

Renkon

Japanese Food
Eat-in & Takeaway

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Project Scenario

I chose Renkon, to redesign and rebrand, create their responsive web app since they don't have one, and being their loyal customer I know that their quality is above average, and they deserve a better logo, website and user experience.

Client Profile

Renkon is a Japanese Restaurant with Donburi Range and variety from Japanese real healthy meals.

Their overall standard qualities of food/environment are high since they supply high quality food.

They have 4 restaurants across Auckland, in the City Centre, Parnell, Pitt Street & Takapuna

Renkon offers meals made from traditional Japanese ingredients such as rice, udon, miso, seaweed, soy-sauce along with green tea but tailored to kiwi tastes and way of life.

Constraints & Specs

PDF, or ZIP file for the presentation, Sketch file or UXPin for the Prototype, and a website based on user research could be Mobile, Tablet & Desktop version.

Brand Values

Renkon is proud of their Japanese Donburi Range, which Donburi means literally “bowl”, is a Japanese “rice bowl dish” consisting of fish, meat, vegetables or other ingredients simmered together and served over rice. They are a mixture of street food & cozy expensive restaurant, whichever suits the customers needs.

Quality

Cozy

Fast

Integrity

Safe

Problem and Solution

PDF, or ZIP file for the presentation, Sketch file or UXPin for the Prototype, and a website based on user research could be Mobile, Tablet & Desktop version.

User Research

I've researched the restaurant, clients, social media & website, which I planned a few things I could tweak, so first I've started asking the users about the place, interviewed the employees & got some survey answers from my classmates.

From the users perspective I've noticed quite few changes that had to be done in order to have a better user experience, and from the feedback I've got I've made some changes on the Typography style, CTA buttons to be more noticable since the users will click only a few buttons when they are in a hurry.

SWOT Analysis

Strengths

Great cookers, quality food. Fast service, experienced staff & honest. Always respectable towards the customers.

Weakness

Small shop in comparison with customers request, only one line of people to order the food & not so much space available for eat-in.

Opportunities

Since they have large gaps which can be filled into digital perspective, the opportunities to grow & expand their market is large.

Threats

Threats could be the existing Japanese fast food to create their own ordering app which would cause competition & then need to rethink a new strategy to stand out from the rest.

Lean Personas



Tim Murray

26 years old

Works in Sales

Lives in City Centre

Needs & Goals

Time! Needs to manage time more efficiently

Eat something fast & tasty

Not wait in line since his break is short

Less parking tickets

Behaviors

Lives with flatmates

Enjoys eating but not cooking

Always busy working or studying

Buys takeaway at least once a day

Frequently feels that "he forgot something"

Lean Personas



Marina Roberts

31 years old

Unemployed

Pregnant

Lives in Remuera

Needs & Goals

Needs something healthy and fast

Food has to have lots of protein & vitamins

Needs someone to always be there, not being alone

Needs to exercise everyday

Behaviors

Lives with husband, but has lots of fights

Doesn't cook often, takeaway 3+ times a week

Runs every morning

Gluten & lactose free

Q: Hi, what's your name and how long you've been working here?

Hi I'm Ana and I've worked here for 3 years now.

Q. How do you receive orders?

We receive orders only on phone or in store.

Q. Do you think it would be easier for Renkon to receive orders by ordering online?

It would be great! We usually waste time on the phone by receiving orders and when it's noisy it's hard to hear them.

Q: How much time do you usually spend on the phone receiving the orders?

We spend quite a lot of time, but it's not only about time but the energy and it's annoying when you can't hear customers when they are in different locations e.g on the bus etc.

Q: Thank you for your time I have a last question, which meal is the ordered the most?

Teriyaki, is the most common here, thank you!

Competitors

MAD SAMURAI

Mad Samurai is a collaboration between two Japanese restaurateurs and two New Zealanders.

Mad Samurai Wagyu is farmed in the Canterbury plains using traditional Japanese methods (Fed on Grain Soy etc) perfected over 100's of years to produce.



GION JAPANESE RESTAURANT

Gion Japanese Restaurant , The restaurant's interior is decorated with touches of traditional Japanese elements creating a relaxing and warm environment. They also have private rooms that can sit up to 24 people.



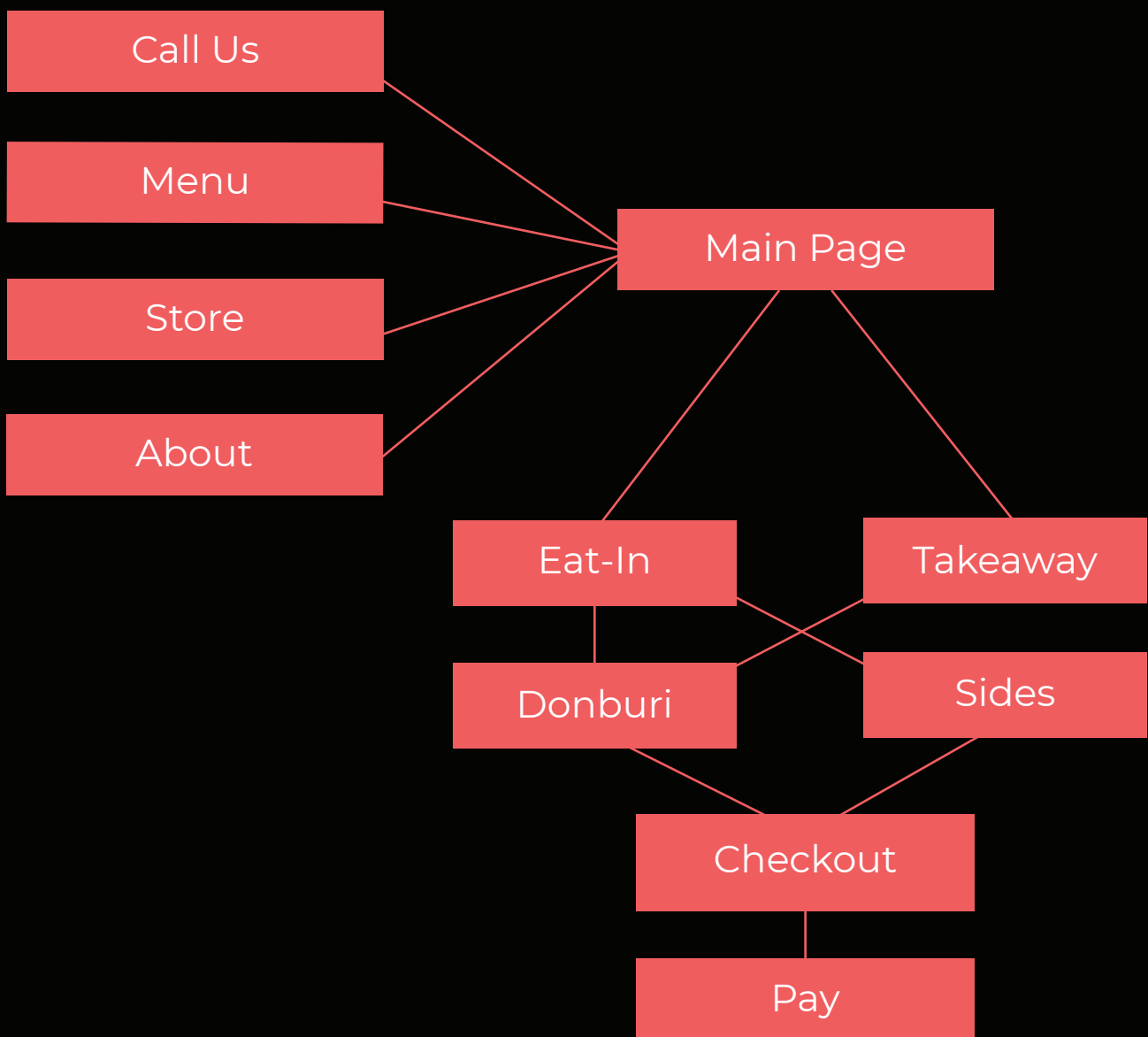
ASAKUSA

Asakusa is a restaurant in the Remuera area, loved and known by the locals for its authentic Japanese food.

