

## Advisory Report

### By Hexus Co.

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<b>Tutors</b>	Lin Yuzhong, Bardt Dennen
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# Version table

Version	Date	Status	Amendments	Authors
V0.1	14.06.2023	Finished version ▾	Created a document, added an introduction and structured most of the document by adding all the headers. (made a to-do list for us). Wrote What is possible with the McHome application?	Brody Zoetrum
v0.1	14.06.2023	Finished version ▾	Added conclusion, worked on paragraphs and table of contents. Wrote about further expansion of the app.	Christian Borisov
v0.1	14.06.2023	Finished version ▾	Wrote Introduction, Product description, What needs to be improved, Feedback of the stakeholder.	Sunny Sur
v0.2	15.06.2023	Finished version ▾	Fixed feedback, finishing touches. Document is ready for submission.	Christian Borisov
v0.2	15.06.2023	Finished version ▾	Added conclusion	Brody Zoetrum
v0.3	21.06.2023	Finished version ▾	Edited document after feedback, added work	Sunny Sur
v0.3	21.06.2023	Finished version ▾	Edited document after feedback, added work	Christian Borisov

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# Introduction

This is Hexus's advisory report for the McHome Campaign! The advisory report provides stakeholders with a comprehensive understanding of the current state of the McHome app, addressing feedback, and offering valuable recommendations for improvement.

The members of this project are Brody Zoetrum, Christiyan Borisov, Emiel Pols, Jayden Hato, Rosalinde Roosboom, Stefan Iliev, Sunny Sur. We are team Hexus+ and students of the Fontys University of Applied Sciences in ICT & Media Design. Our goal was to figure out what the most appealing way is to attract people to McDonald's and convince them to keep returning. In this document, the way to improve our product will be displayed, including all of the documentation and noting the feedback. In it, we show what could be the future of this product

We wish to thank Fontys and LiveWall including all of its experts that have helped us reach the results that we have gotten so far. Under which: K.A Davis-Owusu, S. Jan, D. Bardt, L. Yuzhong,

## Product Description

### Target audience

The target audience is primarily immigrants who are homesick but we also include people that generally want to try the food from other countries.

### Video advertisement for the McHome app

The video aims to relate to the users problems such as culture shock or homesickness and it offers a means of solving this problem. Many immigrants miss the food from their country and getting the food from their country to their local McDonalds as a limited time offer is what our campaign is about. This ad is meant to spread awareness that the app exists by the use of emotional design.

The video plays out as follows: First you see the main character, which the user will find relatable, step out of the bus and he tries to go to his new home in the Netherlands. The main character is from Greece. He already shows some signs of homesickness. When suddenly he's in front of McDonalds and sees a burger he ate many times in Greece. He decides to step in and he checks his McDonald's app which seems to have updated into McHome. Ordering the burger with his new QR code makes his nostalgia come back. When

he bites into the burger the music becomes more happy, the colors come back and the black bars open up.

Below you can watch the video of our presentation of the products in front of our stakeholders.

[https://youtu.be/\\_aFCdFI39p4](https://youtu.be/_aFCdFI39p4)

## McHome application

This product was made in order to provide exclusive discounts, badges and information about the new limited-time offer international items McDonald's makes. The theme goes in tandem with the app and the video they're all meant to promote each other.

The app offers a convenient and user-friendly platform for four different countries including Greece, Japan, America, and France. Other countries could be added if necessary. Additionally, a video was also created in order to advertise and make the user understand what McHome is all about.

The name McHome was chosen because we tried to make a product name that associates with the company and then integrates the name of an idea that mixes with that. The home in McHome is meant to show that the user can feel at home again. A small downside of this name is that homesick people are not the main target. It's actually people that are interested in international items too.

## App features

The application provides both the users and programmers with the following key features:

- Familiar interface - the interface is based on the McDonald's color pallet and font in order to make the user more comfortable and familiar while using the app
- Transferable Back-End code. The application's code is well-written, commented and easy to work on.
- Database implementation. The application uses an easy to use external database which can change the qr codes and names of menu items really easily. This can help developers update the application much easier.
- QR codes for discounts. The application uses QR codes for discounts and they can be easily read by terminals and changed from the database.
- Fun facts about countries. The application has a code that generates a random fun fact and displays it to the user in order to deliver better user friendliness.
- Ready to implement a user database. The application has a login screen which makes it easier for the developers to only connect a database to the app.

# What works and what needs to still be improved?

## What works

The app works well at informing the user about the calories and nutrition. It also works well at showcasing which countries are currently in the limited time offer. So the user knows at what time they should go to McDonalds when their preferred country is in the rotation.

**User-Friendly Interface:** The app features an intuitive interface, making it easy for users to navigate and explore the various international menu options.

**Exclusive Discounts:** Users can access exclusive discounts on new international items, allowing them to enjoy these exciting offerings at a reduced price.

