



# Baro's Checkout Design

April 15, 2024



# Agenda

**1. Introduction**

**2. Problem**

**3. Solution**

**4. Design process**

**5. Timeline**

**6. Designs**

**7. Conclusion**

# Introduction

The food industry is changing rapidly, as more customers choose convenient options to enjoy their favorite meals. Understanding this trend, Baro Restaurant commenced on a project to effectively enhance its customer experience by introducing an online delivery and checkout feature.

Baro's objective for introducing this feature is aimed at meeting the evolving needs of its customers and staying competitive in the digital age.

This report outlines the design and implementation process of this new feature, highlighting the collaborative efforts of our team to create a streamlined and efficient online ordering and delivery system for Baro Restaurant across both mobile and desktop platforms.



# Problem

The problem that we are trying to solve is figuring out how to modernize Baro in today's digital world. If Baro fails to make changes to their current processes and structure then they are at risk at failing to grow their consumers base and business. We decided to solve this problem by creating an online order option on both Baro's website and mobile application

# Goals

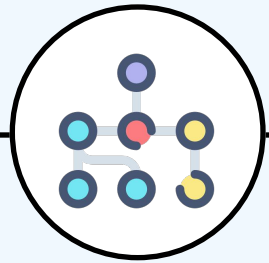
The Goal of this projects is to create a user-friendly and intuitive online ordering-system for Baro that will be available for both web and mobile. Our hopes are that this function will make Baro more accessible to consumers which in turn will increase the restaurant's business and consumer base.

# What did we do about it?



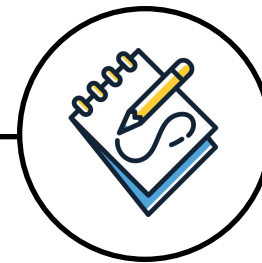
## Created an online ordering feature!

# Design Process



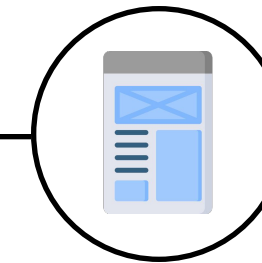
## Milestone 1:

We created a user flow for the online ordering feature. We generated a detailed design brief that included goals, features, and target audience.



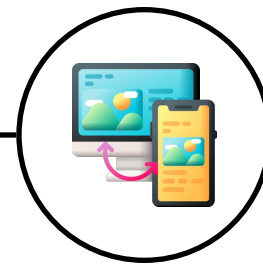
## Milestone 2:

We sketched key screens for the online ordering and checkout process, starting with a workflow. These sketches allowed for quick iteration and provided a visual framework for further refinement.



## Milestone 3:

We built a low-fidelity responsive prototype for the online ordering feature. This prototype enabled interactive testing and early feedback gathering, enhancing our design process.



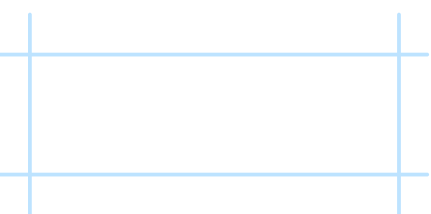
## Milestone 4:

Following mid-fidelity wireframes, we conducted three user tests to refine the high-fidelity wireframes. These hi-fi wireframes featured images, precise typography, and specific design elements such as colors, icons, and branding.

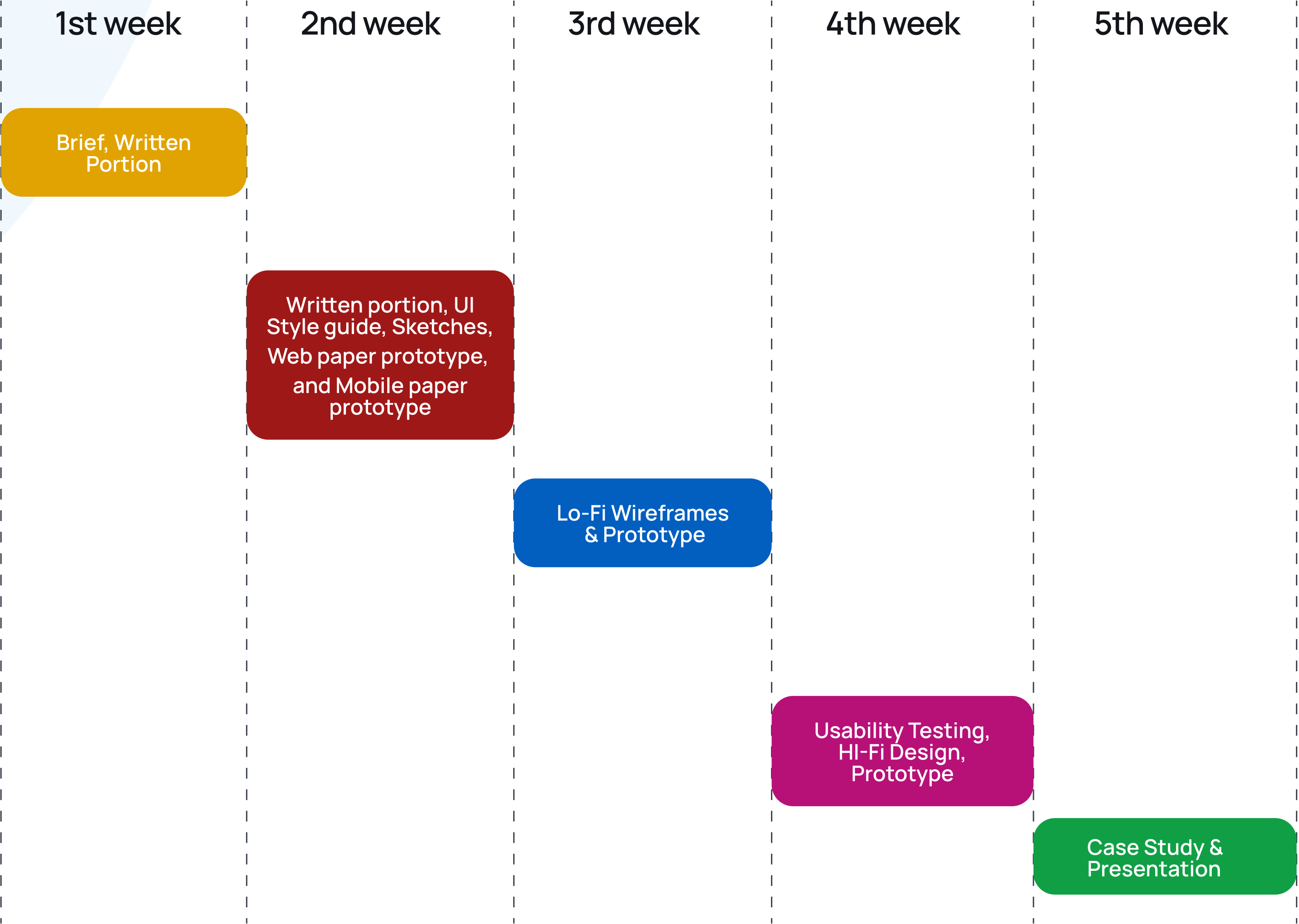


## Milestone 5:

We created a detailed UX case study and presentation deck, presenting our project journey, user path, improvements, and rationale behind our design decisions taken in each milestone.



