DELIWER - Formative Evaluation

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Introduction

Looking into food ordering solutions from a different perspective we aim to create a solution aimed at increasing the efficiency and ease of use for budding or local eateries. When we delved deeper into the drawbacks of the services currently offered by multiple delivery platforms, we came across the glaring commissions that they charge which eat up the profits of any low margin eateries such that most of the owners operate at a loss to continue using these services.

Using their own fleet of drivers or using high commission delivery solutions are the only options available at present, each has its own drawbacks from being cumbersome and expensive to manage their own fleets or be at the mercy of these platforms.

Our solution is to make a communication portal with a direct link between drivers and business owners, with a unique bidding functionality where the owners can rent out drivers as per their needs by bidding on the task they put out. This eliminates the need for a payroll management system as the payment is done on a task by task basis.

Our solution also aims to create an open channel of communication between the drivers and owners removing the need for any intermediary by implementing a real time chat service.

Evaluation Method: Low Fidelity Prototype

To prepare for the evaluation, we created a low fidelity prototype of our solution and identified and created the tasks to be performed by the evaluators.

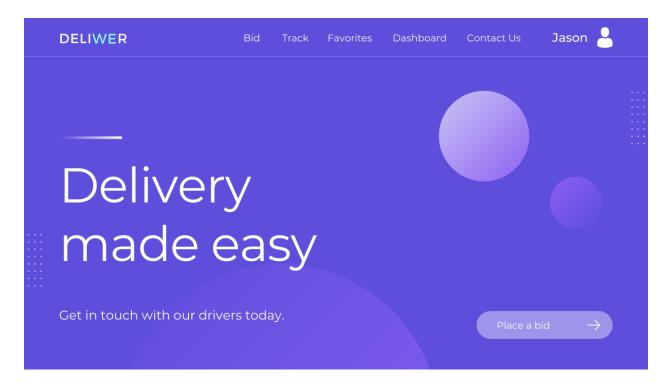
The evaluation study was conducted by two evaluators (users), they are our peers from CS 522 class.

Formative Evaluation Steps

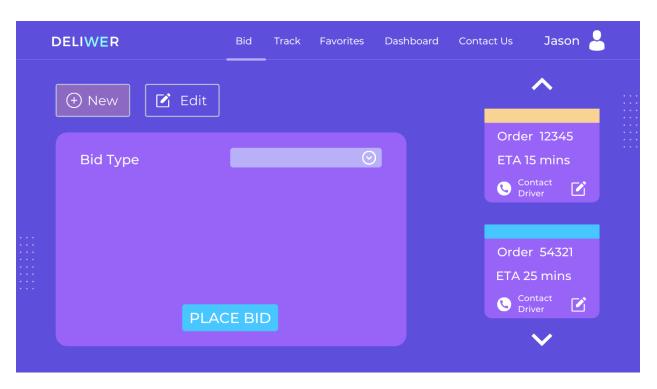
- 1. Users were given a brief introduction of the system setup and interactions supported by our systems by a facilitator member.
- 2. Users were given the task cards and descriptions of the 4 tasks.
- 3. The member designated as the computer changed the current screen that the users can see based on their interactions.
- 4. The final member of our team noted the observations for each task for the evaluators and noted the Evaluator feedback and comments.

