

## Personas, Problem Scenarios, and Propositions

### Nikola a Computer Science Student

**Screening Question:** How many times in the past month have you ordered food online?



Nikola has been a student at the University of Primorska for three years now and so far he gained a lot of experience in the IT field. Apart from that, he was also involved in some projects as a freelancer, but recently it was difficult to combine university obligations and part-time work. He participated in courses such as Human-Computer interaction which helped him to understand the significance of interactivity between users and user interfaces. When he is not coding he likes to prepare his meals because cooking is his hobby but due to the hectic schedule, he orders delivery almost every day.

His favorite restaurants are the ones that have the best pasta, however, he is always interested in trying new food. Low quality of delivery service and bad user experience are the things that annoy him at most and he appreciates restaurants that are able to provide warm food at his doorstep on time. From past experiences, he came to the conclusion that the food delivery service is not consistent. On the other hand, he considers that such restaurants are obliged to provide users with an interactive user interface that will help them order food easily.

<b>Thinks</b>	Nikola thinks that restaurants that have online ordering of food should provide reliable delivery and a better user experience while ordering.
<b>Sees</b>	Nikola sees that in some particular places where he had a bad experience, he was not the only unsatisfied customer. He sees online ordering as a great tool but in terms of user experience, there is room for improvement.
<b>Feels</b>	Nikola feels sad when his food is not to his expectations and feels uneasy when he leaves bad reviews for the restaurants, but at the same time, he thinks it is a great way to reach the management so they can improve their services.
<b>Does</b>	Ordering the food is something that Nikola does regularly. He orders his lunch at least 15 times a month.

---

## David a restaurant owner

**Screening question:** How much food is ordered online from your restaurant?



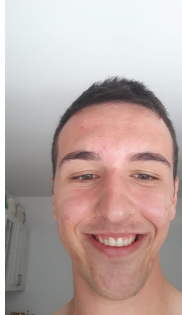
David is a restaurant owner for 12 years now and he has been a manager for a long time now. His restaurant offers a great variety of food, but it is mostly known for its top-quality steaks. He never acquired software development skills, but he knows how to handle business and recognizes that a website is a great opportunity for his business. Apart from that, he believes that customer satisfaction is one of the most important factors that help a business grow. Before he became the owner, he was waiting tables at the same restaurant and since it is a family business he knew that he will be the one that inherits it. Over the years he learned a great deal of how to manage a restaurant because once he was an employee himself, so he managed to create a friendly working environment in his restaurant. Even though his restaurant was working pretty well, he wanted to expand his business and make it easier for his customers to get meals from his restaurant, so he thought about introducing a website of his restaurant as an alternative for ordering food. Due to his busy schedule, he never managed to launch the building of this project. He saw that a pandemic outbreak was a great opportunity for fulfilling the idea of a website to keep the restaurant running and their customers satisfied.

<b>Thinks</b>	David thinks that this is great timing for any restaurant to organize and develop a website that will help them keep the restaurant in business.
<b>Sees</b>	David sees that the pandemic opened new doors and possibilities to keep earning revenue and not risk people's health at the same time. Even at the end of the pandemic, he sees that this approach will last.
<b>Feels</b>	David feels that both customers and restaurants will help each other through this hard period and he feels glad that he can provide them with warm food at the comfort of their home. He feels that this is a great way of reaching out to customers.
<b>Does</b>	David started a project and provided sufficient funds to get the website running as fast as possible.

---

## Nedeljko a team member

**Screening question:** How successful were the similar projects that you worked on in the past?



Nedeljko is a third-year bachelor Computer Science student and he already has some experience in software development. Ever since he enrolled at university he was interested in coding and becoming a web developer. Due to his passion, he has built many websites including some that were similar to food delivery service websites. He enjoys building new designs and tends to stay up to date with new technologies in order that users are satisfied with interactive websites. He is not used to ordering food since he enjoys cooking, but when there is a lot of work to do he visits the websites of the restaurants in his area. Even though he does not order as much, he enjoys it when restaurants provide reliable delivery and easy-to-use interfaces.

He has built plenty of websites over the past two years, but he considers that his work still lacks some experience and that there is still a long way until he acquires it. In his opinion, the website is a great way to reach out to customers and since it is the first thing that customers see, it is necessary to leave a good first impression. Opinion from users means to him a lot and he appreciates all the feedback he gets since he feels that constructive criticism will make him a better web developer.

