

Project: Tallgrass Burger Mobile/Web Re-Design

Role: All UX Rolls **Duration:** April-June 2022

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Project Overview



The Product:

Tallgrass Burger is a neighborhood, fast-casual restaurant in the East Village, NYC that sells American comfort food. In an effort to refresh the burger joint that he purchased in 2020 and successfully kept afloat, former employee-turned-owner, Patrick Acosta, began planning a renovation to the shop's physical store in early 2022. Along with the brick and mortar changes came a desire to improve the restaurant's web offering.



The Problem:

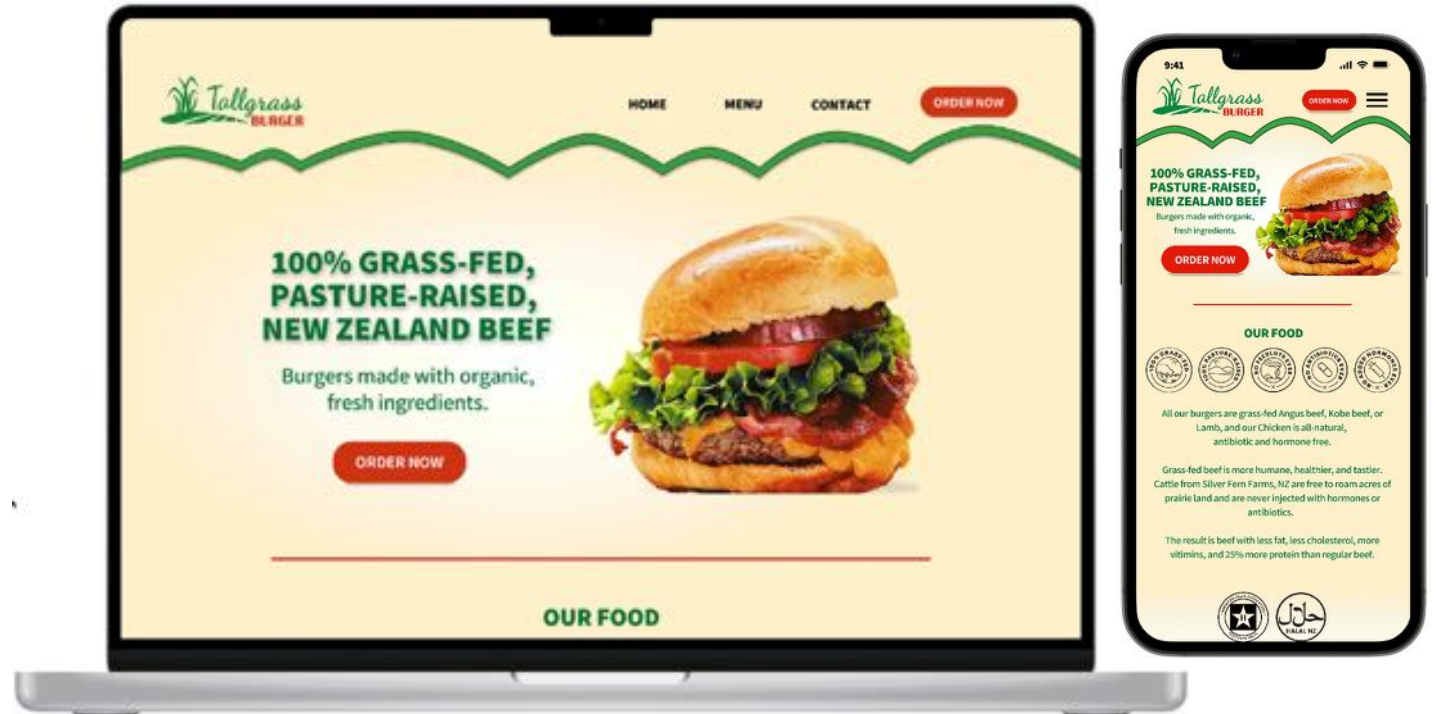
Customers are using Google, or other food delivery apps, to order from Tallgrass Burger. With food delivery usage expected to grow over the upcoming years, third party service fees increasing, and inflation rising, how do we encourage customers to visit our website and support us directly?

Project Overview



The Goal:

Design a refreshed version of the site (mobile and web) to build trust and encourage repeat and new customers.



Empathize (Foundational Research)

We needed to get a lay of the land, so the first question asked was:

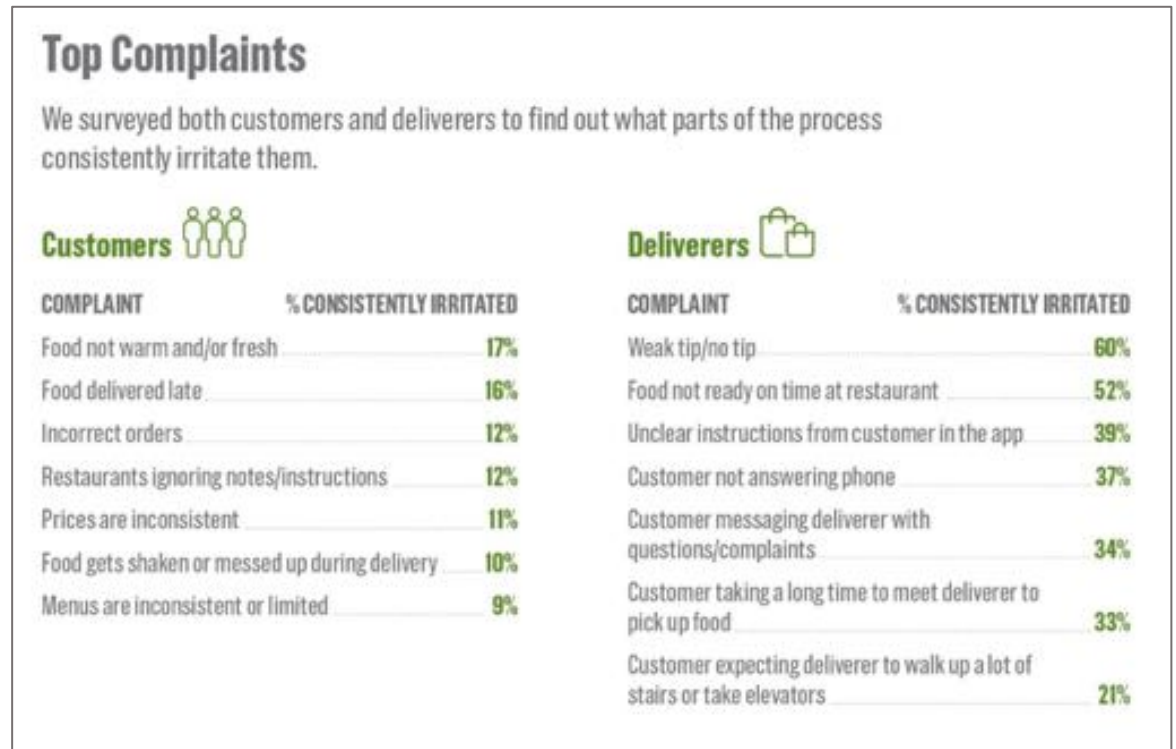
“What does the online food delivery industry currently look like?”

