



We deserve arrays •  
09.02.2022 • Final



---

## MERITIAMO UN AUMENTO

SIMPLY ITALIAN

### APERITIF

IDEAS	03
USER GOALS & PERSONAS	04
PAPER PROTOTYPE	05

### APPETIZER

USABILITY HEURISTICS	06
FUNCTIONAL REQUIREMENTS	07
HEURISTIC EVALUATION	08

### FIRST COURSE

INTERACTION AND DESIGN	09
LOFI WEB PROTOTYPE	10
QUALITATIVE EVALUATION	12

### MAIN COURSE

HIFI WEB PROTOTYPE	15
--------------------	----

### DESSERT

PROTOTYPE DEMONSTRATION	16
-------------------------	----

---

## Iteration

I

1

ideas

2

user goals,  
personas and  
scenarios

3

paper  
prototype

## What's on the menu?



# A table for three, please

Iteration

I

1

ideas

2

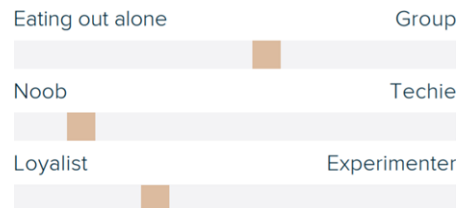
user goals,  
personas and  
scenarios

3

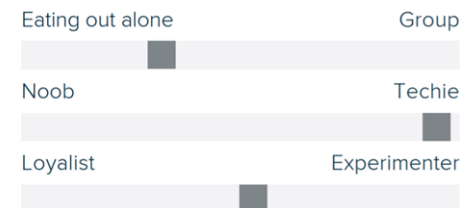
paper  
prototype



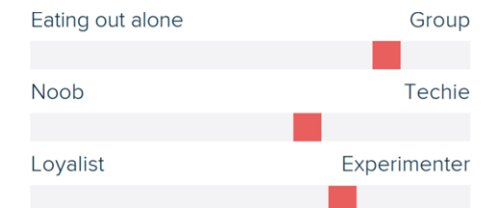
**Mary**  
the Golden Oldie



**Jens**  
the Digital Introvert



**Luna**  
the Social Butterfly



# Are you ready to order?

## Iteration

1

1

ideas

2

user goals,  
personas and  
scenarios

3

paper  
prototype





# Usability Heuristics Applied

Iteration

