Ghulam Ishaq Khan Institute of Engineering Sciences & Technology

Faculty of Computer Science & Engineering

Human Computer Interaction-HCI

Project Milestone 2: GIKI Food Ordering System

Course Code: CS-372 **Instructor: Dr. Shahab Haider**

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1. Persona

1.1. Persona 1: Primary Persona

Fatima Ijaz: Undergraduate Student

1. **Short Summary**
   A tech savvy student who frequently orders food between classes and wants fast, reliable, and trackable delivery without calling vendors.
2. **Demographics**
   - **Age:** 20
   - **Role:** Undergraduate student
   - **Education:** 5th semester, FME, GIKI
   - **Location:** Hostel 07
   - **Tech Literacy:**
3. **Background/ Biography**
   Hamza is a resident student who manages a packed schedule filled with classes, labs, society meetings, and late night study sessions. Due to the long distance to Topi city and limited eateries within GIKI, he frequently relies on campus hotels and nearby vendors for meals. However, calling vendors every time frustrates him, he often faces network issues in his hostel room and receives wrong or late orders. He prefers using digital systems like Foodpanda and wants similar convenience inside GIKI.
4. **Goals**
   - Order food quickly with minimal effort
   - View real-time menu availability
   - Avoid wrong orders
   - Track rider location and delivery time
   - Use online/card payment
5. **Motivation**
   - Saving time during busy academic routines
   - Avoiding unnecessary phone calls
   - Convenience and predictability
   - Trustworthy order status and delivery tracking
6. **Pain Points**
   - Weak mobile signals in hostels
   - Vendors often misunderstand phone orders
   - No visibility of today's desi menu or sold-out items
   - No delivery tracking uncertain arrival times
   - Cash payment dependency
7. **Behaviors**
   - Frequently uses mobile apps (Foodpanda, WhatsApp, Gmail)
   - Makes quick decisions; dislikes long processes

- Prefers apps over phone calls
- Orders 1–2 meals daily during peak hours

8. **Qoute**

1.2. Persona 2: Secondary Persona

Ms. Laraib Afzal: Faculty Member

1. **Short Summary**
   A working professional who wants a reliable meal ordering system that doesn't interrupt her teaching schedule.
2. **Demographics**
   - **Age: 32**
   - **Role:** Faculty Member, FSCE
   - **Location:** Office in ACB
   - **Tech Literacy: High**
3. **Background/ Biography**
   Ms. Laraib teaches multiple courses and spends most of her time preparing lectures, grading assignments, and attending departmental meetings. She struggles to order food during short breaks and avoids calling vendors due to time constraints. She prefers pre-ordering meals in advance and expects punctuality and professionalism. She wants a Foodpanda-like app that works inside GIKI.
4. **Goals**
   - Order food without interrupting work
   - Pre-schedule or plan meals
   - Receive fast, predictable delivery
   - Avoid long phone calls
5. **Motivation**
   - Saving time during busy lecture hours
   - Ensuring smooth workday without sudden disruptions
6. **Pain Points**
   - Late deliveries during peak hours
   - Manual phone-based ordering wastes time
   - No option to pre-order meals
   - No real-time updates
7. **Behaviors**
   - Uses laptop/mobile for professional work
   - Prefers simple, predictable workflows
   - Uses Foodpanda occasionally
   - Orders during lunch break but avoids delays
8. **Quote**

"I need a system that works reliably so I don't have to call anyone during my lectures."

1.3. Persona 3: Supporting Persona

Ayan Lala: The Overworked Vendor

1. **Short Summary**
   A hotel owner who struggles with managing multiple phone orders, updating daily menus, and coordinating riders.
2. **Demographics**
   - **Age:** 44
   - **Role:** Owner of Ayan Hotel
   - **Education:** Intermediate
   - **Location:** GIKI Tuc
   - **Tech Literacy:** Low-Moderate
3. **Background/ Biography**
   Ayan runs one of the busiest food hotels inside GIKI. Every lunch and dinner, he receives dozens of calls from students and faculty asking about menu items, availability, and delivery time. His staff often forgets or mishears orders. Manual coordination with multiple riders creates confusion about who delivered what and who collected payment especially when online payment is involved.
4. **Goals**
   - Receive orders in a clear, organized system
   - Stop repeating menu details all day
   - Manage rider shifts and payments easily
   - Reduce wrong orders during peak rush
5. **Motivation**
   - Increase efficiency
   - Reduce staff workload
   - Improve customer satisfaction
   - Manage peak hours smoothly
6. **Pain Points**
   - Too many simultaneous phone calls
   - High chance of wrong orders
   - No record of rider payments for online orders
   - Menu changes daily difficult to communicate every time
7. **Behaviors**
   - Comfortable with mobile basics
   - Relies on staff to communicate orders
   - Handles multiple tasks at once (kitchen + phone + riders)
   - Values simple UIs
8. **Quote**

