

User Experience Research and Design

May 29, 2015

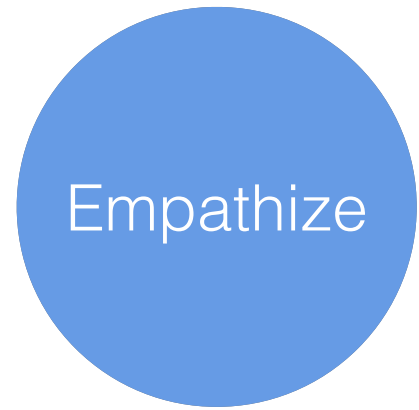
anjouii

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- Design thinking approach with Anjoui
- Usability methods and findings
- Prototype walkthrough
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Design Thinking Approach

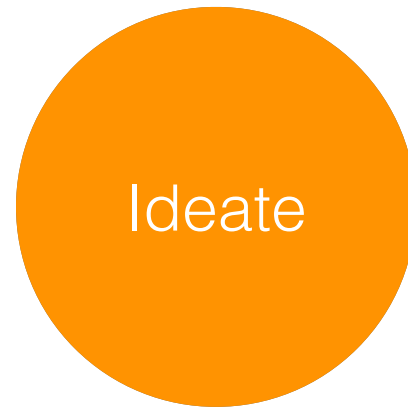
Design Thinking Approach



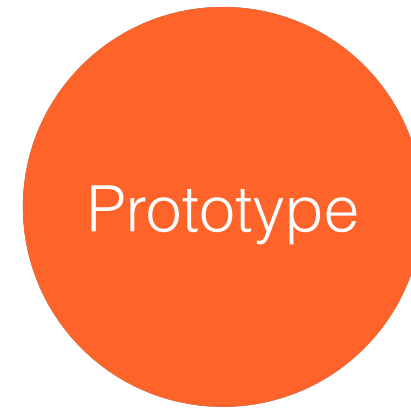
Empathize



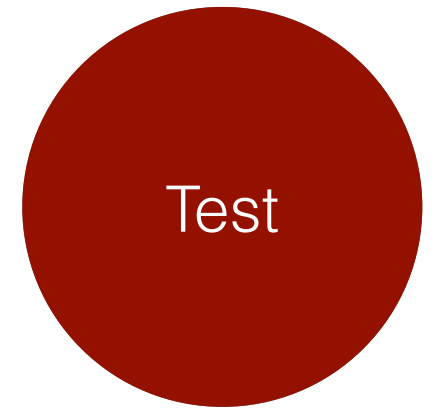
Define



Ideate



Prototype



Test

Sprint 1

✓ In-depth interviews

✓ Competitive Analysis

✓ Wireframe sketches

✓ Preliminary prototype

✓ Heuristic analyses

✓ Preliminary usability testing

Sprint 2

✓ Synthesized research findings

✓ Created Application Map

✓ Updated wireframes

✓ First prototype

✓ Second iteration

✓ Final iteration

✓ Agile usability testing

Usability Testing

Usability Test Methods

Method

Conducted 45 minute usability tests on the updated wireframes

Tested specific workflows

- Order a dish as a consumer
- Post a dish as a cook

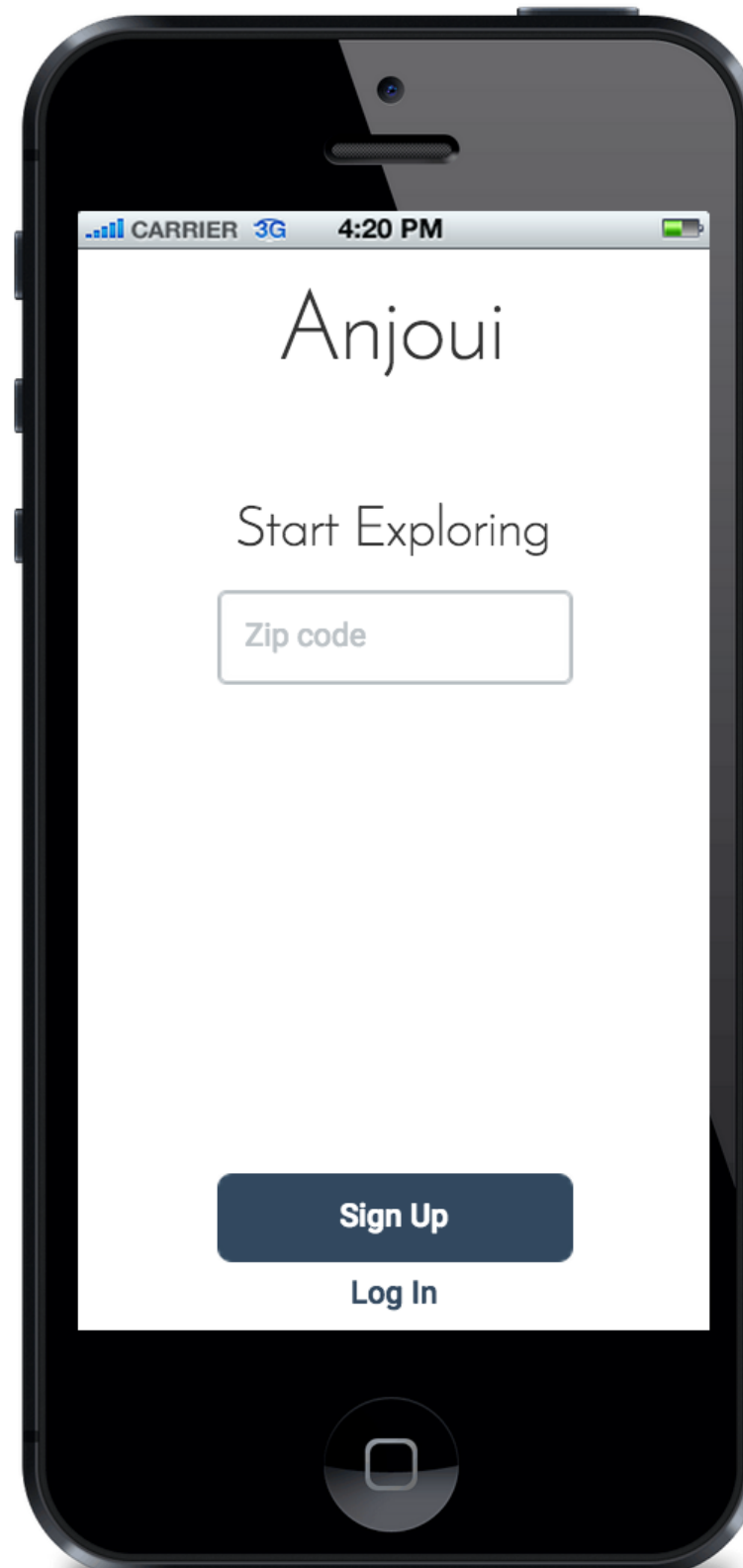
Participants

5 potential consumers

- Ages 23 - 35
- All open to economy sharing services

Prototype walkthrough

Prototype Walkthrough



Redesign Highlights

Redesign Highlights

Control & Freedom

- Enabled users to explore dish options before committing to the app
- Designed for robust 'back' and 'cancel' functionality to help users prevent errors
- Removed tab navigation and re-designed the diner's browse dish dashboard
- Built out the hamburger icon menu for majority of navigation and settings option

Usability Findings

Consistency & Standards

- Changed diner's dashboard to incorporate 'explore' functionality
- Diner's dashboard filtered by location and sorted by date/time - clarifying dish entry population and availability
- Modified 'favorite' functionality to target cooks instead of dishes
- Added 'Add Dish' call to action for cook

Usability Findings

Flexibility & Efficiency

- Designed 'accept' and 'decline' options for cook app
- Changed payment transaction flow to post 'accepted'
- Made ingredients mandatory so diner can assess dish more easily

Usability Findings

Match System with the Real World

- Introduced a certification option, ServeSafe, during cook on-boarding
- Added additional orienting / clarifying information on Cook/Dine launch screen
- Removed 'delivery' option and consistently used 'take-out' or 'dine-in' and other words relevant to the paradigm

