

FOODSBY Feature Proposal

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The Project Space

About Foodsby

Foodsby is a food delivery service that leverages the advantages of crowdsourcing to provide busy workers with an **inexpensive and convenient way to access a variety of local restaurants**.

They have earned a large number of satisfied, loyal, long-time users using their current business model. However, new users can take some time to get used to the nuances of the service, resulting in a large gap between first and second orders, and infrequent initial usage.

This project aims to improve new users' onboarding experience.

Goals

Project Focus Area: User Onboarding

Project Objective: Encourage new Foodsby users to utilize the service sooner and more frequently by making unique Foodsby features such as order cut-off times, limited order capacity, and a rotating menu selection more intuitive for a new user to navigate, so new users are better able to realize the value of the service.

Users

1

Primary User: Individuals in large commercial work complexes who are ordering lunch for themselves

2

Secondary User: Individuals working from home, ordering for themselves and their families

Stakeholder Interview

We interviewed a Foodsby UX designer and a developer to learn more about the company's service and users, the project's scope, and to get a feel for the problem space they wanted us to explore.

Competitive Audit

Next we audited six of Foodsby's direct competitors' services and websites, as well as two indirect competitors. We charted the features found across this spectrum to see how Foodsby compared.

User Journey Map

To get a more overarching perspective of the service, and gain insight into a user's thoughts and feelings, I made a user journey map following an example user's experience using the service.

Feature Cards

After brainstorming features to fill opportunity spaces, we created low fidelity wireframes with short written descriptions. These were presented to a Foodsby development team for insight on how long these features might take to implement.

Dot Voting

After going over the collection of feature cards our team produced, we silently voted on eleven features we wanted to include in a Kano method survey to gauge new Foodsby users' opinions.

Kano Analysis

We calculated the responses from the survey, and graphed the results. Taking these results and the developers' estimated time costs, I chose three of the features deemed most important and most attractive by new users to pursue as higher fidelity wireframes.

