DashDish

"Flavor at warp speed: your meal, one tap away!" 🚀 🍔📲

002755483 Jiawen Li
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001241850 Ruizhe Zeng
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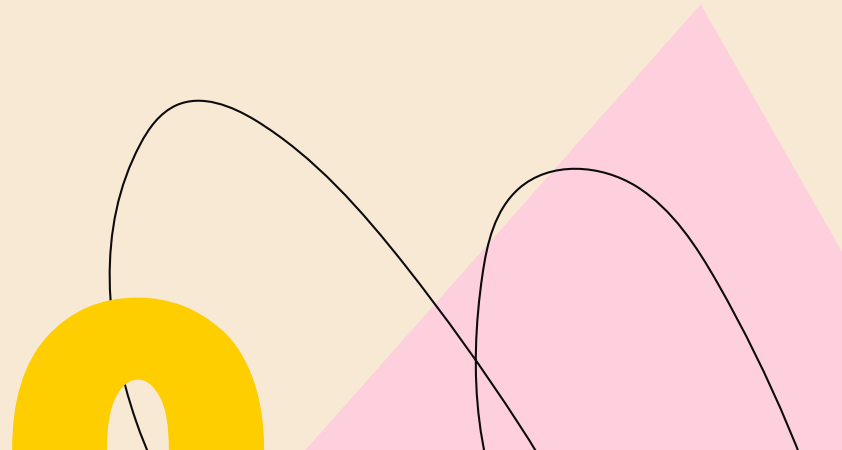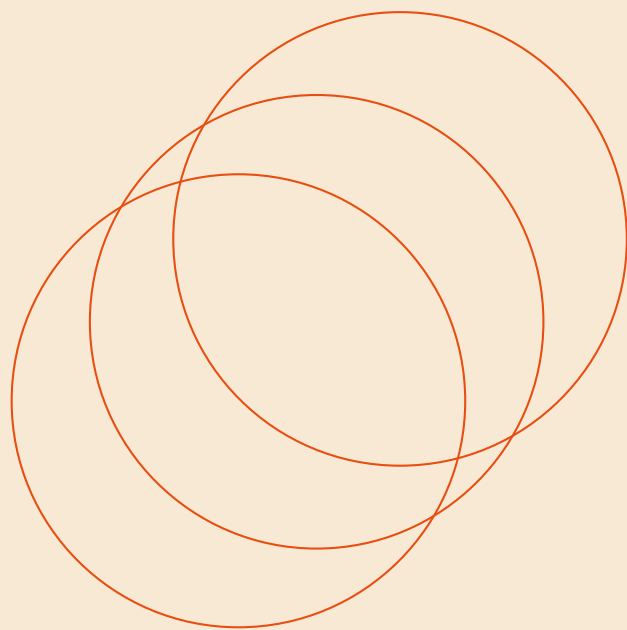DASHDISH
CONTASH DIVES

Table of contents

01

Project Intro

Project Intro

About

Our mission is to create a fast, convienient, affordable, **food delivery app** for our users. In our app, you can look for the foods near you, and our deliver will do the rest for an affordable price.

Project type

Academic Project

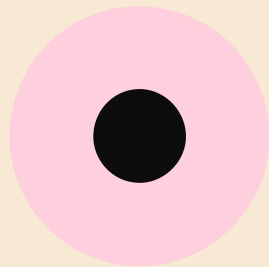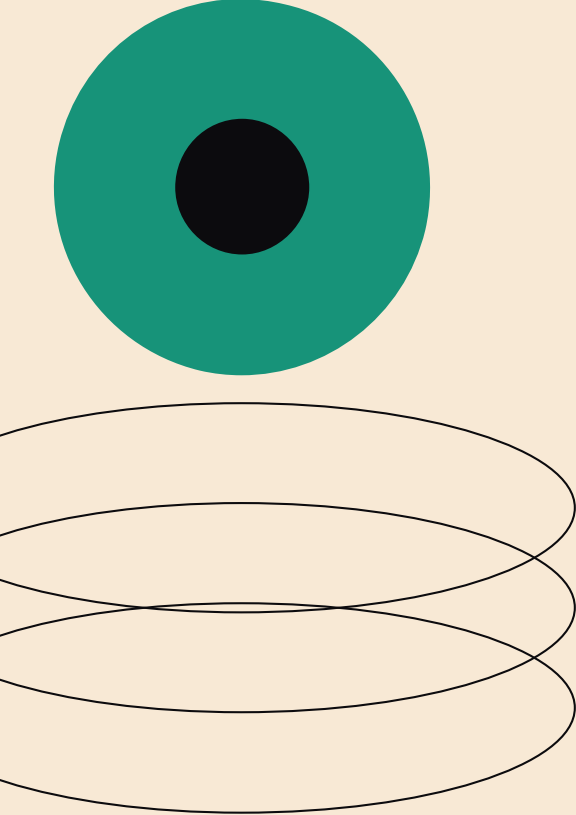## Duration

2 months

Tools Used

Figma

Responsibilities

Jiawen Li - Shopping Cart/ Payment Method/PPT

Hoyang Hu - Onboarding/ Home/ Stores/PPT

Ruizhe Zeng - Tracking Order/ PPT

Yi-Chieh Huang - Log In/ Account/ PPT

02

Product
Objectives
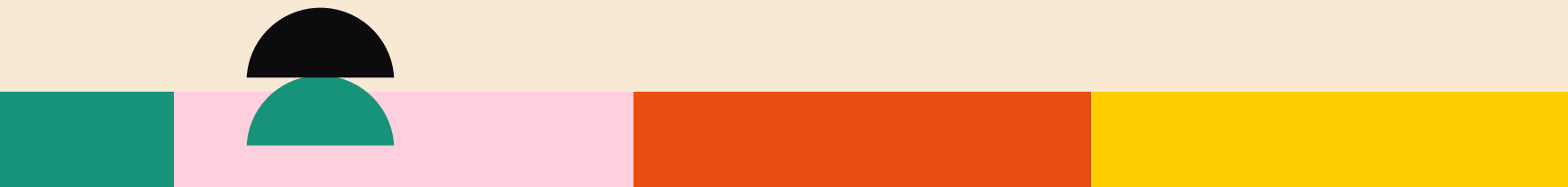
Product Objectives

Fast Delivery

1

Enhance delivery speed to meet customer expectations.

Develop Restaurant Partnerships

2

Increasing the number and diversity of restaurant partners

Marketing & Promotion

3

Running campaigns and promotions to attract customers

Customer Feedback Integration

4

Actively collecting and using customer feedback to make continuous improvements

Product Objectives

Safety & Security

Implementing secure payment options and ensuring the safety of users' personal and financial information

5

6

Geographical Expansion

Expanding the app's coverage to new cities, regions, or countries

User Acquisition

Increasing the number of app downloads and registered users
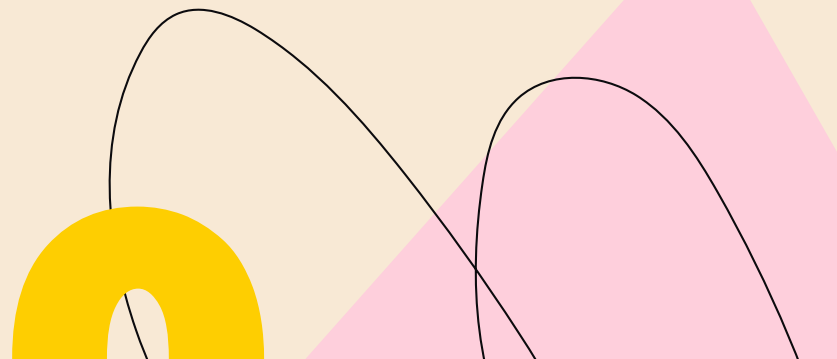
7

8

Product Innovation

Continuously improving the app's features

03

Problem Statement & Solution

Problem Statement

Users of the food delivery app require an **enhanced and user-centric experience** that addresses several key needs:

- **Flexible:** Users are seeking flexible shopping experience when using the food delivery app.

