

CS6750 Human Computer Interaction

Final Project

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1 INTRODUCTION

Online ordering for food took off in 2019 and since then we have seen an upward trend in this space with third-party apps competing to get user attention for order and delivery. With pandemic and lock-downs across the globe, online ordering became a primary source of revenue for many restaurants. In-house hospitality got a new definition due to delivery and take outs. A variety of third-party online ordering apps are today available that enables the users to look-up the menus of the local restaurants and place order for delivery.

In this project we will focus on evaluating and redesigning the online food delivery app UberEats. We will assess the mobile interface and look for opportunities to improve the user experience.

UberEats is a light weight mobile app compatible with Android and iOS. The app is available in 20 languages to cater to a global audience and is developed by Uber Technologies Inc. This is a free app and can be downloaded from Play Store for Android and App Store for iOS/Apple users. Once the app is downloaded, it will prompt the user to setup a profile with details like Name, Phone Number and Address for Delivery. Once the setup of the profile is complete the home page of the app shows the list of recommended local restaurants along with delivery fee and estimated delivery time. The user has the option to either browse the recommended list from the home page or select the 'Browse' option from the bottom and then from the categories displayed choose the cuisine, restaurants or based on the deals place order for food delivery. Once the order is placed it can be tracked via Orders tab and it also shows the history of the orders. Similarly, profiles and any preferences can be updated using the section 'Account'. In addition to these options, Uber Eats has added more options for Grocery, Pharmacy, Convenience items for order and delivery.

The objective of this study is to perform needfinding exercise for Uber Eats for areas of improvement and make recommendations to enhance the overall user experience.

2 INITIAL NEEDFINDING

The statistics from the internet show an increase in the usage of online food delivery apps, however it was important to assess to what extent our sample reflects the use of online food delivery and then how many participants actually use Uber Eats so the right feedback can be collected on the improvements. A statistics report published by Upserve.com in Nov 2020 showed that 60% of the U.S. consumers order delivery or takeout once a week and 31% use the third party delivery service at least twice a week. The numbers look promising and prove that the usage is on an increasing trend.

To find the weaknesses in the current design, I decided to conduct Survey for at least 50 people. The survey was published on the Georgia Tech peer survey site so the feedback from the classmates can be collected. In addition, the survey link was shared with family and friends for a more holistic feedback.

Summarized version of the questions posted in the survey:

- Age of the participant
- Preferences for calling the restaurant for takeout/delivery or use the online app for food delivery
- Uber Eats and/or any other app used for online food delivery
- Frequency of using Uber Eats in the last 90 days
- Average time spent while placing orders via Uber Eats
- Features of the App that take most of the time while placing orders
- Features of the App that take least amount of time while placing orders
- Features that are loved by the users
- Overall ease to setup the profile at the time of onboarding
- Ease of making payments and tracking delivery
- Details of the delivery person, real-time or interactive updates available
- Frequency of Incorrect order received or instructions not followed

The actual open-ended version of these questions and raw results are captured in the Appendix A and Appendix B section of this document under Appendices

Summary of the observations based on the survey results:

- 63% of the participants that took the survey preferred using an online app for placing order for delivery and pick-up. This confirms that there is growing popularity of these apps due to busier schedules and pandemic has further maximized the use of such apps
- 71% of the participants used Uber Eats for online food delivery. The other popular app that participants use is 'Doordash'
- 87% of the participants used Uber Eats at least 1-2 times in last 90 days.
- 43% of participants spend 8-10 or 10+ mins to place an order via Uber Eats
- Reviewing the Recommendations List on the home page, Searching the Browse Category and Going over the Menu for making selection took the longest time while placing an order as per 88% of the participants
- Making payments and tracking delivery was quick and users spend least amount of time on this activity
- Order anywhere – hospitals, parks, offices ; Ability to place pre-orders during out of business hours and group orders was some features that users loved the most
- 40% were able to update the profile at ease and another 40% were fine with the default settings for the profile
- 75% were able to make payments and track orders with ease
- 57% participants agreed that regular updates on the orders are shared but the updated are not real-time and neither interactive
- 81% participants experienced errors with order delivery or instructions were not followed as expected

The feedback received from the Survey confirms that online food delivery apps are gaining popularity and Uber Eats is one the preferred apps. Online delivery apps are used for convenience, users are either multi-tasking or trying to save time from their busy schedule with these apps. During pandemic and lock-down majority of restaurants were only offering delivery and take-outs and these apps came handy to browse the local options available for placing orders. The survey shows that 43% participants spend 8-10 mins or 10+ mins for placing the order. Most of the time is spent in browsing the recommendation, food categories and menu. So, there is opportunity to improve the task to place the order. It should be quick, easy and simple where user does not have to spend a lot of time in browsing the menu or recommendations. Similarly, 81% users experienced

errors for food delivery or instructions were not followed. So, while we make recommendations for placing the order, we also need to keep in perspective the accuracy with which the order is completed and delivered.

Order anywhere, pre-orders and group orders were the most liked features. This shows that users like the flexibility in placing the orders, however they are spending a time in deciding what to order and then placing the order. So, based on the needfinding exercise, the study will focus on improving the task of placing the orders and the recommendation for redesigned interface will also keep in perspective the accuracy for completing and delivering the orders placed

To avoid observer bias, the questions were open-ended in these surveys so it does not lead to any planned results. The needfinding was purely driven by the data gathered and nothing else. The survey was distributed amongst a large audience to avoid any confirmation bias.

3 HEURISTIC EVALUATION

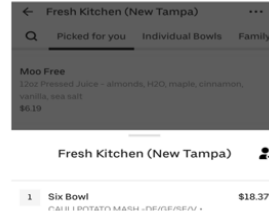
Based on the survey results, the goal of the evaluation is to identify areas of opportunities where the Gulf of execution can be narrowed so the users are not spending a lot of time in placing the orders. Gulf of evaluation also should be reduced to ensure that users get timely and adequate feedback for the steps taken to complete the tasks

Discoverability: The online delivery app is used for convenience and users should spend minimum time in placing the orders. Discoverability design principle suggests that it should be easy for the user to identify what actions to perform and then be able to perform those actions. Gulf of execution can be reduced with easy to discover and usable features. The homepage of Uber Eats shows the Recommendation list and this is helpful, however there is no global search on the homepage for the user to search across the list of restaurants. The user has to click 'Browse' button to perform search across the different categories. The default time selected for delivery is 'Now' and it's not easily discoverable that the app allows the user to schedule orders almost a week in advance. The only way to know that will be to click on 'Now' to check the next options presented. Similarly, the 'Sort' icon shown on the top does not show a direct correlation with the recommended list. It's not clear that the updating the sort options from the drop down will change the list of recommendations

presented. Uber Eats allows the users to schedule orders during out of business hours. This feature is not easily discoverable by the novice users. The recommendation list shows the option to 'Schedule Order' but it's not intuitive that the option to schedule the order allows user to place an order even when the restaurant is closed. Survey indicated that the users encountered issues with the overall accuracy with which the orders were delivered. Perhaps, this could be attributed that the section to update special instructions for the restaurants at the time of placing orders is not visible. It's only after the order is placed and at the time of check-out, the app gives the opportunity to add instructions. However, the instructions at this stage are more relevant for the delivery and not necessarily for the restaurants. There is opportunity to make the Special instructions section visible and show that at the time of making the selection for the order.