Journey Map

6

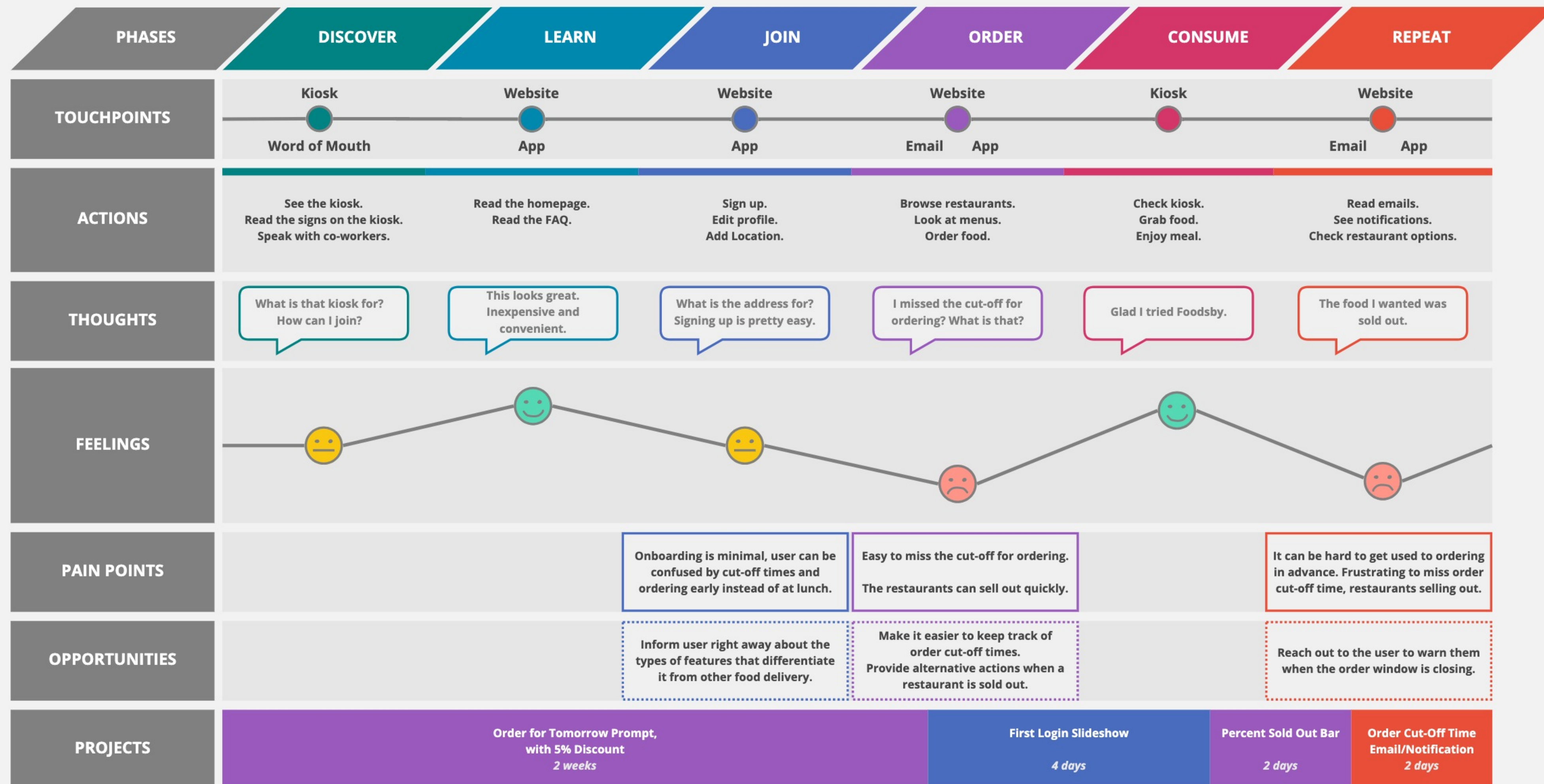
FOODSBY

User Journey Map

Satisfied 😊
Neutral 😐
Unsatisfied 😞

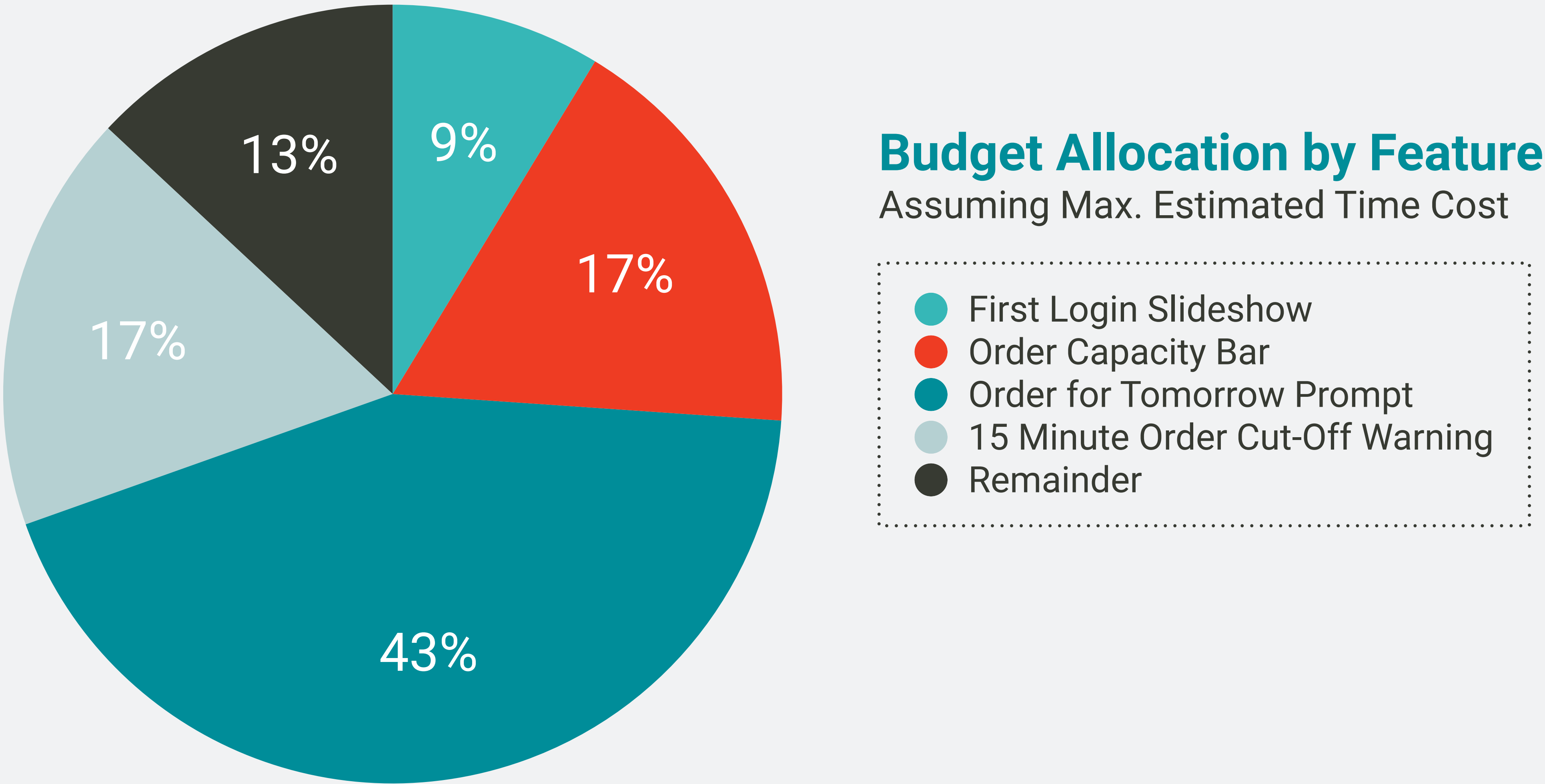
USER: MEGAN

36 year old office worker. She works downtown in a building that has a Foodsby kiosk. A few of her coworkers use it, so she decides to look into it.



