Savory Avenue 3rd Responsive design

"Elevating Local Dining, One savory bite at a time."
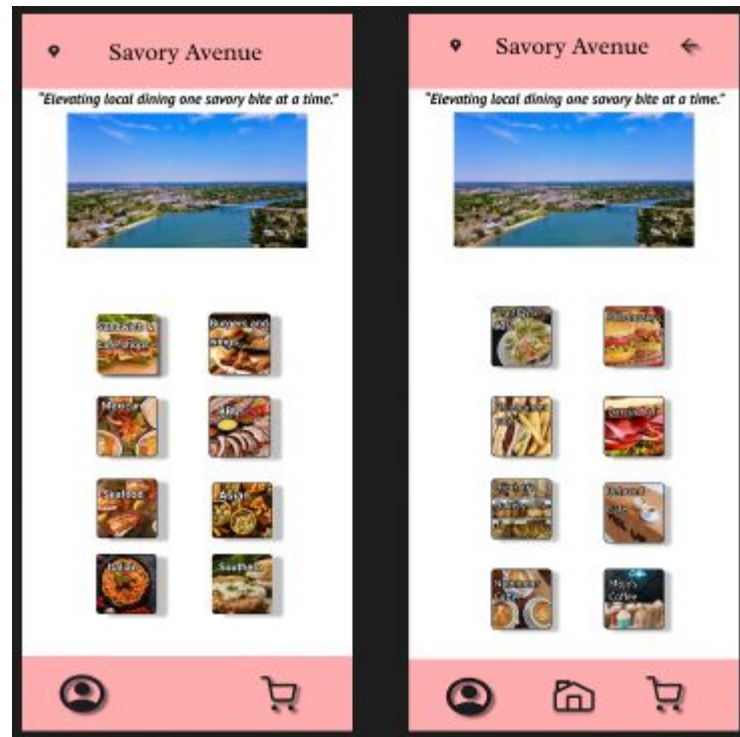
Irene Marina Ortiz

Project overview

The product: The app and website aim to boost local restaurants' profitability by using customer feedback to improve profit margins, reduce waste, and enhance customer satisfaction. During tourist seasons, it will offer review-based recommendations, helping tourists discover new dining spots. With a variety of local restaurants featured, users can easily find hidden gems nearby, creating a seamless way to explore local cuisine.

Project duration:

5 months

Project overview

The problem:

"How can we elevate the dining experience by integrating real customer insights to curate menus, enhance service quality, and create a sustainable, enjoyable dining atmosphere that meets customer expectations and needs?"

The goal:

"My goal is to create an experience where customers feel heard and valued, helping restaurants minimize waste by using their feedback to refine menu offerings and elevate service quality. By listening to real customer insights, restaurants can make thoughtful adjustments that enhance dining satisfaction, foster loyalty within the community, and create memorable experiences that visitors can trust and recommend."

Google

Project overview

My role:

lead UX designer, UX researcher, visual designer Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Responsibilities:

Conducting interviews,paper and digital wireframes,low and high fidelity prototypes conducting a usability studies and iterating designs.

Google

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

Google

User research: summary

User research revealed that customer feedback is key to improving local dining experiences. By using this platform, customers can directly influence restaurant offerings, ensuring that food and service align more closely with their preferences. This feedback is especially impactful during slower seasons, when restaurants can adjust to better meet customer expectations, creating a more satisfying experience for regular patrons.

For tourists, the app offers a convenient way to discover hidden gems based on genuine, positive local reviews, making it easy to find authentic dining experiences without extensive research. Even during busy seasons, a streamlined feedback system prioritizes essential insights, helping restaurants respond to customer needs efficiently. Ultimately, this approach creates a reliable, customer-centered platform where locals and visitors alike can enjoy high-quality, tailored dining experiences year-round.

