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CS360 / 2-2

For this assignment, I selected to analyze the mobile app Uber Eats. Uber Eats is a food delivery app that primarily connects users to restaurants and grocery stores allowing them to directly order cooked meals and groceries upon demand. Uber Eats allows customers to see and take advantage of deals and special offers offered by participating restaurants and supermarkets in their specific area. The app’s user-friendly features include a home screen that displays restaurants, and grocery stores that users can select from based on their geographic locations thereby preventing users from seeing options outside their area. The home screen also displays promotions and discounts and also features categories that encourage users to make purchases such as “Popular Near You”, “Pick It Up”, and “Top Eats”. The search bar allows users to search for specific restaurants and grocery stores, specific items and allows them to filter their searches by cuisine, delivery times, ratings, and dietary needs. All menu items are listed with pictures, descriptions of the food and prices. Customer reviews, ratings and estimated delivery times are also displayed thereby further allowing customers to make selections that are best suited to their needs and specifications.

The checkout screen and grocery cart also show all the user’s selected items, subtotals, taxes, delivery fees and allow them to apply discount codes and even leave tips. Payment methods are guaranteed to be safe and are often completed with just one-click. Once a user places an order, a live map showing the delivery driver’s location and an estimated delivery time is shown. Live updates continue to be made both to the map and to the estimated time of arrival as the delivery is tracked in real-time. Another convenient feature of the Uber Eats app is the convenience of having a user’s order history, favorite restaurants and grocery stores, order preferences, and payment methods all saved for future orders.

The major UI components on each screen include the carousels, category buttons, location indicator and promotion banners on the home screen. On the search screen these include the search bar itself, the filter chips, and the restaurant thumbnails. On the restaurant screens the UI’s include the item cards, the menu and review tabs, and the item quantity selectors. On the cart screen, the UI’s include the item list, the edit buttons, the checkout button and the individualized cost breakdown. On the order tracking screen, the UI’s include the live map and live delivery tracking and the contact options should the user wish to contact the delivery driver. On the user profile screen, the Ui’s include the button list, the toggle options and the account management and payment management forms. The data that is shown by the app includes the suggestions of restaurants and supermarkets based on the user’s location, restaurant menus and grocery store food items, food item prices and quantities, real-time tracking of the order, and the user’s address, preferences and payment methods.

The data displayed for the restaurants, grocery stores and menus comes from the Uber Eats’ partner databases while the prices and delivery fees are set by the restaurants and stores themselves and/or by the app’s algorithm. The user ratings and reviews are submitted by customers they make their purchases and they receive their orders and are stored in the app’s backend. The live, real-time delivery tracking is from GPS and Uber Eats’ partners’ apps. Promotions, special offers and sales are generated by both the Uber Eats app itself as well as by its cooperating partners. User input data includes the user’s name, address, order, preferences, and payment information. Other data sources include external API’s such as Google Maps and payment portals. Internal databases include the data on partnering restaurants and grocery stores, user profiles and order histories. Real-time systems and GPS is also used for delivery tracking and inventory tracking in partners’ supplies.

Users interact with three main kinds of data including dynamic data, static date and user-generated data. The dynamic data that users would interact with consists of the order delivery time estimates, the real-time, live order tracking and the order status updates. The static data includes the menu descriptions of food and the descriptions of available grocery store items, the restaurant and store working hours and the breakdown of the costs and fees included with each order. The user-generated data includes the feedback and ratings left by other users after receiving their orders and purchases, customer addresses and tip amounts. All of the data and features of the Uber Eats app helps users meet their needs by allowing them to search for restaurants and grocery stores near them, find what they need and want and make quick and easy purchases. The app provides pictures and clear descriptions of each possible choice and allows users to search and filter their searches to quickly find exactly what they are looking for. The app is convenient and allows the user to make a purchase from partners with good reputations and reviews and pay in a safe and convenient way. The app promotes customer satisfaction and transparency by showing a clear breakdown in order fees and costs, showing other customer ratings and reviews and by providing real-time order tracking and estimated time of arrivals on all orders. The app also allows users to make a complaint if their order was not to their satisfaction.

The benefits to the way the data is displayed and to the way the app is designed include the clear and easy to read menus with pictures and detailed descriptions of every item, the live maps and real-time tracking, the order status updates, and the ability to contact the driver at any time. The text and icons also make the app user friendly to users across all social, age and regional demographics. The search bar and filters also reduce distractions and help users focus on the items they are looking for while the cost and fee breakdowns are easy to understand and payment methods are secured.