

Merchant Menu Setup

- As Amealio evolved from basic food listings into an experience-led platform, the merchant menu setup became a critical touchpoint.



Research & Discovery Process

Before redesigning the menu setup flow, I conducted comprehensive research to understand both merchant behavior and user expectations. This research combined quantitative data analysis with qualitative insights to identify the core problems.

- 1 Merchant Menu Data Quality Review**
Analyzed existing merchant listings to identify common gaps and inconsistencies
- 2 User Drop-off Analysis**
Examined where users abandoned the food discovery process and why
- 3 Industry Platform Comparison**
Studied best practices from established food platforms and their menu structures
- 4 Merchant Support Query Review**
Identified the most frequent questions and pain points merchants encountered

Merchant Research Questions

To understand merchant pain points and user needs, I conducted structured interviews with restaurant owners and food service operators. These questions guided the discovery process and informed the menu setup redesign.

1

Understanding the Merchant & Context

- Can you tell me about your business and the type of customers you usually serve?
- How do you currently manage your menu online?
- Who usually updates your menu – you or someone else?
- How often do menu items, prices, or availability change?

2

Current Pain Points

- What part of setting up or updating your menu feels most confusing or time-consuming?
- Have you ever faced issues where customers misunderstood your menu online?
- What information do customers frequently ask about that isn't clear from the menu?
- Are there details you want to show but don't currently have space or structure for?

3

Photos & Visuals

- How important do you think food photos are for customers deciding what to order?
- Do you usually have photos ready for all menu items? If not, why?
- What challenges do you face while uploading or managing food images?
- Would guidelines or examples help you upload better photos?

4

Portion Size & Pricing

- Do customers often ask about portion sizes?
- How do you currently describe quantity or size (e.g., regular, large, serves two)?
- Have you faced confusion or complaints related to pricing or portion expectations?
- Would structured size and price options make menu management easier for you?

5

Nutrition & Dietary Information

- Do customers ever ask about nutrition, calories, or ingredients?
- For which type of customers is nutrition information most important?
- Would you be comfortable adding nutrition details if the process was simple?
- What would stop you from adding nutrition information?

6

Dietary Preferences & Tags

- Do customers frequently ask if items are vegetarian, vegan, or allergen-free?
- How do you currently communicate dietary information to customers?
- Would predefined dietary tags help reduce repetitive customer questions?

7

Service Types & Availability

- Do you offer multiple services (dine-in, takeaway, delivery, experiences)?
- Are some items available only for specific services?
- Have customers ever tried ordering items for the wrong service?
- How do you currently manage availability across services?

8

Menu Organization & Control

- How do you decide the order of items on your menu?
- Which items do you want customers to notice first?
- Do you ever want to temporarily hide or pause certain items? Why?
- How important is it for you to control visibility without contacting support?

9

Dashboard Experience

- When you open a merchant dashboard, what is the first thing you want to see?
- What information helps you feel confident that everything is working correctly?
- What kind of status or alerts would reduce your anxiety while managing the platform?

10

Error Handling & Support

- What kind of mistakes do you commonly make while updating menus?
- How do you usually know something has gone wrong?
- What kind of guidance would help you avoid errors in the first place?

11

Success & Expectations

- What would make menu management feel "easy" to you?
- How would you know that your menu setup is complete and effective?
- If you could change one thing about menu management, what would it be?

+
★
★
★
🔍
🔍
🔍

Item Name

* Manage the alternatives for this food item.

Menu Category

Select Category

🍷 Wine

🍷 Wines

🍷 Appetizers

🍷 Beverages

🍷 Non-Beverages

🍷 Desserts

🍷 Sides

+ Support here

Item Description

Ingredients Description

Keywords

Your keywords are:
(Your responsibility for this item has been left help people find the item with ease.)

+
★
★
★
🔍
🔍
🔍

Item Name

Availability of Item

Item Status Active / Inactive

Auto Accept

Check the auto-accept of item and the automatically accepted from the customer.

Date of Availability

FROM: TO:

Weekly Availability

Time of Availability

	Start Time	Close Time	
10:00 AM	<input type="text" value="12:00 AM"/>	<input type="text" value="12:00 PM"/>	10:00 AM
11:00 AM			11:00 AM
12:00 AM			12:00 AM

Lead Time

FROM: TO:

Out-Of-Stock

+
★
★
★
🔍
🔍
🔍

Availability of Item

Item Status Active / Inactive

Auto Accept

Check the auto-accept of item and the automatically accepted from the customer.

Date of Availability

FROM: TO:

Weekly Availability

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

Time of Availability

	Start Time	Close Time	
10:00 AM	<input type="text" value="12:00 AM"/>	<input type="text" value="12:00 PM"/>	10:00 AM
11:00 AM			11:00 AM
12:00 AM			12:00 AM

Ext Item ID: Global Chain / Item ID:

Item Name:

Personalization Text:

Sugar Level:

Is Sugar Level Customizable?

