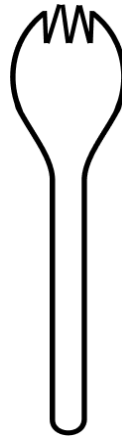


Student Team CSC 642

Summer 2018 Report



Super Spork is a fast and simple food ordering and delivery app that allows users to have their meals delivered directly to them.

Team 8

Amanda Robinson anikkole@sfsu.edu

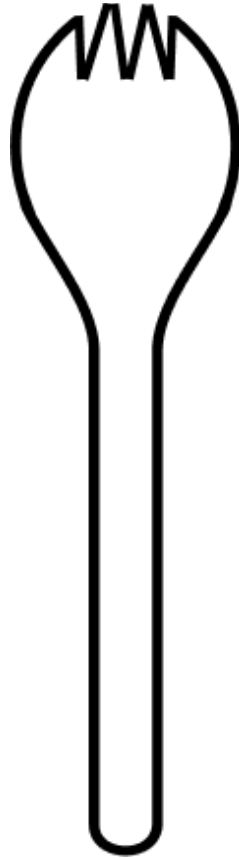
Jasmine Mann

Simon Tan

Flavy Tonfack

August 8, 2018

Initial Proposal Report




1. Executive Summary

__productName__ is an app offering food ordering and delivery services. Users of all ages can quickly and easily order meals from restaurants in their area, alleviating the hassle of having to cook at home or dine out. While there are existing companies with a similar premise, __productName__ provides to users recommended meals and course pairings from all restaurant listings. Whether the user is looking to try something new from one of their favorite restaurants or is looking at a restaurant's menu for the first time, the recommended meals feature allows users to feel confident in their item selections.

Acknowledging the inconvenience of most food delivery services' inability to process more than one order at a time, __productName__ encourages users to concurrently order from different restaurants, allowing multiple delivery personnel to distribute all of the user's desired items faster than before. Alongside recommended meals and concurrent restaurant ordering, __productName__ seeks to make ordering food online fun, fast, and rewarding as every order gives the user points that can be redeemed for menu item or delivery discounts.

2. Personas

Vanessa

	<h4>About Vanessa</h4> <ul style="list-style-type: none">• Very Busy• Has recently been promoted at work• Is a team manager• Has a family• Is a foodie• Is vegan
--	---

Behaviors

- Often works over time
- As a team manager, she orders food for her team members and colleagues
- Loves to try new food and restaurants
- Sometimes works late and cannot cook for her family
- Sometimes cannot decide on what to order at a restaurant

Needs and Goals

- A fast and reliable food delivery app
- An app that delivers delicious food to her office, so she can continue working at the office
- An app that lets her order different meals for her team members and colleagues
- An app that offers recommended meals to take away the stress of having to decide what to eat

3. High Level Use Cases

Guest User

Kevin is a student at SFSU. He's hungry and wants a quick new way to order food online, and his friend references him a new app Super Spork. Kevin downloads the app and is immediately greeted by our homepage with a little bit of insight into the app, he feels he is not yet ready to make an account so he clicks the let's eat button to continue without logging in. He sees our homepage with a search bar and a field to enter his address. As an unregistered guest user he can enter his address and see nearby restaurants, pick an order and add it to his cart. Kevin clicks on a restaurant and chooses one of the recommended meals, adds that to his cart, and is ready to checkout. He decides to check out and he is prompted to register/login. Kevin registers and is sent to the buy page, where he puts in his card information and completes his order.

Patron User

Steve is a frequent user who is hungry for more delicious food. When Steve visits __productName__, he signs in and can see a list of his past orders and frequently visited restaurants along with other recommendations. Since Steve is already registered, his payment information will already be saved he would skip most of the Guest User's registration process, so checking out and getting his food will be a fairly simple process.

Multiple Users

A group of hungry SFSU students decide they want food, but they can't pick just one restaurant they all like. One of students decides to log onto her Super Spork account. From there she picks one restaurant and places an order. She can then search for another restaurant and place another order to satisfy the cravings of all of her friends.

Vendors

The owner of a nearby Chinese restaurant sees the other restaurants in the area gaining more customers due to our Super Spork app. He downloads it, wondering how he can do the same for his business. Upon opening the app, there is the intro screen with a few helpful tips on the app's use. He navigates to the last slide on the intro screen and sees that it is dedicated to the vendors. From there he can click on the vendor request form, fill that out, and receives an email for more information. He then returns to the homepage and continue as a guest user or login in and get some yummy food.

4. List of Major Functions Envisioned

User Features

1. **User login/registration:** users can sign up and create an account or login to their account where they can see all their information
2. **View account:** users can see all of their information and upcoming and past orders
3. **Rewards/points system:** users gain rewards/points for every order placed and can receive discounts for future orders
4. **Restaurant/cuisine type search:** users can search type of desired food or restaurant that they would like to order from
5. **Maps/geolocation:** users can locate restaurants near them and track their order with maps and geolocation
6. **Recommended meals:** users can order a set of restaurant menu items that have been curated by a company team to produce a recommended, popular set of dishes/courses
7. **Concurrent orders:** users can have more than one order at a time where different delivery personnel will bring their food directly to the user
8. **Scheduled orders:** users can schedule orders in advance so that their food needs will be delivered to them at a certain time/date

Vendor Features

1. **Request registration with Super Spork:** restaurant owners can fill in a form and request to be added to the app

5. Competitive Landscape

	__productName__	GrubHub	DoorDash
Simple, Clean UI	+	+	+
Restaurant Variety	+	+	+
Easy to Use Search	+	+	+
Online Payment	+	+	+
Concurrent Ordering	+	-	-
Meal Sets	+	-	-
Rewards System	+	-	-

Legend:

+ : Contains feature

- : Does not contain feature

Unlike the other websites, with __productName__ you don't need to be an expert at ordering your own food because our recommended meals feature takes out the guesswork from ordering online. We feel that this innovative feature will be the better option for those of us that need to order something quickly or those that are more indecisive when it comes to picking their own orders. Another benefit is the concurrent ordering from different restaurants which would eliminate the problem of lack of variety from just one restaurant.

6. Tools and Framework

Tools:

- Mac OS
- Xcode
- Swift

Frameworks:

- AppKit
- UIKit

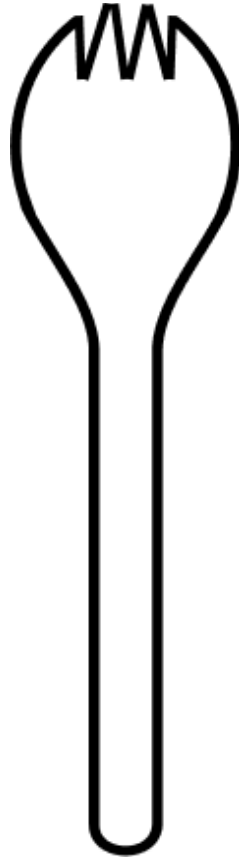
Design:

- Figma
- Adobe xd

APIs:

- Yelp API
- Google maps

Initial Design



1. Product Name

This semester, Team 8 is introducing Super Spork: a fast and simple food ordering and delivery app that allows users to have their meals delivered directly to them.

2. Storyboards

Guest User

Kevin is a student at SFSU. He's hungry and wants a quick new way to order food online, and his friend references him a new app Super Spork. Kevin downloads the app and is immediately greeted by the Super Spork homepage with a little bit of insight into the app. He feels that he is not yet ready to make an account so he clicks the let's eat button to continue without logging in. He sees our homepage with a search bar and a field to enter his address. As an unregistered guest user he can enter his address and see nearby restaurants, pick an order and add it to his cart. Kevin clicks on a restaurant and chooses one of the recommended meals, adds that to his cart, and is ready to checkout. He decides to check out and he is prompted to register/login. Kevin registers and is sent to the buy page, where he puts in his card information and completes his order.



Intro page 1

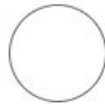
Super Spork



Order from your favorite local restaurants with our easy to use app



Lets Eat!



Intro page 2

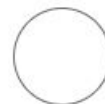
Super Spork



Our meal sets help our user avoid the dilemma of deciding on what to order



Lets Eat!



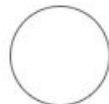


Intro page 3

Super Spork



Lets Eat!



Intro page 4

Super Spork



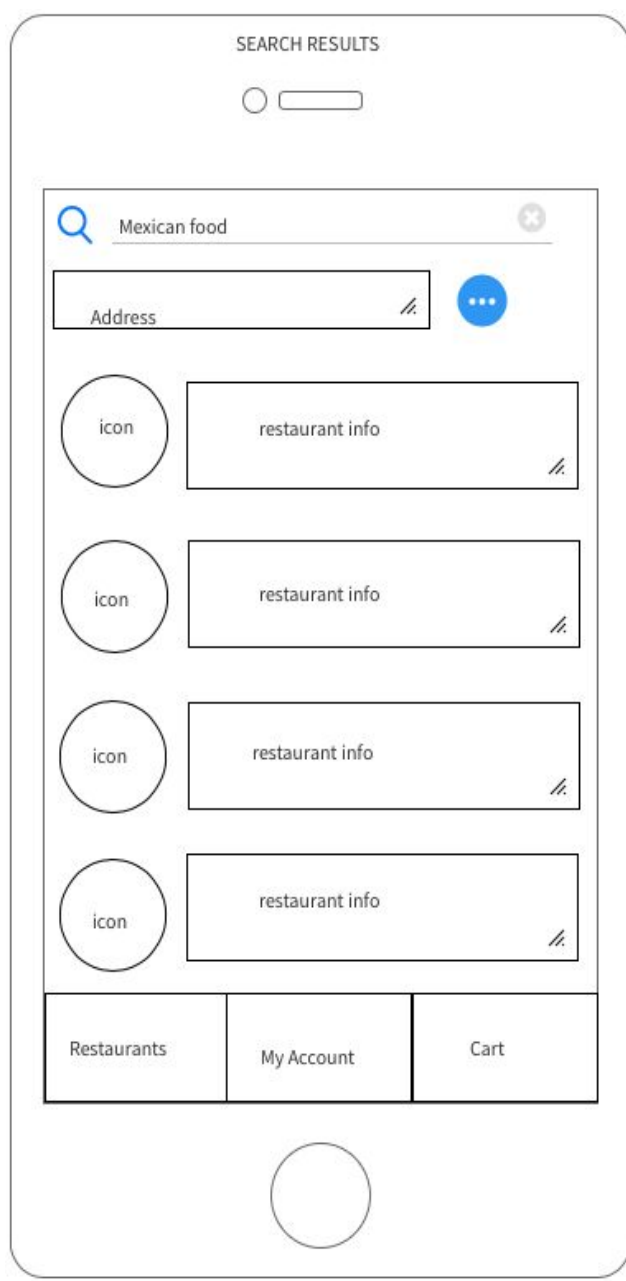
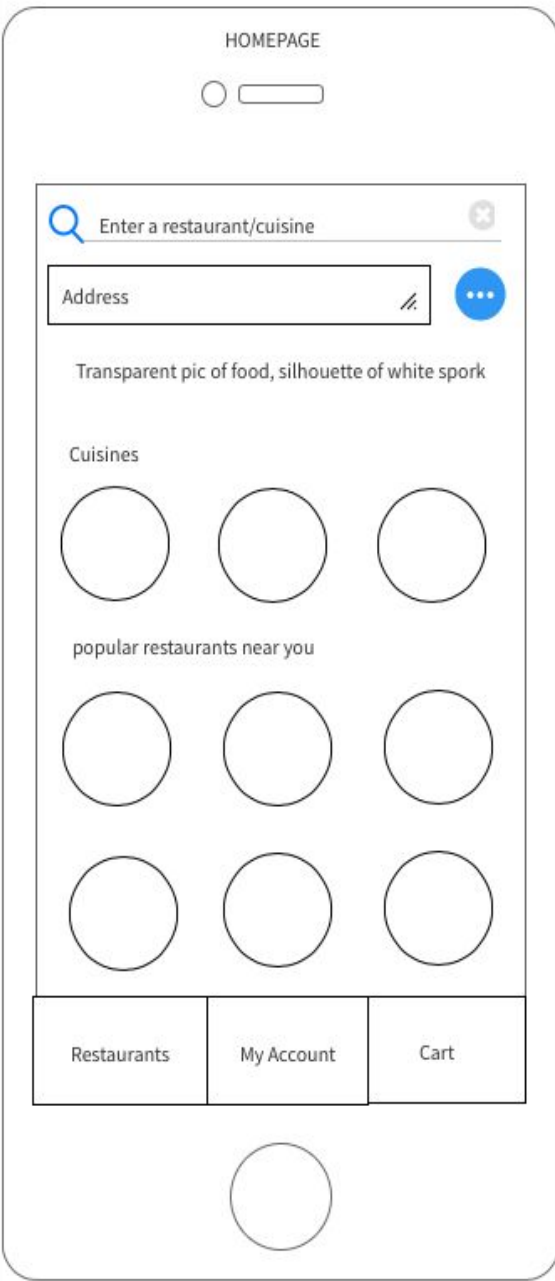
Sign Up Your Restaurant Today!

