

# PROJECT 2

TEAM : ACHE, RANGANATH  
ORDER IT

# INTRODUCTION

In this section, provide an overview of your choice of problem domain and setting, describing why you chose this setting.

Order It is a revolutionary platform that connects students with local restaurants, making it easier than ever for them to order food and have it delivered to their doorstep. With a simple, user-friendly interface and a wide range of options to choose from, Order It has quickly become the go-to solution for students looking to enjoy a delicious meal without the hassle of cooking or leaving their homes.

But Order It isn't just beneficial for students. It also provides a valuable service to local restaurants and restaurants in universities, helping them attract a new customer base and grow their businesses. Order It is playing a crucial role in supporting the food industry and fostering a sense of community among local businesses by providing restaurants with a platform to showcase their menus and reach a wider audience.

In short, Order It is a win-win for everyone involved. It provides students with convenient, affordable access to a wide range of delicious meals and helps restaurants attract new customers and thrive in a competitive market.

We chose this problem statement because there currently needs to be a business in the market that focuses on picking up food within university campuses. Lines are often challenging for students when they want to purchase food from on-campus restaurants.

# INTRODUCTION

In this section, provide an overview of your choice of problem domain and setting, describing why you chose this setting.

Our application addresses this issue by serving as an online delivery platform and offering students the ability to pre-order food for pickup at a specific time. This allows restaurants to estimate better the amount of food they need to prepare and attracts new customers with the convenience of ordering and pickup options.

The specialty of our application is its focus on providing a seamless, convenient experience for both students and restaurants. By addressing the challenges of purchasing food on campus, we can create a valuable solution for all parties involved.

For our ethnography, we chose university restaurants as our setting because our targeted customers are students, and our primary focus was on restaurants within the university.

University restaurants provide a unique setting for our study because they are frequented by many students, who make up our target customer group. By conducting our study in university restaurants, we can gain valuable insights into the behavior and preferences of this group.

In conducting our ethnography, we observed the interactions and behavior of students in university restaurants. We paid particular attention to the food and beverage choices they made, as well as their overall experience.

Through our observations, we could identify common trends and patterns among students in university restaurants. For example, we found students prefer to avoid standing in lines. Overall, our study provided valuable insights into the behavior and preferences of students in university restaurants. This information can be useful for restaurant owners and managers who are looking to serve this customer group better and for students to save and use time more productively.

# UNDERSTANDING

In this section, describe your ethnography process in detail. Include snapshots from your fieldnotes, interviews, models, and your findings.

For our problem statement, we have chosen restaurants in universities as our locations, and university students were the targeted audience. Initially, we started with a "fly-on-wall" observation where we wanted to observe the environment in the same way other people were experiencing it. Therefore, we decided to join other people in line and sit around the restaurant to observe the situation and take notes on our devices, such as laptops and mobile phones.

During our observation, we noted several factors, such as the type of food that people preferred, the type of orders they made, and the payment methods they used. To gather a significant amount of information, we decided to spend 2 to 4 hours per person at different times observing people and the restaurant. We chose a restaurant in Union South for our observation. Most people spend around 5 to 15 minutes in the process of ordering and receiving their food, depending on the time of day.

In order to match the environment and avoid any biases, we took notes on our laptops and mobile phones based on the situation we were in. For example, while standing in line, we used our mobile phones to collect notes, and while observing the restaurant from a distance, we used our laptops for observation.

# UNDERSTANDING

After conducting the observation for several hours, we gathered a wealth of insights and data about the problems people were facing. We carefully analyzed this information and used it to construct in-depth interview questions that would allow us to gather even more data from the targeted audience. The goal of these interviews was to gain a deeper understanding of the issues that people are facing and to identify potential solutions that could help to address these problems.

To conduct the interviews, we selected a representative sample of the targeted audience and reached out to them to schedule a time for the interview. We made sure to provide clear instructions and explanations about the purpose of the interview and to assure them that their participation would be invaluable in helping us to better understand the problems that people are facing.

During the interviews, we asked the participants a series of carefully crafted questions that were designed to elicit detailed and informative responses. These questions covered a wide range of topics, including the specific problems that people are facing, their experiences with these problems, and their suggestions for potential solutions. We also asked follow-up questions to clarify any unclear responses and to dig deeper into the issues at hand.

# UNDERSTANDING

Overall, the interviews were very successful in providing us with valuable insights and information about the problems people are facing. The detailed and informative responses that we received allowed us to gain a much better understanding of these issues and will be instrumental in helping us to develop effective solutions to address these problems.

