CS549 Assigment 1

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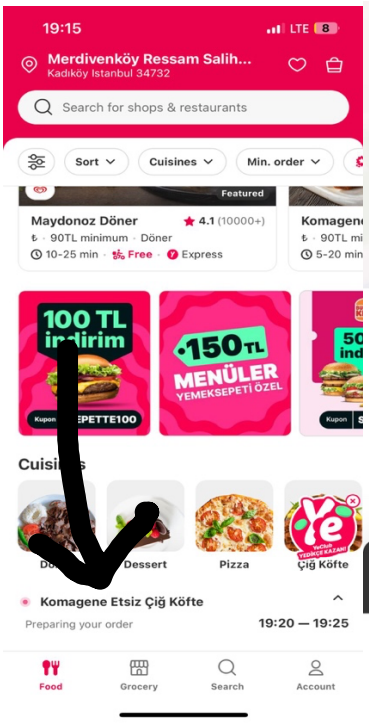
1. Introduction and Association with the Literature

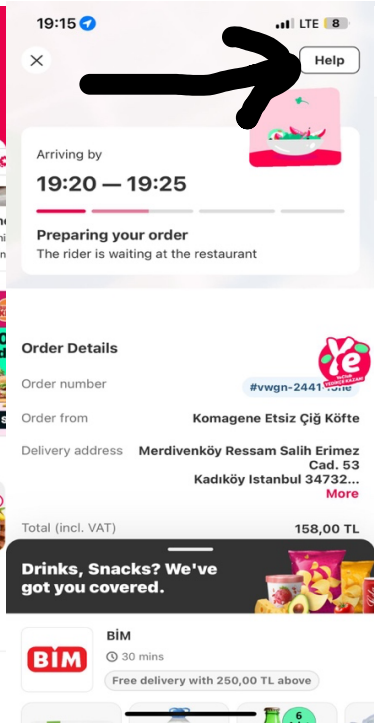
I placed an order using a food delivery application, which provided an estimated delivery time of a certain minute. However, after more time had passed, the status of the order still showed as "Being prepared." I wanted to check the location and status of my order since sometimes rider picks it but it is not updated on the system or sometimes the restaurant cancels it but again it is not updated on the system. However, encountered difficulties in finding the tracking feature. The app did not offer a straightforward way to track my order, and the help section options were not directly related to my issue. Eventually, I managed to contact customer service, but the process was not user-friendly.

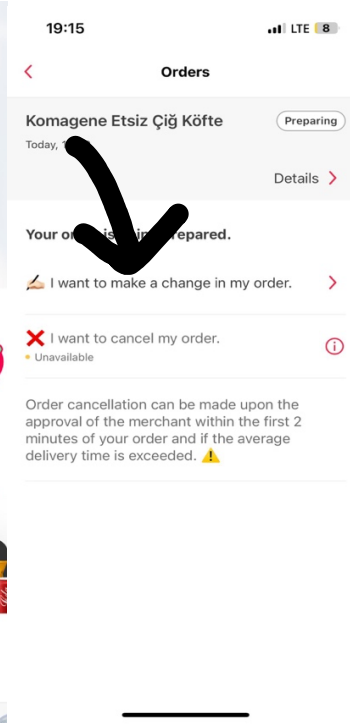
The primary issue is the lack of an easily accessible order tracking button or a direct link to customer support. The app has alive costumer support which has a significiant role in this application. Unfortunately, it is not easy to find a way to use it. Instead of providing a clear option, the app led me through unrelated options such as changing the order or delivery instructions. This caused unnecessary delays and frustration. Users should not try to find alternative approaches or making critical thinking to achieve their goals in these kinds of applications when their plan does not work (Shneiderman, Plaisant, Cohen, Jacobs, & Elmqvist, 2017).

