

**Deliverable C: Design Criteria**

Due Date: October 8th, 2020

**Intro:**

The client requires a UI in which customers can create an account to store personal information, order food from a selection of restaurants, as well as track the live location of their order. The following tables outline the requirements specified by the clientele, and prioritizes the needs and design criteria accordingly. In addition this document includes numerous tables for benchmarking and functional requirements.

**Translating Needs into Design Criteria:**

| Number | Priority | Need  | Design Criteria   |
|--------|----------|---|---|
| 1      | 5        | Live Tracking of the Delivery   | Using Google Maps API, the app updates location with short interval |
| 2      | 3        | Customer Support / Feedback   | FAQ page  |
| 3      | 5        | Member Login and Information  | Sign up<br>Login<br>Store personal information                      |
| 4      | 4        | Shopping Cart to pay for Food   | Order organization<br>Order payment                                 |
| 5      | 3        | Variety of Restaurants  | Restaurants show up in an intuitive layout                          |
| 6      | 2        | Colour Scheme   | Aesthetically pleasing  |
| 7      | 4        | Way for drone to confirm that the correct person is receiving the order | Customer confirmation of Reception of Order                         |
| 8      | 4        | Simple to use<br>Easy to navigate through<br>Clear and concise          | Straightforward design  |

**Benchmarking:**

| <b>Specifications</b>  | <b>Doordash [1]</b>  | <b>Uber Eats [2]<br/>[3]</b>   | <b>Skip the Dishes<br/>[4]</b>   | <b>Drone Delivery<br/>Canada [5]</b>                               |
|--|--|--|--|--|
| <b>Colour Scheme</b>   | White and red  | Black, green, yellow, and white  | Orange and white   | Black, white, red  |
| <b>FAQ page</b>  | Little customer support<br>"FAQ" is the only source of support   | FAQ and "Get help" section on the main page. "Help" only shows questions other people have had, no apparent way to contact company | FAQ as well as breaking down common problems and giving their solutions. Option to chat with support | Option to send the company an email for support.                   |
| <b>Using Google Maps API &amp; updates location periodically</b> | The app give updates when the order is confirmed, when it's at the restaurant, and then tracks the delivery driver           | Given order updates (ie food being prepared) and tracks location of driver   | Giver order updates (ie food being prepared) and tracks location of driver (not live)                | N/A  |
| <b>Sign up<br/>Login<br/>Store personal information</b>          | Option to sign up on front page, Can also sign in with Apple, google, or facebook accounts, but only facebook on cell phones | Option to sign up on front page  | Option to sign up on front page, Can also sign in with Apple, google, or facebook accounts           | N/A  |
| <b>Straightforward Design</b>                                    | Entering address is the first option, followed by a list of restaurants and  | Entering address is the first option, followed by list of restaurants and  | Entering address is the first option, followed by list of restaurants and                            | Has only a website, and social media accounts. No clear way of how |

|  |  |  |   |  |
|--|--|--|---|--|
|  | different food categories.   | different food categories  | different food categories   | to set up an account and order from them |
| <b>Order Organization &amp; Order Payment</b>      | Displays order, subtotal, tax and total with various payment options, promo codes, option to schedule delivery for another time, option to send order as a gift. | Displays order, subtotal, tax and total with various payment options, promo code, schedule for another time, pickup option   | Displays order, subtotal, tax and total with various payment options, promo code  | N/A                                      |
| <b>Variety of Restaurants</b>                      | Large variety, grouped into categories<br>Only can choose from one McDonalds (closest)   | Large variety, grouped into categories<br>Choose from multiple McDonalds within your vicinity  | Large variety, grouped into categories  | N/A                                      |
| <b>Accessibility for disabled people</b>           | Make a phone call.   | Help blind or low-vision people with iOS VoiceOver and Android TalkBack. Help deaf or hard of hearing people with assistive technology such as visible and vibrating alerts. | Help disabled people by using communicating ways that take into account their disability. Assistive technologies (e.g. screen readers) and support persons are available. Customers are allowed to bring service animals. |  |
| <b>Customer Confirmation of Reception of Order</b> | No confirmation of ownership of order/reception of order   | No confirmation of ownership of order  | No confirmation of ownership of order   | N/A                                      |

