

Catering Menu for Outdoor Wedding Venue

Ramis T

Project overview



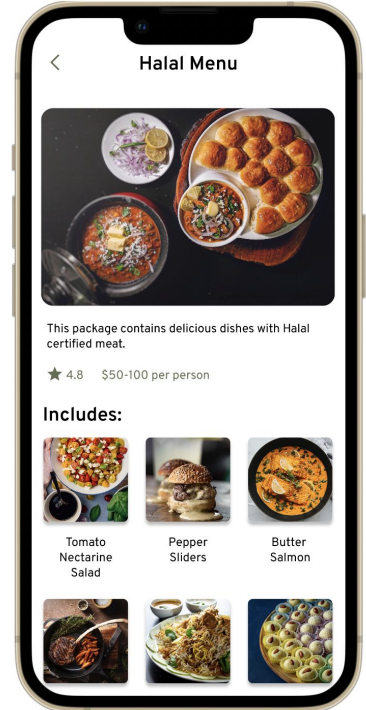
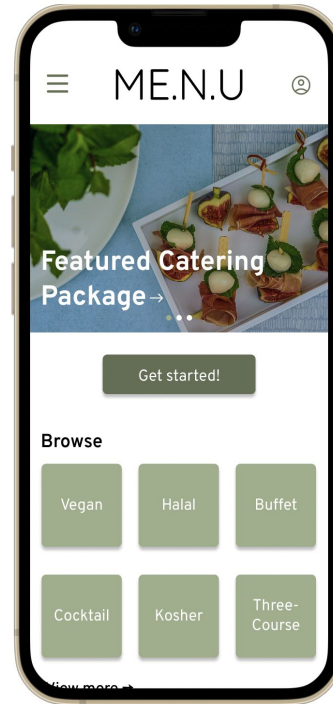
The product:

ME.N.U is the on-the-go wedding catering app designed for busy to-be-weds. Simple and easy to use, they provide full service catering with customizable options, allowing changes up to 5 days prior to the event.



Project duration:

April 2022 - October 2022



Project overview



The problem:

Busy to-be-weds feeling overwhelmed planning their catering menu.



The goal:

Design an app to eliminate the back and forth of communicating with vendors, having the luxury to plan conveniently at their fingertips.

Project overview



My role:

UX designer - designing from conception to delivery.



Responsibilities:

Conducting interviews, user research, paper and digital wireframing, low and high-fidelity prototypes, conducting usability studies, and iterating designs.

Understanding the user

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

User research: summary



Through interviews and empathy maps, I was able to find out what the needs of the users were. The main focus was that there was not enough time being dedicated to catering as it was a time consuming task.

Aside from it being a time consuming task, research also showed that users had different dietary restrictions that needed to be accommodated to for their guests.

User research: pain points

1

Time

To-be-weds did not have enough time being put into wedding planning due to their busy schedules

2

Accessibility

Communicating with caterers became a difficult task due to location

3

Inclusion

Caterers would not provide customizable options for customers that needed to take dietary restrictions into consideration

Persona: Mary-Anne

Problem statement:

Mary-Anne is a busy to-be-wed working two teaching jobs who needs a faster and meticulous catering solution because of her tight schedule.



Mary-Anne

Age: 33

Education: Masters Degree

Hometown: Bradford, ON

Family: Lives with fiancé

Occupation: Teacher

“Simplifying the wedding planning would save me a lot of stress living a busy enough life”

Goals

- Plan her wedding menu while considering her guests' dietary restrictions
- Have an organized database of menus for each guest
- Have more time to spend on her full-time and part-time jobs

Frustrations

- “The whole wedding planning process is so overwhelming, it would be so much easier to keep track of my guests' catering needs”
- “I don't want to deal with all the back and forth with the caterer and venue”

Mary-Anne is a teacher who lives in Bradford with her fiancé. She decided on an outdoor wedding venue, perfect for her spring wedding in 2023. Mary-Anne also works part-time teaching English to children abroad via Skype on the weekends. Her schedule is super tight and really needs efficient ways to prepare for her upcoming wedding.

User journey map

Mary-Anne's user journey map shows how convenient it would be to have an app for wedding catering.

