

Widget 2.0

Nov. 2016 – Dec. 2016

This use case was made as part of my current role at resmio – a reservation and management service for restaurants. Our target are medium to large restaurants that receive a lot of reservations. resmio allows managing reservations in an efficient way, with proper reporting and marketing solutions. As the product designer I'm working directly with front-end and iOS engineers, and the CPO.

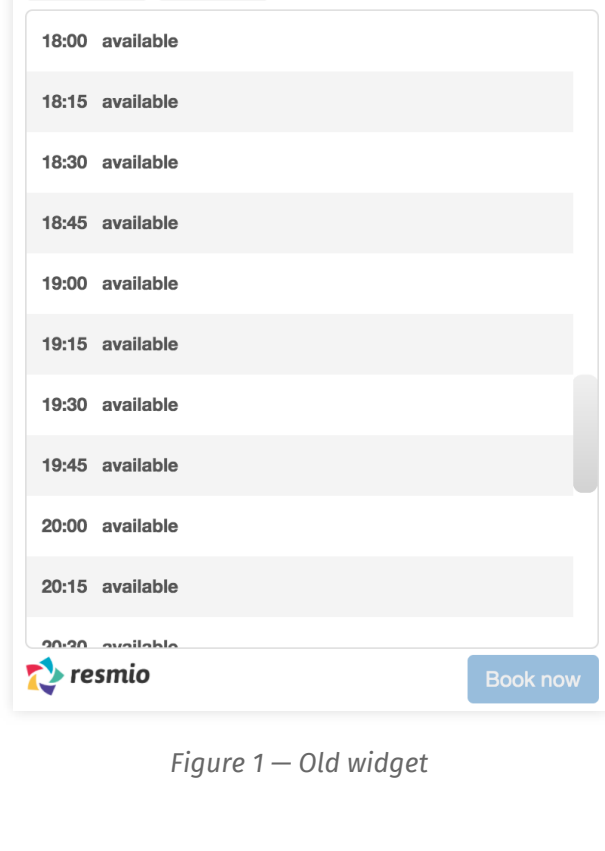


Figure 1 — Old widget

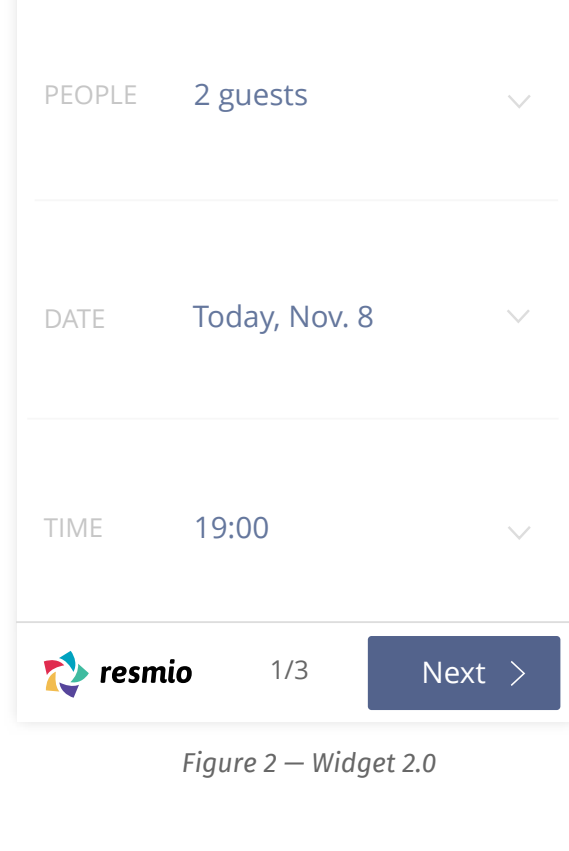


Figure 2 — Widget 2.0

Context:

The widget allows guests to create online bookings, at any time, without interacting with the restaurant through a phone call. Restaurants can integrate the widget on their websites and have the autonomy to be bookable 24h per day.

Current version issues

What is the problem?

To intrusive for restaurants website, don't have the correct pre-selected values and it's not whitelabel optimised.

Why?

- With his poor visual design doesn't match with most of the restaurants websites
- Restaurants are asking to the opportunity of changing colors of the widget

My role

The process of creating a booking is key to the whole product, so my job was to perform a user experience audit and bring it up to the CPO.



Sketches and Wireframes

After sketching several possible solutions for our identified problems, I made a final wireframe sequence on sketch and demoed it to our developers and product manager.

