Zen sushi website redesign

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Abstract

Date

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Nowadays, we can see user experience almost everywhere. A website of the restaurant will leave the first impression on customers which is pretty important. With the help of the user experience and user interface, the website will create easy access and a smooth experience for customers.

This product-based thesis is a project for zen sushi restaurant, an authentic Japanese sushi & sake restaurant. The main goal for this project is to redesign the entire website with a better user interface and user experience that suits the needs of the commission party.

During the discovery stage, I give the analysis of the old website and collected requirements from the commission party. Then I came out with the basic idea of what needs to be improved on the old website.

In the prototype section, I had a paper prototype at first as a sketch to show the structure of the new design. After that, I used Adobe XD as a professional tool to build the high-fidelity digital prototype which will be used to test with users in the usability testing.

The testing report shows the whole process of usability testing and the findings of the website after the testing. It includes the method of the testing and what I prepared before it. Furthermore, it clearly displays how I analyzed the result and came out with the findings.

As the agreement of the commission party, I decided to publish the website via WordPress. In the process of publishing, I faced some challenges and overcame them eventually. The reader can find key points of how I published the website.

I got the evaluation from the commission party after the publishing is completed. The owner was satisfied with my design and hard work. I have also learned how to communicate with the commission party and gather their needs. After the end of project, I will help the owner to handle the website by herself.

Keywords
User experience, Usability test, Web design

Abstract

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Terms and Abbreviations

UX	User Experience
CSS	Cascading Style Sheets

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1 Introduction

I have studied all the courses from the digital service path, and I hope that I am able to work as a UX or UI designer after graduation. Thus, I think writing a thesis is a good opportunity for me to work on a real project and get more experience for the future.

I started searching for a sushi restaurant on google and checking their website. Surprisingly, I found a restaurant called Zen sushi, which reminds me that about half a year ago I asked for part-time work. Then I decided that it would be the first one I was going to contact. After viewing the restaurant website, I sent an email to the owner asking for the opportunity to redesign the website with some opinions on it. I didn't expect that I was so lucky that I received a positive response from the restaurant owner.

We had a meeting at her restaurant later. I clarified the key phase of the project. Also, as a commission party, she gave me some requirements for the website. I'm going to redesign the website according to her needs. I was surprised that she made this website on her own two years ago, and she didn't think about how to rebuild it. Thus, I guess it's a good opportunity to redesign it now.

As we have discussed so far, the main thing about the website that needs to be changed is the switch language button, which serves for both Finnish and English. They don't currently have the button for this feature. The website will be cleaner after improving this. Besides, I will improve the landing page and other pages.

It's a win-win situation for me and her restaurant. By doing this thesis project, I will train my skills and get more experience working on a real project. She can get my support to improve the website based on certain needs.

1.1 Objectives

The objectives of the project are to redesign the entire website with a better user interface and user experience that suits the needs of the commission party. After the redesign of the website has been completed, I will support the owner to publish the website as well.

The main thing I'll help with is to update the landing page that includes the navigation bar, the language switch feature, the hero image (big web banner image) and what's seen on this page. In addition, I will update the other pages in compliance with the specifications. After the prototype is ready, I will conduct a usability test with the users. It will allow the commission party to understand better how people feel about the website and what is their feedbacks about it. Also, it will be evaluated by the owner during the process and the end of the thesis.

This time, it needs me to keep learning to be more knowledgeable and adapt my skills to it because of the real project I am working on. It requires me to keep learning to be more professional and adapt my skills to it. During the process, I need to contact the owner of the restaurant to let her know my progress and get ideas too. The communication with her will make sure that the design I create which will fit needs. Therefore, I will learn how to deal with the commission party and create the design based on their needs.

1.2 Delimitation

The final deliverables of the project including a high-fidelity prototype, usability test and publish the website. My responsibility for the project is to focus on the website user interface and create a fluent user experience. I will also try to publish the website after the redesign has been completed.

1.3 Presentation of commissioning party

Zen sushi has opened in Kruununhaka in 2004. Since then, the restaurant has served traditional Japanese sushi with professionalism. Zen sushi offers Japanese sushi and uses local ingredients whenever possible. They bring today's small restaurant and bar culture to Finland, where the people and customers are close to each other.

The new owner, Yumi Sugano, has been with Zen Sushi for over 8 years and has learned how to run a restaurant from the previous owner. Yumi had worked in the restaurant industry for about 15 years in Kyoto and Ashiya. There She learns traditional Japanese and European food cooking as well as serving drinks as a bartender. You can find more about Kyoto and Ashiya on Yumi's blog.

Yumi specializes in Japanese tea (Japanese tea Advisor 2014-, JAPAN TEA Goodwill Ambassador 2015-) and Japanese rice wine or sake (Kikizakeshi / Japanese sake sommelier 2018-). Yumi holds training on Zen sushi and elsewhere related to Japanese food and beverages.

1.4 Process description

Since I want to finish my thesis in the autumn semester. It's a little more than 13 weeks from 17.09.2020-20.12.2020. Therefore, I can divide each phase into about 3 to 4 weeks.

The thesis is typically divided into three phases. Each phase is around four weeks. I will plan my work upon this timetable. During phase one, I will work on the writing of the introduction part of the thesis and some theoretical part of the UX, UI design. I would like to finish the prototype of the website as well

In phase two, I will conduct the usability test and collect the results from the users. Also, I'm going to get feedback from the owner. After that, I'm going to improve the prototype if needed.

In phase three, I'm going to publish the website. Besides, I will get the owner's assessment of my final job.

2   Theoretical framework

This chapter gives an introduction to UX design and UX design process of the thesis project. It includes the theoretical framework of User experience, web design, usability and usability test.

2.1   User experience

User experience is concerned with developing high-quality interactive systems, products and services that fit with people and their ways of living. No matter we have realized it or not, UX is everywhere in our daily lives. Due to the rapid development of technology, people use websites, mobile apps, tablets every day or even every hour. That's why designing a smooth and user-friendly system is really critical nowadays. (David Beyon,2019)

User experience is not only involved in digital products but also in every product. It can be a book, an armchair or even a T-shirt, that's how naturally UX is everywhere. User experience is about working on the outside, where a person comes into interact with it.

That's why the responsibility of a UX designer is to create services and systems which are enjoyable to use. At the same time, it also improves the effectiveness and convenience of people's daily lives. Due to people is the ones to use products or systems, UX designers should take humans as the center of the design process. The better designer considering who is using the system and how they interact with it, the better it will be.

2.1.1   Process of UX design

David Benyon characterizes the process of UX design can be categorized into four main aspects, which are evaluation, understanding, envisionment and design. There is no matter of the order of them. The process can start at any process, sometimes can begin with understanding. (David Beyon,2019)

1. **Understanding**

In the UX design process, understanding focus on what systems or products have to achieve, how it fits in with other things. The process of understanding is to figure out the requirements of the system or product. This process is so-called user research, which means that designers need to understand the pain points and desires of target users. After a good understanding of the users, then it's possible to release a good design.

Firstly, requirements emerge from discussions and interactions from the people who will use or be affected by it – the stakeholders. Secondly, requirements are also abstracted from the analysis of the current systems or research of similar systems.

2. **Design**

Design can be divided into a conceptual and physical design. Conceptual design is designing a system in an abstract way. It transfers actual issues to a conceptual framework that is simple to comprehend. Physical design is helping to covert logical into the physical

form, which means make things specific. In this case, I will make the prototype to show the design of the website and publish it later.

3. Envisionment

In the UX design field, Envisionment is a model for successful human-centered design, allowing designers to compare with others from the point of view of others and to explore design concepts and ideas. Different representations of design principles are useful at different stages for different people. (David Beyon,2019)

According to my thesis structure, I used a paper prototype and high-fidelity prototype after the discovery page, which is the right timing to show the design of the website to users and test it with them before the final implementation.

4. Evaluation

Evaluation is the secret to delivering a good design. On the one side, it is easy for designers to check through the UX design process to make sure everything is accurate and accomplished. On the other side, it can be a formal assessment by the users of the high-fidelity prototype. (David Beyon,2019)

In this project, I used usability testing as a tool to evaluate my design – a high-fidelity prototype. The evaluation of the testing enables me to gather ideas on emerging design problems. That also shows the needs of the users and how is their experience with the website.

2.1.2 Web design

On the web, User experience is more crucial than other products. There are more than 1.5 billion websites all over the world nowadays. But it only takes 0.05 seconds for a visitor to have a first impression on your website. That's why it is vital to make the website appealing and build a fluent experience for the users.

There is no doubt that good design is the key point to create an attractive website. Colors, text styles, graphics or even small details can decide how the website looks like. Now I am talking about the influence of user experience on the web. As we all know, the website is a self-service product. Anyone can visit anytime, anywhere. Besides, there is one interesting fact that when people made some mistakes on the website, they will feel that they are dumb, they blame themselves. Then the negative consequence comes out, they are no longer going back to your website. (Jesse James Garrett, 2011)

Thus, UX designer should create a smoothing and easy to access experience for the users with required functions at the same time.

2.2 Usability

Usability is a concept that can be clarified in numerous ways. It's been commonly used by different people and means different things. Sometimes, usability means easy to use or

user-friendly which from an interface effectiveness perspective view. Sometimes, many people who study usability focus on interface design.

2.2.1 Usability

Usability also has several attributes. Nielsen (1993) points out that usability has five attributes: learnability, efficiency, memorability, low error rate or easy error recovery and satisfaction. In addition, the International Standards Organization (1994,10) defines that usability as "the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency, and satisfaction in a specified context of use." These two definitions are most widely cited. (Judy Jeng, 2015)

Usability can also be divided into two categories: inherent usability and apparent usability. Inherent usability refers to the functional part of interface usability. It pays attention on how to make the product easy to access and use, which creating an enjoyable user experience for users. Furthermore, apparent usability refers more to the visual side of the interface. (Judy Jeng, 2015)

Overall, usability is user-centered. Usability can be defined as people who can use the product or system to accomplish their goals easily.

2.2.2 Usability testing

Usability testing is so crucial to conduct before the product is going to produce. It provides you with the chance to detect issues or bugs in your design and modify it before the final implementation. That saves a lot of time and avoid the negative consequences which you may redo it and cost you more. Everything you do is to ensure that the product or service meets the usefulness and satisfaction of the product. (IJCSMC Journal, 2014)

There are three main categories of usability testing which help to measure the usefulness of the system. The first category of usability testing is surveying, which estimates the usefulness and efficiency of the system on the basis of the collected data. The second one is usability inspections, which the professional will assess the system by his knowledge and experience. The last one is experimental testing, which observes the operator performance of the existing system and analysis after the testing. Nowadays, surveying, inspecting and testing are commonly referring to usability testing. (IJCSMC Journal, 2014)

In my case, I mainly used the third one – experimental testing to give users assigned tasks to see their performance and how's the experience with the product.

