P2B Design

Wingstop Application

Overall Description: The Wingstop application allows for users to order food for pickup or delivery (at available locations) using this application. Users can search for various locations and make orders at any Wingstop of your choice.

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Design Brief

Design Problem:

Overall, the Wingstop application is relatively easy to understand and navigate through, but there is still room for improvement in the ordering process. Certain elements of the application can be unforgiving and at times confusing when ordering. If users go back to the homepage of the application while ordering, then their order will be lost and they are forced to redo their order. When specifying what you want with an order, the amount of options you are required to choose are hard to distinguish compared to the optional choices available; this can make ordering confusing to complete if a user is not entirely certain what they are required to add on to a meal. Pricing for an order is only available once you add an item to the cart, and does not actively update anytime before that.

Design Objective and Assumptions

Assuming users will be using this application on the go, we'll want to ensure users can easily navigate through the order process without any setbacks. To eliminate confusion and setbacks, the ordering process must give visual cues to inform the users which required fields have been fulfilled and which have not; optional and required fields should utilize progressive disclosure, the two types of information should be separated and easy to differentiate. Assuming users will not want their cart deleted if they accidentally navigate back to the front page, the application must provide a confirmation message to users that informs them leaving a specific store will delete the current cart. Assuming users will always want to know the price of their order, the application must have the price and item chosen always visible and constantly updated throughout the ordering process. Assuming users will occasionally want to edit their order after viewing their cart, the application must provide options for editing, adding, and deleting items.

Target Users

- Wingstop Customers
- Ages 16-45
- Both men and women

User Needs and Motivation

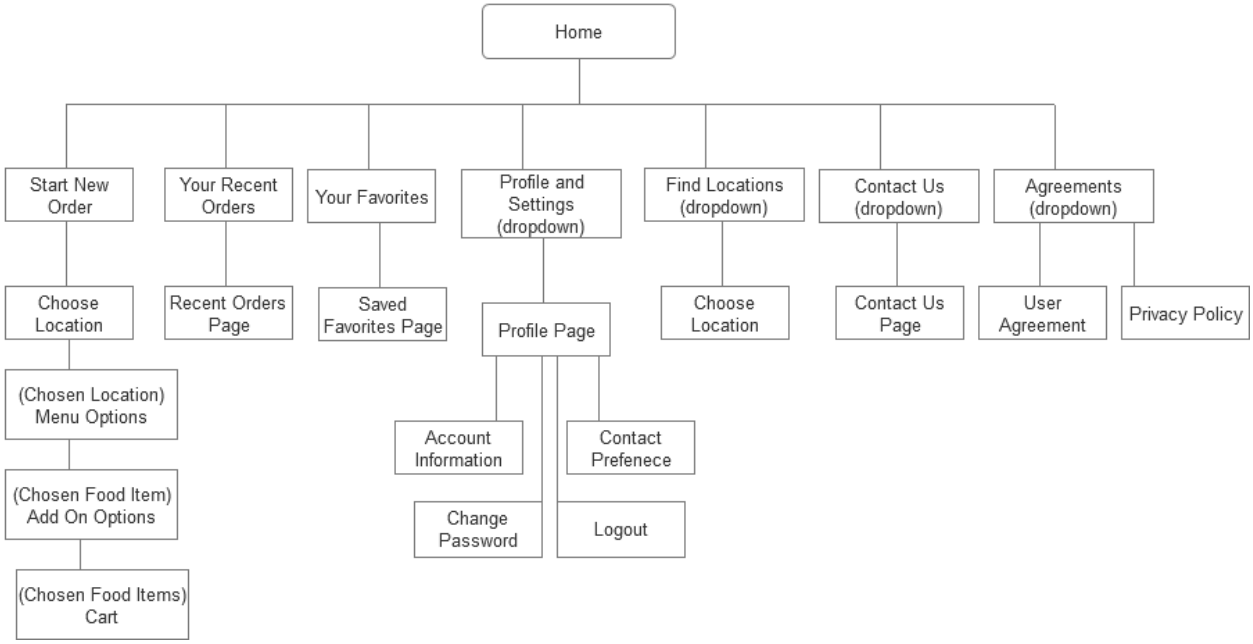
Users of this application will most likely be using this on the go or when they are tight on time and are trying to plan their meal accordingly. The users of this app will prefer using this over calling, so it's important the ordering process doesn't overcomplicate things

more than a phone call would. Users will need to be able to easily understand how to correctly fill out an order, and must feedback must be provided on how to do so. Users will also need to be provided feedback on which items they choice, and how much the current order; some users will want to order based on the price of a meal while they are in the process of ordering. Providing an easy to understand ordering process with plenty of feedback and potential warning will help address user needs throughout the checkout, and will motivate users to use the application again.