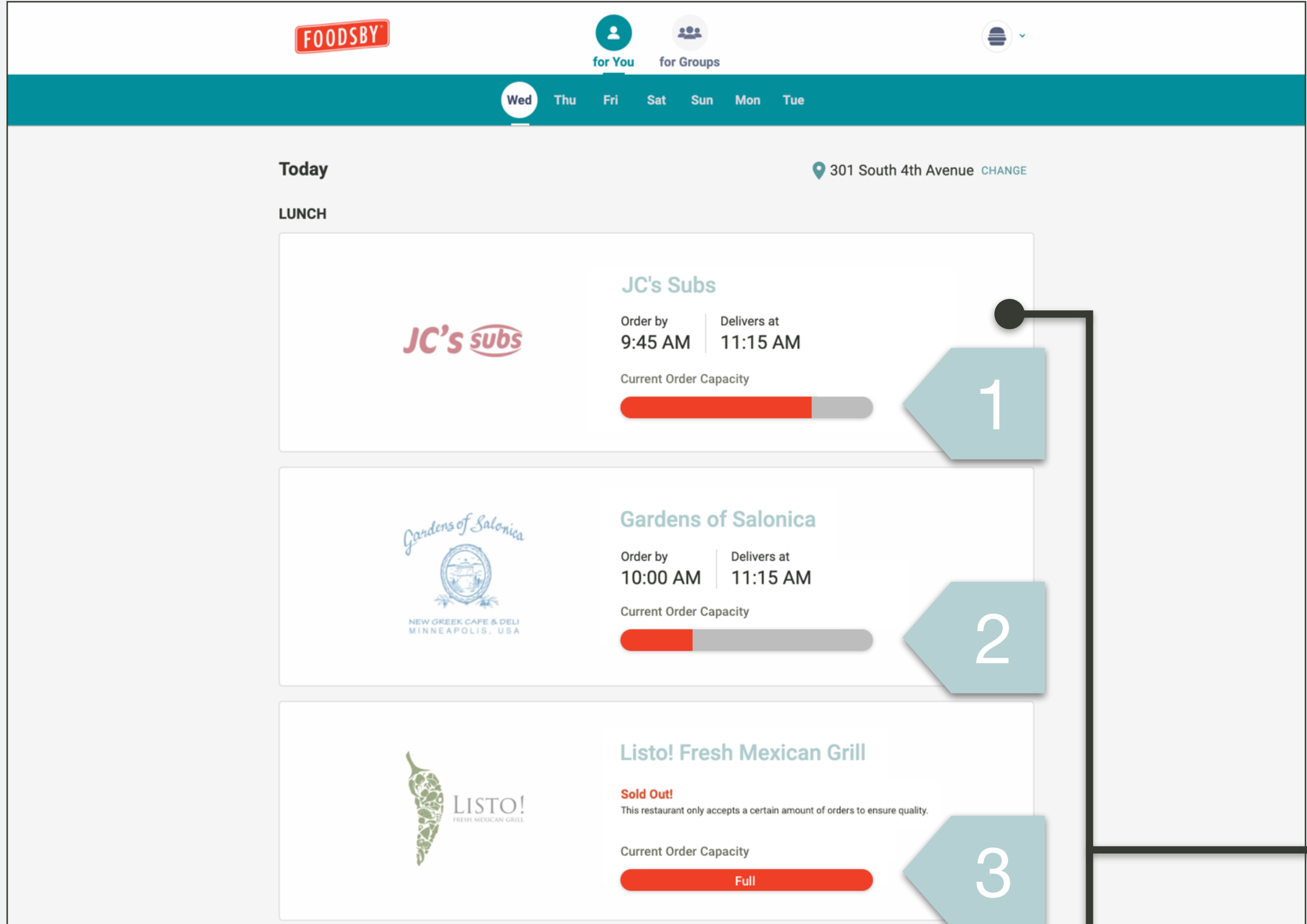
Development Budget: 4 - 5 weeks

The proposed suite of new features should take a cumulative 2 to 4 weeks to complete.



The Features

Feature Wireframe



Annotations

- 1

Annotation notes are written here. The number matches with an annotation tag on the wire frame.
- 2

Annotation notes are written here. The number matches with an annotation tag on the wire frame.
- 3

