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**Development Activity - Task Breakdown: Conduct a Task Analysis**

**I will be conducting a task analysis on the process of placing a food order through DoorDash (on a web browser).**

**Access DoorDash Website and Login Options:**

**Guest Usage:**

Open the website and type in your address

The site takes you to the screen where you can find where you want to order from.

**Sign-up:**

Enter your first and last name, email address, and mobile number, and create a password.

You are taken to the screen to find where you want to order from.

Future sign-ins will require your email address and password.

**Sign-in:**

Enter the email address and password associated with your account.

You are taken to the screen to find where you want to order from.

**Pick Where You Want to Order From:**

**Navigation Options:**

**'Home' Screen**

National favorites

Most popular local restaurants

All Stores

**Usability Challenge: Generic Recommendations**

When logged in, the home screen still produces generic recommendations. Home screen and navigation can be improved by utilizing AI-based personalization to suggest meals based on previous orders, time of day, and dietary preferences. This will greatly improve user experience as the user's home page is designed specifically for them, making it easier to navigate and find the places they like to order from.

**Search Bar**

**Food Categories** (Healthy, Fast Food, Thai, etc.)

**Filters:**

Delivery Fees under 3$

Deals

Pickup

New to me

Over 4.5 rating

Under 30-minute delivery

Price ($, $$, $$$, $$$$)

**Side Bar:**

Home

Grocery

Retail

Convenience

Beauty

Pets

CBD, THC

Party

Browse All

**Choose Restaurant and Place Order:**

After selecting a restaurant, you are taken to a new tab where you can select items from said restaurant to place in your cart.

The navigation menu is on the side to select categories offered by the restaurant.

**Usability Challenge: Navigation for Allergies**

There are no navigation options on the restaurant pages to filter out common allergens. By including this, those who have common allergies can easier navigate food ordering and have a less stressful, more enjoyable, experience.

**The restaurant home page is laid out as follows:**

Most liked items

Reviews

Most Ordered

Then category order as you scroll down

**Select the item you want to order:**

You are taken to a screen for that item that usually gives you options to make small changes to the meal and give recommendations of other restaurant options such as a drink.

Hit add to cart.

**Checkout:**

Hit on cart

Select "Continue"

Must be signed in and have an account to place an order

**Usability Challenge: Guest Checkout**

The website allows a guest to navigate and add an order but does not offer guest checkout options for people who do not want to create an account. By having a guest payment option, you will create a better experience of users who do not wish to create an account, and they will be more likely to utilize the site in the future.

Enter Payment Information

The shipping address should be pre-saved if you are logged in.

Confirm payment and tip.

**Order Tracking:**

Notifications for when an order is picked up and headed in your direction

Can see delivery driver location in real-time

Notified when food is delivered.

**Food Arrival:**

The site gives you the option to review after food has been delivered to both the driver and the restaurant.