PORTFOLIO

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STRATEGIC PROJECT

Restaurant Sign Up

Overview

Redesign the restaurant sign up page.

My Role: UX Designer working in partnership with a researcher

Company: Skip The Dishes

The challenge

Propose solutions to increase sign up by 25%

Customer problem

Lack of control and clarity on services and pricing
Low confidence on proceeding with the application

Business problem

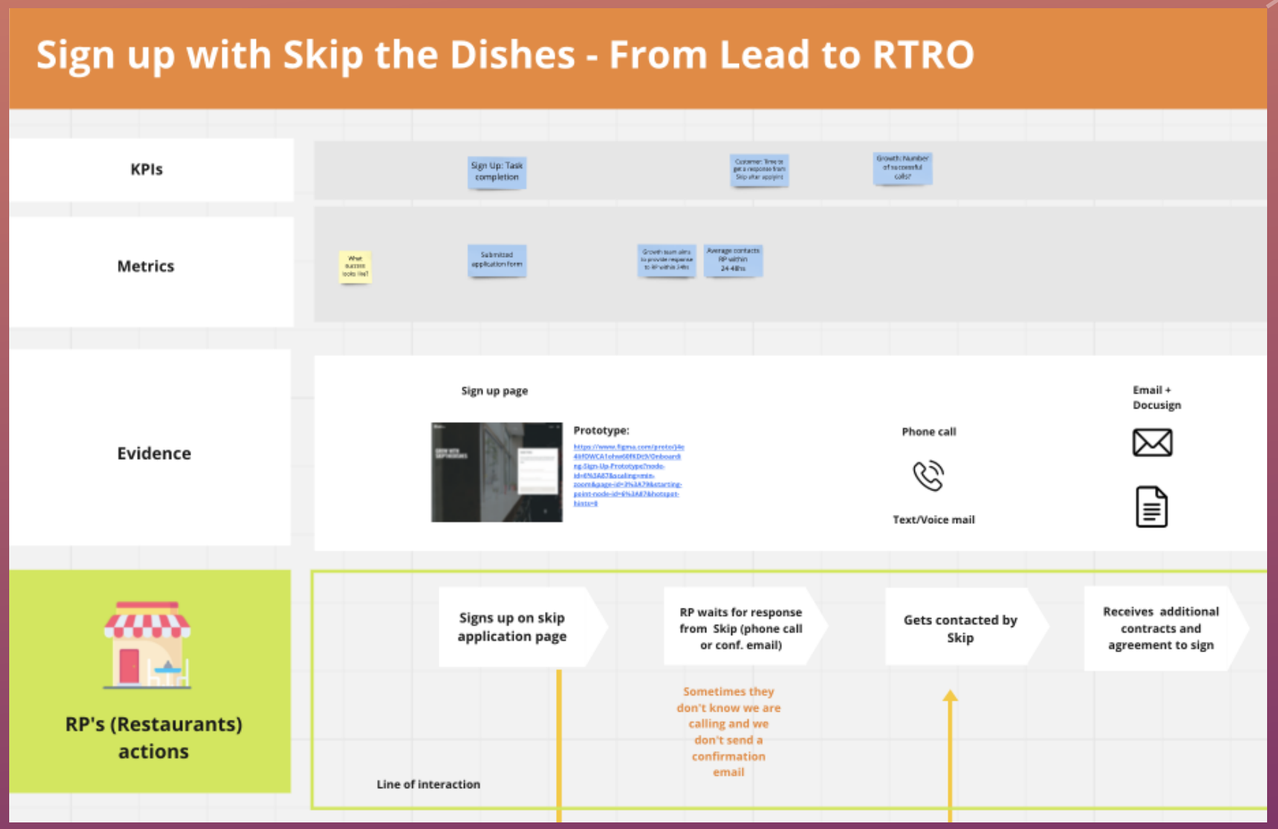
Prevents more restaurants from joining the platform