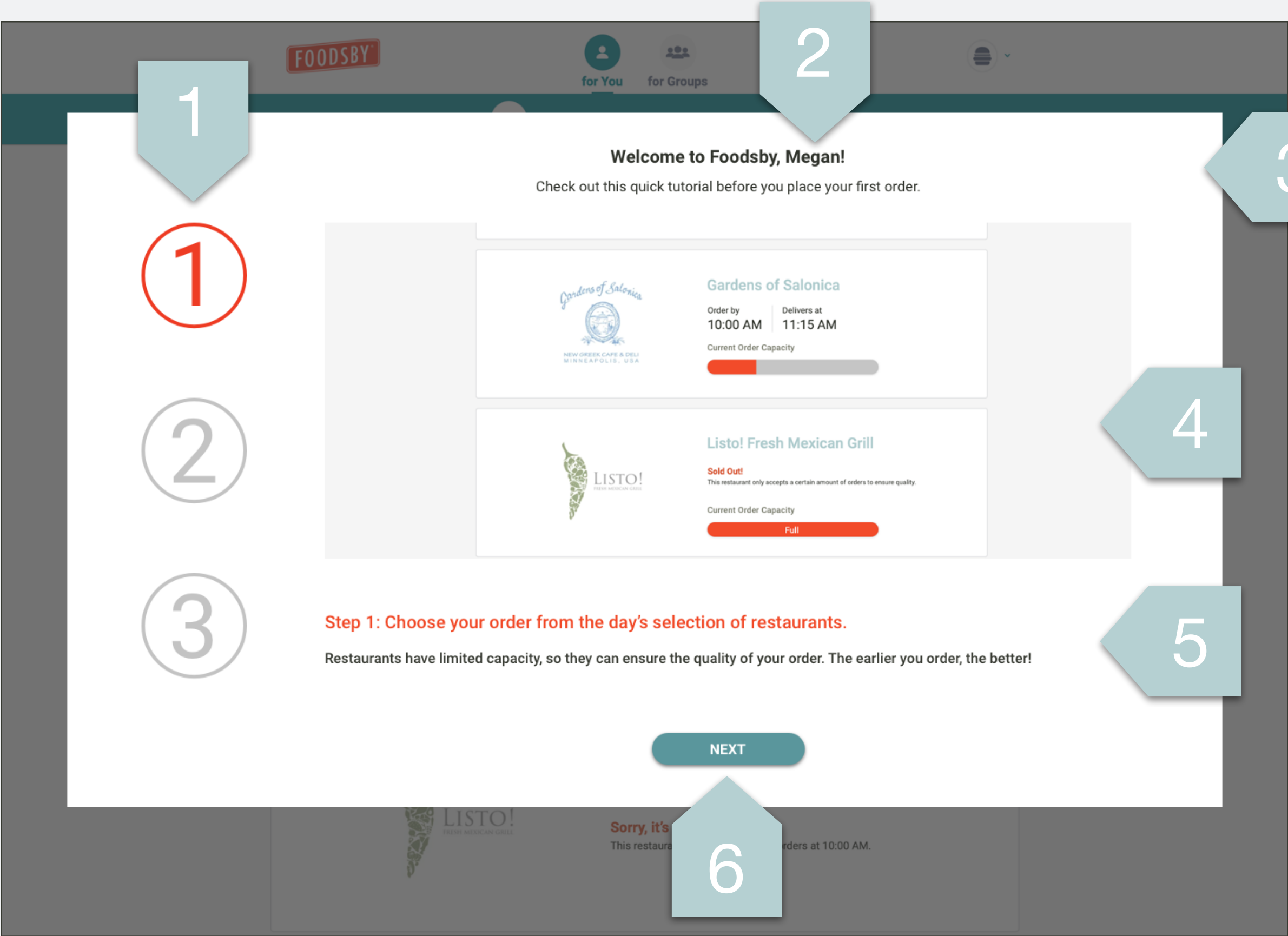
Annotation notes are written here. The number matches with an annotation tag on the wire frame.

Annotation Tags

Estimated Development Time Budget

2 - 4 Days

This feature teaches the user about some of the more unusual features of Foodsby - ordering ahead of time, the rotating selection of restaurants, and that the restaurants have a limited capacity.

