**Project Deliverable F: Prototype I and Customer Feedback**

GNG 1103 – Engineering Design

Team A14

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| --- | --- | --- |
| Student Number |  | Name |
| 300112652 |  | Josie (Jingshu) Fu |
| 300112337 |  | Nicolas Strebel |
| 300072471 |  | Disala De Silva |
| 300149657  300199652 |  | Brunel Sontia  Sacha Saleh |
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Faculty of Engineering - University of Ottawa

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# Introduction

This document contains the contents of deliverable F which includes a brief overview of the type of prototype that will be built, the test plan and objectives of the prototype, the results and feedback of the prototype tests, as well as an analysis of the results and future improvements that could be made to the prototype.

Table 1 below is a summary of the prototype test plan. This will be used to determine what kind of prototype to build, as well as bring emphasis on the objective and goals for testing the prototype. With that information, the team will be able to know exactly what aspects of the application should be focused on to improve for future prototypes and the final product.

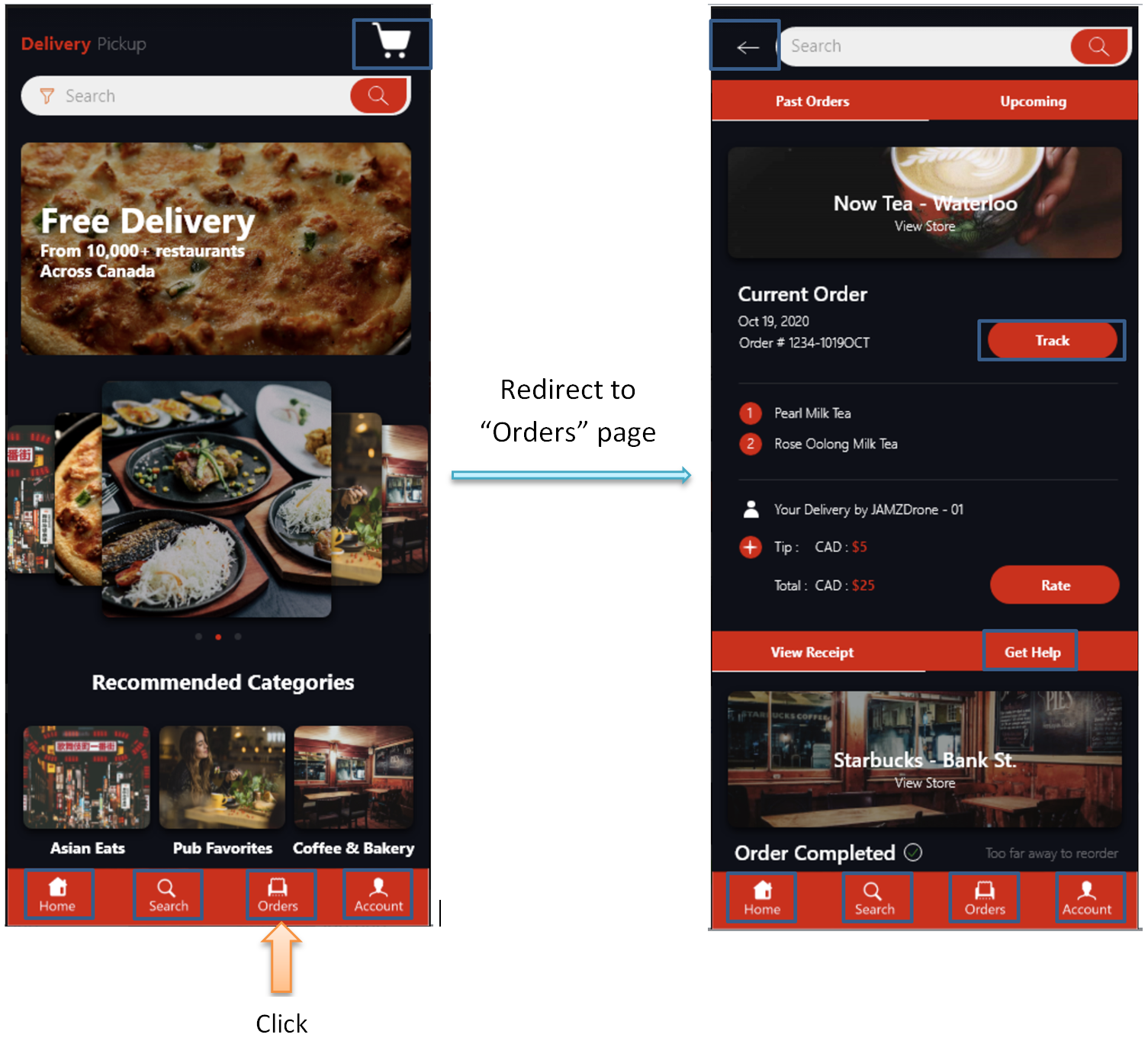
# **Table 1:** Prototyping test plan based on the template provided in “Lecture 11 - Prototyping Test Plan”

