

INTERACTIVE USER INTERFACE DESIGN

Project: Written document

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Project Evolution

We started this project with the motivation to promote time and money savings through any food chains and restaurants. We thought of developing an application which displays food deals on different restaurants on that particular day/ week. This application also allows users to order online and explore more about the particular restaurant. Tracking food deals and offers can be time-consuming and make people's meal plans dependent on the day of the sale. We strive to market the solution for finding budget-friendly food with ease via Food Broker.

Initially, we did some search on different food apps available. We considered the functionalities of the available apps and loop-holes or pain-points experienced by customers. The purpose of this research was to note down the main property of each app and how we can implement that property in the Food Broker app. Also, how to avoid the experienced pain-points to enhance user experience. After planning the strategy for the application, it was the time to look upon the scope of the application.

We did a user survey to identify whether the various features we thought to implement in this application, is the actual requirement of the user or not.

Below is the list of features initially considered by the team.

Features Initially Considered

1. To provide only limited menu options based on the time of the day. For instance, lunch menu, dinner or breakfast menu.
2. Application will have an advanced graphical layout and user interface.
3. It will ask users for registration to build a user account and to collect cookies.
4. Food broker will be available as a web application as well as an app.
5. Users will be able to order online and view customer reviews.
6. Enabling users to explore offers and deals.
7. Providing access to locate food restaurants on google maps
8. Users will be able to add money to their account.

We collected responses from around 30 users and did the analysis. This study of survey gave us the list of features along with ranking based on user requirements.

Categorized Features

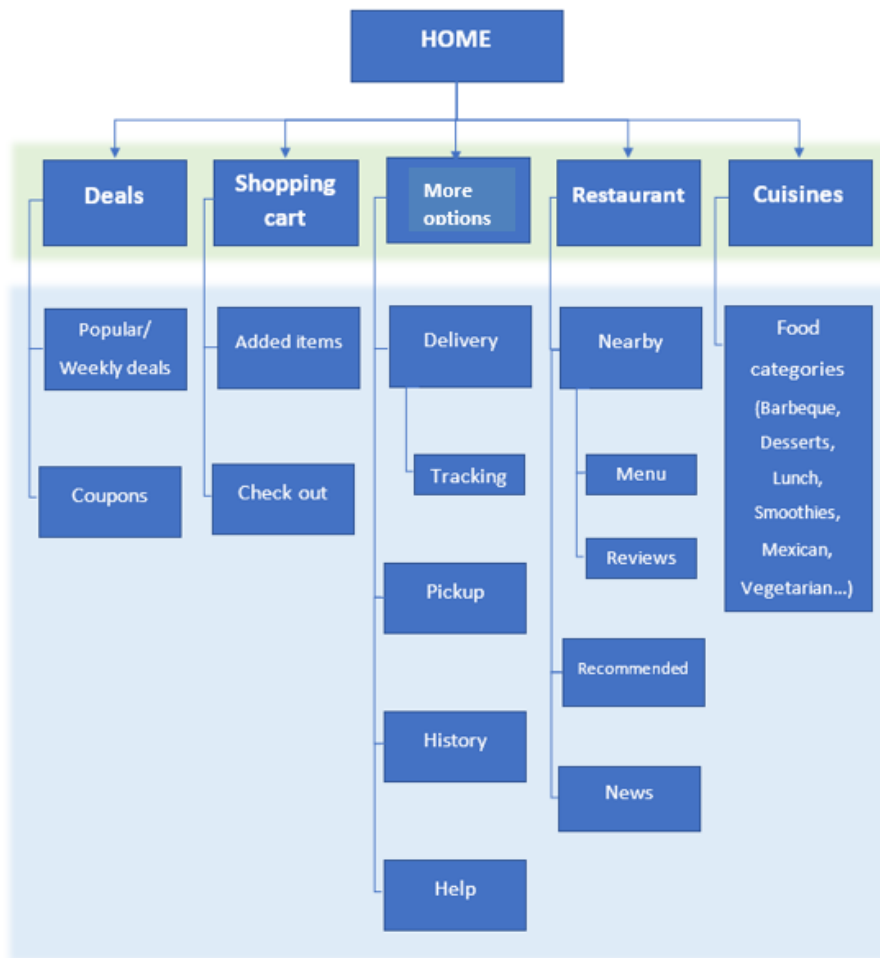
(Moving from high to low priority)

1. Coupons/offers/discounts
2. Online Ordering
3. Exploring restaurant menu/ Exploring near-by restaurants
4. Displaying Customer reviews

After gathering more data to further understand and identify the user needs, it was the time to design the wireframes by implementing all the above features. Sometimes we got confused where to put this feature considering user ease. It was a challenging part, however, categorization of features was helpful for us to continue with the structure design. Before creating the wireframes, we designed the initial sketches on paper to get an idea of the execution of the functionalities. Our sketches were then translated into Adobe XD in order for users to experience our prototype digitally.

Carrying on into our user testing, we have carefully kept our eye on which functionalities of our application and design were effective and ineffective. We have found that our main goal of promotion and advertisement was very successful, however, we were lacking in the fulfillment of following some design principles. One of the main focuses on rebuilding our wireframe was usability. We took these feedbacks and put ourselves in the users shoes, and asked ourselves which tasks would we be using frequently and how would we simplify the steps into accomplishing these tasks. Although we have only performed one user testing phase, we have made significant progress with the iteration of our wireframes. All in all, our greatest achievement lies on our emphasis on the main goal of our application.

Page hierarchy of the application



At this stage , we were ready with the prototype model of Food Broker application. The next step was to conduct user testing by using this prototype model. Each of the four members conducted user testing with a user and created one transcript of user testing. We compiled and analysed all of the four transcripts , to reach to a conclusion that what we need to revise in the wireframes. Finally, we revised the wireframes by considering the recommendations we got from user testing.

