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# CSYE 7280 User Experience Design/Testing

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Under Guidance of: Prof Vishal Chawla



## ASSIGNMENT – 4B

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*“Bon Appetite” Food Delivery App*

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### Team Members

- NIKITA GAURIHAR - 002980962
- MEENAKSHI KUMBHAR
- NIKHITHA DAS SRINIVASA
- IKRA BAGWAN

1) Please form project groups before the next class. Each group should have at least three members and a maximum of 5 members. TA will post a sheet to add those members there. You have two weeks to finish this assignment.

2) Work with your project team, finalize your project topic & create a target audience for the same

- [\(Links to an external site.\)](#) Using the understanding of the Strategy plane chapter from the Book, document your project's Product Objectives and User Needs.
  - List about 8-10 product objectives.
  - List about 8-10 user needs.
- Create six personas by defining a couple of use cases concerning your project topic.
- List the requirements and prioritize those using the MoSCoW approach. (We will learn this next week, so that is why we got two weeks.)
- Submit the assignment - No late submissions are entertained this time as it is a group assignment. Late submissions will directly result in 20 points reduction !!

### ❖ Team Details

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### ❖ Project Overview:

Technological diversification and digitization along with innovation adds scope to the development of user experience for the e-commerce business. Through this project, we intend to introduce and design a new web and mobile application for a food delivering application - 'Bon Appetite'. The main objective behind designing this application is to provide an online food delivery platform with multiple cuisines and food-lifestyles, to the customers above 16 years of age, making their food online experience just a click away. The following are the objectives, use cases and personas described in detail to help us understand the app and its target audience better.

## ❖ Target Audience

- Customers above the age group 16+

## ❖ Product Objectives:

- To provide an application for customers to order varieties of items from their favorite restaurants without having to travel to the restaurants themselves.
- Facilitate easy tracking of orders for both customers and restaurants by streamlining ordering and delivery for customers.
- Giving customers the option to customize their purchases by allowing them to edit orders, add specific instructions, and select their preferred method of delivery.
- To ensure the quality and freshness of the food being delivered, through partnerships with reliable delivery providers.
- Make a live home page that features the greatest eateries in the neighborhood, and the restaurant's most popular dish with crystal-clear, eye-catching photographs, client testimonials, restaurant ratings, and reviews.
- To properly classify menu items based on food categories like burgers, snacks, drinks, etc., as well as to present restaurants based on food categories like vegan, keto, gluten-free, etc.
- To give an approximate delivery time, show the delivery agent's route, and indicate whether the agent will be making any additional stops along the way.
- To offer a trustworthy and secure payment platform that protects consumer data and transactions.
- Provide users on the order page with customer assistance via a chatbot for convenience.
- To offer a loyalty program or rewards system to encourage customers to use the food delivery application.
- Provide consumers with the option to search for food items using various parameters, including cuisines, price/discounts, delivery fees, or delivery schedules.
- To expand the reach of restaurants, allowing them to reach a wider customer base and increase their revenue.
- To continuously improve and update the food delivery application on a regular basis in response to user feedback and shifting market trends.
- Analyze data on customer behavior and preferences, allowing restaurants and the delivery service to make informed decisions about menu offerings, promotions, and other important business decisions.

## ❖ Product's User Needs

### 1. Location of the user:

- Users should be able to add/change the address or location as per their physical location.
- Users should be able to save multiple addresses and choose between those addresses while placing the order each time.
- Another reason behind updating the location is to help update the database to display the restaurant options available to the users as per their location.

### 2. Order food in Advance:

- Users should be able to plan their food in advance, meaning, a pre-order option must be available to place the order way ahead of time.
- For instance if someone wants to order for a house-warming party or thanksgiving dinner, they can plan well ahead of time and place the order as per the no of guests being invited.
- Not only will the user benefit from this feature but also the restaurants would be able to plan and organize well in advance.

### 3. Display options cuisine-wise:

- Users should be able to filter the menu and choose the restaurant as per their choice of cuisine and further select the delicacy of their choice from the available menu.
- For instance, if a user wants to look for a Chinese restaurant around his location, he will get the list of Chinese restaurants by just selecting the filter.

### 4. Display options food lifestyle-wise:

- Users should be able to filter the menu and choose the restaurant as per their choice of food-lifestyle and further select the delicacy of their choice from the available menu.
- For instance, if a user wants to look for a restaurant around his location with a vegan option or a gluten-free menu , he will get the list restaurants by just selecting the filter.

