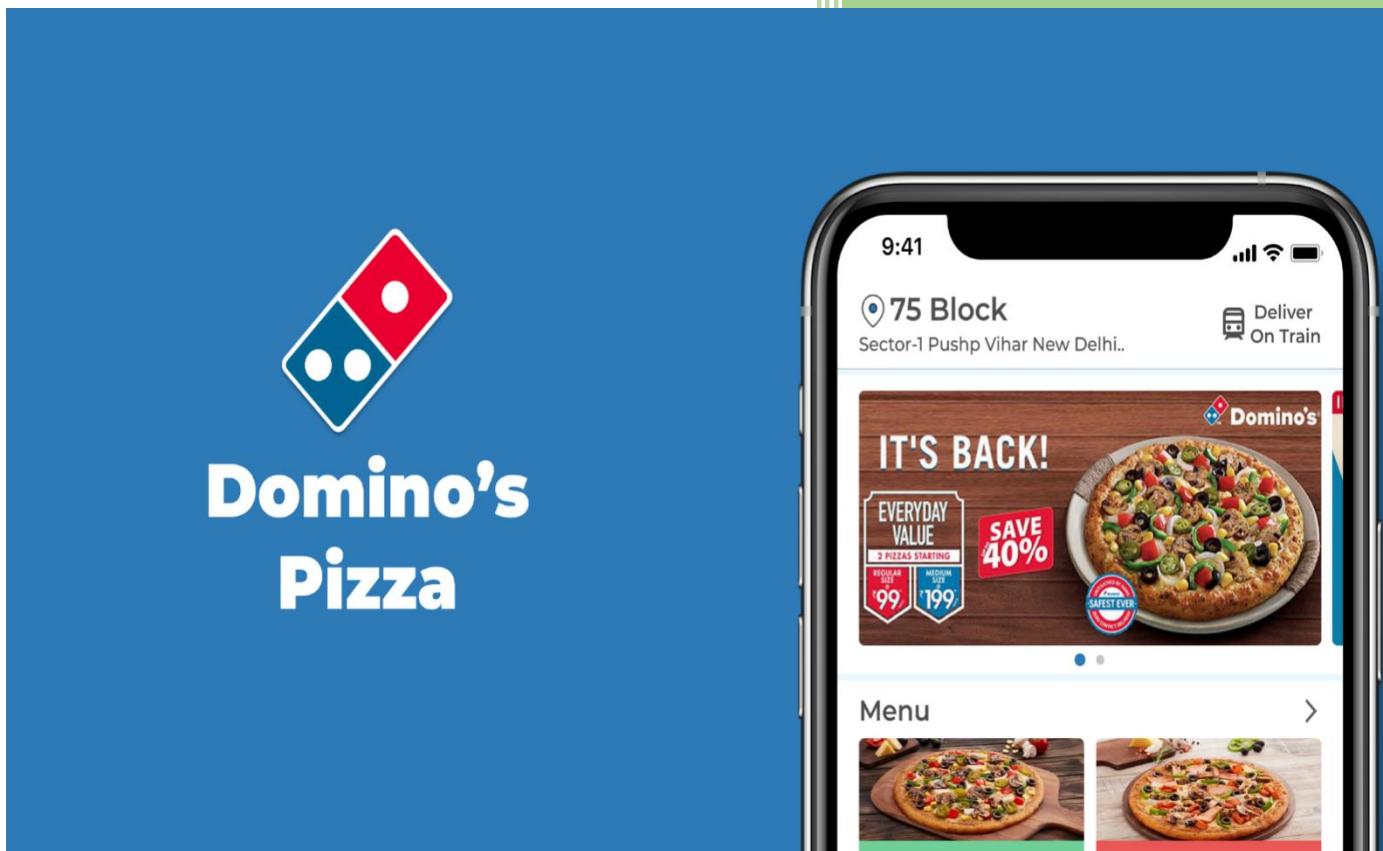


DA - 1

Redesigning Domino's app



NAME – YASH POKERNA

REG. NO. – 20BBS0212

SUBJECT – USABILITY DESIGN OF
SOFTWARE APPLICATION

COURSE CODE – CBS3011

FACULTY – PARTHIBAN K

App Description:

Domino's is a popular pizza chain that has a mobile app for ordering food.

Customers can place an order for delivery to their home or office, or for pickup at a nearby Domino's store. The app allows customers to customize their pizza to their liking, including selecting the crust, sauce, toppings, and more.

Customers can track the status of their order in real-time, so they know exactly when their food will arrive.

The app features special deals and discounts that are exclusive to app users. Customers can store multiple delivery addresses and payment methods in the app, so they can order food quickly and easily. The app is available for both iOS and Android devices and can be downloaded for free from the App Store or Google Play Store. The app is designed so that customers can navigate the menu, place an order, and track their food from start to finish.

Existing features in Domino's app

- Online ordering of pizzas and other food items
- Real-time order tracking
- Deal and discount access
- Multiple addresses and payment methods
- Push notifications
- Customer support

New Features and Redesigning:

- Multiple login and sign-up options: Using google and facebook
- New Search Feature and improve asthetics: To improve the navgation ability
- Rating Feature: Tells about the customer ratings
- Calorie Meter: Tells the amount of calorie each item contains

EXISTING v/s NEW DESIGNS

Login and Signup

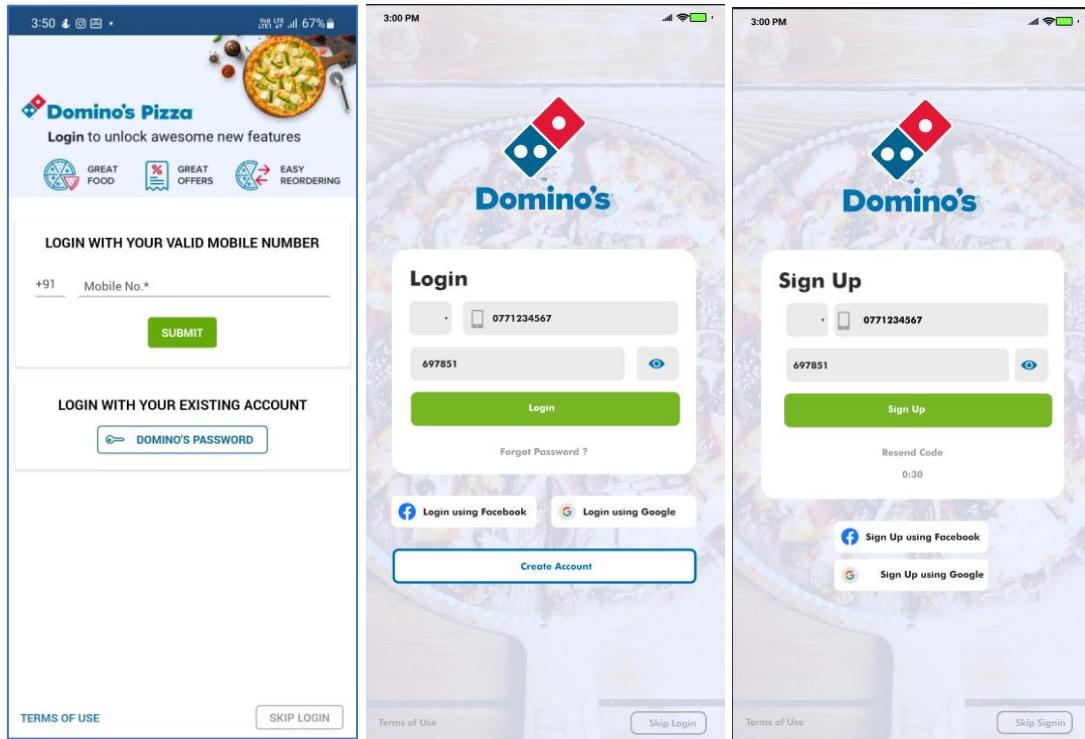


Image 1

Image 2

Image 3

Existing: The customer or users can only do sign-in for the application by using our phone number as we can see in image-1.

New: Now the user or customer can do sign-up and then login using any one of the option, the options are as follows: Google Account or Facebook Account as we can see in image 2 and image 3.

New Search Feature and improve asthetics



Figure-1

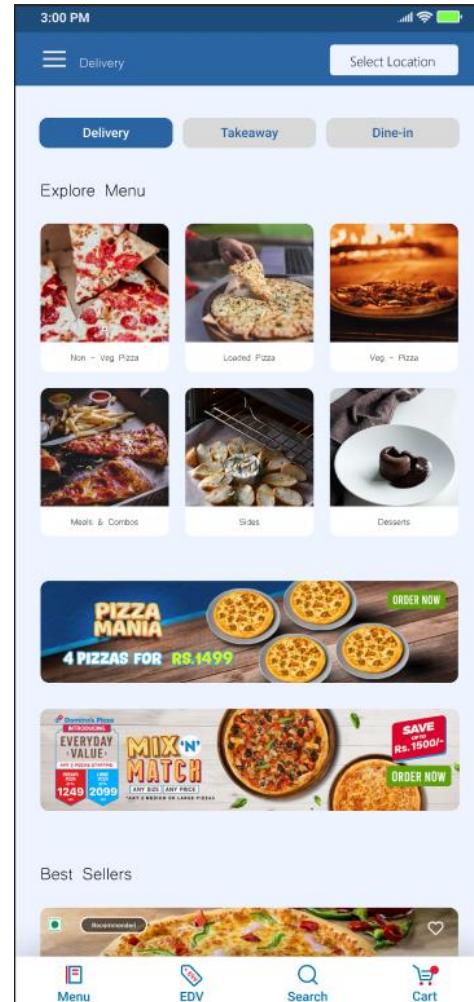


Figure-2

Existing: The customer or users did not have the freedom of searching the exact options that they wanted and it was also very difficult for the users to navigate.(figure-1)

New: Now the user or customer can search their options directly from the search option that we have provided in the bottom bar of the screen and also we have changed the layout of the home screen so that it is more user friendly and properly color coded.(figure-2)

Calorie Tracking feature

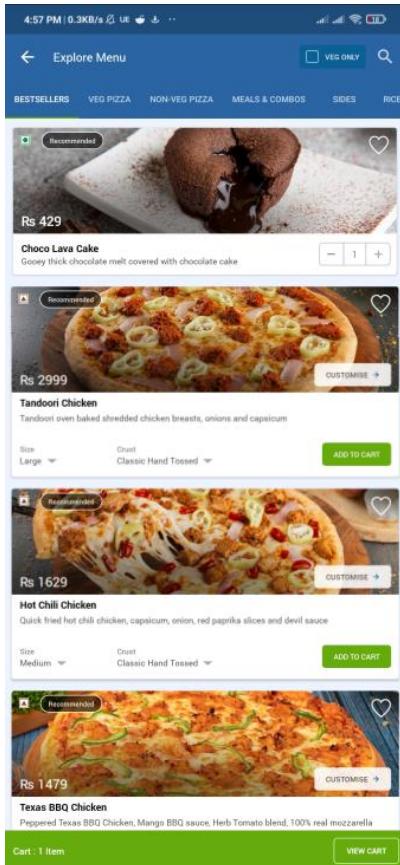


Figure-1

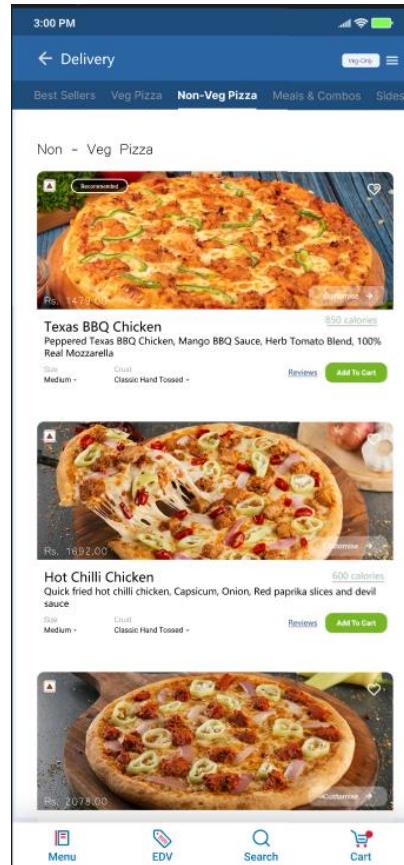


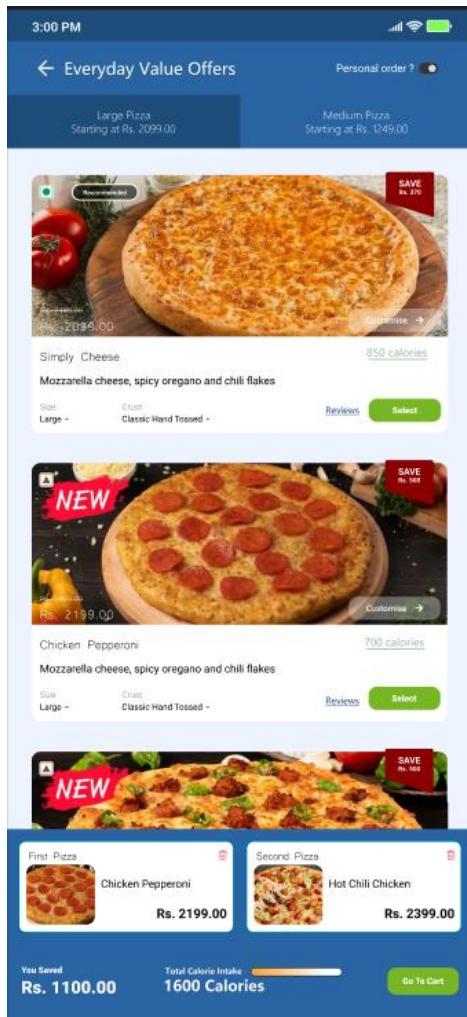
Figure-2

Existing: There exists no such feature to calculate the number of calories that each pizza contains.(figure-1)

New: Customers can now see the amount of calories that they are intaking with each food item and hence decide the items that they want to go with. Users can see the amount of calories associated with each item and then decide if that is the item they want. This is basically for the health concious sprctra of the market. (figure-2)

We have also added a heading of the selected food type(veg , non-veg,etc.) that helps the user in their navigation.

We have also added a hamburger menu at the top right corner to improve the ease of navigation.