"I can't pick up every call during rush hours. I need one clean system for all orders."

2. Scenario

This scenario includes **all three tasks**:
Task 1 (Browse & Order), Task 2 (Vendor Management), Task 3 (Delivery & Rider Tracking)

Scenario

Fatima Ijaz (Primary Persona), a student in Hostel 7, wants to order food during the lunch break. He opens the “GIKI Eats” app at 1:15 PM. The app automatically detects weak network and loads a simplified low-bandwidth menu. Fatima sees that "Chicken Karahi" at Ayan Hotel is marked *“Available”* and “Daal Chawal” at Raju is *“Sold Out.”*

Fatima selects Ayan Hotel → adds *Chicken Karahi* + *Roti* → chooses **online card payment** → enters his hostel and room number → and confirms the order.

At Ayan Hotel, **Vendor Ayan** sees the new order in his dashboard. The dashboard shows: *Order #241 – Prep Time: 12 minutes – Payment: Paid Online.* He accepts the order and assigns it to Rider Shahid, who is on shift.

Shahid gets a notification on his rider app: “Pickup from Ayan Hotel → Deliver to Hostel 7”. He follows the map navigation to the hostel. Fatima tracks Shahid’s movement in real time through the **order tracker**: *“Rider is 2 minutes away.”*

Shahid reaches the hostel, taps *“Arrived”*, Fatima receives the delivery notification, meets him at the gate, and completes the order without needing any calls.

3. Sketching & Wireframes

3.1. Design 1: Card-Based Navigation Interface

1. **Concept:**
   A simple UI using **large cards** for vendors, categories, and menu items. Optimized for usability and clarity.
2. **Storyboard**
   - **Home Screen:** Cards for “Raju,” “Ayan,” “Hot & Spicy,” “Nearby Vendors,” “Stores,” “Baker.”
   - **Vendor Screen:** Large menu cards with “Available / Sold Out” badges.
   - **Item Details:** Tap to add items → quantity selector appears.
   - **Checkout:** Address entry + payment method + order summary.
   - **Order Status Screen:** Card showing order progress (Accepted → Cooking → Out for Delivery).
   - **Rider Tracking:** Live map under the status card.
   -

3. **Analysis**

Criteria	Analysis
Learnability	Very easy due to large, familiar card layouts.
Visibility	High — availability and prices visible on each card.
Efficiency	Fewer clicks; good for quick lunchtime orders.
Error Prevention	Availability flags prevent ordering unavailable items.
Weakness	Card layout may feel “too simple” for power users.

3.2. Design 2: Bottom Navigation Bar Interface

1. **Concept:**
   A modern mobile-app layout with fixed bottom navigation: *Home – Search – Orders – Profile*
2. **Storyboard**
   - **Home:** Vendor list + recommended items.
   - **Search:** Filter by cuisine/price/availability.
   - **Menu:** Tapping a vendor opens detailed list.
   - **Cart:** Separate screen showing items + delivery address.
   - **Orders :** Real-time updates + rider map.
3. **Analysis**

Criteria	Analysis
Learnability	Familiar to modern apps (Foodpanda, Cheetay), easy adoption.
Visibility	Bottom nav increases visibility of key features
Efficiency	Faster navigation between tasks but requires more screens
Error Prevention	Search reduces wrong ordering; filters prevent mismatches
Weakness	More complex for vendors or riders with low digital literacy

3.3. Design 3: Single-Screen Workflow Interface

1. **Concept:**
   A **compact all-in-one screen**, scroll-based interface that includes vendor selection, menu, cart, and checkout all on a single continuous page.
2. **Storyboard**
   Single Screen:
   - Top: Vendor tabs
   - Middle: Menu sections
   - Bottom (collapsible): Cart