Vendor Request Form



Lets Eat!





RESTAURANT LISTING

< Back

Menu

restaurant photo in background in this rectangle

restaurant address and approx. delivery time

Recommended Meals

Meal Set #1

Meal Set #2

Meal Set #3

Menu Items

☒ Checkbox 1

dropdown menu item/pricing

☐ Checkbox 2

dropdown menu item/pricing

☒ Checkbox 3

dropdown menu item/pricing

Cart (2) > Checkout

RECOMMENDED MEALS

<

Meal Set # 1

☒ Checkbox 1

dropdown menu item/pricing

☐ Checkbox 2

dropdown menu item/pricing

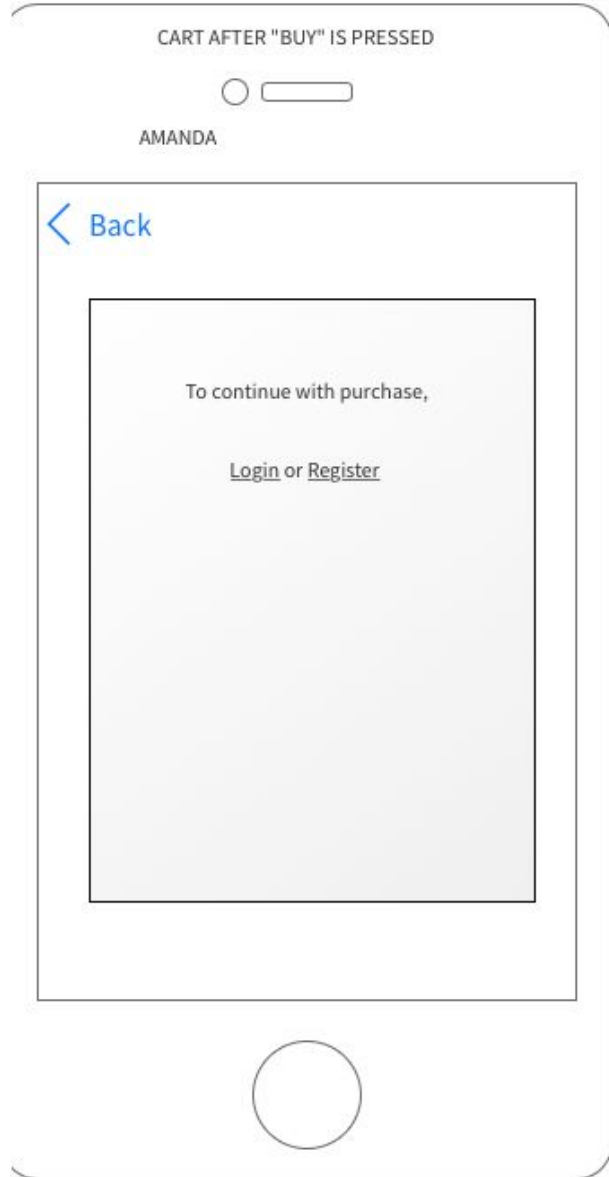
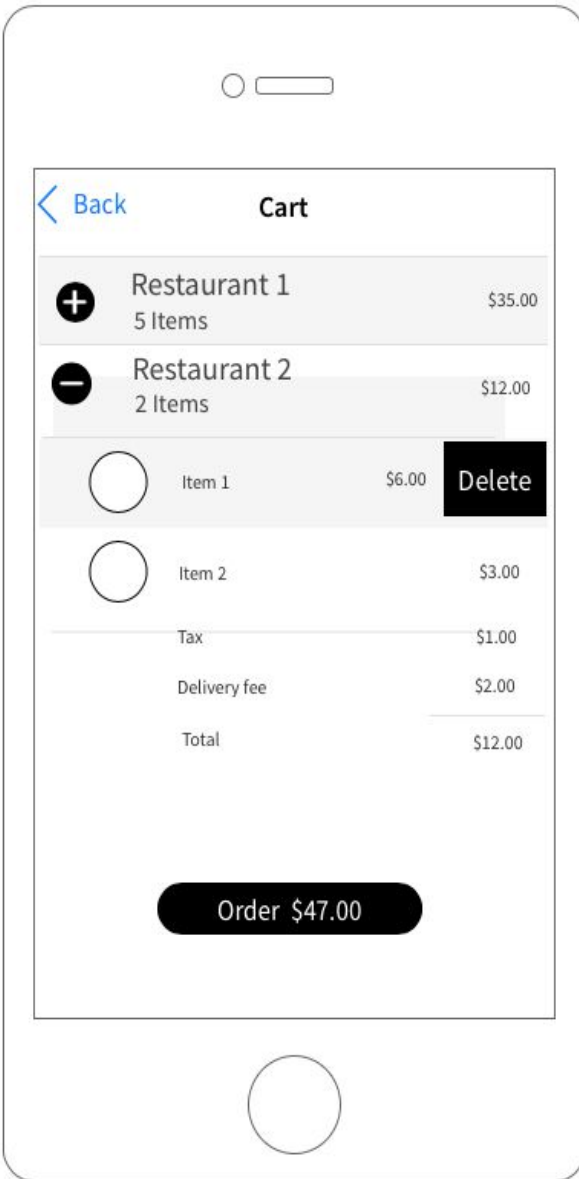
☒ Checkbox 3

dropdown menu item/pricing

☒ Checkbox 4

dropdown menu item/pricing

OK



< Back

Register

Email:

myAccount@superspork.com

Password:

Confirm Password:

Address:

1600 Holloway Ave.

City:

San Francisco

State:

California

Register

Register your restaurant

buy

< Back

Check Out

Payment

Cardholder's Name

Card Number

Expiry

MM/YYYY

CVC

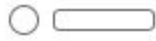
128-bit secured

VISA

AMERICAN EXPRESS

MasterCard

Place your order: \$47.00



Order Confirmation

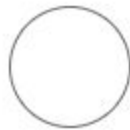


Congrats! Your Order has been Accepted.



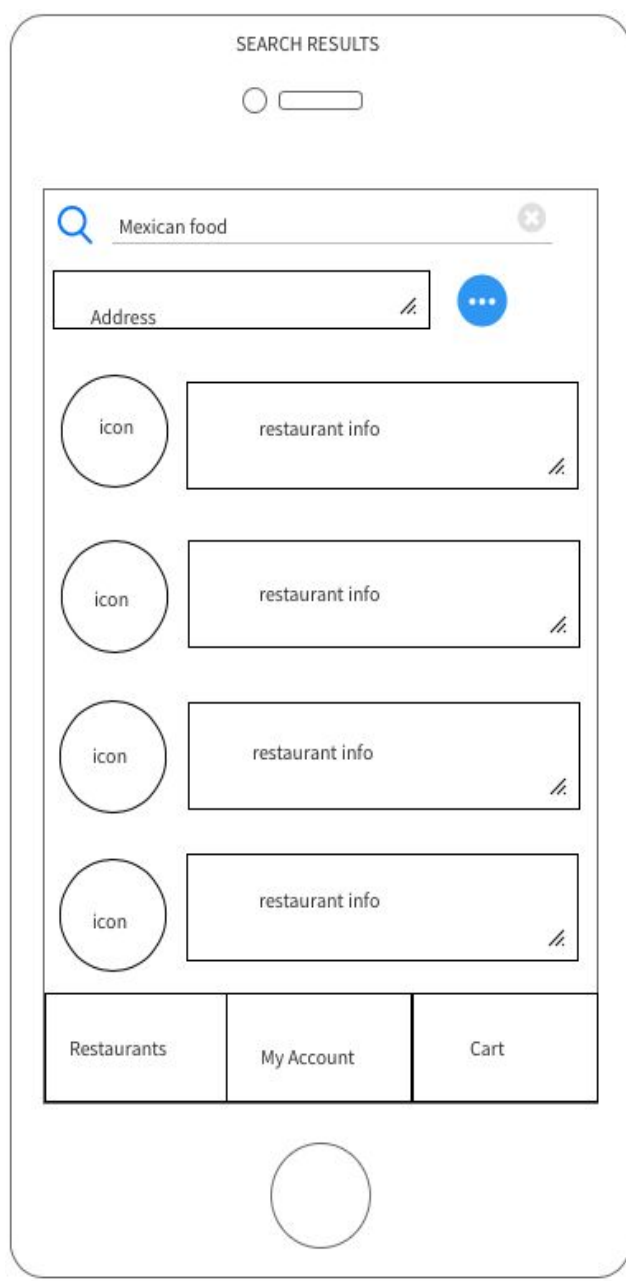
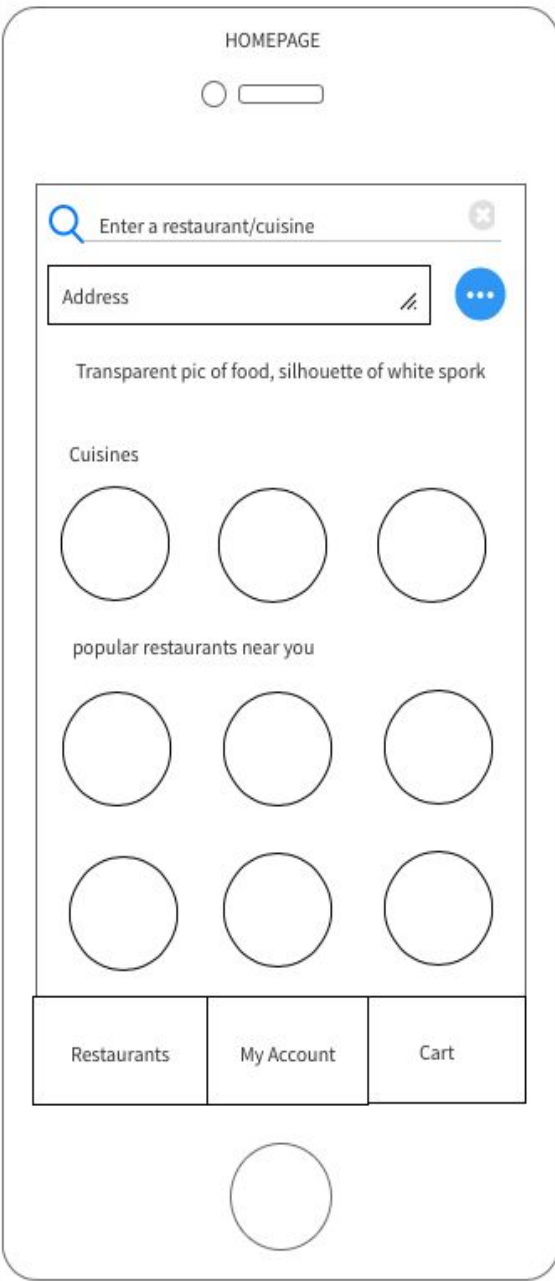
Track Your Order

Back



Patron User

Steve is a frequent user who is hungry for more delicious food. When Steve visits Super Spork, he is already logged in and would like to purchase from his favorite restaurant. He types in the restaurant name into the search bar, selects the restaurant, and the menu items he would like and adds them to his cart. Since he is already logged in, Steve is directed to the buy page where all his card information has already been saved. His purchase is confirmed and goes back to the homepage. Ten minutes later, Steve wants an update of where his order is, so he goes to his account page and sees his order under the upcoming orders section. He clicks his order and is directed to a tracking page where he sees how far away his food is.



