

# **Fast Food Management System**



**By:**

**Simaab Malik**

**54910**

**Nimra Tariq**

**54909**

**Areeza Afridi**

**55254**

**Bisma Ramzan**

**55699**

**Faculty of Computing**

**Riphah International University,**

**Islamabad Spring 2025**

**A Dissertation Submitted To**

**Faculty of Computing,**

**Riphah International University, Islamabad**

**As a Partial Fulfillment of the Requirement for the  
Course Human Computer Interaction**

**Bachelors of Science in Software Engineering**

**Faculty of Computing**

**Riphah International University, Islamabad**

## **Dedication/Acknowledgment**

Thanks to Allah Almighty who made us able to complete this final project report. Also our course teacher who guided us in this project. All the members of the team who worked hard and diligently to complete this project.

---

**Simaab Malik**

**54910**

---

**Nimra Tariq**

**54909**

---

**Areeza afridi**

**55254**

---

**Bisma Ramzan**

**55699**

# **Artifact 1**

## **Problem statement/Project Proposal**

## **Project Title:**

**SpiceSync: Fast Food Management System**

## **Description:**

In Pakistan's fast-paced urban lifestyle, fast food has become a staple for families and office workers. However, existing platforms lack **personalization, sustainability and hyper-localized experience**. SpiceSync bridges this gap by combining customization with cultural authenticity. This system will:

- Offer **AI-curated meal combos** based on user preferences ( *e.g., spice levels etc* )
- Provide **real-time order tracking** with eco-friendly delivery options.
- Integrate **regional flavours** ( *e.g., Karachi spicy biryani, Lahore creamy dessert etc* ).

**Target audience :** Families, corporate office seeking convenience, quality and cultural relevance.

## **Major Features:**

**FE-1:** User registration/login with social media integration ( *Google, Facebook* ).

**FE-2:** Meal recommendations based on your preferences ( *Spicy, vegetarian, etc* ).

**FE-3:** Real-time order tracking with delivery.

**FE-4:** Regional spice customization ( *e.g., Peshawari, Punjabi, Islamabad mild* ).

**FE-5:** Subscription plans for weekly office lunches ( *Tiffan services* ).

**FE-6:** Halal certification and ingredient sourcing transparency.

**FE-7:** Multiple payment option ( *JazzCash, Easypaisa, cash-on-delivery* ).

**FE-8:** Recipie contests ( *"Design your burger" for menu inclusion* ).

**FE-9:** Loyalty reward points ( *spice points* ) for discounts.

**FE-10:** Multilingual support ( *Urdu/English etc* ).

**FE-11:** Nutritional information and calorie counters.

**FE-12:** Instant feedback rating system for orders.

**FE-13:** Group ordering with bulk discount ( *e.g., 10% off on 5+ meals* ).

**FE-14:** Festive promotions ( *Eid Ramadhan, Independence Day deals* ).

**FE-15:** Integration with Foodpanda/Cheetah for expanded delivery.

**FE-16:** Voice-assisted ordering via "SpiceBot" ( *Urdu/English* ).

## **System Studied:**

**SYS-1:** Chezious - <https://cheezius.com/>

**SYS-2:** McDonald's Pakistan - <https://www.mcdonalds.com.pk/>

**SYS-3:** KFC Pakistan - <https://www.kfcpakistan.com/>

**SYS-4:** Burger Lab - <https://burgerlab.com.pk/>

**SYS-5:** Broadway pizza - <https://www.broadwaypizza.com.pk/>

**SYS-6:** Tim Hortons Pakistan - <https://www.timhortons.com/pk/en/>

**SYS-7:** Hot and spicy - <https://www.facebook.com/HotNSpicyPK/>

**SYS-8:** Ranchers - <https://www.rancherscafe.com/>

**SYS-9:** Domino's Pakistan - <https://www.dominos.com.pk/>

**Table :**

<b>Features</b>	Chez ious	McD onal d's PK	KF C	Bur ger Lab	Bro adw ay pizz a	Ti m Ho rto ns PK	Hot and spi cy	Ra nc he rs	Do mi no' s
<b>Registration</b>	Y	N	N	Y	Y	Y	N	Y	Y
<b>Recommendatio ns</b>	N	N	N	N	N	N	N	N	N
<b>Order-tracking</b>	N	N	N	N	N	N	N	N	N
<b>Regional spice</b>	N	N	N	Y	N	N	Y	N	N
<b>Subscription plans</b>	N	N	N	N	N	N	N	N	N
<b>Halal certification</b>	Y	Y	Y	Y	Y	Y	Y	Y	Y
<b>Multiple payment</b>	Y	Y	Y	Y	Y	Y	Y	Y	Y
<b>Recipie contests</b>	N	N	N	N	N	N	N	N	N
<b>Loyalty reward points</b>	Y	Y	Y	Y	N	Y	N	Y	Y
<b>Multilingual support</b>	N	N	N	N	N	N	N	N	N
<b>Nutritional information</b>	N	Y	Y	N	N	Y	N	N	N
<b>Instant feedback</b>	Y	Y	Y	Y	Y	Y	Y	Y	Y
<b>Group Discount</b>	N	N	N	N	N	N	N	N	N
<b>Festive promotions</b>	Y	Y	Y	Y	Y	Y	Y	Y	Y
<b>Food-panda integration</b>	Y	Y	Y	Y	Y	Y	Y	Y	Y
<b>Voice Bot</b>	N	N	N	N	N	N	N	N	N

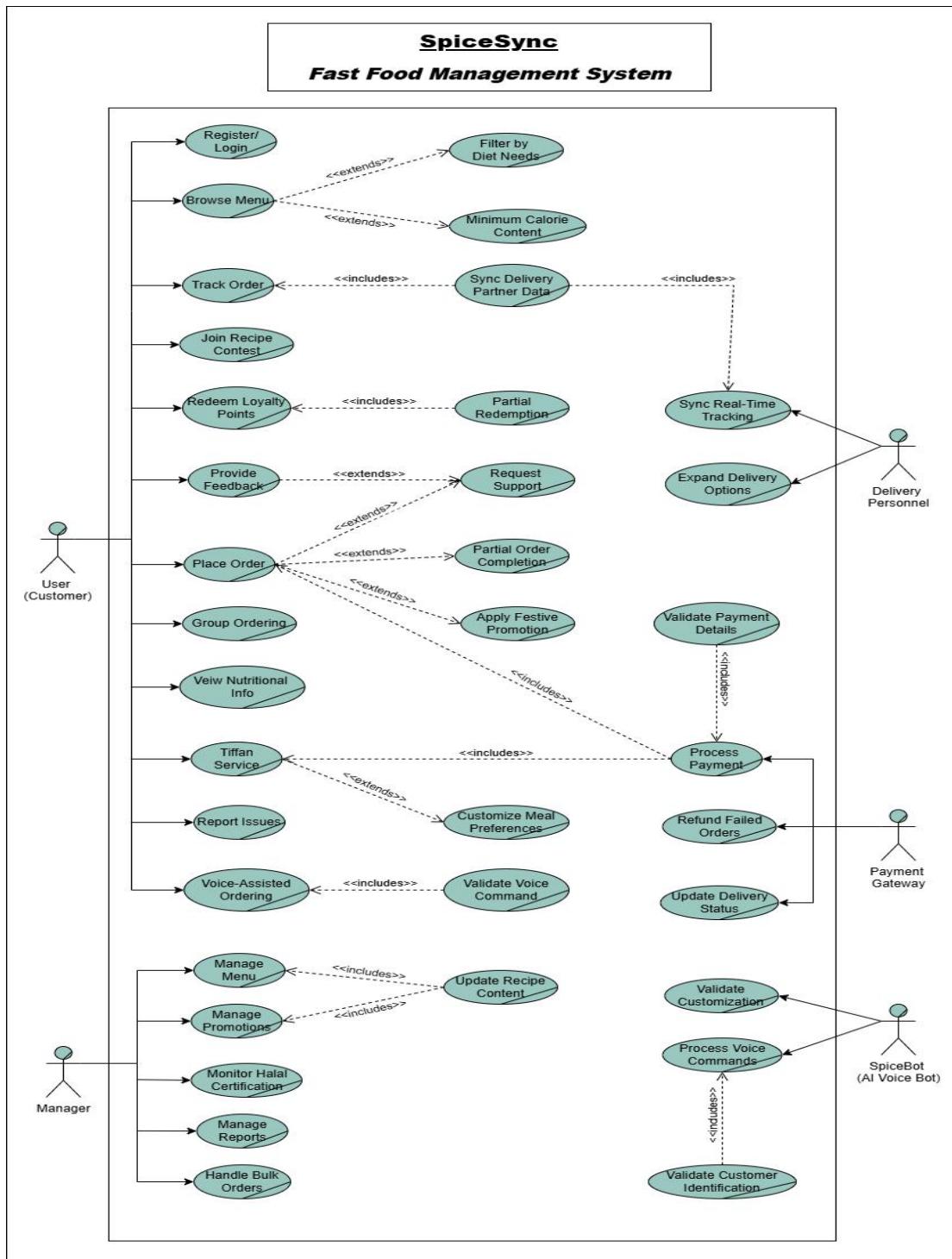
**Keys:**

**PK** = Pakistan (abbreviated for space).

**Y** = Feature Present

**N** = Feature Absent.

## Use-Case Model:



# **Artifact 2**

## **Interviews and Personals**

## 2.1 Conduct User Interviews

### 2.1.1 Interviews of Customers

#### 2.1.1.1 1<sup>st</sup> Customer (Student)

Interview Person	Role/Designation	Date	Time	Venue	Subject/Focus
Sarah Malik	Student	June 1, 2025	10:00–10:15 AM	NUST University Cafeteria, Islamabad, Pakistan	Persona creation for Student

Time	Question	Response	Observation
5 sec	What is your name, age, occupation, and where do you live? (Personal Information)	My name is Sarah Malik, I'm 22, a university student, and I live in Islamabad.	Sarah, a 22-year-old student, represents SpiceSync's urban youth demographic (Artifact 3, Section 3.1). Her Islamabad residence aligns with the target market.
10 sec	Can you describe your daily routine and how fast food fits into it? (Description)	I'm usually at uni from 9 AM to 4 PM, and I order fast food for lunch or late-night study sessions, maybe 2–3 times a week.	Frequent fast food ordering for convenience suits her busy student schedule, highlighting the need for quick delivery (FE-3) and student discounts (FE-14).
8 sec	What are some traits or habits that define how you choose or order fast food? (Personal Characteristics)	I'm super budget-conscious, always hunting for deals, and I like spicy food that matches my taste.	Budget-conscious and flavor-focused, Sarah's preference for spicy food supports FE-4 (regional customization) and deal-seeking aligns with FE-14 (promotions).
15 sec	What's your main goal when using a fast food app? (Goals)	I want to order quickly, get affordable meals, and know exactly when my food will arrive.	Her goals emphasize speed and affordability, making FE-3 (real-time tracking) and cost-effective options critical for her persona.

12 sec	What frustrates you about current fast food apps like Foodpanda or Cheetay? (Frustrations)	No option to customize spice levels, and delivery tracking is often inaccurate or slow.	Frustrations with customization and tracking underscore the importance of FE-4 (spice customization) and FE-3 (real-time tracking) for her experience.
15 sec	What specific features do you need from a fast food app to make ordering easier? (Needs)	I need an app with voice ordering in Urdu, real-time tracking, and discounts for students.	Voice ordering (FE-10) and student discounts (FE-14) cater to her tech-savvy yet budget-conscious nature, with tracking (FE-3) enhancing reliability.
10 sec	How comfortable are you with technology (1–10), what devices do you use, and do you face internet issues? (Technology)	I'd say 9/10, I use an Android phone, but I get internet issues maybe 2–3 days a month.	High tech comfort (9/10) supports advanced features like FE-2 (AI recommendations); occasional internet issues suggest robust app design needs.
12 sec	Where do you learn about fast food apps or restaurants? (Sources of Info)	Mostly Instagram reels, TikTok food vloggers, and my friends' recommendations.	Social media-driven sources indicate FE-14 (festive promotions) could target Instagram and TikTok for effective student outreach.
15 sec	How important is it to have regional or cultural food options, like specific spice levels or halal meals? (Needs, cultural context)	Very important! I love Punjabi spicy flavors and always check for halal options.	Cultural preferences for halal (FE-6) and Punjabi flavors (FE-4) are key, reflecting Pakistan's urban student demographic (Artifact 3, Section 1.1).
10 sec	Do you prefer any specific payment methods or languages for the app? (Needs)	I like JazzCash or Easypaisa, and Urdu would make the app easier to use.	Preference for local payments (FE-7) and Urdu (FE-10) aligns with accessibility needs for urban students in Pakistan.
15 sec	Can you share a statement that sums up	“Mujhe ek app chahiye jo Urdu mein spicy	Her quote emphasizes affordability, cultural

	your ideal fast food app experience? (Quote)	pizza order kare, sasta ho, aur time pe deliver kare.”	relevance, and reliability, mapping to FE-4, FE-10, FE-3, and FE-14.
--	--	--	--

### 2.1.1.2 2<sup>nd</sup> Customer (IT employee)

Interview Person	Role/Designation	Date	Time	Venue	Subject/Focus
Ali Khan	IT employee	June 2, 2025	1:00–1:15 PM,	Co-working Space (The Hive), Karachi, Pakistan	Persona creation for IT Employee

Time	Question	Response	Observation
5 sec	What is your name, age, occupation, and where do you live? (Personal Information)	My name is Ali Khan, I'm 30, an IT consultant, and I live in Karachi.	Ali, a 30-year-old IT consultant, represents SpiceSync's urban professional demographic (Artifact 3, Section 3.1). His Karachi base aligns with tech hubs.
10 sec	How does fast food ordering fit into your work schedule or daily life? (Description)	I order fast food for lunch during office breaks or team meetings, about 3–4 times a week.	Frequent ordering reflects a busy schedule, supporting the need for efficient features like FE-3 (tracking) and FE-13 (group ordering).
8 sec	What are some traits or habits that define how you order fast food? (Personal Characteristics)	I'm time-conscious, prefer apps with clean interfaces, and value quick service.	Time-conscious and tech-savvy, Ali's habits emphasize the importance of user-friendly UI and fast service (FE-7 payment options, FE-3 tracking).
15 sec	What's your main goal when using a fast food app? (Goals)	I want fast, accurate orders, easy payments, and to know when my food will arrive.	Goals focus on speed and reliability, making FE-3 (real-time tracking) and FE-7 (multiple payment options) critical for his persona.

12 sec	What frustrates you about current fast food apps like Foodpanda or Cheetay? (Frustrations)	Slow apps, limited payment options, and delivery updates that aren't real-time.	Frustrations highlight gaps addressed by FE-3 (tracking), FE-7 (payment flexibility), and a robust app performance for professionals.
15 sec	What specific features do you need from a fast food app to suit your busy schedule? (Needs) .	AI suggestions for quick meal picks, real-time tracking, and support for JazzCash or cards	AI recommendations (FE-2) and tracking (FE-3) cater to his efficiency needs; JazzCash/card support (FE-7) aligns with urban tech preferences.
10 sec	How comfortable are you with technology (1–10), what devices do you use, and do you face internet issues? (Technology) .	8/10, I use an iPhone and laptop, internet is usually reliable but drops occasionally	High tech comfort (8/10) supports advanced features like FE-2 (AI); occasional internet issues suggest need for resilient app design.
12 sec	Where do you learn about fast food apps or restaurants? (Sources of Info)	Mostly LinkedIn ads, online reviews on Google, and recommendations from colleagues.	Professional networks like LinkedIn indicate FE-14 (festive promotions) could target tech communities for effective outreach.
15 sec	How important is it to have meal options tailored to your taste or dietary needs, like halal or regional flavors? (Needs, cultural context)	Halal is a must, and I like trying Sindhi or Punjabi flavors when I have time.	Cultural preferences for halal (FE-6) and regional flavors (FE-4) are key, reflecting Pakistan's urban professional needs (Artifact 3, Section 1.1).
10 sec	Do you prefer any specific languages or features for team orders? (Needs)	English is fine, but group ordering for team lunches would be a game-changer.	Group ordering (FE-13) is a priority for team settings, while English comfort aligns with his tech-savvy profile.
15 sec	Can you share a statement that sums up your ideal fast food app	"I want an app that suggests meals based on my taste, lets me	His quote emphasizes personalization and reliability, mapping to

	experience? (Quote)	pay easily, and delivers on time.”	FE-2, FE-7, and FE-3, critical for IT professionals
--	---------------------	------------------------------------	---

### 2.1.1.3 3<sup>rd</sup> Customer (Parents)

Interview Person	Role/Designation	Date	Time	Venue	Subject/Focus
Fatima Noor	Parents	June 3, 2025	4:00–4:15 PM	Community Center, Gulberg, Lahore, Pakistan	Persona creation for Parents

Time	Question	Response	Observation
5 sec	What is your name, age, occupation, and where do you live? (Personal Information)	My name is Fatima Noor, I'm 35, a homemaker, and I live in Lahore with my family.	Fatima, a 35-year-old homemaker, represents SpiceSync's family-oriented demographic (Artifact 3, Section 3.1). Her Lahore residence aligns with urban families.
10 sec	How does fast food ordering fit into your family life or routine? (Description)	I order fast food for family dinners or kids' birthday parties, about 2–3 times a month, especially on weekends	Infrequent but family-focused ordering highlights the need for group ordering (FE-13) and kid-friendly options (FE-4).
8 sec	What are some traits or habits that define how you choose fast food for your family? (Personal Characteristics)	I'm family-focused, always check for halal options, and prefer kid-friendly meals. .	Family-centric and culturally conscious, Fatima's habits emphasize FE-6 (halal certifications) and family-friendly features.
15 sec	What's your main goal when using a fast food app for your family? (Goals)	I want affordable bulk orders, clear halal info, and meals that suit everyone's tastes.	Goals focus on affordability and inclusivity, making FE-13 (group ordering) and FE-6 (halal transparency) critical for her persona.

12 sec	What frustrates you about current fast food apps like Foodpanda or Cheetay? (Frustrations)	No clear halal certifications, group orders are complicated, and apps are hard to navigate.	Frustrations underscore gaps addressed by FE-6 (halal certifications), FE-13 (group ordering), and intuitive UI for less tech-savvy users.
15 sec	What specific features do you need from a fast food app for your family's needs? (Needs)	Group ordering, halal labels, regional flavors like Punjabi, and Urdu language support.	Group ordering (FE-13), halal labels (FE-6), and Urdu support (FE-10) cater to her family and cultural needs; Punjabi flavors align with FE-4.
10 sec	How comfortable are you with technology (1–10), what devices do you use, and do you face internet issues? (Technology)	6/10, I use an Android tablet, but internet drops 2–3 days a month.	Moderate tech comfort (6/10) suggests need for simple UI; tablet use and internet issues indicate offline-friendly features are valuable.
12 sec	Where do you learn about fast food apps or restaurants? (Sources of Info)	Mostly from family WhatsApp groups, school parent chats, and local flyers.	Community-driven sources suggest FE-14 (festive promotions) could target family networks and local advertising for outreach.
15 sec	How important is it to have regional or cultural food options, like spicy or halal meals? (Needs, cultural context)	Extremely important! We need halal meals and love spicy Lahori or Sindhi dishes for family meals.	Strong cultural preferences for halal (FE-6) and regional flavors (FE-4) reflect Pakistan's urban family demographic (Artifact 3, Section 1.1).
10 sec	Do you prefer any specific payment methods or features for family orders? (Needs)	I use Easypaisa or cash-on-delivery, and a feature to split bills for group orders would help.	Easypaisa and cash-on-delivery (FE-7) align with accessibility; bill-splitting for group orders (FE-13) is a unique family need.
15 sec	Can you share a statement that sums up your ideal fast food app experience? (Quote)	“Mujhe ek app chahiye jo family ke liye halal meals easily order kare aur Urdu mein ho.”	Her quote emphasizes cultural relevance and ease, mapping to FE-6, FE-10, and FE-13, critical for family

			users.
--	--	--	--------

#### 2.1.1.4 4<sup>th</sup> Customer (Content Creator)

Interview Person	Role/Designation	Date	Time	Venue	Subject/Focus
Zainab Khan	Content creator	June 4, 2025	6:00–6:15 PM	Cafe Aylanto, Karachi, Pakistan	Persona creation for Customer (Content Creator)

Time	Question	Response	Observation
5 sec	What is your name, age, occupation, and where do you live? (Personal Information)	My name is Zainab Khan, I'm 25, a food vlogger, and I live in Karachi.	Zainab, a 25-year-old food vlogger, represents SpiceSync's urban foodie demographic (Artifact 3, Section 3.1). Her Karachi base aligns with trendy locales.
10 sec	How does fast food play a role in your content creation or daily life? (Description)	I order fast food 3–4 times a week to review for my Instagram and TikTok vlogs, usually in the evenings.	Frequent ordering for content creation highlights the need for unique flavors (FE-4) and social media integration (FE-8).
8 sec	What are some traits or habits that define how you choose fast food for your vlogs? (Personal Characteristics)	I'm creative, always hunting for unique flavors, and prioritize visually appealing dishes.	Creative and visually focused, Zainab's habits emphasize FE-4 (regional customization) and FE-8 (recipe contests) for engaging content.
15 sec	What's your main goal when using a fast food app for your content? (Goals)	I want to discover new regional dishes, share reviews, and engage my followers with exciting food content.	Goals focus on discovery and engagement, making FE-8 (recipe contests) and FE-14 (festive promotions) critical for her persona.
12 sec	What frustrates you about current fast food apps like Foodpanda or	No platform to share recipes, limited customization options,	Frustrations underscore gaps addressed by FE-8 (recipe contests), FE-4

	Cheetay? (Frustrations) and no festive menu highlights.	(regional customization), and FE-14 (festive promotions).	
15 sec	What specific features do you need from a fast food app to enhance your vlogging? (Needs)	Recipe contest features, regional flavor options, halal labels, and social media integration.	Recipe contests (FE-8), halal labels (FE-6), and social media integration cater to her content creation needs; regional flavors align with FE-4.
10 sec	How comfortable are you with technology (1-10), what devices do you use, and do you face internet issues? (Technology)	9/10, I use an iPhone and laptop, internet is reliable most of the time.	High tech comfort (9/10) supports advanced features like FE-8; reliable internet suggests robust app usage for content sharing.
12 sec	Where do you discover new fast food apps or restaurants? (Sources of Info)	Instagram trends, TikTok foodie accounts, and food festivals in Karachi.	Social media and events indicate FE-14 (festive promotions) could leverage influencer marketing for content creators.
15 sec	How important is it to have regional or cultural food options, like Sindhi or halal dishes? (Needs, cultural context)	Super important! I love showcasing Sindhi and Balochi flavors, and halal is non-negotiable.	Strong cultural preferences for halal (FE-6) and regional flavors (FE-4) reflect Pakistan's urban foodie demographic (Artifact 3, Section 1.1).
10 sec	Do you prefer any specific features for group orders or content shoots? (Needs)	Group ordering for vlogging sessions and a feature to tag restaurants in reviews would be awesome.	Group ordering (FE-13) and restaurant tagging enhance her vlogging needs, aligning with FE-8 (recipe contests).
15 sec	Can you share a statement that sums up your ideal fast food app experience? (Quote)	"I want an app where I can try new flavors, share recipes with my followers, and order halal meals easily."	Her quote emphasizes engagement and cultural relevance, mapping to FE-8, FE-4, and FE-6, critical for content creators.

### 2.1.1.5 5<sup>th</sup> Customer (Freelancer)

Interview Person	Role/Designation	Date	Time	Venue	Subject/Focus
Usman Ali	Freelancer	June 5, 2025	8:00–8:15 PM	Coffee Bean & Tea Leaf, Islamabad, Pakistan	Persona creation for Freelancer

Time	Question	Response	Observation
5 sec	What is your name, age, occupation, and where do you live? (Personal Information)	My name is Usman Ali, I'm 28, a freelance graphic designer, and I live in Islamabad.	Usman, a 28-year-old freelancer, represents SpiceSync's urban professional demographic (Artifact 3, Section 3.1). His Islamabad base aligns with tech hubs.
10 sec	How does fast food ordering fit into your freelance lifestyle? (Description)	I order fast food 3–4 times a week, mostly late at night when I'm working on projects or during quick breaks.	Late-night ordering reflects his flexible schedule, supporting the need for FE-15 (platform integration) and FE-3 (tracking).
8 sec	What are some traits or habits that define how you choose fast food? (Personal Characteristics)	I'm convenience-driven, prefer quick apps, and like trying new flavors when I'm not in a rush.	Convenience-focused and flavor-curious, Usman's habits emphasize FE-7 (payment options) and FE-4 (regional flavors) for flexibility.
15 sec	What's your main goal when using a fast food app? (Goals)	I want hassle-free ordering, fast delivery, and the ability to track my order in real-time.	Goals focus on ease and reliability, making FE-3 (real-time tracking) and FE-15 (platform integration) critical for his persona.
12 sec	What frustrates you about current fast food apps like Foodpanda or Cheetay? (Frustrations)	Limited late-night options, slow tracking, and apps that crash during peak hours.	Frustrations highlight gaps addressed by FE-15 (late-night integration), FE-3 (tracking), and robust app performance.

15 sec	What specific features do you need from a fast food app for your schedule? (Needs)	Late-night ordering, real-time tracking, Urdu support, and payment options like JazzCash or Easypaisa.	Late-night ordering (FE-15), tracking (FE-3), and Urdu support (FE-10) cater to his schedule; JazzCash/Easypaisa (FE-7) align with accessibility.
10 sec	How comfortable are you with technology (1–10), what devices do you use, and do you face internet issues? (Technology)	8/10, I use a laptop and Android phone, internet drops maybe 3–4 days a month.	High tech comfort (8/10) supports app-based features; internet issues suggest need for offline-friendly UI or robust error handling.
12 sec	Where do you learn about fast food apps or restaurants? (Sources of Info)	Freelancer WhatsApp groups, Twitter foodie threads, and online ads on Upwork.	Community-driven sources indicate FE-14 (festive promotions) could target freelance networks and Twitter for outreach.
15 sec	How important is it to have regional or cultural food options, like halal or spicy meals? (Needs, cultural context)	Halal is essential, and I enjoy spicy Punjabi or Balochi dishes when I'm in the mood.	Cultural preferences for halal (FE-6) and regional flavors (FE-4) reflect Pakistan's urban professional needs (Artifact 3, Section 1.1).
10 sec	Do you prefer any specific features for quick or late-night orders? (Needs)	A feature to save favorite orders for quick reordering and Urdu for faster navigation would be great.	Saved orders and Urdu support (FE-10) enhance convenience, aligning with his flexible, late-night lifestyle.
15 sec	Can you share a statement that sums up your ideal fast food app experience? (Quote)	“Mujhe ek app chahiye jo raat ko bhi fast delivery de, Urdu mein ho, aur meri pasand ke flavors save kare.”	His quote emphasizes convenience and cultural relevance, mapping to FE-15, FE-10, and FE-6, critical for freelancers.

## 2.1.2 Interviews of Restaurant Partners

### 2.1.2.1 1<sup>st</sup> Restaurant Partner (Chef)

Interview Person	Role/Designation	Date	Time	Venue	Subject/Focus
Ahmwed Raza	Chef	June 6, 2025	11:00–11:15 AM	Kitchen of Biryani House, Lahore, Pakistan	Persona creation for Chef

Time	Question	Response	Observation
5 sec	What is your name, age, occupation, and where do you work? (Personal Information)	My name is Ahmed Raza, I'm 35, head chef at Biryani House, and I work in Lahore.	Ahmed, a 35-year-old head chef, represents SpiceSync's restaurant partner demographic (Artifact 3, Section 3.5.2). His Lahore base aligns with urban food hubs.
10 sec	Can you describe your role in the restaurant and how you manage menus? (Description)	I create and update menus weekly, focusing on regional dishes like Lahori biryani and karahi, and ensure kitchen operations run smoothly.	His menu creation role highlights the need for easy menu updates (FE-4) and operational efficiency for busy urban restaurants.
8 sec	What are some traits or habits that define your approach to menu creation or customer orders? (Personal Characteristics)	I'm innovative, passionate about flavors, and always experiment with regional spices to keep customers happy.	Innovative and flavor-focused, Ahmed's habits emphasize FE-4 (regional customization) and FE-8 (recipe contests) for customer engagement.
15 sec	What's your main goal when using a fast food platform for your restaurant? (Goals)	I want to showcase our regional dishes, attract more customers, and get feedback on flavors to improve recipes.	Goals focus on visibility and feedback, making FE-4 (regional customization) and FE-12 (instant feedback) critical for his persona
12 sec	What frustrates you about current fast food platforms like Foodpanda or Cheetay? (Frustrations)	Complex menu update processes, no way to highlight spice levels, and lack of customer feedback on dishes.	Frustrations highlight gaps addressed by FE-4 (spice customization), FE-12 (instant feedback), and streamlined menu management.
15 sec	What specific features do you need from a fast	Easy menu updates, spice customization	Menu updates, FE-4 (spice customization),

	food platform to improve menu management? (Needs)	options, halal certification display, and a platform for recipe contests.	FE-6 (halal certifications), and FE-8 (recipe contests) cater to his creative and operational needs.
10 sec	How comfortable are you with technology (1–10), what devices do you use, and do you face internet issues? (Technology)	7/10, I use an Android tablet for orders, internet is reliable but slows down during peak hours.	Moderate tech comfort (7/10) suggests need for intuitive UI; peak-hour slowdowns indicate robust app performance is essential.
12 sec	Where do you get information about fast food platforms or food trends? (Sources of Info)	Customer feedback, food expos in Lahore, and chats with other chefs on WhatsApp groups.	Industry and community sources suggest FE-14 (festive promotions) could target food expos and chef networks for outreach.
15 sec	How important is it to offer regional or cultural food options, like Lahori or halal dishes? (Needs, cultural context)	Extremely important! Customers love our Lahori and Peshawari flavors, and halal is a must for trust.	Strong cultural preferences for halal (FE-6) and regional flavors (FE-4) reflect Pakistan's urban restaurant needs (Artifact 3, Section 1.1).
10 sec	Do you prefer any specific features for festive menus or customer engagement? (Needs)	A feature to promote festive menus for Eid or Ramadan and a way to share recipes with customers would be great.	Festive menus (FE-14) and recipe sharing (FE-8) align with his engagement goals, enhancing customer interaction.
15 sec	Can you share a statement that sums up your ideal fast food platform experience? (Quote)	“Mujhe ek platform chahiye jo meri Lahori dishes ko highlight kare, menu updates ko asaan kare, aur customers ke saath recipe share karne de.”	His quote emphasizes visibility and engagement, mapping to FE-4, FE-6, FE-8, and FE-14, critical for chefs.

### 2.1.2.2

### 2<sup>nd</sup> Restaurant Partner (Customer Experience Manager)

Interview Person	Role/Designation	Date	Time	Venue	Subject/Focus
Sana Iqbal	Customer Experience Manager	June 7, 2025	2:00–2:15 PM	Manager's Office, Savour Foods, Islamabad, Pakistan	Persona creation for Customer Experience Manager.

Time	Question	Response	Observation
5 sec	What is your name, age, occupation, and where do you work? (Personal Information)	My name is Sana Iqbal, I'm 40, Customer Experience Manager at Savour Foods, and I work in Islamabad.	Sana, a 40-year-old manager, represents SpiceSync's restaurant partner demographic (Artifact 3, Section 3.5.2). Her Islamabad base aligns with urban chains.
10 sec	Can you describe your role in managing customer interactions at the restaurant? (Description)	I handle customer complaints, gather feedback, ensure satisfaction, and train staff to maintain service quality.	Her feedback-focused role highlights the need for instant feedback systems (FE-12) and service transparency (FE-6).
8 sec	What are some traits or habits that define your approach to customer experience? (Personal Characteristics)	I'm empathetic, detail-oriented, and proactive in resolving issues before they escalate.	Empathetic and proactive, Sana's habits emphasize FE-12 (instant feedback) and clear communication tools for customer trust.
15 sec	What's your main goal when using a fast food platform for customer management? (Goals)	I want to resolve complaints quickly, build customer trust, and ensure our halal standards are clear to everyone.	Goals focus on trust and efficiency, making FE-12 (instant feedback) and FE-6 (halal certifications) critical for her persona.
12 sec	What frustrates you about current fast food platforms like Foodpanda or Cheetay? (Frustrations)	No clear feedback system, unclear halal info, and language barriers for Urdu-speaking customers.	Frustrations highlight gaps addressed by FE-12 (instant feedback), FE-6 (halal certifications), and FE-10 (multilingual support).

15 sec	What specific features do you need from a fast food platform to improve customer satisfaction? (Needs)	Instant feedback system, clear halal labels, Urdu support, and tools to track customer preferences.	Feedback system (FE-12), halal labels (FE-6), and Urdu support (FE-10) cater to her customer satisfaction goals; preference tracking is unique.
10 sec	How comfortable are you with technology (1–10), what devices do you use, and do you face internet issues? (Technology)	7/10, I use a laptop and Android phone, internet slows down during peak hours.	Moderate tech comfort (7/10) suggests need for intuitive UI; peak-hour slowdowns indicate robust app performance is essential.
12 sec	Where do you learn about customer preferences or fast food platforms? (Sources of Info)	Online reviews on Google, customer surveys, and staff reports from the restaurant.	Review-driven sources suggest FE-12 (instant feedback) could streamline data collection for customer insights.
15 sec	How important is it to maintain cultural transparency, like halal certifications or regional options? (Needs, cultural context)	Very important! Customers trust us for halal meals, and they love our Punjabi flavors.	Strong cultural preferences for halal (FE-6) and regional flavors (FE-4) reflect Pakistan's urban restaurant needs (Artifact 3, Section 1.1).
10 sec	Do you prefer any specific features for handling customer complaints or promotions? (Needs)	A feature to respond to feedback instantly and promote festive deals like Ramadan specials would help.	Instant feedback response (FE-12) and festive promotions (FE-14) align with her engagement and complaint resolution goals.
15 sec	Can you share a statement that sums up your ideal fast food platform experience? (Quote)	“Mujhe ek platform chahiye jo customer feedback ko turant handle kare, halal trust banaye, aur Urdu mein ho.	Her quote emphasizes efficiency and cultural relevance, mapping to FE-12, FE-6, FE-10, and FE-14, critical for customer experience managers.

### **2.1.2.3 3<sup>rd</sup> Restaurant Partner (Operations Manager)**

Interview Person	Role/Designation	Date	Time	Venue	Subject/Focus
Bilal Ahmed	Operations Manager	June 8, 2025	10:00–10:15 AM	Manager's Office, Howdy, Karachi, Pakistan	Persona creation for Operations Manager

Time	Question	Response	Observation
5 sec	What is your name, age, occupation, and where do you work? (Personal Information)	My name is Bilal Ahmed, I'm 38, Operations Manager at Howdy, and I work in Karachi.	Bilal, a 38-year-old operations manager, represents SpiceSync's restaurant partner demographic (Artifact 3, Section 3.5.2). His Karachi base aligns with urban chains.
10 sec	Can you describe your role in managing restaurant operations? (Description)	I oversee order processing, staff scheduling, and ensure smooth operations, especially during peak hours like lunch and dinner.	His operational role highlights the need for seamless order management (FE-15) and group order support (FE-13) during rush hours.
8 sec	What are some traits or habits that define your approach to restaurant operations? (Personal Characteristics)	I'm organized, efficiency-driven, and always looking for ways to optimize workflows.	Organized and efficiency-focused, Bilal's habits emphasize FE-15 (Foodpanda integration) and scalable systems for peak-hour performance.
15 sec	What's your main goal when using a fast food platform for operations? (Goals)	I want to handle rush hours smoothly, ensure order accuracy, and integrate with platforms like Foodpanda seamlessly.	Goals focus on reliability and integration, making FE-15 (platform integration) and FE-13 (group ordering) critical for his persona.
12 sec	What frustrates you about current fast food platforms like Foodpanda or Cheetay? (Frustrations)	Peak-hour crashes, no support for group orders, and delayed feedback from customers.	Frustrations highlight gaps addressed by FE-15 (integration), FE-13 (group ordering), and FE-12 (instant feedback) for

			operational efficiency.
15 sec	What specific features do you need from a fast food platform to streamline operations? (Needs)	Seamless platform integration, group order support, real-time analytics, and instant customer feedback.	Integration (FE-15), group orders (FE-13), analytics, and feedback (FE-12) cater to his operational needs for streamlined workflows.
10 sec	How comfortable are you with technology (1-10), what devices do you use, and do you face internet issues? (Technology)	8/10, I use a laptop and tablet, internet is reliable but slows during rush hours.	High tech comfort (8/10) supports advanced features like analytics; peak-hour slowdowns suggest robust app performance is essential.
12 sec	Where do you get information about fast food platforms or operational trends? (Sources of Info)	Industry webinars, restaurant association meetings, and staff feedback from daily operations.	Professional sources suggest FE-14 (festive promotions) could target industry events to engage operations managers.
15 sec	How important is it to maintain cultural standards, like halal certifications or regional flavors? (Needs, cultural context)	Very important! Halal certifications build trust, and customers love our Sindhi and Punjabi dishes.	Strong cultural preferences for halal (FE-6) and regional flavors (FE-4) reflect Pakistan's urban restaurant needs (Artifact 3, Section 1.1).
10 sec	Do you prefer any specific features for peak hours or customer engagement? (Needs)	A feature to prioritize group orders during rush hours and promote festive deals would be great.	Group order prioritization (FE-13) and festive promotions (FE-14) align with his peak-hour and engagement goals.
15 sec	Can you share a statement that sums up your ideal fast food platform experience? (Quote)	“Mujhe ek platform chahiye jo rush hours mein flawless ho, group orders ko handle kare, aur halal trust banaye.”	His quote emphasizes reliability and cultural relevance, mapping to FE-15, FE-13, FE-6, and FE-14, critical for operations managers.

### 2.1.3 Interviews of Delivery Personals

### **2.1.3.1 Delivery Personal (Delivery Rider)**

<b>Interview Person</b>	<b>Role/Designation</b>	<b>Date</b>	<b>Time</b>	<b>Venue</b>	<b>Subject/Focus</b>
Hassan Raza	Delivery Rider	June 9, 2025	3:00–3:15 PM,	Rider Hub, Foodpanda Office, Karachi, Pakistan	Persona creation for Delivery Rider

<b>Time</b>	<b>Question</b>	<b>Response</b>	<b>Observation</b>
5 sec	What is your name, age, occupation, and where do you work? (Personal Information)	My name is Hassan Raza, I'm 25, a delivery rider for Foodpanda, and I work in Karachi.	His quote emphasizes reliability and cultural relevance, mapping to FE-15, FE-13, FE-6, and FE-14, critical for operations managers.
10 sec	Can you describe your daily routine as a delivery rider? (Description)	I deliver 10–15 orders a day, mostly in busy areas like Clifton, using my bike and GPS, from morning to late evening.	Hassan, a 25-year-old rider, represents SpiceSync's delivery personnel demographic (Artifact 3, Section 3.5.3). His Karachi base aligns with urban delivery hubs.
8 sec	What are some traits or habits that define your approach to deliveries? (Personal Characteristics)	I'm punctual, good with navigation, and always try to deliver as fast as possible.	High-volume deliveries highlight the need for reliable navigation (FE-3) and platform integration (FE-15) for urban riders.
15 sec	What's your main goal when using a fast food delivery platform? (Goals)	I want to deliver orders on time, get clear order details, and avoid navigation issues.	Punctual and navigation-savvy, Hassan's habits emphasize FE-3 (real-time tracking) and GPS reliability for efficient deliveries.
12 sec	What frustrates you about current fast food delivery platforms? (Frustrations)	Unclear GPS routes, no eco-friendly packaging options, and delays in order updates.	Goals focus on timeliness and clarity, making FE-3 (real-time tracking) and FE-15 (platform integration) critical for his persona.

15 sec	What specific features do you need from a fast food platform to improve deliveries? (Needs)	Real-time GPS tracking, clear customer instructions, eco-friendly packaging, and Urdu app interface.	GPS tracking (FE-3), Urdu support (FE-10), and eco-friendly options cater to his delivery needs; clear instructions enhance efficiency.
10 sec	How comfortable are you with technology (1–10), what devices do you use, and do you face internet issues? (Technology)	6/10, I use an Android phone, internet drops 4–5 days a month, especially in busy areas.	Moderate tech comfort (6/10) suggests need for simple UI; frequent internet issues indicate offline GPS or robust app design needs.
12 sec	Where do you learn about fast food platforms or delivery trends? (Sources of Info)	Rider WhatsApp groups, Foodpanda app notifications, and talks with other riders at hubs.	Community-driven sources suggest FE-14 (festive promotions) could target rider networks for platform updates.
15 sec	How important is it to deliver culturally appropriate meals, like halal orders? (Needs, cultural context)	Very important! Customers often ask if meals are halal, and I need to assure them.	Cultural focus on halal (FE-6) reflects Pakistan's urban delivery needs, ensuring transparency for riders (Artifact 3, Section 1.1).
10 sec	Do you prefer any specific features for navigation or order management? (Needs)	A feature to optimize delivery routes and see order priority during rush hours would help.	Route optimization and priority features (enhancements to FE-3) align with his efficiency-driven delivery needs.
15 sec	Can you share a statement that sums up your ideal delivery platform experience? (Quote)	"Mujhe ek app chahiye jo accurate GPS de, halal orders clear kare, aur Urdu mein ho."	His quote emphasizes reliability and cultural relevance, mapping to FE-3, FE-6, and FE-10, critical for delivery riders

## 2.1.4 Interviews of Platform Owners

### 2.1.4.1 1<sup>st</sup> Platform Owner (Operational Manager)

Interview Person	Role/Designation	Date	Time	Venue	Subject/Focus
Ayesha Siddiqui	Operational Manager	June 10, 2025	9:00–9:15 AM	SpiceSync Head Office, Islamabad, Pakistan	Persona creation for Operational Manager

Time	Question	Response	Observation
5 sec	What is your name, age, occupation, and where do you work? (Personal Information)	My name is Ayesha Siddiqui, I'm 40, Operational Manager at SpiceSync, and I work in Islamabad.	Ayesha, a 40-year-old manager, represents SpiceSync's platform owner demographic (Artifact 3, Section 3.5.4). Her Islamabad base aligns with tech hubs.
10 sec	Can you describe your role in managing the fast food platform? (Description)	I oversee AI recommendation systems, customer support operations, and ensure platform performance meets user expectations.	Her oversight role highlights the need for accurate AI (FE-2) and efficient feedback systems (FE-12) for platform success.
8 sec	What are some traits or habits that define your approach to platform management? (Personal Characteristics)	I'm analytical, customer-focused, and proactive in addressing platform issues before they impact users.	Analytical and proactive, Ayesha's habits emphasize FE-2 (AI recommendations) and FE-12 (instant feedback) for user satisfaction.
15 sec	What's your main goal when managing a fast food platform? (Goals)	I want high user satisfaction, efficient operations, and accurate AI recommendations for customers and restaurants.	Goals focus on user experience and efficiency, making FE-2 (AI recommendations) and FE-12 (instant feedback) critical for her persona.
12 sec	What specific features do you need from a fast food platform to improve operations? (Needs)	Accurate AI recommendations, instant feedback tools, seamless third-party integration, and real-time analytics.	AI accuracy (FE-2), feedback (FE-12), and integration (FE-15) cater to her operational needs; analytics enhance platform oversight.

15 sec	How comfortable are you with technology (1-10), what devices do you use, and do you face internet issues? (Technology)	9/10, I use a laptop and iPhone, internet is reliable but occasional slowdowns during peak usage.	High tech comfort (9/10) supports advanced features like analytics; minor slowdowns suggest resilient system design needs.
10 sec	Where do you get information about fast food platform trends or user needs? (Sources of Info)	User reviews on app stores, industry reports from webinars, and feedback from restaurant partners.	Diverse sources suggest FE-12 (instant feedback) could streamline insights; industry reports align with FE-14 (festive promotions).
12 sec	Where do you get information about fast food platform trends or user needs? (Sources of Info)	User reviews on app stores, industry reports from webinars, and feedback from restaurant partners.	Repeated question confirms reliance on reviews and reports, reinforcing FE-12's role in aggregating user and partner feedback.
15 sec	How important is it to support cultural features, like halal certifications or regional flavors? (Needs, cultural context)	Extremely important! Halal transparency and regional options drive user trust and engagement in Pakistan.	Cultural focus on halal (FE-6) and regional flavors (FE-4) reflects Pakistan's urban platform needs (Artifact 3, Section 1.1).
10 sec	Do you prefer any specific features for customer support or festive campaigns? (Needs)	A feature to prioritize urgent complaints and promote festive deals like Ramadan specials would be ideal.	Complaint prioritization (FE-12) and festive promotions (FE-14) align with her support and engagement goals.
15 sec	Can you share a statement that sums up your ideal fast food platform experience? (Quote)	“Mujhe ek platform chahiye jo smart AI de, customer complaints jaldi solve kare, aur Pakistan ke users ke liye perfect ho.”	Her quote emphasizes intelligence and efficiency, mapping to FE-2, FE-12, FE-6, and FE-14, critical for platform managers.