Google

Persona: **Sarah**

Problem statement:

Sarah, a dedicated event planner on a work trip, is eager to experience the best local cuisine but faces the challenge of a packed schedule that leaves little room for exploration. She values healthier, savory options over fast food and wants trusted recommendations for popular spots she can confidently enjoy and suggest to her clients. Sarah needs a reliable, time saving tool that understands her desire for quality dining and helps her discover well reviewed, health conscious restaurants that fit seamlessly into her busy itinerary
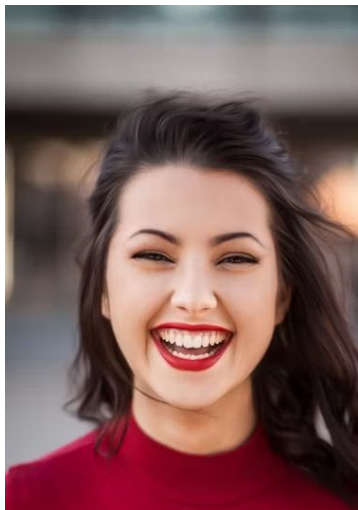
Education: Bachelor in event management.
Hometown: Seattle, washington
Occupation: event planner

"*As an event planner always on the go, finding a good local spot feels like a rare treat. It's so disappointing when a recommendation doesn't live up to the hype my packed schedule leaves no time for a second try. I just wish I could easily find a place I know I'll enjoy, something special and worth my limited time.*"

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.

Google

Persona : Stacy

Problem statement

Stacy, a busy real estate agent, often has limited time between client meetings to find quality dining options. To assist her, I designed a user-friendly platform that highlights top-rated local restaurants, allowing her to quickly discover and choose the best places to eat within her tight schedule.

Education: Real estate license
Hometown: Austin, Texas
Occupation: Real estate agent

"As a real estate agent, I guide clients through buying, selling, or renting properties, ensuring they make informed decisions in the dynamic real estate market.With a packed schedule, I often have limited time to find quality dining spots for myself and my clients during property tours."

Goals:
The goal for stacy is to be able to find a spot to eat that she will be satisfied with while working with clients.

Frustrations:
Issues implementing customer feedback in improving service

Stacy is a busy real estate agent based in Austin, Texas, who travels across the state to meet clients and explore new neighborhoods. With her demanding schedule, she values a platform that provides personalized restaurant recommendations based on preferences, making it easy to find highly-rated dining spots that suit her needs.
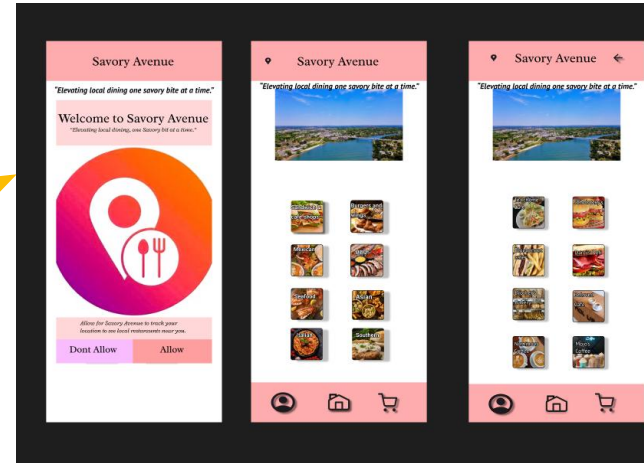
Google

Ideation

The goal of helping locals discover restaurants that align with their tastes and preferences through a community-driven approach. By asking, *How might we connect users with personalized dining options inspired by real feedback?* I used techniques like *Crazy Eights* and brainstorming to generate ideas centered on tailored recommendations, user-customizable features, and a seamless interface. This creative exploration set the foundation for a design that celebrates local dining while prioritizing user convenience and connection.]
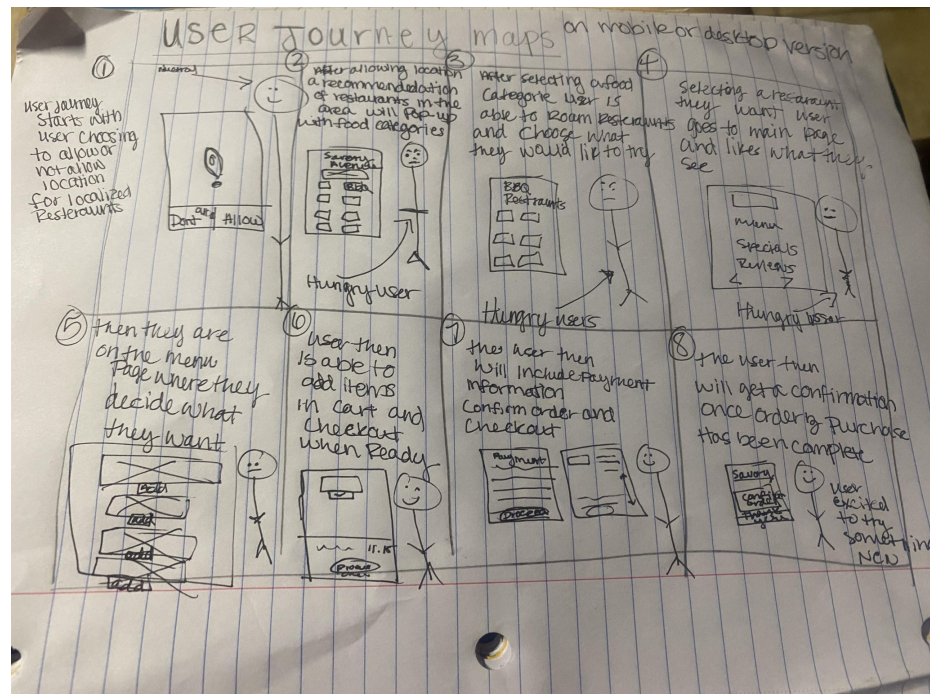
Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

