

Food App Usability Study

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Team

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V 2.0

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Study Details

Project Background

We are creating the food ordering app to help users find and order food from the app quickly and easily. We provide a delivery method for picking up the food so that users do not have to wait in the queue and have many options in the payment process.

Study Details

Research Questions

- 1.How long does it takes for users to finds and order the food in the app?
- 2.What can we learn from user steps to order food in the app?
- 3.Is there any parts where the users getting stuck?

Participants

5 participants

2 male, 2 female , 1 user with use of Assistive Technology.

Age in range of 17-70

Methodology

The session in 1 hour, include presentation and introduction.

Indonesia, Remote (in home)

Unmoderated Usability Study

Minimum 5 Participant have to order in app and try delivery order in app, and the participants fills the form of questionnaire.

Prototype / Design Tested

<https://bit.ly/IrvanProto>



Themes

My Participants wants to login via social media account

Supporting evidence from the usability study.

- 2 of the 5 participants want to be able login via social media account
- Not all participant who wanted to login via social media account expressed same level of frustration.

“please add login via social media to get login faster”
(Participant A)



My Participants wants the layout be more simple & bigger

Supporting evidence from the usability study.

- 3 of the 5 participants want the layout be more simple & bigger.

“the font is small for me , and the layout is small can you make the font bigger so the text if more visible” (Participant D)

“the layout is very complex , im bit confusing where i should go” (Participant D)



Insights & Recommendations

Research insights

hard time in
sign up and
login process

In general user wants the
maker of app implement
login via social media to
make login faster.

The layout is
small and
complex

User wants the layout
more simple and the size
of font is more bigger

Recommendations

- Make possible that the app implement login via social media account via Oauth, because people wants process in login more faster.
- The size of layout and the size of font more bigger , so people can view the text more clearly.

Brief Review Presentation Update

- Make possible that the app implement login via social media account via Oauth, because people wants process in login more faster.
- The size of layout and the size of font more bigger , so people can view the text more clearly.



Before

- The app is updated , the login via google is now implementing in the app.
- The layout for dashboard is revamped , Text more bigger and add minor feature.



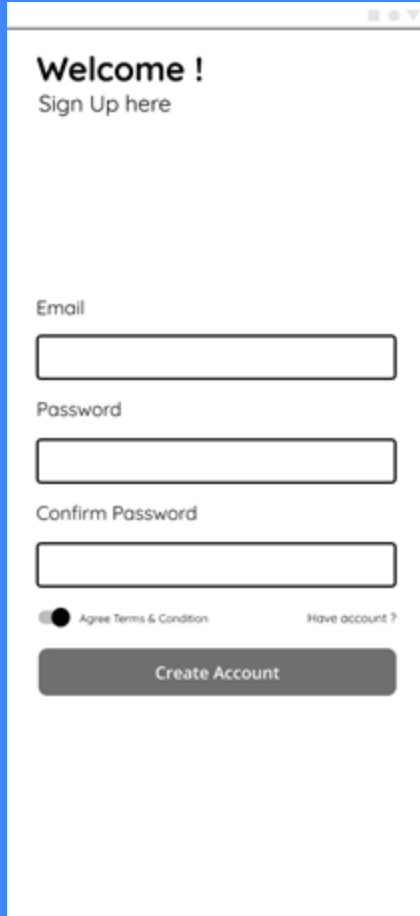
After

The Implementation of new app prototype in next slide.

Updated Prototype

Cases : Implement Login via social account
(implementing login via Google)

Sign Up Page : Before



Mobile app prototype of a sign-up page. The page has a white background with a blue header bar. The header contains the text "Welcome !" and "Sign Up here". Below the header, there are three input fields for "Email", "Password", and "Confirm Password". At the bottom, there is a checkbox labeled "Agree Terms & Condition" and a link "Have account ?". A large blue button labeled "Create Account" is positioned at the bottom.

