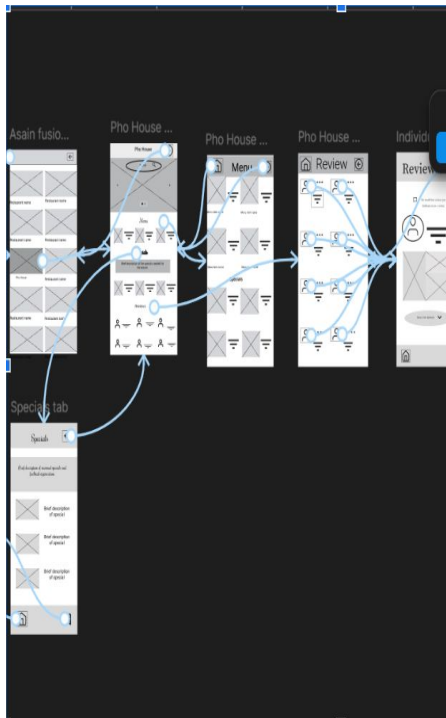
- Mockups
- High-fidelity prototype
- Accessibility



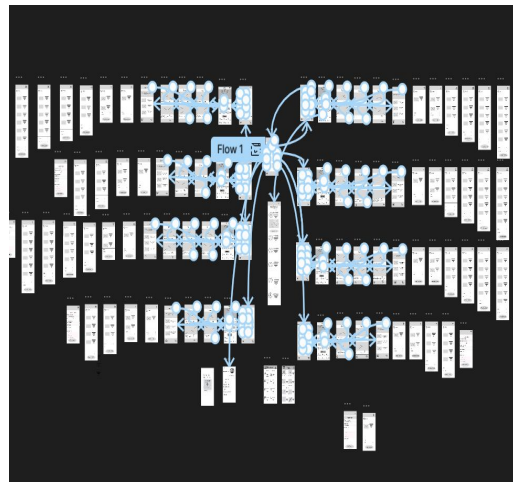
# Mockups

[throughout the design the process has been that has been taken in consideration. In all the feedback is to incorporate enough detail in the prototype to allow enough accessibility with back or home buttons for the design to be workable. Meaning whichever way the user tries to navigate they have the ability to work the navigation without issues depending on what they are feeling based on their location ]

Before usability study



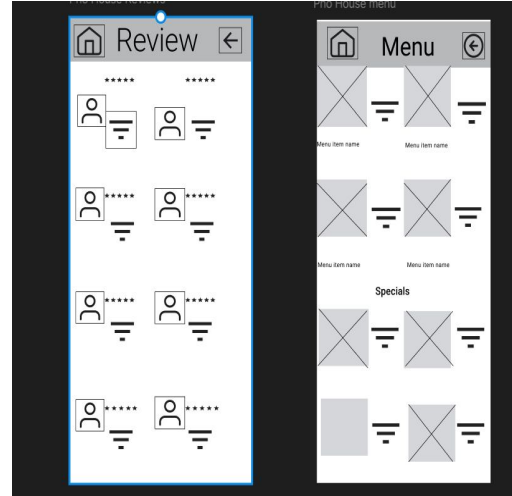
After usability study



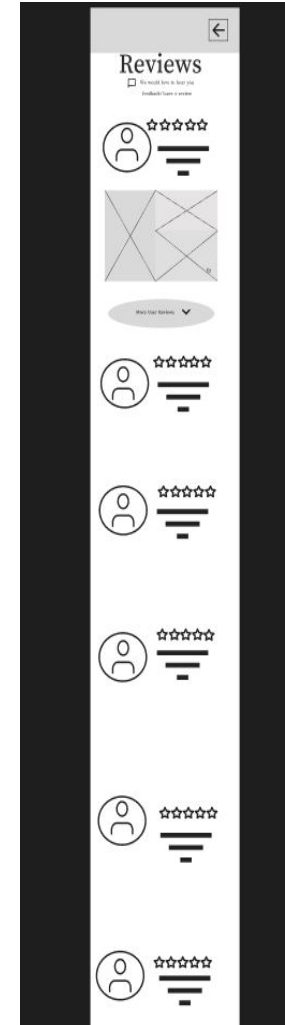
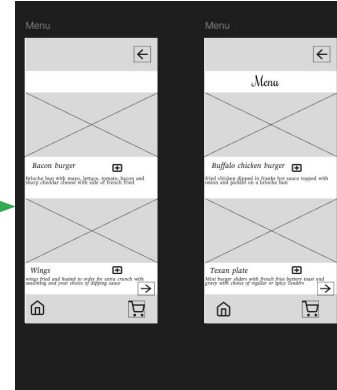
# Mockups

