Food App Usability Study

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Team

UXR = Irvan Maulana

V 2.0

Irvan Maulana
Digitally signed by Irvan Maulana
Date: 2022.05.21 17:45:26 +07'00'

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Study Details

Project Background

We creating the food ordering app to help user to finds and order the food from the app quickly and easily. We provide a delivery method for pick up the food so the 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 stucks?

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)

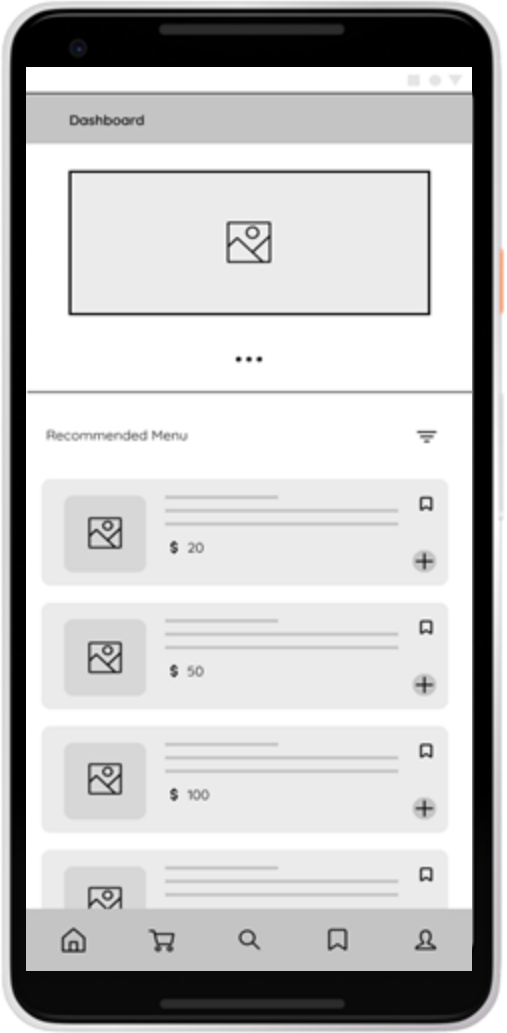
My Participants wants the layout be more simple & bigger

Supporting evidence from the usability study.

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

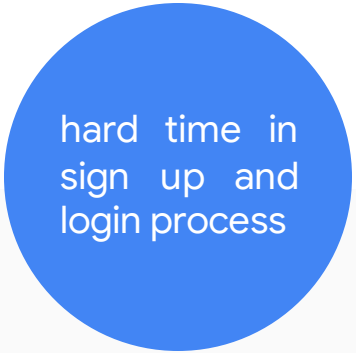
"the font is small for me , and the layout is small can you make the font bigger so the text if more visible" (Participant D)

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



Insights & Recommendations

Research insights



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

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.

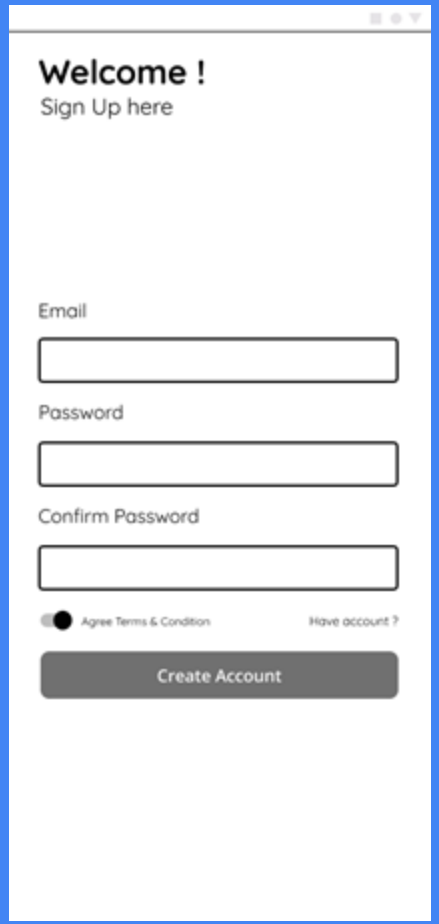
After

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

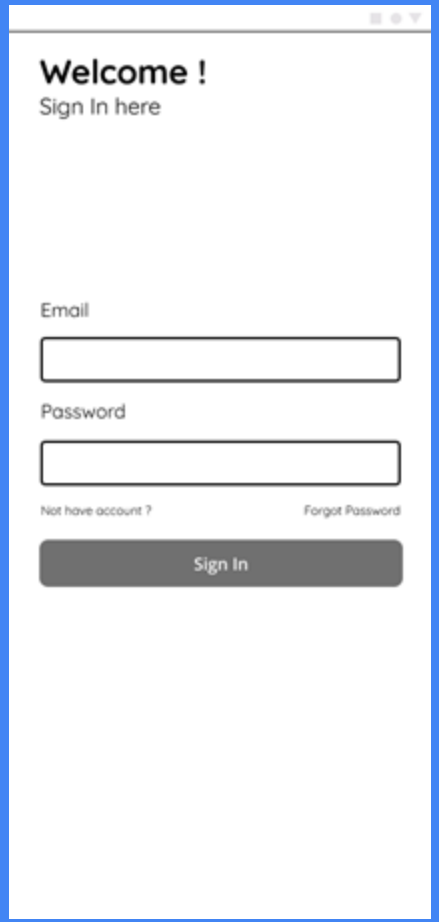


Sign Up Page : After

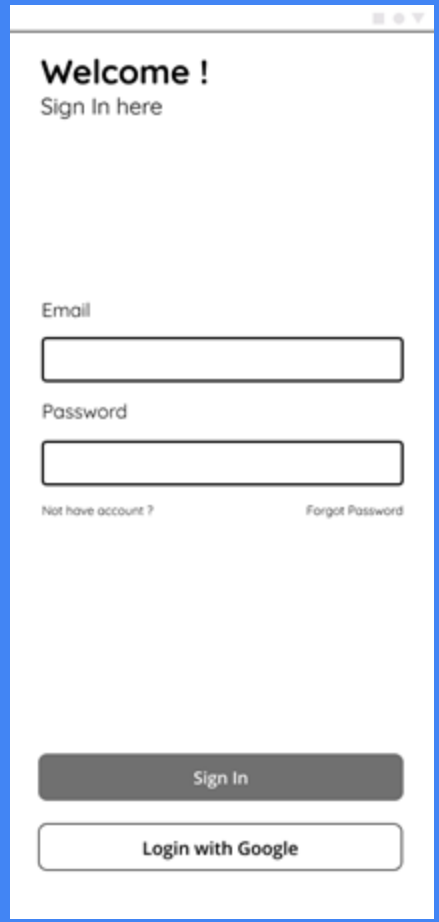
Updated Prototype

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

Login Page : Before



Login Page : After



Updated Prototype

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

Dashboard : Before

Dashboard : After

Thank you!