Secondary research in the form of research studies and articles, helped make it clear that there is good reason to pay attention to our web and mobile user experience. Here are some key quantitative findings:

- **Online food delivery is projected to continue growing 9.7% year over year**
- **Projected market volume by 2026 would be \$93.37 billion**
- **# of users will amount to 217 million by 2026.**

Empathize (Foundational Research)

A 2019 US Foods Study of top user pain points made us question if the data was still relevant post-2020, and served as a jumping-off point for the questions we asked when conducting our primary research. (Source: [US Foods](#))



Empathize (Foundational Research)

We began asking:

“Who are our customers?”

“Who are our biggest competitors?”

“What do our customers really want?”

“What features are expected when ordering online?”



Once research goals were defined, a mix of interviews and surveys were held remotely with 5 different participants who regularly order takeout or delivery from Tallgrass or other burger restaurants and live within a metro area. Findings were synthesized in empathy maps to identify real users and their pain points.

Meet the Users



Primary

Name: Jimmy

Age: 39

Occupation: Accountant

As someone who travels into NYC for work, Jimmy heads to Tallgrass Burger for multiple meals during the day because they specifically serve certified Halal meats. As a member of the Muslim community, it is important to be able to practice his religion.



Secondary

Name: Lauren

Age: 28

Occupation: Teacher

Juggling being a new Mom during the Pandemic-era while also working as a teacher, has certainly been a challenge. Tallgrass Burger is the local restaurant that she trusts to deliver fresh food when there's no time for her husband or herself to cook dinner. She wants ordering to be fast, easy, and uncomplicated so she can focus on more important tasks.



Supplementary

Name: Matt

Age: 19

Occupation: Student

Matt doesn't always have time (or the energy) to cook meals as a full-time engineering student and as an intern. As a "foodie" he likes trying different menu items and appreciates when there are hires photos to help him decide on items. He also keeps an eye out for deals and promotions for free food when possible.

Value Proposition

User Stories and User Journey maps helped to identify obstacles a user might face and Problem Statements for our users helped narrow down ideas on user needs to be addressed. The following value prop of why the customer should use our service, was written to make sure all stakeholders agreed on our goals:

Using the Tallgrass Burger website directly allows for better customer service, better deals, faster delivery, and also means directly supporting a small, immigrant-run business, over a larger competitor.

Competitive Analysis

The competitive audit would inform us about how our offerings stack up against those in the area. The focus was on other fast-casual restaurants (small and large) who were direct competitors, with mainly burger offerings. A few indirect competitors who were sit-down restaurants with more diverse food options were also taken into consideration.

The main differences noticed among the websites that would also inform our designs were:

- Distracting layout, information, colors vs. visually pleasing layout
- Straight-forward navigation vs Convoluted navigation
- Accessible vs non-accessible
- Quality of products

FIVE GUYS
FAMOUS
BURGERS and FRIES



**7TH STREET
BURGER**

Bareburger

SHAKE  SHACK

WHITMANS
NEW YORK

Ideation Exercises

A “How Might We” exercise helped to get the juices flowing and generate some ideas to solve our users’ problems. We asked questions like:

“How might we show off the deliciousness of our burgers?”

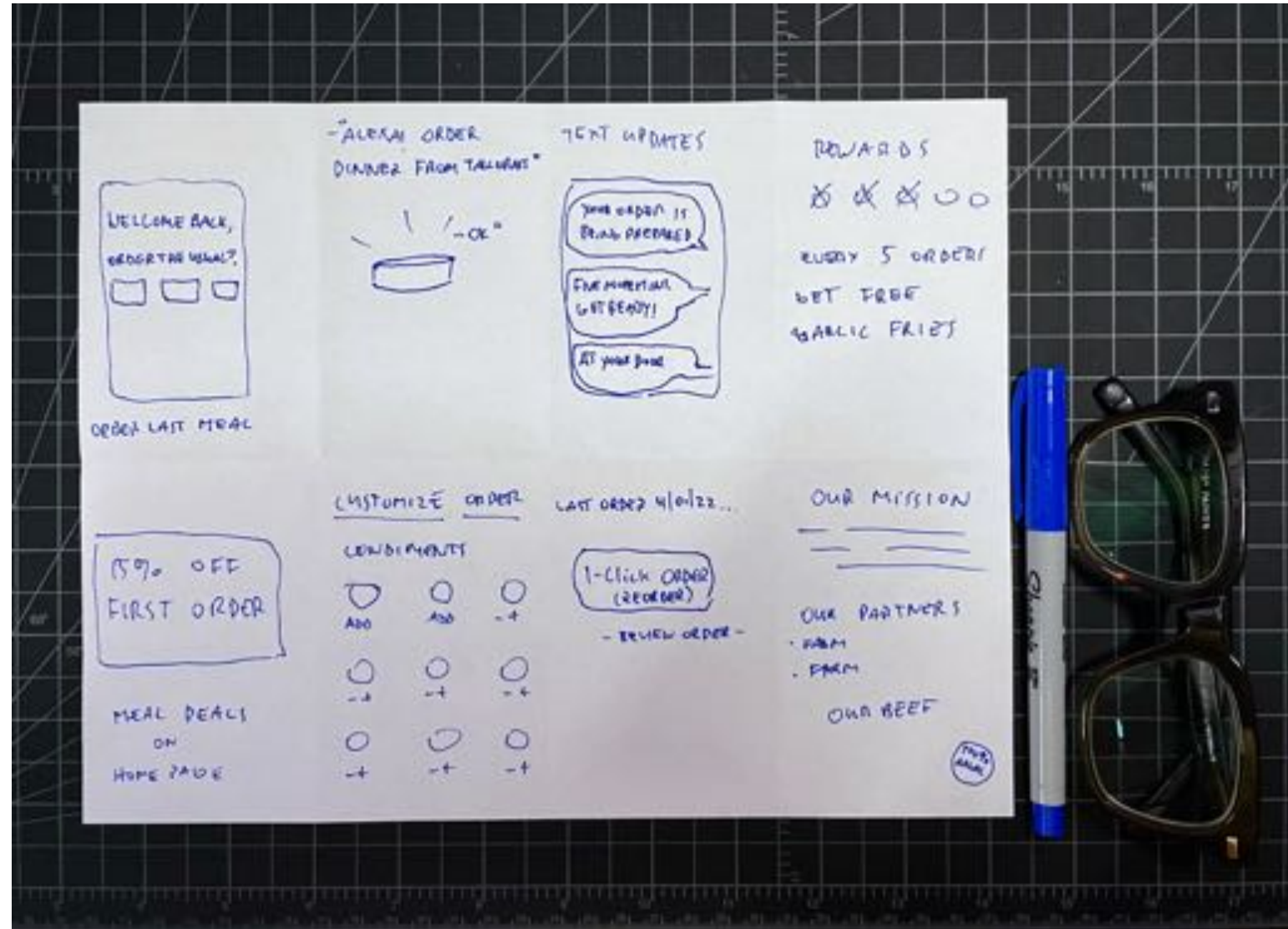
“How might we make it easier for a customer to order food?”

