Ordering Food Online Design Critique

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Group 8 - Pizza Time

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Executive Summary

When we conducted our design critique, we received some valuable user feedback. Taking into account the critique we received from a different group from A4, we modified our prototype and changed it to be interactive. Our user feedback allowed us to find and locate issues with our design that we as the designers would have never thought about.

When we asked our users to perform tasks we would silently listen to them thinking aloud and help them if they needed help, but it was mostly a time for us to observe what a user was thinking when they were completing these tasks set forth for them. The tasks that we set forth were to make an order, cancel an order, do group ordering, and more. In this document we've listed the results of those think-aloud tests as well as the UARs that we've compiled into categories.

Document Outline

This document contains the details of the Design Critique process that the Pizza Time group conducted for the task of "ordering food online."

Table of Contents

Introduction

We have created a food delivery app, taking inspiration from other food delivery apps currently out on the market. When someone thinks about a food delivery app, the main idea is very simple - an app where you can look at restaurants near you and order food from them to be delivered to you by either the restaurant or someone who is employed by the company which made the app.

As we were designing our app, we came across a problem where we realized that even though we wanted to improve on food delivery apps in general, the market has already been saturated with apps like these that already do the job well, which made our job even more difficult. Eventually we decided that, while we wanted to do so many new things, it didn't make much sense to add some of our ideas to this app.

We eventually decided that we would add a couple main features to our app that seemed to be lacking from other apps, specifically that being full support group ordering, improved filtering so that people can find what they are looking for better, emphasis on discounts, and the ability to order from multiple restaurants.

The last three features mentioned were the most requested features that we had during our initial user testing phase we conducted. On top of that, the group ordering idea was one that we found to be beneficial since we haven't found an app that does something like that yet.

In order to test our interface, we simply asked our users to perform a few tasks, varying on the person. A common task was simply to order food with our app. We also asked users to cancel their orders and try to create a group order. There were more tasks as well but these are the ones that we considered to hit the main functionality. We weren't able to do much extensive testing by giving people tasks relating to discounts since it wasn't plausible to do something like that with the way our prototype was set up.

User 1

Our first user was a 20 year old English Major at Baylor University. He is currently unemployed but spends much time of his day on the computer. Although this is true, his technical knowledge of computers is limited while his “user” knowledge of computers is likely above average due to the amount of time he uses them daily. When we were testing with him, he had some slight difficulties with the task of ordering food, but that is mostly due to the nature of the prototype being a prototype. He pointed out some flaws in the UI that made sense for us to fix, as well as some confusion. Once he completed the task once, he went back to do it again and was no longer confused. A second task was done as well where the user had to cancel their order, which was done relatively easily. From this test we learned that our UI can use some improvements but the overall experience is easy to learn once it has been completed before.

User 2

The second user is a 22 year old computer science masters student at clemson university. She is employed at CCIT(Clemson computing and information technology) as a part-time employee and spends most of her time on the computer or on her laptop. As she has used many food delivery applications in the past and is familiar with them she did not have any difficulty using our application and accomplishing the task. But there were few places where she took time to complete the steps as she was confused about what certain icons meant and about their functionality. What she also liked about the application is that it stores her details such as login credentials, address, payment details (i.e. card details) and her previous orders which she can view and also reorder if she wants to . On the other hand she liked the feature of being able to order from multiple restaurants at the same time and that she could view the estimated time of arrival of the order and the live tracking of the order. From the interview it was observed that although the UI was clean and simple to use there were certain improvements to be made but she found the overall experience to be pretty good and was able to easily navigate through the application.

User 3

The third user is a 24 year old computer science graduate who has ample knowledge about mobile applications usage and their working. He has enough experience with using food ordering online and using various applications for that purpose. The user did not have any major difficulties with the usage of our application. Right from logging in into the application with the set details till tracking the order before picking it up, the overall experience was pretty smooth. Though the user came across one or two small hurdles and mistakes while using the application, he went through them with ease and not much of an issue. Although he had some ambiguities and faced confusion while coming across a few features, they pointed to some corrections and improvements in our prototype.

User 4

Our fourth user is a 21 year old computer science undergrad who had a simple understanding of how modern tech works. He uses a smartphone everyday for messaging, emails, and social media. He also uses a computer everyday for games and school work. As far as using food delivery apps, he has a very minimal of them. Because of his knowledge of mobile apps, he found our application fairly easy to understand. He found many icons and aspects were intuitive to get because of him seeing them in other apps. Most of the issues he came across were minor, mainly causing him confusion. The biggest issue he came across when he attempted to add to his car the group order, and the app automatically placed the order. He was confused and unhappy about this, saying how people could accidentally order things they don’t want or they might forget an item

User 5

Our fifth user is a 64 year old mom with some tech experience but none with mobile delivery apps. She uses her own phone for social media, messaging, and any other needs, but doesn’t use it excessively. Even with only a slight technological background, she found the interface to be relatively intuitive, though her task was rather straightforward. The main issue she faced was related to the flow of the system, including being unsure of what buttons would result in certain actions. Additionally, she was surprised about ending

up at certain screens, such as the entree customization menu when it wasn't specified that she wanted to customize her order, or moving from the delivery tracker to receipt screen. As for the overall process, the user found it fairly simple and mostly suggested minor changes.

