Le VDUB Waffle Maker

Close and flip

Timer

2:00

handle
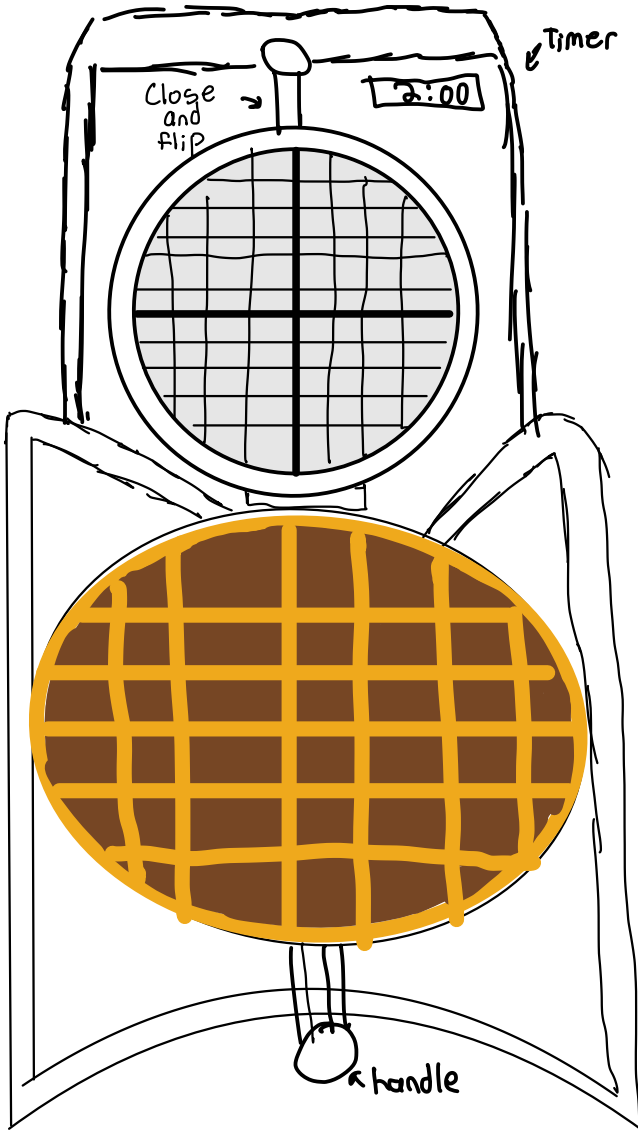
The interface is a waffle maker, more specifically an industrial waffle maker. It consists of a nonstick skillet. You pour pancake batter on it and then close the top lid. You turn the handles and flip it, so that the batter more evenly spreads. Then a timer starts for 2 minutes. Afterwards, the machine beeps and you can retrieve your golden, crispy, and delicious waffle from the machine

Observation Summary:
While observing people at the waffle maker, I noticed a few things. Lines form relatively quickly since there are only 4 waffle makers. Furthermore, the waffles sometimes get stuck to either the top or bottom grill and it can be annoying to have to get them unstuck. However, people didn't really seem to have difficulty using the machine, but this could be due to previous experience using it or another waffle machine previously.

Questions and Consensus
- Had you used a waffle machine before this one? All 3 answered no.
- Is this your first time using this waffle machine here? The people I encountered stated no.
- Was there anything you found unintuitive the first time you used it? People didn't realize they had to flip the waffle maker upside down to start the timer the first time and begin cooking.
- Are there any current issues you have with using the waffle machine? The general consensus was that after the first time, it is easy to use although there are a few problems. For example, sometimes the waffles stick, and because it takes a while to make the waffles a line forms pretty quickly
- Is there anything you would change about it? The 2 people wanted to improve the nonstick coating, and one person stated that it would be nice to be able to cook the waffles with blueberries or other additions within the waffle maker instead of topping the waffles with them.

Thinks

I wish I could cook it with blueberries

Why wont the timer start

Why do I have to make the waffles

Feels

Anxious by the line

Hungry and just wants to eat

Stressed by his upcoming exams

Anxious Adam

Says

"How do I start the timer"

"How long do you have left"

"Sorry my waffle got stuck"

