Design & Usability 01 - Individual Report
BSc(Hons) in Computing

Eatts App Food Delivery Redesign UI Concept

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Introduction

Eatts is a food delivery platform in Sri Lanka which helps the Sri Lankan food lovers to try best and delicious foods from the local restaurants. The app was released on December,19,2018 for both Android and iOS. The Eatts Android app has more than 5000+ download in play store with 4.1 ratings out of 43 reviews, while the iOS app has 4.3 ratings out of 6 reviews. As a newcomer in the Sri Lankan food delivering industry, Eatts has many advantages and some lacking areas as well.

Therefore I have chosen Eatts app to complete my Design & Usability assignment and come up with a redesigned app concept for better user experience.

Research

Before coming up with a new UI concept for the Eatts app, I did a market research about UI,UX and user flows by looking at similar platforms and major competitors like Uber Eats, PickMe Foods and Mealrides in Sri Lanka. Then I have collected 08 online survey responses from consumers who use Eatts app mostly.

Online Survey
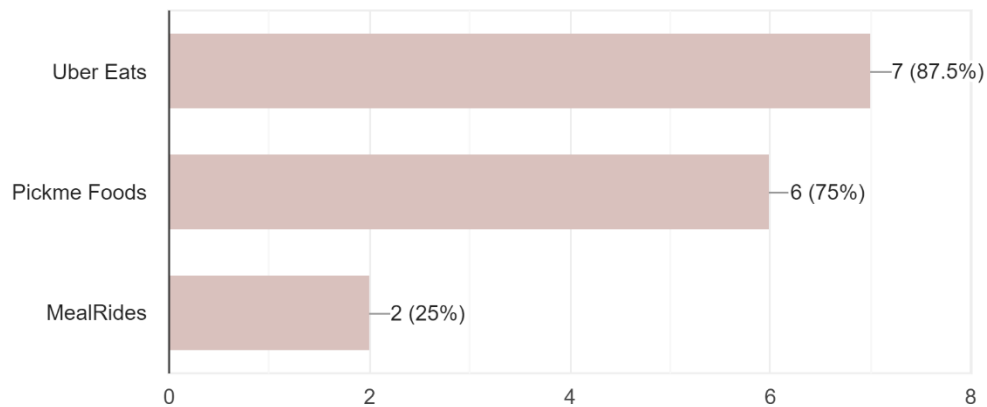
(Scan here or follow this link to go to my survey).

These are the results of the online survey.

How is the app to use?
8 responses

- Easy
- Average
- Difficult

75%

25%
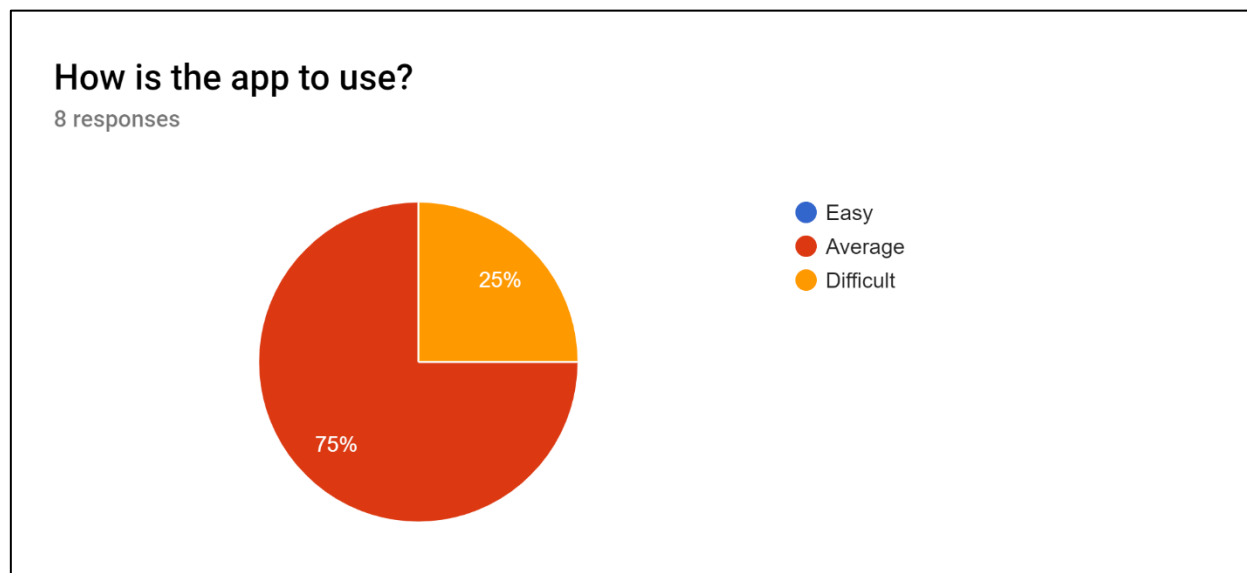
- 75% of the people think that the app is average to use while 25% say it is difficult

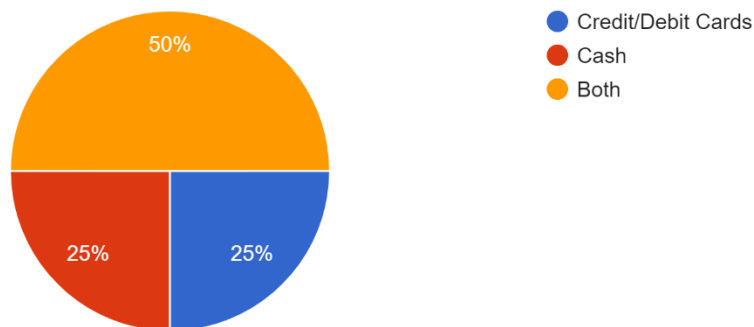## Which competitors did you consider before choosing Eats?

8 responses

- 87.5% of the participant used Uber Eats before they switched to Eatts App
- 75% of the participant also used PickMe Foods before they switched to Eatts App
- Only 2% of the people used MealRides app before switching to Eatts App.

## What is your preferred payment method?

8 responses

- 50% of people said that they using both cash and credit/debit cards as the payment method
- 25% of other participants say they only use cash on delivery method.
- And also 25% rest of the participants say they only use credit/debits cards payment method only.

If you could rate the Eatts app, how much you give out of 5 stars?
8 responses

Legend: None, 1, 2, 3, 4, 5

75%
25%
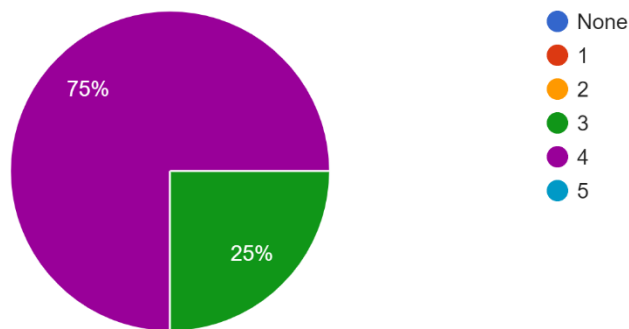
- 75% of the people say that they may give a 4-star rating out of 5 for the Eatts App service.
- Rest of the 25% says that they only give 3 stars out of 5 for the service.

Do you like to get personal recommendations, weekly popular updates through Eatts app?
8 responses

Legend: Yes, No

87.5%
12.5%
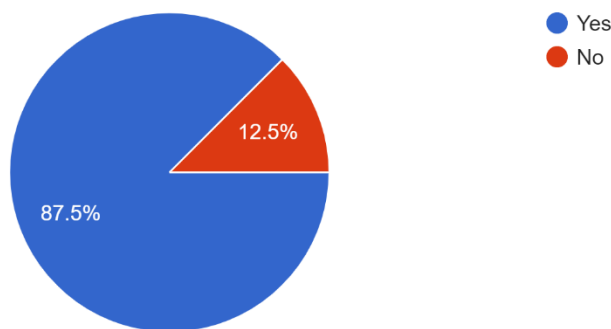
- 87.5% of the participants say that they like to get personal recommendations and weekly popular updates through Eatts app.
- Rest of the 12.5% says that they don't like to get recommendations, weekly popular updates through the app.

> ## What could be the reason to stop using Eatts app?
> 8 responses
>
> Lack of customer support,cannot find the nearby restaurants properly and estimated delivery time
>
> Cannot find the nearby restaurants,filter option is lacking the distance parameter and no nortication panel as well.
>
> Worst customer care,cannot contact the delivery person.hard to find opened favorite restaurant dishes sometimes
>
> No nortication in the app to confirm orders and hard to fins thw most popular dishes
>
> Cannot find halal foods and restaurants easily.Poor customer support
>
> Cannot contact the delivery person while tracking the order
>
> Customer service is bad
>
> Poor customer services..some restaurants don't have proper food images.Cannot contact the delivery man after ordering.

- These are the reasons from the participants if they ever stopped using Eatts app.

Personal Interviews

I have done some personal interviews with five of people in various social backgrounds who love to order foods online and have some experiences of ordering food via Eatts App.

These are some of the QUESTIONS I asked from them :

- ✓ How is your regular day look like?
- ✓ Do you surf the Internet daily? How many hours per day?
- ✓ Why do you love to use online food ordering and delivering systems?
- ✓ How much you spend on ordering food online per week?
- ✓ What do you like about Eatts food delivery service?
- ✓ What do you don't like about Eatts App?
- ✓ What should be added in Eatts app in future?

These are some of the answers I got from the interviewees.

Quote 01 :

"I like the fact that the app has so many various types of restaurants which are registered with their platform. But sometimes it is frustrating to browse in so many categories and end up not ordering anything. Because most of the restaurants don't provide better photos of the meal and we can't find best-selling meal of that particular restaurant."

Quote 02 :

"I don't like their customer service. They don't provide any rewards or promotions for the customers properly". Anyway, wish they could give weekly hot deals or other promotions like some of their competitors."

Quote 03 :

"After the ordering, I can't communicate the delivery guy. They don't provide any feature in their app. It is annoying sometimes. And they have poor customer service"

Quote 04 :

"I cannot find nearby restaurants sometimes. The Filter option doesn't provide to filter the restaurants by distance. And they don't have any notification center in their app."

Quote 05 :

"Their App UI is lagging sometimes. It is nice if they can provide the app with better photos and clear texts, symbols to the user"

Analysis

After considering all the details collected using an online survey and personal interviews, we can come up with some main key analysis (pain points).

- Users are facing difficulties in searching foods, restaurants in the app, which means the Search filtering option doesn't provide justice to the user needs.

- The accurate and useful data like estimated delivery time, restaurants, open/close times don't show up in the app properly.

- Some of the restaurants don't provide photos and their best or popular meals even though the user wants to see that information before making an order.

- One of the major issue with the app is that their poor customer service and the fact that there is no way for the customers to communicate with the delivery person after making an order. That is a major issue.

- The app doesn't have an app notification center to provide better user experience and valuable data.

- Having more categories to browse is useful and also frustrating the customer at the time.

- The doesn't have better symbols to show useful data accurately.

