

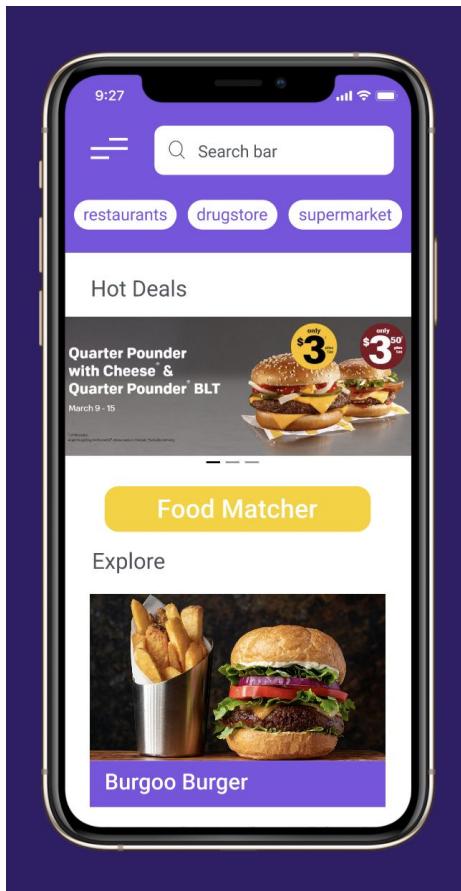
COMP 1011 - UI/UX Fundamentals

Student: Celso Henrique Klososki

Final Project

Zippy Delivery App

December 9, 2020



App Introduction

The Zippy app is a delivery application developed for mobile devices that has as a purpose to make life easier for people on a daily basis, working with a wide variety of restaurants, and many other options such as grocery shops, pharmacies, liquor stores, pet shops and much more. All this done quickly and with quality for the users. The application also has some innovative features, such as discovering restaurants around you in a different way, or placing your favorite order in a simple and easy way with just a voice command.

Zippy App Home Screen.

1. Interviews

The development of an application is very abstract in the first stage, because it is necessary to validate what the user's needs are, so to solve the users' problems it is necessary to see through the users point of view and the best way to obtain this feedback is conducting interviews and surveys.

Interview Questions

- I. What Delivery Apps do you use on a regular basis?
- II. What do you like most about delivery apps?
- III. What could make a delivery app easier or more useful?
- IV. Are there any features that you need but are missing in the delivery apps?
- V. Would like to have delivered products that are not listed on the app?
- VI. Do you have any story to share about a good experience from a delivery app vs a really bad experience?
- VII. What top three features would want to see in an app like this?
- VIII. What top three reasons would make you avoid using an app like this?

Interview Questions Results

Interviewee 1 – Madeline Adams

- I. DoorDash and Skip the Dishes.
- II. How quick it is, the categories the food is organized into which makes it easier to browse and the real-time delivery feature.
- III. Easier to find new restaurants.
- IV. Grocery delivery.
- V. Grocery delivery, errands.
- VI. Overall the experiences have been positive. Only a late delivery once, but the customer service was helpful and quick to respond.
- VII. More search terms or filter categories, more restaurants and delivery exclusive deals/foods.
- VIII. Answer.

Interviewee 2 – Frederick Kramer

- I. Uber Eats.
- II. The convenience of placing the order, the price and the variety of restaurants in one place.
- III. Different payment methods and categories with local restaurants.
- IV. Improved food description, emphasis on local restaurants and incentives for advance orders.
- V. No, with at least one pre-defined option
- VI. The lack of detail and photos did not meet the expectation when the order arrived.
- VII. Detailed product description, incentive for scheduling orders, highlights for local restaurants.
- VIII. Little product description, message chat and few payment methods.

Interviewee 3 – Ana Feix

- I. Uber Eats, DoorDash and Ritual.
- II. The convenience of ordering something delicious and not spending time cooking.
- III. Voice command through Siri, Alexa or any other virtual assistant.
- IV. Pictures of the dishes.
- V. Yes.
- VI. Missing order, ordered a food with a friend and only the friend's food arrived.
- VII. More pictures, more payment methods and more coupons.
- VIII. Apps that don't take serious missing orders, out range delivery costs and small lack of variety of restaurants.

Interviewee 4 – Bruno Dias

- I. DoorDash and Uber Eats.
- II. Range of restaurants.
- III. Use the payment method that we already have in our e-wallet (Apple Pay, Samsung Pay).
- IV. More food pictures.
- V. Yes.
- VI. Made the application request for being faster but delivery took too long.
- VII. More pictures, better description and ability to remove or add ingredients easily.
- VIII. No pictures, small portfolio of restaurants and not enough drives to delivery.

Interviewee 5 – Joacy Fonseca

- I. Uber Eats and DoorDash.
- II. Wide variety of foods.
- III. For better security in the payment method, an option that uses apple pay and Samsung pay.
- IV. An interaction with the restaurant through a chat.
- V. Yes, I would like to have more options not listed.
- VI. As a negative experience the order arrived with the wrong items and the positive arrived with a happy message on the packaging.
- VII. Payment integration with virtual wallets, live chat with restaurant and delivery man, mandatory photo meals.
- VIII. No photos, lack of restaurant options and lack of security.

2. Surveys

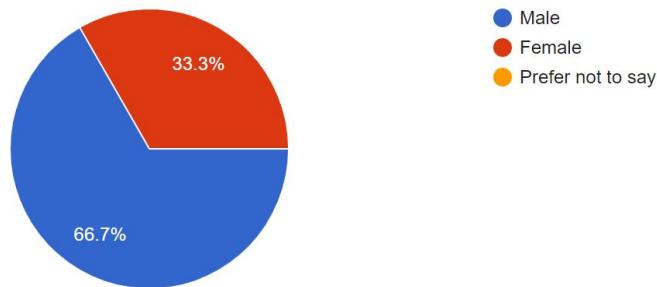
Survey Questions

- I. What is your gender?
- II. What is your age?
- III. Do you order delivery on a frequent basis?
- IV. What is your preferred method of ordering?
- V. How often do you use delivery apps services each week on average?
- VI. Would you find a delivery app more interesting if it delivered everything? For example, grocery stores, pharmacies, pet shops, ...
- VII. If given the option, would you like to order from a non-listed restaurant or store on the app?
- VIII. How do you feel about an extra delivery fee for non-listed restaurants and stores?
- IX. Would you be interested in the delivery app, which really delivers everything?
- X. Looking at the apps that we have on the market today (Uber Eats, DoorDash, Skip the Dishes, ...). What do you think could be improved?
- XI. Do you have any suggestions for further improvements in the delivery app service?

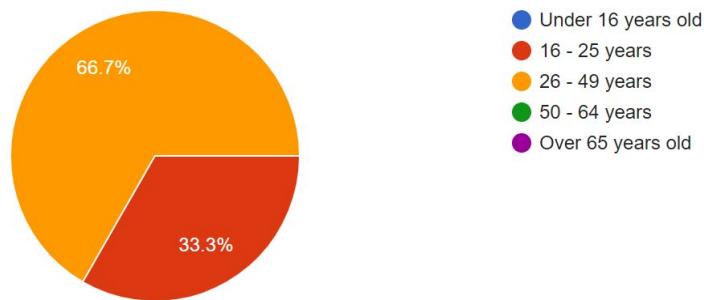
Survey Questions Results

This survey collected data from 12 participants.

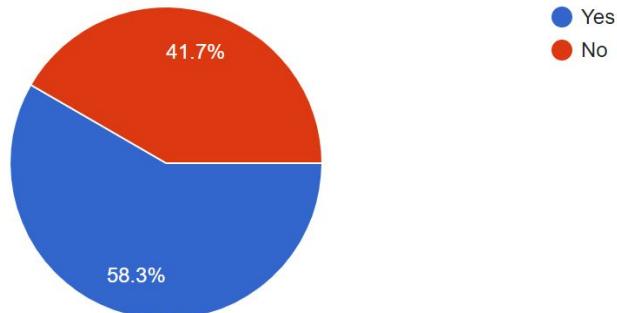
I. What is your gender?



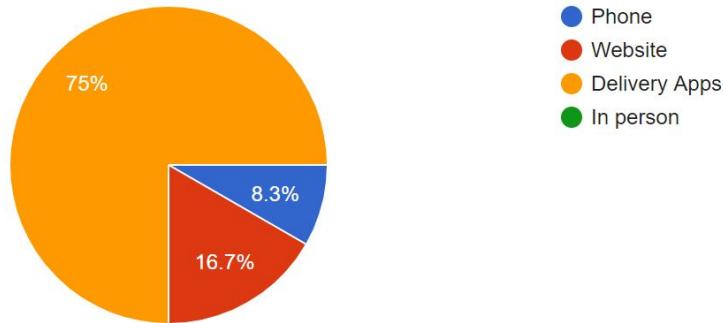
II. What is your age?



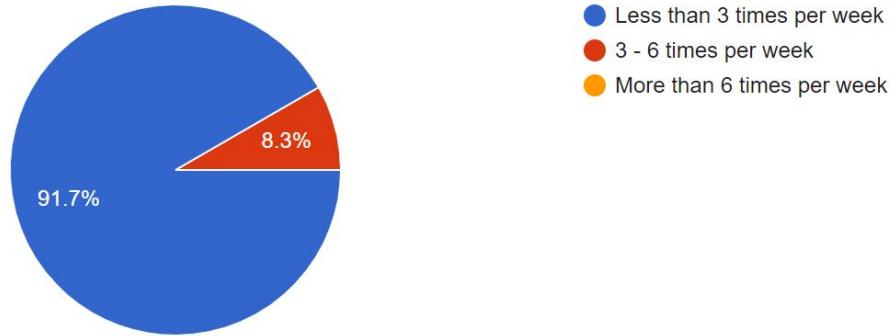
III. Do you order delivery on a frequent basis?



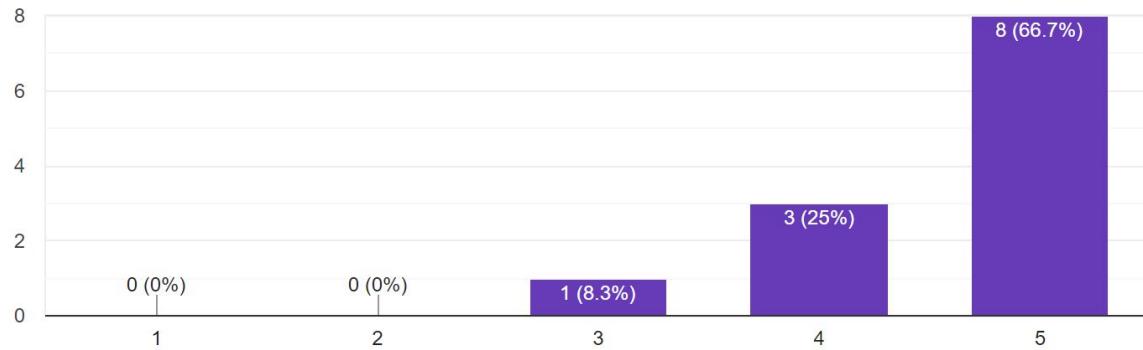
IV. What is your preferred method of ordering?



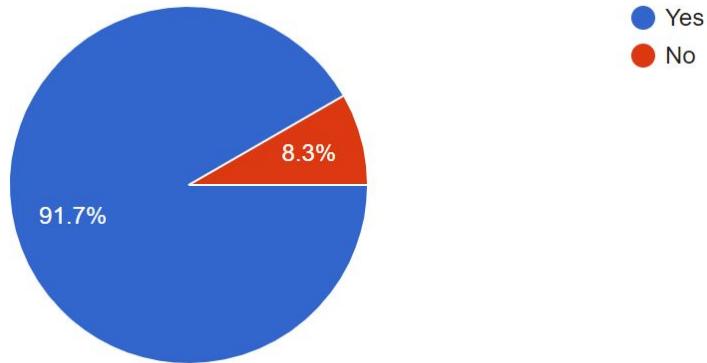
V. How often do you use delivery apps services each week on average?



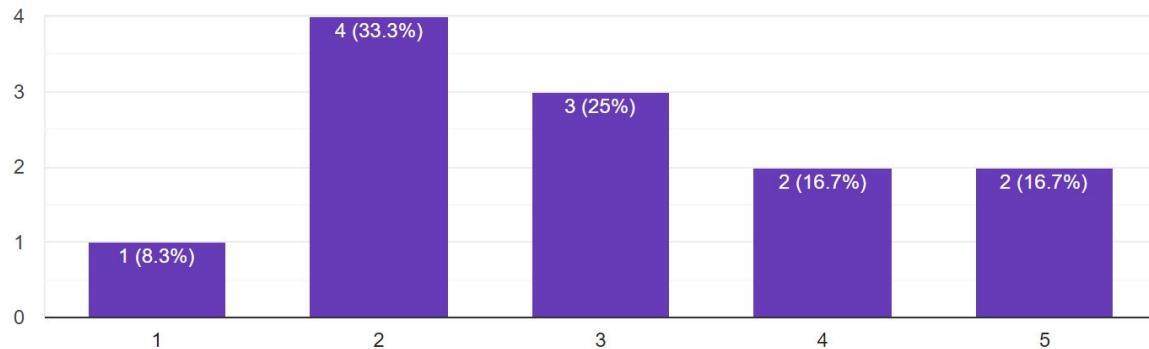
VI. Would you find a delivery app more interesting if it delivered everything? For example, grocery stores, pharmacies, pet shops, ...



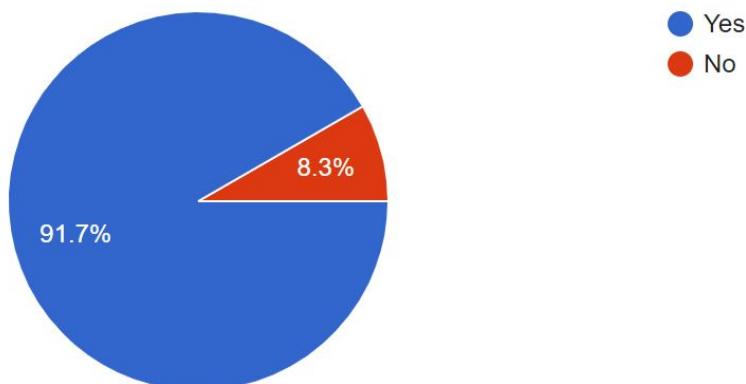
- VII. If given the option, would you like to order from a non-listed restaurant or store on the app?



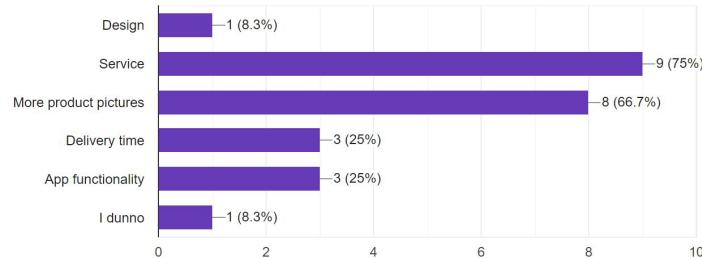
- VIII. How do you feel about an extra delivery fee for non-listed restaurants and stores?



- IX. Would you be interested in the delivery app, which really delivers everything?



- X. Looking at the apps that we have on the market today (Uber Eats, DoorDash, Skip the Dishes, ...). What do you think could be improved?



- XI. Do you have any suggestions for further improvements in the delivery app service?

Proximity notification
 Possibly including ratings on items as well so you know without having to leave the app whether this is a good product or not
 I always find delivery apps very boring - Some kind of personal touch/interaction like an avatar/assistant or something like that.
 I think with more pictures it would look more appealing
 Like skip the dishes where you can see where you delivery driver is.

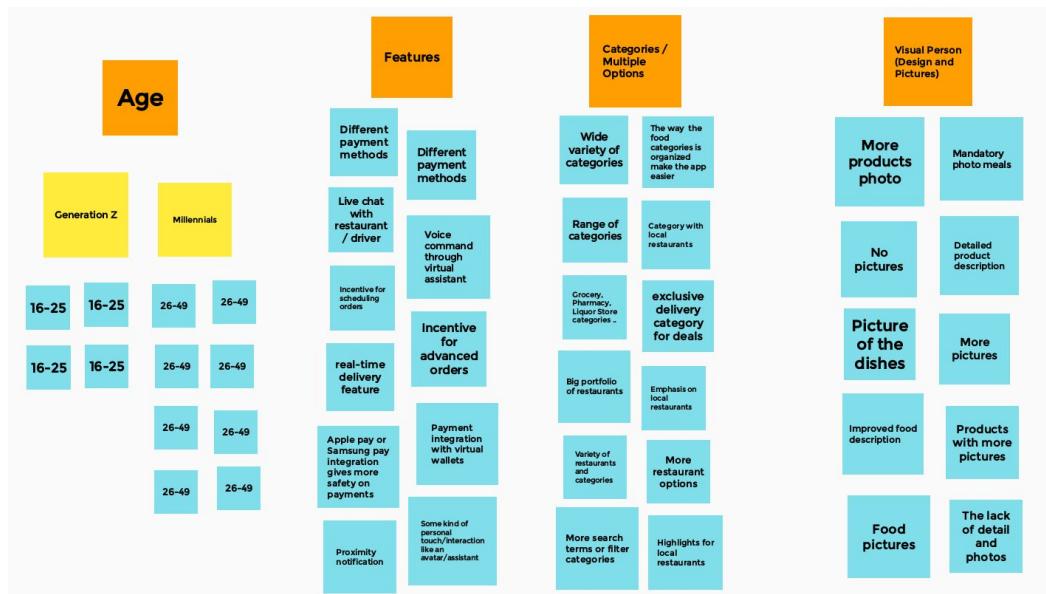
3. Competitive Analysis

zippy	Competitive Analysis					
	Assortment	Tracking Order	Voice Command (Alexa and Google Home)	Payment	Food Discovery	
Uber Eats	Restaurants, Convenience and Liquor Store	Real-time Tracking and Proximity Notification	Does not support virtual assistant integration	Credit or Debit Card, PayPal or Gift Cards	Only suggests restaurants using previously orders	
DoorDash	Restaurants and Convenience Store	Real-time Tracking and Proximity Notification	Does not support virtual assistant integration	Credit or Debit Card, Apple Pay or Samsung Pay, PayPal or Gift Cards	Only suggests restaurants using previously orders	
Skip the Dishes	Restaurants	Real-time Tracking	Does not support virtual assistant integration	Credit or Debit Card or Gift Cards	Only recommends restaurants	
Zippy Delivery	Restaurants, Convenience Stores, Groceries Shops, Pet Shop, Pharmacies and Liquor Store	Real-time Tracking and SMS Proximity Notification	Supports Integration with Alexa and Google Home to order by voice command	Credit or Debit Card, and Apple Pay or Samsung Pay Integration	Different ways to discover new restaurants, the food matcher works like a tinder	

4. Personas

Affinity diagram

To continue the development of the application, all the data generated through the survey and interviews will be essential to find out the themes and trends through the technique called affinity diagrams that further will be used to create the personas.



