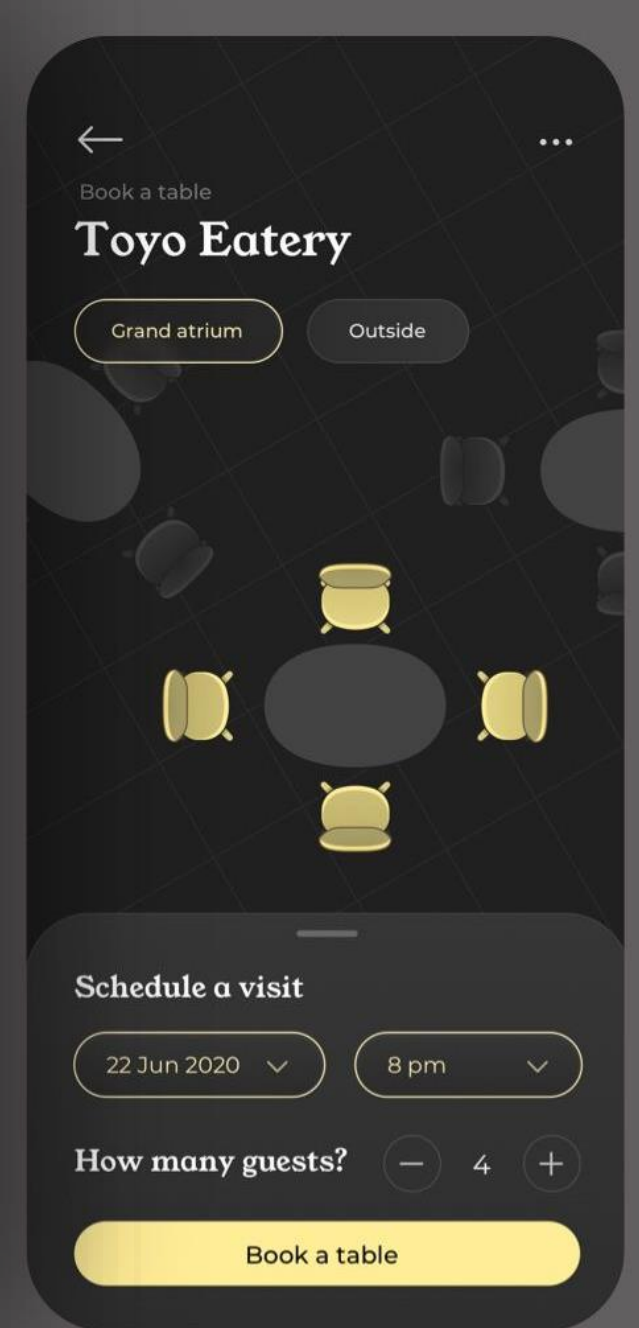
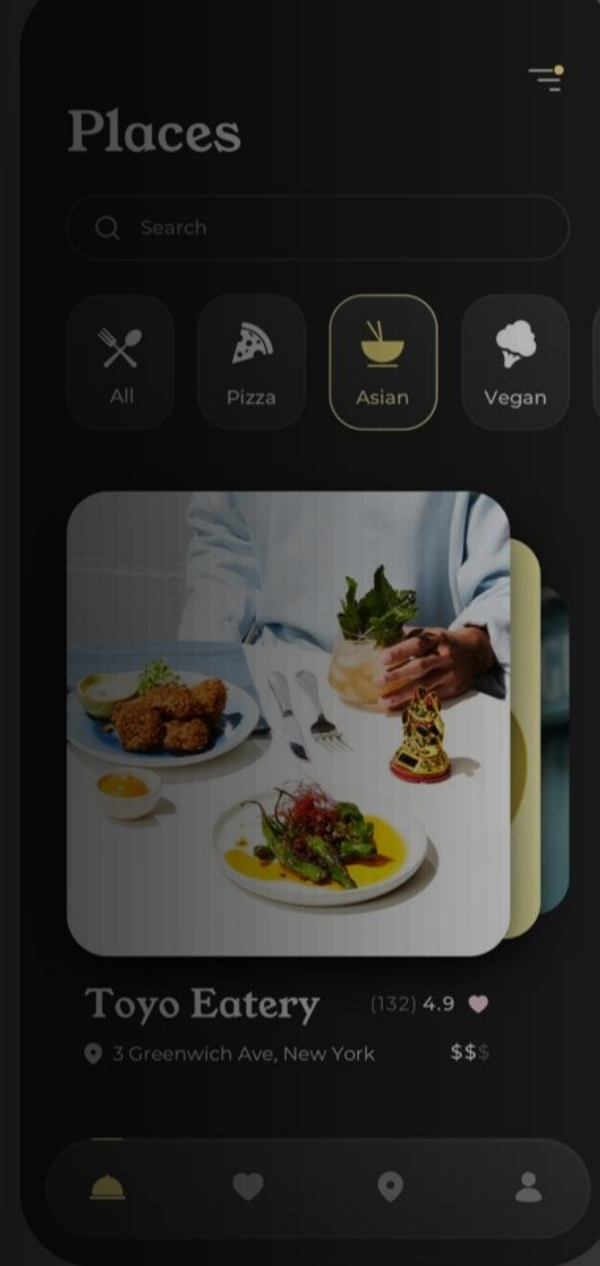


