HCI Assignment 5

Group Number - 52
TA name - Francesca Urgese
Group Members: Tanav Rawal (2725239), Panagiotis Fotopoulos (2738016), Eirini Panteli (2726924), Xuwei Zhou(2690280)

Question 2a:
 With the help of our lo-fi prototype and pivot research. We now have an online frontend including some basic and main functionalities. It remains the merits that the participants pointed out in our previous prototype study. Which are tidy webpages, general good organisations and user-friendly interfaces. At the same time we received some feedback for defects that our prototype showed. One participant mentioned that a Google login option would be appreciated when it came to signing up for a new user. Another one criticised that the payment method page would be mostly rejected in the Dutch market since many people don't use credit cards for online payment. Last but not least, we also got the idea from one participant to add a "Favourite Tab " on the main interface which shows all restaurants. In this way it could make it easier and faster for users to make a choice for their meals.
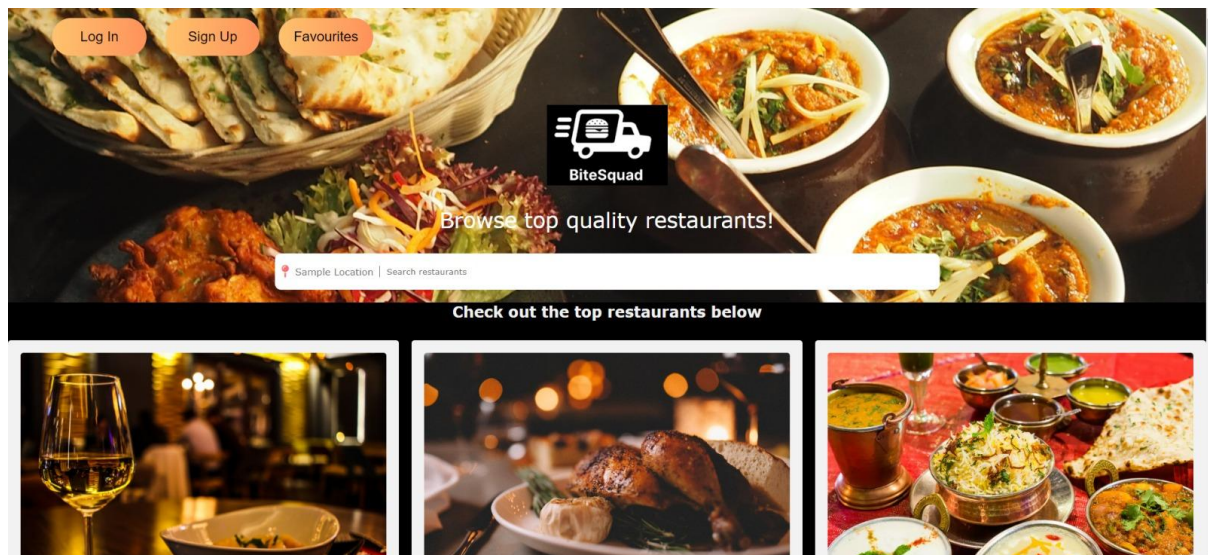
Figure 1

Figure 1 shown above is the main interface that we want to offer to the users. It has a clean structure and user-friendly guidance. One thing deserves mentioning is the "Favourites" tab on the top left. We added this tab according to one of the participant's feedback from last week's questionnaire.
When the app is fully implemented, users can easily find the restaurants that they have marked as "favourites".
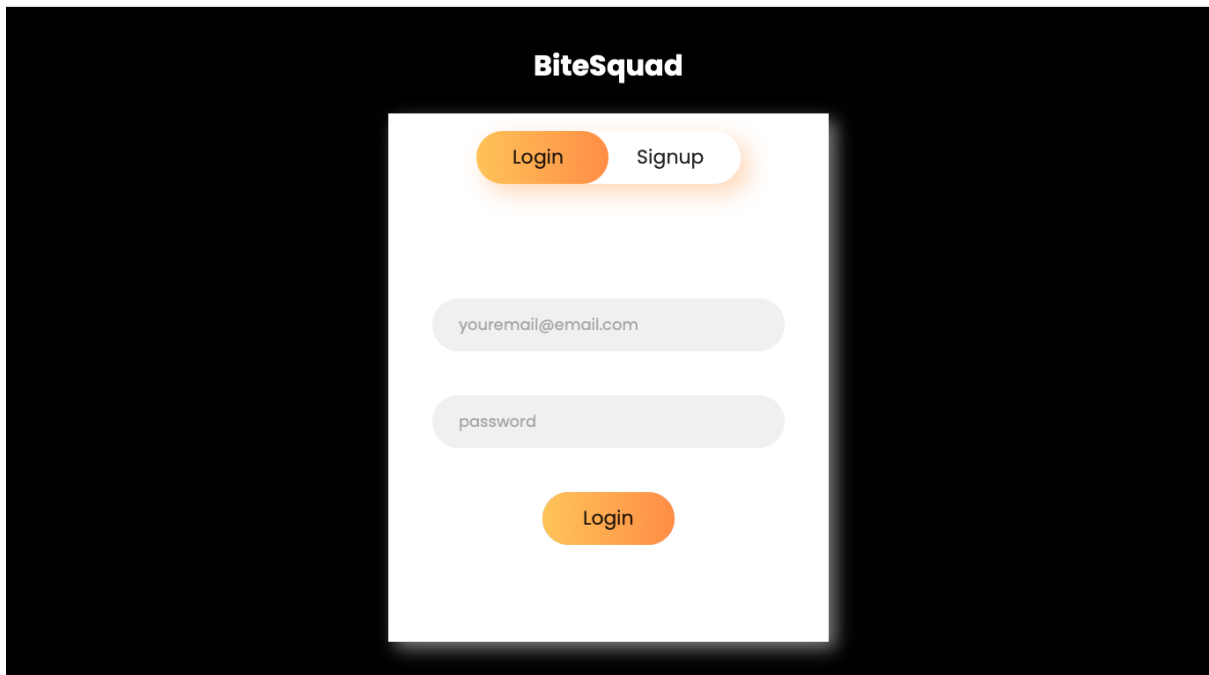
Figure 2

