



IN3065 User-Centred System Design Coursework 2025

Khalid Takar

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Stage 1: User Research

1.1. User research methodology: a detailed description of how you conducted the user research

I conducted a small-scale user research study combining semi-structured interviews and naturalistic observation. The goal was to gain insight into the behaviours, motivations, and pain points students, graduates, and guests experience when accessing food and drink services on campus. I followed the Robson framework (2011) for observational research, focusing on key aspects such as actors, goals, and feelings within the physical space instead of the Goetz and LeCompte (1984) framework as it is more focused on the surroundings and activities compared to Goetz and LeCompte (1984).

I began by drafting a template of guiding interview questions (included in the appendix), structured around themes such as how participants currently find food on campus, challenges they face, preferences in technology, and ideas for an improved experience. During the interviews, I followed this template but allowed space for flexibility, asking personalised follow-up questions based on the flow of conversation. This approach helped gather richer, more meaningful insights.

As interviewing students within my course (IN3065) was not permitted, I carefully selected participants from a variety of backgrounds, including students from other courses (such as computer science student not doing the course IN3065 and engineering students) and alumni graduates (past computer science graduates). This variety gave me a broader set of perspectives. I initially aimed to include guests or staff, but despite multiple attempts, I found it difficult to recruit willing participants within my timeframe. Many potential candidates needed significant explanation and were unavailable at short notice. As a result, I proceeded with the five most valuable interviews out of six completed.

To supplement the interviews, I conducted quick observational research by walking around several on-campus locations, including canteens, microwave areas, and coffee shops. I used Robson's (2011) Framework to focus on how users interacted with space, who was present (actors), and what they were trying to accomplish (goals). These observations provided context and inspiration for interview questions and helped ground the study in real-world campus behaviours.

One of my participants was a graduate currently pursuing a career in UX design, which gave me the opportunity to incorporate additional usability-focused insights into my research. Their feedback helped validate some of the design directions I considered and enhanced the research quality.

All interviews were conducted as audio calls on Microsoft Teams, which enabled me to record conversations for later reference. This decision also helped participants feel more comfortable, as they weren't distracted or self-conscious being on video. After recording, I created brief transcripts to extract key quotes and themes. Each participant was sent a consent form, which they returned promptly before the interviews began.

In total, the methodology allowed me to gather in-depth qualitative data that could inform the early design stages of CampusDine. Insights gained shaped my understanding of users' challenges with dining on

campus, such as locating dietary options, avoiding long queues, and the lack of real-time service information. These findings directly contribute to the direction of the app's proposed features and interface.

1.2. Written summary of findings from user research

To support the design of the CampusDine app, I conducted five semi-structured interviews with a mix of current students and recent graduates. The aim was to explore their experiences with food and drink on campus, understand their needs and frustrations, and identify opportunities for technology to improve the dining experience. The responses were analysed thematically, revealing strong patterns in behaviours, expectations, and pain points.

Participants demonstrated a range of eating habits. Some regularly brought food from home due to cost, convenience, or dietary preferences, while others purchased snacks or drinks from cafés but avoided full meals. Delivery apps like Uber Eats and Deliveroo were frequently mentioned, especially by users seeking more variety or better prices than campus services offered. Although on-campus outlets were available, they were often underused because of issues with visibility, accessibility, and value for money.

Price emerged as one of the most important factors influencing user decisions. Many participants felt that food on campus was expensive for the portion size and often not worth the cost. This was especially important for students on tight budgets. Dietary requirements were also a strong concern particularly the need for halal food options and users noted that a lack of clear labelling or transparency made it difficult to trust what was available. Convenience played a major role in users' choices, especially during exam season or busy lecture days. Students wanted quick access to reliable information about food availability without having to waste time queueing or searching.

Several challenges were reported across the interviews. Seating availability was a major pain point; users often arrived at the canteen only to find all seats taken. Many participants were unaware of facilities like microwaves or smaller food outlets due to poor signage or a lack of navigation support. There was also widespread frustration about not being able to view food options in advance. Users often only discovered what was available after physically entering a location, leading to wasted time or disappointment.

Interviewees showed strong interest in using an app with real-time updates on queues, seating, and opening hours. A digital menu showing clear ingredient lists, dietary labels, and prices was seen as essential. Most participants expressed a preference for pre-ordering food online, especially those who disliked queueing or preferred to avoid face-to-face ordering. In terms of feedback, quick tools like star ratings were much preferred over longer surveys or QR codes.

Accessibility and usability were also important themes. Participants suggested simple but meaningful features such as font size controls, clear layout, and keyword filters (e.g. halal, vegan, low-cost) to help them find food that suited their needs. A built-in map showing where to find microwaves, seating zones, or specific cafes was also widely supported.

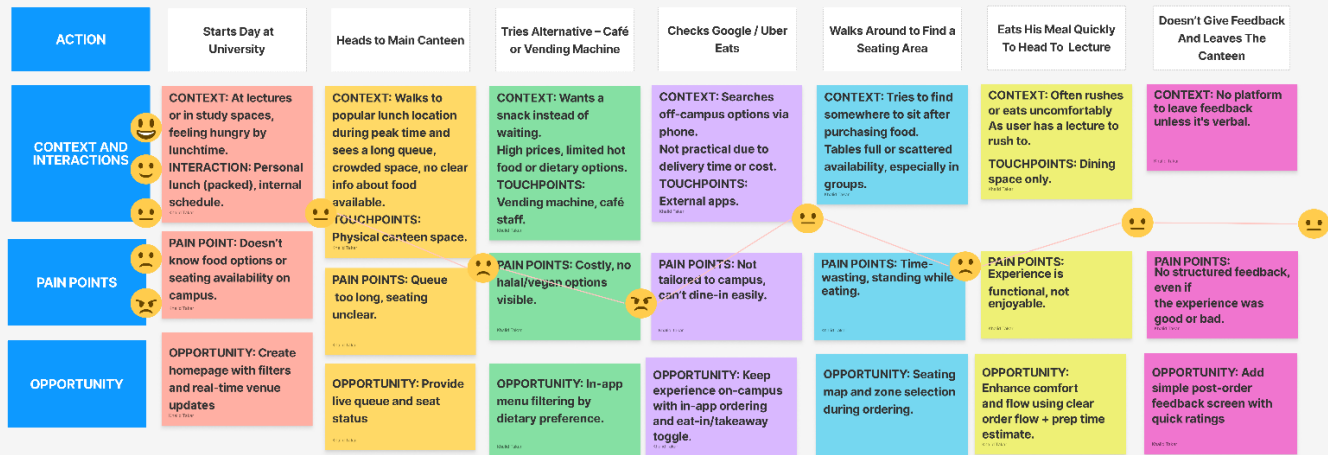
In summary, students and graduates want a dining experience that saves them time, respects their preferences, and offers clarity. Observations were guided by Robson's (2011) framework, considering factors like time, space, and actors to interpret physical behaviour in food settings.

1.3. Current User Journey Map

A User's Journey: Eating on Campus

Current User Journey Map

Goal: Get lunch or a snack during a university day.

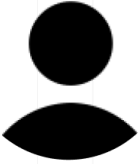


Expectations

- Thrilled
- Happy
- Neutral
- Upset
- Frustrated


1.4. Personas (x2)


Persona 1 – Sophia Smith





Sophia Smith
Recent Graduate


About


 23

 London


 Aspiring UX/UI Designer


 Bachelor's


 Straight


 Single

Brands









 **Campus Engagement**


- Used to attend campus 4–5 times a week
- Frequently stayed for group work or extra tutorials
- Regularly brought home-cooked meals due to busy schedule and long queues

 **Food Habits**


- Preferred home-prepared food (packed lunch)
- Occasionally used canteen for hot meals like chicken and pasta
- Rarely bought snacks or drinks due to high pricing
- Avoided vending machines and cafés unless necessary

 **Tech & Preferences**


- Strongly prefers pre-ordering and self-service
- Wants accurate seat maps (ideally showing table-by-table availability)
- Favors quick feedback options (e.g., 1–5 star ratings after purchase)
- Appreciates personalized experiences, like saved preferences

 "I tend to have a packed lunch ready just in case, because I might not have the time to actually eat at the canteen."


"Having real-time updates on the app would be incredible but it has to be well executed."

 **Needs & Goals**

- Quick access to real-time food availability
- A system that helps her avoid peak-time congestion
- Ability to pre-order meals and know exactly what's in stock
- Personalized homepage showing favourites and past orders

 **Pain Points**

- Peak lunch hours clashed with lectures
- Canteen overcrowding and minimal seating
- High prices in vending machines
- No way to know what food is available before arriving



Yusuf Abdi
Final-Year Student

About

22

Third-Year Student




London

Straight

Computer Science

Single

Brands



Campus Engagement

- On campus 3–4 times a week, mainly midday
- Previously used the canteen but now mostly buys drinks, not food
- Occasionally used microwave services when bringing food from home

Food Habits

- Rarely eats full meals on campus now
- Primarily uses cafés for hot chocolate or water
- Needs halal food options due to religious requirements
- Relies on external apps like Google Maps and Uber Eats when off-campus

Tech & Preferences

- Mostly uses Google Maps to find food
- Would benefit from convenient, centralized app
- Prefers to order at the counter but sees value in pre-ordering for time savings
- Believes the app must be accurate, clear, and easy to use

"Halal options are a necessity for me."

"I used to go to the cafe or the shop, and occasionally the big canteen — but now I go outside most of the time."

"The most important thing would be having all the options available in one place."

Needs & Goals

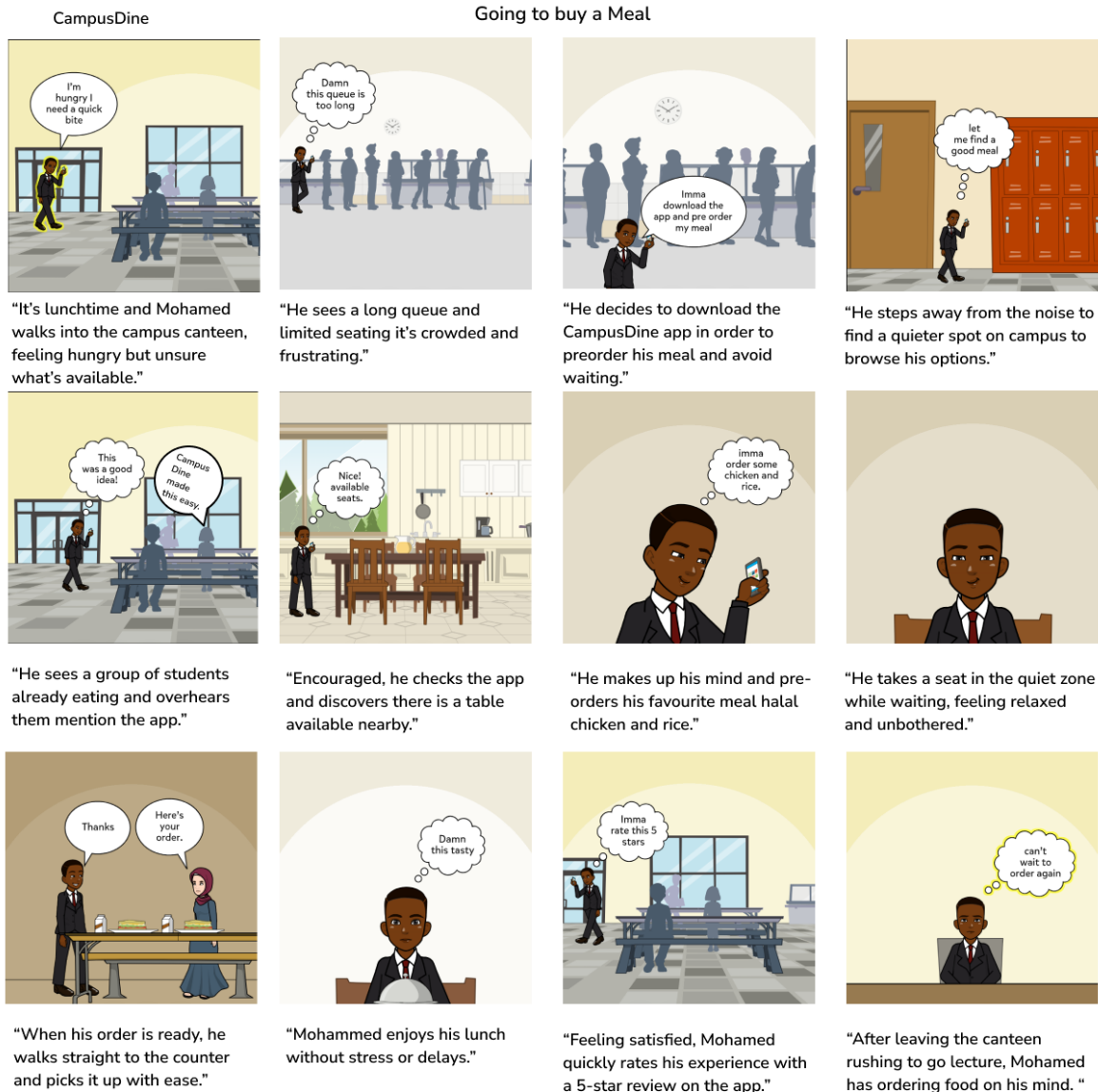
- Full digital menus of every on campus outlet
- Updated info about what's available avoids guessing
- Would like a recommendation system showing trending or popular places

Pain Points

- Doesn't want to waste time walking to a venue only to find no seating or long queues
- Wants to know seating status in real-time
- Avoids ordering when unsure what's available
- Finds surveys tedious, prefers quick feedback options

