

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:

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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

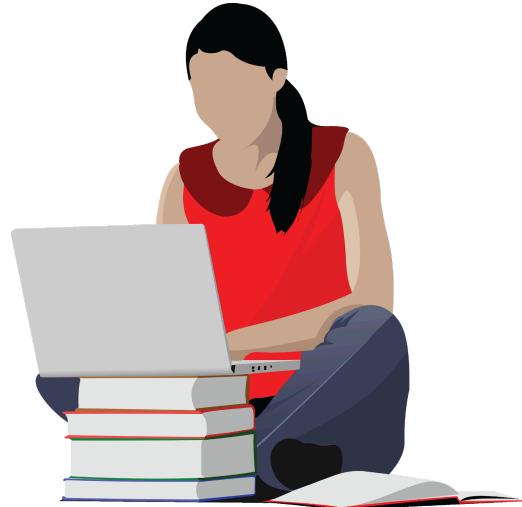
This should create an overall simple and enjoyable user experience, and consequently encourage them to sign-up/register.

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.

The screenshot shows the Gator Grub homepage. At the top right are buttons for "About Us", "For Restaurant Owners", "Sign up", "Sign in", "Food near me", and "Food near SFSU". Below these are search fields for "Search for" and "Enter zip code/city" with "Go!" buttons. A purple "Quick filter by Food" sidebar on the left lists categories with icons: Steak, Ham, Fish, Chicken, Pizza, Burgers, and Fast food. A "Safety Certified" button is also present. Two featured restaurants are displayed: "Pho Land (\$\$)" with a 4.5-star rating (171 reviews), featuring beef, pork pho and egg rolls, open M-F 10 AM - 11 PM and Sat-Sun 10 AM - 5 PM; and "Burger Palace (\$)" with a 5.0-star rating (232 reviews), featuring cheeseburgers and fries, open M-F 10 AM - 11 PM and Sat-Sun 11 AM - 1 PM. Each restaurant has "Directions", "Call", and "Share" buttons. A note at the bottom of the sidebar says "Check the Covid-19 safety measures for this restaurant". The footer includes the copyright notice "copyright@2020-2021 by Gator Grub".

2. He enters a zip code and clicks on "Food near me" and obtains the search results.

This screenshot shows the same Gator Grub homepage as above, but with a map overlay on the right side. The map features a large green area with a white "G" logo, a red location pin, and a yellow triangle, set against a background of a street map with place names like Port Klang, Klang, and Jem. The rest of the page structure is identical to the first screenshot, including the sidebar filters, featured restaurants, and footer copyright notice.

3. He finds out ‘Restaurant A’ and looks into the Covid-19 safety provided by the restaurant.

Covid-19 Safety

Restaurant A considers various different parameters for Safety.
The Restaurant has compulsory mask and gloves for all the working staff.
It has daily temperature checks of all the staff members at 9 a.m.

copyright@2020-2021 by Gator Grub

4. Tyler then selects ‘Restaurant A’ and goes to its menu page.

Restaurant A Local Favorite ★★★★★

Most Popular

- Salmon**
Garlic butter smothered salmon is a given. It's possibly one of the most amazing, delicious ways to eat a juicy piece of salmon and gets cooked twice a week in this house. It's been a while since we gave you salmon and it's time.
20.99 Add
- BBQ Steak**
Garlic butter smothered salmon is a given. It's possibly one of the most amazing, delicious ways to eat a juicy piece of salmon and gets cooked twice a week in this house. It's been a while since we gave you salmon and it's time.
15.99 Add
- Salad, Carrot & Potato**
Garlic butter smothered salmon is a given. It's possibly one of the most amazing, delicious ways to eat a juicy piece of salmon and gets cooked twice a week in this house. It's been a while since we gave you salmon and it's time.
12.99 Add

Chef Special

Other's

Check Out

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.

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

Total: 25.97

Note: Before proceeding to checkout, you need to create an account or Login if it already exists.

* Name: Enter your Name

* Phone Number: Enter your Phone Number

* Email: Enter your Email Address

Complete your Order

Login Signup

Login or Create an account to save your information for next time!

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.