- **Transparency and Feedback:** Users want transparency in their interactions with delivery drivers and restaurants.

- **Safety:** Users need the ability to manage their interactions with delivery drivers to ensure a safe and pleasant ordering experience

Solution

Based on the food delivery app research, we create new features to fulfill user needs.

- **Flexible:** We create an feature that allow user to modify their order after submitting but before driver pick up.

- **Transparency and Feedback:** The app incorporate a rating and review system that empowers users to share their experiences and are able to read comments by others.

- **Safety:** User has the capability to block specific drivers when necessary. After blocking, the driver will no longer deliver the order for this user
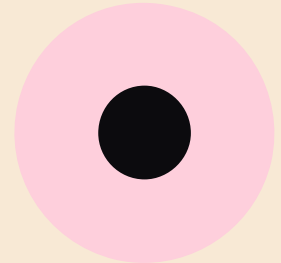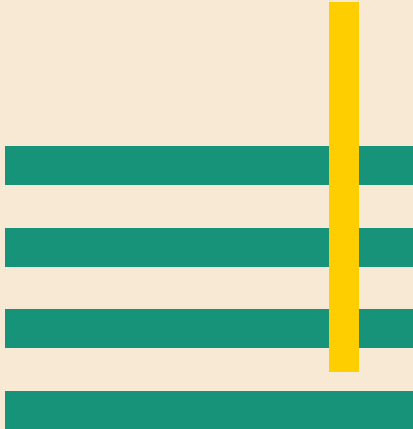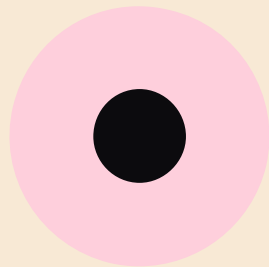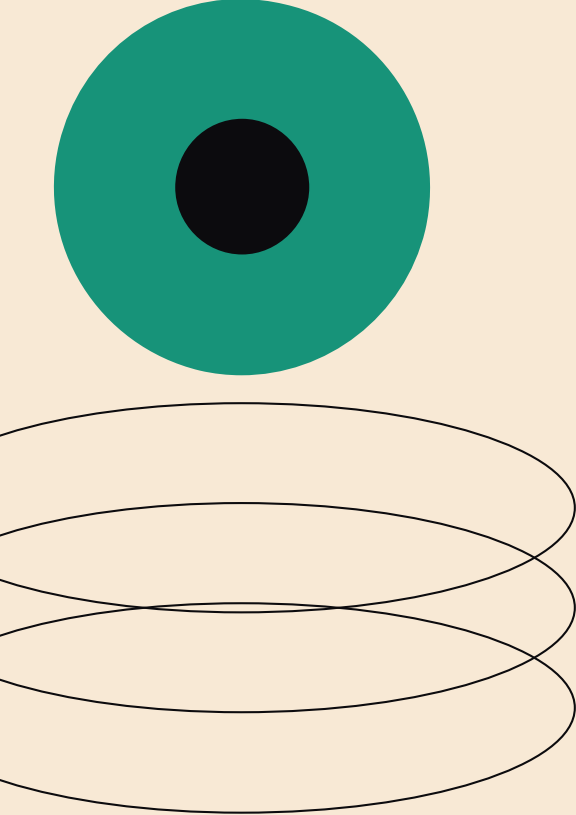
04

Design Systems
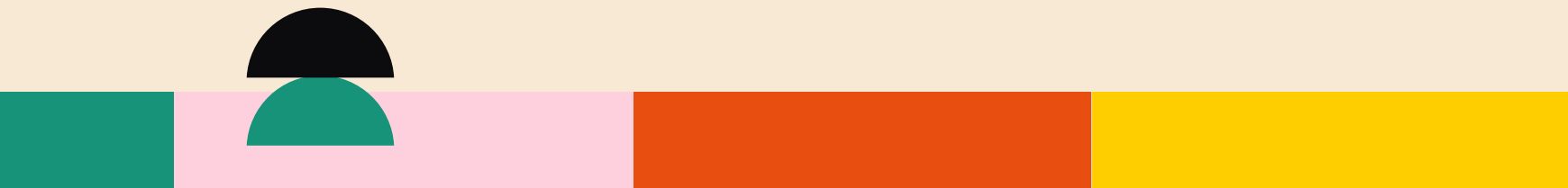
COLOR PALETTE

Primary

60%	30%	10%
#F5F5F5	#F8D148	#000000

Information

#E52836	#61D719

Secondary

#42C6FF	#E6E6E6	#FEEAA3

Style Guide

Color Theme: Orange

Heading Fonts:

Inter 16-20 Bold

Text Fonts:

Inter 14-16

Text Color:

Black(Average)

Grey(Not inportant)

Header 53.84

1671
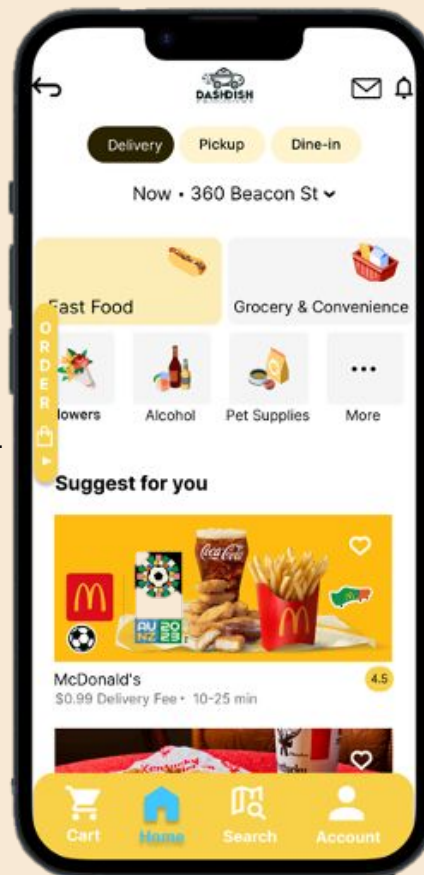
Content 1529.16

Nav Bar 88

390

Highlights:

Shadow

Bold

UI components:

- Nav Bars
- Icon
- Button
- Texts
- Images,
- inks
-

Delivery Pickup Dine-in

Now • 360 Beacon St ⌄

Fast Food

Grocery & Convenience

Flowers   Alcohol   Pet Supplies   More

Suggest for you

McDonald's
$0.99 Delivery Fee • 10-25 min   4.5

Cart   Home   Search   Account

05

Design Process

Design Process

Empathize: Understand User Needs and Context
- Implements user interviews and surveys to understand the needs and preferences of potential users.
- Create user personas to visualize the user experience.

Define: Clearly State the Problem
- Develop a problem statement that serves as our guide throughout the design process.
- Clearly articulate the goals and objectives for the dishDash app based on user needs.

Ideate: Generate Solutions
- Communicate with team to generate ideas, functionalities, and user interactions.
- Do A/B test to consider possibilities.
- Use MoSCoW method to prioritize the ideas to achieve our goals.

Deliver: Develop Prototypes and User Flows
- Create wireframes, mockups, and prototypes based on the selected ideas from the ideation phase.
- Design the user interface and experience, considering usability, accessibility, and aesthetics.