3 Discovery stage

At the discovery stage, I will gather requirements from the commission party and analysis the current website to find out what are the problems now. After that, I will list the general ideas of what needs to be improved and modified compared with the original website.

3.1 Website analysis

Before I asked the request of redesigning the website to the owner, I have looked up the website to have a general idea of what is good, what is wrong with it and what I can do to improve it. After that, I submitted my redesign proposal to the owner and received a positive answer that she would like to accept this offer. The following is the key thing that I analyzed on this website.

1.On the landing page, the positive thing of the first impression (Figure 1) is that the title clearly indicates it's a sushi restaurant and sell sake and so on. The negative point is that there is a navbar section on the top, but it has two languages at the same time, which is hardly used on the professional website and that makes the navbar look too much text on it as well. Furthermore, the subtitle under the title is Finnish and cannot change the language which does not keep the consistency. We can see from the navbar this website is both for Finnish people and foreigners, but sometimes it only has the Finnish language which cannot create a fluent experience for English speakers.

Figure 1. Zen sushi landing page first impression

After keep scrolling down the landing page, we can see different sections of the landing bar which are event, story (Figure 2), cooperation (Figure 3), social media (Figure 4) and footers (Figure 5). It is wise to use different backgrounds for different sections, but this affects the aesthetics of the website.

Figure 2. Landing page - event & story section

Figure 3. Landing page - cooperation section

Figure 4. landing page - social media section

Figure 5. Landing page - footer section

2.About the menu (Figure 6), it's a bit too small for users to read.

Figure 6. Menu

3.On the blog page (Figure 7) is my favorite part of this website. The layout with the background creates a simple and peaceful mood. Some posts about Japanese or sushi are posted by the owner. Also, the page shares the Japanese culture with customers.

Figure 7. Blog

3.2 Commission party requirements

After the first meeting with the owner of the restaurant, then she sent me via email detailing her expectations on the landing page of the website. After several times of conversation through the email. The requirements are turned out to be three key points obtained from it.

1.The navbar of the website will be About us, news, menu, contact and blog.

2. Coming events and take away information like Wolt to the landing page.

3.The website design suits to the restaurant.

3.3 Website suggestion

Based on the owner's requirements and the review of the website. I figure out there are some problems that need to fix for a better user experience.

1. Language switch button

In the current website, English and Finnish languages are existing at the same time which destroys the cleanliness of the website. That's why the language switch button is necessary to add. I decided to make the language switch button on the corner of the navbar which is visible to all the pages when users browsing the website.

2. Simple background

Instead of various background colors and patterns, I will use the simple color as the entire web background to create a simple and peaceful feeling which matches the restaurant atmosphere. Though I unite the background color, but I still will differ sections through titles and other ways. I'm trying to find the right color combination that suits the Zen sushi website.

3. Gallery section

I will remove the cooperation section and create a gallery section for the website. In the meantime, I will keep the important logo or links of the cooperation section and switch to other areas. For instance, because the owner wants to keep the Wolt on the landing page, I will move the Wolt to the footer area.

4. Navbar

The navbar will be redesigned to suit owner requirements. As we finally discussed, the navbar will be about us, menu, contact, blog and language switch button.

4   Prototype

The prototype is one of the important processes in UX design. The definition of the prototype is a sample version of the final product, which is used for testing in advance and future development purposes. (Uxpin, 20)

It is vital to do the prototype before the product is actually launched. The prototype aims to test the usability and it's the closet version before the final product which you can present to your clients or users. Furthermore, once you validate the concept with final customers, you can know how the product is used and whether there are some potential issues that occur in the future. Therefore, the prototype would save a lot of time and money for the company to prevent unnecessary errors. After the prototype, the company still have the chance to adjust their products and be ready for the implementation.

4.1   Rapid prototyping process

For the time-consuming and efficient purpose, I will use a rapid prototyping approach at the beginning of this thesis project.

The rapid prototyping process (Figure 8) is all about reflection after the feedback quickly and adjust the prototype according to requirements. The purpose is not to have the final version of the prototype from the very beginning, but during this process the designer will discover that what features can be applied to the product and what's the final version will be. (Uch Ta, 2015)
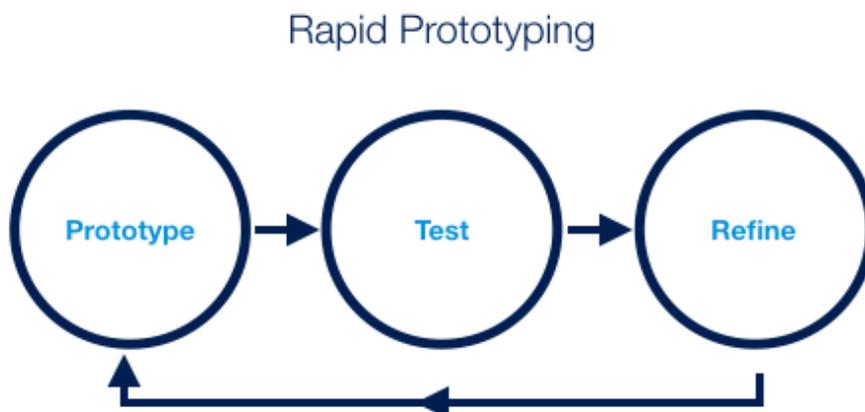

Figure 8. Rapid prototyping process(Uch Ta, 2015)

4.2 Paper prototype

A Paper prototype is good to present the ideas in the early stage of the design. It's time-saving, you don't need to code for the whole website. Instead of it, maybe 15-20 minutes you can draw a paper prototype and show it to others. It is really fast just present your idea on the paper naturally without any cost at the same time. (Uxpin, 20)

I have done the paper prototype (Figure 9,10) for Zen sushi website firstly when I understood the requirements and analyzed the website. This paper prototype helps me to understand more about the layout and functionality of the website which I was going to design.

In the paper prototype, I show the core idea of the design. On the landing page of the website, I will have the hero image to attract users' attention. on top of that is the navbar which according to owner requirements. After the image, there will be the event section and story section and followed by the cooperation section. Finally, like most websites, it is the footer part.
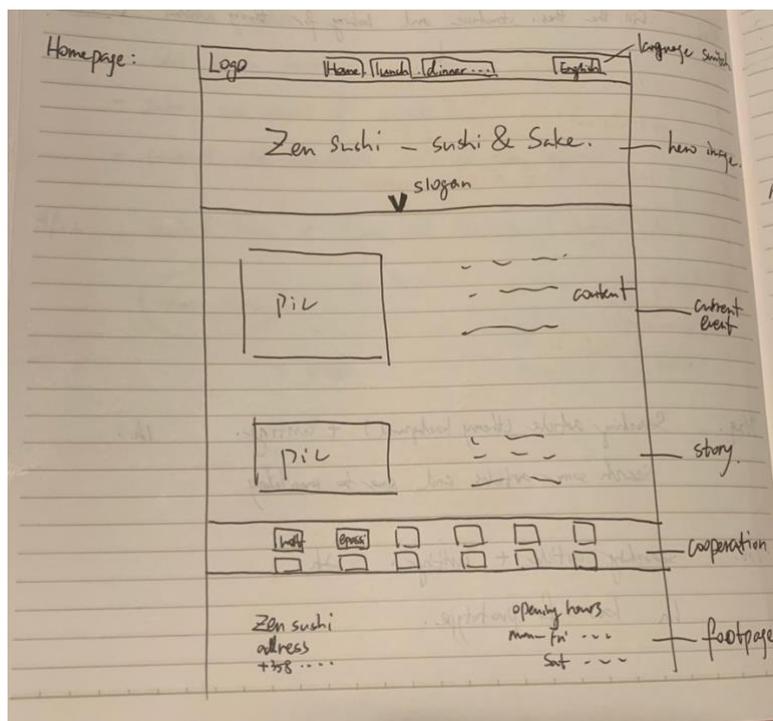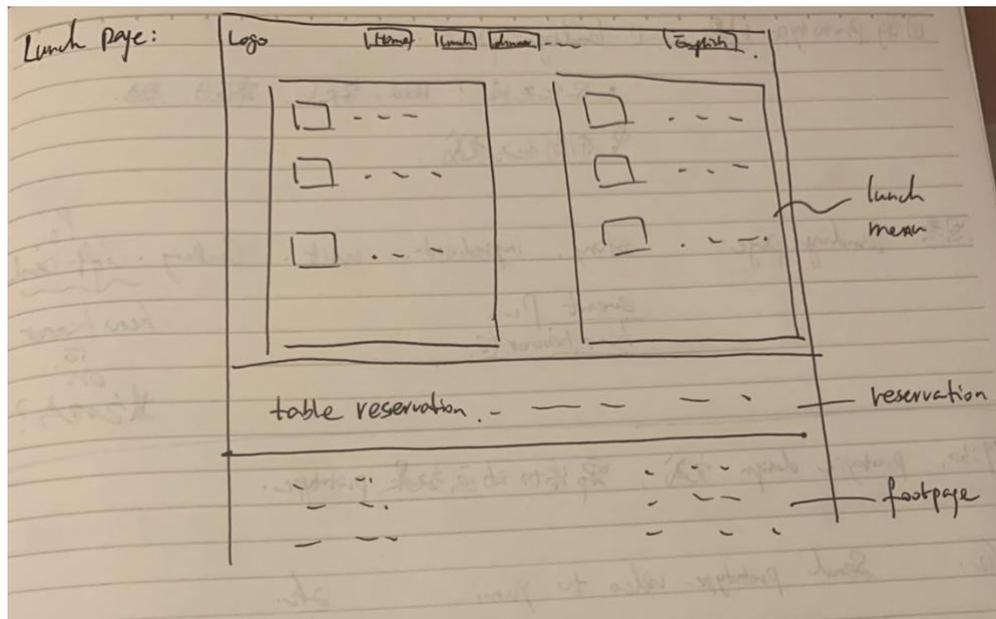

Figure 9. Paper prototyping 1

Figure 10. Paper prototyping 2

4.3 Digital prototype

A digital prototype is realistic enough to show the interaction of the final products. Besides, it's much easier to make it than coding an html website. (Uxpin, 20) After the prototype is done, I will send it to the owner of the restaurant to get feedback and make some changes. After the owner and me are both pleased with the prototype version. Then I can invite 3-5 users to conduct the usability test. After this, I can still modify the prototype based on users' feedbacks and whenever I want. Anyway, adjust the prototype is much easier than recoding a website, which saves lots of time and even money.