Google

Digital wireframes

Thoughts throughout the design process is to make the digital design convenient for the users to search for a food category and are able to place a order from a local restaurant based on their preferences allowing users to place orders conveniently

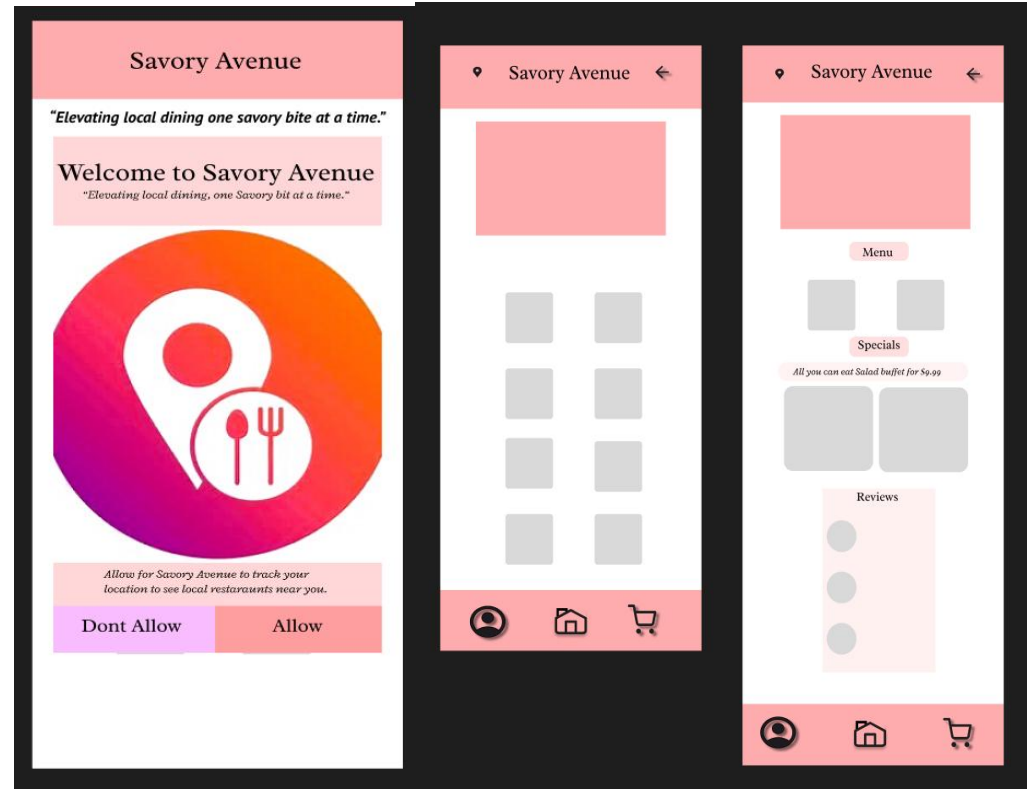First screen will have a allow or don't allow popup to allow location for more localized categories and restaurants

After allowing location food categories will be localized the user then can see what kind of cuisine they want to try after deciding, they are able to see local restaurants of the food category chosen to view what they would like to eat.

Google

Low-fidelity prototype

[Mobile Savory Avenue #3

Through the user journey, Savory Avenue Has allowed users to navigate first by allowing the location, then by letting the user choose a food category that they are interested in, after the food category the user gets to choose the restaurant and has a order and checking out function like other apps online the only difference is that Savory Avenue is based on localized businesses not typically found in other apps]

Savory Avenue

"Elevating local dining one savory bite at a time."