- No Global Search
- Misleading 'Sort' icon with no correlation to list below
- 'Now' is not intuitive as an option to schedule the orders in advance



- View Cart does not have the option to add instructions for the user

Figure 1 - Uber Eats Home Page and View Cart

Simplicity: There exists a thin line between discoverability and simplicity. While discoverability expects that the user is able to discover the key functions, it is also important that a lot of options are not visible to the user as that may lead to redundancy and create cognitive load. The gulf of execution is wider because user spends more time in understanding the different options presented. Uber Eats has made multiple options discoverable on the home page and so the homepage is crowded with recommendation list, menu options on the top that shows deals, grocery and pharmacy. This top horizontal menu feels crowded, not consistent with the home page and even redundant when you click on the 'Browse' tab at the bottom. The 'Browse' option presents users with multiple category card and options like grocery, pharmacy are repeated as they show on the homepage too. Also categories like Gluten free and Gluten free friendly are over-lapping. Uber Eats has made an attempt to give multiple options that are easily discoverable, however the app is in conflict with the Simplicity design

principle and there is opportunity to balance the content shown to the user. From the Browse menu, user selects a category and is presented with a list of restaurants. The design is intelligent to show the sort option after the results are displayed. However, once again the principle of simplicity is in conflict as under the Sort drop down, the user has multiple choices and also the top section shows different sorting options. There is opportunity to simplify the options to reduce cognitive load for the user

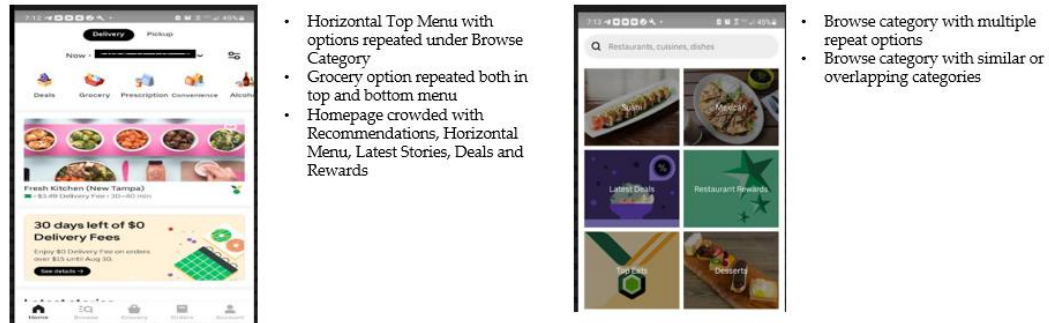


Figure 2 - Uber Eats Home Page and Browse Tab

Structure: User Interface should match user's mental model so it's easier for the user to understand and work with the content. The interface should be organized by keeping the related things together and separating unrelated things to keep the cognitive load low for the user. Uber Eats app displays the menu in a structure that is similar to the menu presented at the restaurant. So this matches the user's mental model and it's easier to go over the menu items once you click on a restaurant. The Menu shows the name of the dish, short description and price for the dish. The app also has a picture of the food displayed next to the menu item and this is helpful for the person ordering the item for first time. You can simply scroll through the menu to check out all the options. All the important information about the restaurant like the Name, Ratings, Hours of Operation, Estimated delivery time, delivery fees is available next to the restaurant card. However, the recommendation list that is displayed on the home page has a list of recommendations and also random section for rewards, deals and top local stories. There is opportunity to organize the recommendation list so the user can actually focus on recommendations. Even though, the restaurant card on the homepage displays relevant information there is opportunity to structure the content for better awareness with the users. The bottom menu on the homepage

can be re-structured to show deals and essentials separately rather than this information getting repeated under the Browse category or shown randomly on the home page.

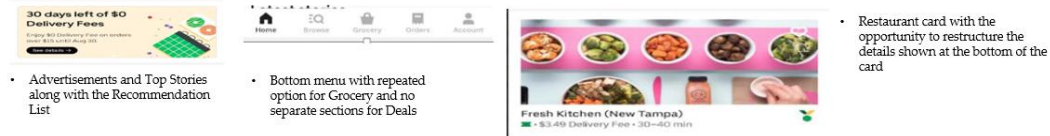


Figure 3 - UberEats Home Page and Bottom Menu

Consistency: Uber Eats app is consistent in multiple ways and this is reflective of the positive feedback received from the survey for tasks related to managing cart, making payments and tracking delivery. Uber Eats has stayed consistent with the steps to add items to the cart, provides check boxes for any add-ons, the quantity is updated with a '+' or '-' sign. So, users familiar with using online apps will find the experience consistent.

Uber Eats has also adopted Maps for tracking delivery and pick-up options, similar to when you are using GPS or Uber for transportation. So, users familiar with a GPS interface will find the map intuitive and easy to follow.

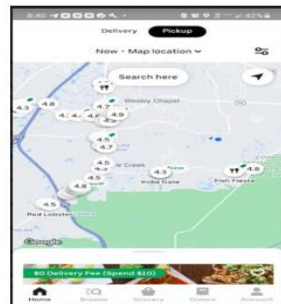
Restaurants with deals are shown on the homepage with a 'green tag'. Green is usually the color for vegetarian food, so user may get confused when they see the green tag, as this is not consistent with user's experience. The restaurant card shows the rating as a circle, again it's not consistent with the 'star' icon for the ratings that the users are more familiar with. Similarly, the homepage has a combination of both horizontal and vertical scrolls. The recommendation list scrolls vertically, whereas the Top Menu and the Deals section scroll horizontally. The switch between the horizontal and vertical scroll can be tricky for the users and is not consistent. Similarly, the layout of the Top Menu is not consistent with the overall homepage.

Flexibility: The design principle for flexibility accommodates a wide range of individual preferences and abilities. Uber Eats App has the ability to support delivery as well as pick-up options. The list of recommendations changes depending on the option user chooses. For the pick-up option, the app displays a map with identifiers for nearby restaurants and their ratings to choose from. The map view can be optimized by showing the restaurants locations zoomed in

on the map, so it does not show a cluster of restaurants that is hard to read and user has to manually zoom in to locate the restaurants.

Majority of the participants in the survey shared feedback that the updates on the order are not real-time or interactive, so there is opportunity to introduce a chatbot with voice recognition capabilities for placing and tracking orders. This will improve the flexibility where the user can chat or talk to place the order rather than going through the process traditional way using the app interface. Today the option for chat is limited to sending a direct message to the driver, but no interaction or support for placing the order.

The app does better with the different options available to users like Pre-Orders, Group orders, Order anywhere. All these features make the process of placing the orders flexible for the user and these features also scored high in the Survey.



- Clustered location view for Pick-Up option

Figure 4 - Clustered View of Maps for Pick-up Option

To complete the heuristic evaluation of Uber Eats, primary tasks for choosing the item, placing the order, making payment and tracking delivery were assessed with the goal of keeping gulf of execution narrow for the user.

4 REDESIGNED INTERFACE

In the redesigned interface for Uber Eats a new version of the Home Page, Sort, Schedule Order, Browse, Essentials and Offers has been introduced. In addition a complete new feature of chatbot has been introduced to help with placing the orders. The primary goal of the changes is to reduce the amount of time the user is spending in choosing the item and placing the order. The redesigned interface aims at reducing the cognitive load on the users by organizing the content and eliminating redundancy and unnecessary details wherever possible.

4.1 Redesigned Homepage

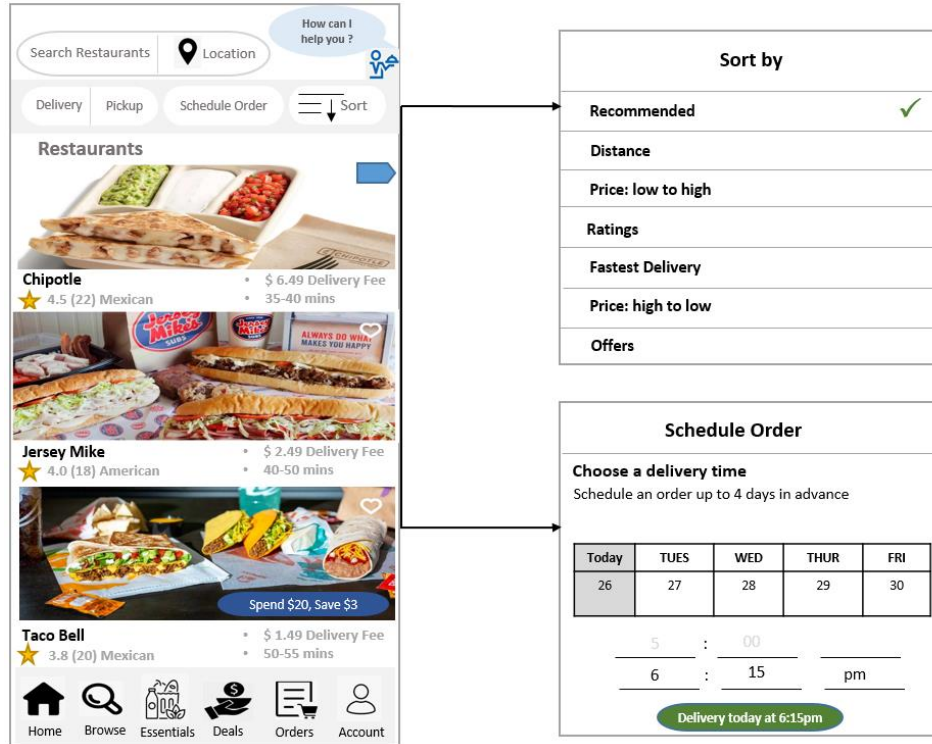


Figure 5 - Uber Eats Homepage, Sort and Schedule

- Eliminated horizontal scrolling from the Home page
- Redesigned interface only supports vertical scrolling
- Added Global Search on the top along with default location of the user
- Global Search can be used to search across Top cuisine, Essentials and Deals just like the 'Browse' option from the bottom menu
- The horizontal menu on the top showing groceries and cuisines is removed
- 'Now' replaced with 'Schedule Order' for more visibility
- Sort menu is consolidated to include primary sort options
- Bottom menu reorganized to include new options - 'Essentials' and 'Deals'
- Restaurant card size reduced to accommodate more names on the homepage
- Restaurant Card shows Ratings with a 'star' icon and number of reviews
- Restaurants eligible for deals are tagged with a blue label instead of green
- Restaurant card has a callout to draw attention of any new rewards or offers

4.2 Redesigned 'Browse' Menu

To achieve the balance between discoverability and simplicity, the Browse menu has been organized to show all the similar things together.

