Deliverable K: User Guide

GNG 1103A Project Group: A11

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Nov 3, 2020

Abstract

This deliverable highlights the key processes and decision making steps that the team applied when creating their website for JAMZ Automated Delivery. The team applied the design thinking process in order to create a website that is suitable for the clients. The team convened as a group and made decisions as a whole in order to ensure that all ideas were heard and to maximize creativity. Team members wanted to focus on making the UI innovative, but minimalistic at the same time.

Table of Contents

1	Intr	oduction	5
	1.1	Group Meetings	5
2	Des	sign Process	5
	2.1 Cl	ient needs, benchmarks, and problem statement	5
	2.2 De	esign criteria and design specifications	6
	2.3 Cc	onceptual Design	8
3	Prot	totypes	11
	3.1	Prototype I	11
	3.2	Prototype II	13
	3.3	Prototype III	14
4	Fina	al Website	16
5	Con	nclusion	22

1 Introduction

Due to the ongoing pandemic, many are confined to their homes and avoid going out to largely populated areas, such as restaurants. With the fear of catching the virus, individuals resort to staying at home and using popular services to provide their every need. Many use food delivery services such as SkipTheDishes and Uber eats. It is noted that these delivery services are not as accessible to those living in rural areas and there is still the risk of infection from human contact. JAMZ Automated Delivery is developing a solution to this problem as part of the Simon Neheme COVID-19 project. Our team is therefore designing a UI for JAMZ since they are in need of a UI that supports their drone delivery service. Our team chose to design a customer interface in the form of a website as we believed it would be within our skill set.

1.1 Group Meetings

In order to begin the design process to generate solutions for the proposed problem of creating a UI for the clients, our team needed to convene and discuss the terms we set as a group. We planned on making decisions as a group and would not take any big risks without talking to the team first. We set a specific team meeting time to discuss our given tasks and our future plans. We also needed to ensure that each team member's commitment to the project was at a sufficient level to ensure that our final product is satisfactory.

2 Design Process

2.1 Client needs, benchmarks, and problem statement

In order to get the website that we have at the moment, we had to apply the design process. We began by empathizing. We made sure to rewatch the client presentation for a second time to get detailed notes on what they needed. We used their direct quotations to define a list of customer needs. After identifying the needs, we were able to categorize them into groups and prioritize them. Grouping and giving them a rank from 1 to 5 was very helpful since it helped us plan which aspects we should focus on first. From there, we could define a problem statement, which we stated as, "JAMZ Automated Delivery is in need of a simple yet innovative customer interface that possesses fundamental functionalities, such as tracking the drone's location and the status of the customer's order, as well as displaying available restaurants and their menus".

Customer User Interface Needs: Compatibility: "Looking for a customer UI, either in as a website, an Android or an iOS application" Need: An application that is compatible with Android or iOS, or a website(web app) (5) Tracking of drone: "An interactive map so that the users can track their order" - Need: A map that tracks the status of the drone during a delivery (5) - No need for distance calculations, just the status (ex. Displays information that the order has been picked up, that the order has arrived ...) "Looking for [a map] that is very similar to Ubereats" Need: The map feature of the application is similar to that of Ubereats, therefore it shows the live location of the drone, and the status of the drone (4) User Authentication: "You can have a basic login page - Need: A simple page that allows users to log in to the application (5) - Users are able to create accounts and include information such as their name and address "A questionnaire [about the user's allergies, or any additional information,] included [in the login page] would be great" Need: When users create their account, they are able to include additional information, such as dietary restrictions or handicaps (4) Layout of application: "Menu item selection"/"a listing of restaurants and items" - Need: Application includes a drop down menu that displays available restaurants and their items, as well as having the restaurants being sorted by category (5) "A shopping cart where users can hold [...] the items that they want to order and be able to [...] hit the checkout button Need: A function that allows users to place their items into a feature, like a cart, prior to ordering. Users will also be able to click an order button once they are done (5) - '[Developing the UI] should be more form than function Need: UI focuses more on the displays than the functionality (5) "Over everything, we want very [...] simple functionality, [...] yet have the full functionality" Need: Application is simple and easy to use while also possessing adequate functionality (5) "Very modern, sleek [...]. Our golden standard right now [...] is Skipthedishes"

Figure 2.1 Sample Interpreted client needs

We also benchmarked popular delivery services like Uber Eats and SkipTheDishes. We noted their successes, like their ease of use and simplicity. However, we also noticed that many were dissatisfied with the customer service, describing them as unreliable and unresponsive. This information was useful since we wanted to deviate from traditional services.