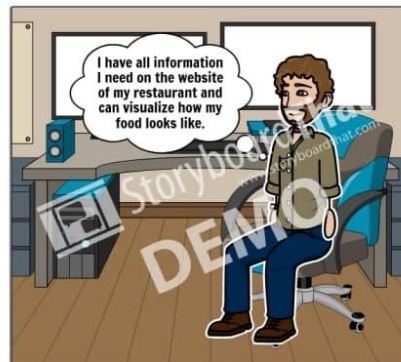
<b>Thinks</b>	Nedeljko thinks that user experience means a great deal to customers and he strives to improve it with every new project.
<b>Sees</b>	Nedeljko sees that food delivery sites are becoming more and more popular over the years, especially since the pandemic outbreak, but he sees that they are not living up to their expectations in achieving a great experience for the customers.
<b>Feels</b>	Nedeljko feels glad that there is a market for his area of expertise, and that his work can be seen by many users.
<b>Does</b>	Nedeljko started working on the new food delivery service project since all previous work was well accepted both by users and clients, and is considered a success.

Problem Scenarios	Current Alternatives	Your Value Proposition
I want to have my food delivered reliably while doing the ordering from the comfort of my home.	<ul style="list-style-type: none"> <li>Find the restaurants number, the menu and then call</li> <li>Using third-party food delivery services</li> </ul>	Creating the possibility of logging in to your favorite restaurant, ordering, and getting it delivered on time.
I want to keep the business running even when the restaurant is not able to serve the guests.	<ul style="list-style-type: none"> <li>Food pick-ups</li> <li>Contact number</li> </ul>	Creating a possibility of ordering online.
Customers are not able to find their way around poorly built websites.	<ul style="list-style-type: none"> <li>Wolt</li> <li>E-hrana</li> </ul>	Building a website for a particular restaurant to avoid alternatives.



Create your own at Storyboard That

Figure 1: Before using Food Delivery Service Tema



Create your own at Storyboard That

Figure 2: After using Food Delivery Service Tema

---

## User Stories

User Story	Test Cases
As a customer, I want to have a visual menu such that besides the names and the ingredients I can see how the food looks.	Make sure it is easy to find the menu. Make sure that every food has a visual representation of what it looks like. Make sure that food is categorized for easier search.
As a customer, I want to order online reliably.	Make sure that customers can input their credentials. Make sure that customers can specify their address. Make sure that customers can shop and pay safely.
As a restaurant owner, I want the customer to have the possibility of reaching out to us for any problems.	Make sure that the website has a contact page. Make sure that the number of customer service is listed on the contact page.
As a restaurant owner, I want to have a possibility of earning revenue and not risk customers' health.	Make sure that delivery is fast and reliable. Make sure that all orders are processed.
As a team member, I want the website to be interactive and easy to use.	Make sure that the website uses patterns and similar builds as other websites. Make sure that the design is not complicated and everything is clearly labeled.
As a customer, I want to have the ability to put food in the shopping cart such that I can see what I have selected so far.	Make sure that the cart is always visible to the customer. Make sure that the cart is nicely organized and the prices are available too.

## Prototype

Our prototype is done in MockPlus environment and can be accessed and previewed following this link: <https://app.mockplus.com/s/Klz38vH9lZRlz>

---

## Value Hypothesis Testing

### Trajche

**Screening Question:** How many times in the past month have you ordered food online?

- Trajche ordered zero times online over the course of the past month.

**Do you usually use websites or do you prefer ordering over the phone?**

- Trajche prefers ordering over the phone.

**How important to you is the user experience when ordering online?**

- Fairly important, there have been instances where I have not ordered from a certain website since the service for users was not good and found another website.

**Do ads ruin your experience or do you feel that they are a necessary part of a website?**

- It depends on what kind of ads, if they are aggressive and cover a lot of the page it makes the user experience bad, but sometimes ads are useful to find what you need.

**Do you prefer to have a visual menu of meals and ingredients used and do you think it helps users pick their order better?**

- Yes, I completely agree since some people have allergies to given products in foods and it helps to see which ingredients they are made from.

**How important is the role of customer support to you and do they help with any inconveniences you encounter?**

- Yes it is also important, I have had issues with customer support when ordering online the payment could not go through and the customer support did not help me, because of this I went to a different website to purchase.

**Do you find it hard to pay online and think that payment should be done in person when the food is delivered?**

- It depends on the person but having both options might be best.

