

Suggest design improvements using (Sketching/Wire framing/Prototype) and get user feedback

SE3050 – User Experience Engineering

Year 3, Semester 2, 2021



Machan Eats Group ID: 2021S2_REG_WE_10 Lab 06

Group Members:

IT Number	Name
IT19138732	M.G.D.D.B. Ekanayaka
IT19167206	S.A.S.D. Wijesinghe
IT19148014	J.T. Jayasundara
IT19095240	W.M.M.H.C. Mudannayake



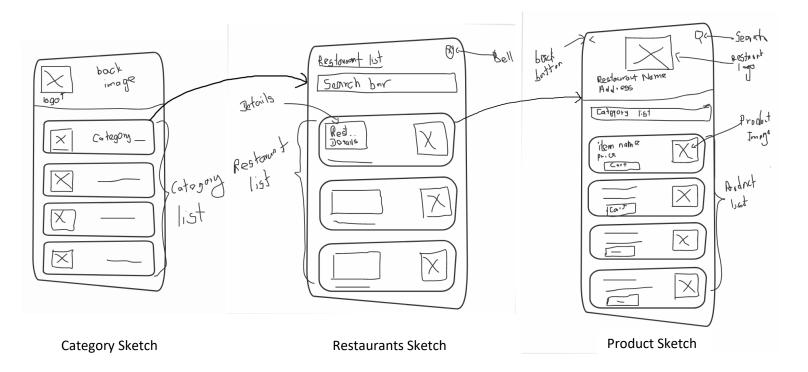
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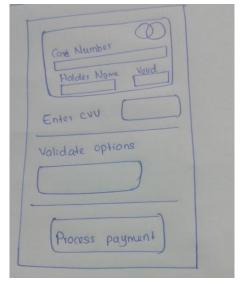
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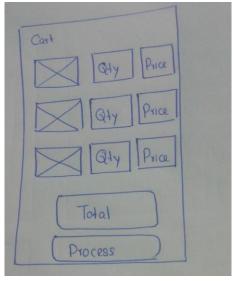
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Sketching

