**Microsoft Teams meeting-20250502\_175310-Meeting Recording**

May 2, 2025, 4:53PM

22m 24s

 **UG-Takar, Khalid** 0:05  
OK.  
321.  
Hello Ahmed.

 **Ahmed Dadabhai** 0:13  
hi khalid You OK?

 **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?

 **Ahmed Dadabhai** 0:37  
OK.

 **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.

 **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.

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

 **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.

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

 **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.

 **UG-Takar, Khalid** 1:54  
OK. And you said that you brought home based food where they like?

 **Ahmed Dadabhai** 1:58  
Yes.

 **UG-Takar, Khalid** 2:01  
Food like a sandwich? Or is it something that needed to be warmed up in a microwave?

 **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.

 **UG-Takar, Khalid** 2:14  
OK.

 **Ahmed Dadabhai** 2:15  
You know your drinks like water or juice or something.

 **UG-Takar, Khalid** 2:20  
OK. Were you ever aware during your entire time at uni of the microwave services?

 **Ahmed Dadabhai** 2:29  
It was, yeah, I do remember students utilising that service here.

 **UG-Takar, Khalid** 2:32  
OK, OK, OK. OK.  
OK. Do you think it's very easy to find?

 **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.

 **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?

 **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.

 **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.

 **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.

 **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?

 **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.

 **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?

 **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.

 **UG-Takar, Khalid** 5:42  
So so you you never you never got like an actual meal from the county?

 **Ahmed Dadabhai** 5:49  
Not from the canteen. No, I didn't get actual meal from the canteen.

 **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.

 **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.

 **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?

 **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.

 **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?

 **Ahmed Dadabhai** 8:08  
Yeah, of course.

 **UG-Takar, Khalid** 8:09  
Put that on to the app so you know to sit in.

 **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.

 **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.

 **Ahmed Dadabhai** 8:57  
painful points your saying?

 **UG-Takar, Khalid** 8:59  
Yeah. Any any challenges, anything that's a problem or frustration that you faced when trying to find?

 **Ahmed Dadabhai** 9:04  
I think the main issue that I had with food on campus. Sorry go on?

 **UG-Takar, Khalid** 9:09  
Well, yeah, any any challenges that you faced when you're trying to find food or drink on campus?

 **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.

 **UG-Takar, Khalid** 10:23  
OK. And have you ever left campus to just find better food option?

 **Ahmed Dadabhai** 10:28  
Oh yeah, yeah, I was. That was the majority. Like, that was the.

 **UG-Takar, Khalid** 10:29  
If so, let me know.

 **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.

 **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.

 **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.

 **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?

 **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.

 **UG-Takar, Khalid** 11:50  
OK.

 **Ahmed Dadabhai** 11:53  
That would.

 **UG-Takar, Khalid** 11:54  
Choose.

 **Ahmed Dadabhai** 11:56  
And what that would that would involve like going in person and getting it.

 **UG-Takar, Khalid** 12:01  
OK.  
So it would, it would bring more convenience.

 **Ahmed Dadabhai** 12:06  
Basically, yeah, it removal of the hustle, yeah.

 **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?

 **Ahmed Dadabhai** 12:18  
Yeah.

 **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?

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

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

 **Ahmed Dadabhai** 12:38  
Sorry go on.

 **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.

 **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.

 **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.

 **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.

 **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?

 **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.

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

 **Ahmed Dadabhai** 15:28  
Yeah.  
Oh.

 **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.

 **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.

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

 **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.

 **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.

 **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.

 **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?

 **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.

 **UG-Takar, Khalid** 17:39  
Mm hmm.

 **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.

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

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

 **UG-Takar, Khalid** 18:03  
  
Hmm, very interesting.

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

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

 **Ahmed Dadabhai** 18:12  
Yeah.

 **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?

 **Ahmed Dadabhai** 18:27  
OK.

 **UG-Takar, Khalid** 18:32  
Or recently and.  
Can you tell me what happened?

 **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.

 **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?

 **Ahmed Dadabhai** 19:31  
The campus dining experience? You mean like in person?  
or We're talking about ordering online.

 **UG-Takar, Khalid** 19:37  
what would be? you can answer in both ways? What would be your ideal campus dining experience?

 **Ahmed Dadabhai** 19:41  
OK.  
Ideally, yeah.

 **UG-Takar, Khalid** 19:44  
And what would it be for?

 **Ahmed Dadabhai** 19:47  
What you mentioned earlier basically.

 **UG-Takar, Khalid** 19:47  
In terms of in person or?

 **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.

 **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.

 **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.

 **UG-Takar, Khalid** 21:00  
OK.  
OK.

 **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.

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

 **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.

 **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?

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

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

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

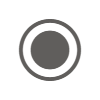
 **UG-Takar, Khalid** 22:05  
OK.

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

 **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.

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

 **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