

# Website of John's Sushi restaurant

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Imran Ali

# Project overview



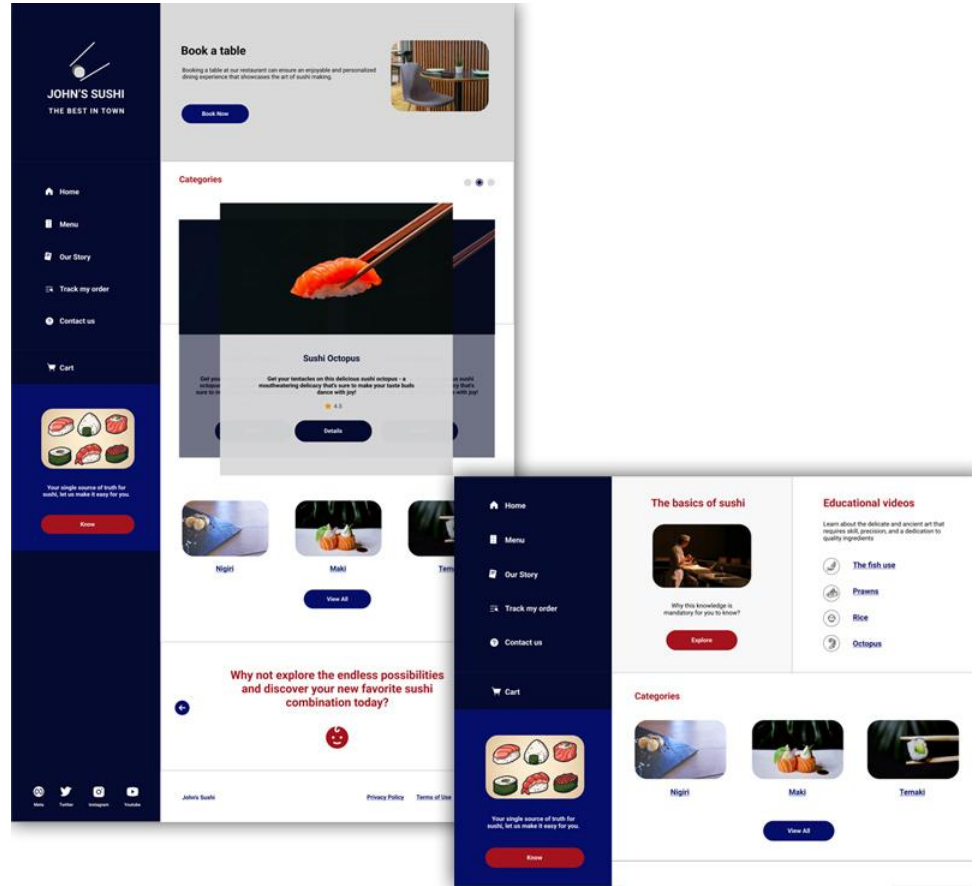
## The product:

Discover the ultimate sushi experience on John's sushi, designed for everyone. With a responsive design, easily access our menu, online ordering, and reservation system. Whether you're a seasoned sushi lover or a first-time diner, we've got you covered.



## Project duration:

March 2023 - April 2023



# Project overview



## The problem:

Sushi restaurant websites often lack intuitive design, making it difficult for customers to navigate through the menu, place orders, and make reservations. This can lead to a frustrating experience for customers and result in lost business for the restaurant.



## The goal:

Design a website that provides an intuitive and user-friendly experience for customers. This includes clear navigation for easy access to the menu, online ordering, and reservation system, as well as a fast and efficient order tracking process.

# Project overview



## My role:

UX Designer for John's Sushi Website.



## Responsibilities:

Conducting user research, developing wireframes and prototypes, collaborating with cross-functional teams, conducting usability testing, and staying up-to-date on industry trends to continuously improve the user experience.

# Understanding the user

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

# User research: summary



I conducted user interviews with target users of John's sushi website and created empathy maps to gain insights into their needs. I discovered that many users visit sushi restaurant websites to experience a sense of relaxation and enjoyment. However, many sushi websites are cluttered and difficult to navigate (mainly for too much focus on the visual appeal), causing frustration for users.

This detracts from their overall experience and hinders their ability to enjoy their overall experience.

# User research: pain points

1

## Pain point

Difficulty in finding desired menu items due to cluttered navigation and unclear labeling.

2

## Pain point

Slow load times and technical issues causing interruptions in the user's browsing experience.

3

## Pain point

Lack of clear explanations of sushi terminology and menu items, leading to confusion and hesitation for beginners.

4

## Pain point

Limited information on how to properly use chopsticks or eat sushi, causing discomfort and awkwardness for users who are new to sushi dining.

