

Project 2

Food Home Delivery System

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Problem Statement

Information through which **planning, choosing, ordering and delivery** of food orders is scattered over multiple media which adversely affects the decision making process, not aware of all the choices available and leads to wastage of time.

Initial Brief from Clients

To get food delivered from local restaurants and food joints in just a few taps. Trying to make a mobile focused platform for Home Delivery which is personal, social & helps user to save their time & take better decisions.

Essentials

- Changing behaviour of food ordering from phone-call to mobile application.
- Identify filters according to personalised preferences.
- Reducing decision and ordering time.

Desirables

- Addressing the group dynamics of decision making and payment.
- Multiple restaurant ordering.

Secondary Research

Existing Way Of Ordering

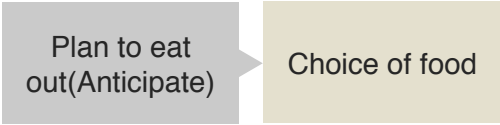
Existing Way Of Ordering

Plan to eat
out(Anticipate)

Existing Way Of Ordering

Plan to eat
out(Anticipate)

Choice of food



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graph LR; A[Plan to eat out(Anticipate)] --> B[Choice of food]
```

Existing Way Of Ordering

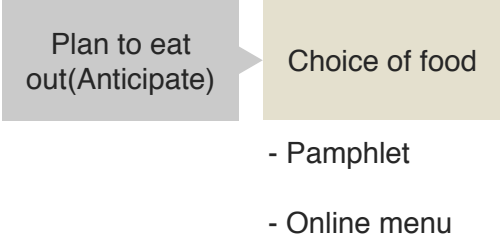
Plan to eat
out(Anticipate)

Choice of food

- Pamphlet

Existing Way Of Ordering

Plan to eat
out(Anticipate)