II

4

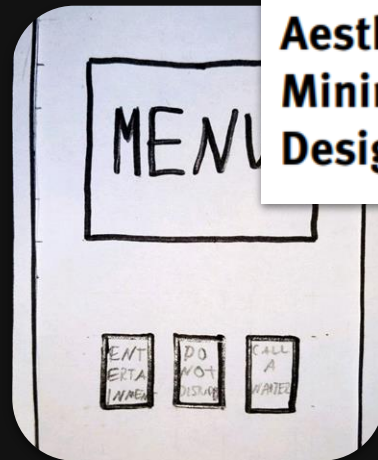
Usability  
Heuristics

5

Functional  
Requirements

6

Heuristic  
Evaluation

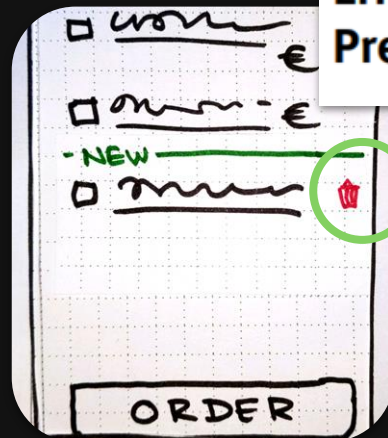


**Aesthetic and  
Minimalist  
Design**

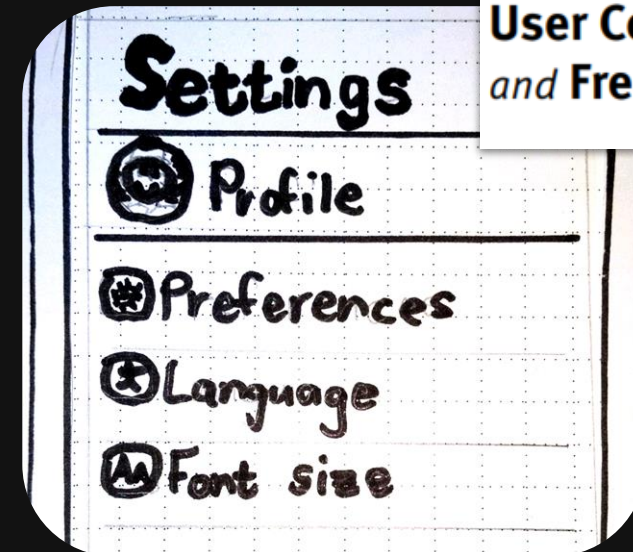


**Visibility of  
System Status**

**Flexibility and  
Efficiency of Use**



**Error  
Prevention**



**User Control  
and Freedom**

# Requirements that sparked a change

Iteration

II

4

Usability  
Heuristics

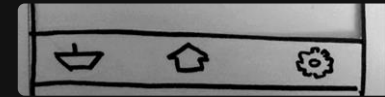
5

Functional  
Requirements

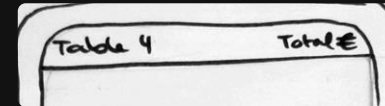
6

Heuristic  
Evaluation

Main functions accessible with one click



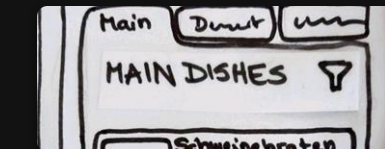
Current status visible at all times



User can order within 15 seconds



Accessible to all users



# Heuristic Evaluation

Iteration



4

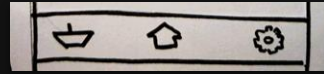
Usability  
Heuristics

5

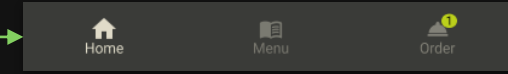
Functional  
Requirements

6

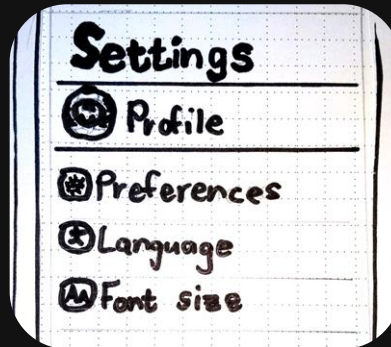
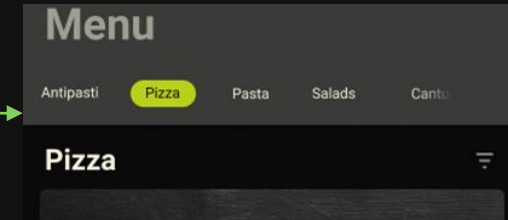
Heuristic  
Evaluation