Design Process

Test: Gather Feedback
- Conduct usability testing with potential users and UIUX major students to gather feedback on the prototype.
- Identify areas of improvement and improve on the design based on user feedback.
- Test the app's functionality, user interface, and overall user experience.
- Repeat the testing and iteration process until the design meets user needs and expectations.

06. Target Audience

- **Students(16 - 23)**: Students who are busy to study or do not know how to cook.
- **Busy professionals(24 - 50)**: Who is tired after work and willing to pay for a sumptuous dinner.
- **Shift workers (24 - 50)**: Late workers who cannot have lunch in normal time.
- **Traveling people(All Ages)**: Who wants to taste local foods in hotel.
- **Individuals with disabilities(All Ages)**: Who is inconvineient to cook.
- Or **Anyone** who is in the mood for a great meal.

Students

Busy Professionals

Anyone Who Is Hungery

Shift Workers

Traveling People

Individuals With Disabilities

07

User Needs

User Needs

For students, they normally needs more deals and discounts because of their limited living expenses.

For people who already working, they need more efficient food delivery services

For the elderly, they needs clear user interfaces and customer support.

User Needs

User-friendly Food delivery App.

A high-quality mobile app with many features

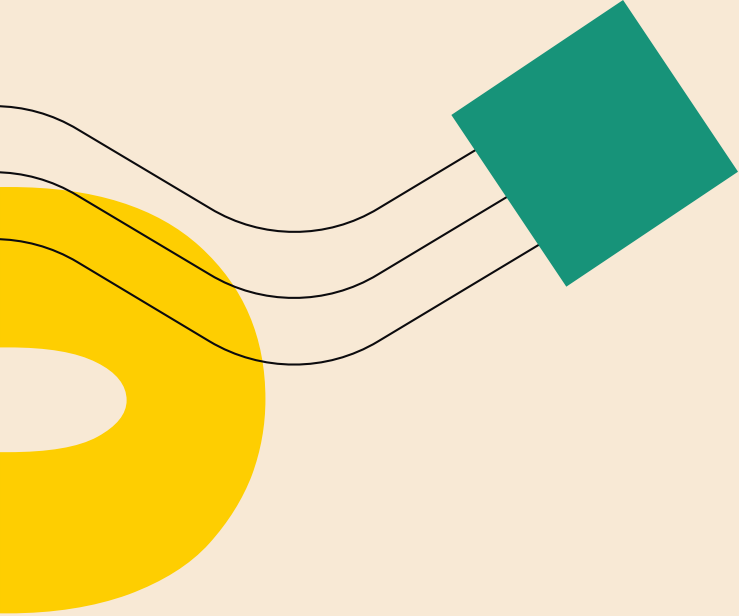Coupons and discounts for users to help them save money.

User Needs

Clear and specific status for the delivery progress and they can track your food easily.

Take rates and reviews of the orders and drivers, they can also block drivers if they had a bad experience.

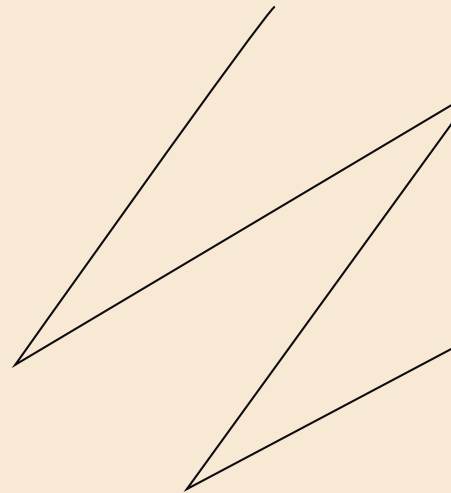They can contact 24/7 customer service and drivers any time in Chat box.
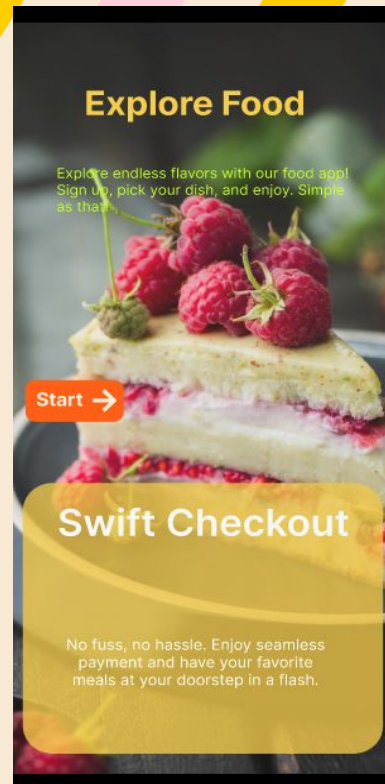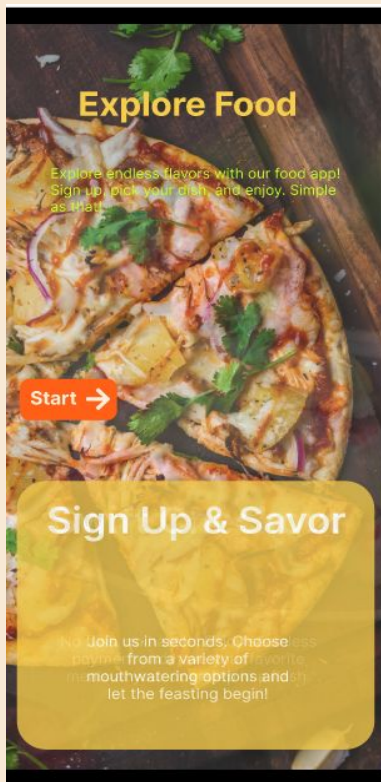
08

Onboarding

ONBOARDING IMPORTANCE

1. Greeting newcomers.

2. Onboarding prepares newcomers with essential knowledge for a smooth start. It ensures a flawless experience for users.

3. Identify commonalities between essential tasks and learning chances.

4. Proper orientation can minimize attrition and its associated expenses.

ONBOARDING

Explore Food

Explore endless flavors with our food app! Sign up, pick your dish, and enjoy. Simple as that!

Start →

Welcome!

Dive into a world of convenience with our food app. Quick, easy, and delicious!

Explore Food

Explore endless flavors with our food app! Sign up, pick your dish, and enjoy. Simple as that!

Start →

Sign Up & Savor

Join us in seconds. Choose payment from a variety of favorite mouthwatering options and let the feasting begin!

Explore Food

Explore endless flavors with our food app! Sign up, pick your dish, and enjoy. Simple as that!

Start →

Swift Checkout

No fuss, no hassle. Enjoy seamless payment and have your favorite meals at your doorstep in a flash.

09

Use Cases

Use Case 1 - Heavy weight

Use case 1:	Sign- in and browse through the application.
Actor:	DashDish Mobile App User.
Subject Area:	Web Application.
Trigger:	Users want to browse the web application.
Precondition 1:	User wants to browse and order dishes.
Basic Flow:	Sign- in and browse through the application. 1. He/she can create an account which would enable him/her to login to the application. 2. If he/she is an existing customer, he/she can sign in using his/her credentials.
Termination outcome:	User was successfully able to browse and look for the desired details.
Alternative Flow 4A:	Forget password and Sign-in. User verifies that he/she does not remember password associated with his/her account ID verify his/her email address and go to login page to login and browse the application.
Termination outcome:	User was successfully able to browse and look for the desired details.
Alternative Flow 4B:	SSO Sign- in. 1. He/she can create an external account which would enable him/her to login to the application. 2. If he/she is an existing external customer, he/she can sign in using his/her credentials.
Termination outcome:	User was successfully able to browse and look for the desired details.
Post conditions:	The user successfully navigated and found the information they were seeking.

