GROUP MEMBERS	Shreya Shetty (2019140059) Manan Savla (2019140055) Akshay Tarde (2018130055)
BATCH	B
COURSE CODE	OECS5
EXPERIMENT NO.	3
NAME OF THE EXPERIMENT	Localization Feature for dabbawalla service

Aim:

To design a Map based UI(Web User) for Mumbai Dabbawalas with localization feature

Theory:

1. Analysis of behavior of people in that domain eg their preferences, interests etc.

   People prefer simplistic and easy to use designs where everything is given to them in front and they can get all the details they want in a few clicks. They get annoyed when they need to fill many details or navigate through multiple pages to get a small piece of information. They prefer to look at recommendations and offers in the form of cards upfront rather than somewhere hidden as it gives them more information right away.

2. What kind of interfaces will they like and why?

   The users will like simple designs where the tracking information of the dabbawalas, the contact details, timings and other relevant information is visible right at the front instead of being hidden somewhere and they have to navigate or search for it.

3. Existing apps - analyse (Good elements/UI and Bad elements/UI) and rate them

   We have analysed https://mumbaidabbawala.in/ and https://dabbawala.live/ for the User Experience Implementation.

   Mumbai Dabbawala has used a lot of animation for their website. This is somewhat bad because the website takes more time to load due to the animation components.

   The main service, i.e., the delivery of dabba is not the mentioned on the first screen. We have to find the delivery service. This is a bad UX implementation as the main service should be the most easily accessible.

The dabba service page also some bad UX as they have an inquiry button right at the bottom of the page, for which we have to scroll down. It should also have been more easily accessible.

The good parts about the website are that the main elements are linked on the navigation bar and there is a contact number right at the end which is prominent.

Dabbawala.live UX is basic. It doesn't look professional.

They also don't have any contact info listed directly on the navigation bar.

The good bit is the section about the areas they are operating in currently which is listed prominently on the second section.

4. What will be your choice of screen elements? Write down your own Design Goals which you want to furnish while making the website.

   We would like to add user profiles to the app by integrating Google, Facebook or email account sign in or a new sign up. This will let us maintain user order history.

   Our screens will also have pages to browse the food items as well as checking their ingredients and the final payment page to make it a seamless experience.

5. How will your app be better than the existing ones?

   Our app is geared towards both the customer and the dabbawalas. The above two websites we analysed are only customer oriented.

   We can also select multiple items from our menu which cannot be done from both the analysed websites. Our app also improves the UX which is proved by the testing data.

   We have also added login options to our site to allow for user profiles which helps in improving the ease of using the app.

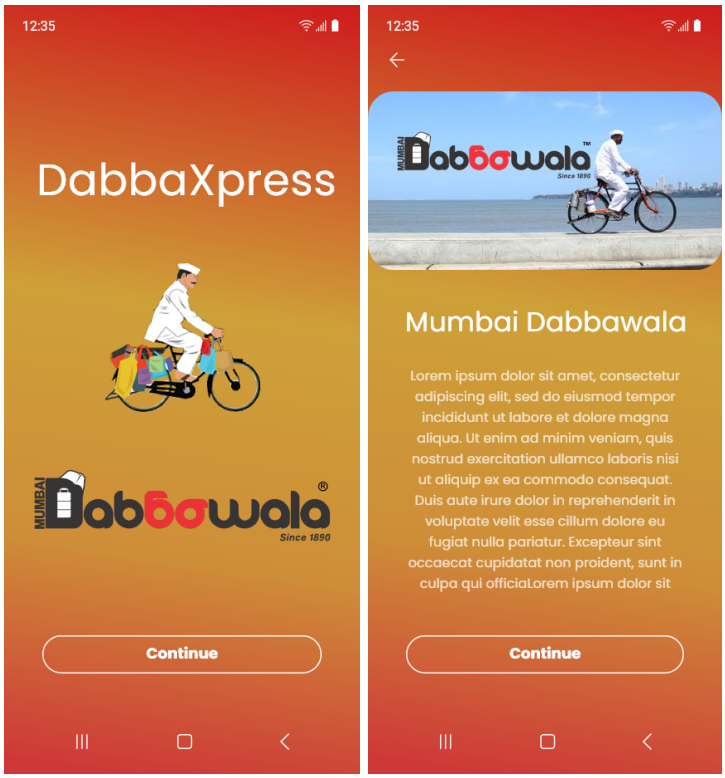
Procedure:

1. Research about the problem statement i.e. Mumbai dabbawala
2. Open a new file and create a desktop frame
3. Decide the color scheme and font for the design
4. Decide the number of pages to be designed
5. Design the navigation bar and the footer and once done, convert them into a component
6. Make a basic wireframe for all the web pages and add the components navbar and footer on all pages