Section 2: Conceptual Design

2.1. Storyboard showing user interaction with CampusDine

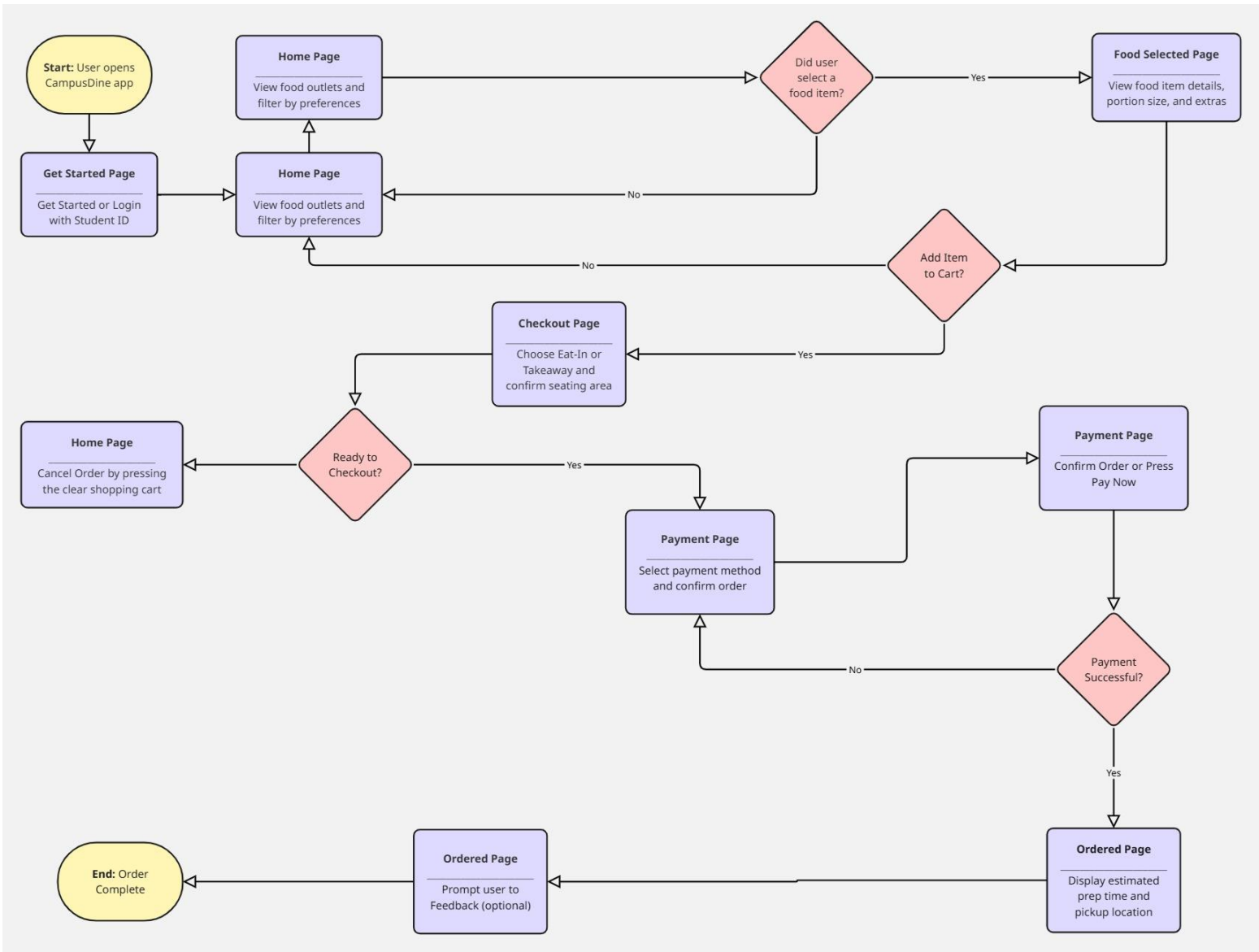


Stage 3: Detailed Design

3.1. Written intro, describing choice of user journey and wireframes

The wireframes represent a key user journey uncovered through research: a student ordering food on campus via the CampusDine app. This journey was chosen in response to recurring pain points highlighted during interviews, such as long queues, limited seating, and lack of clear food availability. The six wireframes guide the user from launching the app to receiving order confirmation, covering each critical interaction stage. These include the Get Started screen, homepage browsing, item selection, dine-in/takeaway choice, payment, and feedback. Each screen is designed to support intuitive, fast, and accessible interaction, with thoughtful features like dietary filters, real-time seating info, customisable portions, and simplified payment options. The final screen allows users to provide quick feedback to help continuously refine the service. The journey reflects both emotional and functional needs and improvements shared by participants and forms a foundation for a solution that makes on-campus dining more transparent, inclusive, and efficient.

3.2. User Flow Diagram



3.3. Wireframes (x6), including annotations and explanations.



Minimalist Intro

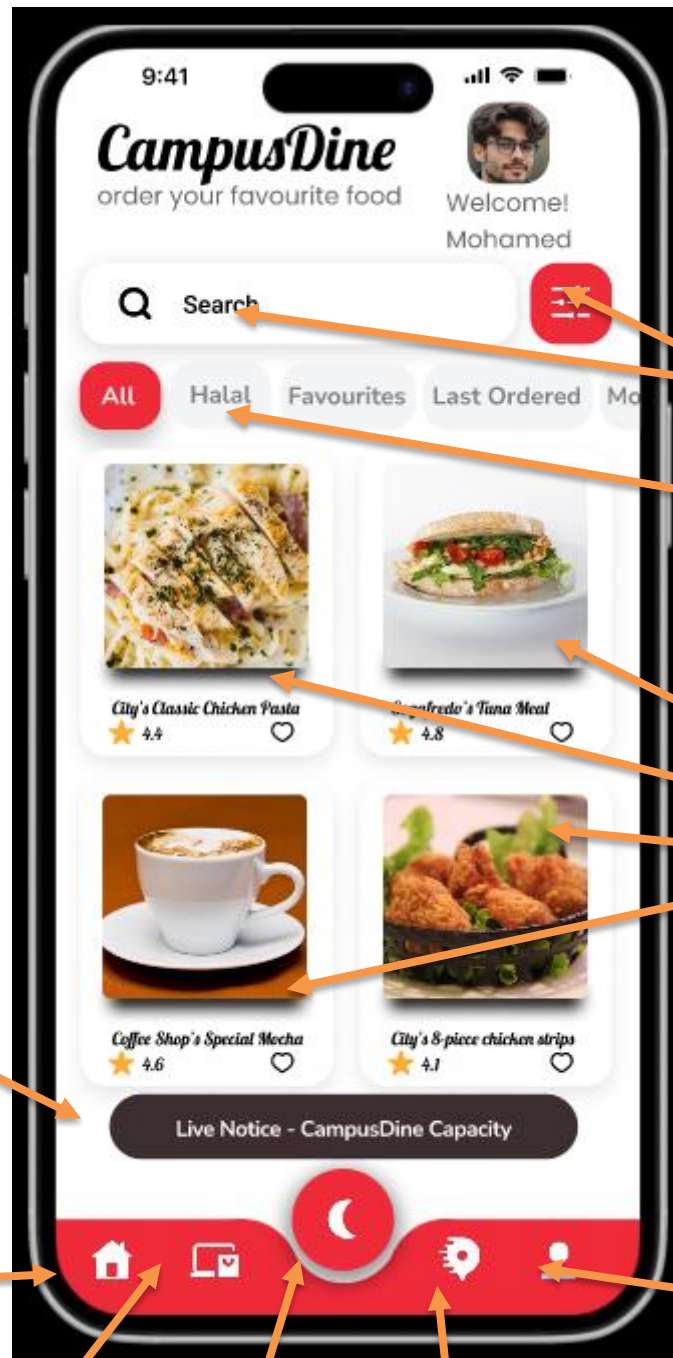
Screen: Designed for quick entry, reducing friction for first-time users.

Branding & Tagline:

Reinforces product value which is as a direct response to time constraints raised by users.

Clear CTA Buttons:

"Get Started" and "Login with Student ID" support both casual users and City students, based on interview feedback requesting flexible access.



Search & Filter Bar:

Enables users to sort by dietary needs (Halal, Favourites) and more options based on user frustration with unclear food

Visual Cards with Ratings:

Image-based cards and star ratings help users make fast decisions aligned with their desire for speed and transparency.

Live Capacity

Notice: Supports real-time decision-making, addressing complaints about crowded canteens and lack of seating info.

Home Button: Returns user to the main homepage showing food outlets and live capacity updates. Enables quick access to explore meal options from any screen.

Profile Button: User profile and account settings. Allows for updates to preferences, saved payment methods, order history, and dietary tags.

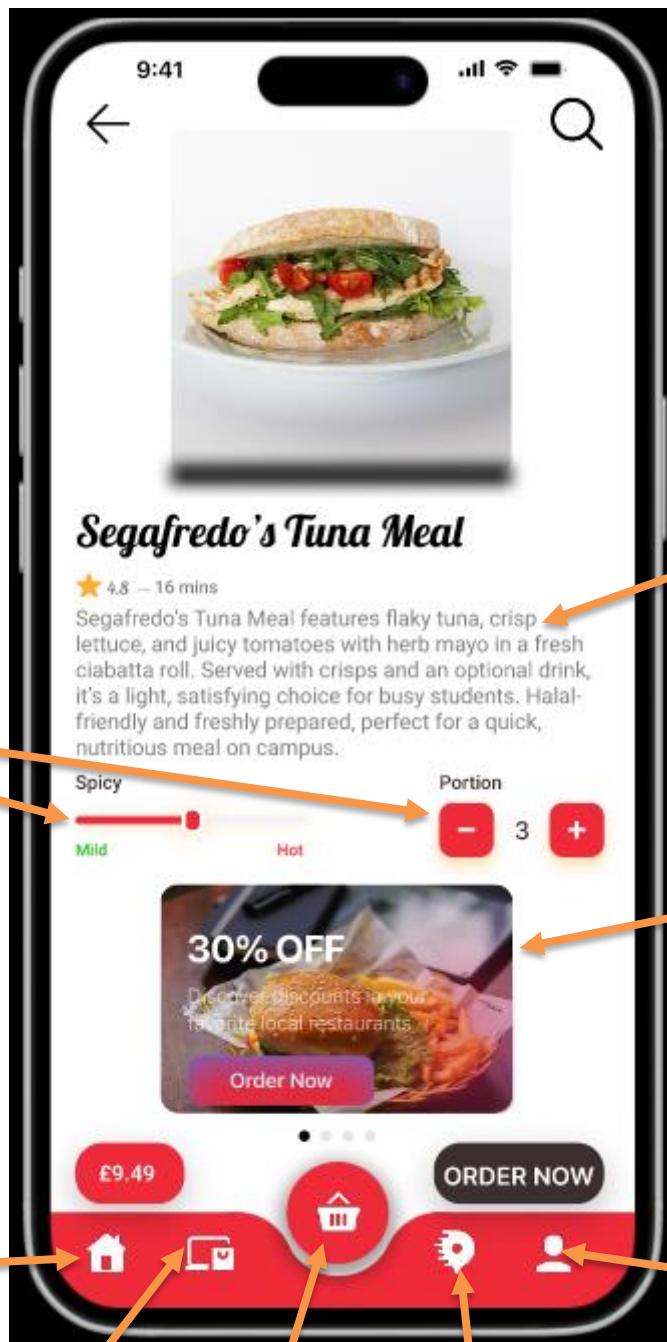
Theme Toggle (Light/Dark Mode):

Toggles between light and dark UI themes. Enhances usability in different lighting conditions and supports user comfort.

Meal Tracking / Map Button:

Interactive map to locate seating zones, microwave stations, and pickup points. Supports wayfinding and addresses the pain point of poor navigation.

Order Summary / Online Pickup: Allows users to check the status of active orders and view pickup instructions. Designed to reduce confusion and help manage time efficiently.



Portion & Spicy Controls: Offers customisation, requested by users who wanted control over serving size and meal spiciness.

Detailed Food Description: Clear breakdown of ingredients, prep time, and halal certified addresses users' need for ingredient clarity and trust.

Special Offer Banner: Added value (30% off) aligns with affordability concerns voiced by students.

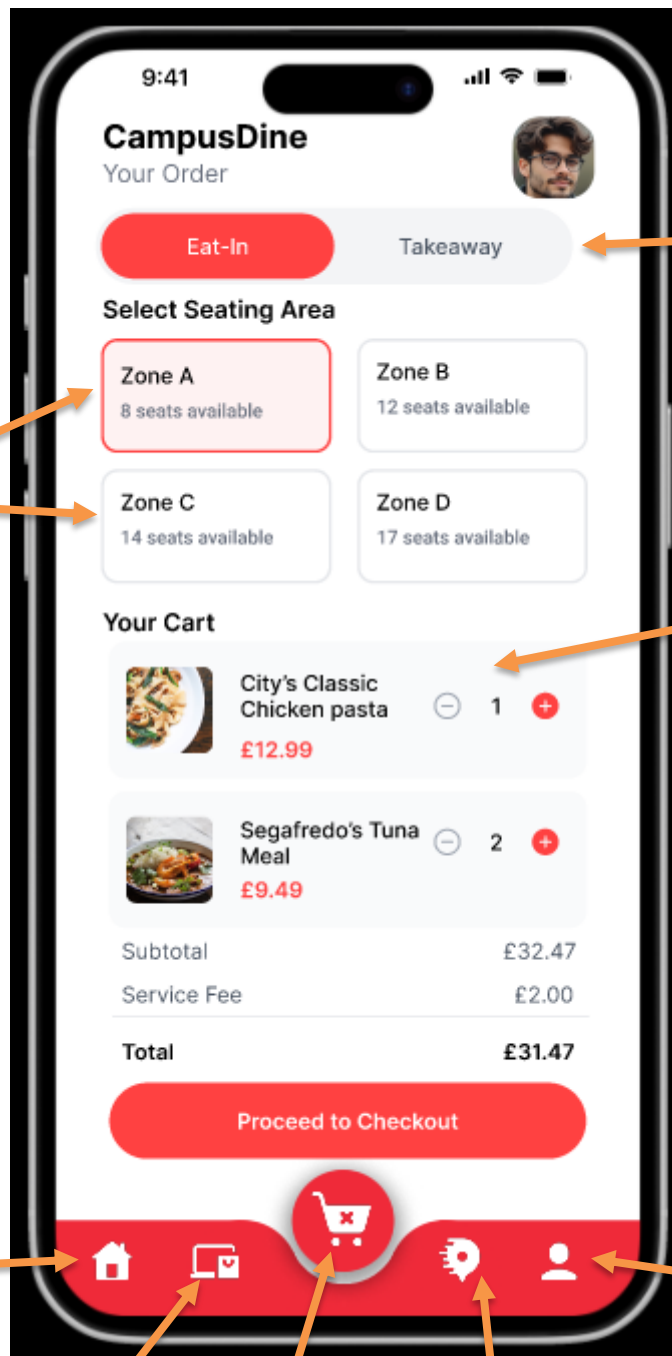
Home Button: Returns user to the main homepage showing food outlets and live capacity updates. Enables quick access to explore meal options from any screen.

Profile Button: User profile and account settings. Allows for updates to preferences, saved payment methods, order history, and dietary tags.

Order Summary / Online Pickup: Allows users to check the status of active orders and view pickup instructions. Designed to reduce confusion and help manage time efficiently.

QR Code Button: Generates or scans QR code for order pickup and contactless collection. Provides faster handover and improves queue flow at the counter.

Meal Tracking / Map Button: Interactive map to locate seating zones, microwave stations, and pickup points. Supports wayfinding and addresses the pain point of poor navigation.



Live Seat

Availability: Zones (A-D) show exact seat counts, addressing pain points from interviews about full canteens and no seating visibility.

Eat-In / Takeaway

Toggle: Gives users agency based on my user research some want to sit, others grab and go.

Editable Cart: Lets users adjust quantity or remove items, enhancing usability and reducing ordering mistakes.

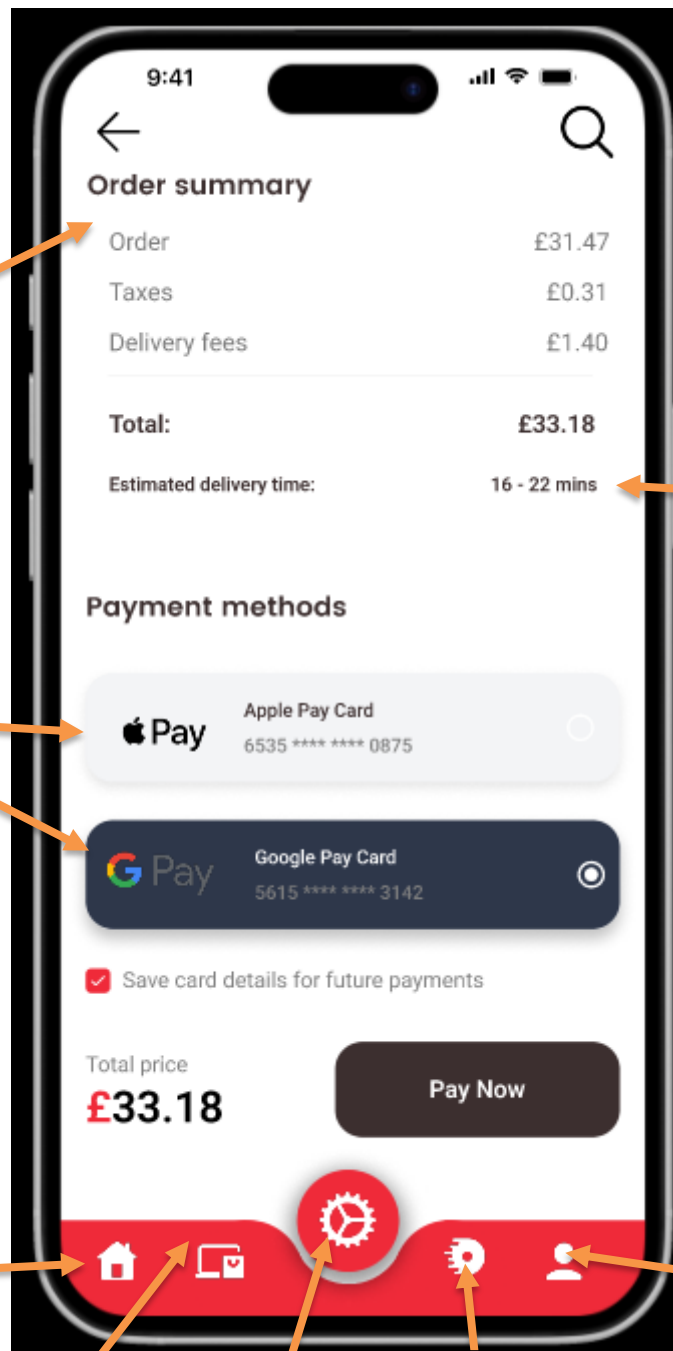
Home Button: Returns user to the main homepage showing food outlets and live capacity updates. Enables quick access to explore meal options from any screen.

