

COMP 3020
GROUP 31
MILESTONE 3
High-Fidelity Vertical Prototype

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Design Deviations and Evolutions

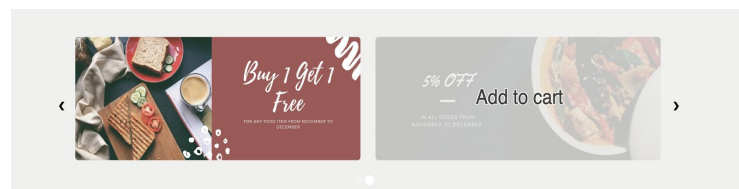
Our checkout page has gone through deviations including the removal of a payment options page and having checkout become a separate page within itself. Our service has changed to a pay in-person system. Similar to that of ordering pizza, payment is made once the food is delivered rather than during the ordering process. Our design is built to be as customer-friendly as possible, and to encourage this, tampering with a product prior to delivery is no longer of great concern for the customer as they have not yet paid for the product.

Moreover, we also changed the description of each food item to become similar to that of a pop-up window. Throughout our recent and previous milestone's findings, we found that it takes extra effort from the user when having to go through different pages to see details or find a specific product; which will decrease their workflow while interacting with the interface by requiring users to perform multiple actions sequentially. To remove users having to travel from one page to another to see all details about the food, and for simpler backward navigation when closing a food item; we maximized this aspect of simplicity design through our on-screen pop-ups.

Sales Pitch

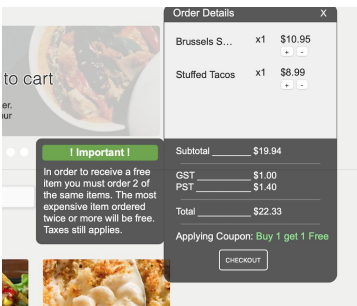
Our philosophy of the ToGo online food ordering system is to keep our design as user-friendly as possible. Our interface allows individuals with different levels of technical knowledge to navigate without difficulties through our sufficient feedback. Our system has consistency in design and mimics existing interfaces to bring familiarity to the user. The system is thoroughly spaced to separate information for easy scanning and re-uses shapes, colors, and actions to encourage learnability. As an example of our consistency, we use a dark theme where users have to do tasks while keeping the main content in a brighter theme. We guarantee that all functions of the design are easy to learn within a short period of time.

The principle of simplicity is the core component of our design. From researching, we noticed that many online food delivery systems required people to log in to be able to use the system. Our system only requires users to enter their address to begin ordering, and does not require the entering of payments when finished ordering. We “cut through” the hassle of additional steps that users need to do while interacting with most interfaces. To keep our system as simple as possible, we only maintain information that is essential about users. In order to deliver food, the only information we need is the food to be delivered, and the location to deliver it to. Furthermore, all components of our system are designed to be simple. Areas can be accessed with 1-2 clicks, feedback is given to the user in real time whilst performing an action, all information is spaced so it can be read separately from other components, and information such as food items, packages, and restaurants are provided in the form of a button, containing a name and a picture for a modern look.



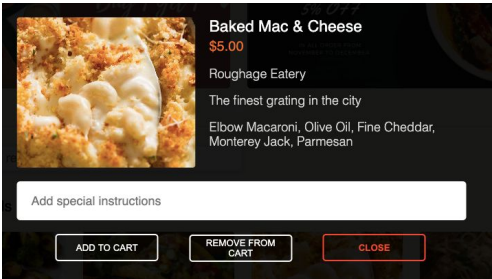
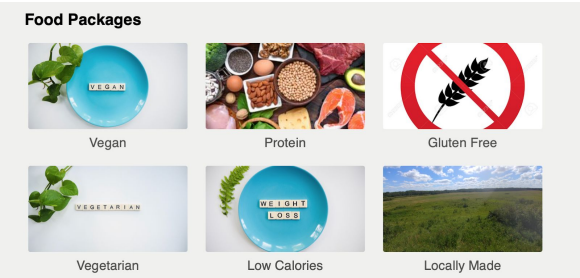
The system supports efficiency and effectiveness on applying coupons

with a single click. This idea came from personal experiences where existing systems require users to enter a voucher code during a checkout process. Our interface removes this memory load put on the user, by automatically applying coupons to their order. By designing the coupon with an informative picture, offering an “add to cart” feedback when hovering over the image, applying a more opaque background, and modifying the user’s cursor, the system creates recollection for the user to remind them that they can interact with the interface. By improving recollection, the design minimizes users’ memory workload.