| <b>Technical and User benchmarking</b> | <b>Doordash</b>   | <b>UberEats</b>  | <b>Skip the dishes</b>   |
|--|---|--|--|
| <b>User ratings</b>                    | 4.6 stars. Live map is not always reliable. Some users may experience technical errors. | 4.6 Stars. Bad customer service. Bad at refunds for messed up/canceled orders. Many believe that the delivery fee is too high. Easy and convenient to use. | 4.6 stars. Convenient and easy to use. Many customers experience trouble with canceled orders. Comment: put a way to contact the courriers |
| <b>Programming language</b>            | Java, Javascript, Go, C/C++, Objective C, Swift, Typescript, Python, Kotlin [6]         | Python, Node.js, Java, Go [7]  | Java [8]   |

| <b>#</b> | <b>Functional Requirements</b>              | <b>Relation (=, &lt; or &gt;)</b> | <b>Value</b> | <b>Measure (Unit)</b> | <b>Verification</b>                 |
|----------|---|-----------------------------------|--------------|-----------------------|-------------------------------------|
| 1        | Using Google Maps API                       | =                                 | yes          | N/A                   | test                                |
| 2        | FAQ page                                    | >                                 | 10           | Questions             | test                                |
| 3        | Login and store personal information takes  | <                                 | 1            | Minute                | test                                |
| 4        | Order organization<br>Order payment         | =                                 | Yes          | N/A                   | test                                |
| 5        | Restaurants show up in an intuitive layout  | >                                 | 10           | Restaurants           | test                                |
| 6        | Customer Confirmation of Reception of Order | =                                 | Yes          | N/A                   | test                                |
| 7        | Straightforward Design                      | =                                 | Yes          | N/A                   | Client Feedback rates functionality |
|          | <b>Constraints</b>                          |                                   |              |                       |                                     |

|   |                                      |   |     |         |                       |
|---|--------------------------------------|---|-----|---------|-----------------------|
| 8 | updates location periodically        | < | 30  | seconds | test                  |
|   | <b>Non-Functional Requirements</b>   |   |     |         |                       |
| 9 | Aesthetically pleasing colour scheme | = | Yes | N/A     | Client Feedback rates |

**Conclusion:**

The ideas that were benchmarked in this deliverable contribute to the design progress and establish clear objectives for the proposed web app. Furthermore, information gathered from benchmarking the companies listed above will be analysed and integrated into the creation of the JAMZ website. However, if a function receives negative user feedback but is considered a useful concept, it will be improved with updates to work alongside with the JAMZ website. This will make the website more efficient and user friendly for the future customers of JAMZ Delivery.

## References

- [1] *DoorDash Customer Support*. [Online]. Available: [https://help.doordash.com/consumers/s/?language=en\\_CA](https://help.doordash.com/consumers/s/?language=en_CA). [Accessed: 07-Oct-2020].
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- [3] "Food Delivery & Takeout: Order Food Online from Restaurants Near You," *Uber Eats*. [Online]. Available: <https://www.ubereats.com/ca>. [Accessed: 07-Oct-2020].
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- [5] *Drone Delivery Canada*. [Online]. Available: <https://dronedeliverycanada.com/about-us/>. [Accessed: 07-Oct-2020].
- [6] T. Soper, "Here are the most popular programming languages used by the world's largest unicorn startups," *GeekWire*, 11-Jul-2019. [Online]. Available: <https://www.geekwire.com/2019/popular-programming-languages-used-worlds-largest-unicorn-startups/>. [Accessed: 07-Oct-2020].
- [7] L. Lozinski, "The Uber Engineering Tech Stack, Part I: The Foundation," *Uber Engineering Blog*, 27-Feb-2020. [Online]. Available: <https://eng.uber.com/tech-stack-part-one-foundation/>. [Accessed: 07-Oct-2020].