Renkon

Japanese Food
Eat-in & Takeaway

Information Architecture Flowchart



Moodboard

Renkon
Japanese Food
Eat-in & Takeaway

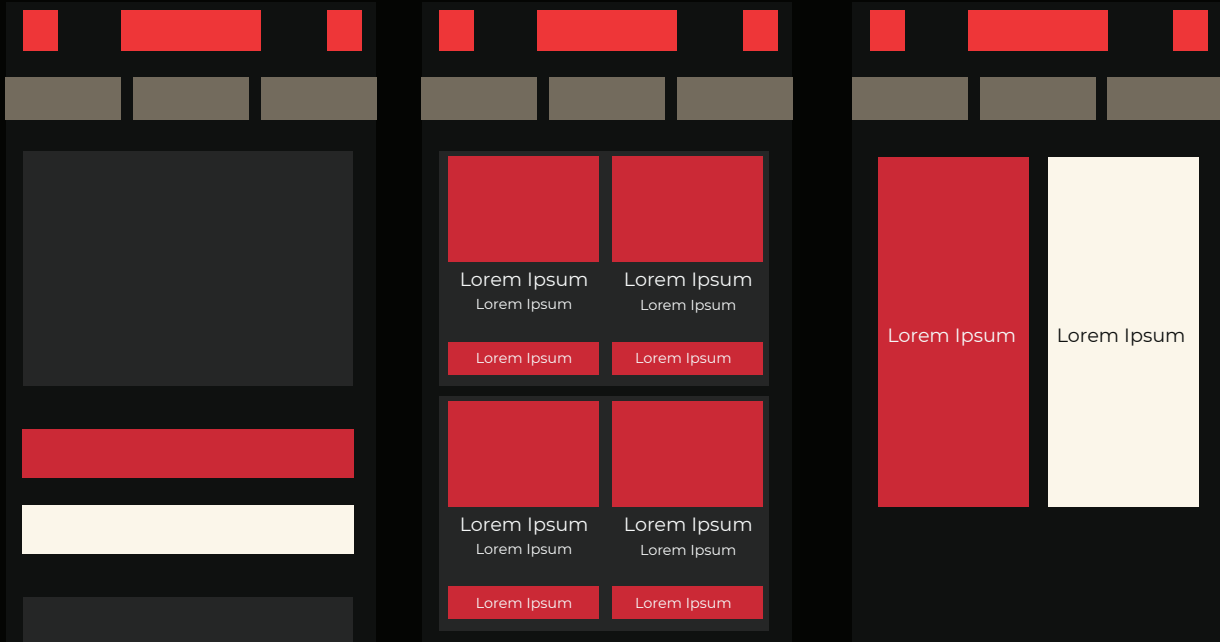


Wireframe & Prototyping

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<https://sketch.cloud/s/jrzG7sum>



Renkon
Japanese Food
Eat-in & Takeaway

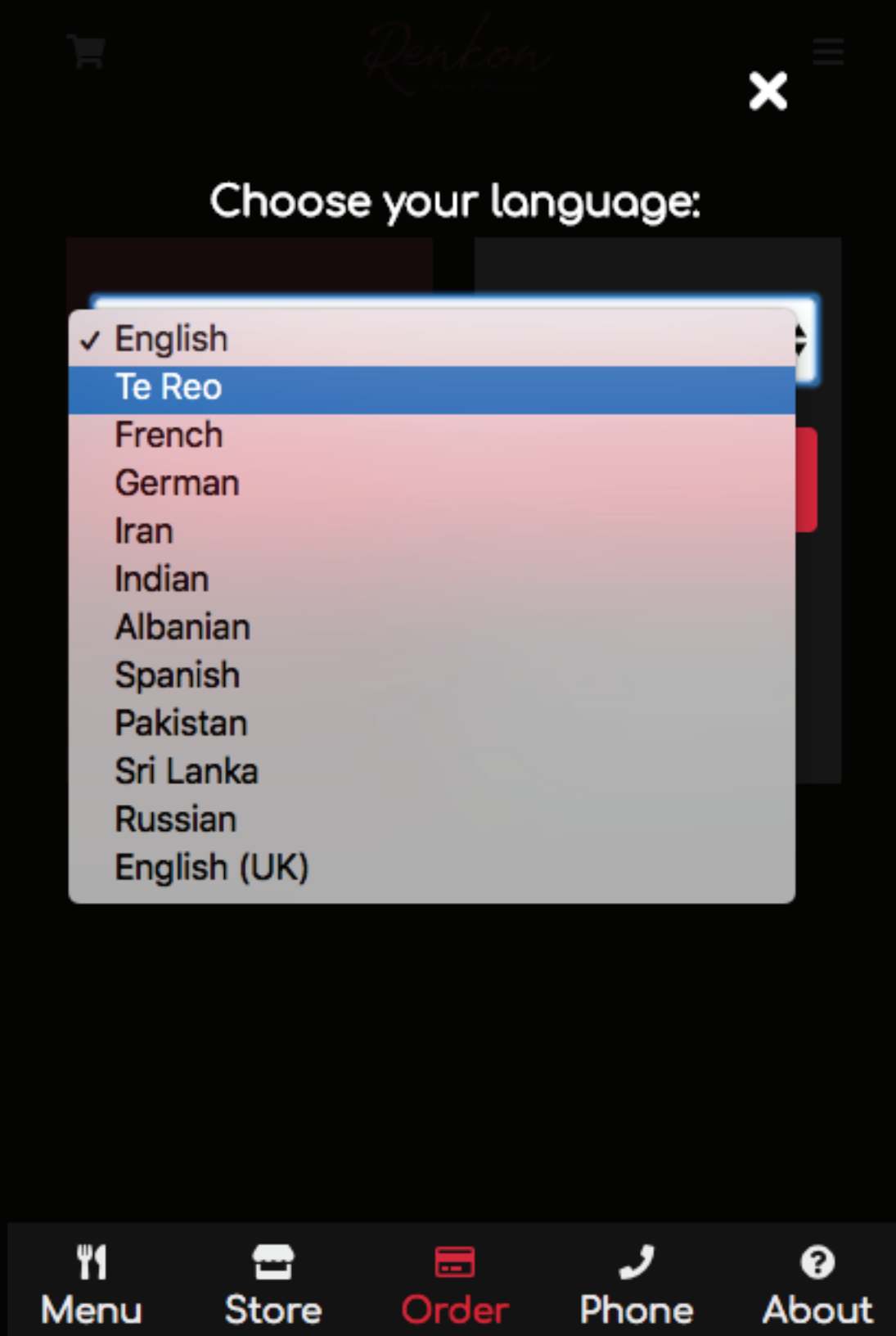
Renkon - Project Timeline	
Stages	Duration
Documentation	3 Days
Project Timeline	1 Day
Project Overview	2 Days
Research	4 Days
Client Research	2 Days
UX Research	3 Days
Competitor Research	2 Day
Style Research	2 Days
Target Audience / Persona	2 Days
Treaty of Waitangi	1 Days
Prototypes	7 Days
IA / IxD	1 Day
Wireframes	2 Days
Sketch Mockups	5 Days
User Testing & Feedback	4 Days
Coding	8 Days
Coding	8 Days
User Testing & Feedback	1 Days
Coding Changes	1 Days
Closure	3 Days
Review	2 Days
Presentation	2 Days
Hand-In	1 Day

Renkon
Japanese Food
Eat-in & Takeaway

[illegible]

Treaty of Waitangi

Main page will ask for language input




Treaty of Waitangi

Google has the option to translate your website into 100 different languages:

Make your website instantly available in 100+ languages

Add the power of Google Translate's automatic translations to your website! The free Website Translator plugin expands your global reach quickly and easily.