### 5. Availability of premium membership for users:

- There should be an option to enroll in a premium membership of the app for the regular users so that they can save on delivery charges, also offering them some occasional discounts and gift cards as a part of customer loyalty programs and customer retention campaigns.

### 6. Availability of Feedback/ratings/support platform:

- Users should be able to provide honest feedback and ratings about the quality of the food being delivered and the restaurant services overall.
- This will not only help maintain transparency about the services between the restaurant, users and app but also will help other users find the right restaurant to serve their lifestyle and appetite.
- Users will also have an option to chat with a customer support robot to help answer all their queries before, during and after the order has been placed.

### 7. Availability to access their past orders:

- Customers might want to reorder a particulate dish from the menu, in that scenario, user should be able to revisit their past orders, and place an order of their favorite delicacy.

**8. Availability of trusted payment gateways:**

- To help users place orders successfully, there should be a few options to make payments which are trustworthy and will secure the customer's private and confidential information.
- Along with credit and debit accounts, there must also be an option to pay using digital wallets such as Google Pay, PayPal, Venmo, etc.

**9. Availability of splitting the check with friends:**

- Along with the secure payment gateways, there should be an option to help users split their cost of order between their friends.

**10. Availability of the Calorie count information:**

- The user should be able to see the calorie count of the items on the menu in the food detail section and in the final payment order receipt.

**11. Availability of Order tracking system:**

- User should be able to track the estimated time of arrival and check the status of the order at every step, for e.g., 'Order has been accepted', 'Order is ready', 'Order has been picked up by John', 'Order is Out for Delivery', etc.

## ❖ Personas

### Persona 01

**GENERAL INFORMATION:**

Name: Sam Peters

Age: 29

Location: Boston

Occupation: Chartered Accountant

Family: Married

**BIO:**

Sam is a highly experienced Chartered Accountant with over a decade of experience in the industry. As a busy professional, Sam often finds himself working long hours and attending meetings, leaving little time for cooking, or dining out. To accommodate his hectic schedule, Sam has come to rely on food delivery apps as a convenient way to order delicious, nutritious meals that are delivered directly to his office or home.

**GOALS:**

- ❖ Convenience, speed, and reliability.
- ❖ Prefers to order takeout or delivery from his favorite restaurants.
- ❖ Value an easy-to-use and streamlined ordering process.
- ❖ Prefers option to track orders.

**FRUSTRATIONS:**

- ❖ Limited restaurant options.
- ❖ Inaccurate menu information.
- ❖ Limited payment options.

**MOTIVATIONS:**

- ❖ Delivers a wider choice of food options from local and specialty restaurants.
- ❖ Accurate and up-to-date menu information.
- ❖ Flexible payment options.

## Persona 02



### GENERAL INFORMATION:

Name: Ria Sharma

Age: 22

Location: Boston

Occupation: Student

Family: Single

### BIO:

Ria is a hard-working college student balancing a full course load with extracurricular activities and a part-time job. With such a busy schedule, finding time to cook and prepare meals can be a challenge. That's why Ria has come to rely on food delivery apps as a convenient way to enjoy delicious and nutritious meals without having to worry about the time and effort it takes to cook.

### GOALS:

- ❖ User-friendly interface that makes it easy to browse menu options, place orders, track deliveries, and make payment.
- ❖ Desired variety of menu options, including healthy and dietary-specific options, to meet diverse food preferences.
- ❖ Affordable pricing.

### FRUSTRATIONS:

- ❖ No live chat option available to communicate with support team.
- ❖ Incorrect or Incomplete Orders.
- ❖ Poor Delivery Services.

### MOTIVATIONS:

- ❖ Provides an efficient and readily accessible customer service channel, such as live chat support.
- ❖ Ensures accurate and complete order fulfillment, without any mistakes or missing items.
- ❖ Provides reliable and timely delivery services that meet or exceed expectations.

## Persona 03

**GENERAL INFORMATION:**

Name: Charles

Age: 36

Location: Boston

Occupation: Software Engineer

Family: Single

**BIO:**

Charles is currently employed as a software engineer in Boston IT based company. He works on finishing his assigned project at the office for most of the day. He won't have enough time to pack and make food. As a result, he places online orders for food from reliable restaurants.