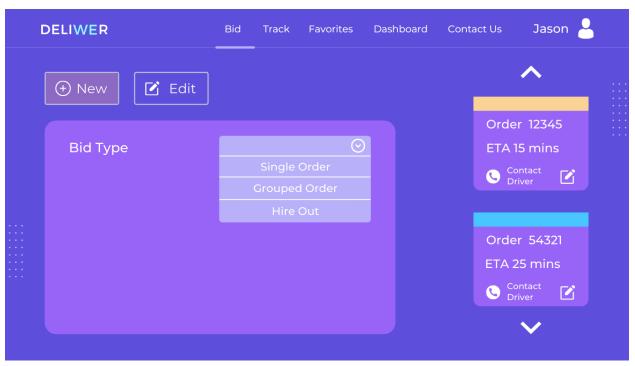
Prototype Images

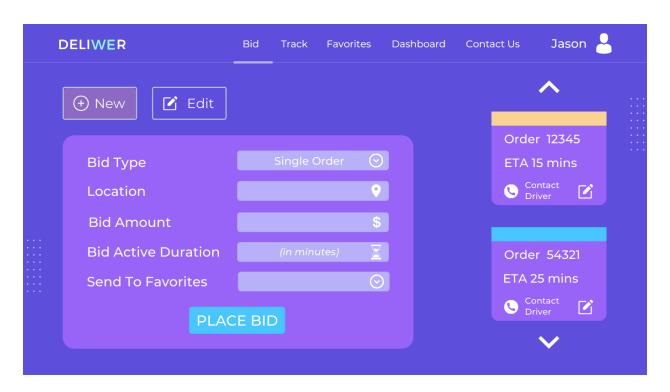
Homepage

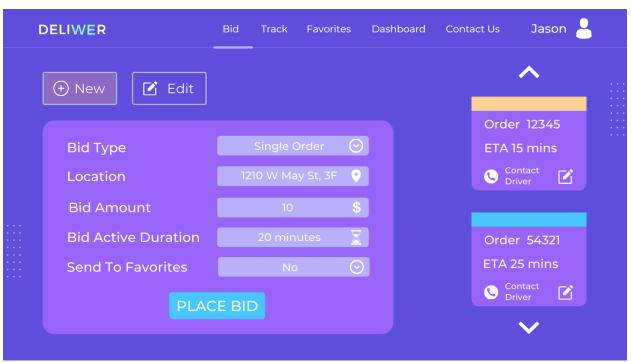


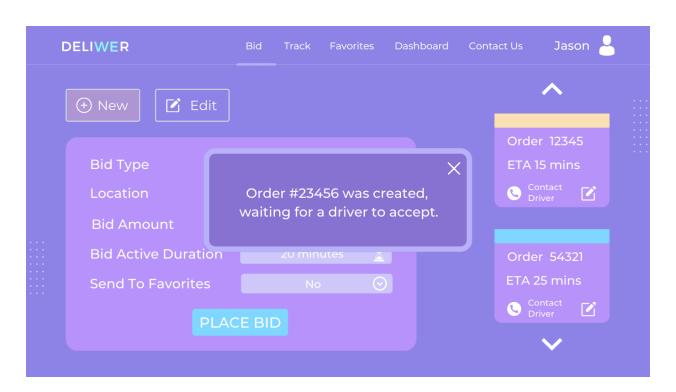
Task 1: Placing a bid for hiring out a driver