Ethnographic data collection involves the use of qualitative research methods to study and understand the culture and experiences of a particular group of people. This may include techniques such as participant observation, in-depth interviews, and focus group discussions. We have done all three methods to collect data for this project

1. In participant observation - here we used to just sit outside the UW restaurants in union south and other places and observe the students who are standing in queues and waiting to place the order, few of them were having luxury of time as they would not have any classes and others who were our primary target audience were constantly checking out how fast the lines were moving as they had to hurry up to their next classes, we immersed ourself here in the daily life of the community being studied, observing and taking notes on their behaviors, beliefs, and interactions.

# UNDERSTANDING

2. In-depth interviews -here we spoke with the students who were our target audience with open-ended questions regarding our project, it was basically a semi-formal communication which we established with the students to let them know about our problem statement of having an cross platform app which will allow them to order food from their classes and hence save them and get their general feedback about it.
3. Focus group discussions - after conducting semi formal conversations, we made a list of possible questions which we could ask the students in focus groups and record their answers, this would be our primary source of data to work on during the entire process. We explained them the problem statement and asked them their opinions about it, with their permission we took handwritten notes during their formal conversations and also recorded audio which they were comfortable with

# UNDERSTANDING

## Data 1:

Name Aishwarya

### 1.Have you ever used Online food ordering app

Yes, I have used it this is really good reminds me if there are any special discounts available and lets me know the different cuisines of food available throughout

### 2.If yes did you find it convenient to use it?

Yes, saved a lot of time, the same food instead of buying from restaurant I would get it at a cheaper rate here as there were heavy discounts and offers which saved me a lot of money and got the same food, I used to use one heck of promo codes and other coupons and hence was using the app frequently and few times the app would give me additional coupons code as I was a frequent user

### 3.Have you ever eaten in Union south?

Yes wanted to taste local cuisine Lisa, I've had the fast foods here, especially the local ice creams. They're really tasty and fresh. And I really even enjoy the juices which are made-up of fresh fruits up here.

### 4.Looking at the long queues during lunch hours, will you recommend an online ordering app which saves time especially during hectic classes

Maybe, also as a student I operate within a budget and my food preferences are vegetarian food so not sure if my needs will be in Madison using an online food delivery app. But yes, it will be really helpful. If we can skip the long queues and can get to know when our food will be actually ready for delivery or pick up time as this will help us in consuming that time and standing in the queue on some other. Good activity.

### 5.Given a choice of ordering food during class hours and getting to know the available time when it is ready saves lot of student time and we can avoid

standing in queues, what do you think about this

Sounds like a perfect choice as this is really helpful. Standing in queues is really unnecessary and if we can streamline using the latest technologies, this would be really helpful. As for students or not just for students. For anyone who are using the app, this is really helpful and beautiful. Platform, as this saves a lot of time and time is more equivalent to money on this current day. And yes, I would fully approve this system.

### 6.Anything else you would recommend to this system? This plan is not just for restaurants in union south, but also to restaurants affiliated with the University, would you recommend this?

Yes, I would recommend this the system because I used the. Go near the Terrace Library and have my dinners a few times. And if you can get those restaurants into the app that would be really helpful as I've seen long queues even at the pizza and pasta centers up there and just by ordering my food and getting to know when it's about to get delivered, I can spend the remaining quality amount of times. Working on my assignments in the library or working on my projects and this would be really helpful.

### 7.Few times the cook over cooks a particular dish thinking more students will take it, this system will even give him how much quantity each food must be cooked, what do you think about this?

Yes, that would be really helpful even for the chef as he saves a lot of time for him and he can even prepare of what to cook and what not to cook saves a lot of food and whatever has been cooked will definitely get

dispatched. So it's just going to be fresh food prepared and fresh food given to everyone. So yes, this is. Really a good platform and a good idea.

# UNDERSTANDING

## Data 2:

Name Helen

1.Have you ever used Online food ordering app

Yes, I have used them not that often but only when they had offers to save money and have good food

2.If yes did you find it convenient to use it?

Time was my major constraint as I used to be bust between my work before and hence I was dependent on this apps to deliver food on time and my old canteen did not have good quality food, so this provided me to explore good quality food through the app and I was always surprised with the quality vs cost factors, extremely tasty food was available at affordable rates and this was one of the most motivational factor for me to use the app

3.Have you ever eaten in Union south?

