



CS798H: Final Project

Revamping Campus Haat



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We saw in Milestone 1...

Formative plan



Reviews from
Google Play Store



**Think-aloud
observations**
w/ 4 participants



Sampling
Purposive + convenience
4 (UG x2, PG, RA)

Observation tasks



**Discovery & selection
of items**
Search, add to cart



Placing an order
Check out and pay



Post-order
Tracking, enquiry,
receive, log feedback



We saw in Milestone 2...

Data analysis



Reviews



**"UI/UX"
"usability"**

Key problems



Bad categorisation of on-sale items

- Leads to discovery issues



Search

- Only searches for restaurant names
- No search filters for price, ratings
- Search results appear below the keyboard



Communication design

- Unappealing item photos, signifiers, copywriting, lack of detail, etc.



Observations



Coding



Card sorting



Usability and accessibility

- Cart CTA shows qty. in small font
- No delete button under item in cart
- Unexpected result on clicks
- Check-out button has poor contrast
- Reload gesture missing



Tracking and post order

- No reload, sparse details, no context
- Lack of help and support options

Frequency prioritisation



On the basis of what participants quoted the “most” as a problem, selected for frequency ≥ 3 .

Seriousness and ease-of-fix prioritisation

Each problem filtered through frequency prioritisation is assigned a ease of fix and seriousness score.

| Category | Problem | Frequency score (out of 5) f | Ease of fix score (out of 5) e | Seriousness of problem score (out of 5) s | Final score f+e+s |
|------------------|--|------------------------------|--------------------------------|---|-------------------|
| CATEGORISATION | The on-sale items are categorized very poorly on the home-screen... | 5 | 3 | 5 | 13 |
| SEARCH | Search results are not visible just below the search bar and instead, buried under the keyboard layer... | 4 | 5 | 5 | 14 |
| | Search results only search for restaurant names, not food names or cuisine names | 3 | 5 | 4 | 12 |
| | There are no search result filters for price, ratings, etc | 3 | 5 | 3 | 11 |
| CTA | The check-out button had poor button-text contrast | 4 | 5 | 3 | 12 |
| | Absence of a ‘delete’ button under a product making it cumbersome to discard items with the minus button | 4 | 5 | 3 | 12 |
| | Cart CTA shows item quantity in a small font -- affected readability | 3 | 5 | 2 | 10 |
| HELP AND SUPPORT | Lack of proper, helpful “help and support” options | 4 | 3 | 4 | 11 |
| TRACKING | A dysfunctional tracking system in terms of context and lack of detail | 4 | 2 | 5 | 11 |

Prototype – agenda of fix



Home

Better categorisation

Visual cues for on-sale items for better discovery

Contextual suggestions e.g. according to time of day

Search

Show search results upfront

Be able to search for cuisines, restaurants and dishes

Search results

Search filters for price, ratings, delivery time etc.