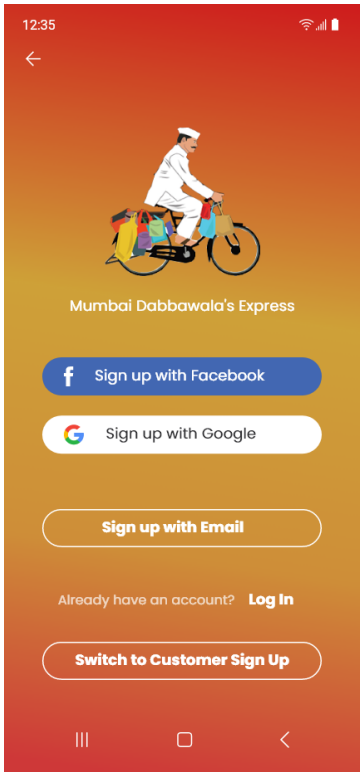
7. Designing individual components for every web page and add images wherever required related to the problem statement and check the alignment of components
8. Add interactions on button and flowing connections on all the pages wherever required
9. After prototyping, preview the design and fix if any uniformity errors or alignment issues

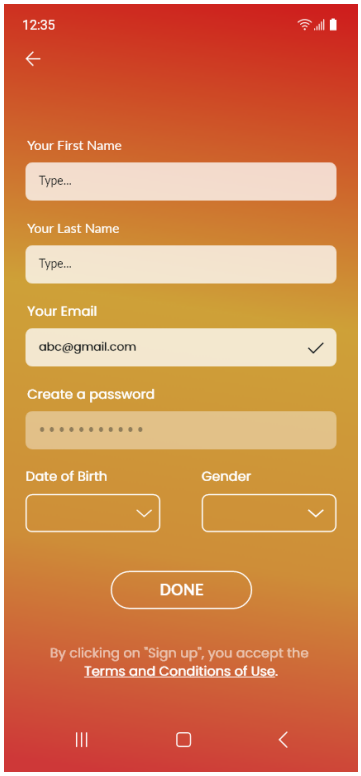
Implementation:

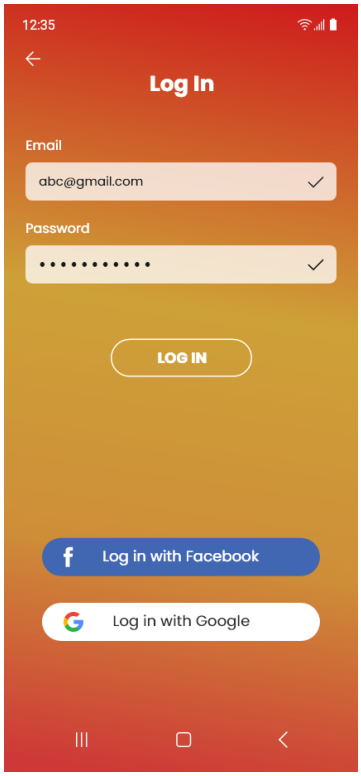
Home Page

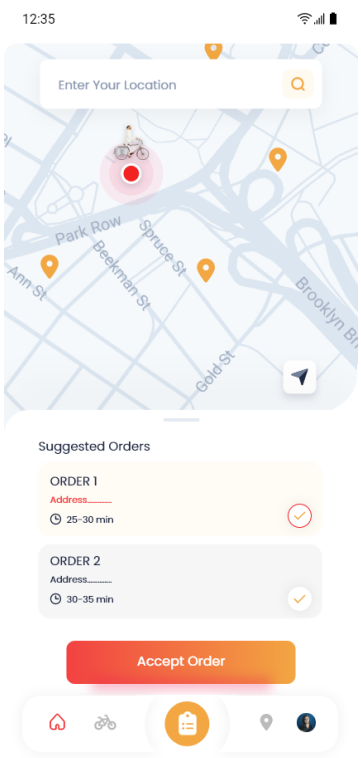


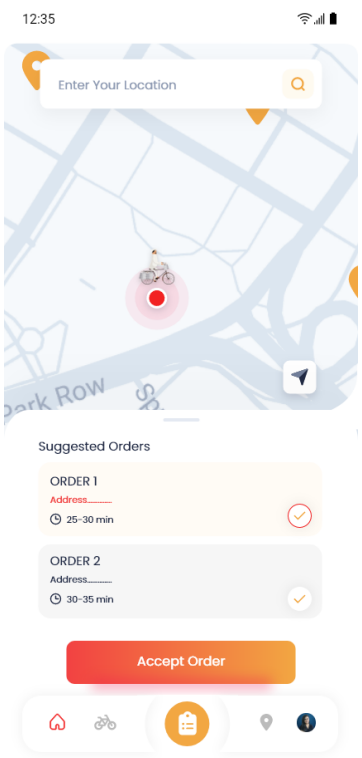
Dabbawalla login

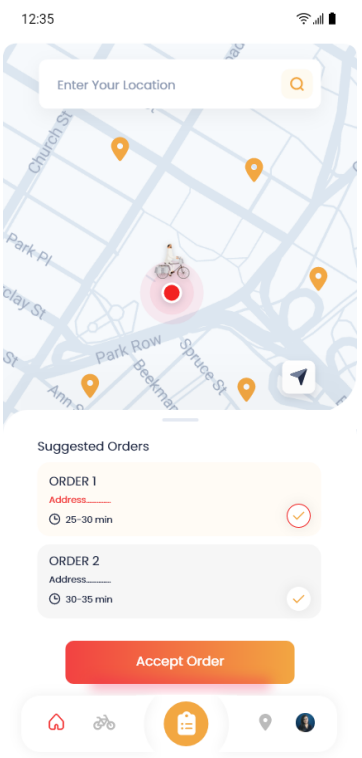

12:35
Mumbai Dabbawala's Express
Sign up with Facebook
Sign up with Google
Sign up with Email
Already have an account? Log In
Switch to Customer Sign Up

