



**“I need a simple and convenient way to order, pay and pick up  
my fresh and trusted meal solutions from Hannaford”**

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my fresh and trusted meal solutions from Hannaford”**

**Online Ordering & History**

**Browse Offerings**

**Customize Meals**

**Payments**

**Meal Scheduling**

**In Store Pickup & Delivery**

HANNAFORD - Research.

NOV 28/19

① Best on-demand food delivery apps.

- |              |                 |
|--------------|-----------------|
| 1. DoorDash  | 6. goPuff       |
| 2. GrubHub   | 7. Delivery.com |
| 3. UberEats  | 8. Instacart    |
| 4. Seamless  | 9. Munchery     |
| 5. Postmates | 10. Eat 24.     |

Adam Bryan's article:

- "Fact: Food delivery service apps are the future!"

GrubHub iOS & Android.

- Search by cuisine (category) or by a specific menu item (product).
- Option to save favorite locations

DoorDash:

- "DoorDash Delight" - scoring system. The "delight score" uses factors such as food quality, restaurant popularity, deliver time, and customer satisfaction to recommend the best restaurants in your area.

Uber Eats:

- separate app to uber but by ordering/riding you earn points that can be redeemed in both apps.
- The ui is similar to uber.

Postmates:

- Deliver service for more than just food. "will pick up just about anything from just about anywhere and deliver it to your doorstep". (even alcohol).
- Does not partner with restaurants, the only thing you are limited by is your location.
- Offers a subscription "plus unlimited" for \$10 a month. This gives you free delivery from selected stores.

Delivery.com

- You can get lunch, groceries, a bottle of wine, or even get your laundry with this app.
- NO service fee → Takes a small % of your pre-tip subtotal.

**Secondary Reserach:**

What others are saying about what is good/bad of each of the services available.

- Which are the best on demand food delivery apps?
- Why are they considered the best among the others available?
- Is there anything these apps are lacking?



**Primary Research:**

*Conducting observation, interviews, and interacting with users and the app to understand how the experiences feel like.*

- . What makes each app unique? Are there any features that should be highlighted or that we could consider for our app taking into account how users feel about those offerings?
- . How might we improve a food delivery service that is already considered as good?
- . What are some interactions, visuals and prompts that should be avoid? Which ones could be enhanced?



**DATA COLLECTED**

**8** Competitors reviewed

**7 / 8**

Offer a quick access to the search tool

**1 / 8**

Does not have a Navigation Bar with icons at the bottom of the screen

**5 / 8**

Offer a Home screen that feature specials of the day & unique info

**8 / 8**

Display the delivery/pickup address at the top/bottom of the screen

**6 / 8**

Have some sort of rewards program available

**5 / 6**

Offer a quick access to their rewards program

**3 / 8**

Have a unique language that creates a memorable experience

7 / 8

Offer a quick access to the search tool

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Offer a quick access to their rewards program

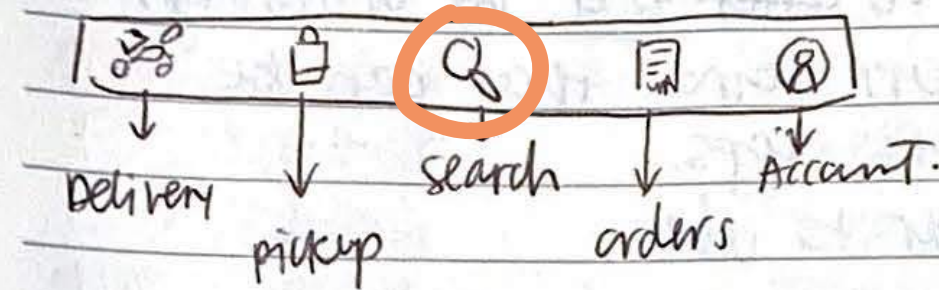
3 / 8

Have a unique language that creates a memorable experience

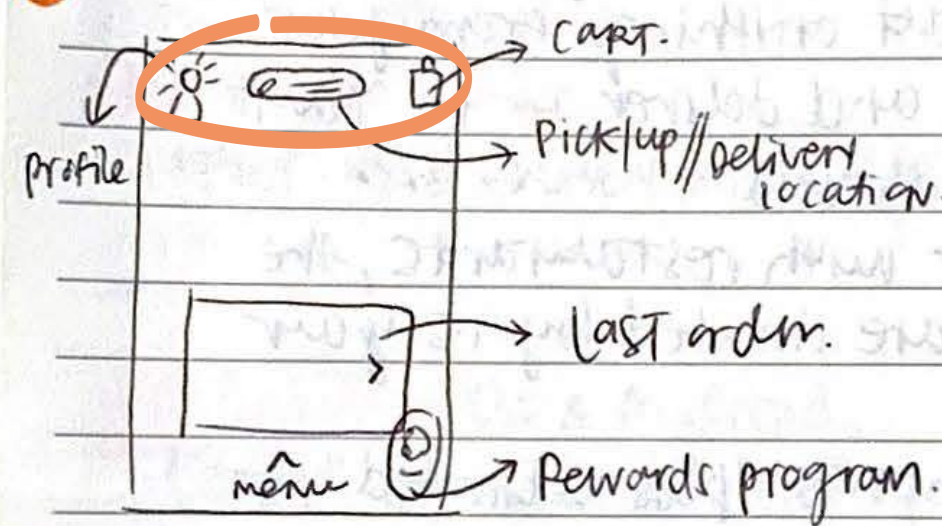


NAVIGATION BARS.

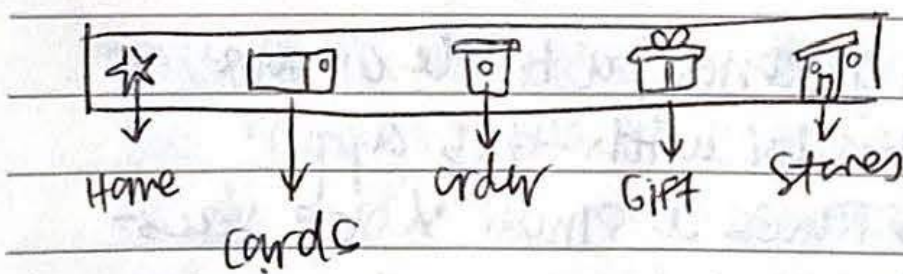
① Door Dash



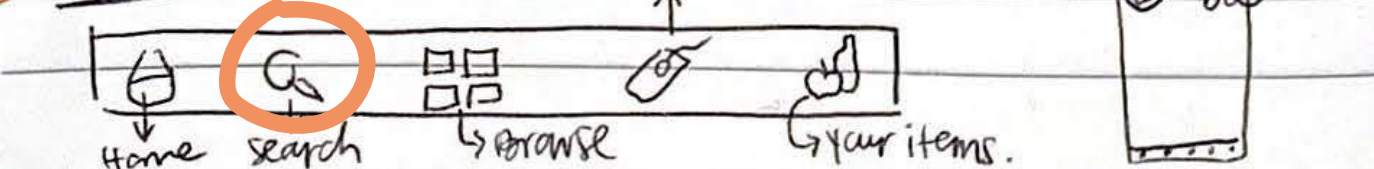
② Chipotle. No Nav. ⊕



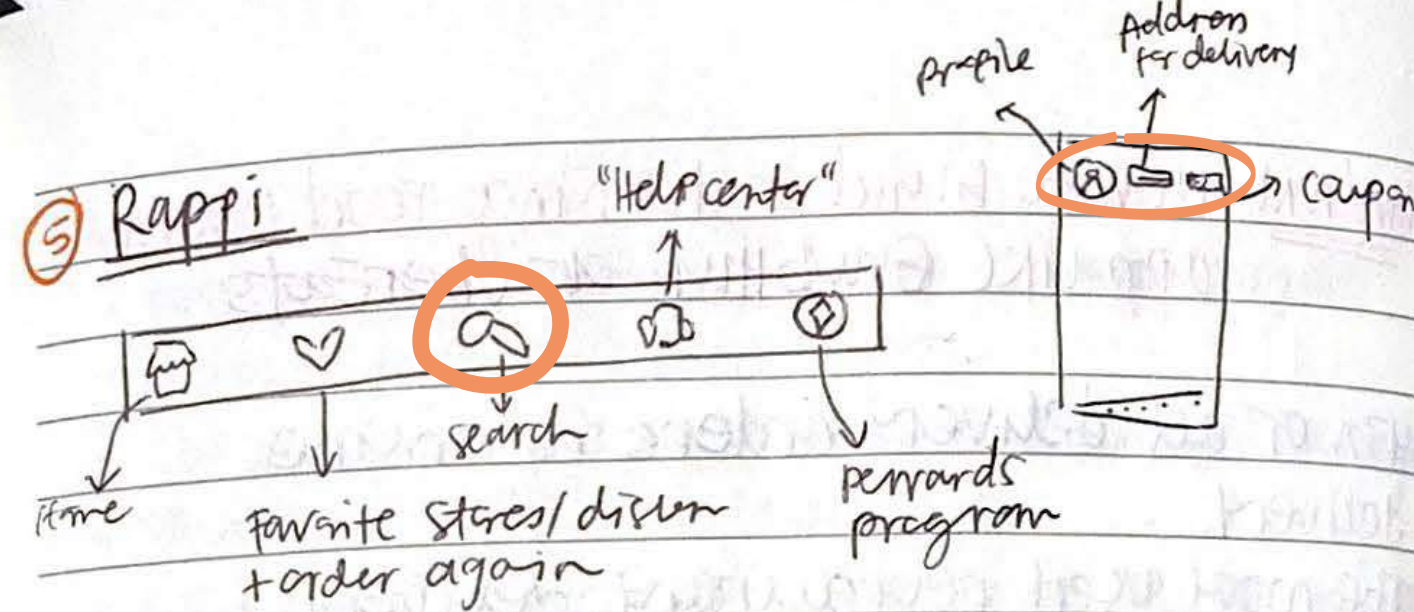
③ Starbucks



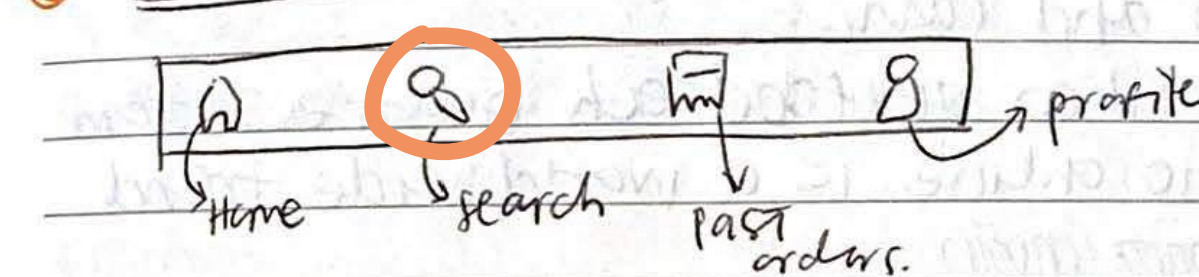
④ InstaCart



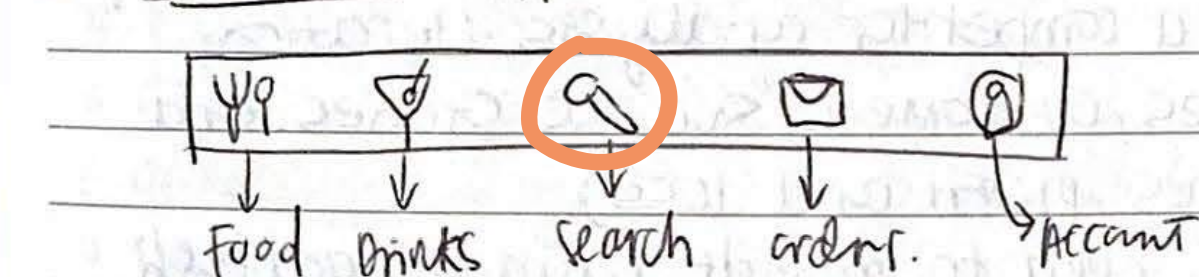
⑤ Rappi



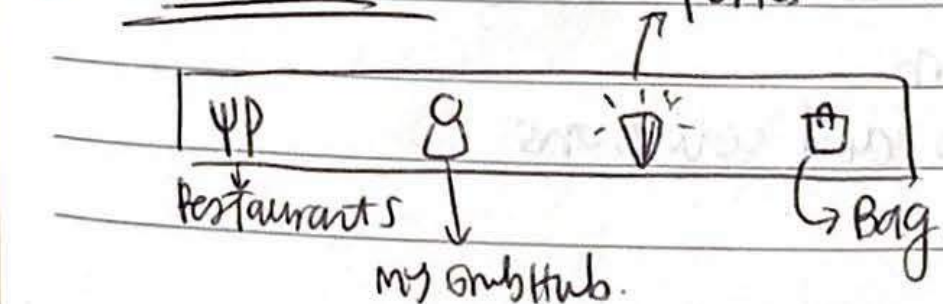
⑥ UberEats



⑦ Door Dash 2 (apple store screens)



⑧ GrubHub



• **Search** is one of the most popular functionalities offered in the navigation bar. Most platforms offered it but each of them use it in a unique way.

• **Personalization** is key. "Reorder your last", "Your favorites", "Recommended for you" are some of the phrases used to let the customer know that we know her.

• **Address as heading** this is a constant reminder for the user of where she is picking up/getting the order delivered.

• **Key elements as heading menu.** Not only the address is prominent on the top of the screen, other key elements such as cart and profile are located there for easy access.

• **Differentiation for Pragnanz** most food ordering apps are cookie cutters. Chipotle is one of the few that stands out for offering a unique layout compared to other apps.

## Medium: How to build a stunning food delivery app like GrubHub or UberEats

- 43% of all delivery orders is online delivery.
- The most used restaurant delivery services in the US in 2017 were GrubHub/Seamless, UberEats, Eat 24/Yelp, Delivery.com, Amazon Restaurants, DoorDash, PostMates, Order up and Caruar.
- The transition of foodtech business from offline to online is a world wide trend.

