**6. User Evaluation of the First Prototype :**

**6.1 Methodology:**

**6.1.1 Session**

The session for FoodOnline was conducted at the premises of Softwarica College. Each session was approximately 20 minutes long. With five participants, sessions were conducted using Wizard of Oz technique. Users put the prototype to the test by executing specified tasks and answering questions relating those tasks in a near-real-life setting. For each session apart from the user there were two more people involved. Aside from the user, there were two extra people involved in each session. One was the facilitator, who gave instructions and engaged with the user, while the other was the wizard, who didn't speak during the session and was simply in charge of changing the screens.

Questionnaires:

Before:

1.1 Demographic questions

a. What is your current occupation?

b. What is your household composition?

c. How old are you?

d. What’s your relationship status?

1.2 Background question  a. How often do you order food online?

b. When was the last time you ordered food online?

c. What app did you last use to order food?

d. Do you usually pay cash on delivery or pay for things online?

e. What type of payment gateways do you use for online transaction?

During:

* How was your experience ordering a food item?
* Is the user interface easy to navigate?
* How would you view your order history?
* How would you edit or delete items from your cart?
* How would you filter food items by price?

**6.1.2 Wizard of Oz:**

* Users were told to complete the tasks assigned to them, communicating with and responding to the system as needed.
* After compilation, evaluation and summarization of the study’s finding, recurring themes and severity of the issues were found.
* Things like summarization of design implications and recommendations were noted to improve the product.
* Tweaks were made to the product whenever required and the same process was repeated.

**6.1.3 Participants**

This mobile application is a meal delivery service hence, people who order food online on a regular basis were chosen to get the best insight. A diverse group involving five testers were recruited to mirror the product's various personas; however, those who had never ordered a meal online were also included, which served to highlight the pain points that would have prevented the product from reaching a bigger audience.

**6.1.4 Scenarios/Tasks**

Following are the tasks asked to do while doing testing.

Task 1 – Register as a new User

Task 2 – Order a complete meal, which includes beverages and desserts.

Task 3 – Track your delivery in real-time.

Task 4 – View your last order history.

6.2 **Results**:

**6.2.1 Time on each task:**

This result represents the time taken by the user for each task.

**Note: time is in seconds**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Tasks** | **User 1** | **User 2** | **User 3** | **User 4** | **User 5** | **Average TIme** |
| **Task 1** | **7** | **5** | **6** | **8** | **5** | **6.2** |
| **Task 2** | **20** | **22** | **28** | **21** | **26** | **23.4** |
| **Task 3** | **4** | **5** | **3** | **5** | **4** | **4.2** |
| **Task 4** | **3** | **4** | **5** | **9** | **4** | **4.8** |

**FIG 6.2.1: Time taken by users to perform each tasks**

**6.2.2 Task Completion Rates:**

**The following report shows the task completion rates for each task by the users.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Task** | **User 1** | **User 2** | **User 3** | **User 4** | **User 5** | **Completion Rate** |
| **Task 1** | **Yes** | **Yes** | **No** | **Yes** | **Yes** | **80%** |
| **Task 2** | **No** | **No** | **No** | **Yes** | **Yes** | **40%** |
| **Task 3** | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** | **100%** |

**Table 6.2.2: Task completion rates for each tasks.**

6.2.3 Number of actions to complete tasks

It measures the efficiency. The number of the actions or the click done by the user is noted and evaluated.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Task** | **User 1** | **User 2** | **User 3** | **User 4** | **User 5** | **Average** | **Hypothesis** |
| **Task 1** | **10** | **12** | **11** | **13** | **10** | **11.2** | **10** |
| **Task 2** | **30** | **31** | **28** | **30** | **32** | **30.2** | **20** |
| **Task 3** | **10** | **10** | **10** | **10** | **10** | **10** | **10** |

Table 342 : Number of actions to complete the task.

6.2.4 Number of requests for help:

It measures the learnability of the system.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Task** | **User 1** | **User 2** | **User 3** | **User 4** | **User 5** | **Completion Rate** |
| **Task 1** | **1** | **0** | **0** | **0** | **1** | **0.4** |
| **Task 2** | **4** | **3** | **2** | **4** | **3** | **3.2** |
| **Task 3** | **1** | **1** | **1** | **1** | **1** | **1** |

Table 4324324 : Number of requests for help.

6.2.5 Quantitative analysis:

This report is based on the quantitative questions asked to the user after the testing. Agree percent is calculated by adding agree and strongly agree.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Questions** | **Strongly Disagree** | **Disagree** | **Neutral** | **Agree** | **Strongly Agree** | **Percent Agree** |
| **I think I would use it frequently** | **1** | **0** | **0** | **2** | **2** | **80%** |
| **I found the system unnecessarily complex** | **1** | **1** | **0** | **0** | **3** | **60%** |
|  |  |  |  |  |  |  |

6.2.6 Errors

It measures the mistakes done by the user.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Task** | **User 1** | **User 2** | **User 3** | **User 4** | **User 5** | **Average** |
| **Task 1** | **1** | **2** | **1** | **0** | **0** | **0.8** |
| **Task 2** | **3** | **5** | **5** | **6** | **5** | **4.6** |
| **Task 3** | **1** | **1** | **1** | **1** | **1** | **1** |

6.3 User Analysis

6.3.1 Liked most

* Users praised the overall organization of all the food items and restaurants.
* Users liked that the app allowed them to write a note to a specific food item before adding it to their cart.
* The ability to track orders in real-time after they were placed was the most liked feature.

6.3.2 Liked least

* The fact that a user must create an account in order to use the app, and that meal ordering is not possible without one, wasn’t liked by the testers.
* Interface to track an order needs to be simplified.

6.3.3 Recommendations

* A reward system that gives special offers to regular consumers was suggested by several testers.

6.4 Conclusion:

According to the statistics collected, users are effortlessly navigating the app, and the majority of users were able to use advanced features such as filtering and adding notes to their food items without any additional instructions. However, some testers had encountered issues with Task 3, which is to track the order in real-time. As a result, the interface for it need some additional work. On that note having to log in or create a new account, was deemed tedious by a few testers, thus an alternative route where user registration can be made optional must be devised. Finally, adding a reward system to provide regular users benefits, as mentioned by several testers, could be an excellent feature to add to keep users involved.