The three trends and themes that were found using the affinity diagram technique were that most of the people are very visual when using an app like this, they want to see what they are ordering. They care about new features, like different payment methods, proximity notifications, voice command through virtual assistants and most of the people like things well categorized, making it easy to find what they are looking for and also to discover new restaurants or stores.

Personas

Through the result obtained with the creation of the affinity diagram it was possible to create the personas below that further can be used for the development of the application.

**Profile:**

Age: 28 years old
 Profession: Digital creator (YouTube)
 Marital status: Single
 Ethnicity: African American
 Language: English and French
 City: Vancouver, BC
 Country: Canada

PAUL

Buyer

Characteristics:

- Technology/Games content creator for YouTube.
- Has 1 laptop for personal use and 2 desktop computers for work.
- Present on social media for work and personal use.
- Lots of knowledge in technology and games.
- Lives by himself in an apartment outside downtown.
- Appreciates good foods.

Needs:

- Needs to see pictures of the dishes / products and detailed information.
- Being able to get notifications of deals and new restaurants.
- Check restaurants / stores opened easily.
- Wide variety of categories (Restaurants, Grocery, Pharmacy, ...)
- Payment integration with Apple Pay.
- Real-time tracking and proximity notification.

Pain points:

- Finding the time to cook something to eat.
- The lack of details and photos in the products.
- Usually don't eat at the right times.

**Profile:**

Age: 26 years old
 Profession: Business Woman (Cosmetic)
 Marital status: Married (One children)
 Ethnicity: White
 Language: English
 City: Vancouver, BC
 Country: Canada

JENNY

Buyer

Characteristics:

- Businesswoman in cosmetics business.
- Has 2 laptops and smartphones (work + personal).
- Present on social media for work and personal use daily.
- Lots of knowledge of cosmetics and retail.
- Lives with her husband and daughter in a house outside the town.
- Appreciates hight quality foods.

Needs:

- Needs detailed information of what she is buying.
- Pre-order options, she is a planner.
- High quality foods.
- Places that has special dishes for kids.
- Notification of new restaurants/stores available.
- Real-time tracking and proximity notification.

Pain points:

- Always looking for good quality, but know if something is expensive.
- Wants to receive special treatment.
- Rates missing orders.
- Long waiting.

5. Day-In-The-Life

Paul's DITL – On a week day

- I. 08:30am: Paul wakes up in his apartment and take a shower.
- II. 09:00am: He goes to the gym, to get some exercise.
- III. 10:00am: Paul gets home and takes his breakfast.
- IV. 10:15am: He starts to read his emails and check the social media.
- V. 11:00am: Starts planning the video to be recorded on the week.
- VI. 02:00pm: Takes his lunch.
- VII. 02:45pm: Starts to record some videos for his YouTube channel.
- VIII. 05:00pm: He takes a break to browse on the internet and takes his dog for a walk.
- IX. 08:00pm: Starts a gaming live stream.
- X. 09:30pm: Finishes his live stream and starts looking for something to eat in his smartphone.
- XI. 09:45pm: He orders his favorite Japanese food.
- XII. 10:15pm: His food arrives.
- XIII. 11:30pm: Paul goes to the bed.

Jenny's DITL – On a week day

- I. 07:00am: Jenny wakes up in her house and takes a shower.
- II. 07:30am: She meets her personal trainer at the gym.
- III. 09:00am: Takes breakfast with her family.
- IV. 10:00am: Arrives in her company and starts to read her personal and work emails.
- V. 12:00pm: Take lunch in Italian restaurant close to her company.
- VI. 02:00pm: She starts a meeting with her team.
- VII. 02:30pm: Monitors the development of her company's product and projects.
- VIII. 04:20pm: Pick up her daughter in the kindergarten.
- IX. 07:00pm: She starts looking for something to eat in her smartphone.
- X. 07:30pm: Order a dinner for her family.
- XI. 08:00pm: Her dinner arrives.
- XII. 09:00pm: She watches a little bit of her favorite TV show with her husband.
- XIII. 10:15pm: Jenny goes to the bed.

6. User Stories

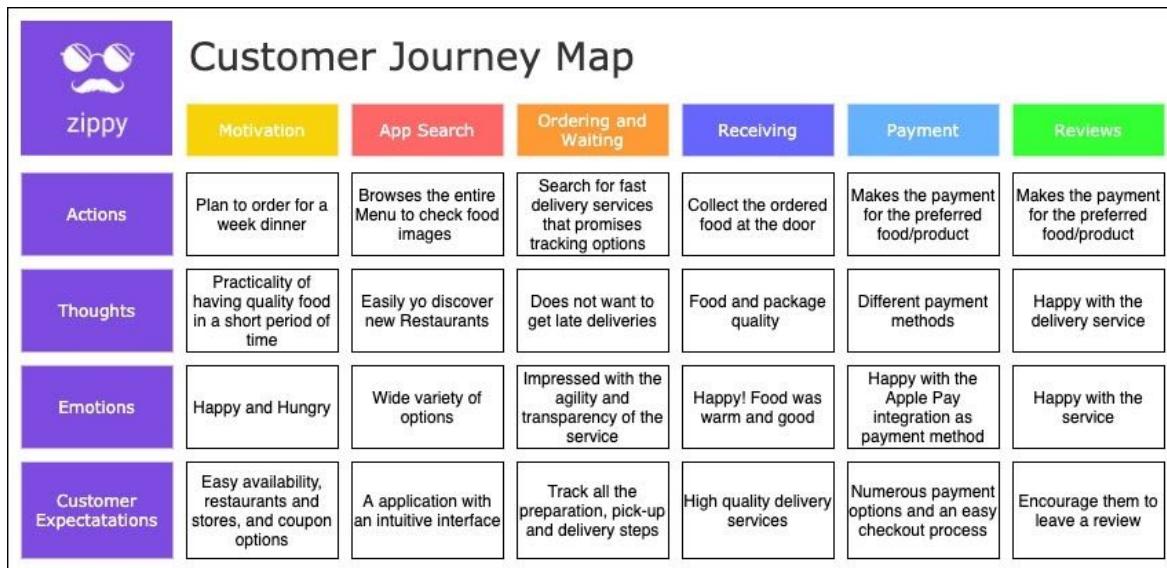
Paul's User Stories

- As a tech enthusiast I want more apps that work with voice command so that I can use my virtual assistant.
- As a dog owner I want more options to check deals so that I can expand my money better.
- As a video creator I want more visual detailed information so that I can see what I'm ordering.

Jenny's User Stories

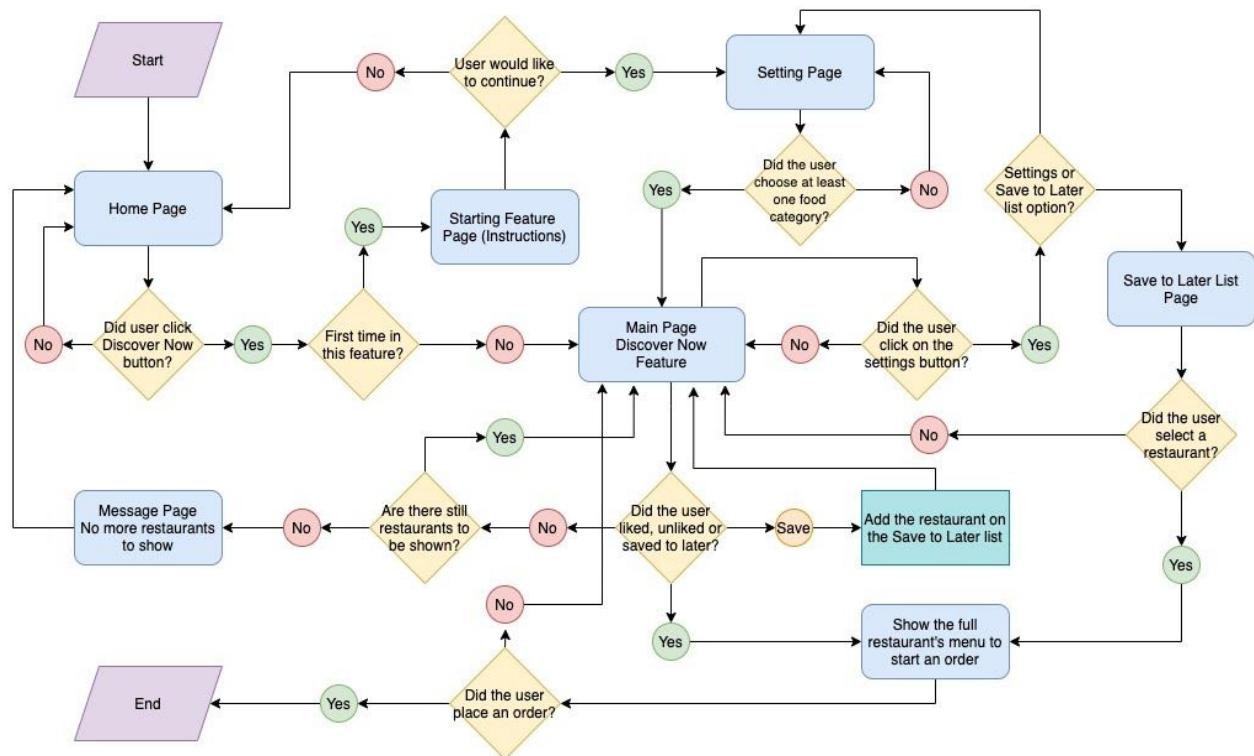
- As a business woman, I want to pre-order meals so that I can keep my schedule on time.
- As a mobile phone user, I want more safe payment methods by phone so that I can purchase with less worries.
- As a mom, I want more pharmacy products available for delivery so I can order in case needed.