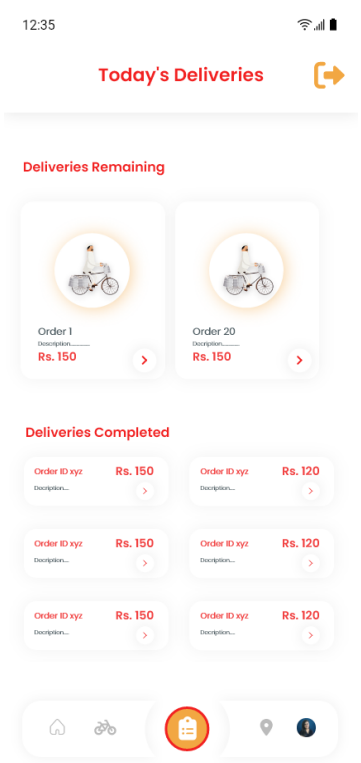

12:35
Your First Name
Type...
Your Last Name
Type...
Your Email
abc@gmail.com
Create a password
Date of Birth
Gender
DONE
By clicking on "Sign up", you accept the
Terms and Conditions of Use.

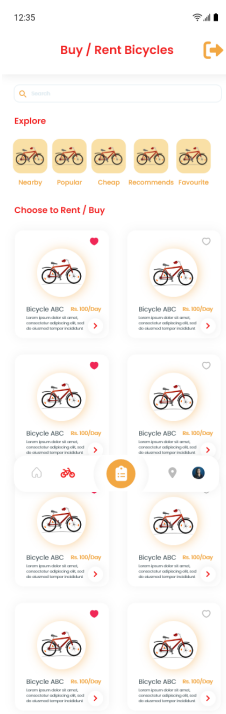

12:35
Log In
Email
abc@gmail.com
Password
LOG IN
Log in with Facebook
Log in with Google

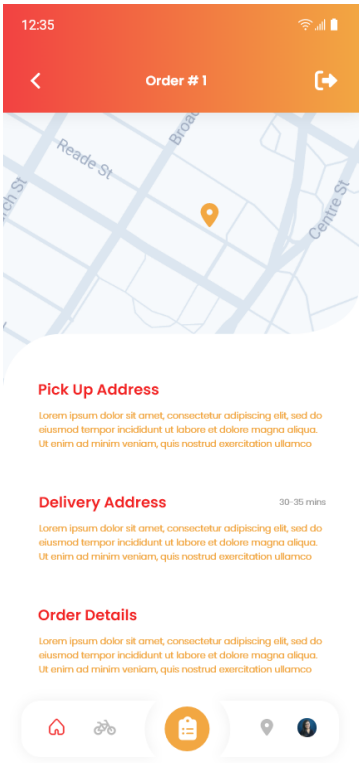

12:35
Enter Your Location
Park Row
Spruce St
Beekman St
Gold St
Suggested Orders
ORDER 1
Address.....
25-30 min
ORDER 2
Address.....
30-35 min
Accept Order

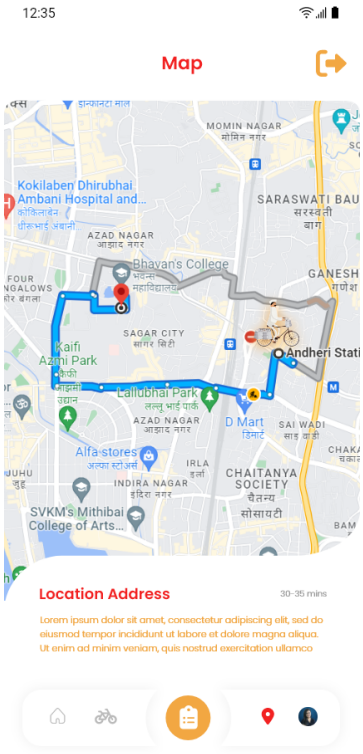

12:35
Enter Your Location
Suggested Orders
ORDER 1
Address.....
25-30 min
ORDER 2
Address.....
30-35 min
Accept Order


12:35
Enter Your Location
Church St
Park Pl
Park Row
Spruce St
Suggested Orders
ORDER 1
Address.....
25-30 min
ORDER 2
Address.....
30-35 min
Accept Order