Welcome to Savory Avenue
"Elevating local dining, one Savory bit at a time."

Allow for Savory Avenue to track your location to see local restaraunts near you.

Dont Allow   Allow

Savory Avenue

Savory Avenue

Menu

Specials

All you can eat Salad buffet for $9.99

Reviews

Google

Usability study: parameters

Study type:

Unmoderated usability study, conducted through a self filled out form that allows users to fill out form as they navigate the prototype

Location:

Texas, remote

Participants:

12 participants

Length:

30-60 minutes

Google

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Spacing in Buttons

1.The participants in my usability study needed better spacing for buttons so they are more clickable

2

Convenience

When adding food items users on the study wanted a add to cart checkmark to show the food item was added before confirming checkout

3

Different options for Payment

When confirming users wanted a simple way to have information saved for future use so Savory avenue made an account option for future use with address and payment information

Google

Digital wireframes

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Project duration:

3-4 months

Google

Project overview

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Google

Mockups

[The mock-ups before the study were too simplistic that users would be confused by the design, the second design has more simplistic in the design that allows users to understand where they are at in the design and they have the menu, special, and reviews tab with clearer functionality

Before usability study

After usability study

Mockups

[High Fidelity Case Study 3 before the usability study users would have multiple pages to get through to see what they would like to eat, after the study I noticed users appreciated the convenience that came with scrolling through the different menu options instead so they can select items into their cart]

Before usability study

Google
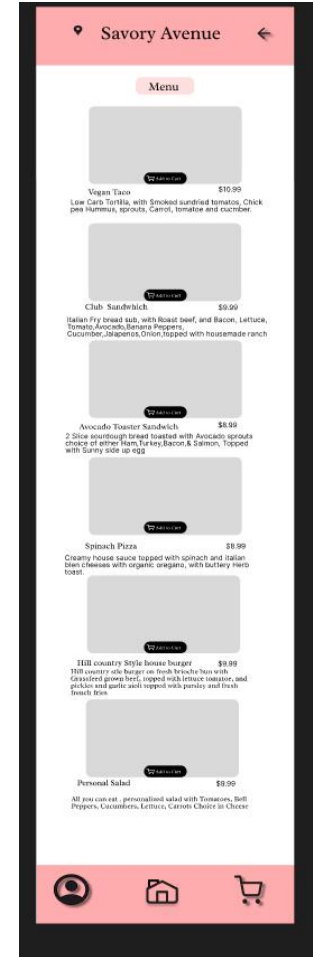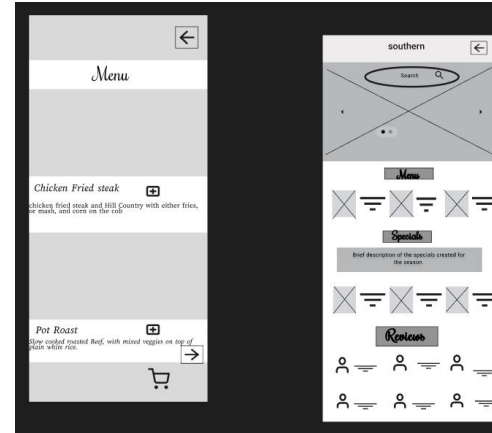
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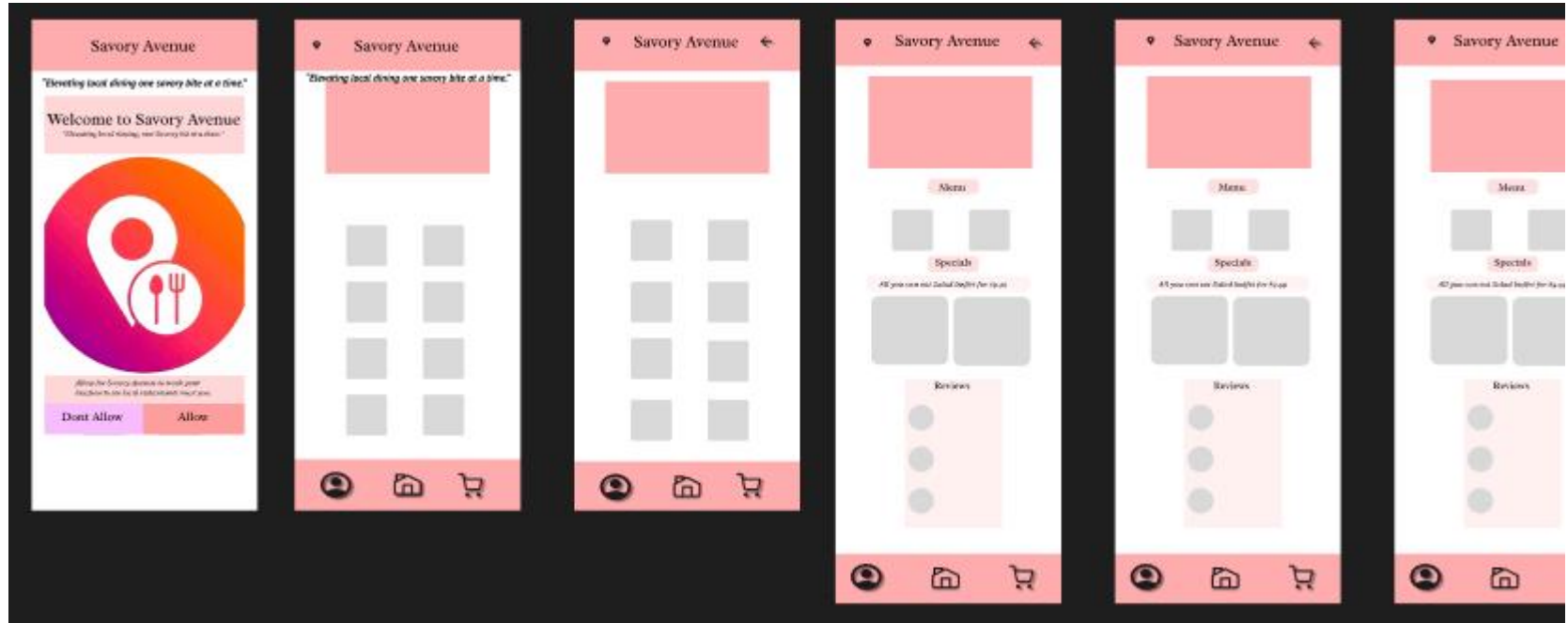
High-fidelity prototype

