Shilpa
Dhamdhere

shilpa.lagu@gmail.com | 617-257-2319

# Service and Hospitality Design

**Role**
Lead User Experience Specialist for this project

**Key Focus Areas**
User Research, Content Strategy, Usability, Interaction Design

**Overview**
Design the user experience and visual system for a digital experience pertaining to the hospitality industry ( pick one of the following: restaurant, lodging, transportation, vacation, event, etcetera ). Your experience ( most likely onScreen ) should include:

- An intentional entry point or 'welcome' screen
- Several navigational affordances ( primary and secondary navigation, utility navigation )
- Major section landing pages
- Purchase flows
- Other interactive concepts to help further augment the experience

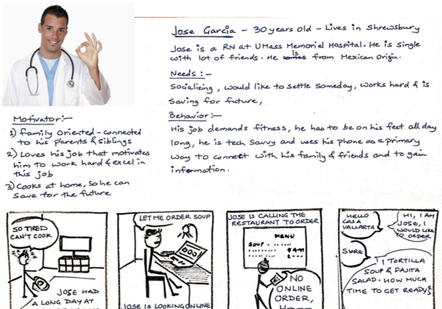
## Field and Online Research

We interacted with 3 to 4 different set of people to understand what their pain points are, how to create a delightful experience during their visit to the restaurant.

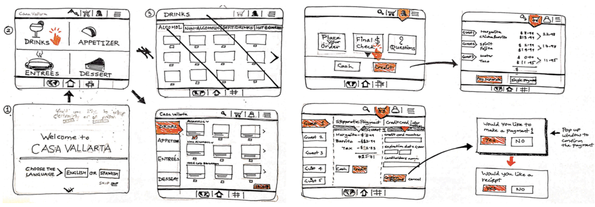
1. There is no easy way to order food online. On some occasions, people want their privacy, so an option to order food in a restaurant using digital interface would be convenient, e.g., people on a date, friends meeting after a long time etc.

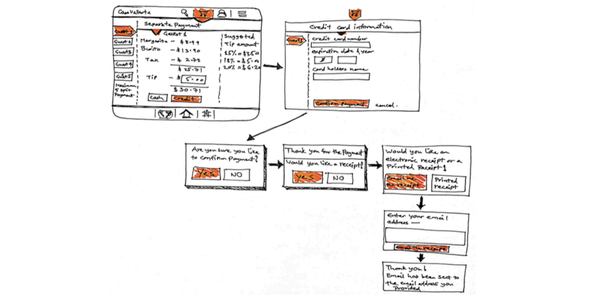
2. Another pain point for us is the daunting process of dividing or separating amounts based on individual orders. Its a regular exercise which takes away our time from chatting with our friends. What if there is a way to punch in orders related to multiple users? What if the interface automates the bill with a separate checkout for each user?

## Persona and Scenario




## Sketches




## Meduim Fidelity Prototype

1. Click on "Get a table" button

1. Choose one of the categories - e.g. **"Drinks"**

1. Last screen the user clicked on "Drinks"
2. User can select from drinks options
3. As the user selects more drinks, the system updates the number of items selected by the users
4. Clicking on Appetizer button and the right hand side image gallery will be changed to echo appetizer options
5. Repeat this process or if you want to add more drinks or other categories then click **"Place the Order"** button

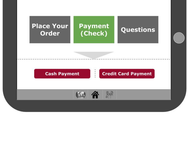
1. This screen displays all the purchases by defaut
2. Clicking on **"Split Payment"** button to view individual payment amounts including tax and suggested gratuity amounts

1. This screen breaks down the default order list into separate orders
2. For convenience suggested tip is shown on the right side
3. If **"Cash Payment"** is selected then the system will ask guest
4. If clicked on **"Credit Card Payment"** you will go to screen 6

1. This screen prompts user to fill in credit card information
2. Once credit card number is entered the expiry date and card holder name will be enabled.
3. If cancel button is clicked it will go back to the previous screen (#5)

1. If clicked on **"Yes"** button then email the receipt will be enabled. This field is required only if **"Email the Receipt"** button is clicked
2. Email the receipt trigger an alert to the table attendant

1. This screen displays some incentive offers to gain more future business
2. Click on **"Another Guest Payment"** to follow the same purchase flow procedure




1. This screen displays is populated when **table attendant** icon is clicked
2. Clicking on the buttons gets screens from 6 through 8 depending on the user selection

All Copyright Reserved to Shilpa Dhamdhere.