No, not yet. My classes are usually very far away from Union South, and I don't come off onto Union South end seven tasted anything up there, but I usually eat something else near the terrace or near other places, and the local cuisine is something which I'm always looking forward to.

4 Looking at the long queues during lunch hours, will you recommend an online ordering app which saves time especially during hectic classes

Yes that would be really helpful and it will save a ton amount of time for me And help me have the time in predictive manners. So yes, that would be really helpful. And I don't like standing in queues because currently I am undergoing an injury and it really pains my legs. New Times and hence, yeah, that would be a good opportunity.

5.Given a choice of ordering food during class hours and getting to know the available time when it is ready saves lot of student time and we can avoid

standing in queues what do you think about this

Ordering food would be needed to save time and this would be really helpful for me as it would save me time. And even by getting to know when exactly our food would be ready, we can just walk in at that time and collect the food and just eat it and walk out. So this would be really a hassle free process and using technology to solve the real world problem is something I'm always looking forward to. And yeah I really like this idea. This is a very smart and great idea.

6.Anything else you would recommend to this system? This plan is not just for restaurants in union south, but also to restaurants affiliated with the University, would you recommend this?

I would recommend this. And please, you know, not just a Union 5 restaurants please Mark Concerto Thunder affiliated restaurants of the university because I usually eat at these restaurants most of the time more than Union 5 because my college classes are not up there near the Union so So yeah, I would definitely recommend this entire system.

7.Few times the cook over cooks a particular dish thinking more students will take it, this system will even give him how much quantity each food must be cooked, what do you think about this? Less wastage of food is always good And this would also indirectly reduce the cost of the food over a long process of time, because currently even wastage food is being spent over by the Owners of the restaurant,

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then they spend extra money and they can reduce that money and they can, you know, reduce the amount on the venue owned or on the bill and yeah, this would be really helpful for both parties.

# UNDERSTANDING

Name Sourabh

## Data 3:

1.Have you ever used Online food ordering app

Yes, I have used it a lot times and found it extremely useful as it saves my time and helps me in deciding the right food

2.If yes did you find it convenient to use it?

Yes... they were amazing the UI is the major factor here the simpler it is the easier to use the app, and the app must not be heavy as it would occupy a lot space in our phone, and I have a phone which has less memory so I use only those apps which are of light weight and have simple UI design

3.Have you ever eaten in Union south?

Yes... few times when I had hectic class and had to rush between the CS department for classes the nearest would be the restaurants here in Union South, so I would just come and enter a restaurant which had minimum queue or frankly speaking depending on my schedule I would pick the restaurant and eat the food here, else I would carry my food for home which I would cook if I was not having too much as these queues are generally extremely long and annoying

4.Looking at the long queues during lunch hours, will you recommend an online ordering app which saves time especially during hectic classes

Yes, that would save a lot of time. And it would be really helpful as we can skip the long queues. Especially during hectic classes. As we have to move from one building to the other in a short duration of time. And by ordering our food through the online delivery app. We'll get to know when exactly our food would be ready to pick up instead of standing in queue and wasting a lot of time.

5.Given a choice of ordering food during class hours and getting to know the available time when it is ready saves lot of student time and we can avoid

standing in queues, what do you think about this  
True, that would be really helpful as few days I have just 1 hour between my classes and if I won't be able to cook then it becomes really hard as these queues are huge. Time is a major constraint up here, and by saving a lot of time and getting the same food, this will be really helpful for students and for a lot more other people.

6.Anything else you would recommend to this system? This plan is not just for restaurants in union south, but also to restaurants affiliated with the University, would you recommend this?

I would recommend even a delivery system, not just an ordering one, because few times you don't know where exactly you will have to go for classes and rush. And once the order is ready, if it's in opposite direction, it would be really helpful if a carrier can come on two Wheeler. And deliver a food for us.

7.Few times the cook over cooks a particular dish thinking more students will take it, this system will even give him how much quantity each food must be cooked, what do you think about this?

Yes definitely that works perfectly lets them know how much quantity of food to be prepared well in advance and this will be really helpful. As we can save a lot of food and remove wastage through this printing process.

