

Design Documentation

User Experience Design (Systems)



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Module: User Experience Design (Systems)

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Table of Contents

1. Models	3
1.1 Persona	3
1.2 Hierarchical Task Analysis	3-7
Discussion	6-7
1.3 Object Analysis	7-9
Discussion	9
2. Styleguide	10
2.1 Templates	10
2.2 General Design Principles	10-12
2.3 Individual Components	12-16
2.4 Component Specific Guidelines	16-18
2.5 Styleguide Discussion	5
3. References	18

1. Models

1.1 Persona



Alexios

Age	32
Gender	Male
Occupation	Game Developer
Marital Status	Single
Location	Surbiton
Other traits	Reticent
Foodie	Not Really

Online locations	Mobile phones & Laptops
Internet Usage	5-6 hours
Computer(s)	MacbookPro, iPhone

TECHNOPHOBIC TECH WIZ

What Alexios wants and need?

- Wants to eat as soon as the user reach back home from work.
- Does not like cooking food.
- Do not want to spend time standing in the kitchen.
- Wants to eat hygienic, healthy, good quality, tasty and fresh meals daily.
- Wants food at home comfort.
- Wants to see multiple food options before ordering.
- Sometimes the user wants quick bite meals.
- Wants to eat fresh meals daily.
- Wants affordable food options.
- Wants special offers on meals.
- Wants discount coupons and promo codes.
- Wants food according to their dietary requirements (Gluten-free, vegetarian, etc.)
- Wants regional food cuisine options.

Obstacles Alexios faces:

- Do not like cooking food.
- Do not know how to cook food.
- Cannot cook fresh meals everyday.
- Don't like to stand in queues waiting for food to get prepared and get back home.
- Feels tired after coming back from university.
- Don't get time for cooking after a long tiring day.
- Buying vegetables from market is painful and time consuming.
- Can't afford eating from offline restaurants as they do not provide discount offers.
- Not getting timely meals.
- Bound to eat packaged, tinned, preserved, processed and frozen foods.
- Being a bachelor is tough.

"Food is an essential part of my life and being a student I order food from online food delivery apps almost every day."

1.2 Hierarchical Task Analysis

Task1: "Find any restaurant of your choice that delivers at your current location in minimum time and explore its food menu to find food of your choice."

Notes:

i) Task1: Entering the delivery location is an essential step required at the beginning of all the three tasks. The platform provides search results on the basis of the user's location.