Cart

Cart CTA qty. signifier

Add 'delete' button under a product in cart

Tracking

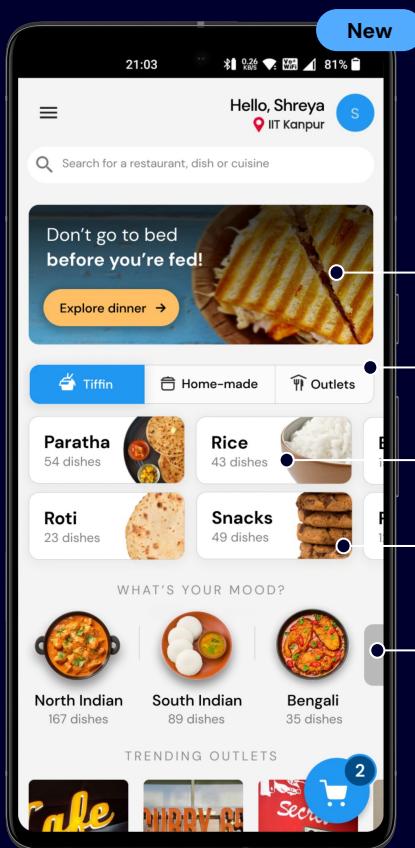
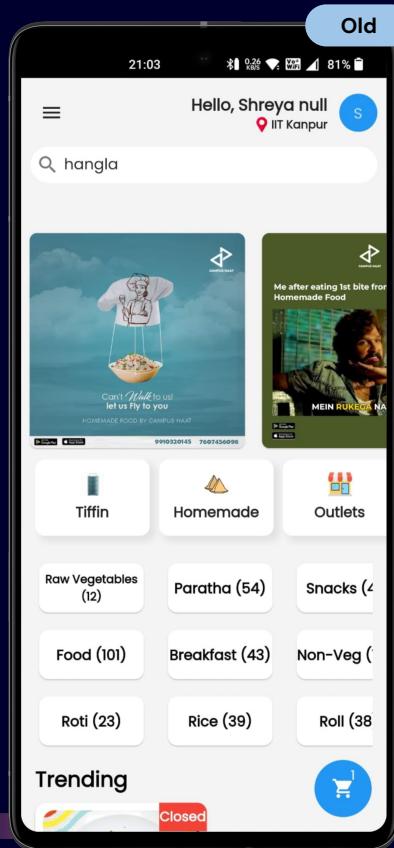
Time-based tracking system with progress indicator

Provide sufficient context on the order, delivery person, status of order, etc.

Help

Frequently asked questions (FAQs) to provide help on common issues and avoid calling for trivial issues

Home screen



Time-sensitive contextual suggestions with clear CTA

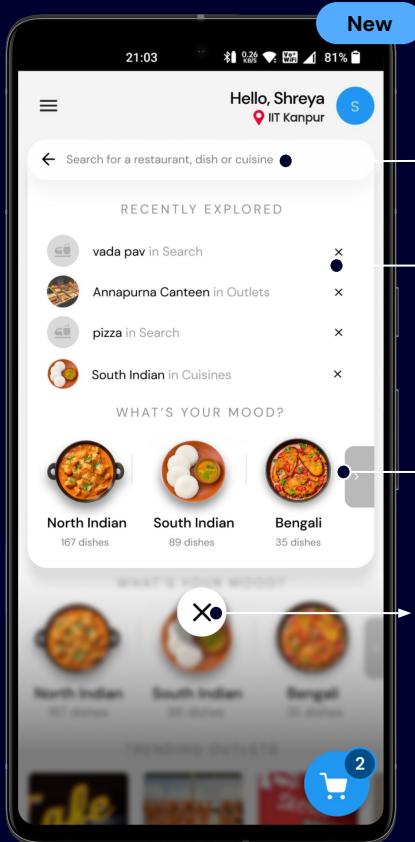
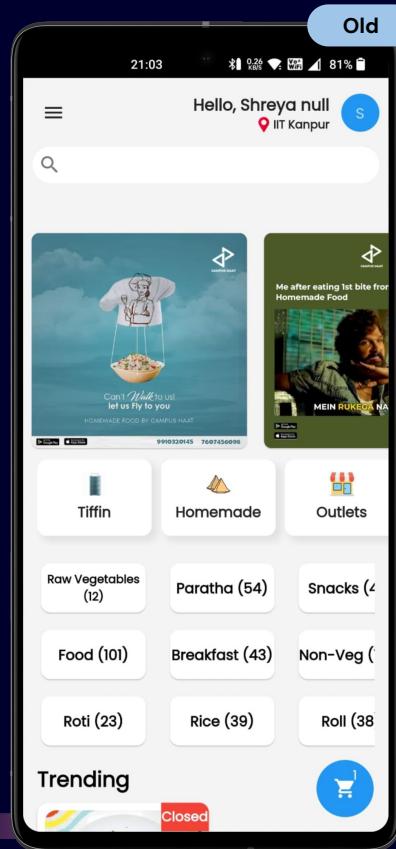
Clear visual distinction between a category (Tiffin, Homemade..) and item (Paratha, Rice...)