RESTAURANT LISTING



< Back

Menu



restaurant photo in background in this rectangle

restaurant address and approx. delivery time



Recommended Meals



Meal Set #1



Meal Set #2



Meal Set #3

Menu Items

☒ Checkbox 1

dropdown menu item/pricing



☐ Checkbox 2

dropdown menu item/pricing

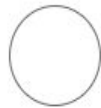


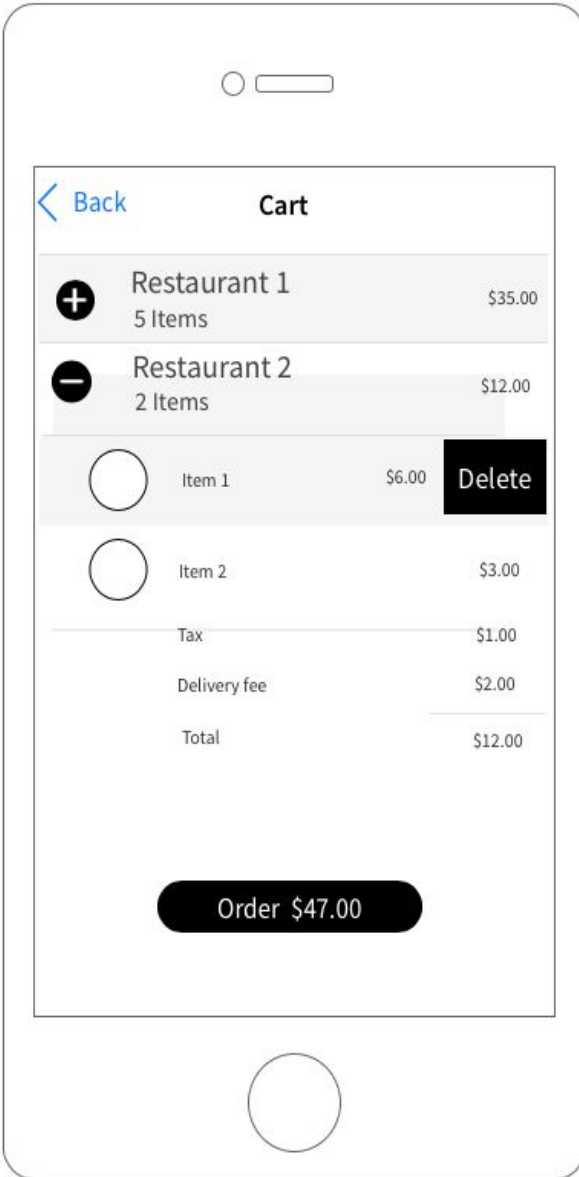
☒ Checkbox 3

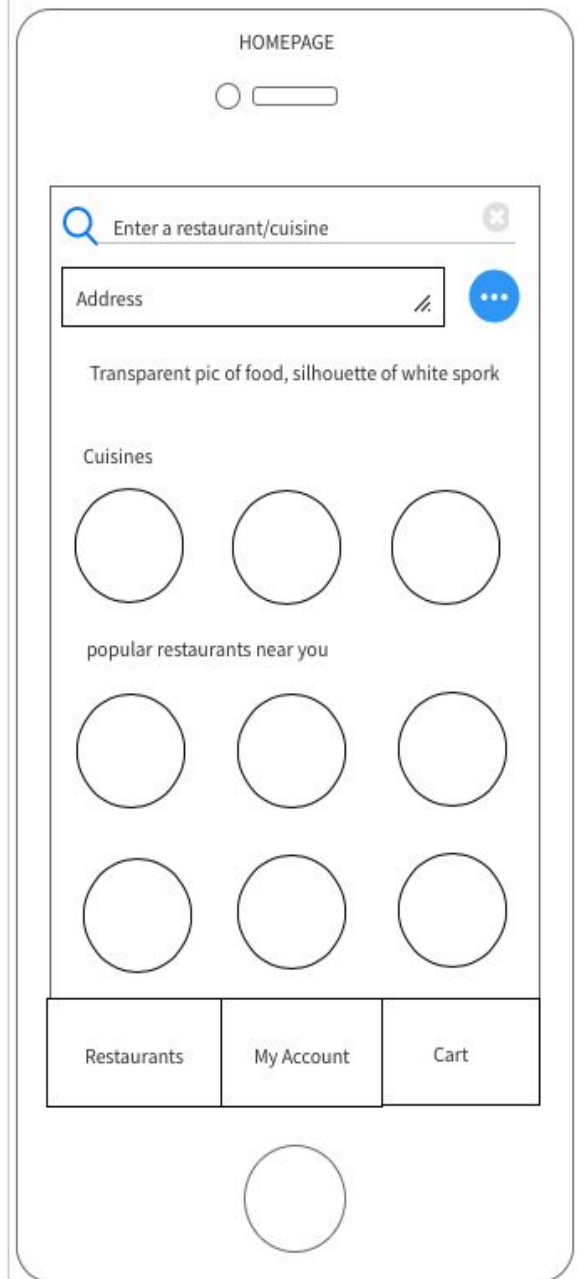
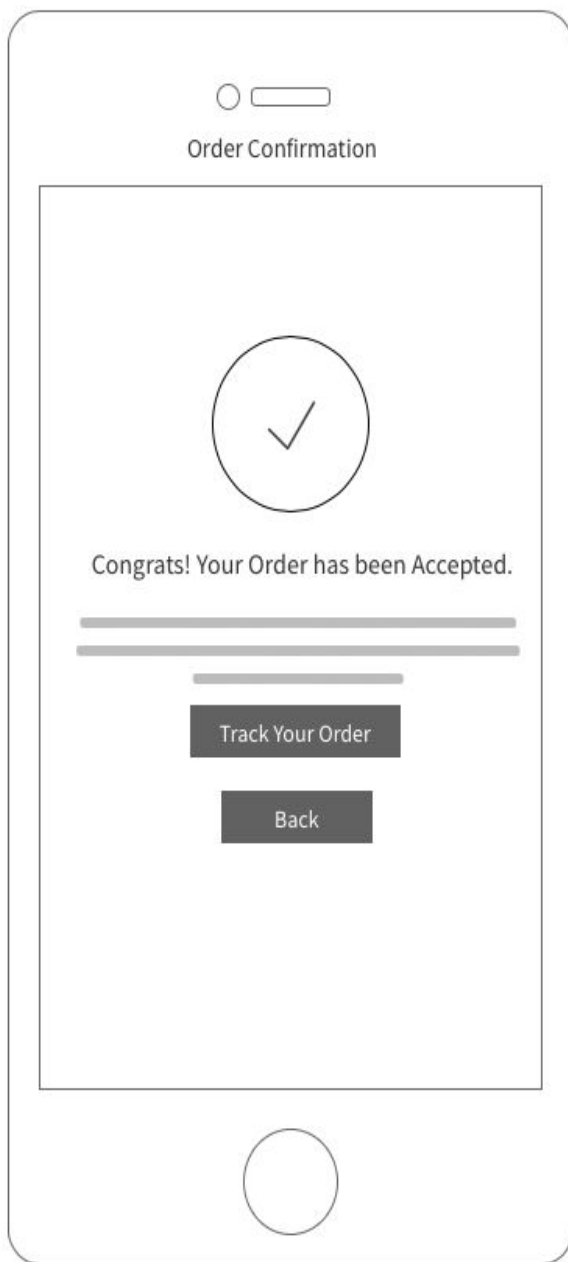
dropdown menu item/pricing



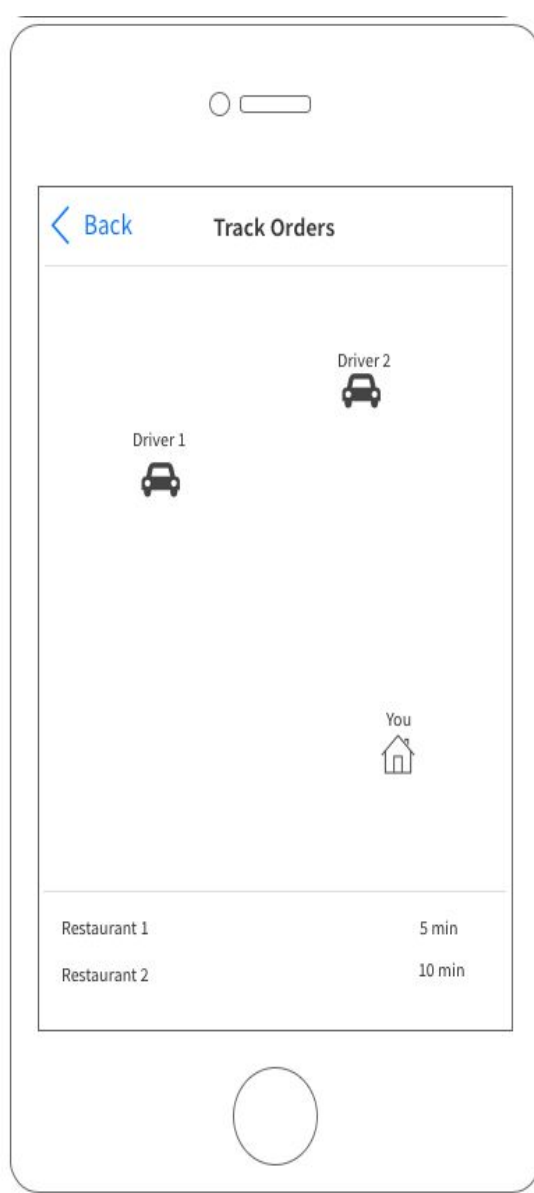
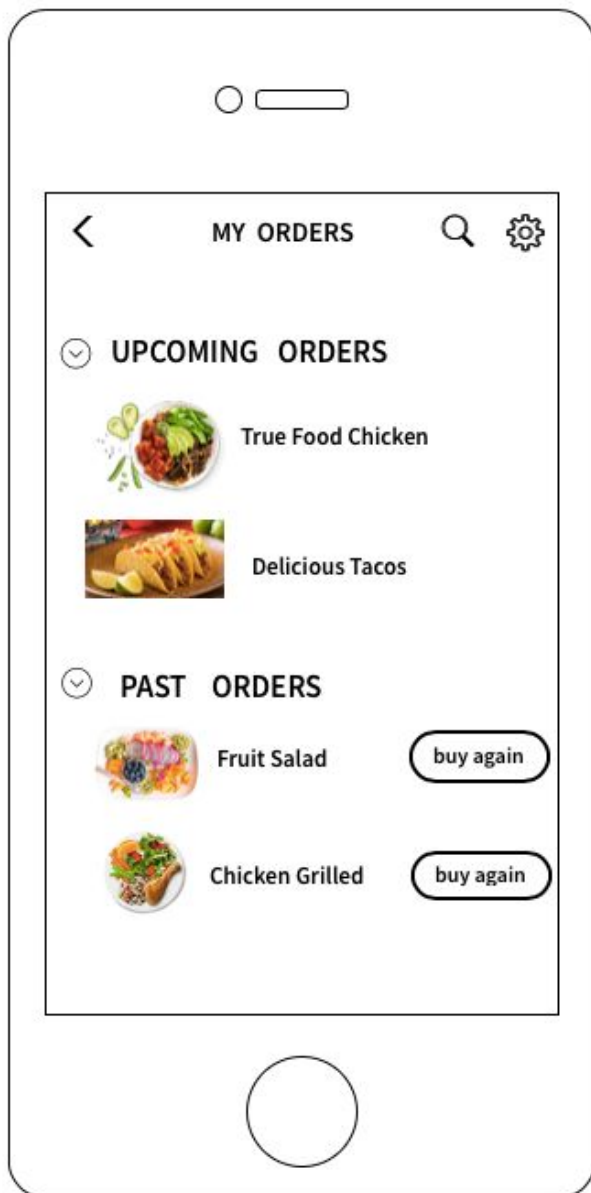
Cart (2) > Checkout







Since Steve has completed his order, he goes back home and takes a small break. Ten minutes later, he is at the homepage and wants to check the order's status.



Vendors

The owner of a nearby Chinese restaurant sees the other restaurants in the area gaining more customers due to our Super Spork app. He downloads it, wondering how he can do the same for his business. Upon opening the app, there is the intro screen with a few helpful tips on the app's use. He navigates to the last slide on the intro screen and sees that it is dedicated to the vendors. From there he can click on the vendor request form, fill that out, and receives an email for more information. He then returns to the homepage and continue as a guest user or login in and gets some yummy food.



Intro page 1

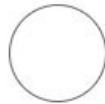
Super Spork



Order from your favorite local restaurants with our easy to use app



Lets Eat!



Intro page 2

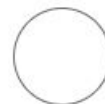
Super Spork



Our meal sets help our user avoid the dilemma of deciding on what to order



Lets Eat!





Intro page 3

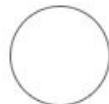
Super Spork



Real Time tracking lets our users know their orders are on the way!



Lets Eat!



Intro page 4

Super Spork

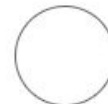


Sign Up Your Restaurant Today!

Vendor Request Form



Lets Eat!



VENDOR REQUEST FORM

Name

Restaurant

Email

Phone

Send

VENDOR REQUEST CONFIRMATION

✓

Thank you for submitting, we
will send you more to your
email shortly.

