

**SOEN342**

Software Requirements and Specifications

[Product Name]

(Phase 1)

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GitHub Link

<https://github.com/bhattirahat/SOEN342->

# Abstract

After experiencing a boom during the COVID-19 pandemic, the use of food delivery apps has gone down. Although there are many strong options in the market, through research in the form of a comparative study, as well as by surveying our target audience of students, and young adults, many key features have been identified that could optimize a food delivery application. By comparing the major alternatives, features such as no markups, the level of customer support and the UI/UX features were identified and by integrating them together could create true competition in the market.

# Elicitation Techniques

# To better understand the need and requirements for our application, we used 2 elicitation techniques.

# Artefact Driven Technique :

# Comparative study

# For the artifact-driven technique, we have chosen a comparative study. For this technique, each team member decided to work on a food delivery app of their choosing and decided to write a description and the features for each app. We would write about the positive and negative aspects. Having each of us to focus on a single application helped us understand what features are unique to each application and would enable us to combine all those features in our new application. The disadvantage would be that each of us would be unfamiliar with the app chosen to compare with each other, but we resolved this by reading each other’s comparative studies.

# Stakeholder Driven Technique :

# Survey

Our stakeholder driven elicitation technique we have chosen is a survey. The survey is an efficient tool to gather many responses from a wide range of people. Our survey currently has 10 questions that are aimed at determining what users enjoy in a food delivery service. The link to our survey is provided here: <https://forms.gle/k7KAVERfRbS7K9xx7>

A single group member created the questions and created the google form for the survey. The questions were reviewed by all team members once the survey had been finalized. The only difficulty in creating the survey was creating questions that did not lead the users to provide a response we wanted to receive. Only one of us created the survey based on how we divided the work among other group members.

# Comparative Study

### Fantuan Delivery

### Description:

### Fantuan Delivery is a food ordering and delivery service in major cities such as Montreal, Toronto, Edmonton, and cities in the United States. The mobile application allows you to order food from different restaurants that have signed up to be part of Fantuan’s partners. The application has mainly Asian restaurant options, but also has other options. Fantuan prides themselves for not marking up many restaurant prices and clearly labels the restaurants that do not have upped prices.

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### Features

### Students can receive many benefits if they verify their student status using their student emails. Users may receive various coupons and up to $50 to be used on the application. As a user of various food delivery applications, Fantuan sends more coupons compared to most other alternatives. They may be restaurant specific, but it is still a good way to save money. The application was developed in Mandarin and only made the product available in English in 2021. As shown in the settings section of the application traditional and simplified Chinese are both options. The system allows for French as well. Customer service for all food delivery could be improved but Fantuan is another level. The reviews on the app store do not promote confidence, with all the reviews in English taking a negative stance towards the app, and its service.

### Also, one of our team members has used the application, and has a firsthand account the poor service. After the courier dropped the food outside and everything spilling out, he said it was still good and left. When the company was contacted, they said it wasn’t their fault, and took over an hour to get a refund. All the restaurants receive many labels such as discounts, exclusive, pickup, no markup, etc. The labels are all over the restaurant cards and is difficult to view all at once. Labels such as pickup seems much less important and is just adding the pushing the app towards the brutalism UI trend.

### SkipTheDishes

### Description:

Skip the dishes provides a simple card layout that showcases restaurants on cards that you can scroll through. This style is very similar to how other food delivery apps work such as Uber Eats. The application provided options for grocery and alcohol delivery but they are unavailable in my area so I feel like the UI elements shouldn’t be visible.

### Features:

The use of a navigation bar on the bottom is very similar to other applications and intuitive. All images/cards are consistent and the rating as well as delivery price are visible in the cards while scrolling the app. The wait time is also visible. An account is required to order anything on the app, so login and verification is necessary. The Color scheme of the app is orange and white which matches the logo. When a button is clickable or is the button, they want to catch your attention, the button is coloured orange. Which navigation menu you are currently looking at is also highlighted orange on the navbar. The four main pages on the navbar is “restaurants” which allows the user to scroll through restaurants. “Search” which all allows users to search for restaurants or by a tag such as cuisine or type of meals. Next is “orders” which displays your orders and order history, and a “reward” page to get rewards for customers. An icon indicating the user is visible in the top left of any page that can be clicked and opens a side bar that allows the user to modify settings or sign out.