# Persona: Sarah Chen

## Problem statement:

Leah, a busy doctor with a visual impairment, needs a website that is accessible and easy to navigate so that she can learn about sushi and place orders without feeling overwhelmed or frustrated.



### Leah

**Age:** 42

**Education:** Doctor of Medicine (MD)

**Hometown:** Newport, Rhode Island

**Family:** Single (Lives Alone)

**Occupation:** Doctor

*“Anything that can quieten our frustration during the wait will be appreciated”.*

### Goals

- They want to track their orders throughout the process without contacting anyone.
- They would like to be able to spend as much of their non-work time as possible on their hobbies and personal life.

### Frustrations

- A label “Arriving soon” is just not enough for them.
- Calling three four times for the order status is painful for them.

Leah is a doctor with a busy and demanding schedule. She works unpredictable shifts in a mid-size hospital, and swims for a local semi-professional team. Leah has a visual impairment for which she uses screen reader technologies. This technology makes using apps and websites much more convenient for Leah, but most of the apps and websites are either not detailed enough or are overwhelming with information.



# User journey map

I created a user journey map of Leah's experience using the sushi website to identify potential pain points and improvement opportunities.

## Persona: Leah

Goal: Discover and order sushi dishes online in a simple and efficient way.

ACTION	Browse the sushi menu categories	Select preferred sushi dish	Customize the dish as per taste	Add dish to the cart	Proceed to checkout and place order
TASK LIST	<ul style="list-style-type: none"><li>View different types of sushi available</li><li>Check out prices and descriptions of each dish.</li></ul>	<ul style="list-style-type: none"><li>Click on the dish to add to cart</li><li>Select quantity of each dish to add to cart</li></ul>	<ul style="list-style-type: none"><li>Review cart and total amount</li><li>Fill in billing and delivery information</li></ul>	<ul style="list-style-type: none"><li>Choose payment method</li><li>Confirm payment details</li></ul>	<ul style="list-style-type: none"><li>Receive email confirmation of order</li><li>Check estimated delivery time.</li></ul>
FEELING ADJECTIVE	<ul style="list-style-type: none"><li>Curious</li><li>Confused</li><li>Lost</li></ul>	<ul style="list-style-type: none"><li>Perplexed</li><li>Bewildered</li></ul>	<ul style="list-style-type: none"><li>Overwhelmed</li><li>Flustered</li></ul>	<ul style="list-style-type: none"><li>Uncertain</li><li>Puzzled</li></ul>	<ul style="list-style-type: none"><li>Frustrated</li><li>Disoriented</li></ul>
IMPROVEMENT OPPORTUNITIES		<ul style="list-style-type: none"><li>Create visually accessible and clear menu descriptions.</li></ul>	<ul style="list-style-type: none"><li>Simplify instructions for customization and improve visual accessibility</li></ul>		<ul style="list-style-type: none"><li>Provide timely updates on delivery to reduce confusion.</li></ul>

