

Kitsune: A Traditional Japanese Restaurant

Savanna Carney

Project overview



The product:

The website for Kitsune offers users the chance to order their meals online for pick-up. In this project, I focused on the order flow for a customized meal.



Project duration:

Nov. 2021-Dec. 2021



To start off, all ramen is served with wheat noodles. Now it's your turn to choose what goes with the noodles.

Choose your flavor:



Shoyu
Wheat noodle



Shio
Wheat noodle



Miso
Wheat noodle



Kare
Wheat noodle

Choose your toppings:



Chashu
Braised pork



Negi
Wheat noodle



Takuan anko
Wheat noodle



Boiled Egg
Soft-boiled



Bean
Bean sprout



Menma
Fermented bamboo shoots



Bakursti
Braised pork



Kikaragi
Wheat noodle



Nori
Dried seaweed



Kamaboko
Fish cake



Spinel
Braised chicken



Umeshubi
Baked Japanese plum



Curtu
Tofu



Wakame
Seaweed



Tofu
Bean curd

Add to Order



Project overview



The problem:

Users wish there was a way to create a meal that catered more to their tastes.



The goal:

The goal was to create a successful user flow that allowed users to customize their meal in an easy way.

Project overview



My role:

UX Researcher, UX Designer



Responsibilities:

User Research, wireframing, prototyping,
finalizing designs

Understanding the user

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

User research: summary



I conducted user interviews to determine how users thought about ordering meals online. In my research I found that some users couldn't make up their minds when trying to choose a meal from a menu. Some users wished they had access to delicious traditional meals without having to sit down at the restaurant. Users pointed out that when they want to customize the meal, websites didn't describe the ingredients so some users don't know what they are choosing.

User research: pain points

1

Interaction

Traditional restaurants typically require users to call in their order rather than just using the website to order.

2

Customization

Meals aren't customizable.

3

Descriptions

If there is customization, there are no explanations for the ingredients.

Persona: Sakura

Problem statement:

Sakura is a busy nurse who needs an easy way to build her own traditional Japanese meal because she doesn't have time to cook for herself and has distinct tastes.



Sakura

Age: 25
Education: BSN
Hometown: Nashville, TN
Family: Single
Occupation: Nursing

“By the end of the day, I am so exhausted I don’t want to cook when I get home.”

Goals

- I want good comfort food to ease the difficulties of my work day.
- I want to customize my meal.

Frustrations

- Many restaurants won’t let you customize your meal.
- I can’t order a traditional Japanese meal online.

Sakura is a nurse in busy Nashville, TN. She works long, hard shifts so by the time she gets off and goes home, she doesn't have the energy to cook a good meal. She wishes there was a traditional Japanese restaurant where she can customize her meal to her liking that she can pick up on her way home.

