RESTAURANT TABLE BOOKING APPLICATION

PROBLEM STATEMENT- The customer dine-out experience faces many challenges like calling and checking for table and food availability, inadequate information on choosing a restaurant and uncertainity regarding acceptable payment modes. As such, this app aims to simplify the restaurant table booking experience and make it convenient for the users through a customer-centric approach.

DINE-OUT INDUSTRY INSIGHTS

MARKET SIZE
$41.1 billion -2022
$79.65 billion -2028
(PROJECTED)

CUSTOMER BASE
45 million Indians
dining out at least
once a month

Avg. Indian consumer
dines out around
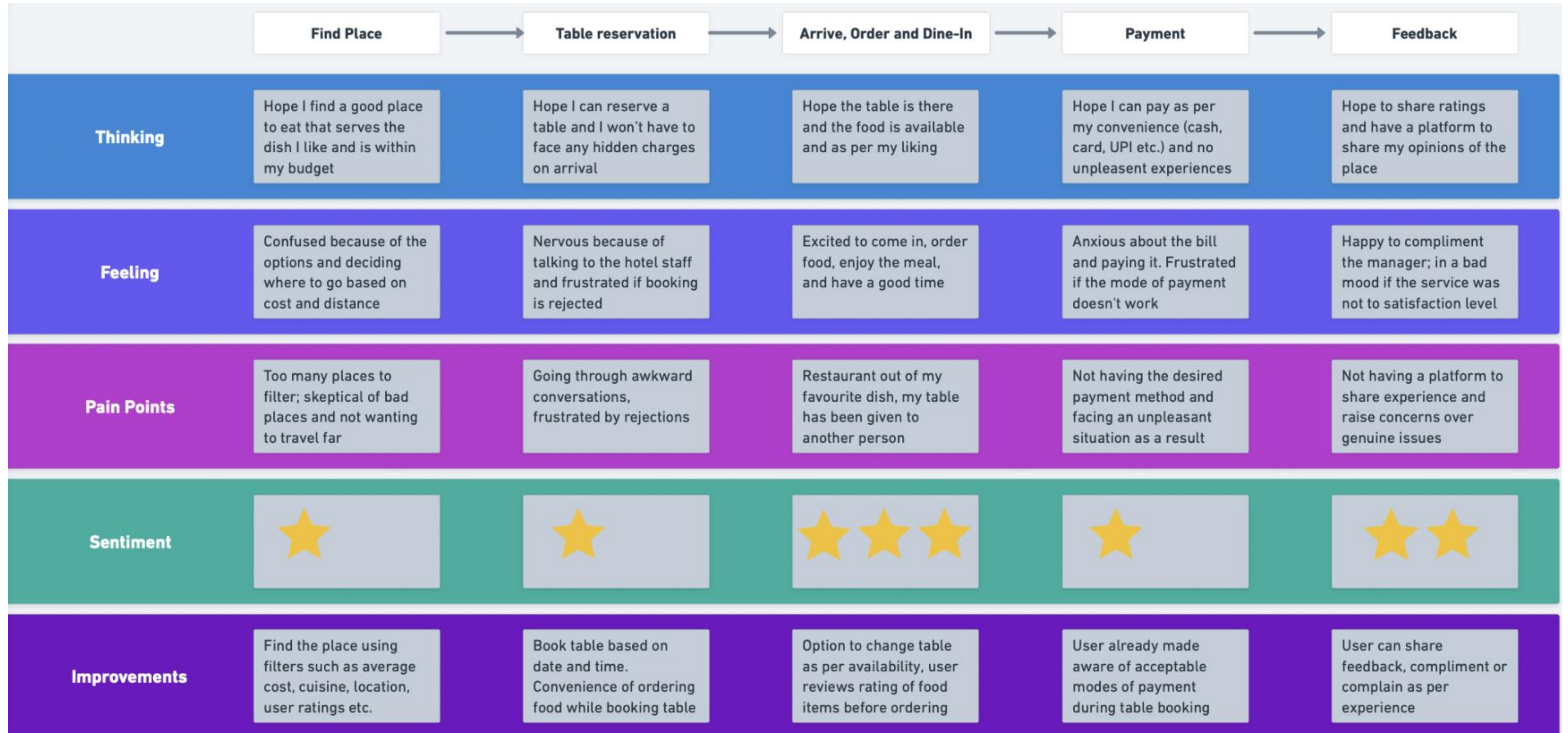**nine to ten times a
month**