2.2 Design Criteria and design specifications

We then created design criteria. This required quite a bit of research as many of our team members had no previous knowledge of building a website, therefore we had to learn what exactly qualified as design criteria for an online platform. Overall, the team believes that we should have held a meeting that is specifically to talk about each other's strengths and weaknesses in order to assign tasks to the appropriate team member. We usually just assigned tasks based on availability and interest, but if we had gone a bit more in depth, I think we could have prevented switching task ownership every now and then.

Category	Priority Ranking (1-5, 5 being the most important)	Need	Design Criteria
Compatibility	5	An application that is compatible with Android or iOS, or a website (web app)	- #of app downloads per platform (downloads/android or downloads/iOS) - Storage (mb) - Screen resolution - View port - Software/version
Tracking of Drone	5	A map that tracks the status of the drone during a delivery	- GPS (m) - Status updates (s) or notifications
	4	The map feature of the application is similar to that of Ubereats, therefore it shows the live location of the drone, and the status of the drone	
User Authentication	5	A simple page that allows users to log in to the application	- # of signups - # of new signups per day
	4	When users create their account, they are able to include additional information, such as dietary restrictions or handicaps	- # of active users
Customer Feedback	4	A feature that allows customers to provide feedback for the business	- (CSAT) Customer satisfaction scale - % satisfaction
	3	A feature that allows users to rate the application using a star rating method	- % satisfaction (satisfied customers per order) - Text box (# characters,
		A feature that allows users to send personal feedback about the application (bugs, ease of access, etc.)	mb) - Star rating/smiley face (bad, better, best)

Figure 2.2 Sample Design criteria

We subsequently categorized the design specifications into functional and non-functional requirements, as well as constraints. This meant we had to do additional research on metrics, which was also slightly difficult as it is harder to make physical measurements of a website, rather than a tangible object. We also had to make appropriate estimates for the constraints. We did so by using our previous benchmark information to determine reasonable sizes and quantities.

Design Specifications

Design Specifications					
Design specifications	Relation (=, < or >)	Value	Units	Verification Method	
Functional Requirements					
Compatible with Android, iOS or web page	=	yes	N/A	Analysis, test	
Application can display restaurants and their menus in a categorized manner	=	yes	N/A	Test	
A cart-like feature for users to store their items and a button to hit for ordering	=	yes	N/A	Test	
Can display a map that tracks the progress of the drone and the delivery	=	yes	N/A	Test	
Login page where users can create accounts and also add any additional information	= 7	yes	N/A	Test	
Non-Functional Requirements					
Application features are understandable and logical for the users	=	yes	N/A	Test	
Application display is simple and easy to navigate	=	yes	N/A	Test	
Screen resolution	>	640 x 1336	pixels	Analysis	
View port	>	320 x 568	pixels	Analysis	
Constraints					
Development costs	<	100	\$	Analysis, estimate	
Delivery weight	<	10	kg	Analysis	
Delivery distance	<	10	km	Analysis	
Delivery time	<	30	minutes	Analysis, estimate	
App size (storage space)	<	500	mb	Analysis, test	
Phone version compatibility (ex. iOS)	>	iOS 13.0	N/A	Analysis, test	
image ratio dimensions	=:	5:4 6:4	N/A	Analysis	
image height	=1	440-10 000	pixels	Analysis	
image width	=	550-10 000	pixels	Analysis	
Legal aspects	=	yes	N/A	Analysis	

Sample 2.3 Sample Design specifications

2.3 Conceptual design

After listing all the requirements of the website, we were finally able to create designs that satisfied these needs. We identified several subsystems we wanted to implement and each team member generated at least one idea for each of these subsystems. After presenting our ideas to each other, we used a method of integration to combine the best ideas of each member to form an overall system. We also chose two subsystems that we wanted to focus on for our first prototype. We made this decision by referring back to the customer needs and figuring out which pages would play the most significant roles in our final design. We settled on focusing on the homepage and the review page as the homepage is the first thing users

would see when they visit the website, and the review page needed to be better than the customer service of other delivery services since, as previously stated, many users felt their reviews went unheard.