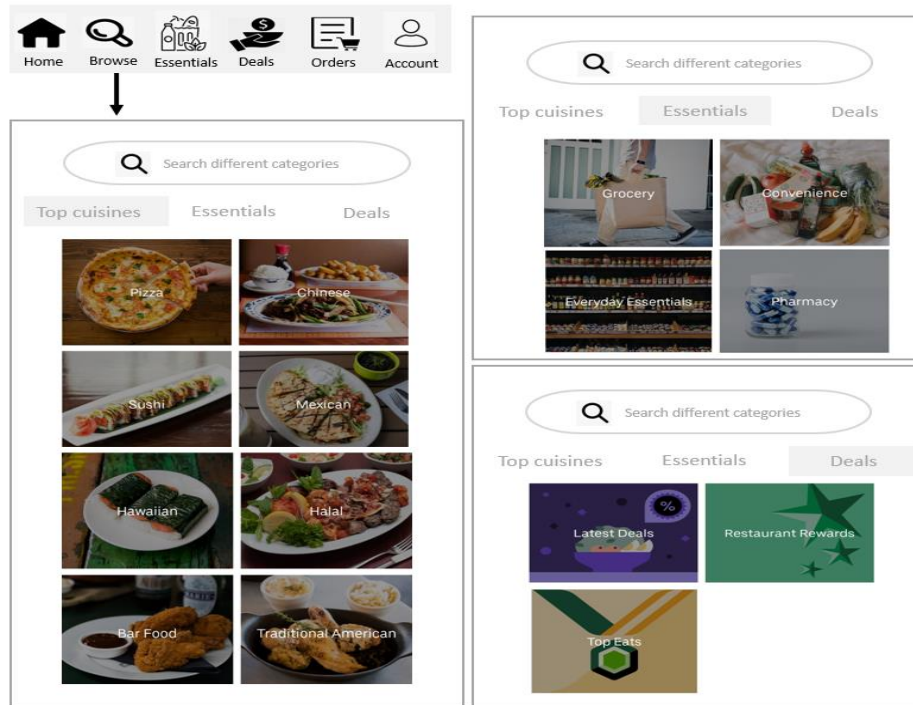


Figure 6 - Uber Eats 'Browse' Menu Redesigned

The cards grouped together as per the Top Cuisines, Essentials and Deals. This will enable the user to search relevant items at a faster pace.

- Browse Menu is categorized into Top Cuisines, Essentials and Deals
- Global search from the homepage also defaults to the same menu
- User selects the tabs and the cards displayed dynamically update under Browse sub-section
- Essentials include Pharmacy, Grocery, Prescriptions and Convenience items
- Deals tab when clicked shows the Deals and Rewards that are available for the user. In the current design the information for Deals and Rewards is placed in an ad-hoc manner on the homepage. The redesigned interface has re-organized the information for the ease of use
- The default tab selected is Top Cuisine and the default global search is also performed on Restaurants

4.3 Redesigned interface for Essentials and Deals Menu

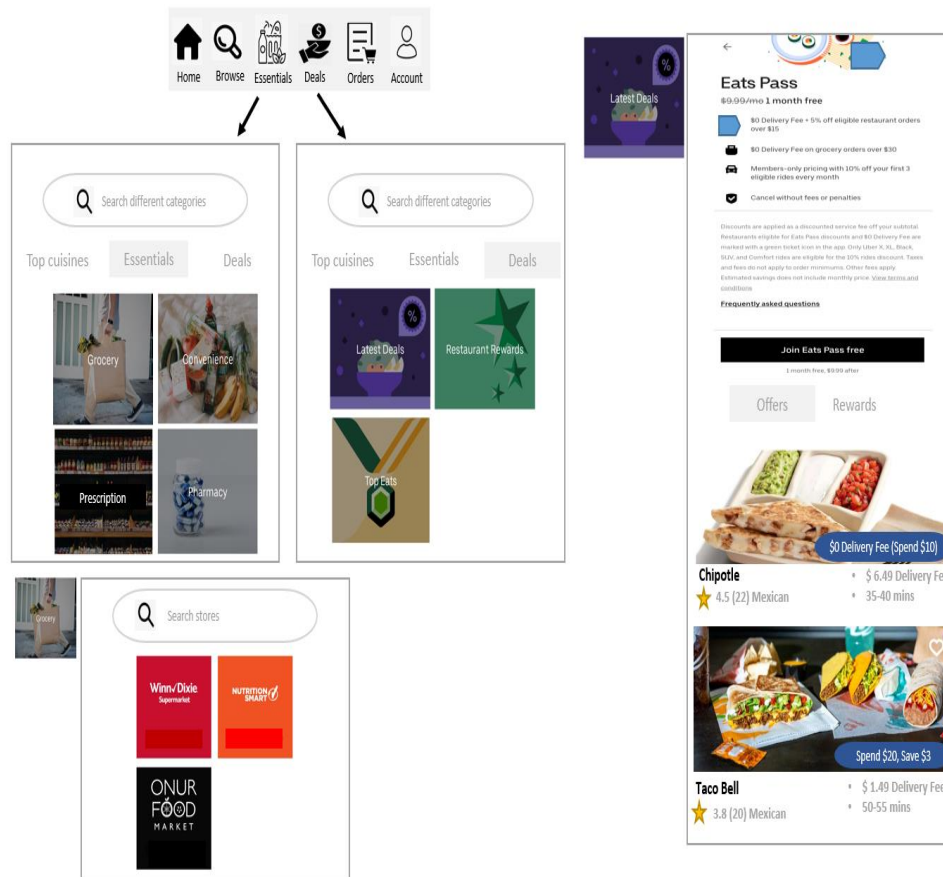


Figure 7 - Essentials, Deals Menu from the Home Page

- Essentials and Deals options, the home page menu at the bottom so the user can get directly to these categories with minimum clicks
- Deals sub-section is organized to show the details about the membership on the top section. The membership information in the current design is shown as part of the Account section.
- The Deals sub-section is organized into two categories – Offers available for the users and Rewards that the user can earn by placing orders via Uber Eats for specific restaurants on the list
- The callouts and the label that show the offers is updated to be in Blue color so it's not confused that the restaurant is offering vegetarian food only

4.4 Redesigned interface to add instructions for restaurants



Figure 8 - View Cart updated to add Instructions

For placing order, user adds the items to the cart. The 'View Cart' screen is updated to show 'Add Note' icon. The user can click this icon to add instructions for the restaurant. This option is introduced to reduce the errors that users encounter for delivery when an online order is placed.

4.5 Redesigned interface for Pre-Order option

In the redesigned interface, when the restaurant is closed, the card is updated with the option to 'Place an Advance order', that way these pre-orders are visible and the option is not ambiguous

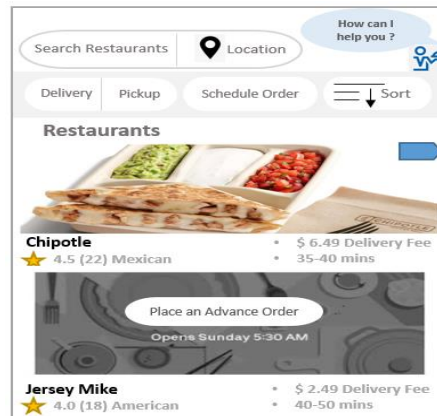


Figure 9 – New card for restaurants eligible for advance orders

4.5 Redesigned interface for Maps & ChatBot added to the home page

The Maps are re-designed to include the option for Miles, so the user can chose the radius for pick-up and the map can focus in that area, rather than showing a cluttered view for the user to manually organize. A new feature for chatbot introduced for the ease of interactive updates and orders can be placed using the bot.