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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 used (How)** | **Estimated Test duration and planned start date**  **(When)** |
| 1 | **Testing UI**  Testing for the application’s overall design layout.  The objective is to receive feedback on the design and layout of the prototype. | * Experimental and focused. * Only focusing on the design layout aspect of the application and the overall aesthetics. | * Results will be recorded in a table on a scale of 0 - 5, with 0 being terrible and 5 being the best. * Testers will be provided with all the prototype pages of the application for them to evaluate. * For any given value below 4/5 , the tester will be asked to provide a reason and a way to improve on the overall aesthetics. | * Upon completion of the prototype, the testing will take 10 minutes in total. 5 minutes will be for the tester to go through each page of the prototype, and the other 5 minutes will be dedicated to receiving feedback and suggestions for improvement by the user. |
| 2 | **Testing the UX**  Testing for how intuitive the application is and its ease of access as well as usability.  The objective is to receive feedback and constructive criticism on what could be improved. | * Experimental and comprehensive. * Will test the application as a whole in all aspects of usability. | * Results will be recorded in a table on a scale of 0 - 5, with 0 being terrible and 5 being the best. * Testers will be given a series of short tasks to complete on the prototype with little to no assistance. * For any given value below 4/5 for any of the short tasks, the tester will be asked to provide a reason and suggestions on how it can be improved. | * Upon completion of the prototype, the testing will take 15 minutes in total. 2 minutes will be for the tester to go through each page of the prototype; the other 8 minutes will be used to ask the tester to complete the series of short tasks, and the final 5 minutes will be dedicated to receiving feedback and suggestions for improvement by the user. |

# Prototype I

For the first prototype, the team decided to proceed with a low fidelity, experimental and comprehensive-type prototype. This was done by creating each application page (login page, main menu page, order page etc…) on Adobe XD and posting each page on a slide in Microsoft Powerpoint. With the use of hyperlinks, the team was able to create an interactive aspect to the prototype allowing the user to click on certain buttons on the page which would then redirect the user to the proper page.

For example, in Figure 1 below, if the user were to click on the “Orders” button, the user would be redirected to the “Orders” page.



**Figure 1** - The interactive aspect of prototype I on Microsoft Powerpoint

# Prototype Simple Analysis

The prototype consists of a few key features that allows it to stand out from the rest of its competitors. The dark color scheme is a main feature that represents the company’s, JAMZ’s, colors. Although it may not be an option most users would choose, it is a small feature that allows users to use the application at much later hours and it prevents soreness in the user’s eyes. Another great feature is the large font, images, and labels which all create a very easy-to-use layout and would provide users with little to no trouble navigating through the application. Immediate access to the shopping cart on most pages also allows for greater and easier navigation to completing your order. The cart will cache the items and keep them there until they are purchased or removed. These are all the additional features that are not seen in everyday food delivery applications and will help encourage a wider variety of users to make the JAMZ food drone delivery application their main application.

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# Prototype Stopping Criteria

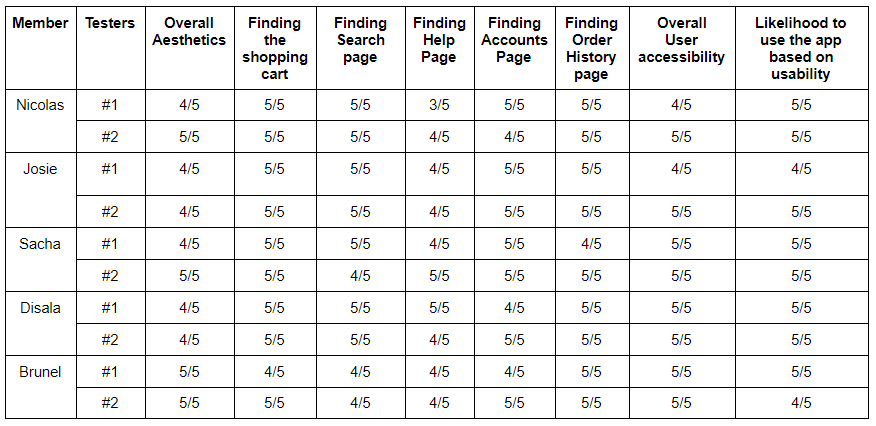
Testing and improving the user interface and experience is a critical process when creating a prototype. Considering the information covered within the class, the team decided it was logical to continue testing until we achieve completeness of our proof of concept and get all necessary feedback for each subsection provided in Table 2. However, given the little amount of time left after completion of the prototype, the main stopping criteria would be time. As a result, each member is asked to find at least 2 testers to test the prototype within the remaining time before the deliverable is due.