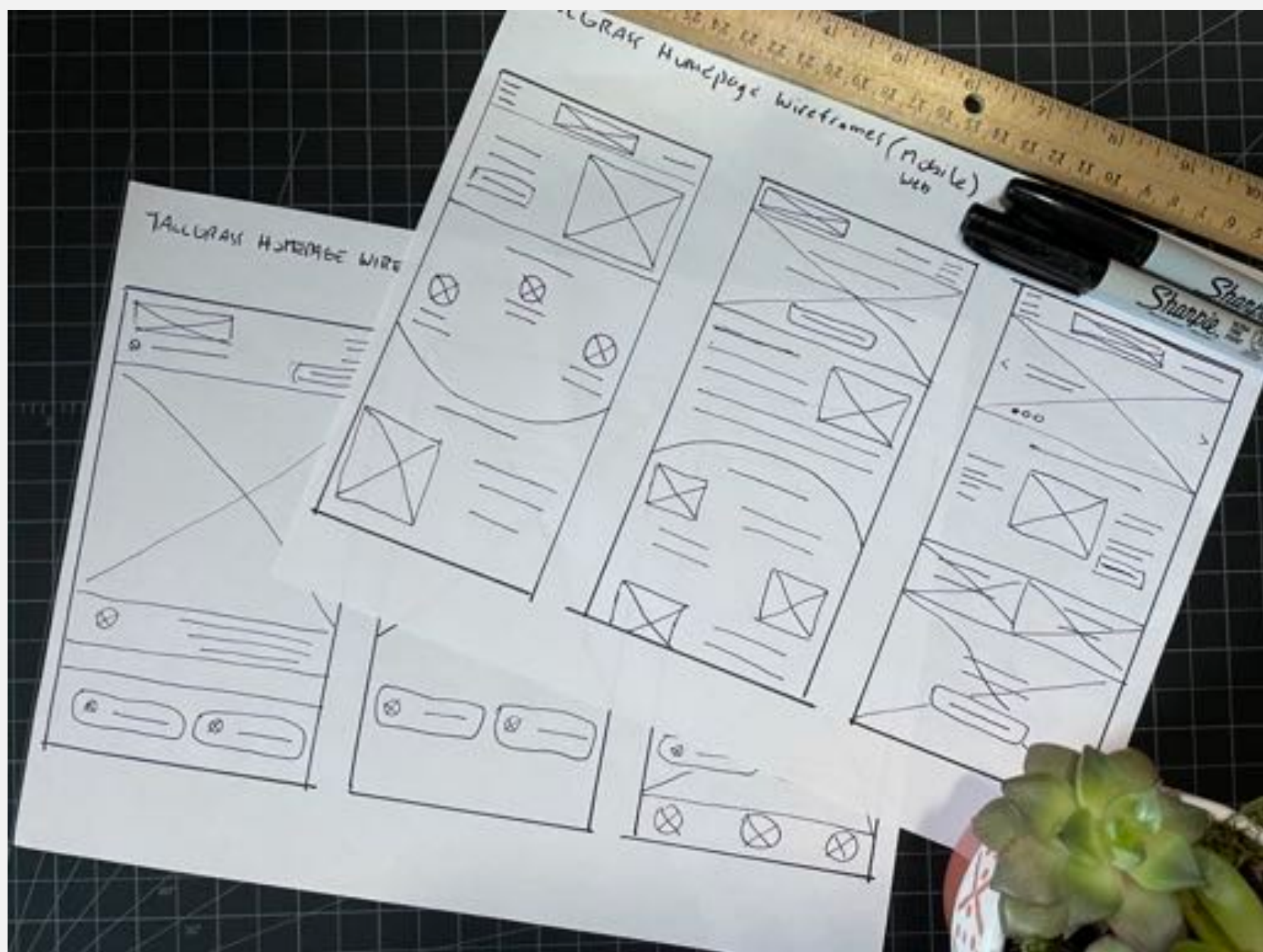
“How might we incentivize using our website over another source?”

“How might we remove having to spend time browsing a menu?”

Ideation Exercises

A "Crazy 8s" exercise helped to start visually mapping out what the website could look like in a mobile environment first.





Digital Wireframes & Low-Fi Prototype

With our bucket of informed ideas and paper wireframes, we created digital wireframes and a low fidelity prototype with features that addressed the user concerns.

[Tallgrass Burger- Figma Low-Fidelity Prototype](#)



Test



Once our Lo-Fi Prototype was solidified with the most important features, research needed to be conducted to find out the usability of the design.



An unmoderated usability study was held remotely with 5 participants, who were asked to complete a set of tasks in the prototype and answer corresponding questions on their experience.