[Low Fidelity case study 3](link)

[High Fidelity Case study 3](link)

Google

Accessibility considerations

1

 Color Contrast & Visual Clarity: Ensure the interface has been selected a light red color for hunger, I would use white with a black outline so colors would be differentiated

2

.Scalable Design: Ensure all visual elements are scalable without losing clarity, allowing users to zoom in without distortion or pixelation. This benefits users with low vision.
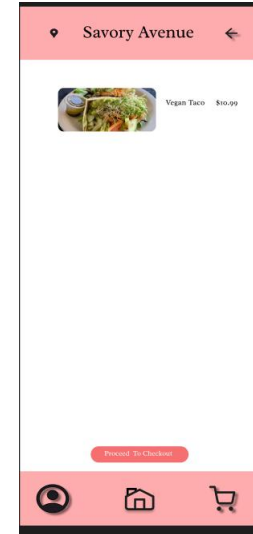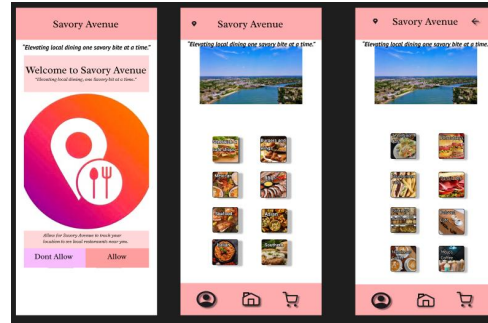
3

. Consistent and Recognizable Icons: Use universally recognizable icons paired with text labels to help users with cognitive disabilities or those unfamiliar with certain visuals to navigate and understand the content easily.

Google

Responsive Design

- Information architecture
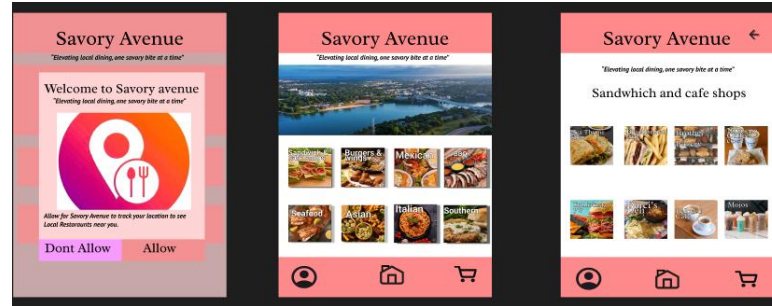- Responsive design