[The goal of the design has been to modify the Review and menu tab based on the feedback making the design bigger and simplified allows users to focus on the navigation they are wanting to look into without being too cluttered as well as scrollable in case they want to further look into the Restaurant and determine a choice of going to try the

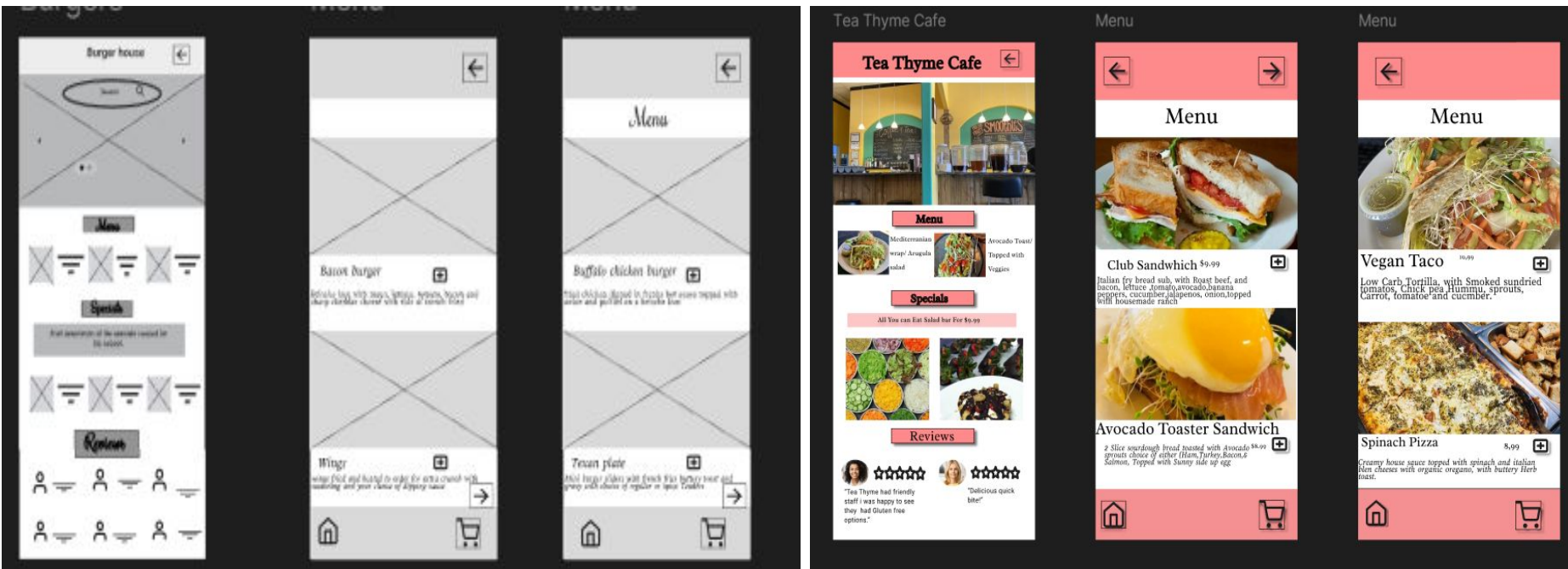
Before usability study



After usability study



# Key Mockups



# Accessibility considerations

1

Working on the prototype the thought process was to create a appealing but convenient way for users to go through with the navigation

2

The main Goal is that Savory Avenue tracks the user's current location so savory avenue may gather all localized restaurants. This allows the user to easily gain access to a new place. As well as Acredits Restaurant business exposure

3

Thought process while working on my prototype is to reach a new target audience. Especially because the audience isn't familiar with the are this allows for users to get out of their comfort zone or in finding hidden Gems .

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

Throughout the project the main focus has been local customer business that aren't fast food that may receive exposure but as well as locals are able to submit feedback so Restaurants continue to adapt and improve Menus or service.



## What I learned:

I've learned from previous feedback to make sure the navigation is functioning. users needed to click multiple times, in this prototype i've learned the importance of frames, components, and shadowing this has allowed smoother transitions

# Next steps

1

For the next steps of my navigation i'm going to continue to work on frames that will further complete all kinds of interactions of the app.

The basic idea of this prototype is shown with the concept of always improving the user's navigation

2

Plan to include more feedback features such as feedback tab that follows user in each page of the interaction that allows the user to send feedback if they would like to do so in any moment that they are navigating, this allows users to report problem or even give their thoughts on their experience.

3

For the next rounds of user research i would like to see if past problems in my initial prototype have been resolved as i continue to complete my high fidelity in turn next rounds of usability studies will allow me to understand what other factors would need to be improved

# 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 [Savory Avenue High Fidelity 1](#)

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