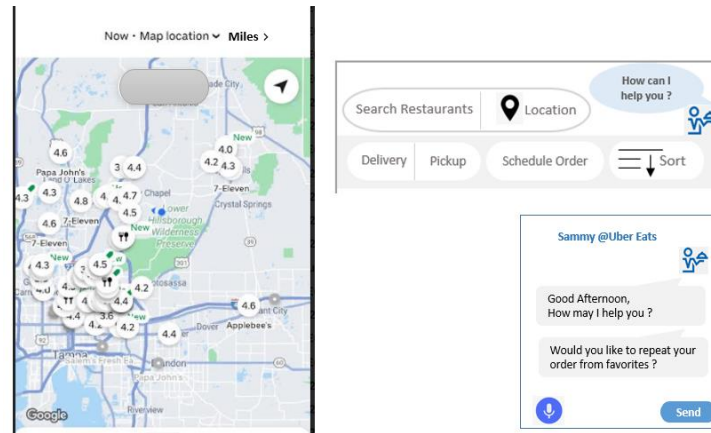


Figure 10 - Map View with Miles and Chatbot

5 INTERFACE JUSTIFICATION

The redesigned interface addresses the criticism related to the Design principles of Discoverability, Simplicity, Consistency, Structure and Flexibility. Survey results prove that the users take a long time in choosing the item to purchase. The goal of the redesigned is to narrow the gulf of execution for the users so that they choose the item and place the order at a faster pace. In addition, majority of the users also expressed that they have encountered errors with delivery, so redesigned interface also addresses the gaps to ensure accuracy for completing the order.

Discoverability: Introduced 'Global Search' on top of the home page so the user can perform the search across categories. The current interface defaults the order delivery time to 'Now'. This shows on the home page but it not intuitive. In the redesigned interface, the option has been replaced with 'Schedule Order' button. When the user clicks here, it opens a new window that allows the user to schedule the date and time for the order. The Offers and Deals available to the user are not discoverable, restaurant cards are tagged or the option to see the reward is available under the Account tab. With the redesigned interface, a new

section for Deals is introduced in the bottom menu of the home page. When the user clicks on Deals, the new window gives information about the membership and displays the content for Rewards and Offers. The redesigned restaurant card shows 'Place an advance order' when the restaurant is closed and user is attempting to place the order during off-business hours. The verbiage of this section is changed, so this feature is not confused with the 'Schedule Order' option on the homepage. Similarly, 'Sort' icon has been changed to say 'Sort', so that it is easily understood and there is correlation between the sort and the list displayed below, unlike the current interface. The 'View Cart' is updated with an option to add notes for restaurants so it's discoverable. There is opportunity to add notes at the time of placing the order, however those notes are more for delivery and not for restaurant. The current design has kept the options visible to the user, however this has to lead to excess of content on the screen. These changes introduced help to make some options more obvious and clear to the user while keeping the layout, look and feel consistent with the current design.

Simplicity: The redesigned interface is simple as it eliminates redundancy from the home page. A 'Global Search' on top of the home page is introduced and the top horizontal menu is removed from the redesigned interface. This has helped to eliminate the cognitive load created by the icons floating on the top section of the home page. The bottom menu also shows options like Grocery and that is a repeat. Instead, the Browse menu is updated to show Top Cuisine, Essential and Deals. This has eliminated the need to show 'Grocery' as a menu option on the home page. In the current design, there is no section for the user to review the Deals, hence a new menu option is introduced to show Deals. This has helped to simplify the recommendation list as it need not be crowded with updates related to rewards and offers. All the needed information can be found under the Deals section. The current interface keeps the mechanism to make payment and track delivery simple and consistent for the users, hence the redesigned interface continues to preserve for making payments and tracking delivery.

Consistency: The current home page has a combination of horizontal and vertical scrolls. The recommendation list scrolls vertically, however, the top menu, sections related to the deals scrolls horizontally. The behavior lacks consistency and it's not a good experience for the user to keep constantly switching between vertical and horizontal scrolling on the same page. The redesigned interface has made this consistent with only vertical scrolling

available on the homepage. The redesigned interface has removed the deals from the recommendation list and placed it as a separate section on the bottom menu. Similarly, it has replaced the top menu with a Global Search to allow for only vertical scrolling. The restaurant card that shows on the recommendation list shows the ratings as a grey circle and does not display the number of reviews available. The redesigned interface shows the rating on the card with a 'star' icon and number of reviews available. This pattern to show ratings is consistent with the different sites and more familiar for the user to interpret. Similarly, restaurant card shows a 'green' label for a deal tagged with the restaurant. This has been replaced with a 'blue' tag so the color of the tag is not confused that this restaurant only offers vegetarian food. The redesigned interface brings consistency in the current design by adopting to options that the users are more familiar with, eliminating redundancy and streamlining the content. The redesigned interface leverages the Maps, steps to add items to the card and place the order. The app is consistent with offers, rewards and membership options. The current design continues to leverage these consistent features.

Structure: In the redesigned interface, the top section of the home page reflects a new structure for ease of use. Global search and default location are clubbed together on the top. The location will show the user's default location and will be used to perform the search. The option for delivery/pick-up, schedule order and sort the search results are now displayed together in one row. The driving factor for these changes has been to keep the similar things together on the screen, so it's intuitive for the user. The Sort menu has been re-organized to show the different options for the search results. Similarly, the browse category has been restructured to show 3 different tabs for Top Cuisine, Essentials and Deals. The content under the Browse category in the current design has no categorization and hence no structure and organization. With the new tabs, the content is organized to reduce the cognitive load. Similarly, the bottom menu is updated to show 'Essentials' and 'Deals' so that items like Grocery, Pharmacy, and Prescription can be clubbed together under Essentials. Similarly, the Deals sections show all the offers and rewards available for the user. The content of the restaurant card on the home page has been re-organized to reflect the details like restaurant name, ratings, number of reviews, delivery fees and estimated delivery time. The address of the restaurant has been removed and moved to the details section as it was crowding the information displayed. The information is

evenly spread out between the left and right side of the bottom of the card rather than it being one-sided as per the current design. The number of reviews has been added along with the ratings to provide complete information. The menu displayed by the current app is consistent with the restaurant in-person menu and also the structure of the menu is similar to what the user will experience in the restaurant. The menu has all the necessary details about the food items, content and price. In addition, the menu also shows the picture of the food and this is very helpful. The menu is organized in tabs on the screen and so it's easier to check the options rather than just scrolling vertically. The redesigned interface continues to leverage the menu layout as it is consistent and follows the design principles.

Flexibility: The current design offers the flexibility to place orders for both pick-up and delivery. In addition, the current design is flexible with options like group orders, order anywhere (hospitals, offices) and regular updates for offers and rewards. These were also some of the most liked options as per the survey, hence the redesigned interface continues to leverage these options. One change recommended here is for the Map option when pick-up is selected, the map in the current design shows a lot of restaurants available for pick-up and it's hard to interpret anything from that view. The user needs to manually zoom in or zoom out to understand the options available. In the redesigned interface, we have introduced an option 'miles' to show the radius that needs to be considered for pick-up. This will help to narrow the search results rather than user struggling to zoom-in and out of the map view.

A new feature of a chatbot has been introduced on the home page to extend the flexibility and give user the option to place orders using the chatbot and also get interactive and real-time updates for the order delivery. The training model for the chatbot will have to be matured to ensure that it is able to interpret and respond intelligently to the user responses.

The changes introduced here keep into consideration two primary criteria – **Usability** and **Learnability**. It is important that the redesigned interface is easy to adopt and there is not a huge learning curve to adjust to the changes recommended. Considering the intent is to make the task to choose items and place order efficient, the learning curve should be leaner. Also, the usability should be enhanced with these changes and not compromised. The users can be

in a meeting, on a conference call and hence the experience of using the app should not add excessive cognitive load. In fact, introduction of the chatbot should help make the process more efficient and interactive.

6 EVALUATION PLAN

Frequent feedback is critical for user centered design. Hence, evaluation is important as this is where we put forward to the users what we have designed to gather more feedback. The wireframe prototype developed is still in its earlier stages and in order for us to firm up the redesign, additional qualitative feedback is required. The first survey that was conducted as part of the needfinding exercise gave inputs about the initial opportunities for improvement and it will be good next step to share the wireframe prototype with the users to gather qualitative feedback on the new chatbot feature and the overall redesign of the interface.