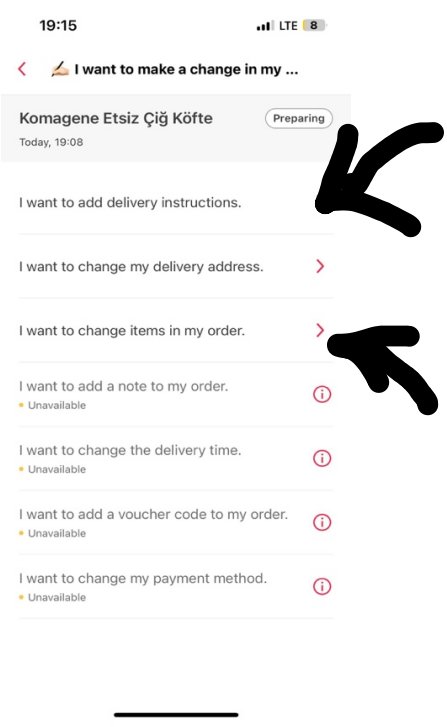
This is a significant HCI (Human-Computer Interaction) issue because the application fails to provide an environment in which user can find and use the feature they need. Even though the application has the feature, user can randomly find a way to achieve it.

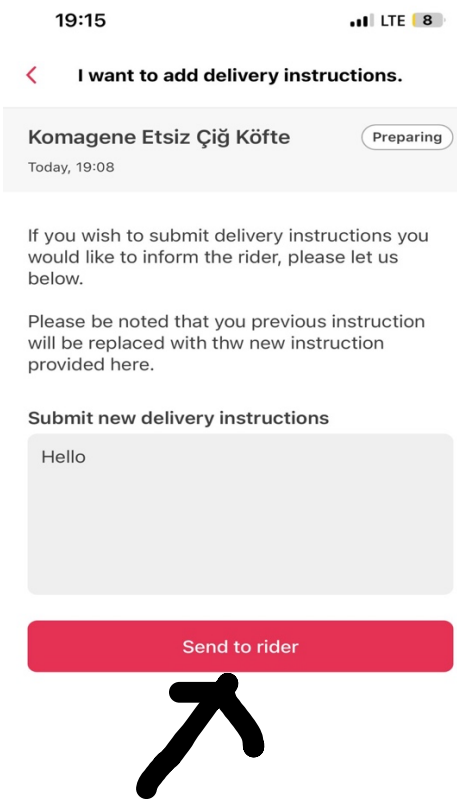
The user wants to track the order and check its current status after noticing that the delivery time has passed (Forming a goal). The user decides to use the app’s tracking feature or contact customer support for more information (Forming the intention). The user looks for a tracking button or customer support option on the app’s interface.(Specifying the action). The user clicks through "Help" section in an attempt to find the tracking feature (Executing the action). The app displays options unrelated to tracking the order, like changing or canceling the order (Perceiving the system state). The user interprets the options as unhelpful since none of them allow tracking the order directly (Interpreting the system state). After several attempts, the user eventually reaches customer support, but this process was not intuitive and felt random (Evaluating the outcome). Furtheremore, the app fails to consistently guide the user to relevant options, as the “Help” section does not offer an obvious link to tracking the order (Strive for consistency). The app does not provide real-time feedback or updates regarding the status of the order, which leads to user confusion (Offer informative feedback). Additionally, the app could prevent this frustration by clearly presenting an option to track the order upfront, avoiding unnecessary navigation through irrelevant options (Prevent errors).

