



**A report outlining the design and implementation of a food ordering application for a Fish & Chips shop.**

The project

**Making a food ordering application (app) for the customers of Moana Fish & Chips in Aranui.**

Richard Lovell the proprietor of this shop wanted to improve customer engagement and sales by enabling his customers to place orders via digital devices.



Information gathered at a kick-off meeting with Richard

Client’s values

* The client has a strong sense of belonging in the community, and wants to promote the health and wellbeing of his customers
* The client wants to help Maori and the community at large fight obesity
* The client wants to provide information about the nutritional value of the food on sale
* The client wants to help Maori make informed nutritional and lifestyle decisions

**Discover**

**Requirements Gathering**

**Kick-off meeting summary**

Look and feel the client wants

* For the product to look like a mobile app
* For the app to have a clean and modern look
* For the app to have subtle hints of the shop’s brand

Application features the client wants

* The ability to order items on the menu
* The ability to see items on special
* The ability to see nutritional information about the food
* A way for customers to see how far their order is, after they have paid for it
* A way for customers to leave feedback about their food and their experience

**Discover**

**Stakeholder interviews**

Stakeholder needs gathered from interviewing them

The cook

* The ability to mark items as “Out of stock”

The cashier

* The ability to add orders, which have been paid for, to a “To cook list”

Customer needs gathered from interviews

The interviews have been attached in Appendix A

* The ability to see the menu categorised into burgers, fish, chicken, sides & sauces, desserts and drinks

List of stakeholders in the project

The shop’s

* Proprietor
* Cook
* Cashier
* Patrons

**Discover**

**Stakeholder interviews**



Customer needs continued…

* A desire to be rewarded for their loyalty with a discounts system
* The ability to see these discounted specials featured before any of the other items on the app’s menu
* The ability to post feedback about their experience at the shop
* All interviewees believed that customers would be more inclined to make purchases at the shop, if the shop advertised their eco-friendly business practices through their app

**Discover**

A competing fast food vendor’s app was analysed to see how they provided the features which the stakeholders of Moana Fish & Chips wanted.

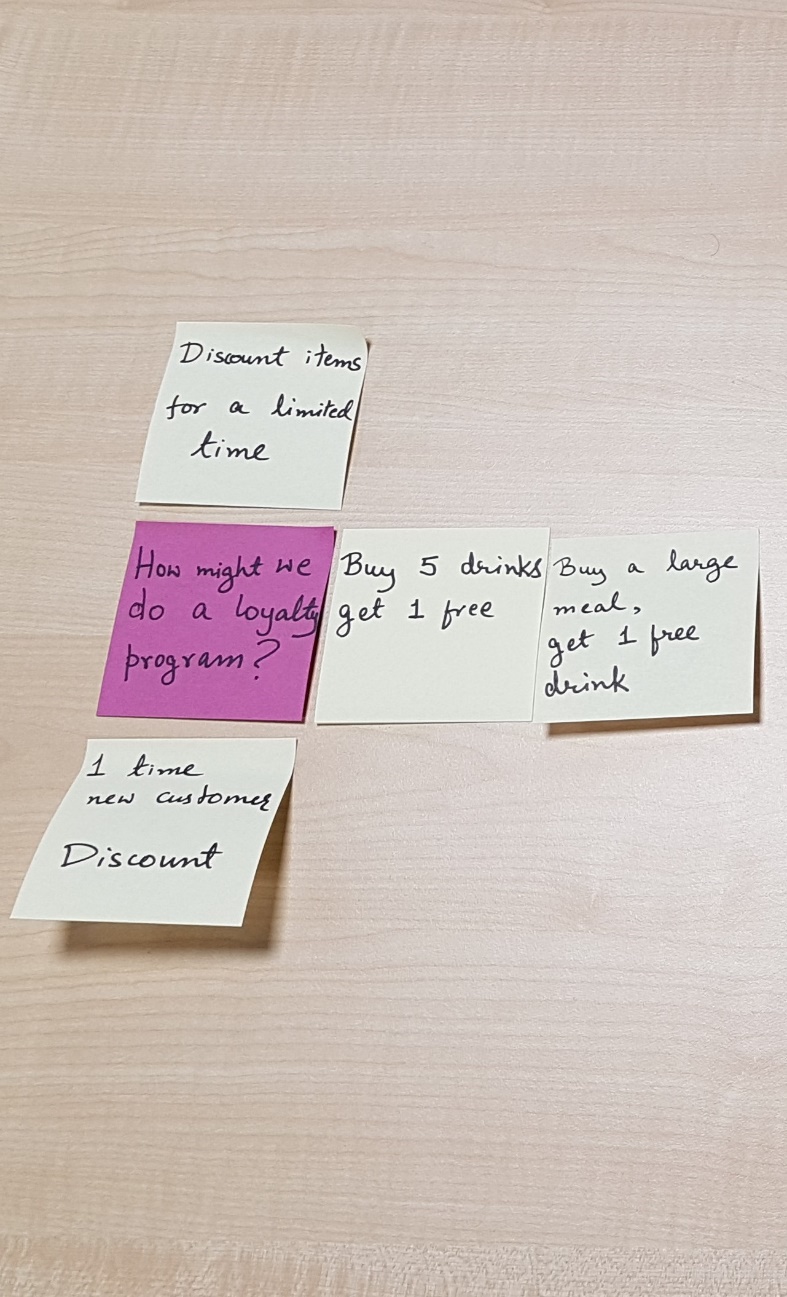
* McDonald’s’ food ordering app was chosen for this comparison
* A report detailing how McDonald’s lets their customers do the following tasks has been attached in Appendix B
  + Ordering items on the menu
  + Viewing what is on special
  + Viewing nutritional information about food items
  + Viewing the progress of orders
  + Leaving feedback about their experience