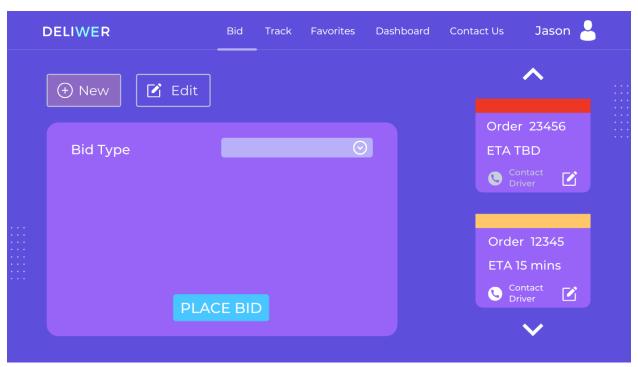




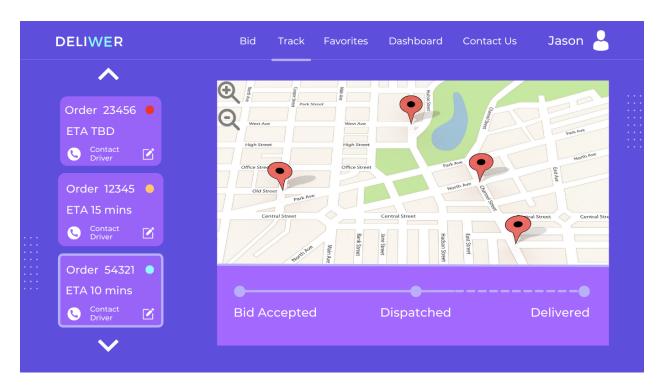


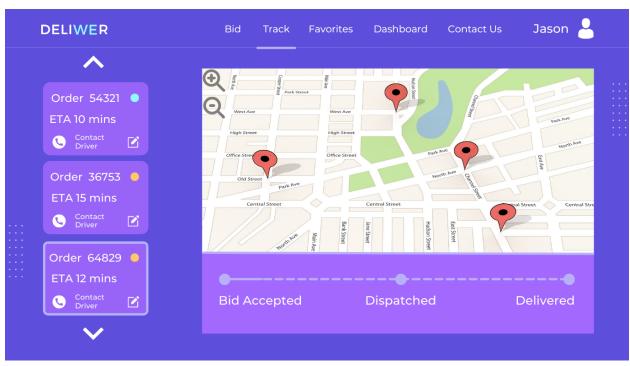




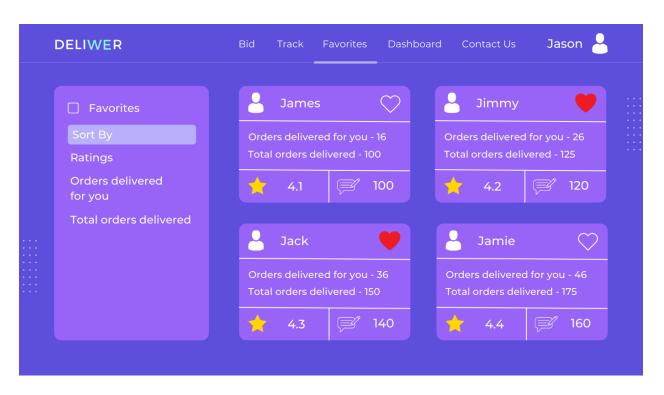


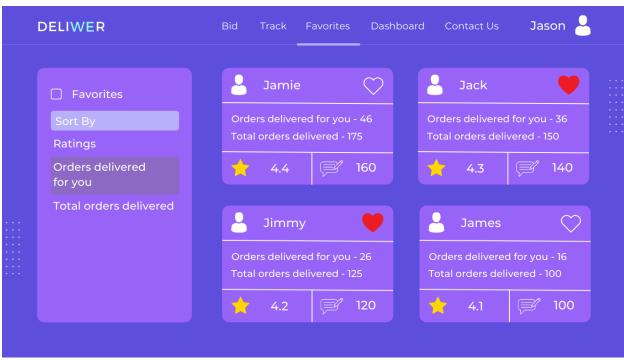
Task 2: Tracking an ongoing order

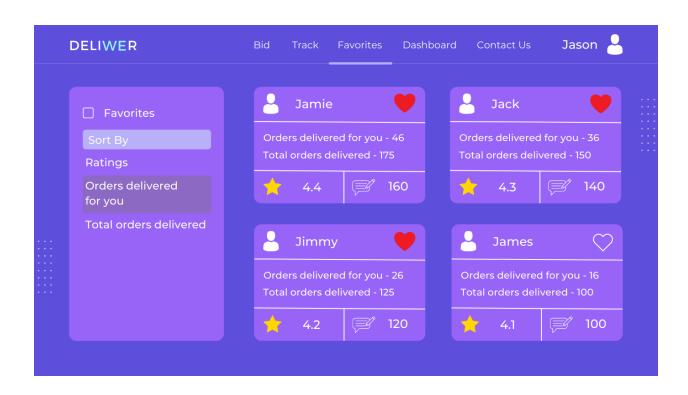




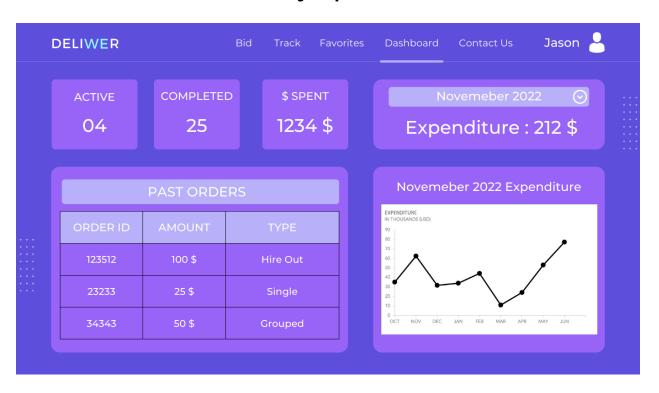
Task 3: Locate a driver and favorite him

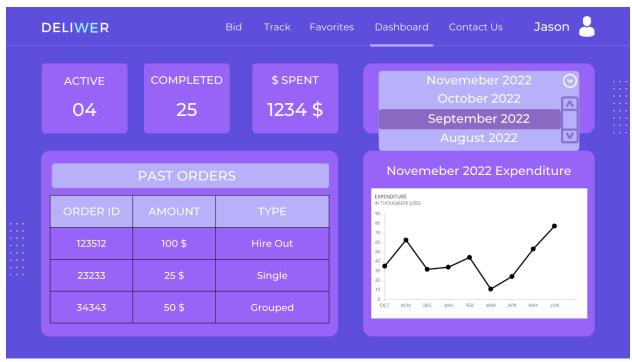


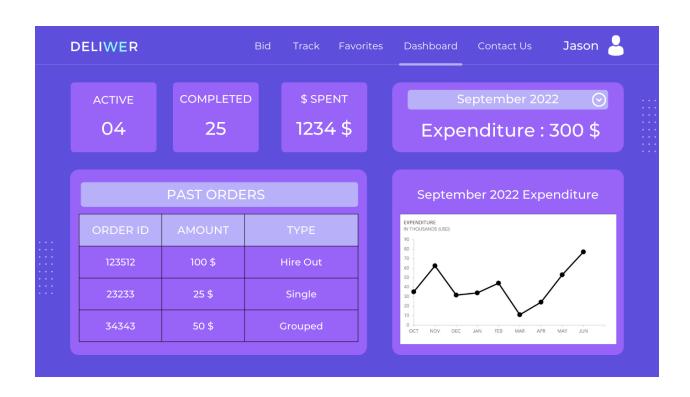




Task 4: Track restaurant delivery expenditure







Cognitive Walkthrough - Task Cards (Scripts)

Task 1: Owner places a bid for hiring out drivers

Assume you are a small restaurant owner who wants to switch his take-away service from high commission platforms. You have heard about a new bidding platform and want to try it out. You now have registered on Deliwer, a platform used to bid for delivery personnel services and hire them out, opened in your web browser.

You are currently on the homepage of the application, navigate to the bid section. Please use the application to post a bid. You need to identify the bid type and fill in the respective fields and note the order id created.

Task 2: Tracking an ongoing order

Assume you have placed multiple bids over a span of 10 minutes, you suddenly receive an inquiry about some order placed some time ago. You need to track this order and get an update about it. You are aware of the bid details for this order to uniquely identify it. Thus, you wish to use Deliwer to track this past bid.

You are on placing a new bid page. Please go to the track your order section and locate the bid placed for this order. Then, get updated stats about this order.

Task 3: Locate a driver and favorite him

Assume you are a restaurant owner, who has just received an appreciative customer feedback for a particular order delivery. You recognize the driver for this particular bid, and you remember that this driver had rave customer reviews for all his past deliveries as well. You decide to add this particular driver to your favorites so as to better utilize him for future deliveries.

