

SpotOn Order Redesign

Responsive web experience

Designing a platform for users to order food directly
from local restaurants they love.



PRODUCT OVERVIEW

SpotOn Order is a custom-branded, direct-to-consumer digital platform that provides **commission-free online ordering** for restaurants.

We **enable success for small businesses** in a world where some popular online ordering vendors skim as much as 30% off the top of sales.

PROJECT OVERVIEW AND GOALS

Online Ordering experienced **explosive pandemic-driven growth** in 2020, necessitating speed-to-market over all else for SpotOn.

In mid 2021, led by an almost completely new team (including myself), we set out to refactor and redesign the entire platform, with a **few key goals**:

Increase engineering efficiency

—
Increase output
by 10%

Enhance the ordering experience

—
Increase conversion
by 10%

Improve code quality and reduce defects

—
Reduce defect count
by 20%

PROJECT RESULTS

Increase engineering
efficiency

Increase output
by 10%



Increased engineering
output **by 2x**, resulting
in 5 new features being
launched during beta

Enhance the ordering
experience

Increase conversion
by 10%



Increased conversion by
more than 40%*, resulting
in ~\$3MM additional
processing MoM

Improve code quality
and reduce defects

Reduce defect count
by 20%



Mitigated risk via
phased rollout, resulting
in **0 defects** reported by
users or merchants

* ~7 PP

OUR PRODUCT LIFECYCLE

CURRENT STATE PAIN POINTS

Start order friction

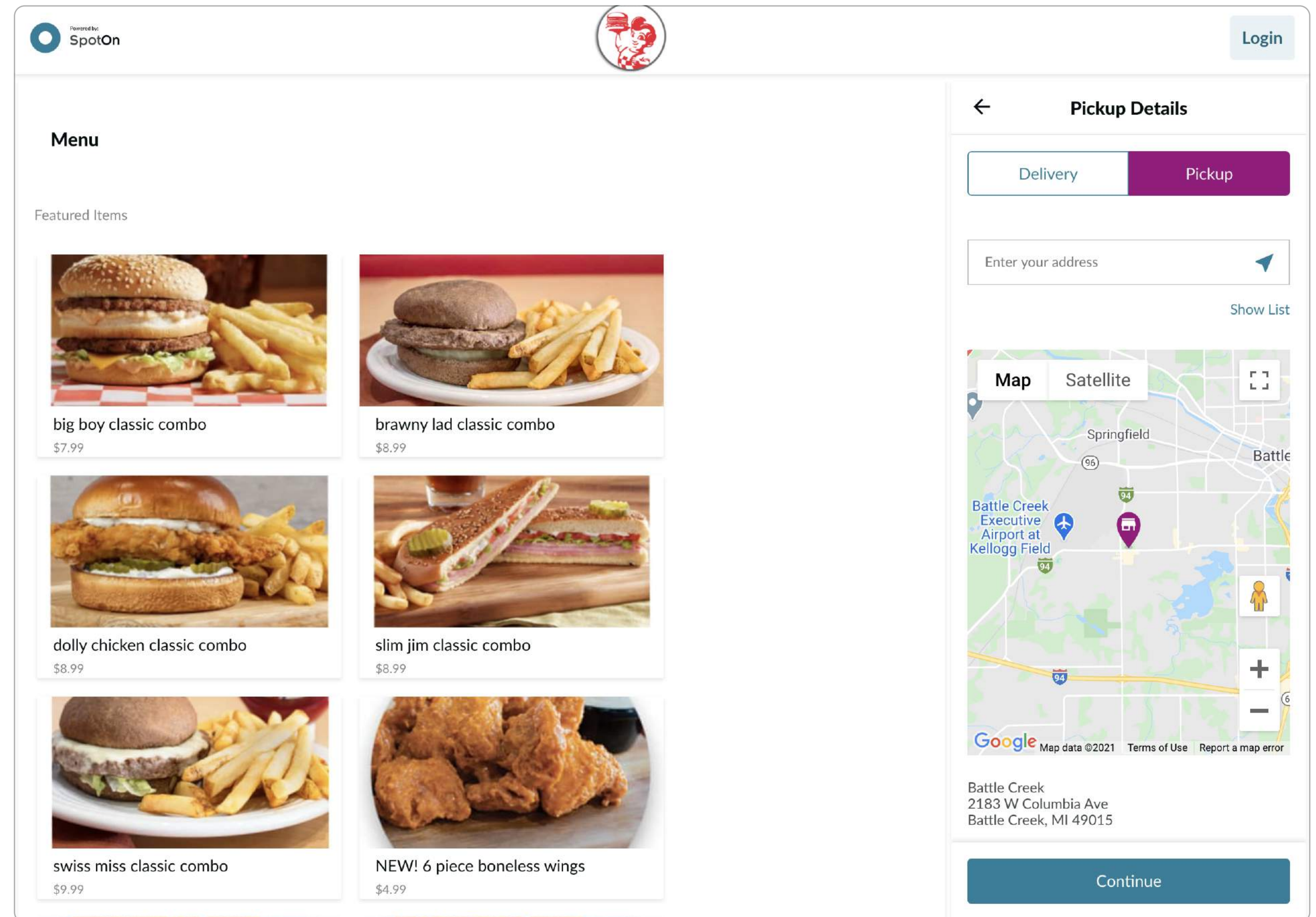
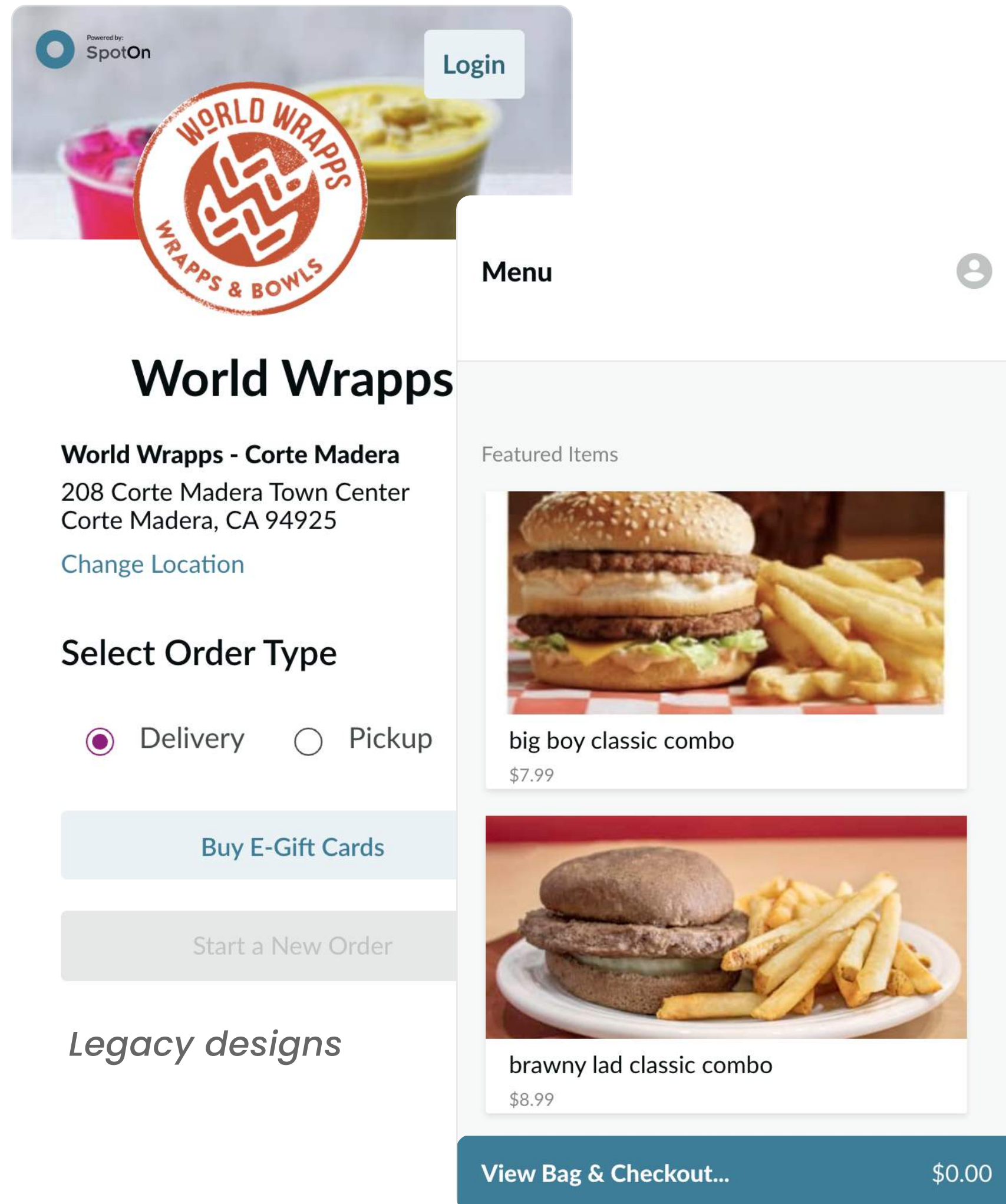
Lack of merchant branding

Stale UI

Item customization

Multi-page checkout

Inaccessible



THE MVP EXPERIENCE

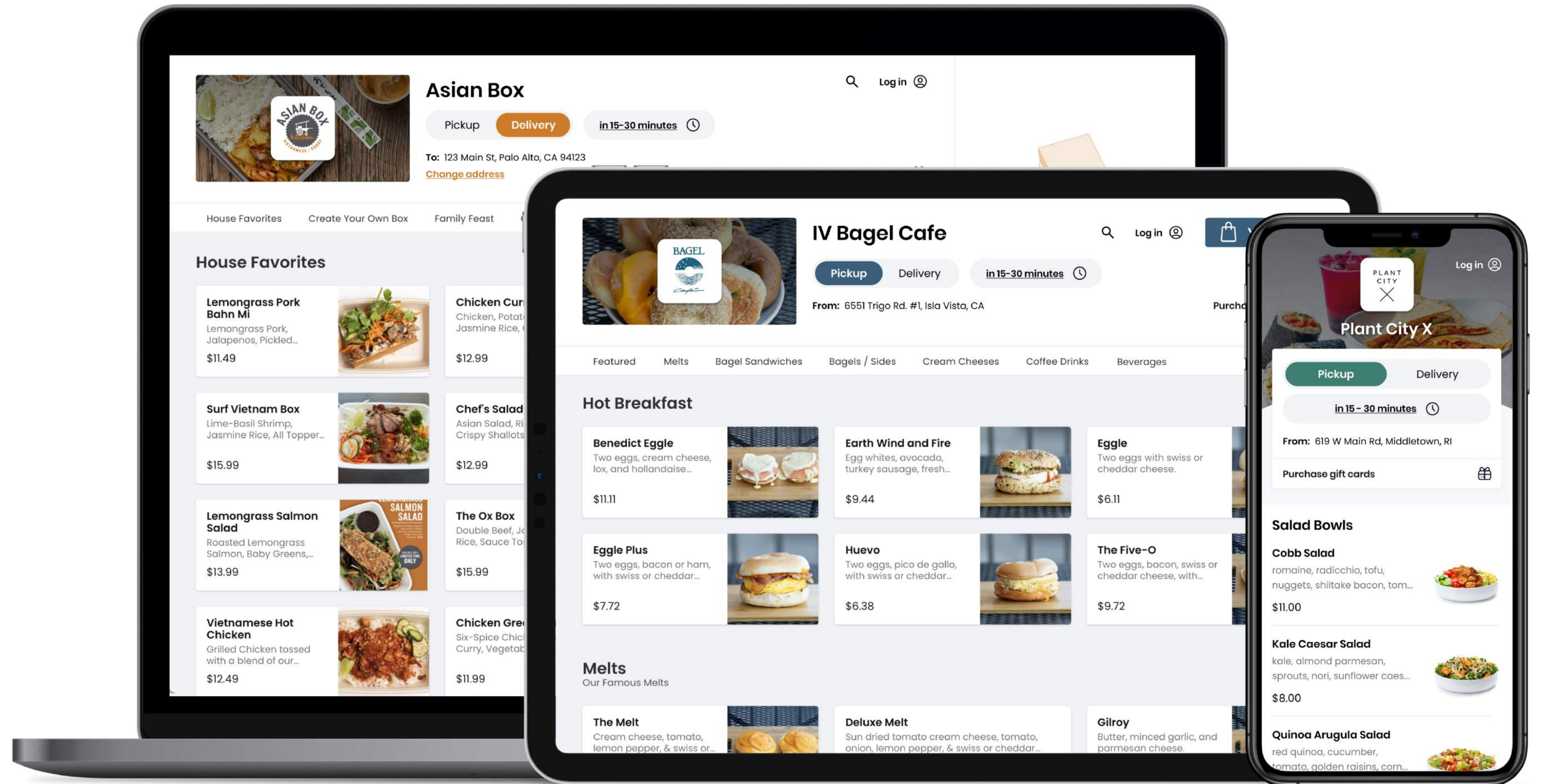
Production: <https://order.spoton.com/asian-box-962/palo-alto-ca/5e62e5f1c21f827b890c4bec>

QA: <https://olo-web-refactor-staging.qa.spoton.sh/deweys-pizza-21/hermantown-mn/5e57f7e062f04a311e290abd>

600+
final design assets

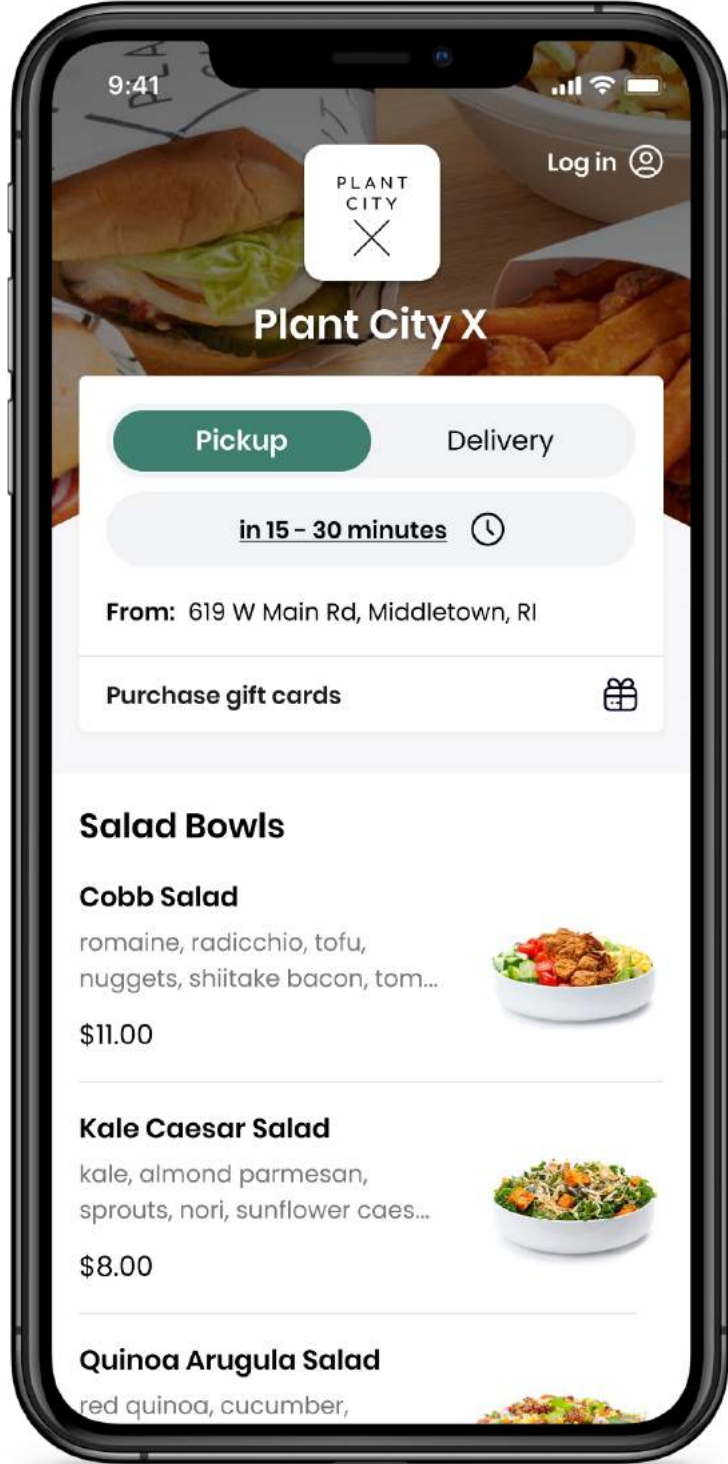
3
"pages"

7
breakpoints

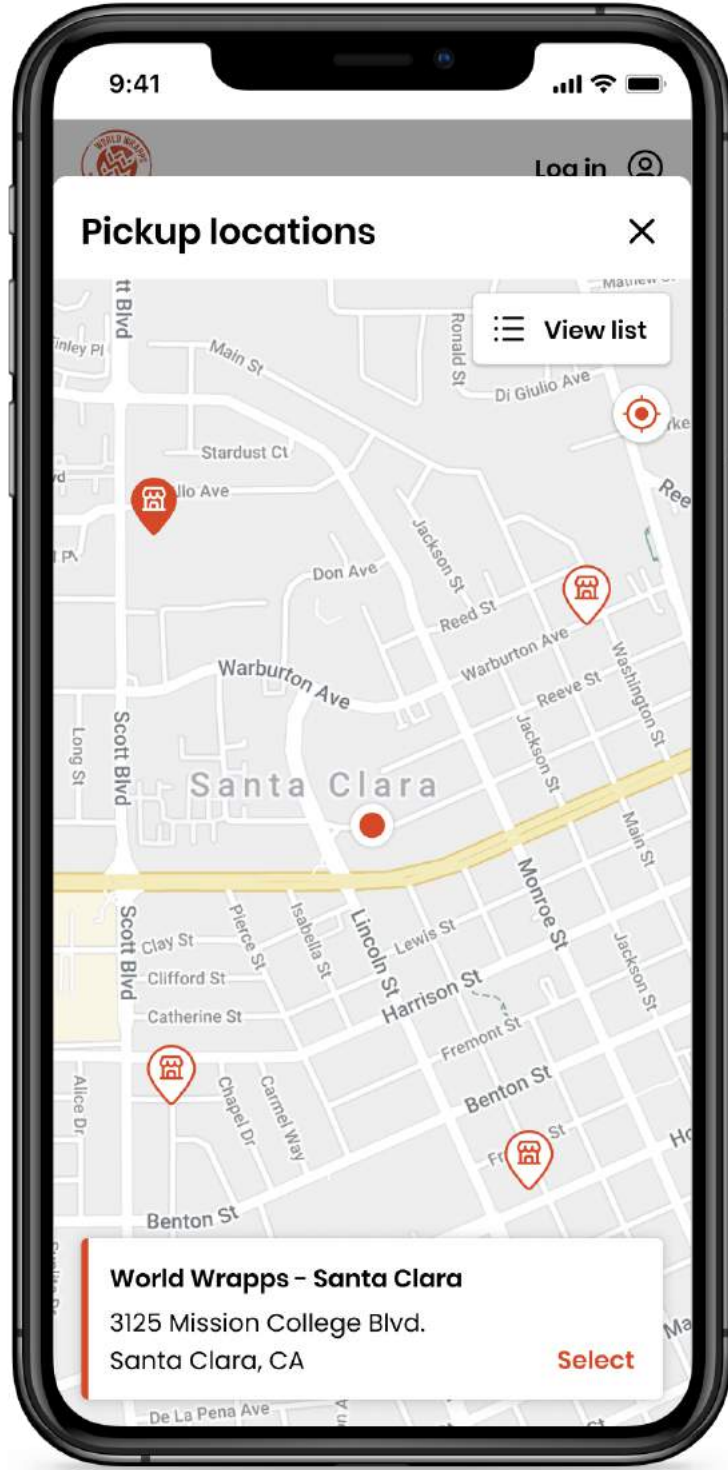


MOBILE FIRST APPROACH

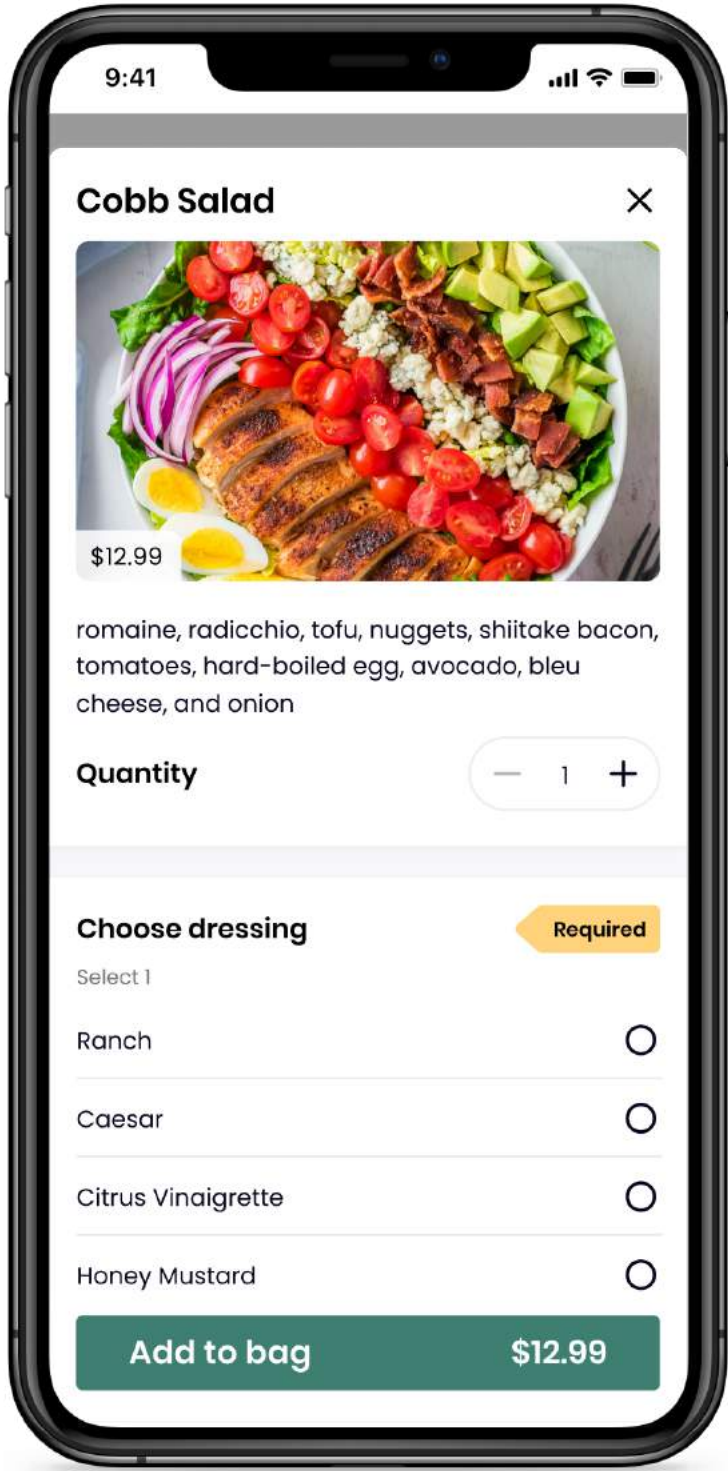
i 75% of our users utilize mobile



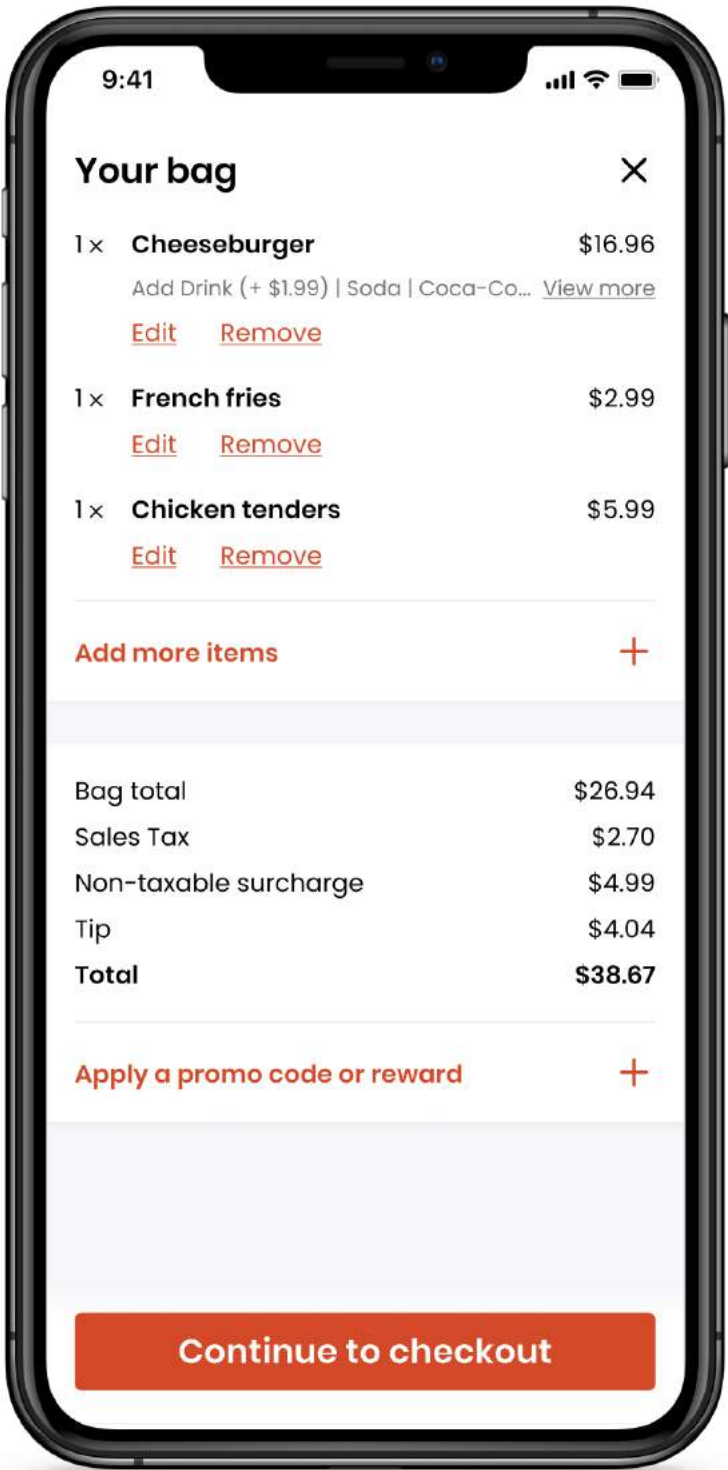
View menu



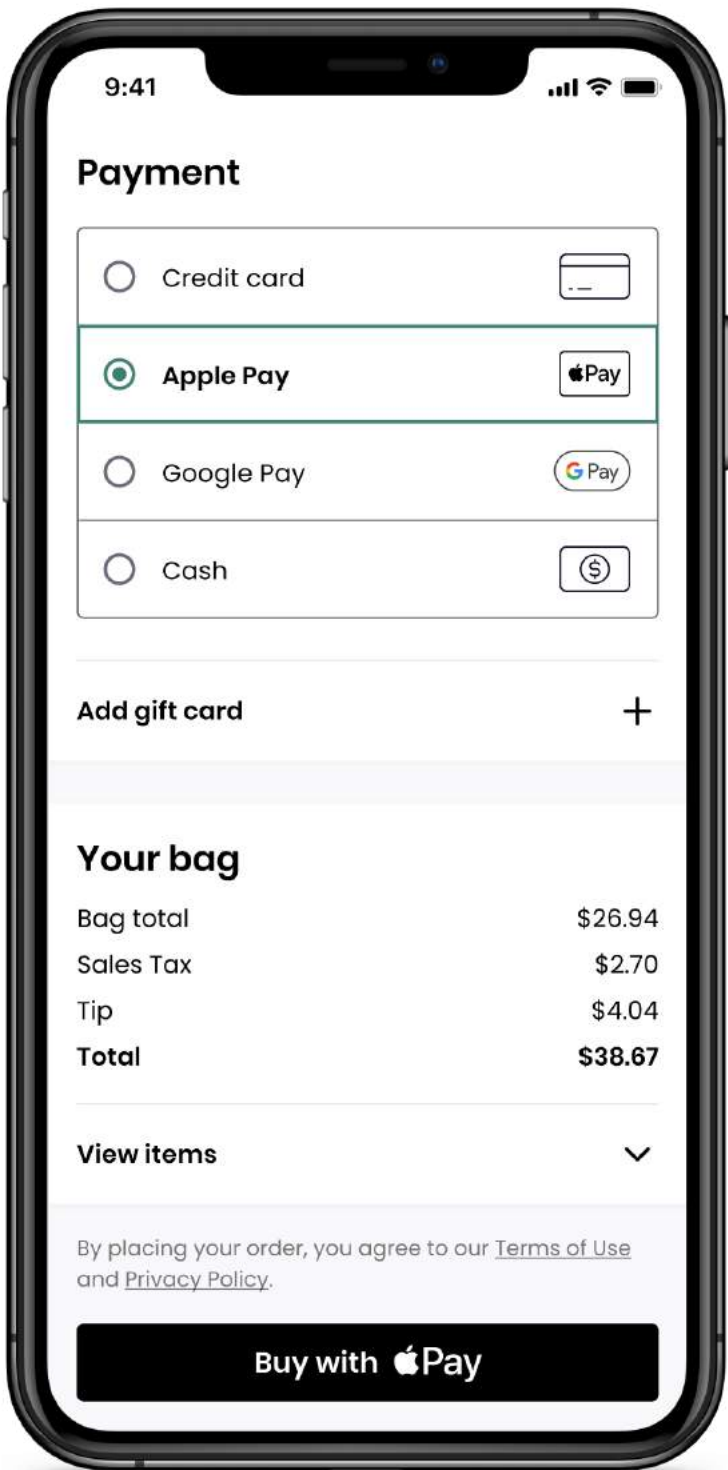
Select location



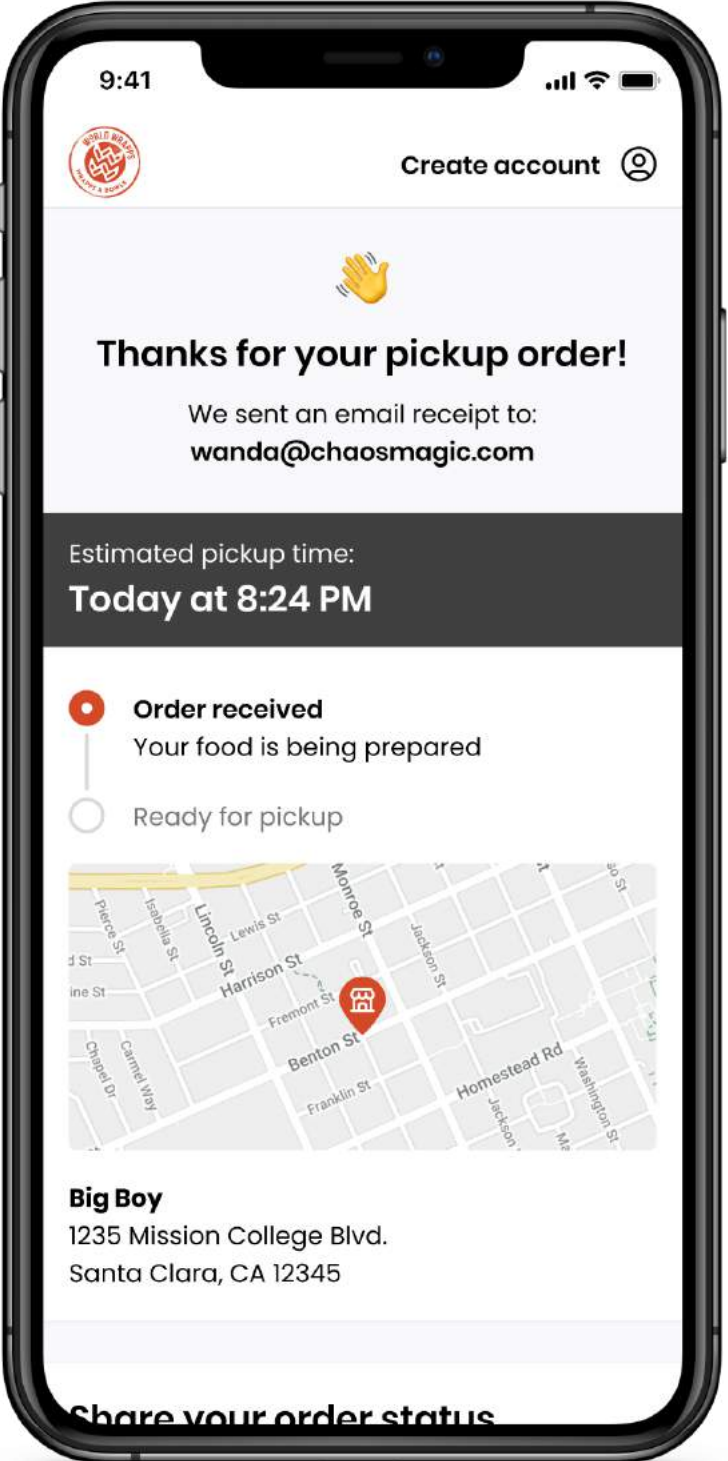
Customize item



View bag



Check out



Confirmation

DESIGN PROCESS

1. Discovery and requirements gathering
2. Flows and information architecture
3. Wireframing (mobile-first)
4. Visual exploration
5. Technical grooming and design finalization
6. Build -> visual and accessibility QA
7. Launch, measure, and iterate

Guiding principles

Communicate cross-functionally, early and often

Everyone is responsible for contributing to requirements

Invest in solving things right the first time and building a strong foundation

Strive for a balance between speed, effort, and value

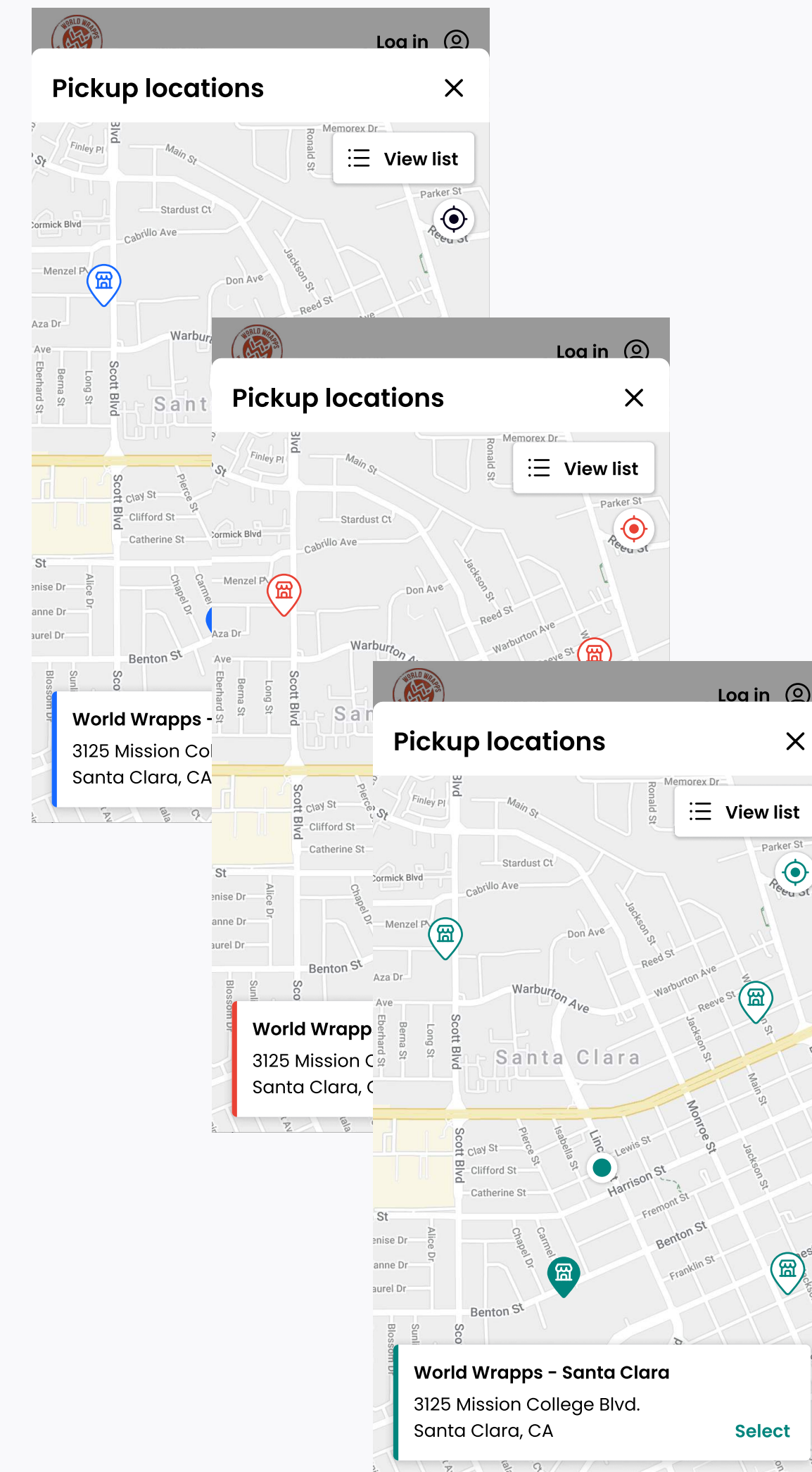
FEATURE HIGHLIGHTS

1. Custom theming and illustrations

2. Loyalty and offers

3. Location and time selection

4. Flexible payment options



FEATURE HIGHLIGHTS

1. Custom theming and illustrations

2. Loyalty and offers

3. Location and time selection

4. Flexible payment options

Your bag

- 1x Cheeseburger \$16.96
[Edit](#) [Remove](#)
- 1x French fries \$2.99
[Edit](#) [Remove](#)
- 1x Chicken tenders \$5.99

Save on your order

Spots balance: 5

Select 1 offer to apply to your bag.

\$2 off | Reward
Redeem for: 15 Spots
[Apply to bag](#)

10% off | Promotion
All orders
[Apply to bag](#)

[Done](#)

Your order

[View items](#)

Item total	\$26.94
Sales Tax	\$2.70
Tip	\$4.04

None **15%** 20% 25% Other

Total \$38.67

You have a reward available!

[Place order for delivery](#)

By placing your order, you agree to our [Terms of Use](#) and [Privacy Policy](#).

You earned 20 Spots!

Create an account to save your Spots for a future order

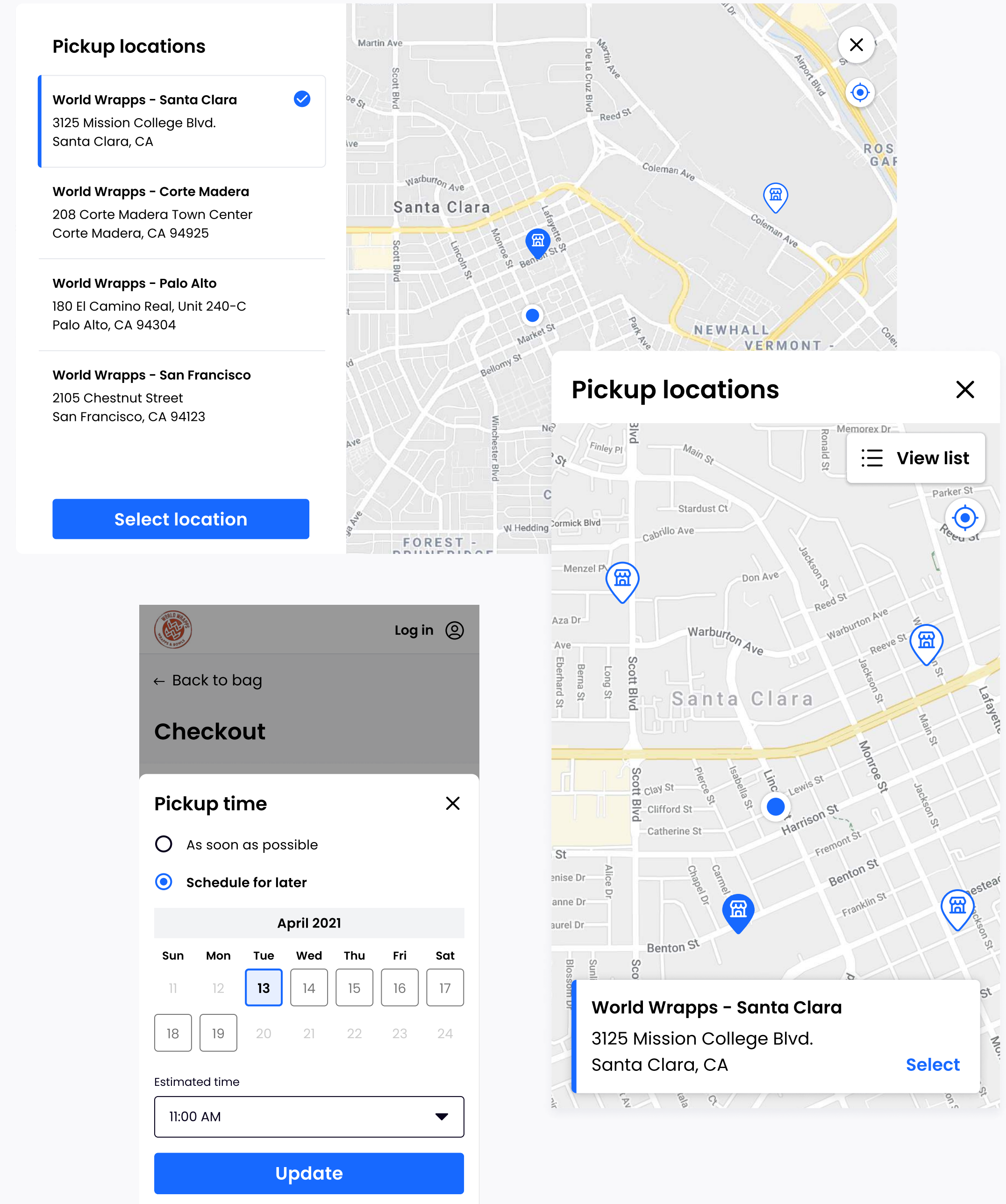
FEATURE HIGHLIGHTS

1. Custom theming and illustrations

2. Loyalty and offers

3. Location and time selection

4. Flexible payment options



FEATURE HIGHLIGHTS

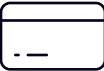
1. Custom theming and illustrations


2. Loyalty and offers


3. Location and time selection


4. Flexible payment options



Payment


Credit card 


Apple Pay 


Google Pay 


Cash 


 Ending in 1234
Expires 01/23 

 Ending in 2345
Expires 01/24

 Ending in 3456
Expires 01/25

 Ending in 4567
Expires 01/25

 Use a different card

Add gift card 

Saved payment methods

Your order View items >

Item total \$26.94
Sales Tax \$2.70
Tip \$4.04

None **15%** 20% 25% Other

Total \$38.67

Pay with Apple Pay

By placing your order, you agree to our [Terms of Use](#) and [Privacy Policy](#).

Your order View items >

Item total \$26.94
Sales Tax \$2.70
Tip \$4.04

None **15%** 20% 25% Other

Total \$38.67

Pay with Google Pay

By placing your order, you agree to our [Terms of Use](#) and [Privacy Policy](#).

UPCOMING INITIATIVES AND NEXT STEPS

Usability testing

Multivariate testing

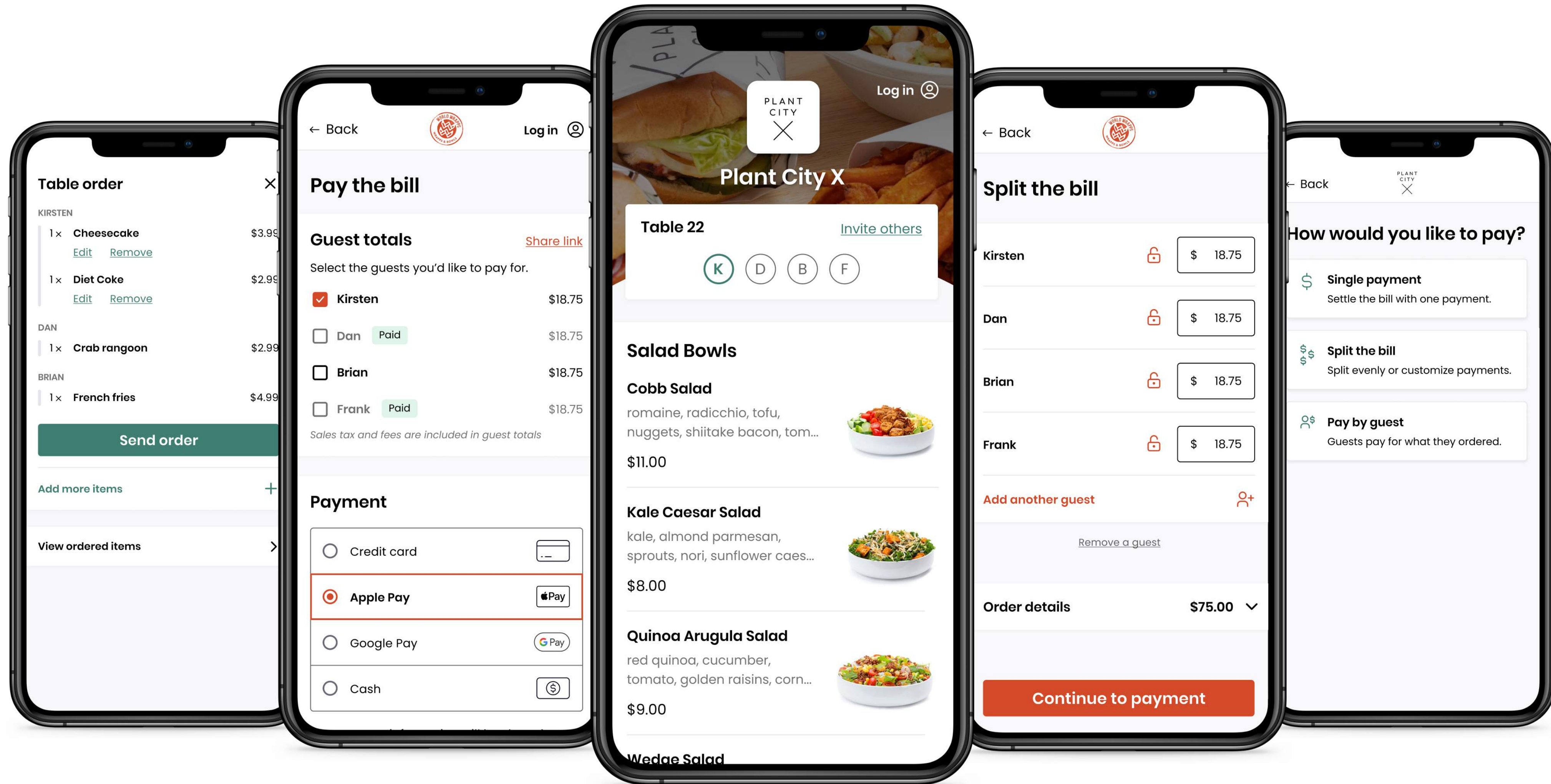
Accessibility documentation

Upsell tiles

Custom theming phase 2

Scale to Dine-in

SCALING CROSS-PRODUCT



SpotOn QR (dine-in) redesign

APPENDIX

DESIGN PROCESS - CHECKOUT

STEP 1 | DISCOVERY AND REQUIREMENTS GATHERING

- Determine overall approach, discuss technical limitations, and align on feature priority
- Competitive analysis (industry and cross-industry)
- Current state assessment

Back to Menu DOORDASH

METHOD
 Delivery
 Pickup

TIME
 ASAP - 45 - 55 mins
 Schedule for later

ADDRESS
1148 W Waveland Ave, Chicago, IL 60613, USA
Drop-off: Leave it at my door Add / Edit

PHONE NUMBER (208) 965-9053
Change

GIFT OPTION Send as a gift New Learn more

PAYMENT
Change / Add Apple Pay
Add Promo Code

SUMMARY
Food
1 Cheeseburger \$9.95 X

ORDER FROM Small Cheval
Pay
Or Pay With Card

Subtotal \$9.95
Chicago Fee \$1.50
Delivery Fee \$1.99
Fees & Estimated Tax \$5.06

Dasher Tip \$3.00
\$2.00 \$3.00 \$4.00 Other

Total \$21.50
DoorDash Credits -\$2.25
Amount Due \$19.25

This payment method isn't eligible for DashPass benefits. Use Chase Sapphire Reserve to get benefits.

Add \$2.05 in items to use DashPass (\$12+ subtotal)

OSOS CHECKOUT

SHIPPING COUNTRY: United States

PROMO/STUDENT CODE OR VOUCHERS

EMAIL ADDRESS ADD MY EMAIL

DELIVERY ADDRESS

DELIVERY OPTIONS

PAYMENT

PLACE ORDER

By placing your order you agree to our Terms & Conditions, privacy and returns policies. You also consent to some of your data being stored by ASOS, which may be used to make future shopping experiences better for you.

1 ITEM Edit
\$34.65 ASOS DESIGN oversized sweatshirt in vertical tie dye Multi M Qty: 1

Subtotal \$34.65
TOTAL TO PAY \$34.65

Request to book

Barn in Buchanan
Laughing Orchard and Asparagus Farm
2 beds · 1 bath
★ 5.0 (4) Superhost

This is a rare find. Brenda's place is usually booked.

Your trip
Dates Mar 2, 2022-Mar 4, 2022 Edit
Guests 1 guest Edit
Is this a work trip?

Choose how to pay

Pay in full \$105.70 Pay the total now and you're all set.
Pay part now, part later \$56.42 Pay \$56.42 now, and the rest (\$49.28) will be automatically

2:18 Search etsy.com Save for later Remove

This order is a gift
Prices will not be shown on packing slip

Add a note to CBYMCREATIVE (optional)

How you'll pay

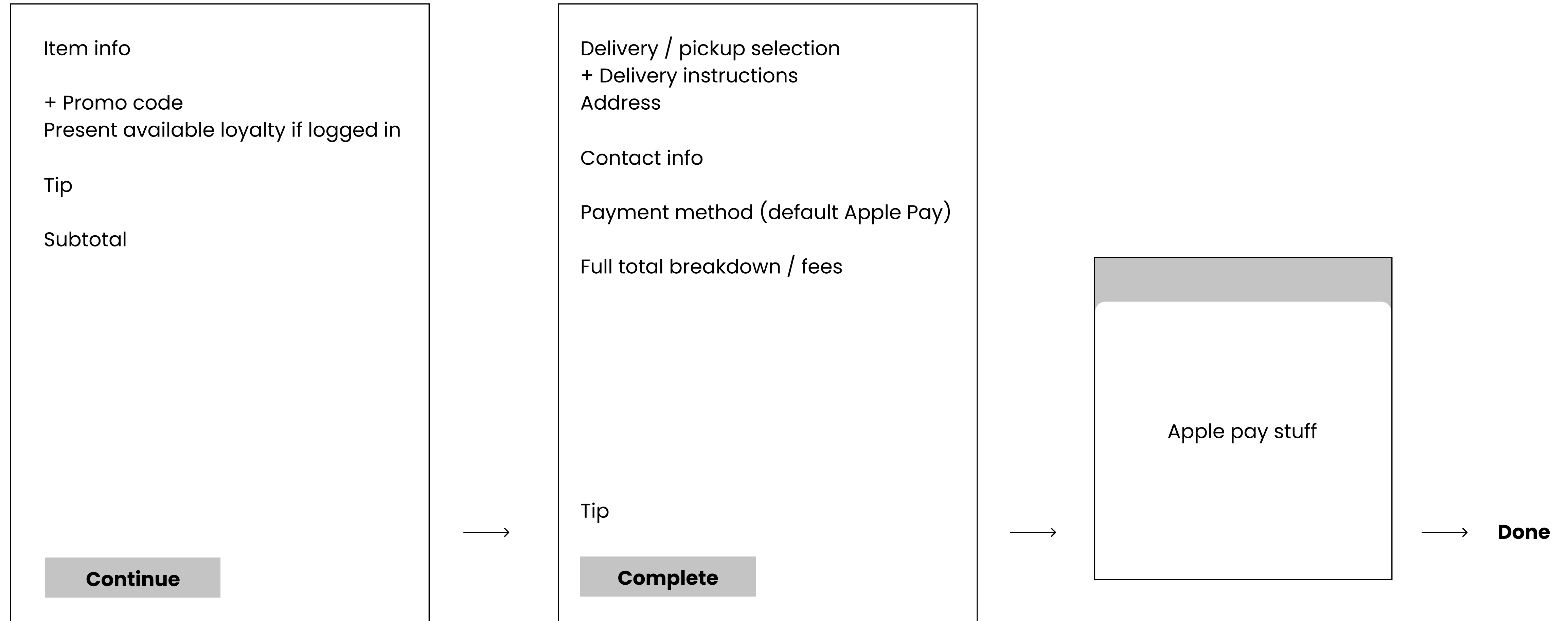
Apple Pay
 VISA
 PAYPAL
 Klarna. 4 interest-free installments
Pay in 4 installments of \$23.75. Klarna. Learn more

Item(s) total \$95.00
Get shipping cost

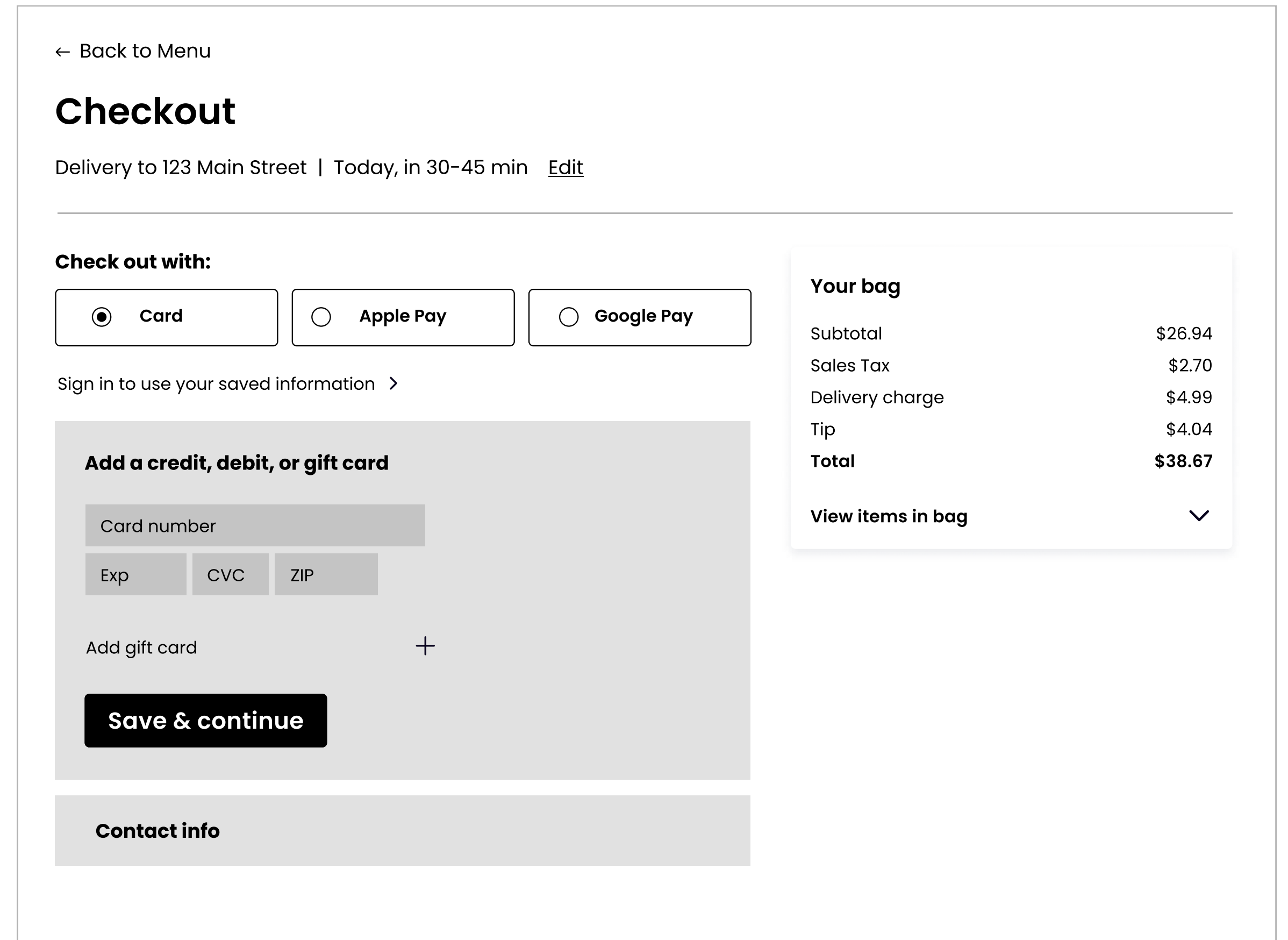
Check out with Apple Pay

By clicking the Apple Pay button, you agree to Etsy's Terms of Use and Privacy Policy. Etsy may send you marketing communications; you may unsubscribe at any time.

STEP 2 | FLOWS AND INFORMATION ARCHITECTURE



STEP 3 | WIREFRAMING (MOBILE-FIRST)



STEP 4 | VISUAL EXPLORATION

Complete your order

Pickup from 123 Main Street • Today, in 30-45 min [Edit](#)

Check out with

- Credit, debit, or gift card
- Apple Pay
- Google Pay
- Cash

Contact info

* indicates required

First name* Last name*

Email*

Phone number*

Card details

Card number*

Expiration date* CVV/CVC* ZIP code*

[Add gift card](#)


Your bag

Subtotal	\$26.94
Sales Tax	\$2.70
Tip	\$4.04
Total	\$38.67

[Place order for pickup](#)

[View bag items](#)

[Add special instructions](#)

Log in

Checkout

Pickup details

Pickup from: 1235 Mission College Blvd.,
Santa Clara, CA 12345

When: in 15-30 minutes [Edit](#)

[Add order note](#)

Payment method

Card number*

Expiration date* CVV/CVC*

ZIP code*

[Add gift card](#)

[Add gift card](#)

Contact information

[Sign in to use your saved information](#)

* indicates required

First name* Last name*

Email*

Phone number*

By providing your phone number, you consent to receive text messages from [Merchant name] related to your order.

Your bag


Subtotal	\$26.94
Sales Tax	\$2.70
Tip	\$4.04
Total	\$38.67

[View items](#)

By placing your order, you agree to our [Terms of Use](#) and [Privacy Policy](#).

[Place order for pickup](#)

STEP 5 | TECHNICAL GROOMING AND DESIGN FINALIZATION

Log in

← Back to bag

Checkout

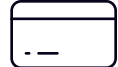
Pickup details


Pickup from: 1235 Mission College Blvd., [Edit](#)
Santa Clara, CA 12345


When: in 15-30 minutes [Edit](#)


Add pickup note +

Payment

Credit card 

Apple Pay 

Google Pay 


Cash 

Add gift card +

Your bag

Bag total \$26.94



Log in

← Back to bag

Checkout

Pickup details

Pickup from: 1235 Mission College Blvd., [Edit](#)
Santa Clara, CA 12345

When: in 15-30 minutes [Edit](#)

Add pickup note +

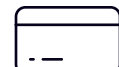
Contact information


[Edit](#)


Name: Wanda Maximoff
Email: wanda@chaosmagic.com
Phone number: (123) 456-7890

By providing your phone number, you consent to receive text messages from [Merchant name] related to your order.



Payment

Credit card 

Apple Pay 

Google Pay 

STEP 6 | BUILD → VISUAL AND ACCESSIBILITY QA

Log in 

← Back to menu

Checkout

Delivery details

Contactless delivery

Delivering to: 1235 Mission College Blvd., Santa Clara, CA 12345 [Edit](#)

When: in 15-30 minutes [Edit](#)

Add delivery note [+](#)

Contact information

[Edit](#)

Name: Wanda Maximoff

Email: wanda@chaosmagic.com

Phone number: (123) 456-7890

By providing your phone number, you consent to receive text messages from [Merchant name] related to your order.

Payment

Credit card Apple Pay Google Pay Cash

Card number*

Expiration date*

CVV/CVC*

ZIP code*



Your bag

Bag total	\$26.94
Sales Tax	\$2.70
Non-taxable surcharge	\$4.99
Tip	\$4.04
Total	\$38.67

Place order for delivery

By placing your order, you agree to our [Terms of Use](#) and [Privacy Policy](#).

View items [v](#)

Log in 

← Back to bag

Checkout

Delivery details

Delivering to: 1235 Mission College Blvd., Santa Clara, CA 12345 [Edit](#)

When: in 15-30 minutes [Edit](#)

Contactless delivery

Add delivery note [+](#)

Contact information

[Edit](#)

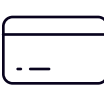
Name: Wanda Maximoff


Email: wanda@chaosmagic.com


Phone number: (123) 456-7890

By providing your phone number, you consent to receive text messages from [Merchant name] related to your order.


Payment

Credit card 

Apple Pay 

Google Pay 

STEP 7 | LAUNCH, MEASURE, AND ITERATE



← Back to menu

Checkout

Pickup details

Pickup from: 1235 Mission College Blvd., Santa Clara, CA 12345

When: in 15-30 minutes [Edit](#)

Add pickup note +


Your order

[View items](#) >

Item total	\$26.94
Sales Tax	\$2.70
Tip	\$4.04

None **15%** 20% 25% Other

Total **\$38.67**

 **You have a reward available!** >

Pay with Apple Pay


By placing your order, you agree to our [Terms of Use](#) and [Privacy Policy](#).

Payment


Credit card **Apple Pay** Google Pay Cash

Your contact information will be shared through Apple Pay.

Add gift card +

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← Back to menu

Checkout

Pickup details

Pickup from: 1235 Mission College Blvd., Santa Clara, CA 12345 [Edit](#)

When: in 15-30 minutes [Edit](#)

Add pickup note +

Payment


Credit card **Apple Pay** Google Pay Cash


Your contact information will be shared through Apple Pay.


Add gift card +


Your order

[View items](#) >

Credit card 

Apple Pay 

Google Pay 

Cash 

Your contact information will be shared through Apple Pay.

Add gift card +


Your order

[View items](#) >

Item total	\$26.94
Sales Tax	\$2.70
Tip	\$4.04

None **15%** 20% 25% Other

Total **\$38.67**

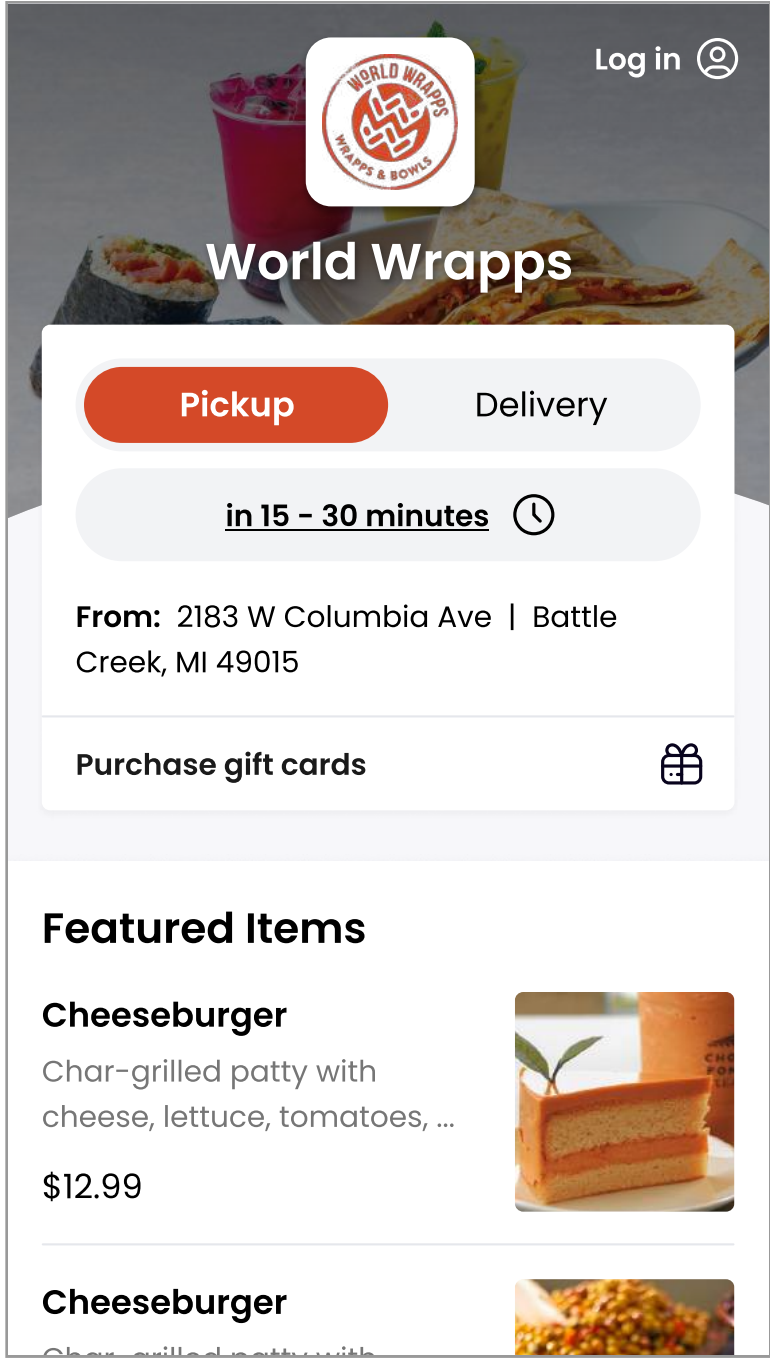
 **You have a reward available!** >

Pay with Apple Pay

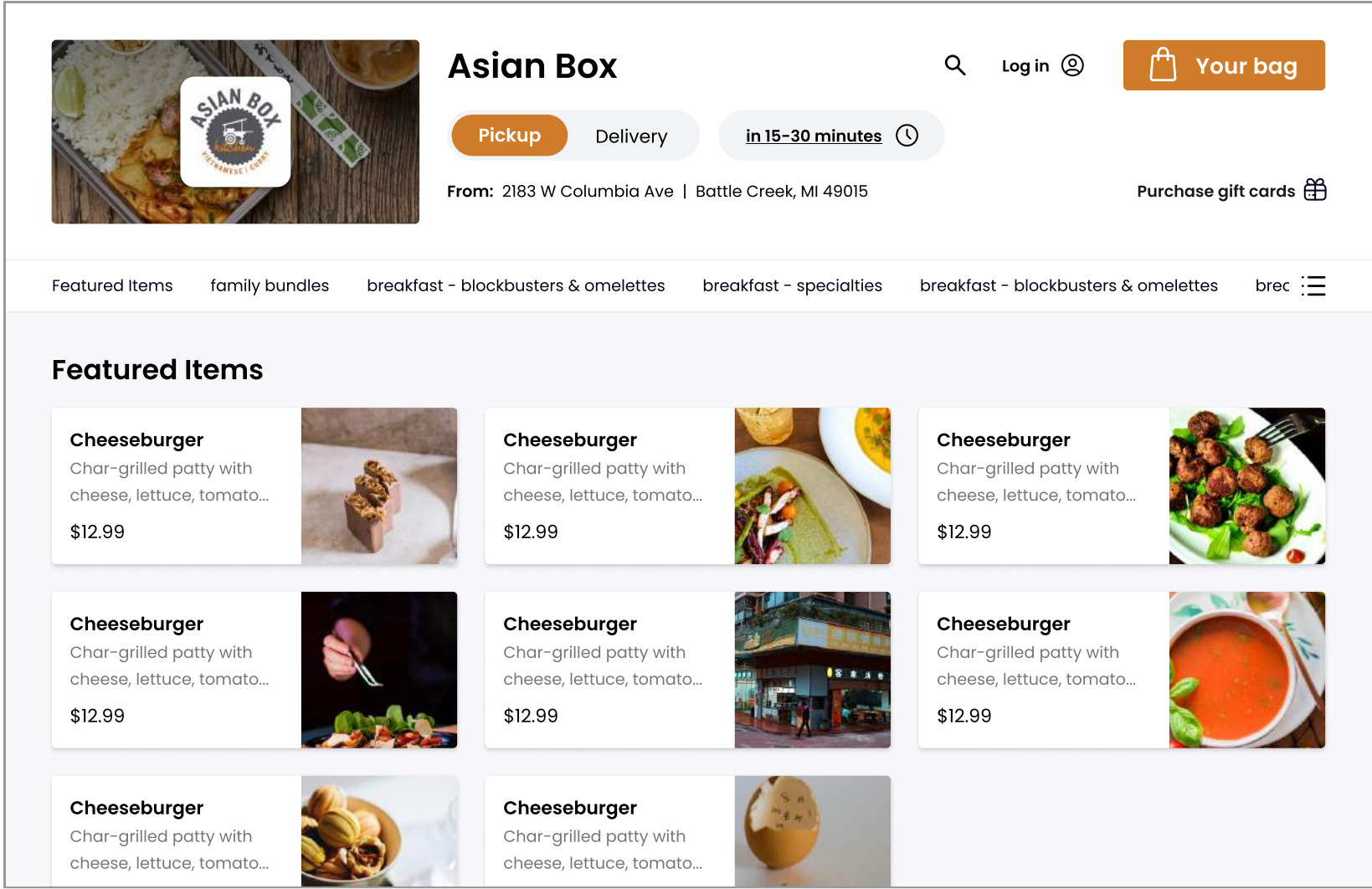
By placing your order, you agree to our [Terms of Use](#) and [Privacy Policy](#).

SCREEN REPOSITORY

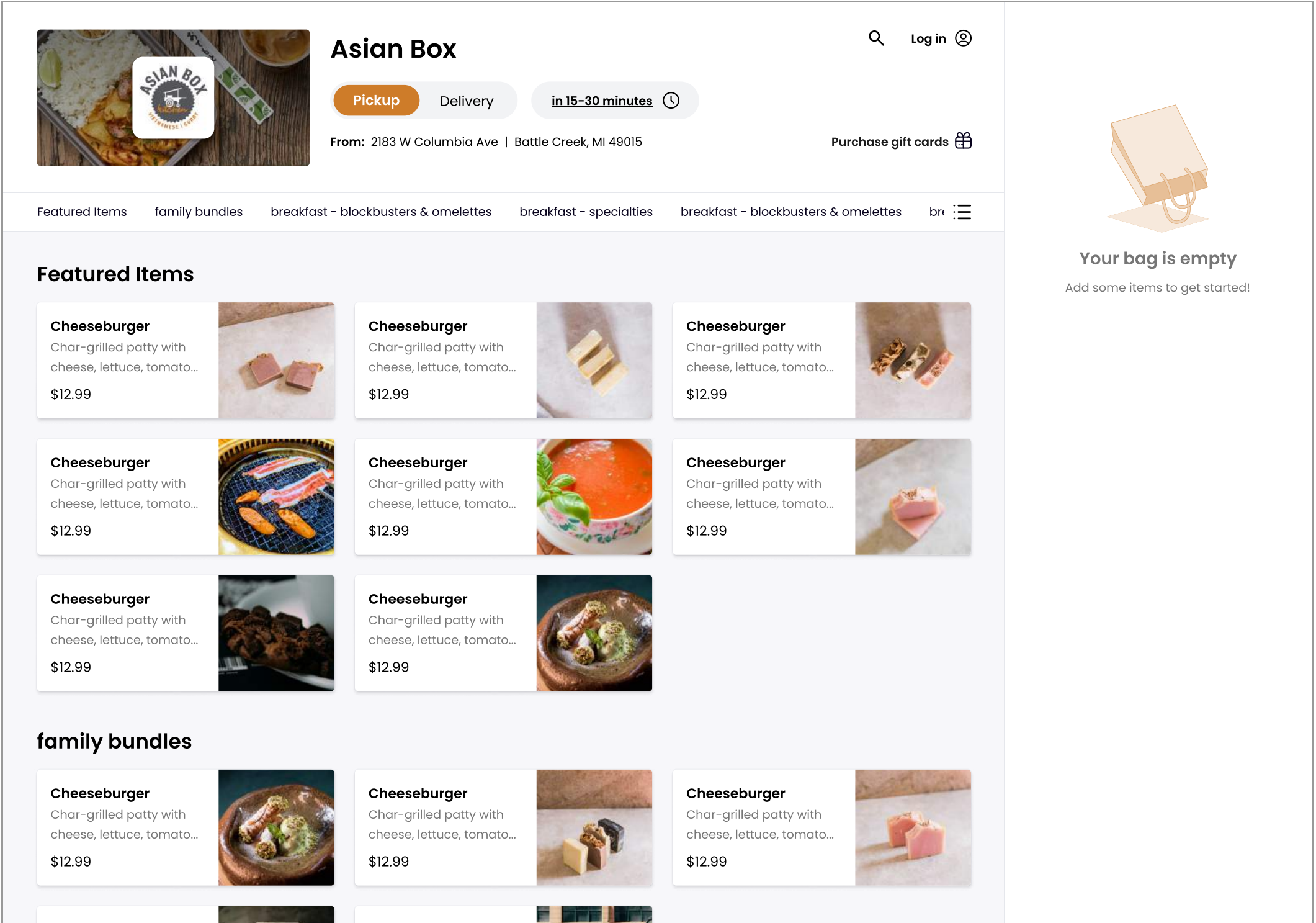
DESIGNS | MENU



Mobile



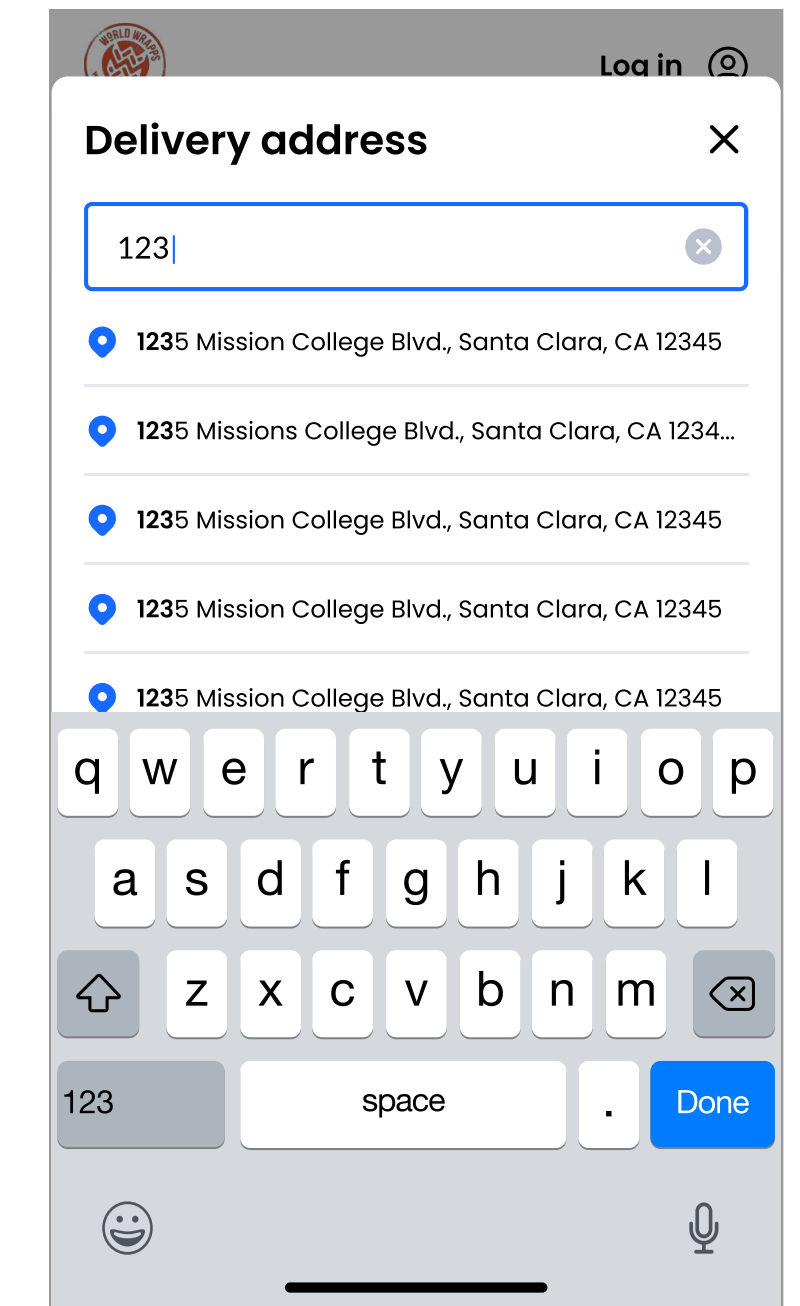
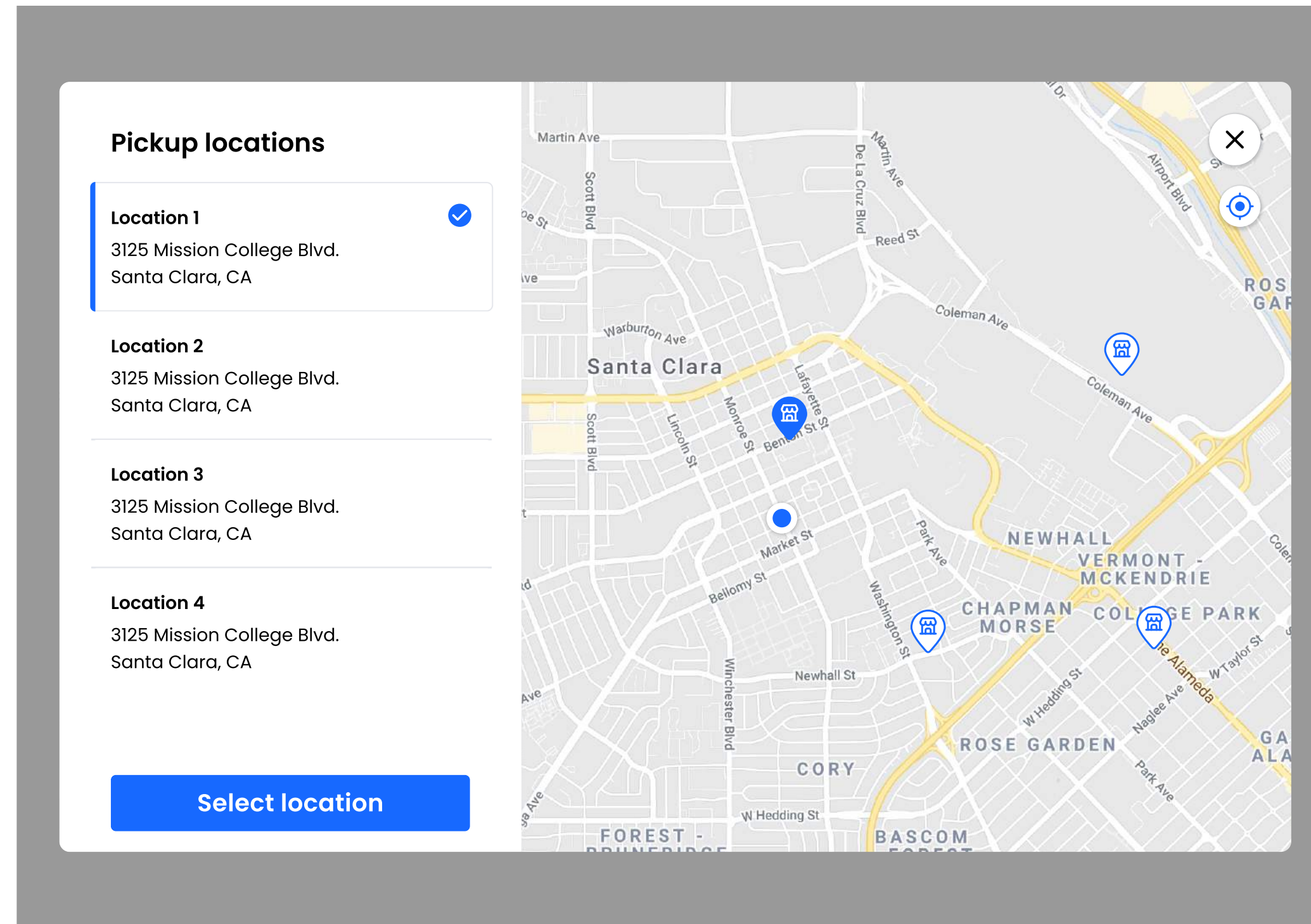
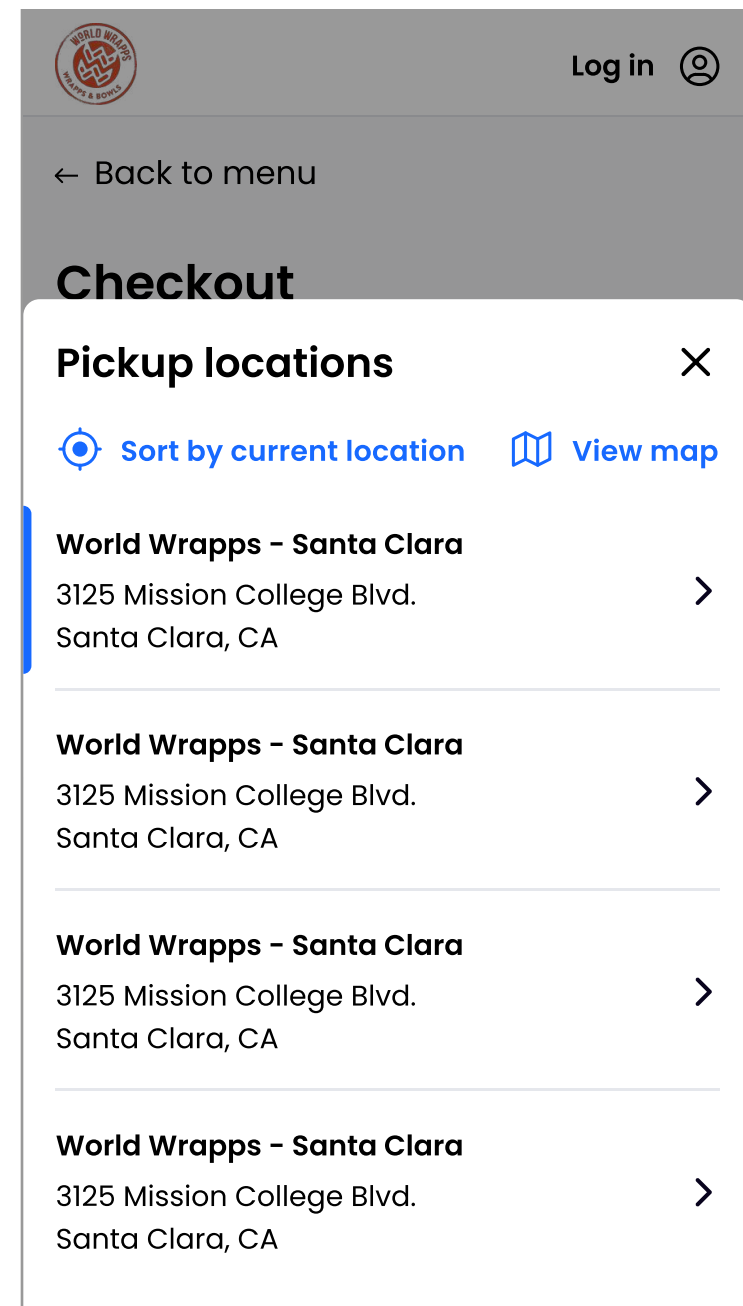
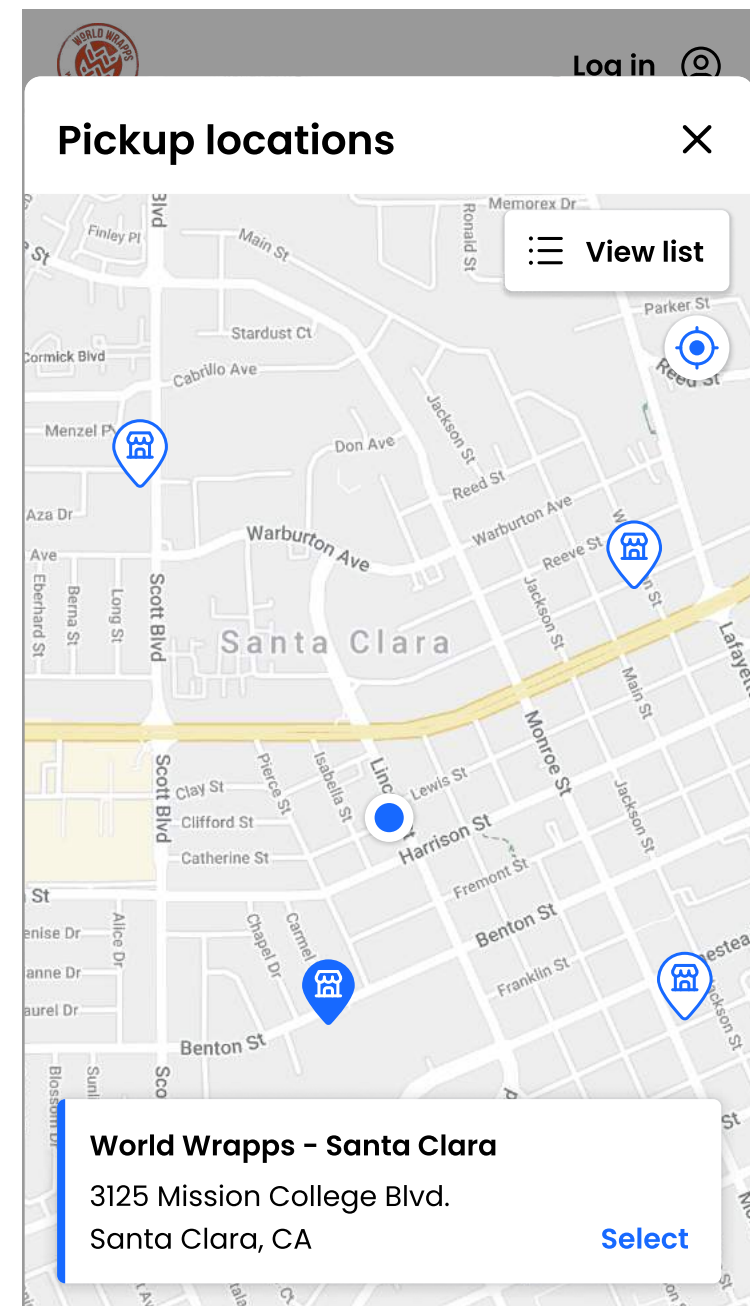
Tablet and small desktop



