

CSC 642 HCI Summer 2018  
Focus Group Feedback  
Team 11

GatorEats

Discover on-campus food with a seamless app for the busy, budgeting student. An SFSU yelp focused on getting food fast and generating business.

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Due: 07/20/2018

| Revision | Date       |
|----------|------------|
| 1.0      | 07/20/2018 |
| 1.1      |            |

**Who are the group reviewers?** - CSC 642 Team 12

**Setting of the meeting?** - in CSC 642 classroom

**What was presented?** - Front End / UX of GatorEats Application

**What was shown?** - Medium High Fidelity Figma Prototype

### **Overview**

In the beginning we asked the focus group how they got lunch on campus. We also asked what they thought of well established applications similar to our product such as Yelp. We then presented our project to the group on figma, and then let the focus group members use the prototype on figma. We asked the focus group to go through the pages of our project and asked for feedback on the design and layout of each page. After the focus group was finished looking at each page, we asked the focus group what they thought of the button layouts, the design, and the simplicity of the project. They gave us feedback on the general concept and design of the application, as well as comments and their thoughts on improving the functionality of the app. There were a few minor design flaws that we could change, but the design in general was good. However, there were many functionalities that the focus group gave us, such as UberEats implementation and changing the order system of the application. We plan to prioritize the functionalities and add the functions that would make our application more powerful.

### **Engagement questions**

Favorite types of foods?

Decisive or indecisive when making food decisions?

How often do you eat on campus?

Ever think about budgeting?

Ever wonder if this certain food is good on campus?

Do you get lunch on or around campus?

Does anyone use a food review app such as Yelp to guide their decision making?

### **Exploration questions**

What are the pros and cons of using a food searching app?

What do you like best about an app like this?

What are some reasons that prevent you from using an app like this?

What would encourage you to use this type of app?

Do you have any bad experiences when using an app like Yelp?

What are some good experiences?

Are there any features on GatorEats that seem unclear?

### **Exit questions**

Is there anything else you'd like to add that could support our app?

### **Summary of Focus Group Feedback:**

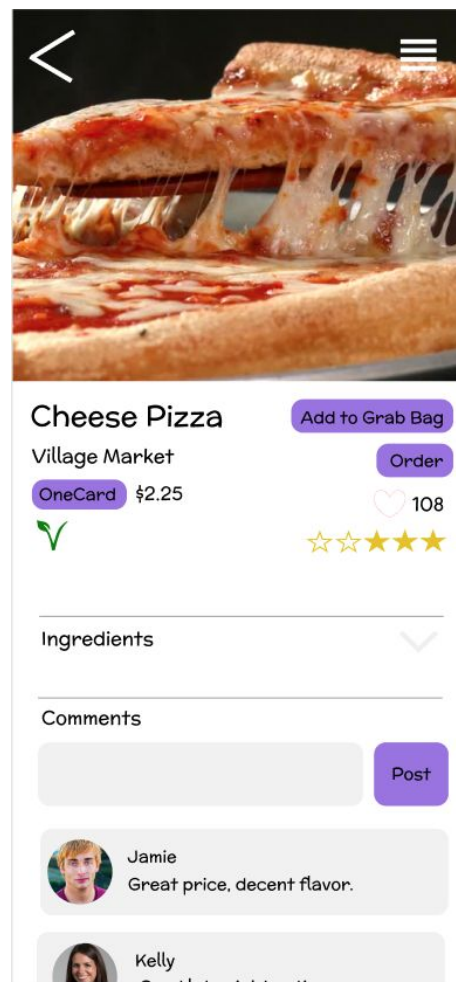
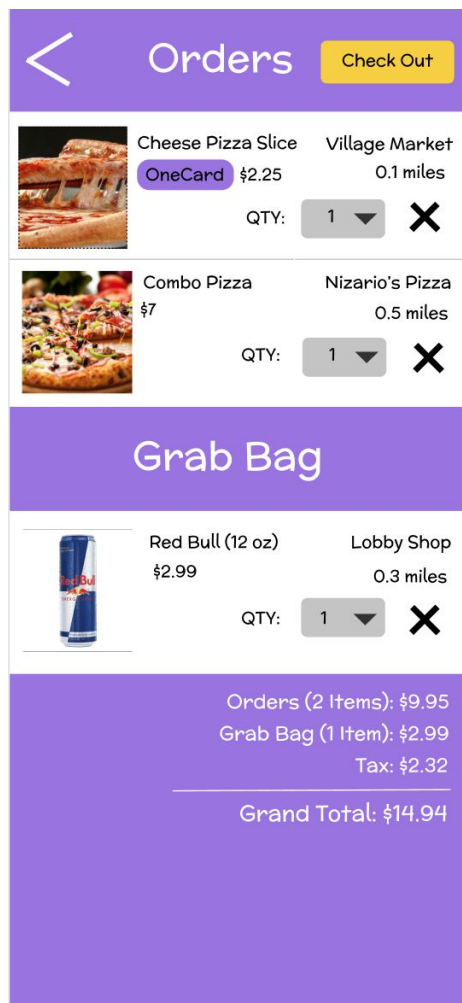
- Incorporate Uber Eats function for delivery
  - Hire workers to walk food to you. It would be a campus job with the app.
  - Extra \$1.00 fee to have someone walk around campus to get food to you.
  - New UI for “workers” who would be given someone’s order and route. The customer would be provided information on the workers and could be contacted in an emergency.
- All items to grab bag then manually separates into orders etc
  - Customer > Adds to Grab Bag > 2 Options: Order and pick up yourself, or have someone else get it for you. Estimated time for someone else to get food. > If you decide to have someone else pick up your food, it would show a map of their location.

