1. Incampus Locator:

Project Overview-

1. The problem: For the project – Usability Testing, we chose the DinnerCall mobile application. (<https://play.google.com/store/apps/details?id=com.betterretail.dinnercall&hl=en>)

<download app>

DinnerCall is a mobile application aiding the users to find a healthy ready-to-eat meal from a near-by Deli. In words of our client, Chief Technical Officer, Mr. Akram Mnif,

“Our main mission through this app is to convert fast food consumers to grocery shoppers and bring families together.”

1. The solution: Aim: To make the application user-friendly.

We ran multiple studies and came up with a set of solutions to make improve the design of the application.

The following are our recommendations for the design of the application.

<11 photos>

1. My role: (in a group project)

UX Researcher, UI Researcher

1. Our Methods:

Evaluating the design of the app

Cognitive walkthrough

Contextual Inquiries and Interviews

Affinity Diagram

Heuristic evaluation

Re-design the application

Discoveries (Contextual Inquiries)

Focusing on the main features of the application we came up with 3 tasks to test. These 3 tasks encompassed all the screens and features of the application.

Ordering, scheduling and paying for a meal

Uploading funds to your account

Tracking a dinner

Round 1: We asked participants to perform the tasks and concluded:

Round 2: Next we focused on some specific important problems that the application needed to change. Conducting interviews led us to confirm that those problems were important. Our findings:

questions we asked the interviewees>

Discoveries (Heuristic Evaluation)

Keeping the Jacob Neilson’s 10 Heuristic Principles as our guidelines, we evaluated the design again and understood the design flaws in a more organized manner. Using an affinity diagram we categorized our findings according to the Jacob Neilson’s 10 Heuristic Principles. In this way we realized the severity of the issues that we have found and hence prioritized them to provide us a more focused approach for the future steps.

Persona

Based on our research and contextual inquiries, we developed our persona, Alice Shah. Throughout the rest of the project, we focused our design designs based on how Alice would react to them.

Our Persona: Lucy Lane

Residence: NYC, USA

Occupation: Real Estate

Bio: Lucy is in her mid 30s, and is constantly working. Lucy participates in a bi-weekly yoga class, brings her kids to their practices and trainings, and in whatever spare time she has left likes to read. Lucy is well educated and also likes to think of herself as “techy”. She uses her mobile phone daily, she thinks too much.

Goals:

Spend time with family

Find good homes for her clients

Eat delicious delicacies

Immerse herself into yoga

Frustrations:

With such a busy schedule, she finds herself having dinner alone

Tries her best to cook something for the family, but it’s too time-consuming

Relying and spending too much on fast-food

Too busy schedule, demanding a healthy diet

Key learnings

This project was a 5-month project. Keeping in touch with Akram and working under a client was a one of the highlights of this project. Handling the client’s needs and making the application user friendly were major learnings of this project.