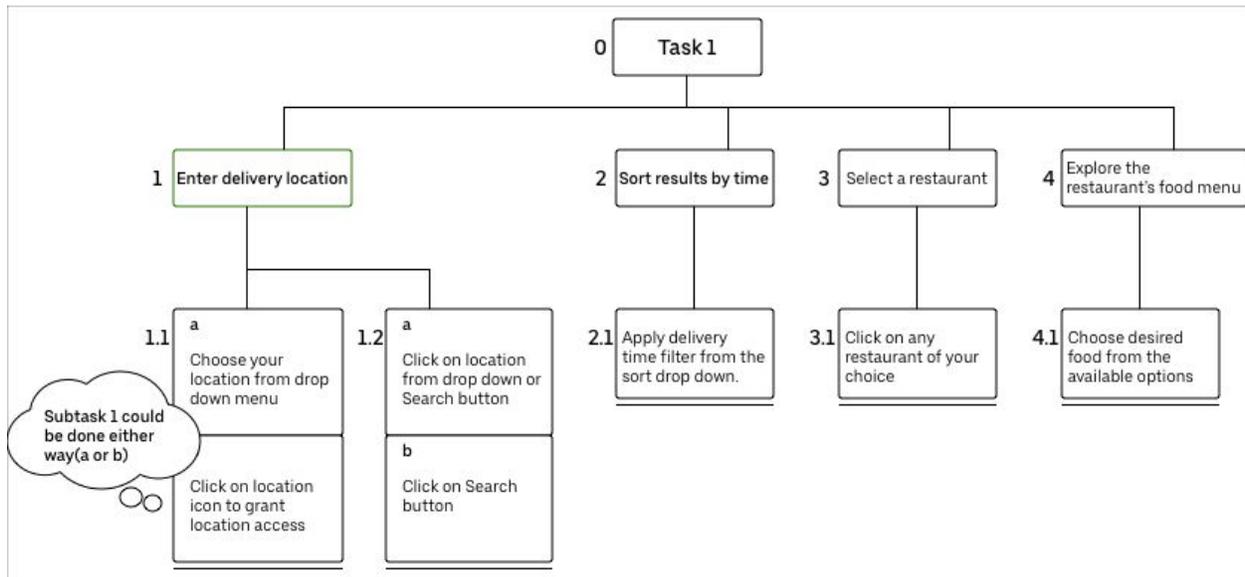


ii) Task1: This task could be performed in two ways, either 1.1 or 1.2. If the user after entering the location in the text field chooses a location from the drop-down menu (i.e. 1.1a), then they must click on the location from the drop-down menu or click on the Search button (i.e 1.2a).

If the user clicks on the location icon to grant location access (i.e. 1.1b), then the user must click on the Search button (i.e 1.2b).

iii) Task3: Users can select any restaurant of their choice.

iv) Task4: Users may select any food item that they want to eat.



Task2: “Order food from your favourite cuisine restaurant according to your eating preferences (Italian, English, Chinese, et cetera.) and dietary requirements (Vegan, Gluten-free, Halal Meat, Dairy-free, et cetera.) add the food items to your cart/basket. (Note: You may add any preferences of our choice.)”

Notes:

i) Task1: Entering the delivery location is an essential step required at the beginning of all the three tasks. The platform provides search results on the basis of the user’s location.



ii) Task1: This task could be performed in two ways, either 1.1 or 1.2.

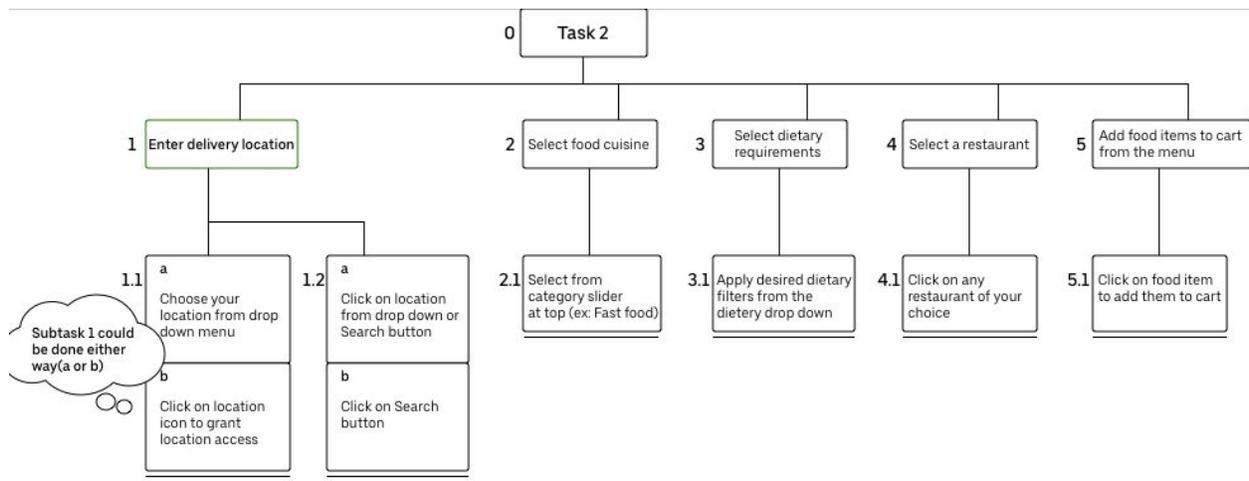
If the user after entering the location in the text field chooses a location from the drop-down menu (i.e. 1.1a), then they must click on the location from the drop-down menu or click on the Search button (i.e 1.2a).