Profile Button: User profile and account settings. Allows for updates to preferences, saved payment methods, order history, and dietary tags.

Order Summary / Online Pickup: Allows users to check the status of active orders and view pickup instructions. Designed to reduce confusion and help manage time efficiently.

Empty Shopping Cart Button: Shown when the cart is empty; serves as a visual cue and disables the checkout flow. Updates in real time to reflect user selections.

Meal Tracking / Map Button: Interactive map to locate seating zones, microwave stations, and pickup points. Supports wayfinding and addresses the pain point of poor navigation.



Clean Summary

Layout: Total, Taxes, and Delivery Fees made explicit to avoid hidden costs addressing value for money concerns for users

Multiple Payment

Methods: Offers Apple Pay, Google Pay, and card matching feedback where users disliked apps that lacked digital wallet

Home Button:

Returns user to the main homepage showing food outlets and live capacity updates. Enables quick access to explore meal

Order Summary /

Online Pickup: Allows users to check the status of active orders and view pickup instructions. Designed to reduce confusion and help manage time efficiently.

Settings Button:

General app settings including notifications, payment methods, language, and accessibility options. Supports personalisation and control.

Meal Tracking / Map

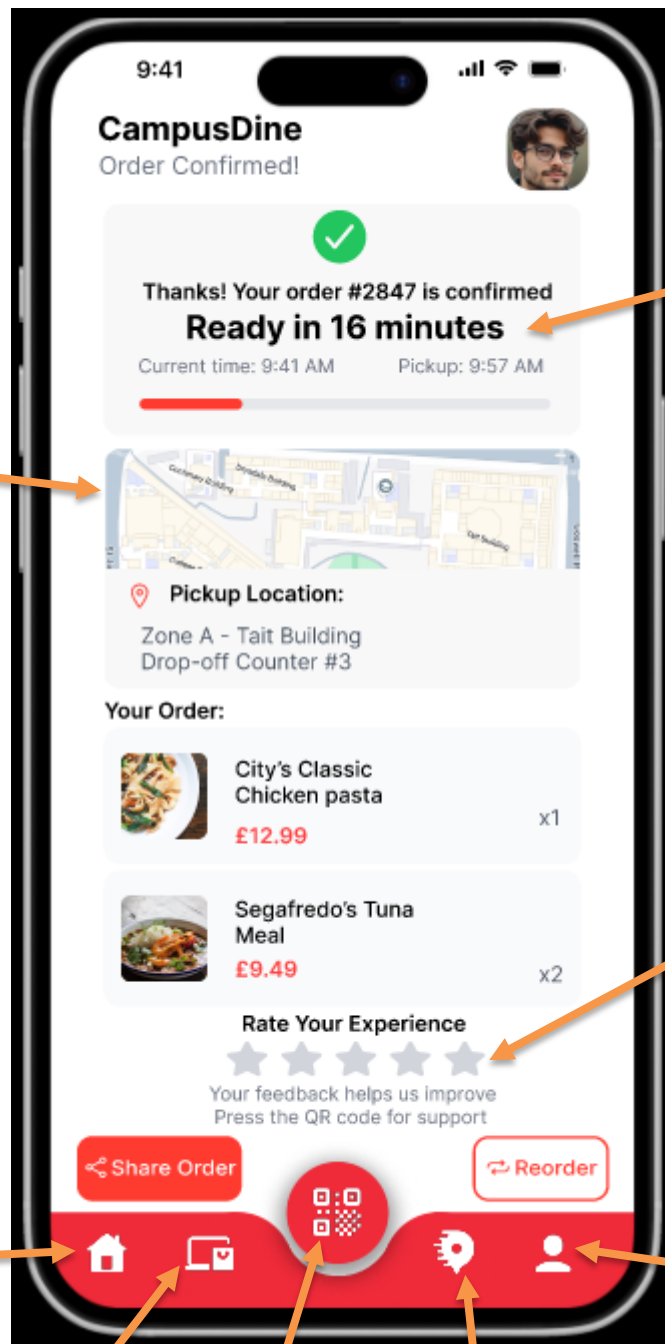
Button: Interactive map to locate seating zones, microwave stations, and pickup points. Supports wayfinding and addresses the pain point of poor navigation.

Delivery Time

Estimate: Shows user when food will be ready (e.g. "16 - 22 mins"), reducing uncertainty for users.

Profile Button:

User profile and account settings. Allows for updates to preferences, saved payment methods, order history, and dietary tags.



Integrated Map:

Helps users find pickup point quickly, supporting a way of finding the meal drop-off or canteen spots which was based in observations.

Live Order Status:

Confirms order with pickup time and order number reduces confusion and supports time management.

Quick Feedback Prompt:

Simple star rating (no QR required) reflects user preference for short, easy review formats.

Home Button:

Returns user to the main homepage showing food outlets and live capacity updates. Enables quick access to explore meal options from any screen.

Profile Button: User profile and account settings. Allows for updates to preferences, saved payment methods, order history, and dietary tags.

Order Summary /

Online Pickup: Allows users to check the status of active orders and view pickup instructions. Designed to reduce confusion and help manage time efficiently.

QR Code Button:

Generates or scans QR code for order pickup and contactless collection. Provides faster handover and improves queue flow at the counter.

Meal Tracking / Map

Button: Interactive map to locate seating zones, microwave stations, and pickup points. Supports wayfinding and addresses the pain point of poor navigation.

Stage 4: Evaluation (Planning usability testing)

Introduction

This usability evaluation aims to assess the effectiveness and user experience of the CampusDine app, designed to help students quickly locate, filter, and pre-order meals on campus. The tested user journey includes launching the app, browsing meal options, customising an order, selecting dine-in or takeaway, making a payment, and receiving order confirmation. The testing focuses on the app's ability to support users in managing time, dietary preferences, and seating availability efficiently. The six annotated wireframes and user flow diagram reflect a design informed by real student feedback gathered through interviews and observations. Testing will identify potential usability issues and validate the design direction before development.

Number and Type of Participants

We plan to recruit six participants, including current students and recent graduates who have used campus dining services at least twice in the past month. The participant pool will reflect a mix of dietary needs and backgrounds, including halal and vegetarian users. Participants must be unfamiliar with the CampusDine prototype to simulate first-time user interactions and ensure genuine feedback.

Length of Session

Each usability session will last approximately 45 minutes. This includes five minutes for a welcome and consent process, followed by thirty minutes of usability testing across three core tasks. The final ten minutes will involve a short post-test interview or questionnaire to capture additional impressions and user reflections.

Test Environment Setup

Testing will take place in a controlled lab environment such as City Interaction Lab to ensure a quiet, comfortable, and consistent testing experience. Participants will use the prototype in a seated position, while researchers observe through a one-way mirror or via a live video feed. Lighting, seating, and ambient conditions will replicate typical user contexts like study or social spaces.

Technical Setup

The setup will include a desktop or laptop running the CampusDine prototype in Figma or another prototyping platform. Sessions will be screen recorded using tools like OBS Studio, Zoom or Teams. Audio will be captured through a connected microphone, and webcam video may be used for facial analysis if appropriate. Researchers will take structured notes on a laptop or tablet during the session.

Materials to Be Used

Each session will use the interactive CampusDine prototype, printed task instruction sheets, consent forms, post-task questionnaires, and observer coding sheets. These materials ensure consistency across sessions and provide structure for both users and observers during testing.

Session Procedure

Sessions will begin with a short introduction to the study's purpose, followed by a verbal explanation of the "think aloud" process and the signing of consent forms. Participants will then be asked to complete three defined tasks using the prototype while verbalising their thoughts. Observers will take notes on

performance and issues. The session concludes with a brief interview and completion of a user experience questionnaire.

Key Tasks

The first task instructs participants to browse the app and locate a suitable halal meal, allowing researchers to observe how easily users apply dietary filters and understand food options. The second task asks participants to pre-order a meal and chooses an eat-in seating area, evaluating the usability of the dine-in/takeaway toggle and seating map. The final task involves completing the order and submitting feedback, testing the clarity of the payment process and whether the feedback interface is visible and intuitive.

Data Captured and Method of Capture

Data collection includes screen recordings, verbal think-aloud data, observer notes on usability issues, post-task questionnaires using Likert scales or SUS (System Usability Scale), and selected user quotes gathered during follow-up interviews. This mixed-methods approach ensures both quantitative metrics and rich qualitative insights are captured.

Areas of Concern

Potential usability issues include users overlooking the dine-in/takeaway toggle, misinterpreting live seating availability, or skipping the feedback prompt after order confirmation. Additionally, dietary icons such as “halal” or “vegan” may not be clearly understood without explanatory text or consistent placement.

Metrics Required

Usability metrics to be recorded include task completion rate, time on task, and error count per task. A SUS score will be calculated from questionnaire responses, and qualitative feedback will be analysed thematically to inform design revisions.

Conclusion

This formative usability evaluation will uncover usability issues early in the design cycle and ensure CampusDine meets student needs. Insights from this process will be used to refine the app’s functionality, improve interface clarity, and enhance the overall user experience before implementation.

consent form template

Participant Informed Consent Form

Title of Study: IN3065 User-Centred System Design 2025 Coursework Project

Please tick
or initial box

1	I confirm that I have read the <i>Participant Information Sheet</i> for this student coursework project and can keep a copy of that information for my records. The study has been explained to me, and I had opportunity to ask questions, which were answered satisfactorily.	✓
2	I understand that my participation is voluntary, that I can choose not to participate in part or all of the project, and that I can withdraw at any stage during the interview without penalty or disadvantage.	✓
3	I agree to be interviewed asked verbal questions.	✓
4	I agree to the session being audio recorded and a transcript being made.	✓
5	I understand that anonymised direct quotes from the transcript made could be used and referenced in any part of this project.	✓
6	I understand that no information that could lead to the identification of any individual will be shared with any other party other than the researcher and those involved in marking and moderating the coursework.	✓
7	I agree to City St George's recording and processing this information about me. I understand that this information will be used only for the purpose(s) explained in the <i>Participant Information Sheet</i> , and my consent is conditional on City complying with its duties and obligations under the General Data Protection Regulation (GDPR).	✓
8	I understand that data from this study will be stored securely on a password-protected device and deleted/destroyed after the coursework marks have been approved by the Examinations Board.	✓
9	I agree to take part in this study.	✓

Name of Participant	Signature	Date	Contact
Khalid Takar	Khalid Takar	17/05/2025	khalid.takar@city.ac.uk

participant information sheet

Participant Information Sheet

Title of Study: IN3065 User-Centred System Design Coursework 2025

Name of researcher: Khalid Takar(Supervised by Dr Tracey Booth)

Invitation

I would like to invite you to take part in a research study. Before you decide whether you would like to take part, it is important that you understand why the research is being done and what it would involve for you. Please take time to read the following information carefully and discuss it with others if you wish. Please ask me if there is anything that is not clear or if you would like more information. You can keep a copy of this information sheet.

What is the purpose of the study?

The study is for a coursework project that I am carrying out as part of a taught module, *IN3065 User-Centred System Design*, on the BSc Computer Science programme, at City St George's, University of London.

The purpose is to gather insights from users to inform the design of a mobile app called *CampusDine*. This app aims to help users discover, navigate, and interact with food and drink outlets across campus. The study includes user research with people who eat or spend time on campus and may use the app. Findings will be written into a design report submitted for assessment.

The research and design activities will be written up as a report, that I will submit to City St George's, University of London, for marking, to determine my final grade for the module.

Why have I been invited?

You have been invited to take part in this study because

- you are a prospective user of the system I will be designing, and/or you undertake the types of activities it will facilitate
- you are an adult, aged at least 18 years old.
- you do not consider yourself to be vulnerable.
- You are a potential user of the CampusDine app.
- You are a current or recent student, graduate, or guest on campus.

Do I have to take part?

Participation in the project is voluntary. It is up to you to decide whether or not to take part, and you can choose not to participate in part or all of the project; this includes choosing not to answer any questions which you feel are too personal or intrusive. If you decide to take part, you will be asked to sign an Informed Consent form. If you decide to take part, you are still free to withdraw at any time and without giving a reason, and without being penalised or disadvantaged in any way.

What will happen if I take part? What will I have to do?

You will take part in a one-time interview lasting around 20–30 minutes. The interview may be in person or online (e.g., Microsoft Teams) and will be audio recorded. You will be asked questions about your experiences and preferences around getting food and drink on campus. The aim is to understand your behaviours, needs, and frustrations to help design a better user experience.

What are the possible disadvantages and risks of taking part?

There are no foreseeable risks or harms or possible side effects for participating in this study.

What are the possible benefits of taking part?

While there are no specific benefits of taking part, we hope you enjoy the experience of participating in the study.

Expenses and Payments

You will not be paid or have any expenses compensated for taking part in this study, but I am very grateful for your help.

What should I do if I want to take part?

If you are happy to take part, please email me at khalid.takar@city.ac.uk or confirm with me during initial contact in person. You will receive a consent form to sign before the interview starts.

Data privacy statement

City St George's, University of London is the sponsor and the data controller of this study based in the United Kingdom. This means that we are responsible for looking after your information and using it properly. The legal basis under which your data will be processed is City St George's public task.

Your rights to access, change or move your information are limited, as we need to manage your information in a specific way in order for the research to be reliable and accurate. To safeguard your rights, we will use the minimum personally identifiable information possible (for further information please see <https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/lawful-basis-for-processing/public-task/>).

City St George's will use your name and contact details to contact you about the research study as necessary. The only people at City St George's who will have access to your identifiable information will be the researcher (student), staff responsible for assessing the coursework, and, if appropriate, individuals with responsibility for monitoring and auditing at City St George's. There may be occasions when regulatory authorities may access research data in accordance with their statutory powers. City St George's will keep identifiable information about you from this study until the coursework mark has been approved by the Examinations Board, after which, it will be destroyed.

You can find out more about how City St George's handles personal data by visiting <https://www.city.ac.uk/about/governance/policies/data-protection-policy>. You can also read City St George's general privacy notice by visiting <https://www.city.ac.uk/about/governance/policies/general-privacy-notice>. If you are concerned about how we have processed your personal data, you can contact the Information Commissioner's Office (ICO) directly <https://ico.org.uk/>.

Will my taking part in the study be kept confidential?

Only the researcher (me) and any staff responsible for assessing the coursework will have access to your data at any point. The data gathered in this study, including your identity and personal information, will be kept confidential. Data will be anonymised or de-identified where possible, and stored securely in a password protected location, in accordance with the University's data protection regulations. No personally identifiable data will be published; any quotes will be anonymised. The raw data, including any recordings, will be destroyed once the marks for the coursework have been approved by the University's Examinations Board.

What will happen to the results?

