Deliverable H - Prototype III and Customer Feedback

GNG 1103A Project Group: A11

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Abstract

This report highlights the process in which the team developed prototype III of the designed website. The team used a series of test trials, while also identifying stopping criteria, in order to verify the functionality of their customer UI. The group sought out feedback from potential clients and used the results from prototype I and II to improve the final model.

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1 Introduction

In order to satisfy the needs of JAMZ's proposed UI, the team used a series of prototypes in order to develop a final model for their desired website. In order to complete the third and final prototype, the team needed to review the results and feedback given from prototype I and II. They then needed to incorporate these aspects when continuing the development process. This is also the first comprehensive model, therefore the group defined a new list of test objectives with respect to this change. The team mainly focused on comprehensive testing, but there were still a few aspects that required focused prototyping. The team also sought out additional feedback in order to make additional changes to the final prototype.

2 Prototype I and II Results

For the previous two prototypes, the team used a focused prototype, therefore the test objectives focused on more specific subsystems. After performing several tests, the team was able to determine the functionalities of said subsystems. For example, the functionality of the redirect links, input boxes, the sign up page, and the interactivity between website owners and users were all verified. The feedback given by potential clients and the actual clients were also gathered and taken into consideration. The team found that some texts were hard to read, the texts were suggested to be more clear with their wording, some buttons looked out of place, and the website should review its processes in order to ensure that there are no bugs.

3 Prototype III Test Plan

For prototype III, the team was able to use the subsystems tested in previous prototypes. This allowed the team to proceed with testing a comprehensive prototype and connecting many subsystems to form an overall system. In addition, the group used the feedback given to incorporate new aspects and modify existing features. Some examples of modifications made were an addition of a live chat, a map setup for the delivery, additional steps in the ordering process, and an update to the displays (refer to table 1.1). The team focused mainly on the comprehensive aspects, as this is the final prototype, such as navigation and aesthetics. The team also planned to perform tests to verify some additional features that required focused prototyping, such as the live chat.

Table 1.1 Prototype Testing Plan

Test ID	Test Objective (Why)	Description of Prototype used and of Basic Test Method (What)	Description of Results to be Recorded and how these results will be use (How)	Estimated Test duration and planned start date (When)
1	- Users are able to navigate the website with ease. - Need to determine since the website has been updated, therefore the new updates need to be	- Physical and comprehensive (using the actual website and testing the overall functionality of the website). - Team members and potential clients will	- Success rate of users from the given task. - Time it took for users to complete the given task. - The team will use this data to ensure that the website is easy to use,	- All new and updated features need to be implemented and modified before users can test the overall navigation of the entire site. - Another dependency is

	understandable. - Test performed for communication (group members will understand what is simple for clients and what is too complex). - The test is also conducted for measuring performance (this is now a comprehensive prototype, therefore the team needs to determine how the website is functioning as a whole).	attempt to navigate the restaurant. - They will be given a specific task or they can navigate freely.	and if not, the team will make modifications as needed	waiting for potential clients' feedback - 6-7 days to update the initial website, seek out clients, and to test.
2	- Order process is functioning. - Composes most of what the website is for, therefore the team needs to determine that the ordering process has all the right steps and is fully functioning. - Test is for measuring performance (used several subsystems to make this system, therefore the team needs to see if the combination of subsystems is working).	- Physical and comprehensive (using the actual website and analyzing the overall functionality of the entire ordering process). - Team members and potential clients will attempt to place an order and go through the entire order process. - This entails navigating to the order page, selecting an item, checking out, selecting a payment method, and receiving a confirmation email.	- Success rate of placing an order. - The accuracy of the total calculated upon checkout. - Team members will use this data to verify if the ordering process is functional and seek out any bugs in the system. - They will use this information to make modifications as needed.	- The updated order process needs to be implemented before testing can begin. - Receiving client feedback is another dependency. - 5-6 days to finish the order pages, seek out potential clients, test, and collect feedback.
3	- Address autocomplete bar is functioning. - Important to the overall website since it determines which restaurants should be displayed when a user enters an address. - Test is for de-risking (should make sure that the Google API is functioning before integrating these subsystems into a bigger system).	- Physical and focused (using the actual website and focusing on a specific element). - Team members will attempt to input an address into the address bar and see if their desired address will use autocomplete.	- The accuracy of the autocomplete results. - The team will use these results to determine if there are any bugs in this subsystem and will correct them if there appears to be some present.	- Team members need to get Google API keys in order to implement this feature into the website. - Team members need to test the address input bar with the implemented API key. - 2 days to research appropriate Google API keys, implement the key into the website, and to test.