Better typography with clear hierarchy of information

Cards have visual cues to increase discovery rates

Explore 'by cuisine' for better discovery

Search – “click on bar”



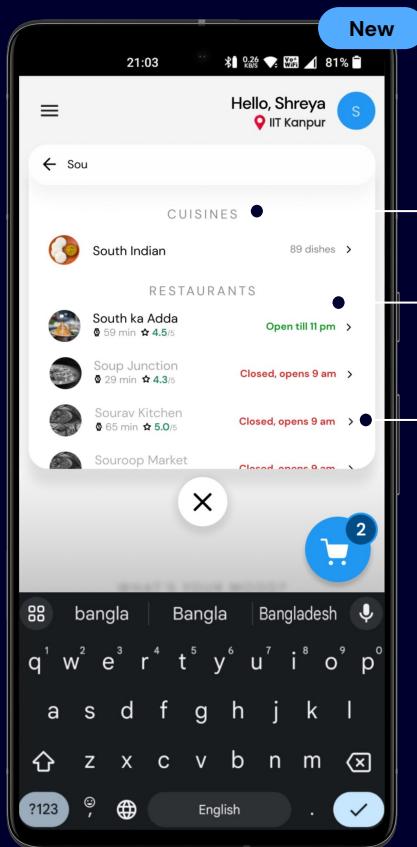
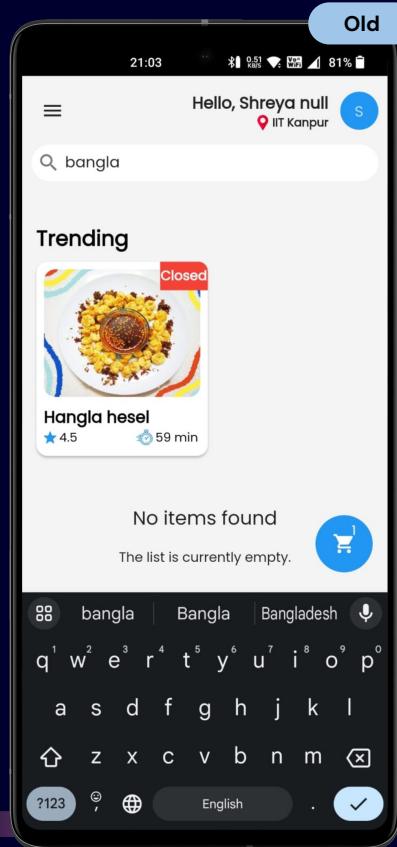
→ Search bar shows what it can search for (visual cue)

→ Search history

→ Suggestions in search section to encourage decision making

→ 'Close' button for easy reversal of search function

Search – search results



Categorisation of search results

Search results in a window that always appears above the keyboard

Closed restaurants appear greyed, yet should show a menu

Stub shows when closed restaurants open again

Catalog of products

The image shows two smartphone screens side-by-side, labeled 'Old' and 'New', illustrating a user interface redesign for a product catalog.

Old Screen: Displays a list of raw vegetables from a 'Farmers Market'. Each item includes a thumbnail, the source, the name, a price with a discount, and an 'Add to Cart' button. The items listed are Lemon (Neembu), Cabbage (Patta Gobi), Tomato, Carrot, and Ginger.

New Screen: Shows a list of South Indian food items. The interface includes a header with a greeting and location, a search bar, and a filter section for 'Vegetarian' status. A dropdown menu allows sorting by Price (high to low, low to high), Top rated, or Fastest delivery time. Each product card displays a thumbnail, the source, the name, a price, a brief description, and an 'ADD TO CART' button. The items listed are Urundai Bajji, Masala Dosa, Set Dosai, and Idli (2 pcs). A shopping cart icon at the bottom right indicates 2 items.

