

# OpenTable

## Heuristic Analysis

### Executive Summary

#### Some Positive Findings

- Design of page is consistent throughout
- Cookie crumbs used to tell you where you are
- No a lot of obscure content
- Reservation process is easy and fast.

- Simplify the reservation process more with drop downs
- Change some design aesthetics to make look like content
- rather than buttons.

#### Some major problem areas

- Inconsistent labeling of links
- A lot of things appear as links however do not link anywhere
- Search features can be improved to better find more detailed restaurant

#### Major Recommendations

- Simplify the reservation process more with drop downs
- Change some design aesthetics to make look like content
- rather than buttons.

Rating	
1	Cosmetic, minor issue
2	Causes user to stumble a little bit
3	Effects the user from doing the work effectively

# Findings and recommendations

## Site Wide

### Positive Findings

- It was really easy to go through the reservation process
- easy to tell where you are in website
- Provide consistent design for every page
- Easy to find a review for restaurant
- The content provided on pages are short and easy to read
- Mention on sight that there is a mobile version
- Uses tab systems to have a lot of information organized successfully

## Home Page

Issues:

Impact Rating	Finding	Recommendation
2	The homepage consists of two different lists of cities or state. As you hover over some state you get subsections of that state. This can be a lot to view at one time	To simplify this the lists could be put more into drop down lists and take away an entire page by opening up on choosing state, city, and section of the city. More like a faceted search
2	Top right asks if you are a registered user and tells you to sign in. However nothing suggests that you would be able to register at if the link is clicked <b>Registered User? <a href="#">Sign In</a></b>	Rather than asking if you are a registered user just have two links one that tells you to sign in and the other that will allow you to register


## Find a Restaurant

### Positive Findings

- Easy to find a restaurant whether it be a specific location or by restaurant name
- Finding the restaurant is the number one thing here, not over used content try to catch your attention
- Gives great suggestions for best restaurants as well as new restaurants in area
- Gives you a feed of latest reviews posted
- Forms open up as a light box rather than a new page.

### Issues:

Impact Rating	Finding	Recommendation
2	Can not search restaurant based on the restaurants special features such as if it is a romantic restaurant, neighborhood gem, or fit for foodies.  <b>Special Features:</b> fit for foodies, neighborhood gem, romantic	Have a way to browse the top rated restaurants based on the special features. People will want to find only romantic restaurants, or a neighborhood gem

Impact Rating	Finding	Recommendation
2-3	<p>The Welcome to Open Table sign makes you believe that you are already a member by welcoming you. However it asks you to sign up, it can be over looked very easily</p> 	<p>Instead of welcoming the user to open table have a call to action that simply says sign up and earn points.</p>
2	<p>Location is used for two meanings. The first meaning is to change what part of the city your looking for. The other is the location of where in the country you are. To change your location in the country is a little lost and on the side. Most users may end up just going back to the home page.</p>	<p>It work better to have it say change your state rather than location. Or having gotten rid of the original home page and have a series of drop downs to have a more advanced and regulated search.</p>

## Restaurant Availability - by City

### Positive Findings

- Gives a list of restaurants that can be narrowed by cuisine and location in city.
- Shows you at least an hour before and an hour after the time you requested
- There is a constant indicator of how many search filters you have
- Gives you list and map view

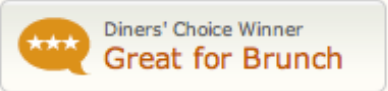
Impact Rating	Finding	Recommendation
2	Search filters does not allows you to find the special features part of the restaurant	Can be solved by adding that into the filters.

## Restaurant Info Page

### Positive Findings

- Making a reservation is an easy process for the user
- Customers can easily find how well the restaurant is rated
- Location and price are the first thing you see, don't have to go looking around for it
- Content about restaurant is short and easy to read. Not the most important but its there if the user wants to read it

Impact Rating	Finding	Recommendation
2	Menu placement is inconsistent. Some restaurant pages have a menu tab as well as a link that says see menu. This can cause the user to really stumble and not know which one to choose	By removing the link to view the menu it would give the site on solid theme with the use of tabs to find out information.

Impact Rating	Finding	Recommendation
1	<p>The link to get directions says getting there rather than saying directions. This may cause the user to skip over the description if they are looking for specifically directions.</p>	<p>Changing the name to directions would be much more quick and to the point. The user won't waste any time to think</p>
1	<p>There are images that look like it would be a button to another webpage but it is just a static image on the page.</p> <p><b>Awards voted by OpenTable diners</b></p> 	<p>Make the image look less like a button or have it link to a page of similar awards won by previous restaurants</p>
2	<p>Click ability is suggested in some places that are not clickable.</p> <p><i>special occasion (89), great for brunch (66), good for groups (59)</i></p>	<p>By changing more to a black would act as less of a call to to action and more informative.</p>
2	<p>The featured review section doesn't link to the actual review. If you wanted to read more about the specific reviews shown you have to go find them in the review section. It also falls below the fold so many users may ignore it entirely</p>	<p>Either link the reviews to there real review or get rid of the featured section and only have the review tab.</p>
1	<p>Restaurant specials listed on the top right are not labeled so its hard to determine that they are related to the restaurant you are viewing.</p>	<p>Add a simple heading to call attention to the user telling them there are special deals offered weakly at this restaurant.</p>