Salt Level:

Is Salt Level Customizable?

Sugar Level:

Full/CHF/Full Level:

Miscellaneous:

Ext Item ID: Global Chain / Item ID:

Item Name:

Services Applicable:

- Delivery
- Buy the Line
- Take Away
- Home Use
- Full Order

Ext Item ID: Global Chain / Item ID:

Item Name:

Is this Item Available in One Size or Multiple Sizes?

Serving Details:

Item Price: Serving Price: Serving Size: Price:

Available	Set Default	Item Size Description	Item Price	Serving Price	Unit	Measure
<input checked="" type="checkbox"/>	<input type="radio"/>	Chicken Long Piece	990	1	g	g
<input checked="" type="checkbox"/>	<input type="radio"/>	EG Chicken	700	4	g	g
<input checked="" type="checkbox"/>	<input type="radio"/>	Full Chicken Piece	1000	10	g	g

Ext Item ID: Global Chain / Item ID:

Item Name:

Is this Item Available in One Size or Multiple Sizes?

Serving Details:

Item Price: Serving Price: Serving Size: Price:

Move to the next step - you will need to set up customization attributes in further steps

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Key Research Insights

1

Visual Cues Drive Decisions

Users rely heavily on photos before reading text descriptions. High-quality images significantly reduced time-to-decision and increased perceived quality.

2

Ambiguity Increases Anxiety

Unclear portion sizes and pricing created hesitation. Users needed transparent information to feel confident about their choices.

3

Nutrition Builds Trust

Health-conscious users actively sought nutritional information. Its presence signaled platform credibility and merchant transparency.

4


Structure Over Freedom

Merchants preferred guided, structured forms over open-ended fields. Clear guidance reduced errors and support dependency.

5

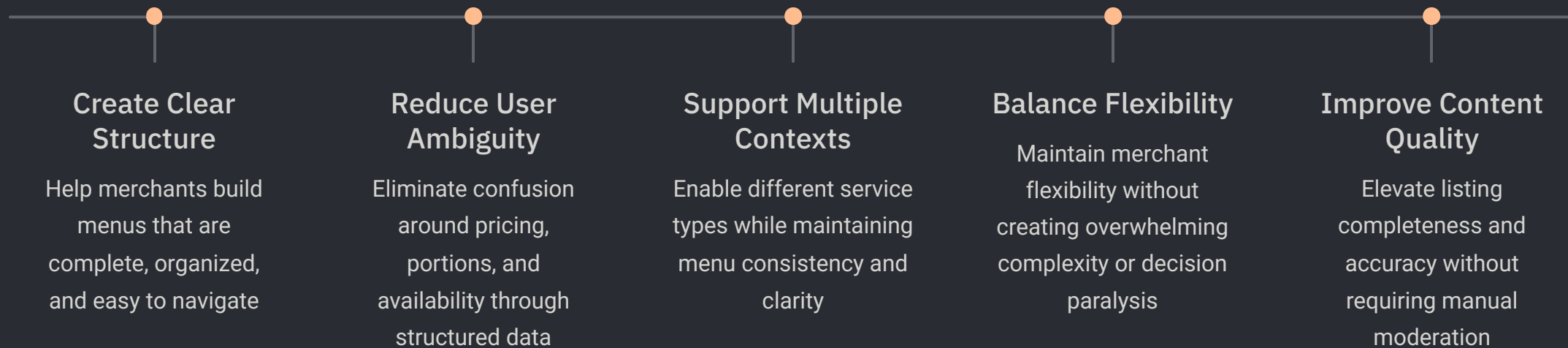
Context Changes Interpretation

Service context—dine-in, takeaway, delivery, or experience—fundamentally changed how users interpreted menu items and made decisions.

 **Core Insight:** A menu is not just a list of items—it's a decision-making interface that must adapt to user context and mental models.