Google

Sitemap

[the thought process through the design is to allow users to get great recommendations based on local customer feedback in an area the users aren't familiar with in a consistent way as ordering from other apps so they can feel familiar with navigation

Responsive designs

[Creating Savory Avenue prototype for variation of screens so users can use in all kinds of different platforms through, tablet, Desktops and a mobile device creating these prototypes in similar layouts will allow users to feel comfortable navigating and finding items]

Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

The platform is built to work seamlessly across mobile, tablet, and desktop devices, ensuring accessibility for all users. It focuses on supporting local, non-fast-food businesses by providing exposure and allowing users to submit feedback. This feedback helps restaurants improve their menus and services, creating a better experience for both customers and businesses. Past user pain points have been addressed to enhance usability and deliver a more personalized experience.

What I learned:

In this study i have learned the importance of many different ways that users navigate and use different platforms and the importance of a simple but clean design allowing users to easily go from one device to the next without much confusion and allowing the user to understand where they left off.

Google

Next steps

1

.I will continue to gather user feedback on the Savory Avenue prototype through usability testing to identify areas for improvement and better align the design with user needs.

2

.I plan to refine the interface by addressing accessibility and responsiveness, ensuring the platform is inclusive and performs seamlessly across devices.

3

To further enhance my skills, I will explore advanced prototyping techniques and incorporate learnings from this project into future design challenges.