The qualitative evaluation will be conducted by recruiting participants to perform think-aloud sessions following by post-event protocol. This will allow us to get immediate feedback from the users once they had the opportunity to experience the redesigned interface. The evaluation will be conducted on the low fidelity wireframe prototype and will be formative in nature. As, the evaluation is conducted during the early stages of the design life cycle, its primary purpose is to help redesign and improve the interface. The evaluation will be conducted to assess the redesigned interface for **Efficiency, Accuracy, Learnability and Satisfaction**. The evaluation plan can be elaborated further as explained below:

Define task for evaluation: The survey results indicated that users spend a lot of time in choosing the items and placing the order. In addition accuracy of the delivery was another concern that came up. Keeping the survey results in perspective, the following tasks have been identified for evaluation:

- **Task 1:** User chooses the item to place the order.
- **Task 2:** User places the order using chatbot
- **Task 3:** User places the order using the redesigned interface
- **Task 4:** User confirms accuracy and completeness of the delivery

We need to keep in perspective that the actual user could be multi-tasking while performing these tasks. So, we need to be mindful of the overall convenience, ease of use and flexibility that the redesigned interface extends to the user.

Define Performance Measures: The performance measures of the evaluation will cover the qualitative feedback from the participants for **Efficiency, Accuracy, Learnability and Satisfaction**. The participants will perform a series of steps to accomplish the tasks mentioned above during the think-aloud sessions. After the sessions, the participants will share their feedback on these aspects as part of the interview conducted during post-even protocol.

- **Efficiency:** Participants will share qualitative feedback on how easily they were able to go over the recommendations and browse. They will also share feedback about how the re-organized bottom menu and home page ensured that they are not distracted with information. Participants to provide insights on the updated bottom menu to reach to the options with minimum clicks. Participants to use the chatbot for placing order and share feedback on the efficiency of the process. We understand that the chatbot may not be developed and will have to go through a thorough training model to be effective. However, the wireframe prototype will allow the user to walkthrough a basic sunny day scenario to understand its effectiveness in the process
- **Accuracy:** Feedback from the participants will be collected to assess if the 'map' feature accurately shows the results for the pick-up option. Feedback will be collected to understand whether the order placed and instructions section introduced will reduce the number of errors related to delivery and completing the order. In addition, participants can use the sort option to confirm if the results were updated accurately.
- **Learnability:** The participants will share the feedback whether the changes introduced are easy to follow, consistent with the current layout and whether the steps that the participants execute to accomplish the tasks were intuitive
- **Satisfaction:** The participants will have to assess their overall satisfaction with the redesigned interface to clarify to what extent the changes introduced has helped in elevating the user experience

Develop the Experiment: The experiment will be conducted as a two-step process. A total of 1 hour and 15 mins will be blocked for each participant.

Participants will come at different times for the experiment. The session will start with a 15 min overview of the tasks to complete using the redesigned interface. The next 30 mins will be allocated for the think-aloud session and the last 30 mins for the post event protocol. This exercise will be repeated for each individual participant recruited. The participants will execute these steps to accomplish the tasks defined. During the post-event protocol, participants will be asked to share their experience and specifically share qualitative feedback about the performance measures identified above. The steps that participants will take to accomplish the tasks are summarized below.

To complete the task for choosing the item to place the order, participant browses the recommendation list on the homepage. The participant can sort the recommendation list to narrow down the results. Alternatively, the participants can go over the browse category or perform global search to look for options across different categories. Similarly, for the pick-up option, the user can go over the results displayed on the map for choosing the restaurant

To complete the task for placing the order, participant can leverage the existing screens of the menu to add items to the cart and place the order. Alternatively, participant can experiment with the new feature of the chatbot for placing the order. The wireframe has a sunny day scenario covered for placing the order from the favorites that the user can attempt during the think-aloud session. This will help the user gauge the effectiveness of a chatbot for an online delivery app.

To confirm the accuracy and completeness of the order placed, participant can use the instructions section from the view cart to add instructions for the restaurants. In addition, it can also confirm whether the chatbot captured the order accurately or whether chatbot asked the right sequence of questions to take the order.

Open-ended questions to be asked during post-event protocol:

- How much time did you spend in choosing the item to purchase?
- How effectively were you able to sort the results for Recommendation list?
- How easy to use were Schedule Order and Place orders in advance options?
- How efficiently were you able to browse the items across the categories?
- What features in the redesigned interface did you find overlapping?
- How easily were you able to locate the restaurant for pick-up?

- How easily were you able to place the order using the chatbot?
- How efficient was the chatbot with its responses and questions?
- How confident did you feel that the order will be delivered with accuracy considering we added a new text box to capture notes for the restaurants?
- How would you rate the overall experience with the redesigned interface?
- What you think is working well and what needs more improvement?

Recruit Participants: A total of 6-8 participants will be recruited for the evaluation. The participants will be a combination of expert and novice users.

- Minimum 2 participants that use Uber Eats frequently
- Minimum 2 participants that use any other app frequently
- Minimum 2 participants who have never used an online food delivery app

Do the Experiment & Analyze the Data: The feedback from the participants captured during the post-protocol event will be recorded in excel sheets

Summarize the Data: Summary of the data similar to the survey will be extracted to assess the improvements made and to further mature the design and the prototype

6.1 Controlling Biases

To avoid the biases during this entire evaluation, conscious steps will be taken so that the quality and integrity of the feedback is not compromised. The evaluation process will be conducted by recruiting participants that are novice and experts. That way, any **confirmation bias** can be avoided by getting feedback from a larger user base. The questions during the post-protocol event will be open-ended to avoid any **observer bias**. The questions will be drafted that are not leading the participants to any pre-conceived observations. Similarly, to avoid **recall bias**, the post-protocol event will be conducted immediately after the think-aloud session. This is another reason that individual time is allocated per participant so that there is no lag introduced between the think-aloud sessions and post-even protocol. **Social desirability bias** can be avoided by ensuring that none of the participants recruited are aware that the design under review is proposed by me. That way, the participants will be able to share unbiased feedback and will not be influenced.

7 REFERENCES

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8 APPENDICES

APPENDIX A: NEEDFINDING PLAN – SURVEY QUESTION

<p>Q1. What is your age?</p> <ul style="list-style-type: none"> • 21 – 30 years old • 31-40 years old • 41-50 years old • 51-60 years old • 61-70 years old • 71 and above 	<p>Q2. Do you prefer calling the restaurant to place the order or you rather use an app to place the order for food delivery?</p> <ul style="list-style-type: none"> • I prefer calling the restaurant for delivery • I prefer calling the restaurant for pick-up • I prefer using the app for placing order for delivery and pick-up • I prefer using the app for placing the order for delivery only • N/A – I always prefer eating at the restaurants 	<p>Q3. Do you use Uber Eats as the food delivery App to order food from among the different local restaurants? <i>"If you use an App other than Uber Eats for food delivery, please provide the name here"</i></p> <ul style="list-style-type: none"> • Yes • No – I use a different pp • No – I have never used food delivery app 	<p>Q4. During the past 90 days, how many times have you ordered restaurant food delivery using Uber Eats App?</p> <ul style="list-style-type: none"> • 1-2 times • 3-4 times • 5-6 times • 7-8 times • 9-10 times • 11+ times • N/A
<p>Q5. How long does it take for you to place the order via Uber Eats?</p> <ul style="list-style-type: none"> • 2-4 mins • 5-7 mins • 8-10 mins • 10+ mins 	<p>Q6. Identify the features that take most of your time while placing orders via Uber Eats?</p> <ul style="list-style-type: none"> • Browsing the recommendation list on the home page • Performing Search under the 'Browse' category • Going over the Menu to select the items for purchase • Making payment • Tracking Delivery 	<p>Q7. Identify the features that take least of your time while placing orders via Uber Eats?</p> <ul style="list-style-type: none"> • Browsing the recommendation list on the home page • Performing Search under the 'Browse' category • Going over the Menu to select the items for purchase • Making payment • Tracking Delivery 	<p>Q8. Please specify the feature you love the most if you chose 'Other's on the question above</p> <ul style="list-style-type: none"> • Recommendations List • Ability to place orders • Place group orders • Order anywhere – hospitals, parks, offices • Regular Updates for rewards and coupons • Others • N/A – I don't use Uber Eats • N/A – I didn't know about these features
<p>Q9. Were you able to update the profile with ease as a first time user?</p> <ul style="list-style-type: none"> • Yes • No • I didn't bother and stayed with default options • I attempted but gave up as there were too many options • N/A – I don't use Uber Eats 	<p>Q10. Where you able to make the payments with ease for the items added to the order?</p> <ul style="list-style-type: none"> • Yes • No – It was tough managing the cart • No – It was tough as I had to add lot of details and the screens were cumbersome • N/A 	<p>Q11. What sort of updates and tracking is available on Uber Eats for the order delivery?</p> <ul style="list-style-type: none"> • Yes • No – It was tough managing the cart • No – It was tough as I had to add lot of details and the screens were cumbersome • N/A 	<p>Q12. Do you receive the details of the delivery person once the order is placed?</p> <ul style="list-style-type: none"> • Yes • No • N/A – I don't use Uber Eats
<p>Q13. Have you ever received incorrect order or instructions for food/delivery</p> <ul style="list-style-type: none"> • Yes – once or twice • Yes – a few times • Yes – multiple times • Never • N/A 			

