RES – Restaurant Reservation App Usability Study

04/27/2021

RES UX Analysis Team

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Study Details

Project Background

Using an appointment calendar app for fancy restaurants can enhance user working efficiency.

Research Goals

Find the best method to assist users to taste delicious food successfully, not wait so long to affect their work.

Study Details

Research Questions

How long does it take for 4-5 people to make a reservation for the restaurant they choose?

Participants

Participants are anyone who eats out at least once a week.

Participants should be between 18 and 62.

Participants should include a fairly even distribution of genders across the spectrum and people with different abilities

incentive: a 70% off electronic gift card to Restaureservation's upon completion of the questionnaire.

Methodology

Unmoderated usability study

Location: United States

Date: Sessions will take place on April 15&16.

Five participants complete reservation tasks on their own.

Each session will last 45 minutes. (include an introduction, a list of tasks, and a short questionnaire)
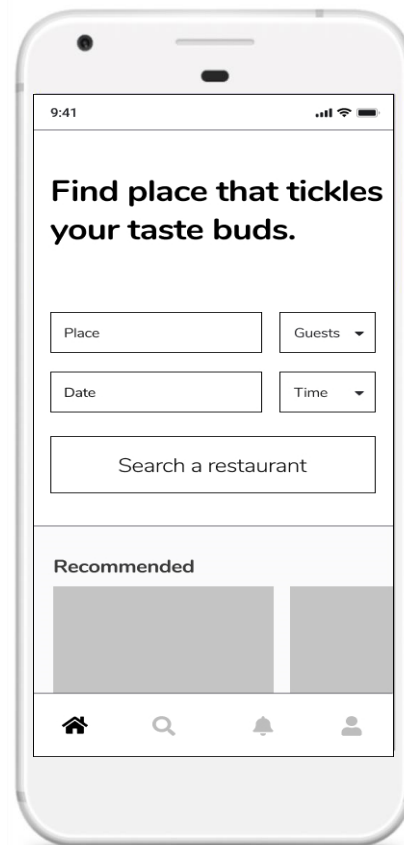
Insights & Recommendations

Prototype Tested

The RES prototype app, complete with:

- Popular Items
- "Search a restaurant" and "Reservation" Options
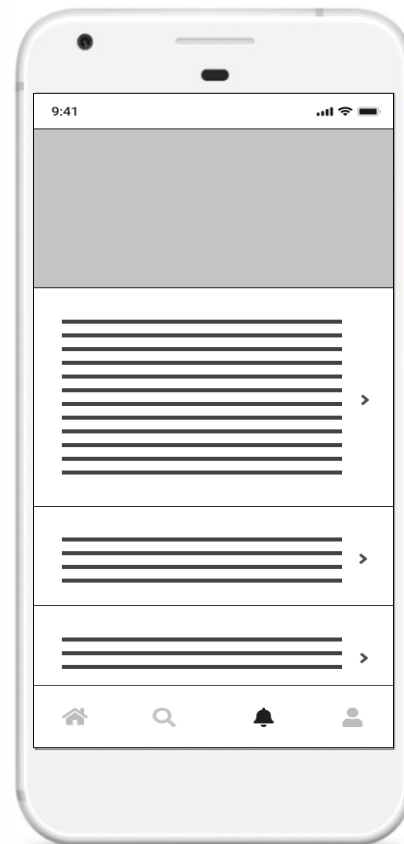- Wait Time Indicator

Themes

People want to make a reservation for a fancy restaurant successfully

- **6 of the 8 participants said they wanted to be able to make a reservation on the date they want.**

- **Almost all participants expressed frustration for deal page**

Research insights

Unable to save orders

In general, users would like to save their favorite topping combinations and regular orders so they don't have to rebuild them every time.

Unable to save payment info

Users would also like to be able to save their payment information in the app. According to a study by Pew Research, users find difficult mobile payment systems frustrating.

No alternative language option

The app is only available in English, which is an accessibility issue for speakers of other languages.

No compatibility with other devices

The app isn't compatible with Smart Home devices or voice assistants, so users can't order things by voice command.

Recommendations

- **Program the app to remember users' favorite deal information (with their permission).**

- **Make the app available in other languages.**

- **Make the app compatible with voice command devices or voice assistants that will allow users to place "no-hands" orders.**

Thank you!