- The app doesn't provide any hot deals popular menu and promotions to the customer to motivate to buy more.

Phrase 01 : People

Persona

After analyzing the data gathered from the survey and personal interviews, I have created these personas to represent the target audience.

Miss Supuni Raveesha	**Demographics** • Age - 20 • Occupation – University Student • Status - Single • Location - Kottawa • Income – Still depends on parents • Education – Undergraduate
Behaviors • Student Lifestyle • Kind person • Emotional • Introvert • Family person • Food Lover • Concern about body shape	**Goals and Pain Points** • Check the Reviews • Check the Price of the foods • Check Quality of foods • Concern about the time management • Payments done with Cash on Delivery • Concern about the restaurant background

Persona 01

	Demographics
Mr. Natheesh Ahamed	• Age – 24 • Occupation – Associated Software Engineer • Status – Single • Location – Dehiwala • Income – LKR 35000.00 • Education – Higher Diploma in Software Engineering
Behaviors • Busy Lifestyle • Silent person • Friendly mindset • Tech Geek • Introvert • Family person • Religious Person	**Goals and Pain Points** • Check the Reviews • Check the Price of the foods • Check Quality of foods • Payments done with Cash on Delivery • Concern about the distance • Concern about the Customer Service • Concern whether the food is Halal certified • Hate when the order is getting late

Persona 02

	Demographics
Mr. Yasas Illeperuma	• Age – 29 • Occupation – Business Advisor • Status – In a relationship • Location – Nugegoda • Income – LKR 60000.00 • Education –BSc in Business Management
Behaviors • Busy Lifestyle • Professional • Having anger issues sometimes • Open Minded • Extrovert • Love to have fun with friends • Family person • Occasional Drinker • Concern about health conditions	**Goals and Pain Points** • Check the Reviews • Check the Price of the foods • Check Quality of foods • Payments done with Credit/Debit cards • Concern about the Customer Service • Like to try new restaurants • Hate when the order is getting late

Persona 03

	Demographics
Mr. Lasantha Wickramasinghe	• Age - 38 • Occupation – Managing Director/CEO • Status - Married • Location - Kaduwela • Income - LKR 1 000 000.00+ • Education – BSc in Digital Marketing
Behaviors • Busy CEO Lifestyle • Professional • Talkative Person • Friendly mindset • Intelligent • Extrovert • Family person • Have 2 children • Drinker • Doesn't worry about money when buying	**Goals and Pain Points** • Check the Reviews • Check the Price of the foods • Check Quality of foods • Payments done with Credits/Debits Cards • Concern about the Customer Service • Hate when the order is getting late • Concern about not having app notifications • Concern about not having contact with Food Delivery guy • Concern about not having better Filtering feature

Persona 04

	Demographics
Mrs.Chandrika Adassooriya	• Age - 48 • Occupation – Nursing Officer • Status - Married • Location - Kotte • Income – LKR 120 000.00 • Education – Undergraduate
Behaviors • Busy working Lifestyle • Kind person • Emotional • Extrovert • Family person • Food Lover • Concern about health • Have one child	**Goals and Pain Points** • Check the Reviews • Check the Price of the foods • Check Quality of foods • Concern about the time management • Payments done with Cash on Delivery • Don't like their Customer Service • Restaurant and the Location is important • Like the Pick-up option

Persona 05

Phrase 02 : Activities

The main activities behind the current Eatts app version are as follows,

- Sign up by entering the Name, Email, and password
- Phone number verification via OTP code
- Select Delivery of Pick up option
- If select delivery, add the address you to the foods to be delivered by Eatts
- Browse the restaurants and select a restaurant and the foods you want to buy
- Place the order
- Select Payment method (Cash or Credit/Debit cards) and make payment
- Track your delivery

Phrase 03: Context

- To use the Eatts app, the consumer should live in an area with better Internet coverage
- If you are not thinking to dine in with your busy lifestyle or just lazy to go out for buying food, Eatts is there for you.
- People will use food delivery platform like Eatts if the Price range is suitable for their budget.

Phrase 04 : Technology

- To use Eatts app, the consumer need Android or iOS Devices (Smartphones/Tablets) with Internet connectivity
- The GPS Tracking via the Google Satellites will be used for tracking purposes.
- For the Payments, Various kind of Payment Gateways are used.
- To run the platform like Eatts app, There must be a Server to all the Cloud Computing functions and store user data.
- New trends like Machine Learning algorithms use to identify the customers' buying patterns.

Proposed Solution

As I have discussed in the analysis section, there are some major pain points in the Eatts App. To reduce those, I have to follow below key points when redesigning the layouts.

- Since there are some problems with the Search and Filtering feature, I have to add a distance parameter to the filtering option as well. So then the users will easily find their nearest restaurants.

- I have to provide more useful data in a convenient manner using symbols and icons/badges

- To encourage the user to order more foods, we have to add more menu photos, popular meals photos into the app.

- Calling option to the delivery person after ordering must be added in the app.

- The app doesn't have an app notification center to provide better user experience and valuable data.

- In-app notification area and Rewards option should be added in to increase the daily usage of the app.

- I have to give personal recommendations, weekly popular dishes in the app.

- The new redesigned App UI will follow the modern UI trends with Illustrations and will use hungry colors like "Orange" as the Primary app color.

Flow Diagram

This is the flow diagram I have designed for my proposed solution.
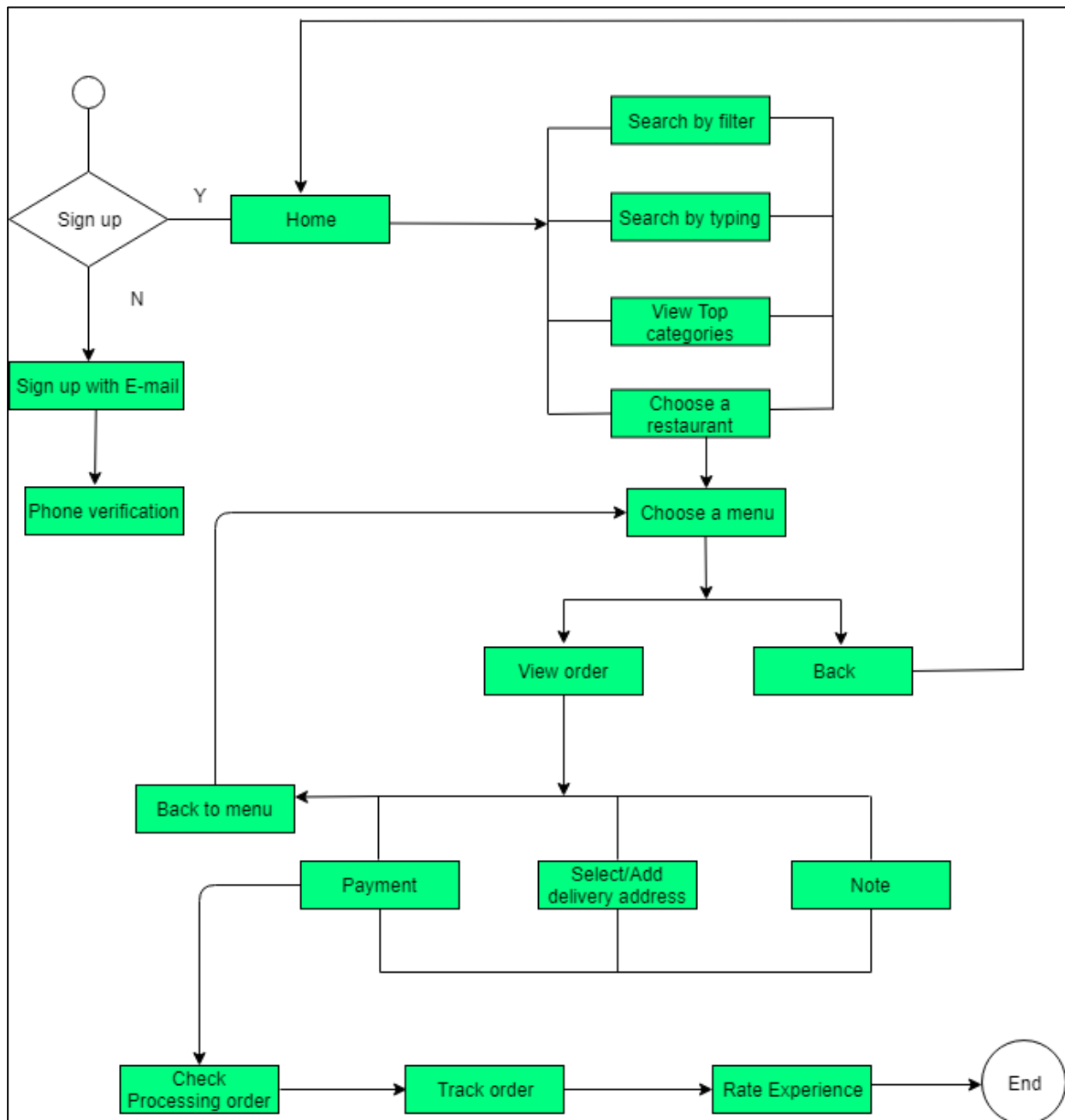
Wireframes

To provide better solutions for the pain points that I have found with my research I came up with these layouts. I have used Adobe XD software to design both Low-fidelity wireframes and High-fidelity Prototypes.