# UNDERSTANDING

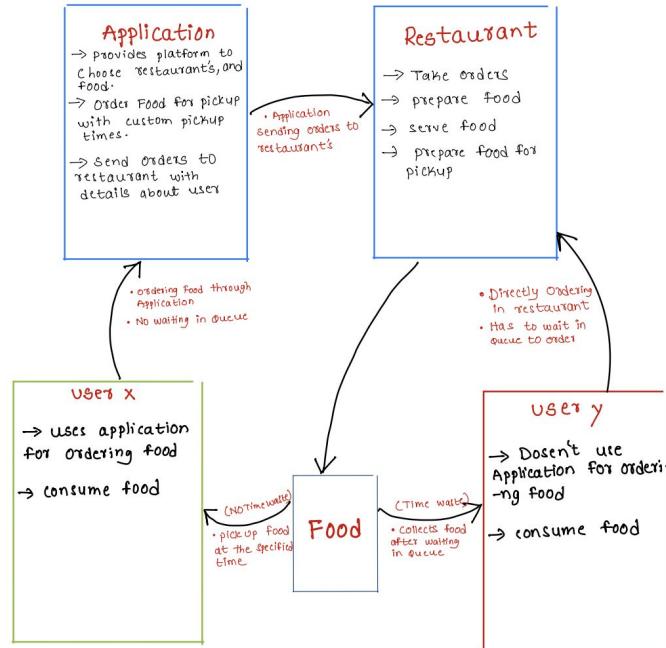
## Field Notes and Annotations:

	A	B	C	D
1	<b>Timings, location</b>			
2	Time : 1 pm, location: Ginger Root, union south  usually hectic time as its lunchtime, so there is an extensive line	<b>Field Notes</b> people frequently walk towards the restaurants to check for the line People leaving lines because of longer waiting hours The majority of people place a takeaway order over dining in The majority of students use delivery or other payment methods for purchases. There were students who just looked at the line and preferred to avoid trying the restaurants on campus and order from external apps for delivery or takeout. There were instances where the person got a different order than what they ordered. The other people in the line had to wait longer when the current person needed an item that required a restock.	<b>Annotations</b> This could be because many students don't want to waste time standing in line for food, so they are looking for restaurants with fewer lines to save time. This could be happening because it must be taking more time than they expected, or they might have classes or some other work. The students feel more comfortable packing and taking away food over-consuming in the restaurant, which could be because people take away food and have food while doing some academic work or with friends together. This could be because the students get disappointed with the quality of food or the taste and prefer to use delivery or other payment methods for discounts and faster transactions. This could be because there are a lot of orders, and often they receive multiple orders at the same time due to long lines, and as a result, the food items might have mixed up. This could be because they need to replace and bring the item from the kitchen, which essentially increases students' wait time. This could be because the restaurant might not have expected the demand within a short period. The students might be hungry and, therefore, might start to wait in the line This could be because there might be a big line in front of the restaurant, and the students tend to skip or get the cooked food to save time.	
3	Time : 1.30 pm, location: Ginger Root, union south  As its huge line, people are leaving lines to attend classes			
4	observation location union south			
5	Observation location union south gweets coffee, ginger root, set			
6	Time : 1.30 pm, location : union south restaurants: Set, ginger root			
7	Time : 4pm, location: set			
8	Time : 4.15pm, location: daily scoops			
9	Time : 7pm, Location union south			
10	Time : 10.30 pm, Location Ginger root			
11	Time : 12.30 pm, Location : union south	Some people even skip a meal, while others choose to cook their own meals at home or find other options for food that are more convenient.		
12				
13				
14				

# UNDERSTANDING

## FLOW MODEL

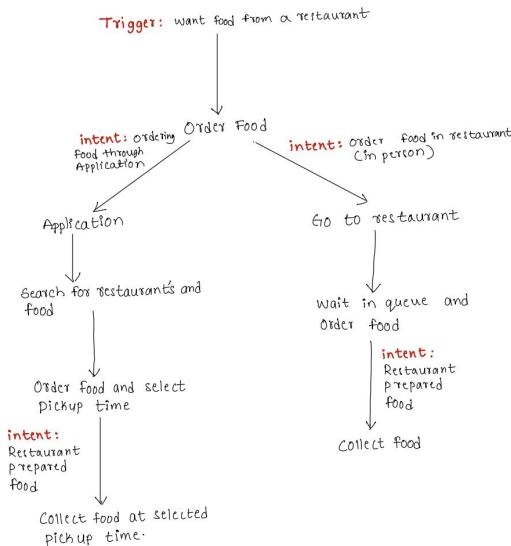
Flow Model:



# UNDERSTANDING

Sequence Model

## SEQUENCE MODEL

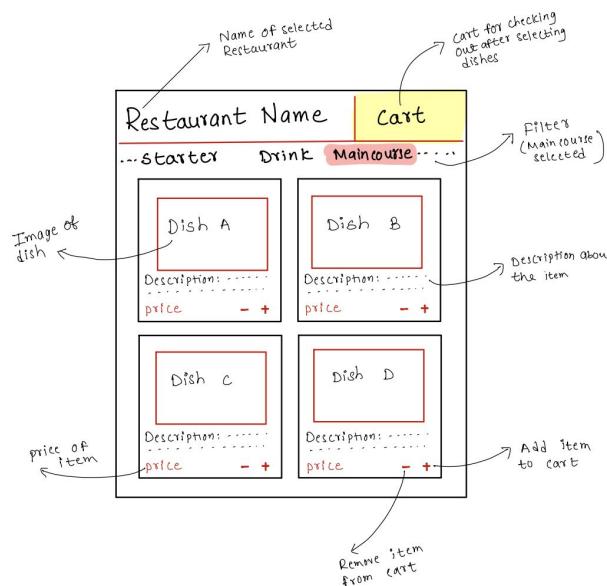


# UNDERSTANDING

## Artifact Model

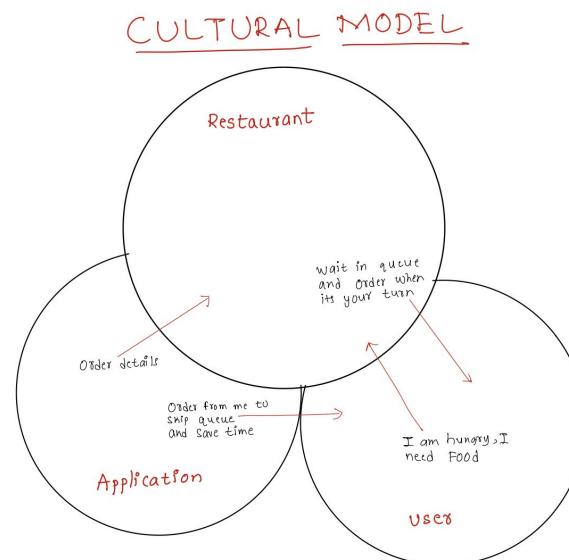
### ARTIFACT MODEL

- After selecting restaurant (Application)



# UNDERSTANDING

## Cultural Model

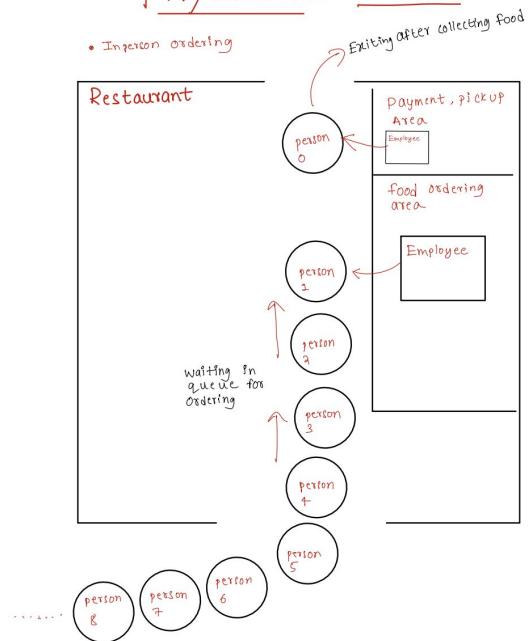


# UNDERSTANDING

## Physical Model

### PHYSICAL MODEL

- Inperson ordering



# UNDERSTANDING

## Affinity one

### AFFINITY ONE

#### One

Show All Board +

User views	Experience	Robustness
<p>This plan is not just for restaurants in union south, but also to restaurants affiliated with the University, would you recommend this?</p> <p>Yeah definitely, I love to eat near memorial union or terrace for the view</p> <p>User views</p> <p>Given a choice of ordering food during class hours and getting to know the available time when it is ready saves lot of student time and we can avoid standing in queues, what do you think about this?</p> <p>True , that would be really helpful as few days I have just 1 hour between my classes and if I won't be able to cook then it becomes really hard as these queues are huge</p> <p>User views</p> <p>Few times the cook over cooks a particular dish thinking more students will take it, this system will even give him how much quantity each food must be cooked, what do you think about this?</p> <p>Yes that is good</p> <p>User views</p>	<p>Have you ever used apps like Swiggy and Zomato in India or similar apps</p> <p>Yes</p> <p>Experience</p> <p>Have you ever eaten in Union south?</p> <p>Yes...few times when i had hectic class</p> <p>Experience</p>	<p>Anything else you would recommend to this system?</p> <p>None</p> <p>Robustness</p> <p>If yes did you find it convenient to use it?</p> <p>Yes... they were amazing</p> <p>Robustness</p> <p>Looking at the long queues during lunch hours, will you recommend an online ordering app which saves time especially during hectic classes</p> <p>Maybe, should see as I usually carry food and only eat out occasionally</p> <p>Robustness</p>
<p>+ New</p>		<p>+ New</p>