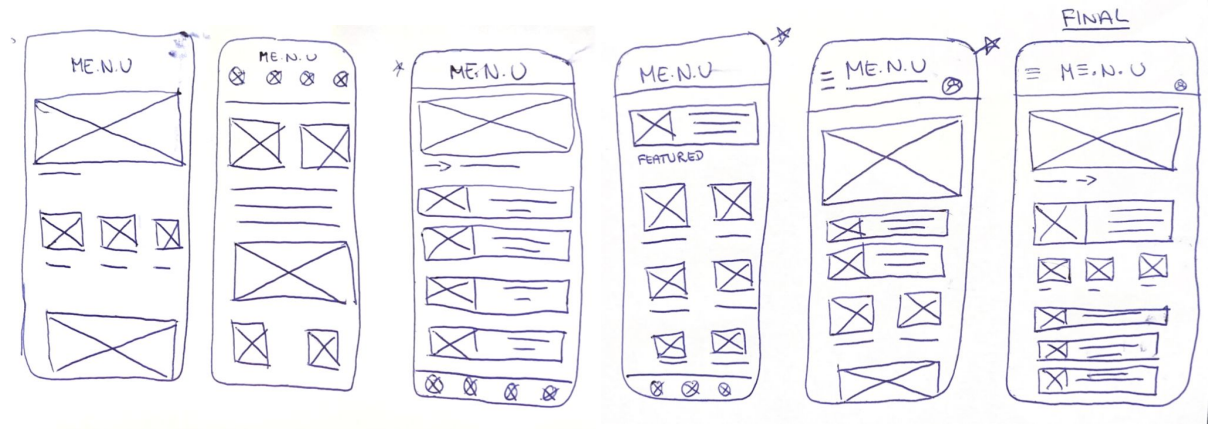
Persona: Mary-Anne

Goal: Find a way to easily plan and modify a catering menu for outdoor weddings.

ACTION	Select outdoor wedding venue	Browse menus for each venue	Compare menus between venues	Decide on a menu	Finalize menu
TASK LIST	Tasks A. Decide which location to host wedding B. Search for outdoor wedding venues nearby C. Select top 5	Tasks A. Open each venues website to view menus B. Browse options	Tasks A. Take notes on which venues offer more catering options B. Narrow down results C. Compare pros and cons by hand	Tasks A. Decide with venue offers most accessible menu B. Go back to compare other venues in top 5 C. Continue to narrow down options	Tasks A. Contact the venue B. Visit the venue C. Finalize with the venue based on catering menu
FEELING ADJECTIVE	Excited to plan Overwhelmed by the options	Overwhelmed by the menus offered by each venue Confused by switching from venue to venue	Stressed with amount of information Upset due to the overwhelming process	Annoyed by the inaccessibility Stressed her guests may not all be catered to	Relieved from finding the most accommodating venue Anxious from making sure each guest will be correctly catered to
IMPROVEMENT OPPORTUNITIES	An app that compares outdoor wedding venues	Compare catering menus with other venues in one app without having to open multiple tabs/windows	Have a visually-friendly comparison tab	Having customizable options for all guests with dietary restrictions	Having an open catering order for Mary-Anne to update/confirm her guests' dietary restrictions until a certain date

Paper wireframes

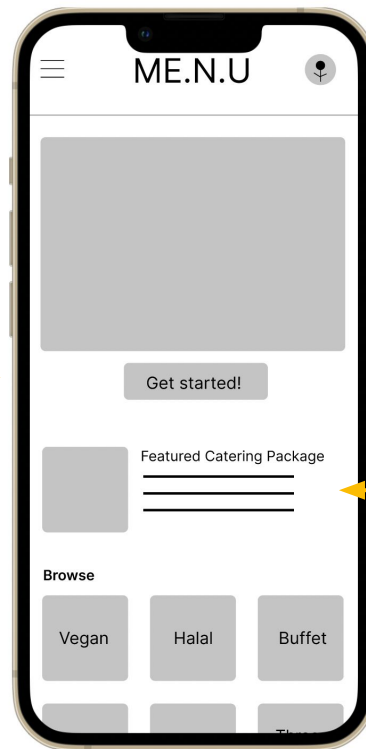
While creating the paper wireframes, I challenged myself to think about the elements and how they would take up space on each page. I then combined the strongest elements from the starred wireframes, represented on the home page.



Digital wireframes

Keeping user research and feedback was important in creating the digital wireframe. Creating buttons where users can get started right away was a priority.

The *Get Started* button allows users to start browsing immediately.



For users that want to view a quick catering package have the option to do so with the *Feature Catering Package* section.

Digital wireframes

Having the ability to customize different catering dishes within a catering package was a user need I prioritized in designing.