The greatest achievement if we mention here , would be the completion of the project this far. However, it is not complete yet and hopefully we will continue working on this food brokers application.

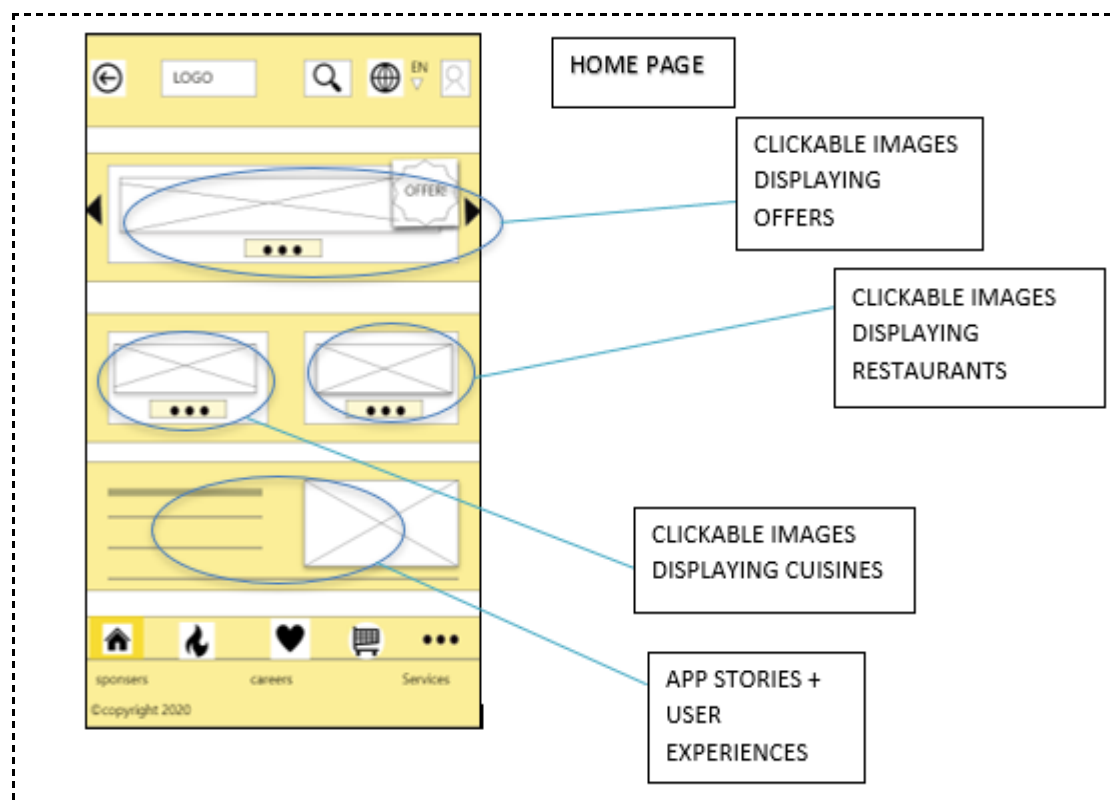
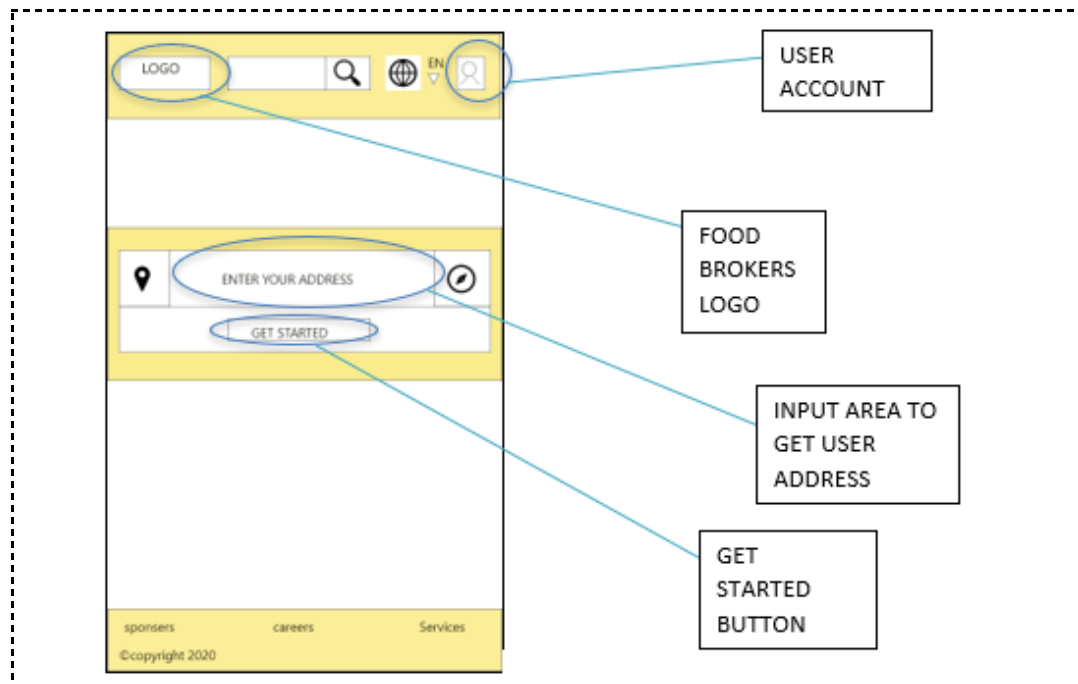
Recommendations for Improvement

Application structure is fully developed regarding the interface design and pages layout. However, as of yet we paid maximum attention to the order details, user address ,shopping cart and restaurant information. No doubt , these are the essential needs and the purpose of this application. But to compete in the modern world, where there are numerous food applications available. We have to keep working on the properties and behaviour of the app to provide users an exceptional experience.

