National Institute of Design, R & D Campus, Bangalore

USER EXPERIENCE DESIGN

Food Ordering System

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Design for Digital Experience

Project Brief

- Designing online food ordering system that will help in ordering process of food and enhance experience of the user.
- Fast web application providing user convenient option of ordering different types of food depending on the location from where you are ordering.

Motive

- Platform for Food lover and tech savvy persons to order food in no time.
- Customized menu and choice of different food.
- Platform for hotels and restaurants' for putting up their Cuisine in front of wide number of consumers.

Target customers

End Users

- Students
- Working women's
- Bachelors staying alone
- Old Age People

Food Providers

- Restaurant owners
- Hotel owners
- Mess owners
- Tiffin Providers

Research

- The user profiles we came across were of the faculty members of NID, R&D Campus, Bangalore, 5 students, 1 bachelor who stays alone at platinum city, housewife at platinum city and 1 of the vendor.
- User study and research strategies conducted were informal discussions and structured formal interviews.
- The data was recorded pertaining to customers.

Consolidated Profiles

		Student					Youth	Working People		
Scenarios							Bachelor Staying Alone	New Mothers	Working Women	Housewife
No . Of times order placed/Month		2	7	3	10	4	30	2	4	2
Average Spending / Meal (Rs.)		200	100	150	150	200	50	500	300	500
Preferences										
1	Health Food	●	●	●	●	●	●	●	●	●
2	Junk Food	●	●	●	●	●	●	●	●	●
3	Veg. / Non Veg.	V	NV	V	NV	V	Both	NV	V	V
4	Cuisine	Ch.	<tr>	<tr>	<tr>	Ch.	In.	Ch., <tr>	Orn, <tr>	Ch. <tr>
5	Hygiene	●	●	●	●	●	●	●	●	●
6	Popularity	●	●	●	●	●	●	●	●	●
7	Offers / Combo	●	●	●	●	●	●	●	●	●
Techno graphic Characteristic		Net, Mobile	Mobiles, Takeaway	Takeaway , Mobile	Mobiles, Net	Mobiles, Takeaway	Mobile	Mobiles, Net	Mobiles, Net	Mobiles

<tr>	Ch	In	Orn	V	NV	●	●
Tried Different Cuisine	Chinese	Indian	Oriental	Veg.	Non Veg.	Yes	No

Persona 1

Name : **Pankaj Singh**
Age : 26 years
Status : Single
Designation : Software Developer

- Comes from middle class family.
- An Ambitious person and has **value for money & time.**
- A **confident** individual who believes in risk taking.
- Very s**pecific about brands**.
- **Health conscious** person.
- Gives importance to **personal fitness & hygiene.**

Needs

Home Cooked

Indian Cuisine

Healthy Food

Hygienic

Value for Money

Persona 2

Name : Pranav Gupta
Age : 24 years
Status : Single
Designation : Student

- Comes from upper middle class family.
- **Experimenting** with cuisines and different restaurants.
- **Tech Savvy**
- **Brand Conscious**.
- Go for offers and combos.

Needs

Offers & Combos

Experimenting with Cuisine

Non Vegetarian

Need Chart

	Persona 1: Working Bachelors	Persona 2: Students
Food Preference	Healthy, home cooked	Junk
Food Type	Less oily, less spicy	Experimental
Day/Time preference	Regular, on time food	Fast food, hence anytime
Cost factor	Value for money	Value for money
Cuisines	Indian, less experimental	Much of experimental
Awareness about food joints	Need to be informed	Need of popularity
Offer preferences	Discounts and combos	Discounts and combos
Availability	Contact number	Address, map, phone, website
Menu and rate chart	Yes	Yes
Reviews	Yes	Yes
Payment options	Cash	Cash, cards
Parcel tracking	Yes	Yes
Packaging	Hot cases	Easily cartable
Latest Updates	Yes	Yes
Time or quality	Quality	Time
Database requirement	Yes	Yes
Requirement of visuals	Yes	Yes
Personalisation	Yes	Yes