Your Order:

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

Total: 21.98

Check out

Hi Tyler

* Select Payment Methods:

- Cash
- Check

* Deliver to:

- SFSU Distance: 3.2 miles
- My address

Location on campus: Choose One ▾

* Delivery time:

- ASAP
- Schedule Delivery at: 12:30 PM ▾ on Monday ▾

Contactless delivery ? :

Check out

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

Home page

Tracking page

Hi Tyler

Tracking

#	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

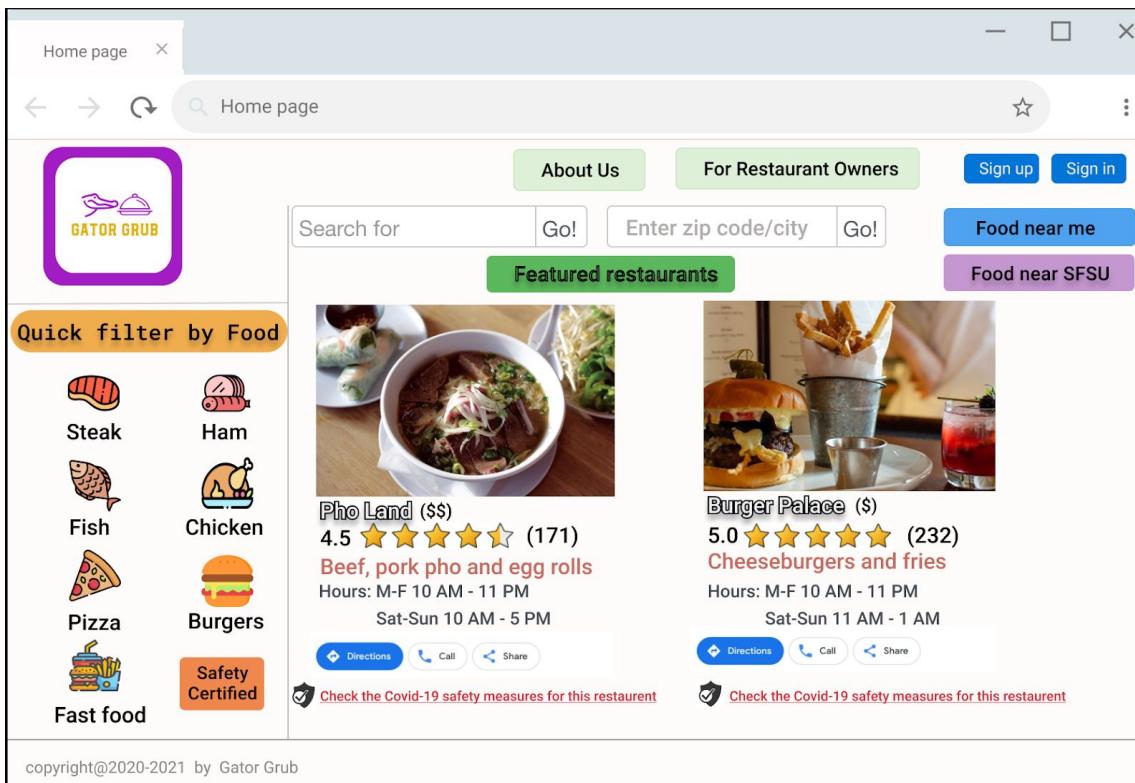
ETA: 10 min Status: Order Received

Home

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.