Found Problems

To view each UAR in full detail, please visit the following links for each group member's UARs.

- Rakshit 1-5
- mh 1-5
- kl 1-5
- JA 1-5
- Rohan 1-5

In the next sections each feature will be listed by their UAR No. and Name. Each one of them can be found with the links above in full detail.

Chapter 1 - Lacking Features

When we were doing our testing, some users noticed that they were trying to get to the end goal of a task by using a feature that we did not have in our app, likely because they were used to other apps that had those features.

Our UARs that feature this are the following:

- Rakshit-2: Unable to provide rating/feedback for a restaurant or individual items
- JA-2: Unsure what to do after group ordering the food
- JA-4: Can't confirm group order purchase
- Rohan-2: Orders are not visible in profile section

To conclude this topic, our suggestions or recommendations for redesign would be to do some more research on how other apps approach the features that we are missing and either implement something similar or make our own spin on it. We still want to have an independent idea that is inspired by other apps in the field without completely copying the concept. In some ways that may be difficult to do, whereas others may just be slight tweaks of ideas.

Chapter 2 - Redirection

When we were doing our testing, some users were trying to navigate throughout the app with the prototype, and found that there were issues with navigation. Some of these were issues relating to the prototype, but others were related to the design of the app.

Our UARs that feature this are the following:

- Rakshit-3: Reorder is not redirected to the checkout page and instead the menu was displayed.
- mh-4: Add to cart goes automatically to cart
- kl-3: Surprised at order opening to customization rather than adding entree to cart
- kl-5: Content organization on log-in screen
- JA-1: Filter page redirects back to the home page
- Rohan-4: Showing past orders when orders page is shown whereas upcoming order is more important

There is some great feedback that we received in terms of redirection. Much of it was due to the prototype and its limitations, but the feedback that has to do with where links related to and how a user WANTS to be redirected are great. The most important piece of feedback is to make sure that when we add to cart, it doesn't immediately redirect you to the cart and we should add a separate cart button.

Chapter 3 - UI Design

When we were doing our testing, some users mentioned that elements of our interface were confusing. This is different from Chapter 1 in the sense that Chapter 1 is missing features whereas Chapter 3 relates to features that are in place but designed in a way that they seemed confusing to the user.

Our UARs that feature this are the following:

- Rakshit-1: User was not able to figure out where to view her previous order.
- Rakshit-5: Misleading arrow besides the address text.
- mh-1: User unsure of what the free delivery applies to.
- mh-3: Confusion about adding to cart.
- kl-1: No indication of clickability
- kl-2: Option space relative to the size of the screen
- JA-3: How to view the order placed

Our UI design leaves much to be desired. There were multiple times where users weren't able to figure out how to get to a specific location based on the elements of the UI alone. There were times where sections of the UI made people assume something applied to everything when it only applied to one thing. Overall, to redesign the UI we need to make sure that we emphasize things that need to stand out while also making sure that the things that we do emphasize do not imply more than they are meant to.

Chapter 4 - Misc. UARs and Good Features

Chapter 4 is the collection of the remaining UARs that did not fit into any of the previous categories. There are a variety of things here as well as all of our Good Aspects that were reported.

Our UARs that are uncategorized are as follow:

- mh-2: Delivery before or after clicking, user is not sure of order required
    - Combined with/similar to Rohan-1
- Rohan-1: Choosing the pickup delivery option
    - Combined with/similar to mh-2
- Rohan-3: Payment option already kept chosen

Our UARs that include good features from our tests are as follow:

- Rakshit-4: User credentials and other details are stored by the application given the permission.
- Mh-5: Found the process easy once he figured out the basics
- Kl-4: The information on the receipt screen was condensed but represented the whole process well.
- JA-5: The back button to return to the previous screen
- Rohan-5: Showing previously chosen restaurants under favorites tab

We don’t have many uncategorized UARs which is a good thing, meaning that our problems aren’t all over the place but rather can be put into many categories that we can look at and fix. Our app doesn’t have many issues all over the place but rather they can be looked at in groups now. We also got some good feedback on things we were doing well, meaning that we can take inspiration from those pages and features and then implement them in our fixes for our Problem UARs.

Final Conclusion

Problems

As mentioned in our section of Found Problems Chapters 1-3, the majority of our problems were able to be categorized well into specific sections. This is beneficial to us as a group because it gives us an area to narrow down improvements.

Our first major issue was the lack of certain features. Such features include: rating/feedback feature, confirmation of group order purchase, previous orders not being visible, and clear direction of what to do after an order is done.

Our second problem came from incorrect redirections, this resulted in issues navigating through the app. Specific instances of incorrect redirections include: reordering redirects you to menu instead of the checkout page, add to cart automatically purchases the order, adding orders are opened to meal customization instead of selecting the meal, filter page redirects to home screen after done filtering, organization in the login screen, and the order screen always starts with past orders rather than upcoming orders.