As I mentioned before, I sent it to the owner after the first version of the prototype is done. We have contacted each other through email, and I have sent the prototype videos to show the interaction and functionality of the final website. Eventually, the 3rd version of the prototype is the final version for the Zen sushi website.

Though there are plenty of prototype tools in the market, I choose adobe XD which I am most familiar with to make the prototype in this thesis project.

Figure 11 is the landing page of the prototype. The nav bar meets the commission party requirements and it's neater than before (Figure 1). In the corner of the navbar, it has the language switch function. Under the navbar is the hero image with the slogan. On the real website, it will slide to the next picture which is the current event which owner want to put the info on the landing page. The following is Eat in/ Take away section which encourages users to click to view the menu directly. The next section is a gallery section that for users to view. The last part of the landing page is the footer which I put the main info of the restaurant such as phone numbers, address and opening hours. Besides, I have added the Wolt logo and social media links to here which I agreed with the owner.
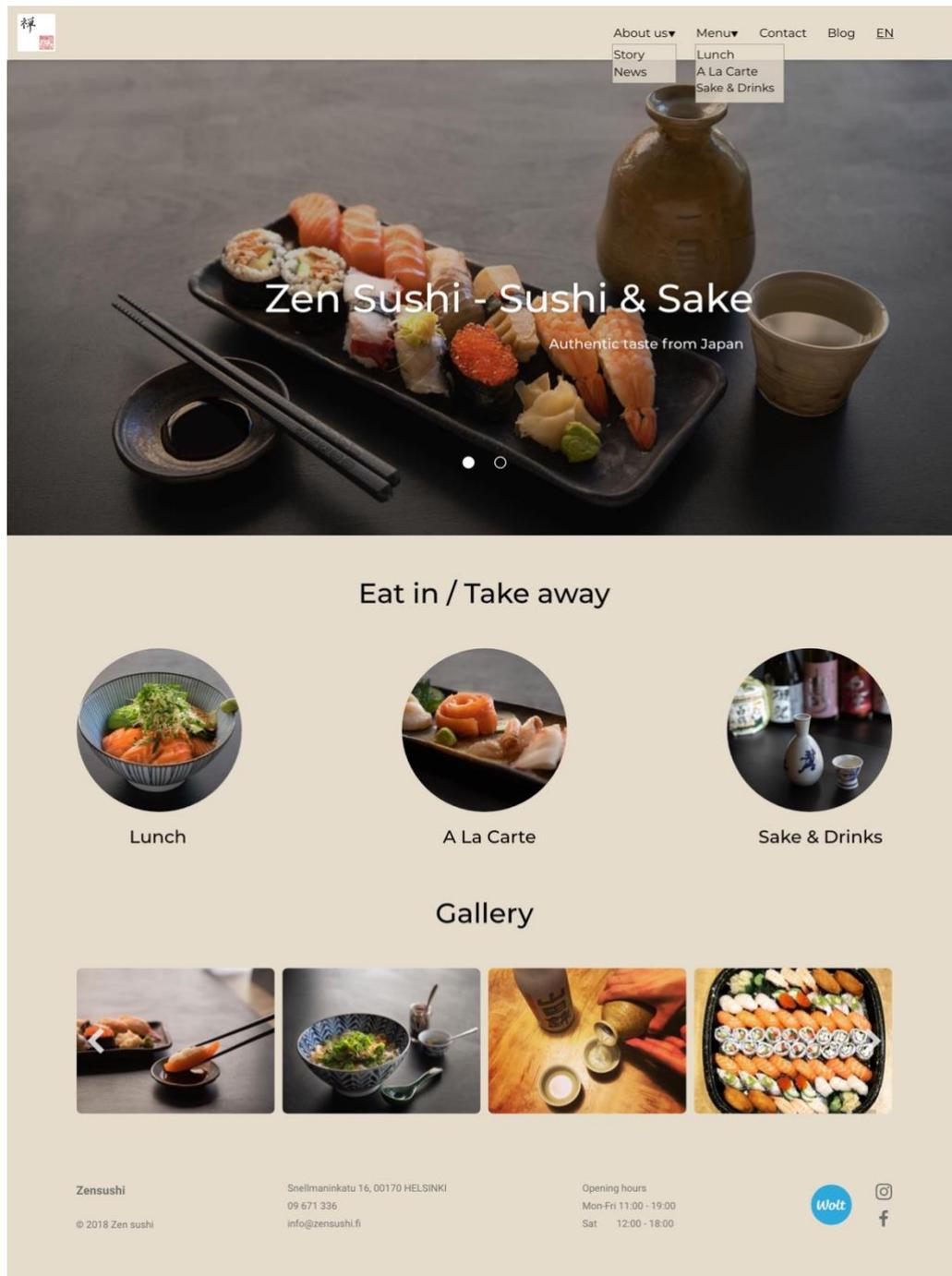
Figure 11. Prototype - landing page

The Figure 12 shows the color I chose for the restaurant website. The color #E5DCCC contains mostly yellow color. It is a warm color and quite fits the Japanese restaurant atmosphere. I set it as the website background color to create the a peaceful and Zen feeling. The other three colors: black, white, grey is for title and texts.

Figure 12. Color theme

About fonts, I have tried Droid Serif, Raleway, Open Sans with Montserrat. Because Montserrat is the favorite of the owner. The two fonts I selected finally are Montserrat and Roboto, which you can see the good combination in the picture. (Figure 13)

Figure 13. Font style

The reader can check the digital prototype with this link:
 https://xd.adobe.com/view/0704479f-9527-47d3-b03d-99649230189d-5257/?fullscreen&hints=off

5 Usability testing report

5.1 Summary

Since the prototype is ready to go, then it's the timing to conduct usability testing. In this case, the purpose of the testing is to check the Zen sushi website functionality and user experience.

Due to the covid-19 situation, I chose the testing in a remote way which is the safest option. I conducted the testing with 5 users from Nov.9th to Nov.16th in separately five days. Each testing costs approximately 1 hour from the beginning to end plus organized user's data to the table in excel.

I would say this usability testing was successful to hold. I tested the main functionality of the website. Also, I was the moderator during the testing to give assigned tasks for users to

do and marked key points down at the same time. After the testing, I collected feedbacks from them. I did have great findings according to the test and came up with new solutions to tackle the issue which occurred in the testing.

5.2   Methodology

Due to the covid-19 situation, I have decided to conduct the moderated remote usability testing with users. Remote usability testing is quite similar as the person to person testing. The difference is that with remote usability testing I have to use the online tools with the screen sharing and recording functions to complete the test.

5.2.1   Moderated remote testing

Remote testing has the opportunity to test with your users who are distant from you, which is also time-saving and low cost. Remote testing basically uses a combination of phone and computer to test user interface which is screen-based such as websites, web applications and apps. There are some good tools specially designed for usability testing like UserZoomGo and Maze. There is another option that is an online meeting tool can be used as a remote usability testing tool as well. (Rubin Jeffrey & Chrisnell Dana, 2008)

The word "moderated" means the moderator will participating in the testing with users and guiding them during the whole testing process. This is the methodology I will use in usability testing and my role is the moderator to guide users during the whole testing.

5.2.2   Testing software

I have searched remote vendor service on google, then I have tried these two which are UserZoomGo (Figure 14) and Maze (Figure 15). The UserZoomGo has 14 days of free trial and offers screen sharing and recording features. But it requires participants to download a certain plugin to monitor their behaviors. Considering the convenience of the participants, I didn't choose it as my tool. Compared with UserZoomGo, Maze is a tool with more modern user interface and offers a free version with an unlimited trial period which is really awesome.
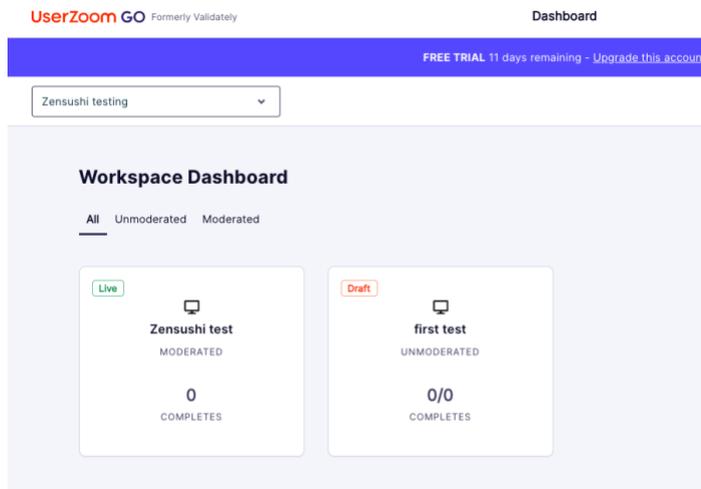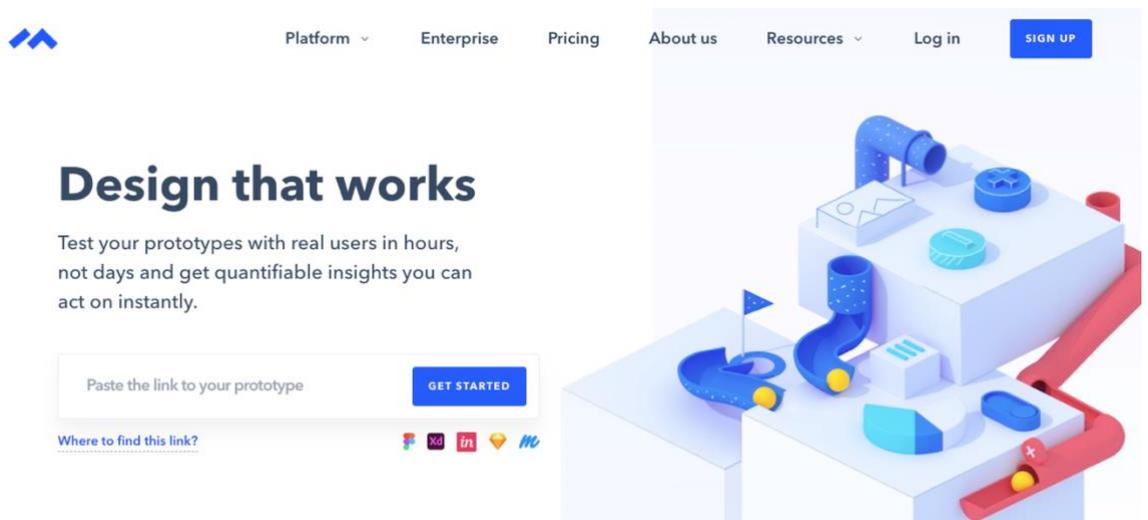
Figure 14. UserZoomGo