If the user clicks on the location icon to grant location access (i.e. 1.1b), then the user must click on the Search button (i.e 1.2b).

iii) Task3: Users can select any restaurant of their choice.

iv) Task4: Users may select any food item that they want to eat.

v) Task 5: Users may add as many items they want to in their cart.



Task3: “Now try modifying your order by adding more items to your cart and also deleting some items from your cart. ”

Notes:

i) Task1: Entering the delivery location is an essential step required at the beginning of all the three tasks. The platform provides search results on the basis of the user’s location.



ii) Task1: This task could be performed in two ways, either 1.1 or 1.2.

If the user after entering the location in the text field chooses a location from the drop-down menu (i.e. 1.1a), then they must click on the location from the drop-down menu or click on the Search button (i.e 1.2a).

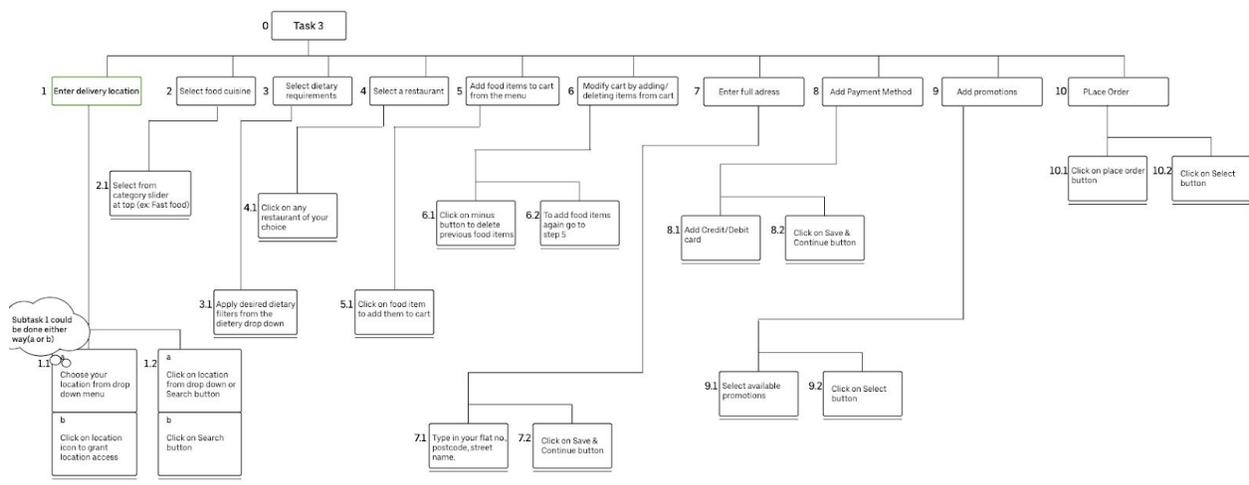
If the user clicks on the location icon to grant location access (i.e. 1.1b), then the user must click on the Search button (i.e 1.2b).

iii) Task3: Users can select any restaurant of their choice.

iv) Task4: Users may select any food item that they want to eat.

v) Task 5: Users may add as many items they want to their cart.

vi) Task 6: User has to delete some items to stay in budget.



Discussion:

Task 1:

The task flow for the first task starts with entering the delivery address first, as it is an essential data needed to refine the results in a way that the user sees only the restaurants that deliver at their residence.

In the current design, the text used on the CTA is “find food”, which creates an impression in user’s mind to type in the food names they want to eat, instead of their delivery address. Therefore I changed the name of the CTA from “Find Food” to “Search”.

In the current Uber Eats design, the results that the users see are unsorted. The users are unable to find a restaurant that can deliver in minimum time at their doorstep. Neither the website has any sorting filters to sort the results by time. Therefore, in the redesigned prototype, I have added a whole new section for the filters. Now, the user can easily sort their results based on time by selecting the time filter from the sort menu.

Task 2:

The task flow for the second task starts with entering the delivery address first, as it is an essential data needed to refine the results in a way that the user sees only the restaurants that deliver at their residence.

In the current website, users do not find any filters to make their task easy and therefore they end up not completing the second task.

Now, the redesign provides filters for users to refine or filter their results based on their favourite food cuisines or categories, prices, delivery time, restaurant’s popularity, special offers, ratings and dietary requirements.

