UX Research

by DevIT Group

What is UX Research & Why It Matters

When starting a new project, jumping straight into design may feel tempting. But before we create visuals, we need to understand who the users are and what they actually need. That's where UX Research comes in.

UX Research focuses on:

- **Discovering real problems:** Identifying user needs, goals, and frustrations.
- **Validating assumptions:** Testing ideas before investing in design or development.
- **Analyzing context:** Exploring how users interact with products and competitors.
- **Guiding design decisions:** Turning insights into a clear, data-driven design direction.

Research is the first step that **saves time, money, and effort.** Strong UX Research leads to:

- Fewer design revisions and reworks.
- Products that match both business goals and user needs.
- Higher adoption rates and customer satisfaction.
- Lower development costs by avoiding mistakes early.

🗒 Conclusion:

With the UX Research, every design decision is backed by real insights — leading to products that is functional, effective, and loved by users.

Project Overview

Choice is a SaaS platform for HoReCa businesses, offering powerful tools for communication between restaurants and their guests.

Key Features:

- Online menu with table-side ordering and payment via QR code
- Integration with courier services such as Uklon Delivery and Glovo On Demand
- Centralized order management from multiple channels (e.g., marketplaces like Glovo and Bolt Food, and the restaurant's own website) — all on a single device
- Advanced order analytics

⚠️ Problems:

- **Mistaken for a marketplace:** Users confuse Choice with food delivery services like Glovo or Bolt Food, leading to irrelevant sign-ups.
- **Unclear starting point:** New users don't understand how the product works or what to do after registration.
- **High load on support and sales:** Lack of onboarding results in frequent basic questions and the need for manual guidance.

⚙️ Main technology stack:

Figma	FigJam	Google Meet
Notion		

🕐 Project duration:

1 month

👥 Team composition:

4 team members

📖 Methodology

- Usability Audit, Desk Research, Heuristic Evaluation, User Flow Analysis, AARRR, Usability Issues List

- Competitor Analysis: PoP & PoD, Heuristic Evaluation

- Research Plan, User Interview, User Testing

- Solution and Prototype

Check the website →

Goals

- **Clarify the user journey**
  Ensure every new user instantly understands Choice's core value, how it differs from marketplaces, and the steps to get started.

- **Increase conversion to paid plans**
  Build a smooth flow from registration to payment that removes friction and shortens the time to activation.

- **Show tariffs upfront**
  Present clear, transparent pricing with plan benefits early, helping users choose the right option confidently.
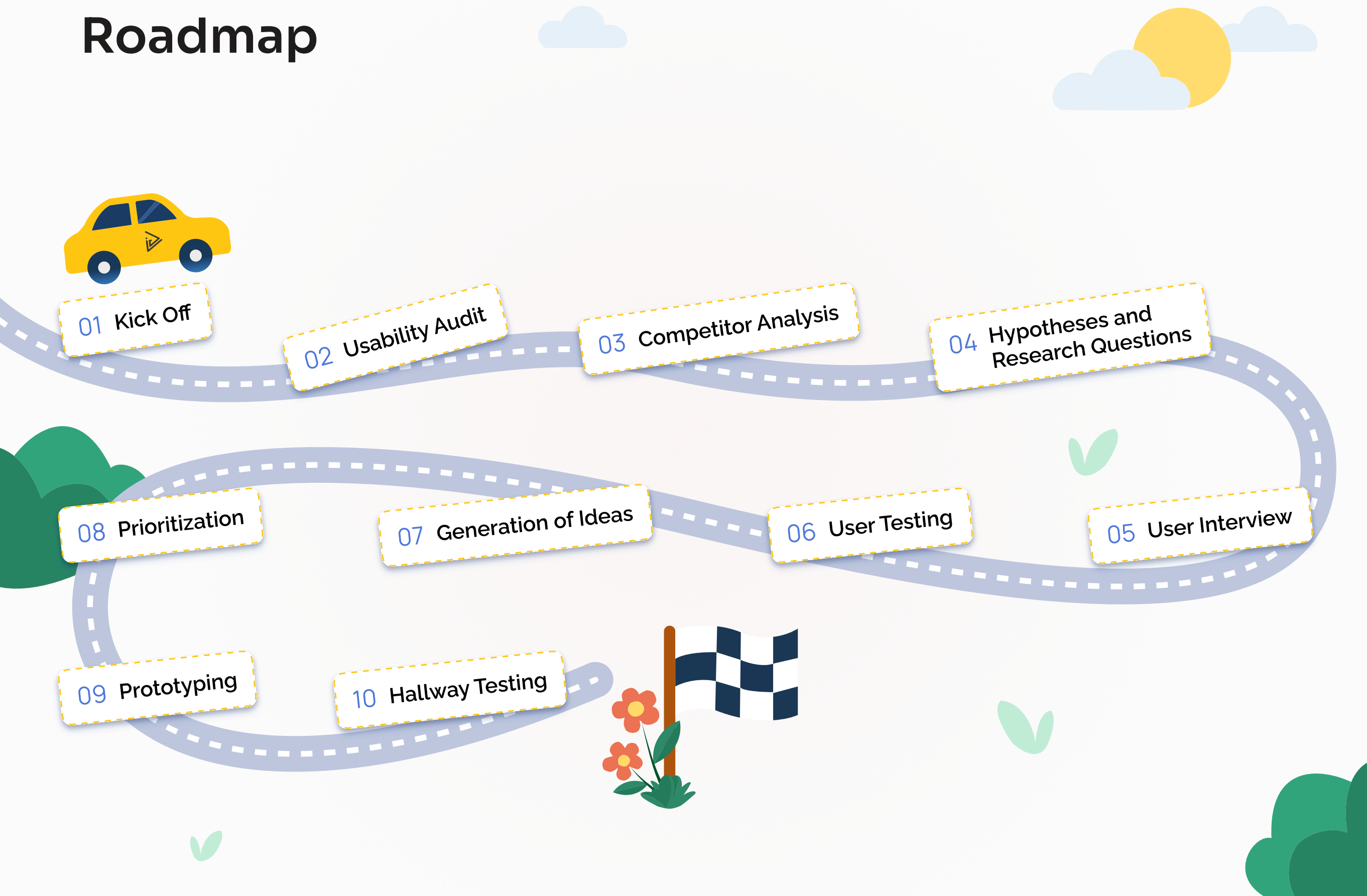
- **Optimize onboarding**
  Guide users step-by-step inside the platform, answer common questions instantly, and reduce repetitive support requests.

