INDIVIDUAL 2: BRAINSTORM AND BUILD
SPRING 2022

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SECTION	DESCRIPTION
SECTION 1: Overview	Overview of the previous phase of the study and user population.
SECTION 2: Design	Brainstorming and design ideation.
SECTION 3: Prototyping	Low-fidelity prototyping processing.
SECTION 4: Conclusions	Stories and problem highlights.

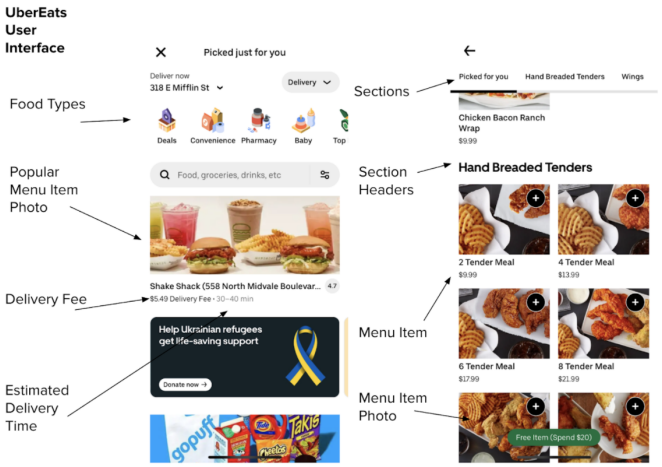
S1. Overview

For my cultural probe, I implemented 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.

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.

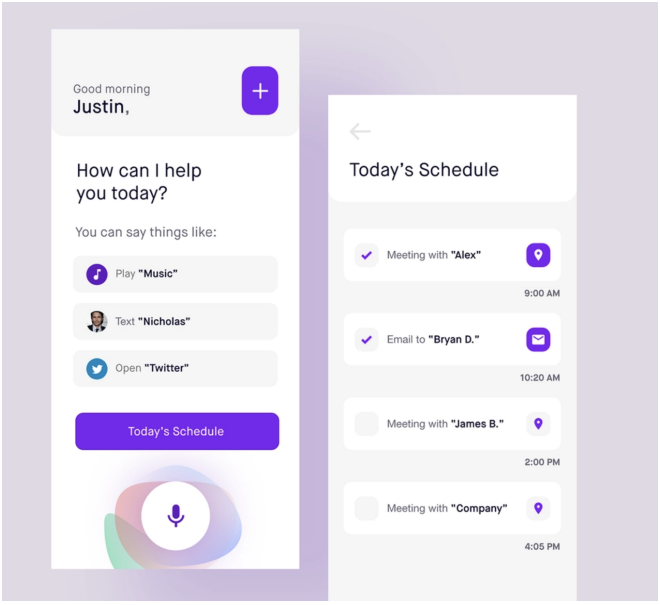
S2. Design

My brainstorming process for the design of my interface began with deciding the focuses: what has shown to be favorable and what I want to make key objectives in implementation.



Based on the results of my cultural probe, I knew I wanted to keep many key highlights of the UberEats interface, including their use of photos for menu items and the overall clean, minimalistic design.

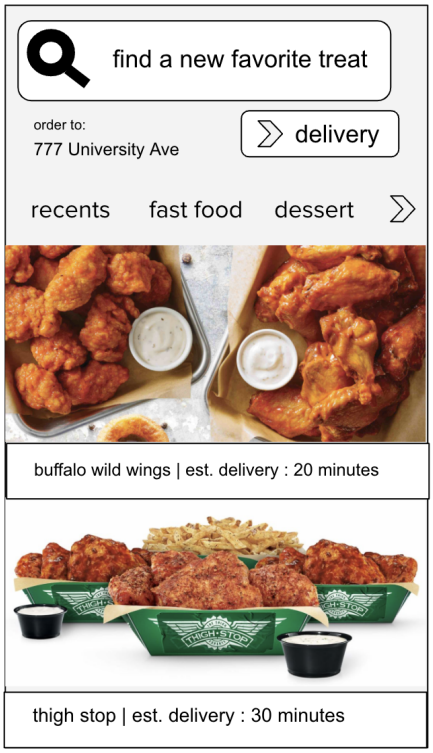
From my cultural probe, I also decided that making instant messaging available with not only the restaurant but also the driver is essential to providing customers full access service. Creating the design for this I looked at dashboards instead of applications since it would have a range of information, including restaurant, order, time expected, messaging, and stage of process listed.



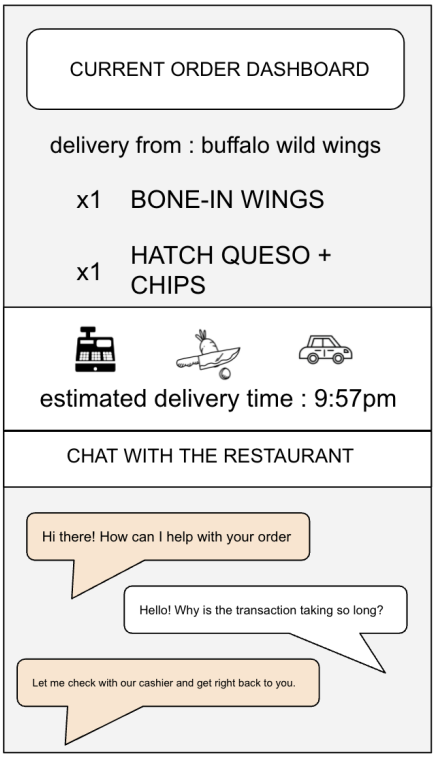
S3. Prototyping

S3a. Stories from Cultural Probe

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.



S3b. Low-fidelity Prototypes

The low-fidelity prototypes were driven from the brainstorming, primarily the artifact models, and the stories. In the first story, Rodney was using an application (such as EatStreet in real life) that did not have photos for the user to see menu items. This was an issue for Rodney because he was not familiar with the food items, something we all have faced. The low-fidelity prototype

shows photos next to each menu item and makes it clear what the wings look like. In the second story, Sophia needed information on where her food was but had no way of contacting the store quickly. In the low-fidelity prototype C, there is the “dashboard” for the user's current order and the ability to chat with the restaurant. Although not highlighted profoundly in the prototypes and brainstorming, the accent colors were also thoughtfully picked with research into the emotions we receive from color; including reds, oranges, and yellows actually can make a user more hungry, so that is the color scheme that I selected.

S4. Conclusions

In my final high-fidelity prototype, I took the aspects included within brainstorming and prototyping to life and created the interface fairly functional. Some of the major differences between my final prototype and the drafts are the color options, which I believe make it pop and provide a better user experience. I also included the dashboard from the login page for convenience of the demonstration, which also had many improvements from design including a new page for messaging and better detailing on order status.

Overall I feel my solution provides users a closer experience to that of a restaurant.