Avg. spend per customer
per dine- out occasion is
around **INR 400- 500**

Overall, the Indian dine-out industry is a dynamic and growing sector, with a number of key trends emerging.

USER JOURNEY MAP

	Find Place	Table reservation	Arrive, Order and Dine-In	Payment	Feedback
Thinking	Hope I find a good place to eat that serves the dish I like and is within my budget	Hope I can reserve a table and I won't have to face any hidden charges on arrival	Hope the table is there and the food is available and as per my liking	Hope I can pay as per my convenience (cash, card, UPI etc.) and no unpleasent experiences	Hope to share ratings and have a platform to share my opinions of the place
Feeling	Confused because of the options and deciding where to go based on cost and distance	Nervous because of talking to the hotel staff and frustrated if booking is rejected	Excited to come in, order food, enjoy the meal, and have a good time	Anxious about the bill and paying it. Frustrated if the mode of payment doesn't work	Happy to compliment the manager; in a bad mood if the service was not to satisfaction level
Pain Points	Too many places to filter; skeptical of bad places and not wanting to travel far	Going through awkward conversations, frustrated by rejections	Restaurant out of my favourite dish, my table has been given to another person	Not having the desired payment method and facing an unpleasant situation as a result	Not having a platform to share experience and raise concerns over genuine issues
Sentiment	⭐	⭐	⭐⭐⭐	⭐	⭐⭐
Improvements	Find the place using filters such as average cost, cuisine, location, user ratings etc.	Book table based on date and time. Convenience of ordering food while booking table	Option to change table as per availability, user reviews rating of food items before ordering	User already made aware of acceptable modes of payment during table booking	User can share feedback, compliment or complain as per experience

USER PERSONAS

About- Anya has graduated from college and started her career in Delhi. She is lively and likes to explore new places when it comes to food. She likes going out with her friends and would like a platform where she can check out restaurants and book a table at the same time.

Anya Ujwal

Age-23

Personality Traits

- OPEN
- OUTGOING
- COMMUNICATIVE
- EXTROVERT

Motivations-
- Going out with friends and catching up
- Trying out new cuisines
- Exploring new places

Frustrations-
- Poor quality food
- Table booking gets cancelled

Channels-
- Instagram
- Google maps

About- Vivek has been married for 6 months and works at a bank in Mumbai. Since her wife also works full time and they both are fond of eating outside, they do dine-out frequently. They'd like to have a single platform for finding ambient places at reasonable rates and without any hassles.