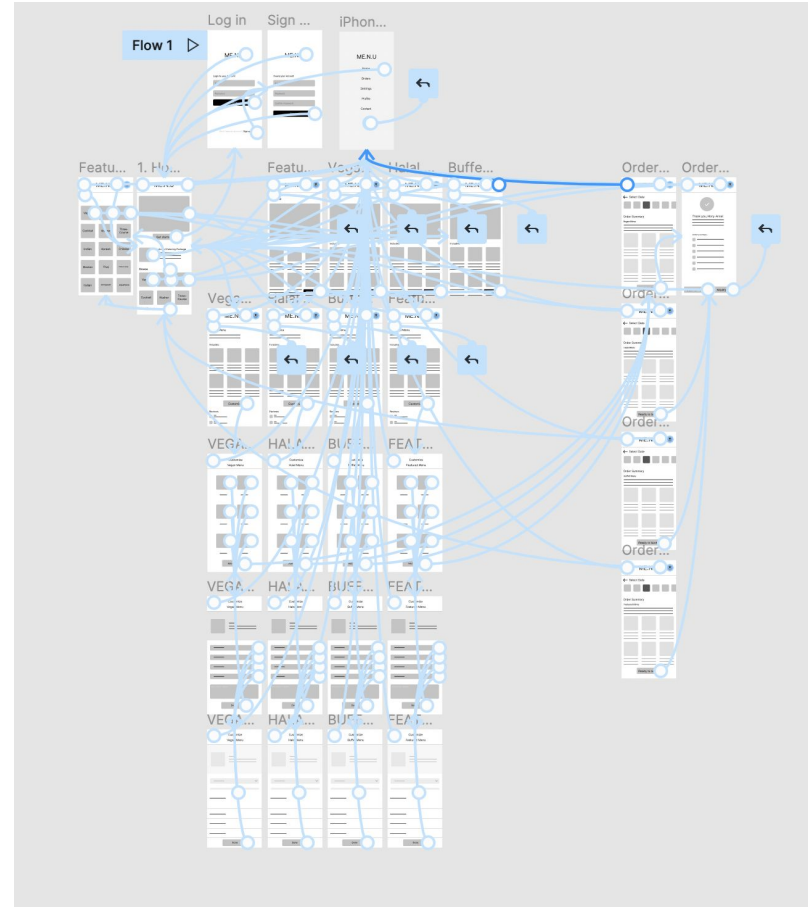
Users are able to customize ingredients in dishes for guests with dietary restrictions.



Low-fidelity prototype

As there are different catering packages on the ME.N.U. app, organizing the flow according to each package was important.

View the ME.N.U. [low-fidelity prototype](#).



Usability study: findings

After conducting two usability studies, I was able to refine the ME.N.U. app. From the Round 1 findings, I was able to turn the wireframes into mockups. The findings from round 2 conducted on a high-fidelity prototype, led to what needed to be refined.

Round 1 findings

- 1 Users experienced an overload of information (excess scrolling/clicking)
- 2 Users needed indication on how to create a profile
- 3 Users wanted more options

Round 2 findings

- 1 Certain home page buttons are misleading
- 2 Prices need to be added for each catering package
- 3 Motions of page transitions were confusing

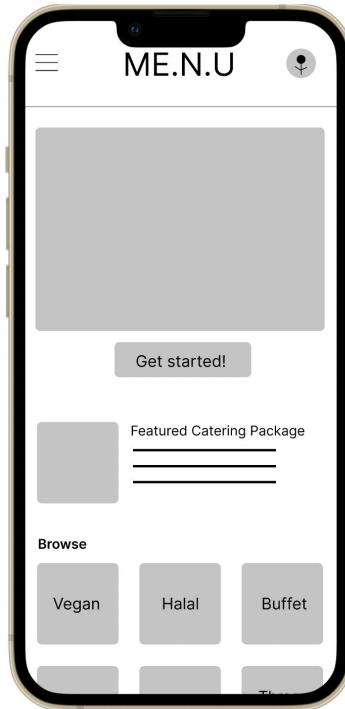
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

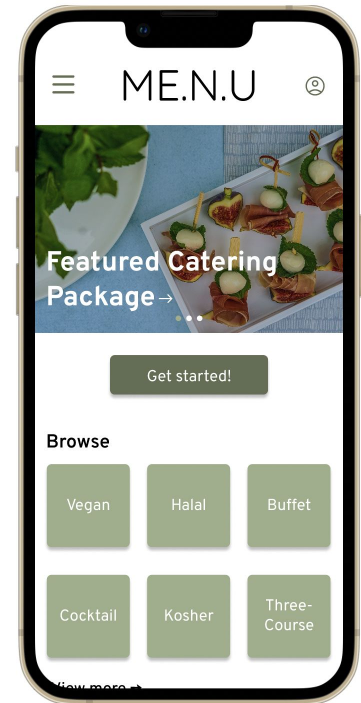
Mockups

Initially, I planned to have a hero image to welcome users to the app but realized that instead of having multiple redundant elements on the page, it would be better to showcase the *Featured Catering Packing* as a slide where eyes will be drawn.