Back

HOMEPAGE



Enter a restaurant/cuisine

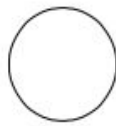
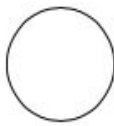


Address

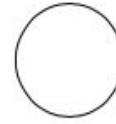
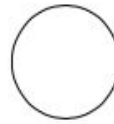
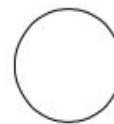
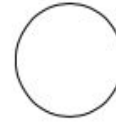
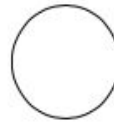
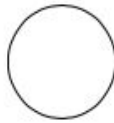


Transparent pic of food, silhouette of white spork

Cuisines



popular restaurants near you



Restaurants

My Account

Cart



3. Functions

Priority 1

- User Features
 1. **Restaurant/cuisine type search:** users can search type of desired food or restaurant that they would like to order from
 2. **Recommended meals:** users can order a set of restaurant menu items that have been curated by a company team to produce a recommended, popular set of dishes/courses
 3. **Concurrent orders:** users can have more than one order at a time where different delivery personnel will bring their food directly to the user
 4. **Maps/geolocation:** users can locate restaurants near them and track their order with maps and geolocation
 5. **Login/registration:** users can sign up and create an account or login to their account where they can see all their information
 6. **View account/orders:** users can see all of their information and upcoming and past orders
- Vendor Features
 1. **Request registration with Super Spork:** restaurant owners can fill in a form and request to be added to the app

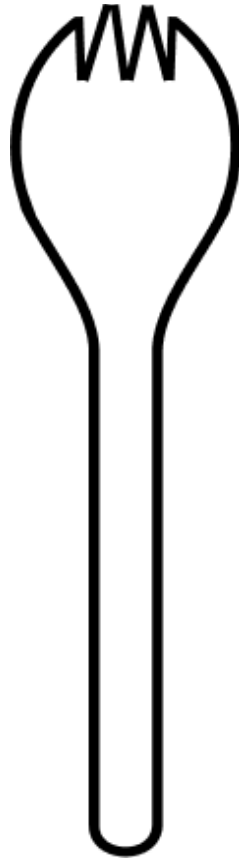
Priority 2

- User Features
 1. **Scheduled orders:** users can schedule orders in advance so that their food needs will be delivered to them at a certain time/date
 2. **Rewards/points system:** users gain rewards/points for every order placed and can receive discounts for future orders

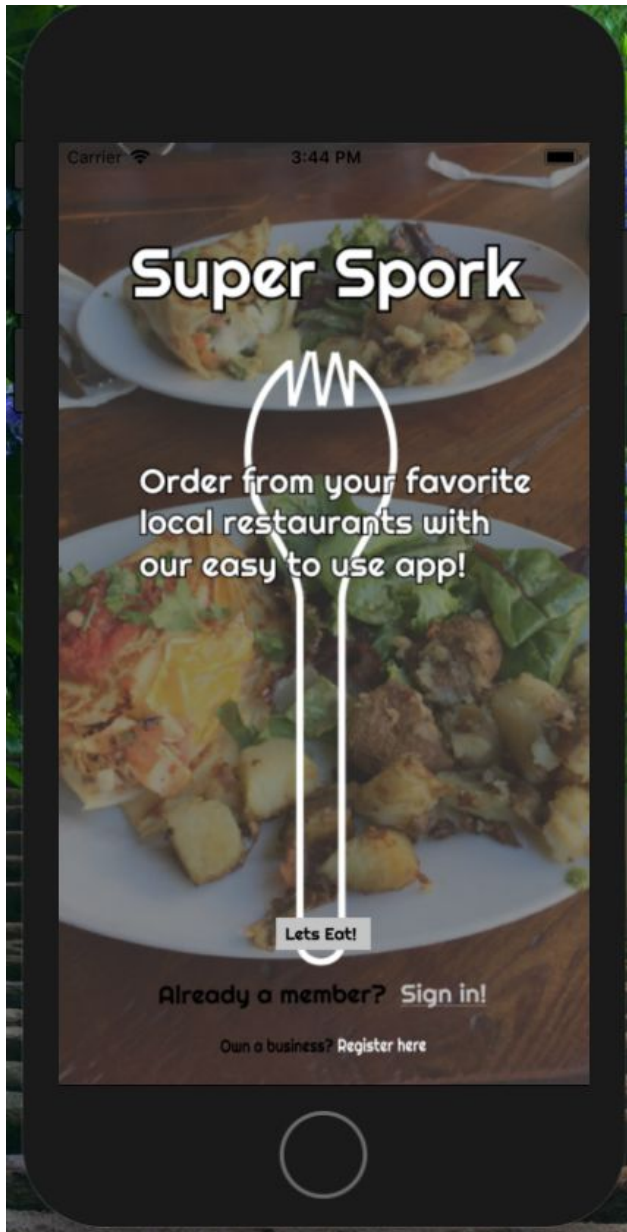
4. Other Important Information

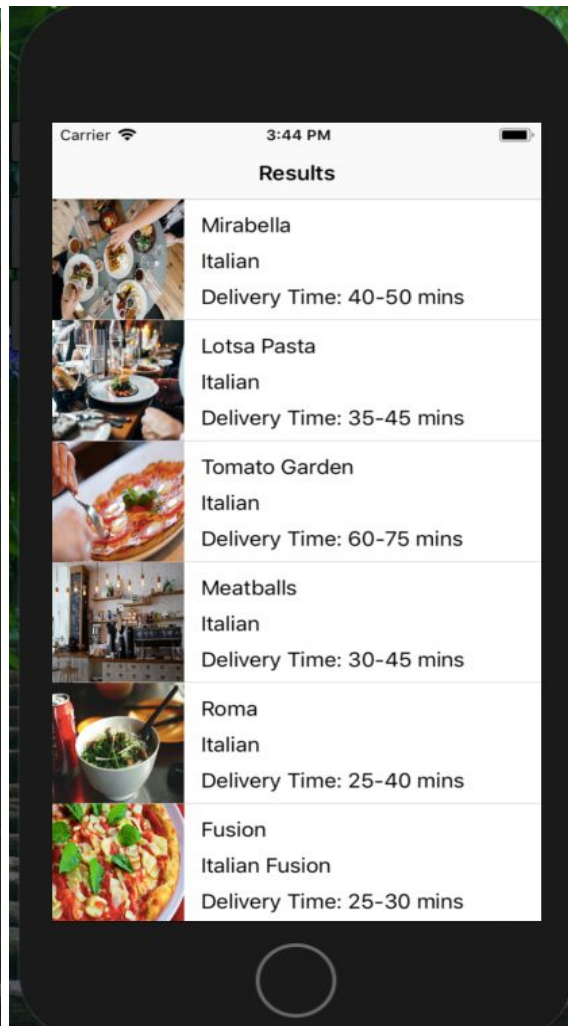
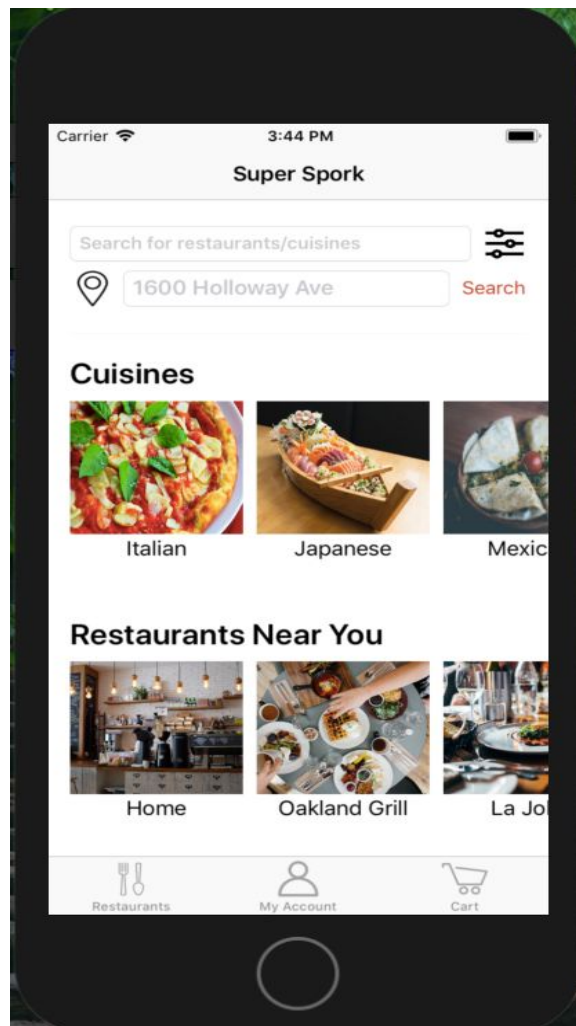
1. Since this app does not work directly with restaurants, vendors can request to be put on the app
2. If a restaurant has concerns about being/not being on the app, they can directly contact Super Spork and do not require business accounts
3. Concurrent orders delivered by separate people
4. Once a user logs in once, they are logged in until they explicitly sign out

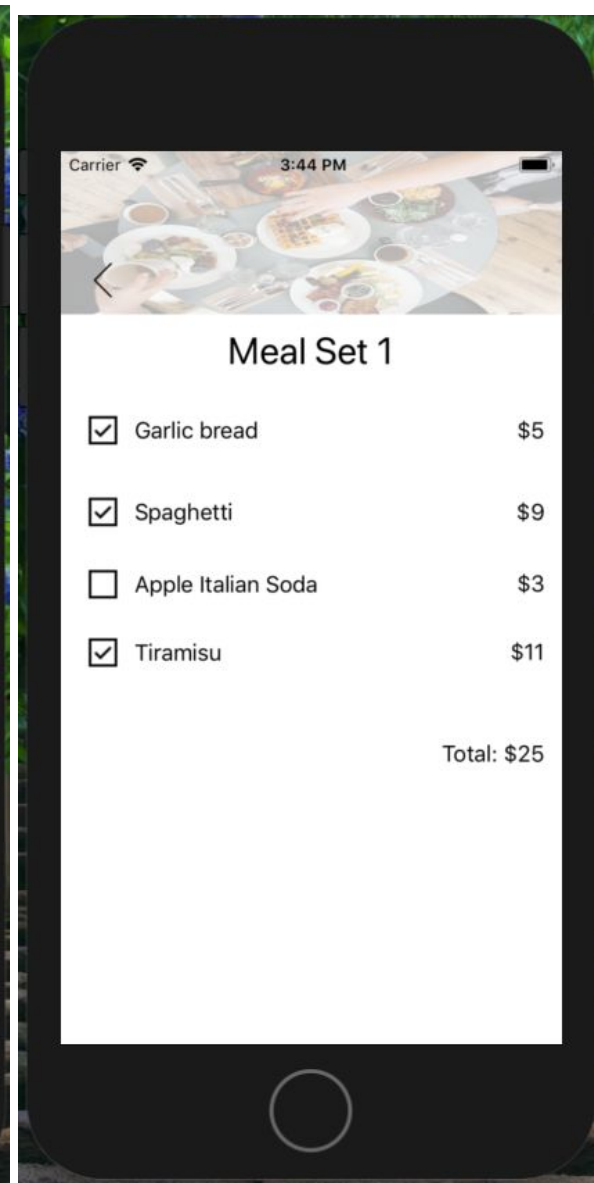
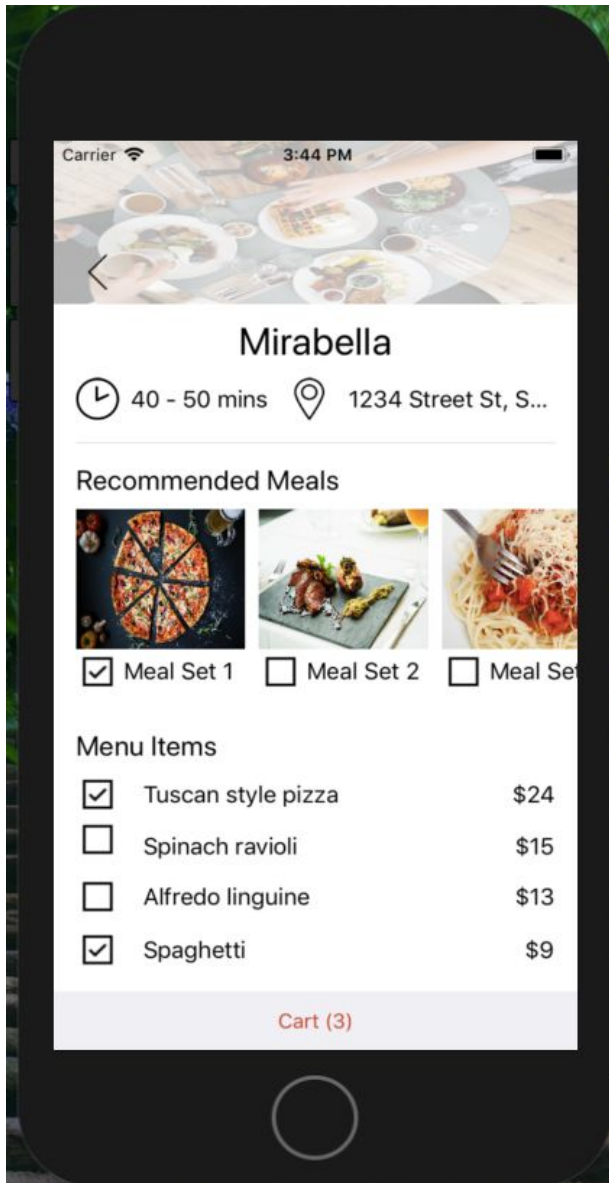
First Prototype and Focus Group Feedback Report

