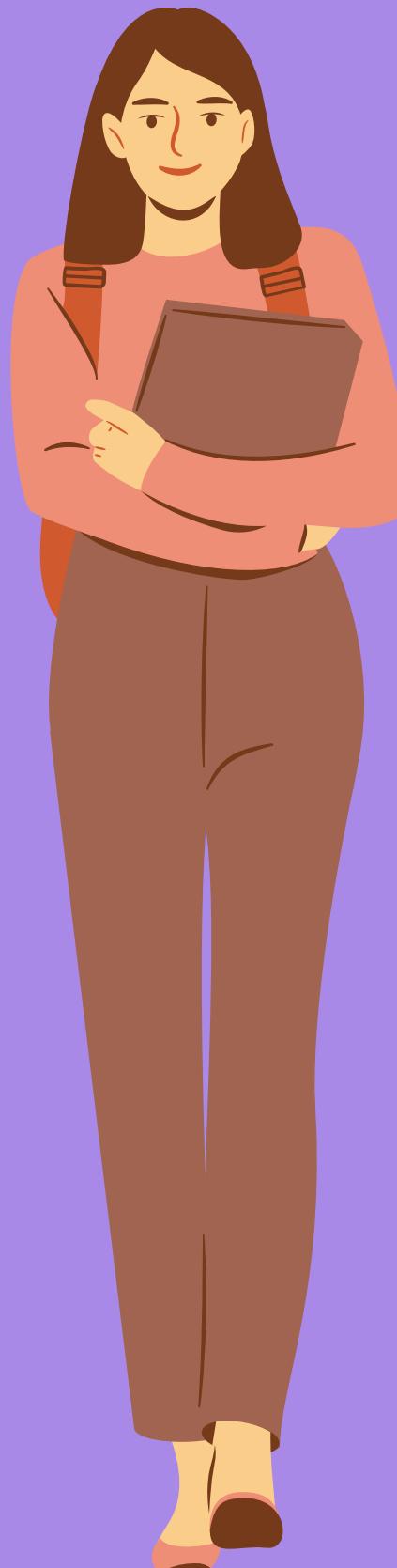




MCDONALD'S' *delivery* APPS



Persona



Actor: Busy Lisa

Motivator: Hungry but too busy to go buy food or cooking.

Intention: Lisa craving for fast food and searching for a good apps.

Solution: She order through McDonalds' delivery apps.

Background :

- Full-time student in college.
- Busy with assignment and packed class.
- No time for herself.

Frustration:

- App lack of student-promotion
- She facing problems when trying to make a payment
- Long delivery time



Scenario

In order for a quick lunch between classes, Lisa uses the McDonald's delivery app on her phone.

She opens the delivery app in the hopes of finding student discounts or affordable meals to match her limited budget.

She looks for options to modify ingredients or add on side dishes

Lisa proceeds to the checkout process, securely enter her contact information and preferred payment

After payment, Lisa is eagerly waiting for her food to arrive. She wants to stay informed about the status of her order.

Lisa Share experience on Google Playstore by rating the application.

I'm so tired and hungry...



What? McDonald's sounds good!



I'm craving for Spicy Chicken McDeluxe



The meal set is a bit pricey for student



Is there any student's discount?



I would love to add a slice of cheese!



I want to add more mayonnaise



Why the payment page is lagging and bugging?



I hope my payment detail are secure during checkout process



Yeay! I'm excited to receive my order



Why the delivery take so long !!



Luckily the delivery guy apologized..