# UNDERSTANDING

## Affinity Two

## AFFINITY TWO

Two

Show All Board +

Category + Add filter

User views 3 ... + Experience 2 Robustness 3

Few times the cook over cooks a particular dish thinking more students will take it, this system will even give him how much quantity each food must be cooked, what do you think about this?  
Yes unless there is not excessive delivery fee  
**User views**

This plan is not just for restaurants in union south, but also to restaurants affiliated with the University, would you recommend this?  
Maybe, most features of the app aren't inclusive in the information here, so not sure if I can recommend it without using it  
**User views**

Given a choice of ordering food during class hours and getting to know the availability of food it is ready saves lot of student time and we can avoid standing in queues, what do you think about this?  
Seems like a good option but again my food preference is vegetarian, this would limit my usage to ordering food online  
**User views**  
vegetarian  
+ New

Have you ever used apps like Swiggy and Zomato in India or similar apps  
Yes  
**Experience**

Have you ever eaten in Union south?  
Yes wanted to taste local cuisine  
**Experience**

Looking at the long queues during lunch hours, will you recommend an online ordering app which saves time especially during hectic classes?  
Maybe also as a student I eaters within a budget and my food preferences are vegetarian food so not sure if my needs will be in Madison using an online food delivery app  
**Robustness**

If yes did you find it convenient to use it?  
Yes, saved a lot of time  
**Robustness**

Anything else you would recommend to this system?  
Not sure  
**Robustness**

+ New

# UNDERSTANDING

Affinity Three

## AFFINITY THREE

### Three

Show All Board +

User views 3

Few times the cook over cooks a particular dish thinking more students will take it, this system will even give him how much quantity each food must be cooked, what do you think about this?

User views

Less wastage of food is always good

Given a choice of ordering food during class hours and getting to know the available time when it is ready saves lot of student time and we can avoid standing in queues, what do you think about this?

User views

Ordering food would be preferred to save time and this would be really helpful for me as it would save me time

This plan is not just for restaurants in union south, but also to restaurants affiliated with the University, would you recommend this?

User views

Yes definitely that works perfectly

+ New

Experience 2

Have you ever used apps like Swiggy and Zomato in India or similar apps

Experience

Yes

Have you ever eaten in Union south?

Experience

No, not yet

+ New

Robustness 3

If yes did you find it convenient to use it?

Robustness

Yes , convenient and good coupons tool!

Looking at the long queues during lunch hours, will you recommend an online ordering app which saves time especially during hectic classes

Robustness

Yes that would be really helpful and it will save a ton amount of time for me

Anything else you would recommend to this system?

Robustness

-

+ New

# IDEATION

In this section, describe the design ideas that will support the interactions you identified in your ethnography. Include sketches, scenarios, and/or textual descriptions of ideas.

When designing an online food ordering app, there are several key design ideas that can support the interactions identified in the app. These ideas can include the use of intuitive and easy-to-use interfaces, clear and concise navigation, and the incorporation of features that make the ordering process as seamless and convenient as possible.

One key idea is to make the app's interface as intuitive and user-friendly as possible. This can include the use of clear and easy-to-understand language, as well as visual design elements that help guide users through the ordering process. For example, the app could use visual cues such as arrows or highlighting to indicate the next step in the ordering process, and could include clear calls to action that help users understand what they need to do next.

Another key design idea is to make the app's navigation as clear and concise as possible. This can include the use of simple and intuitive navigation menus, as well as clear and easy-to-understand labels for each menu item. For example, the app could use a tabbed interface that allows users to easily switch between different sections of the app, such as the menu, their order, and their account information.

# IDEATION

Finally, the app could incorporate features that make the ordering process as seamless and convenient as possible. This could include the use of user profiles that allow customers to save their favorite items and payment information, as well as the ability to track their order in real time and receive updates on its status. These features can help to streamline the ordering process and make it as easy and convenient as possible for users.

