

Bangkok Thai Place Restaurant Virtual User Solution

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1-3 - Milestone 1

Website of Interest: <http://www.bkkplacerestaurant.com/>

User Experience Analysis

Right off the bat, the website seems very outdated and unprofessional. This is overall very distracting from the content of the website. The images used throughout the entire website



are also low quality and the fonts are rather tacky.

Each of these attributes are also distracting. Several other design choices also make the website non user-friendly, such as underlining text that is not a hyperlink, but appears to be one (Fig. 1). Other things just don't make sense, such as the content in Figure 2.

Figure 1

The page is littered with grammatical errors, which is something that should have been proofread before

being published. The navigation is simple and straightforward enough, but the content is so lacking that navigating to other pages doesn't really provide a very satisfying experience.

Since UX is extremely lacking, it's easy to find areas that it can be implemented. The overall design could be drastically improved, the grammar and verbage could be altered, and the

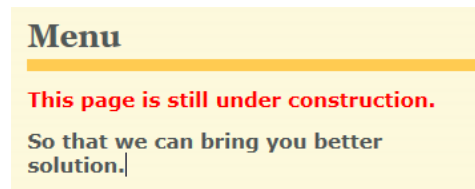
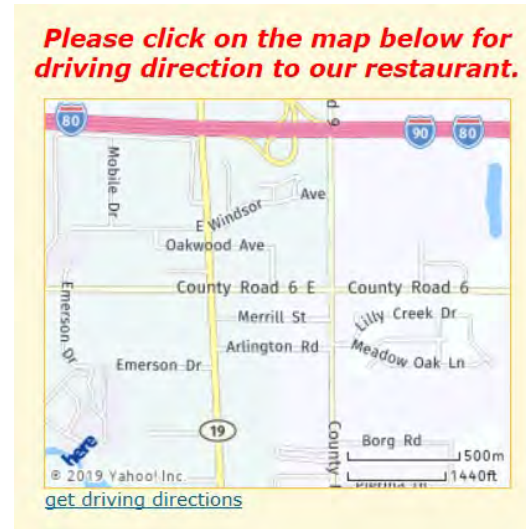


Figure 2

images could be replaced with ones of sufficient quality. Furthermore, components that don't work could be altered to work, such as the map on the Contact Us page that is supposed to function as a link (See Fig. 3). The website doesn't appear to have been updated since it was created in 2015. Since this restaurant is still in business, it makes sense for the webpage to be in business. As far as



UX goes, the main goal is to give the user a pleasant and intuitive experience (Buley 4). Making these changes and such will certainly provide a substantially better experience for anyone that visits Bangkok Place Thai's website.

Heuristics Evaluation

1. Visibility of System Status

- a. There is really no content within the website that requires system status updates.

The user is not uploading anything or performing any actions other than clicking through different webpages at this point, nor is there any type of live updating that would need to be indicated on the website. If they had a contact or reservation form, some sort of status update on the submission could be implemented. Also if there were a menu or some sort of widget, that could show a loading symbol, but there is nothing like that on the website.

2. Match Between System and the Real World

- a. As far as avoiding too technical of terminology, the website is compliant as they do not have any very technical functions implemented on the website aside from a

map. However, because the grammar is very off in some areas of the website and some things are just strangely worded, the real world audience may be less inclined to visit the restaurant.



b.

3. User Control and Freedom

- a. The website doesn't give the user much control aside from letting them navigate between pages or click a phone number. However, the website isn't even responsive, the user can't easily have control over clicking a phone number and its pretty much useless on a desktop.



b.

4. Consistency and Standards

- a. The website does adhere to typical standards and consistency even though there is a lack of functionality and content. The navigation is in an expected and appropriate place and basic information can be found in the footer as expected.



b.



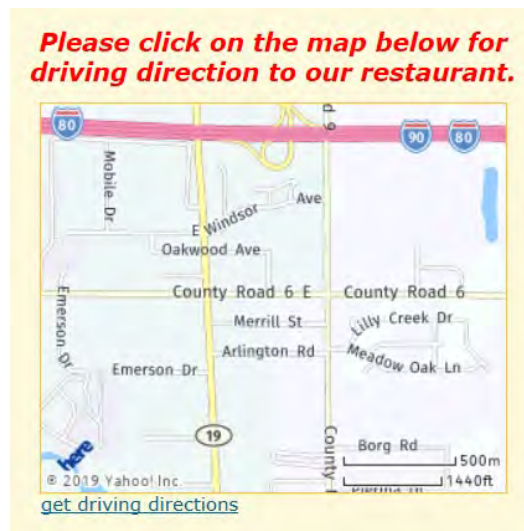
c.

5. Error Prevention

- a. Currently there are no necessary error prevention methods that need to be taken. Implementing a validating contact form that confirms they want to submit it would give the user more control and provide a means of implementing error prevention, giving the website overall more usability and a better UX design (Nielsen). Also, if they realize they missed something or mistyped, they could go back and edit it before confirming sending the inquiry.