### Key issues of a foodtech platform dev.

1. Find the right target market for an app.
2. Make a competitor analysis (location, services, customers, success stories and failures, profit and loss).  
↳ You need to provide unique foodtech solutions and offers to meet user's goals and needs.
3. Smooth cooperation → Alianzas
4. Drivers Network.
5. Tech features and solutions

### 10 Features for customers:

1. Streamlined website → simple menu layout.
2. Quick, easy, and hassle free
3. Choice of the delivery method: delivery/pickup
4. Order cancellation & reordering.
5. Estimation of delivery time → ASAP, 30mins, etc
6. E-mail notifications → current order status
7. Promo codes/coupons
8. Option to return money for the order
9. Address picker customization
10. Real-time delivery tracking.

### 9 Features for the restaurant team:

1. CRM and CMC →
2. Posting content on the website
3. Kitchen order management.
4. Promo code management
5. Order management platform
6. orders are arranged in groups
7. Upcoming orders are visible to the administrator
8. An API and CMS integration → Google API, Google Maps
9. Efficient and minimal human interference, and maximal process automation.

- **For pickup** it is recommended to use push notifications as a way to let the user know what and when to expect it.
- **For delivery** it is important to have a solid driver's network that can be trusted and will deliver on time to preserve product's freshness and expected quality.
- **Paradox of Choice** Offerings should be carefully selected so that they fulfill customers' needs without being excessive to generate anxiety.



