

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 **specific 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.

MHungry.in

USA customers visit here  Support | Contact Us

MHungry.in SMITH
The World's Largest Ordering System

Call Us between 9:30 AM to 9:30 PM IST. We received orders till 9:15 PM.
022-2091-6155 / 4023-9644 / 4001-9519 / 96262-7397

Home | My Cart | My Account
Sign In | Forget Password | Join Now

Services Menu | Book Table | Corporate | Filter | Event Deal | MyCard | Group Order | USSD | Features

Search Your Restaurant

City: [View All Mumbai's Restaurants](#)

Search By:

Sort/Filter Options:

Select Area (pincode)

A.J.C. Road	Karnan Estate	Karve Road
Andheri	Kashiba	South Datta Road
Bandra	Lax Road	Sector 1, Salt Lake
Banerjasaheb	Laxmi Nagar	Sector 2, Salt Lake
Bhamburda	Netaji	Subhash Road
Cheruvu Street	New Alambur	Subhash Road, Five Feet
Chhatrapati Park	New Market	South City, Mall
Chhatrapati Shivaji Maharaj	Old Market	Southern Avenue
Chhatrapati Shivaji Maharaj	Old Market	Thane Road
Chhatrapati Shivaji Maharaj	Old Market	Tilak Road
Chhatrapati Shivaji Maharaj	Old Market	Tilak Road, Phase II
Chhatrapati Shivaji Maharaj	Old Market	Tilak Road, Phase III
Chhatrapati Shivaji Maharaj	Old Market	Tilak Road, Phase IV
Chhatrapati Shivaji Maharaj	Old Market	Tilak Road, Phase V
Chhatrapati Shivaji Maharaj	Old Market	Tilak Road, Phase VI
Chhatrapati Shivaji Maharaj	Old Market	Tilak Road, Phase VII
Chhatrapati Shivaji Maharaj	Old Market	Tilak Road, Phase VIII
Chhatrapati Shivaji Maharaj	Old Market	Tilak Road, Phase IX
Chhatrapati Shivaji Maharaj	Old Market	Tilak Road, Phase X
Chhatrapati Shivaji Maharaj	Old Market	Tilak Road, Phase XI
Chhatrapati Shivaji Maharaj	Old Market	Tilak Road, Phase XII
Chhatrapati Shivaji Maharaj	Old Market	Tilak Road, Phase XIII
Chhatrapati Shivaji Maharaj	Old Market	Tilak Road, Phase XIV
Chhatrapati Shivaji Maharaj	Old Market	Tilak Road, Phase XV
Chhatrapati Shivaji Maharaj	Old Market	Tilak Road, Phase XVI
Chhatrapati Shivaji Maharaj	Old Market	Tilak Road, Phase XVII
Chhatrapati Shivaji Maharaj	Old Market	Tilak Road, Phase XVIII
Chhatrapati Shivaji Maharaj	Old Market	Tilak Road, Phase XIX
Chhatrapati Shivaji Maharaj	Old Market	Tilak Road, Phase XX

Featured Restaurants

 Delia's Bandra - Colaba	 DEVA BAR Deva Bar	 India Valley India Valley	 Shri Aza Bengal Shri Aza Bengal
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Earn MHungry Reward Points

Earn 5 MHungry Reward Points
We share your name holds value with friends, family members and co-workers.
[Refer your friends](#)

Earn 25 MHungry Reward Points
Refer your restaurant which is not listed in MHungry and earn reward.
[Click to refer restaurant](#)

Restaurant Owner

Join MHungry today and build your website and get Customer Self Service Kiosk system.
[Join Today](#)

MHungry is a Restaurant Food Ordering System

Registration is Free ! Join Now

MHungry services are free to customers. No extra or hidden cost to the customers. Menu prices are same as restaurants takeout / delivery menu price.

MHungry's Multi-Restaurant Loyalty Card

Introduces Food Loyalty Card for its privilege customers where they can earn Restaurants Rewards and Discounts.
[Learn More](#) [Activate MyCard](#) [Request MyCard](#)

Our Features

Corporate Meal Deal

Order your corporate meal from MHungry and get the best deal along with the existing offers from MHungry.

