CSC 642-842 HCI Summer 2020

"High fidelity UI design prototype"

Project Name: Gator Grub

Gator Grub is an application that allows users to order food online from their favourite restaurants.

Team 03

Team Members:

Megha Babariya(mbabariya@mail.sfsu.edu),

Mantasha Khan,

Zhiming Wu,

Kevin Chan,

Alex Gao

Version:

Version No.	Date	Comments(if any)
01	07/02/2020	Initial document
02	07/15/2020	Revised & Frozen

1. Executive Summary

Gator Grub is an application that allows users to order food from a particular restaurant or shop, and get it delivered to their footsteps. It will also have a pickup option. This will allow the users to get food without any hassle. Although there are a variety of other applications and websites for food ordering, Gator Grub has several features that make it stand out. Our first aim here is to get the user to order food without any registration/login requirements, which will familiarize the user with the application before requiring and prompting them to sign up / login before checkout (Lazy Registration). Additionally, our application shall allow the vendor to quickly and easily add and edit their restaurant information to the application. This makes it an appealing option from both the perspectives of the customers who are ordering, and the vendors who are selling.

Our application has various features, some of which include:

1. Getting food from nearby restaurants by a single click

2. Avoiding delivery fees for upto 5 mile range

3. Extremely user-friendly experience

4. Safety tag for COVID-19

5. Scheduled orders

6. Discounts for SFSU students

This should create an overall simple and enjoyable user experience, and consequently encourage them to sign-up/register.

2. Platforms and Tools:

a)   **Main Platform for delivery of the application** : Desktop / Laptop (Web)

Persona : Martha

- Aged woman around 50s

- Works for a reputed firm

- Good WWW skills

- Doesn't use a lot of mobile apps.

- Uses her laptop to discover food options

  nearby.

Many people, especially in this age group may be more comfortable using desktop/web applications rather than mobile apps. This is mainly because of three main reasons :

1. They are afraid to lose their privacy details.

2. They wish to just try out the option on the net and then think of having it on their mobile.

3. Also, some people lack storage on their mobile device, so just want to see the options available

   on the net.

b) Tools used for high Fidelity design : Figma.

UI Design Patterns :

1. Search Result Pages: We are using the %like SQL functionality for the query search. Our search works when a user provides the pincode for his area which lists all the restaurants specific to that area.

2. Blended Results: Our application has a complementary panel for featured items that are implemented by using the top restaurants in SF.

3. Zero Result pages: We provide explicit results and messages for pages that do not contain data. All the error handling is done and respective error messages are also provided to the users.

4. Lazy Registration : Customers are not forced to register into the application at the initial stage. This allows them to render through the application and lastly register to the application.

5. Usage of the tool : We provide appropriate placeholders and forms of advice to users.

3. Storyboards with narrative:

New User :

Tyler is a full-time student at SFSU and works part-time to cover his expenses. He does not have enough time to prepare food and therefore mostly orders the food from restaurants. He learns about a new application named Gator Grub and thinks to try out the application to order his meal. He quickly downloads the application and finds out that registration is not required and he can quickly look into options of different restaurants by just a single click that requires him to enter his pincode to show the nearby places. He gets happy and goes further and gets some more filters to find out restaurants that are safe during this CoronaVirus pandemic. He is quickly able to add orders to his cart and lastly register to the application. This speeds up the process and Tyler is more happy to see the discount offered to SFSU students and quickly finishes ordering the food.

