

Foodies Guild

I-541 Final Project

Team C

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Problem Space and Requirements Gathering

Problem Scope and Domain

The domain space we are investigating is unaccompanied travel and living, specifically for business travelers, international students and single military service members (where single does not necessarily mean 'unmarried'). The U.S. Navy alone has 327, 862 Active Duty personnel, many of them single (November 4, 2015, U.S. Navy). In 2012 the number of international students in the United States was 764,495 (2012, USA Today). According to the Journal of International and Intercultural Communication, international students and their dependents contributed \$22.7 billion to the U.S. economy in tuition, fees and living expenses (2012, USA Today).

According to U.S. Naval policy (Unaccompanied Housing Handbook and MILPERSMAN 1300-308), unmarried Sailors of the rank Seaman Recruit to Seaman (E1-E3) on Active Duty may not receive the living stipend known as Basic Housing Allowance (BAH). This forces all unmarried Sailors just starting their careers to live in barracks spaces or in ships berthing. They're eating galley food, even for holidays unless they have friends to visit or fly home. Additionally, some service members choose to leave their family at their home and take their orders as a 'geographic bachelor'. This is an 'all-service' issue, not strictly a Navy one.

According to the U.S. Department of Transportation, Americans make more than 405 million long-distance business trips each year (2015, Bureau of Transportation Statistics). About half of those trips are made by individuals between the ages of 30 - 49 and they tend to be males (77%); these people shoulder about 30% of the business travel burden while only representing 15% of the American population.

While there are lots of restaurants, sometimes people just crave homemade food. We believe that food is more than just sustenance; it is a shared culture and a way of relieving stress. Our project aims to find a way to bring comfort and a sense of 'home' to our product users by connecting interested home cooks with our target demographic - unaccompanied travelers.

Related Applications

Many people are perfectly happy sleeping in a stranger's apartment thanks to Airbnb. Uber has made the idea of paying someone to drive you around in their personal vehicle more popular than taking a cab service. So what about a mobile application that connects you to people who want to sell you a home-cooked meal?

Foodie Shares is a Los Angeles-based company that hopes to do just that, [billing themselves](#) as "a private community marketplace for gourmet homemade food." The [LA Weekly proclaimed](#) that the app hopes to be the "Uber of home cooking," and if you live in the Los Angeles

communities of Santa Monica or Venice, you can give the app (which is currently [only available in the iTunes app store](#)) a test run right now.

Part of what makes Foodie Shares more akin to Uber than, say, a [Craigslist for people's leftovers](#) is that, although anyone can apply to join the community as a chef and the application process is described as “minimal,” the company claims to vet all the chefs to some extent and, more importantly, the app includes a “robust review system” to help members let each other know what they thought of their meal or ask chefs questions. And according to the Weekly, “The makers of the app claim that most of their home chefs have culinary training.”

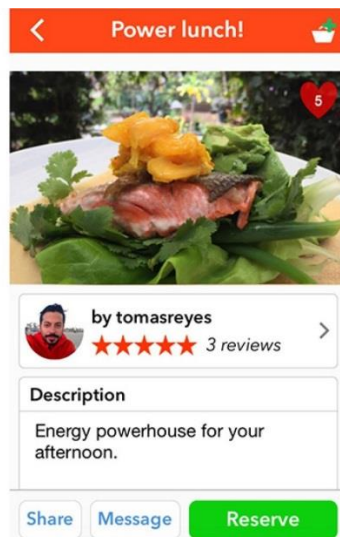


Image 1: Foodie Shares

It is different from an app like [Feastly](#), which invites you to actually eat at a chef's home. Instead Foodie Shares sells their food for pick up or delivery. Users browse the app, pick what they want, pay online and then either pick up their food or have it delivered. Meals should be ready in about 20 minutes to an hour.

From there, if you survive the experience, you can give your chef a positive rating to let other people know that the particular chef you chose is legit. As with several of these food startups there are possible concerns over the quality of the chefs and their dishes. Additionally, it also seems to operate—much like Airbnb and Uber—in a bit of a legal gray area. Foodie Shares seem to hope that their status as a “private community” will help circumvent any issues from the health department. Even so, the company hopes to expand to the rest of the Los Angeles area by the summer, so we should see if the promise of home cooked meals overcomes issues of trust and legality pretty quickly.

Summary of interview and research findings

We found five different people to interview two of which were from Indiana, two from India, and one from Virginia. This range of people gave us some different perspectives on our problem space. We found that the majority of our interviewees would be willing to sell extra portion of their food, which means there may be a user base for our solution. Even though there are people that are willing to sell their food, we found the price they would sell for is around the \$7.00 range or 25% markup of the original price. This wouldn't be a practical solution for people looking for a cheap meal to eat, but at least people would have an opportunity to eat a home cooked meal if they don't mind paying as much as they would at a restaurant. We also found that people are willing to eat the homemade food even if there is no flexibility for menu choice. Also sharing pictures and videos of food while making is found to build the trust for consumers.

Purpose and Goals

The main purpose of our application is to connect the homemaker to food consumers. Other purpose of this application is supporting homemakers with little extra earning by continuing their routine. Also it provides a better way for users to get access to home cooked food. Based on our interviews and secondary research we think that having a mobile application will be beneficial to all the parties involved in the process. Food makers will be able to post the menu and the pictures as they are making the food, whereas consumers will be able to track and book the order in real-time.

Explorative Design

Key Requirements

There were a number of important insights we gained during the interview and survey process, which informed our design ideas and the following critical requirements. The first requirement we identified is that our expected user group (business travelers, out-of-state and international students, and military personnel) has uncertain access to transportation and require some form of delivery service. The second requirement is that the application must have a wide variety of food types; our expected consumer user group is very diverse. We interviewed people from India, Indiana and Virginia during the data gathering process and all have different ideas of what constitutes 'home cooking'.

The third requirement involves food safety and trustworthiness. All participating home cooks will be required to provide an ingredients list and pictures of the food preparation. This is to protect against food allergies and illness as well as allowing our consumers make an informed decision. The final requirement is that there needs to be a social aspect to the service. Our expected user group are generally far from home and might be looking for friendly customer relationships as well as 'home cooked' food.

Scenarios

We developed two scenarios, which helped us identify the system from our user's perspective. The first scenario revolves around an active duty military personnel stationed far away from home during the holidays. The second scenario is an example of an international student missing their native cuisine.

Scenario 1

Seaman JoAnn Stone has been in the US Navy for 13 months now. She completed boot camp, her job training and now has been assigned to her first duty station, Naval Base San Diego. Seaman Stone is 23 years old, single and trying to get used to living alone. She is from Providence, Rhode Island and is glad to be on the coast but misses her parents and their family dinners.

