



# Final Project

## Stage 2

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# What did our users tell us?

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- There was little to no feedback if a drink was ordered/added to cart
- The "Add to Favorites" button wasn't specific in what exactly a user could add
- Shopping cart was not a clear indication to start an order



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# What did our users tell us? Cont.

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- User clicked on the Map first to start order
- The + button on the home page was seen as "Add a review" button
- Overall, location of how to start tasks was confusing



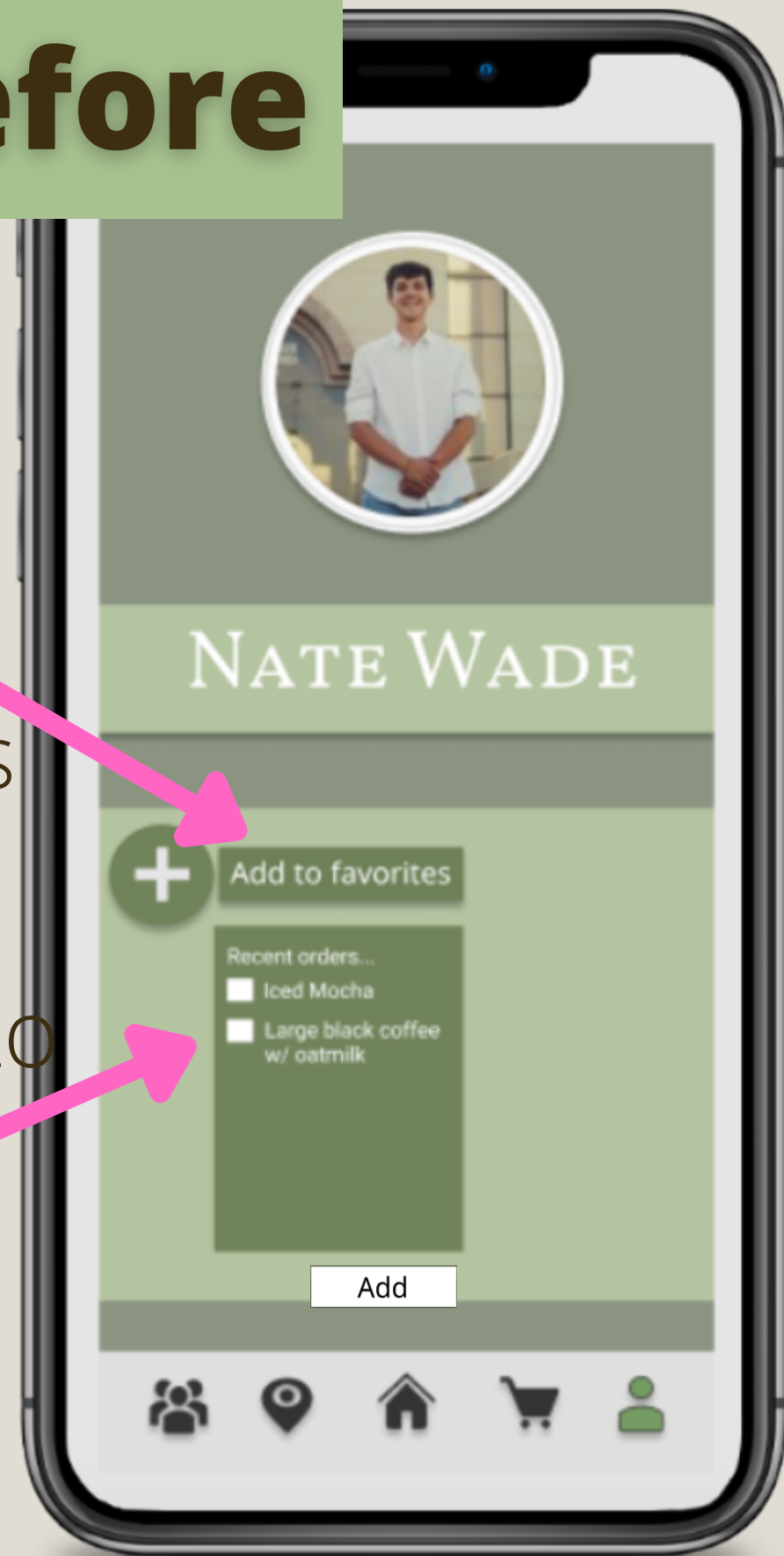
**Should the location  
be the 1st step to  
starting an order?**