1. Tyler opens the Gator Grub homepage.
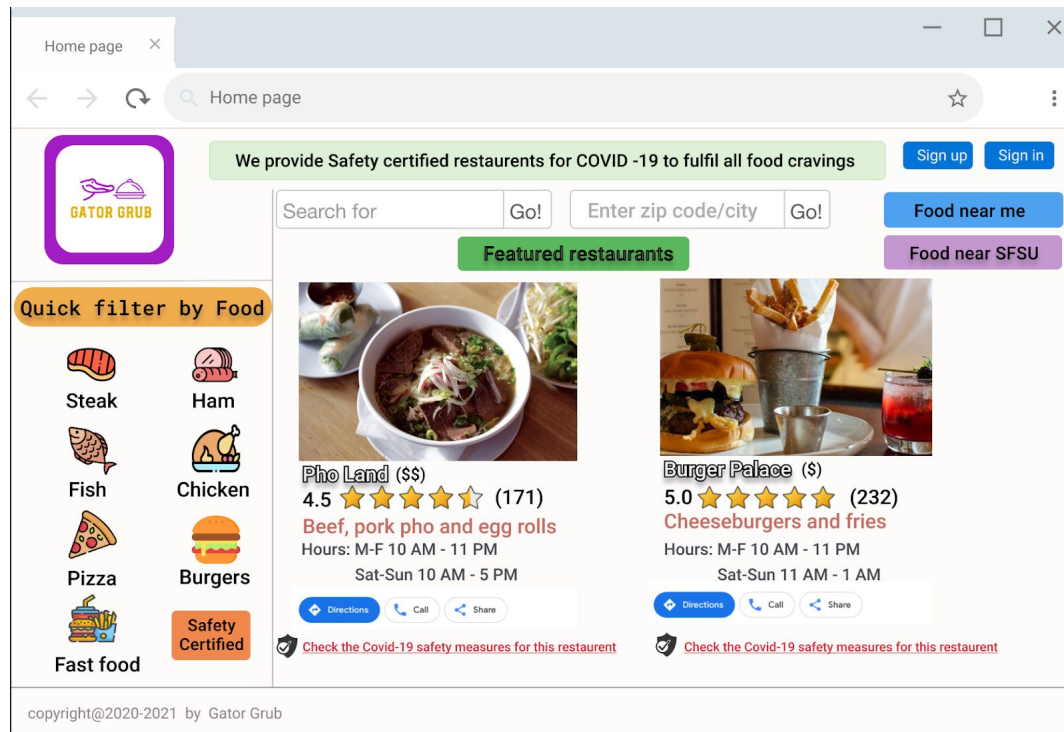
2. He enters a zip code and clicks on"Food near me" and obtains the search results.
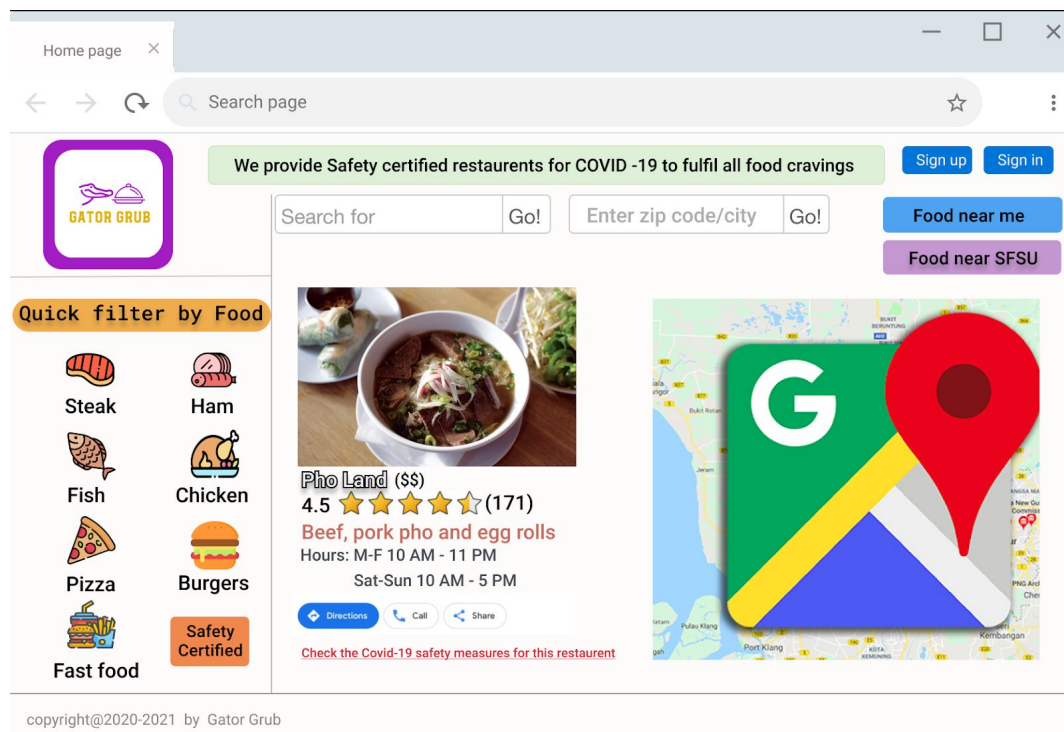
3. He finds out 'Restaurant A' and looks into the Covid-19 safety provided by the restaurant.