```
graph LR; A[Plan to eat out(Anticipate)] --> B[Choice of food]; B --> C["- Pamphlet<br/>- Online menu"]
```

Choice of food

- Pamphlet
- Online menu

Existing Way Of Ordering

Plan to eat
out(Anticipate)

Choice of food

- Pamphlet
- Online menu
- Previous order

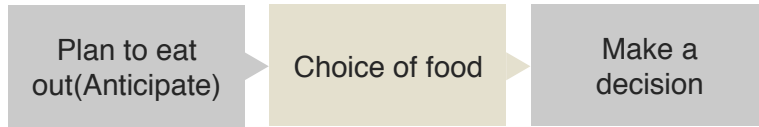
Existing Way Of Ordering

Plan to eat
out(Anticipate)

Choice of food

- Pamphlet
- Online menu
- Previous order
- Recommendations

Existing Way Of Ordering



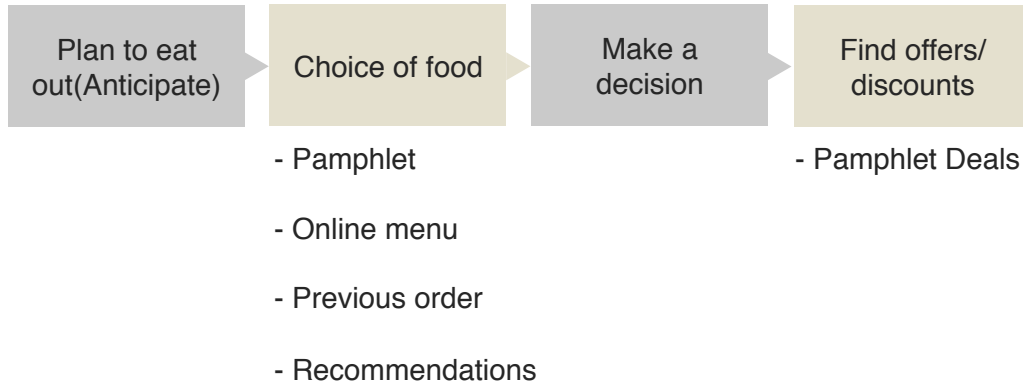
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- Previous order
- Recommendations

Existing Way Of Ordering

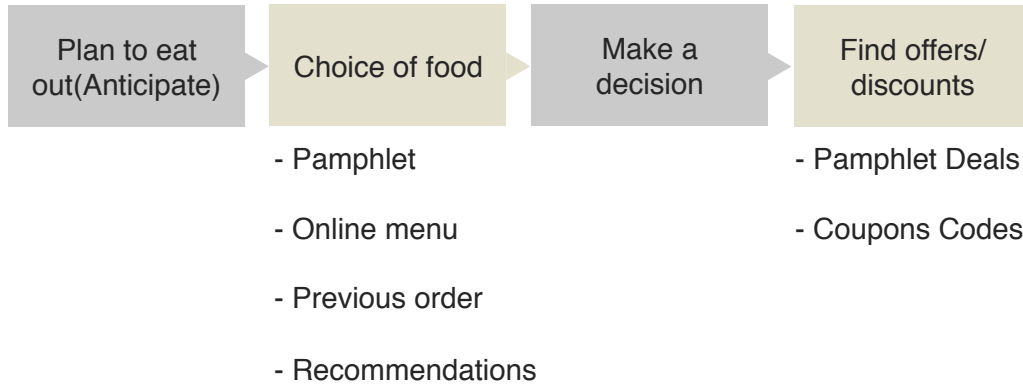


- Pamphlet
- Online menu
- Previous order
- Recommendations

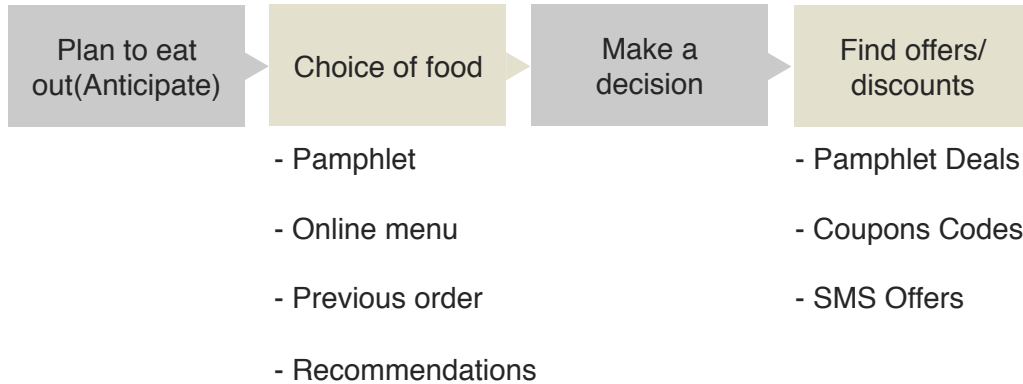
Existing Way Of Ordering



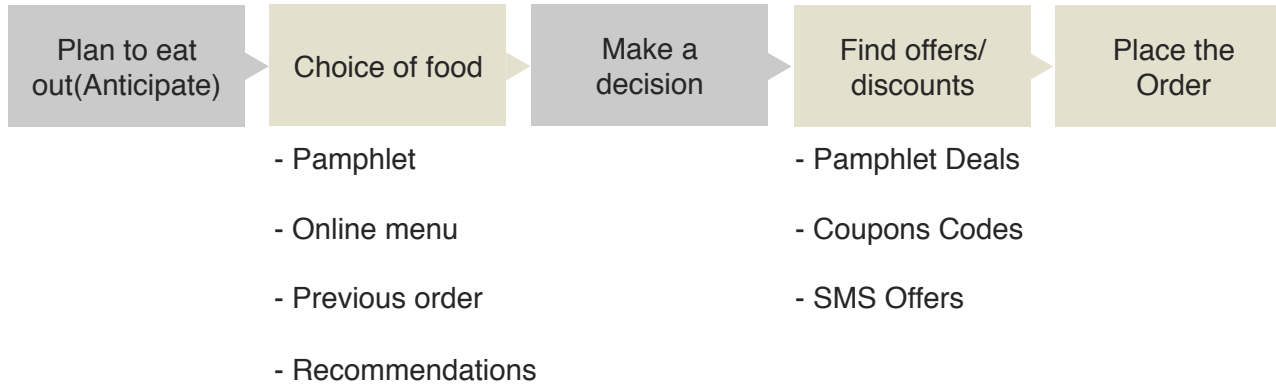
Existing Way Of Ordering



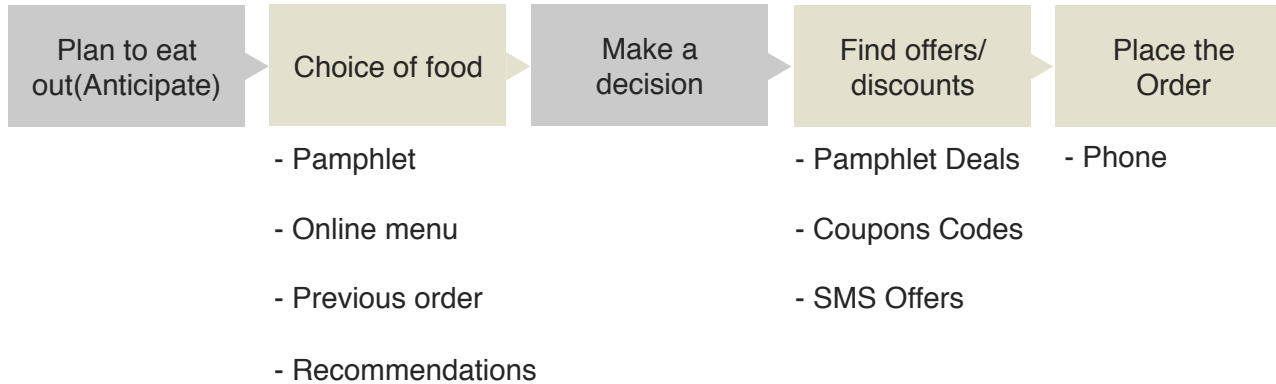
Existing Way Of Ordering



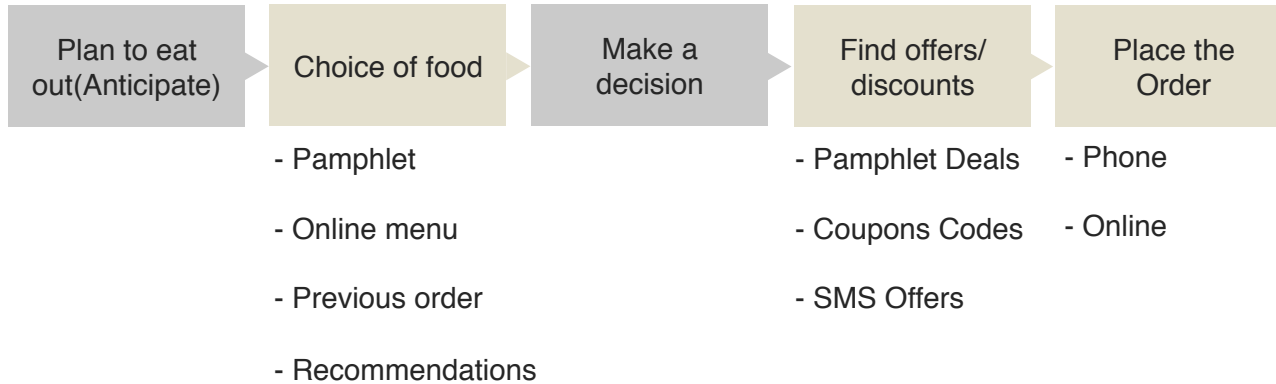
Existing Way Of Ordering



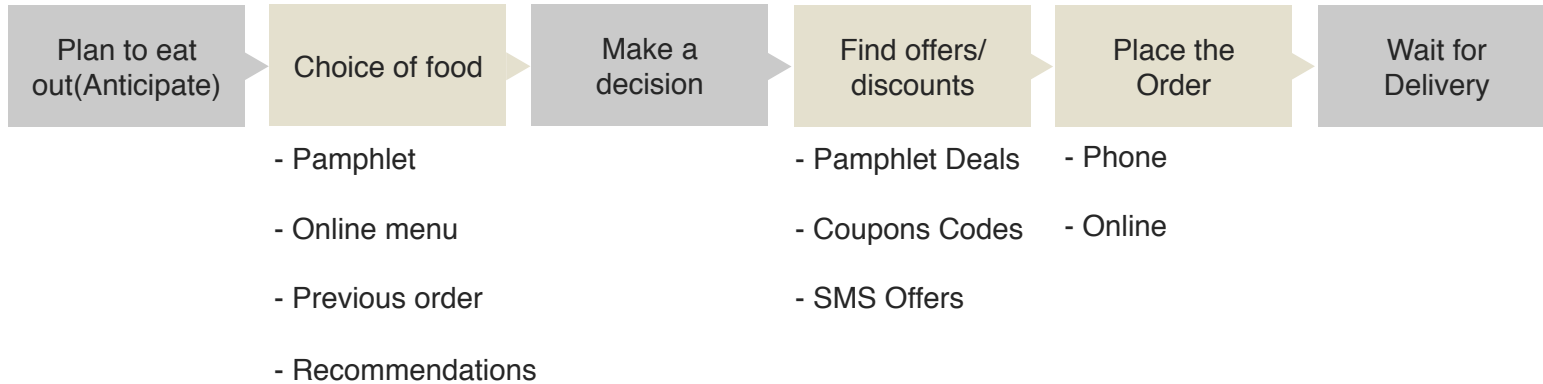
Existing Way Of Ordering



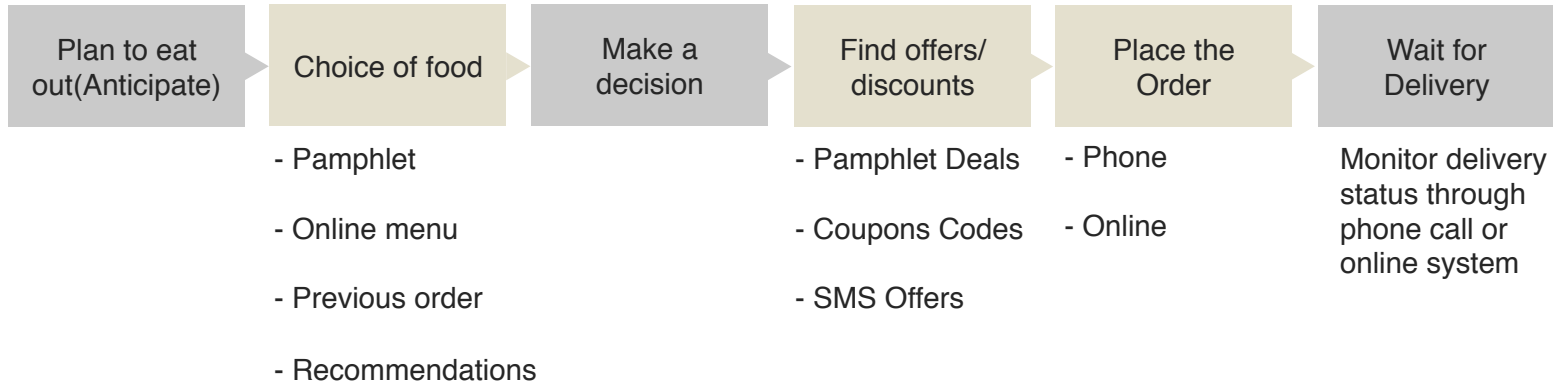
Existing Way Of Ordering



Existing Way Of Ordering



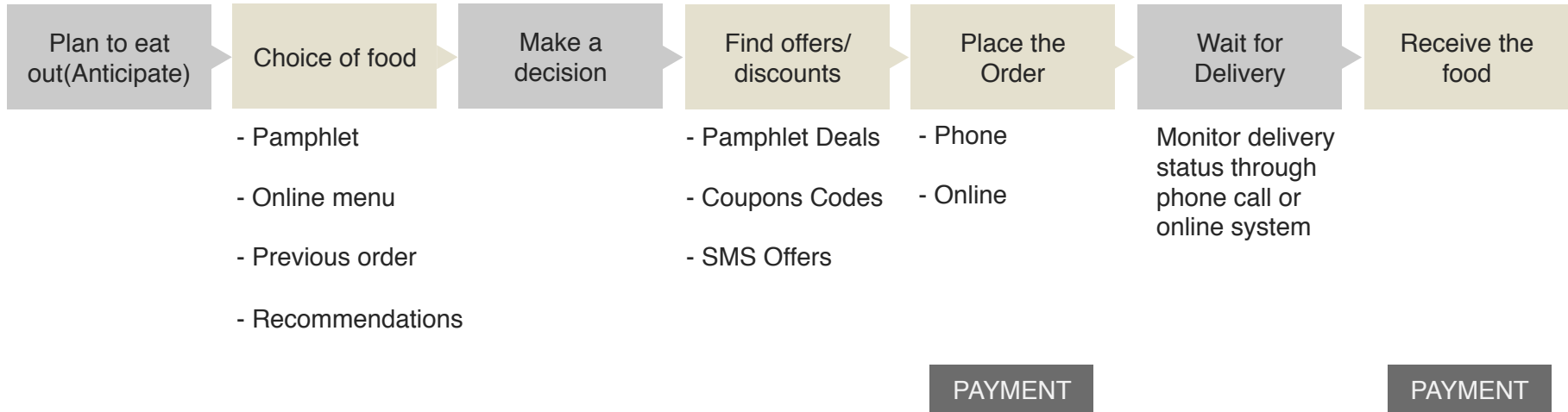
Existing Way Of Ordering



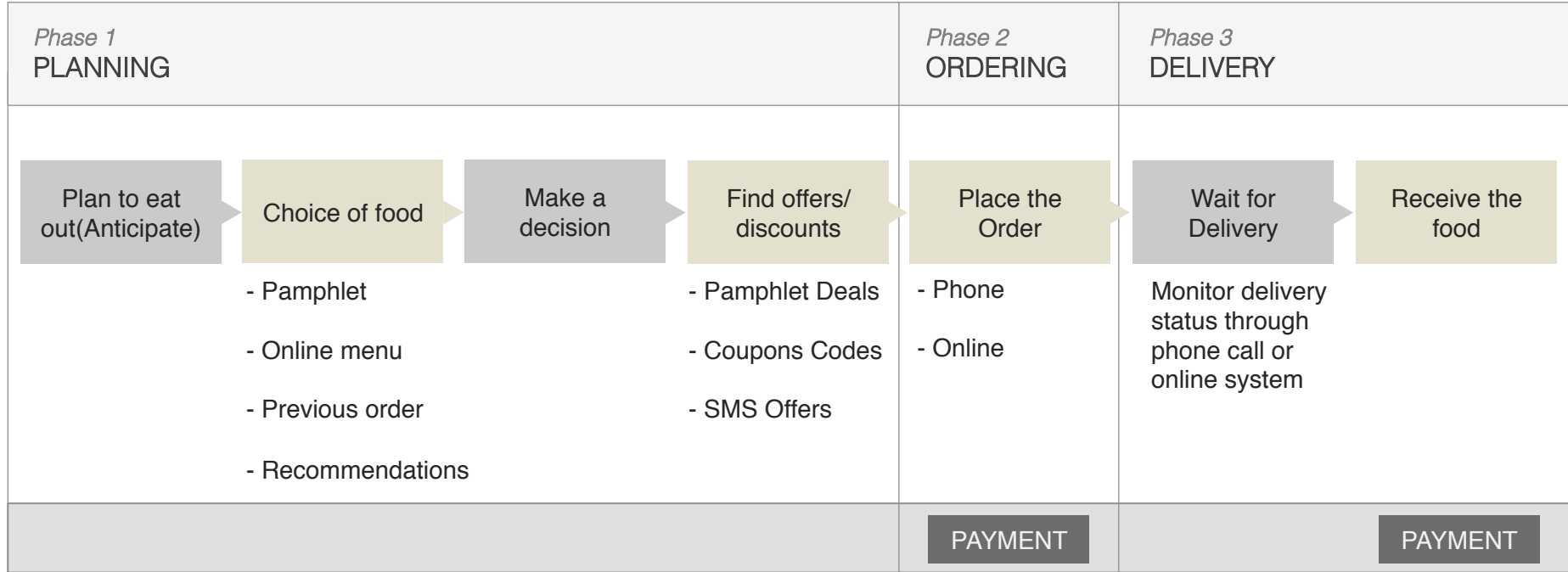
Existing Way Of Ordering



Existing Way Of Ordering



Existing Way Of Ordering



USER GROUP

Aspiring Adolescents	Mimic Beginners	Newbie Shopaholics	Responsibly Spendthrift	Cautious Spenders	Relaxed Indulger
14-17yrs	18-21yrs	22-25yrs	26-30yrs	30-40yrs	40-45yrs
Financially depend on their parents	Highly aware of the options and trends	Either enrolled in PG studies or just entered their professional careers.	High focus on professional growth and may have recently married	Have financial and social commitments, usually towards their growing children and ageing parents	Full-filled their financial and social responsibilities
	College students				

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USER GROUP

Primary Users

18-21yrs (Mimic Beginners)

22-25yrs (Newbie Shopaholics)

26-30yrs (Responsibly Spendthrift)

Secondary Users

Restaurants/Standalone Outlets

Franchisee

USER GROUP

Primary Users

18-21yrs (Mimic Beginners) **4**

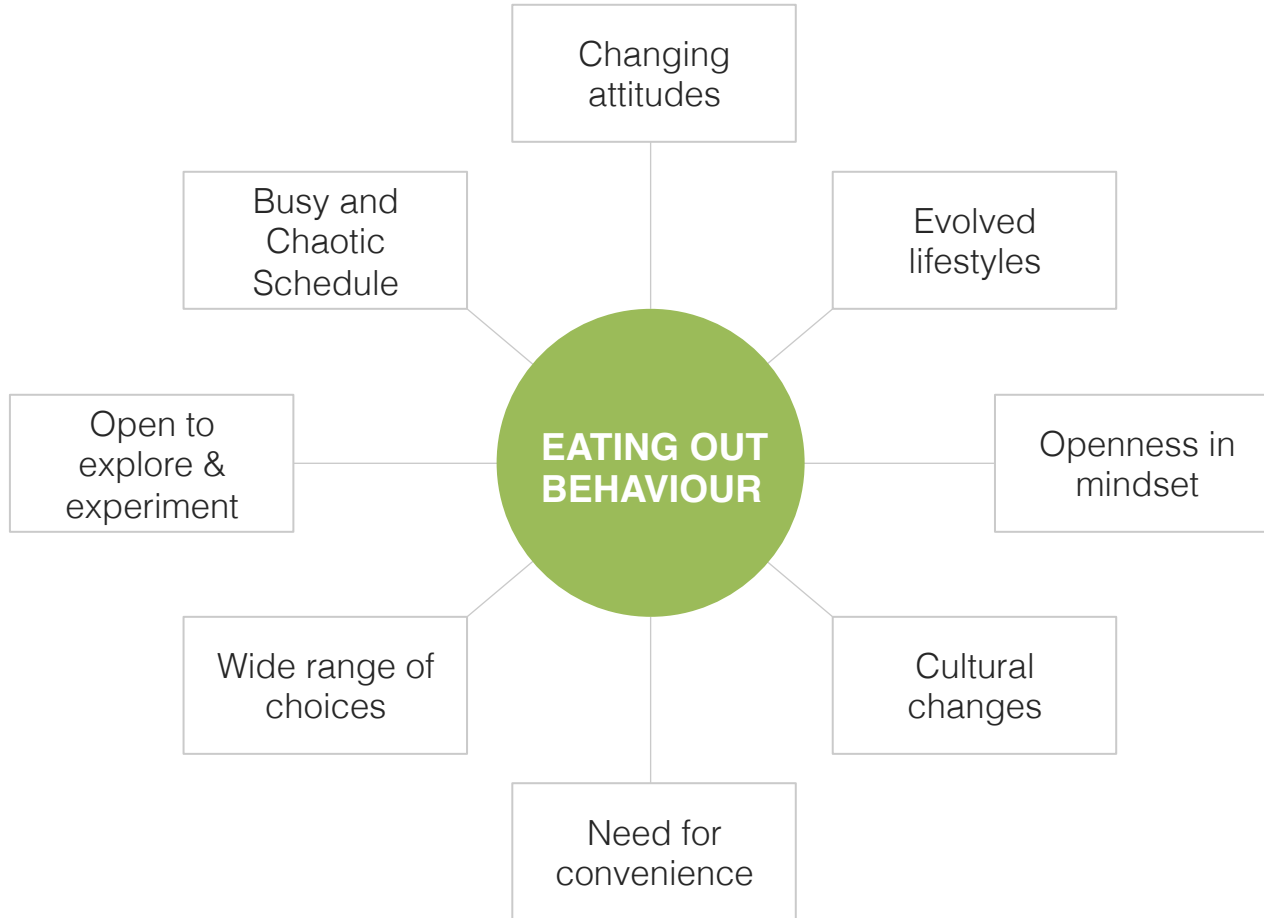
22-25yrs (Newbie Shopaholics) **5**

26-30yrs (Responsibly Spendthrift) **7**

Secondary Users

Restaurants/Standalone Outlets

Franchisee



PROBLEMS

Time consuming process

- View the menu card online/pamphlet/memory
- Decide the cuisine
- Search for the number
- Call the restaurant to place the order
- If the restaurant is closed/dish is unavailable, go through the entire process again.

Personalization

- I don't like calling because they give a lot of alternative options for customization which confuses me.
- After placing the order they inform either the meal is not available or the place is closed.

Extra services

- They message and call a lot! It's very difficult to get the coupon. You have to do Google search for the valid coupon code and stuff.

PROBLEMS

Payment

- Can't pay directly by card. Cash on delivery at times becomes a huge task. Have to withdraw from the ATM before the food gets delivered.

Location

- Describing the Address(building number) over phone takes a lot of time.

Group Order

- It's difficult to keep a track on who paid how much. The person who orders has to collect all the money and return the change individually.
