Beer Garden Booking App

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Project overview

The product: We are creating an app that will allow the user to select where and when they would like to sit at a beer garden, to avoid any waiting or non preferred seating arrangements.

Project duration:

April 2022- December 2022

Project overview

The problem:

Most beer gardens/bars have no reservation type system, and have no way of notifying their customers when a table will be open. Once a table does open up it is unlikely that it is the table customer would prefer.

The goal:

The goal of this app is to give the customer the choice of when they would be arriving to the beer garden and where they would prefer to sit.

Project overview

My role:

Lead UX designer, and UX researcher

Responsibilities:

User research, competitive audits, wireframing, prototyping, lo-fi and high-fi designs with the use of Figma, and Adobe Xd.

Understanding the user

- User research
- Personas
- Problem statements

User research: summary

Our user research was came from interviewing people who had been to beer gardens and/or similar bars to ask about their experience with wait times and seating options. We had anticipated that several people would have been to beer gardens/bars with a reservation system. To our surprise most had not been to many with reservation systems, and none had been to any where they would be able to choose the seat prior to arriving.

User research: pain points

1

Arriving and having to wait

It was noted that most of the people we interviewed were annoyed when they would arrive at a place and would need to wait 30+ minutes to be seated.

2

Not being able to make a reservation

Along with being displeased with the wait times, most people were annoyed when there was not option to make a reservation.

3

Being sat at a non preferred table

A handful of the people we interviewed preferred to choose where they would like to sit, rather than being sat at a non preferred table (ie. too close to live music, in a corner, at a high top, ext.)

Persona: **Vince**

Problem statement:

Vince is an avid motorcyclist who needs a way to book a reservation before he begins has ride because he is unable to use his phone while he is riding.

"I can't wait for the weather to clear up so I can put a few more miles on my bike."

Goals
- Have a clear understanding of wait times
- Ability to book a reservation hours in advance

Frustrations
- Unable to make reservations
- "There is no way for us to know how long the wait will be until we get here."

Vince Neward

Age: 43
Education: BA in Engineering
Hometown: Richmond, VA
Family: Single
Occupation: Lead Mechanical Engineer at a motorcycle company

Vince enjoys going for rides on his motorcycle with his small group of friends, they will go for 2-4 hour rides whenever the weather is nice. They will meet up at Westmark's beer garden for tasting, however on a nice sunny day Westmark's will be very busy and can be difficult to find a seat. Vince wishes there was a way to book a table or know the wait times before they go for their ride. They have shown up to Westmark's several times to be told 1-2 hour long wait times.

Persona: **Krista**

Problem statement:

Krista is a busy teacher who likes to know where she will be sitting, and wants a way to make a reservation so she does not have to wait for a table.
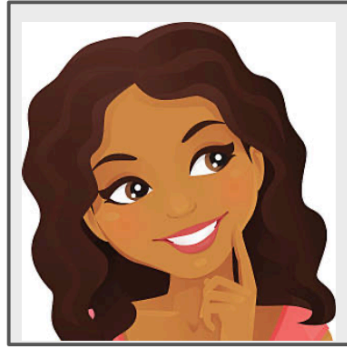
Krista Hudson

Age: 29
Education: Masters in Education
Hometown: Austin, TX
Family: Married
Occupation: 3rd Grade Teacher

"I love teaching my kids, but I cannot wait until summer break."

Goals
- Being able to know where you will be seated
- Knowing how long of a wait certain seats are
- Having the ability to book ahead

Frustrations
- "We almost never get to sit where we want."
- Outside wait times are too long
- "There is no way in knowing where you'll be sitting."

Krista has a busy schedule throughout the school year, but during the weekends and summer break she enjoys visiting different beer gardens with her husband and friends. They love the atmosphere of ones with indoor and outdoor seating, however there is always a longer wait for outdoor seating on nice days. She wishes there was a way for them to book where exactly they will be seated.