Does

Paces around impatiently

Awkwardly removes waffle with tongs
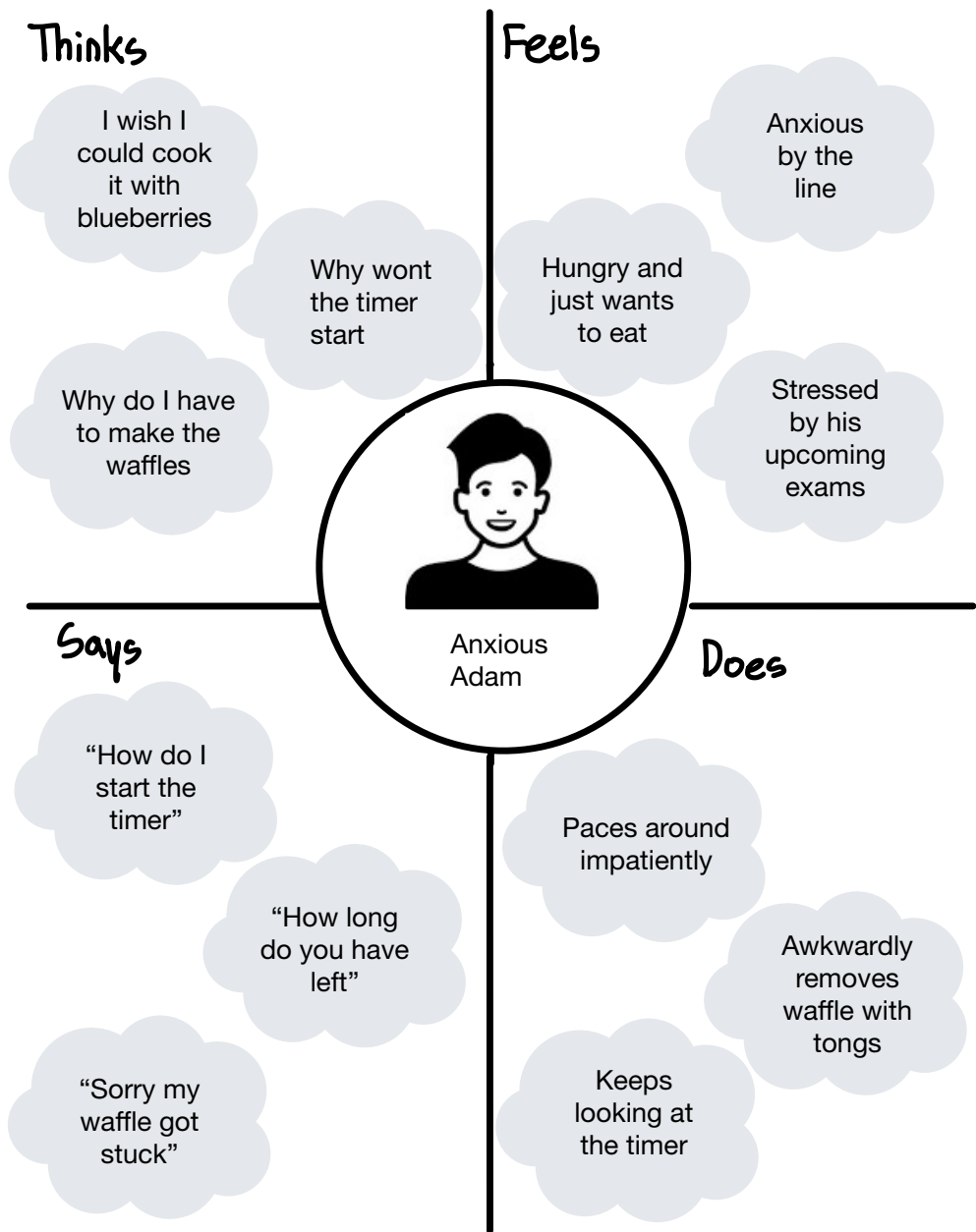
Keeps looking at the timer

Figure 1: Anxious Adam is an introverted college student with social anxiety with a lot of work to do. Today, he wants the best waffle he can get, but doesn't have a lot of time to do it. Its also his first time using a waffle machine. This persona represents a typical user because most users of the waffle machine are college students and of those a lot are anxious and stressed because of exams and other commitments

Thinks

How does this work

Why is this taking so long

Why is the line so long

Feels

Irritated by the line

Confused by the machine

Annoyed her waffle is stuck

Busy Brittany

Says

"Why wont it stop beeping"

"Can someone help me"

"Where are the tongs"