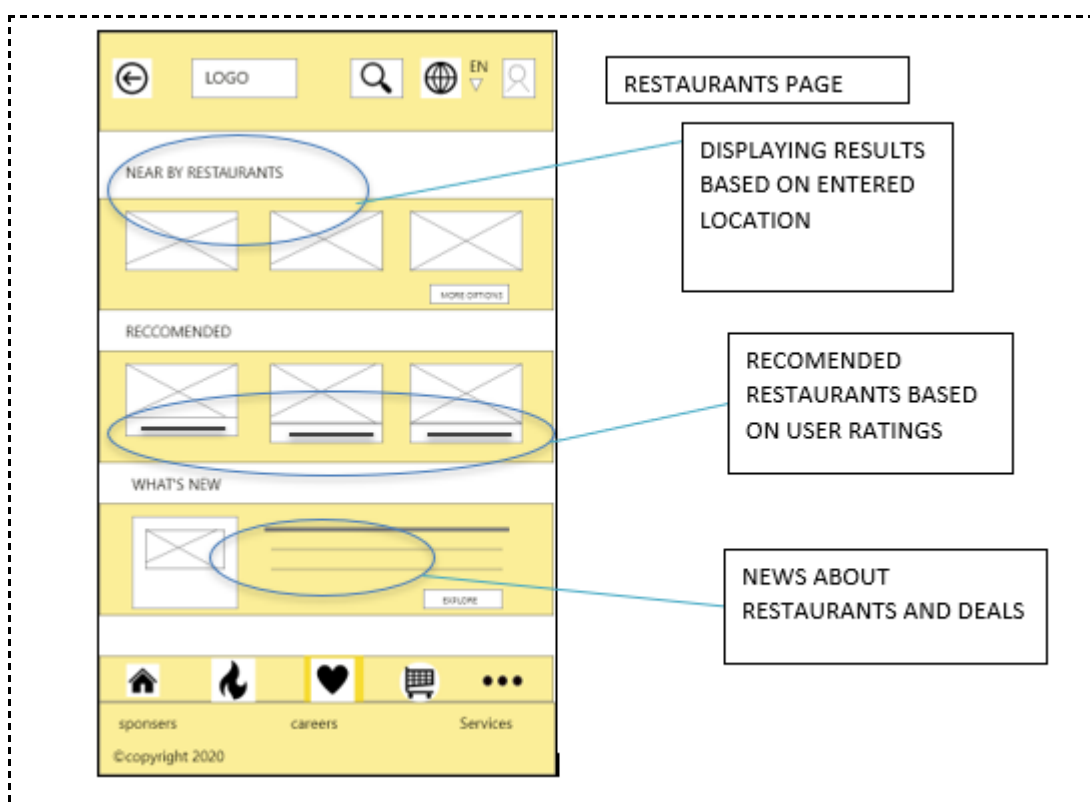
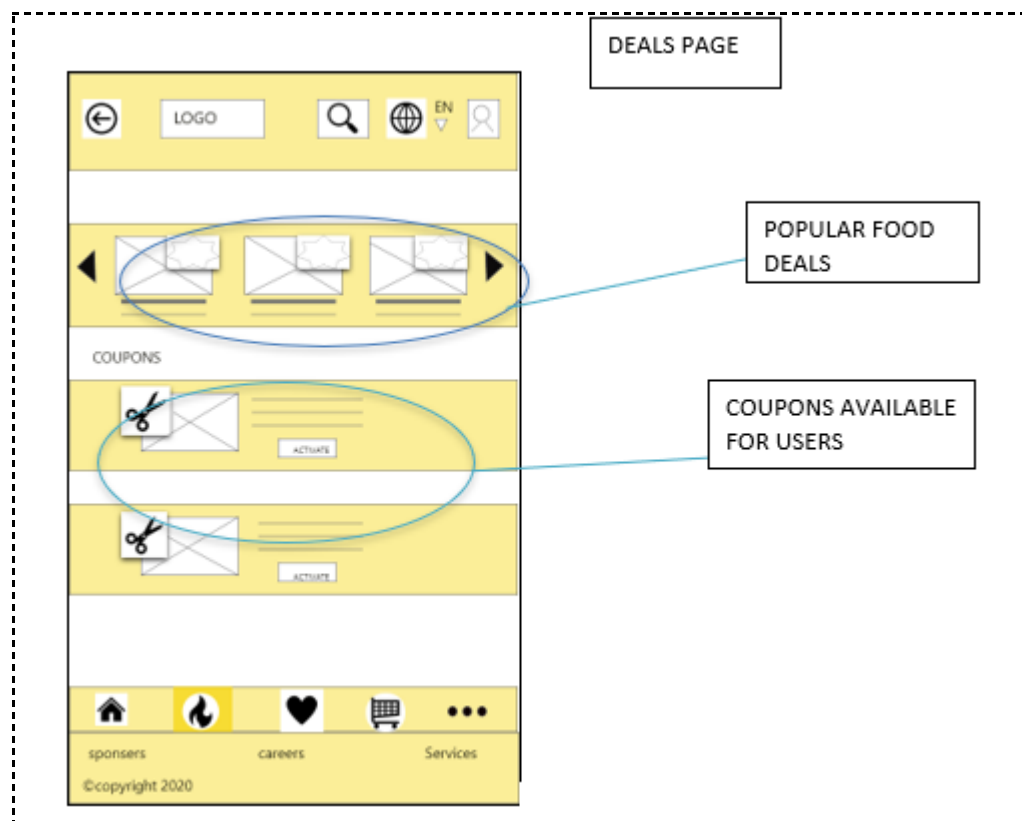
The functionality of the Food broker application can be improved by giving better options for Timeline, Feedbacks and notifications. For instance, sending the latest deals directly to the user's registered account.