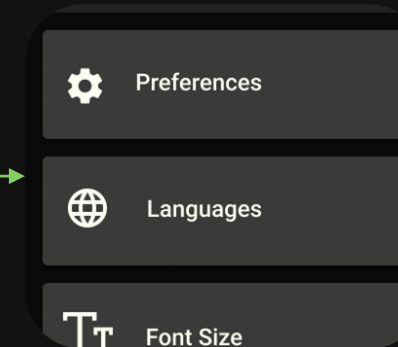
Added text to navbar



Added title to each screen



Removed profile section





## Iteration

III

7

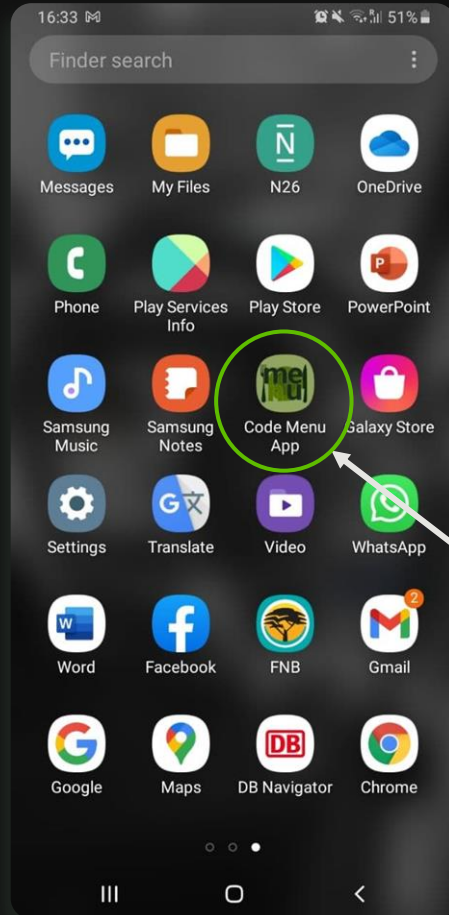
interaction  
and design  
framework

8

styled  
prototype +  
lofi web  
prototype

9

qualitative  
evaluation,  
understanding  
users