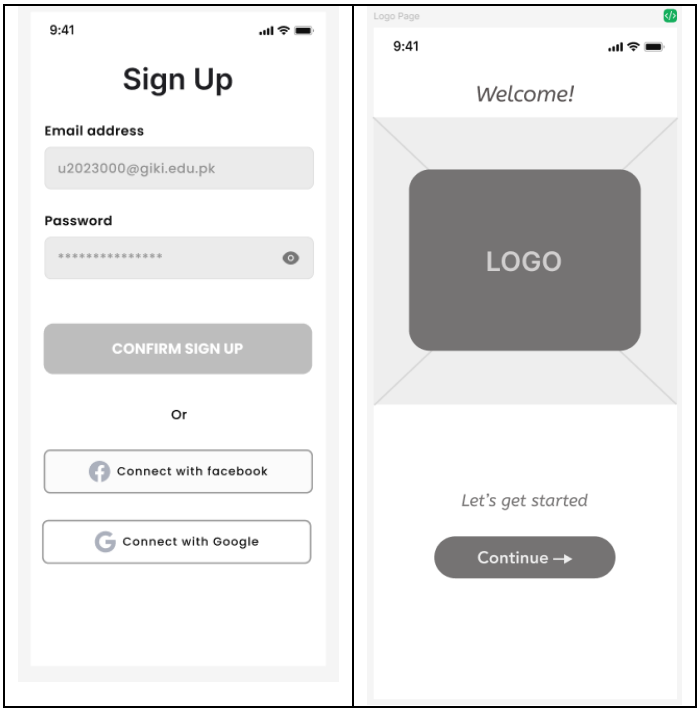
1. Tap vendor → menu updates instantly.
2. Add item → cart expands.
3. Scroll to bottom → checkout without changing screens.
4. After placing order → slide-up panel shows order status.