Figure 2.4 Subsystem 1

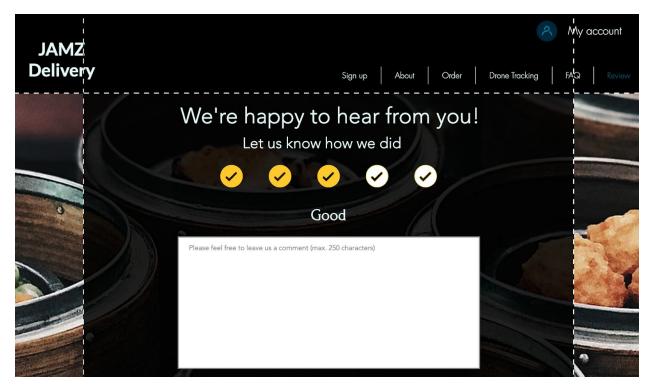


Figure 2.5 Subsystem 2

We also created further designs for other pages of the website, but these were the two we wanted to mainly focus on. The other pages were made using very basic ideas, and we planned on improving them later into the design phase.

2.4 Project plan and cost

In addition, we created a project plan using a table to assign task owners. We also used Trello to keep track of which tasks are being done by whom, and when their estimated date of completion would be. It was useful to keep a planner such as this, since in a group project, it is important to keep track of who is finishing a specific task, thus avoiding any situation where a task may get repeated, resulting in a loss of time, or in another case, if a task is not getting done.

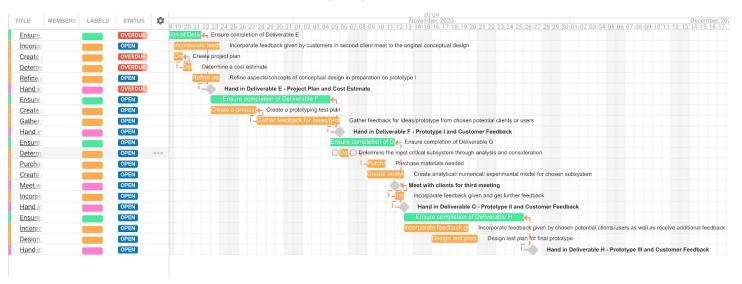


Figure 2.6 Gantt chart

We also created a bill of materials to determine if our proposed website would be within the given budget of \$100. We overestimated just to ensure we did not go over the budget as this was probably one of the most important constraints we faced, besides time.

	Bill of Materials (BOM)					
Item #	Item Description	Quantity	Unit Price	Amount		
1	Google Maps API Autocomplete	100 (test runs)	\$17.00/1000 requests	\$1.70		
2	Google Maps API Dynamic Maps	100 (test runs)	\$7.00/1000 elements	\$0.70		
3	Custom website domain	2 (months)	\$9.99/month	\$20.00		
4	Website hosting	2 (months)	\$13.99/month	\$28.00		
Total				\$50.40 CAD		

Figure 2.7 Bill of Materials

We included a cost for Google API's, but as we later learned, the API's were free with the first couple of uses. We also believed we would need to publish the website on a separate platform and not on Wix itself, which contributed to a greater cost. We later realized that we could sum up all of our needs into one purchase, which was to upgrade to Wix's Business Basic plan, which was the cheapest plan, but the one that fulfilled all of our requirements. This reduced our estimated cost to approximately \$38. Even though it was a good idea to overestimate the cost, it would have been a better idea if we did an excess amount of research; and if we discussed more in depth what exactly we were planning with the website, we could have determined a more precise estimate.