Task 3:

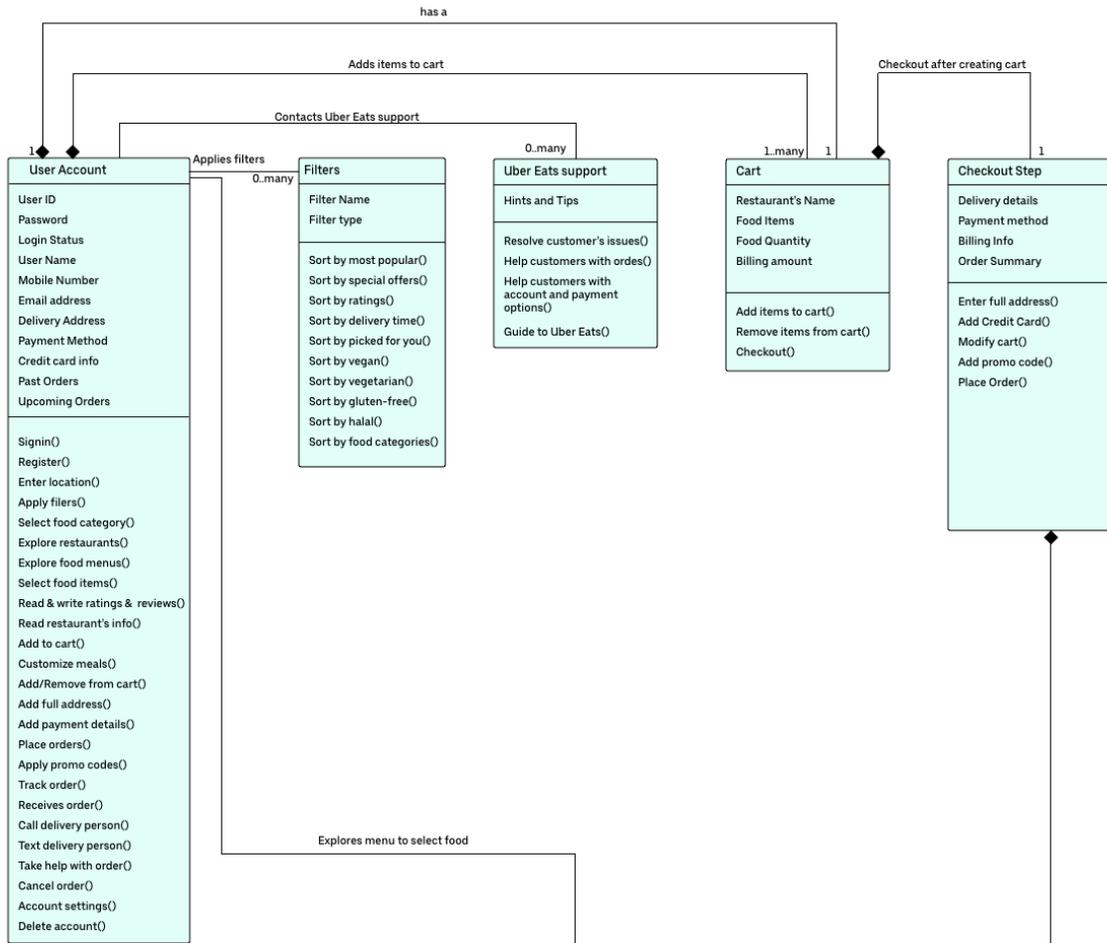
The task flow for the third task is the same until subtask 5 of task 2. After that, the redesign offers users with add and remove buttons for adding or removing items to or from the cart respectively. These buttons ease out the task as it only takes one click to add or remove items.

While in the current UberEats website the user has been provided with a drop-down menu with the number and remove options hiding inside.

