

# Fountain

Purdue UX Experience Studio Spring 2020

## MEET THE TEAM



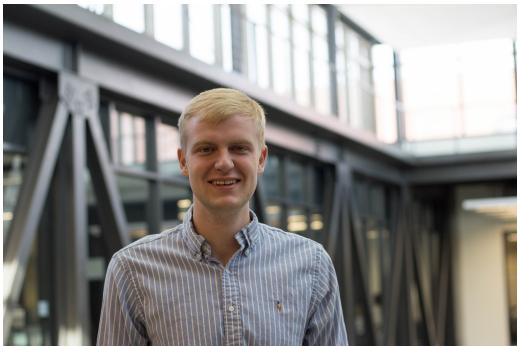
### Megan Ledford - Project Owner

Megan Ledford is a Senior majoring in User Experience Design with a minor in Organizational Leadership and a certificate in Entrepreneurship & Innovation. Her passions lie within project management and interaction design. Her ability to be detail-oriented while working enthusiastically with others, allows her to accomplish complex and challenging projects. She hopes to land a position with a small UX consulting firm after graduation in May 2020. In her free time, catch her reading a book, playing her guitar, or cooking! She can be reached by email at [mledfor@purdue.edu](mailto:mledfor@purdue.edu)



### Anna Ding - Co-Lead

Anna Ding is a junior at Purdue University studying UX Design. Her interests lie in Interaction and Interface Design with a focus in prototyping. UX has opened her eyes in noticing little details in design that change how fluidly an item functions. Due to her love of psychology and wish to further explore how people view the world around them and how they think, Anna has augmented her learning with psychology and communication classes and mixed aspects from both into her designs. During her free time, Anna can be found wandering the world of literature or sketching the world around her. You can contact Anna at [ding14@purdue.edu](mailto:ding14@purdue.edu).



### **Hunter Hollinger - Co-Lead**

Hunter Hollinger is a junior at Purdue University majoring in User Experience Design with a focus on visual and interaction design principles. He seeks to develop experiences that bring both impact and awe and wishes that his work influences users in memorable and positive ways.

Hunter brings a versatile set of communication skills with technical design abilities to match. He loves to work in teams and make friends of any and all teammates he can. His experience in the field comes in the form of a research-focused internship at Purdue University and has worked with two startups in critiquing and modifying mobile experiences. Hunter is going to be a design intern at Esri for summer 2020 and is learning even more in the meantime through further research and freelance work. Outside of his daily routine of going to class, you can find him at his campus residence spending time with his friends, working on personal passion projects, or enjoying a late-night gaming session. Hunter can be contacted at [hollingh@purdue.edu](mailto:hollingh@purdue.edu), his portfolio is located at [www.HunterHollinger.com](http://www.HunterHollinger.com), and is on LinkedIn at <https://www.linkedin.com/in/hphollinger/>.



### **Kyle Milne**

Kyle Milne is a senior at Purdue University studying UX design. Growing up, he always had a fascination for technology and a desire to learn. Over the course of his undergraduate degree, Kyle has demonstrated skills from software, to soft skills. He is a very driven person and very active on campus. This includes being on multiple IM teams, holding leadership positions, and attending philanthropy and community service events. He plans to work as an interaction designer at a fortune 500 company and later form his own startup. You can contact him at [Kmilne215@gmail.com](mailto:Kmilne215@gmail.com)  
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**Brein Gross**

Brein Gross is a sophomore at Purdue University currently pursuing a degree in User Experience Design with a minor in Psychology. She found her way to the UX program while searching for a way to combine her creative artistic and aesthetic sides in a way that fits into 21st Century life. She is passionate about music, believing it to be a universal unifier, and plans to one day integrate this passion into her work. In her spare time, Brein can be found around campus and beyond performing with the Purduettes, a highly prestigious female music ensemble. Through this organization, she practices valuable skills such as adaptability, respectful communication, and leadership. She can be reached via email at [gross85@purdue.edu](mailto:gross85@purdue.edu).

**Evan Burr**

Evan Burr is a freshman at Purdue University pursuing a degree in User Experience Design with a minor in Management. He has earned multiple top-three finishes in startup competitions in conjunction with Google for Startups. His entrepreneurship interest has led him to create multiple small businesses across countless market places. Evan is competent in multiple Adobe Programs, is passionate about graphic design for the music industry, and has past experience running multiple social media accounts for social events and clubs. Evan hopes to pursue a career in the business side of the industry. He can be reached at [burre@purdue.edu](mailto:burre@purdue.edu).

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Katherine Barrientos Moreno is a freshman at Purdue University. She is majoring in UX Design and minoring in psychology. In her high school years, she took several computer science courses and computer graphic classes which inspired her to pursue a career in technology and design. On-campus, she is involved with the Women in Technology (WiT) Club, as well as the WiT learning community and the UX Club. She aspires to work in the UX field in the future and hopes to gain experience through internships. Outside of class, she enjoys photography, journaling, graphic design, and iced coffee. She can be contacted at [barrienk@purdue.edu](mailto:barrienk@purdue.edu).

**Raghav Mandadi**

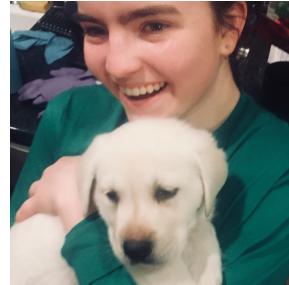
Raghav Mandadi is a current freshman at Purdue University, pursuing a BS degree in User Experience Design, with a minor in Psychology and Organizational Leadership. From a family with a background of all engineers, Raghav found passion in trying to understand people and applying it to design. In his free time, Raghav loves to hike in his hometown of Seattle, play a multitude of instruments, and travel across the world. Raghav is motivated to learn more about human-computer interaction, leadership, entrepreneurship, and business in his time as a student and beyond. He can be reached at [rmandadi@purdue.edu](mailto:rmandadi@purdue.edu).

**Sarah Deak**

Sarah Deak is a freshman majoring in User Experience Design at Purdue University with minors in Psychology and Forensic Sciences, as well as a certificate in Collaborative Leadership. Sarah was drawn to User Experience Design as a combination of psychology and technology. Some of her passions include music, animals, and criminology. She intends to develop specialized skills in research, visual design, and project management. With her interests in mind, she strives to go out in the world and make a difference in the lives of many. To connect with her, feel free to contact [deaks@purdue.edu](mailto:deaks@purdue.edu) or <https://www.linkedin.com/in/sarah-deak-31a407199/>.

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## Advisors



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Richard Pasquier

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## PROJECT OVERVIEW

With the development of technology, more and more businesses are adopting methods to communicate with their customers through branding and online interactions. Although there are platforms such as Grubhub, these platforms emphasize their own brand rather than that of their clients. Fountain has asked the team to develop the skeleton of a marketplace for the web that lowers the barrier of entry to an online platform for brick-and-mortar businesses. **This platform will emphasize the agency of businesses to promote their own brand and personality through product and delivery services.**

### About Fountain

Fountain is an all-purpose digital agency focusing on helping retail businesses establish or improve their digital footprint. Fountain is a local startup headed by our sponsor, Richard. The company's current focus is on developing a website template skeleton to utilize in the future in providing businesses a cheaper, on brand alternative to developing their own website.

## GOALS

1. Design, prototype, and test a web template including multiple screen designs for both computer and phone screens.
2. Keep flexibility in mind. We need our template to be adaptable and easily changeable to any business's style and brand.
3. We will lower the barrier of entry for restaurants without an existing online presence looking to increase their presence while staying true to their branding and identity. Our template will be a cheaper, faster, and more convenient alternative to hiring developers or creating one's own site.

# TIMELINE

## Sprint 1

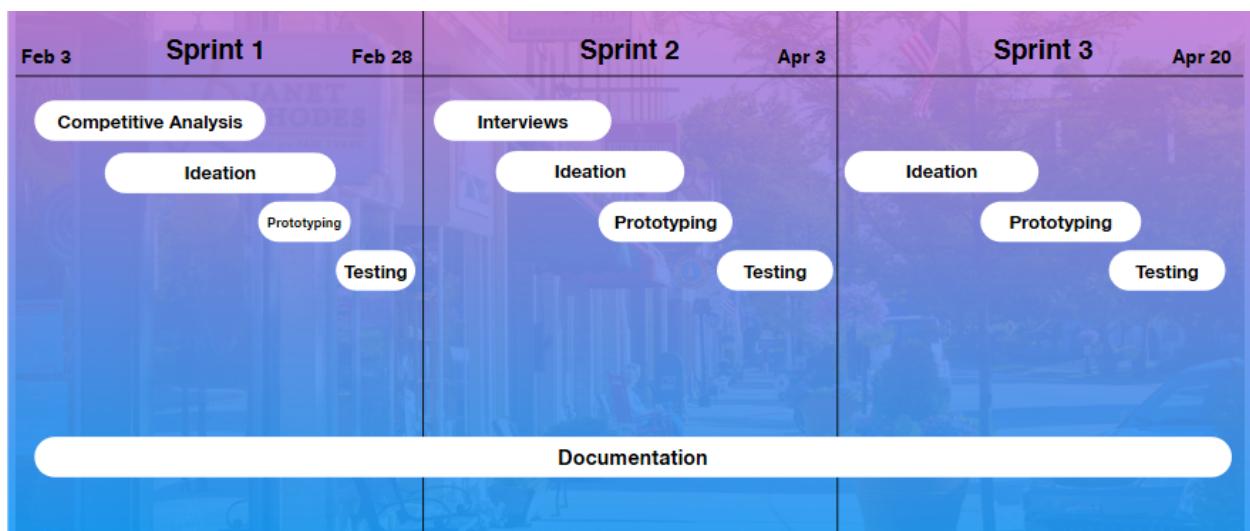
Our first sprint will get our project off the ground. We will be starting off with a **competitive analysis** of our possible competitors, mixing **sketching** in with our **research** fresh in mind. We will then take our ideation and move forward with a **prototype** and an established goal, **testing** said prototype for feedback and critique of our ideas.

## Sprint 2

The second sprint in our process will be closely aligned in structure with our first. The second sprint will feature an **interview study** with **ideation** during and after the study. We will again follow the ideation up with **prototyping** and **testing**. We will also be creating **multiple iterations of the website flow map** within this sprint and handing off the final version at the end of this sprint.

## Sprint 3

Finally, our third sprint will be very design-oriented. We will begin with **ideation** and move into our final stage of **prototyping**. We plan on **testing** these prototypes pretty heavily and **iterate** based on our feedback.



This is what our original iteration of our process looked like. As you read on, our process has changed a little since establishing this. Our interview study was moved to our first sprint, and in

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our third sprint we did not perform any testing, but rather we performed an evaluation of our designs from the perspective of each of our stakeholders.

## DELIVERABLES

1. Research Reports
  - a. Competitive analysis: A compilation of our takeaways from research into Fountain's potential competitors.
  - b. Interview study: A conversation with local business owners regarding their experiences and expectations with third-party and independent delivery services.
2. Experience map: A visual representation of our prototype from the viewpoint of a customer ordering online.
3. Web mockups: Design mockups and an interactive prototype to hand off to our sponsor for coding.
4. Transition documentation along with a final presentation to handoff at the end of the project period.

## SPRINT 1

Our first sprint was designed to begin the project through establishing a foundation of primary and secondary research with lots of ideation in-between. Our research and ideation led to the creation of our prototype and desirability testing. Our goal for the testing was to see what users of existing delivery services like and don't like about our ideas, and we had them map out their ideal ordering process.

### Secondary Research (Competitive Analysis)

#### Goal

To get a better understanding regarding what design features go into an online delivery service.  
To analyze certain features that strengthen or hurt the customer journey.

#### Process

We had each member pick a food ordering service, whether it was from the company itself or a 3rd party service. These companies included: Panda Express, Insomnia Cookies, Jimmy Johns, Panera, Papa Johns, GrubHub, DoorDash, Uber Eats, and Burger King.

To standardize this process, we listed out certain pages and features of the user journey to analyze.

- Homepage: To find out what elements the homepage encases. Observe what the information architecture is like on this page.
- Ordering Page:
- Selecting Location: Find out in what part of the ordering process, does the user select their location.
- Checkout: To analyze how the order review page is structured and formatted. What kind of information is displayed and how are they changeable?
- Interactions: To understand what type of interactions food delivery services might incorporate into their designs.
- Brand Styling
- The strongest & weakest features on the site

## Site: Panda Express

The ordering site is extremely optimized to one function: a menu display. It is the only thing on the entire screen.

<https://orders.pandarexpress.com/byo/143/7526/1>

## Site: Panera Bread

This site shows a clean and pleasing landing page. The site feels calm and inviting and includes a call to action as the first thing you see.

## Site:UberEats

This site gave us a good example of a side cart feature. The small box is non intrusive, and gives helpful information while shopping without distracting the shopper with flashy images or too much information.

**From McDonald's® (605 STADIUM AVE)**  
**Arriving in 20–30 min**  
**341 Northwestern Ave**

Subtotal • 1 item	\$10.29
Delivery Fee ⓘ	\$4.49
Taxes	\$1.03
<b>Total</b>	<b>\$15.81</b>

**Place Order**

Have a promo code?  
Sign in to apply promos.

## Site: GrubHub

Along with another example of menu display, GubHub showed us an interesting way to display the entire menu navigation. This allowed for quick access to other parts of the menu, while lessening scrolling.