Krista's journey map

Goal: Meeting a group of friends at a beer garden on a nice summer day

ACTION	Arrive at the beer garden	Figure out seating	Order their drinks	Finish their drinks	Pay and leave
TASK LIST	Tasks A. Get to the beer garden B. Find out how many people are going (8)	Tasks A. Wait to be seated B. Find out they cannot sit together C. Will need to sit inside	Tasks A. Get seated B. Order their drinks C. Half the group is in a separate section	Tasks A. Finished their drinks B. Ask for the bill	Tasks A. Ask to split the bill B. Pay C. Leave the beer garden
FEELING ADJECTIVE	Excited Hopeful	Annoyed Upset	Relieved Frustrated Excluded	Happy Joyful	Tired Satisfied Relieved
IMPROVEMENT OPPORTUNITIES	Better communication before hand	Plan ahead, let the beer garden know how big the group is and where they'd like to sit before	Have the group sit together at a bigger table	Ability to pay when they order	Have different options on how to pay the bill

Starting the design

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

Paper wireframes

Began thinking and
sketching different paper
wireframes before making
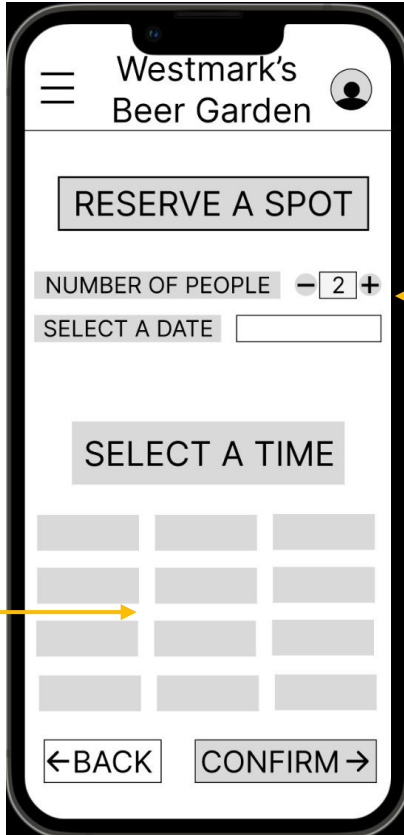them digital wireframes in
Figma.
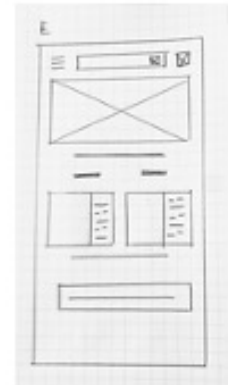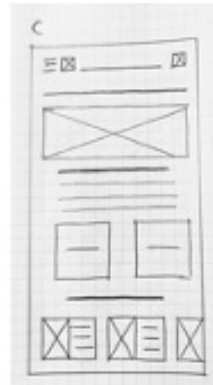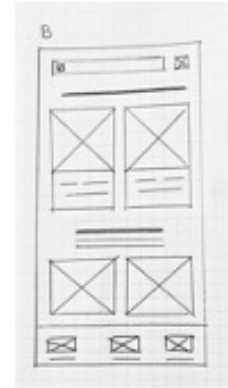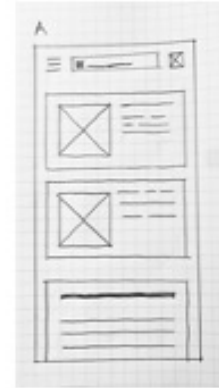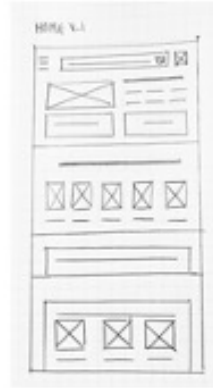
Digital wireframes- Home

The home page of the app highlights on the ability to make a reservation with the "Reserve a Spot" call to action button towards the middle to lower half of the page making it easy for the user to select. While including other menu and profile options.
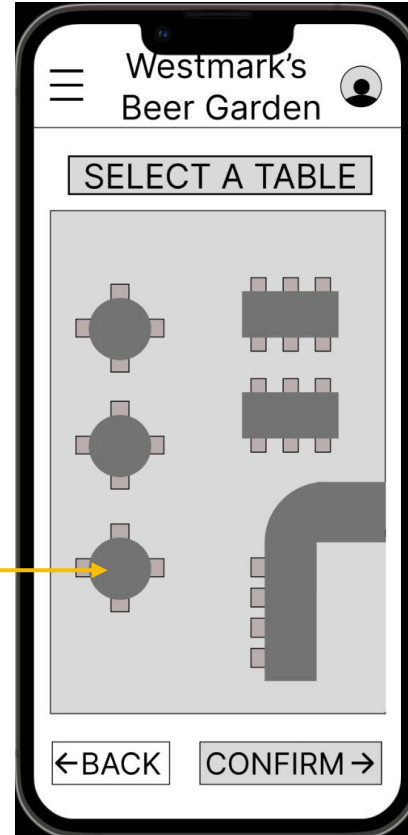