Website analysis

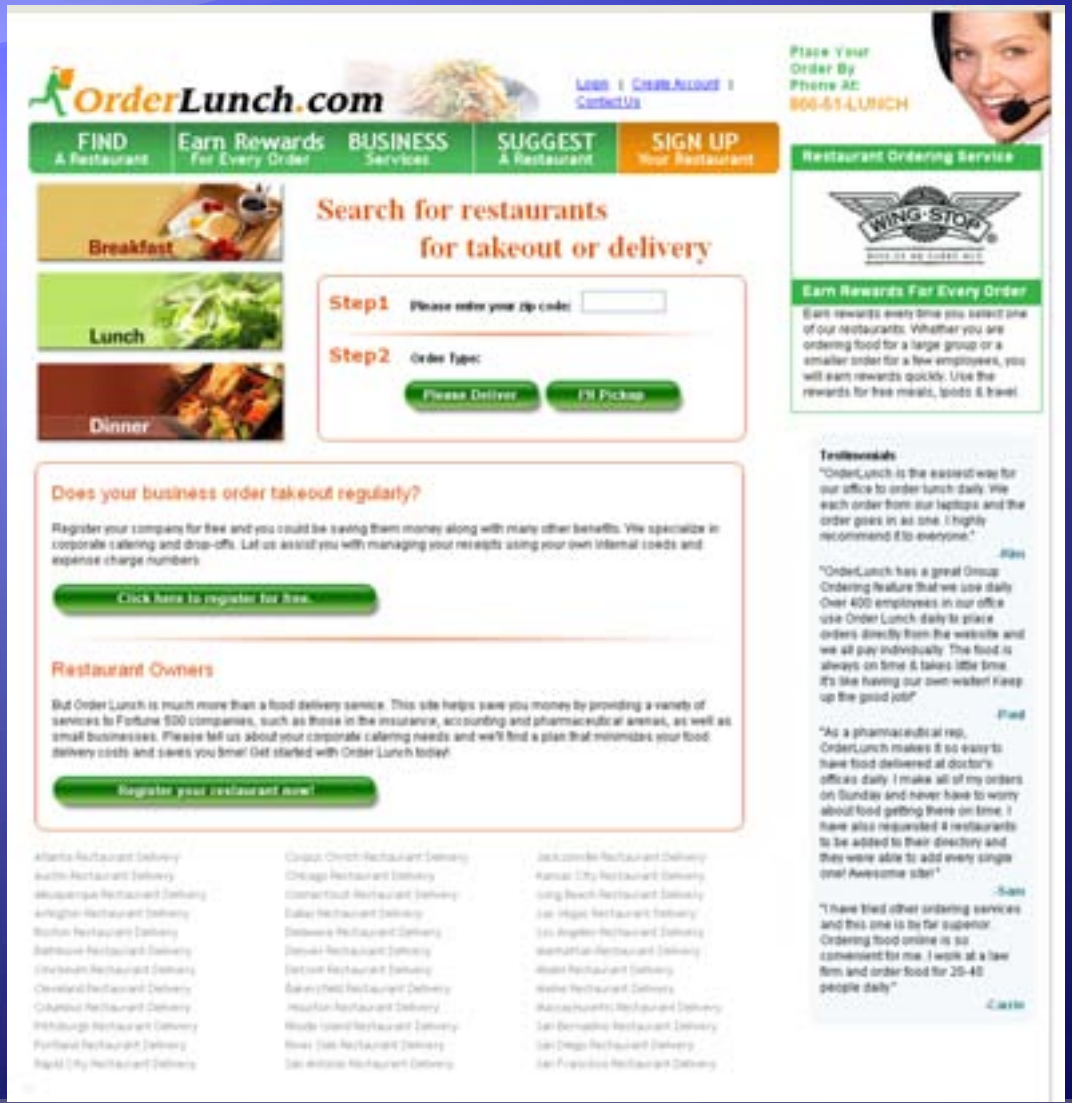
- Analyze different food ordering and food related site.
- Visuals of the foods are not available on sites.
- Textual contents only.
- Not Proper Details.