**GRUBHUB** 1015 W Stadium Ave ▾ Q Pizza, sushi, chinese

**Filters** Clear all

**Restaurants** Catering

**Delivery** Pickup Deliver my food - Today, ASAP

**Feature**

- Grubhub+ (11)
- New (4)
- Order Tracking (18)
- Open Now [11:15pm] (18)

**Rating**

**Price**

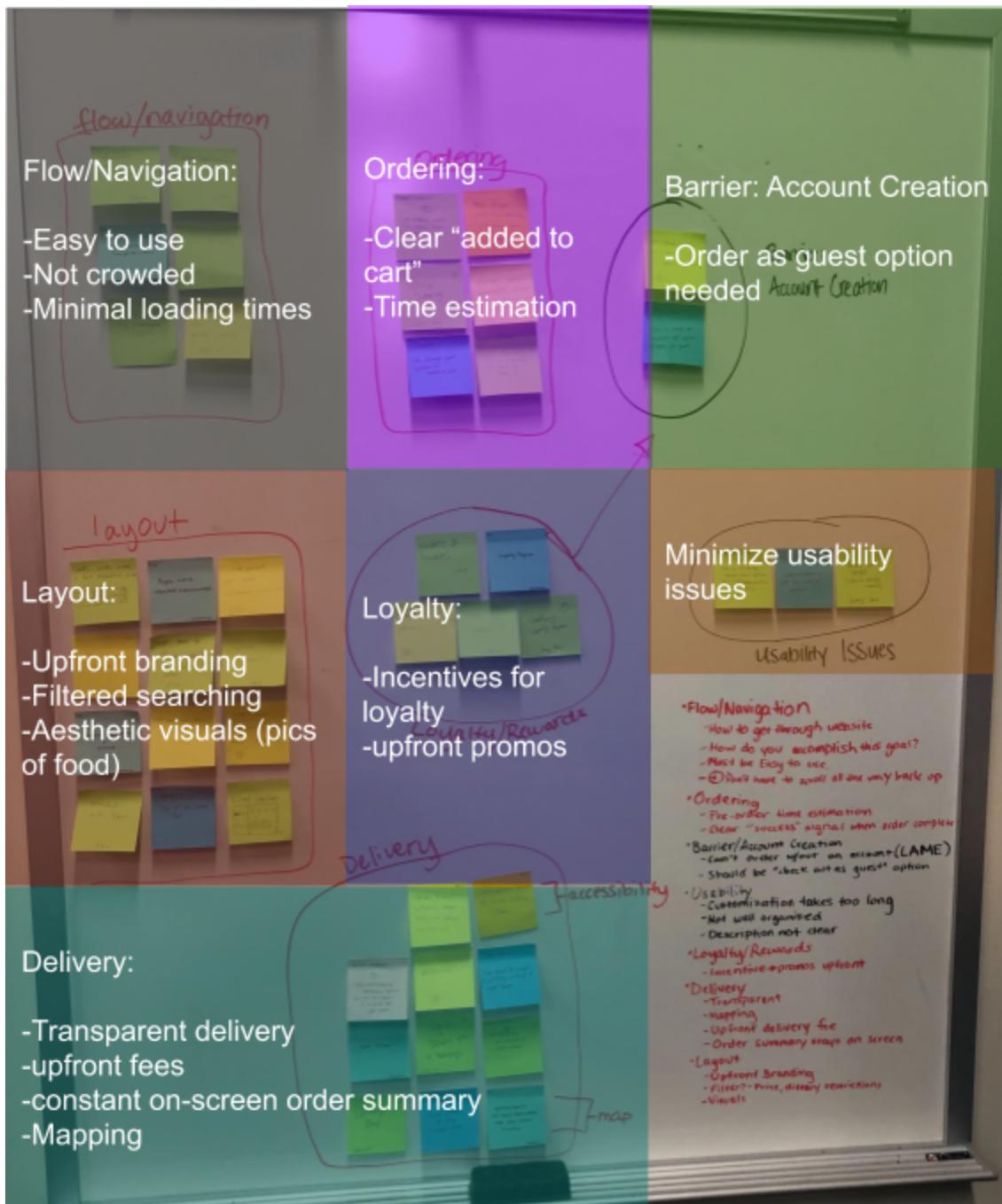
**Delivery time**

**Any time**

**Most popular near you** 12 Restaurants

All cuisines

Category	Restaurant Name	Rating	Price	Delivery Time
Sandwiches	Rice Cafe	★★★★★	\$\$\$\$\$	\$0 minimum
Hamburgers	AJ's Burgers. Beef. Beer	★★★★★	\$\$\$\$\$	\$0 minimum
American	Papa John's - Purdue West	★★★★★	\$\$\$\$\$	\$12 minimum
Mexican				
Vegetarian				
Wings				
Salads				
Pizza				



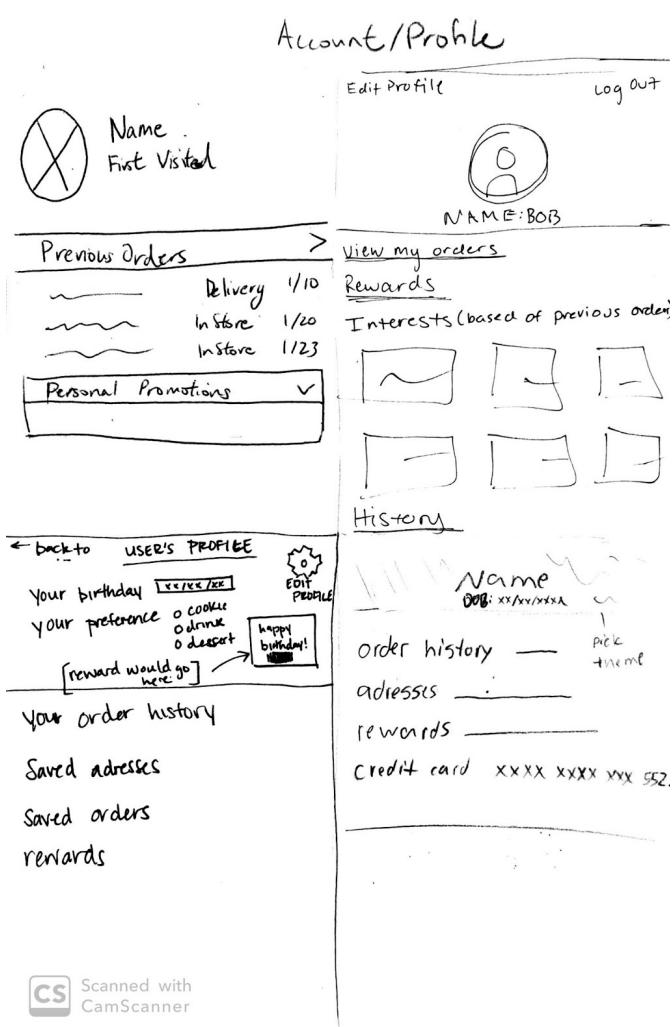
## Initial Ideation

### Carousel Sketching

To help facilitate our process, we had six categories titles to focus our sketch on (Customizing Order, Location, Account/Profile, Menu, Personalizing the Experience, and Flow/Navigation). Each person had that category to sketch for five minutes before passing the paper to the next person. In the end we ended up with 34 separate sketches. After the group sketching session, our group discussed overlaps within ideas and sketches that we wish to take forward into further rounds of ideation and testing.

#### Account/Profile

This category is in place to create a more personal element to the whole delivery process. This category requires users to put in personal information so an account can be created and so the user can receive special deals.

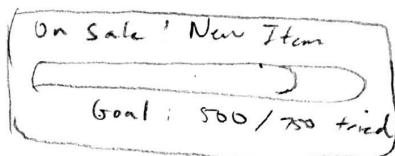


Within this category of sketches, we focused on how to keep customers loyal and coming back along with customization. With this focus, our sketches contain ideation on what exactly should be displayed within the profile screen.

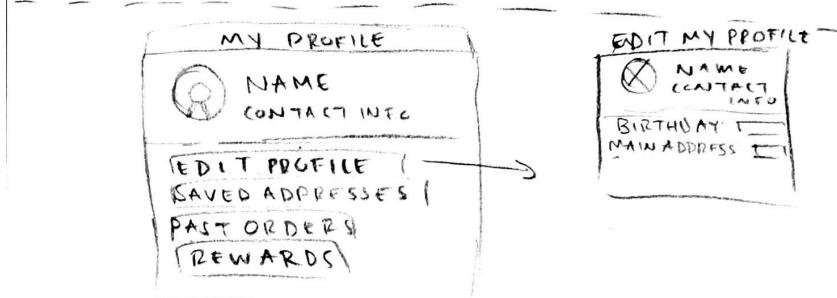
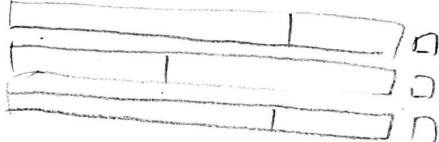
A few ideas that overlapped in our separate sketches were to customize the experience with rewards to draw more interest and repeated purchases.

- Profile items
- favorite items
  - Allergies
  - Notifications
  - Coupons
  - Recommendations

Interaction with certain items?



Vote best meal:



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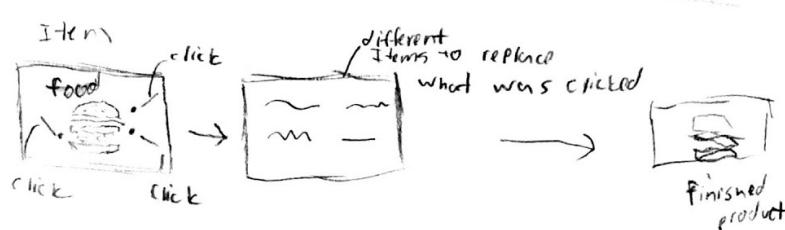
Another item we wished to include is allergies which would portray a mindful attitude for the restaurant towards the customer.

## Customizing Order

The order customization page is important to a wide variety of restaurants. This feature allows customers to make special changes to their order. This feature is vital to restaurants that have a setup similar to someone like Chipotle that allows a wide range of options to the customer.



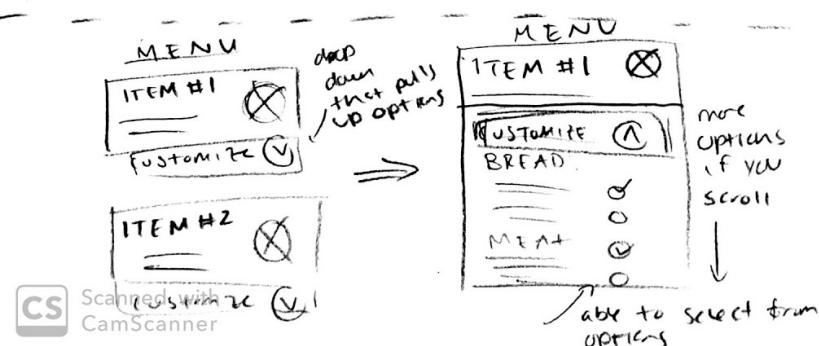
For this section, our group took inspiration from multiple ordering platforms to ideate on what potential format there could be for customizing orders.



We created ideas where items could be checked on or off a premade meal.



We also ideated on methods to help easy navigation and organization such as navigation bars and drop downs.



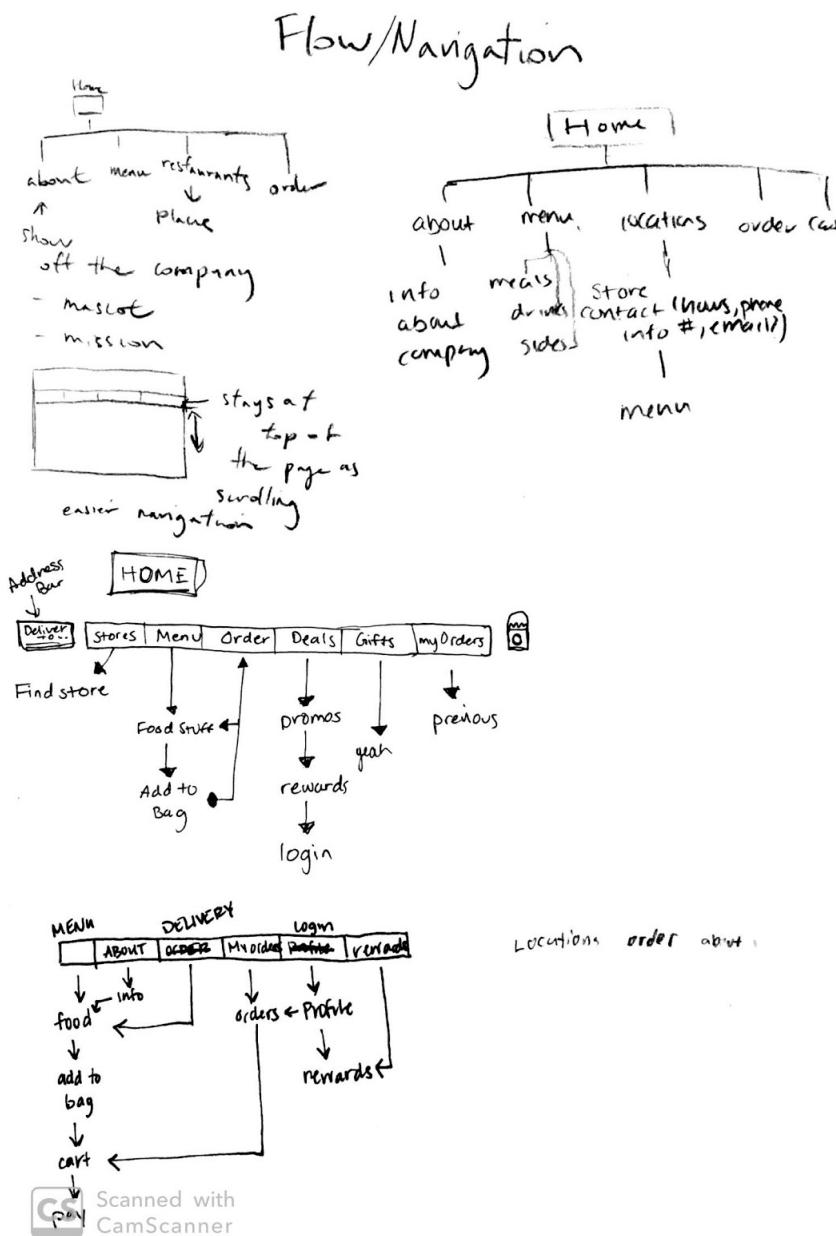
We thought about how items could be easily added and deleted from the order list and how the order should be easily accessed and skimmed.