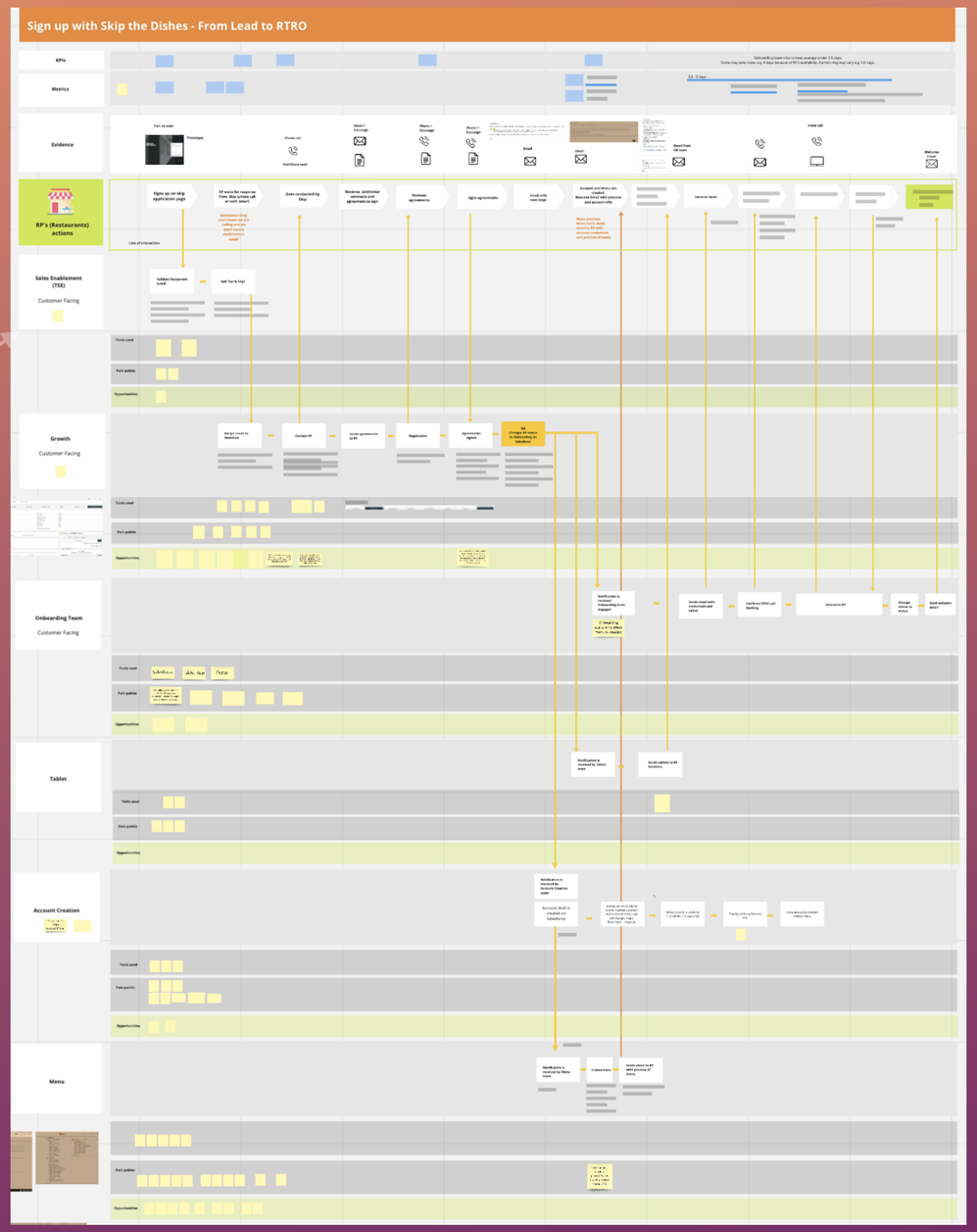
STRATEGIC PROJECT

Restaurant Sign Up - Discovery

The Approach

User research, testing current sign up page and mapping internal processes (service blueprint)





Signs up on skip application page → RP waits for response from Skip (phone call or conf. email) → Gets contacted by Skip → Receives additional contracts and agreement to sign → Reviews agreements → Signs agreements

Email with next steps → Account and Menu are created. Receives Email with preview and account info → Start Onboarding. Receives Email from OB team with account info and TM contact → Receives Tablet → Time with Skip for the onboarding call (Skip initiated) → Final Onboarding (RTRO call) → Shares/confirms Banking information with Skip → Receives welcome email. Ready to receive orders (RTRO)