She finds the food in the galley to be extremely disappointing and only has a microwave available to her in the barracks. Seaman Stone is living on a budget and cannot afford to go out to eat often. Seaman Stone is looking for an authentic home-cooked New England Thanksgiving dinner. She needs a way to get the home-cooked food she misses while staying within her budget. She also needs to have the food delivered because she is without a car and wouldn't know how to drive around San Diego to pick up her food even if she did have one.

Caption – Scenario 1

This scenario highlights a typical frustration for military personnel. Oftentimes they are far from home, on a very limited budget, without transportation and otherwise stuck eating disappointing cafeteria food. The requirements we are showcasing in this scenario are: that the food selection options should include regional and ethnic cuisine if possible; that the system connecting foodies to home cooks must interface with a delivery service; that the food must be reasonably priced compared to local restaurants.

Scenario 2

Aziz is an international grad student that is currently attending IUPUI. Even though one of his favorite things to do is eat, he is a terrible cook. So he finds himself going out to eat often but nothing satisfies him. His favorite type of food is authentic Indian but the Indian restaurants around the Indianapolis area are few. He has tried those restaurant but he isn't satisfied with the type of dishes they serve because they aren't authentic. Aziz needs a way to contact other people that are interested in the same foods that he does and possibly people that have the ability to cook that food.

Caption - Scenario 2

This scenario represents the international students that may want to have the ability to purchase their authentic native dishes. The requirements that we are representing with this scenario are: the ability for users to connect with other people that share the same interests of food as them; search for the food type that interests them; the price be reasonable for a college student.

System Selection and Rationale

Foodies Guild is aim to provide the foodies a regional/ethnic food from regional homemakers in the neighborhood. The major challenges involved in this domain are to find out regional homemaker chefs willing to participate to share their food portions. It is not just limited to particular chef's anyone who loves cooking and wish to share the food able to join the community application. Although every chef has to go through initial registration process, standard training and sign the consent agreement about the quality and hygiene with the us.It is neighborhood marketplace to share and enjoy the home made food. It also gives a chance to earn extra money to homemakers by staying at home as we are planning to provide multiple logistics options for each party involved in the process.

The second most important part of application is establishing the trust of food consumers with application and in turn with food offered and chef's abilities through delightful user experience. We planned to take several steps to establish trust for foodies and serve them the good food from the neighborhoods. Several step include feedback and review mechanisms, communication and collaboration with chefs. Frequent updates about the how dish is cooked and what all ingredients used to ensure health and hygiene.

Sketching, Prototyping and Internal Review

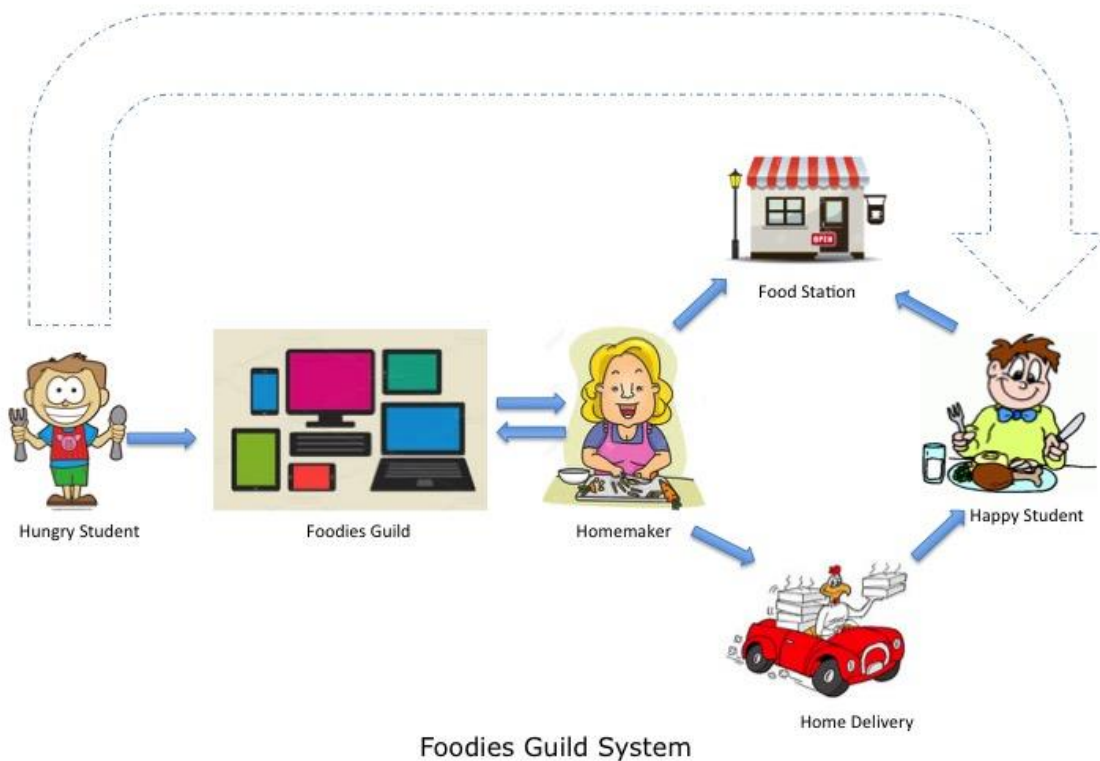


Figure 1: System Basic Flow

Cognitive Walkthrough

The team conducted an internal cognitive walkthrough of our first iteration prototype. Our team consists of three people, each of whom took a turn conducting the walkthrough. The first and most immediate finding is that there is no distinct connection between the user's profile and the 'Chef/Food Selection' portion of the application. That is to say, we overlooked a fairly critical piece of functionality. On the bottom of the mobile application is the navigation menu which has icons for home, user profile, chef/food selection and a search feature.

We did not iterate a screen showcasing the selection of chefs/food, so we continued with the evaluation by changing our task list to assume you selected 'Chef Kyle' as your preferred Chef to do business with. We then had users browse through the available dishes and select 'baked beans'. The results of the walkthrough indicated that the screens we do have are fairly well done and easy to understand but that we should rethink the site navigation to include our nav menu on most screens.

The Task Listing for the Cognitive Walkthrough were as follows:

Goal: Order food using the application.

- **Step 1:** Log into the application
 - Username: Bill Traveller
 - Password: EatNow!
- **Step 2:** Review your user profile and see if you have any notifications
- **Step 3:** Assume you selected 'Chef Kyle's' profile
- **Step 4:** Browse their dishes and find 'Baked Beans'
- **Step 5:** Order dish
- **Step 6:** Track order
- **Step 7:** Post dish review

Recommendations for Final Prototype

We were able to identify several action items from this exercise. First we need to sit and create a sitemap so we can understand from start to finish what our participant workflow truly is. Second we need to include a screen that allows users to select whether they want to search by Chef or by Food Category. Finally, we also need dialog screens for payment and delivery.