7. Customer Journey Map

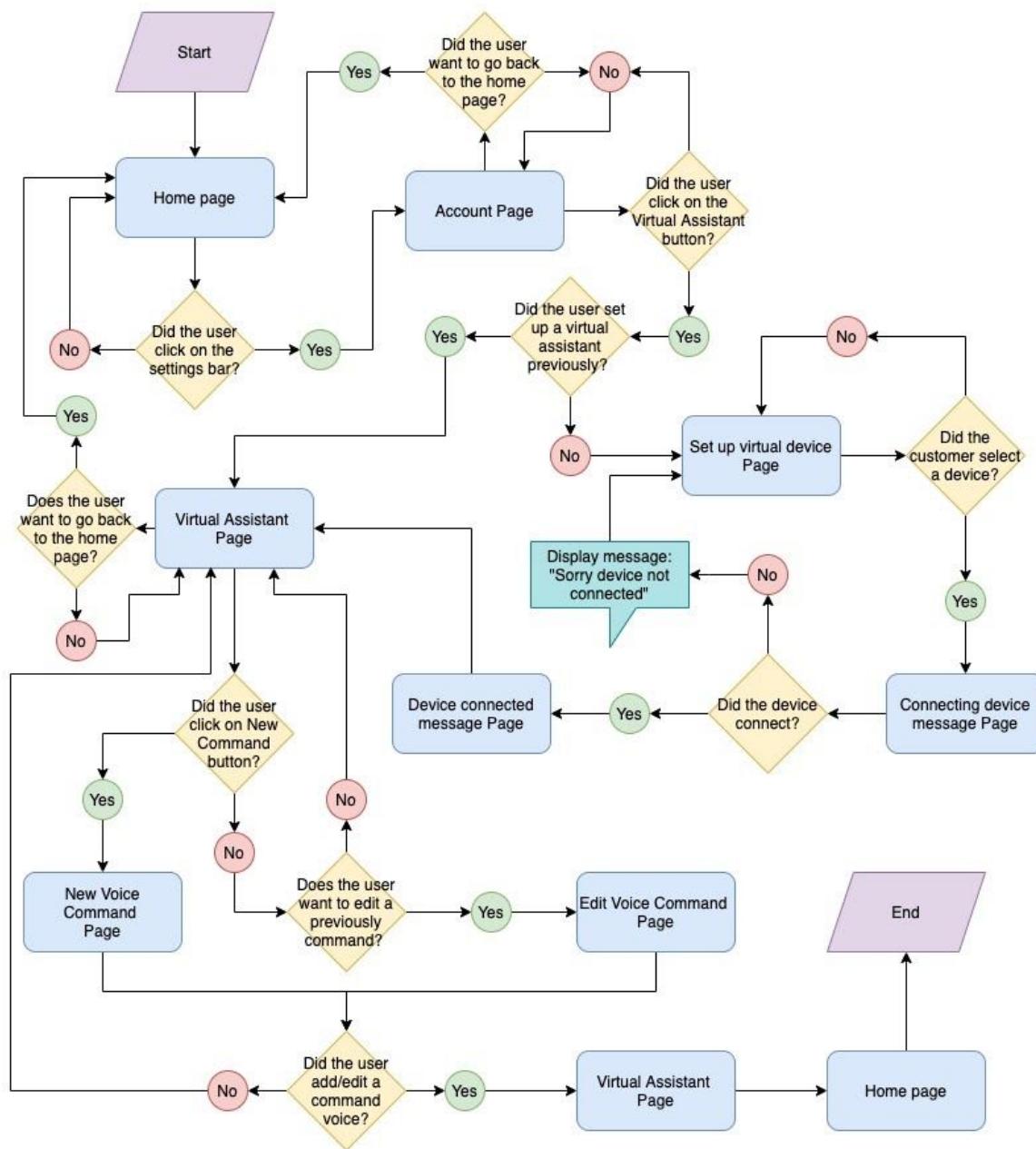


8. User Flows

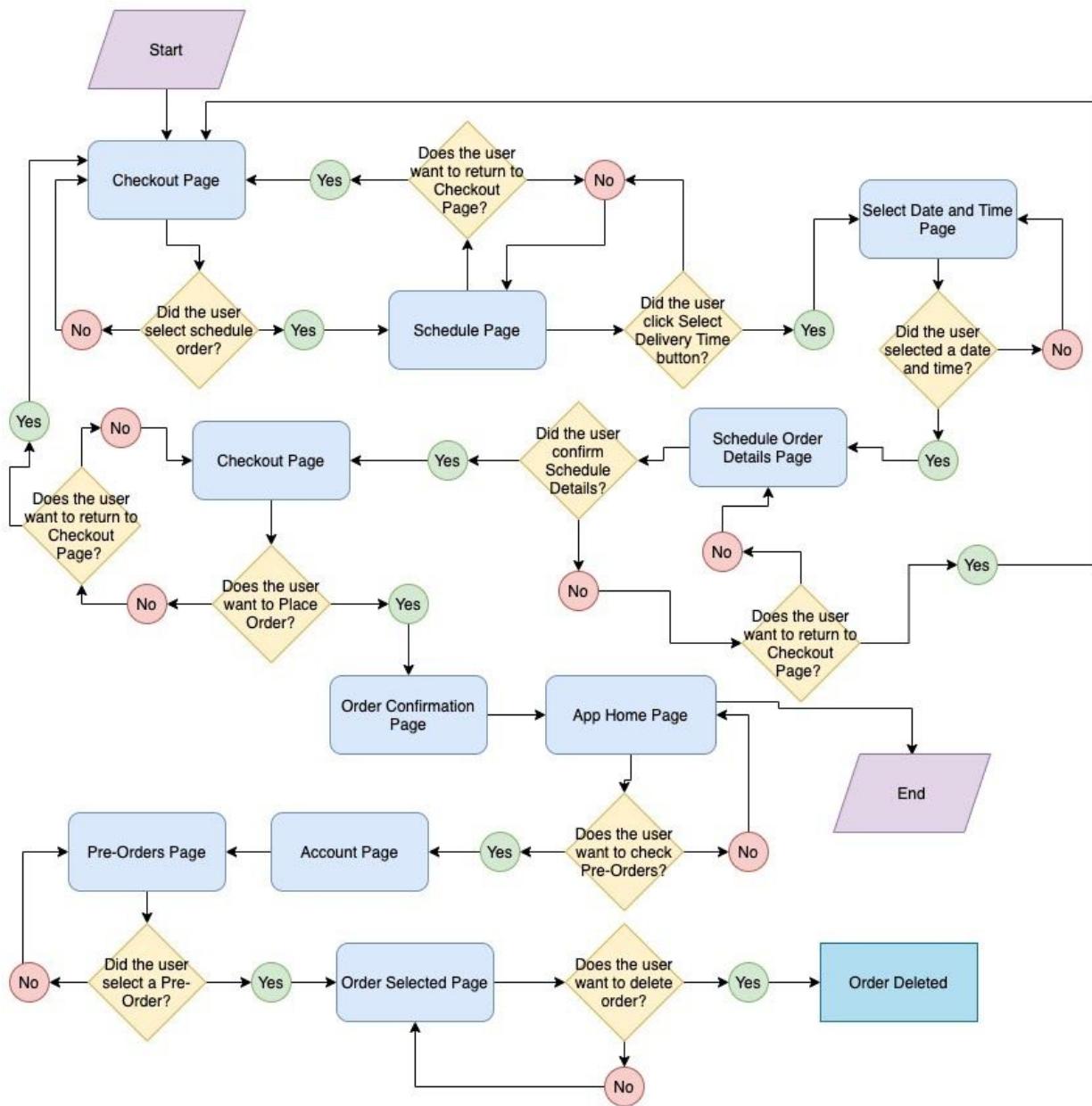
Food Matcher



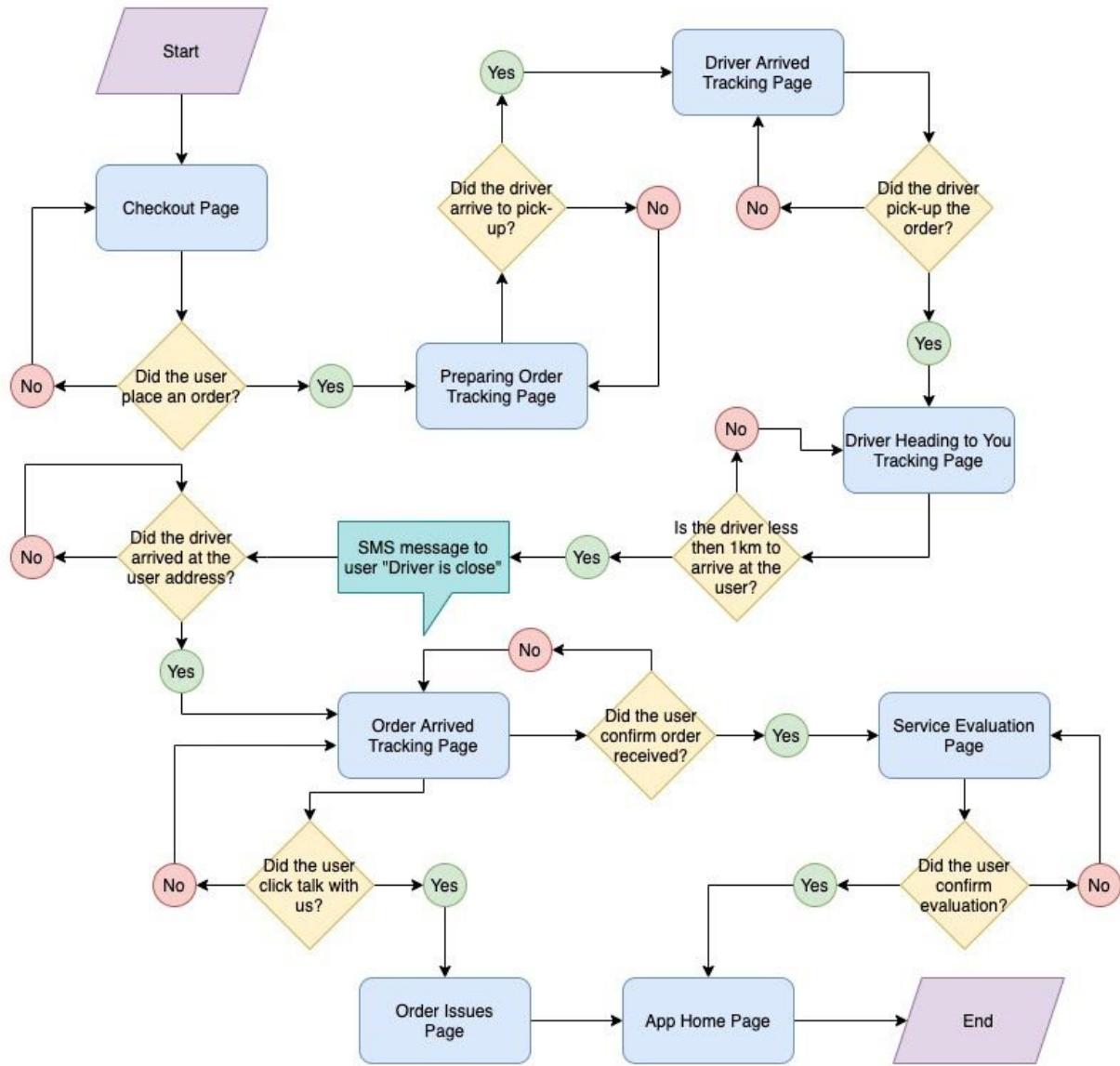
Voice Command



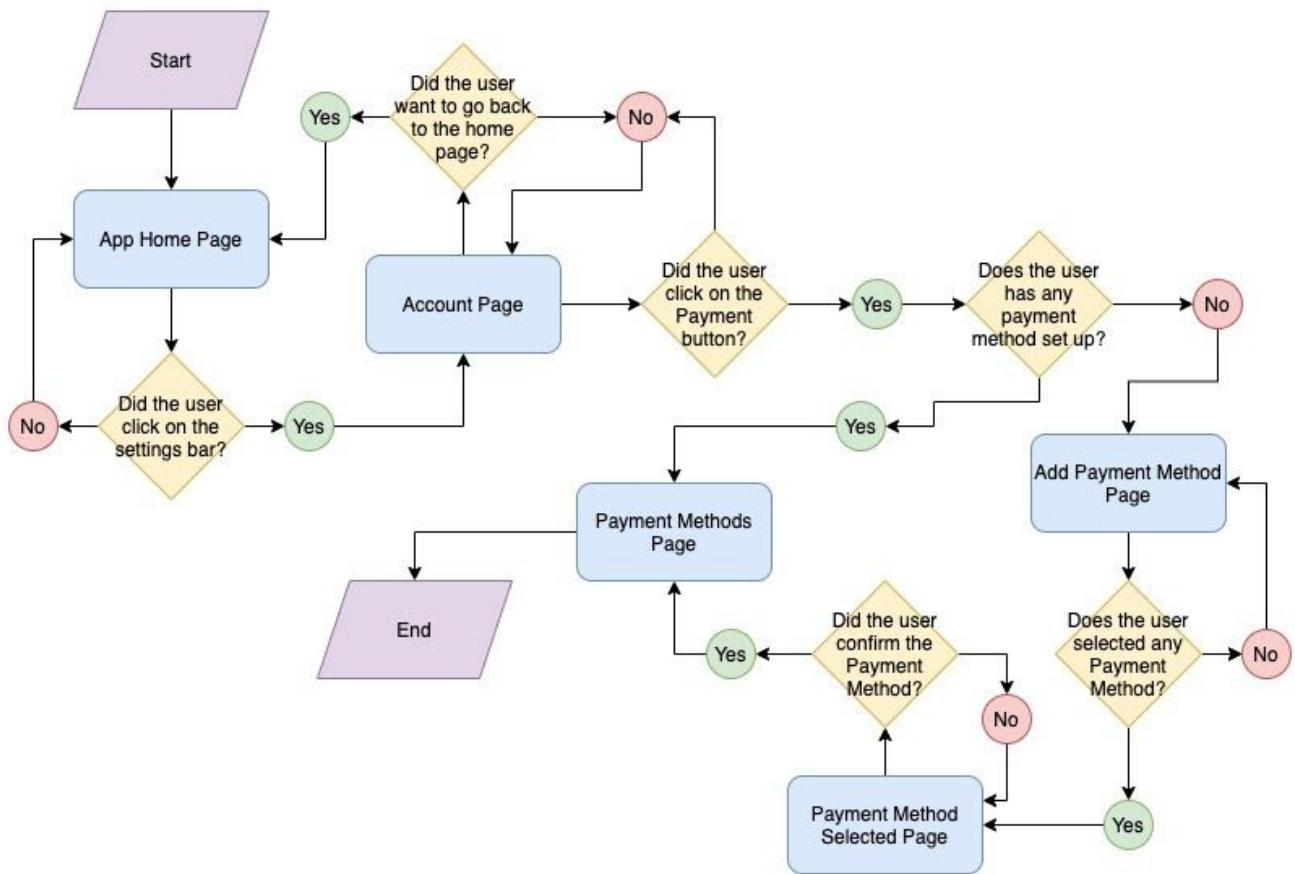
Pre-Order



Real-time Tracking Order and Proximity Notification



Virtual Wallet Integration



9. Concept Drawings & Initial Digital Concept

The drawings and designs below represent the first stages in the development of the application, the first sketches of creating the user interface.

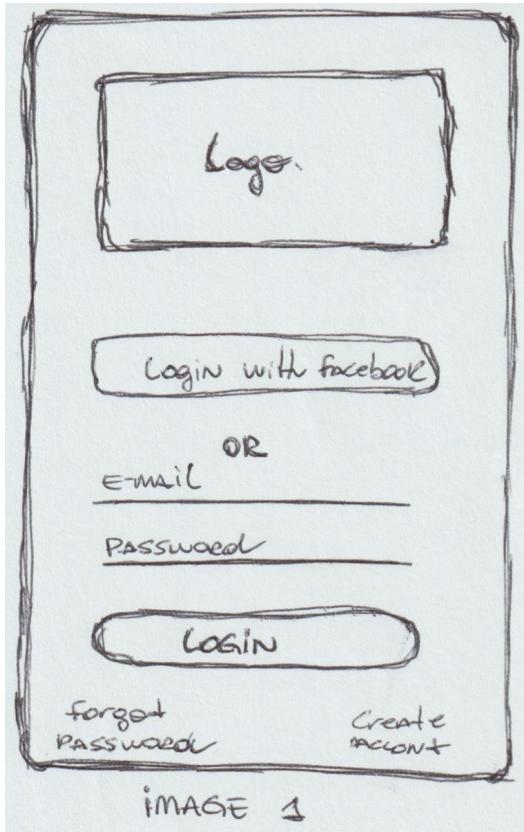


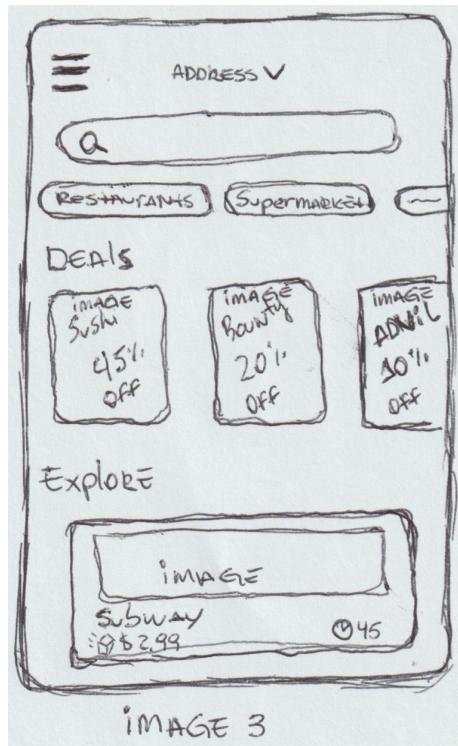
IMAGE 1



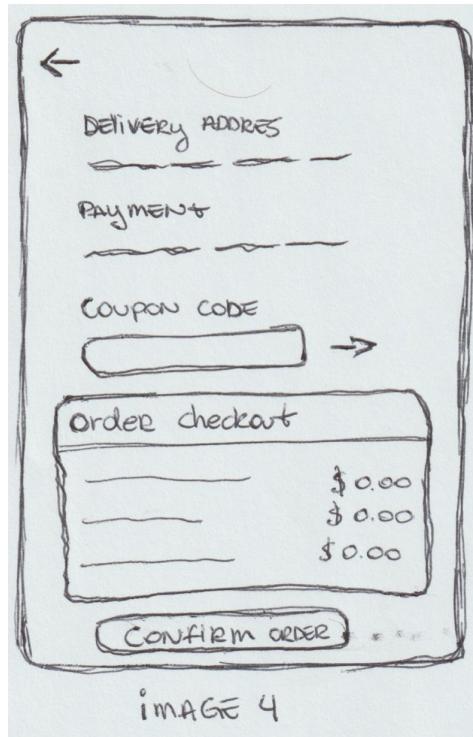
IMAGE 2

Login Concept Screen.

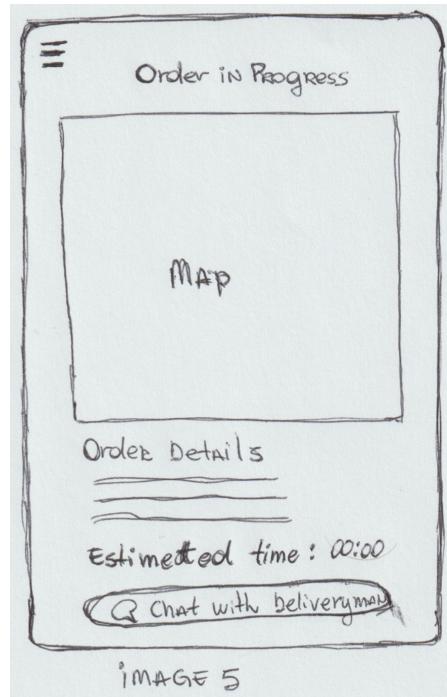
Register Concept Screen.



First Home Screen Concept.

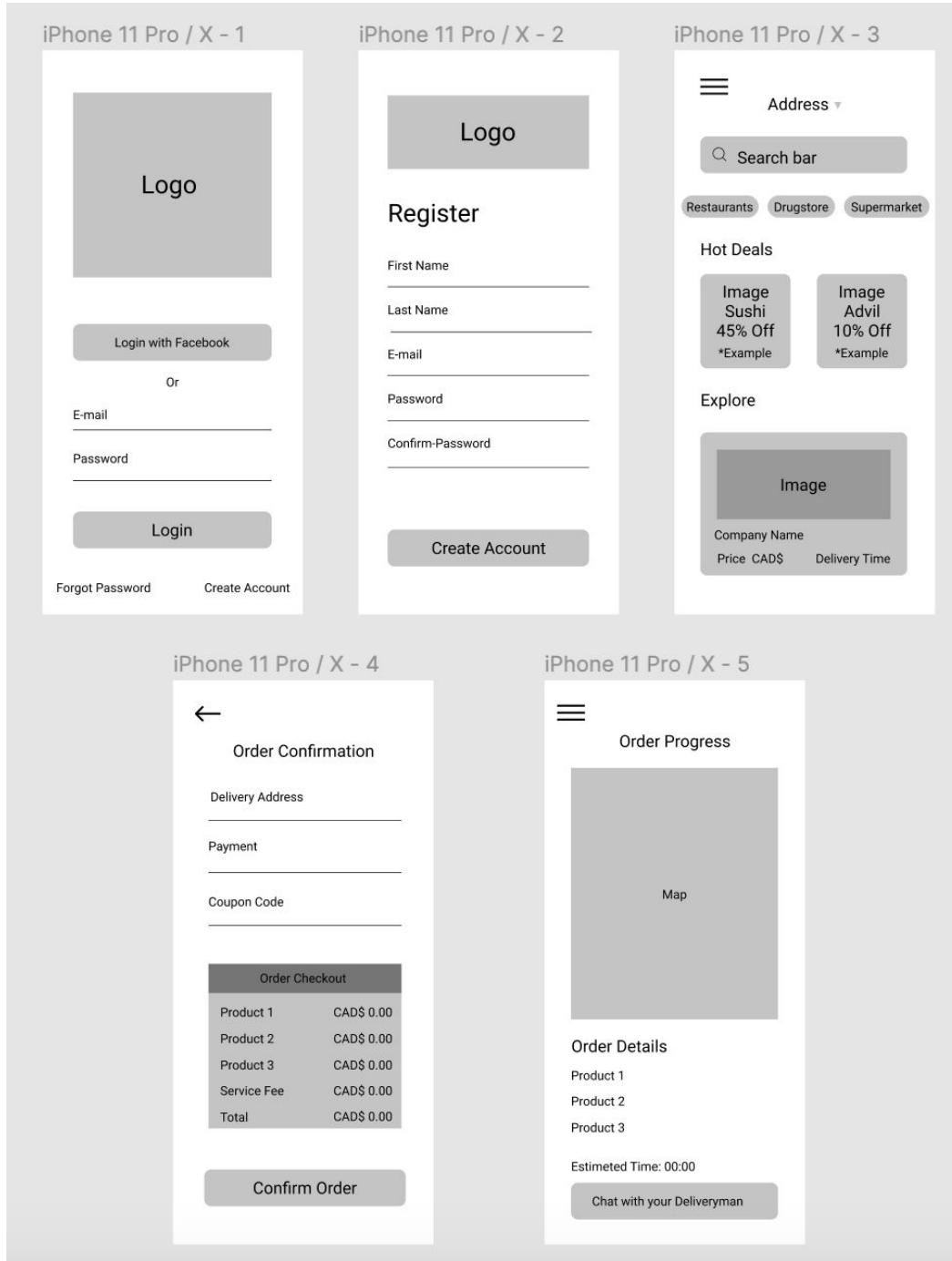


First Checkout Concept Screen.



First Tracking Order Screen.

