

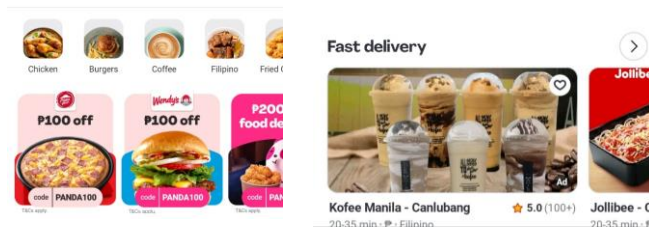
Interim 2

Chosen Product: FoodPanda (Food Ordering App)

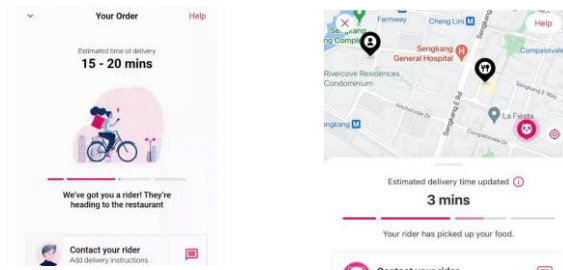
Part A – Emotional Impact

Positive Emotional Design Features:

1. **Expressive Interface & Icons** – The app uses colorful food images and icons (pizza slice, burger, bubble tea) which create cravings and positive emotions while browsing.

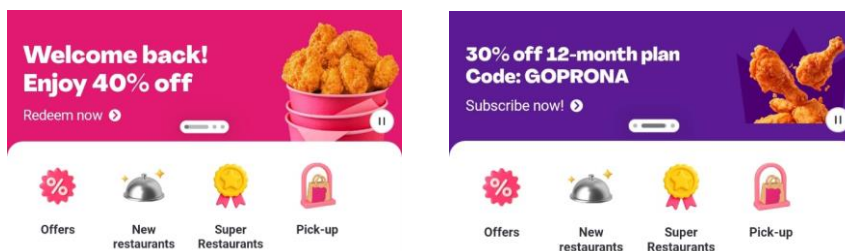


2. **Convenient Tracking Feature** – The live map tracking with a little animated delivery rider reassures users, reducing anxiety about waiting.

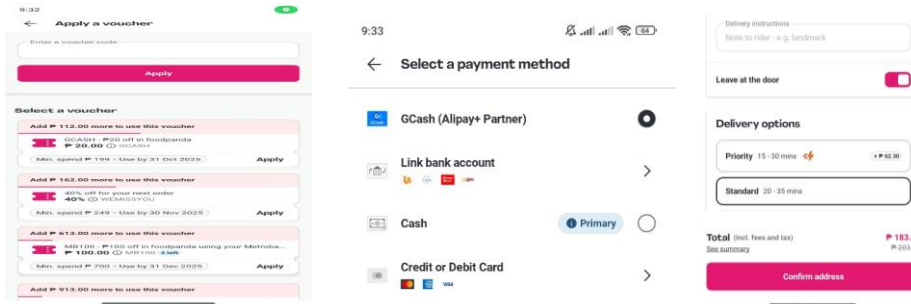


Frustration Points:

1. **Cluttered Promotions & Ads** – The home screen is filled with multiple banners and pop-ups, which can overwhelm users and delay their ordering.



2. **Complicated Checkout Process** – Too many steps at checkout (voucher selection, payment method, confirmation) frustrates users who want quick orders.



Suggested Improvement (Anthropomorphism):

- Introduce **Pandie**, a friendly virtual panda assistant, to guide users through the app. Pandie can suggest meals based on previous orders, help apply the best available vouchers, and simplify the checkout with a “Panda Checkout” one-tap option. By giving the app a personable character that reflects FoodPanda’s brand identity, the experience becomes more engaging, emotionally reassuring, and less transactional. Pandie’s playful animations and supportive tone reduce frustration during ordering, while creating a sense of companionship that makes users feel cared for rather than rushed.

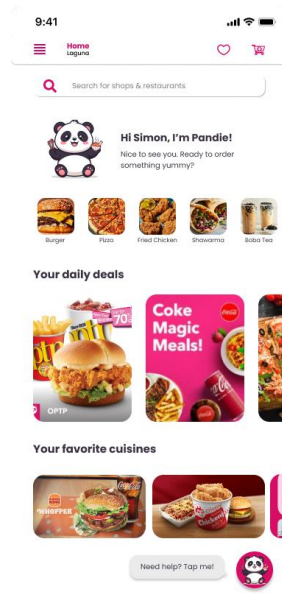
Part B – Interaction Design Process

a. Identifying Needs & Requirements

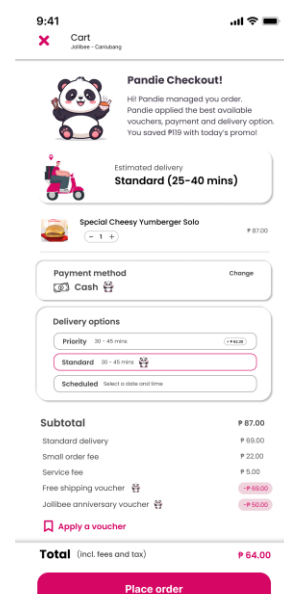
- Users want **fast, simple ordering** without too many steps.
- Users need **clearer guidance** when applying promos or selecting food.
- Users want a **fun and friendly interface** that reduces stress while hungry.

b. Alternative Design Sketches

1. Sketch 1: Simplified Home Screen



2. Sketch 2: Pandie Checkout



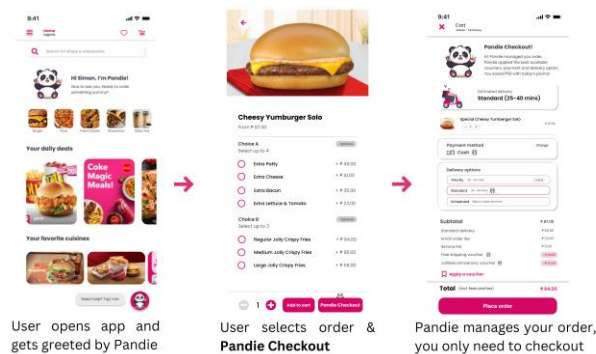
1



Add to cart

Pandie Checkout

c. Building a Simple Interactive Version



d. Evaluation (Peer: Matthew Clarence Jompilla)

Pandie is a valuable enhancement to the existing FoodPanda system. It effectively addresses the lack of guidance within the app by serving as an instant, friendly assistant that helps users navigate the ordering process. Pandie's playful animations and supportive tone create a more engaging, less transactional experience, which aligns well with FoodPanda's brand identity. This addition introduces a fun, approachable interface that reduces user stress, making the app feel more personalized and emotionally reassuring.

One potential drawback of the Pandie solution is that the introduction of an animated virtual assistant and its interactive features could increase app complexity and potentially slow down the ordering process for users who prefer swift, minimal interactions. It may also slightly increase cognitive load for users trying to complete orders quickly.

Part C – Requirements Gathering

Functional Requirement:

- The app must allow users to apply vouchers, payment method, and delivery option with **one click** during checkout.

Data Requirement:

- Store user order history and preferences to suggest meals via the Pandie.

Environmental Requirement:

- App should function smoothly on both **low-end smartphones** and **slow internet connections**.

User Requirement:

- Users want a **clear, uncluttered interface** that reduces decision fatigue when hungry.

Usability Requirement:

- Users should be able to complete an order in **3 steps or less** (browse → select → checkout).