[Add to your website now](#)

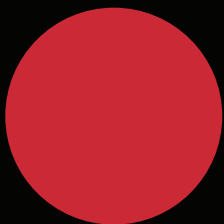
Click [Here](#) to access and download previous customized translations.

Since New Zealand has approximately 600,000 Māori people and they are the second largest ethnic group in New Zealand, would help them to navigate through the website, even though Renkon is more Japanese oriented, could have customers from all backgrounds.

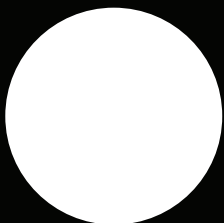
Rebranding

I've chose to rebrand Renkon because their curent brand seems outdated for this digital age, which their website is not responsive and the prices are missing on the menu, so I've thought that even though creating the website & food ordering app would be great, a new retouch of their brand would benefit all of us.

Colour Scheme



#C92B36



#FFF

Typography

Comfortaa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Kaushan Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Kaushan Script

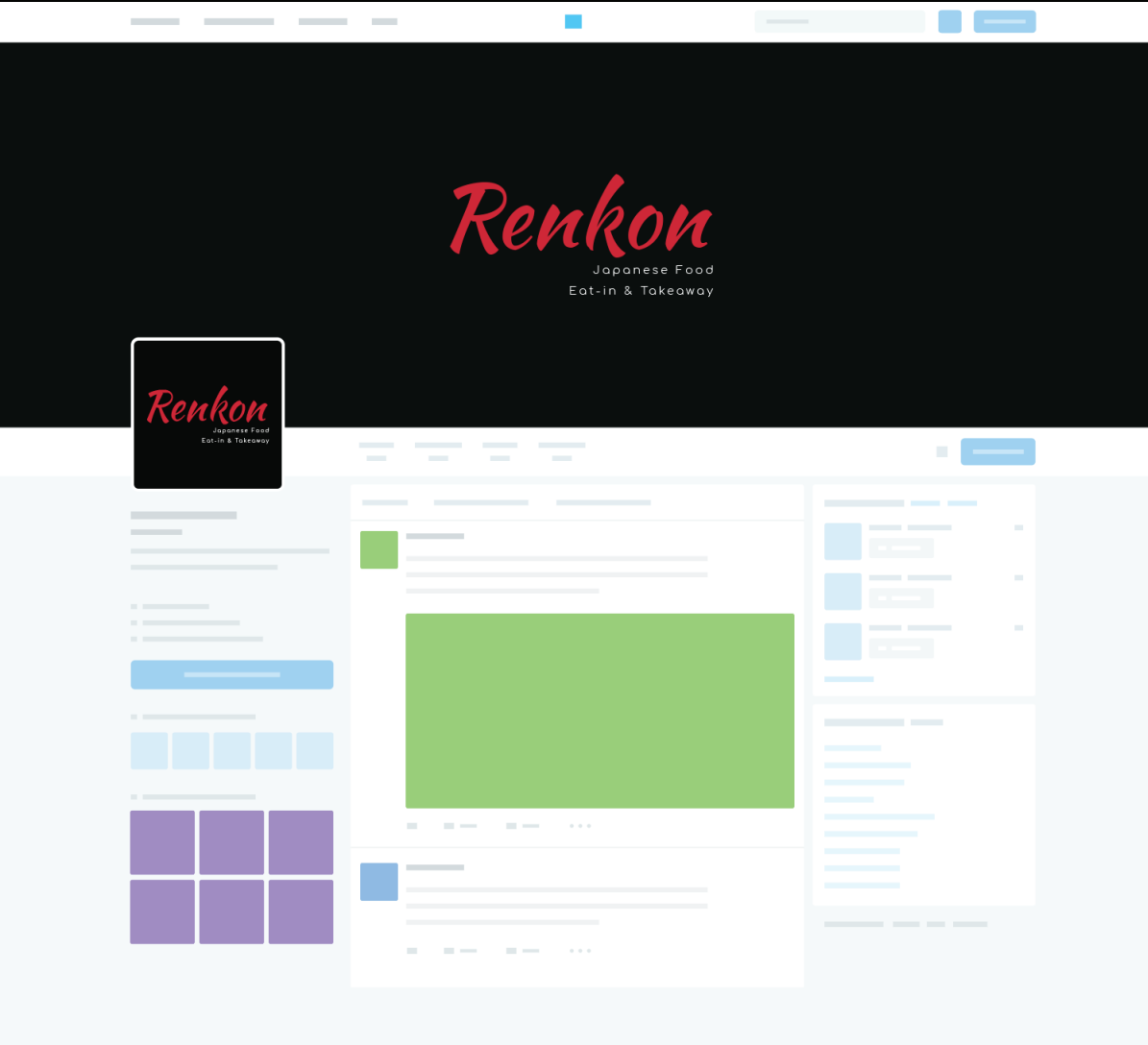
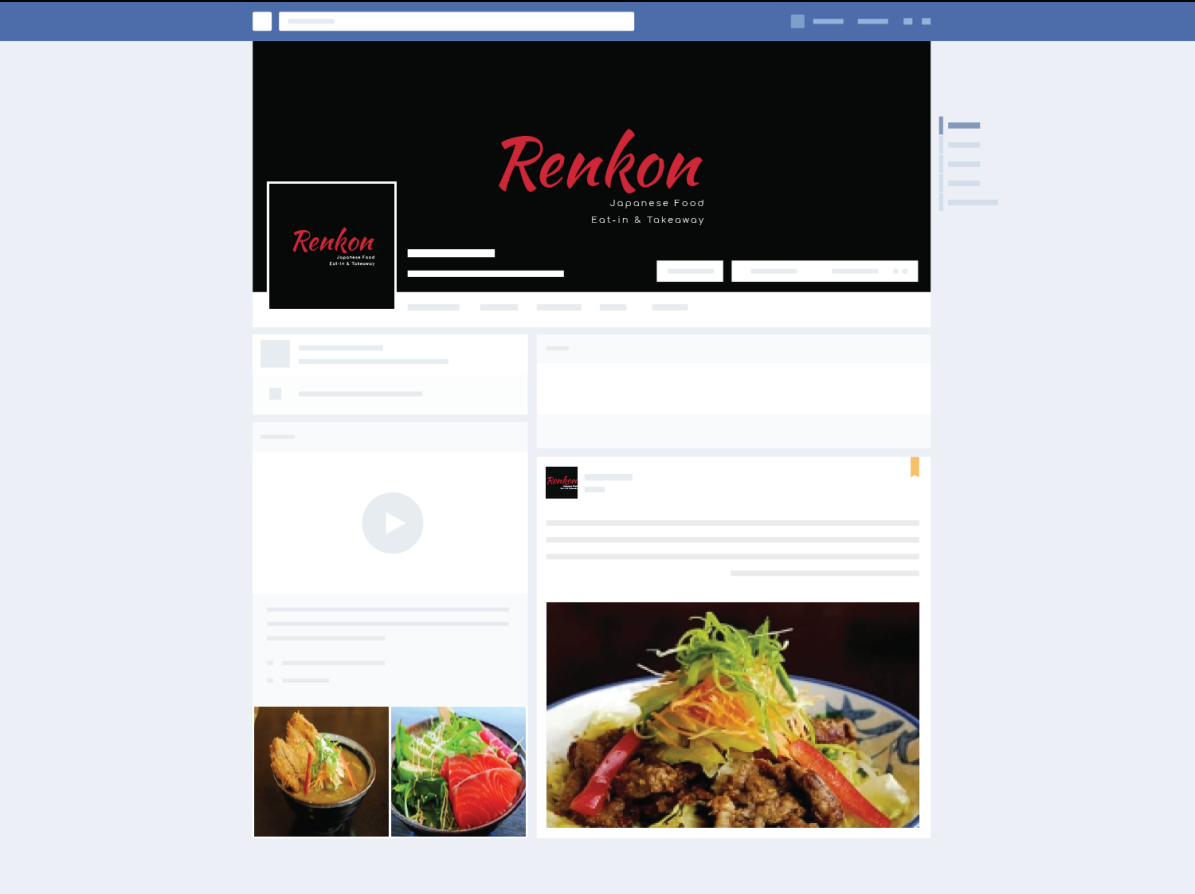
Renkon