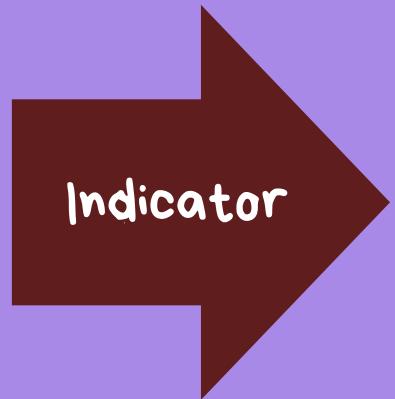


I'm happy with my purchased eventhough I encountered several problems



I will rate this app and give suggestions and improvement





Indicator



Comment



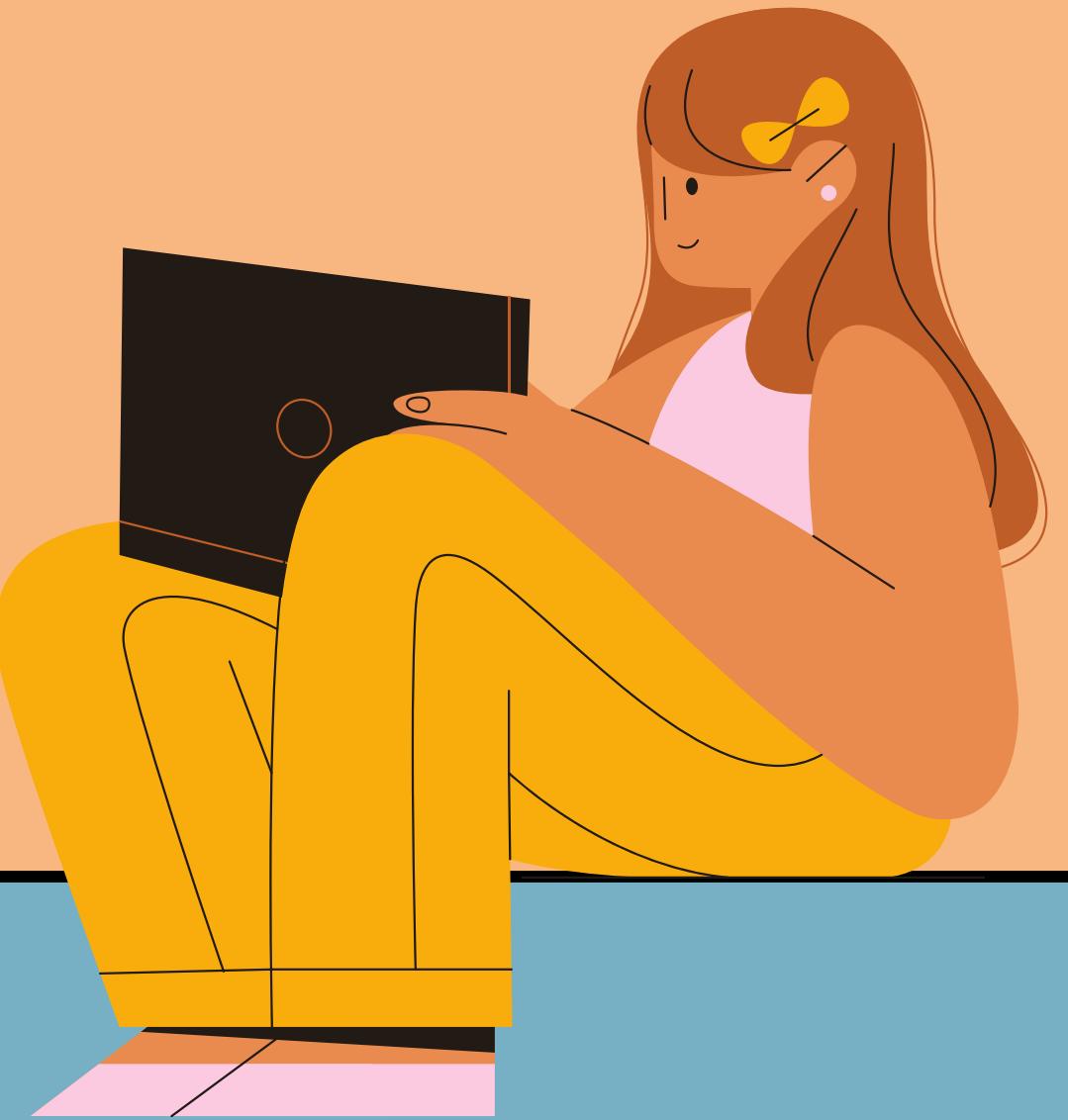
Design
Ideas



Questions

final Mapping

<p>In order for a quick lunch between classes, Lisa uses the McDonald's delivery app on her phone.</p>	<p>She opens the delivery app in the hopes of finding student discounts or affordable meals to match her limited budget.</p>	<p>She looks for options to modify ingredients or add on side dishes.</p>	<p>Lisa proceeds to the checkout process, securely enter her contact information and preferred payment</p>	<p>After payment, Lisa is eagerly waiting for her food to arrive. She wants to stay informed about the status of her order.</p>	<p>Lisa Share experience on Google Playstore by rating the application.</p>
<p>Pre-Browsing</p> <p>Provide a prominent "Quick Order" button on the app's home screen, allowing users to quickly access a pre-selected list of popular menu items.</p> <p>This apps need to implement a feature that allows users to save their favorite or commonly ordered meals, so I do not need to search the entire menu</p>	<p>Budget Consideration</p> <p>Create a dedicated section within the app that showcases exclusive student discounts and affordable meal options.</p> <p>The delivery app is my go-to for convenience, but as a student, affordability is essential. It would be great if the app offered special discounts</p>	<p>Menu Exploration & Customization Options</p> <p>Is the user interface on the app for customising ingredients clear and easy to use?</p> <p>Create a user-friendly customization option so Lisa may change the ingredients or choose particular toppings for her menu items.</p>	<p>Checkout & Security Assurance</p> <p>Implement strong security measures to guarantee the privacy and safety</p> <p>What measures are in place to guard Lisa's financial and personal data against unauthorised access or data breaches?</p>	<p>Order Completion & Confirmation</p> <p>I'm excited about my order and can't wait for it to arrive. It would be great if the app offers real-time order tracking</p> <p>Implement a feature that allows Lisa to track the progress of her order in real-time and providing updates</p>	<p>Prompt for App Rating</p> <p>How straightforward is the procedure for rating and providing feedback on the app?</p> <p>Allow Lisa to rate the app directly from the app, without having to navigate to an other website.</p>
<p>Browsing Menu</p> <p>Does Lisa have the option to customise her order using the app to meet her tastes or dietary needs?</p> <p>Create a schedule function that allows users to choose a delivery time in advance so that their food will be delivered at the desired time.</p>	<p>Browsing & Information Gathering</p> <p>Implement a filter feature that lets customers sort menu items by price so Lisa can find the most affordable options quickly.</p> <p>Can I easily filter or search for affordable meals within my budget range?</p>	<p>Ingredient Modification & Add On Selection</p> <p>Being able to customize my order ensures that I get the food exactly how I like it</p> <p>Is it easy for Lisa to specify her preferred toppings or ingredient changes during the ordering process?</p>	<p>Contact Information Entry</p> <p>It would be easy if the app allowed me to securely save my contact information for future orders.