Machan Eats
Group ID: 2021S2_REG_WE_10
Lab 04

Group Members:

IT Number	Name
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❖ Introduction

The Mobile Application we selected for the User Experience Engineering module is 'Machan Eats'. It is an online food delivering an application that provides the users with the facility of ordering food items to their doorstep without physically visiting the restaurant. In the current pandemic situation, the usage of apps in this category has sky-rocketed because of the restrictions on mobility and transportation. Because of that, food delivering apps like 'Machan Eats' has become a high priority today, which is frequently used over time. Therefore, we planned to find the faults and defects within this application which can enhance the User Experience, simultaneously increasing the customer base.

The aim of this research is to investigate the usability of the 'Machan Eats' mobile application through the form of an interview. The faults and bugs within the user flow can be identified clearly by this method. Since the user feelings are also recorded along with their thoughts and opinions on specific components and user interfaces, a degree of usability can be determined after conducting this research. The main goal is to cover the usability testing of the app regarding the user experience and identify all the current bugs and defects. Furthermore, users' future expectations as new features are also inquired. The gathered information about the user experience will be utilized to develop better and more user-friendly user interfaces. By understanding the users' expected requirements via this app, we will be able to successfully generate screens to be usable and smoother than the existing version of the 'Machan Eats' mobile application.

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❖ Test Objectives

1) To identify failure points in the current application.
2) To identify the user experience of the current application.
3) To identify important and effective functions in the current application.
4) To get an overall idea about the current application.
5) To identify the user-friendly and attractive user interface of the current application.

❖ Methodology

We will be conducting our research through a short interview process that consists of previously compiled questions. The questions comprise several questions so that it covers all the functionalities assigned to each group member. As a summary, the user flow of the entire application is subjected to usability testing through this purpose. 2 personas out of the 4 will be selected for this. One person is a female model who is in her twenties and the other one is a male musician in her forties. We choose these personas among others to reflect the diversity of users of this application. Because of the current pandemic situation, physical sessions will not be allowed, and therefore, a virtual meeting will be arranged through the Zoom platform in the presence of all 4 group members. This will be a semi-formal interview to cordially discuss the user opinions and feelings about the components and interfaces of the mobile application.

BSc (Hons) in Information Technology Specialization in
Software Engineering
Plan and conduct user research

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❖ Interviewing

The interview process will be carried out through a Zoom meeting when all group members are present. We will separately ask the questions from selected two individuals, covering all the functions and user interfaces assigned to each member. The entirety of the application is covered here. At first, the interviewee will be given a brief overview of the flow of the application.

➢ Script

40-year-old Male Musician

Interviewer - Good Morning. I am Hashini. I have my fellow group members here, Danuka, Shehan, and Tharaka. The aim of this call is to collect user experience information regarding the usability of the currently available version of the machan eats mobile application. We are thankful for sparing your valuable time to collaborate with us in this interview. Is it okay with you if we record this session?

Interviewee - Good morning all of you, no it is not a problem at all.

Interviewer - Can you give us a brief introduction about yourself?

Interviewee - Yeah, sure. I'm chamikara and I'm turning 43 this December. I'm a professional musician who has been in this industry for the past two decades ever since I graduated from the University of visual and performing arts. I have my own studio apartment and I conduct music classes to earn an extra income. So, it is correct if I say music, is my lifelong passion.

Interviewer - Okay, this interview consists of a total of 10 questions. Hope you don't mind

Interviewee - Not at all, please go ahead.

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Interviewer - How long have you been a customer of machan eats and do you prefer it over other online delivering restaurants?

Interviewee - Yeah, I really like that restaurant because the food gives a homely feeling and often, they are fresh and warm even after it has been delivered. Overall, I kind of like their theme, and it's got a range of customizable menus when it comes to bites and snacks.

Interviewer - So, firstly, we'll talk about the registration to the mobile application. You have to provide your information like phone number and address location when registering by creating an account. Do you have concerns regarding this registration process?

Interviewee - The registration process is not that much of a hassle because it has few fields to enter the information. But the user interfaces are not that user-friendly to me, I get that it has these cool blackish themed interfaces and all but when you are using a dark them, sometimes it's hard to recognize the words in it. They seem to fade out. I don't know maybe that's because of my age or something, but I would prefer if it was clearer than this.

Interviewer - How do you feel about the login process?