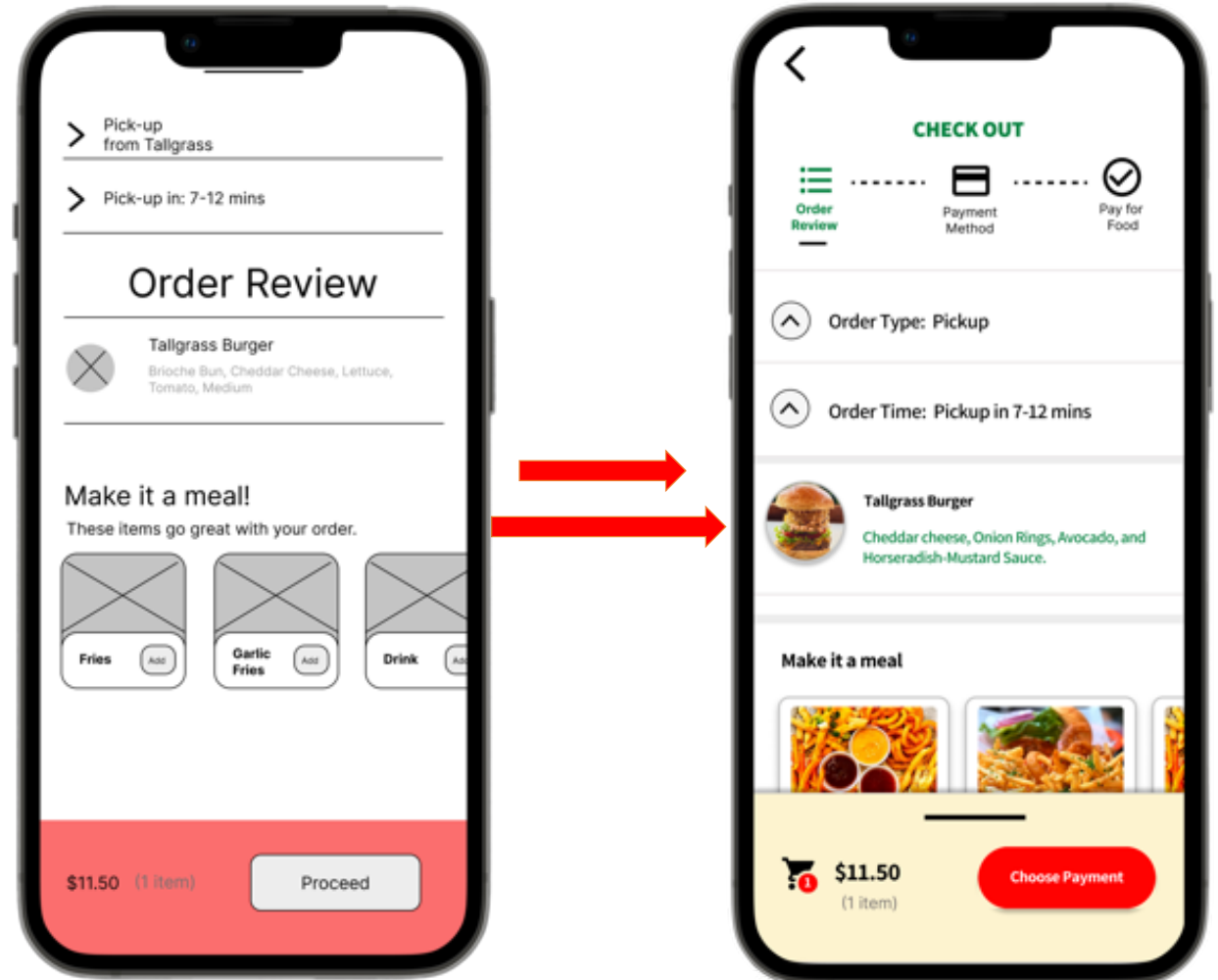
Mockups were then created based off the findings of the study, and were turned into a Hi-Fidelity Prototypes for Mobile and Web.

[Tallgrass Burger – Figma Hi-Fidelity Prototype \(Mobile\)](#)

[Tallgrass Burger – Figma Hi-Fidelity Prototype \(Web\)](#)

Iteration – Log-In

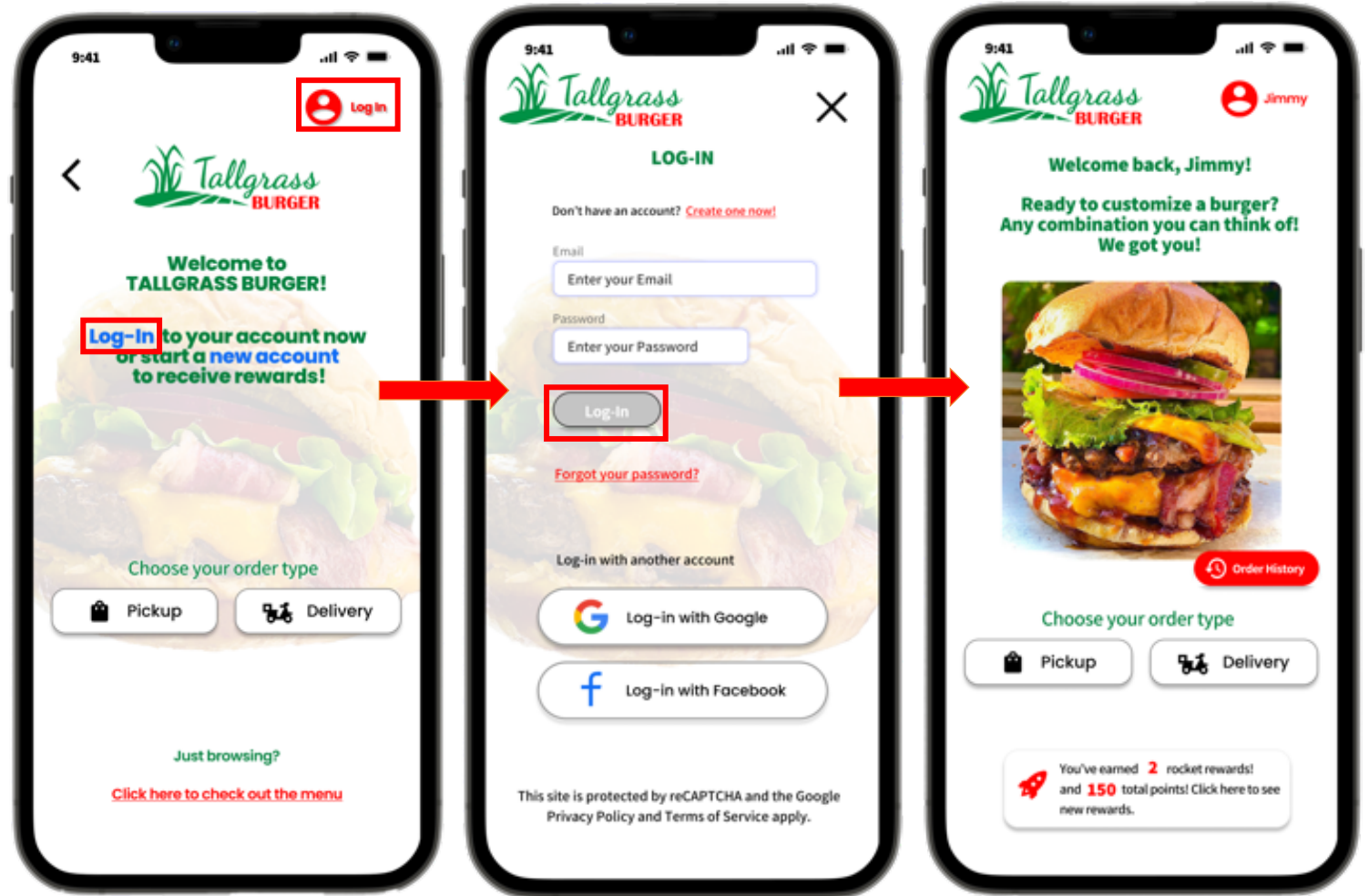
Clicking the “sign-in with e-mail” button on the original prototype, took users straight to the welcome screen with no place to enter e-mail or password. Confusion resulted from a missing screen.