The dish



Material Design

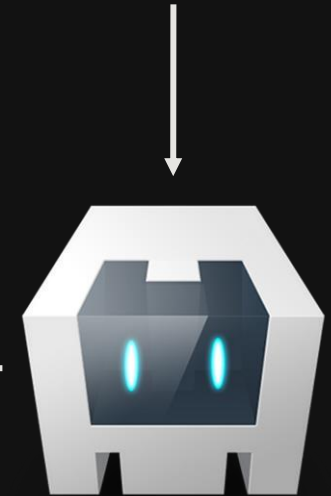


Framework7

The  
recipe



Android



Apache Cordova

## Iteration

III

7

interaction  
and design  
framework

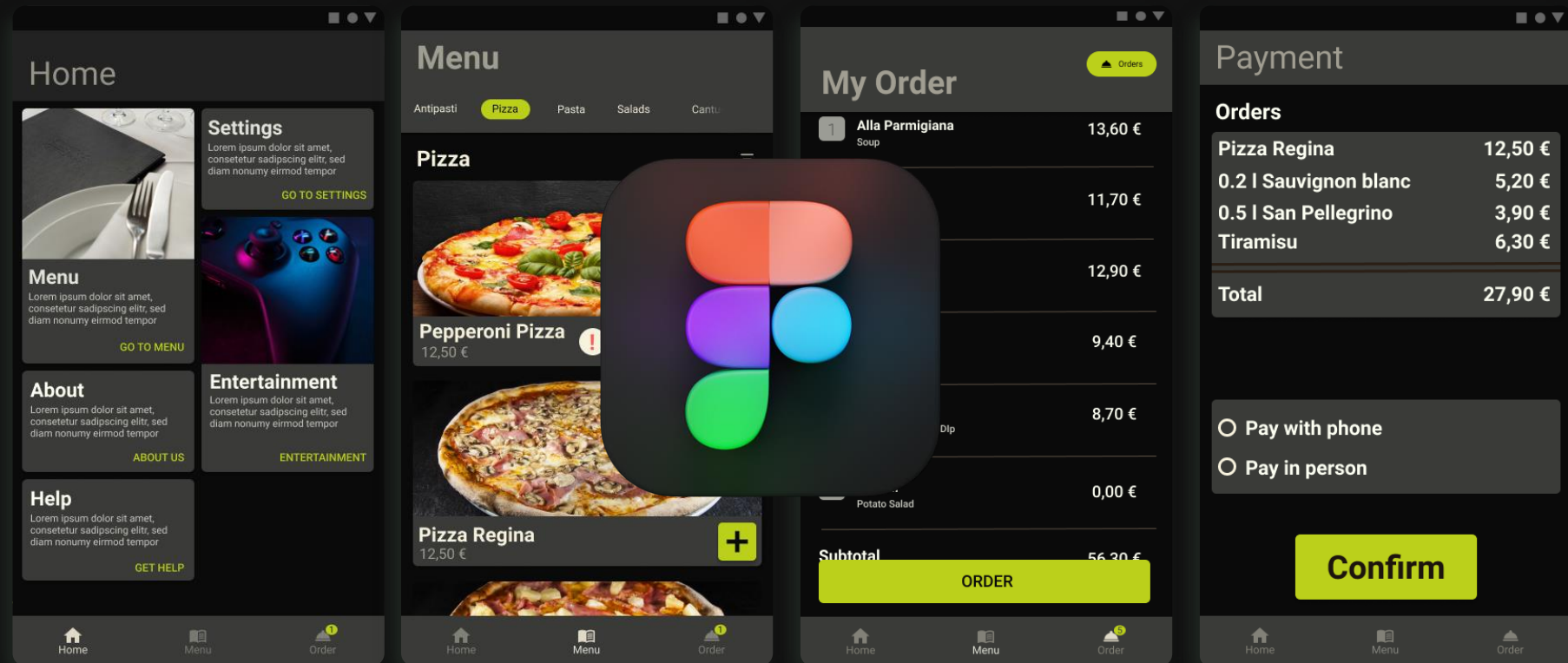
8

styled  
prototype +  
lofi web  
prototype

9

qualitative  
evaluation,  
understanding  
users