Westmark's Beer Garden

User's profile

Make a reservation

RESERVE A SPOT

Different Menus

DRINKS   FOOD   INFO
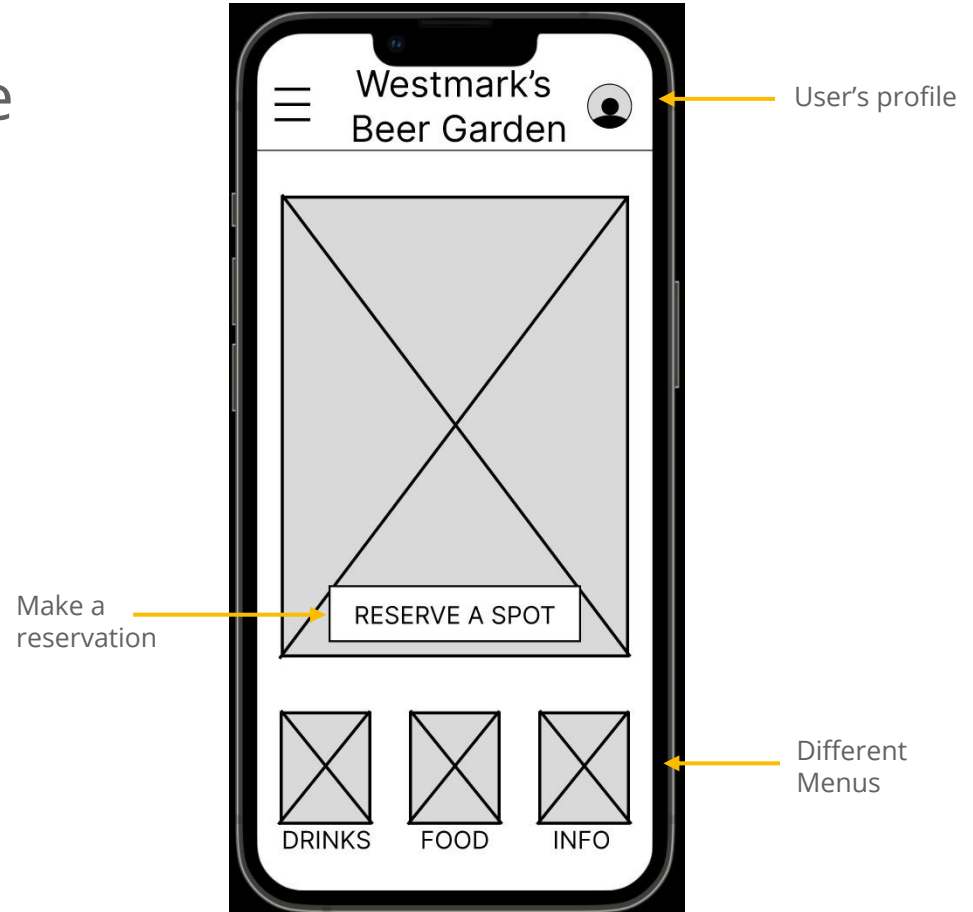
Digital wireframes- Date/Time & Table Selection

Allow the user to select how many people are in their group and what date they are coming

Allow the user an option to select what time they plan to arrive

Allow the user to select what table they want to sit at

Low-fidelity prototype

[Lo-fi Prototype](#)