Figure 15. Maze

I was so excited to try it but due to its limitation, I cannot performance my prototype with fully functions what is supposed to be. In the Figure 16 you can the drop-down menu it's not under it. Because It didn't support the overlay and drag prototype features. It's so embarrassing if I show this to users.
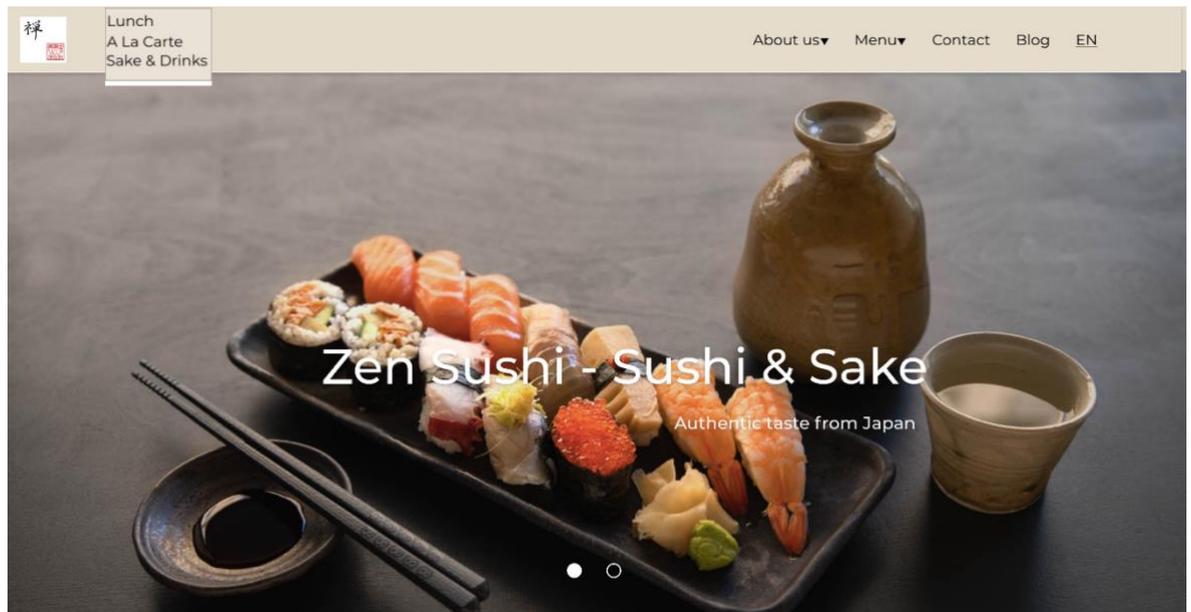
Figure 16. Drop-down menu problem

Finally, I have found one tool which has screen sharing and recording functions and it's free as well. It's the Teams app which is pretty popular for team meetings and online courses nowadays.

5.3   Participants

Usually, 3 to 5 users are enough to figure out the problem of the prototype during the usability testing. That's why I invited 5 users in total (Figure 17), some of them are not IT background related, some are IT professionals.

	gender	age	IT background
user 1	F	24	no
user 2	F	23	no
user 3	M	30	no
user 4	F	32	UX/UI designer
user 5	M	28	Programmer

Figure 17. Users

5.4   Participant incentive

Since I have requested from the commission party, they will provide a €20 coupon for each user who is attends the testing. The electronic coupons will be given to users after the end of the testing.

5.5   Testing plan

It is vital to prepare the testing plan before you conduct the real usability testing. Otherwise, you are wasting your time to do the testing. Without full preparation, it's not respectful to your users as well.

In the testing plan, it includes the several tasks which require users to do in the testing for evaluating the functionalities of the products. After the testing, you should have a way to measure the results.

In this case, I will assign some tasks for users to do during the testing in order to check the main functionality of the website. After the testing, I will give them a questionnaire to get feedbacks.

5.6   Objectives

The main goal of the testing is to test the functionality of the website and if it is easy for users to access. Based on this, I listed the main objectives here that I wanted to achieve in the testing:

1. View lunch/a la carte/sake menu from drop-down menu
2. Manage to go back to the homepage from other pages
3. Language switch
4. Easy navigation through different pages
5. Notice table reservation info

5.7   Scenarios

The following scenarios are designed to evaluate the objectives of the Zen sushi website. During the usability test, I will guide users to explore the website through these preferred scenarios to finish certain tasks which ensures to check the main functionality of the website.

	Preferred Scenario	Tasks
1	Please have a look on this page, what can you see there, If you want to check the lunch menu what will you do?	View lunch menu
2	Please have a look on this page, what can you see there? How you see the reservation info?	Notice reservation info
3	Please stay on this page and if you want to check the a La carte menu, what will you do?	View a la carte menu
4	After that, if you want to check the contact info, what Will you do?	Check contact info
5	Next, if you want to get to know the background of the restaurant, what will you do?	Check restaurant background
6	If you want to see the latest news of the restaurant, what will you do?	Check latest news

7	Now, can you go back to the homepage?	Click logo go back to homepage
8	Then go to the gallery section, if you want to view more pictures, what will you do?	Click switch button to view more pics
9	If you want to change the language from English to Finnish, what will you do?	Language switch

5.8   Questionnaire

5.8.1   Questionnaire

A questionnaire is a testing method composed of a series of questions or other forms of prompt that are designed to gather information from the participants. A questionnaire is usually a combination of closed-ended questions and open-ended questions. Open-ended questions allow participants the freedom to expand on their perspective views. (Gillham Bill 2008)

The data collected from a questionnaire can be both qualitative and quantitative in nature. The closed-ended questions are made to collect quantitative data which can be easily measured by a scale such as 0-10. The open-ended questions are designed to get qualitative data from participants, which helps to gather answer in more details.

5.8.2   Questions

The questions of the questionnaire I designed which supports me in collecting both quantitative and qualitative data from users. The quantitative ones are the first four questions which can be easily measured by scores. The qualitative ones are the last two questions for gathering feedbacks from users in more details.

1. How will you score this website from you experience on it? (1-5) (hard - smooth)

2. Can you navigate easily through different pages? (1-5) (hard - easy)

3. Do you have the basic idea of this restaurant? (1-5) (no idea - well know)

4. How easy you see the reservation info? (1-5) (hard to easy)

5. How you feel this website? Anything good or bad you want to describe?

6. Do you have some suggestions for improving?

5.9   Results

The results below will show the data I collected from the usability testing with users. The data will be divided into three main parts which are task completion, questionnaire answers and user feedback.

5.9.1 Task completion

The table (Figure 18) shows the results of assigned tasks. It will be measured by 0 or 1 point. 0 means not completing the task. 1 means task successful completion.

I have invited 5 users for usability testing. As you can see in the table, it clearly shows that all the users have completed tasks successfully. That proves the main functionality of the website is easy to access.

Testing plan	Task	user 1	user 2	user 3	user 4	user 5
1	view lunch/a la carte/sake from nav bar drop down menu	1	1	1	1	1
2	go back to the home page	1	1	1	1	1
3	change language from English to Finnish	1	1	1	1	1
4	manage navigation through different pages	1	1	1	1	1
5	Find table reservation and take away info	1	1	1	1	1

Figure 18. Task results

5.9.2 Questionnaire answer

Questionnarie		user 1	user 2	user 3	user 4	user 5
1	How will you score this website from your experience on it?(1-5)(hard-smooth)	3	5	4	4	4
2	Can you navigate easily through different pages? (1-5) (hard-easy)	5	5	5	4	5
3	Do you have the basic idea of this restaurant? (1-5)(no idea-well known)	3	1	4	4	5
4	How easy you see the reservation info?(1-5)(hard-easy)	5	5	4	3	3

Figure 19. Questionnaire answers

This table (Figure 19) collects answers which can be measured by scores of the questionnaire from the users.

From these answers, I figure out that the total experience is fine to users. In addition, they can navigate easily through different pages. Most of them can have the basic idea of the restaurant based on the website.

The question No.4 shows that half of the users felt it was not so easy to see the reservation info, which exactly what I have worried about before according to the prototype (Figure 20). According to users' opinions, they didn't notice this info when they went through the menu. I have to make the reservation info stand out later to attract users' attention.

Table reservation&Take away orders: please call 09671336

LUNCH MENU   11:00-14:00

ASSORTMENTS

8PCS 1 tofu, 1 tsuna, 1 prawn, 3 salmon, 2 futomaki roll	**9**
8PCS 1 tofu, 1 fish, which you choose, 1 prawn, 3 salmon, 2 tsunamaki roll	**10**
10PCS 1 tofu, 1 tsuna, 1 prawn, 3 salmon, 2 kappa roll, 1 today's nigiri, 2 futomaki roll	**11**
12PCS 1 tofu, 2 tsuna, 2 prawn, 3 salmon, 2 kappa roll, 1 today's nigiri, 2 futomaki roll	**13**
14PCS 1 tofu, 2 tsuna, 2 prawn, 4 salmon, 2 kappa roll, 1 today's nigiri, 3 futomaki roll	**15**

Figure 20. Prototype - reservation info

5.9.3   Users feedback

The feedback is from the No.5 and No.6 of the questionnaire.
- User1
  - Q5: Good – the website is quite easy to use.
    Bad: – the pictures and colors are boring not attractive to me.

  - Q6: have more attractive pictures and the color can use black & white which also suits to Zen.

- User2
  - Q5: Good – great design. Easy to access and find information.

  - Q6: On the home page the gallery and eat in/ take away title is a bit big to me.

- User3
  - Q5: Good – the website seems very clear and stylish. The home page creates a feeling that it is really authentic restaurant as it promises and offering is "premium", not just an average sushi buffet. I like the page does not have too much content, so it stays clear. I also like the color theme.

    Bad – the table reservation and take away order number could be bigger and better visible in the menu page. It could be e.g. in white font under the text "A la carte all day long". The a la carte menu page seemed first a little too busy to me due to the fish guide logos being at the middle of the page

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and not really seeing quickly that to which dish they are related to (the ones on the left or right). I would move the logos to the right side of the page.

- o Q6: In addition to the comments mentioned above it could be maybe good to add pictures of the different sushi somewhere in the page. Maybe not into the menu itself because it would make the menu too busy. However, it would be nice to see which kind of sushi are served. If the pictures would be added they have to be as good quality as in the main page and keep the feel of premium sushi.