- The money is usually split equally but sometimes it's divided according to who ordered what.
- Everyone has different choices of cuisine/combination of food they want to eat while ordering together.

PROBLEMS

Repeat Order

- Have to repeat the order every time in subway.
- Too lazy to order something new or explore.

Healthy food

- Young adults lack the knowledge and skills necessary to manage a nutritious eating pattern.
- Young adults already have vague nutrition goals, such as being healthy. What they lack is the comprehensive picture of whether their current habits are fulfilling of those goals.

KEY FACTORS DETERMINING **REPEAT ORDERS** FROM A FOOD OUTLET



MOTIVATORS FOR A FIRST TIME RESTAURANT ENGAGEMENT



Recommendations from friends and family



New Cuisine options



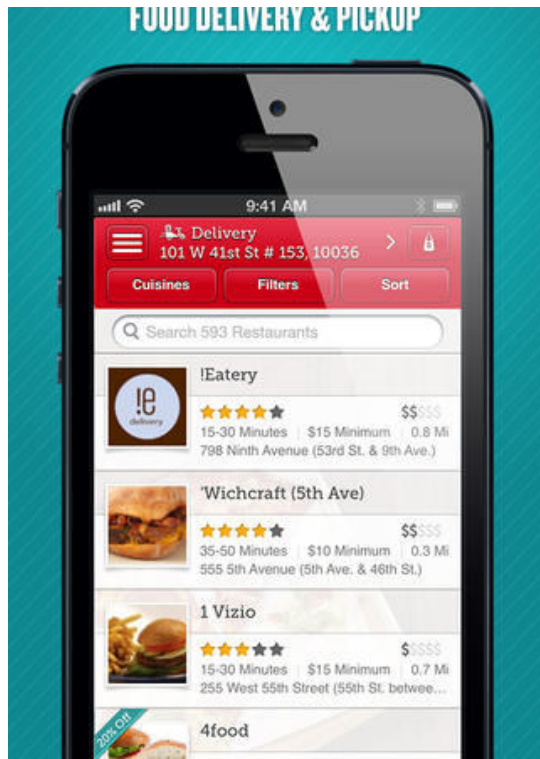
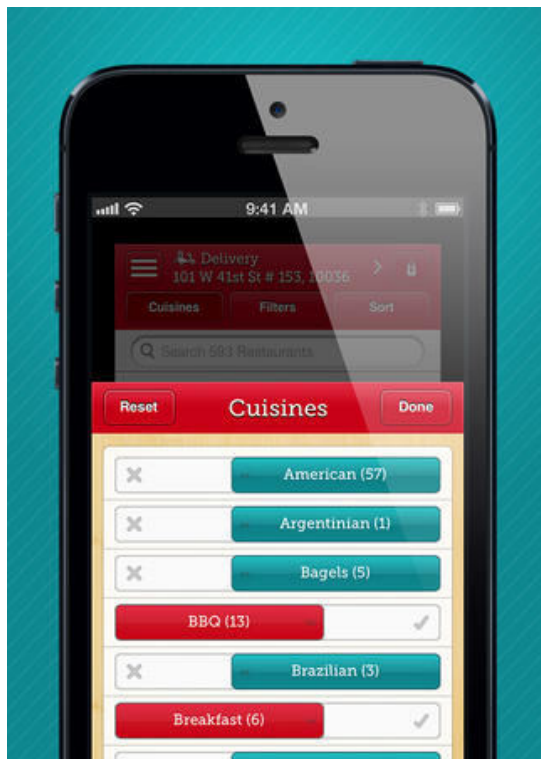
Special offers and discounts



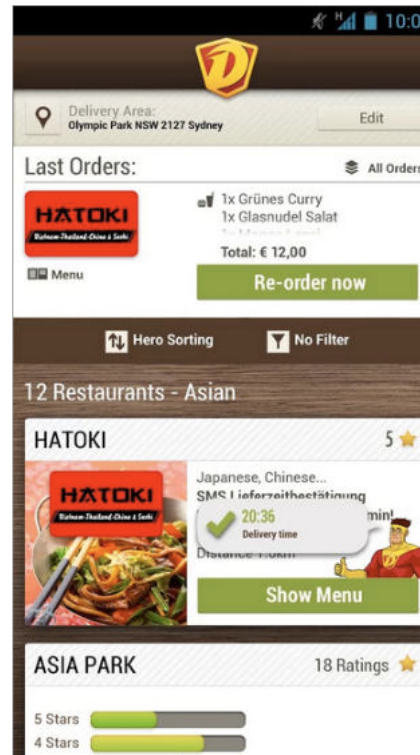
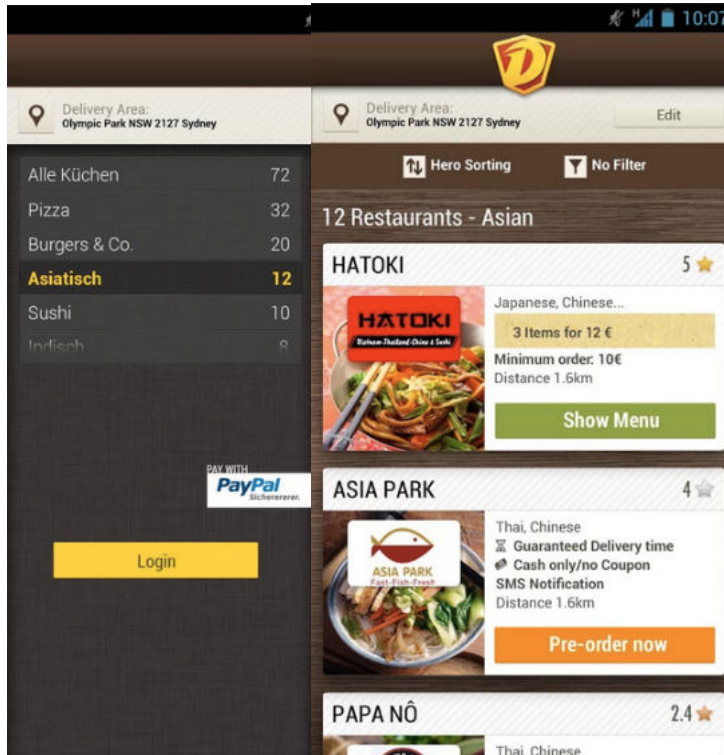
Location & Approachability

EXISTING SOLUTIONS

seamless




EXISTING SOLUTIONS




EXISTING SOLUTIONS





Questions? Call us now!
011 30715375 (11AM to 11PM)

 Log in / Register

Home

Live chat Help

Order food online from delicious restaurants!

Enter your city

Enter your city


All cities

Enter your location

Start typing here..

Find food now! >


1.



Tell us your location

Select your city and area


2.



Choose a restaurant

and your favorite dish


3.



The restaurant delivers

to your doorstep

4.



Pay

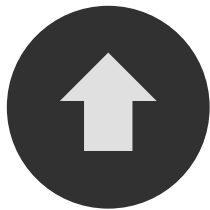
cash on delivery or online

Ordered multiple times and in all instances user was informed that the restaurant will not be able to deliver.

Having selected the city, user can't find the area in the list. If they pick a nearby area, they can't find the street in the list.

Order not processed a multiple times.

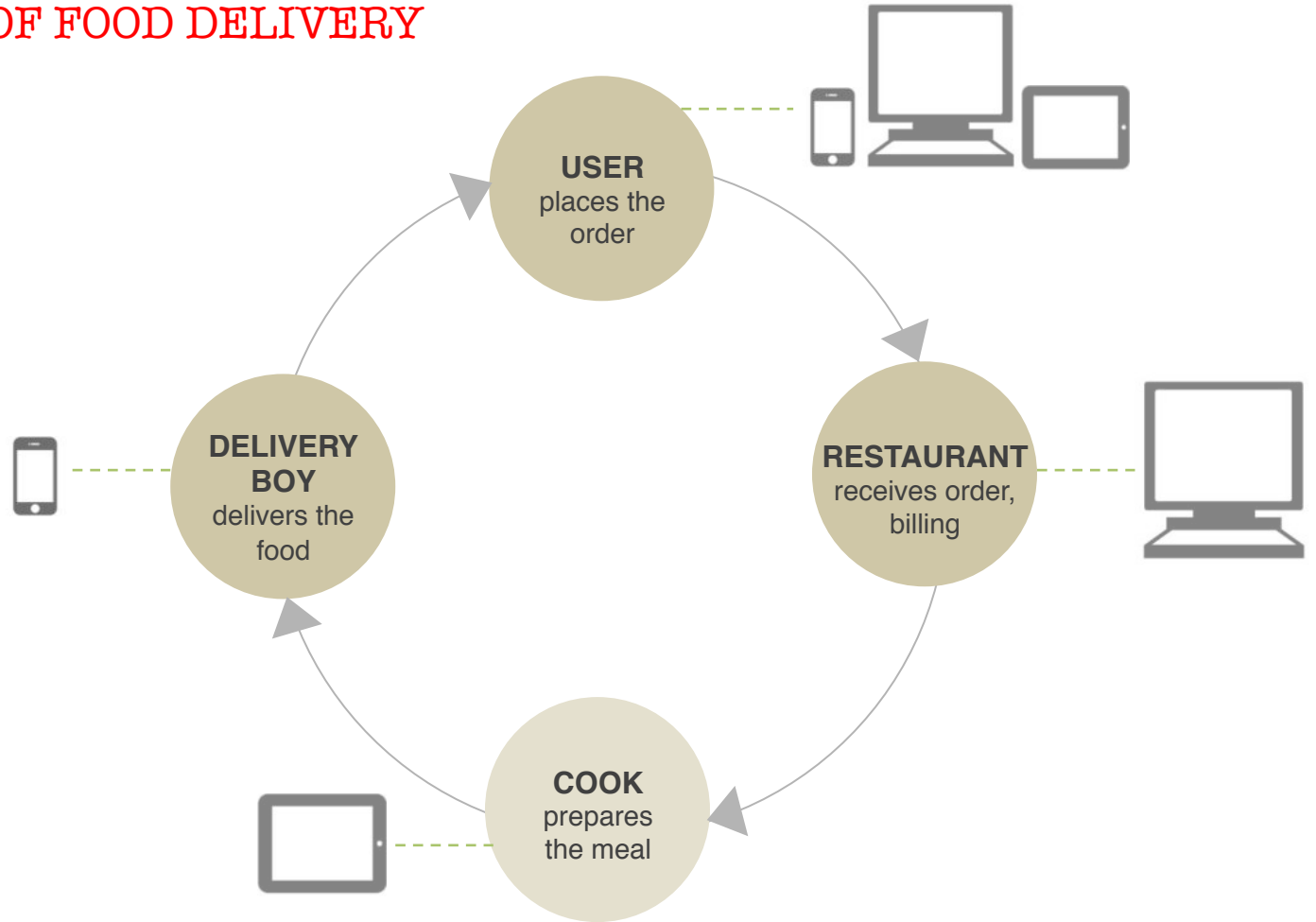
The bill from the restaurant for the food was found to be less than what food panda had charged.

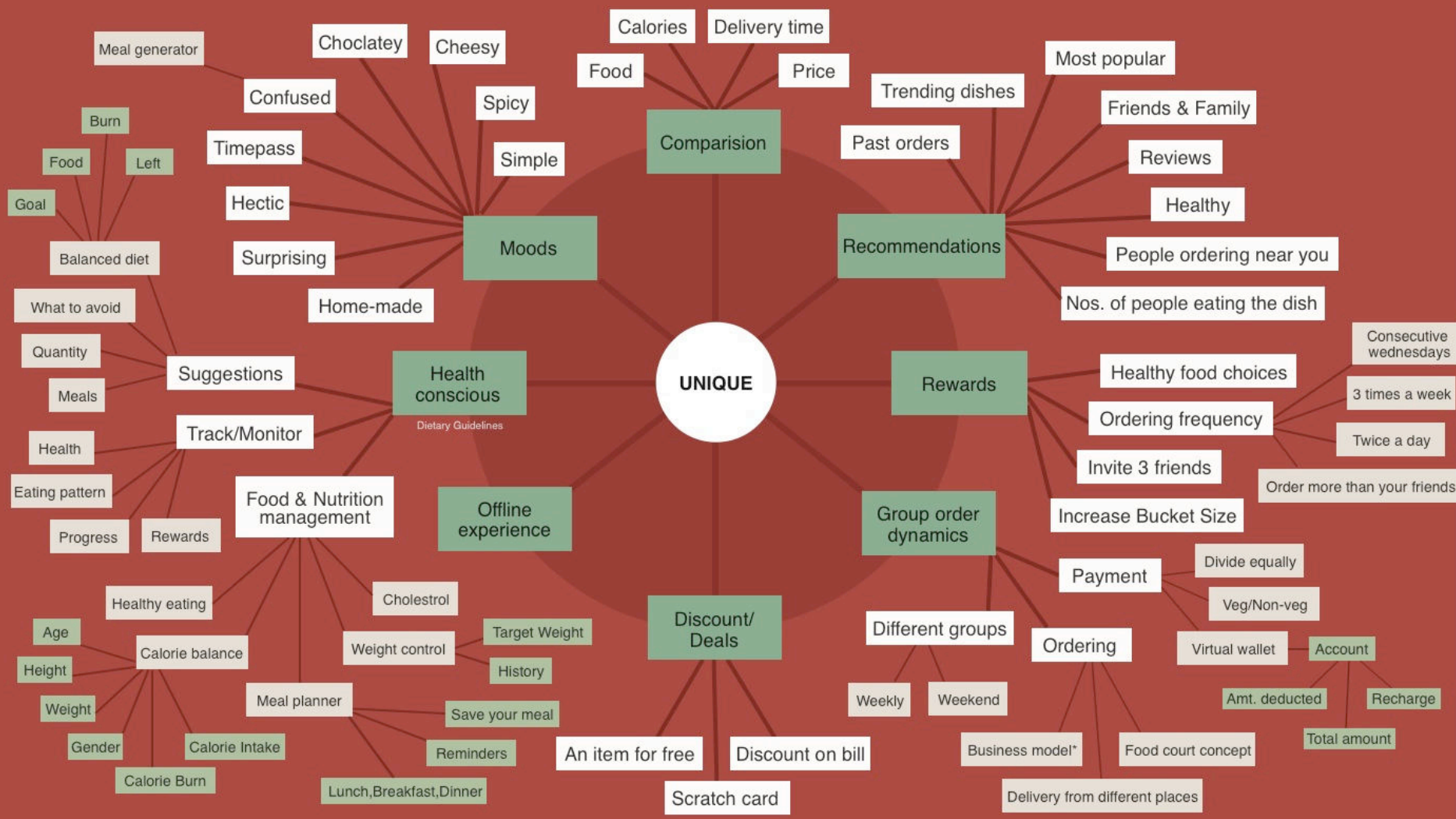


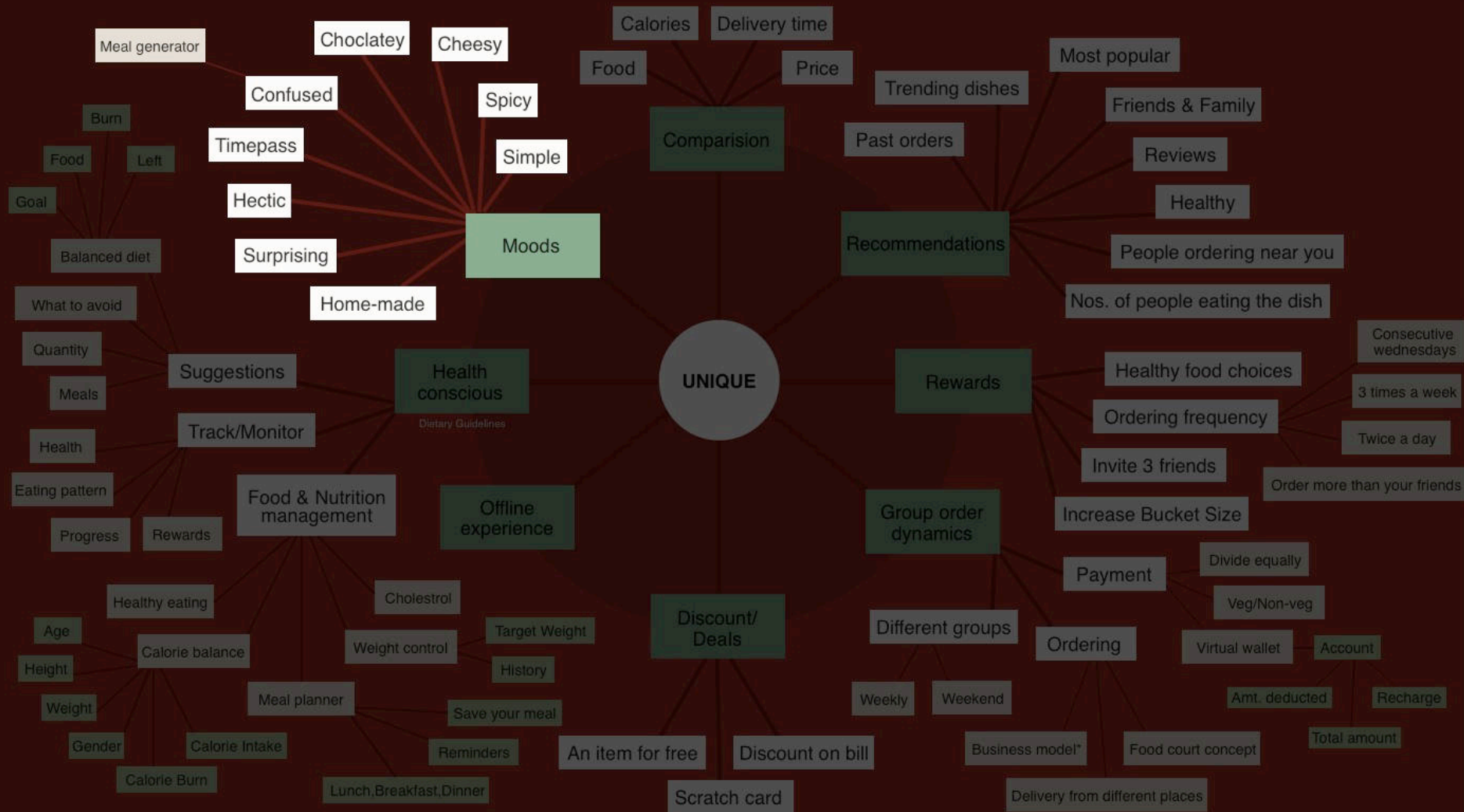
GROWING PROMINENCE OF TAKEAWAY

- Increasing disposable incomes clubbed with work and hectic schedules.
- Increasing congestion levels and longer waiting times.
- Access to internet and mobile communication has scaled up demand has made it more convenient.
- Office goers staying away from their hometowns prefers home delivery instead of dine-in and cooking.
- Busy and chaotic lifestyle has increased the demand of home delivery system.

ECO-SYSTEM OF FOOD DELIVERY







Moods

Confused/Hectic/Home-made/Surprising/Timepass/Spicy/Cheesy/Choclatey/Simple

MENU GENERATOR

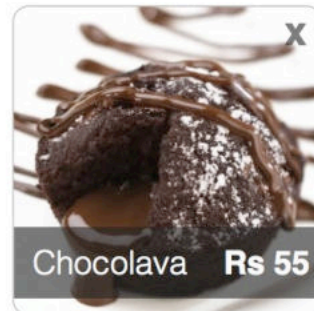
STARTERS



MAIN COURSE



SIDES

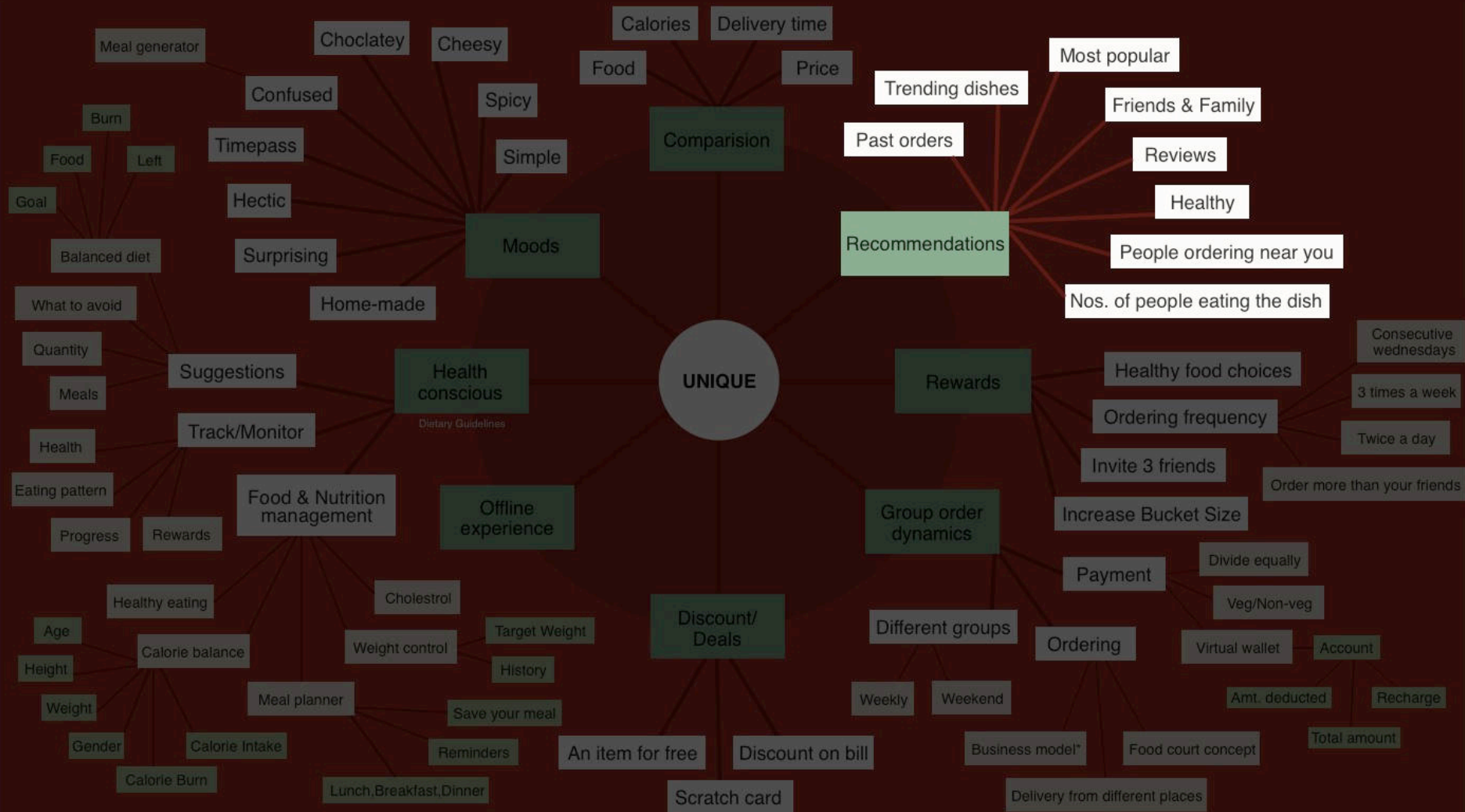


COMBO MEALS



Order

Generate new!



Recommendations

People ordering near you/Past Orders/Trending Dishes/Most popular/Friends&Family/Reviews/
Healthy/Nos. of people eating the similar dish



People ordering near you

Panner Masala
Laxmi Restraunt
Rs.89

Tandoori
Yellow Chillies
Rs.60

Country pizza
Dominoes
Rs.180

Mc Aloo Tikki
Mc Donalds
Rs. 25

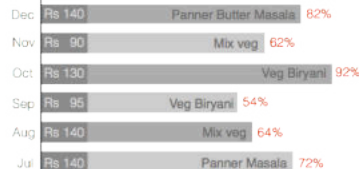
Shezwan Dosa
Gulmohar
Rs.60

Panner mattar
Chillies
Rs.140

Aloo Paratha
Gulmohar
Rs.60

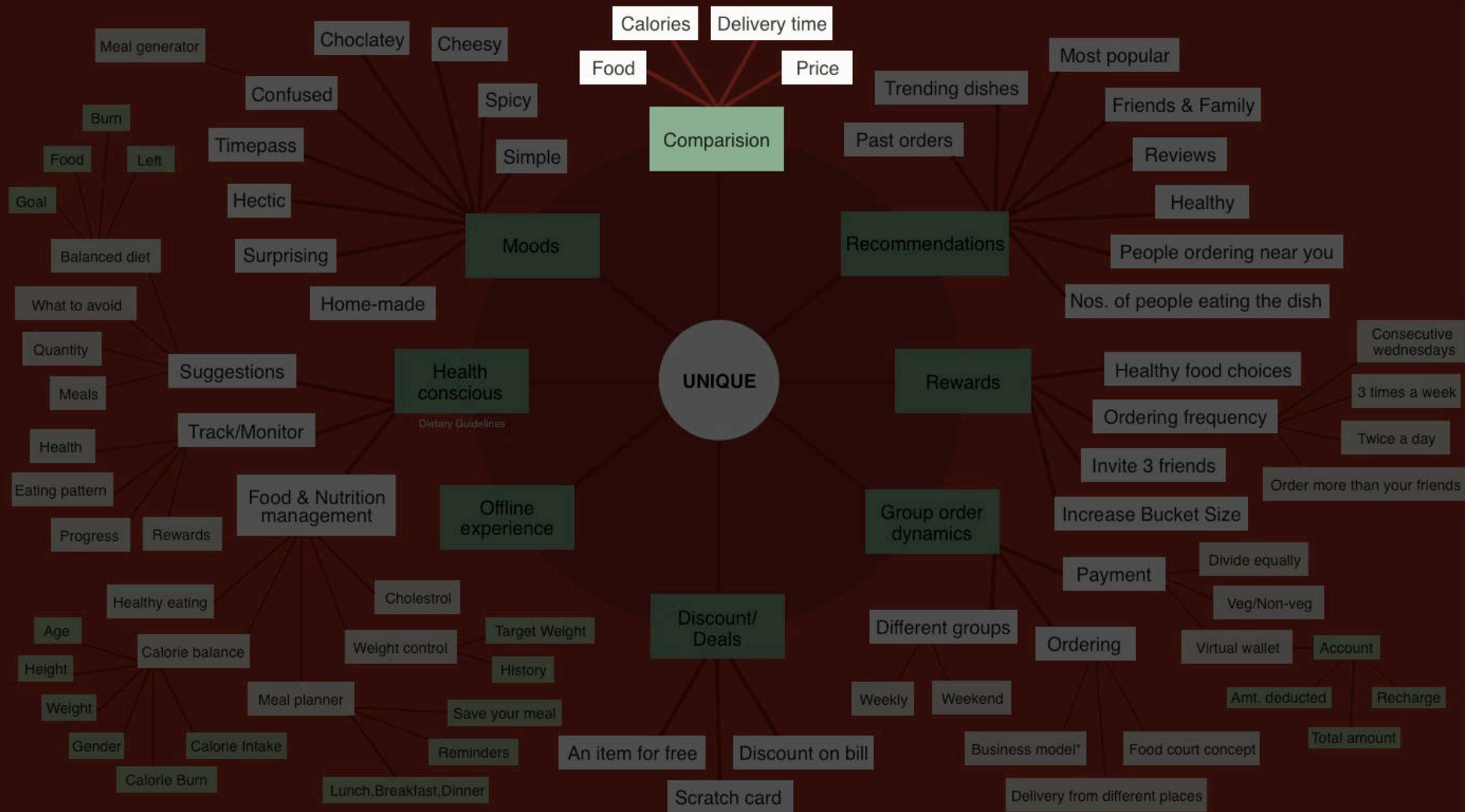
Most popular

2013



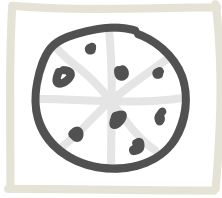
North Indian
South Indian
Italian
Mexican

Trending Dishes