Figure 2 is the login page for users who have created their BiteSquad accounts.
And the users do not need to type usernames and passwords every time, the app
would store the user's login details automatically after the user agrees to do so.
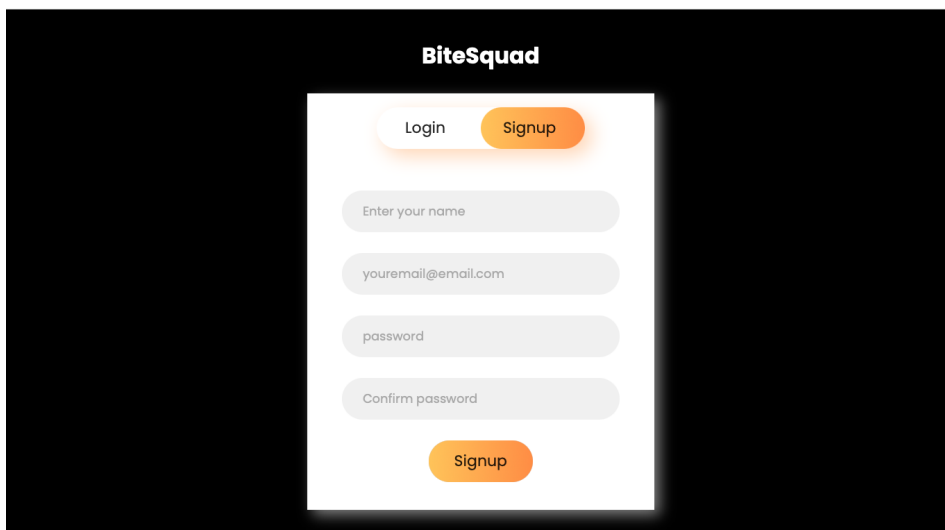
Figure 3

Figure3 is designed for users who are new to BiteSquad.
Inspired by one of the participants, we decided to enable the users to sign up within
different ways such as Google account quick sign-up, or through common platforms

like Facebook and Twitter. Because it is in the beginning stage of developing, we have not added the other sign up options. When the BiteSquad app is available on Apple Store or Google Store in the future, users will have more access to sign up.

Figure 4

With respect to the feedback from previous pivot study, we changed the payment interface to the latest version, which offers the users more options when they come to the last step of ordering. We got the hint from the research participant that the "Pay with Ideal" is the most popular in the Netherlands, therefore we developed this interface.

Question 2b:

Method:
Since we have created a frontend with respect to the prototype and feedback from the pivot research. It is the time to make another experiment on our current prototype with the frontend to collect more information and feedback.

Set Up:
We will again share the link of the new questionnaire with participants, along with the working frontend which reflects the progress of our prototype. Most of the questions will be in the form of a psychometric response method with 5 point scale choices. At the end there will be open minded questions allowing the users to comment and share their ideas if not appeared in preceding questions. The feedback will be later collected and analysed.

Variables:
- Independent variable:
  All the choices that the participants made and all the comments written in the questionnaire can be the independent variables. The outcomes of the questionnaire are the essential parts for us to improve our prototype.

- Dependent variable:
  As a food delivery application, our main focus will be on the users' requirements and experiences. Therefore the feedback on our frontend will have a direct impact on the later development of BiteSquad application. Therefore, the dependent variables will be the improvements on the current prototype and the user interfaces after the second experiment.

After we get enough answers from the participants from the study, we will analyse the outcome using statistical graphs like pie charts and histograms to gain general and detailed information about people's perspectives on the current prototype. This is doable with the frontend.