#### **2.1.4.2 2<sup>nd</sup> Platform Owner (System Admin)**

Interview Person	Role/Designation	Date	Time	Venue	Subject/Focus
Omar Farooq	System Admin	June 11, 2025	11:00–11:15 AM	SpiceSync Tech Office, Lahore, Pakistan	Persona creation for System Admin

Time	Question	Response	Observation
5 sec	What is your name, age, occupation, and where do you work? (Personal Information)	My name is Omar Farooq, I'm 32, System Admin at SpiceSync, and I work in Lahore.	Omar, a 32-year-old system admin, represents SpiceSync's platform owner demographic (Artifact 3, Section 3.5.4). His Lahore base aligns with tech offices.
10 sec	Can you describe your role in maintaining the fast food platform? (Description)	I manage servers, ensure platform uptime, handle integrations like Foodpanda, and secure user data.	His technical role highlights the need for robust integrations (FE-15) and cybersecurity for platform stability.
8 sec	What are some traits or habits that define your approach to system administration? (Personal Characteristics).	I'm detail-oriented, proactive in troubleshooting, and prioritize system scalability	Detail-oriented and proactive, Omar's habits emphasize FE-15 (Foodpanda integration) and scalable infrastructure for reliability.
15 sec	What's your main goal when managing the platform's technical infrastructure? (Goals)	I want 99.9% uptime, secure data handling, and seamless integration with third-party platforms.	Goals focus on reliability and security, making FE-15 (platform integration) and robust backend systems critical for his persona.
12 sec	What frustrates you about current fast food platform systems? (Frustrations)	Poor integration APIs, frequent downtime during peak hours, and lack of Urdu support for internal tools.	Frustrations highlight gaps addressed by FE-15 (integration), FE-10 (multilingual support), and reliable infrastructure.
15 sec	What specific features do you need from a fast food platform to	Seamless API integration, real-time performance	API integration (FE-15), monitoring, Urdu support (FE-10), and

	improve technical management? (Needs)	monitoring, Urdu interface for tools, and strong cybersecurity.	security cater to his technical management needs.
10 sec	How comfortable are you with technology (1–10), what devices do you use, and do you face internet issues? (Technology)	10/10, I use a desktop, laptop, and Android phone, internet is reliable but slows occasionally.	Expert tech comfort (10/10) supports advanced backend features; minor slowdowns suggest resilient system design needs.
12 sec	Where do you learn about platform technologies or industry trends? (Sources of Info)	Tech forums like Stack Overflow, webinars, and WhatsApp groups with other admins.	Technical sources suggest FE-14 (festive promotions) could target tech events to engage system admins
15 sec	How important is it to support cultural features, like halal certifications or regional customization? (Needs, cultural context)	Important for user trust. I need tools to ensure halal and regional data are correctly displayed.	Cultural focus on halal (FE-6) and regional flavors (FE-4) ensures platform accuracy for Pakistan's urban users (Artifact 3, Section 1.1).
10 sec	Do you prefer any specific features for system monitoring or user support? (Needs)	Real-time error alerts and a dashboard to monitor user feedback instantly would be ideal.	Error alerts and feedback dashboard (FE-12) align with his monitoring and support needs for platform maintenance.
15 sec	Can you share a statement that sums up your ideal platform management experience? (Quote)	"Mujhe ek platform chahiye jo kabhi crash na kare, Foodpanda se perfectly sync ho, aur Urdu tools de."	His quote emphasizes reliability and accessibility, mapping to FE-15, FE-10, and FE-12, critical for system admins.

## 2.2 PERSONAS

### 2.2.1 Persona 01:

#### Sarah Malik

Age: 22

Location: University

Student

City Islamabad

DESCRIPTION	PERSONAL CHARACTERISTICS	FRUSTRATIONS
Sarah orders fast food 2-3 times a week for lunch or late-night study sessions	<ul style="list-style-type: none"><li>Budget-conscious</li><li>loves spicy food</li><li>Deal seeker</li></ul>	<ul style="list-style-type: none"><li>No spice customization</li><li>Inaccurate tracking</li></ul>
NEEDS	GOALS	TECHNOLOGY
<ul style="list-style-type: none"><li>Urdu voice ordering</li><li>Real-time tracking</li><li>Student discounts</li><li>Halal options</li><li>Punjabi flavors</li></ul>	<ul style="list-style-type: none"><li>Quick, affordable orders with accurate delivery updates</li></ul>	<ul style="list-style-type: none"><li>9/10 tech comfort</li><li>uses Android phone</li><li>faces occasional internet issues</li></ul>

#### QUOTE

Mujhe ek app chahiye jo Urdu mein spicy pizza order kare, sasta ho, aur time pe deliver kare.

### 2.2.2 Persona 02:

#### Ali Khan

Age: 30

Role: IT consultant

City Karachi

DESCRIPTION	PERSONAL CHARACTERISTICS	FRUSTRATIONS
Ali orders fast food 3-4 times a week for lunch or team meetings	<ul style="list-style-type: none"><li>Time-conscious, prefers clean app interfaces, values quick service</li></ul>	<ul style="list-style-type: none"><li>Slow apps, limited payment options, inaccurate tracking</li></ul>
NEEDS	GOALS	TECHNOLOGY
<ul style="list-style-type: none"><li>AI meal suggestions</li><li>real-time tracking</li><li>JazzCash/card payments</li></ul>	Fast, accurate orders with easy payments and reliable delivery	8/10 tech comfort, uses iPhone and laptop, occasional internet issues

#### QUOTE

I want an app that suggests meals based on my taste, lets me pay easily, and delivers on time

## 2.2.3 Persona 03:

### Fatima Noor

**Age:** 35  
**Role:** Home maker  
**City:** Lahore

DESCRIPTION	PERSONAL CHARACTERISTICS	FRUSTRATIONS
Fatima orders fast food 2–3 times a month for family dinners or kids' parties	<ul style="list-style-type: none"><li>Family-focused, prioritizes halal options, seeks kid-friendly meals</li></ul>	<ul style="list-style-type: none"><li>Unclear halal certifications, complex group orders, hard-to-navigate apps</li></ul>

NEEDS	GOALS	TECHNOLOGY
<ul style="list-style-type: none"><li>group ordering</li><li>halal labels</li><li>Urdu support</li><li>Punjabi flavors</li></ul>	<ul style="list-style-type: none"><li>Affordable bulk orders with clear halal info and diverse flavors</li></ul>	<ul style="list-style-type: none"><li>6/10 tech comfort, uses Android tablet, faces internet issues 2–3 days/month</li></ul>

QUOTE
Mujhe ek app chahiye jo family ke liye halal meals easily order kare aur Urdu mein ho.

## 2.2.4 Persona 04:

### Zainab Khan

**Age:** 25  
**Role:** Food Vlogger  
**City:** Karachi

DESCRIPTION	PERSONAL CHARACTERISTICS	FRUSTRATIONS
Zainab orders fast food 3–4 times a week for Instagram/TikTok vlogs	<ul style="list-style-type: none"><li>Creative, seeks unique flavors, prioritizes visual appeal</li></ul>	<ul style="list-style-type: none"><li>No recipe-sharing platform, limited customization, no festive menu highlights</li></ul>

NEEDS	GOALS	TECHNOLOGY
<ul style="list-style-type: none"><li>Recipe contests</li><li>regional flavors</li><li>halal labels</li><li>social media integration</li><li>group ordering</li></ul>	<ul style="list-style-type: none"><li>Discover new dishes, share reviews, engage followers with food content</li></ul>	<ul style="list-style-type: none"><li>9/10 tech comfort, uses iPhone and laptop, reliable internet</li></ul>

QUOTE
I want an app where I can try new flavors, share recipes with my followers, and order halal meals easily.

## 2.2.5 Persona 05:

### Usman Ali

**Age:** 28  
**Role:** Freelancer Graphic Designer  
**City:** Islamabad

DESCRIPTION	PERSONAL CHARACTERISTICS	FRUSTRATIONS
Usman orders fast food 3–4 times a week, mostly late at night for work breaks	<ul style="list-style-type: none"><li>Convenience-driven, enjoys new flavors, prefers quick apps</li></ul>	<ul style="list-style-type: none"><li>Limited late-night options, slow tracking, app crashes during peak hours</li></ul>
NEEDS	GOALS	TECHNOLOGY
<ul style="list-style-type: none"><li>Late-night ordering</li><li>real-time tracking</li><li>halal options</li><li>urdu support</li></ul>	<ul style="list-style-type: none"><li>Hassle-free, fast delivery with real-time tracking</li></ul>	<ul style="list-style-type: none"><li>8/10 tech comfort, uses laptop and Android phone, internet drops 3–4 days/month</li></ul>
QUOTE		
<p>Mujhe ek app chahiye jo raat ko bhi fast delivery de, Urdu mein ho, aur meri pasand ke flavors save kare.</p>		

## 2.2.6 Persona 06:

### Ahmed Raza

**Age:** 35  
**Role:** head chef  
**City:** Lahore

DESCRIPTION	PERSONAL CHARACTERISTICS	FRUSTRATIONS
Ahmed creates weekly menus with regional dishes and manages kitchen operations	<ul style="list-style-type: none"><li>Innovative, flavor-passionate, experiments with regional spices</li></ul>	<ul style="list-style-type: none"><li>Complex menu updates, no spice level options</li></ul>
NEEDS	GOALS	TECHNOLOGY
<ul style="list-style-type: none"><li>easy menu updates</li><li>spice customization</li><li>Halal options</li><li>urdu support</li></ul>	<ul style="list-style-type: none"><li>Showcase regional dishes, attract customers, get flavor feedback</li></ul>	<ul style="list-style-type: none"><li>7/10 tech comfort, uses Android tablet, faces peak-hour internet slowdowns</li></ul>
QUOTE		
<p>Mujhe ek platform chahiye jo meri Lahori dishes ko highlight kare, menu updates ko asaan kare, aur customers ke saath recipe share karne de.</p>		

## 2.2.7      Persona 07:

### Sana Iqbal

Age: 40

Role: Customer experience manager  
City Islamabad

DESCRIPTION	PERSONAL CHARACTERISTICS	FRUSTRATIONS
Sana handles complaints, gathers feedback, and ensures service quality	<ul style="list-style-type: none"><li>Empathetic, detail-oriented, proactive in resolving issues</li></ul>	<ul style="list-style-type: none"><li>No Feedback system</li><li>unclear halal info</li><li>Urdu language barriers</li><li>level options</li></ul>
NEEDS	GOALS	TECHNOLOGY
<ul style="list-style-type: none"><li>Instant feedback system</li><li>halal labels</li><li>Urdu support</li><li>festive promotions</li></ul>	<ul style="list-style-type: none"><li>Quick complaint resolution, customer trust, clear halal standards</li></ul>	<ul style="list-style-type: none"><li>7/10 tech comfort, uses Android tablet, faces peak-hour internet slowdowns</li></ul>

#### QUOTE

Mujhe ek platform chahiye jo customer feedback ko turant handle kare, halal trust banaye, aur Urdu mein ho.

## 2.2.8      Persona 08:

### Bilal Ahmed

Age: 38

Role: operations manager  
City Karachi

DESCRIPTION	PERSONAL CHARACTERISTICS	FRUSTRATIONS
Bilal oversees order processing and staff scheduling, focusing on peak-hour efficiency	Organized, efficiency-driven, workflow optimizer	<ul style="list-style-type: none"><li>Peak-hour crashes</li><li>no group order support</li><li>delayed feedback</li></ul>
NEEDS	GOALS	TECHNOLOGY
<ul style="list-style-type: none"><li>Seamless platform integration</li><li>group order support</li><li>instant feedback</li></ul>	<ul style="list-style-type: none"><li>Smooth rush-hour operations, order accuracy, seamless Foodpanda integration</li></ul>	<ul style="list-style-type: none"><li>8/10 tech comfort, uses laptop and tablet, faces rush-hour internet slowdowns</li></ul>

#### QUOTE

Mujhe ek platform chahiye jo rush hours mein flawless ho, group orders ko handle kare, aur halal trust banaye.

## 2.2.9      Persona 09:

### Hassan

### Raza

Age: 25

Role : Dilevery Rider  
City Karachi

DESCRIPTION	PERSONAL CHARACTERISTICS	FRUSTRATIONS
Hassan delivers 10-15 orders daily in busy areas using a bike and GPS	<ul style="list-style-type: none"><li>Punctual, navigation-savvy, prioritizes fast delivery</li></ul>	<ul style="list-style-type: none"><li>No spice customization</li><li>Inaccurate tracking</li></ul>
NEEDS	GOALS	TECHNOLOGY
<ul style="list-style-type: none"><li>Real-time GPS tracking</li><li>clear instructions</li><li>urdu interface</li></ul>	<ul style="list-style-type: none"><li>Quick, affordable orders with accurate delivery updates</li></ul>	<ul style="list-style-type: none"><li>9/10 tech comfort</li><li>uses Android phone</li><li>faces occasional internet issues</li></ul>
QUOTE		
<p>Mujhe ek app chahiye jo accurate GPS de, halal orders clear kare, aur Urdu mein ho.</p>		

## 2.2.10     Persona 10:

### Ayesha Siddique

Age: 40  
Role : Operational Manager  
City Islamabad

DESCRIPTION	PERSONAL CHARACTERISTICS	FRUSTRATIONS
Ayesha oversees AI recommendations, customer support, and platform performance.	<ul style="list-style-type: none"><li>Analytical, customer-focused, proactive issue solver</li></ul>	<ul style="list-style-type: none"><li>AI errors</li><li>slow complaint resolution</li><li>poor integration</li></ul>
NEEDS	GOALS	TECHNOLOGY
<ul style="list-style-type: none"><li>AI recommendations</li><li>Instant feedback tools</li><li>third-party integration</li><li>real-time analytics</li><li>halal transparency</li></ul>	<ul style="list-style-type: none"><li>High user satisfaction, efficient operations, accurate AI recommendations</li></ul>	<ul style="list-style-type: none"><li>9/10 tech comfort, uses laptop and iPhone, occasional peak-hour internet slowdowns.</li></ul>
QUOTE		
<p>Mujhe ek platform chahiye jo smart AI de, customer complaints jaldi solve kare, aur Pakistan ke users ke liye perfect ho</p>		

## 2.2.11 Persona 11:

### Omar Farooq

**Age:** 32  
**Role:** system admin  
**City:** Lahore

DESCRIPTION	PERSONAL CHARACTERISTICS	FRUSTRATIONS
Omar manages servers, ensures uptime, handles Foodpanda integration, and secures data.	<b>PERSONAL CHARACTERISTICS</b> <ul style="list-style-type: none"><li>Detail-oriented, proactive troubleshooter, scalability-focused</li></ul>	<ul style="list-style-type: none"><li>Poor API's</li><li>No urdu tools</li></ul>
NEEDS	GOALS	TECHNOLOGY
<ul style="list-style-type: none"><li>Seamless API integration</li><li>Urdu interface</li></ul>	<ul style="list-style-type: none"><li>9.9% uptime, secure data, seamless third-party integration</li></ul>	<ul style="list-style-type: none"><li>10/10 tech comfort, uses desktop, laptop, Android phone, occasional internet slowdowns.</li></ul>

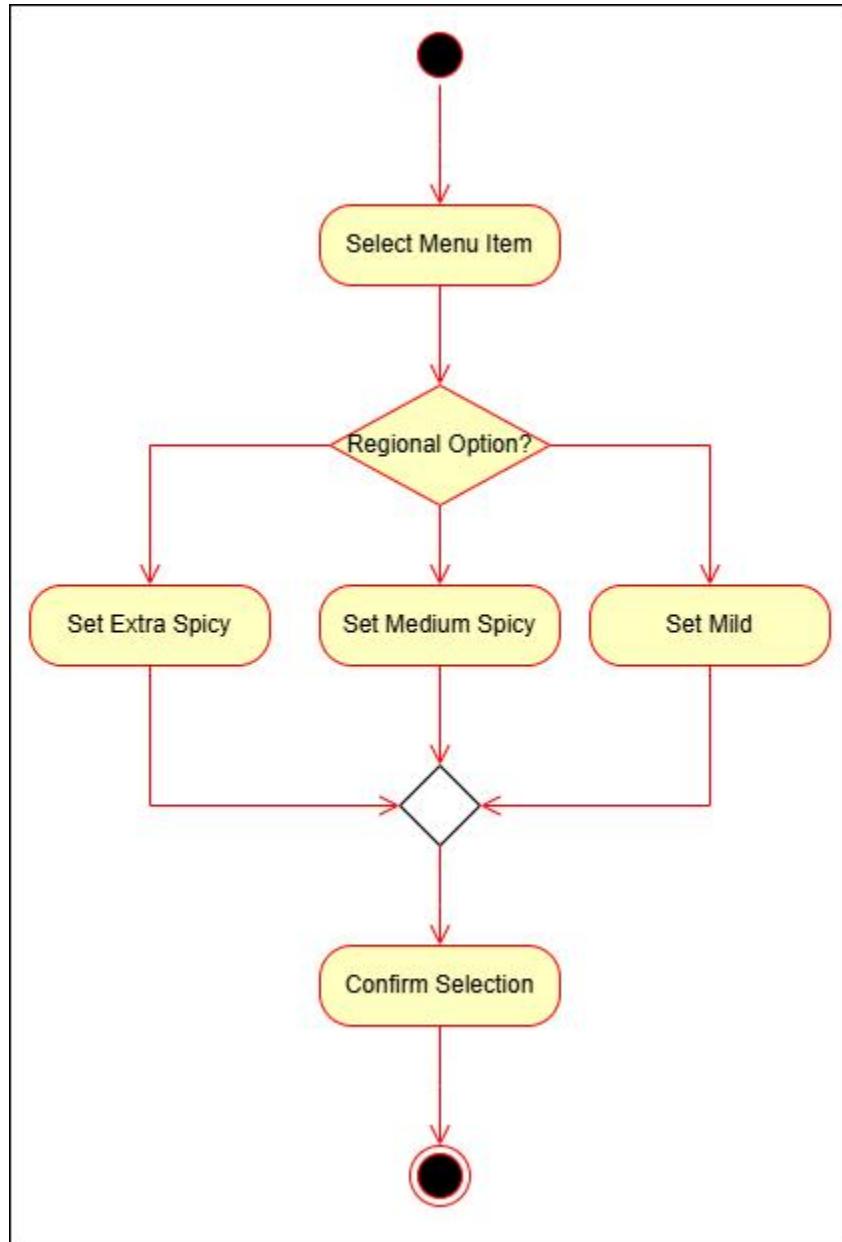
#### QUOTE

Mujhe ek platform chahiye jo kabhi crash na kare, Foodpanda se perfectly sync ho, aur Urdu tools de.

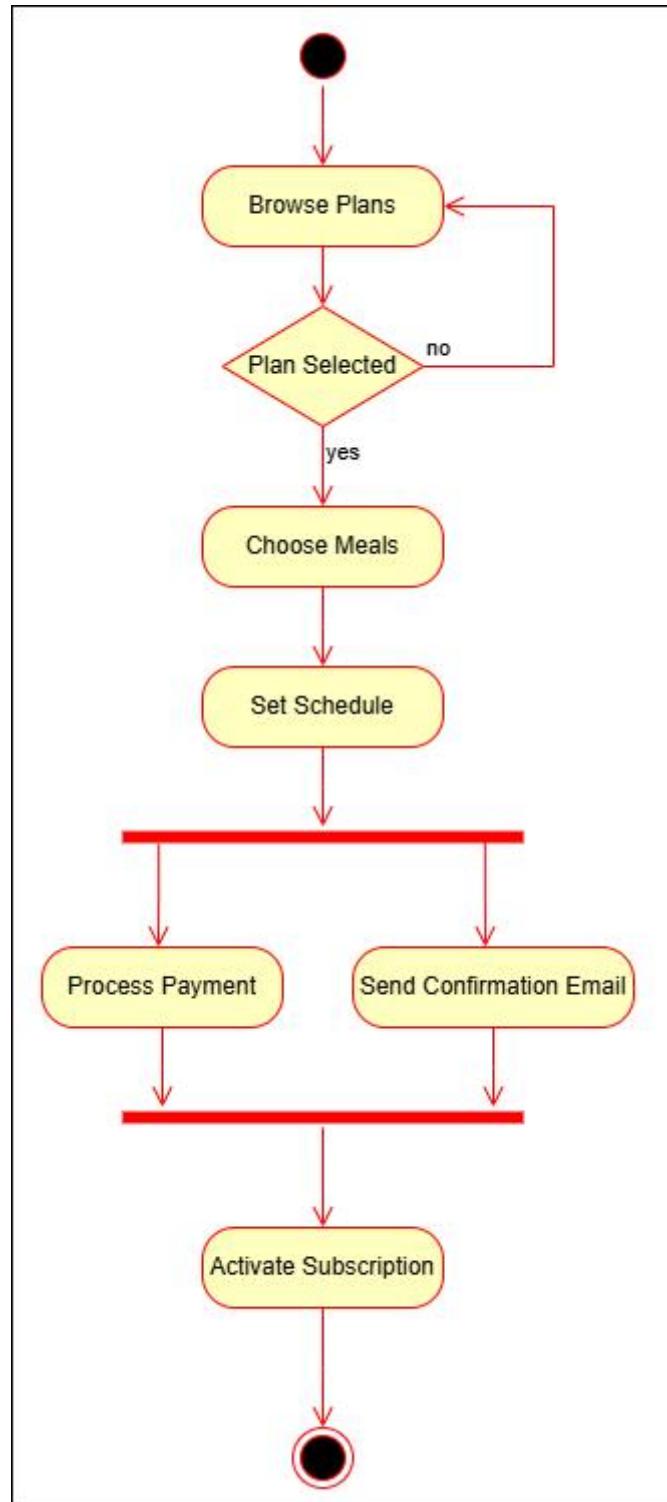
## **ARTIFACT 3**

### **User Flows**

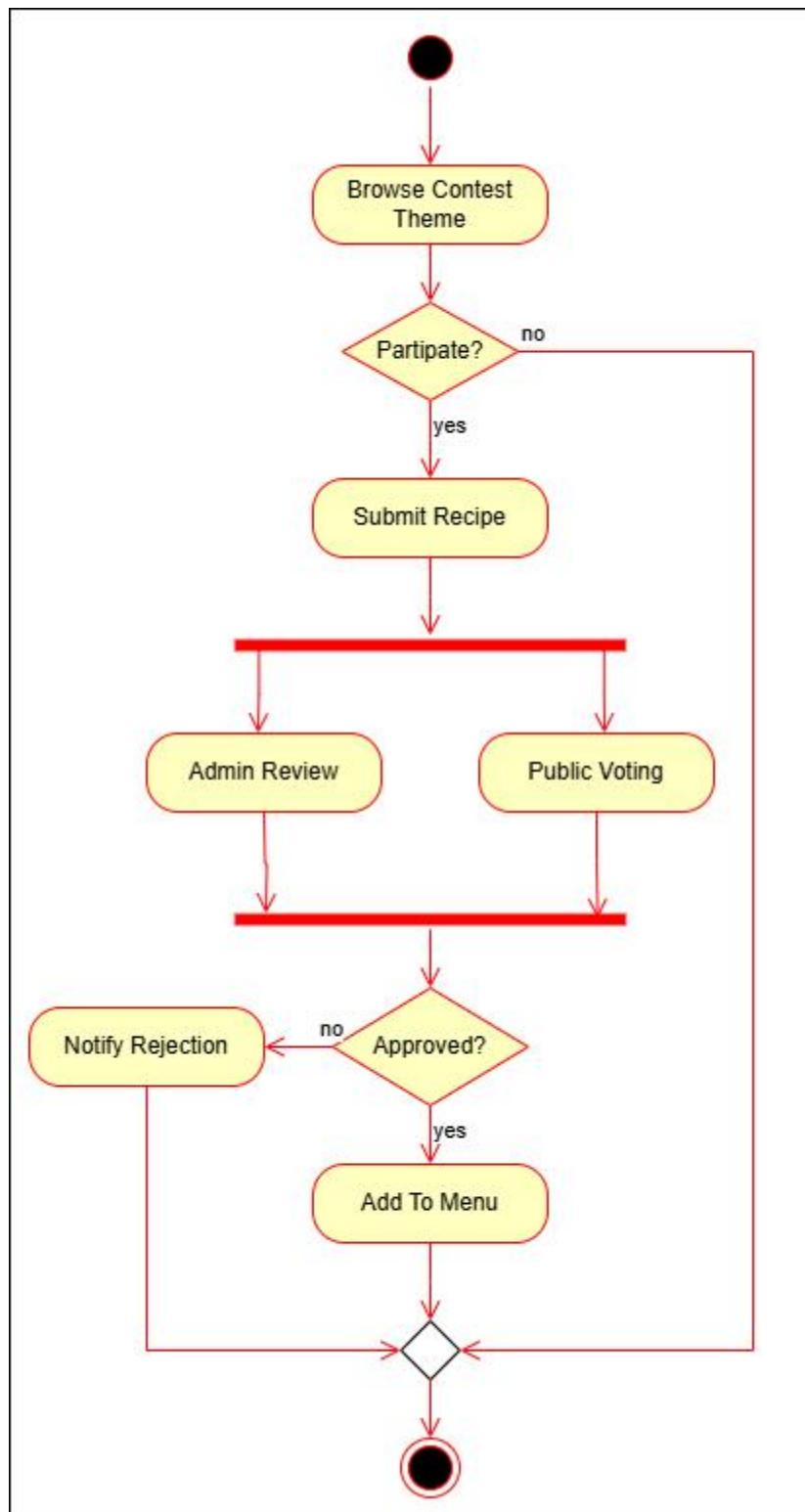
### 3.2.1 UF-01 User registration\_login with social media integration



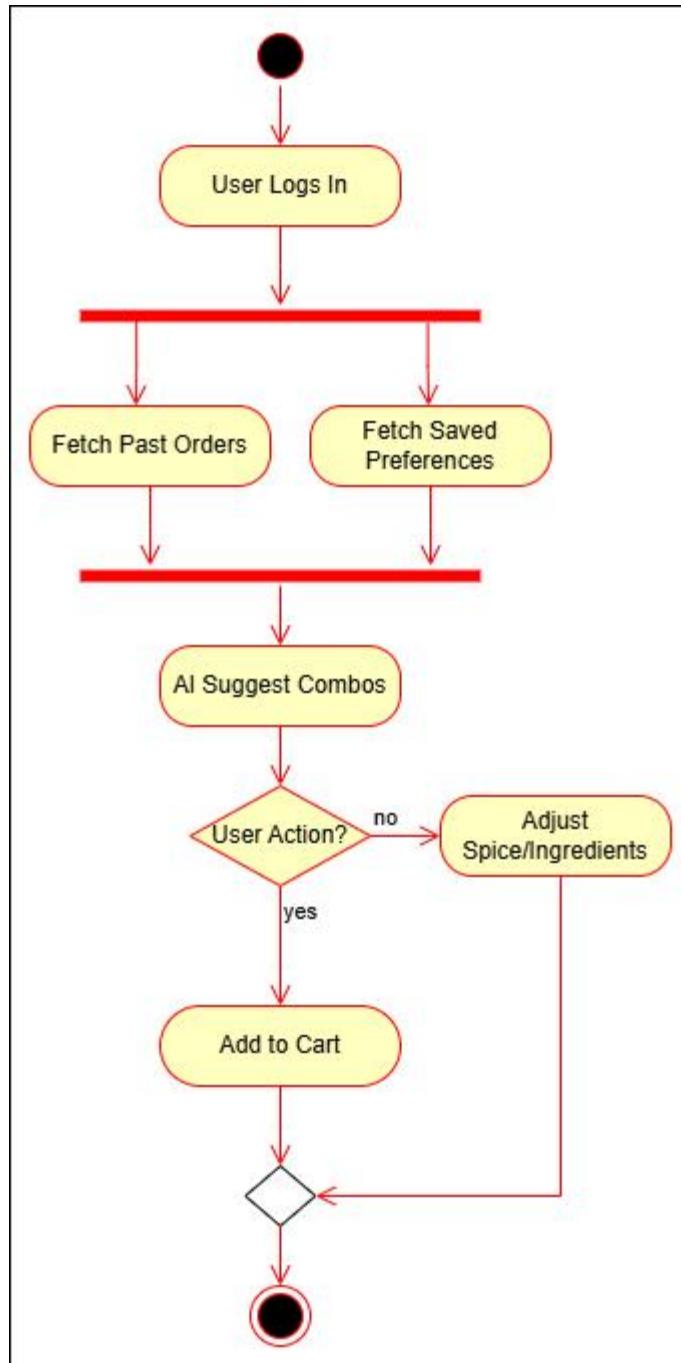
### 3.2.2 UF-02 Subscription Plans



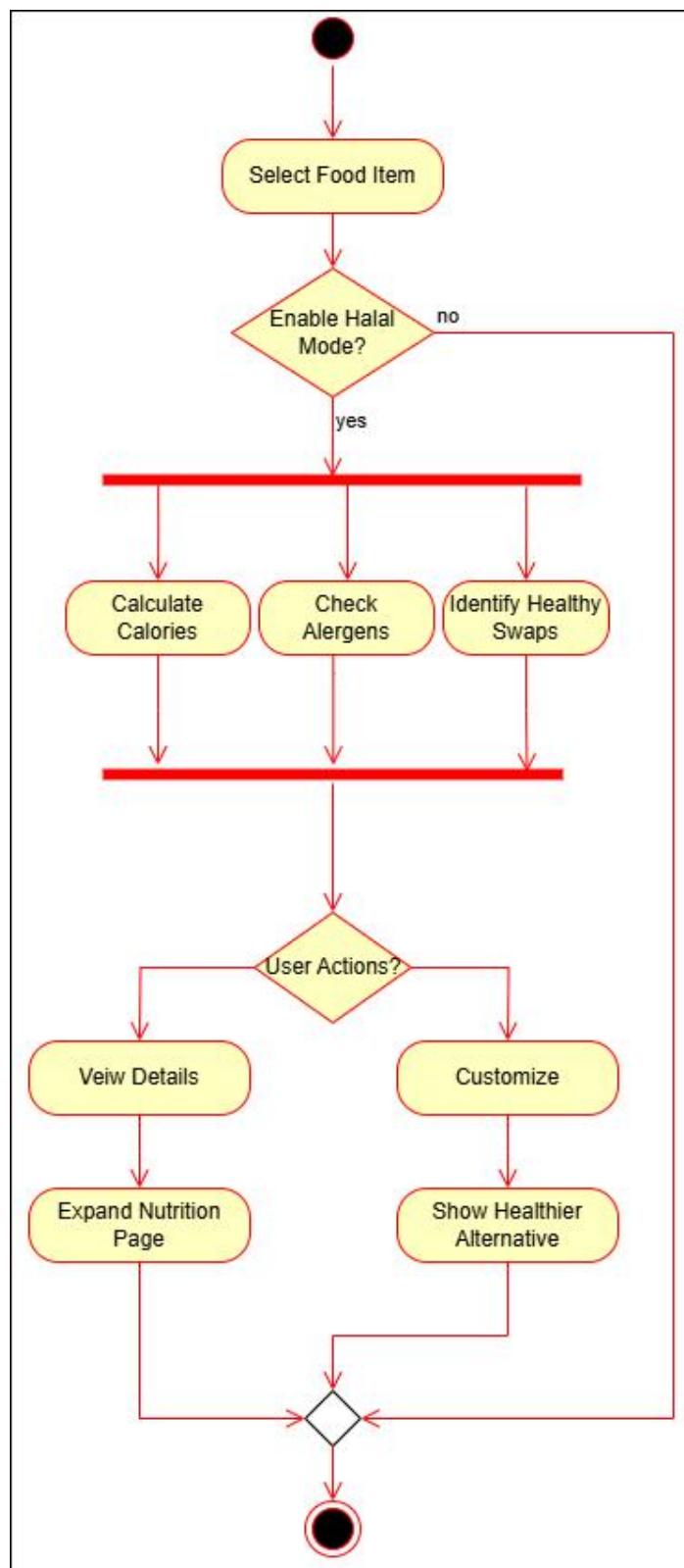
### 3.2.3 UF-03 Recipe Contest



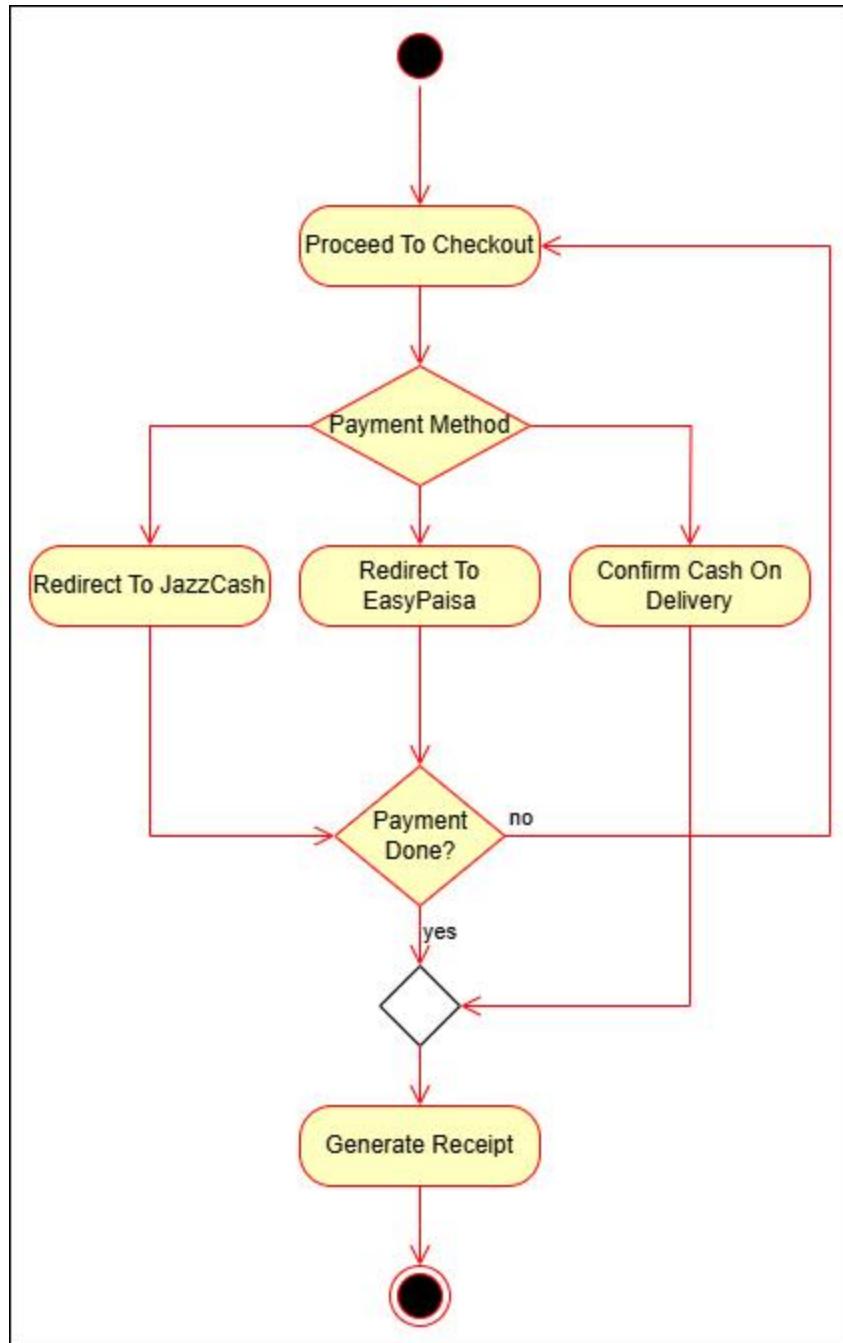
### 3.2.4 UF-04 Real-time Order Tracking



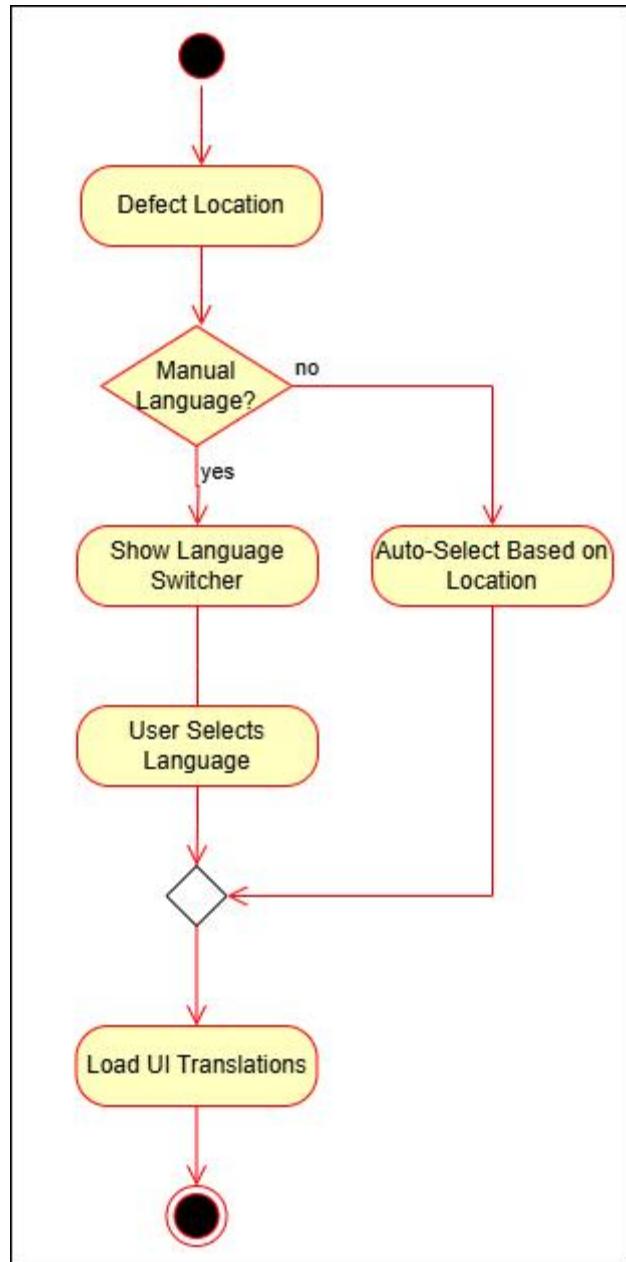
### 3.2.5 UF-05 Nutritional Information



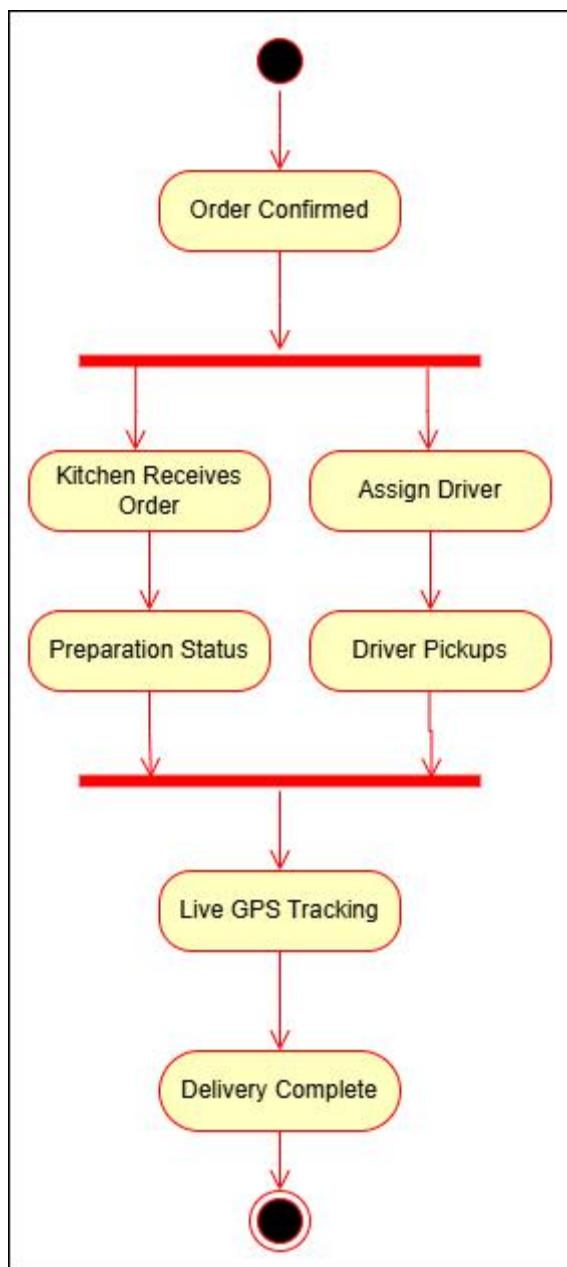
### 3.2.6 UF-06 Multiple Payment Options