**STAGES**

**SIGN UP**

**BROWSE OFFERINGS**

**ADD TO CART**

**CHECK-OUT**

**FOLLOW UP**

**STEPS**

Open the app

Register w. email/social

Select password

Complete Profile info

Register payment method

Select pick-up/delivery info

Home: menu, last ordered,  
rewards access, profile

Menu: products available

Select desired product

Personalize product: add,  
remove ingredients. Label  
each plate

Select desired quantity x unit

Add product to cart/bag

Browse suggested add ons

Review delivery/pick up info

Review all items in bag

Add comments if necessary

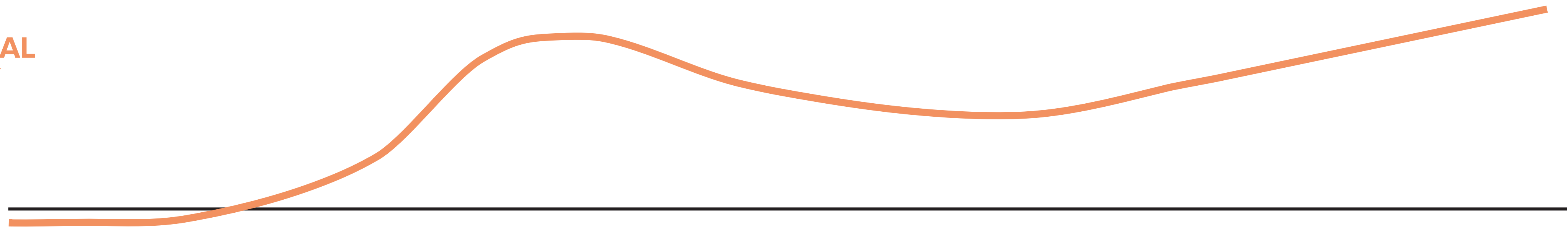
Hold to submit order

Receive order confirmation

Track order

Rewards earned

**EMOTIONAL  
JOURNEY**



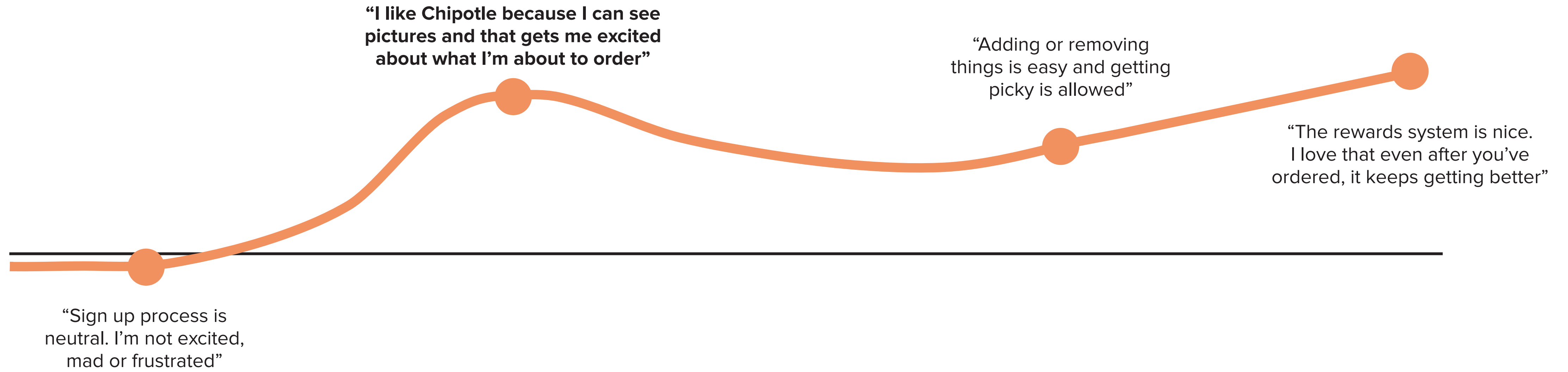
**SIGN UP**

**BROWSE OFFERINGS**

**ADD TO CART**

**CHECK-OUT**

**FOLLOW UP**



STAGES

**SIGN UP**

**BROWSE OFFERINGS**

**ADD TO CART**

**CHECK-OUT**

**FOLLOW UP**

STEPS

Open the app

Register w. email/social

Select password

Complete Profile info

Register payment method

