

UI/UX Final Project

Nneka Greer

UALR

GO! Food
Ordering
Service App

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Instructor Jason Zak

Course CPSC 4399: Principles of Software UI and UX

I. Research

App name **UALR Go!**

Description **The food now comes to you with our new food ordering service app, UALR Go! Get breakfast, lunch, dinner and more delivered from your favorite campus restaurants right to your classroom, office, or dorm room. Search By Cuisine · Less Than 30 Minute Delivery · No Minimum Order Size · Order from Your Favorite Restaurants Today!**

Target Users **students, faculty, and visitors**

Summary **UA Little Rock students have requested a food app for the campus that allows the various restaurants on campus to deliver to them directly saving them time from walking all across campus.**

Personas

I chose a wide selection of people with different backgrounds, majors, jobs, and technical skills as my personas. Looking at the campus map, I thought about the different people who use the buildings. I used [Pexels.com](https://www.pexels.com) to look for free stock photos, gave them a name, and wrote a few facts about each one.

Frederick King

- Traditional Student
- Business Management major
- Senior

Naadia Akbani

- Foreign Student
- Mass Comm major
- Sophomore

Maxine Rodney

- Non Traditional Student
- Nursing major
- Freshman

Zang Li

- UALR staff member
- Performing Arts Dept.
- Ballet professor

Rachel August

- UALR staff member
- Communications Dept.
- Department Head



Name: Frederick King

Age: 25 years old

Major: Business Management

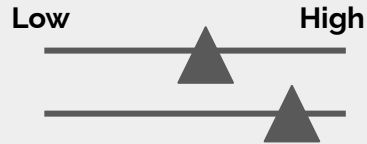
Classification: Student (Senior)

Quote: "As a student, I want to order a quick meal between classes so I continue my studies."

Summary: Fred has classes from early morning to late in the afternoon. He typically grabs a coffee from the cafe in the Reynolds Business Building since all of his classes are in that building. He wouldn't mind going to the getting a meal from the food court in the Donaghey Student building if it wasn't so far to walk. The app would allow him the chance to try other food options available on the campus.

Tech Skills

Time on Campus



Frustrations

- Apps that have too many notifications
- Apps that need to update too frequently
- Typing in the password all the time; prefers a PIN

Goals

- To place an order at a certain time/day that has a reoccur option
- To pay using a safe payment options (ex: Paypal)
- Tip the delivery person



Name: Naadia Akbani

Age: 31 years old

Major: Mass Communication

Classification: Foreign Exchange Student (Sophomore)

Quote: "As a student, I want to use the app to order my meal so I don't have to wait in line"

Tech Skills

Time on Campus

Low

High



Summary: Naadia has been enjoying going to school at UALR. She's glad she doesn't have to leave campus to find something to eat. Often times she's carrying so many books that it can be difficult to hold anything more than a cup of coffee. That's why every morning, she orders a coffee. Also, though she speaks English very well, there are times when her accent makes her have to repeat herself to the cashier.

Frustrations

- Having to repeat herself
- Standing in line with heavy books
- Apps that have buttons that are hard to press

Goals

- To never have to stand in line again
- To try all of the restaurants on campus
- Enjoy being catered to



Name: Rachel August

Age: 42 years old

Job: Head of Applied Communications Department

Classification: UALR staff member (Communications)

Quote: "As a staff member, I want to enjoy brunch with my coworkers during our daily staff meeting."

Summary: Rachel spends almost all day at work. Members of her family and friends come to eat with her throughout the day when she takes her breaks. Because of this, she always has large orders. She's tried all of the dining options except the 2 newest options: Hissho Sushi and Ketone. Sometimes Rachel and her coworkers like to have brunch together during their meetings. They typically split the bill for the large order.

Tech Skills

Time on Campus



Frustrations

- Doesn't like to eat alone
- Orders that have to have a maximum order size

Goals

- Enjoy a large meal for a group of people
- Using split paying options in the app



Name: Maxine Rodney

Age: 54 years old

Major: Nursing

Classification: Non Traditional Student (Freshman)

Quote: "As a nurse, I walk all day so it's nice to have someone do the walking for me."