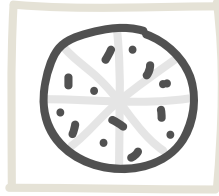


Comparision

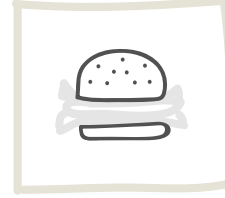
Calories/Price/Delivery time/Delivery charges/Offer/Recommendation



Country Special
Pizza Hut



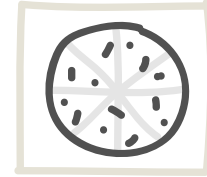
Farm House
Dominoes



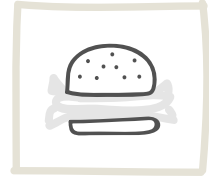
Big Mac
Mc Donalds

Nutrient	Cal	Fat	Protein	Cal	Fat	Protein	Cal	Fat	Protein
	540	19g	18g	440	20g	16g	680	24g	21g
Price	120.00			160.00			120.00		
Delivery time	40 mins			30 mins			35 mins		
Delivery Cost	-			-			25.00		
Ingredients	Crunchy onions, crisp capsicum and fresh juicy tomatoes			Sear-sizzled 100% beef mingled crisp lettuce, minced onions and tangy pickles.			Grilled chicken breast filet, crisp cucumber slices, spring greens, shredded lettuce.		

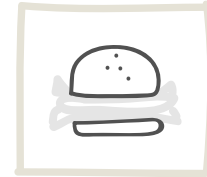
SIMILAR DISHES



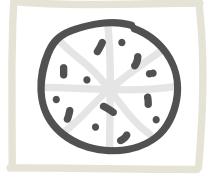
Country Special
Pizza Hut



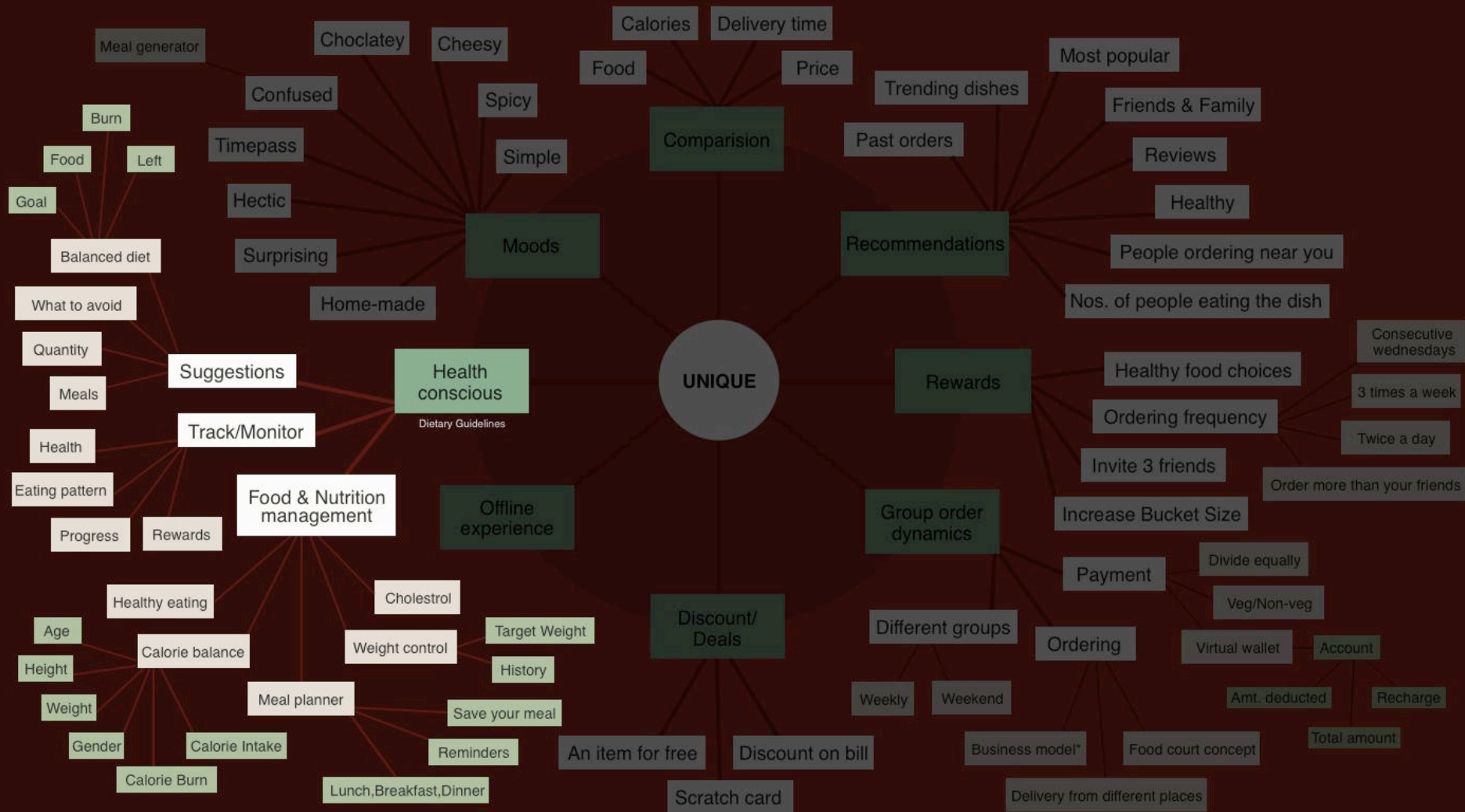
Country Special
Pizza Hut



Country Special
Pizza Hut



Country Special
Pizza Hut



Health conscious

Track and monitor your health/Food and nutrition management/Calorie balance/Plan your meal/ Eating pattern



BACON
RANCH
BURGER

Calories 610

Total Fat 31g

Saturated Fat 96g

Cholestrol 375mg

Vitamin 38mg

SIMILAR CALORIE COUNT (comparision)



Veg Pizza

620
calorie



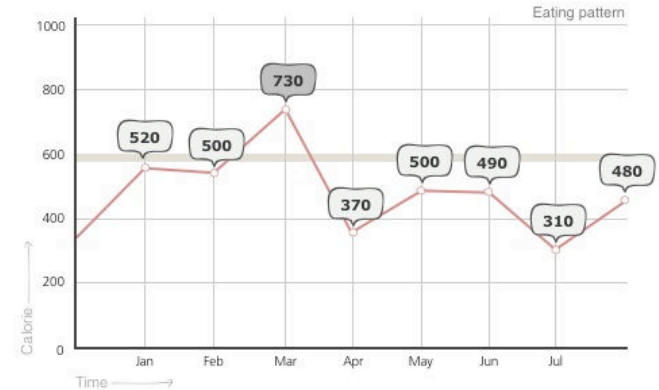
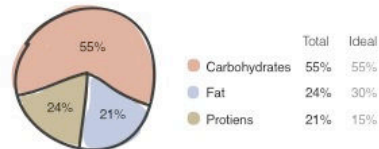
Mc Chicken Burger

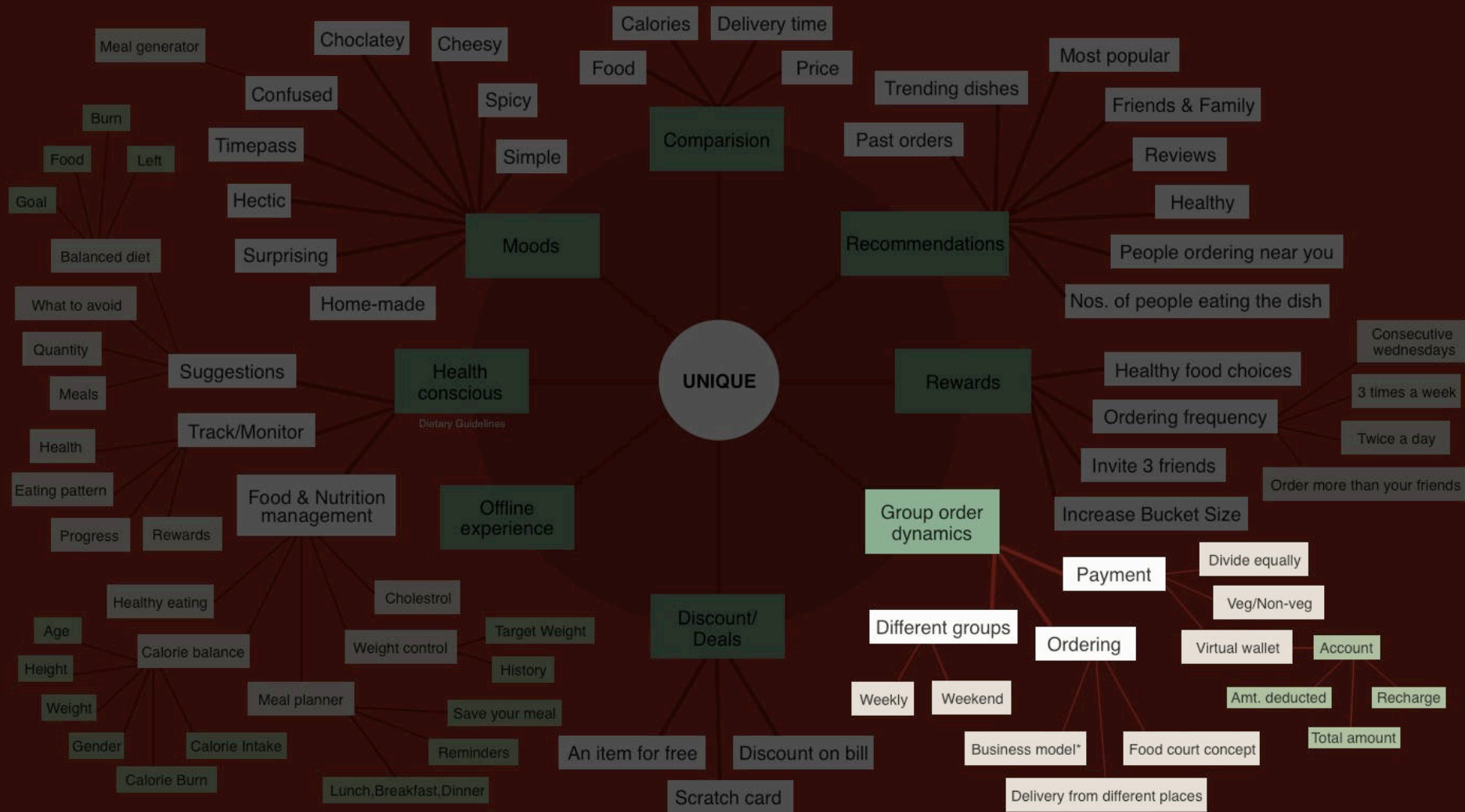
For Healthy Eating - Reedem Points/Offers

30%off

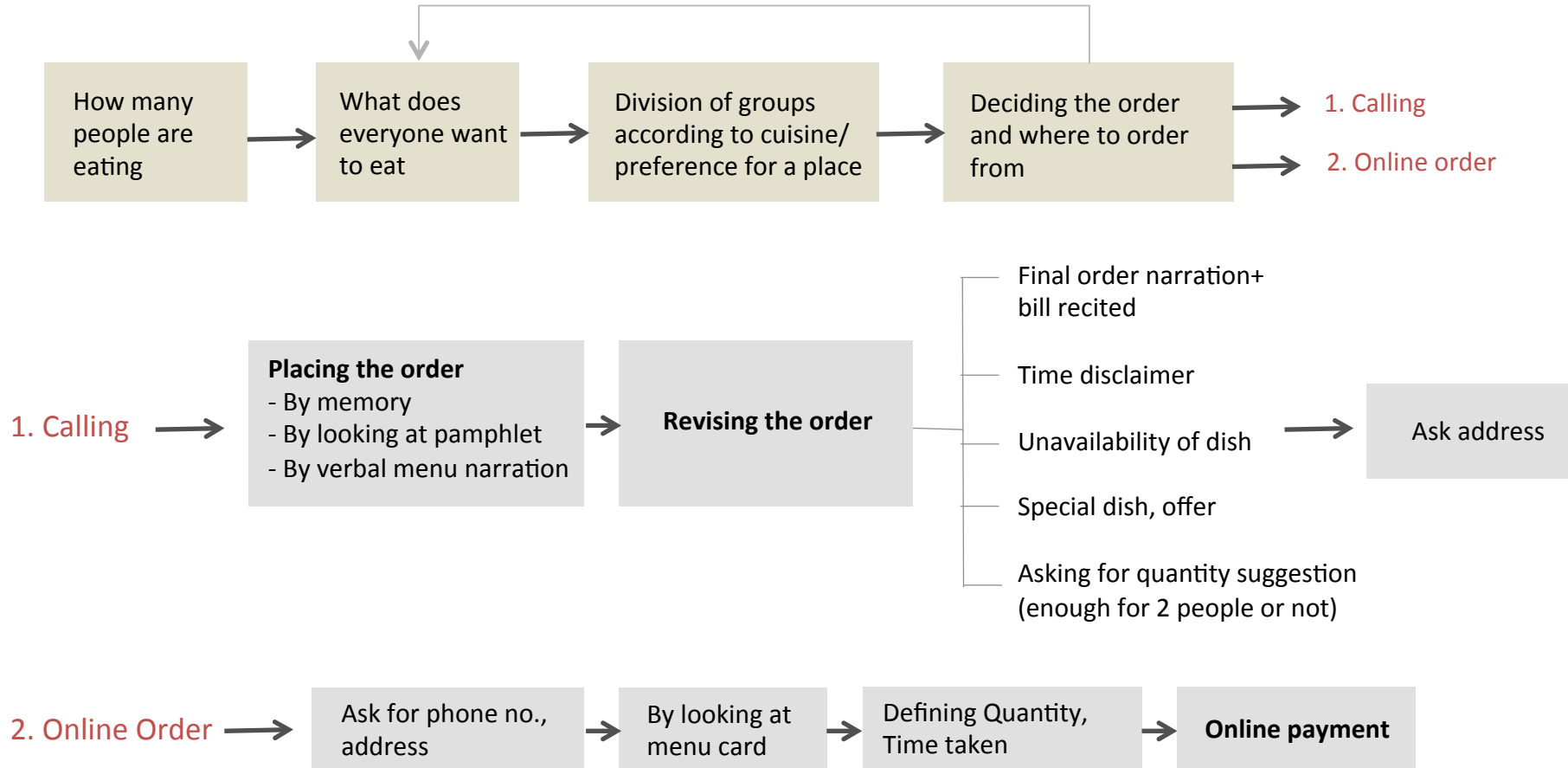
50%off

40%off

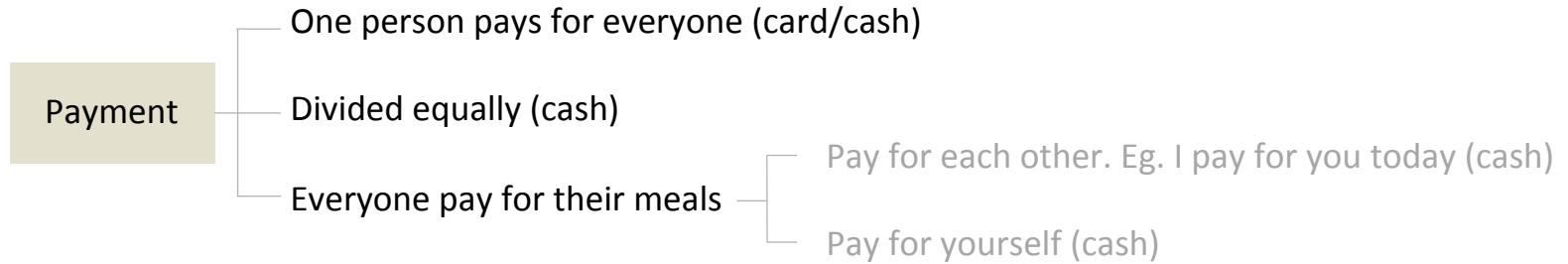




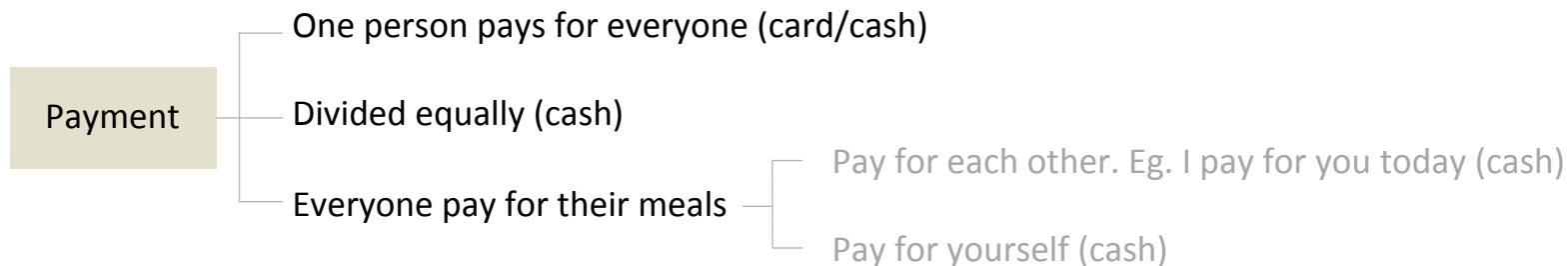
Existing group order system



Group Dynamics

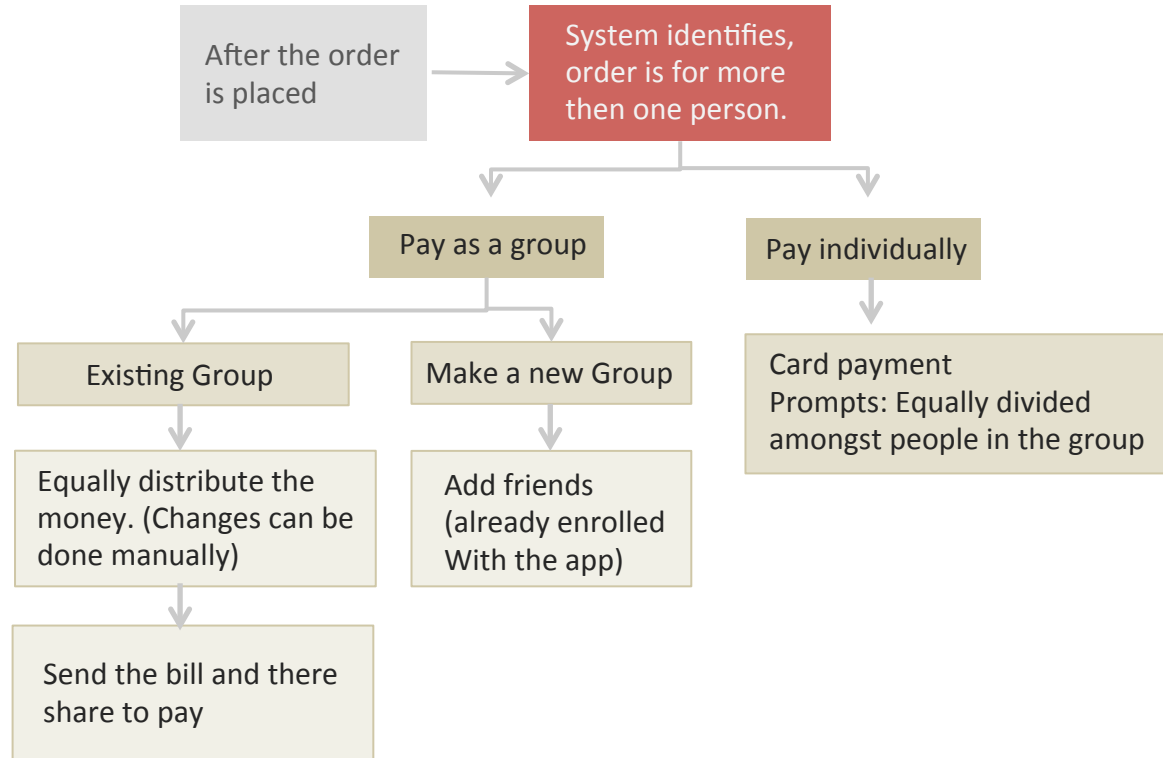


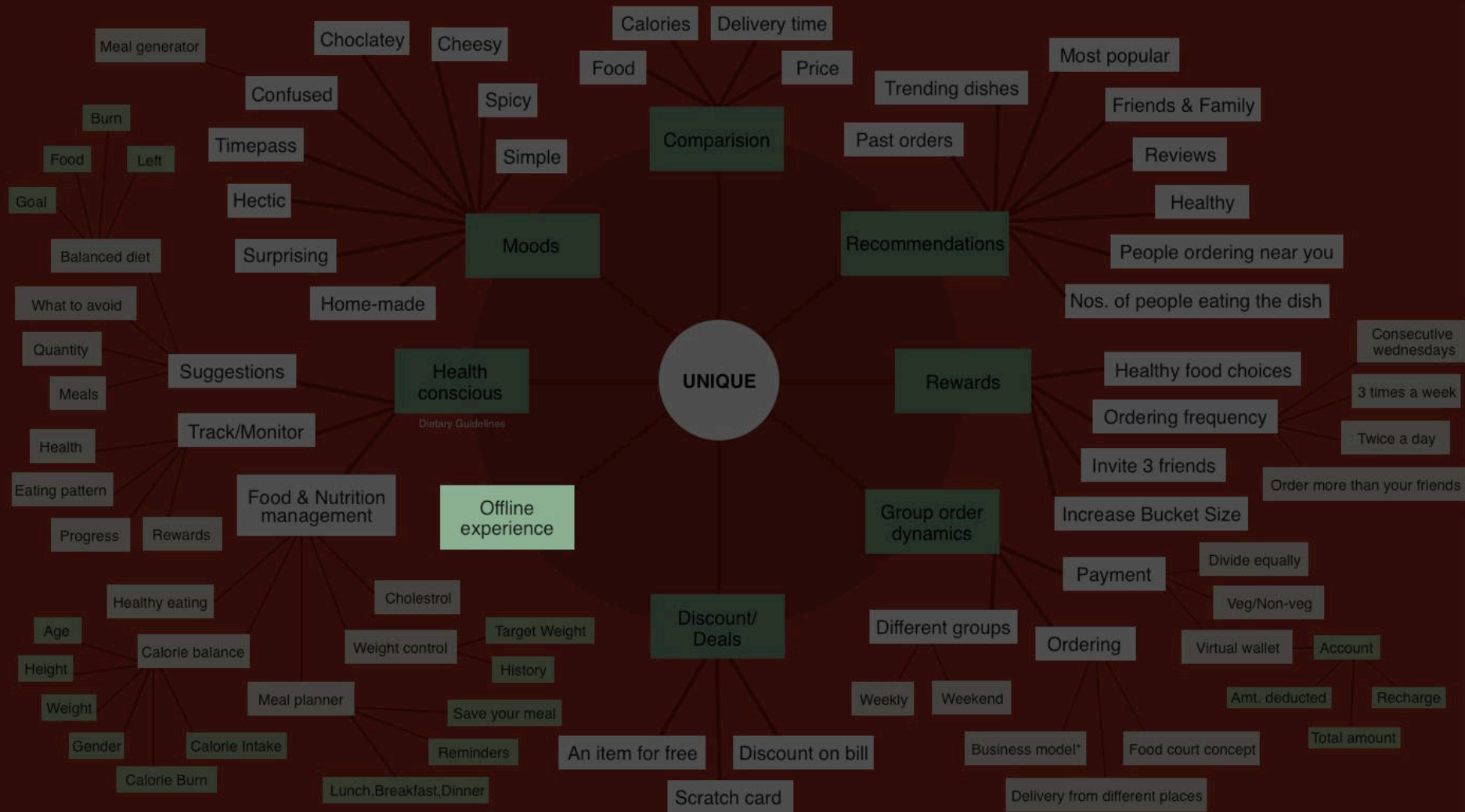
Group Dynamics



There is no system to split the payment of the order by card.

Proposed Group System





Offline experience

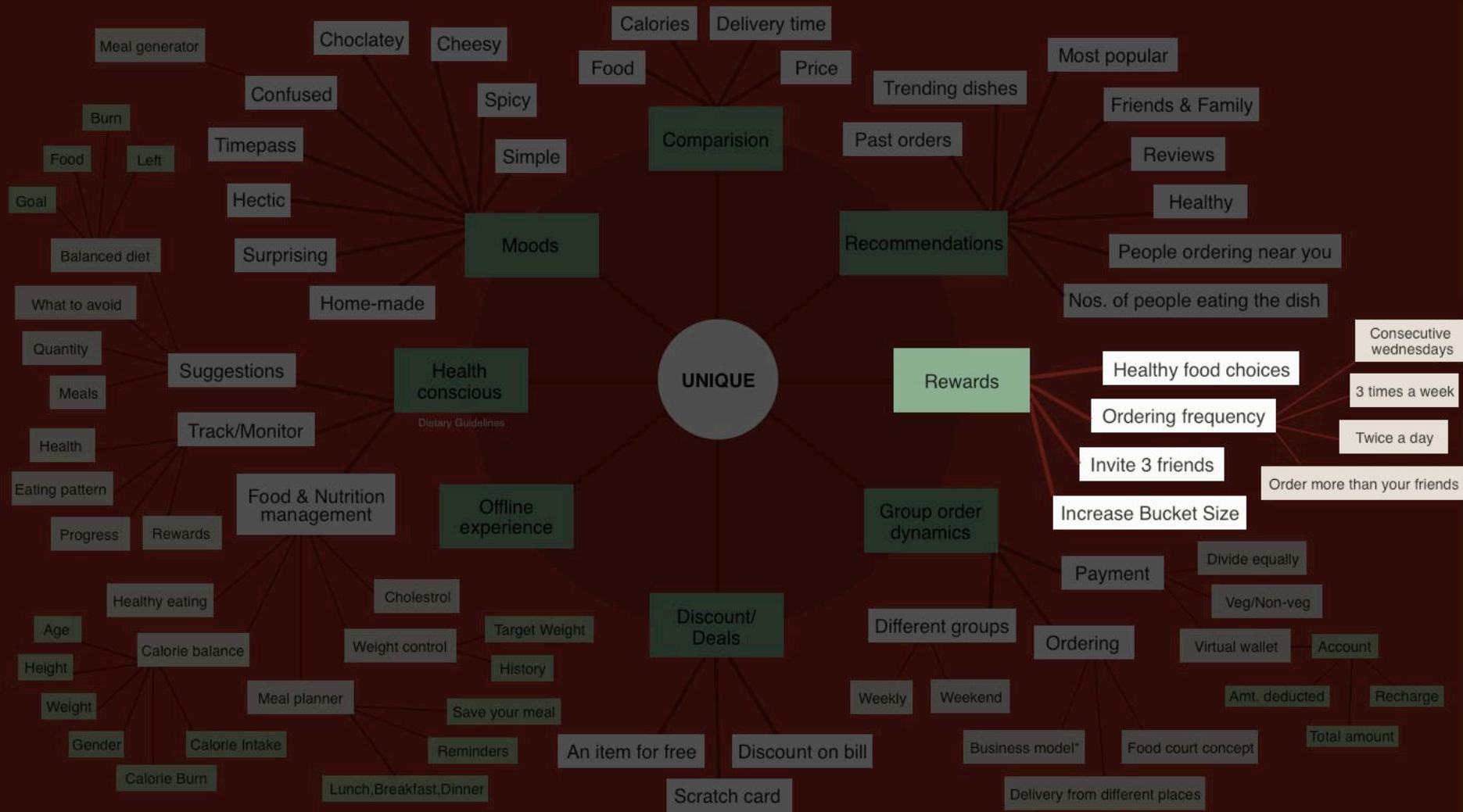


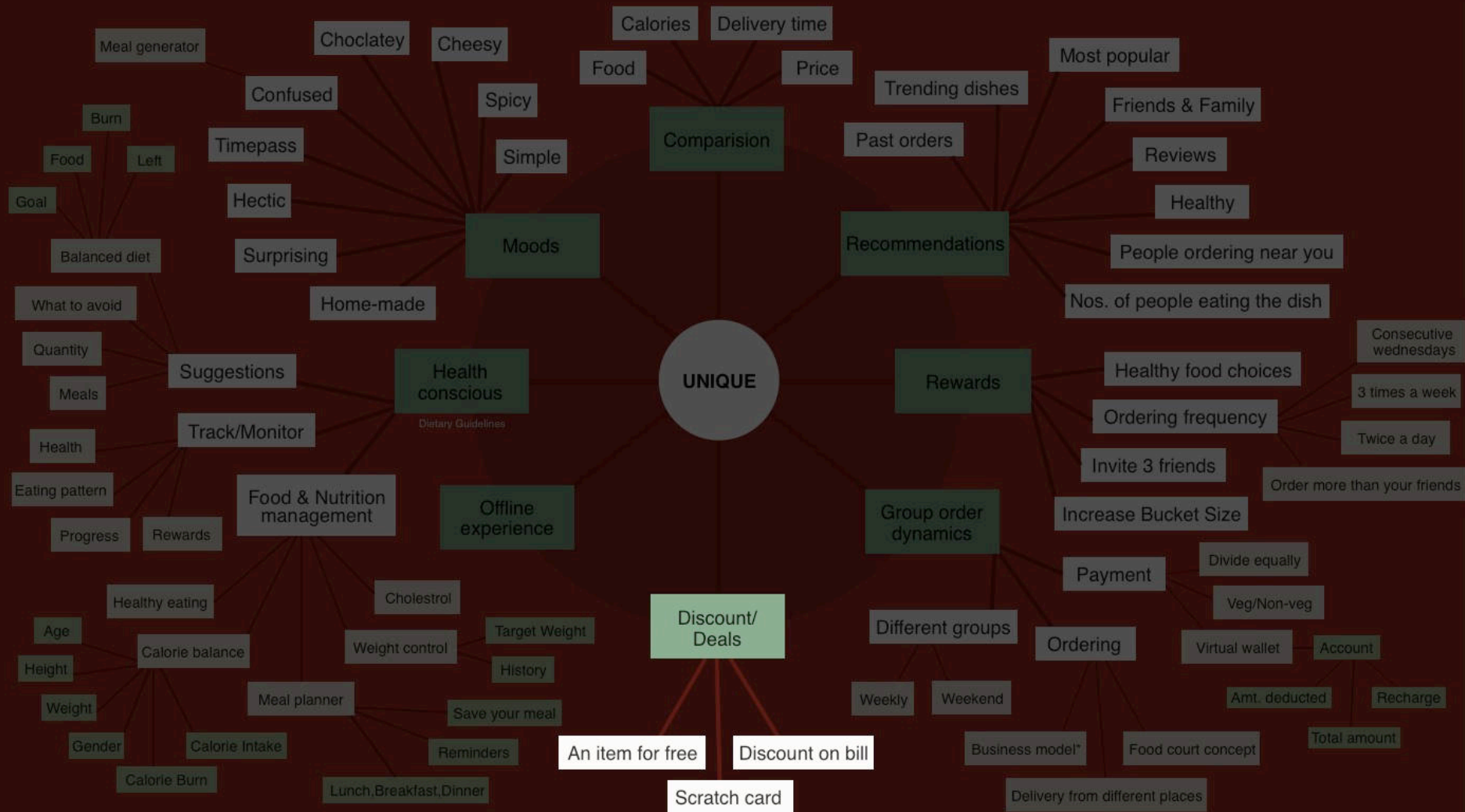
No internet connection

Offline menu to place the
order via message

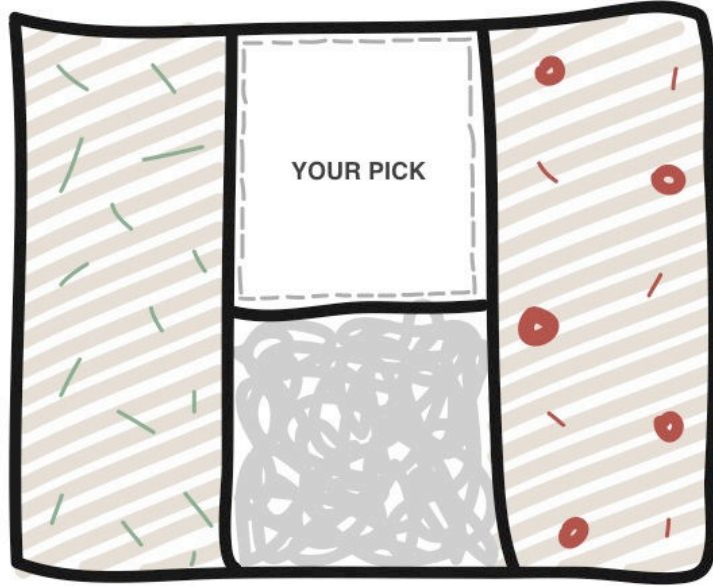


Order via message





Make your lunch box/dinner box



Coke

or



Dessert

or



FrenchFries

Plan and Schedule your orders

< Jan 2014 >

Confirm	Unconfirmed	Cancelled	Delivered	Failed
01 Jan +	02 Jan +	03 Jan +	04 Jan +	05 Jan +
06 Jan +	07 Jan +	08 Jan +	09 Jan +	10 Jan +
11 Jan +	12 Jan +	13 Jan 11:00 am Mc Donalds Rs 2425.00	14 Jan +	15 Jan +
16 Jan +	17 Jan +	18 Jan +	19 Jan +	20 Jan +

Useful for office managers who want to schedule team lunches, board meeting breakfasts, friday happy hour snacks in advance etc.

Filters

A grey rounded rectangle containing the text "₹ 100" in a bold, black, sans-serif font.

₹ 100

Enter the cost of your meal



Veg/Non-veg/Egg



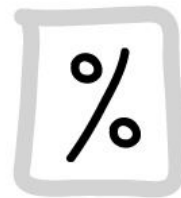
Nearby Restaurants



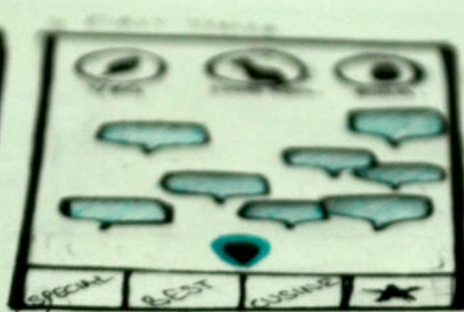
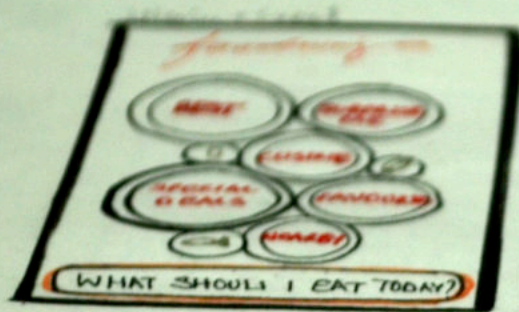
Cuisines



Recommendations

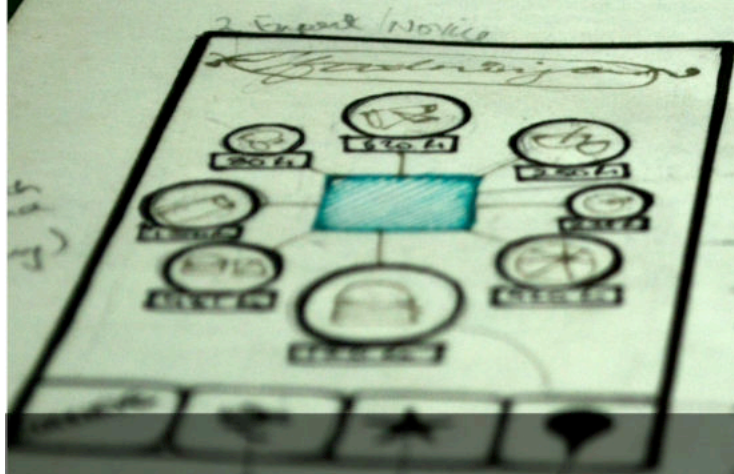
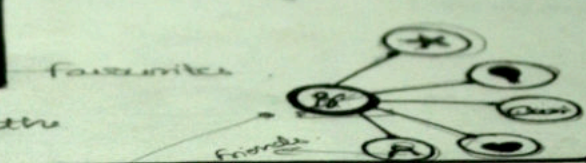


Discount/Deals



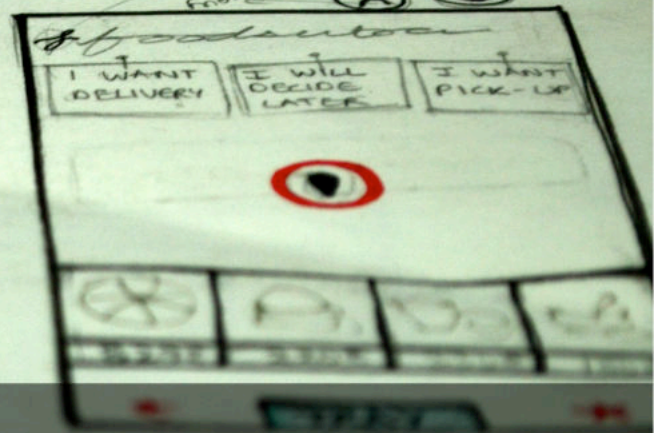
only 4 buttons
easy menu
get more

People making
a food ordering theme
Food delivery is common
in ordering apps



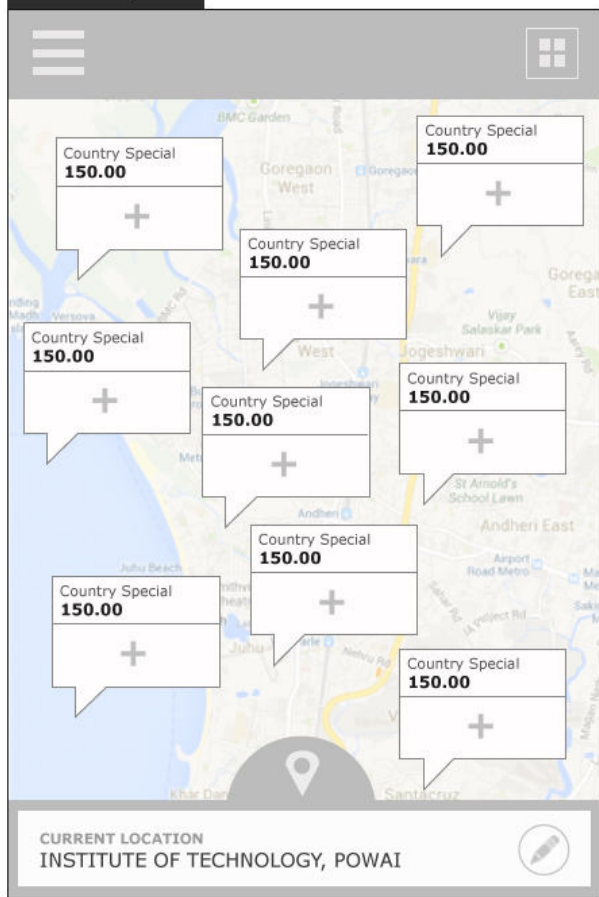
drag & drop in
Tray

SHAKE &
CHANGE THE
ICONS (FOOD
ITEMS)

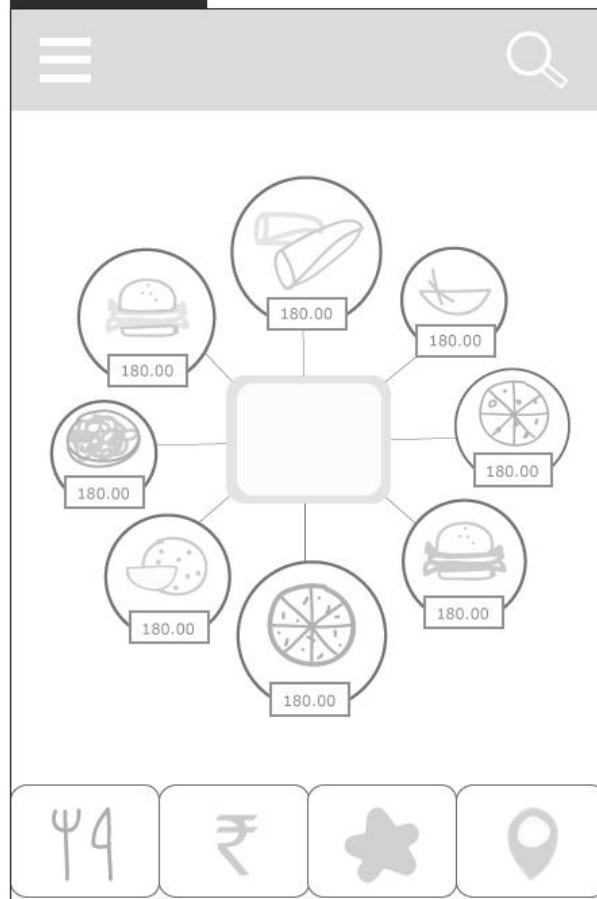


CONCEPTS

Concept 1



Concept 2



Concept 3

CURRENT LOCATION INSTITUTE OF TECHNOLOGY, POWAI		🔍	☰
