

# Bob's App BBQ Case Study

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David Moore

# Project overview



## The product:

Bob's BBQ is a local restaurant that strives to provide quality BBQ meals that are fast and reasonably priced.



## Project duration:

The project began on December 15th 2022 and ended on February 15th 2023.



# Project overview



## The problem:

Bob's BBQ is a local restaurant. It's been in business for 5 years but sales have flattened. Bob is wondering if a take out order app would help and if so, he would like to see an example of a prototype.



## The goal:

To determine whether customers think they would use a takeout order app and if so, build a high-fidelity prototype.

# Project overview



## My role:

I will be both the UX researcher and UX designer.



## Responsibilities:

I will be responsible for conducting each phase of the project which includes: creating personas, creating the research questions, conducting the research. I will also be creating wireframes, a low-fidelity prototype and then a high-fidelity prototype.

# Understanding the user

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

# User research: summary



Our research began by creating two user personas and conducted a competitor audit. The audit included both direct and indirect competitors and considered both their Web sites and apps. From this, I created paper wireframes mockups and turned these into low-fidelity prototypes.

From here we developed a user research study and identified 5 participants. To ensure diversity, participants represented a range of educational levels and ages. Two individuals are in their mid 80's so to ensure the elderly population was well considered.

Based on this feedback we modified the low-fidelity prototype and then created a high fidelity prototype.

# User research: pain points

1

## Logo Link

The home icon went unnoticed by 3 out of 5 users. All 5 expected the logo to link back to the home page and tried this first. Three users went on to find the icon but preferred the logo work. Two gave up.

2

## Back Button

Since this was a Website, we thought users would use the back arrow in the browser and that a button was not needed. But three of the users said they would have liked to see back buttons through the ordering process.

3

## Food Descriptions

All of the users wanted to see detailed descriptions of each food item. To keep the ordering page from getting too cluttered, a separate menu page was developed.

4

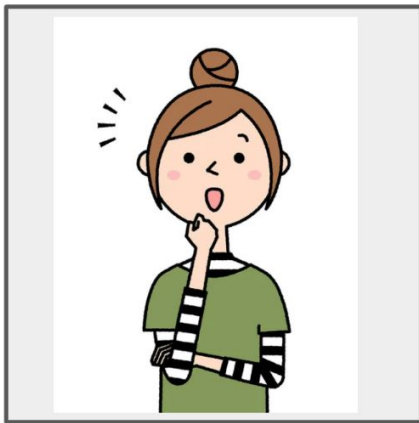
## Work to Jobs

The original site had an employment section labeled 'Work'. Three of the users commented that they would expect it to either say 'Employment' or 'Jobs'.

# Persona: Name

## Problem statement:

Sarah is single and works full time who needs quick take out food because she puts in long hours and has very little free time.



**Name:** Sarah McVee

**Age:** 22

**Education:** BS

**Hometown:** Austin, TX

**Family:** No

**Occupation:** Graphic Designer

*"Everything you want is on the other side of fear."*

## Goals

- Wants to open her own design business.
- Wants to combine work with helping homeless animals.

## Frustrations

- Sarah has has a very active lifestyle and needs quick takeout options.
- She love's Bob's BBQ but has to wait too long for her order.

This is Sarah. She has always enjoyed creating art so she got her B.S. in Graphic Design and now works for a small agency in Austin, TX. .



# Persona: Name

## Problem statement:

Bob is an elderly gentleman who needs quick takeout orders because he cannot eat at restaurants nor can he wait long for take out orders all do to health reasons.



**Bob McFly**

**Age:** 84

**Education:** High School

**Hometown:** Leesburg, FL

**Family:** Wife & 3 children

**Occupation:** Retired Mechanic

*“Nothing is more pathetic than an old optimist.”*

## Goals

- Would like to visit Isreal while he and his wife are alive.
- Like a brisket sandwich at least once a week.

## Frustrations

- Not tech savvy.
- Do to health issues, Bob can not eat at restaurants.
- Finds Bob's BBQ takes too long to prepare takeout orders.

Bob is a retired mechanic. He and his wife Marjorie like to have BBQ at least once a week. They go to bed early so late lunches work best to avoid crowds and long wait times. Bob typically gets a brisket sandwich with potato salad.

# User journey map

Mapping Sarah's user journey revealed how helpful a takeout app would be. It also began to reveal the need for an expanded menu.

## Persona: Sarah McVee

Goal: To have a takeout BBQ dinner.