• IT19138732









Payment Sketch

Cart Sketch

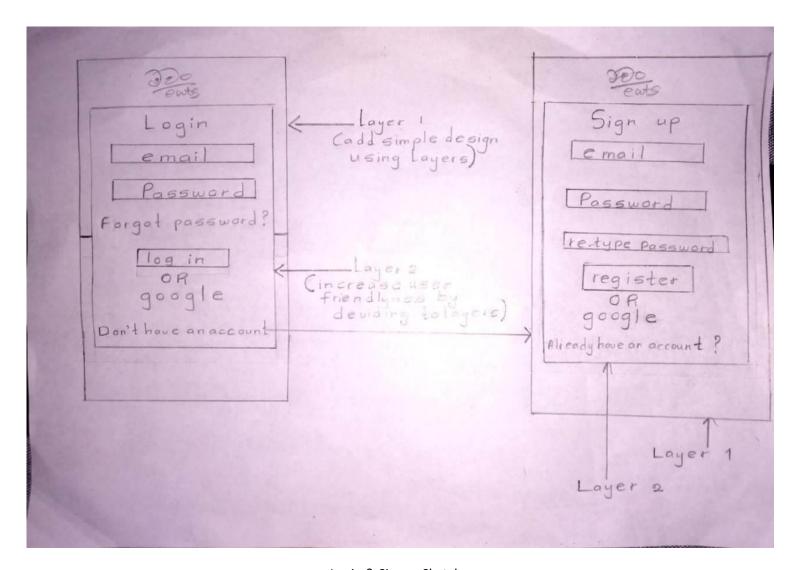
Pay Success Sketch



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Year 3, Semester 2, 2021



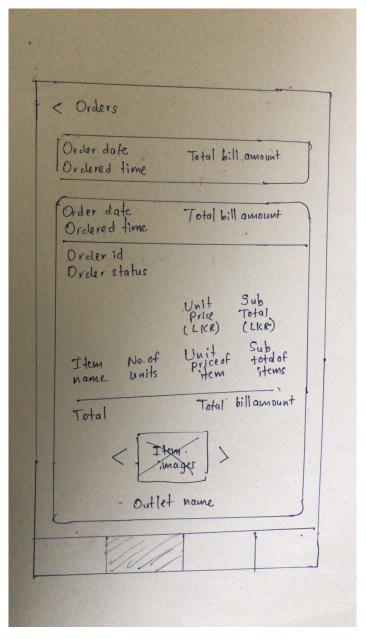
Login & Signup Sketch

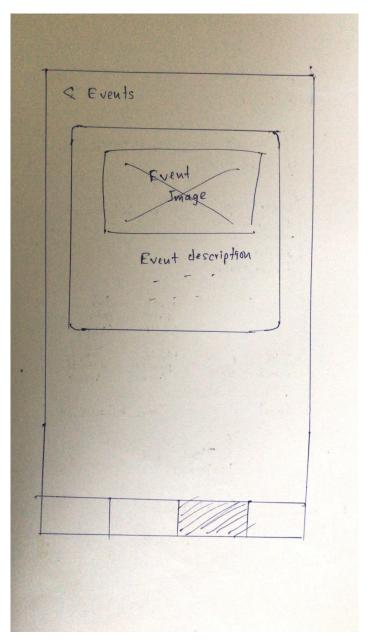


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Year 3, Semester 2, 2021





Past Order Sketch

Event Sketch

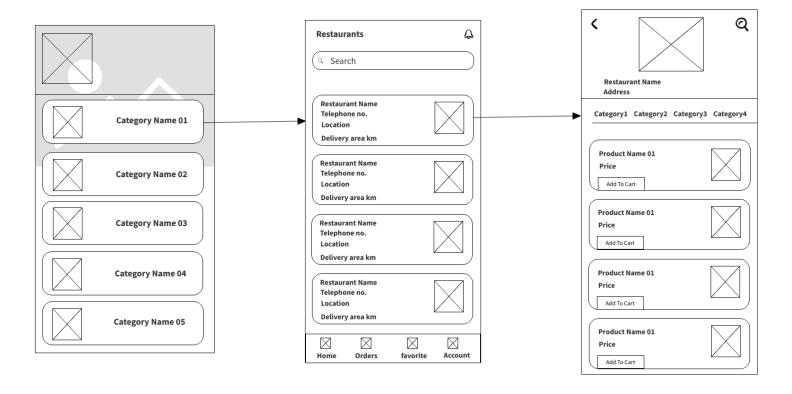


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SE3050 – User Experience Engineering

Year 3, Semester 2, 2021

Wireframes





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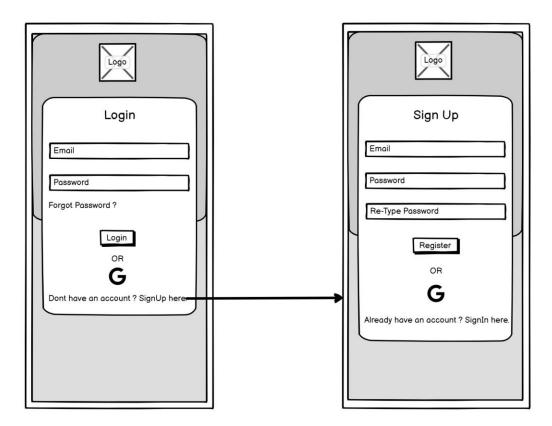
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• IT19167206







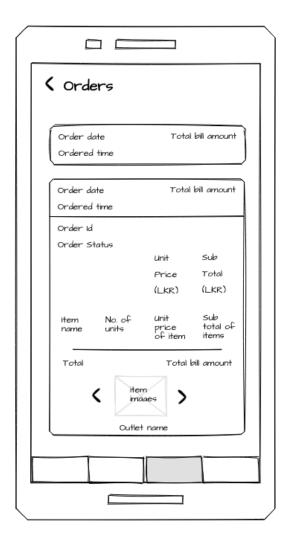


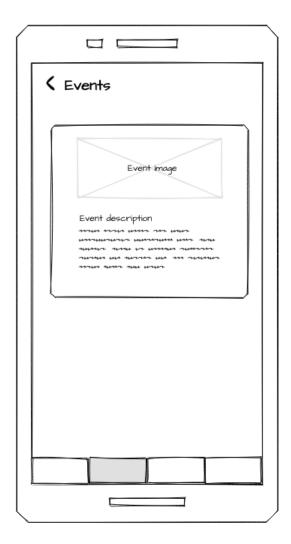


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SE3050 – User Experience Engineering

