Human Computer Interaction

Assignment IV
Storyboard and Paper Prototype

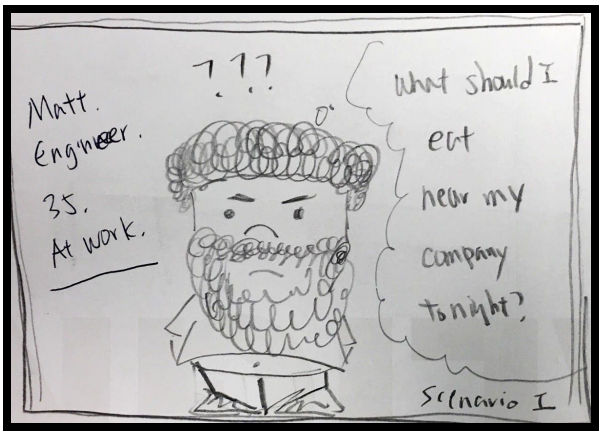
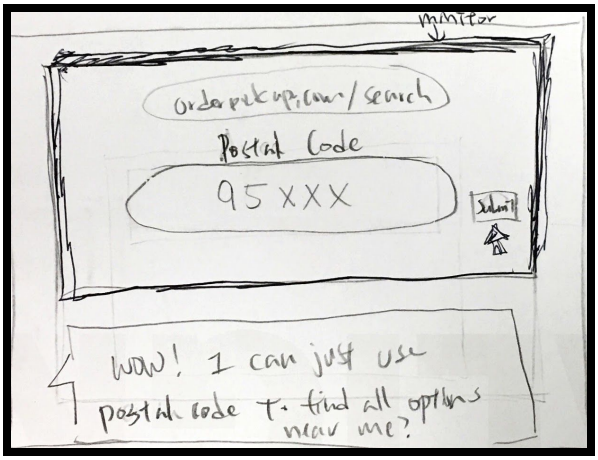
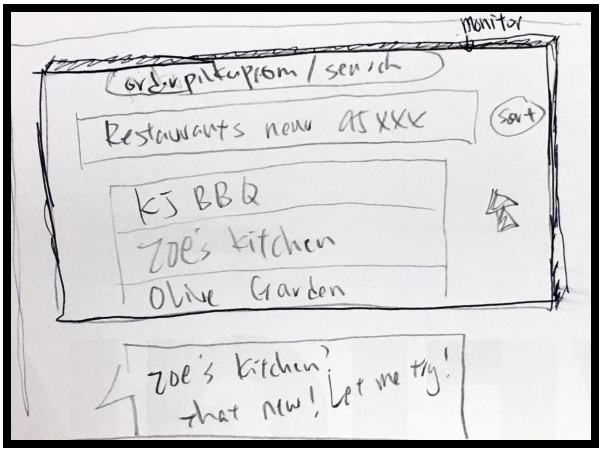
Food Order Website

Teammates

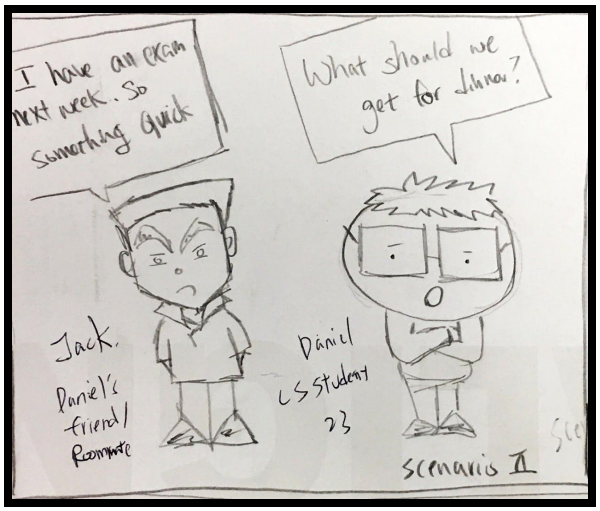
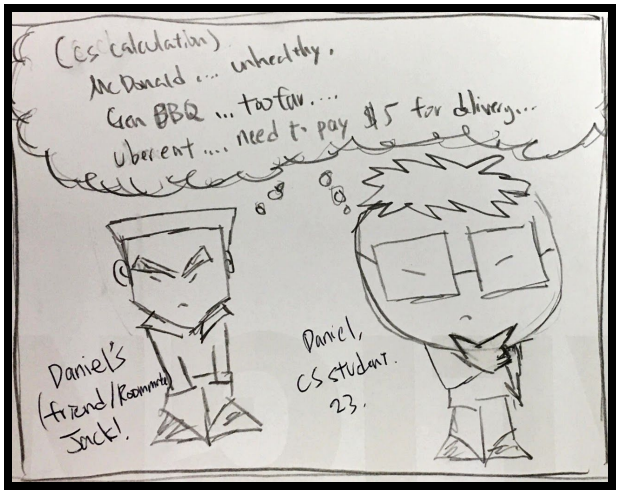
HoKang Yu | yu2749luca
Hongdan Zhu | hongdanzhu
Xiaoyan Qin | qxy
Yunzhu Chen | angrycyz

