Bob's BBQ Website Case Study

David Moore

Project overview

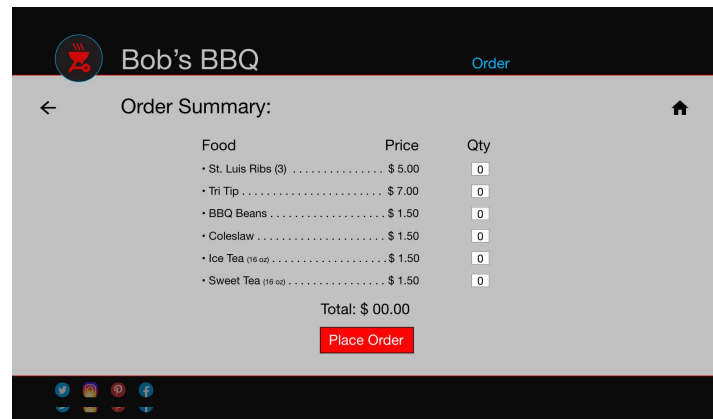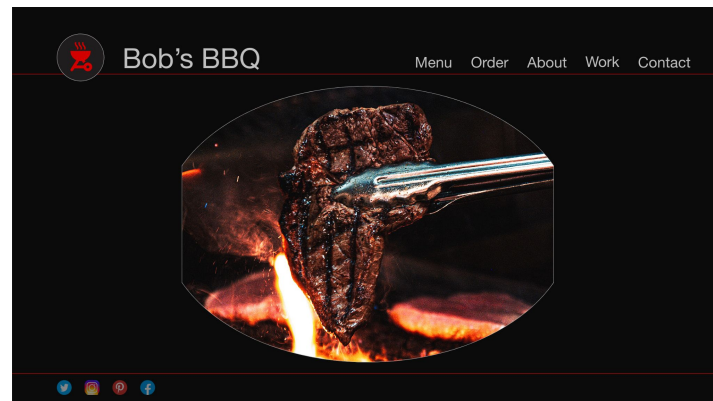**The product:**

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 1/152023 and ended on March 3/3/2023.

Google

Project overview

The problem:

While creating a takeout ordering app, it was realized the menu needed to be expanded. With a new app and new menu, Bob decided to have a fresh new Website designed and to include an takeout order option there as well.

The goal:

Develop a new Website for Bob's BBQ to include all of the new food items as well as an option to place takeout orders.

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

Google

User research: summary

Our research began by creating two user personas and conducted a competitor audit. The audit included both direct and indirect competitors an 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

Takeout Orders

Customers have been frustrated that Bob's does not offer better takeout ordering options.

2

Expanded Menu

I discovered through the app work that customers wanted a larger menu. Bob has expanded the offerings but this needs to be reflected on his Website as well.

3

Responsive Design

Bob's original Website was not responsive so customers had a hard time using it from their phones.

Google

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. .

Google

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.

Google

User journey map

Mapping Sarah's user journey revealed how helpful the new Website will be but that a meat substitute option might be appreciated.

Persona: Sarah McVee (Website)

Goal: To have a takeout BBQ dinner.

ACTION	Goes to Bob's Website	Search for BBQ options	Order BBQ Meal	Pays for Order	Receives order and leaves.
TASK LIST	Tasks A. Calls to place takeout order, told to use Website. B. Goes to Bob's Website	Tasks A. Reviews menu details	Tasks A. Proceeds with order to ording page and makes selections.	Tasks A. Goes to payment page. B. Enters payment information	Tasks A. Reviews and places order.
EMOTIONS	Frustrated they don't take phone takeout orders but likes new online option	Happy to see expanded menu with item details	Happy to see more options but wishes there were meat-free sandwiches	Happy with process but wishes there were back buttons through the ordering process.	Happy that there weren't more steps or requests for surveys - hates those.
IMPROVEMENT OPPORTUNITIES	Bob's could start taking phone orders	None	Bob's could include meat substitute options.	Add back buttons through the ordering process.	Could offer various times for pickup rather than only offering 30 minutes from ordering.

Google

User journey map

Mapping Bob's user journey revealed how helpful a takeout ordering option on the Website will be and that Bob might be able to partner with 3rd party delivery services for added convenience.