Year 3, Semester 2, 2021





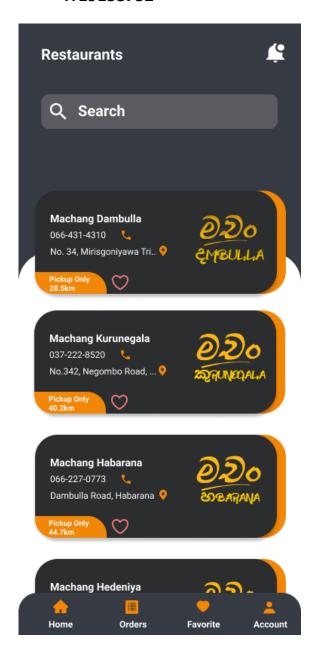


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SE3050 – User Experience Engineering

Year 3, Semester 2, 2021

Prototype (Version 01)







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Year 3, Semester 2, 2021





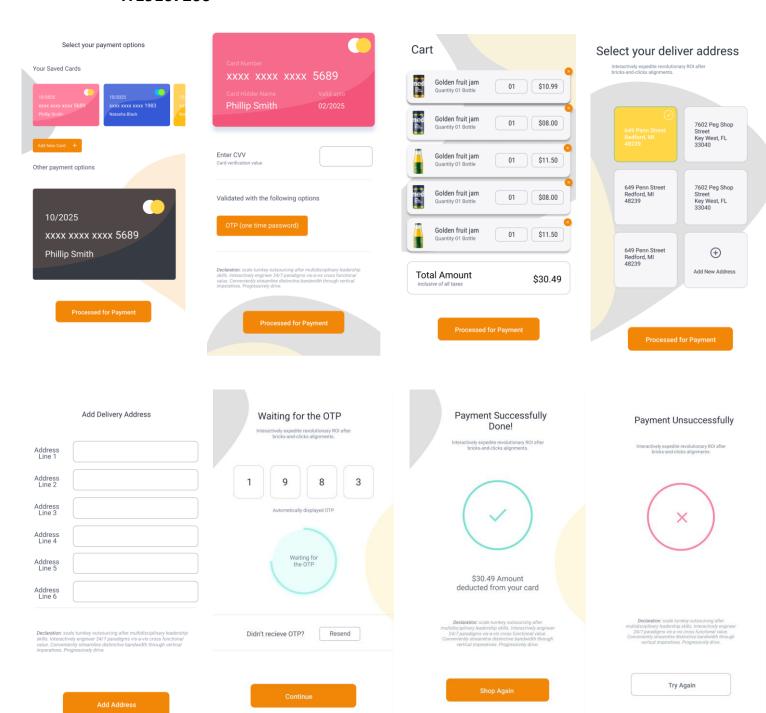




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Year 3, Semester 2, 2021

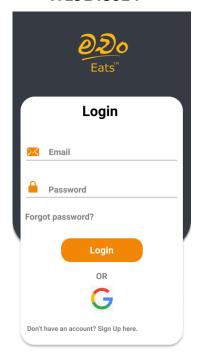


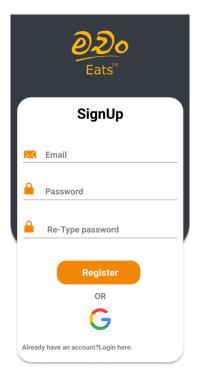


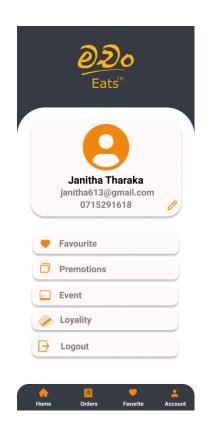
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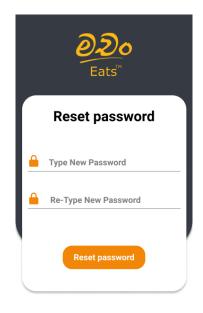
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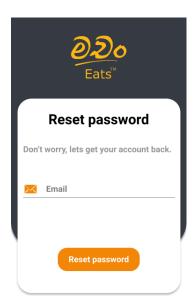
Year 3, Semester 2, 2021











