

Group Project Part 3 Report

User Interface Prototypes

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Part 1: Horizontal Prototype (1 page)

Our design rationale outlines the process and decisions behind creating a horizontal prototype for integrating Siri with UberEats on the iPhone lock screen. The prototype aims to demonstrate the functionality of Siri accessing and displaying restaurants from UberEats, enabling users to view menus and place orders directly from the lock screen. Additionally, it showcases Siri's ability to suggest food or drink items via iPhone notifications, complete with estimated delivery times.

The horizontal prototype approach was chosen to provide stakeholders with a comprehensive overview of the proposed Siri and UberEats integration without implementing deeply into individual features. By presenting a broad spectrum of functionalities, the prototype allows for early feedback and validation of the overall concept, facilitating iterative development.

Central to the prototype is the seamless integration of Siri and UberEats on the iPhone lock screen. This integration allows users to access UberEats restaurant listings and menus directly from the lock screen interface, enhancing convenience and accessibility. By utilizing Siri's voice recognition capabilities, users can initiate restaurant searches and place orders hands-free, even when the device is locked. The prototype demonstrates Siri's collaboration with UberEats by showcasing its ability to retrieve and display restaurant information, including menus and available items. Users can interact with Siri to specify their preferences, such as cuisine type or dietary restrictions, and receive customization recommendations from UberEats.

This seamless integration streamlines the food ordering process and enhances the user experience by eliminating the need to navigate through multiple apps. In addition to lock screen integration, the prototype includes iPhone notifications powered by Siri, suggesting food or drink items based on user preferences and previous orders. These proactive suggestions enhance user engagement and encourage spontaneous purchases by presenting relevant offerings at opportune moments. Each notification includes estimated delivery times, providing users with valuable information to inform their purchasing decisions.

The horizontal prototype for Siri integration with UberEats on the iPhone lock screen represents a significant advancement in enhancing user convenience and accessibility in food ordering experiences. By providing users with a comprehensive overview of the proposed functionalities, the prototype facilitates early feedback and validation, paving the way for further refinement and development. Through seamless integration and proactive notifications, the prototype showcases the potential for Siri to revolutionize the way users interact with food delivery services, enhancing convenience and delighting users in the process.

Part 2: Vertical Prototype (1 page)

Design Rationale

Our prototype makes ordering food a breeze by combining Siri's brainpower with cool features you won't find in other apps. With easy chatting, smart suggestions, and the ability to customize your order, we're making food ordering more fun and convenient than ever.

Vertical Prototype Key Features

1. **Easy Talking with Siri:** We've made chatting with Siri about food super simple. No more robotic responses—just natural chat like you're talking to a friend.
2. **Smart Food Suggestions:** Our app doesn't just suggest any old thing. It uses super-smart tech to recommend meals you'll love based on what you've ordered before and what's popular nearby.
3. **Lots of Local Food:** We've teamed up with tons of local restaurants to give you a huge range of delicious options. Whether it's your favorite pizza joint or a new Thai spot, we've got you covered.
4. **Make It Your Way:** Want extra cheese on your burger or no onions on your salad? No problem! Our app lets you customize your order exactly how you like it.
5. **Know Where Your Food Is:** No more wondering when your food will arrive. Our app lets you track your delivery in real-time, so you'll know exactly when to expect your meal.

Areas for improvement

1. **Making Siri Even Smarter:** We're always working to make Siri even better at understanding what you want, so ordering food is even easier.
2. **Adding More Restaurants:** We're on a mission to partner with even more local eateries to give you even more choices.
3. **Fine-Tuning Recommendations:** We're constantly tweaking our recommendations to make sure they're spot-on, so you always get great meal ideas.

Review

Overall, we are satisfied with the prototype design and the workflow after making several time adjustments, as shown in our Figma draft before finalizing the Figma prototype. Most of the buttons displayed in the prototype are clickable and functioning well. However, there is one thing we wish to improve: showing the scrollable menu. Unfortunately, we found it challenging to implement, so we decided not to include that part. We are confident that our prototype is easy for users to understand and allows them to complete the given tasks.

Part 3: Cognitive Walkthrough (2 pages max)

Task 1

Users are going to order food using voice-based via Siri. Siri will show the restaurant around the users and users will select Pho 99, then order House Special Pho (with egg noodle and medium broth) and Grilled Chicken Banh Mi (with gluten-free bread and spicy mayo, sesame ginger sauces). All instructions can be done using voice based.

Steps

1. Ask Siri to show restaurant near you
2. Select your desired restaurant
3. Select any part of the menu row, except (+) button (to choose customization)
4. Select "Add to cart"
5. Repeat step 3 and 4 if you want to customized the order
6. Select (+) button from the picture menu if you want to select directly without customization
7. Select "View Cart" if you have select all your desired menu
8. Select "Continue to Checkout" after reviewing your order
9. Choose your preferred payment method
10. Complete check out by clicking on the popup's footer (ideally the user would double-click their power button to confirm the order but that's not possible in Figma)
11. Track the order's progress with the Live Activity

Issues

- Step 1: The list of restaurants could be more, half of the screen is not used.
- Step 3: There are 2 back buttons, one takes the user to the previous page and one takes users back to the restaurant selection, this can be confusing.
- Step 3: In the customization page, default values are not set. Fix would be to set default values when users enter the customization page.
- Step 9: It should have a checkmark beside the currently selected payment method, but only after the user selects a payment a check mark is added. Fix can be adding the checkmark of the current payment option displayed on the check out page.

Summary

The walkthrough is for power users, someone who multitasks, as they can now order food without having to physically interact with their device. Some issues that show up are the back buttons, they lack a consistency with how many and how they work, although this is not a major issue as Siri would know how to properly navigate the pages through voice commands. A more major issue is that default values are not set whenever doing any customizations or changes. Users are not able to know what they are changing from. Fixes for these issues could be to standardize all the back buttons and have defaults set whenever a user customizes any items.

Task 2

Siri learned from your ordering habits and suggested that you order these items from Starbucks Cornerstone:

- Double-Smoked Bacon, Cheddar & Egg Sandwich
- Matcha Crème Frappuccino

However, you only feel like ordering the latter at this time. Interact with the suggestion popup and order only the Matcha Crème Frappuccino.

Steps

1. Select “Order Now”
2. Select “Customize Order”
3. Deselect the first order item (click on the checkbox to deselect it)
4. Select “Continue to Checkout”
5. Choose your preferred payment method
6. Complete check out by clicking on the popup’s footer (ideally the user would double-click their power button to confirm the order but that’s not possible in Figma)
7. Track the order’s progress with the Live Activity

Issues

- Step 3: users can only deselect and from suggested items and cannot add new items. Fix by adding a new button for adding more items
- Step 3: there is no back button, to return to the previous page. Fix by adding a back button on the page.
- Step 3: The right arrow on the items, that leads to details and customizing the item, is not clear on its function. Fix by adding a descriptor so users know what it does.
- Step 5: After finishing customizing the order and in the payment, there is no way back if the users changes their mind or made a mistake. Fix by adding a back button to return the previous page.

Summary

The walkthrough is from the perspective of someone who orders food often and at a certain time that they are prompted by Siri to repeat the order. In this scenario they would like to order from the same place but change the order. The issues with the customization is the lack of a back button on several pages that users cannot return to the previous page, and there is a button whose function is not instantly clear. That button takes users to a new page that has nutrition facts and item customization. From the walkthrough, the major issues are in the navigation of the app, which can be fixed with added buttons to return and adding descriptors to ambiguous buttons.