# Timeline

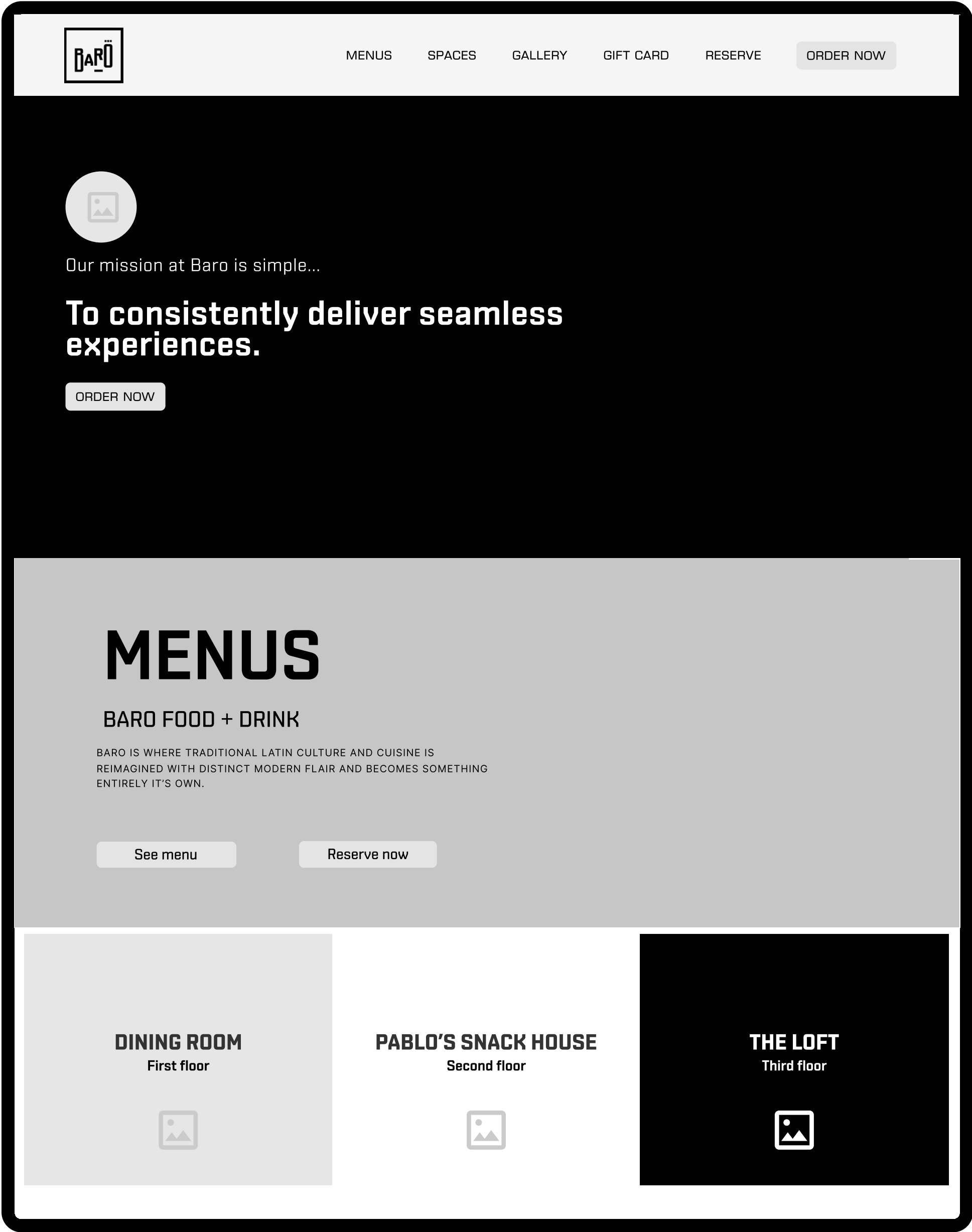
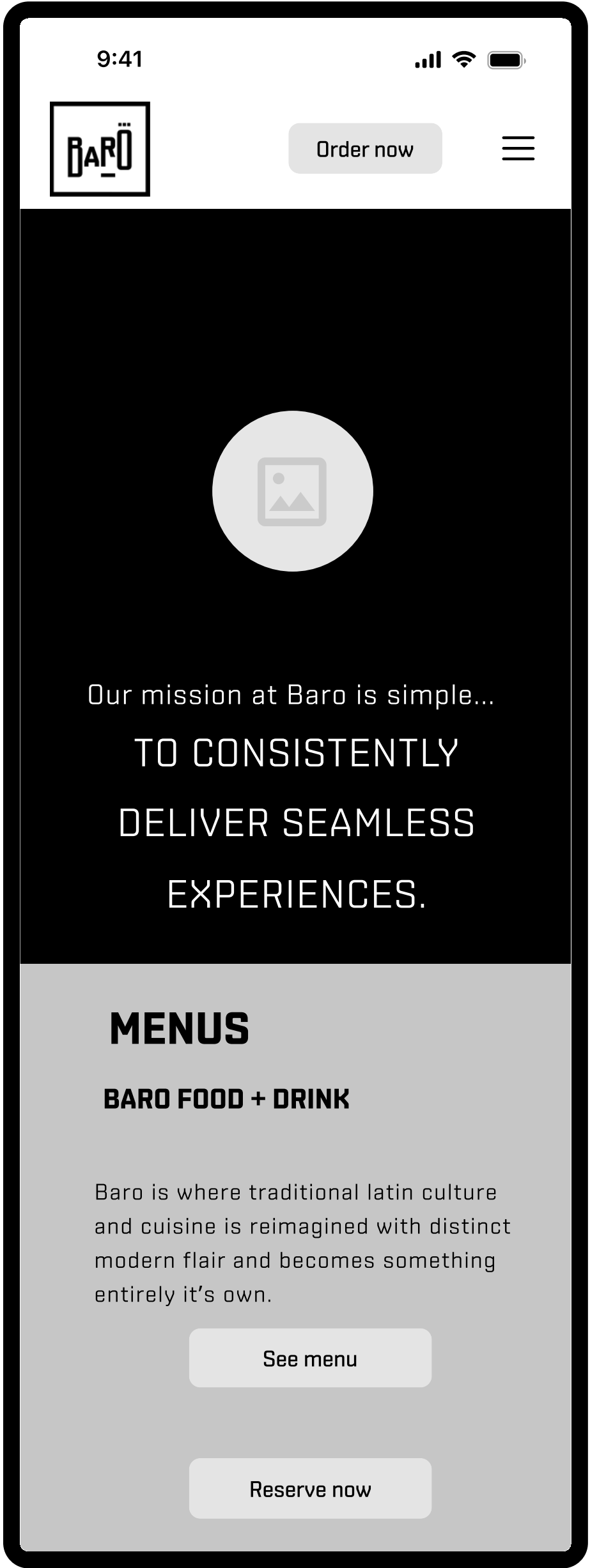




