**Conceptual Design: JAMZ Deliveries**

GNG 1103

Team A7


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**ABSTRACT**

This document outlines the conceptual design for the user interface of the food delivery company JAMZ. The design takes inspiration from existing delivery applications and combines it with the prioritization of local business to create a unique yet intuitive UI. By taking information gained from user benchmarking and integrating some of our own ideas, our design aims to surpass existing websites and to go above and beyond the expectations of our partners at JAMZ.

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## INTRODUCTION

JAMZ is a drone delivery business that began at the beginning of the Covid-19 Pandemic. Their mission is to create a contactless food delivery model catered towards rural and remote locations. The drone hardware and navigation system have been developed, but there exists a need for a user interface (UI) so that customers and restaurants can interact with each other and put the drones into use.

This UI will be required to provide live tracking of the drone, have an intuitive restaurant and food selection system, allow for users to create a personal account that saves the customer's information, and a place where customers can plan their order by putting everything into a shopping cart before proceeding to checkout.

The proposed design is a website (that way it is accessible to both iOS and android users) that is simple, sleek, and intuitive. To give a brief overview of the website, when users first open it, they will be prompted to login or create an account. From there, the user will be prompted to input their location, then a selection of restaurants will appear based on their location and what is in their delivery radius. The user will have the option to browse through the website either by looking at food categories, or looking at specific restaurants. They can add what they like to a shopping cart, and when ready, they may proceed to checkout. Once the food has been ordered, the customer may track their order through the live tracking map offered in a tab of the website.

This design stands out from others as it pins the location of the pick-up point, it is easy to cancel orders, the map is quick to update, and there is a section for special accommodations. As well, it will be straightforward to use and will have a professional colour scheme and layout.

## MAIN BODY

### 1. Problem Statement

The client requires an intuitive user interface (UI) in which customers can order food from a variety of restaurants as well as track the live location of the drones. In addition to this, users will be able to create a personal account in order to store their information and receive live notifications for the status of their order.

To meet client's requirements, the customer UI must have these abilities: member login and collection/saving of personal information, live tracking of the delivery, a shopping cart to pay for food, and a way for the drone to confirm that the correct person is receiving the order. The UI will be simple to use, easy to navigate, clear and concise. Similar to other food delivery UI, this one will show a variety of restaurants and provide customer support and feedback; as well, a unified colour scheme is required.

### 2. Design Ideas

All client's needs are transferred into design criteria. Design concepts are based on benchmarking, more specifically with ubereats, doordash, and skip the dishes.

#### 2.1. Member Login and Information

Once a customer opens the website, it will prompt them to login or create an account [Figure 1].

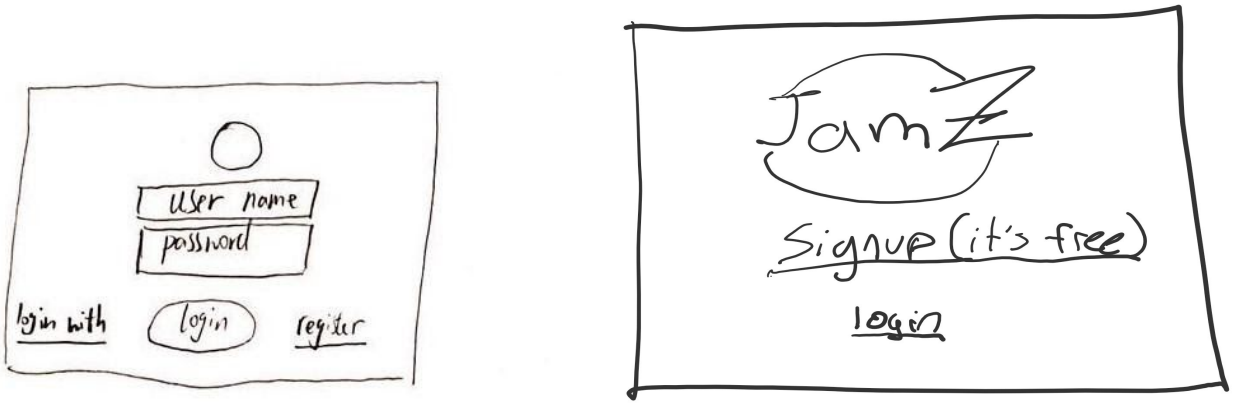



Figure 1:Login

If they do not have an account, users will be prompted to create one using their Email, Facebook, or Apple ID. Immediately following this, users will be asked to provide their name, cell phone number and email address, all of which are necessary in the delivery process [Figure 2]. After that, they must input an address as the deliverable destination. Once their order has been processed, they will receive notifications via text message or email which provides them with live information on their current order status. The whole sign up process will take less than a minute, and login will not take more than 30 seconds.