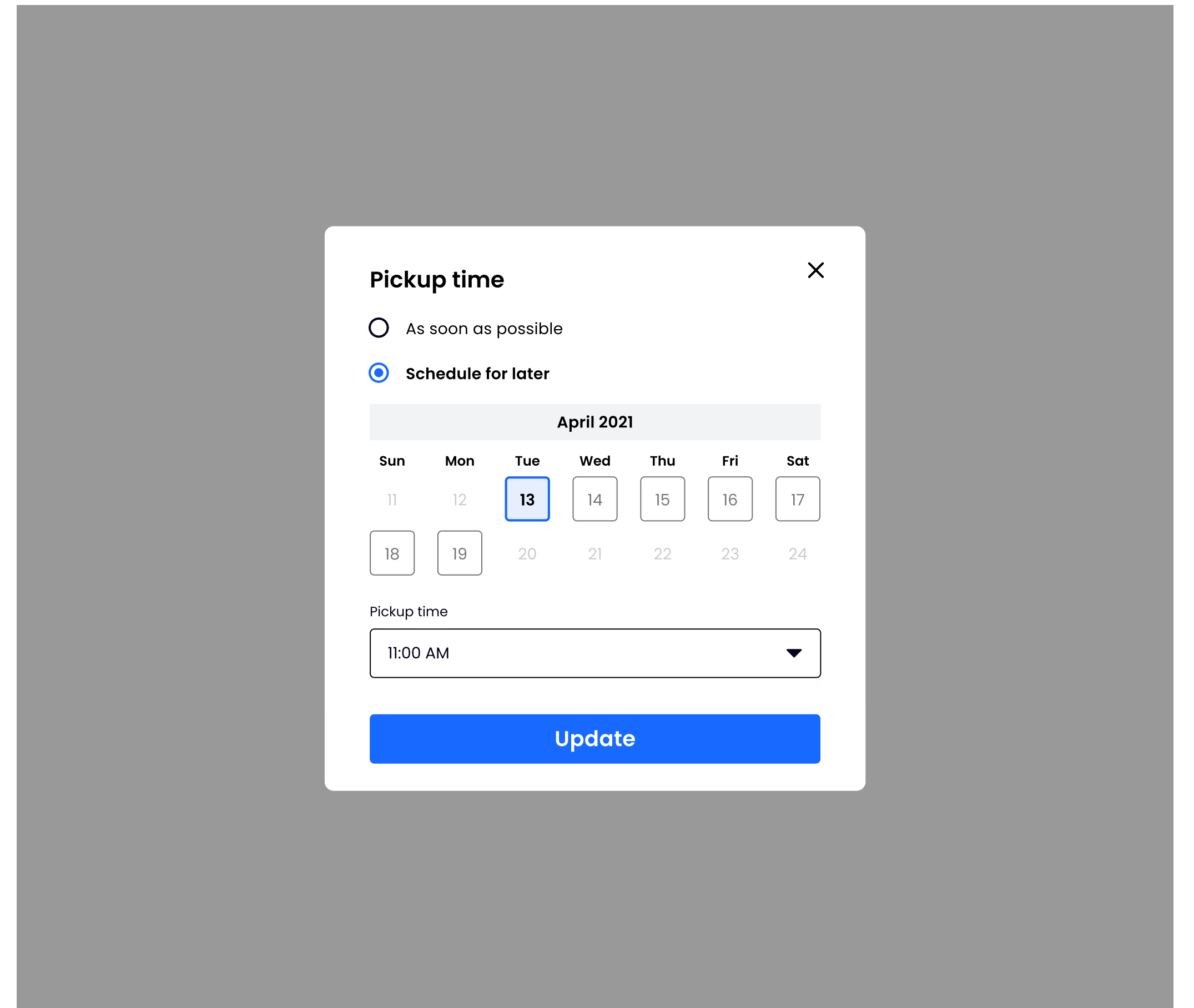
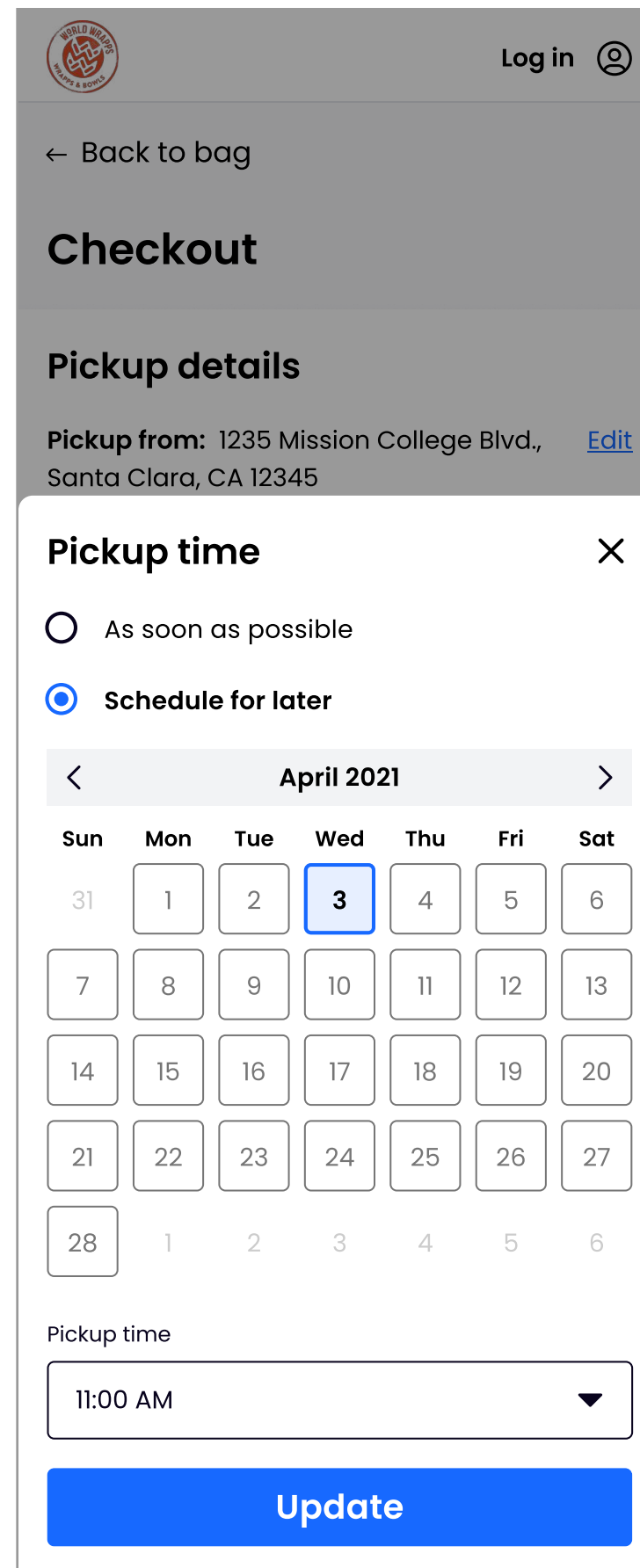
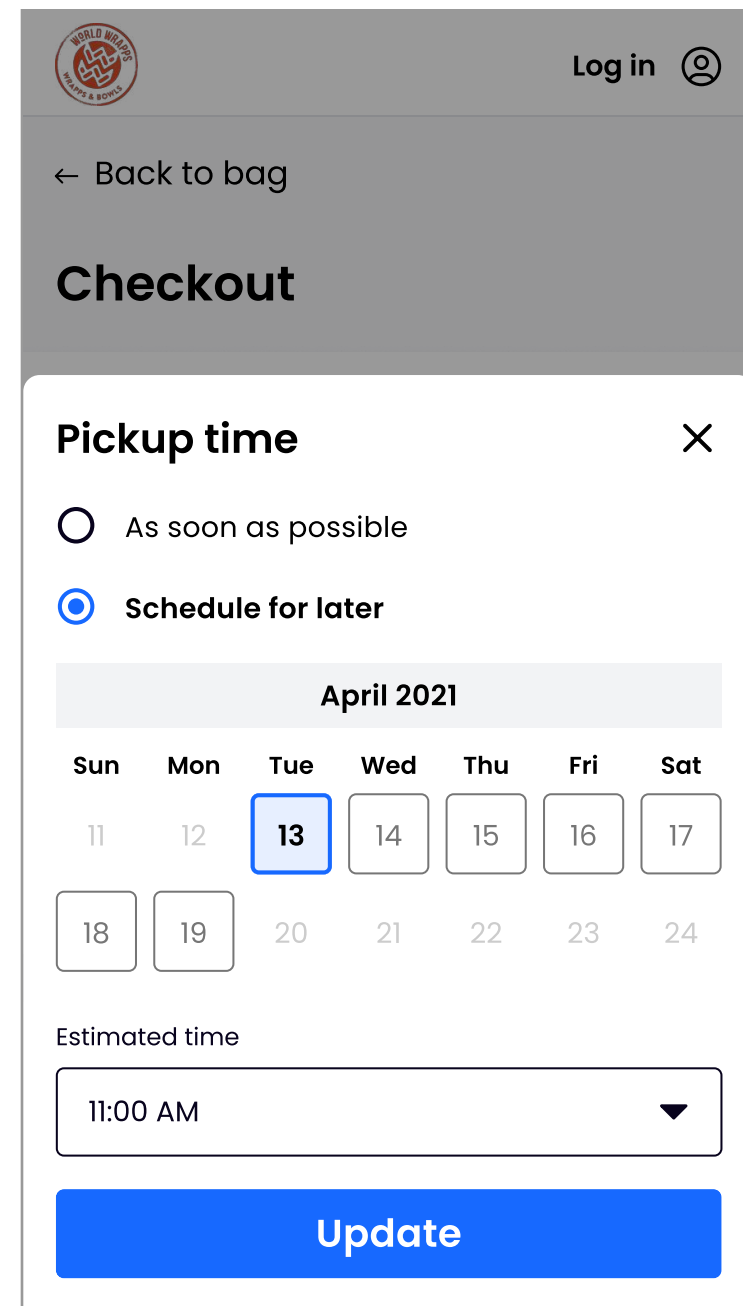
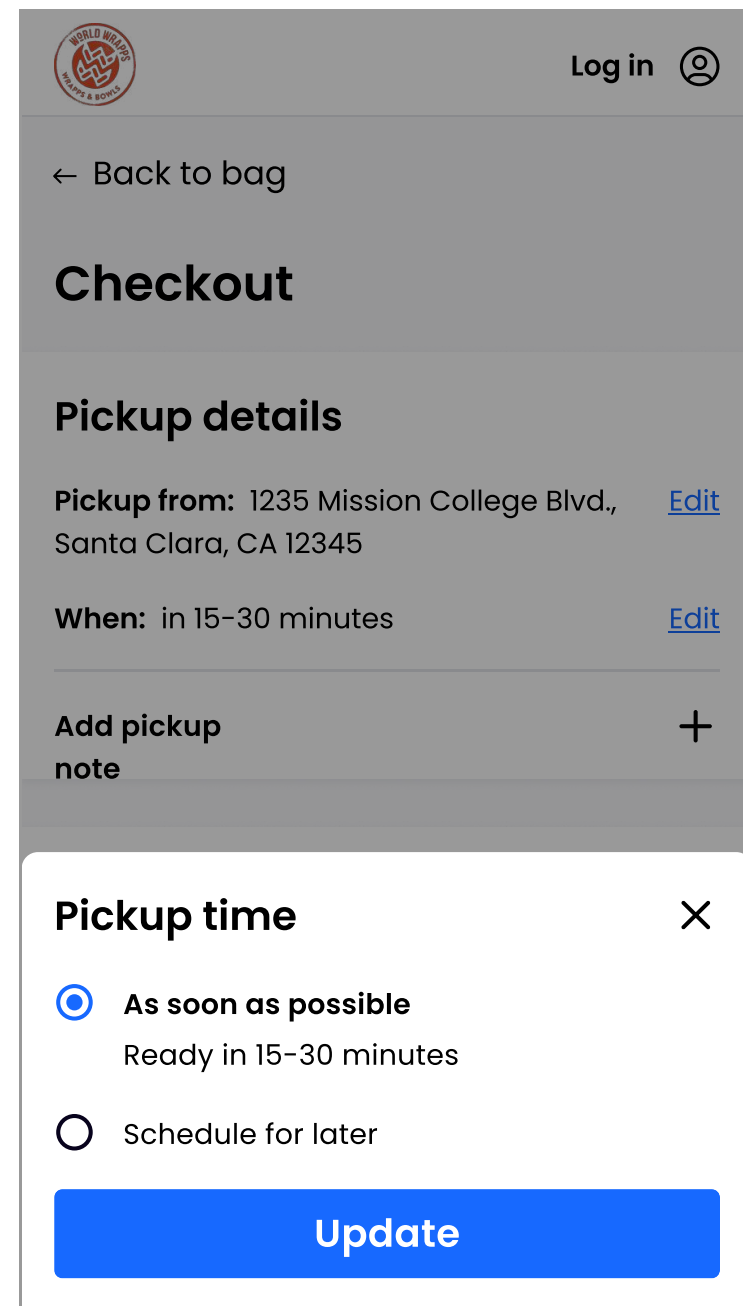
Regular desktop

ⓘ There are a total of 7 breakpoints on our menu to optimize the browsing and bag-building experience.