## Styled Figma Prototype



## Iteration

III

7

interaction  
and design  
framework

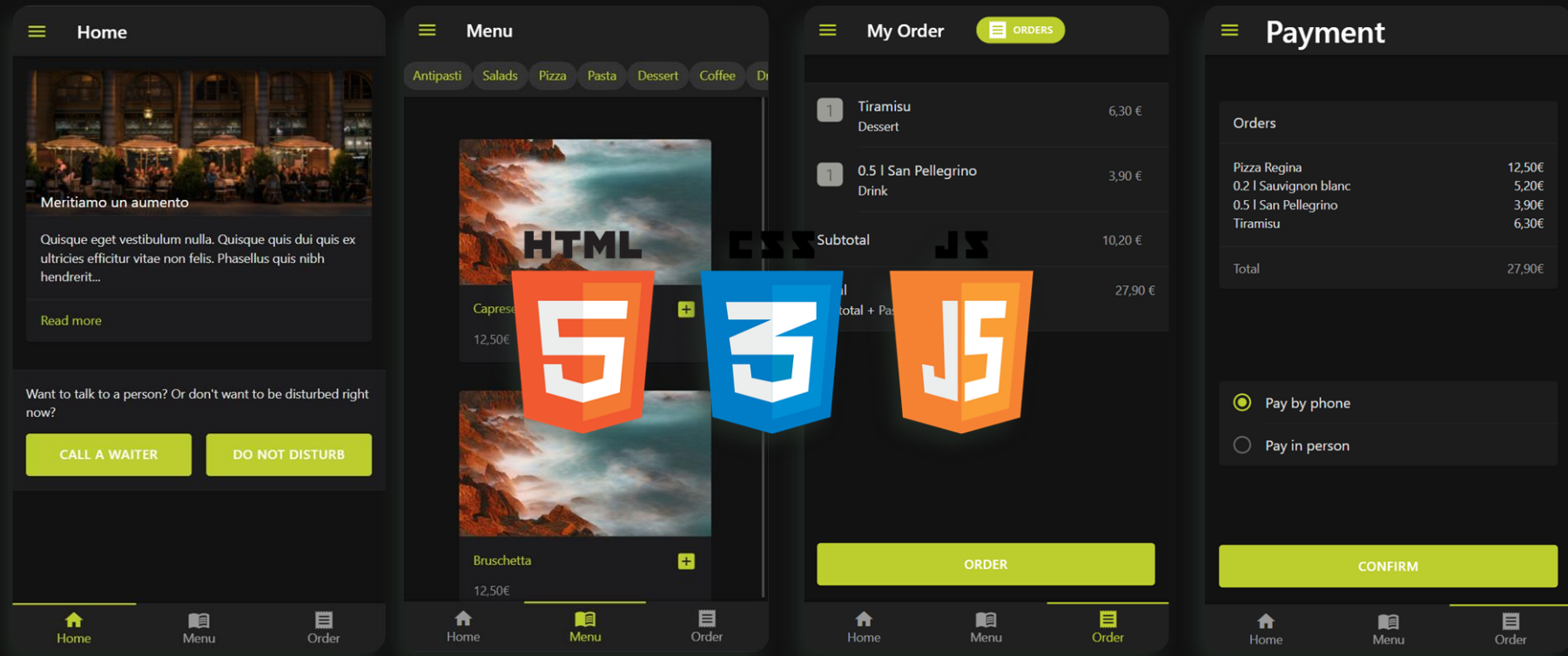
8

styled  
prototype +  
lofi web  
prototype

9

qualitative  
evaluation,  
understanding  
users

## Lofi Web Prototype



## Iteration

III

7

interaction  
and design  
framework