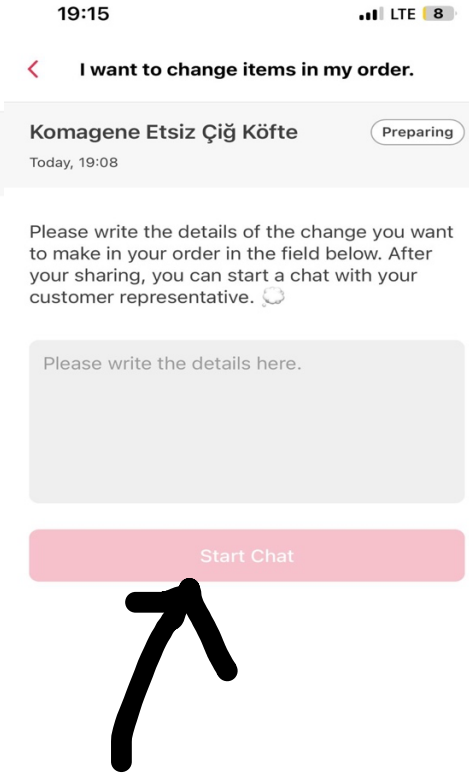

19:15
Merdivenköy Ressam Salih...
Kadıköy Istanbul 34732
Search for shops & restaurants
Sort
Cuisines
Min. order
Featured
Maydonoz Döner
4.1 (10000+)
90TL minimum · Döner
10-25 min · Free · Express
100 TL indirim
150TL MENÜLER YEMEKSEPETİ ÖZEL
Dessert
Pizza
Çiğ Köfte
Komagene Etsiz Çiğ Köfte
Preparing your order
19:20 — 19:25
Food
Grocery
Search
Account


19:15
Help
Arriving by
19:20 — 19:25
Preparing your order
The rider is waiting at the restaurant
Order Details
Order number
Order from
Komagene Etsiz Çiğ Köfte
Delivery address
Merdivenköy Ressam Salih Erimez Cad. 53
Kadıköy Istanbul 34732...
More
Total (incl. VAT)
158,00 TL
Drinks, Snacks? We've got you covered.
BİM
30 mins
Free delivery with 250,00 TL above


19:15
Orders
Komagene Etsiz Çiğ Köfte
Preparing
Today,
Details
I want to make a change in my order.
I want to cancel my order.
Unavailable
Order cancellation can be made upon the approval of the merchant within the first 2 minutes of your order and if the average delivery time is exceeded.


19:15
I want to make a change in my ...
Komagene Etsiz Çiğ Köfte
Preparing
Today, 19:08
I want to add delivery instructions.
I want to change my delivery address.
I want to change items in my order.
I want to add a note to my order.
Unavailable
I want to change the delivery time.
Unavailable
I want to add a voucher code to my order.
Unavailable
I want to change my payment method.
Unavailable