3 Prototypes

3.1 Prototype I

For prototype I, we created a table for test objectives that defined the purpose of the tests, how we are going to test, the results, and the estimated time of duration. The table helped us plan which subsystems to focus on and which would play important roles when developing an overall system. As a team, we identified several functionalities we needed to implement, therefore we had to figure out the steps to provide these requirements. This meant that we had to do iterative testing for very precise functions. We had to make sure that these seemingly insignificant functions were functioning as they should, since these would be the basis of our more complex systems. In order to proceed with testing, we needed to seek out potential clients in order to get more accurate feedback, without personal bias from team members. The potential clients did some of the tests and provided their feedback which was used to make changes to the website before prototype II was developed.

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	- Check to see if the colour scheme is pleasing to users - Test is for learning (what makes a website that is pleasing to users) - Test is for communication (users can specify what they prefer/say what is desirable) - Test is for de-risking (we can understand what users like, before we continue with the same colour scheme/layout)	Physical and focused (Want to focus on displays and layout, we will be using the actual website for the test to maximize fidelity) Research basic colour scheme of popular websites Potential users will describe their thoughts on the website design	User perceptions/reactions to the website displays Important for end results as it determines if the website is attractive or not and if the team should change the design or keep it as is Results will help to change aesthetics of website	- Website colour scheme needs to be picked before showing to users - Clients to review the features need to be chosen - Receiving client feedback is another dependency as it takes time for them to respond to the team members with their feedback - 3 to 4 days to research common colours, add them to the website as well as collect feedback
2	Analyze complexity of website navigation Test is for learning (users may find certain websites hard to navigate, therefore it can help us understand what is difficult to understand) Test is for communication (users can specify which tasks are hard to accomplish/what is difficult to understand) Test is for reducing risk (we can get a better understanding of how to display our website to ensure maximum task success	- physical and focused (want to focus on the navigation complexity, we will be using the actual website for the test to maximize fidelity) - Benchmark successful UIs - Potential users will navigate the website and try to accomplish a given task, they will describe the level of difficulty/ease	User's ability to navigate the site Time it takes for user to accomplish a given task Results will help in organizing the layout of the website Important since a design criteria is that the website needs to be easy to use	Decision as to how to display all the features needs to be decided before collecting user feedback Clients to test the prototype need to be chosen Receiving client feedback is a dependency another as it takes time for them to respond to team members with feedback 3 to 4 days to set up navigation tools and collect feedback

Figure 3.1.1 Sample Test objectives

We also defined stopping criteria for these test objectives in order to maximize time and effort. The stopping criteria for the first prototype were relatively basic as the functions tested should not be too complex.

Test ID	Stopping Criteria
1 (Aesthetics)	 Potential clients are satisfied with the displays Not too harsh on the eyes Not too simple, but not too flashy Potential clients find it aesthetically pleasing
2 (Navigation)	Potential clients are able to complete a given task within an estimated time Potential clients believe that the website is easy to navigate Potential clients are able to navigate without much help from presenters
3 (Menu bar)	Menu bar is able to take the user to the appropriate page Menu bar has satisfactory labels (not too long, but should be descriptive enough) Menu bar contains all the required pages

Figure 3.1.2 Sample Stopping criteria

The feedback given was another significant factor that influenced our decision making. It indicated where the website was underperforming and which aspects we need to focus on before presenting the next prototype.

Feedback

- Colour scheme is nice and simple
- Minimal displays
- Maybe tone down on certain pictures, can be overwhelming
- Mostly easy to navigate, maybe be more specific with the menu bar
- "Find restaurants near you" on homepage is slightly hard to read, make it clearer
- Might want to include a search bar to help with navigation
- Likes the 5 star rating method
- Should include a help section where users can send specific questions
- Should include a "submit" button for text inserts so that users know what they are entering is being submitted
- Could include a confirmation message that pops up after submitting a text, or some other type of indicator that the input was successful
- Loading time is not too slow
- FAQ section is a bit confusing, maybe exclude the drop down menu design
- For signup page, might be better to do a multistep process, which is what other delivery services use (ex. Enter email and password in one page, then enter address in another ...)
- Be more specific with dietary restriction (ex. Instead of just saying nut allergies, include peanut, almond etc.)
- Include a signup page on the homepage so it is easier for new users

Figure 3.1.3 Sample Feedback

We made sure that we stressed the importance of the feedback and referred back to it as often as needed since we had to ensure the website is to the satisfaction of a variety of people, rather than just ourselves.