Vivek Jaiswal

Age-30

Personality Traits

- PEACEFUL
- RESERVE
- PLACID
- NON-CONFRONTATIONAL

Motivations-
- Going out with wife and family
- Good ambience and quality time

Frustrations-
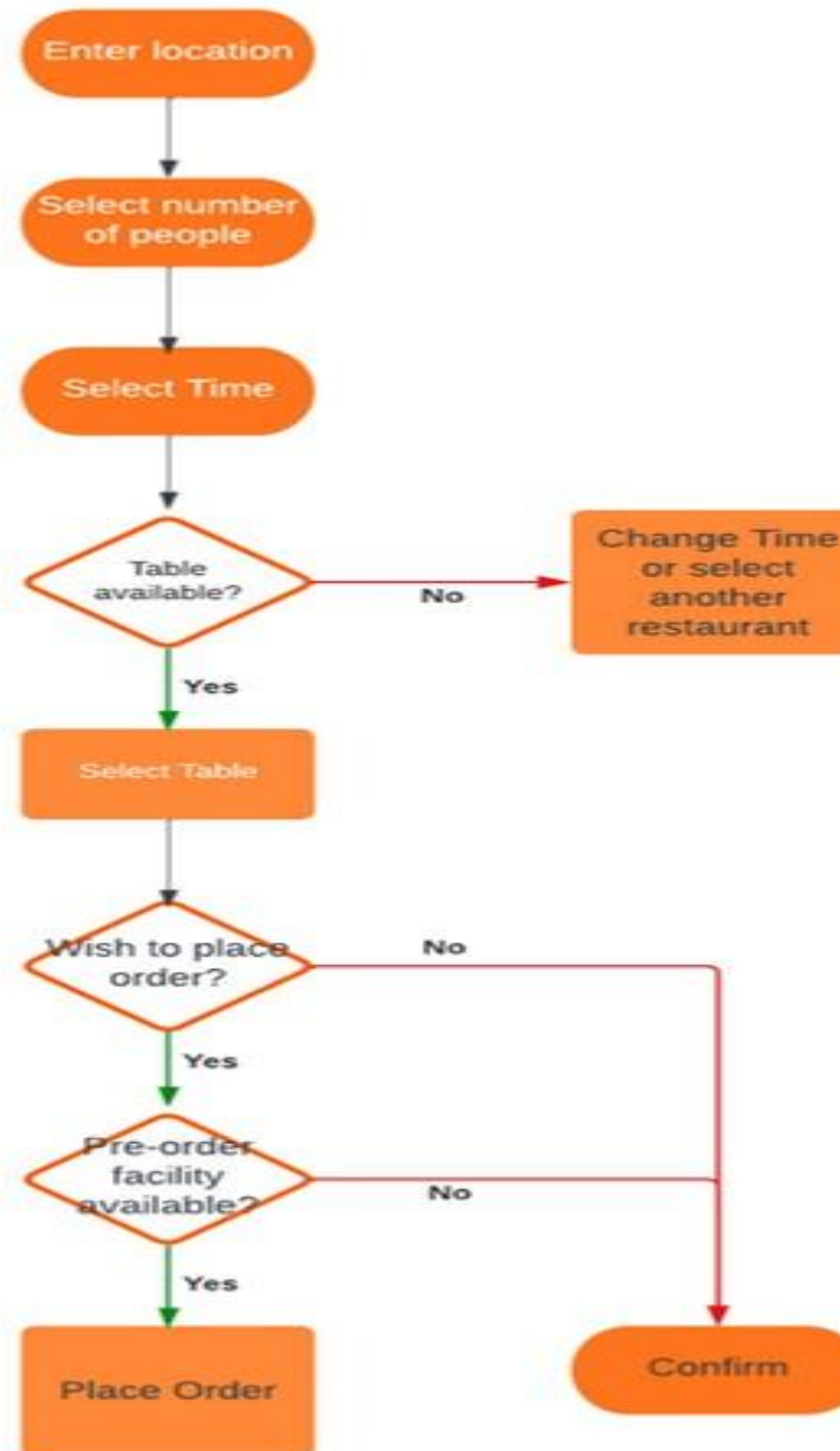- Long waiting time
- Cannot order food in advance