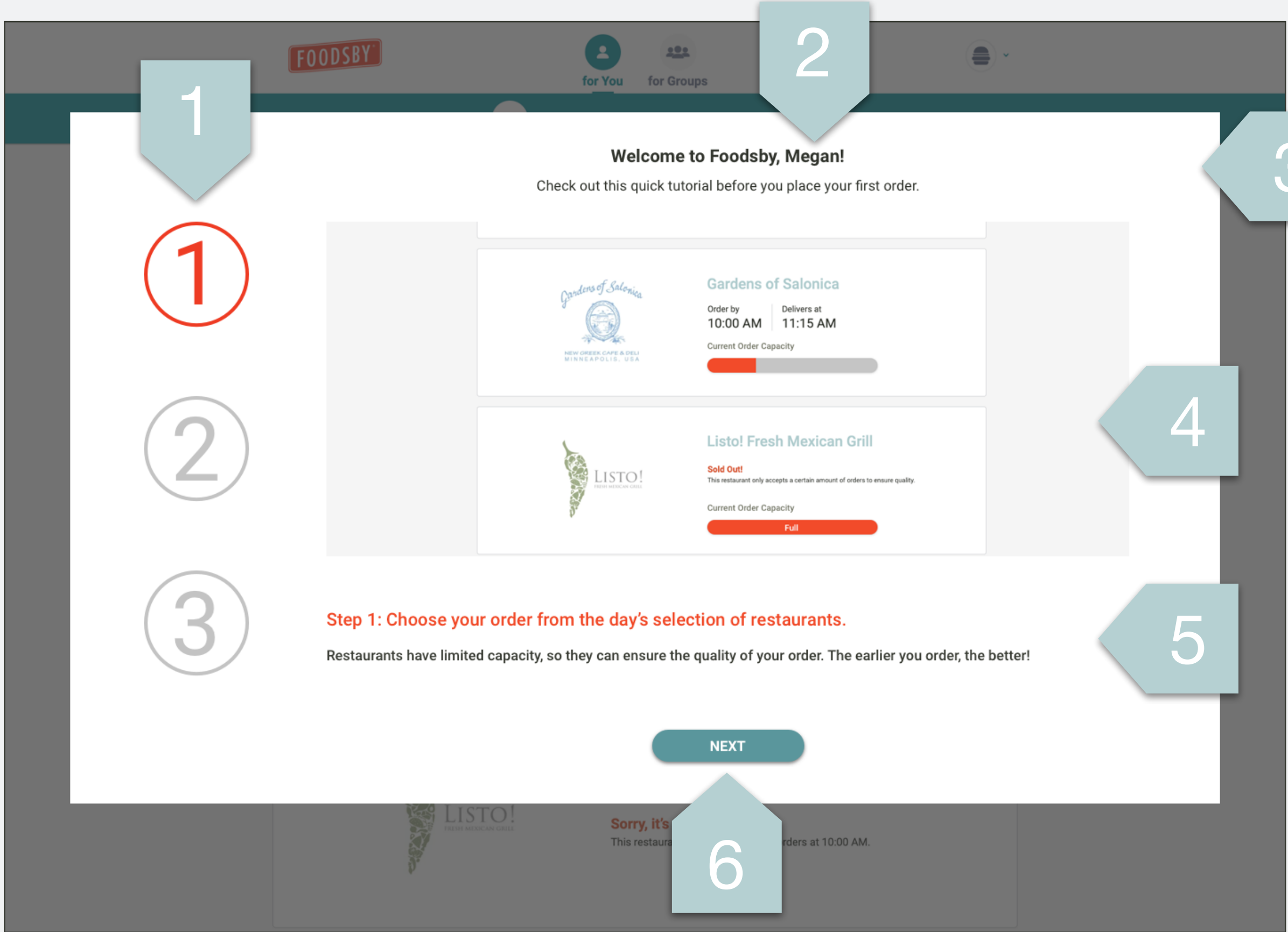


- 1 These numbers indicate the slide the user is currently on, out of the total number of slides. The current slide is in orange, and the other two are in grey.
- 2 There is a greeting at the top of the slideshow welcoming the user by their first name. This is followed by a quick explanation of the slideshow.
- 3 The slideshow appears when the user first logs in. It can only be exited by viewing all three slides. If the user closes the browser without finishing the slideshow, it should appear again the next time they log in.

Limiting the user's ability to close the tutorial ensures they will see the information before proceeding. The numbers to the left let the user know this won't take much of their time.

1 - 2 Days

Continued on Next Page



4

The image is a screenshot of the website, showing the feature covered by the text beneath. This screen was chosen to show two different states - an unfilled progress bar, and a “sold out” bar.

5

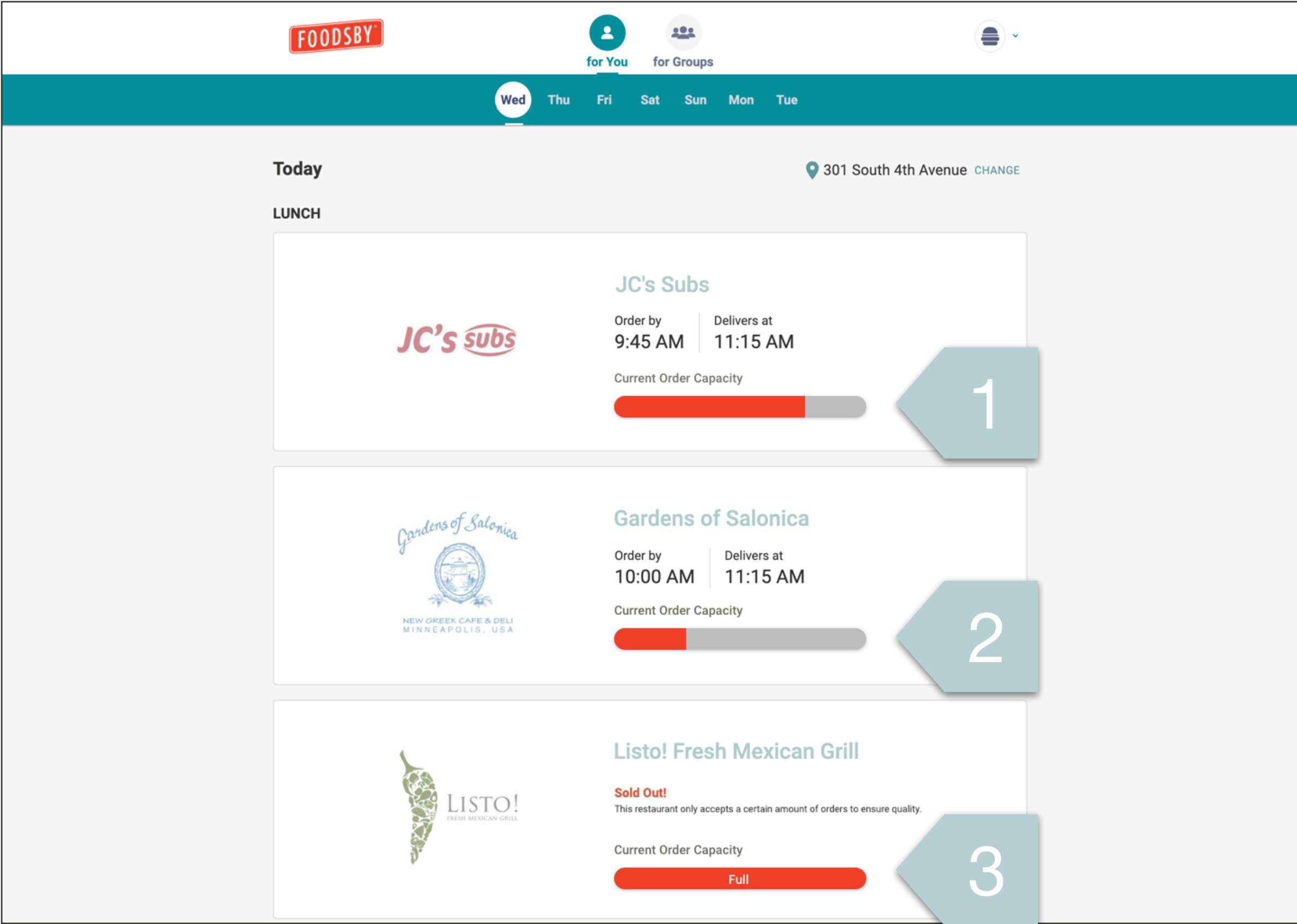
The text is short and to the point. It puts a positive spin on what could be a user pain point (in this case, restaurants’ limited capacity), and gives the user a tip on how to get around the limitation (ordering early).