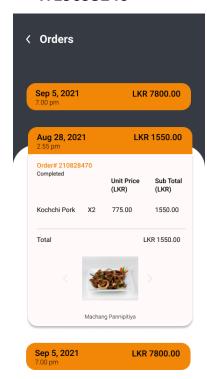


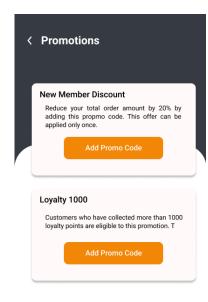
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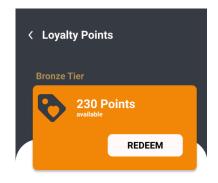
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Year 3, Semester 2, 2021

IT19095240







What are Loyalty Points?

It's a point system implemented by Machan Eats crew, which you can use to reduce your total bill amount.

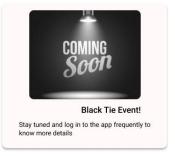
How can you utilize the points?

Just simply click the REDEEM button

How can you add more points to your account?

They will be automatically added every time you make a purchase order through this app. Every 100 Rupees you spend gives you a total of 10 loyalty points. And when you are spending, a point is worth 5 Rupees. The more you buy, the more you can reduce and save from your total bill.







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Year 3, Semester 2, 2021

User Feedback for Prototype

• Video link to the user feedback : https://web.microsoftstream.com/video/06ca8758-1c78-416b-992e-47c3e0c75d30

Test Script

Hi, nice to meet you too. No, it's fine. I'm free this weekend.

Ok, so I'll explain briefly about our tasks today. Do you remember the Machang Eats app you reviewed last time?

Yeah

It had some defects and flaws that you identified and some improvements that you suggested. So over the past few weeks, I and my team members designed new user interfaces for the app, recreating them in a better and user-friendly manner. So what we expect from you today is to review our designs and find fall points in those so that we will be able to recreate a near-perfect UI design for the Machang Eats app.

Okay

So now we will share our UI screens and you can freely comment on them. Any negative or positive is very valuable so please feel free to speak your mind.

Okay. Here we go. Now, this is the welcoming screen of the app. What do you think about it? Is it ok?

Yeah...sure. it's nice. The black and orange colors blend well together. There is a getting started button to proceed to the next screen. It's clear and simple in a good way.



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SE3050 – User Experience Engineering

Year 3, Semester 2, 2021

This is the login screen. How do you feel about this?

It looks nice. But make the Machang Eats logo a bit bigger. And in the text below the google icon, maybe highlight the words 'sign-up' here. Make it more emphasized so that we can easily identify it. Apply the same changes to forgot password text also. They need to pop out on the screen and not blend with it.

Sure.

Sure. How about this sign-up screen?

Login here text should be highlighted as I said in the previous screen. Maybe increase the spacing between the register button, the 'or', and the google icon. That's all I can say for now.

Any comment on the reset password screen?

No, they are fine UI-wise as long as the functionality is there.

Ok. This is the category selection screen. Earlier the app had a tiled menu with a random color scheme but now it. I aligned it with the application theme.

Yeah, I remember the previous screen. Compared with it, I have to say this is a big improvement. The purpose of the screen is clear now. And the components are clearly visible. This screen is nice and I like it.

How about this restaurant's screen under the 'food and delivery' category?

The search bar at the top is fine here. The card view also looks nice. It displays the restaurants separately in a manner we can distinguish it right away. And all the necessary information is there in an uncluttered way. The bottom navigation bar is clearly visible and serves the purpose correctly. But one thing. How can we go back to the categories screen from here?

We thought to use the device's back button for this.

Umm...I think it's better if you include a one on the screen here. Because it's somewhat expected I guess. Because a lot of apps use it that way. And it's a lot easier. I think it will look better left to the header called 'restaurants'. What is the bell icon above?



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SE3050 – User Experience Engineering

Year 3, Semester 2, 2021

It shows whether or not you have items in your cart.

