

TUtasty

MILESTONE 1

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QUALITATIVE EVALUATION

- Interview via zoom with prepared questions, followed up by open discussions
- 6 Participants (f = 4; m = 2)
- Age
 - mean = 25,2 Years
 - std = 1,2 Years
- Food preferences
 - 4 omnivores
 - 2 vegetarians

Acceptance rate of proposed functions

Select dishes in advance and receive a discount upon purchasing them	100%
Rate dishes	67%
Receive information about occupancy levels	83%
Receive further information about the dishes and their ingredients	50%

SELECTED FEATURES

- **Select meals a week in advance and get a discount upon purchasing them**
→ reduce waste, save money
- **Rate dishes and view other users' ratings**
→ improve satisfaction, eliminate poorly rated dishes
- **Transparent information about dishes (ingredients, price, picture and allergens)**
→ improve satisfaction, reduce risk of health issues
- **View the current and estimated occupancy of the cafeteria**
→ reduce queues
- **Clear overview what food is served where**
→ reduce crowding and to save time
- **Display when a dish has sold out**
→ avoid disappointment, improve plannability

PERSONAS AND USER SCENARIOS



FREDERIK SCHUHMANN

busy PhD who loves food,
always in a hurry

- *check ratings*
- *check occupancy*
- *check where to find dish*



SOPHIE NOVAK

vegetarian with a lot of
allergies, picky eater

- *check ratings*
- *check ingredients*
- *review dishes*

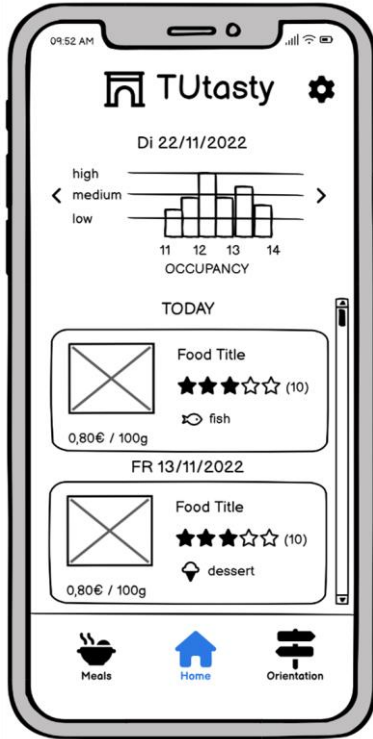


ALEX MEIERHOF

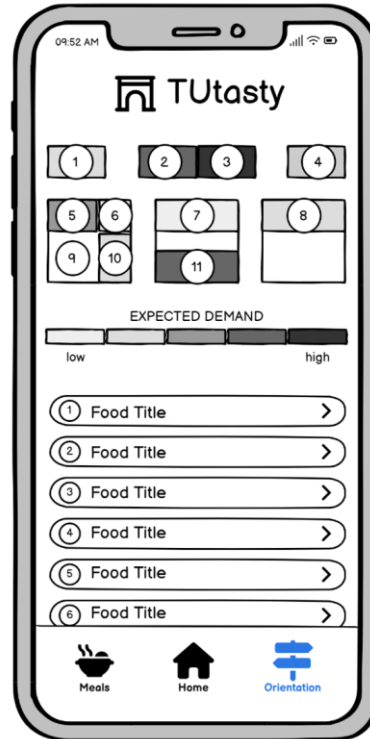
frugal, environmentally
minded and hates waste