Iteration – Log-In

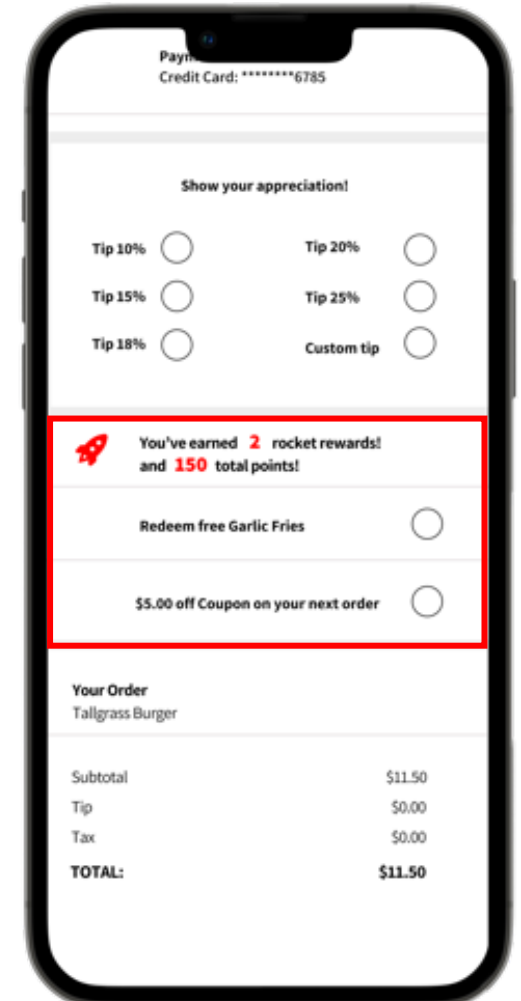
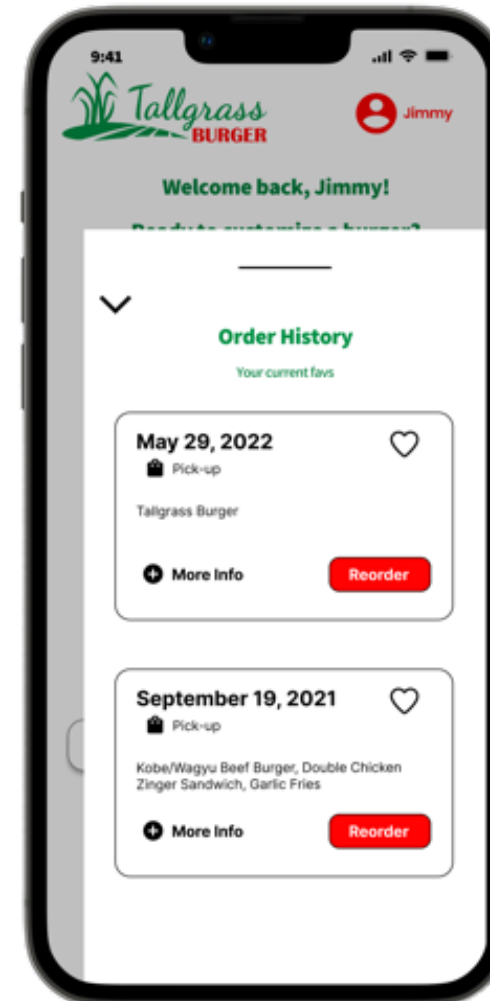
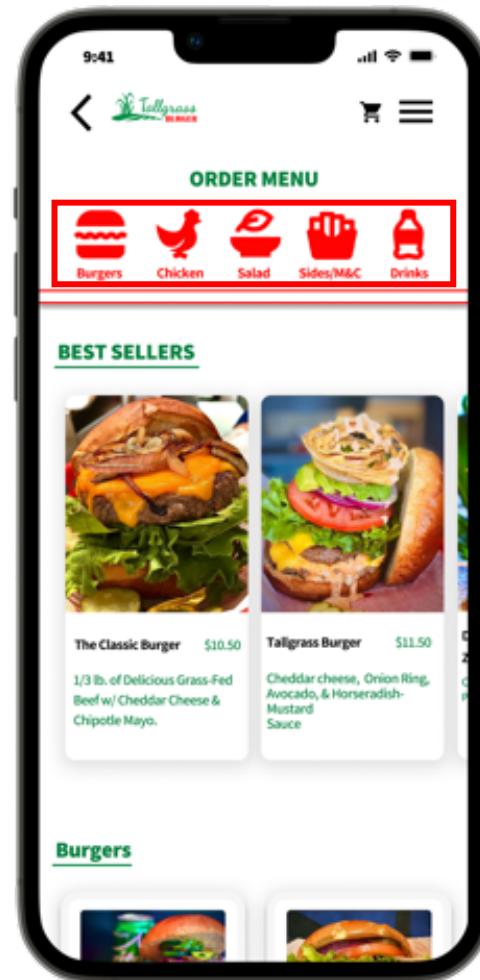
“The most important principle for taming confusion or complexity is to provide a good conceptual model.” Based on this concept from Don Norman, we realized that deviations from an expected norm will stand out.

When designing our Mockups, we made sure to include a screen to enter e-mail & password information with the ability to log-in using other accounts (a feature not currently supported).



