Sri Lanka Institute of Information Technology

User Research Plan – Lab Sheet 04

SE3050 – User Experience Engineering – 2021

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Submitted by:

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Introduction

This report includes a comprehensive elaboration upon the user research conducted for McDelivery mobile application. McDelivery Sri Lanka is an e-commerce mobile application that has been developed to facilitate the online food home delivery of McDonald's fast-food system in Sri Lanka. Specifically, during the pandemic period, the targeted customer sector is facilitated and encouraged to make use of this mobile application to make online orders whenever required, the payments for such orders can also be settled through the application itself. Since the application is supported by McDonald's itself the security of the application is maintained.

Thereby through methodical research, we hope to identify the key points that have caused the User Experience within this to lack, specifically, the bugs associated with function flow, the interface issues, currently lacking functions, upgrades required for available functions, currently available, yet not needed functions and issues related to the attractiveness of the application.

The research is majorly conducted via contextual inquiry and thus collected data will be used to confirm and highlight the key usability issues, identify the approach that could resolve the issues. Accordingly, we will try to provide solutions to the issues of the application and improve User Experience by redesigning the application according to the exact requirements of the customer. Then improve the quality of the user interfaces, user flow experience, and navigation paths.

Test Objectives

- Identify the exact user's requirements that need to be fulfilled through the app.
- Identify the key features and facilities available within the app.
- Identify the upgrades required for existing functionalities.
- Identify the currently unavailable yet most requested functionalities.
- Identify whether the selected functionalities require further improvements.
- Identify the major failure/blocking points within the user flows.
- Identify the major user flow changes required.
- Identify the most suitable color schemes between analogues, monochromatic or complementary.
- Identify the inconsistencies within user interfaces (labeling ambiguities).
- Identify the retention and relevant reasoning.
- Identify the adoption rates and reasoning.
- Identify the unresponsive gestures /lack of engagement issues.
- Identify the issues related to usage of white spaces and typography.
- Identify the reasonings for incomplete onboarding.

Methodology

User research will be conducted through User interviews and Customer feedbacks gained from the Questionnaire prepared. The selected participants for the interview are two customers that already have experience in using the McDelivery application and that matches with two personas from the user groups identified in earlier steps of the research process (Lab sheet 3)

The questionnaire gets shared through group chats and Social Medias to reach the public; user interviews will be conducted through the Zoom application.

Interviewing

As the first step users will be assigned different tasks to do using the McDelivery App. After recording and identifying their reaction, participants will be asked to join with the second session of the interview plan, where the listed questions in the script will be asked. Hence, we will be noting down the answers to the questions.

Script

01. Since you completed all the tasks shall we move onto the next session?
02. Do you usually prefer fast food or homemade food?
03. Since you said you prefer fast food, from which fast-food providers do you usually make orders?
04. Have you been aware of the availability of the McDelivery App before this interview?
05. Have you ever used this app to make online orders?
06. Why would you say that? What were the issues that you came across?
07. Other than the confusing flow as you mentioned, how about your first impression of the app?
08. Do you feel like there are too many steps to complete when doing a particular task in this app?
09. Do you feel safe while making online payments using this app? Especially as you have to save your card details.
10. Do you understand how to make changes within the address of delivery?
11. Has it become troublesome when dealing with the shopping cart?
12. Among the tasks that we assigned for you what was the most confusing task for you?
13. Do you feel that this app is user-friendly?
14. Do you think that the engagement between user and app is enough? Does it require any improvements?
15. What are the features that you like in this app?
16. Are there any suggestions you would like to propose?
17. Would you recommend this app to anyone? \

Video Recording

Participants for the interview will be asked to join for an online interview session through the Microsoft Teams application, where the interview will be recorded from start to end in order to keep evidence of customer experience and feedback.

Questionnaire

The survey questionnaire is conducted for the voluntary participants and data is collected anonymously. This questionnaire included 17 questions in total and was constructed with the assistance of 'Google Forms' then the form link was shared among people within the age group of 12 - 60 and whenever someone participated and completed the survey the data was automatically collected.