# Restaurant Table Booking Mobile App

By  
Kishore





# Table of Contents

---

Problem Statement

---

Assumption

---

Block User flow

---

Wireframes

---

User Persona

---

Feature description

# Problem Statement

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You are the product manager for a company building a new 'restaurant table booking' mobile app. Please share your submission which contains the following steps:

1. Define User Goals
2. Define Ideal users - Create detailed User Personas
3. Create a block user flow - From the step where user installs and opens the app -> till they successfully book a table. (recommended to use <https://www.lucidchart.com/>). Please check references in the support section below
4. Create wireframes / mocks using a prototyping tool such as Balsamiq for the above user flow. (<http://balsamiq.com/>).

Please make relevant assumptions where applicable.

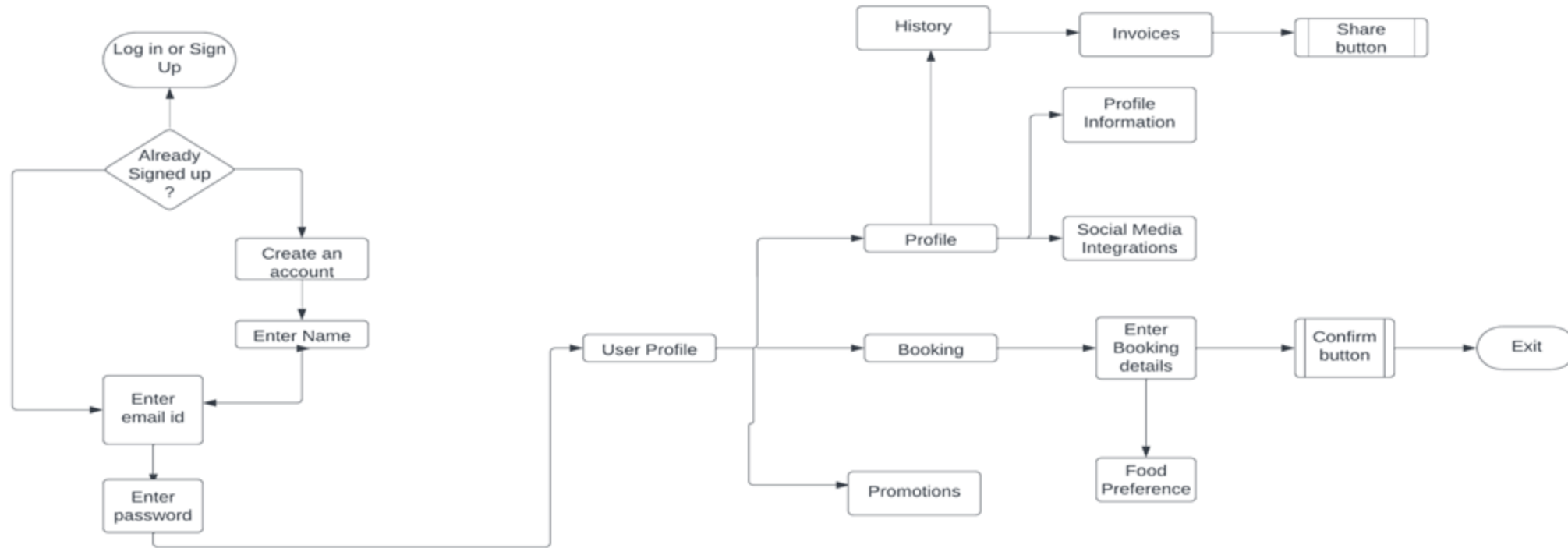
# Assumption

- This app is designed for a single Restaurant which offers multi cuisine meal; has several table capacity(100+) and has very demand for customer table reservation and has a history of excellent customer retention.

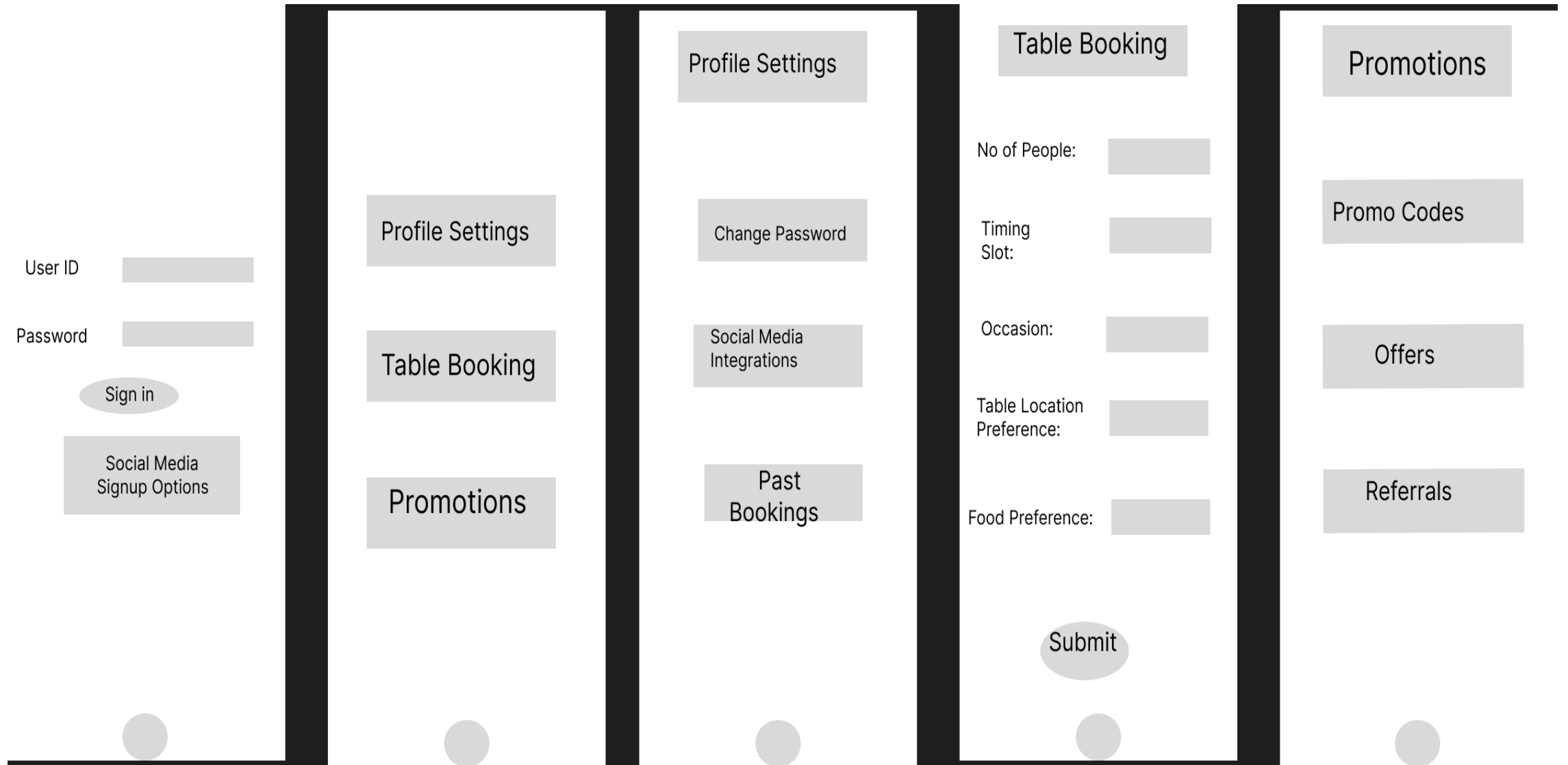
(or)