Hungrybangalore.com

MHungry.in

MHungry
Call Us
Search Your Restaurant
MHungry is a Restaurant Food Ordering System
Registration is Free ! Join Now
MHungry's Multi-Restaurant Loyalty Card
Our Features
Restaurant Owner

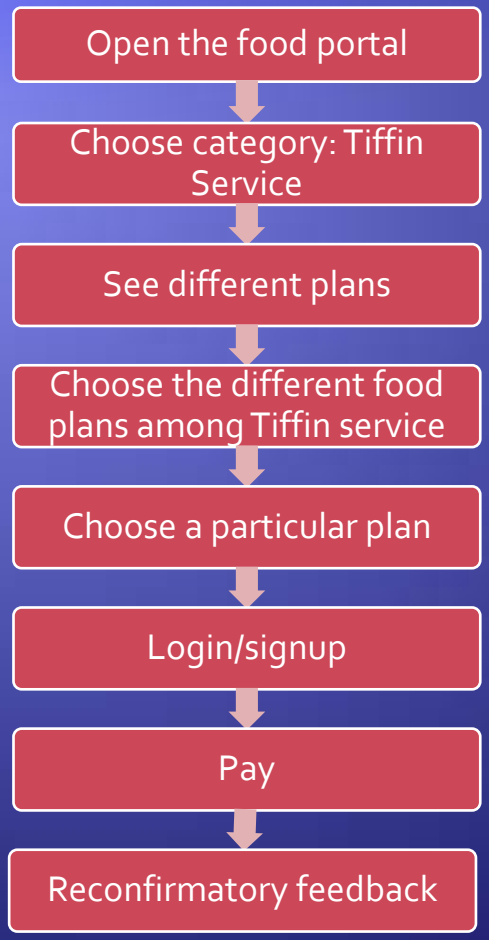
OrderLunch.com



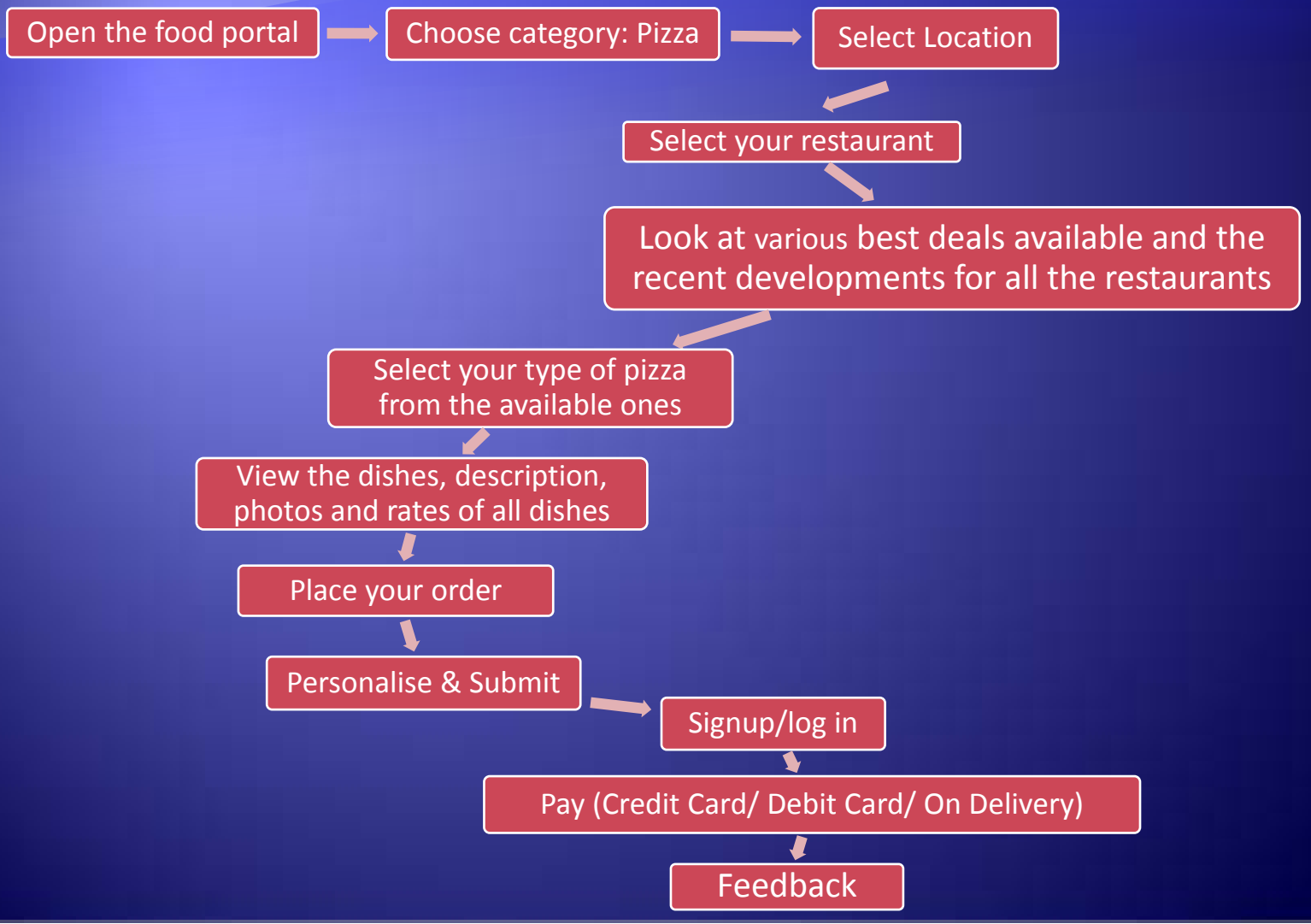
Task flow

- A working bachelor living alone wants to subscribe to a healthy and economical Tiffin service in his vicinity.
- A teenager wants to order pizzas and needs to know the available combos and offers that are available. Also he needs to know the different outlets and wants to see how would the pizza look like.