Google

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Google

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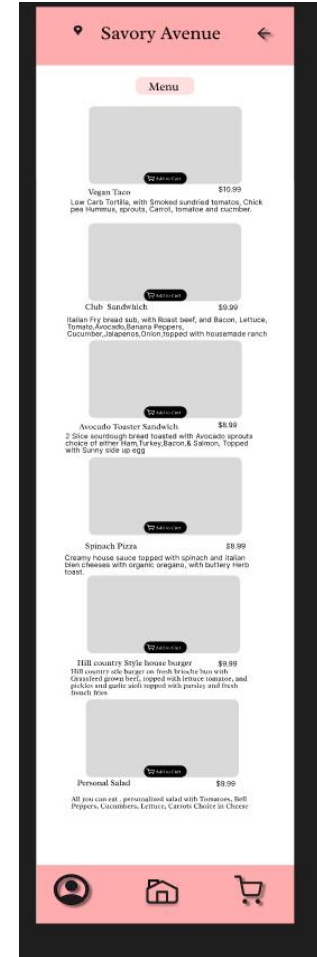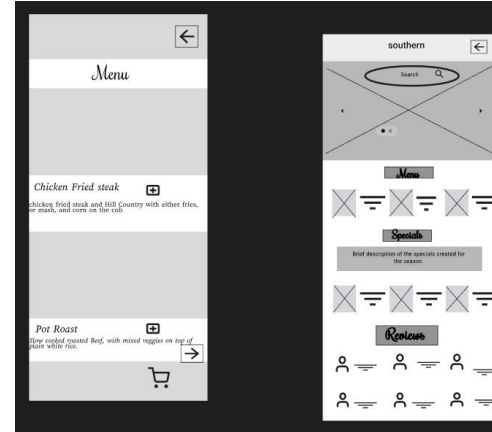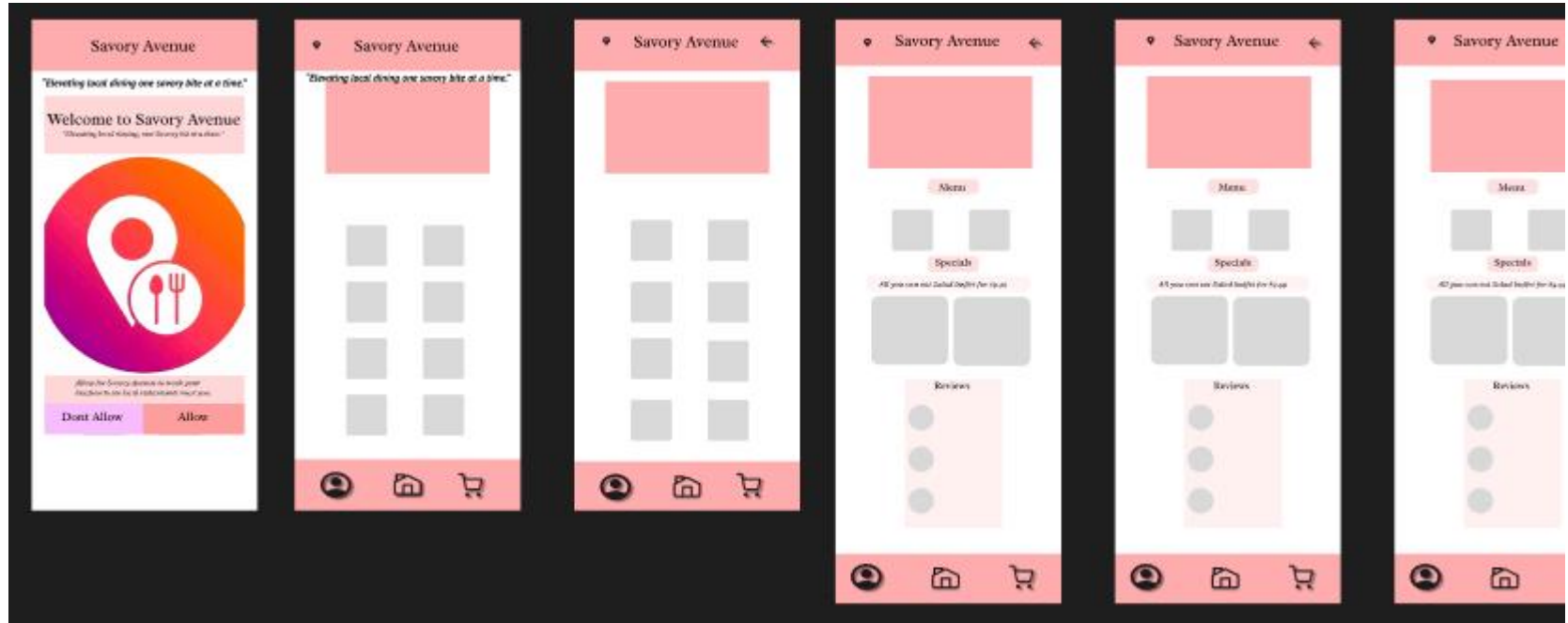
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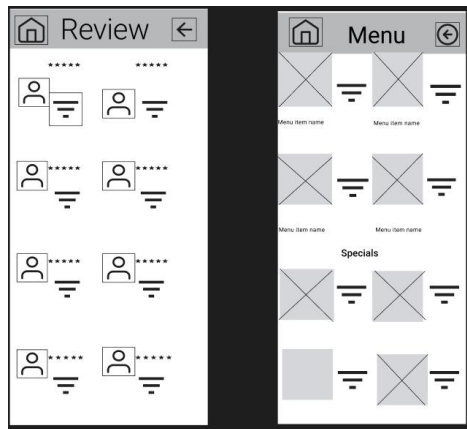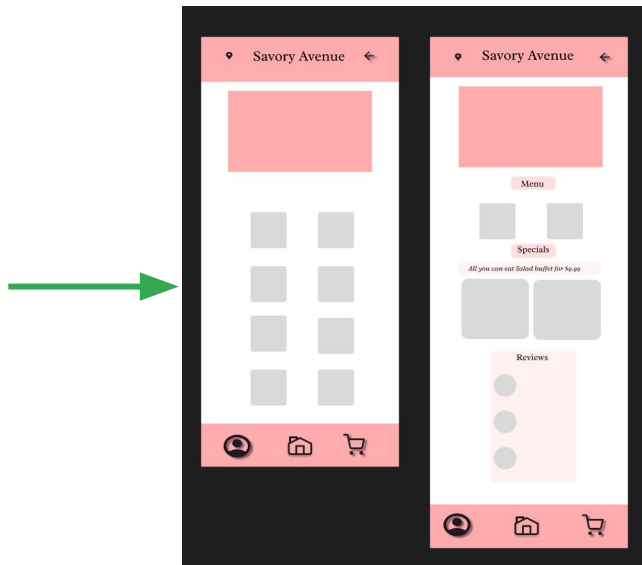
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[Links to low-fidelity prototypes of different screen variants and brief description of the user flow + how you responded to and implemented peer feedback]