Our third and last problem was in UI Design. These issues were of features that we had but were not intuitive in a manner that was easy to understand. Such issues included: unsure how to find orders previously made, misleading arrows by address text, unsure where the “free delivery” was applied to, confusion about adding to the cart, no indication of clickability, options space was relative to the size of the screen, and being unsure about where the current order placed can be viewed.

Out of these 3 issues, we feel the important problem is in the redirection. The issues that are found here hinder the application from working the way it should, causing the navigation of the app to be very difficult.

Solutions

Each of these problems are vital to the usability of the system, and require unique solutions. For the first issue, ensuring that we have similar functionality to other similar apps is integral; people expect that functionality

to be there because other apps have such features. Researching other similar apps and making sure our app can do the same things is the best approach for this.

Our second issue relates to redirection and the overall flow of the system. Having intuitive redirects is essential as it is very easy for new users to become lost in a program. Since there are so many other food delivery apps, if a user becomes confused and dissatisfied, they will simply try a different one. Many of the redirection concerns were related to the order process, which is the most important part of the app. Making sure our redirects go to the page the user would expect is important, as users will all want different levels of customization and functionality; forcing users into interactions they didn't desire ruins the process and should be avoided. This was most apparent with add-to-cart automatically taking the user to the cart, rather than keeping the user on their current page.

Our third and final issue was related to UI design choices as a whole. While it may not seem extremely important, this problem likely heavily contributed to our second problem as well. Much of the functionality is tied to various boxes, icons, or choices on the screen which might not fully represent the action they are intended to. One solution might be to contain less information per-page and move additional information into other pages (such as a gear icon for order customization) or a "?" bubble for information about free delivery promotions or particular features.

Reflection

1. How many problems did you find? How many of them were duplicates?
    a. We found a total of 20 problems. There were situations where we could have found more problems if we kept looking and further analysed our think-aloud test videos. We did find two duplicates, which are listed under Chapter 4 in the Found Problems section.
2. Do you think you found all problems, or do you think you could have found more by testing with more users?
    a. There are definitely more problems that we can find. Our prototype was made as good as we could but there were still some obvious bugs because we weren't super familiar or experts with using Balsamiq so we may have missed quite a few links or clickables, which made demoing difficult somewhat. We managed to get through it but having a more fleshed-out prototype would allow us to find more bugs relevant to the app rather than bugs relevant to the prototype.
3. How much time did you spend on each of the steps?
    a. A general breakdown of our time spent is as follows:
        i. About 4 hours prototyping and fixing the old prototype based on A4 feedback and making the interactive wireframes
        ii. About 1 hour prep and execution of the think-aloud tests
        iii. About 2 hours for the UARs individually
        iv. About 1.5 hours for the UAR compilation
        v. About 4 hours for the report overall
4. How would you improve the process if you had to do the same assignment again?
    a. Consolidation takes a lot of time and doesn't seem worth it. It would just be easier and give the same sort of results if we just grouped together rather than having to merge them as well.

Appendix

Full Task Descriptions

1. **The user is asked to complete an order.**
    a. The user must create an account if they have not already
    b. The user must log in
    c. The user must choose delivery or takeout
    d. The user must choose a restaurant
        i. Optional: the user uses the search features to search for their restaurant
    e. The user must select their meal
    f. The user must add their meal to the cart
        i. Repeat if necessary/wanted
    g. The user must visit the cart
    h. The user must enter payment information
    i. The user must select a location (if delivery)
    j. The user must confirm order
2. **The user is asked to cancel an order.**
    a. See steps a-j from Task 1
    b. The user must cancel the order after confirming
3. **The user is asked to create a group order.**
    a. See steps a-b from Task 1
    b. The user must select Group Ordering from the top right corner
    c. The user must select restaurants near them to use for the group order
    d. The user must select a payment method for the group
    e. The user must generate the group
    f. The user may invite members to the group
    g. The user must add a meal to the group
    h. The user must checkout when all meals are submitted

The Prototype

1. Link (Balsamiq file) - https://drive.google.com/file/d/1TN4dTV-PWe1DCkTWqelxHZUG_5hAt4IY/view?usp=sharing

All Test Videos

1. Max Herold - https://drive.google.com/file/d/1Fan5XGbgDw_FjOw7CXB1fts_OgZu5TM6/view?usp=sharing
2. Jaku Rabinder Rakshit Pally- https://drive.google.com/file/d/1g7pYaNderBvfOI56wxmFgchjE2QZrec0/view?usp=sharing
3. Rohan Gangisetty - https://drive.google.com/file/d/162l6oH_rm3CqjqR7_W3hrxHEG2WD2VfV/view?usp=sharing
4. Kyle Lamoureux - https://drive.google.com/file/d/1HCwMvJbXeNpvblZTAonDTSvjoBb2WufO/view?usp=sharing
5. Jonathan Ayala - https://drive.google.com/open?id=1MWb4Z-tHaZPicMg-PElxt9VsUyO2kady