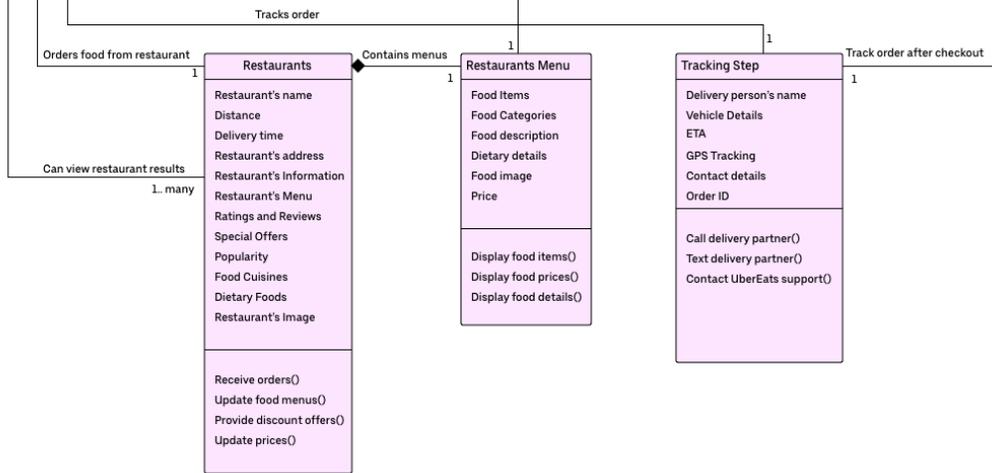
The new buttons make the process more interactive for the users as the users can see items adding or removing as they click on the buttons.

1.3 Object Analysis

View Controller Layer



Data Layer



Discussions:

The process of creating the object model was broken into three significant steps:

- i) Identifying the objects.
- ii) Defining or characterizing the relationship between the objects.
- iii) Identifying each object's attributes and actions (functions).

Identified Objects:

- User account
- Filters
- Cart
- Checkout
- UberEats support
- Restaurants
- Restaurant's Menu
- Track Order

The reason behind choosing them as objects is that because users interact with them. Furthermore, these objects were divided into two halves, i.e., the controller layer and the data layer.

Controller layer objects: The objects with which the users interact and manipulate.

- User account
- Filters
- Cart
- Checkout step
- UberEats support

Data layer objects: The objects that provide data to the users after manipulating the controller layer objects.

- Restaurants
- Restaurant's Menu
- Track Order

2. Styleguide

2.1 Templates



- The restaurants' results page has been redesigned using the above template.
- The restaurant's result page of the current website has been completely redesigned to a new one — the reason being that the current website does not have any filters on it. Therefore, there was a significant need for designing a new page with a filter section on the page.
- The above template has a filter section fixed on its left with increased accessibility, while the restaurants' card rows (3 cards in each row) being shifted a bit towards the right side of the page.

2.2 General Design Principles

While creating a prototype I followed these 6 general design principles:

(Nielsen Norman Group, 2020)

i) Visibility of system status

The redesigned website now has improved feedback to always keep users informed about what is going on within a reasonable time. Hover effect on the restaurant cards, hyperlinks, CTAs, buttons, radio buttons, checkboxes, icons, images, navigation bar and feedback effect on the text fields.

ii) Match between system and the real world

I have tried to use words, phrases and concepts familiar to the user, rather than system-oriented terms so that the information appear in a natural and logical order.

iii) User control and freedom

The redesign focuses on helping the users undo and redo if they make any mistakes while using the website.

- Add/remove buttons provided to add items again or remove any item if added mistakenly.

iv) Consistency and standards

The redesign focuses on maintaining consistency and adhere to standards. It is crucial as it ensures that the design is predictable and learnable. Now people should not have to wonder whether different words, symbols, situations or actions mean the same thing.

- Consistency in the sizes, colours and weights of the fonts used.
- Consistency in the colour of the CTAs.
- Consistency in the website's colour scheme.
- Consistency in the feedback effects provided.
- Consistency in the placements of elements.
- Consistency in the icons used.

v) Error prevention

In the redesigned prototype, error messages have been added to prevent errors from occurring in the first place. I have tried to either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.

vi) Recognition rather than recall

The redesign focuses on minimizing the load on the user's memory by improving the visibility of the objects, actions and options such that the user does not have to remember information. At each step, the design tries to provide instructions for use of the website and making sure that these instructions are highly visible and easily retrievable.

vii) Aesthetic and minimalist design

The redesign focuses on being highly aesthetic and minimalist. The users find the design very simple and easy to use with less irrelevant or rarely needed information.

viii) Help users recognize, diagnose, and recover from errors

The error messages have been expressed in plain language with icons for a better and precise indication of the problems and suggest solutions to them.