6. Recognition Rather Than Recall

- a. The functions of the website are very basic and straight forward, so there's not really much that is based on recall as opposed to recognition. However, things that should be intuitive such as clicking the map for directions aren't functional. This is an area that keeps coming up, but is very important. The user sees the map and is instructed to click it so they expect a response, and when that response doesn't generate, it makes for a bad overall experience (Craft Design). The user would have to keep recalling that they have to click the link below the map instead of on the map itself.



b.

7. Flexibility and Efficiency of Use

- a. The website does not adhere to this as it does not give the user any opportunity for interaction, flexibility or control over efficiency. This could be implemented by allowing users to apply a filter to a menu.

8. Aesthetic and Minimalist Design

- a. The aesthetics of the design are quite unappealing and therefore inconformant. One would expect a warm color palette, which could be fine if it were applied more tastefully and sparingly. However, the website's subheadings also include

seemingly unfitting colors such as blues and greens. Furthermore, the typography seems rather immature and unprofessional, which also affects the aesthetics or lack thereof. A color palette that corresponds to the black, white, and red color of the logo would be more tasteful.



b.

elegant and warm atmosphere in the dining room and nice setting for patio dining as well (if weather permits).

We also do carry out for those who are on the run and would like to have nice Thai meal without cooking at home or after long hard working day.

Please do not hesitate to let us know what and how we can do to satisfy your dining experience with us .

Hope to see and hear from you soon !

Your satisfaction is our goal !

Thank you and happy dining !

Please take a look at our gallery and menu on the next page.

We also serve beer & wine

Imported & domestic

c.

9. Help Users Recognize, Diagnose, and Recover from Errors

- a. Again, this is non-compliant because it's non-existent. A validating contact form would be ideal for this type of website. It gives the user control as well as helps them if they miss a field or use the wrong type of input for a field.

10. Help and Documentation

- a. One last time, the map issue appears. The user is instructed to click the map so they are attempting to implement help and documentation here. However, it doesn't work so that would be a quick fix. The call to action provides nice clear instructions, especially once the grammar is cleaned up. Once a menu and contact form are incorporated into the design, blurbs about how they function could raise the "help and documentation" compliance even more.



Potential Client #1

Ben Bradford

30

Goshen, IN

Technologically Inclined

Nurse



Back story

Tell us a bit about their lives

- Local from a surrounding city.
- Hobbies include motorcycling, trying craft beers, and trying new foods
- Travels often between hospitals within the county
- Very easy going in all regards. Not too picky about company or food.

Motivations

What concerns do they have? Why do they need this website/service? How have they found or heard about the website?

- Looking for a new ethnic restaurant to try near Elkhart hospital for after work.
- Google search shows Bangkok Thai and Ben wants to see their background info and menu
- When and what days are they open so that he knows how it works with his work schedule.

Frustrations

What's stopping them from choosing the service/website or annoying them?•

- Lack of current information
- Lack of general information
- No interaction
- No menu
- Poor images

Their ideal experience

Their story including features and content which will help them have a great experience

- Seeing strong images of food and environment would draw them in
- Seeing the authenticity of the restaurant by viewing their story and menu would help
- While Ben might visit anyway, it'd be a more enthusiastic visit if he were engaged interactively with the site in some way.
- A functional map would be ideal so that he can easily determine location in relations to work.

Quote

Sum up their experience with the website/organisation/service. Positive or negative.

“There isn't much info, but I'd try it out anyway”



Potential Client #2

Jeff Yoder

62

South Bend, IN

Not technologically inclined

Human Resources



Back story

Tell us a bit about their lives

- Human Resources by day, Self-proclaimed food critic by night
- Very traditional in almost every sense, prefers old school
- Hobbies include, wine tasting, food critiquing, and
- Driven by structure and professionalism

Motivations

What concerns do they have? Why do they need this website/service? How have they found or heard about the website?

- In search of hole-in-the wall restaurants of various types to add to his list of critiques he hopes to publish.
- He drove by Bangkok Thai and had his daughter send him a link to the website
- He likes to view a menu to determine exactly what he wants to try before arriving to save time.

Frustrations

What's stopping them from choosing the service/website or annoying them?•

- Lack of menu
- Lack of general information
- Unprofessional overall aesthetic

Their ideal experience

Their story including features and content which will help them have a great experience

- A menu that is easy to get to and well organized so that he can plan out his entire meal.
- Prides himself on professionalism and expects other establishments to do the same.
- He doesn't like the internet much or browsing through websites, so very direct and concise navigation is key.
- A general overview and menu are most important, along with presentation.

Quote

Sum up their experience with the website/organisation/service. Positive or negative.

“ The place seems simple like me, so it has potential.”