Every page, screen, menu, and option have been connected to each other with the prototype tool on Figma. This allows the designer to test the lo-fi prototype to ensure the flow of the app works seamlessly before adding more details.
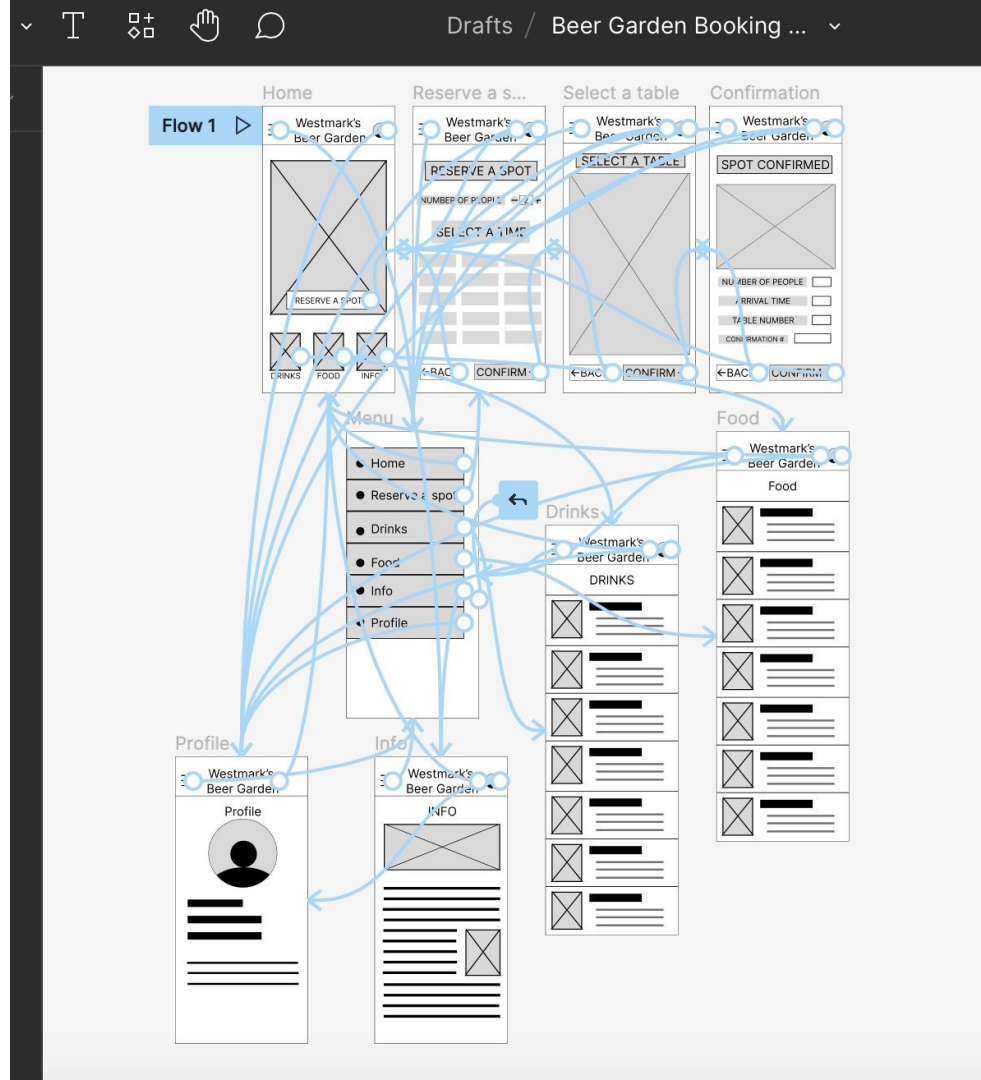
Usability study: findings

For the first usability study we had 5 participants preform several tasks on the low-fidelity prototype such as booking a reservation, selecting a time, confirming the reservation, and viewing their profile. For the second usability study we had 5 participants preform tasks on a high-fidelity prototype such as, book a reservation for 2:30 on 11/25/22, find a drink you might like, view your reservation, and find some info about the beer garden.

Round 1 findings

1. Hard to understand the seat selection

2. No way to view reservation

3. No calendar

Round 2 findings

1. The times would not show they were selected

2. The text color on the drinks page was too light

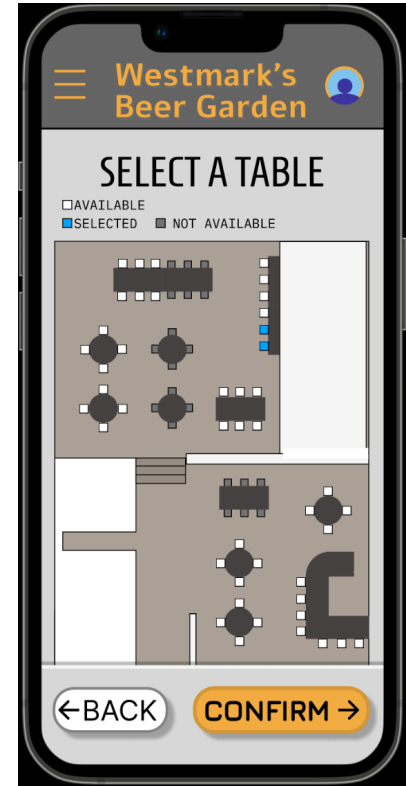3. The calendar dates were difficult to use