- *book in advance*
- *receive discounts*

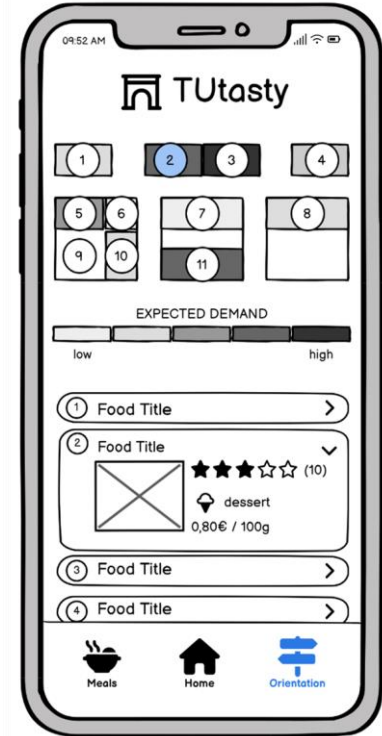
PROTOTYPE



Home Screen

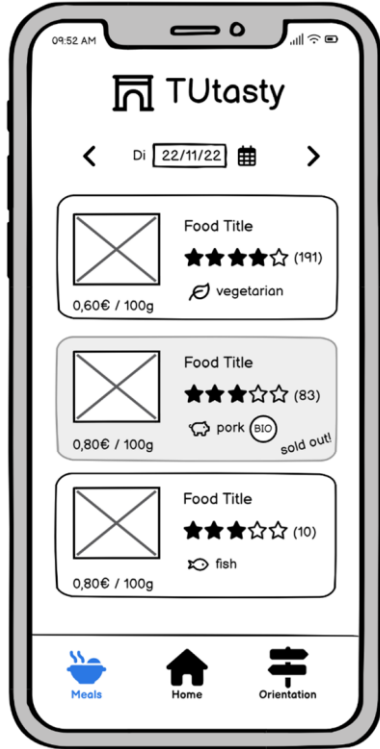


Orientation Screen

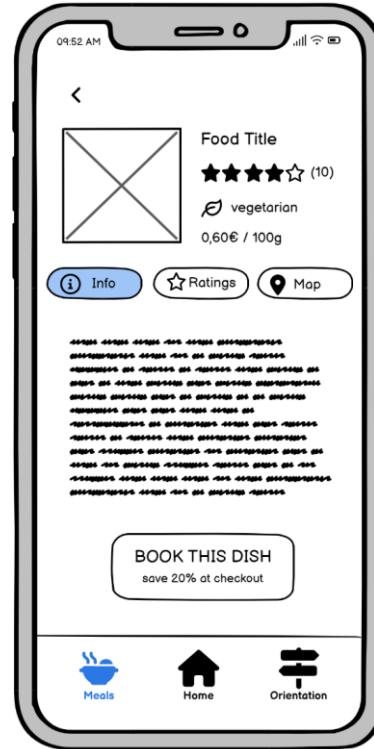


Orientation Expansion

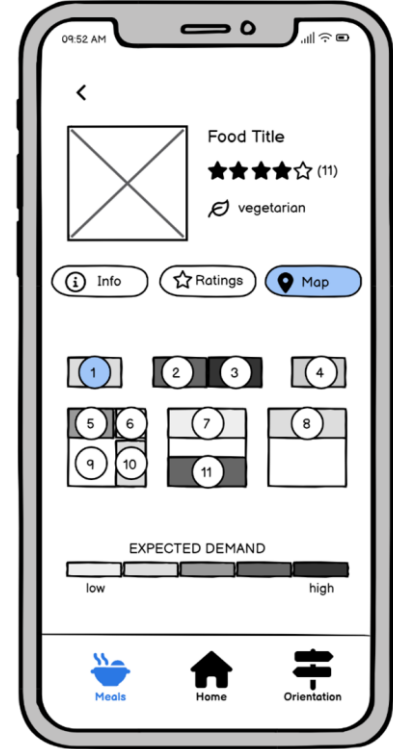
PROTOTYPE



Meals Overview Screen



Meal Info Screen

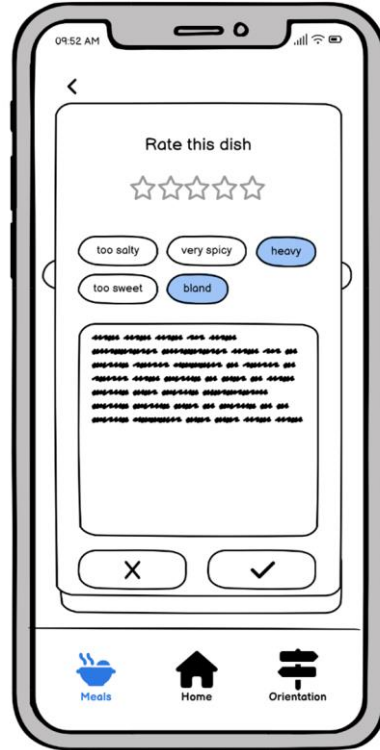


Meal Map Screen

PROTOTYPE



Meal Rating Screen



Meal Rating Pop-Up

EVALUATION - THINKING ALOUD

- **3 testers navigated clickable virtual prototype**
- **Tasks based on user scenarios**
 - Check the cafeteria's occupancy and choose a meal that won't require long queueing
 - Check the ratings and ingredients of a meal and leave your own review
 - Book a dish in advance to save money at checkout
- **Feedback**
 - Mostly positive reception
 - Orientation feature is very handy
 - Difference between demand and occupancy is unclear
 - Booking feature lacks meaningful description for first-time users

EVALUATION - THINKING ALOUD

Screen	Comments and Observations
Home Screen	<ul style="list-style-type: none">- Meaning of occupancy unclear- Confusion about why there is only one meal for today
Orientation Screen	<ul style="list-style-type: none">- Difference between demand and occupancy unclear
Orientation Expansion	<ul style="list-style-type: none">- Suggestion: show icons (vegetarian, dessert, etc.) of card before it's expanded
Meals Overview Screen	<ul style="list-style-type: none">- Suggestion: tapping calendar icon should cause calendar pop-up
Meal Info Screen	<ul style="list-style-type: none">- Testers wanted to know the booking deadline- Suggestion: information button for booking system- Tried tapping on the stars to view ratings
Meal Map Screen	<ul style="list-style-type: none">- Suggestion: rename "Map", e.g. Directions, Counter, Location- What happens when you try to click one of the other counters?
Meal Rating Screen	<ul style="list-style-type: none">- How to leave own review unclear
Meal Rating Pop-Up	<ul style="list-style-type: none">- Suggestion: add more positive tags