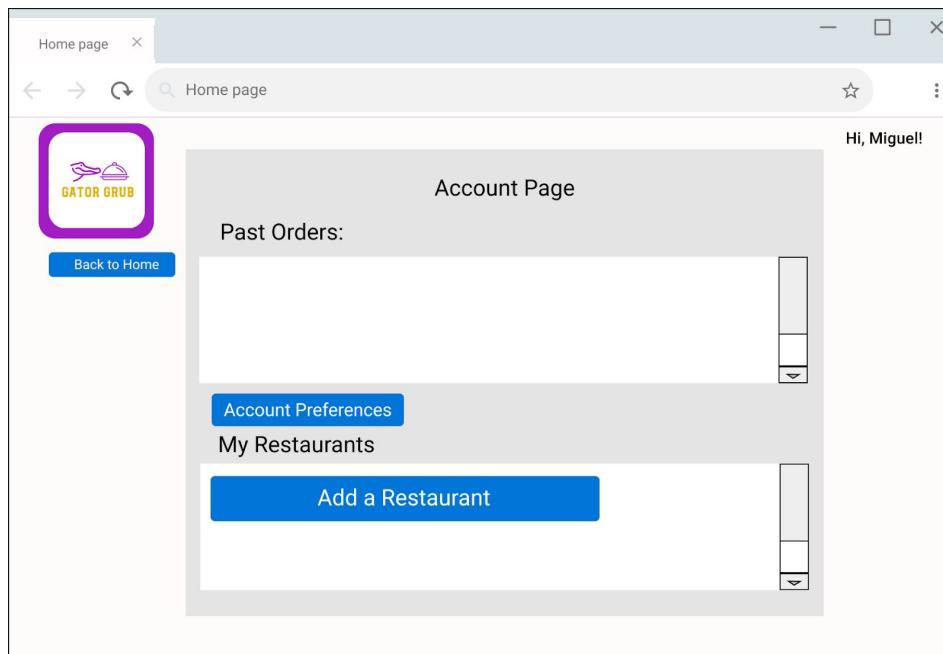
2. He sees the For Restaurant Owners button, and presses it, which takes him to the login page.

The screenshot shows a web browser window titled "Login page". On the left side, there is a sidebar with a purple rounded square icon containing a white gator head logo and the text "GATOR GRUB" below it. A blue "Back to Home" button is located at the bottom of this sidebar. The main content area is a light gray box titled "Login Page". It contains two input fields: "Username:" and "Forgot Username?", followed by "Password:" and "Forgot Password?". Below these fields is a green "Login" button. At the bottom of the main content area is a blue button with the text "New to GatorGrub? Sign up here!"

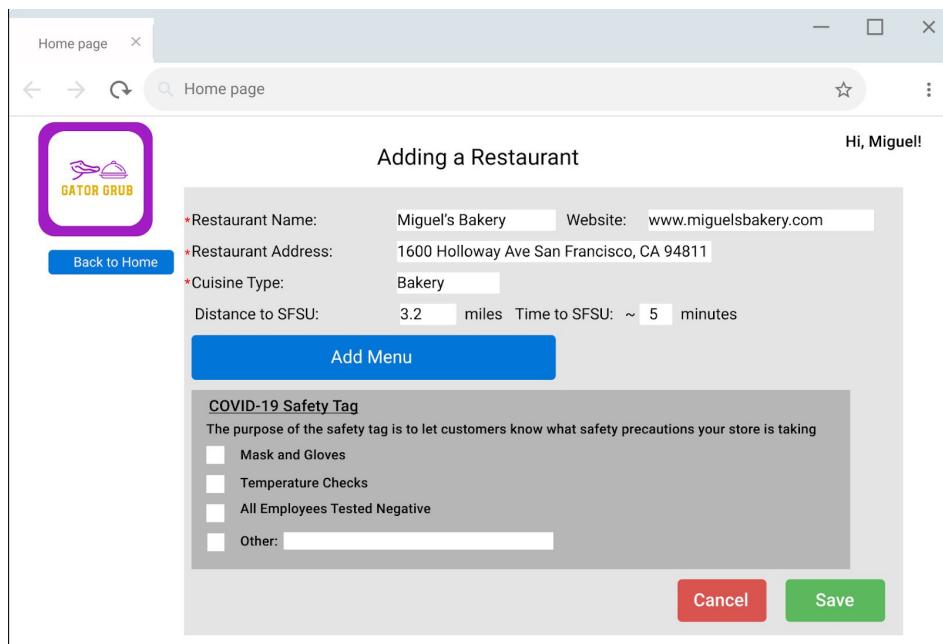
3. Since he does not have an account, he needs to register.

The screenshot shows a web browser window titled "Signup page". On the left side, there is a sidebar with a purple rounded square icon containing a white gator head logo and the text "GATOR GRUB" below it. A blue "Back to Home" button is located at the bottom of this sidebar. The main content area is a light gray box titled "Signup Page". It contains five input fields labeled with asterisks: "Username:", "Email:", "Confirm Email:", "Password:", and "Confirm Password:". Below these fields is a green "Sign up" button.