Japanese Food
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Comfortaa





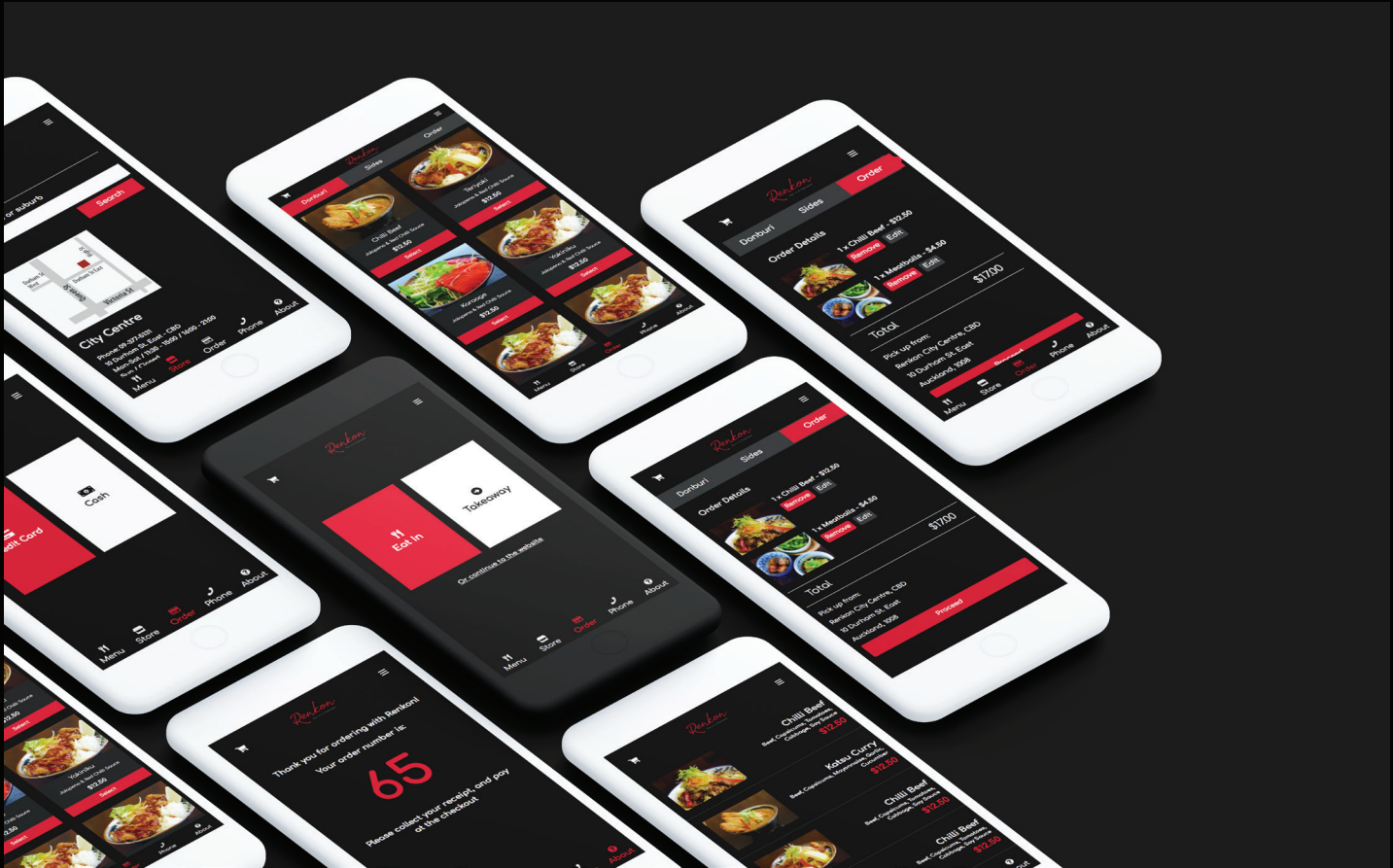
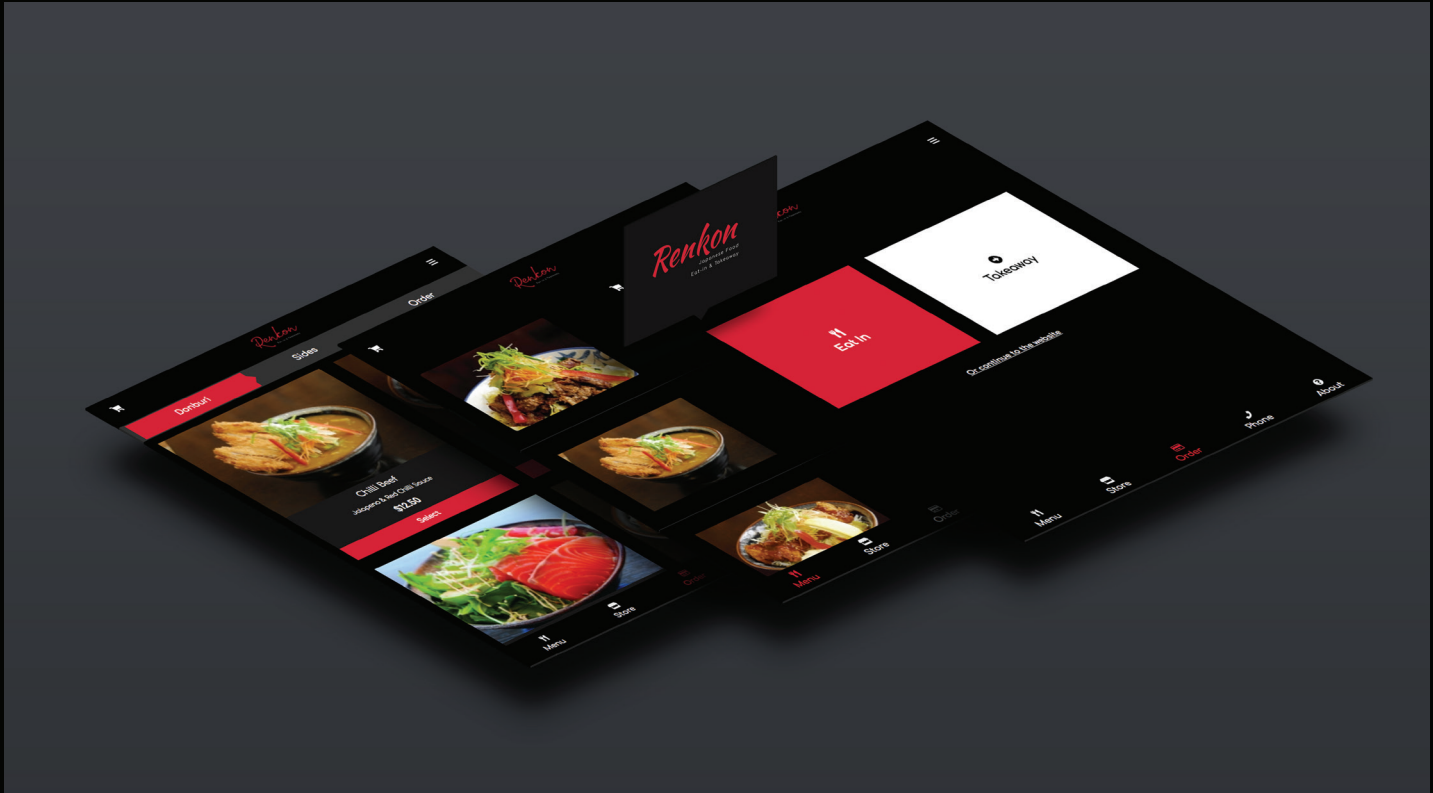