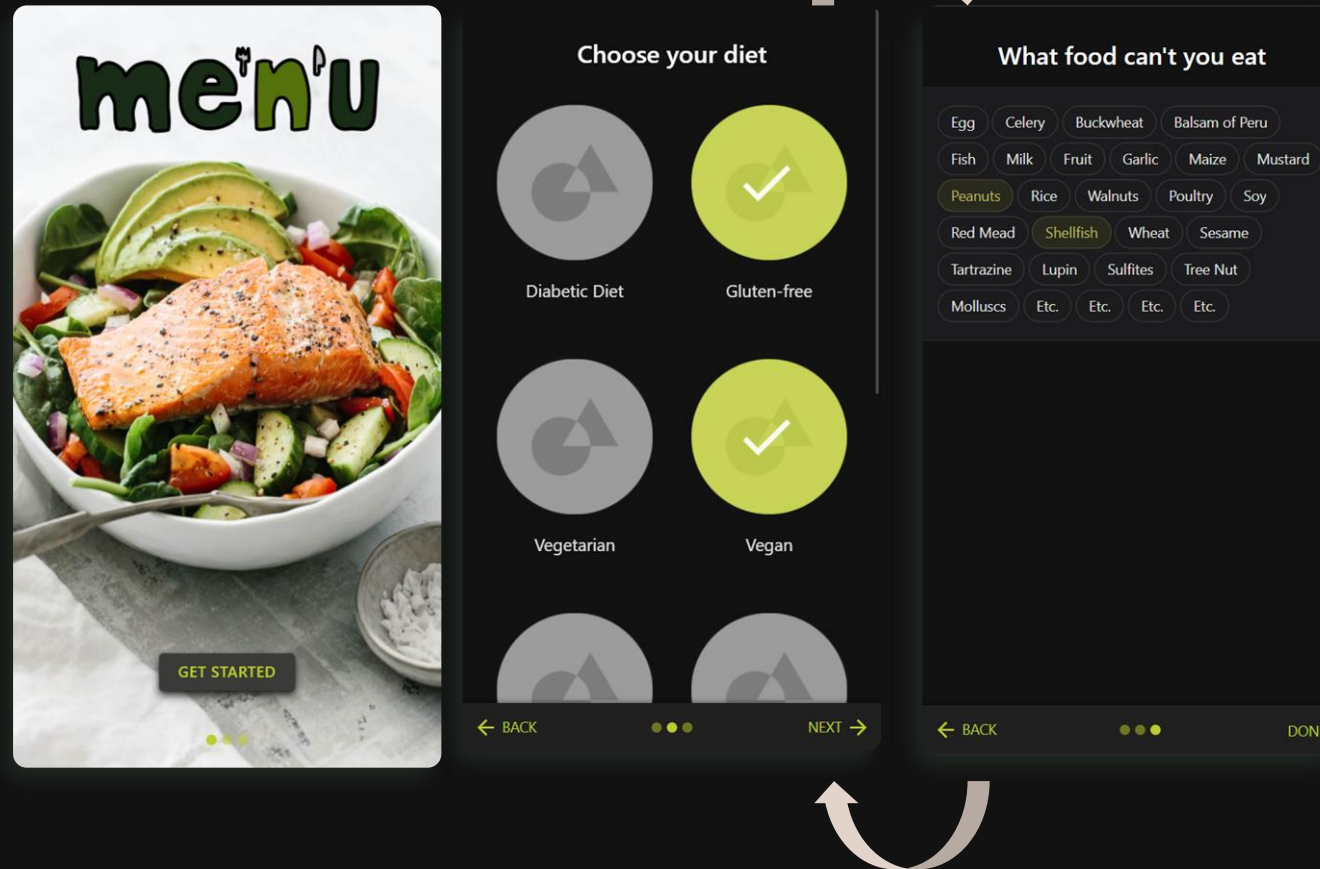
8

styled  
prototype +  
lofi web  
prototype

9

qualitative  
evaluation,  
understanding  
users

## Onboarding: fix the sequence &amp; visual appeal



## Iteration

III

7

interaction  
and design  
framework

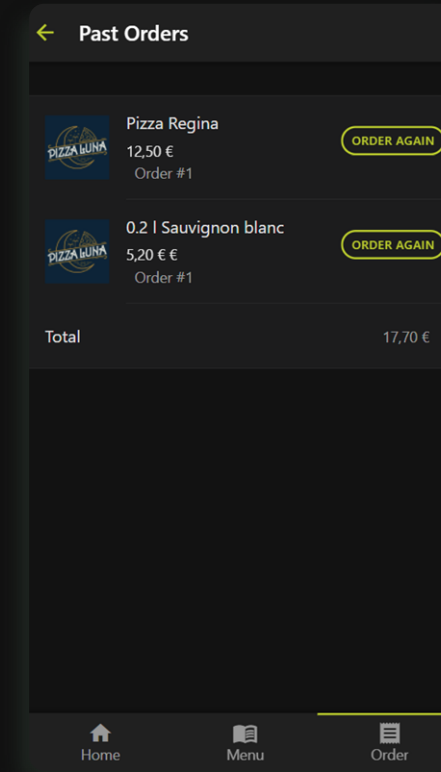
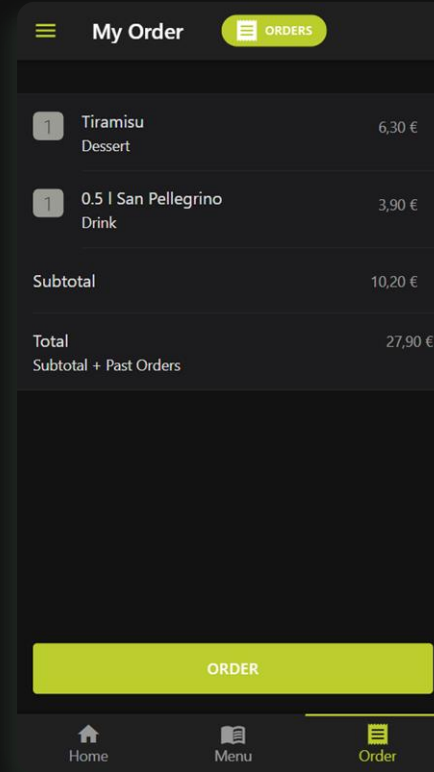
8