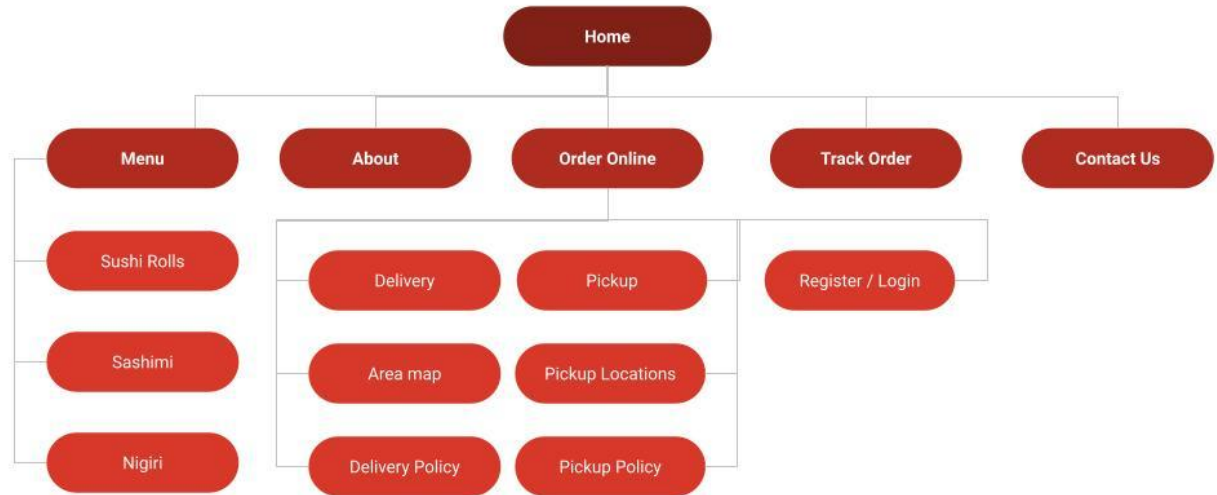
# Starting the design

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

# Sitemap

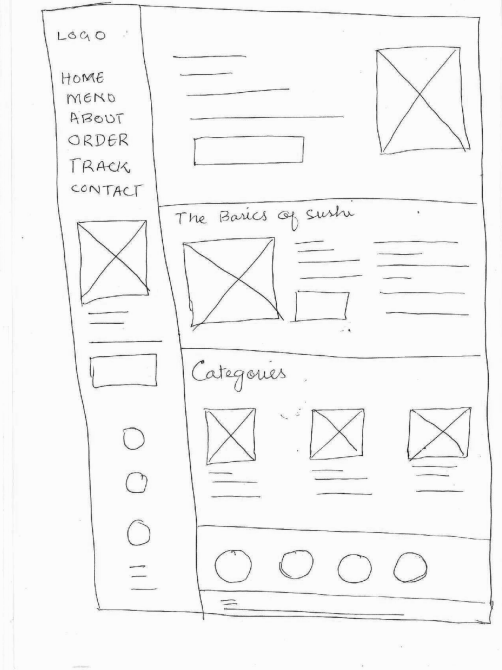
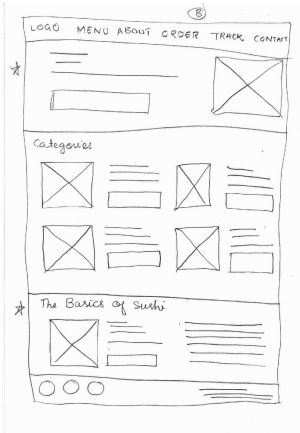
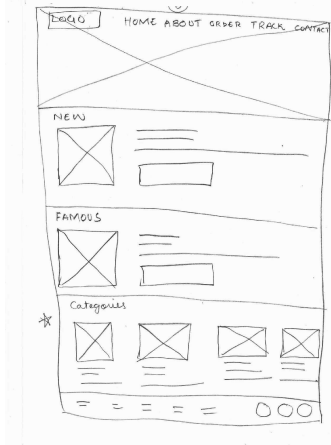
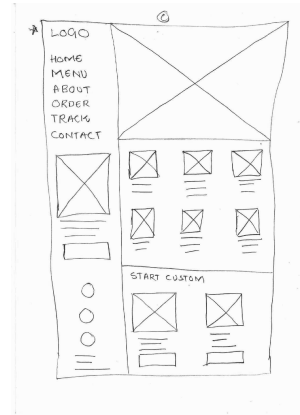
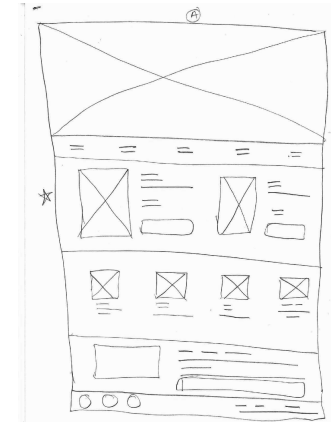
I created a sitemap to improve website navigation, considering user feedback about its difficulty. The chosen structure is simple and easy to use, aiming to enhance the overall user experience on the sushi website.

**Hierarchical Sitemap**  
Sushi restaurant with an order tracking flow



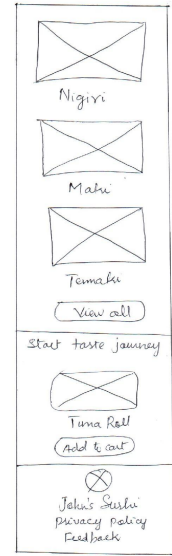
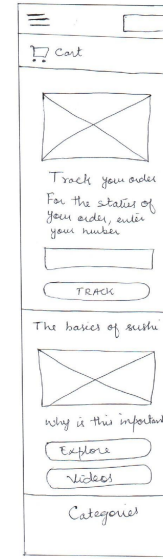
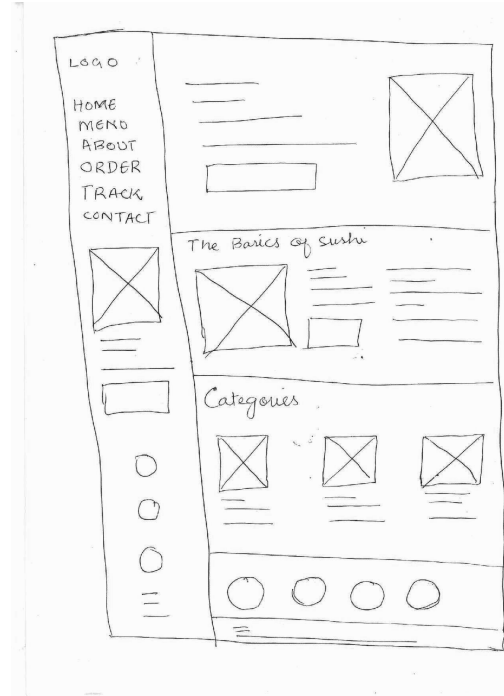
# Paper wireframes