Two of the stakeholders, the cook and the cashier, asked for the ability to mark items on the menu as “Out of stock” and for a way to add orders to a “To cook list”.

* The way McDonald’s solved these problems was not visible in their customer facing app.
* So, in-house expertise was used to find a suitable way to implement these app features.

**Competitor analysis**

**Discover**



Customer needs continued…

* A desire to be rewarded for their loyalty with a discounts system
* The ability to see these discounted specials featured before any of the other items on the app’s menu
* The ability to post feedback about their experience at the shop
* A consensus was reached among those interviewed that the customers would be more inclined to make purchases at the shop, if the shop advertised their eco-friendly business practices through their app

**Define**

**Ideation**



Li Xiu Ying

Human Resources (HR) Manager Icon Hotel

37

Grad. Diploma in HR Management,

Certified Public Accountant

Newly Married

Quote: *“Let’s try something new for dinner tonight.”*

Li Xiu Ying manages the HR department in a busy Hong Kong hotel. She gets four weeks of annual leave which she always spends vacationing in a country she has never visited before.

By the time she retires she hopes to have climbed to the top of the seven summits of each of the seven continents.

**User persona**

**Discover**

She recently married Zhang Wei, a local secondary school history teacher who has never travelled outside Hong Kong. She has decided to postpone her mountain climbing ambitions for now, and travel to some of the more hospitable tourist destinations with her new husband.

She spends a lot of her leisure time learning about other cultures and holiday destinations through her laptop and computer at home.

**Typical tasks**

Finding general information about Waipara Wine’s vineyards to help decide if it is a suitable holiday destination.

Finding out if the vineyard had any upcoming events like wine tastings, barbecues or workshops.

Finding out what kind of food was served at the vineyard’s restaurant.

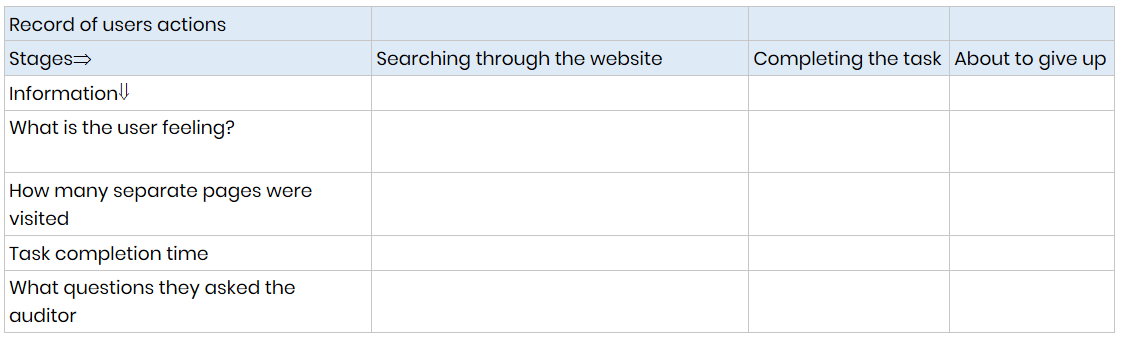
**Discover**

**Usability audit**

We found people that closely resembled our manufactured personas in the real world and asked them to complete these typical tasks.