6

At the bottom of each slide is a button. On slides one and two, this button takes the user to the next slide. On slide three, this button will read “CLOSE” instead of “NEXT”, and will close the slideshow light box. Clicking the “CLOSE” button should tell the system that this user has finished viewing the slideshow, and doesn’t need to see it again.

1 - 2 Days

This feature gives the user a visual cue to gauge how soon a restaurant is going to sell out.



1

Annotation notes are written here. The number matches with an annotation tag on the wire frame.

2

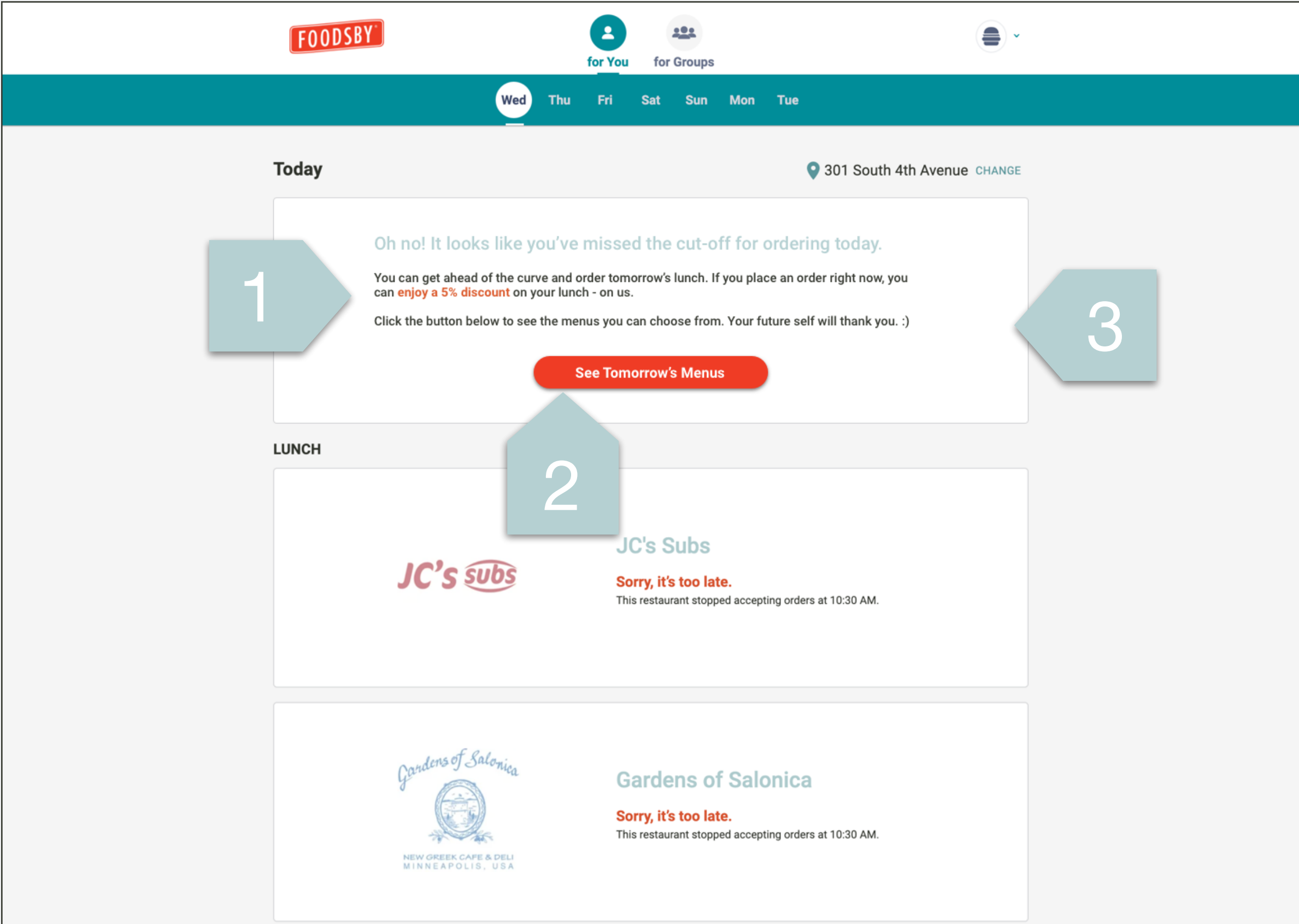
Annotation notes are written here. The number matches with an annotation tag on the wire frame.