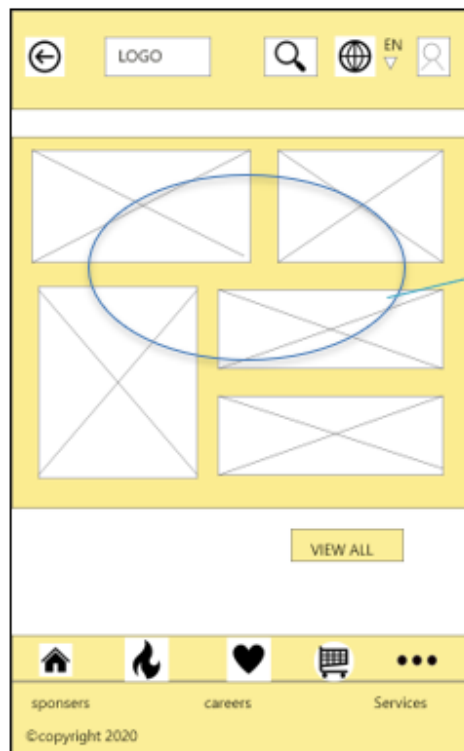
Initial Wireframes

Landing Page wireframe

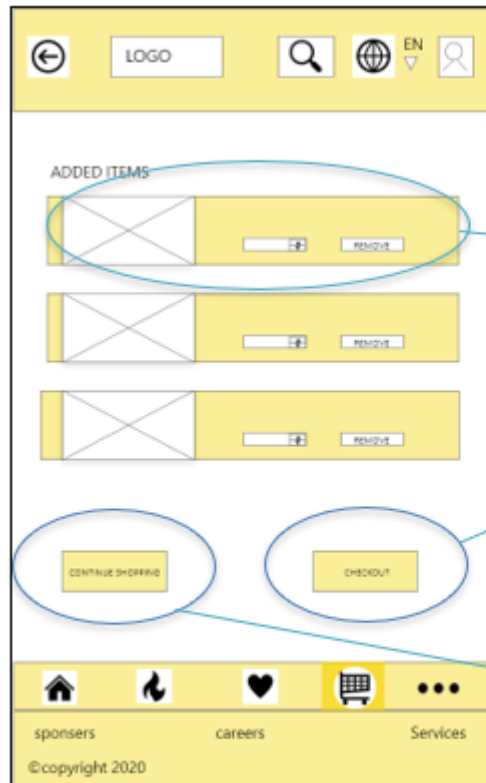


Sub-pages wireframe





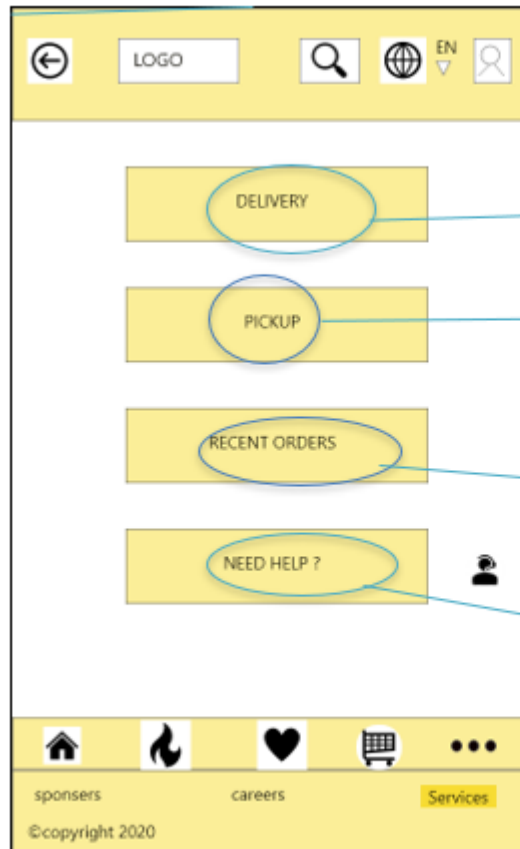
CUISINE PAGE
DISPLAYING DIFFERENT
VARIETIES OF FOOD



SHOPPING CART ITEMS WITH
QUANTITY BUTTON AND
REMOVE ITEM BUTTON

CHECKOUT

CONTINUE
SHOPPING...



