

Introduction	<ul style="list-style-type: none">• Title: Enhancing User Experience in Street Food App Design• Author: Ngo Khanh Tien, email: ktien@gamil.com• Date: 7/10/2023• Project background: Street food has gained popularity worldwide, and mobile apps have emerged as a convenient platform for discovering and ordering street food. This research aims to improve the user experience (UX) of street food apps by understanding user preferences, addressing pain points, and optimizing the app's design and functionality.• Research goals:<ul style="list-style-type: none">• Identify the key factors influencing user experience in street food app design.• Understand user preferences and expectations regarding app features, interface, and ordering process.• Develop guidelines and recommendations for designing street food apps that enhance user satisfaction, convenience, and engagement.
Research questions	<ul style="list-style-type: none">• What are the primary motivations for users to use a street food app?• How do different design elements (such as layout, navigation, color scheme, and imagery) impact user experience in street food apps?• What are the common challenges faced by users in finding and ordering street food through mobile apps?• How can street food apps incorporate features like real-time availability, menu customization, reviews, and ratings to enhance user experience?• What are users' expectations regarding payment options, delivery tracking, and communication with vendors in street food apps?
Key Performance Indicators (KPIs)	<ul style="list-style-type: none">• User satisfaction ratings based on post-order surveys or ratings provided by participants.• Usability metrics, such as task completion rates, time spent on different app features, and ease of navigation.• User engagement metrics, including the frequency of app usage, number of orders placed, and user retention rates.
Methodology	<p>The research will utilize a combination of qualitative and quantitative methods, including surveys, interviews, and usability testing. It will involve collecting feedback from both existing users of street food apps and potential users..</p>



Participants

Participants will be recruited through online platforms, social media channels, and street food communities. The target sample will include individuals who regularly use street food apps, as well as those who have not yet tried such apps but have an interest in street food..

Script

Introduction:

- Welcome the participant and provide a brief overview of the research.
- Explain that the purpose of the session is to gather their feedback and insights on street food apps.
- Emphasize that their opinions and experiences are valuable for improving the app's user experience.

Questions:

- What motivates you to use a street food app? Are there any specific features or benefits that attract you?
- Can you describe your typical experience of finding and ordering street food through a mobile app? What aspects do you find most enjoyable or frustrating?
- How do you feel about the current design and layout of street food apps? Are there any improvements or changes you would suggest?
- What features or functionalities do you expect to see in a street food app to enhance your overall experience? How important are features like real-time availability, customization, and reviews/ratings to you?
- Could you describe any challenges or difficulties you have faced when using street food apps? How would you suggest overcoming these challenges?
- What are your expectations regarding payment options, delivery tracking, and communication with street food vendors through the app?
- Is there anything else you would like to share or suggest to improve the user experience of street food apps?

Closing:

- Thank the participant for their time and valuable feedback.
- Reiterate the importance of their input in shaping better street food app experiences.
- Assure them that their responses will remain confidential and used solely for research purposes.