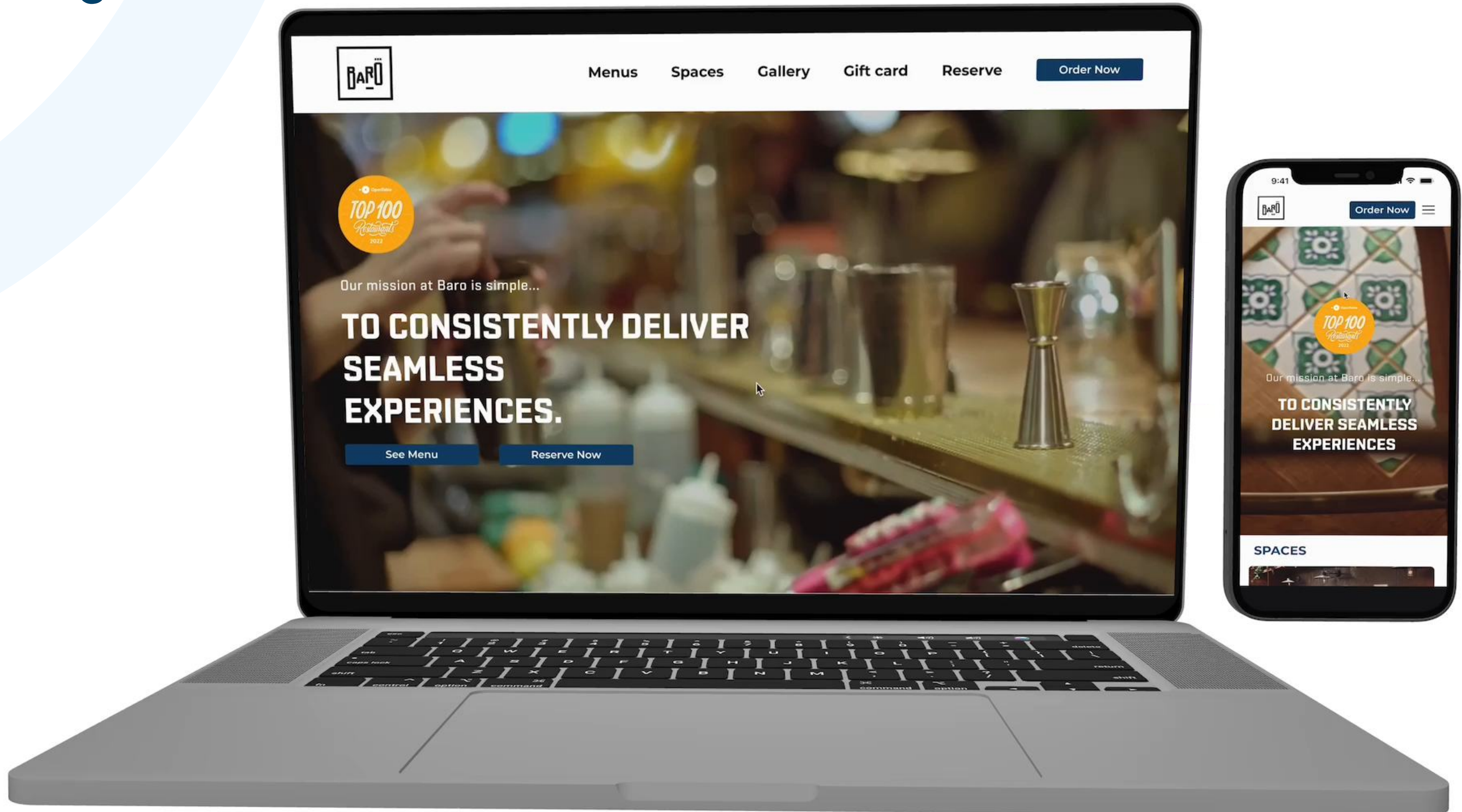
# Designs



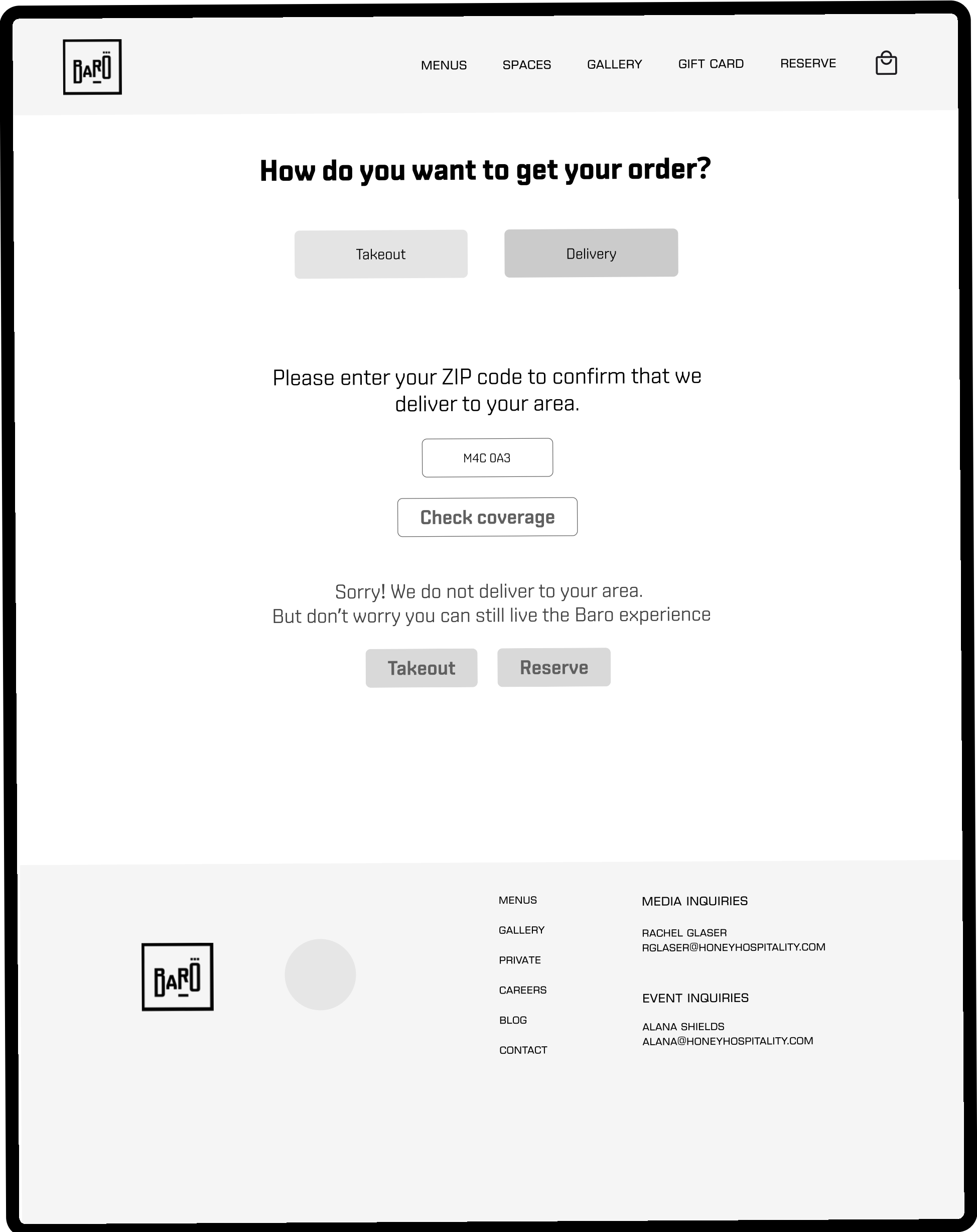
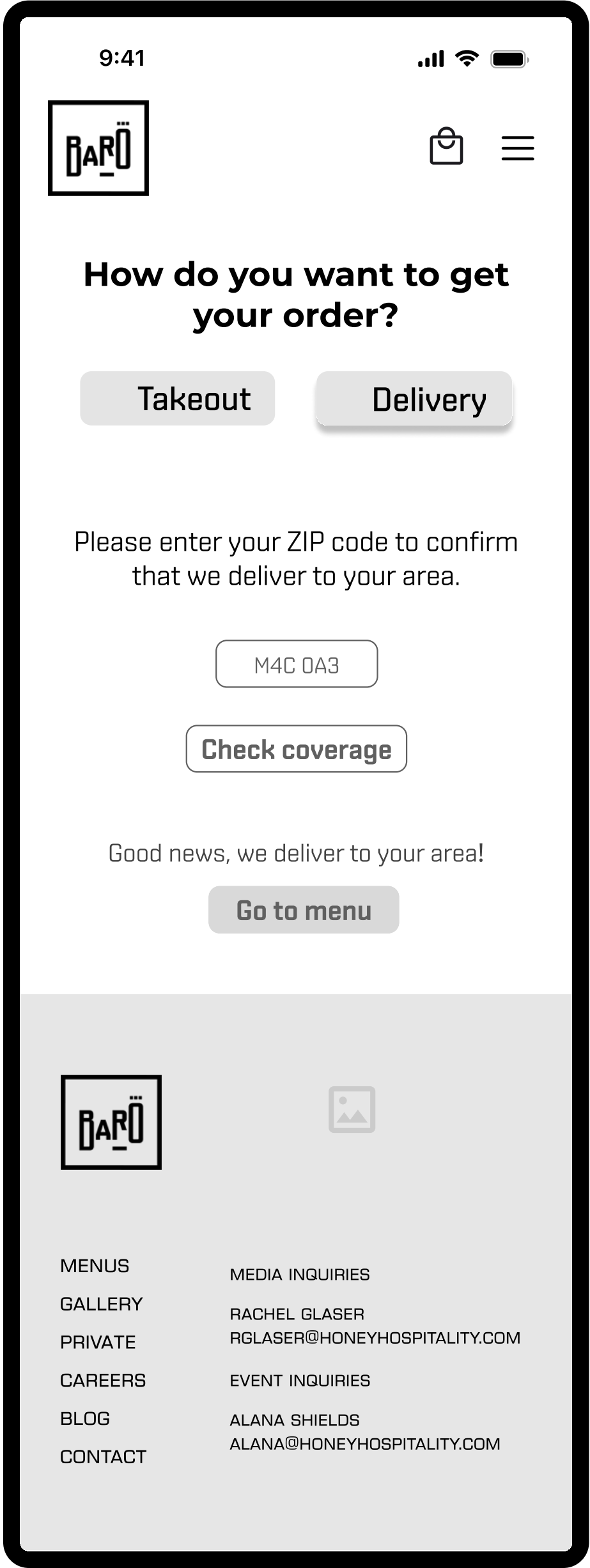
# Home /Low Fi