You are on placing a new bid page. Kindly navigate to the favorites section. Identify the particular driver. Add him to your favorites list.

Task 4: Track restaurant delivery expenditure

Assume you are a restaurant owner who has been using Deliwer for over a year. You have a successful dine in business and thus you want to evaluate whether you want to continue offering delivery services. You wish to track the total delivery expenditure for your restaurant. You want to also look up expenditure for a particular month you know you have a good delivery revenue return.

You are on placing a new bid page. Kindly identify the section you need to navigate to and track expenditure details for the restaurant. Identify the section to interact with to get delivery expenditure for that particular month.

Cognitive Walkthrough - Typical Users & Task Description

Task 1: Placing a bid for hiring out a driver

Typical Users: Restaurant owners looking for an alternative to high commission delivery solutions.

Task Description (Task Card 1): You are registered on Deliwer platform. You want to place a new bid for an order, to hire out a delivery personnel. The bid details are as follows:

Bid amount: 10 \$

Order description: Single order for XYZ customer who lives 25 minutes away

and is ready to wait at most an hour for delivery.

Customer address: 1210 W May St, 3F

Task 2: Tracking an ongoing order

Typical Users: Restaurant owners who are using this platform and have placed multiple bids.

Task Description (Task Card 2): You are a restaurant manager, and you want to track a particular past order and get an update about its ongoing delivery status. You have the order details and can hence identify the bid by its order id created.

Order ID: 64829

Task 3: Locate a driver and favorite him

Typical Users: Restaurant owners who are using this platform and have received positive customer feedback on one of their completed orders.

Task Description (Task Card 3): You are a restaurant manager, and want to add a particular driver who just received positive customer feedback to your favorites. You have the driver details and can identify him using his name. The driver has delivered the most number of orders for this restaurant.

Driver Name: Jamie

Task 4: Track restaurant delivery expenditure

Typical Users: Restaurant owners who have used the platform for more than a year.

Task Description (Task Card 4): You are a restaurant owner, and want to check the overall expenditure that the restaurant has incurred since registering on the platform. You also want to track the monthly expenses for a particular month in the past.

Month: September 2022

Cognitive Walkthrough - Comments

Task 1: Placing a bid for hiring out a driver		
Inputs/Assumptions	The user is logged in, and is on the home page.	
Instructions for user	Task Card 1	
Task Steps (Designer)	 Click on the 'Place a bid' button on the homepage or click on 'Bid' option from the top navigation. Select 'Single Order' from 'Bid Type' dropdown Enter 'Location', 'Bid Amount', 'Bid Active Duration'. Select 'No' from the 'Send to favorites dropdown' Click on 'Place Bid' button Close the popup that comes after successful bid creation. 	
Task Steps (Evaluator 1)	 Clicked on place a bid button on the home page Looked at the options and identified bid type as Single Order and selected it Entered Bid details Didn't understand what to do with the favorites field, had to take feedback from Systems facilitator about the field. Placed the bid Closed the popup 	
Task Steps (Evaluator 2)	 Clicked on Bid from Top Navigation Identified the bid type as single and clicked on it. Entered Bid details. Was confused about the favorites but was able to understand after some feedback. Placed the bid Closed the popup 	
Will users know what to do?	Mostly, yes.	
Will users see how to do it?	Mostly, yes.	
Will users understand from the feedback whether the action is correct or not?	Mostly, yes.	