- Page for each item
- Location clarification for search bar
- Search if user is close to a certain building etc
  - “What’s nearby” button.
  - Map on top, draggable.
- Google API
  - Pinned locations nearby brings user directly to vendor page. Slideshow of vendors products within the map API.
- Animated campus map with restaurant markers
- Required student ID to create student account
- Best Rated / Top Rated (spelling error)
- Button layout is good
  - Add more icons. Fading away under search bar. Scrollable.
- “Order for Pickup” instead of “Orders” for added clarity

### **Feedback Analysis & Future Plans:**

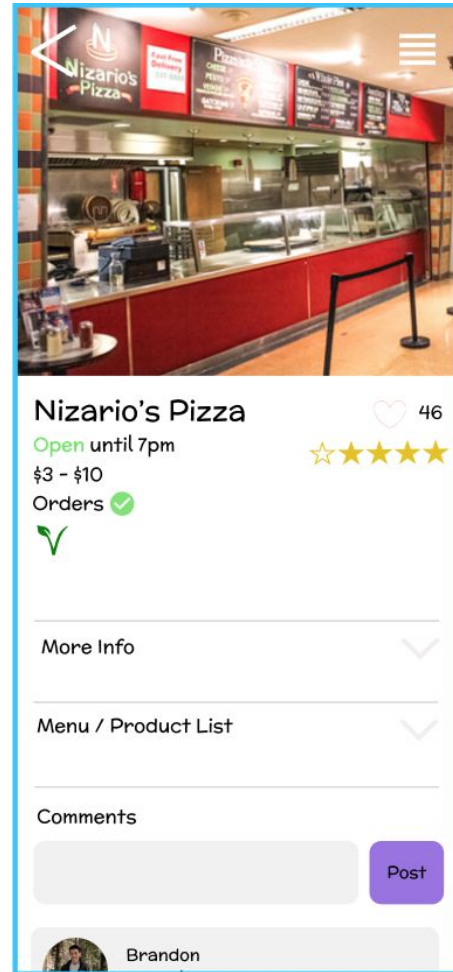
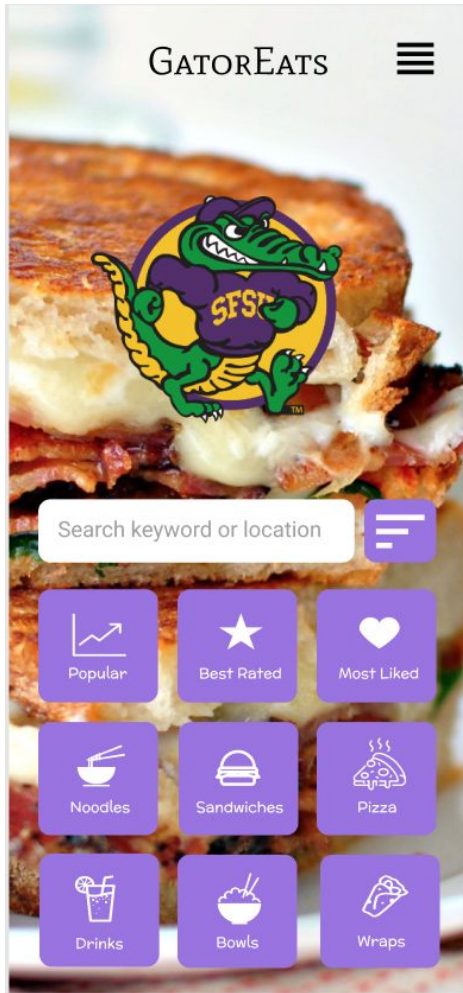
- We plan to change the format of ordering so that the user adds all items into the grab bag and then the app separates items that can be ordered ahead of time and items that have to be picked up (prepackaged food/drinks)
- We also will add a student ID field on the registration page for customers to use Gator Dollars towards app purchases at vendors that accept OneCard.
- As a P3 feature, we would like to add a delivery option to addresses on or near campus. A new employee UI would have to be developed for this function.
- We would also like to add a responsive map of the campus with all participating vendors and a pin for the user’s current location

