



USER INTERVIEW. PLANNING

How did you plan, conduct a user study, and analyze the result?

A list of primitive questions are presented to the user to gather user information. These include age, profession, familiarity with mobile applications and so on.

Users are given access to the prototype for usability testing. They are presented with the basic information of the interface and encouraged to navigate through it.

Interviewers are situated in close proximity, if any problems or questions arise.

The interview was conducted over a sample size of six users.



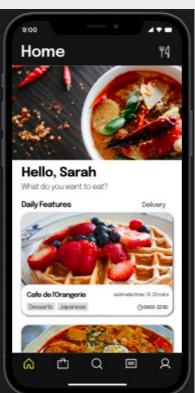




USER INTERVIEW. PLANNING

When users complete the prototype navigation, a list of post testing questions are asked to gather feedback. These include:

- What is the main function of the app?
- Do you think the overall design of the app is suitable for the type of app it is for?
- Did you notice any feature that makes this app stand out compared to other similar apps?
- Imagine you are using this app to order a meal. Starting from the login page, how easy is it compared to similar apps?
- Is there anything you think should be changed/added?
- Would you use this app over similar apps? Why or why not?





OBSERVATIONS

What are your observations from testing your prototype over a video connection?

- When observation over video we are able to identify which section of the app are confusing to the users.
- What problems they may face and how long they take to find the section.







DESIGN ISSUES

What design issues have you identified from the study?

- Randomization feature was hard to notice.
- Visual design inconsistencies. I.e. rounded corners, layout..
- More selections on home page. I.e. Deals, proximity, specific restaurants...
- Lack filter system for food selection.
- Interactions lack error prevention and visual feedback.



RATIONALE

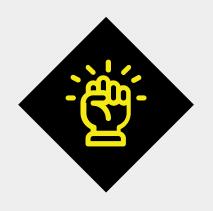
Why do you claim these are issues?

The identified issues created usability friction for the users and overall lead to a poor user experience.

A filter system can improve the efficiency of the interface while visual feedback will demonstrate proper interaction and notify the user if they succeed or failed at performing a task.







SOLUTION

How will you address these issues?

- Unify design elements to a set standard and improve design consistency.
- Implement categorization for foods and easier search methods on home page.
- Prompte Randomization feature on welcome page.
- Add sections for food, restaurant, distance and deals.
- Implement error prevention on login page.
- Visual fixes, ie. image rotation, font size...



FUTURE IMPROVEMENTS

How do you plan to improve your interface for the final week?

For our final improvements, we plan on enhancing our navigation experience and create a more streamline process.

The improvements include visual enhancements and new feature implementations.





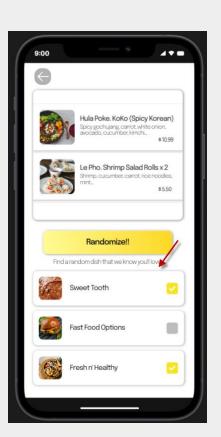


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FUTURE IMPROVEMENTS

The Randomization feature will allow for more customization through a filter system. Users are able to include or exclude certain food categories.







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FUTURE IMPROVEMENTS

A filter system will be implemented on the homepage, where users can specify the kind of food they would like depending are certain tags.

Sections like *Deals, Restaurant in close proximity* will also be added in addition to existing features.