Use Case 2 - Heavy weight

Use case 2:	Tracks/Edit the order, confirm delivery or encounter a problem.
Actor:	DashDish Mobile App User.
Use Case overview:	The user wants to track the current order, he/she can look for the tracking information on the left bar of home page, and clicks it to see more details.In the tracking page he/she is able to edit/combine orders in a limited time. While waiting he/she can talk/msg with driver, once delivered he/she can confirm delivery or report an issue.
Subject Area:	Web Application.
Trigger:	Users want to track the order.
Preconditions	User ordered DashDish service online. Users should have internet connection.

Use Case 2 - Heavy weight

Basic Flow:	Tracks/Edit the order, send msg to confirm delivery
Description:	1.User choose hand to me delivery method and place an order. 2.User clicks on the track order button to enter tracking page. 3.User clicks on the edit order link, and add items to the order. 4.User clicks on the msg button, and ask the driver to bring 3 forks. 5.User clicks on the delivery instruction button to add a delivery instruction. 6.User waits until the delivery state become driver ready to meet you. 7.User get the order and confirmed delivery on app.
Termination outcome:	User is able to track the order and confirm delivery at the end.

Use Case 2 - Heavy weight

Alternative Flow 1A:	User choose the drop at front door method.
Description:	6.User waits until the delivery state become delivered. 7.User checks the delivery photo on the tracking page. 8.User get the order, but forget to clicks the confirm button. 9.The order will be confirmed automaticaly after 10 mins.
Termination outcome:	User gets the order and, order is completed.

Use Case 2 - Heavy weight

Alternative Flow 1B:	User didn't get the order and try to report a missing item.
Description:	6.User waits until the delivery state become driver ready to meet you. 7.User didn't get the order. 8.User clicks on the Contact Us button. 9.User talks to the DishDash AI to report an issue. 10.DishDish AI will confirmed the issue and give user refunds.
Termination outcome:	User is able to get his/het money back.

Use Case 3 - Middle weight

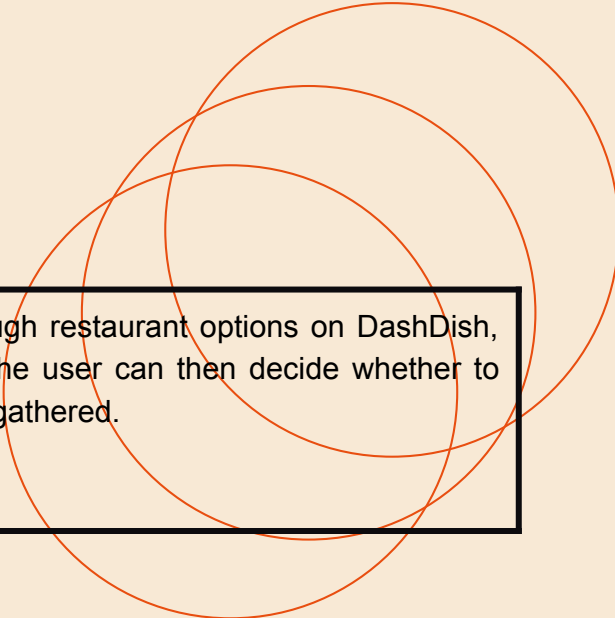| Use case 3:	User Searches, Filters, and Selects a Restaurant
Actor:	DashDish Mobile App User.
Use Case overview:	The user wants to find and select a restaurant by searching, using filters and sorting, and viewing restaurant details to make an informed decision.
Preconditions:	1. The user has the DashDish app installed. 2. The user is logged into their account. 3. The user has a stable internet connection.

Use Case 3 - Middle weight
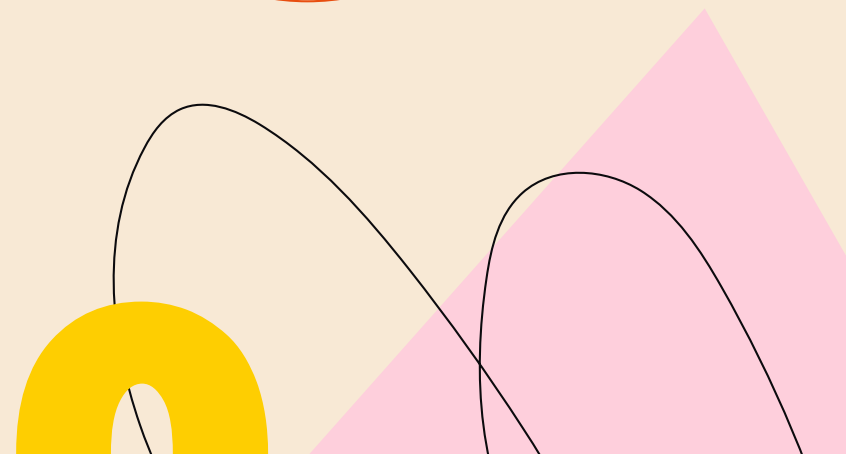
Basic Flow:	- The user has signed in the DashDish App
	- The user can search for a specific type of restaurant by entering keywords, such as "Fast food" into the search bar.
	- The app displays a list of restaurants that match the user's search query.
	- The user can use filter and sort options to refine their restaurant search further. Filters and sort include "Price Range," "Distance," and "Delivery time."
	- The user applies filters to the search results to narrow down their options.
	- After filtering and sorting, the user selects a restaurant that interests them by tapping on it.
	- The selected restaurant's page appears, displaying information such as the restaurant's name, cuisine, operating hours, user ratings, and customer reviews.
	- The user scrolls through the restaurant's menu,and can view the restaurant's details
	- The user checks the restaurant's user ratings and reads customer reviews to assess its quality and service.
	- After reviewing all the details, the user decides whether to place an order with this restaurant.

Use Case 3 - Middle weight

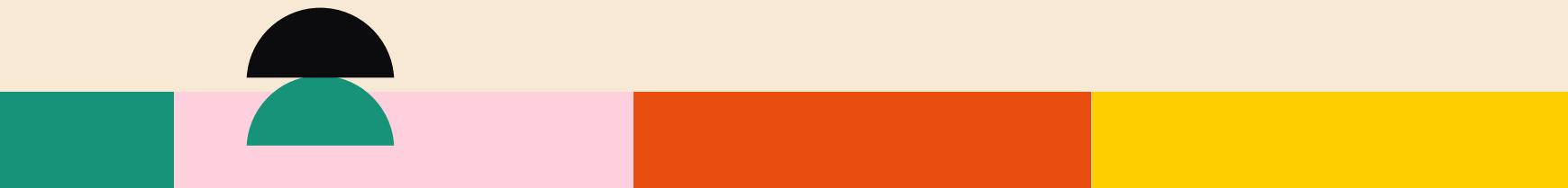| Post conditions:	The user successfully searches for, filters, and sorts through restaurant options on DashDish, selects a restaurant, and reviews its menu and details. The user can then decide whether to place an order based on their preferences and information gathered.

Use Case 4 - Middle weight

Use case 4:	User has multiple payment methods in Check-out.
Actor:	DashDish Mobile App User.
Use Case overview:	When User failed in payment progress by their Debit / Credit cards, then will have multiple payment methods to pay.