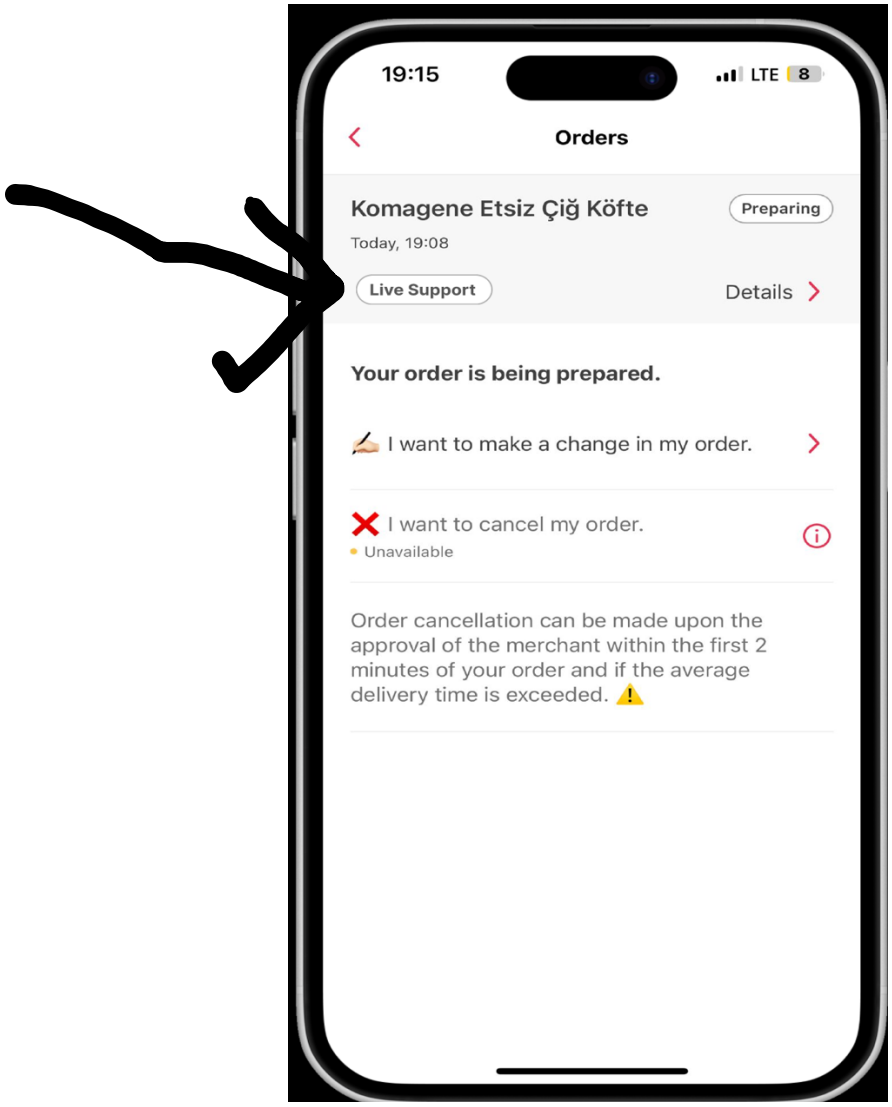

19:15
I want to add delivery instructions.
Komagene Etsiz Çiğ Köfte
Preparing
Today, 19:08
If you wish to submit delivery instructions you would like to inform the rider, please let us below.
Please be noted that you previous instruction will be replaced with thw new instruction provided here.
Submit new delivery instructions
Hello
Send to rider


19:15
I want to change items in my order.
Komagene Etsiz Çiğ Köfte
Preparing
Today, 19:08
Please write the details of the change you want to make in your order in the field below. After your sharing, you can start a chat with your customer representative.
Please write the details here.
Start Chat


19:18
Chat
Agent received all the information you've sent.
Gözde B.
Hello, I'm Gözde B.. How can I help you? If you've already stated your request, I'll assist you swiftly.
Welcome.
19:16
Merhaba yemegim nerede acaba
19:17
Gözde B.
Sipariş durumunuzu öğrenmek istediğinizi görüyorum.
Siparişinizin yolda olduğunu görüyorum, mümkün olan en kısa sürede siparişiniz adresinize teslim edilecektir.
Destege ihtiyacınız olan farklı bir konu var ise memnuniyetle yardımcı olmak isterim.
19:17
Tesekkurler
19:18
Write a message...

2. Recommendation, Proposed Solution

The app should allow users to easily access information about their orders, ensuring a sense of control without requiring them to take unnecessary or confusing actions. A more user-friendly solution would involve adding a dedicated "Live Support" button inside the help menu. This button would provide real-time help from a real person or may be from an AI, allowing users to follow their order's progress from preparation to delivery. This solution enhances the visibility of key information and functions, which aligns with Norman's principles. By prominently displaying the order tracking and customer service options, users can quickly access the information they need without confusion or frustration. That is why the solution offers informative feedback. This solution also reduces randomness of the actions and cognitive load, as users will not need to remember several steps or navigate through irrelevant options to contact live support. Therefore actions become reverseble and they do not overload the short-term memroy regarding to the Shneiderman's golden rules. Furthermore, it prevent errors since users no longer need to engage with unralted sections of the application.



https://www.figma.com/proto/1brhXBzBP11n6uA4lVfj0u/Untitled?node-id=1-5&node-type=canvas&t=mAZMpqtRICyvCyIK-1&scaling=scale-down&content-scaling=fixed&page-id=0%3A1

3. References

Shneiderman, B., Plaisant, C., Cohen, M., Jacobs, S., & Elmqvist, N. (2017). *Designing the user interface: Strategies for effective human-computer interaction* (6th ed.). Pearson.