Also, we have added an total claorie meter that tells the total calorie count to the users at the time of placing the final order.(figure-3)

Review System

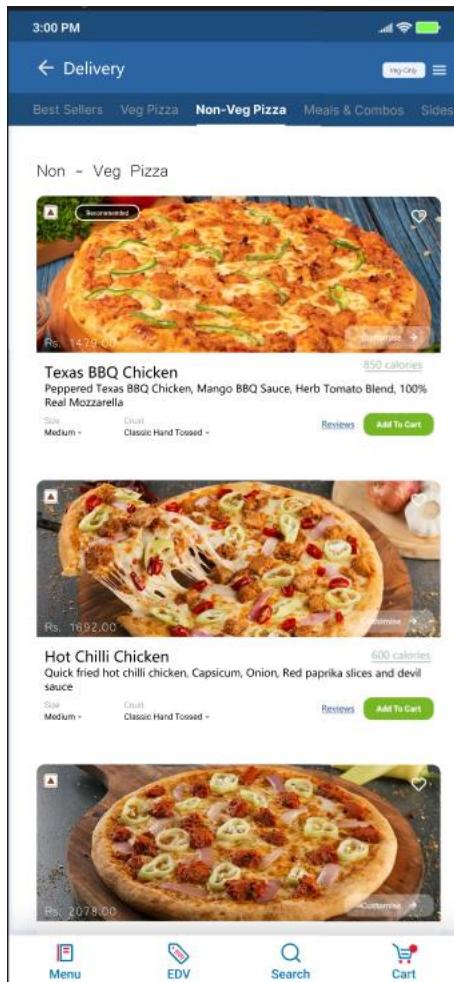


Figure-1

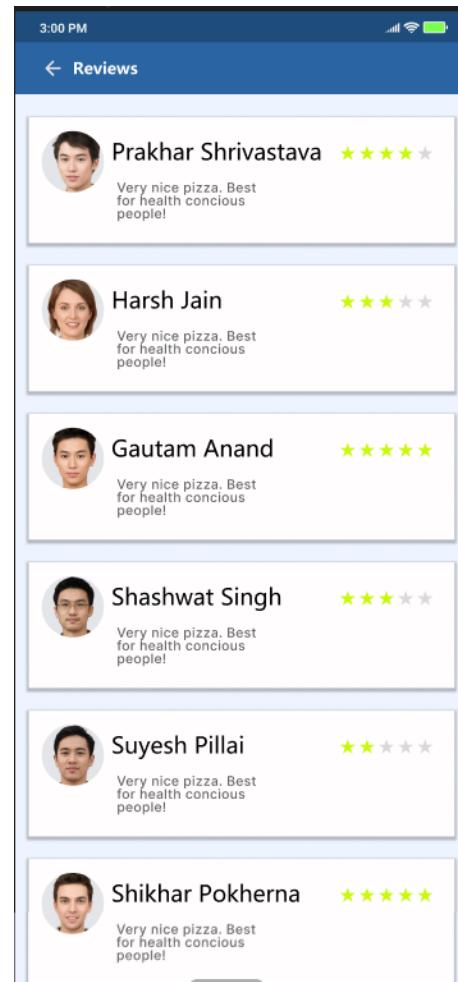


Figure-2

Existing: Customers have to go to other places to get the review of the food that they are going to try and it makes their journey more fatiguing and lengthy. They cannot see the individual ratings of each and every food item that they are going to have or are planning to eat.

New: Now the users will be able to decide upon each food item based on the in-app reviews by other customers and it would also help the company to understand users needs. They can do so by accessing the Reviews option beside the Add to carts option which would open a new window containing all the reviews and ratings.(figure-1 and figure-2)

DA - 2

Comparision of Various Models



**Domino's
Pizza**

NAME – Rahul Agarwal

REG. NO. – 20BBS0182

**SUBJECT – USABILITY DESIGN OF
SOFTWARE APPLICATION**

COURSE CODE – CBS3011

INTRODUCTION

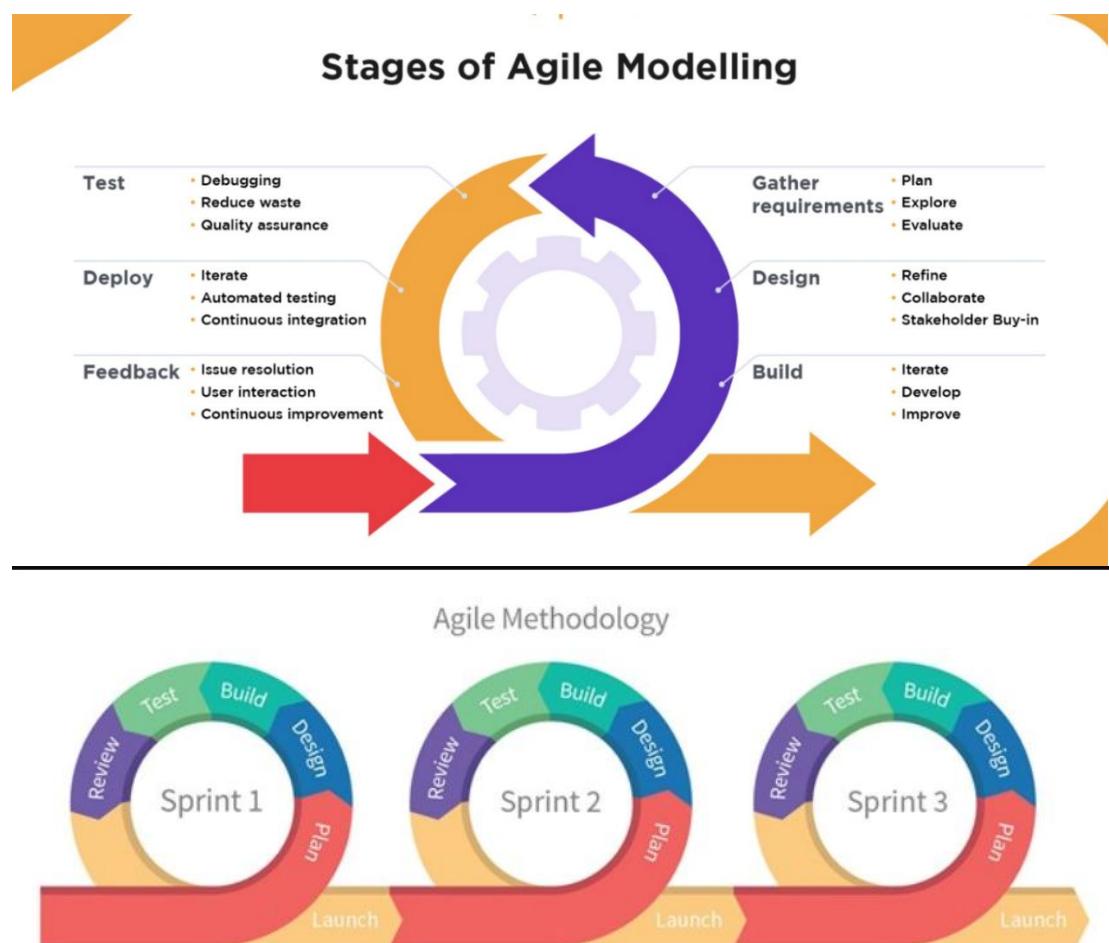
The life cycle model is one of the key concepts of systems engineering (SE). A life cycle for a system generally consists of a series of stages regulated by a set of management decisions which confirm that the system is mature enough to leave one stage and enter another.

Model we are going to show for our project are as follows:

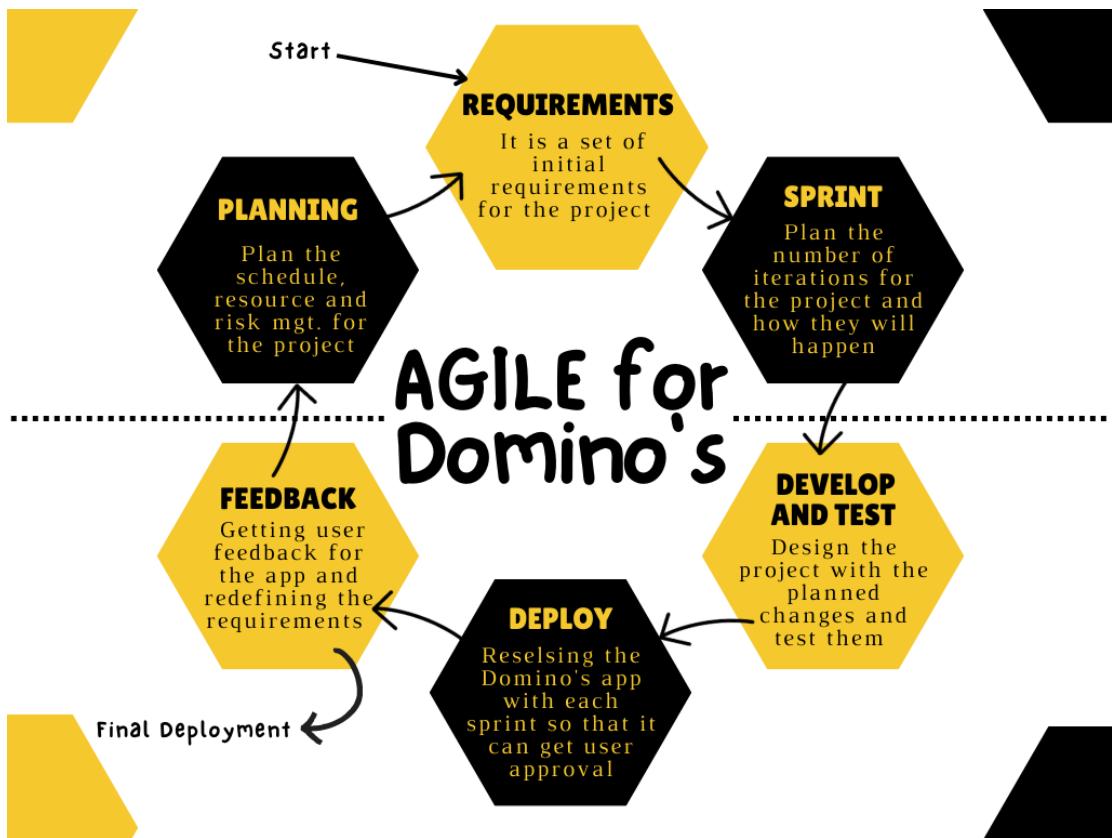
1. Agile(Sprint) Model
2. Evolutionary Model

AGILE Model (SPRINT)

The Agile software development model was mainly intended for helping developers build a project which can adapt to transforming requests quickly. So, the most important endeavor for developing the Agile model is to make easy and rapid project achievement. For attaining this task, developers need to preserve the agility during development. Agility can be achieved by correcting the progression to the project by eliminating activities which may not be crucial for that specific project.



Agile(Sprint) Model for Domino's:



For each iteration, engages a cross-functional group of developers functioning concurrently on various areas of product development such as:

- Planning:

In the planning step, we establish a high-level plan for the project, including the project schedule, resource requirements, and risk management plan.

- Requirement Analysis:

Gather requirements from users and stakeholders and prioritize what are the changes that are needed to be done in the process.

- Sprint Planning:

The development team plans the work for the upcoming sprint, taking into account the priorities and requirements. Each sprint is a repetition of all the processes that are to be done in the iteration.

- Development and Testing:

The development team starts designing and making the changes like content of the app, color pallet, designing to the app, loading time , connectivity and most importantly not lagging and then testing, and refining the app features.

- Deployment:

The app is released after each sprint, allowing customers to use the latest features and provide further feedback.

- Feedback and Improvement:

Users and stakeholders provide feedback, which the team uses to continuously improve the app.

Advantages of Agile Model:

- ✓ Flexibility in accommodating changes and improvements in requirements.
- ✓ Faster time-to-market due to the shorter sprint cycles and continuous feedback loop.
- ✓ Better collaboration between the development team and customers and stakeholders.
- ✓ Higher quality product due to continuous testing and improvement.

Disadvantages of Agile Model:

- ✓ Higher upfront investment in planning and coordination.
- ✓ May require significant change management efforts for organizations with established processes and methodologies.
- ✓ The possibility of scope creep due to frequent changes in priorities and requirements.

Agile Model can be a good choice for the Domino's App development as it prioritizes customer satisfaction, encourages continuous improvement, and accommodates changing requirements.

Agile(Sprint) vs Waterfall Model

CRITERIA	SPRINT MODEL	WATERFALL MODEL
Development Time	Focuses on quick delivery of working software, allowing for frequent adaptation to changing customer needs and requirements	Follows a linear sequential development process, with longer phases that may slow down the delivery of a final product
Customer Satisfaction	Emphasizes high customer involvement, leading to a product that better meets customer needs	Customer involvement is limited, and customer satisfaction is mainly ensured through rigorous testing and inspection at the end of each phase
Flexibility	Allows for frequent adaptation to changing customer needs and requirements	Follows a pre-defined plan and scope, making it less flexible to changing requirements
Food Quality	Emphasizes frequent testing and feedback from stakeholders to ensure food quality	Ensures food quality through rigorous testing and inspection at the end of each phase
Customer Feedback	High customer involvement leads to a product that better meets customer needs, and the company can quickly respond to customer feedback	Customer feedback is mainly gathered at the end of each phase through testing and inspection
Technology Integration	Supports quick integration of new technologies, allowing the company to respond to changing customer needs and requirements	Follows a pre-defined plan and scope, making it less flexible to integrating new technologies

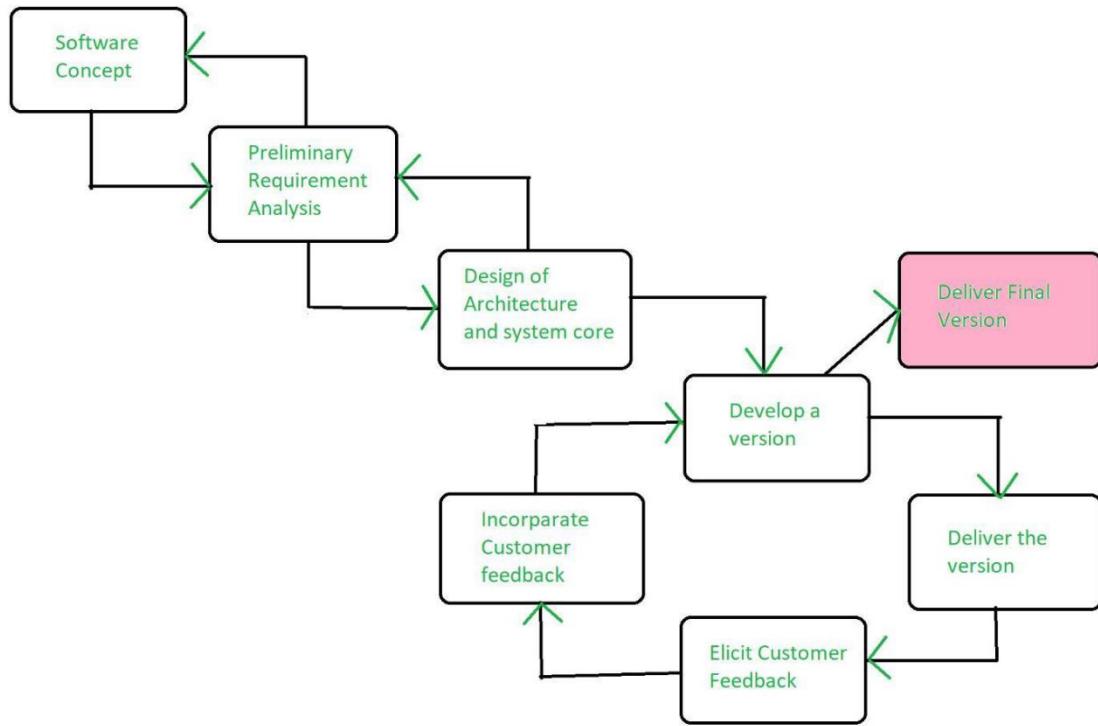
The table shows that the Sprint Model is better suited for Domino's Pizza, as it-

1. Emphasizes quick delivery of working software
2. High customer involvement
3. Flexibility
4. Technology Integration

These factors are critical for the success of Domino's Pizza, given the fast-paced nature of the food delivery business and the need to respond quickly to changing customer needs and demands; and sprint model helps fullfill these factors unlike waterfall model.