[Request MyCard](#)

Lunch/Dinner Filter

Join MHungry's Special Lunch and Dinner offers and enjoy special discounts.

[Subscribe for Filter](#)

Book a Table

Book a table from MHungry at your favorite restaurant and enjoy food without any harassment.

[Request MyCard](#)

Party for Event Meal Deal

MHungry made it easy for Party/Event Meal. No need to go anywhere just through your request to MHungry and enjoy the party.

[Request MyCard](#)

Group Order

Plan to give small party to friends, colleague. Let them choose their items.

[Learn More](#) [Start Group Order](#)

USSD

Save your favorite menu online and order through your mobile, PC, etc.

[Learn More](#) [USSD](#)

Services: [What is MHungry?](#), [The USSD](#), [Group Order](#), [Take Out to Your Car](#), [Restaurants Register](#)

Benefits: [Be Cool, Be Free](#), [Free Cash](#), [Loyalty Rewards](#), [Secure Payment](#), [Non-irregular](#)

Comments: [Members on Your Life](#), [Word of Fast Food!](#), [Best Photo](#), [On the Way Home](#), [Charitable Organizations](#)

About Company: [Who We Are](#), [Contact Us](#), [Terms & Conditions](#), [Privacy Policy](#), [RSS](#)

My Account: [Account Settings](#), [My Orders](#), [Fast Orders](#), [Fast Group Orders](#), [My Table Booking](#)


Help: [FAQ](#), [How To Create USSD \(Demo\)](#), [How To Set Up Group Order \(Demo\)](#)

OrderLunch.com



[Login / Create Account / Contact Us](#)

Place Your Order By
Phone At:
800-51-LUNCH



FIND
A Restaurant


Earn Rewards
For Every Order

BUSINESS
Services

SUGGEST
A Restaurant

SIGN UP
Your Restaurant


Breakfast



Lunch



Dinner



Search for restaurants for takeout or delivery

Step1 Please enter your zip code:

Step2 Order Type:

Phone Delivery
PI Pickup

Does your business order takeout regularly?

Register your company for free and you could be saving them money along with many other benefits. We specialize in corporate catering and drop-offs. Let us assist you with managing your receipts using your own internal costs and expense charge numbers.

[Click here to register for free.](#)

Restaurant Owners

But Order Lunch is much more than a food delivery service. This site helps save you money by providing a variety of services to Fortune 500 companies, such as those in the insurance, accounting and pharmaceutical arenas, as well as small businesses. Please tell us about your corporate catering needs and we'll find a plan that minimizes your food delivery costs and saves you time! Get started with Order Lunch today!

[Register your restaurant now!](#)

Atlanta Restaurant Delivery

Austin Restaurant Delivery

Albuquerque Restaurant Delivery

Alhambra Restaurant Delivery

Boston Restaurant Delivery

Baltimore Restaurant Delivery

Channahon Restaurant Delivery

Cleveland Restaurant Delivery

Columbus Restaurant Delivery

Wichita Restaurant Delivery

Portland Restaurant Delivery

Rapid City Restaurant Delivery

Concord, North Restaurant Delivery

Chicago Restaurant Delivery

Concord, North Restaurant Delivery

Dallas Restaurant Delivery

Delaware Restaurant Delivery

Denver Restaurant Delivery

Des Moines Restaurant Delivery

San Diego Restaurant Delivery

San Jose Restaurant Delivery

San Antonio Restaurant Delivery

San Francisco Restaurant Delivery

Jacksonville Restaurant Delivery

Kansas City Restaurant Delivery

Long Beach Restaurant Delivery

Los Angeles Restaurant Delivery

Los Angeles Restaurant Delivery

Memphis Restaurant Delivery

Mobile Restaurant Delivery

Waco Restaurant Delivery


Waco Restaurant Delivery

San Bernardino Restaurant Delivery

San Diego Restaurant Delivery

San Francisco Restaurant Delivery

Restaurant Ordering Service



Earn Rewards For Every Order

Earn rewards every time you select one of our restaurants. Whether you are ordering food for a large group or a smaller order for a few employees, you will earn rewards quickly. Use the rewards for free meals, gifts & travel!

Testimonials

"OrderLunch is the easiest way for our office to order lunch daily. We each order from our laptops and the order goes in as one. I highly recommend it to everyone."