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## Flow/Navigation

The flow and navigation category is one that is similar to a lot of other websites. The goal of our navigation is to get the customer to the check out button in as few steps as possible. At the same time we want to make the flow very intuitive so that the user does not get confused and discouraged.



Our sketches from this category helped our group organize what the end goals of a customer's order are as well as the process of reaching that end goal.

We found that within our sketches, there are as a result, multiple methods going to the same page of finish orders, showcasing the goal of the webpage.

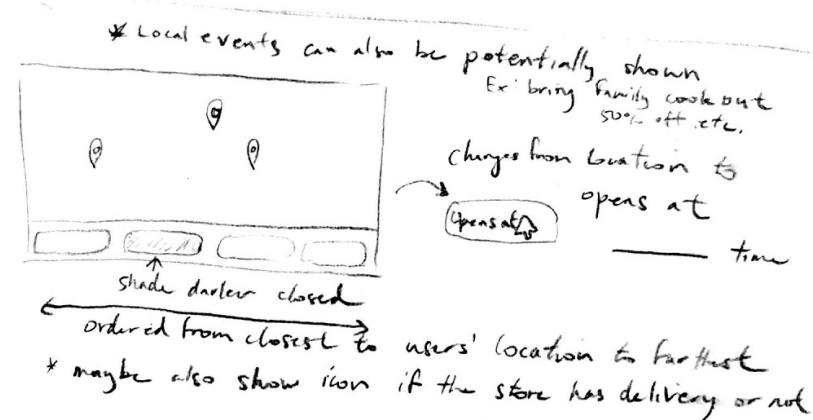
While discussing the variations, our group decided to go with the simplest layout which would allow for the customer to finish their delivery order simply and fast.

## Location

When we began ideation for location services we thought it was going to be a low priority for us because we are mainly working with small businesses. When we interviewed the owner of Christos (a local breakfast restaurant) we learned that he has two locations under the same name so we decided to include the Location services section. This would be useful if the customer was out of town and wanted to order food from their favorite restaurant just in another location.



One thing brought up by Richard was how each local restaurant may have their own special display to showcase their local speciality or history.



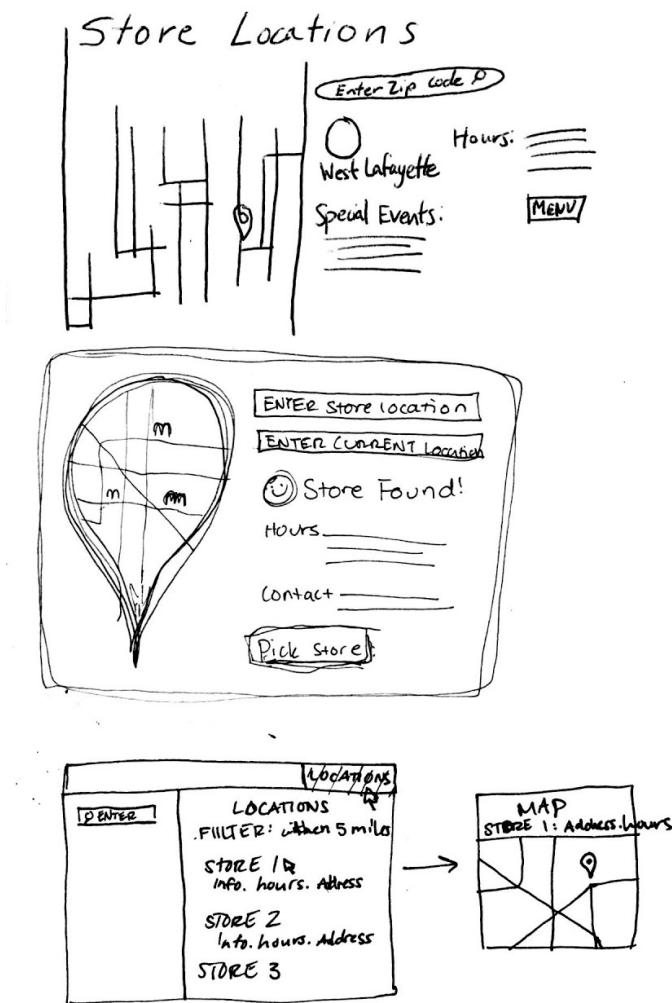
Our group also ideated on how multiple store locations can be easily seen and chosen.



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Our group ended up with multiple versions of locations with different placement upon the webpage.

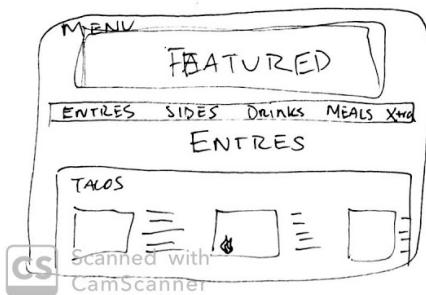
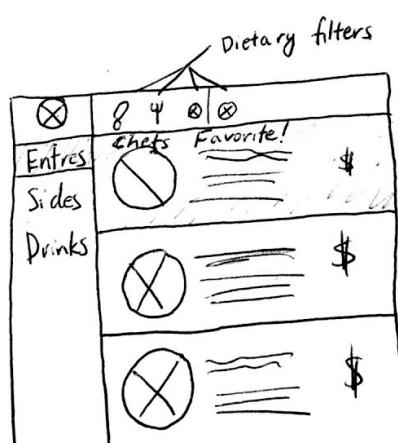
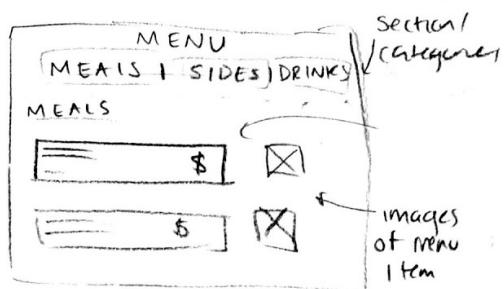
We have variations that come up before ordering your food or at the end of the ordering process. This was an aspect we wished to test further in the project.



## Menu

The content of our menu page is a way the consumer can browse all the options then pick what they want to order. Many small businesses have menus already online but this would be a way to formalize their online presence. The Customer would enter the website and have the option to browse the menu or place an order right away. Adding this menu as its own page makes it really easy for a new customer to decide on what they want.

### Menu

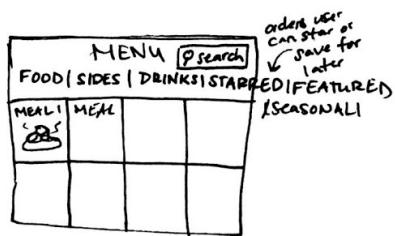


For our menu sketches, we mainly focused on how we wanted our items displayed.

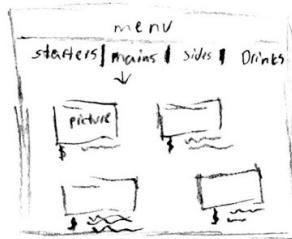
For example this sketch focuses on allowing the restaurant to give their own speal about the dish.

We also had a different design of only one item per row versus multiple items within the same row.

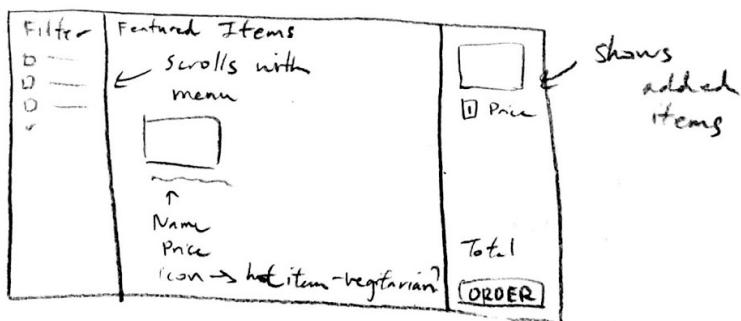
We created variations in navigation bar placements and experimented in general layout options.



We also wished to ideate on how the customer can find a item, from searching it to utilizing tabs.



Good filter & organizing system



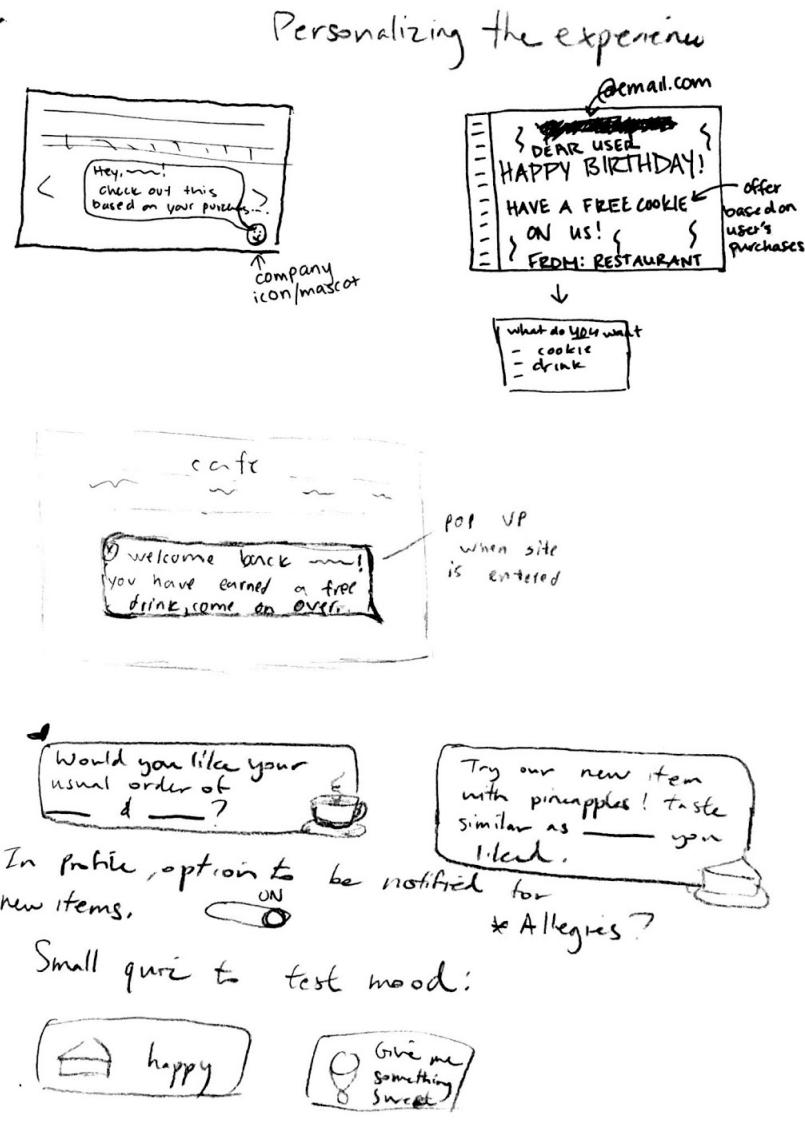
We also experimented on how to display an ongoing list of what items the customer had already selected.



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## Personalizing the Experience

For us making the experience more personal was a very important factor. We wanted to make the customer feel valued so they keep returning to the restaurant, creating future business.

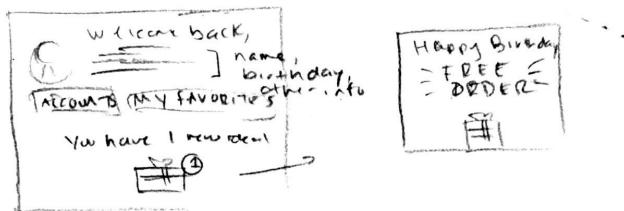


One idea we created was wish the customer a happy birthday and offer a free drink/item if they come visit.

Another idea is to customize a recommendation from prior likes of the customer. Example if they like pumpkin spice, recommend a new drink with pumpkin spice.

Another idea was to recommend an item based on the customer's mood on that day.

## PERSONALIZING THE EXPERIENCE



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A few other ideas are around the customer creating their list of favorite food or creating a quick check out selection that they can easily buy each visit.

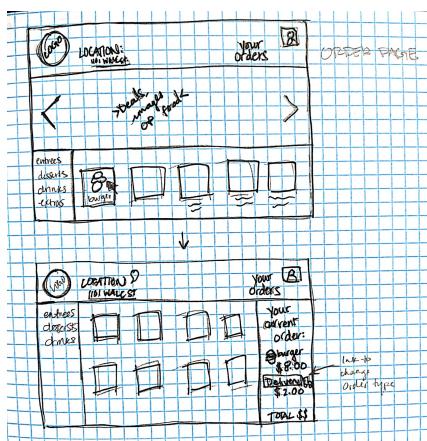
## Individual Sketching

### Goal:

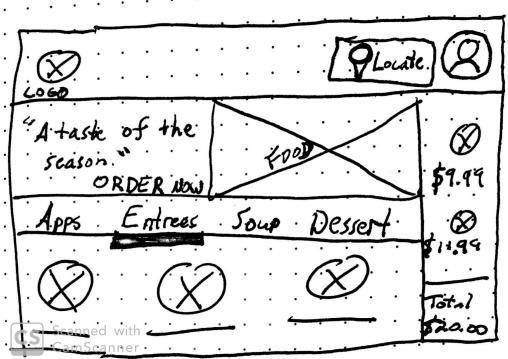
Use the different features identified in our carousel sketching to create sketches of the main page of our ordering website.

