

Tsai's Food App Presentation

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UX Analysis Team

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Study Details

Project Background

We're creating a Tsai's Food app to attract and retain customers who don't want to waste time on finding changes for a meal. We noticed that our competitors successfully offer elaborated apps for their customers to order through. We want to create a product that can compete in the market, improve sales, and increase customer satisfaction.

Study Details

Research Questions

1. How long does it take for a user to order and pay a meal in the app?
2. Are users able to successfully order the meal that they want?
3. What can we learn from the steps users took to order a meal and pay with mobile payment?
4. Are there any parts of the ordering process where users are getting stuck?
5. Is the payment process easy for the customer?

Participants

7 participants

Participants between the ages of 25-55 who have a job.
Participants order out at least once a week.

Methodology

25-30 minutes

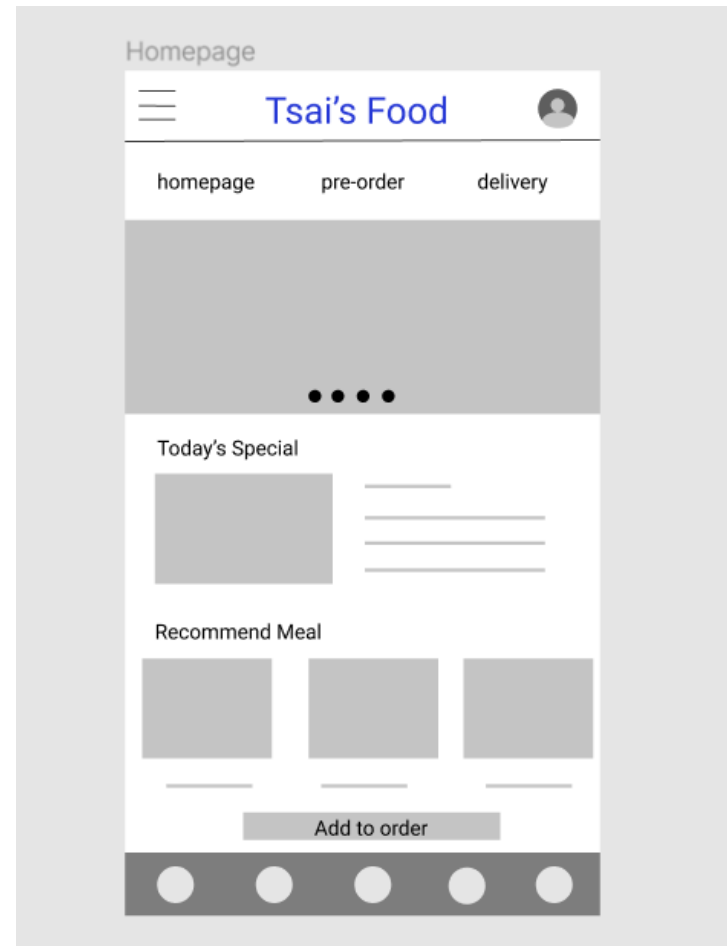
Taiwan, remote

Unmoderated usability study)

Users were asked to order a meal on a low-fidelity prototype

Prototype Tested

The low-fidelity app prototype for Tsai's Food was tested and can be viewed [here](#).



Themes

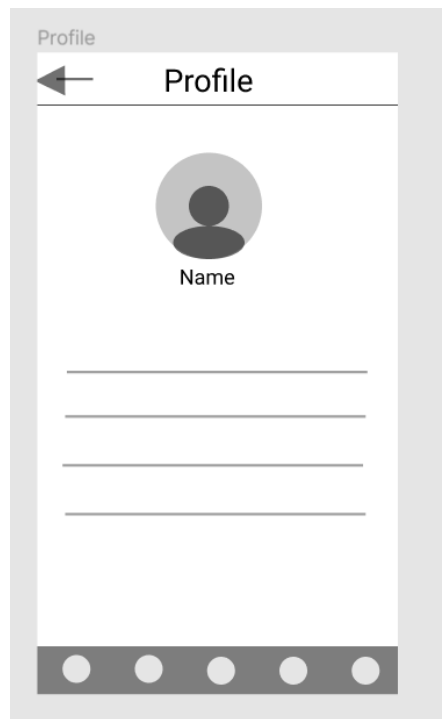
People want to edit their address in profile

Supporting evidence from the usability study.