DESIGNS | ORDER TYPE DETAILS



DESIGNS | TIME SELECTION



DESIGNS | BAG

Your bag ×

- 1x **Cheeseburger** \$16.96
Lettuce | Extra (+ \$1.99)
Tomatoes | Remove
Add Bacon (+ \$1.99)
Add Drink (+ \$1.99) | Soda | Coca-Cola
[Edit](#) [Remove](#)
- 1x **French fries** \$2.99
[Edit](#) [Remove](#)
- 1x **Chicken tenders** \$5.99
[Edit](#) [Remove](#)

[Add more items](#) +

Bag total	\$26.94
Sales Tax	\$2.70
Non-taxable surcharge	\$4.99
Tip	\$4.04
Total	\$38.67

[Apply a promo code or reward](#) +

[Continue to checkout](#)

Your bag

- 1x **Cheeseburger** \$16.96
Lettuce | Extra (+ \$1.99)
Tomatoes | Remove
Add Bacon (+ \$1.99)
Add Drink (+ \$1.99) | Soda | Coca-Cola
[Edit](#) [Remove](#)
- 1x **French fries** \$2.99
[Edit](#) [Remove](#)
- 1x **Chicken tenders** \$5.99
[Edit](#) [Remove](#)

Bag total	\$26.94
Sales Tax	\$2.70
Non-taxable surcharge	\$4.99
Tip	\$4.04
Total	\$38.67

[Apply a promo code, reward, or deal](#) +

[Continue to checkout](#)

Your bag

- 1x **Cheeseburger** \$16.96
Lettuce | Extra (+ \$1.99)
Tomatoes | Remove
Add Bacon (+ \$1.99)
Add Drink (+ \$1.99) | Soda | Coca-Cola
[Edit](#) [Remove](#)
- 1x **French fries** \$2.99
[Edit](#) [Remove](#)
- 1x **Chicken tenders** \$5.99
[Edit](#) [Remove](#)

Bag total	\$26.94
Sales Tax	\$2.70
Non-taxable surcharge	\$4.99
Tip	\$4.04
Total	\$38.67

[Apply a promo code, reward, or deal](#) +

[Continue to checkout](#)

DESIGNS | OFFERS

Your bag ✕

- 1x **Cheeseburger** \$16.96
[Edit](#) [Remove](#)
- 1x **French fries** \$2.99
[Edit](#) [Remove](#)
- 1x **Chicken tenders** \$5.99
[Edit](#) [Remove](#)

[Add more items](#) +

Bag total	\$26.94
Sales Tax	\$2.70
Non-taxable surcharge	\$4.99
Tip	\$4.04
Total	\$38.67

You have a reward available! >
Apply a reward or promo code

Continue to checkout

Save on your order ✕

Select 1 offer to apply to your bag.

10% off | Promotion
All orders
[Apply to bag](#) +

[Sign in to access your rewards](#) >

[Add promo code](#) +

Done

- 1x **Cheeseburger** \$16.96
Lettuce | Extra (+ \$1.99)
Tomatoes | Remove
Add Bacon (+ \$1.99)
Add Drink (+ \$1.99) | Soda | Coca-Cola
[Edit](#) [Remove](#)
- 1x **French fries** \$2.99
[Edit](#) [Remove](#)
- 1x **Chicken tenders** \$5.99
[Edit](#) [Remove](#)

Bag total	\$26.94
Sales Tax	\$2.70
Non-taxable surcharge	\$4.99
Tip	\$4.04
Total	\$38.67

[Apply a promo code, reward, or deal](#) +

Continue to checkout

Promo code

20% off | Promotion
Code: **SAVE20**
[Apply to bag](#) +

20% off | Promotion
Code: **SAVE20**
[Remove from bag](#) ✕

Reward

\$2 off | Reward
Redeem for: **15 Spots**
[Apply to bag](#) +

\$2 off | Reward
Redeem for: **15 Spots**
[Remove from bag](#) ✕

Deal

10% off | Promotion
All orders
[Apply to bag](#) +

10% off | Promotion
All orders
[Remove from bag](#) ✕

Long title behavior

20% off your order of \$50 or more | Promotion
Code: **SAVE20**
[Apply to bag](#) +

Unavailable reward

Unavailable
\$10 off your order
Redeem for: **200 Spots**

Unavailable deal / promo code



Unavailable
\$10 off your order
Orders of \$50+

Deals + Promo codes use theme color

10% off | Promotion
All orders
[Apply to bag](#) +

10% off | Promotion
All orders
[Remove from bag](#) ✕

DESIGNS | CHECKOUT

 Log in 

[← Back to menu](#)

Checkout

Pickup details

Pickup from: 1235 Mission College Blvd., Santa Clara, CA 12345 [Edit](#)

When: in 15-30 minutes [Edit](#)

Add pickup note +


Your order

[View items >](#)

Item total	\$26.94
Sales Tax	\$2.70
Tip	\$4.04


None **15%** 20% 25% Other

Total **\$38.67**

Pay with 


By placing your order, you agree to our [Terms of Use](#) and [Privacy Policy](#).



Payment

Credit card **Apple Pay**  Pay Cash

Your contact information will be shared through Apple Pay.

Add gift card +

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 Log in 

[← Back to bag](#)

Checkout

Pickup details

Pickup from: 1235 Mission College Blvd., Santa Clara, CA 12345

When: in 15-30 minutes [Edit](#)

Add pickup note +

Payment

Credit card Apple Pay Google Pay Cash

* indicates required

Card number*

Expiration date* **cvv/cvc***

ZIP code*

Add pickup note

 +

Payment

Credit card **Apple Pay** Google Pay Cash

Your contact information will be shared through Apple Pay.

Add gift card +


Your order

[View items >](#)

Item total	\$26.94
Sales Tax	\$2.70
Tip	\$4.04


None **15%** 20% 25% Other

Total **\$38.67**




Pay with 


By placing your order, you agree to our [Terms of Use](#) and [Privacy Policy](#).

[Privacy Policy](#) [Terms of Use](#)

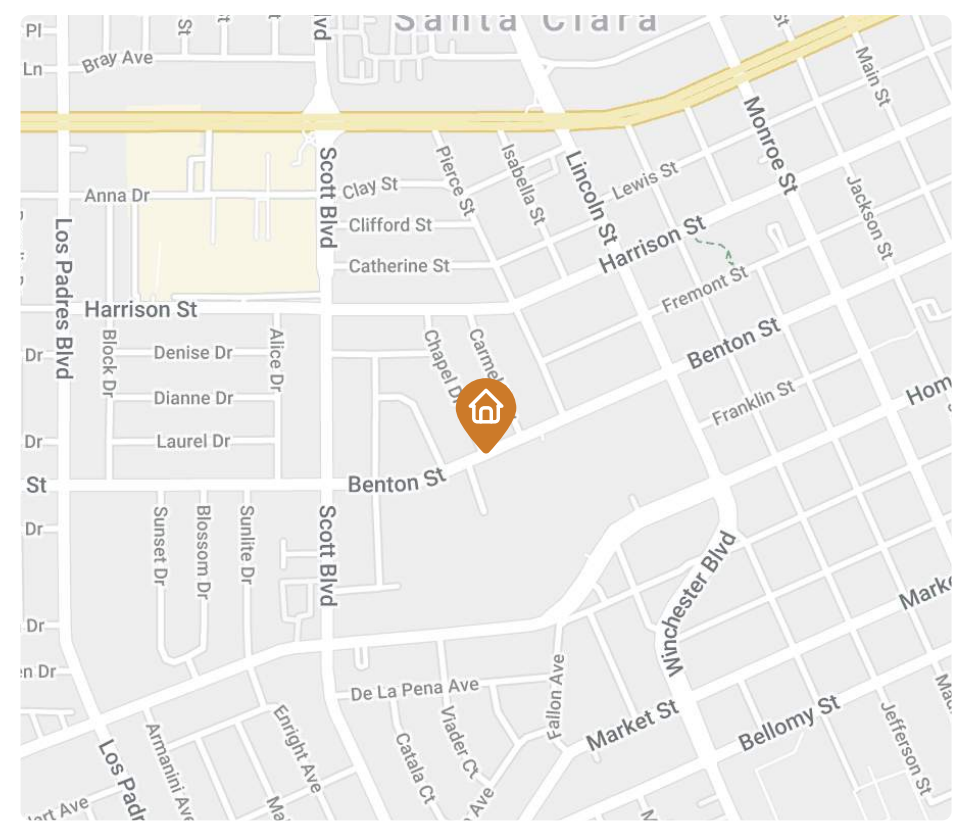
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DESIGNS | CONFIRMATION

Purchase gift cards  Create account 

 **Thanks for your delivery order!**

We sent an email receipt to: wanda@chaosmagic.com



Estimated delivery time:
Today at 8:24 PM

- Order received**
Your food is being prepared
- Food's on the way
- Driver has arrived
- Delivery complete


1235 Mission College Blvd.
Santa Clara, CA 12345

Delivery by DoorDash

Order details

1x Cheeseburger	\$17.96
1x French fries	\$2.99
1x Chicken tenders	\$5.99

Bag total	\$26.94
Sales Tax	\$2.70
Non-taxable surcharge	\$4.99
Tip	\$4.04
Total	\$38.67



Payment method  1234


Contact information

Name: Wanda Maximoff
Email: wanda@chaosmagic.com
Phone number: (123) 456-7890

Share your order status

<https://olo.spoton.com/w...> Copy

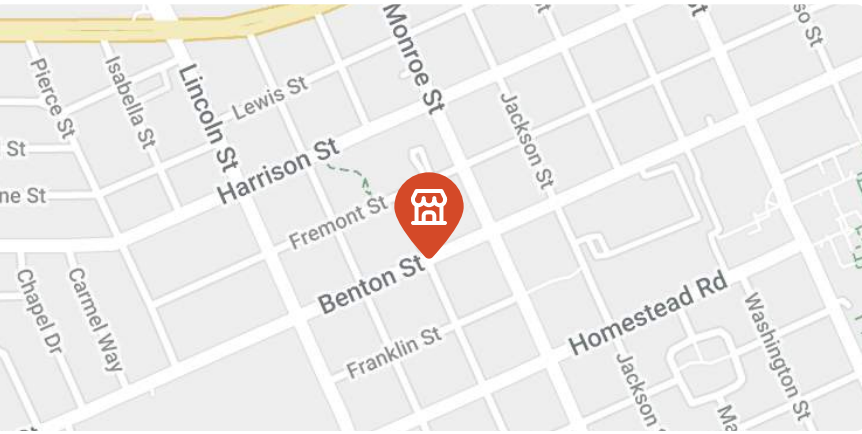
Create account 

 **Thanks for your pickup order!**

We sent an email receipt to:
wanda@chaosmagic.com

Estimated pickup time:
Today at 8:24 PM

- Order received**
Your food is being prepared
- Ready for pickup



Big Boy
1235 Mission College Blvd.
Santa Clara, CA 12345

You earned 20 Spots!


Create an account to save your Spots for a future order >

Share your order status

You earned 20 Spots!

Create an account to save your Spots for a future order >


Share your order status

<https://ord.spoton.co...> Share 

Order details


1x Cheeseburger	\$17.96
1x French fries	\$2.99
1x Chicken tenders	\$5.99

Bag total	\$26.94
Sales Tax	\$2.70
Tip	\$4.04
Total	\$38.67


Payment method  1234

Contact information


Name: Wanda Maximoff
Email: wanda@chaosmagic.com
Phone number: (123) 456-7890

 Need help? Call us at **(123) 456-7890**

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DESIGNS | ACCOUNT

Account **D**


[← Back to menu](#)



My account



Contact information [Edit](#)



Name: Wanda Maximoff
Email: wanda@chaosmagic.com
Phone number: (123) 456-7890


Rewards


Your balance: **100 Spots** 

\$2 off |  Reward
Redeem for: **20 Spots**
Apply to bag 

\$3 off |  Reward
Redeem for: **40 Spots**
Apply to bag 

\$5 off |  Reward
Redeem for: **100 Spots**
Apply to bag 


 **Unavailable**
\$10 off your order
Redeem for: **200 Spots**

Account **D**

[← Back to menu](#)


Order history

Wednesday, April 21, 2021 In progress

Cheeseburger, French fries, Crab rangoon (2), Buffalo Wings, Mozzarella sticks 


\$43.92

Tuesday, March 9, 2021 Cancelled

Cheeseburger, French fries (2), Curly fries (2), Crab rangoon (5), Buffalo Wings, Moz... 


\$84.33

Saturday, January 16, 2021

Cheeseburger, French fries, Crab rangoon (2), Buffalo Wings, Mozzarella sticks, Chee... 


\$64.39

Monday, December 28, 2020



Cheeseburger, French fries, Crab rangoon (2), Buffalo Wings, Mozzarella sticks 

\$43.92

Wednesday, September 23, 2020

Cheeseburger, French fries, Crab rangoon (2), Buffalo Wings, Mozzarella sticks 

\$43.92

Purchase gift cards  Account **D**


[← Back to menu](#)



My account



Contact information [Edit](#)



Name: Wanda Maximoff
Email: wanda@chaosmagic.com
Phone number: (123) 456-7890


Rewards


Your balance: **100 Spots** 

\$2 off |  Reward
Redeem for: **20 Spots**
Apply to bag 

\$3 off |  Reward
Redeem for: **40 Spots**
Apply to bag 

\$5 off |  Reward
Redeem for: **100 Spots**
Apply to bag 

 **Unavailable**
\$10 off your order
Redeem for: **200 Spots**

 **Unavailable**
\$15 off your order
Redeem for: **250 Spots**

Note: Select items on our menu may be ineligible for rewards.

[Reset your password](#) [Log out](#)