Ready to take your project to the next level?

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Usability Audit

User Persona

UX Research

Roadmap

01 Kick Off

02 Usability Audit

03 Competitor Analysis

04 Hypotheses and Research Questions

05 User Interview

06 User Testing

07 Generation of Ideas

08 Prioritization

09 Prototyping

10 Hallway Testing

Understanding the User

01. Usability Audit with Double Diamond

We started with a usability audit, using **Nielsen's 10 heuristics** to review the landing page and registration flow. Our goal: find where users drop off and why.

⚡ Key Findings

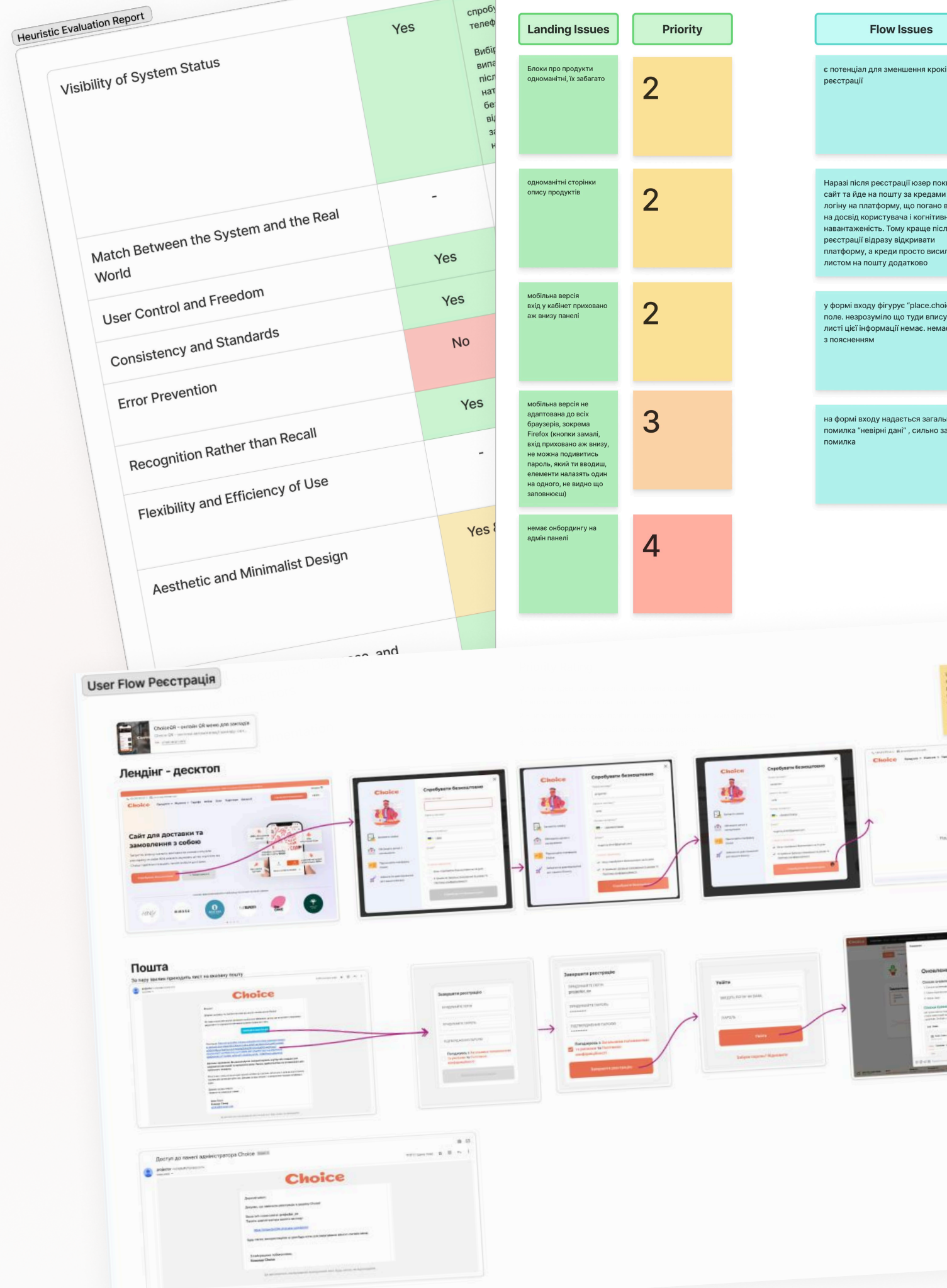**9** usability issues found, **4 high-priority**

Example of issue found

Currently, after registering, users are redirected to their email to retrieve login credentials for the platform.
This interruption negatively impacts the user experience and increases cognitive load.