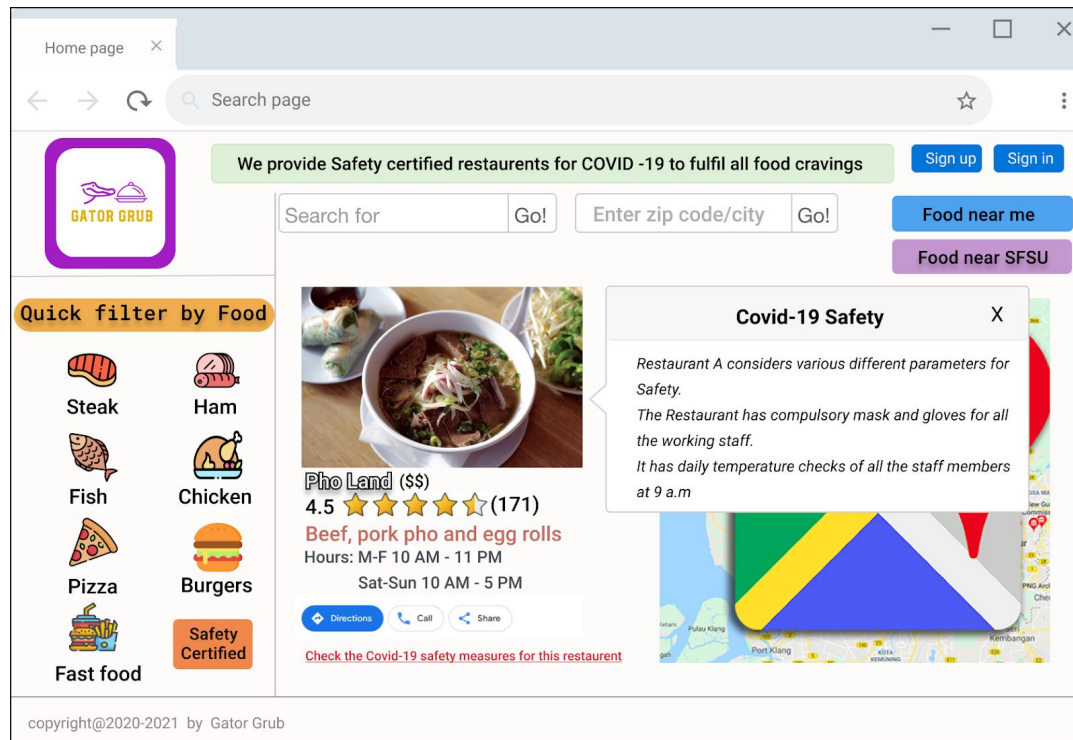
4. Tyler then selects 'Restaurant A' and goes to its menu page.
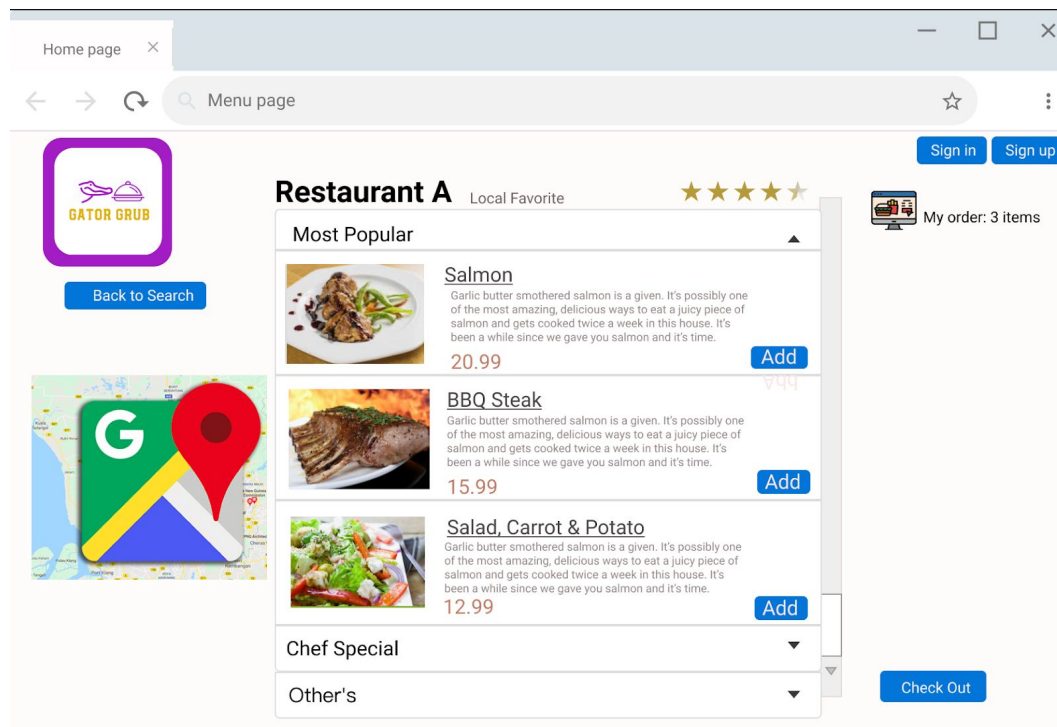
5. He selects a few items and adds them to his cart. He presses checkout and is taken to a lazy