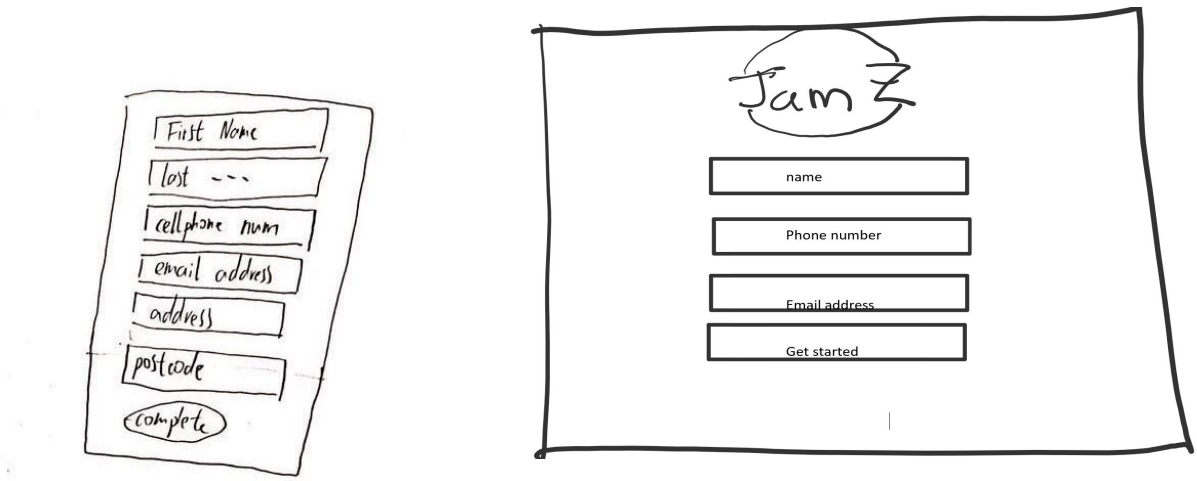



Figure 2: Register

## 2.2. Go through the UI

### 2.2.1. Variety of Restaurants

When trying to find food, the UI will display a group of restaurants within the selected radius with the order based on prioritized ratings. There is a search bar on the top, which allows customers to filter through various restaurants by names, categories, price ranges or ratings [Figure 3]. In addition to this, the restaurant page will also display estimated delivery time. The restaurants are shown with dollar signs ($) next to them, that relate the relative price of that restaurant. Likely, there will be at least 10 restaurants available, depending on how remotely located the customer is.

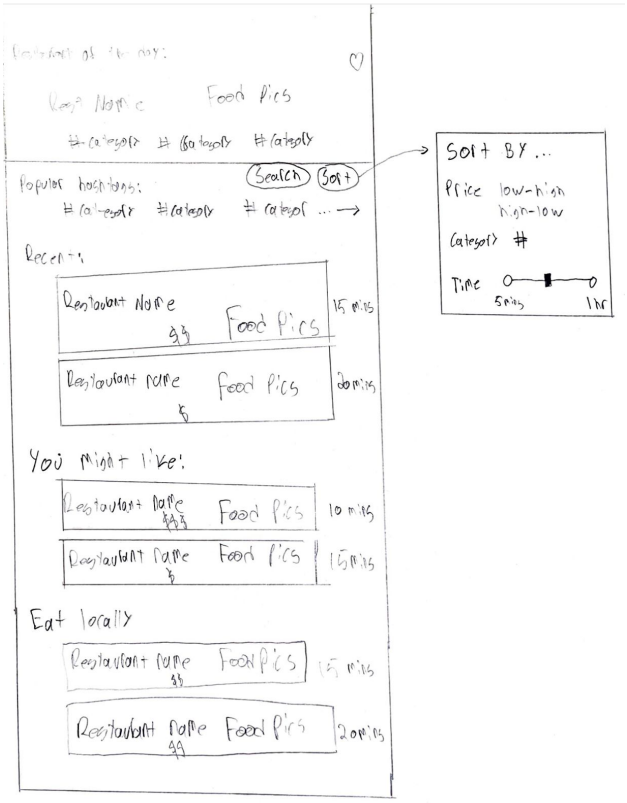


Figure 3: Search Restaurants

### 2.2.2. Select Food

Once customers click on a restaurant, the UI will display the most popular items available at the restaurant and display food based on categories [Figure 4].