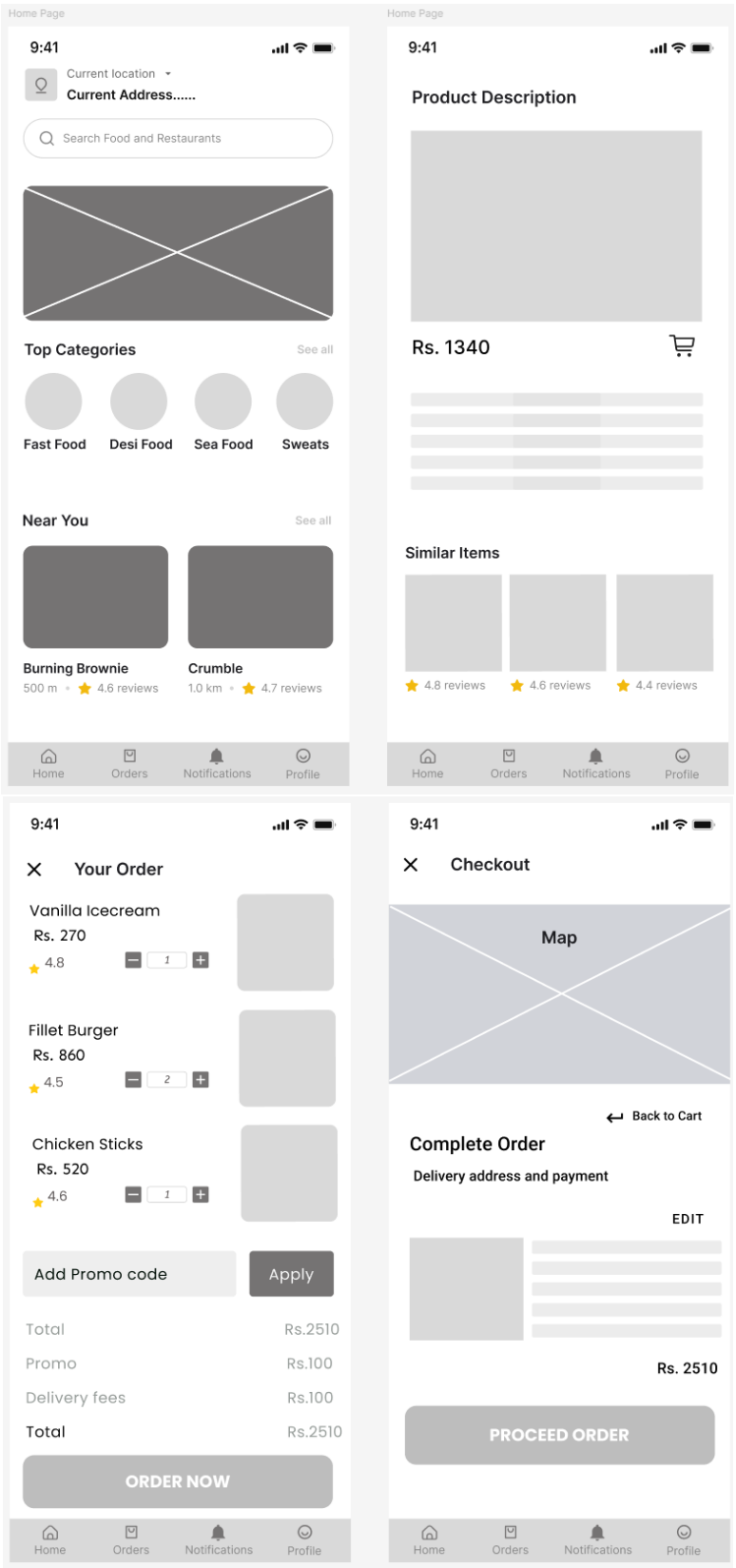
3. Analysis

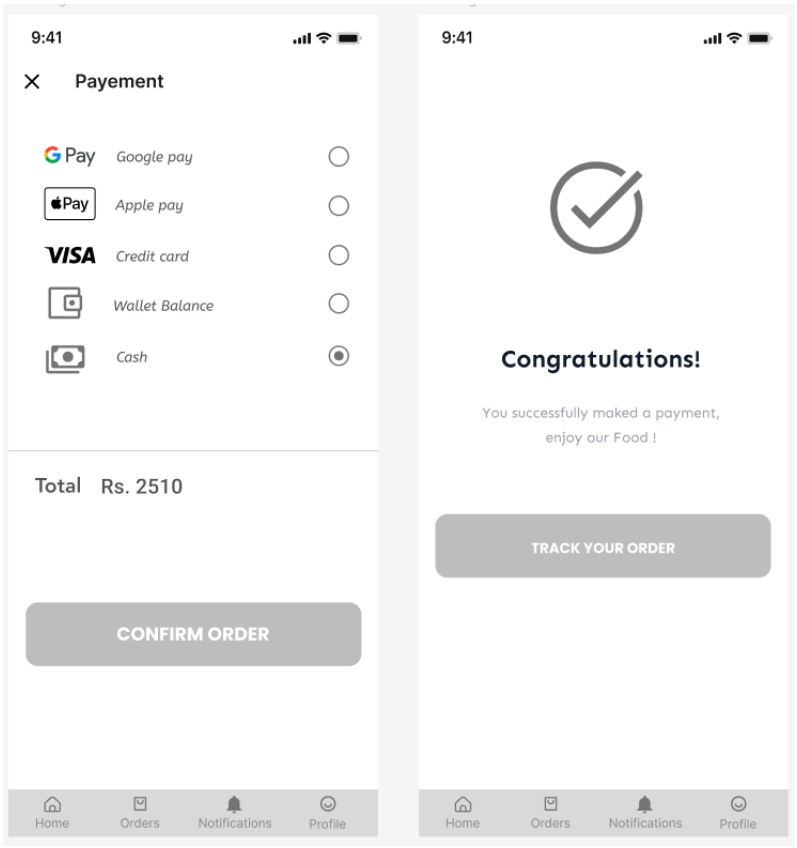
Criteria	Analysis
Learnability	Moderate, relies on user understanding scroll-based workflows
Visibility	Good for menu, but cart visibility may be reduced in collapsed state
Efficiency	Very fast, zero screen changes; ideal for power user
Error Prevention	Inline availability + real-time cart updates reduce errors
Weakness	New users may get overwhelmed by so much content on one page