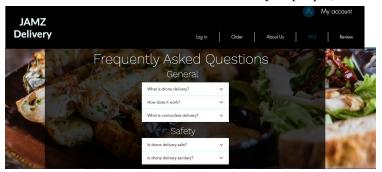


Figure 3.1.4 Conceptual design

For example, some clients stated that our initial design for our FAQ page (figure 3.1.4) was slightly confusing since it used a drop down menu format, and if we wanted to keep our website minimalistic, we should just have the questions and answers readily available on the page rather than having users click on the question specifically to find an answer.

3.2 Prototype II

For prototype II, we defined another set of test objectives (figure 3.2.1) and stopping criteria (figure 3.2.2) by recording them in a table. We continued on with our focused prototyping ensuring we had all the basic aspects fully functioning before our final prototype. This prototype was the prototype we would be showing to the clients in a 2 minute presentation, which is why we made sure that all the basic features needed to have an adequate level of functionality, and also because this is what we were basing our last prototype on. We also wanted to incorporate all our initial ideas that were generated in the conceptual design process and during the development of prototype II to ensure a higher fidelity and therefore, more accurate feedback.

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 create accounts using the sign up page - Primary step before users are able to order, therefore it is critical that this feature is functioning - Test is for de-risking (Should make sure that this is working before continuing to other features that are dependent on this)	- Physical and focused (using the actual website and focusing on just the sign up page) - Team members will create and account and observe how the data entered into the website is handled - Potential clients will create an account as well	- Success rate of users creating new account How long it took the users to make the account as well as how complicated it was - The team will use this data to improve the sign up page as well as proceed to next steps for testing the page (where the data is stored, how these users will log in etc.)	Sign up page needs to be up before testing can begin The app needs to be connected to the website 2-3 days to set both up and test
2	- Site owners are able to connect with new users (owners are notified of a new user account) - Need to make sure that the website owners have access to these credentials or else they cannot be used - Test is for de-risking (need to make sure that this is functioning since other aspects are dependent on this feature)	- Physical and focused (using the actual website and focusing on the interaction between the website and mobile app) - Team members will attempt to input data into the website (ex. Creating an account, asking a question etc.). Team members will then look at the mobile app from the website owner's perspective and note the transfer of data	- How long it takes the website owner to be notified with a new user - To determine if pages with input boxes are feasible (will the owner of the website be able to read the review, answer comments etc.)	App needs to be set up and connected to the website Team members need to fill in arbitrary input slots and observe how that information is received by the website owner 2 days to set up, test, and analyze the data that was transferred from the website to the mobile app
3	App is responsive to the website Important since it provides the website's owners access to the website's activity and updates (key for online ordering) Test is for de-risking (should make sure this feature functions since there will be many updates transferred between the website and the app)	- Focused and physical (using actual website and app to determine a specific functionality, ie. the data transfer) - Team members will enter data into the website and observe how long it takes for the data to be transferred over to the webapp (how accurate the data is, if there is any loss of information etc.)	- Accuracy of data transferred - Data transfer time - Used to ensure that web owners have access to these credentials, if not, the team would need to find another method as soon as possible	- Need to set up app before testing begins - Setting up the input boxes are another dependency as the data transfer between the app and the website cannot be reviewed until there is a designated space to input data 3-4 days to set up preliminary features and then begin testing the specific component

Figure 3.2.1 Sample Test objectives

Test ID	Stopping Criteria
1 (Account creation)	Users are able to create an account successful The account credentials are stored
2 (Website owner interactivity)	Mobile app is able to receive notifications Website owners can view notifications and the content within
3 (Website to app response)	The data provided from the website to the mobile app is accurate and timely
4 (Simplicity)	Clients are able to navigate the website within a given timeframe Clients are able to describe the website as simple