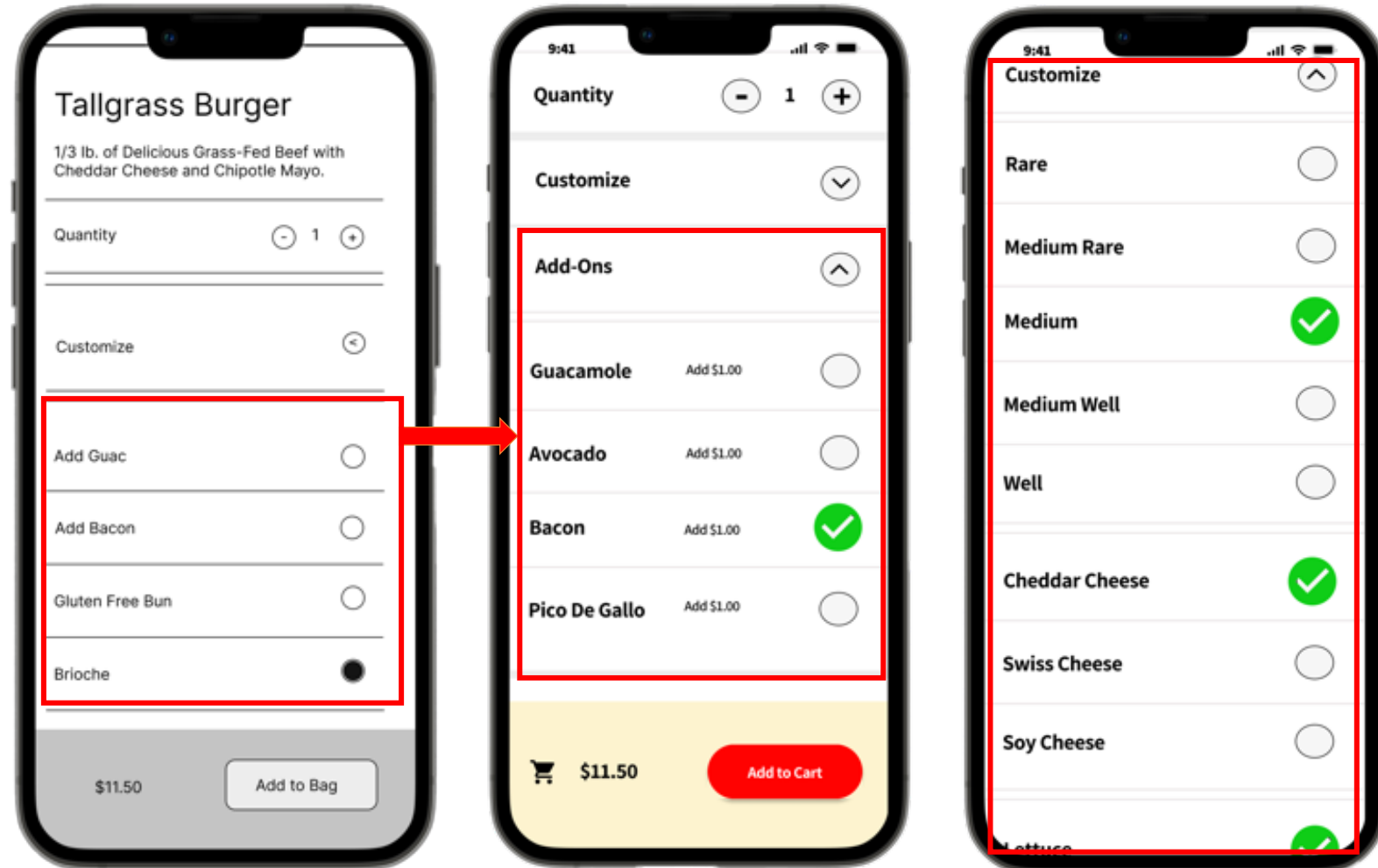
Iteration – Navigation

We found that most participants commented positively on the simplicity of the navigation, specifically the icon navigation on the menu screen. We then asked, “How might we amp up the good to make ordering a burger even *more* convenient?” Enter, the order history feature and rewards suggestions at checkout.



Iteration – Add-Ons

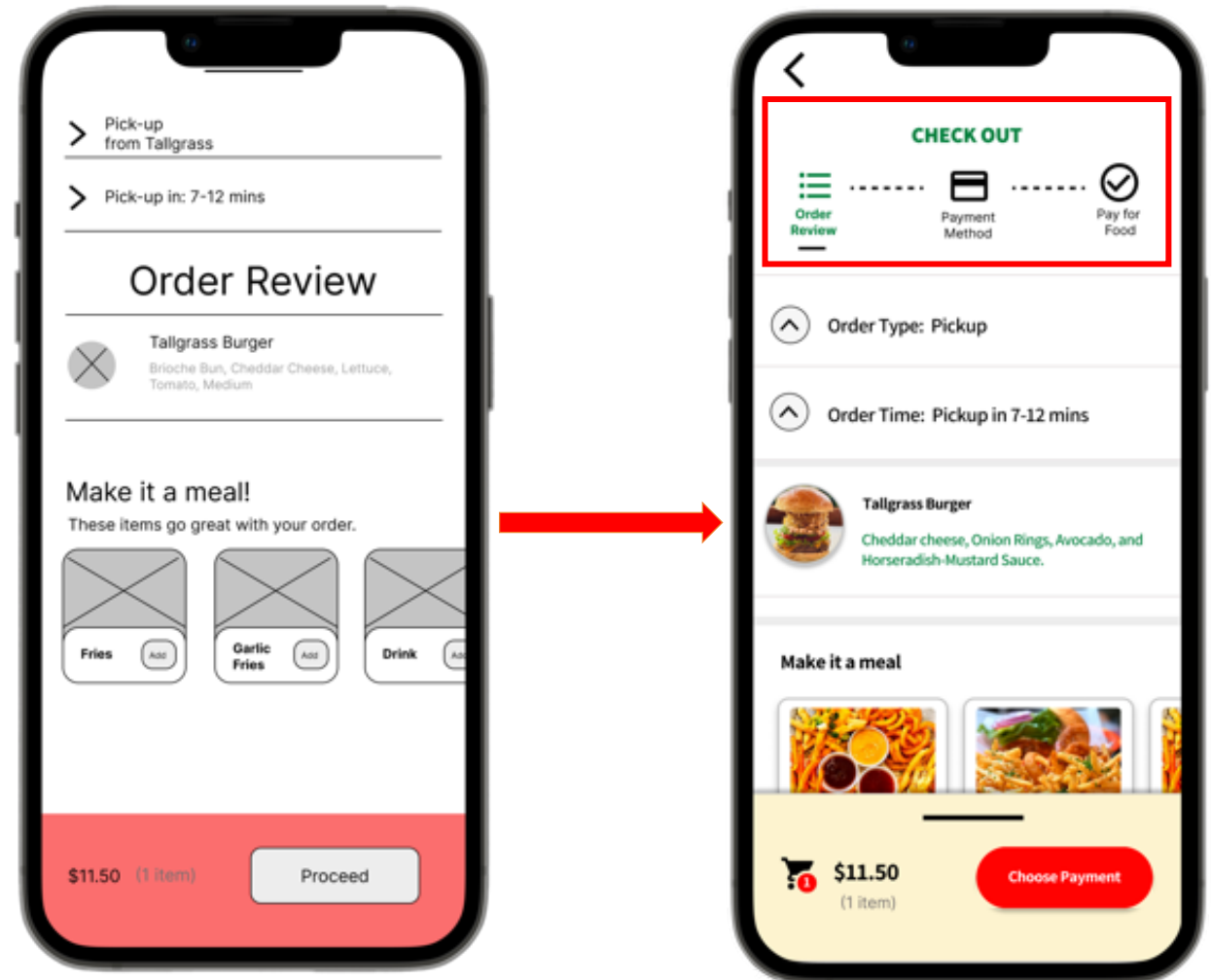
Inconsistency and lack of signifiers within the burger customization section caused momentary fumbling during the ordering process. Prices for "add-on" items were included to show there is extra cost and a dropdown organization of items will increase clarity, order accuracy, and customer satisfaction.



