

<i>HCI 440 A5: Conceptual Design</i>	<i>Your team number: Group 2</i>
<i>Project Name: Food Delivery Integrated Experience</i>	<i>Submission date: 10-14-2022</i>

## **System Concept Statement**

What is the system name?

“EatMore”

Who are the system users?

Both Experienced and Inexperienced Customers looking for a good food delivery experience.

What will the system do?

Guide the user through the food delivery experience:  
planning and researching, Selecting food items, ordering them, and letting the users know about the complex issues of food ordering.

What problem(s) will the system solve?

- Concentrating more on different types of restaurants/food items onto a single user-friendly platform.
- Provides the user with guidance and knowledge on how to save money throughout their food delivery experience.
- Breaking down the food delivery experience so that users can be informed about every step.
- Ability to save the favorite food/restaurant, location, and mode of payment.
- Providing the user with the mode of payment as cash.
- Provide the information to the user on how to utilize/gather more rewards/coupons.
- Minimizing user confusion for selecting different food items from different restaurants.
- Provide the distance between the restaurant and the user’s location with an estimated delivery time.
- Providing the user with a guide on how to order food from a restaurant is mainly

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useful for inexperienced customers.

- Providing notifications to the user to track the delivery order.
- Provide a timely interactive notification about the availability of favorite food.

What is the design vision and what are the emotional impact goals?

- With the help of this application we will minimize the food delivery stress for inexperienced users.
- Increase general and specific food delivery knowledge in food orders to make them confident going on.
- Reminding the users of notifications about timely meals.
- Making the user's experience easy and comfortable with the food orders.
- Ensure that the user has the knowledge of quality and quantity of the food items with the help of reviews provided by other users.
- Informing the users about the available offers regularly for saving money on purchased orders.
- Reminding the users about their favorite food item availability.

## Conceptual Task Scenarios

### 1. “The Saver” Before: Planning an order

- User wants to research the best price for a food order.** Kevin and his family just came home from a trip. His family members are so tired and hungry. So, he is planning to order food from a restaurant for himself and his family. He wants to know which nearest restaurant has the best food items with good offers. so, he will look into ‘EatMore’ to do some research.

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2. “The Saver” During Ordering the food
  - a. During the Order, Kevin will go through all the restaurants which are sorted by distance, provided in the application. He checks for the reviews of the restaurants and decides to pick the food item with good quality and quantity with some free add-ons. While he is ordering from a restaurant we will be providing an estimated delivery time which includes food preparation time as well. **He Ordered food from a nearby restaurant with the help of a saved mode of payment.** And we will be sending an order confirmation receipt.
  
3. “The Saver” After: After Saving Money and Time
  - a. **Users are now able to save time and money by using this application because they are able to get restaurant/food item information on their phones.** Because of this advanced technology users can order good food with saving money in a short time. Here the user saves both time and money.
  
4. “Fresh Beginner” Before: User is Hungry
  - a. **Venkat landed in the united states for pursuing his master's. He traveled a lot and he is feeling hungry.** so, he downloaded the “EatMore” app we provided a guide and asked the user about his food preferences and location. The “EatMore” application provides users with the best restaurants/food items according to their food preferences.
  
5. “Fresh Beginner” During Mode of Payment
  - a. Venkat selected his required food items and added them to the cart. While placing the order we provide him with the best offers(Coupons). As he is a new user of the application we provided him with the ‘new user offer’ for his first order through the app. He selects the offer and went to payment. **As he is new to the country he doesn’t have a debit/credit**

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**card. So, he will place the order with the mode of payment as cash.**

6. “Fresh Beginner” After Order Received

- a. The User receives a notification as an order picked up from a restaurant and we will be providing the tracking of the order along with a map and estimated time for delivery. And **user will receive a notification once the delivery person reaches the location, Venkat took the delivery and pays for it in cash.**

## Focus Scenarios and Personas

### Persona Name: The Saver” During

#### *Brief Description:*

The user wants to save time and money whenever possible.

#### *Scenario Title:*

Ordering the food

#### *Reason:*

We Choose this scenario because it would showcase a lot of important application features for ordering the food.

### Persona Name: “Fresh Beginner” Before

#### *Brief Description:*

The user landed in the united states for the first time. He traveled a lot and he is feeling hungry.

#### *Scenario Title:*

User is Hungry

#### *Reason:*

We choose this scenario because as an inexperienced user we want to make his food delivery experience as easy as possible.

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## Process Retrospective

- Need to cut down scenario descriptions because they were too general.
  - Some scenario descriptions have to be interchanged between phases.
  - Creating names for the scenarios is a bit tougher than expected.
  - All the scenarios mentioned have almost equal priority as that of focus scenarios.
- So, it is tough to choose between them.

## Team Member Contributions

Team Member Name	Email Address	Specific Contributions
Satya Yoganand Addala	naddala@depaul.edu	2 Scenarios - both in “The Saver”
Dasari Srinivas Rao	hdasari@depaul.edu	2 Scenarios - both in “Fresh Beginner”
Neeha Kalluri	nkalluri@depaul.edu	1 Scenario - “The Saver”
Vinod Chowdary	vkotapa1@depaul.edu	1 Scenario - “Fresh Beginner”