Of the 17 questions, 12 were close-ended questions which had the format of the multiple-choice questions and expected direct answers from the participants. The remaining 5 question was an open-ended question which was constructed with the expectance to gather participants' feedback upon user experience upon the McDelivery application. The questionnaire gets shared through group chats and Social Medias to reach the general public.

i'm lovin' it™ M

Survey on Mc Delivery Sri Lanka Mobile App

The objective of this survey is to gather the user feedback on the online food ordering application "Mc Delivery Sri Lanka". This data will be used only for statistical analysis. Your response will be anonymous. Please be kind enough to fill this form. Your contribution is highly appreciated.

kmklaksitha@gmail.com (not shared) Switch account

* Required

Age *

○ 12 - 18
○ 18 - 30
○ 30 - 60

What is your field of working? *

○ Science and technology
○ Health and medicine
○ Architecture and engineering
○ Business, management, Sales and administration
○ Arts, culture and entertainment
○ Communications
○ Education
○ Government
○ Law and public policy
○ Community and social services
○ Other:

What is your preferred method of ordering foods online? *

○ Through Mobile App

○ Through Website

How often do you order foods online ? *

	1	2	3	4	5
	○	○	○	○	○

Describe your interest in fast foods (Rate on scale 1 -5) *

	0	1	2	3	4	5	
No Interest	○	○	○	○	○	○	Fast food lover

To make McDonald's delivery orders which app do you use the most? *

○ McDelivery Sri Lanka

○ Uber Eats

○ Pick Me Foods

○ Other: _____

Are you aware of Mc Delivery Sri Lanka app? *

○ Yes

○ No

Have You ever used Mc Delivery Sri Lanka mobile app to order foods online?

○ Yes

○ No

On a scale of 1 to 5, rate your experience on using Mc Delivery Sri Lanka Mobile app ?

	1	2	3	4	5
	○	○	○	○	○

State the reason for your rating

Your answer

When making home delivery orders do you consider real-time location tracking as an important function?

○ Yes

○ No

○ Maybe

Is this app user-friendly ?

○ Yes

○ No

○ May be

On a scale of 1 to 5, rate the interfaces of the Mc Delivery Sri Lanka Mobile app ?

	1	2	3	4	5
	○	○	○	○	○

How is the navigation of the Mc Delivery Sri Lanka Mobile app ? Rate on a scale of 1 - 5

	1	2	3	4	5
	○	○	○	○	○

What are the inconveniences you have come across using this app ?

- [ ] Login
- [ ] Register
- [ ] Checkout
- [ ] Address
- [ ] Track order
- [ ] Feedback
- [ ] Mark Favourite
- [ ] View single food item
- [ ] Add foods to cart
- [ ] Other: _____

Would you recommend this app to others?

- ( ) Yes
- ( ) No
- ( ) Maybe

Do you have any suggestions to improve Mc Delivery Sri Lanka Mobile app ?

Your answer

Participant Profiles

Name	Demography	Location, Date, and Time
Adria Jayawardhane	Age: 23 years Gender: Female Marital Status: Single Location: Colombo, Sri Lanka Profession: Undergraduate	Location: Zoom Date: 20/08/2021 Time: 10.00 AM
Andrew Keyon	Age: 25 years Gender: Male Marital Status: Single Location: Colombo, Sri Lanka Profession: Lawyer	Location: Zoom Date: 19/08/2021 Time: 9.00 AM

Note: The above used names and demography details are fictional yet associated with the personas of identified user groups.