📋 Conclusion:

This phase helped us generate a set of hypotheses, which will be validated in the upcoming research steps.

Heuristic Evaluation Report

Visibility of System Status	Yes
Match Between the System and the Real World	-
User Control and Freedom	Yes
Consistency and Standards	Yes
Error Prevention	No
Recognition Rather than Recall	Yes
Flexibility and Efficiency of Use	-
Aesthetic and Minimalist Design	Yes &

Landing Issues	Priority	Flow Issues
Блоки про продукти одноманітні, їх забагато	2	є потенціал для зменшення кроків реєстрації
одноманітні сторінки опису продуктів	2	Наразі після реєстрації юзер пок сайт та йде на пошту за кредами логіну на платформу, що погано в на досвід користувача і когнітив навантаженість. Тому краще післ реєстрації відразу відкривати платформу, а креди просто висил листі на пошту додатково
мобільна версія вхід у кабінет приховано аж внизу панелі	2	у формі входу фігурує "place.choi поле. незрозуміло що туди впис листі цієї інформації немає. нема з поясненням
мобільна версія не адаптована до всіх браузерів, зокрема Firefox (кнопки замалі, вхід приховано аж внизу, не можна подивитись пароль, який ти вводиш, елементи налазять один на одного, не видно що заповнюєш)	3	на формі входу надається загальн помилка "невірні дані", сильно за помилка
немає онбордингу на адмін панелі	4	

User Flow Реєстрація

Лендінг - десктоп

Пошта

Competitor Analysis

O2. **Website & UX Review**

We studied 5 competitor platforms to see how they present their products, guide first-time users, and structure their interfaces.

Using Points of Parity & Difference, Nielsen's heuristics, and UI pattern analysis, we identified best practices.

⚡ **Key Insights**

- Seamless onboarding — immediate access after registration
- Login credentials sent directly via email
- Pre-filled demo with sample data
- Educational resources (webinars, guides)

O3. **Traffic & Engagement Analysis**

We analyzed competitor traffic to understand audience reach and user engagement: Choice has high traffic (6.24M) but low engagement — short sessions, high bounce rate. Poster has lower traffic but strong engagement — deeper interactions and better retention.

- **Opportunity**: Combine high reach with strong engagement to improve conversion

📋 **Conclusion:**

Competitor analysis highlights gaps in UX, onboarding, and engagement, guiding our next steps for Choice.
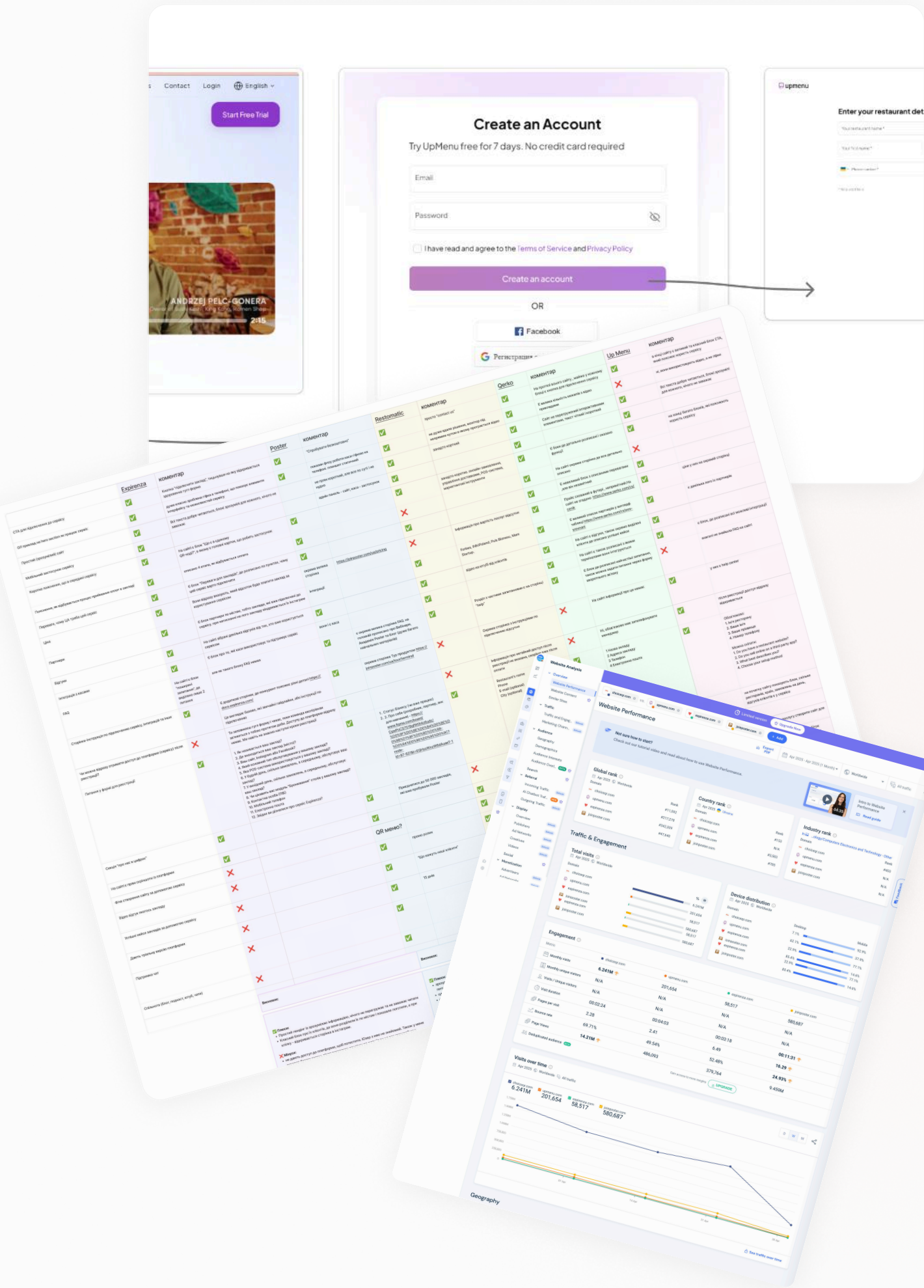
Hypotheses

O4. Hypotheses Formulation

At the start, we formulated several hypotheses about what might influence how users perceive and interact with the platform.