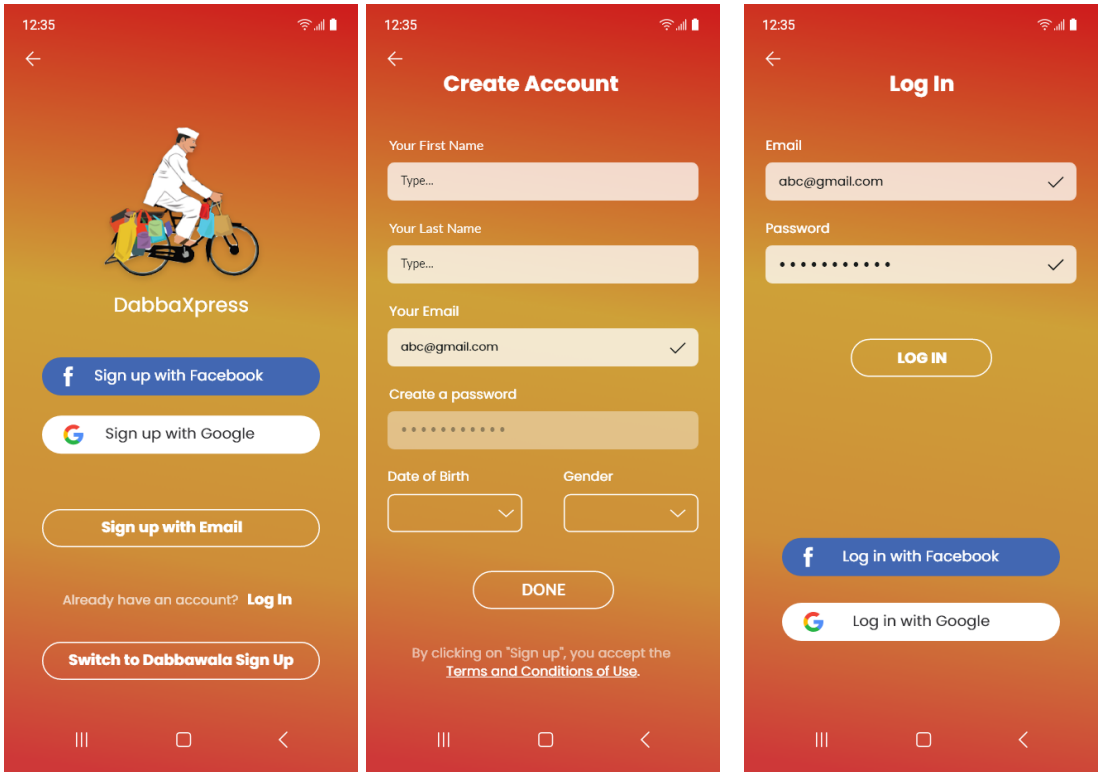

12:35
Today's Deliveries
Deliveries Remaining
Order 1
Rs. 150
Order 20
Rs. 150
Deliveries Completed
Order ID xyz
Rs. 150
Rs. 120

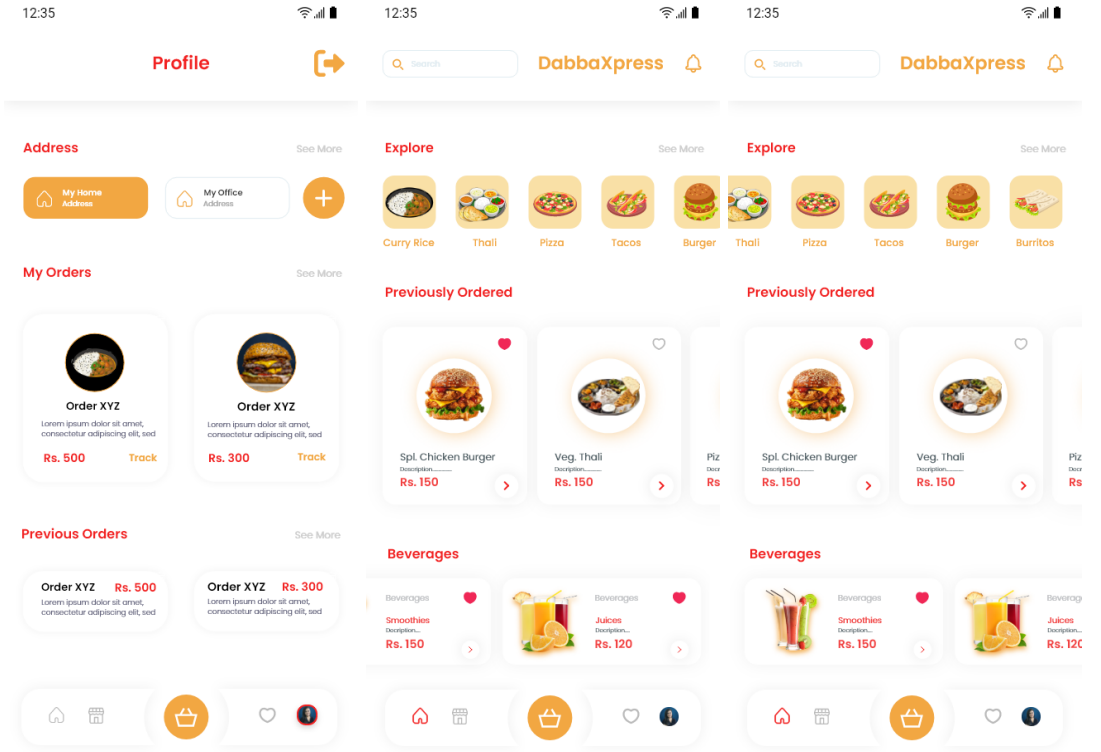

12:35
Buy / Rent Bicycles
Explore
Nearby
Popular
Cheap
Recommends
Favourite
Choose to Rent / Buy
Bicycle ABC

