Contextual Analysis

The following slides include data collected from observations.

Notes are synthesized in each slide, then combined at the end to create a broad Work Activity Affinity Diagram.

Order Method: Desktop & Eatstreet

Desired Order: 2 Large Pizzas
- 1 w/ pepperoni + bacon
- 1 w/ green pepper + onion
✓Cheese Fries
✓Kid's meal of some type
Wings

Notes:
- "was not aware of pizza special my order would have fit into"
- "Could not easily edit order, had to remove items completely"
- "I liked the methods of specifications for kids orders"
- "The wing section was straightforward and easy to understand"
- "was not made aware of pizza special, would have been charged $10 extra"
- "Not a fan of $4.50 Eat Street fee"

Need to determine all online ordering methods

Eatstreet includes $4.50 fee

Specials unclear

Eatstreet does not recognize orders that meet special params

Order editing lacks depth

Notes of this color represent EatStreet orders

Kids meal specifications are easy

Wing section is clear and concise

Menu is expansive	Pictures should be considered for non-generic items
Substitutions not easily made for sides	No extra surcharges
Shawarma toppings not easily updated	***Notes of this color represent GrubHub orders***
Item not in expected menu category	

Order Method — Phone & Grubhub

Desired order — ✓Chicken Shawarma wrap
✓Soda
✓Chicken tenders
✓Dessert

Notes:
- "Large menu makes it hard to find specific things on mobile device"
- "I wish I could substitute another side for fries but I can't"
- "I wish I could more easily edit toppings on the shawarma"
- "Not sure why, but I thought I'd find shawarma near subs and sandwiches but it was far down the menu"
- "was interested in triple chocolate cake, but no picture, so I chose nothing"
- "I liked that there were no extra surcharges"

Order Method – Mobile Phone & Slice App

Desired Order – Large Pizza on special
Salad
2 Liter of soda
Wings

Notes –
- "Specials easily identified in header"
- "Could not easily edit salad toppings"
- "No 2 liter sodas"
- "Search box is helpful"
- "'Our Story' section is a nice touch, but brief"

Specials easily found

Notes in this color represent orders made in Slice app

Notes used for topping removal

Search box helps navigation

"Our Story" section adds more personality to restaurant

Notes of this color represent GrubHub orders	Notes of this color represent EatStreet orders	Notes of this color represent Slice app orders

Order Mods

Substitutions not easily made for sides

Shawarma toppings not easily updated

Kids meal specifications are easy

Notes used for topping removal

Order Editing

Service does not recognize orders that meet special params

Order editing limited to item removal

Menu Layout

Menu is expansive

Item not in expected menu category

Pictures should be considered for non-generic items

Wing section is clear and concise

Specials unclear

Specials easily found

Search box helps navigation

Service Related

"Our Story" section adds more personality to restaurant

No extra surcharges

Eatstreet includes $4.50 fee

Multiple online ordering methods

https://padlet.com/lgibson110/w57wmst73k0j

Workflow Diagram

Mobile

Customer

Physical Menu

Phone

Desktop

Food Vendor

Negotiate food ingredient orders

Owner/ Proprietor

I/O Online Orders

Delivery

In-Person Order

Phone Call Order

Employees

Menu Info

Update Sold-out items

Print Online Orders

Various menu softwares & databases

Online Order Printer