Our Promise

JAPANESE
DONBURI RANGE
AND VARIETY
FROM JAPANESE
REAL HEALTHY
MEALS.

Renkon

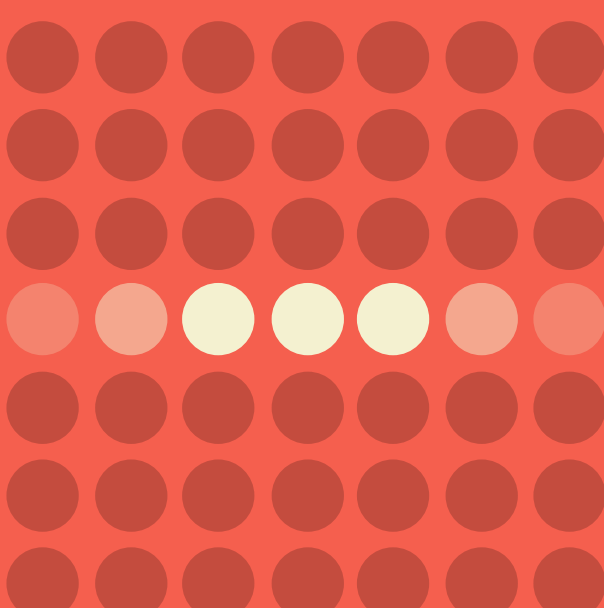
Japanese Food
Eat-in & Takeaway



UX Laws

The average person can only keep 7 (plus or minus 2) items in their working memory - Miller's Law.

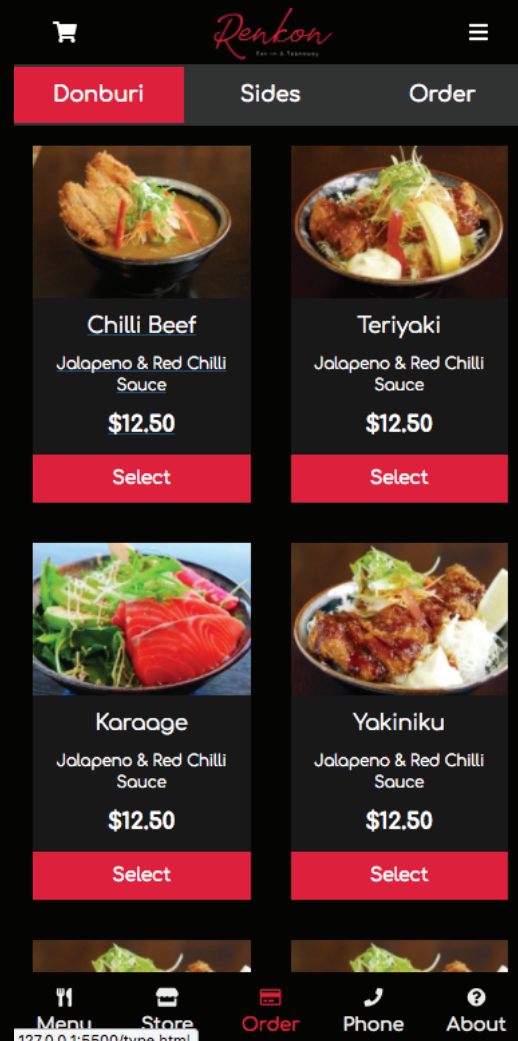
Home page of Renkon contains 6-8 items per page which allows the users to navigate smoothly and choose more easily their food.



Miller's Law

The average person can only keep 7 (plus or minus 2) items in their working memory.

LAWSOFUX.COM



Renkon
Japanese Food
Eat-in & Takeaway

Donburi Sides Order

Chilli Beef
Jalapeno & Red Chilli Sauce
\$12.50
Select

Teriyaki
Jalapeno & Red Chilli Sauce
\$12.50
Select

Karaage
Jalapeno & Red Chilli Sauce
\$12.50
Select


Yakiniku
Jalapeno & Red Chilli Sauce
\$12.50
Select

Menu Store Order Phone About


127.0.0.1:5500/type.html

UX Laws

Tesler's Law, also known as The Law of Conservation of Complexity, states that for any system there is a certain amount of complexity which cannot be reduced. The payment process cannot be reduced, but can be easier to interact with e.g (Eat-in, Takeaway).






Tesler's Law




LAN SOFUX.COM

Tesler's Law, also known as The Law of Conservation of Complexity, states that for any system there is a certain amount of complexity which cannot be reduced.


