

Problem Identification by covert observation

Survey results

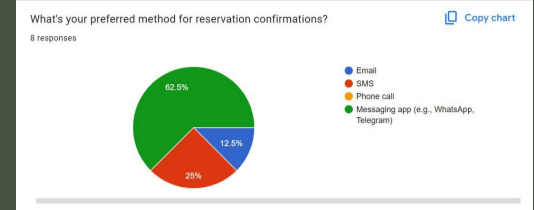
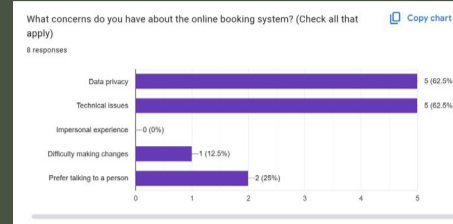
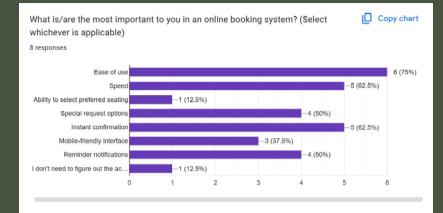
PROBLEM IDENTIFICATION

At Noblemen Fine Dining, reservations for tables are currently made over the phone, and Customers have complained about the hassle and inefficiency of this process. The issues customers face are listed below:

- Phone bookings can only be made during restaurant hours.
- During peak hours, the staff from the restaurant may be busy, hence they may not have the time to pick up the call for the reservation.
- Mistakes such as misspelled names, inaccurately recorded phone numbers, and dates and hours can lead to lengthy wait times for restaurant seats.

Noblemen Fine Dining would like to improve their service by implementing online eForm for table reservation.

KEY INSIGHTS (SURVEY)



Stakeholder Identification

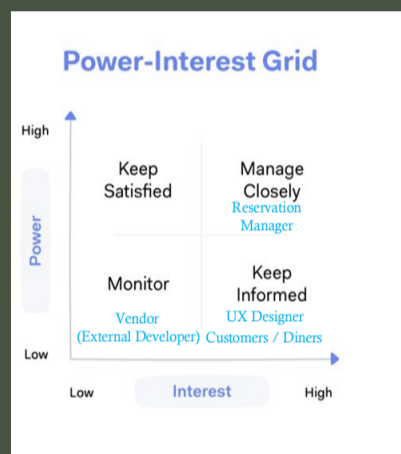
STAKEHOLDERS - ROLES

Internal

- **UX Designer**
Role: Conduct research, design user flow, wireframes and conduct usability tests
- **Reservation Manager**
Role: Oversees daily reservations, requires minimum errors and quick access.

External

- **Customers / Diners**
Role: interact with the booking form and expect efficiency
- **Vendor (External Developer)**
Role: Assist with the system's development and testing



STAKEHOLDERS - GOALS AND EXPECTATIONS

UX Designer

Goal: Provide an easy -to-use website interface that allows users to book reservations for tables with a seamless user experience.
Expectation: Organize regular design brief and have access to user feedback

Reservation Manager

Goal: Handle reservations precisely, prevent table disputes and satisfy customers
Expectation: A simple user interface with notifications for new and modified reservations and real time updates

Customers / Diners

Goal: Make reservations quick and easy and receive reservation confirmation
Expectation: User friendly interface with privacy and security

Vendor (External Developer)

Goal: Ensure punctual submission of deliverables
Expectation: Clear and precise instructions and deadlines to submit the deliverables and good communication with the UX Designer

Suggested improvements

DESIGN GOALS

- 24/7 accessibility
 - Allows customers to make reservations anytime
 - Reduce staff workload
- Error prevention
 - Correct information is captured
 - Reduce the amount of time to verify incorrect booking details
- Simplified user interface
 - Make reservation process quick and easy

Booking flow for table reservation

ANNOTATIONS