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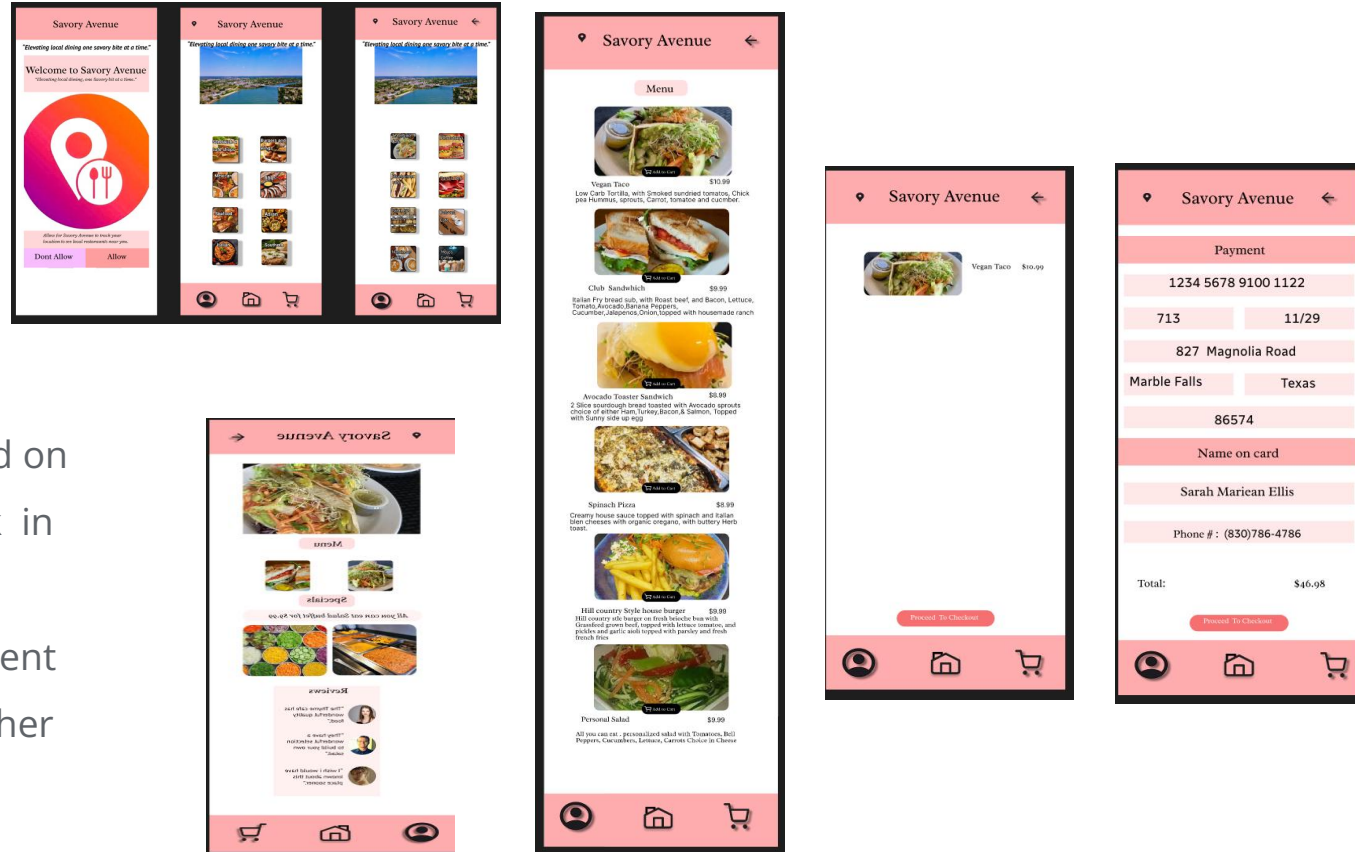
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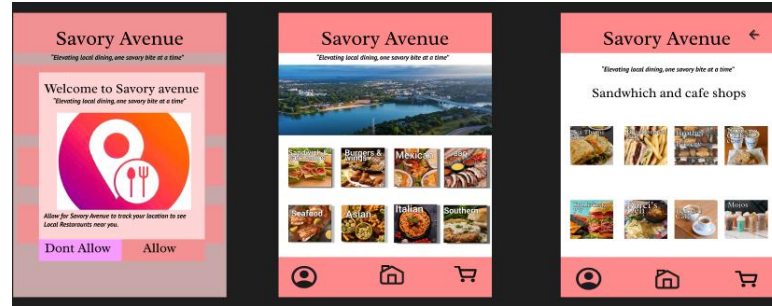- Responsive design

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Google

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 through the design process Together

Savory avenue Savory Avenue Case study 3
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