

Milestone 1

**We deserve arrays •
10.11.2021**

Iteration 1

To Dos

- Qualitative evaluation
- Personas & Scenarios
- LoFi Paper Prototype
- Usability evaluation

Qualitative Research

Context: Restaurants → has well-known and often similar procedure of tasks

Method: (Structured) Interviews

Participants: $n = 8$, age $\bar{x} = 38.8$ (SD = 15.7) years

Topics: Technology usage, reasons to visit restaurants, in a group/alone, description of typical visit, dis-/likes, interactions with staff etc.

Personas & Scenarios



Jens the “Digital Introvert”

Goals:

- eating in a clean environment and friendly considerate service
- enjoying foods that he wouldn't normally cook for himself
- having as little interaction with the staff as possible



Mary the “Golden Oldie”

Goals:

- Reading the menu for a while and know about ingredients
- possibility to talk to a waiter
- have a memorable time and capture the moment with a selfie



Luna the “Social Butterfly”

Goals:

- enjoying the company of her friends without being disturbed too much
- use an app that allows for meal customization
- have a memorable time and capture the moment with a selfie

Topics covered:

- Age, Family, Location, Character
- Goals
- Frustrations
- Special Diet
- Personality Traits
- Biography
- Scenario

Paper Prototype



Usability Evaluation

Method: Task based experiment; Thinking Aloud
2 tasks → time; number of clicks; errors

Participants: n = 2

Results:

Main issues: “Add to order”-button; icons for vegan, vegetarian etc.

Improvements: Increase size and visibility for necessary elements

Discussion

1. Users prefer a simpler, minimalistic app, but are there still enough unique interactions to meet the requirements?
2. Order-Payment-Design – Is there a more elegant solution here?