Sign Up Page : After

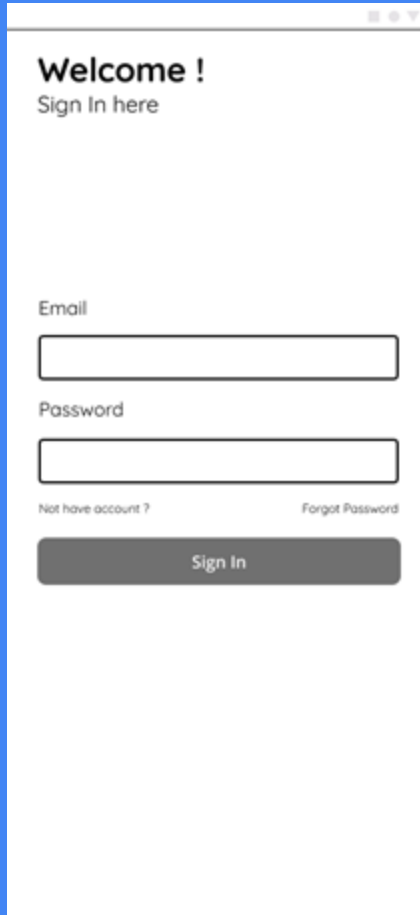


Mobile app prototype of a sign-up page, updated version. The page has a white background with a blue header bar. The header contains the text "Welcome !" and "Sign Up here". Below the header, there are three input fields for "Email", "Password", and "Confirm Password". At the bottom, there is a checkbox labeled "Agree Terms & Condition" and a link "Have account ?". A large blue button labeled "Create Account" is positioned at the bottom. Below the "Create Account" button, there is a new button labeled "Login With Google".

Updated Prototype

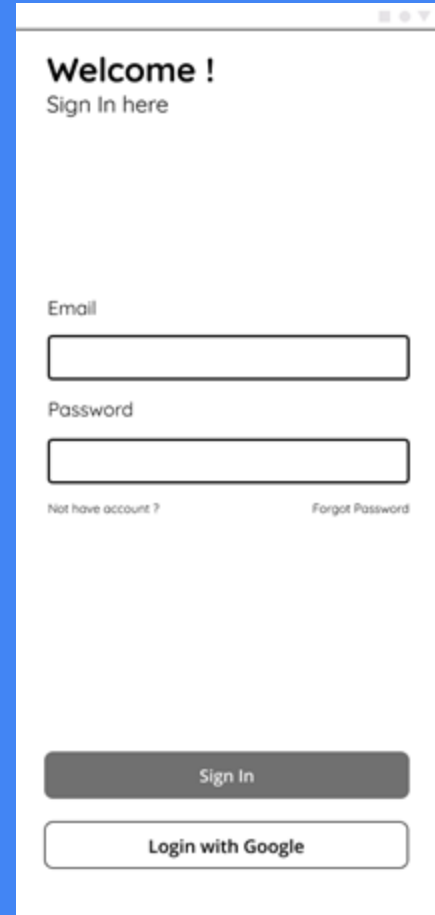
Cases : Implement Login via social account
(implementing login via Google)

Login Page : Before



Prototype of a login page before the update. It features a white background with a grey header bar containing three dots. The main content area has the text "Welcome !" in bold and "Sign In here" below it. There are two input fields: "Email" and "Password". Below the "Password" field, there are two links: "Not have account ?" and "Forgot Password". At the bottom, there is a large grey button labeled "Sign In".

Login Page : After

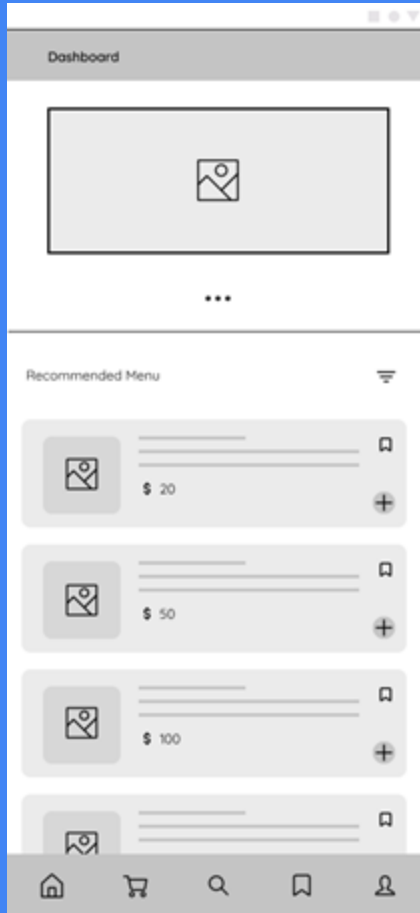


Prototype of a login page after the update. It features a white background with a grey header bar containing three dots. The main content area has the text "Welcome !" in bold and "Sign In here" below it. There are two input fields: "Email" and "Password". Below the "Password" field, there are two links: "Not have account ?" and "Forgot Password". At the bottom, there is a large grey button labeled "Sign In" and a white button with a black border labeled "Login with Google".

Updated Prototype

Cases : Make layout more simple & bigger
(implementing revamped layout + font is more bigger)

Dashboard : Before



Dashboard : After



Thank you!