A UX/UI Case Study

2025

FANNIE'S
housemade with love

About The Project

This project was created by six college students for a small restaurant in Warwick, NY named Fannie's. This project involved designing a website for Fannie's that more accurately reflect Fannie's unique and eclectic atmosphere and communicate their values, making them stand out against the plethora of competing restaurants.

Problem

Fannie's website had not been updated for several years and was outdated in design. It was not mobile-friendly and aesthetically, but also to effectively capture Fannie's unique and quirky vibe, as well as displaying their values.

Solution

Our design team prioritized intuitive navigation and making important information easy to find. We also aimed to communicate Fannie's cozy, eclectic aesthetic while still maintaining a modern, clean design.

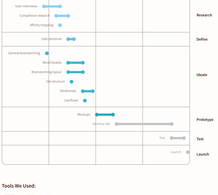
Our Design Process

The first step of our design process is to conduct research, a large part being user interviews, which allows us to gain insight on what our target market is interested in regarding a website. We also experiment with many different design choices, which are then slowly narrowed down. After this, interactive mockups of the final designs are created, then the website is developed, tested for any issues, and finally, launched!

1. **Research**
   User interviews, competitive research, affinity mapping
2. **Define**
   Identify user pain points and preferences, personas
3. **Ideate**
   Brainstorming, moodboards, site structure, user flows, wireframes
4. **Prototype**
   Clickable mockups, develop site
5. **Test**
   Test site for any issues
6. **Launch**
   Make the site available to be viewed by the public!

Our Design Timeline

This project is being created from January to April 2025. Our team created a project timeline early on in the design process to improve communication between team members and to ensure timely progress.



Tools We Used:

Research

First, we conducted user interviews and asked a variety of questions that would help us understand our target market's preferences, motivations, and frustrations. Then we synthesized the collected data into easy to read affinity maps. We also conducted competitive research on other websites of farm-to-table restaurants. This allowed us to become familiar with the current market, gaining inspiration and sparking ideas of how to make Fannie's stand out against the crowd.

User Interviews

The insights procured from user interviews give us helpful guidance on what design choices or features should be incorporated into the website. During the user interviews we asked people the same 15 questions. These questions were intended to gain three main insights which are as follows below:

1
Identify who is a part of our target market
Interviewees were asked a couple of questions that identified if they were a part of our target market. This is important information to obtain because the responses of a person who is part of our target market have the most relevance to our design choices and are crucial to later to.

2
Personal interests & inquiries
Interviewees were asked a few questions about themselves, their interests, etc. This is done to identify if there are any common threads within our target market. This can inform our design choices, depending on the shared qualities and/or interests.

3
Identify our target market's preferences
Interviewees were asked several questions about their preferences, motivations, and frustrations regarding restaurants' websites. This allows us to gain knowledge and insight about what appeals best to our target market.

Affinity Maps

All of the user interview responses were condensed and organized into two affinity maps, one for interviewees in their 20s. This allows all members of the team to easily view and process the information gained from each other's user interviews. It also makes revisiting our user interviews in the future significantly more convenient and efficient.

Define

Now that the research has concluded, we move on to narrowing down our information to what exactly our target market's wants and needs are. First, we identified what are the most common pain points and preferences for our target market. Based on this we created two user personas that reflect the most typical customers. One outlier user persona was also created to represent the preferences that were less common, but still present in the user interviews.

User Pain Points

- Difficult to use navigation
- Unclear, incorrect, or lack of information
- Lack of photos of either food or brick and mortar location
- Difficulty finding important information

User Preferences

- Simple, clean, and modern aesthetic
- High quality photos
- Allergen information
- Clear pricing

User Personas

User personas are fictional people based on insights gained from user research. User personas serve as a method for a design team to easily reference and consider their target market's preferences.

Elliot Green

Regular customer

Age - 28
Profession - Product designer
Status - In a relationship
Location - Monroe, NY
Characteristics - Relaxed, sociable, creative

Brief Story
Elliot loves the outdoors, traveling, and spending time with family and friends. He is up to date with current events, trends, and technology.

Expectations
Elliot is very health conscious, he wants to know where his food is sourced from and how it was produced. He prefers a website to be minimalistic and simple, but also high quality and trustworthy looking. Elliot wants appealing photos of food and of the actual establishment. He also feels that allergen information and dietary information should be accurate and easy to find. Elliot feels that the values and practices of the restaurants he chooses to dine at are very important to him.