Figure 3.2.2 Sample stopping criteria

Potential Clients Feedback

- Like the different options for allergies and handicaps
- Make font slightly bigger/clearer
- Add food types in the menu (ex. Specify if a item is vegetarian, vegan, gluten free etc)
- Like the categories
- Add a note for sign up process that specifies what the information is used for (helps ease users)
- Stick to specific fonts, some texts seem slightly out of place
- For sign up page, space out sections so that the text takes up more of the page, a bit weird how it's all compressed
- The "submit" and "back" buttons look slightly out of place on sign up page, consider different font or sizing
- Like the different redirect buttons after signing up
- When specifying allergies/disabilities when signing up, maybe use something like a dropdown menu (ex. Instead of listing all allergies, do a "yes" or "no", and when they hit "yes", that's when you can display all the allergies)

Figure 3.2.3 Sample potential client feedback

Client Feedback

- Very well done in terms of the layout of panels
- Really liked the allergies/handicaps selection on sign up page
 - Gives personal touch to users and shows them our concern for wellbeing.
- Liked the confirmation page
- Like how menu is organized and separated so that the user can see the different categories, the menu items,
 and then the cart
- Missed one or two steps in the ordering process
- Consider live tracking, consider immediate feedback of what the live drone is doing
- Add an option for if the user wants to interrupt the ordering process (ex. They want to change their order or change the address)

Figure 3.2.4 Sample actual client feedback

As mentioned previously, we placed an importance on the feedback we received, but since we received feedback from the actual clients (figure 3.2.4) we were designing the UI for, we made sure to incorporate all of their feedback into our next design. Previously, we would make attempts to incorporate as much of the potential client feedback as we could, given time constraints and the constraints of the website, but with the feedback from the actual clients, it was of utmost importance that we have resolved all the issues they had with the website before we present it to them the next time, which would be Design Day.

3.3 Prototype III

For our last prototype, we yet again defined a list of test objectives (figure 3.3.1) and stopping criteria (3.3.2), the only difference was that we would be doing comprehensive prototyping for the first time. We

combined many of the subsystems we tested in the focused prototypes. This was quite time consuming, therefore it would be suggested to start as early as possible in order to get the combined systems functioning to the fullest extent. For the third prototype, the team needed to make sure that all the feedback from the previous prototypes were taken into consideration and that we would be able to incorporate as much as we could into the final design. Two subsystems that required focused prototyping were the live chat and the contact page. These were two aspects were implemented nearing the final design and were not discussed during the initial design as these were two solutions provided to satisfy the clients' critiques of the previous prototype.

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 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).	- Physical and comprehensive (using the actual website and testing the overall functionality of the website) Team members and potential clients will attempt to navigate the restaurant They will be given a specific task or they can navigate freely.	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, and if not, the team will make modifications as needed	- 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 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.

Figure 3.3.1 Sample Test objectives

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

Figure 3.3.2 Sample Test objectives

We also got some additional feedback for the third prototype (figure 3.3.3) to see if the potential clients were satisfied with the changes made. They needed to review some aspects that were already reviewed in earlier prototypes, but since the team updated some of these features, we needed to make sure that the clients were content with these modifications.

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

Figure 3.3.3 Sample Feedback

The team reviewed the feedback, but given the time constraints and Design Day coming soon, we could only make a few modifications using the feedback.

4 Final Website

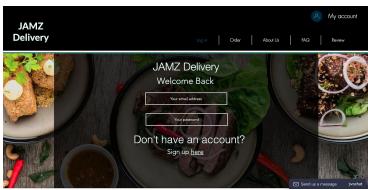
Our final website used a dark theme. We noticed how a lot of delivery services had bright themes and white backgrounds, but we decided to use black as the main colour since it seemed more



contemporary and less traditional while not being too different from other UI's. On our homepage, we included an address bar where users can search for nearby restaurants. It uses a Google API key which was obtained by a member from the Google Cloud API Platform. We got the Google Autocomplete so users would not need to type in their entire address, thus simplifying the process. At the top right, we have an account icon where users can