Overall, the design ideas for an online food ordering app should focus on creating an intuitive and user-friendly interface, clear and concise navigation, and the incorporation of features that make the ordering process as seamless and convenient as possible. By incorporating these ideas, the app can provide a positive and enjoyable experience for users, and help to make the process of ordering food online quick and easy.

# PROTOTYPING

In this section, describe your development of your video scenario, including the personas and vignettes you developed, the script and storyboards of your scenario, and the video production process.

In developing a video scenario for an online food ordering app, We would begin by creating personas and vignettes that represent the app's target users. These personas and vignettes would be based on market research and user testing, and would provide a detailed understanding of the users' needs, goals, and behaviors. For example, one person could be a college student who is looking for a convenient way to order food on a budget.

Once the personas and vignettes are developed, We would then create a script and storyboards for the video scenario. The script would outline the key scenes and interactions in the video, while the storyboards would provide visual representations of each scene, showing how the app would be used and highlighting its key features and benefits. For example, the script and storyboards we showed how convenient it would be for a student to skip queues by ordering the food through the app and coming to the restaurant at the time of delivery, this saves insane amount of time

# PROTOTYPING

The final video would showcase the app's key features and benefits, and provide a realistic and engaging depiction of how the app could be used in the real world.

Overall, the development of a video scenario for an online food ordering app would involve creating personas and vignettes, developing a script and storyboards, and working with a video production team to bring the scenario to life. By using this process, the video scenario can provide a realistic and engaging depiction of how the app could be used, and help to showcase its key features and benefits to potential users.

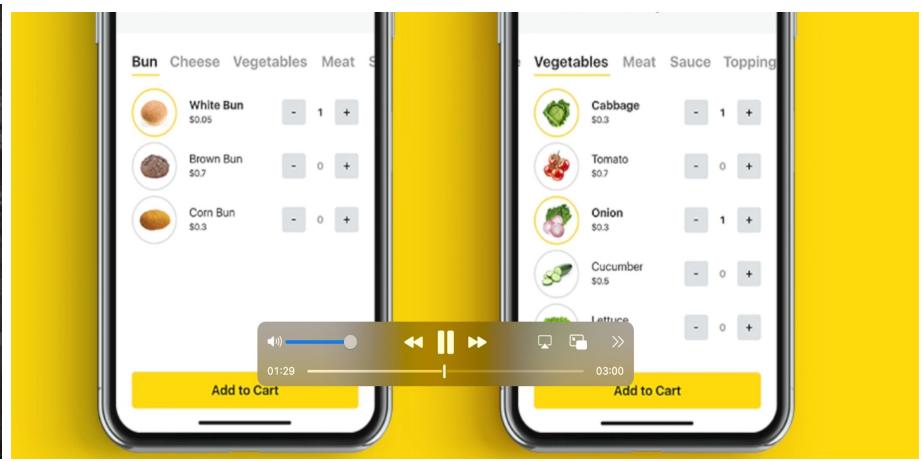
# FINAL DESIGN

In this section, describe your final design, illustrating the prototype with e.g. screenshots from your video scenario that shows the interface.

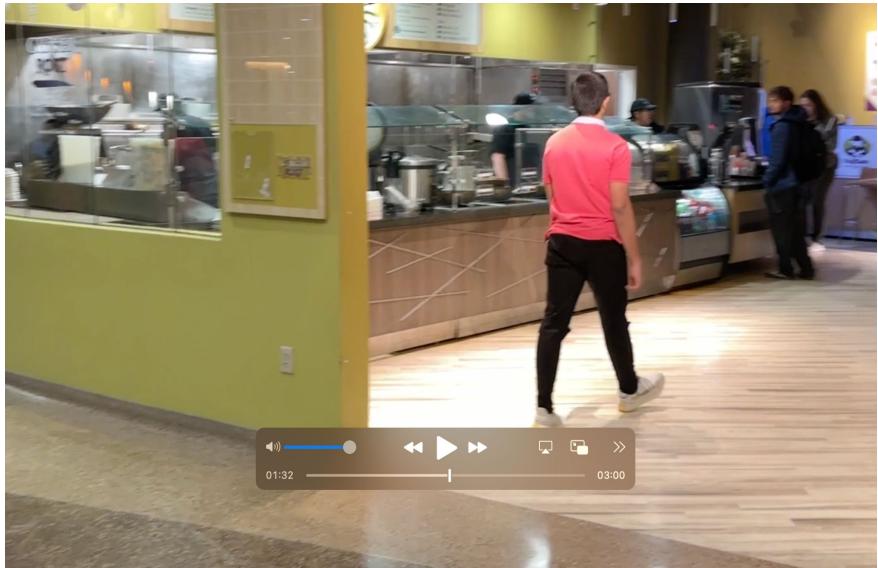
Scenario one:

