HCI

Final

Report

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# Introduction:

For our project, we wanted to target a problem that we as well as many of our fellows face every day. A problem that is overlooked most of the time yet causes just as much frustration. That problem is the ordering process and the organization of the university Café. Our Project focused on designing an app that targets this very issue and provides students with the ability to order in an organized and efficient manner.

# Personas:

### Persona 1: Ali Irfan

(22/male/single/Islamabad)

“I despise the food at my hostel and need a reliable way to get some at university.”

## Personal Background:

Graduated high school from Beaconhouse Peshawar and moved to a hostel in Islamabad to study computer science at FAST. Has always been interested in new tech and is an excellent coder.

## Profession:

Student in his second year of bachelor’s in computer science at FAST NUCES, Islamabad.

## Technical Proficiency:

Has used phones and computers since the age of 8 and is well versed in technology.

## Experience with similar apps:

Uses Foodpanda and Cheetay apps regularly to order food. Uses ride booking apps hence has experience with reservation and booking apps as well.

## Needs and Wants:

Wants an app that allows him to reserve food the night before since sometimes he has the tendency to sleep in and be late to class. He wants to be able to pick up his food on time between classes. He needs the app to be reliable since he doesn’t eat hostel food and his breakfast and lunch meals are in the university and he needs them to function throughout the day.

## FAST Food’s opportunity:

FAST Food can target Ali and other hostelite students like him and provide them with an efficient and reliable way of picking up their food and helping to make sure they do not miss any of their meals.

### Persona 2: Sana Khan:

(22/female/single/Islamabad)

“I despise the food at my hostel and need a reliable way to get some at university.”

## Personal Background:

She has a very introverted personality and enjoys her own company more than that of others. In her free time, she prefers reading books and writing poetry. She's usually busy in her studies and in her own thoughts which makes social situations a hard thing for her to take part in especially larger crowds.

## Profession:

Sana is a second-year student in FAST university, and she is studying BBA.

## Technical Proficiency:

Sanaa is typically familiar with using a smartphone for social media and she has basic knowledge of mobile applications which means that she prefers a simple and intuitive interface.

## Experience with similar apps:

Sana has not been the most avid user of food and drink apps because of the interface which is usually too overwhelming and complicated for her to follow. This means that she cannot handle too many steps to get to her goal or complete a task.

## Needs and Wants:

Sana would like an application that allows for quick and hassle-free ordering and saves her from spending too much time in crowded lines. She wants an app that is easy to follow and has a design that is simple enough to be understood by a beginner the very first time. She would also like to have as little human interaction as possible during the whole process of ordering, which would save her extra social interaction.

## FAST Food’s opportunity:

Fast food will provide Sana with the opportunity to order in an organized and hassle-free way which would save her from being pushed around and shoved in crowds.

# User Scenarios:

## Sana Khan - Referring a Friend:

Sana has a friend that is also facing the same issues with crowded spaces and large queues. So she wants to have her friend use the fast university app while also gaining 50 loyalty points in the process.

She opens the app and logs in using her existing credentials stored by the system. She then continues towards the dietary restrictions section and after selecting her specific restrictions she select any additional restrictions she would like to let the manager or the chef know about. After that she continues to the home page where she presses the button to go to her profile at the bottom right of the screen. On the account settings screen she presses the option to refer a friend to the app she is then taken to the next screen which tells her that she will get 50 loyalty points for referring a friend. She clicks the link on the screen and a pop up shows her most frequently contacted friends along with other modes of sending the link. She presses one of the icons of her friends contact. This shows her a dialog that tells her that she has successfully referred a friend and received 50 loyalty points in return.

## Sana Khan – Loyalty Points Reward:

On this occasion Sana does not have any cash on her and her online wallet is also empty since it is the end of the month therefore she will she wants to redeem some breakfast against the points that she has accumulated over the past month with her purchases.

After sana open the app and uses her Google account to log in she is then shown the dietary restrictions page. After she selects her specific restrictions, she then continues towards the home page. To go to the page where she can view all the available offers, she presses the view loyalty points button on the home page. Once she is on the loyalty points program page, she scrolls to see how many points she has. She sees that she has 350 points and a free omelet costs 120 points therefore she redeems it. She continues towards the checkout page where the price is 0. She checks out after selecting the option to pay through cash. She is then taken to a page where she can track her order. Once it has been completed and she has received it she is taken to a screen where she is able to fill out her review for the entire process of the order. After submitting the review, she sits down to eat and closes the app.

## Sana Khan – University Card Integration:

Since sana usually doesn't remember any of her online passwords she wants to have a way where she can log on to the app using her university credentials which are on her ID card which is with her all the time. Therefore she wants to integrate her university credentials with the app.

She opens the app and logs in using her stored information. She then continues to fill out the dietary restrictions and her details. She is then taken to the home page from where she has the option to visit her profile settings which she does. On the profile settings page she finds the option to integrate her student ID card. After clicking it she is taken to a page where she is prompted to scan her ID card. After she scans her ID card and the app authenticates it she is shown a dialogue that tells her that her card has been successfully registered with the app as well as awarding her 200 loyalty points.

## Ali Irfan – Feedback:

Over the past few days Ali has felt that the quality and the timing as well as the efficiency of the food ordering process has been lacking in some ways therefore, he has decided that he would like to submit some feedback the next time he orders to make sure that his concerns are heard.

After he opens the app, he logs in using his university card which he has integrated. Once he has filled out his dietary restrictions, he is taken to the home page where he has the option to order now or schedule for later. He chooses to order now, and he is taken to the menu page where he selects a paratha. After adding it to his card. He selects the checkout button and is taken to the. Check out the page where he then selects. The payment option, which in his case is cash. After placing his order, he is taken to a screen. Where he is shown that his order has been confirmed and if you would like to track the order, he can do so from there, which he chooses to. After he receives his order. He is shown confirmation that his order has been delivered and he is asked if he would like to submit some feedback. Ali chooses The option to submit feedback. Here. Ali can select how many stars he wants to give the whole experience out of five. And if you would like to give some qualitative feedback. About the overall process, he can do so here in a text box, which he does. After that he sits down to eat and closes the app.

## Ali Irfan – Tracking an Order:

Today, wants to be able to see. When his order will be delivered because he has to go for a match with the. EE department. He gets free from class. At 11:25. And the match is at 11:30. While in class he orders the food and then Wants to see When his order will be delivered.

After logging in. Using his Google account. He is taken to the dietary restrictions page where he selects his specific restrictions and then submits any additional items he might be. Unable to consume. Next he goes to the home page and he proceeds to the order now section. Now he orders a burger by clicking on the image which takes him to the product page. There he has the option to add it to cart which he chooses and sees that it has been added to his cart. Now he proceeds to his card and chooses to check out and select the cash payment method. After his order has been placed he can see while he is in class that his order will be delivered at 11:27 which suits him just fine. He waits patiently for class to be over and then rushes down and right on time at 11:27 just as the app showed him he is given his order and he proceeds to his cricket match right on time.

## Ali Irfan – Adding a Social Media Account:

Ali wants to add his social media account as a way to log into the app since he uses it most of the time and it is his main source of connecting with new apps.

After he opens the app he continues to the page where he selects the sign in option. He sees the option to log in with his Facebook account at the bottom and he presses it. Next he is taken to a page where he is asked to enter his Facebook login which he does and he is given an option to remember his credentials the next time he logs in and he presses it. Then he receives a confirmation that his Facebook account has been connected to the fast food app and in the end he can now log in with his Facebook account whenever he chooses.