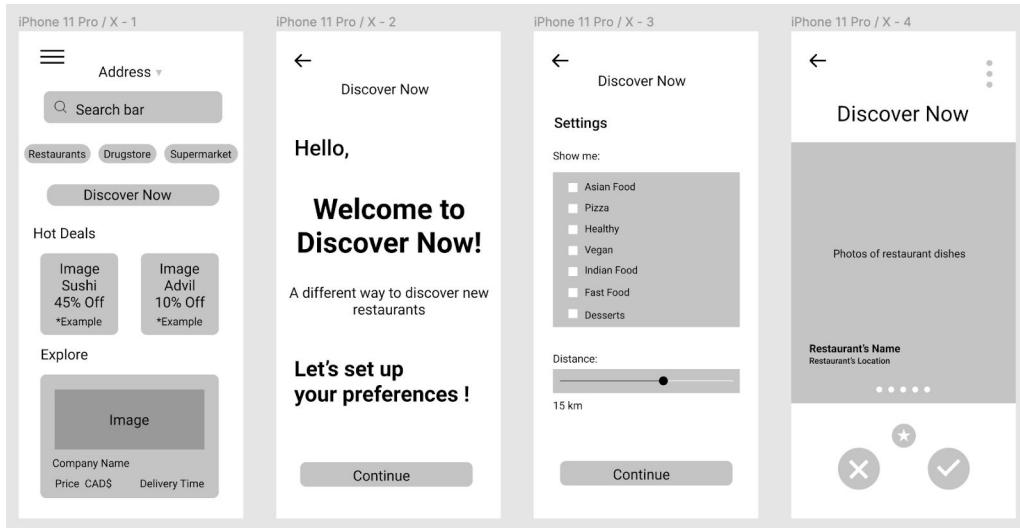
With the first sketches carried out, it was possible to start the computerized development of the first screens and actions as shown below.



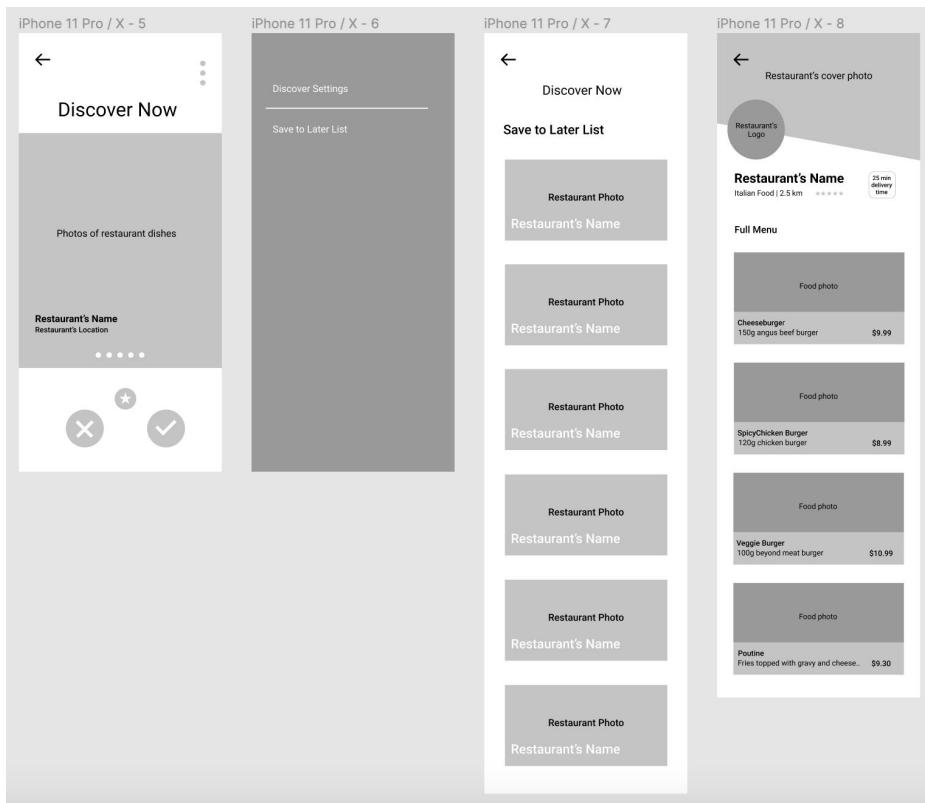
First Sketches using the software Figma.

Actions Mid-Fidelity:

Food Matcher:

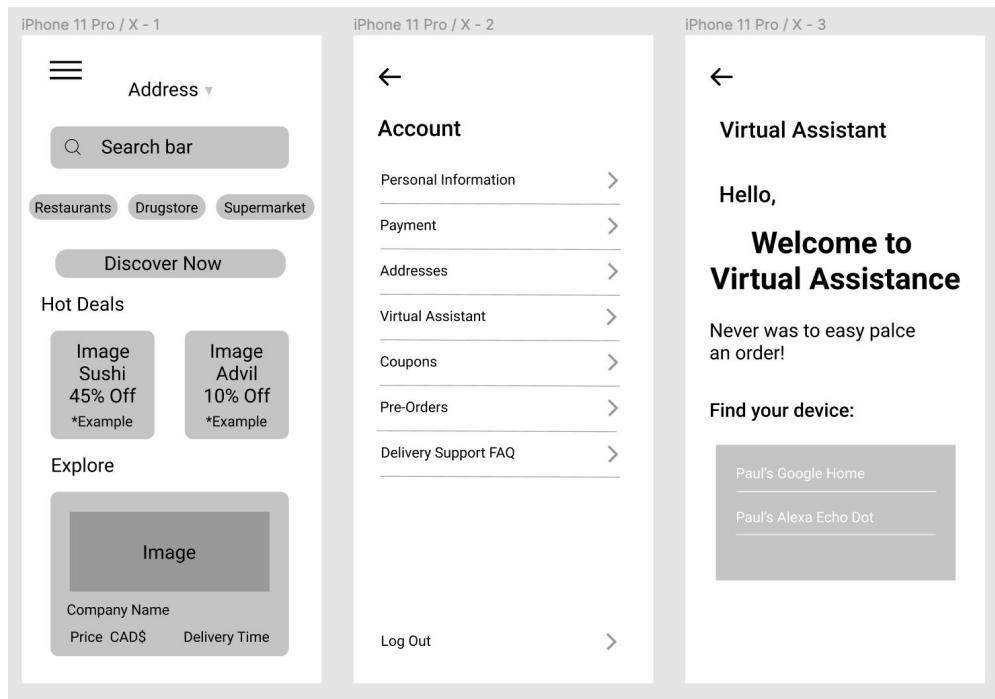


Food Matcher Mid-Fidelity Screens.

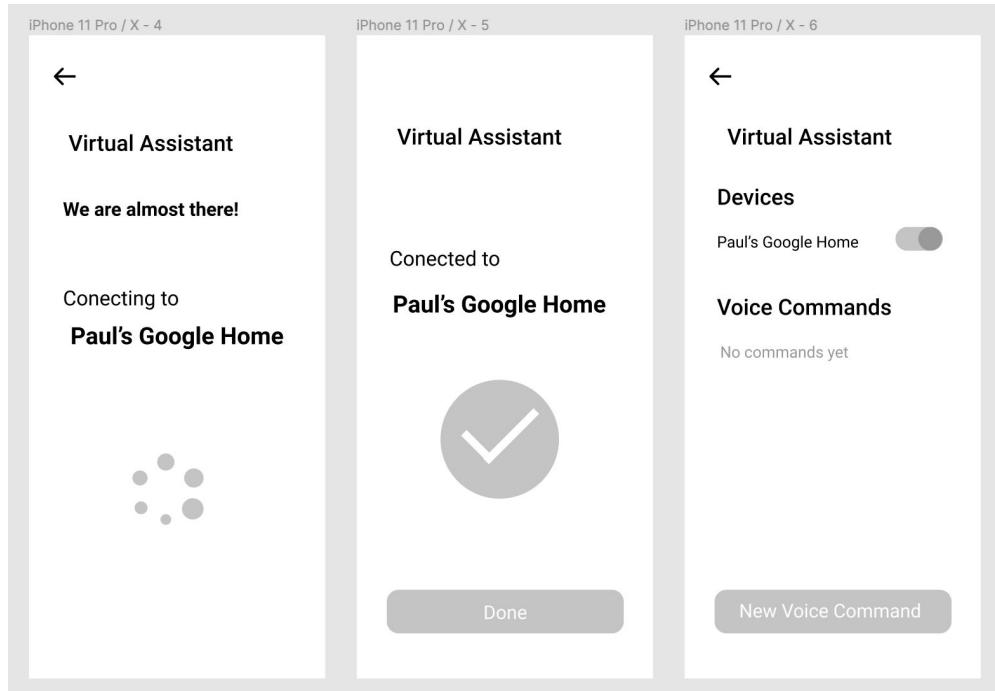


Food Matcher Mid-Fidelity Screens.

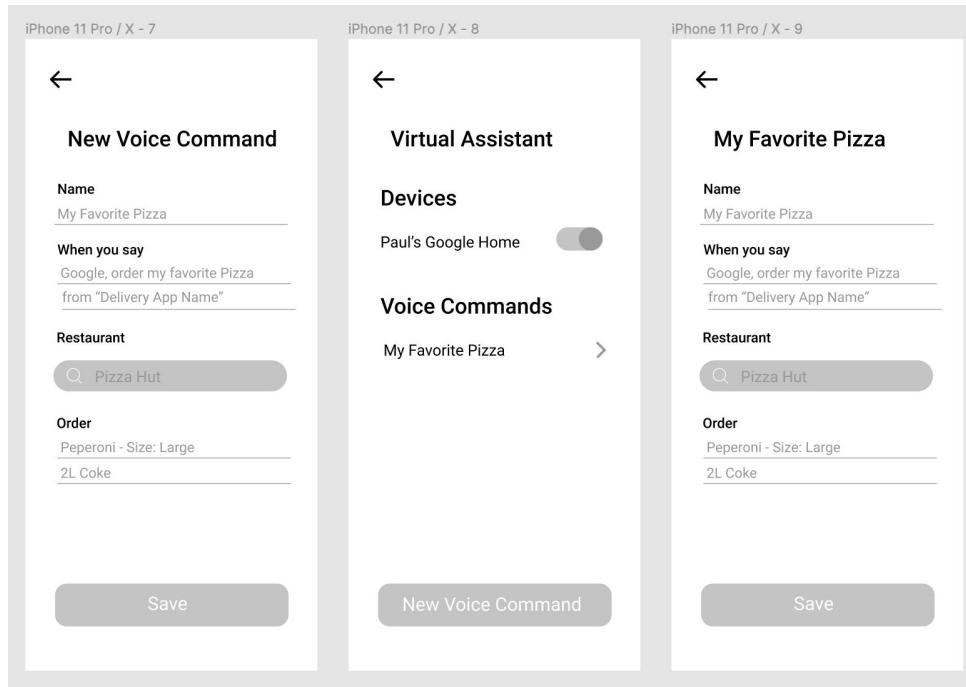
Voice Command:



Voice Command Mid-Fidelity Screens.

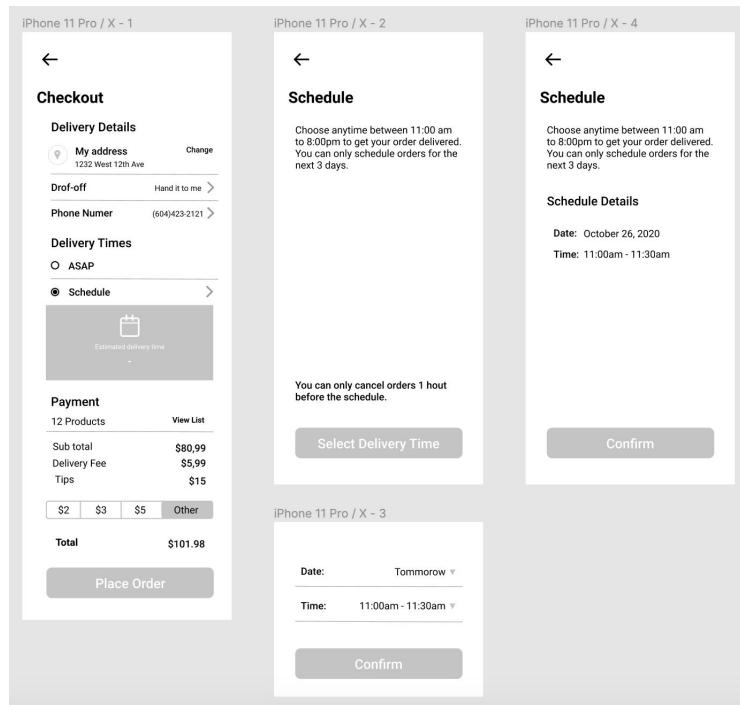


Voice Command Mid-Fidelity Screens.

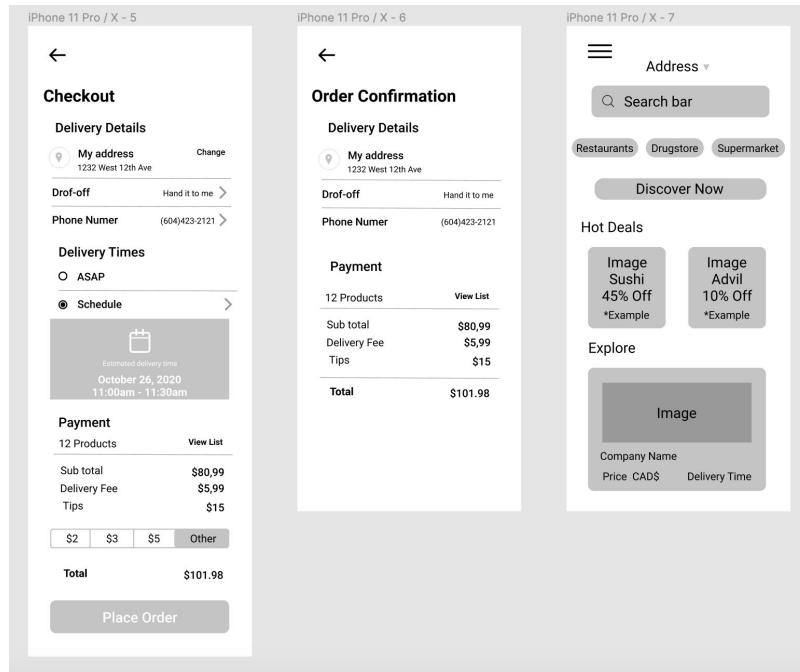


Voice Command Mid-Fidelity Screens.

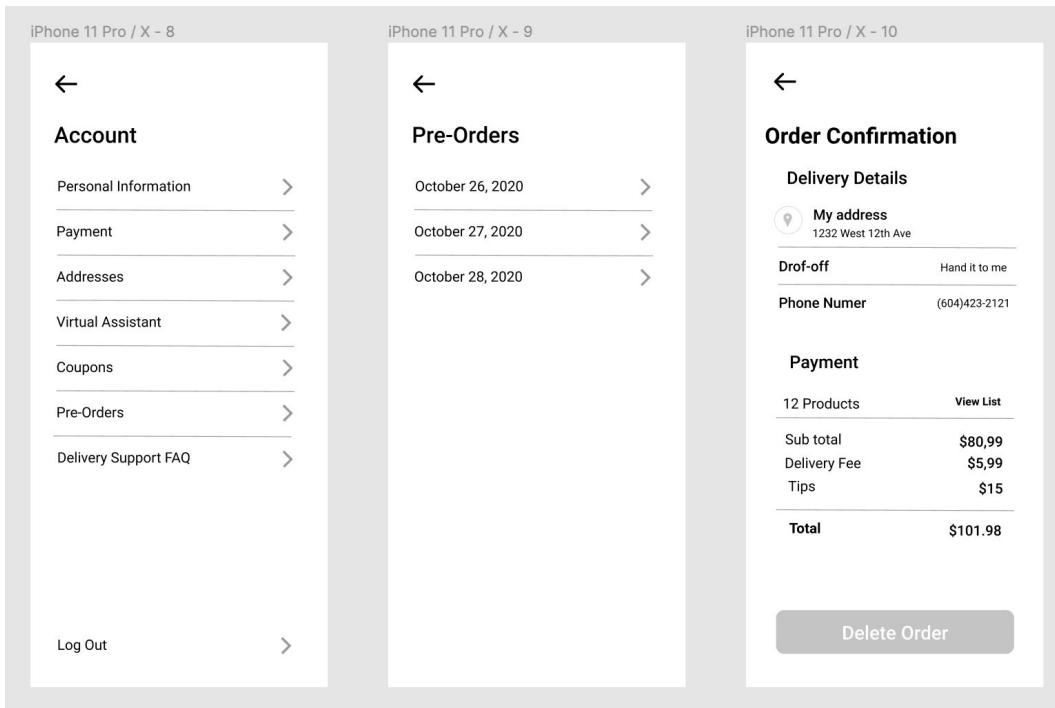
Pre-Order:



Pre-Order Mid-Fidelity Screens.

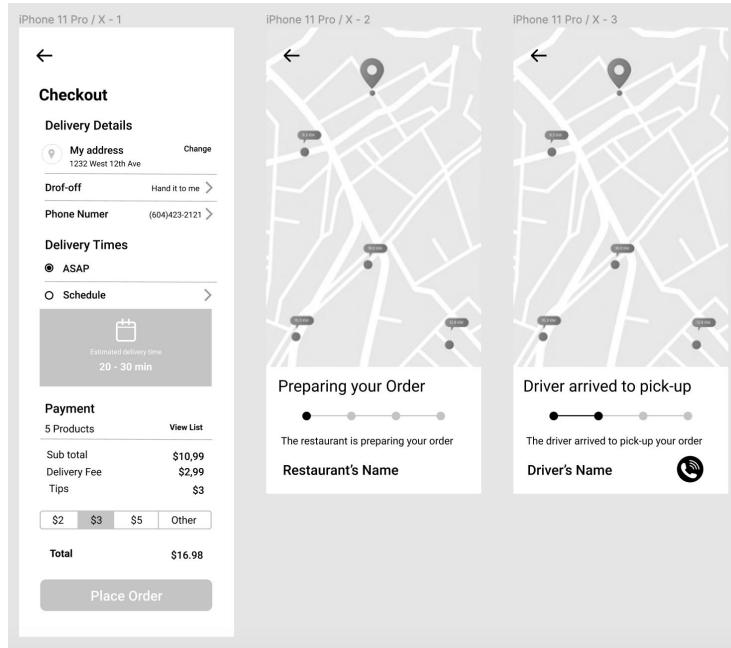


Pre-Order Mid-Fidelity Screens.