RESTAURANT SIGN UP

Experience Enablers

Design Principles

Transparent

Friendly

Inclusive

Familar

User Needs

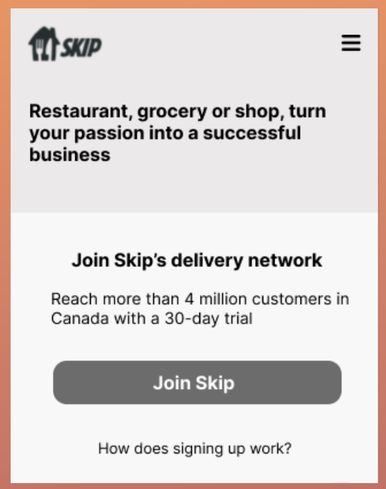
Get information for decision making

Learn about eligibility and pricing

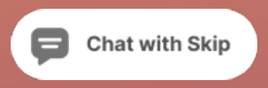
Simple sign up form

Know what to expect after send information

Be in control

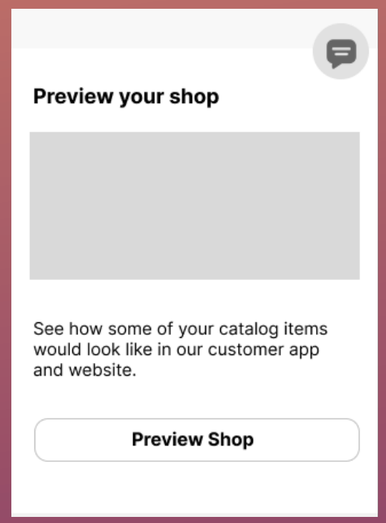


Mission statement and image (diversity & inclusion of people and businesses)

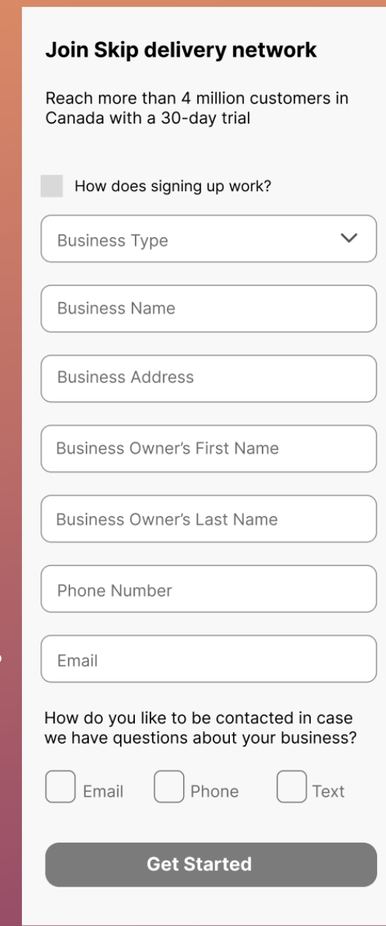


Call to action

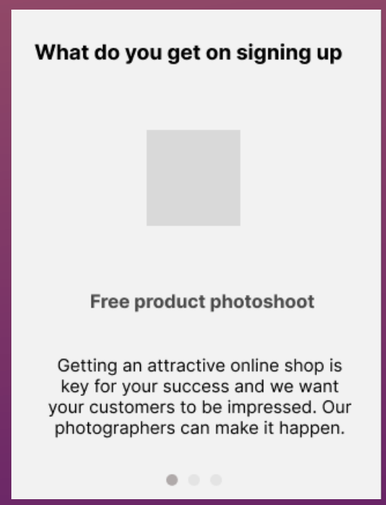
Get support



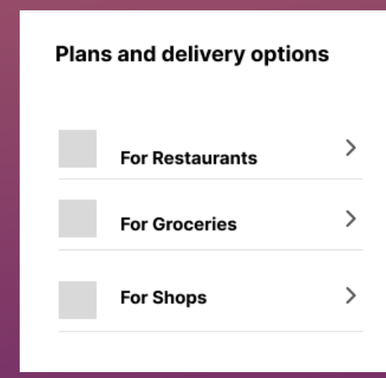
Application with option to learn more about the process and set preferred communication channel