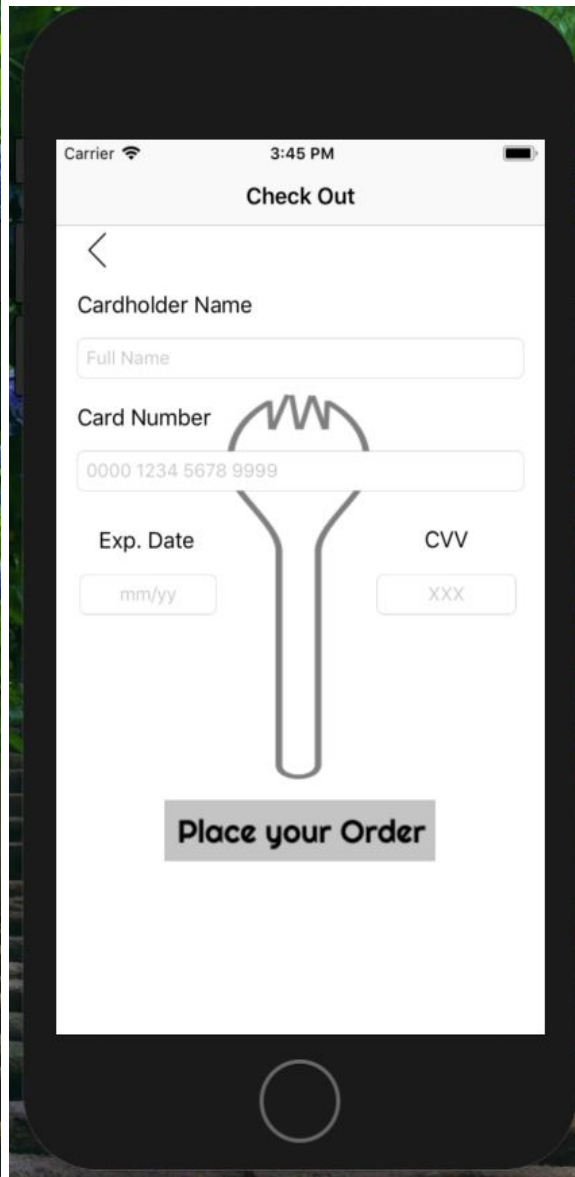
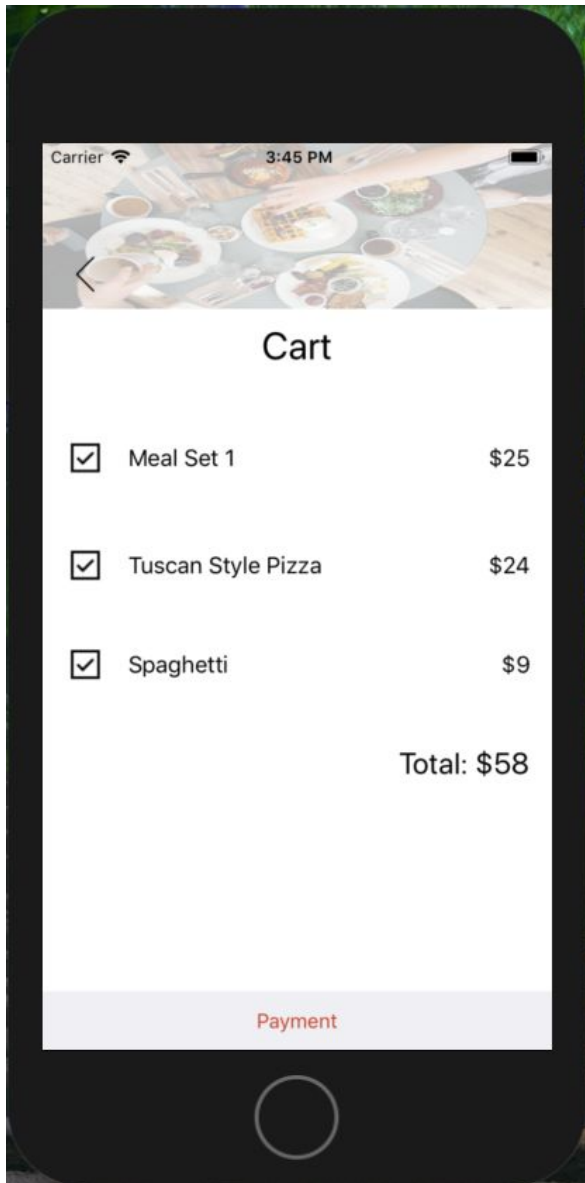


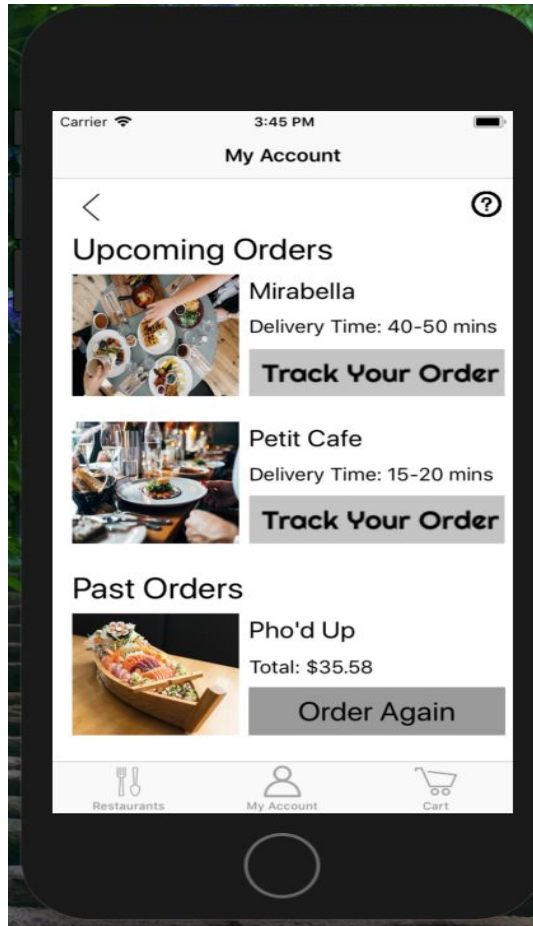
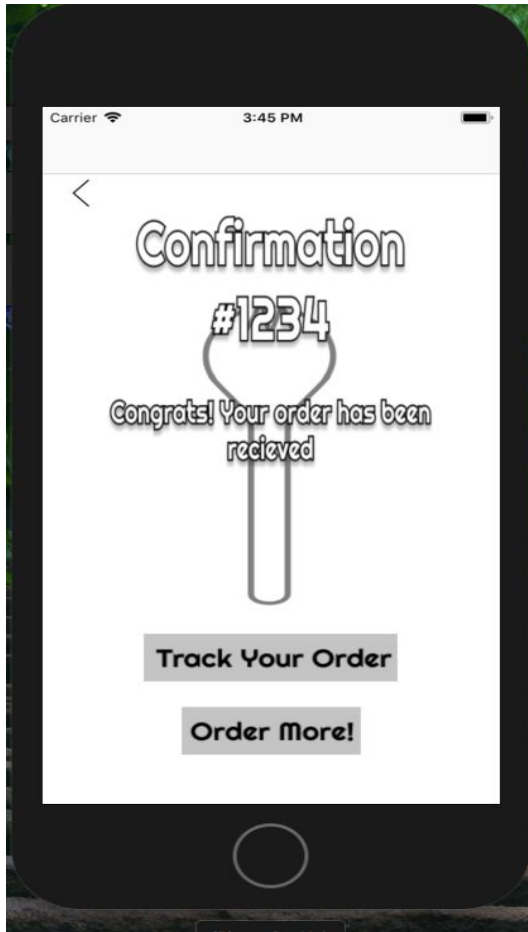
1. Prototype shown at the focus group meeting



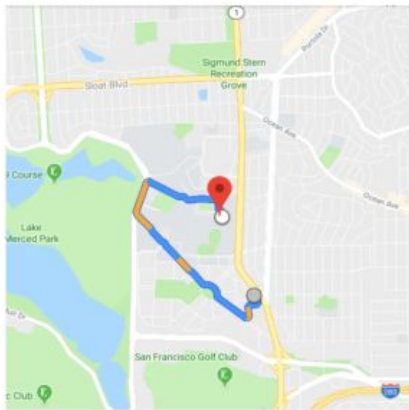








Track Order



Mirabella



Delivery Time: 40-50 mins



Delivery Person: Andrea

[See order details](#)



Restaurants



My Account



Cart

2. Focus group report

- Who were the focus group reviewers?
 - Three members from Team 7 reviewed us.
- What was the setting for the meeting?
 - The focus group was conducted in a classroom in Thornton Hall during the Wednesday 7/18 class
 - The app was viewed on a laptop that runs Super Spork
- What were the use cases, tasks, and questions to reviewers?
 - Use cases:
 - The goal of this focus group was to emulate the main use case for Super Spork: a user opens the app and order menu items from a restaurant to be delivered to them.
 - The user is a logged in user and does not have to go through login/registration and simply can select items from a restaurant and purchase them.
 - Tasks:
 - The main task was for Team 7 to navigate through the app, inspect interesting restaurants, add items to their cart, purchase those items, and then track their order.
 - Questions:
 - Have you ever used food ordering/delivery apps before?

- What food delivery apps are you familiar with?
- Have you and your friends ever disagreed on where to eat? What do you usually do when you have this conversation?
- How do you feel about pictures on food delivery apps? Do lack of pictures ever deter you from ordering from a restaurant?
- Do you ever avoid ordering from a restaurant because you don't know how the food will taste?
- How would you search for a certain type of food?
- What inconsistencies are apparent in the UI when you switch from screen to screen?
- If you had a special instructions portion for food requests and delivery, where you prefer to see that option?
- How would you like to view a progress bar for your purchasing process?
- Are the screens a little too sparse?
- If you needed to contact someone for help, where would you initially go to/look for in the app?

Focus group notes

- Feedback
 - Deals in pricing in the meal sets
 - Reviews on restaurants
 - Shopping by price, delivery time
 - Link website to yelp for reviews
 - Intro page is tedious
 - ? on tracking page is vague, text would be better
 - Like where cart is placed
 - Saved cards for payment
 - Add quantities to cart and remove from cart button, change checkbox to quantity, update cart button
 - Breadcrumbs on top navbar to tell you what step you're on
 - Everything works and is pretty nice
 - Screens are a little simple
 - Results screen lacks back button
 - Format changes unexpectedly
 - Special instructions section when getting delivery
 - Separate food instructions and separate delivery instructions
 - Saved addresses/address instructions
 - Way to filter allergen foods or nutrition, vegan, allergic to peanut, soy, etc
 - Ability to contact the restaurant

3. Analysis of focus group feedback and plans to move forward

Next Monday, Team 8 will meet together after class to revamp all UI screens, taking in considerations and suggestions from Wednesday's focus group.

- **Screen 1 (Splash Screen, intro Screen with let's eat button)**

- Team 7 suggested that the intro screen looks like a splash screen and that we should remove the button that takes us to the search page of the app. However we had not implemented the guest user use case which is what that page was for so we may consider removing the page when the user is logged in and keeping that screen for anyone who has just downloaded the app.
- We may choose to make the login button and the vendor request form button bigger

- **Search screen and Results page**

- Team 7 felt that it would be useful to add a shop by price, allergens, and review option for the restaurants. We plan to implement these filters in the next step of the project.
- The results screen doesn't have a back button so we will be adding that to the screen
- In the restaurant details page, We will also add a way that users will be able to contact the restaurant to inquire for topics such as food restrictions, etc.

- Users will also be linked to the restaurant's listing on Yelp so that they can view reviews and other pictures

- **Meal Sets and Cart**

- Team 7 suggested we make price deals when users select one of our curated meal sets which we thought was a good suggestion and would make users more inclined to use the sets, so we will use that moving forward
- We also will be adding a section when selecting meal items for the user to add any special instructions for the food item
- In the cart we will make a few changes when adding and removing items. Instead of checkboxes we will have a section where the user can see the quantity of the items in their cart where the user can then increase or decrease the quantity of an item and then they can select an update cart button to see the changes.