# Home /High Fi

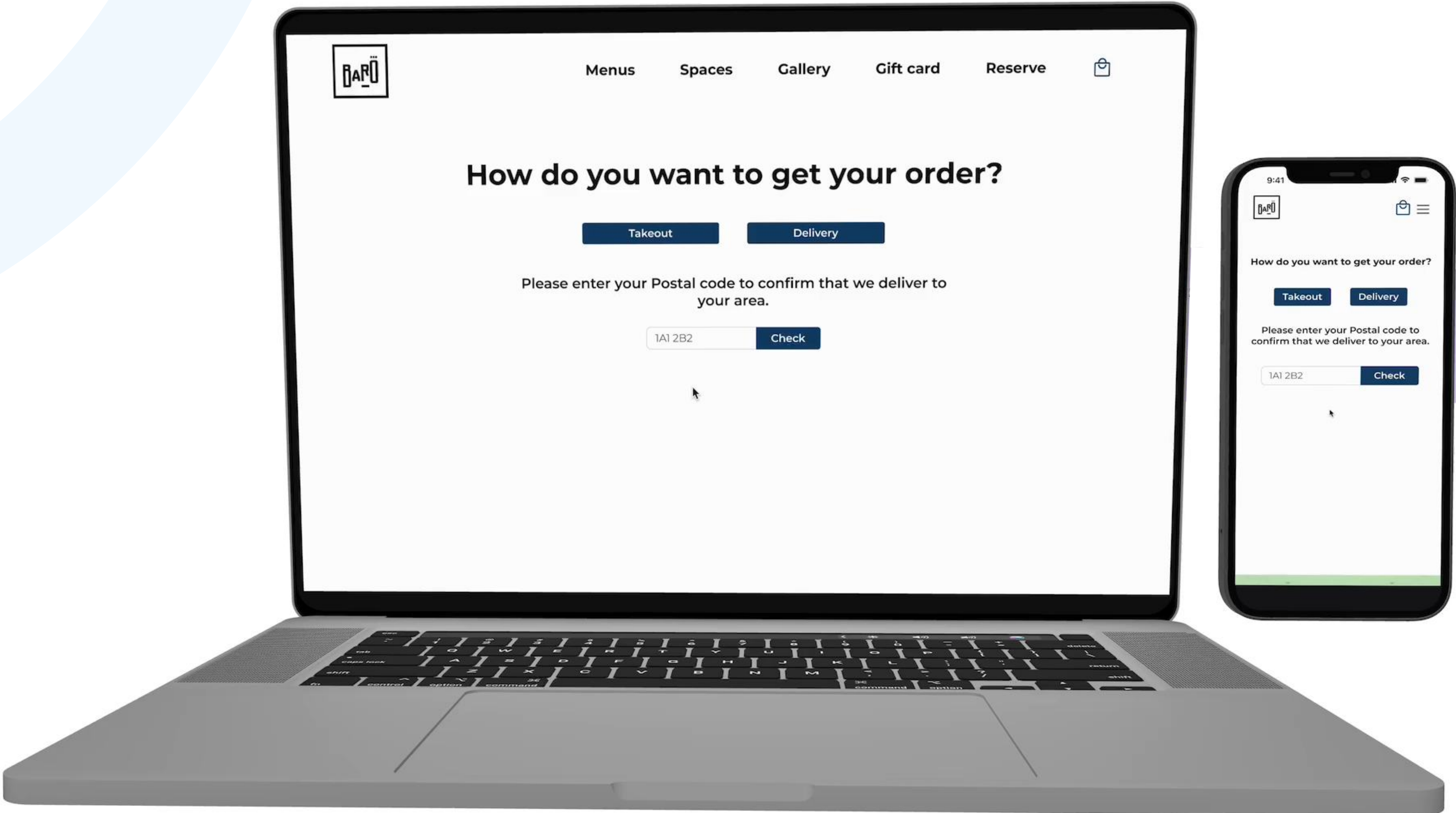


# Address Confirmation/Low Fi

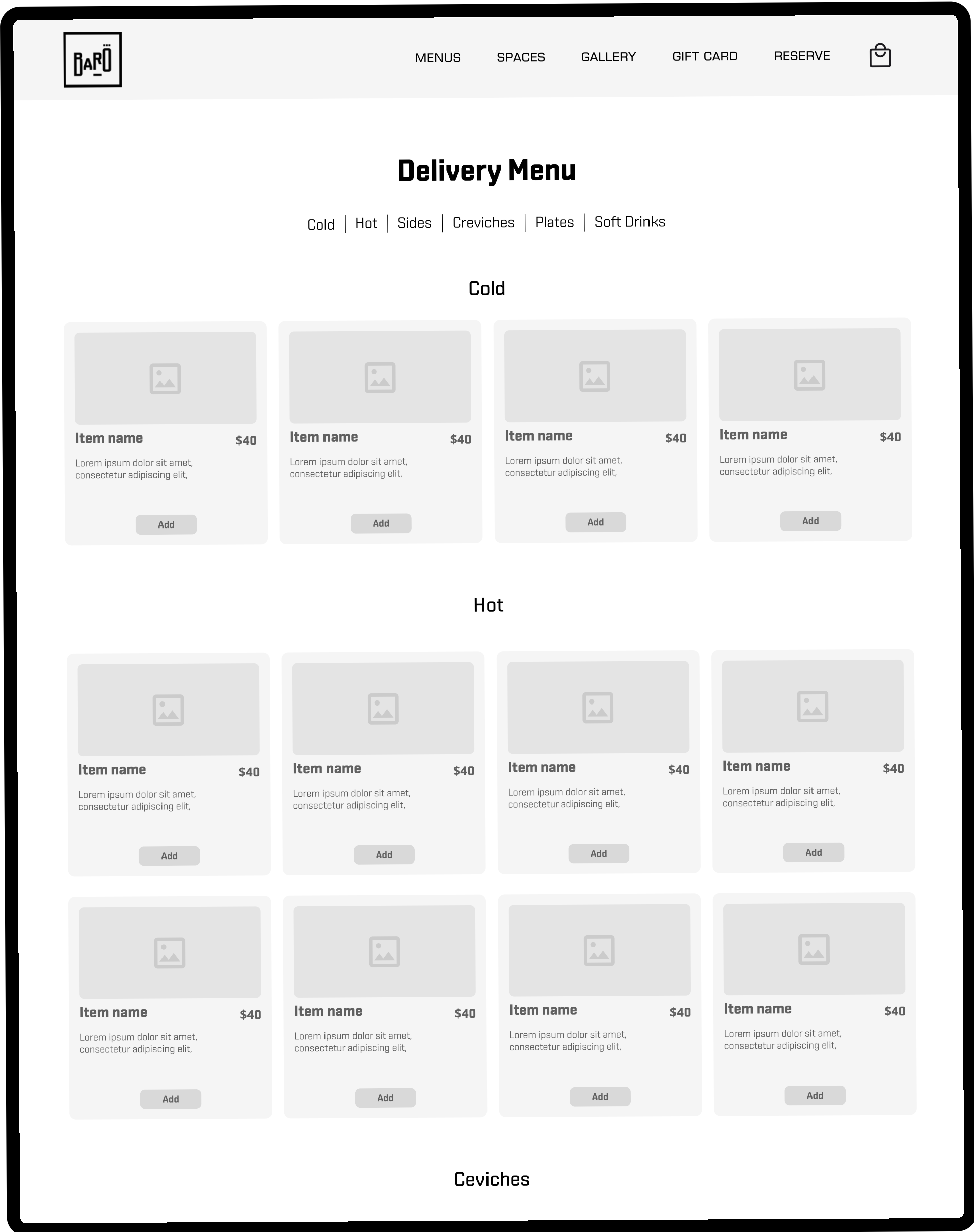
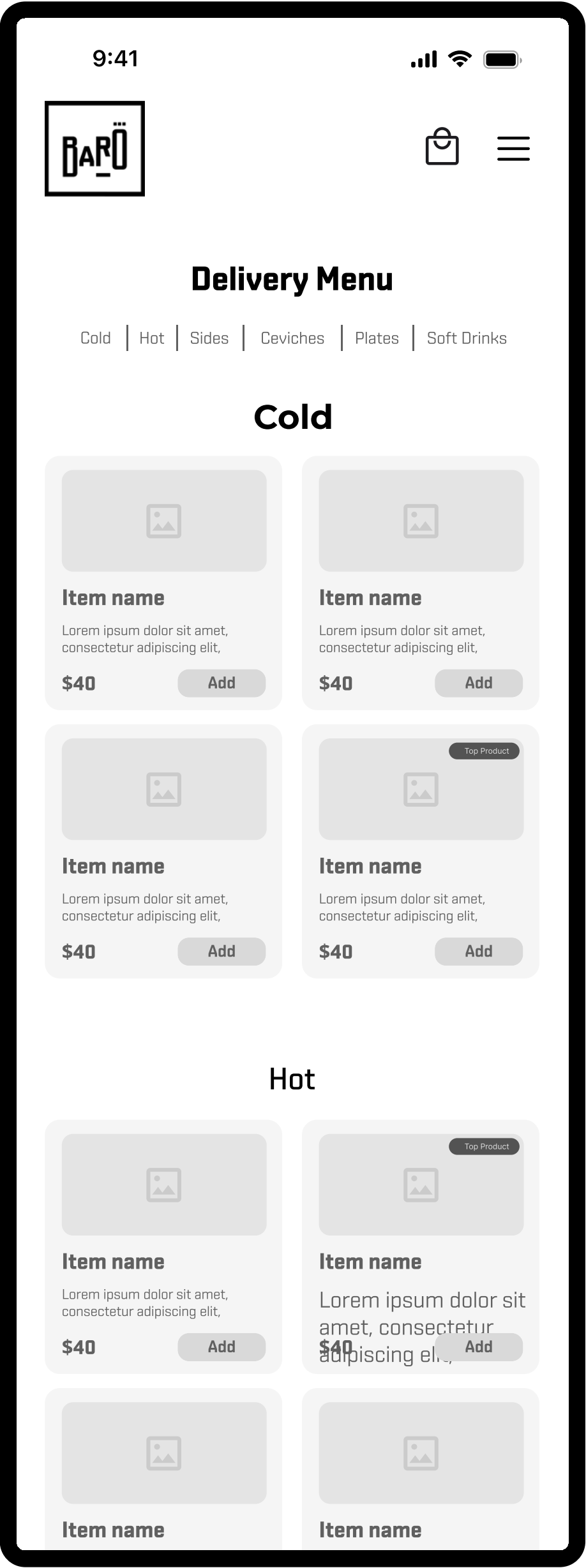