Validation

Usability Study Findings

Our team assembled a product evaluation packet and sent it to seven 'industry' professionals all of which are Human-Factors Engineers, Industrial Engineers, Developer or Project Manager. We received four responses of the seven and the feedback was generally positive. The participants all enjoyed the conceptual effort and the approach to the problem space. Having said that, participants uncovered a number of task errors and provided insightful recommendations for future iterations of the project.

Task Errors

Our participants were asked to complete a series of representative tasks while imagining that they were 'Foodie' users as opposed to 'Home Cook' users. As expected, the most complicated task – “Review available dishes and order chicken biryani” – was the one which caused the most errors. Looking at participant feedback the core usability issue identified seemed to be related to the applications navigation. When reviewing dishes participants had difficulty navigating 'back' through the dialog.

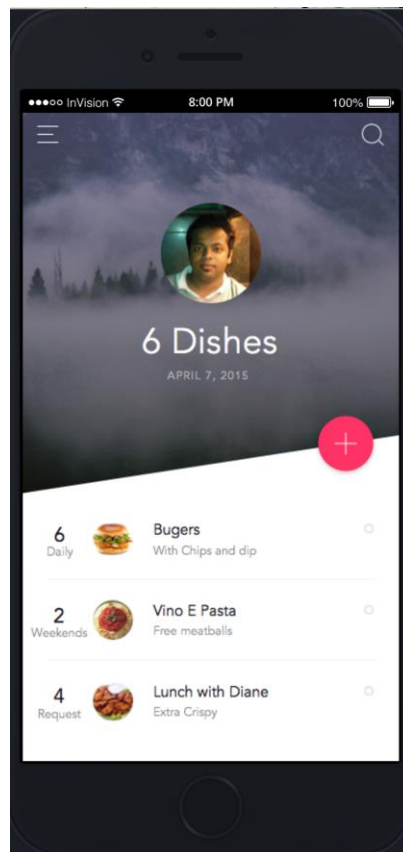


Image 2: Available Items

The second most difficult task was, surprisingly, Task 1 – “Create a Foodie account and profile” – which of course will be a high priority when we redesign for our next iteration. Participants felt the terms ‘Experience’ and ‘Agreement’ were ambiguous and off-putting. To quote a participant, “There is no stated ‘required’ level of expertise and this makes me feel like I wouldn’t ever want to cross over from a ‘Foodie’ user to a ‘Home Chef’ user.

	Task 1	Task 2	Task 3
Participant 1	2	3	0
Participant 2	1	4	1
Participant 3	1	1	2
Participant 4	3	2	0
Total	7	10	3

Table 1: Task Errors

Post-Task Questionnaire

Two important insights gathered from the post-task questionnaires; first the participants felt that the application was ‘close’ to representing their mental model. This is expressed in the overall positive feedback to the ‘desired workflow’ question. Second, price is critical to overall user participation in the app. There are lots of costs beyond just the item price including delivery service, taxes and a Foodies Guild Inc. fee (implemented to cover operating costs and make a profit) – all of which need to be carefully considered as they are directly correlated to user’s making a final purchase.

	Overall this task was?	The way this system works fits well with my desired workflow when ordering food	How many times a month do you eat out?	How critical do you think pricing is to determining your order?
Participant 1	3	4	1-6	5
Participant 2	4	4	1-6	5
Participant 3	4	3	7-13	5
Participant 4	2	5	1-6	5

Table 2: Task 1 Post-Task Questionnaire Results

Interview Results

Despite the number of errors our participants indicated that overall this iteration of the prototype was neither terrible nor exceptional. They felt that pricing, innovative concept and unique approach to the problem space were our main strengths. They highlighted navigation and semiotics as potential areas of necessary focus. Interestingly, one participant said they felt like the use of the term ‘experience’ was intimidating in the user profile section of the app. This made them feel as if they had to meet a certain ‘standard’ in order to participate and said they were afraid of harsh criticism from anonymous users.

Problems with the Product

As expressed above, participants identified overall app navigation as a concern. Naming conventions need to be considered as well as the account creation process. One user disliked the term 'homemaker' and suggested that we replace that with 'chef' or 'home cook'. Lastly our participants indicated that they would prefer a fully functional prototype to test with so that they could explore the site and make use of some of the chat functionality.

Recommendations for Future Development

The evaluation gave us valuable insight into what some of the major usability and design concerns are concerning the Foodies Guild app. That insight ranged from identified usability errors to subjective and freeform interview feedback with proposals for expanded functionality. For example, one participant's recommendation was to conduct a card sort and determine what jargon target users expect to see for naming conventions. Another participant recommended that we include the ability for users to invite one another to a social event that includes their favorite 'home cook's' food.

For the next steps we will incorporate the feedback into our next design iteration. This will require us to conduct a card sort exercise as well as a thorough internal cognitive walkthrough. We will then develop a fully functional prototype and conduct a more robust user test with 30 users. Finally, our last task is to identify and develop a successful 'home cook' safety and requirements vetting and training process as well as a robust delivery system. We will look towards similar applications to understand how best to approach that issue.

Appendices

Primary User Research – Interview Results

Interview 1: Home Maker Chef – Jane (Franklin, West Virginia)

- Where are you from?
Franklin, West Virginia
- What type of food do you specialize in?
Southern Cooking
- How often do you make food at home?
5 nights a week generally

- Are you willing to sell portions of your food?

If I didn't have to take care of the girls and make dinner I probably would. So before I had children or when they're a little older, I think it could be a fun way to make a little extra money.

- Provided the income was large enough, how many extra portions would you be willing to prepare and sell?

I think 4 would be the max, that's generally double what I would normally make, so not too much trouble.

- How much would you consider is a fair amount to charge?

I guess that depends on what I'm making but I could see selling them for 7-9 dollars a serving.

- Would you mind sharing a picture of the food while you were preparing it and an ingredients list?
- To ensure food is fresh To avoid allergic reactions to ingredients (peanuts, etc)?
I would be willing to share ingredients and pictures but that would probably make cooking a lot slower.
- Are you willing to receive the feedback about food?
I guess so but I'm not sure it would change my mind in how I prepare my food.
- Making a type of food is completely up to you, however if requested a particular item, are you willing to make it?

That depends, maybe if I could create a 'menu' of items I'd be willing to prepare, and I would want a couple of days' notice so I could get to the store.

Interview 2: Student from India - Pratik, Food Consumer

- Where are you from?
Indore, MP, India
- Do you miss homemade food?
A lot
- What are your eating arrangements?

I am sharing room near school with one student from India and we cook sometimes together or I do eat out I am at school for longer time. There is no fixed schedule about where to eat.

- How many times a week you eat outside and how many times a week you make a food? Again depends on schools work also my mood to get up go to kitchen and cook something :). But on an average I make food 3-4 times a day.

- Are you interested in getting home made food (particularly regional or ethnic)

- If regional or ethnic available, would you prefer it?

I am very much interesting in getting Indian food. I ate food from the Indian restaurants however I found that it is not at all authentic Indian food.