Potential Client #3

Terri Tidwell

41

Elkhart, IN

Comfortable with Technology

Housewife



Back story

Tell us a bit about their lives

- Spends lots of time with neighborhood moms
- Two teenage children that are rarely home
- Husband is a distinguished engineer
- Hobbies include gossiping, neighborhood watch, and yoga

Motivations

What concerns do they have? Why do they need this website/service? How have they found or heard about the website?

- A friend wants to have their weekly dinner somewhere new, and suggested Bangkok Thai.
- Terri is very picky and doesn't usually trust Asian restaurants, so she does her research.
- She wants to scope every single detail about the restaurant she can get, including background info, owner info, images, location, and menu.

Frustrations

What's stopping them from choosing the service/website or annoying them?•

- Lack of menu
- Lack of general information
- Unprofessional overall aesthetic
- Poor images.
- Dysfunctional map

Their ideal experience

Their story including features and content which will help them have a great experience

- First impressions are key with Terri, so a strong aesthetic and layout are essential.
- Imagery is important. If a place looks dirty or unkempt, it is not acceptable.
- Detailed menu that is organized to get as much information before arriving as possible is ideal.
- Overall information needs to be present so that Terri can gauge the relevance and social standing of the establishment. Links to social media presence would also help this.

Quote

Sum up their experience with the website/organisation/service. Positive or negative.

“ So far, the place is very questionable. I wouldn't eat there.”

Scenario #1

Persona: Ben Bradford

Background: Ben is a nurse that sometimes works at the hospital near Bangkok Thai. He enjoys trying various different ethnic restaurants and fusion restaurants. He discovered Bangkok Thai just by searching local restaurants and applying an ethnicity filter. He doesn't take being a foodie too seriously, but he enjoys looking at a restaurant's website beforehand in order to get an idea of what to expect and what he might order. He also has to be mindful of business hours and location beforehand so that he can correspond to his work schedule.

Objective: Ben mainly needs to make sure that he can locate the establishment and make it during business hours.

Narration: Ben Googles ethnic restaurants in Elkhart and comes across Bangkok Thai. He finds business hours, but the rest of the content and information is so out-of-date or lacking that he questions the credibility. Furthermore, the map link doesn't work as expected, so he has a hard time easily determining exactly where it is.

Scenario #2

Persona: Jeff Yoder

Background: Jeff prides himself on his extensive list of food critiques. He is always looking to find more hole-in-the-wall places to report on, hoping to eventually become published. He doesn't care much for websites, but also likes to plan his lengthy orders for a new restaurant ahead of time as well as gauge a restaurant's professional presence ahead of time.

Objective: Jeff needs to be able to very easily access a menu, as technology isn't his strong suit.

Narration: Jeff drives by Bangkok Thai and asks for help getting to their website. Upon visiting, he discovered a less-than-professional appearance and starts making some minor judgements. He continues on to access the menu, which there is a direct link for. However, there is no menu published and he becomes aggravated.

Scenario #3

Persona: Terri Tidwell

Background: Terri is a housewife that spends much of her time analyzing everything around her. She typically prefers classier restaurants and country clubs, but her friends are looking to change up the scene and type of food they meet for on a weekly basis. Terri will be a customer to a restaurant quite out of her comfort zone and will try to get as much information as she can to feel more at ease.

Objective: Terri will utilize the Bangkok Thai restaurant to get as much information as she can, including pictures, menu, general information, location, and social media presence.

Narration: Terri's friend tells her what place they'd like to try. Terri visits the website and is automatically disgusted by the lack of professionalism and attractiveness of the website. She is also discouraged by the out-of-date information, lack of information, and lack of menu. The few images presented hardly give her a safe and clean impression of the establishment.

Design Brief

Goal: The overall goal of this project is to provide a positive user experience for the diverse set of clientele that will visit the website for Bangkok Thai so they are more inclined to visit.

Target Users: Anyone who would visit a relatively casual Thai restaurant would fall within the target audience. Both users who are very and not very technologically inclined like to visit the websites of restaurants before visiting them. Furthermore, a very vast age group might utilize the site. An approximation would be people aged 16-80 years old.

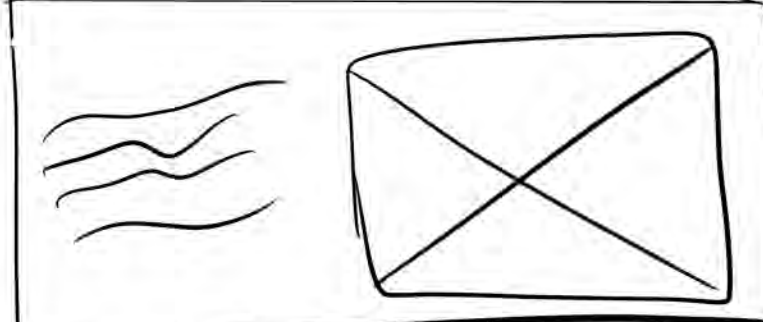
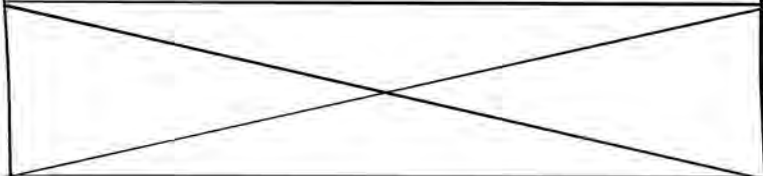
Purpose: Users must be able to visit a website where they can get all the information they want and need without having to do too much work to find it. In turn, this makes users more likely to visit Bangkok Thai.