- User4
  - o Q5: Good – clear structure, all the needed information available easily

    Bad – highlighting / rethinking the placement of the table reservation text

  - o Q6: Adding some visible CTA's / Buttons to better guide users for example from the front page to other pages (difference between static and clickable areas) --> E.g. having buttons on the Hero banner and / or the three images + text blocks underneath? From visual perspective a minor question - the English / Finnish flag on menu's? —> Is it needed since we are already in the EN / FI language pages? In the footer, some of the information could be highlighted to be more visible if needed. Also, possibility to bring the table reservation information somewhere on the contact page.

- User5
  - o Q5: Good – The website is simple but really good-looking, with clean, nice and big images, a simple menu and a fitting background color, with all the necessary information put in the right place. Everything can be found easily.

    Bad – Changing the language is a bit confusing, since clicking "En" will immediately switch it to Finnish and vice versa.

  - o Q6: Language could be for example two flags, Finnish and English, or a dropdown menu like the rest. The number for reservations on the menu pages should stand out a bit more.

5.10 Findings

This section is the core of the usability testing report, which includes all the findings found based on the results of the usability testing. For the findings, I will highlight the user comments and satisfaction rates to shows the users' feedbacks about the website. Also, I will finalize the recommendations for things that need to be changed.

For starters, all the participants completed the main tasks during the test which proves the functionality of the website. That also mentioned in the questionnaire, 80% of users felt the website was easy to access and use. (Figure 21)

100%

of participants **completed** assigned tasks of the testing

80%

of participants **thought** the website is clear and easy to access.

Figure 21. Task completion

In addition, I made a chart (Figure 22) to show the results of the four questions which were measured by scores. The score is from 1 to 5, 5 means the best result. These four questions are related to user experience, navigation, idea and reservation info of the website.

We can see in the chart, that shows the overview of the user experience is 4 on average. The navigation of the website is super close to 5. I am glad that I created easy navigation for users. Then the next is basic idea of the restaurant which is about 3.5. The website may not leave a great impression on them, but they can still have the main idea of what food it offers. The last one is about how users can see the reservation info. Although it scored 4 points here, I think I have to make reservation info more stand out. Many users also mentioned this issue in the suggestions field which I am going to talk about it later.
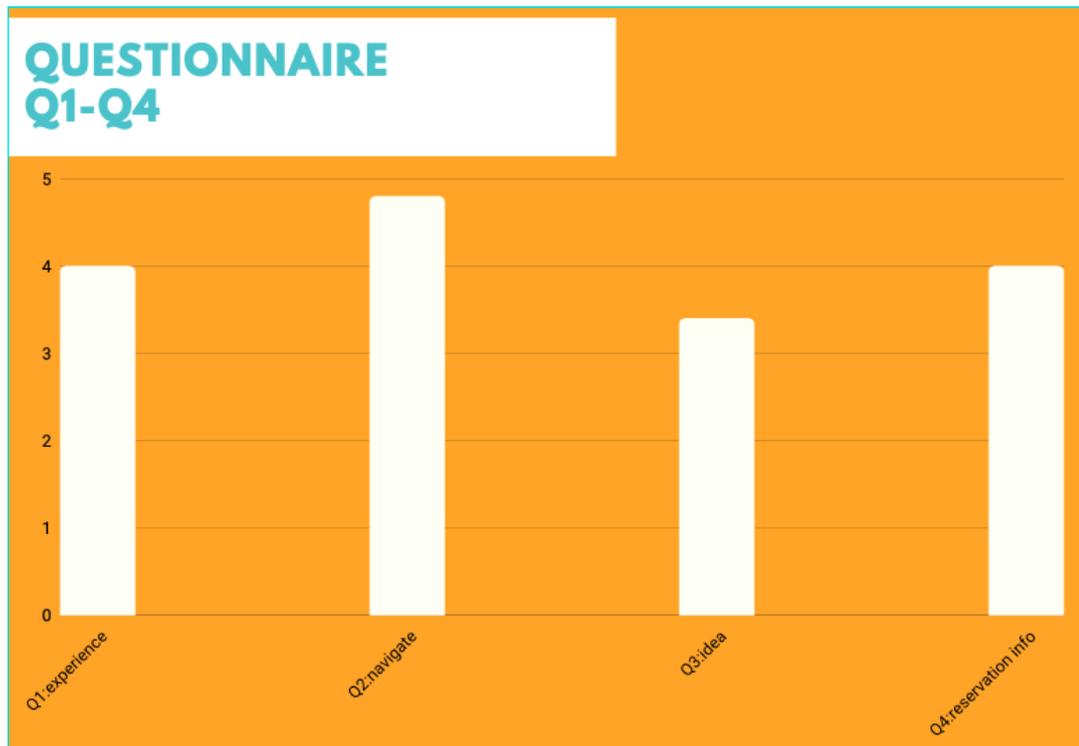
Figure 22. Questionnaire chart

Furthermore, after analyzed the feedback from users and questionnaire results, I summarized the main points which I feel should be improved in the future here:

- language switch button use flag instead of text for more visual purpose
- hero image switch has a more visible button guide users to switch
- table reservation info more stand out

6 Publishing the website

After the testing is done, the next step is to publish the website which is also including in the objectives of this thesis project. Since I have discussed with the owner previously, we agreed to use WordPress as a tool to make the website alive.

6.1 Publishing Software

WordPress is a web software for people to create websites and blogs which can be customized by themes and plugins. It offers three different plans for business sites. The owner chose the premium plan (Figure 23) which suites to her needs. With this plan, I will have the benefits such as unlimited themes and advanced design customization which help me to make it close to the design of the prototype.
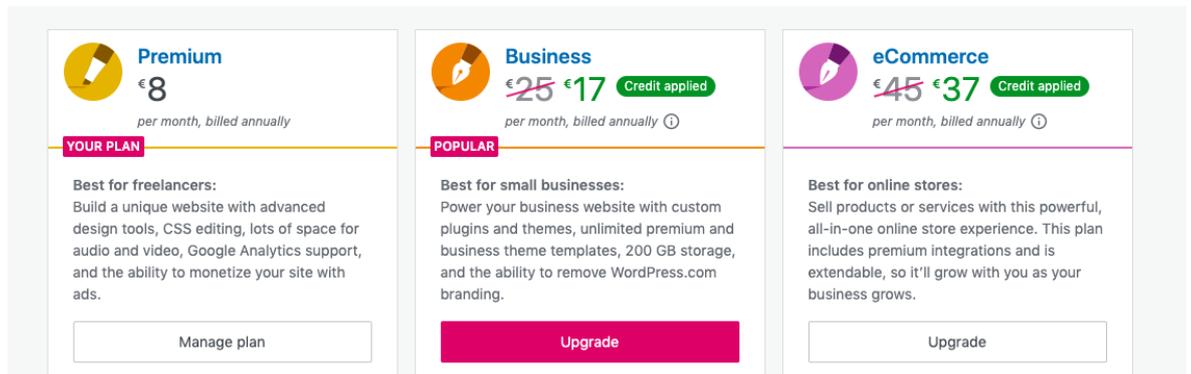
Figure 23. Premium plan

6.2   Main Process

 I will introduce the main process of publishing the website through WordPress in this section. I split it into 6 parts which are create pages, select theme, reusable blocks, menu set up, language switch and layout styling, which simply demonstrates the whole publishing process to viewers.

6.2.1   Create pages

In WordPress, there are mainly two options to add content to the website, which are pages and posts.

A page usually does not change very often. Good examples of pages would be a homepage, a contact page or a page is about the product or services.

A post is mostly like a blog or an article, which you will update it quite often.

According to the design of the website, I chose to only use the pages to add content to the website at first, which will achieve almost all functionality of the website. The owner of the restaurant will try the post features later by herself whenever she needs to update the latest news of the restaurant.

For building a website in WordPress, the first thing to do is to create pages for the website. Here is the dashboard (Figure 24) for managing pages. For starters, add all the pages which are needed for the website and set one of them to be a homepage.
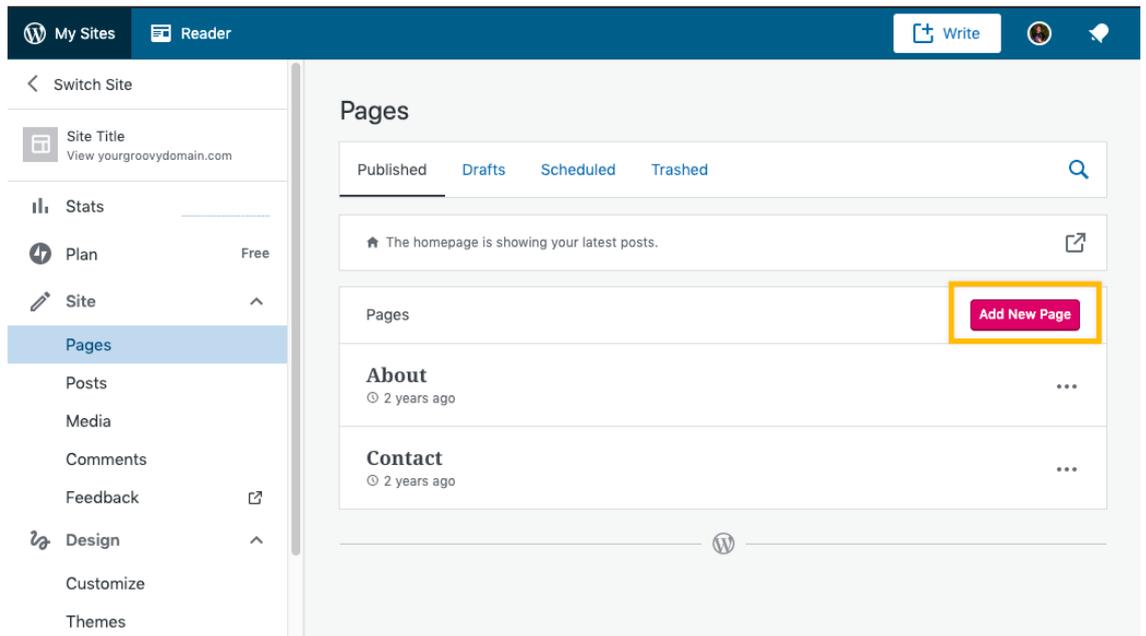
Figure 24. Add new page