Persona: Bob McFly (Website)

Goal: To have takeout BBQ lunch

ACTION	Goes to	Search for BBQ options	Order BBQ Meal	Pays for Order	Receives order and leaves.
TASK LIST	Tasks A. Goes to Bob's Website and sees new option for placing takeout orders.	Tasks A. Reviews menu details.	Tasks A. Proceeds with order to ording page and makes selections.	Tasks A. Goes to payment page. B. Enters payment information	Tasks A. Reviews and places order.
EMOTIONS	Happy that Bob's Website now provides takeout ordering options.	He only likes to order brisket sandwiches but happy to see more side options.	Likes that the fonts and boxes are large enough for his eyesight.	Happy that the process seems so easy and straightforward.	Surprised at how easy it was and really likes the pickup time displayed.
IMPROVEMENT OPPORTUNITIES	Bob's could start taking phone orders	None	None	None - Bob is very comfortable with the process so far.	Bob is now wishing they offered a delivery option but may look into Uber Eats.

Google

Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
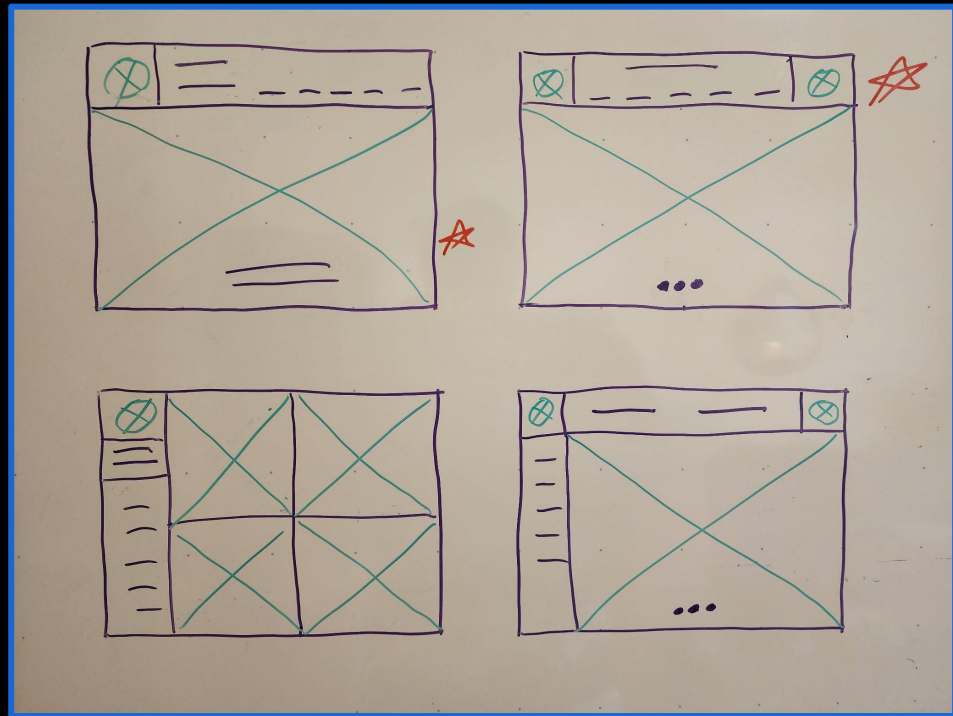- Low-fidelity prototype
- Usability studies

Sitemap

The goal was to keep
everything as simple
and straightforward as
possible - to not
overwhelm visitors with
too many features and
options.

