



JETSON

**Reinventing how
local restaurants cater to the dining
needs of busy professionals**

DEQ CORPORATION

The Context

Timeline: Jan 2020, New York

Company: Jetson is an **AI platform** enabling small and medium size businesses sell products and services through conversational interfaces.

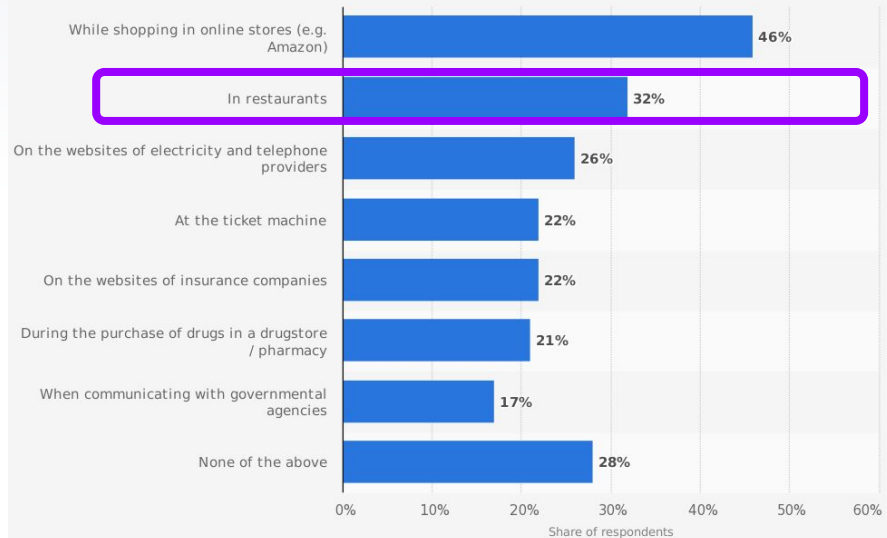
My Role: UX/UI & Conversation Designer



Why restaurants need AI?

Many small business owners are intimidated by the “**organizational buy-in**” required to establish a voice presence.

Where would you like to use a virtual assistant as a digital shop assistant?

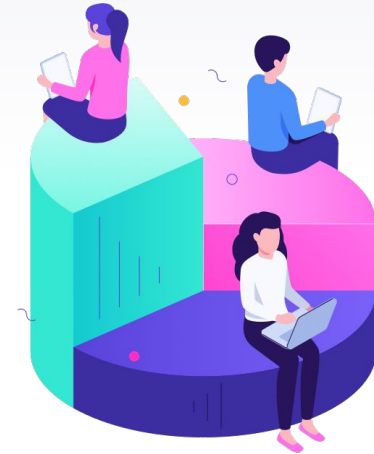


Source
Statista Survey
© Statista 2018

Additional Information:
United States; Statista Survey; April 11 to 22, 2017; 1,040
respondents; 18-65 years; U.S. residents

The Problem

In New York, there is no seamless experience that handles the end-to-end **convenient and safe** food ordering from local restaurants that customers are truly satisfied with.



****The pandemic hit in 2020 created a sudden demand for safe technology able to help QSR restaurants stay in business.*

Objective



Research, strategize and design an end-to-end web app experience to help New Yorkers order food from local restaurants, with a focus on increasing **CSAT by 20%** on the previous MVP.

Solution



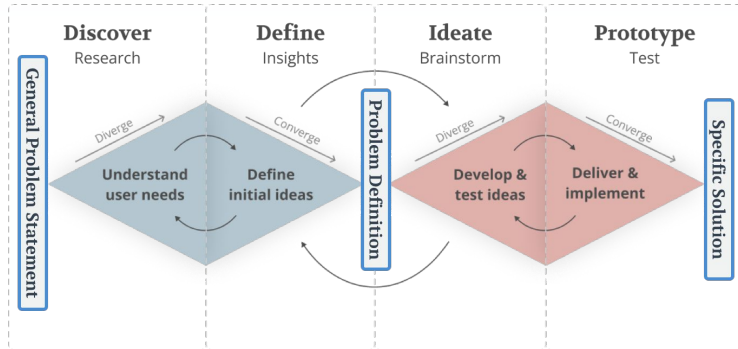
Self-service **intelligent AI** platform, allowing **multi-step conversation** helping customers quickly locate and order from local restaurants through consistent, pleasant experiences augmented into personal devices or channels.

Process

1. Empathise

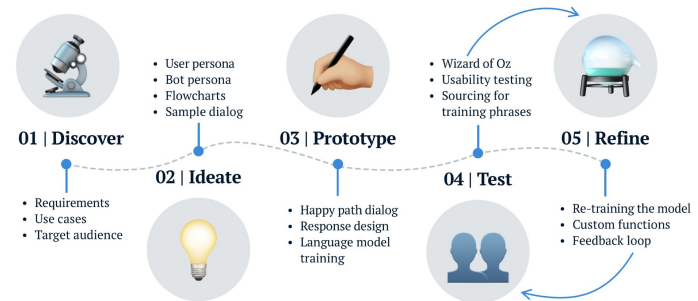
2. Conceptualise

3. Design



Double Diamond

+



Conversation Design Process

01 | Empatise

Lacked understanding in customer wants, need and expectations.

- ▶ Current frustrations and pain points?
- ▶ What did they really want?
- ▶ What did they really need?



User Research

Dived into an intensive a 2-week research sprint.

- + 14 user interviews
- + Contextual inquiry at Primary space
- + Investigated restaurant blogs
- + Competitive analysis



User interviews

2 User Types

Restaurant Manager



Mike, 40

General Manager @
Chipotle

Device: tablet, computer

Consumer



Lisa, 28

CX Manager @
Industrious

Device: mobile

Key Takeaways (pains & gains)

- ▶ Reduce screen time and cognitive load searching and selecting a restaurant
- ▶ Expedite an order placement and save time waiting in line
- ▶ Save on delivery fees

Competitive analysis

Competitive Analysis (Voice Assistants)



- One-shot responses
- Non-learning
- Limited UX

VS

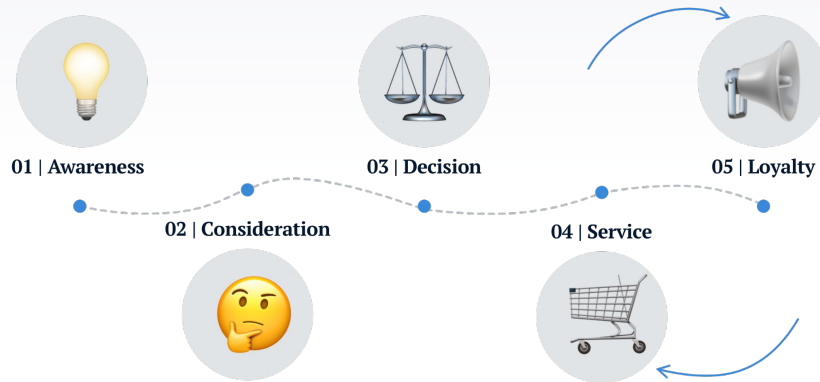
- **Multi-step conversation**
- **Cognitive process**
- **Frictionless UX**

02 | Conceptualise

Overwhelmed with insights, we needed to start prioritizing to form our product strategy and experience.

- Created affinity maps
- Customer journey map
- Prioritized user pain points, wants and needs
- Presented the insights to stakeholders

User Journey



Key Takeaways

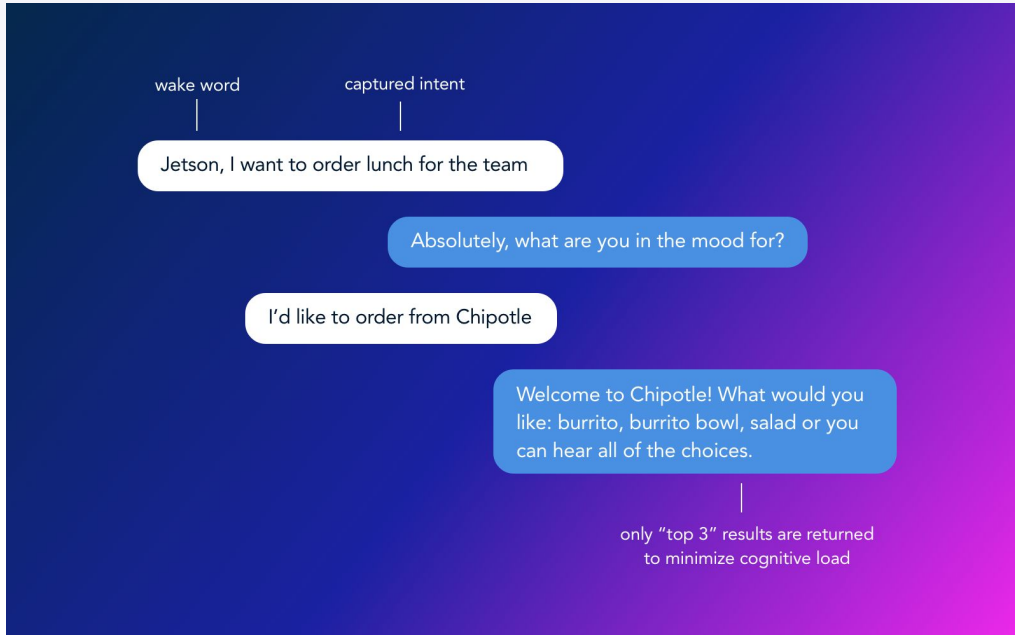
- Cognitive overload and lack of time is a driving factor
- Speed and efficiency
- Clear process
- Mobile-first

03 | Design

We were on a very tight deadline and developers needed to start building soon.

- Do we prioritize **mobile-first**?
- What should we design first: **conversation** or UI?
- Did we need a **design systems** for both?

Conversation Design



Once the dialogue flows and dialogs were reviewed and approved by the stakeholders and development team I created scripts incorporating marketing strategy, for the product to meet user and business goals.

Response Design

Assistant/bot responses

Example of a simple response:

Okay, your order will be ready to pick-up in 5-10 minutes.

Acknowledgement

Recognition of user decision or action

Affirmative statement

Confirmation of the order with specific time, allowing user to plan in advance

Interrogative response is an open-ended or a specific question for user to act upon a certain action within the context.

Example of an interrogative response:

Great choice! Would you like anything else?

Encouragement and acknowledgement

Recognition of user decision or action

Open-ended question

Inquiry to continue shopping upon making a selection of a menu item

Complex response is a combination of simple and interrogative responses within the context.

Example of a complex response:

Sure, the popular choices are Cappuccino, Americano and Espresso. Which one would you like to order or ask for the menu.

Simple response

Recognition of user decision or action

Interrogative response

Specific question

Part of a simple response

Affirmative statement with item selection

Error handling (no input, no match)

Disambiguation

Jetson helps users navigate through the ordering experience while letting them know what they can or can't order.

Which rice would you like? Please choose one: white rice, brown rice or no rice?

Suggestions & Discoverability

Jetson may not be able to make the right API call without knowing the type of content the user is looking for.

Sorry, this item is out of stock currently, but you can add another beverage such as orange juice, apple juice or diet coke. Would you like to add any of these or hear more options?