- This product is made by a SaaS company whose target audience is as per the above assumption and it will be white labelled and subscribed for those restaurants.

# Block User flow



# Wireframes



# User Persona(1)



**Rahul**

## General info

<b>Age</b>	26
<b>Location</b>	Punjab
<b>Occupation</b>	SDE-II
<b>Family</b>	Single
<b>Income</b>	30 LPA

## Bio

Rahul is working as a SDE-II in reputed company. He has a girlfriend whom he takes on regular restaurant dates. Apart from his work, he is a regular football player and supports vegan lifestyle.

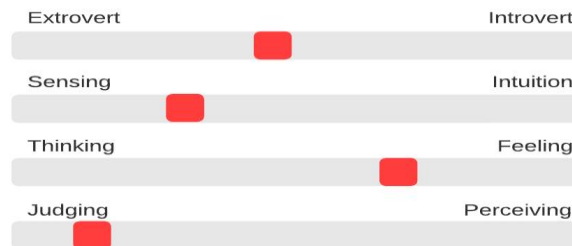
## Goals

- Ambience
- Vegan food
- Healthy and Organic Ingredients
- Multi cuisine foods
- Modern Infrastructure

## Frustrations

Food made with non-vegan items  
Noise environment  
Waiting in a line  
tables in the middle of hall

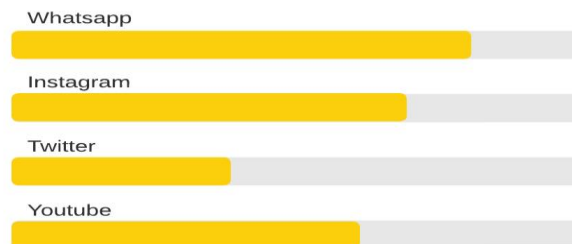
## Personality



## Motivations



## Preferred channels



# User Persona(2)



**Kishore**

## Goals

- Family time
- peace of mind
- kids friendly space
- Valvet parking
- customizable cooking instructions

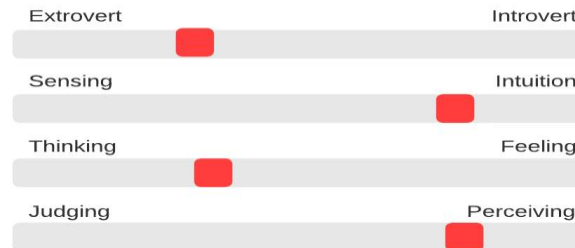
## Frustrations

Spending time to find a parking spot with family  
Food too spicy / too extreme for the kids  
constant monitoring of kids while eating

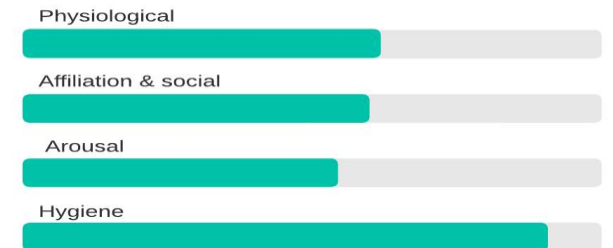
## General info

<b>Age</b>	33
<b>Location</b>	Chennai
<b>Occupation</b>	Product Manager
<b>Family</b>	Married with 2 kids
<b>Income</b>	1 cr