- How will you feel if you have communication option with the chef?

Interesting concept. I really don't have much time for that every day but It will be great to have a connection with Chef, so that I might request or tell him/her something casually.

- How about if you can see the video or picture of the how the food made for you?

Not a video. I might check out the pictures

- What do you think (what parameters you take into consideration) when you have to eat outside?

- If you find it hygienic healthy and tasty will you go for it?

Obviously the first criteria taste and hygiene. I have a car and eat outside on 2-3 times a week so I don't mind going far for tasty food. If it is a weekend and also if I have to watch game I prefer any sports bar nearby.

- What kind of communication or ordering method is easy for you?

I would prefer the mobile application for ordering and if I could put pin on map like Uber application for my directions. I never carry cash so yes I will prefer online payment only.

- Are you willing to give the feedback about food?

I see you creating an app but frankly I might use it only if the food either too good or too bad.

- As the food is made by family and if you don't have much choice but based on what is available are you willing to buy it?

Idea of getting home made food as the families are sharing the part of their food is itself a very good. We always miss taste of homemade food as we are away from home. Yes I am willing to buy it, but I expect them to be flexible at some time, if I am eating at them regularly.

Interview 3: Home maker - Saroj Female 33 from South India

- Where are you from?

Hyderabad, Indian

- What type of food do you specialize in?

Indian Authentic

- How often do you make food at home?

Every day with few exceptions at alternate weekend

- Are you willing to sell portions of your food?

Sure, I would love to that, as I stay at home all the time and I can use that time to earn something and utilize my time.

- Provided the income was large enough, how many extra portions would you be willing to prepare and sell?

I would love to do that, provide advance notice, also advanced money if I am creating more than 10 servings. Also I don't have any transportation options available, it will be good if you can provide me the grocery and collect the food from my place. I was engaged in similar business in India and I know about the packaging of serving and I am not willing to do that.

- How much would you consider is a fair amount to charge?

It all depends on the dish I am cooking. If provide flat rate for a month I guess I will be manage by cooking expensive and inexpensive at alternate days.

- Would you mind sharing a picture of the food while you were preparing it and an ingredients list?
- To ensure food is fresh
- To avoid allergic reactions to ingredients (peanuts, etc.)

I won't mind if you setup a device at kitchen. If will just start it before cooking and close that once it is done, so that you will have all the details you need.

- Are you willing to receive the feedback about food?

Absolutely, my husband tells that to me every day :). But he always likes the food :) so I would love make sure that is it correct.

- Making a type of food is completely up to you, however if requested a particular item, are you willing to make it?

Yes but as I already told about advanced notice also the transportation of grocery.

Interview 4: Home maker – Adam 30 Noblesville, Indiana

- Where are you from?
Noblesville, Indiana
- What type of food do you specialize in?
Pasta
- How often do you make food at home?
~15 times a week
- Are you willing to sell portions of your food?
Yes
- Provided the income was large enough, how many extra portions would you be willing to prepare and sell?
Dozens/day
- How much would you consider is a fair amount to charge?
25% markup on purchase cost

- Would you mind sharing a picture of the food while you were preparing it and an ingredients list?
Spaghetti - noodles, sauce, 1lb ground beef, grated cheese, spices
- To ensure food is fresh
- To avoid allergic reactions to ingredients (peanuts, etc)
- Are you willing to receive the feedback about food Yes
- Making a type of food is completely up to you, however if requested a particular menu are you willing to make it
Yes

Interview 5: Home maker – Alex 23 Batesville, Indiana

- Where are you from?
Batesville, Indiana
- What type of food do you specialize in? - "Are you asking for specific food items or meals?"
Meals would be garlic grilled Chicken and pasta, food I'm decent with eggs, sausage, chicken, pasta
- How often do you make food at home?
Right now, maybe 2-3 times a week
- Are you willing to sell portions of your food?
Neutral, I would need to check my food storage, I rarely buy more than what I need.
- Provided the income was large enough, how many extra portions would you be willing to prepare and sell?
If the income was large enough and what supplies I would have on hand I would make enough to feed as much as I could with what supplies I had.
- How much would you consider is a fair amount to charge?
\$7.00per serving
- Would you mind sharing a picture of the food while you were preparing it and an ingredients list?
Yes

Secondary User Research

For Secondary research we conducted a Facebook poll, reviewed existing applications (discussed on page 3).

Facebook Poll

Poll Questions – would you be interested in a program that sells small/extra portions of your home cooked food that you prepare (particularly regional or ethnic)? Please explain why or why not.

Participant Responses:

3/7 would be willing to participate in a program like this.

Would be willing...

Participant 1 – “I think it would be fun and there’s always SO MUCH EXTRA and no one wants to eat leftovers! Also, it could be money I could use to save up for my new truck!”

Participant 2 – “I already own a catering company so I’m always practicing cooking new things. I usually make too much. Plus we’re a military family and I know what it’s like to be away from home and wanting some real home-cooked food. Also, for me personally I could use the money to get all the kitchen gear I need (like the attachments for the KitchenAid mixer).”

Participant 3 – “I’m a stay-at-home mom and feeding people is one of my passions. Since this has an aspect of ‘helping’ people (while making a little money) it really appeals to me. It might be a bit bothersome to make extra at first, but I bet I could get pretty good at it.”

Not interested...

Participant 4 – “I already have a million dishes and things to coordinate after work, ain’t nobody got time for that!”

Participant 5 – “I’m a terrible cook!”

Participant 6 – “I don’t really have a specialty; we eat a lot of ‘simple’ meals so I’m not sure if folks would really be interested.”

Participant 7 – “I’d be scared that people wouldn’t like my food or some weirdo would show up at my house!”

Brainstorming Ideas

1. Registration process for home-maker to application
2. Registration process for consumers of home-cooked food
3. Registration process for transportation personnel
4. Registration process for food storage centers
5. Communication option for food consumers with chefs
6. Feedback mechanism for food consumers to chefs
7. Feedback mechanism for food chefs to consumers
8. Search mechanism to search home-made food makers nearest to your area
9. Autosuggestions for on user's preferences, area, age, allergies, health conditions etc.
10. Picture and video capturing device in kitchen
11. Publish the pictures and videos next to food dish and chefs
12. Building a home-maker's portfolio on application
13. Putting up the price for dish - Since it is based on chefs approximation followed by application policies
14. Pre-order dishes
15. Live dishes ordering
16. Monthly, Weekly dish ordering package
17. Food dishes for events, parties packages
18. Food collection tracking system for home makers
19. Food delivery tracking for food consumers
20. Food delivery using drones
21. Food collection system using drones
22. Self-delivery of food by food maker
23. Self-collection and checkout for foodies
24. Collaboration between chefs in the neighborhood
25. Location-based discovery so that users can easily find and reserve dishes
26. Favorite chefs/dishes option
27. Choose to follow Chefs
28. Get notified whenever your favorite Chefs post dishes
29. Notifications about the progress of food delivery
30. Allergy checklist to blacklist foods that the user has an allergy for
31. Categories for food type Veg - Non Veg
32. Inventory management of food stations to help make sharing easy
33. Contact management to help make sharing easy
34. Browse through all dishes
35. Notifications for live and pre order dishes
36. Flow for rejection of food items
37. Compensation to home makers for unsold items
38. Categories for regional and ethnic food
39. Home dinner invitations
40. Festival special list