Google
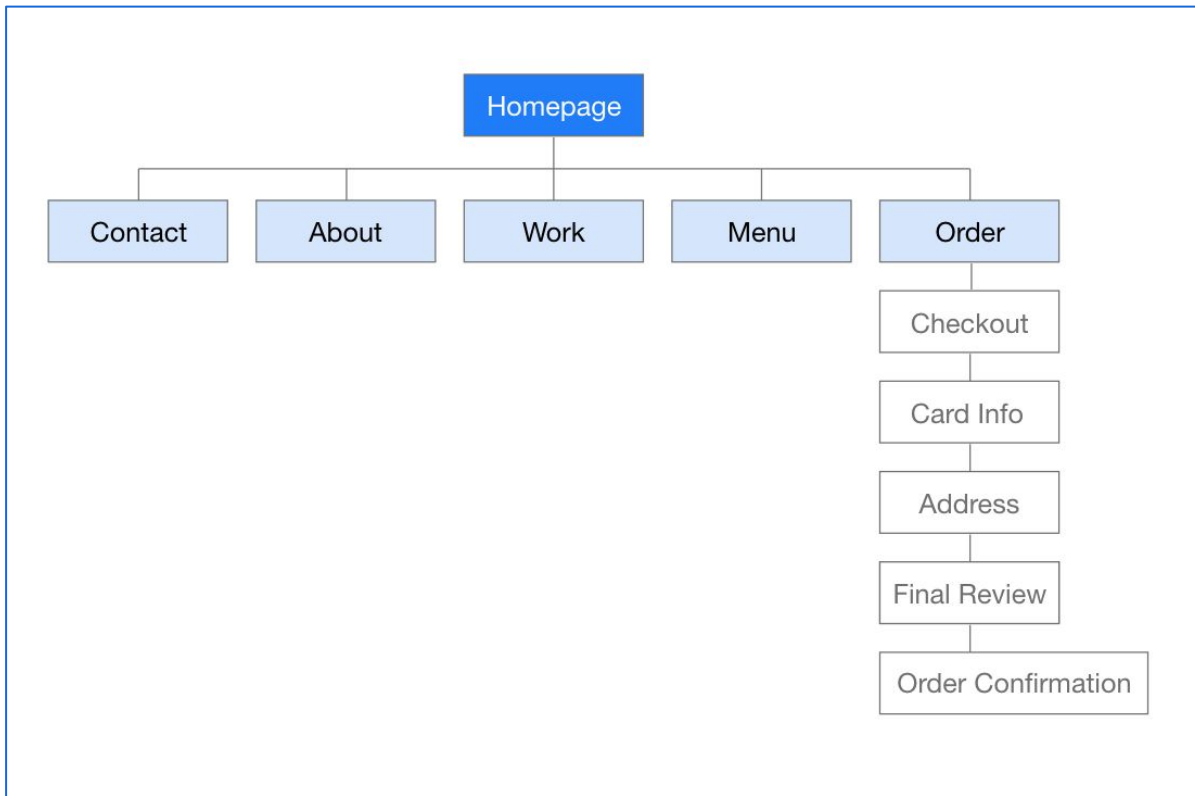
Paper wireframes

Simple and elegant is my usual approach to projects like this. Too much clutter can be overwhelming, especially to our elderly customers.

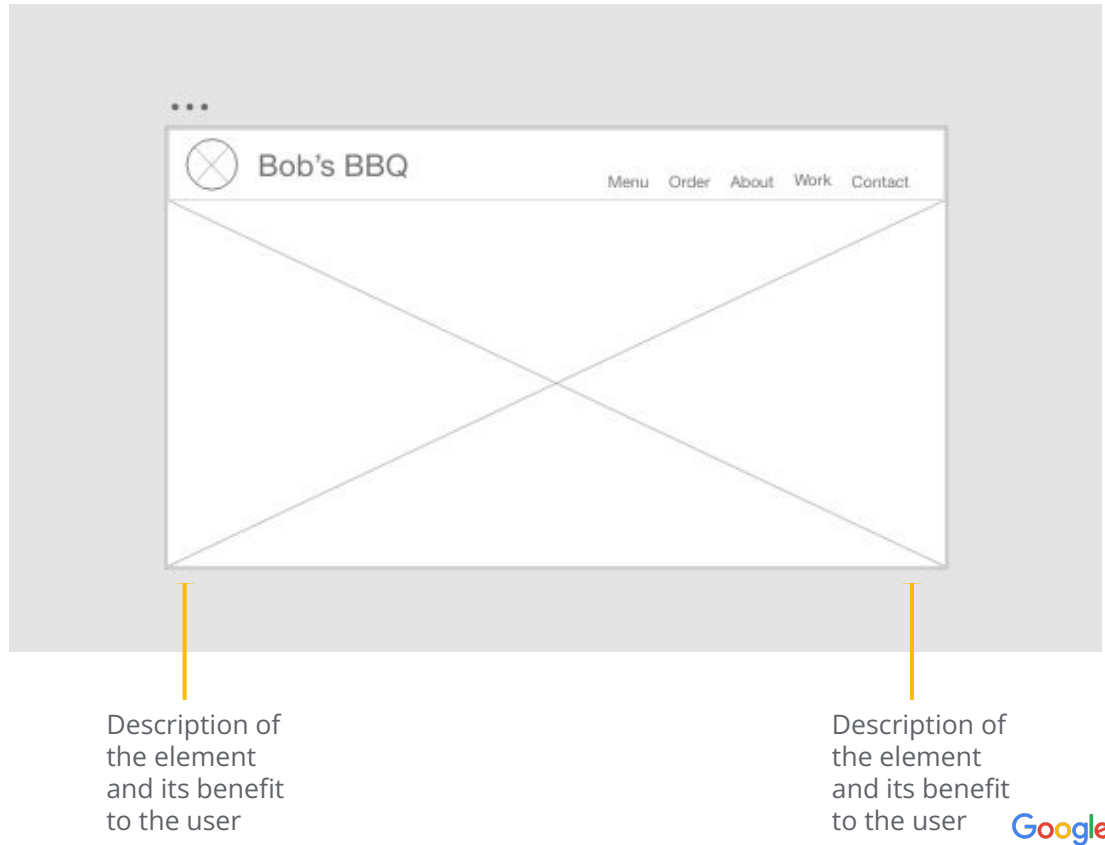# Wireframe screen size variation(s)