User Tasks

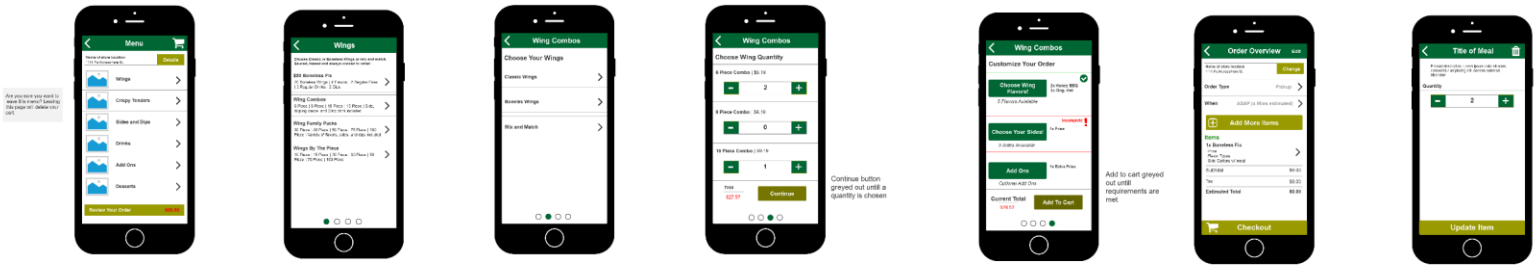
- Find the closest location near the user
    - List all locations near and provide brief business information - address and distance away from location.
- Order a meal
    - Choose addons
    - Choose flavors
    - Choose drink
    - Choose wing type (boneless or regular)
    - Choose amount of wings
- Order Checkout
    - View overview of order
    - Allow for editing of order
    - Choose desired time of pickup
    - Enter personal information for order pickup

Site Map

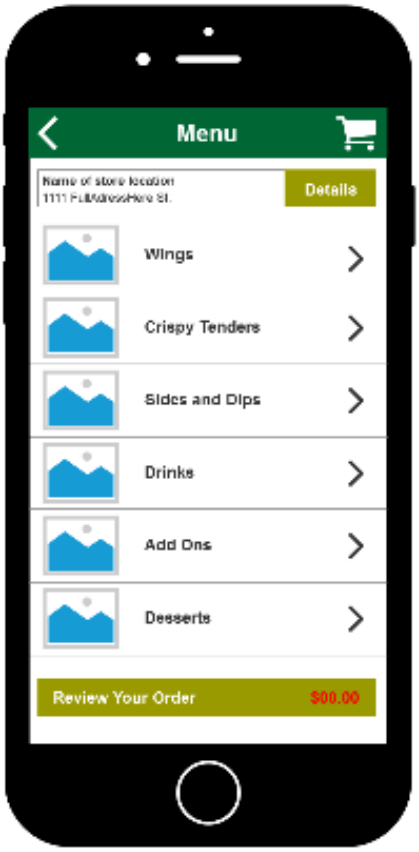


The logic for page navigation feels intuitive for this application in its current state. There are 4 page options to choose from with the dropdown/hamburger menu. The dropdown has options for managing your account, contacting Wingstop, information about the Wingstop application, and another link to nearby locations. The three main options shown to a user on the homepage are all relevant for ordering food from Wingstop. Users can see past orders, view their favorited meals and locations, and start a new order. The start a new order option leads users to the find a location page where they can search for nearby locations, or if they have location services on the application can tell users which location is nearest to them. Once users choose a location, they are brought the menu screen, where they can navigate through and choose food items. Once an item is added to the cart the users are brought back the menu page options, and from there they can choose to continue ordering or click the newly added cart button to checkout.

