**Meeting-20250430\_220709-Meeting Recording**

April 30, 2025, 9:33PM

33m 16s

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

 **Anas Hashim** 0:45  
Hello.

 **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.

 **Anas Hashim** 1:03  
OK.

 **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.

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

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

 **Anas Hashim** 1:22  
OK.

 **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?

 **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.

 **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?

 **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.

 **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?

 **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.

 **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?

 **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.

 **UG-Takar, Khalid** 4:08  
OK.

 **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.

 **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.

 **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.

 **UG-Takar, Khalid** 6:10  
Mm hmm.

 **Anas Hashim** 6:20  
Can can they be provided at all times?

 **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.

 **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.

 **UG-Takar, Khalid** 7:49  
Alright, start, start. Sorry. He kind of cut out the last 30 seconds.  
Can you repeat what you said?

 **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.

 **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?

 **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.

 **UG-Takar, Khalid** 10:07  
OK.  
So I'm going to ask you questions on.  
How we can implement or improve an app say?

 **Anas Hashim** 10:22  
OK.

 **UG-Takar, Khalid** 10:24  
So.  
When you were a student.

 **Anas Hashim** 10:28  
Yep.

 **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.

 **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 to be evaluated, so that's something that kinda pushes me away from.  
Purchasing anything from those?  
Different avenues.

 **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 to to have in the university?

 **Anas Hashim** 12:48  
Well, of course it has to be the captain because not only does the captain 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 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.

 **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?

 **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.

 **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?

 **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.

 **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.

 **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.

 **UG-Takar, Khalid** 17:45  
OK.  
These questions he can answer them like in, in short, but if you want to elaborate, you can.

 **Anas Hashim** 17:52  
OK, alright.

 **UG-Takar, Khalid** 17:55  
How useful would it be to have an app showing like real time seating availablity? 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?

 **Anas Hashim** 18:14  
A very useful, very useful, but I'd like to elaborate by saying that.

 **UG-Takar, Khalid** 18:14  
Are you?

 **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.

 **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.

 **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.

 **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?

 **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.

 **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?

 **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.

 **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.

 **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.

 **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.

 **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.

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

 **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.

 **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?

 **Anas Hashim** 25:23  
Can you repeat that question please?

 **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?

 **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.

 **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?

 **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 can complete and it takes seconds to do.

 **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.

 **Anas Hashim** 28:30  
yeah hit me.

 **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?

 **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 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?

 **UG-Takar, Khalid** 29:33  
Your ideal campus.  
If you want to design your ideal campus dining, would it be?

 **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.

 **UG-Takar, Khalid** 30:49  
Understand it some some type of.

 **Anas Hashim** 30:50  
That's that's.

 **UG-Takar, Khalid** 30:53  
Personalised reorder or remembered ordered.

 **Anas Hashim** 30:57  
Like a favourites list.

 **UG-Takar, Khalid** 30:58  
Or last time, last time, last time you've ordered or favourites.

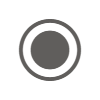
 **Anas Hashim** 31:01  
Yeah, previous order. So it should have.

 **UG-Takar, Khalid** 31:03  
Previously.

 **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.

 **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.

 **Anas Hashim** 33:05  
Thank you very much. I wish you the best too. Hopefully the research goes well.

 **UG-Takar, Khalid** stopped transcription