# Address Confirmation/High Fi

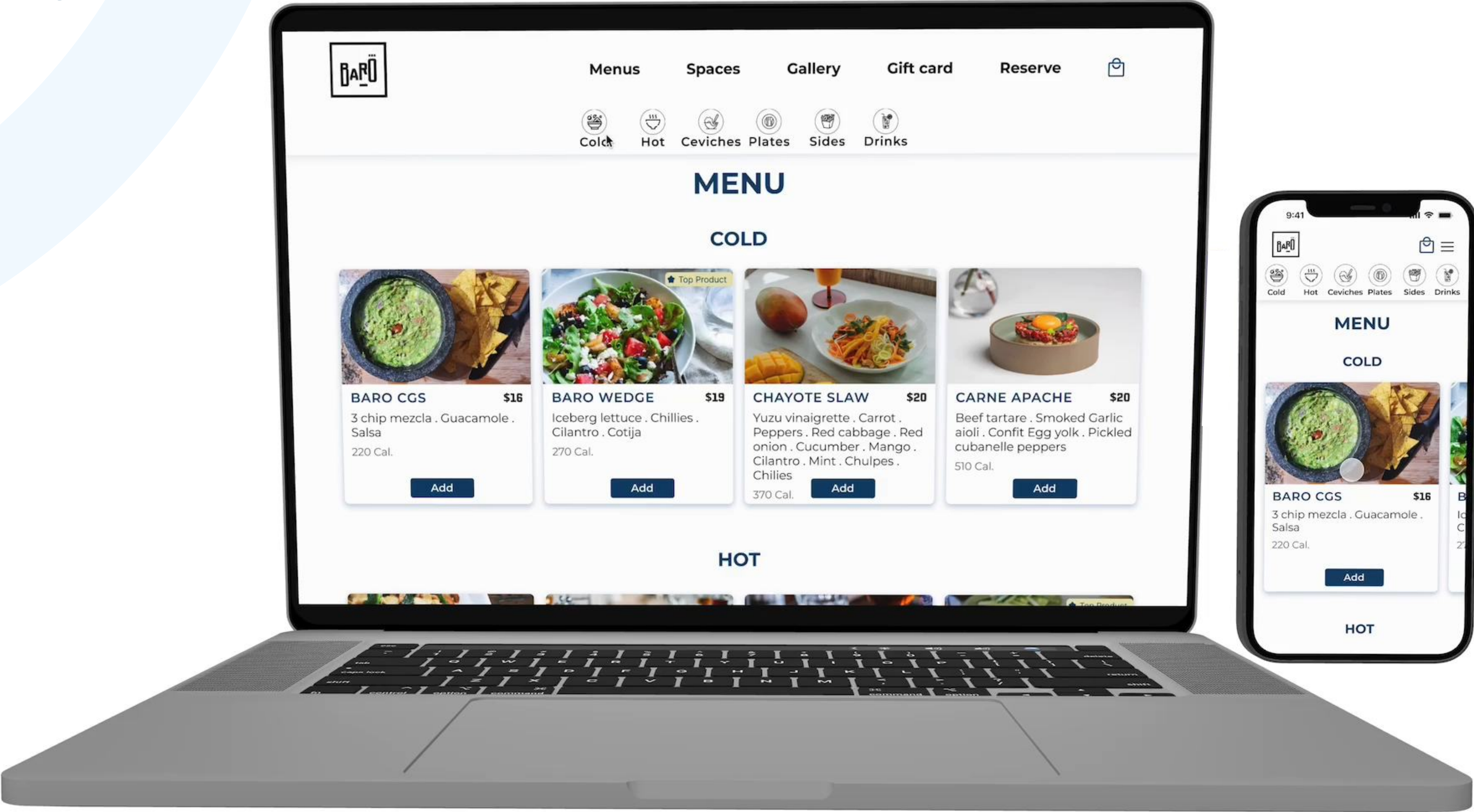


# Menu/Low Fi

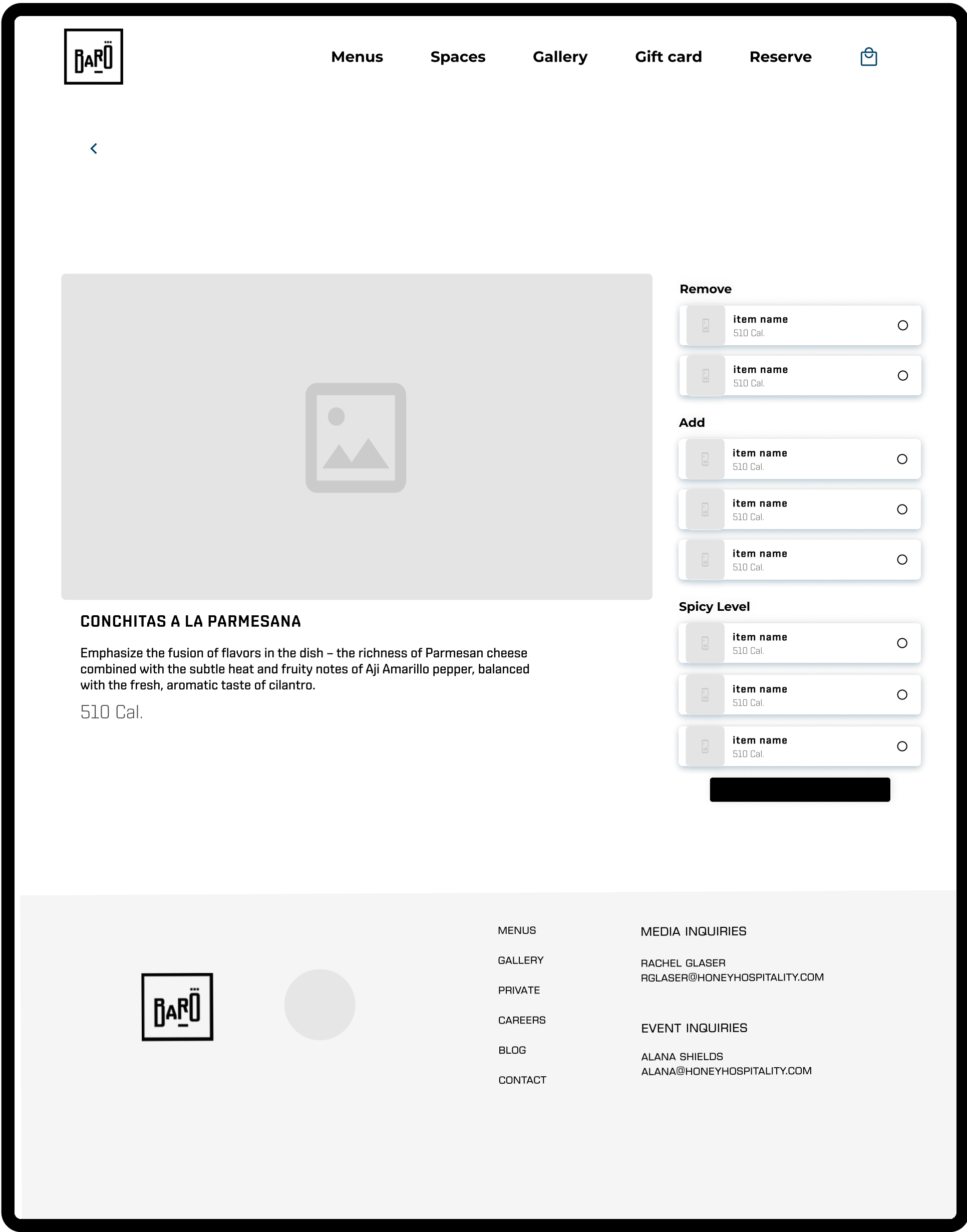
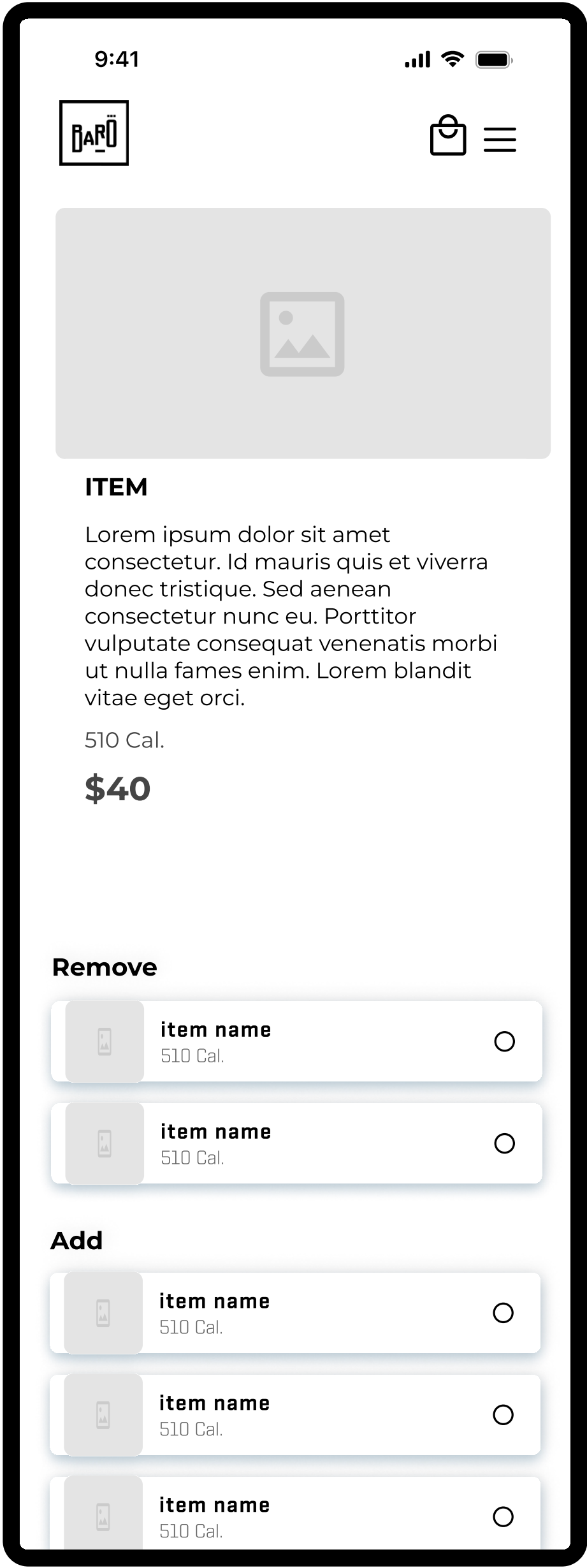




# Menu/High Fi

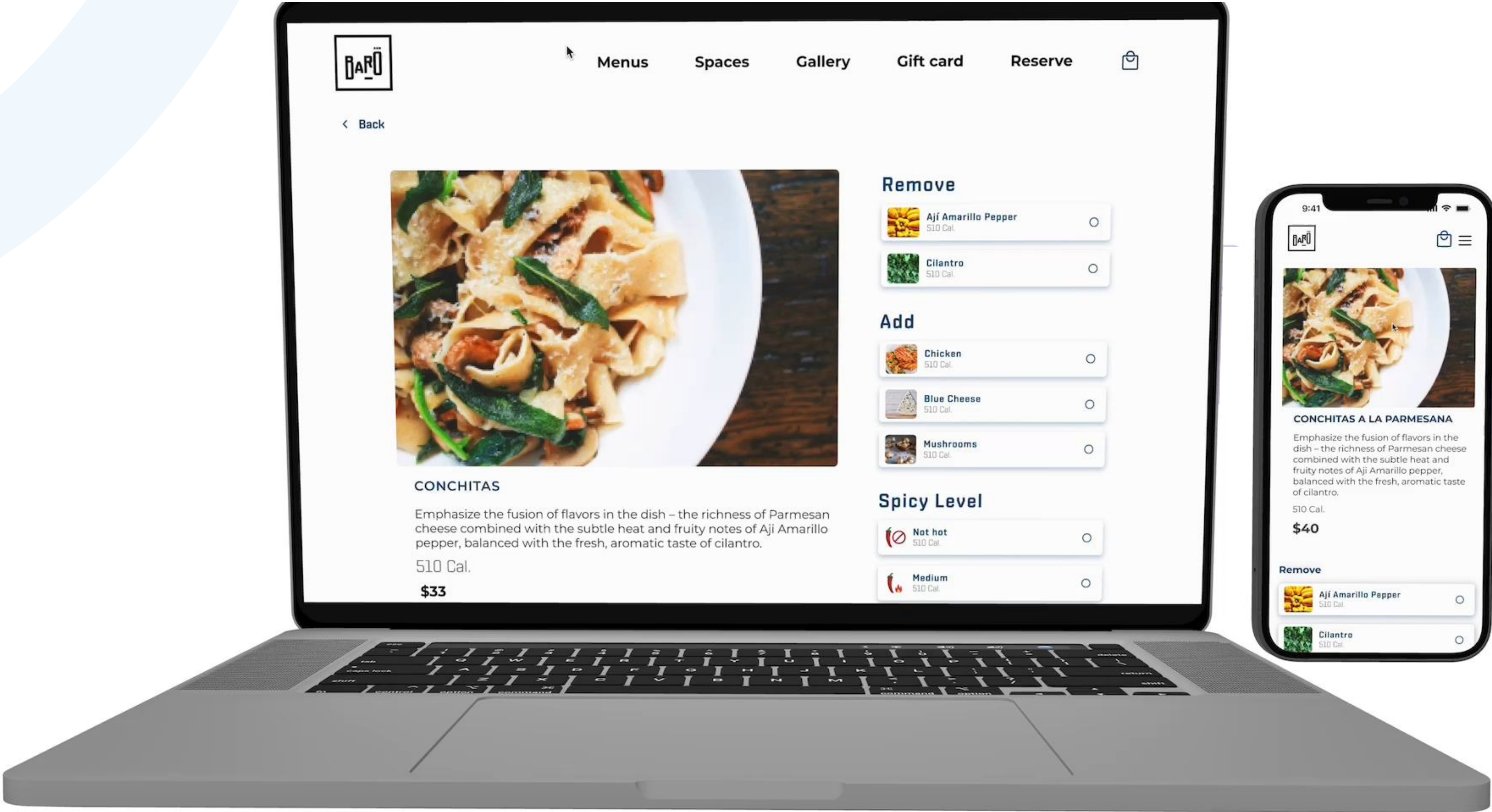


# Product Modal/Low Fi





# Product Modal/High Fi





# Order Review/Low Fi

9:41

BARÖ

2

Back

Order Review

Item Name

Slow roasted Beverly Creek Farms lamb sirloin . tortillas . macerated onions . cilantro . fire roasted salsa verde . Baro garlic chilli sauce . lime

Special Instructions

Leave a note...