-Jim

"OrderLunch has a great Group Ordering feature that we use daily. Over 400 employees in our office use OrderLunch daily to place orders directly from the website and we all pay individually. The food is always on time & takes little time. It's like having our own waiter! Keep up the good job!"

-Fred

"As a pharmaceutical rep, OrderLunch makes it so easy to have food delivered at doctor's offices daily. I make all of my orders on Sunday and never have to worry about food getting there on time. I have also requested 4 restaurants to be added to their directory and they were able to add every single one! Awesome site!"

-Sam

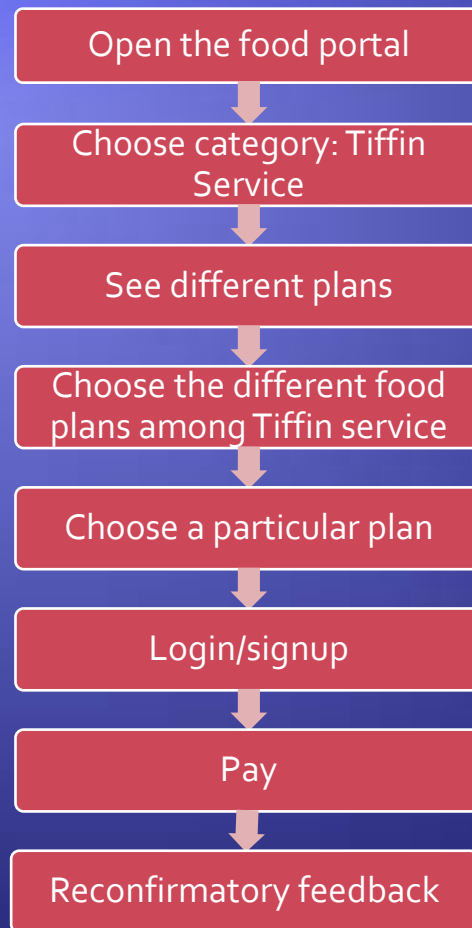
"I have tried other ordering services and this one is by far superior. Ordering food online is so convenient for me. I work at a law firm and order food for 25-40 people daily."