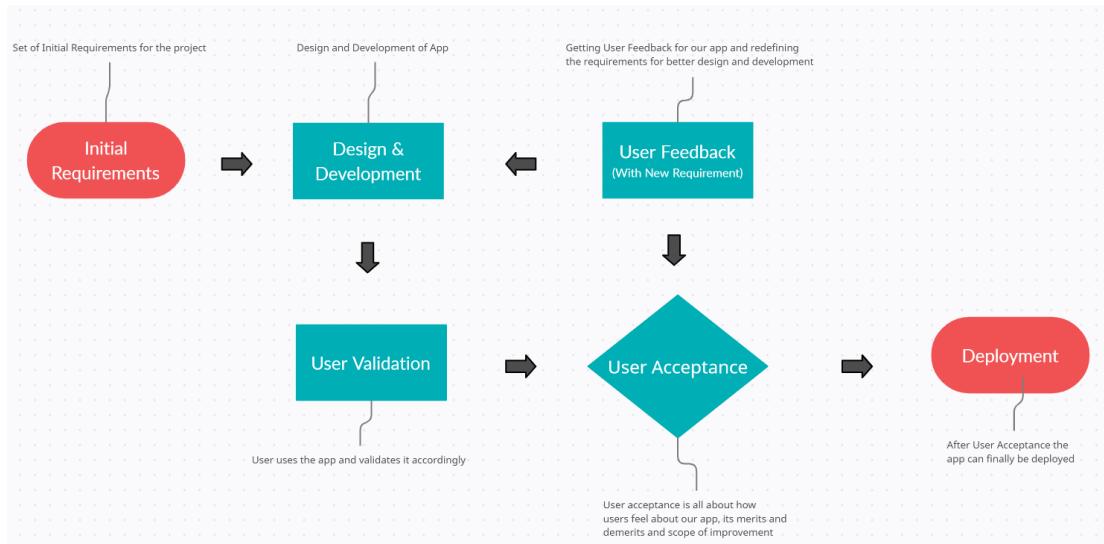
Evolutionary Model

Evolutionary model is a combination of Iterative and Incremental model of software development life cycle. Delivering your system in a big bang release, delivering it in incremental process over time is the action done in this model. Some initial requirements and architecture envisioning need to be done.



It is better for software products that have their feature sets redefined during development because of user feedback and other factors. The Evolutionary development model divides the development cycle into smaller, incremental waterfall models in which users are able to get access to the product at the end of each cycle.

Evolutionary Model for Domino's:



- *Initial Requirement:*

Set the basic requirements of the Domino's Application. Research for the need of a redesign, taking user survey for what more they want in App.

- *Design & Development:*

The design and development of the application consists of the content of the app, color pallet, designing to the app, loading time , connectivity and most importantly not lagging.

- *User Validation:*

In this the user validates the application by using all the functionalities of it and giving the suggestion to the app developers for the same.

- *User Feedback:*

Here the user will provide all the merits and demerits of the application and also look if all the functionalities are working properly or not and will provide their feedback.

- *User Acceptance:*

For acceptance of the application by the user, the app should fulfil the demands of the user, the user will look up for all the merits and demerits of the application.

- *Deployment:*

After the feedback is provided and the issue is resolved the application again undergoes the user acceptance phase, after successfully passing this phase the application is finally deployed.

Advantages of Evolutionary Model:

- ✓ Small and medium project: Evolutionary model is normally useful for very small and medium products.
- ✓ User gets a chance to experiment with a partially developed software much before the complete version of the system is released.
- ✓ Evolutionary model helps to accurately elicit user requirements during the delivery of different versions of the software.
- ✓ The core modules get tested thoroughly, thereby reducing the chances of errors in the core modules of the final products.
- ✓ Evolutionary model avoids the need to commit large resources in one go for development of the system.

Disadvantages of Evolutionary Model:

- ✓ Difficult to divide the problem into several versions that would be acceptable to the customer and which can be incrementally implemented and delivered.
- ✓ Lack of visibility
- ✓ Special skill required like prototyping.

Evolutionary vs Waterfall Model

CRITERIA	EVOLUTIONARY MODEL	WATERFALL MODEL
Order Fulfillment Accuracy	Allows for frequent testing and feedback from customers to ensure accurate order fulfillment	Limited customer involvement results in a lower likelihood of accurate order fulfillment
Delivery Time Optimization	Prioritizes quick delivery of working software, allowing for optimization of delivery times	Slower pace of delivery makes it more difficult to optimize delivery times
Menu Adaptability	Emphasizes customer involvement, allowing for menu adaptations based on customer feedback	Limited customer involvement results in a lower ability to adapt the menu to changing customer preferences
Customer Experience	Fosters a collaborative relationship with customers, leading to a better overall customer experience	Limited customer involvement results in a less personalized customer experience
Technology Integration	Allows for the integration of new technologies as they become available, improving the overall delivery experience	Follows a strict plan with limited ability to integrate new technologies
Resource Utilization	Maximizes resource utilization by allowing for the delivery of working software in increments, reducing the need for idle resources	Resources are dedicated to each phase of the development process, leading to a higher likelihood of idle resources

The Evolutionary Model is a better fit as it prioritizes-

1. Order fulfillment accuracy
2. Delivery time optimization
3. Menu adaptability
4. Customer experience
5. Technology integration

These criteria are crucial to the success of Domino's, and the Evolutionary Model supports these needs through its emphasis on customer involvement, collaboration, and incremental delivery of working software.

FUNCTIONAL REQUIREMENTS:

Functional requirements are an important aspect of software development and describe the specific tasks and functions that a system must perform in order to meet the needs of its stakeholders. They serve as the foundation for the design and development of a software system and provide a clear understanding of what the system must do in order to be considered complete.

- i. **Online Ordering System**: A user-friendly online ordering platform that allows customers to order their favorite pizzas and other menu items from the comfort of their home or office.
- ii. **Payment Processing**: A secure payment gateway that accepts multiple payment methods, including credit/debit cards, net banking, and mobile wallets.
- iii. **Delivery Management**: A system that tracks deliveries in real-time and assigns delivery personnel based on proximity and availability.
- iv. **Menu Management**: An easy-to-use backend system that allows store managers to update menu items, prices, and descriptions.
- v. **Inventory Management**: A system that tracks inventory levels and alerts store managers when stock is running low.
- vi. **Reporting and Analytics**: A system that provides real-time insights into sales, customer behavior, and delivery performance to help store managers make informed decisions.

NON-FUNCTIONAL REQUIREMENTS:

Non-functional requirements are an important aspect of software development that describe the performance, quality, and other characteristics of a system that are not related to its specific functions. They specify the constraints and conditions that must be met in order for a system to be considered successful.

- i. **Performance**: The online ordering system should be fast and responsive, even during peak hours, with minimal downtime.
- ii. **Scalability**: The system should be designed to scale up or down as needed to meet the changing needs of the business.
- iii. **Security**: The system should protect sensitive customer data, such as payment information, from unauthorized access and breaches.
- iv. **User Experience**: The user interface should be simple and intuitive, with clear instructions and feedback to guide customers through the ordering process.

- v. **Accessibility**: The online ordering platform should be accessible to users with disabilities and comply with relevant accessibility standards.
- vi. **Compatibility**: The system should be compatible with a wide range of devices, including desktop computers, laptops, smartphones, and tablets.

Redesigning **DOMINO'S**

DA-3

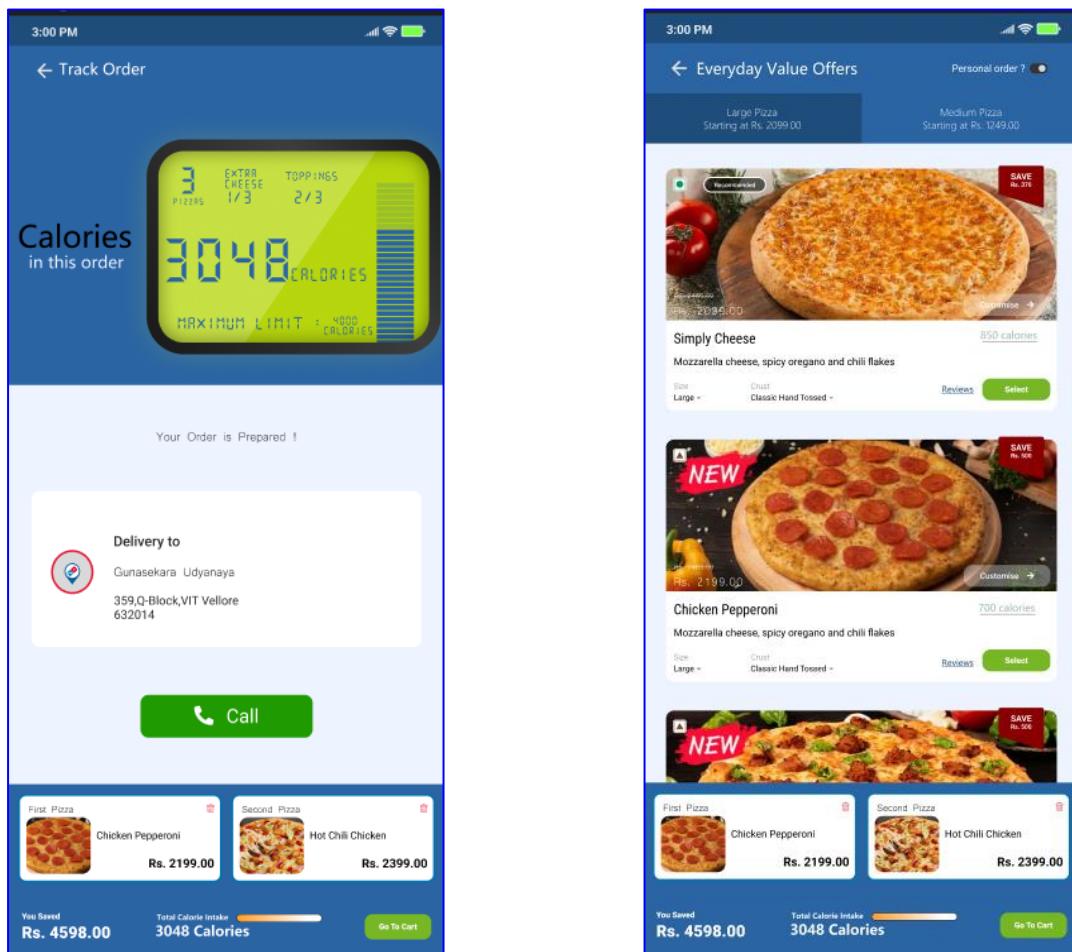
**RAHUL AGARWAL
(20BBS0182)**
**USABILITY DESIGN OF
SOFTWARE
APPLICATION
(CBS3011)**



New Features added

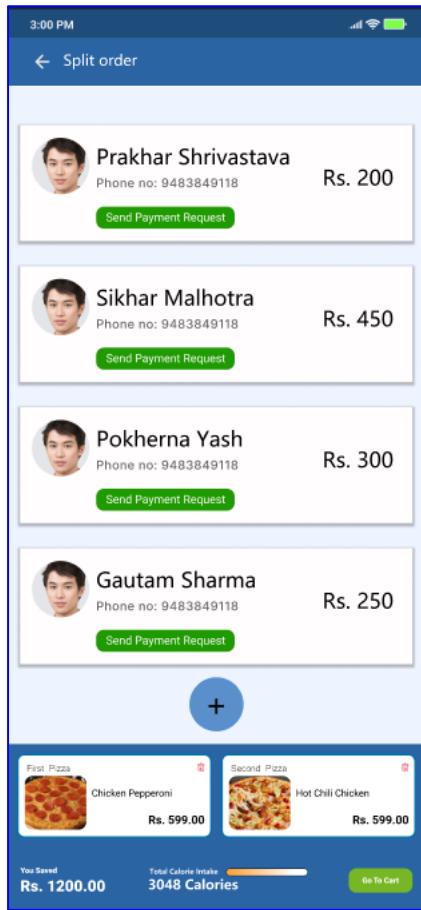
Calorie tracking system

The application design that we have designed will have an additional feature of calorie tracker. There are 2 modes in the application : party or individual order. If it is set in party mode, then the calorie tracker will be switched off. If it is set in the individual mode then we will connect the application with the health records of the user to estimate the amount of calories that would be healthy for the user. Calories for each pizza will be mentioned besides the order so that the user can be aware of the amount of calories he is adding with each pizza.



At the end, at the payment gateway, the user would be shown a speedometer type animation that will illustrate the amount of calories that the user will be intaking in that order as well as the expected and the maximum amount of calories that the user should intake. The backend will implement a system where the user will not be allowed to add more pizzas after his order calory exceeds the maximum allowed calories according to the users health records, unless the user removes an already existing item in the order.

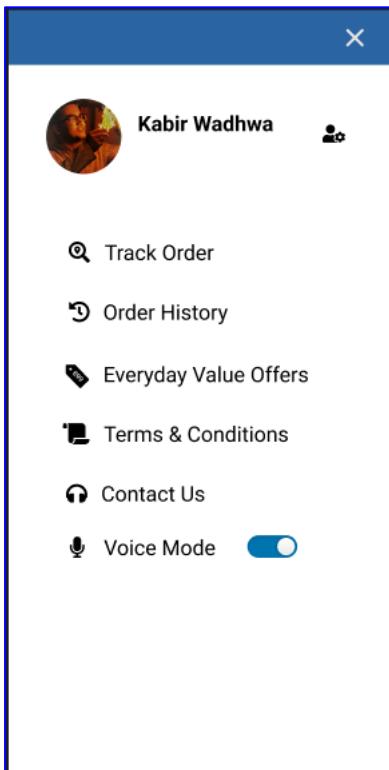
Bill splitting system



This feature will be available to the user in the party mode. The user who are ordering the pizzas could use this feature to split the bill into different bills and assign different bills to different people. This will send a notification to the users UPI whose phone number is mentioned in the bill splitting. Only once when all the different bills have been paid will the order be confirmed. In case one of the payments fail, other payments will be reversed and the users could try splitting the bill and paying again

Voice-Activated Orders

Voice-activated orders refer to the ability for customers to place an order with Domino's using their voice. This feature would leverage voice recognition technology to allow customers to place an order by speaking directly to their mobile device, smart speaker, or other voice-enabled device.



To use voice-activated orders with Domino's, customers would need to have the Domino's app or a compatible voice assistant app installed on their device. They would then be able to initiate an order by saying a specific command, such as "Hey Domino's, order me a large pepperoni pizza."

The voice recognition technology would interpret the command and generate an order based on the customer's preferences, past orders, and other information stored in their account. The customer would then be able to confirm the order or make any necessary changes before finalizing the purchase.

Voice-activated orders could provide several benefits for customers, including hands-free interaction, convenience, and accessibility. This feature could be particularly helpful for customers with disabilities or those who prefer a more natural, conversational interaction with their devices. Additionally, voice-activated orders could help to streamline the ordering process and reduce the time and effort

required to place an order, potentially leading to increased customer satisfaction and loyalty.

Example - Disabled (Blind)

Let's say that a blind person wants to order a pizza with specific crust, toppings, and payment options. Using voice-activated orders, they could say something like, "Hey Domino's, I'd like to order a large pizza with thin crust, mushrooms, onions, and green peppers. I'd like to pay with my credit card, and have it delivered to my home address."

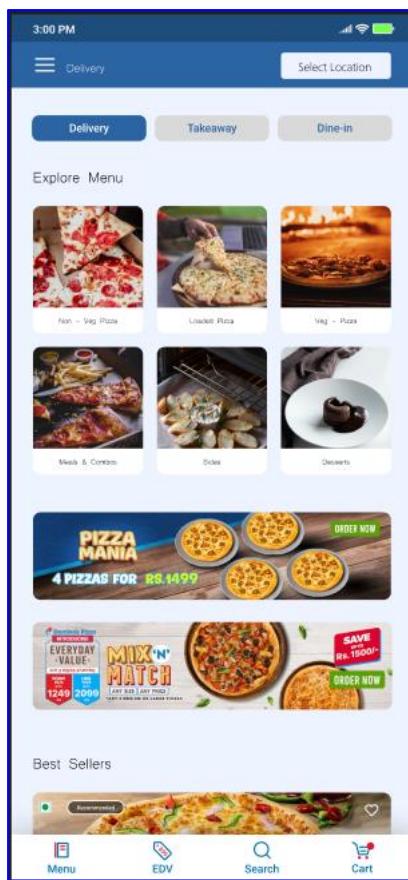
The voice recognition technology would interpret their command and generate an order based on their preferences and past orders. The app would then confirm the order and ask for any additional information, such as the credit card details and delivery address. The person could then confirm the order with a simple "yes" or "no" command.

