

SRB DESIGNS



MENUQU App - Usability Study

12/21/2021, 12/22/2021, 12/27/2021, 12/30/2021

Team

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Study Details

Project Background

I am creating a new app to provide restaurant stakeholders with a touchless ordering experience.

I need to discern if the main user experience, finding appetizing options, ordering the option and completing payment, is touchless for users to complete.

Study Details

Research Criteria

1. How long does it take a user to decide traditionally vs. with an mixed reality option?
2. What three types of dining data are prioritized by users?
3. What are the cons and pros of our app features?
4. Is our app experience accessible for the majority of users?

Participants

8

Participants are restaurant stakeholders (aged 25 -45) who dine out at least once a week.

Incentive: **\$10.**

Methodology

Each session will last 20 minutes and will include an introduction, a short questionnaire, a product demo and exit interview.

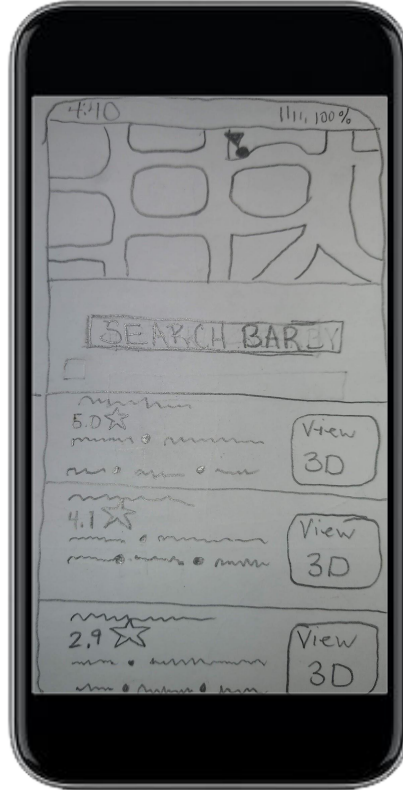
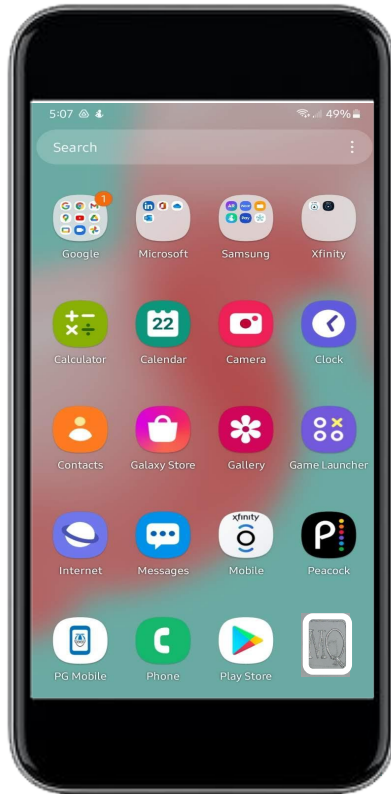
Fort Lauderdale, FL

Sessions will take place on January 12th.

Moderated usability study

High Fidelity

Prototype / Design Tested





Selection:
Food Provider / Food Template

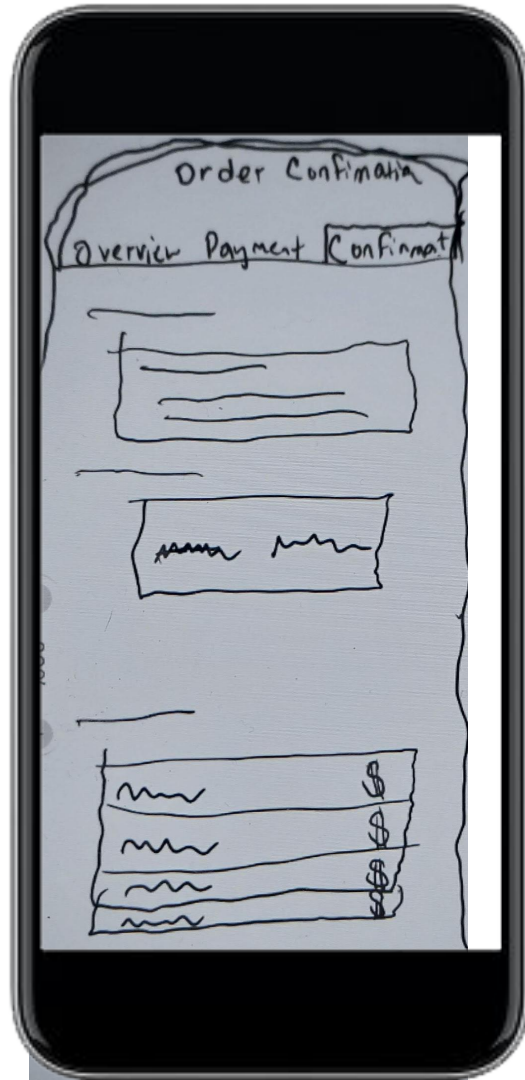
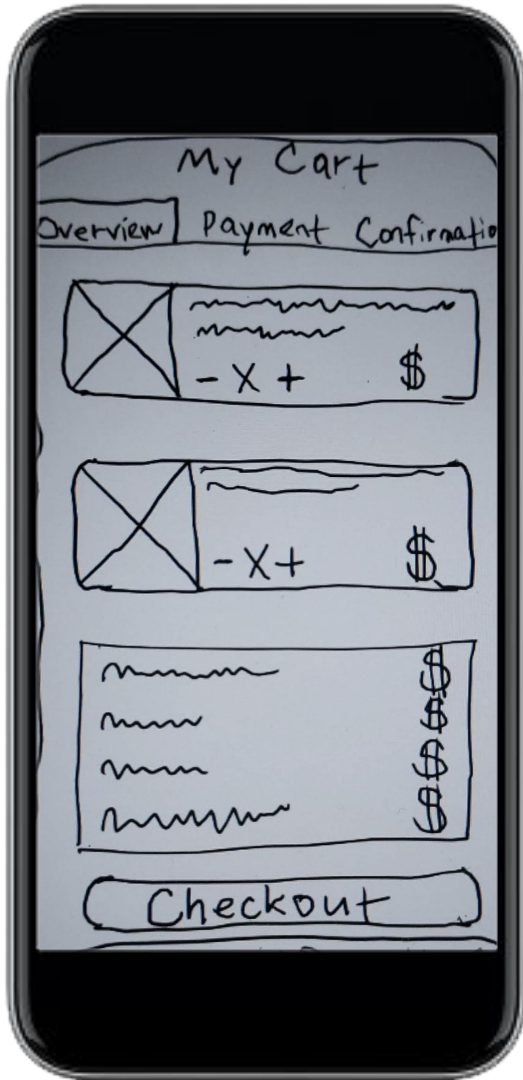