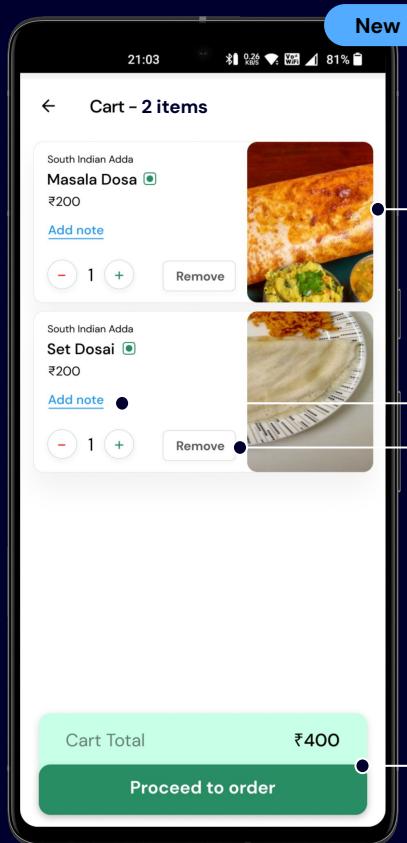
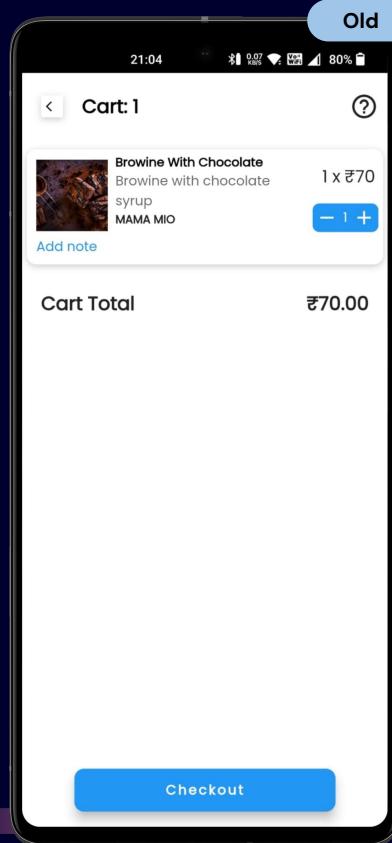
Annotations:

- An arrow points to the 'Vegetarian' toggle switch and the sorting dropdown on the New screen, with the text: "Search filters and vegetarian filter".
- An arrow points to the revamped product card layout on the New screen, with the text: "Revamped information hierarchy of the product card".

Search filters and vegetarian filter

Revamped information hierarchy of the product card

Cart



Bigger cards and buttons

'Add Note' appears clickable now

Remove button for discarding item from cart

Cart total appears below at a stable place irrespective of number of items in cart

Order tracking

The image shows two smartphones side-by-side, illustrating a comparison between an 'Old' and a 'New' order tracking interface.

Old Interface (Left):

- Header:** Order Id : 195281
- Status:** Pending
- Shipping to:** shantanu, Room A316, Hall 1,IIT Kanpur, 1 item
- Delivery Status:** Not Available
- Order Details:**
 - shubh . sankalp fast ... (2024-04-05 14:28:42) via PayTM
 - Spring Roll (₹80)
- Bill Details:**

| | |
|--------------|-------------|
| Items Total | ₹80 |
| Delivery | ₹20 |
| Tax | ₹8 |
| Total | ₹108 |
- Help & Support:** Help & Support
- Cancel order:** Cancel order

New Interface (Right):