4	- Aesthetics are pleasing and basic. - This is one of the requirements of the clients, therefore the team needs to determine that the website is meeting the said requirements. - Test is for communication (learn what the potential clients deem as aesthetically pleasing and if our new updates match these terms).	- Physical and comprehensive (using the actual website and analyzing the overall aesthetics of the website). - Team members and potential clients will review the website and all of the various pages. - They will focus on the layout and colour scheme	- User reactions to the website. - Information will be used to determine if the website is aesthetically pleasing. If not, the team will make the modifications as needed based on user feedback.	- The website with new updates and modifications need to be implemented before testing, in order to ensure high fidelity. - Another dependency is seeking out potential clients and waiting to receive their feedback. - 6-7 days to complete additional updates, seek out potential clients, test, and receive their feedback.
5	- Live chat is able to function, both on the user end and the website owner end. - New feature in order to improve user experience. Therefore it is required to perform a more focused test. - Test is for de-risking (this is one of the focused tests, since the team is only focusing on this one feature).	- Physical and focused (using the actual website and focusing on the functions of the live chat specifically). - Potential clients and team members will attempt to open the newly implemented live chat and see if they are able to send messages and receive them. - Website owners (team members) will see if they are able to view messages as well as give a reply to them.	- Success rate of users and website owners ability to use the live chat. - Information is used to decide if the live chat is worth implementing and if the team needs to fix any minor bugs in this feature. - Implementation of the live chat promotes a second “Help” feature after the FAQ section, to provide users with aid while browsing throughout the website.	- The team needs to pick which live chat app is the best option for the website. - Another dependency is seeking out potential clients and waiting for their feedback on the new feature. - 2 days to pick an appropriate live chat app, implement the chat, seek out potential client feedback, and to test.

3.1 Prototype III Results

After the creation of a test plan for prototype III and using the comprehensive prototype model (see table 1.2), the team was able to determine the functionality of multiple features. Some features that were verified were the live chat, the order pages, and the address autocomplete. The team also determined user reactions to the overall simplicity of the website and its aesthetics. Although the trials were successful, the feedback provided by potential clients showed that there were a couple of issues that needed to be addressed and improved upon. For example, some of the redirect links brought the potential clients to the wrong pages, therefore the team needed to review these issues and make changes as needed. It was also suggested that the group use more positive phrasing when writing the “About us” page; however, this page would most likely be modified by the clients, therefore the team chose to focus on aspects that are more crucial to the website, like the ordering process. The potential clients noted that they were confused at certain points of the ordering process, which prompted the team to make the steps clearer in order to ensure ease-of-use.

4 Conclusion

In conclusion, after performing the required tests for the comprehensive prototype, the trials seemed, for the most part, successful. The team integrated many subsystems to form the first comprehensive model, therefore the feedback given was more accurate as this model has the highest fidelity. The feedback gathered by potential clients were incorporated into the final prototype in order to ensure that the team was meeting the required specifications.