User Research – Task/ Scenarios

No.	Task Instruction	Target	Probes
01.	Sign up for the mobile application.	Check the user experience of the user while doing that process.	
	Log in to the mobile application.	Check, if the user can log in to the application successfully.	
	Explore the application and ask what he is thinks	Check whether the user can clearly identify how the app is working.	
	View a single food item.	Take the reaction of the user about the User Interface.	
	Add a food item to the cart and view the cart.	Identify the improvements of this process.	
	Try to update the cart and checkout the order.	Check if the user can make changes to the cart.	
	Try to track the ordered item via the app.	Try to figure out if the user can do this task without any interruptions.	
	Give feedback about the delivered item.	Check if the user can give any feedback about his/her order.	
02.	Log in to the app.	Check the user experience of the user while doing that process.	
	View profile and try to change details.	Check, if the user can view the profile and edit details easily.	
	Go to the delivery address book and try to add a new address.	Check whether the user can view the address book and make changes to the address book	
	View saved card details.	Try to view previously saved card details through the relevant interface.	
	View the order history.	Identify the improvements of this process and the user experience.	
	Try to add a food item as a favorite.	Check if the user can add their favorite foods to the favorite list.	
	Try to contact relevant outlets via mobile app.	Try to check if the user can make contact with support services easily.	

Plan for Data analysis

Interviews

Participant 01

01. Have you been aware of the availability of the McDelivery App before this interview?
   a. Yes of course.

02. Have you ever used this app to make online orders?
   a. Yes, I have used the app, but I don't use it often since it's such a confusing app to use.

03. Why would you say that? What were the issues that you came across?
   a. To begin with, this app has so many issues. For example, once I tried to make an order through this app and I wanted to change my delivery address. To do that I had to waste around 10   minutes navigating here and there in the app, I was unable to update it through the profile editing. Somehow once I did it and placed the order, and then came the best part of me being not able to track my order at all, and at the end, I wanted to make a complaint and provide feedback. There was no option to provide feedback at all!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

04. Other than the confusing flow as you mentioned, how about your first impression of the app?
   a. First impression!! (Smile sarcastically) The first thing I noticed was that I don't like the screen that shows up when I open the app. Not to mention that I don't like the color theme as well. Knowing the fact that Mcdonalds' is a well-known fast-food company in the world, I expected way more than this.

05. Do you feel like there are too many steps to complete when doing a particular task in this app?
   a. Oh god, this one! This is the worst. When signing up to the app there are around 4 sections of the form to be filled and it takes forever to load the next page as well. Also after saving details and when I visit the profile, those details are saved under different subsections as the address book, card lists, and personal details. It is such an absurd profile layout that I've ever come across.

06. Do you feel safe while making online payments using this app? Especially as you have to save your card details.
   a. About this one, I have no issue. I have done several payments and none has ever caused any problem to me.

07. Do you understand how to make changes within the address of delivery?

a. Usually, delivery addresses are changed by profile editing, right? but this app has a separate list to maintain the addresses, it's kind of confusing but ok as well.

08. Has it become troublesome when dealing with the shopping cart?
   a. Yes, there are some issues with the shopping cart as well, for example when I try to update it, the app reloads on the same page and doesn't allow me to add or remove items easily.

09. Among the tasks that we assigned for you what was the most confusing task for you?
   a. Sign Up / Tracking the order
10. Do you feel that this app is user-friendly?
   a. This app has so many features, however, the flow has so many issues which make the app hard to use and less interesting.

11. Do you think that the engagement between user and app is enough? Does it require any improvements?
   a. This app lacks engagement so much that it doesn't even provide feedback messages after doing payment or adding items to the cart.

12. What are the features that you like in this app?
   a. As I said previously this app has so many good functionalities, but all of them need to be improved. As for now if I have to choose one, the only thing I can do without much confusion is viewed the food items.

13. Are there any suggestions you would like to propose?
   a. Add an option to provide feedback
   b. Add an option to make takeaway orders

Participant 02

01. Have you ever used this app to make online orders?

Of course, I have, but it was just around 2 or 3 times only. Navigating in this app is the most confusing thing ever.

02. Why would you say that? What were the issues that you came across?

This app doesn't allow you to view the food items after logging in. It always asks to enter a delivery address even though I have saved the address within the address book during registration. It is such a nuisance to keep entering the same details over and over without any reason. Somehow if I enter the address again, I am allowed to view the food items? What the heck is that!!!!!!

03. Other than the confusing flow as you mentioned, what is your first impression of the app?

The theme that is used in this app is so boring, usually, the McDonald's food outlets are very attractive, but this app is no way near that.