Prototype | Order Process *some lines in prototype are not visible in the image, but where visible in Axure; images also turned out pixelated once blown up in size on this doc*

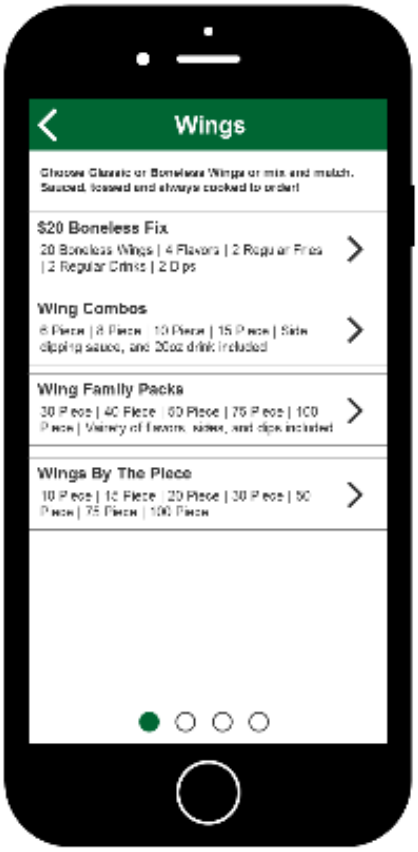


Location listed on menu page with option to view more details about that location



Are you sure you want to leave this menu? Leaving this page will delete your cart.

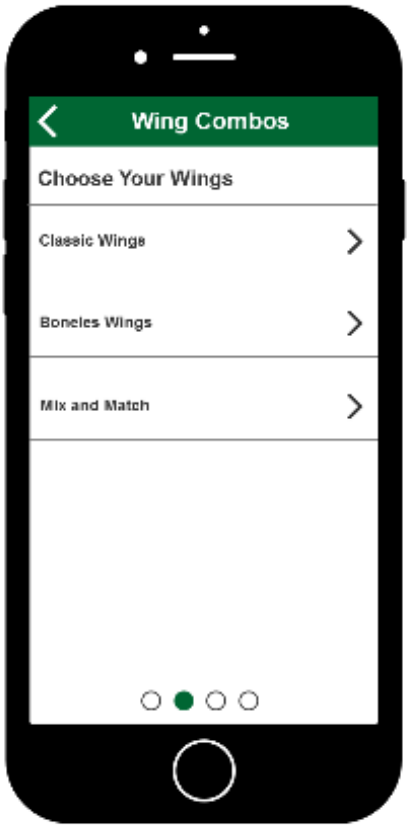
Review your order button and shopping cart only become visible after a user adds an item to the cart



Circles are used to indicate the page a user is on for a specific item – will only be shown for items that have multiple pages of options that must be chosen.

The review your order button and shopping cart icon only become visible to the user once an item is added to the cart. Images were added for the main food categories listed in a menu – though most users of this application should know what they want, it still does not hurt to use the picture superiority effect to improve recall and recognition for users. Users can view the location they are ordering for on the menu page, and can view more details about the location as well. A confirmation message along with 'yes/no' options at the bottom of the screen will be alerted to users if they accidentally swipe back out of the menu; users will be told/asked "Are you sure you want to leave this menu? Leaving will result in cart deletion", from there users can click yes or no.

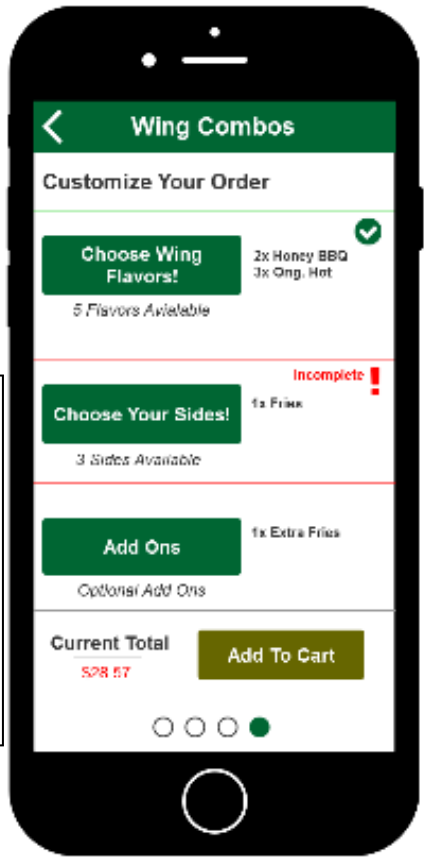
Once users choose an option, they are brought to the screen with listed options, for this wireframe I decided to illustrate how a user would order wings. The wing options for meals are listed, and users must choose an option to move on. I decided to use circles to indicate to users what step they are on and how close they are to finishing the fields needed to add an item to the cart – these will only be necessary for lengthy meal types like wing combos and family packs.