Walkthrough Comments	Send to favorites functionality is a bit difficult to grasp. What do the different colors on the orders mean? It would be difficult to remember order by numbers, should give an option to accommodate order details as well.
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Task 2: Tracking an ongoing order	
Inputs/Assumptions	The user is on the bid page.
Instructions for user	Task Card 2
Task Steps (Designer)	 Click on 'Track' option from the top navigation menu Scroll through the list of active orders and locate the desired order which is to be tracked. Click on the desired order card to track it.
Task Steps (Evaluator 1)	 Identified track as the correct navigation option and selected it. Scrolled to the order they needed to track. Clicked on the bid card.
Task Steps (Evaluator 2)	 Selected Track from the top navigation menu. Looked for a search bar to track order with its details. Scrolled to locate the order from the list of active orders. Clicked on the bid card.
Will users know what to do?	Mostly, yes.
Will users see how to do it?	Mostly, yes.
Will users understand from the feedback whether the action is correct or not?	Mostly, yes.
Walkthrough Comments	A search bar to easily search for orders would be better than scrolling.

Task 3: Locate a driver and favorite him	
Inputs/Assumptions	The user is on the favorites page.
Instructions for user	Task Card 3
Task Steps (Designer)	 Click on 'Favorites' option from the top navigation menu Locate the 'Sort By' section and click on 'Orders delivered for you' option in the sort menu. Locate the driver who is to be added to favorites. Click on the favorites icon on the right corner of the driver details card.
Task Steps (Evaluator 1)	 Couldn't identify the appropriate nav option from the top navigation bar, was easily able to identify after feedback. Looked for a search bar. Sorted the orders based on orders delivered for you. Located the driver Favorited the driver
Task Steps (Evaluator 2)	 Clicked on favorites from the top navigation bar. Looked for a search bar. Clicked on sort by orders delivered for you. Located the driver to be added to favorites. Favorited the driver.
Will users know what to do?	Mostly, yes.
Will users see how to do it?	Mostly, yes.
Will users understand from the feedback whether the action is correct or not?	Mostly, yes.
Walkthrough Comments	The name for 'Favorites' option in top navigation could be better, favorites seemed to mislead the user. There wasn't a search box provided to search for drivers. A search box would be useful for quick search. The cards looked tidy and favoriting drivers was straightforward.

Task 4: Track restaurant delivery expenditure	
Inputs/Assumptions	The user is logged into the platform and is currently on the bid page.
Instructions for user	Task Card 4
Task Steps (Designer)	 Click on 'Dashboard' option from the top navigation menu Locate the overall expenses '\$ Spent' card Locate the monthly expenditure card Select the desired month from the month dropdown and view the expenses for that month
Task Steps (Evaluator 1)	 Clicked on Dashboard from the navigation menu. Looked at the overall expense incurred from the card. Located the monthly expenditure card Selected the required month from dropdown options. Looked at the updated monthly expense card
Task Steps (Evaluator 2)	 Clicked on Dashboard from the navigation menu. Looked at the overall expense incurred from the card. Located the monthly expenditure card Selected the required month from dropdown options. Looked at the updated monthly expense card
Will users know what to do?	Mostly, yes.
Will users see how to do it?	Maybe not, the user might not be able to identify which section of the app contains expenditure details.
Will users understand from the feedback whether the action is correct or not?	Mostly, yes.
Walkthrough Comments	NA

Changes After Walkthrough

- 1. Adding customer details in the new bid form and bid cards on the bid page.
- 2. Adding a legend for color coded bid overview fields on the bid page.
- 3. Using better verbiage for top navigation options (Favorites -> Your Drivers).
- 4. Adding customer details to bid cards on the track orders page to make tracking easier.
- 5. Adding search functionality to make tracking particular orders easier.
- 6. Adding a legend for bid status color codes on the track orders page.
- 7. Adding a search functionality to make searching for a particular driver easier.

Individual Contributions

Introduction, Evaluation Method, Prototype Images - Aakash, Mayur, Vedant

Task 1 - complete cognitive walkthrough - Aakash

Task 2 - complete cognitive walkthrough - Mayur

Task 3 - complete cognitive walkthrough - Vedant

Task 4 - cognitive walkthrough script - Aakash

Task 4 - cognitive walkthrough typical users & description - Mayur

Task 4 - cognitive walkthrough comments - Vedant

Changes after walkthrough - Aakash, Mayur, Vedant