Technological Constraints: Due to the wide range of audience, it's important to make this website compatible with various browsers as well as the main platforms for web browsing: computer, tablet, and phone.

Marketing and Branding Goals: It is essential that the website and its presence is much more professional and inviting while still retaining a strong sense of cultural influence. It's clear that heritage is important to the owners, however it's important that this is portrayed in a grammatically correct and aesthetically pleasing manner in order to boost the branding personality of the restaurant.

Priorities: Overall color scheme and layout, correct and update existing content, fill in missing content, update and add imagery, implicate a menu, fix broken apps, define social media presence on website

Bangkok Place
Thai Rest.



About Us



End screen

FOOTER

Home-Desktop

Logo or name and nav bar

Banner image

Short about statement
To break it up and make easier
to read content

Image

About paragraph

Footer with hours and phone
number - helps provide
necessary basic info
immediately

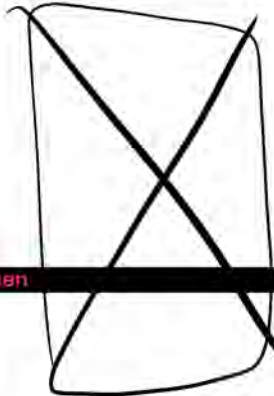
Bangkok Place
Thai Rest.

~~Contact Us~~

NAME

Phone

Mr



End screen

Footer

Contact - Desktop

Logo or name and nav bar

Contact heading over image for aesthetic and interest

contact form and brief intro for it. This will provide an easy way for users to ask non urgent questions or request reservations

Image

Footer with hours and phone number - helps provide necessary basic info immediately

Bangkok Place
Thai Rest.

~~OUR MENU~~



End screen



Footer

Menu - Desktop

Logo or name and nav bar

Menu heading over intro

Collapsible menu categories over an image to attract user and create interactivity with menu. Also achieves goal of providing menu in general

Footer with hours and phone number - helps provide necessary basic info immediately

Home - Tablet

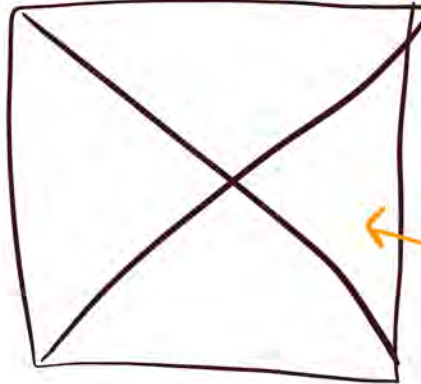
nav menu for ease of access to pages

Bangkok Place Thai Restaurant

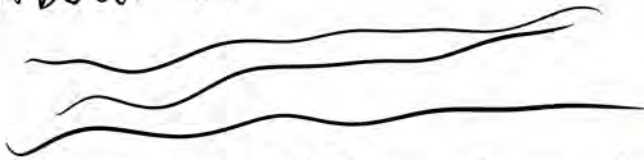
Restaurant name or logo

Short about statement
To break it up and make
easier to read content

Image



About Us



About paragraph

End screen

Footer

Footer with hours and
phone number - helps
provide necessary basic
info immediately

BPTR ~ ~ ~ ~ ~

Contact - Tablet

Restaurant acronym and standard navigation for regular size tablets or large tablets

~~Contact Us~~

Contact heading over image for aesthetic and interest



NAME

Phone



contact form and brief intro for it. This will provide an easy way for users to ask non urgent questions or request reservations

End screen

Footer

Footer with hours and phone number - helps provide necessary basic info immediately

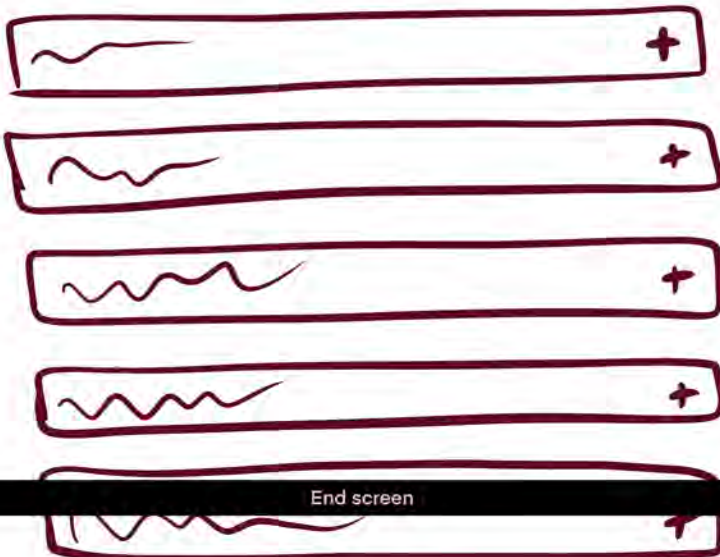
BPTR ~ ~ ~ ~ ~

Menu - Tablet

Restaurant acronym and standard navigation for regular size tablets or large tablets