APPENDIX B: SURVEY RAW RESULTS

response,Q1,Q2,Q3,Q4,Q5,Q6,Q7,Q8,Q9,Q10,Q11,Q12,Q13,Q14,Q15

2,21-30 years old,I prefer calling the restaurant for pick-up,Yes,doordash,3-4 times,10 mins+,Browsing the recommendations list on the home page to make the selection;Performing Search under the 'Browse' category,Making payment;Tracking Delivery,"Place group orders;Order anywhere - hospitals, parks, offices;Regular Updates for rewards and coupons",,Yes,Yes,Realtime updates but not interactive,Yes,Yes - once or twice

3,21-30 years old,I prefer calling the restaurant for delivery,Yes,,5-6 times,10 mins+,Browsing the recommendations list on the home page to make the selection;Performing Search under the 'Browse' category,Making payment,"Order anywhere - hospitals, parks, offices;Regular Updates for rewards and coupons",,I didn't bother and stayed with default options,Yes,Realtime updates but not interactive,Yes,Never

4,21-30 years old,I prefer using the app for placing order for delivery and pick-up,Yes,,11+ times,8-10 mins,Browsing the recommendations list on the home page to make the selection;Performing Search under the 'Browse' category,Making payment;Tracking Delivery,Regular Updates for rewards and coupons,,I didn't bother and stayed with default options,No - It was tough managing the cart,Realtime and interactive,Yes,Yes - multiple times

5,21-30 years old,I prefer using the app for placing order for delivery and pick-up,Yes,,1-2 times,8-10 mins,Browsing the recommendations list on the home page to make the selection;Going over the Menu to select the items for purchase,Performing Search under the 'Browse' category;Making payment,"Recommendations list;Order anywhere - hospitals, parks, offices;Regular Updates for rewards and coupons",,I didn't bother and stayed with default options,Yes,Realtime updates but not interactive,Yes,Yes - once or twice

6,41-50 years old,I prefer using the app for placing order for delivery only,No - I use a different App,Dominos,1-2 times,2-4 mins,Browsing the recommendations list on the home page to make the selection;Going over the Menu to select the items for purchase,Making payment,N/A - I dont use Uber Eats,,N/A - I dont use Uber Eats,N/A,N/A - I dont use Uber Eats,N/A - I dont use Uber Eats,N/A

7,31-40 years old,I prefer calling the restaurant for pick-up,No - I use a different App,"i use the restaurants apps, so that i gain points for free stuff.",N/A,10 mins+,Browsing the recommendations list on the home page to make the selection,Making payment,N/A - I dont use Uber Eats,,I didn't bother and stayed with default options,N/A,N/A - I dont use Uber Eats,N/A - I dont use Uber Eats,Yes - multiple times

8,21-30 years old,I prefer using the app for placing order for delivery and pick-up,Yes,Door Dash,1-2 times,5-7 mins,Performing Search under the 'Browse' category;Going over the Menu to select the items for purchase;Tracking Delivery,Browsing the recommendations list on the home page to make the selection;Making payment,"Place group orders;Order anywhere - hospitals, parks, offices;N/A - I didnt know about these features",,I attempted but gave as there were too many options,No - It was tough managing the cart,Periodic Updates and not realtime,Yes,Yes - once or twice

9,31-40 years old,I prefer using the app for placing order for delivery and pick-up,Yes,,11+ times,5-7 mins,Performing Search under the 'Browse' category,Making payment,"Order anywhere - hospitals, parks, offices",,Yes,Yes,Periodic Updates and not realtime,Yes,Yes - once or twice

10,21-30 years old,I prefer using the app for placing order for delivery and pick-up,Yes,DoorDash,11+ times,5-7 mins,Browsing the recommendations list on the home page to make the selection;Going over the Menu to select the items for purchase,Tracking Delivery,"Recommendations list;Order anywhere - hospitals, parks, offices",,I didn't bother and stayed with default options,Yes,Realtime and interactive,Yes,Yes - once or twice

11,31-40 years old,I prefer using the app for placing order for delivery and pick-up,No - I use a different App,DoorDash,1-2 times,8-10 mins,Going over the Menu to select the items for purchase,Making

payment,"Recommendations list;Order anywhere - hospitals, parks, offices",,"I didn't bother and stayed with default options,Yes,Periodic Updates and not realtime,No,Yes - a few times

12,31-40 years old,I prefer calling the restaurant for pick-up,Yes,,N/A,5-7 mins,Browsing the recommendations list on the home page to make the selection;Going over the Menu to select the items for purchase,Making payment,"Recommendations list;Order anywhere - hospitals, parks, offices",,"I didn't bother and stayed with default options,Yes,Realtime updates but not interactive,Yes,Never

13,31-40 years old,I prefer using the app for placing order for delivery and pick-up,Yes,Bite Squad,3-4 times,5-7 mins,Going over the Menu to select the items for purchase;Making payment,Browsing the recommendations list on the home page to make the selection;Performing Search under the 'Browse' category,Others,Menu is in the app,Yes,Yes,Periodic Updates and not realtime,Yes,Never

14,21-30 years old,I prefer using the app for placing order for delivery and pick-up,Yes,,9-10 times,8-10 mins,Browsing the recommendations list on the home page to make the selection;Going over the Menu to select the items for purchase,Making payment;Tracking Delivery,Recommendations list;Ability to place pre-orders,,I didn't bother and stayed with default options,Yes,Periodic Updates and not realtime,Yes,Yes - multiple times

15,31-40 years old,I prefer using the app for placing order for delivery and pick-up,Yes,,11+ times,8-10 mins,Going over the Menu to select the items for purchase;Tracking Delivery,Making payment,"Order anywhere - hospitals, parks, offices;Regular Updates for rewards and coupons;Others",able to auto add benefits(auto refill rewards) from your linked credit card monthly,Yes,Yes,Realtime and interactive,No,Yes - multiple times

16,21-30 years old,I prefer using the app for placing order for delivery only,No - I use a different App,DoorDash,1-2 times,10 mins+,Performing Search under the 'Browse' category;Going over the Menu to select the items for purchase,Making payment;Tracking Delivery,"Order anywhere - hospitals, parks, offices",,"No,Yes,Periodic Updates and not realtime,Yes,Yes - once or twice

17,21-30 years old,I prefer using the app for placing order for delivery and pick-up,Yes,,11+ times,2-4 mins,Browsing the recommendations list on the home page to make the selection,Making payment;Tracking Delivery,"Order anywhere - hospitals, parks, offices;Regular Updates for rewards and coupons",,"Yes,Yes,Realtime and interactive,Yes,Yes - once or twice

18,31-40 years old,I prefer calling the restaurant for delivery,Yes,,1-2 times,10 mins+,Performing Search under the 'Browse' category;Going over the Menu to select the items for purchase,Making payment;Tracking Delivery,Regular Updates for rewards and coupons,,Yes,Yes,Realtime and interactive,Yes,Yes - once or twice

19,31-40 years old,I prefer using the app for placing order for delivery and pick-up,Yes,,3-4 times,10 mins+,Browsing the recommendations list on the home page to make the selection;Performing Search under the 'Browse' category;Going over the Menu to select the items for purchase,Making payment,Ability to place pre-orders;Regular Updates for rewards and coupons,,I didn't bother and stayed with default options,Yes,Realtime and interactive,No,Yes - once or twice