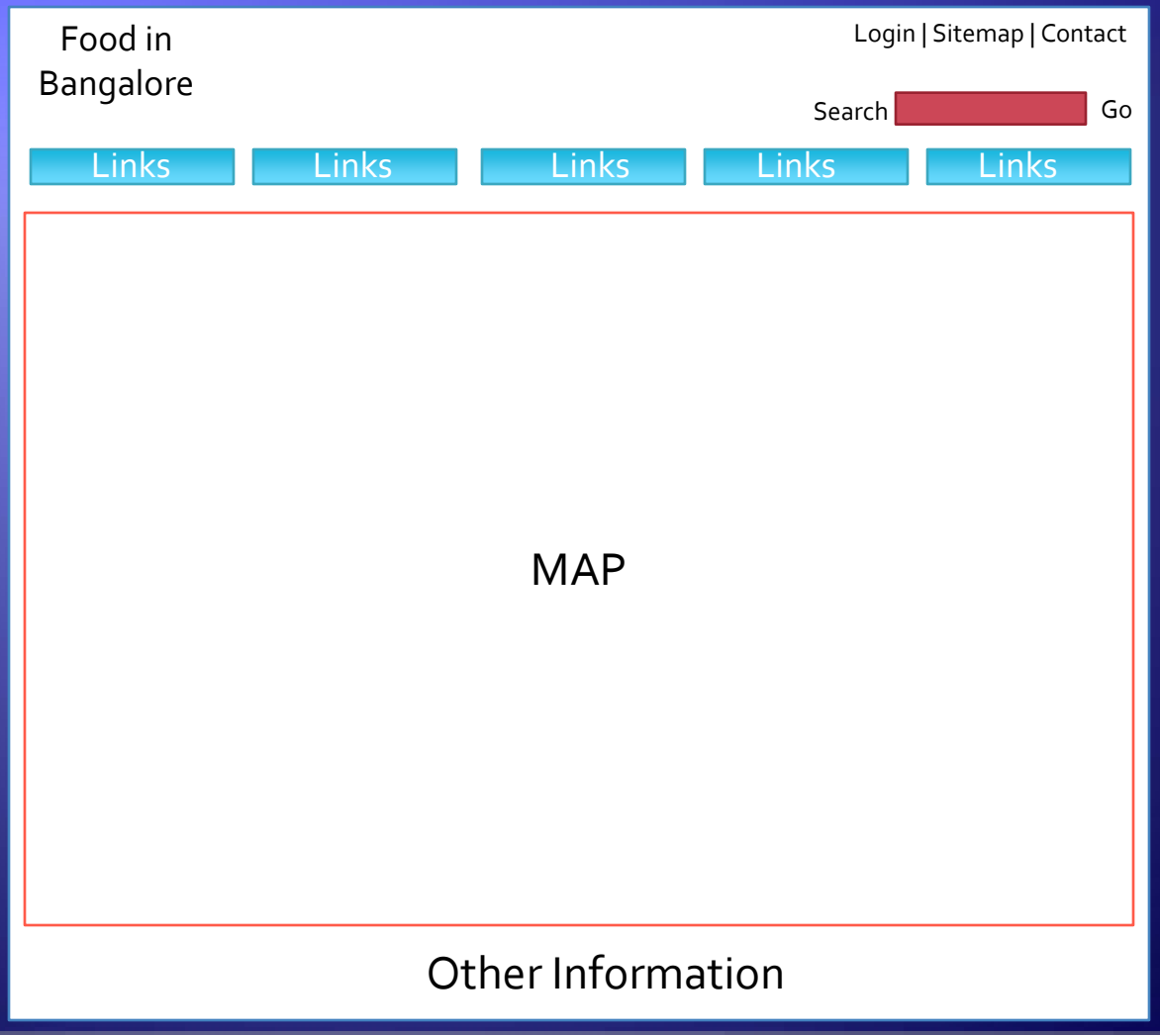
Scenario 1 Task flow



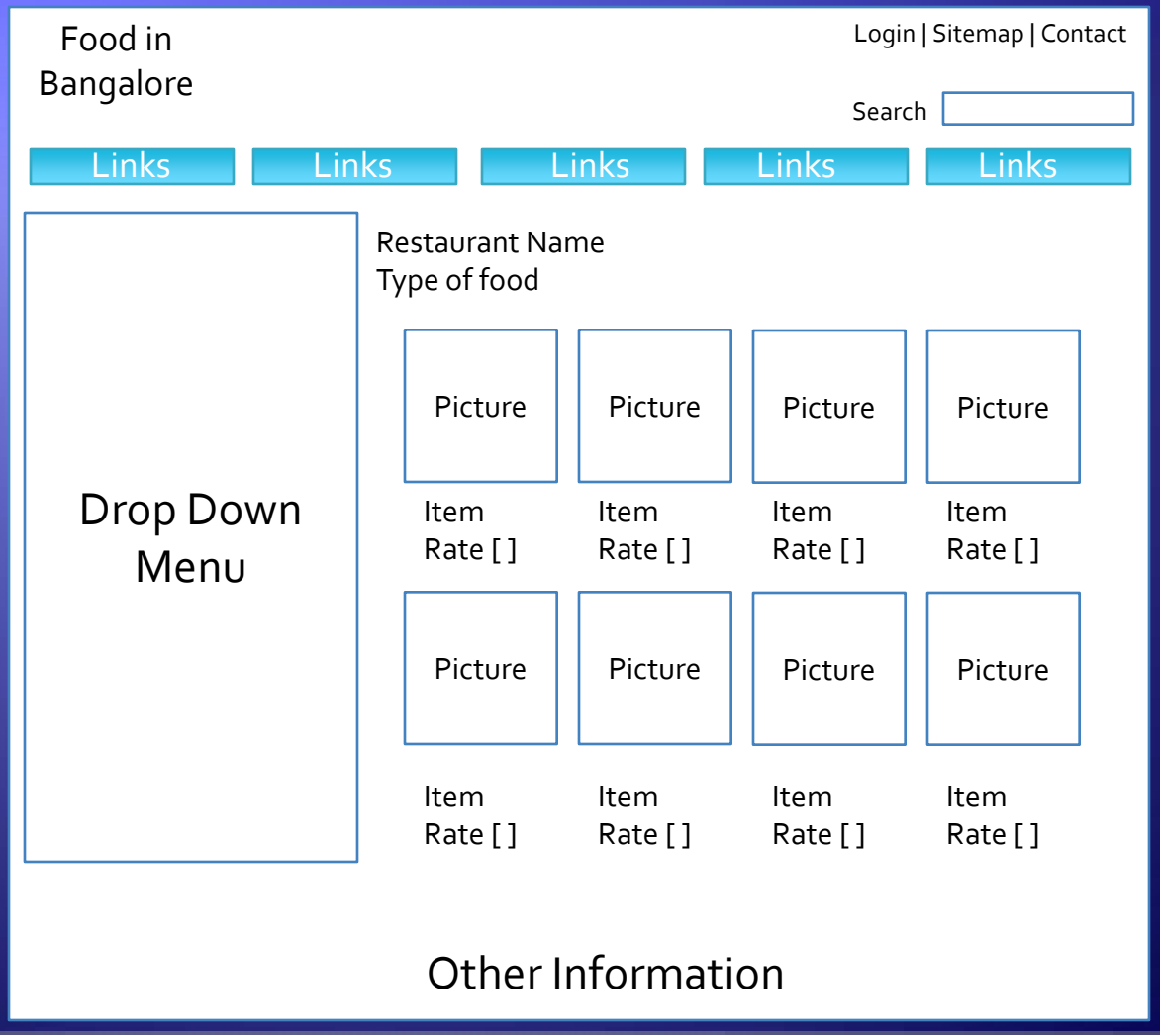
Scenario 2 Task flow



Wireframe 1


Food in Bangalore
Login | Sitemap | Contact
Search
Go
Links
Links
Links
Links
Links
MAP
Other Information

Wireframe 2


Food in Bangalore
Login | Sitemap | Contact
Search
Links
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Links
Drop Down Menu
Restaurant Name
Type of food
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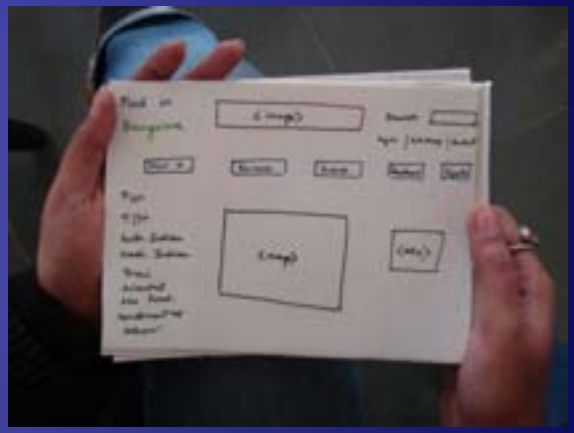
Other Information

Paper Prototype



Prototype stage 1

Final Output