04. Do you feel like there are too many steps to complete when doing a particular task in this app?

Oh god yes. When signing up to the app there are around 4 sections of the form to be filled and it takes forever to load the next page as well.

05. Do you feel safe while making online payments using this app? Especially as you have to save your card details.

This is the only thing that has not caused any error in this app for me. So yeah I'm surprised, yet this seems to be trustworthy to conduct online transactions.

06. Do you understand how to make changes within the address of delivery?

Usually, delivery addresses are changed by profile editing, right? but this app has a separate list to maintain the addresses, it's kind of confusing at first but once you understand it's manageable.

07. Has it become troublesome when dealing with the shopping cart?

When I try to update it, the app reloads on the same page and doesn't allow me to add or remove items easily and I don't have any idea why this happens.

08. Among the tasks that we assigned for you what was the most confusing task for you?

Contacting the support services / Tracking order.

09. Do you feel that this app is user-friendly?

To be honest no, not at all. This app has way too many features, with too many issues that you get tired of after using it twice or thrice

10. Do you think that the engagement between user and app is enough? Does it require any improvements?

Of course, not enough, this doesn't even provide feedback messages after doing payment or adding items to the cart so these things must be improved.

11. What are the features that you like in this app?
> The only thing I can do without much confusion is viewing the food items so that one only, I guess.

12. Are there any suggestions you would like to propose?
> Add an option to mark favorite food items
> Add an option to provide feedback
> This app only allows to view food items during out-let working hours only, I think this must be   changed and should allow users to view food items any time

13. Would you recommend this app to anyone?
> Maybe once the app gets properly updated

Video Recordings

Link for recording:
https://drive.google.com/file/d/1xOXU9sBkLAOluS_FdV3vErwUIHT3aRO_/view?usp=sharing

Questionnaires

Age
25 responses

- 12 - 18
- 18 - 30
- 30 - 60

84%
8%
8%
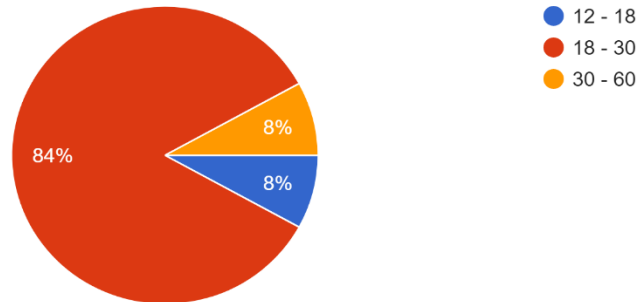
What is your field of working?
25 responses
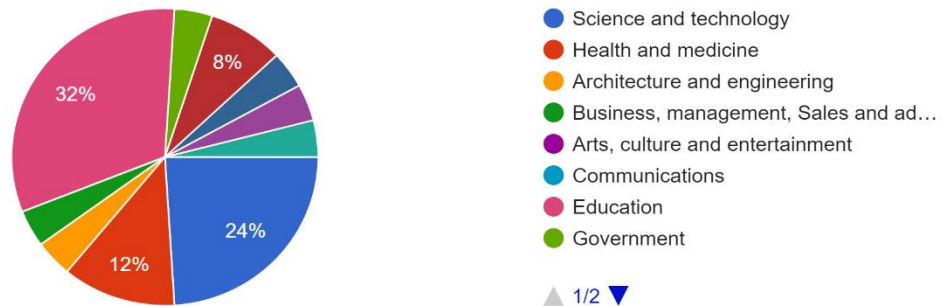
- Science and technology
- Health and medicine
- Architecture and engineering
- Business, management, Sales and ad…
- Arts, culture and entertainment
- Communications
- Education
- Government