# What we changed: Profile

**Before**

Not clear affordances

Too small to tap

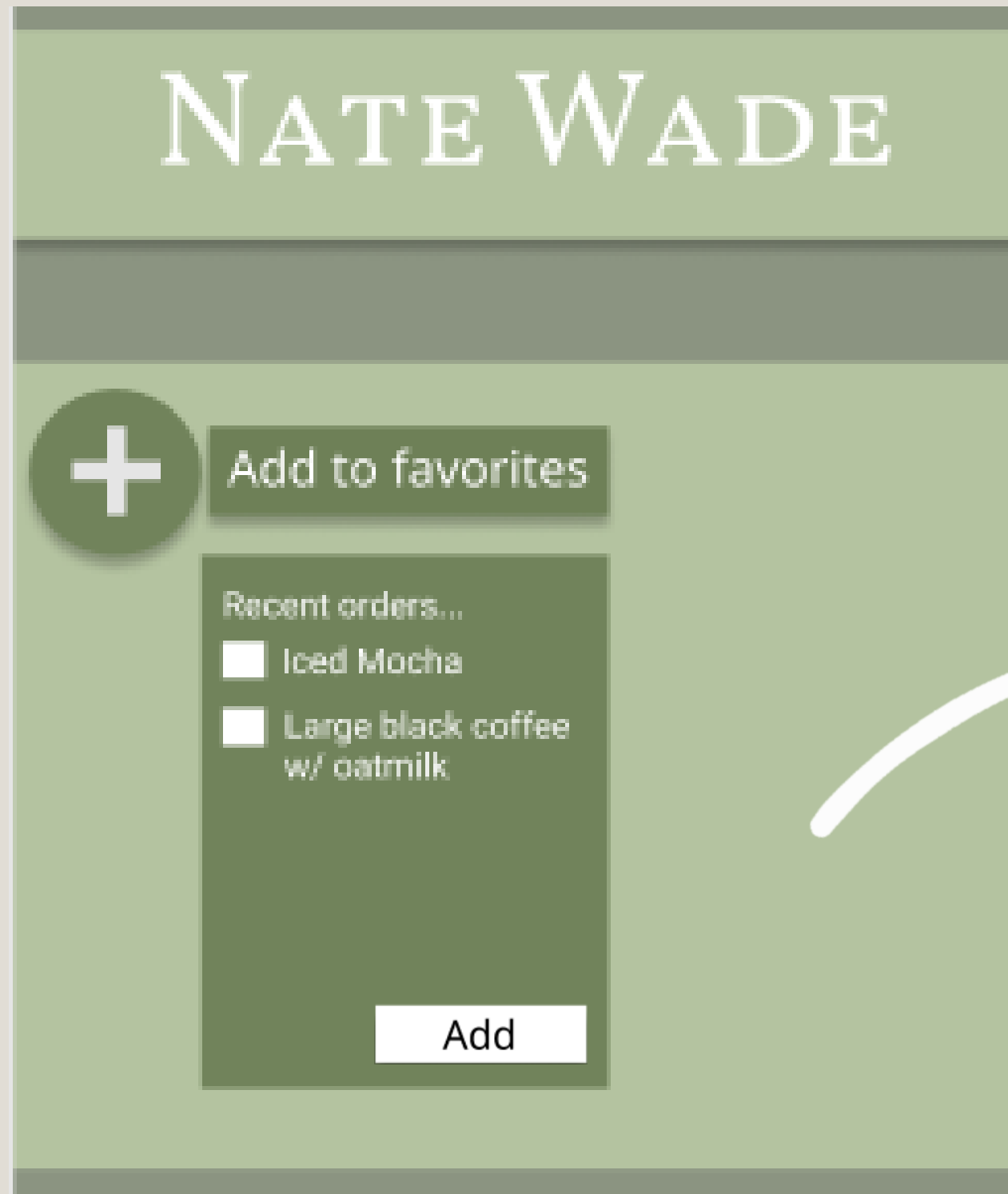


Changed sizing of buttons & made clear what "favorites" customers would be adding to their profile!

**After**



# Size comparison: Profile





# What we changed: HOME 🏠

**Before**

How do I start an Order?

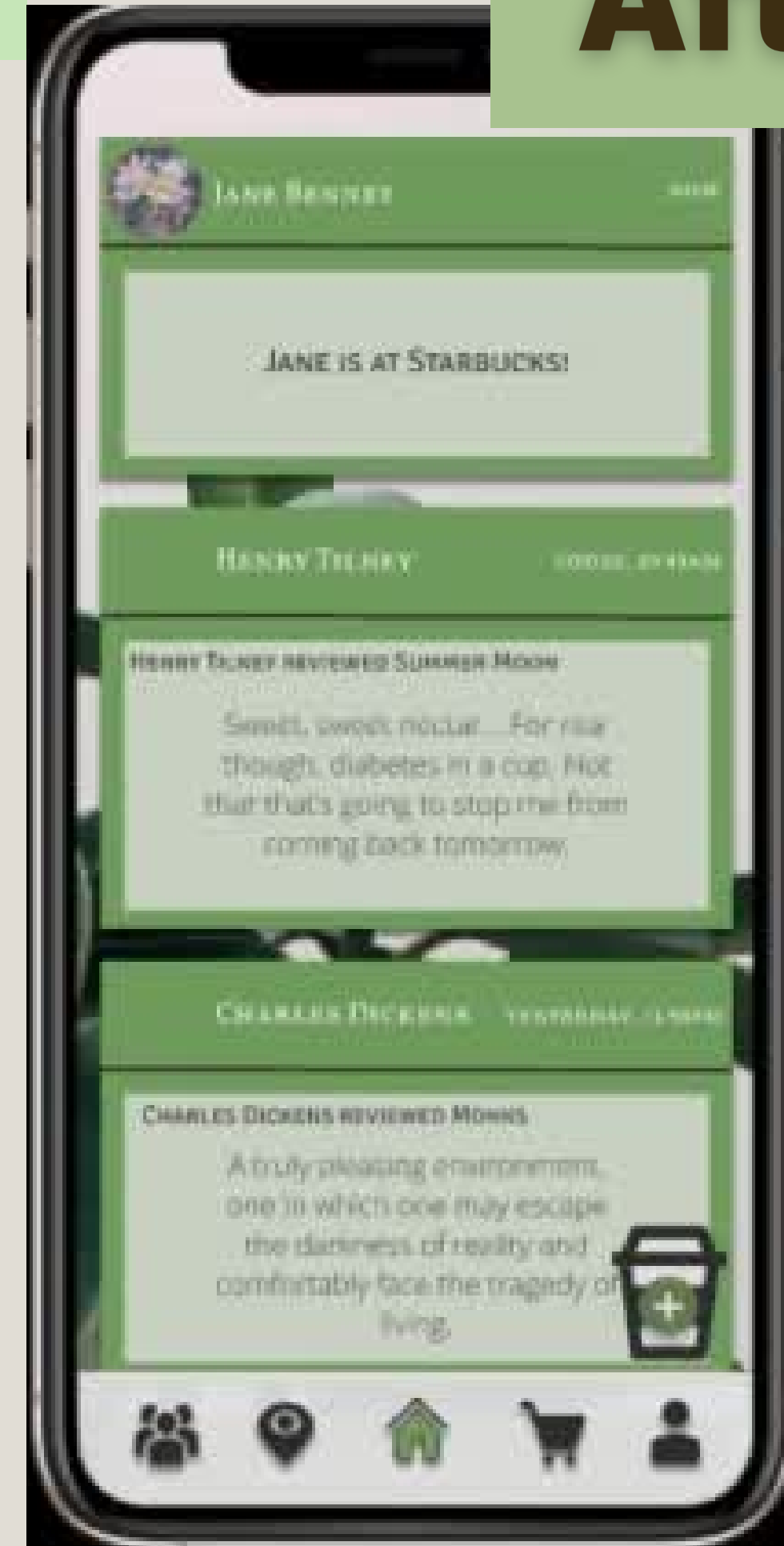
What does this mean?