---

## Alexandr

**Screening Question:** How many times in the past month have you ordered food online?

- Aleksandr ordered approximately 5 times.

**Do you usually use websites or do you prefer ordering over the phone?**

- Aleksandr thinks that the application on the mobile is the best one.

**How important to you is the user experience when ordering online?**

- For Aleksandr, when Wolt came into Koper, he felt that the website was much smoother and he realized that it was very important to him.

**Do ads ruin your experience or do you feel that they are a necessary part of a website?**

- In Aleksandr's opinion, they are necessary so if it is relevant, it is fine.

**Do you prefer to have a visual menu of meals and ingredients used and do you think it helps users pick their order better?**

- Aleksandr thinks that it is important to have it because when he used e-hrana for example, he thought that it gives a different experience than for example Wolt which provides pictures of the food.

**How important is the role of customer support to you and do they help with any inconveniences you encounter?**

- Aleksandr thinks it is important, He needs some kind of satisfaction when the order is late or not coming. Just the protection that your order is coming is important.

**Do you find it hard to pay online and think that payment should be done in person when the food is delivered?**

- Aleksandr thinks that payment shouldn't be done in cash and that paying online is very secure and a great way of dealing with business.

---

## Nemanja

**Screening Question:** How many times in the past month have you ordered food online?

- Nemanja ordered only once.

**Do you usually use websites or do you prefer ordering over the phone?**

- Nemanja always orders over the website.

**How important to you is the user experience when ordering online?**

- For Nemanja, it is very important because he likes when the food is represented on the website with the pictures and ingredients and he thinks that it would be nice if every food which is available in the restaurant is also available on the website.

**Do ads ruin your experience or do you feel that they are a necessary part of a website?**

- Ads in Nemanja's opinion ruin everything and he considers that they are annoying, aggressive, direct and they are there against your will.

**Do you prefer to have a visual menu of meals and ingredients used and do you think it helps users pick their order better?**

- Nemanja thinks that of course, it is a very important part of ordering food online, but the problem of the visual presentation is that a lot of times you get a better expectation because in pictures it looks so much better.

**How important is the role of customer support to you and do they help with any inconveniences you encounter?**

- Nemanja thinks that it is important in this field and that the restaurants that don't put customers in the first place are the ones that go out of business.

**Do you find it hard to pay online and think that payment should be done in person when the food is delivered?**

- In Nemanja's opinion, the payment online is still a little bit futuristic, and for some people still hard to do or they don't know how to do it. He considers it is much more reliable to pay in person.



---

## Vladislav

**Screening Question:** How many times in the past month have you ordered food online?

- Vladislav ordered approximately 4 times.

**Do you usually use websites or do you prefer ordering over the phone?**

- Vladislav prefers ordering over applications on his mobile phone.

**How important to you is the user experience when ordering online?**

- Vladislav finds it important, but not as important as the food provided by the restaurant.

**Do ads ruin your experience or do you feel that they are a necessary part of a website?**

- Vladislav feels the ads are a necessary part of the website's survival but he also prefers using Adblock which allows him to avoid any ads present on the website.

**Do you prefer to have a visual menu of meals and ingredients used and do you think it helps users pick their order better?**

- Vladislav presented us with two sides regarding this question, firstly he feels that the visual menu helps when ordering the food but he also feels that sometimes visual images presented on the menu can be misleading and that he relies more on ingredients.

**How important is the role of customer support to you and do they help with any inconveniences you encounter?**

- Vladislav finds it not important as long as the site is nicely done and doesn't have issues but in case something happens it is nice to have a number you call to resolve the issue.

**Do you find it hard to pay online and think that payment should be done in person when the food is delivered?**

- Vladislav only pays in cash, so he likes to pay for the delivery service in person.

---

## Usability Testing

### Objectives & Methods

This test is designed to explore whether the users are able to find all available functionalities on this product and test the interactivity of this product.

### Product Version

We'll be using prototype version 1.0 of this product for the exploratory test.

### Subjects

In the best interest of making our final product better, we want to focus on testing the subjects that are usually too busy to make their own food and are frequently eating out. In this case, the subject will be:

- Damjan - computer science student
- Amar - teaching assistant in mathematics program
- Nemanja - computer science student
- Doroteja - bioinformatics student

The screening question for all of the subjects will be:

**How many times did you order food online last month?**

### Research Composition

#	Item	Duration (min.)	Notes
1	Introduction	2	Here we will explain the objectives of the test and the parameters of their participation.
2	Test Tasks	10	We'll introduce the test scenario and then ask them to complete the Test Items.
3	Post-Test Debrief	3	Make sure we ask if it is OK to follow-up with additional questions.