### Door Dash

### Description:

### Door Dash is a food delivery and pickup application. It has a variety of local and national restaurants. People can order food with just a few taps, and it will be delivered without contact. Other than restaurants, other stores use Door Dash to sell their service and goods such as grocery, convenience, drugstores and giftshops. They also provide in-app offers for some restaurants. The app lets people track their order in real-time.

### Features:

### This app is like other food delivery app. The app is well organized. Users can choose from: fast food to authentic food, cheap to expensive, fastest to longest, low rating to high rated, and they can pick a menu from the different types of cuisines. Users can quickly save something when they see something they want to try or like. Based on their liking, they can browse and pick something they like.

### Other than restaurants, this app has a page for convenience, drugstore, grocery, and gifts. This app is not only supporting new restaurants but also other types of business. For example, on the gift page, people can order flowers for someone from a florist. He can also order a gift card from Sephora. In this example, we can see that the florist and Sephora is two different kinds of business.

The home page has a nice feature that is very useful for user friendliness. Most movie apps such as Netflix, Prime Videos, Disney+ have a unique way to show movies to users. The home page shows restaurants like how movies are placed on Movies app. In this page all the restaurants can be found from the most trending, the newest, quick, and affordable where you can slide.

### Uber Eats

### Description:

UberEATS is a food delivery mobile application developed by Uber. They have applied their expertise in transporting people to their desired location and applied this concept to food delivery. A user can select whatever food item they desire, and it will be delivered in a reasonable amount of time. This app has been synonymous with ordering food.

### Features:

UberEATS offers its user a wide variety of food options from different cultures and different types of cuisines. The variety of food options can be seen once a user selects the ‘browse’ option from the bottom navigation tab. Once this has been selected, the user can see food item categories by culture such as Thai, Indian, etc. It will then show the restaurants that offer those items. The categories tab also has categories such as pizza, sushi, kebab, etc. All these options help the user who already has a craving for that type of food. Other options such as ‘halal’, vegetarian, vegan, gluten-free and others help users who have dietary restrictions. All these options make the app accessible to all users.

This application also offers other types of services, and they are categories such as Convenience stores, grocery stores, rides, personal care and other services. These options can be selected directly from the main menu. This was convenient for users during the Covid-19 restrictions. This helps users declutter their mobile app with too many applications and not have to repeatedly enter their private information such as credit card in multiple applications and home address. This app would be the hub for all home delivery needs.

Users of uber eats have noticed that the price of the food item is a bit expensive on the application as compared to the price shown in the restaurant. This has led to users having to pay a bit more out of pocket. Users also end up paying more because of extra fees such as delivery and having to tip the delivery driver. This can cause the user to buy extra items to justify the extra fees. With the advent of group delivery where each user can pay a part of their order, the cost can be reduced but this does not solve the underlying problem of high markup of food items and delivery fees.

The design philosophy of the app is to display food items and restaurants with cards. The information displayed on the cards is generally a picture and information relevant to it. Such as restaurant cards showing the type of food it offers and the average delivery time and fees attached to it. With the addition of new features to the application, the app has been cluttered with more information directly on the home screen which can confuse users and the selection of food items can be daunting since the user has to go through multiple pages to order food.

### À La Carte

### Description:

### À la Carte Express app appears to have a wide selection of restaurants and cuisines to choose from, with accurate and up-to-date information about menu items and prices. The ordering process is quick and seamless, with options for customization and special requests.

### Features:

À la Carte Express app appears to have a visually pleasing and consistent design with images and easy-to-read text. The layout and organization of information on the app's various pages and screens is logical and easy to navigate.

To access the application and order user must create an account or login. Information required to create an account is Email address, Password, First & Last Name, and Phone number. Once created, asks user to add their address to find restaurants nearby. By clicking the (+ New Address) button. On the first page, the list of nearby restaurants, the app “greys out” the unavailable restaurants as seen, which is convenient for normal use to quickly determine whether the restaurant is available.

