

CSC 642-842 HCI Summer 2020

Initial Proposal

Project Name: Gator Grub

Project Description

Team 03

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INITIAL PROPOSAL REPORT

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:

- Getting food from nearby restaurants by a single click
- Avoiding delivery fees for upto 5 mile range
- Extremely user-friendly experience
- Safety tag for COVID-19
- Scheduled orders
- Discounts for SFSU students

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

2. Personas

Tyler

- Currently working from home
- Job pays well so not too concerned with price
- Single parent with immunocompromised child

Experience: Is not very familiar with technology, but has some experience with using similar apps.

Goals: Concerned with minimizing risk of transmitting coronavirus (wants no-contact dropoff options). Child is picky, so app must have various cuisine options

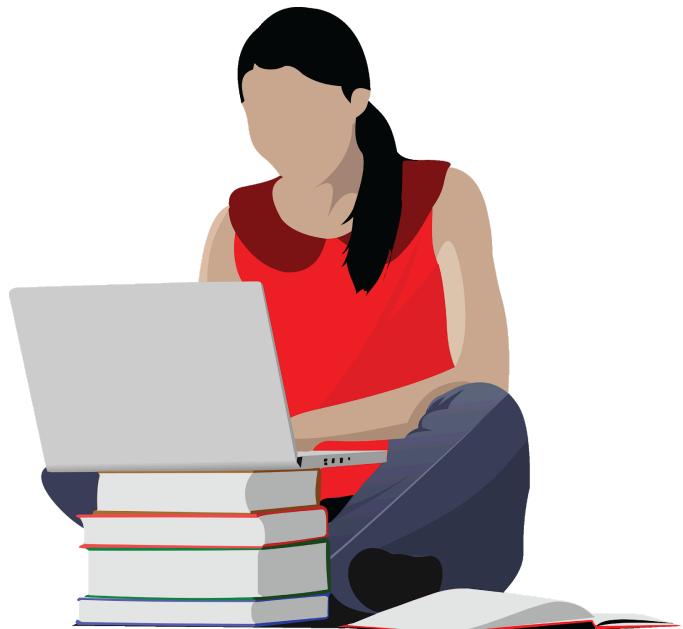


Jane

- Full time student at SFSU
- Works full time at an essential business
- Very busy
- Good WWW skills
- High cost of living in San Francisco, so she doesn't want to spend too much money on food
- Values expedient and on time delivery, as she doesn't want to spend too much time on food.

Experience: Very familiar with using similar apps.

Goals: Affordability, on-time delivery, Wants to be able to pre-order and schedule delivery



Miguel

- Owns a bakery in Daly City
- Sales greatly reduced due to ongoing pandemic
- Has poor WWW skills
- Wants to start selling his baked goods online

Experience: Has not used a food delivery system before.

Goals: Cares about making a decent profit. Needs a clear and simple interface to set up his shop online.



Emma

- Works for her family's restaurant in San Francisco
- Good WWW skills

Experience: Has worked with other food delivery companies before.

Goals: Wants to make sure her family's restaurant will not be difficult to find on the app and will appear while customers are browsing.

