[Square House]

4/11/2023

Team

Phill Valoyi

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Study Details

Project Background

We are creating a mobile ordering app for a local favorite restaurant/bar . We will be looking to get feedback from customers that go there on the mobile experience and how convenient it is for them to order their favorite meals

Study Details

Research Questions

Is the user experience convenient?

Is it easy to navigate and understand?

Is there any pain points in the user flow?

Participants

5 participants

2 males, 2 females, 1 non-binary individual in the 21-71 age range

Methodology

8 minutes per participant

United States, Blacksburg and the surrounding NRV

Unmoderated usability study

Users were asked to follow the prompts that appeared and perform the task in a low-fidelity prototype

Prototype / Design Tested

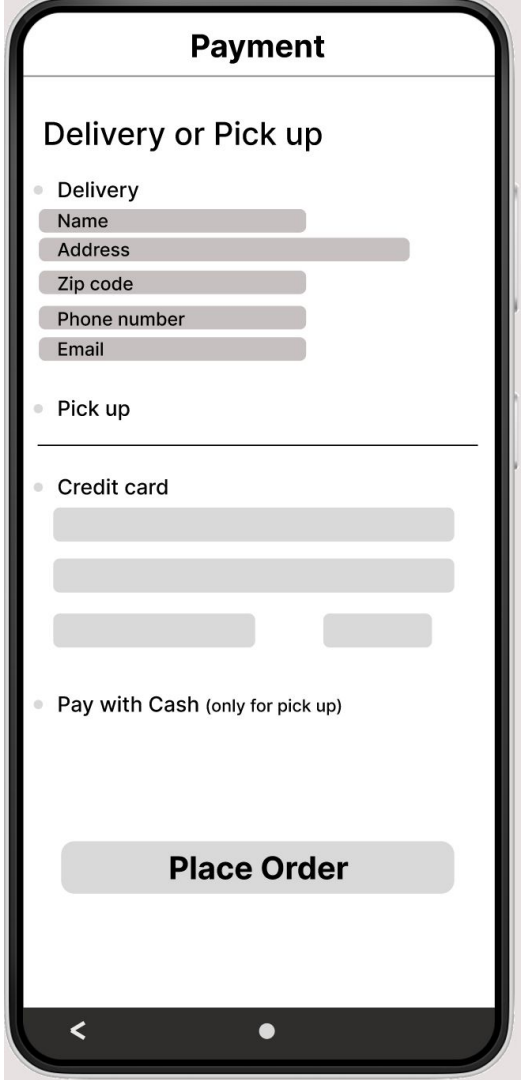
Link to prototype :
https://www.figma.com/proto/kQHwCCUCsIHwcuAETVyZAp/Untitled?page-id=0%3A1&node-id=2-129&viewport=-13%2C330%2C0.25&scaling=scale-down&starting-point-node-id=2%3A129

Themes

(Before)
Want to be able to save payment info

- 2 of the 5 participants want to be able to save their billing info.
- Though other participants did not share the same aspect. It would be good to have.

"I sure do wish there was a way this info was saved so I don't have to input this info again"



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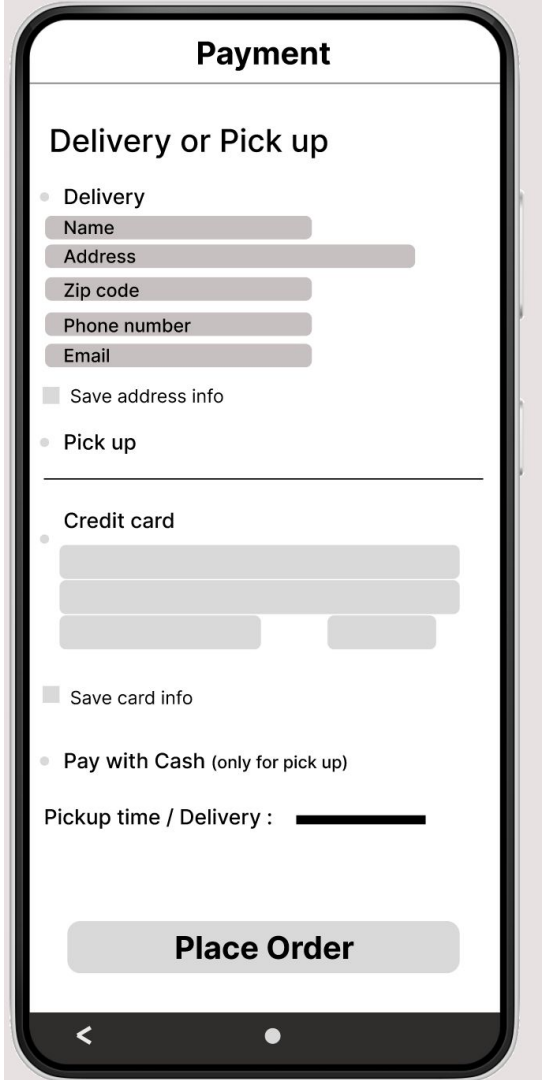