~~OUR MENU~~

Menu heading over image



Collapsible menu categories - helps those who want to learn more about the offerings or just be more prepared before ordering in the restaurant

Footer

Footer with hours and phone number - helps provide necessary basic info immediately

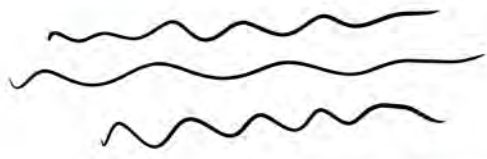
Bangkok Place
Thai Restaurant



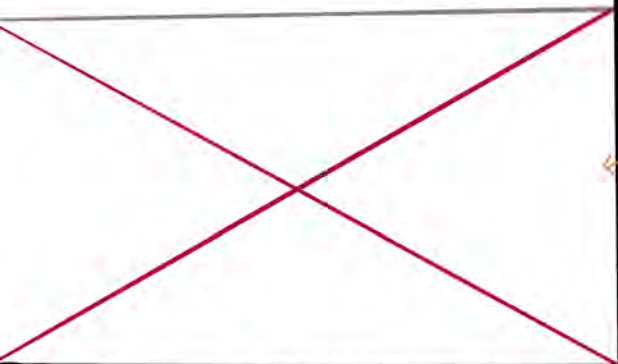
Home - Mobile

Hamburger nav menu

Restaurant name or logo

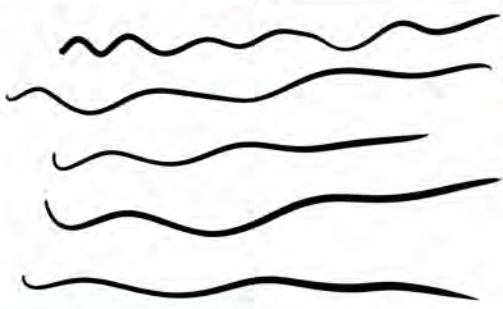


Short about statement



Image

End screen



About paragraph

Footer

Footer with hours and phone number - helps provide necessary basic info immediately

BPTR



Contact - Mobile

CONTACT US

Hamburger nav menu

contact heading over image

NAME

PHONE

ROOM

Contact form

End screen

Footer with hours and phone number

Footer

BPTR



Menu - Mobile

Hamburger nav menu

OUR MENU

Menu heading over image



Collapsible menu categories - helps those who want to learn more about the offerings or just be more prepared before ordering in the restaurant



End screen



Footer

Footer with hours and phone number - helps provide necessary basic info immediately

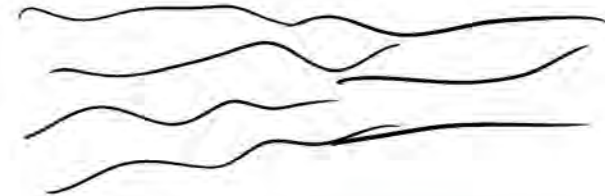
Bangkok Place
Thai Rest.

Home-Desktop 2
Logo or name and nav bar

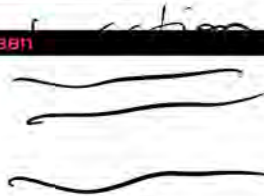
Banner image

About Us

About section with background
info for those who want to
know more before visiting



End screen



Location section with functional
map for those who need it and
expect it to function

Footer

Footer with hours and phone
number - helps provide
necessary basic info
immediately

Bangkok Place
Thau Rest.