SERVICE PAGE

TO TRACK THE STATUS
OF DELIVERY

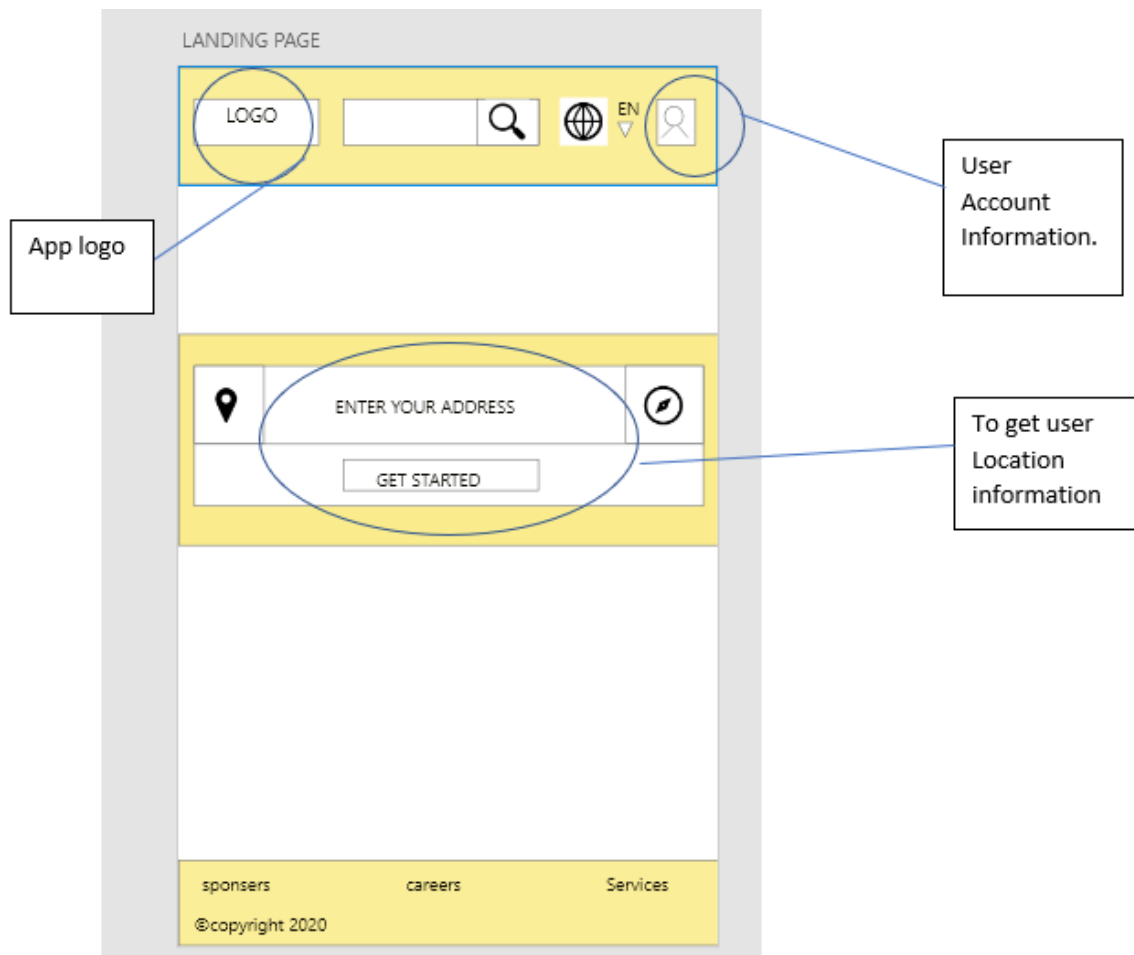
TO GET PICKUP INFO

HISTORY OF FOOD
ORDERS

TO ASSISST
CUSTOMERS

Revised Wireframes

Landing page with no major changes.



User Account Page :

ACCOUNT PAGE – 1

LOGO   EN 

USERNAME

PASSWORD

All account info, including your home address, payment methods, news and updates will be saved under this username and password.

sponsors careers Services

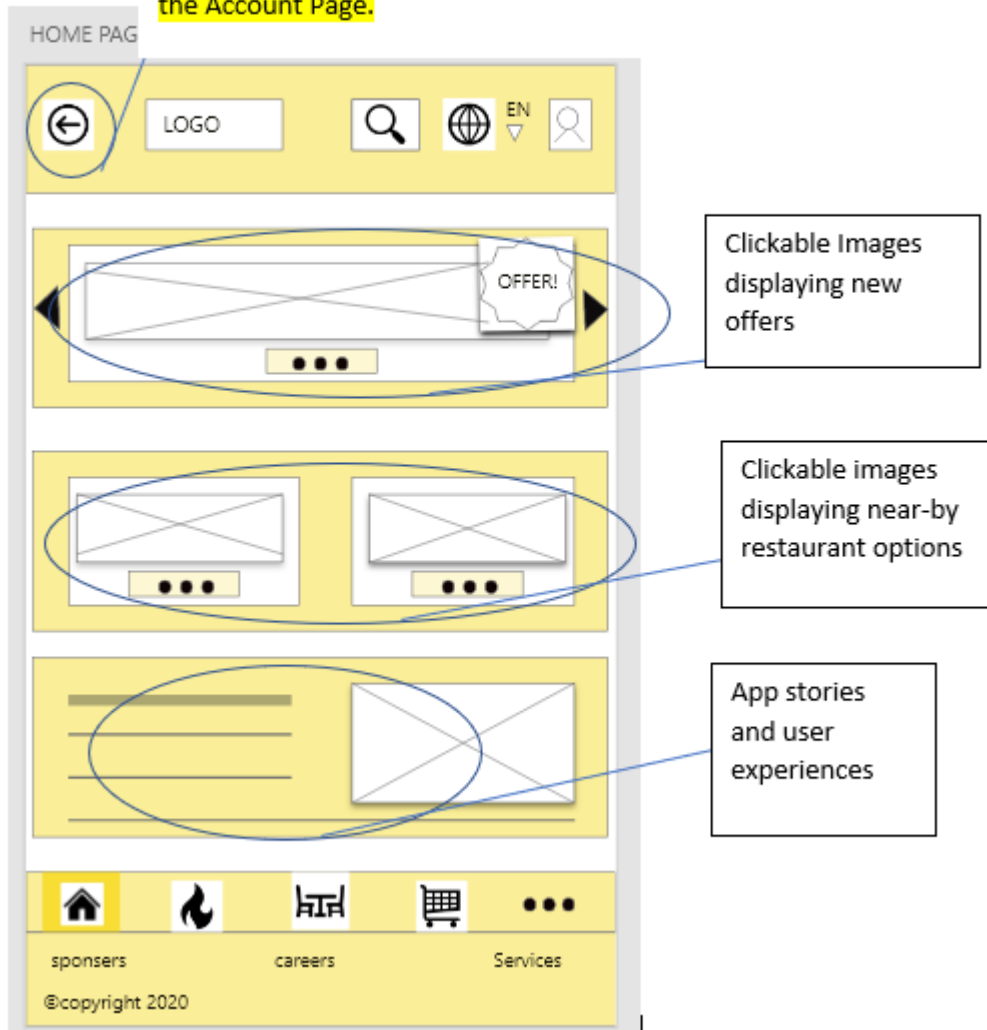
©copyright 2020

After creating user account, this login tab will take user back to home page.