The anonymised results of the study will be included in a coursework report for the university module *IN3065 User-Centred System Design*, which will be submitted to the University for marking (assessment). They may also be used in a future portfolio of my work.

Who has reviewed the study?

This coursework project has been approved by a representative of City St George's, University of London Computer Science Research Ethics Committee.

What if there is a problem?

If you have any problems, concerns or questions about this study, you should ask to speak to a member of the research team (see contact details at the bottom of this document).

If you remain unhappy and wish to complain formally, you can do this through City's complaints procedure. To complain about the study, you need to phone 020 7040 3040. You can then ask to speak to the Secretary to Senate Research Ethics Committee and inform them that the name of the project is **IN3065 User-Centred System Design coursework project**

You can also write to the Secretary at:

Annah Whyton
Research & Enterprise Office
City, University of London
Northampton Square
London, EC1V 0HB
Email: senaterec@city.ac.uk

Insurance

City, University of London holds insurance policies which apply to this study, subject to the terms and conditions of the policy. If you feel you have been harmed or injured by taking part in this study, you may be eligible to claim compensation. This does not affect your legal rights to seek compensation. If you are harmed due to someone's negligence, then you may have grounds for legal action.

Further information and contact details

For further information about this study, please contact one of the following people, as appropriate:

Researcher (student): Khalid Takar

Khalid.takar@city.ac.uk

Module Leader / Lecturer: Dr Tracey Booth

tracey.booth.2@city.ac.uk

Thank you for taking the time to read this information sheet.

interview transcripts

Interview 1:

Meeting-20250430_173838-Meeting Recording

April 30, 2025, 5:22PM

16m 9s

● started transcription

UK **UG-Takar, Khalid** 0:30
Hello.
Hello, can you hear me?

N **Nebil** 0:37
Yeah, yeah. And he.

UK **UG-Takar, Khalid** 0:41
OK, just testing. Testing 1-2 three. Can you hear me?

N **Nebil** 0:44
Yep.

UK **UG-Takar, Khalid** 0:47
OK, this is an interview that I'm going to conduct.
Basically.
I'm doing a project called Campus Dine and it's about designing a smartphone app to help users discover, navigate, and interact with food and drink outlets across campus.
User research.
Will will be needed to understand motivations.
And like.

Your pain points your behaviours, your attitudes, your needs about, you know, food and drink on campus.

So just tell me some general information, tell me a bit about yourself. Are you a student? Are you a graduate? Are you a visitor? Are you like, why?

N **Nebil** 1:40

Yeah, sure. I'm Nebil hussain.

UK **UG-Takar, Khalid** 1:43

OK.

N **Nebil** 1:44

Yeah. So I'm a graduate of someone that frequently visits the campus in order to study. So yeah.

UK **UG-Takar, Khalid** 1:46

OK.

OK. And how often are you on campus at what times of day?

N **Nebil** 2:01

I'm frequently on campus, probably I'll say around.

Past five past six after I'm done with work.

UK **UG-Takar, Khalid** 2:10

OK. OK. That's good to know and.

How do you find places to eat or drink on campus?

N **Nebil** 2:20

A lot of the time, I'll just ask our students.

Or I'll just probably just look, I'll probably just look around until I can find something.

UK

UG-Takar, Khalid 2:32

Do you tend to go to the canteen or do you?

Go to the coffee shop.

What? What do you do when you're when you're at city and you want to get something to eat? Drink.

N

Nebil 2:47

Probably I'll go to the local grocery store or a local pawn shop store, but if I'm feeling a bit peckish, I'll probably go to. I'll probably go to a restaurant and get a little something.

UK

UG-Takar, Khalid 3:02

OK.

And.

Our next question is going to be like is how important are things like price, the speed of like food being delivered?

Dietary options vegan or halal?

Or or if, like the food place has a brand or not, for instance, city, there's there's something, there's some Starbucks and well, there's a Costa Coffee and then there's another coffee place that has.

A city name. How important are those things like the price or the dietary options? How would you rate it?

N

Nebil 3:52

I think lets start with price, I thought that obviously I want to get best value for my money. So price is really important. Obviously let's not, if I pay a lot, I'll expect a large portion if I'm paying it. Usually it usually depends on how much I pay, but I'd like to get, I'd like to get right price for the right food for the right price.

Speed to me is not too important. I feel like I can wait a bit, but as long as long as the food is there, I'll be satisfied.

UK **UG-Takar, Khalid** 4:22
KK.

N **Nebil** 4:23
dietary option is really important to me, obviously.
Obviously, obviously as a Muslim, i can't be eating stuff that are not halal, so I feel like for me that's that's that's I treat it with the utmost importance. I check where things are vegetarian or halal and if they are so then I'll be able to purchase it.

UK **UG-Takar, Khalid** 4:45
OK.

N **Nebil** 4:46
And brand reputation to me is important because obviously I don't want to be. I want to know what I'm eating and what I'm eating from. So that's really key to me. Obviously if it somewhere said, let's say city that, say for example, I'll probably eat that because that's Cos it's what it's what's known to me. So I like to eat things that are like well known to me. So it is.

UK **UG-Takar, Khalid** 5:04
So do you prefer like foods from the vending machine 'cause it has a known brand name compared to going to the canteen and buying like a like a school people.

N **Nebil** 5:13
And yes.
Yeah, certainly it is. As I said before, I'd like to know what I'm eating so. So if it's, if it's, if it's something that I've heard of or something that I've eaten before, I'll probably go, I'll probably go for it because it is. Yeah, it's something that actually was important.

UK **UG-Takar, Khalid** 5:31

K What are some problems or frustrations face when finding food or drink on campus?

N **Nebil** 5:45

I thought that first queues could have been problem for me whenever if I were to find something.

If I once I find something, I have to wait for for time to get it sometimes, and that just annoys me.

UK **UG-Takar, Khalid** 5:57

So to this queues.

N **Nebil** 5:59

yeah theres queues in in your kind of canteen in the cafeteria, wherever in the in the areas.

UK **UG-Takar, Khalid** 6:05

OK and.

Gonna go on.

N **Nebil** 6:08

As well as yeah, as well as the.

I feel like it's hard to find sometimes like there is a direction to where to go or the reason like or there isn't stuff that's well known.

UK **UG-Takar, Khalid** 6:27

OK.

N **Nebil** 6:27

Do you get what I'm saying?

UK

UG-Takar, Khalid 6:30

So you're you're saying that?

The canteen, it's not as popularised city. It's not easy to find.

N

Nebil 6:39

I'm saying that because obviously in the campus there isn't just a canteen, there's just other restaurant, there's other stuff like Starbucks, obviously. Yeah, I'm trying to do it hard to find sometimes because obviously directional signs around that let you know where they are.

UK

UG-Takar, Khalid 6:45

Yeah, yeah.

Yeah.

That's true. That's true. So you would like some type of navigation on where the other joints are, where the other coffee shop, OK.

N

Nebil 7:00

Yeah, yeah.

UK

UG-Takar, Khalid 7:04

Have you ever left the campus to find better food options? You've mentioned going going outside to find better food options. Can you? Can you tell me why?

N

Nebil 7:17

Yeah. to be honest simply to pay a better quality food?

UK

UG-Takar, Khalid 7:22

OK, so the quality of food, is there anything else?

N **Nebil** 7:24

What if you sold down outside?

UK **UG-Takar, Khalid** 7:27

Is there anything else like is more accessible, or is the price of pricing at all?

N **Nebil** 7:32

Man. Yeah, obviously I, For, there's multiple reasons, accessibility as well.

I feel like if if I was to go elsewhere, for example, and let's say purchasing my food, I'll be able to purchase it quicker than in the campus.

UK **UG-Takar, Khalid** 7:51

OK.

N **Nebil** 7:52

What is the?

As you talk about accessibility.

I think the last thing I'll say is that as well as that, I feel like I want to know what I'm eating and it goes back to the brand reputation and I feel like that's just something where where I'll be able to get where I'm guaranteed with when I'm eating from shops or when I purchase my food compared to the campus where I'm not sure exactly what's inside my food.

UK **UG-Takar, Khalid** 8:22

OK.

OK. So thank you for giving me all these.

Information about how you find dining and eating at at city.

Campus dine the app.

I'm designing.

Is is basically it's a future. It's an app that helps people find food and drink options on campus.

I'm going to ask you for some suggestions.

That you think that could improve the app based on your personal.

Feedback.

Do you use apps or websites to find food options even on campus or elsewhere?

If yes, tell me which ones.

N **Nebil** 9:19

I think if I the only time I'll be using the app is to do delivery, I'll be using stuff like Uber eats , just eats.

UK **UG-Takar, Khalid** 9:24

K OK.

N **Nebil** 9:26

To get delivery if I wanted at most, but yeah.

UK **UG-Takar, Khalid** 9:30

OK, so you like the the the fact that you're able to pre-order and not wait in queues so.

OK and.

Would you like to find like updates like real time updates about?

Queue times.

Seatings opening times delivery times would you like to find updates?

N **Nebil** 9:56

Yeah, I thought, yeah, that would be ideal, but I feel like nothing that would be ideal.

Yeah, is if there's, like a menu on the application that, you know, like what's available is there to eat and prices as well. So you can know beforehand.

UK **UG-Takar, Khalid** 9:57

On.

OK.

So like build it up on that point. How useful would it be to have an app that shows like real time seating availability?

Like food.

Options availability. How important would you say that that would be?

N **Nebil** 10:28

Really, really important. That's something that's really needed.

UK **UG-Takar, Khalid** 10:30

OK.

OK.

N **Nebil** 10:33

well obviously, if I was to eat somewhere, I want to know exactly your space, available queues, all of that. That's the end something that's key and that's necessary 100%.

UK **UG-Takar, Khalid** 10:47

When you're searching for places to eat, to grab something at a city, do you do you tend to search stuff like coffee near me, or do you specifically browse?

For a certain place like like for instance.

Tesco.

Angel, do you specifically browse for place to go?

Or or do you just search like a general like coffee near me chicken shop near me?

N **Nebil** 11:21

Yeah, I go for more like generalised that restaurants near me.

Shops, grocery shops near me. I feel like I'm open to everything. So the search that I will be doing is more generalised rather than a certain certain criteria or category.

UK **UG-Takar, Khalid** 11:37

K would you be interested in seeing recommendations or trending places within the city app that we're developing? So like for instance would suggest like coffee, coffee

drinks within campus and.
Coffee joints that are near the campus.
You'd be interested in seeing that.

N **Nebil** 12:09

Yeah, 100%.

I feel like if I was to use that app, I think I'll get the best of both worlds. I'll be able to see what's in the what's in the campus and what's outside as well. So I feel like that's really ideal.

UK **UG-Takar, Khalid** 12:22

OK.

Is there it's in terms of accessibility? Is there anything else we should consider?

Like easy to read text, voice navigation, clear maps.

And nice navbar or what would you suggest in terms of usability and accessibility?

N **Nebil** 12:53

One thing I might suggest is like.

I can't remember from the top of my head, but there is a certain feature where like which will help people who who have problem with their eyes.

What that, for example, they'll have. There's a certain certain acts they can't see you because they will harm them. So if if they're the city of a setting that was me for them, it would be ideal.

UK **UG-Takar, Khalid** 13:15

So something like users they can access like a light or a dark mode for the.

N **Nebil** 13:20

Something, along the land of that.

UK **UG-Takar, Khalid** 13:23

So it'll be easier like viewing.

N **Nebil** 13:27
Yeah.

UK **UG-Takar, Khalid** 13:28
thats something we can consider you're doing very well for this interview.
Just we have two more questions left.
Have you had any particular good or bad experiences with food services on campus recently?
And lastly, what happened like you?

N **Nebil** 13:52
The had had an experience where where one time I fell sick from the food I ate in there.

UK **UG-Takar, Khalid** 13:59
OK.

N **Nebil** 14:02
There was basically. I had like a pastor from there and this was like a couple weeks ago.
At that time, when I ate that.
I felt really, really. I'm not sure to the reason why.

UK **UG-Takar, Khalid** 14:16
I can.

N **Nebil** 14:17
Now for that I thought I thought that that's another time. I wasn't sure what I would eat or what was inside of pasta, so maybe for future reference if that could be included into the app, that'll be all good. It's only ingredient, yeah.

UK **UG-Takar, Khalid** 14:25

OK.

Like an ingredient section.

OK.

Thank you for letting me know all these questions. Just one final question for you. In a in a ideal world, if you're going to design your ideal compass dining experience, what would it look like?

N **Nebil** 14:51

So I'm saying can you repeat that?

UK **UG-Takar, Khalid** 14:53

So like in ideal world, if you're designing your ideal compass dining experience, what would it look like?

N **Nebil** 15:03

And.

It will be like.

I don't know. It will be like a kind of like a cool, calm place where people can relax. I thought it would be someone where, like we'll have multiple stars who can manage queues in quicker.

There'll be a lot of food available, maybe more casinos as well. So yeah, I think that would be my little campus dining experience.

UK **UG-Takar, Khalid** 15:35

OK.

Thank you. Thank you very much for the for the interview and for your insights. This will be very useful for back again for the my user research for this app design and.

Thank you very much.

N **Nebil** 15:57
So thank you for having me. Really appreciate your time.

UK **UG-Takar, Khalid** 16:00
OK, I'm gonna stop recording.

● **UG-Takar, Khalid** stopped transcription

Interview 2:

Meeting-20250430_220709-Meeting Recording

April 30, 2025, 9:33PM

33m 16s

UK **UG-Takar, Khalid** 0:44
Hello.

AH **Anas Hashim** 0:45
Hello.

UK **UG-Takar, Khalid** 0:47
Testing, testing. Can you hear me?
OK, that's good.
So.
I'm here to give an interview for a product that I'm designing.

AH **Anas Hashim** 1:03
OK.

UK **UG-Takar, Khalid** 1:04
So so the project is basically campus dine in some app that helps people find food and drink options on campus.

AH **Anas Hashim** 1:13
Mm hmm.

UK **UG-Takar, Khalid** 1:14
So I need some answers to help me shape the apps design. There's no wrong answers.

AH **Anas Hashim** 1:22
OK.

UK **UG-Takar, Khalid** 1:23
So.
My first question is.
Tell me a bit about yourself.
Are you a student? Are you a graduate? Are you like a staff or visitor?

AH **Anas Hashim** 1:37
The currently i am.
Recent graduate now transitioning into the real world.
And in the applying phase of my life, where I'm building on my experience to try and get into the field of UX UI design.

UK **UG-Takar, Khalid** 1:58
OK. And how often are you on campus and what times of day? How often were you when you were on campus?

AH **Anas Hashim** 2:07
So depending on how many lectures I would have during the week.
I would be in campus around two to three times a week.
And a lot of the times I would be in the for me four to five times a week for just extra work with friends or with a staff.

With my lecturers, for example, just going over.

The previous lectures, lectures or exercises or tutorials, things of that nature.

UK **UG-Takar, Khalid** 2:44

OK. And when you were at uni

What kind of food and drink options did you usually usually go for when you were there?

AH **Anas Hashim** 2:54

So.

To be to be quite honest with you, when it comes to eating during.

University times depending on how long I would be at university, I tend to not have as much meals from the canteen. This is just purely based off of the fact that.

I may eat.

Outside of university times.

But when I do go to the canteen, it's normally.

The it's normally a meat option as well as some sort of carbohydrate like chicken and pasta or something like that.

UK **UG-Takar, Khalid** 3:38

OK.

You've you've mentioned that you tend to eat out how often.

If you ever left campus to find better food options.

Tell me why that's the case and how often do you use the eat out?

AH **Anas Hashim** 3:57

I would say it would be.

When I when I mean it, I'll let me specify. I mean, in terms of eating fruit from from home, for example, that I've cooked prior.

UK **UG-Takar, Khalid** 4:08

OK.

AH **Anas Hashim** 4:11

So more or less a pack lunch.