Sketching paper wireframes for each screen in the sushi website was the next step, with user pain points related to navigation, browsing, and order tracking flow kept in mind. Variations of paper wireframes for the home screen were made, emphasizing optimization of the browsing experience for users.



# Paper wireframe screen size variation(s)

To ensure a seamless experience for sushi website users across multiple devices, I began drawing additional screen sizes to make the site fully responsive.

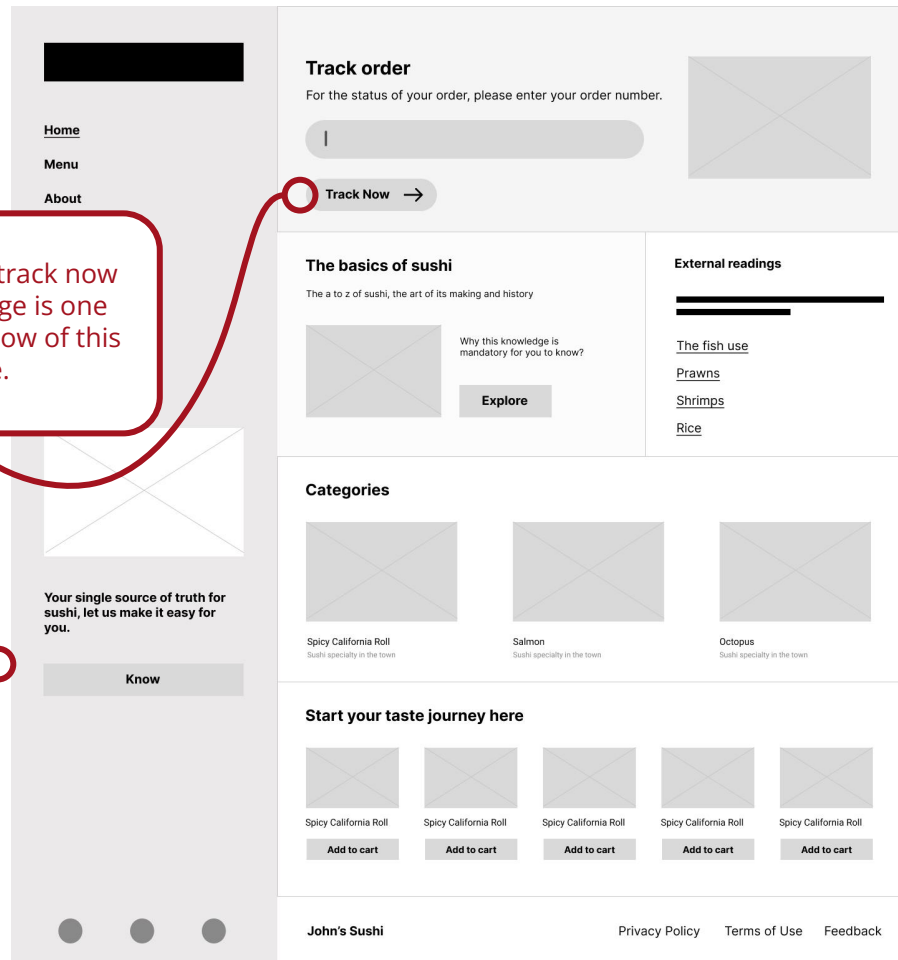


# Digital wireframes

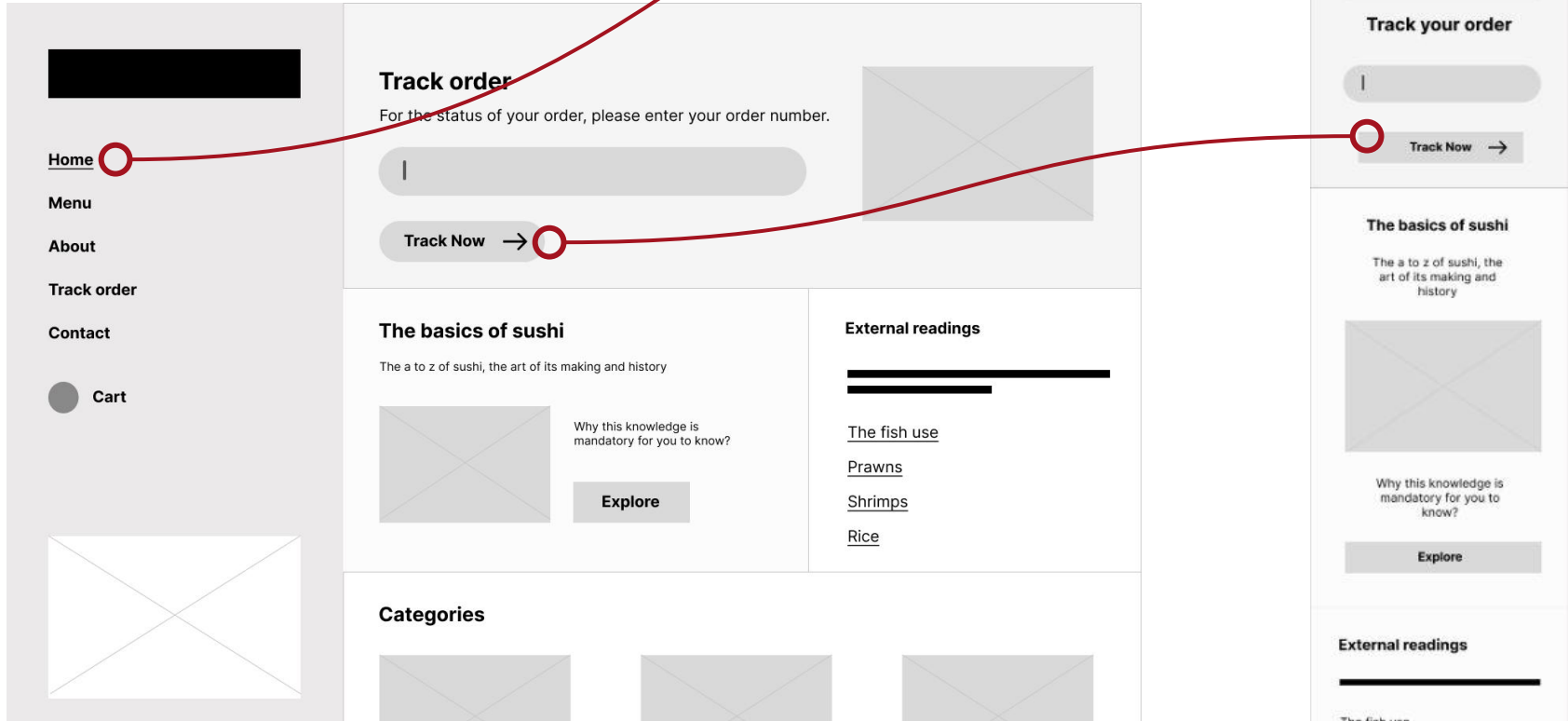
I optimized browsing experience through paper wireframes and digital sketches. I focused on intuitive navigation, useful button placements and visual elements to guide users towards their desired actions.

For the beginners or returning sushi enthusiasts we placed visible button on the home page.

A clearly visible track now on the home page is one of the primary flow of this low-fi wireframe.



# Digital wireframe screen size variation(s)



# Low-fidelity prototype

The screenshot displays a design tool interface for creating a low-fidelity prototype. On the left, a sidebar lists various pages, with 'Desktop - Track order' selected. The main workspace shows three overlapping wireframe pages: 'Desktop - Home', 'Desktop - About', and 'Desktop - Track order'. A blue flow diagram, labeled 'Flow 1', connects elements across these pages, showing a sequence of interactions. The 'Desktop - Track order' page is highlighted with a blue border and a dimension label '1440 x 1537'. On the right, a settings panel is visible, featuring tabs for 'Design', 'Prototype', and 'Inspect'. The 'Prototype' tab is active, showing options for 'How starting point', 'Interactions', 'Scroll behavior' (set to 'Overflow' and 'No scrolling'), and a 'Show prototype settings' button. Below these are sections for 'Removing a connection' and 'Running your prototype', each with a close button and explanatory text. A help icon (?) is located at the bottom right of the settings panel.

View [low-fidelity prototype of John's Sushi Website](#)



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

Remote



## Participants:

5 participants



## Length:

10-15 minutes

# Usability study: findings

These were the main findings about the order tracking user flow

1

## Confusing progress tracking

Users were uncertain about the status of their order and found the progress tracking confusing.

2

## Unclear messaging

Users struggled to understand some of the messaging related to the order tracking process.