**Global Culinary Experience:** The app enables users to explore different cultures through the diverse range of international menu items available at McDonald's locations.

## Technology Stack

### Overview of technologies used

The team has used many programs. Mainly Visual studio Code, HTML, CSS, Js, Figma, mongoDB, Premiere Pro, Media Encoder, .end, QR codes, express and GIT were used. All for different important reasons.

- Visual studio Code was used so coding would be easier than it has to be. VS Code's popularity stems from its versatility, extensibility, and user-friendly interface, making it a preferred choice for many developers across different domains/
- HTML was used to lay the groundwork of the app. HTML is a foundational language that forms the backbone of web development and acts as a programming language that connects to other languages such as java and css, enabling rich and interactive online experiences.
- CSS was used to style the app and it allowed us to create visually appealing, consistent, and responsive designs. Its flexibility, separation of concerns, and ability to work harmoniously with other web technologies make it a powerful tool in web development.
- Js was used for the API's, PWA's, Serviceworkers and finally it was used for some sliders. The points page also contains some Javascript.
- Figma was used to create low to high fidelity prototypes for the app. It allowed us to easily recreate the app into VS Code due to having a visual reference.

- Adobe's Premiere Pro is a powerful editing software that was used to make the video. It allowed us to clip the content very fast and efficiently
- .Env is a file that stores the login data of the database .
- Express is a dependency component for NodeJS.
- MongoDB was used as an external database. Mongo is a part of the Atlas database server. It is a website with a database interface and you can manipulate all the data from there.
- Media encoder was used to render the video made in Premiere Pro. So the quality stays at its highest and so that the file does not get too big.
- The QR codes that were generated were used to make the user get a discount, so that they scan it.

The app works on everything except bigger devices. On bigger devices the app will glitch and essentially be not as usable. It also is not really usable on iOS. The reason why it is not usable on bigger devices is because it has only been optimized with media queries up to specific sizes. It does not go over 500 width in pixels nor does it go below 360 width in pixels either. The video also works on everything; only a link is needed if it has to be seen.

## What needs to be improved

The entire application works so far perfectly. there have been 4 pages that were well received and overall how well linked things are in the app.

Things that need to be improved in the next version of the application. Engagement could be improved. The fun facts part of the app is questionably unnecessary for a part of the target audience. Why this is is because most people from their own country will already know most things about their country already. The login page needs to be improved a lot. Like a numerical login could work better.

The pins and badges part of the app unfortunately isn't shown properly. In the first few pages the badge and pins aren't really shown well. It's a core part of the project yet it's only shown in the 3rd and 4th

Things that could have been improved in the video is the main message. The way the video is now is that the message is making homesick people feel at home and this only attracts one side of the actual target audience. The target audience is the people that are actually just interested in the food of other countries. The advertisement fails to appeal to those people.

The first setback was us not being able to record at the airport due to not having asked prior consent. Eindhoven airport liked our idea and agreed with the guidelines we had set, sadly it was too late to implement. To overcome this issue we changed the means of transport

shown in the video. Instead of an airport being recorded at the start we chose to make it an international bus agency.

## What is possible with the McHome application?

With the McHome application, you can view what special menu items are available for the current month. Every month is connected to a country. The months are shown to have three menu items per country. Any upcoming months give a preview of what the next country will be used for the next month. you are also able to get rewards by exchanging your points. The rewards you can get are Pins, food, and more that has yet to be established. There is a coupon page where you can get certain items for a cheaper price which is convenient.

## Further expansion of the app (addition of games, more exclusive content, etc.)

The app is made in such a way that more additions can be easily implemented in the source code of the product. The product has 2 working APIs and one of them is connected with an external database which can be easily edited or further implemented into more elements.

Such additions to the app can be:

- Adding minigame(s) for the users to increase interactiveness
- Adding more pages
- Adding more options
- Implementing a database for users to log in and track their points
- Connect the app with the McDonalds servers (if put into actual commercial use officially)

All of this is possible because the code is made in such a way that it makes it easy to implement.

## Making it more refined (updating it with more products, )

The app is already pretty advanced, however it can be further improved. Such improving can be:

- Making the color scheme more consistent
- Cleaning out some pages
- Adding more detail
- Making more product exclusives
- Making the app compatible with more devices

All of these steps can be taken if the app is used in the long term in order to ensure better productivity and more pleasant user experience.




# What do you need to run it/install it and to keep it running well?

## How do you install and use the application?

You need a phone with the correct dimensions. This cannot exceed 500 pixels in width and cannot go lower than 350 pixels in width. You can use this app on the desktop but window size responsiveness can be further improved.

If you want to download the application, head over to the [LINK](#) and if you are using an Android device, you will get a notification on the bottom of the screen for installing it on the desktop of your device. With IOS, you will get this option at the options tab of the website.