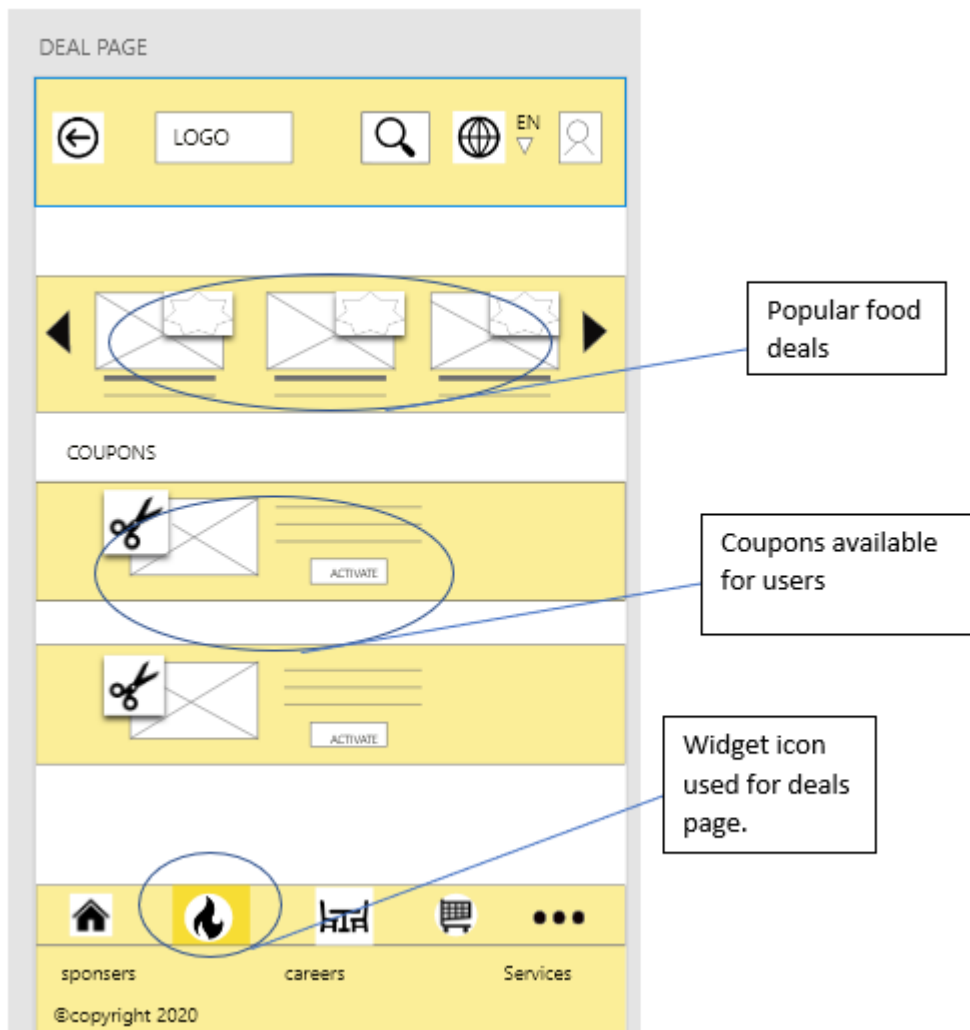
A new information paragraph is added for new user to inform them that what they can find on this page.

Home page :

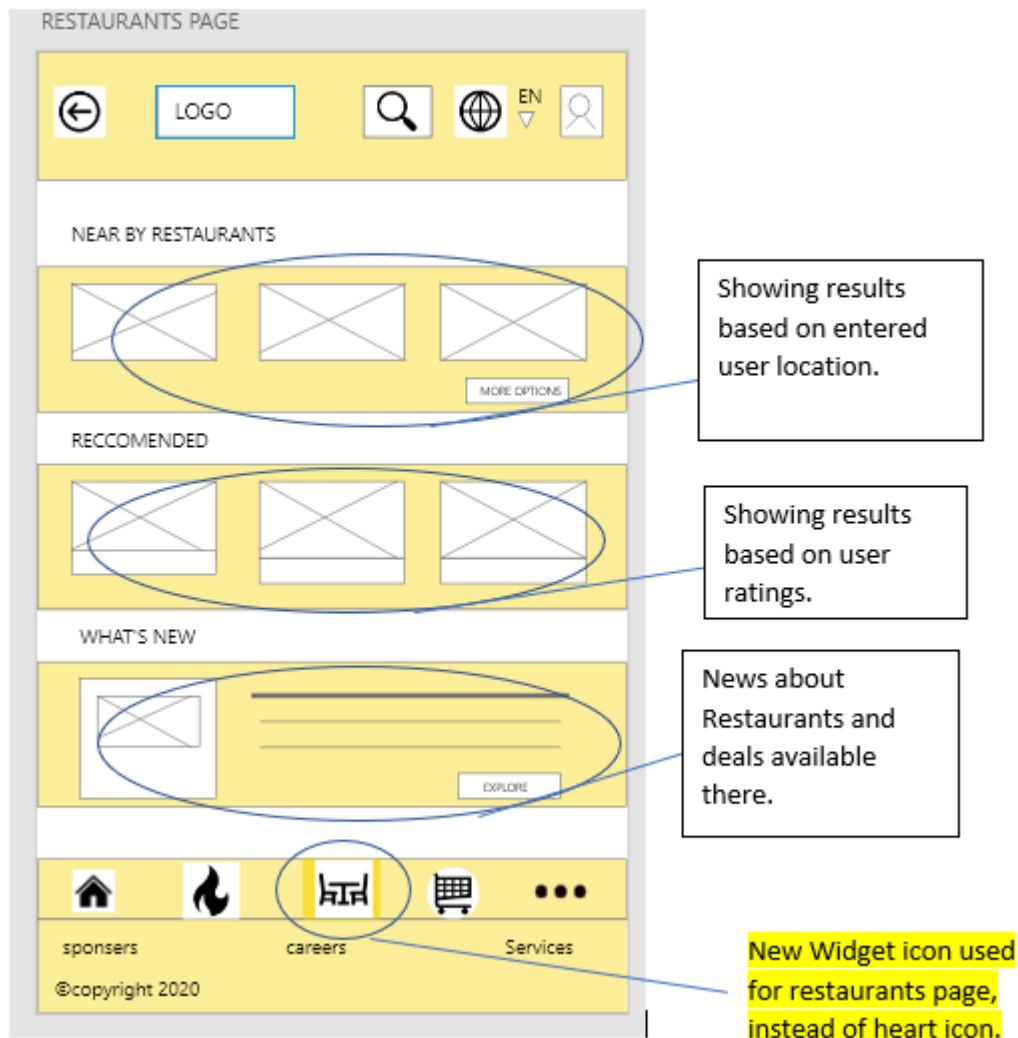
Instead of taking user back to landing page, now this tab will take user back to the Account Page.