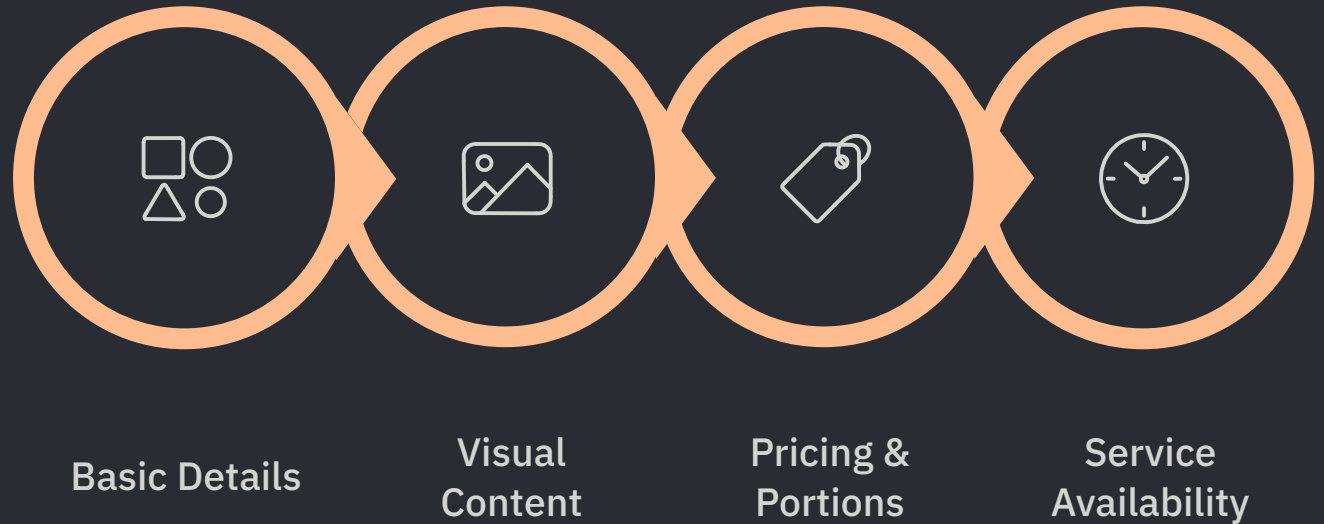
Design Goals

Based on research findings, I established clear design goals that would guide the menu setup redesign. These goals balanced merchant ease-of-use with the information users needed for confident decision-making.



Redesigned Menu Setup Structure

1. The menu setup flow was transformed from a single dense form into a **guided, step-by-step system** that helped merchants succeed.
2. This approach reduced cognitive load while ensuring merchants provided the essential information users needed. The system balanced structure with flexibility, allowing customization while preventing common errors.



Measurable Impact on Both Sides



User Experience Improvements

- Clearer food discovery with complete information
- Reduced ambiguity around pricing and portions
- Higher trust through visual and nutritional transparency
- Better filtering and recommendation accuracy



Merchant Experience Improvements

- Reduced confusion during menu creation
- Clearer expectations set upfront
- Improved listing completeness rates
- Fewer support queries and back-and-forth

Key Learning & Takeaway

My Role & Contribution

- Researched user and merchant needs
- Defined menu data requirements
- Designed step-by-step menu setup UX
- Balanced flexibility with structure
- Aligned merchant inputs with user outcomes

Designing menu setup is not about adding more fields- it's about deciding which information truly matters at the moment of choice.

This work directly connected merchant inputs to user outcomes, demonstrating that effective UX design serves both sides of a marketplace. The structured approach proved that guidance and constraints, when thoughtfully designed, actually increase flexibility and merchant success.

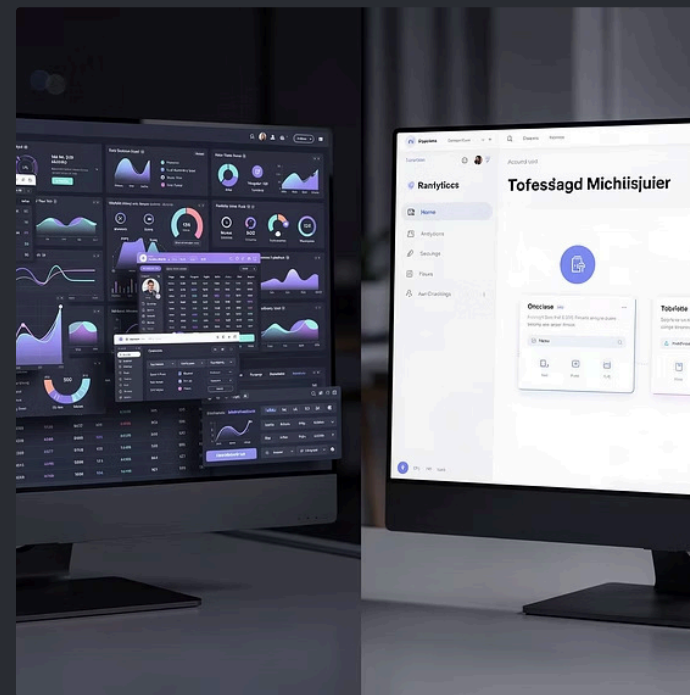
Lessons Learned



This project reinforced the value of taking ownership and iterating on loosely defined concepts.



It taught me how to translate raw data into actionable design, align with business goals and create intuitive experiences that simplify complex workflows.



Finally, I learned that clarity, simplicity and a strong workflow are just as important as visual polish when designing data-heavy products.