Usability Findings

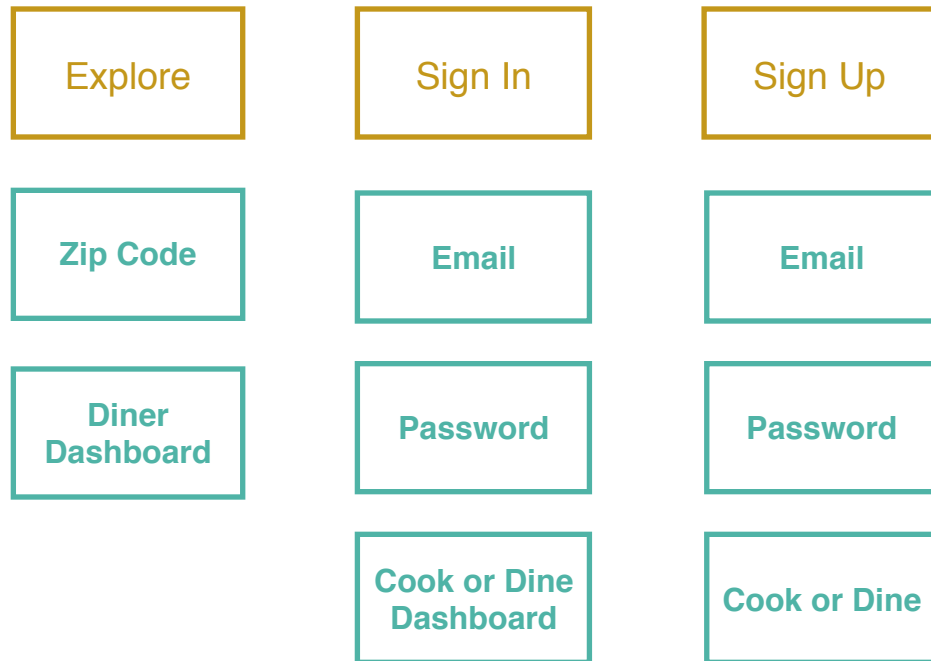
Visibility of System Status

- Added additional order confirmation screens
- Added payment screen
- Designed cook and diner dashboards to reflect status of current dishes
- Designed 'confirm' and 'decline' options for cook with relevant parallels for diner