ACTION	Calls & Drives to Bob's	Search for BBQ options	Order BBQ Meal	Pays for Order	Receives order and leaves.
TASK LIST	Tasks A. Calls to place takeout order but told they don't to that. B. Drives to Bob's	Tasks A. Walks in B. Reviews menu	Tasks A. Choose option B. Choose side C. Choose drink	Tasks A. Pays with credit card. B. Signs C. Told wait time will be 20 minutes	Tasks A. Gets food and leaves
EMOTIONS	Frustrated they don't take phone takeout orders	Frustrated there aren't more options	Likes brisket but wanted more to choose from	Frustrated she has to wait so long	Very tired from the whole experience
IMPROVEMENT OPPORTUNITIES	Bob's could start taking phone orders	Provide a larger menu	Provide a larger menu	Find ways to let folks order takeout in advance	Find ways to let folks order takeout in advance

# User journey map

## Persona: Bob McFly

Goal: To have takeout BBQ lunch

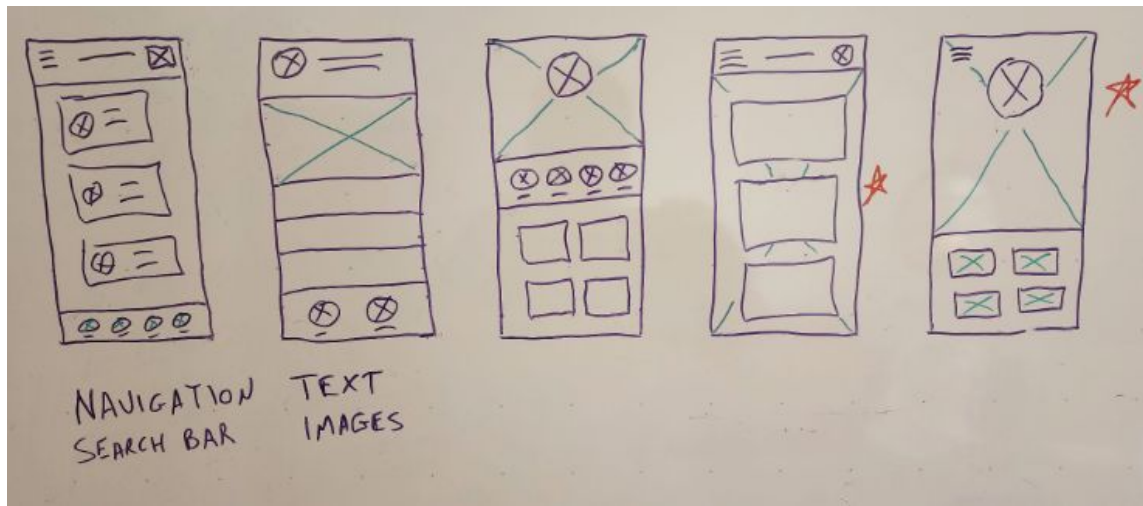
Mapping Bob's user journey revealed how helpful a takeout app would be.

ACTION	Calls & Drives to Bob's	Search for BBQ options	Order BBQ Meal	Pays for Order	Receives order and leaves.
TASK LIST	Tasks A. Drives to Bob's, already knows they don't take phone orders	Tasks A. Walks in B. Reviews menu	Tasks A. Choose option B. Choose side C. Choose drink	Tasks A. Pays with credit card. B. Signs C. Told wait time will be 20 minutes.	Tasks A. Gets food and leaves
EMOTIONS	Frustrated they don't take phone takeout orders	Happy to be getting brisket, that's all he would want to order	Happy to be getting his favorite meal today	Frustrated he has to wait so long because it's hard to stand or sit in their chairs so long.	Very tired from the whole experience - would come back more often if it didn't take so long.
IMPROVEMENT OPPORTUNITIES	Bob's could start taking phone orders	None	None	Find ways to let folks order takeout in advance.	Find ways to let folks order takeout in advance.