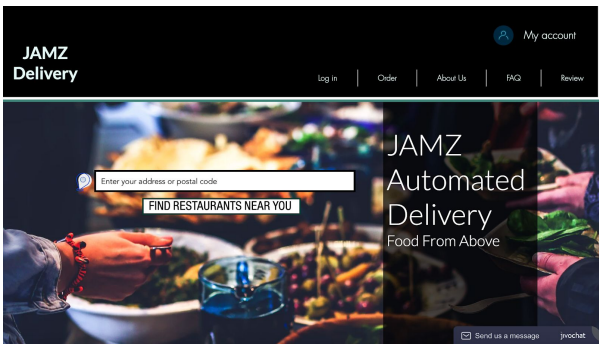
5 Appendix

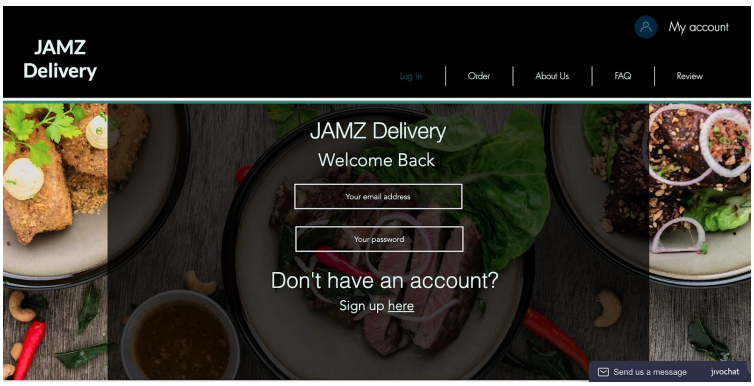
Data set 1

Potential Clients Feedback

- Make review page functional
- Sometimes confused about ordering process, make steps clearer
- Make account icon more functional
- Use information from account and apply it
- Use more positive phrasing for the “about us” page
- Maybe make pages more dynamic
- User friendly
- Easy to navigate
- Live chat was accessible and quick
- Live chat is sometimes distracting, pops up when not using
- When clicked pizza pizza, brought to different store
- Symbols on the menu should be clearer (vegan, gluten free etc.)
- Review button redirects, some brought to different page or didn't work
- Labels in menu are sometimes not accurate

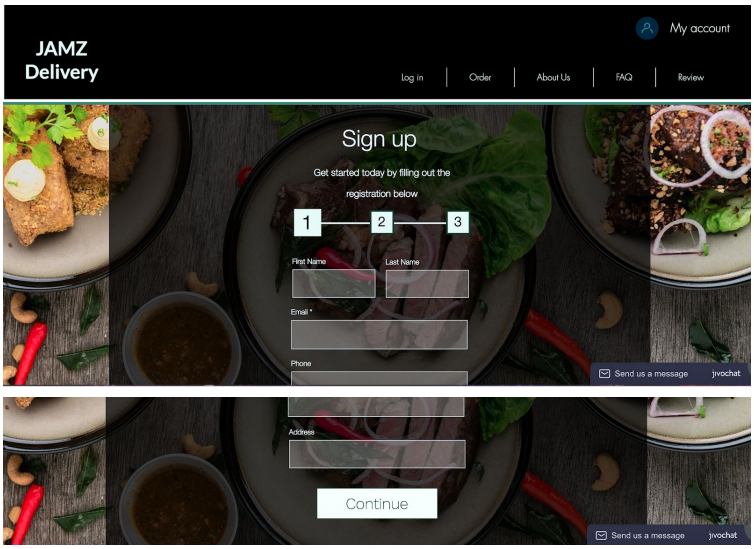
Table 1.2 Prototype III Experimental model (used for testing and feedback)

	Home Page - Address input - Autocomplete with Google API - Menu bar with all website pages - Account icon to access account