Use Case 4 - Middle weight

Basic Flow:	- User has signed in the DashDish App - Add foods to cart. - Apply Delivery time and Coupon, Input Delivery Instruction. - Click Tips for Driver. - Click Make Payment button. - Select payment method. - Choose Credit card/Debit Card. - Enter Card details(Card Number, Name on Card, CVV, Expiration Time) - Order will be placed if the transaction is successful.
Alternative flow:	- User chooses to pay via Apple Pay/PayPal/Ali Pay/WeChat Pay. - Select payment method as Apple Pay/PayPal/Ali Pay/WeChat Pay. - Confirm user's identification through Face-ID or Passwords. - Order will be placed if the transaction is successful.
Post conditions:	Order will be confirmed and placed after the payment is done.
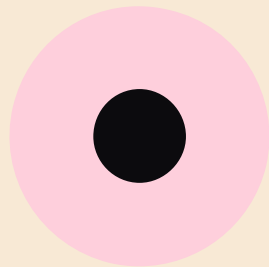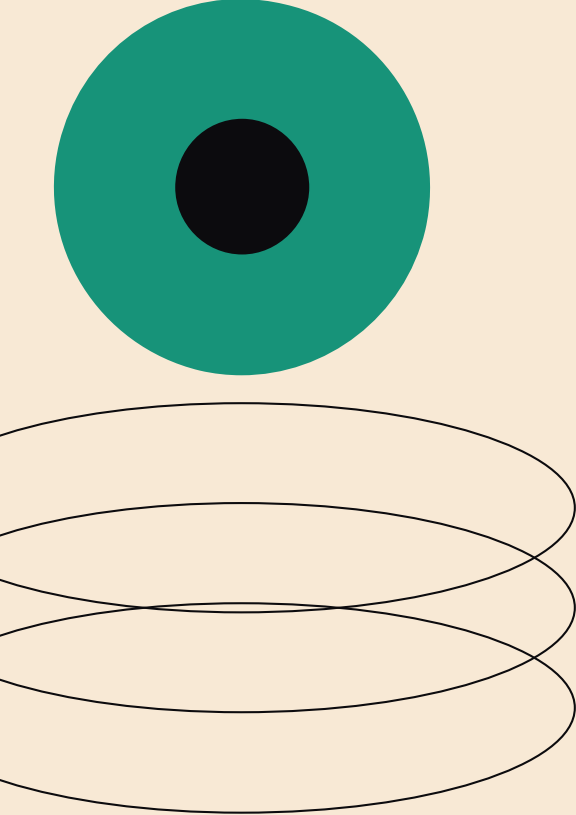
10 User Persona

Persona 1

Bio: Oliva often works late hours and has little time or energy to cook. She values speed and efficiency.

Oliva

Occupation: Marketing Manager
Age:32
Education: MBA
Hometown: New York City
Family: Single
Gender: Female

Goals:

1. Typically orders during weekdays.

2. Prefers healthy meals.

3. Relies on quick, easy, and reliable service.

4.Might use app's schedule-ahead feature.

Frustrations:

1. Long delivery times or delays.

2. Lack of healthy or fresh food options.

3. Compilcated check-out or payment processes.

Persona 2

Bio: Jay lives in a dorm and lacks a kitchen, and he often has a limited budget.

Jay

Occupation: Full-time student
Age: 20
Education: BSCS
Hometown: Los Angeles
Family: Single
Gender: Male

Goals:

1. Uses the app mainly in the evenings and weekends.

2. Looks for deals and discounts.

3. Enjoys fast foods and local delicacies.

Frustrations:

1. High delivery fees.

2. Inconsistent quality from restaurants.
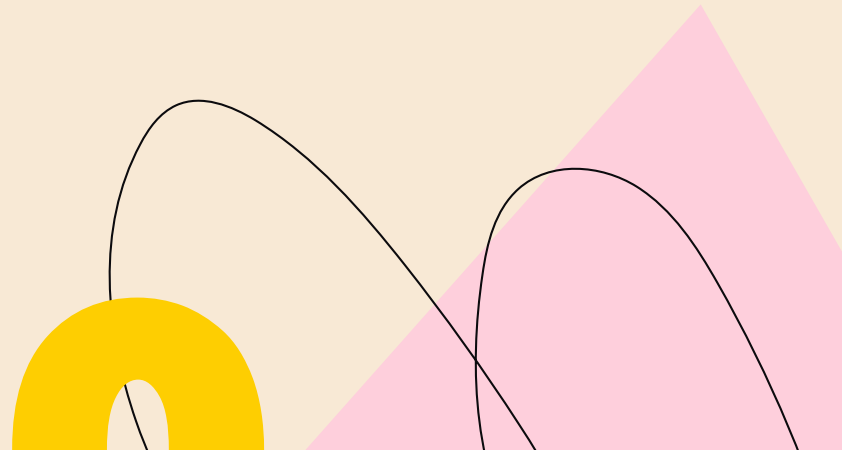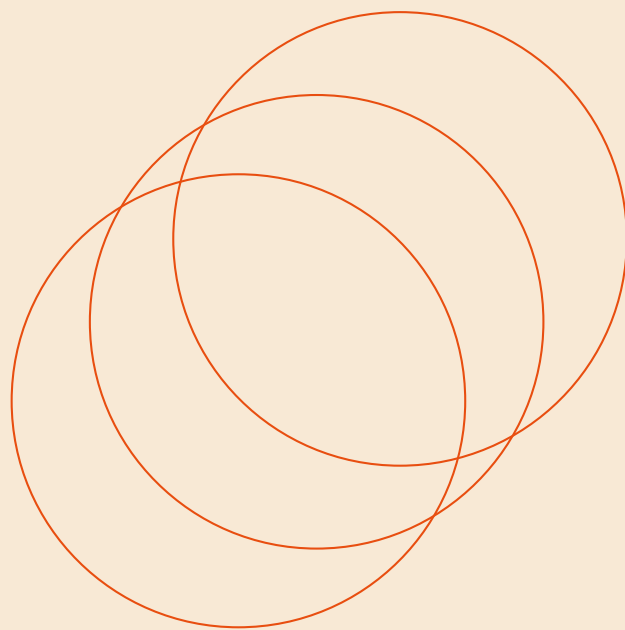
3. Difficulty in finding good deals or discounts.

11

UX Research Methods

1. Surveys

2. Focus Groups

UX Research Methods

Reason for choosing

1. Surveys :

Surveys, offer quantitative data at scale, allowing for a broader understanding of user preferences and behaviors. The combination of these methods enhances the comprehensiveness and depth of user research, providing a holistic view of the user experience.

2. Focus Groups :

Focus groups and surveys are chosen as UX research methods for their complementary strengths. Focus groups provide qualitative insights through interactive discussions, uncovering nuanced user perspectives.

Surveys

I conducted a survey with around 5 people using the Wjx application.
The purpose of this survey was to assess the satisfaction of our food delivery app, DashDish.
The survey was conducted remotely via Zoom, targeting participants aged between 25-30.
The questions in the survey focused on evaluating the user experience of key modules in DashDish, such as delivery and ordering, aiming to gather insights for future optimization of module functionalities.
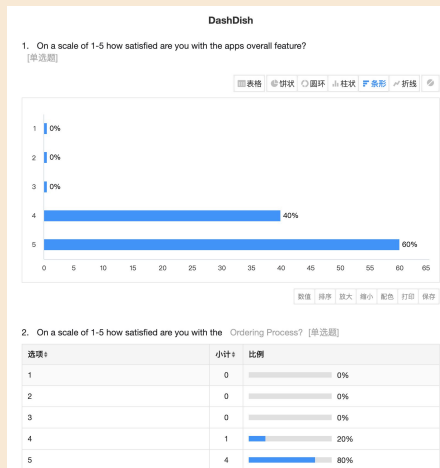
https://www.wjx.cn/vm/eRSHfXb.aspx

Focus Groups

I also utilized the Wjx application to conduct Focus Groups with our team of four individuals.