1/2

32%
8%
24%
12%

What is your preferred method of ordering foods online?
25 responses

- Through Mobile App
- Through Website

92%
8%
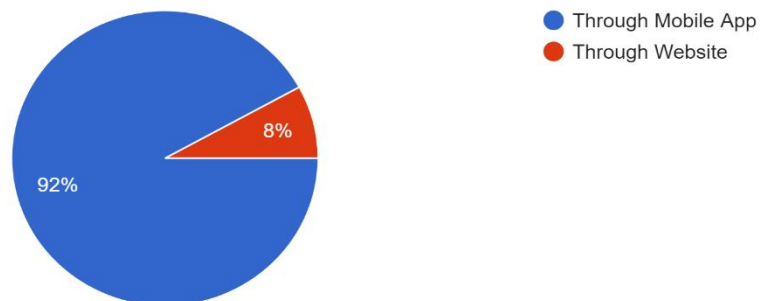
How often do you order foods online ?
25 responses
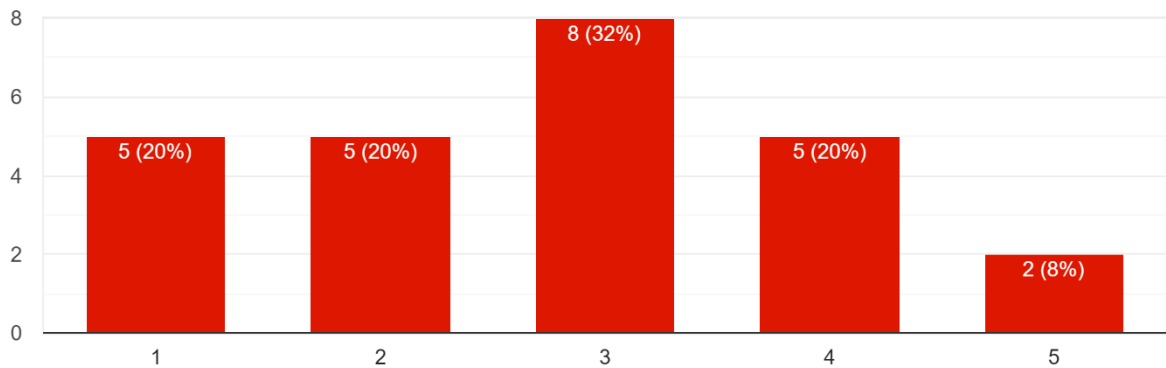
Describe your interest in fast foods (Rate on scale 1-5)
25 responses
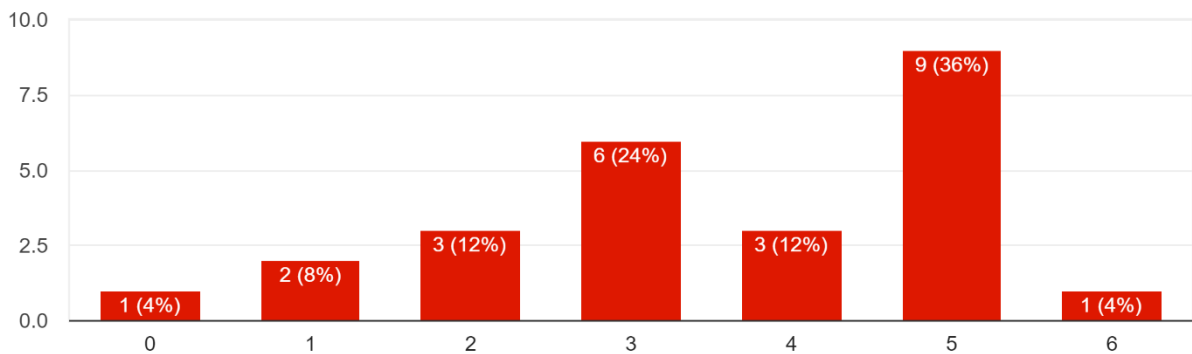
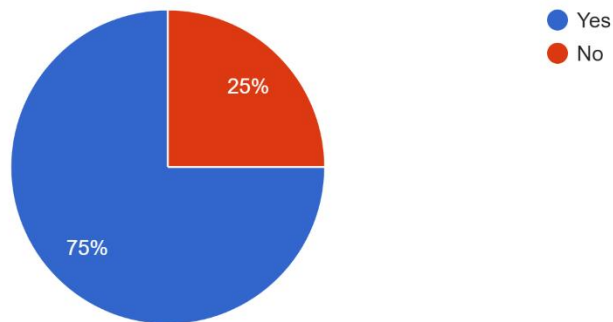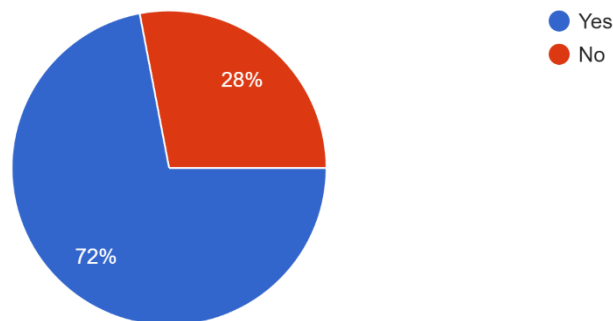## To make McDonald's delivery orders which app do you use the most?
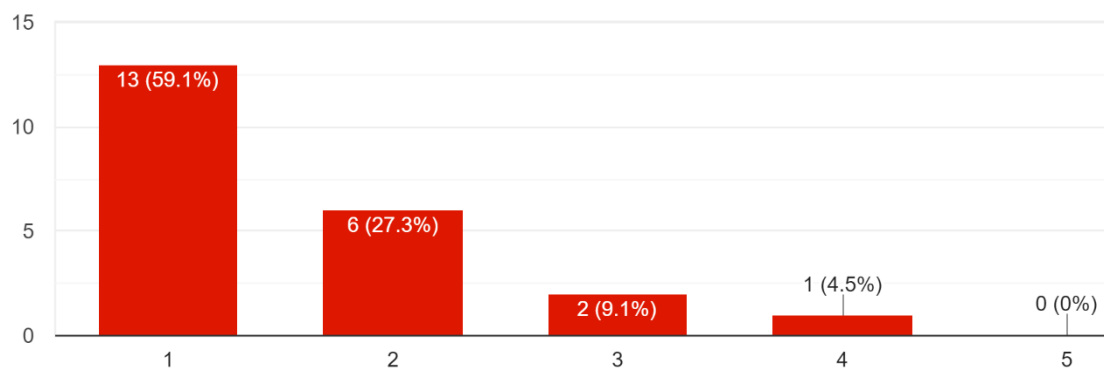25 responses