Channels-
- Google search
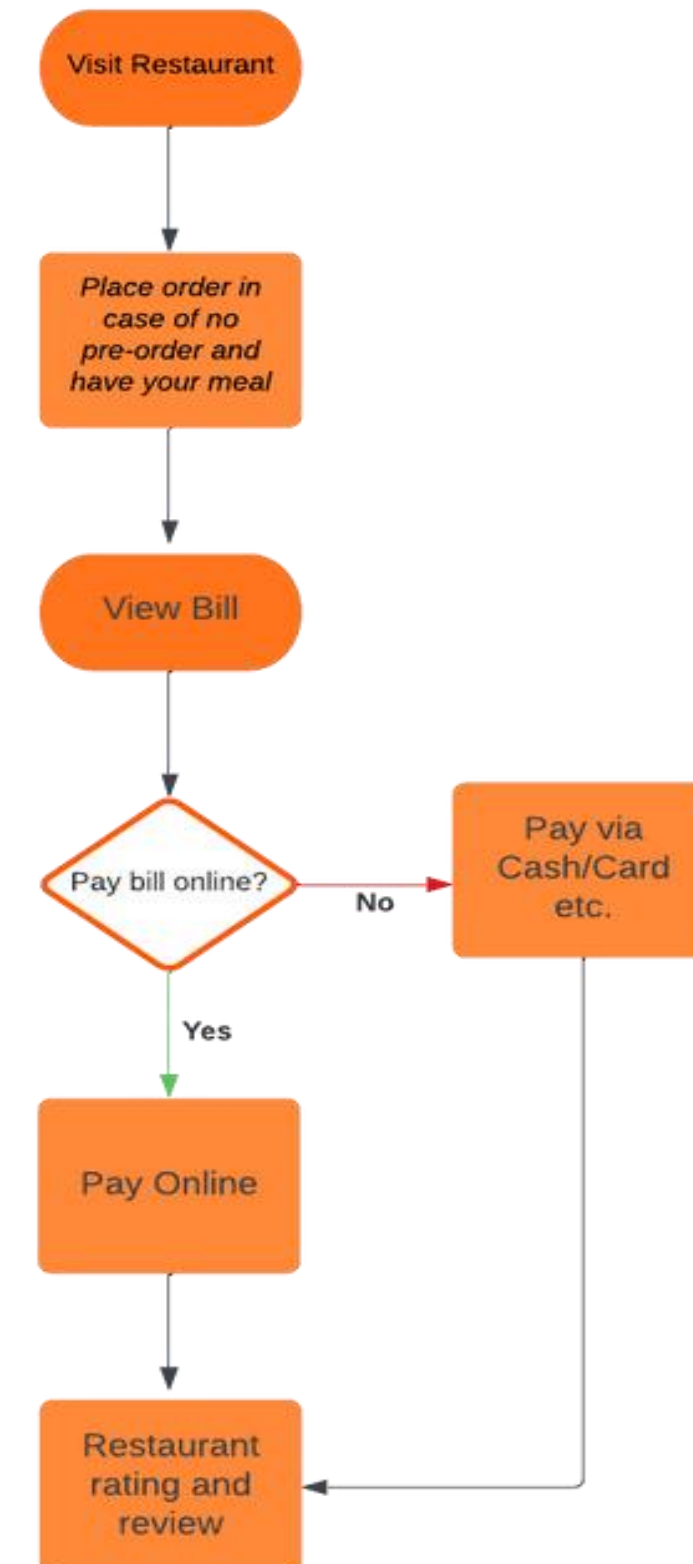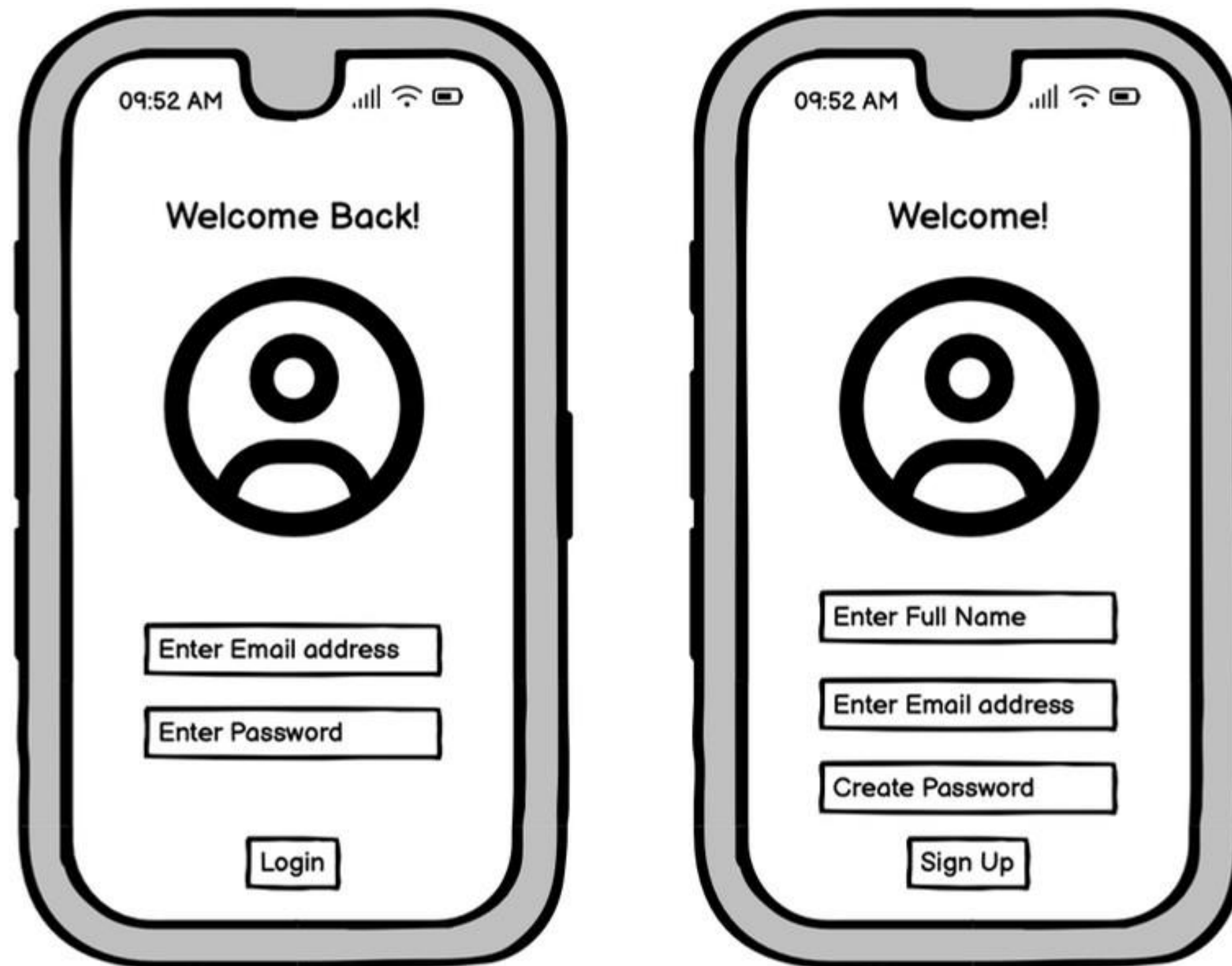- Going and exploring yourself

