Towards Development of a User Verified UI Based on Cognitive Approach: An Empirical Case Study on a Food Delivery Software

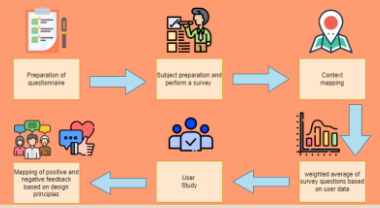
Foodieverse Since 2022

Introduction

People today aspire to live more efficiently and avoid eating out, so services for food delivery were first developed to address this issue. However, as time goes on, people's expectations of these applications grow, and with this in mind, we established a food delivery platform, "Foodieverse" that makes it easy to order delicious food from your favorite Bangladeshi local eateries. Initially, we designed the user interface of our web application with several local restaurants in mind so that users could order food from them. Our initial goal is to only provide cuisine from neighborhood Bangladeshi restaurants, but we hope to expand eventually.

Methodology

We used the cognitive walkthrough method to uncover various interface flaws that needed to be corrected, which helped us analyze the usability of our web application. We have conducted a user survey for the cognitive walkthrough technique, therefore we created a set of 12 relevant questions using a Google Form, to which participants could react immediately. Our questions had 3 categories of domains, which are: Action and Control, Interactive and Engagement, and Outcome and Goal. After taking survey responses on these questionnaire, we conducted our context mapping and got two types of weighted average of the questionnaire. Lastly, we mapped our positive and negative feedback based on design principles and parameters. Overall, we have followed all the steps according to the diagram given below :



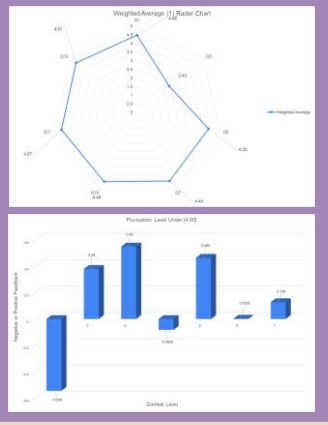
Conclusion

Unsurprisingly, food delivery services recently had some of the greatest growth in Bangladesh. Various food delivery services like Foodpanda, Hungry Naki, Pathao Food etc. may have existed in recent years, but as a newcomer, We've worked hard to make our website as user-friendly as possible while yet maintaining an attractive user interface so that customers can quickly and easily select the food they want. In the future, we'll also be focusing on enhancing our UI using technology strategy in addition to delivering the needed items in 30 minutes.

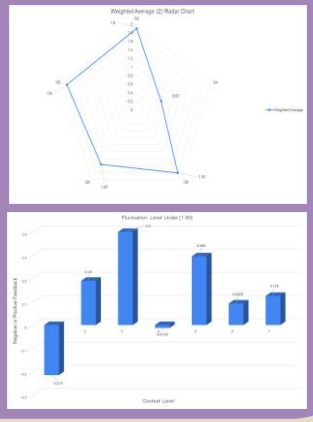
Implementation and Data Analysis

After we got the survey responses in our excel sheet, the next step was turning our participants' answers into individual numerical forms. It turned out that we have two types of questions, one's answer ranges from 1–5 (numerical), and another whose answer ranges from 0–2 (numerical). Then we made two different tables for our weighted average. In this case, we used formula to calculate the weighted average equation in Microsoft Excel to calculate the direct average. Then we implemented the values to get weighted average radar chart.

1.



2.



Group: Gryffindor. Members: 1. Md. Tajwar Ali (19202103183) 2. Latiful Islam Shoisob(19202103162) 3. Parvas Hossain Piash(19202103200) 4. Tasmia Binte Munir Maisha (19202103195) 5. Sadman Sakib(19202103167)