Project 9 Prototype (Group Assignment)

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I. INTRODUCTION

Our food delivery application (named getGrub) was developed to create a one-stop shop for users to order from many restaurants in their localized location from one application. The application intends to better the users experience by eliminating multiple applications for ordering food, providing one-click ordering options, complete food tracking during entire process, and descriptive pictures and logos of restaurants and menu items. The development of the food delivery application prototype is based on millennial aged (18-35) user experiences from around the world. This group of people tend to cook at home less and rely on convenience most.

II. MATERIALS

A storyboard of our prototype and the prototype (interactive PDF) file are attached with this paper.

III. DESIGN DECISIONS

Our app begins with an initial screen with our logo, getGrub, and a brief description about our app "Food you wants, from restaurants you love". This decision was based on our feedback from interactive design galleries. Then a start screen that lets the user login with an email and password or social media account. This decision was based on the second, third, and seventh usability principles, since it uses concepts familiar to the user (login and social media) and gives the user the freedom to choose between the options. This social media option was also recommended by a user in our empirical testing. Moreover, the user only has to create an account once. Each subsequent use of the app will skip this step and therefore be more efficient.

The next few screens let a user register and add a card to his account. These speak to the usability principles of error prevention (4) and consistency standards (5). Users will have to place an order with a credit card, and this starts them on the right track. By having the user credit card information, we are able to allow user to place orders without redundant steps in the future. In addition to email and postal addresses, we also let the user add a phone number, which was recommended by a user in our empirical testing.

At the top left of most screens, there is a minimized menu button. It uses the most frequently used menu icon for easy recognition. It allows users to get back to check his account, past orders, place order and tracking current order. It also has customer services and quick help tips if users had any problem.

When a user first begins an order, he sees a screen with different kinds of food (pizza, pasta, etc.). The goal here was an aesthetic and minimalistic design (8) since it expresses a lot of information with simple pictures and almost no text. Our app preserves this format (representative pictures and limited text) for the next screen, which shows specific restaurants of the selected type of food. The text informs the user of the essentials -- price and time til delivery. We added pictures of food to these screens as recommended by a user in our empirical testing. Based on the feedbacks from the interactive design galleries, we added search icon for users to find specific restaurant they are looking for. Also, we added yelp star ratings to provide feedbacks about all the restaurants. In addition, we added "My favorites" for users to store all the restaurants they like to provide more convenience.

After a user selects a restaurant, he's taken to the respective menu. Our decision was again based on aesthetic and minimalist design (8) as well as recognition rather than recall (6). The menu is easy to read and doesn't need any explaining.

The checkout screens are based on the usability principles error prevention (5) and visibility of system status (1). They review the user's order and guide him through the final steps. At this step, the user can either add a credit card or use an existing one on his account, which based on the 7th usability principle, flexibility and efficiency of use.

Our checkout process has screens dedicated to tipping. A user in our empirical testing expressed her frustration with our prototype's lack of transparency. It's now clear what the total cost is and how much you're tipping your driver.

As soon as the order is placed, the user sees new screens which update him on its status. In addition to knowing the ETA and the whereabouts of his driver, he also has the option to call the restaurant to modify the order or call the driver for further delivery details. The app specific who the user can call, which was recommended by a user in our empirical testing. The app continues to update so the user can track his order at any time until it's delivered right to him. This decision was based on visibility of system status (1), user control and freedom (3), aesthetic and minimalist design (8), and help and documentation (10). Based on the feedback from interactive design galleries, we added additional screens and function for user to confirm and inform their needs for food cancellation.