UEATS-LLM Consolidated Report

Total personas: 21

1. U-01

Condition: uniform

```
3.0 / 5.0
```

Description: 21yo in Jersey City, NJ (~$18/h, 6h/wk); goal: Order a cheeseburger with fries for delivery in Jersey City, NJ.

```
## Persona
I'm a 21-year-old student living in Jersey City, NJ, working part-time as a tutor. I wanted to quickly
order a cheeseburger with fries for delivery.

## Critical Issues
None observed.

## Minor Friction
1. The initial selector for the cheeseburger was missing text, which caused confusion when trying to
add it to my order.
2. The interface had a lack of clear labeling, making it challenging to confirm the item I intended to
select.

## Suggested Improvements
1. Ensure that all menu items have complete and visible text labels to avoid confusion.
2. Implement clearer visual cues when items are selected to enhance the confirmation process.
3. Provide a more intuitive layout for the menu to streamline the selection of items.
```

2. U-02

Condition: uniform

```
3.0 / 5.0
```

Description: 20yo in New York, NY (RA stipend $900/mo; none/accessibility); goal: Order a pepperoni pizza for delivery under $12 in New York, NY.

```
## Persona
I am a 20-year-old student living in New York, relying on a modest RA stipend. I wanted to quickly
order a pepperoni pizza for delivery, keeping my budget under $12.

## Critical Issues
None observed.

## Minor Friction
1. The search function was initially missing, which made it difficult to begin my order efficiently.
2. The interface was not intuitive, leading to confusion about how to navigate to the pizza selection.

## Suggested Improvements
1. Ensure the search bar is always visible and accessible on the main page to enhance findability.
2. Implement a clearer navigation structure to help users easily locate menu items.
3. Consider adding a budget filter to streamline the selection process for price-sensitive customers.
```

3. U-03

Condition: uniform

```
3.0 / 5.0
```

Description: 23yo in Philadelphia, PA (RA stipend $900/mo; none/none); goal: Order a cheesesteak with fries for pickup under $9 in Philadelphia, PA.

```
## Persona
```

```
I'm a 23-year-old living in Philadelphia on a RA stipend. I had a craving for a classic cheesesteak
with fries and wanted to keep my order under $9 for pickup.

## Critical Issues
None observed.

## Minor Friction
1. The cheesesteak option was not immediately visible due to a missing selector, which made it
slightly frustrating to find.
2. The lack of clear labeling or categorization for menu items could lead to confusion for first-time
users.

## Suggested Improvements
1. Implement a more intuitive menu layout that clearly categorizes items, making it easier to find
specific meals like cheesesteaks.
2. Add visual indicators or badges for popular items to enhance findability.
3. Consider a search feature that allows users to quickly locate their desired food items.
```

4. U-04

Condition: uniform

3.0 / 5.0

Description: 24yo in Queens, NY (~$900/mo; none); goal: Order a slice of pizza for delivery under $8 in Queens, NY.

```
## Persona
I am a 24-year-old retail associate living in Queens, NY. My income is around $900 a month, and I was
looking to order a slice of pizza for delivery under $8.

## Critical Issues
None observed.

## Minor Friction
1. The initial selector for pizza was missing, which made it confusing to start my order.
2. After clicking on pizza, I faced a lack of immediate feedback on my selection, leaving me unsure if
my action was registered.

## Suggested Improvements
1. Ensure that the pizza selector is always visible and functional to prevent confusion.
2. Provide immediate visual confirmation after clicking on pizza to enhance user confidence in the
selection process.
3. Consider adding a budget filter to streamline the process of finding options under $8.
```