- **Website-specific** — focusing on areas like the form and redesign.
- **Platform-specific** — covering entry/onboarding, usability, interface logic, and more.

To build a platform users love, we started by understanding what truly impacts their experience.
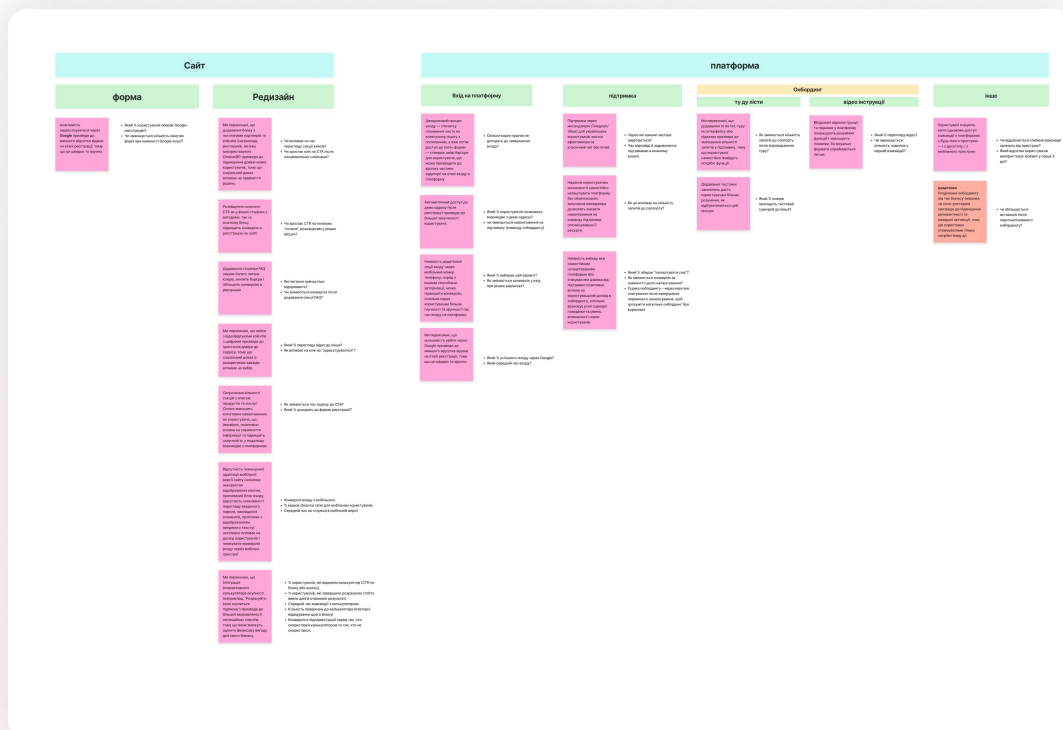
KEY INSIGHTS

Users want examples and templates to visualize their venue.

Onboarding must guide users step by step, using multimedia instead of text alone.

Clear guidance and inspiration reduce confusion and improve user's engagement.

Solution

O5. Once all validated hypotheses were gathered, we began exploring possible solutions. We used the **How Might We** method, where each team member contributed ideas individually, followed by a group voting session to identify the most promising ones.
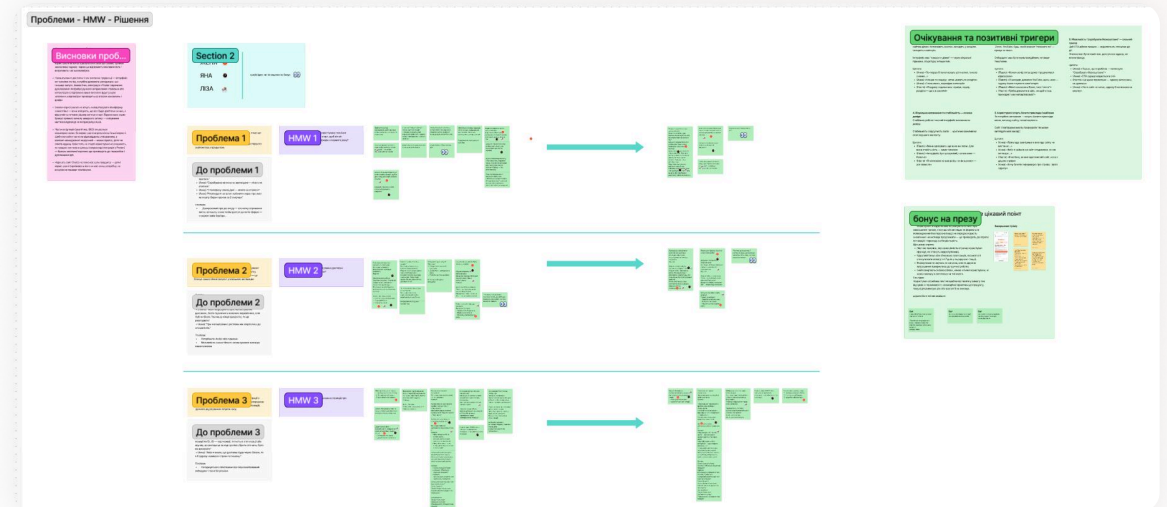
All ideas were then prioritized on a Prioritization matrix, ranging from "do first" to "do later," depending on implementation complexity and potential user impact.