Selection:
Customize / Variants



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Themes

Theme #1

Supporting evidence from the usability study.

- It was observed that **1** out of **5** participants who are visually impaired will need a way to interface with the application either with voice only or with a coded sound vibration system. This means that accessibility for the seeing impaired is important and hands-free ordering should be prioritized.

"This is convenient!" _exuberantly_. After voicing the commands via audio interface until augmented reality portion of the application"



Theme #2

Supporting evidence from the usability study.

- It was observed that 2 out of 5 participants who are expressive and intelligent are much more likely to enjoy the visualization features. However, limits to XR exposure will limit wide scale adoption. This means that user confidence in XR technology must be advocated, taught and rewarded on the initial product use. Pavlov style adoption.

"I see it but I don't smell it." (P2)



Theme #3

Supporting evidence from the usability study.

- It was observed that 1 out of 5 participants from rural areas are reliant on traditional dining experiences, places for food, monetary and health concerns. This means that (participants need an exit from the XR menu back to the traditional or familiar dining search experience without frustration or “pain”).

“Why are the pictures so little?”

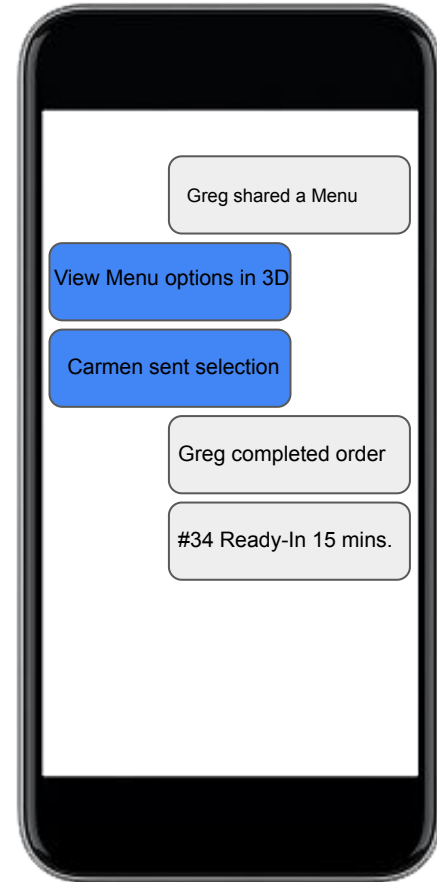


Theme #4

Supporting evidence from the usability study.

- It was observed that 1 out of 5 participants who are ambitious and social are more likely to use the application frequently because of its meal tax reporting features, users professed a strong desire to share menus with friends and power lunch.). This means that (future versions of the application will have social interactions and business lunch recording features recognized by tax agents).

"I'm going to share this with my nakama"



Exit Interview

1. How long does it take a user to decide traditionally vs. with an mixed reality option?
2. What three types of dining data are prioritized by users?
3. What are the cons and pros of our app features?
4. Is our app experience accessible for the majority of users?

Answers

1. Average completion time: **2 mins. 38 secs.**
 - a. Son Goku : did not complete
 - b. Nishima Torika : 2 min. 15 secs
 - c. Sasha Blouse : 3 min
 - d. Monkey D. Luffy: 75 secs
 - e. Yato Kagura : 4 mins
2. Data of most importance in dining choice:
 - a. **Location** -
 - b. **Visualization** -
 - c. **Familiarity (Habits) / Cuisine** -
3. Cons as stated
 - a. **Luffy** - No group communication for meals
 - b. **Goku** - Requires tech savviness
 - c. **Sasha** - No food readiness meter
 - d. **Kagura** - No calorie data
 - e. **Toriko** - AR Menu not handsfree
4. Pros as observed
 - a. **Luffy, Goku, Sasha, Kagura, Toriko** - Visuals induced quality assurance and appetite.
 - b. **Toriko** - Convenience and ease of usage

Insights & Recommendations

Research insights

All audiences not
Augmented Ready

Provide tutorial for new
users of augmented
reality use.

User Profiles are
needed

Priority 1 - save user data
for rapid future orders -
Recurring orders

Ready by Estimate

Display above selection
with Ready-By clock or
timer

Heavily invest in
social and
financial options

Blueprint parallel apps
that record meal receipts
and share food data with
social and text
connections.

Recommendations

- Revisit problem statement
- Research accessibility in other food order apps and apply best practices
- Revisit Case Study for a second round for a augmented reality high-fidelity experience

Thank you! Bing Bong!!