</p> <p>I hope my contact information and payment details are secure when entering them during the checkout process.</p>	<p>Real-Time Order Tracking & Notification</p> <p>How does the app provide notifications and alerts to keep Lisa informed about the status of her order?</p> <p>I would appreciate prompt updates and alerts, especially if my order is delayed or needs to be changed.</p>	<p>Feedback Submission Process</p> <p>I like sharing my experience and feedback to help others make informed decisions.</p> <p>Are users given any incentives or prizes for providing ratings and reviews?</p>
<p>Gathering Information</p> <p>I think this is the best apps for quick food ordering</p> <p>Does the app offer any loyalty benefits or promotions to encourage Lisa to keep using it and make her feel appreciated as a user?</p>	<p>Selection & Confirmation</p> <p>Finding value for money would be a game-changer in helping me make the most of my student resources.</p> <p>During the selection and confirmation processes, are there any additional promotions or loyalty rewards Lisa can benefit from?</p>	<p>Order Confirmation</p> <p>Provide Lisa dietary preference-specific criteria (e.g., vegetarian) to help in choosing the right ingredients.</p> <p>I hope the app ensures that my ingredient modifications are communicated accurately to the McDonald's staff.</p>	<p>Preferred Payment Method</p> <p>Does the checkout process have any additional authentication procedures to increase security?</p> <p>Provide several payment methods, such as credit/debit cards, mobile wallets, or cash on delivery</p>	<p>Customer Support Availability</p> <p>Provide a visible and easily accessible customer support contact option within the app</p> <p>Can Lisa readily get in touch with customer service using the app, and what channels are there?</p>	<p>Incentives & User Engagement</p> <p>Offer incentives, such as loyalty rewards or discounts, to encourage users to provide ratings and feedback</p> <p>Is there a dedicated feedback channel or mechanism for users to provide more detailed feedback or suggestions</p>



Storyboard

Based on Final Mapping



1. Lisa is a busy college student looking for a quick lunch between classes.

2. She receives recommendations from her friends about the McDonald's delivery app.





3. Lisa decides to give it a try and downloads the app on her phone.

4. She opens the app and is greeted with a user-friendly home screen.





5. Lisa notices a prominent "Quick Order" button and taps on it.

6. The app displays a pre-selected list of popular and frequently ordered menu items.





7. Lisa selects her desired meal and proceeds to the customization options.

8. She looks for options to modify ingredients or add on side dishes to suit her preferences.





9. she proceeds to the checkout process, securely enters her contact information, and selects her preferred payment method.

10. After completing the payment, Lisa receives a confirmation message for her order.





11. Excitedly, she eagerly awaits her food, checking the app for updates.

12. The app provides real-time order tracking, allowing Lisa to monitor the progress of her delivery.





13. Finally, the food arrives even though it was not punctual, and Lisa pays the delivery person.

14. Satisfied with her experience, Lisa decides to share her feedback on Google Playstore by rating the application.