The aim of these Focus Groups was to address specific ambiguities in our DashDish food delivery app, such as interface implementation, style guide, and feature revisions.

We used a voting table to democratically decide on our next design steps.

For example, the first question in the table was about changing the main color of our app to a brighter tone, and the unanimous choice was the first color.

We subsequently applied this color, making our design decisions more efficient through the Focus Groups.

https://www.wjx.cn/vm/wnFjEob.aspx

Focus Group Topics

第1题： Which color to choose as the main color? [单选题]

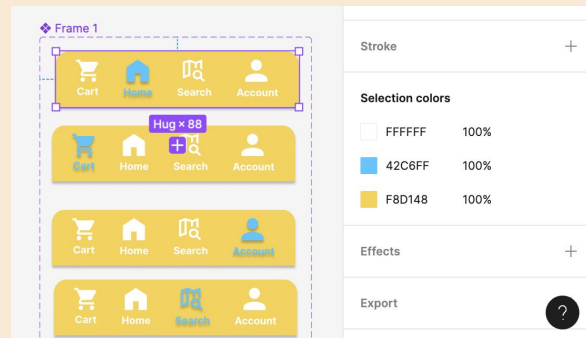| 选项	小计	比例	
F8D148	4		100%
ffe3ae	0		0%
本题有效填写人次	4		

Focus Group Topics

Description: Team members gather to discuss a specific topic, with the researcher guiding the discussion and collecting feedback.
Purpose: Explore common viewpoints within the group, understanding similarities and differences among different users.

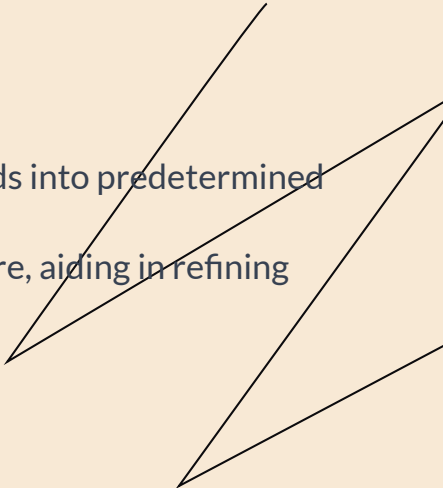*1. Which color to choose as the main color?
○ F8D148
○ ffe3ae

Frame 1

Hug × 88

Stroke +

Selection colors

FFFFFF 100%
42C6FF 100%
F8D148 100%

Effects +

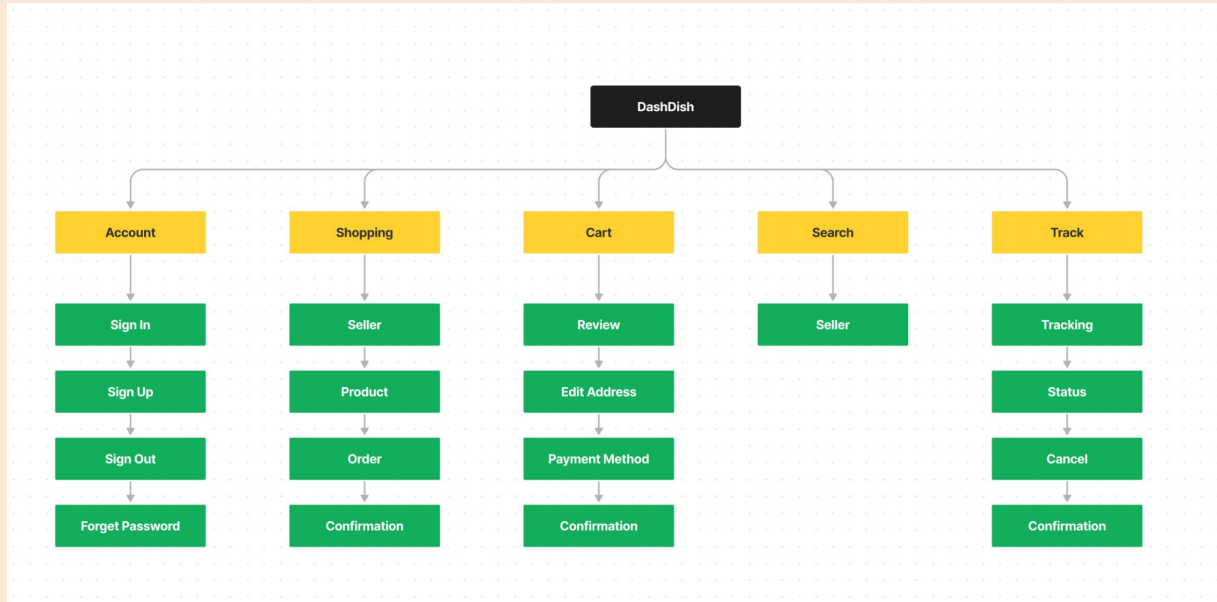Export

12. Information Architecture

Closed Card Sorting Information Architecture

Description: Closed Card Sorting involves participants categorizing predefined cards into predetermined categories or groups.

Purpose: It helps evaluate users' understanding of a predefined information structure, aiding in refining the organization of information in a way that aligns with designers' intentions.

# Closed Card Sorting Information Architecture

DashDish

Account	Shopping	Cart	Search	Track
Sign In	Seller	Review	Seller	Tracking
Sign Up	Product	Edit Address		Status
Sign Out	Order	Payment Method		Cancel
Forget Password	Confirmation	Confirmation		Confirmation

Open Card Sorting Information Architecture

Description: Open Card Sorting allows participants to freely create their own categories and organize cards accordingly without predefined labels.

Purpose: It explores users' natural mental models and how they conceptualize information, offering insights into alternative categorizations and helping designers create more flexible information architectures.

Open Card Sorting Information Architecture
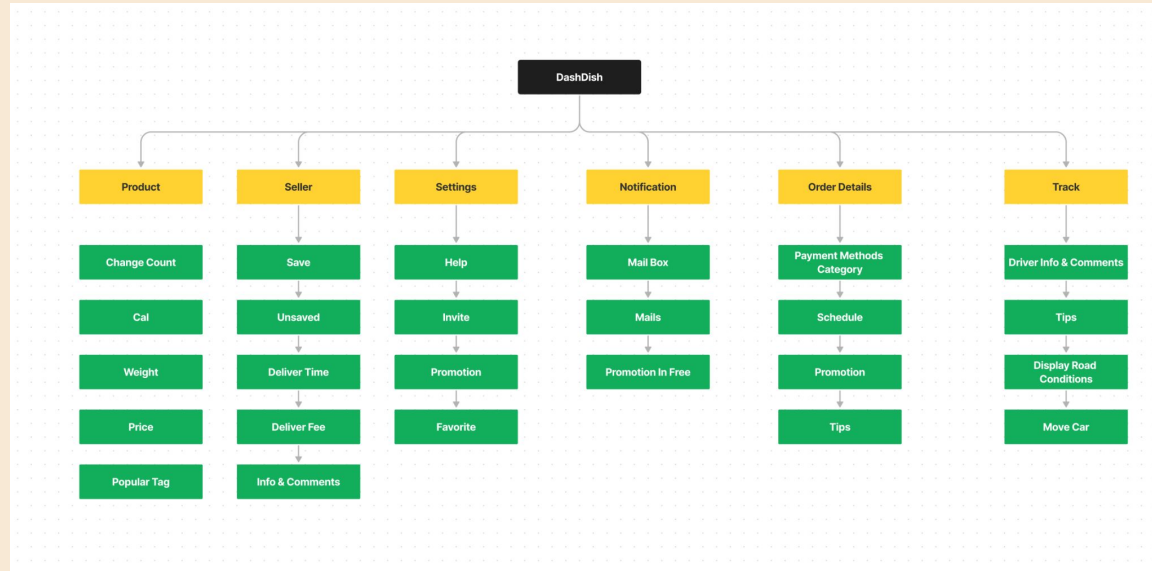
Application in Information Architecture

Reason: Card sorting methods are applied in information architecture to understand how users mentally organize information. Closed Card Sorting validates predefined structures, ensuring alignment with designers' intentions. Open Card Sorting reveals diverse user perspectives, helping create adaptable information architectures that resonate with users' mental models. Both methods aid in optimizing the overall user experience by enhancing findability and navigation within a system.