On PC you will see a  icon at the URL link of the page and by pressing it, the application will be installed on the desktop of the device.

Note: The support for IOS when it comes to Progressive Web Apps is still under construction, so some bugs still have a possibility to occur.

## Short-term maintenance

The only maintenance the app need is the following:

- When the Fun facts API loads, it sends a request to the API's database. The free version of the API has a limit of only 250 requests. After that it stops working. So for the short term support, it will be good to renew the API's key so the facts continue to generate. For the long term support, an API plan should be bought for many requests at once with a higher limit.

## Long-term maintenance

Long-term maintenance will be needed by our product only if it is being used by McDonald's. That way they can add seasonal items according to what is popular and add more or remove coupons and menu items.

Except for this the product doesn't really need any special long-term support. The database and the other API work all the time and so does the product host.

## What's the future plan?

We plan to create pins that symbolize both the country of origin and Mcdonald's at the same time. As the focus at the time didn't seem to relate to our intended products. Make the reward page more accessible. This is to encourage users to use points. Updates to our pages, for example, our login page. Overall, our team should turn our focus on rewards

# Feedback from the stakeholders

Based on the recording of the presentation these main points were summarized and ordered.

## Positive feedback

- It was liked that the team implemented creativity and originality compared to the rest of the team.
- The video was overall well received besides some minor criticism. They liked the fact that it shows how to use the app and the overall style of the advertisement.
- They liked the fact that the product was more advanced than what they expected (advanced back-end code and functions).
- Good consistency throughout the pages. They liked the approach with the QR codes and the simplicity of use.

## Negative feedback

- The app does not appeal to homesick people like it's being advertised in the video. Lots of people know about their country already so the fun facts part does not appeal to that target audience. It could however appeal to people curious about the countries. Stakeholders addressed this as a false advertisement, however, they still liked it because it appeals to the users almost like reverse psychology.
- The pins and the product now work with the project while in the past it wasn't clear exactly. Unfortunately, these are not advertised immediately; they're only shown in the 3rd and 4th pages even though these are important things regarding the project. The idea is good and original, however, these pins and coupons should have been combined a bit more.
- Months could be too long, it can be shorter so people actually feel pressured to buy the limited-time offers and products.
- Our product could use more engagement. It needs to be more in front and obvious to let the users experience rewards. The pins themselves are not really fitting with the theme; it's either a flag or a burger but never both at the same time which doesn't show a consistent theme.
- Right now it's a bit more like a social campaign rather than something like the others were doing. Where do we engage with the user? Like making them discover something or do something to get something.
- The login screen can be improved.

These were the main points of our stakeholders.

# Moscow table

<i>Must have</i>	<i>Should have</i>	<i>Could have</i>	<i>Won't have</i>
<ul style="list-style-type: none"><li>- User registration and login (email/password and social media)</li><li>- Basic app navigation (tab bar or menu)<ul style="list-style-type: none"><li>- Core functionality</li><li>- News feed with articles and advertisements of monthly products</li></ul></li><li>- Product details page with images, descriptions, and pricing</li><li>- Loyalty points system (earn points for various actions)</li><li>- Rewards system (redeem points for rewards or discounts)</li></ul>	<ul style="list-style-type: none"><li>- Push notifications (for important updates and reminders)</li><li>- User feedback mechanism (in-app surveys, support chat, etc.)</li></ul>	<ul style="list-style-type: none"><li>- Social sharing features (share articles or products)</li><li>- Gamification elements (badges, points, leaderboards)</li><li>- Advanced app analytics and user behavior tracking</li><li>- Dark mode / light mode toggle</li><li>- Offline functionality (limited or full)</li><li>- User profile management (view/edit)</li></ul>	<ul style="list-style-type: none"><li>- Features outside the scope of the project</li><li>- Long-Term support</li></ul>

## Reflection

Looking back at everything we did to make this product from start to finish. We realized there were better ways to try to convey what we wanted to. One major thing that was lacking in the entire project was the planning. Due to this we took way longer to finish the app and video than expected. Also during the holiday breaks things went a bit different than expected due to many members not being in Eindhoven.

The video took longer than expected due to there not being an accurate deadline so it ended up in a long feedback loop of 3 weeks. This ended up stressing the other team which was the coding team since they needed the help of the 3 members who were doing the video. Overall this could have gone a different way too if there was another week added to the project or if we made a plan. Our team learned that clear planning will help immensely in the future projects. Also, straying away from what other teams do isn't necessarily good.

## Conclusion

In conclusion, despite the fact that the stakeholders had many remarks when it came to the feedback for the final presentation pitch, they liked the concept and the products that we made. They have said we needed to put more into our product. In which they shared what exactly in their own opinion. But they were also pleasantly happy with the amount of work we had put into the product as they honestly didn't expect this much would be presented in the final presentation. A commercial and a product that was fully responsive with APIs and database.