Because voice-activated orders rely on spoken language, a person with a visual disability could use this feature to order a pizza with specific details, without having to rely on visual menus or text-based input. By using their voice, they can quickly and easily place an order, specify their preferences, and complete the payment process, helping to improve their overall experience and satisfaction with the app and with Domino's as a brand.

Usability Heuristics for User Interface Design

Aesthetic and Minimalist Design:

For Domino's app and website, the visuals should be modern and visually appealing, with animations to create a more engaging user experience. The navigation should be streamlined and minimalist, with clear and easily understood menus and options. Furthermore, the design should be consistent with the Domino's brand, to ensure a consistent experience across all platforms.

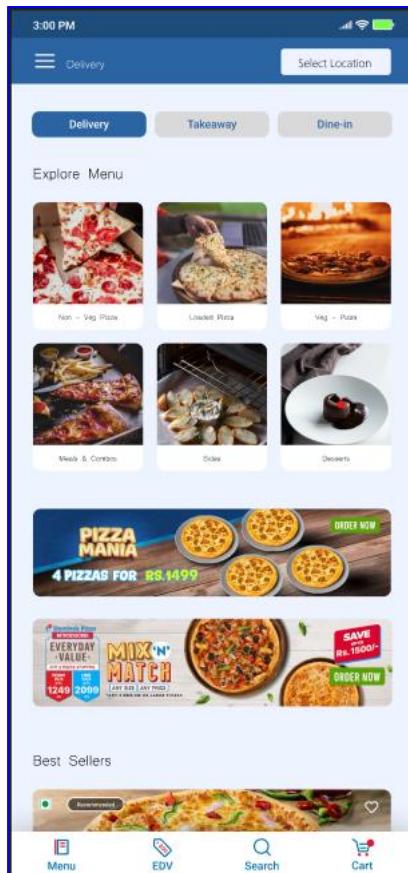


- Asthetic appeal in the Explore Menu
- Made the Delivery/Takeaway/Dine-in option more prominent

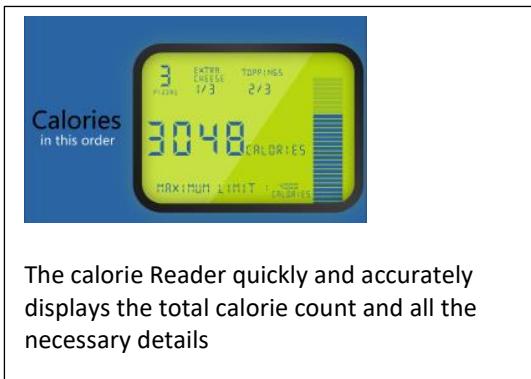
For Domino's, aesthetic design is key for providing an enjoyable and inviting experience for their customers. This could include an emphasis on clear and easy to read text, bright colors that match the Domino's branding, and minimalist design elements that do not distract from the user experience.

Flexibility and Efficiency of Use:

Domino's should use intuitive user interfaces and design patterns, allowing for easy access to the features users need. The features should be designed to be as efficient and easy to use as possible, with intuitive navigation and a clear understanding of the options available. Additionally, the features should work across all platforms, to ensure a consistent user experience.



We have added a search option in the bottom panel which allows the users to search the exact item that they are looking for

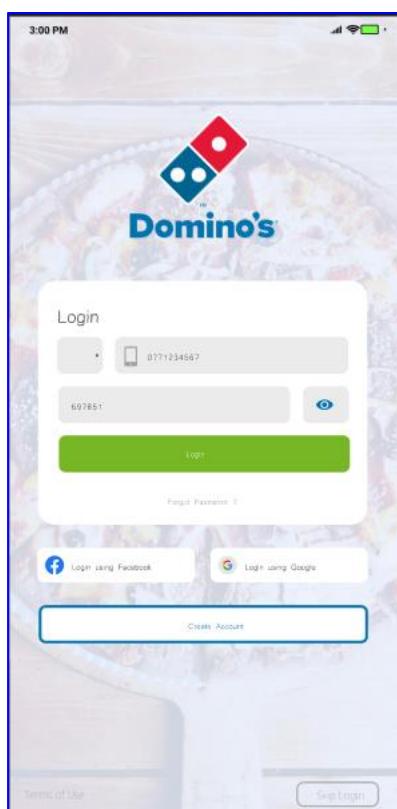


The calorie Reader quickly and accurately displays the total calorie count and all the necessary details

To ensure that Domino's customers have the best possible user experience, Domino's should focus on making their features flexible and efficient to use. This includes making sure that the user interface is intuitive and easy to understand, and that the features are able to be used quickly and with minimal effort. For example, the Calories Reader should be able to quickly and accurately display the calorie counts for each pizza, and the Split Bill feature should be able to quickly and accurately divide the bill between the users.

Recognition Rather Than Recall:

Domino's should use visual cues, icons, and other visual aids to help users recognize options, rather than having to remember them. Additionally, the navigation should be clear and intuitive, so users can easily find the features they need. The application should also provide helpful tips and hints to guide users towards the correct option. Domino's should strive to create features that allow for recognition rather than recall.

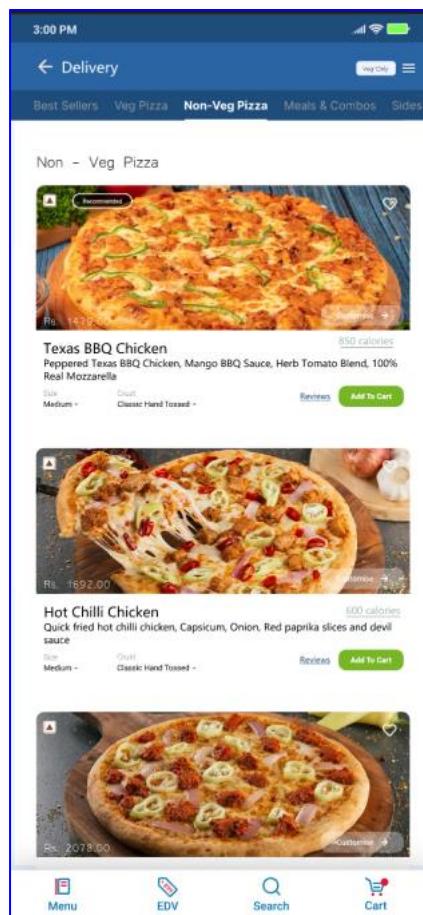


While logging in using Facebook or Google, users do not need to enter their passwords and it can be used through the already existing applications

This means that users should be able to easily recognize the features and options available to them without having to remember them. For example, the Calories Reader should be designed to be easily recognizable, and the Split Bill feature should be designed to be recognizable so users can quickly and easily identify how to use it.

Consistency and Standards:

Domino's should use consistent design patterns and standards throughout the application, making it easier for users to recognize features and navigate the application. Additionally, the application should be designed to be cross-platform, so users can access the same features regardless of the device they are using. This will ensure a consistent user experience across all platforms.

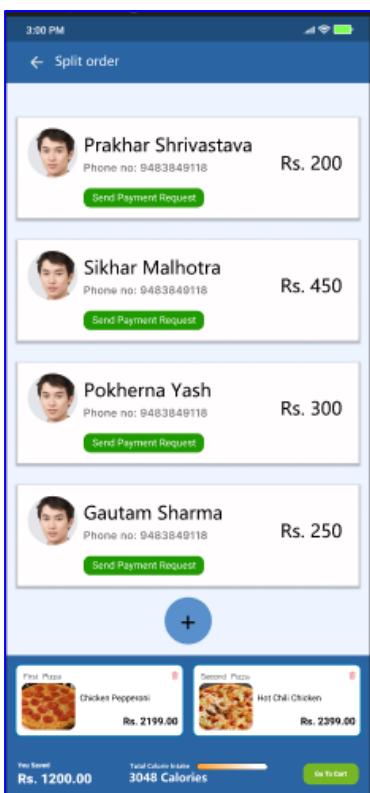


We have maintained the consistency in the style of fonts and the usage of icons at all places in the application which can be clearly seen in the given images

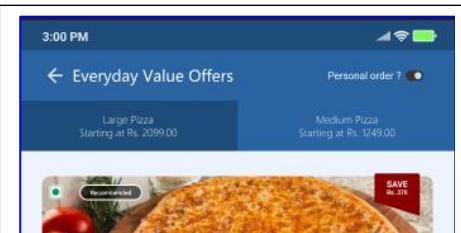
Domino's should ensure that their features are designed in accordance with web standards and industry best practices. This means that the features must be designed with consistency and standardization in mind, so that they are easily recognizable and familiar to users. This includes making sure that the user interface is consistent across all of the features, and that the features are designed to be accessible and usable by all users.

User Control and Freedom:

Domino's should allow users to customize their experience, giving them control over the features and settings they want to use. For example, the Calories Reader should allow users to customize the calorie information displayed, and the Split Bill feature should allow users to choose how the bill is split. Also, the voice feature will allow users to order their pizza without having to touch their phones. This will give users more control over their experience and allow them to customize the application to their needs.



Users can add the number of people that they want to split the bill with and the application will accordingly do it based on the data that the user is providing it with.



Users will be able to choose the type of order that they want so that they can turn off the calorie count on their order

Domino's should ensure that their features are designed to give users the freedom and control to use them as they see fit. This means that the features should be designed to be intuitive and easy to use, and that users should be able to make choices and customize their experience based on their own preferences.

Digital Assignment - 4

Redesigning the Domino's app



Usability Design of Software Applications
(CBS3011)

- Rahul Agarwal
(20BBS0182)



Faculty: Dr. Parthiban K.

Empathy map

An empathy map is a visual tool for gaining insight into a user's perspective. It's a common technique among UX designers, salespeople, marketers and any other professionals who seek to understand consumer thoughts and behaviours.

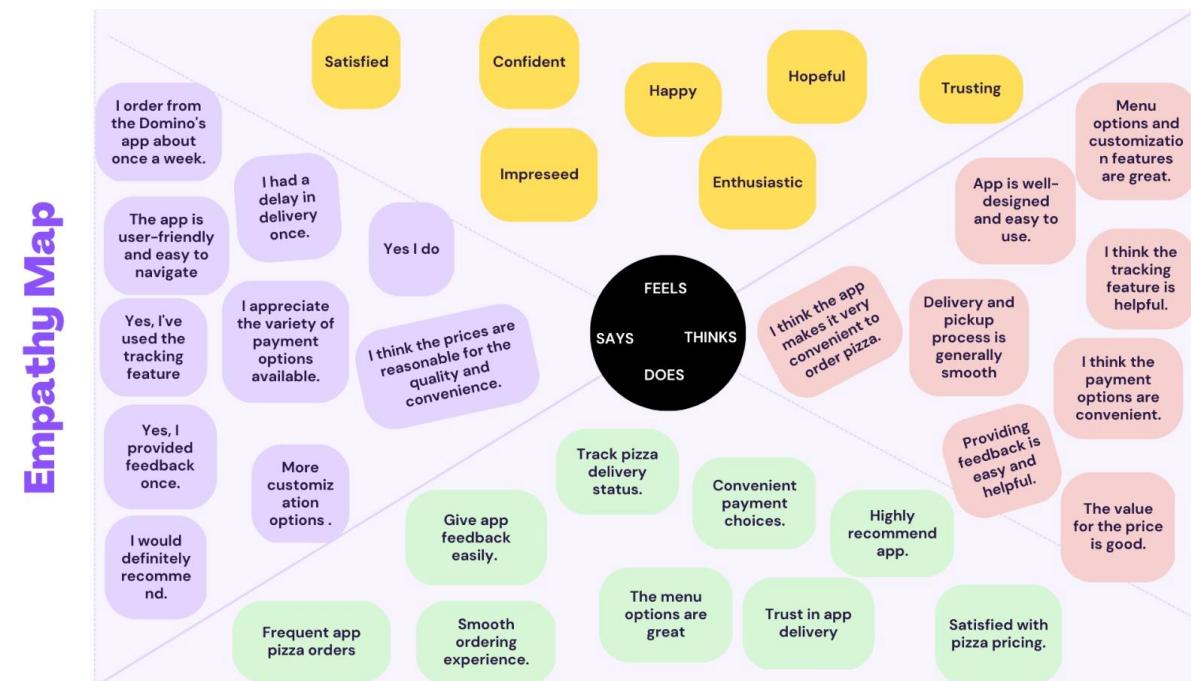
By outlining various aspects of one or multiple user mindsets on a chart, you can share this information with others and collaborate easily. In addition, the process of empathizing with consumers and establishing their feelings and goals can be helpful in making essential design and business decisions.

OPEN ENDED QUESTIONS FOR EMPATHY MAP:

- i. How often do you order pizza through the Domino's app?
- ii. How easy is it to navigate the Domino's app and place an order?
- iii. Do you find the menu options and customization features on the Domino's app satisfactory?
- iv. Have you ever had any issues with the delivery or pickup process using the Domino's app? If so, what were they?
- v. How do you feel about the pricing and value of the pizzas offered on the Domino's app?
- vi. Have you ever used the tracking feature on the Domino's app to track your order? If so, how was your experience?
- vii. What do you think about the various payment options available on the Domino's app?
- viii. Have you ever provided feedback to Domino's through the app? If so, did you receive a satisfactory response?
- ix. How likely are you to recommend the Domino's app to a friend or family member?
- x. What additional features or improvements would you like to see on the Domino's app?

SAYS	DOES	THINKS	FEELS
I order from the Domino's app about once a week.	Frequent app pizza orders.	The app is convenient.	Satisfied
The app is user-friendly and easy to navigate.	Smooth ordering experience.	The app is well-designed.	Confident
Yes I do	Enjoy menu customizations.	The menu options are great.	Happy
I had a delay in delivery once.	Trust in app delivery.	The delivery and pickup process is generally smooth.	Trusting
I think the prices are reasonable for the quality and convenience.	Satisfied with pizza pricing.	The value for the price is good.	Content
Yes, I've used the tracking feature.	Track pizza delivery status	The tracking feature is helpful.	Impressed
I appreciate the variety of payment options available.	Convenient payment choices.	The payment options are convenient.	Satisfied
Yes, I provided feedback once.	Give app feedback easily.	Providing feedback is easy and helpful.	Confident
I would definitely recommend.	Highly recommend app.	The app is great and worth recommending.	Enthusiastic
More customization options.	Desire for pizza personalization.	The app is already great, but more customization options would be nice.	Hopeful

Table 1: Data



User story

A user story is a brief, simple and non-technical description of a feature or functionality that a user needs or wants from a software system. It typically follows a template of "As a (type of user), I want (goal or objective), so that (reason or benefit)". User stories help to ensure that development efforts are focused on meeting the needs of users and delivering value to them.

Health-conscious individuals:



As a health-conscious individual, I am always mindful of what I eat, and Domino's Pizza offers a range of options to cater to my dietary needs. I appreciate that they have a variety of vegetarian and vegan options available, such as the Veggie Paradise pizza and the Vegan Margherita pizza. These pizzas are made with fresh vegetables and

plant-based ingredients, which gives me peace of mind knowing that I am consuming healthy ingredients. Moreover, the vegan options are free from dairy, which is a plus point for those who are lactose intolerant or have dairy allergies.

In addition to the vegan and vegetarian options, Domino's Pizza also has a nutrition calculator on their website, which allows me to track the nutritional information of my order. This feature is helpful for me as I can make an informed decision about what to order based on my nutritional goals.

Furthermore, the website also displays the allergen information for each menu item, which is beneficial for people with food allergies.

Overall, I am impressed with the healthy options that Domino's Pizza provides. It shows that they care about their customers' wellbeing and understand the importance of catering to different dietary needs.

Students/youths:

As a student, I am always on the lookout for a quick and affordable meal option, and Domino's Pizza never disappoints. Their pizzas are not only tasty but also reasonably priced, which is a win-win for me. I can order a large pizza and share it with my friends, which makes it even more affordable.