## Major Screens in Focus Group:



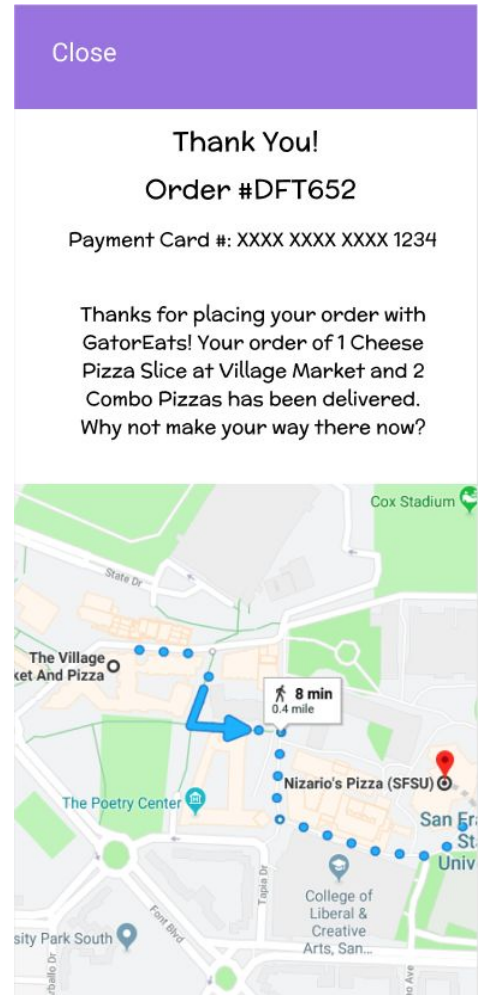
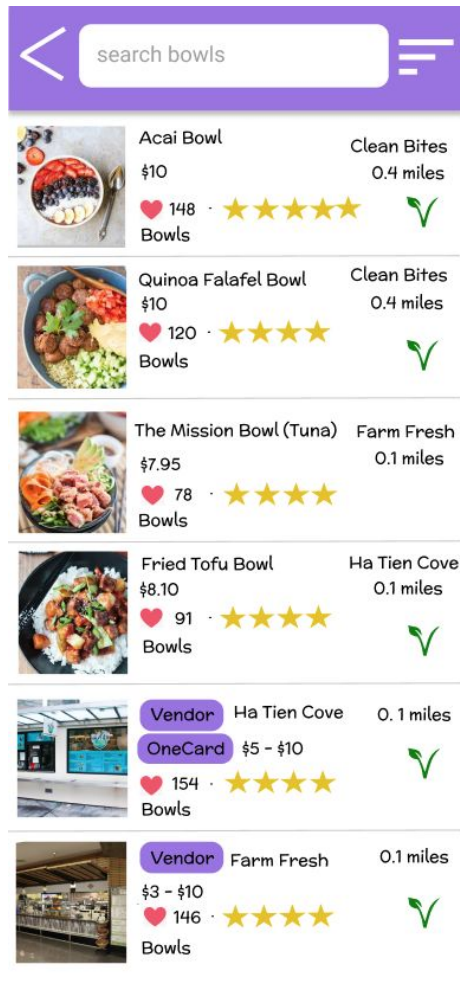
Left Image: We got some very helpful feedback on our Orders and Grab Bag page. We were told it was too confusing to users the differences between the Orders and Grab Bag, so we've decided to get rid of the Orders sections and combine it into Grab Bag. Before Orders and Grab Bag functioned as two different carts, but we realized the confusing nature of two carts. This way users will more easily understand Grab Bag as a cart. From the Grab Bag page, there will be a separate indicator for food that can be ordered.