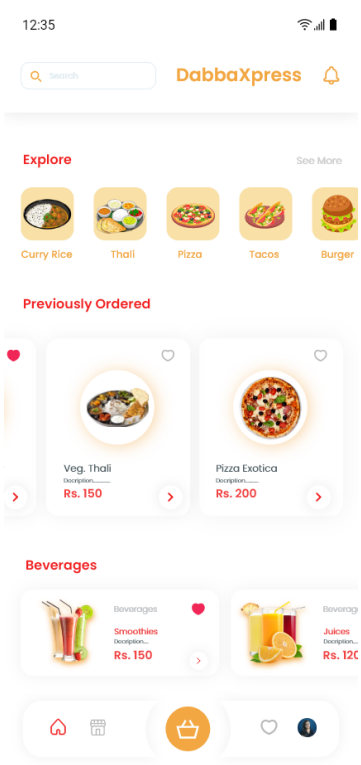

12:35
Order # 1
Pick Up Address
Delivery Address
30-35 mins
Order Details
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco

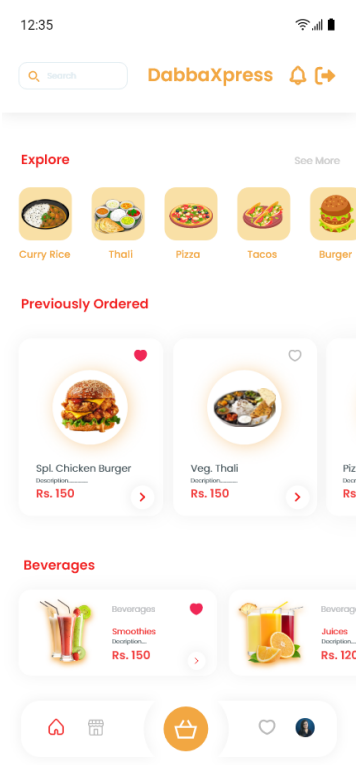

12:35
Map
MOMIN NAGAR
Kokilaben Dhirubhai Ambani Hospital and...
AZAD NAGAR
Bhavan's College
SAGAR CITY
Kaifi Azmi Park
Lallubhai Park
D Mart
Alfa stores
INDIRA NAGAR
CHAITANYA SOCIETY
SVKM's Mithibai College of Arts...
Location Address
30-35 mins
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco

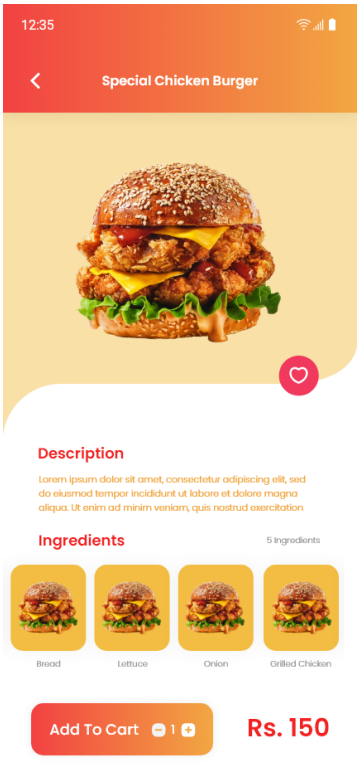
User login

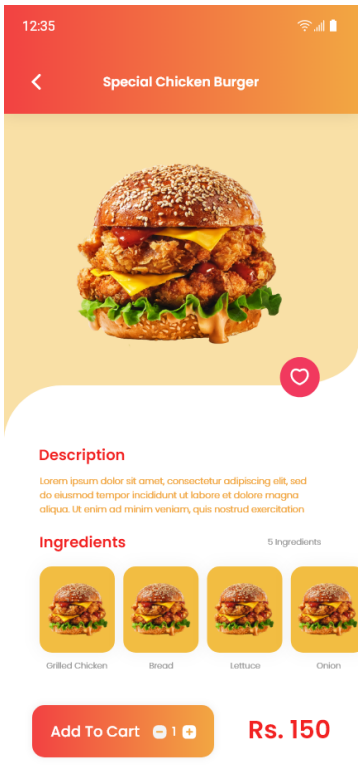

12:35
DabbaXpress
Sign up with Facebook
Sign up with Google
Sign up with Email
Already have an account? Log In
Switch to Dabbawala Sign Up
12:35
Create Account
Your First Name
Type...
Your Last Name
Type...
Your Email
abc@gmail.com
Create a password
Date of Birth
Gender
DONE
By clicking on "Sign up", you accept the Terms and Conditions of Use.
12:35
Log In
Email
abc@gmail.com
Password
LOG IN
Log in with Facebook
Log in with Google

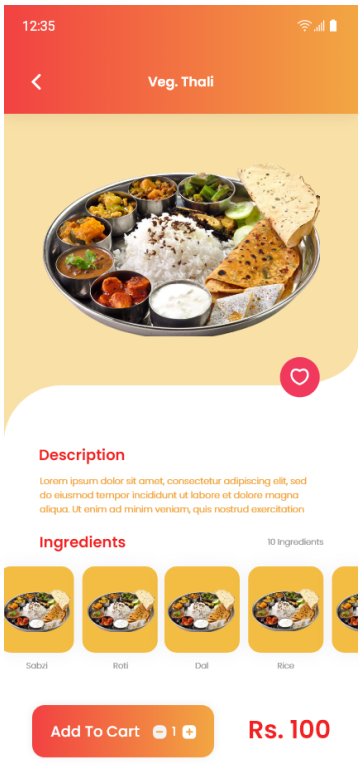

12:35
Profile
Address
See More
My Home Address
My Office Address
My Orders
Order XYZ
Rs. 500
Track
Order XYZ
Rs. 300
Track
Previous Orders
Order XYZ Rs. 500
Order XYZ Rs. 300
12:35
DabbaXpress
Explore
Curry Rice
Thali
Pizza
Tacos
Burger
Previously Ordered
Spl. Chicken Burger
Rs. 150
Veg. Thali
Rs. 150
Beverages
Smoothies
Rs. 150
Juices
Rs. 120
12:35
DabbaXpress
Explore
Thali
Pizza
Tacos
Burger
Burritos
Previously Ordered
Spl. Chicken Burger
Rs. 150
Veg. Thali
Rs. 150
Beverages
Smoothies
Rs. 150