(Before)

Want a notes section on the selected meal to customise

- 3 of the 5 participants want a notes section after selecting customisations

"I like to customise, wish there was a notes section so I can specify a few things on how the meal should be delivered."

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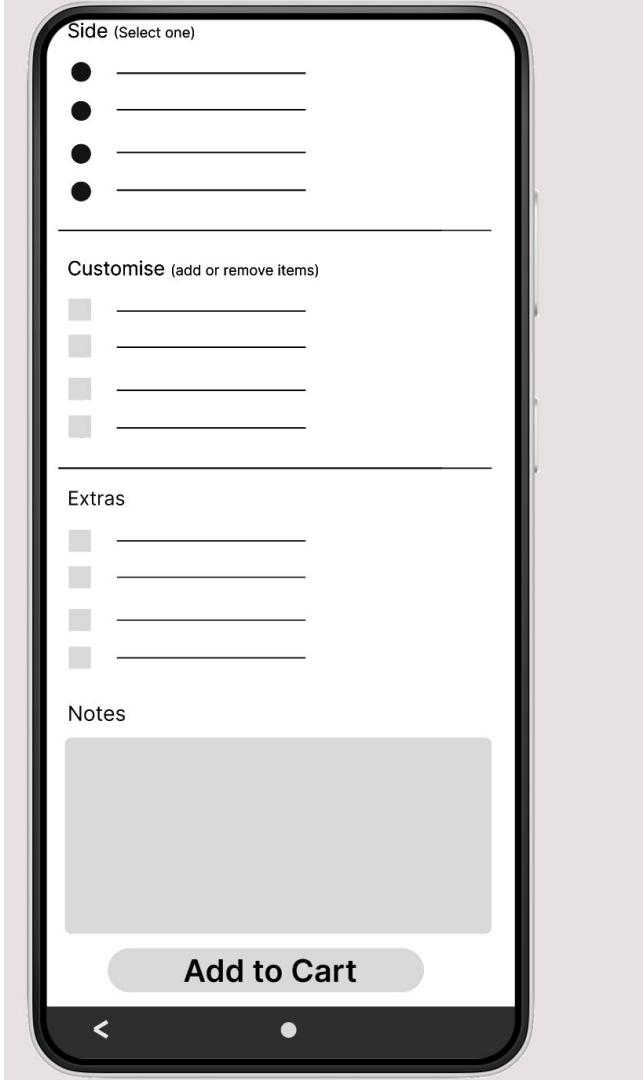
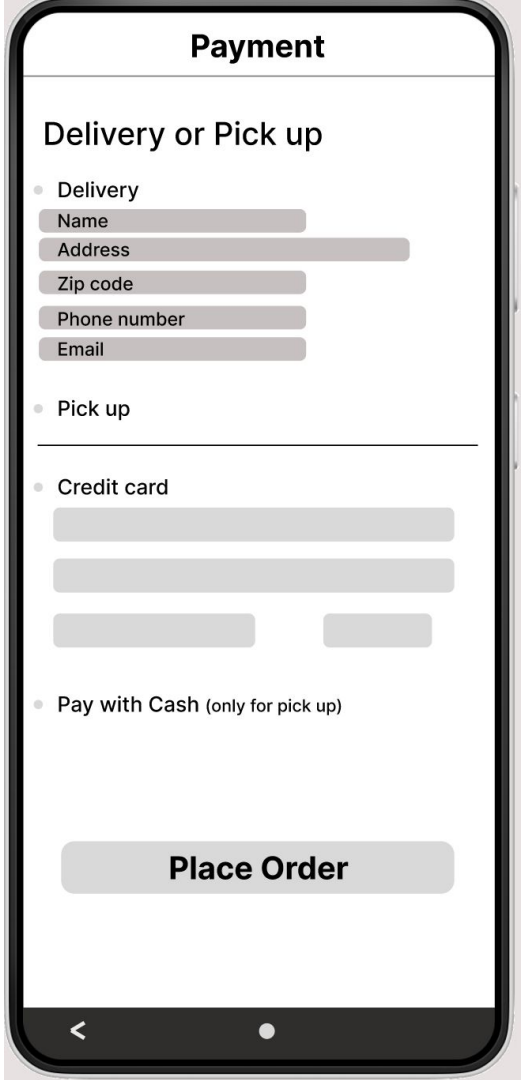