USER FLOW

Opening The App

Open App

Existing User? — No → Sign Up using mobile number and Email

Yes ↓

Login using password/OTP

Table Booking

Enter location

↓

Select number of people

↓

Select Time

↓

Table available? — No → Change Time or select another restaurant

Yes ↓

Select Table

↓

Wish to place order? — No →

Yes ↓

Pre-order facility available? — No →

Yes ↓

Place Order   Confirm

Billing and Feedback

Visit Restaurant

↓

Place order in case of no pre-order and have your meal

↓

View Bill

↓

Pay bill online? — No → Pay via Cash/Card etc.

Yes ↓

Pay Online

↓

Restaurant rating and review

WIREFRAME

Sign Up and Login

- This screen aims to identify the user and assist the user in logging into the app through the email ID

- In case the user is not yet registered, he/she first has to sign up using a valid email address. Once registered, the user can log into the app

WIREFRAME

Restaurant Selection and Order Confirmation

- The user can either search for a particular restaurant using the search bar at the top, or search through the list of available restaurants using filters for location, time and number of people. The user also has the option of seeing the recently viewed restaurants from the past. There also exists buttons for history (past dine-outs) and viewing user account
- Once the user selects a restaurant, he/she can read about the place, view the menu and read user reviews. They can select the table, pre-order food and confirm booking