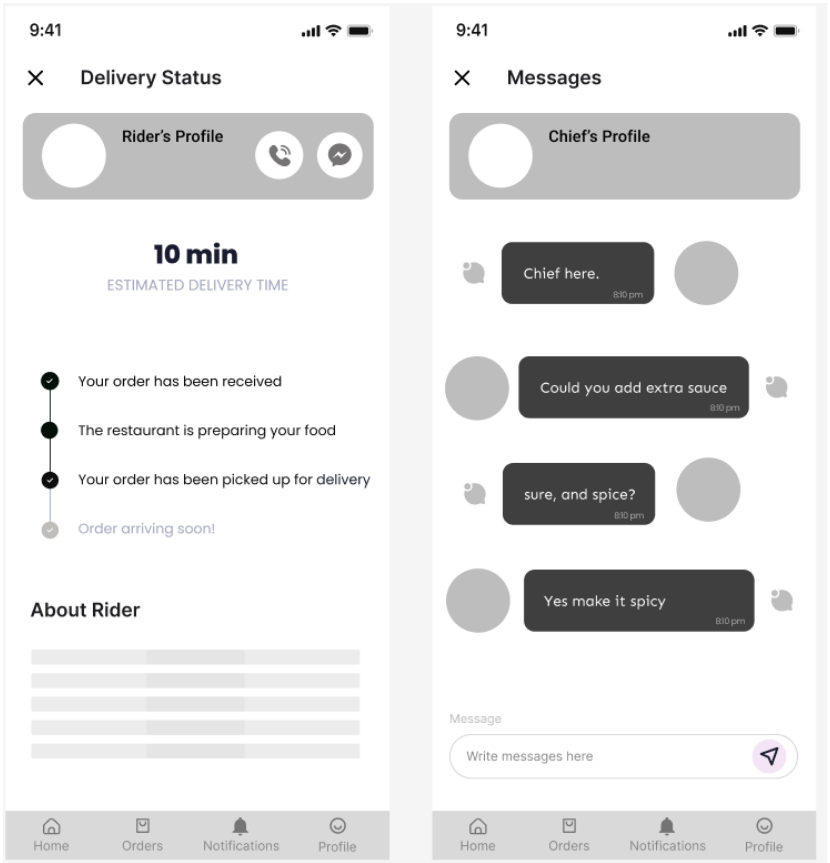
Wireframes Screenshots

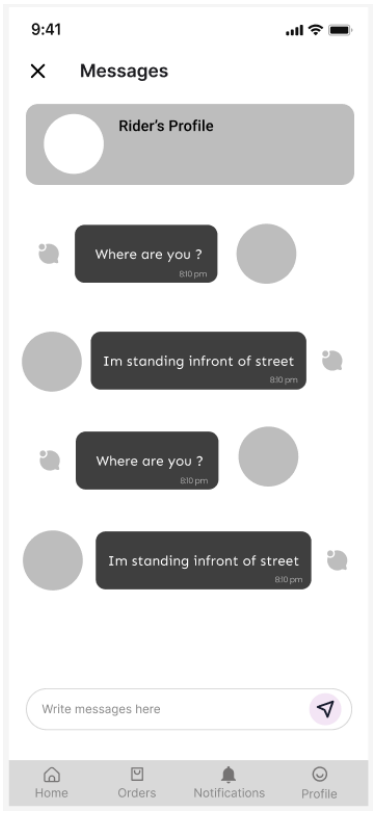
Design 1:



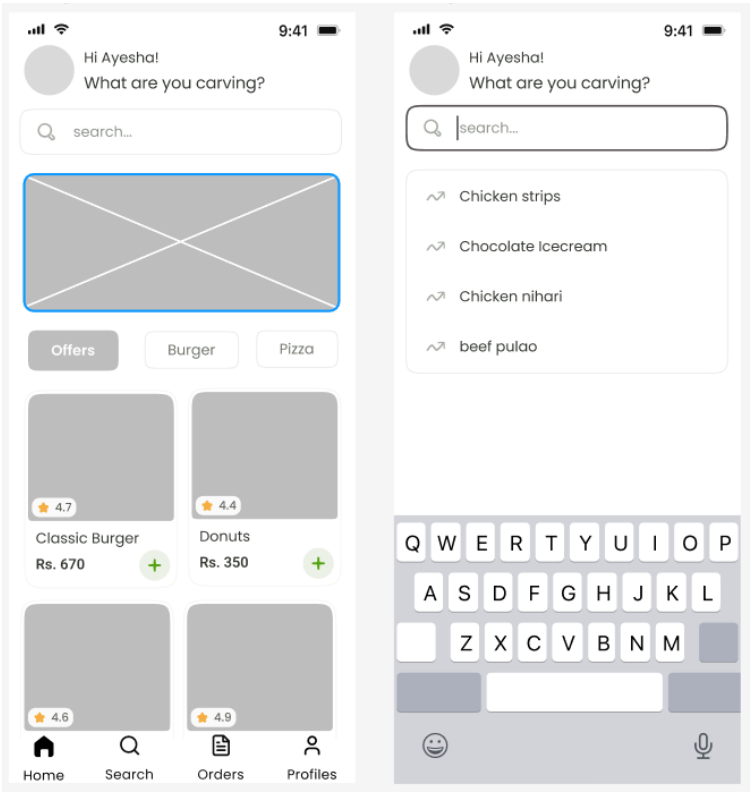

Home Page
9:41
Current location
Current Address.....
Search Food and Restaurants
Top Categories
See all
Fast Food
Desi Food
Sea Food
Sweats
Near You
See all
Burning Brownie
500 m • 4.6 reviews
Crumble
1.0 km • 4.7 reviews
Home
Orders
Notifications
Profile
Home Page
9:41
Product Description
Rs. 1340
Similar Items
4.8 reviews
4.6 reviews
4.4 reviews
Home
Orders
Notifications
Profile
9:41
Your Order
Vanilla Icecream
Rs. 270
4.8
1
Fillet Burger
Rs. 860
4.5
2
Chicken Sticks
Rs. 520
4.6
1
Add Promo code
Apply
Total Rs.2510
Promo Rs.100
Delivery fees Rs.100
Total Rs.2510
ORDER NOW
Home
Orders
Notifications
Profile
9:41
Checkout
Map
Back to Cart
Complete Order
Delivery address and payment
EDIT
Rs. 2510
PROCEED ORDER
Home
Orders
Notifications
Profile

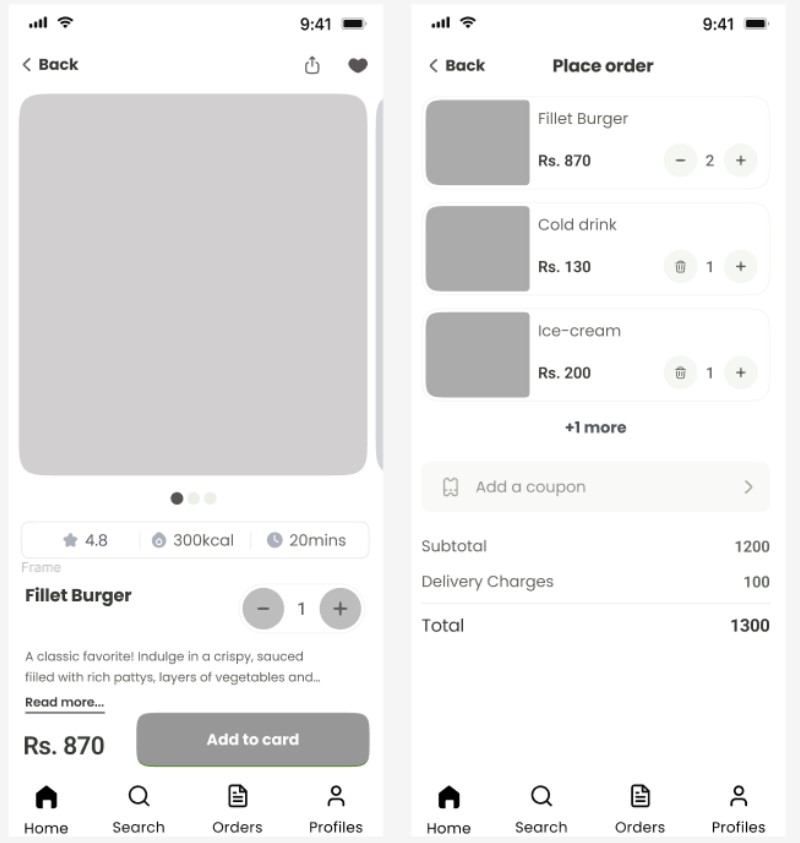

9:41
Payement
Google pay
Apple pay
Credit card
Wallet Balance
Cash
Total Rs. 2510
CONFIRM ORDER
Home
Orders
Notifications
Profile
9:41
Congratulations!
You successfully maked a payment, enjoy our Food !
TRACK YOUR ORDER
Home
Orders
Notifications
Profile