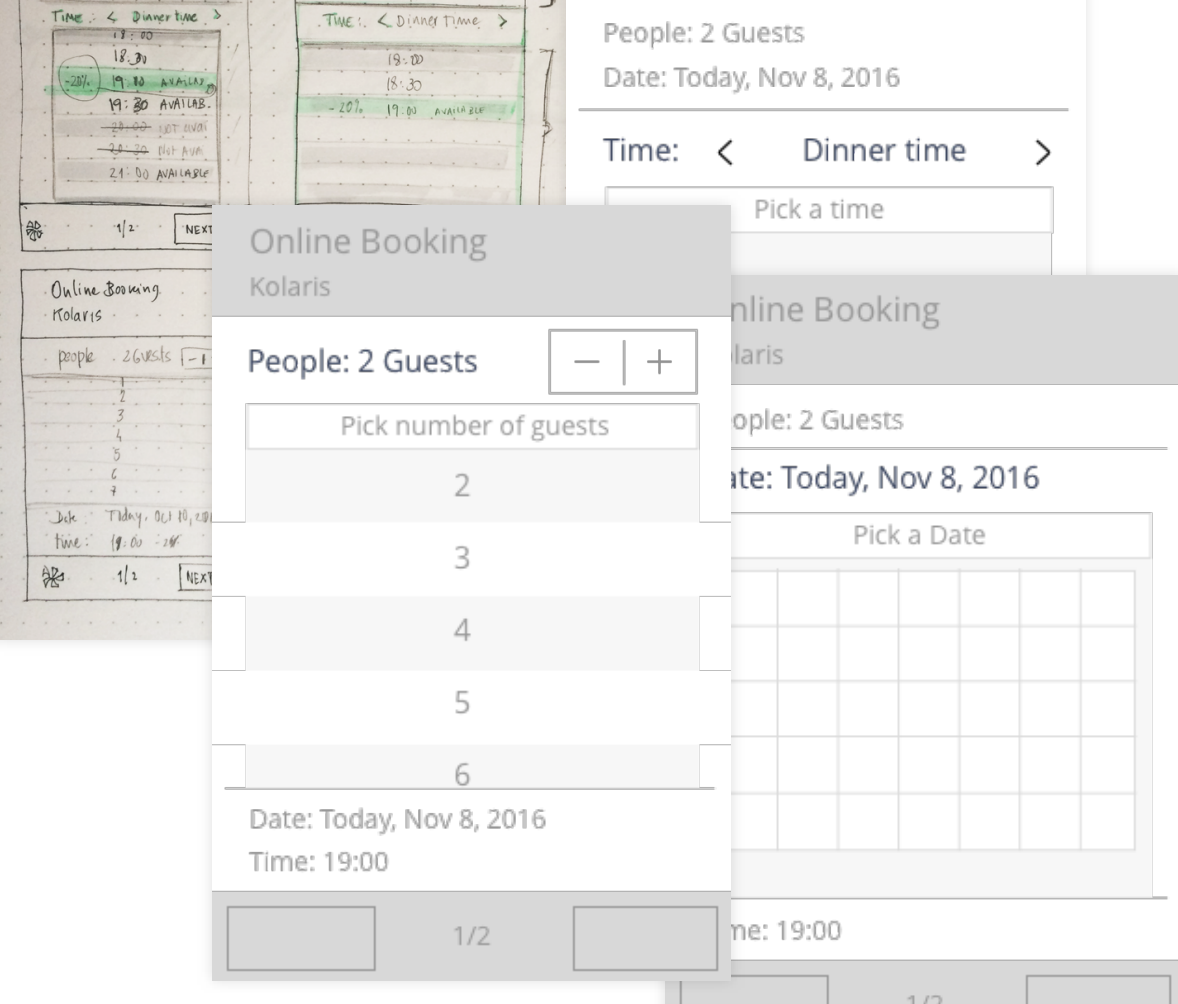


Figure 3 — Sketches and wireframes

I started explaining the problems of the current user experience and then presented my ideas. They liked the new modal window, the combined people, date, and time input, the separation into two stages (basic and detailed information).

Sales saw the opportunity of upselling the second stage (detailed information), which contributed to a better plan for premium customers.

Learnings of the demo: to integrate sales early in this process, to share new ideas, and internal validation.

Prototype and Usability tests

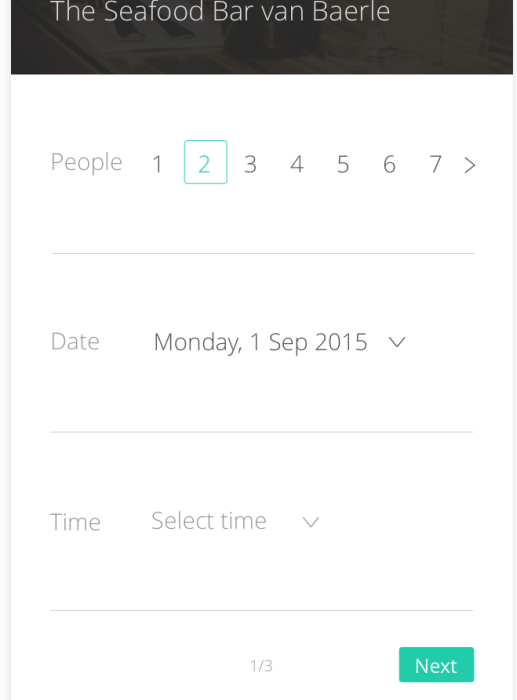


Figure 4 — Basic view first version

After a few iterations, I made a high fidelity prototype in order to conduct internal and external usability tests.