Low-fidelity Wireframes

Sign up

Sign In

Verification Number

Phone Verification

7

**Keybord
Numberpad**

OTP Verify

Search

Discover new places

Top Categories

Dashboard

Search

Popular this week

Restaurant details

Restaurant details

Restaurant details

Collections by Eatts
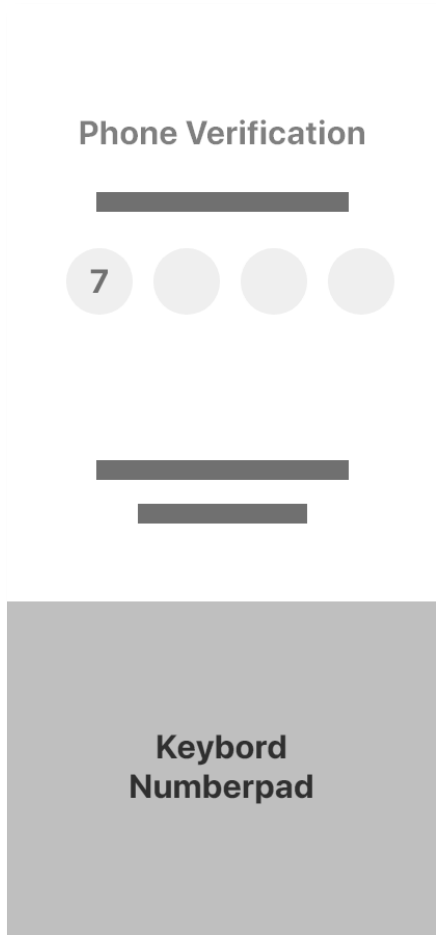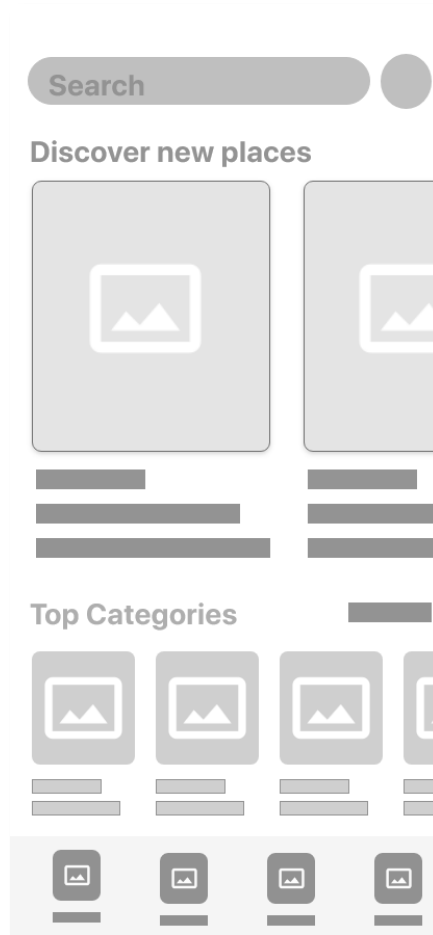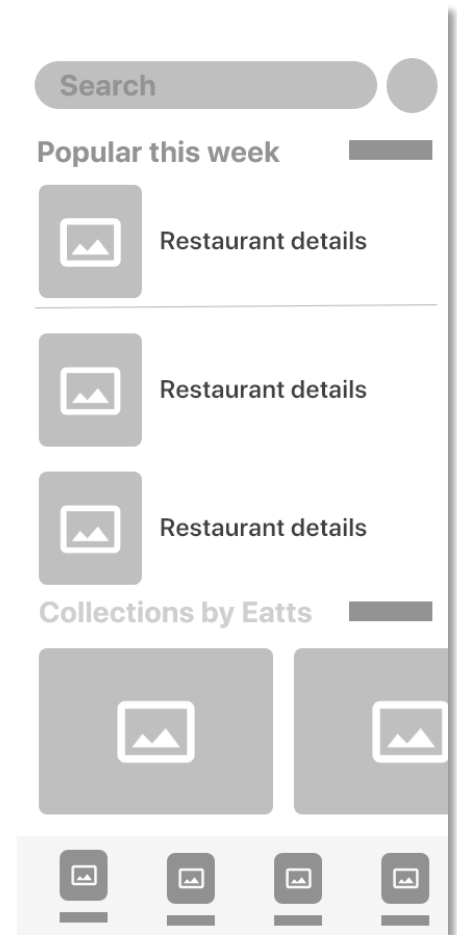
Dashboard - Popular this week
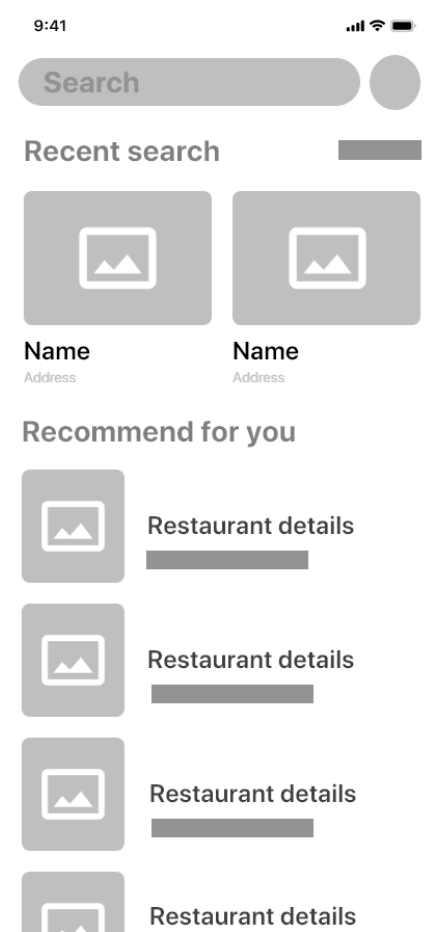
Dashboard - Recommendations
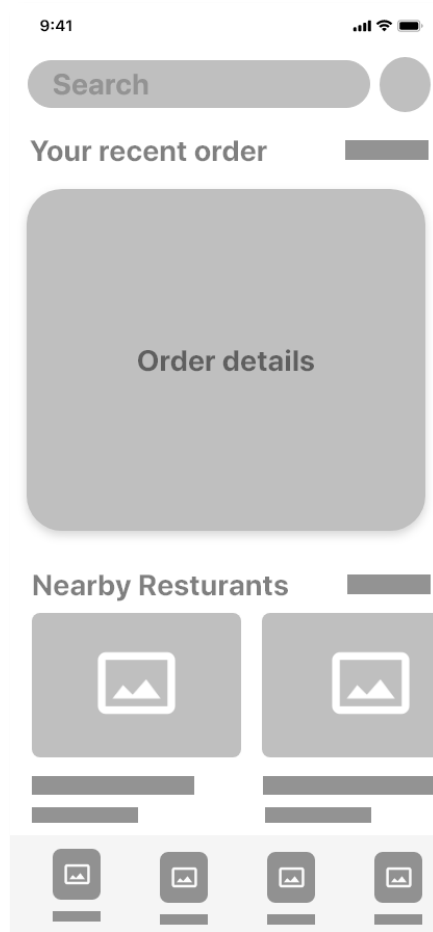
Dashboard with Nearby
Restaurant
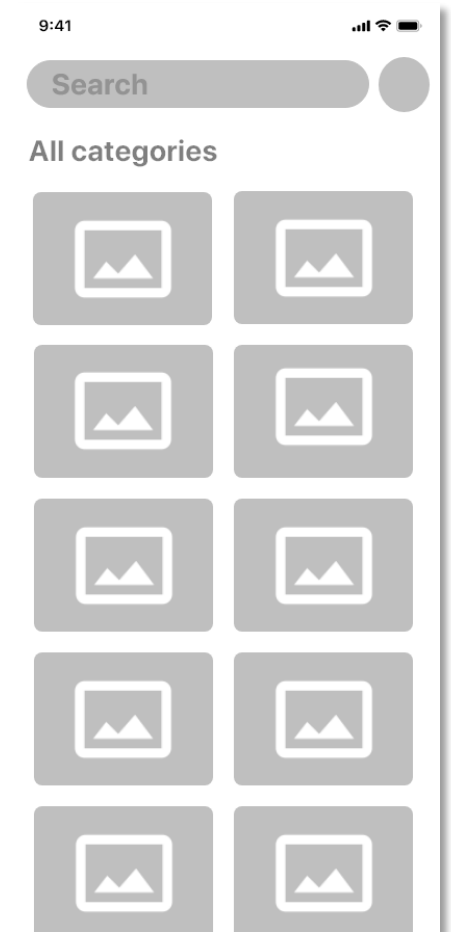
All Categories
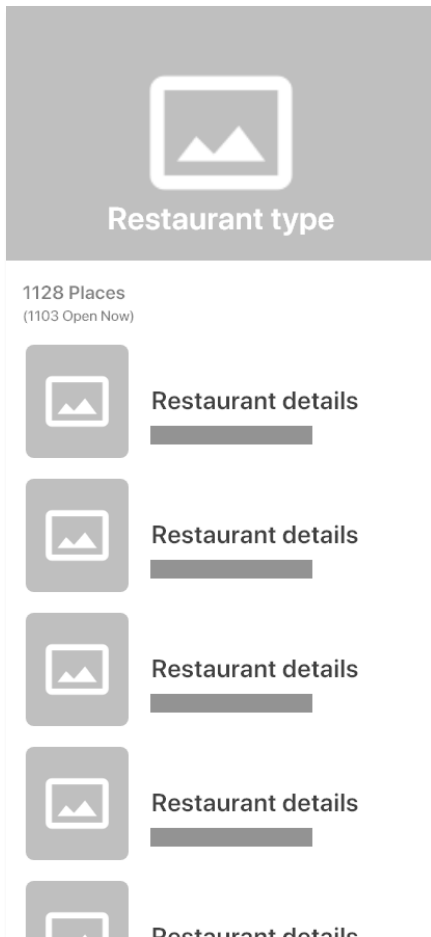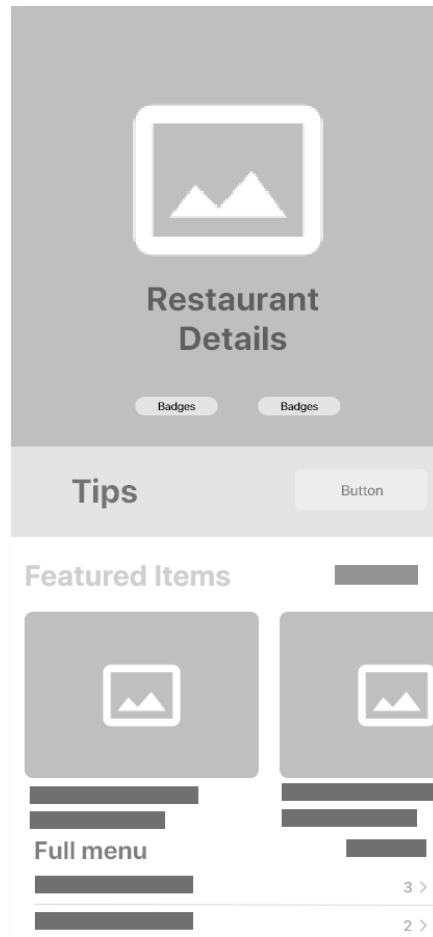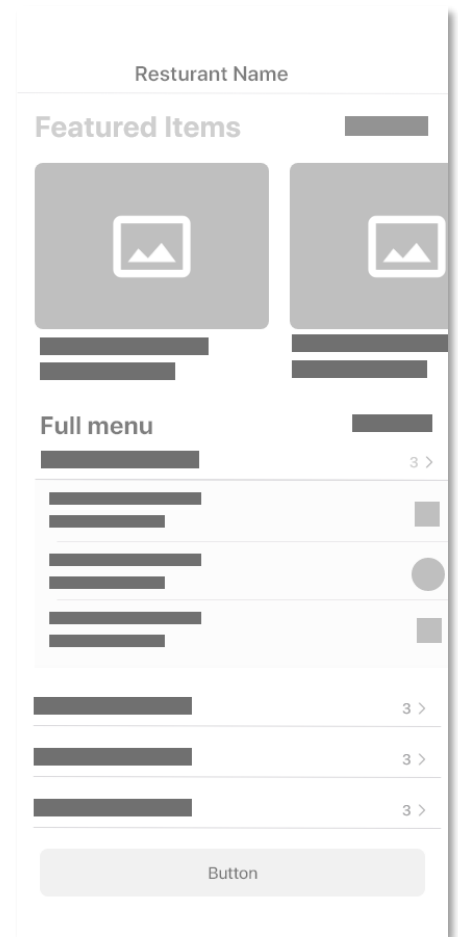
Detailed One Catergory   View Restaurant   Add to Order
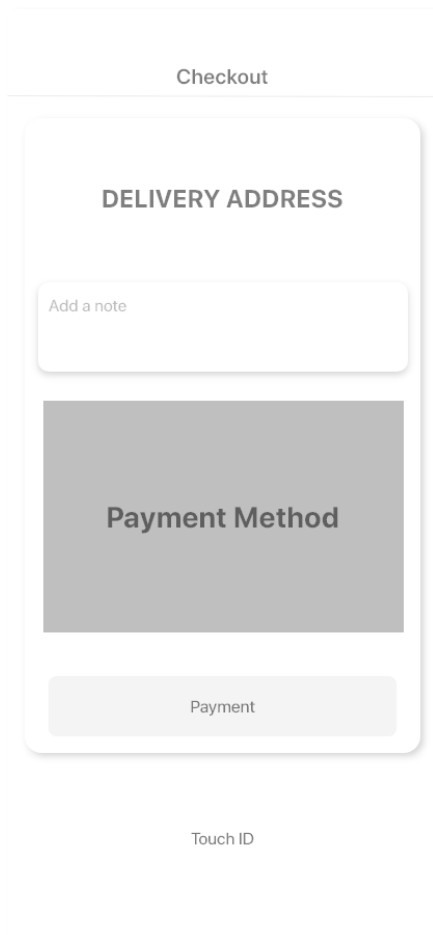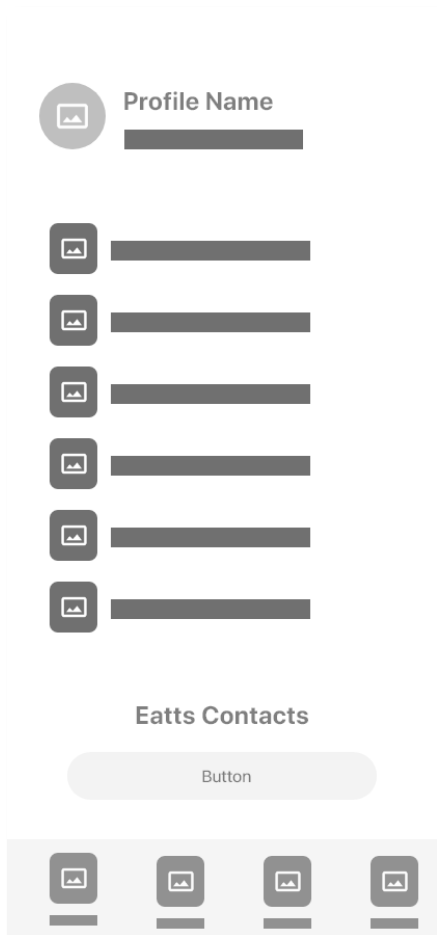
Checkout
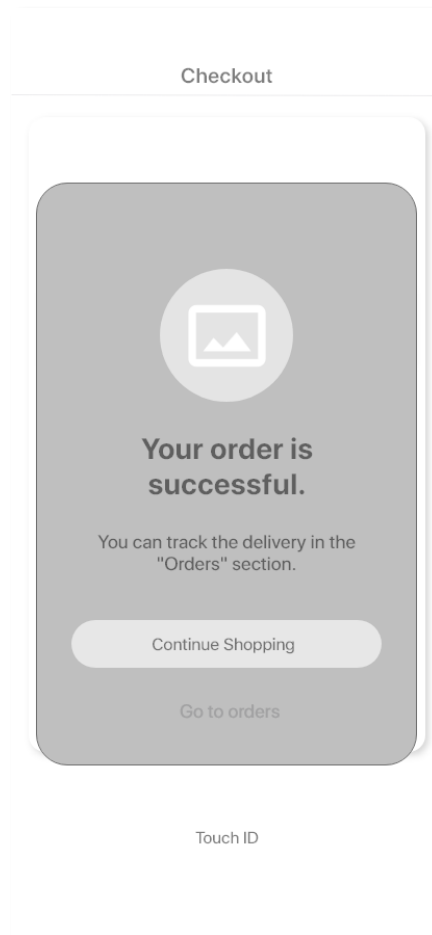
Payment Successful
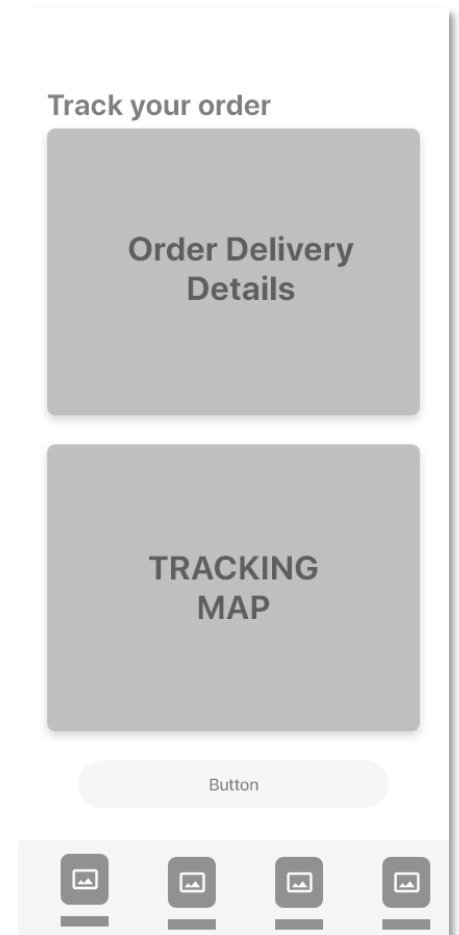
Track Order
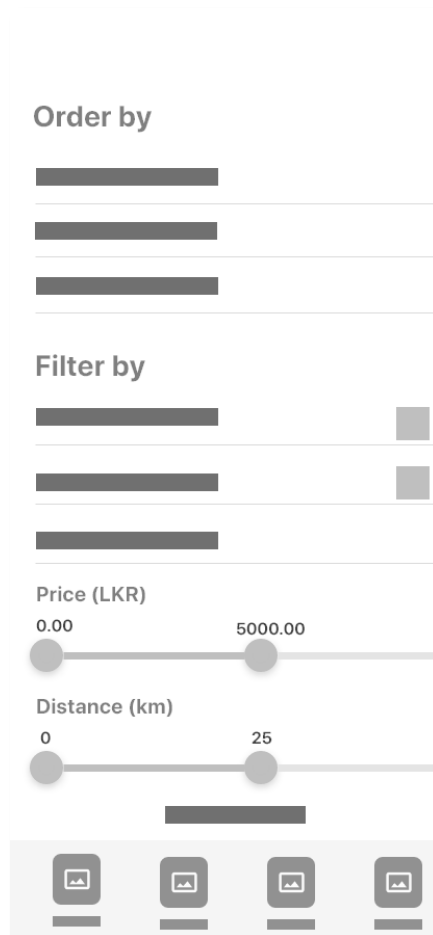
Profile Name