3

## Missing information

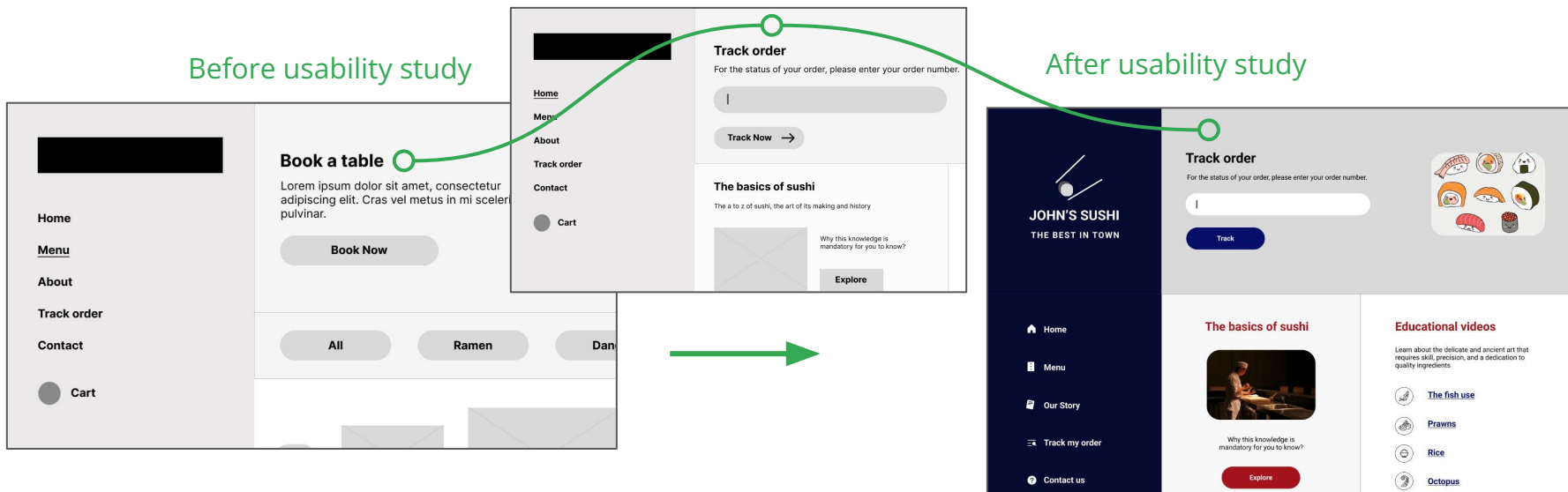
Users expressed frustration with the lack of detailed information about the expected delivery time and location.

# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

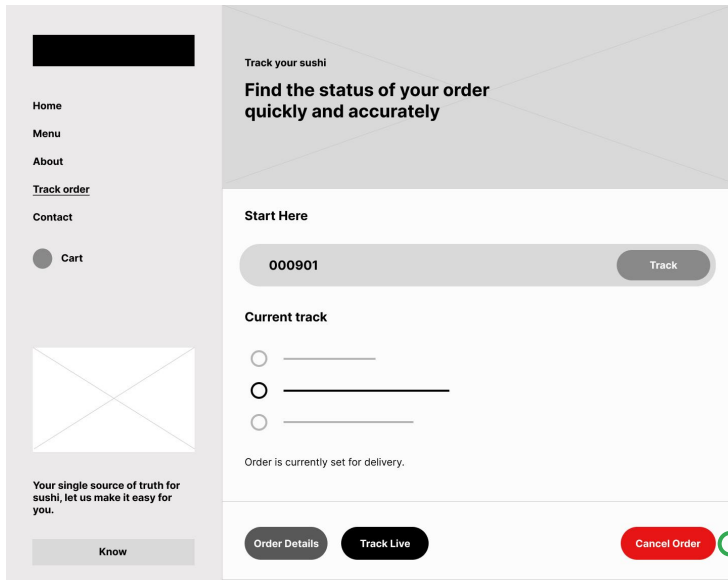
These mockups included the key user flows and interactions, allowing stakeholders to see how the website would function and how users would interact with it.