Does

Grabs the plate while staring at the timer

Looks at the instruction guide

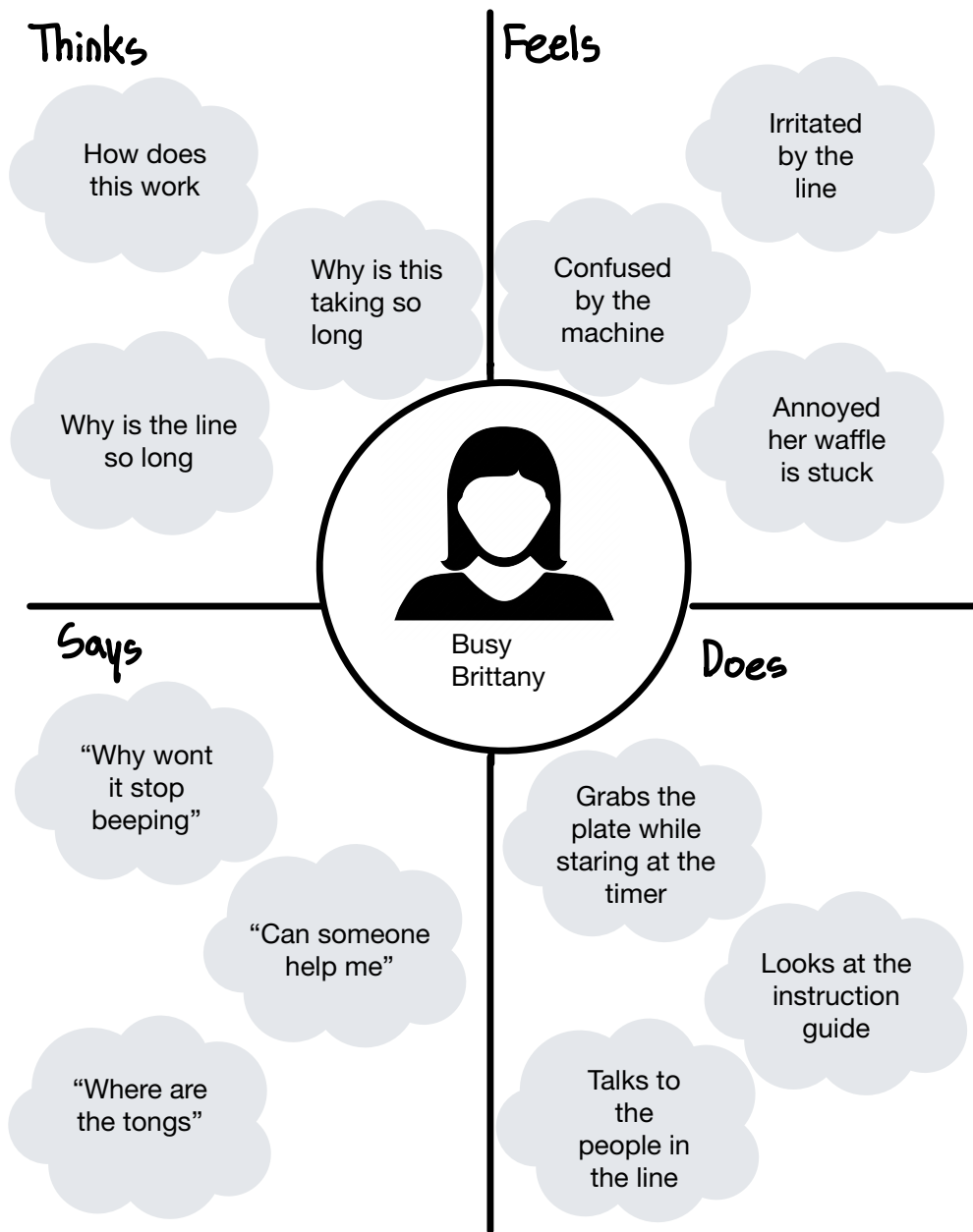Talks to the people in the line

Figure 1: Busy Brittany is a very busy college student that allows has to keep moving. Today, she has an appointment to quickly get to so she is in a rush to eat. This is a good example of a user for the interface because most college students are busy and they want to be able to quickly and efficiently eat.

SCRIPT

1

It is 9:00 am and David has decided to quickly grab a waffle before his 10:00 am lecture. He arrives to the dining hall to see a large queue for his favorite breakfast food, waffles.
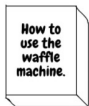

SCRIPT

2

After having to wait in line 10 minutes for his waffle, it is finally Davids turn. He gets his pancake batter and pours it onto the waffle maker

SCRIPT

3

Having just poured the batter, David closes the waffle maker. However, the timer hasn't started. Why won't it start. He is confused and starting to get anxious.

SCRIPT

4

After seeing struggling for about half a minute, David sees the instructions for the machine posted to the side. After reading the guide, he turns the skillet and the timer starts

SCRIPT

5

After the timer starts, David notices the line that has formed behind him. He begins to get slightly anxious and keeps looking at the timer in front of him.

SCRIPT

6

The timer finally reaches zero and a loud alarm sounds. It buzzes a little longer and a lot more loudly than David would have wished it would.

SCRIPT

7

David opens the waffle machine and the waffle is stuck. He has to use the tongs to pry the waffle from the machine as it holds on for dear life. He wishes the nonstick coating was better.

SCRIPT

8

David can finally eat his delicious waffle, but first he needs to add his toppings. He thinks that it would have been nice if he had been able to cook them in the waffle.

SCRIPT

9

After a delicious breakfast with his friends, it is finally time for David to head to his 10am class.