5. U-05

Condition: uniform

2.0 / 5.0

Description: 20yo in Baltimore, MD (~$600/mo; none/accessibility); goal: Order a cheeseburger with fries for delivery in Baltimore, MD.

```
## Persona
I am a 20-year-old college student living in Baltimore, with a limited monthly budget of around $600.
I wanted to order a simple cheeseburger with fries for delivery.

## Critical Issues
None observed.

## Minor Friction
1. The initial warning about a missing selector for the cheeseburger might have caused confusion,
making me question whether I could proceed with my order.
2. The click action for the cheeseburger was somewhat unclear, as it lacked immediate feedback that my
selection was successful.
3. I found the overall interface to be a bit cluttered, which made it harder to focus on my specific
order.

## Suggested Improvements
1. Improve the feedback mechanism when an item is selected, such as a confirmation message or visual
change.
2. Simplify the interface to reduce clutter, allowing for a more straightforward ordering process.
3. Ensure that all menu items have clear labels and descriptions to enhance findability and clarity.
```

6. U-06

Condition: uniform

```
2.0 / 5.0
```

Description: 19yo in New York, NY (~$18/h, 6h/wk; none/accessibility); goal: Order a margherita pizza for pickup under $16 in New York, NY.

```
## Persona
I am a 19-year-old student living in New York, earning around $18 per hour from tutoring. I was trying
to order a margherita pizza for pickup, keeping my budget under $16.

## Critical Issues
None observed.

## Minor Friction
1. The initial search timed out, which made it frustrating to start my order.
2. The interface was not intuitive; I had difficulty locating the pizza section quickly.

## Suggested Improvements
1. Enhance the search functionality to minimize timeouts and improve reliability.
2. Implement clearer navigation to easily find popular items like pizzas.
3. Add a budget filter to streamline the selection process for budget-conscious users.
```

7. U-07

Condition: uniform

```
2.0 / 5.0
```

Description: 22yo in Jersey City, NJ ($200/week; none/accessibility); goal: Order a slice of pepperoni pizza for pickup under $11.

```
## Persona
I am a 22-year-old student working part-time, earning around $200 a week. I wanted to quickly order a
slice of pepperoni pizza for pickup without exceeding $11.

## Critical Issues
None observed.

## Minor Friction
1. I encountered a warning about a missing selector for 'pepperoni pizza', which made me uncertain if
the item was available.
2. The process was interrupted at step 1, which left me unsure if my order was being processed
correctly.

## Suggested Improvements
1. Improve the item selection process by ensuring all items, including pepperoni pizza, are clearly
listed and accessible.
2. Provide clearer feedback during the ordering process to confirm that the item has been successfully
added to the cart.
3. Enhance the UI to minimize interruptions, ensuring a seamless user experience from selection to
checkout.
```

8. D-01

Condition: diet

```
3.0 / 5.0
```

Description: 23yo in Gainesville, FL ($650/mo; vegan); goal: Order a vegan burrito for pickup under $14 in Gainesville, FL.

```
## Persona
I am a 23-year-old library aide with a limited income, living in Gainesville, FL. My goal was to order
a vegan burrito for pickup, keeping my budget under $14.
```

```
## Critical Issues
None observed.

## Minor Friction
1. The labeling for the vegan burrito was unclear, leading to confusion when trying to select it.
2. There was no feedback after clicking the vegan burrito option, making it hard to know if my
selection was successful.
3. The interface lacked clear guidance on dietary options, which could have streamlined my experience.

## Suggested Improvements
1. Implement clearer labeling for menu items, ensuring vegan options are distinctly marked.
2. Provide visual confirmation after selecting an item, such as a pop-up or highlight, to reassure
users their choice was registered.
3. Introduce a dietary filter that allows users to easily find vegan options without confusion.
```

9. D-02

Condition: diet

3.0 / 5.0

Description: 29yo in Arlington, VA (~$1,080/month; vegetarian); goal: Order a vegetarian pizza for delivery under $14 in Arlington, VA.

```
## Persona
I am a 29-year-old vegetarian living in Arlington, VA, earning about $1,080 a month from tutoring. I
often find myself in a rush when ordering food, and my goal today was to order a vegetarian pizza for
delivery under $14.

## Critical Issues
None observed.

## Minor Friction
1. The initial warning about a missing text selector for 'Pizza' was confusing and made me question if
I was on the right track.
2. The interface did not clearly highlight vegetarian options, which made it harder to quickly
determine if my dietary needs were met.

## Suggested Improvements
1. Implement clear vegetarian labels or badges on menu items to enhance quick recognition of suitable
options.
2. Improve the search functionality to allow filtering by dietary preferences, making it easier to
find vegetarian pizzas.
3. Ensure text selectors are clearly defined to avoid confusion and enhance the overall user
experience.
```