+		+	
Chicken Cheese Burst Dominoes 230.00	+	Paneer Tikka Laxmi 150.00	+
+	+		
Mc Filet-o Fish Mc Donalds 135.00			
+	+		
Veggie Delight Subway 135.00	Double Cheese Margaritta Dominoes 230.00		
+	+	+	+
Italian BMT Subway 175.00	Butter Chicken Suvidh 180.00	Paneer Tikka Laxmi 150.00	Paneer Chilly Suvidh 180.00
<div>🍃</div> <div>🥚</div> <div>🍗</div>			

Concept 4

☰ 🔍

POPULAR

OFFERS

LOW CALORIE

FLAVOURS

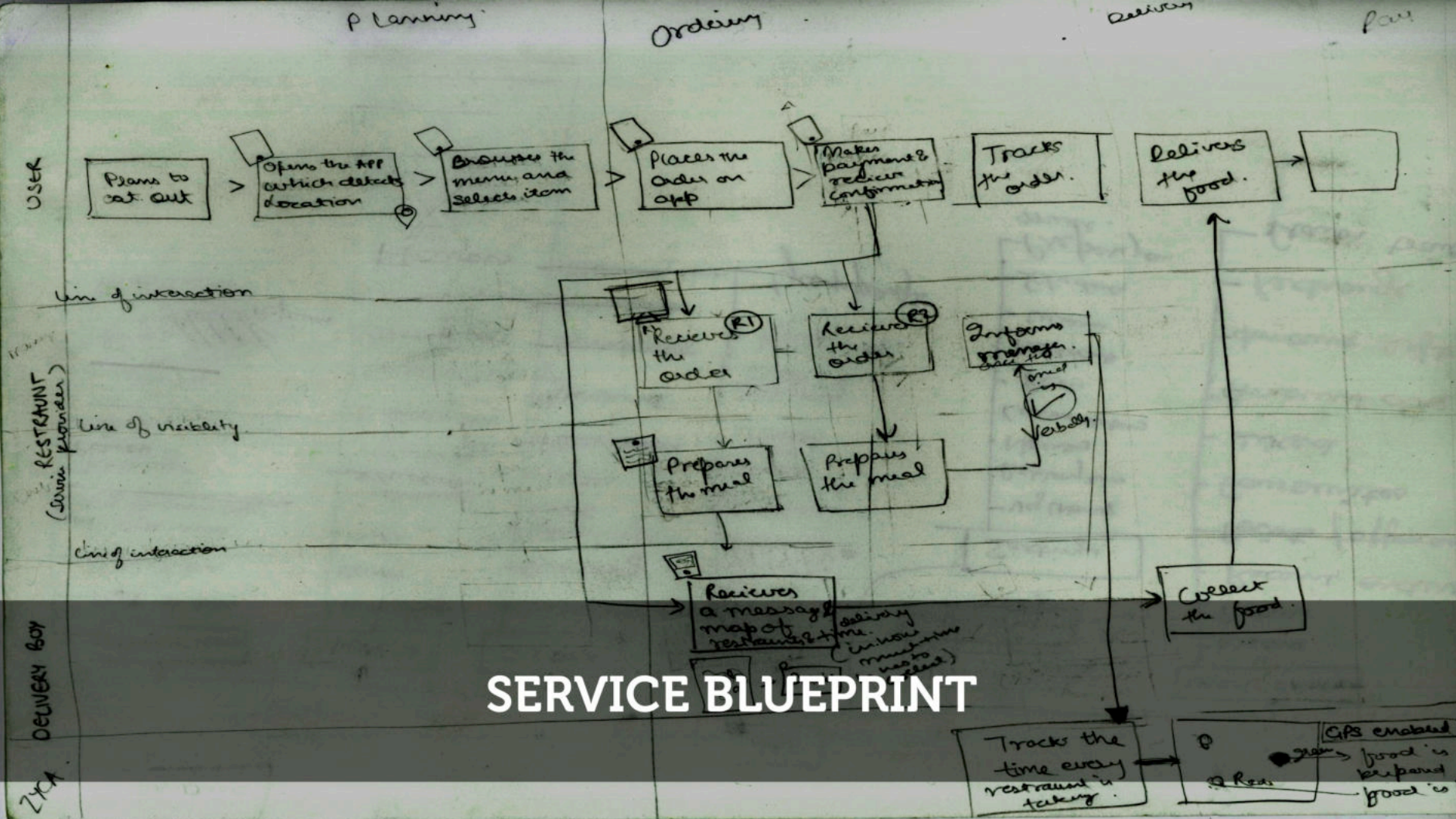
SCHEDULE

NEARBY

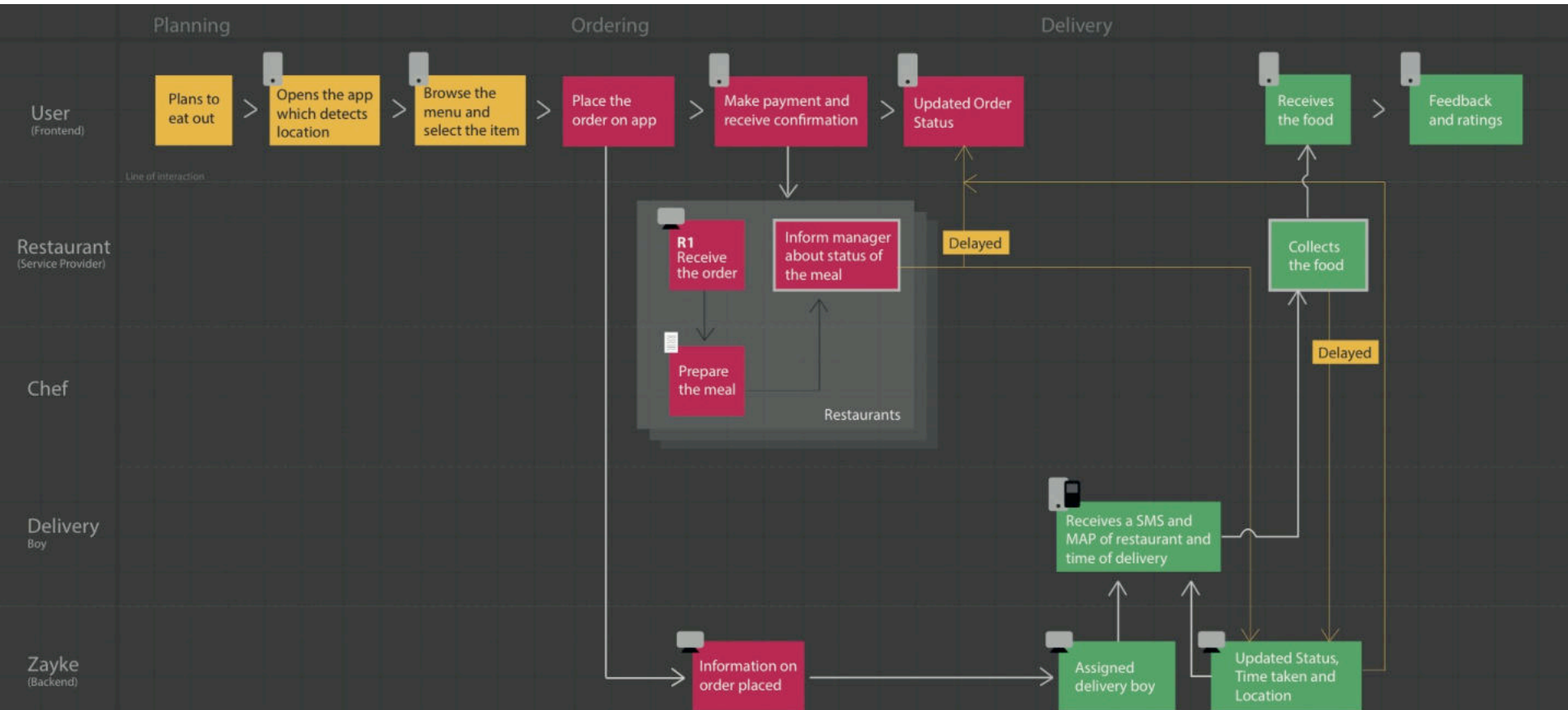
CUISINE

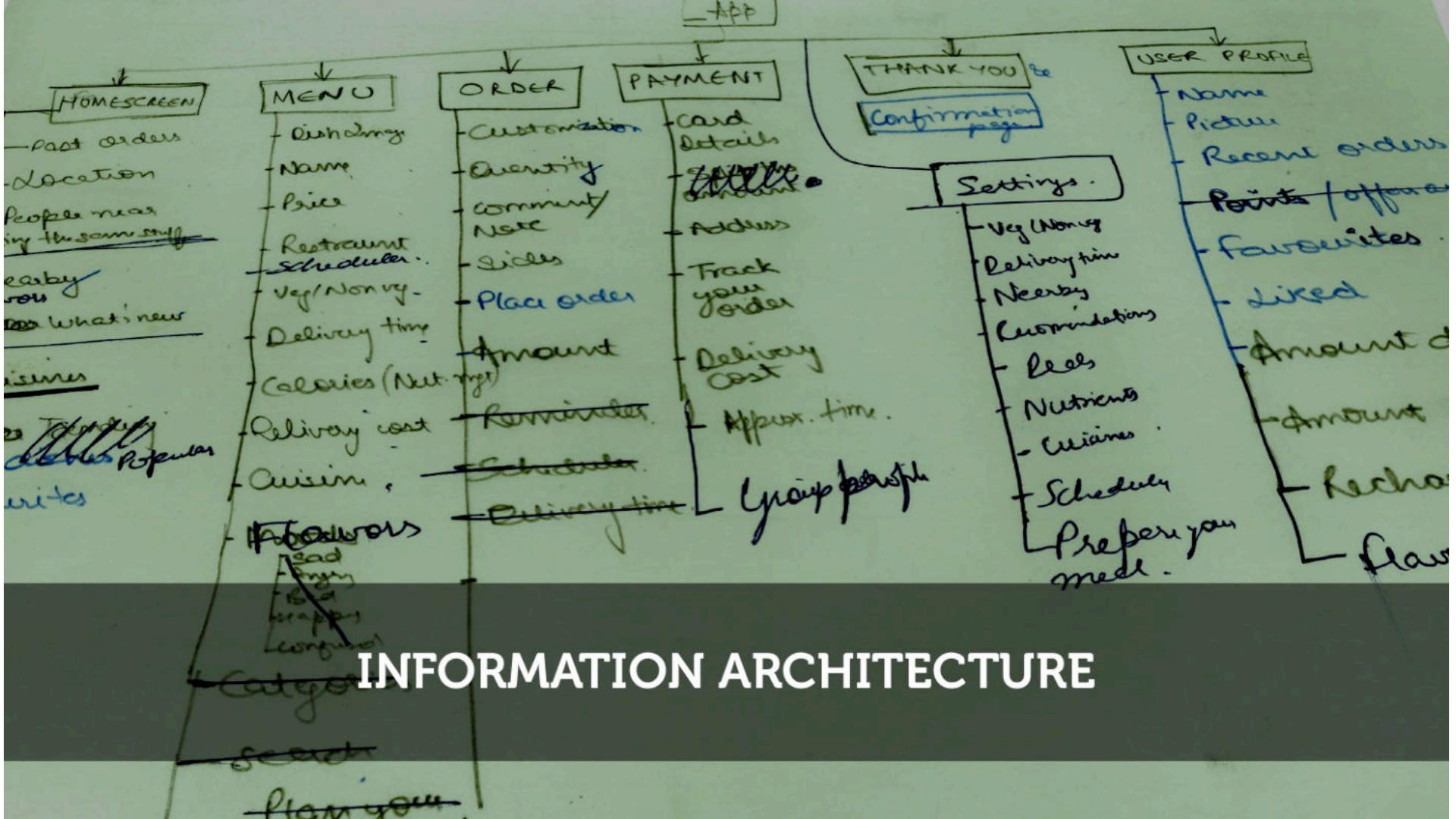
PAST ORDERS

CURRENT LOCATION
INSTITUTE OF TECHNOLOGY, POWAI 🔍



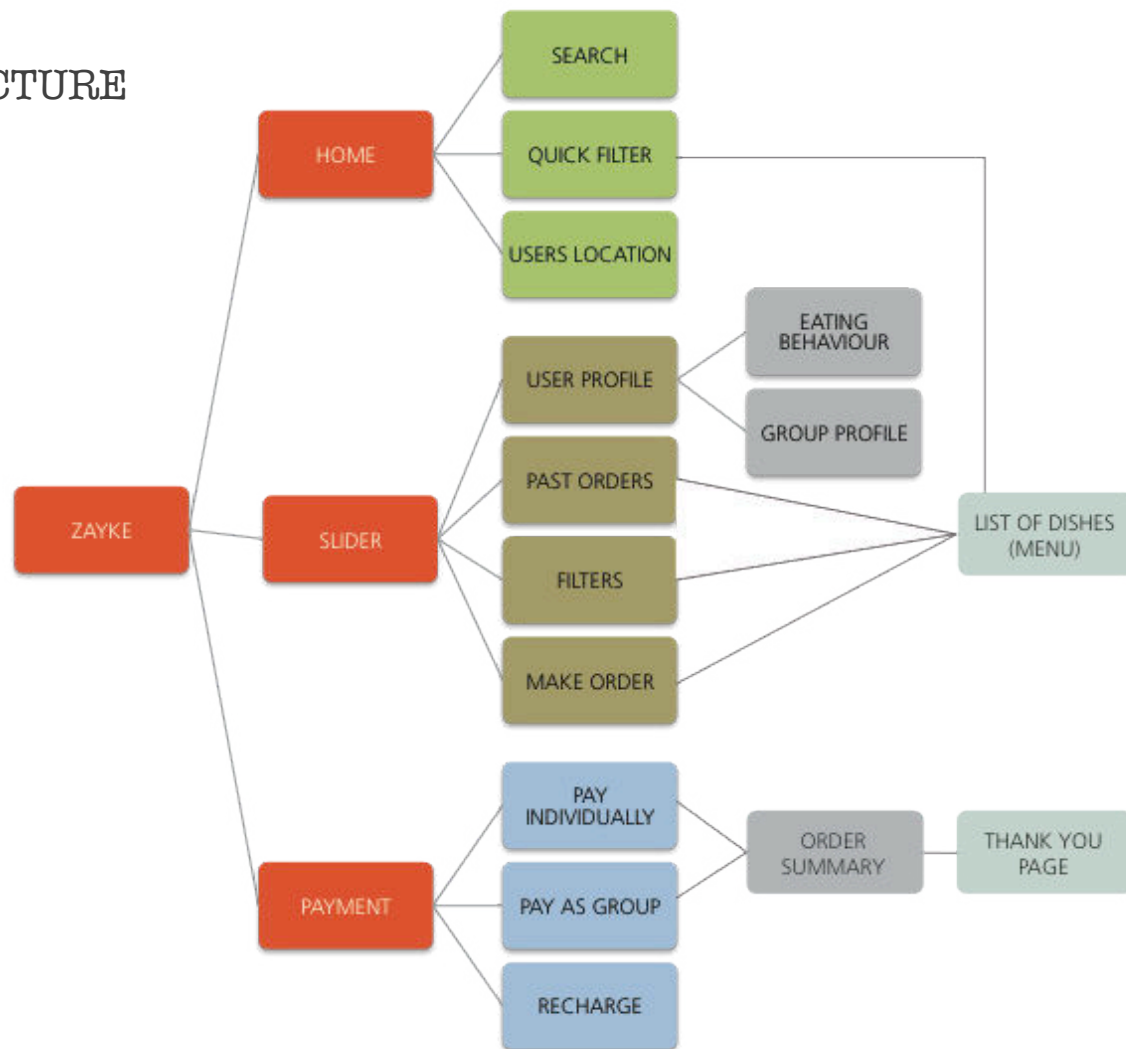
SERVICE ECOSYSTEM

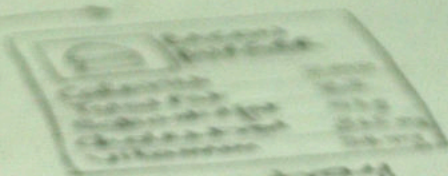
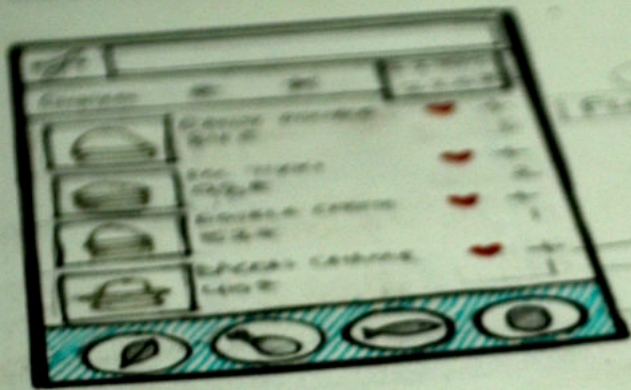




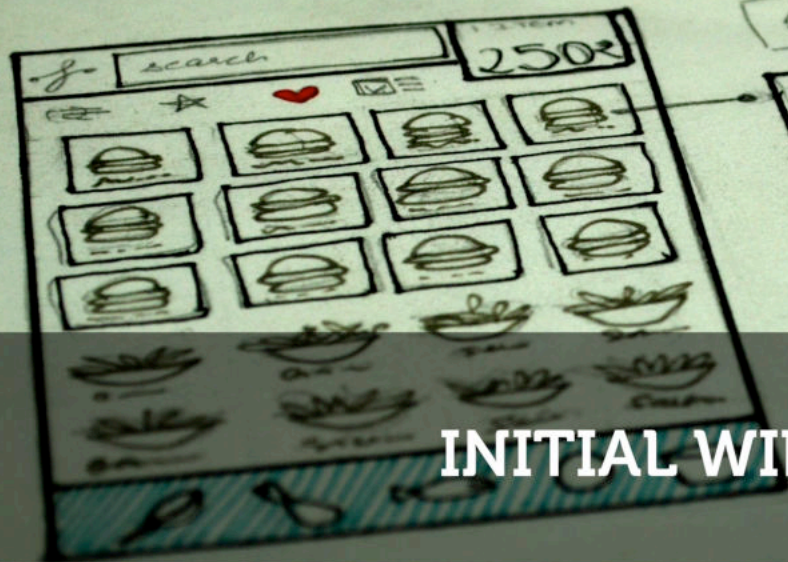
INFORMATION ARCHITECTURE

INFORMATION ARCHITECTURE

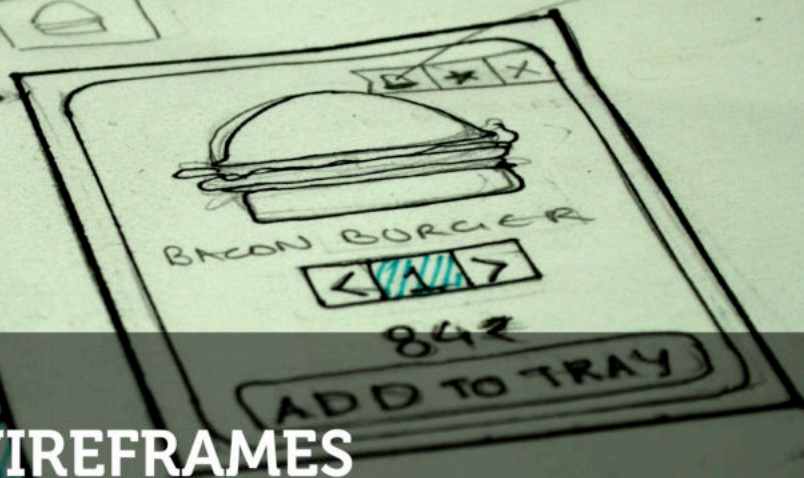




Hand-drawn wireframe of a mobile app screen. It features a list of food items, each with a circular icon and a price. The items are: Cheeseburger (\$12), Bacon Burger (\$12), Double Cheese (\$12), and Special Cheese (\$12). Below the list is a blue bar with four circular icons representing different food categories.

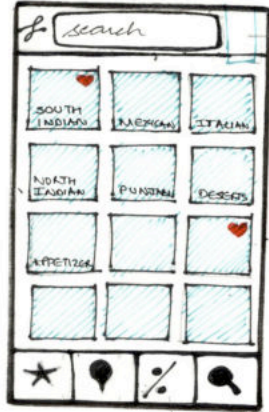


Hand-drawn wireframe of a mobile app screen. It features a grid of food items, each with a circular icon and a price. The items are: Cheeseburger (\$12), Bacon Burger (\$12), Double Cheese (\$12), and Special Cheese (\$12). Below the grid is a blue bar with four circular icons representing different food categories.

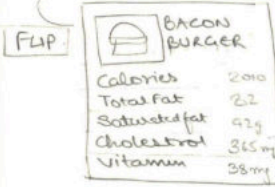
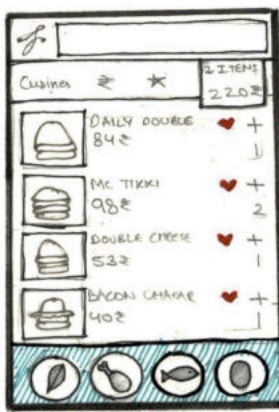


INITIAL WIREFRAMES

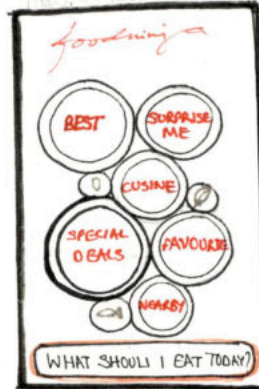
option 1
ARCH
HOUSE



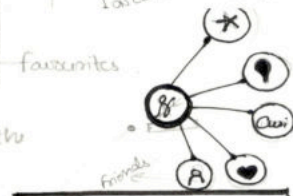
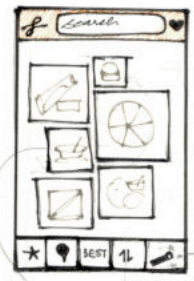
Deals / Offers



FLIP
Add to the tray
Add quantity
and extras (sides)



Deals / Offers
Restaurants (according to the rating)

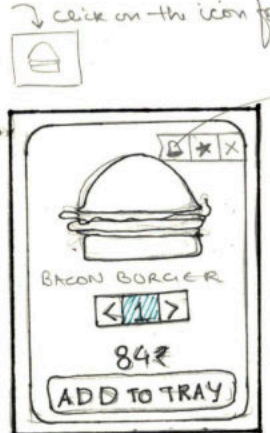
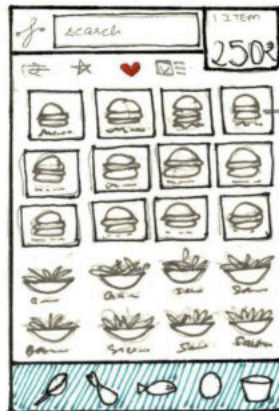


option 2
ARCH
DE OF
ID

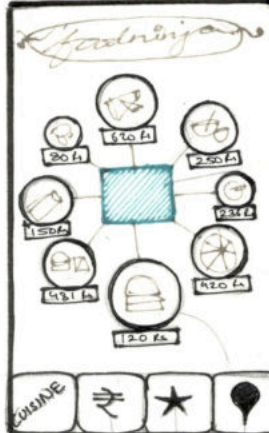
- Similar search -



option - fastest



with some thing



Value Price

Fav

Places nearby

Drag & drop in Tray

SHAKE & CHANGE THE ICONS (FOOD ITEMS)

Size will be bigger according to the most ordered



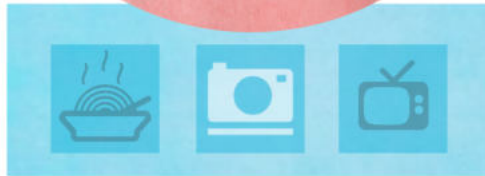
Drag & Drop
[ORDER NOW]

PAST ORG

SCENARIO



Anita

**TECH SAVVY****NAME: ANITA SHARMA****AGE: 25 YEARS****CURRENT LOCATION: MUMBAI****WORKS IN MNC**

She stays in an apartment with three other girls from different offices. Like others, she is quiet tech savvy and this is her second smart phone.

She's fairly active on social platforms like facebook, twitter, instagram.

As the girls have different working hours, instead of keeping maid they decided to cook their own meals. Due to lack of time, they end up ordering from outside every second day.

Anita is not as health conscious as her flatmates, who keeps track of what and how much they are consuming on everyday basis.

In office, Anita generally orders food from outside, as she and her colleagues are tired of the same canteen food.

SCENARIO 1

ANITA'S DAY AT WORK WITH HER COLLEAGUE KAVITA FROM MARKETING DEPARTMENT - TUESDAY

As the team is on sprint, Anita is spending most of her time with the marketing department.

On the first day at lunch, the team decides to order food from outside as they miss the lunch time due to a meeting.