-Caitie

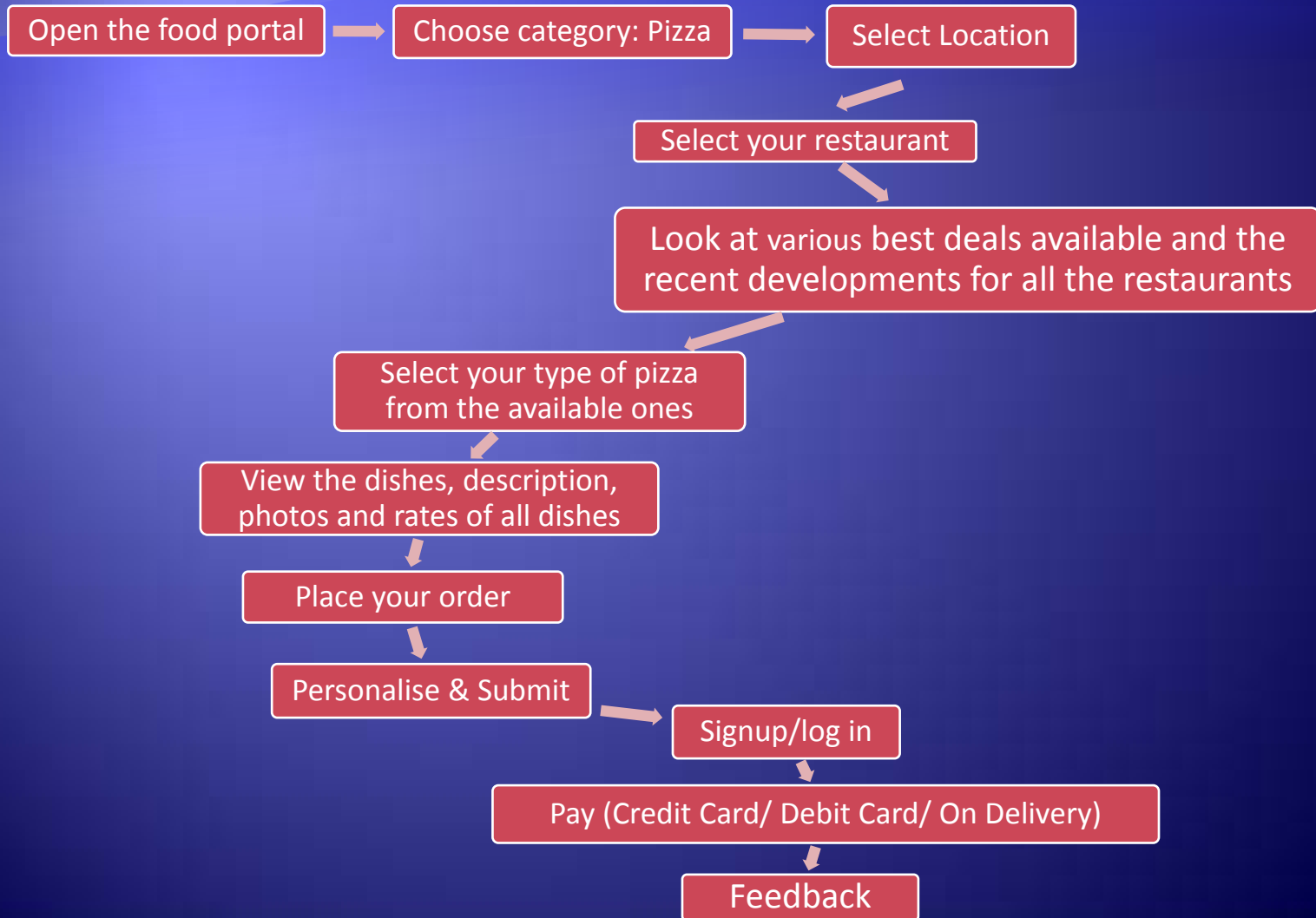
Task flow

- ◆ 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.