Out of **154 ideas**, a rigorous selection process led to **38** being chosen for further consideration — these were prioritized based on their effort to implement and value for the user.

Website	Registration Form	Login Form

Onboarding	Support	VIP Support

Solution

Website, registration and login forms

1. **Navigation Labels Clarification**

   User interviews revealed that many non-tech visitors misinterpret "Products" as separate paid services. "Features" feels clearer, instantly signalling platform capabilities.

2. **Keeping Users Engaged**

   A strong headline paired with an embedded intro video keeps visitors on the site, avoiding the drop-off caused by redirecting them to YouTube.
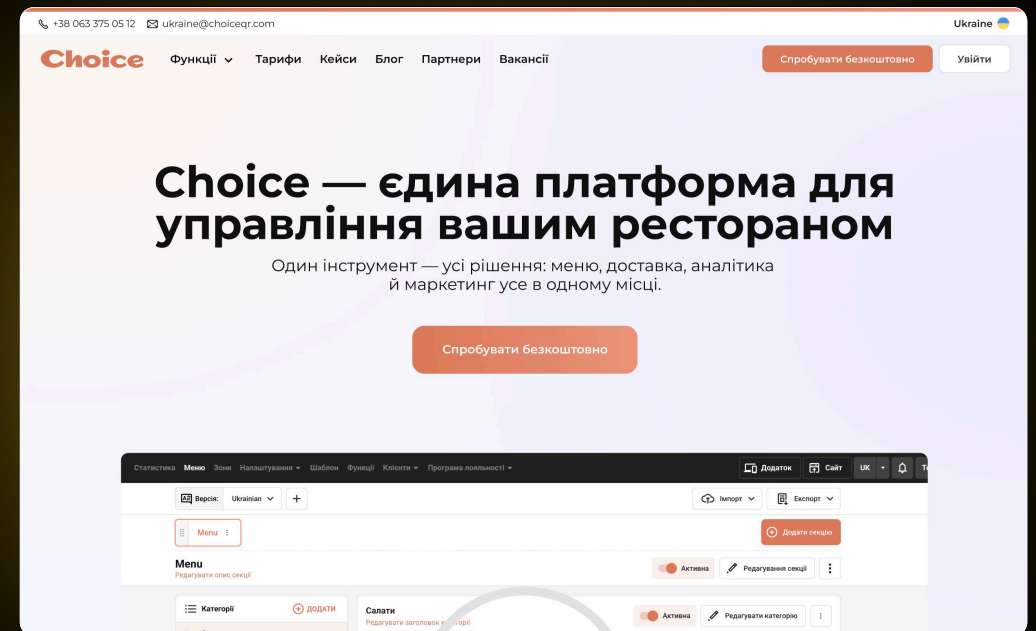
3. **Simplifying the Registration Process**

   Users struggled with the form, showing the need for a more intuitive login flow. Quick access via Google or phone reduces friction and keeps users engaged.

4. **Integrating Setup into Onboarding**

   Tasks like entering establishment data and creating passwords are best included in onboarding. This lowers the entry barrier and prevents users from leaving to complete setup elsewhere.

Solution

Website, registration and login forms

5. Highlighting Numbers and Partners

Many respondents said that Choice was recommended to them, so partners are important, and that numbers tell the truth. So, let's **move the analytics to the main screen and allow everyone to familiarize themselves with all of Choice's client partners.** We show how many cities Choice covers and, of course, what people are saying about it.

Їхній досвід — ваші можливості

⦿ Ресторани   ◯ Мережа закладів   ◯ Бари   Київ

Кількість закладів:	4
Тип закладу:	Ресторан
Користуються з:	2021

> 100 000 грн додаткових чайових
> 1000 замовлень на доставку за місяць
> 300 замовлень на самовивіз за місяць

Доставка   Самовивіз   CRM   Сайт
Інтеграції з агрегаторами
Інтеграції з кур'єрськими службами   Онлайн меню
Інтеграції з POS