- Error message while customizing meals.
- Error message when the user tries to place the order without entering the flat number/building name.

2.3 Individual Components

i) Enter postcode or street address

The image displays two versions of a search input field. The top version shows a text field with the placeholder text "Enter postcode or street address", a location icon, and a "Search" button. The bottom version shows the same text field, but the location icon is expanded to show "Locate Me" text, and the "Search" button is highlighted.

- The above text field has been redesigned to improve the affordance of the component.
- The ghost text for the above component has been renamed from "Enter delivery address" to "Enter postcode or street address" to make it more clear for the users.
- It has a new actionable location icon that accesses the user's current location with just one click. When users hover over the icon, the icon gets expanded with a text saying "Locate Me." Therefore, the user's goals get more simplified if they provide an accurate location.
- The text on the CTA has been renamed from "Find food" to "Search."

ii) Permission to location access

The image shows a browser permission dialog box for "ubereats.com". The dialog has a title bar with a close button (X). The main content area displays "ubereats.com wants to" followed by a location icon and the text "Know your location". At the bottom, there are two buttons: "Block" and "Allow".

- The above dialogue box has been designed for Uber Eats to get user's permission for accessing their location. It is the user's choice of whether to grant access to their location or not. If the users want, they can click on allow, and if not, they may click on the block.
- The current website does not provide this feature.

iii) Restaurant cards



McDonald's® (Victoria Road)
£ • Burger • Breakfast and brunch
15–25 MINS 3.9 ★ (200+)



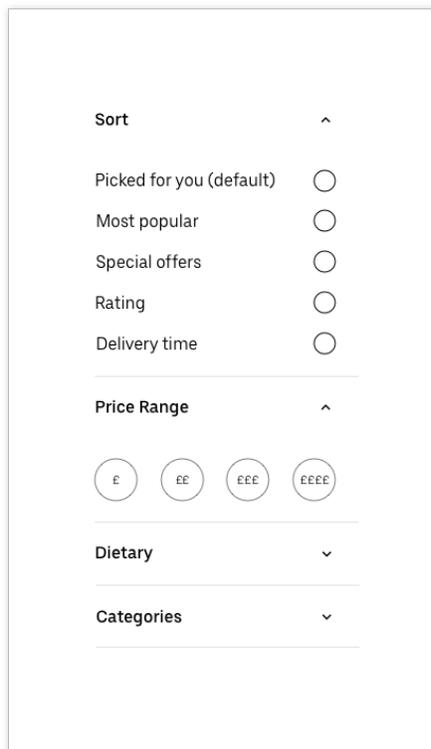
McDonald's® (Victoria Road)
£ • Burger • Breakfast and brunch
15–25 MINS 4.9 ★ (200+) 1.5 miles away

Normal state

Hover state

- The above component(normal state) now has an added feature on its hover state. Now when users hover over any restaurant card, they can see an immediate feedback effect from the component. The following feature has been added to improve the power of affordance.

iv) Filters



- The above component i.e., the “filters section,” is the most crucial feature of the website that needs to be added to Uber Eats current website. The current website does not have filters at all. Therefore, the users I performed the test on were unable to complete task2. They were not able to sort their results, neither they could refine or filter their results based on dietary requirements, food cuisines, time, popularity, etc.