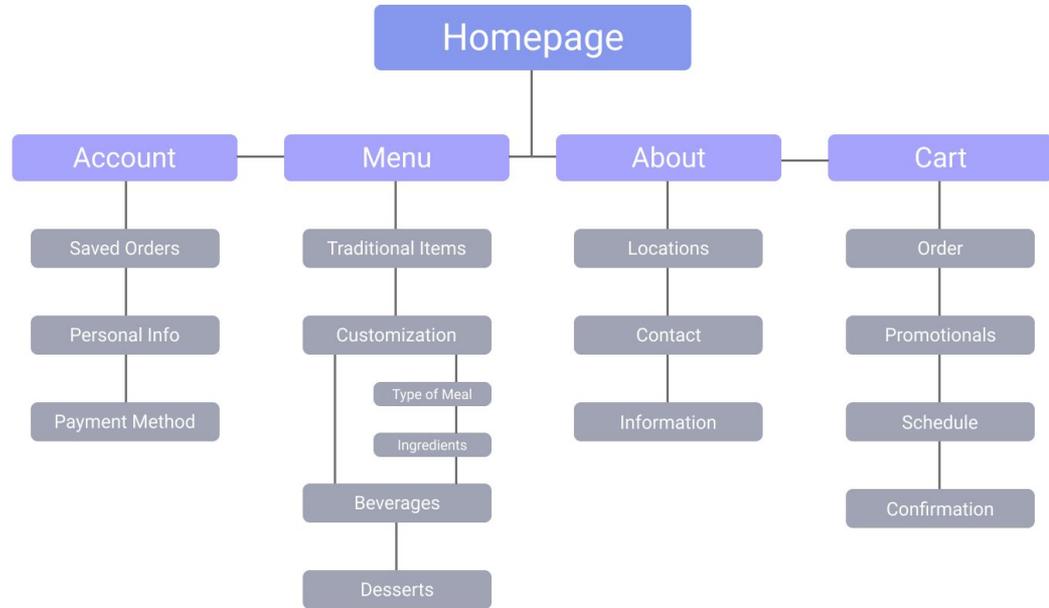
User journey map

Users should be able to place and pay for their orders online so that they don't have to wait long at the restaurant.

ACTION	Search for a traditional Japanese restaurant	Navigate to restaurant's homepage	Browse menu	Order meal	Pick-up meal
TASK LIST	Tasks A. Use phone/desktop to search B. Navigate through search results C. Choose restaurant	Tasks A. Find the menu.	Tasks A. Look through the menu to find something she likes B. Search for a customization option	Tasks A. Writes down her order. B. Calls restaurant to place order.	Tasks A. Travel to restaurant B. Wait in line C. Pay for and receive order
FEELING ADJECTIVE	Overwhelmed	Neutral	Annoyed	Anxious and annoyed	Hungry and impatient
IMPROVEMENT OPPORTUNITIES	Use keywords in the website so the restaurant can show up easier in search results.	Make the menu the most important item on the website for easy engagement.	Allow for better customization of meals.	Allow users to place orders online rather than call in to the restaurant.	Allow users to pay in advance online to skip the line and pick up their order.

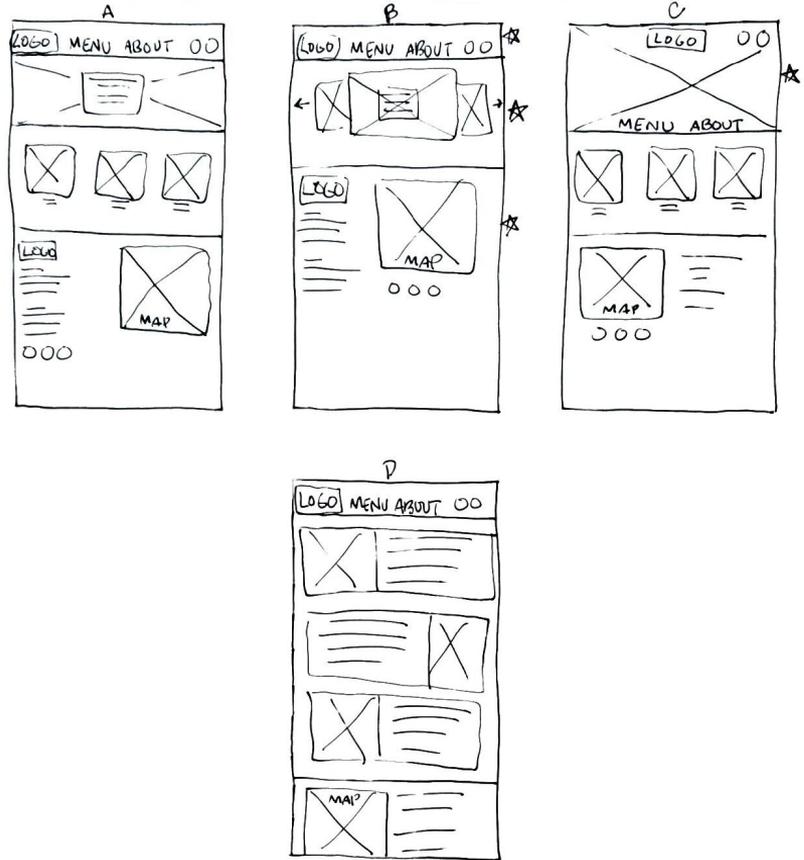
Sitemap

Users can choose from either a traditional menu or a customizable order menu. Also, they can save their customized orders so they can place them again.