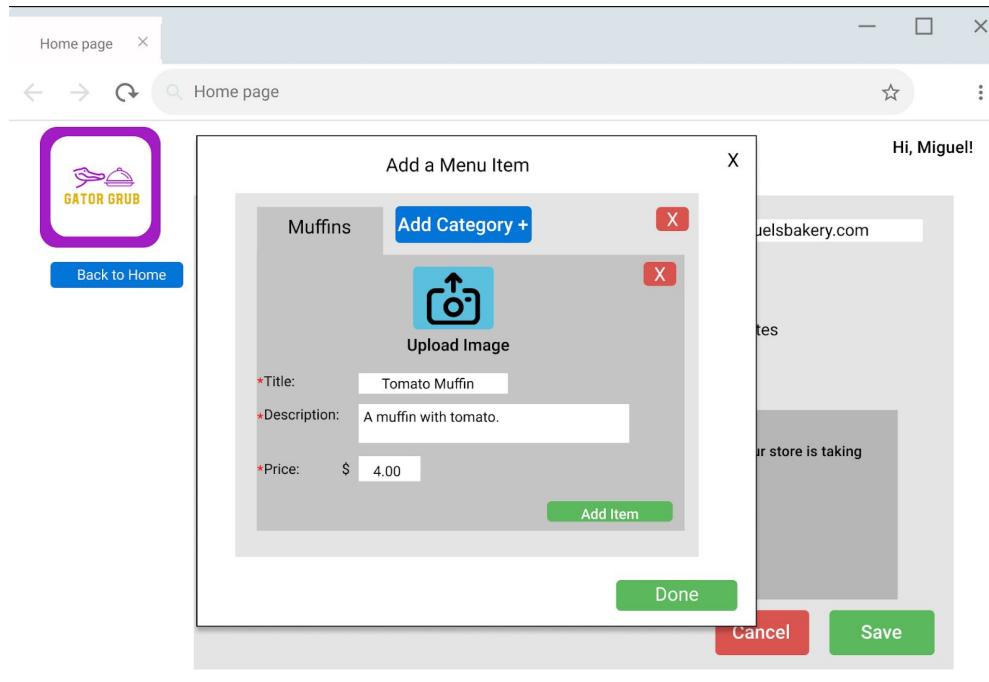
4. After creating an account, he is taken to the Accounts page, where he can see all the past orders if any, or have an option of adding a restaurant.



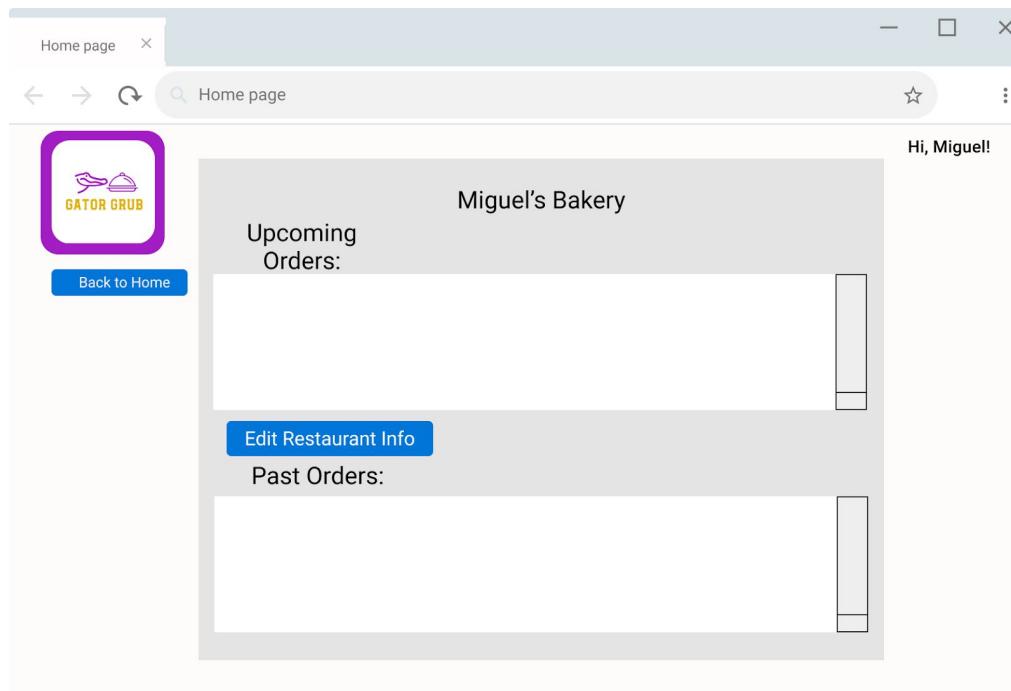
5. He clicks on 'Adding a Restaurant' and fills up the Restaurant details and is provided a checklist for Covid-19 safety details to be filled up.