**GOALS:**

- ❖ Streamlined ordering process that allows quick and efficient food delivery.
- ❖ Personalized recommendations based on the preferences and history making it easier to discover new food options.
- ❖ Strong security measures in place to protect sensitive user information and ensure secure transactions.

**FRUSTRATIONS:**

- ❖ When the application becomes slow and unresponsive.
- ❖ When there are no customization options, it makes it difficult for him to tailor the app to his specific needs and preferences.
- ❖ No recommendations and suggestions based on his ordering pattern are displayed.

**MOTIVATIONS:**

- ❖ Enhanced application performance to boost productivity and user experience.
- ❖ Provides customization options to make it easier for Sam to tailor the app to his specific needs and preferences, improving his efficiency.
- ❖ Implemented recommendation and suggestion features based on users ordering pattern, saving them the time and effort in the ordering process.



## Persona 04

**GENERAL INFORMATION:**

Name: Sophia

Age: 45

Location: Boston

Occupation: Doctor

Family: Married

**BIO:**

Dr. Sophia is a health-conscious individual who values nutritious food, but often finds herself too busy to prepare healthy meals at home. By using a food delivery app, she can easily access a variety of restaurants and healthy food options, allowing her to maintain her healthy diet while still managing her busy schedule.

**GOALS:**

- ❖ Increase variety in her diet by having access to a wide range of restaurants and cuisines.
- ❖ Maintain a healthy diet by selecting nutritious options from the app's menus.
- ❖ Allow for more time to rest and recharge outside of work by not spending time on meal-related activities.

**FRUSTRATIONS:**

- ❖ Long delivery times can be frustrating if she's hungry and wants her food quickly.
- ❖ Limited menu options, which can be frustrating if she has specific dietary requirements or preferences.

**MOTIVATIONS:**

- ❖ App could easily track and manage orders.
- ❖ The availability of a wider range of restaurant options available locally, providing greater healthy variety and novelty in users' food choices.
- ❖ App could count the calories of the ordered food.

## Persona 05



### GENERAL INFORMATION:

Name: Emma

Age: 30

Location: LA

Occupation: Social Media Influencer (Food Blogger) and Lawyer

Family: Single

### BIO:

Emma is a busy lawyer who spends most of her time at work. She often needs to work late hours and doesn't have time to cook meals for herself. Ordering food on a delivery app saves her time and allows her to focus on her work.

### GOALS:

- ❖ Enjoy a variety of cuisines, offer a diverse range of restaurant options, giving her the opportunity to try new and exciting foods from different cultures and cuisines.
- ❖ Increase convenience, offers a wide range of restaurant options, and allow her to order food from her phone with just a few taps, saving her the hassle of driving or walking to a restaurant.

### FRUSTRATIONS:

- ❖ Customer service issues, she may have to navigate through a complex phone tree or wait on hold for an extended period, which can be frustrating and time-consuming when having issue with her order.
- ❖ Depending on her location, some restaurants may be too far away to deliver, limiting her restaurant options.

### MOTIVATIONS:

- ❖ Provides quick and convenient customer service channel, like live chat assistance.
- ❖ Tracks the order's delivery progress and estimated arrival time, giving the user greater control and visibility into the delivery process.
- ❖ App has ability to give pictorial description or information of delicacy on restaurant menu.

## Persona 06

**GENERAL INFORMATION:**

Name: Matthew

Age: 35

Location: Boston

Occupation: Professor

Family: Single

**BIO:**

Professor Matthew is a busy academic with a packed schedule, often spending long hours in the lab or at his desk. Given his demanding workload, using a food delivery app allows him to save time and simplify his meal planning, ensuring that he can stay fueled and focused throughout the day.

**GOALS:**

- ❖ Restaurant recommendations based on reviews.
- ❖ Food quality based on restaurant rating system.

**FRUSTRATIONS:**

- ❖ Inaccurate restaurant recommendations, resulting in unsatisfactory meal choices.
- ❖ Inability to rate specific dishes.

**MOTIVATIONS:**

- ❖ Offering accurate restaurant recommendations can improve the overall user experience.
- ❖ Has ability to rate specific dishes which can help user to make more informed decisions when ordering food.