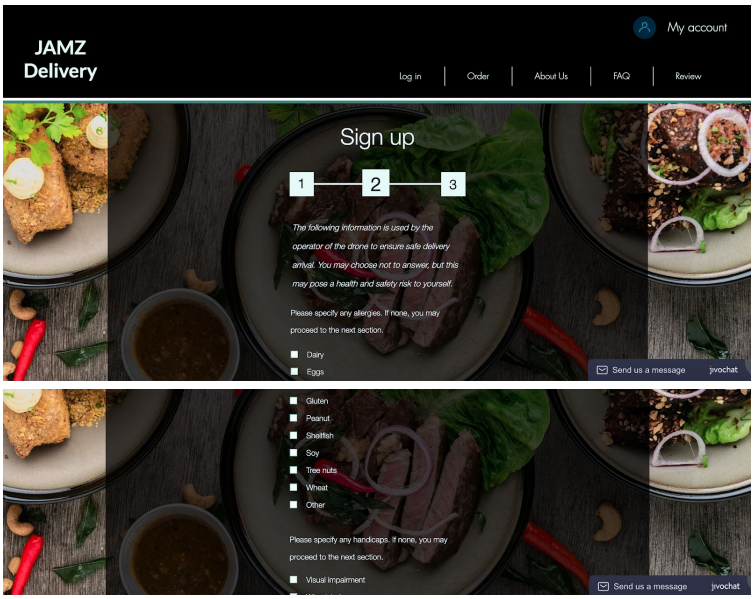
Login Page

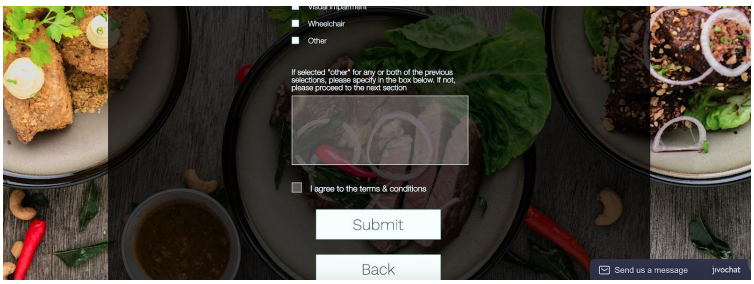
- Email and password required
- Redirect link to sign up page for new users

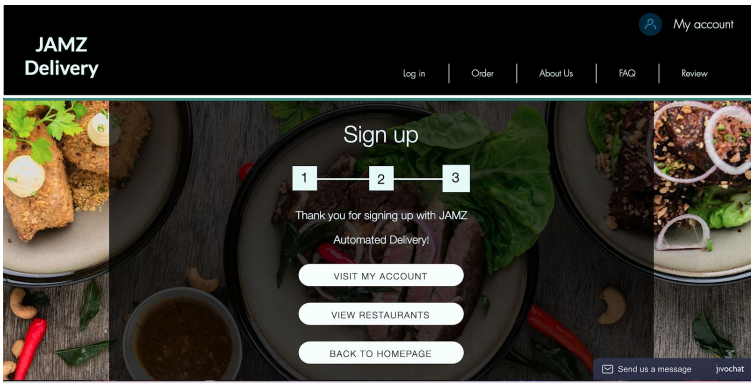


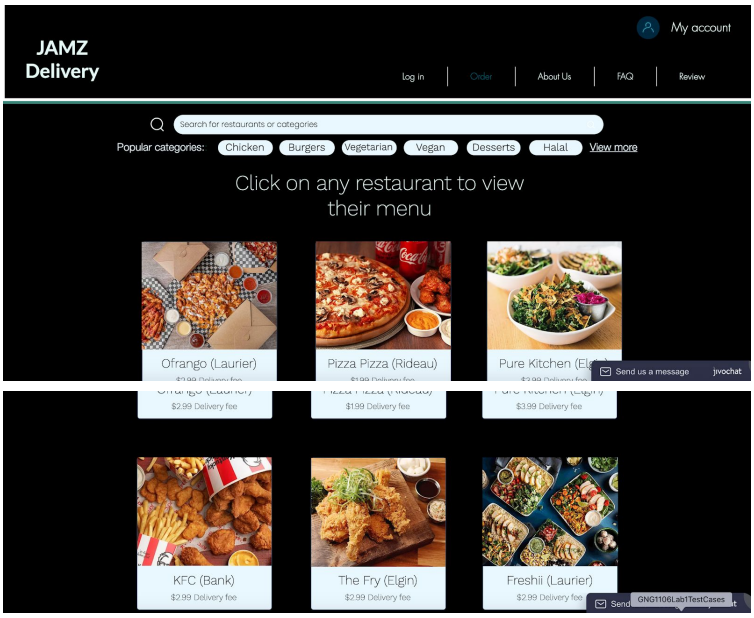
Sign up page

- Multistep process
- Shows the steps (1, 2, and 3) to ensure simplicity
- Requires basic personal information as well as additional information that will be useful for drone operator (allergies and handicaps)
- Terms and conditions can be linked by clients
- After sign up process, users have the option to be divided to different web pages to their preference