Contact Us

~~~~~  
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~ ~ ~ ~ ~

~ ~ ~ ~ ~

~ ~ ~ ~ ~

End screen

Footer

Contact - Desktop 2

Logo or name and nav bar

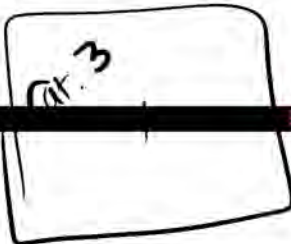
Contact heading over image for aesthetic and interest

contact form and brief intro for it. This will provide an easy way for users to ask non urgent questions or request reservations

Footer with hours and phone number - helps provide necessary basic info immediately

Bangkok Place
Thai Rest.

OUR MENU



End screen

Footer

Menu Desktop

Logo or name and nav bar

Menu heading over intro

Collapsible menu categories over an image to attract user and create interactivity with menu. Also achieves goal of providing menu in general

Footer with hours and phone number - helps provide necessary basic info immediately

Home - Tablet 2

New symbol logo and standard navigation for regular size tablets or large tablets

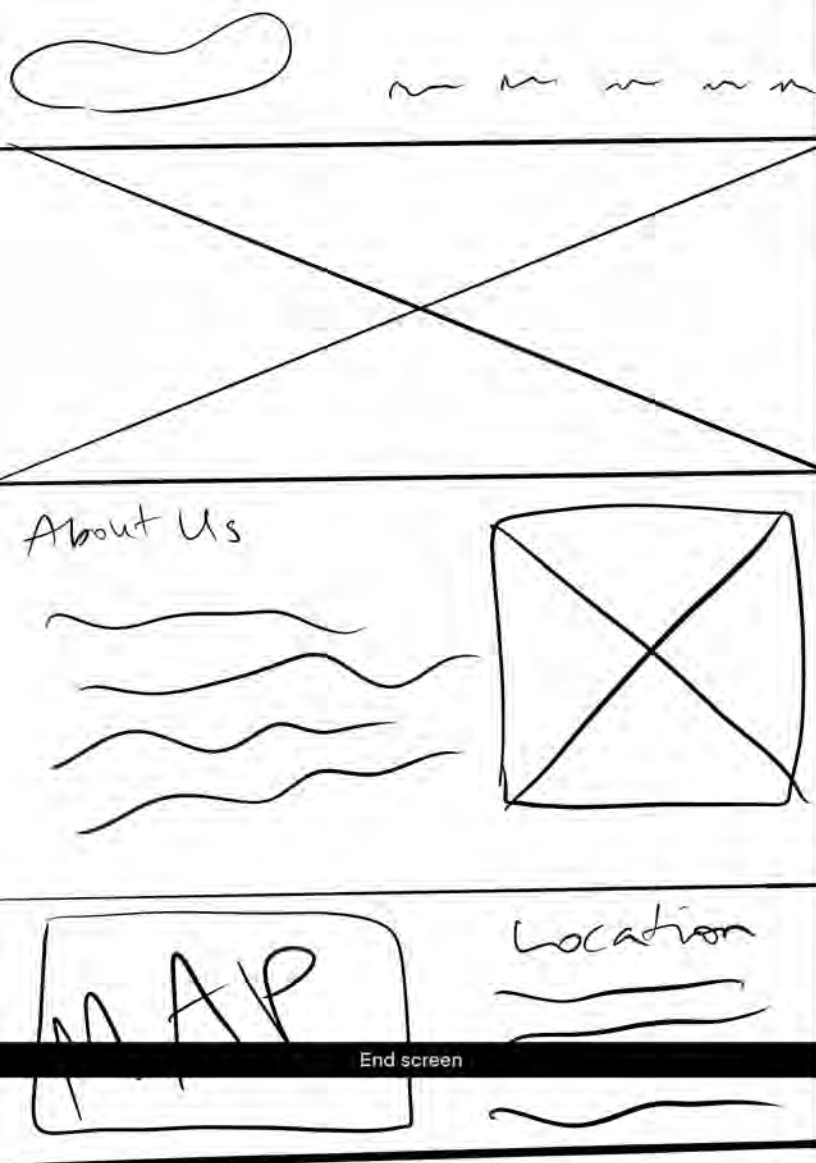
full restaurant name or logo on top of photo for professional and more intriguing appearance

About section with background info for those who want to know more before visiting

Image

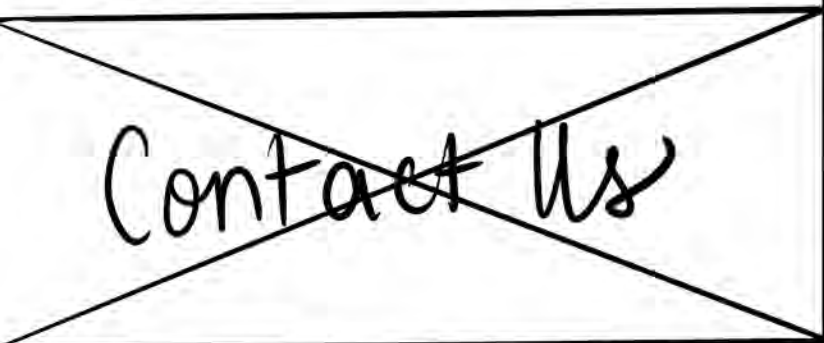
Location section with functional map for those who need it and expect it to function

Footer with hours and phone number - helps provide necessary basic info immediately

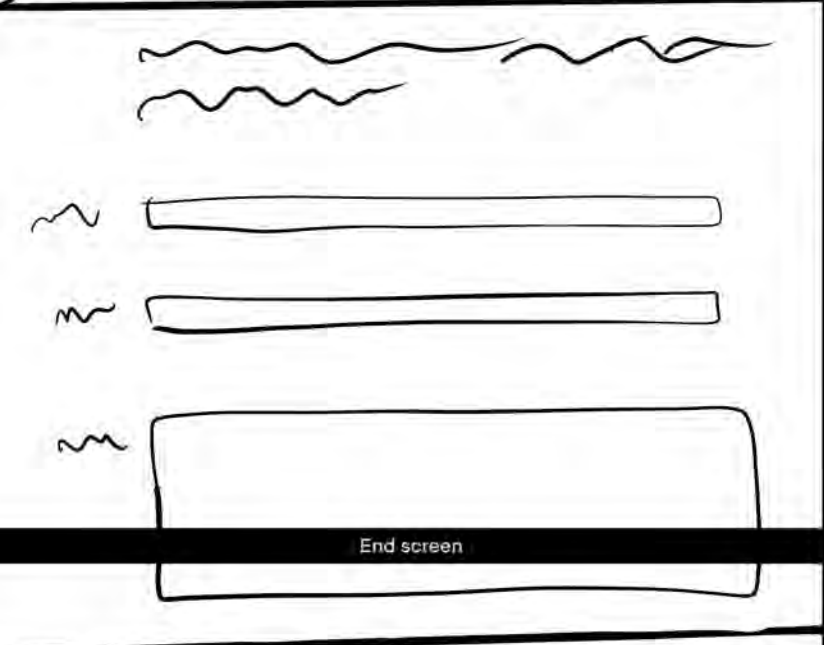


Contact - Tablet 2

New logo symbol and standard navigation for regular size tablets or large tablets



Contact heading over image for aesthetic and interest



contact form and brief intro for it. This will provide an easy way for users to ask non urgent questions or request reservations