If you if you'd like to say like a packed lunch.

But yeah, I tend to have a packed lunch ready.

Just in case, because I might not have the time to actually eat at the canteen, depending on where.

My lectures are placed during the day.

UK **UG-Takar, Khalid** 4:38

OK, so my my next question is.

How important are things like the price?

The the speed of the delivery of the food.

Dietary options like vegan or halal or if the food has like a known brand reputation when choosing, when to eat or when to eat.

AH **Anas Hashim** 5:04

Let's say all of those are high priority and of high importance because.

To be honest, I don't think there's anyone that would.

Really settle and have.

Food that isn't of of a high standard.

Because.

When it comes to having food, you want to enjoy the food that you're having, and you don't want to just settle for.

You know, minimal options.

That sometimes different canteens can offer.

But I wouldn't say that's the case for.

The Uni I went to, because the the variety was there, however.

Depending on the type of the time during the day.

That the amount of options might decrease because of the volume of the volume and magnitude of people.

Eating meals during those times, for example.

One or two o'clock, which peak lunch hours. So of course those are those points that you said earlier were they're they're all of high importance, but it's more so.

UK **UG-Takar, Khalid** 6:10

Mm hmm.

AH **Anas Hashim** 6:20

Can can they be provided at all times?

UK **UG-Takar, Khalid** 6:24

OK. So just to elaborate on those points.

Mentioned there could have been some issues or some problems.

What are some of the problems or frustrations you face when trying to find food or drink on campus? So yeah.

AH **Anas Hashim** 6:41

So. So in terms of finding drinks or food on campus, the main issue for me is.

Having meals that.

That I can enjoy at any time, because normally if I do have a lecture, it does clash with the peak hours of lunch and that could create a problem in terms of me not being able to find the foods or drinks that I would enjoy on a regular basis.

Purely based off of the fact that I have a lecture at the time so.

And this doesn't just affect me, it effects a lot of people because when you're trying to navigate around having lectures.

During lunch hours, it could be a significant problem for someone who does.

Have food from the canteen regularly, but for me it might not be as much of a problem as I have. Alternative of having a meal prepped from from home.

UK **UG-Takar, Khalid** 7:49

Alright, start, start. Sorry. He kind of cut out the last 30 seconds.

Can you repeat what you said?

AH **Anas Hashim** 7:57

OK, So what I said though was.

In terms of.

Having.

The the meals that I enjoyed, the food and drink that I enjoy, the main problem is that that I have this, that it might clash with the times that have lectures.

As I said previously, for someone that would have lectures during one or 1:00 PM or two or 2:00 PM, This will clash with the peak hours of lunch. So the food that they normally enjoy might not be available at that time.

Would be a significant problem for them, especially if it's someone that can consistently eats from the canteen. But in my case it might not be as much of a problem because I do not have as much meals in the canteen because I have alternatives such as meals prepped from home.

UK **UG-Takar, Khalid** 8:55

OK.

So when you're not having meals are prepped and you go to the canteen.

Were there times where you had trouble finding sitting eating areas, or did you find long queues like a problem? Was there any difficulties inside the canteen area?

AH **Anas Hashim** 9:14

I think I think that will always be a problem because of the the amount of students that come in, in and out of the canteen on an hourly basis.

Because the seating is quite minimal at the university.

Quite small to be honest, because.

Of the amount of students to seat ratio is quite.

Is quite drastic.

And of course.

When you are dealing with.

A canteen. The main things that you want to avoid is having long queue times, which is something that is almost unavoidable when you have these many students.

Queuing up to enjoy their meals, so I'd say both of those problems that they go hand in hand and it's something that needs to be improved.

UK **UG-Takar, Khalid** 10:07

OK.

So I'm going to ask you questions on.

How we can implement or improve an app say?

AH **Anas Hashim** 10:22

OK.

UK **UG-Takar, Khalid** 10:24

So.

When you were a student.

AH **Anas Hashim** 10:28

Yep.

UK **UG-Takar, Khalid** 10:29

How often were you, like, tend to go to the canteen, tend to eat food? Home based foods tend to go to the vending machine and and grab something or tend to go to the coffee shop by the university and get a hot drink.

AH **Anas Hashim** 10:49

I would say in terms of having my own meals, I would have that quite regularly because it's something that not only can I prepare at home without any. Queue or anything like that. When you see in a waiting plan waiting time. Sorry. But it's something that I would enjoy because it's a meal that I created at home. In terms of those other things, such as vending machines and coffee shops and small different shops around the university, as well as the canteen, it's something that. For me personally.

I ready indulging because of the the prices as well.

For a university student, sometimes the prices could be a bit extortionate.

Especially with the vending machines, because normally when you go to different. Gyms, for example, if you go go to different malls and shopping centres, there's vending machines around which have cheaper prices, so.

The pricing needs to be evaluated, so that's something that kinda pushes me away from.

Purchasing anything from those?

Different avenues.

UK **UG-Takar, Khalid** 12:12

OK so.

Based on.

Your food preferences and how you like to eat.

If there were a university canteen or campus dining app, what would be the priority?

Should you say like if there was a landing page, it'd be the canteen first, followed by the coffee shops, followed by the vending machines. What do you think is more common for students to have in the university?

AH **Anas Hashim** 12:48

Well, of course it has to be the canteen because not only does the canteen provide the most food options.

But it's something it's somewhere where?

Most of the students tend to get their meals from.

In terms of snacks and little treats throughout the day.

The coffee shops and the vending machines provide that option, but in terms of having an actual meal, that's where the canteen offers so.

When designing an app and having a main page, that main page should provide a personalised profile on that main page related to the food and drinks that are available in the canteen that you've previously set as your favourites or preferences. And the types of pricing for each meal.

Whether or not they're discounted or anything like that, that could hugely improve the.

Eating.

The eating habits of university students as well as.

The number of people that actually start to.

Use the canteen as a new option.

UK **UG-Takar, Khalid** 14:09

Would do you find this useful as an app to find like real time updates about queues? seating's? opening times? Would you find real time updates like that useful or helpful?

AH **Anas Hashim** 14:24

Yeah. As I said before, anything to offset the the long waiting queues will be beneficial. So having real time up updates on the app would be incredible. It would be a very good.

A feature to add.

But it has to be well executed because.

There's a fine line between having a real time.

Real time feature for the meals.

And then when you end up going to the canteen and the meals not available, that could be off sync. Can can I can deter people away from the app. So designing the app with a real time feature is is very good, but it has to be well executed once the app has been designed.

UK **UG-Takar, Khalid** 15:16

OK. So leading on that question, for instance, if you were to order chicken and pasta and you there was a queue and it was quite long, but if you pre-ordered an app and it was 10 minutes.

Would you like to know how much it is in stock or not prior to making an order?

AH **Anas Hashim** 15:40

Well, of course that that that's the little things that go a long way because.

I would love to know if the food that I enjoy on a day-to-day basis is available for me to have at any time of the day, because not only will I be busy with lectures, but I would also be busy with small projects, course works and exams so.

Regardless of how the day is stacked, I should be able to know.

When my meal is available and how much of the meal is available at the specific time that I'm ordering it. So having that ordering system on the app.

Could be quite.

Quite excellent.

UK **UG-Takar, Khalid** 16:33

How usually do you prefer to interact with your food services? Do do you prefer ordering at the counter?

Self-service or online pre-ordering.

AH **Anas Hashim** 16:45

i think online pre ordering and self-service is more.

They they go hand in hand and they're linked together. So I feel like that's where the world is going to towards anyway. Because if you look at any big supermarket, if you look at.

Any any of the big franchises when it comes to food services such as, you know, Uber eats just eat deliveroo as well as Tesco, Sainsbury's, all these big franchises, they have self-service and they have ordering systems.

And that's what makes them the best sort of this canteen app has that those sort of features, it will bring a whole new group of people.

To to the world of.

eating at the canteen so.

It would be an incredible feature to add and will boost the amount of people actually turning up to the canteen and eating food from there.

UK **UG-Takar, Khalid** 17:45

OK.

These questions he can answer them like in, in short, but if you want to elaborate, you can.

AH **Anas Hashim** 17:52

OK, alright.

UK **UG-Takar, Khalid** 17:55

How useful would it be to have an app showing like real time seating availability? For instance, if you click on the account and there's 80% of people are taken or 20% of the seats are taken, how useful would it be?

AH **Anas Hashim** 18:14

A very useful, very useful, but I'd like to elaborate by saying that.

UK **UG-Takar, Khalid** 18:14

Are you?

AH **Anas Hashim** 18:21

If it would also.

Show the the seats that actually are available instead of the percentage that could be more useful than just a number. So if you can actually show that this seat is available and this seat is not from this specific table, then that can allow me. For example, if I were to go with a friend, I would know. OK, cool.

These two seats next to each other are free. Instead of me seeing that 80% of the seats are available, not knowing the 20 seat, the 80% that are available, not knowing what seats are actually available until I get there.

So on the app. What seats are actually available instead of the number.

UK **UG-Takar, Khalid** 19:11

You would you would you would like to have like almost like a image of how much and where, which positions in the seating area are taken or not. So you can judge where you can sit.

AH **Anas Hashim** 19:12

That.

Exactly.

More or less, each table should have a number or some sort of code.

So that a user would know OK for example table one has five seats and seat 1-2 and

three are not available, but seat four and five are available. So if I do go with my friend that one day I would know those two seats are available for me to sit.

UK **UG-Takar, Khalid** 19:49

OK.

OK. The next question I'm going to ask is about.

Since some, since some students tend to eat outside of university, would you be interested in seeing recommendations or trending places within the app near the university?

AH **Anas Hashim** 20:17

That could be quite beneficial for the everyday user. However, I do see it as a disadvantage because.

It would probably push away people from eating at the canteen and will give them that more or less a way out to eat.

At different places around the university, so it's more of a double edged sword in that in that sense.

UK **UG-Takar, Khalid** 20:45

So when choosing what to eat, are you like more likely to search something like coffee near me? Or are you very specific when browsing and selecting your food options?

Or are you generic?

AH **Anas Hashim** 21:01

Yeah, I I'd say I'm more on the generic side because.

As long as the search gets me the information that I need, I don't think I need to go more into details. So for example, the coffee thing that you were talking about.

I'd I'd just type copy a coffee near me because at the end of the day it will tell me coffee shops near me, and when I do get into the shop, that's when of course it will be different because they might have a different variety of items rather than me specifically searching coffee shop with this item available.

No.

UK **UG-Takar, Khalid** 21:44

OK, so for instance, if we were to design A app with a search feature and a user to say coffee near me, and we get the results of the coffee shops in the coffee joints inside the university, plus the local coffee shops near the university, what would make a decision?

Whether you would have coffee at Costa Coffee outside, do you need or inside one of the few coffee drinks? Would it be the price points? Would it be the different availability? Would it be the brand reputation?

Would determine your decision.

AH **Anas Hashim** 22:28

I'd say it's it's it's between 2. So it's also, it's the price point because the price has to be somewhat relative to.

The big franchises like costa and Starbucks because.

At the end of the day, everyone's a university student and everyone's earning their money in different ways.

Some might be earning less than others, so it might be a bit of a struggle for a specific.

University students. But the main thing for me is something that you didn't mention, but it is convenience. So for example, if there's coffee shops around the university, a lot of people might not be.

What's it called? A lot of people might not be available to make that commute to those coffee shops, and this might be because they have lecture coming up, or they might have a only a specific amount of time before they have to leave, or something like that, so it's convenience.

Knowing that, for example, if I have a lecture in the next 5 minutes and there's a coffee shop literally 2 minutes away from my lecture room.

I can just go to that shop instead of, you know, making a commute 15 minutes, 20 minutes away from the the campus to go get a coffee, which I can probably get the same one at university.

UK **UG-Takar, Khalid** 23:57

OK. Just a couple of questions left. I'm just gonna ask you about.

Is there any accessibility needs you should consider when designing the food app? For instance, easy to read text or voice navigation, or some clear maps, any type of accessibility feasibility needs.

AH **Anas Hashim** 24:21

So I think text is I think text is a big one, so text has to be readable and the main thing is images and.

UK **UG-Takar, Khalid** 24:22

AH **Anas Hashim** 24:32

Seating. So any sort of like seating plan that you would have?

Has to be clearly visible. So when you are designing it, images have to be rendered correctly and sized correctly so that not only am I seeing what type of food I'm gonna be purchasing, but.

It's also accessible for everyone to see.

Because you don't want to be having a small image with small text. So.

Text and images go hand in hand in my opinion. So as long as those are readable and sized scaled correctly then there shouldn't be any problems.

UK **UG-Takar, Khalid** 25:12

OK, so how easy should it be to get information i need?

And what information should be like most important to see thing to see first?

AH **Anas Hashim** 25:23

Can you repeat that question please?

UK **UG-Takar, Khalid** 25:26

How easy should it be to get the information you need and what information is the most important thing to see first?

AH **Anas Hashim** 25:34

Of course it has to be very easy for any user to get the information that they need.
But.

Personally, for me the information that's key to me is.

The type of meals that are available.

So the menu that they're offering on that specific day or if it's a weekly thing for that week?

As well as the prices and maybe even daily offers, if they have any daily offers or discounts.

So the the information about the food and drink for me personally has to be visible and has to be.

Placed somewhere on the app, whereas easy to access for anyone cause at the end of the day it's a canteen app and people users will be purchasing food and drink from the app. So as long as the food and drink is the information about the food on drink is stated correctly and somewhere somewhere easy to access.

Then then this fine with me.

UK **UG-Takar, Khalid** 26:46

You're doing so good right at the Penultimate question.

How often do you leave feedback for food outlets and how would you prefer to do it? Survey QR code? Some type of platform? How often are you to leave feedback or some type of survey?

AH **Anas Hashim** 27:09

Me, I'm not really. I'm not really want to.

Give feedback because I feel like the service that I normally receive is.

Is fine, so I don't really give any feedback, but if there was any feedback system, I feel like the best feedback system for me would be some sort of review in terms of stars star rating, because that's the easiest for for people to to do because it doesn't take a while for you to write text or anything like that. All you need to do is just click.

A number of stars based off of the the service that you received so that that could be designed maybe after you know.

After a purchase, so maybe after every purchase.

The you you could maybe you could switch the setting off if people find it a bit. A bit annoying, but maybe after every purchase you get option to give feedback based off of the service. Out of five stars because I feel like the the star rating is something that anyone can complete and it takes seconds to do.

UK **UG-Takar, Khalid** 28:23

So here's the last question. It's a bit more of a double question, so I need you to pay attention.

AH **Anas Hashim** 28:30

yeah hit me.

UK **UG-Takar, Khalid** 28:31

OK. So it's more about your ideal experience and have you had any particular good or bad experiences with food services on campus and if you were to design your ideal campus dining experience, what would it look like?

AH **Anas Hashim** 28:36

OK.

OK. to answer your first question.

I would say there hasn't been really any experiences but.

Normally when I do eat food, I sometimes I'd I'd say I'm a bit of a picky eater, so there is some selective foods that I don't like.

Or for example, if I were to have a burger, I don't really like to have sauces or any condiments.

So things like that. I've tried to look out for, but it hasn't really been a problem. But

to answer your second question, my ideal what was it? My ideal design did you say?

UK **UG-Takar, Khalid** 29:33

Your ideal campus.

If you want to design your ideal campus dining, would it be?

AH **Anas Hashim** 29:44

When it comes to having an ideal campus.

App design, but the main things that I look out for is having a homepage which is personalised for the user. What I mean by that is having like a return.

Message at the top saying hello, whatever the user's name is.

And and some sort of like favourites meal like all your all your meals that you have favourited from the, from the menu and that homepage.

Which has to be the page where it's all personalised for the user, so it can make it so for the designer whoever designs the app, it makes it very easy to access the meals that the user enjoys. So for example, if I ordered chicken and pasta and it's on my favourites list, it should be on my homepage.