41. Way to upload and share the food pictures for home makers
42. Way to upload and share the recipes (Video optional)
43. Food consumers rating with pictures and videos
44. Testimonial sections
45. Grocery supply for home makers in case of pre orders
46. Request a dish on a website by foodie
47. Accepting dish request mechanism for homemakers and notification of acceptance to foodie
48. Cash on delivery
49. Advancement payment and multiple payment options
50. Multiple logistic options for all the parties involved in the application

Paper Prototype Sketches



Image 3: Landing Page

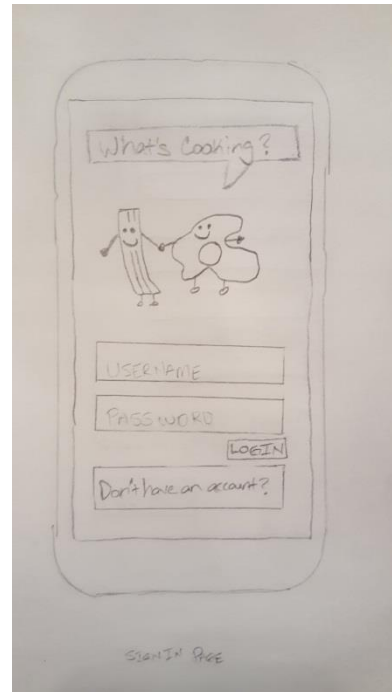


Image 4: Sign In Page

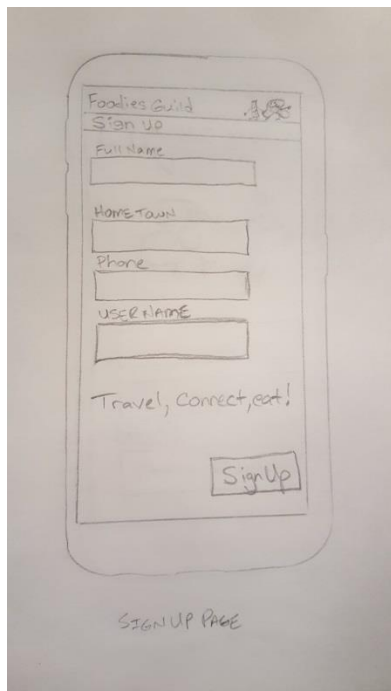


Image 5: Sign Up Page

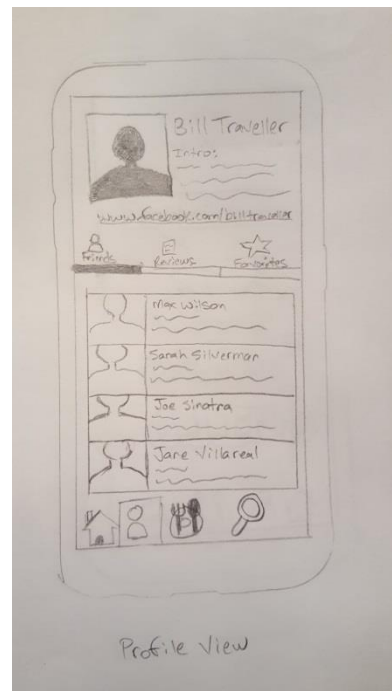


Image 6: Profile View



Image 7: The Homesick Business Traveler

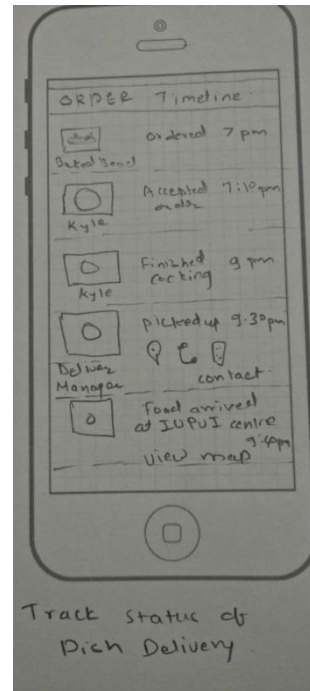


Image 8: Track Status

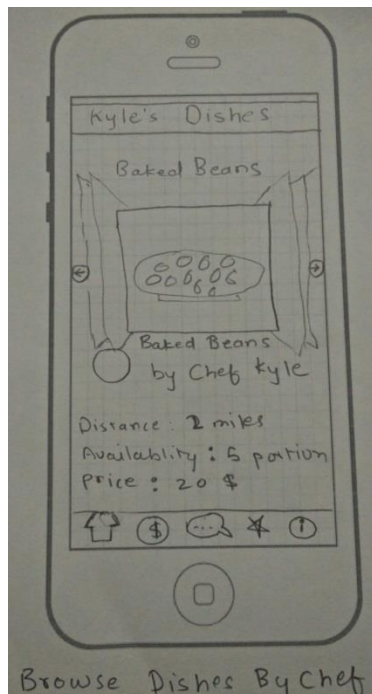


Image 9: Browse Dishes

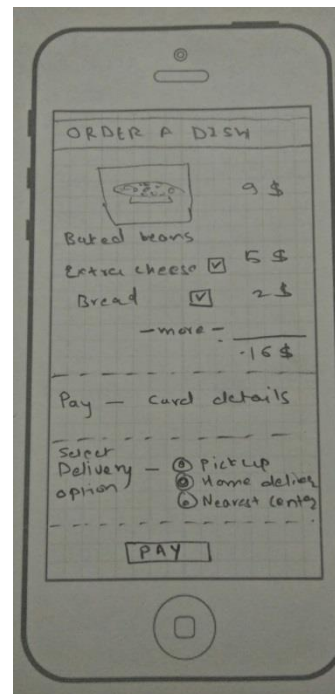


Image 10: Order a dish

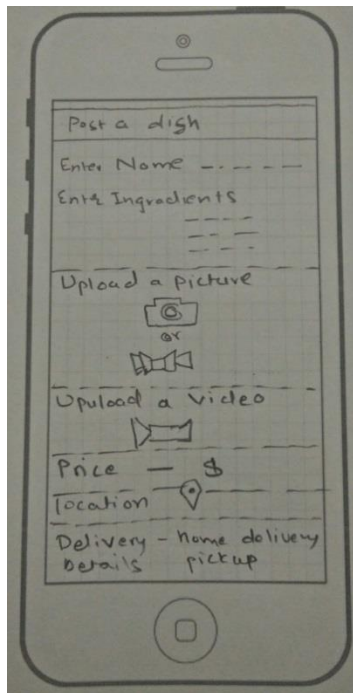


Image 11: Post a dish

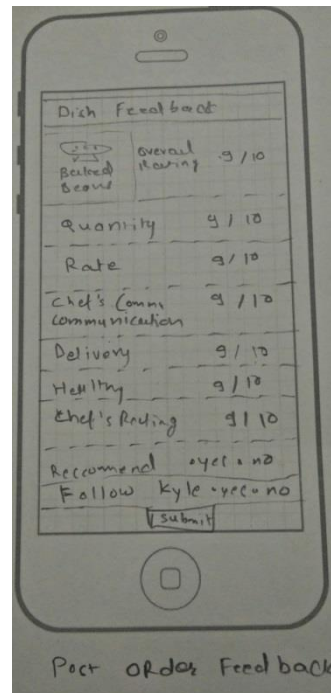


Image 12: Dish Feedback

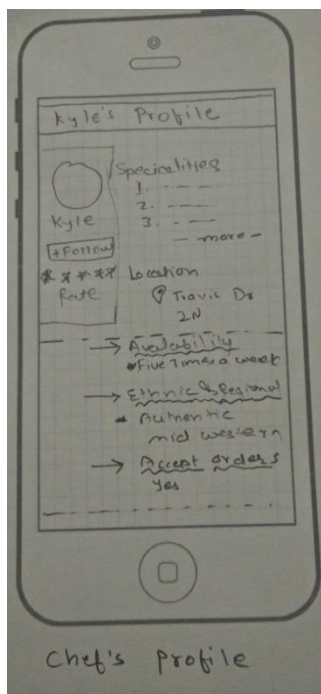


Image 13: Chef's Profile

Hi-Fidelity Prototype

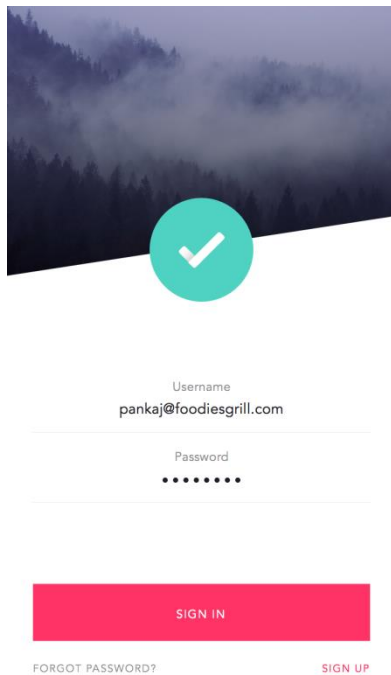


Image 14: Login Screen

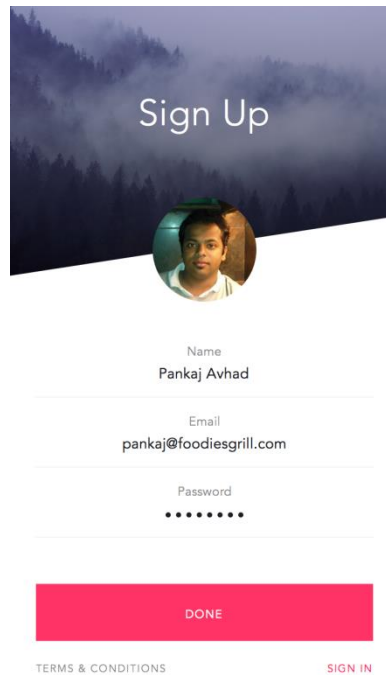


Image 15: Sign Up

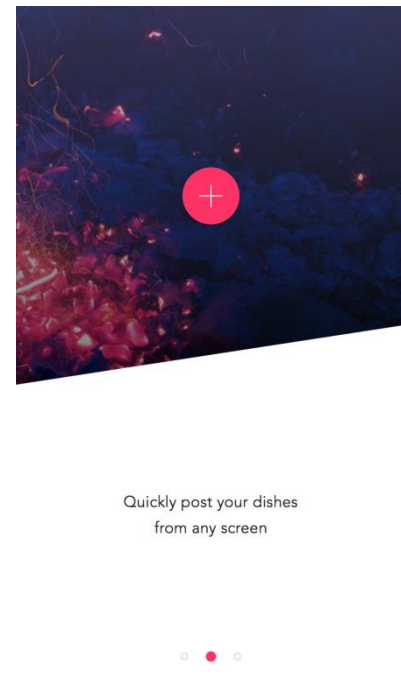


Image 16: Walkthrough



Image 17: Home Page

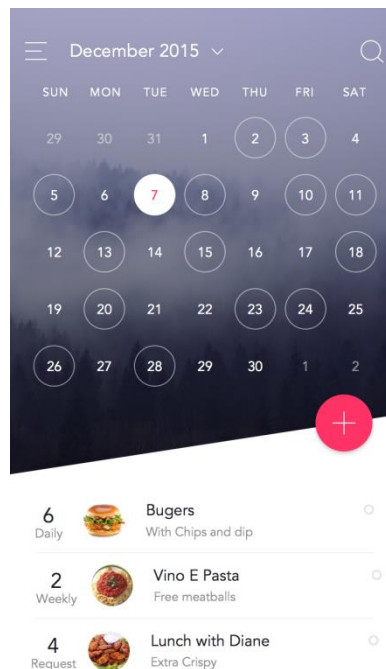


Image 18: Calendar



Image 19: Overview

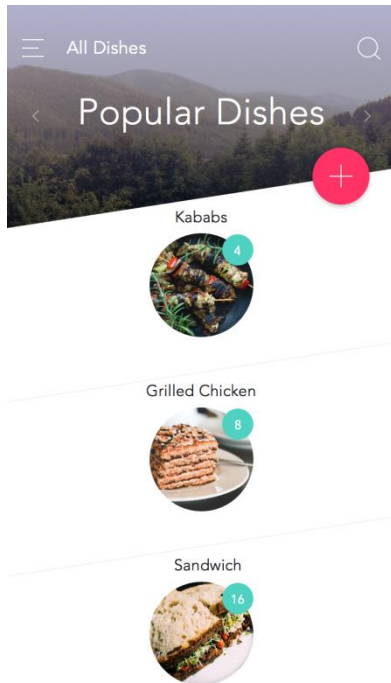


Image 20: Groups

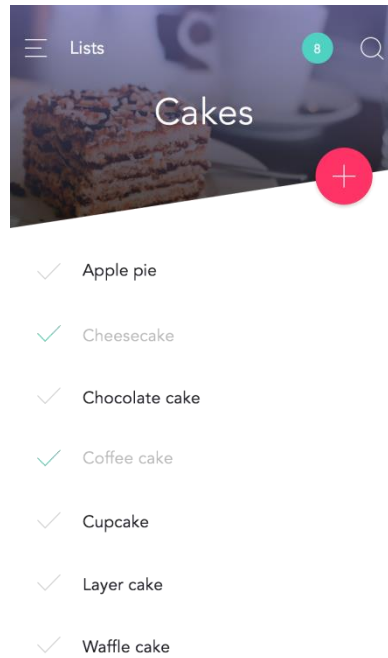


Image 21: List of Options

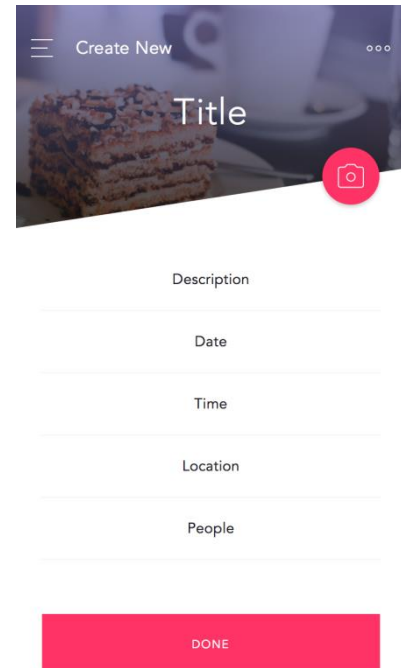


Image 22: Create New Dish

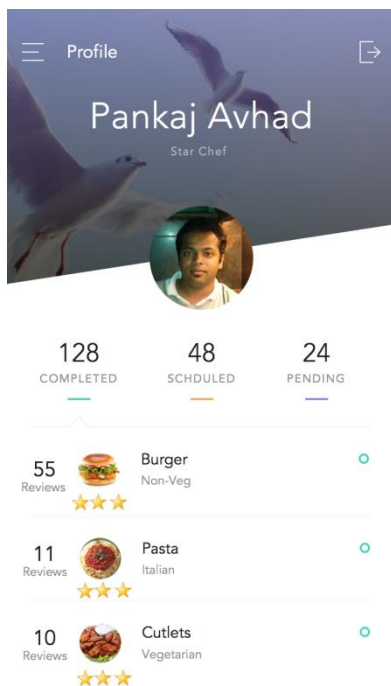


Image 23: Profile View

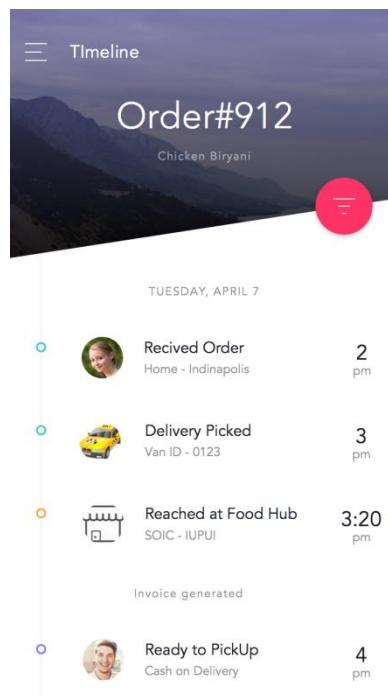


Image 24: Order Timeline

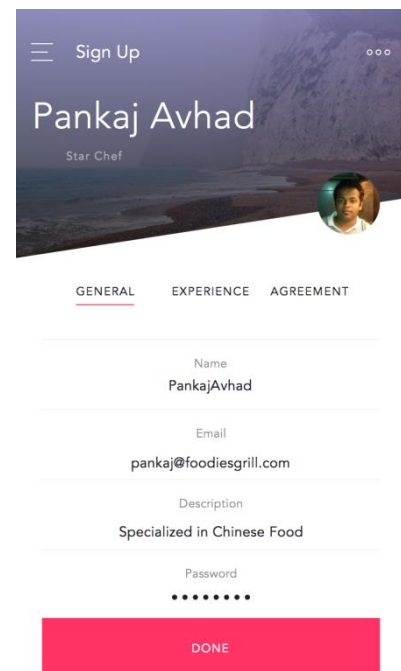


Image 25: User Settings

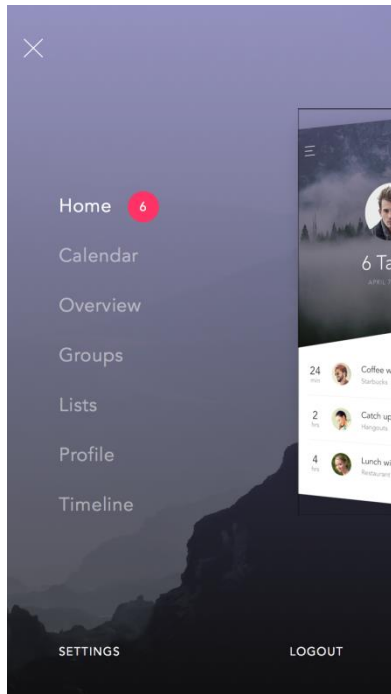


Image 26: Navigation View

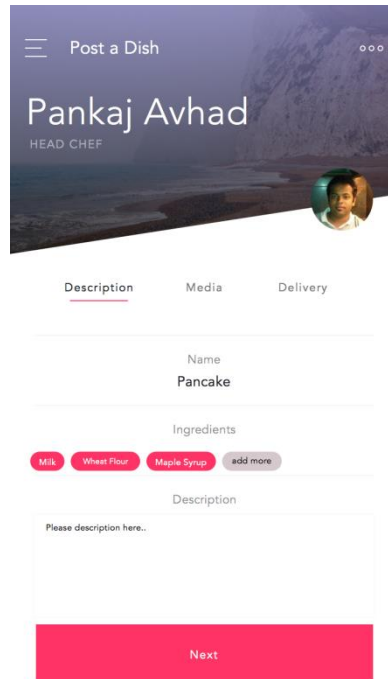