I think you should have a cart icon there instead of a bell. Because it is confusing right.. and what is the heart icon in each restaurant card by the way?

By clicking that, we can add it to our favorites tab and access it easily as a frequent item.

ah ok. The other elements are okay to me.

Now we have the products screen here.

These look nice at the first glance. I mean all the necessary items are herein a clear manner. The list of cards looks really great. There is add item button. And we have a back button here. The sold-out items are displayed. The next tab also has the same layout. The selected tab is highlighted clearly. Yeah, everything is okay to me on this screen.

This is the favorites screen. The favorite restaurants are displayed here. We have favorite items in the adjacent tab. We can remove a restaurant from the favorite list by sliding it to the right side here.

Ok, since the restaurants are displayed first it's better to swap the tabs. They should be in order first the restaurant and then items, not the other way around. And another thing. Since it is displayed here, I can see that by dragging it, I can remove it from favorites. But in the app how can we identify that? You should have some text right? Can you show me the favorite items screen?

It is not yet implemented at the moment.

Ok. When you implement it, add a connection to the product screen also. Remember the previous screen we went through? The one with beverages and menus. There, add a heart icon or something to add directly to the favorites. I saw that in the selecting restaurant's screen. It's nice if you can follow a common design for similar activities.



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SE3050 – User Experience Engineering

Year 3, Semester 2, 2021

Now here we have the orders screen. We can view our past order details from here.

Umm..the title and the back button at the top should be moved to the right a little bit. The distance between the text and the icon could be increased so it looks nicer. The rest is fine I think. But how can we get the details?

What do you mean?

I can see three past orders here. But the second-order has all the details. How can we achieve that in the first order?

You have to click it and then it sort of behaves like a dropdown.

Ok. Then you should indicate that right? By an arrow or a see more text. Otherwise, it will be confusing. And.. can you highlight the total price here. The order id also should be popped and clearly visible. Maybe make it bold or add some background color.

Ok. This is the events screen. What are your opinions on this?

The event title and that back arrow should be moved right. To align with the cards below. Ok, we have the events displayed here. What happens if we click them? Are they clickable?

Yeah. They are I guess users cannot identify it right away. We'll fix it. When you click that it displays a larger description. Right now it only shows the summary. That pop-up description is yet to be implemented.

Are the coming soon events clickable too?

No, they are not. Actually, they should be faded here. It's a mistake from our end. They are to be appeared as unclick-able.

Ok, then other than that, I have no issues regarding this screen. The event images are nice here. I think it is better that you stick to the black color theme in the event images as well. It really suits the app and matches the theme too.



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SE3050 – User Experience Engineering

Year 3, Semester 2, 2021

Here is the loyalty points screen. First, you can give your ideas the way you understand them, then I can further explain along the way.

Ok. The first thing here is the alignment issue in the title. Please adjust it like the previous screens. The below description is somewhat cluttered. And the spacing there is uneven. And can you describe the process here briefly?

Sure. Since redeeming loyalty points is profitable when added to orders once in a while when enough points are accumulated and not utilizing for every order, the user has to explicitly go to the loyalty points screen through the user profile page. Loyalty points will be automatically increased every time you make a purchase order through this app. Every 100 Rupees you spend gives you one loyalty point. And when you are spending, a point is worth 5 Rupees. The more you buy, the more you can reduce and save from your total bill. Basically, this is a discount system provided by Machang eats team to our loyal customers. So you need to click the redeem button in order to utilize the collected points. And you will be redirected to the products screen to buy the items you want by the loyalty points price reduction.

Ok. Can you include that whole points to rupee conversion thing briefly in the card as well? I think it will be more readable that way. Other than that, I think you can make the card whiter instead of orange and make the button orange to match with earlier screens. Align the tag icon there a little bit.

This is the promotions screen. You can navigate to this screen when you click the add promo code in the payment screen or directly viewing through the user profile page. But then you have to have items in the cart. Otherwise, the add promo code button will be disabled. When you click the add promo code button the discount will be automatically added to the bill amount.

Ok. It's nice. But add another promotion maybe, because there is some empty space. And design the card view a little bit. I can't tell exactly what is missing. But I think you can improve it more than this. And another thing to mention. Use the background curvature to the grey layer and not for the white one. Because the products screen used it that way and it looked nicer than this view.



