Revolutionizing Food Ordering : Enhancing User Experience with Generative AI Chatbots

Next Gen AI Chatbot for Enhanced Food Ordering

UX Case Study

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Duration

04 May - 3rd June
(4 weeks)

Product Overview

In the rapidly advancing digital food ordering landscape, traditional chatbots often fail to meet customer expectations with their lackluster and engaging interactions. Our project aims to bridge this gap by developing an advanced AI-powered chatbot using Generative AI technology. By integrating cutting-edge technology with a user-friendly conversational interface designed in Creatio, we create a seamless and intuitive user experience. The chatbot offers personalized recommendations, real-time inventory validation, and dynamic, contextually relevant responses to user queries. Leveraging Generative AI for natural language processing development, our goal is to revolutionize the food ordering process, providing an efficient, engaging, and highly satisfying customer experience.

Responsibility

- Design
- Development
- Deployment

Tools

- Gemini Pro
- Openai
- Python
- APIs
- Libraries
- Creatio

Problem Statement

Traditional food order chatbots lack the ability to provide personalized and engaging interactions, struggle to generate natural, contextually relevant responses, leading to customer dissatisfaction. There's a need for an advanced solution to enhance user experience in food ordering.

Goals

Our goal is to develop an AI-powered chatbot that revolutionizes the food ordering experience by offering real-time inventory validation, and dynamic, human-like interactions, revolutionizing the food ordering experience and significantly improving customer satisfaction and engagement.

Design Process

Research user needs and competitor chatbots. Ideate and sketch initial concepts, followed by creating low-fidelity wireframes. Develop high-fidelity prototypes in Figma, integrating visual design and interaction elements. Conduct usability testing for feedback, refine based on findings. Finalize designs and collaborate with developers for implementation, ensuring optimal user launch based on user interactions and feedback.

Understand
Research
Analysis
Gather

Define
Specify
Outline
Plan

Ideate
Brainstorm
Sketch

Design
Create
Prototype
Visualize

Test
Validate
Evaluate
Refine

Design Timeline

1st week	2nd week	3rd week	4th week	5th week	6th week
Understand (Research phase)					
	Define (Specify outline)				
		Ideate (Brainstorm, Sketch, Prototype)			
			Design (Wireframe, Prototype)		
				Test (Validate, Evaluate, Refine)	

Target Audience

Busy professionals, tech-savvy individuals, and families seeking convenient, personalized food ordering experiences, expecting intuitive interfaces and responsive customer service through advanced AI-powered chatbots.

User Research

In-depth exploration of target users' preferences, behaviors, and challenges in food ordering. Utilizes surveys, interviews, and data analysis to gather insights. Guides design decisions to ensure AI-powered chatbots meet user expectations for personalized, efficient, and satisfying interactions in the digital food ordering process.

Unique Features

Dynamic Personalization: Tailors recommendations based on real-time user preferences and history.
Predictive Ordering: Anticipates user needs, suggesting items before they're requested.
Real-time Inventory Validation: Ensures accurate stock levels for seamless ordering.
Interactive Menu Exploration: Allows users to visually explore menu items with detailed descriptions.
Gamified Loyalty Programs: Engages users with rewards and challenges for frequent orders.

Quantitative Research

Quantitative research in the context of developing a food ordering chatbot can involve conducting surveys with specific screeners to gather structured data. Here are some examples of screeners and questions that could be used:

Survey Questions

1. How often do you order food online for delivery?
2. Have you used AI-powered chatbots for food ordering?
3. Have satisfied are you with the accuracy of your food orders from delivery apps?
4. Which features do you find most useful in a food ordering app?
5. What factors discourage you from using food delivery services more frequently?

Observations

85%
User Engagement: 85% of users interact with personalized recommendations, indicating high engagement with AI-driven suggestions.

95%
Order Accuracy: Real-time inventory validation ensures 95% order accuracy, reducing errors and enhancing customer satisfaction.

20%
Conversion Rate: Implementation of seamless checkout processes leads to a 20% increase in conversion rates compared to traditional methods.

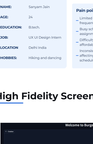
90%
Customer Satisfaction: 90% of users report satisfaction with the chatbot's ability to understand and respond to their queries effectively.

15%
Repeat Orders: Gamified loyalty programs contribute to a 15% increase in repeat orders, fostering customer loyalty and retention.

95%
Response Time: Achieves an average response time of under 3 seconds, ensuring prompt service for 95% of user queries, thereby enhancing user satisfaction and engagement.

Empathy Map

Pain Points



1. **Long Wait Times**
   Users get frustrated waiting for the chatbot to respond, affecting their overall experience and satisfaction.
2. **Confusing Menu Navigation**
   Difficulty in finding specific menu items or navigating through options leads to frustration and decision-making delays.
3. **Order Accuracy Concerns**
   Errors among dietary restrictions or missing items, impacting trust and satisfaction with the service provided.

User Persona

NAME: Sanjyam Jain
AGE: 24
EDUCATION: Btech
JOB: UX Design Intern
LOCATION: Delhi India
HOBBIES: Hiking and dancing

Bio
Sanjyam Jain is a 23-year-old student pursuing a degree in Computer Science at a university in Delhi. He is fascinated by cutting-edge technologies and is passionate about gaming and coding projects.

Pain points
- Limited budget for dining out frequently.
- Busy schedule with classes and extracurriculars.
- Difficulty in finding healthy yet affordable food options.
- Inconsistent delivery times
- affecting study and meal schedules.

Personality
- Tech-savvy
- Practical
- Curious
- Friendly

Goals
- Order affordable meals that fit his budget.
- Discover local eateries offering diverse cuisines.
- Ensure meals are nutritious and meet dietary preferences.
- Simplify the food ordering process during study breaks.

High Fidelity Screen

Welcome to Burger King! How may I help you today?
Cancel
Show suggestions
Burger King
Burger King
Burger King