## ❖ Use-Cases

### Use Case 1: Update User Location

Food_Delivery_App_UC_01	
User Case 1	Update User Location
Actors	User, App
Description	User updates their location or address in the app.
Pre-Conditions	User has the application and has provided permission to access their location.
Flow of Events	<ol style="list-style-type: none"> <li>1. User logs in the app using login Id and Password.</li> <li>2. User will be redirected to the homepage</li> <li>3. User will navigate to the top right corner to locate the "Profile" section</li> <li>4. User will click on the "Profile" section</li> <li>5. User will select "Edit Address"</li> <li>6. User will enter the new address and will click on "Save" button.</li> </ol>
Post Conditions	User's location is updated, and the app shows restaurant options available in the new location.

### Use Case 2: Filter by Lifestyle

Food_Delivery_App_UC_02	
User Case 4	Filter by Lifestyle
Actors	User, App
Description	User filters restaurant options by lifestyle preferences.
Pre-Conditions	User has the app installed and is logged in.
Flow of Events	<ol style="list-style-type: none"> <li>1. User logs in the app using login Id and Password.</li> <li>2. Users will be redirected to the homepage.</li> <li>3. User will click on the "Filter" option available on home page.</li> <li>4. User selects "Food Lifestyle option" of his choice.</li> <li>5. App displays restaurant options based on the selected preference</li> </ol>
Post Conditions	User sees restaurant options based on the selected lifestyle preference.

**Use Case 3: Order food in Advance:**

<b>Food_Delivery_App_UC_03</b>	
User Case 2	Order food in Advance
Actors	User, App, Restaurant
Description	User places an order in advance for a specific date and time.
Pre-Conditions	User has the application and is logged in.
Flow of Events	<ol style="list-style-type: none"> <li>1. User logs in the app using login Id and Password.</li> <li>2. User will be redirected to the homepage.</li> <li>3. User will search for particular cuisine using "Search" bar.</li> <li>4. User will select a restaurant of his choice from the list displayed.</li> <li>5. User will add items from the restaurant menu into the cart.</li> <li>6. User will click on "Proceed "button to checkout from the cart.</li> <li>7. User will select the "Schedule for later option"</li> <li>8. User will select the date-time for the order to be scheduled.</li> <li>9. User will place the order by clicking on "Place Order" button</li> </ol>
Post Conditions	User's order is scheduled for the selected date and time.

**Use Case 4: Filter by Cuisine**

<b>Food_Delivery_App_UC_04</b>	
User Case 3	Filter by Cuisine
Actors	User, App
Description	User filters restaurant options by cuisine type.
Pre-Conditions	User has the application and is logged in.
Flow of Events	<ol style="list-style-type: none"> <li>1. User logs in the app using login Id and Password.</li> <li>2. User will be redirected to the homepage.</li> <li>3. User will click on the "Filter" option available on home page.</li> <li>4. User selects "Cuisine Type" of his choice</li> <li>5. App displays restaurant options based on the selected cuisine type.</li> </ol>
Post Conditions	User sees restaurant options based on the selected cuisine type.

## ❖ Requirements following the MoSCow Approach:

Must Have	Should Have	Could Have	Won't Have
<ul style="list-style-type: none"> <li>The application should provide the user with an interactive, easy interface so that they can order the items with ease.</li> <li>The User Interface should be eye catchy and simple design.</li> <li>The user should be able to see the most ordered items or reviews of the other users. This provides information about the quality of the food to the user.</li> <li>Basic payment method should be available for the user.</li> <li>Live Tracking system of an order must be available to the customer.</li> </ul>	<ul style="list-style-type: none"> <li>Options to provide feedback about the food quality.</li> <li>Support call/ mail support for the issues faced by the customer.</li> <li>Options to search for an item based on cuisine or categories.</li> <li>A minimum of two payment methods must be available.</li> <li>Clearly display the items which will be delivered to the user with the estimated delivery time and the order details.</li> <li>Order the restaurants availability with the minimum distance from the user's locality.</li> </ul>	<ul style="list-style-type: none"> <li>Provide the application with chat bot support so that user can directly have conversation regarding the issues they are facing while ordering the items/ refunds for missing orders.</li> <li>Flexibility to add max 5 payment methods.</li> <li>There could be an option to help users split the cost of order between their friends.</li> <li>Reward system for the customers which encourages the customer to use the food delivery method.</li> </ul>	<ul style="list-style-type: none"> <li>Advanced Payment methods like Apple ID can be implemented.</li> </ul>