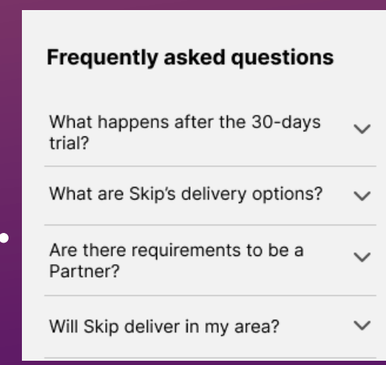
Engage users by showing a preview



Plans, pricing and options for a variety of business types



What the user will get + showcase the best of our platform



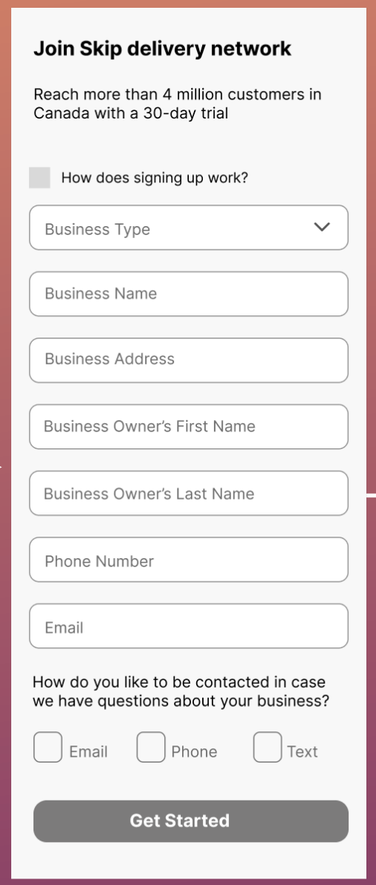
Support a decision to join

RESTAURANT SIGN UP

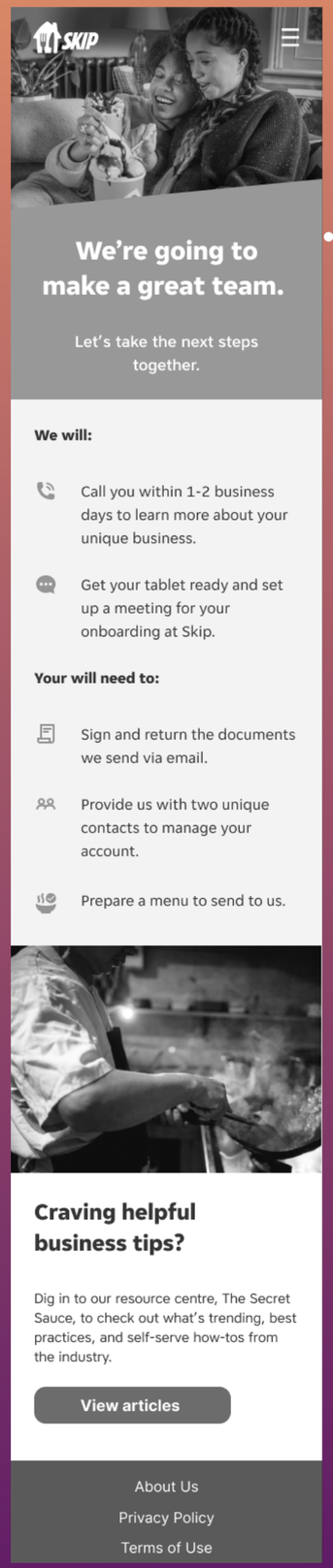
Experience Enablers

Support decision making

Apply



Inform and set expectations



Application has been sent

What happens next

Get ready

Articles on Resource center to empower potential customers

RESTAURANT SIGN UP

Restaurant Sign Up - Discovery

Vision

Support decision making today

To enable self-sign up tomorrow

Join Skip's delivery network

How does signing up work?

Business Type

Business Name

Business Address

How do you like to be contacted in case we have questions about your business?

Email Phone Text

Business Owner's First Name

Business Owner's Last Name

Email

Phone Number

Join Skip

Chat with Skip

What do you get when signing up

Free product photoshoot

Getting an attractive online shop is key for your success and we want your customers to be impressed. Our photographers can make it happen.

Learn more

Free tablet or use your own

Use our tablet app to manage sales at your shop and change item availability on the fly.

Learn more

Access to management portal

Setup promotions, view your earnings, manage your catalog, track order volume and more with Portal.

Learn more

Plans and delivery options

For Restaurants

View details

For Groceries

View details

For Shops

View details

Make it personal: success stories based on customer's location

Success stories in your area

"70% of my orders are delivered by Skip"

Jane, self-taught florist tells her story and how she became more successful during the pandemic, doing what she loves: making things grow.