Interviewee - That also has the same dark background issue. It's somewhat hard to separate field values at first sight. But I guess it comes to you naturally when you use the app frequently.

Interviewer - How do you feel about the list of food items displayed in the products tab?

Interviewee - It's a little bit confusing actually. I would prefer it if they gave us the freedom to choose the food items only and suggest the nearest restaurant at the checkout phase, but I guess some people prefer choosing specific restaurants. So, I guess it's okay. But there were plenty of times when the food items I needed was in 2 separate restaurants because it has been sold out. So, it's a problem for me that food is displayed in separated restaurants. But the display screen is nice and okay.

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Interviewer - What's your opinion about the product's interface?

Interviewee - The products list looks fine to me. The items are clear and easily distinguishable. But it lacks the sense of creativity.

Interviewer - Do you know about the loyalty point system in machan eats? If so, what is your idea about that?

Interviewee - Yeah I'm aware of that but I actually don't know how to use them. I have gained quite a number of points because I'm a frequent customer. It's better if they include instructions on how to use them along with your order.

Interviewer - Do you like the current cart interface? What are your ideas about that? Does it need any improvement according to your perspective?

Interviewee - Yeah it could use some improvements. I didn't know where to proceed for checkout from the cart screen. Actually, it's the price label. Normally we cannot recognize it as clickable right away. So, it's confusing the user. And it's not user-friendly.

Interviewer - How about the home screen with all the tiles? Is it user-friendly to you?

Interviewee - No, the colour theme is totally different there than the normal theme of black and orange. The interface is unappealing to me, and the tiles look randomly arranged and out of order. Sorry to say but it's a bit ugly when compared with other screens.

Interviewer - What is your opinion about the payment interface?

Interviewee - Honestly, I'm not happy because we don't have a manage cart option here. What if we want to remove unwanted items from the cart? How can we do so? We have to go from the beginning. It's a defect I think right.

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Interviewer - What do you think about the provided payment methods?

Interviewee - Even though it states as card payment here, it's just paying via card when the food is delivered to your home. In a pandemic situation like this, I think the online payment feature is of most importance and the restaurant should hire developers to implement that soon.

Interviewer - What is your opinion on scanning the QR code on the table and ordering food items? Don't you think it's a novel feature?

Interviewee - Yeah I like that actually we can scan the QR code and get food items delivered so that there is no confusion in ordering items. I haven't seen this feature in other apps. It's a plus point.

Interviewer - Ok that's all the questions we've got for you. Thank you, a lot, for your patience and cooperation throughout this session.

Interviewee - You're welcome!

21-year-old woman Female Model

Interviewer - Good Evening. I'm Hashini. I have my fellow group members here, Danuka, Shehan, and Tharaka. The aim of this call is to collect user experience information regarding the usability of the currently available version of the machan eats mobile application. We are thankful for sparing your valuable time to collaborate with us in this interview. Is it okay with you if we record this session?

Interviewee - Good morning. It's not a problem.

Interviewer - Can you give us a brief introduction about yourself?

Interviewee - Sure. . I'm Chathurya and I'm 21 years old. I'm a professional model in the fashion industry. I'm constantly away from home because of my career choice and maintaining a healthy diet is essential to me. I go through rigorous training sessions when advised and I try as much as possible to keep a healthy lifestyle.

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Interviewer - Okay, this interview consists of 10 questions. Is it okay with you?

Interviewee - No. that's totally fine with me

Interviewer - How long have you been a customer of machan eats and do you prefer it over other online delivering mobile applications?

Interviewee - Yeah, I really like that restaurant because there is a variety of healthy food items to choose from and I know they are prepared in a safe manner. One of my friends worked at the restaurant chain a while ago. That's the main reason I prefer this over the others

Interviewer - So, initially, we'll talk about the registration and login process? What would be your comment on the experience?

Interviewee - I'm really happy you brought this up because there is something I want to point out here. The problem arises when you download and launch the app for the first time. You are directed to the sign-in page, but as a new user, you don't have an account right. But there is no place to navigate to the sign-up or registration screen. It took a minute or two to realize that the login screen is scrollable. So normally that should not happen right. According to my, it's kind of misleading. So, I think they should improve it to not to confuse future users.

Interviewer - How about the favorites tab? Do you have any opinions regarding that?

Interviewee - Yeah it looks fine. But I have a question. Why would someone want to add a restaurant to the favorites tab? It's not like there are hundreds of machan eats in Sri Lanka, right?