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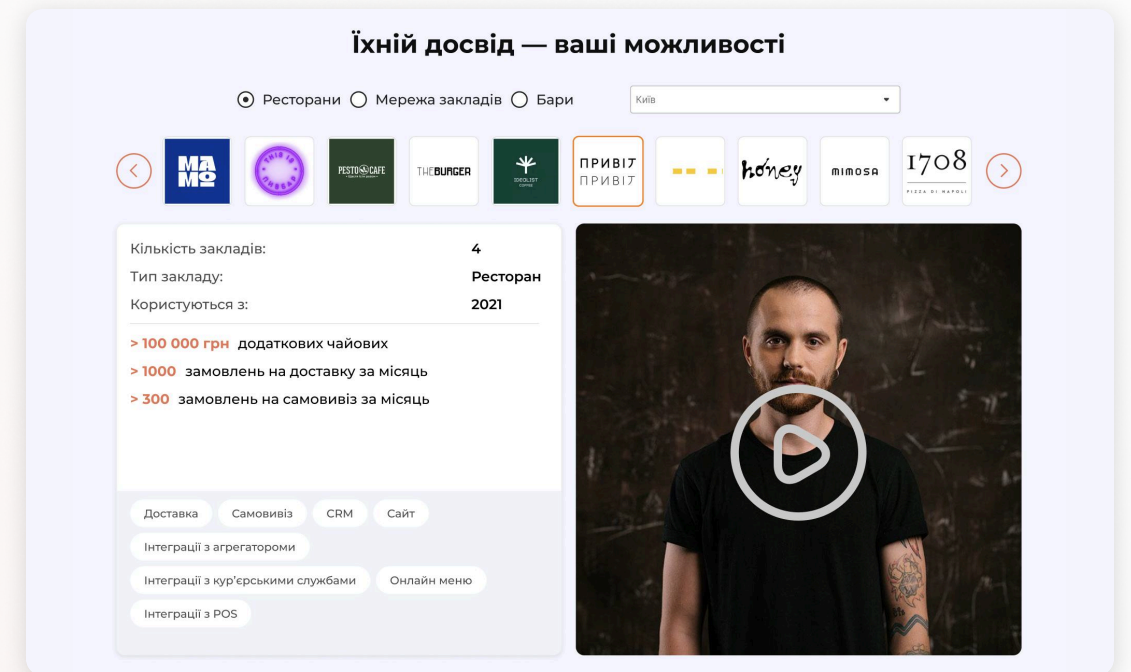
6. Improving Login Clarity

The login form has several usability issues. Field labels and placeholder text should both be present to improve clarity. For example, one field we internally referred to as "domain" was particularly confusing — respondents didn't understand what it meant or where to find the required information.

We recommend **adding a tooltip with contextual guidance.** Alternatively, if technically feasible, consider removing the field altogether — reducing the amount of input makes the process easier for users.

Це домен, який ваші клієнти бачитимуть у посиланні на меню

Домен ⓘ

Place.chooise.app

Email або Логін

mlunegd.12@gmail.com

Пароль

123456 TrsgD

Увійти

Або

G Увійти через гугл

Це домен, який ваші клієнти бачитимуть у посиланні на меню

Домен ⓘ

Place.chooise.app

Email або Логін

mlunegd.12@gmail.com

Пароль

1234"344""

У паролі не можуть використовуватись ; " *

Увійти

Або

G Увійти через гугл

Solution

Support and Onboarding

1. Tailored Onboarding Driven by User Insights
All of our ideas were designed to work both individually and as part of a unified, high-quality onboarding experience. Our goal is to make every user feel seen and valued — to show that their experience with Choice truly matters.
We start with a *brief 3-step questionnaire* about their business.

Based on their answers, we personalize the onboarding flow. .For example, not every coffee shop offers delivery, but they still have a place in the Choice family.
By tailoring the setup to each user's needs, we simplify the experience and reduce the load on support — making onboarding more intuitive and relevant from the start.
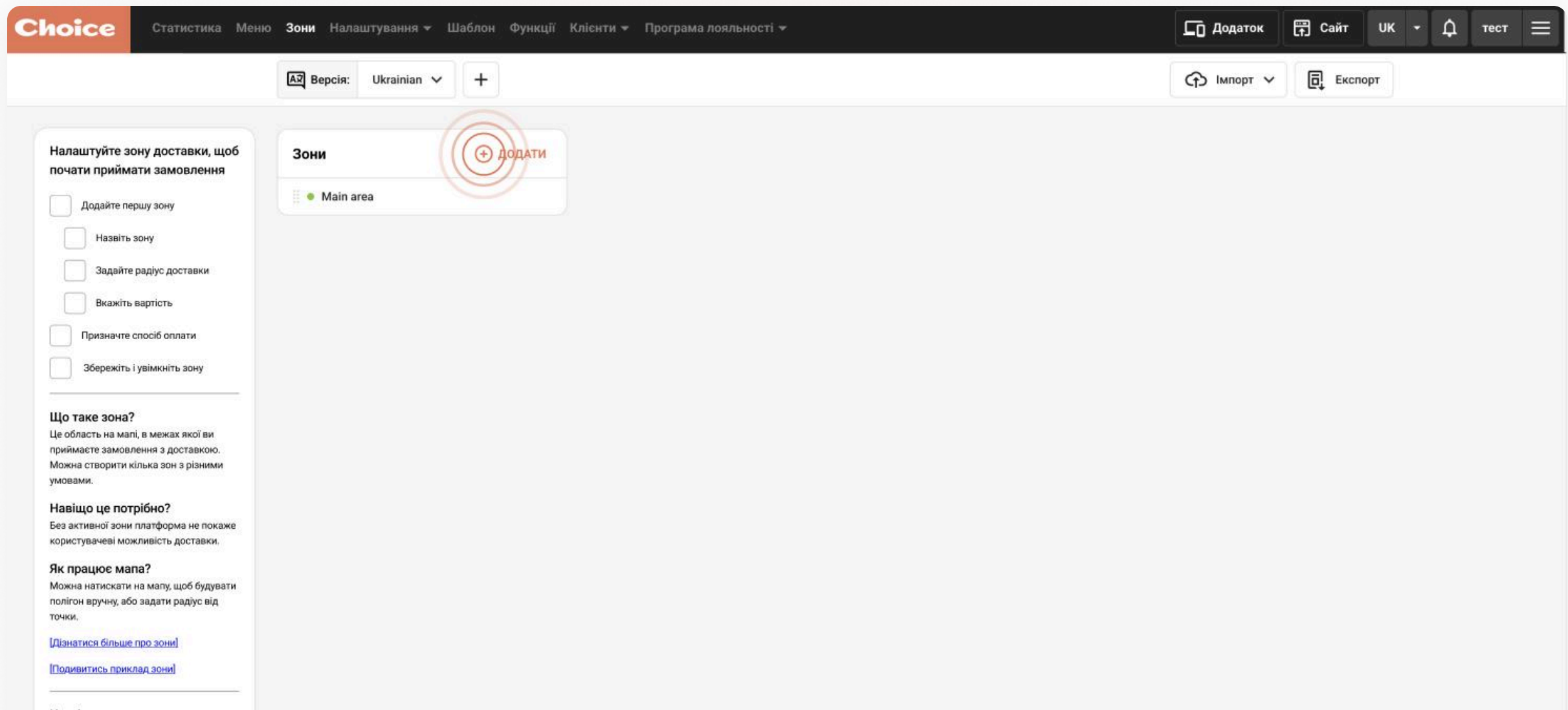
Solution