20,31-40 years old,I prefer using the app for placing order for delivery and pick-up,Yes,,3-4 times,8-10 mins,Browsing the recommendations list on the home page to make the selection;Going over the Menu to select the items for purchase,Making payment;Tracking Delivery,"Recommendations list;Order anywhere - hospitals, parks, offices",,"Yes,Yes,Realtime updates but not interactive,Yes,Yes - once or twice

21,31-40 years old,I prefer calling the restaurant for delivery,No - I have never used food delivery app,,N/A,10 mins+,Browsing the recommendations list on the home page to make the selection,Tracking Delivery,N/A - I didnt know about these features,,N/A - I dont use Uber Eats,N/A,N/A - I dont use Uber Eats,N/A - I dont use Uber Eats,N/A

22,21-30 years old,I prefer using the app for placing order for delivery only,Yes,,7-8 times,2-4 mins,Browsing the recommendations list on the home page to make the selection,Tracking Delivery,"Order anywhere - hospitals, parks, offices",,"Yes,Yes,Periodic Updates and not realtime,Yes,Yes - a few times

23,21-30 years old,I prefer using the app for placing order for delivery and pick-up,Yes,Door Dash,1-2 times,5-7 mins,Browsing the recommendations list on the home page to make the selection,Making payment,"Recommendations list;Ability to place pre-orders;Order anywhere - hospitals, parks, offices",,Yes,No - It was tough as I had to add a lot of details and the screens were cumbersome,Realtime and interactive,Yes,Yes - a few times

24,21-30 years old,I prefer using the app for placing order for delivery and pick-up,Yes,,5-6 times,5-7 mins,Browsing the recommendations list on the home page to make the selection;Going over the Menu to select the items for purchase,Making payment;Tracking Delivery,Recommendations list;Others,Convenience - don't have to talk on the phone where miscommunications happen,I didn't bother and stayed with default options,Yes,Realtime updates but not interactive,Yes,Yes - once or twice

25,31-40 years old,I prefer using the app for placing order for delivery and pick-up,Yes,,1-2 times,5-7 mins,Going over the Menu to select the items for purchase;Making payment,Tracking Delivery,"Ability to place pre-orders;Order anywhere - hospitals, parks, offices",,Yes,Yes,Periodic Updates and not realtime,Yes,Yes - once or twice

26,31-40 years old,I prefer using the app for placing order for delivery and pick-up,Yes,Doordash,1-2 times,10 mins+,Browsing the recommendations list on the home page to make the selection;Performing Search under the 'Browse' category;Going over the Menu to select the items for purchase,Making payment;Tracking Delivery,Recommendations list,,No,Yes,Realtime updates but not interactive,No,Yes - once or twice

27,51-60 years old,I prefer using the app for placing order for delivery and pick-up,Yes,,11+ times,5-7 mins,Performing Search under the 'Browse' category;Going over the Menu to select the items for purchase,Making payment;Tracking Delivery,Recommendations list,,I didn't bother and stayed with default options,Yes,Realtime updates but not interactive,No,Yes - once or twice

28,21-30 years old,I prefer calling the restaurant for pick-up,Yes,,5-6 times,8-10 mins,Performing Search under the 'Browse' category;Making payment,Making payment;Tracking Delivery,"Order anywhere - hospitals, parks, offices;Regular Updates for rewards and coupons",,No,No - It was tough managing the cart,N/A - I dont use Uber Eats,Yes,Yes - a few times

29,31-40 years old,I prefer calling the restaurant for pick-up,No - I use a different App,Doordash,N/A,8-10 mins,Performing Search under the 'Browse' category;Going over the Menu to select the items for purchase,Making payment;Tracking Delivery,N/A - I dont use Uber Eats,,N/A - I dont use Uber Eats,N/A,N/A - I dont use Uber Eats,N/A - I dont use Uber Eats,N/A

30,21-30 years old,I prefer calling the restaurant for delivery,Yes,,1-2 times,5-7 mins,Browsing the recommendations list on the home page to make the selection,Making payment,"Order anywhere - hospitals, parks, offices",,Yes,Yes,Periodic Updates and not realtime,Yes,Yes - multiple times

31,21-30 years old,I prefer using the app for placing order for delivery and pick-up,Yes,,7-8 times,2-4 mins,Browsing the recommendations list on the home page to make the selection;Tracking Delivery,Going over the Menu to select the items for purchase;Making payment,Recommendations list;Ability to place pre-orders,,Yes,Yes,Realtime and interactive,Yes,Never

32,31-40 years old,I prefer using the app for placing order for delivery and pick-up,No - I use a different App,,1-2 times,2-4 mins,Performing Search under the 'Browse' category,Performing Search under the 'Browse' category,Place group orders,,I didn't bother and stayed with default options,No - It was tough managing the cart,Realtime updates but not interactive,No,Yes - a few times

33,21-30 years old,I prefer using the app for placing order for delivery only,Yes,,3-4 times,5-7 mins,Performing Search under the 'Browse' category,Performing Search under the 'Browse' category;Going over the Menu to select the items for purchase,Ability to place pre-orders;Place group orders,,Yes,Yes,Periodic Updates and not realtime,Yes,Yes - once or twice

34,21-30 years old,I prefer using the app for placing order for delivery and pick-up,Yes,,3-4 times,5-7 mins,Going over the Menu to select the items for purchase,Making payment,Others,not having to leave my apartment,I didn't bother and stayed with default options,Yes,Realtime and interactive,Yes,Yes - a few times

35,31-40 years old,I prefer using the app for placing order for delivery and pick-up,Yes,,1-2 times,10 mins+,Going over the Menu to select the items for purchase,Tracking Delivery,"Ability to place pre-orders;Order anywhere - hospitals, parks, offices",,I didn't bother and stayed with default options,No - It was tough managing the cart,Realtime updates but not interactive,Yes,Yes - once or twice

36,21-30 years old,I prefer using the app for placing order for delivery and pick-up,Yes,,1-2 times,5-7 mins,Going over the Menu to select the items for purchase,Making payment,"Ability to place pre-orders;Order anywhere - hospitals, parks, offices",,I didn't bother and stayed with default options,Yes,Periodic Updates and not realtime,N/A - I dont use Uber Eats,Never

37,41-50 years old,I prefer calling the restaurant for delivery,No - I have never used food delivery app,n/a,N/A,2-4 mins,Browsing the recommendations list on the home page to make the selection,Going over the Menu to select the items for purchase,Ability to place pre-orders,n/a,N/A - I dont use Uber Eats,N/A,N/A - I dont use Uber Eats,N/A - I dont use Uber Eats,Yes - a few times

38,21-30 years old,I prefer using the app for placing order for delivery and pick-up,Yes,seamless,7-8 times,2-4 mins,Browsing the recommendations list on the home page to make the selection;Performing Search under the 'Browse' category,Making payment;Tracking Delivery,Regular Updates for rewards and coupons,,Yes,Yes,Periodic Updates and not realtime,Yes,Yes - once or twice

39,21-30 years old,I prefer using the app for placing order for delivery and pick-up,No - I use a different App,DoorDash,1-2 times,5-7 mins,Browsing the recommendations list on the home page to make the selection,Making payment,"Ability to place pre-orders;Order anywhere - hospitals, parks, offices",,Yes,Yes,Realtime and interactive,Yes,Yes - a few times

40,21-30 years old,I prefer using the app for placing order for delivery and pick-up,Yes,,1-2 times,5-7 mins,Browsing the recommendations list on the home page to make the selection;Going over the Menu to select the items for purchase,Making payment;Tracking Delivery,"Order anywhere - hospitals, parks, offices",,Ease of use with most restaurants ,Yes,Yes,Realtime updates but not interactive,Yes,Yes - a few times

41,21-30 years old,I prefer using the app for placing order for delivery and pick-up,Yes,,1-2 times,10 mins+,Browsing the recommendations list on the home page to make the selection;Going over the Menu to select the items for purchase;Tracking Delivery,Making payment,Ability to place pre-orders,,I didn't bother and stayed with default options,Yes,Realtime updates but not interactive,No,Yes - once or twice

42,21-30 years old,I prefer using the app for placing order for delivery and pick-up,No - I use a different App,DoorDash,N/A,10 mins+,Browsing the recommendations list on the home page to make the selection;Tracking Delivery,Going over the Menu to select the items for purchase;Making payment,N/A - I dont use Uber Eats,,N/A - I dont use Uber Eats,N/A,N/A - I dont use Uber Eats,N/A - I dont use Uber Eats,N/A