# Paper wireframes

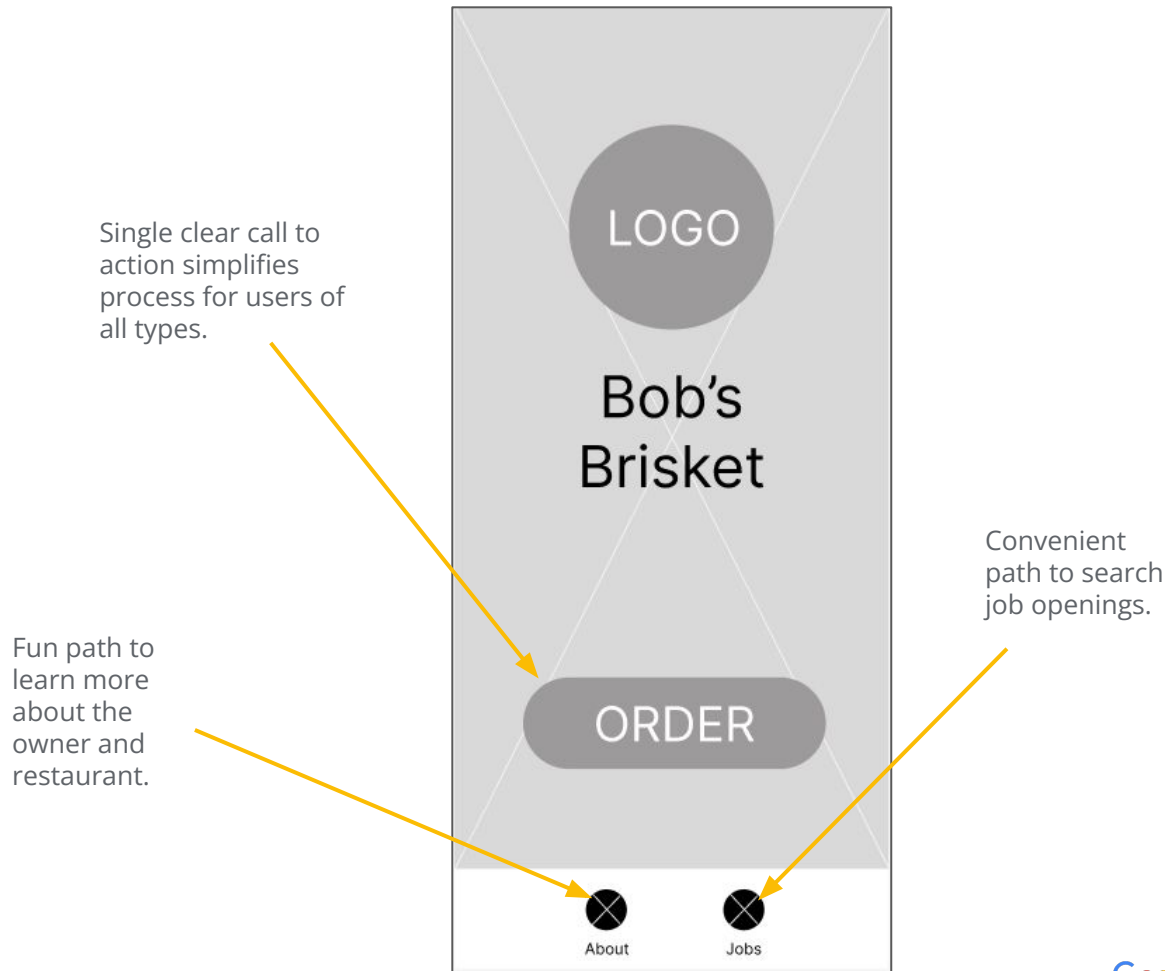
Taking time to explore a variety of options without investing a lot of time allowed me to quickly identify preferred options



Stars are used to highlight elements to be used as a starting point.

# Digital wireframes

As the initial design phase continued, I made sure to keep the focus on ease of use combined with a simple yet elegant layout.



# Digital wireframes

My theme of simple yet elegant was carried over into the rest of the screens and user experience. Page to page consistency was key to providing a clean, professional look and feel.

Single clear call to action maintains ease of use for all established on the home screen.