Support and Onboarding

2. Contextual Help and Micro-Guides

We've already touched on the topic of onboarding — now let's dive deeper into it. In our opinion, the simplest and most effective approach is to **add small help guides** to each specific part of the interface. For example, the system could explain what "zones" are, why they're needed, include links to a more comprehensive Help Center with articles and videos, and even show common mistakes users make in this section (which the support team can share with designers). Additionally, *a short checklist could help users understand the recommended steps to follow*. This approach also introduces interactivity and a touch of gamification, which can have a positive impact on the user experience.
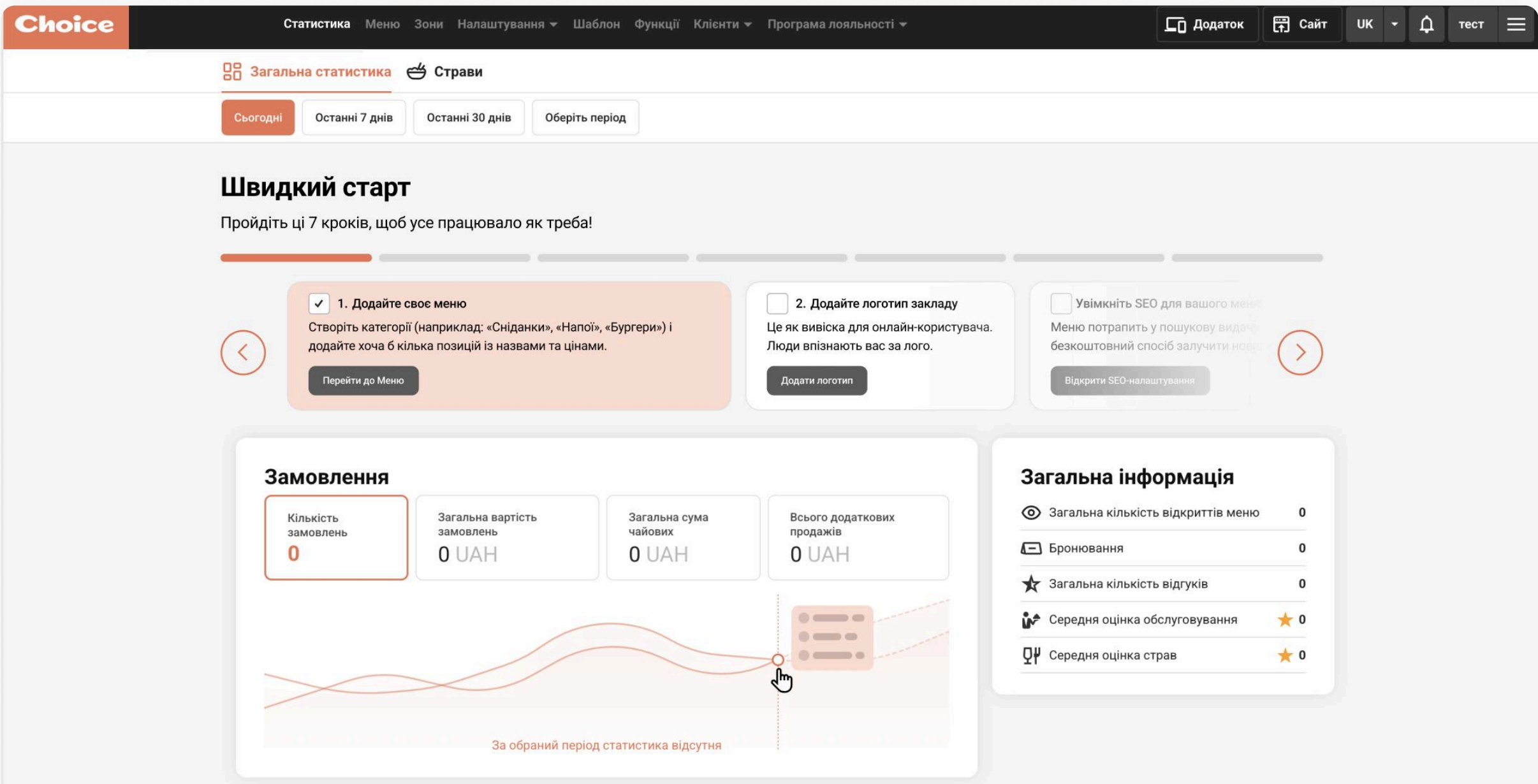
Solution

Support and Onboarding

3. Guiding Users Through the Setup Process
Another key part of onboarding could be a general checklist displayed on the main admin dashboard. Our hypothesis that users feel lost and don't know where to start has been fully confirmed. That's why we can guide them step by step throughinterface setup — essentially walking them through the process. This way, they can configure everything gradually, one step at a time, with clear direction and support.