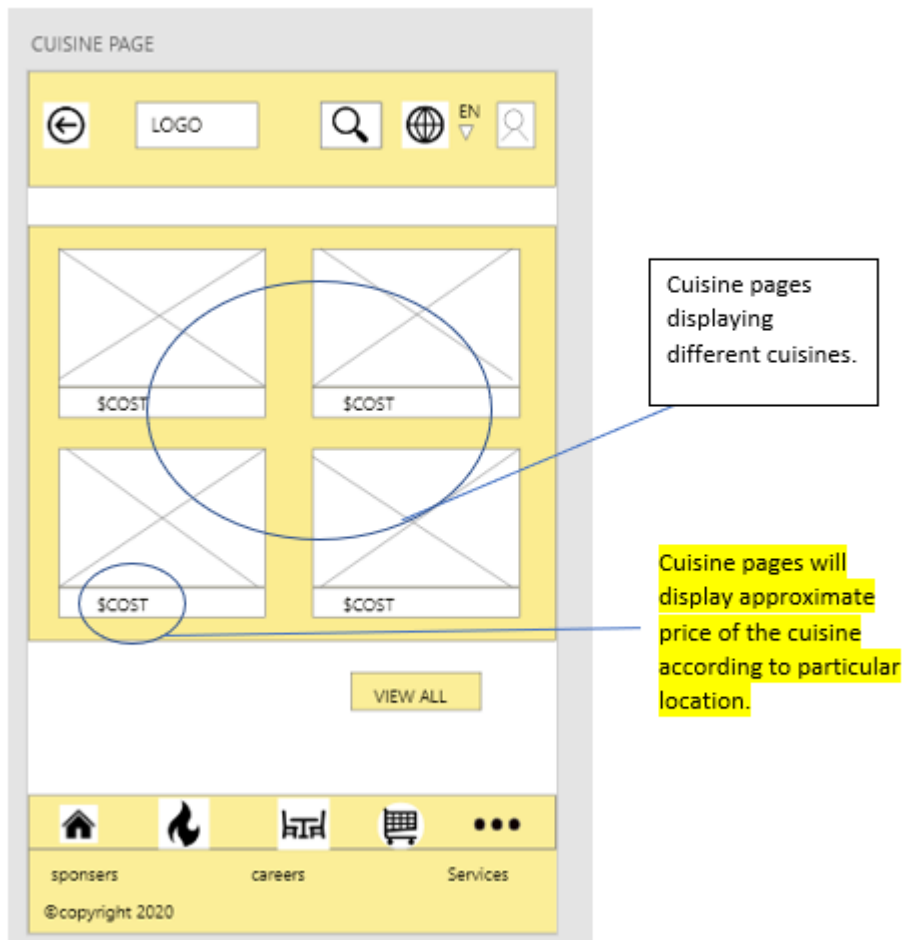
Deals page (no changes) :