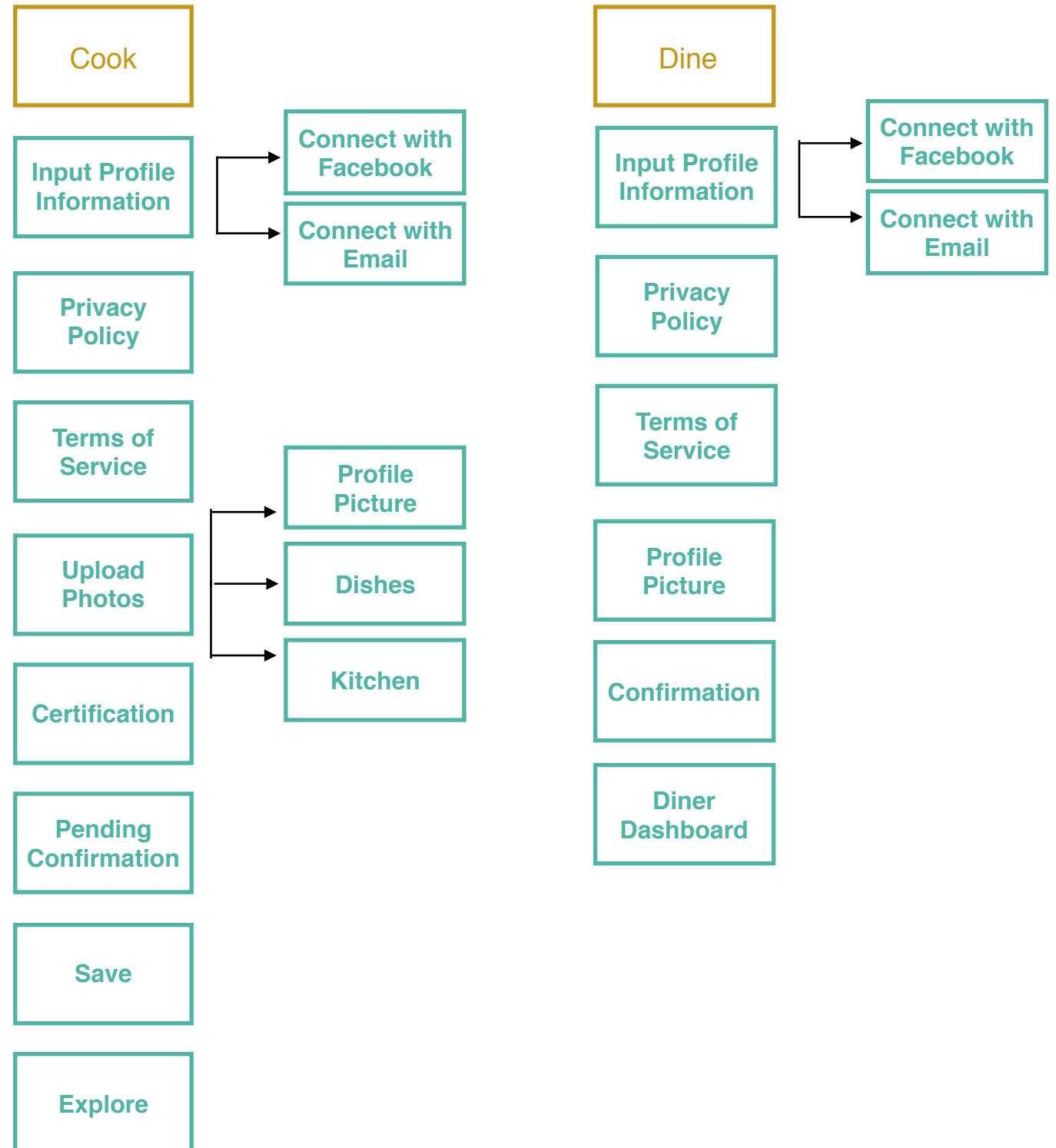
Application Map

Onboarding Application Map

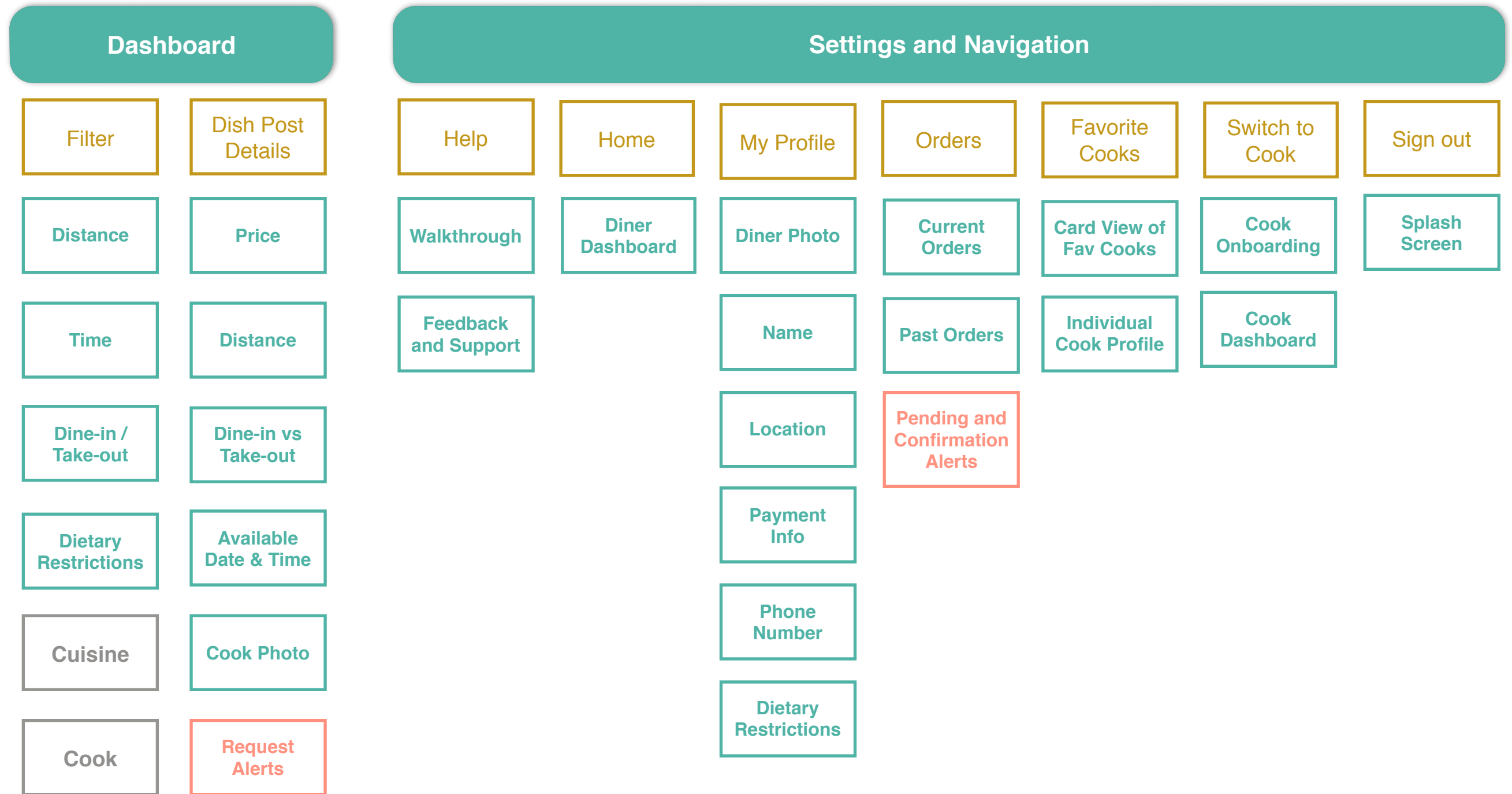
Onboarding



User Unique Onboarding



Application Map (Diner)



* Restricted List

** Assumption: Order single item at a time (not a cart or bag)

Application Map (Cook)

Dashboard

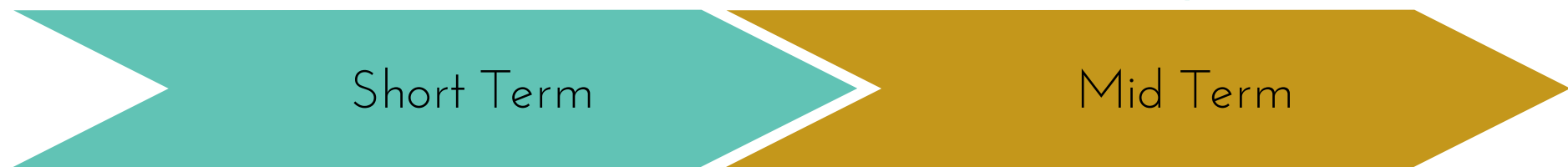
Add Dish	Current Dishes	Past Dishes
Dish Name	Dish Name	Dish Name
Dish Description	Dish Photo	Dish Photo
Ingredients	Dine-in vs Take-out	Dine-in vs Take-out
Dietary Tags	Available Date & Time	Available Date & Time
Portions	Price per Portion	Price per Portion
Price per Portion	Diner Status	Reviews by Dish
Date Available	Request Alerts	
Dine in / Take out Time		
Preview		
Confirmation		

Settings and Navigation

Home	My Profile	Reviews	Switch to Dine	Sign out
Cook Dashboard	Photos	Reviews List View	Diner Dashboard	Splash Screen
	Name	Reviews by Dish		
	Location			
	Phone Number			
	Billing Info			
	ServSafe Certification			
	Redeem Grocery Coupons			
	Cuisine Specialty			

Future Considerations

Product Roadmap



Services

- ServSafe Certification
- Provide take-out containers
- 'Swap dish' option instead of pay for dishes
- Offer grocery coupons

Features

- Search / filter by cuisines and meal types (soup, sandwich)
- Allow for feedback by dish
- Include university or community affiliation on profiles
- Include pricing suggestions for cooks
- Allow cook to post multiple dine-in
- Host private events or meals only for friends
- Post draft dishes, either public or private
- Include recipe integration (explore and share)

Further Research Suggestion

Challenges	Suggested Methods
<ul style="list-style-type: none">• User group 'cook' has multiple roles that need more exploration<ul style="list-style-type: none">- the novice- user with culinary knowledge- the experienced home-cook that collects recipes	<ul style="list-style-type: none">• Conduct enterprise site visits / qualitative research to understand unique motives for each group• Expand on proto-personas to full personas and decide which to design for

Next Steps

1. Provide Anjoui with wireframes, prototypes and supporting documents
2. Continue with UI design in second phase

Questions?

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