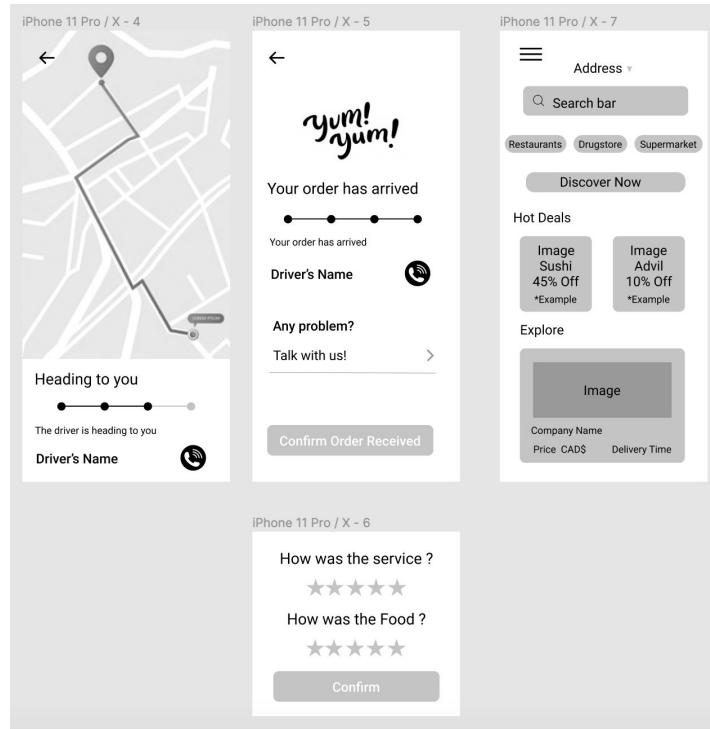


Pre-Order Mid-Fidelity Screens.

Tracking Order:

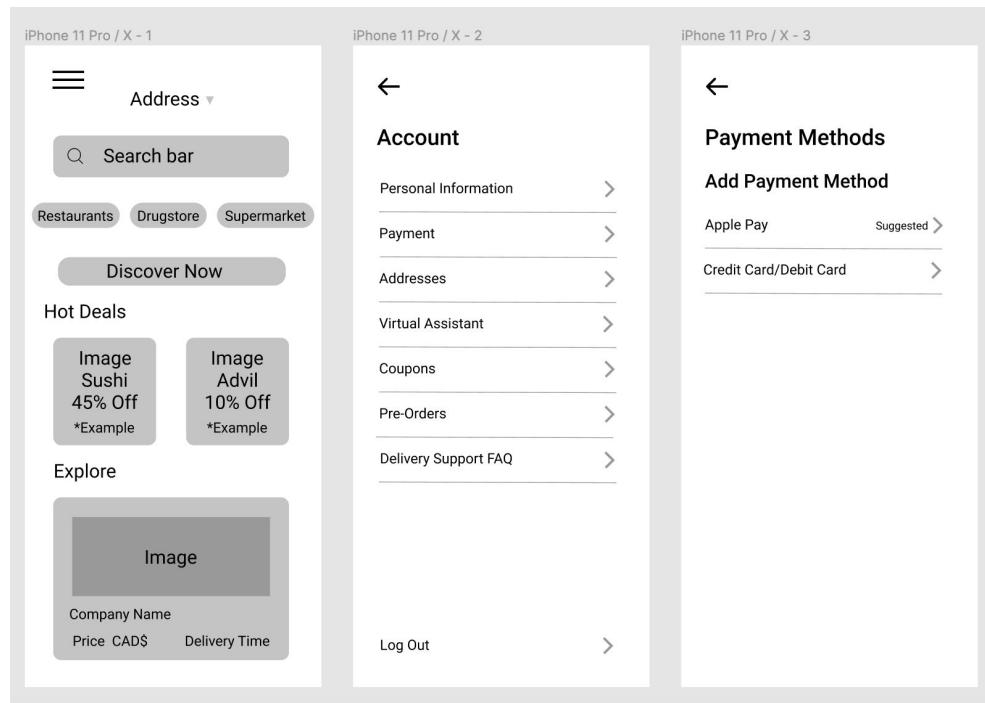


Tracking Order Mid-fidelity Screens.

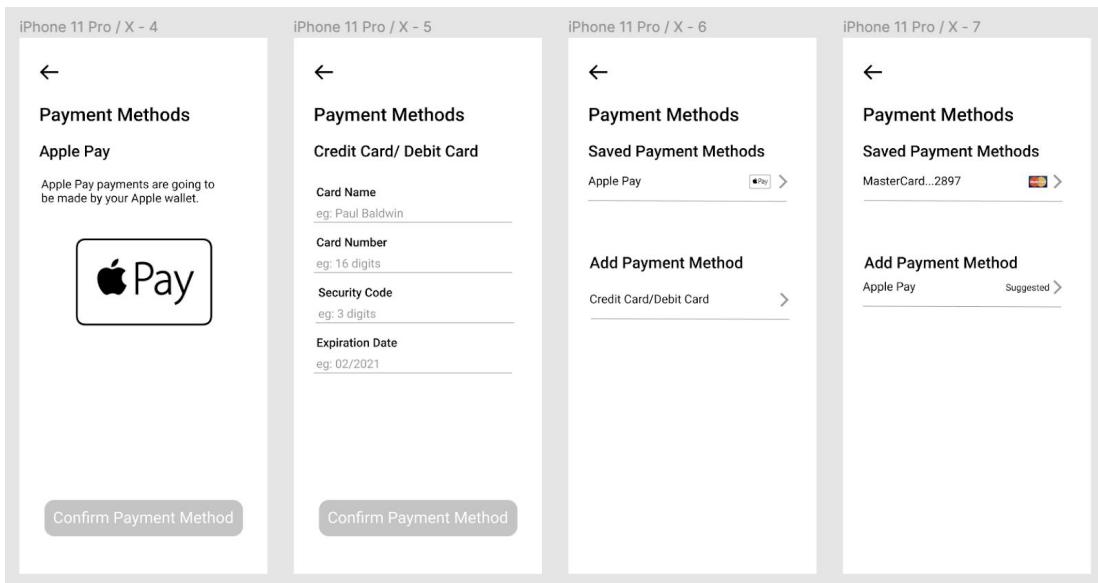


Tracking Order Mid-fidelity Screens.

Payment Methods:



Payment Methods Mid-Fidelity Screens.

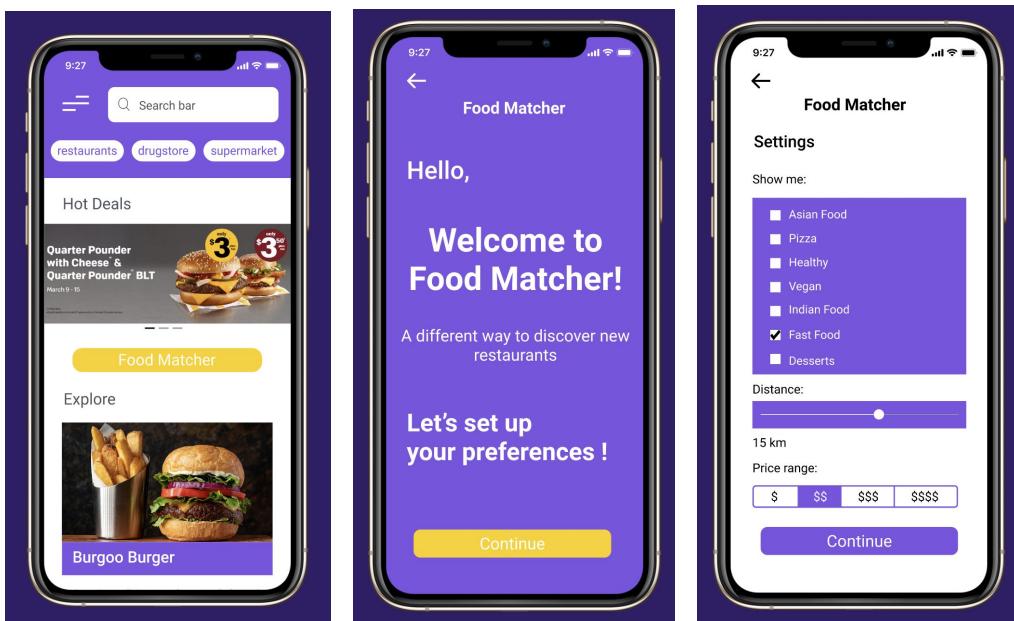


Payment Methods Mid-Fidelity Screens.

10.Design Interactions

Food Matcher

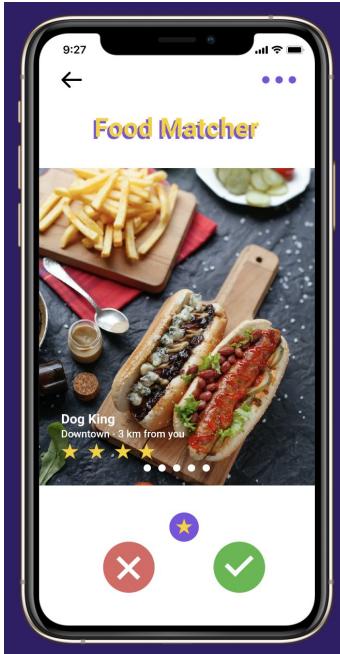
The application has a different way of finding restaurants to place an order. We know that many times when we are looking for a new restaurant, we look for hours at the apps and do not find anything new to eat. With the Discover Now option in the Flashy app, the user will find the perfect match to place their order. This function works as a tinder to find new foods and restaurants, the user will configure their preferences and distance. With these settings ready, the user will be able to swipe left if the option is not interesting, upwards if the option is to save for another occasion or swipe right if the perfect match has been found. With that, the user will have access to the full Menu of the restaurant and the option to place the order.



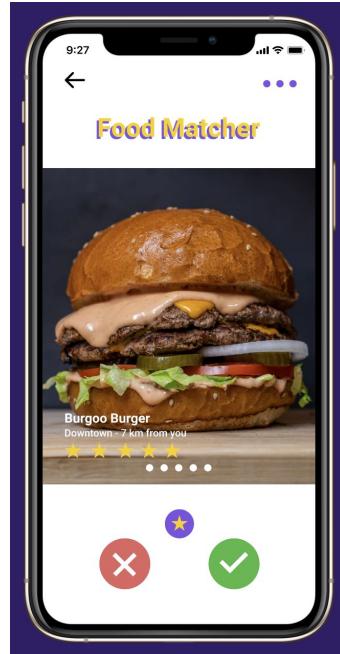
App Home Screen.

First Time Using Food Match.

Setting Food Match Preferences.



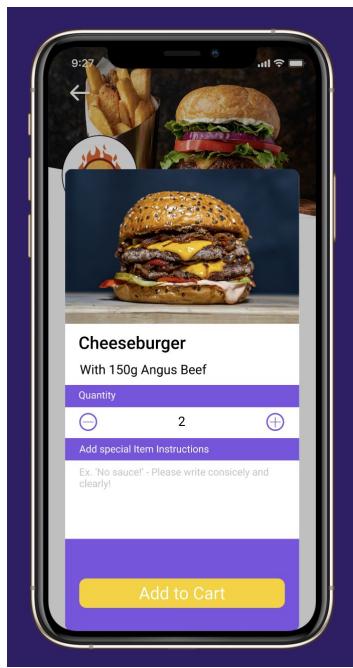
Discovering New Restaurants.



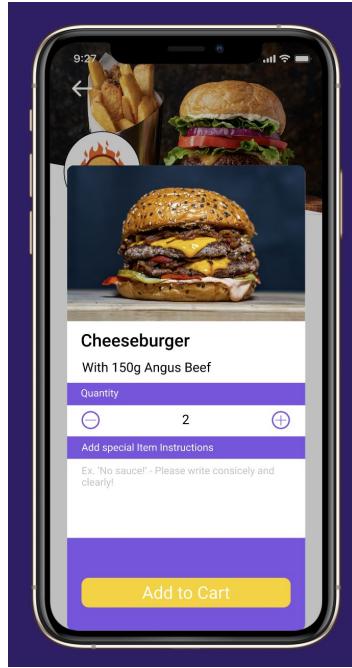
Discovering New Restaurants.



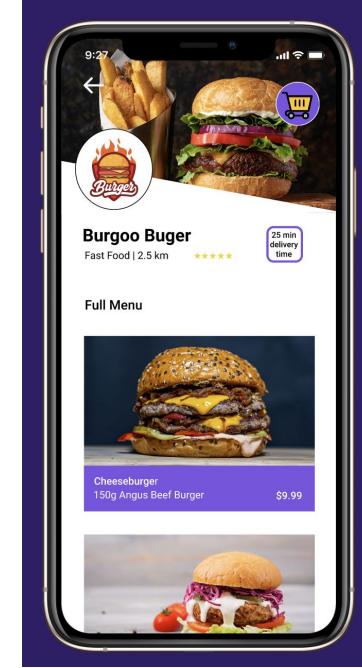
Perfect Match Open Menu.



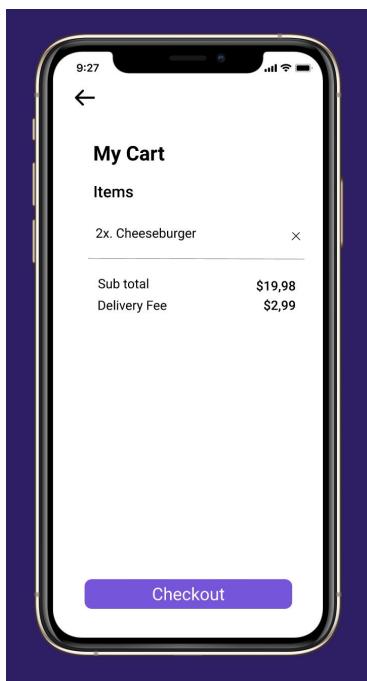
User selected cheeseburger.



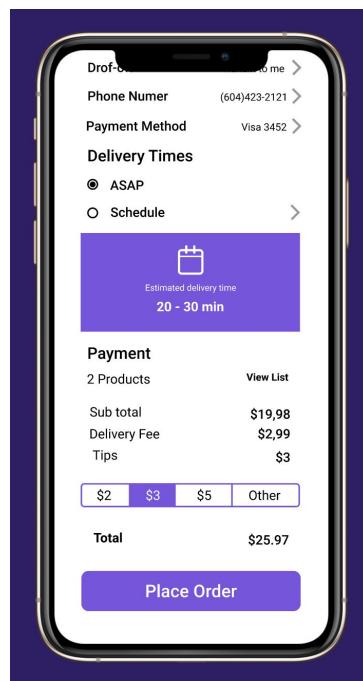
User Added cheeseburger.



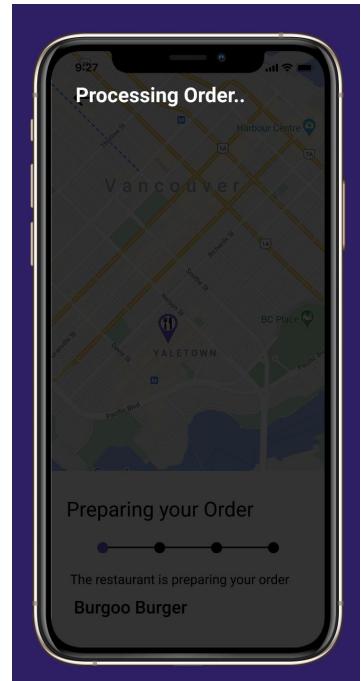
User Cart pops-up on screen.



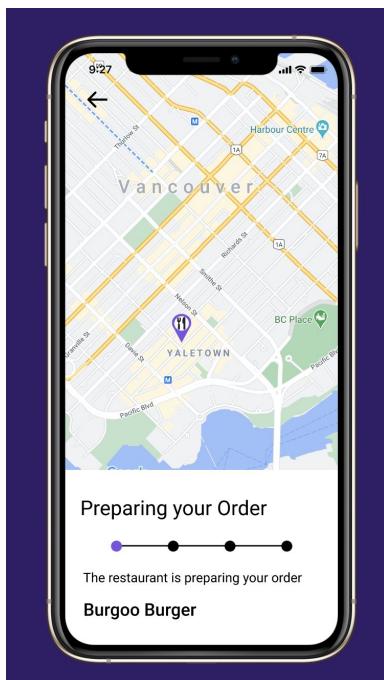
User checks the cart.



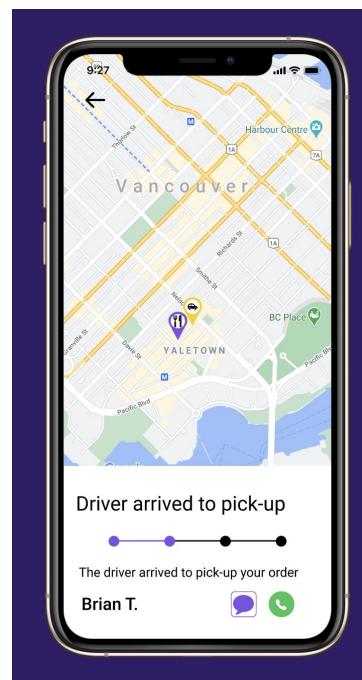
User place order.