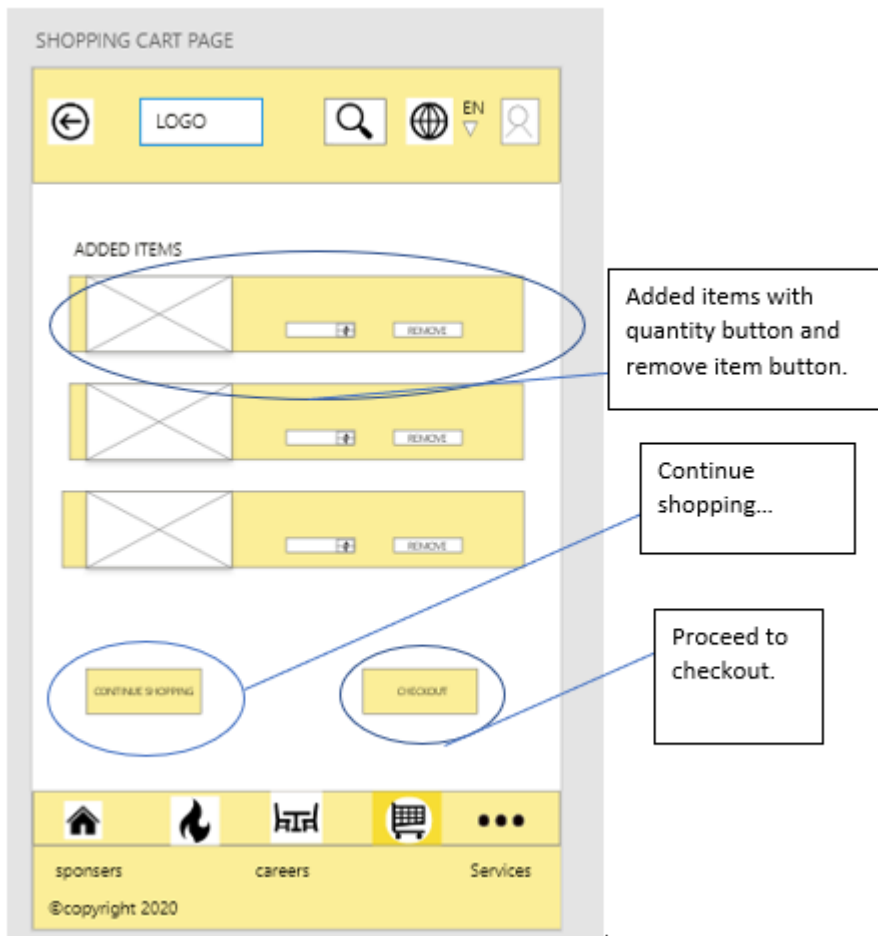
Restaurant Page :



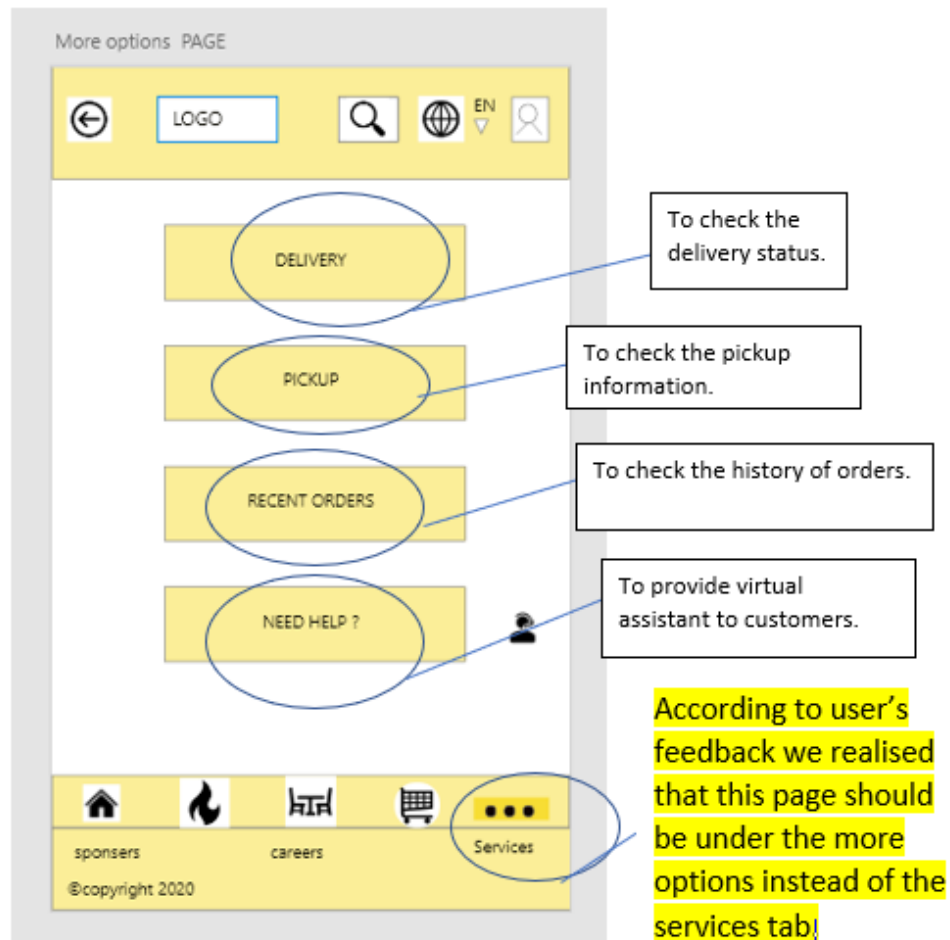
Cuisine page :



Shopping Page (no changes):



More Options Pages (previously named as Service Page):



Summary of Changes

Changes applied to our wireframes revolve around the purpose of implementing ease of use as previously shown in our testing phase. More into the testing phase, we have observed that some of the correlation between the main pages and the sub-pages may need some relocation. For example, relocating the history of orders to a page relating to the shopping cart may resolve this design flaw. Another design flaw that has been resolved was the icon replacement of our restaurants page. Looking forward to our next testing phase, we hope to see users recognize and navigate through our main page without assistance. Revising our pages from a user design perspective was also essential through this project. We have observed that proximity has not been fully achieved due to the white spaces shown in the app. We also look to simplify the overall look of the main page by relocating some of the sponsor and career links. All in all, this project needs to go through more testing phases in order to meet the full potential of a well-designed application.

Wireframing Tools

Sketching

Wireframing started with sketching. With this, our main reference was the page hierarchy as shown in the previous pages. As a team, we have dissected on which icons, labels and buttons need emphasis in order to enhance usability. Once again, we have taken some examples from the design layout of some well-known applications such as Amazon, and FaceBook.

Adobe XD

This design software promotes a versatile and user friendly interface which aided us to freely make changes to the design of our wireframe. Another significant feature of this program was the ability to display and automatically adjust the proximity of our labels, icons and buttons. Overall, this is a great tool for beginners looking to start designing their wireframes.