Before usability study



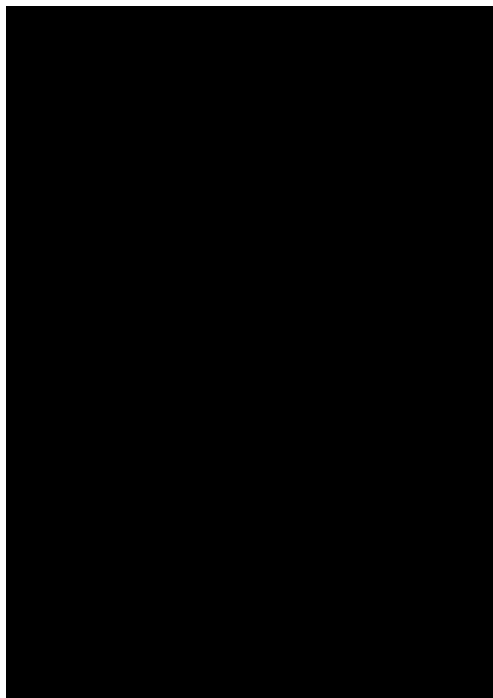
After usability study



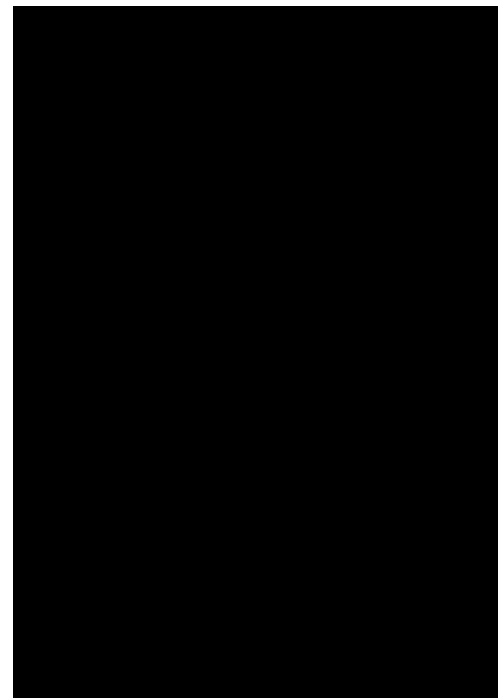
Mockups

After conducting the second usability study, users were not happy about the confusing motions of the page transitions. I improved the interactions so that pages would go back in the direction that they came from.

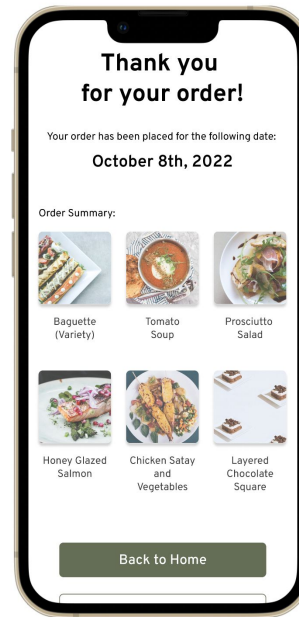
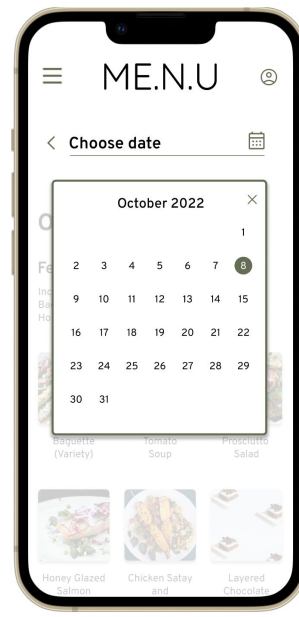
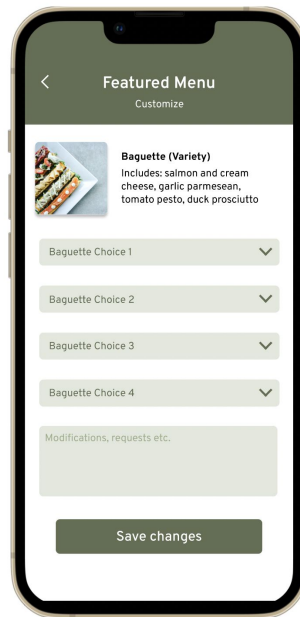
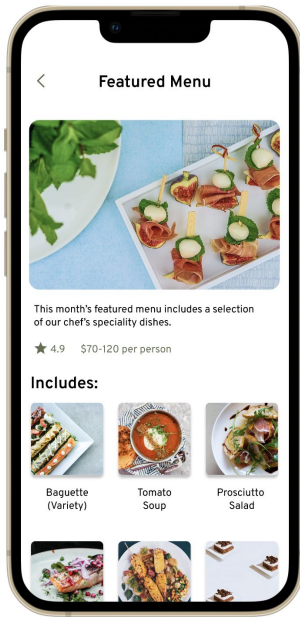
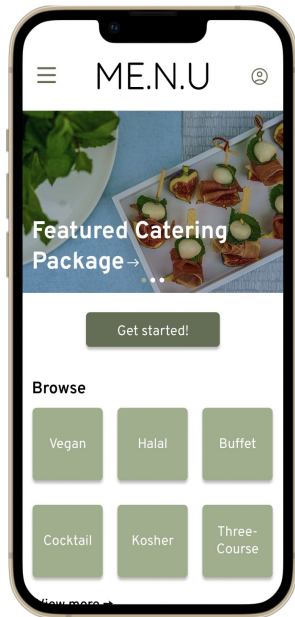
Before usability study



