

Interview questions

1. Name 2 things you like about the app.
2. Name 2 things you think could be improved.
3. Are you finding the information that you need in order to complete a purchase?
4. Have you cancelled any orders before? If so, why?
5. Are you using any other food delivery apps? If so, which ones?
6. Name 2 things you think those app(s) are doing better.
7. Name 2 things you think those app(s) are doing worse.
8. Is there a feature or any information that you do not understand? If so, which one and why?
9. When customizing an order, what do you usually change/add?
10. How are you finding the pricing level?
11. How would you rate the overall service (delivery, ordering, customer service).
12. Anything else you would like to add?

Motivation

Interviews - I felt that it was important to get some qualitative feedback so that we could get a deeper picture of what the users are not liking and which parts they think work really well. They were also useful in order to pinpoint areas of improvement and subsequently create HMW's, which I find particularly helpful when planning for future development.

User journey - To see the user in action was a great followup to the interviews, as some of the feedback was changed once the participants had attempted to order something. Certain issues that they had not thought of before were addressed and certain functionality and features made more sense once they had placed a mock order. It was also suitable since I was looking to streamline a specific feature (ordering). The thoughts expressed throughout the journey helped to accumulate general feedback on topics such as information architecture, UI and responsiveness.