Jane Li, Maui Tropicals, Toronto

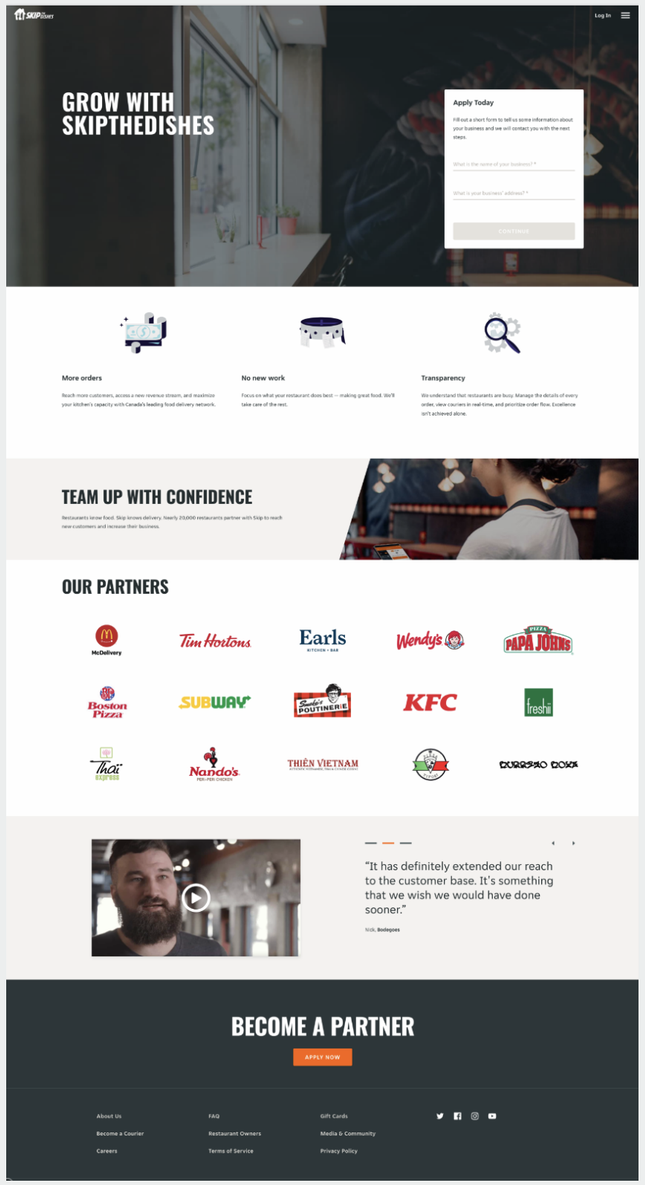
View this story

View all stories

RESTAURANT SIGN UP

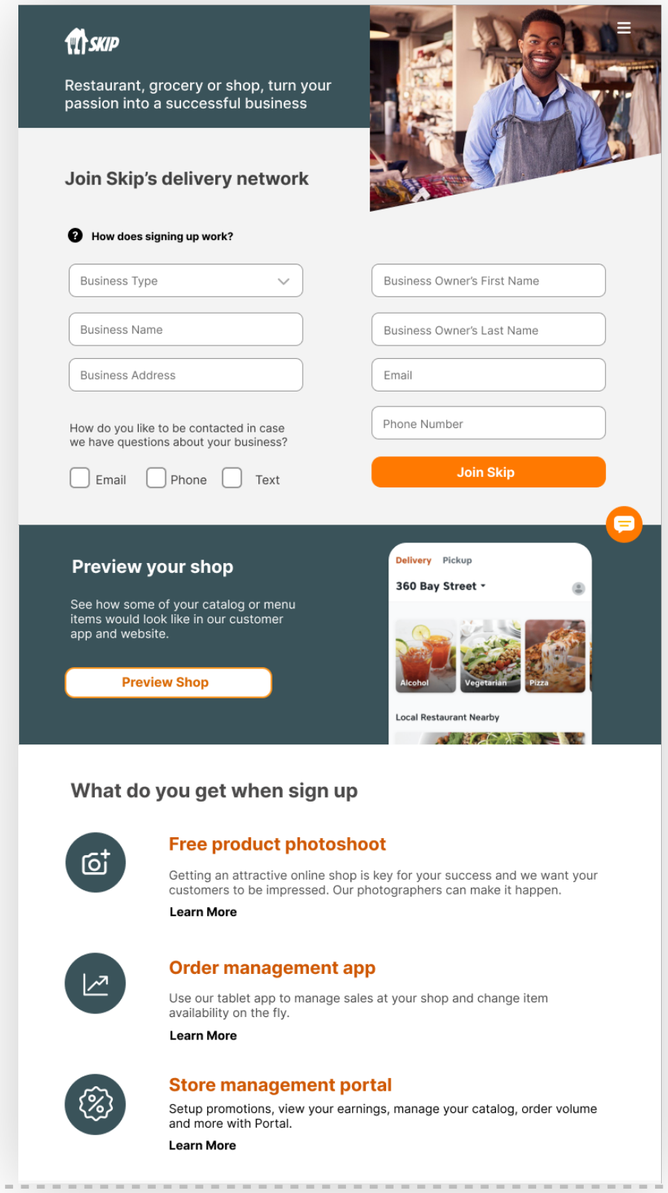
Before & after - application page

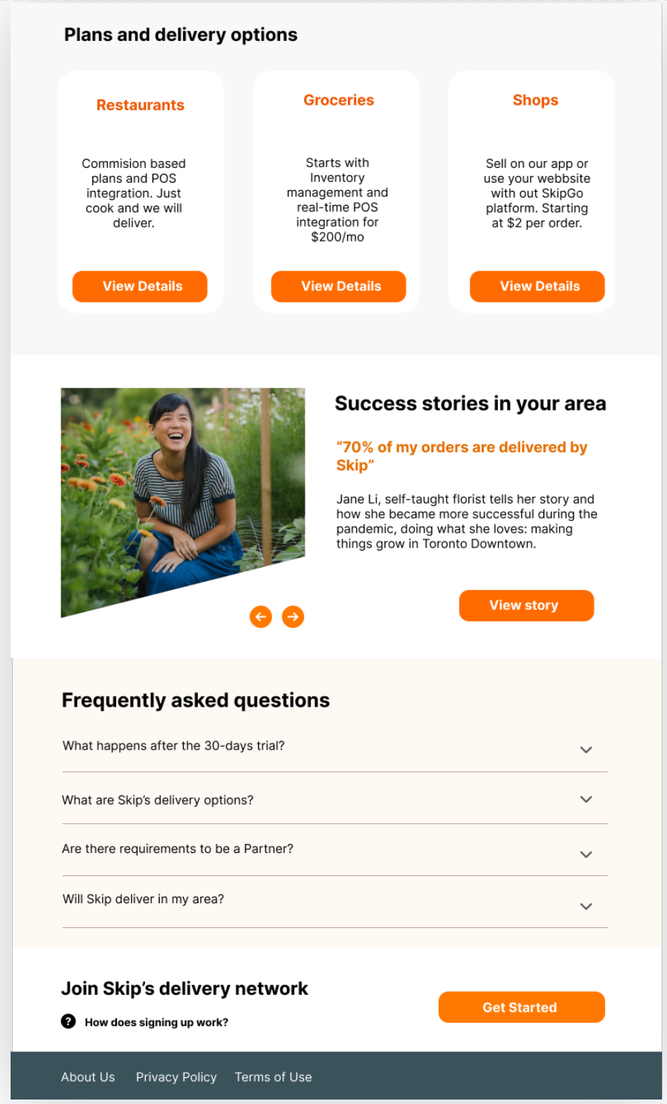
Before



User needs:
Get the most basic questions answered here (pricing, services and eligibility)

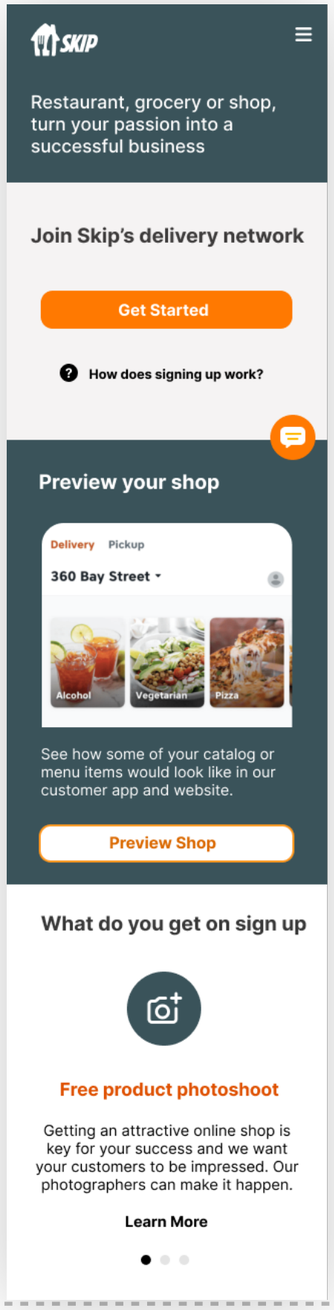
After



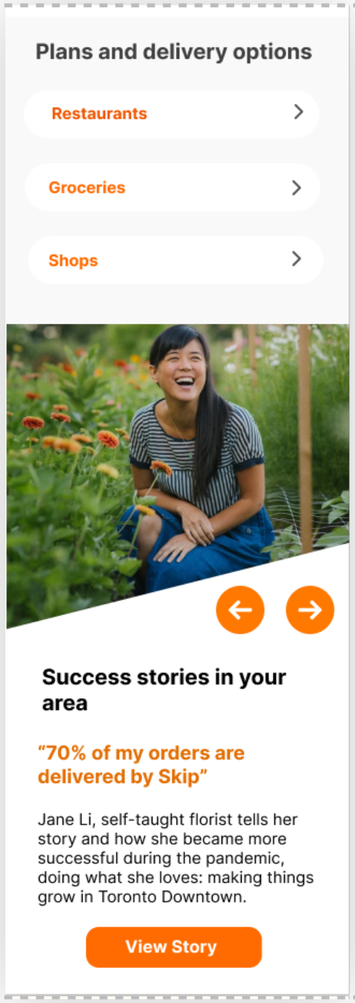


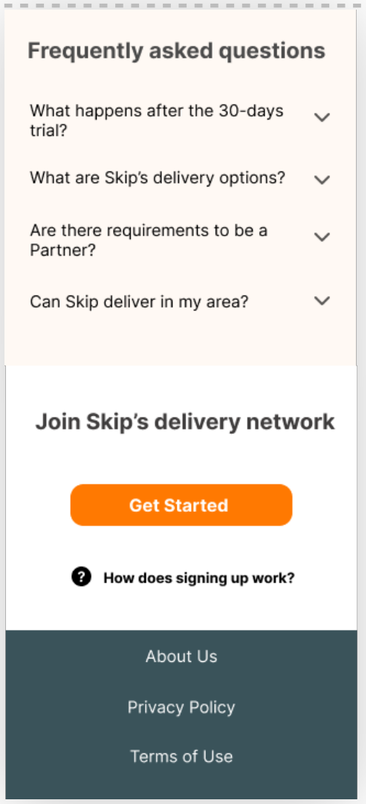
RESTAURANT SIGN UP

Mobile - application page



Prioritize the content and the form will expand on pressing "Get started"