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.

The screenshot shows a web browser window with the title bar "Home page". The main content area displays the "Editing Restaurant Page" for "GATOR GRUB".

Restaurant Information:

- *Restaurant Name: Miguel's Bakery
- Website: www.miguelsbakery.com
- *Restaurant Address: 1600 Holloway Ave San Francisco, CA 94811
- *Cuisine Type: Bakery

Distance to SFSU: 3.2 miles Time to SFSU: ~ 5 minutes

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: _____

Buttons: Cancel (red) and Save (green)

“Focus Group Summary Feedback And Action Plans”

1. Goals and Objectives of the Focus Group :

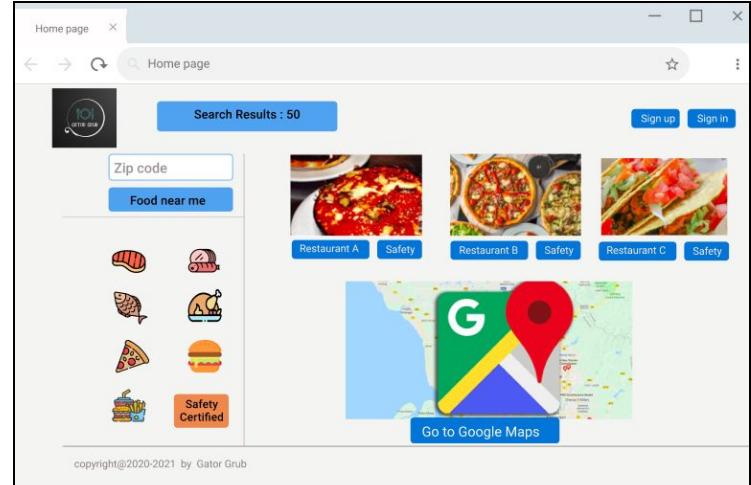
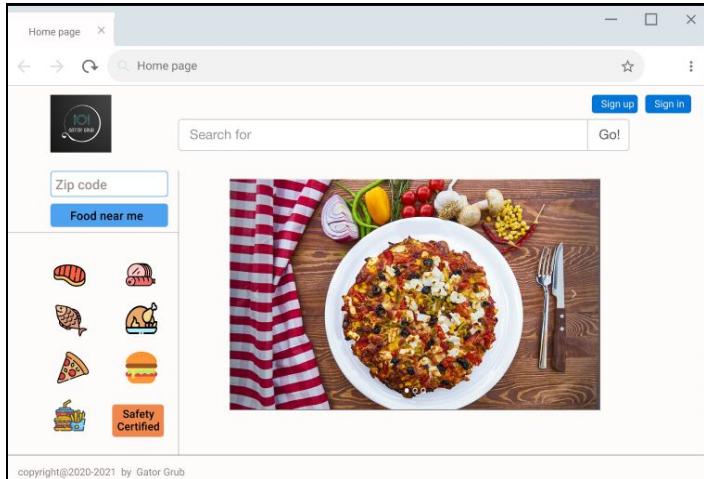
Focus Groups are used to develop or improve products or services. The main purpose is to provide data to enhance, change or create a product or service targeted at a key customer group.

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

Home page

Menu page

Sign in Sign up

Restaurant A Local Favorite

Most Popular

Salmon

Garlic butter smothered salmon is a given. It's possibly one of the most amazing, delicious ways to eat a juicy piece of salmon and gets cooked twice a week in this house. It's been a while since we gave you salmon and it's time.

20.99

Add

BBQ Steak

Garlic butter smothered salmon is a given. It's possibly one of the most amazing, delicious ways to eat a juicy piece of salmon and gets cooked twice a week in this house. It's been a while since we gave you salmon and it's time.

15.99

Add

Salad, Carrot & Potato

Garlic butter smothered salmon is a given. It's possibly one of the most amazing, delicious ways to eat a juicy piece of salmon and gets cooked twice a week in this house. It's been a while since we gave you salmon and it's time.