Furthermore, the shopping cart window provides feedback if a coupon is not applied. We notify the user in detail what they need to do to fulfill the requirements of a coupon if they are not met. This notification is shown both beside the shopping cart window and on the checkout page. When there is a change in the shopping cart, an exclamation mark icon is shown along with a simple text notification to let users be sure of whether the system is providing them with their intended action.

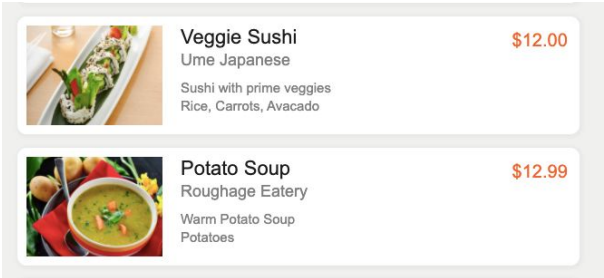
In addition, our system has a unique way of organizing products. We organize products based on various diets or categories. We recognize how important a diet base is for many individuals and apply that to our system. Therefore, when customers use the system, they don’t have to waste their time skimming through all the restaurants’ menu to look for the food that fits with their diet, they only need to choose which diet base they would like to filter products by.



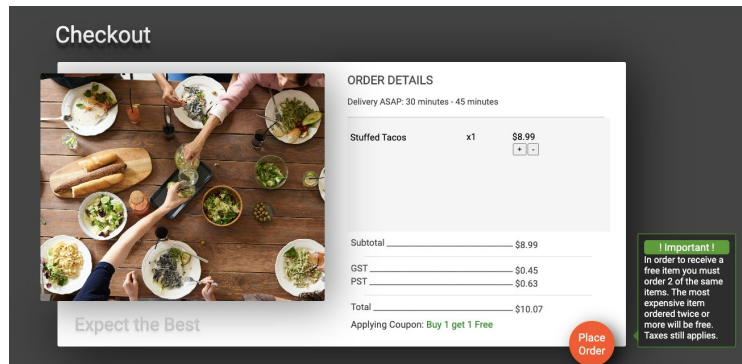
An interface that feels simple, should keep users in control of their actions and be easily scannable. Our system allows for the undoing of an action by removing items or closing popups, along with the capability of clicking our logo to head back to the main page at any time. In addition to giving freedom to users, information is all aligned to the

left to allow for the user to scan through details efficiently. Layouts of menus are consistent with the menu page (figure on the right), reducing the time needed for users to learn and adapt to the interface.

Finally, on the checkout page, user’s order details are displayed. A user may edit their order before the order is placed. To improve flexibility, we allow users to modify



their order directly from their cart on all pages before the checkout page while they put together their order. However, to maintain control of slips, the checkout page reassures that a user is



ready to order by providing a 2nd chance of modifying their order or going back to the main page, before the order is officially placed. Thus, users can perform a final preview of their order to fix any slips that may have occurred during the ordering process or if they had navigated to the checkout page by selecting 'checkout from their cart by mistake.

Technology Overview

Our approach is to break down each section of the website into parts. Our main page, for example, was broken into a top, middle, and bottom section. The top section contains the essential tools for the user that will be contained in all pages such as the cart. The middle section is items specifically for the main page, and the bottom section contains the contents of the website that the user is looking for. Work was divided for team members and updated directly to GitHub. GitHub offered utilities for the team to work simultaneously on the product; we also have a static page hosted live on GitHub Pages for quick testing of the website's functionality.

We used JQuery for complex actions such as animations and closing windows when clicking off of them. For instance, when adding an item to the cart a JQuery initiated pop-up will briefly appear to indicate that the item has been added. No other libraries were used as all other aspects of the website are built from pure HTML, CSS, and JS.

All information is pre-stored into a fake database (database.js). This contains all of the website's information such as restaurant menus, food items, packages, and coupons. This fake data is used to dynamically generate the package and restaurant menus. Information from the user such as items in the cart, address, and the currently active coupon is stored directly on the user's browser's local storage to retain their information throughout all pages on the website.