---

## Session Design

### Intro

Thanks for taking the time to take part in our study. My name's Marko and this is Nedeljko. This is a consent form that you agree that we will use your data for a study. We'll be using a test guide through the rest of this, so I hope you won't mind me referring to that. We're here to learn about the prototype made for a restaurant that plans to introduce a website where you will be able to order their food. I'm going to ask you some questions and give you some tasks. Feel free to think out loud if you're comfortable with that. We're not here to test you and there are no wrong answers. Our results just help us better understand our product and its audience.

**This session will take roughly 15 - 20 minutes.**

**Do you have any questions before we start?**

### Test Items

#	Research Objective	Est. v. Actual (min.)	Notes
1	Exploratory Introduction	3	Let's say your job is to create an order that is delivered to your home address. Here is a menu that you can choose food from. Let us know when you have finished ordering food and if you have any questions.
2	Assess primary navigation to cart	2	Let's say you want to finish your order and go to checkout. What would you do?
3	Assess the use of the filtering function on the menu	2	Let's say you would like to have a nice burger. You would like to sort meals by their category so only burgers show up on the menu. How would you do that?
4	User story: <i>As a customer, I want to have a visual menu such that besides the names and the ingredients I can see how the food looks.</i>	1	Tell us how you like the visual menu? Let's say you wanted to choose a meal but before choosing you want to see the ingredients. Can you think of a way to check the ingredients of some meal?

---

## Post-Test Debrief

That concludes our usability testing. Do you have any other questions or comments?

Do you see yourself using this website? Can you think of some additional features of the website that would be useful to you?

Thanks so much for taking the time to answer our questions. We greatly appreciate the feedback and we will use this to make the product better.

## Notes on takeaways

### Subject: Damjan

Damjan really liked the design of the application and appreciated the dark theme. In the exploration part he was fast in deciding which food will he take, and proceeded directly to the shopping cart. He commented that all information about delivery that he needed was indeed available in the shopping cart section. With all information provided he was able to finish the task without a problem and proceed to checkout. In the continuation, he was able to find the button to filter certain food he liked so we proceeded further. Finally, in the last part, his task was to find the ingredients for certain food which he found with no sweat and he suggested that it would also be nice if we add the same plus button as on the main page which will enable a user to add the selected food in the cart.

### Subject: Amar

Amar started exploring the functionalities of the prototype rather than just jumping into finishing tasks. He tried to see all the food available, opened the menu, and selected a few products of his liking. He then proceeded to the shopping cart section and then to checkout. He commented that it was easy to use, but also suggested adding functionality to the shopping cart section which will show how many products are in the cart. Apart from that, he also said that he would appreciate it if for every item he selected there was an x button as well which will help him remove all the products from the cart. When he finished the first part, he mentioned that he really likes when restaurants have promo codes and provide small discounts for their users. For the other objectives, Amar did not have any particular comment or difficulty for achieving.

---

## Subject: Nemanja

Nemanja jumped straight into tasks, and he picked the first item on the menu, which was a big picture across  $\frac{1}{3}$  of the page. He found the plus sign a little confusing as he wanted to click firstly on the item from the menu and then add it. He went to the cart and he wanted to click on the item selected. This was not a feature in our design but it is a very good proposition on how to improve our design. Other tasks he finished rather quickly and said he finds the app very easy to use. He was very appreciative that all the checkout options were in one place and that he does not have to go to the previous page if he wants to change something and he found this feature very time-saving.

## Subject: Doroteja

Doroteja was amazed by the color palette and her approach to the tasks was systematic. When we asked her to make an order, she firstly explored everything there is by clicking various buttons until finally ordering. She commented when she got to the cart that it would be nice if she had a remove option that was not part of our prototype v1.0. She also tried scrolling through the menu. There were no questions regarding the design. She liked the visual menu since she could see the meals and it helped her pick the meal instead of listing through the ingredients. The category task she found really easy since she already familiarized herself with the app in the beginning. Also, she found checkout really easy and finished her order. One remark that we got is the ingredients, wherein her opinion since she tends to be allergic to a lot of stuff, we needed to make an allergen category so it is easier for her to pick the meal.