Interviewer - Would you like if the mobile application provided a tracking feature while your order is being delivered?

Interviewee - Yes, I would really like it if they provided real-time tracking of our order when it is being delivered so that we can estimate the time it will arrive beforehand.

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Interviewer - What is your idea on Promotions and Events screens?

Interviewee - I really cannot comment on this because I have not seen events or promotions appeared on those tabs till now. Are they updating it? I have no idea. they were, I would definitely try them out.

Interviewer - Can you give us a comment on the Past Orders screen?

Interviewee - Yeah, it's okay, but it would be great if they are more descriptive and added all the information in that order.

Interviewer - How about the User Account Information Page?

Interviewee - Its normal. We can take a photo from the camera or upload it from our gallery. And we can edit our information too. It's okay, I guess.

Interviewer - What do you think about the product's interface?

Interviewee - I think the food items should be more descriptive. Since my career is modeling, I have to look after my calorie intake, and it will help me a great deal if they include that information and ingredients also. Because there are some people who are allergic to specific food items, and I think that feature is necessary.

Interviewer - Do you know about the loyalty point system in machan eats? If so, what is your idea about that?

Interviewee - Yeah I know and I have used some points. But I would prefer if they were automatically added to our order in the checkout process. I mean it's no use utilizing those rights.

Interviewer - How about the home screen? Is it user-friendly to you?

Interviewee - Not at all. The colours do not match the application theme. The tiles look like they are not clickable. That's the main problem here. It's not user friendly

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Interviewer - What do you think about the available payment methods?

Interviewee - It sucks when you can't pay the amount via online. I mean there are already a bunch of applications which has that feature. So, it's a negative point for the application actually.

Interviewer - Do you have any suggestions to add as improvements to this mobile application?

Interviewee - Yes, I think it's better if they add meal combinations. I mean for special occasions and festive seasons, something like that. The main aim is so that we don't feel bored of the same dish. I think it would be great.

Interviewer - Ok that will be all. Thank you a lot Chathurya for your patience and cooperation throughout this interview.

Interviewee - Sure, it's my pleasure

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❖ Video Recording

The video recording will be conducted in the presence of all the group members where one acts as the interviewer. The webcam will be turned on to get the video conferencing experience and simultaneously the mobile screen where the user navigates and describes as he/she answers the questions, is also recorded.

Video recording link of the Interview:

https://drive.google.com/file/d/1NZ3NAuadvoB3P78LKY_6T8aH6NljQBot/view?usp=sharing

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❖ Questionnaire

The google form which we implement to conduct the questionnaire will comprise of questions that accept answers in MCQ format and also short answers. The questionnaire will be prepared so that it will cover all the member functions. Namely, Product mgt., Payment mgt., User mgt., and Loyalty mgt. Questions are distributed equally among each member component. Since the google form will display the collected data in graphical format the analyzing process will be much easier.

➤ Question List
1) Do you use 'Machan Eats' Mobile Application
2) How Long Have You Been a Customer Of Machan Eats
3) Rate About The Registration Process In Machan Eats(1 - min, 5 - max)
4) Why Do You Give That Ratings For Registration Process In Machan Eats
5) Rate About The Login Process In Machan Eats(1 - min, 5 - max)
6) Why Do You Give That Ratings For Login Process In Machan Eats
7) Rate About Product View In Machan Eats(1 - min, 5 - max)
8) Why Do You Give That Ratings For Product View In Machan Eats
9) Rate About Product List In Machan Eats(1 - min, 5 - max)
10) Why Do You Give That Ratings For Product List In Machan Eats
11) Rate About Payment Method In Machan Eats(1 - min, 5 - max)
12) Why Do You Give That Ratings For Payment Method In Machan Eats
13) Rate About Cart View In Machan Eats(1 - min, 5 - max)
14) Why Do You Give That Ratings For Cart View In Machan Eats
15) Rate About Loyalty Point System In Machan Eats(1 - min, 5 - max)
16) Why Do You Give That Ratings For Loyalty Point System In Machan Eats
17) Do You Know How To Use That Loyalty Points
18) If No How You Think To Use That Points