Donburi
Sides
Order

Order Details



1 x Chilli Beef - \$12.50

Remove Edit



1 x Meatballs - \$4.50

Remove Edit

Total

\$17.00

Pick up from:

Renkon City Centre, CBD

10 Durham St. East

Auckland, 1008

Proceed

Menu

Store

Order

Phone

About

User Testing

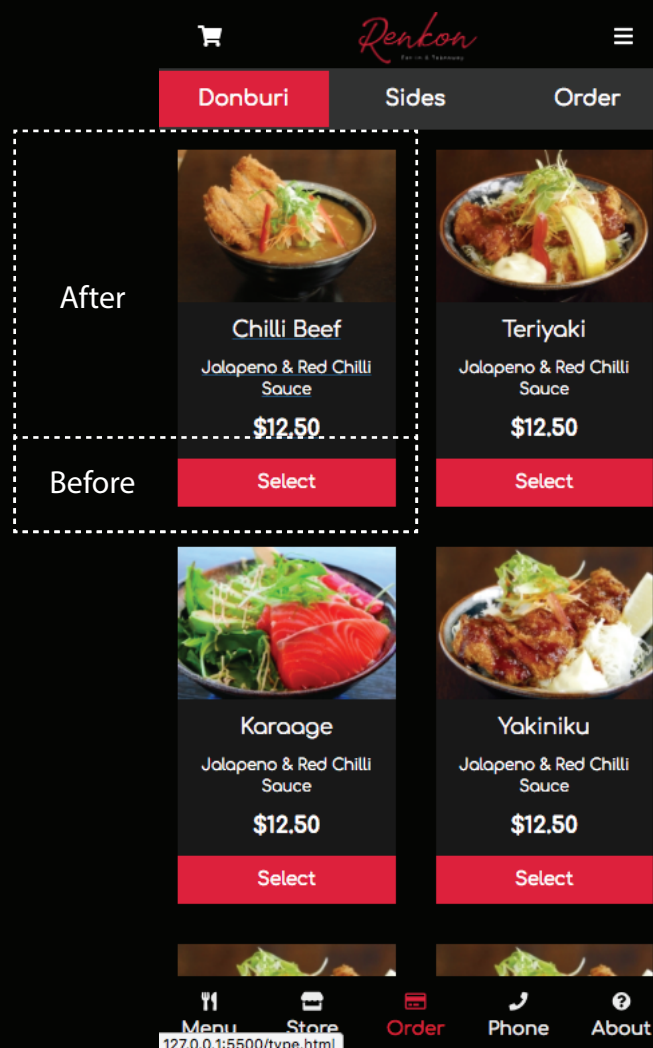
- 1.Place an order
- 2.Read the about section
- 3.When you ordered, go back and change your order
- 4.Check the nutrition
- 5.Call them
- 6.Remove an item from order
- 7.Check the menu

Link for mp4

<https://streamable.com/t9ltf>




User Testing

From the user testing, I've noticed that users expect to click the image, and moves to the next page without having to click the button so I've made the whole section clickable which will redirect to the other page.



User Testing

The textarea text was typing in white, found lots of bugs along the way doing user testing.



Donburi

Sides

Order

Card Number

Card number

Name on Card

Name on card

Exp. Date


MM/YY


CVC


CVC


Any comments?


Pay (secured)

Menu

Store

Order

Phone

About

User testing & Feedback

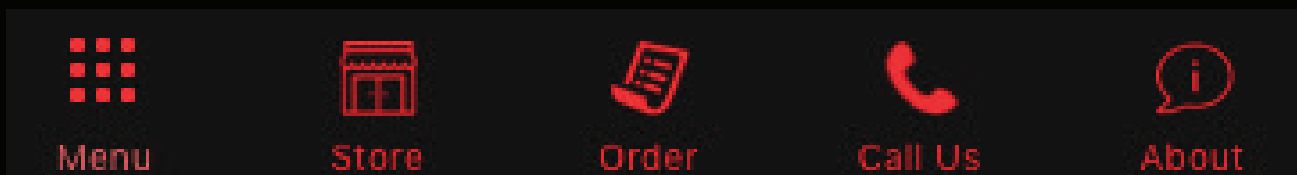
Feedback from Jason at Yoobee (Head of Faculty) on Sketch

10 hours ago

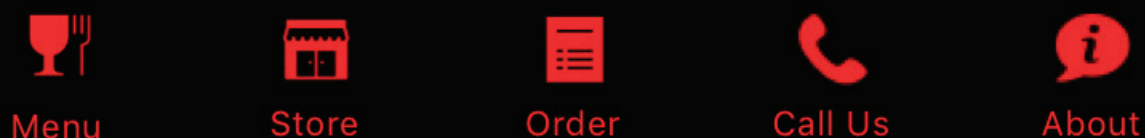
Prototype

- Bottom menu icons have inconsistent weights (thin vs. thick)
- Some plate photos are zoomed in and others far away (inconsistency)
- On landing page - some elements are left aligned and others centered (consistency)
- On landing page - some headings and CTA buttons and images seem too close together, and no hierarchy (is the button grouped with the heading or image?)
- Confirmation Page - consider more hierarchy eg. making important statement bold, or include user's name etc

Before



After



Before

New Donburi Plate,
Chicken Teriyaki &
Oyster Sauce!

Order now



After



New Donburi Plate,
Chicken Teriyaki &
Oyster Sauce!

Order now

If you have a special diet e.g Gluten Free, would you like to type it on that "Allergies" section while ordering or at the end of the order?

3 responses

I would like to see what allergies that are in the meal contains, rather than adding my own

I think having some text that says 'Special Requirements?' and when you click it a form field slides open for them to enter text in might be nice

definatly

Before

Type:
Chicken

Current Sauce:
Teriyaki

Allergies

QTY:
1

ADD TO ORDER

After

Type:
Chicken

Current Sauce:
Teriyaki

QTY:
1

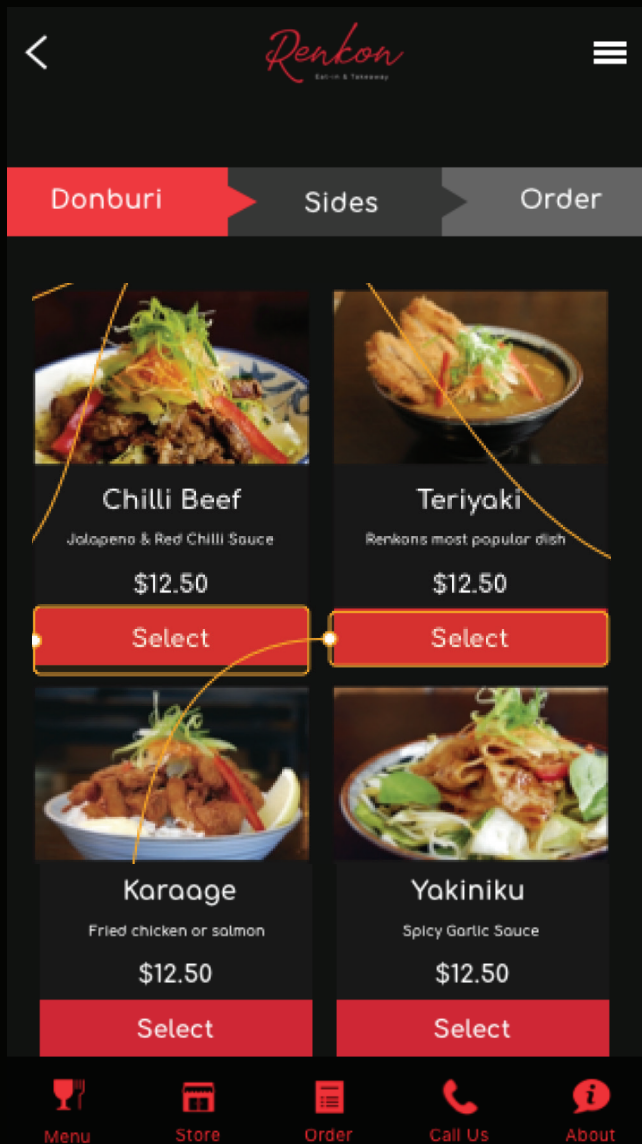
ADD TO ORDER

[View Nutritional information](#)