# Prototype Test

In order to test the prototype within the restricted time limit, each team member is asked to find two testers to use the prototype and provide their impressions on it. In Table 2 below, participants were asked to rate various important aspects of the prototype on a scale of 0 - 5, with 5/5 being the best score possible. Participants have also been encouraged to leave any comments and/or suggestions for improvement about their experience with the prototype.

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# **Table 2:** Prototype 1 Test Results (score out of 5)



# Tester’s Comments and Suggestions

Nicolas - User #1**:** Thought the **color scheme could have been better**. Had **difficulty finding the help page** but overall a good app and very **standard compared to other apps like Uber Eats which makes it easier to navigate for new users**.

Nicolas - User #2: Liked the aesthetics and layout of the app. The process of ordering food and the fluidity of one page to the next was good. Would have **liked to see a more comprehensive help page as the one offered is limited. Would like an option if the issue is not displayed**.

Josie - User #1: “Nothing is perfect” in terms of aesthetics. **Likes the colour pallet of black, red, and white**. 4 main features (home, search, account, and orders) were easy to find. **Could make the general help page easier to find and accessible** (found it in the orders page). Hasn’t used a delivery app before, **prefers the order history to be in the accounts setting (like amazon**).

Josie - User #2: Colour palette is “alright”. Some **pages could be more consistent with formatting**. Finding the main pages were easy. **Finding the help page was a little more work, maybe make it more visible.**

Disala - User #1: Liked the modern aspects and ease of use but **didn’t like the dark background and color scheme. Suggested a more neutral color palette.** Try to **add more features to the finding accounts page**.

Disala - User #2: Appreciated the design aspects and how easy the product was to use! **Extremely nice layout and super simple buttons to move around**. I would **recommend adding a light mode and allowing for more customizable colors** maybe? Also, maybe **try to have some more options on the help page and continue the theme throughout the app**. But overall, a very great application.

Sacha - User #1:Rarely uses food delivery apps but as a beginner found the app very **easy to learn/comprehend**. Noticed a lot of **interesting features that speeds up the process a lot**.

Sacha - User #2: **Liked the layout and design of the app**. Noticed different features adopted from other big name food delivery apps (Uber eats/skip)

Brunel - User #1:Really liked the aesthetics but had **slight difficulty finding the different pages**. User **thought the design layout was a little complex which means it could be even harder for handicaped people.** **Suggested that the buttons have some kind of explanatory text** underneath or next to them.

Brunel - User #2: Found the **overall model easy to use except for finding the search and help page**. Could recall many features from different apps of the same type which made it easy for them to navigate the app.

# Analysis of Results

After a comprehensive analysis of the testers comments and ratings, it has been determined that several changes could be made to improve the UI and UX of the current prototype for the application.

The color palette is a recurring comment. While some may like the color palette and its uniqueness, others find it off-putting. We may consider changing to softer colors in order to appeal to those who are used to the usual white and “other bright color” used by other food delivery applications such as Uber Eats and SkipTheDishes.

It has been mentioned several times that the help page is difficult to find. Also reflected by the ratings, finding the help page is not intuitive as you have to go through the order history page in order to reach the FAQs and help. To make the process easier, it is necessary to add a more upfront location for the help, possibly located on the accounts page or have a button that will permanently stay on every page so you can contact support if you have any difficulties during any part of the process.

The users have shown to like the layout and features of the application as they are similar to other food delivery apps. This allows new users to order food without having to learn an entirely new process. Results also show that the search page and the shopping cart are both easily accessible and easy-to-use.

Overall, some aesthetic and navigational issues must be resolved going into prototype II but the application as a whole is nonetheless accessible and intuitively designed (as commented by testers).

# Conclusion

In this deliverable, we as a group completed a major step in the design process; the creation of our first prototype. By developing and using our test plan and considering the resulting feedback, we were able to get a good understanding on how we can improve our user interface and experience for the future. As a result, we can now move on to developing our second prototype which will adopt the concepts mentioned above in the analysis section to better appeal to the client and future potential users.