Wants a good degree of customization and options compared to other apps

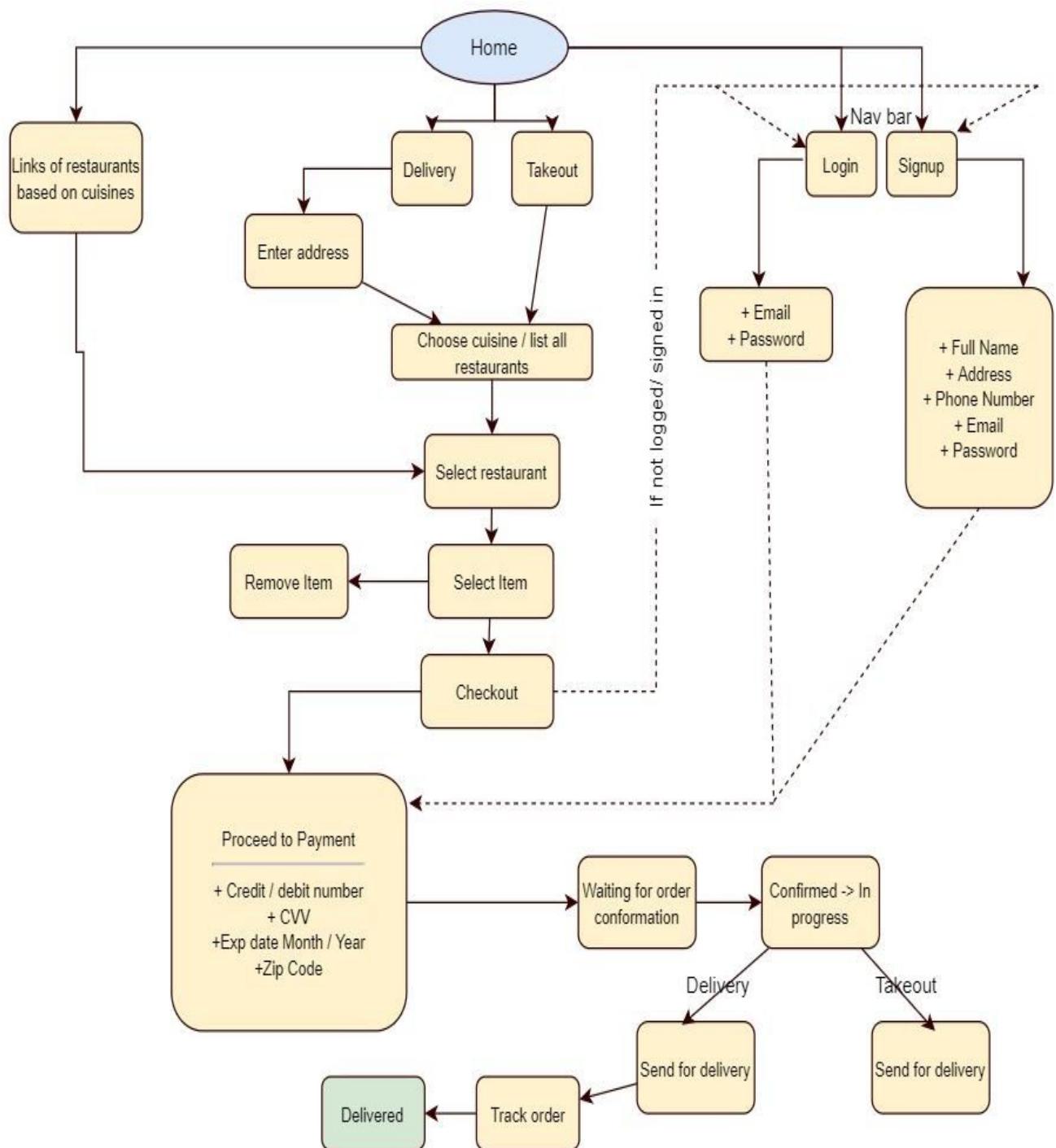


3. High Level Use Cases

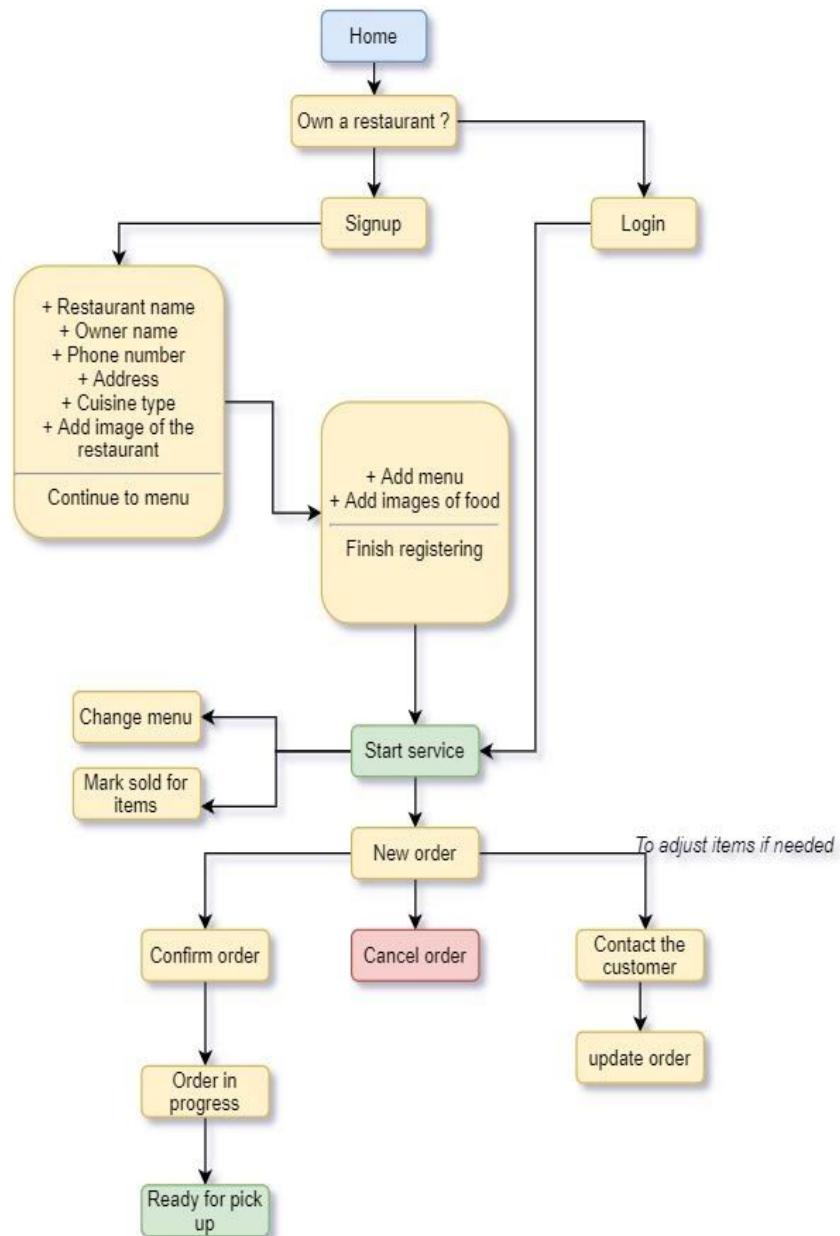
- Tyler is a single parent who needs a delivery app to get all the food he needs delivered to his door to minimize the risk of coronavirus transmission for his child. He goes to our site and selects the delivery option. He browses to all types of cuisines and finds a good restaurant for him. He places an order by entering his personal and bank credentials. He keeps an eye on the track of order and wears his gloves and mask when the order is close to be delivered. He saves himself from exposure to the virus.
- Jane wants to eat chinese food since she does not have time to cook food being an essential worker. She needs a service that can deliver her food fast. She goes to our website and enters her address to see the best chinese restaurants that are at a closer distance to her. She selects Golden wok chinese restaurant close by and orders food. She gets the food delivered within 30 minutes.
- Miguel wants to sell his sweets. He goes to our site following the sign that takes him to sign his restaurant up. He uploads his menu and images and finishes registering. He then starts selling his items through our site.
- Sam wants to order food but he is very concerned if the safety measures are followed by the restaurant in this pandemic. He goes to our site and checks the safety tag for that restaurant where he sees all the measures the restaurant has taken. He finds a restaurant that has high safety standards and orders food.

- Mark is a vendor at our site, he wants to remove some items from the menu that they do not sell anymore. He logs into his account and starts service. He then goes to change the menu and removes the items he does not want to sell anymore.
- Rose is a student at SFSU and has a tight budget. She wants to order food with some discount so that she can afford it. She goes to our site, enters her SFSU email while checking out and gets a student discount.