Footer with hours and phone number - helps provide necessary basic info immediately

Footer

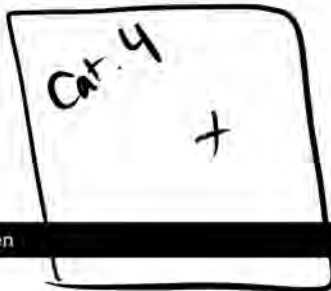


Menu - Tablet 2

Restaurant acronym and standard navigation for regular size tablets or large tablets

OUR MENU

Menu heading over intro



End screen

Collapsible menu categories over an image to attract user and create interactivity with menu. Also achieves goal of providing menu in general

Footer

Footer with hours and phone number - helps provide necessary basic info immediately



Nav menu for easy navigation that is compact

New logo symbol

inviting photo with restaurants full name on it for attracting users and presenting a professional appearance

About Us

About section with background info for those who want to know more before visiting

Location

Location section with functional map for those who need it and expect it to function

Quote from owners over photo

Footer

Footer with hours and phone number - helps provide necessary basic info immediately

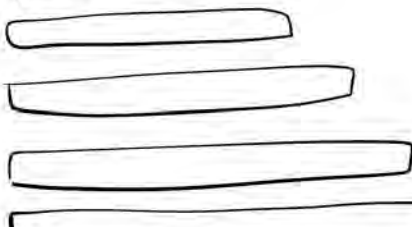
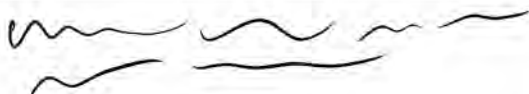


Nav menu for easy navigation that is compact

New logo symbol

Contact Us

contact heading on top of photo for professional and more intriguing appearance than a standard heading



contact form and brief intro for it. This will provide an easy way for users to ask non urgent questions or request reservations



CALL NOW

link for users to call the restaurants number directly with one tap from their mobile device

Footer

Footer with hours and phone number - helps provide necessary basic info immediately



Menu - Mobile 2

Nav menu for easy navigation that is compact

New logo symbol

OUR MENU
~~~~~

