INFO 7280 – User Experience Design/Testing

Assignment – 4B

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Eat-O-Logic

1. Overview:

Food delivery system has found itself growing ever since we were hit by pandemic. According to stats online food ordering has now become roughly 40% of the total restaurant sales in the United States. Hence it is now crucial to understand whether the websites and mobile application used for food ordering can customized to meet the user's satisfaction. The purpose of **Eat-O-Logic** is to recognize the pain points of the customer and thus creating a smooth and seamless experience for the customers. We intent to enhance the existing applications and find more efficient ways to make the customers navigate through the application easily. Additionally, we plan to provide users with a better navigation while they browse through some of their favourite cuisines. Lastly, we focus on simplifying the checkout process to have them place orders from their favourite restaurants.

2. Target Age Group:

Target Age group - 18 to 65 years

3. Personas:

Link for moqups:

https://app.moqups.com/cqeIqxfDRRmkQYmXkGVn3WqtqxFzWxBo/export

Jen works as an analyst in New York. She spends most of her time working in the office. Jen often tends to get her food delivered as she doesn't want to cook food after working for most of the day in the office.

Goals:
- Needs food delivered at home from good restaurants
- Option of easy order tracking

Bio

Name : Jen Z.
Age : 28
Single
Analyst
New York

Frustrations:
- Food items in the menu should have the mark of veg or non-veg displayed on their images
- No chat icon available to connect with the support team
- Wrong order delivered too often

Motivation:
- Quick delivery
- Special offers

Jamie A.

Jamie is an Architect at XYZ firm in Boston. She is married and has a daughter. She often has to work late at the firm and is mostly busy making designs when at home. She likes to save as much money as possible. James loves Indian Cuisine. Due to so much work load, Jamie has to often get her food delivered, sometimes very late at night.

Bio

Name : Jamie A.
Age : 39
Married
Architect
Boston

Goals:

- Wants promo codes linked to his account
- Filter out restaurants which offer late delivery

Frustrations:

- Has to use promo codes through emails only to find that they have expired
- Very fews restaurants around his neighborhood serving Indian cuisine and offering late delivery

Motivation:

- James would prefer a design which shows a list of all the available promo codes linked to his account while placing the order without him needing to type them or search for them
- Adding different varieties of restaurants which meet customer's needs

Stella G.

Stella is a doctor in Chicago. She works in ABC hospital in Chicago from Monday to Saturday every week. She has to attend to multiple appointments throughout the day until she gets off at 6 pm every evening. Due to the multitude of patients, she gets only 30 minutes for lunch and sometimes even less due to emergency appointments. SInce she has to leave early in the morning for the hospital she mostly gets her lunch delivered through the Pre-order feature.

Bio

Name : Stella G.
Age : 42
Single
Doctor
Chicago

Goals:

- Get food delivered by lunch time
- Add filter to view restaurants which offer the pre-order feature

Frustrations:

- Sometimes the food doesn't arrive at the time which was selected because of which she has to skip lunch
- Incorrect items delivered which cannot be replaced in such a short window

Motivation:

- Adding an option to pre-order food which shows only those restaurants which have the Pre-order option
- Get notification from the delivery boy verifying that all the correct ordered items have been picked up

William is aProfessor at Arizona State University, Tempe. William has to spend most of his time teaching classes at the University, most of which are scheduled to end late at night. William often likes to pick up food that he and his family likes, which is mostly Italian, while returning home from the University.

Goals:

- Get Italian food with proper seasoning
- Doesn't have to wait for food after reaching the restaurant

Frustrations:

- Not able to find proper suggestions based on his ordering pattern
- Not many restaurants between the university and home that follow the cooking instructions

Bio

Name : William B.
Age : 46
Married
Professor
Tempe

Motivation:

- Provide better suggestions by using AI models
- Better way to convey the cooking instructions to the restaurant

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Ted is a senior journalist at a newspaper printing press in New Jersey. He is married and a father of two. He lives with his wife since one of his children is working in Boston and the other one is in college. Ted has to leave early for work and often comes home late due to work. His wife works at a grocery store and she has to work late many times as well. Hence, Ted likes to order food online for him and his wife so they don't have to cook.