Tech Skills

Time on Campus



Summary: Now that her youngest child of 8 children, is a teenager, Maxine finally decided to go back to school to finish her nursing degree. This was a very big decision for her but she took a leap of faith. She feels like the world is a different place from when she was last in school 30 years ago. This especially applies to the use of technology. Many times her children show her how to use extra features on her phone and download apps.

Frustrations

- Apps that are difficult to use
- Apps that have ads
- Orders that have to have a minimum order size requirement

Goals

- Spend no more than \$20 on breakfast and lunch
- Being able to quickly get to her favorite food items
- Rest after being on her feet all day
- Leave a review about her experience using the app



Name: Zang Li
Age: 39 years old
Job: Ballet professor
Classification: UALR staff member (Dance Department)
Quote: "As a dancer, I need to constantly stay fueled so I can keep up my strength for dancing."

Summary: Zang Li actually liked walking to the different dining options on campus because she uses it as a form of exercise. Her department is putting on a free Christmas ballet show for the students to bring get more students interested in dance. On her last class of the day, she will place an order that is delivered to her when class ends. She typically eats it while walking to her vehicle. Sometimes she orders extra so she has leftovers for later.

Tech Skills

Time on Campus



Frustrations

- When she isn't given condiments, napkins, and utensils
- Apps that take too long to open

Goals

- Being able to track the location of her meal
- Being able to leave feedback

Flow Journey

Based on 1 persona, I thought of a main flow journey that shows how the app could be used. Then I added 4 alternate flow journeys showing different decisions made by that same persona.



Maxine Rodney is my primary persona because she has the lowest technical skills. The app may be the most difficult for her to use since she isn't keen on technology. I would need to focus on how to make the app as simple as possible so that she will be comfortable trying the app.

Maxine wants to try the new keto restaurant on campus called Ketone.

Step	User Actions	System Actions
1	Opens App	Opens the application to login screen
2	Enter User and Password Info	Opens to restaurant dashboard
3	Maxine presses the Ketone restaurant from the list of restaurants on campus.	Application opens the Ketone restaurant.
4	Maxine presses Menu	App accesses the menu
5	Maxine orders a salad and a fruit bowl	App adds it to her cart
6	Maxine presses on the cart so she can pay for her order	App shows her order details and prompts her to choose a payment option
7	Maxine selects pay with Paypal and confirms her info	App access Paypal then shows order complete
8	Maxine selects "show order details"	The screen shows the order price, time, and a map with the food route and a timer for the delivery

4 alternate flow journeys

Step	User Actions	System Actions
2B	Maxine presses "forgot password"	The screen asks for your T# and then prompts user to enter a new password
3B	Maxine presses "Set up account"	The screen shows a form to be filled out by the app user
4B	She selects "leave a review"	The screen shows a form to be filled out by the app user
7B	She selects "pay with debit/ credit card"	The app requests to use the camera so the user can take a picture of their card or the user can enter it in manually