styled  
prototype +  
lofi web  
prototype

9

qualitative  
evaluation,  
understanding  
users

## Ordering: Unclear order flow and logic





## Iteration

III

7

interaction  
and design  
framework

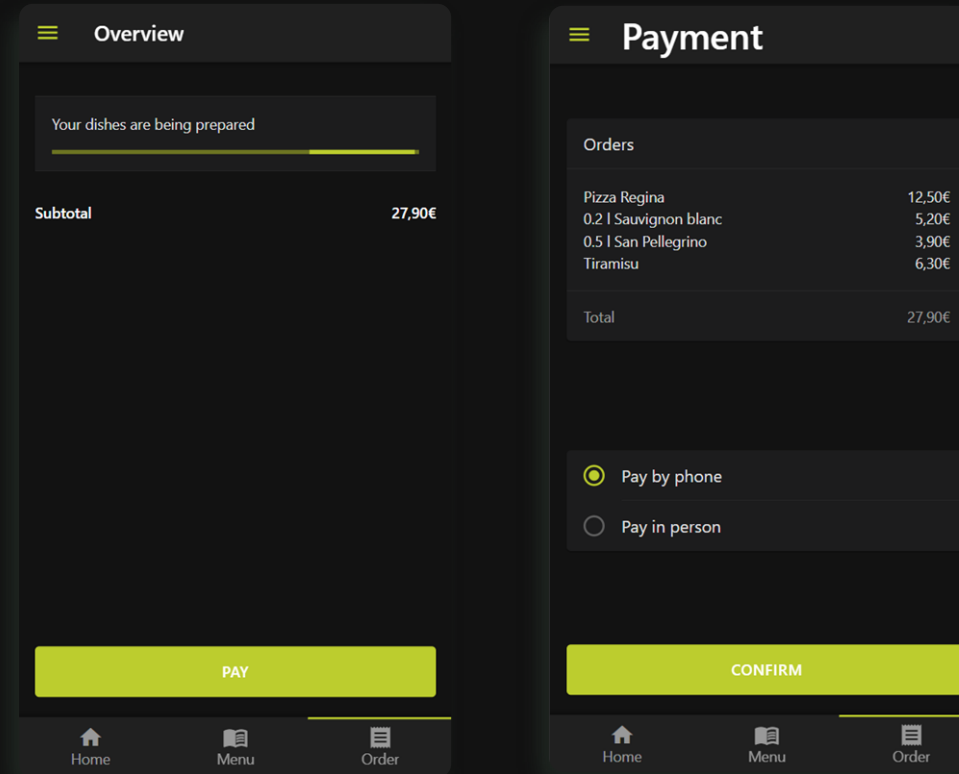
8

styled  
prototype +  
lofi web  
prototype

9

qualitative  
evaluation,  
understanding  
users

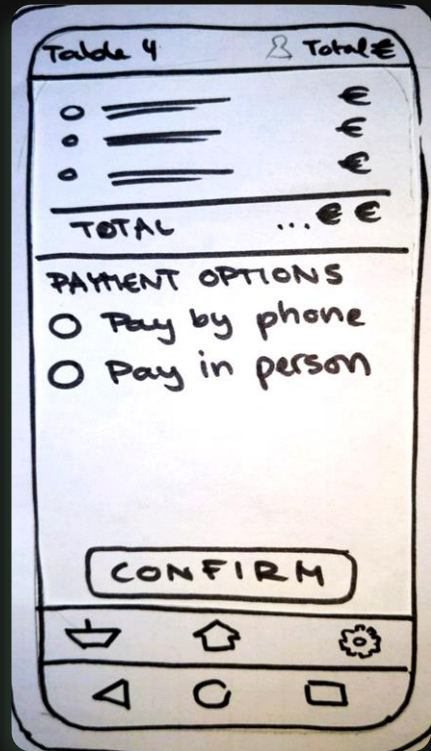
## General: confirmations or feedback after actions