LOGO Bob's Brisket

←

## ORDER

### Sandwich

☐ ☐

☐ ☐

### Side

☐ ☐

☐ ☐

### Drink

☐ ☐

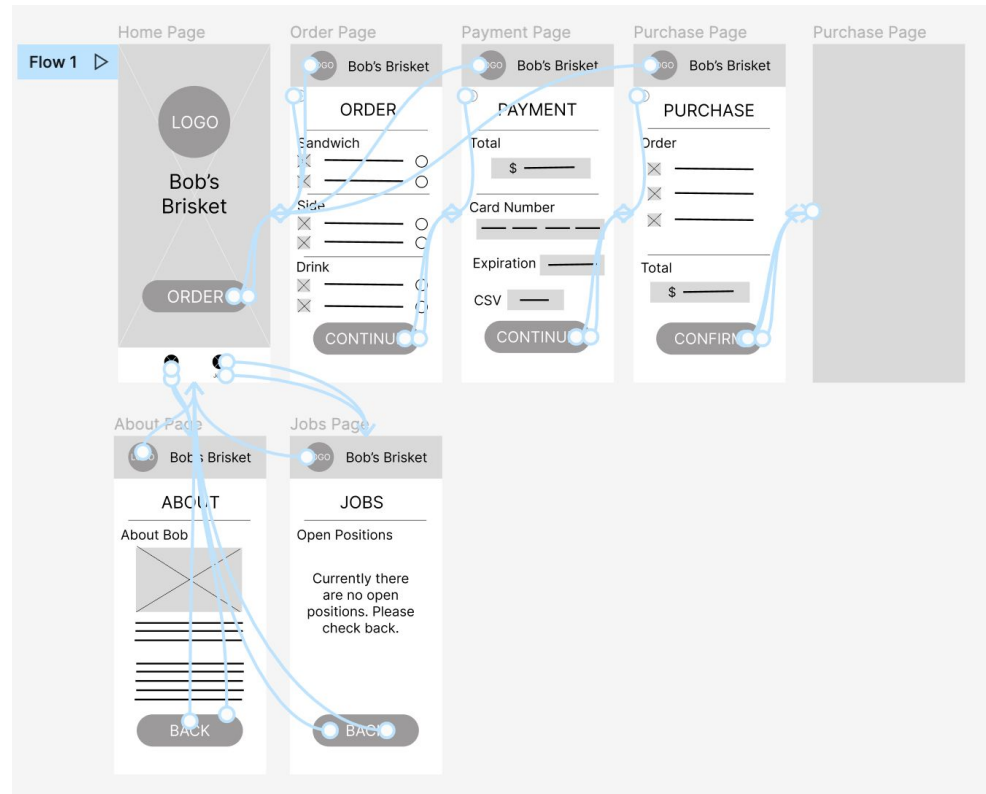
☐ ☐

CONTINUE

Simple radio buttons to make selections.

# Low-fidelity prototype

The concept of simple but elegant was then applied to the entire app. Bob always had a simple menu and liked the idea of an the app user experience reflecting the same.





# Usability study: findings

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

## Round 1 findings

- 1 The app was needed
- 2 Menu far too small
- 3 App too simple, needed more pieces

## Round 2 findings

- 1 Needed a contact page.
- 2 Option to change order through process needed
- 3 Option to cancel order through process needed

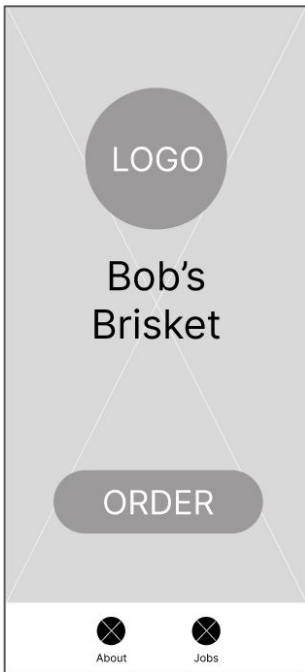
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

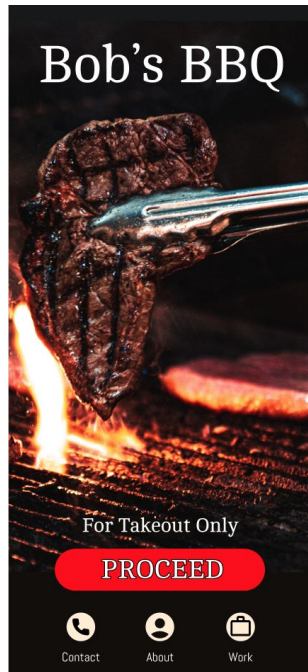
# Mockups

Early designs allow for changes. In this case, I learned that Bob does not have a logo aside from his name. This allowed for a stronger, bolder image without the risk of too much clutter.

Before usability study



After usability study



# Bob's BBQ



For Takeout Only

PROCEED



Contact



About



Work

# Mockups

Bob definitely needed to expand his menu. It's now far too long to show in a side-by-side screen shoot so the three dots indicate the need to scroll.