II. Design Flow

Description

Users should be able to

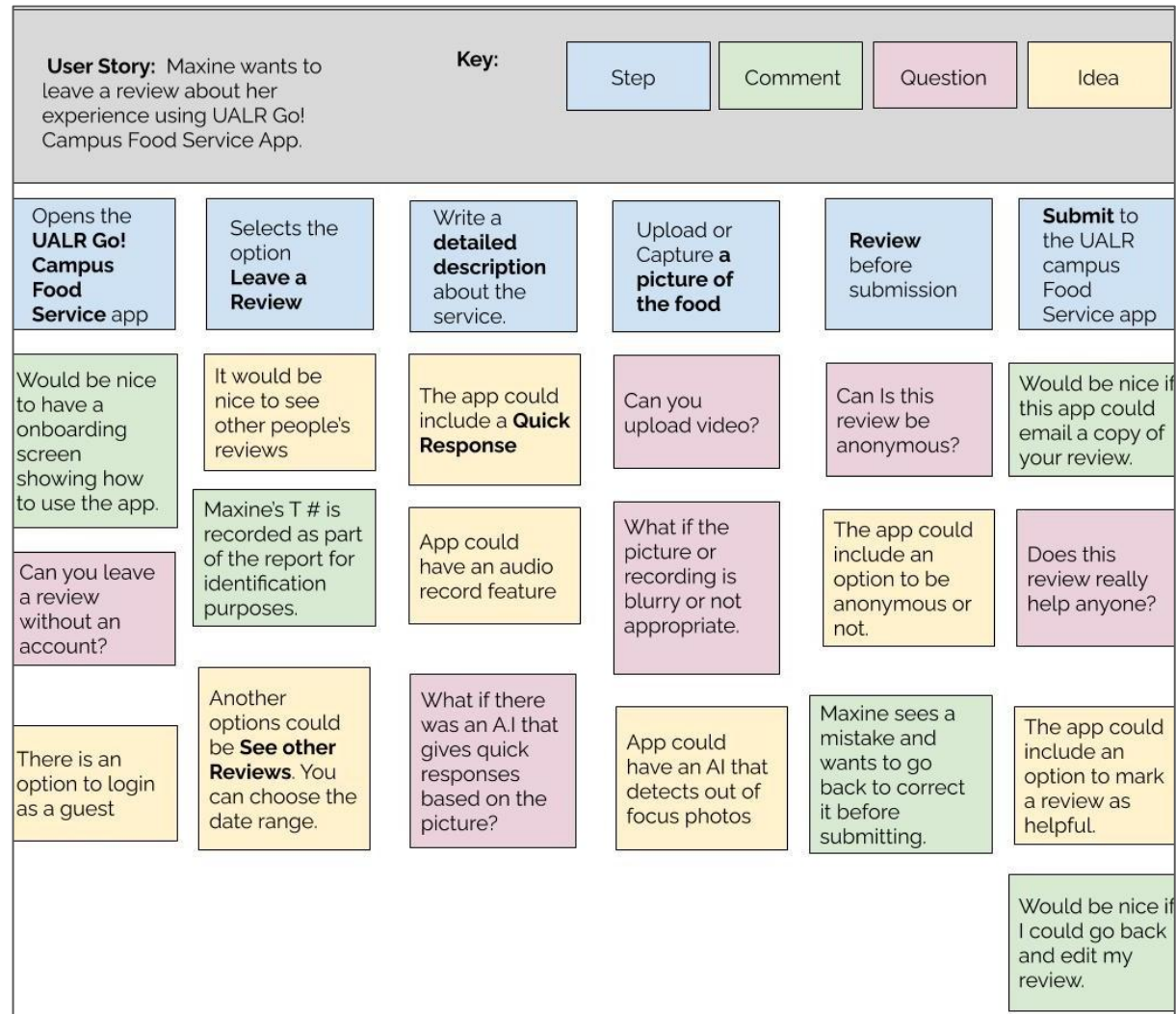
- **place food orders**
- **choose a payment option**
- **view order's route**
- **recover password**
- **leave a review**

These features are common across many apps and should be familiar to most users.

Process A scenario map will help me to understand the user's thought process. This method is useful for thinking of features for the app that need to be included for the user to have the best experience.

Scenario Mapping This scenario map uses the 4B alternate flow journey which was about leaving a review. I focused on putting at least 3 boxes under each step.

Reflective Thinking I have a better idea of how to go about designing the prototype.