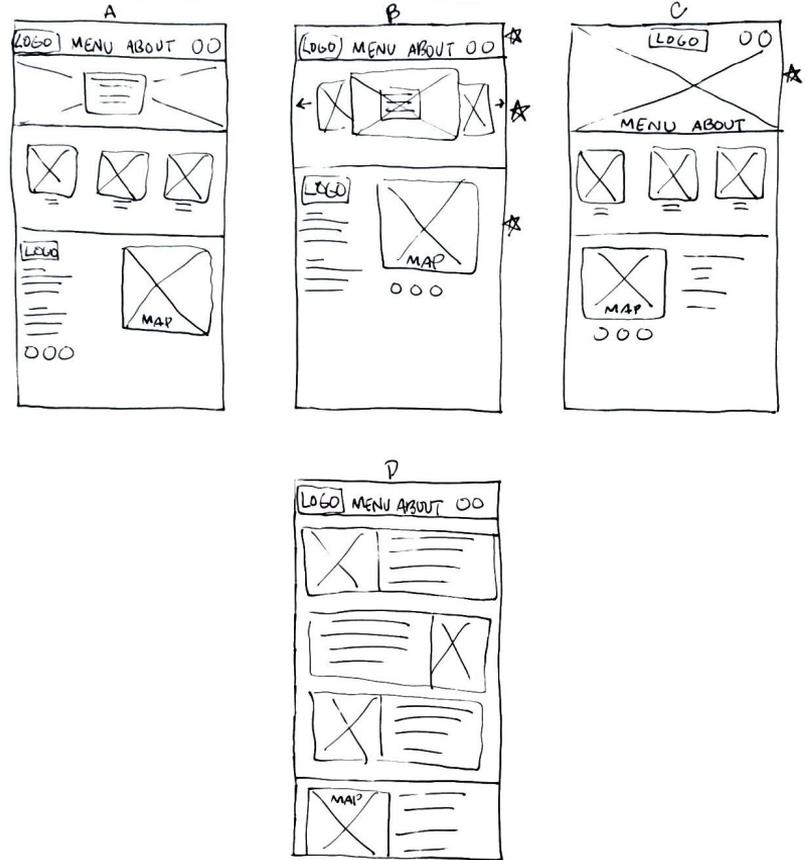
Paper wireframes

After creating a sitemap, I sketched out paper wireframes for a desktop layout. During this process, I realized that the hero image in wireframe C had the best look.



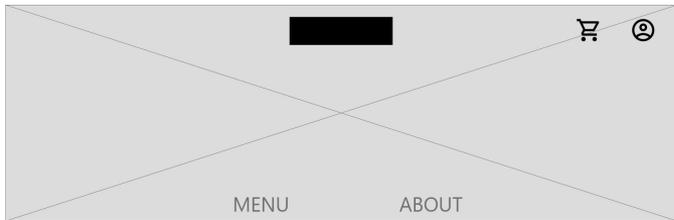
Paper wireframe screen size variation(s)

I did not sketch out a
mobile website wireframe
because the look was going
to be exactly the same
without much change.



Digital wireframes

With my paper wireframes in mind, I created this wireframe for the homepage. The hero image will house the logo and a navigation bar to other locations of the site. Under it will be the main attraction of the site: the menus.



Traditional Menu
Lorem Ipsum



Build Your Own Bowl
Lorem Ipsum



Desserts
Lorem Ipsum



MAP

Lorem Ipsum

Lorem Ipsum

Directions

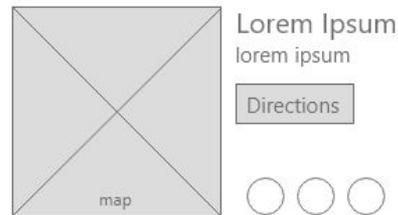
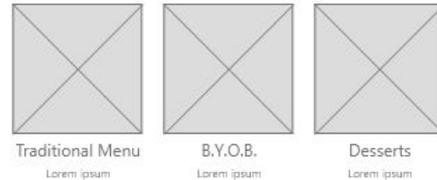


Users are able to get a location of where the restaurant is.