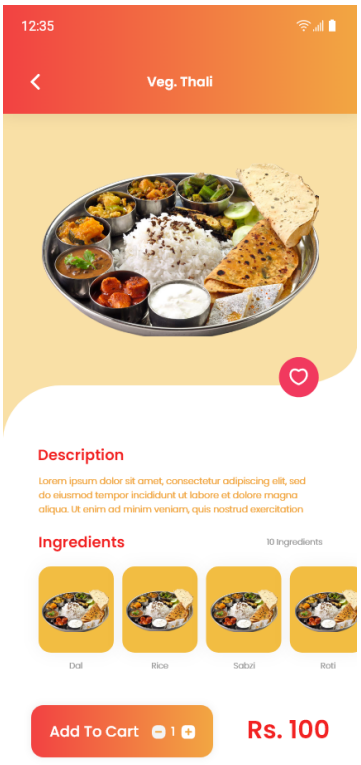

12:35
DabbaXpress
Explore
See More
Curry Rice
Thali
Pizza
Tacos
Burger
Previously Ordered
Veg. Thali
Rs. 150
Pizza Exotica
Rs. 200
Beverages
Smoothies
Rs. 150

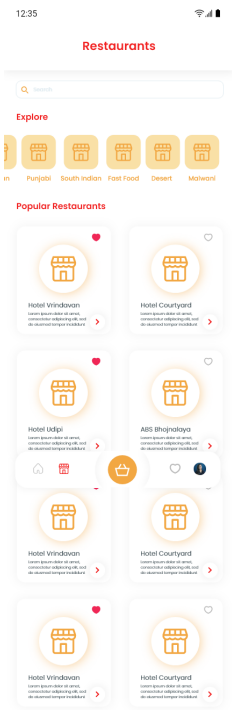

12:35
DabbaXpress
Explore
See More
Curry Rice
Thali
Pizza
Tacos
Burger
Previously Ordered
Spl. Chicken Burger
Rs. 150
Veg. Thali
Rs. 150
Beverages
Smoothies
Rs. 150


12:35
Special Chicken Burger
Description
Ingredients
5 Ingredients
Bread
Lettuce
Onion
Grilled Chicken
Add To Cart
1
Rs. 150

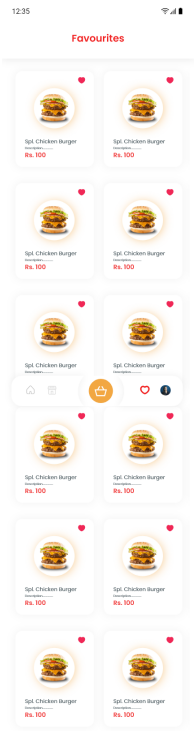

12:35
Special Chicken Burger
Description
Ingredients
5 Ingredients
Grilled Chicken
Bread
Lettuce
Onion
Add To Cart
1
Rs. 150

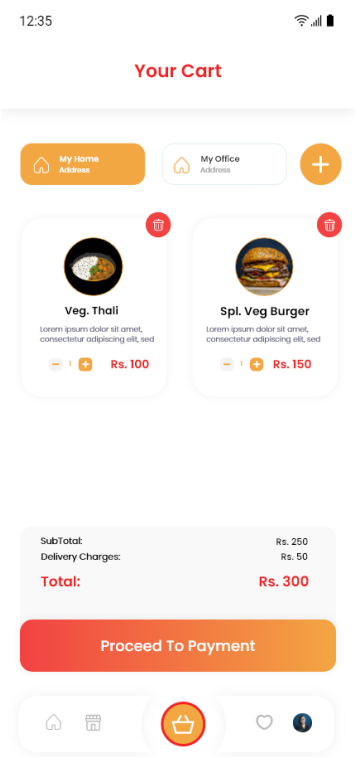

12:35
Veg. Thali
Description
Ingredients
10 Ingredients
Sabzi
Roti
Dal
Rice
Add To Cart
1
Rs. 100

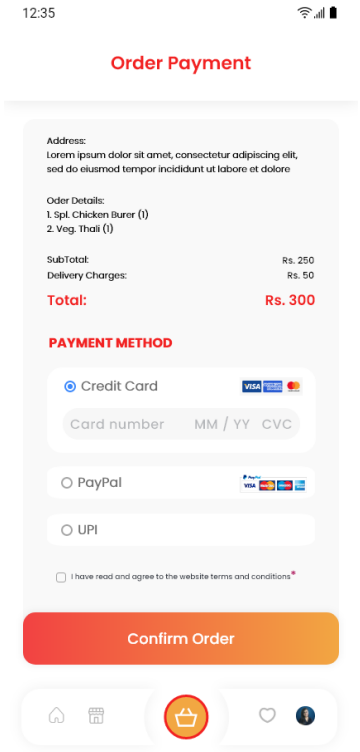

12:35
Veg. Thali
Description
Ingredients
10 Ingredients
Dal
Rice
Sabzi
Roti
Add To Cart
1
Rs. 100