Eatts Contacts

Button

My Profile

Order by

Filter by

Price (LKR)

0.00   5000.00

Distance (km)

0   25

Order by Settings
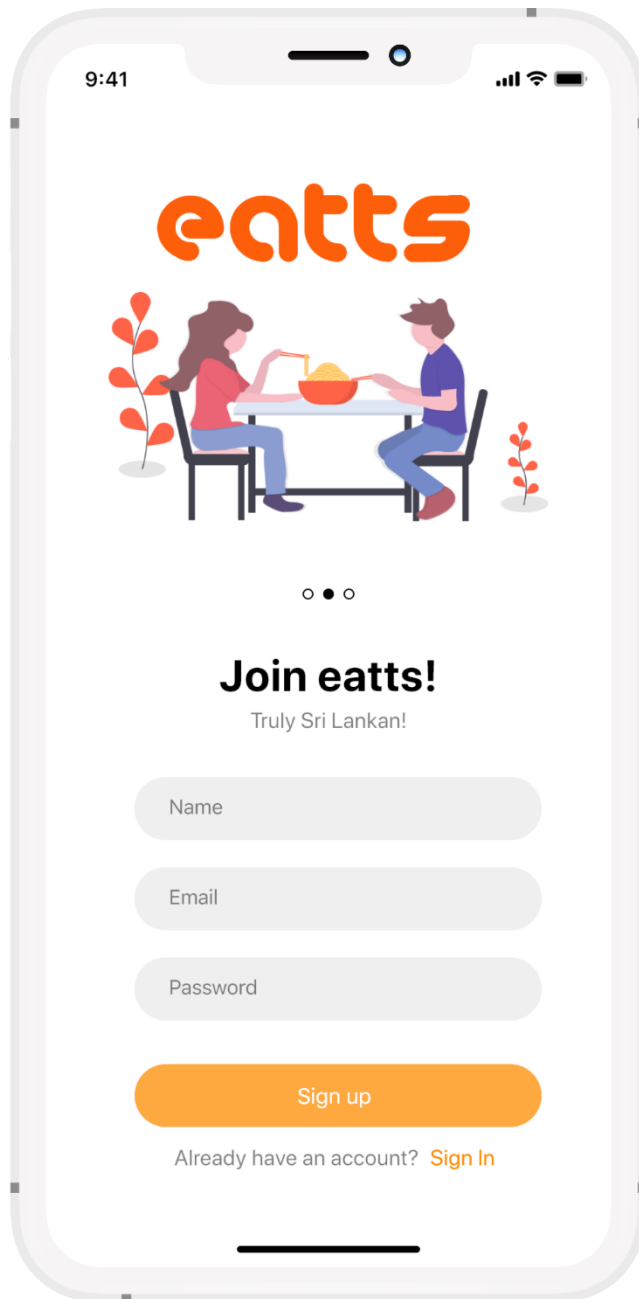
Sign up Screen

- Used modern Illustrations
- Clean Design
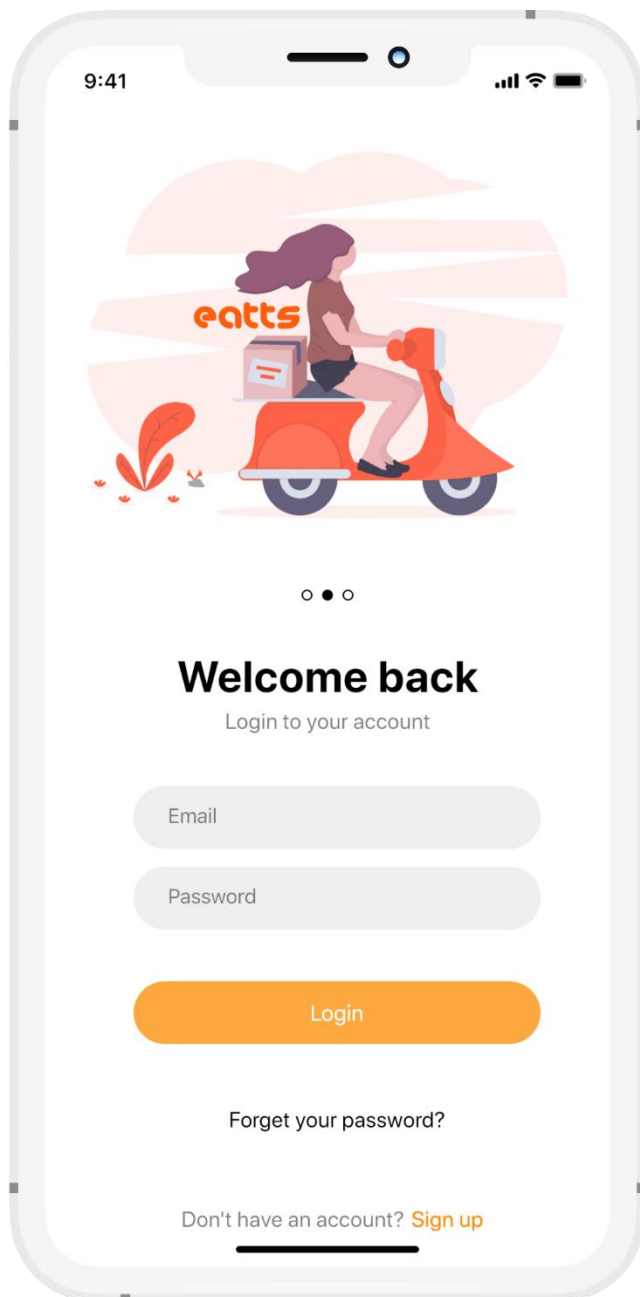
Sign In Screen