We later asked them how well they felt the website helped them complete their tasks.

We also recorded our observations of the user’s actions.



**Discover**

**Back to Competitor analysis**

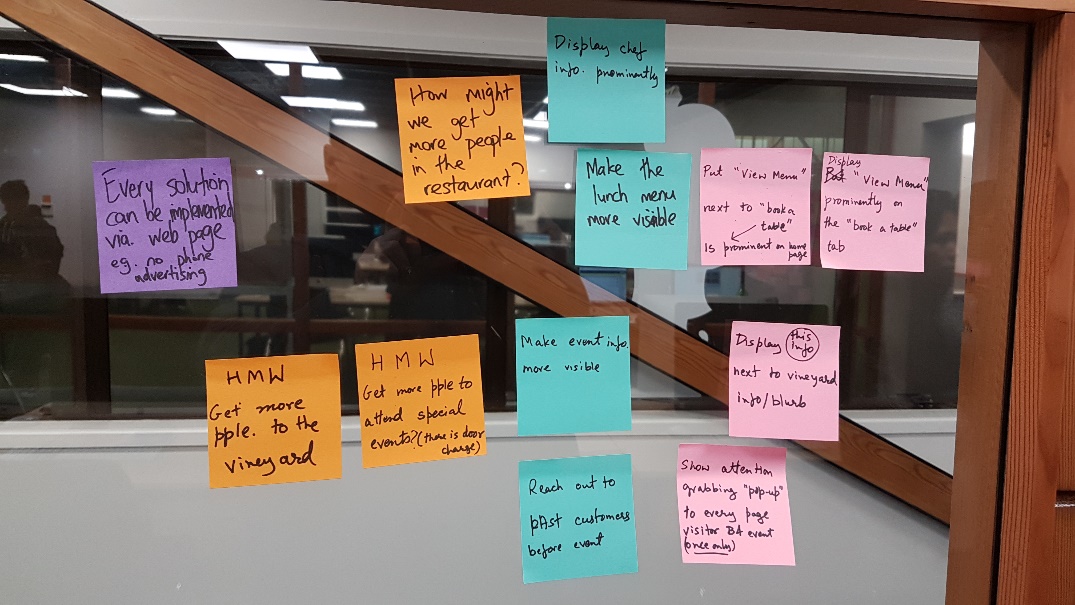
We took the list of vineyards that we had shortlisted earlier as direct competitors of Waipara Wines and got our users to carry out the same tasks on these competitors.

This allowed us to gauge the usability of these competitor’s websites as well.

From the data gathered during the usability audit we were able to create a gap assessment.

**Discover**

**Ideation & insights**



We asked “How might we” questions to make sense of the problems at hand.

**Define**



**Mood boards**

**Define**

**Content strategy & Information hierarchy**

Our strategy was to keep all the content from the existing website as this is what Richard wanted.

Our ideation process did lead us to make changes to the information architecture of the existing website.

These changes are visually represented in the sitemap on the next page.