### Process:

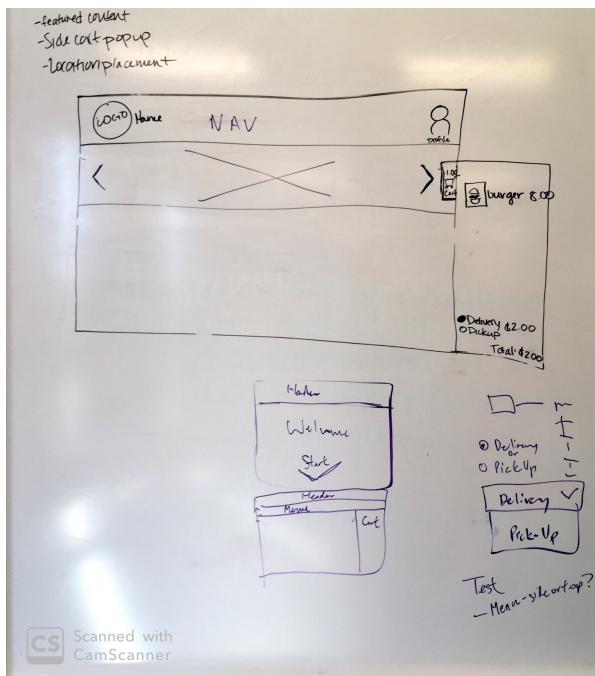
We had five minutes of individual sketch time where we could implement any new ideas, or reiterate already existing ideas.



This sketch shows the features of an expanded menu. Many of the businesses we studied during our competitive analysis had this kind of layout, and we later found out during testing, that this kind of layout was preferred by most users.



The second feature we took away from individual sketching was the side cart option. After studying Amazon's website, this feature was one that we all really liked. It would allow the user to constantly be aware of what they're putting in their cart, contributing to ordering transparency.



This final sketch emphasized the “hot items” or promotional feature of the webpage. This feature is geared towards our business stakeholders. This feature will be talked about more in the testing section.

## Primary Research (Interview Study)

[Appendix: Protocol link](#)

We wanted to learn about business owners expectations firsthand. We reached out to several businesses in the area, and have so far interviewed three local restaurants (Cafe Literato, Mad Mushroom, and AJ's Burgers and Beef).

We interviewed two businesses owners and one veteran delivery driver. Our first interview was with one of the co-founders of AJ's and our third interview was with the owner of several restaurants in the area (Christo's, Cafe Literato, Red Seven, The Bryant). Our second interview was with a delivery driver of 18 years working for both AJ's and MadMushroom.

### Goals & Questions to Answer

- Find out what delivery services can improve on
- What are their **struggles?** (marketing, using the delivery app)
- Why do/don't they use GrubHub like services? (pros and cons)
  - **What do they want** to get out of a delivery service/marketing website?
- What do they wish to convey with their branding?
  - What is important to them when they think of their brand and how they present themselves?

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We wanted to take a look into how business owners really felt about third-party services and the effects that these services had on their business as well as how customers perceived the businesses they were ordering from.

### Takeaways

- **Businesses would rather have their own delivery service to have more control, their delivery style needs to work with the food that they have.**
  - Fries can go cold quickly, buns can get soggy, etc.
- Businesses want to make sure the driver to customer interaction is controlled as much as possible with their own employees
- Third-party companies diminish the image of the brand and don't value customer service.
  - The businesses wanted to be valued (exclusive rather than having their restaurant displayed with multiple other similar restaurants)
  - Put great emphasis on there having accountability (the delivery services)
- Businesses want a deal that is beneficial to them
  - They would rather have a flat fee than charge per customer
- **Certain barriers to entry exist for independent delivery services (insurance, staffing, technology)**
- **Business managers do not have the time or the technical skills to edit and maintain their own ordering site**

These takeaways were focused more on verifying the project's scope rather than identifying particular features or ideas for our design. Richard's idea was good, but we wanted to verify that the needs he presented to us were indeed in line with our users actual needs. Our study helped us understand the point of view that restaurant owners had when it came to existing solutions and helped the team frame the project more securely on the needs of our users.

## Team Whiteboard Sketching

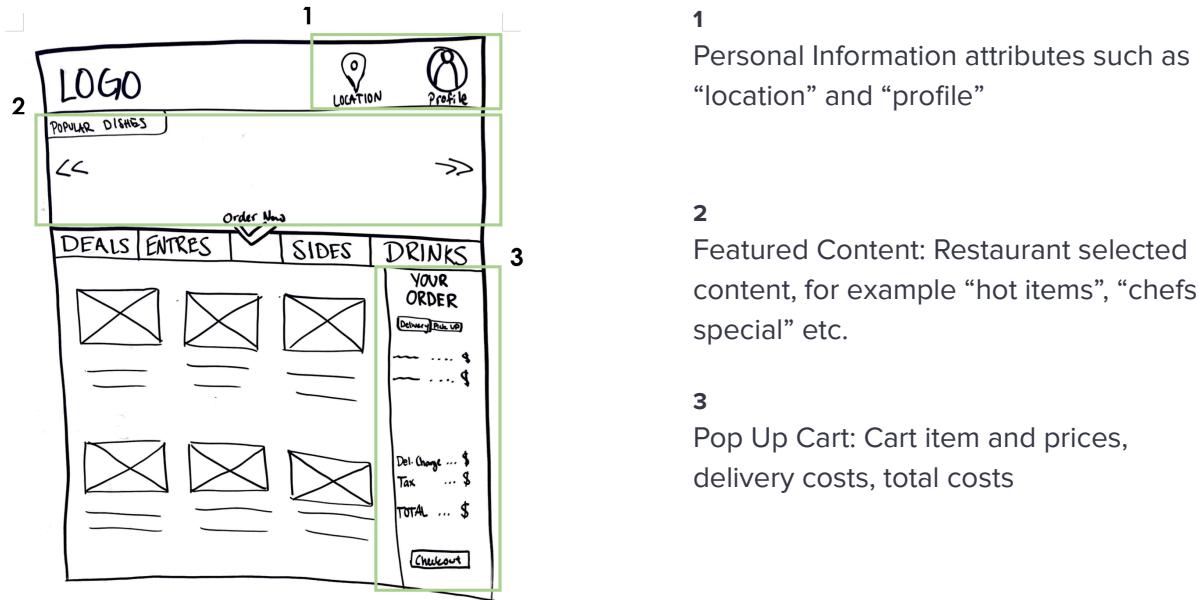
### Goal

To collaboratively ideate ideas and features into one drawing based on our research and previous individual sketches. We decided to first do this by creating a homepage for our ordering service.

### Process

As a team we all went up to the whiteboard and shared our insights and ideas for what the structure of the website may look like as well as what features the site might include. We then

openly discussed our thoughts on the features we sketched and added onto the whiteboard. If we all felt the sketch idea would add to the experience of ordering food, we kept that feature and continued adding on to it.



## Takeaways

1. Personal Information attributes were placed at the top of the screen. We chose this location for these elements because it was familiar to users.
2. We added a featured content section, where a restaurant can choose to display custom featured content that they want to present to a customer. It presents more personalized branding and can drive sales.
3. To create transparency, we added a pop up sidebar. This side bar displays primarily cart information. Taking inspiration from Amazon's pop up cart system, items that the user adds to buy will pop up here, as well as their cost, and if applicable, charges such as delivery fee. It is an interactive sidebar that will popup when an item is added, then it will move away, but can be recalled at any time.

## Desirability Testing with Delivery Service Users

[Appendix: Protocol link](#) - Our desirability testing consisted of testing 5 college aged students who regularly use ordering websites, and asked them to rank our current designs in order of their own

desirability to order food from these websites, and then asked them to create their own from memory.

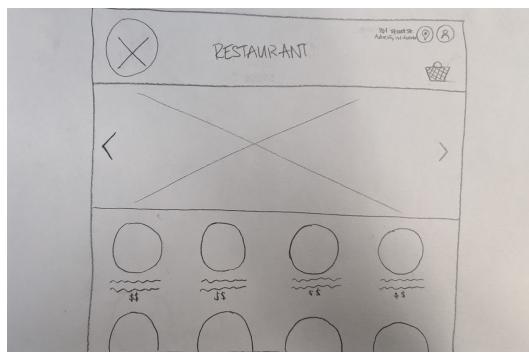
## Goals

- To get a better understanding of user preferences for ordering delivery
- To recognize users' preconception on what a food ordering website

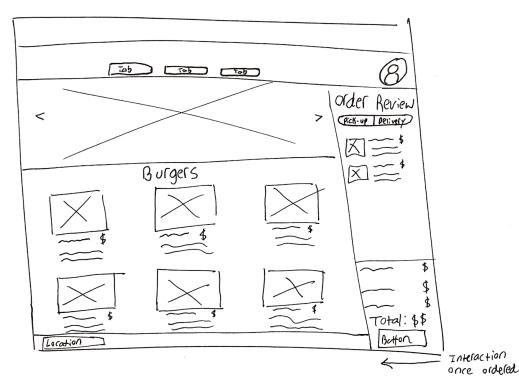
## Sketches

Our group created five separate sketches that contained variations in design elements that we identified as desirable during our carousel and whiteboard sketches. Each sketch has variation in elements such as navigation, side cart, item presentation, and content promotion.

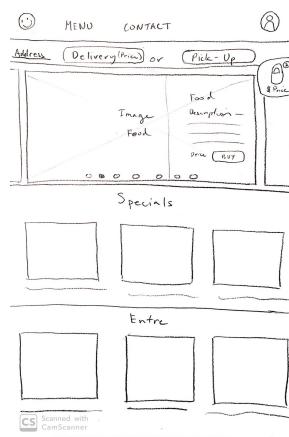
Sketch #1



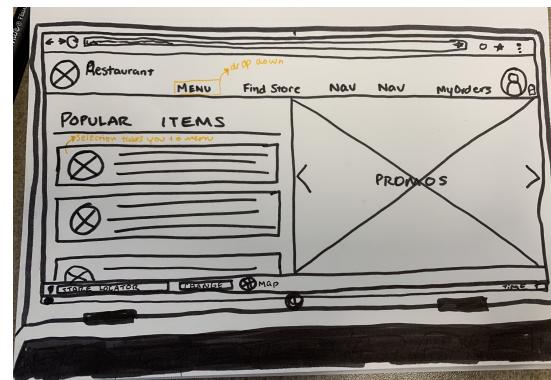
Sketch #2



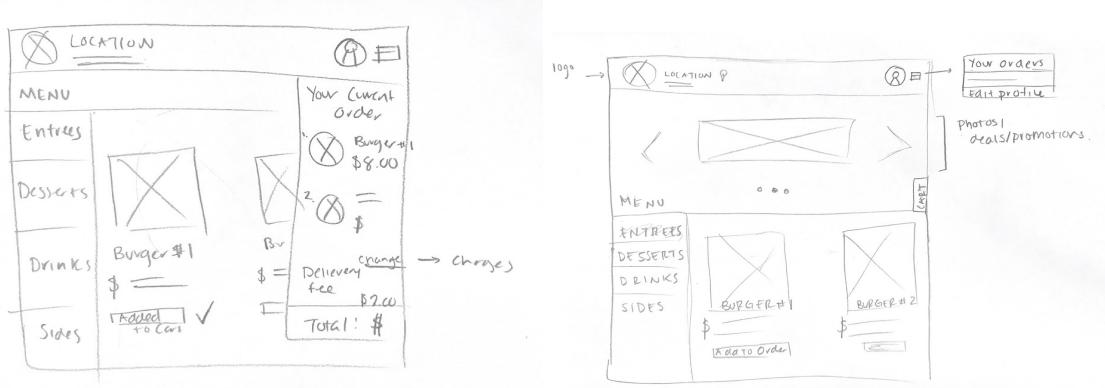
Sketch #3



Sketch #4



Sketch #5



## Takeaways

- All of the participants preferred either sketch #2 or sketch #5
- People have different mental processes of what an ordering customer journey consists of. Simplicity seemed to be a trend in these drawings.
- The cart idea is good and resonates with users, but there were questions revolving around its interaction features (if it is always shown or temporarily shown).
- The location placement within the layout mattered to some participants (who preferred it to be up at the top) while others did not have a particular preference.
- Users seemed to enjoy the feature/promo section to an extent but did not think that it should take precedence over the menu itself.
- The majority of people preferred the menu to be broken down into easily accessible sections instead of a drop down or separate page. They also preferred it to be upfront and visible right away.
- One person noted that they like the my order button (to quickly order past orders on their profile). This may be something we take through a further ideation process.

## SPRINT 2

### Contextual Inquiry

[Appendix: protocol link](#)

#### Goals:

- Obtain a better understanding on how users navigate through current online delivery services

- Understand pain points within ordering online. This would help us identify certain paths to pursue to help us move forward in prototyping.
- Identify key features and interactions that enhance the users overall experience on these current services and ones that potentially harms their experience.

### **Process:**

As a team we decided to conduct scenario testing on Grubhub and Doordash. The two most popular and widely used delivery services used today. Within these 2 scenarios we wanted to make the tasks less straightforward and provide unique problems to analyze how users reacted and how they went about solving these problems. These tasks included editing meals that were already added to the cart and customizing certain food items. After the participant went through the 2 scenarios, we asked them a couple of questions regarding what experience they preferred more (Scenario 1: DoorDash or Scenario 2: Grubhub).

### **Takeaways:**

After three rounds of inquiries, our main takeaways were:

- Preferred menu search bar
- Minimal scrolling
- Options to sign in to an account

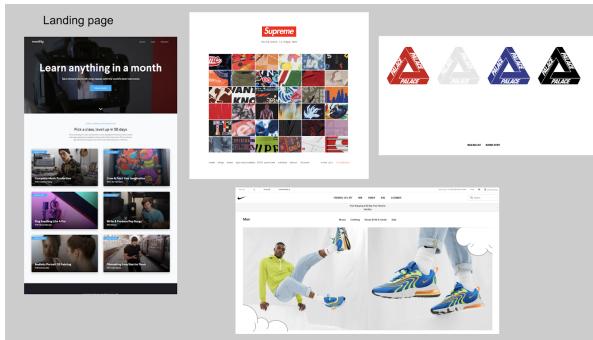
All of our testers wanted a menu search bar to help them navigate the website. We learned that this was mainly because they wanted to **minimize scrolling while avoiding having to click into a new page**. Minimizing scrolling effort also came up during meal customization tasks. We're taking this fact into consideration, but it's also **important to realize that businesses like it when customers have to scroll through a lot of content because it maximizes exposure**. This business/consumer conflict is also prevalent when it comes to making an account. **Customers don't want to have to sign in or create an account in order to place an order, but this is a major marketing move for businesses**. All of these aspects are important to consider as we design, we used them when creating our Figma.

