

To investigate if bespoke food service applications supersede online food delivery marketplaces, a case study.



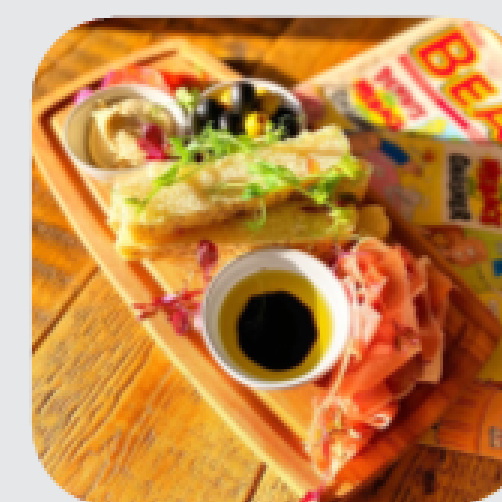
Explore Project Synopsis



Problem Scenario

With 2.1 billion users using food ordering applications, its apparent businesses need to venture online to remain competitive- but with marketplace giants making most profits, is an independent alternative favourable?

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Objectives

To create an ordering application for an independent café. From research of current applications, platforms, languages, design principles, design and develop a user-focused database backed web-application. Draw findings via varied testing and review project outcomes.

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Literature Findings

Reputable research carried out into multiple topics extending advantages & disadvantages of going online, marketplaces vs independent, examples of going solo, website design principles like Dix, Schneiderman, Nielson. Target audience design and feature expectations, testing concepts, technology stacks.

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Testing

Feature Testing: Carried out by the developer to identify and correct bugs within code. Issues found removing images, unknown error messages. **Observations:** 3 intended users completed tasks requested and analysed by observer. Used to highlight design strong points/downfalls, hyperlinks, navigation.

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Testing Cont.

Heuristic Evaluation: An overall evaluation by 3 users between Nielson's Ten Heuristics and design principles implemented and recognise need for additional useability. Literature Comparison: Discussion of similarities and differences between academic reports and project findings, a display of expectations/outcomes.

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Conclusions

Feedback acquired provided development recommendations and direction to finalise the prototype. The project solution produced intelligence displaying a route allowing the business to facilitate online orders and website editing in a user-friendly and logical format.

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