Here are wireframes of potential responsive Website options for tablets and phones.

With tablets, the menu options would go under the logo. For phone, they are found using the 'hamberger'.
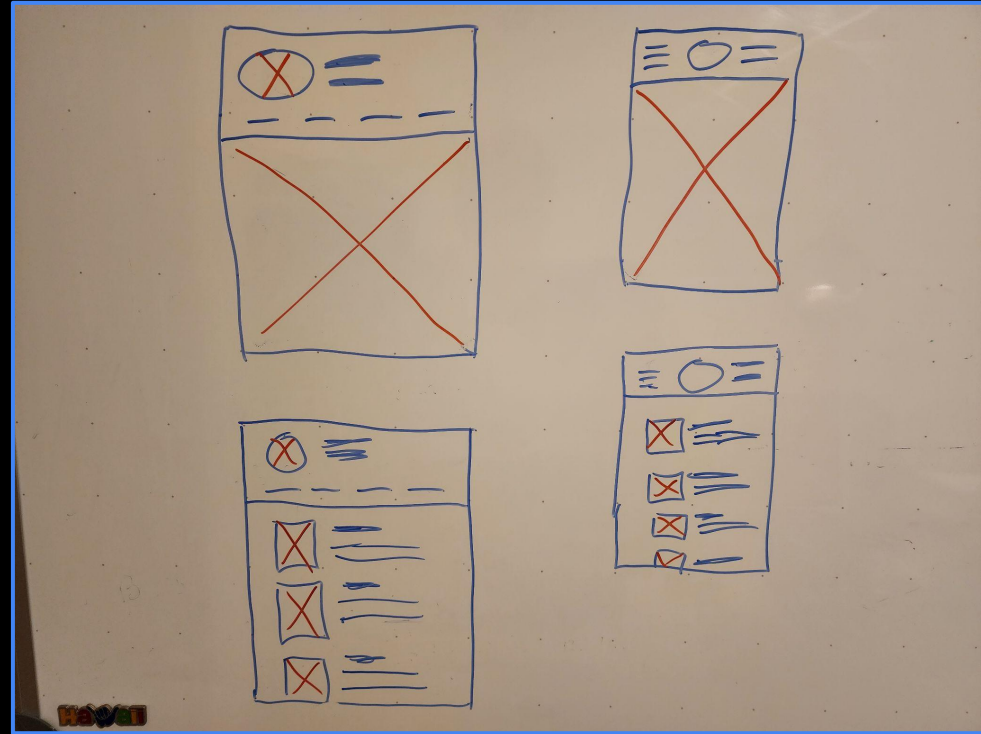
Digital wireframes

At this stage, I turned the paper wireframes into digital wireframes. By turning some of the bars/lines into actual text, I could begin to see that the layout would likely work well as planned.

Bob's BBQ

Menu   Order   About   Work   Contact

Description of
the element
and its benefit
to the user

Description of
the element
and its benefit
to the user

# Digital wireframe screen size variation(s)

I also turned the tablet and phone designs into digital wireframes. The tablet design is working well so far but I could begin to see that the phone design needed some changes to look good.

Low-fidelity prototype

I Then built out more of the pages to continue evaluating the design and making improvements.