- McDelivery Sri Lanka
- Uber Eats
- Pick Me Foods
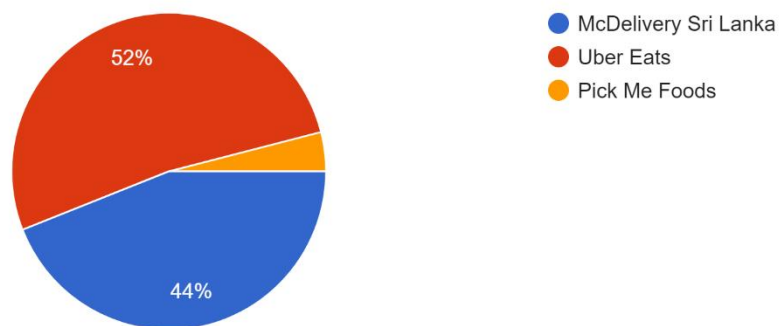
Are you aware of Mc Delivery Sri Lanka app?
24 responses

- Yes
- No

25%

75%

Have You ever used Mc Delivery Sri Lanka mobile app to order foods online?
25 responses

- Yes
- No

28%

72%

On a scale of 1 to 5, rate your experience on using Mc Delivery Sri Lanka Mobile app ?
22 responses

- 1: 13 (59.1%)
- 2: 6 (27.3%)
- 3: 2 (9.1%)
- 4: 1 (4.5%)
- 5: 0 (0%)

State the reason for your rating

13 responses

Cannot provide feedbacks or reviews

app is okay. But it is difficult to use.

it's confusing on how to use the app

this app is a garbage.

