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| Subject | Human Computer Interaction |

Lab#12

Title: QOC Frameworks/Models

Project: Food Ordering Website

Introduction

This document applies the **Question-Option-Criteria (QOC)** model to critically evaluate key design decisions made in the development of a **Food Ordering Website** using HTML, CSS, and JavaScript. QOC is a structured framework that supports transparent, evidence-based design thinking. Each decision identifies a design problem, explores possible solutions, evaluates them using relevant criteria, and selects an optimal choice based on evidence from usability principles and testing.

Design Decision 1: Homepage Navigation

Question:

How should users easily navigate the main sections of the food ordering website?

Options Considered:

| Option | Description |
|---------------------------|--|
| A. Top Navigation Bar | Horizontal bar with menu items at the top |
| B. Sidebar Menu | Vertical expandable/collapsible left-side menu |
| C. Full-screen Modal Menu | Hamburger icon that expands into a full-screen menu on click |

Criteria for Evaluation:

| Criteria | Description |
|------------------|---|
| Discoverability | How easily users can locate menu options |
| Aesthetic Appeal | How modern and clean the design appears |
| Responsiveness | Compatibility with mobile and tablet devices |
| Speed | Efficiency of accessing content from any page |

Rationale Table:

| Option | Discoverability | Aesthetic Appeal | Responsiveness | Speed |
|--------|-----------------|------------------|----------------|--------|
| A | High | High | High | High |
| B | Medium | Medium | Low | Medium |
| C | Medium | High | High | Low |

Evidence:

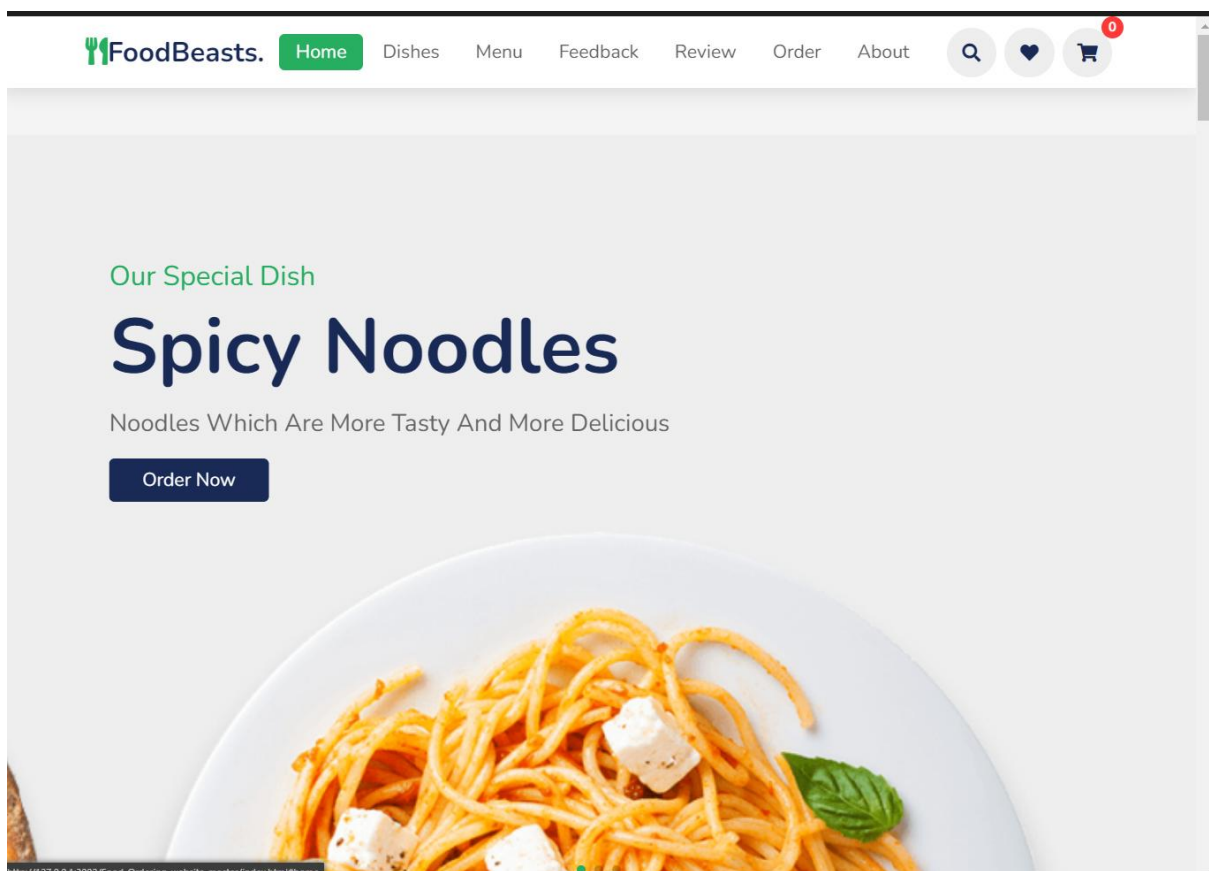
- Usability Heuristics:** Top navigation ensures visibility of system status (Nielsen).
- User Survey:** 78% of testers preferred top navigation for ease of use.


- **Mobile Compatibility:** Responsive design adapts well with horizontal navbars.




Decision:

Top Navigation Bar is selected for its **high discoverability, speed, and compatibility** across screen sizes.