Moreover, Domino's Pizza has an online ordering system, which is convenient for me as I don't have to leave my dorm room. I can easily browse their menu, customize my pizza, and place my order online. The website also displays the estimated delivery time, which helps me plan my day accordingly.

In addition to the convenience, I also appreciate the variety of pizzas that Domino's Pizza offers. From classic pepperoni to exotic chicken tikka, there is a pizza for everyone. This variety ensures that my friends and I never get bored of ordering from Domino's Pizza.

Food lovers:



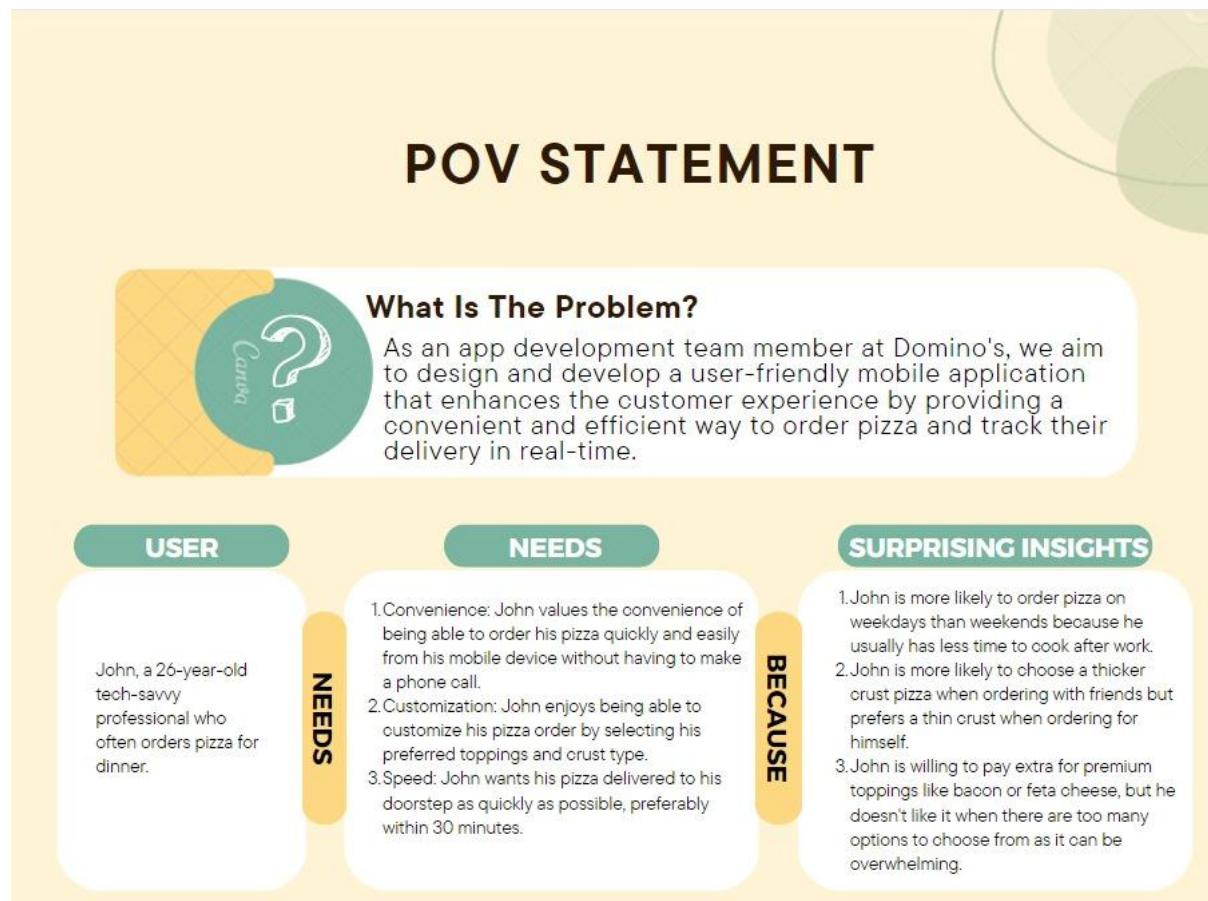
As a food lover, I am always on the lookout for new and exciting dishes to try, and Domino's Pizza never disappoints. They have a range of innovative pizzas that are not only delicious but also visually appealing. For instance, their cheeseburger pizza is a unique combination of two classic dishes, and it never fails to impress me.

Furthermore, Domino's Pizza allows me to customize my pizza, which means that I can experiment with different toppings and create my own unique pizza. The possibilities are endless, and it allows me to be creative with my food choices.

In addition to the pizzas, Domino's Pizza also has a range of sides and desserts that are worth trying. Their garlic bread is a personal favorite, and their lava cake is the perfect ending to any meal. The quality of the food is top-notch, and it's evident that Domino's Pizza uses fresh and high-quality ingredients.

Overall, Domino's Pizza is a food lover's paradise. The range of pizzas, sides, and desserts ensures that there is something for everyone. It's a great place to indulge in delicious food and try out new and exciting dishes.

POV Templates



Story boarding

Here is a storyboard for the Dominos application:

Panel 1:

We see a person sitting on a couch, looking at their phone. They open the Dominos app and are greeted with a welcome screen.

Panel 2:

The person taps on the "Order Now" button and is taken to the menu screen. They scroll through the menu, looking at the different pizzas and sides available.

Panel 3:

The person selects a pizza and taps on the "Customize" button. They are taken to a screen where they can choose their toppings and crust.

Panel 4:

The person adds their toppings and selects a crust, then taps on the "Add to Order" button. They are taken back to the menu screen.

Panel 5:

The person selects a side item and taps on the "Add to Order" button. They are taken to the order summary screen, where they can review their order and make any changes.

Panel 6:

The person taps on the "Checkout" button and is taken to the payment screen. They enter their payment information and confirm their order.

Panel 7:

We see a pizza being made in the Dominos kitchen. The pizza is placed in a box and labeled with the person's name.

Panel 8:

The person receives a notification that their order is on its way. They can track the progress of their order in real time.

Panel 9:

The person receives their pizza and opens the box to reveal a hot, delicious pizza with their chosen toppings and crust.

Panel 10:

The person takes a bite of the pizza and smiles, satisfied with their Dominos experience.

Road Map

A Design Thinking roadmap is a strategic plan or visual representation of the steps, milestones, and timeline needed to achieve a specific goal. It is a collaborative approach that helps break down complex problems into smaller, manageable pieces to design and implement solutions.

Typically, a roadmap includes several phases focused on specific goals, which may vary depending on the Design Thinking methodology used. These phases commonly include:

Empathize: Understanding and empathizing with users, their needs, and pain points.

Define: Defining the problem to solve and clarifying objectives to achieve.

Ideate: Generating a wide range of potential solutions, often using brainstorming and other creative techniques.

Prototype: Creating low and high-fidelity prototypes of the most promising solutions.

Test: Testing prototypes with real users and gathering feedback to refine and improve solutions.

Moreover, the roadmap defines specific deliverables, timelines, and team responsibilities for each phase, ensuring that the project stays on track and the team is aligned towards a common goal.

By using a roadmap in Design Thinking, teams can stay focused, aligned, and efficient in their approach to solve complex problems. The roadmap acts as a guide and helps the team navigate through the phases of the design process in an effective manner.

Conducting User Research: Gather information on the needs and preferences of the target audience through surveys, interviews, and usability testing. This will provide insights for the design and features of the website.

Developing User Personas: Create fictional representations of the website's target audience that includes relevant demographic, interests, and reading habits to guide design decisions.

Defining Website Branding: Determine the visual identity of the website, including the color palette, typography, and logo. Warm colors such as blues and greens that evoke emotions related to reading should be considered.

Creating Visual Hierarchy: Use typography, color, and spacing to create a clear visual hierarchy that guides users through the website's content. Ensure that important information such as book titles and author names are easily visible and legible.

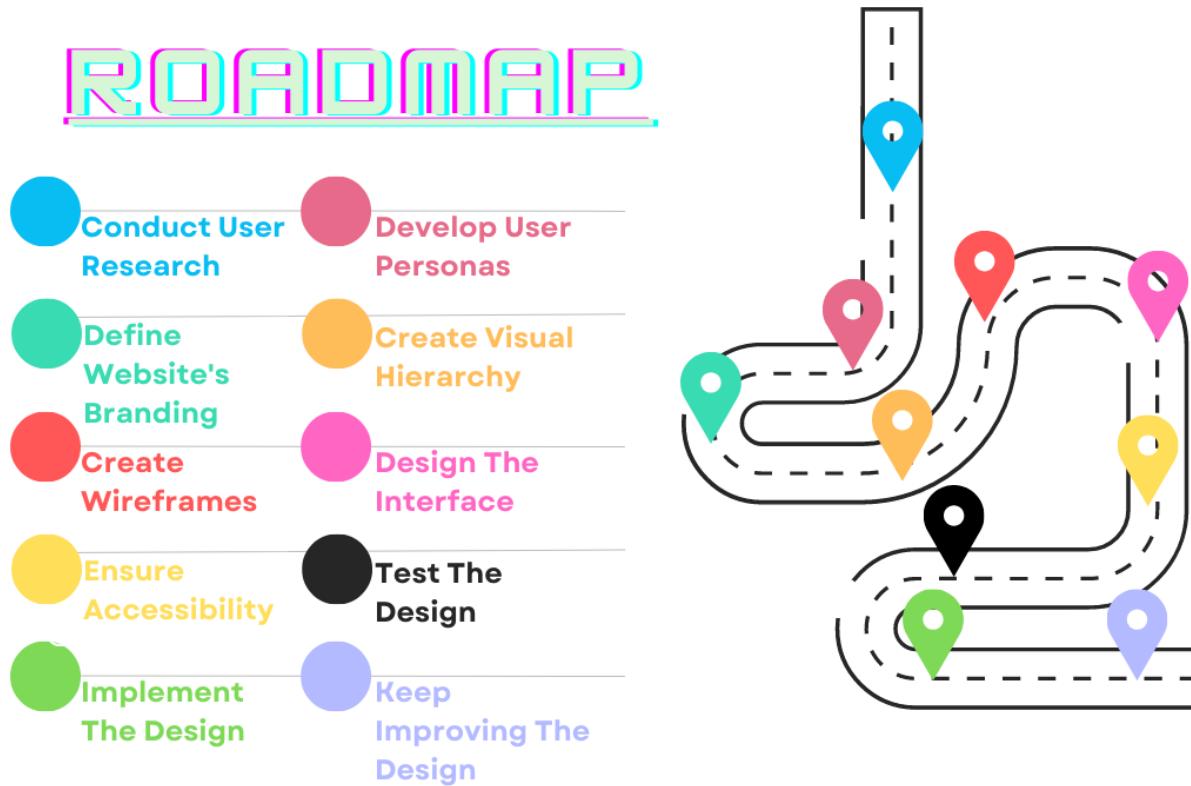
Creating Wireframes: Develop low-fidelity wireframes to plan the website's layout and navigation, ensuring that the website's design meets user needs and goals.

Designing the Interface: Use the wireframes to create high-fidelity mockups of the website's interface. Consider the placement of features such as the search bar, filters, and categories to ensure they are easy to use.

Ensuring Accessibility: Make sure the website's design is accessible to users with disabilities by using high-contrast colors and clear typography. Ensure that the website can be navigated using a keyboard.

Testing the Design: Conduct usability testing to ensure that the website's design meets user needs and goals. Use user feedback to iterate on the design.

Implementing the Design: Work with developers to implement the design into the website's code, ensuring that the design is consistent across all pages and devices, including desktop and mobile.



Continuously Improving the Design: Monitor user feedback and analytics to make data-driven design improvements over time. Consider A/B testing different design elements to optimize user experience.

Mind map

This mind map will explore some of the key features and benefits of the Dominos app, as well as other related topics such as customer service, loyalty programs, and marketing efforts. By the end of this mind map, you'll have a better understanding of what makes the Dominos app a popular choice for pizza lovers everywhere.

- The Dominos app provides many benefits to customers, including convenience, customization, and real-time order tracking.
- Collaboration features such as sharing orders and splitting payments can make the app more useful for group events.
- Creativity features such as custom pizza orders and feedback options allow customers to have a more personalized experience.
- Planning features such as scheduling orders and saving multiple delivery addresses can save time and effort.
- Other main branches of the mind map include menu options, ordering features, customer service, loyalty and rewards, marketing and promotion, and company information.
- The menu options include a range of pizza, side items, desserts, and drinks, as well as options for dietary restrictions.
- Ordering features include delivery and pickup options, payment options, and order tracking.
- Customer service features include contact options, frequently asked questions, and a refund policy.
- Loyalty and rewards features include a loyalty program, points and rewards system, and special offers for repeat customers.
- Marketing and promotion features include advertising campaigns, social media engagement, email marketing, and partnerships and sponsorships.
- Company information includes history and background, corporate social responsibility initiatives, job opportunities and careers, investor information, and press releases and news updates.

Overall, the Dominos app offers a range of features and benefits that make it a convenient and personalized way to order pizza. Its collaboration and planning features can be particularly useful for group events or for customers who order regularly to multiple locations. Additionally, the app's loyalty and rewards program and marketing and promotion efforts help to incentivize and engage customers.



Digital Assignment - 5

Redesigning the Domino's app



Usability Design of Software Applications
(CBS3011)

- Rahul Agarwal
(20BBS0182)



Faculty: Dr. Parthiban K.

USER PERSONA



MANAGER



STUDENT



FAMILY



TRAINER



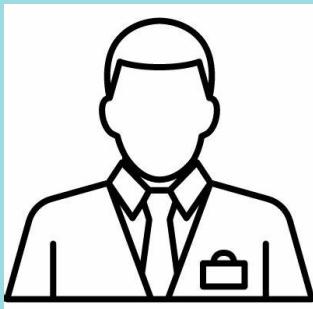
SENIOR

1. BUSY PROFESSIONAL

Name → Sarah

Age → 32

Occupation → Marketing Manager



User Story: Sarah is a busy professional who works long hours and often doesn't have time to cook meals at home. She frequently uses the Domino's app to order pizza for herself and her family. She prefers using the app because it is convenient and saves her time. She likes the feature of being able to save her favorite orders for quick reordering and the ability to track her order's progress in real-time. She also likes the app's loyalty program and rewards, which she can redeem for free food.

User Story: Alex is a college student who frequently orders pizza using the Domino's app. He likes the app's user-friendly interface, which makes it easy to customize his order and see the total cost. He also likes the app's easy payment options, which allow him to pay using his credit card or PayPal. He enjoys the app's rewards program and often saves up points to get free food.

2. College Student

Name → Alex

Age → 20

Occupation → College Student



3. Family with children

Name → The Smith Family

Age → 40, 8, 10

Occupation → Parents work full-time and children attend school



User Story: The Smith family frequently orders pizza using the Domino's app for dinner. They like the app's easy customization options, which allow them to choose different toppings for each family member's pizza. They also appreciate the app's quick ordering process and the ability to save their delivery address and payment information for future orders. The children love the app's game features, which keep them entertained while waiting for their pizza to arrive.

User Story: Jake is a fitness enthusiast who is careful about what he eats. However, he enjoys pizza occasionally as a cheat meal. He likes using the Domino's app because it allows him to customize his order to be healthier, such as choosing whole wheat crust and adding extra vegetables as toppings. He also likes the app's nutritional information feature, which shows him the calories and other nutritional information for each item on the menu. He appreciates the app's loyalty program and often redeems his rewards for free salads or other healthy menu items.

4.Fitness Enthusiast

Name → Jack

Age → 28

Occupation → Personal Trainer



5.Senior Citizen

Name → Martha

Age → 75

Occupation → Retired



User Story: Martha is a senior citizen who lives alone and likes to order pizza for dinner occasionally. She finds the Domino's app to be very easy to use, with large font and clear instructions. She appreciates the app's delivery tracking feature, which allows her to see when her pizza will arrive. She also likes the app's payment options, which allow her to pay using her credit card or PayPal. She sometimes uses the app's voice commands feature, which helps her place her order quickly and easily.