- Used modern Illustrations
- Clean Design
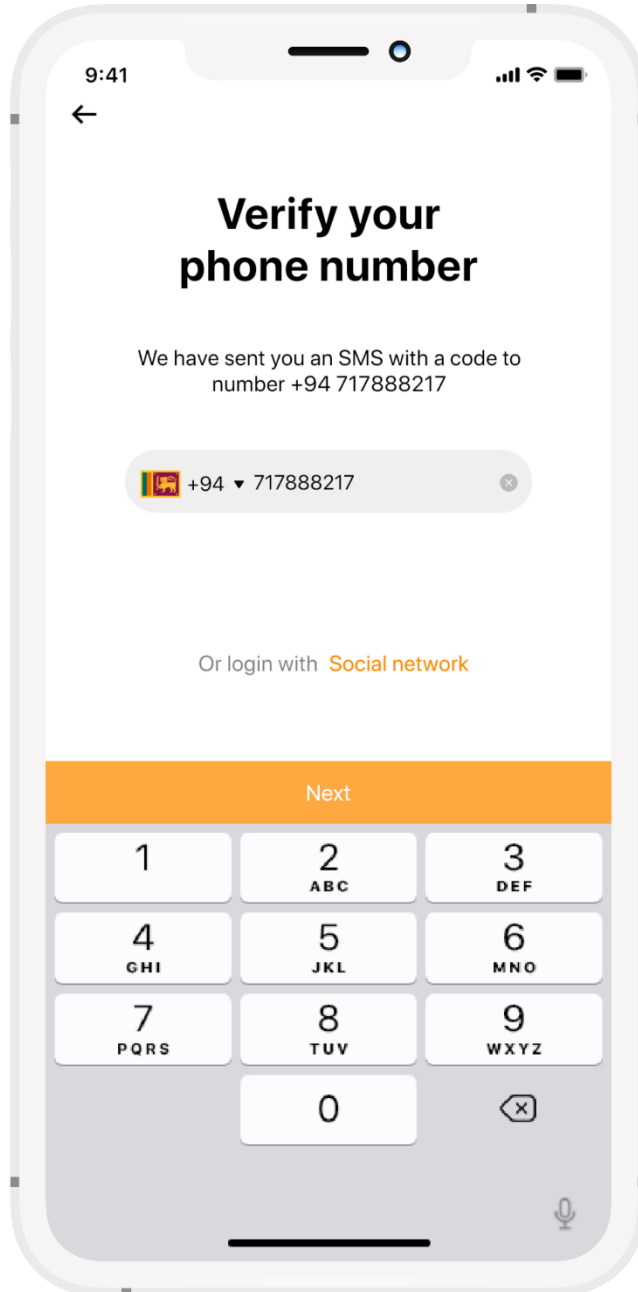
Verification number Screen

- Text field to enter the Mobile number to verify
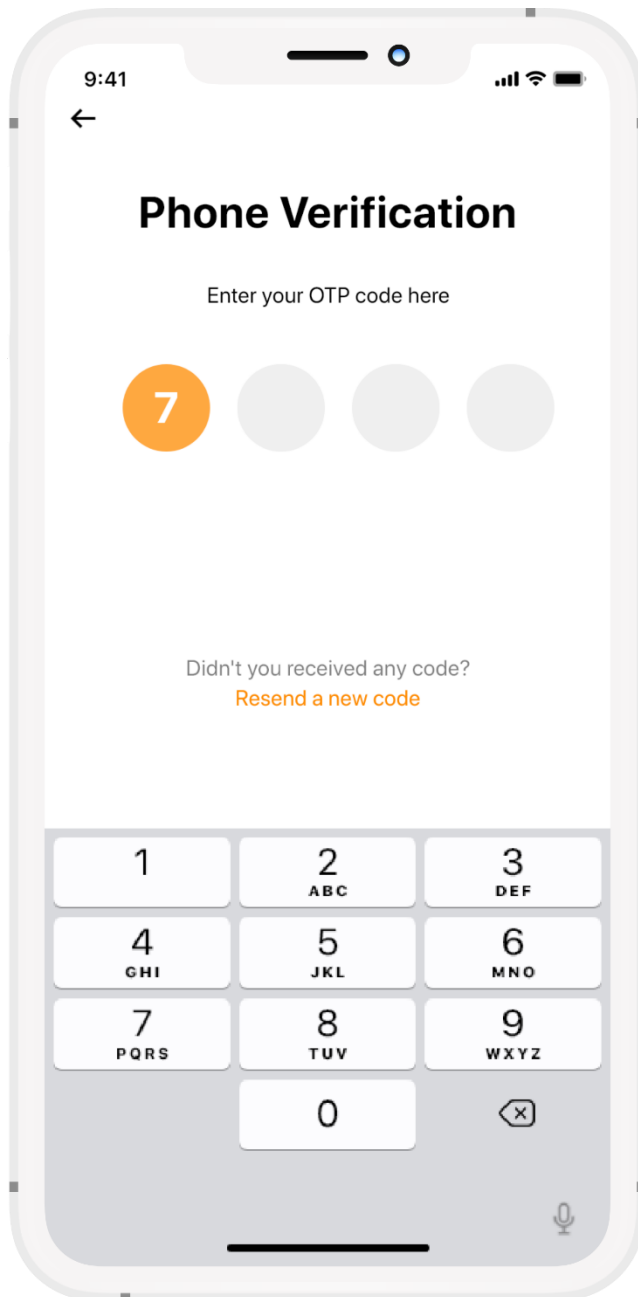
Phone Verification Screen

- Verify the phone number by OTP Code
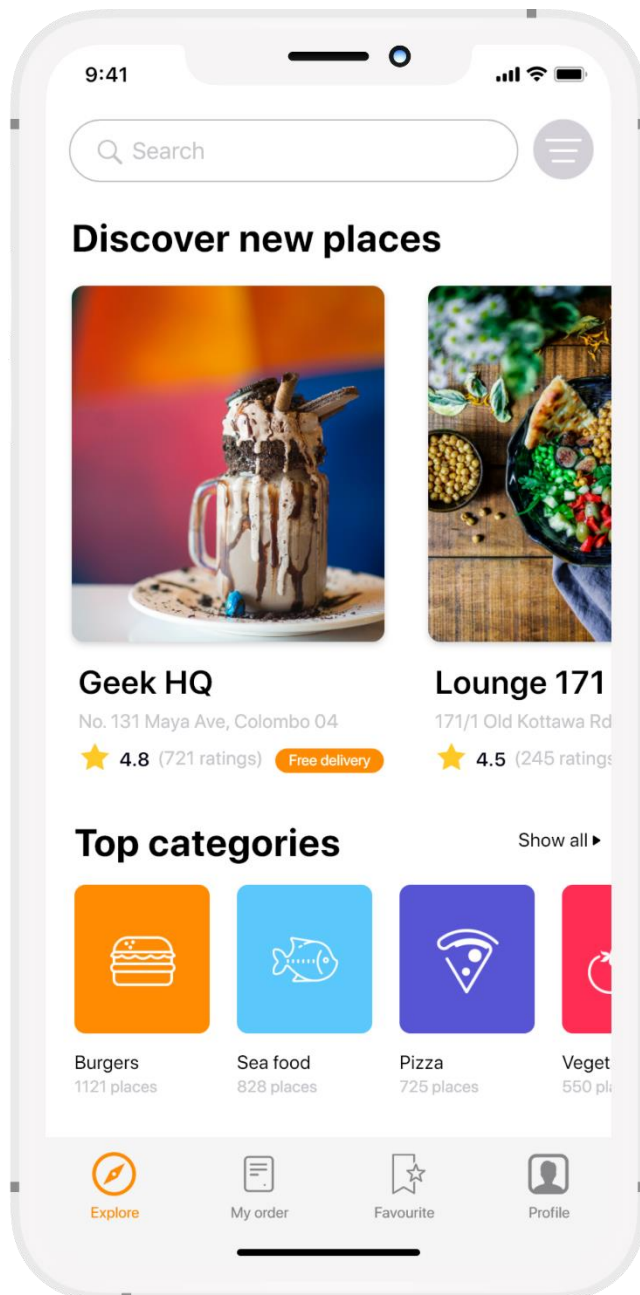
Dashboard Screen