Suggest design improvements using (Sketching/Wire framing/Prototype) and get user feedback

SE3050 – User Experience Engineering

Year 3, Semester 2, 2021

this is the cart screen. Can you give your comments and opinions on this?

Ok, first of all, this screen looks very different than the previous screens. There is some pattern in the background. I think you should stick to the same background throughout the app so there is continuity. Include the back button to the left of the title 'cart'. increase the border radius of the button a little bit more maybe, like in the previous screens.

Ok

And make the dollar sign to LKR. You forgot it there. What is the meaning of all-inclusive taxes? I think it should be removed right.. normally there is no such thing as that in other food delivering apps. And it displays the total bill amount including the delivery charges at the end.

yeah. Now we have the available addresses screen here. Users can have more than one address stored in the app. By clicking the add new address plus icon, you can add a new address.

The background and the button should be changed as I said earlier. the description is not clear. The font size should be increased and the font color is a bit too light here. It is not user-friendly. And how can we remove addresses from here?

Right, it's our mistake. That should be added here.

Other things are fine actually.

This is the screen to add a new address.

First of all, the address line 1, address line 2, that whole repetition is not appealing at all. Make them separately like apartment no, zipcode, lane no., district, province, and so on. And do not make them as labels. Put them as placeholders instead. I think that would be great. Other than that, make the same background, button, and description changes I mentioned earlier. Title font size needs to be increased.



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SE3050 – User Experience Engineering

Year 3, Semester 2, 2021

Next, we have the cards screen. You can have multiple cards linked to the app and save them. You can add a card by clicking the first button. After selecting the card, you can move to the next step of the payment.

Apart from the background, I see no faults here.

This is the second part of the payment screen. Do you notice any changes to be done here?

Background, description, and button. What happens when we click the send OTP button?

It sends you the OTP code but you have to click proceed to payments button to go to the screen where you can enter the code.

What If I did not click that button and wait until I have the second screen to pop up automatically? Rather than clicking the proceed to payment button, make it so that I will be directed to the second page when I click that OTP button.

Sure. So this is the screen to enter the OTP code.

This looks fine to me.

These are the screens displayed after you enter the OTP. We have implemented two separate success and failure screens.

These are also fine. But make the description clearer by increasing the font size. Change the background and button here also. Other things look fine. But I remembered just now. Do we have a cash-on-delivery option here? I don't think so right?

Oh yeah, it should definitely be added. We forgot that part. We will implement it in version 2.

This is the user profile screen. The user's account information is displayed on the card. You can add a profile picture by clicking the pencil icon to edit. And you can navigate to other pages through this screen also.

Ok. When I click the logout button does that immediately sign out from the app?



Suggest design improvements using (Sketching/Wire framing/Prototype) and get user feedback

SE3050 – User Experience Engineering

Year 3, Semester 2, 2021

No, there is a confirmation message that popped up when you click logout.

The message view should be improved a little. I can't tell what is wrong there. Somehow it feels odd.

So this concludes all the screens. What do you think about our new UI s?

Overall, I think they are much better compared with the previous screens. Because these are much more informative and clear. The user experience is improved greatly by the changes you guys have done. Nice job all!

Thank you for spending your valuable time on this. It was really perfect feedback. Now we can implement the rest of the faults and make the UI s perfect. So thanks again and have a nice day!

Have a nice day!

Prototype (Version 02)









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Year 3, Semester 2, 2021

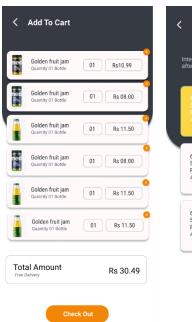




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SE3050 – User Experience Engineering