## Personality



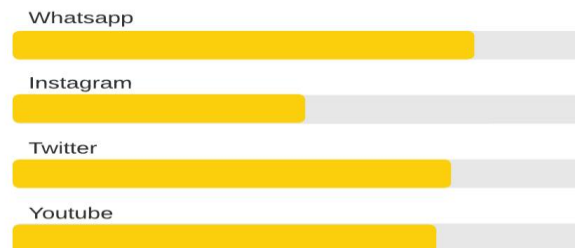
## Motivations



## Bio

Kishore is working as a product Manager in a scaling up startup. He has a family of wife and 2 primary school kids. Once in a month, he wish to spend time with his family by taking them for a good quality time with dinner.

## Preferred channels





# User Persona(3)



**Lakshmi**

## Goals

- Hygiene
- Great infrastructure
- Interior designs
- Large Parking facilities
- Western food items
- Discounts
- Booking history
- Large booking for 10 to 30 people

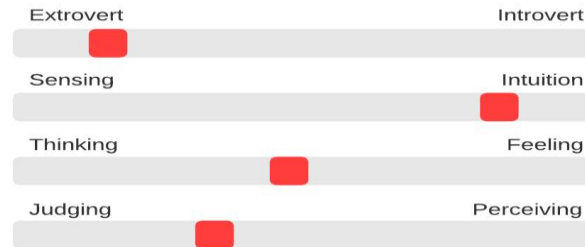
## Frustrations

Need to manage separate groups  
Saving past invoices to claim refunds  
Clients giving bad feedbacks  
Helping in parking arrangements  
Cost savings for the company

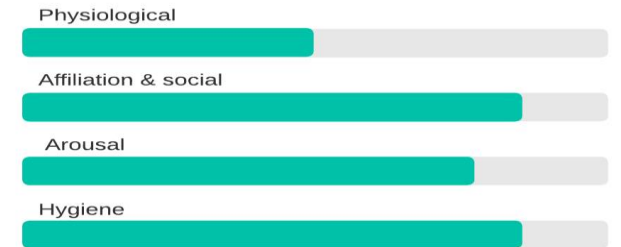
## General info

<b>Age</b>	45
<b>Location</b>	Bangalore
<b>Occupation</b>	HR Manager
<b>Family</b>	Married with 1 kid
<b>Income</b>	40 LPA

## Personality



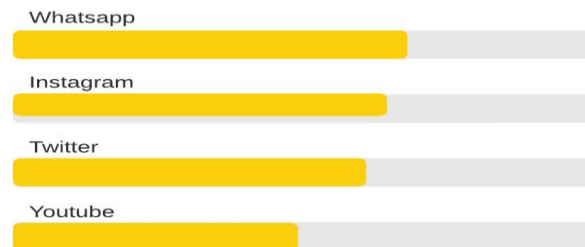
## Motivations



## Bio

Lakshmi is working as a HR Manager in a MNC. She has a family of 1 kid and a husband. One of our job responsibility includes planning client lunch and team outings.

## Preferred channels



# Feature description

- **Profile Settings -> Social Media Integrations:**

To ease booking of tables by integration with Whatsapp and Instagram, so customers can even book outside of the App(Whatsapp and Instagram for Business app).

- **Profile Settings -> Past Bookings:**

This feature contains all the past bookings arranged in date wise order with total number of people booked for; total billed amount; any discounts availed and a digitalized invoice available to be download locally (or) can be shared via mail/ Whatsapp/ Others. This makes the user worry less about maintaining the invoices to reclaim refund from employer (or) going dutch among friends/ colleagues.

- **Table Booking -> Table Location Preference:**

This is to give freedom to the users how they want their table to be; either at the corner; with candle lights / dim lights; sofa type seats instead of chair type seats; separate room like table; want chairs to be at lower heigh for kids friendly; toddler support chairs. All this for the Initial MVP.

Later digital version of the entire table hall like point cloud can be shown to make user decide with more details.

- **Table Booking -> Food Preference:**

This is to collect detail about the type of customer visiting the restaurant, which helps in making the proper arrangements available and also making the app experience personalized by pushing customized push notifications and also personalized promo codes.

Thank You

