

March 2021

Contextual Inquiry

ITMD 534

Prepared by: Sarvesh Kaushik

Product Description

Product Name: GrubHub

Product Industry: Food Service

Application Description: Grubhub is an online food ordering company, which connects users with local restaurants. The Companies Product services include a Mobile app and a Mobile website providing a wide variety of food delivery options for the users. Grubhub was Originally founded in 2004 and has a headquarter in Chicago, IL. Grubhub Provides various delivery options like Delivery to your door, pick up from nearby locations, and Curbside Pickup. The application also allows you to preorder the food with different preorder perks. The most important feature it allows the user to search for the local places with the help of Grubhub's own local maps.

Preliminary Interview Questions

- 1> Have you used Grubhub food ordering App Before?
- 2> What do you think you will be finding yourself using the Grubhub?
- 3> How do you think you will use the exclusive perks in GrubHub?
- 4> Do you use any other food ordering Application?
- 5> Are there any other food ordering services you have used before?
- 6> How do you keep track of different orders?
- 7> Is it feasible to find different restaurants easily?
- 8> What do you think about payment after deciding the order?
- 9> How do you get the help If you do not understand what to do?
- 10> How do you know if particular restaurant is open or not?
- 11> How do you know if which restaurant is better than other?

Specific Instructions

- 1> Try to create a personnel Grubhub account.
- 2> Try to sign in to order meals using Grubhub.
- 3> Find and compare various Restaurants and their Menu suggesting the different Items.
- 4> Check the items that you have recently ordered and find if you can keep track of them.
- 5> Find your Favourite Restaurant on the Map.
- 6> Try to take advantage of exclusive perks while ordering meal specifications.
- 7> Compare different restaurants for better options.
- 8> Try to remove and change the items in your order.
- 9> Provide the proper feedback on your overall experience.
- 10> Check how to raise a complaint if you are not satisfied with the services.

Persona and Transcripts.

1> A brief description of the First User:

- ❖ Ryan is a 25 years old young professional. He is currently studying at University.
- ❖ Ryan is techno savvy person he always like to try new things when they get launched in the market.
- ❖ He mostly use various online application to save time and make his life better.
- ❖ He always use his phone to order online. He has used different food ordering app but never used the Grubhub Before.
- ❖ Ryan mostly uses the Google+ account to Sign Up for different new apps. He prefers to pay with his credit card for every transaction he do online. He usually use food ordering app on weekend or when he is tired of cooking by himself.

Persona and Transcripts.

2> User Conversation

- 1 Me: Have you used a Grubhub ordering App Before?
- 2 User: No
- 3 Me: What do you think you will be finding yourself using the Grubhub?
- 4 User: Maybe to order food online
- 5 Me: How do you think you will use the exclusive perks in Grubhub?
- 6 User: Like by checking the perks I get to order food online without paying much.
- 7 Me: Are there any other food ordering services you use?
- 8 User: I use Uber Eats
- 9 Me: How do u compare Uber Eats with Grubhub?
- 10 User: I think they charge lot for delivery. With Grubhub+ including perks and all it will be better.
- 11 Me: How do you keep track of your orders?
- 12 User: I go to orders.
- 13 Me: Are you able to find different restaurant while browsing the application?
- 14 User: Yes

Persona and Transcripts.

15 Me: What do you think about payment after deciding the order?

16 User: you can checkout and select the drivers tip easily.

17 Me: How do you get the help if you do not understand anything in the app.

18 User: I think I can go to my account then click on the help

19 Me: How do you know if the restaurant is open or close?

20 User: I will see it from Menu

21 Me: How do you know if the one restaurant is better than the other?

22 User: Based on the reviews.

User Performance.

- Ryan Found to be very confident while using this app. User was assigned a task to order his dinner from an online food ordering app. The online application we worked with was Grubhub.
- To start ordering on Grubhub User quickly SignedUp inside the app using his google account and went on exploring every other feature without any hassle.
- After Signing In he compared the restaurants by using ratings and prices. During searching a restaurant on the search Map he faced a little problem at one moment he accidentally exited out of the app. He tried to login inside the app. Once he was inside he tried to search for Restaurants but accidentally clicked on the wrong suggestion.
- User Successfully tracked every order by identifying the app's Orders Menu. It was easy to find the Help inside the App by quickly visiting the accounts section for him without any delay.

Persona and Transcripts.

1> A brief description of the Second User:

- ❖ Kesha is 22 years old University Architecture Student. She is the well known foodie among her group of friends.
- ❖ She likes to order food from different local restaurant each week. Kesha is familiar with the different online food ordering applications including the Grubhub.
- ❖ She always uses her iPhone to order online over the internet. Keesha used the Grubhub multiple times to order food online.
- ❖ While ordering the food through every online app she tries to make payments through the apple pay.
- ❖ She likes to have orders from her few typical restaurants every week according to her convenience.

Persona and Transcripts.

2> > User Conversation

1 Me: Have you used a Grubhub ordering App Before?

2 User: Yes

3 Me: What do you think you will be finding yourself using the Grubhub?

4 User: My Favourite restuarants and different cuisines.

5 Me: How do you think you will use the exclusive perks in Grubhub?

6 User: I use them always they save me lot of money.

7 Me: Are there any other food ordering services you use?

8 User: I use Doordash, UberEats, Grubhub.

9 Me: How do u compare Uber Eats with Grubhub?

10 User: I like Grubhub. It is more cheaper than UberEats.

11 Me: How do you keep track of your orders?

12 User: By using my Orders Section.

13 Me: Are you able to find different restaurant while browsing the application?

14 User: Yes They all are present on the screen when we open the app.

Persona and Transcripts.

15 Me: What do you think about payment after deciding the order?

16 User: I usually pay using my Apple Pay and sometimes by my card.

17 Me: How do you get the help if you do not understand anything in the app.

18 User: I contact Grubhub Customer service.

19 Me: How do you know if the restaurant is open or close?

20 User: it shows that on the screen near restaurant name.

21 Me: How do you know if the one restaurant is better than the other?

22 User: By looking at reviews maybe.

User Performance.

- The user was already familiar with most of the food ordering services. She signed up to Grubhub using her own account.
- It was quite feasible for her to go through every Restaurant menu and compare them on the basis of their rating. It didn't take her a lot of time to find out the exclusive perks.
- The user found it difficult to get help from the Application itself. She used to call customer service directly to resolve any issues related to the orders and the applications.
- Users quickly Performed successful searches for their desired restaurants.