**Project Deliverable C:**

GNG 1103 – Engineering Design

Team A14

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**Introduction**

Following the client meeting held on Friday, September 22nd with the JAMZ team, a review and an analysis of said meeting has been recorded. This document presents various aspects that will aid in the design of an Android application to be used by customers of the JAMZ drone-delivery company. Metrics, benchmarking, and target design specifications have been identified in order to gain better understanding of the project. In addition, certain key benchmarking specifications have been classified according to their degree of importance. Three additional tables containing design criteria, constraints, design specifications and additional benchmarking can be found in a supplemental file (<https://bit.ly/3lswIIC>).[[1]](#footnote-0)

**Benchmarking**

**Table 1:** Application and Specifications Benchmarking

|  |  |  |  |
| --- | --- | --- | --- |
| **App**    **Specification** | **Uber Eats** | **DoorDash** | **SkipTheDishes** |
| **Size (megabytes)** | 51 MB | 26 MB | 15 MB |
| **# of languages** | 34 | 3 | 2 |
| **Country Availability** | 45 | 3 | 1 |
| **Cost** | Free + Premium Subscription | Free + Premium Subscription | Free |
| **Min. OS Requirements** | Android 5 - Lollipop | Android 5 - Lollipop | Android 5 - Lollipop |
| **Tracking systems** | Real-Time Tracking with GPS  In-app notifications only | Real-Time Tracking with GPS  In-app notifications  SMS messaging on driver’s location | Real-Time Tracking with GPS  Restaurants have their own readily available couriers  In-app notifications  SMS messaging on driver’s location |
| **User Accessibility** | Big Visual Images for Restaurant detection | Big Visual Images for Restaurant detection | Big Visual Images for Restaurant detection |

**Table 3**. Application Specifications

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **App**    **Specification** | **Importance/**  **Weight** | **Uber Eats** | **DoorDash** | **SkipTheDishes** |
| Size (megabytes) | 1 | 1 | 2 | 3 |
| # of languages | 2 | 1 | 2 | 3 |
| Available Countries (#) | 1 | 1 | 2 | 3 |
| Cost | 4 | 2 | 2 | 3 |
| Min. OS Requirements | 5 | 3 | 3 | 3 |
| Tracking systems | 5 | 1 | 3 | 2 |
| User Accessibility | 3 | 3 | 3 | 3 |
| Total | N/A | 41 | 55 | 58 |

For this User benchmarking, three large companies have been selected for their popularity and use in North America. *Uber Eats, Doordash* and *Skip the Dishes* all offer food-delivery services and have a customer-friendly UI.

Uber Eats is arguably the one of the best apps available for food delivery. According to customer feedback, it is very easy to use and displays a good selection of the local restaurants, as well as the respective **delivery fee and estimated time** for each one. Unlike the other apps, UberEats lets you **schedule a delivery** instead of making it deliver as soon as possible. This functionality will ideally be implemented in the application model, time permitting.

DoorDash is also an exemplary application. Although it’s **not as effective or as popular** at UberEats, it still contains a good tracking system. Users reported that they were able to easily verify where their food was since the tracker is very efficient and uses **real time tracking**. It is also relatively easy and fast to order food with DoorDash. Unlike UberEats which only tells you they’re unavailable, DoorDash tells you the **exact opening hours** of different restaurants which can often be useful. Additionally, this application is special since it enables the users to make group orders with their friends and families.

Finally, SkipTheDishes is older than both of these other companies. It is easy to navigate and has the **best layout** out of the three apps. SkipTheDishes also contains more **enjoyable and interactive animations**, making it more appealing to the user. This app also shows **suggested searches** to make the customer’s order faster and easier. It also boasts a variety of additional features, in comparison to the other two, used for this benchmarking.

Knowing that these three applications are very similar in goal and functionality, one can easily depict that their shortcomings also are. In terms of user benchmarking, many individuals have reported bugs in placing orders for all three of these applications. Sometimes, they were **charged double or even trice the price** of their order or for some things they didn’t even buy. Lots of customers also found it very **difficult to cancel their orders** once they’ve placed it. Furthermore, for the DoorDash app, there is **no contact page for customer service** which often creates frustrations upon the users. For SkipTheDishes, it appears that the **tracking system is very inefficient** and that the application has very poor support in their chat function where you can receive help with any issues.

The success of these companies and their customer UIs is undeniable. Many of the core features that will be built into the prototype will draw inspiration mainly from the ones discussed, and others alike, while nonetheless having their own identity. It is expected that the final prototype will largely resemble these successful and outstanding applications.

**Client Meeting Reflection**

Prior to the team’s first client meeting, a short description of the project and the client, JAMZ, was provided. It was understood that the team was required to create a front-end drone food delivery application for the new drone delivery business - JAMZ Delivery, however, the objectives and detailed client needs, client objectives, and application requirements were still unclear.

While there were a couple of changes in the team’s perception of the problem and project itself after the client meeting, the meeting also confirmed some of the ideas and understandings the team had in the beginning. For one, the team’s idea that the application had to run on either an Android or IOS platform was confirmed. The client meeting also confirmed the focus and objectives for the team to achieve for this project and provided a document with a clear list of needs and application requirements. What the team did not know was that the application did not have to be implemented on both, and that there was also a website design option to do as well. The team also did not know that they did not need to worry about implementing functions in the app that required back-end information, such functions include the application’s payment process.

After discussing with the client, a deeper understanding behind the development and future plans of the business, the potential users and uses of the food delivery application, and technical aspects of the food delivery application was achieved. This allowed the team to narrow down what exactly was needed of them, and this was to focus solely on the food delivery application’s UI and UX design. While the expectations became clearer, the team is still unsure about how some features will be implemented without some back-end information, such as code used in the application’s live-tracking feature. This question, along with other questions related to the UI/UX will be discussed in the next client meeting.

# **Conclusion**

Within this deliverable, we were able to take our client needs and translate them into functional and non functional design criteria, constraints and list any cases where units of measurement can be expressed. We then effectively benchmarked application specifications of delivery service apps already established within the market. With that we then assessed which one (in our case SkipTheDishes) had configured our vision of a user interface the most. Finally, we discussed our projects specific design specifications. After this assessment, we are now on the right track to begin constructing our conceptual design.

1. Supplemental file approved by TA, Xiatong Cai, link can be found in introduction and file will be submitted along with this report. The link is a group document and not an external source. [↑](#footnote-ref-0)