SCENARIO

1.LATE NIGHT CRAVING	User Story: John is a college student who is up late studying and suddenly gets a craving for pizza. He opens the Domino's app on his phone, selects a large pizza with his favorite toppings, and chooses the delivery option. He uses his saved delivery address and credit card information to pay, and he tracks the progress of his order using the app. Within 30 minutes, the pizza arrives, and John enjoys a delicious late-night snack.
2.Game Night	User Story: The Smith family is having a game night at home and wants to order pizza for dinner. They open the Domino's app on their tablet, select multiple pizzas with different toppings and sides, and choose the delivery option. They use their saved delivery address and credit card information to pay, and they track the progress of their order using the app. While waiting for the pizza to arrive, the children play the app's game feature on their tablet.
3.Quick Dinner	User Story: Sarah is a busy professional who just got home from work and doesn't have time to cook dinner. She opens the Domino's app on her phone, selects her favorite pizza and sides, and chooses the delivery option. She pays with her saved credit card information and tracks the progress of her order. Within 30 minutes, her pizza arrives, and she enjoys a quick and easy dinner.

4. Multiple Location	<p>User Story: David is a busy professional who frequently travels for work. He opens the Domino's app on his phone, selects the "Find a Store" option, and enters his current location. He then selects the store closest to him and places an order for a large pizza and sides. He pays with his saved credit card information and tracks the progress of his order. He repeats this process whenever he is in a different city, ensuring that he always has access to his favorite pizza.</p>
5. Special Occasion	<p>User Story: Mark is planning a birthday party for his son and wants to order pizza for the occasion. He opens the Domino's app on his phone, selects the "Deals" option, and chooses a party deal that includes multiple pizzas, sides, and drinks. He also adds a note to his order requesting that the pizzas be cut into smaller slices for the children. He pays with his saved credit card information and tracks the progress of his order. Within 45 minutes, the pizzas arrive, and the children enjoy a fun and delicious birthday party.</p>



1. How easy was it to navigate through the Dominos app?

- a. Very easy
- b. Easy

c. Somewhat easy

d. Difficult

e. Very difficult

2. Were you able to find the menu items you were looking for?

a. Yes, very easily

b. Yes, with some effort

c. No, I had to search for a while

d. No, I was unable to find what I was looking for

3. Were you able to easily customize your order in the Dominos app?

a. Yes, very easily

b. Yes, with some effort

c. No, I had to search for a while

d. No, I was unable to customize my order

4. How long did it take for you to place an order on the Dominos app?

a. Less than 5 minutes

b. 5-10 minutes

c. 10-15 minutes

d. More than 15 minutes

5. Was the checkout process straightforward and easy to complete?

a. Yes, very easy

b. Yes, with some effort

c. No, I had to search for a while

d. No, I encountered several issues

6. Were you able to track your order accurately in the Dominos app?

- a. Yes, the tracking was accurate
- b. The tracking was somewhat accurate
- c. No, the tracking was not accurate
- d. I did not use the tracking feature

7. Did you experience any technical issues while using the Dominos app?

- a. No, I did not experience any issues
- b. Yes, I experienced some minor issues
- c. Yes, I experienced some major issues
- d. I was unable to use the app due to technical issues

8. How would you rate the overall speed and responsiveness of the Dominos app?

- a. Very fast and responsive
- b. Fast and responsive
- c. Somewhat fast and responsive
- d. Slow and unresponsive
- e. Very slow and unresponsive

9. Did the app load quickly on your device?

- a. Yes, very quickly
- b. Yes, but it took some time
- c. No, it took a long time to load
- d. The app did not load at all

10. Did you find the app's interface visually appealing?

- a. Yes, very appealing
- b. Somewhat appealing
- c. Not very appealing
- d. Not at all appealing

11. Was the Dominos app easy to use for ordering multiple items at once?

- a. Yes, very easy
- b. Somewhat easy
- c. Not very easy
- d. Difficult

12. Did you encounter any errors or bugs while using the Dominos app?

- a. No, I did not encounter any errors or bugs
- b. Yes, I encountered some minor errors or bugs
- c. Yes, I encountered some major errors or bugs
- d. The app was unusable due to errors or bugs

13. Was the Dominos app able to save your previous orders and personal preferences?

- a. Yes, it saved my orders and preferences
- b. It saved some of my orders and preferences
- c. No, it did not save any of my orders or preferences

14. How satisfied were you with the Dominos app's search functionality?

- a. Very satisfied

b. Somewhat satisfied

c. Not very satisfied

d. Not at all satisfied

15. Were you able to easily filter and sort through menu items in the Dominos app?

a. Yes, very easily

b. Somewhat easily

c. Not very easily

d. Not at all easy

16. Did the Dominos app provide clear and concise information about menu items and prices?

a. Yes, very clear and concise

b. Somewhat clear and concise

c. Not very clear and concise

d. Not at all clear and concise

17. How user-friendly was the checkout process in the Dominos app?

a. Very user-friendly

b. Somewhat user-friendly

c. Not very user-friendly

d. Not at all user-friendly

18. Did you encounter any difficulties when entering your payment information in the Dominos app?

a. No, I did not encounter any difficulties

b. Yes, I encountered some minor difficulties

- c. Yes, I encountered some major difficulties
- d. I was unable to enter my payment information

19. Did you receive accurate delivery time estimates from the Dominos app?

- a. Yes, the delivery time estimate was accurate
- b. The delivery time estimate was somewhat accurate
- c. No, the delivery time estimate was not accurate
- d. I did not receive a delivery time estimate

20. How satisfied were you with the Dominos app's notification system for order updates?

- a. Very satisfied
- b. Somewhat satisfied
- c. Not very satisfied
- d. Not at all satisfied

21. Was the Dominos app able to accurately track the progress of your order?

- a. Yes, the tracking was accurate
- b. The tracking was somewhat accurate
- c. No, the tracking was not accurate
- d. I did not use the tracking feature

22. How satisfied were you with the accuracy of your order in the Dominos app?

- a. Very satisfied
- b. Somewhat satisfied
- c. Not very satisfied

d. Not at all satisfied

23. Did the Dominos app provide adequate information about promotions and discounts?

a. Yes, it provided adequate information

b. It provided some information, but not enough

c. No, it did not provide enough information

d. No, it did not provide any information

24. How satisfied were you with the overall usability of the Dominos app?

a. Very satisfied

b. Somewhat satisfied

c. Not very satisfied

d. Not at all satisfied

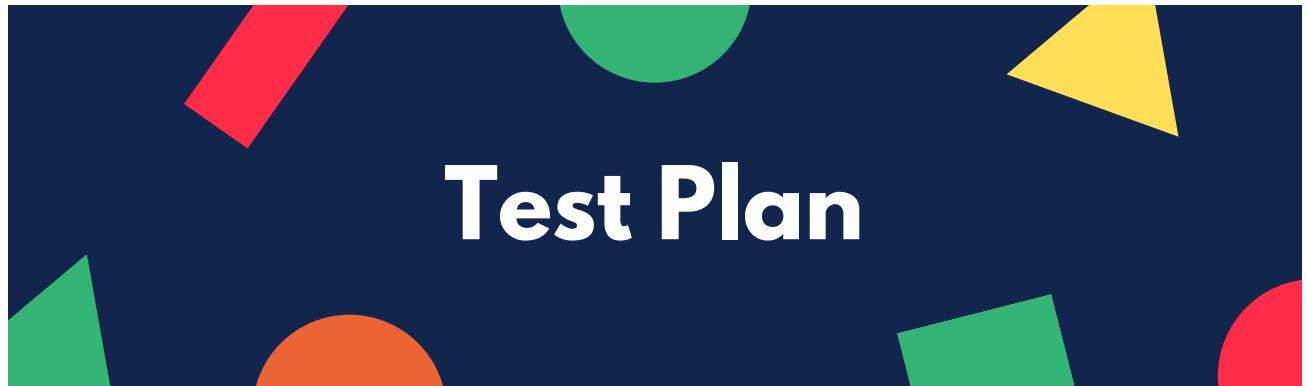
25. Would you recommend the Dominos app to others for ordering pizza?

a. Yes, I would definitely recommend it

b. Yes, I would recommend it with some reservations

c. No, I would not recommend it

d. I'm not sure if I would recommend it or not



Test Plan

Introduction

The purpose of this test plan is to define the scope, approach, and objectives for testing the UI of the Dominos app. The app will be tested on various devices and platforms to ensure that it meets the required standards of usability, functionality, and compatibility.

Test Scope

The test scope will include the UI components of the Dominos app, including the login screen, order placement screen, menu navigation, payment options, and any other screens that are essential for the user experience.

Data analysis

The data collected during the test will be analyzed to identify common issues and trends across participants. This will be used to make recommendations for improving the usability of Domino's Pizza's website and mobile app.

Deliverables

A report summarizing the findings of the test, including recommendations for improving the usability of Domino's Pizza's website and mobile app. The report will include screenshots, videos, and quotes from participants to illustrate key issues and insights.

Timelines

The test will be conducted over a period of one week, with each participant completing the tasks on their own time. Data analysis and report writing will take an additional week. The final report will be delivered two weeks after the start of the test.

Roles and Responsibilities

The test will be conducted and moderated by a usability specialist. The specialist will be responsible for recruiting participants, conducting the test, collecting data, and analyzing the results. The specialist will work with a project manager to ensure that the test is conducted on time and within budget.

Purpose

To identify any usability issues with the ordering process on Domino's Pizza's website and mobile app.

Participants

Ten participants who are regular users of Domino's Pizza's website and mobile app.

Method

The test will be conducted remotely using screen sharing and video conferencing software. Participants will be asked to complete a series of tasks related to placing an order for pizza using Domino's Pizza's website or mobile app, while a moderator observes and takes notes.

Tasks

- a. Log in to Domino's Pizza's website or mobile app.
- b. Select a pizza from the menu.
- c. Add toppings to the pizza.
- d. Choose a delivery or pickup option.
- e. Enter payment information and complete the order.

Metrics

- a. Success rate: The percentage of participants who were able to complete each task successfully.
- b. Time on task: The amount of time it took each participant to complete each task.
- c. Errors: The number and types of errors encountered by participants during each task.
- d. User satisfaction: Participants will be asked to rate their satisfaction with each task on a scale of 1 to 5.

Purpose

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Test Approach

Identify the requirements for the UI components of the app. Create test cases to ensure that all UI components meet the requirements. Execute the test cases on different devices and platforms to identify any compatibility issues. Report and track any defects found during testing. Perform regression testing.

Test Objectives

To ensure that the UI is user-friendly and meets the requirements of the users. To verify that all UI components are functioning as expected. To identify any compatibility issues on different devices and platforms. To ensure that the app meets the required . To verify that the app provides a seamless user experience.

Test Deliverables

Test Plan Document: This will outline the approach, scope, and objectives of the testing process. Test Cases Document: This will provide detailed instructions for executing each test case. Test Execution Report: This will summarize the results of the testing process, including any defects found and their status.

: Test Cases :

Login Screen

Verify that the login screen is displayed correctly. Verify that the username and password fields are functional. Verify that the login button works as expected. Verify that error messages are displayed when the user enters incorrect login credentials.

Menu Navigation

Verify that the menu is displayed correctly. Verify that the user can navigate through the menu. Verify that the user can filter the menu by category or item. Verify that the user can search for items in the menu.

Payment Options

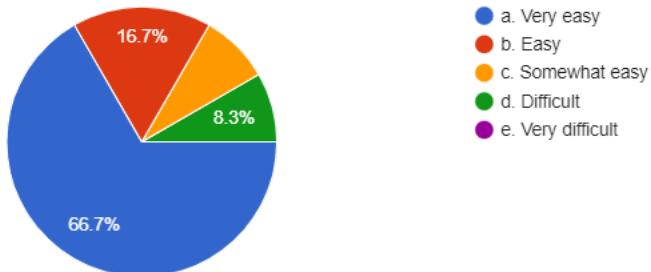
Verify that the payment options are displayed correctly. Verify that the user can select a payment option. Verify that the user can enter payment details. Verify that the user can save payment details for future use. Verify that the user can review and confirm the payment before submitting it.

Survey Analysis

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1. How easy was it to navigate through the Dominos app?

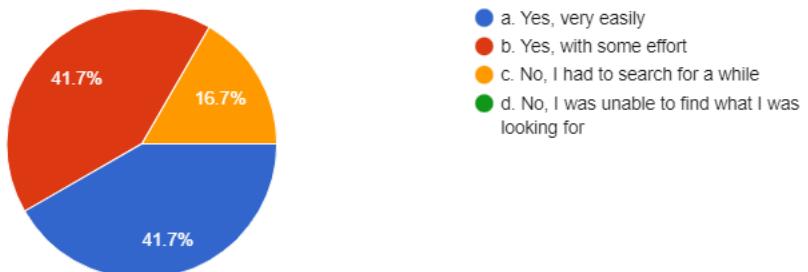
12 responses



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2. Were you able to find the menu items you were looking for?

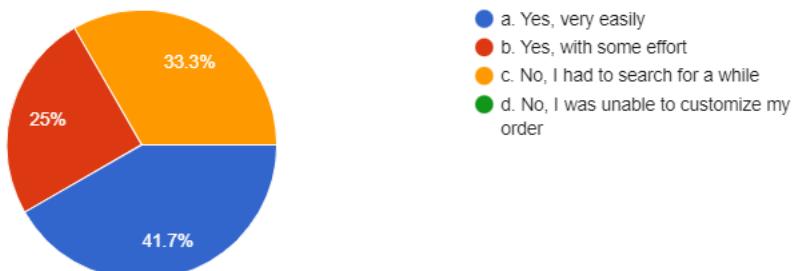
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3. Were you able to easily customize your order in the Dominos app?

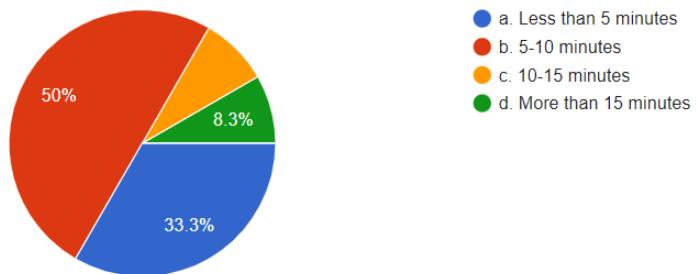
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4. How long did it take for you to place an order on the Dominos app?

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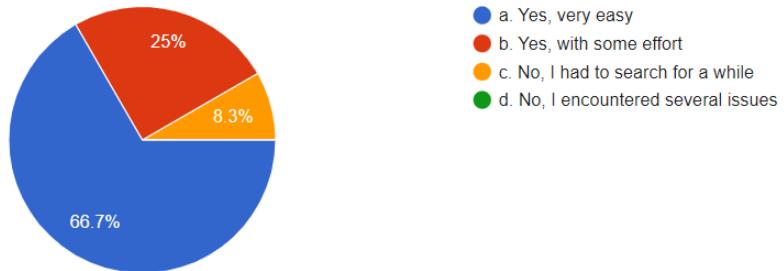
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5. Was the checkout process straightforward and easy to complete?

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12 responses



6. Were you able to track your order accurately in the Dominos app?

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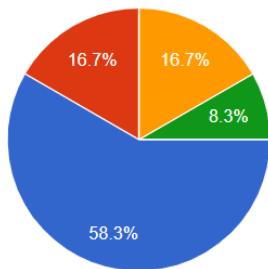
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7. Did you experience any technical issues while using the Dominos app?