Menu heading and brief statement

Category 1

Collapsible menu categories over an image to attract user and create interactivity with menu. Also achieves goal of providing menu in general

Category 2

Category 3

Footer

Footer with hours and phone number - helps provide necessary basic info immediately

## Testing and Defense Paper – Final Evaluation Summary

The main goal of this project is to provide the ultimate user experience. A big part of this is being compliant with Nielsen's ten usability heuristics standards. The first is "Visibility of system status". The redesign adheres to this by informing a user when there are form errors or problems. If something cannot submit due to error, the user will know with the validating contact form. These error forms have proven most effective as they are utilized on nearly all validating forms. It's essential to tell the user what's going on and how to fix it when needed.

The second heuristic is "Match between system and the real world". By altering the content to more natural language and applying natural flow, the redesign will be much more cohesive with this concept. This such as below will be replaced with actual content. In the meantime, it would at least be proofread to be more natural. Designers in general are better at doing this intuitively than stakeholders since they are not constantly living in the world or industry of the stakeholder. It's easier to eliminate too specific of terms or content so that the general public can navigate and comprehend more easily.

### Menu

**This page is still under construction.**

**So that we can bring you better solution.**

The third heuristic, "User control and freedom", is applicable, but not prominently relevant as there are not pop-ups or in-site applications really involved. The user always has complete control over the website. Actions are straightforward and easily reversed. In the past, I've found that it's unnecessary to apply too complex of actions for a user if they really aren't

necessary. This eliminates complexity and maximizes intuitiveness. At the same time, the user can navigate freely the entire time by not getting trapped in any in-site apps or pop-ups.

Heuristic number 4 is “Consistency and standards”. Referencing and language is consistent throughout the entire website. There are no shifts in verbiage across different pages or areas. Again, designers can intuitively stick to design standards better than stakeholders. Stakeholders sometimes have a more complex mindset and this can create inconsistency. However, user’s have reported in the past that consistency is key. The same symbols should not have different meanings on different sites or even within a site.

“Error prevention” was carefully considered throughout the redesign. There wasn’t much opportunity for this before due to the simplicity and complete lack of content of function on the website. However, as more information and content is applied, there is little room for interpretation or function as to how things should be carried out, preventing error making.

By retaining a simple format and functionality but still applying the necessary content to serve user needs, it was easy to adhere to “Recognition rather than recall”. There isn’t an overload of information and it’s not spread out, so the user can safely navigate without much thought or effort.

The actions that can be performed are very common and self-explanatory, such as navigating a gallery or submitting a contact form. Therefore, “Flexibility and efficiency of use” is followed nicely. Any user could work this site with the redesign. Sticking to the previous heuristics of recognition over recall and adhering to standards really helps make a website flexible from my experience. These consistencies are easily recognized by all levels of users and that maximizes success potential.

“Aesthetic and minimalist design” were both considered carefully. The current design is tacky looking. Some areas are too busy, some are too simple. This redesign would have a nice blend of simplicity and intrigue. All of these graphics and formatting are eliminated:

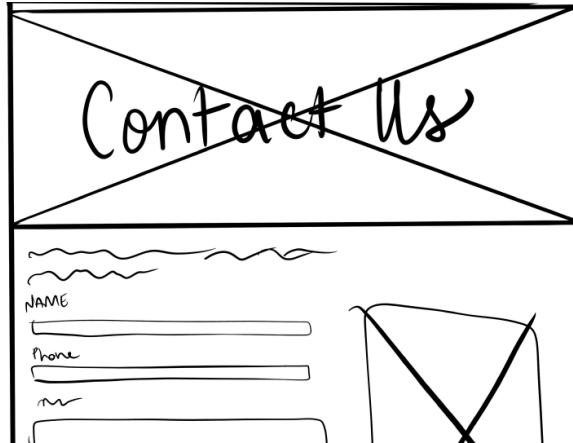


This was arguably the second biggest flaw of the site after overall lack of content. Replacing a cheesy hard-to-look-at design with a aesthetically pleasing minimal design automatically increases the trust of a user. They are much more inclined to believe that a product is more promising if it's presented in a pleasing way.

The only error messages to occur should happen on the contact form when something is inaccurately completed. The error messages would be very literal and straight forward in plain text, so there is no confusion or need for advanced skills. “Help users recognize, diagnose, and recover from errors” is then adhered to.

Finally, there was “Help and documentation” to consider. However, Given the lack of need to do much more than browse a gallery or complete a contact form, there's just a need for simple instructions such as “Complete the contact form below” or “Click the images to enlarge”

(Nielsen). Below shows how the simple instructions would be applied right about the target area:



The overall design would be best executed with the pages using one CSS sheet in order to retain visual consistency across pages and content. Fonts would be picked first stylistically, but also have safe web-font back ups applied so that various platforms have an aesthetic finish. Accessibility is also considered by applying content and including descriptors for major visual incorporations. It's important to reach a very wide audience with something as major as a restaurant. Placeholder and content placeholders allow the client to apply future information as needed and retain a solid layout plan. All pages would be validated to adhere to current HTML and CSS standards so that it's guaranteed the most success across various platforms and formats. To be most legible, contrast standards are greatly considered. Breakpoints are essential for separating content and areas, especially for responsive design across devices.

Each of the concerns addressed early on are redesigned in the project to provide the ultimate user experience. It was essential to fill in all the missing content. Much of this was able to provide for the most common needs of potential users, such as the desire to access a menu or easily GPS the location. The aesthetics would take a complete 360 so that people are more inclined to try the restaurant based on its representation. The most essential information is

always accessible at the surface and all information is intuitively laid out and categorized for easy finding. All content applied is directly applicable to the establishment, its owners, and the food. Therefore, inappropriate content is easily avoided. This design needed all these changes desperately to make it more usable, accessible, credible, etc. Previously, a user wouldn't take the site very seriously.

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