Continue button greyed out untill a quantity is chosen

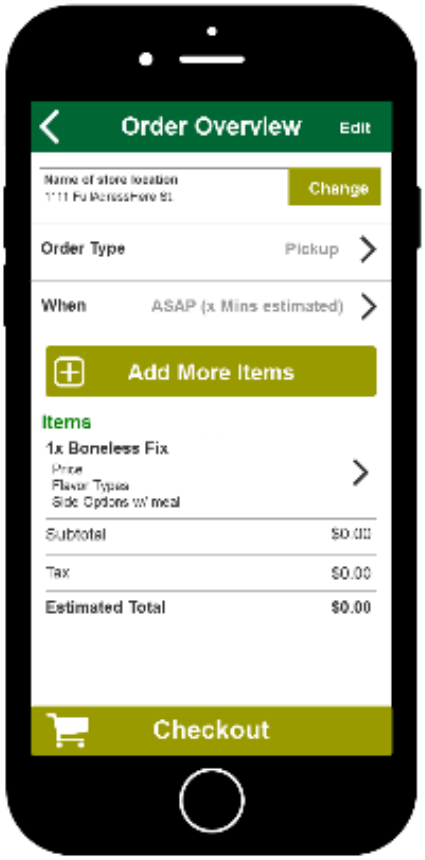
Users are must choose their wings before moving forward. Once a wing type is chosen users are brought to the next screen, in this case they are asked what type of combo meal they'd like. The default value for all combos will be 0, and users can choose to add however many combos they'd like to the order. The total price based off menu pricing will be added at the bottom of the screen to give the user an idea of how much they should expect to pay. They continue button is greyed out on this page until a user enters at least '1' into the quantity field for a given item.

Optional information clearly separated from required. The optional field will always remain a neutral color.



Highlights green w/ checkmark once the # of required fields are chosen. Users given warning about incomplete required field

Add to cart greyed out untill requirements are met



Clicking edit allows users to delete items. Clicking the food item allows users to change qty and once again delete the item.

The customize your order page was probably the page I made the most changes too. Before users had to sort through a long, single list of items for flavors, sides and addons, and they almost had to guess or know beforehand which fields they must fill out. I choose to make fields more clarified, and broke the large list into three separate categories (flavors, sides, and add-ons). Required field constraints are visibly listed out, indicating how many options they must choose, and also listing out the chosen options outside of the prompted listing page. Once a user completes the required number of meal options, the field will provide feedback in the form of green highlighting and a green checkmark; if a field is incomplete, a user is provided feedback in the form of red highlighting and a red exclamation point. The optional addons are now separate from required options for a meal, and will always remain neutral colored (no red or green) while also providing a small list of the chosen add-ons.

At the cart/order overview page, users are given a general overview of their ordered meal. Users can change from pickup to deliver if needed; users can change and set time of order pickup; users can add more items by clicking the button; users can view and change store location; users can click the ‘edit’ option to delete cart items; users can edit specific items by

clicking on that item's designated text field or arrow; users can checkout and are then led to payment processing page.

This is what an individual edit page will look like if a user click on a specific item. Here users can further edit quantity, and can also delete the item here if needed. Users can choose to update cart once they feel good about changes.

Reflection

My main focus was to improve upon feedback throughout the ordering process. Users should be able to visually see how far along they are for large orders that require quite a few different options to choose from. I wanted to improve feedback when customizing orders by clearly indicating the required constraints, and clearly indicating when those required sections were or were not filled out by providing error and success alert colors and icons. I tried utilizing progressive disclosure when customizing orders by well, as I wanted to ensure that require and non-required information were split up and clearly labeled accordingly. A simple confirmation message will be added before users leave the menu to provide some extra forgiveness. I felt pictures were not necessary for every single menu item, but I still thought it would be beneficial to utilize images and adhere to the picture superiority effect; users should be able to wings or chicken tender images and immediately know which category to choose even before reading the text.

It was difficult to improve upon this application, as it has a solid design throughout, which is why I focused mainly on feedback throughout the ordering process. I also regret using the iPhone template that I found off google, it wasn't until the night this was due that I saw there was one posted on D2L (I think it's possible my pixelated images stemmed from a poor template? Either that or Axure didn't like the fact I had all these on one screen that's 7500 pixels wide).