registration page where he can view his cart, and provide his information to complete his order.

6. Once he provides his information, logs in or creates an account, he is taken to the checkout page,

where he can select his payment method, and choose his delivery options.

7. Finally, he places the order and is able to track the order progress.

Vendor :

      Miguel owns a bakery in Daly city and is interested in selling his baked food online. He is new to online marketing and does not have good skills in using technologies. He finds out that nearby restaurants are gaining profit by marketing using the Gator Grub application. He decides to use that application and downloads it. He is required to mark a checklist for COVID-19 safety precautions taken by his restaurant. And easily, he adds up his restaurant to the application without any hassle.

1. Miguel is new to Gator Grub. He goes to the homepage.
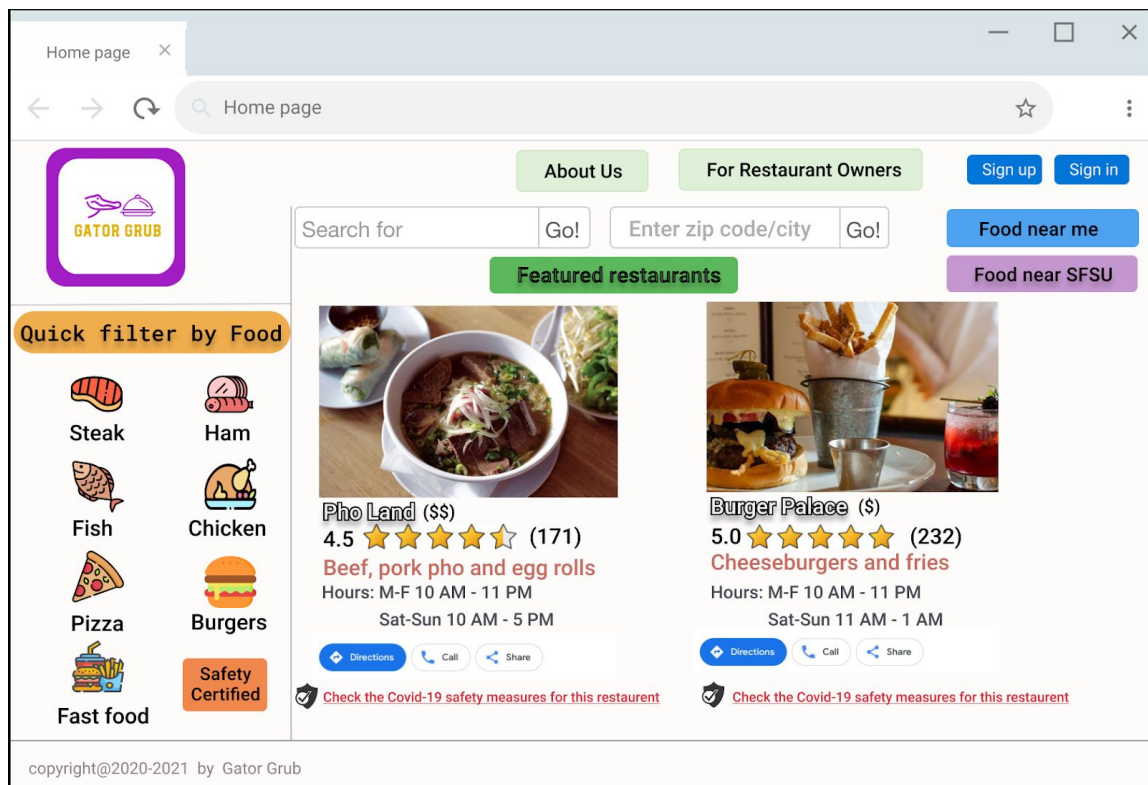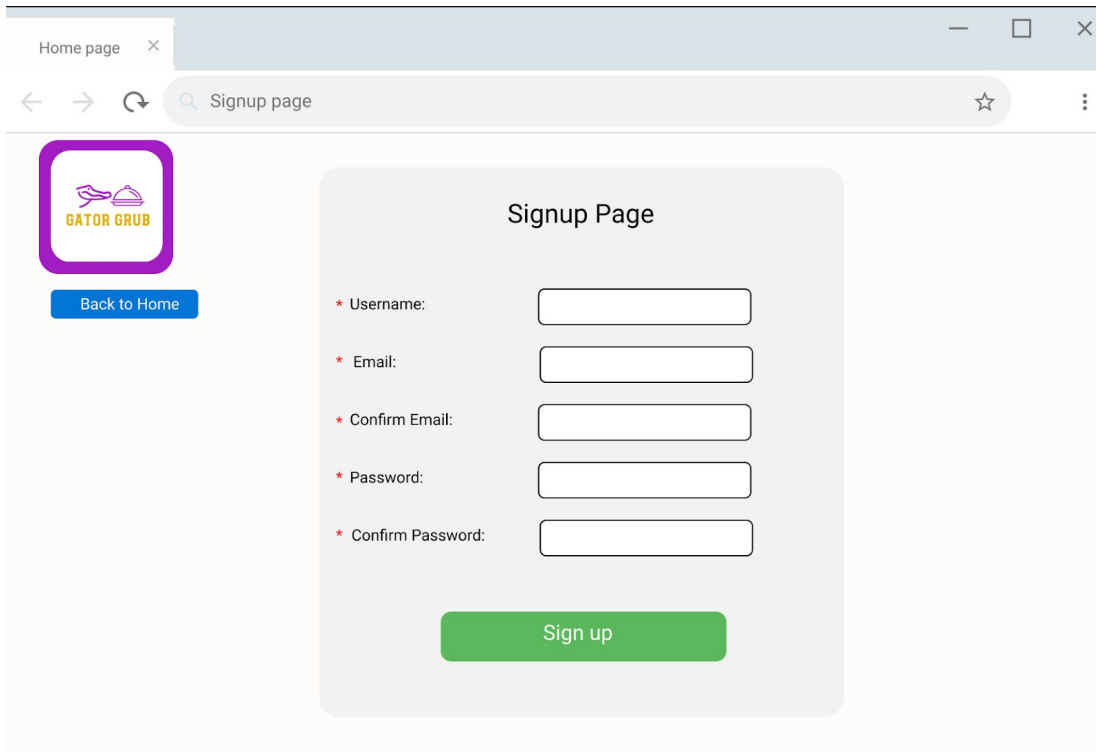
2. He sees the For Restaurant Owners button, and presses it, which takes him to the login page.

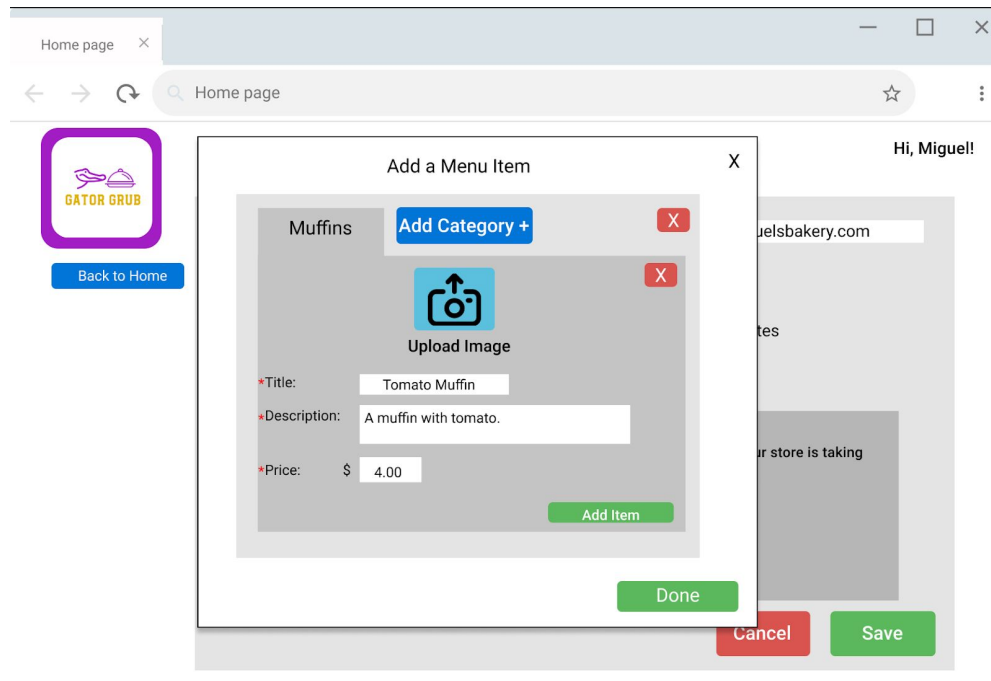**3.** Since he does not have an account, he needs to register.