Because I might want to order it again.

You understand so.

UK **UG-Takar, Khalid** 30:49

Understand it some some type of.

AH **Anas Hashim** 30:50

That's that's.

UK **UG-Takar, Khalid** 30:53

Personalised reorder or remembered ordered.

AH **Anas Hashim** 30:57

Like a favourites list.

UK **UG-Takar, Khalid** 30:58

Or last time, last time, last time you've ordered or favourites.

AH **Anas Hashim** 31:01

Yeah, previous order. So it should have.

UK **UG-Takar, Khalid** 31:03

Previously.

AH **Anas Hashim** 31:05

So for me personally, the main page should be personalised for the user, with the favourites list, a previous order and some other things where it's just catered to the user and then when it comes to seating.

And ordering those have to be top notch because I I'd like to know where where I can sit, how many people I'm bringing with me so that I can sit comfortably without needing to sit next to people I don't know. And in terms of ordering, the ordering has to be nice and fluid in terms of, OK, I have my meal, I've selected my meal, I've selected the quantity.

The drink I've selected the quantity as well.

The the purchasing, so it has to be.

It has to be.

Fluid in terms of allowing me to purchase through Apple Pay or.

You know the the main card purchases on on mobile?

And it has to. It just has to be a smooth.

Smooth process in terms of ordering. So those two?

Kind of.

Are in the same category in terms of parity. So when it comes to having a design for seating and having a design for ordering, there have to be well done. So those three things I think are the are the cornerstones of having a good.

Canteen app design.

UK **UG-Takar, Khalid** 32:47

Thank you so much for your feedback and for this interview. This is.

Good user research to help develop my campus sign up and I wish you the best.

AH **Anas Hashim** 33:05

Thank you very much. I wish you the best too. Hopefully the research goes well.

● **UG-Takar, Khalid** stopped transcription

Interview 3:

Meeting-20250501_192823-Meeting Recording

May 1, 2025, 7:11PM

17m 4s

AN **Adam Nur (Guest)** 2:50
Hello.

UK **UG-Takar, Khalid** 2:53
Hello.

AN **Adam Nur (Guest)** 2:54
Can you? Can you hear me?

UK **UG-Takar, Khalid** 2:55
Yeah, this. Yeah, I can hear you. Can you hear me as well?

AN **Adam Nur (Guest)** 3:00
Yeah.

UK **UG-Takar, Khalid** 3:01
OK, this interview is being recorded.
And it's part of my user research.
Basically.
We're designing an app called Campus dine, which is an app that helps people find food and drink options on campus.
and your answers will help shape my apps design. There's no right or wrong answers, OK.

AN Adam Nur (Guest) 3:25

OK.

OK.

UK UG-Takar, Khalid 3:29

I could be.

Can you tell me a bit about yourself?

are you a student , Graduate, are you a visitor? You are staff like tell me a bit about yourself.

AN Adam Nur (Guest) 3:42

So I'm a third year student at this university.

And I study computer science, so most of my time is spent in the college building.
or tait building.

UK UG-Takar, Khalid 3:52

OK.

do you do

User centred design. you Don't do this module right.

AN Adam Nur (Guest) 4:03

No, I do not.

UK UG-Takar, Khalid 4:06

OK.

How often are you on campus at all times of day?

AN Adam Nur (Guest) 4:14

One campus around three to four times a week throughout the year.

UK UG-Takar, Khalid 4:23

And how, how and what times that would have in the morning in the evening, would that be like, what times would that be?

AN Adam Nur (Guest) 4:33

The majority of the time I like to come around the morning, but not too early, so maybe around 11 or 12.

And once a week I have come at 9:00 AM, but most of the time it's like early afternoon.

UK UG-Takar, Khalid 4:41

OK.

So what when you are at campus, what do you usually find places to eat or drink?

AN Adam Nur (Guest) 4:55

During my first year, I used to go to different places on campus to eat. I used to go to the cafe or the shop, and occasionally the the big canteen. But as time went on in second or third year I found myself going outside for food most of the time.

UK UG-Takar, Khalid 5:12

OK. Well, did you ever bring like home, home based foods sometimes?

AN Adam Nur (Guest) 5:19

A handful of times in my three years at Uni, I've bought things from him, but most of the time I do not.

UK UG-Takar, Khalid 5:27

OK. And when you brought food from home?

Did you?

Self service when you need to, you know, like a microwave services or the vending machine.

AN Adam Nur (Guest) 5:41

Yeah. So one time I remember bringing food in from and I was able to microwave it on campus, which is really helpful.

UK UG-Takar, Khalid 5:48

OK. OK. And in terms of food and drink options at uni, what do you tend to get?

AN Adam Nur (Guest) 5:55

Yeah.

So I was actually in a long time since I've been in the main canteen, but when I'm in uni, the things I do get now are maybe for drinks I like to get hot chocolate or just water, mainly from the small cafe or the shops downstairs. And in terms of snacks, I don't really buy anything from university in terms of food anymore, only drinks occasionally.

UK UG-Takar, Khalid 6:22

OK and.

In terms of.

Of.

Import like in terms of importance or things like food, like pricing, dietary options, vegan or halal.

AN Adam Nur (Guest) 6:41

I think for me.

UK UG-Takar, Khalid 6:41

or the brand reputation how important are those when you're deciding to buy or drink.

AN Adam Nur (Guest) 6:48

For me, having a halal options is very important as I follow Islam. So for me it's it's a necessity that there's halal options available on campus.

UK **UG-Takar, Khalid** 7:03

K.

My next question is is more about when when you're discovering places. So when choosing that place to eat

Unlikely to search something on your phone like coffee near me. Or would you browse specifically for like a Starbucks or costa coffee?

AN **Adam Nur (Guest)** 7:24

Most of the time I'll just open my phone and search food near me or coffee near me or sandwiches near me, things like that.

UK **UG-Takar, Khalid** 7:30

OK. Would you be interested in seeing recommendation or trending places within the Food Canteen app? So not only you're seeing?

The the canteen and the cafe or whatever. Also seeing local recommended places around the university itself.

AN **Adam Nur (Guest)** 7:54

That sounds like a very good idea. If I can see what people are interested in and what's currently trending, or help me make my decision.

UK **UG-Takar, Khalid** 8:05

So in terms of.

technology usage

Do you use apps or websites to find food options? If yes, which ones?

For instance, do you use deliveroo? Or uber eats?

AN **Adam Nur (Guest)** 8:18

So my main my main way, my main way to find food is probably open Google Maps

and then search food near me or just food and that tends to give me like any restaurant in the nearby area. That's my go to and that's one of my campus. One of my home. I do browse through the uber eats and mainly the uber eats to be honest.

UK UG-Takar, Khalid 8:32

Hmm.

OK, so when you're at campus?

For instance, if it's a hot drink or it's food, what would you?

Would you prioritise like location and how easy is to to grab something? Or would you prefer cheapest price possible?

AN Adam Nur (Guest) 9:01

And I probably prefer.

Convenience is more on campus because I'd probably have lessons and things like that, and I wouldn't want to be spending a lot of time in queues or walking 10 to 15 minutes to get a drink from another shop outside of university.

UK UG-Takar, Khalid 9:16

OK.

And how do you find real time updates?

About queues seatings opening times. How do you find out to be helpful for the app

Are we trying to design? Do you find it helpful to find out?

Seating, seating spaces or queue times or opening times useful.

AN Adam Nur (Guest) 9:38

Yeah, I think it would be very helpful if I could see which areas of the campus are like really populated. So if I knew the canteen's gonna be really full or if I knew the cafe had a long queue, then that would probably make me change my decision and go somewhere else that'll be more convenient for me.

UK UG-Takar, Khalid 9:55

Alright, OK.

So when you prefer to interact with you, when you interact, a food services, do you prefer ordering at the counter, self-service or pre ordering online?

AN Adam Nur (Guest) 10:05

Yeah.

I prefer to order at the counter most of the time so I can talk to somebody about what I'm ordering.

UK UG-Takar, Khalid 10:18

OK.

In terms of.

Usability, or how useful would it be would it be useful for an app to show seating availability in in live time so you know where you can eat or or if it's full you can.

AN Adam Nur (Guest) 10:38

That'll be very useful.

So I think its full.

UK UG-Takar, Khalid 10:42

OK. What? Why, why would that be?

AN Adam Nur (Guest) 10:45

Yeah if its full, so this will help me make a decision to go somewhere else. If I knew it was full, I wouldn't be able to eat there. Then maybe I'll pick another place to eat.

And on the other hand, if I knew it was free and I was on the way, I'll be like, I'll be, like, heads up to know that I can go there. Or if I was with a friend, I know that I can bring them as well or a group.

UK UG-Takar, Khalid 11:02

OK. OK. OK.

But you use like a city or a campus designed app to pre-order food on campus. Why or why not?

AN Adam Nur (Guest) 11:15

Definitely. I think it helps with. For example, if I know I'm gonna walk 5 minutes from where I am to where I'm ordering from would be really nice. I can pre-order in advance and I'll walk over there, get it and then move over straight away. That'll save a lot of time.

UK UG-Takar, Khalid 11:31

OK.

And when you order food.

Personally or online?

Are you interested in giving quick feedback on your experience, like rating a cafe or doing a survey? Or would the star system suit you better?

AN Adam Nur (Guest) 11:51

I'm not a big fan of surveys, but I don't mind quick feedback. For example rating out of 5 or give a compliment or things like that are pretty easy to do.

UK UG-Takar, Khalid 12:00

One thing that'll be quick and efficient to use.

AN Adam Nur (Guest) 12:03

Yeah, I think that's I prioritise when I look for feedback, that's that's what entices me to give feedback. Making it quick and easy.

UK UG-Takar, Khalid 12:09

OK.

OK, so you're doing very well. There's only a couple of questions left.

In terms of accessibility, is there any accessibility needs that you consider in designing a food app? For instance, voice navigation or clear maps around the area for instance you like to search around the uni whatever or easy to read text? Is there

something that's necessary for use for usability to be added to this app to be?
Onto this app, what do you suggest?

AN Adam Nur (Guest) 12:47

I was just prioritising is easy use so make things easy to read and make sure that menus are clear and people have access to like.
To good UI so they can see what ordering.

UK UG-Takar, Khalid 13:02

OK. And how easy should it be to get that information you need and what's the?
Information that's most important.
What's the most important information in a campus dining app?

AN Adam Nur (Guest) 13:14

OK.

UK UG-Takar, Khalid 13:17

And I come for signing up.

AN Adam Nur (Guest) 13:20

I think the most important information would probably be the menu, so I like to be things to be accurate. So on the campus app, it should describe the things people are ordering accurately because you don't order something based on what you saw off the app and the what you get in real life is different from thee app. That'll be in big error.

UK UG-Takar, Khalid 13:37

OK. Sorry. Can you repeat what you just said?

AN Adam Nur (Guest) 13:41

So I think that the most important thing on any food ordering apps is to make it

clear to the users what they are ordering, because it's it's a big mistake to go to where you're ordering from and then find out the thing you ordered is really different to what you selected on the app. So what you ordered on the app is what should be what you get.

UK **UG-Takar, Khalid** 14:02

That's something I'll I'll take it on board.

So when you're, you've done very well. There's only a couple of questions left. I'm gonna ask you about what ideal experience should be like in campus for dining.

So for instance, what's 1 feature you wish?

And that would make finding or ordering food easier.

AN **Adam Nur (Guest)** 14:35

One feature that would be nice is to have like each spot on campus, that you can dine at. If I had a full menu on that so you can see everything they offer, that'll be the most ideal thing for me to start with.

UK **UG-Takar, Khalid** 14:49

And if have you had any particularly good or bad experiences with food services on campus?

Recently, and if so, what happened?

AN **Adam Nur (Guest)** 15:02

I've been ordering from campus in a long time. I don't have any recent experiences to talk about, but as it's been a long time, I would have liked to have been updated about what they're offering nowadays, but I don't want to go inside and look at the menu just to find out, you know? So it'd be nice to have like an app or like a website or something like i can see all the options.

UK **UG-Takar, Khalid** 15:20

Before before entering.

Before going in person, you prefer to have the menu online so you can see what.

AN Adam Nur (Guest) 15:27
Yeah, yeah, that will be great for.

UK UG-Takar, Khalid 15:31
OK. And this is the final question.
Think think in a way like this. Is this is a perfect it's been developed. You want to use this app for the rest of your life.
If so, like what? You'd what the ideal experience user experience from this app.
If you were designing an or compass dining experience, what would it be?
And what would it be for this app?

AN Adam Nur (Guest) 16:06
So as I mentioned in other questions, I think the most important thing would be having an app that's really easy to use. So just open it and then ultimately you have a list of all the options in the university where you can eat. So then I'll be aware of every single option there is at university. And then since I'd have everything in one place, I'd be less likely to try and find food outside the uni. Instead, I'll look through the app and find out what I can eat on campus. So for me, the most important thing would definitely be, I think, all the options available.

UK UG-Takar, Khalid 16:33
OK.
OK.

AN Adam Nur (Guest) 16:37
Keeping up to date with information anytime a new item comes or automatically be updated.

UK UG-Takar, Khalid 16:44
OK. Thank you for all your.

Feedback will be necessary for these research and for me to just start developing that.

AN **Adam Nur (Guest)** 16:56
No worries. Best of luck, you know development.

● **UG-Takar, Khalid** stopped transcription

Interview 4:

Meeting-20250501_213300-Meeting Recording

May 1, 2025, 9:16PM

16m 20s

UK **UG-Takar, Khalid** 0:05

UI **UG-Ali, Ismaeel** 0:06

UK **UG-Takar, Khalid** 0:47

UI **UG-Ali, Ismaeel** 0:50

UK **UG-Takar, Khalid** 1:00

UI **UG-Ali, Ismaeel** 1:01

UK **UG-Takar, Khalid** 1:25

UI **UG-Ali, Ismaeel** 1:32

UK **UG-Takar, Khalid** 1:35

UI **UG-Ali, Ismaeel** 1:37

UK **UG-Takar, Khalid** 1:40

This is a little bit technical difficulties.

the earlier transcript prior to the 3rd minute mark isn't important the interview starts then

UI **UG-Ali, Ismaeel** 1:49

UK **UG-Takar, Khalid** 1:55

UI **UG-Ali, Ismaeel** 2:06

UK UG-Takar, Khalid 2:07

UI UG-Ali, Ismaeel 2:19

UK UG-Takar, Khalid 2:19

UI UG-Ali, Ismaeel 2:27

UK UG-Takar, Khalid 2:30

UI UG-Ali, Ismaeel 2:32

UK UG-Takar, Khalid 2:37

UI UG-Ali, Ismaeel 2:41

UK UG-Takar, Khalid 2:44

UI UG-Ali, Ismaeel 2:45

UK **UG-Takar, Khalid** 2:47

UI **UG-Ali, Ismaeel** 2:53

UK **UG-Takar, Khalid** 3:05

Hello, Ishmael. I'm conducting an interview.

Some user research for helping me to design an app. So what we're trying to design is an app called Campus Dine that helps people find food, drink options on campus.

UI **UG-Ali, Ismaeel** 3:23

What's with?

UK **UG-Takar, Khalid** 3:27

And there's no right or wrong answers and your answers will help shape the app's design.

OK.

UI **UG-Ali, Ismaeel** 3:36

Yeah, that's fine.

UK **UG-Takar, Khalid** 3:38

OK, so my first question is, can you tell me a bit about yourself? Are you a student or your graduate or your staff? Let me know. Like, who are you?

UI UG-Ali, Ismaeel 3:50
I'm currently a year three student studying civil engineering at City Saint George's, University of London.

UK UG-Takar, Khalid 3:56
OK, very nice. And how often are you on campus and what times of day?