In my case, I have 18 pages in total, which nine of them are homepage, about us page, story page, contact page, blog page, menu page, lunch page, a la carte page and sake page and the other nine in Finnish are correspond to them. Also, I have set the Finnish landing page as a homepage based on the requirement of the owner.
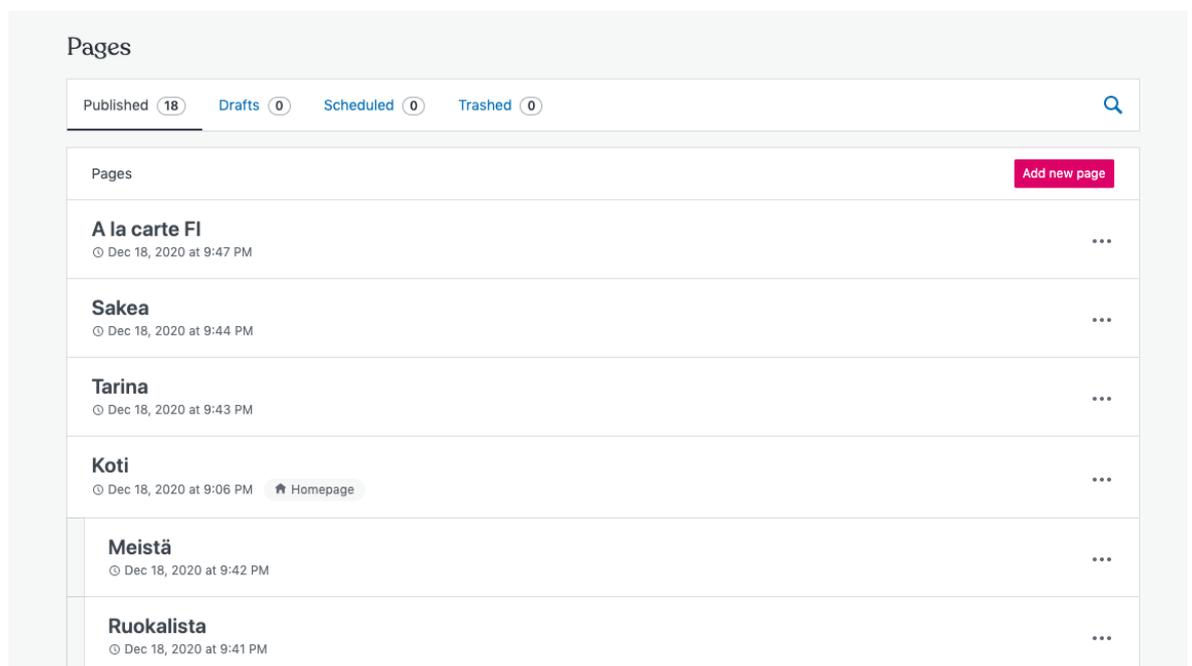
Figure 25. Pages dashboard

6.2.2 Select theme

Then the next step is to select a theme for the website. In WordPress, selecting a theme is a way to only change the design and not affects the contents of the website. Under my premium plan, there are plenty of theme templates that are ready to apply. (Figure 26) Besides, you can search for a portfolio, magazine, blog for a specific purpose.
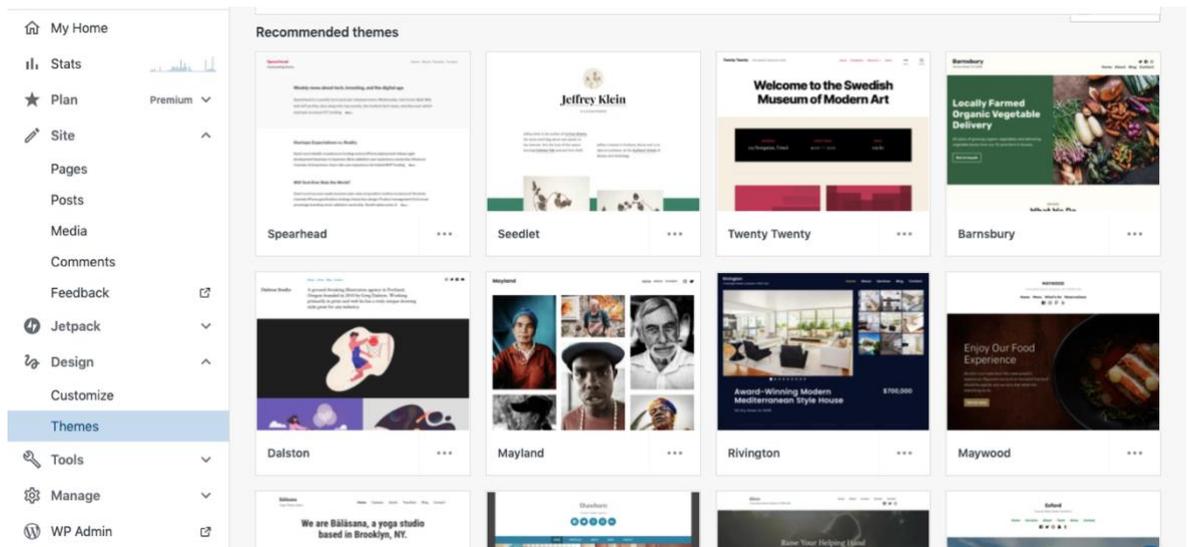
Figure 26. Theme templates

According to my XD prototype, I chose the theme called Hever (Figure 27) which layout is quite similar to my design (Figure 11). From the top to the bottom, there is a navbar, following by a banner image, a gallery section, a slogan section and a footer section. I just need to change the gallery section to the menu section which enables customers to view the menu directly. Due to the benefits of using the theme, I think the layout of the website is almost ready. The thing I need to work on later is the colors, font styles and so on, which I am going to mention in the next few steps.
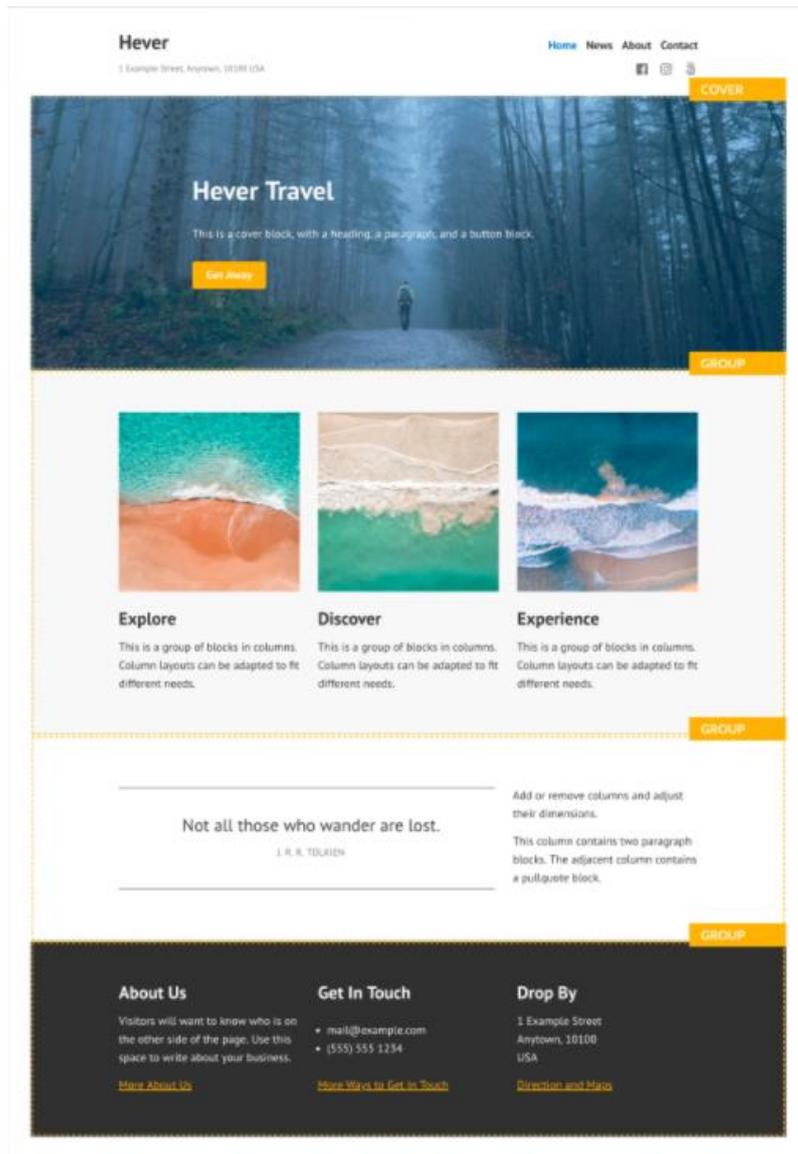
Figure 27. Hever theme

Another reason why I chose it is because this is a responsive theme (Figure 27) that supports displaying the website to all desktop and mobile devices. This ensures customers will have a fluent experience whether they use laptops or mobiles.
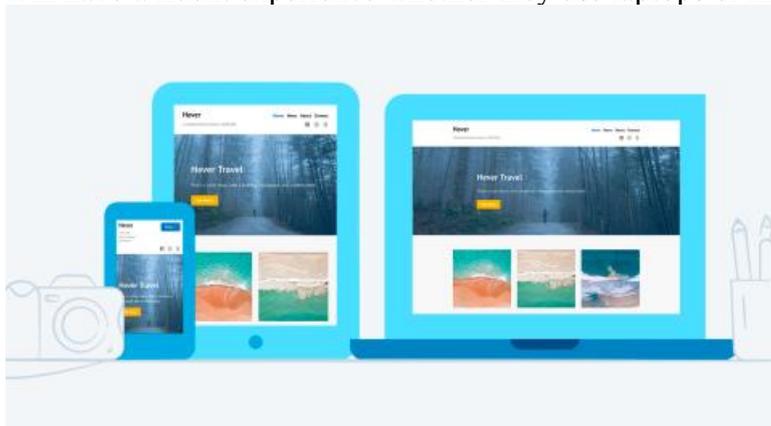
Figure 28. Responsive theme

6.2.3 Blocks

Pages are created by blocks in WordPress. It provides all kinds of blocks, such as paragraphs, images, galleries, columns and tables. The list of blocks is very exhaustive.

I will introduce some common blocks right now:

- Paragraph block: this block allows you to add regular texts to a page or a post.
- Image block: this is for adding images to pages or posts.
- Cover block: this is for adding text on top of an image.
- Columns block: this is for placing blocks side by side easily.
- Heading block: this is for adding header texts inside pages or posts.

Creating pages in WordPress is like building a house with blocks. Everyone can manage to build a page using blocks that she needs, even without any coding knowledge. You can remove the block with just one click once you are not pleased with the block. If you want to change the position of the block, you can just click "Move up" or "Move down" (Figure 29) for the purpose.
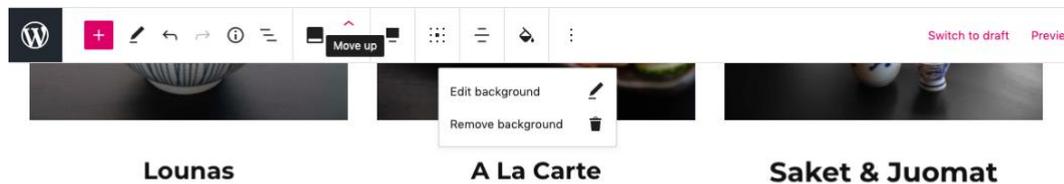
Figure 29. Block position change

Reusable blocks are quite useful during my process of building pages in WordPress. It gives the opportunity to reuse block once you made it. Whenever you want to modify the blocks, you edit it once and then all the blocks you used in the pages are changed as well.