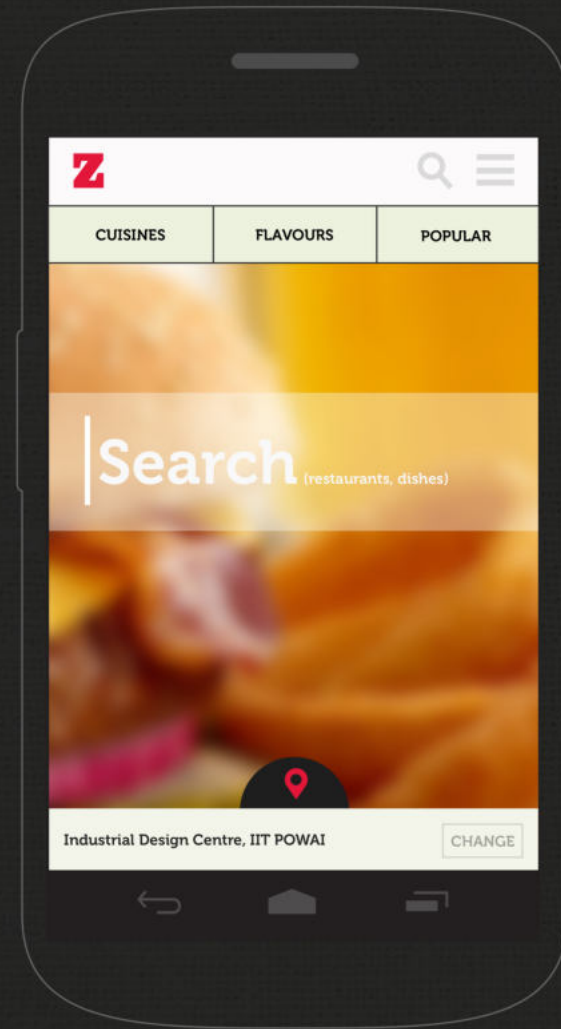




Kavita takes the lead and opens her app **ZAYKE** to order food for her team. They decide the cuisine and let kavita order for everyone.



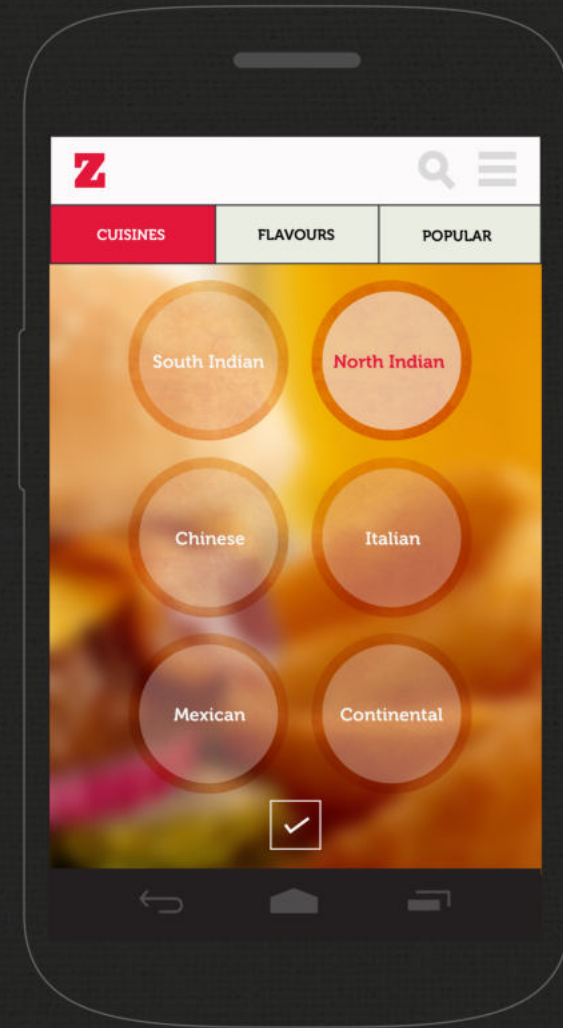
ZAYKE Homescreen



Homescreen > **Cuisines**

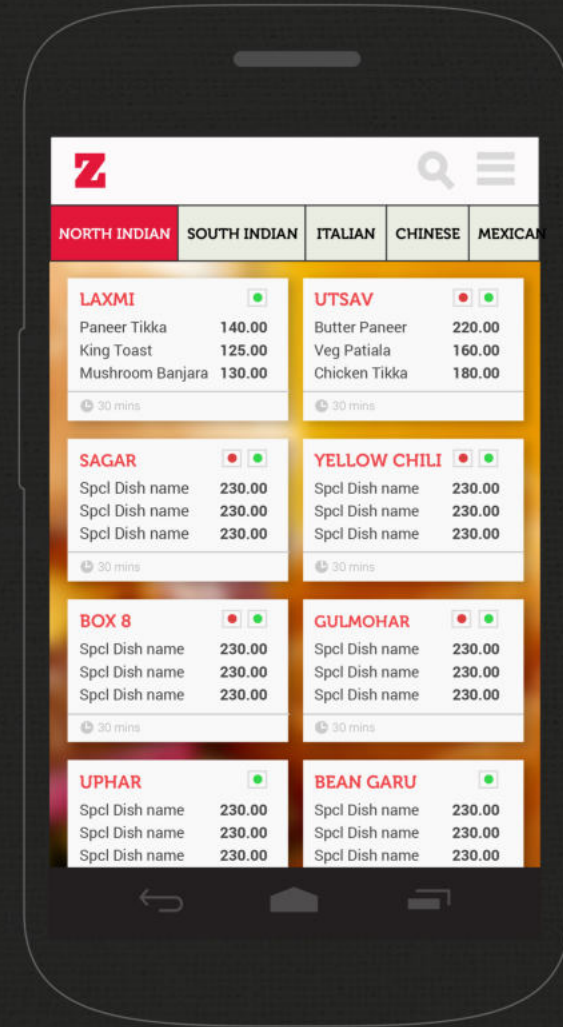
The group collectively decide to eat North Indian food and let kavita order for everyone.

Kavita taps on the cuisine option and selects north indian food.



Cuisines > **Restaurant**

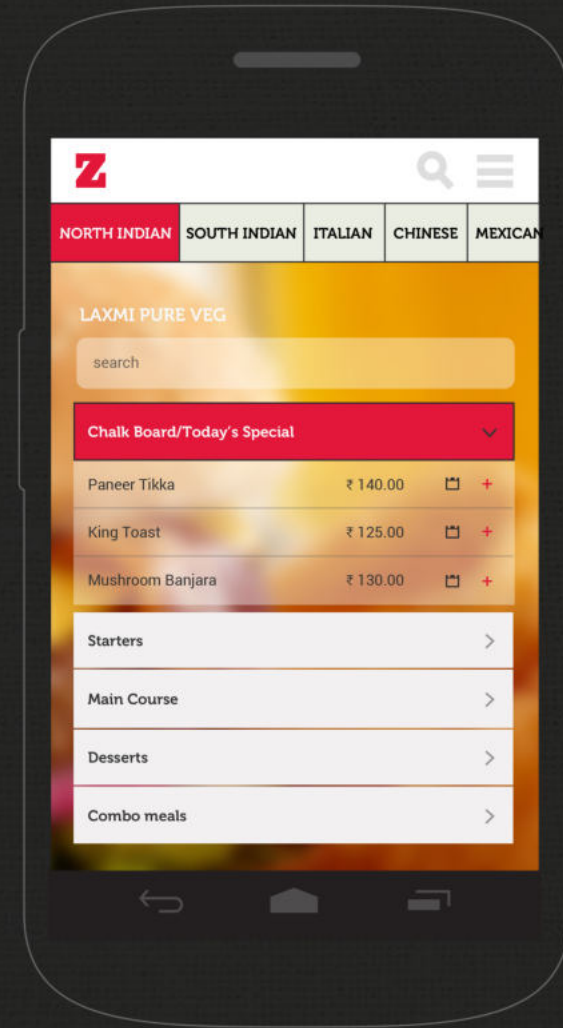
After selecting north indian cuisine, the app shows a list of restaurants offering the food which falls under the category. It also shows the time of delivery.



Restaurant > **Menu**

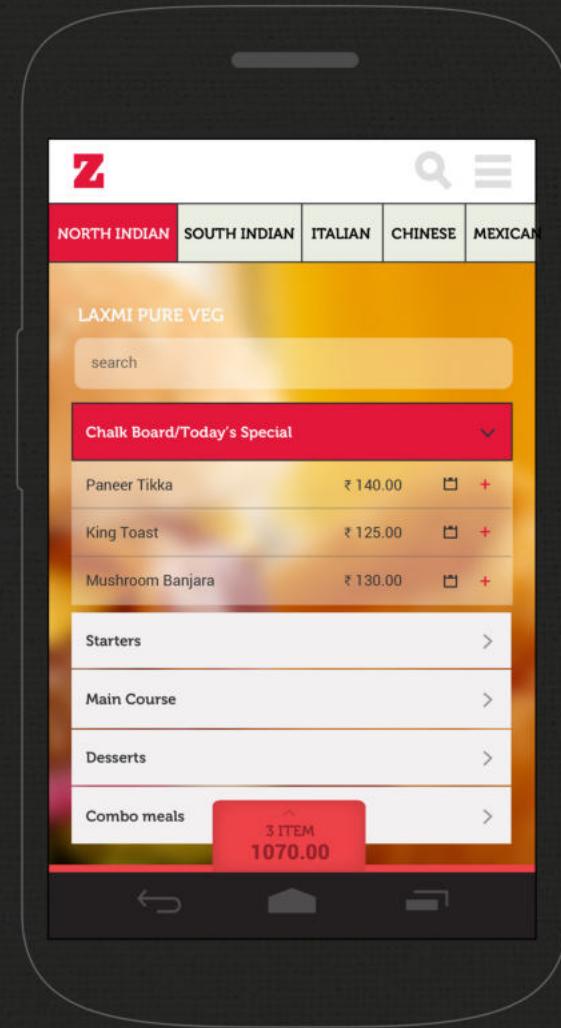
She selects a nearby restaurant and gets a detailed menu with all the dishes available.

(Search bar for the restaurant is open by default for quicker results)



Menu > **Tray**

Kavita starts adding the dishes from menu. A tray from bottom appears showing the number of items selected and the total amount.

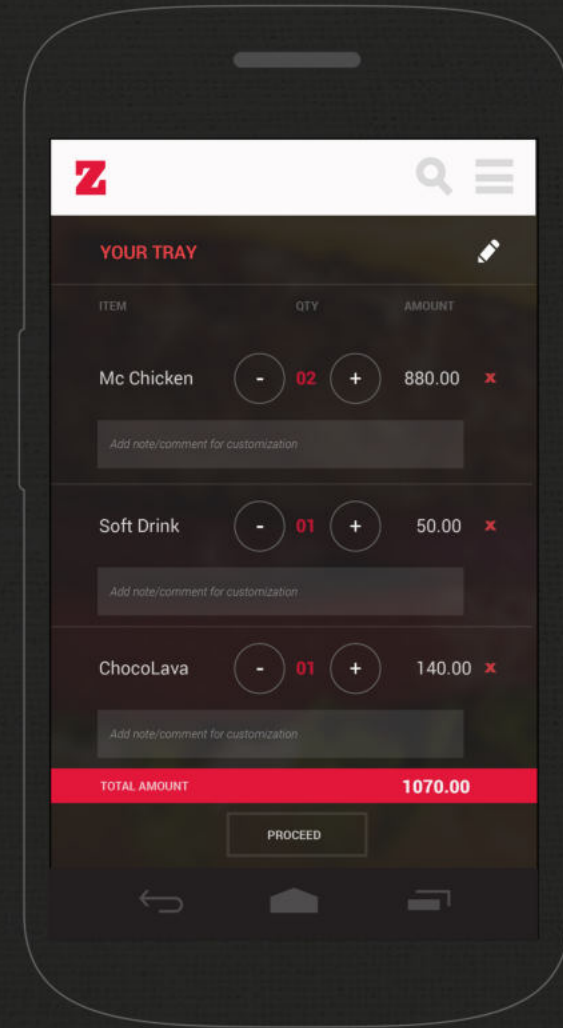


Tray > **Customize**

Once the order is decided, Kavita taps on the tray to view and customize the food items she has ordered.

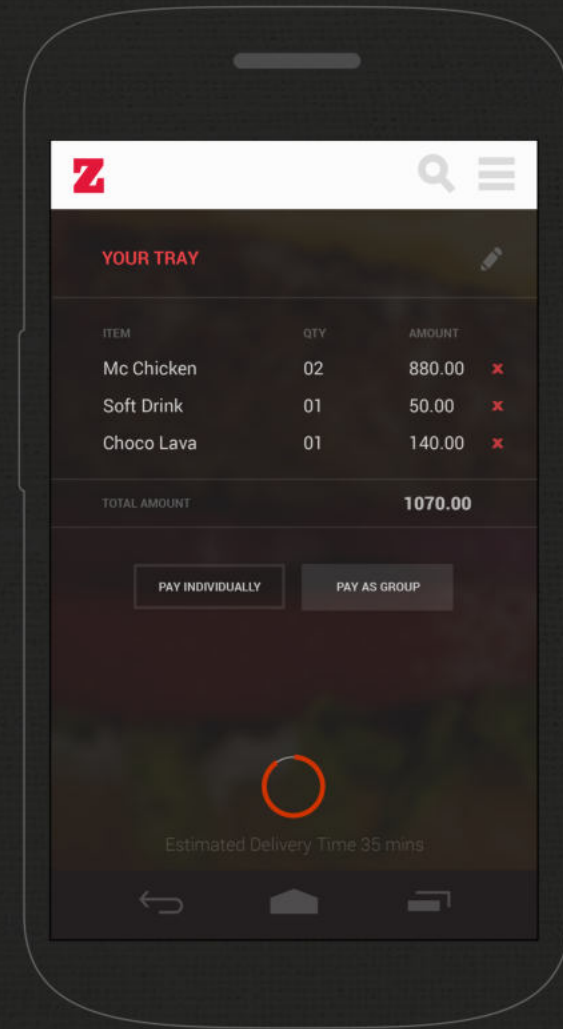
The tray can be customized by increasing/decreasing the quantity of the food and adding personal notes if needed.

After customization, Kavita taps on PROCEED to go on the next screen.



Customize > **Pay**

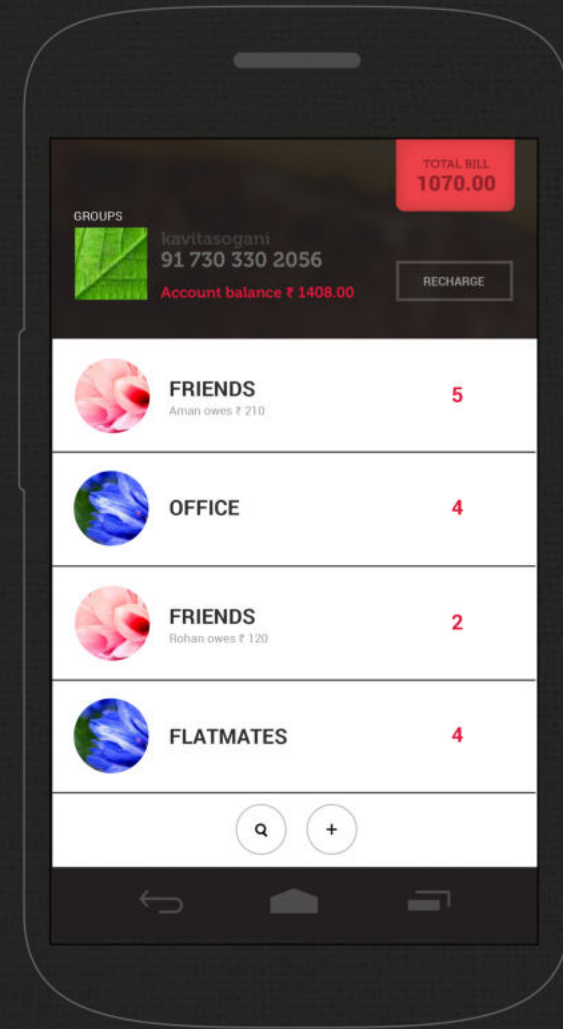
The order is fixed and now she proceeds to payment. As it's a group order, Kavita taps on PAY AS GROUP.



Pay as Group > **Groups**

This screen displays different groups. Kavita's current account balance and the total bill amount.

Kavita selects OFFICE. All the member's apart from Anita are already a part of the group.

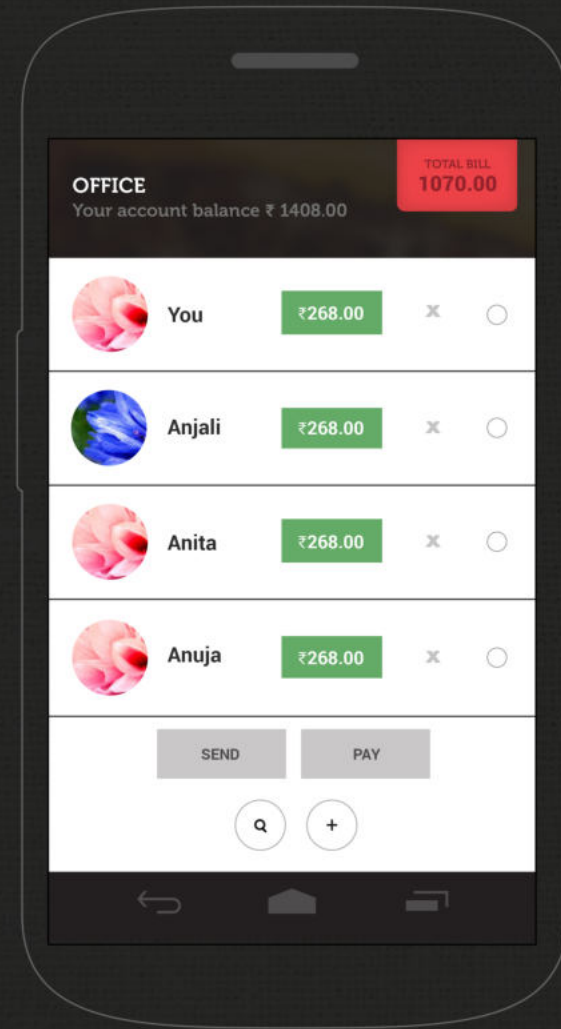


Group > **Office Group**

She then realizes that Anita is new to the app and has not yet opened a wallet with Zayke.

Kavita adds Anita to the group and the amount is automatically split equally. (The amount can be changed manually if required)

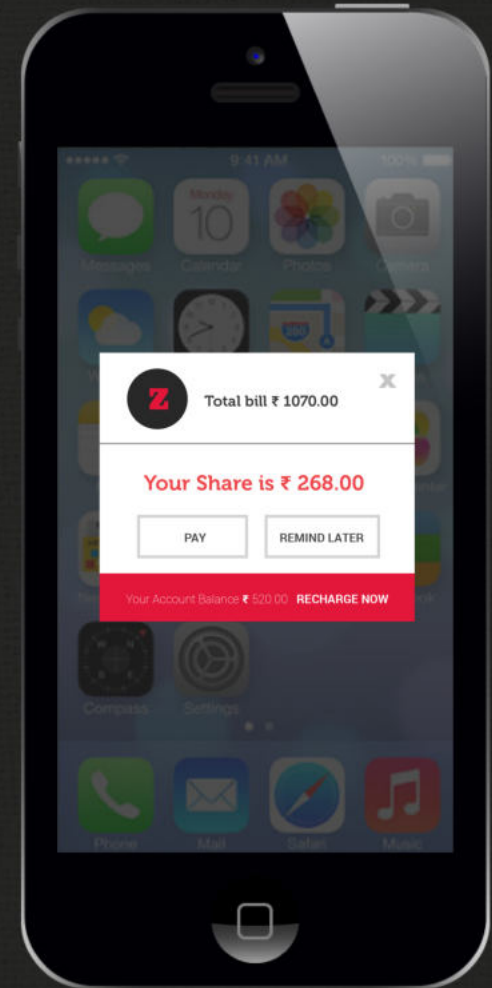
She sends the amount to all the people in group.



Send > **Notification**

Anuja and Anjali receives a message on there phone regarding there share which they can either pay now or later.

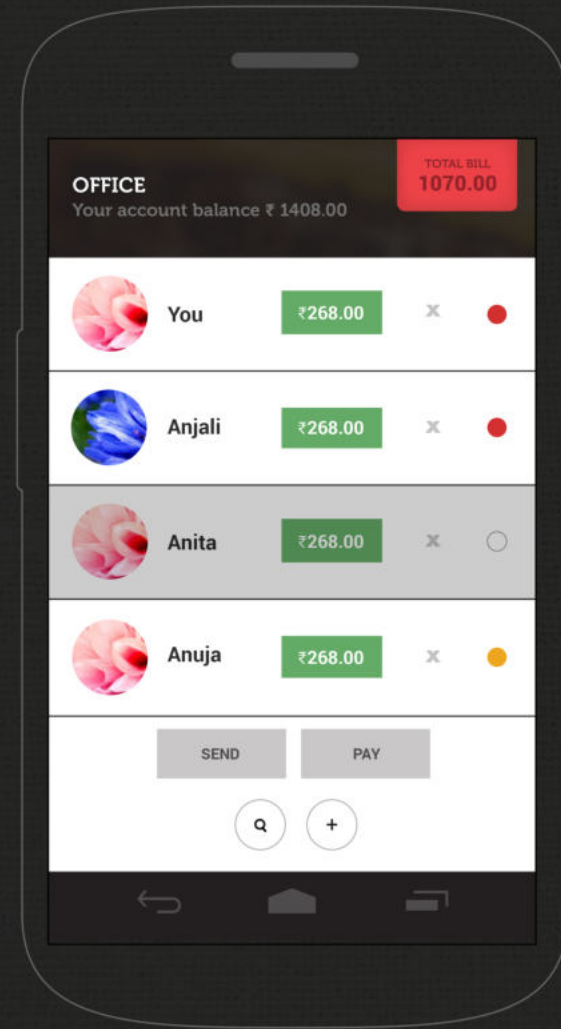
Kavita also suggests Anita to register for the app as they would be ordering almost everyday from outside.



Group > **Office Group**

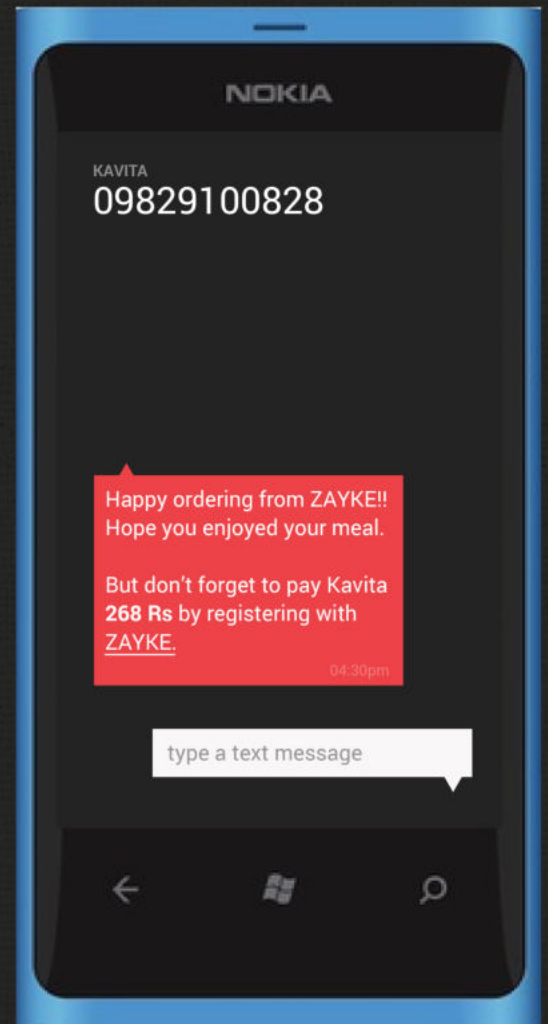
Once the amount is paid by Anjali and Anuja, Kavita gets a notification and the status turns in red.

Kavita invites Anita to join the group and being the admin for today she pays for Anita's meal.



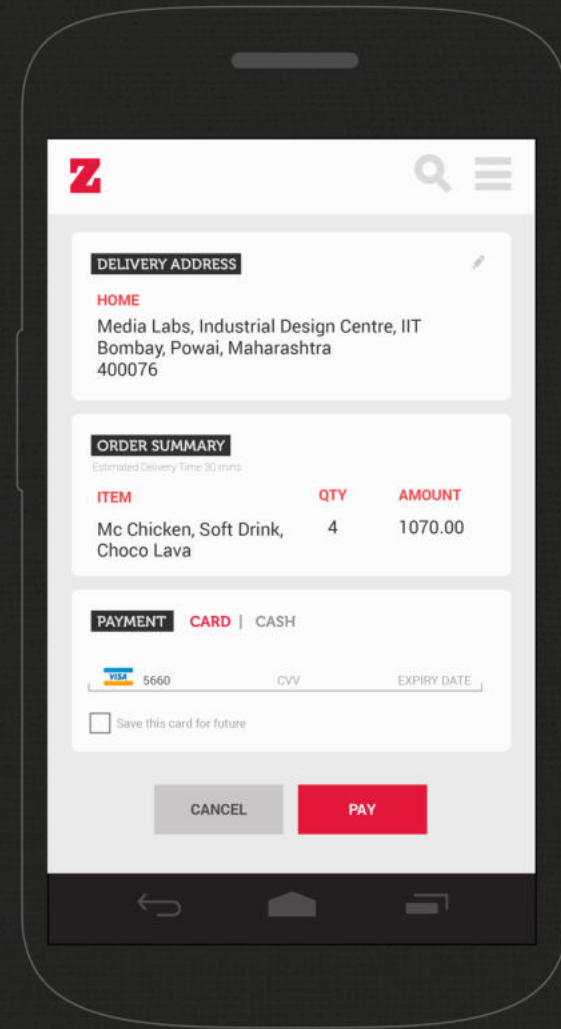
Send > **Message**

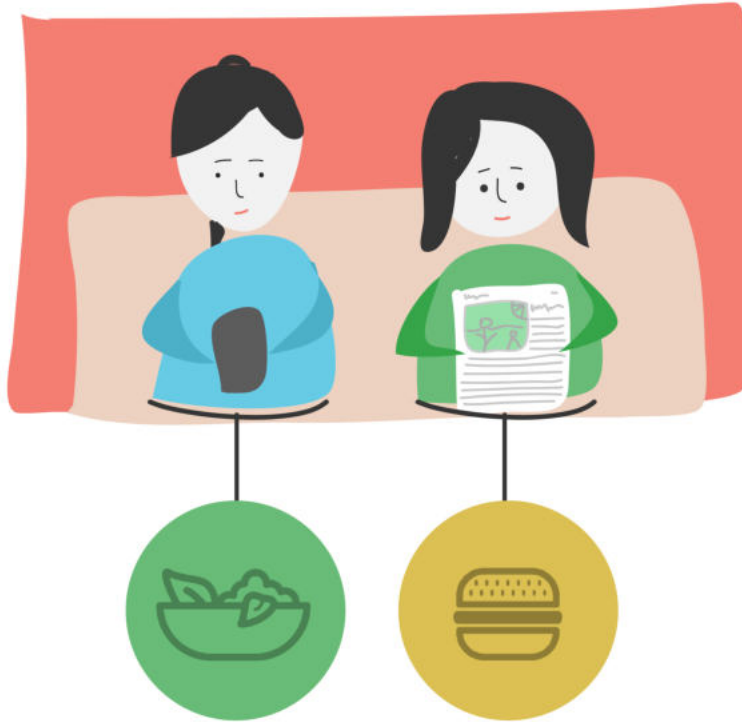
As soon as Kavita adds Anita to the group, Anita receives a text message on her phone to register with ZAYKE and it also displays the amount she owes Kavita.



Pay > **Payment Page**

Payment is made once the order is placed.
In meanwhile, Kavita receives amount from
other group members.





Anita's reaches home after hectic office hours and registers for **ZAYKE**

Anita returns home at dinner time. She feels that she has acidity due to her disturbed sleeping cycle.