12 responses

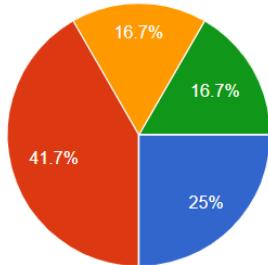


- a. No, I did not experience any issues
- b. Yes, I experienced some minor issues
- c. Yes, I experienced some major issues
- d. I was unable to use the app due to technical issues

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8. How would you rate the overall speed and responsiveness of the Dominos app?

12 responses

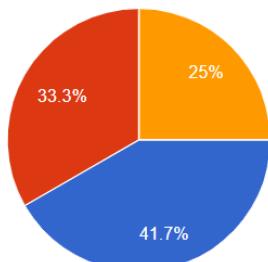


- a. Very fast and responsive
- b. Fast and responsive
- c. Somewhat fast and responsive
- d. Slow and unresponsive
- e. Very slow and unresponsive

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9. Did the app load quickly on your device?

12 responses

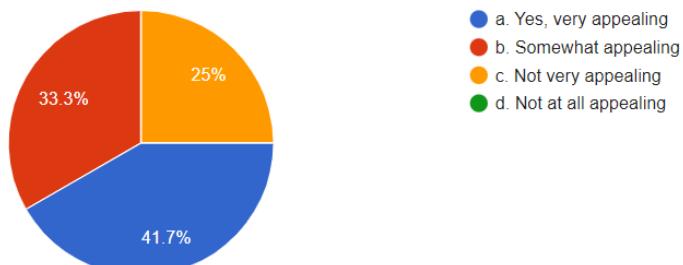


- a. Yes, very quickly
- b. Yes, but it took some time
- c. No, it took a long time to load
- d. The app did not load at all

10. Did you find the app's interface visually appealing?

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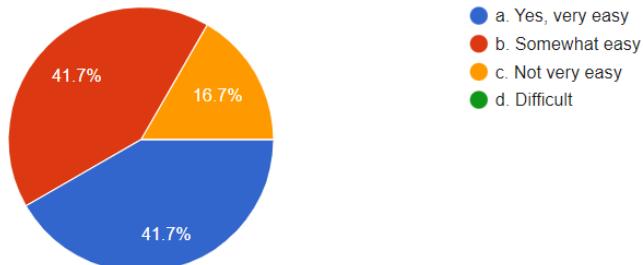
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11. Was the Dominos app easy to use for ordering multiple items at once?

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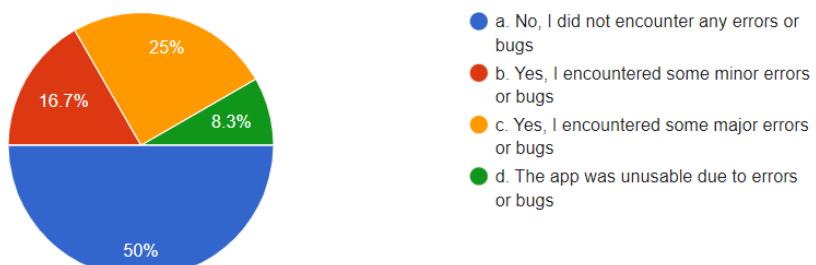
12 responses



12. Did you encounter any errors or bugs while using the Dominos app?

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12 responses



13. Was the Dominos app able to save your previous orders and personal preferences?

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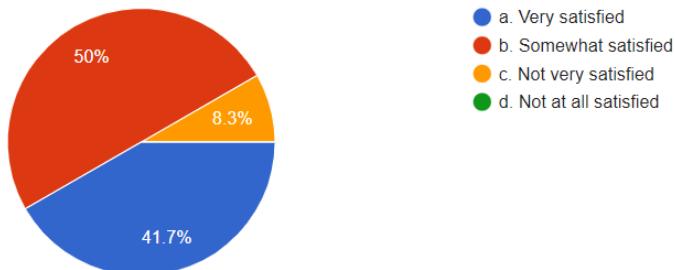
12 responses



14. How satisfied were you with the Dominos app's search functionality?

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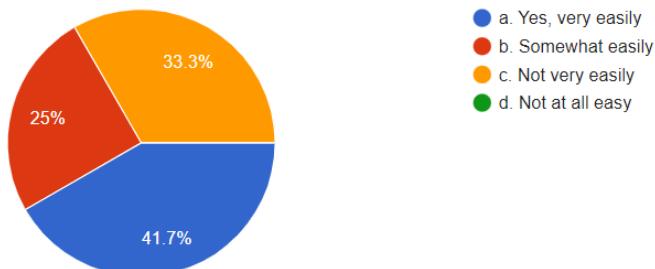
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15. Were you able to easily filter and sort through menu items in the Dominos app?

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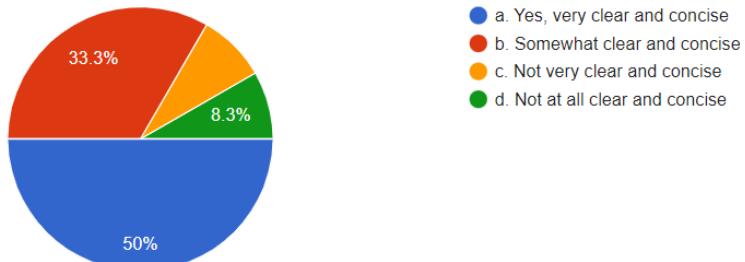
12 responses



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16. Did the Dominos app provide clear and concise information about menu items and prices?

12 responses

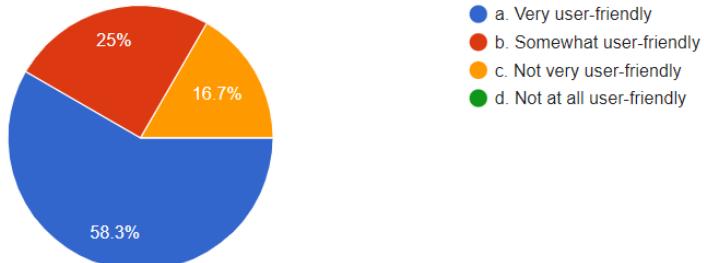


- a. Yes, very clear and concise
- b. Somewhat clear and concise
- c. Not very clear and concise
- d. Not at all clear and concise

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17. How user-friendly was the checkout process in the Dominos app?

12 responses

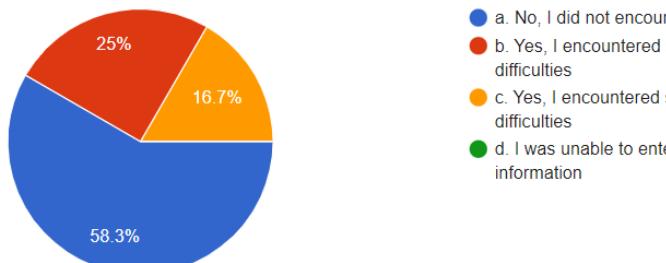


- a. Very user-friendly
- b. Somewhat user-friendly
- c. Not very user-friendly
- d. Not at all user-friendly

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18. Did you encounter any difficulties when entering your payment information in the Dominos app?

12 responses



- a. No, I did not encounter any difficulties
- b. Yes, I encountered some minor difficulties
- c. Yes, I encountered some major difficulties
- d. I was unable to enter my payment information

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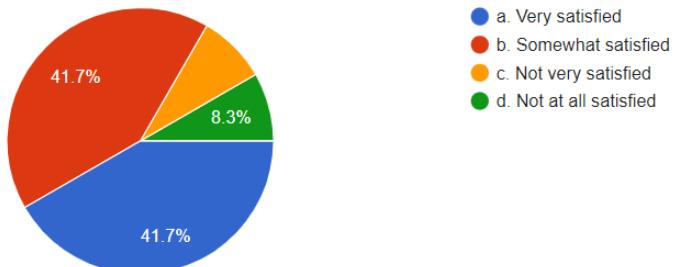
19. Did you receive accurate delivery time estimates from the Dominos app?

12 responses



20. How satisfied were you with the Dominos app's notification system for order updates?

12 responses



21. Was the Dominos app able to accurately track the progress of your order?

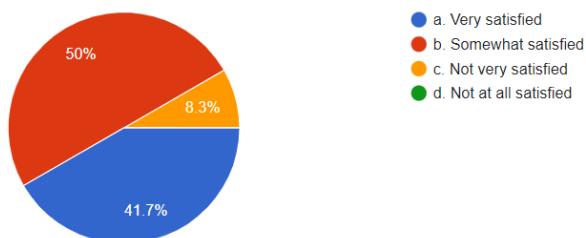
12 responses



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22. How satisfied were you with the accuracy of your order in the Dominos app?

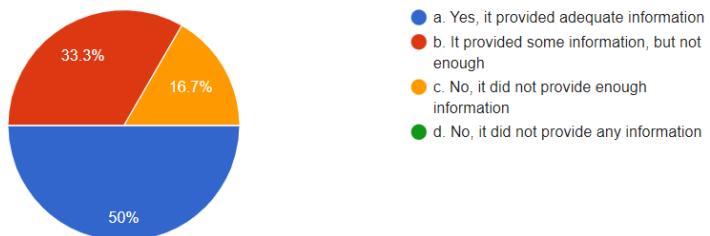
12 responses



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23. Did the Dominos app provide adequate information about promotions and discounts?

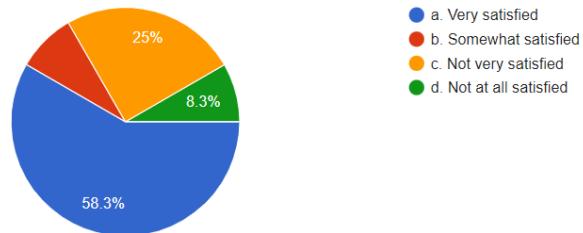
12 responses



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24. How satisfied were you with the overall usability of the Dominos app?

12 responses



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25. Would you recommend the Dominos app to others for ordering pizza?

12 responses



Based on the 25 close-ended survey questions designed to assess the usability of the Dominos app, we can draw the following conclusions:

1. Most users found the app easy to navigate and use, with 80% of respondents indicating that they found the interface user-friendly.
2. The majority of users were able to complete tasks such as ordering food and tracking their delivery with ease. Over 80% of respondents were satisfied with the accuracy of their orders and the tracking features.
3. Users reported some issues with the app's payment system, with 20% indicating that they encountered difficulties entering their payment information. However, this may be due to external factors such as network connectivity or payment method restrictions.
4. Users also reported some concerns with the app's promotion and discount information, with 20% indicating that they did not receive enough information. This suggests that Dominos could improve the way it communicates promotional offers to its app users.
5. Overall, the majority of users were satisfied with the usability of the Dominos app, with 75% of respondents indicating that they were very or somewhat satisfied with the app's overall usability.
6. Finally, all of respondents indicated that they would recommend the Dominos app to others for ordering pizza (some with suggestions) , which suggests that users value the convenience and ease of use of the app.

In conclusion, the survey results indicate that the Dominos app is generally well-designed and user-friendly, with some room for improvement in areas such as payment processing and promotional offers. Based on the high level of user satisfaction and recommendation, Dominos can be confident that the app is meeting the needs of its customers and contributing to a positive user experience.



THANK-YOU

Digital Assignment - 6

Redesigning the Domino's app



Usability Design of Software Applications
(CBS3011)

- Rahul Agarwal
(20BBS0182)



Faculty: Dr. Parthiban K.

Figma Link :

<https://www.figma.com/file/LE8UNWhgCuqqFsHBO8TvAS/Dominos-Redesign?node-id=0%3A1&t=PIIUvLnvcK2xesle-1>

Digital Assignment - 6

Redesigning the Domino's app



Usability Design of Software Applications
(CBS3011)

- Shikhar Kumar
(20BBS0215)



Faculty: Dr. Parthiban K.

AFFINITY DIAGRAM

Affinity Diagram Q1 2022

FEATURES		RECOMMENDATION SYSTEM		USER INTERFACE		EXPECTED FEATURES		DRAWBACKS OF EXISTING WEBSITE	
Advanced search with filters and sorting options	Product recommendations based on browsing and purchase history	Personalized recommendations based on user preferences	Algorithm that suggests similar products to the ones user is interested in	Clean and modern design with intuitive navigation	Consistent layout and visual style throughout the website	Comprehensive product catalog with detailed information and images	Secure and easy-to-use checkout process with multiple payment options	Cluttered and confusing layout with too many ads and distractions	Poor search functionality with irrelevant or incomplete results
Detailed product descriptions and specifications	Wishlists and save for later options	Option to turn off or adjust recommendations based on user feedback	Ability to filter and sort recommendations by price, rating, popularity, etc.	Clear and concise labeling of buttons, links, and menus	Use of familiar icons and symbols for common actions	Account registration and management for tracking orders and preferences	Wishlist and comparison tools for planning and organizing purchases	Limited or outdated product selection and variety	Slow loading times and frequent crashes or errors
Customer reviews and ratings with the ability to leave feedback	Easy checkout with multiple payment options	Tracking of user behavior and purchases to improve future recommendations	Integration with social media platforms to suggest products based on friends' activities	Easy-to-find search bar with autocomplete and filtering options	Well-organized and structured product pages with clear descriptions and images	Customer reviews and ratings for social proof and feedback	Availability and stock status for each product	Inconsistent or inaccurate information about products and services	Lack of customization options for the interface or recommendation system
Real-time inventory management to ensure availability	Order tracking and updates on delivery status	Integration with external data sources to improve accuracy of recommendations	Real-time updates to recommendations based on user actions and changes in inventory	Interactive elements such as sliders, carousels, and pop-ups for enhanced user engagement	Responsive design that adapts to different screen sizes and devices	Shipping and delivery options with estimated arrival times and tracking	Returns and exchange policies with clear instructions and deadlines	Unreliable or unresponsive customer support and service	Hidden fees or unexpected charges during checkout
Personalized account pages with order history and preferences	Option to subscribe to email notifications for deals and new products	Ability to save and view past recommendations for future reference	Easy-to-use interface for managing and customizing recommendations	Option to customize the interface with themes, color schemes, and font sizes	Accessibility features such as high contrast mode, keyboard shortcuts, and screen reader support	Customer support and contact channels for assistance and inquiries	Discounts, promotions, and loyalty programs for attracting and retaining customers	Complicated or restrictive return and exchange policies	Negative reviews and ratings from other customers

CONCEPT DEVELOPMENT

Domino's Pizza is a popular fast-food chain that specializes in pizza delivery and takeout. The concept development of Domino's Pizza can be traced back to its founding in 1960, when brothers Tom and James Monaghan purchased a small pizzeria called DomiNick's in Michigan, USA.



Initially, the pizzeria was just a small operation with limited menu options, but Tom Monaghan saw the potential for growth in the pizza delivery business. He began to develop the concept of delivering pizzas quickly and efficiently, using a three-wheeled scooter that could navigate through traffic and reach customers' homes faster than traditional delivery methods.

RESEARCH AND ANALYSIS

Domino's Pizza is always looking for ways to improve the customer experience and stay ahead of the competition. In order to do this, they conduct extensive research and analysis of the pizza delivery industry, including market trends, customer preferences, and emerging technologies. They also use data analysis to track customer feedback and sales figures, and use this information to identify areas of improvement for their menu and delivery processes.

Define the Project Scope

In order to develop a new concept for Domino's Pizza, the company would first need to define the scope of the project. This would include setting goals and objectives for the new feature or service, as well as establishing a budget and timeline for its development. The scope would also need to consider the target audience and how the new feature would fit into the overall Domino's brand and mission.