Menu options are given immediately when the page is opened.

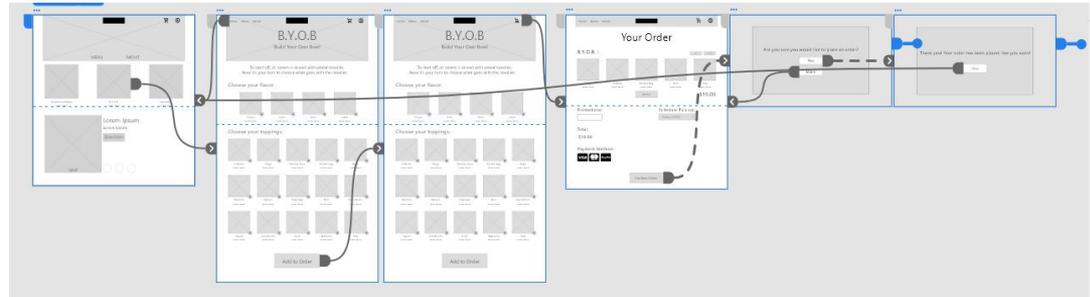
Digital wireframe screen size variation(s)

The mobile version of the homepage looks basically the same except there will be a hamburger menu in the top left corner.



Low-fidelity prototype

This is the ordering flow of a customized order.



<https://xd.adobe.com/view/c009df9f-f4ee-43a0-b312-ede6f1d6317a-955a/?fullscreen&hints=off>

Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

1

Wording

Wording for the customization menu was confusing.

2

Buttons

When selecting an ingredient, the selection button should also change color to make it more obvious that it was chosen.

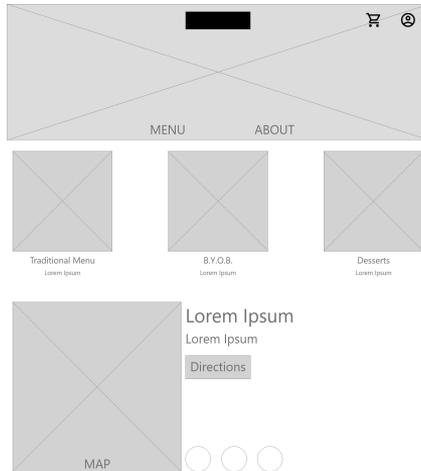
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

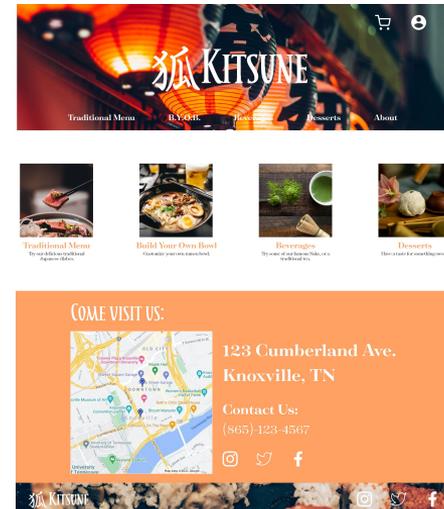
Mockups

More menu options were added with images and descriptions. The navigation bar was extended.

Before usability study



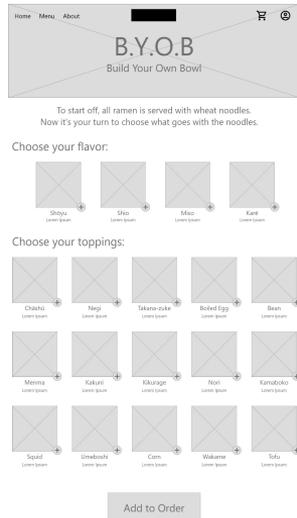
After usability study



Mockups

Images and descriptions of the ingredients are given in the customized order menu. When an item is selected, the button changes into a check mark and has a filled in color.

Before usability study



After usability study



Mockups: Original screen size



Traditional Menu
Try our 40+ traditional Japanese dishes.