4. After creating an account, he is taken to the Accounts page, where he can see all the past orders if any, or have an option of adding a restaurant.
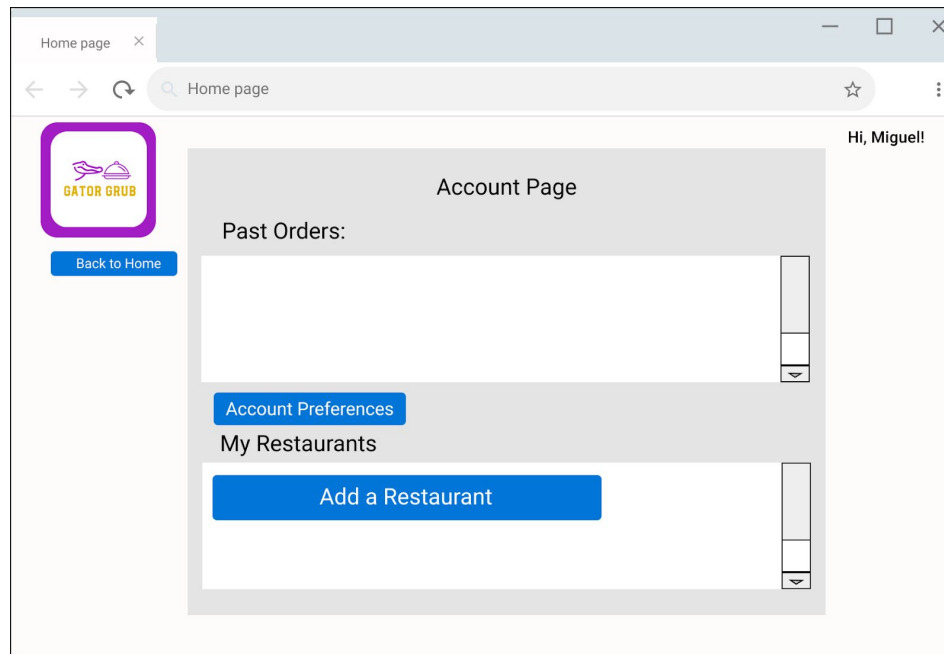

5. He clicks on 'Adding a Restaurant' and fills up the Restaurant details and is provided a checklist for Covid-19 safety details to be filled up.

6. He fills up all the details and is then required to add the Menu items.

7. He then saves all the details of the menu items and is taken back to the previous page where he can edit the restaurant details if required or can go to the homepage if done.
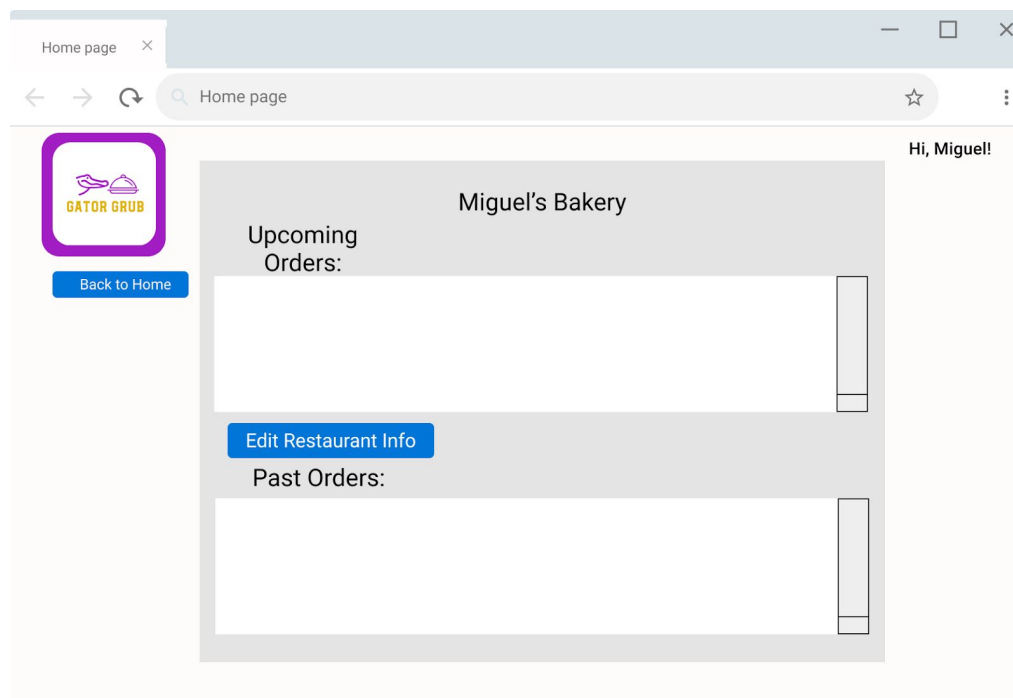
8. He clicks on the edit Restaurant page and makes changes and saves it.