Right Image: we would get rid of the "Order" button leaving "Add to Grab Bag" as the only way to cart and purchase products.



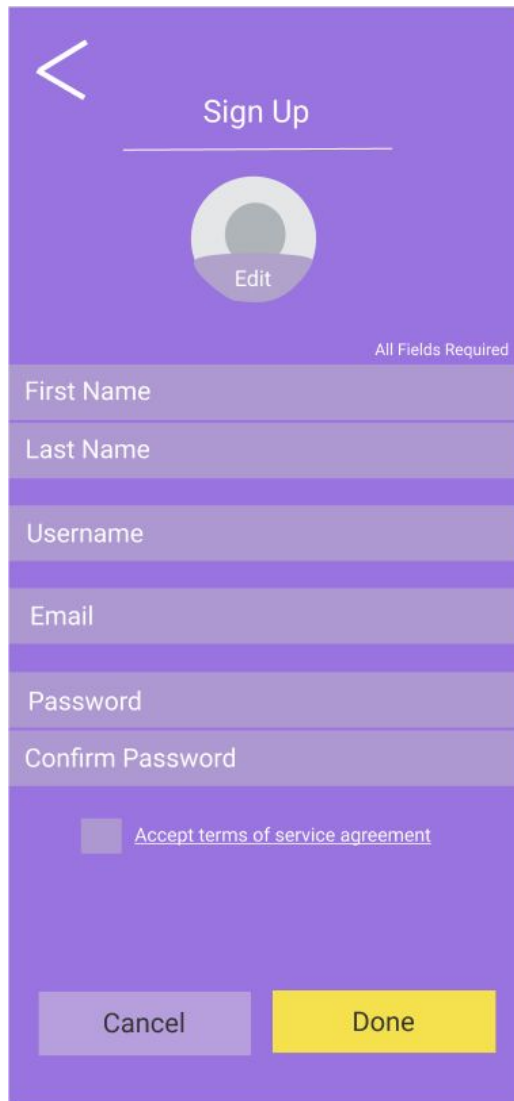
Left Image: We got positive feedback on the button layout of our home page. To bolster its effectiveness, we plan to add more buttons by making the menu scrollable. By doing this we can add more popular search categories such as “What’s nearby.” The new icons would fade under the search bar as you scroll up.

Right Image: We received positive comments regarding our vendor profile page. We believe that it’s simple and clear to understand, while still able to get the job done and any necessary information presented. However they did mention that we should have the more info section already be opened once entering the page. This will allow the user to obtain whatever information they want much faster and it also offers more convenience.



Left Image: It was suggested to add a Google Map API to our search results which would also pin nearby vendors. You would be able to click on vendor pins bringing you directly to the vendor page. The map may also display a slideshow of popular vendor products. We are also considering adding vending machines to our list of searchable objects.