- The redesign has a whole new section for the filters (sort, dietary requirements, prices, and categories). Now the users can easily apply multiple filters to refine their search results in order to achieve their goals.

v) Special offers



- There is a need for the current website to have this ongoing special offers banner upfront for the users to make them aware of the ongoing offers on nearby restaurants. Therefore, the above component has been added as a first element in the category slider.
- The current UberEats website does not contain this feature.

vi) Applied filters



- The above component has been designed to let the user see what filters they have applied, and if they wish to remove any of them, they could click on the cross icon.
- The current UberEats website does not contain this feature.

vii) Rating link



- The above component(normal state) now has an added feature on its hover state. Now when the user hovers over any restaurant's rating, they can see an immediate feedback effect from the component. The following feature has been added to improve the power of affordance.

viii) Restaurants' distance



- The above feature has been added to make users aware of the restaurant's distance from their residence.

ix) Halal food label



- The above feature has been added to make users aware of special dietary foods on the menu provided by the restaurants.

x) Meal customization pop-up

✕ Medium Big Tasty Meal

Select Size Please select an option
Required

Medium Meal

Large Meal +£0.40

Choose Side Please select an option
Required

Fries

Side Salad

Pineapple Stick

Carrot Bag

Choose Drink Please select an option
Required

Sprite[®] No Sugar

Diet Coke[®]

Fanta[®] Orange

Coca-Cola[®] Classic +£0.12

Oasis[®]

Tropicana[®] Orange Juice

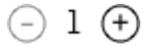
Buxton[®] Natural Mineral Water (Still)

Robinsons[®] Fruit Shoot Blackcurrant and Apple

Organic Semi Skimmed Milk

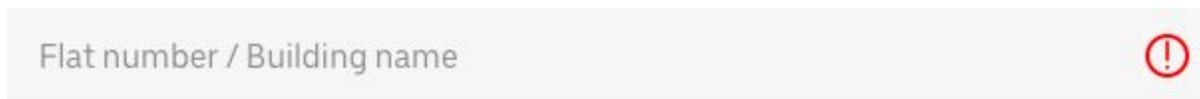
- The above component has been redesigned with an added error message saying, “Please select an option” for the users to let users know that they need to select few required options in order to add items to their cart.

xi) Add/Remove buttons



- The current website's drop-down menu used for adding and removing items from the cart has been replaced with one add button and one remove button. Now the users feel more comfortable while adding/removing items to/from their cart at the time of checkout.

xii) Enter Full address



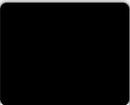
- The above component has been redesigned with an added feature of error when the user tries to place an order without mentioning their flat number/building name. The following scenario occurs when the users enter only their postcode for searching restaurants at the beginning. Therefore, at the time of checkout, the website automatically takes up only the postcode and the street name, but not the flat number/building. Furthermore, shockingly the user can still place the order without entering their flat number/building name on the current website.
- This added feature would make the users fill the required details.

2.4 Component-Specific Guidelines

Component Specific Guideline

01. Color palette

SHAPE UI ELEMENTS



Hex: #262626
RGB: (38, 38, 38)

Primary color



Hex: #FFFFFF
RGB: (255, 255, 255)

Primary color



Hex: #5FB709
RGB: (95, 183, 9)

Secondary color

FONTS



Hex: #262626
RGB: (38, 38, 38)



Hex: #FFFFFF
RGB: (255, 255, 255)



Hex: #5FB709
RGB: (95, 183, 9)

Hyperlinks



Hex: #5FB709
RGB: (95, 183, 9)

Errors

02. Typography

Aa

Uber Move Text

AaBbCcDd

Medium

AaBbCcDd

Regular

03. Iconography

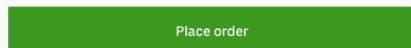
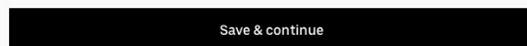


04. Grid Concept

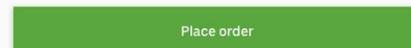
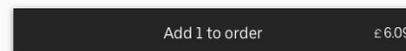
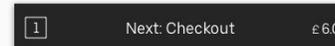


05. Buttons

PRIMARY STATE



HOVER STATE



ACTIVE STATE



3. References

Nielsen Norman Group. (2020). *10 Heuristics for User Interface Design: Article by Jakob Nielsen*. [online] Available at: <https://www.nngroup.com/articles/ten-usability-heuristics/> [Accessed 13 Jan. 2020].