After usability study



Mockups

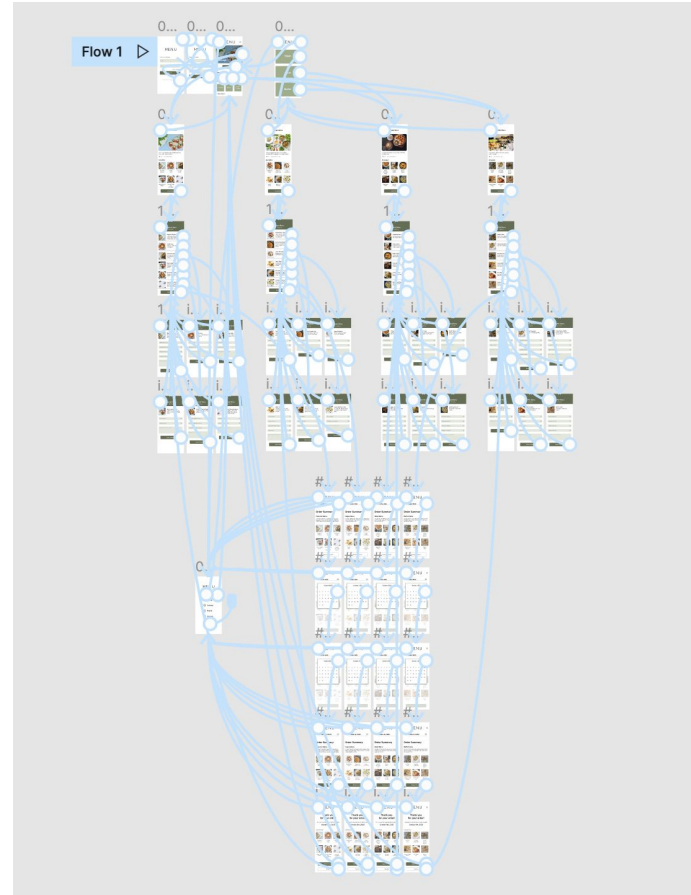


High-fidelity prototype

The high-fidelity prototype after the design iterations includes new features such as pricing and cleaner page transitions.

View the ME.N.U.

[high-fidelity prototype](#)



Accessibility considerations

1

Used icons for easy navigation

2

Use of large, clear, concise fonts and detailed images

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The ME.N.U. app has let users cut back a significant amount of time from their wedding planning.

One quote from a study participant: *"I feel like this app is the missing piece in my wedding planning process."*



What I learned:

The biggest takeaway from this project was understanding the weight of the users' experience during the usability studies; I walked away with insights I never would have thought of.

Next steps

1

Adding more variety in terms of menu options and new page layouts (profile, settings, help etc.)

2

Conducting another usability study to see if previous implementations worked well

3

Including elements that would enhance the user's journey such as a *Recommended for you* section and referral codes

Let's connect!



Thank you for taking the time to review the ME.N.U. app! If you would like to see more of my work or get in touch, my contact information is:

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Portfolio: www.ramistarannum.com