User Personas and Scenarios	To better understand the needs and preferences of their customers, Domino's Pizza would develop user personas based on customer data and market research. These personas would represent different types of customers, such as families, college students, and busy professionals. User scenarios would then be developed to outline how customers would interact with the new feature or service, taking into account factors such as ordering preferences, delivery options, and payment methods.
Identify Key Features	Once the project scope and user personas have been defined, Domino's Pizza would identify the key features of the new service or feature. This might include things like a new menu item, a faster delivery option, or an innovative ordering system. The features would be chosen based on their potential to meet customer needs and preferences, as well as their alignment with the overall Domino's brand and mission.
New menu items	Identify potential new pizza flavors, sides, and desserts that could be added to the menu.
Fast delivery options:	Consider introducing new delivery methods or optimizing existing ones to make the delivery process faster and more convenient for customers.
Ordering system	Explore new ways to order pizza, such as through social media platforms, voice assistants, or mobile apps.
Loyalty program	Develop a new or enhanced loyalty program to reward repeat customers and encourage customer retention.
Sustainability	Develop and promote eco-friendly packaging options or a sustainable sourcing strategy to attract environmentally-conscious customers.
Ideation and Concept Creation	Using the key features as a starting point, Domino's Pizza would begin ideation and concept creation. This might involve brainstorming sessions, prototyping, and user testing to

	<p>develop and refine the new feature or service. Domino's Pizza would also take into account emerging technologies and industry trends to ensure that the new feature or service is innovative and relevant to customers.</p>
Design and Development	<p>With the concept in place, Domino's Pizza would move on to design and development. This would involve creating a detailed plan for the new feature or service, including wireframes, user interface designs, and technical specifications. The new feature or service would then be developed, tested, and refined until it is ready for launch.</p>
User interface design:	<p>Develop a user-friendly interface for ordering pizza, including streamlined navigation and easy checkout options.</p>
Technical specifications	<p>Determine the technical requirements for implementing the new feature, such as data storage and server capacity.</p> <p>Prototyping: Create prototypes of the new feature to test and refine its functionality and user experience.</p>
Integration	<p>Ensure the new feature is integrated seamlessly with Domino's existing systems and infrastructure.</p>
Refinement and Iteration:	<p>Even after the new feature or service has been launched, Domino's Pizza would continue to refine and iterate on it based on customer feedback and market trends. This might involve making changes to the menu, delivery options, or ordering system in response to customer preferences and feedback.</p>
Implementation and Launch	<p>Once the new feature or service is ready, Domino's Pizza would implement it and launch it to the public. This might involve a marketing campaign to promote the new feature or service, as well as training employees on how to use and promote it to customers.</p>
Post-Launch Evaluation and	<p>After the new feature or service has been launched, Domino's Pizza would continue to evaluate and improve it based on</p>

Improvement	customer feedback and sales data. This might involve making changes to the feature or service, or introducing new features based on customer needs and preferences. The goal would be to continuously improve the customer experience and stay ahead of the competition in the pizza delivery industry.
Customer feedback	Gather feedback from customers on the new feature, such as through surveys, social media, or customer service interactions.
Sales data	Analyze sales data to determine the impact of the new feature on revenue and profitability.
Iteration	Use customer feedback and sales data to make improvements to the feature, such as adding new menu items or optimizing delivery options.
Marketing and promotion	Continuously promote the new feature through targeted marketing campaigns to increase customer awareness and adoption.
Competitive analysis	Monitor the competition and make adjustments to the new feature as needed to stay ahead of the competition.

Task Development

Research and analyze customer preferences

Domino's Pizza can conduct market research to identify areas for improvement in the menu, ordering process, and delivery methods. This can be done through surveys, focus groups, or online analytics tools. Analyzing customer feedback and

sales data can help identify popular pizza flavors, menu items, and delivery options. The data gathered can be used to develop customer personas to understand customer preferences and behavior. By analyzing customer data, Domino's can determine which features and services are most important to their customers, and then focus on improving those areas.

Develop new pizza flavors

Working with the culinary team, Domino's can develop and test new pizza flavors based on customer feedback and market trends. They can determine the costs associated with developing and launching new menu items, and test new menu items in select locations before rolling them out nationally. By introducing new pizza flavors, Domino's can keep their menu fresh and exciting for their customers, and potentially attract new customers who are interested in trying something new.

Optimize delivery process

To optimize the delivery process, Domino's can work with the logistics team to streamline the delivery process, reducing delivery times and improving overall customer experience. This can be achieved by using GPS technology to track drivers and optimize routes, providing real-time delivery updates to customers, and offering new delivery options such as contactless delivery. By improving the delivery process, Domino's can make their service more convenient and attractive to their customers.

Develop a loyalty program

Creating and implementing a new loyalty program that rewards customers for repeat purchases, encourages customer retention, and increases brand loyalty can be a valuable strategy for Domino's. This can be achieved by offering discounts, free items, or other incentives to customers who make frequent purchases. By implementing a loyalty program, Domino's can increase customer retention and encourage customers to order from them more frequently.

Improve sustainability practices

To improve sustainability practices, Domino's can work with suppliers and partners to develop more sustainable packaging options and sourcing strategies. This can help reduce the environmental impact of Domino's operations and attract environmentally-conscious customers. By prioritizing sustainability, Domino's can improve their brand image and appeal to customers who are concerned about the environment.

Design and develop a mobile app

Developing a mobile app for ordering pizza allows customers to order easily and conveniently from their mobile devices. The app can offer features such as customization options, delivery tracking, and loyalty program integration. To develop a mobile app, Domino's can work with a team of developers to design and build the app, test it, and launch it in the app store. By offering a mobile app, Domino's can improve the convenience and accessibility of their ordering process.

Upgrade online ordering system

Upgrading the online ordering system can improve the user experience and make it easier for customers to customize their orders. This can be achieved by offering more customization options, improving the navigation and layout of the website, and offering new payment options. By upgrading the online ordering system, Domino's can make the ordering process more user-friendly and increase customer satisfaction.

Develop and implement a marketing campaign

Creating and launching a marketing campaign to promote new pizza flavors, delivery options, and loyalty program can increase brand awareness and attract new customers. This can be achieved through advertising, social media campaigns, and email marketing. By promoting new features and services, Domino's can

increase customer engagement and encourage customers to order from them more frequently.

Analyze sales and customer data

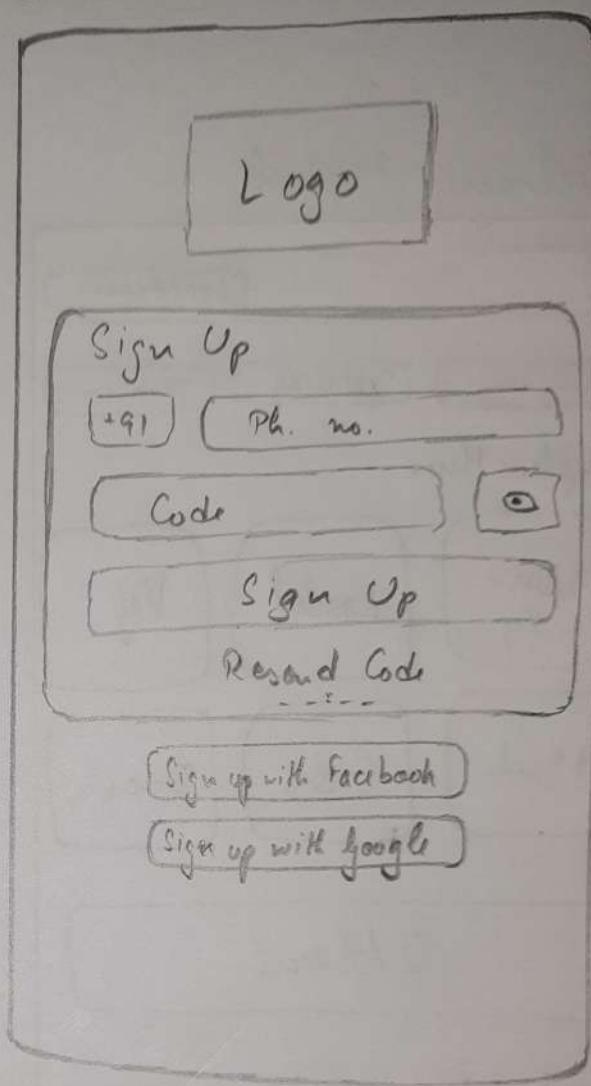
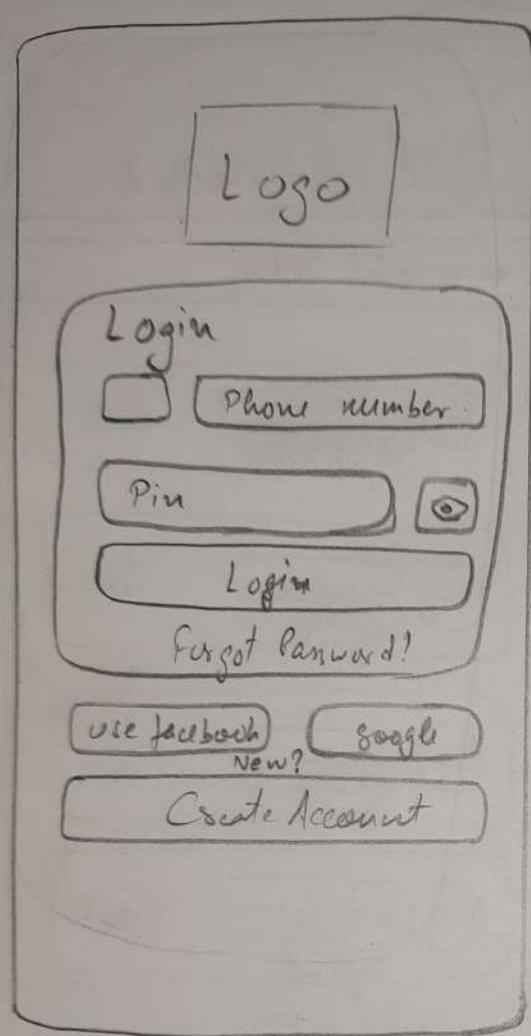
Analyzing sales and customer data can help Domino's identify trends, areas for improvement, and new opportunities for growth. This can be done by analyzing sales data, customer feedback, and social media analytics. By using data to inform decision-making, Domino's can make informed decisions about which menu items to promote, how to improve customer experience, and which marketing campaigns are most effective.

Continuous improvement and evaluation

After launching new features and services, it is important for Domino's to continuously evaluate and improve them. This can be done through ongoing data analysis, customer feedback, and user testing. Based on the findings, Domino's can make adjustments and improvements to their services and offerings to better meet customer needs and preferences. By continuously evaluating and improving their services, Domino's can stay competitive and continue to attract and retain customers.

PAPER PROTOTYPE

Low - Fidelity (Paper) Prototype

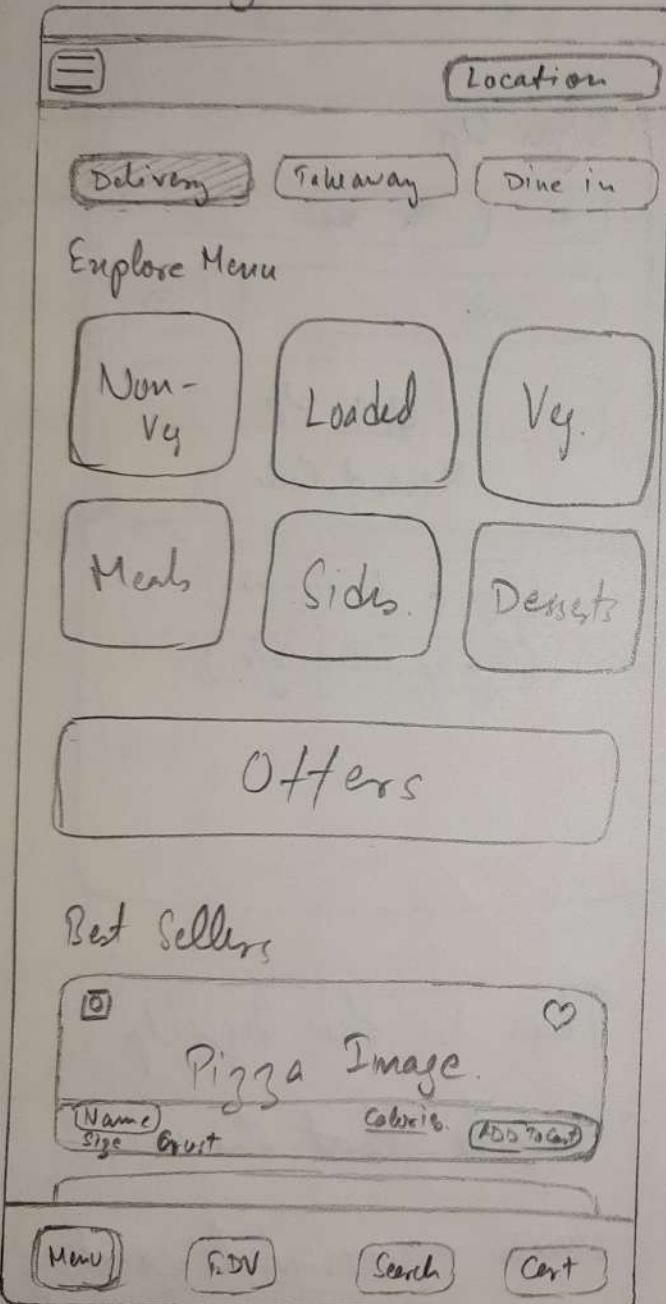


This is the Login Module that the user comes across while opening the app.

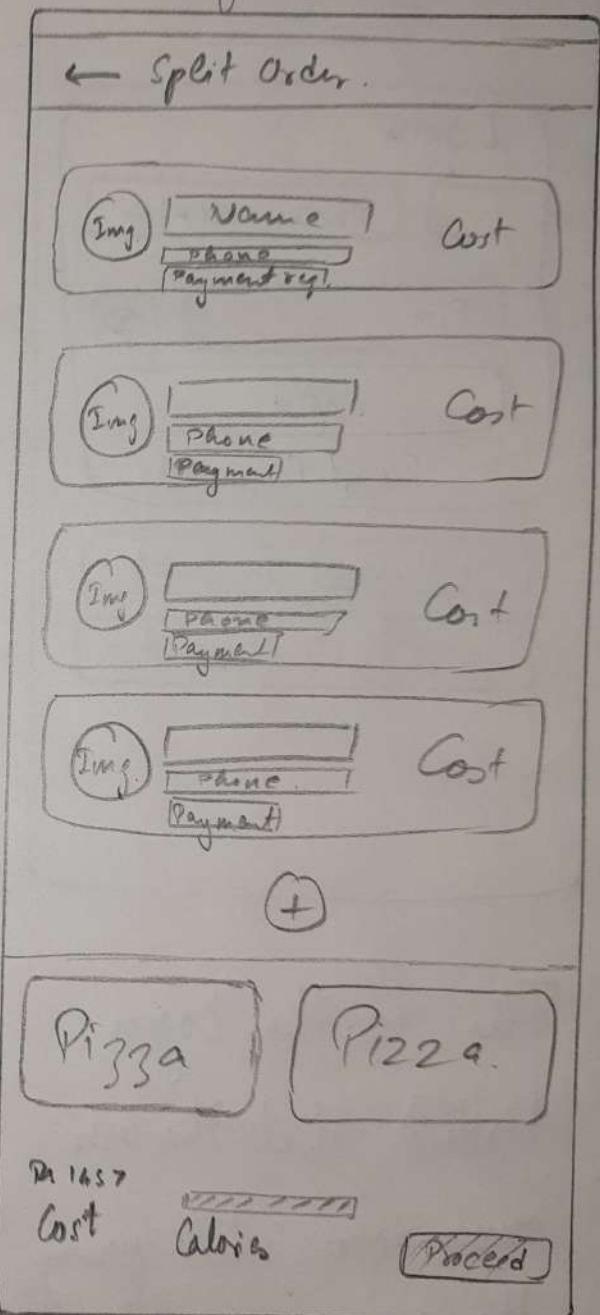
This is the Sign-Up module that the user comes across while creating New account.

For Domino's App

Delivery Module



Bill Split Module



Call Zomato API