**More  
clear  
signifier  
to indicate  
starting  
an order!**



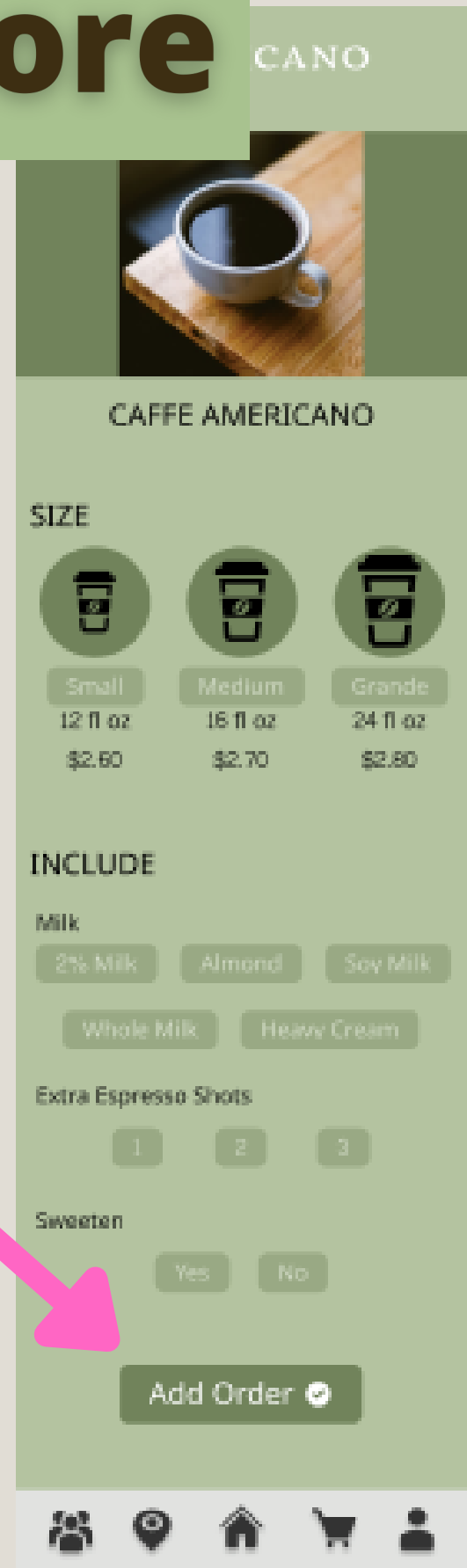
**After**



# What we changed: Ordering

## Before

Not enough signifiers-  
to indicate  
order was  
added to  
cart.