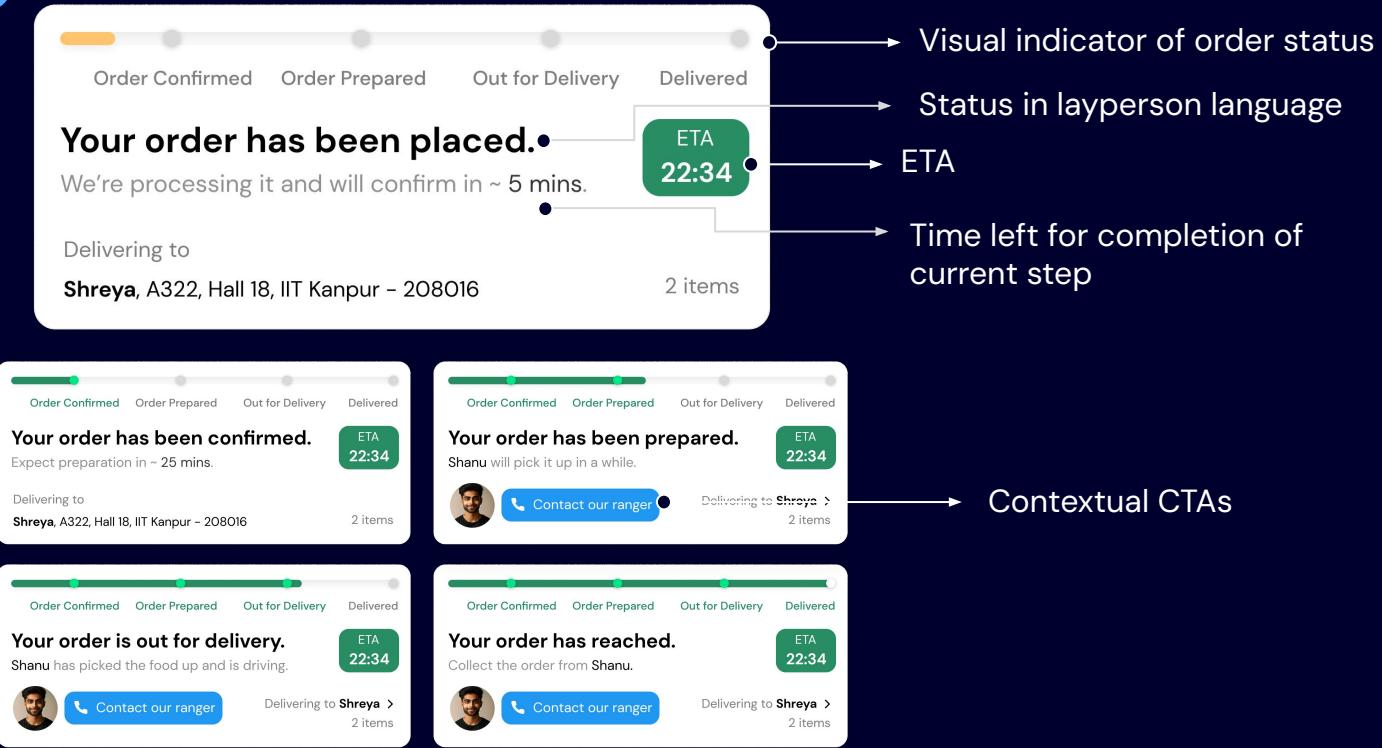
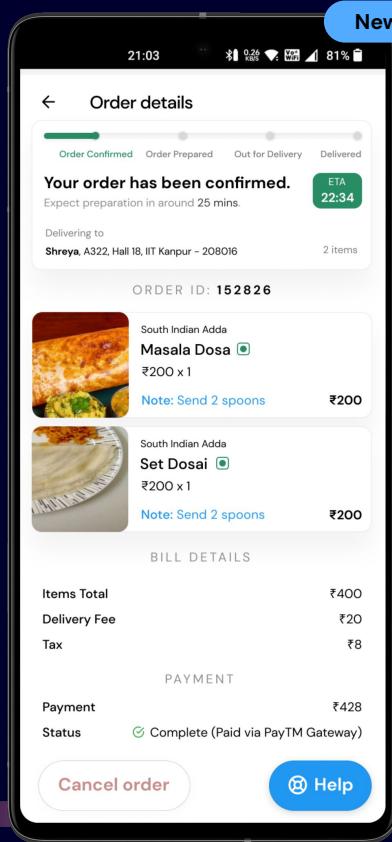
- Header:** Order details
- Status:** Order Confirmed (ETA 22:34)
- Delivery to:** Shreya, A322, Hall 18, IIT Kanpur - 208016, 2 items
- Order ID:** 152826
- Order Details:**
 - South Indian Adda
Masala Dosa (₹200 x 1)
Note: Send 2 spoons
 - South Indian Adda
Set Dosa (₹200 x 1)
Note: Send 2 spoons
- BILL DETAILS:**