43,21-30 years old,I prefer calling the restaurant for delivery,Yes,NA,1-2 times,8-10 mins,Browsing the recommendations list on the home page to make the selection;Performing Search under the 'Browse' category;Going over the Menu to select the items for purchase;Making payment;Tracking Delivery,Tracking Delivery,Recommendations list;Ability to place pre-orders,NA,I didn't bother and stayed with default options,Yes,Realtime and interactive,No,Never

44,21-30 years old,I prefer using the app for placing order for delivery and pick-up,No - I use a different App,DoorDash,N/A,5-7 mins,Browsing the recommendations list on the home page to make the selection;Going over the Menu to select the items for purchase,Performing Search under the 'Browse' category;Tracking Delivery,N/A - I dont use Uber Eats,,N/A - I dont use Uber Eats,N/A,N/A - I dont use Uber Eats,N/A - I dont use Uber Eats,Yes - once or twice

45,21-30 years old,I prefer calling the restaurant for pick-up,No - I use a different App,DoorDash,N/A,2-4 mins,Going over the Menu to select the items for purchase,Making payment,N/A - I didnt know about these features,NA,N/A - I dont use Uber Eats,N/A,N/A - I dont use Uber Eats,N/A - I dont use Uber Eats,N/A

46,31-40 years old,I prefer using the app for placing order for delivery and pick-up,Yes,DD,11+ times,5-7 mins,Performing Search under the 'Browse' category,Browsing the recommendations list on the home page to make the selection,Recommendations list,,Yes,Yes,Periodic Updates and not realtime,Yes,Yes - once or twice

47,21-30 years old,I prefer using the app for placing order for delivery and pick-up,Yes,,9-10 times,5-7 mins,Going over the Menu to select the items for purchase;Tracking Delivery,Making payment,"Ability to place pre-orders;Place group orders;Order anywhere - hospitals, parks, offices",,Yes,Yes,Realtime and interactive,Yes,Yes - a few times

48,31-40 years old,I prefer using the app for placing order for delivery only,No - I use a different App,"Swiggy, Zomato",1-2 times,5-7 mins,Browsing the recommendations list on the home page to make the selection;Performing Search under the 'Browse' category,Going over the Menu to select the items for purchase;Making payment,Recommendations list;Ability to place pre-orders;Place group orders,,Yes,Yes,Periodic Updates and not realtime,Yes,Yes - once or twice

49,21-30 years old,I prefer calling the restaurant for pick-up,Yes,,9-10 times,8-10 mins,Browsing the recommendations list on the home page to make the selection,Performing Search under the 'Browse' category,Regular Updates for rewards and coupons,,Yes,Yes,Realtime updates but not interactive,Yes,Yes - once or twice

50,31-40 years old,I prefer using the app for placing order for delivery only,Yes,,5-6 times,2-4 mins,Going over the Menu to select the items for purchase,Performing Search under the 'Browse' category;Making payment;Tracking Delivery,"Recommendations list;Order anywhere - hospitals, parks, offices",,I didn't bother and stayed with default options,Yes,Periodic Updates and not realtime,Yes,Yes - once or twice

51,21-30 years old,I prefer using the app for placing order for delivery and pick-up,Yes,"Doordash, Grubhub",1-2 times,8-10 mins,Browsing the recommendations list on the home page to make the selection;Going over the Menu to select the items for purchase,Making payment;Tracking Delivery,Recommendations list,,I didn't bother and stayed with default options,Yes,Realtime updates but not interactive,Yes,Yes - once or twice

52,21-30 years old,I prefer calling the restaurant for pick-up,No - I use a different App,Seamless,1-2 times,5-7 mins,Going over the Menu to select the items for purchase;Tracking Delivery,Browsing the recommendations list on the home page to make the selection;Making payment,"Recommendations list;Place group orders;Order anywhere - hospitals, parks, offices",,I didn't bother and stayed with default options,Yes,Realtime updates but not interactive,No,Yes - a few times

53,21-30 years old,I prefer using the app for placing order for delivery and pick-up,No - I use a different App,,1-2 times,5-7 mins,Going over the Menu to select the items for purchase;Tracking Delivery,Performing Search under the 'Browse' category,"Order anywhere - hospitals, parks, offices",,Yes,Yes,Realtime and interactive,Yes,Yes - once or twice

54,21-30 years old,I prefer calling the restaurant for pick-up,Yes,,3-4 times,5-7 mins,Browsing the recommendations list on the home page to make the selection;Going over the Menu to select the items for purchase,Browsing the recommendations list on the home page to make the selection,Recommendations list;Ability to place pre-orders,,Yes,Yes,Realtime updates but not interactive,No,Yes - once or twice

55,21-30 years old,I prefer using the app for placing order for delivery and pick-up,Yes,,11+ times,5-7 mins,Browsing the recommendations list on the home page to make the selection;Going over the Menu to select the items for purchase,Browsing the recommendations list on the home page to make the selection;Going over the Menu to select the items for purchase,"Recommendations list;Order anywhere - hospitals, parks, offices;Regular Updates for rewards and coupons",,I didn't bother and stayed with default options,Yes,Realtime and interactive,Yes,Yes - a few times

56,41-50 years old,I prefer using the app for placing order for delivery and pick-up,Yes,,1-2 times,8-10 mins,Performing Search under the 'Browse' category;Going over the Menu to select the items for purchase,Making payment,Others,Communicate with others while ordering to see what others want tin other to order for multiple people on one order.,Yes,Yes,Periodic Updates and not realtime,Yes,Never

57,41-50 years old,I prefer using the app for placing order for delivery and pick-up,No - I use a different App,,5-6 times,5-7 mins,Browsing the recommendations list on the home page to make the selection,Going over the Menu to select the items for purchase,Place group orders,,I didn't bother and stayed with default options,No - It was tough as I had to add a lot of details and the screens were cumbersome,Realtime updates but not interactive,Yes,Yes - a few times

58,21-30 years old,I prefer calling the restaurant for pick-up,Yes,,1-2 times,8-10 mins,Browsing the recommendations list on the home page to make the selection;Going over the Menu to select the items for purchase,Making payment;Tracking Delivery,Recommendations list;Ability to place pre-orders,,I didn't bother and stayed with default options,Yes,Realtime and interactive,Yes,Yes - once or twice

59,31-40 years old,I prefer using the app for placing order for delivery and pick-up,Yes,,3-4 times,10 mins+,Browsing the recommendations list on the home page to make the selection;Going over the Menu to select the items for purchase,Tracking Delivery,"Ability to place pre-orders;Order anywhere - hospitals, parks, offices",,,I didn't bother and stayed with default options,Yes,Realtime and interactive,No,Yes - once or twice

60,21-30 years old,I prefer using the app for placing order for delivery and pick-up,No - I use a different App,Door dash,1-2 times,5-7 mins,Browsing the recommendations list on the home page to make the selection,Making payment,Recommendations list,,Yes,Yes,Periodic Updates and not realtime,Yes,Yes - once or twice

61,21-30 years old,I prefer using the app for placing order for delivery and pick-up,No - I use a different App,Seamless/Grubhub,1-2 times,8-10 mins,Browsing the recommendations list on the home page to make the selection,Making payment,Ability to place pre-orders,,I didn't bother and stayed with default options,Yes,N/A - I dont use Uber Eats,N/A - I dont use Uber Eats,Yes - a few times

62,31-40 years old,I prefer calling the restaurant for pick-up,Yes,Zomato,3-4 times,8-10 mins,Browsing the recommendations list on the home page to make the selection,Performing Search under the 'Browse' category,Recommendations list;Place group orders,,I didn't bother and stayed with default options,N/A,Periodic Updates and not realtime,No,Yes - a few times

63,21-30 years old,I prefer using the app for placing order for delivery and pick-up,Yes,,11+ times,5-7 mins,Browsing the recommendations list on the home page to make the selection;Going over the Menu to select the items for purchase,Making payment,"Order anywhere - hospitals, parks, offices",,Yes,Yes,Realtime updates but not interactive,Yes,Yes - multiple times

64,21-30 years old,I prefer using the app for placing order for delivery and pick-up,Yes,,11+ times,5-7 mins,Browsing the recommendations list on the home page to make the selection;Performing Search under the 'Browse' category;Going over the Menu to select the items for purchase,Making payment;Tracking Delivery,"Ability to place pre-orders;Order anywhere - hospitals, parks, offices",,,I didn't bother and stayed with default options,Yes,Realtime and interactive,Yes,Yes - a few times