Figure 4: Restaurant Page

When adding items to their shopping cart, users will be prompted to select the size (if applicable) and quantity for their item [Figure 5]. In addition to this, customers will be prompted to select any possible condiments or specify any special requests that may apply to this order.

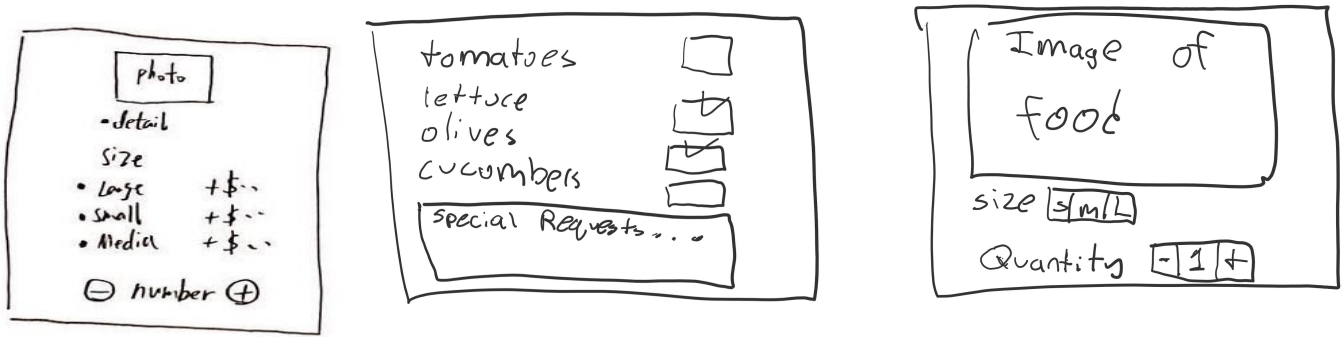


Figure 5: Food Page

## 3. Payment and Food delivery

### 3.1. Checkout page

After selecting food, the UI will request payment information and display the final price with any additional fees including service fees and taxes [Figure 6]. Once customers select the "Checkout" button and the delivery location is confirmed, after 10 seconds, the restaurant will receive the order and begin to prepare the food. This page will then change to display order status as well as estimated delivery time.

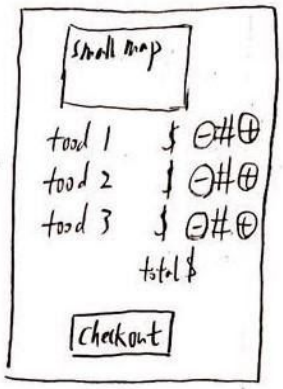



Figure 6: Checkout

### 3.2. Map

Before customers place their order, a map will become available that allows the user to pin their exact map location [Figure 7].

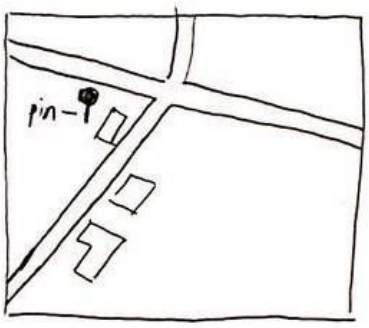


Figure 7: Map

The UI displays the live location of drones with an update interval of 30 seconds and estimates delivery time based on using google map [Figure 8].

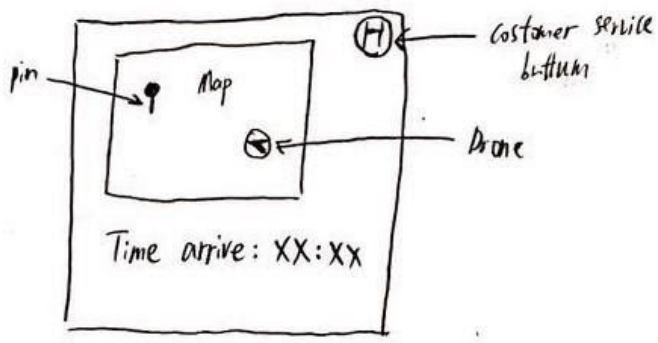



Figure 8: Live Tracking

### 3.3. Customer Support & Feedback

During the delivery, clients can click the "customer support" icon for help (e.g. order status, cancel order, change address) and the AI of the website will help them [Figure 9].