<center>**"Focus Group Summary Feedback And Action Plans"**</center>

1.   Goals and Objectives of the Focus Group :

Focus Groups are used to develop or improve products or services. The main purpose is to provide data to enhance, change or create a product or service targeted at a key customer group.

The main goal of our Focus Group is to gather customer insight into current or prospective products, services or ideas.

Focus groups can be effective research tools for learning new information about the customers, competitors or products, or confirming marketing assumptions you've made before you begin using them to create strategies and tactics.

2. Focus Group Structure: what was shown to the professor

Use case 1 :

Page 1

Page 2

Page 3

Page 4

Page 5
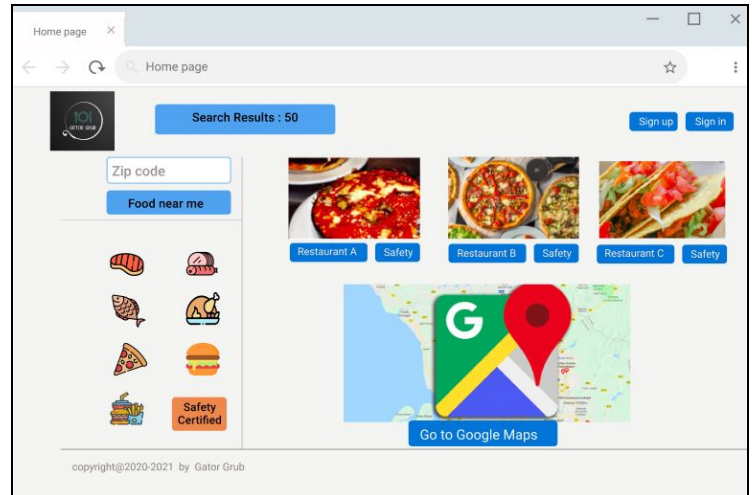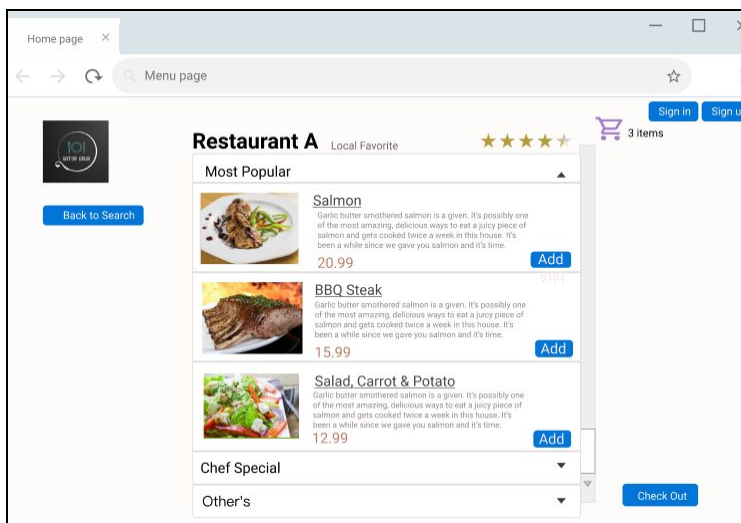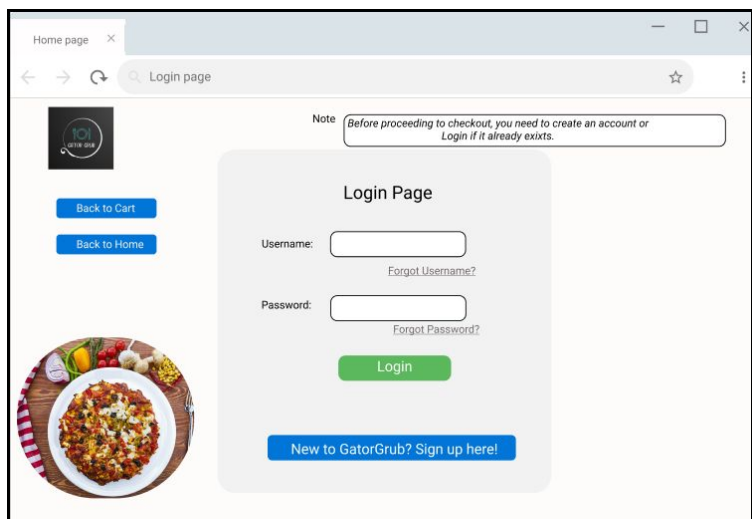
Home page × — □ ×

← → ⟳ Home page ☆ ⋮

Checkout Sign in | Sign up

Your Order:

Picture	Food name	Amount	Price
	Food name	1 ▼	10.99
	Food name	2 ▼	21.98

Total: 21.98

Deliver to: ● SFSU Distance: 3.2 miles

Location on campus: Library ▼

○ My address

Delivery time: ● ASAP

○ Schedule Delivery at:

12:30 PM ▼ on Monday ▼

Contactless delivery: ▢

check out

Page 6

Home page × — □ ×

← → ⟳ payment page ☆ ⋮

Payment Hi Tyler

Select Payment Methods:

● Cash	○ Check

#	Picture	Food name	Amount	Pricing
1		Pizza	2 ▼	10.99
2		Noodle	1 ▼	8.99
3		Burger	2 ▼	5.99

Delivery Address: SFSU Library
Phone: (415) 338-1111
Schedule(optional): None
contactless delivery: ▢
Payment Method: In-person

Total: 25.97 **Pay now**

Page 7

Home page × — □ ×

← → ⟳ Tracking page ☆ ⋮

Tracking Hi Tyler

#	Picture	Food name	Amount	Pricing
1		Pizza	2 ▼	10.99
2		Noodle	1 ▼	8.99
3		Burger	2 ▼	5.99

Total: 25.97

Delivery Address: SFSU Library
Phone: (415) 338-1111
Schedule(optional): None
contactless delivery: ▢
Payment Method: In-person

ETA: 10 min Status: Order Received

Home

Use Case 2 :
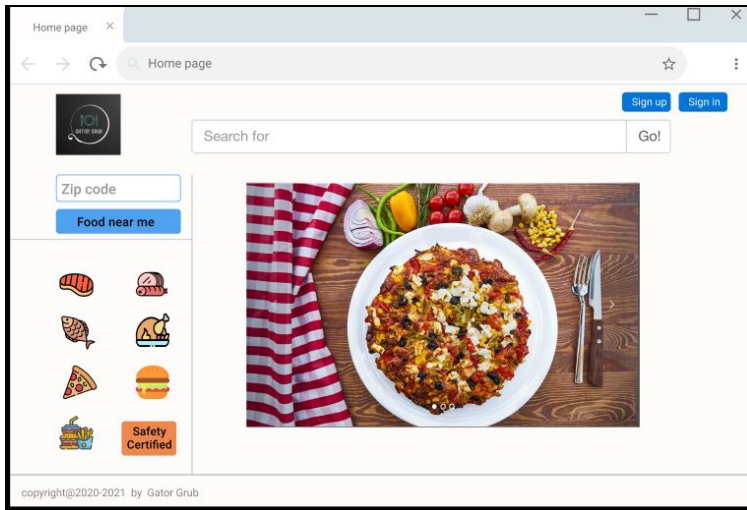
Page 1

Page 2

Page 3
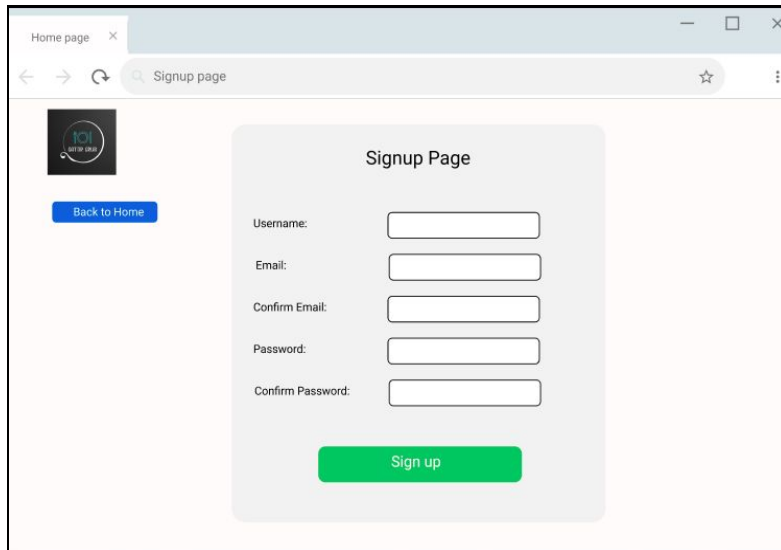
Page 4

Page 5

Home page ✕ | — □ ✕

← → ↻ | 🔍 Home page | ☆ ⋮

Hi, Miguel!

Adding a Restaurant

[Back to Home]

Restaurant Name: | Miguel's Bakery
Restaurant Address: | 1600 Holloway Ave San Francisco, CA 94811
Cuisine Type: | Bakery
Distance to SFSU: | 3.2 | miles

[Add Menu]