Select pick-up/delivery info

Home: special offers

Search: look for cuisine,  
restaurant or specific dish

Open menu of restaurant

Select desired product

Personalize product: add,  
remove ingredients

Select desired quantity

Add product to cart/bag

Browse suggested add ons

Review delivery/pick up info

Review all items in bag

Add comments if necessary

Submit order

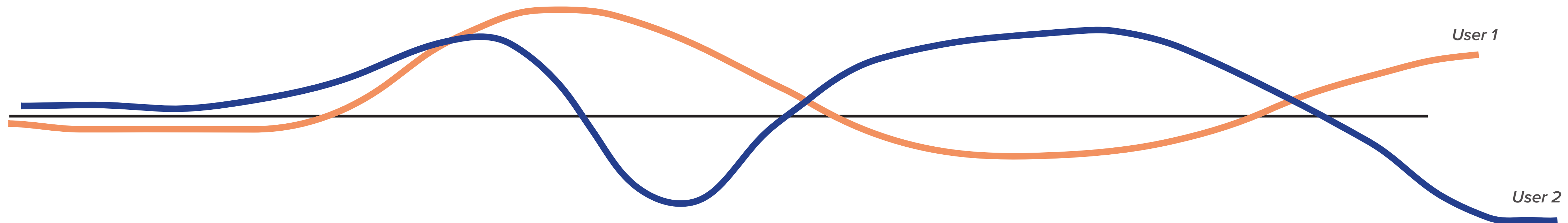
Receive order confirmation

Track order

Live updates on process

Rate food once delivered

EMOTIONAL JOURNEY



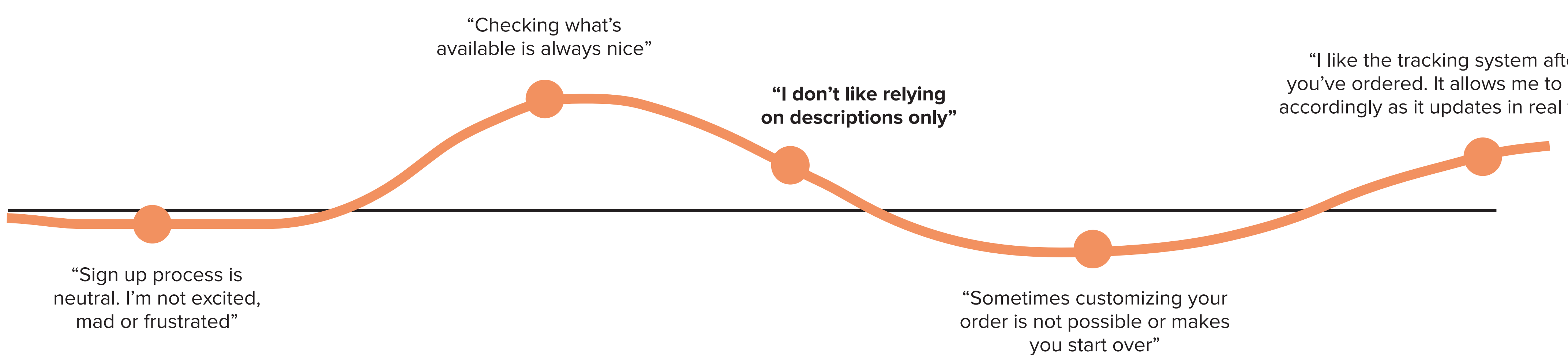
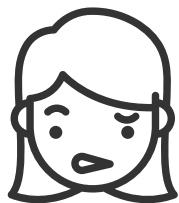
**SIGN UP**

**BROWSE OFFERINGS**

**ADD TO CART**

**CHECK-OUT**

**FOLLOW UP**



**SIGN UP**

**BROWSE OFFERINGS**

**ADD TO CART**

**CHECK-OUT**

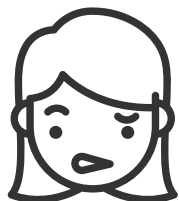
**FOLLOW UP**



"I really like the way the cuisines and offerings are organized"



"I love that it is easy to change the address. Sometimes I order for home being at the office"



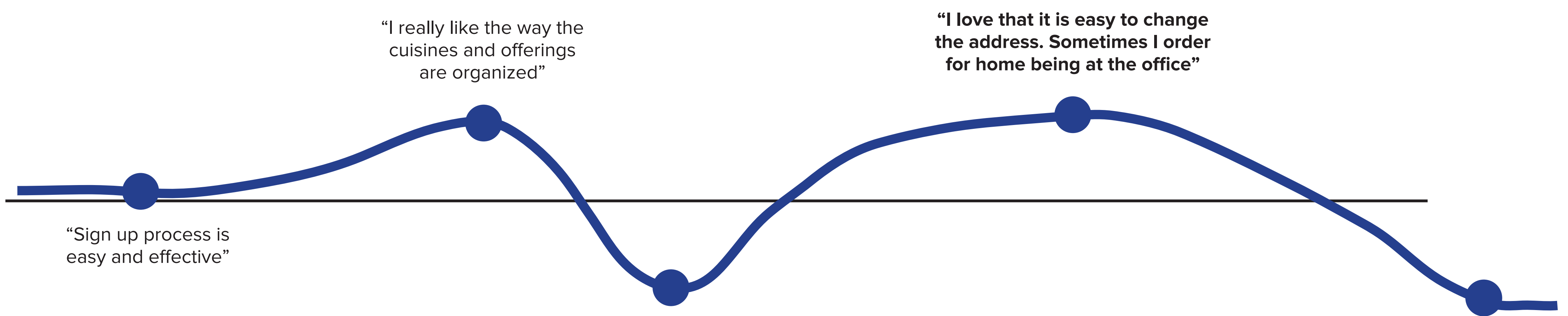
"Sign up process is easy and effective"