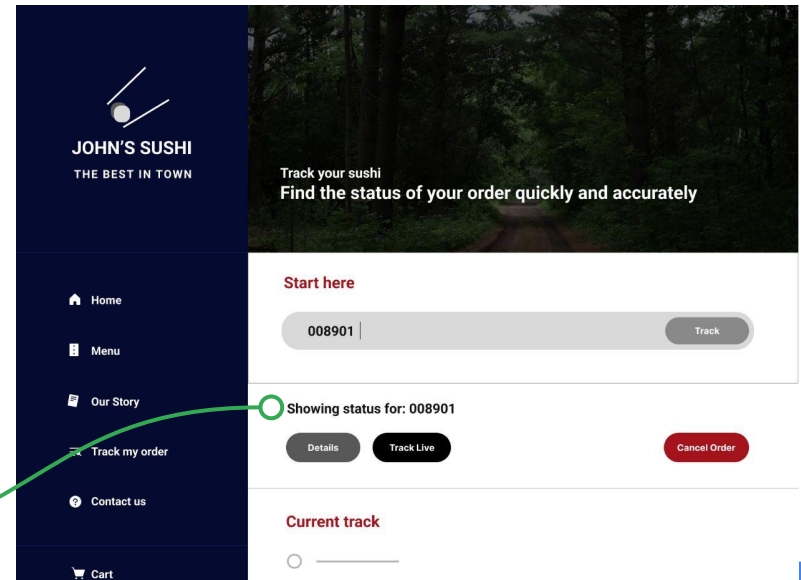
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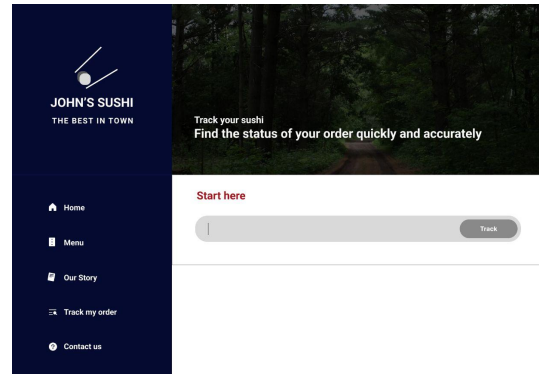
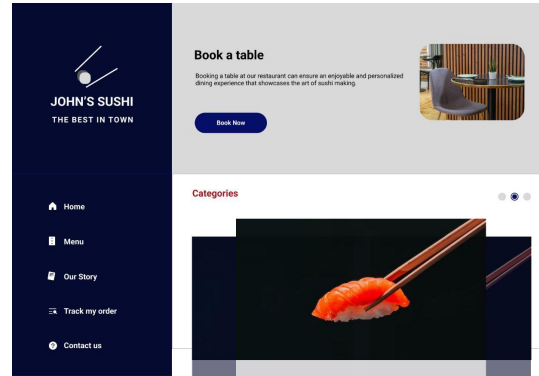
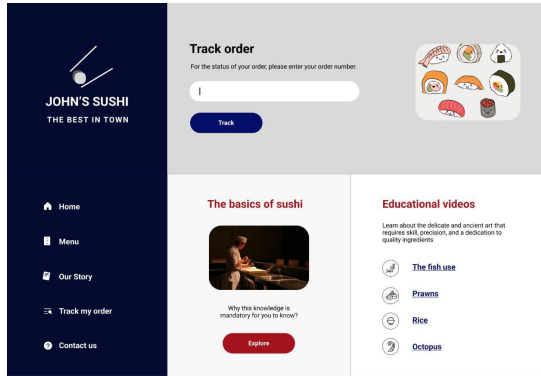
Before usability study