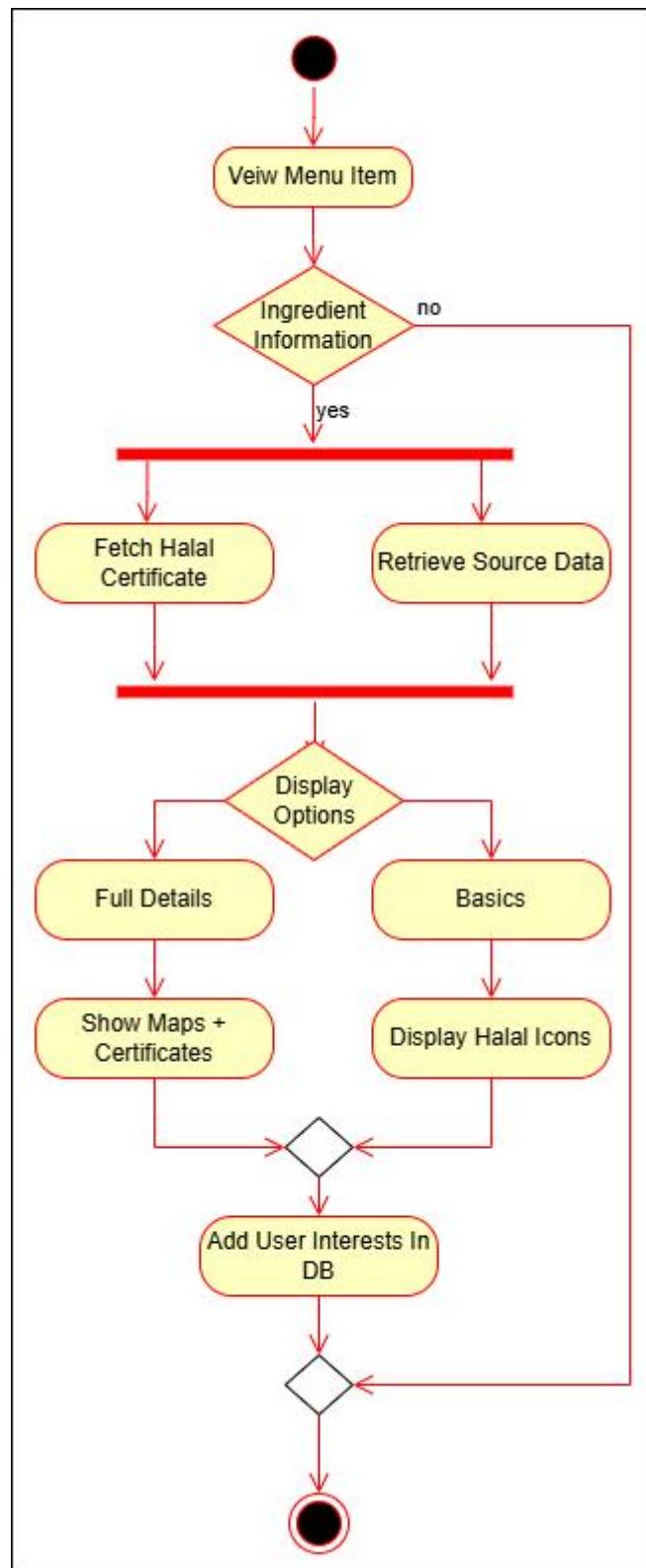
### 3.2.7 UF-07 Multilingual Support



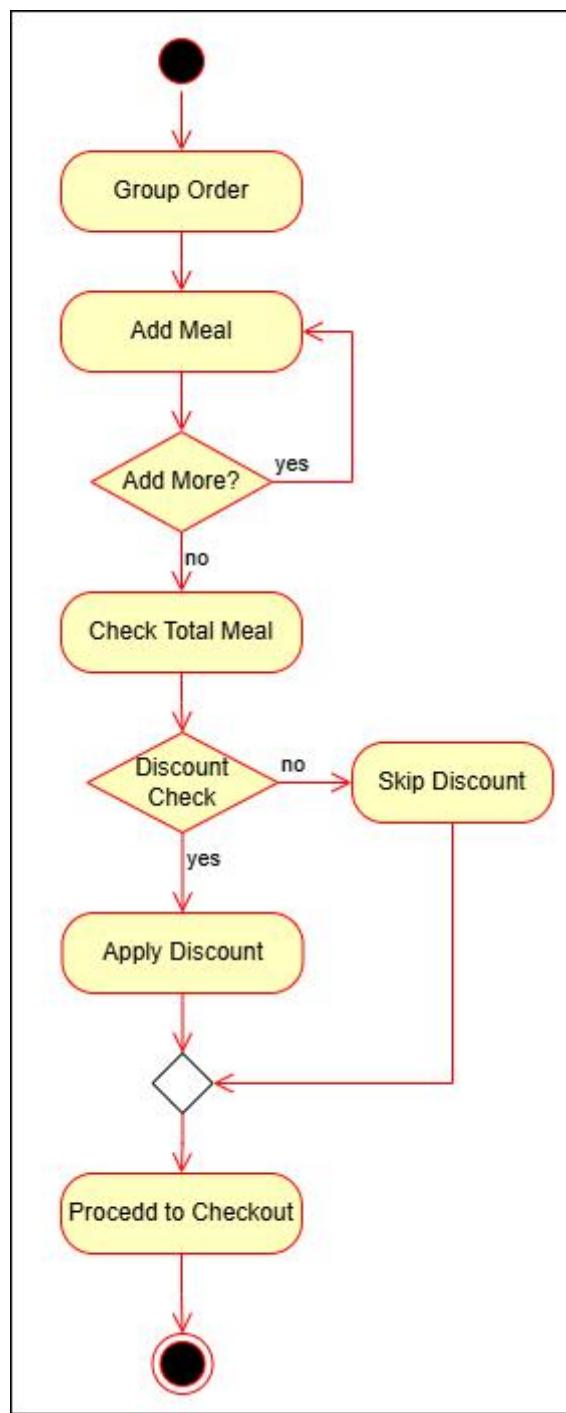
### 3.2.8 UF-08 Meal Recommendations



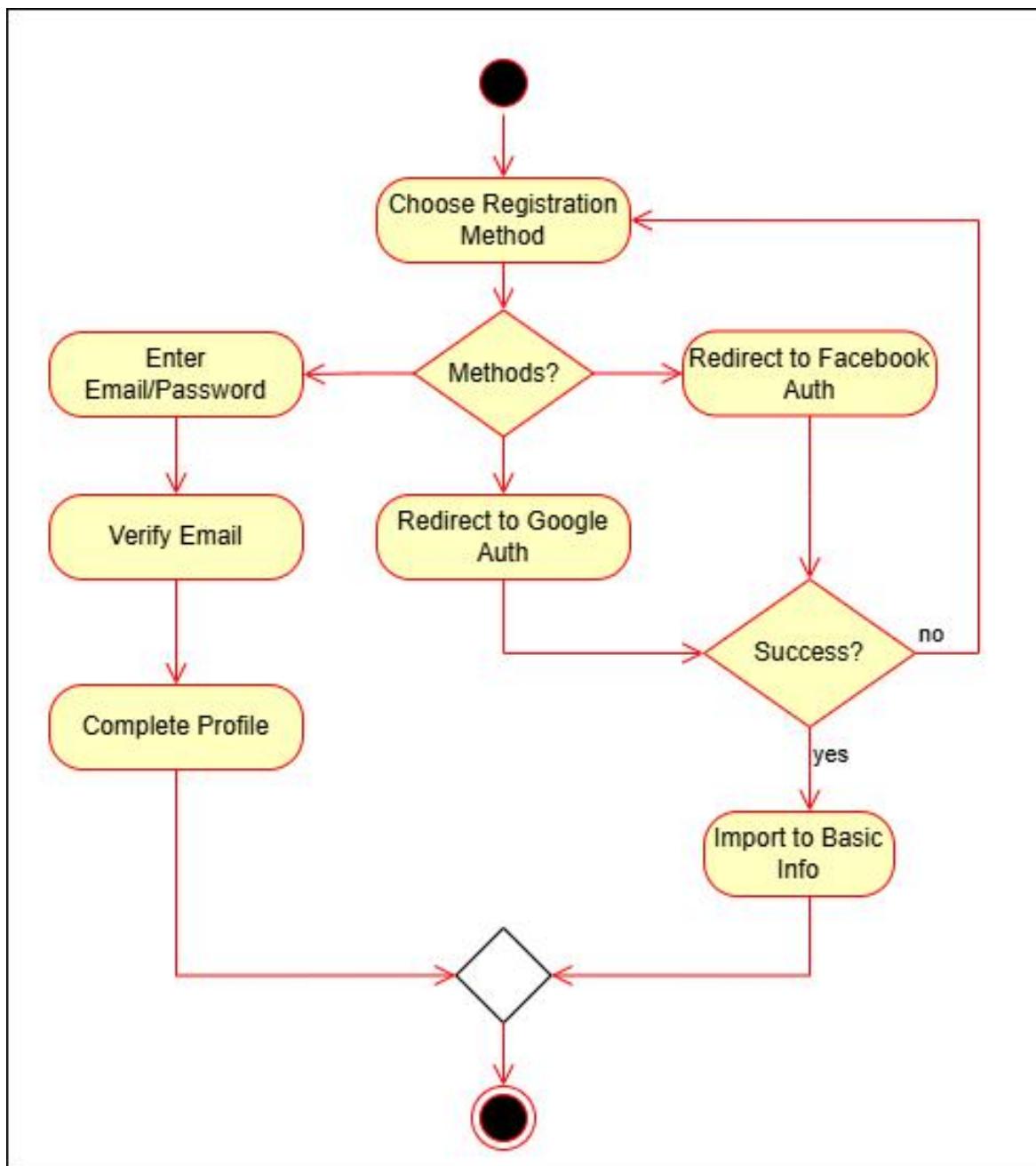
### 3.2.9 UF-09 Halal Certification



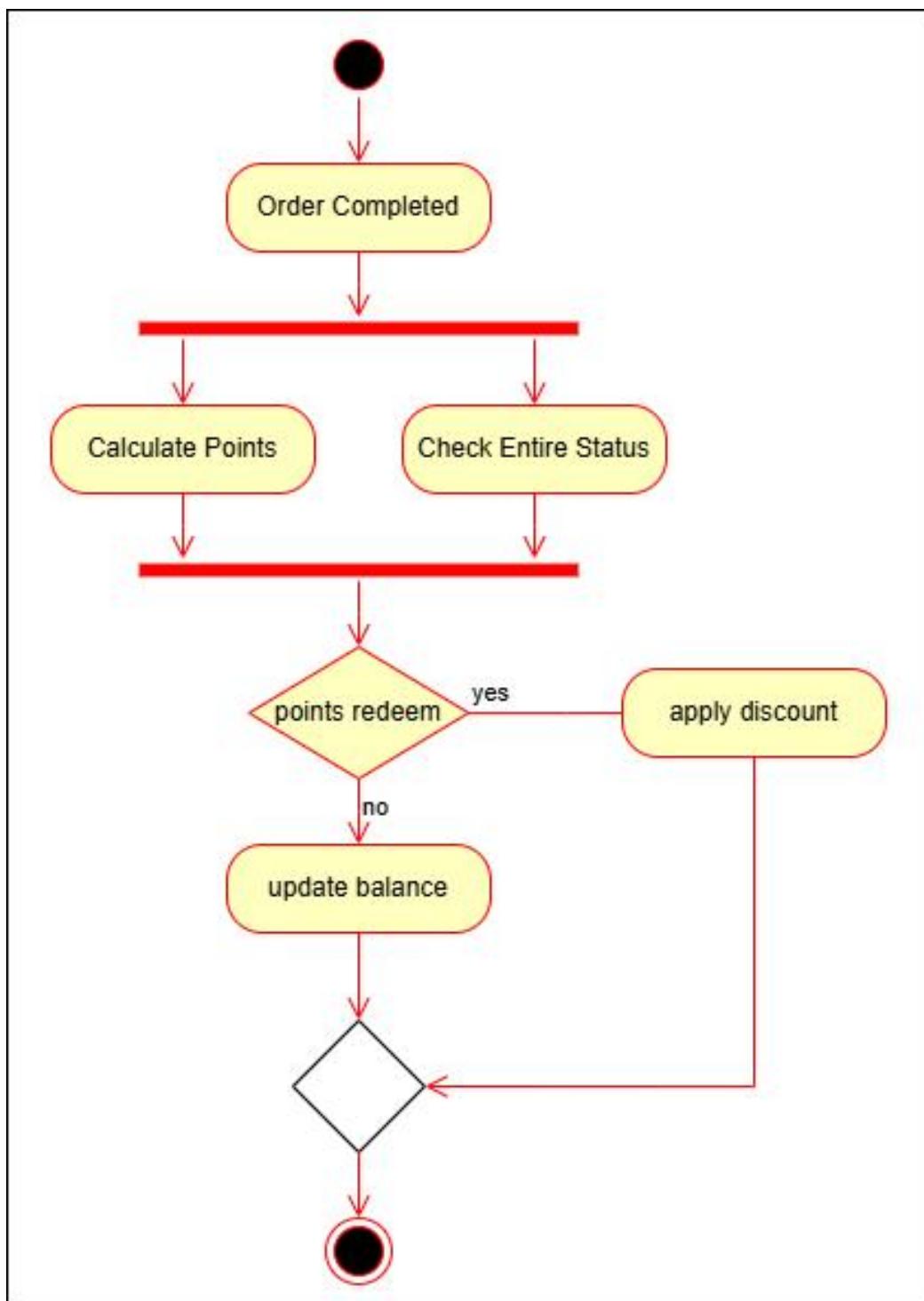
### 3.2.10 UF-10 Group Ordering



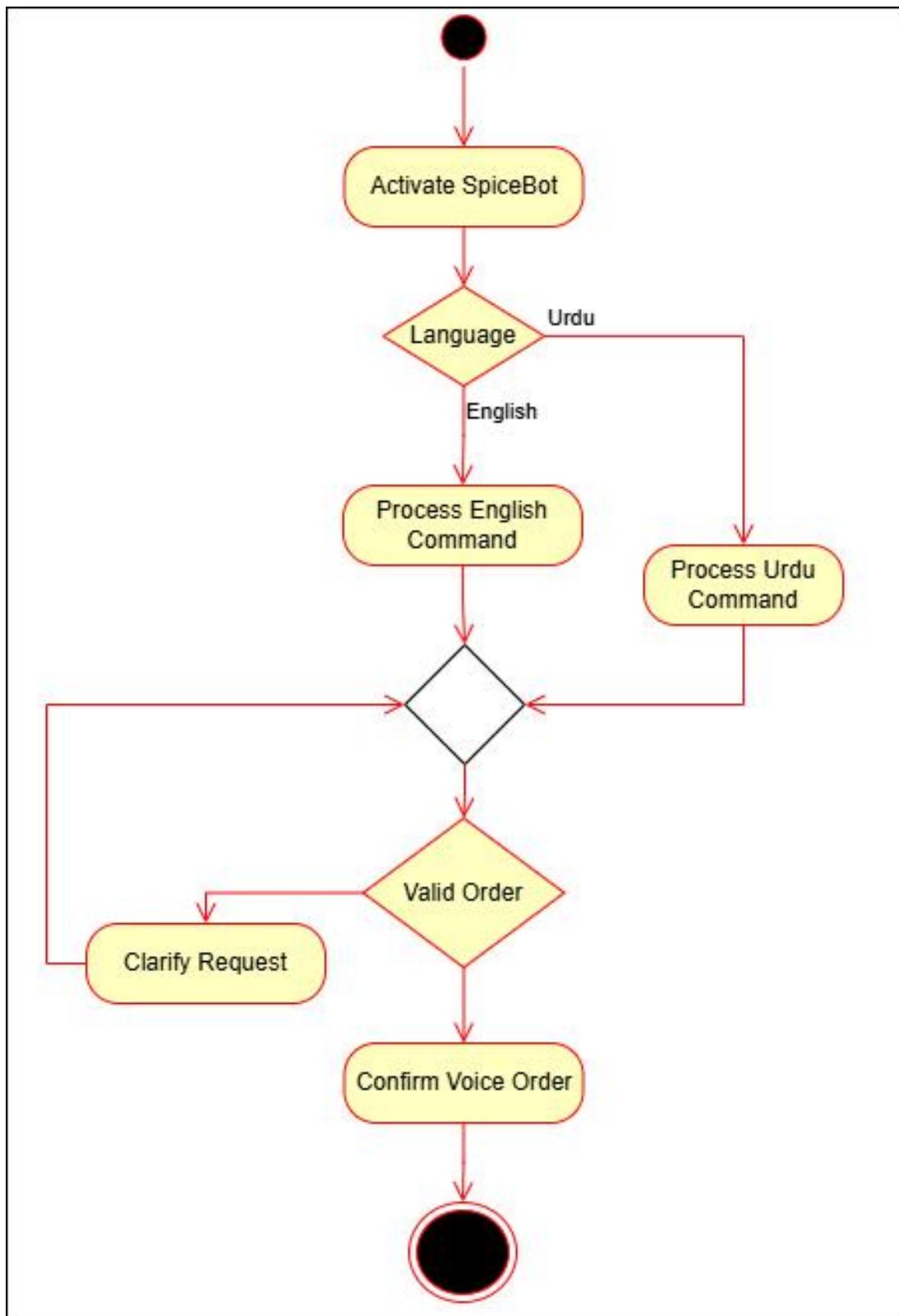
### 3.2.11 UF-11 User registration and login



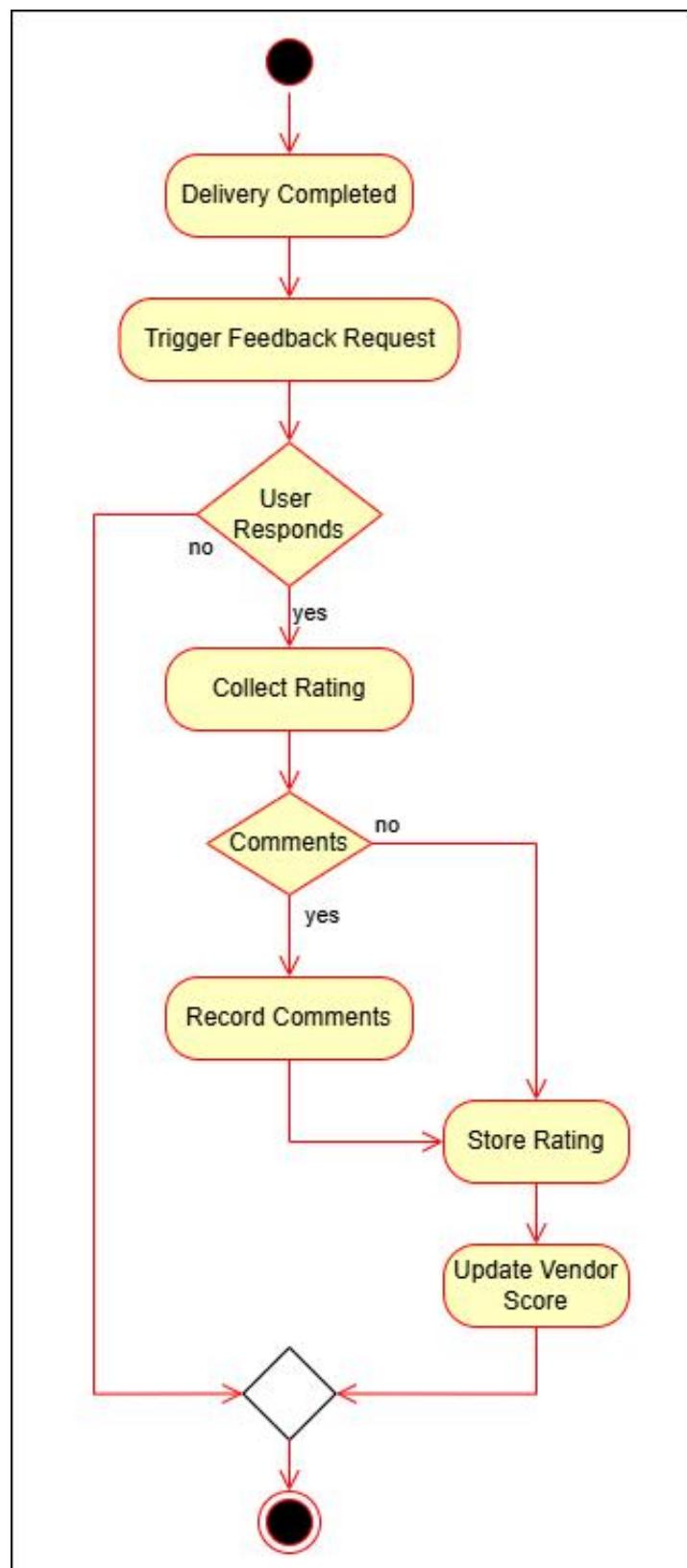
### 3.2.12 UF-12 Loyalty reward point



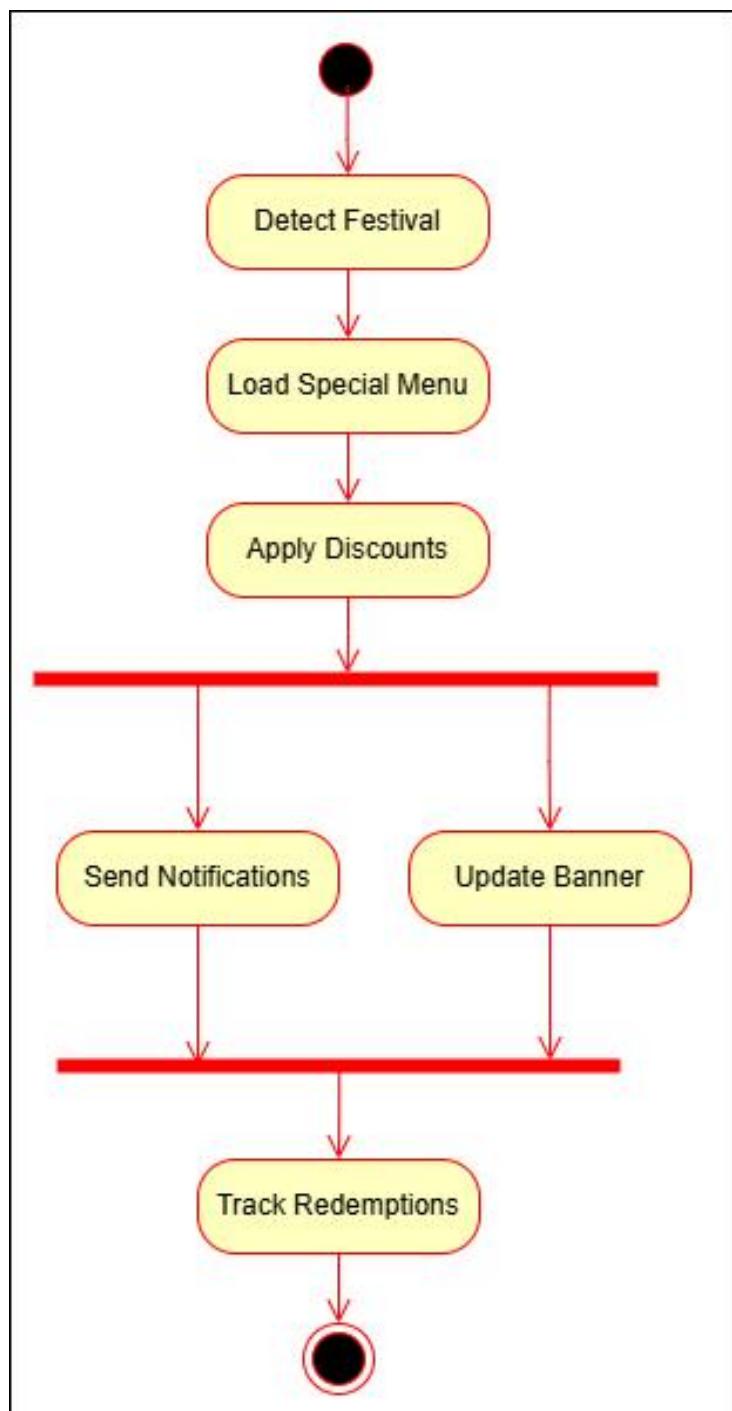
### 3.2.13 UF-13 SpiceBot



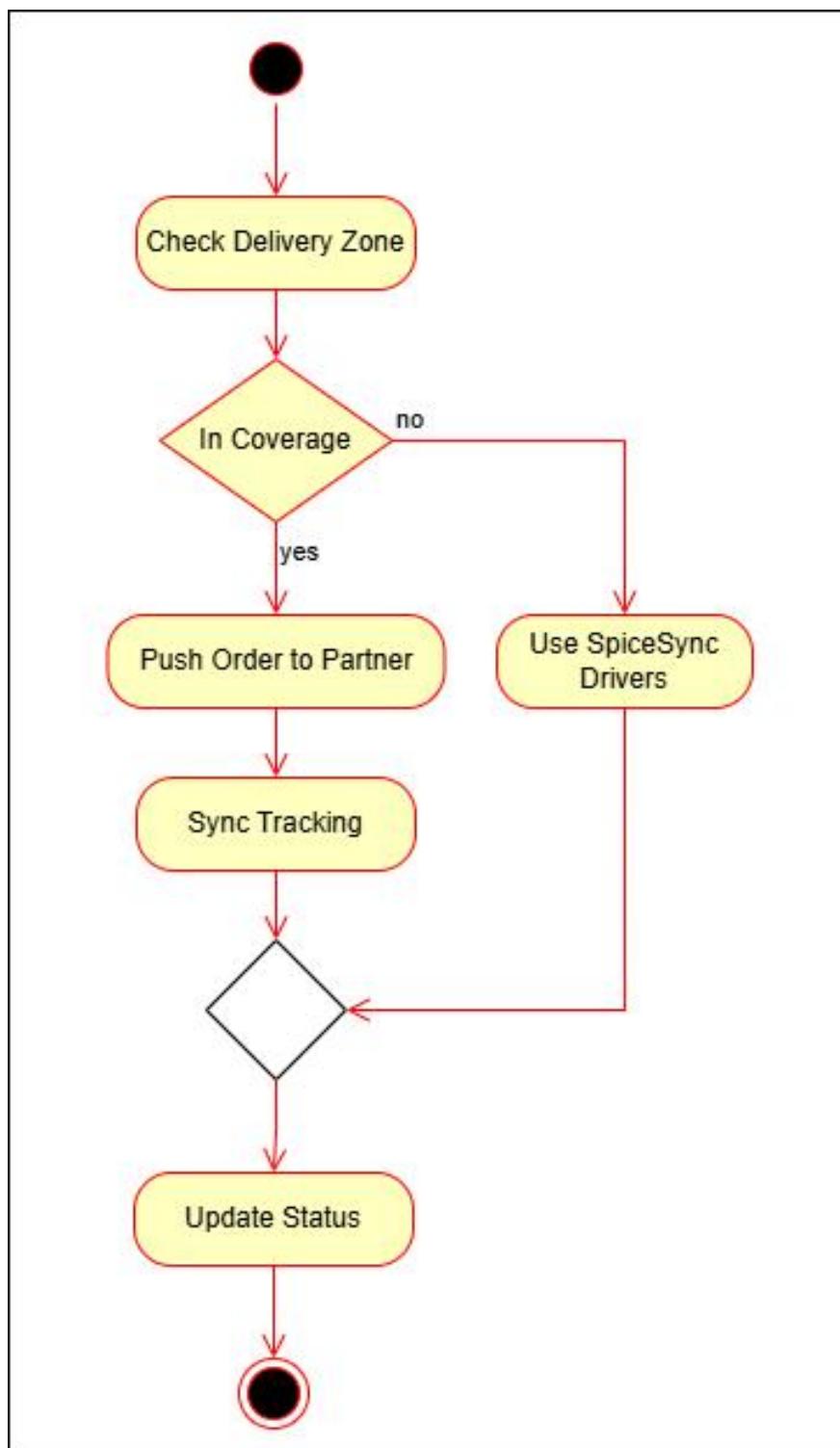
### 3.2.14 UF-14 InstantFeedback



### 3.2.15 UF-15 FestivePromotion



### 3.2.16 UF-16 Integration for Delivery



## **ARTIFACT 4**

### **Ideation**

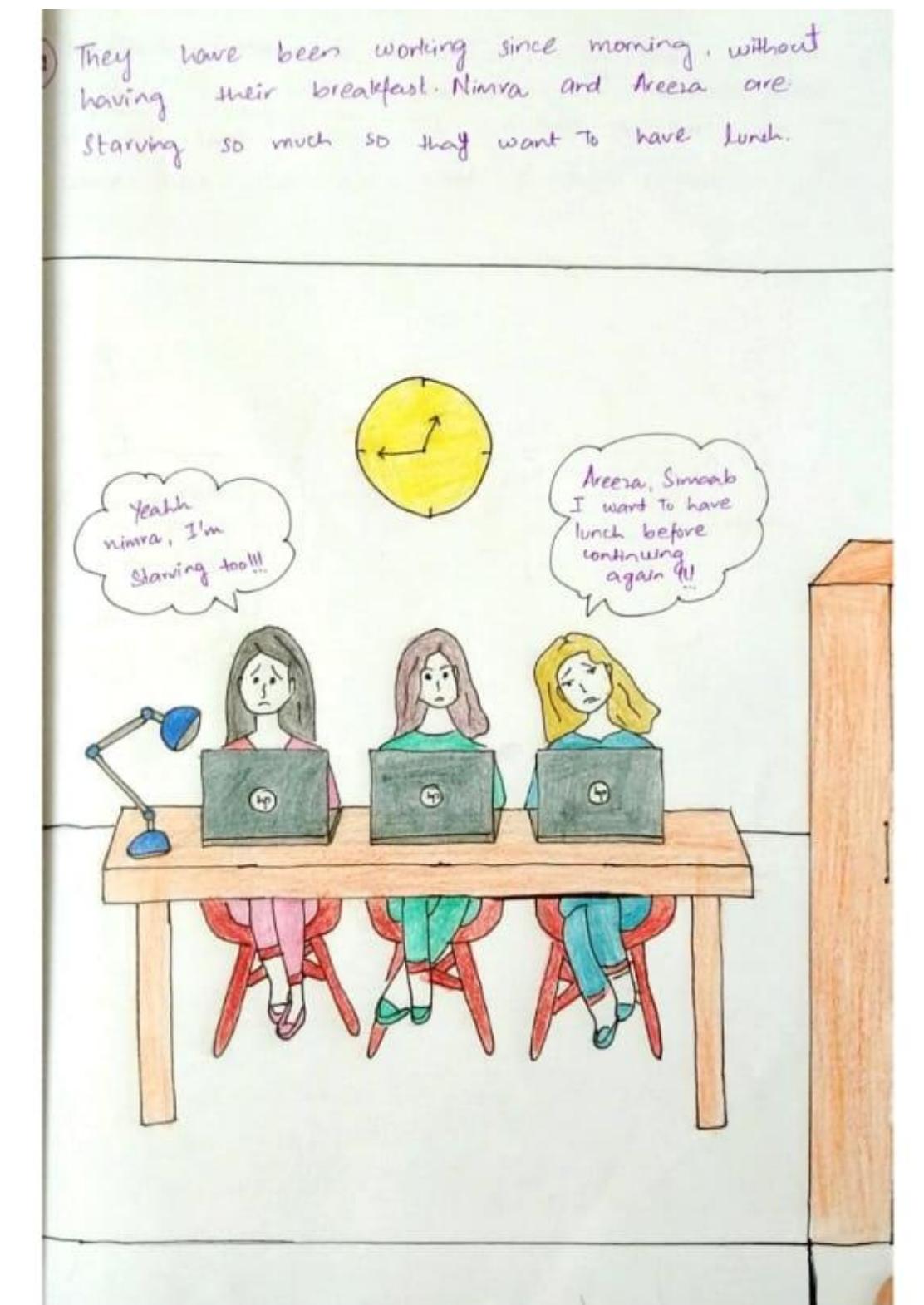
1<sup>st</sup>

Simaab, Nimra and Areeza are busy in making their client project which is to be submitted at 4PM. These 3 are the web-designers of dimly-lit office.



## 2<sup>nd</sup>

- They have been working since morning, without having their breakfast. Nimra and Areeza are starving so much so they want to have lunch.



### 3rd

③ Here Areesa & nimra are convincing Simaab to have lunch but simaab won't To continue project as they are running out of time but at the same time, she also want to have lunch.



4<sup>th</sup>

And atleast, all agreed to have lunch to fresh up their minds & they want to the cafeteria.

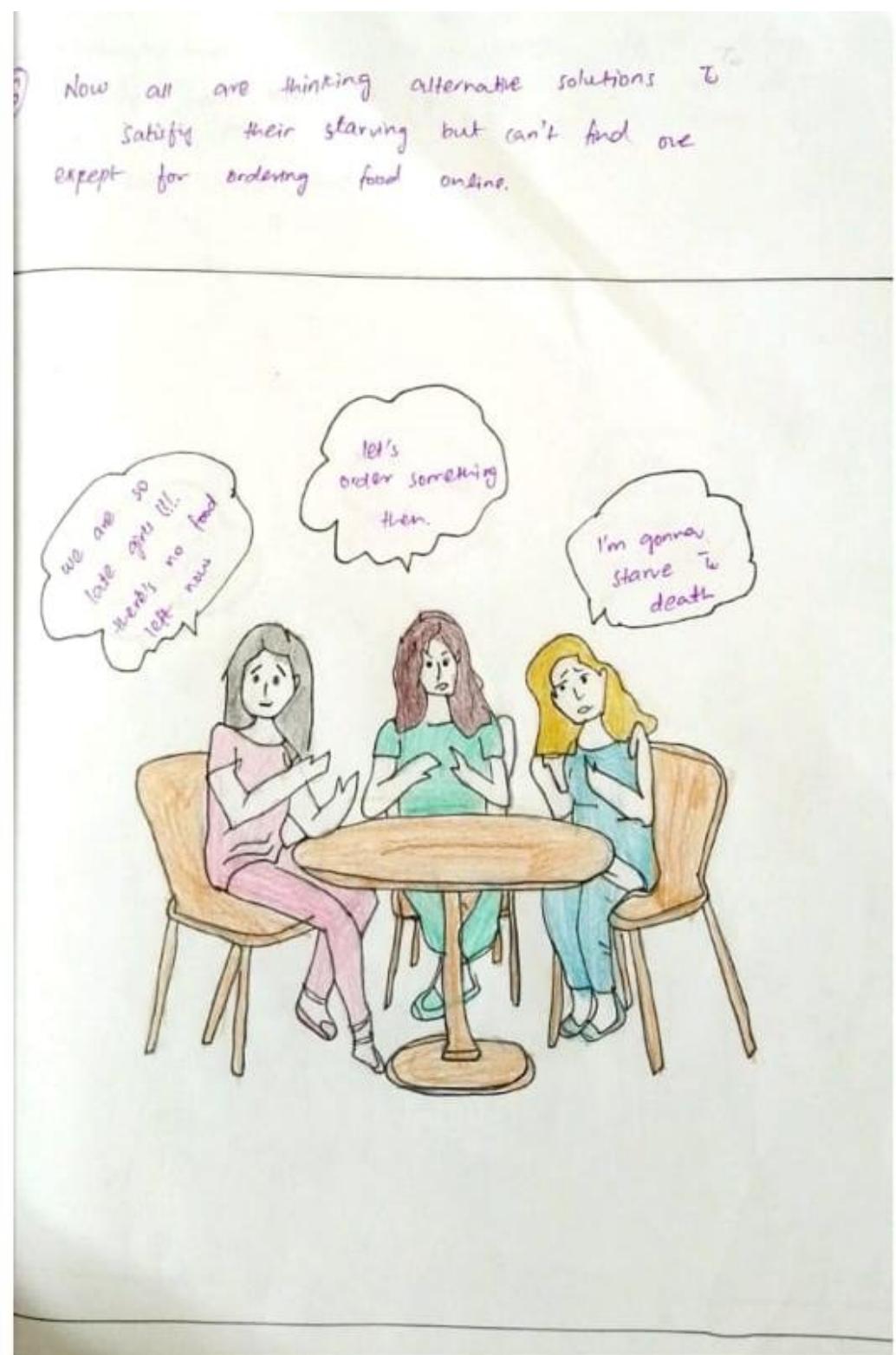


5<sup>th</sup>

- ⑤ Areesa, nimra & simaabs came to cafeteria only to fount out that all the food & drinks has been finished.



## 6<sup>th</sup>



7<sup>th</sup>

---

③ Nima thinks that she's gonna starve today  
as there's no food left also she thinks that if  
they order food, it will take 1 hour to reach &  
they can't waste that much time.

---

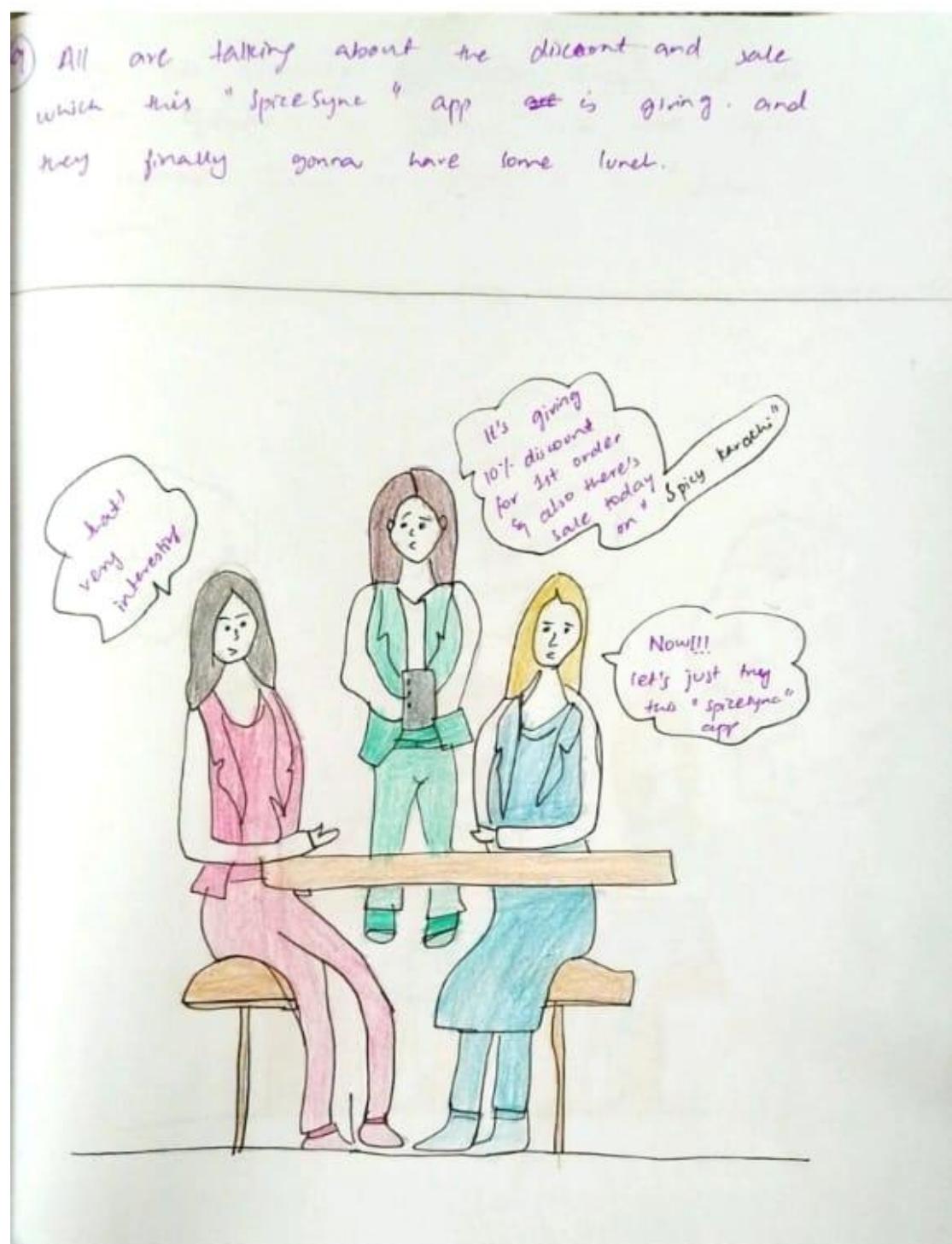


8<sup>th</sup>

Simaab came across an app "Spice Sync" while scrolling who's offering group orders & titan service and the team are planning to order from it members.



9<sup>th</sup>



## 10<sup>th</sup>

They are selecting the order through the AI suggestion feature of SpicSync and also exploring the regional spices by setting it to "lahore medium".



11<sup>th</sup>

They were glad that their order was confirmed and that they have an option for payment as they came for lunch is hurried so they didn't bring the money.



12<sup>th</sup>

They were so hungry that nimaab says  
that if today after 25 mins she didn't  
get the food she will eat her mouse (such  
a drama queen).



13<sup>th</sup>

They were glad to see that their order will be arriving soon by tracking the live location of their order which is an excellent feature of this app



14<sup>th</sup>

Their food arrived at time by they were so glad to find out that the food was made from 100% halal ingredients also they were satisfied with the food's quality, quantity & price.

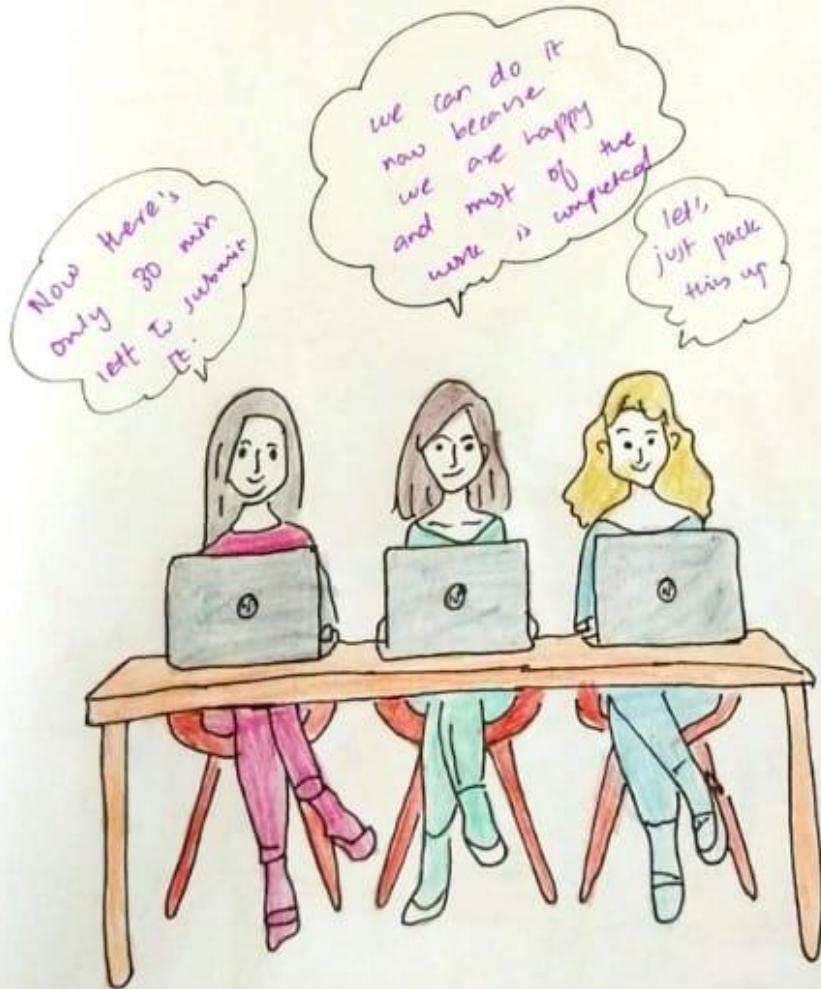


15<sup>th</sup>



## 16<sup>th</sup>

After eating, they came back and start doing their work with a fresh & happy mind.