| | |
|-----------------|-------------|
| Items Total | ₹400 |
| Delivery Fee | ₹20 |
| Tax | ₹8 |
| PAYMENT: | ₹428 |
- Status:** Complete (Paid via PayTM Gateway)
- Help CTA:** Help
- Cancel order:** Cancel order

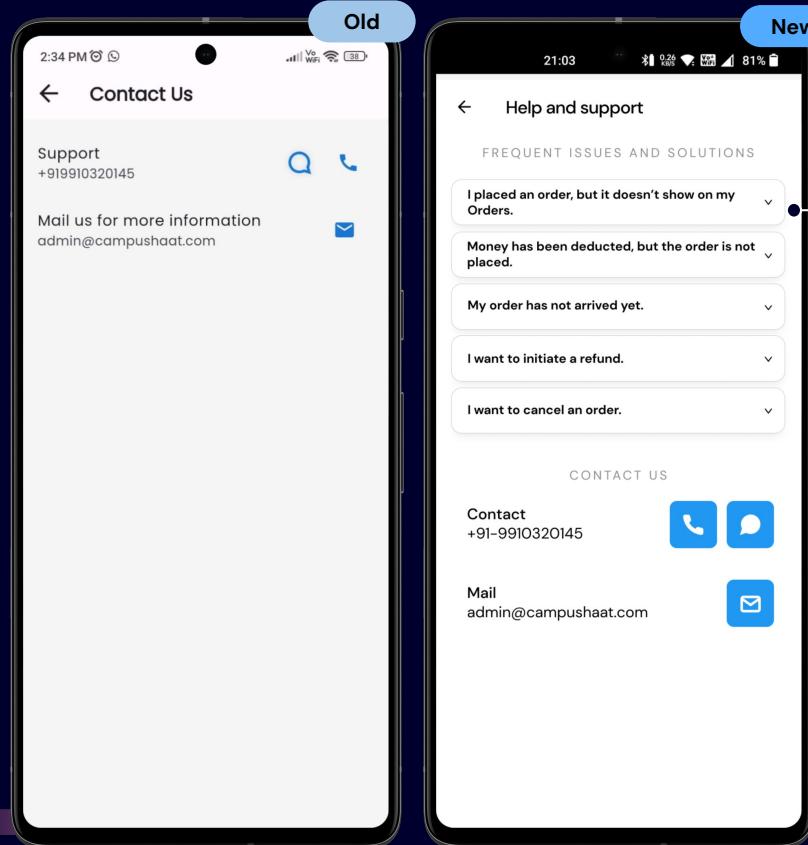
Time-based tracking system based on average times taken for a step to complete and time values supplied by kitchen owners

Prominent Help CTA

Order tracking



Help and support



FAQs



Heuristic evaluation

Shneiderman's Eight Golden Rules

-  Strive for **consistency**.
-  Seek universal **usability**.
-  Offer informative **feedback**.
-  Design dialogs to yield **closure**.
-  Prevent **errors**.
-  Permit easy **reversal** of actions.
-  Keep users in **control**.
-  Reduce short-term **memory** load.