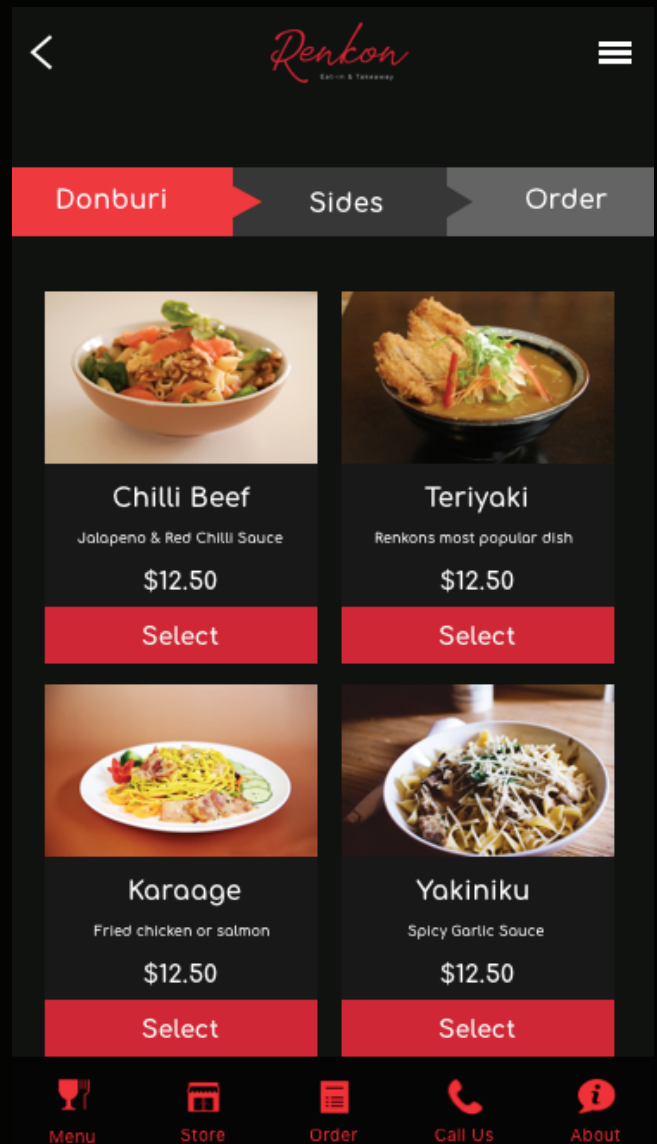
[View our allergen and additive information](#)

Consistency of the images

Before



After



Optional: Type your name, and I'll add your name on my project that you helped me out, cheers!

2 responses

Gareth

JULES ODEA

Was any button/page confusing? If so, which was it?

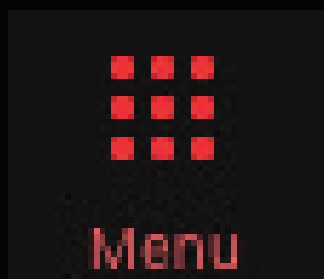
3 responses

the menu button (maybe a food icon instead)

Maybe allergies field could be hidden, and revealed if the user taps YES to it? Also, some of the large red call-to-action buttons might look nice if they were centered vs. left aligned? Black form fields on payment page is inconsistent with white ones from prev. pages - consider making them all the same style? Consider help icon and text next to SVC field and research SVC naming in NZ and 'ecommerce forms best practice'

no looks really good so far!

Before



After



Before

Renkon
Eat-in & Takeaway

< ☰

Donburi Sides Order

Card Number
[Input Field]

Name on Card
[Input Field]

Exp. SVC
[Input Field] [Input Field]

Any comments?
[Input Field]

Pay

Menu Store Order Call Us About

After

Renkon
Eat-in & Takeaway

< ☰

Donburi Sides Order

Card Number
Credit Card Number
[Input Field]

Name on Card
Name on card
[Input Field]

Exp. CVC
MM/YY CVC
[Input Field] [Input Field]

Any comments?
Type a comment here...
[Input Field]

Pay

Menu Store Order Call Us About

Coding with SASS

Mixins

```
@mixin button-red() {  
  background-color:$primary-color;  
  padding:15px;  
}
```

```
.select-button {  
  @include button-red();  
  border:none;  
  color:white;  
  width:80%;  
}
```

Variables

```
// VARS  
$font-stack: 'Comfortaa', Helvetica;  
$tertiary-color:#ebebeb;  
$radius: 5px;  
$tertiary-color: #ebebeb;  
$radius: 5px;  
$tablet-width: 768px;  
$desktop-width: 1024px;  
$wide-desktop-width:1350px;
```

```
button {  
  background-color:$primary-color;  
  border:none;  
  padding:10px;  
  width:60%;  
  height:40px;  
  margin-top:10px;  
}
```

Nesting

```
.inside-renkon-container {
  width:90%;
  margin:0 auto;
  background-color: #131313;
  text-align:center;
  color: white;
  img {
    width:90%;
    padding:5% 0% 5% 0%;
  }
  h3 {
    width:80%;
    margin:0 auto;
    line-height:40px;
  }
  button {
    background-color:$primary-color;
    border:none;
    padding:10px;
    width:60%;
    height:40px;
    margin-top:10px;
  }
}
```

Partial

```
/* =====
GLOBAL
===== */
@import "normalize";
@import url('https://fonts.googleapis.com/css?family=Comfortaa');
@import url('https://fonts.googleapis.com/css?family=Kaushan+Script');
```

W3C CSS Validator results for <http://erind.hoxha.yoobee.net.nz/renkon/index.html> (CSS level 3 + SVG)

Congratulations! No Error Found.

This document validates as [CSS level 3 + SVG](#) !

To show your readers that you've taken the care to create an interoperable Web page, you may display this icon on any page that validates. Here is the XHTML you could use to add this icon to your Web page:



```
<p>
  <a href="http://jigsaw.w3.org/css-validator/check/referer">
    
    </a>
  </p>
```



```
<p>
  <a href="http://jigsaw.w3.org/css-validator/check/referer">
    
    </a>
  </p>
```