Mc delivery is the most confusing app I've come across
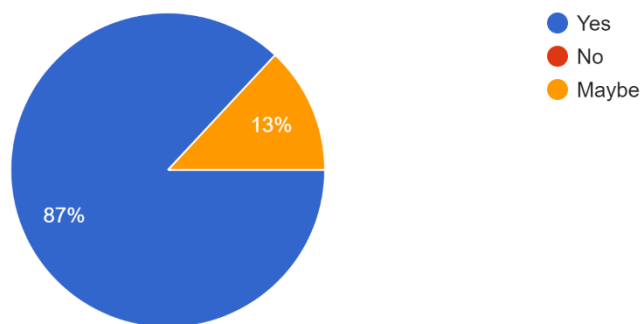
very confusing

We can not track the order

Doesn't work on time

the app does not has take away option, track order using map and feedback
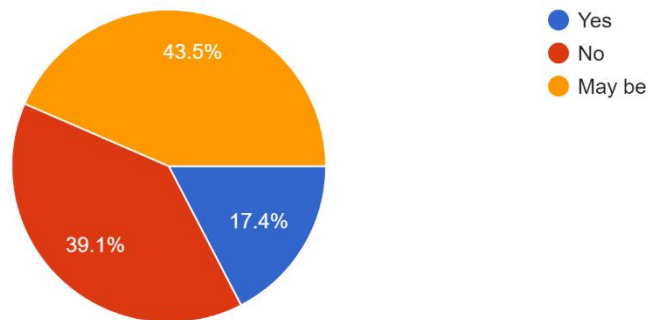
When making home delivery orders do you consider real-time location tracking as an important function?
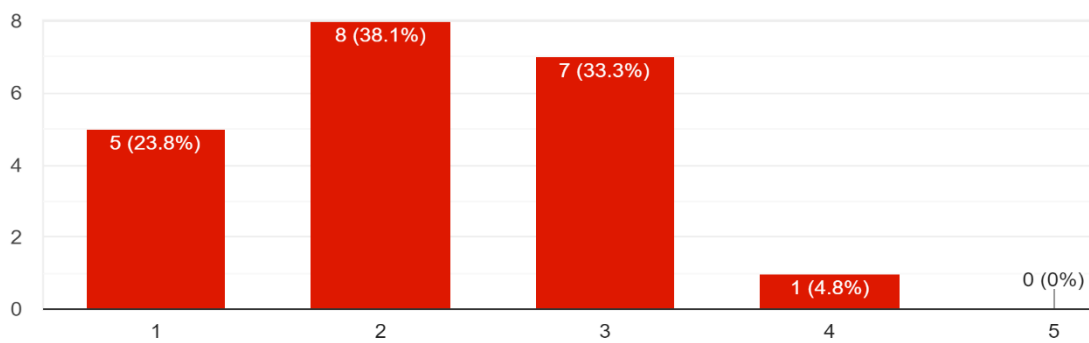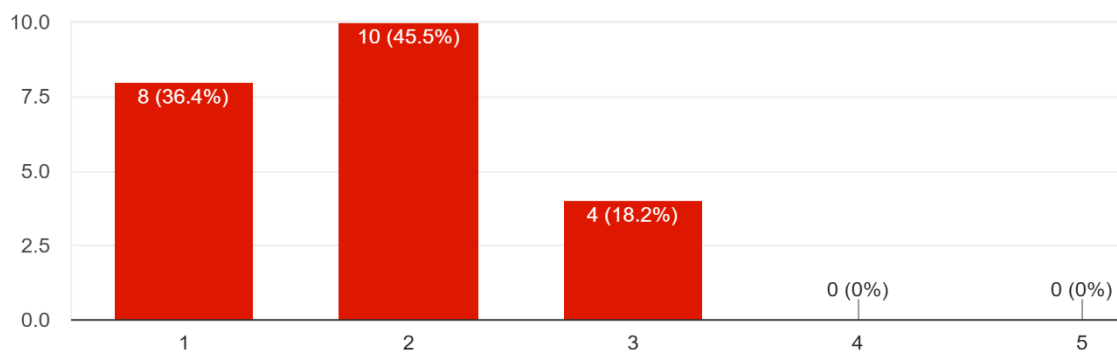
23 responses

- Yes
- No
- Maybe

87%

13%

Is this app user-friendly ?

