University of Colombo School of Computing
IS 2211 - UI/UX Design
Evaluating User Experience for a Startup Prototype
Group 06

"MealMatch" – A Startup for Smart Food Discovery

A small tech startup called MealMatch has been launched by three university graduates who are passionate about food and sustainability. Their goal is to help urban users discover healthy, budget-friendly meals nearby while reducing food waste by partnering with local restaurants and cafes that offer discounts on surplus meals. MealMatch aims to create a mobile app that connects users, restaurants, and food delivery riders through an intuitive and engaging interface.

01. Observations

First Impression of System Concept

The concept is innovative and highly relevant. Real world issues are addressed by blending food discovery with sustainability catering to today's market needs. Combines affordability, environmental consiousness, and convenience and focuses on issues like food waste, the cost of healthy meals, and time constraints.

Relevance to Target Audience:

- Primary users (young professionals and students): The app is made to fit their budget-conscious, time limited lifestyles and aligns with their growing environmental awareness.
    - Cost Savings: The "MealMatch Deals" directly appeal to budget-conscious users.
    - Sustainability: The "Sustainability Tracker" and the reducing food waste focuses on growing ecological awareness.
    - Personalization & Convenience: The dietary filters and map-based discovery matches with modern expectations for efficiency and health.
- Secondary users (restaurant owners): It offers visibility and practical waste reduction tools while boosting their sales through delivery options and deals.
- Tertiary users (delivery riders): It streamlines connection opportunities.

Design Strengths of Prototype

- Personalization: Meal suggestions are prepared based on dietary needs. This improves relevance and user satisfaction.
- Clear value proposition: The sustainability tracker and "Eco Points" visualises the user's impact on environment. User can feel their contribution to environment sustainability as tangible, and rewarding. Features like "MealMatch Deals" are explicit, and the "Sustainability Tracker" provides immediate, tangible feedback
- Integrated map view: Real time location finding feature supports urgent needs and convenience. This is very important for time sensitive deals.
- Visual engagement: Photo reviews and a clean dashboard for tracking impact add both visual appeal and social proof.
- Strong Motivational Design: Features like "Sustainability Tracker" and "Eco Points" (Gamification) is a good strength. This makes a purchase with just money into a rewarding activity, this can help to build long-term user loyalty.
- Multi-Modal Discovery: The app provides two ways to find food: personalized recommendations if user wants guidance on choices and a map view if the user is in a rush and requires food to be delivered fast based on location.

Pain Points in the User Journey

- Decision fatigue vs. time pressure: Users may feel overwhelmed by too many choices while at the same time pressured by short expiry times a conflicting experience.
- Confusing details upfront: If expiry times, portion sizes, or pickup/delivery instructions aren't immediately clear, users might abandon orders at checkout.
- Overloaded home screen: Mixing recommendations, deals, sustainability stats, and filters could create visual clutter and may introduce difficulties in processing all the information at once.
- Map view complexity: Without clear prioritization by distance or expiry time, the map could feel cluttered and difficult to navigate, requiring excessive zooming or view switching.
- Review friction: Uploading photo-based reviews might feel cumbersome on mobile, potentially reducing engagement.
- Restaurant onboarding: For secondary users, uploading surplus deals might lack straightforward guidance, leading to errors or frustration.

User Behaviours and Expectations

- Using Filters: Do users find and use the dietary and price filters easily? Do users hesitate, feel overwhelmed, or abandon searches when presented wth dietary filters? How

quickly can they set or modify preferences? How well do they like the feature of Dietary filters?

- Search and looking map preference: Do users prefer searching or looking the map? Do users naturally use only one method?
- Interaction After Purchase: Do user leave reviews after purchase or do they simply ignore it ? Do they find it annoying ?
- Privacy: Observe if users do not wish to share location. They may also be insecure about sharing dietary preferences.
- Expectations on Loadting Time: Users would expect smooth quick updates for real time deals and information.
- Understanding a Deal and a Recommendation: Can the user understand what a a regular meal is on the app and a "MealMatch Deal"? Can they properly understand what a surplus item is ?
- Gamafication: Do users notice the "Eco Points" and "Sustainability Tracker"? Do they find these features interesting and engaging or are they just ignored ?

Usability Heuristics

- Aesthetic and Minimalist Design: Crucial for the map view. The app must avoid clutter and present only the most relevant information for the user's current task (e.g., finding a deal vs. exploring restaurants).
- Flexibility and Efficiency of Use: The app needs to serve both new users (who need guidance) and "power users" (who just want to find a quick deal). Accelerators, like saving a filter preset, would be important.
- Flexibility and Efficiency of Use: The app should provide both
    - Clear guidance to new users using product tours
    - Quck navigation and selection options for experienced users. Implement features such as saving filter presets, quick action menu would be important
- Visibility of System Status: For the "MealMatch Deals," the system must provide clear, real-time feedback (e.g., "Only 2 left!" or "Offer expires in 15:00") to help the user make an informed decision without creating undue pressure.

02. User Feedback

Interview Design (Semi-Structured Interview)

01.How do you usually decide what to eat when you're looking for a budget friendly meal in the city?

02.What do you think of these meal suggestions? Do they match your preferences ? (Yes/No)

03.Why do you think is a meal marked as discounted?

04.What information is most important to you in deciding whether or not to purchase it?

05.Did you notice the “Sustainability Tracker” or “Eco-Points” features while using the app? (Yes/No) Do they motivate you to use this app over another food app?

Prototype Feedback Design

01.How easy was it to find "MealMatch Deal" and purchase it?

- 1 - Very Difficult
- 2 - Difficult
- 3 - Neutral
- 4 - Easy
- 5 - Very Easy

02.Which of the following features did you find the most valuable?

- Personalized Meal Recommendations
- Smart Map showing nearby deals
- The 'MealMatch Deals' (discounted surplus food)
- Sustainability Tracker & Eco Points
- Meal Ratings and Reviews

03.Rate how clear the icons, text labels, colors and design across the app.

- 1 - Very Unclear
- 2 - Unclear
- 3 - Neutral
- 4 - Clear
- 5 - Very Clear

04.How would you rate the overall layout and navigation of the app?

- 1 - Very Illogical
- 2 - Illogical
- 3 - Neutral
- 4 - Logical
- 5 - Very Logica

05.What did you find confusing or unclear while using the app?

06.If you could add, change, or improve the app, what would it be?

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