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 \rightarrow has well-known and often similar procedure of tasks

Method: (Structured) Interviews

Participants: n = 8, age \emptyset 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"

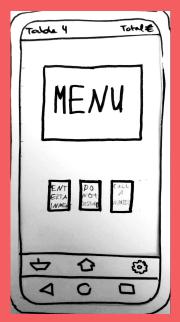
Goals:

- 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?