"They need to improve the offerings. After 10pm it is impossible to get food"



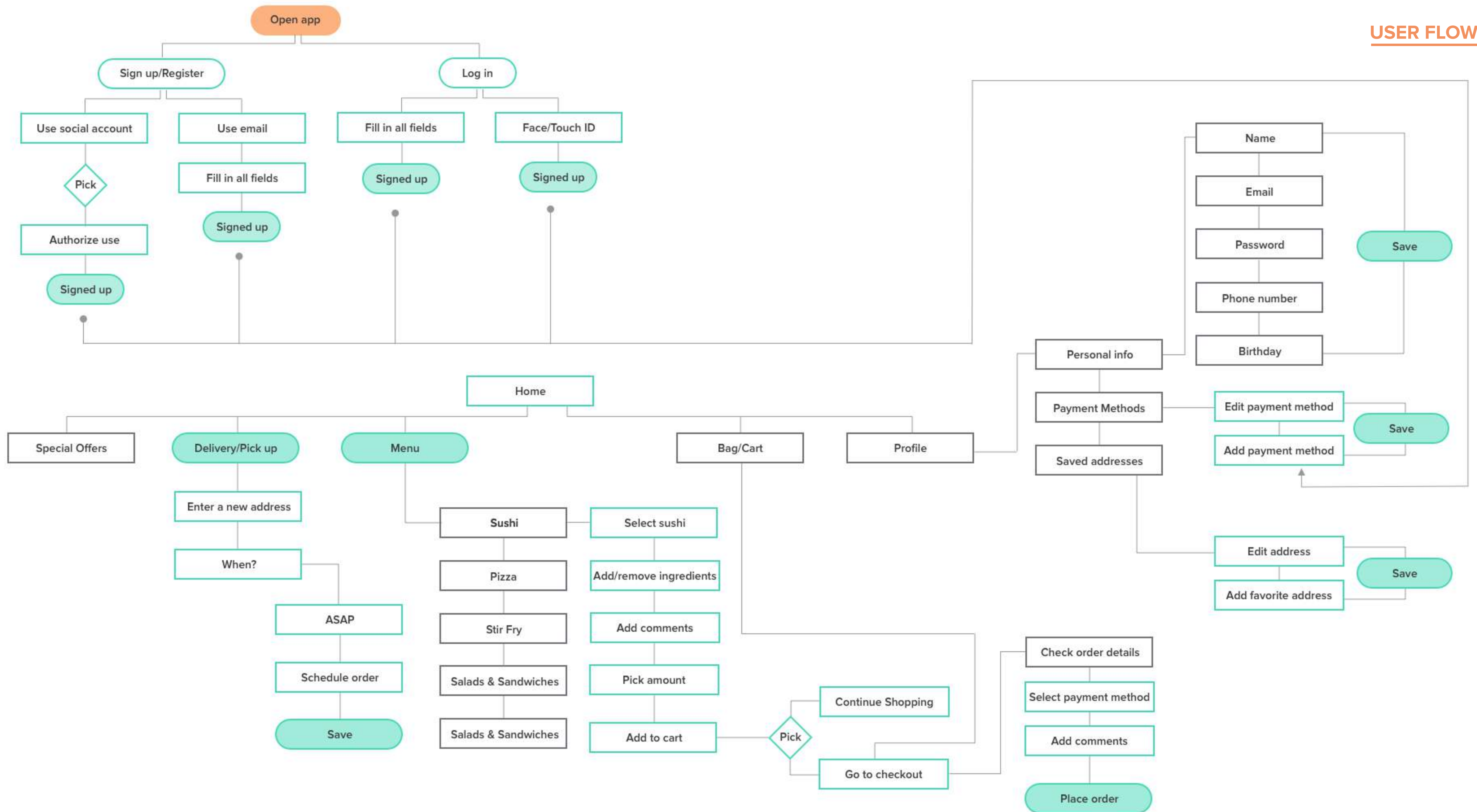
"The follow up could be more detailed. I almost never check emails afterwards"