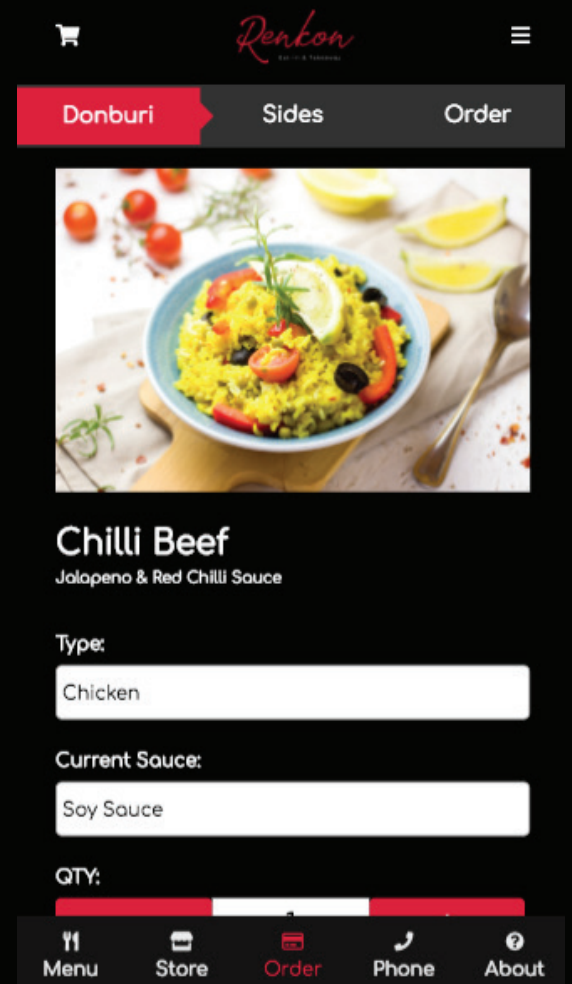
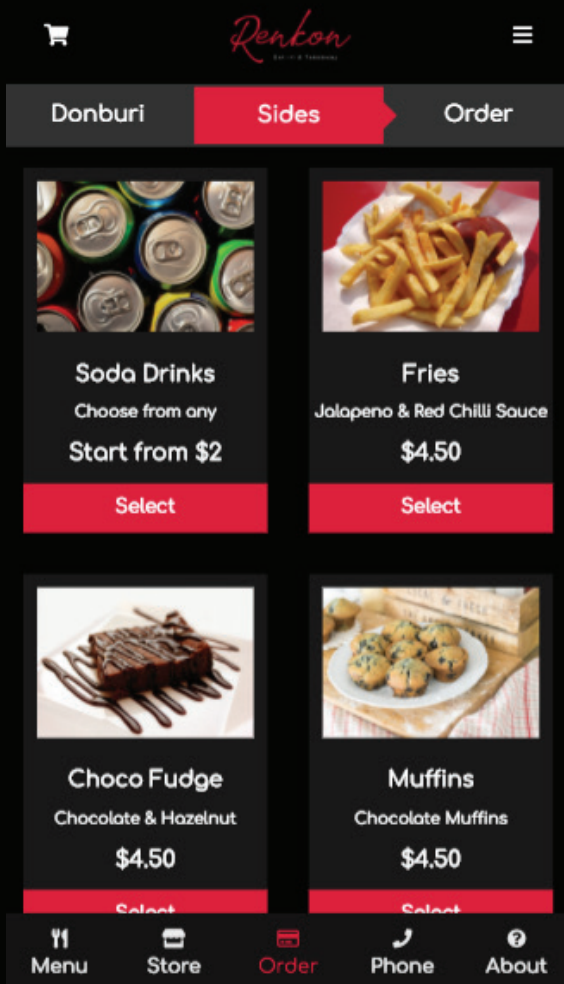
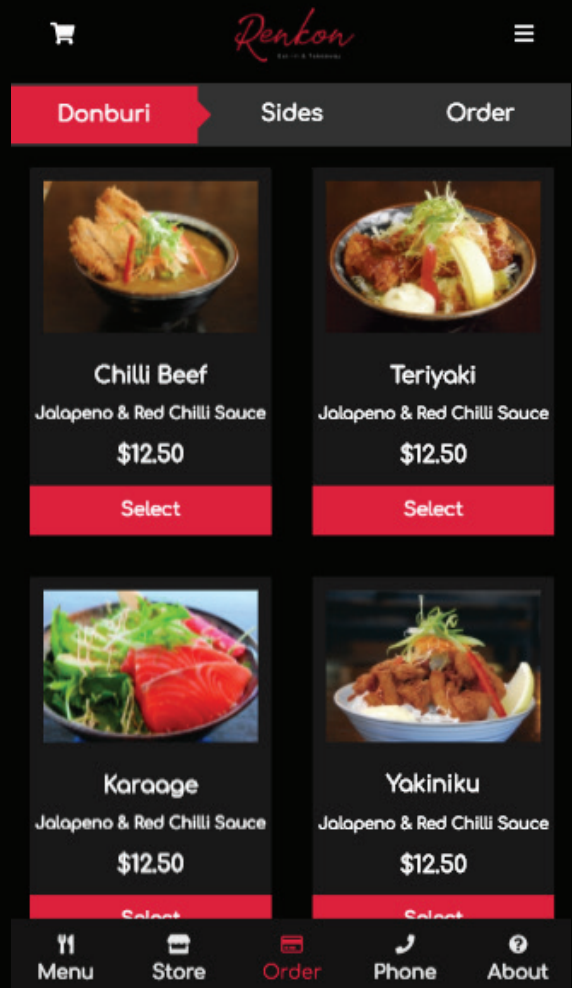
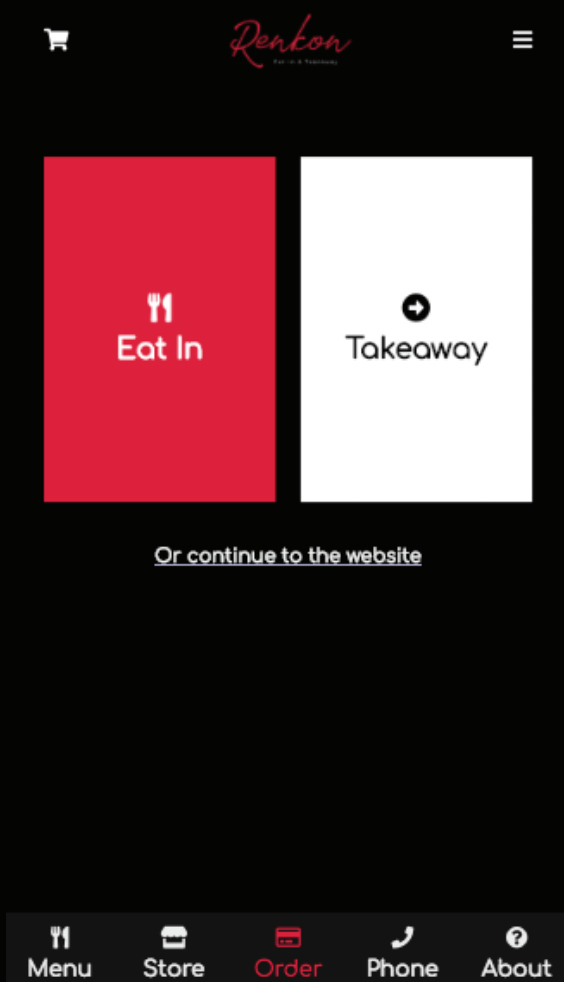
(close the img tag with > instead of /> if using HTML <= 4.01)



The W3C validators rely on community support for hosting and development.
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Flattr



Project Timeline & Surveys

https://docs.google.com/forms/d/1cwq5sPBkZQa7QYyeqCk_sNtLNcCAfZOOtYN3upaeUiY/edit

<https://docs.google.com/forms/d/13yLEpWOC9AJSURZ45BJ4P8D2RgOYRHo18tkuMBrPaAY/edit>

https://docs.google.com/spreadsheets/d/1P7hqSubViPIHxv1TjaYLkzMSte_mx0vh_JT5L3SJZ8A/edit#gid=0

Sketch Link

<https://sketch.cloud/s/jrzG7>

Trello Link

<https://trello.com/b/KUli1b3y/erinds-board>

Web App Link

<https://erind.hoxha.yoobee.net.nz/renkon/index.html>

Link for mp4 – User Testing

<https://streamable.com/t9ltf>

Thank you

Summative Assignment
USER EXPERIENCE DESIGN
Erind Hoxha