INDIVIDUAL 1: CULTURAL PROBE REPORT
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SECTION	DESCRIPTION
SECTION 1: Overview	Overview of study and user population.
SECTION 2: Design	Reasonings of design and cultural probe details.
SECTION 3: Methods	Description of data collection, analysis, and concepts concluded.
SECTION 4: Conclusions	Stories and problem highlights.
SECTION 5: Reflection	Reflection of cultural probe study.

S1. Overview

For my cultural probe, I decided to use an online diary to keep track of users' use of food delivery applications. At the end, the participants were asked to complete a completion survey with more detailed questions about their use. This was then used to judge the use of these applications, and specifically how they can make the users experience more like that of a restaurant or if they are even close to that goal.

For my user population, I decided to survey college students since their use of social networks and applications are more advanced and also their use of food delivery applications are more common. My particular users were participants that volunteered from one of my other course discussions, 4 students. These students range from sophomores to seniors, and also range from having part time jobs to full time.

These participants use these applications primarily for the convenience of having a meal delivered and not having to cook. This is especially common in college when students are juggling many obligations.

S2. Design

When designing my probe, I wanted it to be convenient for the user to access anywhere. The physical location a college student may want to use a food delivery service is anywhere, and in any state of mind, so I knew I wanted the probe to fit within their phone case so they always had it available and did not have to dig through emails to access. These are the reasons as to why I decided to make a print out QR code that links to the "online diary" so the participant could easily input their data.

For the online diary, I did not want it to be long because I wanted them to feel encouraged to fill it out after each use of an app during the week. If it would have taken more than 2 minutes to fill out, that could have been inconvenient for whatever they were doing before filling it out, and they could've "just done it in the morning" and forgotten.

These questions within the diary were specifically curated to test the accessibility and functionality of the apps. For example, I asked "How easy was it to find the food you wanted?" to understand how users think the layout of that specific app is and if the food choice they were looking for was relatively easy to find. For physical menus, it is easy to find what food a person wants because it is listed under the headings, i.e "Appetizers", but on apps some restaurants do not have sectioning and it can be difficult.

The completion survey was to get a higher level response of what the user really thinks about these applications. This survey also has more direct questions that better assess the

differences between restaurants and what these applications are lacking within their experience. An example of this would be “Do you think that food delivery applications are able to give the experience of looking at a menu? Do you usually find the photos to be accurate to what you receive?”. This survey gave me a much deeper understanding of how the participants think.

To gather participants, I was able to read a short description of who I am and what I was doing in front of one of my other course discussions. Then, students were able to volunteer to participate and I was able to give them their QR code with my email address for questions. Midway during the week, I asked if there were any questions and reminded them of the completion survey that needed to be completed.

S3. Methods

For analyzing the data, it was difficult since not every participant responded to the completion survey. However, 50% did so I feel like I was able to make due with the information provided. I started with creating artifact models of all the user interfaces that were used by participants within the study. This was a very telling method within my findings because it really highlighted what a lot of the participants voiced within their completion surveys.

From these artifact models, the completion surveys, and online diaries I was able to make conclusions about how these applications can be better for users. All of these models helped me understand the participants' perspectives of their use of these applications, and how they are lacking, and helped me generate the stories provided within the conclusions section.

S4. Conclusions

S4a. Model Conclusions

UberEats was used 7 out of the 13 times delivery was placed during the study. It was by far the most popular, and I think the reasoning behind that can be seen clearly within this artifact model. The restaurant interface is unmatched with its photos of menu items, giving the user a completely immersive experience. This is the primary reason why I believe it was the most used during the study, and is something that other applications should definitely focus on more. This application also received the highest overall rating of easability of use in the study with an average rating of 4.7 out of 5.

Another highlight within this application is the more modern user display and experience; it has a light color scheme which gives the customer a sense of cleanliness and luxury, with the food having a contrasting clean dark background to make the food pop out to the user. It really does a good job at marketing the food and letting the user really see what they are ordering.

This GrubHub application used 3 out of the 13 data entries within the study, and had an average rating of 4. Instantly there is a much different user experience with the dark interface and its photos less pronounced. It does a nice job at having its main user menu displayed while picking a restaurant, but really lacks in the interface with not having the large photos available.

EatStreet was used 2 times out of the 13 study entries, and had an average rating of 3. There again is a very noticeable difference with the interface not including photos for the menu items, really lacking in what gives the user more information on the items. It does a nice job at highlighting nice menu items within the landing page, and it also includes the main user menu on both the landing page and the restaurant page.

S4b. Focuses and Areas of Improvement

Overall I believe that if these food delivery applications want to continue to advance and provide users a better experience, they need to include photos of menu items for all restaurants and work with these restaurants to help make sure all the information is available. Within the completion survey, a participant stated that they believe restaurants are not as involved as they need to be; there is time waiting with no updates and just wondering where their food is, and the photos need to be included. This is something that these restaurants provide normally with a server, but really don't have someone to help do that for these applications. Possibly working on the interface for these restaurants would be the best starting point for some of these applications and getting more photos uploaded to their application.

S4c. Stories

FoodApp = an imaginary application that has photos included for all restaurants and a better communication interface for the restaurant and users.
BadApp = bad app without the features of photos and communication with the restaurant

Samuel and Rodney were hanging out studying on a friday night finishing up their human computer interaction report. It was almost 11pm and they decided they wanted a bite to eat so they pulled out their phones, because they both knew they were not going to be cooking. Rodney pulled up BadApp, while Samuel pulled up FoodApp and they both were dying for wings. Rodney could not figure out what looked best, everything sounded the same and he didn't eat wings that much. Samuel laughed, "What do you mean just look at the pictures?" Rodney was confused, "What photos? There aren't any." Samuel said, "Wow, you need to download FoodApp!". Rodney got FoodApp, and they were both easily able to figure out what they wanted from the photos.

Maria and Sophia were walking back from class when Sophia decided she really wanted to order delivery so that it would arrive once she got home. She pulled out BadApp and placed her delivery for Chipotle, “Ahh yes this is perfect! It'll be back right when I get home” Sophia exclaimed. Maria laughed, “Yeah, that’s if it’s actually an accurate time”. Sophia was confused but hoped for the best. When she got home, she didn’t see the bag on her doorstep. “Ha! I knew it!” Maria said. Sophia sighed and took out her phone, it said it was supposed to be delivered by now but she couldn’t see why it wasn’t. “You really need to get GoodApp, they have instant messaging to the restaurant!” Maria states. Sophia downloads instantly.

S5. Reflection

Performing the cultural probe was a unique experience that I did enjoy. I liked having it be an individual assignment as I was able to make creative decisions easier, and I also really enjoyed planning out the physical probe. It was difficult to let the study be derived from actions out of my control (participants filling out the survey), but other than that I thought it was relatively easy to perform. I also found it hard to find participants that wanted to participate solely for information purposes, I had to offer incentives (gift card) to get participants. I did not change my probe as it was relatively simple, but I did change from trying to recruit 2 participants to accepting as many as would participate to collect enough data. I was surprised at how well the apps perform already, so there wasn’t a whole lot for improvement. I personally feel like I have more troubles than my participants did, so having a larger study size would be a better bet for the future.