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❖ **Participant Profiles**

Name	Demography	Location, Date and Time
Sumudu Chamikara	Age – 43 Occupation - Musician Marital status – Married Salary -$275 Address – 275, Peradeniya, Kandy. Education - Visharad	Location – Colombo Date – 2021.08.20 Time – 23.10 - 23.30
Chathurya Prabhavi	Age – 21 Occupation - Modeling Marital status – Single Salary -$100 Address – 310/10, Borella. Education – Undergraduate	Location – Borella Date – 2021.08.20 Time – 22.40 – 23.00

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❖ **User Research – Tasks/Scenarios**

Task instructions	Target
Assume that you are a new user of the application. You want to access the services and features provided by the app. How would you obtain authenticity and access what is inside the application?	User registration via account creation.
You want to select an item and access it later while you browse other items. How would you accomplish that?	Browse through the products page and add an item to the cart.
How would you acquire the selected items and get them to you?	Process the payment
There are certain ways to reduce your total bill amount by using the feature provided within the application. How would you access that facility?	Access Loyalty point system and add promo codes to the Promotions page.
You want to access your account on another device. What sort of steps do you think you have to follow in order to do that?	Signing out and sign in again

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❖ **Plan For Data Analysis**

✓ **Interview**

- Collected data

  Users' feelings and opinions on specific components in the application. This is qualitative data, and we received varied responses regarding those separate modules.

- Analysis plan

  Re-read the interview script and highlight special points, the obstacles users faced while they were navigating, the negative points, and the most obvious defects and bugs. Categorize the good features and fall points of the application by going through the lines. Make assumptions based on the collected data.

✓ **Video recording**

- Collected data

  Live recording of the interview is the qualitative data we collected here. The script was created using this as a data source.

- Analysis plan

  Re-watching the record, creating a script out of the video recording, and identify the good features as well as bugs and defects within the application from the script. Categorize users' opinions, comments, and feelings as negative or positive.

✓ **Questionnaire**
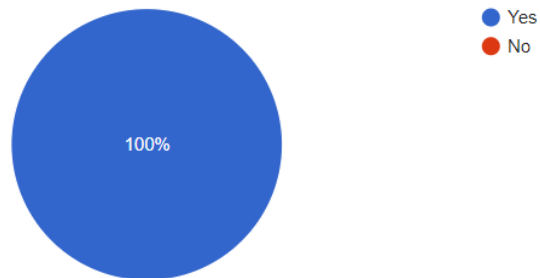
- Collected data

  Qualitative and quantitative data regarding each component in the application were collected through this.

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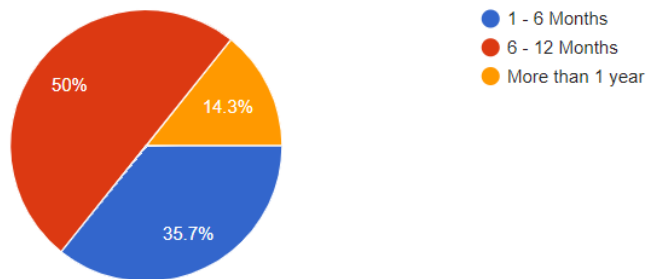
Do you use 'Machan Eats' Mobile Application

28 responses

- Yes
- No

100%

How Long Have You Been a Customer Of Machan Eats

28 responses

- 1 - 6 Months
- 6 - 12 Months
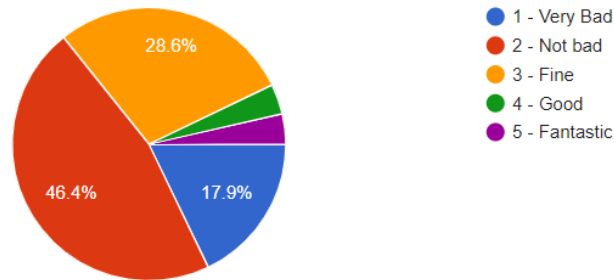- More than 1 year

50%   14.3%

35.7%

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Rate About The Registration Process In Machan Eats(1 - min, 5 - max)

28 responses

- 1 - Very Bad
- 2 - Not bad
- 3 - Fine
- 4 - Good
- 5 - Fantastic

Why Do You Give That Ratings For Registration Process In Machan Eats

20 responses

It's Difficult to find feilds

It's easy

Dark background

Lot of details

Im not happy with this much.but i can manage.

Good Form Easy details

There is a normal registration form just like another mobile application.