III. Prototype

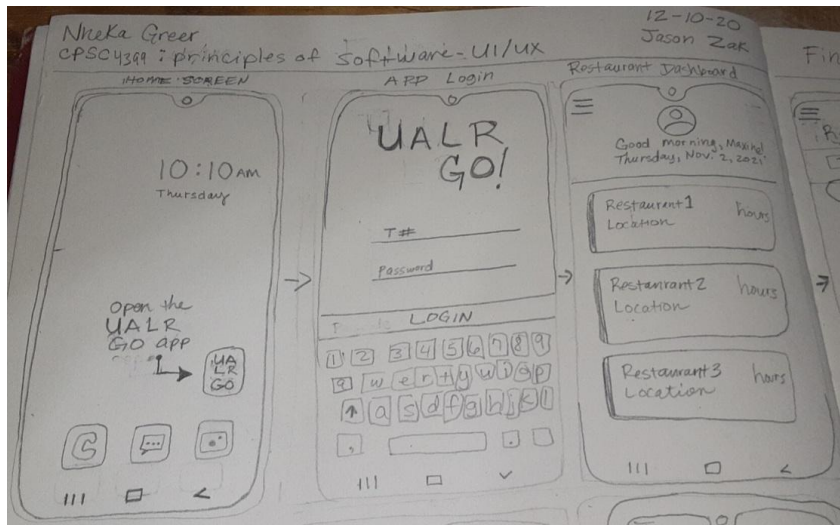
Description of prototype

I started with paper prototyping. It gives me a break from the computer screen but I think it will make designing a digital wireframe take less time.

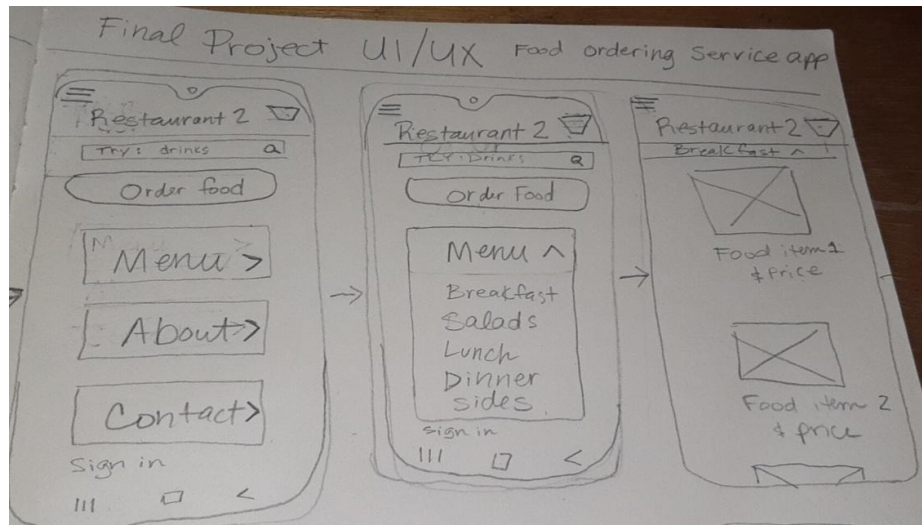
Application of Design Principles

- **Keeping the prototype as simple as possible was my primary goal. I wanted this to be self-explanatory no matter the user's context.**
- **All buttons are made big so it's easy to press. There's nothing more frustrating than not being able to press the button you need.**
- **The starting point is obvious since only 2 options are available: Login or Guest.**
- **The features of the app are discoverable meaning they are easy to find. I didn't want the user to feel like they were in a maze.**