Solution

Support and Onboarding

4. Reducing First-Time User Friction with a Demo

Last but important: we suggest giving registered users (to avoid losing their data) access to a demo platform.This way, they can explore a fully set-up admin panel — click around, see what kind of data appears in different sections, and get a clear picture of how the platform works when everything is in place.It helps avoid the intimidating "blank page" feeling and lowers the barrier to entry by showing what a finished setup could look like. In short, we help users feel more confident from the start.
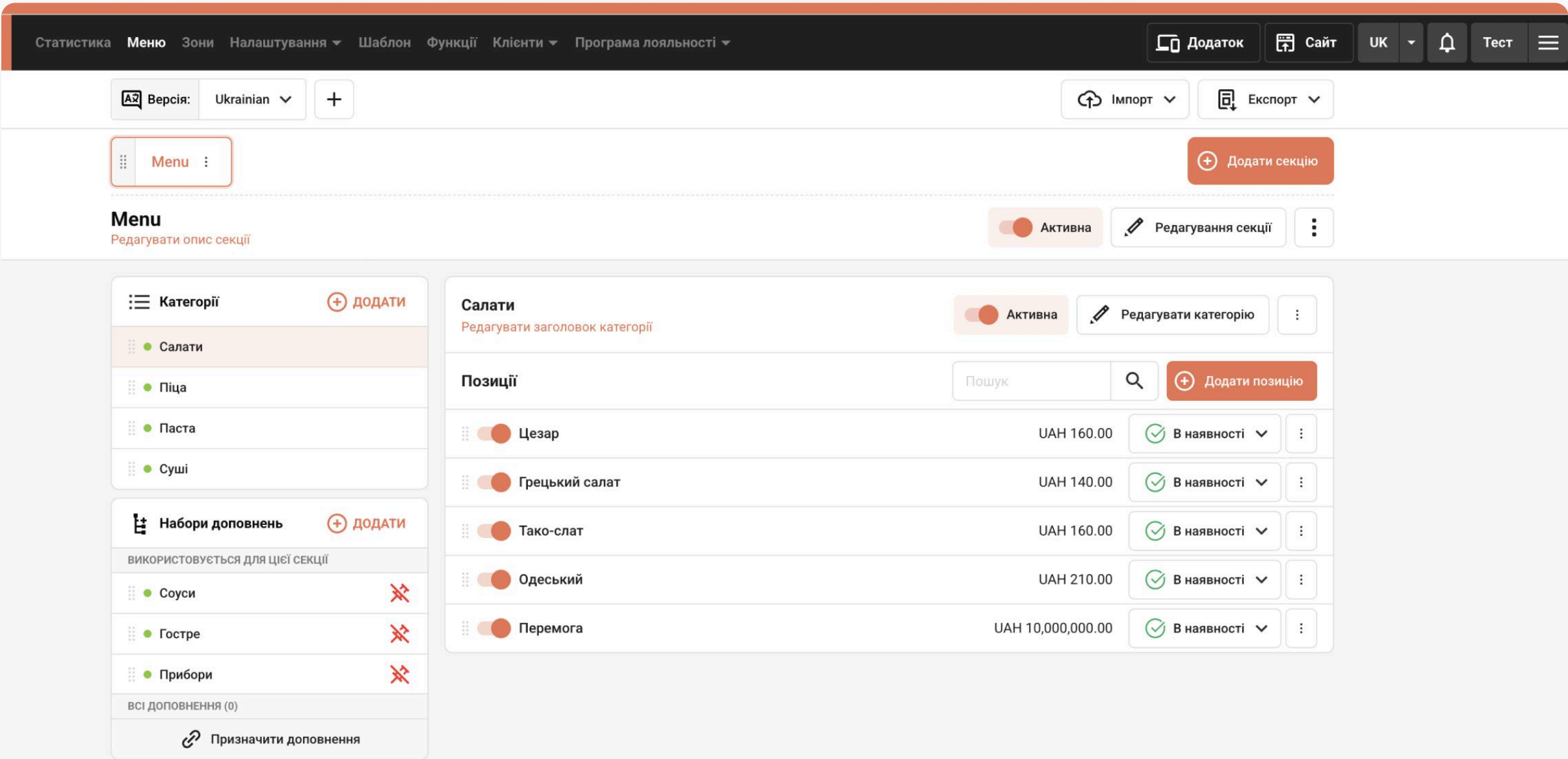
Results & Impact

2.5x
Increase in registration conversion

Simplified forms and clearer labels

40%
Higher activation rate

Personalized onboarding flow

20%
Boost in user engagement

Demo platform and contextual guidance

30%
Reduces support requests

By users guided through setup without manual help

Ready to take your project to the next level?

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Conclusions

📋 Understand Real Behavior

Even long-standing businesses don't always translate seamlessly into digital experiences. As seen in our client's case, assumptions often fail — because we don't think like real users. When conversion drops, we need to investigate where, why, and fix it based on real user behavior.

📋 First Impressions Drive Activation

Especially in the HoReCa sector, business owners often assume everything is self-explanatory. But while they know the service inside out, users are seeing it for the first time. A well-designed onboarding flow can make or break first impressions.

📋 Build What Users Actually Need

In our project, every insight from users helped us shape a more intuitive platform. Investing in research early on helps you build what people actually need — not just what you think they want.

📋 Turn Insights into Results

Invest in research and intuitive onboarding early — it doesn't just improve metrics, it builds trust and loyalty. Let's take your platform to the next level.

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Let's start
your UX research now!

Start a partnership with DevIT and achieve

great results together.

[📞 **Get in touch**]