For an instance, I named a reusable block as a footer (Figure 30) which I need to use at the bottom of all pages. With the convenience of reusable blocks, I can add a footer to each page within two seconds. In addition, I have created another reusable block called navbar which I will not show details here.
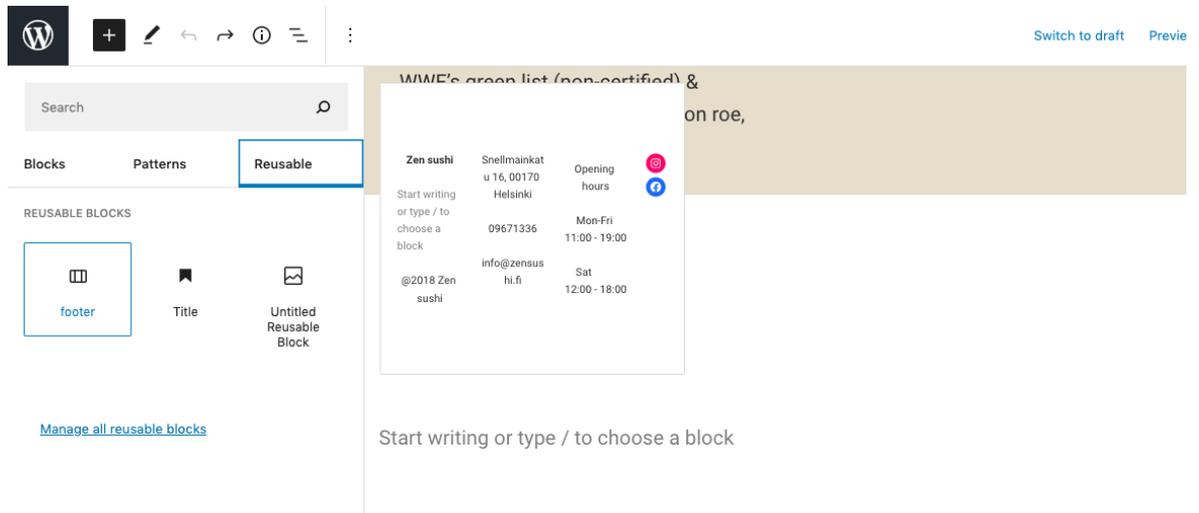

Figure 30. Footer reusable block

6.2.4 Menu set up

As you can see in the picture (Figure 31), I have a navbar on the top of the website which I have created by myself with customization features. This is the Finnish version nav bar which has meistä (about us), ruokalista (menu), ota yhteyttä (contact us) and blogi (blog). In addition, the tarina (our story), lounas (lunch), a la carte Fi (a la carte) and sakea (sake) as sub-menus for the drop-down menu features.

Figure 31. Menu set up

6.2.5 Language switch

Because we have chosen the premium plan for the website on WordPress, which doesn't support the language switch plugin. After I have inquired about this issue to their online

support service. The staff sent me the tutorial of how to set up a multilingual site using blocks.

Basically, the idea is to create all the pages in both Finnish and English on my own. Each language will have one parent page and several child pages as needed. (Figure 32)The parent page is usually the same as the homepage or start page.
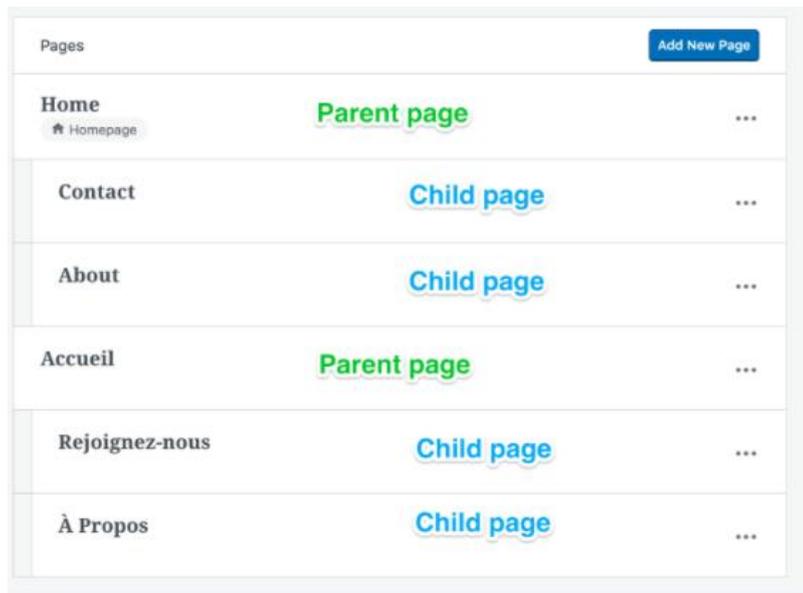

Figure 32. Parent & child page (wordpress.com)

After that, I have created navbar both in Finnish and English languages. Now the last step is to set up the language switch button. Adding the homepage link in English to "EN" button, it will go to the English homepage directly after you click it. The language switch feature has been accomplished so far. (Figure 33)
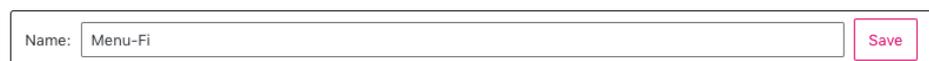
Figure 33. Language switch

6.2.6   Layout styling

In WordPress, there are some techniques for layout styling. I will give some examples here to show what is the basic idea for styling.

WordPress uses the most intuitive way to allow people to style the layout of the website. You can find almost all the command buttons in the dashboard.
- White space

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White space basically means the area between design elements. It also means the space between the individual element like the space between each line of a paragraph.

White space is a great tool to balance the design elements and help to organize contents better to enhance the experience of visual communication. People get frustrated when they are bombed by the information. The white space allows people to calm down and breathe through the information.

In the picture (Figure 34), you can see there is a white space between the menu and the footer section. You can set the height in pixels of the white space element which matches you the best.
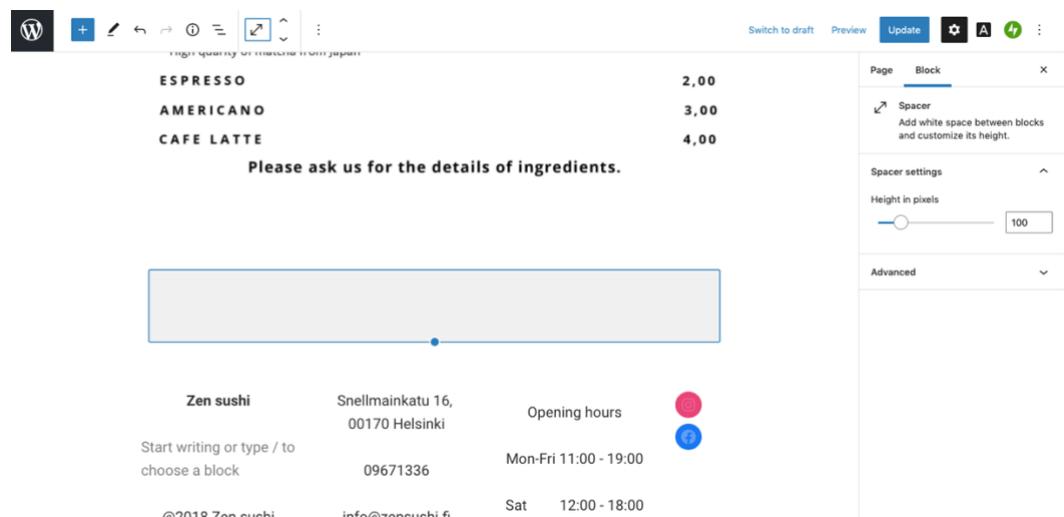
Figure 34. White space

- Wide width

You can select the width of the elements either wide width or full width. (Figure 35) Full width means a 100% width of the website. Wide width means there's some space between the edge of the website.

You can even use the align command button to position the elements of the website such as texts.
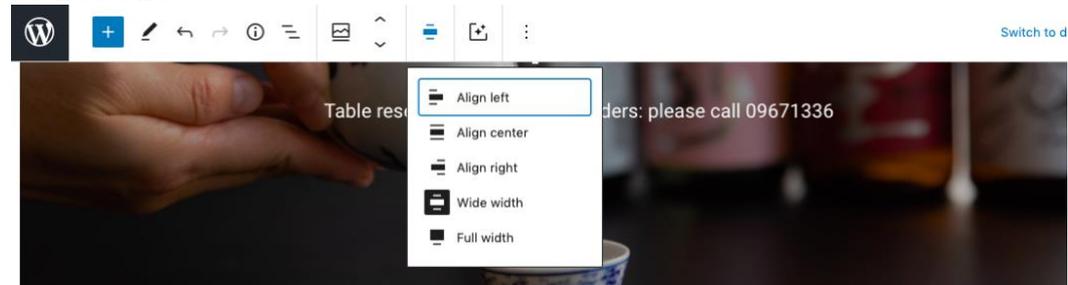
Figure 35. Wide width

- Background opacity

As you can see from the picture (Figure 36), with the change of background opacity to 20, I can make the background image darker which ensures the texts are more readable.
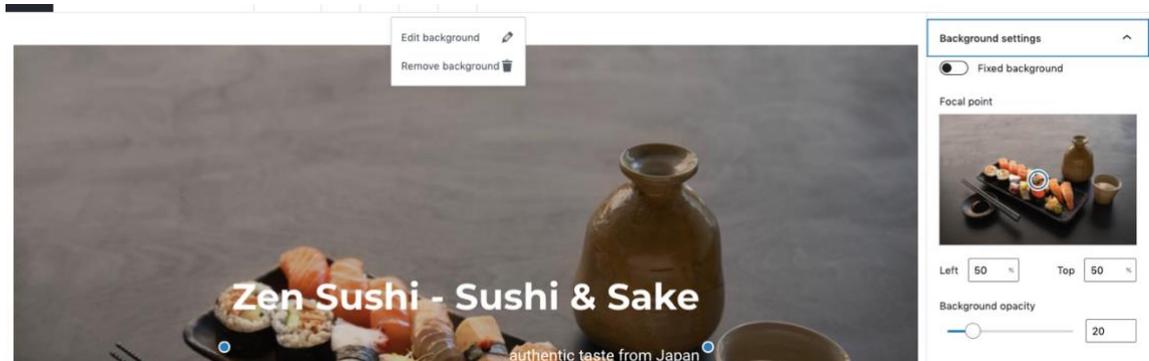

Figure 36. Background opacity

- Additional CSS

There is no doubt that people can create unique websites with the customization features from the WordPress. But it always has its own limitation, then we have the additional CSS tool to help with it. This feature allows people to add their own CSS code to customize the appearance and layout of the website.