## **Mood Board**

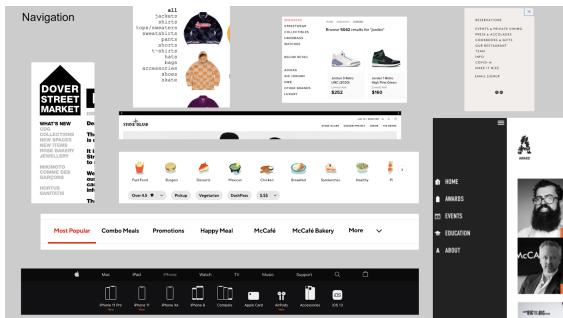
[Click here to see our mood board!](#)

We created a mood board so we could compile a document with **design inspiration** for future iterations of our website template. Our mood board was broken down into seven main sections: Landing Page, Side Cart, Menu Display, Navigation, Customization, Location and content display. These **specific sections** were chosen based on our competitive analysis, Desirability Testing and

Affinity Diagrams. We sourced images from many different kinds of retail and food oriented businesses so we could get a **wide range of inspiration**. Once our mood board was completed we pasted the images into Figma so we could **reference them quickly** when we are creating prototypes. Down below are a few examples of our Mood Board.



This is the Landing Page slide from our Mood Board. We added the landing pages from different brands such as Nike and Supreme to get inspiration from all across the internet and not just delivery related brands.



This is the navigation slide from our Mood Board. Navigation is one of the most essential elements of any website so we wanted to get a wide variety of inspiration from multiple different industry websites such as clothing or electronics.

## Figma Prototyping

For our figma, our group decided to organize our ideation into the seven categories that we've established prior for our mood board: location, customization, side cart, content display, menu display, navigation, and landing page. While ideating, we added our mood boards into figma and utilized our prior research to guide our designs. During this prototyping session our focus was on the functionality and not aesthetics of our designs.

### Customization

Our experience map done later proved customization was crucial to the experience of ordering online delivery. This meant customers need ample and simple food customization screens.

Meal		Price \$\$			X
Main	Side	Drink	Allegies	Dressing	
<b>Sides</b>					
<input type="radio"/>	Fruit Bowl		-\$0.00		
<input type="radio"/>	Salad		+\$0.00		
<input type="radio"/>	Vegitable Soup		+\$0.50		
<input type="radio"/>	Hashbrowns		+\$0.00		
<b>ADD ITEM</b>		<b>Total: \$\$</b>			

For food customization, our group wished to have an intuitive design for customers to utilize in customizing their order.

To do so, we designed methods of organization so that customers would not have to scroll through lines of options.

This first design utilizes a tab system.

**Buttermilk Pancakes**      Price \$\$      X

Allegies	None	▼
Size	Large	▼
Sides		^
<input type="radio"/> Fruit Bowl	+\$0.00	
<input type="radio"/> Salad	+\$0.00	
<input type="radio"/> Vegetable Soup	+\$0.50	
<input type="radio"/> Hashbrowns	+\$0.00	

**ADD ITEM**      **Total: \$\$**

This second design has a drop down. The tabs above will also indicate the choices selected on prior tabs.

The price added for each choice is also clearly listed to the side of the item.

**EXTRAS**      **ALLERGENS**

**Add Ons:**  
 Extra Butter     Extra Stuff

**Syrup and Jams:**  
 Maple Syrup     Strawberry Syrup     Blueberry Syrup  
 Strawberry Jam     Blueberry Jam



<b>Buttermilk Pancakes</b>	\$5.00
No Gluten	\$0.00
Extra Butter	\$0.10
<hr/>	
	\$5.10
Quantity: <input type="button" value="▼"/> <input type="button" value="1"/> <input type="button" value="^"/>	
<b>Add Item</b>	

The add item button includes an easy to see total.

This third design showcases a tag system. Customization options can easily be entered and then deleted.

**Customize Buttermilk Pancakes**

Includes:

<input checked="" type="checkbox"/> Syrup	Regular	v
<input checked="" type="checkbox"/> Butter	Regular	v
	Regular	
	Light	
	Extra (+\$0.10)	



**Buttermilk Pancakes \$5.00**

No Gluten	\$0.00
Extra Butter	\$0.10
<b>\$5.10</b>	

Quantity:  1  Add Item

This fourth version allows for a drop down that allows for multiple customizing options within a category.



**Quantity:**  1  Add Item

This version utilizes images instead of text.

## Location

Users need to be able to choose which restaurant they are ordering from.

**Header Design:**

516 Northwestern Ave #1500, West Lafayette, IN 47906

Change Location

Your Address...

516 Northwestern Ave #1500, West Lafayette, IN 47906

Hours: Closes soon: 4PM - Opens 7AM Tue

Delivery Pickup

The middle design shows a map of a university campus with a yellow arrow pointing to the location. Labels include Kampen Golf Course, Purdue University - William H. Daniel..., Birck Boilmaker Golf Complex, Ross-Ade Stadium, and Intramural Gold Playing Fields.

The bottom design shows a list of two cafe locations:

- Another Broken Egg Cafe**  
8626 E 116th St  
West Lafayette, IN  
**OPEN** Delivery time: 5 minutes
- Another Broken Egg Cafe**  
8626 E 116th St  
West Lafayette, IN  
**CLOSE** Delivery time: 10 minutes

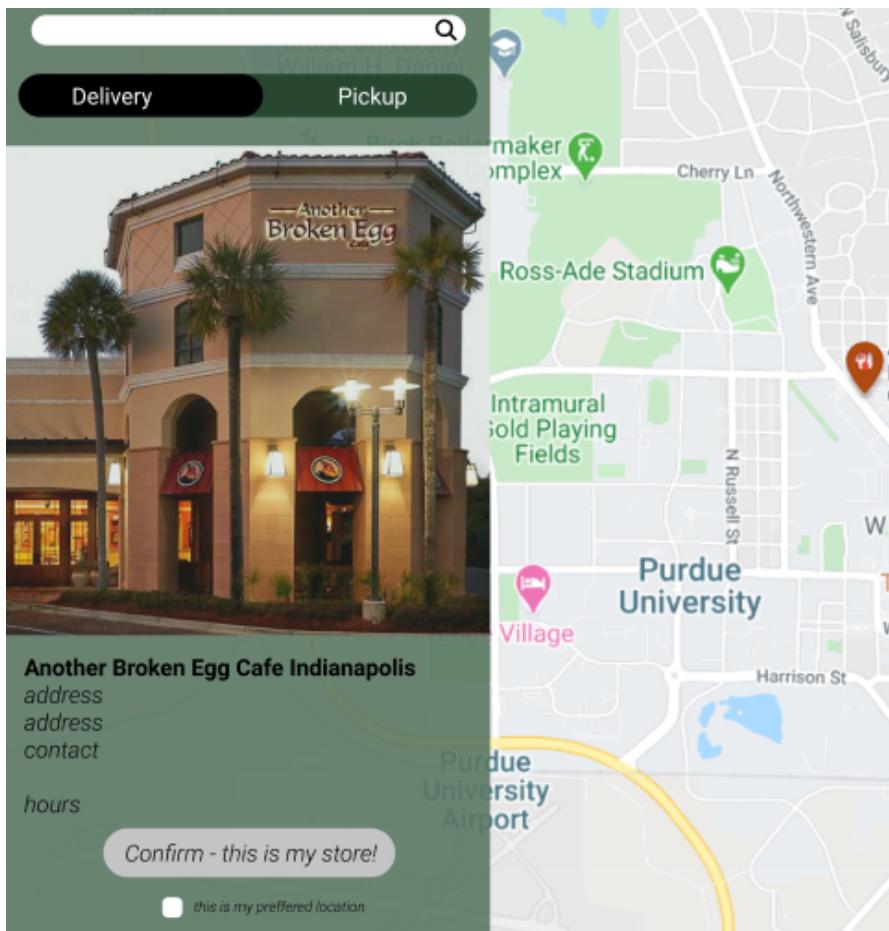
The header design (top left) shows how the location of the store will be displayed on the menu bar of the main page.

In this category we designed for how we want each location to be displayed.

This map design showcases clear opening and closing hours.

This shop location card utilizes sign icons to display the open status of restaurants.

This design also quickly summarizes delivery times.



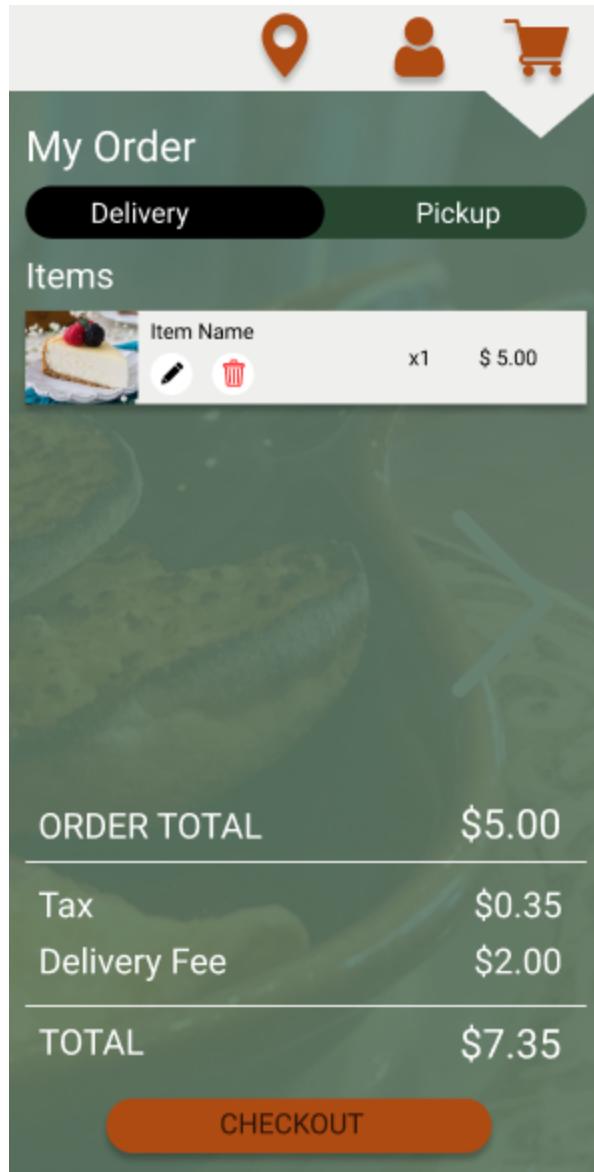
Some designs include a toggle between delivery and pickup. Locations without a delivery option will not show up when the toggle is on delivery.

This design gives a visual image of the restaurant.

This option allows users to choose their preferable store.

## Side Cart

Side carts are utilized in many websites, such as shown in our competitive analysis, and are meant to follow the user through the ordering process to give transparent cost amounts.



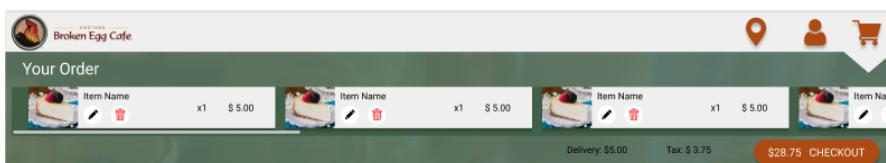
For side cart designs, our group wished to design effective side carts to help customers keep track of their order.

The first design showcases a side cart that drops down on the right side of the screen.

Each item has its name, quantity, and price clearly listed.

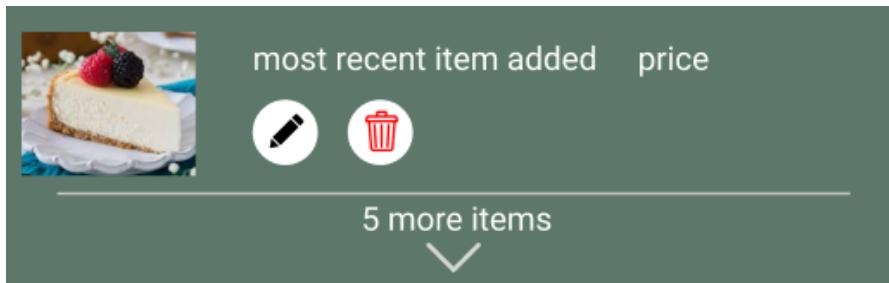
Each item also has easily accessed buttons to edit the order or to delete it.

The order total along with tax and delivery fee is carefully included at the bottom.



This design is recreated to span the top of the screen.

Our group also designed multiple versions of how the side cart can collapse.



This design shows the most recent item with a drop down to show more.

This design minimizes the space taken on the screen with only a check out button with the total.

This design only quickly indicates the most recent item added.

This design is that of a fully collapsed sidebar.



A number displays the amount of items in the cart.



This design includes the addition of the total price.

## Content Display

The content display category showcases how items information should be displayed on the menu. This is crucial to the business's appearance.

**Southwest Burger**

Delightful description about the burger to make you wanna buy it

[ADD TO CART](#)      [INFO](#)





**Buttermilk Pancakes**      \$5  
description, idk what else to put here help

[Customize](#)      [Add Item](#)

Our group created multiple iterations, taking inspiration from current menu displays from multiple websites.

We wish to have clear visual representations of the item along with the description of the item, including price, and potentially other information such as calorie counts or dietary information.