Image 27: Post a Dish

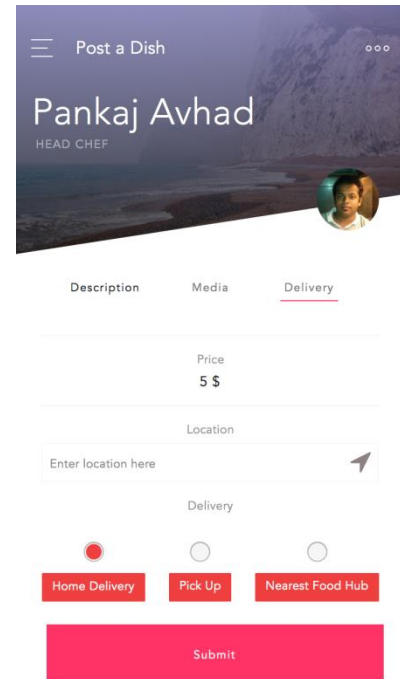


Image 28: Delivery Options

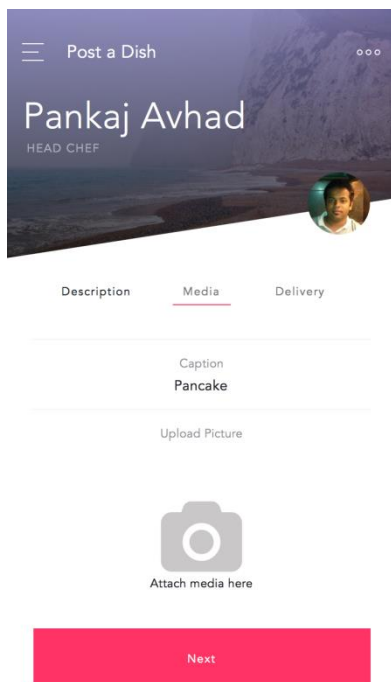


Image 29: Post a Photo of Dish

Participant Instruction Email

Dear Johnny Evaluator,

I appreciate your willingness to participate in this product evaluation for my HCI I final class project. Please find all the materials you need to evaluate the product enclosed. The evaluation process consists of the following:

1. Download and read all the documents in the Evaluation Packet. (See attached document)
2. Download the actual product demo (See attached document)
3. Execute 3 short scenario-based tasks, as explained in the Instruction Sheet.
4. Record the number of errors or problems found to perform each task on the Record Sheet.
5. Fill out the Post-Task Questionnaire (See attached document).
6. Reply to this email, attaching the Record Sheet and Post-Task Questionnaire. Please include a convenient time to interview you via phone regarding the product after you have completed the above tasks.

It is necessary to have the follow-up interview as soon as possible following the completion of the tasks. My contact information is below.

Thank you for your time and assistance.

Respectfully,

Kyle Maddox

Cell phone: 304-668-2905

Email: kdmaddox188@gmail.com

Participant Evaluation Packet

Introduction

Thank you for participating in this study. Our purpose in this evaluation is to determine how easy or difficult it is to perform certain tasks using the Foodies Guild application. We are interested in testing the software's usability and determining users' impressions of the ease of use. This is not a test of you as a participant or as a user of the application. We will not include identifying information in any reports and any information you provide will be anonymous. We are testing the system, not you.

For this test session, you will run a prototype version of Foodies Guild on your computer. This version may look slightly different than the final version as we are still developing the application incrementally. In addition, there will be a restricted amount of interactive features in the application. As such we ask that you stay on task as much as possible and not explore the applications other features.