The second one is a list of categories of the restaurants. In this page, we can search for specific categories or items so that it would be easier to find a restaurant. The third page displays a history of orders placed, and current orders in progress.

The last page is a profile page. This page has 6 different options. The first one displays the basic user’s information and allowing to edit any of them, Such as email, name, password, a phone number, and the language of the application. The second option is to add an address. The third one is to add or edit payment the credit cards and payment methods. The fourth is for earning rewards though it currently does not work/ offer any rewards or promotions. The fifth is to submit a ticket to the support team regarding issues with an order. Lastly, this page is used to log out.

After selecting a restaurant, the items are all divided into different categories, which is quite convenient. Selecting the + sign will display the items and gives you the option to add it to a cart. Upon clicking on the item, you can add notes for the restaurant to see so they would be able to prepare the order the way the costumer wishes.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Apps  Categories | Uber Eats | DoorDash | Fan Tuan | À la Carte Express | SkipTheDishes |
| UI Design | 4 | 4 | 2 | 4 | 3 |
| # Of Features | 5 | 4 | 3 | 3 | 4 |
| Customer support | 5 | 3 | 1 | 4 | 4 |
| Fees | 2 | 4 | 5 | 4 | 4 |
| Customer Satisfaction | 5 | 4 | 1 | 4 | 4 |
| Total: | 21/25 | 19/25 | 12/25 | 19/25 | 19/25 |

Description of each category:

* UI Design: How much do you like the layout of the application?
* # Of feature: Does it meet the basic need of a food delivery app? Does it have any other additional feature than just food delivery?
* Customer Support: If there are any problems with the order, how fast does the restaurant provide support?
* Fees: How much extra do you have to pay on top of the normal cost of the food items?
* Customer Satisfaction: How much satisfied were you with the experience?

In this table, we are comparing all the different food applications. The categories we are comparing are based on their user interface design, the number of features they offer, customer support, fees, and customer satisfaction. We decided to compare them with these categories since these are the most important feature of this application. As a team, we all rated all these apps, and the table has the averages from each with a rounded figure. We rated them from 1-5, 5 being the best.

# Product Presentation

After reviewing results obtained from our elicitation techniques and in particular, the comparative study, our team developed a list of key features. The list can be found below, as well as a small description describing the usefulness of the feature. Features such as ordering, filtering, paying options, viewing menus, order tracking and pickup options are not shown below as they are fundamental, and our application could not function without most of them. Once our team breaks down our requirements, they will be elaborated in more detail.

## No Markups

One feature our group found when researching alternative products was that many increased the cost of the menu items for the restaurants. The idea of not adding the increase in price would allow us to target customers looking for a budget friendly alternative, while maintaining stellar service. The change in price would be offset by increasing restaurant contracts, as if people use the application, restaurants will have no choice but to agree to the increase in price.

## Bottom Navigation Bar

## Many of the alternative food delivery applications resemble each other in many ways. This is to help users in the understanding of the applications as users may spend most of their time on other applications. In UI/UX design, this is known as Jacob’s Law. To help our users, we will implement our main navigation item as a bar at the bottom of the screen, like Uber Eats, Skip the Dishes and Door Dash. It will allow users to navigate between screens and always have a way to come back to a familiar screen.

## Customer Service

Another key feature that can make or break not just food delivery, but any business is the quality of customer service. A bad experience can affect not only the customer’s perception of the company but also the views of everyone they share their experience with. Our application will focus on trusting customers and trying to ensure they feel heard and taken care of. Giving them the benefit of the doubt will be key.

## Streamline Order Processing

One of the frustrating parts of ordering food is that sometimes you can get lost and turned around on the various pages. Our idea is to clearly indicate for example a widget with pages ¼ displayed to show that there are still 3 pages left for the customer to the ordering process.

## Feature 2:

## [Description]

## Feature 2:

[Description]

## Feature 2:

[Description]

## Feature 2:

[Description]

## Feature 2:

[Description]

# Conclusion

# [Explain the value and benefits of your project ]