Prototype (iOS & Android app)



Instant access to browsing and **intelligent recommendations** lowering cognitive load



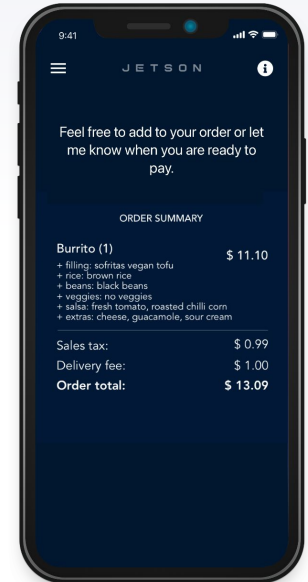
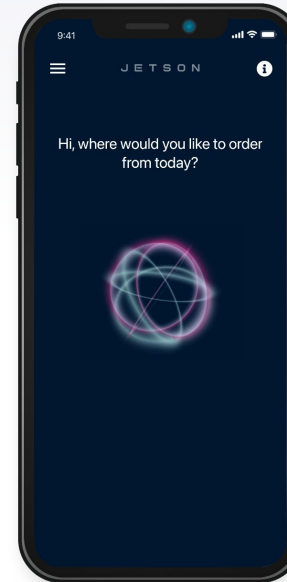
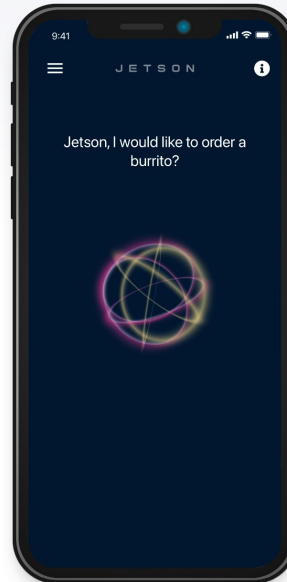
Can order directly from the **app** and a wide range of **IoT devices**



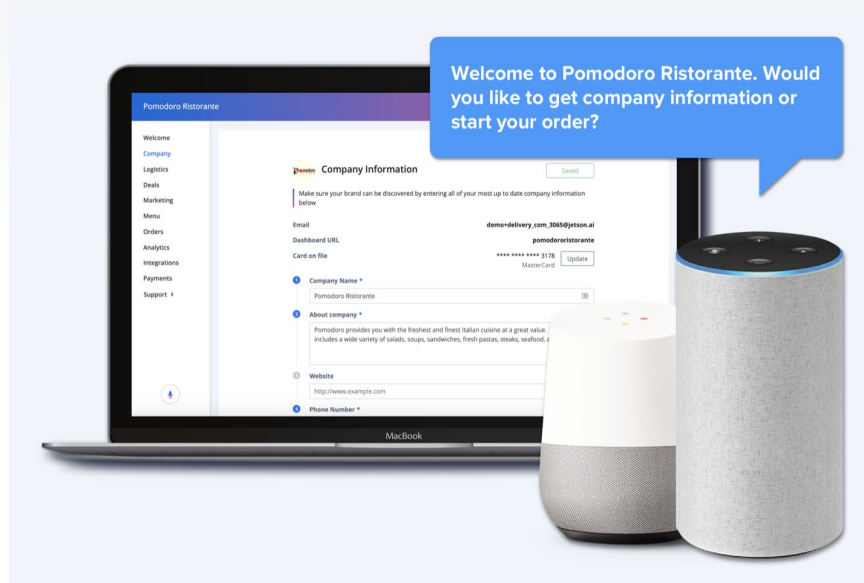
Multimodal experience switching from **voice to text** for content clarity (menu, order summary)



Concise dialogue leading to faster ordering and safer transaction



Merchant dashboard



Responsive dashboard with **revenue analytics**



Menu/**product catalog** management an API call away (or manual upload)



Integrations with Google Actions, Alexa Skills, FB Messenger, Slack, SMS



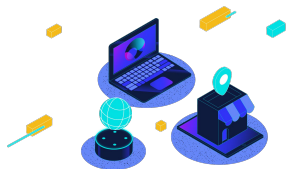
Conversation **design template** (modify dialogue for your customer needs)

Results

With my help the product team managed to:

- Launch E2E mobile app deliverables prior to the deadline
- Increase CSAT by 20%
- Lower cognitive load after 4 rounds of usability testing

For our clients (restaurant owners)



Discovery

New customers



Loyalty

Returning Customers



Revenue

Increased by %20

Q&A



Thank you for your **time!**