Figure 4.1 Homepage

check their account activity. Below that, we have a bar that contains the names of all the web pages that users can navigate to. To log in, users can press the "login" button in the navigation bar. There, they can log in with their email and password. For new users, there is a redirect link underneath that they can click on to access the sign up page. As a team, we noticed that many websites had pages such as these, where there would be a sign up button, but for existing users, there would not be a login button. Existing users would need to press the sign up page and would then be redirected to a login page. We decided that it would be simpler to have our pages the other way around, therefore we would have a login button, and



new users would be the ones that need to be redirected. We applied simple logic and decided that new users would realize they could find a signup page through the login page, since this is what some websites do. It also eliminates the amount of times existing users would need to be redirected since every time they would need to sign in, they would have to go through a sign up page.

Figure 4.2 Login Page



On our sign up page, we have a multistep process form which was a suggestion by a potential client to ensure ease of use. Users would need to enter basic personal information, such as their name, phone number, email, and address. We've also included a checkbox list that lets users identify if they have any allergies or handicaps that the operator of the drone would need to be aware of. This is a slightly different

feature from traditional UI's, but it is necessary since the drone could experience cross contamination which poses a health and safety risk to users.

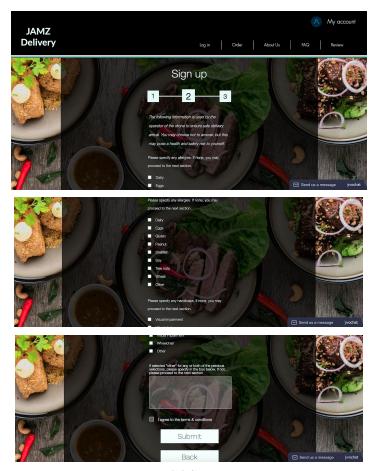


Figure 4.3.2 Sign up page

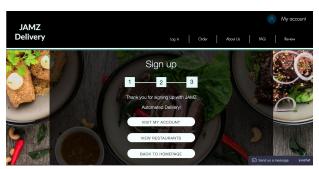


Figure 4.3.3 Sign up page

After users enter the required information, they will be shown a confirmation page with three buttons that will redirect users to their desired page. We included these buttons for ease of navigation and so users can understand completely that their request form has been submitted.

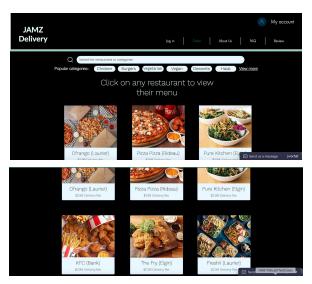


Figure 4.4 Order Page

On our order page, we included a search bar at the top as well as popular categories so users can find restaurants with ease. We also added pictures of the restaurants with their location and delivery fee, which can be easily modified by the clients.

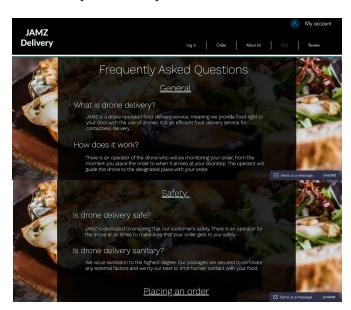


Figure 4.5 FAQ Page

In addition, we included a FAQ page that is categorized by general questions. We provided basic questions and answers, but the clients can change it to their preference.

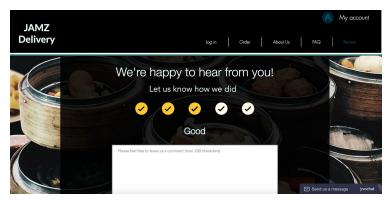


Figure 4.6 Review Page

On our review page, we incorporated a 5 star rating method and a 250 character limit comment section. We wanted to keep the design simple so users would be motivated to leave reviews of the website.