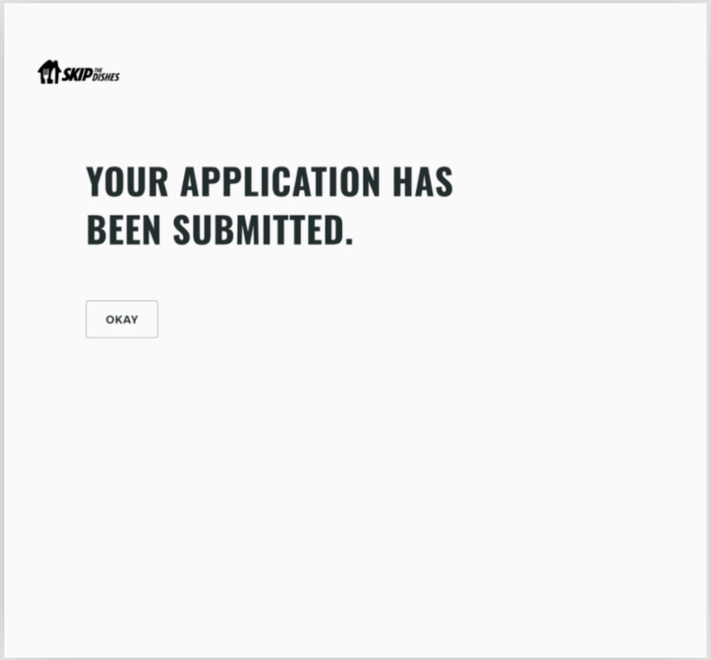




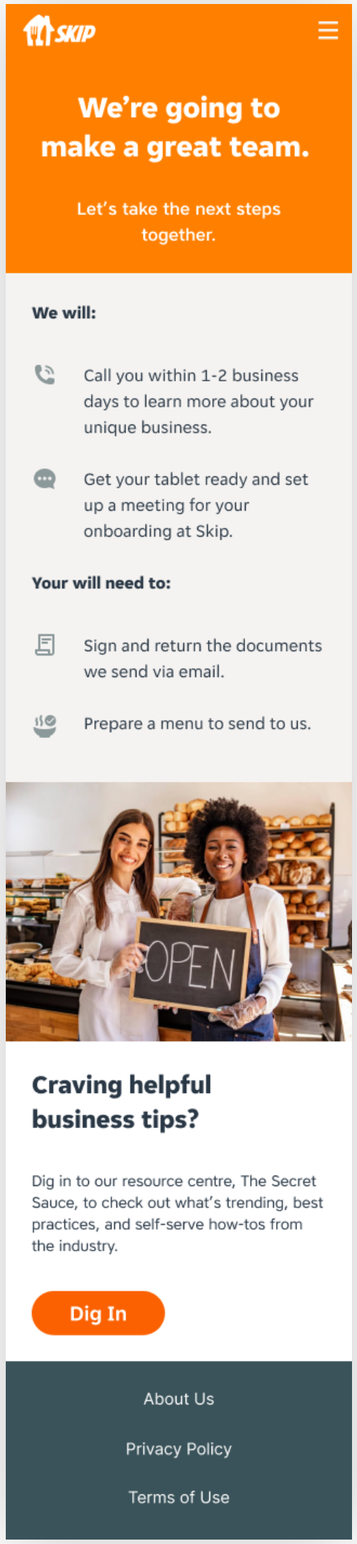
RESTAURANT SIGN UP

Before & After - Thank you page

Before



User needs: expectations set on what happens next.