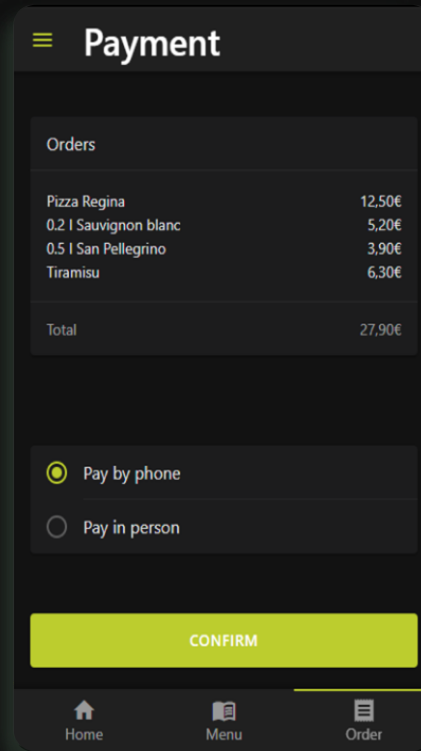
Iteration

IV

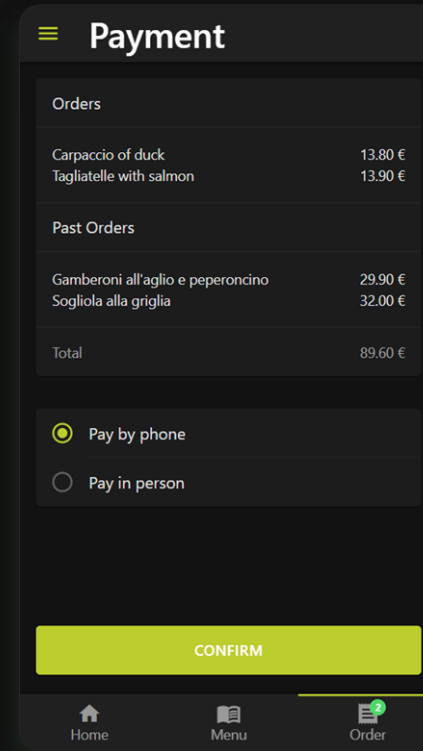
10

HiFi Web  
Prototype

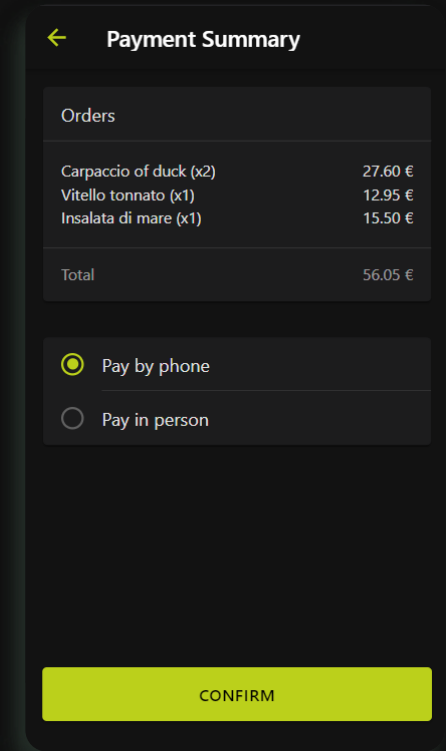
Paper II



Web App I



Web App II



Final

Iteration

Final  
Evaluation

# Quantitative Evaluation

System scores at least 80 in the SUS [2]



Task completion rate of 90% for ordering food [3]



Average number of errors per task is not higher than 0.66



Users remember at least 80% of the total features after completing the tasks



The average number of clicks must not deviate from the best case by more than 2 clicks



The user is able to order a previously determined dish within 15 seconds, starting on the home screen until the order is placed



Iteration

Final  
Evaluation

# Results

App should be easier and faster to use for novice users

Prevention of unnecessary clicks

Less features might improve memorability of important features



Prototype Live  
Demo



**PLEASE STAND BY**



# Discussion

# Sources

- [1] Statista. (2022, 7. Februar). *Android und iOS - Marktanteile am Absatz in Deutschland bis 2021* | Statista.
- [2] Bangor, Aaron; Kortum, Philip T.; Miller, James T. (2008): An Empirical Evaluation of the System Usability Scale. In: *International Journal of Human-Computer Interaction* 24 (6), S. 574–594. DOI: 10.1080/10447310802205776.
- [3] Sauro, J. (2010). A practical guide to measuring usability. <https://measuringu.com/wp-content/uploads/2017/05/quantitativeusabilitytestonline.pdf>