UI UG-Ali, Ismaeel 4:02
I'd say currently its exam season, so I'm actually on campus seven days a week, usually for around 10 hours. So about 1:00 to 11:00 to 12:00. Midnight, that is.

UK UG-Takar, Khalid 4:15
Repeat that.

UI UG-Ali, Ismaeel 4:17
I'm currently in exam season so I'm actually in seven days a week.

UK UG-Takar, Khalid 4:21
OK.
Goodness. And how how do you usually find places to eat or drink on campus?
How do you usually find places to eat or drink on campus?

UI UG-Ali, Ismaeel 4:36
Actually, currently nothing's open, so you actually can't eat and drink on campus, so you have to go to the nearest by shop such as Sainsbury's or Nisa, Local or Lebanon Grill.

UK UG-Takar, Khalid 4:46
OK, so if an apples to be designed, you would like to know like real time updates,

would you like to know like availability times, seating, available seating, queues, opening times? Would that be helpful?

UI **UG-Ali, Ismaeel** 5:02

I guess I think that will actually be ideal.

UK **UG-Takar, Khalid** 5:04

OK and.

How important are things like price, delivery, speed?

Dietary options like if food does halal or not, or how important are they when you're deciding to order, pick foods.

UI **UG-Ali, Ismaeel** 5:22

I'd say very important, in fact. In fact, I think they make the entire crux of whether my decision or whether to buy or not.

UK **UG-Takar, Khalid** 5:28

OK.

OK. Thank you very much for those questions. I'm gonna ask you, has there been any problems or frustrations you face when trying to find food or drink on campus?

UI **UG-Ali, Ismaeel** 5:42

Yes. One problem I'd say is to be honest, the price ranges I just find too high for student budgets. For example, lunch. It's about £6.50 and I just don't know if it's suitable for a student life. And furthermore, for example, the lunchtime at the canteen, they used to have some nice salad options, but now they just have some chicken, popcorn, unhealthy stuff. And I think we need a more variety of.

Food choices for different kinds of people.

UK **UG-Takar, Khalid** 6:11

OK. You've mentioned before that you've left campus to find better food options. Can you elaborate? Can you tell me why?

UI **UG-Ali, Ismaeel** 6:21

To be honest, just better value. For my money, I can get a bit of variety. I can just decide what I want to eat and I think it's better off campus rather than on.

UK **UG-Takar, Khalid** 6:32

OK and.

When when you usually interact with food services, do you prefer ordering at the counter or self-service or online pre ordering?

UI **UG-Ali, Ismaeel** 6:46

Yeah, me personally, I like to do self checkout or online pre ordering because I actually have social anxiety so I don't really like to talk to cashiers or like workers for example.

UK **UG-Takar, Khalid** 6:57

OK and.

Did were there times where you went to the canteen?

Or elsewhere that you had trouble finding seats or find long queues of problem.

UI **UG-Ali, Ismaeel** 7:13

Yes. In peak term time actually is actually quite hard to find the seat, but also in the library you're not really allowed to eat hot food. So it's quite a tough time sometimes.

UK **UG-Takar, Khalid** 7:25

Are there any type of apps or websites you use to find food options even on campus or elsewhere?

UI **UG-Ali, Ismaeel** 7:33

Not on campus, but elsewhere. I like to use uber eats or deliveroo, or just eat.

UK **UG-Takar, Khalid** 7:40

OK. And what you, what do you like about them?

UI **UG-Ali, Ismaeel** 7:45

Well, I like it. They just show me everything that's near. They show me clear menu. They show me the prices.

And yeah, and I can just choose, I can factor it by many different variables such as kebab fried chicken example.

UK **UG-Takar, Khalid** 8:01

OK. And on on those type of apps, how interested were you in giving quick feedback about your food experience? Like do you prefer it to be a 5 star rating like clicking stars or do you prefer rating it like a survey or like a QR code, how how would you prefer to rate your foods if you do?

UI **UG-Ali, Ismaeel** 8:27

But if I do me personally, I like it to be quick and easy, so I'll do. I'd much prefer using stars 'cause I can just click it quick four or five stars. I don't really like to write words 'cause, you know, I'm just ordering my food. I don't really want to type a whole essay about it.

UK **UG-Takar, Khalid** 8:40

OK. And if if there were an app to be developed for campus to pre-order food, would you use it?

UI **UG-Ali, Ismaeel** 8:50

There was an app to pre-order food.

UK **UG-Takar, Khalid** 8:53

Yeah, for campus.

UI **UG-Ali, Ismaeel** 8:55
If the food was of my liking, then yes, of course.

UK **UG-Takar, Khalid** 8:59
OK. And would it be useful to have?
Real time seating availability on on the app so you know when it's peak times mentioned peak times. Would you like to know when times are not peak so you can be able to get food easily more accessible.

UI **UG-Ali, Ismaeel** 9:18
Yes, yes, I think that would be very useful because then I could maybe plan around my day to find a nice time where it's a bit quieter so I can actually have some seats with my friends and eat.

UK **UG-Takar, Khalid** 9:28
OK and.
When you when you're searching for your type of foods are you tend to search something more specific or something more general like coffee near me. Or would you search for something like chicken tikka wrap? Or do you search like a general like chicken shops near me?

UI **UG-Ali, Ismaeel** 9:52
You know, I don't really necessarily search for anything in particular. I just search food shops near me and then whatever I take my fancy, I pick it.

UK **UG-Takar, Khalid** 10:01
OK. Would you be interested 'cause of that to see in seeing recommendations or trending places within an app? So not only you'll be seeing the, the canteen and the coffee shops near here, you will be seeing food recommendations around the uni, would that be more your taste?

UI **UG-Ali, Ismaeel** 10:21

I think that could be a very revolutionary feature because yes, then it's giving me a different option off campus on campus. Yes, I think that would be a good feature.

UK **UG-Takar, Khalid** 10:28

OK and.

What were the times that you ever said? You mentioned that you strong price sometimes with the campus price foods, are there ever times where you bought Home Foods into campus?

UI **UG-Ali, Ismaeel** 10:43

Ah, yes, yes, of course. Many times a week actually, because I stay on campus for many hours, so I don't want to buy buy out for every meal. So sometimes I bring in a lunch or two, maybe even a dinner.

UK **UG-Takar, Khalid** 10:56

And how? How easy was it to find the?

The microwaves, or the the the, the, the the places in the canteen to help you warm up your food or prepare your food on campus.

UI **UG-Ali, Ismaeel** 11:14

An interesting question actually, because I'd say there's not really any signs towards the microwave, but if you didn't know where they are, they'll probably be a bit tricky. But as I've been here for a few years now, I found out where they are.

UK **UG-Takar, Khalid** 11:26

Do you? Do you think the app should have like navigation into key dining areas into the uni so like it would it would give like clear maps into where the microwaves are, where the canteen is or the different coffee joints within the uni. Would that be particularly useful?

UI **UG-Ali, Ismaeel** 11:44

That's something that will be pretty useful and yeah, to tell me where to sit, for example, places like segafredo.

UK **UG-Takar, Khalid** 11:50

OK.

How easy should it be to get information that you need and what's the most important thing? What's the most important information to see in, like a dining gap? What do you think should be the stand out feature?

UI **UG-Ali, Ismaeel** 12:08

I think it's very important to have pictures, real pictures of the food, not AI pictures or, you know, fake online Internet pictures. I'd like to see actual pictures of what the food is. I'd definitely like to see the price.

UK **UG-Takar, Khalid** 12:19

OK. Is there any accessibility needs we should consider for in general like for instance like voice navigation or like easy to read text. Should that be considered when designing an app to make it usable for people?

UI **UG-Ali, Ismaeel** 12:37

Yes, I think that should be considered maybe like a feature to increase the font size or maybe a dark mode, et cetera, stuff like that.

UK **UG-Takar, Khalid** 12:45

Theme toggle. That's a that's a good suggestion. OK, you're doing very well. We're we're quite near the last couple of questions and.

UI **UG-Ali, Ismaeel** 12:46

Yes, I think I'll thank you very much.
OK.

UK **UG-Takar, Khalid** 12:56

Yeah. I just want to ask.

What have you had any particularly good or bad experiences with food services on campus recently?

UI **UG-Ali, Ismaeel** 13:09

Yes, I actually say one meal that I really was disappointed in was the beef and rice.

UK **UG-Takar, Khalid** 13:16

No.

UI **UG-Ali, Ismaeel** 13:16

At 5:00 PM it's about £3. It's actually a cost of living, like cost of living option and to be honest, it's absolutely appalling. It's atrocious and that actually put me off on ever buying food from campus ever again.

UK **UG-Takar, Khalid** 13:34

OK and.

If you were to design an app or create your ideal campus dining experience, would it be like?

UI **UG-Ali, Ismaeel** 13:49

I just had to make it nice and simple. Not too much, not too extravagant. Just gets the job done. You know what I mean?

UK **UG-Takar, Khalid** 13:58

OK, so you like something to be nice and easy to use, very accessible and something that won't be a hassle.

UI **UG-Ali, Ismaeel** 14:08
Yes, definitely.

UK **UG-Takar, Khalid** 14:11
OK.

And you mentioned you don't tend to use tend to give feedback.
How often would you give feedback when you order food or eat food? How often would you do it?

UI **UG-Ali, Ismaeel** 14:29

So on the apps to have it easy, just the star rating, I'll probably do it every time 'cause just quick just one button, but the ones that ask you to do many options or many like if to write a lot about it, probably never.

UK **UG-Takar, Khalid** 14:43

OK. And hold on. Who's at the final question? What's 1 feature you wish existed that would make finding or ordering food easier?

UI **UG-Ali, Ismaeel** 14:56

Interesting question 1 feedback.
Repeat the question.

UK **UG-Takar, Khalid** 15:13

What is one feature you wish that existed that would make finding or ordering food easier?

UI **UG-Ali, Ismaeel** 15:21

But for campus off campus or just in general?

UK **UG-Takar, Khalid** 15:23

Oh, for the for the app that we're designing or in general like like all the apps that you see in terms of ordering food or dining or or menus or whatever in terms of food, what's one thing you wish that existed in, like a future you wish that existed for Santa?

UI **UG-Ali, Ismaeel** 15:43

Maybe a bad feature would be accurate delivery times.
Delivery speeds, et cetera or some apps have a general time, but a lot of times that's never really accurate. So probably for live times will be good.

UK **UG-Takar, Khalid** 15:47

Mm hmm.

● **UG-Takar, Khalid** stopped transcription

Interview 5:

Microsoft Teams meeting-20250502_175310-Meeting Recording

May 2, 2025, 4:53PM

22m 24s

UK **UG-Takar, Khalid** 0:05

OK.
321.
Hello Ahmed.

AD **Ahmed Dadabhai** 0:13

hi khalid You OK?

UK **UG-Takar, Khalid** 0:14

Yes, I'm basically conducting some user research to help make me design an app. So

the app that I'm trying to design is called Campus Dine and it helps people. Find food and drinks on campus. And your answers will help me shape the app's design. There's no right or wrong answers, OK?

AD Ahmed Dadabhai 0:37
OK.

UK UG-Takar, Khalid 0:39
OK, so my first question is tell me a bit about yourself. Are you a student or you're graduate or you staff? Let me know.

AD Ahmed Dadabhai 0:49
I'm a former student at the university. I'm a graduate now. Graduated last year and at the moment just trying to find work.

UK UG-Takar, Khalid 0:59
OK. How often were you on campus and what times of day?

AD Ahmed Dadabhai 1:06
I was on campus usually five days a week between the times of it could vary, like according to what day and when my lectures would be, but normally from around like. 9:00 in the morning or 10:00 in the morning to about 5 in the evening. Ish.

UK UG-Takar, Khalid 1:26
OK. And how do you usually find places to eat or drink on camp?

AD Ahmed Dadabhai 1:33
Typically I did used to bring some of my own food from home, but. There were times, of course, where we'd order from.

Apps on our phone like deliveroo, just eat Uber eats, etcetera. Or just go to like local shops where we can get some quick food.

UK **UG-Takar, Khalid** 1:54

OK. And you said that you brought home based food where they like?

AD **Ahmed Dadabhai** 1:58

Yes.

UK **UG-Takar, Khalid** 2:01

Food like a sandwich? Or is it something that needed to be warmed up in a microwave?

AD **Ahmed Dadabhai** 2:06

There was there anything that was particularly needing to warm up? It was just more like a sandwich or like some snacks, some fruit.

UK **UG-Takar, Khalid** 2:14

OK.

AD **Ahmed Dadabhai** 2:15

You know your drinks like water or juice or something.

UK **UG-Takar, Khalid** 2:20

OK. Were you ever aware during your entire time at uni of the microwave services?

AD **Ahmed Dadabhai** 2:29

It was, yeah, I do remember students utilising that service here.

UK **UG-Takar, Khalid** 2:32

OK, OK, OK. OK.

OK. Do you think it's very easy to find?

AD Ahmed Dadabhai 2:42

I wouldn't say so, no. If you hadn't seen anyone walk into that room and actually use it, then it might be a bit hard to identify. So not really. I wouldn't say so. It's not really easy to find.

UK UG-Takar, Khalid 2:57

OK, interesting and.

When you.

interact with food services do you prefer ordering at the counter self-service or online pre ordering?

AD Ahmed Dadabhai 3:13

Personally I prefer online pre ordering because it just removes all the hassle of having to interact with anybody and just browsing through menus and having them wait for you and stuff.

You can do it in your own time. There's no sort of queue that you're waiting in or whatever. Like, it's very easy, very laid back. So I feel like ordering online is just hassle free compared to the other options.

UK UG-Takar, Khalid 3:39

OK and.

What do you think it will be useful?

To in terms of accessibility in terms of designing an app that there would be clear maps.

For instance, there's there's many multiple different coffee joints at the university, So what do you think would be useful to have directions?

Towards the specific coffee shops.

AD Ahmed Dadabhai 4:05

Yeah, especially towards.

Especially towards the.

The new students, the guys in first year, maybe even like.

Guys haven't been to that particular part of the campus before. Yeah, it'd be useful to those kind of people who are not used to where everything is.

And not knowing where a particular shops are, yeah.

UK **UG-Takar, Khalid** 4:30

You said that the microwave place was not easy to find. What do you would you would also that stuff be useful to be like a section?

To be designed to show navigation to self-service areas.

The microwave or the vending machine?

AD **Ahmed Dadabhai** 4:46

Yeah, 100%, I think.

When I was there, there was a lot of students that were actually bringing in their own food from home and whether that be something small like a snack or fruit or even something to be warmed up. So for them to know where that sort of room is or those kind of facilities are I think would be quite useful to be displayed somewhere or even like.

Put on a map like you're saying, yeah.

UK **UG-Takar, Khalid** 5:14

OK, OK.

So when you weren't bringing home based foods and you're eating food at the canteen, what kind of food and drink options do you usually go for?

AD **Ahmed Dadabhai** 5:27

For me it was more the basics like.

Not a drink or something like a water.

Maybe a sandwich or two, but that's about it for me. Really. Like I didn't really get much else. Maybe like a packet of crisp and some chocolates.

UK **UG-Takar, Khalid** 5:42

So so you you never you never got like an actual meal from the county?

AD **Ahmed Dadabhai** 5:49

Not from the canteen. No, I didn't get actual meal from the canteen.

UK **UG-Takar, Khalid** 5:52

OK. And how?

How how important are things like price, delivery, speed, dietary options like if food is halal or vegan or like brand reputation to you when you're deciding where and what to.

AD **Ahmed Dadabhai** 6:07

Yeah. So I think the main thing for me personally, the main deal breaker is if it's halal or not, if it's not halal, I can't eat, obviously. So that's a deal breaker straight away. And then obviously delivery wise, very important if it's going to take too long, then the food's going to be cold or it's going to take too long and my lunch break will be over. So there's that aspect of it as well. And then also price point is very important as well, I'd say like.