Task 1: Create a Foodie account and profile

Mouse Clicks: _____

Task Steps: _____

Success:

- ☐ Easily completed
- ☐ Completed with difficulty or help (Describe below)
- ☐ Not completed

Comments:

Observed Errors:

Rating:

- | | | | | | | | | | | | | | |
|---|---|---------------------|-------|------|----------------|-----|----------------|---|---|---|---|---|--|
| 1. Overall, this task was: | <table border="1"><tr><td>Very difficult</td><td></td><td></td><td></td><td></td><td>Very easy</td></tr><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td></td></tr></table> | Very difficult | | | | | Very easy | 1 | 2 | 3 | 4 | 5 | |
| Very difficult | | | | | Very easy | | | | | | | | |
| 1 | 2 | 3 | 4 | 5 | | | | | | | | | |
| 2. The way this system works fits well with my desired workflow when ordering food? | <table border="1"><tr><td>Strongly disagree</td><td></td><td></td><td></td><td></td><td>Strongly agree</td></tr><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td></td></tr></table> | Strongly disagree | | | | | Strongly agree | 1 | 2 | 3 | 4 | 5 | |
| Strongly disagree | | | | | Strongly agree | | | | | | | | |
| 1 | 2 | 3 | 4 | 5 | | | | | | | | | |
| 3. How many times a month do you eat out? | <table border="1"><tr><td>0</td><td>1-6</td><td>7-13</td><td>14-19</td><td>20+</td></tr><tr><td></td><td></td><td></td><td></td><td></td></tr></table> | 0 | 1-6 | 7-13 | 14-19 | 20+ | | | | | | | |
| 0 | 1-6 | 7-13 | 14-19 | 20+ | | | | | | | | | |
| | | | | | | | | | | | | | |
| 4. How critical do you think pricing is to determining your order? | <table border="1"><tr><td>Not at all critical</td><td></td><td></td><td></td><td></td><td>Very critical</td></tr><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td></td></tr></table> | Not at all critical | | | | | Very critical | 1 | 2 | 3 | 4 | 5 | |
| Not at all critical | | | | | Very critical | | | | | | | | |