Mockups

There was some confusion about how to select a table, now the user can select what seats they would like and the key shows what seats are available, not available, and selected.
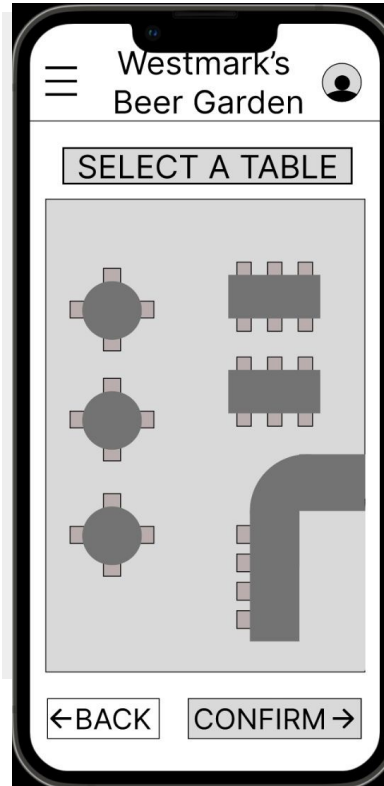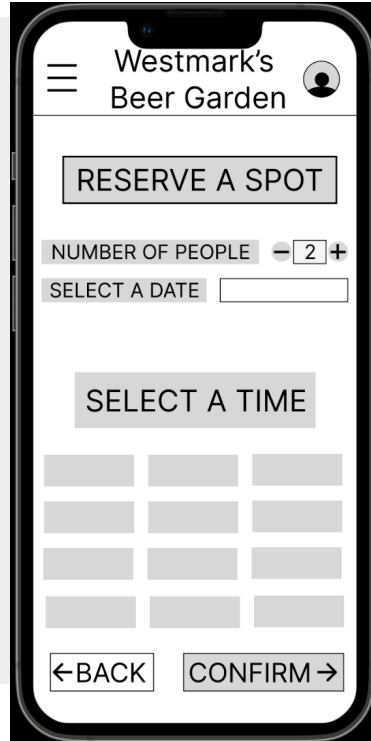
Mockups

