



Introduction

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The project is centred around the digitisation of the business of the client who delivers milk to the doorsteps of the local community. The aim of the research is to determine if a software application is an appropriate method to employ for the ordering process. This will be achieved by the development of a prototype application and by analysis of the experience of the end-users with this system. To achieve this aim the creation of an application that meets the requirements of the client and user is needed as well as the use of phenomenological analysis and interviews to gain insight into the perceptions of the users.

Objectives

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- Produce a literature review.
- Design and develop an application that meets the client requirements.
- Collect user perceptions on the system via interviews and user acceptance testing.
- Analyse the perceptions using phenomenological analysis to determine themes. Evaluate the overall user experience using those themes.

Testing

3

Testing was performed on eight users using user acceptance testing. All users were required to complete tasks on the system including registration, purchasing a subscription, editing their profile and cancelling their subscription.

Afterwards they were asked questions relating to user experience and usability.

4

Themes & Results

Embracing Digitisation

Users showed general acceptance of the service becoming digitised due to better efficiency, on-line payments and order management features.

Aesthetic Contrast

Users had contrasting views regarding the appearance of the system. Negative experiences relating to the images used and the homepage.

Process Recognition & System Visibility

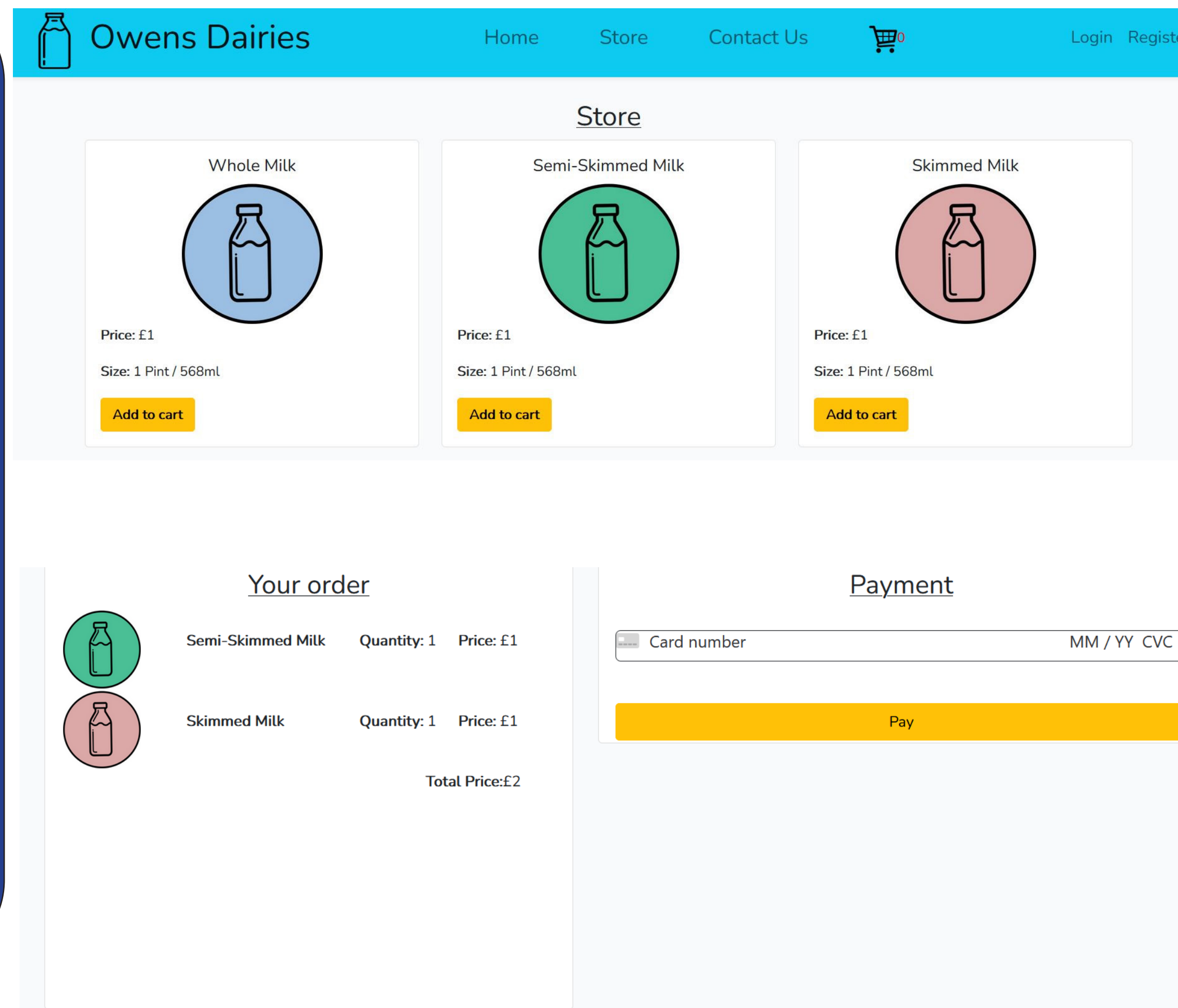
Users experienced issues with the subscription process. Causes include: Confusing registration, no progress identification, hard to see features and lack of feedback on actions.

Flexibility & Online Payments

Users liked the flexibility of the system compared to the current process due to the account features. Online payments also proved to enhance the user experience.

Comfortability & Enjoyability

All users expressed comfortability and enjoyability regarding their experiences during testing. However, some still had recommendations for improvement.



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Conclusion

The user experience of both the employees and users with the system suggests that the software has improved their experience compared to the older service. Due to the themes of comfortability, embracing digitisation and flexibility.

However, even though the acceptance of the system was positive the users still experienced negative emotions with particular features or were left with unfulfilled desires such as the admin page for the employees and the system visibility issues in the subscription process.