- Main Dashboard with Discover new Places and Top categories
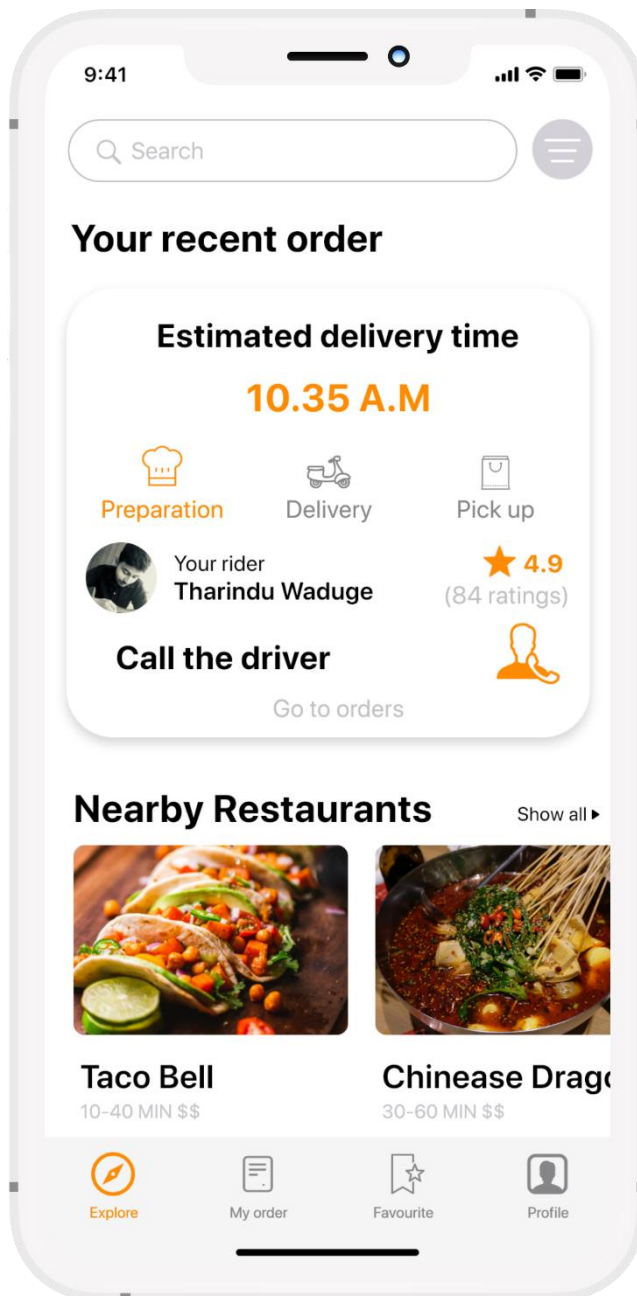
- Followed Modern UI trends
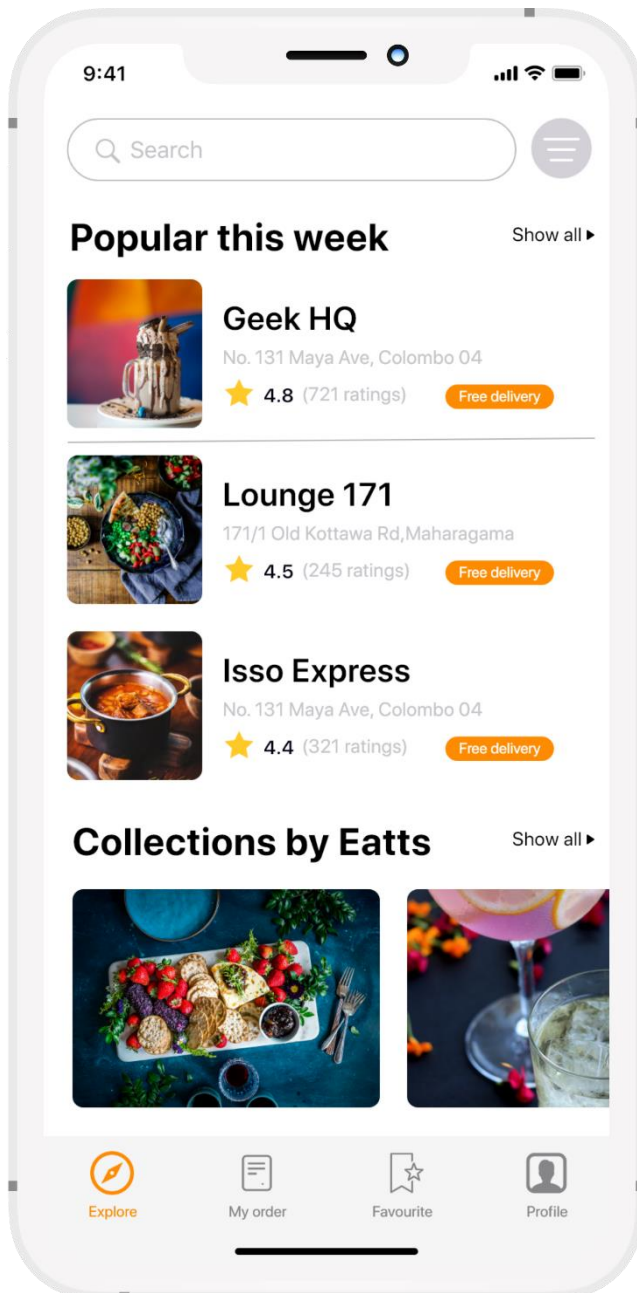
Dashboard - Popular this week Screen

- Main Dashboard with Popular this week feature and Collection by Eatts feature

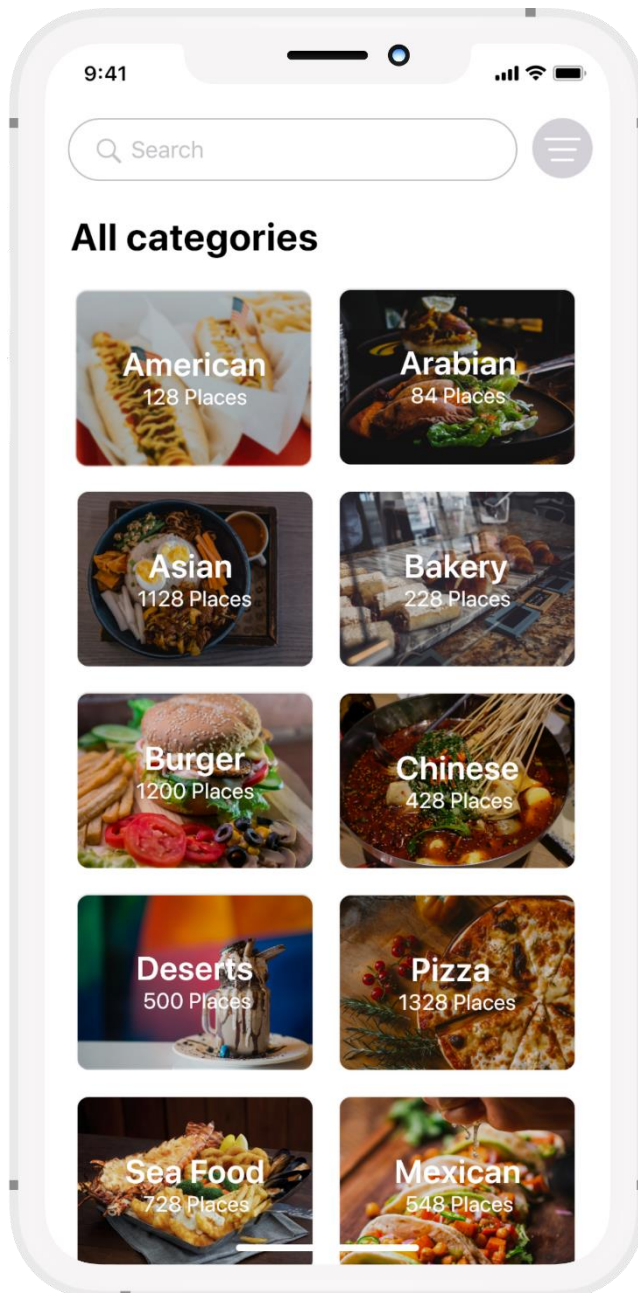- Added Ratings, Free Delivery badge to see the important details to the client
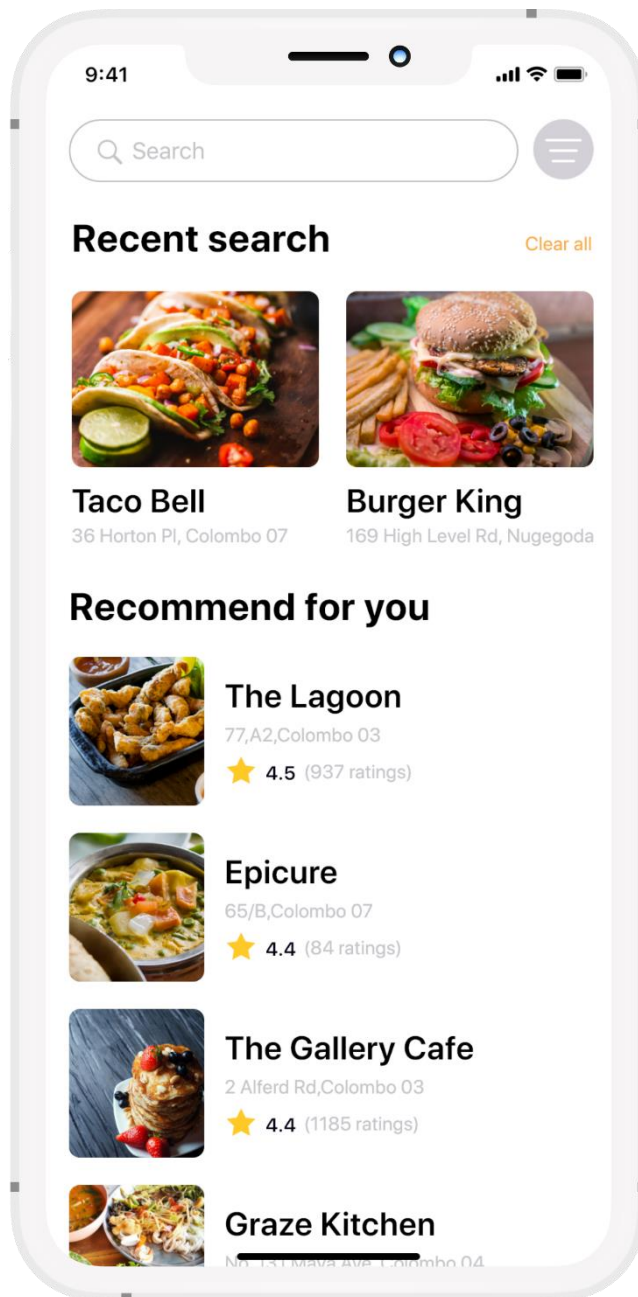
Dashboard – Recommendations Screen