Iteration – Checkout

Users noted that it wasn't clear whether they were in the checkout process or not. To reduce any slips or mistakes due to design, a "stepper" or progress tracker was added for clear communication of stages.

Perceptible feedback (thru sound, touch, and/or visual means) will need to be included.



Navigating the Challenges/Designing for Web



The Challenges:

- 1) Design a simple & cohesive interface for current and new customers.
- 2) Build trust with users.
- 3) Improve accessibility.



The Strategy:

Focusing on user needs around the themes of ease-of-use, trust, convenience, and rewards, led us to add key features to the Hi-Fidelity Prototypes for web and mobile to tackle the challenges and reach our goals.

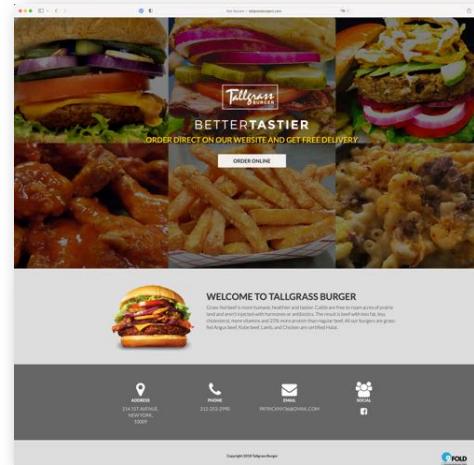
Challenge 1

Design a simple & cohesive interface for current and new customers.

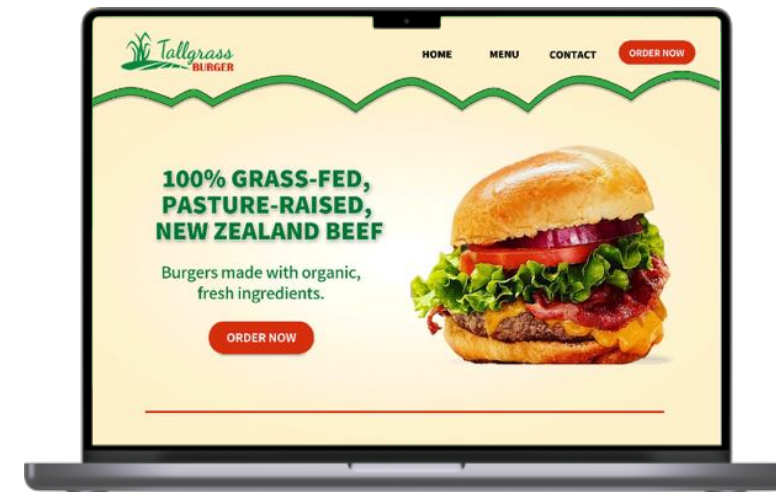
Besides having delicious food and great marketing, a way to get potential customers to interact with your site, is by simply creating a nice online space for them to visit.

- A natural, warm, background was chosen to lighten the feel of the site, while matching the original green and red logo branding.
- Call-to-actions/buttons were specifically chosen to be red to stand out over all other actions.
- Links to all social media channels are now available, using the website as a main hub of information.
- A new identifying “grass” mark was created in the initials TGB (Tallgrass Burger), with a more legible script on the lettering.

CURRENT



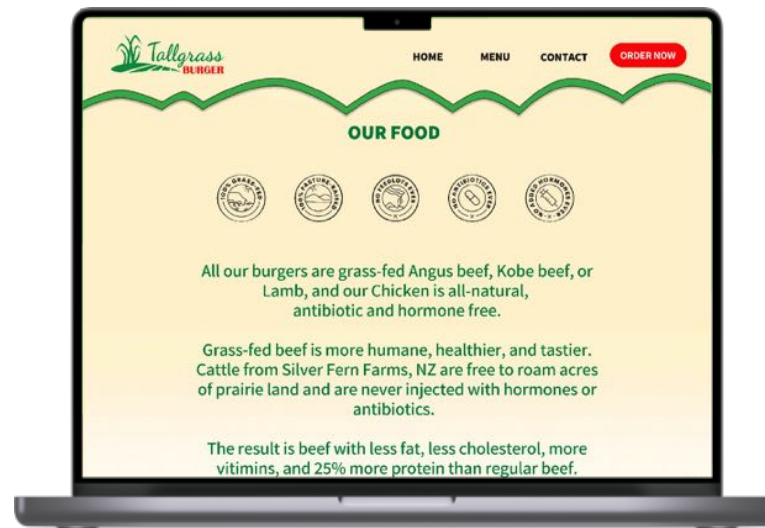
RECO



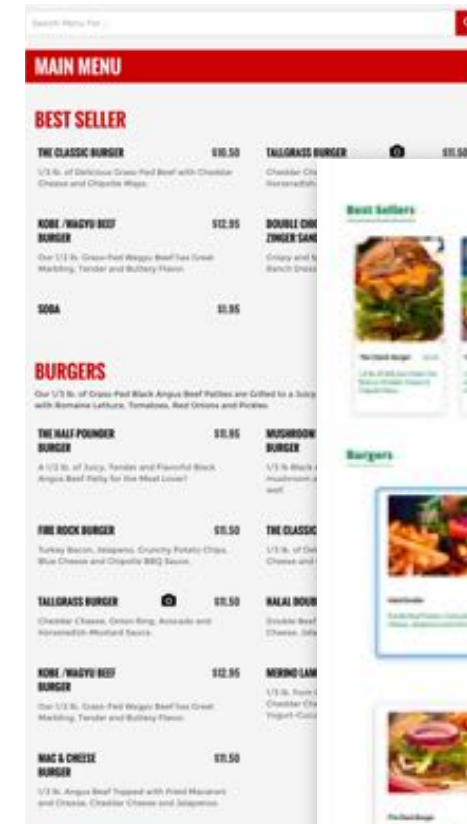
Challenge 2

Build trust with users.