10. D-03

Condition: diet

3.0 / 5.0

Description: 20yo in Raleigh, NC ($900/mo; halal); goal: Order halal chicken shawarma delivery in Raleigh, NC for under $9.

```
## Persona
I am a 20-year-old student living in Raleigh, NC on a $900 monthly stipend. I wanted to order halal
chicken shawarma for under $9.

## Critical Issues
The app had a warning about a missing selector for 'halal chicken shawarma' in step 1. This indicates
that I couldn't find the meal I wanted due to a potential labeling issue, which is crucial for someone
with specific dietary needs like mine.

## Minor Friction
1. The search functionality was not intuitive, making it hard to find halal options quickly.
2. There were no visible filters for dietary preferences, leading to uncertainty about available
options.

## Suggested Improvements
1. Implement a dedicated filter for halal options to streamline the search process.
2. Ensure all menu items are clearly labeled with dietary tags to avoid confusion.
3. Add a 'dietary preferences' section in the app to enhance user experience.
```

11. D-04

Condition: diet

3.0 / 5.0

Description: 25yo in Charlotte, NC (~$900/mo; kosher); goal: Order a kosher falafel wrap for delivery in Charlotte, NC.

```
## Persona
I am a 25-year-old retail associate living in Charlotte, NC. With a limited income of about $900 a
month, I often find myself looking for affordable food options that meet my kosher dietary
requirements.

## Critical Issues
None observed.

## Minor Friction
1. The initial warning about a missing selector for the 'Falafel Wrap' made me uncertain about whether
I could proceed with my order.
2. The visibility of the 'Falafel Wrap' was not clear initially, which could confuse users trying to
find specific dietary options.

## Suggested Improvements
1. Ensure that all menu items, especially those with dietary labels, are clearly listed and easily
selectable from the start.
2. Introduce clear dietary markers (e.g., kosher symbols) next to relevant menu items to enhance
findability for users with specific dietary needs.
3. Provide a filter option for dietary preferences on the menu page to streamline the ordering
process.
```

12. D-05

Condition: diet

4.0 / 5.0

Description: 22yo in Cambridge, MA (~$18/h, 6h/wk; gluten-free); goal: Order gluten-free pizza for pickup under $12 in Cambridge, MA.

```
## Persona
I'm a 22-year-old student in Cambridge, MA, earning about $18/hour from tutoring. I'm looking to order
a gluten-free pizza for pickup that fits my budget of $12.

## Critical Issues
None observed.

## Minor Friction
1. The initial screen lacked a clear indication of available pizza options, leading to confusion when
trying to navigate.
2. The absence of a gluten-free filter made it challenging to find suitable options quickly.

## Suggested Improvements
1. Introduce a gluten-free filter or badge on pizza listings to streamline the selection process.
2. Enhance the visibility of menu items by improving the labeling and categorization of food options.
3. Implement a clearer navigation structure to help users find their desired items without
uncertainty.
```

13. D-06

Condition: diet

2.0 / 5.0

Description: 23yo in Gainesville, FL ($1,200/mo; lactose-free); goal: Order a lactose-free Thai green curry for delivery under $12 in Gainesville, FL.

```
## Persona
I'm a 23-year-old intern living on a stipend, and I'm trying to order a lactose-free Thai green curry
for delivery. I need to keep my budget under $12.

## Critical Issues
None observed.

## Minor Friction
1. The selector for the Thai green curry was missing text, which made it unclear if I was selecting
the right dish. This could lead to confusion and misordering.
2. The interface did not provide immediate feedback after I clicked on the dish, leaving me uncertain
if my action was successful.

## Suggested Improvements
1. Ensure that all menu items have clear, descriptive text to avoid confusion when selecting dishes.
2. Implement visual feedback when an item is clicked to confirm the action, such as highlighting the
selected item or showing a loading indicator.
```