17<sup>th</sup>

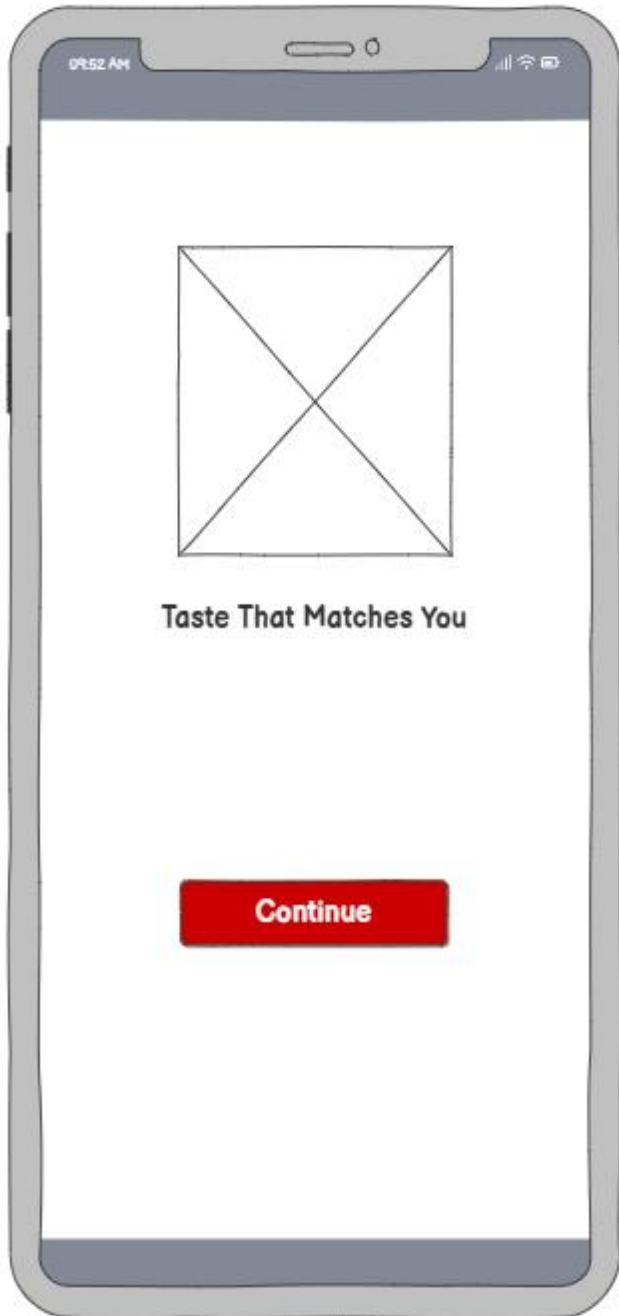
They have completed their work & mission so they were happy & celebrating their success by praising "Spice Sync" app