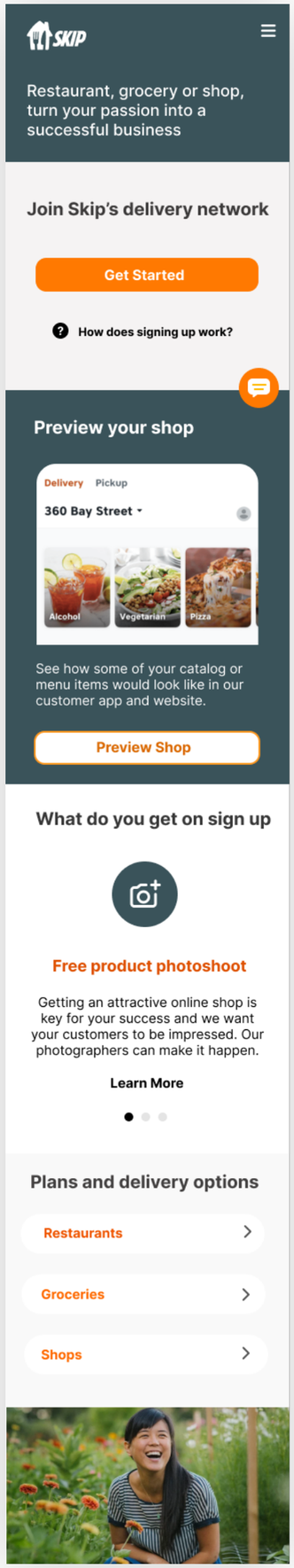
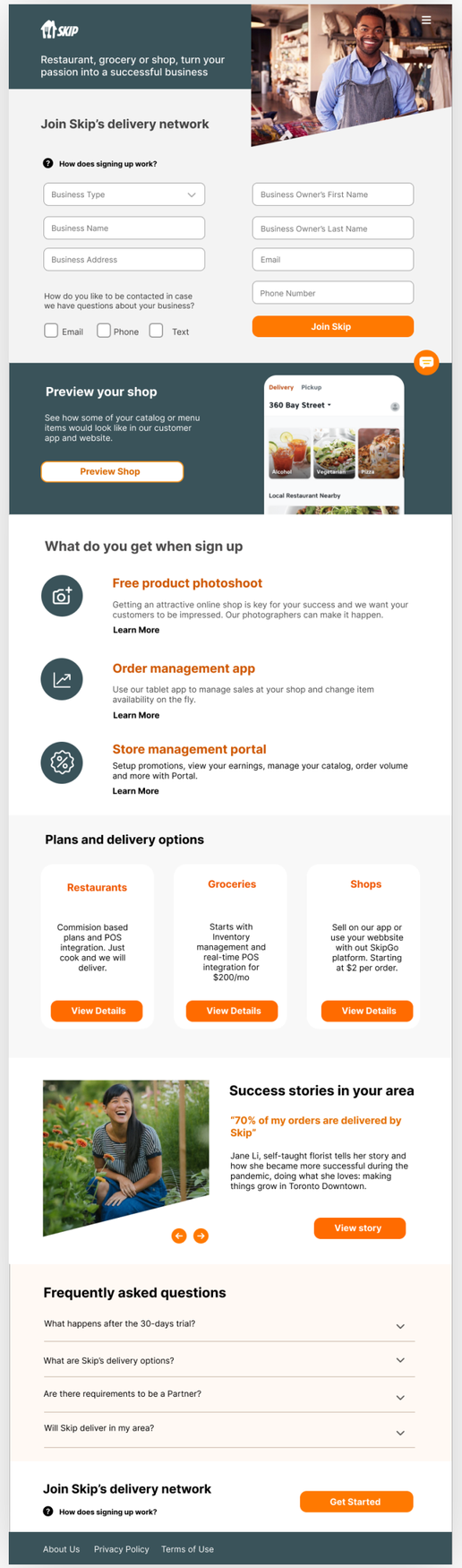
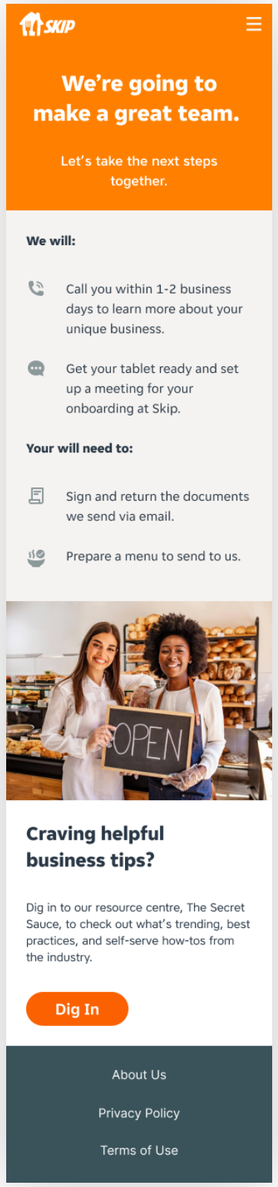
Informing customers on what happens next is our first step towards self sign up.

RESTAURANT SIGN UP

Achievements

Results so far

- Visibility of points of friction on the application processes.
- Alignment between multiple teams.
- Influencing strategy (new projects).
- Inclusive design & copy

Next steps

- Track application rate
- Survey after onboarding for CSAT
- Self-sign up (phase 2)