DashDish Information Architecture
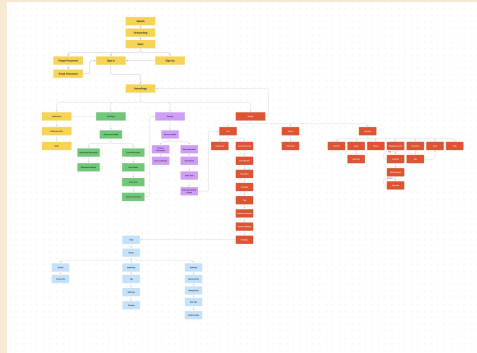
13.

Usability testing Obiectives & tasks

Usability testing

Usability testing is a technique used in user-centered interaction design to evaluate a product or service by testing it with representative users.

- It involves observing real users as they attempt to complete tasks on DashDish.

- The primary goals are to identify any usability problems, gather qualitative and quantitative data, and determine the participant's satisfaction with the product.

- We observed what users do, where they succeed and where they face difficulties with the UI

Usability testing objectives

Objective 1: Enhance User Experience	Objective 2: Identify Usability Issues	Objective 3: Optimize Task Efficiency	Objective 4: Validate Design Decisions	Objective 6: Increase User Satisfaction and Loyalty
1.Ensure the app is intuitive and user-friendly. 2. Aim for a seamless navigation flow that allows users to complete tasks with ease.	1. Discover and address any obstacles or challenges users face while using the app. 2. Focus on areas like search functionality, order placement, and user interface clarity.	1. Evaluate how quickly and effectively users can complete key tasks, such as finding a restaurant, placing an order, and making payments. 2. Aim to reduce the time and steps needed to complete these tasks.	1. Test the effectiveness of design elements, such as layout, color scheme, and font choices. 2. Ensure these elements contribute positively to the overall user experience.	1. Measure user satisfaction through feedback and ratings. 2. Aim to create a delightful and engaging experience that encourages repeat usage.

Usability testing Tasks

Task #1 | Account Creation

Successful Completion Standard: Participant successfully registers and activates a new account within the app.

Task #2 | Finding Food Options

Successful Completion Standard: User easily locates and navigates to the section featuring different food categories or cuisines.

Task #3 | Placing an Order

Successful Completion Standard: User selects a restaurant, adds items to the cart, and completes the checkout process without difficulty.

Usability testing Tasks

Task #4 | Payment Processing

Successful Completion Standard: User enters payment details, selects from multiple payment options, and completes transaction effortlessly.

Task #5 | Tracking Delivery

Successful Completion Standard: After placing an order, the user is able to track the delivery status in real-time without confusion.
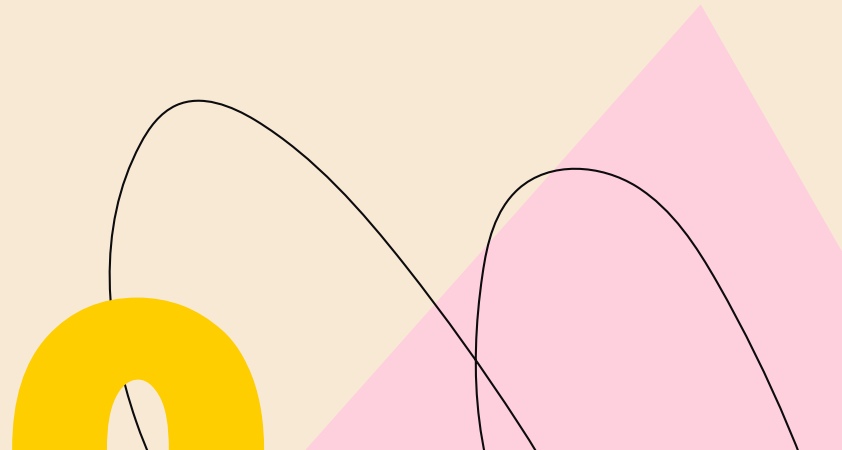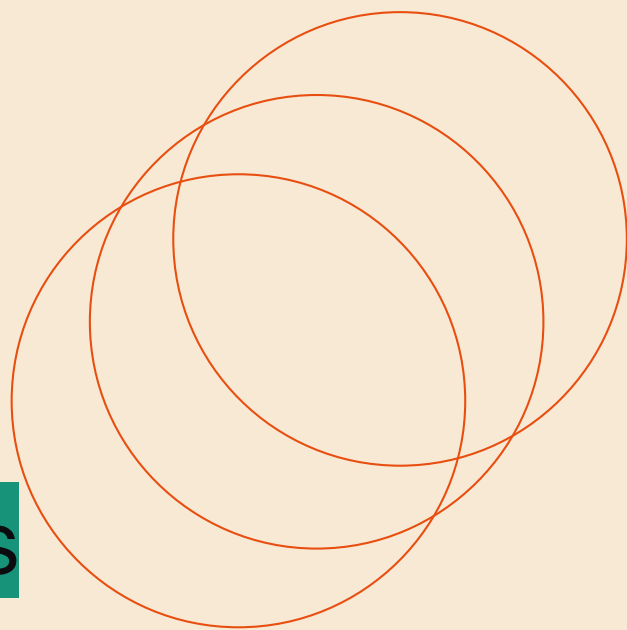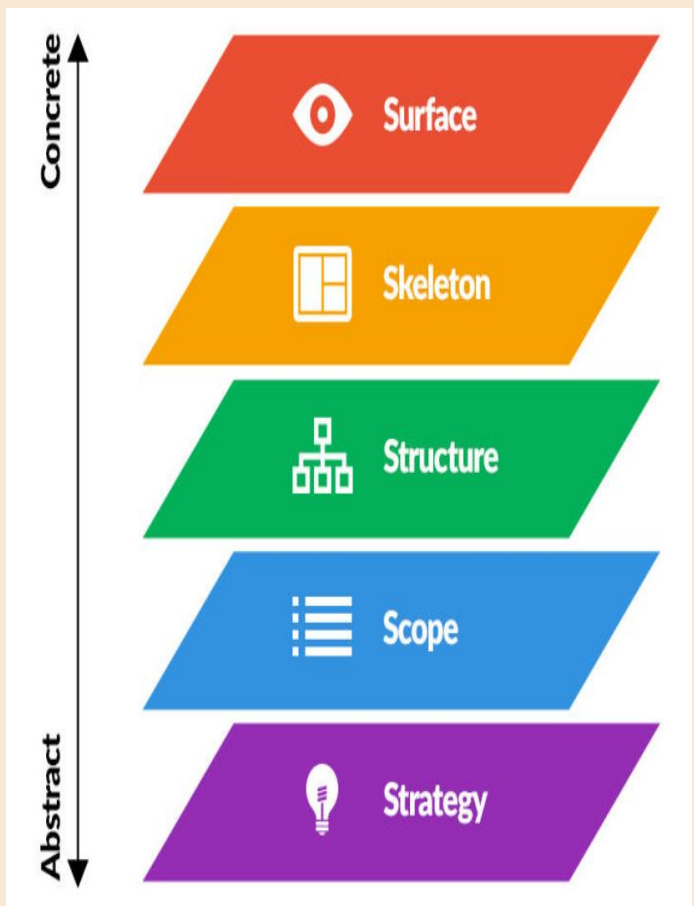
Task #6 | Reaching Out for Support

Successful Completion Standard: User finds and uses in-app support features like FAQs or contacts customer service without issues.