Build Your Own Bowl
Customize your own ramen bowl.



Beverages
Try one of our famous Sake or a traditional tea.



Desserts
Have a treat for something sweet?



To start off, all ramen is served with wheat noodles. Now it's your turn to choose what goes with the noodles.

Choose your flavor:



Shoyu
Soy sauce



Shio
Salt



Miso
Miso paste



Kara
Soft-boiled egg

Choose your toppings:



Chashu
Braised pork



Negi
Scallions



Tobiko (tuna)
Tobiko roe



Boiled Egg
Soft-boiled



Tama
Soft-boiled



Menma
Fermented bamboo shoots



Kamaboko
Fish cake



Bikaanago
Mushroom mushrooms



Nori
Sea nori



Kamaboko
Fish cake



Spinel
Tenderloin



Umeshobo
Red pepper



Curry
Sauce



Wakame
Seaweed



Tofu
Braised

Add to Order



Please check your order to see if everything is correct before placing. You can save B.Y.O.B. orders for future use!

B.Y.O.B.:

\$10



Shoyu



Chashu



Boiled Egg



Nori



Kamaboko

Remove

Edit

Favorite Order

Subtotal: \$10

Taxes: \$0.98

Total: \$10.98

Pick-up:

Tues, at 6 PM

Payment Method:



Place Order



Mockups: Screen size variation



Traditional Noodle
Try our delicious traditional Japanese dishes.



Bowl
Customize your own ramen bowl.



Dumplings
Try some of our famous dumplings, or traditional ones.



Dumplings
Have a taste for something new?

COME VISIT US:



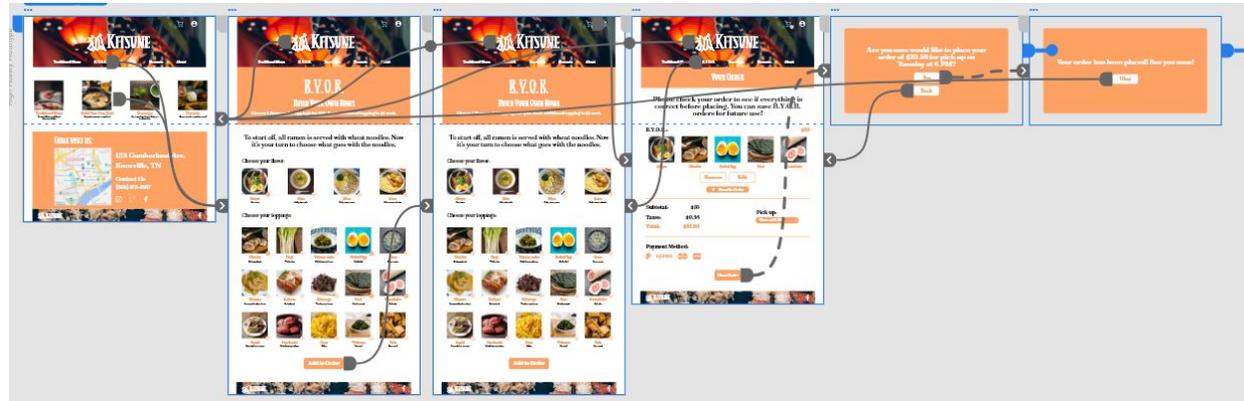
123 Cumberland Ave.
Knoxville, TN

Contact us:
(865) 123-4567



High-fidelity prototype

The ordering flow for a customized order.



<https://xd.adobe.com/view/eb3da591-a9e1-479d-a419-44f7fa1a6a98-be6e/?fullscreen>

Accessibility considerations

1

Pictures were added with the ingredients along with descriptors.

2

Color choice has high contrast for easy readability.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The designs I created in this project can give users the chance to expand their food palettes as well as cater to their tastes. They can take home a delicious meal without having to sit in a restaurant.



What I learned:

There are many ways you can customize an order to a user's liking.

Next steps

1

Expand the customization
of an order.

2

Expand on the design of
other screens.

3

Look into more
accessibility options.

Let's connect!



Thank you for coming with me on this journey. You can find me here:
www.savannacarney.com