Each

\$40

Quantity

-

+

Total price

\$400

Item Name

Slow roasted Beverly Creek Farms lamb

BARÖ

MENUS

SPACES

GALLERY

GIFT CARD

RESERVE

2

Back

Order Review

Item name

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Comments: N/A

Quantity

+ 10 -

Price

\$400

Delete item

Edit

Item name

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Comments: N/A

Quantity

+ 1 -

Price

\$20

Delete item

Edit

Total: \$420

Checkout

BARÖ

MENUS

GALLERY

PRIVATE

CAREERS

BLOG

CONTACT

MEDIA INQUIRIES

RACHEL GLASER  
RGLASER@HONEYHOSPITALITY.COM

EVENT INQUIRIES

ALANA SHIELDS  
ALANA@HONEYHOSPITALITY.COM

# Order Review/High Fi

Menus

Spaces


Gallery

Gift card

Reserve

< Back

Order Review



★ Top Product

CONCHITAS

Parmesan . Spinach . Chillies . Cilantro . Cotija

510 Cal.

Special Instructions

Leave a note...

Quantity


Price

- 1 +

\$40

Edit

Delete



★ Top Product

SALAD

Iceberg lettuce . Chillies . Cilantro . Cotija

510 Cal.

Special Instructions

Leave a note...

Quantity

Price

- 1 +

\$40

Edit

Delete

Total: \$35+Tax

Checkout

<

Order Review



★ Top Product

BARO CGS

3 chip mezcla . Guacamole . Salsa

220 Cal.

Special Instructions

Leave a note...

Quantity

Price

Delete - 1 +

\$16



★ Top Product

# Checkout/Low Fi

9:41

BARÖ

2

Back

Checkout

Name:

Phone number:

Address:

City:

Postal Code:

M4C 0A3

Delivery Time:

Now

Later

Payment Details

Item	QTY	Price
Item 1	10	\$400
Item 2	2	\$20

Modify order

Total food & beverage

\$420

Taxes

\$55

Delivery fee

\$15

Tip

No tip

15%

20%

Custom

\$63

Total

\$538

Payment Method

Debit Card/ Credit Card

Card Number

XXXX-XXXX-XXXX

BARÖ

MENUS

SPACES

GALLERY

GIFT CARD

RESERVE

Back

Checkout

Personal Details

Name:

Phone number:

Address:

City:

Zip Code:

M4C 0A3

Delivery Time:

Now

Later

Payment Details

Item	QTY	Price
Item 1	10	\$400
Item 2	2	\$20

Modify order

Total food & beverage

\$420

Taxes

\$55

Delivery fee

\$15

Tip

No tip

15%

20%

Custom

\$63

Total

\$553

Payment Method

Debit /Credit Card

Card Number

XXXX-XXXX-XXXX

Expiry Date

CVV

xx/xx

xxx

Paypal

Apple Pay

Place Order

BARÖ

MENUS

GALLERY

PRIVATE

CAREERS

MEDIA INQUIRIES

RACHEL GLASER

RGLASER@HONEYHOSPITALITY.COM



# Checkout/High Fi

BARO

MenusSpacesGalleryGift cardReserve

< Back

Checkout

Personal Details

Name:

Name

Phone number:

Phone number

Address:

Address

City:Zip Code:

City

M4C 0A3

Delivery Time

Now

Later

Payment Details

Item	QTY	Price
Conchitas	4	\$132
Baro Wedge	1	\$19

Modify Order

Total Food & Beverages

Tax

Delivery Fee

No tip10%15%20%Custom

Total

\$151

\$19.63

\$15

\$0

\$185.63

Payment Method

Credit /Debit Card

VISA

Card Number

9:41

BARO

<

Checkout

Personal Details

Name:

Name

Phone number:

Phone number

Address:

Address

City:Postal Code:

City

M4C 0A3

Delivery Time:

Now

Later

Payment Details

Credit /Debit Card

VISA

Card Number

1234 1234 1234 1234

# Order Tracking/Low Fi

9:41

BARÖ

✓

Your order has been placed successfully!

Jane, thank you for ordering!

Here are the details of your order:  
Order number: XXXXXX

Estimated delivery time: 40 minutes

Issues with your order?

You can cancel your order up to 5 minutes after it has been placed.  
You have: 4:30 minutes to cancel your order

[Cancel order](#)

Need to get in touch with us?  
Call us: 416-363-8388

Order Tracking

Map

Delivery Details

Name: Jane Doe

Phone number: 437-888-88-88

Address: 123 downtown dr

BARÖ

MENUS

SPACES

GALLERY

GIFT CARD

RESERVE

Back

✓

Your order has been placed successfully!

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Need to get in touch with us?  
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Order Tracking