Details

-  3 evaluators, within team — Shreya, Kunaal, Atharv
-  All 8 heuristics on all screens

Evaluation forms





Issues with the prototype

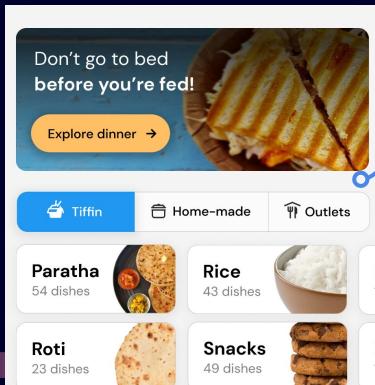
|  Home |  Search |  Results |  Cart |  Tracking |  Help |
|--|---|--|---|---|---|
| Lack of shortcuts for the experienced user, like "repeat previous orders", "favorites" Use of yellow in CTA – allowed with the theme? | Restaurants, dishes and cuisines should not appear as a serial list – what if the user wants to look at only one, or wants to come up to view Cuisines at the top after scrolling way down? Lack of shortcuts for experienced users – frequent searches/orders | Drop-down menu interaction is a two-step process How to cancel filter? Does the grey-bg dropdown fall into the theme? Are the search results always dishes? Why not restaurants? Title of search results missing | How to add more items? No description in prototype of feedback after removing item Green button? Lack of custom shortcuts/output for old users | Is the colour of cancel CTA consistent with the theme? "Expect preparation..." is bad phrasing | Restaurant and delivery person numbers are missing Limited number of questions in FAQs |

Potential fixes/redressals



Lack of shortcuts for the experienced user, like "repeat previous orders", "favorites"

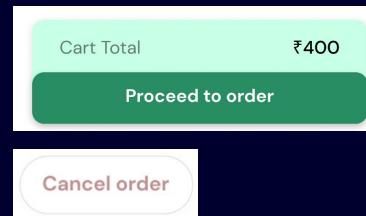
Fix by: Dynamic UI components allowing users to repeat common orders, frequent searches or favorites



Source: Blinkit on iOS

Theme mismatch?

While this may appear as inconsistency, the variation in colours is important to convey a contextual meaning.

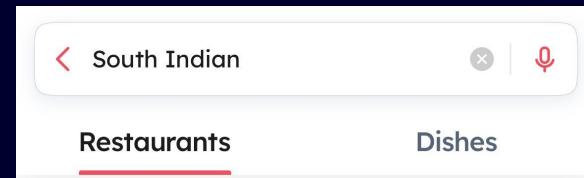


Green: completion, final step.

Red: abort, recover, cancel.



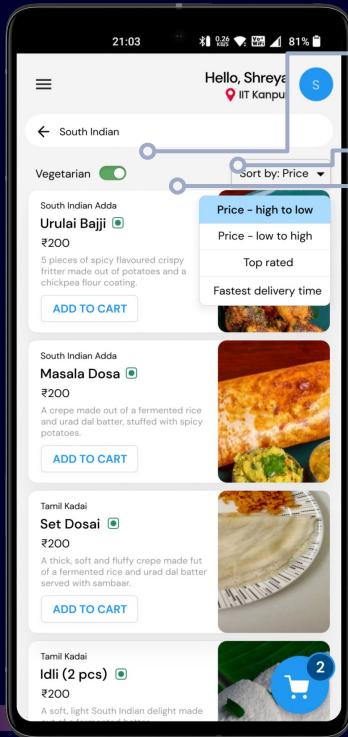
Fix by: Tabs for restaurants, dishes and cuisines



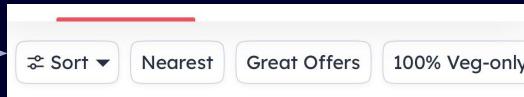
Source:
Zomato on
iOS

Potential fixes/redressals

Results



Add quick filters as buttons



Add 'X' button to cancel applied filter

Add a title like Dishes (31), or implement tabs

Tracking

"Expect preparation" is bad phrasing

Fix by: Better copywriting: "Food will be prepared in around ~25 mins"

Help

Missing restaurant numbers...

Fix by: Create section 'About this order...' > Restaurant and Delivery person contact with 'Call' CTA

Cart

How to add more items?

Fix by: Add 'Continue shopping' button

How does user know they've removed an item?

Fix by: Give feedback "Removed successfully" and decrement cart qty.