23 responses

- Yes
- No
- May be

43.5%

17.4%

39.1%

On a scale of 1 to 5, rate the interfaces of the Mc Delivery Sri Lanka Mobile app ?

21 responses

5 (23.8%)   8 (38.1%)   7 (33.3%)   1 (4.8%)   0 (0%)

How is the navigation of the Mc Delivery Sri Lanka Mobile app ? Rate on a scale of 1 - 5

22 responses

8 (36.4%)   10 (45.5%)   4 (18.2%)   0 (0%)   0 (0%)

What are the inconveniences you have come across using this app ?

19 responses

Category	Value
Login	10 (52.6%)
Register	6 (31.6%)
Checkout	5 (26.3%)
Address	9 (47.4%)
Track order	12 (63.2%)
Feedback	10 (52.6%)
Mark Favourite	4 (21.1%)
View single food item	3 (15.8%)
Add foods to cart	5 (26.3%)
Home	1 (5.3%)
no option to share my feedback	1 (5.3%)
feed back option and take awa…	1 (5.3%)
It is a good for having takeawa…	1 (5.3%)
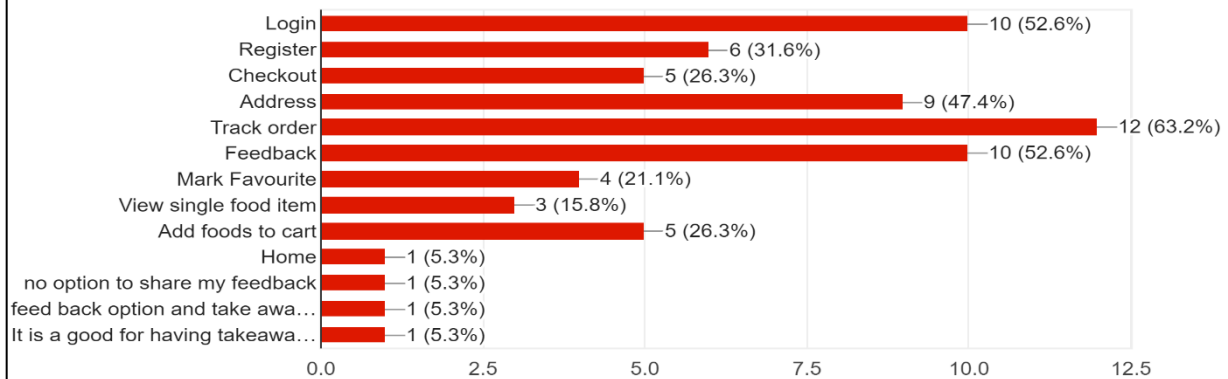
Would you recommend this app to others?

21 responses

- Yes — 14.3%
- No — 57.1%
- Maybe — 28.6%
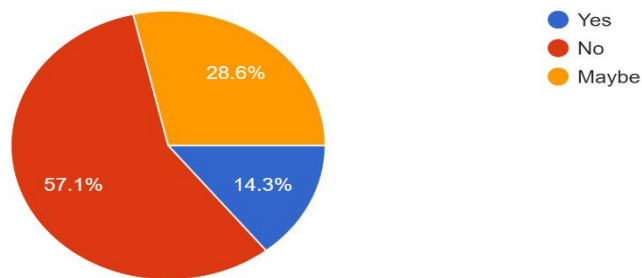
Do you have any suggestions to improve Mc Delivery Sri Lanka Mobile app ?

11 responses

Add a function to provide feedbacks and include a review page

consider the order tracking option. It doesn't work properly

Add real time tracking option

fix the feedback issue

Improve the navigation between UIs

Registration function is not user friendly, we must fill too much fields

We can not track the order

When registerring have issues. Does not let to register. After filling all the details you come to a point to enter a number. The number does not take. May be its as great app, but if you can't register what is the point in downloading the app