



UUM
Universiti Utara Malaysia

**SCHOOL OF COMPUTING
COLLEGE OF ARTS AND SCIENCE
SCIH2103 INTERACTION DESIGN**

ASSIGNMENT 1

BY

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LECTURER

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Nurin Izzah Binti Ishak

Izzah is emotional fast-food buyer. She's craving for McDonald's, and want to order it through delivery application.

Journey goal : Ability to order food through delivery without having to go out



Journey Step

Awareness

- Sees online ad for McDonald's delivery apps, which can ease customer to order online without going to the restaurant.
- Heard recommendation from friends.
- Sees TV commercial.

Consideration

- Explores app and looks at all menu available
- Compare & evaluate alternatives
- Creates account; to be able to make an order.

Decision

- Add desired menu to McDonald's cart
- Customize the menu according to my own taste.
- Make an order

Delivery & Use

- Receive or pick up on order
- Wait for the rider within the given time period
- Pay for the food after the food is delivered. Cod fee depends on how far the house is from the restaurant.

Loyalty & Advocacy

- Order again or order more (add on)
- Share experience on Google Playstore by rating the application.



Feeling



Thought

- The apps has so many choices of menu that I can choose.
- I can choose any McDonald's branch that near my house area.
- The website has many bugs

- I like that I can still see the menu eventhough I did not sign up for the application.
- There is not many menu options for McDonald's branch in my place

- I can get discounted price after creating new account.
- Offers advertised on the application are not available for delivery purchase.
- Difficult to enter the address because the map provided is not really accurate.

- After a very long wait, I finally received my order because the restaurant was busy.
- The rider is being polite by apoligizing even though it was not his fault.

- I'm happy with my purchase and I would love to order more.
- I can collect points on every purchase



Solutions

- I will try to order using this application and see how effective it is.
- Fix the bugs and take action immediately.

- Mcdonald's needs to maintain a variety of menus for each of its branches.
- I will order my favourite food in McDonald's which is Spicy Chicken McDeluxe with apple pie.

- Make adding address more easier. For example, instead of using a moving pin to enter an address, they can change it to entering the full address on the address box

- The management of McDonald's should have a separate staff from the dine-in team that is in charge of preparing and packaging delivery orders.
- Or if it's not possible, should at the very least have an extra space for packing orders that won't interfere with regular restaurant operations.

- Make it more directive and easy reach for feedback
- I would give 5 star rating for the application.

Here is the link for my journey:

https://miro.com/welcomeonboard/R1FBZEh0TFRBbjF1cmlMQlh0UHhvcWxtT3lVS0lGVdNXNDVGSnIGc3NORk1uT2NRNUhrUjdPYnpjdktFME9vSXwzNDU4NzY0NTUxNzY2NjQzMjA4fDI=?share_link_id=136965192486