3

Annotation notes are written here. The number matches with an annotation tag on the wire frame.

2 - 4 Days

This feature gives the user a clear path of action to take when they miss the cut-off to place an order. This redirects their frustration to a positive outcome. The 5% discount helps assuage a negative impression, and encourages them to place an order rather than leaving.



1

Annotation notes are written here. The number matches with an annotation tag on the wire frame.

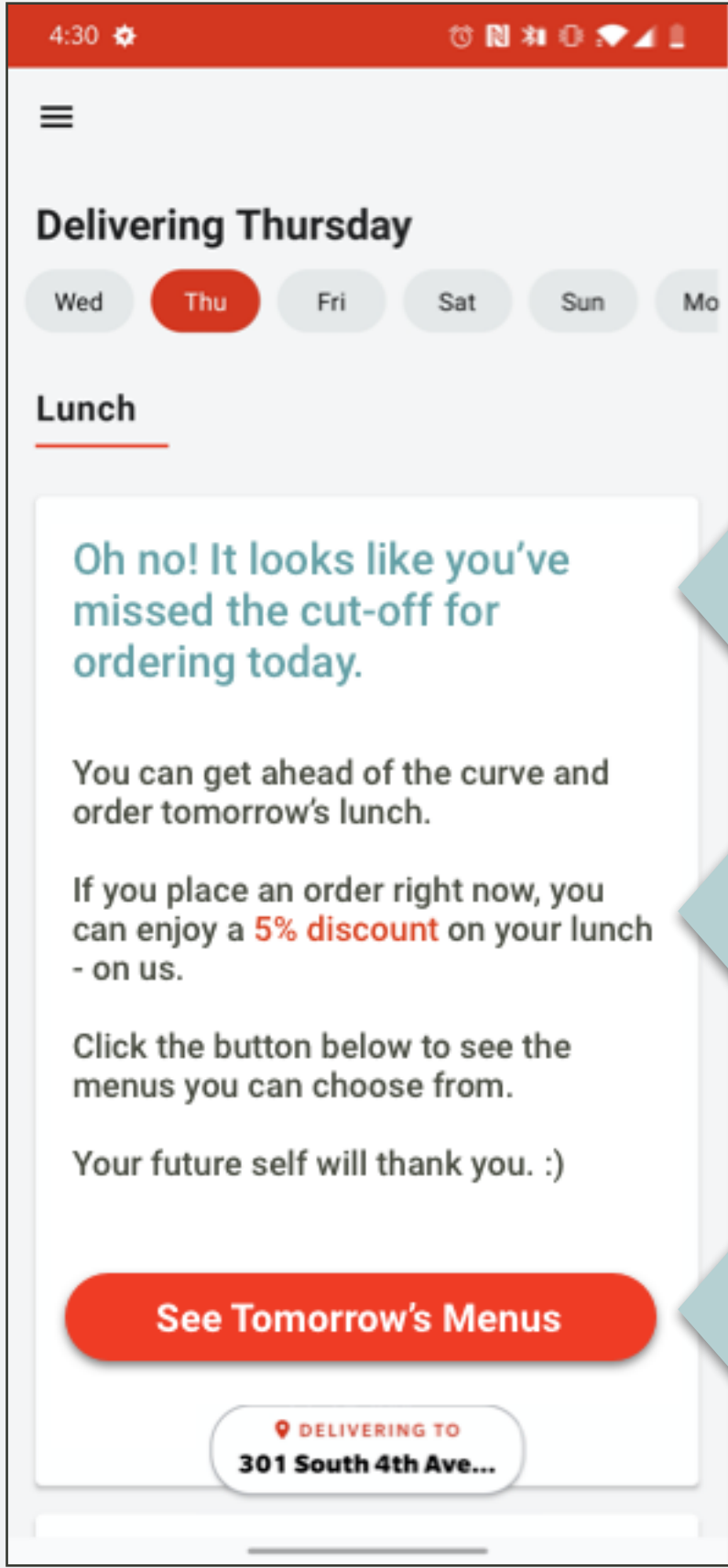
2

Annotation notes are written here. The number matches with an annotation tag on the wire frame.

3

Annotation notes are written here. The number matches with an annotation tag on the wire frame.

1 - 2 Weeks



1

Annotation notes are written here. The number matches with an annotation tag on the wire frame.

2

Annotation notes are written here. The number matches with an annotation tag on the wire frame.