I made internal tests with this version in left side and after collecting feedback, improved for two different versions (two images bellow).

The biggest challenge was to define the all possible sizes that we should allow to use our widget and make sure that people can create bookings without effort.

During the tests I realised some problems regarding the user experience:

- The people picker of version 1 only worked on mobile context and it was not efficient on desktop
- Same with time picker, the horizontal scroll was not intuitive and efficient for desktop users
- The height that I've planned was to big to fit in a restaurant website

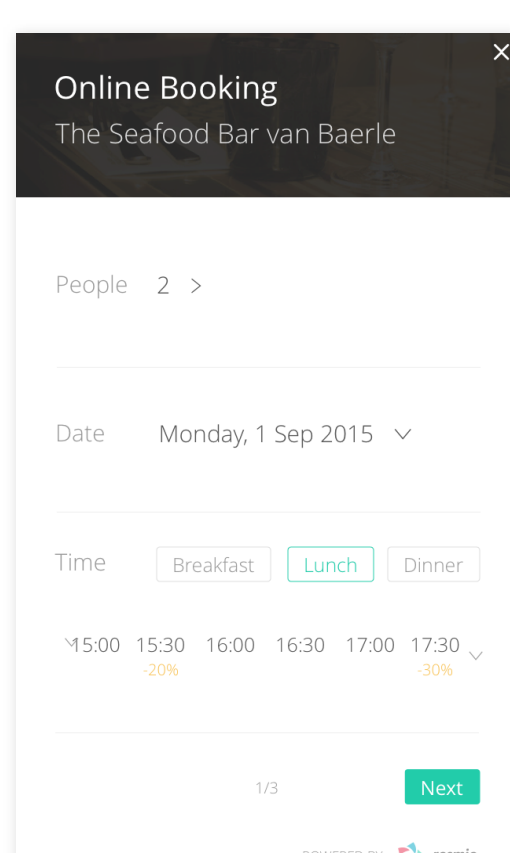


Figure 5 — Detail view first version

Design review

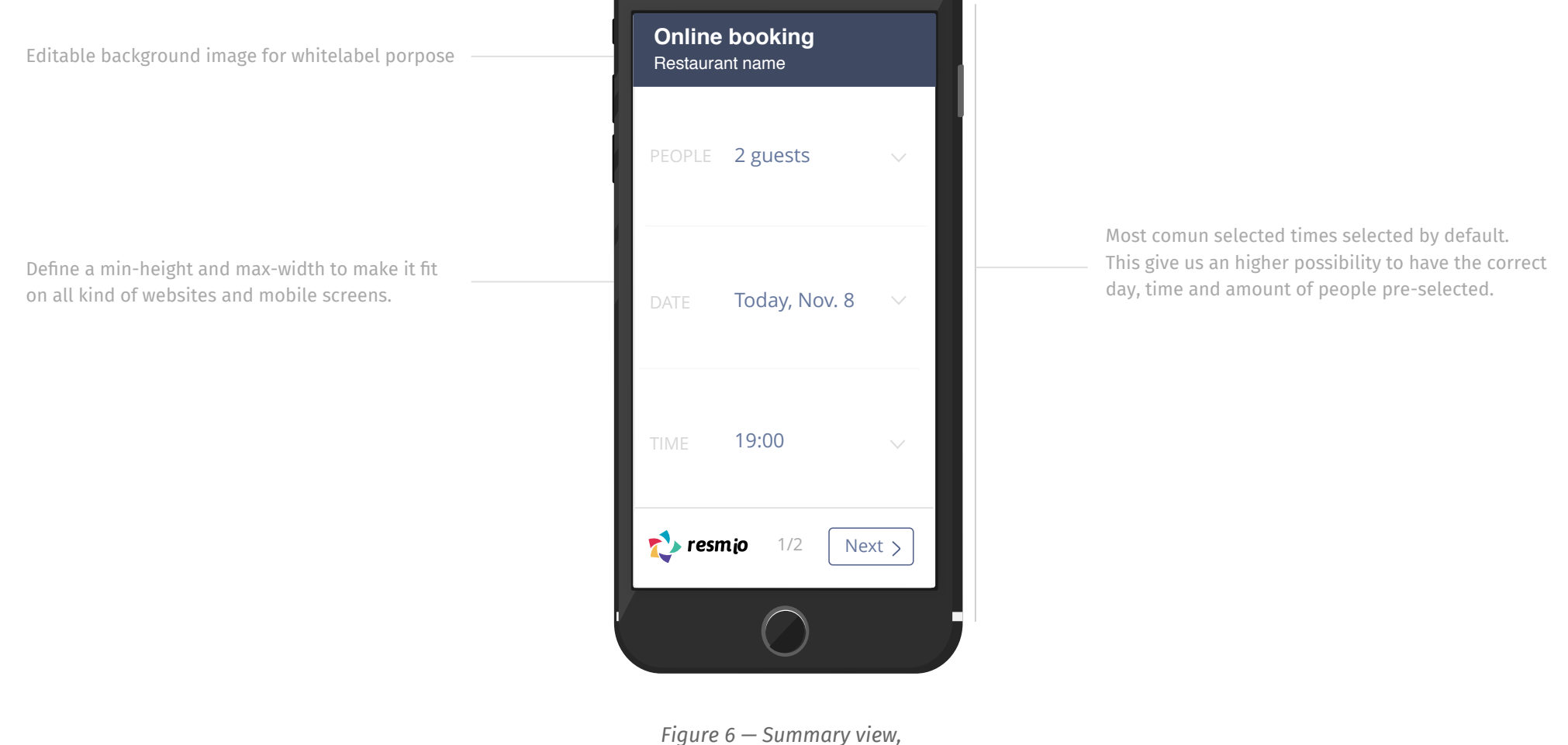


Figure 6 — Summary view, with all options collapsed

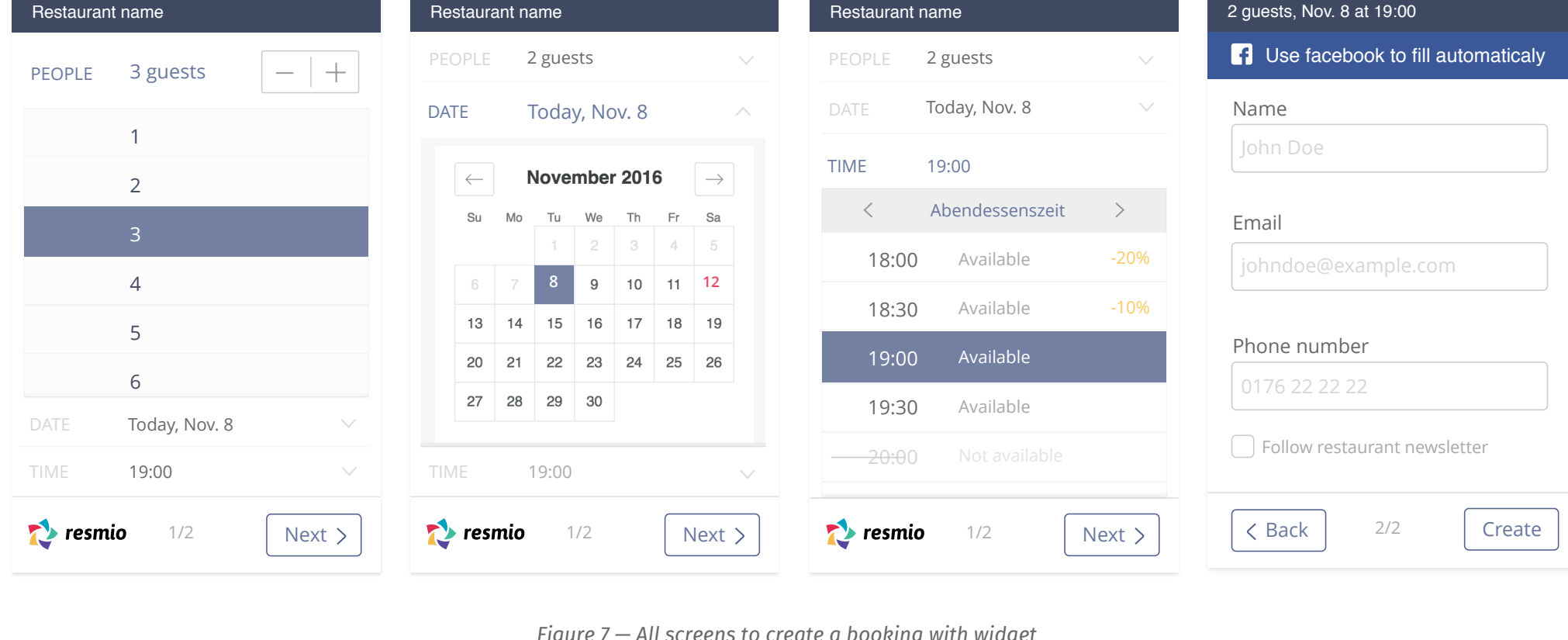


Figure 7 — All screens to create a booking with widget