Before usability study

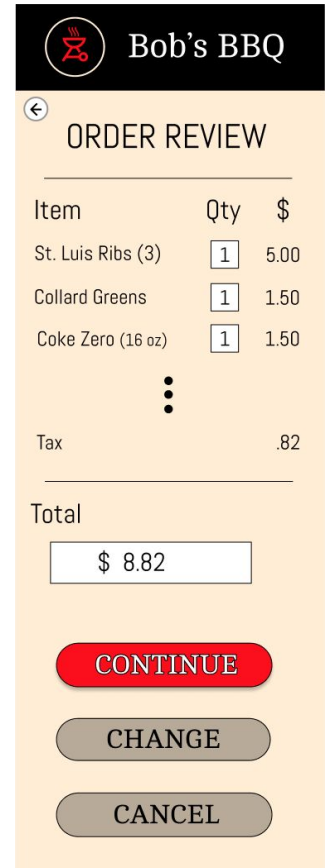
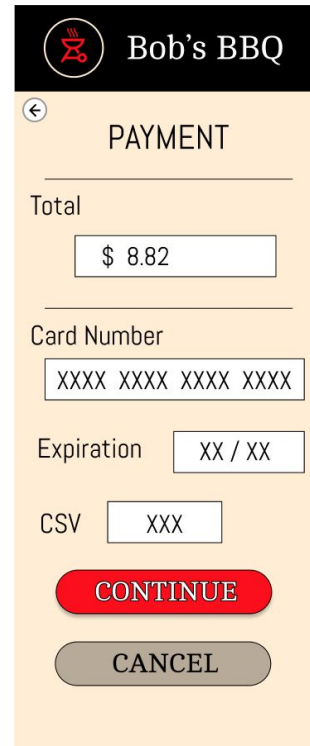
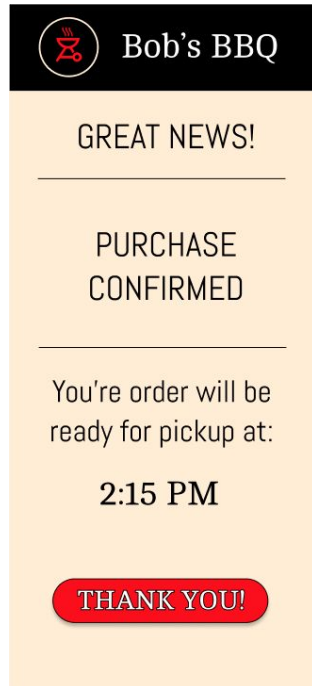
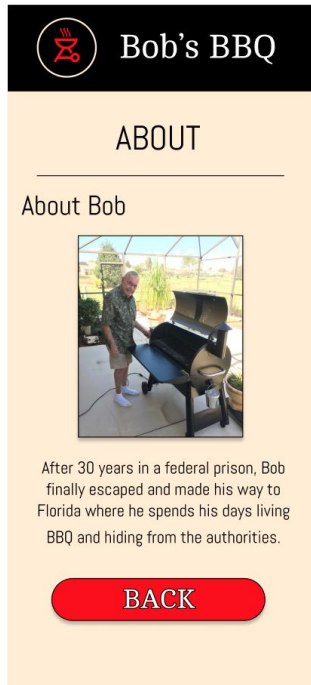
The 'ORDER' screen features a grey header with a 'LOGO' placeholder and the text 'Bob's Brisket'. Below the header is a back arrow and the title 'ORDER'. The screen is divided into three sections: 'Sandwich', 'Side', and 'Drink'. Each section contains two rows of items, each with a checkbox, a text input field, and a radio button. At the bottom is a large grey 'CONTINUE' button.

After usability study

The 'MENU' screen features a black header with a red logo and the text 'Bob's BBQ'. Below the header is a back arrow and the title 'MENU'. The screen displays a table with three columns: '\$', 'Meat', and 'Qty'. The table lists three items: 'St. Luis Ribs (3)' for \$5.00, 'St. Luis Ribs (Rack)' for \$15.00, and 'Brisket (6 oz)' for \$6.00. Below the table is a vertical ellipsis (three dots) indicating more items. Below the ellipsis are three more items: 'Sprite (16 oz)' for \$1.50, 'Ice Tea (16 oz)' for \$1.50, and 'Sweet Tea (16 oz)' for \$1.50. At the bottom is a red 'CONTINUE' button. A green arrow points from the 'Before' mockup to this one. A yellow arrow points from the text 'Indicating need to scroll' to the vertical ellipsis.