12.99

Add

Chef Special

Other's

Check Out

Back to Search

Page 2

Home page

Login page

Note Before proceeding to checkout, you need to create an account or Login if it already exists.

Back to Cart

Back to Home

Login Page

Username:

Forgot Username?

Password:

Forgot Password?

Login

New to GatorGrub? Sign up here!

Page 3

Page 4

Home page

Your Order:

Picture	Food name	Amount	Price
	Pizza	1	10.99
	Noodle	2	8.99
		Total:	21.98

Checkout

Deliver to: SFSU Distance: 3.2 miles
 My address

Location on campus:

Delivery time: ASAP
 Schedule Delivery at: 12:30 PM on Monday

Contactless delivery:

Page 5

Home page

payment page

Payment

Hi Tyler

Select Payment Methods:

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

Cash Check

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

Total: 25.97

Page 6

Home page

Tracking page

Tracking

Hi Tyler

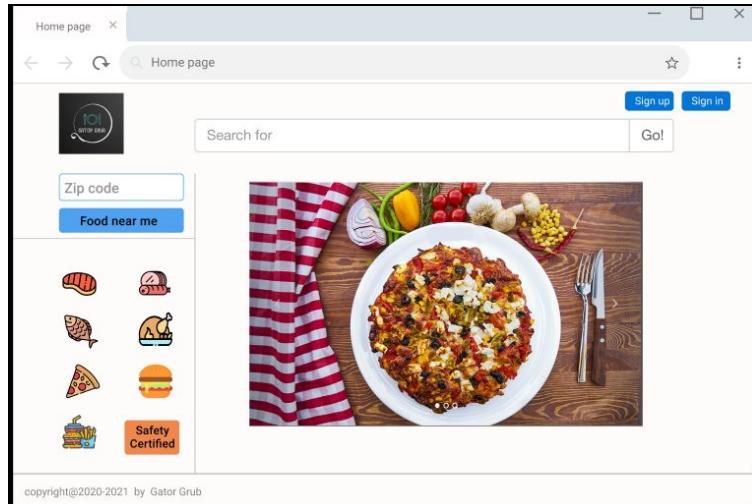
#	Picture	Food name	Amount	Pricing
1		Pizza	2	10.99
2		Noodle	1	8.99
3		Burger	2	5.99
Total: 25.97				