**Design**

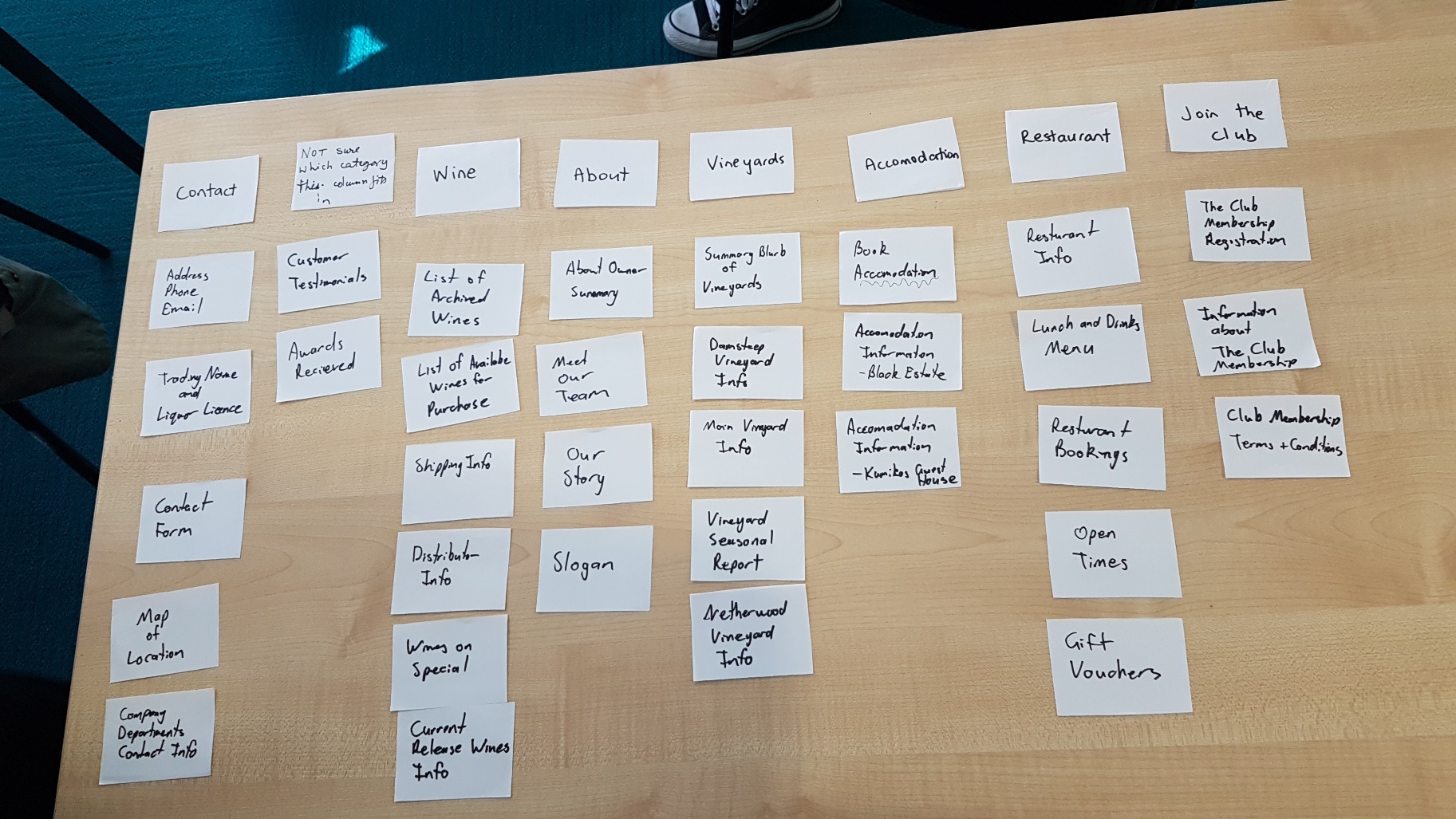
**Sitemap**

**Design**

To validate the new navigation system and labelling system we did some open card sorting with users.