- **Check out and confirmation**

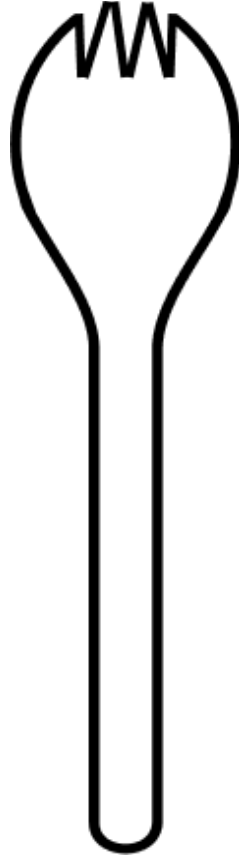
- Team 7 suggested that we have saved cards for payment screen. At the bottom of the checkout page, there will be payment type where the user's credit card info will be saved

- **Tracking order**

- Team 7 suggested that we should have a text on the tracking page instead of of a quotation mark "?". We will have a "help" at the top in case the user needs some questions regarding their orders
- We will add a progress bar on top of navbar so that the user will know what step they are on

- There will be an option on the tracking page where user can search by delivery time
- There will be a special instructions section on the tracking page when getting delivery
- There will be postal address on the tracking order page where the user's address will be saved for future orders and instructions on how to get to his/her place.
- **Other changes**
 - Team 7 suggested that the screens are a little simple. We will change the color and the font format
 - Format changes unexpectedly from screen to screen; make screen templates consistent

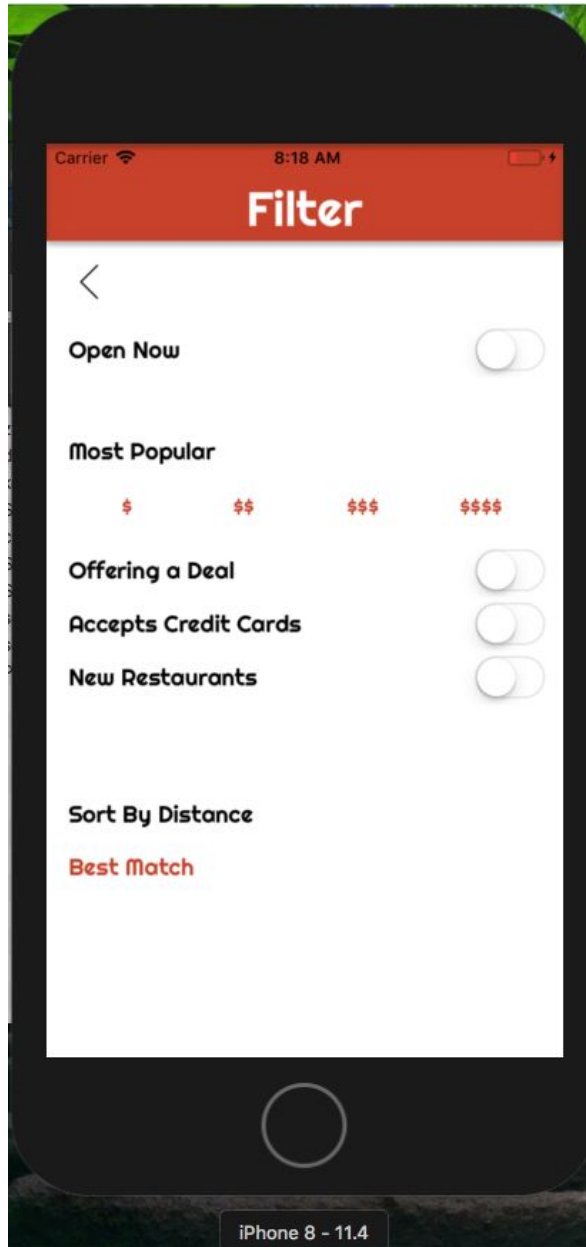
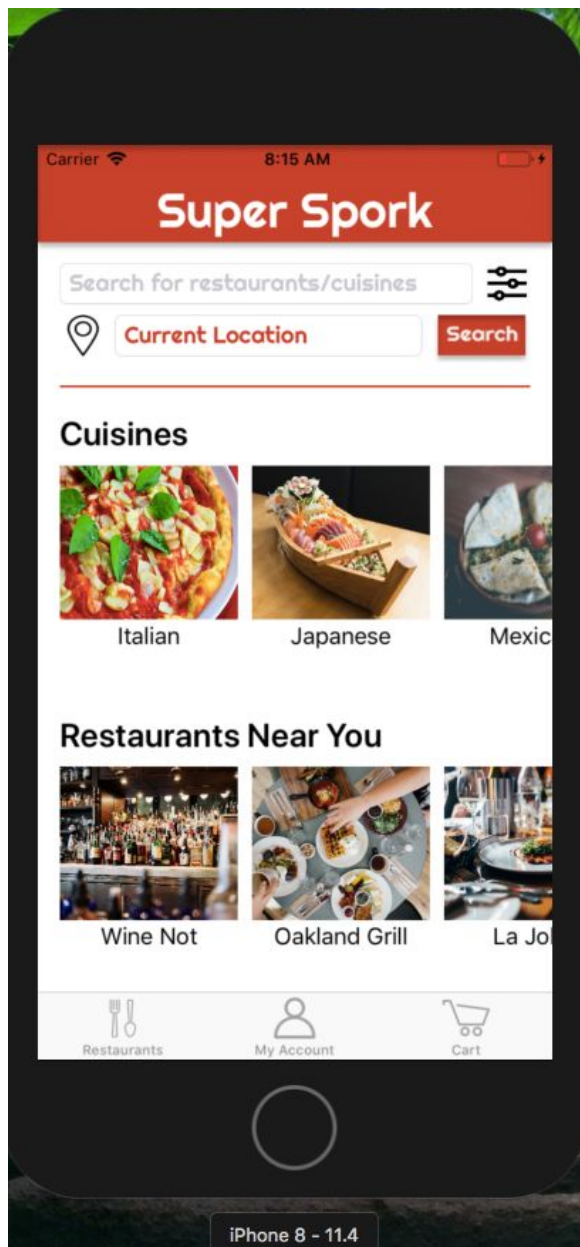
Screenshots of Final Product

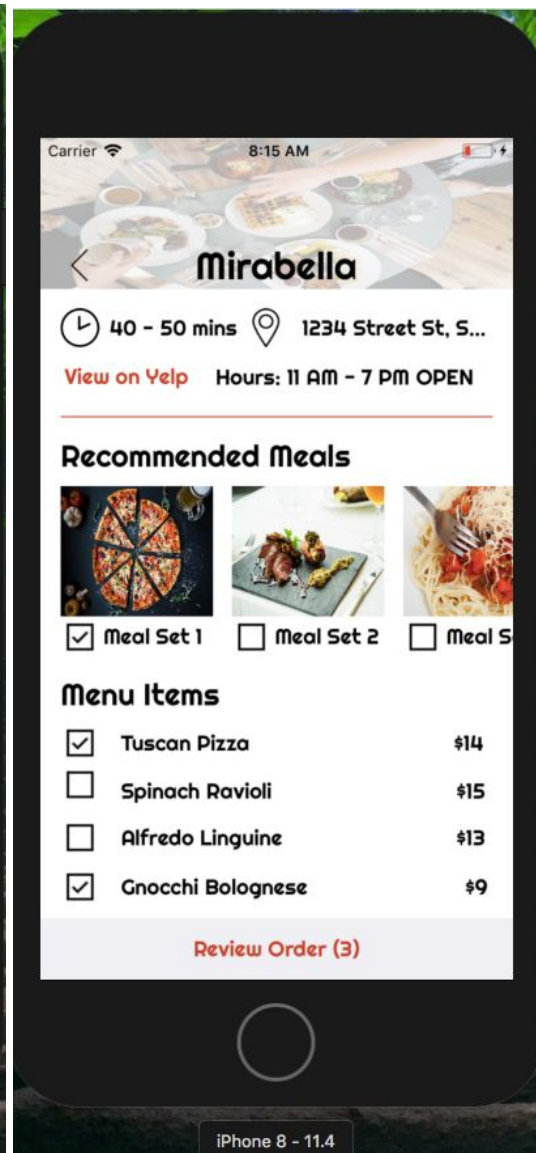
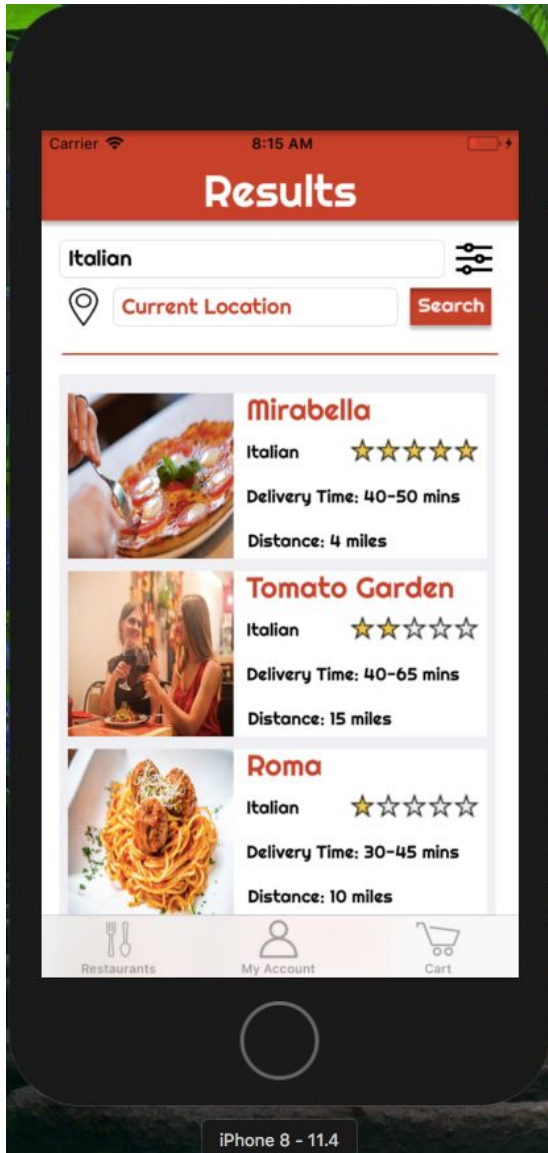


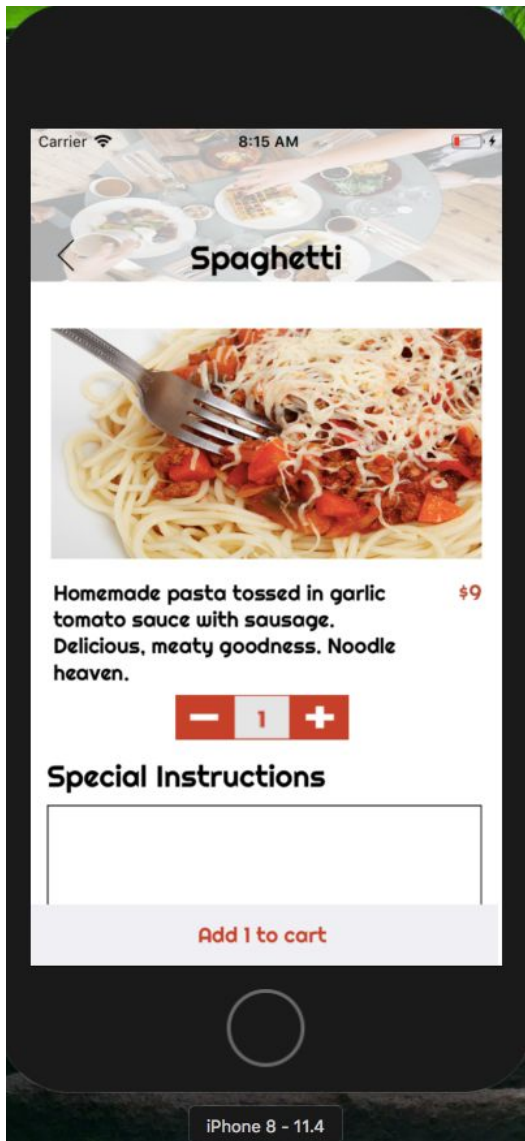
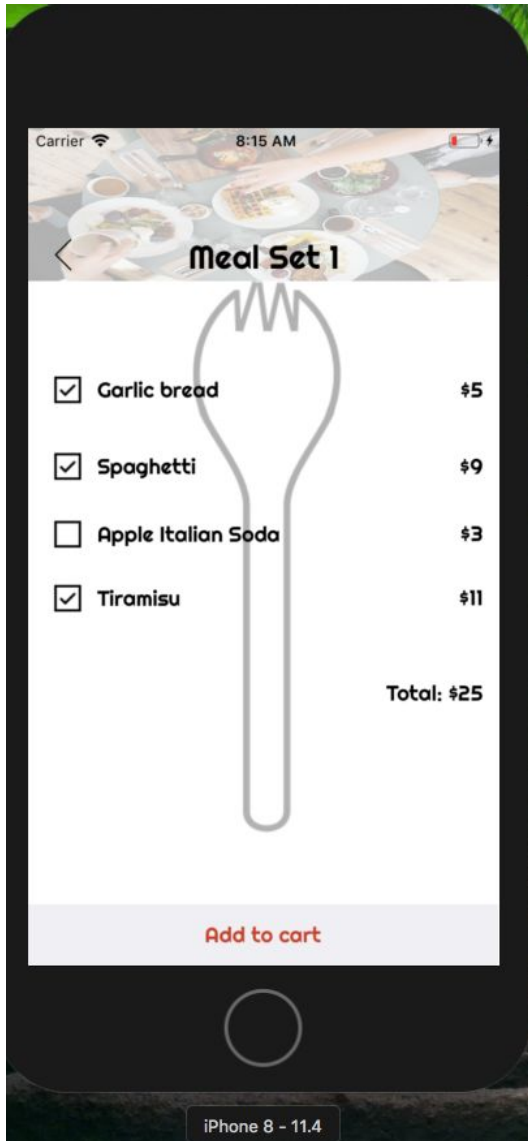
1. Final Screenshots of Major Use Case