<b>The Pecan Cream Waffle</b> <small>Cal: 7000</small>	<b>\$17.99</b>	
A waffle, with a drizzle of pecans and a scoop of our in house carmel ice cream. Rest of description here.	<b>ADD TO ORDER</b>	
	<b>CUSTOMIZE</b>	
<b>The Classic Pancakes</b> <small>Cal: 5000</small>	<b>\$17.99</b>	
Another classic. Buttermilk pancakes always hit. Rest of description here	<b>ADDED!</b>	
	<b>CUSTOMIZE</b>	

Our group also experimented with multiple button designs.

### Menu Display

Our menu display was the overall display of how customers will get to the items. This is necessary from our desirability testing, as users always look for a menu when ordering food.

Menu    My Profile     ANOTHER Broken Egg Cafe    Location    My Cart



**BRUNCH MENU**

Filters: Dietary Restrictions▼    Allergies▼    Calories▼

<b>Fruit Medley French Toast</b> Cal: 6000	\$15.99	
A classic. Our French Toast is banger. Rest of description here	<b>ADD TO ORDER</b>	
	<b>CUSTOMIZE</b>	
<b>The Pecan Cream Waffle</b> Cal: 7000	\$17.99	
A waffle, with a drizzle of pecans and a scoop of our in house caramel ice cream. Rest of description here.	<b>ADD TO ORDER</b>	
	<b>CUSTOMIZE</b>	
<b>The Classic Pancakes</b> Cal: 5000	\$17.99	
Another classic. Buttermilk pancakes always hit. Rest of description here	<b>ADDED!</b>	
	<b>CUSTOMIZE</b>	

Fixed top-aligned navigation bars.

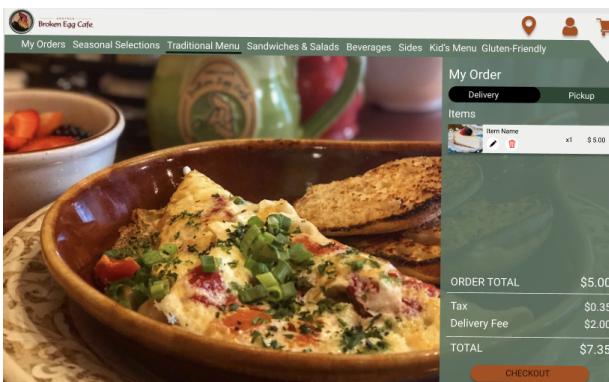
Location    My Profile     ANOTHER Broken Egg Cafe    My Cart    Menu

 <b>Traditional Menu</b>	 <b>Seasonal Menu</b>	 <b>Gluten-Friendly</b>
 <b>Sides</b>	 <b>Signature Cocktails</b>	 <b>Kids Menu</b>

Traditional Menu

Filter and dietary restriction dropdowns.

We had designs where there are images to represent the main categories within the menu. By clicking on the images, the user is taken to that section.



We also had menu designs in text at the top of the page that would be fixed on the screen.

## OUR MENU

	New	Favorites	Specialties	Beverages
Sweets	Omelettes	Healthy	Other	

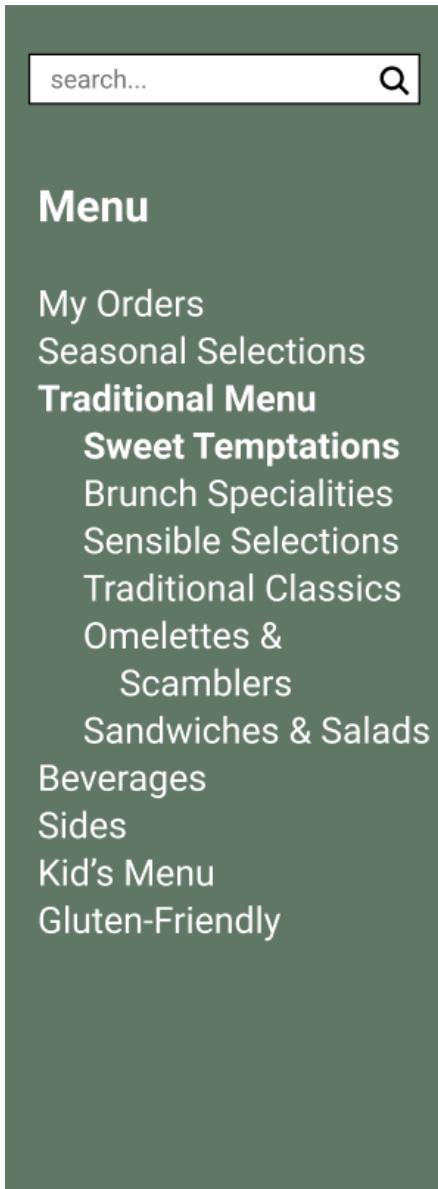
## NEW

 Buttermilk Pancakes      \$5	 Belgian Waffle Topped with powdered sugar \$8	 Classic French Toast Thick-sliced bread battered and grilled, topped with powdered sugar \$8
<a href="#">Customize</a> <a href="#">Add Item</a>	<a href="#">Customize</a> <a href="#">Add Item</a>	<a href="#">Add to Order \$8</a>

We have the design of having new or favorite categories to help for easier choice making for returning customers.

## Navigation

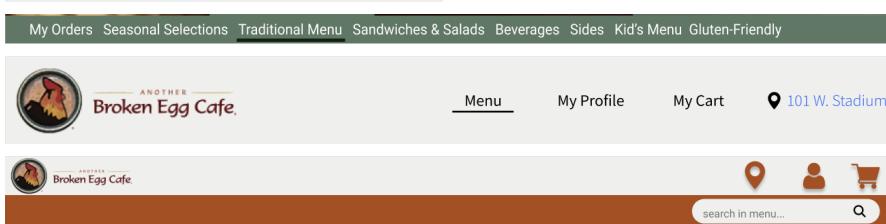
The navigation was also important to users in our desirability testing. It was an aspect of ordering that users look for.



The navigation of the site was crucial, and so we used a simple design fixed nav bar which used simple words in a tab system. Including items such as menu, location, profile, car.

We created multiple designs to help navigate the long menu. For our designs, we based the menu off of Another Broken Egg's menu.

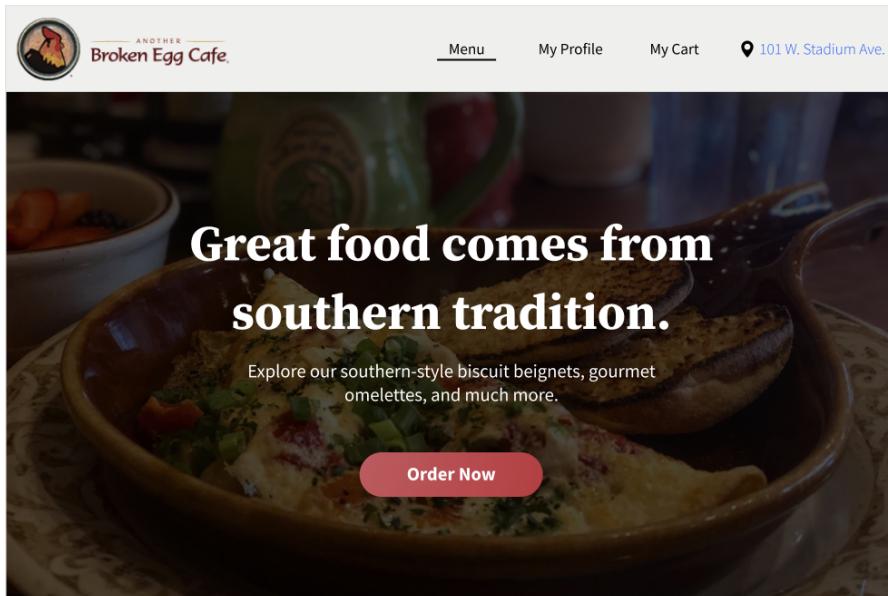
We were not sure if we wanted a vertical or horizontal menu and therefore designed for both types.



We also designed multiple iterations for the header of the webpage.

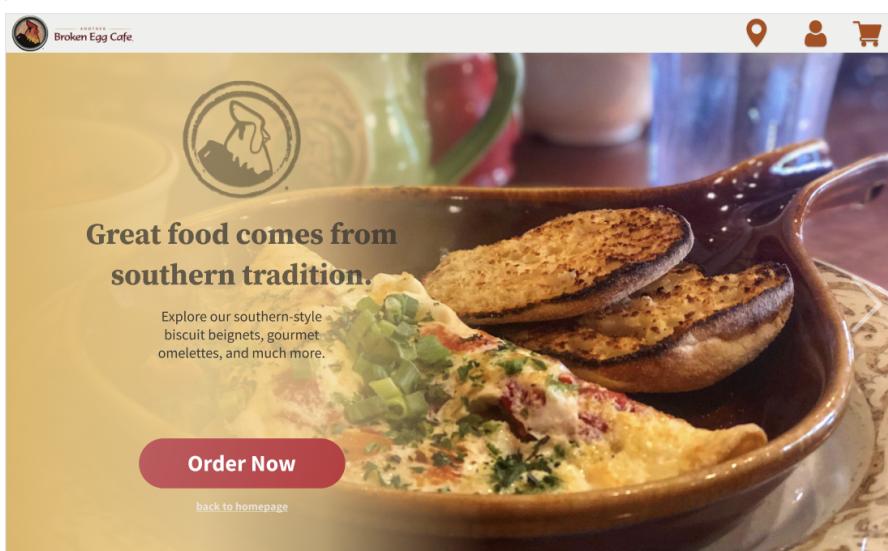
## Home Page

The home page is important to showcase the brand and make users want to order from that restaurant.

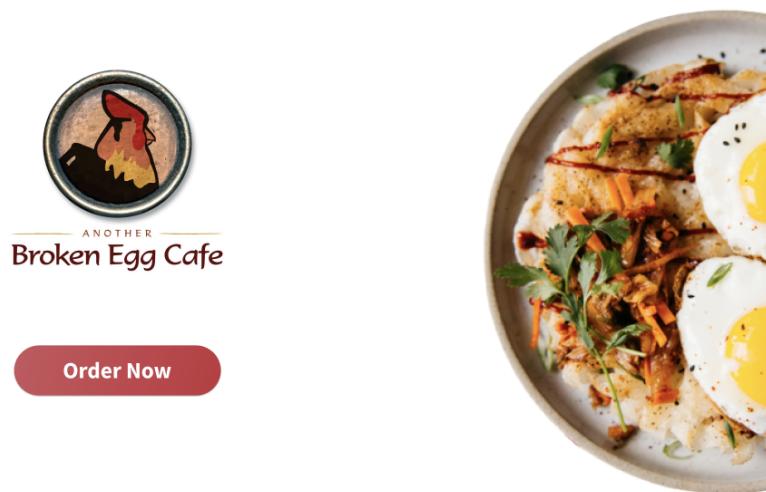


Our home page needed to be attractive at a glance with Big, easy to read words.. Easy to see branding to have a good representation of the brand .

We decided on having an easily identifiable action button.



We made sure to create designs that represent the values and feel of Another Broken Egg.



We made the logo and design clearly visible so the website is clearly the restaurant's and not a third party's.

## Takeaways

We established a set of guidelines for our prototypes with intent to better direct the team's efforts across multiple interface features. Our guidelines are based on our seven areas of work.

Customization: allow users to modify their existing orders

- Give consumers options in the ordering process
- Show how changes affect the price of the order
- Don't overload or overcrowd the screen
- Design a way to add allergy options, add-ins/take-aways from dishes, change condiments etc.

Location: how the UI displays restaurants with multiple locations

- Show restaurant hours and open/closed
- All nearby locations clearly displayed
- Delivery OR pickup
- When does this interaction take place? Nav bar?

Navigation: how users explore and use the site

- Simple design, use words as a tab system
- Items: menu, location, profile, cart
- What does it look like when clicked? Hovered?
- Fixed to top of screen

---

Landing page: what users see when entering the site

- Call to action
- Attractive at a glance
- Big letters, easy to read
- Easy to find order button
- Good representation of the brand

Menu display: what users see while browsing the menu

- Scrolling navigation
- Categories of different foods
- Search bar
- Allergies/dietary filters

Side cart: the cumulation of a users order

- Showcase items bought
- Show delivery total clearly
- Non-obstructive design

Content display: how an individuals item looks

- Picture of item
- Description and price
- Add to cart option
- Customize option
- Hover interactions?

