

To: Matt Maloney, Grubhub CEO

From: Samantha Diaz, UX Researcher/Designer

Date: April 4, 2019

Subject: Supporting Documentation to UX Presentation

This memo is in correlation to the earlier presentation. Attached you will find two user personas and wireframe, along with a breakdown of suggested features and functionalities. I have also put together a general outline of the project goals, findings, and my proposed solutions for the three problems identified in the presentation.

Goals of Study

The goal of the study was to analyze Grubhub's mobile app user reviews to learn about user needs and expectations for potential areas of improvement.

Findings

My analysis uncovered three potential areas for improving the user experience. It revealed that users' primary motivators of using the Grubhub app were ease of use and convenience. Users also revealed that they expect tasks to be simple and intuitive to complete on the app.

Design

The primary tasks of a user are to quickly browse nearby restaurants and menus, order food, and track their order. Grubhub's mobile app should support these tasks by providing clear paths from the point of opening the app until the point of closing. User reviews ranged from college students, full-time workers, and busy parents. The app was used in between classes, for lunch breaks, and after a long day of work.

The user experience should support various user scenarios and take a variety of other factors into consideration. Using the user personas throughout the design process is a way to keep focus and help spark new ideas about how a Grubhub user would utilize the app.

Strategy

Users often choose mobile-food apps because of the convenience. They place high importance on consistency, accuracy, tracking, and communication that a mobile app provides. Many users placed their expectations on previous experiences with competing apps, as well as similar on-demand apps.

In order for users to choose Grubhub over competitors, it's important to place focus on creating an easy and intuitive experience that provides users a seamless journey from start to finish.

The solution is creating a user experience aimed to be efficient and intuitive to user needs. My solutions for the app focus on:

- ✓ New search functions
- ✓ New menu layout
- ✓ Improved tracking communication

An Empathetic and User-Centered Way of Thinking

Two personas were created to represent real Grubhub users. They represent who and how the app is used. The personas were created from the analysis and data gathered from user research.

The personas will help create an understanding of users' behaviors, motivations, and expectations. They have realistic tendencies and characteristics that bring an empathetic approach when referencing the user experience. Using personas helps ensure the app is designed with the user in mind at all times, keeping the decision-making process focused on what's important.

Wireframe Design

The wireframe aims to solve the five factors affecting the current user experience. My proposed wireframe is a streamlined flow customized to meet users' specific needs and expectations.

Together, the personas and wireframe are visual representations of the findings from the user research. Using the five factors as a basis for improvement, the wireframe showcases solutions that would be beneficial to improving the user experience. Below is a list of the factors affecting the current user experience and the proposed recommendations for each.

Search

The search functionality will be easily accessible and compressed into categories that require less steps from the user.

Menu

To save mobile space, menus from the same restaurant will no longer be repeated. Users will be able to toggle between locations if multiple of the same restaurant are available nearby to order from.

The menu includes images of each item and looks consistent across every restaurant. A pop-up will appear if a coupon is available for a restaurant's menu and automatically apply to the user's cart.

Communication

After placing an order, users will immediately be prompted with an estimated time of arrival and track their delivery on an interactive map. The app will also be used to directly connect with the delivery driver or customer support through an easy to use messaging chat function.

The wireframe can be utilized by Grubhub as a resource and guide of the findings. Using the wireframe and research as a basis for potential alternatives to improve the customer experience. by creating a simple and intuitive design that doesn't over complicate the food ordering process.

Breakdown of Wireframe Recommendations

- Users are automatically prompted to sign-in, sign-up, or browse when the app is opened. Based on their choice, the user is appropriately guided through their unique process.

Users are also prompted to enter in the zip code they'd like to view nearby restaurants to and set notification alerts to notify them when a restaurant they are looking for becomes available in the nearby area.

Currently, the app automatically opens to the home screen without welcoming the user and does not prompt or offer notification alerts.

- Users can enter their address at the top of the screen and have the ability to save multiple addresses. A dropdown feature will allow the users to toggle between them when needed.

- The choice for delivery or pick-up will be a toggle feature shown clearly near the top, making it easy to switch if needed.

Currently users must go through multiple extra steps through the 'refine' search feature to change between delivery and pick-up.

- Restaurant categories are displayed on the main screen in an image 'carousel.' The carousel scrolls side to side (horizontally), versus up and down (vertically), allowing users to view more content by category without as many extra steps. Users are also able to search with keywords, sort content alphabetically, or by pricing.

Currently, users must scroll down to see restaurants one at a time. Content is not shown in any particular order or categorization, with many of the restaurants repeating, which hinders how many restaurants the user can see without searching.

- The restaurant menu interface also uses a 'carousel' to display menu items and breakdown into categories. If a user clicks on an item, they are able to view description and easily go back to the main carousel. All menu items have featured images and have similar layouts, creating a consistent theme throughout the app makes it easy for users to get through.

Currently, each menu features a lot of text that users must scroll through, with images and important information often missing.

- When users view a restaurant offering a discount coupon, they will be prompted with a notification, letting them know it has automatically been added to their cart.

Currently, users have difficulty finding the area to enter coupons or promotional codes. Automatically applying coupons will eliminate user frustration.

- When adding an item, users have the ability to customize their item based on all of the ingredients of it, as well as leave additional comments/notes for the restaurant to see on their order.

Currently, the only way for users to have customizations is by typing in the notes section of their order, but they can be often overlooked by restaurants because it does not separate notes by item.

- When users reach checkout, they are able to edit, delete, or add more items before proceeding to the payment. They are also able to confirm or edit their delivery address, as well as leave a note for their delivery driver.

Currently, users are not able to edit an item and must empty their entire cart if they need to delete an item.

- Once an order is placed users will be able to track their delivery and estimated time of arrival. They will also be able to contact their driver or customer support through a chat feature.

Currently, users must call by phone to Grubhub support and are unable to contact delivery drivers.

Please reference attachments for the personas and a full visual of the wireframe.

Thank you,
Samantha Diaz