I'd put it just under.

The necessity of it being halal or not?

The price is very important. You know the fact that if it's like overly expensive for an item that I know would be a lot cheaper somewhere else, then I wouldn't go for it.

UK **UG-Takar, Khalid** 6:53

So when you used to go to the canteen and used to buy your sandwich.

Perhaps a crisp and a drink

That you've had trouble finding seating or were there times where you find long, long queues problem?

AD **Ahmed Dadabhai** 7:12

Umm i didn't particularly find queues problem too much?

But then again, I was popping in at some abnormal time. Sometimes I'd maybe say that.

The canteen wasn't experiencing a busy time at the time I was getting into the canteen or something. I don't know, but I'd say that the seating area or the seating is quite quite a bit of a problem because.

You get people who are basically.

Taking up tables and people sitting by themselves and there's not much seating area for the rest of us to.

Sit basically, so we'd have to find somewhere else on campus to sit and eat.

UK **UG-Takar, Khalid** 7:54

OK. And because of that?

Would you find like real time updates about queue times, seating availability, opening times? Helpful. Would you think that would be helpful to help?

AD **Ahmed Dadabhai** 8:08

Yeah, of course.

UK **UG-Takar, Khalid** 8:09

Put that on to the app so you know to sit in.

AD **Ahmed Dadabhai** 8:12

Of course, I think that type of information would be quite useful, yeah, because.

There were times as well where people tried to go get some food and they didn't realise that the canteen is actually closed at that time. And same thing with seating as well. When you walk into the canteen, you'd expect to see a seat somewhere, and then they'd just be completely full. So I think that that type of information would be quite useful to the students attending university, yeah.

UK **UG-Takar, Khalid** 8:43

So can you. Can you tell me if there has been any problems or frustrations you face

when trying to find?

Food or drink on campus? Tell me if there's been any pain points.

AD Ahmed Dadabhai 8:57

painful points your saying?

UK UG-Takar, Khalid 8:59

Yeah. Any any challenges, anything that's a problem or frustration that you faced when trying to find?

AD Ahmed Dadabhai 9:04

I think the main issue that I had with food on campus. Sorry go on?

UK UG-Takar, Khalid 9:09

Well, yeah, any any challenges that you faced when you're trying to find food or drink on campus?

AD Ahmed Dadabhai 9:14

Yes, I think the main issue that I had was the price point.

A lot of the items on sale in in campus were very overly expensive, to the point where it wouldn't be reasonable for me to get something.

So I'd basically have to hold myself back, I'd say, like in terms of things I would normally buy, but looking at the price would then hesitate and sort of back off and not buy it.

So I think that's definitely something that I need to work on. It's definitely a price point and I think a big problem as well is that now that you've mentioned it, seating areas.

That doesn't doesn't. There doesn't seem to be a lot of areas around the around the campus that you can eat and have a seat. Do you get me so?

A lot of the areas where you do have seating are for private studying or like in the library or like just general seating, but there wouldn't. You'd be at the, there wouldn't be any designated eating areas. So I feel like that would be a good addition as well.

UK **UG-Takar, Khalid** 10:23

OK. And have you ever left campus to just find better food option?

AD **Ahmed Dadabhai** 10:28

Oh yeah, yeah, I was. That was the majority. Like, that was the.

UK **UG-Takar, Khalid** 10:29

If so, let me know.

AD **Ahmed Dadabhai** 10:36

Scenario on most days I wouldn't even like after. After a few days of sussing out what was on campus or trying to see what was available on campus and realising that it wasn't for me. I then started looking at my other options and trying to go into my delivery apps and like basically go into local stores, local shops. I'm trying to see what they offer.

UK **UG-Takar, Khalid** 11:03

OK. Interesting.

Do you use any apps or websites to find food options on?

Campus or elsewhere? If so, let me know any apps to use to you know, deliver food or find food. Let me know.

AD **Ahmed Dadabhai** 11:18

Yeah. So there was and like I mentioned earlier, Uber eats was a big one. Deliveroo was another big one. And just eat those I think were the main three that I was utilising.

UK **UG-Takar, Khalid** 11:28

OK. And would would you would you use an app to pre-order food on campus like? An app designed for the campus specifically, would you use it? Why? Why not?

AD Ahmed Dadabhai 11:34

Yeah.

I would like I said before, if it was at a good price point, then yeah, I would definitely. I think it would remove all the hassle that.

UK UG-Takar, Khalid 11:50

OK.

AD Ahmed Dadabhai 11:53

That would.

UK UG-Takar, Khalid 11:54

Choose.

AD Ahmed Dadabhai 11:56

And what that would that would involve like going in person and getting it.

UK UG-Takar, Khalid 12:01

OK.

So it would, it would bring more convenience.

AD Ahmed Dadabhai 12:06

Basically, yeah, it removal of the hustle, yeah.

UK UG-Takar, Khalid 12:10

OK, but OK, so when when are you using for instance your uber eats and you're choosing a place to eat. Would you search something a bit more general? Like coffee?

AD Ahmed Dadabhai 12:18
Yeah.

UK UG-Takar, Khalid 12:23
Near me or chicken shops near me? Or would you browse for something a bit more specific, like a specific burger meal from a specific joint?

AD Ahmed Dadabhai 12:33
It tend it tended to vary quite a lot.

UK UG-Takar, Khalid 12:34
Are you more general or?

AD Ahmed Dadabhai 12:38
Sorry go on.

UK UG-Takar, Khalid 12:38
OK. Like are you more general, like, oh, just coffee shops near me or you're. That specific mocha off from Costa Coffee.

AD Ahmed Dadabhai 12:49
I'll be honest, the what I used to do was on the apps they would have their recommended.
Stores recommended shops nearby and I just browsed through them and see if anything catches my eye. So like for example, if there was a nice burger spot nearby then I would order from there, but that was about that was about it really. I wouldn't search for anything in particular like coffee or burger pizza or something.

UK UG-Takar, Khalid 12:59
Mm hmm.

Oh.

OK.

OK. And in terms of the the app that we're designing campus dine, would you be interested not only seeing?

Dining spots on campus, but seeing recommended and trending places local around the campus around the university.

So just to give you more variety.

AD **Ahmed Dadabhai** 13:40

Yeah, of course. I think that was that'd be like a very like.

Be something that would draw more students in. I feel like if you're just living it towards campus, then.

There might not be as many students that will utilise the app, but if you then like incorporate different local stores and shops and takeaways and whatnot into the app that you're designing, then yeah 100%. I think that's a good addition.

UK **UG-Takar, Khalid** 14:12

OK and.

When you order something, how?

Interested. Would you be in giving quick feedback about your experience? Do you prefer to do a survey or by rating?

The a cafe by star rating. Or do you prefer doing like a QR code and like how would you prefer to give feedback? Would you prefer to do like a quick Yelp review or do you prefer something a bit more simple like a quick star rating?

AD **Ahmed Dadabhai** 14:48

Mm hmm. OK, I feel like in that situation.

I've just received my food, or I've basically just eaten.

I'm more laid back. I'm really. I'd want to relax a bit and not actually have to fill out a whole survey or questionnaire or fill out a form. So I feel like just leaving a basic star review out of five or writing a little comment about the delivery of the service or the food. I feel that's the easiest thing to do so.

That'll probably be the best option, maybe like a star review and a little comment.

UK UG-Takar, Khalid 15:25
OK, a star review with a little comment, OK, the comment section. OK.

AD Ahmed Dadabhai 15:28
Yeah.
Oh.

UK UG-Takar, Khalid 15:33
And in terms of accessibility, usability and how easy
It should be to get the information you need and what's the most important
information that you think you should see on a on a campus dining app? What's?
The thing that you think should be the stand out feature, something that should pop.

AD Ahmed Dadabhai 15:54
I think you know the basic necessities are the most important. So like for example, if
anything has.
Alcohol in it if it's halal or not, dietary requirements. If anyone's allergic to like dairy
or lactose intolerant or something like that, then.

UK UG-Takar, Khalid 16:05
Mm hmm mm hmm.

AD Ahmed Dadabhai 16:11
I feel like that's more important than anything else, so that should be like the the
things that stand out to you if there's certain.

UK UG-Takar, Khalid 16:16
So what would you say a personalised page based on?
The user's profile.
Should be the thing that pops out first, or should it be the menu?

Which one should be the?

Priority in terms of the landing page over of an apps design.

AD Ahmed Dadabhai 16:35

I think I actually think that's quite a good idea, you know basing.

The experience on the user profile, so it's narrowing down the search instead of the user having to.

Basically, try and find everything that's suitable for them. I think narrowing down the search is a good idea.

UK UG-Takar, Khalid 16:54

OK. And is there any other accessibility means we should consider when designing a food app, for instance easy to read text voice navigation?

And perhaps an AI chat bot or some clear maps is. Is there any other accessible accessibility needs that we should consider to make it usable for all students, or or all people that can be able to use this app?

AD Ahmed Dadabhai 17:22

That's a good question.

I think you know, like a lot of these delivery apps, what they incorporate is they have like keywords at the top that you can click that will filter like different menu items or different places in the area. So I feel like that would be very useful. So that let's say for example at the top.

UK UG-Takar, Khalid 17:39

Mm hmm.

AD Ahmed Dadabhai 17:43

They were there was a filter keyword called Vegan and you click on vegan and everything that's vegan comes like is filtered basically and you can see all the options that you have nearby.

Terms of menu and stores.

UK UG-Takar, Khalid 17:57
So almost like a a filter drop down based on the food options.

AD Ahmed Dadabhai 18:01
Yeah, exactly. Yeah, a filtering system with keywords.

UK UG-Takar, Khalid 18:03

Hmm, very interesting.

AD Ahmed Dadabhai 18:07
That's useful. So something to incorporate.

UK UG-Takar, Khalid 18:09
That that's something I would consider and.

AD Ahmed Dadabhai 18:12
Yeah.

UK UG-Takar, Khalid 18:14
So you've done very well on this interview. We're kind of on the last couple of questions this, these couple of questions are a bit more.
Your ideal experience. OK. Have you had any particular good or bad experience with food services on campus?

AD Ahmed Dadabhai 18:27
OK.

UK UG-Takar, Khalid 18:32

Or recently and.

Can you tell me what happened?

AD Ahmed Dadabhai 18:37

Yeah. I mean, I haven't had any bad experiences from what I can think of recently.

The few that I have had have been quite good on delivery timings. Service wise food has come promptly. It's come warm.

Food was a good as well, no complaints, so don't really don't really have anything to complain about in that sense.

As long as the delivery time is within reason.

The price point is good, the food is good.

And it comes warm with no complaints. Then I'm happy guy.

UK UG-Takar, Khalid 19:23

If you could design your ideal campus dining experience, what would it look like and why do you think it should be?

AD Ahmed Dadabhai 19:31

The campus dining experience? You mean like in person?

or We're talking about ordering online.

UK UG-Takar, Khalid 19:37

what would be? you can answer in both ways? What would be your ideal campus dining experience?

AD Ahmed Dadabhai 19:41

OK.

Ideally, yeah.

UK UG-Takar, Khalid 19:44

And what would it be for?

AD Ahmed Dadabhai 19:47

What you mentioned earlier basically.

UK UG-Takar, Khalid 19:47

In terms of in person or?

AD Ahmed Dadabhai 19:51

So ideally like what you mentioned earlier, ordering online, hassle free.

No need to wait in any queues. No need to take like be rushed into looking through the menu options. So I think ordering online is the best.

Having to take your time is.

Ideal for me.

UK UG-Takar, Khalid 20:19

ok And what would be one feature you wish existed?

Would make finding or ordering food easier, like what would be one thing that you've seen from these other apps that you wish that should be implemented.

AD Ahmed Dadabhai 20:37

Like what I mentioned earlier about the keywords and the filtering system is quite good, but off the top of my head.

I would say.

I think something that's very useful is being able to know how long an item will take.

To arrive or to be able to be ready.

UK UG-Takar, Khalid 21:00

OK.

OK.

AD Ahmed Dadabhai 21:05

So normally these apps tell you like a wait time. Like for example if there was a

particular item you're looking for, that's.

Quite popular. Then they'll tell you if it's going to take a bit longer or not.

And stuff like that. I think it's just these general sort of.

Information that would be quite useful to the user.

UK **UG-Takar, Khalid** 21:28
OK.

AD **Ahmed Dadabhai** 21:28
Instead of having to wait for example 20 minutes for an item that will only take 5 minutes at least, then you would know that you have to wait 20 minutes or not.

UK **UG-Takar, Khalid** 21:37
OK. And just one final question for you. Can you can make this a bit concise?
How to leave feedback for food outlets and how would you prefer to do it? Would you prefer to do QR codes or app form or or survey?

AD **Ahmed Dadabhai** 21:54
OK, so like I mentioned earlier, I think leaving the star review.

UK **UG-Takar, Khalid** 21:58
Mm hmm mm hmm.

AD **Ahmed Dadabhai** 21:58
With a little comment would be ideal. Something that's quite concise and quick and easy to do.

UK **UG-Takar, Khalid** 22:05
OK.

AD **Ahmed Dadabhai** 22:06
Yeah, that's the best thing.

UK **UG-Takar, Khalid** 22:07
Thank. Thank you so much for the this interview. Your help greatly for the for my user research and helping me to design this app and.

AD **Ahmed Dadabhai** 22:15
No worries.

UK **UG-Takar, Khalid** 22:17
Thank you very much. I wish you all the best. I'm going to stop recording in the transcript right now.

● **UG-Takar, Khalid** stopped transcription

CampusDine Interview Guide

1. General Background

- Can you tell me a bit about yourself? (Are you a student, graduate, visitor, or staff?)
- How often are you on campus and at what times of day?

2. Current Food and Drink Behaviours

- How do you usually find places to eat or drink on campus?
- What kinds of food and drink options do you usually go for when you're here?
- How important are things like price, speed, dietary options (e.g., vegan, halal), or brand reputation to you when choosing where to eat?

3. Pain Points and Challenges

- What are some problems or frustrations you face when trying to find food or drink on campus?
- Have you ever left campus just to find better food options? If yes, why?
- Are there times when you have trouble finding seating, or find long queues a problem?

4. Technology Usage and Preferences

- Do you use apps or websites to find food options (either on campus or elsewhere)? If yes, which ones?
- Would you find real-time updates (e.g., about queues, seating, opening times) helpful? Why or why not?
- How do you usually prefer to interact with food services: ordering at the counter, self-service, or online pre-ordering?

5. Specific Feature Feedback (CampusDine Ideas)

- How useful would it be to have an app showing real-time seating availability?
- Would you use an app to pre-order your food on campus? Why or why not?
- Would you be interested in giving quick feedback about your experience (e.g., rating a café or reporting an issue)?

6. Discovery and Search Preferences

- When choosing where to eat, are you more likely to search for something specific (e.g., "coffee near me") or browse and discover new options?

- Would you be interested in seeing recommendations or trending places within the app?

7. Accessibility and Usability

- Are there any accessibility needs we should consider when designing a food app (e.g., easy-to-read text, voice navigation, clear maps)?
- How easy should it be to get the information you need and what information is most important to see first?

8. Ideal Experience

- If you could design your ideal campus dining experience, what would it look like?
- What's one feature you wish existed that would make finding or ordering food easier?

9. Additional (Optional, Time Permitting)

- Have you had any particularly good or bad experiences with food services on campus recently? What happened?
- How often do you leave feedback for food outlets, and how would you prefer to do it (e.g., QR codes, app forms)?

Interviews OneDrive Link

Here attached is my OneDrive interview link:

https://cityuni-my.sharepoint.com/:f:/g/personal/khalid_takar_city_ac_uk/EtJ9SJhpFFJHlakAt01Y1FsBtYaNL59drKySk7jVxO8nmA?e=cRg4NZ