| 1 | 2 | 3 | 4 | 5 | | | | | | | | | |

Task 2: Review available dishes and order chicken biryani

Mouse Clicks: _____

Task Steps: _____

Success:

- ☐ Easily completed
- ☐ Completed with difficulty or help (Describe below)
- ☐ Not completed

Comments:

Observed Errors and Verbalizations:

Rating:

1. Overall, this task was:	Very difficult							Very easy
		1	2	3	4	5		
2. The way this system works fits well with my desired workflow when ordering food?	Strongly disagree							Strongly agree
		1	2	3	4	5		
3. How many times a month do you eat out?	0	1-6	7-13	14-19	20+			
4. How critical do you think pricing is to determining your order?	Not at all critical							Very critical
		1	2	3	4	5		

Task 3: Order dish and review delivery progress

Mouse Clicks: _____

Task Steps: _____

Success:

- ☐ Easily completed
- ☐ Completed with difficulty or help (Describe below)
- ☐ Not completed

Comments:

Observed Errors and Verbalizations:

Rating:

1. Overall, this task was:	Very difficult							Very easy
		1	2	3	4	5		
2. The way this system works fits well with my desired workflow when ordering food?	Strongly disagree							Strongly agree
		1	2	3	4	5		
3. How many times a month do you eat out?	0	1-6	7-13	14-19	20+			
4. How critical do you think pricing is to determining your order?	Not at all critical							Very critical
		1	2	3	4	5		

References

- [1]http://www.rita.dot.gov/bts/sites/rita.dot.gov.bts/files/publications/america_on_the_go/us_business_travel/html/entire.html
- [2]<http://www.usatoday.com/story/news/nation/2012/11/12/record-number-of-international-students-enrolled-in-colleges/1698531/>
- [3]<http://paycheck-chronicles.military.com/2014/02/10/geographic-bachelor-ing/>
- [4]http://navylifesw.com/sandiego/csp-content/downloads/uh_welcome.pdf
http://www.navy.mil/navydata/nav_legacy.asp?id=146
- [5]<http://www.public.navy.mil/bupers-npc/reference/milpersman/1000/1300Assignment/Documents/1300-308.pdf>
- [6] <http://foodieshares.com/>
- [7] <http://www.foodandwine.com/fwxf/food/uber-home-cooking-allows-user-buy-and-sell-homemade-meals>