After customers receive their meal and confirm it by having the drone scan the QR code on their phone, they can give their feedback towards the food and the drone service [Figure 10]. It is a five-star review system.

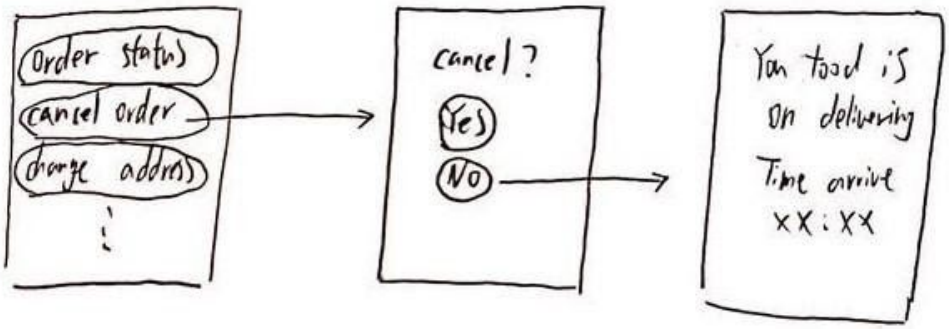



Figure 9: Customer Services

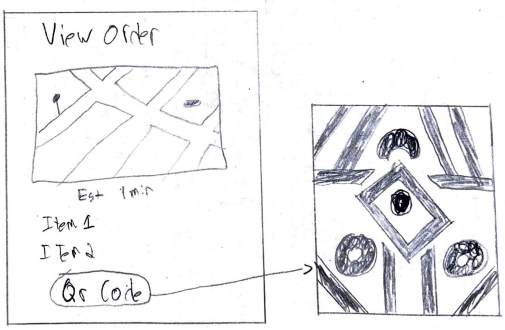



Figure 10: QR code order verification

## 3. Accessibility

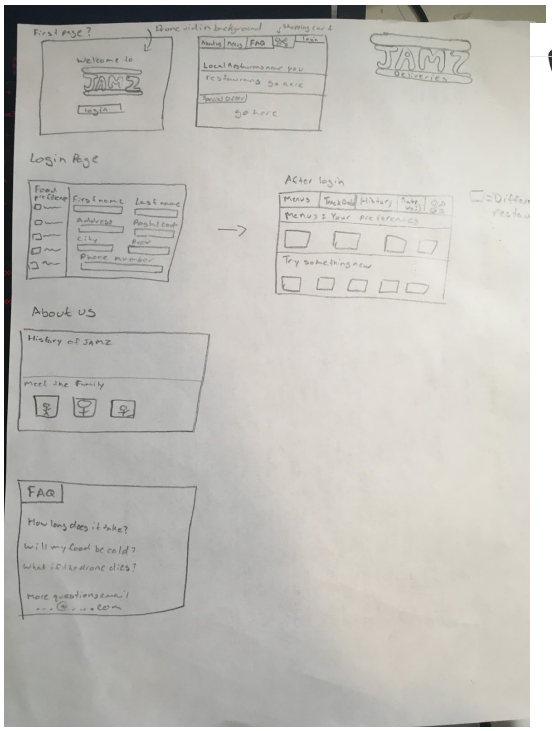
UberEATS provide "VoiceOver accessibility features" and "TalkBack accessibility features" for people with visual problems.[1] This UI will have these features, too. Once the drone arrives, clients can click a button to make the drone scream, which can help find the location of it.