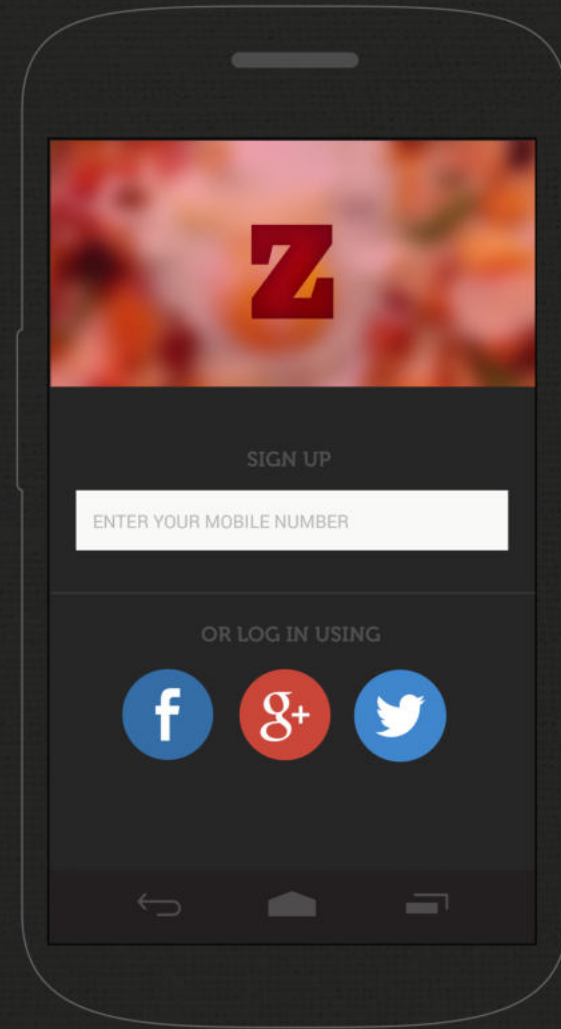
She decides to order less spicy and healthy food. One of her room mates agrees to order food with her but she wants to order burger and fries.

Anita suggests to order food from ZAYKE as they allow group orders from multiple places. She signs in from the text message.



Sign up

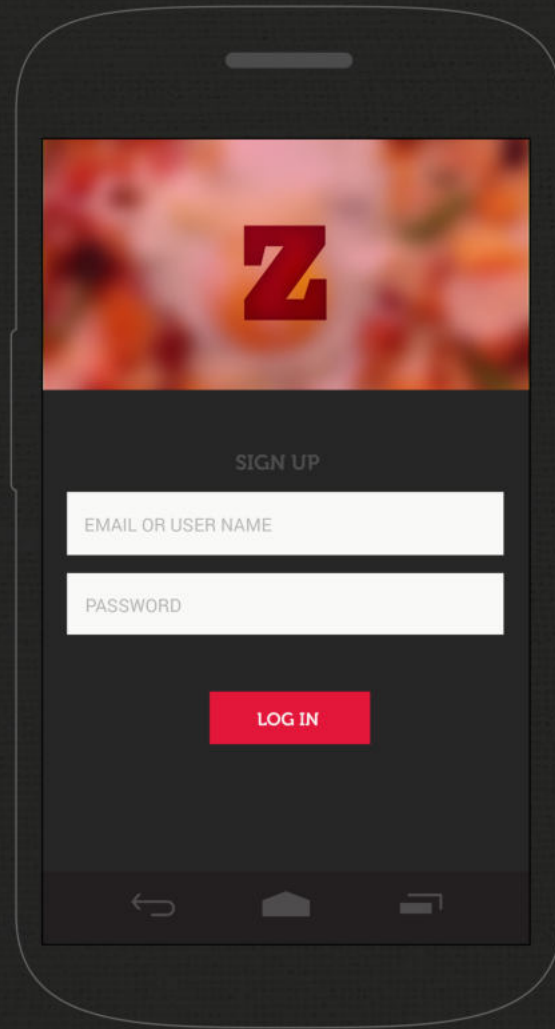
As Anita is a beginner, she signs up with Zayke for ordering food.



Sign up

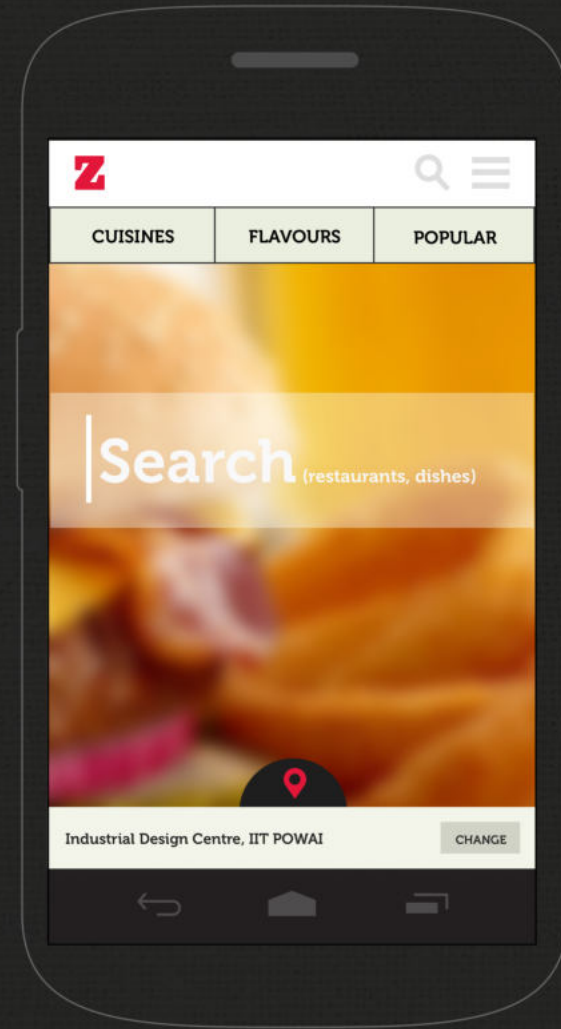
Anita enters her mobile number and signs-up with a user name and password.

LOG IN



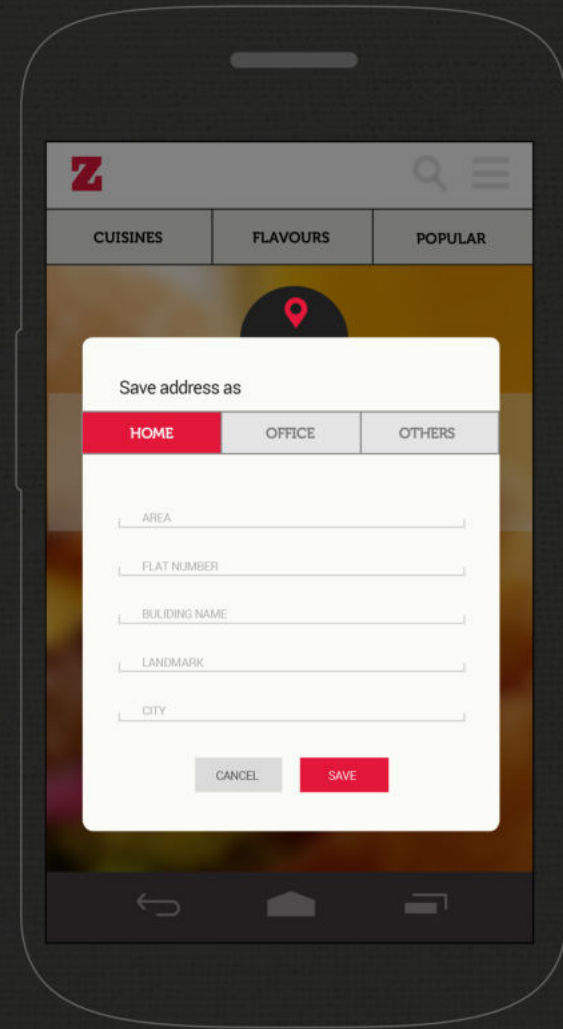
Sign up > **Homescreen**

After signing up, Anita comes to the home-page where she views her location which is detected automatically. She taps on CHANGE to edit the location.



Sign up > **Homescreen**

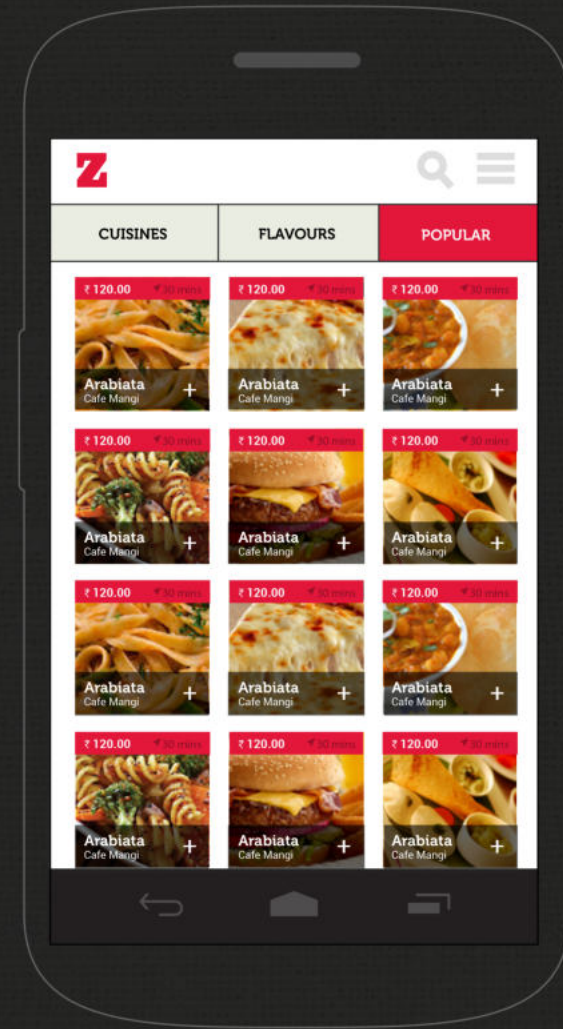
She enters the Area, Flat number, Building Name, Landmark, City and saves the address for ordering.



Homescreen > Popular

Anita starts exploring and lands on the screen which shows the most recommended/popular dishes.

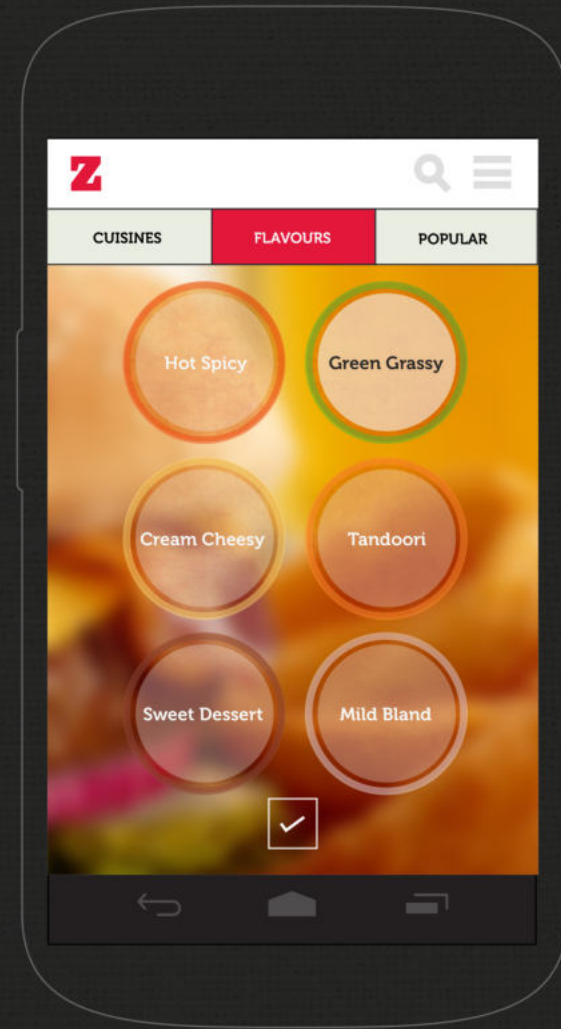
She browses through the dishes but doesn't find anything of her choice.



Homescreen > Flavours

From the top navigation panel, Anita discovers that she can order food according to different flavours.

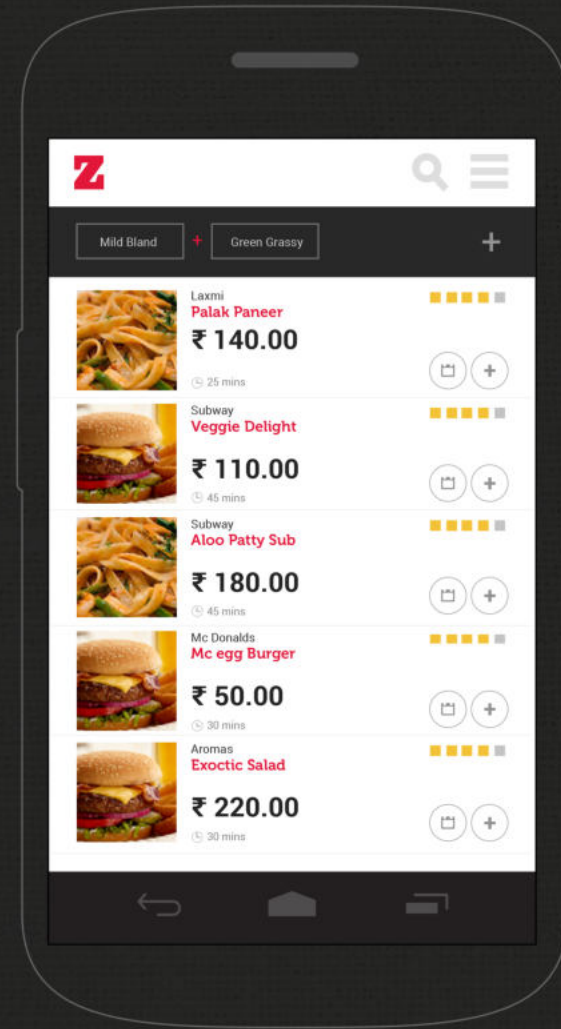
She decides to go for green grassy and mild bland flavours as she wants something light and simple.



Flavours > Dishes

Anita gets a list of mild bland and green grassy food available in all the menu's.

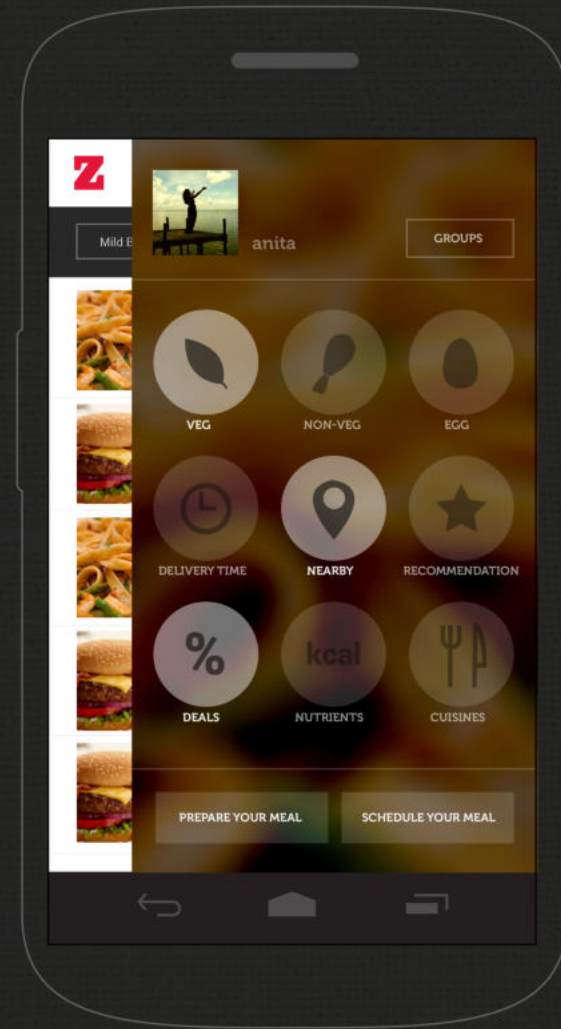
She finally decides to order a salad and adds to the tray.



Slider > **Filters**

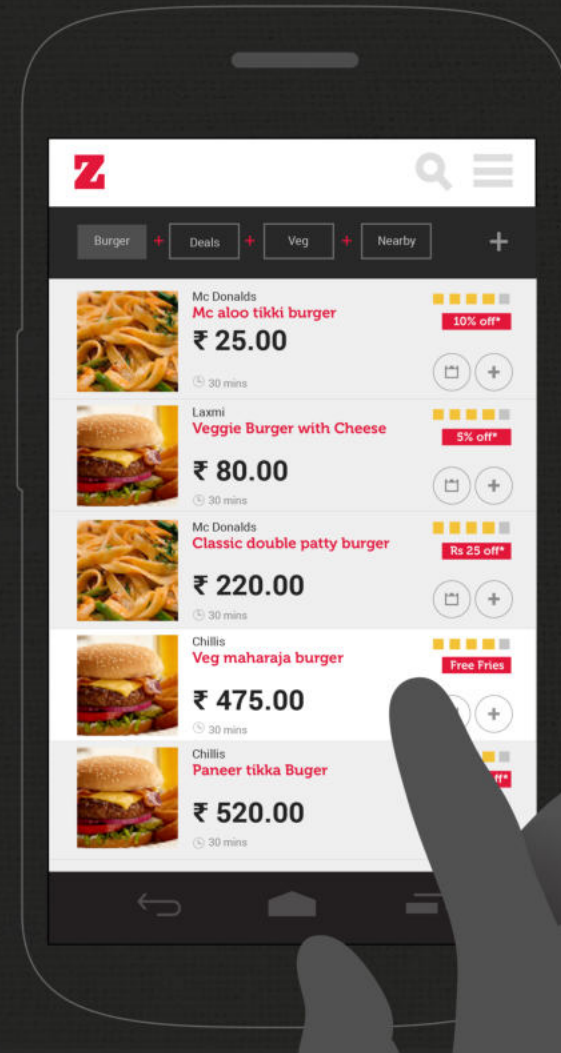
After adding salad to the tray, Anita does a quick search for burger and selects the filter which is in top right corner.

She selects multiple filters to get the best deal and quick food.



Search + Filters

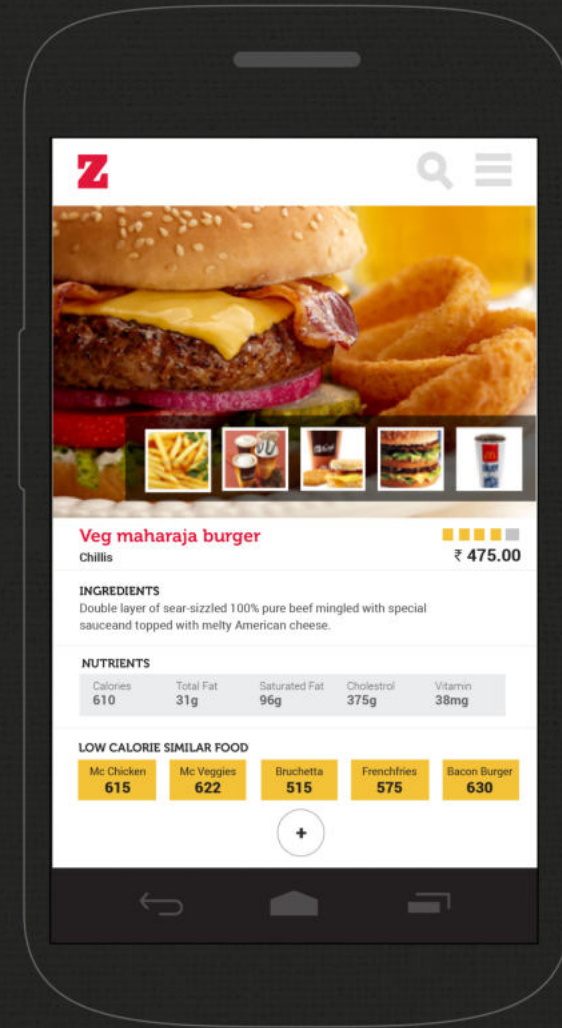
According to the filters chosen, Zayke pulls the dishes which falls under that category. Her flat-mate gets curious and wants to know ingredients and details of one particular burger. She selects the burger.



Burger > Details

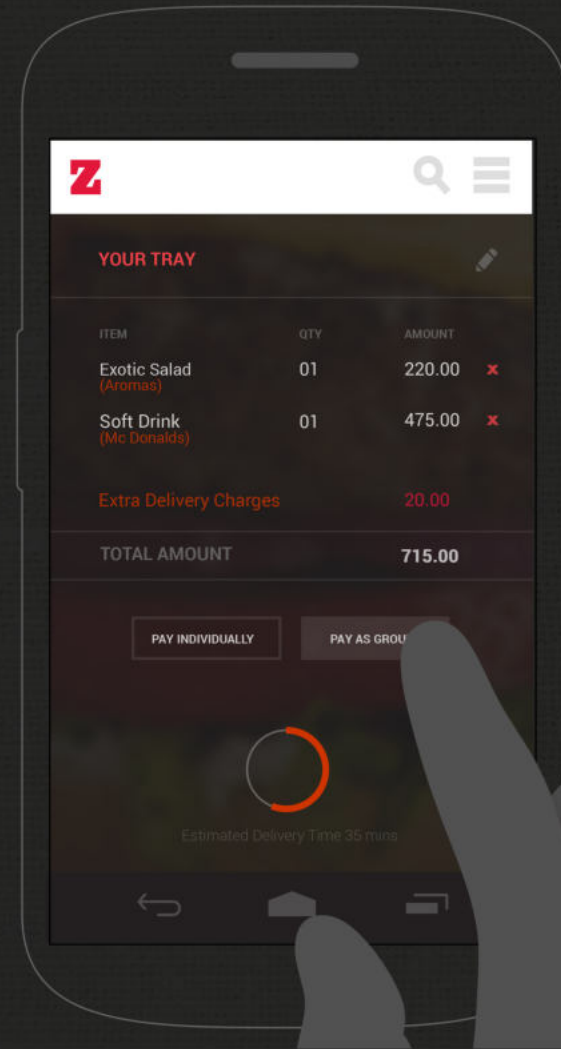
Anita selects the burger and gets detailed description which includes an image of the burger, nutrient value and similar food with low calories.

She adds burger to the tray.



Tray > **Pay as Group**

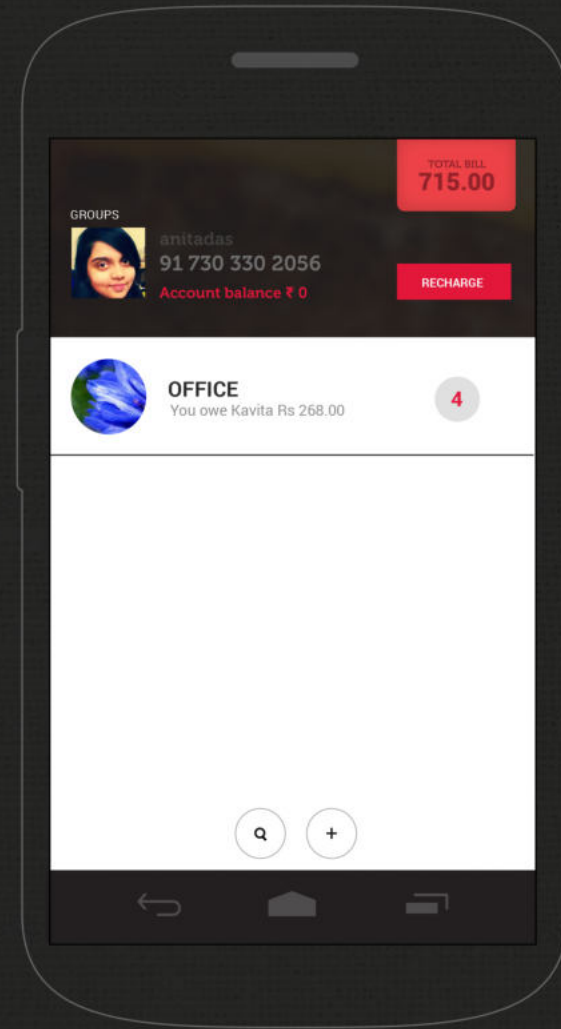
Once food is selected Anita goes to the tray for payment. Tray displays the item, quantity, extra delivery charges for ordering from multiple restaurants and estimated delivery time. Anita then decides to pay as group.



Groups > **Profile**

Office group automatically syncs with Anita's profile which shows her current wallet balance and the amount she owes Kavita.

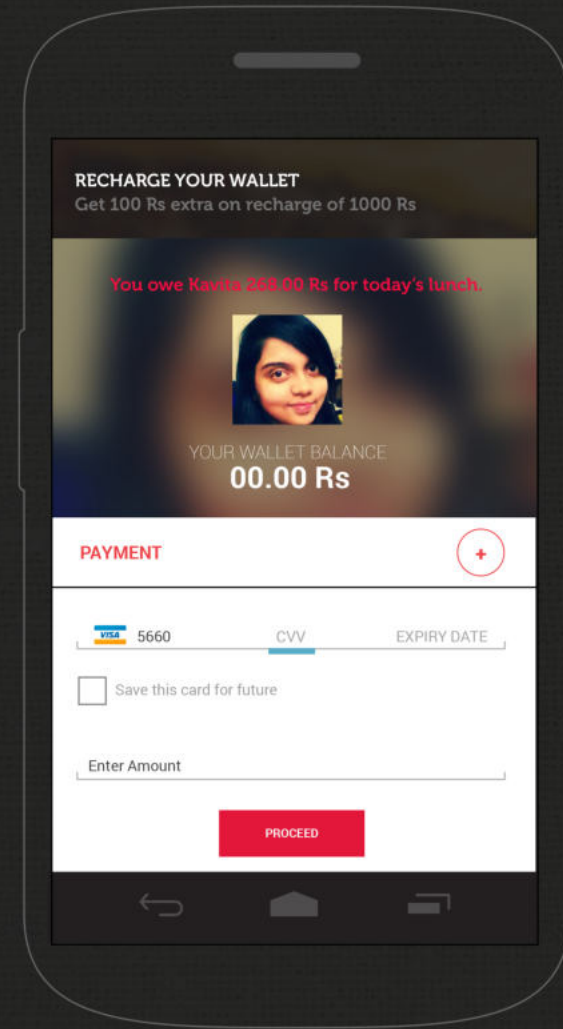
She decides to create her virtual wallet in order to save time as she order's food almost everyday.



Profile > Recharge

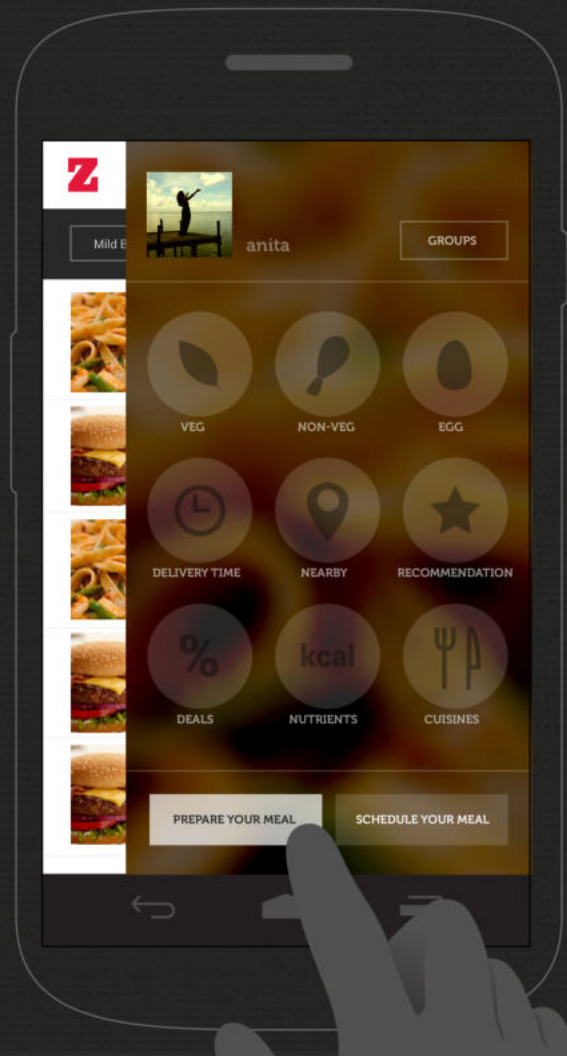
Anita recharges her account with 1500 Rs. by entering her card details.

She creates a new group of flatmates, sends an invitation to her friend and pays the bill for now. She also sends off the money due to kavita.

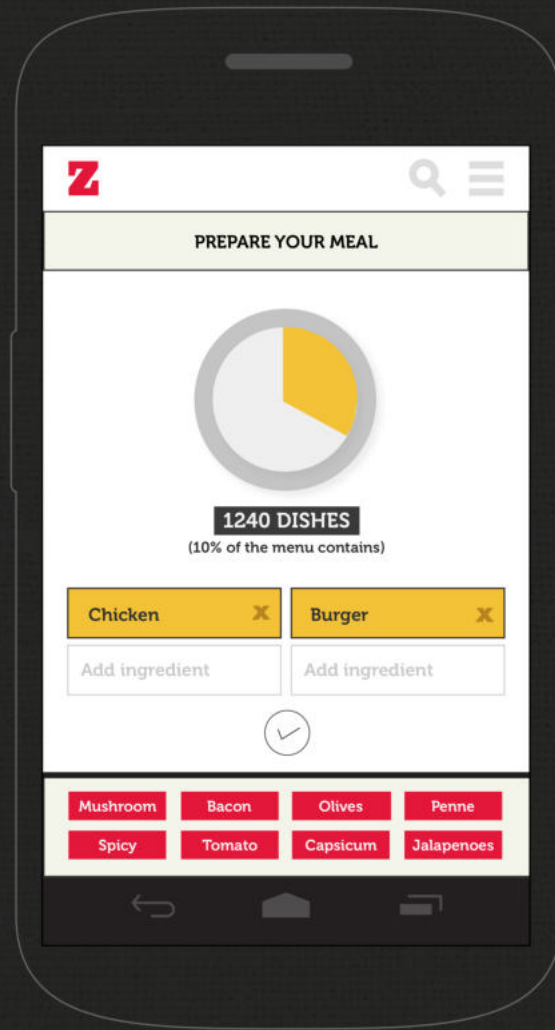


OTHER FEATURES

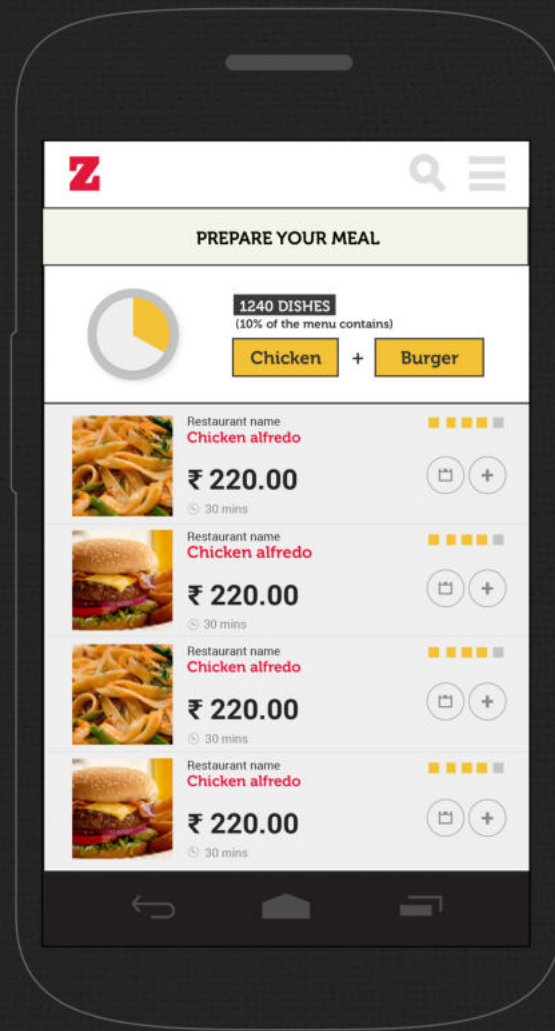
PREPARE YOUR MEAL



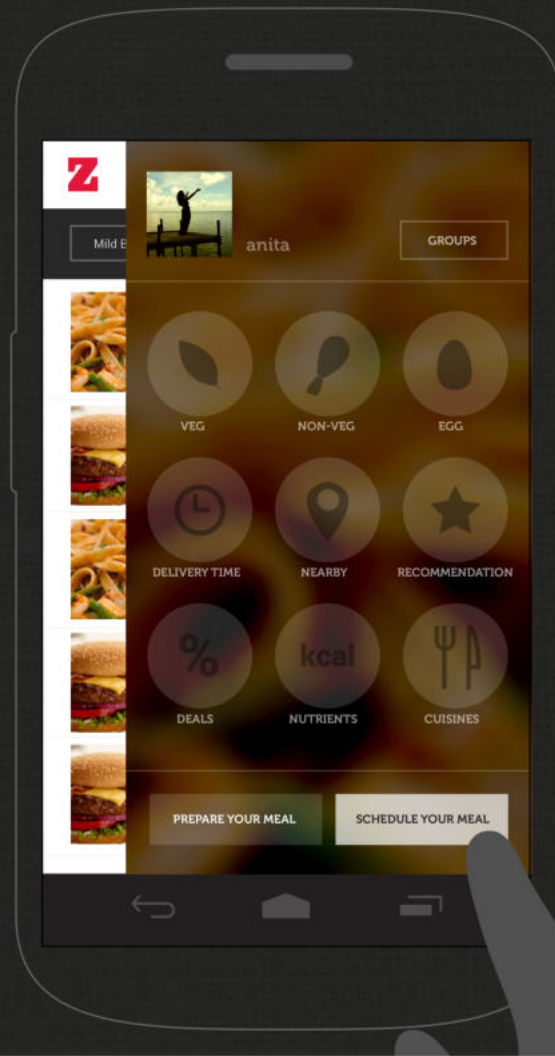