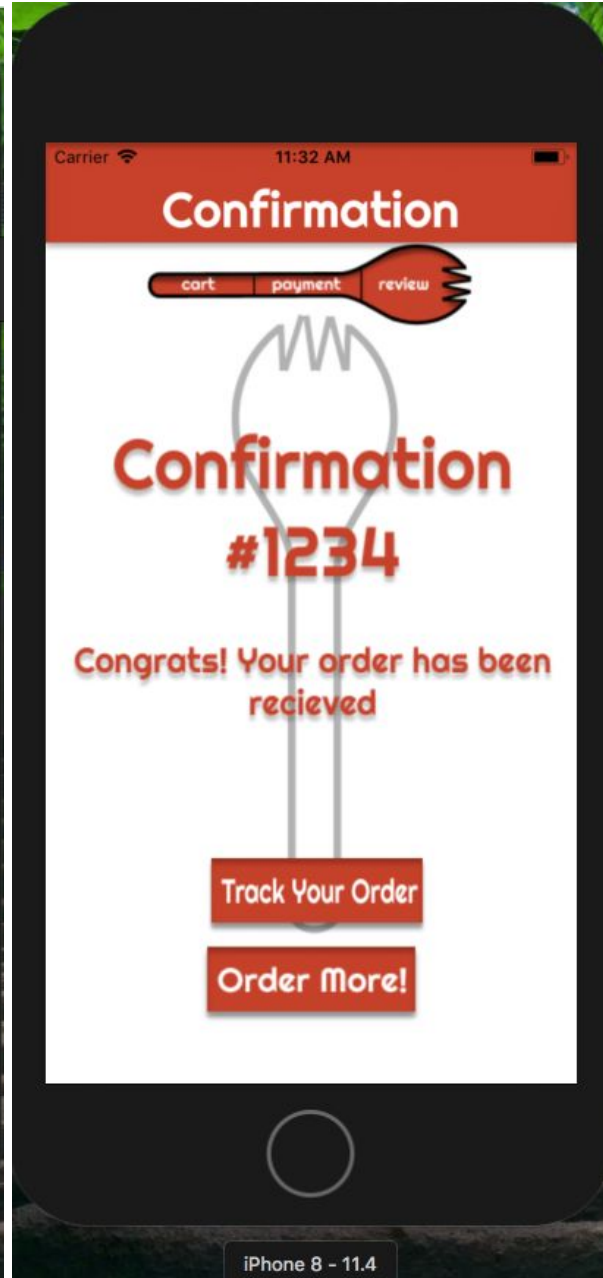
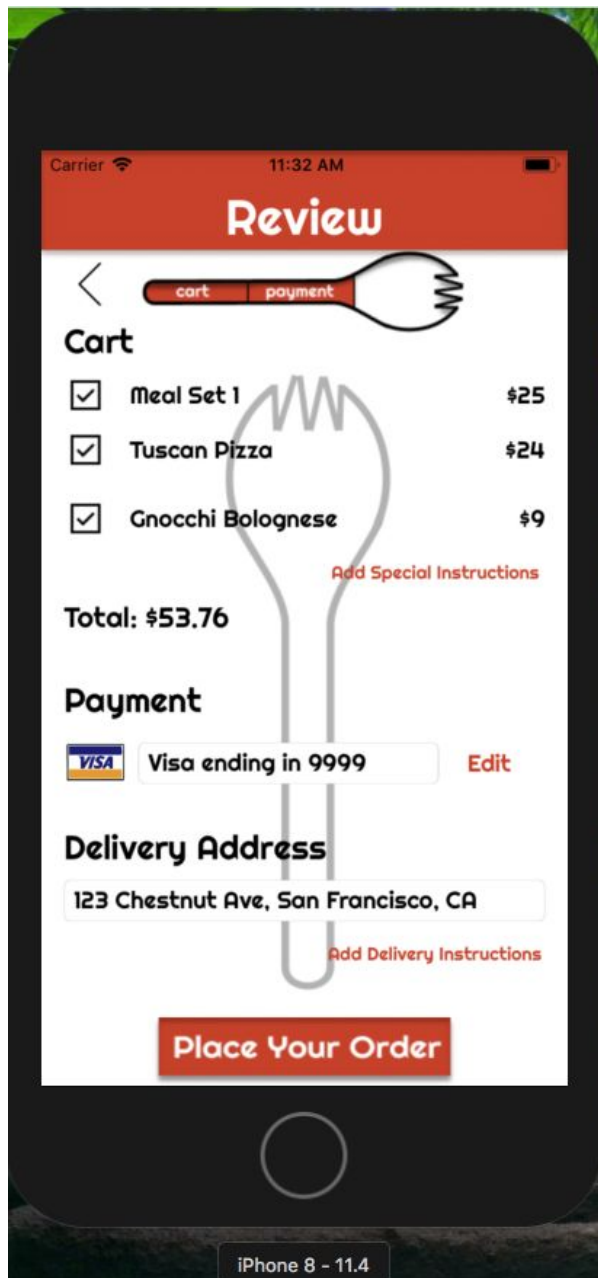
The major use case chosen to display the features of Super Spork such as concurrent ordering and recommended meals was the case of multiple users:

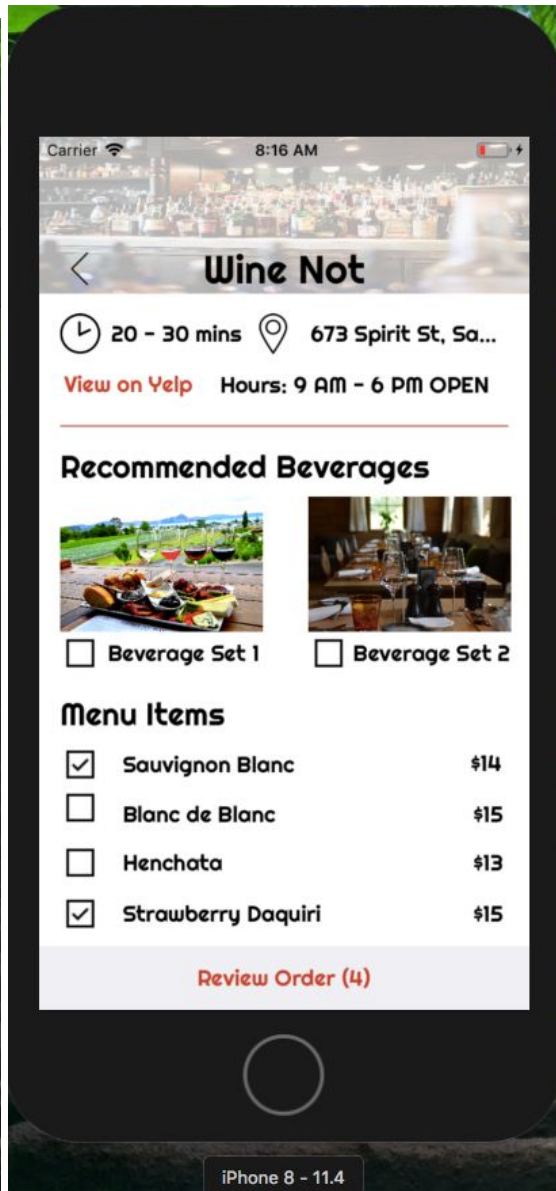
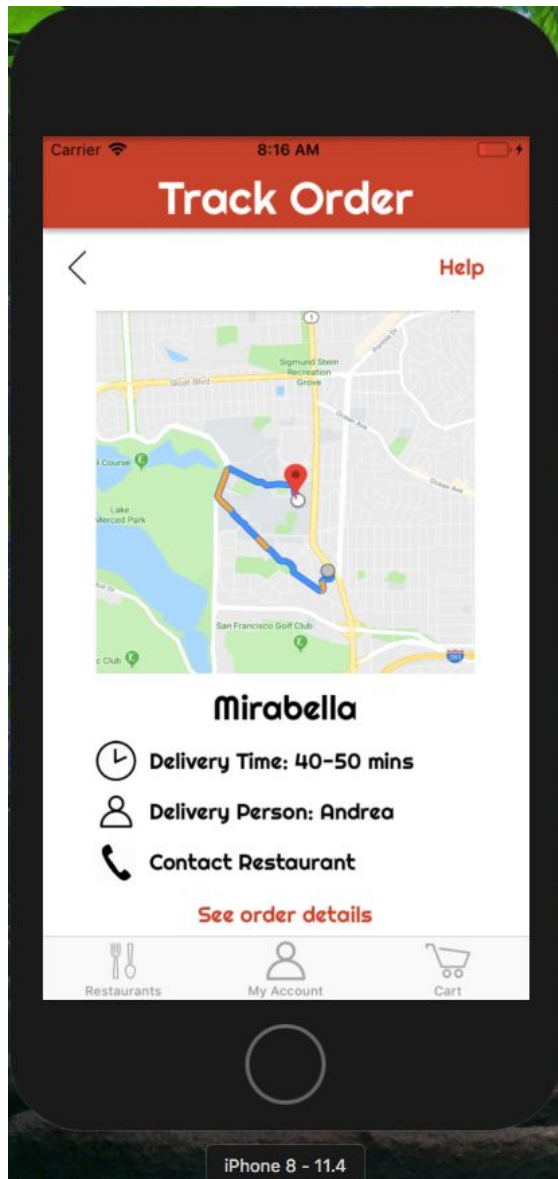
A group of hungry SFSU students decide they want food, but they can't pick just one restaurant they all like. One of students decides to log onto her Super Spork account. From there she picks one restaurant and places an order. She can then search for another restaurant and place another order to satisfy the cravings of all of her friends.