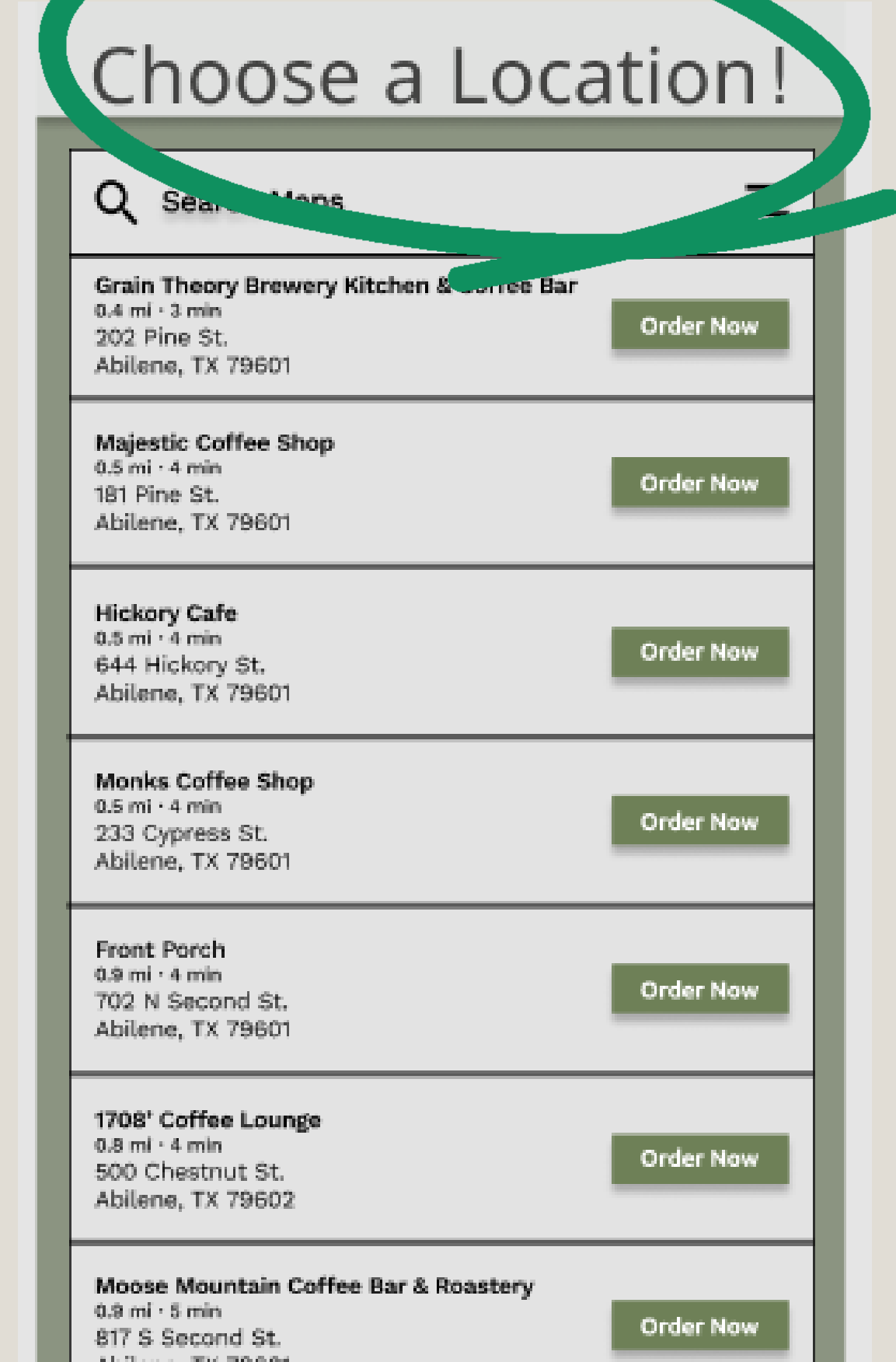
## After



**Added  
feedback,  
signifying  
a drink had  
been added to  
order!**

# Minor Change: Location/ Map

\*this signifies to users,  
that in order to start  
an order they  
must first choose a location!





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# GOMS

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Our Predictions		User 1	User 2	User 3	User 4
Task 1:	13.08 s	22.39 s	40.95 s	42.76 s	28.53 s
Task 2:	3.02 s	5.93 s	36.92 s	3.64 s	13.02 s
Task 3:	7.45 s	19.75 s	30.63 s	7.78 s	16.28 s