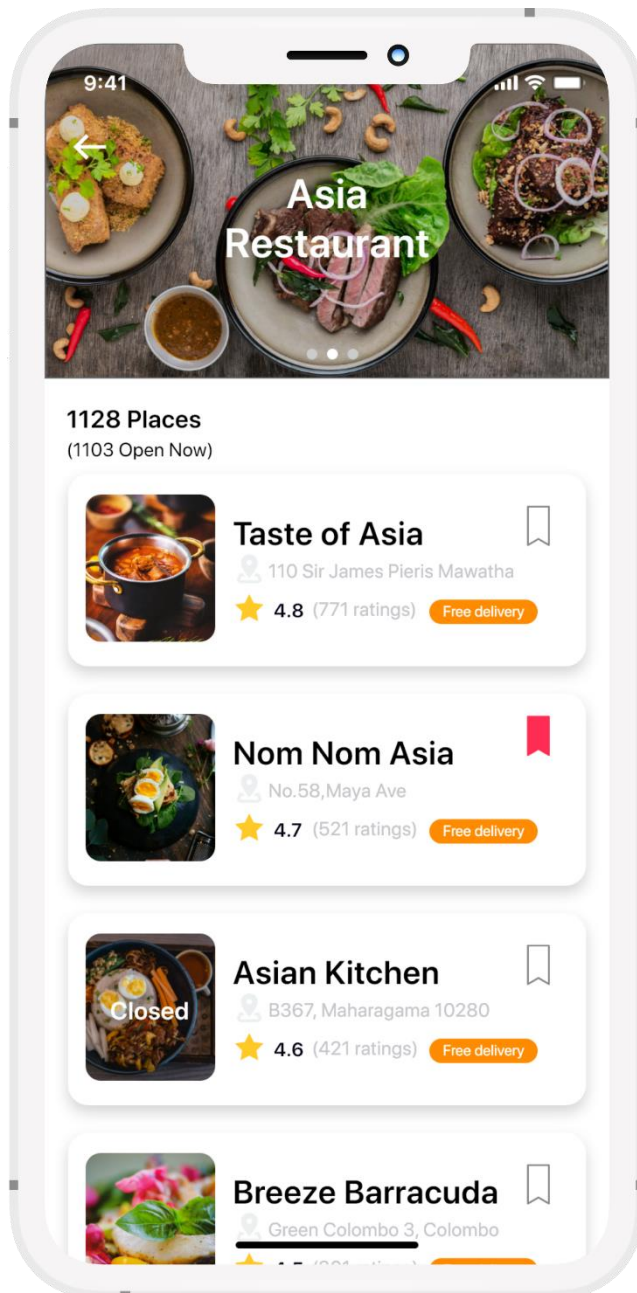- Main Dashboard with Recommendations & recent search features

Dashboard with Nearby Restaurant Screen

- Show nearby Restaurants

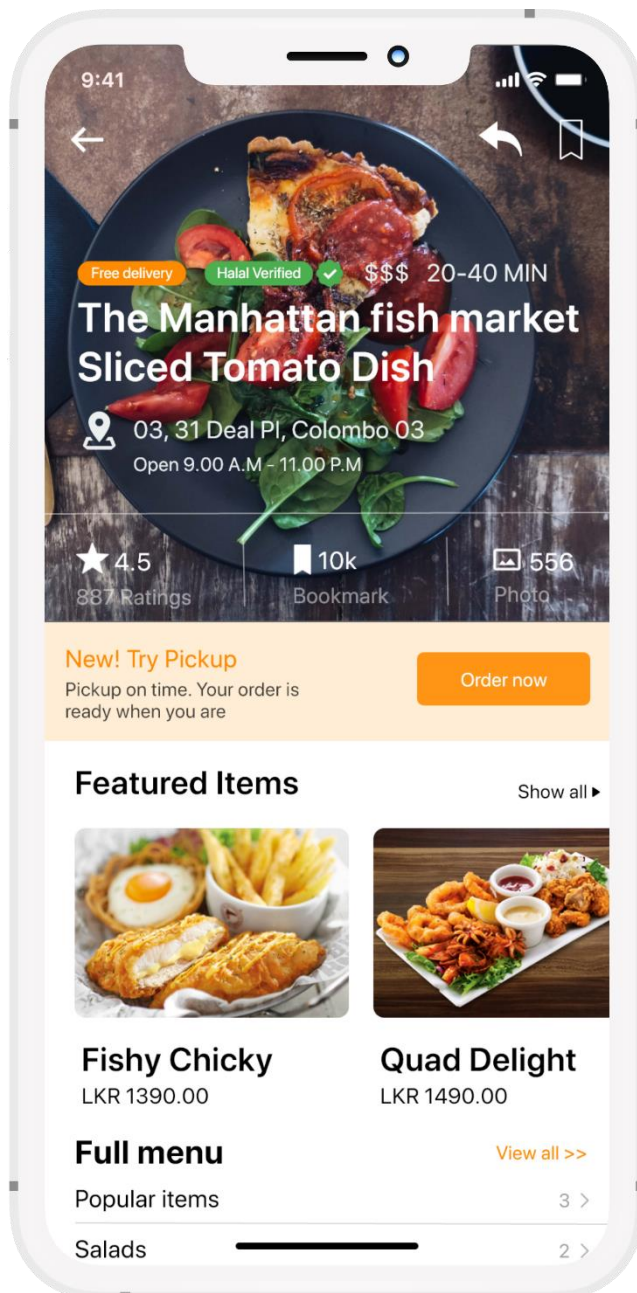- Card layout to show the ongoing delivery with **Call Functionality**
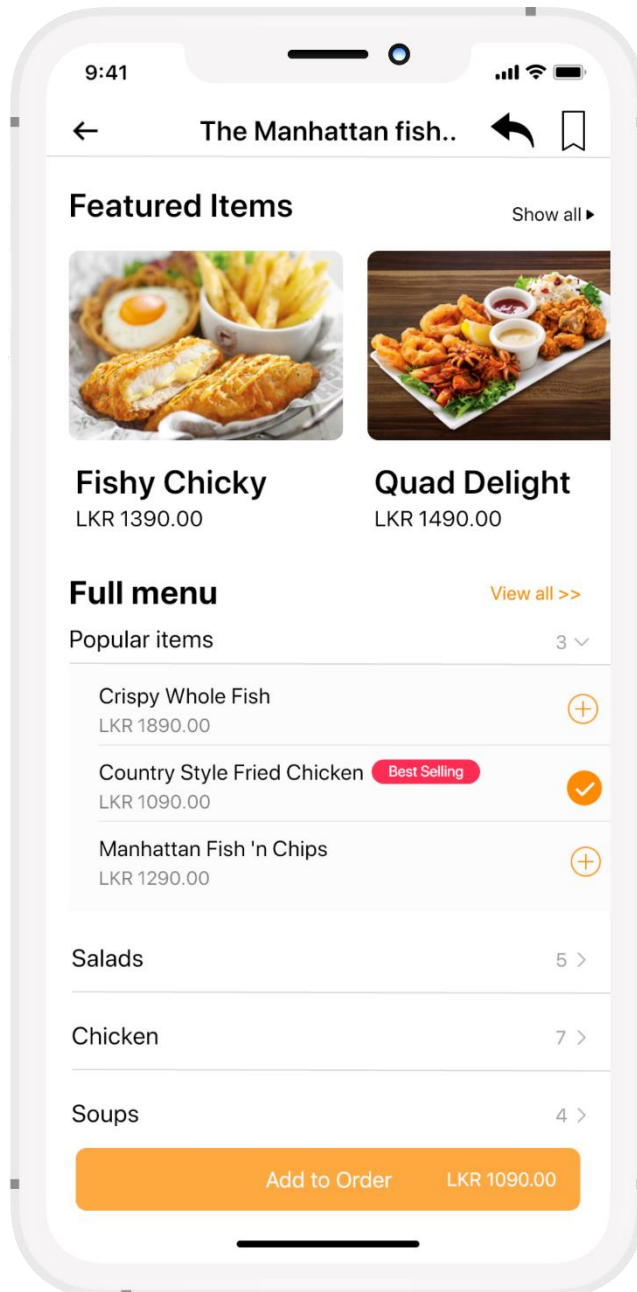
All Categories Screen

- Show all food categories

Detailed One Category Screen

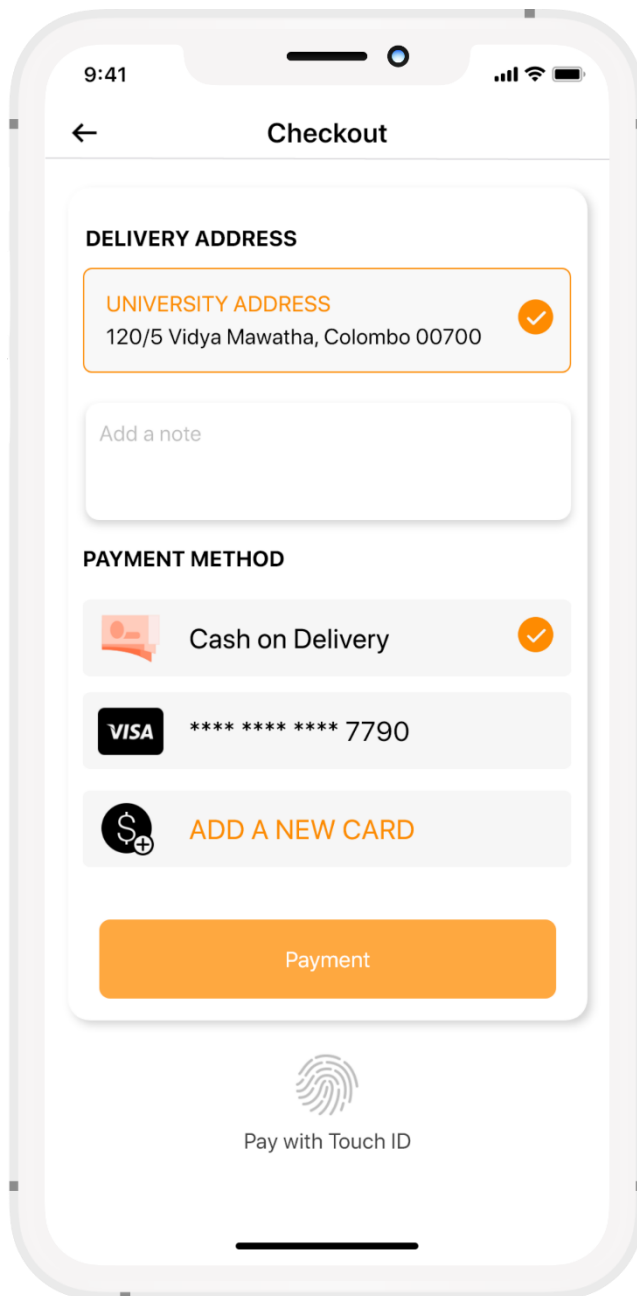- Show the available and closed restaurants in particular category