14. D-07

Condition: diet

4.0 / 5.0

Description: 25yo in Tampa, FL ($1,200/mo; pescatarian); goal: Order a pescatarian sushi roll for pickup under $16 in Tampa, FL.

```
## Persona
I'm a 25-year-old intern living in Tampa, FL, with a limited monthly stipend of $1,200. I aim to order
a pescatarian sushi roll for under $16 and pick it up conveniently.

## Critical Issues
None observed.

## Minor Friction
1. The search feature timed out, which disrupted my ability to find suitable options quickly.
2. The lack of clear pescatarian labels on menu items made it challenging to identify appropriate
choices.

## Suggested Improvements
1. Enhance the search functionality to prevent timeouts and improve user experience.
2. Introduce explicit pescatarian labels on menu items to facilitate easier selection.
3. Implement a filter specifically for pescatarian items to streamline the ordering process.
```

15. F-01

Condition: diverse

4.0 / 5.0

Description: 64yo in Istanbul (gig work ~$400/mo; low-FODMAP); goal: Order low-FODMAP sushi delivery in Istanbul under $11.

```
## Persona
I am a 64-year-old living in Istanbul, relying on gig work for my income, which is around $400 a
month. I follow a low-FODMAP diet and was trying to order sushi delivery that fits my dietary
restrictions and budget.

## Critical Issues
None observed.

## Minor Friction
1. The search functionality timed out, which was frustrating and made finding options harder.
2. The interface felt cluttered, making it challenging to locate specific dietary options quickly.

## Suggested Improvements
1. Implement a more robust search feature to minimize timeouts and enhance findability.
2. Introduce clear dietary labels for menu items to easily identify low-FODMAP options.
3. Streamline the interface to improve clarity and accessibility, focusing on essential filters for
dietary needs.
```

16. F-02

4.0 / 5.0

Description: 58yo in Busan, KR (part-time dev $1,800/mo; kosher/accessibility); goal: Order kosher sushi delivery in Busan under $18 with clear labels.

```
## Persona
I am a 58-year-old part-time developer living in Busan, earning about $1,800 a month. I keep a kosher
diet and rely on a screen reader for accessibility. My goal is to order kosher sushi delivery for
under $18, ensuring that all items are clearly labeled.

## Critical Issues
None observed.

## Minor Friction
1. The search functionality was hard to locate, causing initial confusion. The search button was not
clearly labeled or visually distinct, which hindered my ability to quickly find kosher options.
2. There was a lack of specific dietary filtering options for kosher items, making it difficult to
ensure my dietary needs were met without extensive browsing.

## Suggested Improvements
1. Enhance the visibility of the search button by adding clear text labels and improving its design
for better screen reader compatibility.
2. Introduce dedicated filters for dietary restrictions, specifically for kosher options, to
streamline the selection process.
3. Implement clearer labeling on menu items to indicate kosher status, possibly using distinct badges
or icons.
```

17. F-03

3.0 / 5.0

Description: 60yo in Paris, FR (~$1,000/mo; pescatarian/large-text); goal: Order a pescatarian sushi platter for pickup under $15 in Paris, FR with easy-to-read menus.

```
## Persona
I'm a 60-year-old living in Paris with a modest income of about $1,000 a month. I follow a
pescatarian diet and prefer large text for easy readability. My goal was to order a sushi platter that
fits my dietary needs for under $15.

## Critical Issues
None observed.

## Minor Friction
- The initial menu lacked clear labeling for pescatarian options, making it difficult to find suitable
dishes quickly.
- The text size on some menu items was not large enough, which added to the challenge of reading the
options.

## Suggested Improvements
- Implement clear pescatarian labels on all applicable menu items to facilitate quicker decision-
making.
- Ensure that all text on the menu is consistently displayed in large print for better accessibility.
- Introduce a filter specifically for pescatarian dishes to streamline the selection process.
```

18. F-04

3.0 / 5.0

Description: 41yo in Bangkok, TH (scholarship + TA; gluten-free/colorblind); goal: Order gluten-free Pad Thai for delivery under $12 in Bangkok, TH with high-contrast design.

```
## Persona
```

I am a 41-year-old individual living in Bangkok, supported by a scholarship and teaching
assistantship, with a monthly income of $1,400. My goal was to order gluten-free Pad Thai for delivery
within a budget of $12, while ensuring the design is accessible due to my colorblindness.

