

APP DESIGN

PROJECT 2

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BENCHMARK ANALYSIS

Uber Eats

WHAT IS IT?

Uber eats is a food delivery app. It will find the food couriers to pick out your food from the restaurants and deliver to your door.

WHO USES IT?

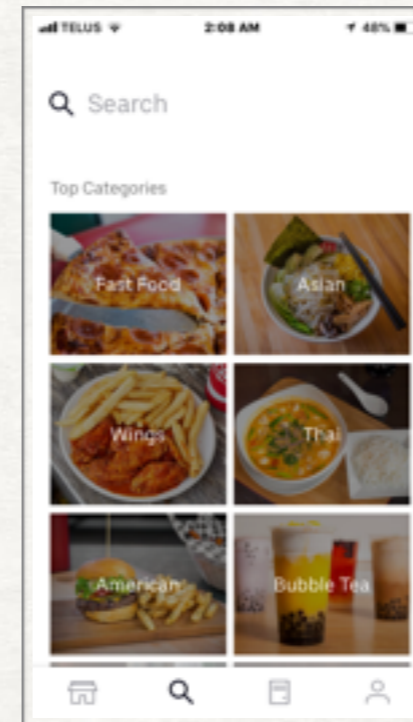
1. people who wants to order food at home
2. users who go to restaurant inconveniently

WHY DO THEY USE IT?

1. can order the food they want from this app
2. convenient and effective
3. have many choices of food

INFORMATION ARCHITECTURE

1. well organized content, easy to read and understand
2. in "Search" page use the category images to engage users order food
3. effective hierarchy and colors guides your eye to the most relevant content



VISUAL DESIGN

1. excellent design and color used
2. use the animation to show up the details and attract user's attention
3. nice photography of food and high quality
4. use multiple solutions to present information

USABILITY

1. The different location address displays in the restaurant list, which is a good approach to avoid confusing
2. Will automatically match nearby restaurants based on the address
3. recommend food for users (don't make me think)

CONTENT

1. pretty clear and easy understand
2. present information fully and in an effective way (only present when the scenario needs)

OVERVIEWS



Very user friendly app, can intuitively complete the ordering step by step without thinking.

BENCHMARK ANALYSIS

Skip The Dishes

WHAT IS IT?

Skip The Dishes is a food delivery app. It has the familiar function with Uber Eat except provides picking up food from the store by yourself.

WHO USES IT?

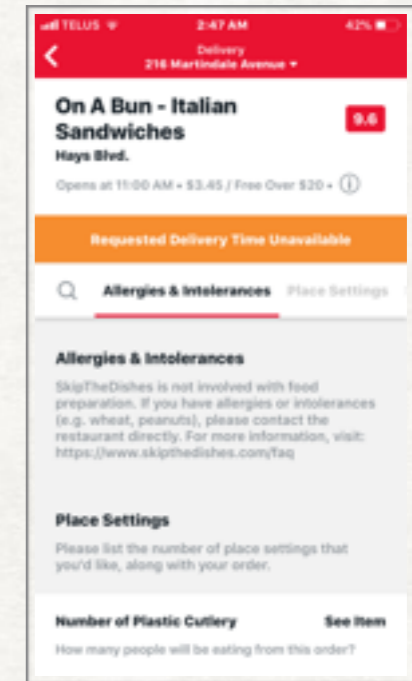
1. people who doesn't want to cook
2. people who want to save time

WHY DO THEY USE IT?

1. attracts by the promotion
2. cheaper delivery fee than other food delivery apps
3. have the pickup function

INFORMATION ARCHITECTURE

1. nice architecture and the interface is clean
2. nav use strong color to remind users don't make mistake about the important information (like order address)
3. use the "list" hierarchy to save screen space



VISUAL DESIGN

1. use the label to show some specific info(like rate)
2. use the bright color to highlight the nav and header

USABILITY

1. in the "delivery" page, if the restaurant is closed, the restaurant image will be dark(like the "disable" state) to remind user
2. But the same situation doesn't show up in the "pickup" page
3. doesn't display the address in the lists, it will like a bug if there are 3 same name stores

CONTENT

basically it is a good content organize, but in the restaurant information page, some content is too noisy (check the image beyond)

OVERVIEWS



Very user friendly app, can intuitively complete the ordering step by step without thinking.

PACT ANALYSIS

PEOPLE

PHYSICAL

Elderly people, slow reaction, relatively weak visual hearing

PSYCHOLOGICAL

1. heightened levels of upset or agitation
2. unexplained feelings of hopelessness, guilt or inadequacy
3. unusual withdrawal from family and friends
4. reluctance to speak about the situation

USAGE

1. larger font size on the screen
2. hide the unnecessary content and help elderly get more useful information
3. use bright color to highlight the points
4. evocation support to prevent accidental operation

ACTIVITIES

FREQUENCY

Only using when they want to have meals outside (check the restaurant info and make a reservation)

PSYCHOLOGY

Simple and efficient query to restaurant information and reservation

CO-OPERATION

Some activities done in co-operation with friends, family (planning, scheduling, logistics)

COMPLEXITY

Too much information contained on the restaurant page, which may have impaired the user's reading and understanding.