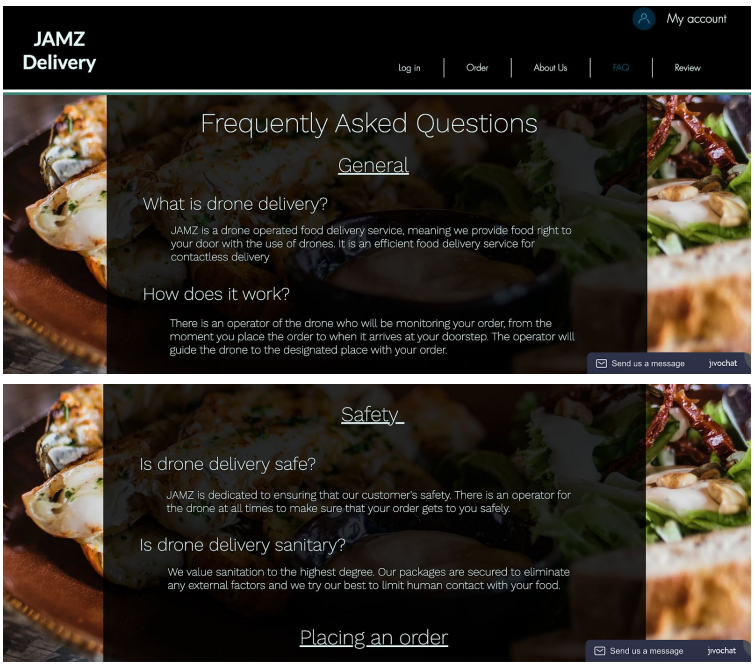






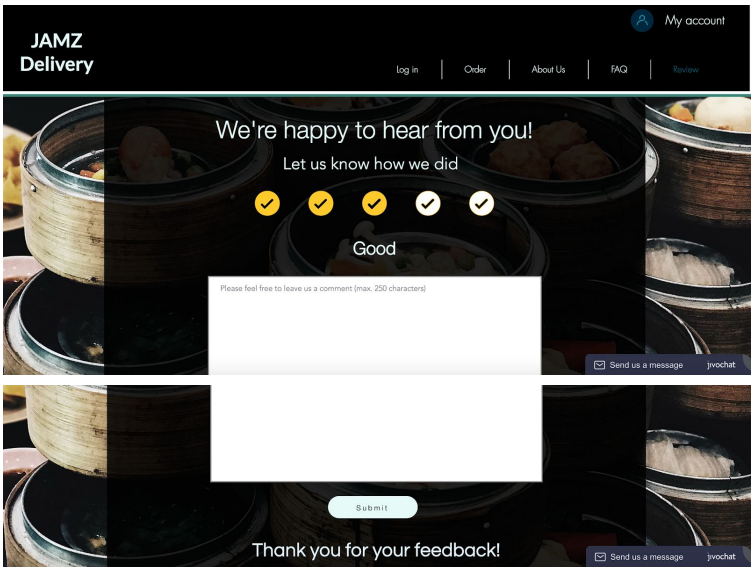
Order Page

- Different categories (popular ones, such as chicken, burgers, vegetarian, vegan etc.)
- Search bar included
- Pictures associated with restaurants
- Click to be redirected to restaurant menu
- Location and delivery fee included



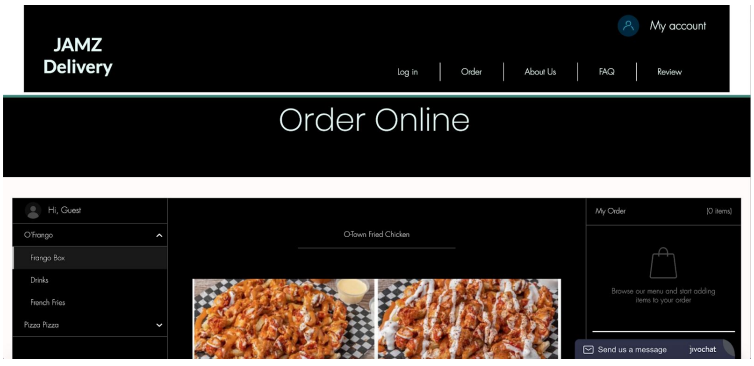
FAQ page

- Frequently asked questions are divided by popular categories
- Answers and questions can be easily modified by clients
- No longer a drop down menu system, the entire page is static now



