

# Table booking app usability study

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Team

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# Study Details

# Project Background

We are creating a booking table app in a popular European city, mostly for foreigners and people who can't speak the local language. We want to make sure that the process is easy and that everyone has a great experience.

# Study Details

## Research Questions

How easy or difficult was the task of booking a table?

Is the voice access feature something you would use in the future while booking a table?

What can we learn from the user flow, or the steps that the user take to book a table?

## Participants

5 participants

2 male, 2 female and one non-binary individual between the ages of 30-70

## Methodology

10 minutes per participant

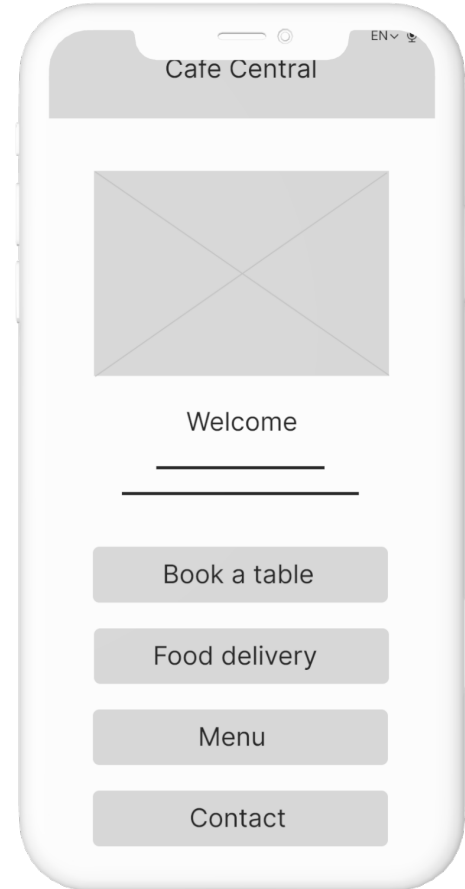
Vienna, Austria, remote

Moderated usability study

Users were asked to perform tasks in a low-fidelity prototype

## Prototype / Design Tested

The low-fidelity prototype for booking app was tested and can be viewed at

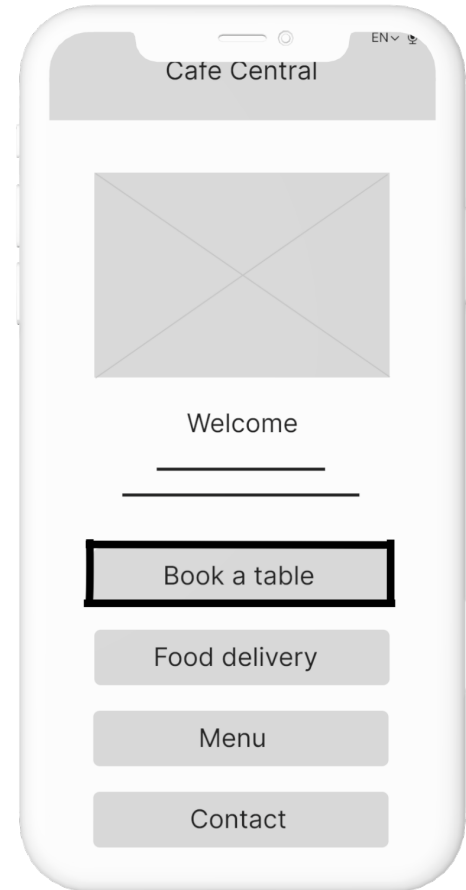


# Themes

## Most users had no problems completing the booking process

- It was observed that 4 out of 5 participants had no problems with the booking process.
- Participants were confident and went through the booking process smoothly.

“The banner is big enough so there can't be no mistake on what to click”

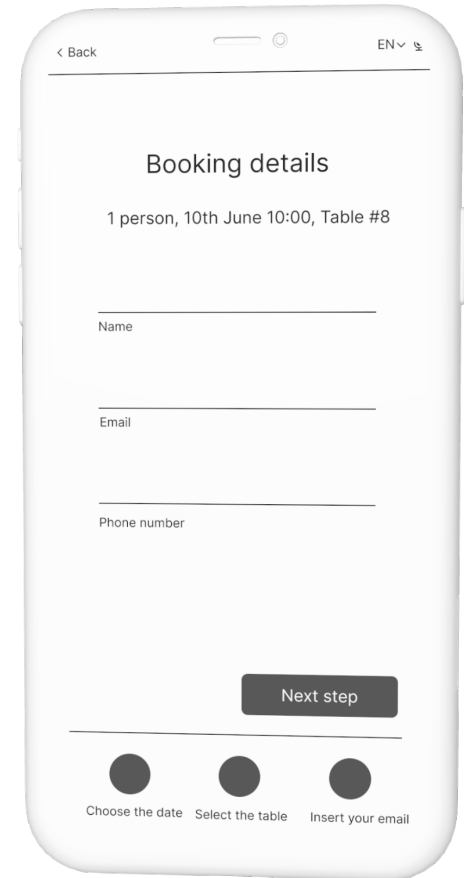




## Most users have difficulties with completing the checkout process

- It was observed that only 2 out of 5 participants went through the checkout process without problems
- Many participants seemed confused and frustrated while completing this task as this prototype didn't let them to fill up any data.