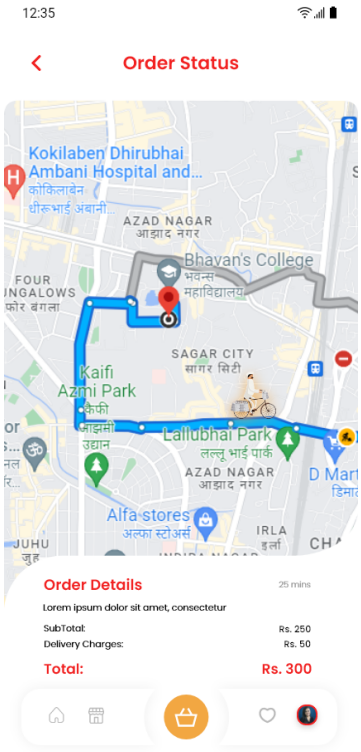

12:35
Restaurants
Explore
Punjabi
South Indian
Fast Food
Desert
Malwani
Popular Restaurants
Hotel Vrindavan
Hotel Courtyard
Hotel Udipi
ABS Bhojnalaya

12:35
Restaurants
Explore
Chinese
Italian
Punjabi
South Indian
Fast Food
Popular Restaurants
Hotel Vrindavan
Hotel Courtyard
Hotel Udipi
ABS Bhojnalaya

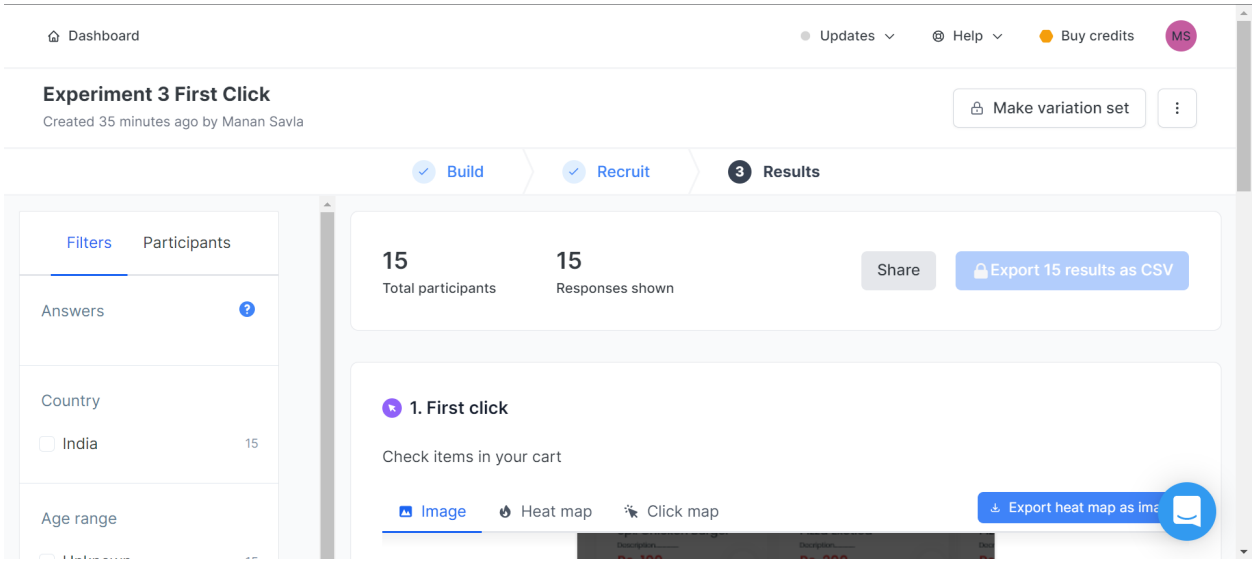

12:35
Favourites
Spl. Chicken Burger
Rs. 100


12:35
Your Cart
My Home
Address
My Office
Address
Veg. Thali
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
Rs. 100
Spl. Veg Burger
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
Rs. 150
SubTotal:
Rs. 250
Delivery Charges:
Rs. 50
Total:
Rs. 300
Proceed To Payment


12:35
Order Payment
Address:
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore
Oder Details:
1. Spl. Chicken Burer (1)
2. Veg. Thali (1)
SubTotal:
Rs. 250
Delivery Charges:
Rs. 50
Total:
Rs. 300
PAYMENT METHOD
Credit Card
Card number
MM / YY
CVC
PayPal
UPI
I have read and agree to the website terms and conditions
Confirm Order