Use Case Diagram for Customer



Use Case Diagram for Vendor



4. List of Major Functions Envisioned

1. **Login/Logout:** We will be having Lazy registration, so that users are not forced to add personal details at the beginning and get to know the restaurants listings and order food easily. At the same time, we want to require a user to have an account with us so that if there is an issue with an order, we have their credentials to follow up on which can include customer support.
2. **Viewing restaurants/stores within their area:** Once the user opens our app, we want to display a list of all the restaurants with pictures of food/location by determining the local restaurants around their area so users can jump right into browsing for what they want to get delivered.
3. **Making an order:** When a user makes an order on our application, we will present them with an easy to read layout with live location of where the restaurant is and when the delivery is estimated. We will also let the user know the status of their order, provide a short summary of what has been ordered, a button for “more details” on the order(purchase amount), customer support button, etc. Since our app is focused on a delivery service, this feature will be a significant part of the app. We can also send out text and/or push notifications to the user to notify what’s happening with their order.
4. **Review System:** When the user clicks on a restaurant they want to browse, we can provide a link/button to a review app such as Yelp and/or other sources such that the users have a more convenient way of making sure what they really want to order. This feature will be useful

because users will know what to expect when they make an order with a restaurant. This will pertain closely to ordering food.

5. **Notifications:** We can also send updates and notifications to the user's email address for more updates/discounts. (Sign in with Facebook, Google, etc) We can also send out text and/or push notifications to the user to notify what is happening with their order.

6. **Searching and filtering food, groceries, pharmacies:** For the food selection, we will provide a scrollable bar which contains different types of food categorized and also list out restaurants individually with pictures of, for example, the most popular items ordered at each restaurant. We will also include search functionality that searches for food type or restaurant name.

7. **Safety Tag:** When it comes to ordering food, we will provide a safety tag for each restaurant that will show the user the measures taken by the restaurant for customer safety like staff temperature checkup frequency, handling food in a safe manner, and other safety measures if taken while preparing the order. This will provide the customers with peace of mind knowing that their food was safely handled during this pandemic.

8. **Creating a restaurant account with our app:** Restaurant owners will be able to expand their businesses by offering customers the ability to have their favorite food delivered right to their doorsteps. Restaurant owners will have the ability to add menu items with a brief summary as well as providing a picture of the dish/item, price, and customize each menu item. Owners will also be able to view a list of incoming orders based on first come first serve basis.

5. Competitive Landscape

Website Feature	DoorDash	Uber Eats	delivery.com	Google Search	Our app
Pricing	+	+	++	++	++
User Friendly	+	+	+	++	++
Security	+	+	+	+	++
Tracking	+	++	-	-	+
Category Range	+	+	++	++	++
Covid-19 Safety	-	-	-	-	++
Scheduled delivery	-	-	-	-	++

(++) Superior

(+) The same or feature exists

(-) Does not exist

Pros:

Pricing: Our app doesn't charge a delivery fee for orders within 5 miles. And SFSU students can get a big discount.

Covid-19 Safety Tag: Our new function during this pandemic to protect people from staying safe.

Scheduled delivery: The flexible delivery model is more suitable for our students' class schedules.

User Friendly: Our website does not require the user to log in or sign up before allowing them to browse our site.

Security: We have very secure encryption to ensure their information will be safe. If they are extra cautious we also will have the option to pay in cash.

Category Range: We not only have food delivery/pickup from restaurants, but also we support grocery stores, pharmacies and any other kinds of shops.

Cons:

Tracking: Our application uses a text tracking system, whereas other services use map tracking systems. However, we believe that the text tracking system is more simple and clear.

Brief summary:

Our app has three main unique characteristics: Covid-19 safety tag, scheduled delivery and students discount(SFSU students). During this pandemic, the vendors will be required to add the measures they have implemented for safety of customers, which will be shown to the customers as a safety tag besides the restaurant name. The Scheduled delivery and student discount make our app more convenient and appealing for SFSU students. Students can arrange the best delivery time to match their course arrangements. In addition, users who register with a San Francisco State University email account will receive a discount when they order.

6. Tools and Frameworks

Operating System(s)	Linux
API(s)	<ul style="list-style-type: none">• Google Maps• Yelp API
Tech-Stack: Frontend	HTML, CSS, JavaScript
Tech-Stack: Backend	PHP
Framework(s)	BootStrap