COVID-19 Safety Tag
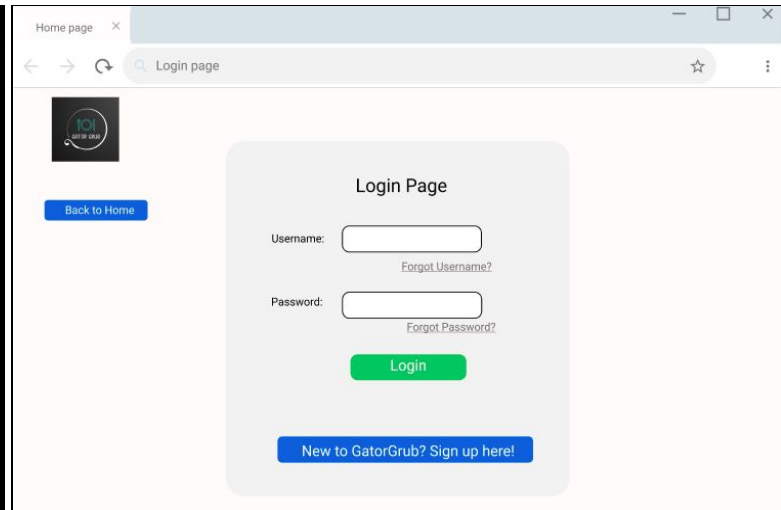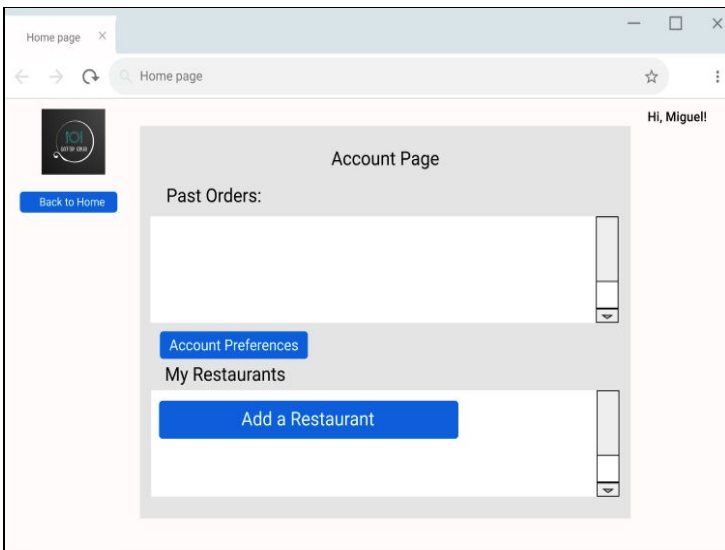The purpose of the safety tag is to let customers know what safety precautions your store is taking
☐ Mask and Gloves
☐ Temperature Checks
☐ All Employees Tested Negative
☐ Other: _____

[Cancel] [Save]

Page 6

Home page ✕ | — □ ✕

← → ↻ | 🔍 Home page | ☆ ⋮

Hi, Miguel!

Adding a Restaurant

[Back to Home]

Restaura
Restaura
Cuisine T
Distance

Add a Menu Item ✕

Muffins [X]

Title: | Tomato Muffin | [Upload Picture] [X]
Description:
A muffin with tomato. | Price: $ 4.00

[Remove] [Add]

[New Item +]

[Add Category +]

[Save] [Save]

Page 7

Home page ✕ | — □ ✕

← → ↻ | 🔍 Home page | ☆ ⋮

Hi, Miguel!

[Back to Home]

Miguel's Bakery

Upcoming Orders:

[Edit Restaurant Info]

Past Orders:

Page 8

Home page ✕ | — □ ✕

← → ↻ | 🔍 Home page | ☆ ⋮

Hi, Miguel!

Edit Restaurant Page

[Back to Home]

Restaurant Name: | Miguel's Bakery
Restaurant Address: | 1600 Holloway Ave San Francisco, CA 94811
Cuisine Type: | Bakery
Distance to SFSU: | 3.2 | miles

[Edit Menu]

COVID-19 Safety Tag
The purpose of the safety tag is to let customers know what safety precautions your store is taking
☒ Mask and Gloves
☒ Temperature Checks
☐ All Employees Tested Negative
☐ Other: _____

[Cancel] [Save]

Page 9

How Feedback was collected :

We had a focus group meeting with the professor, wherein we received feedback from the Professor regarding our use cases and screens/ UI for the application.

Feedback Collected:

Homepage :

- Enter labels for each input (eg : enter zip code, or city)

- Below the search bar, add Food near me

- On the homepage, add a button to an about page, where we let people know that this is a fake website for our class

- On the homepage, remove the picture and add Featured Restaurant

- Some text on homepage(left side) -- (eg: choose the food you like), also add name to identify each item (eg : Pizza)

Search Results Page:

- Rename the button to food near SFSU

- More information on each restaurant

- Button rename → safety ? (add Covid Safety instead)

Menu Page:

- Change icon of shopping cart (it's an order)

- Have maps

- Login Page:

- Print order on left

- Guest Registration -- only email and basic info

- Create account -- benefits of creating account

- No real form for payment

Checkout Page :

- For delivery address, group it

- Default shouldn't be Library, keep it as : Choose SFSU location and keep it as a mandatory field

- For Contactless delivery, add the symbol "?" to define what that means

- Keep the Payment and Checkout in a single page

Vendor Side Information :

- Add a button on the home page for restaurant owners

- Add a textbox allowing restaurants to add a website

- Add a textbox allowing restaurants to add estimated delivery time

Main key points :

- Increase Clarity

- Expedite Ordering

- Minimize Clicks

- Minimize screens

- Indicate required fields

3. Team Summary of the Feedback

We, as a Team conducted a meeting after the Focus Group meeting with the Professor and tried to make changes in our High Fidelity Design.

We made changes to the High Fidelity design pages using Figma and incorporated the feedback provided by Professor.

We made the registration easier for the user, and also minimized the number of clicks and the number of screens by having some good practices of UI design.The screen templates seems to be more consistent and the overall design is appealing.

We plan to implement the different pages once the Individual Project gets completed, so that each person will be able to dedicate his/her time.

4.   Actual plans on what is to be changed based on Feedback

- Added red asterisk next to every required field.

- Allowed users to checkout with only their name, phone number and email address

- Redesigned the logo to better show our connection to SFSU

- Added fields to allow restaurant owners to add estimated delivery time, as well as their website

- Redesigned the page for added menu items, making it more clear

- Redesigned home page, showing and indicating featured restaurants, added text to category icons

- Added buttons for food near SFSU, about page, and a button for restaurant owners