After the usability study I improved the details to the buttons, added a calendar and date for the user to click on, and added more spacing between buttons for easier usability.
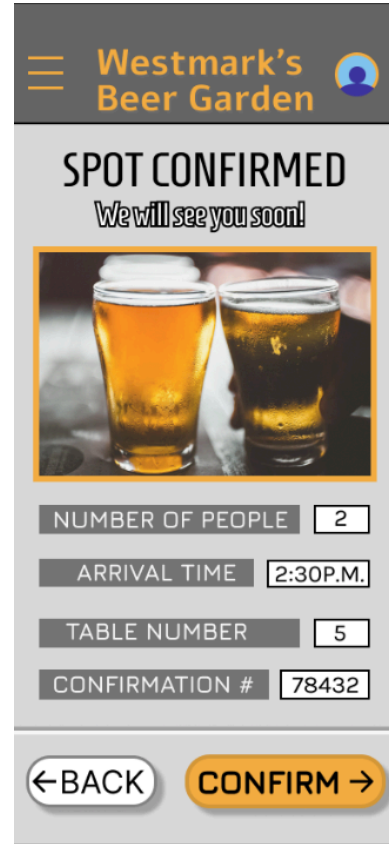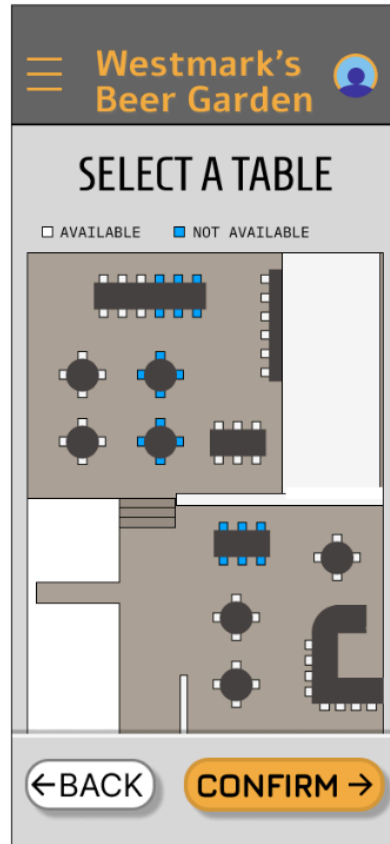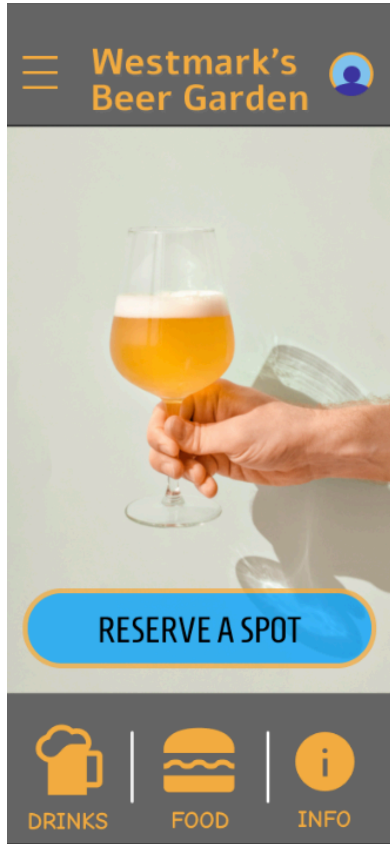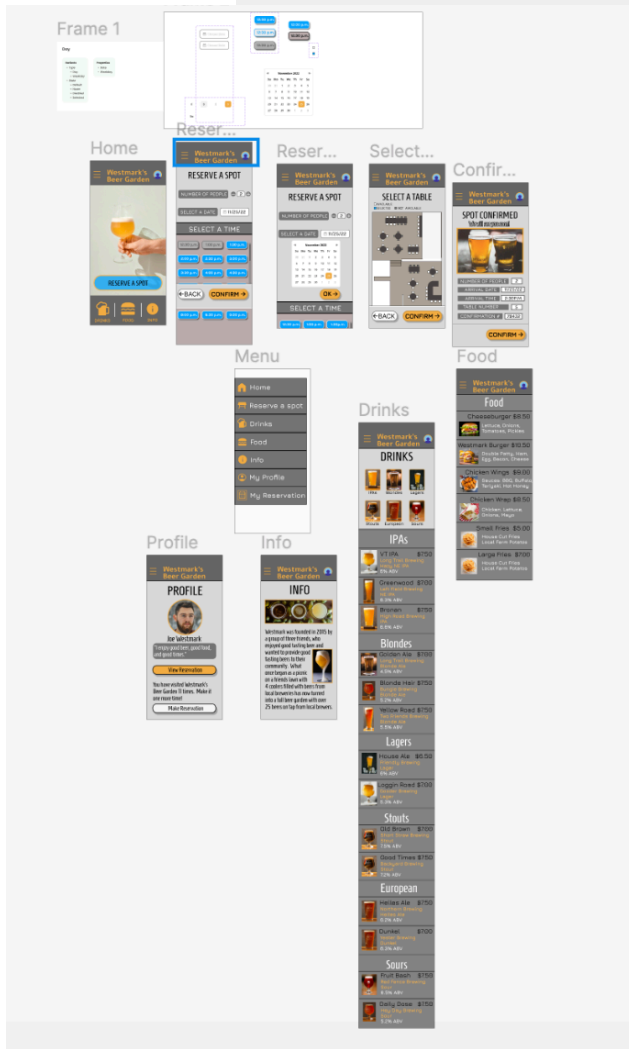
Mockups

High-fidelity prototype

High-Fidelity Prototype

Accessibility considerations

1

Adjusted the spacing between buttons to allow for easier use, and allowed for multiple options to lead the user to the same area.

2

Adjusted the color and boldness on text to make it more accessible for users.

3

Adjusted the duration of transitions to meet accessibility standards.

Takeaways

Impact:

This app will allow beer gardens, restaurants, bars, theaters and more the option of providing their customers with the ability to easily make a reservation and pick where they would like to sit. "It is a simple way to reserve a seat you would prefer without needing to wait."

What I learned:

There was a few small details that got forgotten about in the early prototypes, such as no way to reopen your reservation, no date on the confirmation, but they were easily added to the later prototypes. The more difficult part was making sure the selection buttons worked properly, which I figured out towards the end.

Next steps

1

For the next project I plan to create a more in-depth sticker sheet to allow for quicker and easier designs and changes.

2

Along with the sticker sheet I plan to utilize more community design kits for layouts and components.

3

I will continue to keep my designs user centered, and allow the user to flow through the app with ease.

Let's connect!

I hope you enjoy my work and look forward to hearing from you about the UX Design position.

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Thank you!