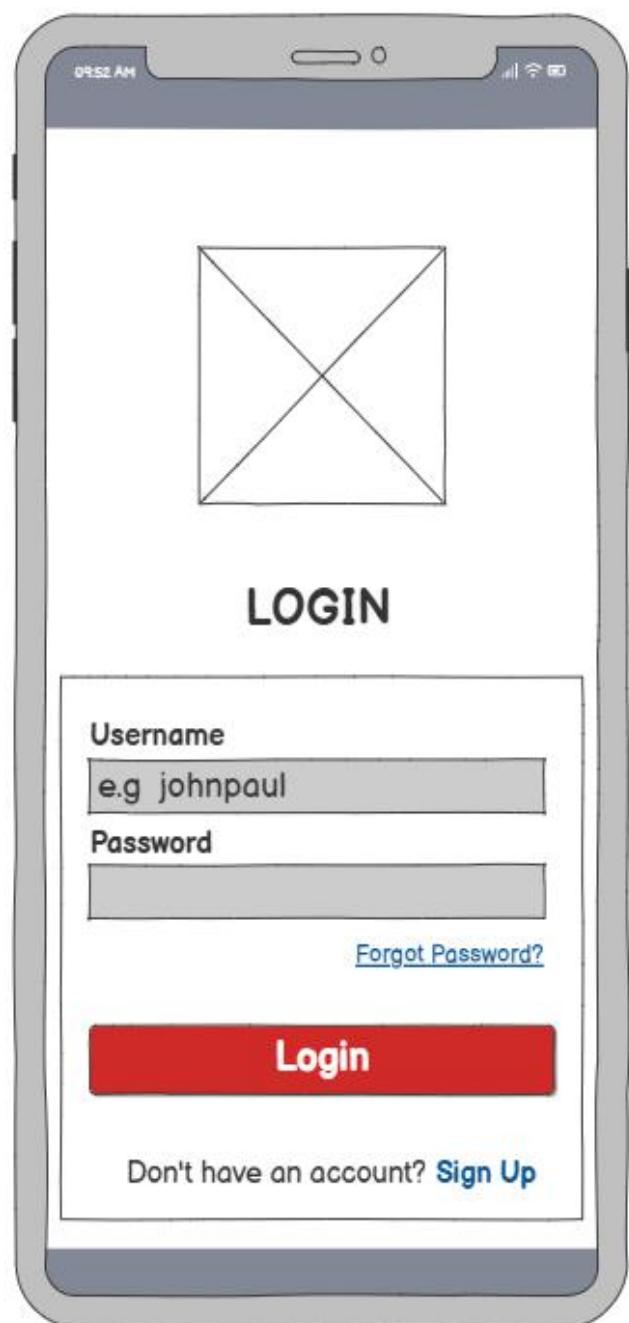
# **ARTIFACT 5**

## **Prototype**

# Mobile Wireframes



Splash Screen



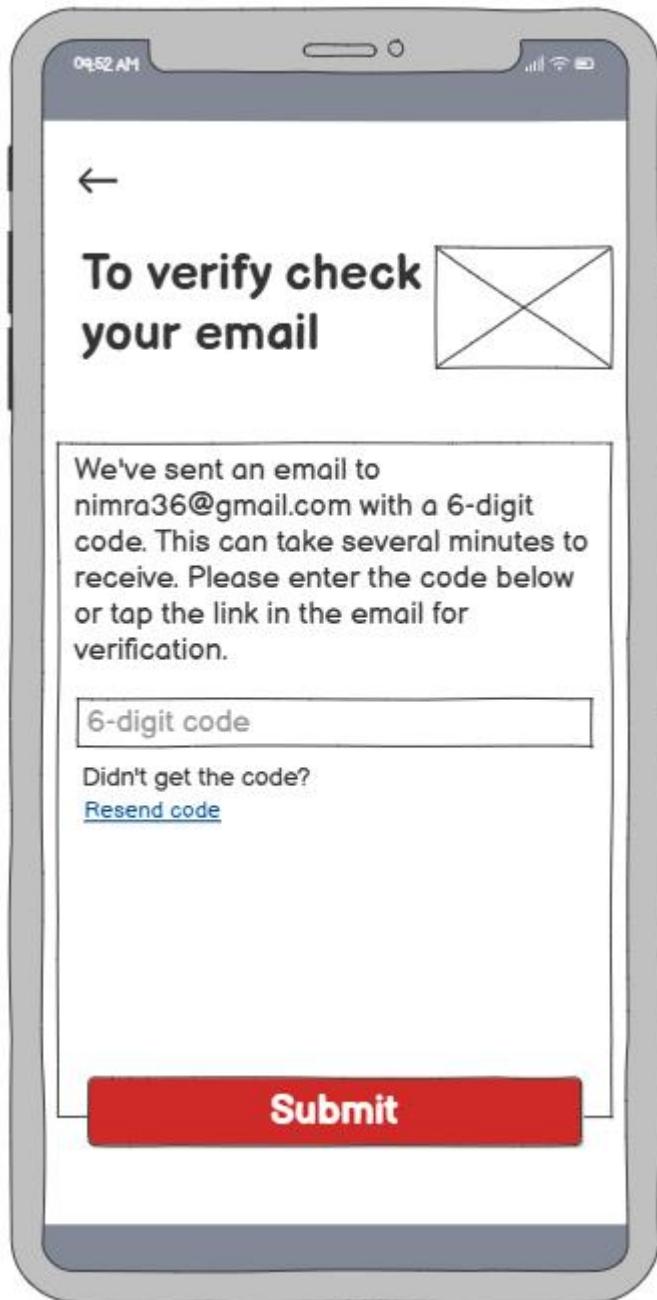
Login



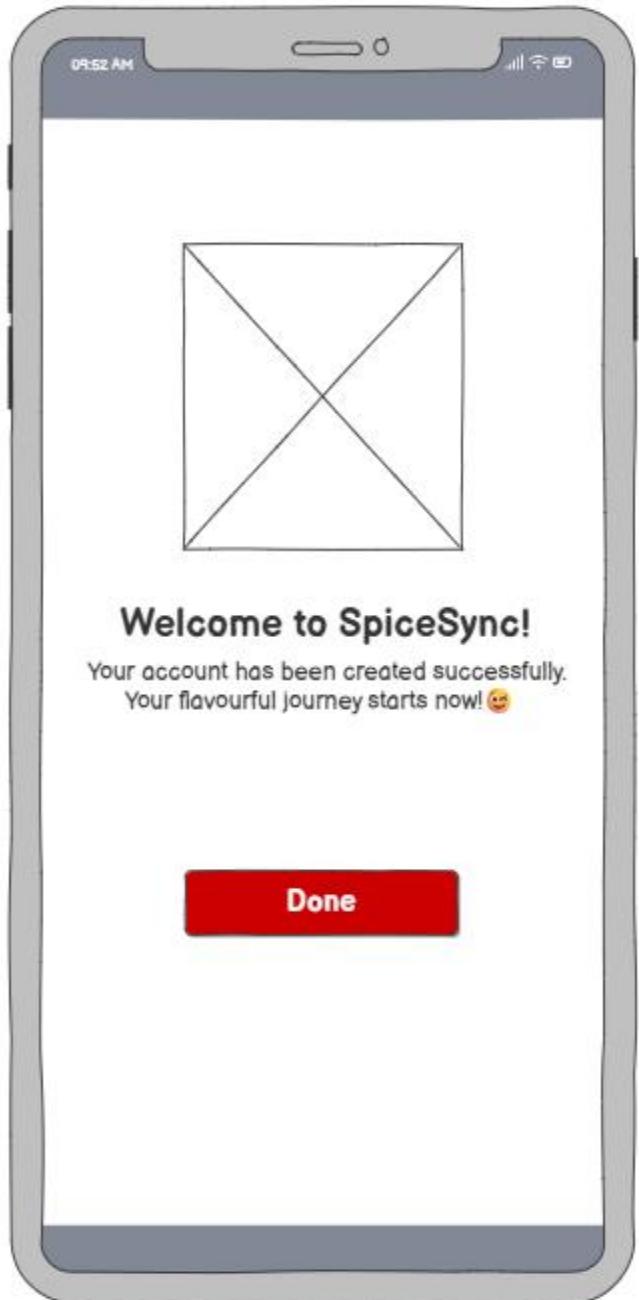
Sign Up



Create Account



Verify Email



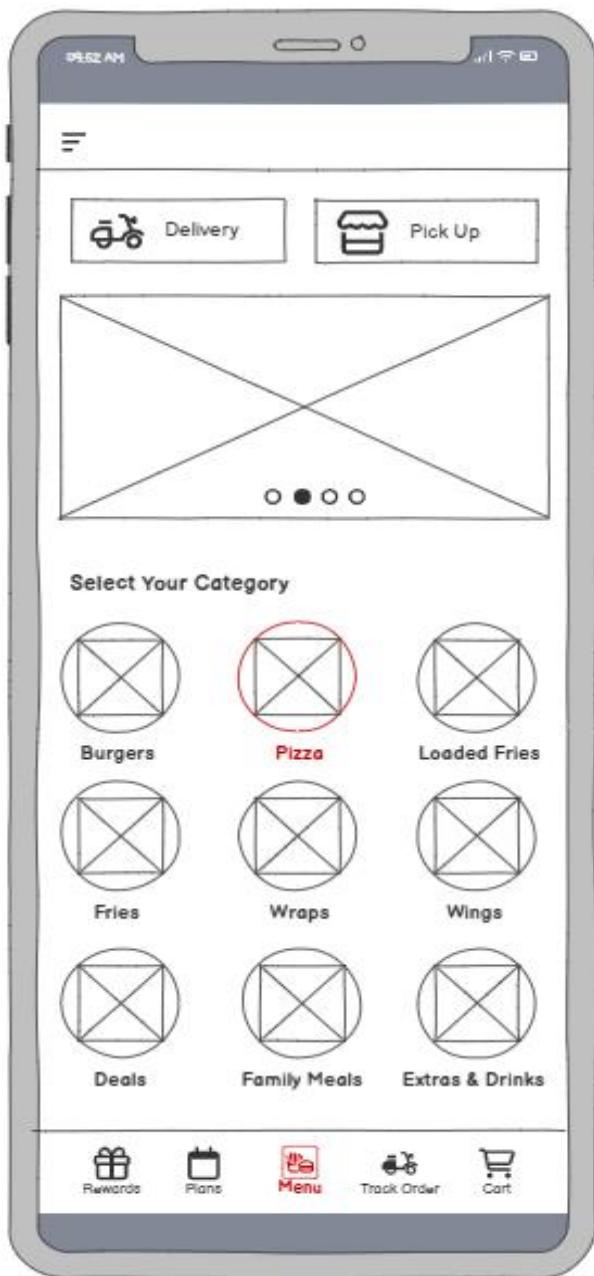
Welcome Page



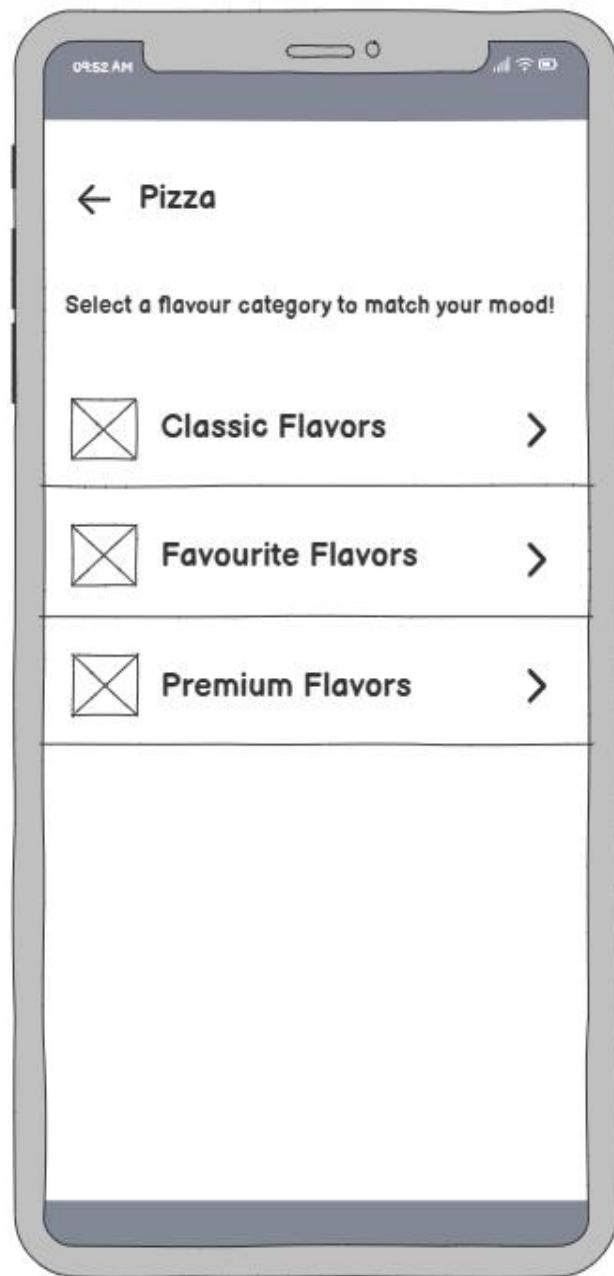
**Menu 1**



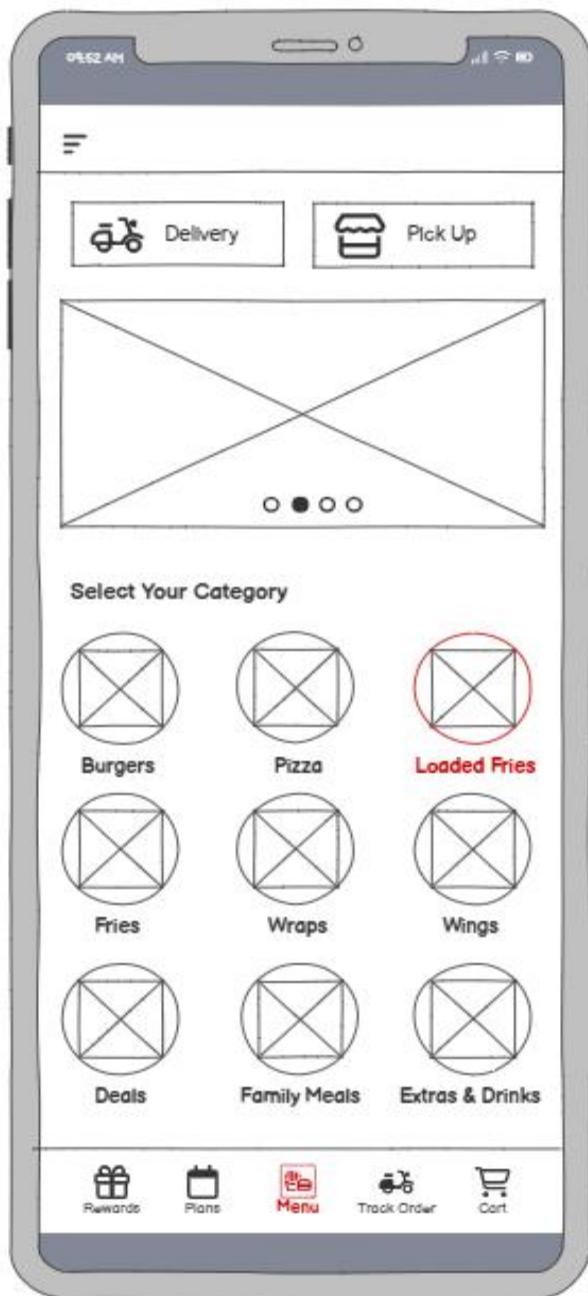
**Burgers**



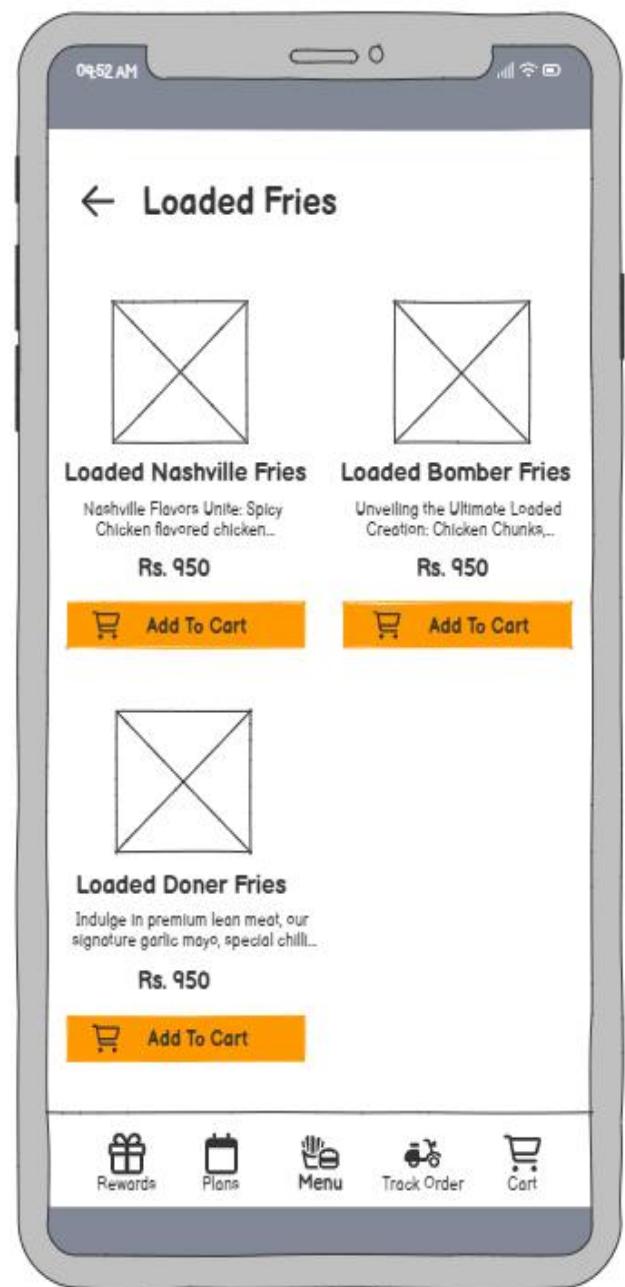
**Menu 2**



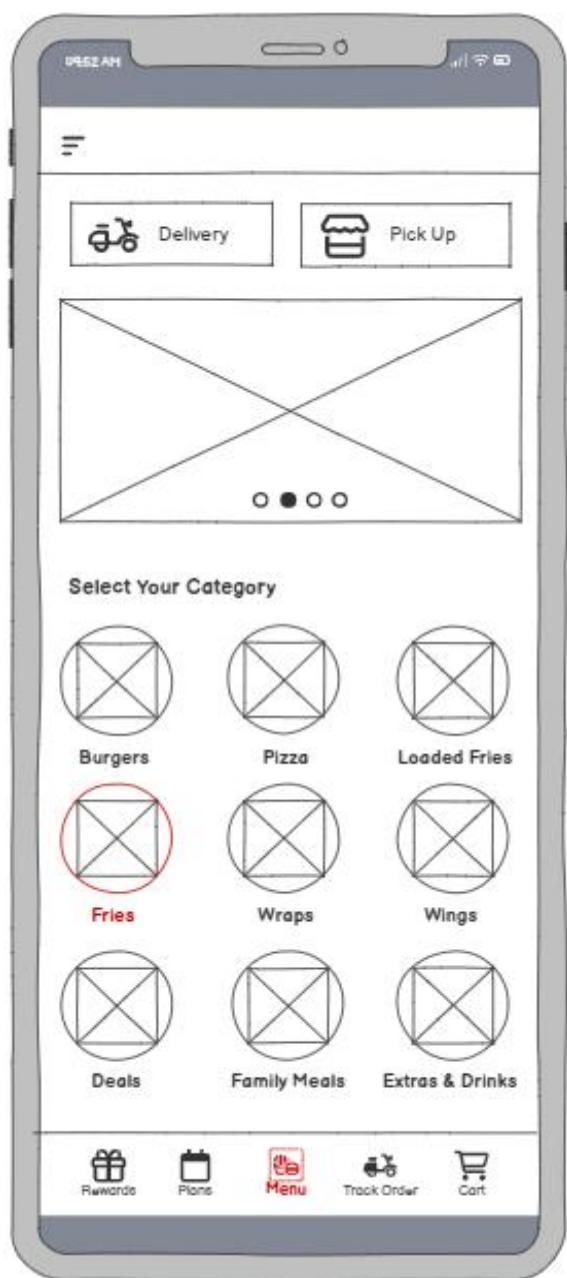
**Pizza**



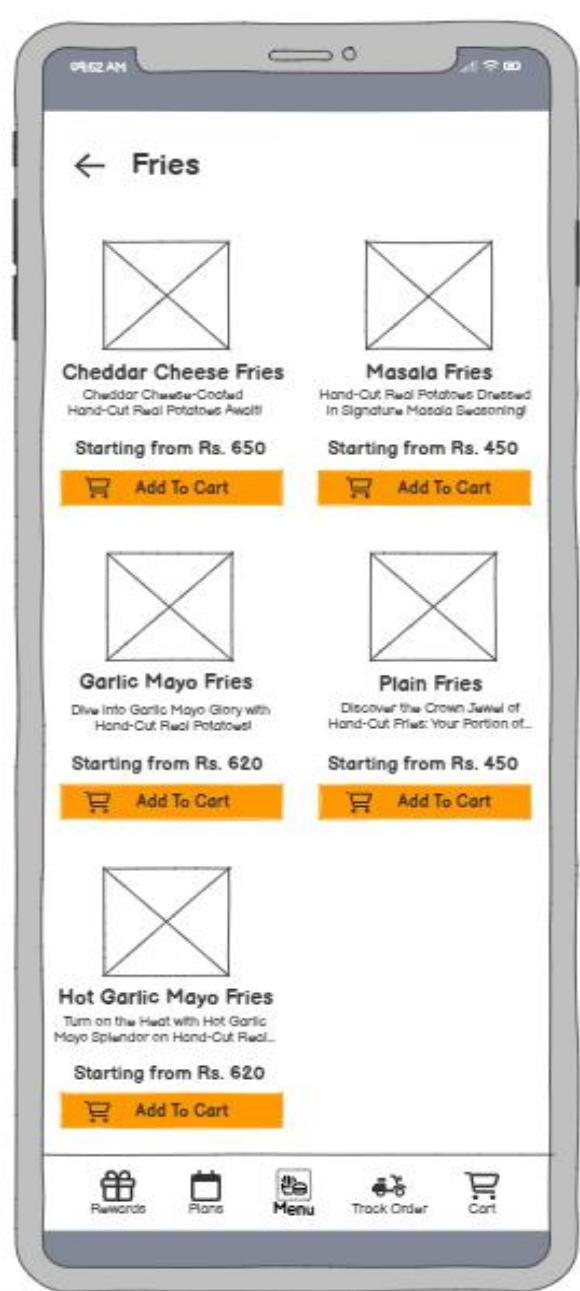
**Menu 3**



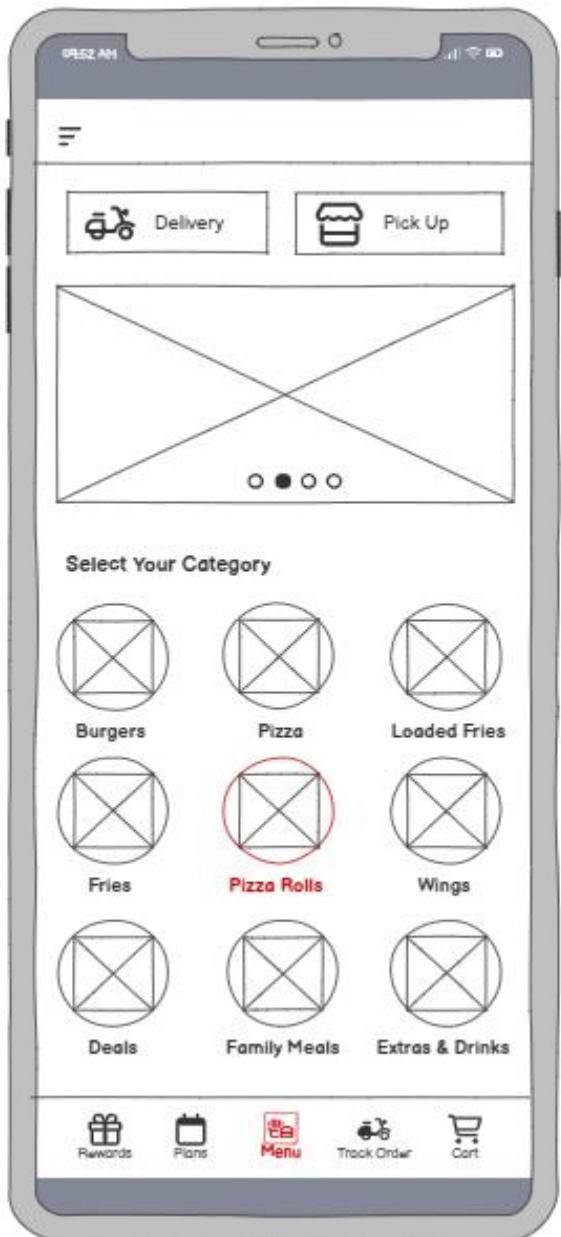
**Loaded Fries**



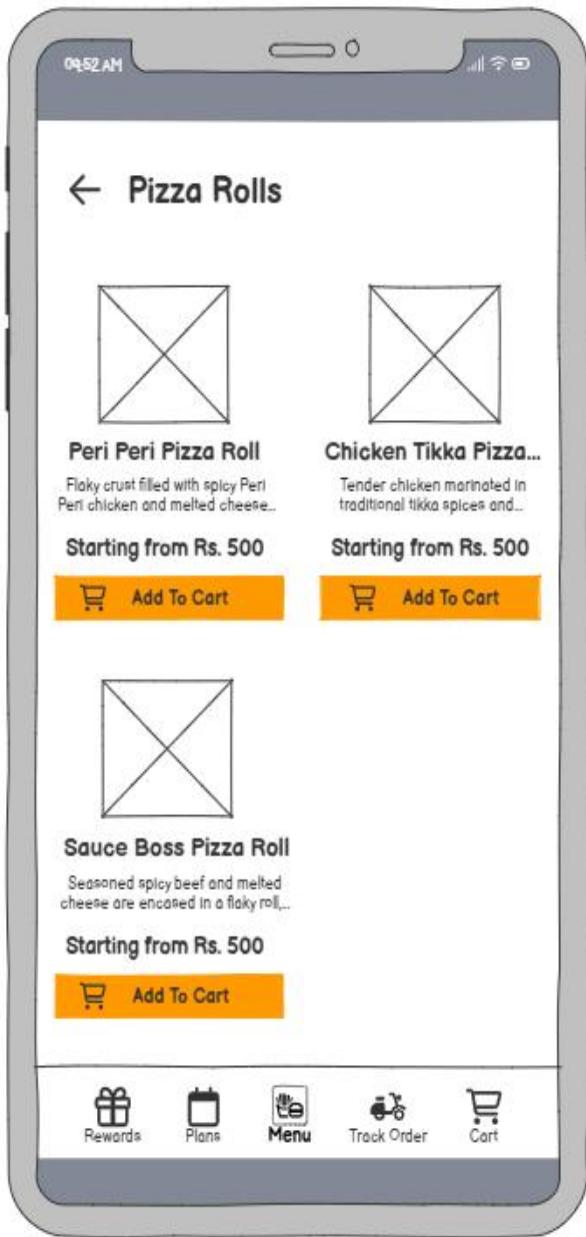
Menu 4



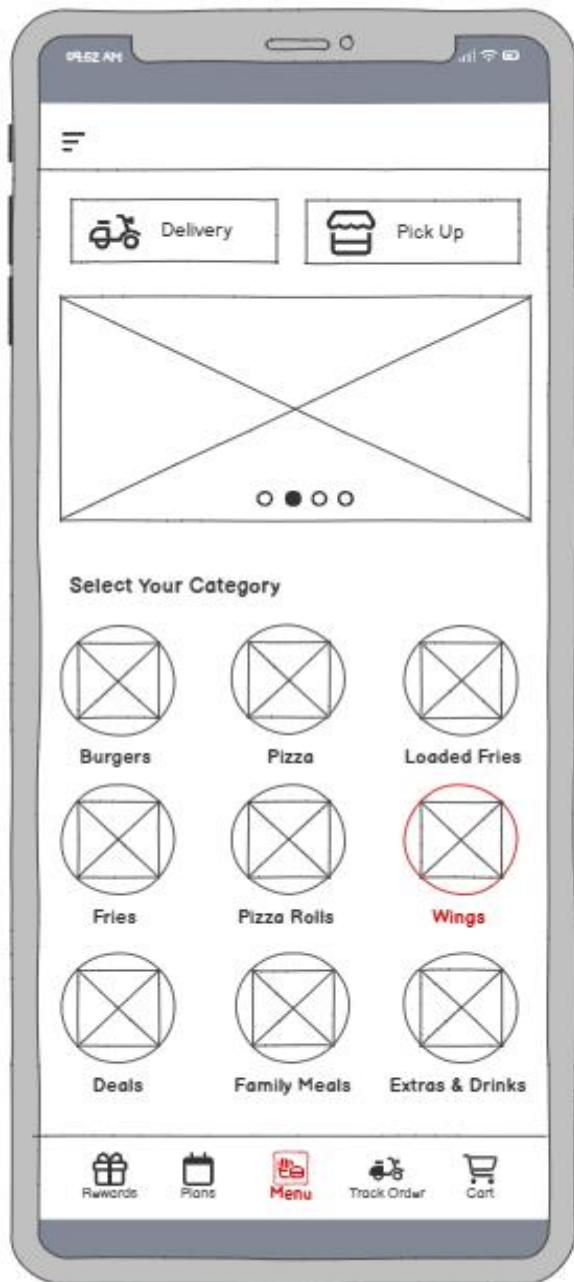
Fries



## Menu 5



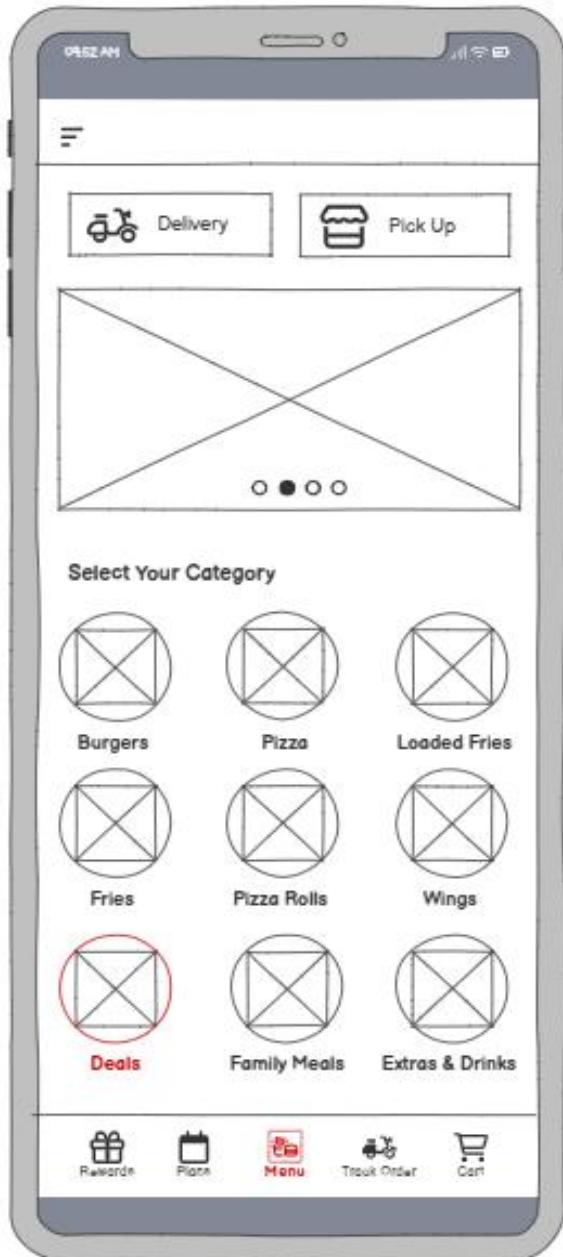
## Pizza Rolls



## Menu 6



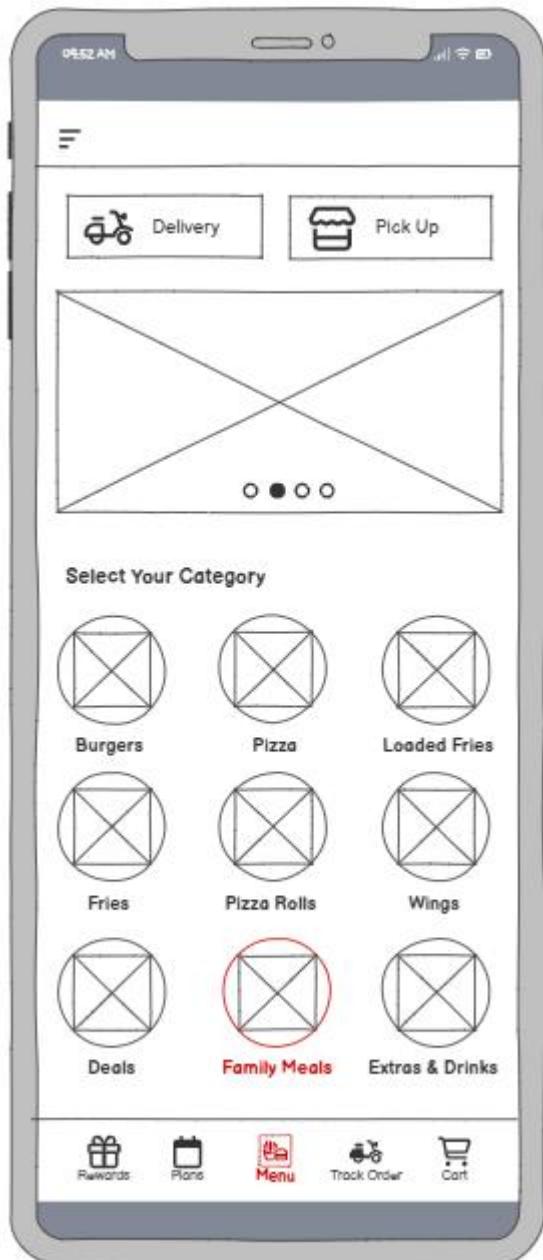
## Wings



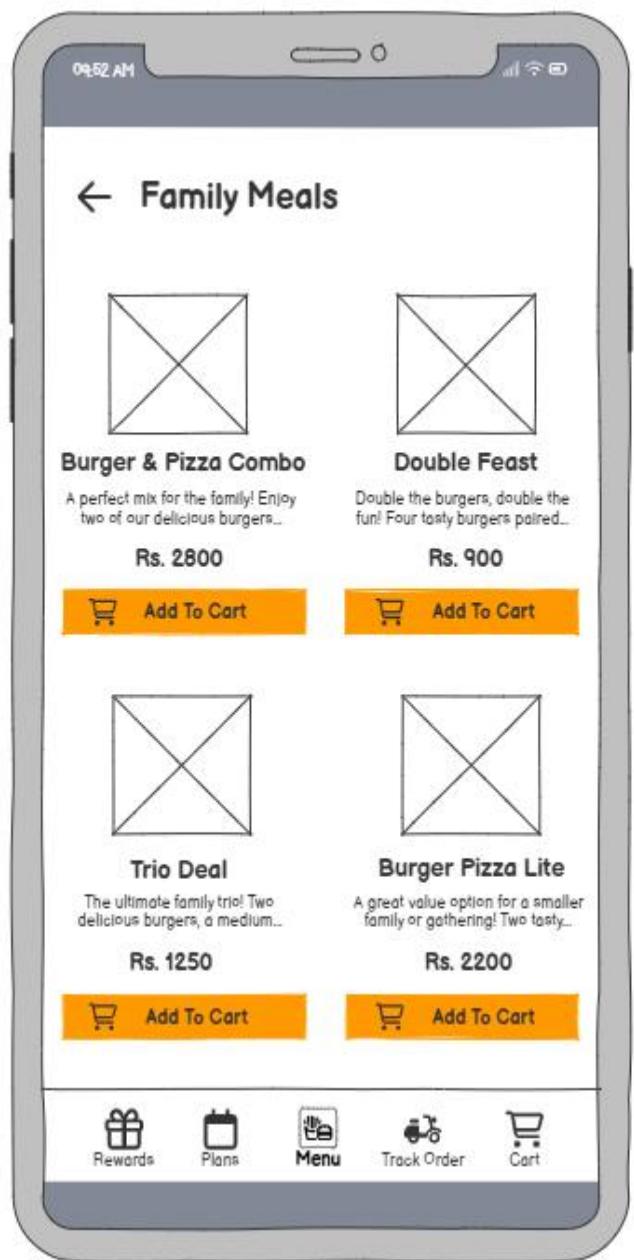
## Menu 7



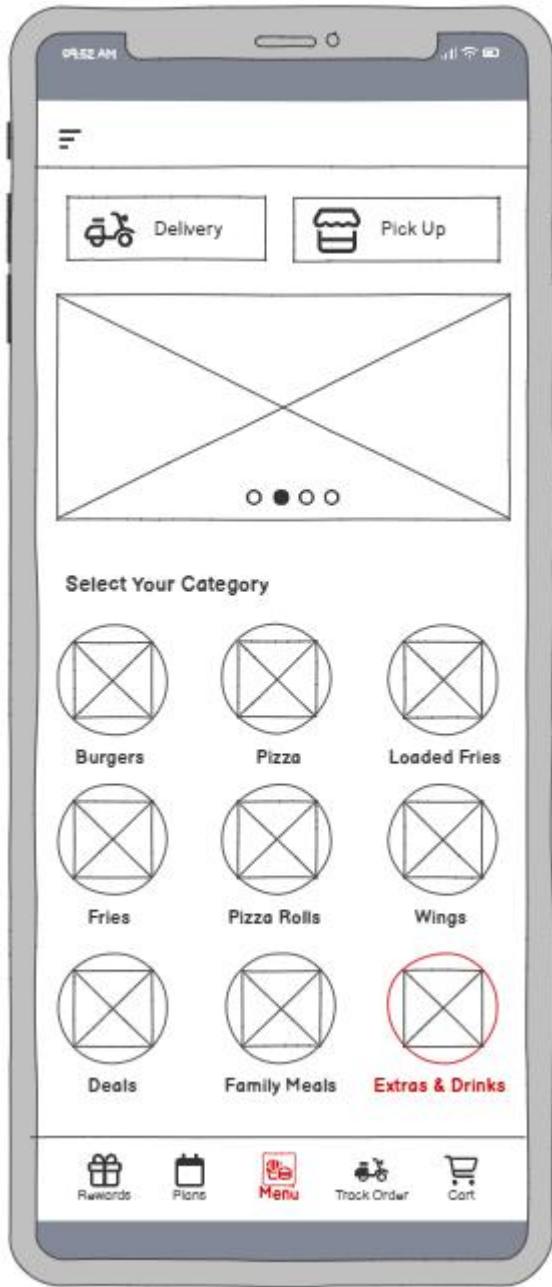
## Deals



Menu 8



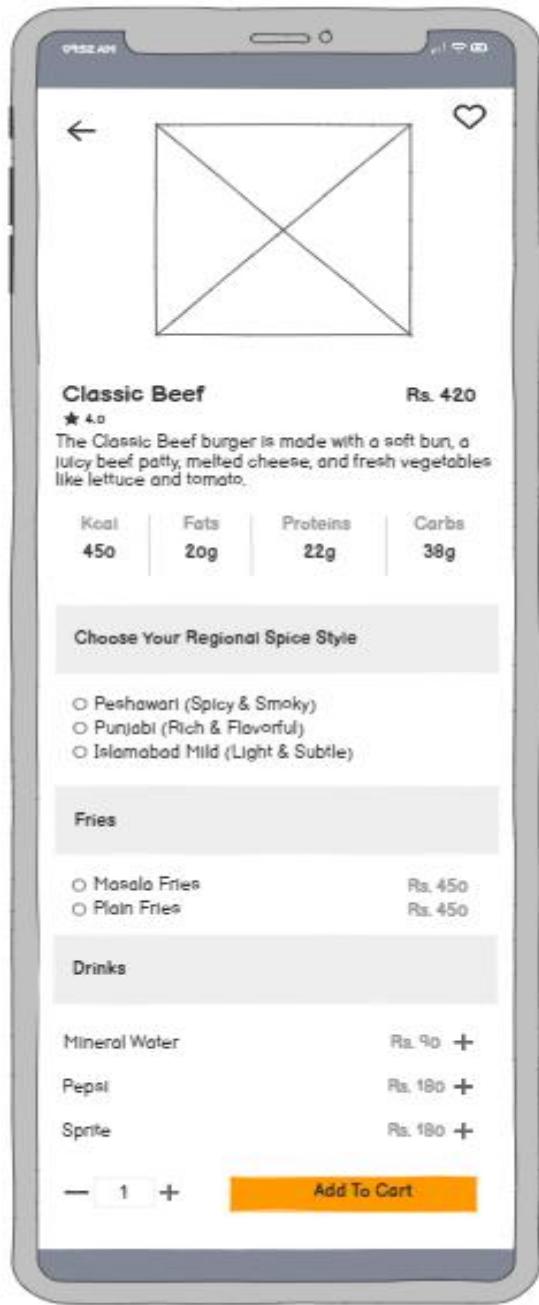
Family Meals



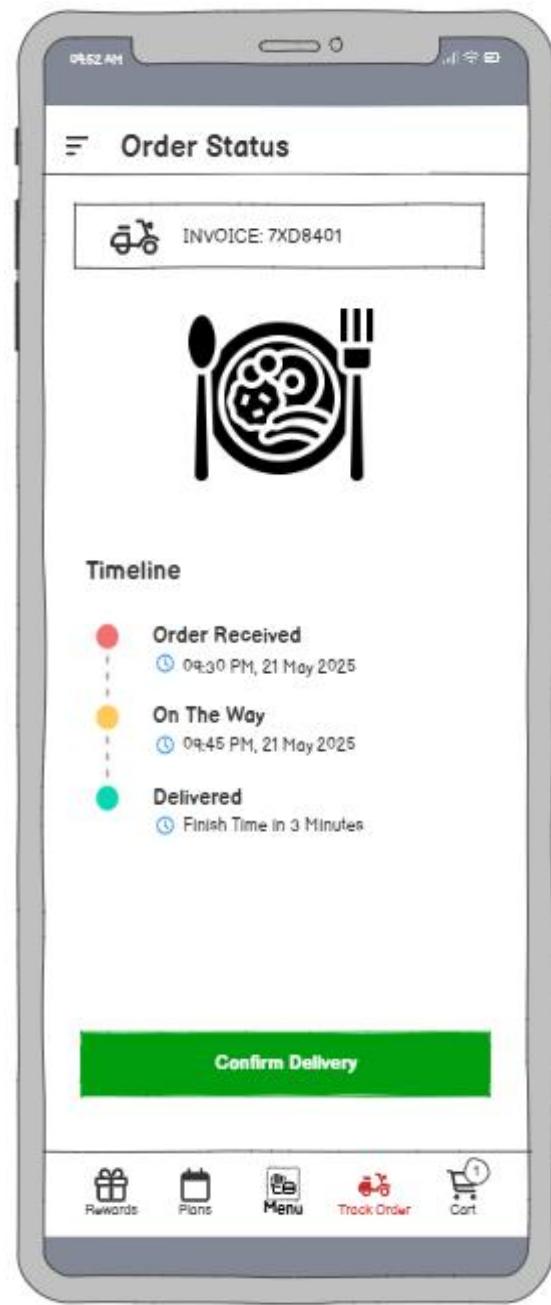
## Menu 9



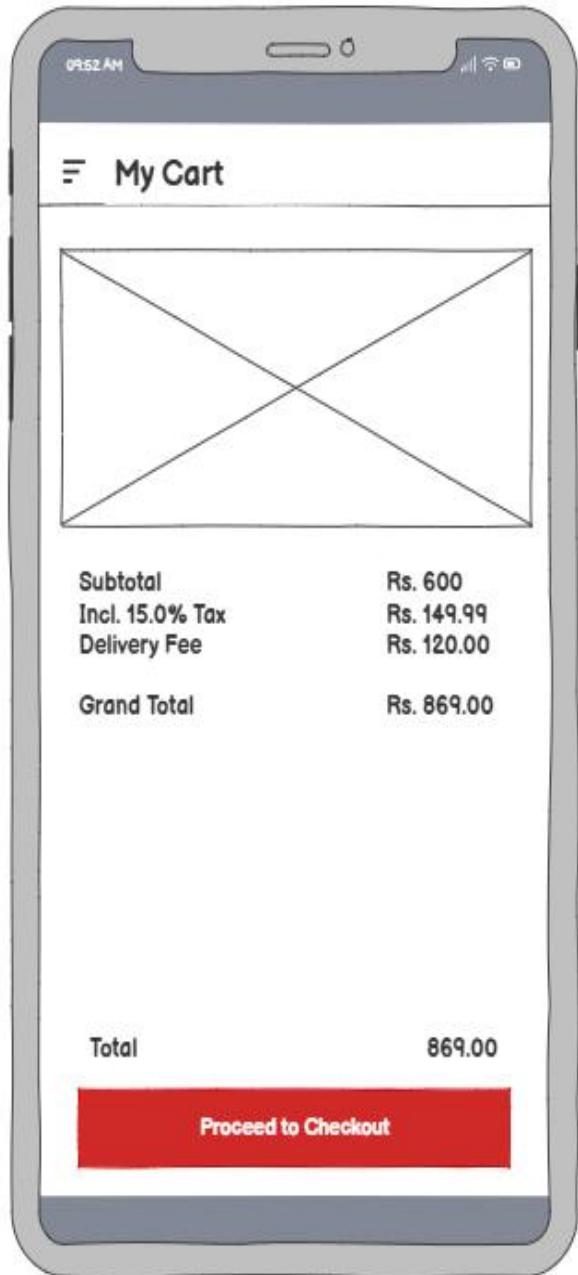
## Extras & Drinks



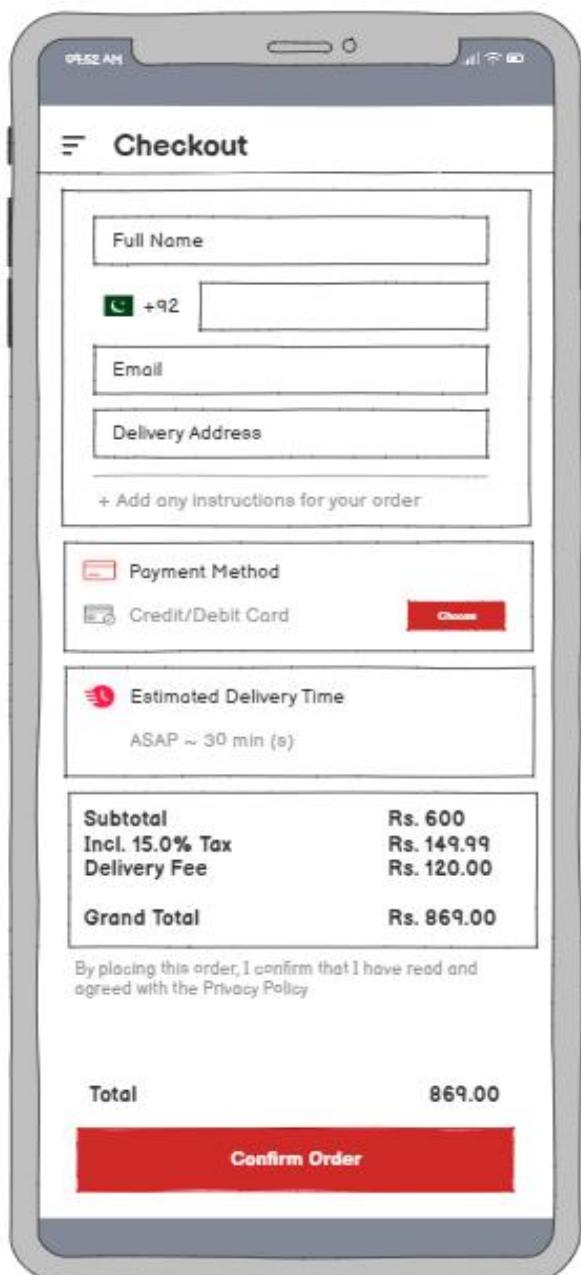
Add To Cart



Track Order



## My Cart



## Checkout



**Delivery**



**Delivery Cities**



**Abbottabad**



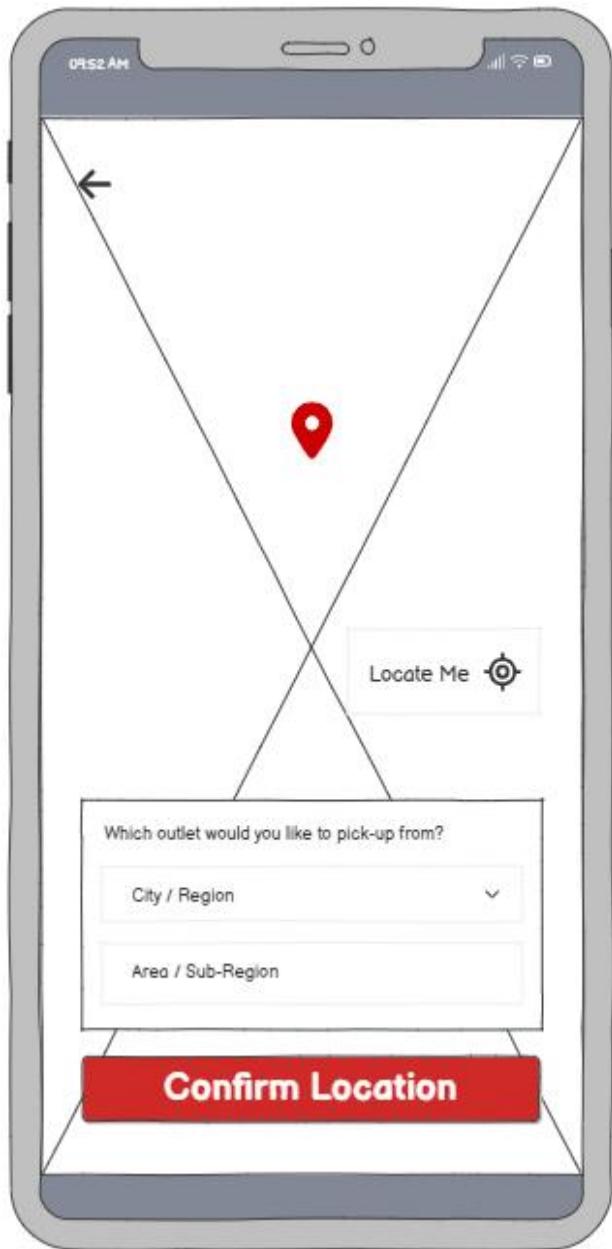
**Bahawalpur**



**Islamabad**



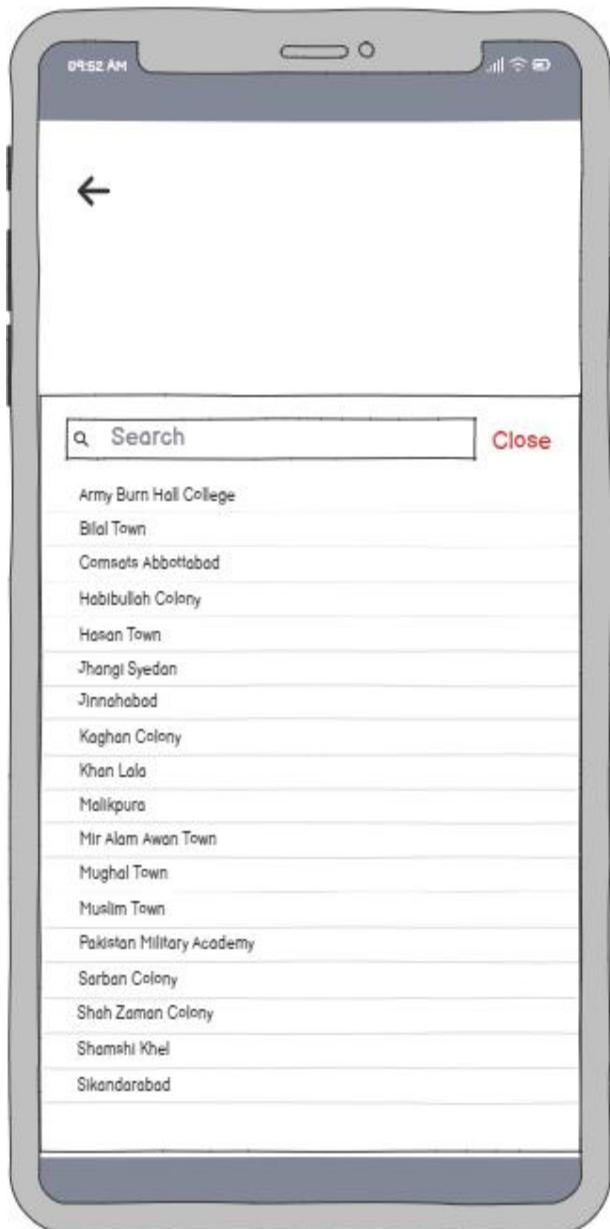
**Karachi**



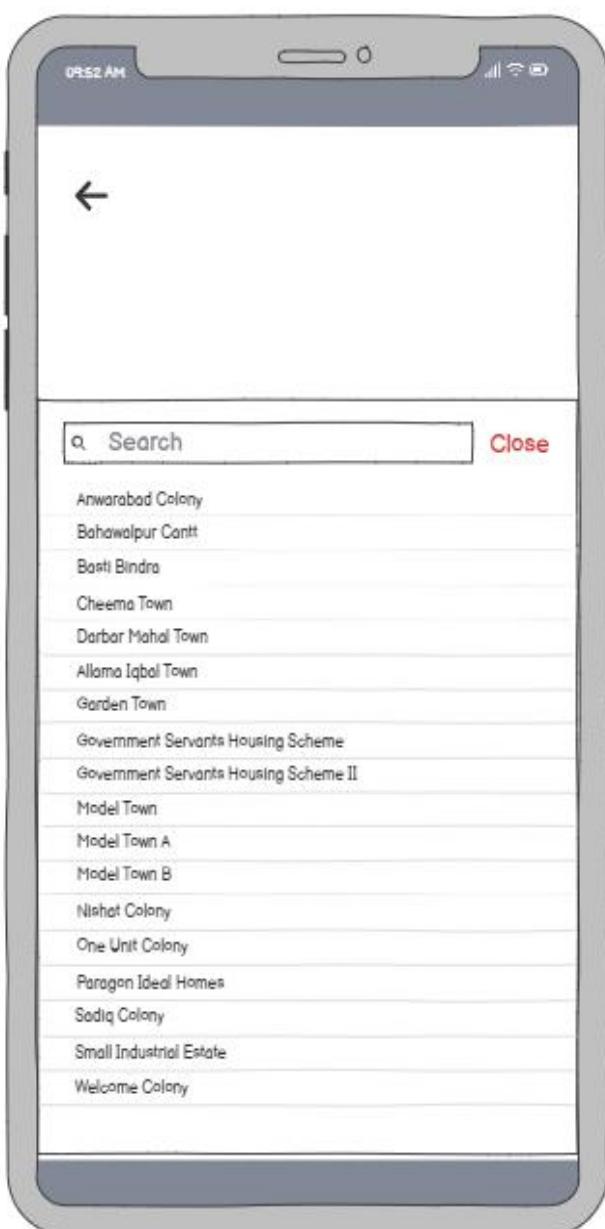
Pickup



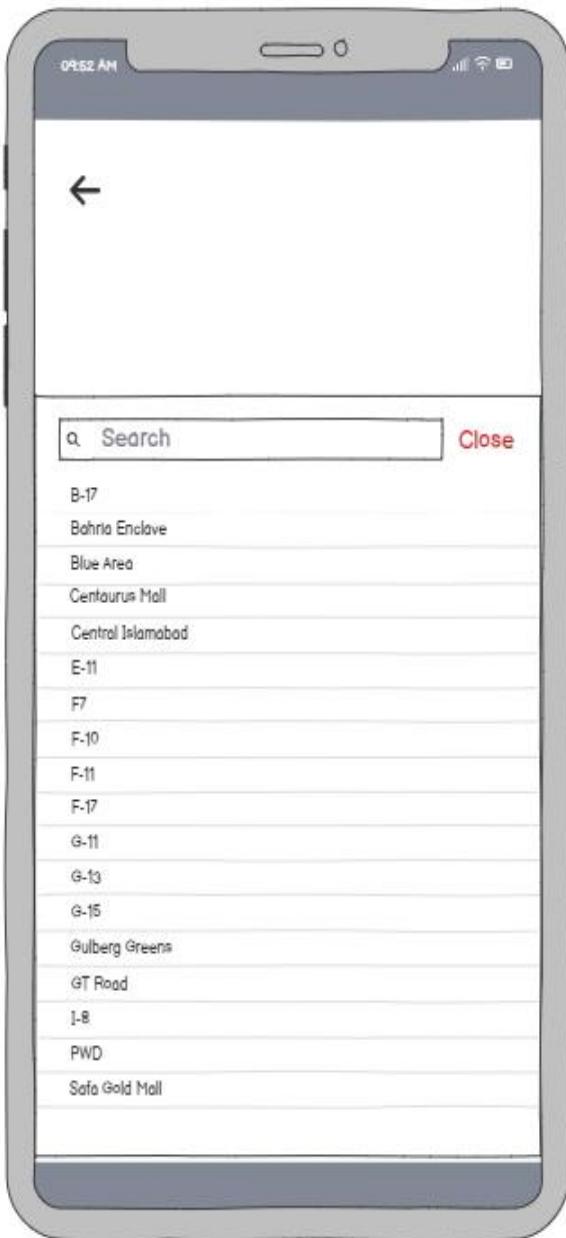
Pickup Cities



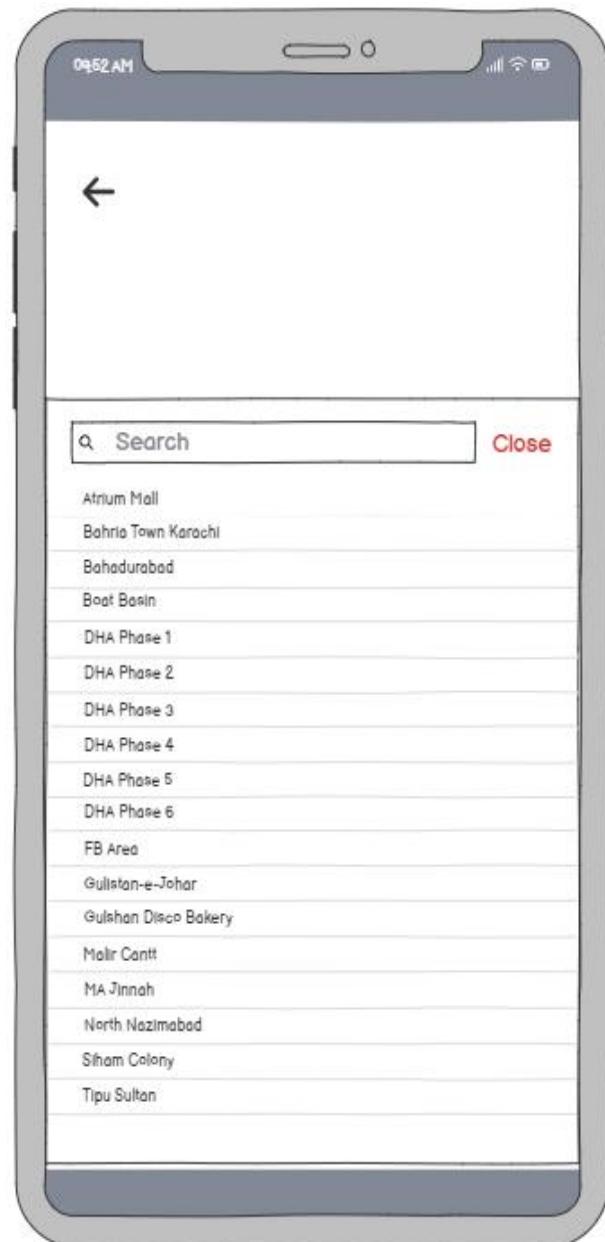
**Areas of Abbottabad**



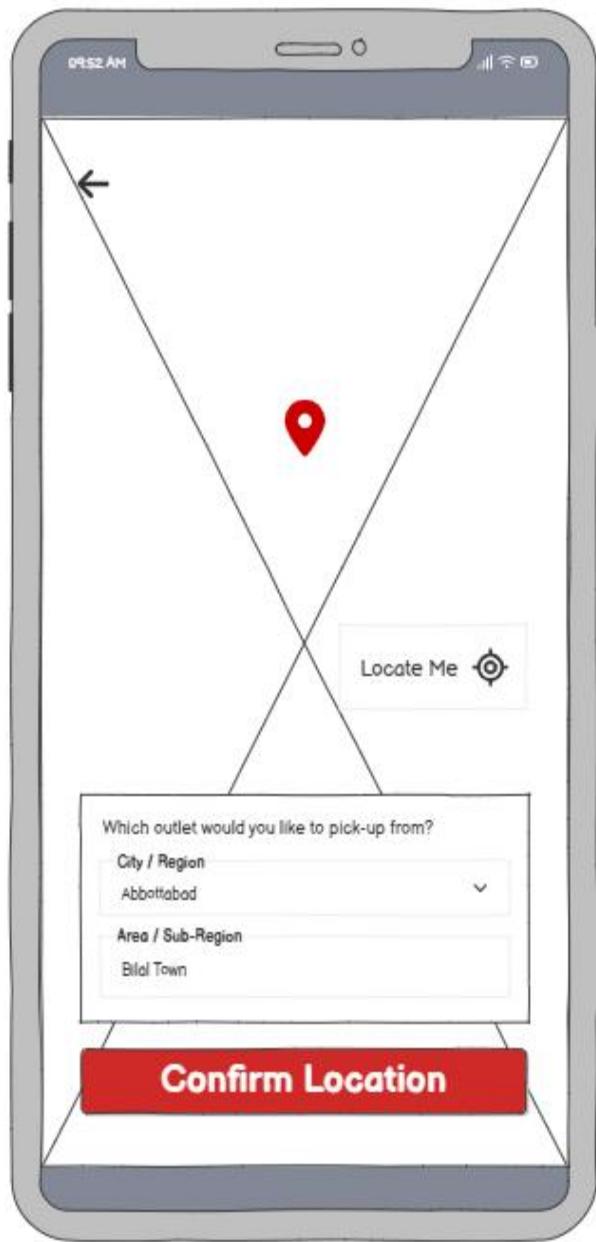
**Areas of Bahawalpur**



**Areas Of Islamabad**



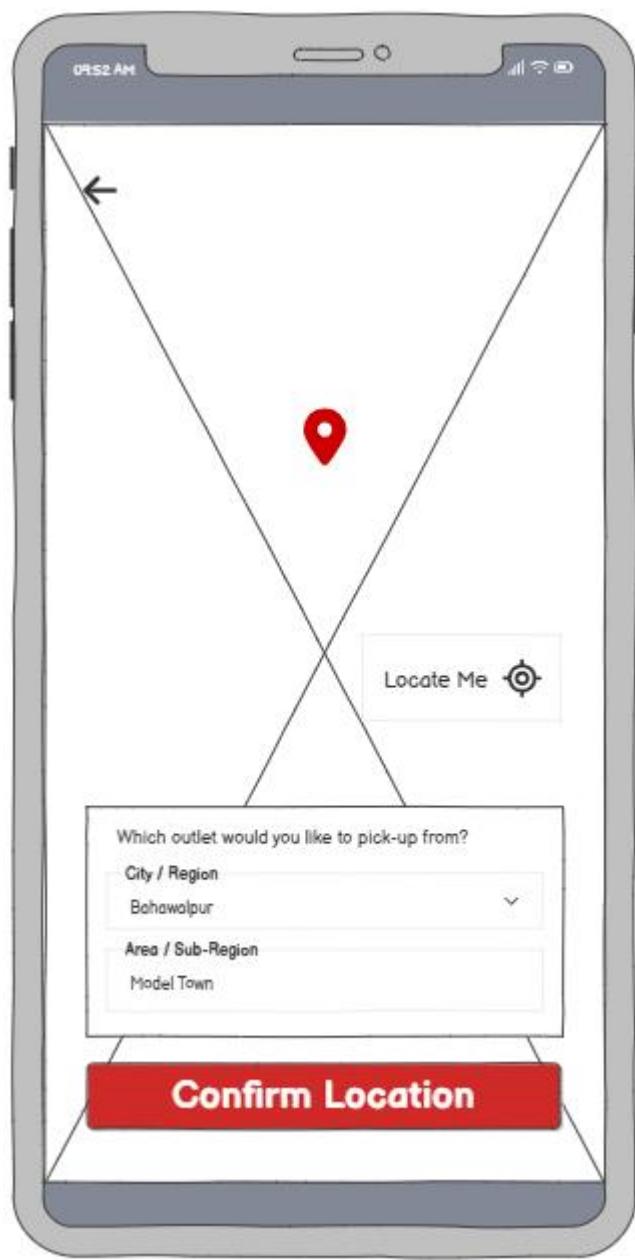
**Areas Of Karachi**



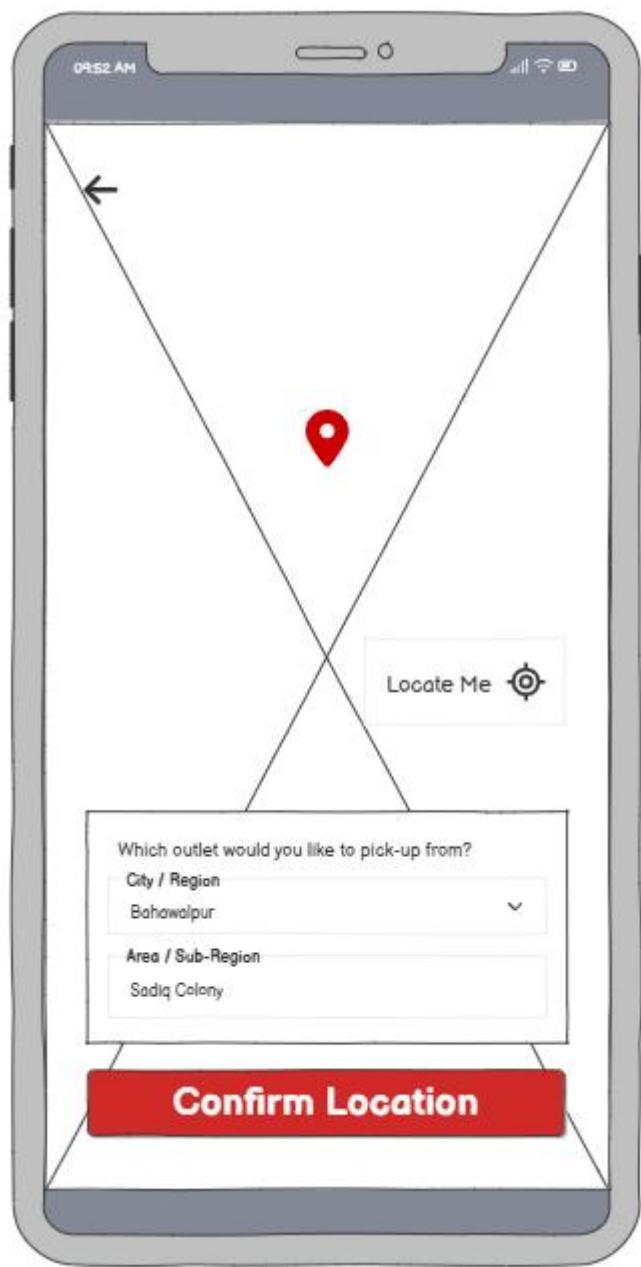
**Bilal Town-Abbottabad**



**Jinnahabad-Abbottabad**



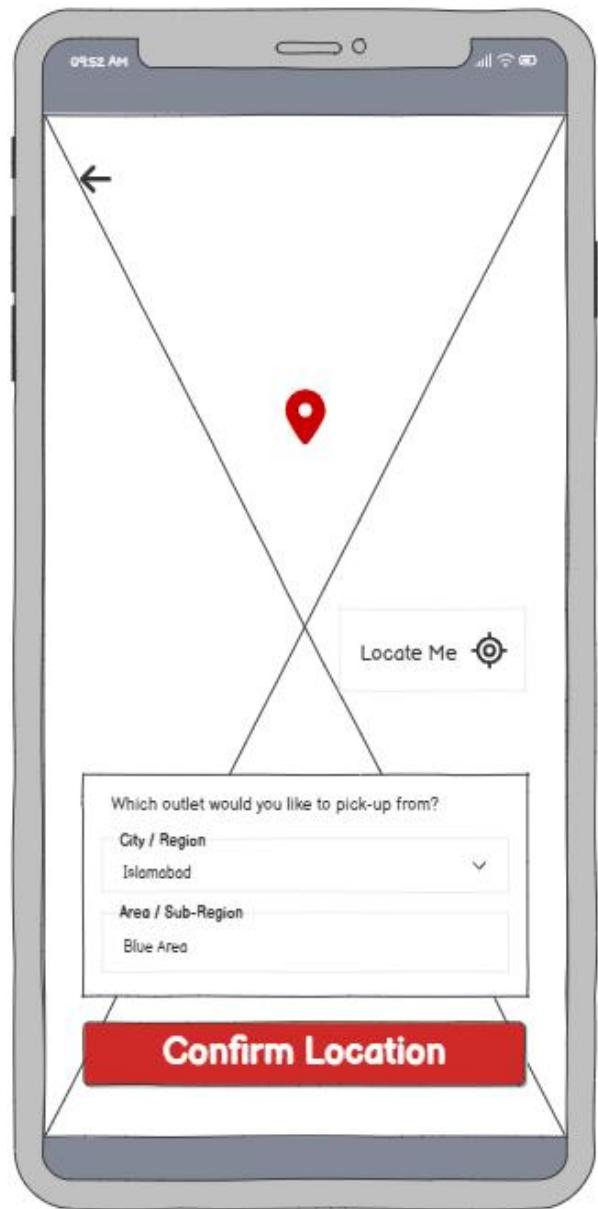
**Model Town-Bahawalpur**



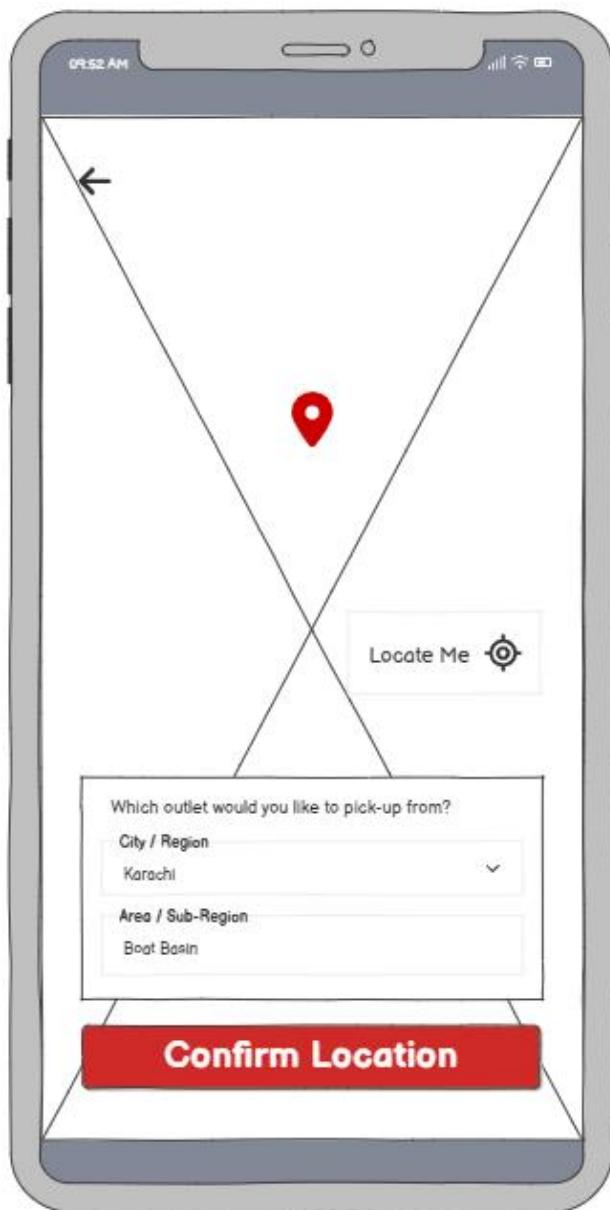
**Sadiq Colony- Bahawalpur**



**E 11-Islamabad**



**Blue Area-Islamabad**



**Boat Basin-Karachi**



**FB Area-Karachi**

# **ARTIFACT 6**

## **Validation**

## 6.1 Usability Testing Plan

### 6.1.1 User registration/login with social media integration (FE-1)

Features	Objective	Scenario-Task	End State	Assets
User will log into the system to access services using social media (Google, Facebook).	Evaluate the ease, efficiency, and satisfaction with which users can log in to the platform services using social media integration.	1. Navigate to the login page. 2. Select social media login (Google/Facebook). 3. Enter credentials or allow access. 4. Verify login success. 5. Log out and log back in.	The user successfully logs in with valid social media credentials, receives clear feedback, and is confident and ready to use the system.	1. Login Interface - Mobile & desktop views 2. Test Credentials - Valid & invalid user data 3. Error Messages - Clear, well-placed alerts 4. Password Reset - Access to full reset flow 5. Analytics/Logs - Track time, errors, click paths

### 6.1.2 Meal recommendations based on preferences (FE-2)

Features	Objective	Scenario-Task	End State	Assets
Users will view AI-curated meal recommendations based on their preferences (e.g., spicy, vegetarian).	Evaluate how easily and successfully users can access and utilize personalized meal recommendations.	1. Log in to the system. 2. Navigate to the recommendation section. 3. View suggested meals based on preferences. 4. Select and add a meal to cart. 5. Confirm the recommendation.	The user successfully views and selects a recommended meal, receives clear feedback, and feels confident in the personalization process.	1. Recommendation Interface - Mobile & desktop views 2. Test Data - Sample user preferences (valid/invalid) 3. Validation Rules - Feedback on empty or invalid fields 4. Success

Features	Objective	Scenario-Task	End State	Assets
		in accuracy.		Feedback - Confirmation message or redirect 5. Analytics/Logs - Track time, task success, drop-offs

### 6.1.3 Real-time order tracking (FE-3)

Features	Objective	Scenario-Task	End State	Assets
Users will track their orders in real-time with delivery updates.	Assess how easily and confidently users can track orders and receive timely updates.	1. Place an order. 2. Navigate to the tracking section. 3. Monitor real-time updates. 4. Receive delivery confirmation. 5. Provide feedback on the experience.	The user successfully tracks the order, receives accurate updates, and feels confident and informed about the delivery status.	1. Tracking Interface - Mobile & desktop views 2. Test Data - Sample order status (valid/invalid) 3. Error Messages - Clear, well-placed alerts 4. Success Feedback - Confirmation message 5. Analytics/Logs - Track time, errors, drop-offs

### 6.1.4 Regional spice customization (FE-4)

Features	Objective	Scenario-Task	End State	Assets
Users will customize meals with regional flavors (e.g.,	Evaluate how easily and successfully users can customize meals	1. Navigate to the menu. 2. Select a meal. 3. Choose a	The user successfully customizes a meal with regional flavors,	1. Customization Interface - Mobile & desktop views 2. Test Data -

Features	Objective	Scenario-Task	End State	Assets
Peshawari, Punjabi).	with regional spice options.	regional spice option. 4. Confirm customization. 5. Add to cart.	receives clear feedback, and feels satisfied with the process.	Sample spice options (valid/invalid) 3. Validation Rules - Feedback on invalid selections 4. Success Feedback - Confirmation message 5. Analytics/Logs - Track time, task success

#### 6.1.5 Subscription plans for weekly office lunches (FE-5)

Features	Objective	Scenario-Task	End State	Assets
Users will subscribe to weekly office lunch plans.	Assess how easily and confidently users can subscribe to and manage subscription plans.	1. Navigate to the subscription page. 2. Select a plan. 3. Enter payment details. 4. Confirm subscription. 5. View subscription status.	The user successfully subscribes to a plan, receives confirmation, and feels confident managing their subscription.	1. Subscription Interface - Mobile & desktop views 2. Test Data - Valid & invalid payment data 3. Error Messages - Clear alerts 4. Success Feedback - Confirmation screen 5. Analytics/Logs - Track time, errors

### 6.1.6 Halal certification and ingredient sourcing transparency (FE-6)

Features	Objective	Scenario-Task	End State	Assets
Users will verify halal certification and ingredient sourcing.	Evaluate how easily users can access and trust halal certification details.	1. Navigate to the menu. 2. Select a meal. 3. View halal certification and sourcing info. 4. Confirm details. 5. Proceed to order.	The user successfully views halal certification, feels assured, and confidently proceeds with the order.	1. Certification Interface - Mobile & desktop views 2. Test Data - Sample certification details 3. Validation Rules - Feedback on missing info 4. Success Feedback - Clear confirmation 5. Analytics/Logs - Track time, task success

### 6.1.7 Multiple payment options (FE-7)

Features	Objective	Scenario-Task	End State	Assets
Users will pay using JazzCash, Easypaisa, or cash-on-delivery.	Assess the ease and success of completing payments with multiple options.	1. Add items to cart. 2. Proceed to checkout. 3. Select a payment method. 4. Enter payment details. 5. Confirm payment.	The user successfully completes payment, receives confirmation, and feels confident in the transaction process.	1. Payment Interface - Mobile & desktop views 2. Test Data - Valid & invalid payment data 3. Error Messages - Clear alerts 4. Success Feedback - Confirmation screen 5. Analytics/Logs - Track time, errors

### 6.1.8 Recipe contests (e.g., ‘Design your burger’) (FE-8)

Features	Objective	Scenario-Task	End State	Assets
Users will participate in recipe contests to design meals.	Evaluate how easily users can submit and manage recipe contest entries.	<ul style="list-style-type: none"> <li>1. Navigate to the contest section.</li> <li>2. Design a meal.</li> <li>3. Submit the recipe.</li> <li>4. Receive submission confirmation.</li> <li>5. View contest status.</li> </ul>	The user successfully submits a recipe, receives feedback, and feels engaged with the contest process.	<ul style="list-style-type: none"> <li>1. Contest Interface - Mobile &amp; desktop views</li> <li>2. Test Data - Sample recipe submissions</li> <li>3. Validation Rules - Feedback on invalid entries</li> <li>4. Success Feedback - Confirmation message</li> <li>5. Analytics/Logs - Track time, task success</li> </ul>

### 6.1.9 Loyalty reward points (Spice Points) (FE-9)

Features	Objective	Scenario-Task	End State	Assets
Users will earn and redeem loyalty points (Spice Points) for discounts.	Assess how easily users can earn and redeem loyalty points.	<ul style="list-style-type: none"> <li>1. Place an order.</li> <li>2. Earn points.</li> <li>3. Navigate to rewards section.</li> <li>4. Redeem points for a discount.</li> <li>5. Confirm redemption.</li> </ul>	The user successfully earns and redeems points, receives clear feedback, and feels rewarded by the system.	<ul style="list-style-type: none"> <li>1. Rewards Interface - Mobile &amp; desktop views</li> <li>2. Test Data - Sample point balances</li> <li>3. Error Messages - Clear alerts</li> <li>4. Success Feedback - Confirmation screen</li> <li>5. Analytics/Logs - Track time, errors</li> </ul>

### 6.1.10 Multilingual support (Urdu/English) (FE-10)

Features	Objective	Scenario-Task	End State	Assets
Users will switch between Urdu and English languages.	Evaluate how easily users can switch languages and navigate the app.	1. Navigate to language settings. 2. Switch to Urdu. 3. Perform a task (e.g., order). 4. Switch back to English. 5. Confirm language accuracy.	The user successfully switches languages, completes tasks, and feels comfortable with the multilingual interface.	1. Language Interface - Mobile & desktop views 2. Test Data - Urdu & English text samples 3. Validation Rules - Feedback on language errors 4. Success Feedback - Clear confirmation 5. Analytics/Logs - Track time, task success

### 6.1.11 Nutritional information and calorie counter (FE-11)

Features	Objective	Scenario-Task	End State	Assets
Users will view nutritional information and calorie counts.	Assess how easily users can access and understand nutritional details.	1. Navigate to the menu. 2. Select a meal. 3. View nutritional info and calorie count. 4. Confirm details. 5. Proceed to order.	The user successfully views nutritional info, feels informed, and confidently proceeds with the order.	1. Nutritional Interface - Mobile & desktop views 2. Test Data - Sample nutritional data 3. Validation Rules - Feedback on missing info 4. Success Feedback - Clear confirmation 5. Analytics/Logs - Track time, task success

### 6.1.12 Instant feedback rating system (FE-12)

Features	Objective	Scenario-Task	End State	Assets
Users will provide instant feedback after orders.	Evaluate how easily users can submit and review feedback.	1. Complete an order. 2. Navigate to feedback section. 3. Rate the order. 4. Submit feedback. 5. View confirmation.	The user successfully submits feedback, receives confirmation, and feels their input is valued.	1. Feedback Interface - Mobile & desktop views 2. Test Data - Sample ratings (valid/invalid) 3. Error Messages - Clear alerts 4. Success Feedback - Confirmation screen 5. Analytics/Logs - Track time, errors

### 6.1.13 Group ordering with bulk discounts (FE-13)

Features	Objective	Scenario-Task	End State	Assets
Users will place group orders with bulk discounts (e.g., 10% off on 5+ meals).	Assess how easily users can manage and complete group orders.	1. Navigate to group ordering section. 2. Add 5+ meals. 3. Apply bulk discount. 4. Confirm order. 5. Receive confirmation.	The user successfully places a group order, applies the discount, and feels satisfied with the process.	1. Group Ordering Interface - Mobile & desktop views 2. Test Data - Sample group orders 3. Error Messages - Clear alerts 4. Success Feedback - Confirmation screen 5. Analytics/Logs - Track time, errors

#### 6.1.14 Festive promotions (Eid, Ramadan, etc.) (FE-14)

Features	Objective	Scenario-Task	End State	Assets
Users will access and utilize festive promotions.	Evaluate how easily users can discover and apply festive deals.	1. Navigate to promotions section. 2. View festive deals. 3. Apply a promotion to an order. 4. Confirm application. 5. Complete order.	The user successfully applies a festive promotion, receives clear feedback, and feels engaged with the offer.	1. Promotions Interface - Mobile & desktop views 2. Test Data - Sample festive deals 3. Validation Rules - Feedback on invalid codes 4. Success Feedback - Confirmation message 5. Analytics/Logs - Track time, task success

#### 6.1.15 Integration with Foodpanda/Cheetay (FE-15)

Features	Objective	Scenario-Task	End State	Assets
Users will place orders via integrated platforms (Foodpanda/Cheetay).	Assess how seamlessly users can use integrated delivery platforms.	1. Navigate to delivery options. 2. Select Foodpanda/Cheetay integration. 3. Place an order. 4. Track via integrated platform. 5. Confirm delivery.	The user successfully places and tracks an order via the integrated platform, feeling confident in the process.	1. Integration Interface - Mobile & desktop views 2. Test Data - Sample order data 3. Error Messages - Clear alerts 4. Success Feedback - Confirmation screen 5. Analytics/Logs - Track time, errors

### 6.1.16 Voice-assisted ordering via ‘SpiceBot’ (FE-16)

Features	Objective	Scenario-Task	End State	Assets
Users will place orders using voice commands in Urdu/English via SpiceBot.	Evaluate how easily users can place orders using voice assistance.	1. Activate SpiceBot. 2. Issue a voice command (e.g., order a spicy pizza). 3. Confirm order details. 4. Submit order. 5. Receive confirmation.	The user successfully places an order via voice, receives clear feedback, and feels comfortable with the feature.	1. VoiceBot Interface - Mobile & desktop views 2. Test Data - Sample voice commands (valid/invalid) 3. Error Messages - Clear alerts 4. Success Feedback - Confirmation screen 5. Analytics/Logs - Track time, errors

## 6.2 Comprehensive Testing Strategy

### 6.1.1 User registration/login with social media integration (FE-1)

**No. of Errors = 06**

1. Incorrect Password Entry
2. Invalid Email Format
3. Account Not Found
4. Network/Server Timeout
5. Multiple Failed Attempts (Lockouts)
6. Invalid Social Media Credentials

**No. of Confusions = 04**

1. Forgotten Password vs. Forgotten Username
2. Unclear Error Messages
3. Case Sensitivity in Credentials
4. "Remember Me" functionality confusion

**Success Rate**

1. First Attempt Successful Logins ~75-85%
2. Successful Login After 1 Retry ~10-15%
3. Overall Successful Login (including retries) ~95%+

**Scale**

1. Concurrent User Handling Capacity - 100% scalability goal
2. Session Management Load ~15-20% of backend resource usage
3. Load Balancer Utilization - Critical at 80-90% traffic loads
4. Error Rate with Scale (if not optimized) - Can rise by 10-15%
5. Success Rate at Scale (well-optimized) - Maintained at 95-98%

**Observations**

- Most login issues are caused by user input errors, not technical faults.
- Users prefer systems with "show password" toggles and simple sign-on.
- Clear, specific error messages reduce confusion and improve retry success.
- Login friction is a major reason for user drop-off in new systems.

### 6.1.2 Meal recommendations based on preferences (FE-2)

**No. of Errors = 04**

1. No Recommendations Displayed

2. Irrelevant Recommendations
3. Preference Input Errors
4. System Timeout During Loading

#### No. of Confusions = 03

1. Unclear Preference Selection Process
2. Misunderstanding AI Suggestions
3. Lack of Feedback on Saved Preferences

#### Success Rate

1. First Attempt Successful Recommendations ~80-90%
2. Successful Recommendation After 1 Retry ~5-10%
3. Overall Successful Recommendation (including retries) ~95%

#### Scale

1. Concurrent User Handling Capacity - 100% scalability goal
2. Recommendation Engine Load ~10-15% of backend resource usage
3. Load Balancer Utilization - Critical at 70-85% traffic loads
4. Error Rate with Scale (if not optimized) - Can rise by 5-10%
5. Success Rate at Scale (well-optimized) - Maintained at 94-97%

#### Observations

- Errors often stem from incomplete user profiles or slow AI processing.
- Users appreciate visual cues for preference settings.
- Clear feedback on recommendation updates improves user satisfaction.
- Slow load times during peak usage reduce engagement.

### **6.1.3 Real-time order tracking (FE-3)**

#### No. of Errors = 05

1. Tracking Not Updating
2. Incorrect Delivery Status
3. Network Disconnection
4. Server Timeout
5. Invalid Order ID

#### No. of Confusions = 03

1. Unclear Tracking Stages
2. Misinterpretation of Status Icons
3. Lack of Delivery ETA Clarity

#### Success Rate

1. First Attempt Successful Tracking ~85-90%
2. Successful Tracking After 1 Retry ~5-10%
3. Overall Successful Tracking (including retries) ~96%

### **Scale**

1. Concurrent User Handling Capacity - 100% scalability goal
2. Tracking System Load ~15-20% of backend resource usage
3. Load Balancer Utilization - Critical at 75-90% traffic loads
4. Error Rate with Scale (if not optimized) - Can rise by 10-15%
5. Success Rate at Scale (well-optimized) - Maintained at 95-98%

### **Observations**

- Network issues are a primary cause of tracking failures.
- Users prefer real-time ETA updates and visual progress bars.
- Clear status messages reduce confusion and improve trust.
- High traffic during peak hours can lead to delays.

### **6.1.4 Regional spice customization (FE-4)**

#### **No. of Errors = 03**

1. Invalid Spice Selection
2. Customization Not Saved
3. System Crash During Customization

#### **No. of Confusions = 02**

1. Unclear Regional Flavor Options
2. Lack of Confirmation on Changes

### **Success Rate**

1. First Attempt Successful Customization ~80-85%
2. Successful Customization After 1 Retry ~10-15%
3. Overall Successful Customization (including retries) ~95%

### **Scale**

1. Concurrent User Handling Capacity - 100% scalability goal
2. Customization Engine Load ~10-15% of backend resource usage
3. Load Balancer Utilization - Critical at 70-85% traffic loads
4. Error Rate with Scale (if not optimized) - Can rise by 5-10%
5. Success Rate at Scale (well-optimized) - Maintained at 94-97%

### **Observations**

- Errors often occur due to unclear option descriptions.

- Users value previews of customized meals.
- Confirmation messages enhance user confidence.
- High customization demand during festive periods can strain resources.

### **6.1.5 Subscription plans for weekly office lunches (FE-5)**

**No. of Errors = 04**

1. Invalid Payment Details
2. Subscription Not Activated
3. Network Timeout
4. Duplicate Subscription Attempt

**No. of Confusions = 03**

1. Unclear Plan Details
2. Misunderstanding Renewal Process
3. Lack of Cancellation Clarity

**Success Rate**

1. First Attempt Successful Subscription ~75-85%
2. Successful Subscription After 1 Retry ~10-15%
3. Overall Successful Subscription (including retries) ~95%

**Scale**

1. Concurrent User Handling Capacity - 100% scalability goal
2. Subscription System Load ~15-20% of backend resource usage
3. Load Balancer Utilization - Critical at 80-90% traffic loads
4. Error Rate with Scale (if not optimized) - Can rise by 10-15%
5. Success Rate at Scale (well-optimized) - Maintained at 95-98%

**Observations**

- Payment errors are the main cause of subscription failures.
- Users prefer step-by-step guidance for plan selection.
- Clear cancellation options reduce user hesitation.
- Peak subscription periods (e.g., month-end) increase load.

### **6.1.6 Halal certification and ingredient sourcing transparency (FE-6)**

**No. of Errors = 03**

1. Certification Info Not Loaded
2. Invalid Sourcing Details
3. Server Timeout

### **No. of Confusions = 02**

1. Unclear Certification Symbols
2. Lack of Sourcing Detail Access

### **Success Rate**

1. First Attempt Successful Verification ~85-90%
2. Successful Verification After 1 Retry ~5-10%
3. Overall Successful Verification (including retries) ~96%

### **Scale**

1. Concurrent User Handling Capacity - 100% scalability goal
2. Certification System Load ~10-15% of backend resource usage
3. Load Balancer Utilization - Critical at 70-85% traffic loads
4. Error Rate with Scale (if not optimized) - Can rise by 5-10%
5. Success Rate at Scale (well-optimized) - Maintained at 95-97%

### **Observations**

- Load failures are often due to high demand for certification checks.
- Users trust systems with detailed sourcing transparency.
- Clear icons and labels improve understanding.
- Cultural sensitivity increases user retention.