PREPARE YOUR MEAL



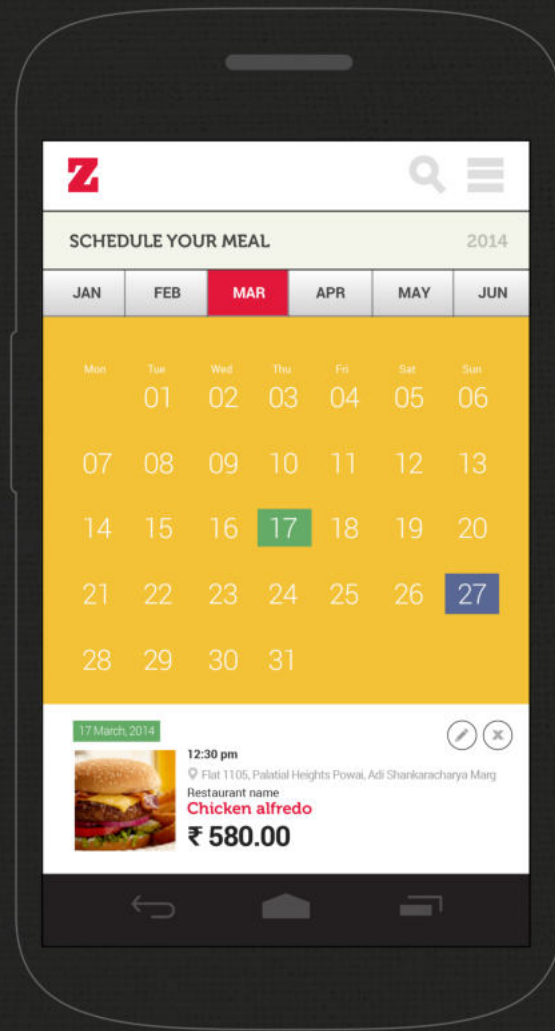
PREPARE YOUR MEAL



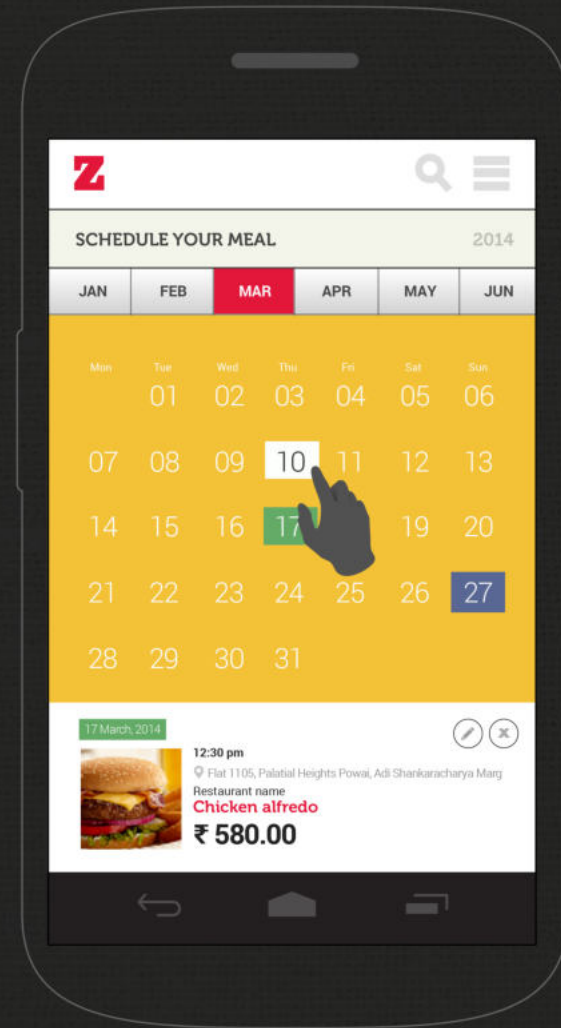
SCHEDULE YOUR MEAL



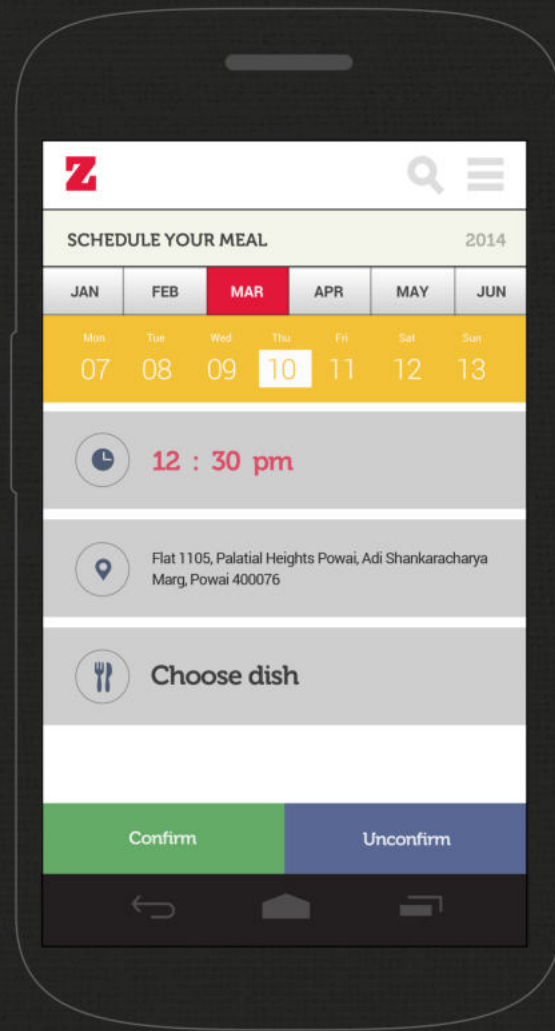
SCHEDULE YOUR MEAL



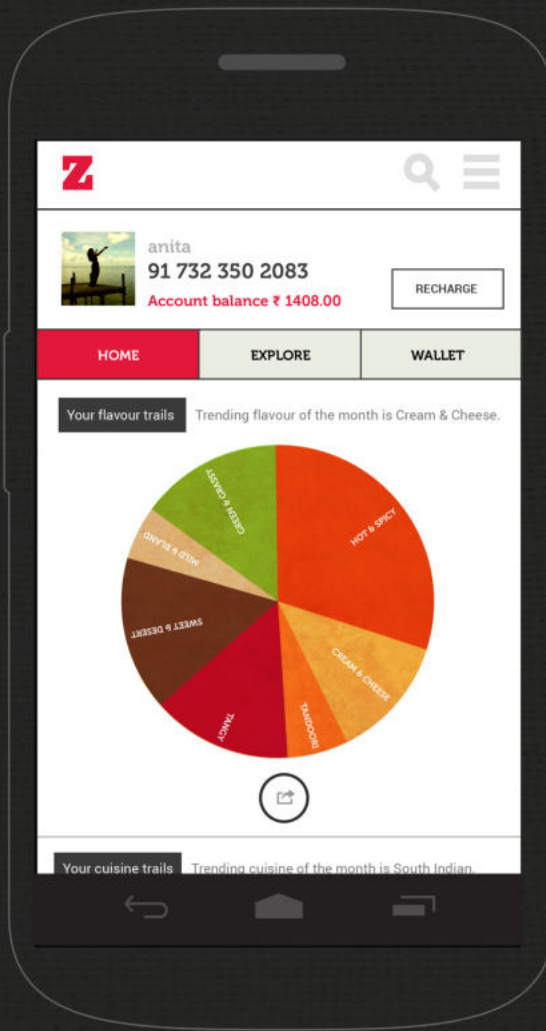
SCHEDULE YOUR MEAL



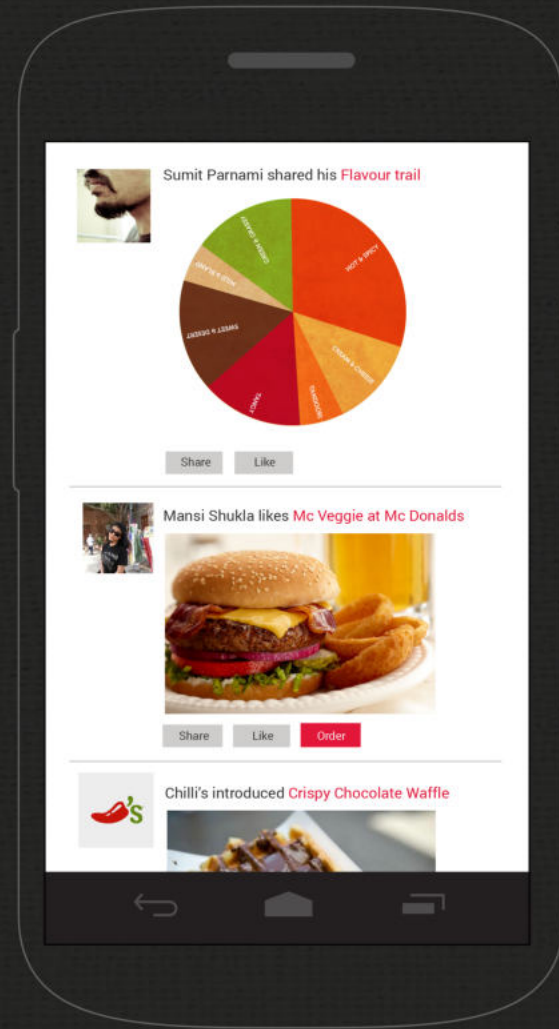
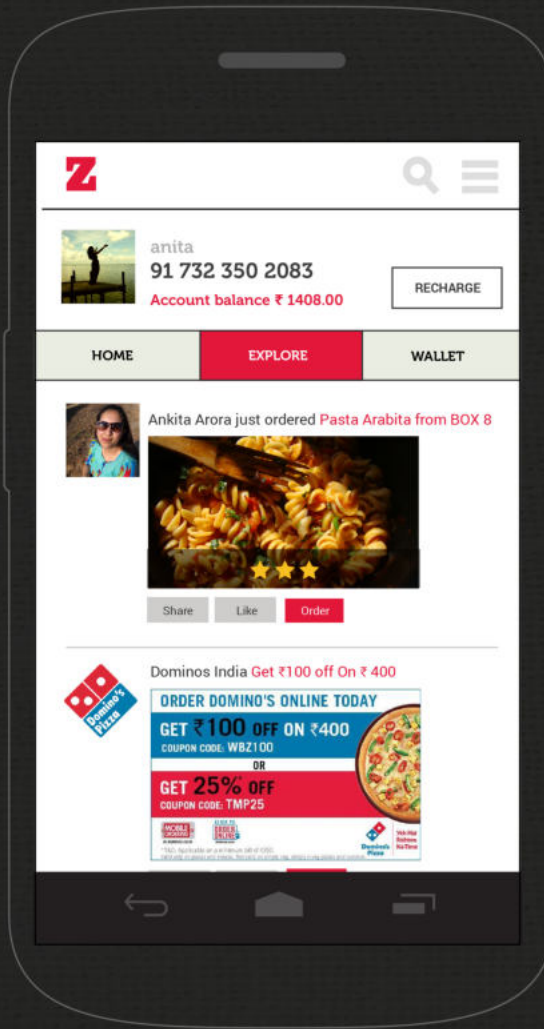
SCHEDULE YOUR MEAL



PROFILE > HOME



PROFILE > EXPLORE



EVALUATION

1. The app should keep user's **updated about what is going on and where they are through appropriate feedback in proper time.**
2. User should not get confused with the series of steps.
3. The information architecture should be scalable and flexible so that it caters to both beginners and experts users.
4. Reducing user's memory load by making objects, actions and options visible.

EVALUATION

TASK

Users mobile interface was tested with 6 users

1. **Plan and order food from two restaurants.**
2. **Order for a group of five people and make the payment.**
3. **Schedule your meal for next week.**
4. **Recharge your wallet and check wallet details.**

PRODUCT TESTING



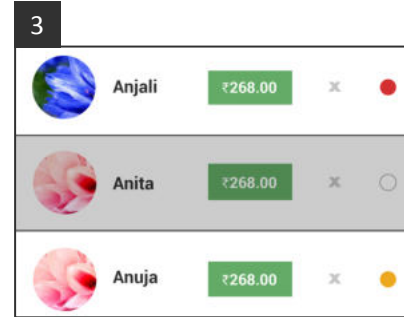
EVALUATION FEEDBACK



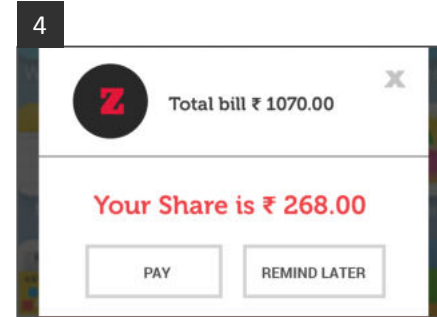
Restaurant
Rating should be added.



Dish Detail
It should show combos (like add coke and the amount will be reduced/ offers/discounts)

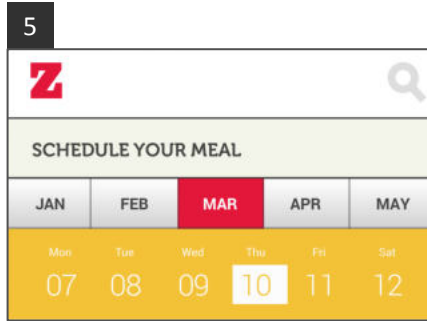


Group
Status color for paid should be green instead of red. Red is for alert.

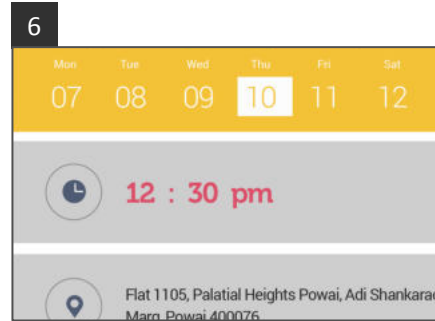


Notification
Option to reject the payment.

EVALUATION FEEDBACK



Tabs
Combination of flat and gradation.



Schedule your meal
There should be some benefit for scheduling your meal in advance



Pie Chart
If more parameters are added then pie chart will not work. Not scalable.

8

Soft Drink	01	50.00
Choco Lava	01	140.00
TOTAL AMOUNT		1070.00
PAY INDIVIDUALLY		PAY AS GROUP

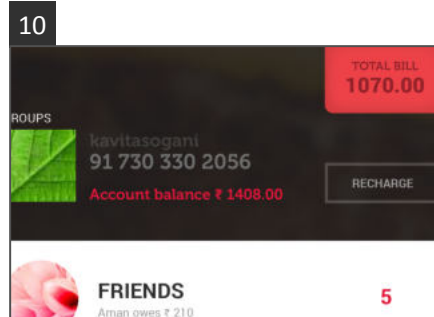
Payment
Payment options are confusing.

EVALUATION FEEDBACK

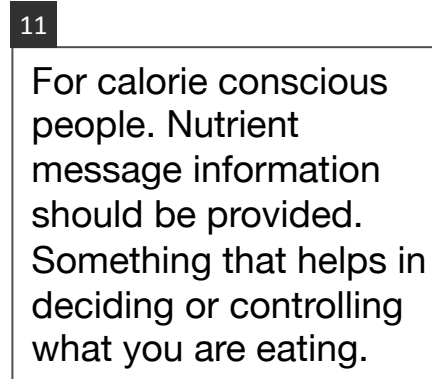


Tabs

Dutching is good but non veg and veg people should be different. Map the person and food ordered if we don't want to Dutch.



Group order system is appreciated.



LEARNINGS

- Learned how to make Service Ecosystem
- Learned how to make a working low fidelity prototype
- Learned that design process in start-up is very iterative as compared to academics
- Learned how user's feedback improvises on micro-level detailing
- Project involved a lot of strategic design management decisions from brainstorming sessions with the start-up team.

REFERENCE

- [1] Indian Food Services Report 2013 - National Restaurant Association of India NRAI (technopark)
- [2] <https://itunes.apple.com/us/app/seamless-free-food-delivery/id381840917?mt=8>
- [3] <https://play.google.com/store/apps/details?id=aus.deliveryhero.android&hl=en>
- [4] <https://play.google.com/store/apps/details?id=com.global.foodpanda.android&hl=en>
- [5] <http://www.theatlantic.com/technology/archive/2014/01/how-netflix-reverse-engineered-hollywood/282679/>
- [6] <http://www.slideshare.net/ypigneur/service-blueprint-presentation>
- [7] <http://jjg.net/ia/visvocab/>
- [8] http://en.wikipedia.org/wiki/Paper_prototyping
- [9] Celebratory Technology: New Directions for Food Research in HCI
- [10] <http://www.nngroup.com/articles/ten-usability-heuristics/>
- [11] Source: Zomato, Data for 13 cities

THANKYOU

Astha Kabra