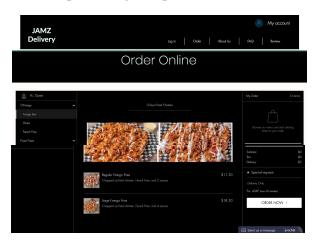


Figure 4.7.1 Online Ordering Page

The online ordering page is accessed by clicking on the desired restaurant on the order page (figure 4.4). On the online ordering page, users can add any items they want to their shopping cart. To the right, the items can be grouped into different types of food. The cart displays the calculated total with taxes. This online ordering form was pregenerated for us on Wix. However, it was up to us to add all the menu items and find the prices. In order to incorporate the taxes and calculate the total, we needed to set up the currency and figure out how much we wanted to charge for taxes (which was %13).

After proceeding to check out, users will click the check out button. In order to have full access to the online ordering features, the team assigned one person to upgrade the website to the Wix Basic Business plan. From there, we were able to see what the pregenerated online ordering process looked like and how we wanted to modify it to fit our client needs. If users check out as a guest, they would need to re-enter their address to confirm that their designated place of delivery is within 10 km (figure 4.7.2), as specified by the clients. Once that is confirmed, they will be asked for their preferred payment method. We implemented Paypal as an available option, but the clients can easily change it to their preference. From there, users will receive a confirmation email with a link to our drone tracking page.

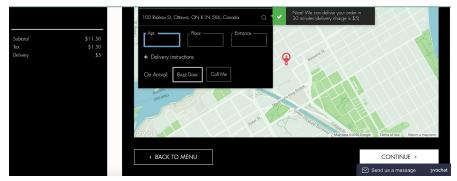


Figure 4.7.2 Online Ordering Page

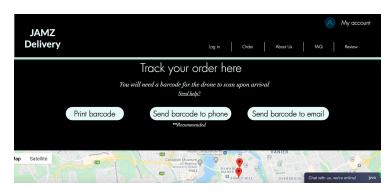


Figure 4.8 Drone Tracking Page

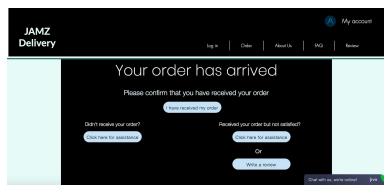
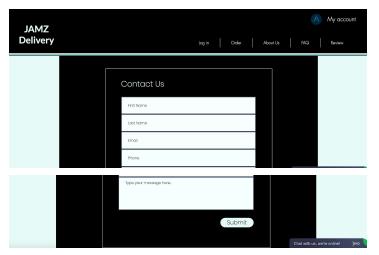


Figure 4.9 Confirmation Page



Our drone tracking page includes three buttons which indicates that users have three options to access the barcode that is required for the drone to scan upon arrival. Users can print it out, have it texted to their phone, or email it. We've also included a map for live tracking.

After an order has arrived, users will be shown a confirmation page that asks them to confirm the order's arrival. This page was added as a suggestion by the clients. We included a button for when a user is satisfied, which redirects them to a thank you message. If they are not, they can be redirected to our review page (figure 4.6) where they can let us know how their experience was. They can also choose to be redirected to our contact page, where they can write us a message or inquiry.

On the contact page, they can list their name, phone, and email, if they are a guest. They can write any message they want. From the website owner's perspective, they will receive a notification that

someone has submitted a form. Owners can respond to the user's concerns via email.

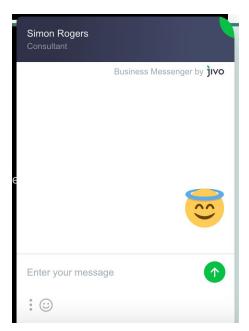


Figure 4.11 Live Chat

Moreover, we included a live chat that is available on every page in order to maximize user experience. This was added in order to ensure that users knew that the website is reliable and responsive. This feature was to ensure that we were deviating from the mistakes of traditional services, like the businesses we benchmarked, since many commented on their lack of customer assistance.

5 Conclusion

In conclusion, our website focuses on finding the balance between innovation and simplicity. We did so by emphasizing client needs, design specifications, benchmarks, and user feedback. We learned many new skills that were applied to the website design process. There were many aspects we could have improved upon, but our design was made by making sure we were meeting every client's needs.