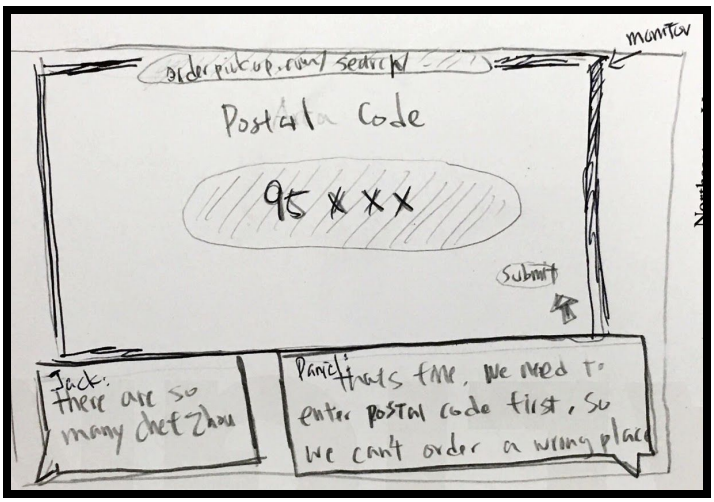
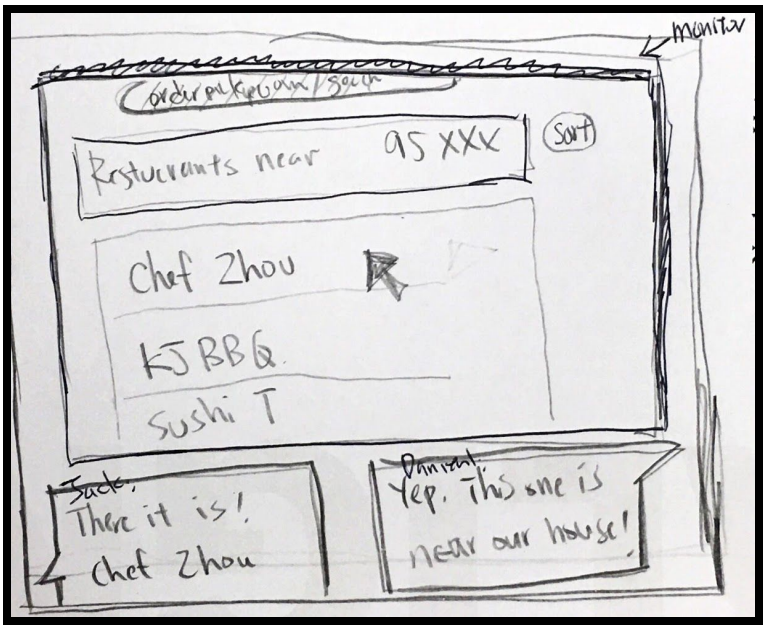
Table of Contents