## SPRINT 3

### Experience Map

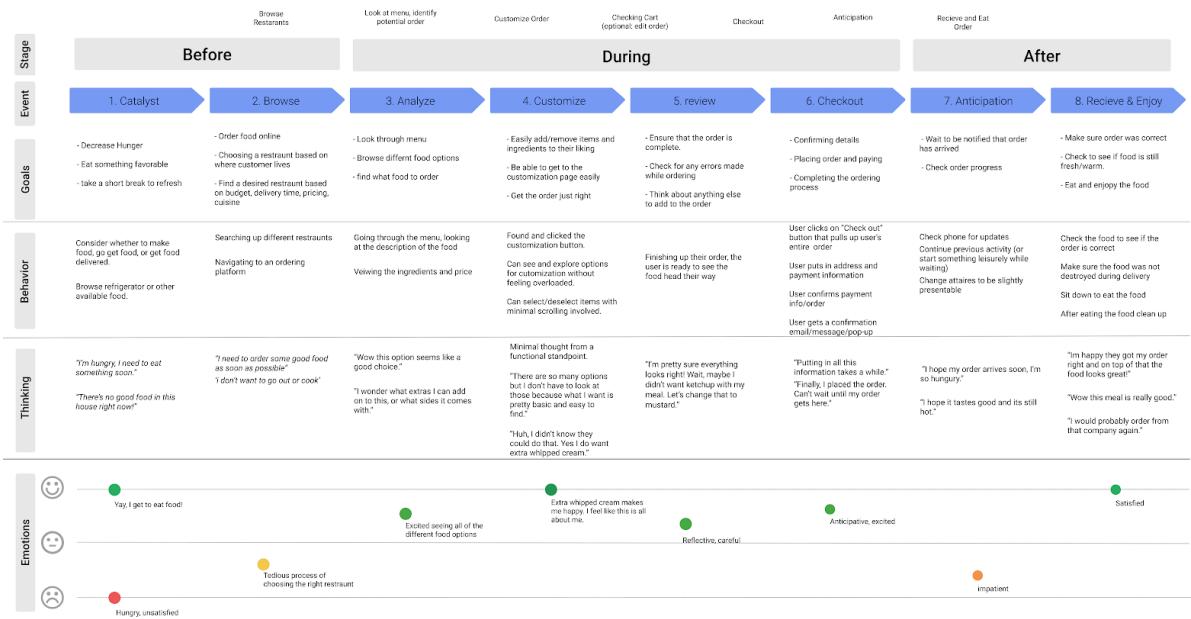
#### Goals

- Map out the user journey of ordering food for delivery
- Consider user interaction and thinking while using an ordering website

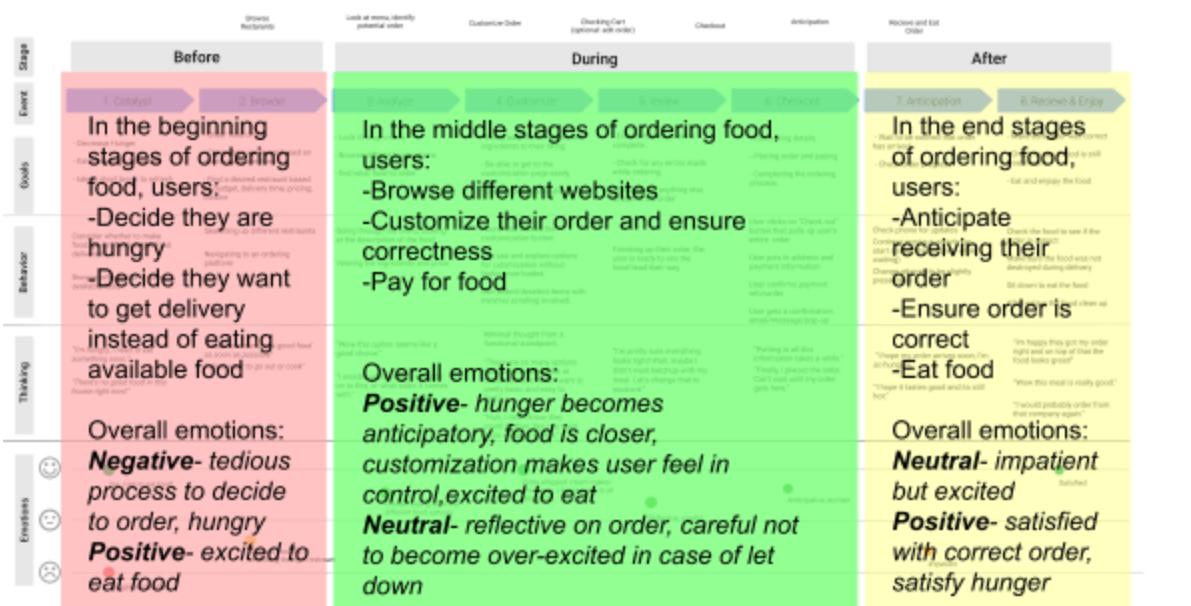
## Process

We created our experience map in figma. Each team member was given a section (event) of the map to fill out. Below is the overall picture of our experience map, with an annotated section below.

### [Link for Expanded View](#)



## Takeaways by section



## Stakeholder Personas

### Goal

- To help our group recenter on the goals of the project by identifying our stakeholders and evaluating their needs
- Create personas to help guide future designs

### Personas



**Richard**

**Role - Website Developer/Company owner**

#### Goals

- Create a seamless delivery system between the restaurant and the consumer
- Provide an affordable platform for restaurants to have their own delivery platform
- Develop a universal delivery website for all restaurants

#### Frustrations

- Has worked in the restaurant business and knows how third party delivery services take advantage of brick and mortar businesses
- Doesn't like the design or layout of current third-party services

#### Quotes

- "How do I [as a user of this webpage] buy my [the restaurant's] goods with the least amount of friction possible?"



**Michael**

**Role - Restaurant Owner**

#### Goals

- To maintain good quality food
- Create and maintain great customer relationships

#### Frustrations

- Third party delivery services are adding his store onto their delivery list without his permission
- Feel like third party delivery services do not value the restaurant

#### Quotes

- "Delivery platforms don't really care about our customers, they only care about money."
- "Using third party delivery sites takes away a large portion of our sales."

- “It’s important to me that our customers get the best possible quality when they order from us.”

**Kate****Role - Customer****Goals**

- Find an easy and quick method to get good food
- Feel confident about their order

**Frustrations**

- Poor quality of food delivered
- Multiple delays
- Confusing site navigation

**Quotes**

- “Ordering food can be so difficult. I just wish it could be quick and transparent.”
- “It might be really long for the food to get here. I wish I could know it would still be good quality.”

## Mid-fidelity Prototype

### Goal

- Create a higher fidelity mockup with consistent design choices to hand off to richard.
- Include interactions to show how the user would navigate through the website from start to finish.

### Process

After ideating the different sections and categories of the website into figma. We wanted to create a higher fidelity mockup of what the website may look like. So we did this by first, showing Richard our screen ideations in figma. We showed him different mockups that we created for each section which are stated below:

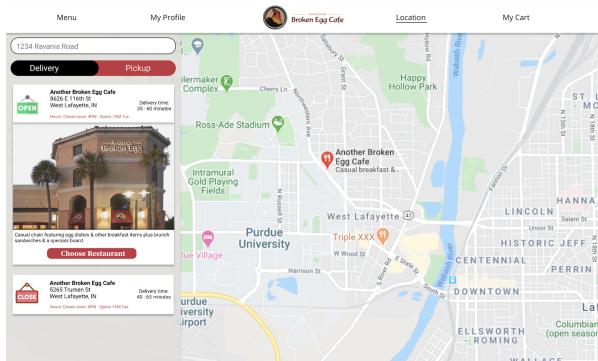
- Customization
- Location
- Navigation
- Landing page
- Menu Display
- Side Cart
- Content Display

After showing Richard each section, he gave us feedback on certain functionality and design layouts that he liked in particular and would want in his website template. We then took that feedback and incorporated those components into our Mid-Fi Prototype. We spent time making sure that the layouts were all congruent with one another as well as making sure the website design matched the style guide with another broken egg.

Here is a walkthrough of the medium fidelity prototype that we are handing off to richard. In this walkthrough we will show the customer journey of the website as well as design choices that were implemented from sponsor feedback and research.

#### **(narration from users points of view)**

Kate arrives home after a long day of work. Looking at the clock hanging in her dining room, she decided that she is too tired to go out today for food. Booting up her laptop, Kate navigates to her recent go to restaurant, Another Broken Egg to order delivery for dinner. Navigating to the restaurant's webpage, Kate clicks on the Order Now option on the navigation bar.



The click directs Kate to a map screen that displays the restaurant locations around her house. Kate can easily identify that there is still one restaurant open and will remain so for the next hour. She quickly selects this location.

*Based on the feedback we received from our desirability testing we made the location the first page the user sees with the option to choose delivery or pickup. Richard also wanted to have an image of the restaurant at each location to promote familiarity as well as give the restaurant a physical appearance as well.*

**Great food comes from southern tradition.**

Explore our southern-style biscuit beignets, gourmet omelettes, and much more.

**Order Now**

**TRADITIONAL MENU**  
Our traditional menu options.  
Sweet Temptations   Brunch Menu   Sensible Selections   Traditional Classics  
Omelettes & Scramblers   Sandwiches & Salads

**SEASONAL MENU**  
Try some of our spring entrees and appetizers!  
A mix of ingredients and innovative recipes, brought together to create cuisine that is not only delectable, but memorable. At participating locations.

**KIDS' MENU**  
Ages 10 & younger. Served with a choice of Honest Kids® Appley Ever After® or choice of Horizon® Organic Milk and a Danimals® Nonfat Yogurt.

**BEVERAGE MENU**  
Browse our list of traditional and creative drinks!

**Sign up for special offers**  
Enter your email below:  
  
 By checking me off here, you give permission for this restaurant to send you promotional offers and promotions through email.  
**Sign me up!**

**Our other locations**  
68 Johnson Drive  
Ronkonkoma, NY 11779  
68 Johnson Drive  
Ronkonkoma, NY 11779  
68 Johnson Drive  
Ronkonkoma, NY 11779

**Important links**  
<https://www.hellosenseigenerator.com/>  
<https://www.hellawinegenerator.com/>  
<https://www.hellosenseigenerator.com/>  
<https://www.hellosenseigenerator.com/>

Follow us on Social media!

Kate is then taken to the main page of the website. Greeting her is the restaurant's logo and tagline along with the option to start her order. Kate proceeds to scroll through menus available.

*Our main page is first a summary of menu groups available for the restaurant. Our group created a call to action at the top of the page with designs that showcases the Another Egg's brand.*

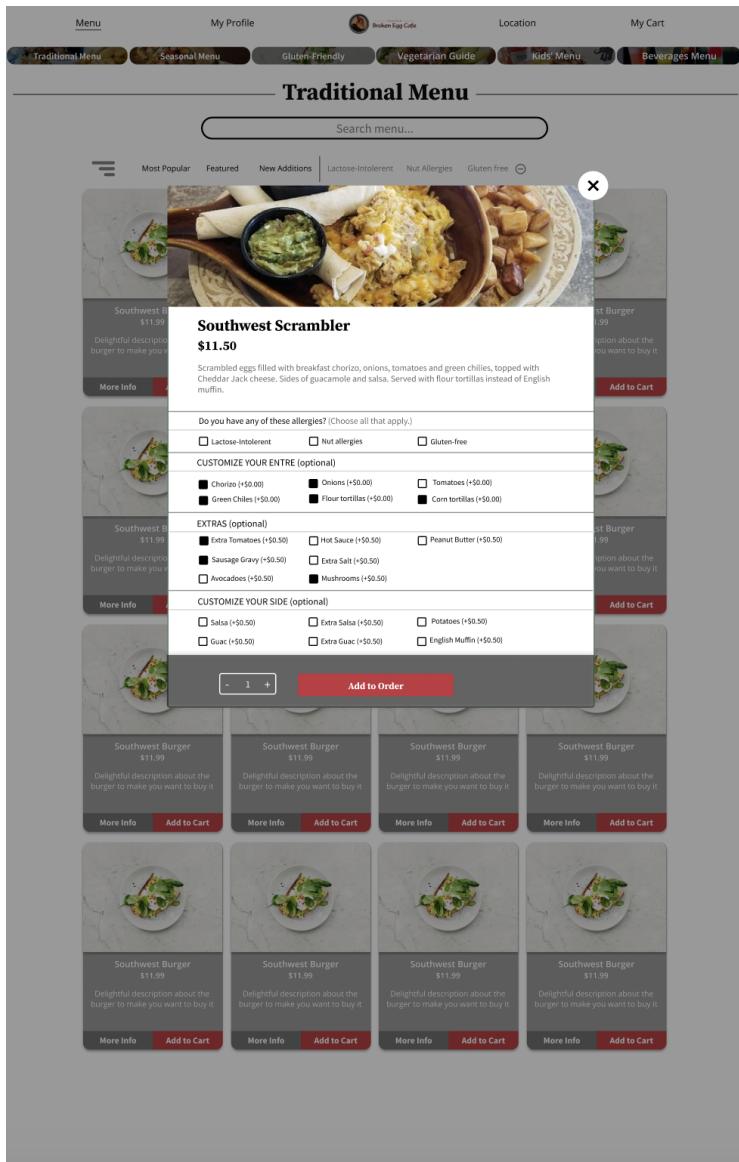
Kate scrolls down and sees all of the menu options as well as the footer which has the restaurant's locations, their social media, and an email sign up to receive special offers.

*This main page also includes the different menus available for the restaurants with visuals along with a description of each category. Lastly there is a footer that helps promote more contact with visitors along with social media links.*

The screenshot shows the Traditional Menu page of the Broken Egg Cafe website. At the top, there's a navigation bar with links for 'Menu', 'My Profile', 'Broken Egg Cafe' (with a logo), 'Location', and 'My Cart'. Below the navigation is a horizontal menu bar with tabs for 'Traditional Menu', 'Seasonal Menu', 'Gluten-Friendly', 'Vegetarian Guide', 'Kids' Menu', and 'Beverages Menu'. The main content area is titled 'Traditional Menu' and features a search bar labeled 'Search menu...'. Below the search bar is a filter section with buttons for 'Most Popular', 'Featured', 'New Additions', 'Lactose-Intolerant', 'Nut Allergies', and 'Gluten free'. The menu items are presented in a 4x4 grid. Each item has a small thumbnail image, the name, price (\$11.99), a short description, and two buttons: 'More Info' and 'Add to Cart'. The descriptions for all items mention 'Southwest Burger' and '\$11.99'. The 'More Info' button is in grey, and the 'Add to Cart' button is in red.

Once Kate selects the traditional menu, she can see the navigation bar to the other menus along with search and filter options. Kate then proceeds to select the most popular filter. Scrolling through the menu, Kate decides to select the Southwest Scrambler as her dinner.

*The menu is designed with easy navigation in mind. There is the option to navigate to other menus at the top of the screen along with a search bar and filter options. Each item has a picture of the food along with its description and price. The user can also click on more info to see more on ingredients and item descriptions. We ended up choosing this design based on feedback from richard.*



Once Kate adds the menu item to her cart, a customization screen appears before she can finalize adding the item to her cart. From here, Kate can input any allergies and choose what she wants to add or take off from her order, as well add a side.

*Once an item is chosen, the user is taken to a pop-up to further customize their options. A default selection would already be shown allowing the user to add or subtract ingredients and choose their preferred sides. The added price for each customization is also shown by each choice and the price will update along with each selection.*

**Traditional Menu**

Search menu...