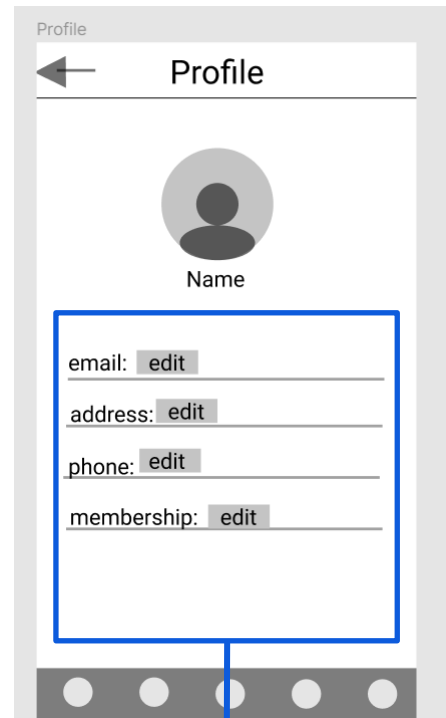
- 2 out of 5 total participants feel frustrated finding where to edit address in profile

"I like the profile feature, but it's strange that there's no way to edit my personal detail such as address which can be stroed automatically."
— Vivian Chen, Tsai's Food consumer from Taichung, Taiwan

Before



After



People want add ordering

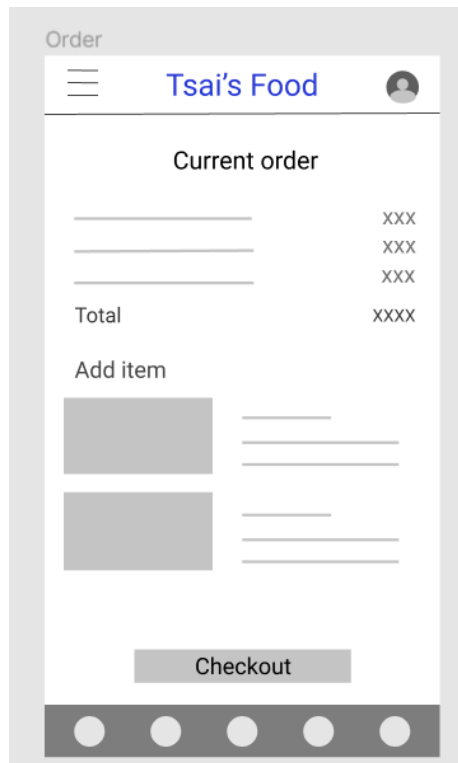
Supporting evidence from the usability study.

- 2 out of 5 total participants said they confused how to add items on the order page.

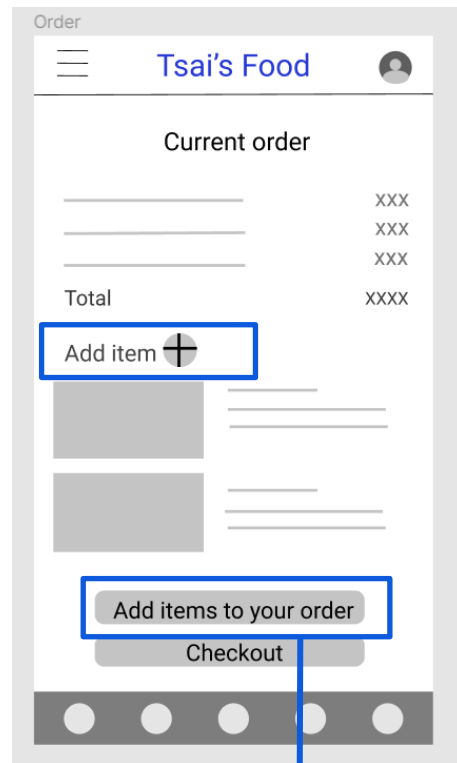
"I'm starving, so I would really like the option to choose extra meal that meets my dietary needs."

— Sharon Tsai, Tsai's Food consumer from Taichung, Taiwan

Before



After



People want easy payment

Supporting evidence from the usability study.

- 3 out of 5 total participants said they had difficulties completing the order by mobile payment.

"Sometimes I just want to pay by credit card, but it took me lots of time"

— Annie Hung, Tsai's Food consumer from Taichung, Taiwan

Before

The 'Before' screen shows a checkout process for 'Tsai's Food'. It includes a 'Confirm your order' section with three lines of placeholder text (XXX), a 'Total' of 'XXXX', and a 'Time of pickup' section with 'ASAP' and 'Later' buttons. The 'Payment information' section has buttons for 'Master', 'Visa', and 'JCB', and a 'Credit card number' field with placeholder text 'xxxxxxxxxx'. A 'Complete order' button is at the bottom.

After

The 'After' screen shows the same checkout process but with an additional 'Apple Pay' and 'Touch ID' button in the 'Payment information' section. A blue box highlights this new payment option, and a blue line points from the box to the text below.

Complete order

Insights & Recommendations

Research insights



Profile editing

Users need a way to edit address in profile more clearly and easily.



Add ordering

Users need extra and clear adding items button when ordering their meal.



Payment option

Users need a way to make a payment quickly and easily.

Recommendations

- Add a “address edit” option in the user profile so users can edit easily.
- Add a button for users to add items on their order so they could expand options for their needs and preferences.
- Add a Apple Pay option with Touch ID in the checkout process so users can pay directly by their fingerprint.

Next steps

- Further usability studies
- Iterate and test continually
- Testing and designing with high fidelity prototypes

Thank you!