Akarsh was feeling hungry while studying for an important exam, so he decided to take a break and go to the nearest restaurant to grab a bite to eat. When he arrived, he saw that there was a long line at the restaurant, and it was moving very slowly. Not wanting to waste any more time, Akarsh pulled out his phone and used an application to order his food. He carefully looked through the menu and added his chosen items to his cart, selecting a pickup time that would work best for him. Once he had placed his order, Akarsh returned to studying. When it was time to pick up his food, he quickly retrieved it from the restaurant and returned to his studies without any further delay. Akarsh was glad that he was able to use the app to avoid wasting more time and was able to get back to studying without any delays.

# FINAL DESIGN



# FINAL DESIGN

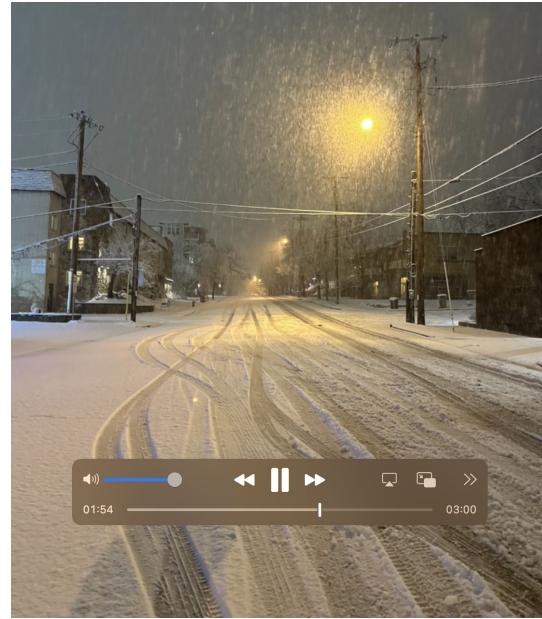


# FINAL DESIGN

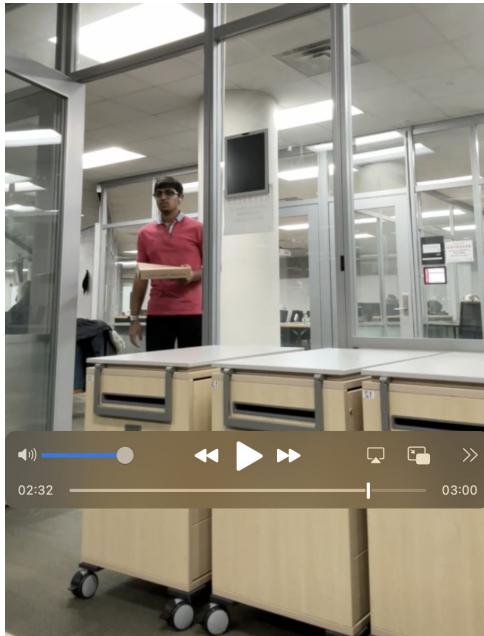
## Scenario Two:

Akarsh is a student who is currently focusing on his studies in the library. He is feeling hungry, so he plans to take a break and go outside to grab some food. However, when he looks outside, he sees that it is snowing heavily. Not wanting to get wet and cold, Akarsh decides to use a food delivery app to place an order instead. He browses the app for restaurants that are on and off campus, and carefully considers all of the options before choosing a dish. The restaurant receives the order and starts preparing the food, ensuring that it will be delivered to Akarsh in a timely manner. Thanks to the convenience of the food delivery app, Akarsh is able to avoid the bad weather and still enjoy a delicious meal. He is happy with his decision and continues to focus on his studies in the library, feeling satisfied and content.

# FINAL DESIGN



# FINAL DESIGN



# FINAL DESIGN

## Scenario Three:

Akarsh is a busy student who often uses a food delivery app to order food for pickup. One day, he wants to pick up food for the next morning, so he places an order on the app as soon as the restaurant opens. Akarsh selects a pickup time that is convenient for him and confirms the order. The next morning, when he arrives at the restaurant, he sees that there is a long line of people waiting to order food. However, because he has already placed his order, Akarsh is able to bypass the line and quickly retrieve his food. He is grateful for the convenience provided by the food delivery app and is able to enjoy a delicious meal without wasting any time waiting in line.

# FINAL DESIGN



# FINAL DESIGN