WIREFRAME
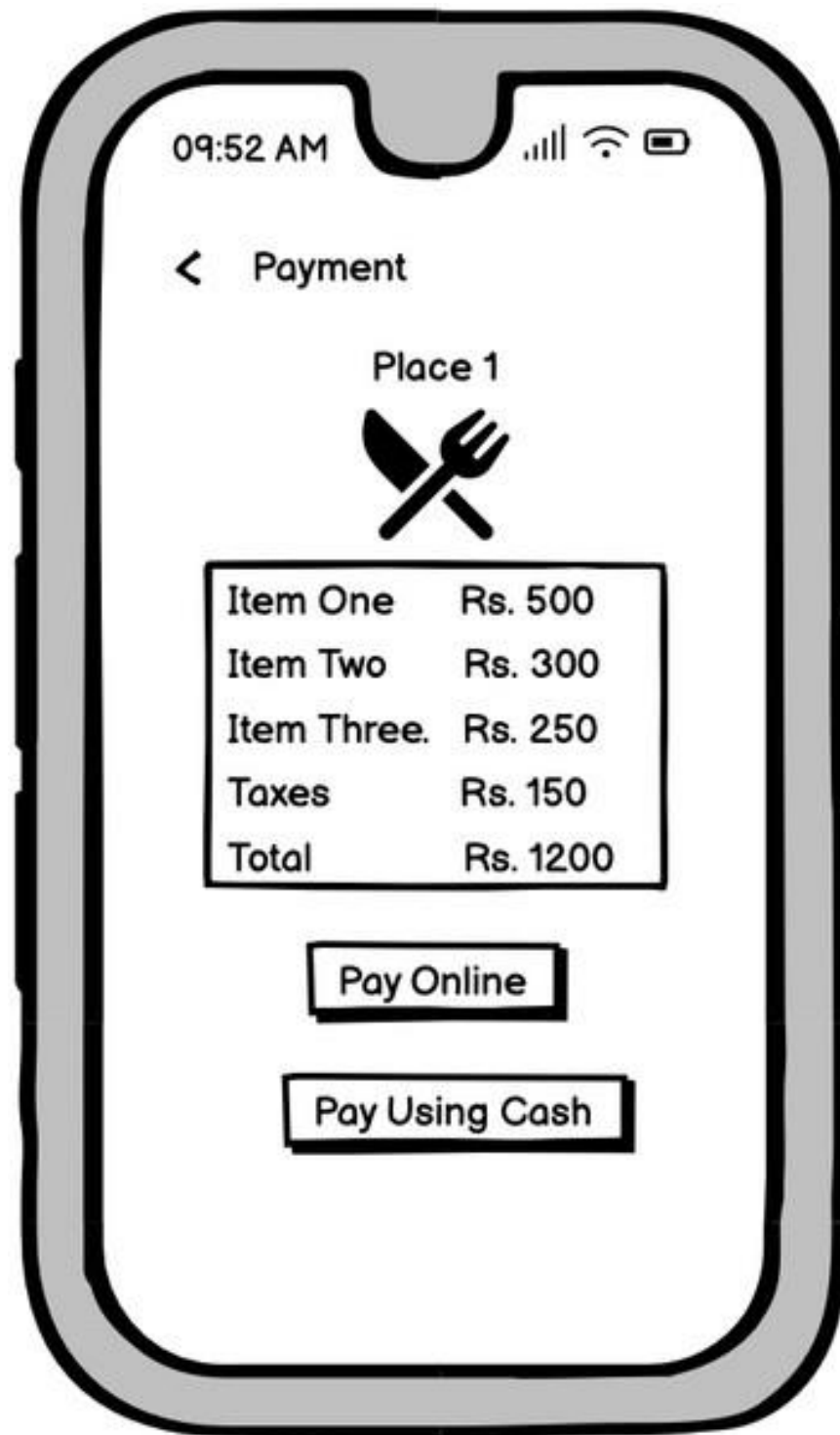
Payment and Review

- Finally, the user can view the total bill and breakup of the amount. They can apply any promotional offers and choose to pay offline or online as per convenience

- The user can leave a rating and write a review, which will be shared with all users across the app

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