Map

Delivery Details

Name: Jane Doe

Phone number: 437-888-88-88

Address: 123 downtown dr

City: Toronto

Postal Code: M4C 0A3

Delivery Time: 8:30pm

Order Summary

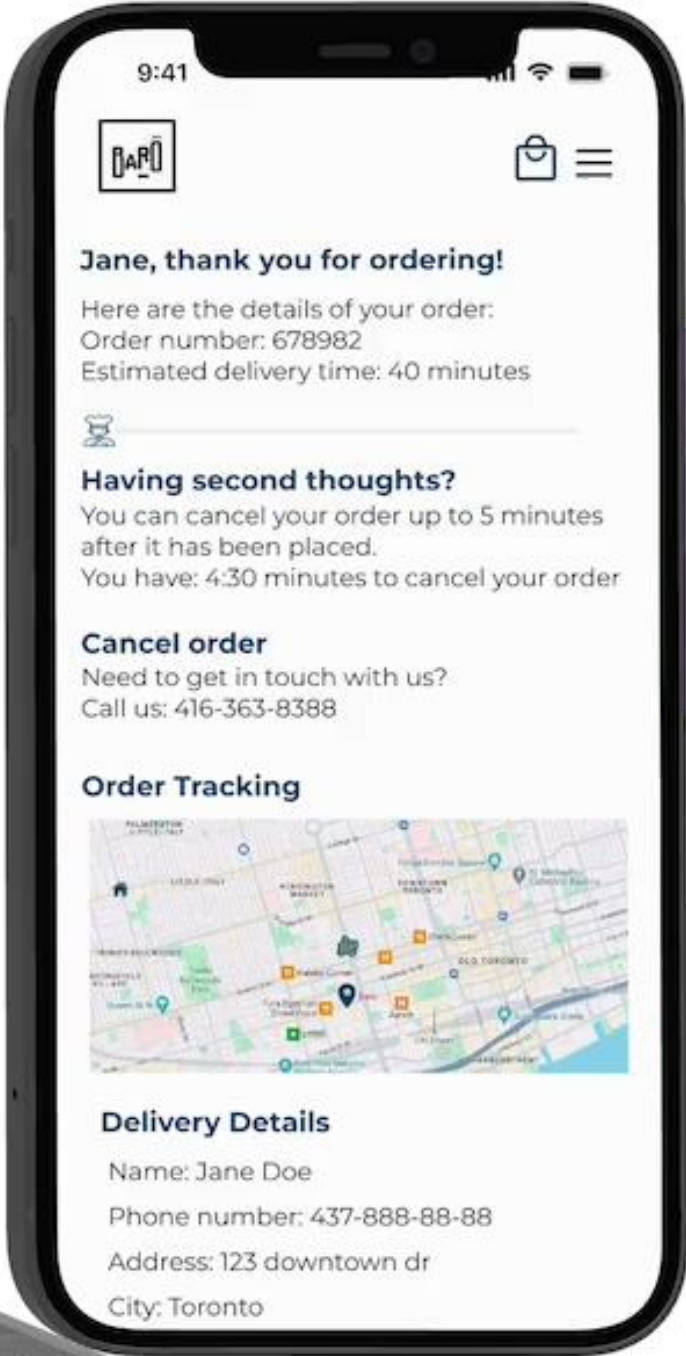
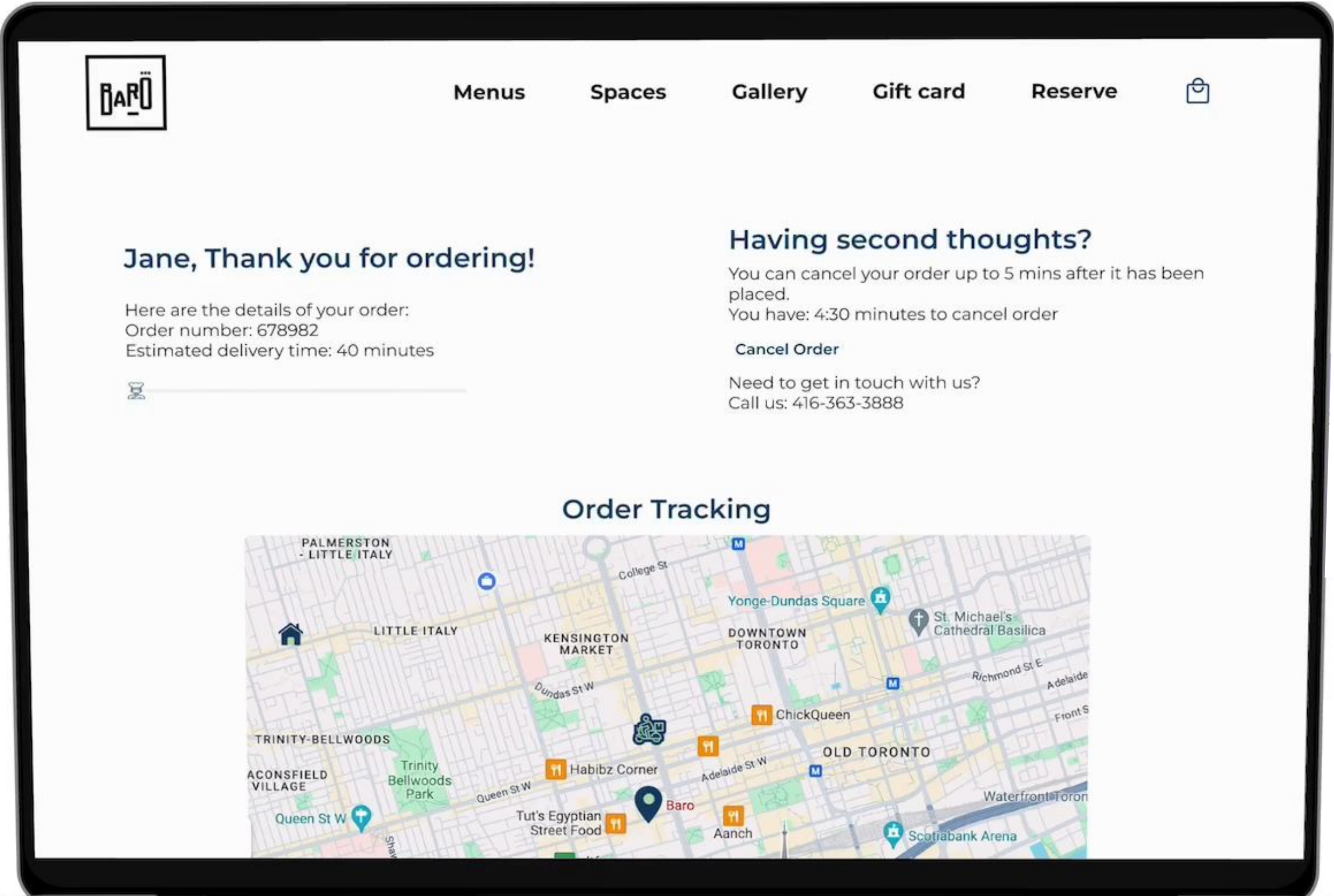
Item	QTY	Price
Item 1	10	\$400
Item 2	2	\$20
Total food & beverage		\$420
Taxes		\$55
Delivery fee		\$15
Tip		\$63
Total		\$553

Share Order

[Start a New Order](#)



# Order Tracking/High Fi



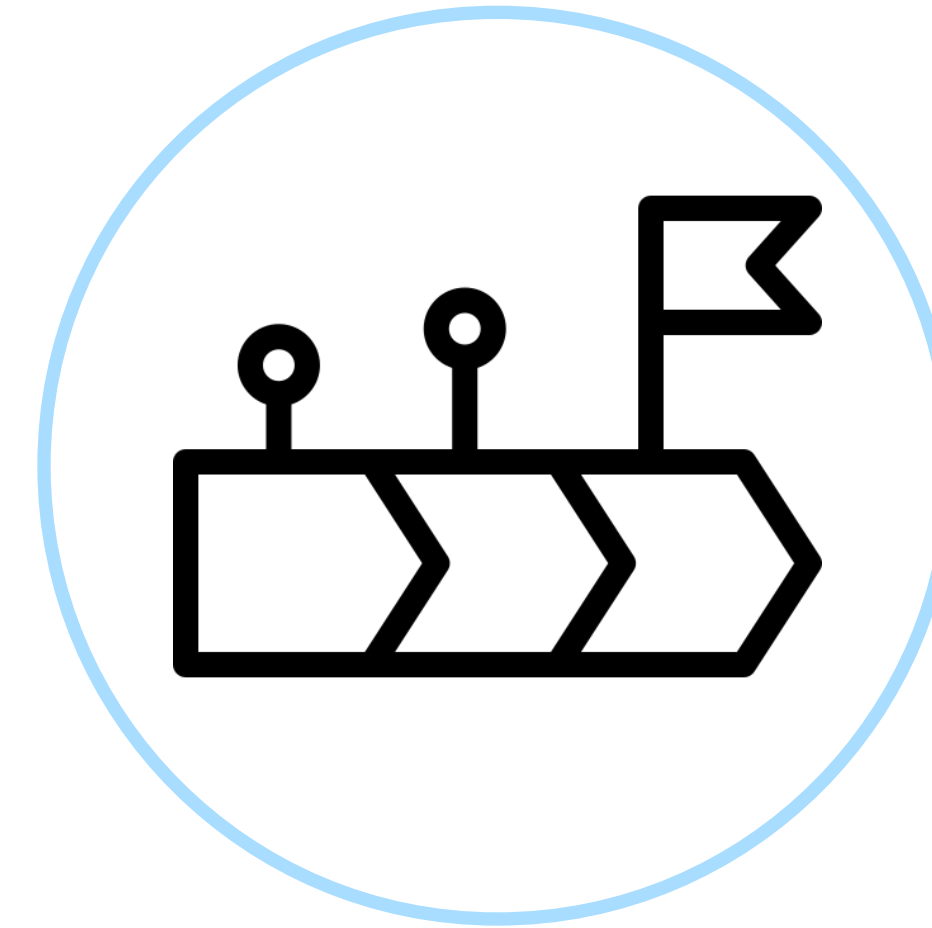
# Conclusion



## Key takeaways

For a business to be successful, it is essential to be updated with time and the need of the hour.

In Baro's case, the revenue rose by 38% just by the inclusion of the online ordering feature which resulted in increased popularity and market presence. It has now become one of the top 20 restaurants in the city.



## Next steps

We continue to work with our clients and carry long term prospects and visions with each collaboration.

For Baro, we will expand into digitizing the restaurant experience at the downtown location by integrating digital media in the spatial setting.

We cant wait for what's next!



**Thank you**