Based on the basic knowledge of coding, adding my own CSS code is not a big problem. The picture (Figure 37) below shows that I use CSS code to set the background color of the entire website.
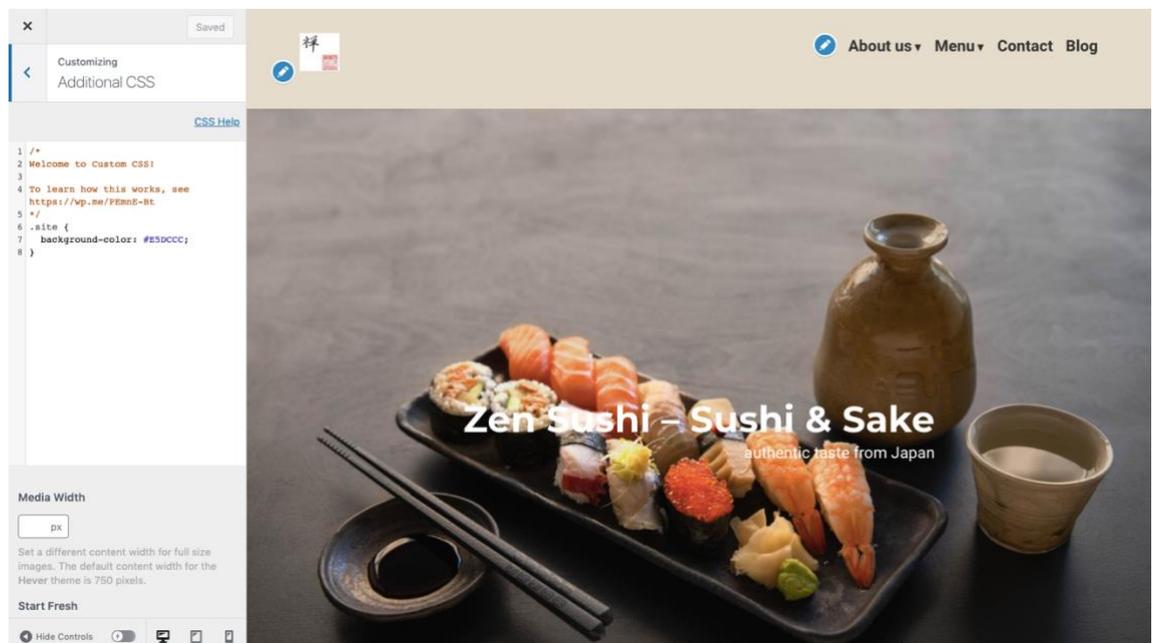
Figure 37. Background color

There is a little problem when you create your website with WordPress. Due to the default setting, it has the own title of each page which you named when you created it. According

to my layout of the website, I don't want this for sure. The only way to remove the title of each page is to add my own CSS code to the website.
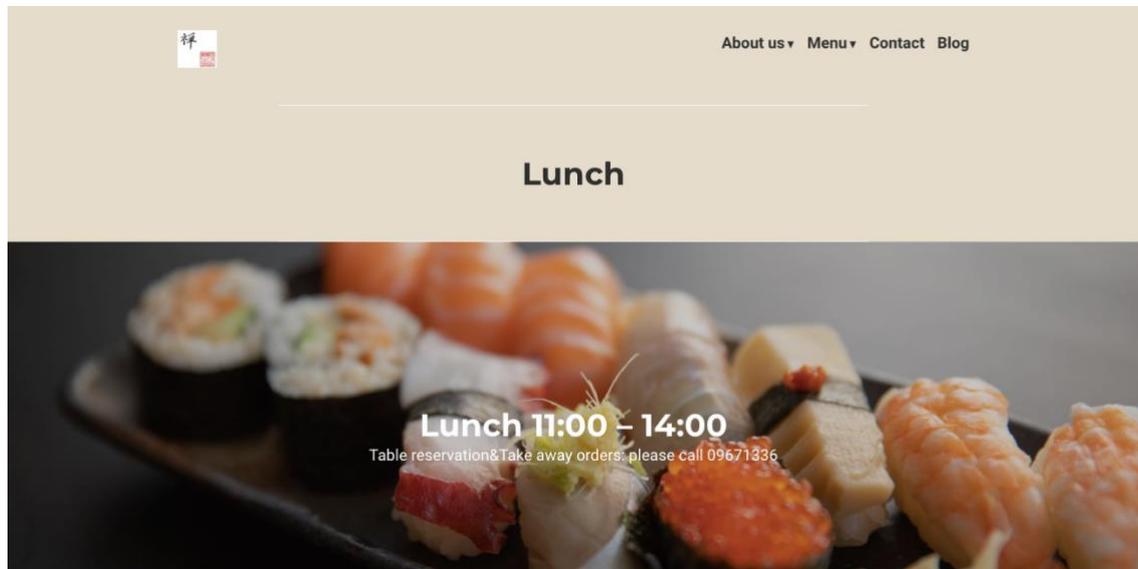

Figure 38. Lunch title

Here is what I found on the internet. (Figure 39) By adding this code to the website, I will get the result (Figure 40) which removes the title among all pages. I am quite satisfied with this final effect.

Figure 39. Remove title CSS
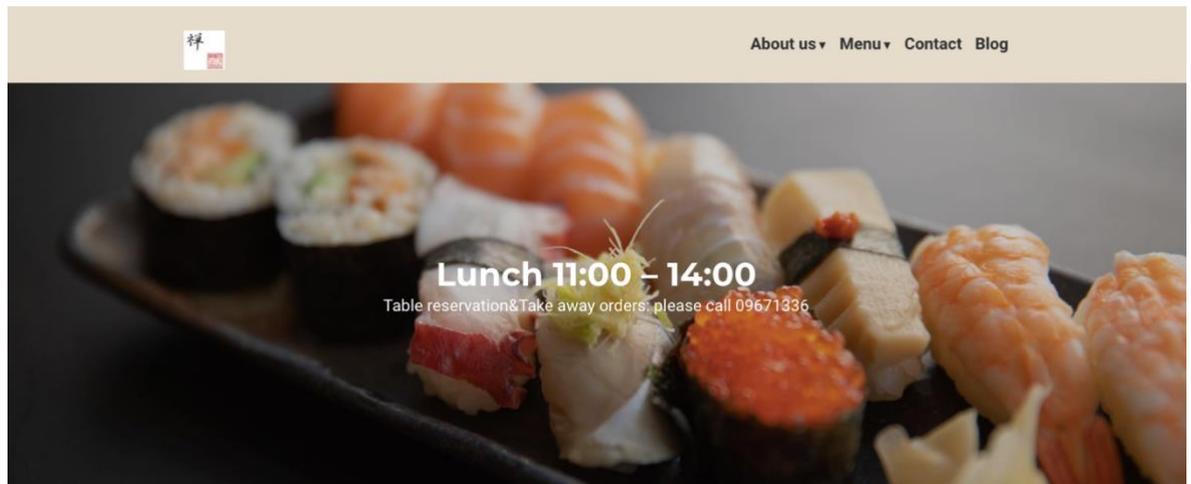
Figure 40. Title removed

6.3 Summary

I have learned a lot during the process of publishing the website via WordPress. I went through the video and article tutorials on their website. The customer service is quite useful, the staff could answer my questions directly though it may take some time. Besides, I even found out the answer from the internet to fix my issue. Now I have practical experience of how to build a website with functionality. I am sure that I can do it faster and better if I have another website project that need to use WordPress in the future.

In addition, I didn't take the limitation of WordPress into consideration before the start of the project. In consequence, I have faced some challenges which I had to modify my original design.

Overall, WordPress is a good software to work with and build a website with efficient functionalities. But be sure to check the limitation of this software before you decide to use it for implementation.

Since the website already published, the reader can view it through this website link: https://zensushi.fi/

7 Commission party evaluation

I have published the final website alive on time according to my initial schedule. After that, I have requested the evaluation for me of this thesis project from the commission party. The owner of the restaurant sent me the evaluation file via email.

In her opinion, she is satisfied with my communication through the process of website design. I was able to understand what her requirements for the website was and flexible to react quick changes and demand during the process.

What she appreciated most is that I know what has to be the core and catchy in the website. After the redesign has been done, the website now has clearer images and message to appeal the products of the restaurant "sushi and sake" at first sight. In addition, the visitor can check the menu, reserve a table and order delivery straight away in the landing page, which was impossible on the old website.

On the other hand, she mentioned that she liked my original design of the website more, but I have to make some changes due to the limitation of the WordPress. For this, I am really sorry about that. Because this is my first website project on WordPress. Also, I did not study that much before the start of the project. I will learn from this problem and next time be fully prepared before the beginning of the project.

In the end, she expressed her thankfulness of me contacting her about the thesis project and redesigning the website. Through this project, she also learned a lot and was able to rethink the marketing of the restaurant.

8 Conclusion

The thesis demonstrates the whole process of redesign the restaurant website. The project achieved all the objectives, which were set in the beginning. After the redesign process, I published the website successfully which is already in use right now. The commission party was satisfied with the result and appreciated my work which has been done so far.

The thesis shows the process from the very beginning of the redesign for the website. Collecting the requirements from the commission party and understanding their needs is a vital base of the redesign. During the process, keeping contacting with the commission party is always helpful to ensure both of them are on the same page for this project. Besides, I displayed the first version of a high-fidelity prototype to the owner of the restaurant to see if I need to modify anything before the usability testing.

A paper prototype is an easy and fast way to sketch the basic structure of the new website. High-fidelity prototype was following to be made in order to show the interaction and main functionality of the website. The usability testing should be held before the implementation to test the functionality of the website and experience with users.

The suggestion from the commission party and users was implemented to the website. The website works well now and with full functionalities. In the next step, the student will guide the owner of the restaurant to manage the website through WordPress on her own.

This is the first time that the author of the thesis has undertaken her own design. All recommendations from the commission party and thesis advisor have been taken into account. The writer responded well to all the work and thesis writing. There is no doubt that the acquired experience will become valuable to author's career in UX.

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Abstract

Date