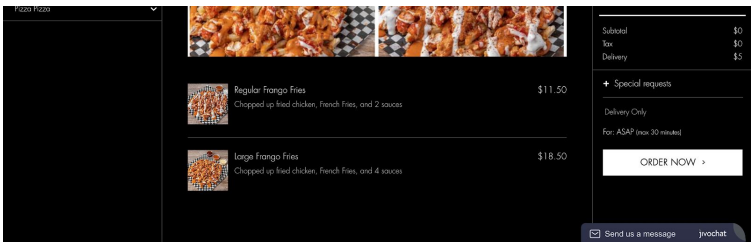
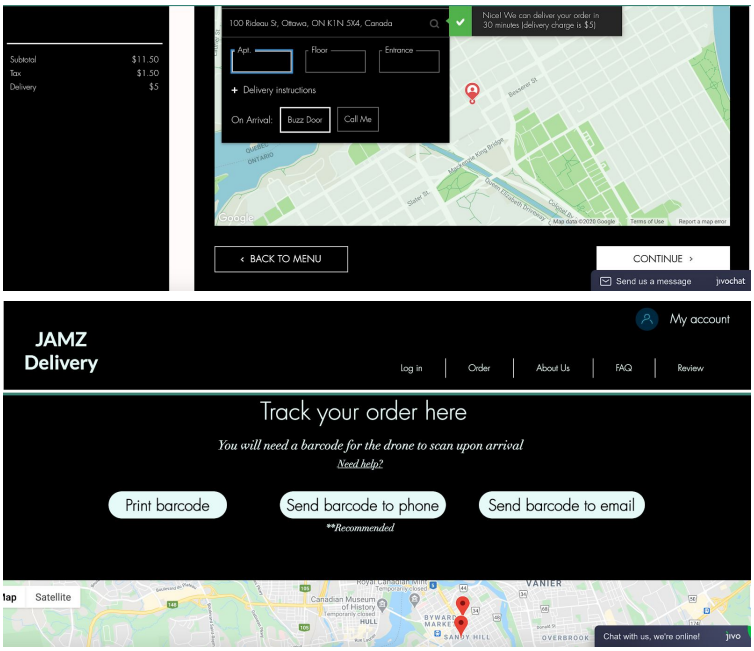
Review page

- 5 star rating method
- Hover over the checkmarks to see what they mean (ex. 3 stars means “good”, 5 stars means “love it”)
- 250 character limit comment section
- Thank you message at the bottom



Online ordering page

- Pictures associated with food items
- Displays vegetarian, gluten free etc. symbols with respective food items
- Menu items can be categorized by the type of food (soda, fries etc.)
- Cart is readily displayed
- Calculates total with taxes and delivery fee
- For new users, they would need to add their address again
- Verifies that their desired delivery address is within a 10 km radius
- Users will receive a confirmation email after purchase
- Email includes link to drone tracking page where they can