View Restaurant Screen

- Show all the details about a restaurant

- Showing Featured Items, Free Delivery & Halal verified badge and estimated delivery time and other important information
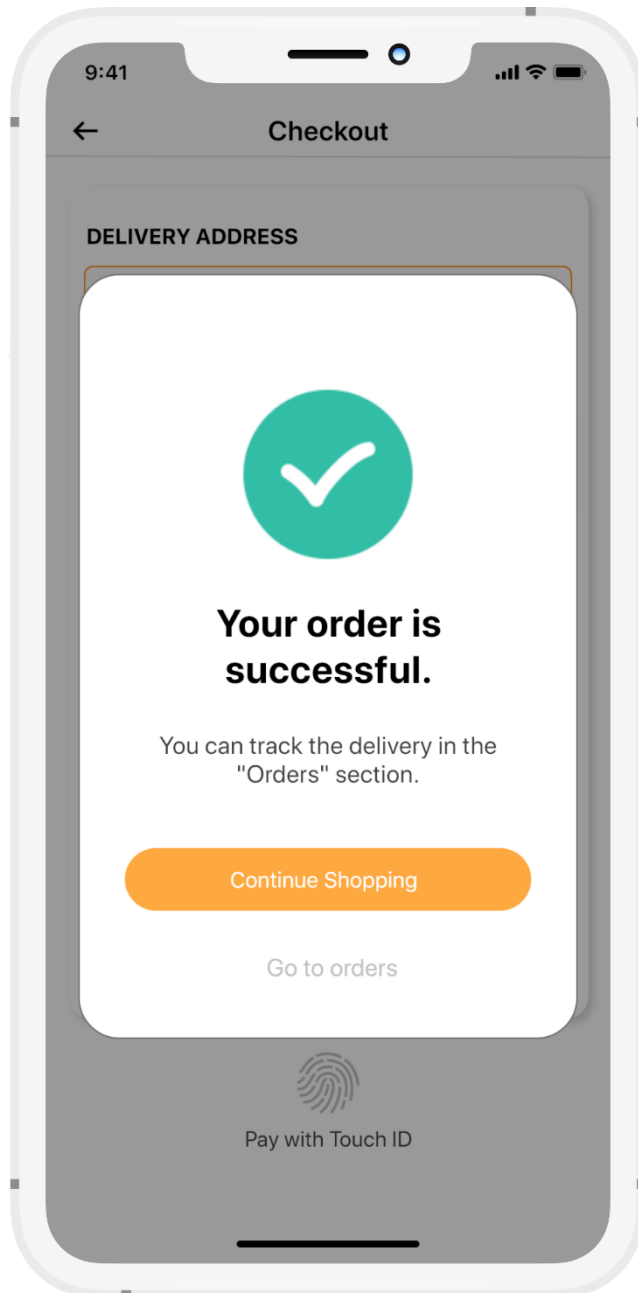
Add to Order Screen

- Show full menu and items to select and add to order
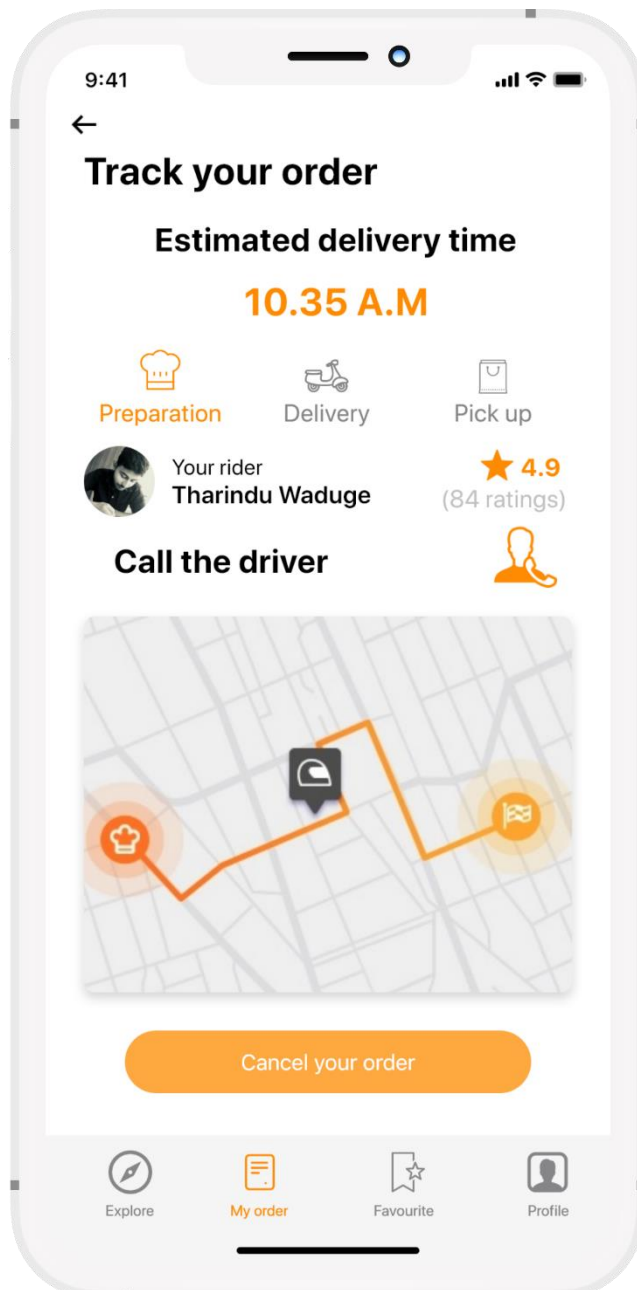
- Showing Best selling badge

Checkout Screen

- Show Delivery address and payment method to select
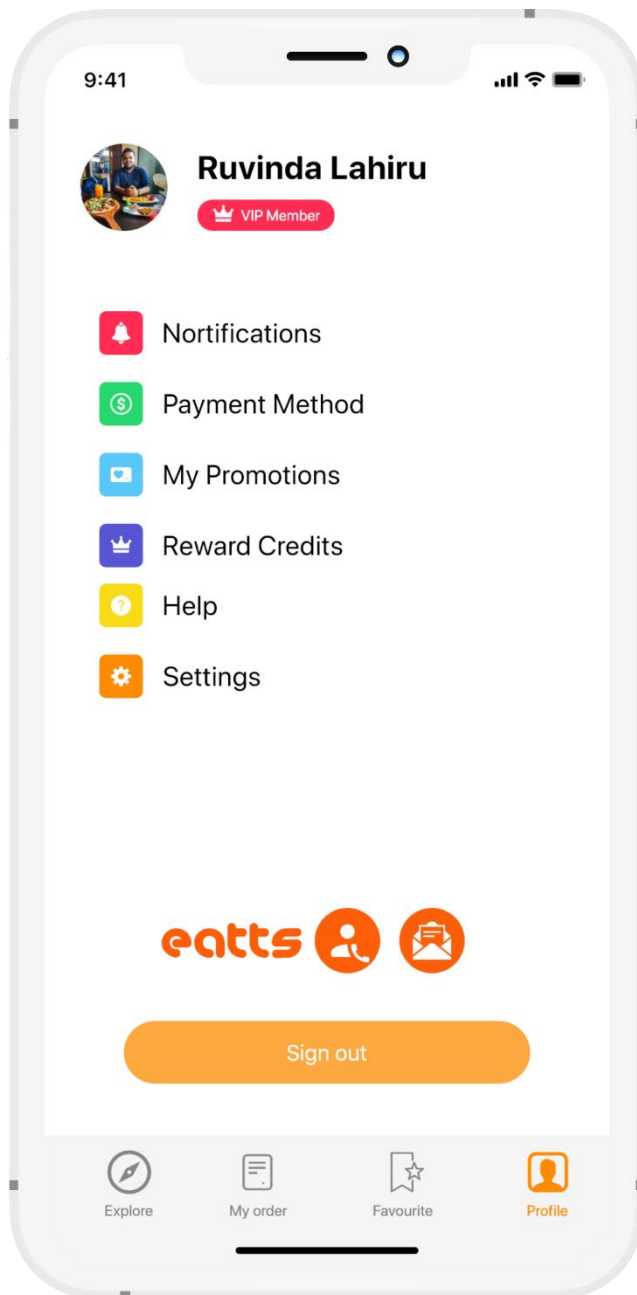
- Can pay with Apple Touch ID and also with Android Pay

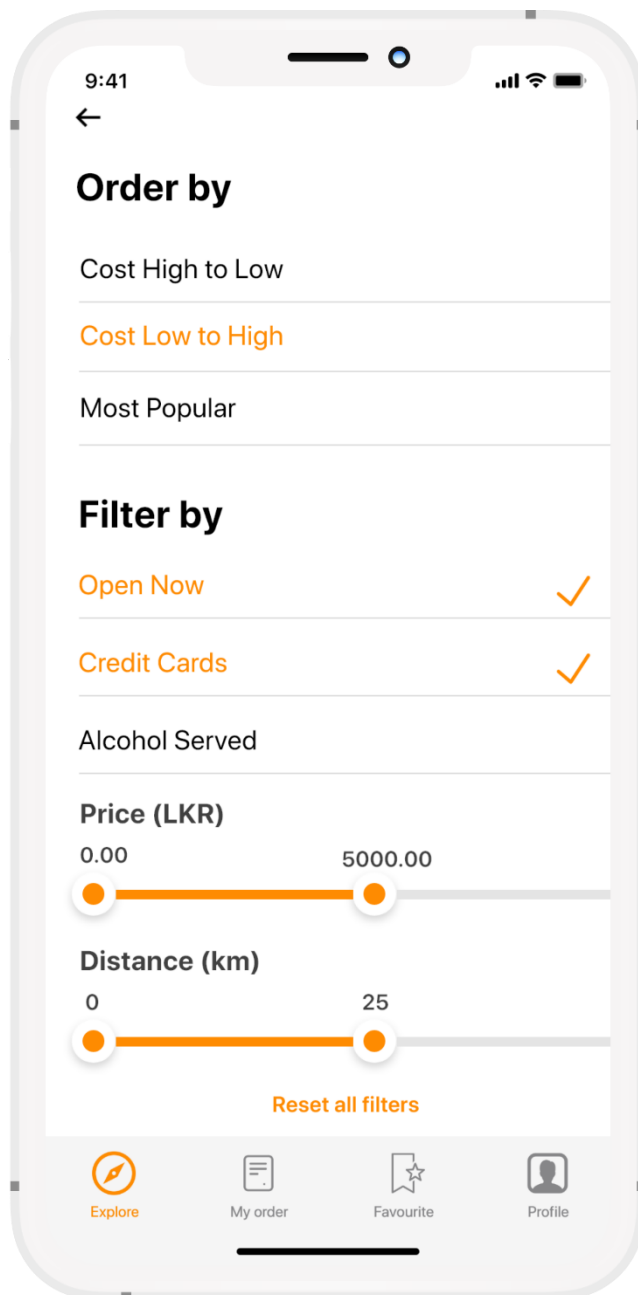**Payment Successful Screen**

- Showing pop-up successful message

Track Order Screen

- Showing Tracking details with Call function to the Delivery driver

- Showing real-time tracking map

My Profile Screen

- Showing various new functionalities like Notification panel ,My Promotions, Rewards Credits

- Showing contact to Eatts Customer Telephone & Email

Order by Settings Screen

- Updated Filter by feature with new parameters, Alcohol Served, Distance

(Scan here or follow this link to go to My Design Resources including Screenshots, XD Files, Prototyping Video and Flow Diagram source).

References

- https://www.eatts.lk/. (2019). *EATTS Food Delivery*. [online] Available at: https://play.google.com/store/apps/details?id=com.eatts.Client [Accessed 20 Aug. 2019].
- Icon8 (2019). Free icons. [online] Available at: https://icons8.com/icons [Accessed 20 Aug. 2019].
- Batagoda, M. (2019). *Usability for designers, P-A-C-T framework*. [online] Uxplanet.org. Available at: Batagoda, M. (2019). Usability for designers, P-A-C-T framework. [online] Uxplanet.org. Available at: https://uxplanet.org/usability-for-designers-p-a-c-t-framework-20509afcff57 [Accessed 20 Aug. 2019].[Accessed 20 Aug. 2019].