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

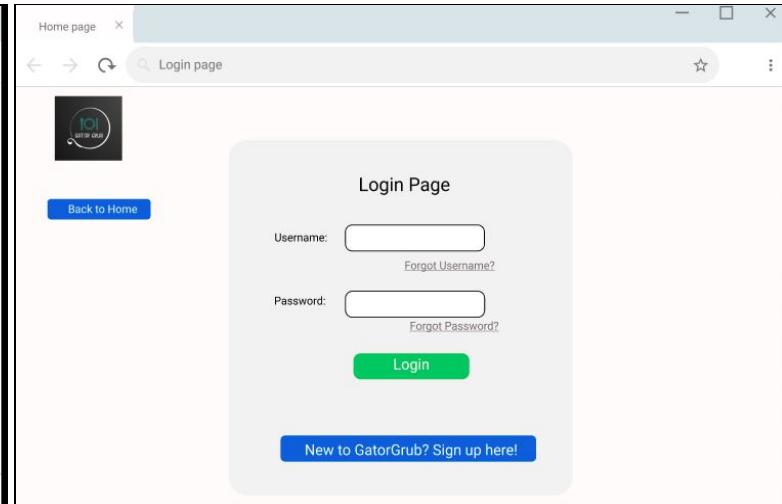
ETA: 10 min Status: Order Received

Page 7

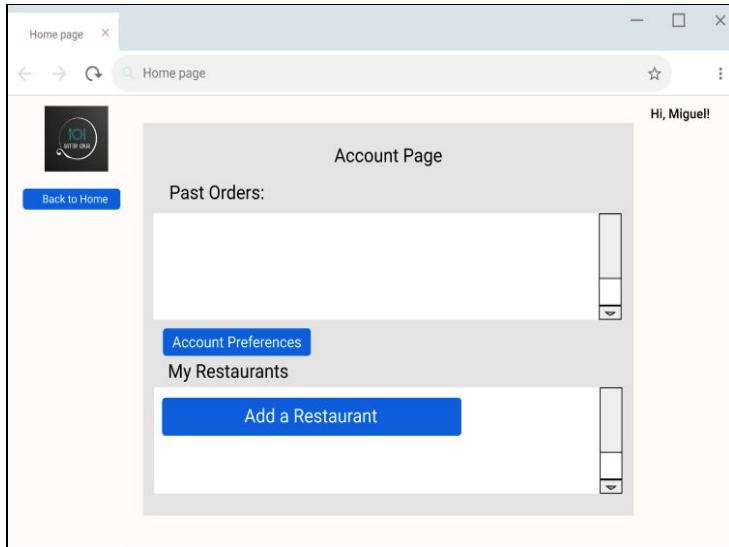
Use Case 2 :



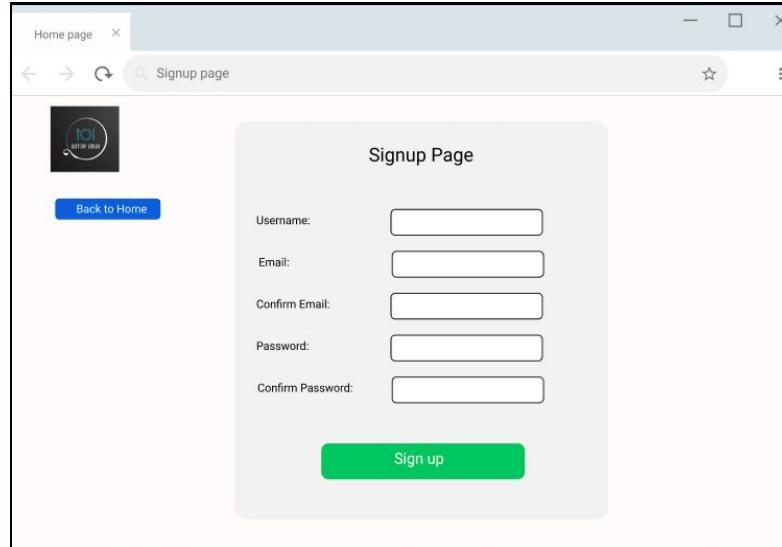
Page 1



Page 2



Page 3



Page 4

Home page X

Home page

Adding a Restaurant

Hi, Miguel!

 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 5

Home page X

Home page

Adding a Restaurant

Hi, Miguel!

 Back to Home

Restaurant Name: Miguel's Bakery

Cuisine Type: Bakery

Distance to SFSU: 3.2 miles

Add a Menu Item

Muffins

Title: Tomato Muffin Upload Picture X

Description: A muffin with tomato.

Price: \$ 4.00 Remove Add

New Item + Add Category +

Save

Page 6

Home page X

Home page

Miguel's Bakery

Hi, Miguel!

 Back to Home

Upcoming Orders:

Past Orders:

Edit Restaurant Info

Page 7

Home page X

Home page

Edit Restaurant Page

Hi, Miguel!

 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 8

Home page

New Restaurant Page

Hi, Miguel!

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

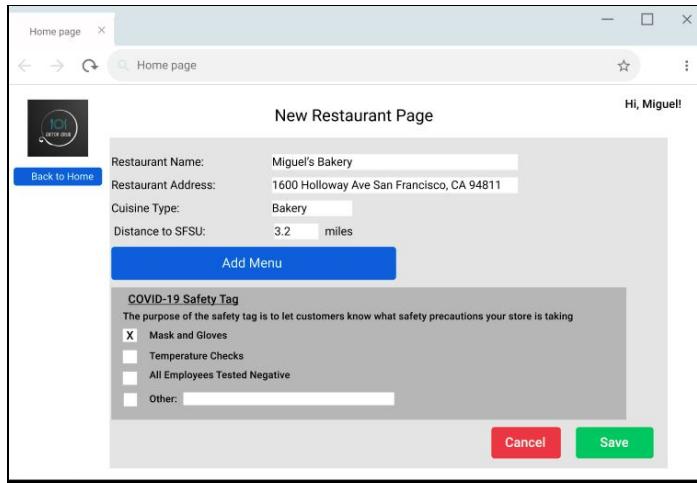
Add Menu

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 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