<table>
<tr>
<td> 
</td>
<td rowspan="2">access their barcode three ways (print, text, or email)</td>
</tr>
<tr>
<td> 
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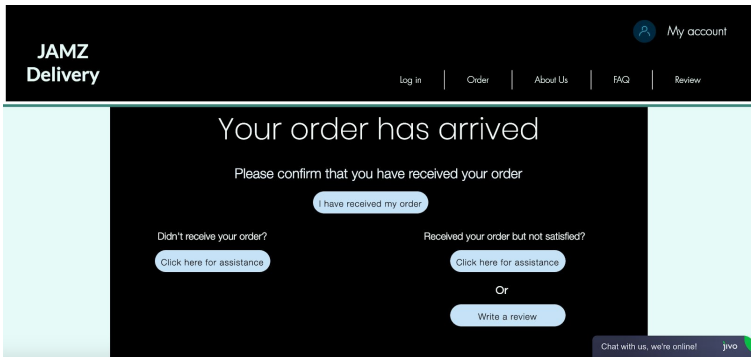
<td> 
</td>
<td>Confirmation page
- After users receive their order, they will be shown the confirmation page
- Users are asked about their level of satisfaction
- If they are satisfied, they will be redirected to a thank you message
- If they are not, they will be redirected to a contact page
- They also have the option to be redirected to a review page</td>
</tr>
</table>

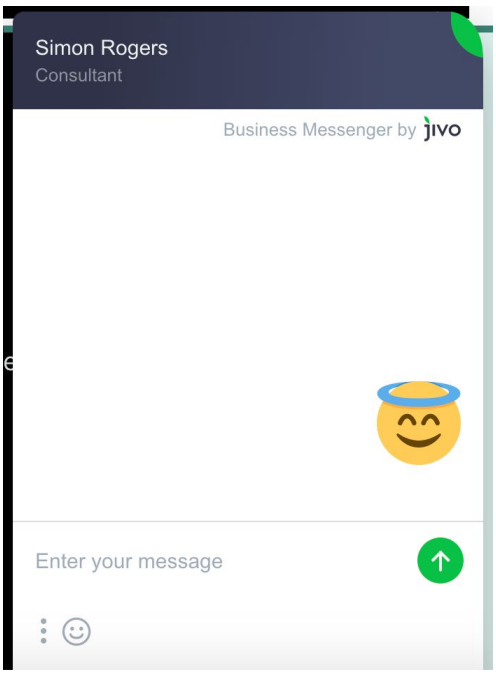
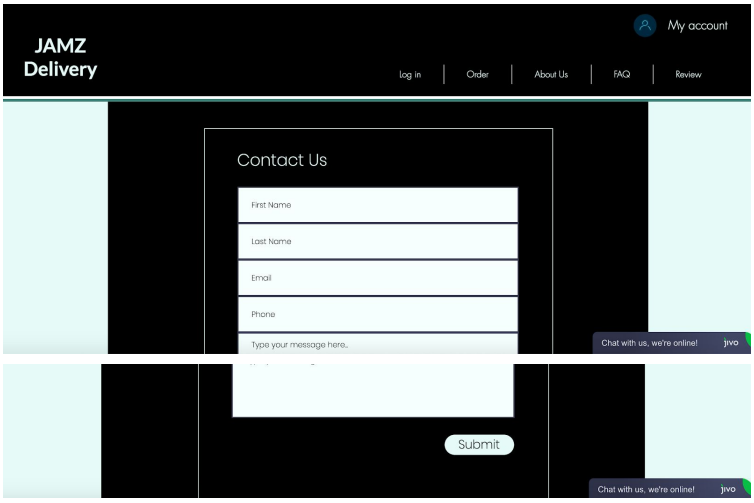
	Live chat - Users can chat live with website owners - They can ask for assistance via the live chat, in order to ensure user satisfaction and simplicity
	Contact page - Users will need to enter their name, email, and phone - They will be able to write a comments, whereupon website owners can reply to the comments via email

Table 1.3 Stopping Criteria

Test ID	Stopping Criteria
1 (Navigation)	- Users are able to complete a given task within a defined time frame - Users are able to describe the website as simple
2 (Order process)	- Users are able to complete a purchase with no issues - The total is calculated accurately, users can add items to the cart, and users receive a

	confirmation email after ordering
3 (Address autocomplete)	- Users enter an address and their desired address is auto-completed for them
4 (Aesthetics)	- Users find the website aesthetically pleasing and minimalistic - Users are able to understand the layout choices and colour schemes - Users are able to read various texts
5 (Live chat)	- Users can open the live chat when required - Users are able to send messages and receive them - Website owners are able to see the chats that are sent by users - Website owners are able to reply to the users in real time