3

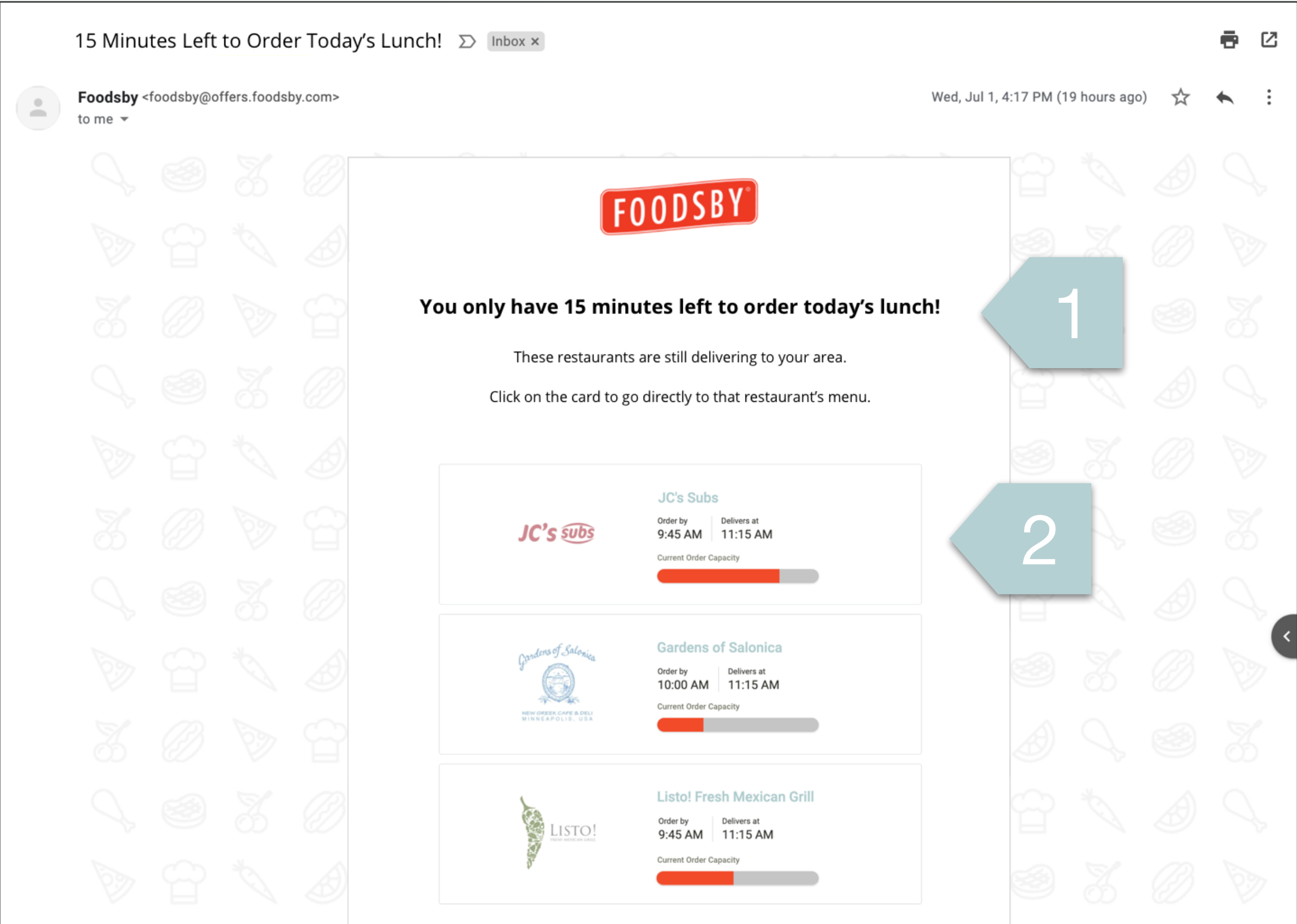
Annotation notes are written here. The number matches with an annotation tag on the wire frame.

N/A

15 Minute Order Cut-Off Warning

15

This feature sends the user a warning when the first order cut-off time is approaching. This could be an email or a phone push notification.



1

The 15 minute time frame is conveyed in the email subject line and in the body. It may be worth testing if a 30 minute warning is better. It could give them more time to order, but it may also feel less urgent.

2

Clickable cards imitate the ones on the website, and likewise should lead directly to that restaurant's menu. Only restaurants that are not yet sold out should show up in the email.

2 - 4 Days

FOODSBY

for You

for Groups

< BACK

PERSONAL INFORMATION

EDIT PROFILE

EDIT

First Name

No First Name Provided

Last Name

No Last Name Provided

Phone Number

No Phone Number Provided

Email

d.a.holzschuh@gmail.com

Change Password

PAYMENT OPTIONS

You currently do not have any saved credit cards.

LOCATIONS

SEARCH NEW LOCATION

301 South 4th Avenue

Active

301 South 4th Avenue

UNLIMITED DELIVERY

NOTIFICATION PREFERENCES

Email

Daily Options

Receive an email every morning with the restaurants scheduled for that day.

Offers and Promotions

Receive discounts and promotional offers.

Product Announcements

Receive updates on new products and features. We may also ask for your feedback on occasion.

Community

Receive notifications and updates about your network, including friend requests and invites.

Favorites

Receive an email the day before you have favorite items scheduled for delivery.

Order Cut-Off Warning

Receive an email fifteen minutes before the first order cut-off time.

PRIVACY PREFERENCES

Public Profile

Appear to others on Foodsby, like

1

Users can opt out of receiving the warning email or notification from their user profile by using the same on/off toggle as other notification preferences.

1

1 - 2 Days

These two features would each add value to the Foodsby user experience, but do not fit the current development budget constraints. The next steps I recommend are adding a weekly meal planner, and adding profile filters for dietary needs. According to the Kano analysis we conducted with new users, **both tested as attractive features.**

1

Weekly Meal Planner

Allow users to plan their meals for the week all at once.

4 - 6 Weeks

2

Profile Filters

Add personalization filters to the user profile - vegetarian, gluten-free, vegan, allergies, etc.

2 - 4 Weeks

Thank You