Goals:

- Get food delivered at his doorstep in time
- Food must be fresh

Frustrations:

- With so many options, it is difficult to filter food from the cuisine of choice
- Delivered food is sometimes cold

Bio

Name : Ted S.
Age : 58
Married
Senior Editor for
 Newspaper
New Jersey

Motivation:

- Get food delivered with given cooking instructions followed
- Get food delivered within the Estimated time of delivery

Adam is pursuing his master's degree in California. He spends most of his time on campus attending lectures and labs. On his off days, he stays in the library to work on his assignments. Along with all this, he is trying to find a full time job as a Software Developer. Hence, he doesn't get much time to cook food. So he likes his food delivered or pick-up of his food order placed

Bio

Name : Adam W.
Age : 24
Single
Student
California

Goals:
- Save time
- Getting quick search results for food of choice
- Transparency in price

Frustrations:
- Lot of time consumed in navigating through the application to find food of choice
- Add on expenses like Delivery charges not displayed initially
- Late deliveries

Motivation:
- Food items found at low prices
- Cashbacks and Special Offers

4. Product Objectives:

1. Build interface that engages customers with visual interactions to increase business for restaurants and food delivery organizations.
2. Display popular and high-rated food products with clear images & recognizable icons with descriptions
3. List clear delivery time & costs to make checkout process more comfortable
4. Allow users to chat with support team of an application by adding a chat icon easily available
5. Provide comprehensive search feature to allow searching food based on categories like cuisines, cost/discounts, delivery charges/time
6. Provide option to leave notes/special instructions for restaurant/delivery person
7. Provide an option to choose how to receive notifications for deals/discounts. E.g.: email, text, or push notifications
8. Provides option to pre-order by specifying date and time along with order
9. Provide easy accessibility to gift vouchers, promo codes, & discounts for customers by linking it to their account.
10. Favorite items personalized – Show most frequently ordered dishes/restaurants post user login, assist in making a quicker decision and have accessible dishes the user is inclined to order.

5. User Needs:

1. Application should have clear marking/classification respecting food restrictions/allergies or preferences. For example vegetarian etc.
2. Provide a chat option to easily connect to customer care for any queries, requests, processes regarding wrong orders.
3. Provide clear indication of expiry dates for promo codes. Promo codes should also be available easily in the application.
4. Show correct delivery time estimates from restaurant to customer, to avoid user frustration due to late order delivery.
5. Improvement in match between food items selection ordered and items being delivered.
6. Make mode of communication of specific instructions by the customer better for the restaurant order receiving side, to make following the instructions better.
7. Suggest nearest similar cuisines, if desired cuisine restaurants are not available nearby or not delivering.
8. Improve filtering cuisines & search results.
9. Transparency required in calculating and displaying delivery addresses.

6. Use Cases:

1. Heavy weight Use Case - Customer Care

Use Case:	**To improve the user experience with the Customer Care**
Actor:	Customer
Use Case Overview:	A new or existing customer is facing issues while having his/her order delivered and wants to contact Customer Care
Subject Area:	E-commerce
Precondition:	Customer has a stable Internet connection

Basic flow (1):	● Customer logs in or signs up for the first time ● Customer searches for their desired food and adds it to the "Bag" ● Customer completes the payment successfully and their order gets placed ● Customer tracks the order and notices as the order is passed its delivery time ● Customer wants to reach out to the support team to understand the reason for this delay ● A chat box icon is present to connect customers with the support team ● The support team then wastes more time asking questions about the order details and fails to provide the reason for the late delivery
Basic Flow (2):	● Customer logs in or signs up for the first time ● Customer searches for their desired food and adds it to the "Bag" ● Customer completes the payment successfully and their order gets placed ● Customer tracks the order the order does not leave the restaurant ● The order deliver time (ETA – Estimated arrival time keeps increasing ● Customer selects the chat box and chats with the representative ● The representative spends time asking about the restaurant and the order details and ends up taking a lot of time before calling the restaurant