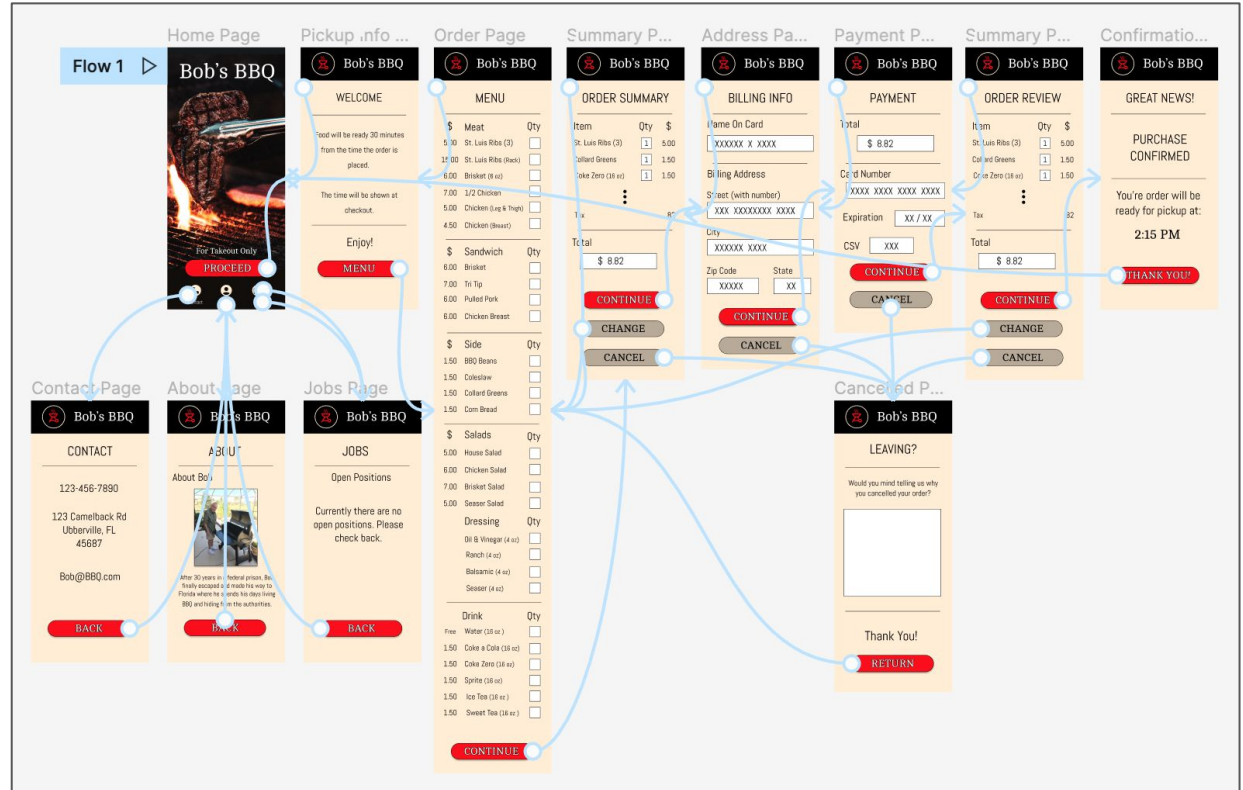
Indicating need to scroll

# Additional Mockups



# High-fidelity prototype

The final high-fidelity prototype included a much larger, well developed app now including many features and options identified through the user studies.



# Accessibility considerations

1

Accessibility was enhanced by using strong contrasting color combinations.

2

Accessibility was considered by using fairly large fonts to ensure those with poorer sight could see well.

3

Accessibility was considered by including two elderly participants with poor sight and little technology background and incorporated their input into functionality and design.



# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The app has been a tremendous benefit for customers of every age range, ability and lifestyle. The user study was also of tremendous value to Bob clearly identifying the need for a much larger menu.



## What I learned:

There is nothing more valuable than real world testers. Insights are gained that may have likely gone unknown for years. The more testing the better.

# Next steps

1

The design needs continued improvements. While it looks good and serves its purpose, clearly improvements can be made to give it a much more contemporary, refined look and feel.

2

I would like to add a shopping cart to the top bar so that as people order, they can see items being added or taken away to give a better customer experience.

3

I would like to add a tip option so customers can express their appreciation and so employees can be rewarded as much as possible.

# Let's connect!



Thank you for reviewing my work!

If you'd like to see more of my work or contact for any reason, please feel free to call me at 123-456-0987 or email me at: [DaveRocks@UXDesign.com](mailto:DaveRocks@UXDesign.com)