I dont like to this process

I cannot give number 5 or above 3. Because its UI not user friendly

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Rate About The Login Process In Machan Eats(1 - min, 5 - max)

28 responses

- 1 - Very Bad
- 2 - Not bad
- 3 - Fine
- 4 - Good
- 5 - Fantastic

35.7%

21.4%

32.1%
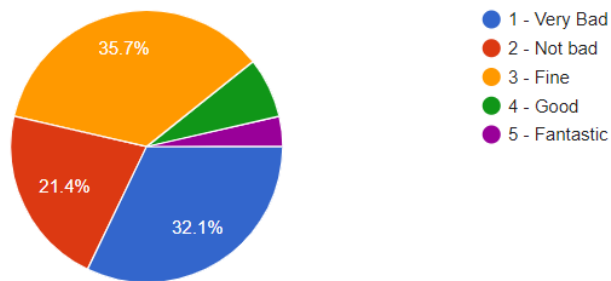
Why Do You Give That Ratings For Login Process In Machan Eats

21 responses

Can't find the feilds

Super easy

Dark background

No sign with google account

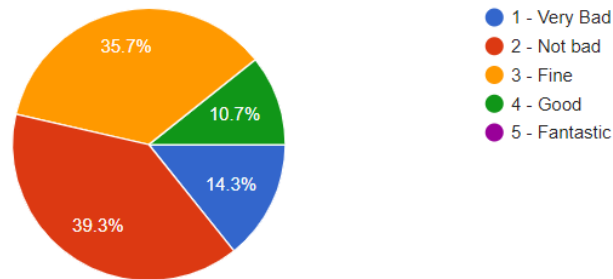I dont like colors.

Easy to login

A similar answer of registration.

can be improved

I could manage that

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Rate About Product View In Machan Eats(1 - min, 5 - max)

28 responses

- ● 1 - Very Bad
- ● 2 - Not bad
- ● 3 - Fine
- ● 4 - Good
- ● 5 - Fantastic

Why Do You Give That Ratings For Product View In Machan Eats

21 responses

In that page can't handel my phone in one one hand, i can't reach to buttons

Good View

Unappealing

No Good Buttons

Its not good

Nice plane look

Such a bad view of product views. There is no user-friendliness.
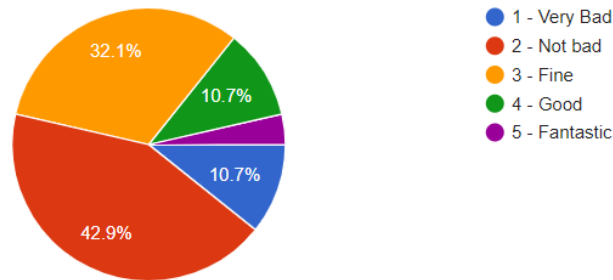
not attractive

Im happy with that

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Rate About Product List In Machan Eats(1 - min, 5 - max)

28 responses

- 1 - Very Bad
- 2 - Not bad
- 3 - Fine
- 4 - Good
- 5 - Fantastic

Why Do You Give That Ratings For Product List In Machan Eats

20 responses

White color list it's good but some times photos are not loading quickly

White color list easy to find producta

Not creative

Good List

Its not user friendly

Good View

A similar, answer of product view.
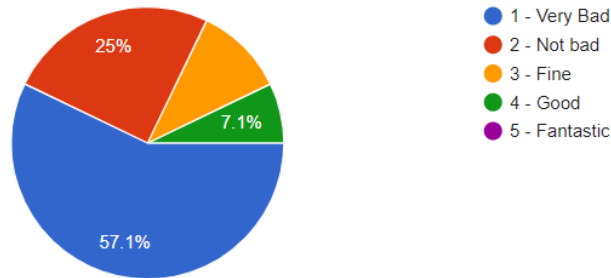
I could see product without troubles

Very bad interface. The colour matching is really bad. Really difficult to find items and there is no order. It's so messy. Not user friendly

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Rate About Payment Method In Machan Eats(1 - min, 5 - max)

28 responses

- ● 1 - Very Bad
- ● 2 - Not bad
- ● 3 - Fine
- ● 4 - Good
- ● 5 - Fantastic

25%
7.1%
57.1%

Why Do You Give That Ratings For Payment Method In Machan Eats

21 responses

There is no online payment option

I'm usually use cash on delivery

No card payment

No Card payment online

There is no option with card payments

Most time use cash on delivery

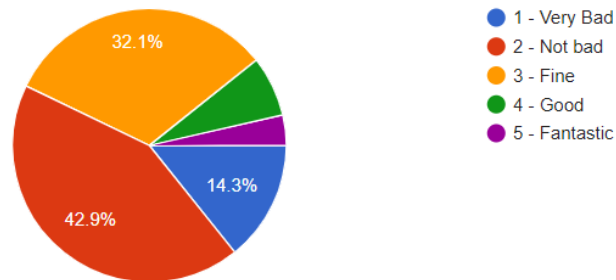There are no payment methods. So need to add payment methods.