## **6.1.7 Multiple payment options (FE-7)**

### **No. of Errors = 05**

1. Invalid Payment Credentials
2. Payment Gateway Timeout
3. Duplicate Transaction
4. Network Disconnection
5. COD Option Not Available

### **No. of Confusions = 03**

1. Unclear Payment Method Selection
2. Misunderstanding COD Process
3. Lack of Payment Confirmation

### **Success Rate**

1. First Attempt Successful Payment ~80-85%
2. Successful Payment After 1 Retry ~10-15%
3. Overall Successful Payment (including retries) ~95%

### **Scale**

1. Concurrent User Handling Capacity - 100% scalability goal
2. Payment System Load ~15-20% of backend resource usage
3. Load Balancer Utilization - Critical at 80-90% traffic loads
4. Error Rate with Scale (if not optimized) - Can rise by 10-15%
5. Success Rate at Scale (well-optimized) - Maintained at 94-97%

## Observations

- Payment errors are often due to network issues or invalid inputs.
- Users prefer multiple payment method options with clear instructions.
- Instant confirmation reduces confusion.
- Peak hours increase transaction failures.

### **6.1.8 Recipe contests (e.g., ‘Design your burger’) (FE-8)**

#### No. of Errors = 04

1. Recipe Submission Failed
2. Invalid Recipe Format
3. Upload Timeout
4. Duplicate Entry

#### No. of Confusions = 02

1. Unclear Submission Guidelines
2. Lack of Submission Status Update

#### Success Rate

1. First Attempt Successful Submission ~75-80%
2. Successful Submission After 1 Retry ~10-15%
3. Overall Successful Submission (including retries) ~95%

#### Scale

1. Concurrent User Handling Capacity - 100% scalability goal
2. Contest System Load ~10-15% of backend resource usage
3. Load Balancer Utilization - Critical at 70-85% traffic loads
4. Error Rate with Scale (if not optimized) - Can rise by 5-10%
5. Success Rate at Scale (well-optimized) - Maintained at 94-96%

## Observations

- Errors often result from unclear guidelines or slow uploads.
- Users enjoy creative freedom with clear feedback.
- Status updates enhance engagement.
- High participation during contests strains resources.

### **6.1.9 Loyalty reward points (Spice Points) (FE-9)**

**No. of Errors = 03**

1. Points Not Credited
2. Invalid Redemption Code
3. System Timeout

**No. of Confusions = 02**

1. Unclear Points Balance
2. Misunderstanding Redemption Process

**Success Rate**

1. First Attempt Successful Redemption ~80-85%
2. Successful Redemption After 1 Retry ~10-15%
3. Overall Successful Redemption (including retries) ~95%

**Scale**

1. Concurrent User Handling Capacity - 100% scalability goal
2. Rewards System Load ~10-15% of backend resource usage
3. Load Balancer Utilization - Critical at 70-85% traffic loads
4. Error Rate with Scale (if not optimized) - Can rise by 5-10%
5. Success Rate at Scale (well-optimized) - Maintained at 94-97%

**Observations**

- Credit errors are often due to delayed processing.
- Users value visible point tracking.
- Clear redemption steps improve usage.
- Peak redemption periods increase load.

### **6.1.10 Multilingual support (Urdu/English) (FE-10)**

**No. of Errors = 03**

1. Language Switch Failure
2. Incorrect Text Display
3. Server Timeout

**No. of Confusions = 02**

1. Unclear Language Toggle Location
2. Misinterpretation of Translated Text

**Success Rate**

1. First Attempt Successful Switch ~85-90%
2. Successful Switch After 1 Retry ~5-10%
3. Overall Successful Switch (including retries) ~96%

### Scale

1. Concurrent User Handling Capacity - 100% scalability goal
2. Language System Load ~10-15% of backend resource usage
3. Load Balancer Utilization - Critical at 70-85% traffic loads
4. Error Rate with Scale (if not optimized) - Can rise by 5-10%
5. Success Rate at Scale (well-optimized) - Maintained at 95-97%

### Observations

- Errors stem from translation mismatches or slow updates.
- Users prefer visible language toggle options.
- Accurate translations enhance user experience.
- High demand during multilingual events increases load.

## **6.1.11 Nutritional information and calorie counter (FE-11)**

### No. of Errors = 03

1. Info Not Loaded
2. Incorrect Calorie Data
3. Server Timeout

### No. of Confusions = 02

1. Unclear Nutritional Labels
2. Lack of Detail Access

### Success Rate

1. First Attempt Successful View ~85-90%
2. Successful View After 1 Retry ~5-10%
3. Overall Successful View (including retries) ~96%

### Scale

1. Concurrent User Handling Capacity - 100% scalability goal
2. Nutritional System Load ~10-15% of backend resource usage
3. Load Balancer Utilization - Critical at 70-85% traffic loads
4. Error Rate with Scale (if not optimized) - Can rise by 5-10%
5. Success Rate at Scale (well-optimized) - Maintained at 95-97%

### Observations

- Load failures occur during high traffic for health-conscious users.

- Users value detailed and readable nutritional data.
- Clear labels improve understanding.
- Peak health trend periods increase demand.

### **6.1.12 Instant feedback rating system (FE-12)**

**No. of Errors = 03**

1. Feedback Submission Failed
2. Invalid Rating Input
3. Server Timeout

**No. of Confusions = 02**

1. Unclear Feedback Form
2. Lack of Submission Confirmation

**Success Rate**

1. First Attempt Successful Feedback ~80-85%
2. Successful Feedback After 1 Retry ~10-15%
3. Overall Successful Feedback (including retries) ~95%

**Scale**

1. Concurrent User Handling Capacity - 100% scalability goal
2. Feedback System Load ~10-15% of backend resource usage
3. Load Balancer Utilization - Critical at 70-85% traffic loads
4. Error Rate with Scale (if not optimized) - Can rise by 5-10%
5. Success Rate at Scale (well-optimized) - Maintained at 94-97%

**Observations**

- Errors often result from unclear form fields.
- Users appreciate quick confirmation messages.
- Positive feedback increases with incentive offers.
- High post-order traffic can cause delays.

### **6.1.13 Group ordering with bulk discounts (FE-13)**

**No. of Errors = 04**

1. Order Not Processed
2. Invalid Group Size
3. Discount Not Applied
4. Network Timeout

### **No. of Confusions = 03**

1. Unclear Group Order Process
2. Misunderstanding Discount Rules
3. Lack of Order Summary

### **Success Rate**

1. First Attempt Successful Order ~75-80%
2. Successful Order After 1 Retry ~10-15%
3. Overall Successful Order (including retries) ~95%

### **Scale**

1. Concurrent User Handling Capacity - 100% scalability goal
2. Group Order System Load ~15-20% of backend resource usage
3. Load Balancer Utilization - Critical at 80-90% traffic loads
4. Error Rate with Scale (if not optimized) - Can rise by 10-15%
5. Success Rate at Scale (well-optimized) - Maintained at 94-97%

### **Observations**

- Errors often occur due to unclear group size limits.
- Users value detailed order summaries.
- Clear discount application boosts participation.
- Peak group order times strain resources.

## **6.1.14 Festive promotions (Eid, Ramadan, etc.) (FE-14)**

### **# of Errors = 03**

1. Promotion Code Invalid
2. Promotion Not Applied
3. Server Timeout

### **# of Confusions = 02**

1. Unclear Promotion Details
2. Lack of Expiration Notice

### **Success Rate**

1. First Attempt Successful Application ~80-85%
2. Successful Application After 1 Retry ~10-15%
3. Overall Successful Application (including retries) ~95%

### **Scale**

1. Concurrent User Handling Capacity - 100% scalability goal

2. Promotion System Load ~10-15% of backend resource usage
3. Load Balancer Utilization - Critical at 70-85% traffic loads
4. Error Rate with Scale (if not optimized) - Can rise by 5-10%
5. Success Rate at Scale (well-optimized) - Maintained at 94-97%

### **Observations**

- Errors stem from expired or invalid codes.
- Users engage more with visible promotion timers.
- Clear terms increase trust and usage.
- Festive peaks significantly increase load.

## **6.1.15 Integration with Foodpanda/Cheetay (FE-15)**

### **No. of Errors = 04**

1. Integration Failure
2. Order Not Transferred
3. Network Timeout
4. Invalid API Response

### **No. of Confusions = 03**

1. Unclear Integration Process
2. Misunderstanding Platform Switch
3. Lack of Order Status Sync

### **Success Rate**

1. First Attempt Successful Integration ~75-80%
2. Successful Integration After 1 Retry ~10-15%
3. Overall Successful Integration (including retries) ~95%

### **Scale**

1. Concurrent User Handling Capacity - 100% scalability goal
2. Integration System Load ~15-20% of backend resource usage
3. Load Balancer Utilization - Critical at 80-90% traffic loads
4. Error Rate with Scale (if not optimized) - Can rise by 10-15%
5. Success Rate at Scale (well-optimized) - Maintained at 94-97%

### **Observations**

- Integration errors are often due to API mismatches.
- Users prefer seamless transitions between platforms.
- Clear status sync improves user confidence.
- High integration demand during peak hours increases load.

## **6.1.16 Voice-assisted ordering via ‘SpiceBot’ (FE-16)**

**No. of Errors = 04**

1. Voice Command Not Recognized
2. Incorrect Order Processed
3. Network Timeout
4. Language Switch Failure

**No. of Confusions = 03**

1. Unclear Voice Activation Method
2. Misunderstanding Command Syntax
3. Lack of Feedback on Command

**Success Rate**

1. First Attempt Successful Order ~70-80%
2. Successful Order After 1 Retry ~10-15%
3. Overall Successful Order (including retries) ~95%

**Scale**

1. Concurrent User Handling Capacity - 100% scalability goal
2. VoiceBot System Load ~15-20% of backend resource usage
3. Load Balancer Utilization - Critical at 80-90% traffic loads
4. Error Rate with Scale (if not optimized) - Can rise by 10-15%
5. Success Rate at Scale (well-optimized) - Maintained at 94-97%

**Observations**

- Recognition errors are common with unclear accents or noise.
- Users prefer verbal confirmation of commands.
- Clear activation cues reduce confusion.
- High usage during peak hours can overload the system.

## 6.3 Affinity Mapping

### Research & Context Topic for Online FastFood Website & App Usability Testing

#### Description

#### Project Name: SpiceSync – Fast Food Management System

**Purpose:** A culturally tailored, AI-driven platform for personalized fast-food ordering in Pakistan, offering real-time tracking, regional spice customization, and eco-friendly delivery.

#### Research Objective:

- Evaluate usability of the SpiceSync platform (web/mobile).
- Identify pain points in order placement, AI recommendations, and loyalty rewards.
- Gather feedback to enhance accessibility, multilingual support, and real-time tracking.
- 

#### Testing Methodology:

- **Think Aloud Protocol** – Users verbalize thoughts while using the platform.
- **Observation & Note-Taking** – Record struggles with navigation, customization, and payment.
- **Affinity Diagramming** – Categorize findings into themes for improvements.

# Source & Reference Materials

## **Competitor Systems Studied:**

- Cheezious, McDonald's Pakistan, KFC Pakistan etc

## **Government Reports & Documents:**

- Nielsen Norman Group – Usability Heuristics.
- WCAG 2.1 for Urdu/English multilingual support.

## **Usability & UX Research Guidelines:**

- Direct testing with 5+ participants (from Use Case Tables).
- Surveys targeting families, office workers, and students.

## **User Feedback & Interviews:**

- Direct user testing with 5 participants

## Work Area

- Pain Points
- Existing Features
- Accessibility
- Suggested Improvements
- User Sentiment

Complex menu filters	No saved dietary preferences	App crashes on low-end devices	Spice customization options unclear	No 24/7 customer support
Improve menu organization	Add saved preference option	Optimize for low-end devices	Implement Urdu/English chatbot	Add video tutorials
Loyalty system exists but confusing	Payment options available but JazzCash fails	FAQ exists but lacks examples	Tracking works but GPS lags	Support page exists but slow response
Add spice level visual guide	Optimize mobile performance	Include dietary filters	Make AI suggestions smarter	Enhance halal certification visibility
Users struggle with spice terms	Some users appreciate voice ordering	Frustration with generic meals	Users love regional flavor options	Many users request ingredient transparency

# User Experience (UX) & Navigation

## Ideas

Simplify homepage layout

Add "Quick Order" shortcut

Introduce spice level tutorial

Use cultural imagery for navigation

Add tooltips for complex terms

## Questions

What are the most confusing parts of the platform?

How can we reduce steps for spice customization?

Are users struggling with loyalty point redemption?

What features would help first-time users?

Should we add a personalized dashboard?

# Accessibility & Inclusivity

## Ideas

Implement text-to-speech for menu items

Add spice level audio descriptions

Enable one-hand mobile navigation

Offer video tutorials with Urdu subtitles

## Questions

What accessibility challenges do different user groups face?

Are spice level icons intuitive for elderly users?

What regional dialects should SpiceBot support?

How can we improve form-filling for illiterate users?

Would audio meal descriptions help visually impaired users?

# Support & Training

## Ideas

Launch 24/7 SpiceBot assistant

Add screen-sharing support option

Create Urdu tutorial videos

Implement callback request system

Build community recipe forum

Improve help section navigation

Add chef live Q&A sessions

Develop troubleshooting flowcharts

## Questions

What support channels do users prefer?

How quickly do users expect responses?

Should support be AI-first or human-first?

What training would help elderly users?

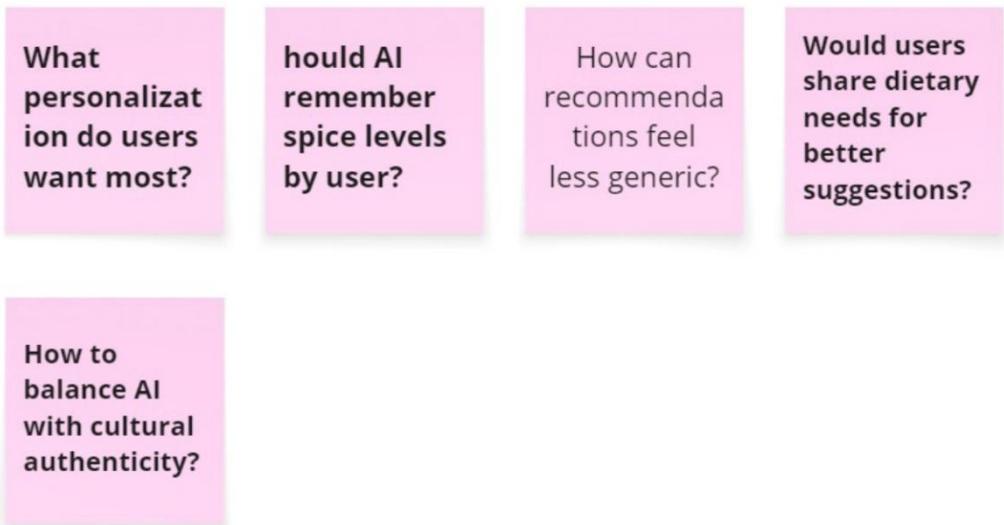
How to make FAQ more culturally relevant?

# AI & Personalization

## Ideas



## Questions



# Payment & Performance

## Ideas

Add backup payment gateways

Implement offline order drafting

Create "Lite Mode" for slow networks

Optimize image compression

Enable payment method saving

Add transaction status notifications

Improve GPS tracking accuracy

Reduce app install size

## Questions

What payment issues occur most?

How can we reduce JazzCash failures?

Should we add cryptocurrency options?

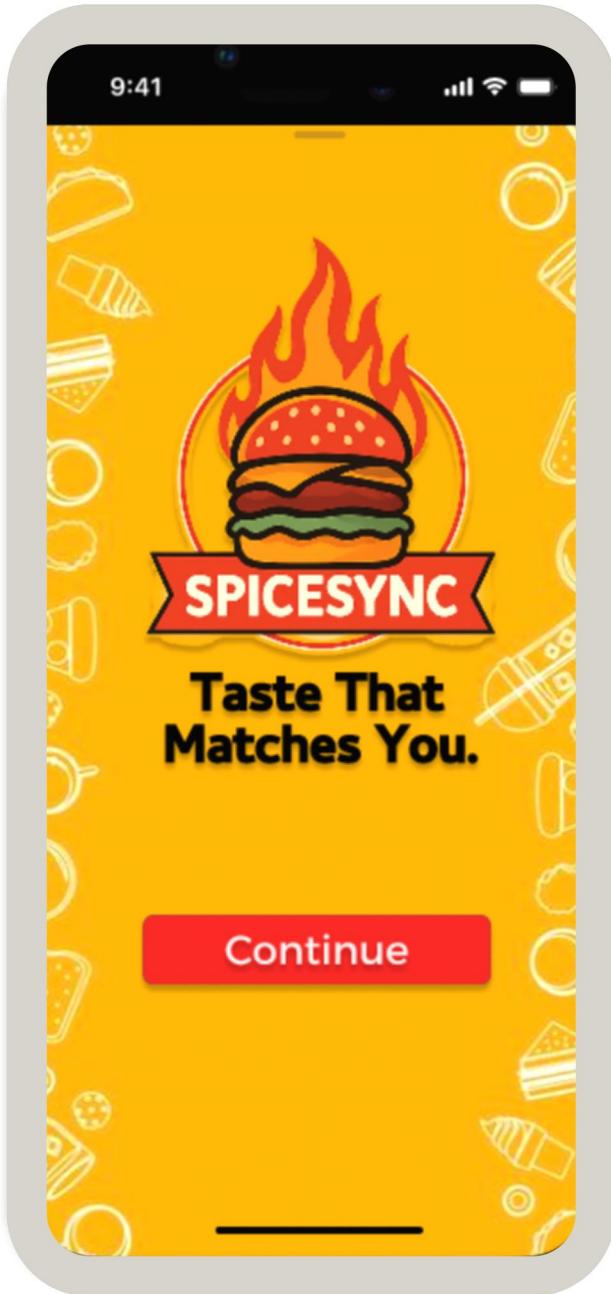
What performance pains do mobile users have?

How to handle peak hour server loads?

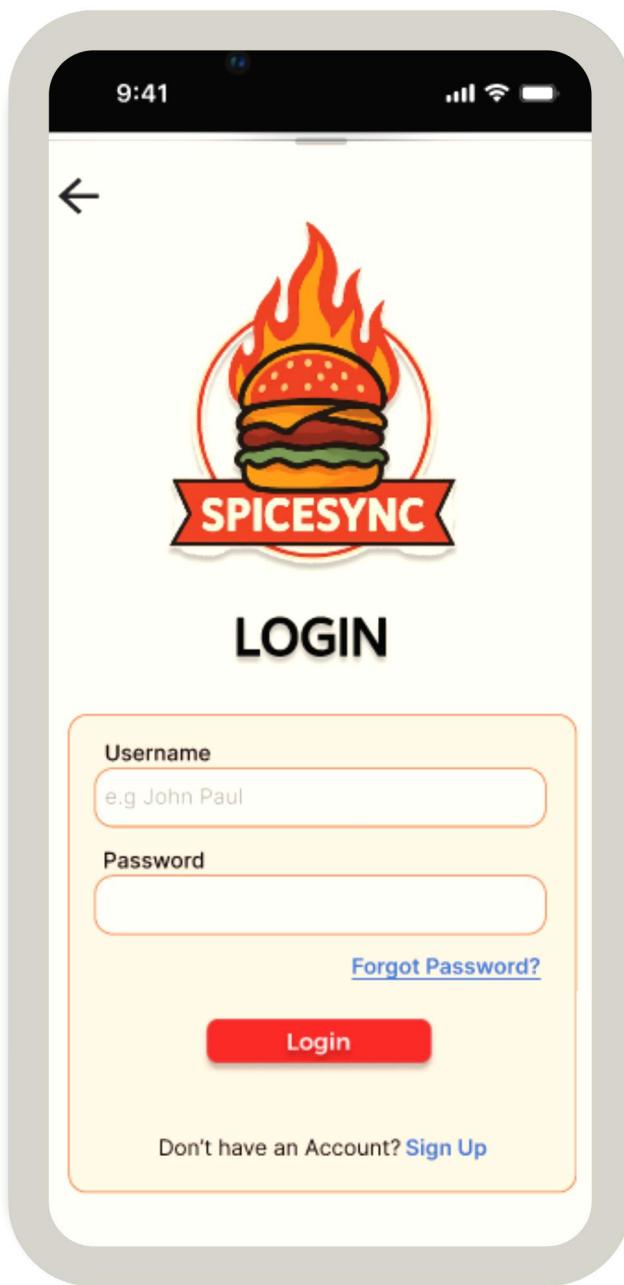
# **ARTIFACT 7**

## **User Interfacing**

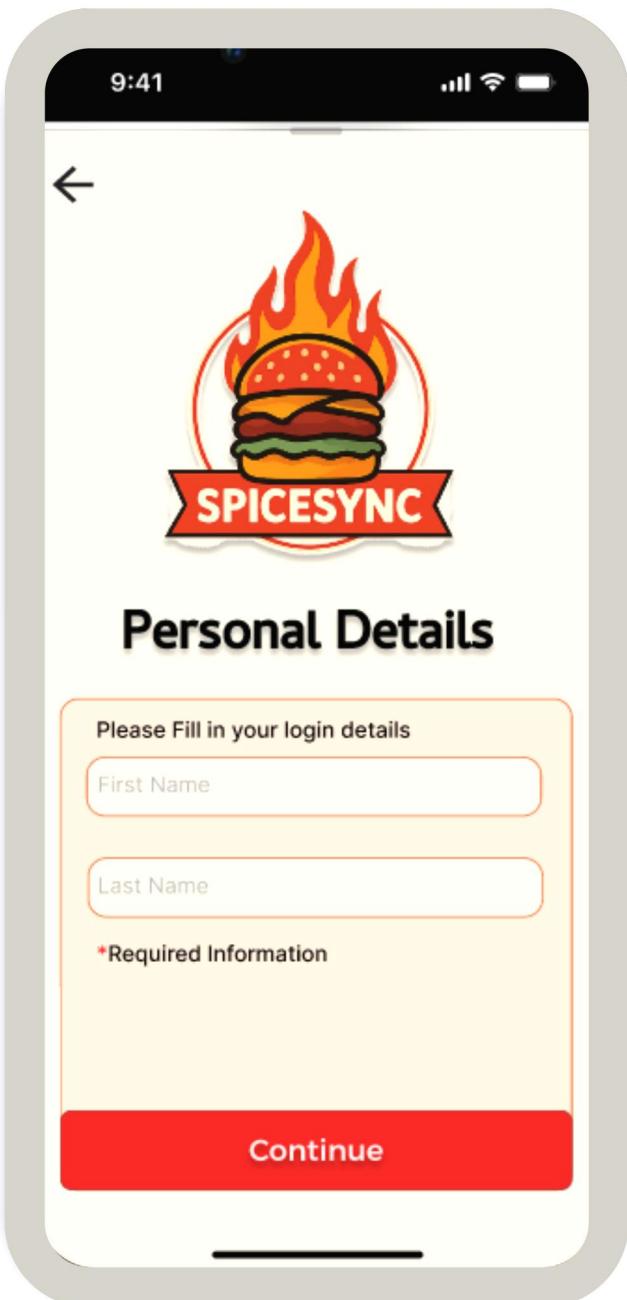
## High-fidelity prototype of Mobile Application