Right Image: We would like to add an animated map that is draggable as a priority three feature. It was suggested that it would be helpful to have a map for search as well as for directing customers from their current location to where their order is being prepared.



Sign Up

Edit

All Fields Required

First Name

Last Name

Username

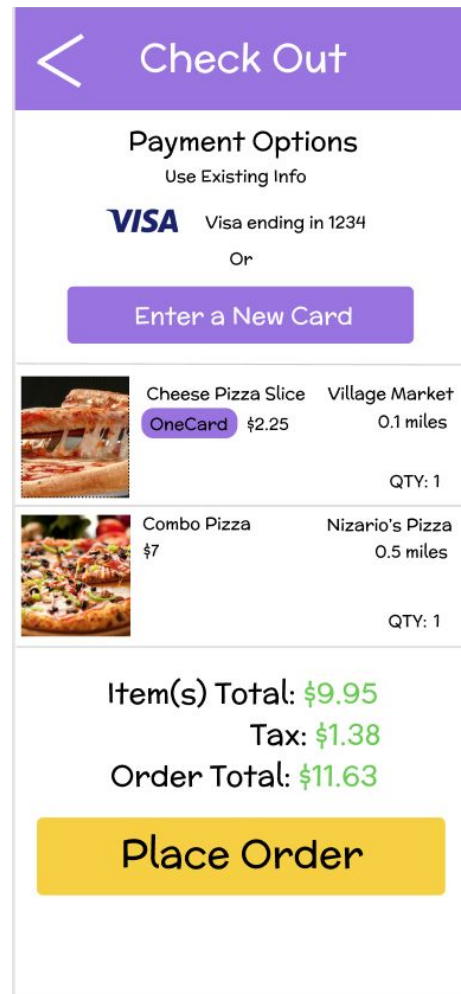
Email

Password

Confirm Password

☐ [Accept terms of service agreement](#)

Cancel Done



Check Out



Payment Options

Use Existing Info

**VISA** Visa ending in 1234

Or

Enter a New Card

|   |   |                              |
|---|---|------------------------------|
|  | Cheese Pizza Slice<br><b>OneCard</b> \$2.25 | Village Market<br>0.1 miles  |
|   |   | QTY: 1                       |
|  | Combo Pizza<br>\$7                          | Nizario's Pizza<br>0.5 miles |
|   |   | QTY: 1                       |