not user friendly

There is no option for oonline payments

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Rate About Cart View In Machan Eats(1 - min, 5 - max)

28 responses

- 🔵 1 - Very Bad
- 🔴 2 - Not bad
- 🟠 3 - Fine
- 🟢 4 - Good
- 🟣 5 - Fantastic

32.1%
14.3%
42.9%

Why Do You Give That Ratings For Cart View In Machan Eats

19 responses

Good looking

Can't change cart at final stage

Cannot remove items

Looks nice

I can manage
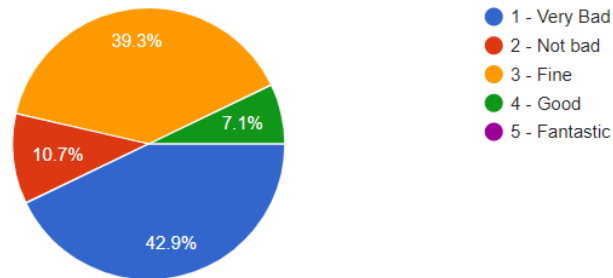
Finaly show list nice

Similar answer if product view.

Im not happy.but i could manage.

The colour matching is bad.

22

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Rate About Loyalty Point System In Machan Eats(1 - min, 5 - max)

28 responses

- 1 - Very Bad
- 2 - Not bad
- 3 - Fine
- 4 - Good
- 5 - Fantastic

39.3%
7.1%
10.7%
42.9%

Why Do You Give That Ratings For Loyalty Point System In Machan Eats

19 responses

I don't use that points

I don't knw how it calculate

Can havr discount

I don't knw about that points

There is no description about loyality points

I se that point some times

There is no user friendly and also, the card view is too bad. And, there is no help section just like how to redeem the loyalty points like wise.

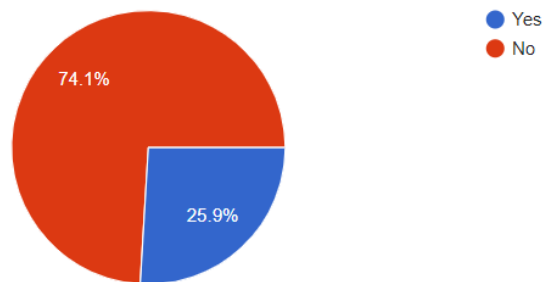not always accurate

I couldnt understand that

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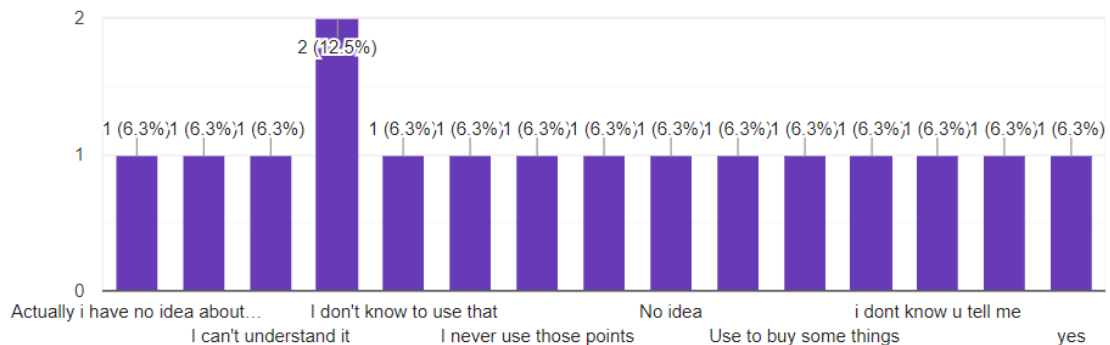
Do You Know How To Use That Loyalty Points

27 responses

● Yes
● No

74.1%

25.9%

If No How You Think To Use That Points

16 responses

- Analysis plan

  Refer to the generated pie charts and bar graphs and make assumptions based on the collected data.