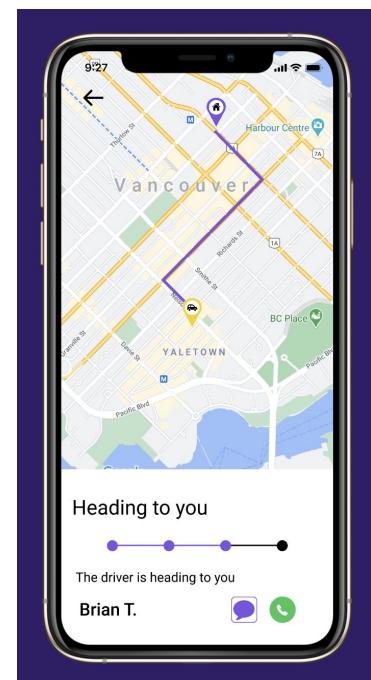
Processing Order screen.



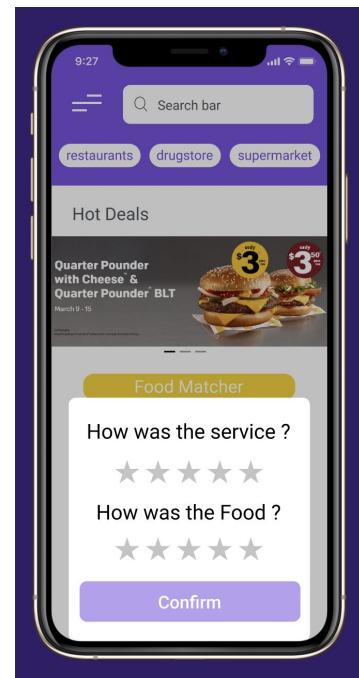
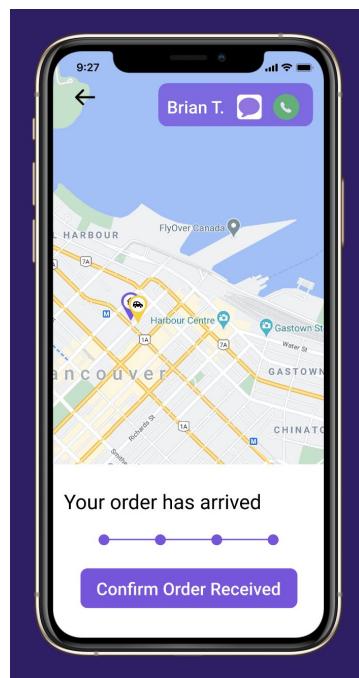
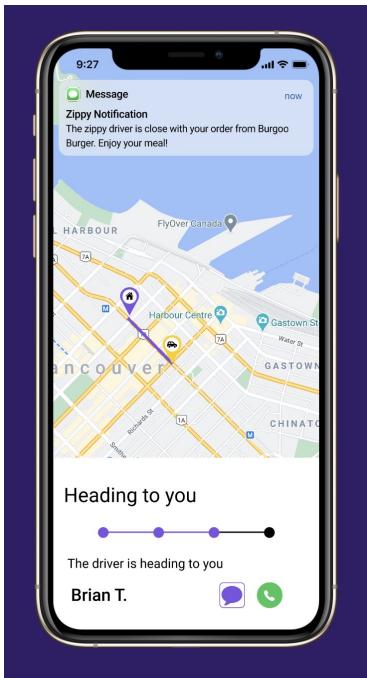
Restaurant preparing order.



Driver arrives to pick-up.



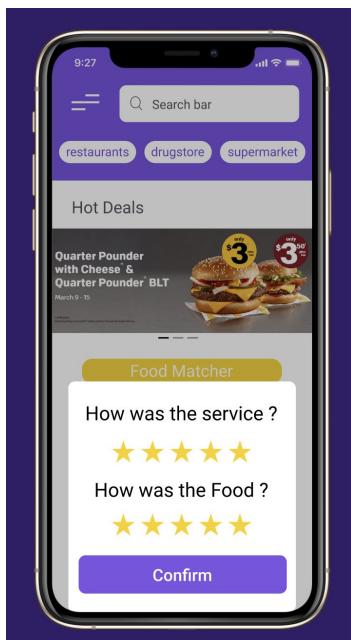
Real-time tracking order.



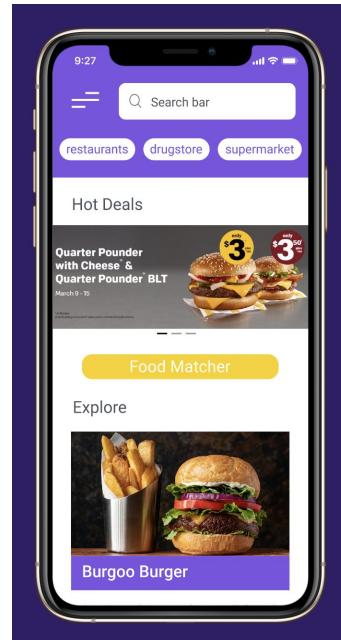
SMS proximity notification.

User confirms order received.

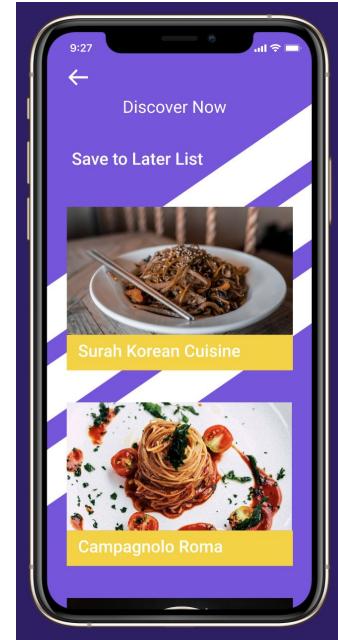
User review.



User gives feedback.



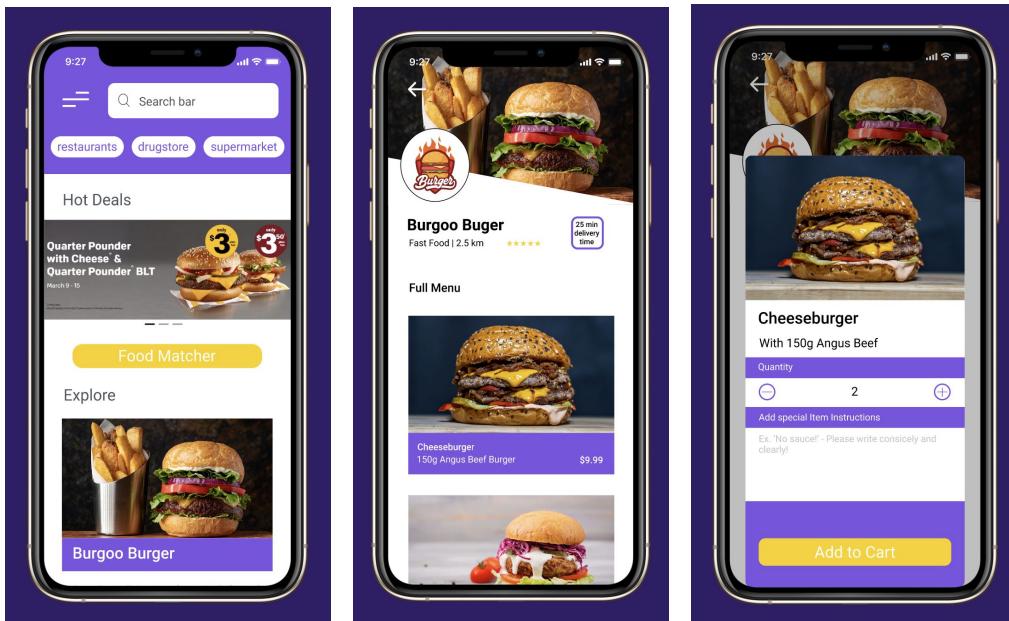
User returns to Home Screen.



Extra Screen: Save to later list.

Tracking Order

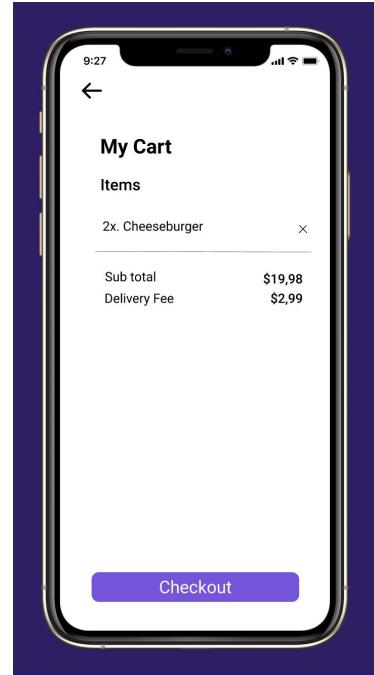
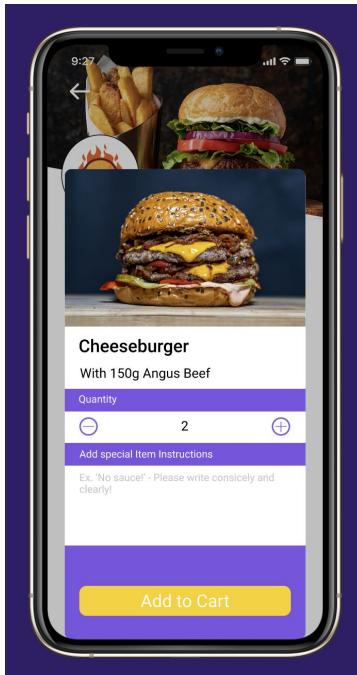
The application in order to bring more clarity to the user, brings as a feature the possibility of tracking the order step by step. After placing an order the application will provide information if the restaurant is preparing your order, when the driver arrives to pick up your order, in real time the path taken by the driver and a proximity message when the driver is less than 2 minutes away.



App Home Screen.

User selected Burgoo Burger.

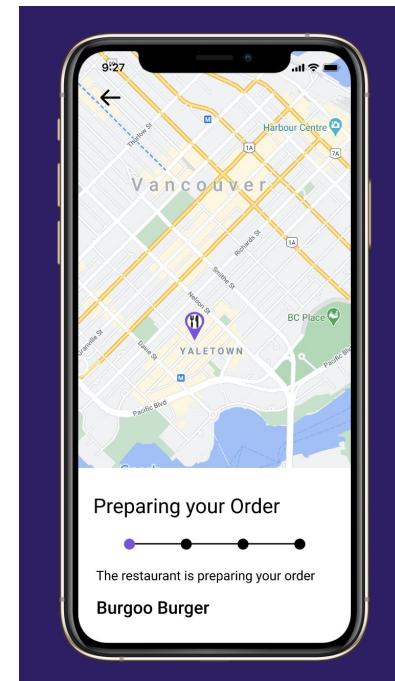
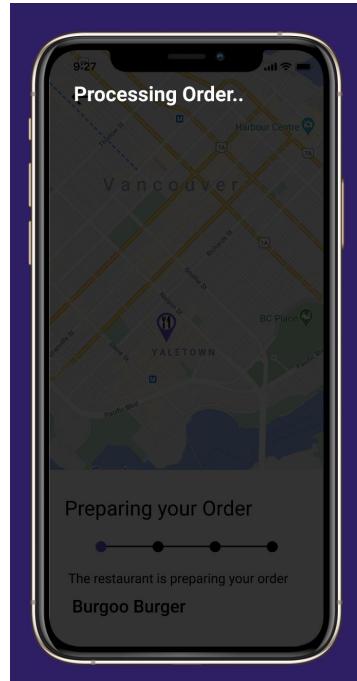
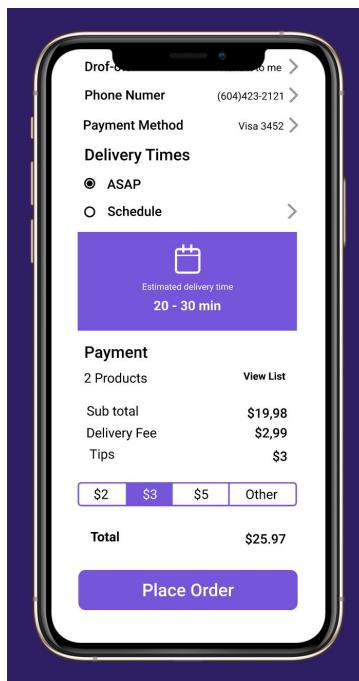
User Selected cheeseburger.



User selected 2 cheeseburgers.

User cart pop-up on screen.

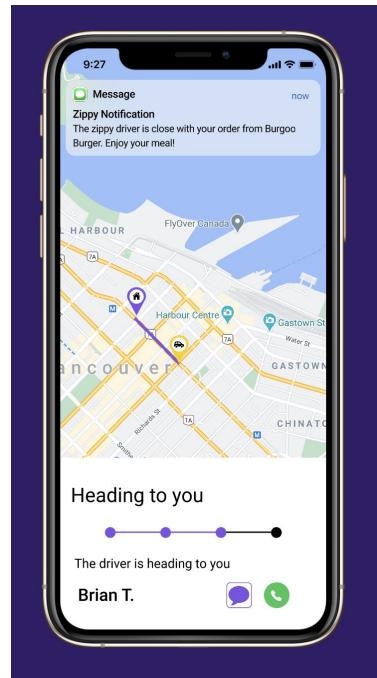
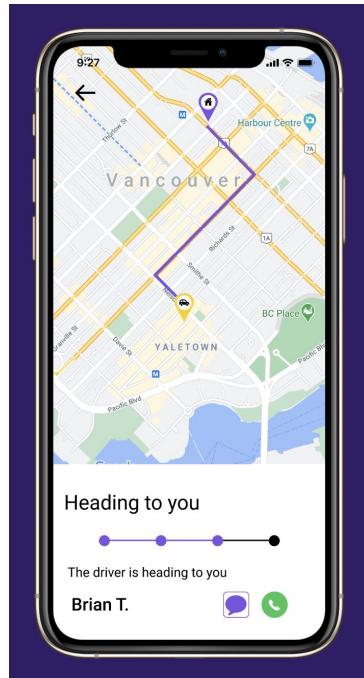
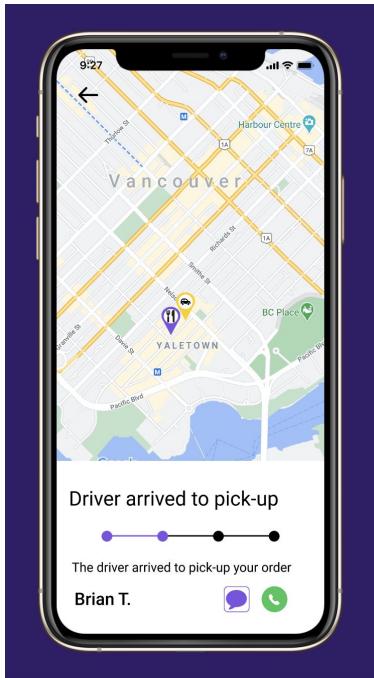
User checks the cart.



User places an order on checkout.

Processing Order Screen.

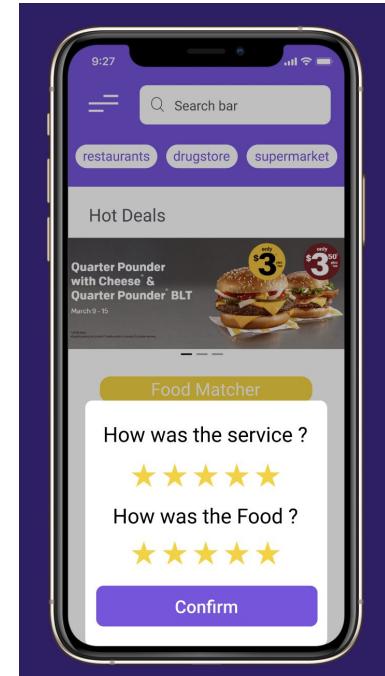
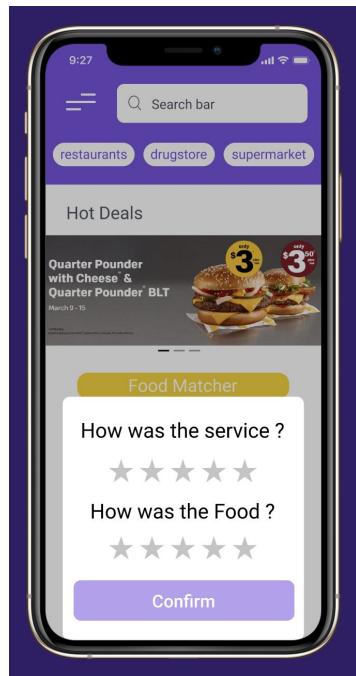
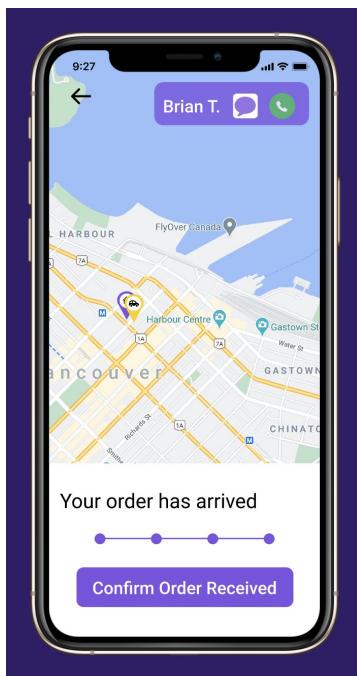
Restaurant preparing order.



Driver arrived to pick-up.

Real-time tracking order.

SMS proximity notification.



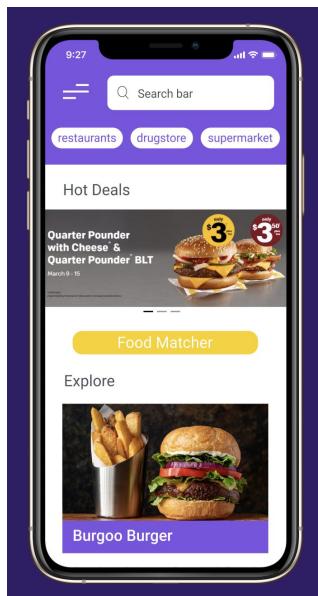
User confirms order received.