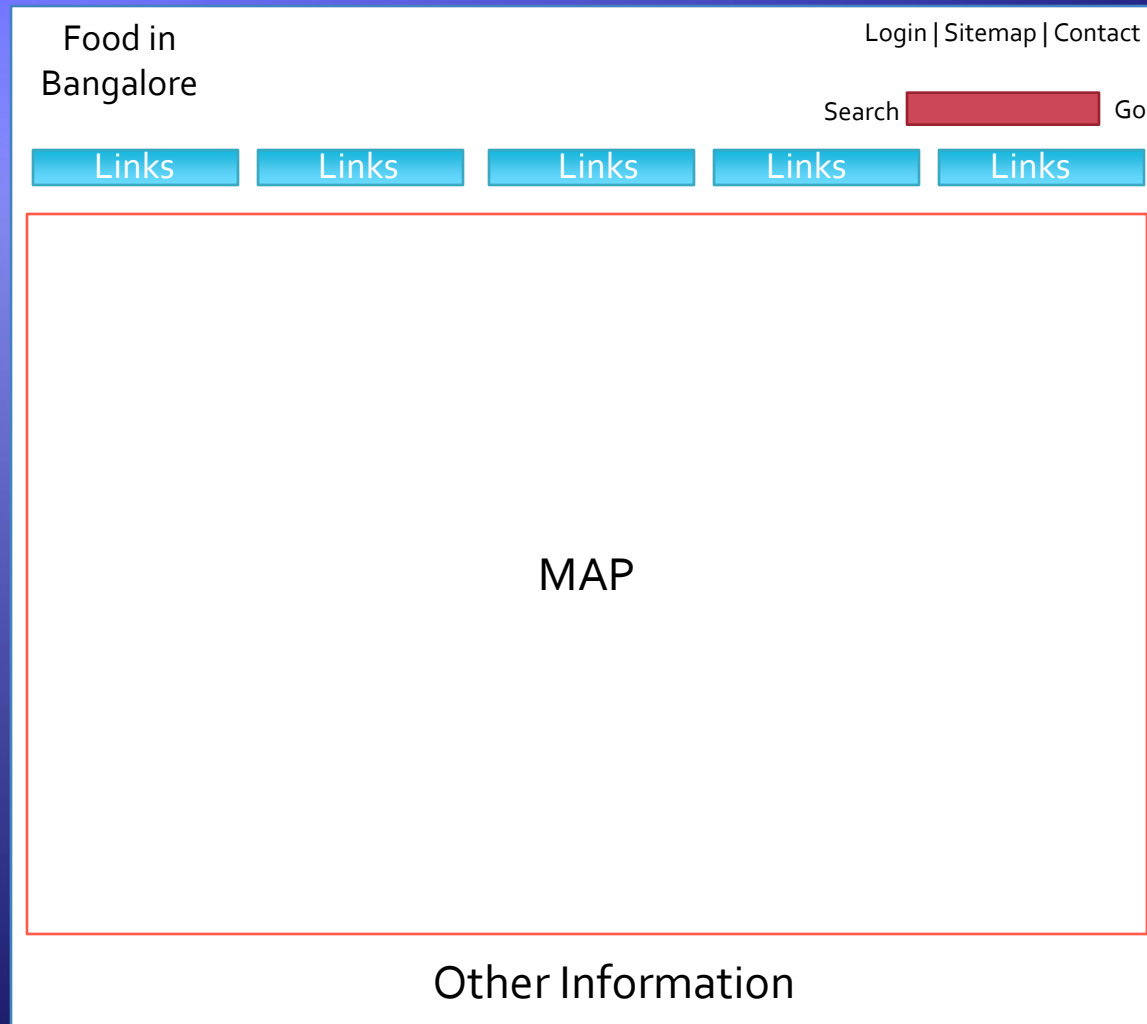
Scenario 1 Task flow



Scenario 2 Task flow



Wireframe 1



Wireframe 2

Food in Bangalore Login | Sitemap | Contact

Search

[Links](#) [Links](#) [Links](#) [Links](#) [Links](#)

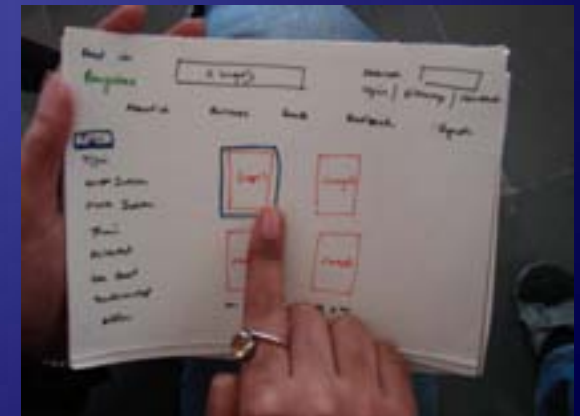
Drop Down Menu

Restaurant Name
Type of food

Picture	Picture	Picture	Picture
Item Rate []	Item Rate []	Item Rate []	Item Rate []
Picture	Picture	Picture	Picture
Item Rate []	Item Rate []	Item Rate []	Item Rate []

Other Information

Paper Prototype



Prototype stage 1

The screenshot displays a web application interface for 'Food in Bangalore'. At the top left, the title 'Food in Bangalore' is shown in green. To the right, there are links for 'Login | Sitemap | Contact' and a search bar with a 'GO' button. Below the search bar is a navigation menu with buttons for 'About us', 'Reviews', 'Events', 'Feedback', and 'Register your Restaurant'. The main content area features a Google Map of Bangalore with several red location markers labeled A through G. A legend at the bottom indicates that marker A represents 'Your Location' and markers B through G represent 'Restaurants'. A scale bar at the bottom left shows 2000 feet and 1 km. The map includes various landmarks such as HMT, Jalahalli, and Peenya Industrial Area.

Food in Bangalore Login | Sitemap | Contact

Search GO

About us Reviews Events Feedback Register your Restaurant

Map Satellite Hybrid

2000 ft 1 km

A Your Location B C D E F G and so on Restaurants

Click on the Restaurant Markers to Get the names and order the food from that Restaurant.

Final Output

Food in Bangalore Login | Sitemap | Contact

Search

[About us](#) [Reviews](#) [Events](#) [Feedback](#) [Register your Restaurant](#)

Map | Satellite | Hybrid

..... Your Location A B C D E F G and so on Restaurants

Click on the Restaurant Markers to Get the names and order the food from that Reasturant.