Qualitative feedback

1) In terms of intuitiveness, how do you think the app fares? Any way to improve?

    To get user feedback on improving how naturally the app leads users from one process of ordering to the next.

2) Would you use this app to order food once it comes out?

    This will gauge if the app has the ability to generate user loyalty. How many percentage of people feel like they would come back after using for the first time and then again?

3) Do you think it would be more convenient to order food from the app rather than going to the shop itself? How do you think your life on campus would change if this comes to fruition?

    This will validate the necessity of the app on campus, and will sort of ensure that the app will be used a lot.

4) Which feature did you feel most uncomfortable to use?

    Simple question to help us improve our most negative features to be able to ensure a bug free experience.

5) Did any part of our app stand out in your session?

    This helped us know if we added any features that were not necessarily positive, but might be seen as flagship features and peculiarities of the app. We can use this question to control this feature as we see fit.

6) Which process of ordering the food- surfing restaurants, surfing menus, ordering, adding to cart, payment, etc would you like to change and to what?

    Simple user feedback question

7) If you committed any errors while ordering, were you be able to correct them? After which point does this become impossible? Should we do something about it?

    We wanted to ensure we did enough to handle slips and mistakes. How well we did, depends on user feedback.

Quantitative feedback:

1) How would you rate our app on a scale from 1 to 5? Please rate solely in terms of design
2) Number of time a back button was pressed (Number of times errors committed)
3) Number of times the user asked for help due to being lost
4) Number of times the user asked what an icon means
5) Ratio of minimum clicks to the number of user clicks: