

Mobile App for Amusement Park Snack Delivery Service

Updated February 11, 2022, Original presentation 2/9

Team

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Study Details

Project Background

We're creating a mobile app for amusement park guests to order and have snacks delivered to them.

Project Background

Previous presentation on February 9, 2022.

Updates include changes based on insights and recommendations, slides 14-20. These updates also include screenshots of updates made in Figma.

Study Details

Research Questions

How long does it take to move through the app from start to finish?

Is it easy or challenging to order a snack and choose a delivery option?

Participants

5 participants

2 male, 2 female, 1 non-binary

18-75 years of age

Methodology

10 minutes

Virtual/In-person

Unmoderated usability study

High level procedure

Prototype / Design Tested

Screenshot of main page on app [right]

Link to Figma app:

<https://www.figma.com/file/cpRHUSmvYNoTygfvAuHExa/Amusement-Park-App?node-id=0%3A1>



Themes

Theme #1: Users found it challenging to find delivery later order to be delivered now.

Supporting evidence from the usability study.

- Language of buttons confusing
- Unsure of where go once they were taken back to homescreen
- Call to action button more obvious for when they'd like pre-paid order to be delivered to them.

“It should take you to the main menu. “View pre- paid orders” (add in thank you for you order screen in place of select your order when you are ready...”)

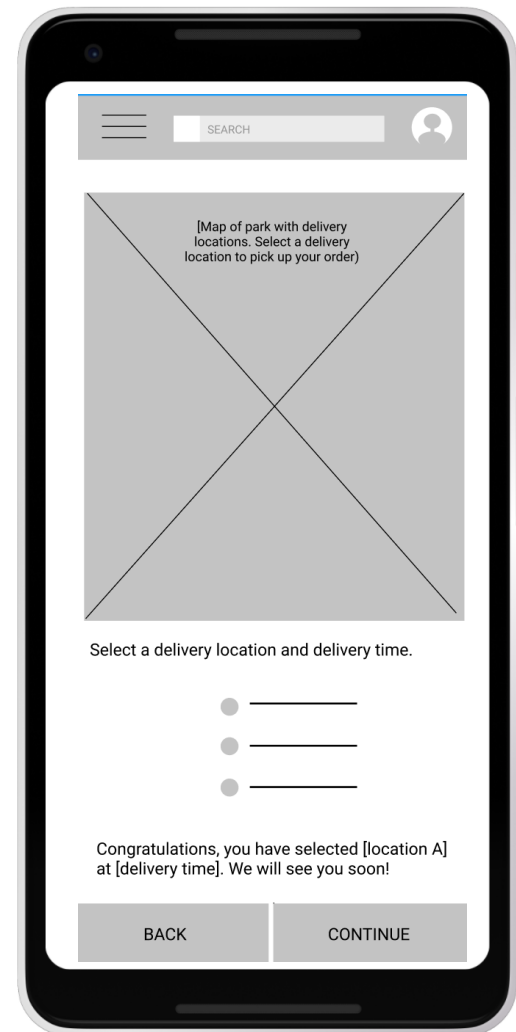


Theme #2: Users found pick-up option to include delivery options.

Supporting evidence from the usability study.

- Pick up confirmation page includes delivery options
- This was noted by multiple users

"Delivery bar after you pay should not show anything about snack being delivered"

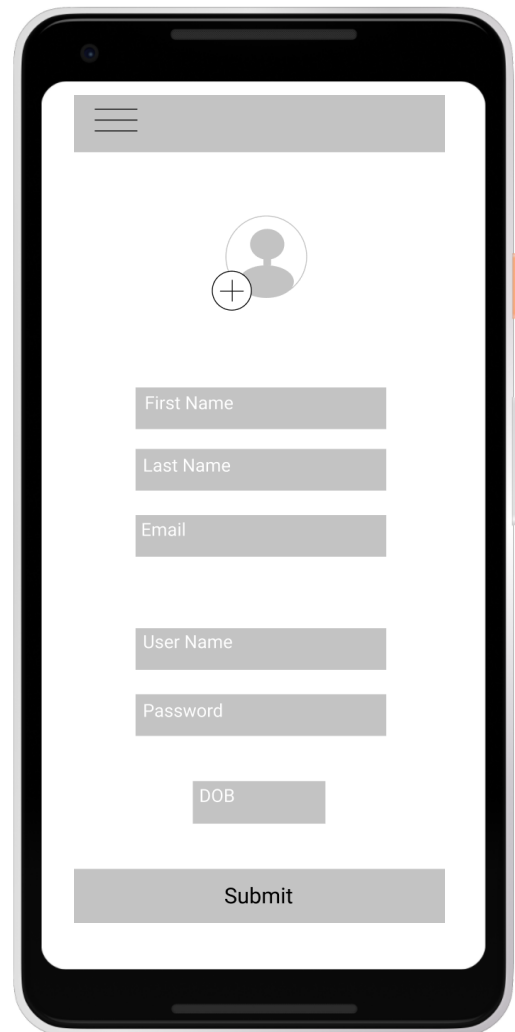


Theme #3: Users thought some functions weren't necessary, wording was confusing, and shared ideas to make the app better.

Supporting evidence from the usability study.

- Search Bar on screen with Different search options unnecessary
- Password for sign-up only includes one line to put password in, no option to double-check
- Wording was confusing for some of the functions

“What does ‘Park Favorites’ mean?”



Insights & Recommendations

Research insights

Delivery Later
Button Confusing

Language and instructions need to be given.

Functions that aren't necessary

Search box on search page not necessary

Pick up option has delivery component

Pick up option sends you to prompt that also has a delivery now option

Suggestions for adding features to app

Users had several recommendations for things to add to app to make users want to return to it.

Recommendations

- P0- fix delivery later button so it is more clear. Add language for instruction.
- P1- remove search bar navigation, “delivery” from pick-up prompt
- P2- additional features

Additional Research:

-Content writing for button functions

Next Steps:

-Continue to finesse suggestions in P0 and then P1.

App Updates based on Insights
and Recommendations

Theme #1: Users found it challenging to find delivery later order to be delivered now.

- Updated button in left-hand corner to stand out more and show different language.



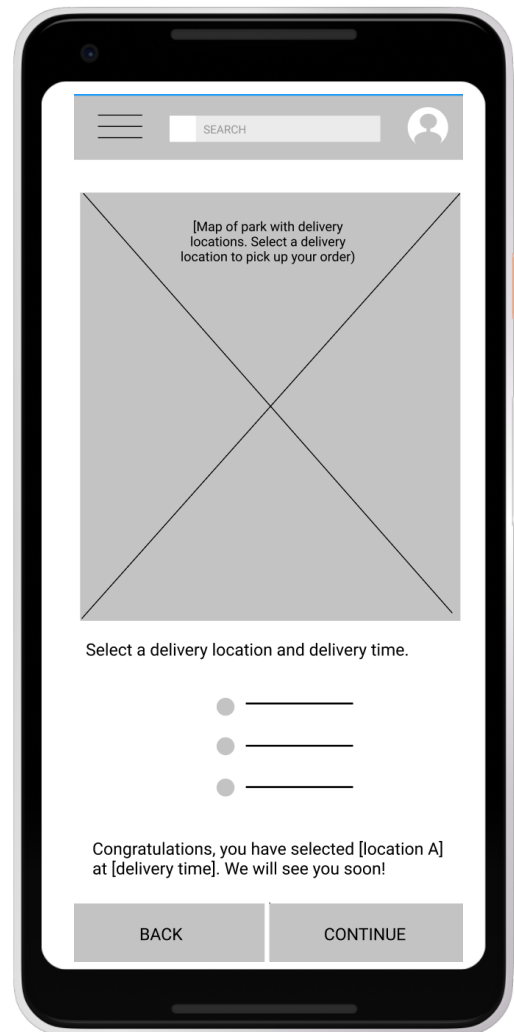
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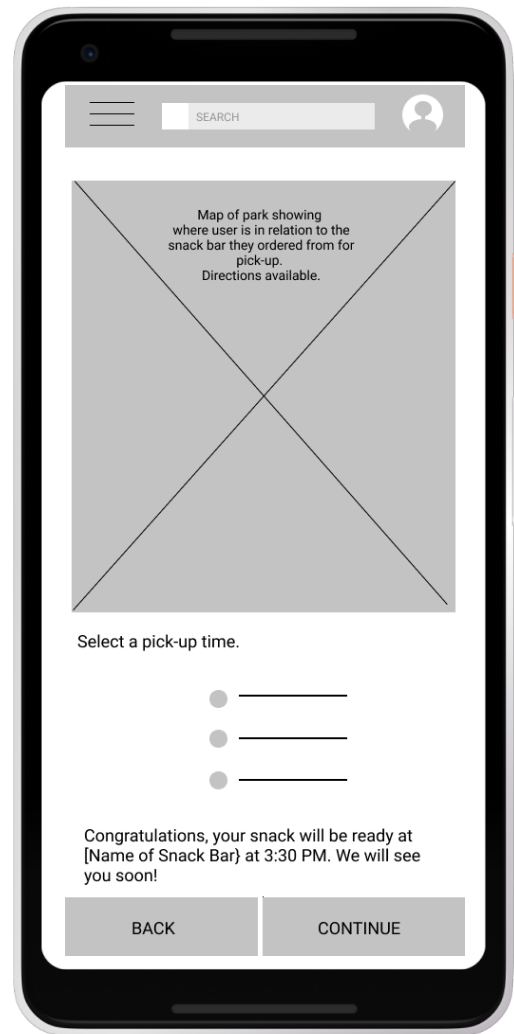
Theme #2: Users found pick-up option to include delivery options.