14.

Five Planes

Surface Plane
Combined visuals, text, and interactions into a cohesive interface, enabling users to experience the full functionality of the app in an intuitive and aesthetically pleasing manner. (Google Material Design)

Skeleton Plane
Developed wireframes and interface elements, laying out the visual guide for functionality and user experience. (Figma Wireframing and Prototyping)

Structure Plane
Organized information architecture and user interaction models, defining the app's navigational flow and feature interactions. (Card Sorting and Information Architecture)

Scope Plane
Outlined app features and content, detailing the functional specifications and user requirements. (MoSCoW)

Strategy Plane
Identified target audience needs and business goals, shaping the foundation of our app design strategy. (Research Method)

MoSCoW

Must-haves (M):
User registration and login.
Menu browsing and order placement.
Payment and order tracking.
User Support and help center

Should-haves (S):
User rating and reviews.
Personal user settings.
Recommendation and promotion.
Notifications and Tags.
Tips.
Favorites.

Could-haves (C):
Gift cards and coupon features.
Social sharing capabilities.
Smart recommendation features.

Won't-haves (W):
Real-time voice chat.
Virtual Reality (VR) interfaces.
Satellite navigation features.
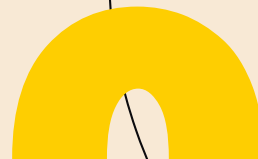
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Conclusion & Future Scope

Conclusion & Future Scope

Conclusion:

We've taken a deep dive into the user experience of our food delivery app "DashDish" closely examining each interaction through usability testing. Our findings have helped us refine the interface, making it more intuitive and user-friendly. We've seen firsthand how our design choices impact user satisfaction and are now equipped with actionable data to enhance our app's performance.
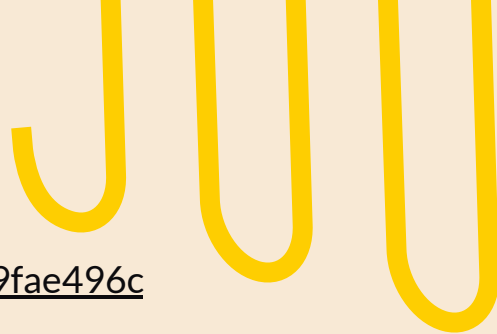
Conclusion & Future Scope

Future Scope:

- **Continuous User Engagement:** Gathering ongoing feedback to keep pace with user needs and preferences.
- **Feature Expansion:** Developing new features such as group ordering and subscription models to enhance our service offerings.
- **Advanced Personalization:** Leveraging AI to create a more personalized user experience based on individual behaviors and patterns.
- **Global Scaling:** Preparing the app for scaling to new markets with multi-language support and region-specific features.
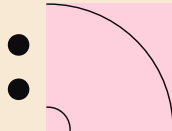
16. References

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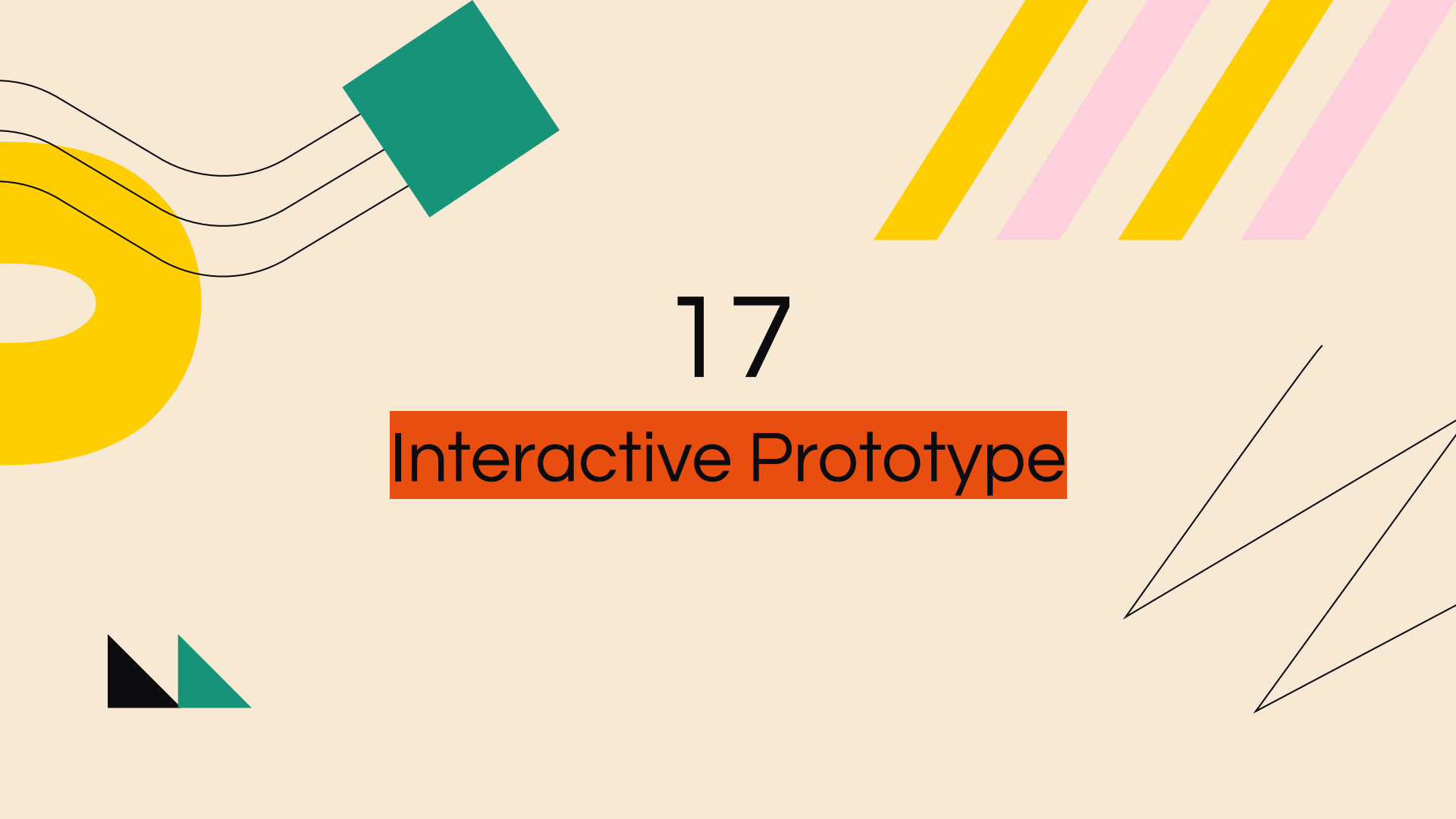https://www.toptal.com/designers/product-design/guide-to-onboarding-ux

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Interactive Prototype

Thanks!