Review pop-up for the user.

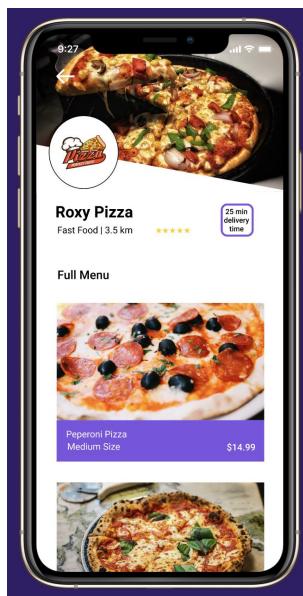
User returns Home Screen.

Pre-Order

This feature was developed for people who have a tight schedule and need to have their order scheduled. The user will normally be able to select the products he would like to order and when he arrives at the cashier he will have the option of selecting a scheduled delivery time.



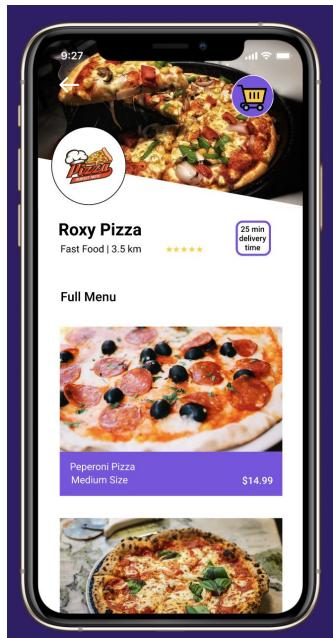
App Home Screen.



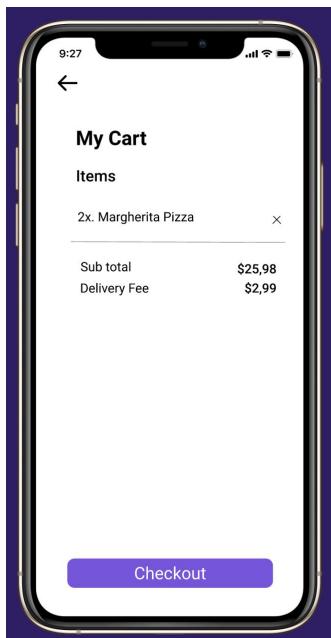
User selects the restaurant.



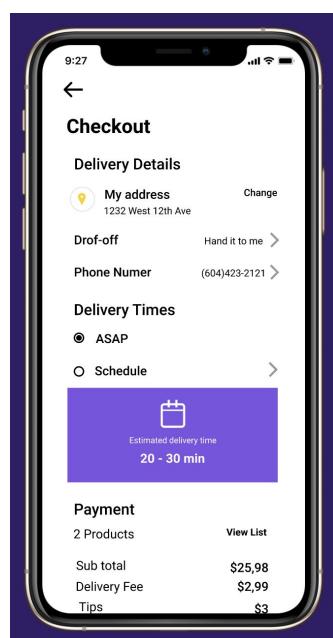
User selects the food.



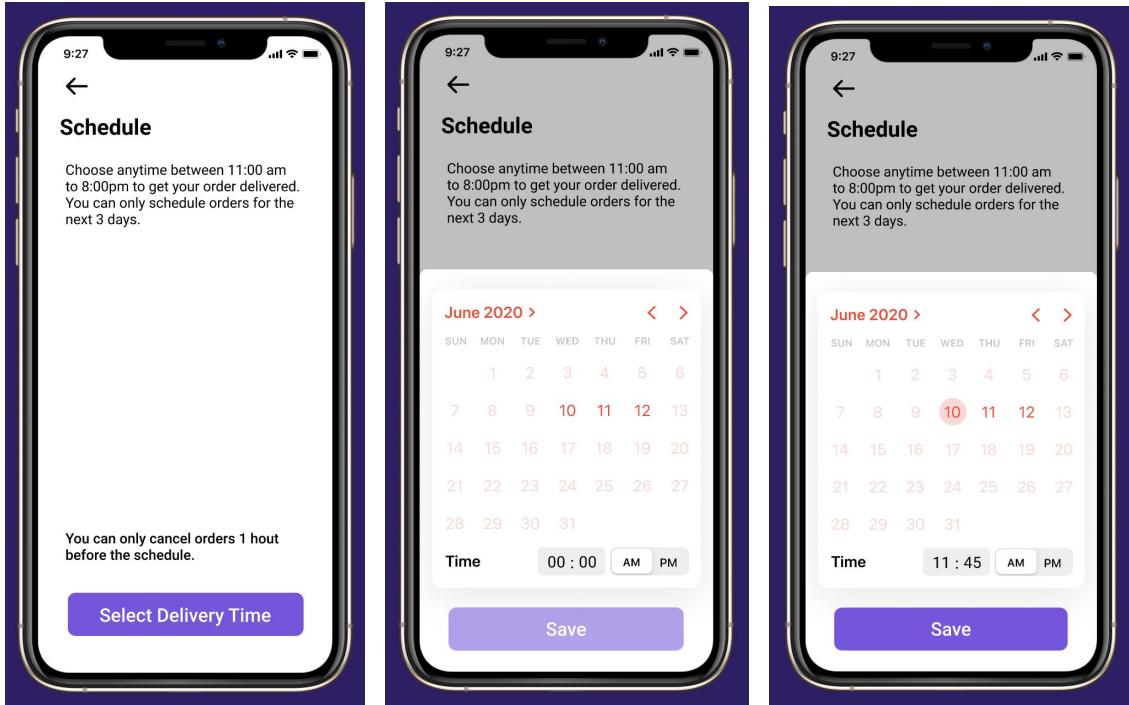
User cart pops-up.



User checks the cart.



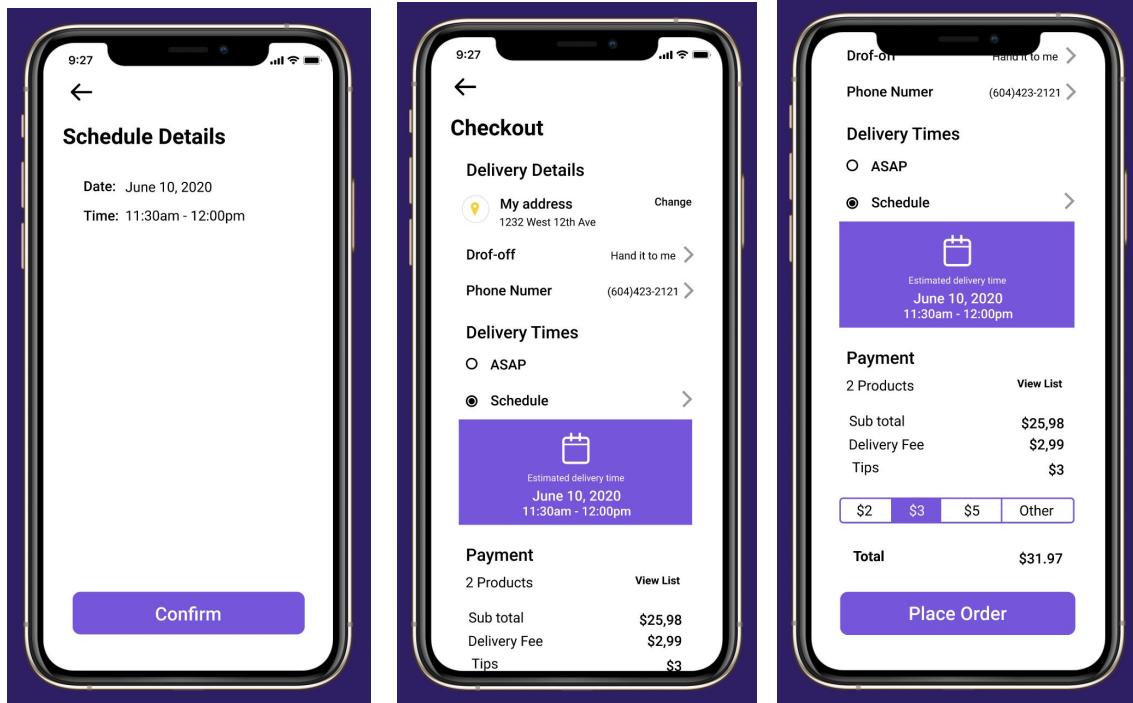
User selects the schedule order.



Schedule information screen.

User selects the date and time.

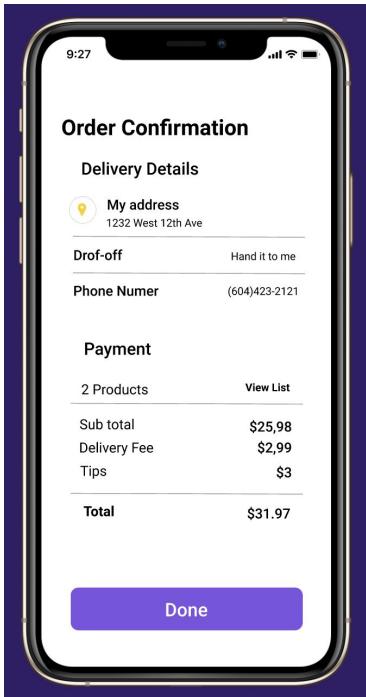
User saves the schedule.



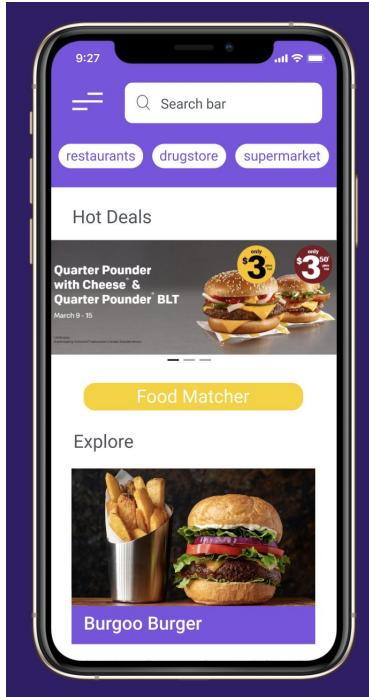
User confirms the schedule.

Delivery time changed.

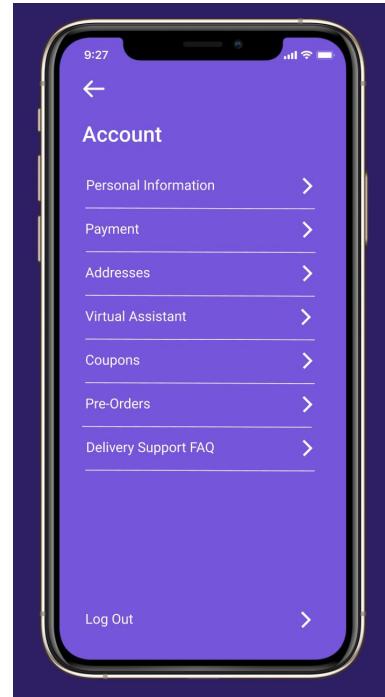
User places the order.



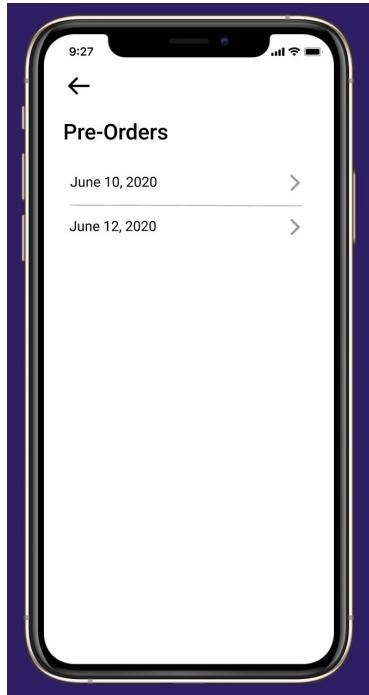
Order confirmation screen.



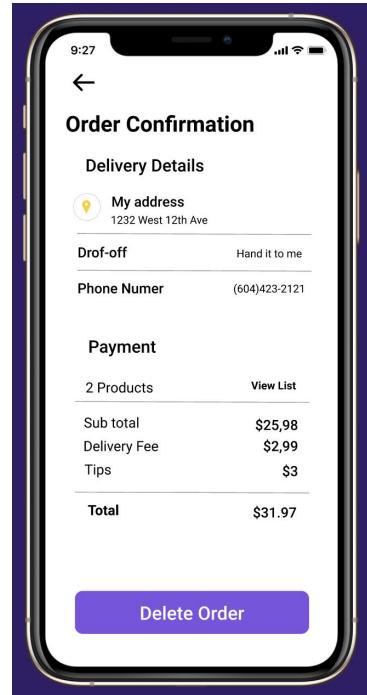
User returns Home Screen.



User can check pre-orders.



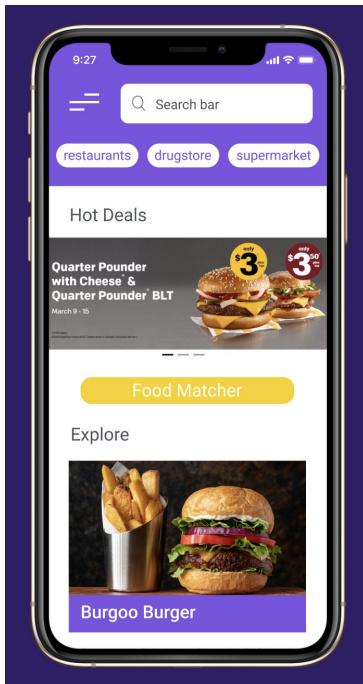
User selects the date.



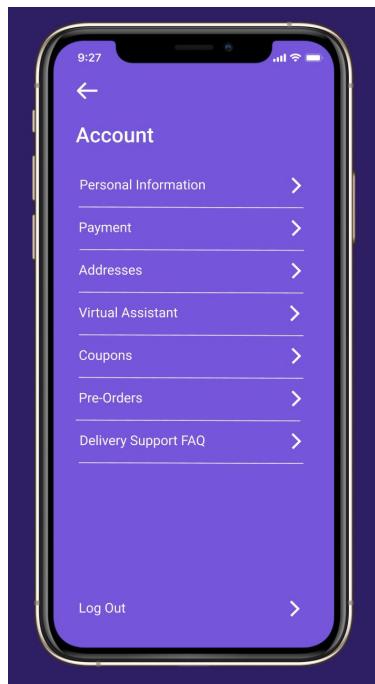
User can delete orders.

Voice Command

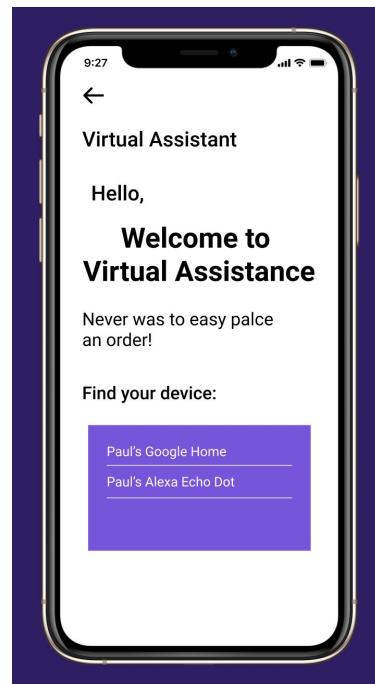
The application has a new way to place an order. With the increase of virtual assistants in our homes such as Alexa and Google Home, the application has developed an integration with these devices to further facilitate the user to place an order with just a voice command. To use this function, the user must integrate his virtual assistant with the application and pre-program a voice command with the details of his order.



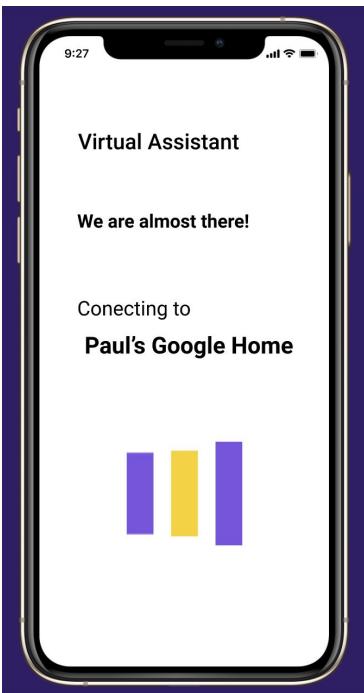
App Home Screen.



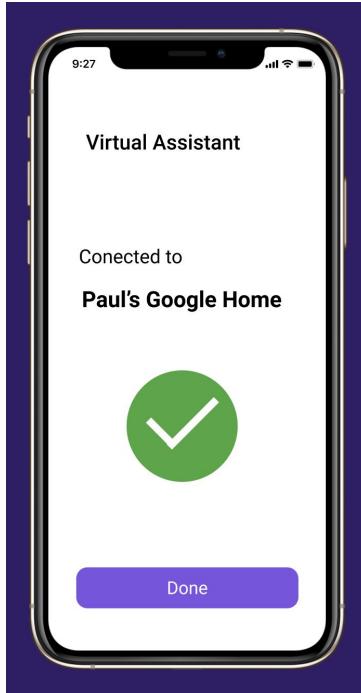
Accessing Account Preferences.



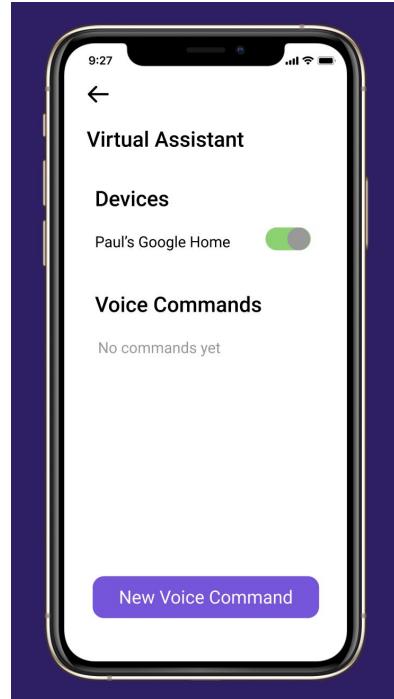
Integrating Virtual Assistant.