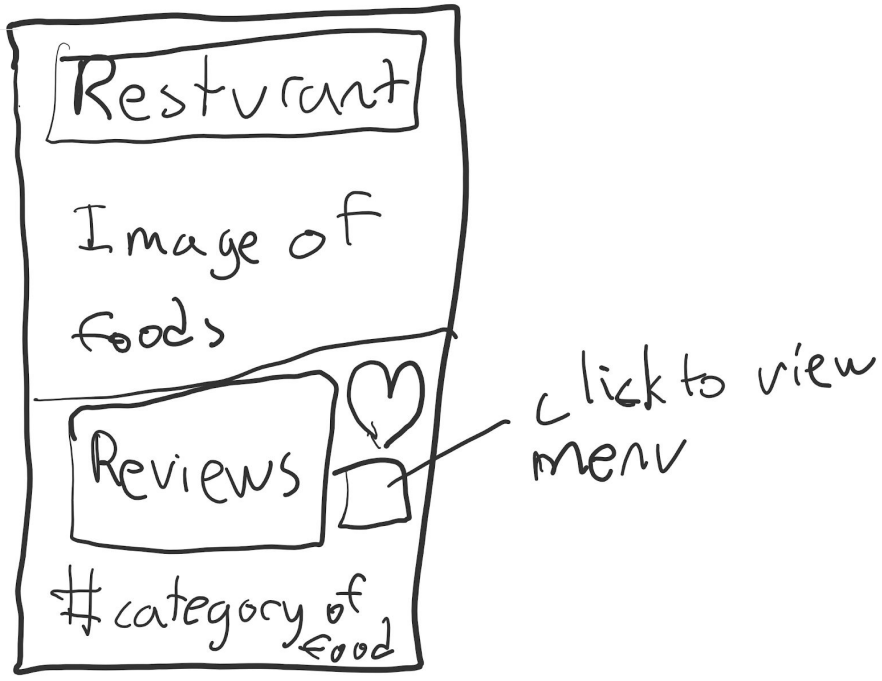
[1] Uber, "Accessibility at Uber", *2020 Uber Technologies Inc,* 2020. [Online]. Available: https://www.uber.com/ca/en/about/accessibility/. [Accessed: 11-Oct-2020].

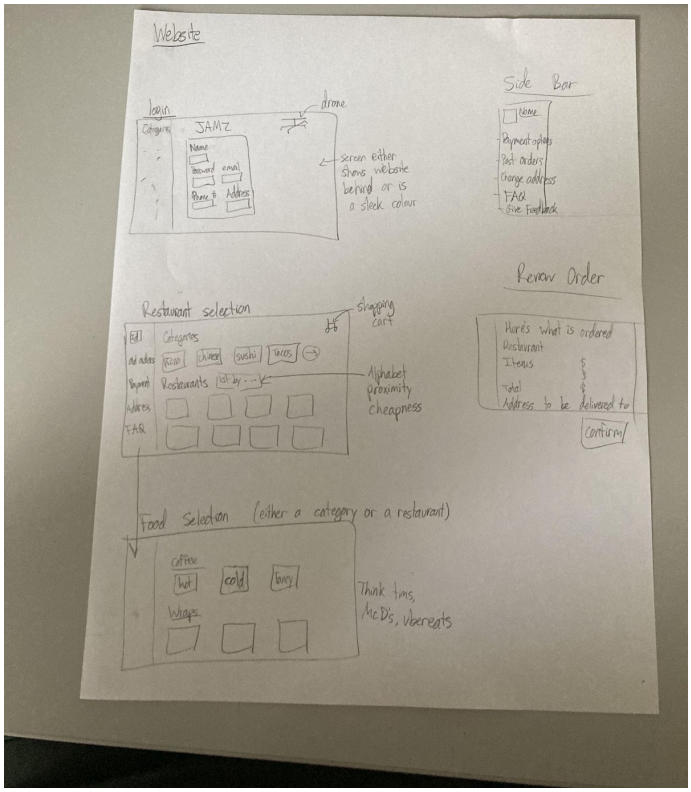
## CONCLUSION

In summary, this UI will be easy to use and accessible for all people using different platforms. This UI will allow customers to order from their favourite restaurants or even browse for new food options they have never tried before. Covid-19 has led many family owned restaurants to go out of business. To support these businesses, the UI will prioritize locally owned restaurants. To further improve the design, develop more detailed sketches and contact JAMZ deliveries to see if they like the drawings, or what could be improved upon. Reaching out to the client is a great way of making a relationship and can guarantee that the UI is exactly what they need. Furthermore, more user benchmarking can be done in order to see why the customers rated the other delivery services negatively or positively. With these benchmarking ideas, it would be possible to improve upon them, using the negative feedback as a stepping stone to improve the UI. The creation of the first prototype will integrate the feedback received from client meetings and deliverable C and D into a desired product. The second prototype will be better than the first because more client feedback has been issued, and further benchmarking has been completed. In the end, the final prototype will be far superior to the first prototype, since a further understanding of what the client wants will be achieved.

**APPENDIX I**




Ideas:

- QR code is user unique, similar to snapchat code or spotify code
- If developing an app, the user will be able to swipe through restaurants in a similar fashion to tinder
- Opening page as website loads is a drone with spinning blades
- Colour scheme: professional yet fun, take inspiration from ubereats, social media accounts (instagram, facebook), etc.

**APPENDIX II**

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