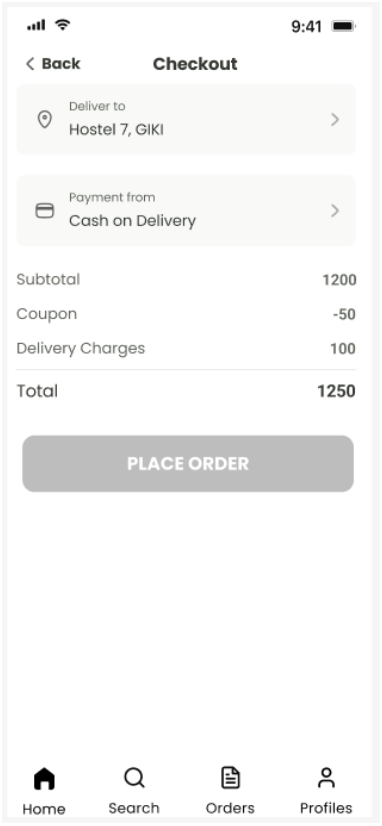

9:41
Delivery Status
Rider's Profile
10 min
ESTIMATED DELIVERY TIME
Your order has been received
The restaurant is preparing your food
Your order has been picked up for delivery
Order arriving soon!
About Rider
Home
Orders
Notifications
Profile
9:41
Messages
Chief's Profile
Chief here.
Could you add extra sauce
sure, and spice?
Yes make it spicy
Message
Write messages here
Home
Orders
Notifications
Profile


9:41
Messages
Rider's Profile
Where are you ?
8:10 pm
Im standing infront of street
8:10 pm
Where are you ?
8:10 pm
Im standing infront of street
8:10 pm
Write messages here
Home
Orders
Notifications
Profile

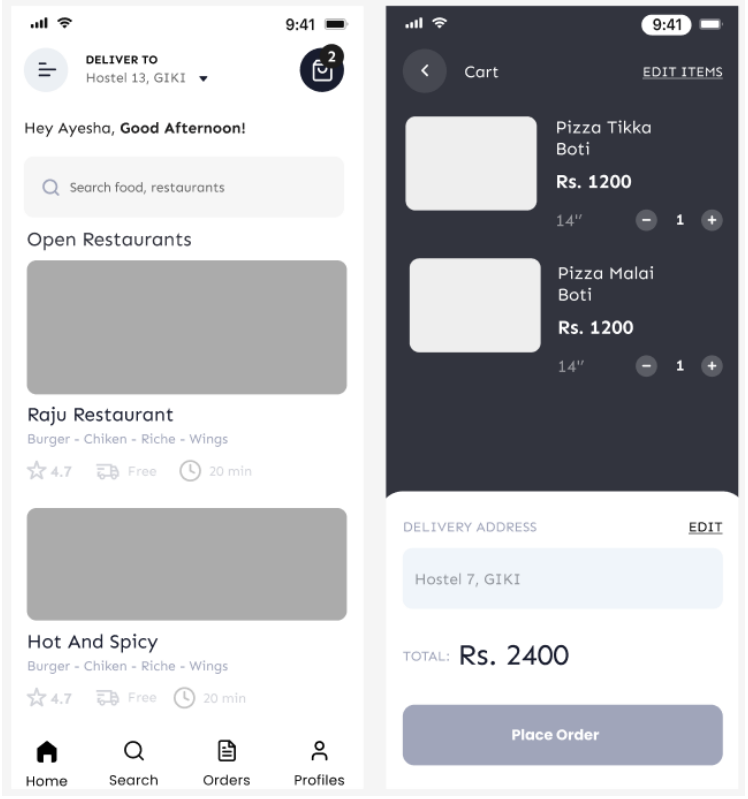
Design 2:

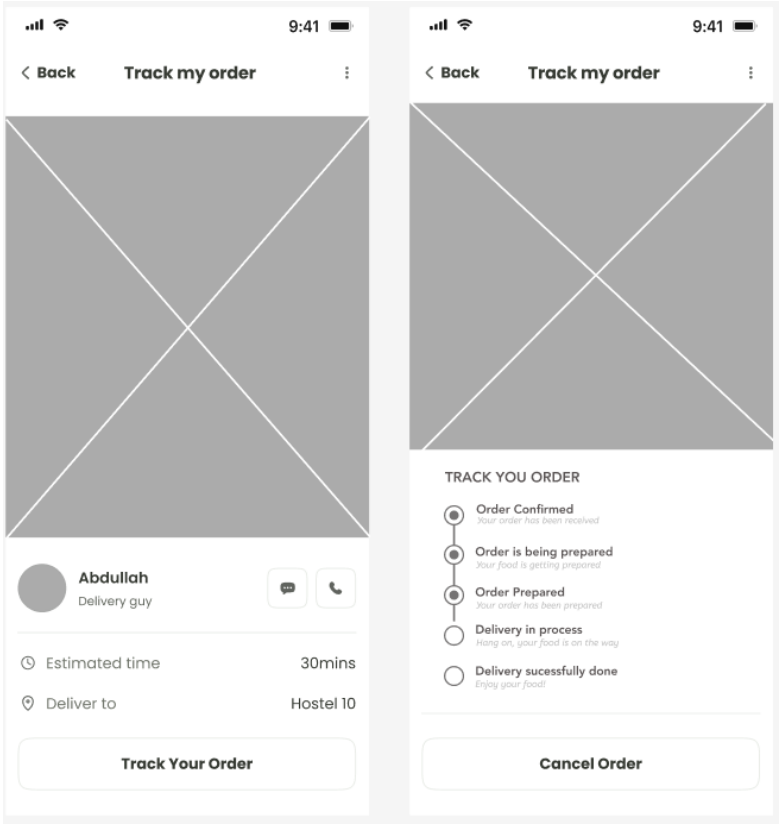

9:41
Hi Ayesha!
What are you carving?
search...
Offers
Burger
Pizza
4.7
Classic Burger
Rs. 670
4.4
Donuts
Rs. 350
4.6
4.9
Home
Search
Orders
Profiles
9:41
Hi Ayesha!
What are you carving?
search...
Chicken strips
Chocolate Icecream
Chicken nihari
beef pulao


9:41
Back
4.8
300kcal
20mins
Frame
Fillet Burger
1
A classic favorite! Indulge in a crispy, sauced filled with rich pattys, layers of vegetables and...
Read more...
Rs. 870
Add to card
Home
Search
Orders
Profiles
9:41
Back
Place order
Fillet Burger
Rs. 870
2
Cold drink
Rs. 130
1
Ice-cream
Rs. 200
1
+1 more
Add a coupon
Subtotal 1200
Delivery Charges 100
Total 1300
Home
Search
Orders
Profiles


9:41
Back
Checkout
Deliver to
Hostel 7, GIKI
Payment from
Cash on Delivery
Subtotal 1200
Coupon -50
Delivery Charges 100
Total 1250
PLACE ORDER
Home
Search
Orders
Profiles

Design 3:


9:41
DELIVER TO
Hostel 13, GIKI
Hey Ayesha, Good Afternoon!
Search food, restaurants
Open Restaurants
Raju Restaurant
Burger - Chiken - Riche - Wings
4.7
Free
20 min
Hot And Spicy
Burger - Chiken - Riche - Wings
4.7
Free
20 min
Home
Search
Orders
Profiles
9:41
Cart
EDIT ITEMS
Pizza Tikka Boti
Rs. 1200
14"
1
Pizza Malai Boti
Rs. 1200
14"
1
DELIVERY ADDRESS
EDIT
Hostel 7, GIKI
TOTAL: Rs. 2400
Place Order


9:41
Back
Track my order
Abdullah
Delivery guy
Estimated time
30mins
Deliver to
Hostel 10
Track Your Order
9:41
Back
Track my order
TRACK YOU ORDER
Order Confirmed
Your order has been received
Order is being prepared
Your food is getting prepared
Order Prepared
Your order has been prepared
Delivery in process
Hang on, your food is on the way
Delivery sucessfully done
Enjoy your food!
Cancel Order