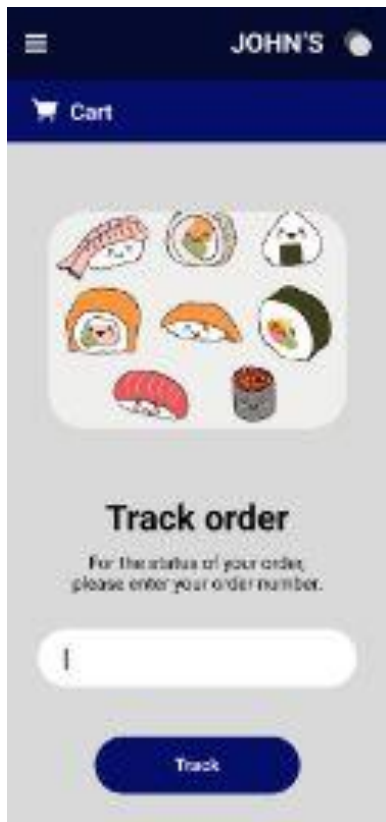
After usability study



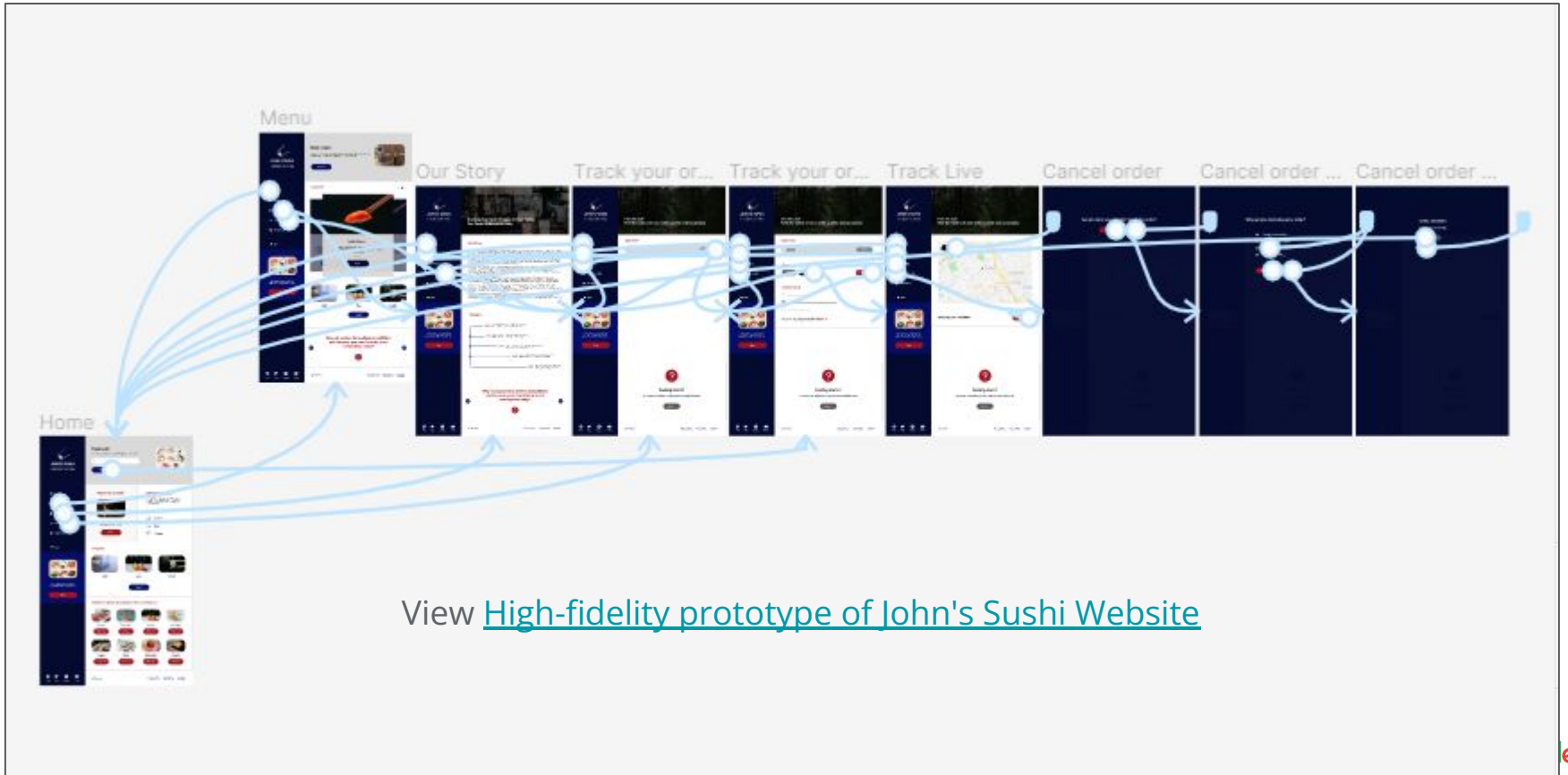
# Mockups: Original screen size



# Mockups: Screen size variations



# High-fidelity prototype





# Accessibility considerations

1

Designed with color accessibility in mind. Our color palette offers enough contrast between elements and does not rely solely on color to convey essential information. We also tested our website with color blindness simulators to ensure accessibility for all users.

2

In designing the Mockups of the website, we ensured that the text size is easily readable by all visitors, including those with visual impairments or reading difficulties.

3

To ensure that our website is accessible to all users, we carefully designed our navigation system to be clear, concise, and intuitive.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

With clear and intuitive navigation, visually appealing design, and accessibility considerations, customers are more likely to have a positive experience and return for future orders, while also recommending the restaurant to others.



## What I learned:

I learned UX design principles and techniques from working on John's sushi responsive website project, including the importance of user research, wireframing, color and text accessibility, and the impact of a well-designed website on user experience.

# Next steps

1

Implementation of the design into a fully functional product.

2

Testing the final product for functionality and usability.

3

Continuous improvement in terms of the overall product.

# Let's connect!



The end of case study of John's Sushi restaurant website product, conducted by **Imran Ali**

I'm eager to collaborate with other designers and developers to bring innovative ideas to life. If you're looking for someone to join your team or collaborate on a project, I'd love to hear from you.

Please feel free to reach out to me at

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<https://imimran.net>