SAFETY/ERRORS

support withdrawal / double confirm

CONTENTS

Content should support the app in making reservation easy for users

PACT ANALYSIS

CONTEXT

ENVIRONMENTAL

1. can see the contents in a darker environment and a larger outdoor sun
2. can hear the voice prompts in a noisy environment

SOCIAL

1. remind the upcoming events
2. allow to share the reservation information to family and friends
3. be able to share the link to others for helps (like don't know how to make the reservation, user can send message to family and let them finish the steps)

ORGANIZATIONAL

1. any recommendations to help elderly make the decision?
2. maps navigation or traffic information

TECHNOLOGIES

INPUT

1. speech input for accessible users
2. automatically complete the text when typing to save time
3. inputing data with finger and thumb
4. social input (voting, chat) with friends and family

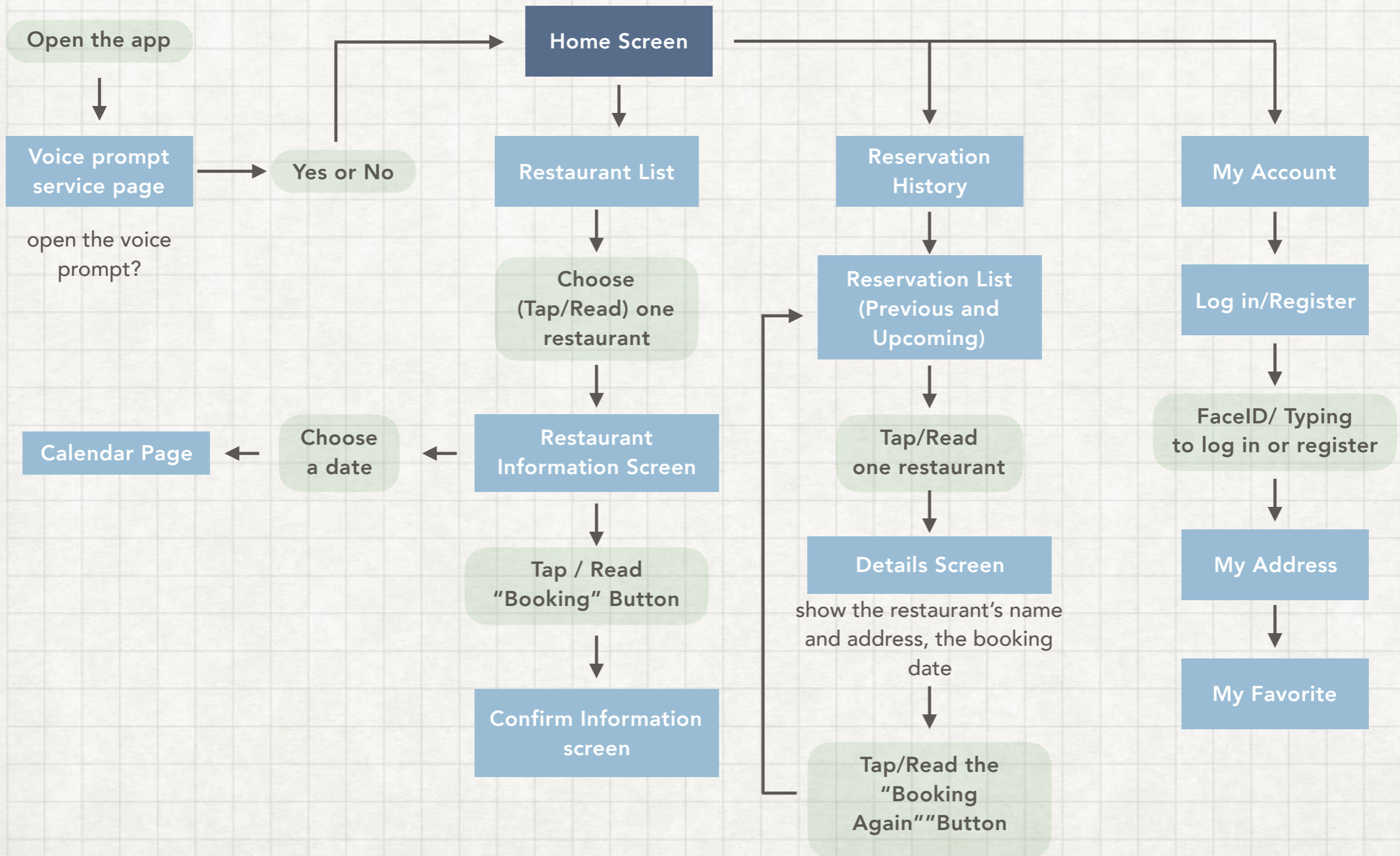
OUTPUT

1. voice prompts (read the content)
2. sounds for errors and confirmation (some noises)
3. feedback for errors (if they want)

COMMUNICATION

1. social media
2. human service
3. restaurant contact information

THE FLOW CHART



THE USER SCENARIO