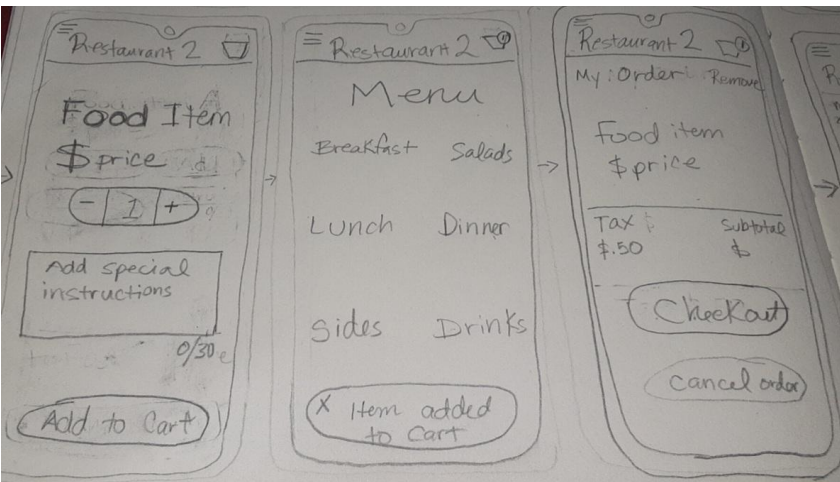
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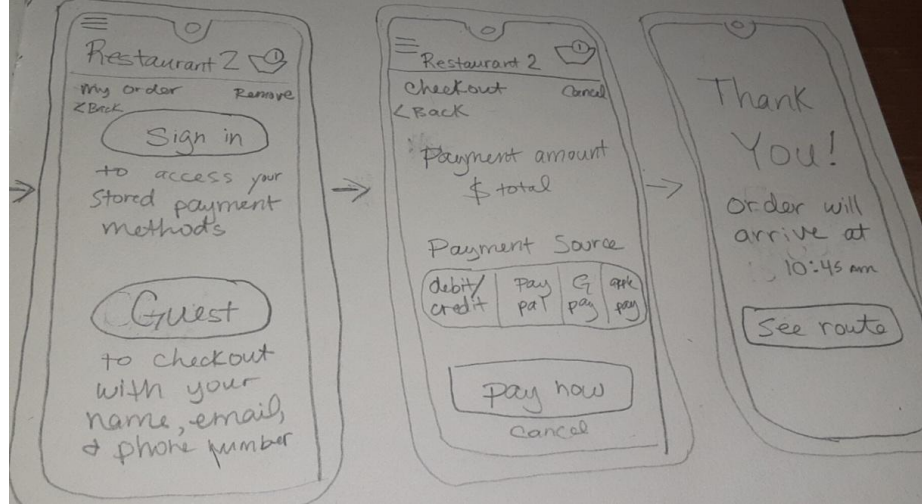
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3



4



IV. Usability Test

Description I tested 3 users on the 1st prototype. User 1 was 21 years old; user 2 was 17 years old and user 3 was 15 years old. I gave each user 3 goals to accomplish: place an order, view order route, and leave a review.

Results User 1 had an issue with checking out at first because I had the wrong page linked at first. I quickly changed this. User 2 was instructed to login but she pressed “forgot password” and login after getting the “code” from the email. Because user 3 had trouble clicking buttons or links at times and this caused him to think he was doing something wrong. I need to double check some of the button sizes. All 3 users were confused about what to do after adding an item to the cart. I had to instruct them to click on the cart at the top right. I need to make this important step more obvious.

All users found it easy to navigate after doing it 1(x). They also commented that the organization of the content made it simple to discern where certain features might be. User 1 liked the many payment options since most places don't offer as many.

Overall Assessment I got the best feedback from user 1 because she was an adult. She has a phone and uses apps all the time. Users 2 and 3 experience pales in comparison. I just got generic responses that didn't really help me.

Results Report I received good feedback from user 1 mainly from user 1.

Things that were made mention of include the following:

- Make "Checkout" stand out more
- Show name of delivery person on the route
- Add a countdown timer to indicate the exact time it will take the order to arrive
- Have a functioning "Back" button
- Add dessert to the menu (this is funny to me)

V. Visual Design

Description

In the [2nd Prototype](#), I considered using the UALR colors but then I decided to challenge myself to try something different. I decided to make the main colors of the app bright and cheery. I used a light orange and lime green to achieve this. I made the header section lime green and the buttons orange. I left everything else gray, black, and white for the sake of time.

I implemented all changes mentioned by my users and even added a few extra things. The checkout button or the shopping cart will take you to checkout. It's light orange color should make the user see it clearly.

The name of the delivery person is on the food route map. As extra I added a picture of the delivery person and the student who made the order. I think this will make the user feel secure since they know what the person looks like.

A timer by the delivery person's picture will keep track of the order's time. As extra, I added the clock to the dashboard screen that when pressed will take you back to the map.

I made the "back" buttons on the order pages active so the user can go to the page before the current page. This gives the user a more realistic view of how a real app would operate. As extra, I made the "cancel" buttons active so the user can stop the order if necessary.

Reflective Thinking of Overall Process and Skills

My first experience with UI/UX was in Summer 2020. That class provided a great foundation and preparation for this class. This assignment was more advanced than my final for that summer class. I think this is because it relied more on feedback. I am satisfied with the end product though I would've liked to make my app more appealing and for it to have more functionality. I learned a lot from this class. A UI/UX knowledge is handy for all fields of study.