The next step was to link the pages to create a low-fidelity prototype for user testing.
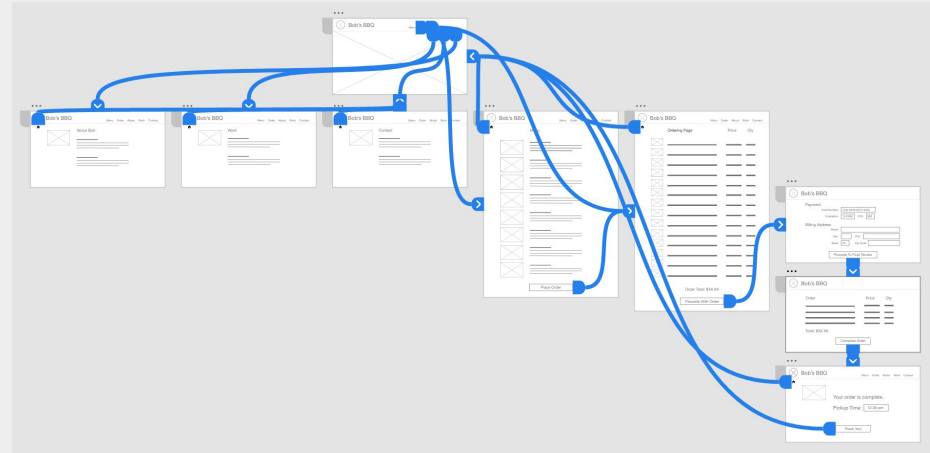
Usability study: parameters

Study type:

Moderated usability study

Location:

United States, In person

Participants:

5 participants

Length:

20-30 minutes

Google

Usability study: findings

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 Buttons

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'.
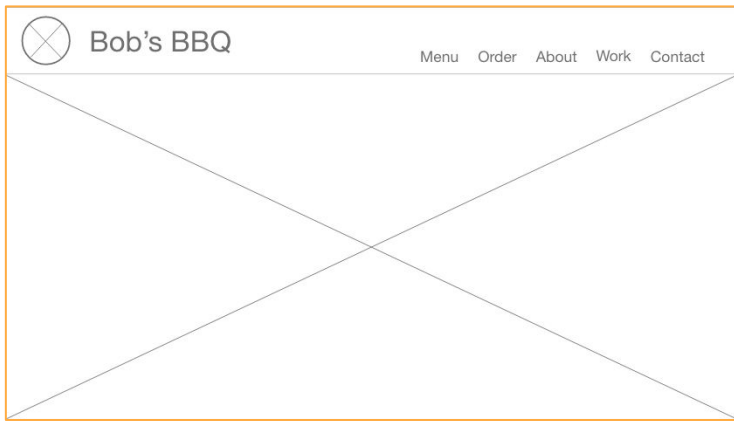
Google

Refining the design

- Mockups

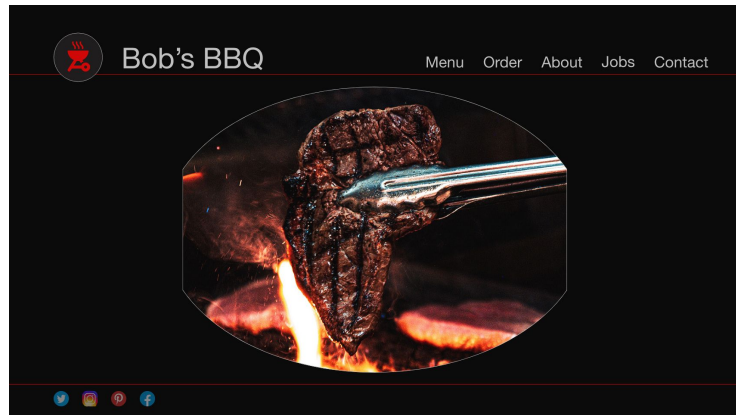- High-fidelity prototype

- Accessibility

Mockups

As I turned the homepage wireframe into a mockup, I could begin to see how the overall design was panning out and starting thinking about how to incorporate elements into other pages.
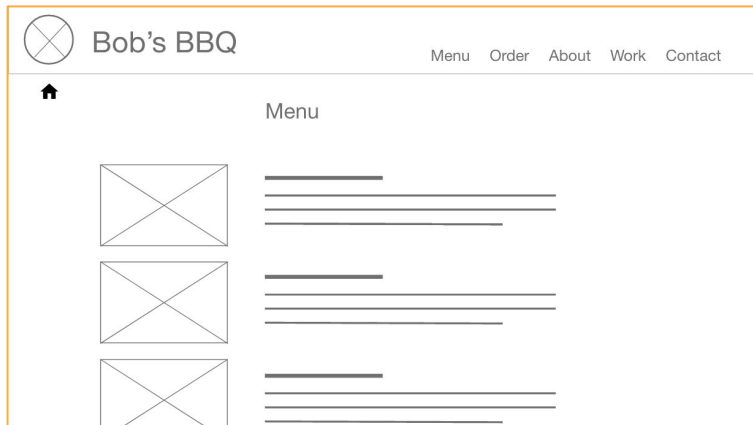
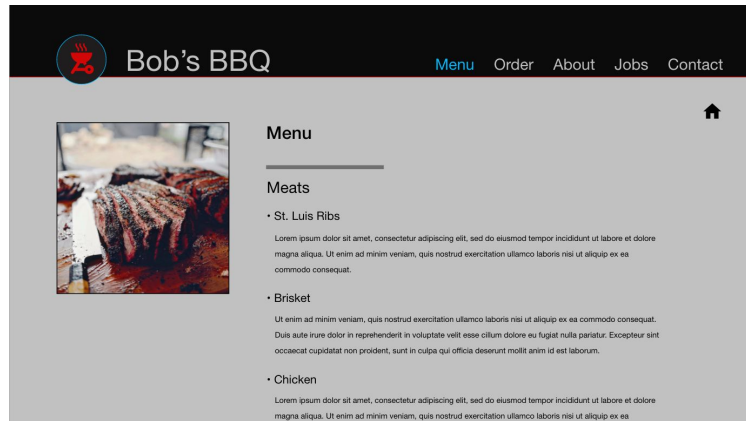Before usability study

After usability study

Mockups

Building out the rest of the site revealed options to carry over various elements to keep everything consistent, simple and professional.
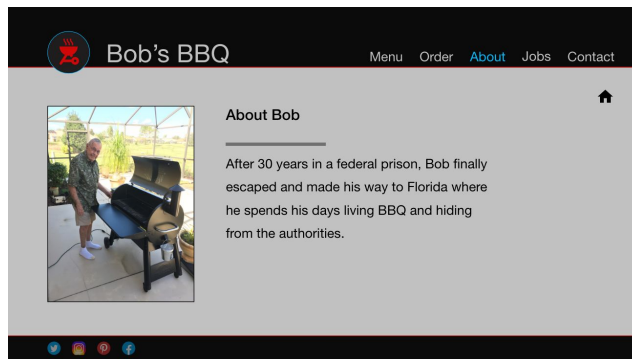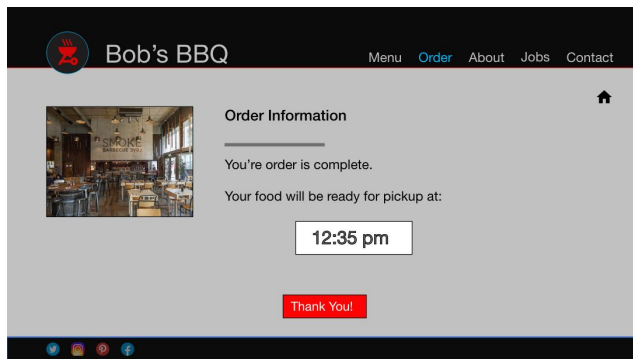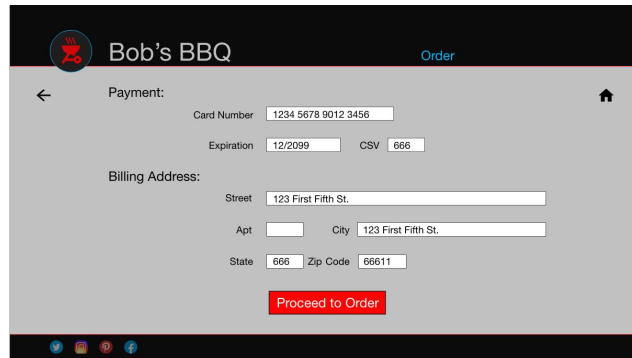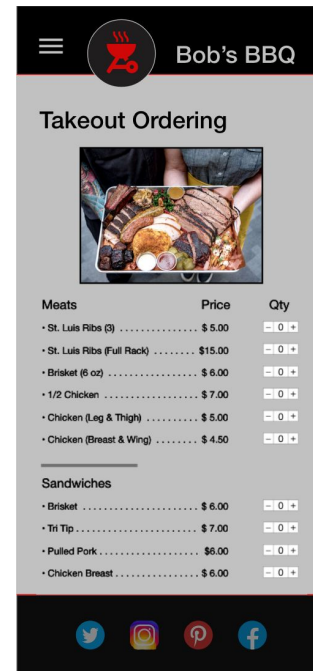
Before usability study

After usability study

Google

Mockups: Original screen size

Mockups: Screen size variations

Bob's BBQ

About Bob

After 30 years in a federal prison, Bob finally escaped and made his way to Florida where he spends his days living BBQ and hiding from the authorities.