Critical Issues
None observed.

Minor Friction
1. The search functionality was not immediately clear, leading to confusion about how to begin my
order.
2. The site's design lacked high-contrast elements, making navigation challenging for my
colorblindness.

Suggested Improvements
1. Enhance the visibility of the search bar by implementing high-contrast colors to cater to users
with color vision deficiencies.
2. Add clear labels and instructions for the search feature to facilitate easier access to menu items,
particularly for specific dietary needs like gluten-free options.
3. Consider adding a dedicated gluten-free section or filter to streamline the ordering process for
users with dietary restrictions.

19. F-05

Condition: diverse

2.0 / 5.0

Description: 22yo in Auckland, NZ (student stipend $700/mo; low-carb); goal: Order a low-carb chicken salad for
delivery under $8 in Auckland.

Persona
I am a 22-year-old student living in Auckland on a tight budget of $700 a month. I aim to order a low-
carb chicken salad for delivery without exceeding $8.

Critical Issues
None observed.

Minor Friction
1. The search functionality was unclear, as I encountered a 'selector_missing' warning, indicating
potential issues with finding items quickly.
2. The initial experience was confusing due to the lack of clear guidance on how to start my order.

Suggested Improvements
1. Improve the search interface by ensuring that the search bar is clearly labeled and functional from
the start.
2. Provide a dedicated section for low-carb options, allowing users to filter results easily based on
their dietary preferences.
3. Include clear and concise labeling on menu items to ensure that dietary restrictions, such as low-
carb, are easily identifiable.

20. F-06

Condition: diverse

4.0 / 5.0

Description: 40yo in London, UK (part-time dev; lactose-free); goal: Order a lactose-free pizza for delivery under
£15.

Persona
I am a 40-year-old part-time developer living in London, UK, with a monthly income of $1,800. I need
to order a lactose-free pizza for delivery under £15, and I prefer high-contrast designs due to my
colorblindness.

Critical Issues
The most impactful issue I encountered was during step 1, where the 'Lactose-Free Pizza' option was
not clearly labeled or visible due to the missing selector, making it difficult for me to identify the
correct item. This lack of clarity could lead to ordering something that does not meet my dietary
needs.

Minor Friction
1. The absence of a clear indication or badge for lactose-free options made the selection process
frustrating.
2. The overall design did not accommodate high-contrast visibility, which is essential for my

accessibility needs.
3. There was no allergen information readily available, making it hard to ensure my dietary restrictions were met.

Suggested Improvements
1. Introduce explicit lactose-free badges next to relevant menu items.
2. Enhance the design for better color contrast to assist users with colorblindness.
3. Provide clear allergen labeling on all food items to improve dietary findability.

21. F-07

Condition: diverse

3.0 / 5.0

Description: 50yo in Tokyo, JP (student stipend; keto); goal: Order keto sushi rolls for delivery under $8 in Tokyo, JP.

Persona
I am a 50-year-old student living on a stipend in Tokyo. I'm trying to order keto sushi rolls for delivery under $8.

Critical Issues
None observed.

Minor Friction
1. The search input was not immediately visible, which caused some confusion at the start of my session.
2. The search results for 'keto sushi rolls' were limited, making it hard to find options that fit my diet.
3. I felt overwhelmed by the general layout; it wasn't clear where to find specific dietary options.

Suggested Improvements
1. Ensure the search input is prominently displayed to improve findability from the start.
2. Implement diet-specific filters, such as 'keto' or 'low-carb', to help users quickly find suitable options.
3. Use clear labeling for menu items, indicating dietary restrictions and allergens to enhance clarity.