Scenario I

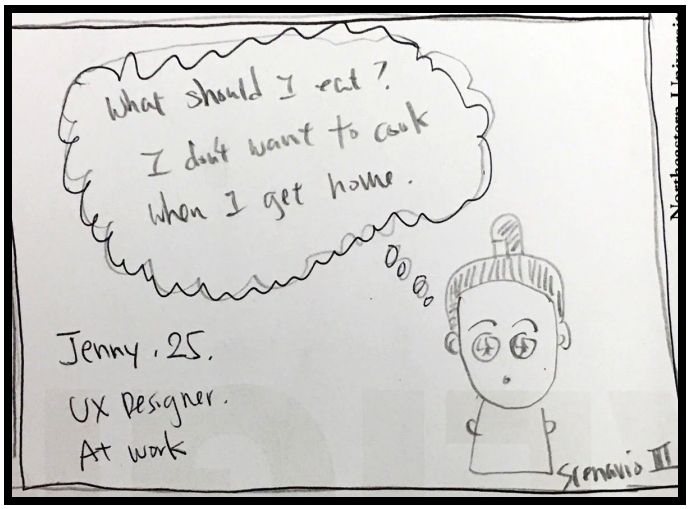
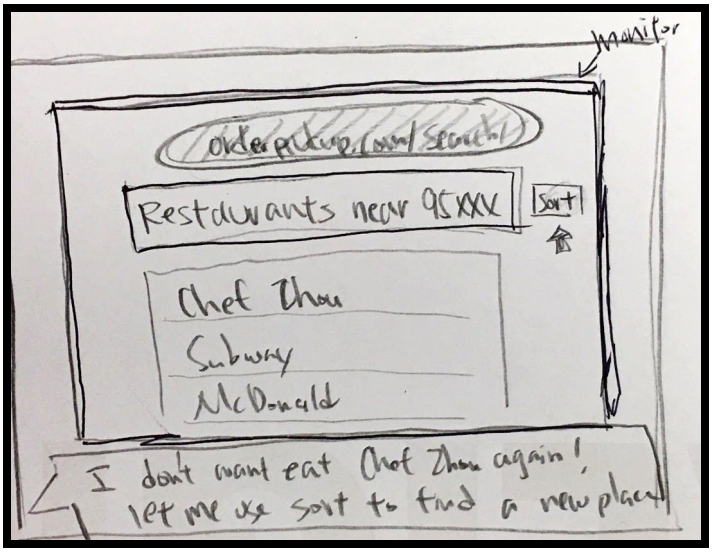
	Matt is an engineer. He wants to have some food near the company. He is wondering what to eat for dinner.
	He opened up the website www.orderpickup.com. He entered the zip code of his location to find all restaurants near his company.
	After he entered the zip code, all the restaurants in this area pop out on the web page.

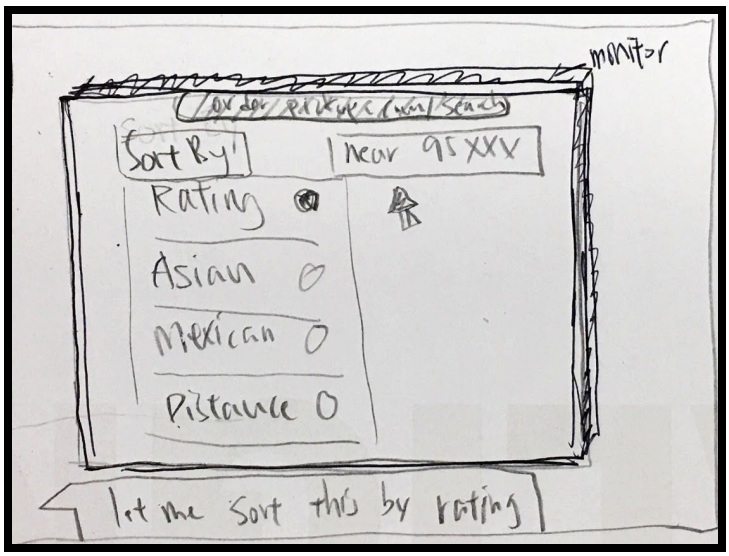
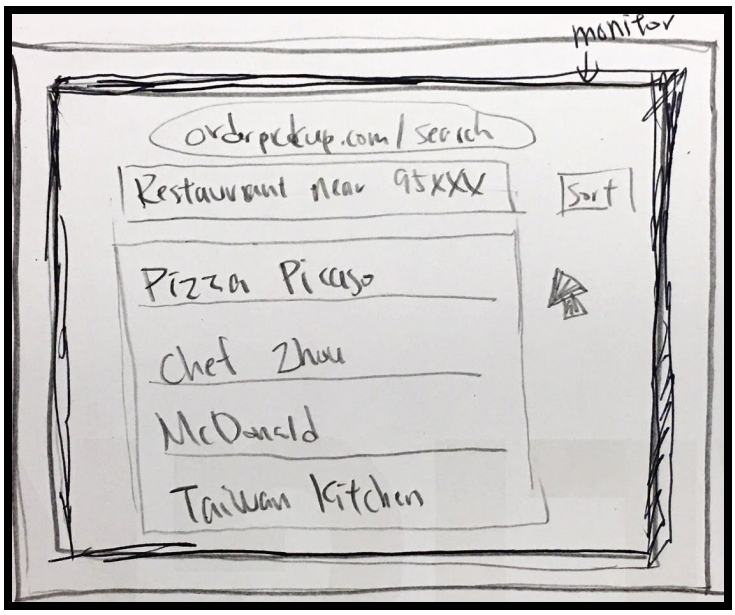
Scenario II

	Jack and Daniel are two students. They are studying for the exam. They want to eat dinner.
	They want to eat some food in some restaurants near them.
	They decide to order and pick up food in a restaurant they both like.

	They enter the zip code of that restaurant on the website.
	They can find the restaurant in its place.