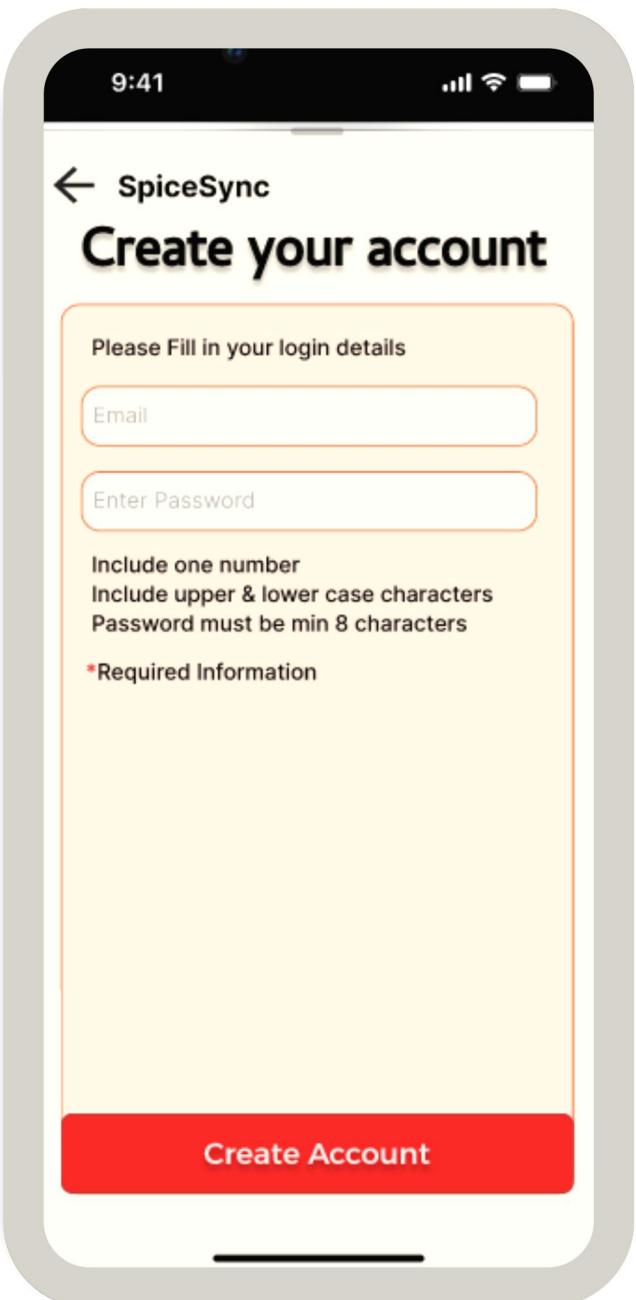
Splash Screen



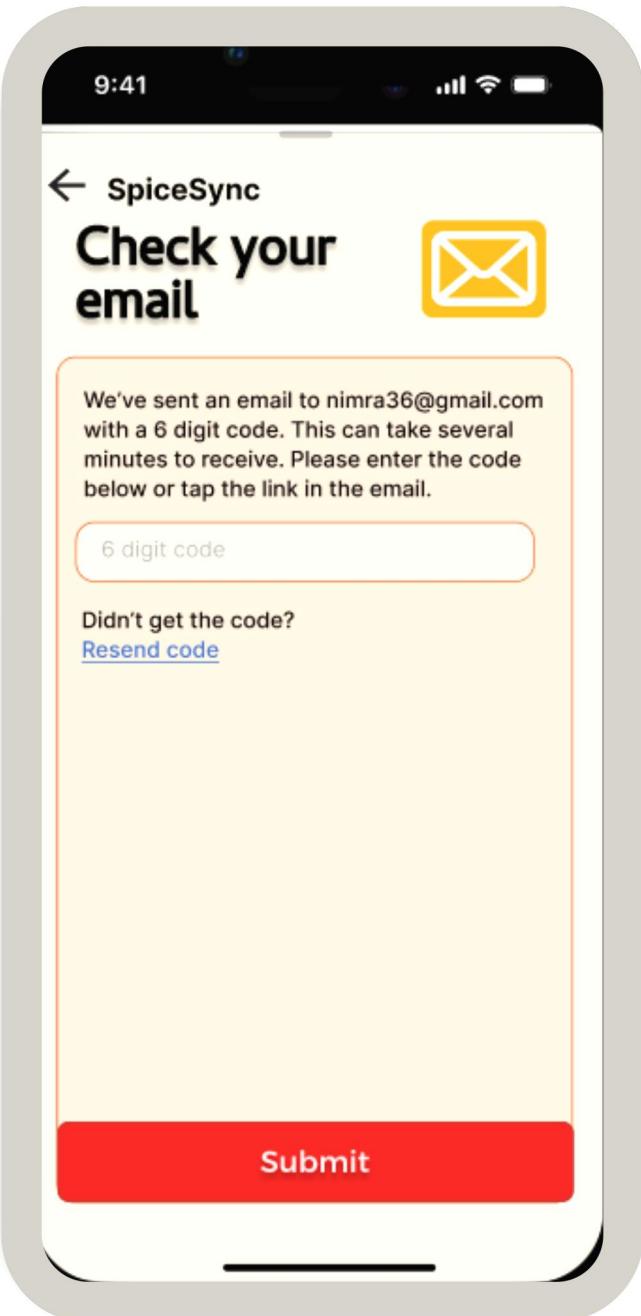
Login



**Personal Details**



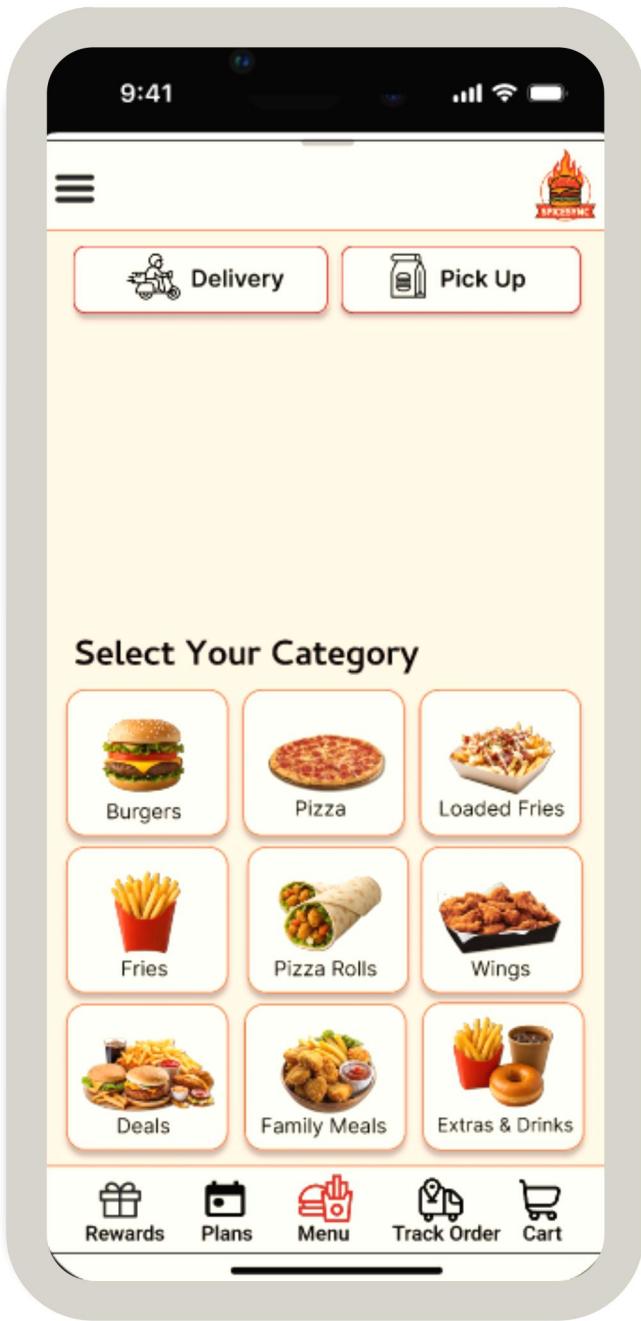
**Create Account**



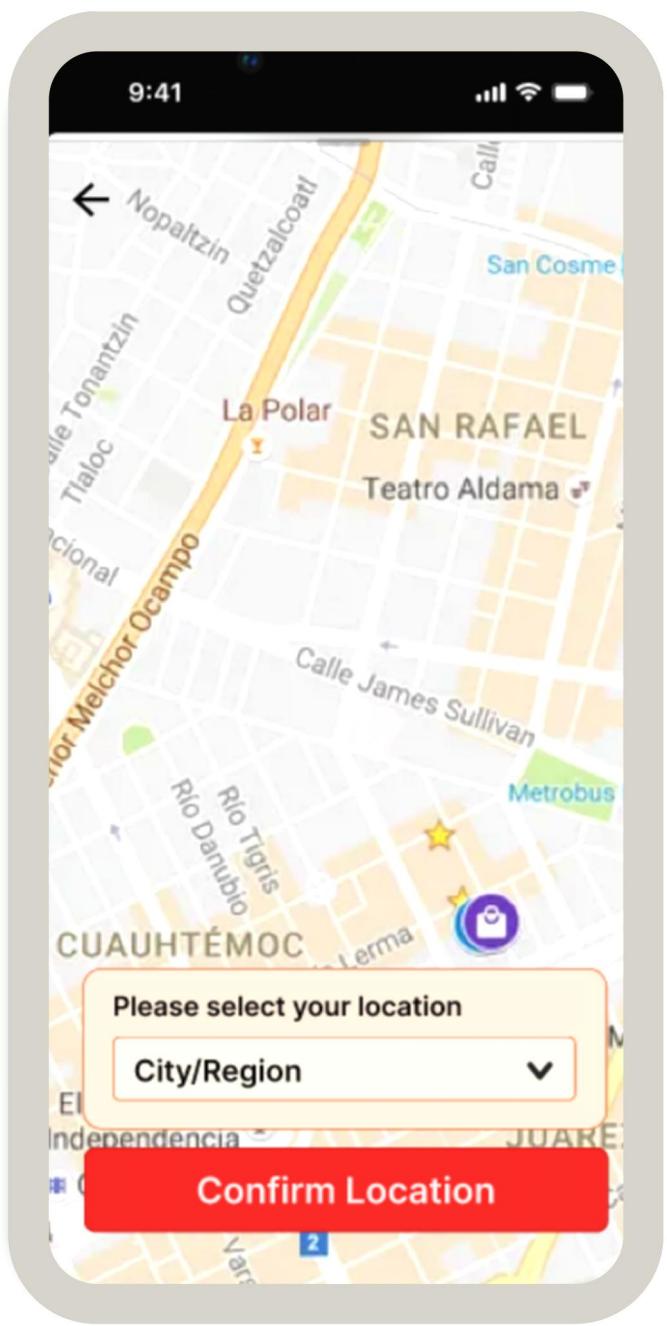
Verify Email



Welcome



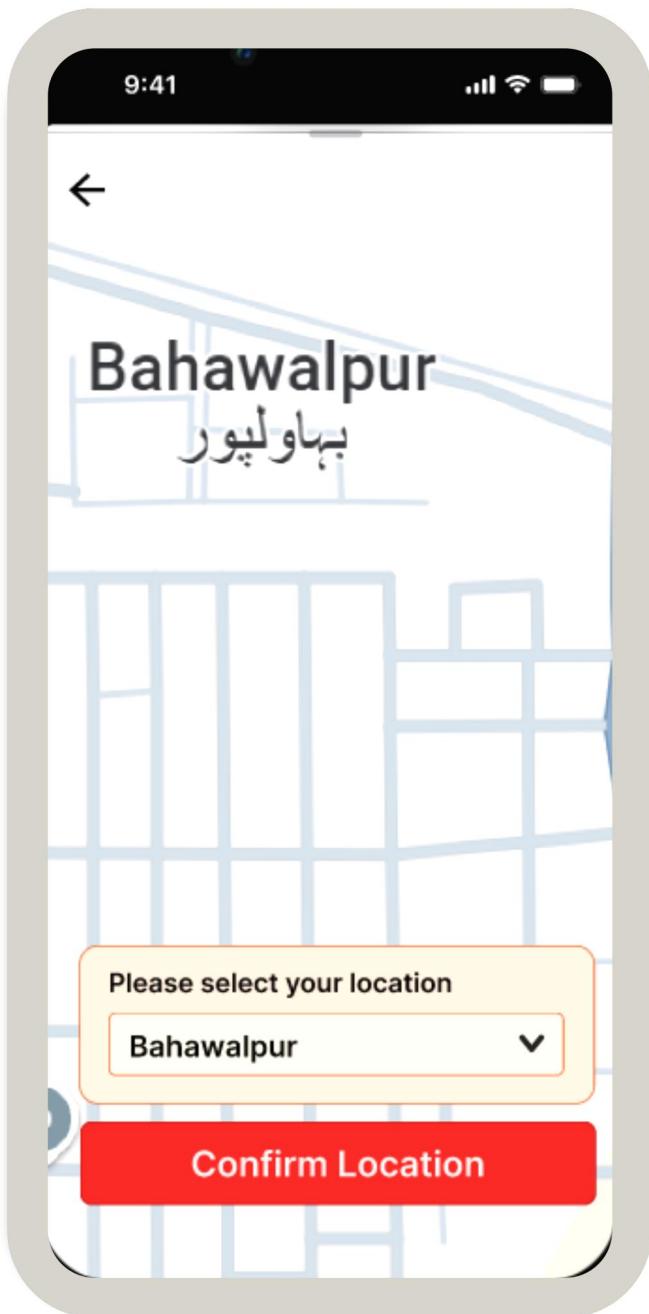
**Home (Menu)**



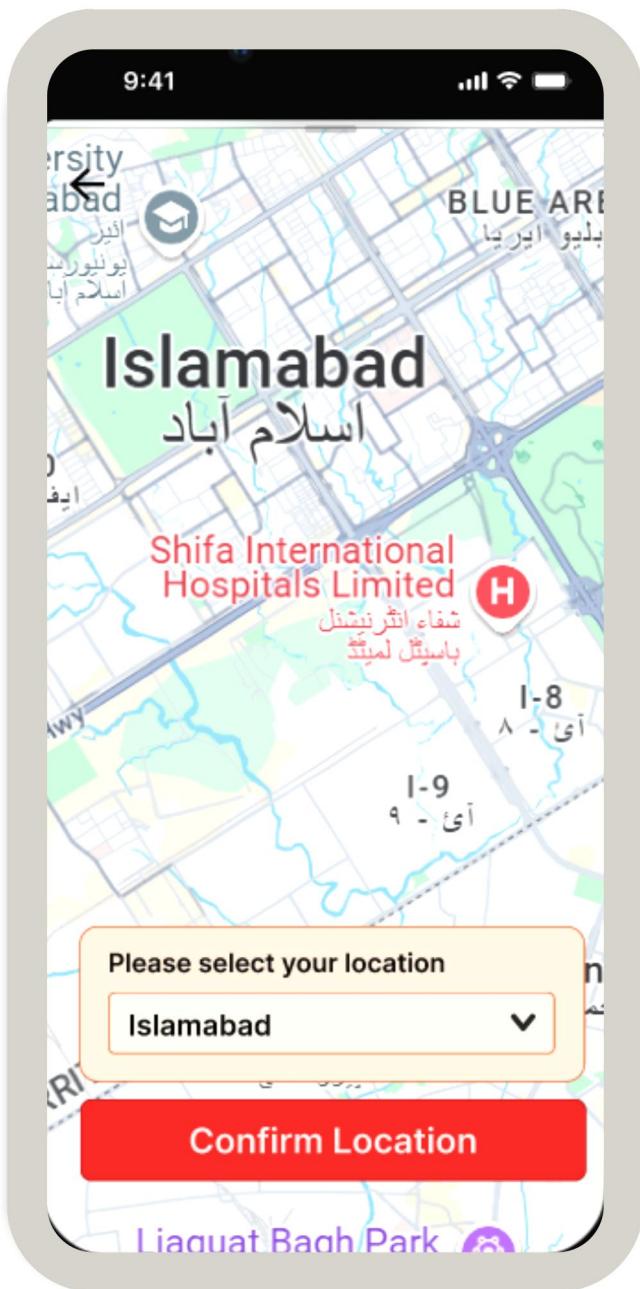
**Delivery**



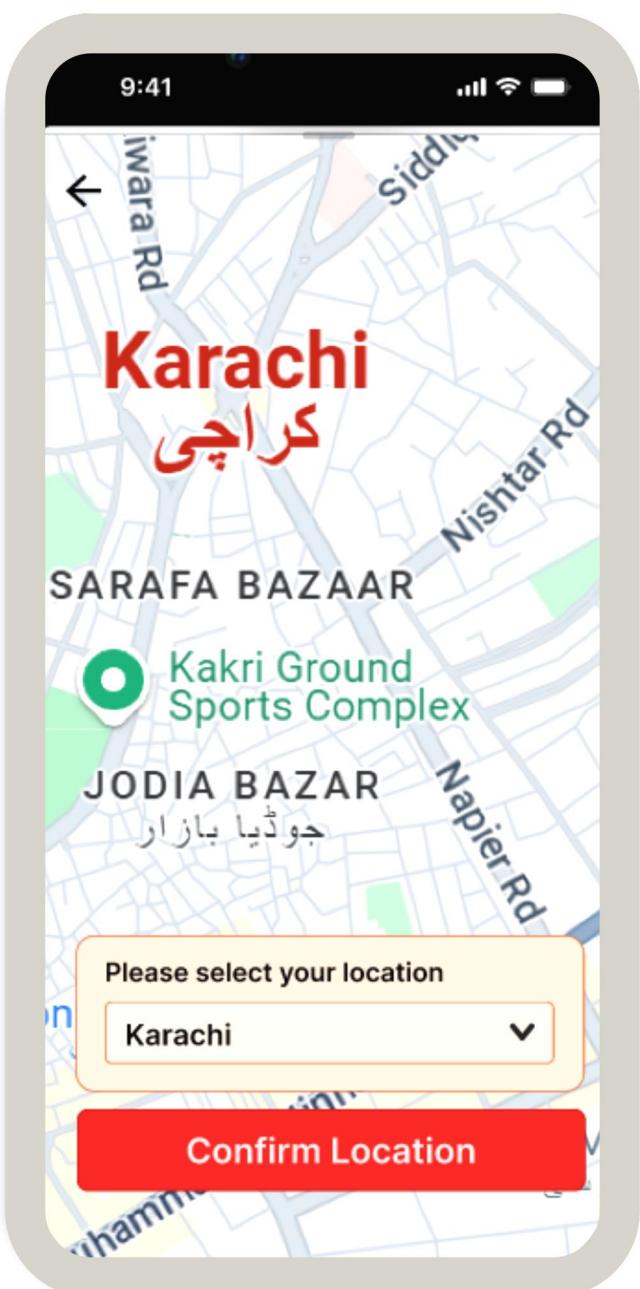
**Abbottabad**



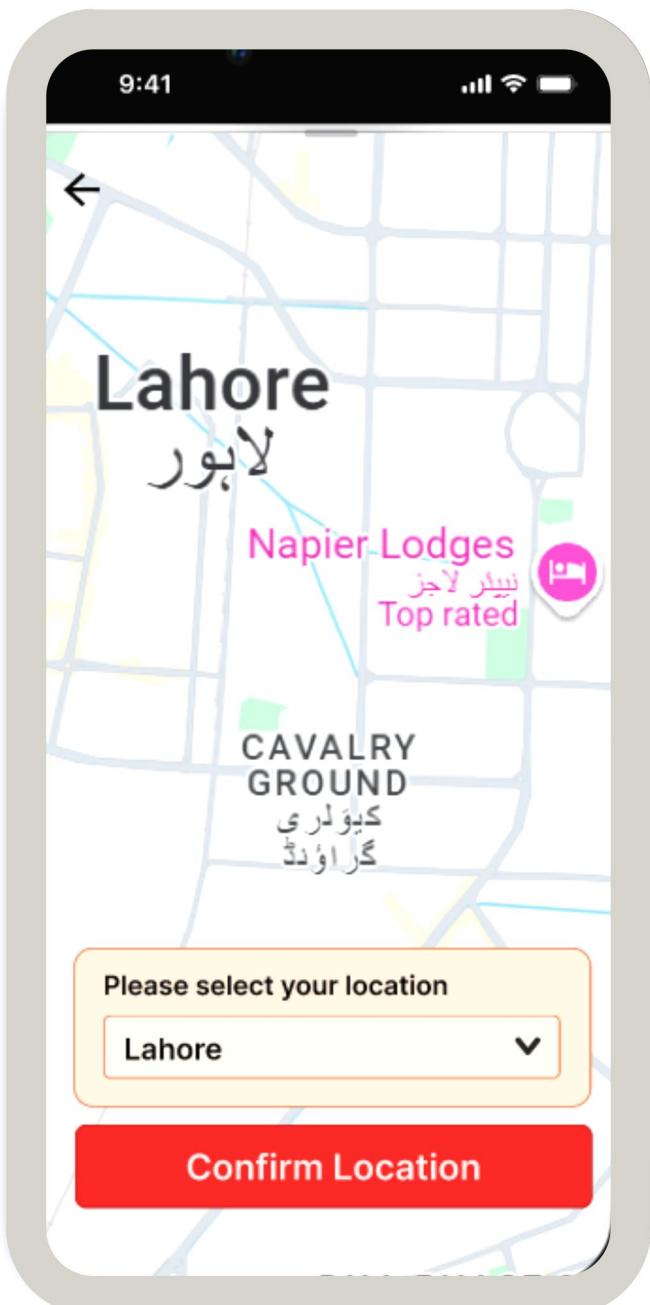
**Bahawalpur**



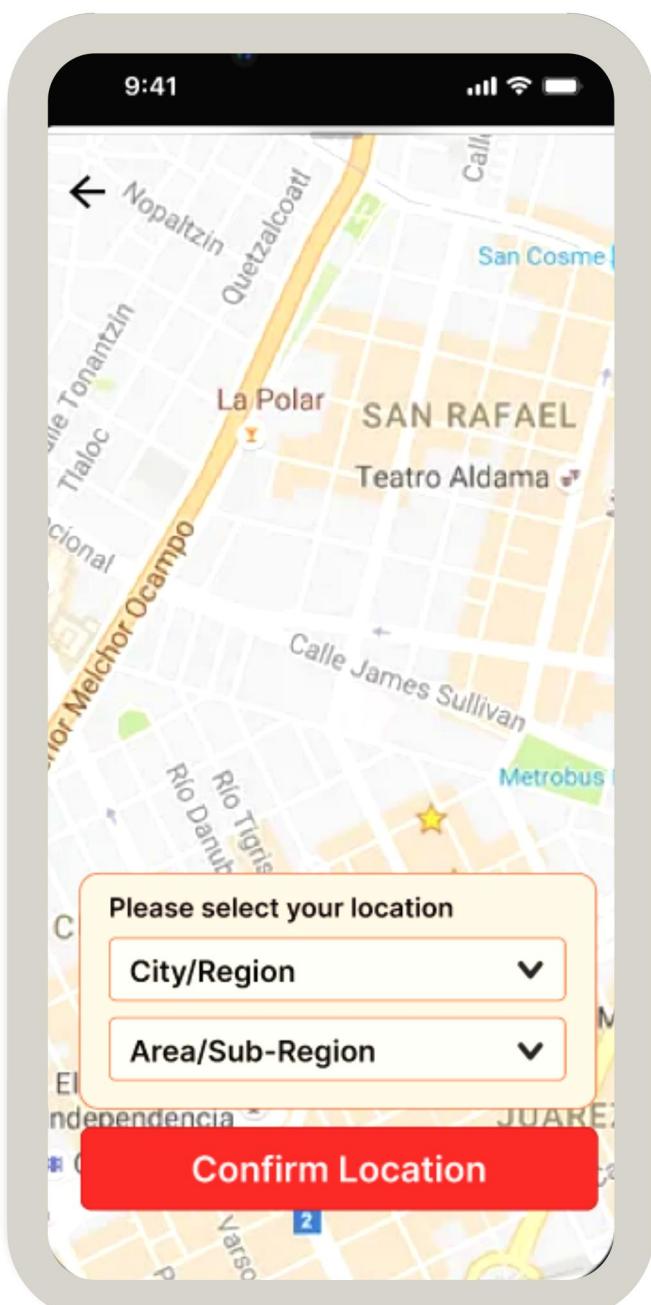
**Islamabad**



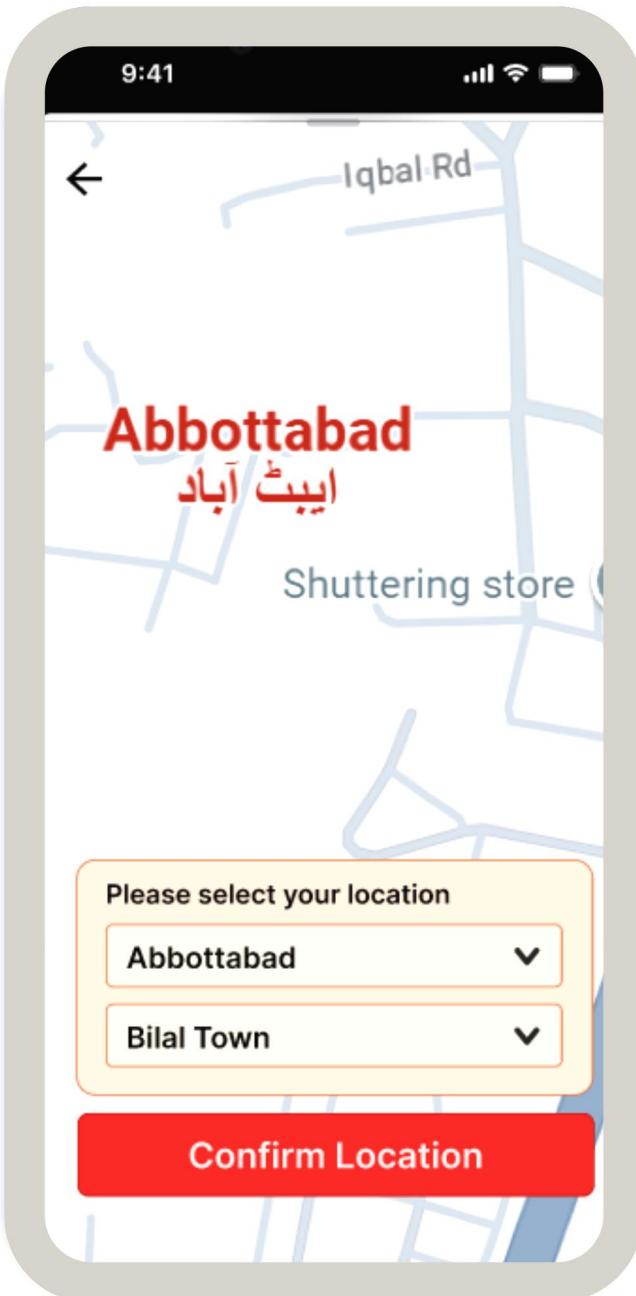
**Karachi**



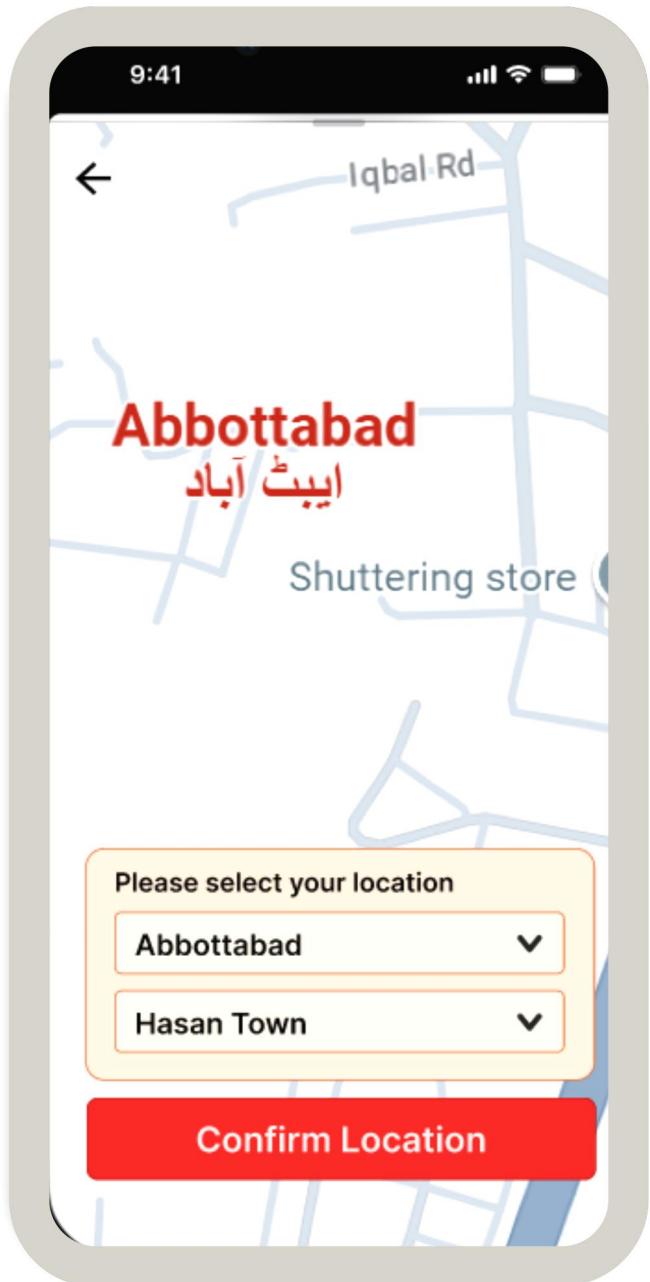
Lahore



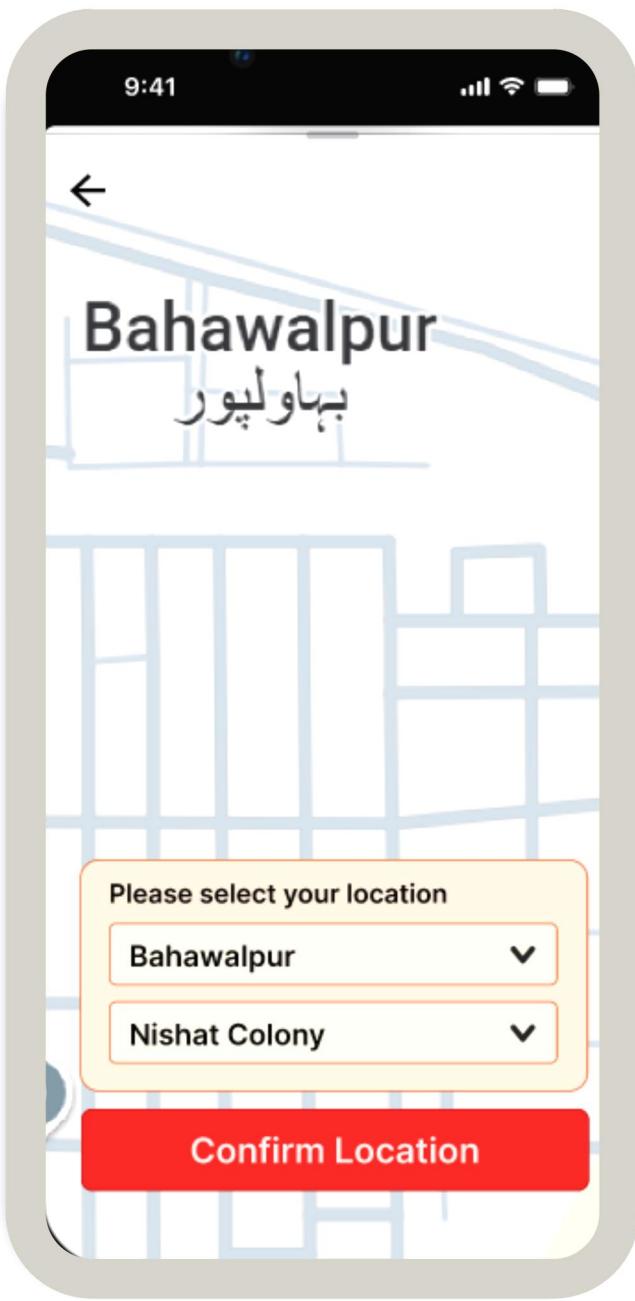
Pickup



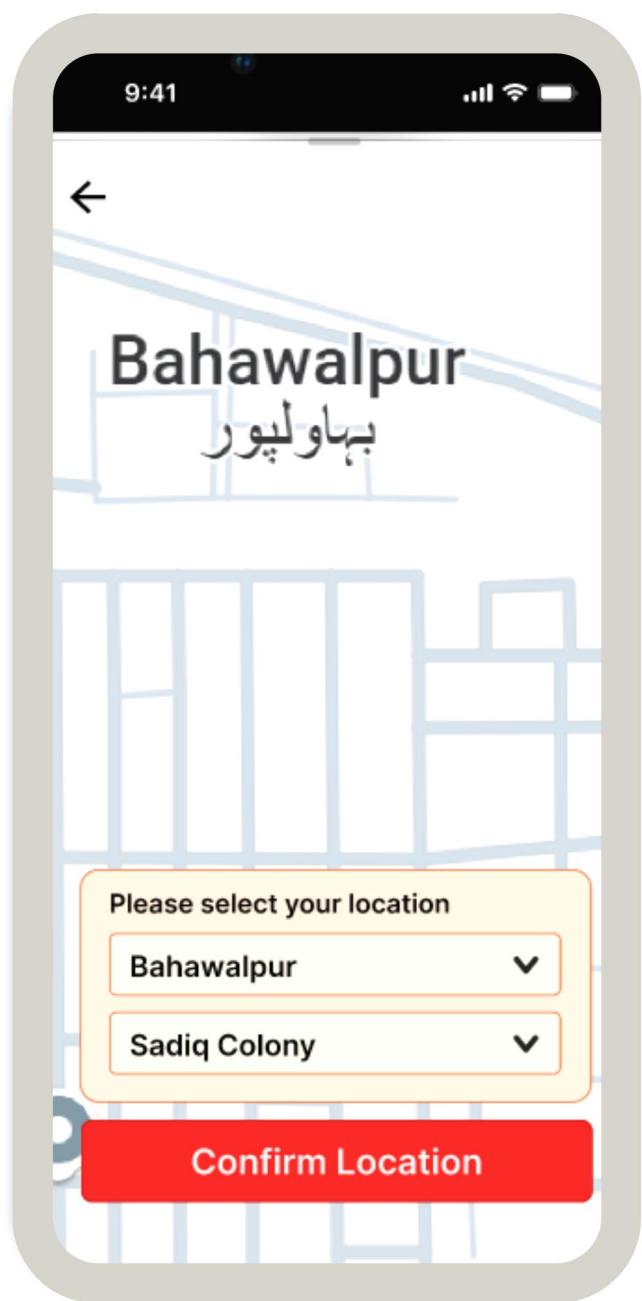
**Bilal Town-Abbottabad**



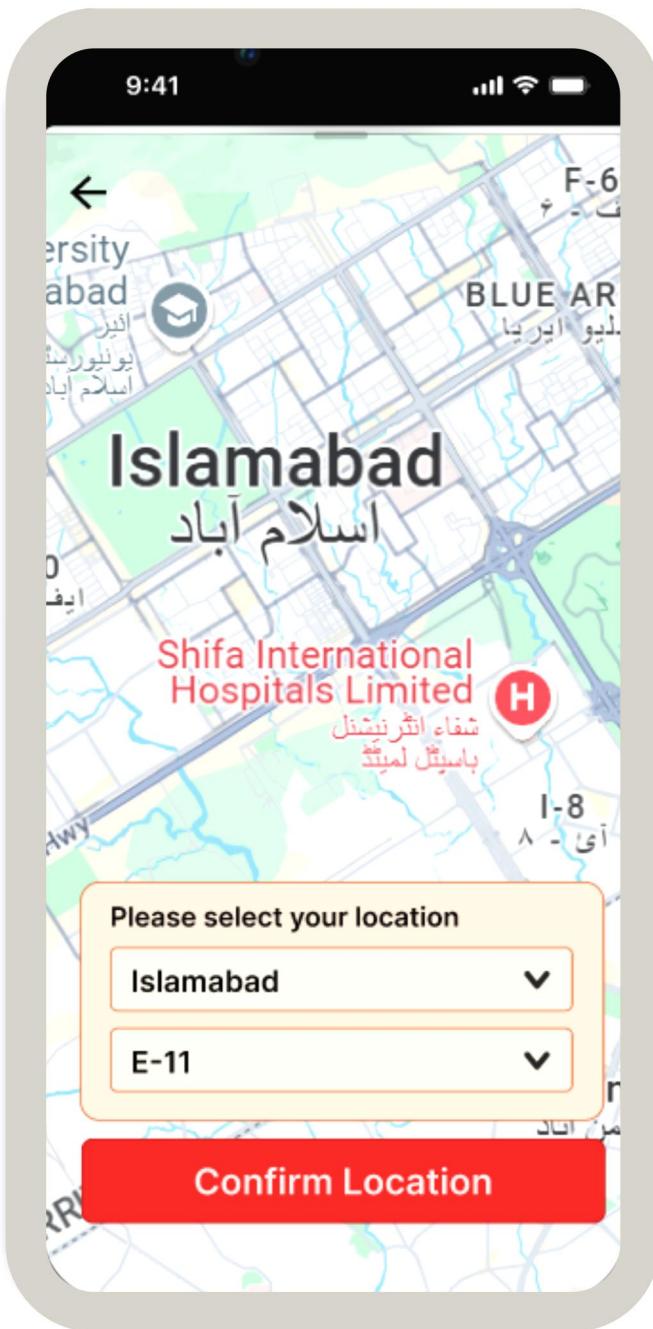
**Hassan Town-Abbottabad**



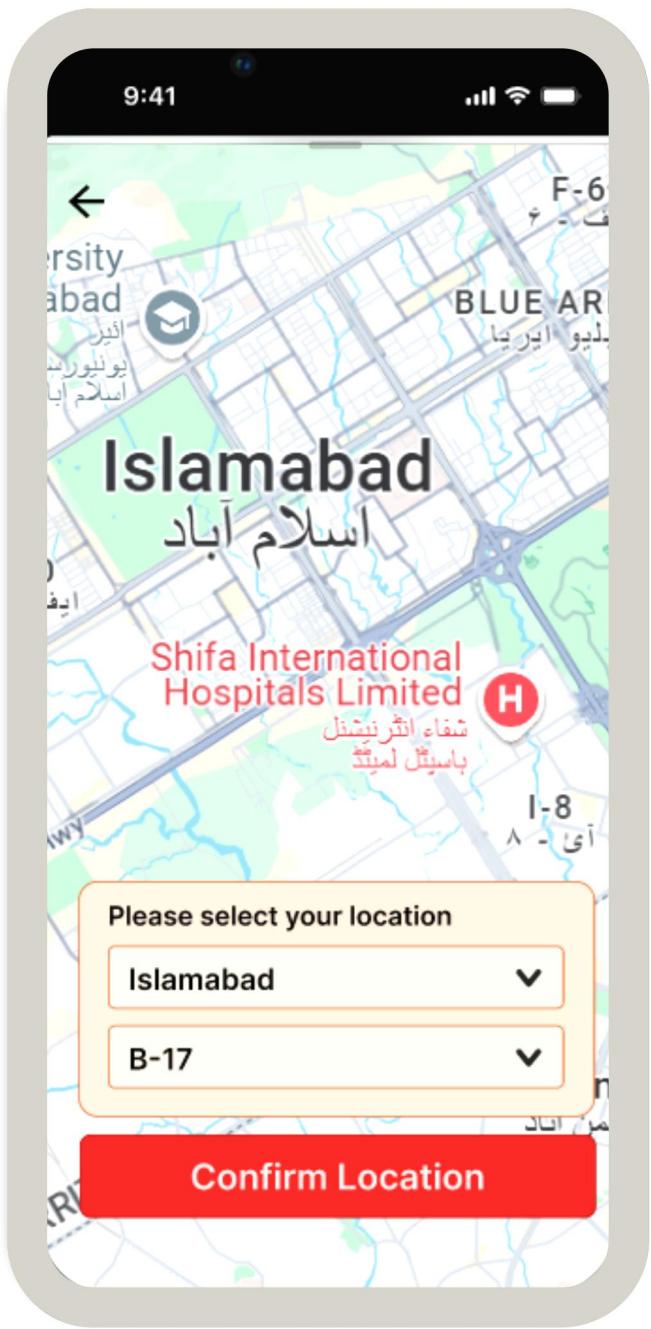
Nishat Colony-Bahawalpur



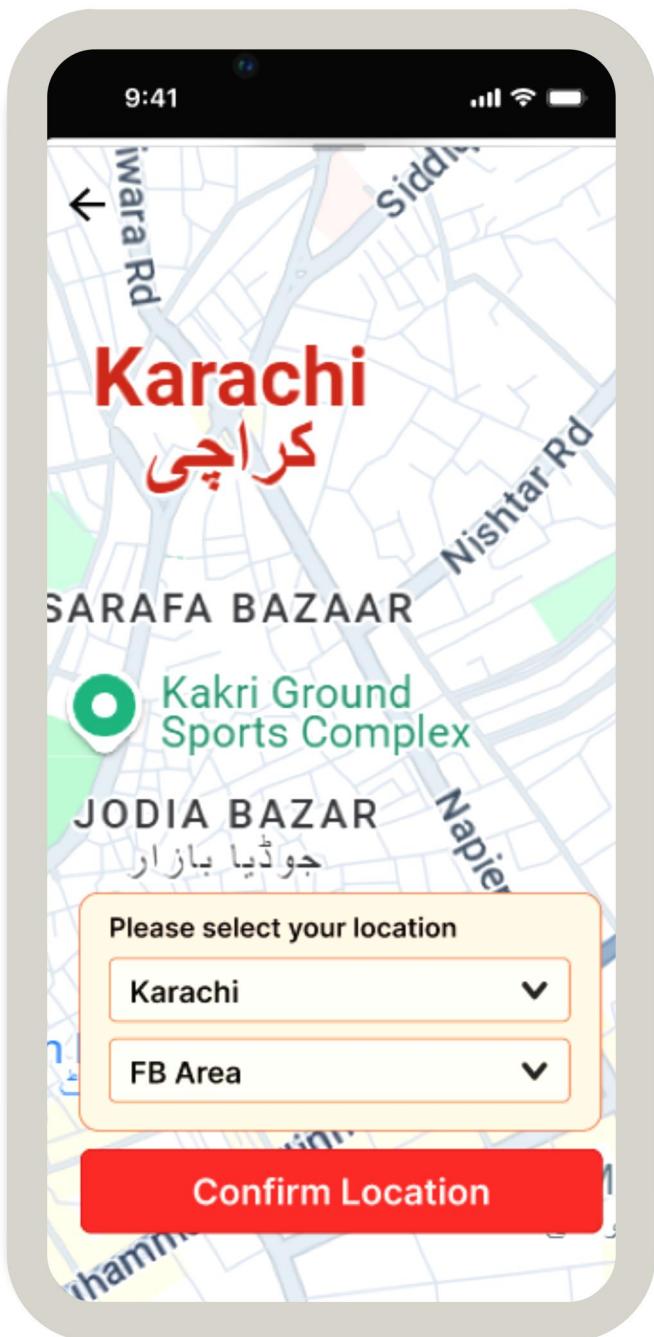
Sadiq Colony-Bahawalpur



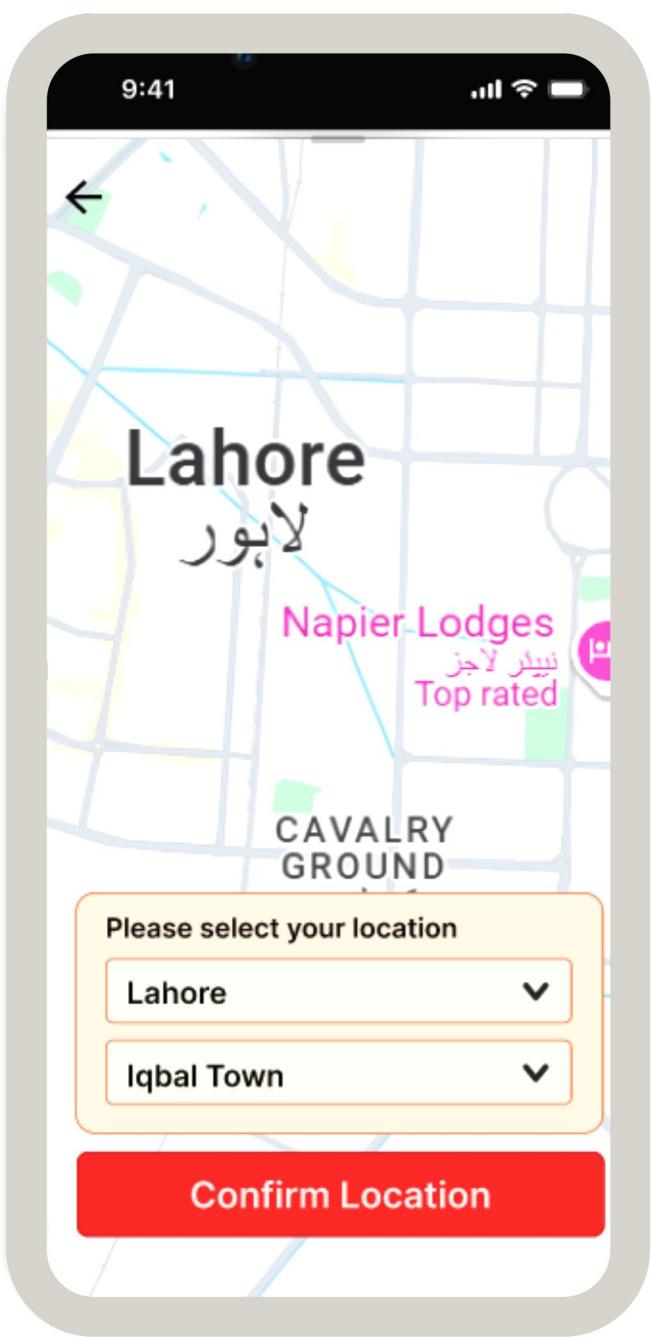
**E 11- Islamabad**



**B – 17 Islamabad**



**FB Area-Karachi**



**Iqbal Town- Lahore**

9:41

Select a burger type to explore flavours!

← Burgers

CLICK!

- Beef Burger >
- Turkey Burger >
- Veggie Burger >
- Lamb Burger >
- Chicken Burger >

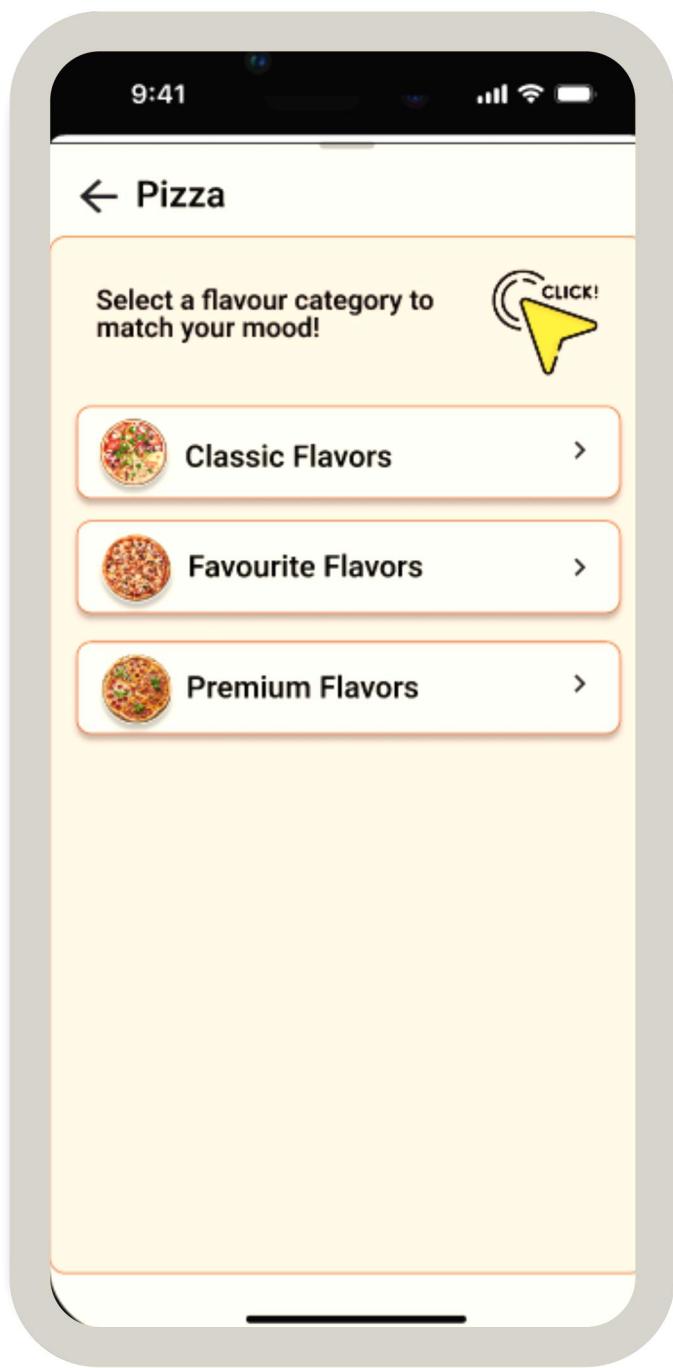
9:41

← Beef Burgers

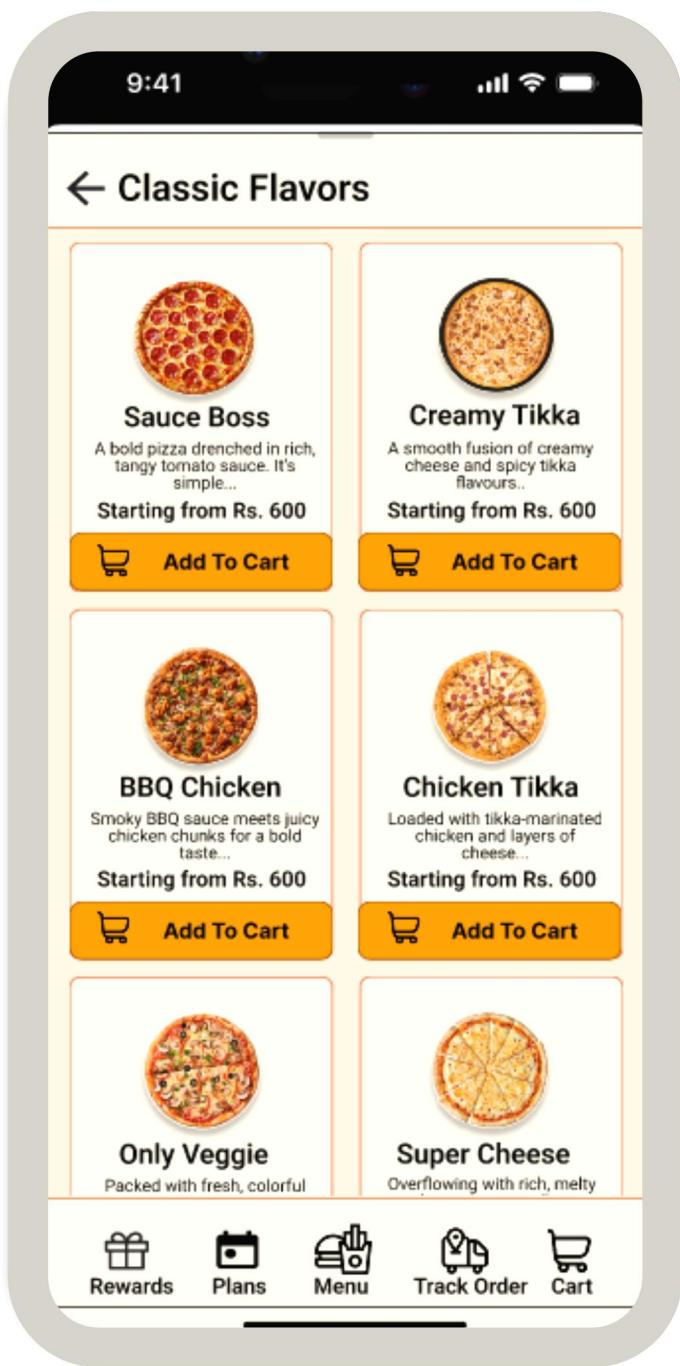
- Classic Beef**  
The Classic Beef burger is made with a soft bun, a juicy beef patty...  
Rs. 420  
 Add To Cart
- Double Trouble**  
Double Trouble is perfect for big appetites. It has two thick beef...  
Rs. 680  
 Add To Cart
- Crispy Zinger**  
Crispy Zinger features a crispy fried beef patty that's crunchy on...  
Rs. 520  
 Add To Cart
- Zesty Ranch**  
The Zesty Ranch burger is full of bold, creamy flavour. It features...  
Rs. 600  
 Add To Cart
- BBQ Blast**  
BBQ Blast is loaded with...  
 Rewards Plans Menu Track Order Cart
- Sweet & Spicy**  
This burger offers a mix of...

Burgers

Beef Burgers



Pizza



Classic Flavours

9:41

← Loaded Fries

**Loaded Nashville Fries**

Nashville Flavors Unite: Spicy Chicken flavored chicken...

Rs. 950

Add To Cart

**Loaded Bomber Fries**

Unveiling the Ultimate Loaded Creation: Chicken Chunks,...

Rs. 950

Add To Cart

**Loaded Doner Fries**

Indulge in premium lean meat, our signature garlic mayo, special chilli...

Rs. 950

Add To Cart

Rewards

Plans

Menu

Track Order

Cart

9:41

← Fries

**Cheddar Cheese Fries**

Cheddar Cheese-Coated Hand-Cut Real Potatoes Await!

Starting from Rs. 650

Add To Cart

**Masala Fries**

Hand-Cut Real Potatoes Dressed in Signature Masala Seasoning!

Starting from Rs. 450

Add To Cart

**Garlic Mayo Fries**

Dive into Garlic Mayo Glory with Hand-Cut Real Potatoes!

Starting from Rs. 620

Add To Cart

**Plain Fries**

Discover the Crown Jewel of Hand-Cut Fries: Your Portion of... Real Potato Perfection!

Starting from Rs. 450

Add To Cart

**Hot Garlic Mayo Fries**

Turn on the Heat with Hot

Add To Cart

Rewards

Plans

Menu

Track Order

Cart

**Loaded Fries**

**Fries**

9:41

← Pizza Rolls



**Peri Peri Pizza Roll**

Flaky crust filled with spicy Peri Peri chicken and melted cheese...

Starting from Rs. 500

Add To Cart



**Chicken Tikka Pizza...**

Tender chicken marinated in traditional tikka spices and...

Starting from Rs. 500

Add To Cart



**Sauce Boss Pizza Roll**

Seasoned spicy beef and melted cheese are encased in a flaky roll...

Starting from Rs. 500

Add To Cart

Rewards   Plans   Menu   Track Order   Cart

9:41

← Wings



**Spicy Korean Wings**

Bite into the ultimate fusion of crispy and creamy—OPTP Wings...

Rs. 650

Add To Cart

Rewards   Plans   Menu   Track Order   Cart

Pizza Rolls

Wings

9:41

Deals

**Ultimate Solo Combo**

The perfect meal for one! Enjoy a satisfying burger paired with our...

Rs. 750

Add To Cart

**Loaded Fry Fiesta**

A flavour adventure featuring our delicious loaded fries paired with...

Rs. 900

Add To Cart

**Winged Pizza**

A fantastic combination for sharing or for a hungry individual! Enjoy...

Rs. 1250

Add To Cart

**Family Fun Meal**

Bringing the authentic taste of Italy, this flavour features...

Rs. 2200

Add To Cart

Rewards

Plans

Menu

Track Order

Cart

9:41

← Family Meals

**Burger & Pizza Combo**

A perfect mix for the family! Enjoy two of our delicious burgers...

Rs. 2800

Add To Cart

**Double Feast**

Double the burgers, double the fun! Four tasty burgers paired...

Rs. 900

Add To Cart

**Trio Deal**

The ultimate family trio! Two delicious burgers, a medium...

Rs. 1250

Add To Cart

**Burger Pizza Lite**

A great value option for a smaller family or gathering! Two tasty...

Rs. 2200

Add To Cart

Rewards

Plans

Menu

Track Order

Cart

Deals

Family Meals

9:41

Extras & Drinks



**Chocolate Dip**

Dive into delight: Tempting Chocolate Dip!

Rs. 120

Add To Cart



**Garlic Mayo Dip**

Dive into Sauce World: Elevate Your Meal with Garlic Mayo Magic!

Rs. 120

Add To Cart



**Hot Garlic Dip**

Sauce Sensation: Elevate Your Dish with Hot Garlic Mayo Wonder!

Rs. 120

Add To Cart



**Cheddar Cheese Dip**

Hydration Essential: Opt for Mineral Water to Stay Fresh

Rs. 150

Add To Cart



**Mineral Water**

Hydration Essential

Add To Cart



**Pepsi**

A Refreshment Choice

Add To Cart

Rewards   Plans   Menu   Track Order   Cart

9:41

My Cart



No Items Here!

OK

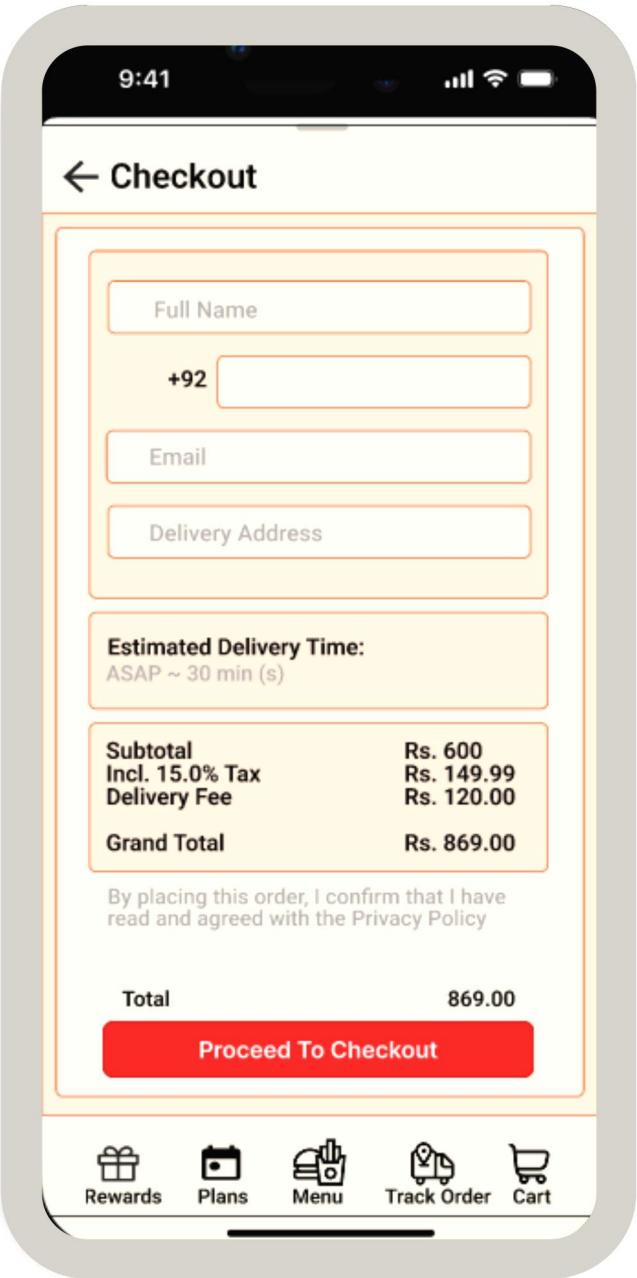
Rewards   Plans   Menu   Track Order   Cart

Extras &Drinks

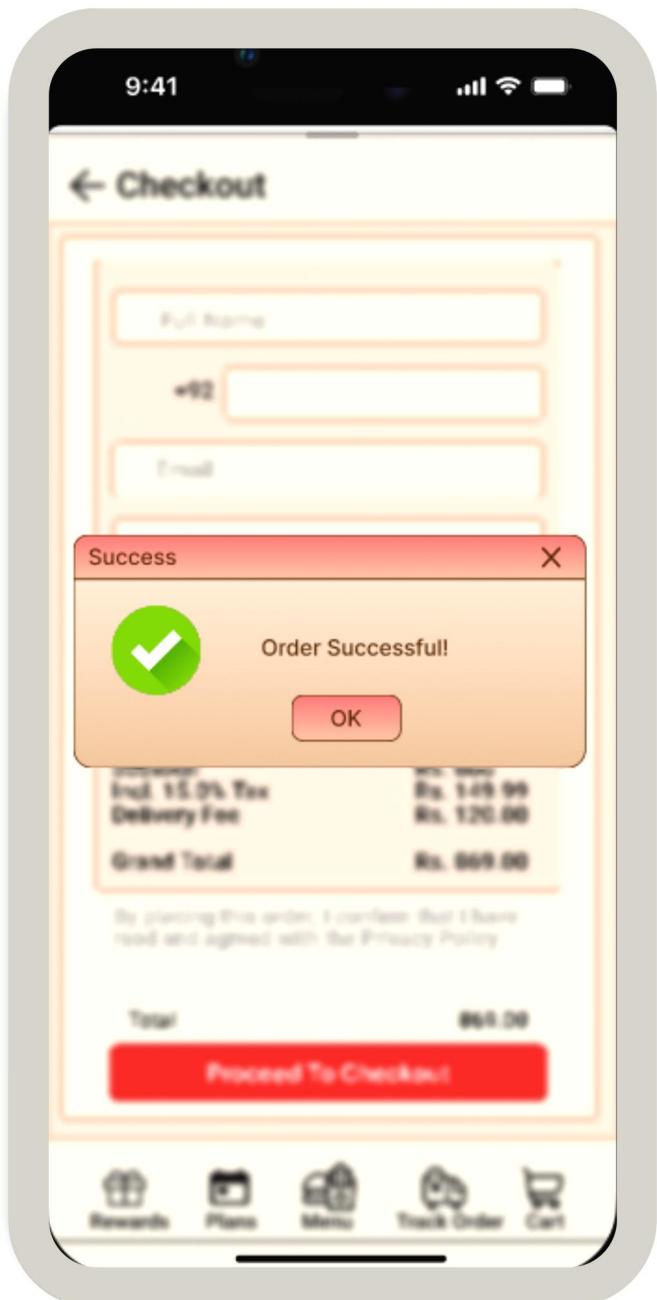
Add To Cart



Added To Cart

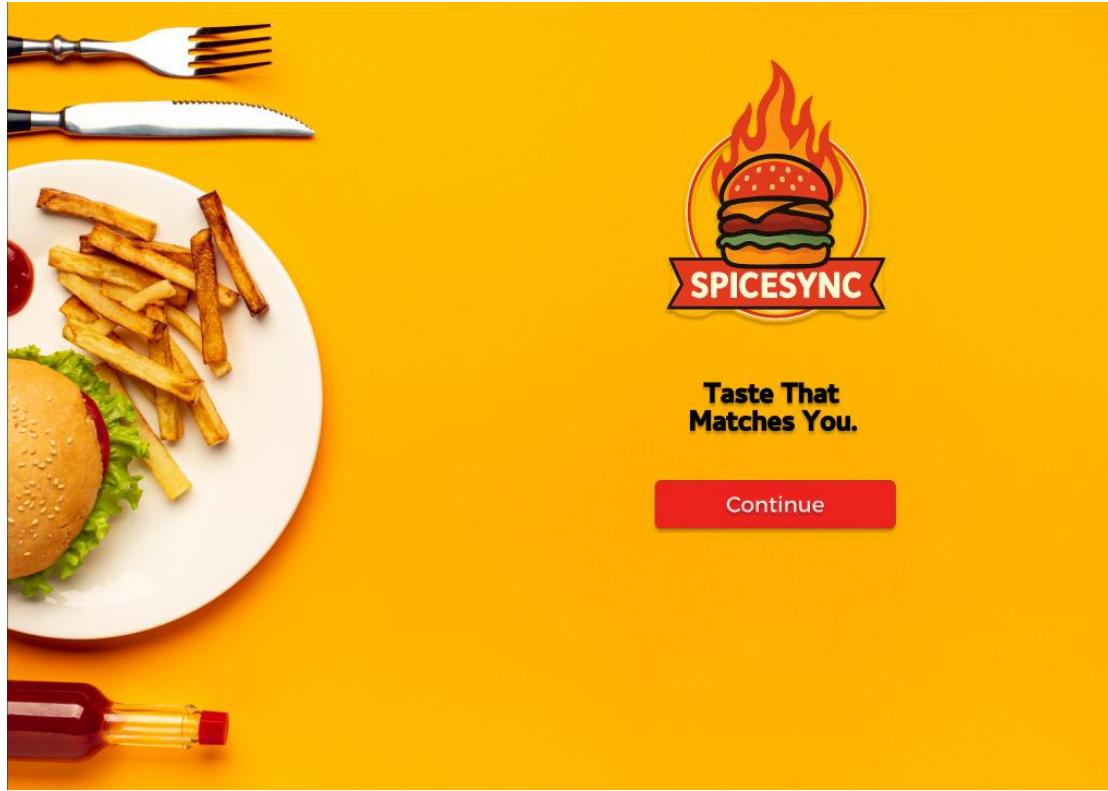


Checkout

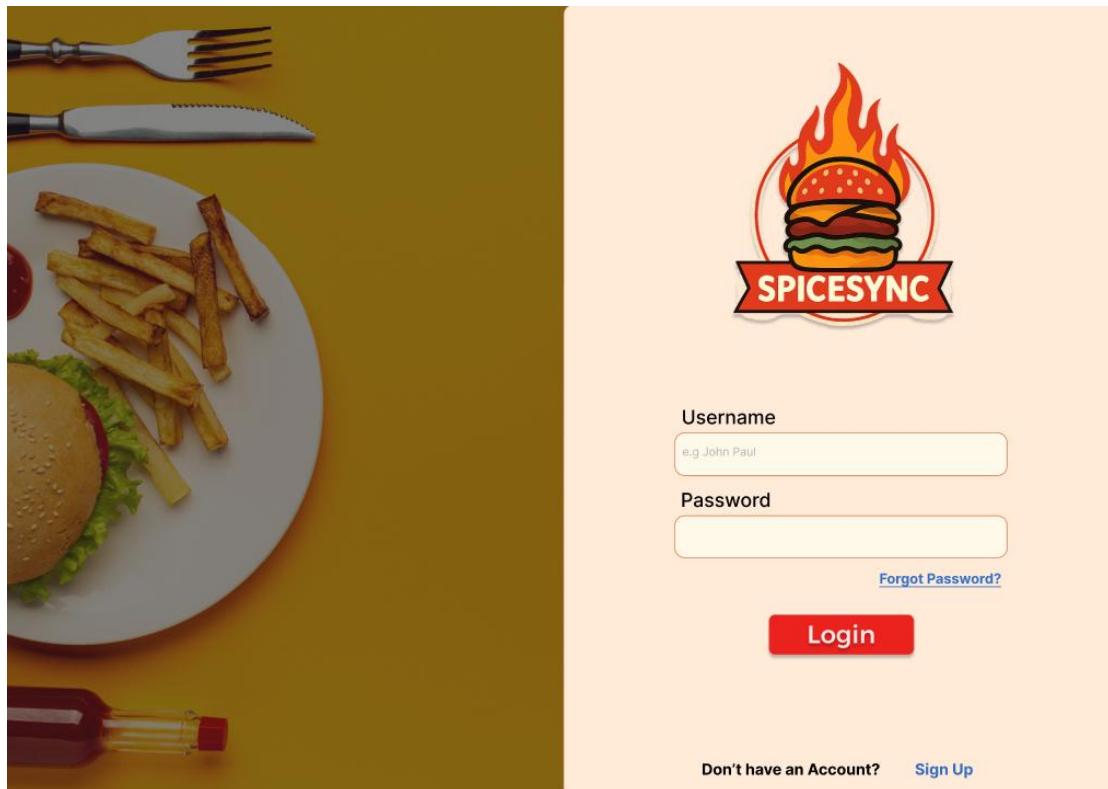


**Order Successful**

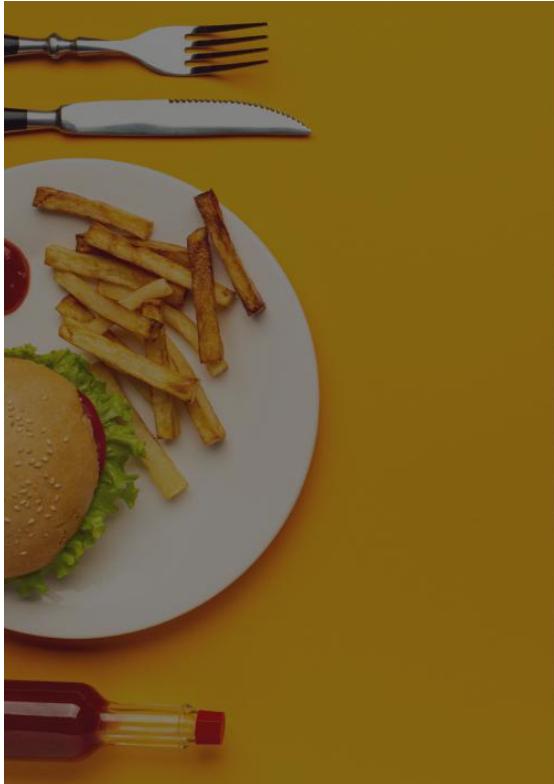
# High-fidelity prototype of Website Splash Screen



## Login



# Sign Up



**SPICESYNC**

### Personal Details

Please fill in your login details

First Name

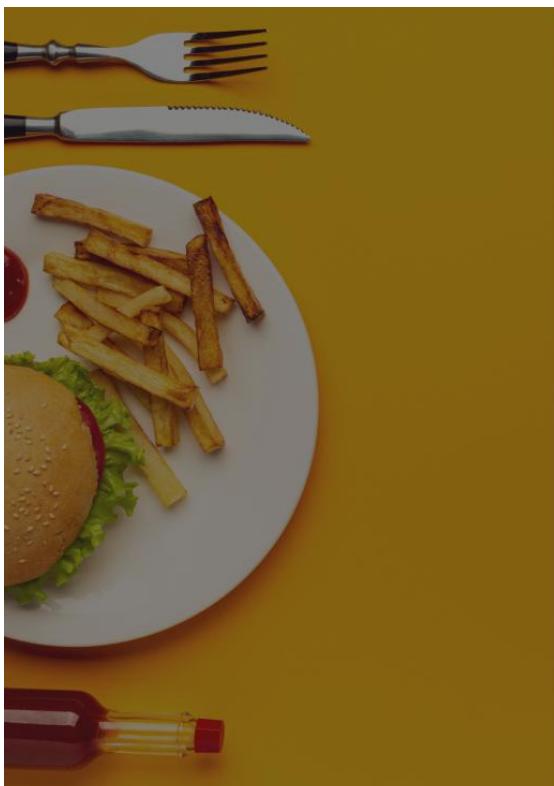
Last Name

\*Required Information

**Continue**

The right side of the screen displays the Spicesync logo, which is a stylized hamburger with a烈火 (flame) on top, all contained within a circular frame. Below the logo is the word "SPICESYNC" in bold, black, uppercase letters. The main title "Personal Details" is centered above two input fields. A placeholder "First Name" is in the first field, and "Last Name" is in the second. A note "Required Information" with an asterisk is positioned between the fields. At the bottom is a red rectangular button labeled "Continue".