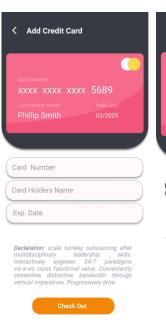
Year 3, Semester 2, 2021

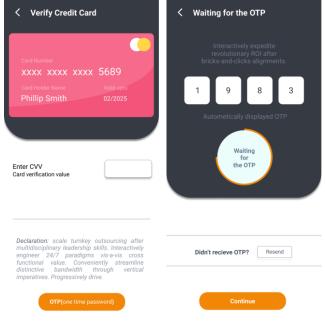


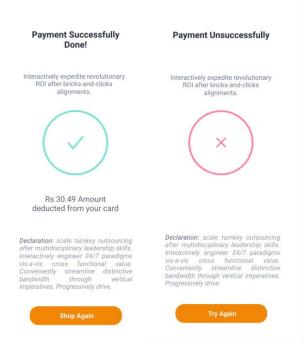












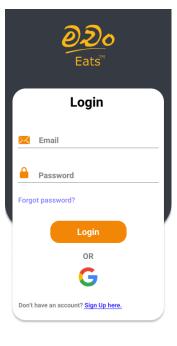


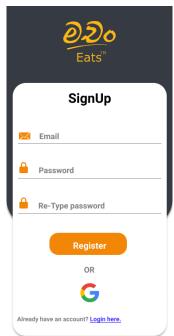
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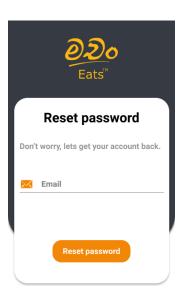
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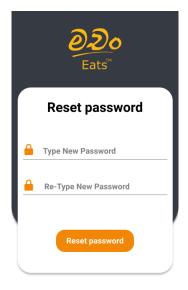
Year 3, Semester 2, 2021

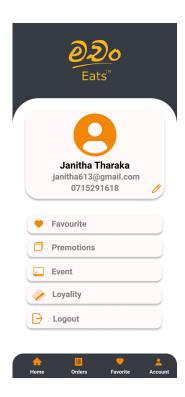












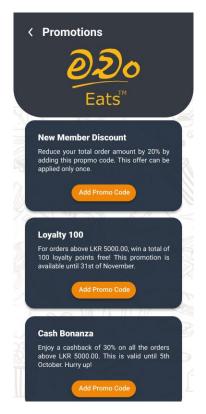




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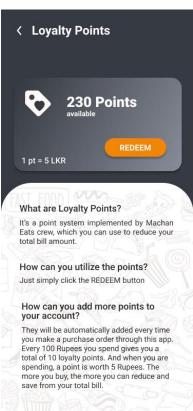
SE3050 - User Experience Engineering

Year 3, Semester 2, 2021











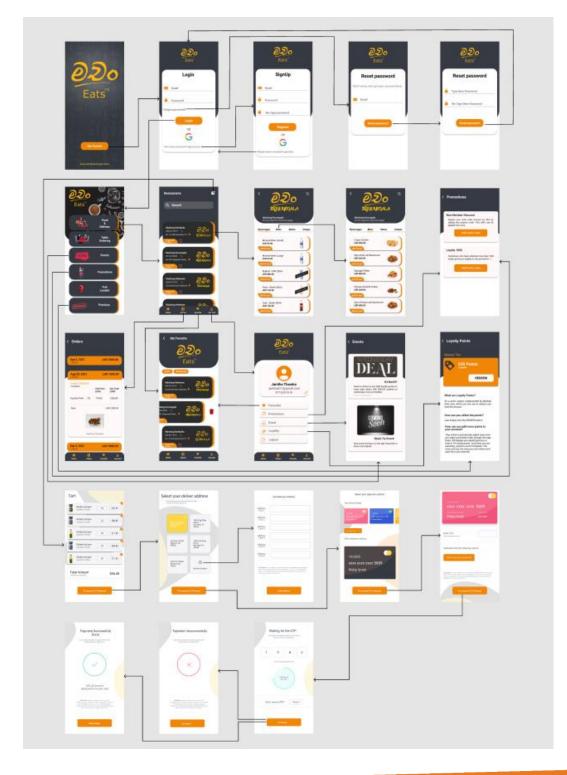
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SE3050 – User Experience Engineering

Year 3, Semester 2, 2021

Full Image & Link of Prototype (Version 01)

• **Link:** https://www.figma.com/proto/gPMvYCcwUit8fOvf6kYWpH/Untitled?node-id=57%3A15&scaling=scale-down&page-id=42%3A16&starting-point-node-id=57%3A15





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SE3050 – User Experience Engineering

Year 3, Semester 2, 2021

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