(Before)
Add time for food pickup/delivery

- 1 of the 5 participants mentioned being able to add the time for when they want to pick up or have it delivered
-

"Wish I could set the time time for when I wanted to pick up/delivery"



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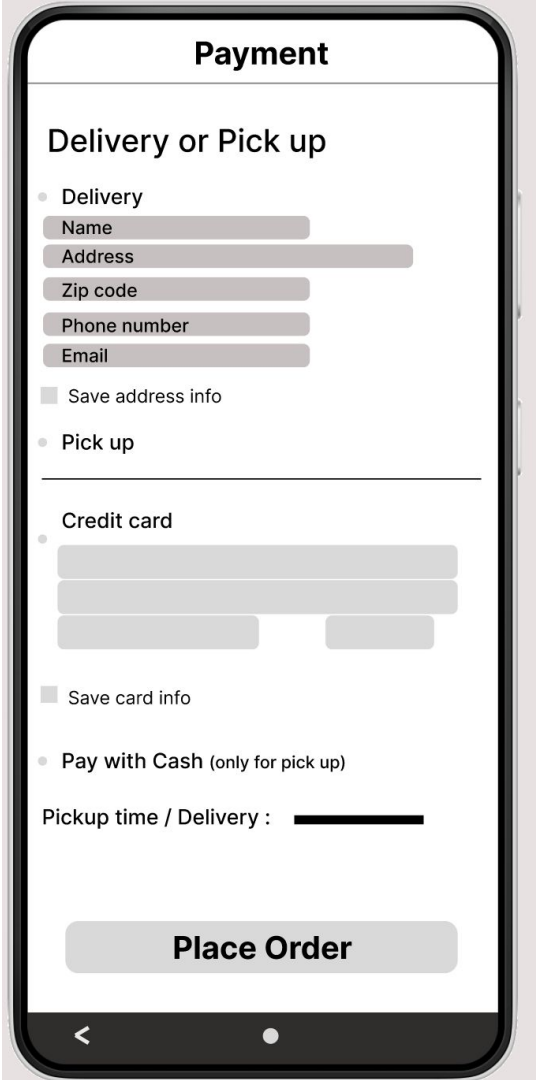
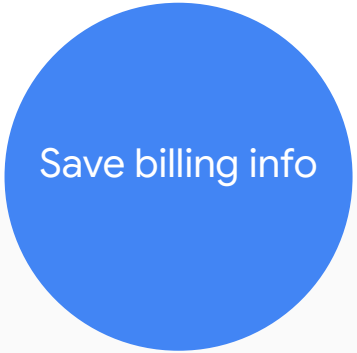
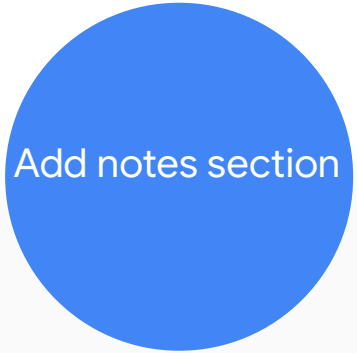


Insights & Recommendations

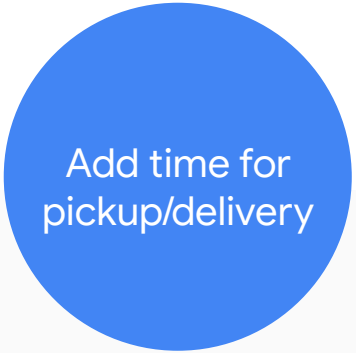
Research insights



Users want to be able to save their credit card and billing info so they do not have to renter it



A notes section to state how the food should be organized



Be able to add a time for when they want to pick up their food

Brief description of insight

Recommendations

- Make it possible for users to save their info
- Add a notes section on the selected meal screen
- Be able to set a pickup/delivery time for the user.

Next Steps

- Have another round of usability testing
- Create a low-fidelity prototype
- Conduct a new research with users

Thank you!