- Updated screen for time selection to only indicate that this is for pick-up.



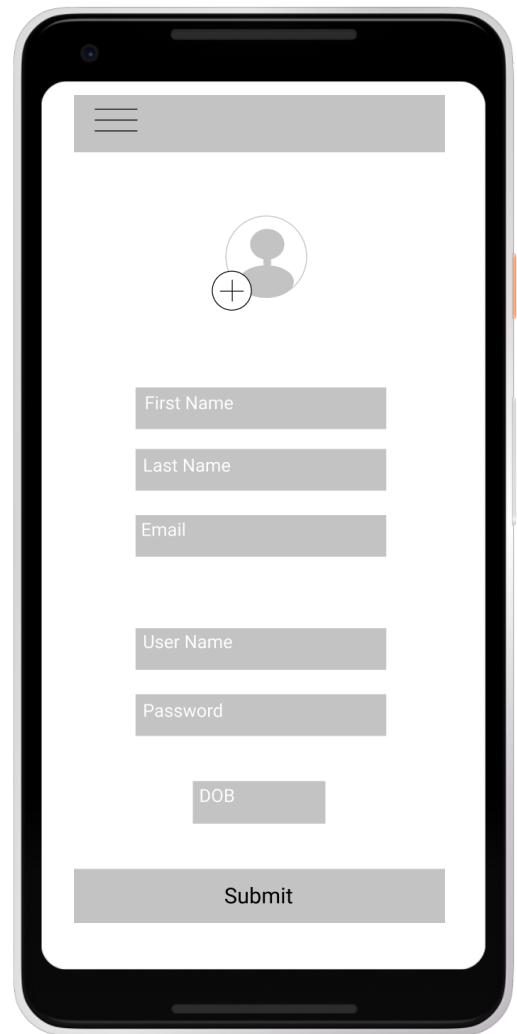
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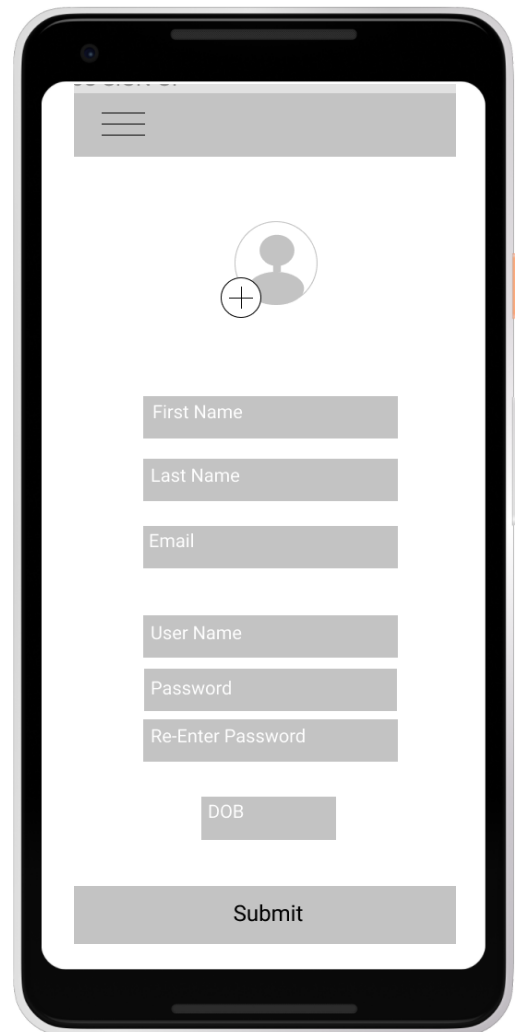
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Added re-enter password field for password verification.



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The image shows a smartphone screen with a registration form. At the top, there is a grey header bar with a hamburger menu icon. Below the header is a profile icon consisting of a grey circle with a person silhouette and a plus sign. The form consists of several input fields: First Name, Last Name, Email, User Name, Password, Re-Enter Password, and DOB. At the bottom of the form is a large grey button labeled 'Submit'.

Thank you!