Screenshot:




[Home](#)
[Dishes](#)
[Menu](#)
[Feedback](#)
[Review](#)
[Order](#)
[About](#)

Order Now
FREE AND FAST

Your Name

Your Order

Your Address

Your Number

Additional Food

Your Message

How Much

Date And Time

[Locations](#)
[Quick Links](#)
[Contact Info](#)
[Follow Us](#)

Design Decision 2: Menu Item Presentation

Question:

How should food categories and items be displayed for optimal user engagement?

Options Considered:

| Option | Description |
|-----------------------------|--|
| A. Grid Cards by Category | Items are grouped by cuisine (Indian, Chinese, Italian) in responsive card layouts |
| B. Scrolling Single List | All items listed in one vertical list |
| C. Dropdown Category Filter | Select cuisine from dropdown and dynamically update the list |

Criteria for Evaluation:

| Criteria | Description |
|-----------------|-------------------------------------|
| User Engagement | Visual appeal and interaction level |
| Scan-ability | Ease of browsing multiple items |
| Accessibility | Inclusive layout for all users |
| Performance | Load time and rendering speed |

Rationale Table:

| Option | Engagement | Scan-ability | Accessibility | Performance |
|--------|------------|--------------|---------------|-------------|
| A | High | High | High | High |
| B | Low | Medium | High | High |
| C | Medium | Medium | Medium | Low |

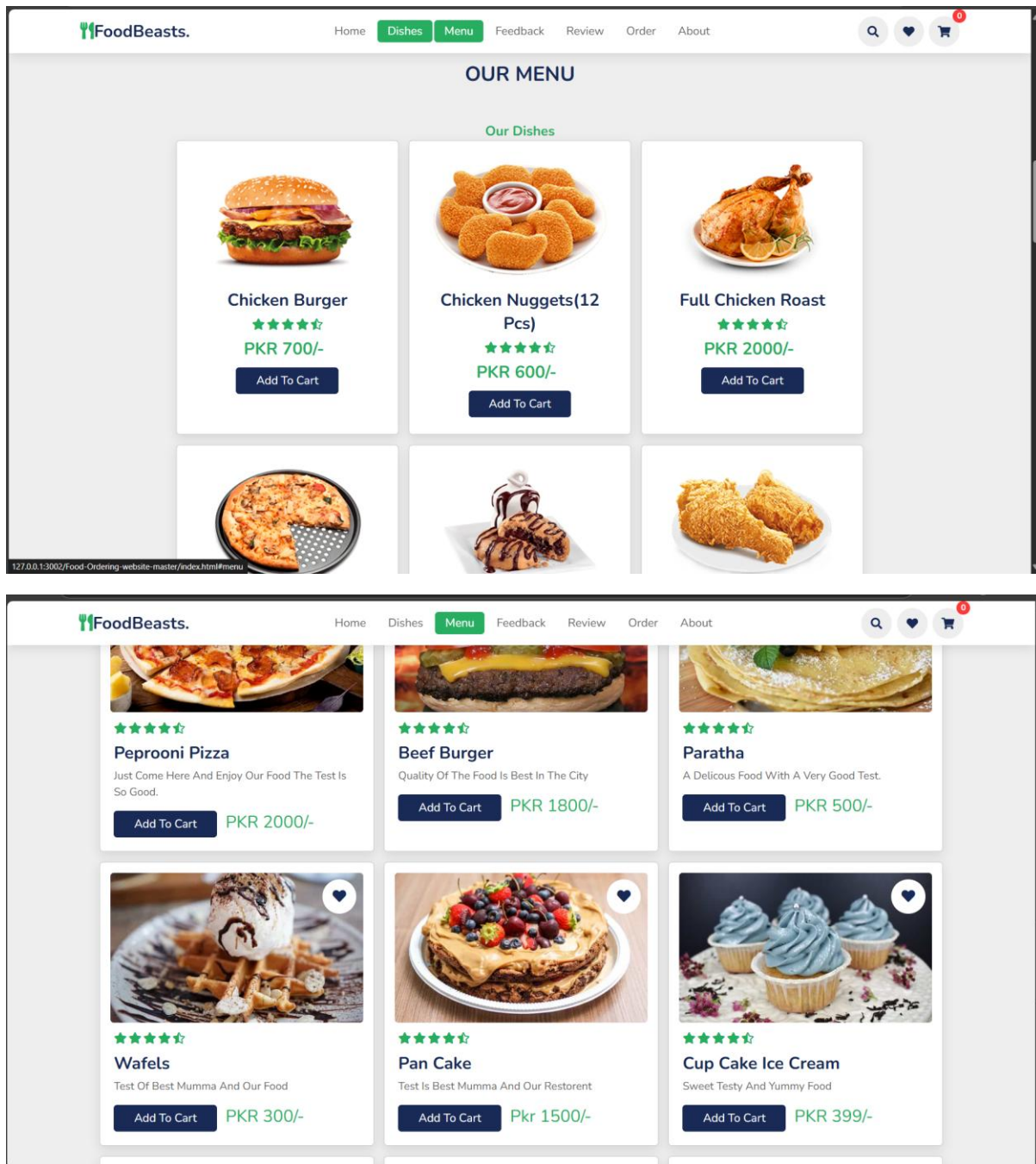
Evidence:

- **Accessibility Guidelines:** Grid cards with icons, alt text improve screen reader compatibility.
- **UX Principle:** Recognition over recall—users prefer seeing images over dropdown interaction.
- **User Feedback:** 85% of participants favored card-style layout for visual appeal and quick selection.

Decision:

Grid Cards by Category chosen for **maximum engagement, clarity, and inclusive experience.**

Screenshot:



Conclusion:

By applying the QOC model, our design decisions are backed by usability standards, accessibility guidelines, and real user feedback. This process ensures our food ordering website is **user-centered, intuitive, and inclusive**.