Item(s) Total: **\$9.95**

Tax: **\$1.38**

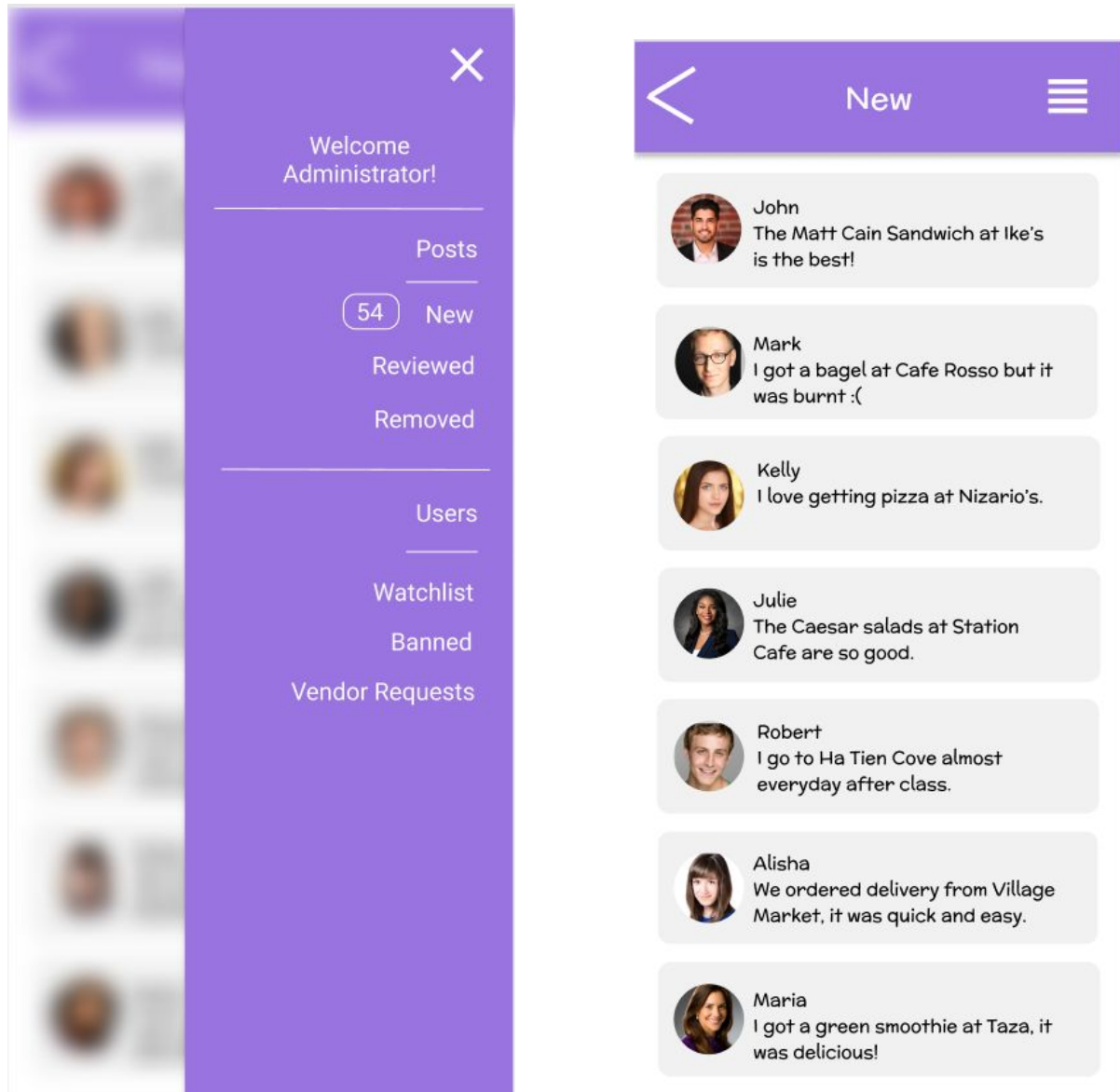
Order Total: **\$11.63**

Place Order

Left Image: It was suggested during our meeting that we add a field on the registration page for a student identification number. This way users can access the Gator Dollars through our app and use them for purchases at locations that accept OneCard.


Right Image: They also wanted us to change "order" to "order for pickup" so that it is clear that users need to retrieve their food once their order is placed. We hope to add a delivery feature as a priority three function using Uber Eats.






Left Image: We added an administrator dashboard that allows them to moderate recent comments, users, and new vendor account requests. They can flag or ban users if they are using the app inappropriately. Each option functions as a feed which will present edit options to move posts between feeds.

Right Image: This is a feed of newest comments as seen by the administrator in their dashboard. This way they can easily scroll through and remove any inappropriate comments. They can also add offending users to the watchlist.

Save

Edit Profile

  
Upload Restaurant Photo

Vendor Name

Vendor Location

Business Phone Number

Business Email

Operating Hours

Price Range

Health Score

Payment Options

Credit/Debit ☒

OneCard ☒

Categories

Cuisine

Vegetarian Options ☒

Product List

Create New Listing

Comments: We added a vendor profile page to make it easy for new vendors to sign up and edit their business information and add product listings.

CancelFiltersSearch

Price Range

Sort By

Distance

Rating

Most Liked

Most Reviewed

Distance

2 Blocks

4 Blocks

Entire Campus

Popular

Offering a Deal

Hot & New

Open Now

Take Orders

Accepts Debit/Credit

Comments: For the distance section, we want to create a more convenient way for users to quickly access whatever food is nearby. Instead of doing blocks we want to section off parts of the campus and this will essentially be able to provide more accessibility to any food place nearby. By possibly implementing certain measured distances or creating sections of campus we hope it will offer even greater convenience for the user. We're also considering a filter to search by building so users can find food if they have little time to travel around campus.