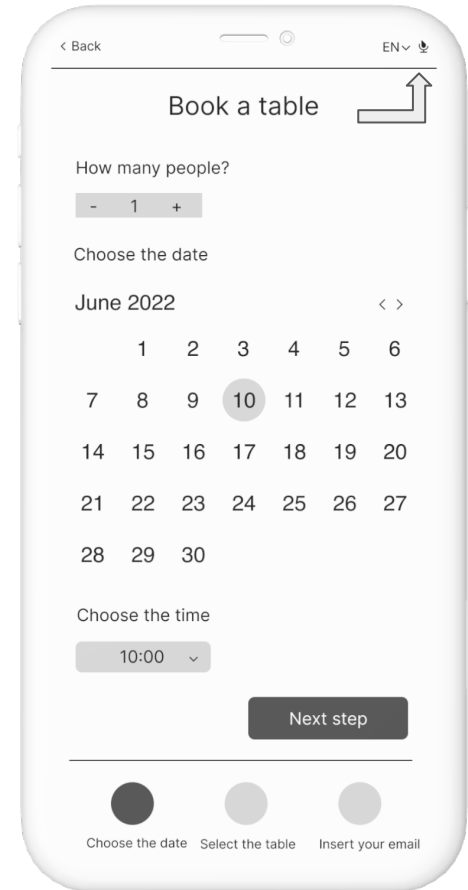
“Now I see that not everything is working yet, for example I can't change the time nor the date but I will just proceed and click "next step"”



## Majority of the users were able to use the voice access button successfully

- 4 out of 5 participants were able to find the voice access button and use it to book a table
- Although most of the participants were able to succeed, one participant had trouble to find the button.

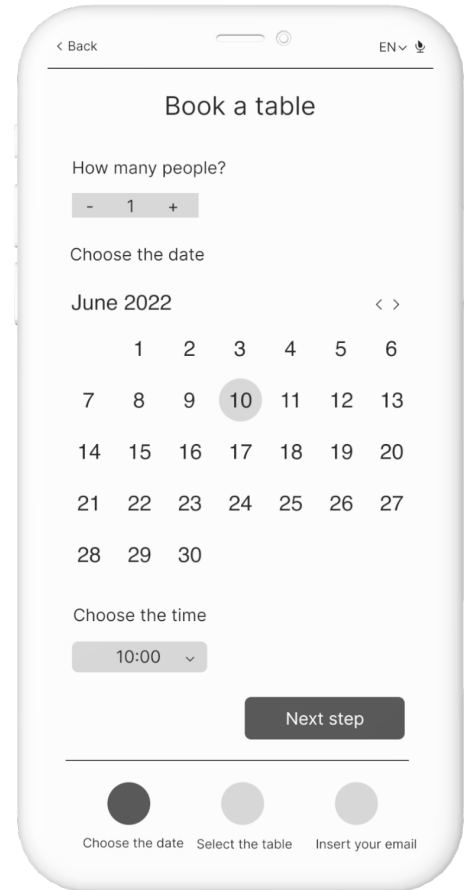
"Unfortunately, I can't see any voice access button here... maybe I am blind or maybe it is way too small"



## Most of the users wanted to see not only the date but also the days on the calendar

- 3 out of 5 participants expressed that having days of the week next to the calendar would be helpful
- Participants didn't know on what day of the week is his booking.

" I liked the calendar but I have noticed that there were just dates without the days of the week there. I would like to know on what day of the week is my booking, you know, is it on Monday or on a Saturday,"



# Insights & Recommendations

## Research insights

Smooth and easy  
booking process

In general, users experienced no problems with the booking process.

Checkout needs to  
be more clear

Participants were confused and frustrated that they can't type anything in the checkout.

Voice access  
button has to be  
bigger

In general, the voice access button was a success, however for people with disabilities it is too small.

Calendar needs to  
have days of the  
weeks

Majority of the participants were irritated because the calendar had no days of the week listed next to the dates.

## Recommendations

- Making the checkout process clearer for the users, allow them make their final changes.
- Make the font size at least 16px (preferably 18px) and make the buttons bigger.
- Change the calendar so it has days of the weeks as well as the dates.

Thank you!