Scenario III

	Jenny is a UX designer. She does not want to cook at home.
	She opened up www.orderpickup.com to choose the restaurant and order the food.

	After she entered the zip code, all the restaurants pop out on the web page. Jenny can choose the way to sort all the restaurants.
	After she picked the way to sort the restaurants, she can see all the restaurants listed by this way.

Paper Prototype

https://yu2749luca.github.io/HumanComputerInteraction/

Usability Testing

A usability testing plan. This is a brief plan to help you start thinking about what you are specifically going to test. It should include the following:

- *What are your metrics for success (have at least 3)?*
- *What data do you plan to collect when you test?*
- *What strategy or strategies do you think you will you use to collect data? (A specific survey, interview, etc.)*
- *Where will you perform your experiment?*
- *Will you need any additional equipment (eye tracking software, microphones, software, etc.)?*
- *Note: You do not need to execute a full usability test, this will come in the next assignment!*

- The metrics for success:

1. Success rate of making orders.
2. Success rate of signing up.
3. Success rate of the restaurants receiving the order and start to prepare the food that has been ordered.
4. Success rate of users actually using our website to find the restaurant they want to order food from. This is important because it tests our Google Map API
5. Customer satisfaction: the website is convenient to use and the people work in restaurants and users both feel the website is convenient to use.
6. The drop of the time required to login, search restaurants by zip code and pay for the order.

- The data we plan to collect when we test:

1. We plan to collect the time between when user put in a zip code and all the restaurants appears on the screen.
2. We plan to track the process of signing up and collect pageview data of the registering landing page and the pageview data on the successfully signed up page.
3. We plan to track the process of making order and collect pageview data when users enter the restaurant page and pageview data on the confirmation page after users successfully make the orders.

- The strategy or strategies we will use to collect data (A specific survey, interview, etc.)

1. We will collect data from our own system to do the test: fire tracking events(kafka events or other messages) to databases on each page to collect the pageview data.

2. We can also do the survey to our users to get feedback data from them, including how fast can they find the specific restaurant, how fast the restaurant can receive the order, how do they feel at all about our website.
3. We can also go to all the restaurants that use our website to interview about how they feel about our website.

- Where will you perform your experiment?

  We can perform our website by starting to provide services in certain areas in the order of test users, developer, friendly users, and then all users, which means that users can choose to order food in a few restaurants in certain areas. This can bring less pressure to our server and web page. And we can also collect precious data from this test.

- Will you need any additional equipment (eye tracking software, microphones, software, etc.)?

  Yes.

  For the questionnaires, we may need Google docs to create the survey and collect the feedback. And to collect the pageview data, we may need a message streaming platform and a database. To analyze the test data, data analytics tools will be used.

Discussion and Analysis

- A brief paragraph description of our product:

  This food ordering for pick website we is a product that allows customers to order food pick-ups for multiple restaurants. Our idea for the web is designed to let the user search restaurants online and place the orders. Users can use our website and they will have the option to log in, register, input personal information, search restaurant, select from menus, make a payment, check the food cooking process or delivery process and receive confirmation receipt. Instead of paying 5 dollars for Uber drive or Doordash dasher to deliver your food, our website allows you to pick up your food on your way home!

- Any design metaphors used (or planned on using if not shown):
  - Chili icon represents for spicy level of dishes
  - Categories of restaurants can be represented by food icon, such as seafood - fish, Japanese restaurant - sushi.
  - User settings can be represented by a gear
  - Heart represents favorite restaurants.
  - A card icon represents payment.

- User analysis :

  Our Product has two front-end of users.

  One target audience is the Americans who have an interest in ordering food pick-ups instead of using food delivery applications. As young adults start spending more time at work, cooking is becoming a luxury activity. Eating out was originally the only choice until food delivery services such as ubereat came out.

  Now in the market there are multiple restaurants' and cafes' apps that help people order a pick-up from them. A lot of people may have already registered accounts with multiple restaurants just to order food pick-up from them. With these many accounts, They may even have a hard time updating software or personal information with each app. Our product can solve this issue by being the medium of individuals and all the restaurants for order-pick-ups.

  The other end is restaurants that put their menu, address, cooking and delivery process on our website. They will have the option to see the orders and accept the orders.

- What 1-3 things do you think your product does well.

  What we did good is that we have considered the needs of the users. We let the user enter the zip code instead of the address, which could be more user friendly. We also make the interface based on the style guidelines.

- What we think we can improve upon after testing the prototype:

1. We could build stronger servers so that our website can handle more users to use at the same time.
2. Also, we could invite more and more restaurants involved in our website so that users can have more choices of restaurants to order.
3. We could improve and fulfill some features with the advanced website layout.