**Southwest Scrambler**  
\$11.50

Scrambled eggs filled with breakfast chorizo, onions, tomatoes and green chilies, topped with Cheddar Jack cheese. Sides of guacamole and salsa. Served with flour tortillas instead of English muffin.

Do you have any of these allergies? (Choose all that apply.)

Lactose-intolerant  Nut allergies  Gluten-free

CUSTOMIZE YOUR ENTRE (optional)

<input checked="" type="checkbox"/> Chorizo (+\$0.00)	<input type="checkbox"/> Onions (+\$0.00)	<input type="checkbox"/> Tomatoes (+\$0.00)
<input type="checkbox"/> Green Chiles (+\$0.00)	<input checked="" type="checkbox"/> Flour tortillas (+\$0.00)	<input type="checkbox"/> Corn tortillas (+\$0.00)

EXTRAS (optional)

<input type="checkbox"/> Extra Tomatoes (+\$0.50)	<input type="checkbox"/> Hot Sauce (+\$0.50)	<input type="checkbox"/> Peanut Butter (+\$0.50)
<input type="checkbox"/> Sausage Gravy (+\$0.50)	<input type="checkbox"/> Extra Salt (+\$0.50)	<input type="checkbox"/> Potatoes (+\$0.50)
<input type="checkbox"/> Avocados (+\$0.50)	<input type="checkbox"/> Mushrooms (+\$0.50)	<input type="checkbox"/> English Muffin (+\$0.50)

CUSTOMIZE YOUR SIDE (optional)

<input type="checkbox"/> Salsa (+\$0.50)	<input type="checkbox"/> Extra Salsa (+\$0.50)	<input type="checkbox"/> Potatoes (+\$0.50)
<input type="checkbox"/> Guac (+\$0.50)	<input type="checkbox"/> Extra Guac (+\$0.50)	<input type="checkbox"/> English Muffin (+\$0.50)

Add to Order

Kate selects the gluten-free option in the allergen section. Kate can now see which ingredients and items will not be included with her order. She can still customize her order by selecting and deselecting the available options. Once she finalizes the changes, she can add the menu item to her cart.

*If a certain allergy is specified by a user, choices that contain that ingredient will be grayed out.*

The screenshot shows the 'Traditional Menu' section of a restaurant website. A side cart is overlaid on the right side of the screen. The cart header says 'My Order' with a close button. It lists one item: 'Southwest Scrambler' with a total price of '\$11.99'. Below the list are buttons for 'Edit', 'Checkout (\$17.85)', and 'Retract'. The main menu area shows several dish cards with images, names, descriptions, and 'More Info' and 'Add to Cart' buttons.

After Kate clicks add to order, the side cart will pop up at the top of the page before fading after five seconds.

*We designed the side cart to be well organized to display all of the customized options. Each item can be expanded out or shrunk to easily be viewed and displayed on screen without becoming too cluttered. The full order price is displayed along with tax and delivery fee.*

This screenshot is similar to the previous one, but the side cart is now retracted. A small red circle with a white dot is visible in the top right corner of the cart area, indicating it is collapsed. The main menu content is visible again.

In the top right corner, Kate can see the amount of items that are currently in her cart.

*When the cart is retracted, there will be a red circle along with the number of items chosen by the My Cart in the Menu.*

The screenshot shows the 'My Profile' tab selected in the top navigation bar. A modal window is open, titled 'Hey NAME'. Inside, there's a progress bar at '1 / 2' with the text 'One order until next reward'. Below the progress bar are sections for 'Your Rewards & Bonuses' (with a 'Saved Addresses' button) and 'Your Orders' (with a 'Payment Methods' button). At the bottom of the modal are 'About rewards', 'Sign Out', and a 'Close' button. The main menu content is visible below the modal.

Kate can also click on "My Profile" where she can see personalized/saved information about the orders she normally gets. Kate can also go on this tab to view any rewards or coupons she might have gotten.

*We designed this page based off of characteristics Richard said he wanted in a profile page. The idea of this page was to improve customer-restaurant relations and also have a place for deals, coupons, and saved options for the user who frequently orders from the restaurant.*

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## Evaluation

### Goals

- Evaluate the effectiveness of the prototype in fulfilling each persona's goals.
  - Richard: to provide a service that would fit into the current delivery services that has a unique advantage to restaurants and customers
  - Restaurant owner: Offer their customer base a personable ordering experience that reflects their brand image and service
  - Customers: get fresh food quickly

### Process

Go through the prototype while each member of the team is assigned a persona role. The group member evaluates the website from that role's perspective to form takeaways on if the prototype fulfills the goal of the persona.

- Is the customer easily able to achieve their goal of ordering food
- Does this satisfy Richard's vision for his website and the service he will provide?
- Would restaurants wish to utilize this service/what advantages does this template give them

### Takeaways

#### Richard

- **Brand identity** is directly shown on the first page users see. Colors and logos are on display, and even a picture of the restaurant is shown when a user clicks on a location.
- Restaurant's **customer needs are put up front** with easy and direct access to a menu filter to alleviate some of the trouble with ordering food and having food allergies.
- The ordering page is accessed through the restaurant's direct website, **eliminating the need for third party delivery services**.
- The ordering process is set on a pretty standard **industry trend, and is a familiar process to users** that have experience with ordering online through other similar websites.
- **Customers have incentive to come back** looking for more and have the opportunity to earn rewards based on orders and money spent.

#### Restaurant Owner

- Likes that there are open/close signs to show the user their business hours and if they are currently open. They also like that there is a clear preview picture of their restaurant in that location.

- Enjoy the **visual showcasing** of menu items
- **Logo and food** bold and centered on main screen
- **Branding** on the website is very clear
- Looks **clean** and gives off a sleek well designed feel
- Need to **provide a lot of information** for each menu item which may become more of a **commitment** than initially believed
- When I(restaurant owner) first logged on, I wondered how those hours would change under special circumstances (like a global pandemic). Do I have to change it or would I have to go through Richard? Could be problematic if you're trying to change the hours quickly.
- Estimated delivery times being displayed ensures customers that their order will arrive promptly and at the time it's expected, **which is important in providing good customer service**
- Like the **customizations** page because it maximizes the amount of add-ons that customers see.
- Likes the **filtering option** for menu items as this can be super useful to customers with allergies and can **help retain these customers**.
- **The restaurant controls all aspects of the delivery** themselves, so there is no middle-man to blame for lack of quality.

## Customer

- **The layout of the website is familiar** to Kate (persona) so they can easily navigate through the website without feeling lost or wondering what page will lead to their desired outcome.
- Navigation is quick and easy with a straightforward way to get from point A to point B (from entering the website to processing your order).
- The **transparency** and **simplicity** of order details makes customers feel confident about their orders. Brand identity is always visible so the customer feels a personal connection and can have more trust in the restaurant.
- The delivery driver represents the restaurant and cares about the food being on time
- **The restaurant is in control of Kate's order** which is more comforting. You don't have to worry about an additional service picking up your food and waiting for them as well.

## Reflection/Next Steps

This project seemed very straightforward at the start. We know what the end goal was, it was just a matter of getting the right information to back up our decisions. We learned, however, that there are so many possibilities for design when working in a group this size. We learned how to generate a copious amount of designs and how to sift through and combine them to create the best possible experience for our users. Overall, this project allowed us to challenge our creativity and think outside the box. The circumstances of the semester, while unfortunate, made for an exciting challenge. Our skills were broadened to include remote group communication and collaboration.

Continuing this project would involve more testing and iterations of our mid-fi prototype. We would like to expand our evaluation subject pool to include businesses, and gain some feedback from them on our designs. Eventually, we would move into higher fidelity prototyping.

We are thankful for the opportunity to work on this project with Richard, and for the experience of working remotely during these unique times.

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## APPENDIX

### Interview Protocol

#### Fountain Interview Protocol - Business Owners/Managers

Goals for Interview:

- Find out what delivery services can improve on
- What are their struggles (marketing, using the delivery app)
- Why do/don't they use GrubHub like services? (pros and cons)
  - What do they want to get out of a delivery service/marketing website?
- What do they wish to convey with their branding?
  - What is important to them when they think of their brand and how they present themselves?

(Lead-off) Question(s):

- Please introduce us to your business. Give your spiel.
- Do you have a delivery service?
  - Is it a 3rd party service or an internal service?
  - Why did you pick that delivery service?

Have a delivery service:

- What is your experience with delivery?
  - What do you use?
  - What do you like about how you currently conduct delivery?
  - Can you tell me about a bad experience with the delivery service?
- Have you benefited from your delivery service? In what ways?
  - How do you think GrubHub/DoorDash properly represents your business?
  - How do you think your customers perceive your brand through ordering from a third-party delivery service?
- Do you want to create your own delivery service for your company?
  - Yes:
    - Do you have any barriers in the way of starting your own delivery service?
    - What makes you want to get into delivery?
    - What do you envision as your ideal delivery process from ordering till order received?
  - No:
    - Why?
    - What barriers are stopping you from creating a delivery service?
    - If you were introduced to a platform that made it easy and efficient to manage a delivery team, would you consider implementing a delivery service then?
    - What would you expect from that service?

General questions:

- What is the most important aspect you wish to convey with your brand?
  - How would you improve that on your current platform?
- How much control would you want over your digital presence?
  - Would you feel comfortable not having access to your site?
- If you wanted a change to be made on your delivery website, how quickly do you expect that change to happen?

## Desirability Testing Protocol

### Goals for Testing

- Preference for a design
- Precognition on what a food ordering website is like
- Study tester's mental model in ordering food

### Testing Methods

A/B test different parts of the journey:

1. Create a food ordering website from memory
2. Compare the five different designs

### Test

Thank you for your participation! Our group is currently testing what the users ideal version of an online ordering website may look like. This test has two parts, one where you are asked to sketch a website layout and the other critiquing our current designs. As a reminder, we are testing the design and not you. Any feedback is helpful feedback and we would love to hear your thoughts. So please think out loud. Do you have any questions before we begin?

#### Part A

Think back to a time when you were ordering food. Can you sketch out the process you went through from visiting the restaurant's webpage to clicking finish after creating your order? This doesn't have to be a detailed sketch, we just want to see your thought process of what the structure of the website should look like for a service like this one.

#### Part B

We are going to show you five iterations of the same menu page. Be sure to think out loud when looking at each sketch we present to you. Please critique each version and tell us what certain features/layout you prefer or not. At the end, pick your favorite and least favorite and explain why.

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## Contextual Inquiry protocol

### Intro

Thank you for participating in this activity with us today. Do you know what you'll be doing today? Today we're going to have you order food from an online restaurant platform. You won't actually be placing the order, we just want to see your process and how you interact with the platform. We have some initial demographic questions for you to answer before we get started:

### Questions

- How often do you order food online?
- Very often: What platforms do you use most often?
- Somewhat often: What platforms have you used before?
- Not really: Why not?
- Never: why is this the case? What are your feelings about it?
- Do you usually engage in pick up or delivery options?

Before we begin, are there any questions you have? Just know, we are not testing you on your knowledge of the website, or on your ability to complete the task. As you go through each website, please speak out loud as if you were educating me on how to use this website. I'll be asking you questions as you go about your process, and feel free to tell me what you're thinking at any given time. Any questions?

### Outline

So now we are going to go on \_\_\_\_\_. We are going to give you a few scenarios for you to go through. These scenarios will have tasks and finished outcomes that we want you to complete. As you are going through these scenarios please think out loud. Talk about your thoughts when going through the website, where and why you are clicking, what you are clicking, and what each screen or pop-up means to you. There is no wrong answer or final outcome. We just want to see how different people interact with the website.

### Scenarios

#### ***Scenario 1 (door)***

You and your friends are hanging out together and agreed that they wanted food, however, it is very cold outside and no one has a car to drive to pick up food. One of your friends, Timmy, recommends that you get some McDonalds off of Doordash. So you go on Doordash and order food for you and your friends. Here is the list

(172 Littleton street, west lafayette)

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*Food items*

- Big mac with extra cheese
- 10 pc chicken nuggets with ranch and honey mustard sauce
- Quarter pounder meal (large)(fries) with dr pepper
- 3 large fries and 2 shamrock shakes (medium)

Add all these items to your cart and talk about your process/thoughts as you complete this task

-Your friend Larry just remembered that he is lactose intolerant and tells you to remove the cheese from the big mac. Jane also tells you that she only wants 2 large fries and a 4 pc chicken tender instead of the 10 nuggets.

***Scenario 2 (Grubhub)***

You are alone in your dorm on a Sunday afternoon, starving for dinner. You live on the southwest side of Cary Quadrangle. Since you have no means of travel other than walking in the cold Indiana weather, you decide to use GrubHub to order Panera Bread. The address you need to add is 1016 W Stadium Ave.

*Food order:*

You just want a mac and cheese bread bowl with a side of chips. (Take note of where they get this item from)

You then find that the minimum for an order is 10 dollars.

To get to 10 dollars, you decide to order a Large Cold Brew, even though you don't need one

Add these items to your cart and talk about your process/thoughts as you complete this task

Once on the checkout page, you decide you need to stay healthy. You want to change your mac and cheese order to a small size bowl and replace the cold brew to a whole spicy Thai salad with chicken (you don't want almonds), chili lime Rojo ranch and an apple.

Talk about your process/thoughts in navigating to complete this task.

Since your total is now lower than 10, add an item you would most likely add if you were in this situation.

Continue to go through the checkout with the information provided.

Questions:

- Tell me about your favorite/most useful feature from either of the two websites.
- (Door Dash question) Did you notice any promotions when ordering from McDonald's?
- Compare your overall experience with both of the delivery companies. What made one of the websites stand out?
- (for first-time users) can you see yourself using this website again? What is your reasoning behind this?
- If you were planning to order food online which service would you use? Why?

Wrap up: Thank you for your time and your willingness to participate in this activity.