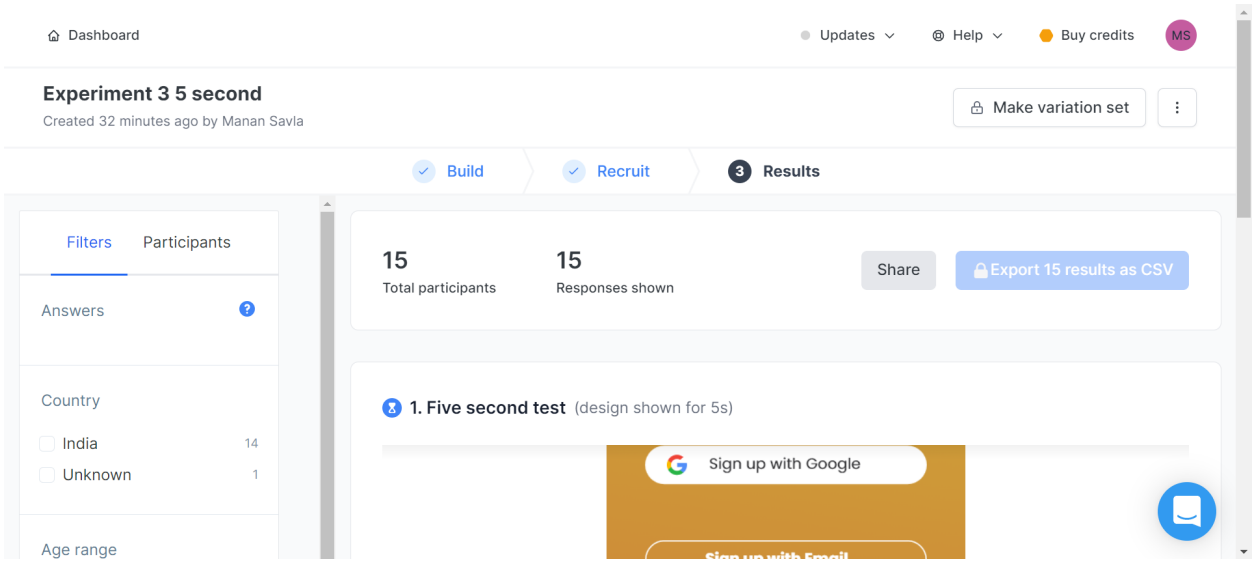

12:35
Order Status
Kokilaben Dhirubhai Ambani Hospital and...
AZAD NAGAR
Bhavan's College
SAGAR CITY
Kaifi Azmi Park
Lallubhai Park
Alfa stores
Order Details
25 mins
Lorem ipsum dolor sit amet, consectetur
SubTotal:
Rs. 250
Delivery Charges:
Rs. 50
Total:
Rs. 300

Observations:



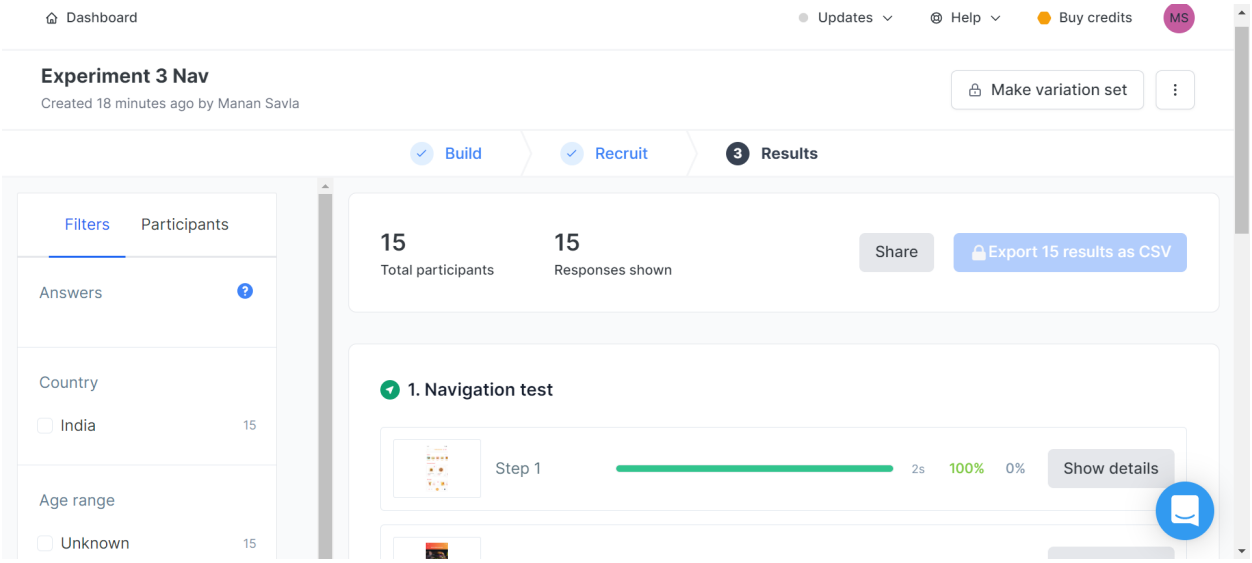
https://app.usabilityhub.com/tests/259bf5eaf92c/results/f2de520a6f6f

80% of the people found it very easy to search for the cart in the design.



https://app.usabilityhub.com/tests/ddda4c7fc6c1/results/5aa884091959

67% of the people answered the question correctly on first look at the design.



https://app.usabilityhub.com/tests/5c2721c36b47/results/1698e9b25437

93% of the people find it very easy to select a food item and place the order using the app.

Also, 80% of the people were able to reach the last screen and complete the process.

Conclusion:

We successfully designed an app for Dabbawalas and implemented multiple tests using usabilityhub on it.