# Create Account



**SPICESYNC**

### Create your account

Please fill in your login details

Email

Password

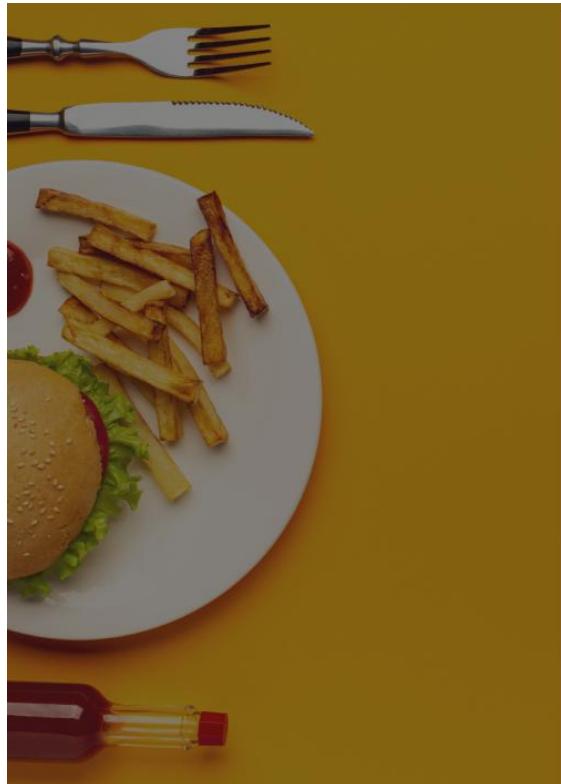
• Include one number  
• Include upper & lower case characters  
• Password must be min 8 characters

\*Required Information

**Create Account**

The right side of the screen displays the Spicesync logo, which is a stylized hamburger with a烈火 (flame) on top, all contained within a circular frame. Below the logo is the word "SPICESYNC" in bold, black, uppercase letters. The main title "Create your account" is centered above two input fields. A placeholder "Email" is in the first field, and "Password" is in the second. Below the fields is a list of password requirements: "Include one number", "Include upper & lower case characters", and "Password must be min 8 characters". A note "Required Information" with an asterisk is at the bottom. At the bottom is a red rectangular button labeled "Create Account".

## Email Verification



**Check your E-mail**

We've sent an email to nimra36@gmail.com with a 6 digit code. This can take several minutes to receive. Please enter the code below or tap the link in the email.

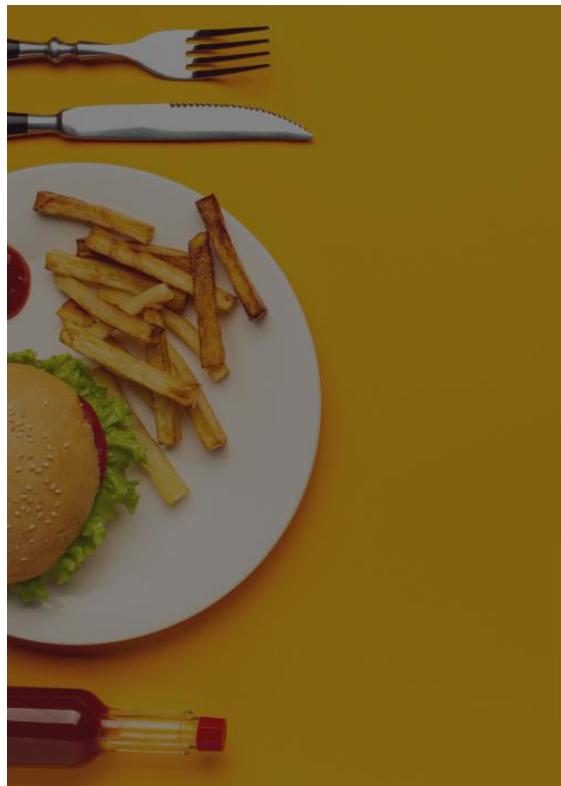
6 Digit Code. \*\*\*\*\*

[Didn't received the code?](#)  
[Resend code](#)

\*Required Information

**Submit**

## Required Information



**Nice to meet you!** 😊

**How can we tailor your experience?**  
Share your personal data so that we can prepare some personal deals just for you.

**Gender**

Male/Female

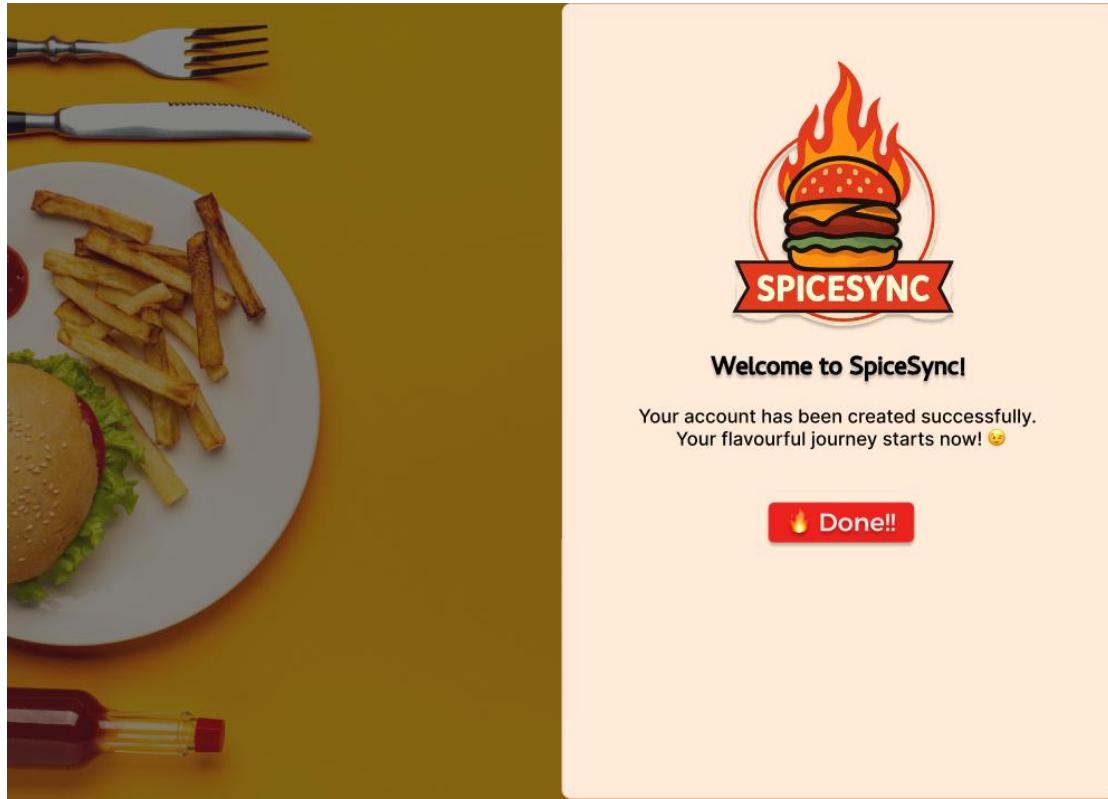
**Date of Birth**

DD/MM/YYYY

\*Required Information

**Continue**

# Welcome Page



## Menu

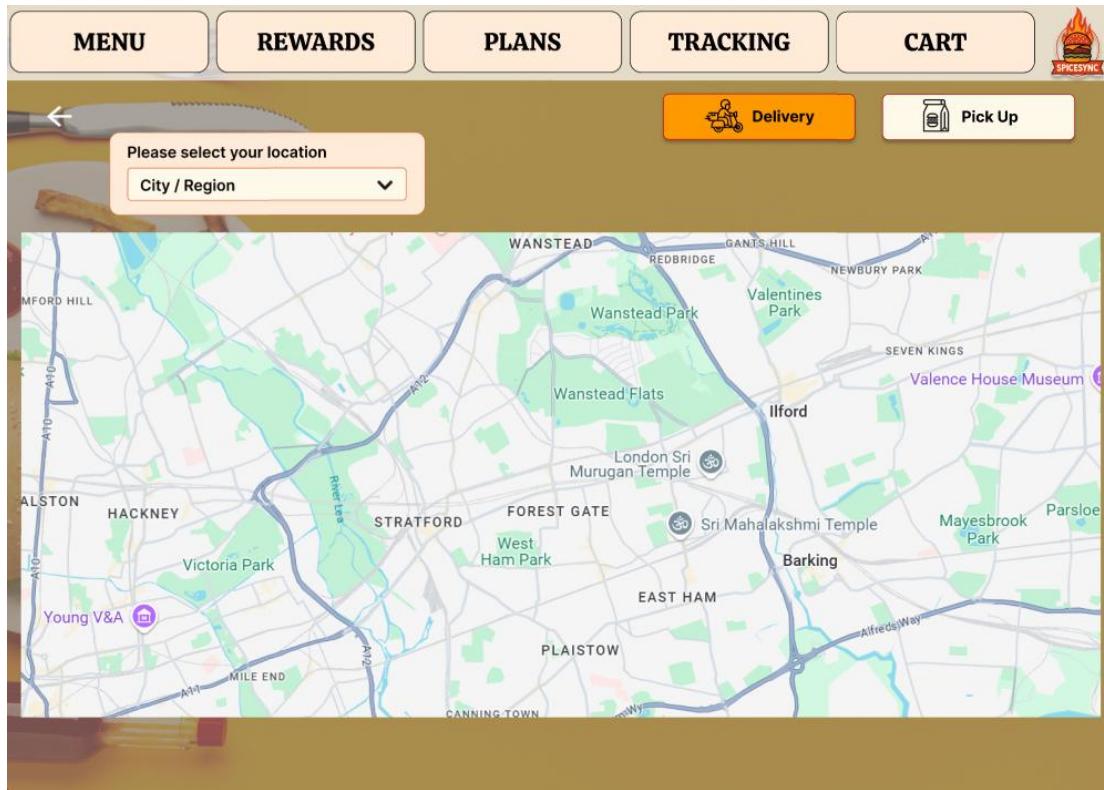
The menu interface features a top navigation bar with tabs: MENU (highlighted in orange), REWARDS, PLANS, TRACKING, and CART. To the right of the navigation is a small "SPICESYNC" logo. Below the navigation, there's a section titled "← SELECT YOUR CATEGORY :" with two buttons: "Delivery" and "Pick Up". The main content area displays nine categories of food items in a grid format:

- Burgers
- Pizza's
- Loaded Fries
- Fries

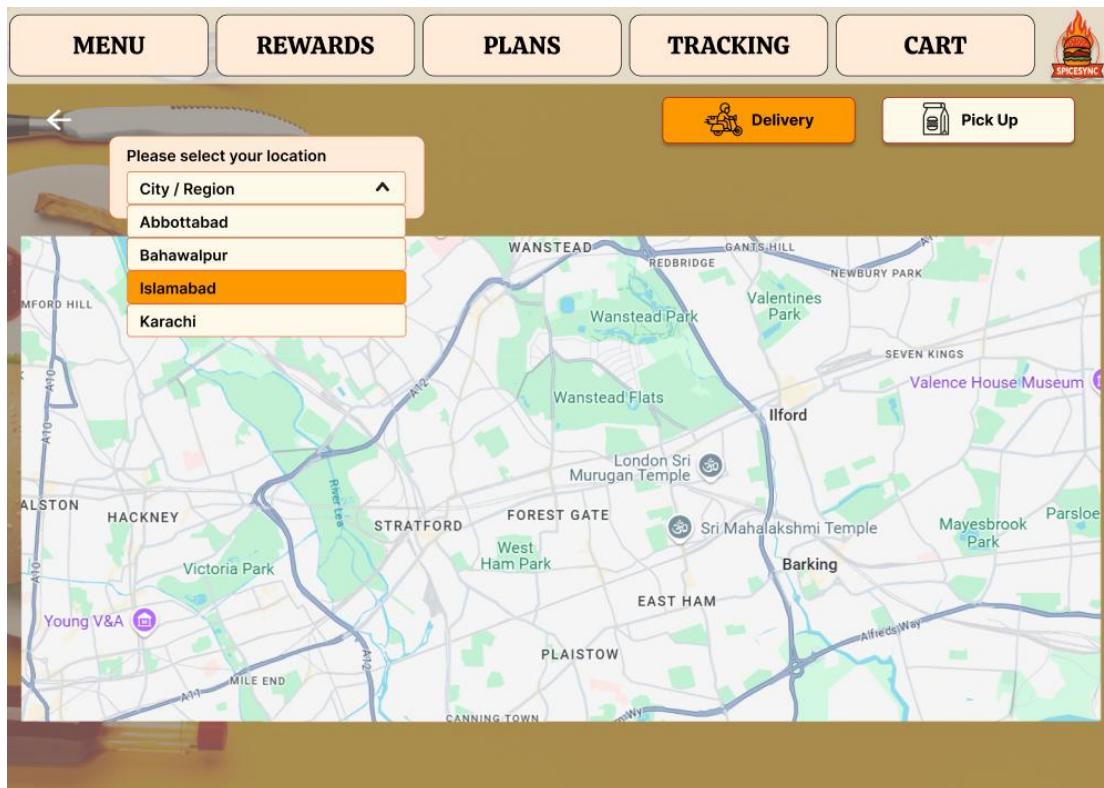
- Pizza Rolls
- Wings
- Deals
- Family Meals

- Extras & Drinks

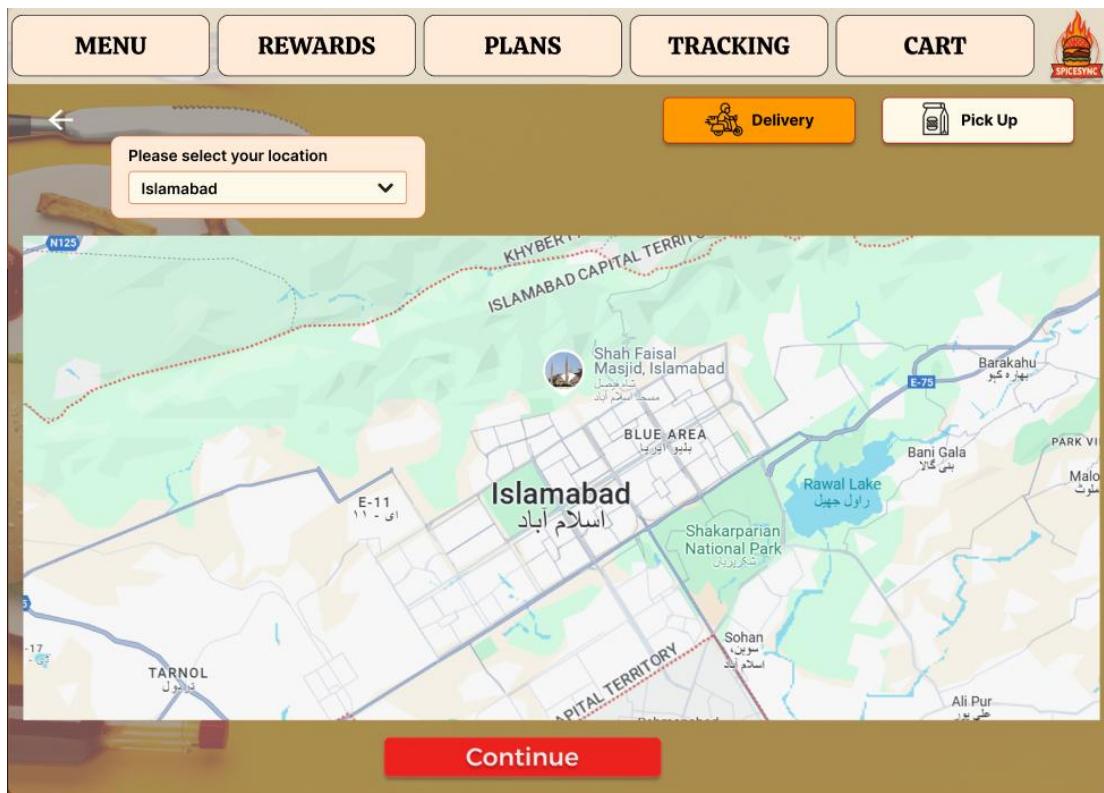
# Delivery



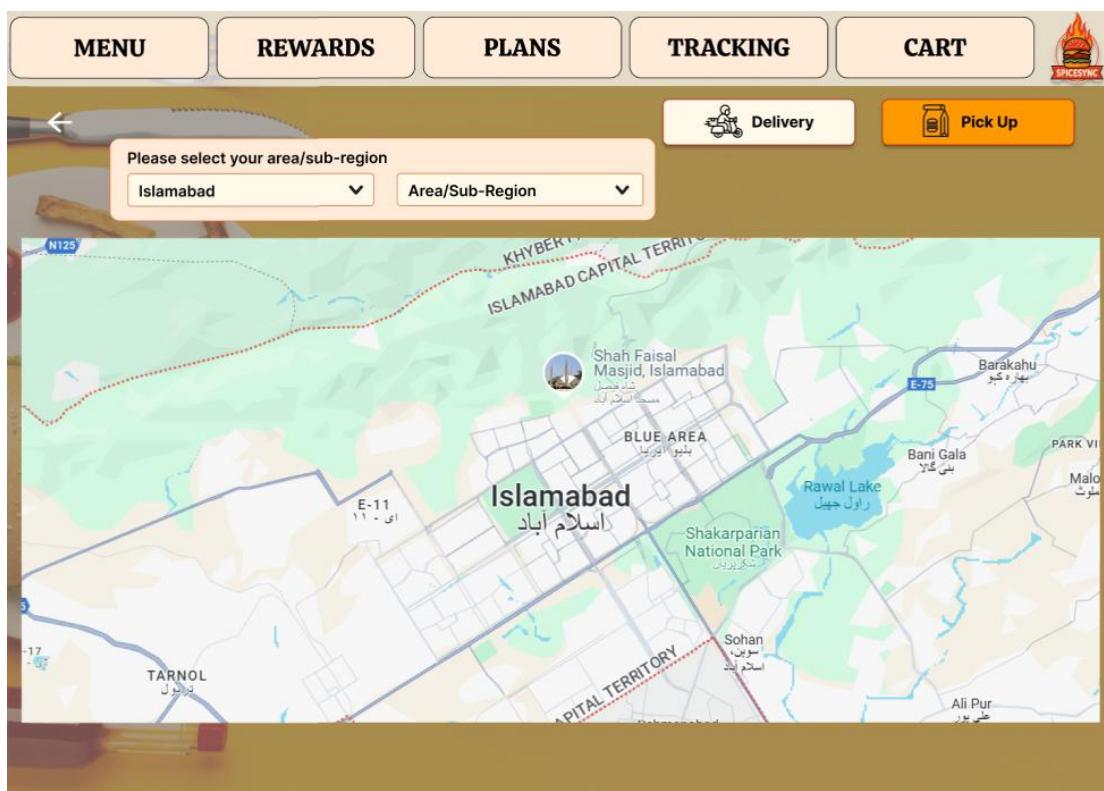
## Select Delivery City



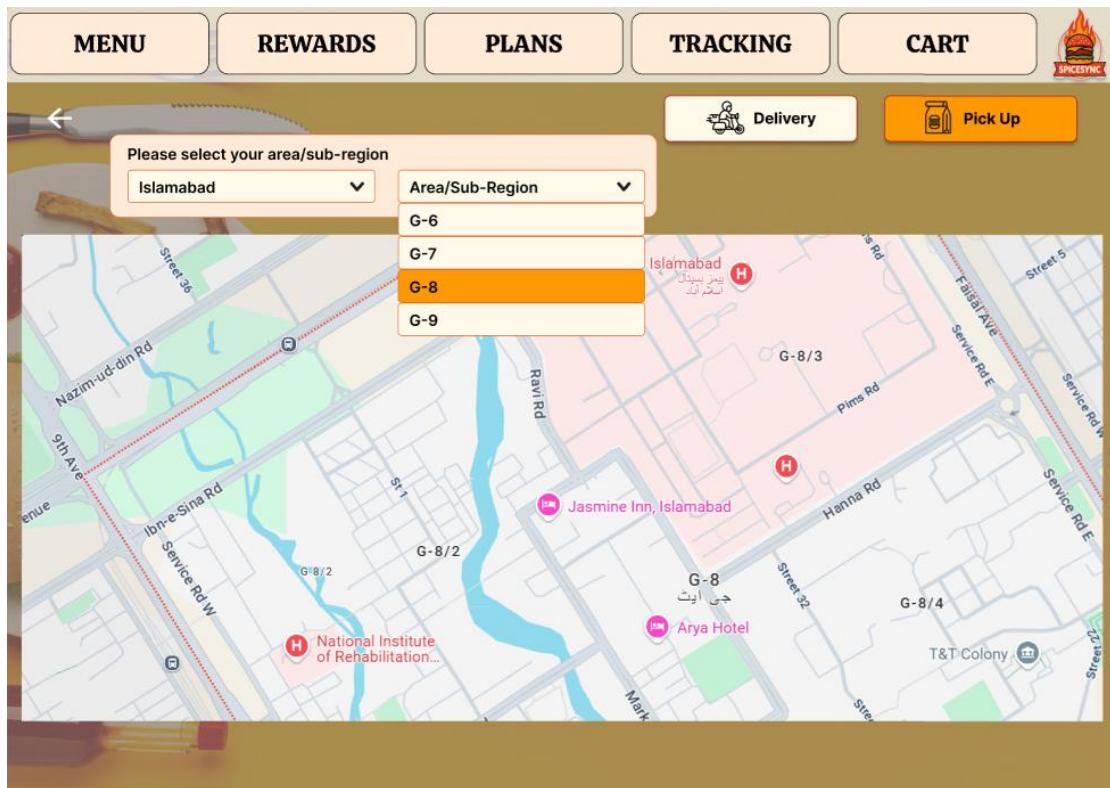
# Islamabad



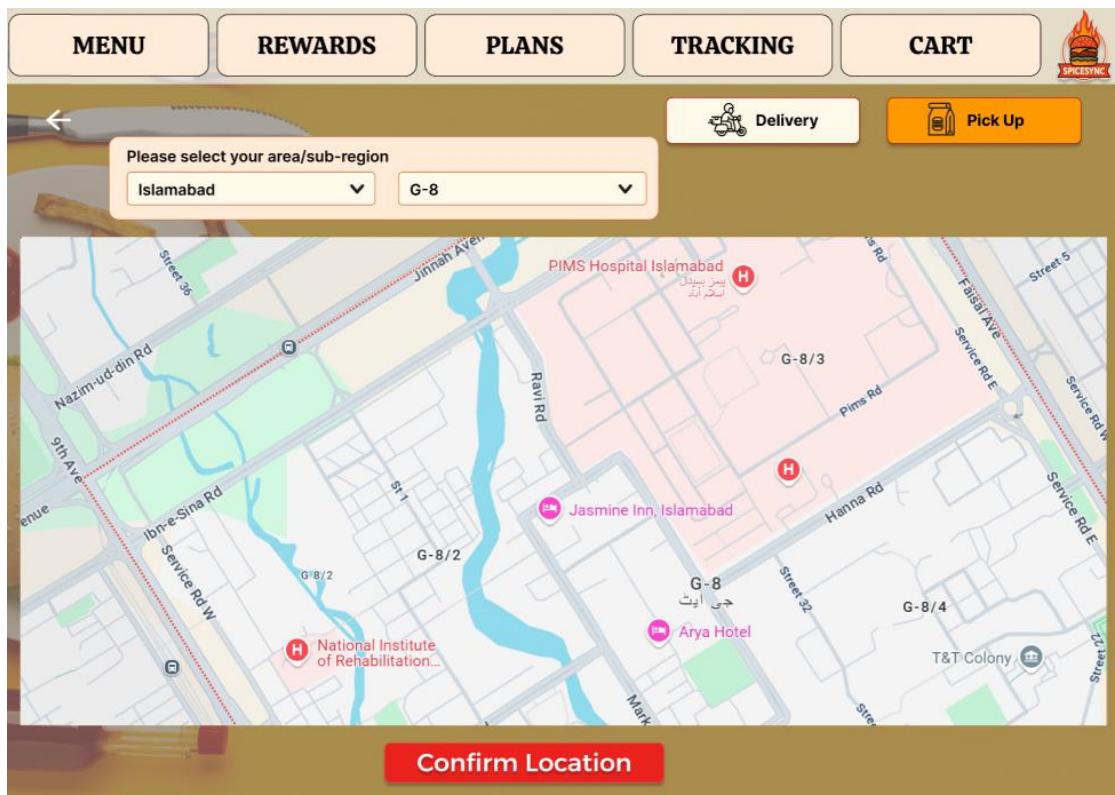
# Area



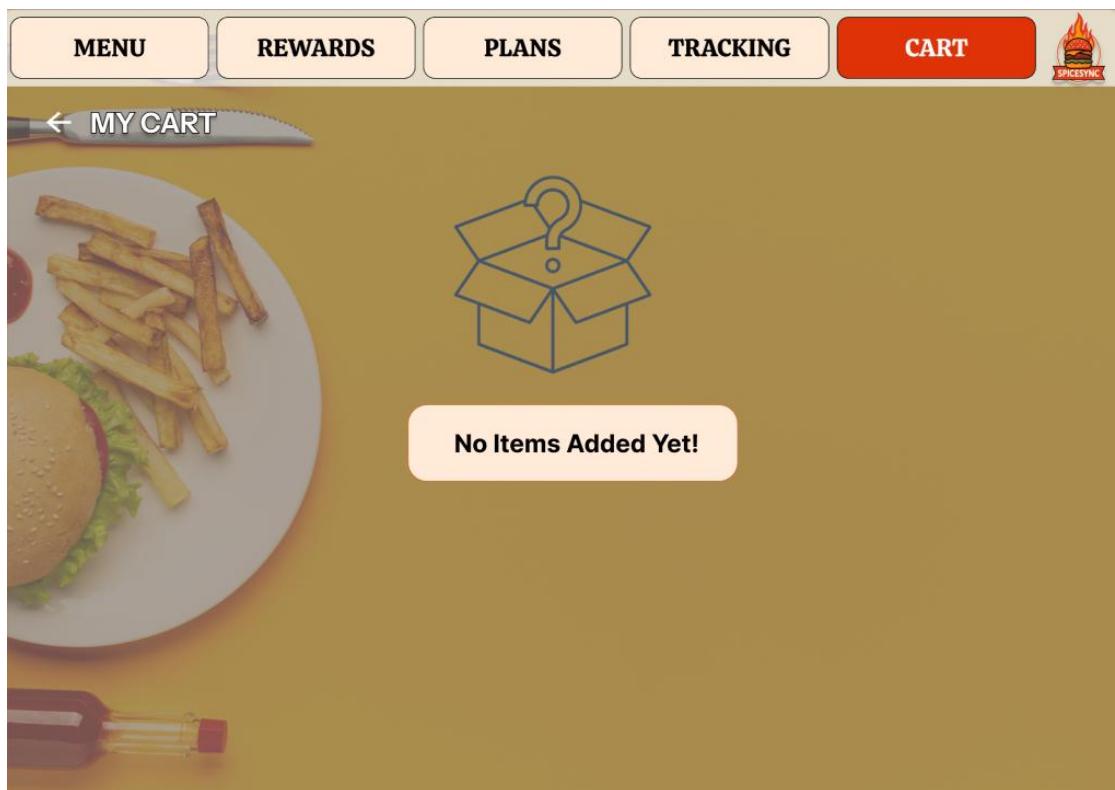
## Select Pickup Area



**Islamabad G-8**



## My Cart



## Burgers



## Beef Burgers

The sub-menu for Beef Burgers has a top navigation bar with tabs: MENU, REWARDS, PLANS, TRACKING, and CART. A Spicessync logo is in the top right corner. Below the navigation is a banner with the text "BEEF BURGERS" and a left arrow icon.

The main content area displays six beef burger options in cards:

- Classic Beef**: The Classic Beef burger is made with a soft bun, a juicy beef patty... **Rs. 420**.  
Description: The Classic Beef burger is made with a soft bun, a juicy beef patty...  
Add To Cart button.
- Double Trouble**: Double Trouble is perfect for big appetites. It has two thick beef... **Rs. 680**.  
Description: Double Trouble is perfect for big appetites. It has two thick beef...  
Add To Cart button.
- Crispy Zinger**: Crispy Zinger features a crispy fried beef patty that's crunchy on... **Rs. 520**.  
Description: Crispy Zinger features a crispy fried beef patty that's crunchy on...  
Add To Cart button.
- Zesty Ranch**: The Zesty Ranch burger is full of bold, creamy flavour. It features... **Rs. 600**.  
Description: The Zesty Ranch burger is full of bold, creamy flavour. It features...  
Add To Cart button.
- BBQ Blast**: BBQ Blast is loaded with smoky flavour. The beef patty is grilled... **Rs. 400**.  
Description: BBQ Blast is loaded with smoky flavour. The beef patty is grilled...  
Add To Cart button.
- Sweet & Spicy**: This burger offers a mix of sweet and spicy in every bite. It includes... **Rs. 450**.  
Description: This burger offers a mix of sweet and spicy in every bite. It includes...  
Add To Cart button.

**Add To Cart**

MENU REWARDS PLANS TRACKING CART 

← CLASSIC BEEF



**Classic Beef**

The Classic Beef burger is made with a soft bun, a juicy beef patty...

**Rs. 420**

Kcal 450 Fats 20g Proteins 22g Carbs 38g

Choose Your Regional Spice Style

- Peshawari (Spicy & Smoky)
- Punjabi (Rich & Flavourful)
- Islamabad Mild (Light & Subtle)

Fries

- Masala Fries
- Plain Fries

Drinks

Mineral Water	Rs. 90 +
Pepsi	Rs. 180 +
Sprite	Rs. 180 +

- 1 + 

## Added To Cart

MENU REWARDS PLANS TRACKING CART 1 

← CLASSIC BEEF



**Classic Beef**

The Classic Beef burger is made with a soft bun, a juicy beef patty...

**Rs. 420**

Kcal 450 Fats 20g Proteins 22g Carbs 38g

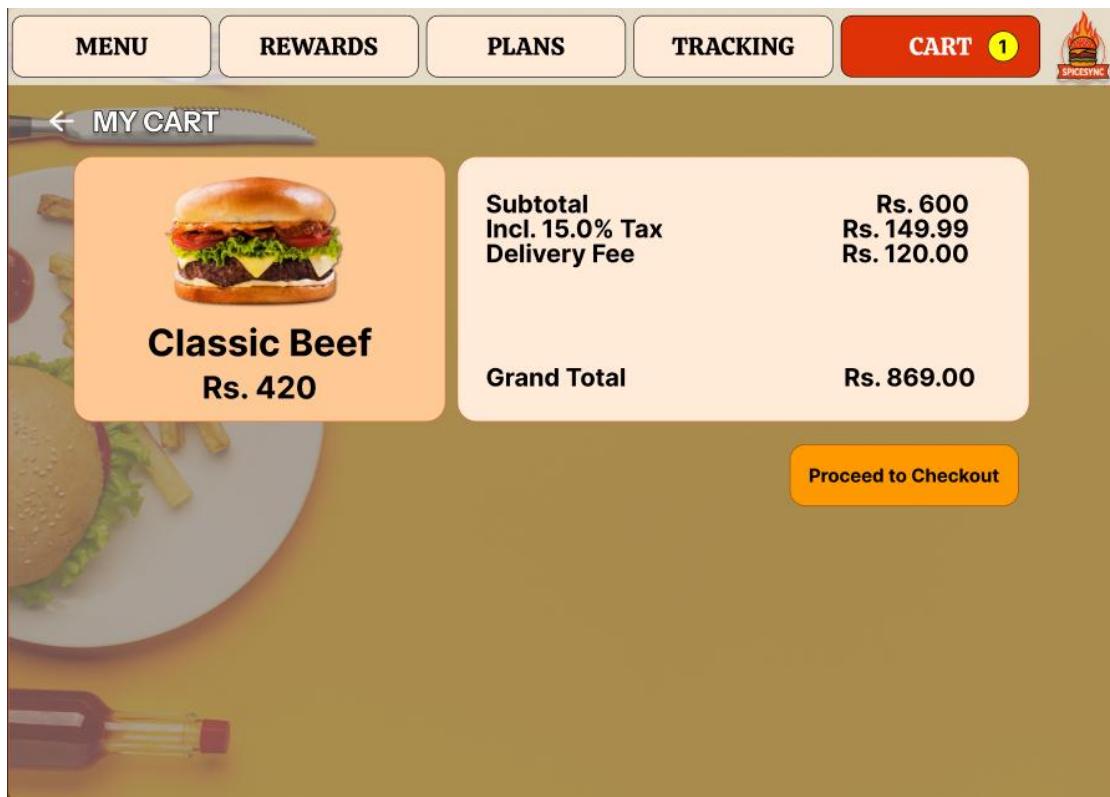
Choose Your Regional Spice Style

Success! 

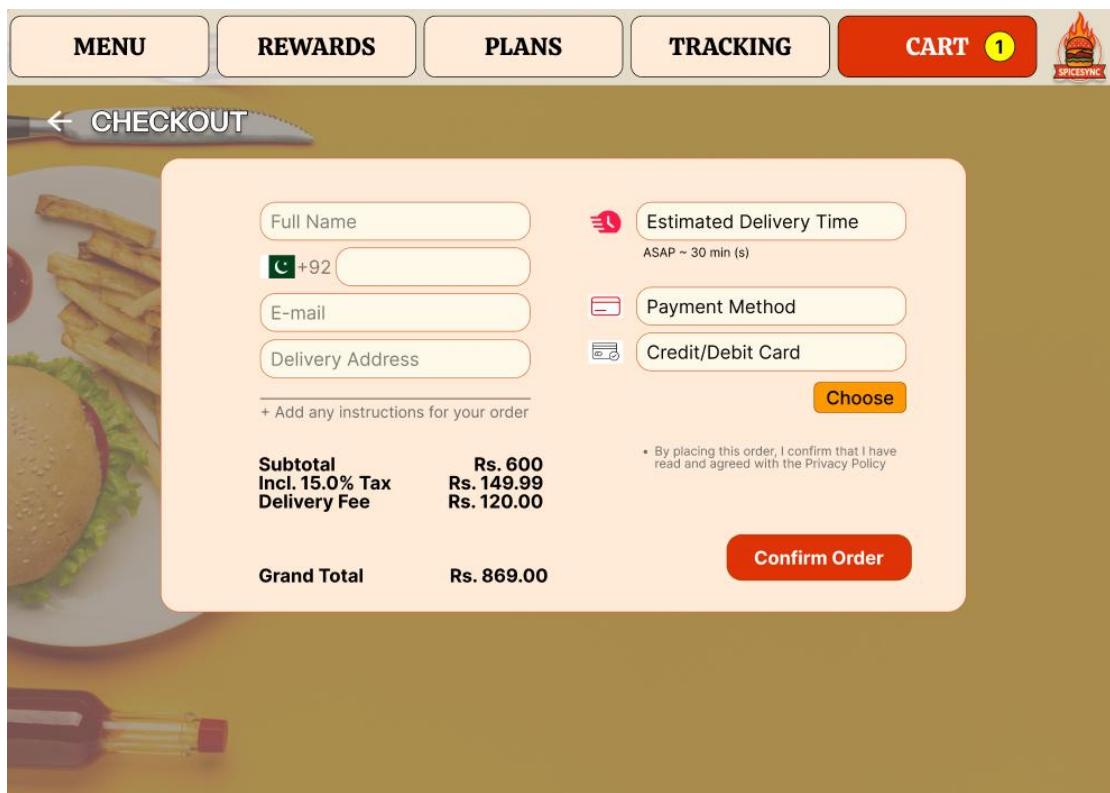
Order Added to Cart Successfully!

OK

## My Cart



## Checkout



## Confirm Order

**CHECKOUT**

Full Name: [REDACTED] Estimated Delivery Time: [REDACTED]

+92 [REDACTED]

E-mail: [REDACTED]

Delivery Address: [REDACTED]

+ Add any instructions: [REDACTED]

**Payment Options**

- Easypaisa
- Jazzcash
- Cash on Delivery

Choose

Subtotal: Rs. 149.99  
Incl. 15.0% Tax: Rs. 120.00  
Delivery Fee: Rs. 869.00

I confirm that I have read and agree to the Privacy Policy.

**Confirm Order**

## Track Order

**TRACK ORDER**

**Timeline (INVOICE: 7XD8401)**

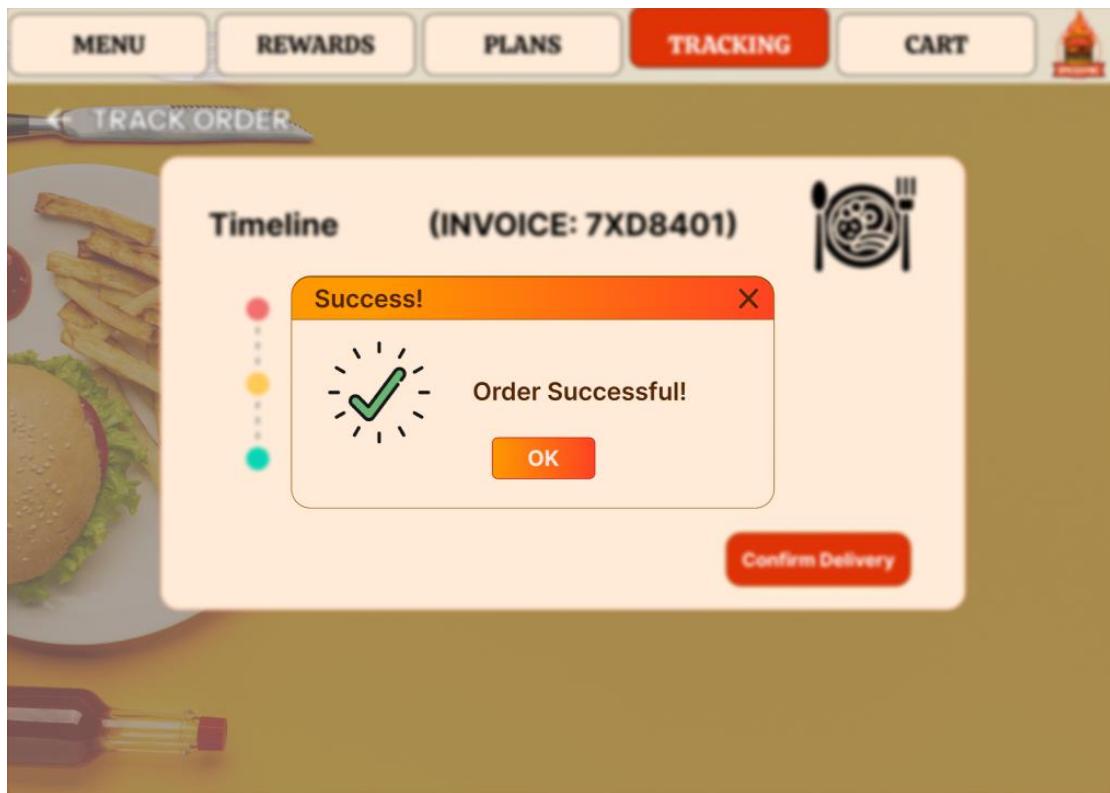
**Order Received**  
09:30 PM, 21 May 2025

**On The Way**  
09:45 PM, 21 May 2025

**Delivered**  
Finish Time in 3 Minutes

**Confirm Delivery**

**Order Success**



## Rewards

A screenshot of the Spicessync mobile application interface, specifically the REWARDS section. At the top, there is a navigation bar with five tabs: MENU, REWARDS (which is highlighted in red), PLANS, TRACKING, and CART. To the right of the tabs is a small logo of a burger with the text "SPICESSYNC". Below the navigation bar, there is a section titled "My Rewards". On the left side of the rewards section, there is a gold coin icon with a dollar sign symbol. To the right of the icon, the text "My Rewards" is written in a cursive font. Below this, there are several sections: "You have Earned:" with a gold coin icon and "320 Spice Points"; "Progress Bar:" with a red cup icon and the text "Next Reward at 500 pts → Free Drink"; "Two Cards:" with two icons: a gift box and a french fry; and "How to Earn More Points?" with the text "Place your next order to earn more Spice Points!".

## Plans