Frustrations
Elliot hates when he cannot easily find important information on a website. He also finds it frustrating when he is misled by information provided on the website. He dislikes when a website is difficult to navigate though, has a cluttered layout, or uses an ugly, unattractive color palette.

Jenna Thompson

Regular customer

Age - 39
Profession - Yoga instructor and mom of three
Status - Married
Location - Warwick, NY

Brief Story
Jenna is a mother of three and owns her own yoga studio. She has always lived in the Hudson Valley, and enjoys the nature she is surrounded by, as it inspired her passion for wellness.

Expectations
As a wellness advocate, Jenna sees the importance of eating food that nurtures the body. She loves when her food is fresh from local farms, because she avoids processed foods for her family, clients, and herself.

Frustrations
Jenna becomes frustrated when foods are processed and not locally sourced. Along with that, she does not advocate for big corporations. Jenna would much rather spend money on a small business, as she has her own.

Sharon Smith

Outlier

Age - 39
Profession - Medical assistant
Status - Married
Location - Ramsey, NJ
Characteristics - Motivated, direct, adventurous

Brief Story
Sharon is married to her husband of almost 20 years who she has two children with. Sharon is very career oriented and spends much of her time at work, but when she gets time off, she likes to make the most of it.

Expectations
Sharon doesn't prefer to spend a large amount of money when dining out. She doesn't care too much about where her food is sourced or if it is farm-to-table fresh, but she does want it prepared well. Sharon likes an experience that is straight to the point, no fluff, so she wastes as little time as possible.

Frustrations
Sharon becomes frustrated when she has to scroll through things, like menus, to find them. Aesthetically, Sharon doesn't have a strong preference for colors on websites. But, one thing she does dislike is when websites use too much black or when they use dark backgrounds, especially with light text. She also becomes impatient when a website loads slowly.

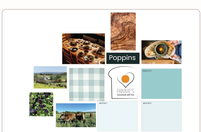
Ideate

During this stage in the design process we broke up into two different teams of three people each. Each team worked towards creating their own unique design for the final website by brainstorming various ideas, aesthetics, structures, and basic layouts for the website. This stage in the design process slowly homes in on the final design of the website and how it will function

Mood Boards

Mood boards are collections of elements such as, color palettes, fonts, and textures meant to communicate and plan what the desired look and aesthetic of a website will be.

Team A

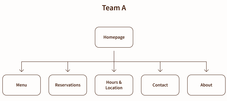


Team B

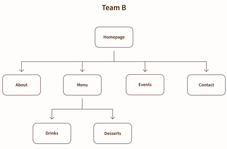
Site Structure

Site structures serve as a method of visualizing and planning the different pages that will be on a website.

Team A



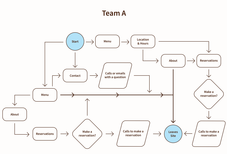
Team B



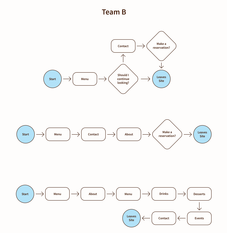
User Flows

User flows are created to replicate paths a user could take on a website. This allows a better understanding of the user's experience, which is used to influence the design of the website to make the use of the website as pleasant and effortless as possible.

Team A



Team B



Wireframes

Wire frames provide a way of planning the basic layout of a website. They contain placeholders for text and photos allowing the design team to focus on functionality rather than aesthetics or content.

Team A

Team B

Prototype

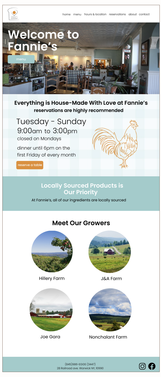
For the first step of prototyping, the two independent teams created clickable mockups, based on their previous work. These mockups are then presented to the client where they can give feedback and ultimately choose which mockup they prefer. Then, the two teams merge and begin developing the final website.

Mockups

Mockups are simulations of what the website would function and look like if it were to be developed. This gives the client an opportunity to give feedback and suggestions so the website can fit their desired outcome.

Team A

Homepage

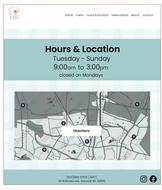


Menu

Reservations

Contact

Hours & Location



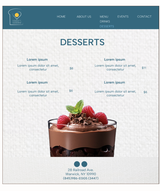
About

Team B

Homepage

Menu

Desserts



Drinks

Contact

About

Events

Thank you for viewing!

Feel free to make any comments, suggestions, or ask us any questions you may have :)

Team A's prototype

Team B's prototype