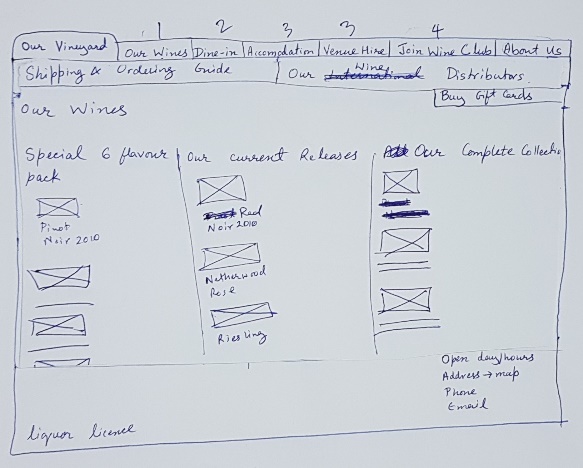
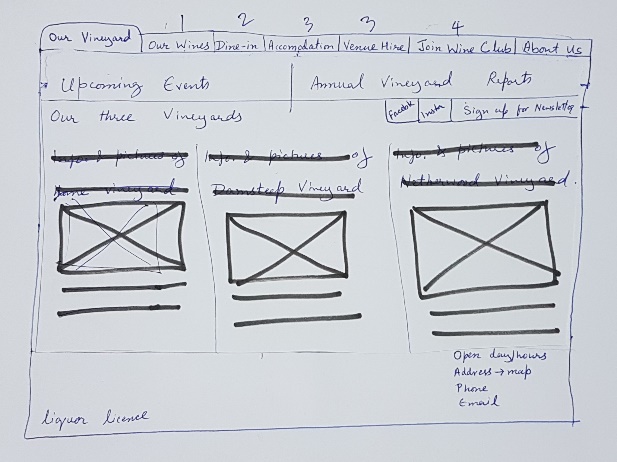
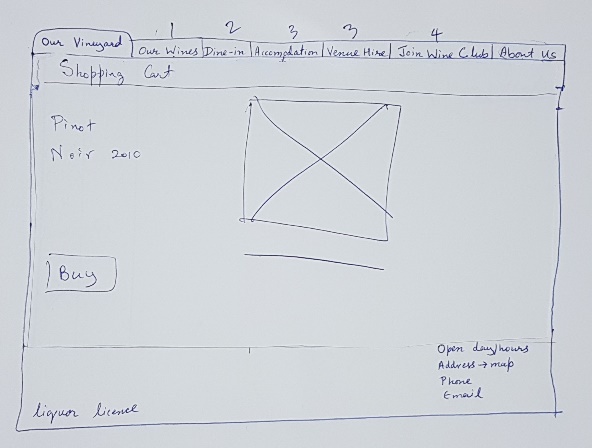
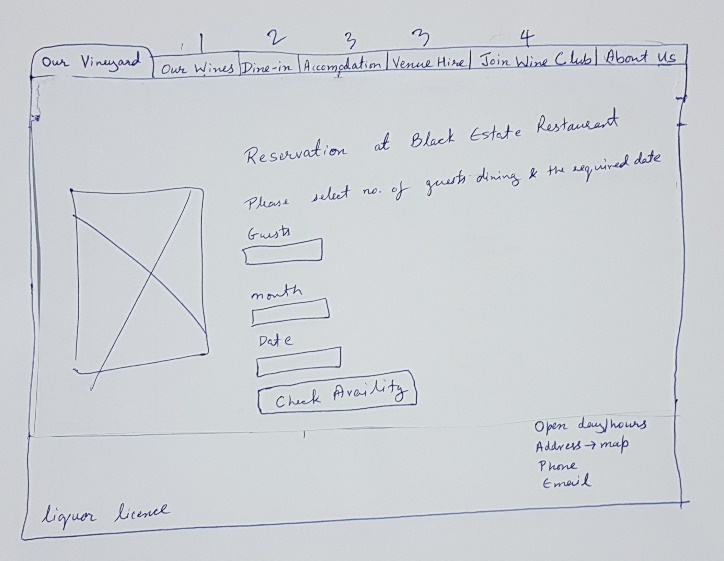
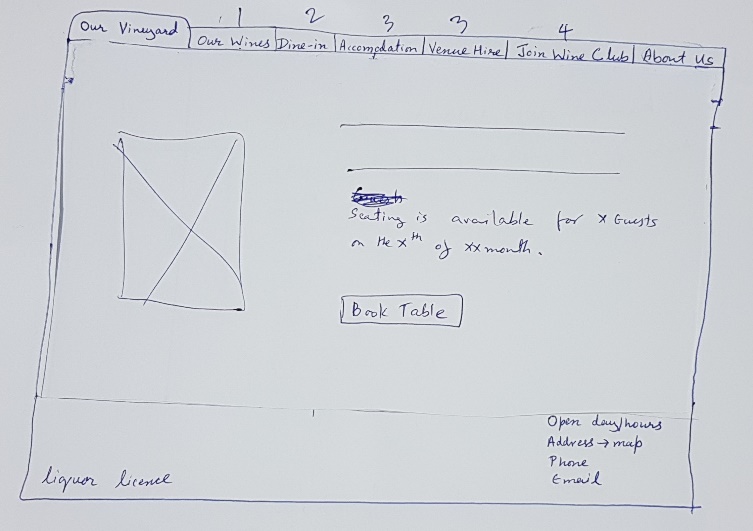
The results confirmed that users think and sort the information on Waipara Wine’s website exactly like we represented it on our sitemap.

**Sitemap**



**Design**

**Low fidelity prototyping**



**Design**



**Style tile**

**Design**

**Hi fidelity prototype**

**Design**