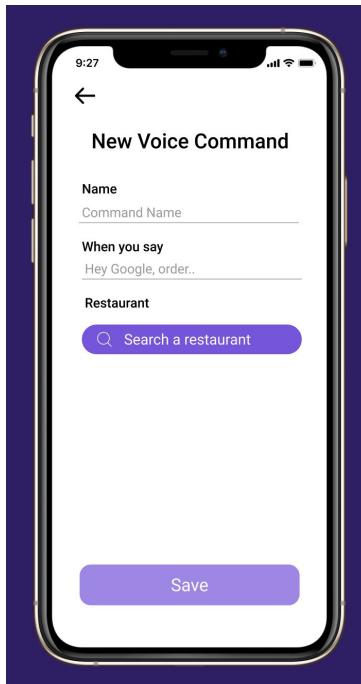
Connecting Devices Screen.



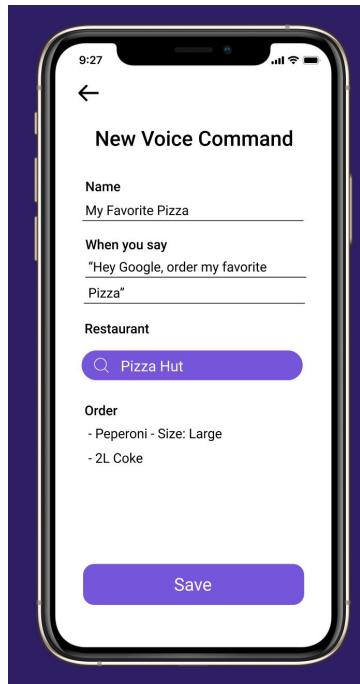
Devices Connected Screen.



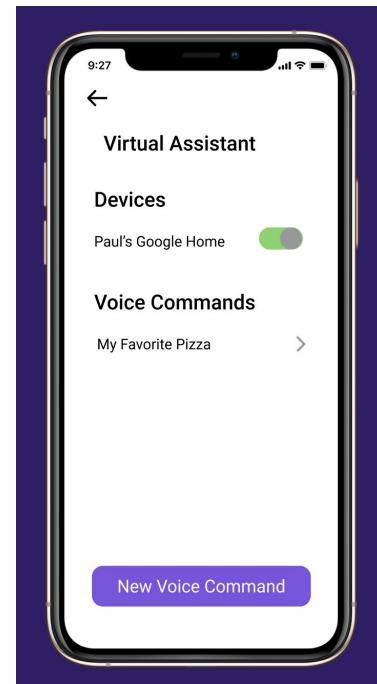
Virtual Assistant Main Screen.



Creating New Voice Command.



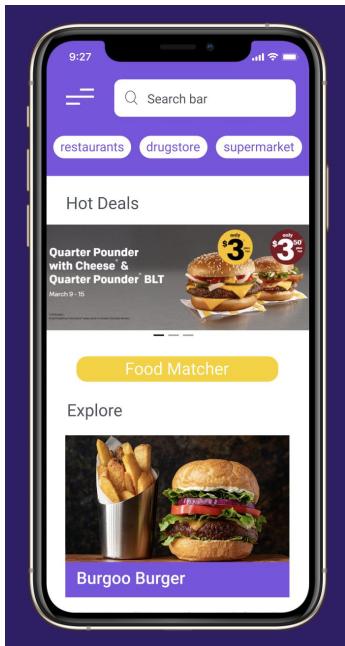
Saving Voice Command.



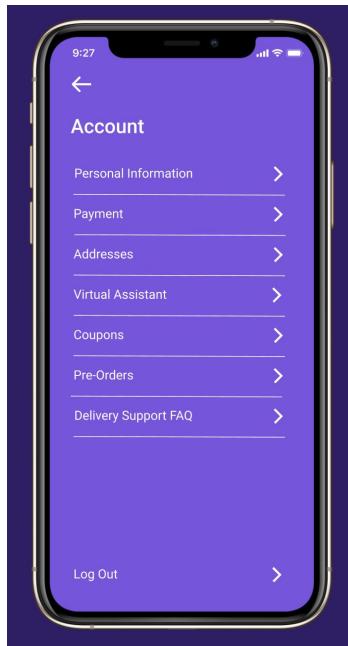
Voice Command Added.

Payment Methods

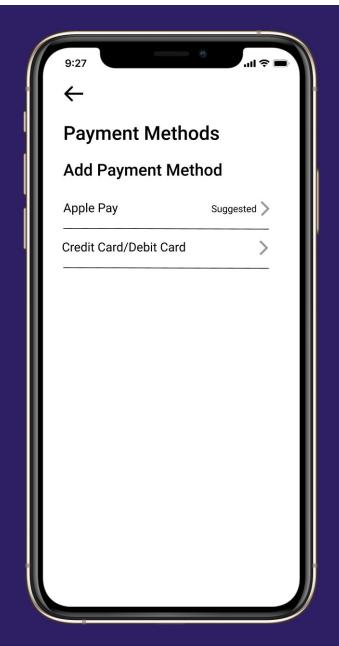
For a user to be able to place an order, there must be a registered payment method. The application provides integration with virtual wallets, such as Apple Pay and Samsung Pay or also payments through credit cards.



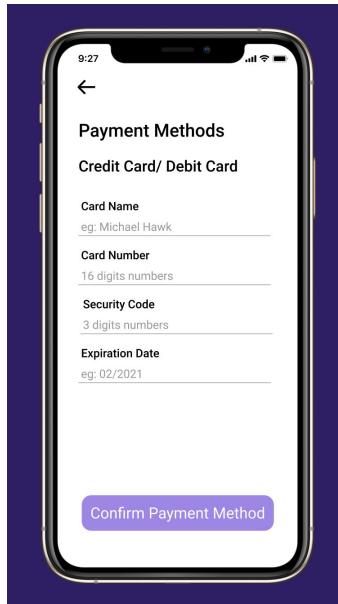
App Home Screen.



Accessing Account Preferences.



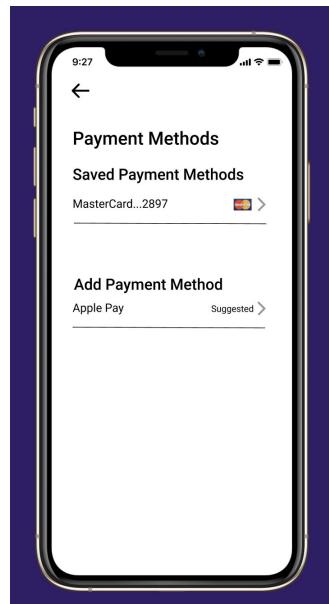
Adding Payment Method.



User Insert Card Information.



Confirm Card Information.



Payment Method Saved.

User test attempts

In total, 4 user tests were carried out for the development of the zippy delivery application, each action was tested at least once by 6 users with the intention of testing the functionality of the actions. The food matcher action received a second round of testing, but with another objective, the objective of testing whether the selection of colors, images and design that were applied in all actions.

User Test Success Measurements

The success of the application was measured by the amount of errors users make. If users make zero errors, this means that the app has good functionality and an easy design to understand. If users make only 1 error, it means that changes will be necessary, and finally, if users make multiple errors, it means that the application's functionality and design is too complex and the action is not being understood correctly by users.

User Tests Questions and Answers

Functionality Test Questions:

- I. During the action, did you find any issues using it?
- II. How many errors did you make during the action?
- III. Did you find any particular part of the action confusing?
- IV. Which action part do you think should be better developed?
- V. Are there any functionality suggestions to be added or changed for future updates?

Design Test Question:

- I. During the action, did you find the design user-friendly?
- II. How many errors did you make during the action?
- III. Did you find any particular part of the action confusing because of the design?
- IV. Which action part do you think can better design?
- V. Are there any design suggestions to be added or changed for future updates?

Users Answers Food Matcher Action:

Bernard Sloan:

01. No issues - Fairly straightforward to order 2 cheeseburgers.
02. No errors in the ordering - just one when I wanted to order 1 cheeseburger - I had to order 2.
03. No confusing actions or areas. Very familiar actions.
04. Maybe when swiping through restaurants - a star rating and a single sentence testimonial/review overlayed, so not only relying on images.
05. Possibly a 'history' section, so you can favourite/review after you have eaten the meal.

Kulwinder Gill:

01. I have not found any issue, everything is perfect.
02. No errors.
03. I was a little confused about the Menu(Home Screen).
04. I think you have to add pictures on the home screen.
05. I think the app should be more colorful and that can be attractive.

Medaline Adams:

01. No I did not. It functions similar to other other delivery apps so I felt comfortable using it.
02. I don't think I made any errors.
03. At first I didn't understand the discoverability aspect. It might be nice to have a few more preferences for users to choose from before they discover restaurants they want to try.
04. Might also be nice to see the "discoverable" restaurants listed out rather than a swipe left/right. That way I can more easily compare my options.
05. I don't think so.

Ruchi Goswami:

01. No issues using it.
02. Zero errors.
03. Screen 5 was not too clear to me. Maybe it is because the wireframes are in the initial stage. With more images and details, it might become clear. But I really liked how the app allows users to track their order.
04. Looking at the reviews by the users before ordering food.
05. Navigating back to the home screen or to place another order after placing the order.

Frederick Kramer Dal Pra:

01. Not at all, the Discover Now felt very straight forward.
02. Around 3 mistakes.
03. At first, the feature looked confusing, but later it made total sense. I think it is already very good.
04. I am not sure if I liked the hamburger options in the Discover Now screen. I did not find them very useful.
05. I think the restaurant's option distance on the Discover Now screen is an important information, even Tinder has it. Other than that, not much at the moment, everything flowed very well.

Users Answers Voice Command and Payment Method Actions:

Kulwinder Gill:

01. I have not found any error in both actions.
02. No error
03. I have not seen any confusing parts.
04. I think you should add PayPal options in the payment.
05. Everything is good.

Ruchi Goswami:

01. No issue using the app.
02. 0 errors
03. After saving the voice command, going back was not clear. I was expecting one button to confirm the saving of voice command and taking me to the home screen, But that's just my view.
04. I can't think of any. Your app is very organized with small details and even colors.
05. Suggestion if the navigation to the home screen after completing the actions can be made smoother in some way. For example, hitting one click and back to the home screen.

Frederick Kramer Dal Pra:

01. At first, I wasn't sure what to look for, but once I found it, it made sense.
02. About 3, but I don't feel it was the app UI problem, but the action description that was too vague. Nowhere in the description calls the feature "virtual assistant", so I wasn't sure what to look for.
03. Just to figure out the actions, the app looks very good.
04. Not sure if it was intentional, but the actions as they are, they are vague. I wasn't sure what name to relate to the voice command, first I even thought it was for search.

For the payment I wasn't sure if it was related to my preferences or I had to do a purchase to use it. So if it wasn't intended, I think the key names, "virtual assistant" and "account payment" would greatly help the action to be done.

05. More or less, I believe because the virtual assistant is so unusual, it might help an add for it in the home screen or maybe a virtual tour of the feature, further explaining it.

Medaline Adams:

01. No.
02. None errors.
03. No, both actions were straightforward.
04. I think it's pretty straightforward. I have never set up a virtual assistant so I was unfamiliar with the process, but once I got it started it was straightforward. About the payment method action, maybe showing payment option nicknames for the option that is saved in your profile after you registered it.
05. No.

Bernard Sloan:

01. No issues in setting up the Voice Assistant. I initially thought I was to make a voice command order and was searching for that option. But when I re-read action - it was straightforward and intuitive.
02. Zero errors. No backtracking needed.
03. Very intuitive.
04. Both actions were very intuitive and conventional. I did like the double affirmation that confirmed that I had added my assistant - the large green tick; and then the list of connected devices, with the green button switched on. The payment card adding; I felt was less 'affirming' - Possibly changing the page headline from Payment Methods to Saved Payment Method.
05. Hard to say as the actions restricted other areas.

Trevor Schimdt:

01. I found no issues while testing out both features.
02. I made 0 errors.
03. The only part I found confusing was at the end, after I added the voice command because I thought there was going to be a feature that would let me send the order after I added the voice command. About the payment method, I didn't find anything confusing because I already had an idea of the app layout from the previous feature
04. I think this feature is already well developed

05. Maybe have a payment methods option in the hamburger menu so when you add a payment option you don't have to go through the adding feature to see which methods you have saved.

Users Answers Tracking Order and Pre-Order Action:

Madaline Adams:

01. No, I was able to place the order and track it. The pre-order action was straightforward.
02. None errors on both actions.
03. No, everything is very clear.
04. No, I think it is an easy flow to follow.
05. Only thing I might suggest is at the end when you have placed your order, maybe have a "Order Completed" button that takes the user back to the homepage.

Ruchi Goswami:

01. No issues using it.
02. 0 errors.
03. No confusing parts of any of the actions.
04. I think actions are made thoughtfully and are well developed, including colors and font size.
05. Everything is great. Still a small suggestion: Pre-Order action, last screen after confirming the schedule for delivery, only back button takes to the main screen as of now. It is clear and not confusing. However, having one button (for example, 'done') will be more user-friendly. Just my thoughts. Other than that, the app is fantastic.

Kulwinder Gill:

01. I did not find any issues.
02. No error in both actions
03. I was a little confused about the selection of burgers.
04. Everything is good. I don't think actions need to develop.
05. I think if you add a live chat option that would be better.

Bernard Sloan:

01. No issues. Very easy and enjoyable.
02. None.
03. No.
04. Maybe having the 'My Cart' button floating, always on screen.
05. Maybe a reminder tab, to set reminders for Pre-Order.

Frederick Kramer Dal Pra:

01. No, not at all.
02. Zero.
03. None, it was very straightforward.
04. I am not sure if the delivery time should be decided on checkout. As a customer, I am afraid to finish my purchase without adjusting the proper settings. So I would prefer it to be on a screen prior to the checkout to make sure that everything is set how I desire to.
05. Maybe some icon showing that it is possible to scroll, but it is already clear. So, not much, it looks very good as it is.

Trevor Schimidt

01. I found no issues while using testing.
02. There were no errors.
03. No, the tracking order feature design is very well thought out and has good user intuition. The pre-order is a little bit more but the functionality works a lot similar to uber eats or skipthedishes, which I like because users already have that intuition from before and don't have to think to use a new app.
04. The design and functionality is awesome, there are no parts that should be better developed.
05. No, I like the tracking order feature a lot. I really like your attention to detail as well like having an icon for the burger place. One suggestion I had was to take out the explanation of the schedule once you clicked on the estimated delivery time button. I think most users already understand the feature so it's a little redundant.

Users Answers Food Matcher Action (Design Test):

Bernard Sloan

01. Very nice design - Perfectly understandable and we can see where we are in the action
02. None
03. No errors - The design is very intuitive.
04. I like the inclusion of the X and "check" for people who aren't familiar with the 'tinder' style interactions.
05. None that I can think of now.

Ruchi Goswami

01. Yes, the design is totally user-friendly.
02. 0 errors.
03. No confusing part.
04. All action parts look good from a design perspective.
05. No suggestions, overall, the app looks good and functions well.

Frederick Kramer Dal Pra

01. Yes, it felt very natural
02. Zero
03. No, everything was very clear
04. Maybe the restaurant type.
05. Yes, maybe having not only a check mark for the restaurant type, but also a search field if the user is looking for a specific dish. For example, by the instructions I was looking for a hamburger only, but the app showed me a hot dog, the feature would avoid this issue. But this is just extra, the app is doing very well on what it promised to. I can see myself trying out an app like this. Great work!

Madaline Adams

01. Yes.
02. None.
03. No, I found it easy and intuitive.
04. I think it is well designed.
05. Maybe in the food matcher preferences, you could also select a price range as an additional preference, And when you are swiping for matches, maybe it also lists the distance away from you as that was a preference selected.

Trevor Schimidt

01. This app is amazing.
02. I didn't make any errors.
03. No the fluidity of all the features really come together and flow well
04. Maybe add the option so I can check all the boxes or only some when choosing my preferences. Other than that, 10/10 App.
05. No this is good to go.

User Tests Results

The results obtained of all user tests were very satisfactory. Users reached almost 100% mark without making any mistakes in all user tests. Which shows that the app has good functionality and an easy to understand design. The option to perform the Food Matcher action once again was because the first user test of the app design had not been assigned yet.

During all the tests the users' feedback and suggestions were used to improve the development of the app. Some of these changes were the implementation of price range on the food matcher preferences, floating cart, reviews on the food matcher and so on.

User Tests Conclusions

With all the user tests carried out it was possible to conclude that the overall evaluation of the application among the users who took the test was very good, all users were able to contribute with suggestions and opinions for the development of the application. The tests were essential for the implementation and development of the app.

11.Final Prototype Design

With all the development carried out in the zippy delivery application, a final version of the application was developed, where all actions can be tested in an integrated way of how the application will actually work.

Through the link below it is possible to access the prototype of the final version of the application.

<https://www.figma.com/file/WiLGDtzAQGzor7OcCt4ubJ/Zippy-Delivery?node-id=0%3A1>

References

All images used in the application were removed from the website:

<https://unsplash.com>

The only exception is for McDonalds advertising, which was used to represent that section is intended for promotions. The image was taken from the website:

<https://www.canadadealsblog.com/2020/03/mcdonalds-3-for-quarter-pounder-with-cheese-3-50-for-quarter-pounder-blts-mar-9- 15.html>