Alternative flow (2):	● Customer logs in or signs up for the first time ● The order is placed successfully as payment is completed ● The customer sees that their order is still at the restaurant and the ETA is increasing ● Customer selects this particular and an order from the recent orders part and then chats with customer care ●The customer care now knowing full details of their order already calls up the restaurant and updates the customer with what is causing the delay
Termination Outcome:	The customer saves more time by not having to give the details of the orders and get their issues solved in less time than prior

2. Middle weight Use Case - Discounts and Promotional Codes

Use Case:	**To improve the user experience for Discounts, Deals, Promotional Codes**
Actor:	Customer
Use Case Overview:	A new or existing customer is facing issues while applying the discount coupons on their order
Subject Area:	E-commerce
Precondition:	Customer has a stable Internet connection

Basic flow:	● Customer logs in or signs up for the first time
	● Customer adds a discount coupon and then select their desired food and add it to the "Bag"
	● Customer completes the payment successfully and their order gets placed
	● Customer notices that the discount coupon was not applied and ends up paying the original amount
	● Customer tries to use the discount coupon again but the coupon status now shows – "expired"
Alternative flow:	● Customer logs in or signs up for the first time
	● Customer add their order to the "Bag"
	● When they proceed to check out, their total bill amount is posted
	●They now see an option: "Add promo codes"
	● The promo code is applied and a new discounted amount is displayed
Termination Outcome:	The customer now gets to choose the promo code and can also know how much exact discount he/she received and how much have they saved in total

3. Middle weight Use Cases - Cancel Membership

Use Case:	**To improve the user experience for the "Manage membership" page.**
Actor:	Customer
UseCase Overview:	An existing customer logs in and wants to navigate to manage membership page

Subject Area:	E-commerce
Precondition:	Customer has a stable Internet connection. Customer is an existing member and have been paying for their membership (Monthly or annually)
Trigger:	Customer is deciding whether to continue/terminate with his/her paid membership
Basic flow:	● Customer logs into the website and navigate to check his membership status ● The navigation process is long and the termination of account option is not easily found.
Alternative flow:	● Customer logs in to website ● They see the option to manage membership in the home page. ● They click it and see the termination page of the account
Termination Outcome:	● If a customer knows the deactivation process is fairly simple, he might not deactivate his account at the same moment. ● While opening the home page the customer might come across some new restaurants and new discount codes which might change his/her mind

7. <u>Requirements using the MoSCoW approach:</u>

1. *Must Have:*

1. An interactive and visually pleasing interface that helps users to order food from different restaurants and cater their orders by delivering a combination of dishes while increasing business for restaurants.
2. The users are provided necessary details with their items but includes estimated delivery time and the cost including taxes. This provides the user with good user experience and helps them to make decisions while placing an order.

3. The users are able to view the high rated dishes from a restaurant I had the description of the dish. It also provides information whether the dash can be ordered by people with allergies for example gluten free, vegan etc.
4. The users are able to view previously ordered food items and can also mark the food items as favorites. This helps the customers to save their time and helps them in the process of ordering.

2. Should Have:
1. The users can have multiple filtering options on the basis of which they can sort or filter the dishes including allergy free, highest discounts, quickest delivery, and cuisines.
2. The users are able to chat with the customer support service to help resolve any customer grievances.
3. The users can select time slots at which they want their orders to be delivered and can also schedule their orders at a particular time of a day.

3. Could Have:
1. The users can subscribe to the newsletter where they would be informed about new restaurant launches deals or discounts on different food items. Also they have an option to receive the newsletter via email or text.
2. The users are provided with an option to include additional information to the restaurant while preparing their orders for example the level of spiciness and delivery preferences.
3. the users are able to search the dishes through their voice.
4. The returning/ Tell customers are provided with perks including promotional codes for additional discounts.

4. Won't Have:
1. The users are not able to organize the apps based on their preferences.
2. The users are not able to choose a color theme for the application.

8. **<u>References:</u>**

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