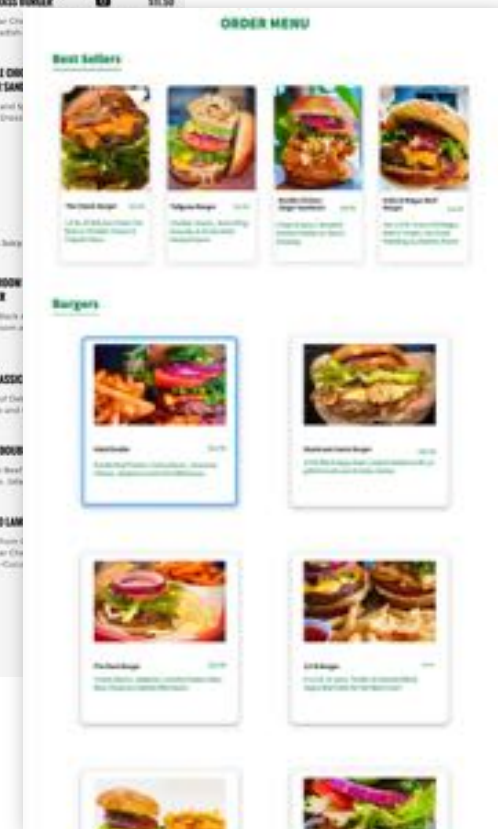
Thinking of our target customers of millennials and Gen Z, an obvious factor in building trust is transparency. By adding information right on the Homepage about the quality of the food, where it comes from, and who is running the business, we hope to inform customers of the mission statement and values at Tallgrass Burger. Furthermore, hi-res photos of the food and of the restaurant, allow customers to see what they are getting, no surprises.



CURRENT



RECO



Challenge 3

Improve accessibility.

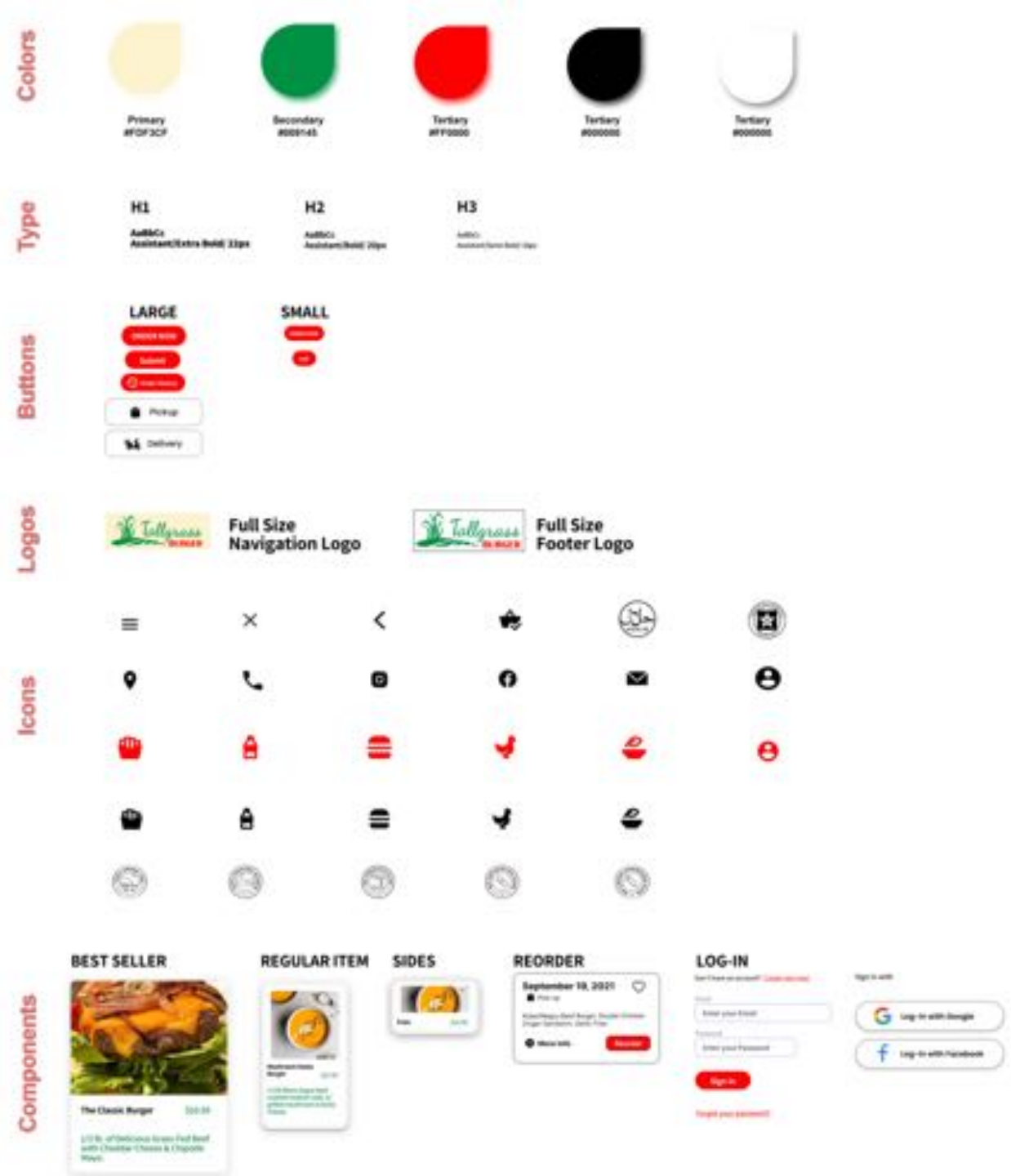
Sight and mobility issues were focused upon when improving the site. A contrast ratio of 4.5 is maintained with background color and text and is AA compliant. For those utilizing screen readers, labeling headers and simplifying the navigation was a way to keep things clean, while also making sure to address accessibility factors.

Distinct from the order menu with a white background, a text-based menu with the natural background was included as a simple way for new customers to browse food items while simplifying the content for screen readers.



Style Guide

Staying true to the original brand color was important in maintaining consistency with long-term customers, but adding warmth with a natural primary color helped to refresh the darkness of the original web design.



Takeaways



Learnings:

Strong mental models broken by poor design, cause dissatisfaction in users (ex. Missing Log-in screen, lack of information).

Food delivery customers have come to expect certain features when ordering from a restaurant and it is important to be aware of what those features are and include them in designs.

Features such as fast delivery, high-quality food, order accuracy, and variety will be important as customers continually expect more from food-delivery services.



Next Steps:

As for next steps, additional usability testing, gorilla-style inside the store, can help improve the design from real customers. A conversation will need to be held with the current 3rd party web ordering service, 9Fold, to discuss how they can help us improve the accessibility of their service.



Continually staying adaptable to customer's *real* needs will allow Tallgrass Burger to continue operating for years to come.