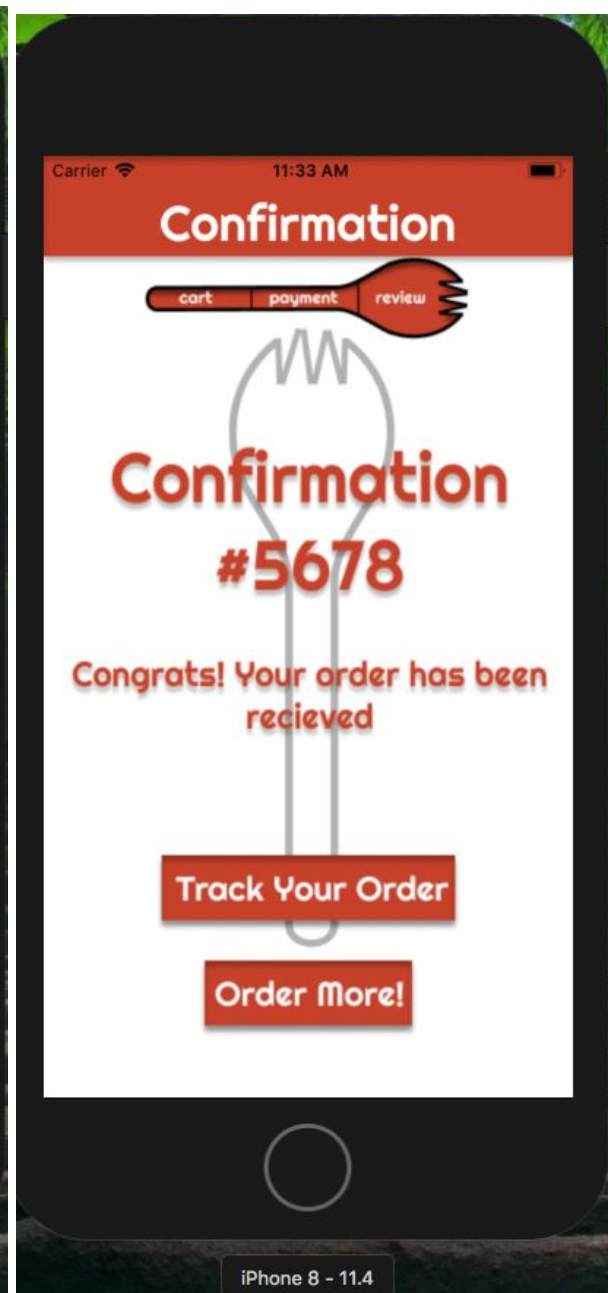
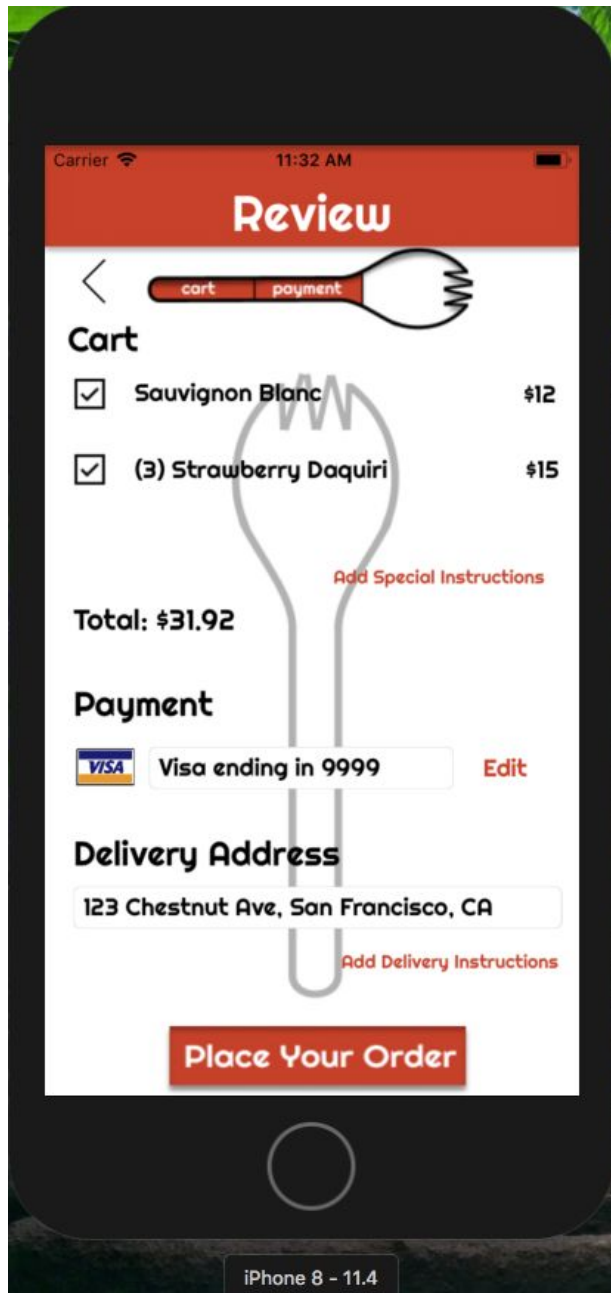


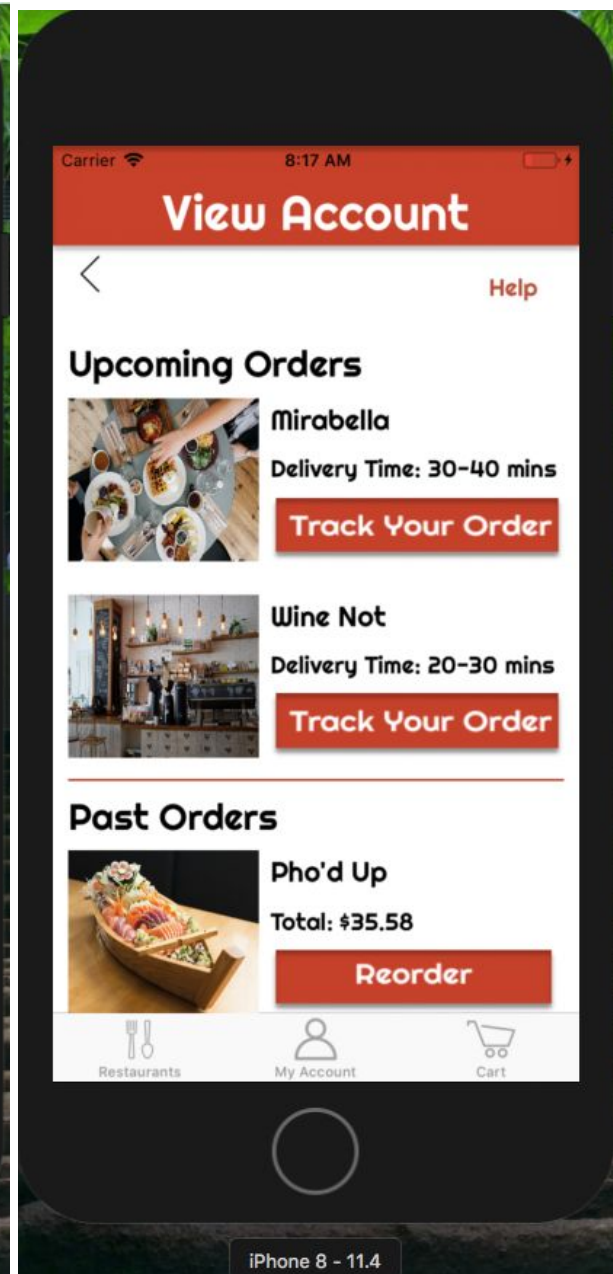
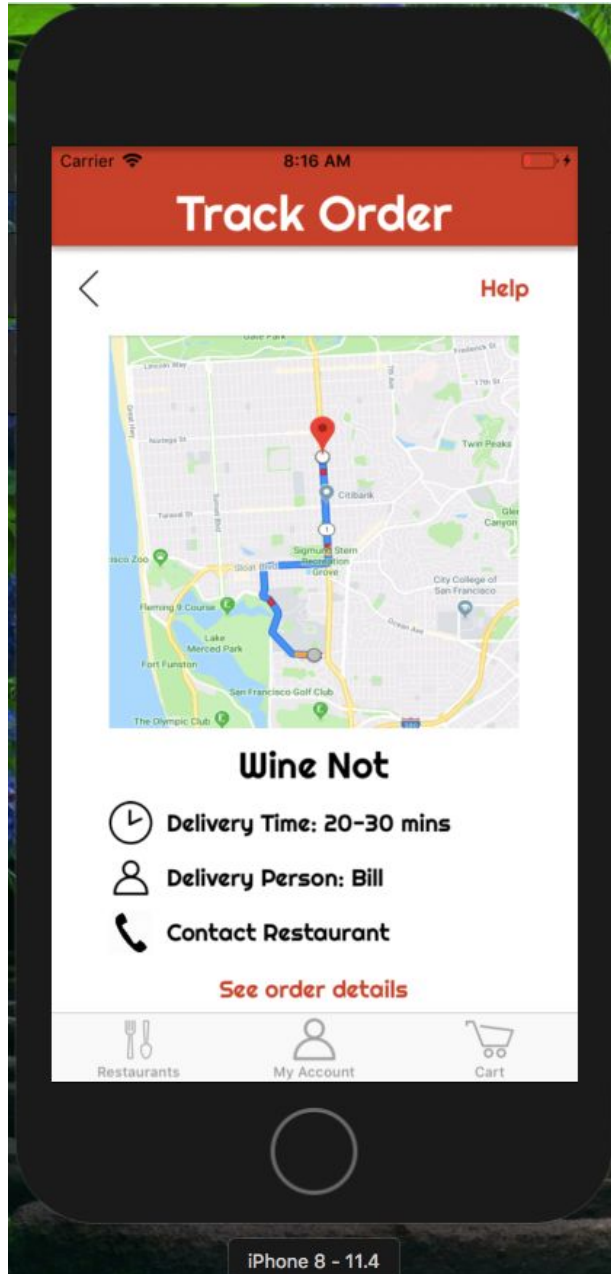




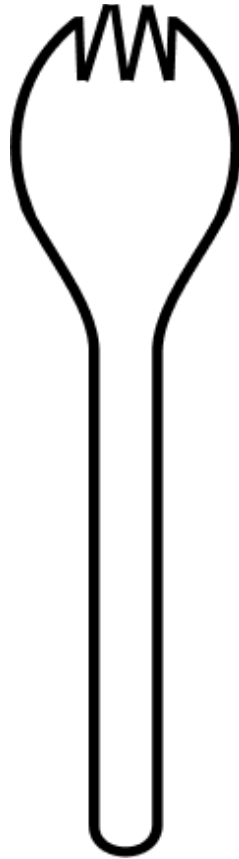








Implementation



1. Tools and Frameworks Used

Tools:

- Mac OS
- Xcode
- Swift

Frameworks:

- AppKit
- UIKit

2. Description of Final System

The primary goal of our team was to deliver a user-friendly interface that follows UCD principles and best practices. With this in mind, Super Spork focused on the front-end development of the product, going through several iterations of each screen so that every scene in the demo was relevant and easy to understand in regards to our major use cases.

While focusing on developing a succinct and pleasing demo, the portions of Super Spork that implemented a backend were the sliding collection view cells on the homepage and restaurant details pages, the tables for the search results page, and the embedding of a navigation controller in all screens. The views in the above screens required connecting the datasource and delegate to the specific view or else the table/cell would not be able to load data or process the correct protocol methods.

3. Screens Implemented in Code

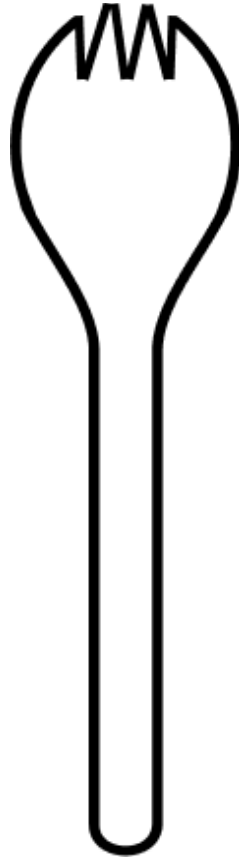
- Homepage
- Search results page
- Mirabella restaurant details page
- Wine Not restaurant details page

4. Assessment of Moving from UX Design Tool to Real Code

While the initial round of design using front-end tools (Wireframes Pro and Figma) was simple, moving those ideas to Xcode and Swift was an obstacle that each member of the team faced as all were not familiar with the coding environment or language. Many of these front-end tools provide CSS and snippets of code that work well with web applications, but did not have such snippets for iOS apps. The front-end tools let the team edit photos and create wireframes which were used as reference, but no additional code offered by that tool was used in the creation of Super Spork past that.

After the mockups, obstacles in the transition into real code became apparent. In iOS development, developers often work with multiple screens and connect them with a segue and drag assets around to mock up screens. As the team was building the iOS app, there were some problems related to the storyboard and thus, the storyboards made working in a team more difficult. Since one would usually only have a single storyboard file for a project, having multiple people making changes to that one file can be hard when changes need to be merged and version control conflicts require resolution. When a conflict occurs, the solution is not always intuitive, as well. Xcode generates the storyboard file, designed with the goal in mind that a human can read or edit it, and this platform does not allow imports of an existing project if the Xcode version has not been updated. After acknowledging these struggles, the team sat together and figured out that the best way to build the mobile app was to build it from one laptop and all changes would be made directly from that laptop.

Contributions



Amanda Robinson:

- Team lead
- Documenting processes and directing meetings
- Connecting screens together to create storyboard
- Designed wireframes for homepage, results page, restaurant details page, and details of a meal set page
- Editing and delivering all documents to Petkovic
- Ran focus group
- Presented demo of the final product with Jasmine
- Github repository and version control management

Jasmine Mann:

- Created assets for all the screens
- Came up with an initial UI concept with the team lead
- Designed wireframes for the start screen, buy/payment page, and confirmation screen
- Came up with a design for the start screen and designed the spork
- Contributed to the team reports
- Helped run and take notes for the focus group and meetings with Petkovic

Simon Tan:

- Personas
- Designed wireframes for the cart, login, registration, and track order screens
- Initial implementation of cart and tracking screen

Flavy Tonfack:

- Designed wireframes of view account page, vendor request form and vendor request confirmation UI screens
- Worked with UIKit to implement view account page, vendor request form and vendor request confirmation UI screens
- Contributed in writing each team reports

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