

Yummy Meals

4/2/2023

Team

Sara M

Table of Contents

Section 1 Study Details

Section 2 Themes

Section 3 Insights & Recommendations

Study Details

Project Background

Nowadays people with their busy schedule barely have time to cook and they end up spending money on unhealthy meals and eating outside. Having help on the preparation of your meals and delivering it to you is what got this app started.

Study Details

Research Questions

- What is the user's timing on the app?
- What are the preferences of the user on delivery options?
- Is pricing reasonable?
- Are they looking for more meal personal customization or do they prefer a ready package.
- How easy they can check in/check out.
- How often they come back to the app for orders.

Participants

5 participants

2 Female/ 2 Male/ 1 non binary
1 student / 1 single parent and
2 employee

Methodology

5-10 minutes

US

Usability study

users were asked to look at a live product or a prototype

Study Details

Updates

Research Questions

- How easy can they make their profile
- What are the preferences of the user on Payment options?
- Are they looking for more meal personal customization or do they prefer a ready package.
- How easy they can check in/check out.

Participants

5 participants

2 Female/ 2 Male/ 1 non binary
1 student / 1 single parent and
2 employee

Methodology

5-10 minutes

US

Usability study

users were asked to look at a live product or a prototype

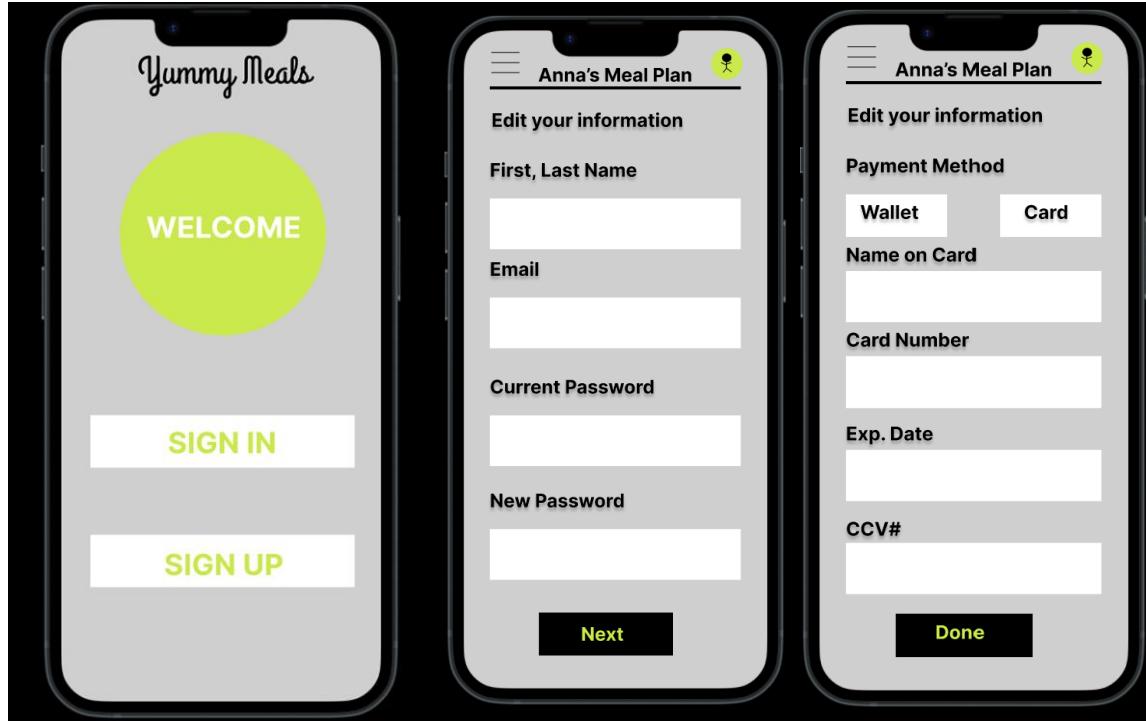
Prototype / Design Tested

Show a screenshot and include a link to the prototype (if applicable)



Prototype / Design Tested Update

Show a screenshot and include a link to the prototype (if applicable)



Themes

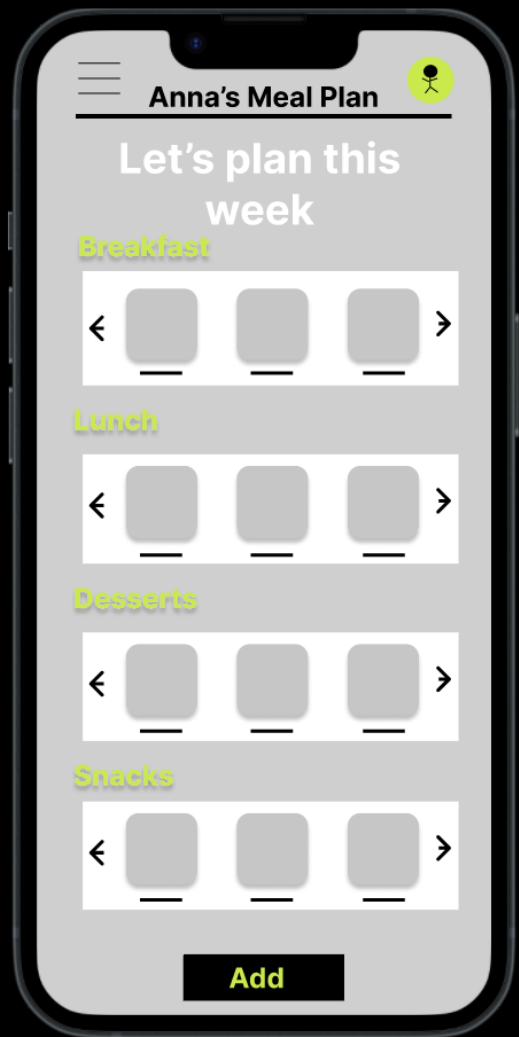


Theme #1

Supporting evidence from the usability study.

- Participants want to be able to customize their selections
- Mostly found it easy to navigate through.

“Having a profile will come handy for future orders I guess!”



Insights & Recommendations



Research insights

Sharing contacts

Not feeling comfortable sharing email or phone number

Payment information

No form of payment to keep on file.

Time Consuming

List of selection was too long

Easy to Navigate

Mostly found it easy to navigate through

Recommendations

- Keeping a form of payment on file makes it easier for next purchases to process faster
- Being able to skip unnecessary information
- Being able to check out as a guest.

Thank you!