Menu

Meats

• St. Luis Ribs
  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

• Brisket
  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

Takeout Ordering

Meats	Price	Qty
• St. Luis Ribs (3)	$ 5.00	− 0 +
• St. Luis Ribs (Full Rack)	$15.00	− 0 +
• Brisket (6 oz)	$ 6.00	− 0 +
• 1/2 Chicken	$ 7.00	− 0 +
• Chicken (Leg & Thigh)	$ 5.00	− 0 +
• Chicken (Breast & Wing)	$ 4.50	− 0 +

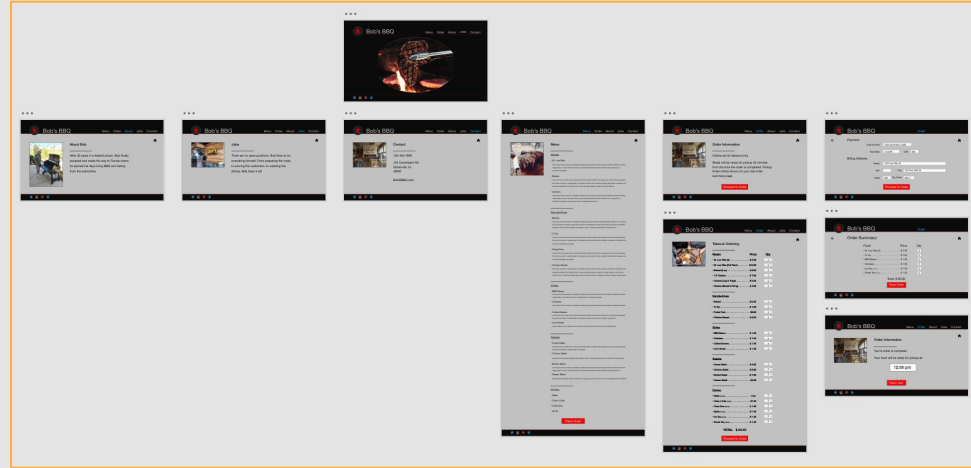| Sandwiches		
• Brisket	$ 6.00	− 0 +
• Tri Tip	$ 7.00	− 0 +
• Pulled Pork	$6.00	− 0 +
• Chicken Breast	$ 6.00	− 0 +

High-fidelity prototype

This image shows all of the high-fidelity web pages. An overall picture is hard to see on the next slide where all connections are shown.

High-fidelity prototype

This image shows all of the connections between pages. Although hard to see here, one of the changes that came out of user testing is the use of a back arrow through the purchasing process.

View Functioning Prototype

Accessibility considerations

1

Accessibility was considered and addressed through the use of font choice. I used large fonts with simple clear defined borders.

2

Accessibility was also considered through the use of colors. I used colors that are friendly to those who are color blind and used strong contrasting colors to help everyone.

3

To further help with accessibility, we embedded alt texts so those relying audio support could better navigate the Website.

Google

Going forward

- Takeaways

- Next steps

Google

Takeaways

Impact:

The new Website has been of tremendous help to Bob's business and his customers. Since expanding the menu and offering an option to for early takeout orders to be placed, business has increased 20% and sales have increased by 30%. But even without these gains, the gratitude customer have expressed would have made it worth the effort alone.

What I learned:

As with the app experience, I was once again surprised by many of the test user responses. There is no substitute for good user testing.

Next steps

1

One of the next things I'd like to do is add a shopping cart symbol to the header so clearer interaction can be experienced by the users.

2

Another thing I would like to do is work on a new logo for Bob. The one he has is okay but I think we could put something together with more personality.

3

I would also like to work with 3rd party delivery services and add that to the Website so folks can have that option without having to find a service and setup a separate account. I'd prefer the Website be a one stop shop.

Google

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

Google