

Prepared for



CSUE1030 APPLIED UX DESIGN
Assignment 1

DESIGN BRIEF



RECIPE FOR SUCCESS PREPARED BY:
Natalie Graham | Grace Fisher | Joseph Peiris
Anna Genis | Jayden Trott

INTRODUCTION

During the COVID-19 pandemic, restaurants struggled to pay their rent but Makers still needed industrial kitchen space in order to work. Syzl is a consolidated platform where Kitchen Owners (or hosts) with unused industrial kitchen space can post when their kitchens are available to rent, and Makers who need temporary kitchen space can sort through listings and book kitchen space.

Beyond the pandemic, searching for a commercial kitchen space has been historically problematic for both the Kitchen Owner and the prospective Maker. There has not been a centralized online location or database to find or rent kitchen spaces, until the creation of Syzl according to Adrian Savin, Syzl's co-founder.

PROBLEM STATEMENT

Kitchen listing creation and management functionality for Syzl was quickly assembled with minimal effort spent on user experience design. This has led to issues with the host experience that can cause inaccurate kitchen availability information.

The calendar, kitchen availability, and rates function needs specific attention, as they are difficult to keep updated and accurate.

INTENT/SCOPE

- Complete user research including usability tests, interviews, heuristic analysis, and persona creation.
- Improve Syzl user's experience in the calendar, kitchen availability, and rates function, with a specific focus on the Kitchen Owner/ host experience.
- Align all new products and deliverables with Syzl's current branding and UI.

TARGET USERS

- Kitchen Owners with unused, industrial kitchen space that they'd like to rent out to Makers.
- Makers who are seeking commercial kitchen spaces to use for cooking, baking, content creation, meal preparation, and more.

EXPLORATORY QUESTIONS

- How can we make it easier for hosts to accurately indicate the availability of their kitchen spaces, and to make changes when necessary?
- What are the common issues hosts face when entering information about included items and appliances and how can we simplify the process?
- How can we help hosts provide accurate rates for their kitchen spaces?
- How can we design the interface to make it easy for them to update rates when necessary?
- How can we ensure that hosts understand the implications of their choices when creating their listings?
- What support can be offered to hosts to help them keep their listing up to date?

RESEARCH PLAN

- Usability Testing
 - Test the current website focusing on the host's user journey.
- Heuristic Analysis
 - Focusing on the kitchen availability, included equipment, and rate functions.
- User interviews
 - 3-6 user interviews (3 hosts and potentially 3 makers).
- Personas
 - Create 1-2 host personas.

EXPECTED OUTCOMES

REQUIRED:

- Improved user experience that simplifies the process of creating a kitchen listing and ensures that all necessary information is captured from the Kitchen Owner.
- A simplified and improved process for the Kitchen Owner to set availability that ensures accuracy.
- Decreased instances of conflicts or double bookings for Kitchen Owners and Makers.
- A clear and easy-to-use interface for Kitchen Owners to indicate what items are included in their kitchen rental.
- A simplified and user friendly process for Makers to extend their time at the kitchen space on the day of use.

NICE TO HAVE:

- Tips and tricks for hosts to take better pictures of their kitchens.
 - Includes a list of important features to include in pictures, example: a clean kitchen floor.
 - Tips for taking and selecting a main kitchen image.

SUCCESS METRICS

- An accurate kitchen availability, equipment, and rates feature.
- Intuitive user flow and information architecture validated through usability testing.
- Creation of a comprehensive process that allows hosts to create and format an informative listing easily.

PROJECT PLANNING



DATE	DELIVERABLE
March 27, 2023	Kick Off Meeting
April 2, 2023	Design Brief
April 16, 2023	User Research Report
April 23, 2023	Business Model Canvas
April 23, 2023	Early Concepts (5-10 rough sketches)
April 30, 2023	Three Concepts Review (3 low fidelity wireframes)
May 7, 2023	Testing and Prototyping Report
May 14, 2023	Final Project Solution and Pitch Presentation