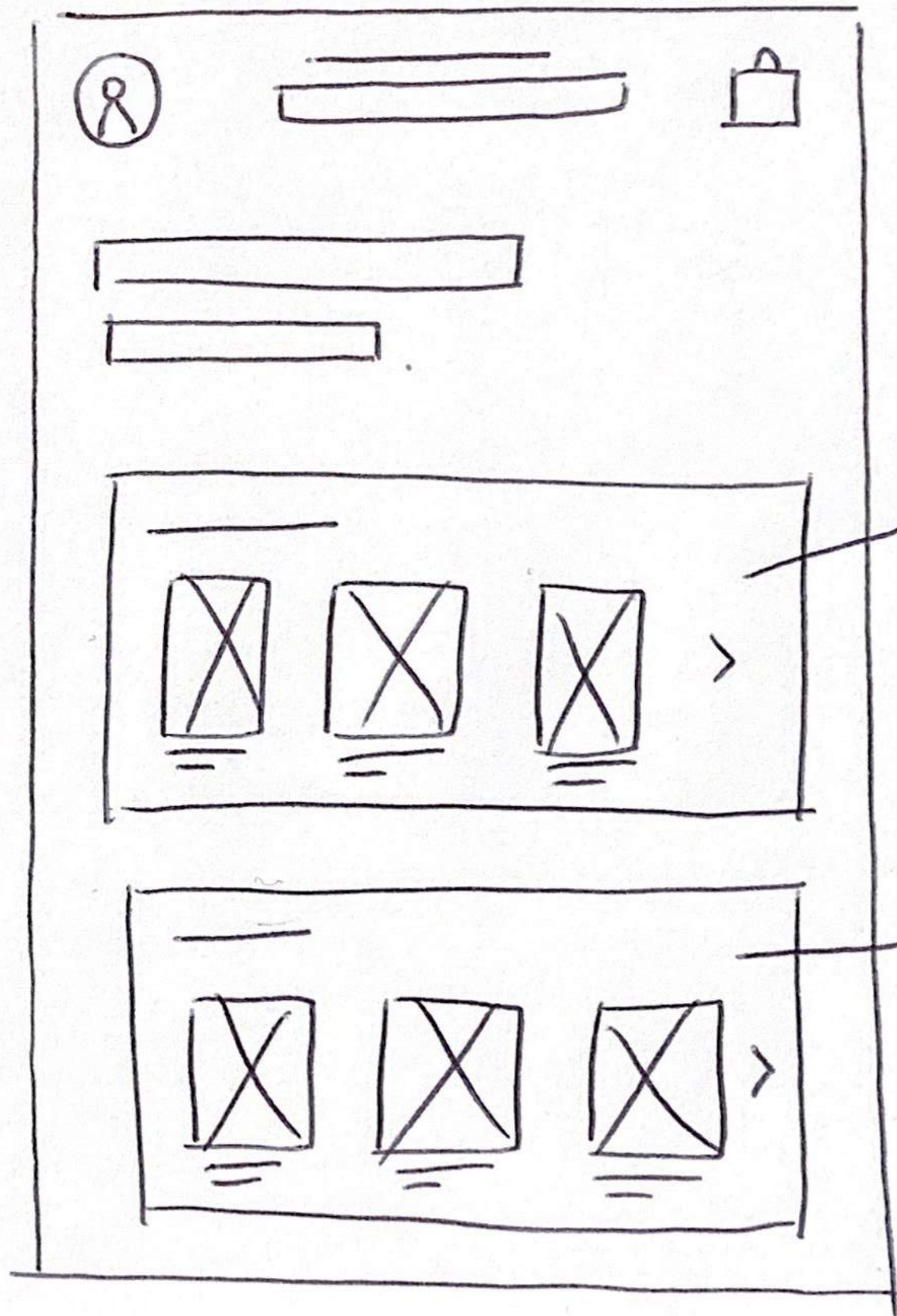




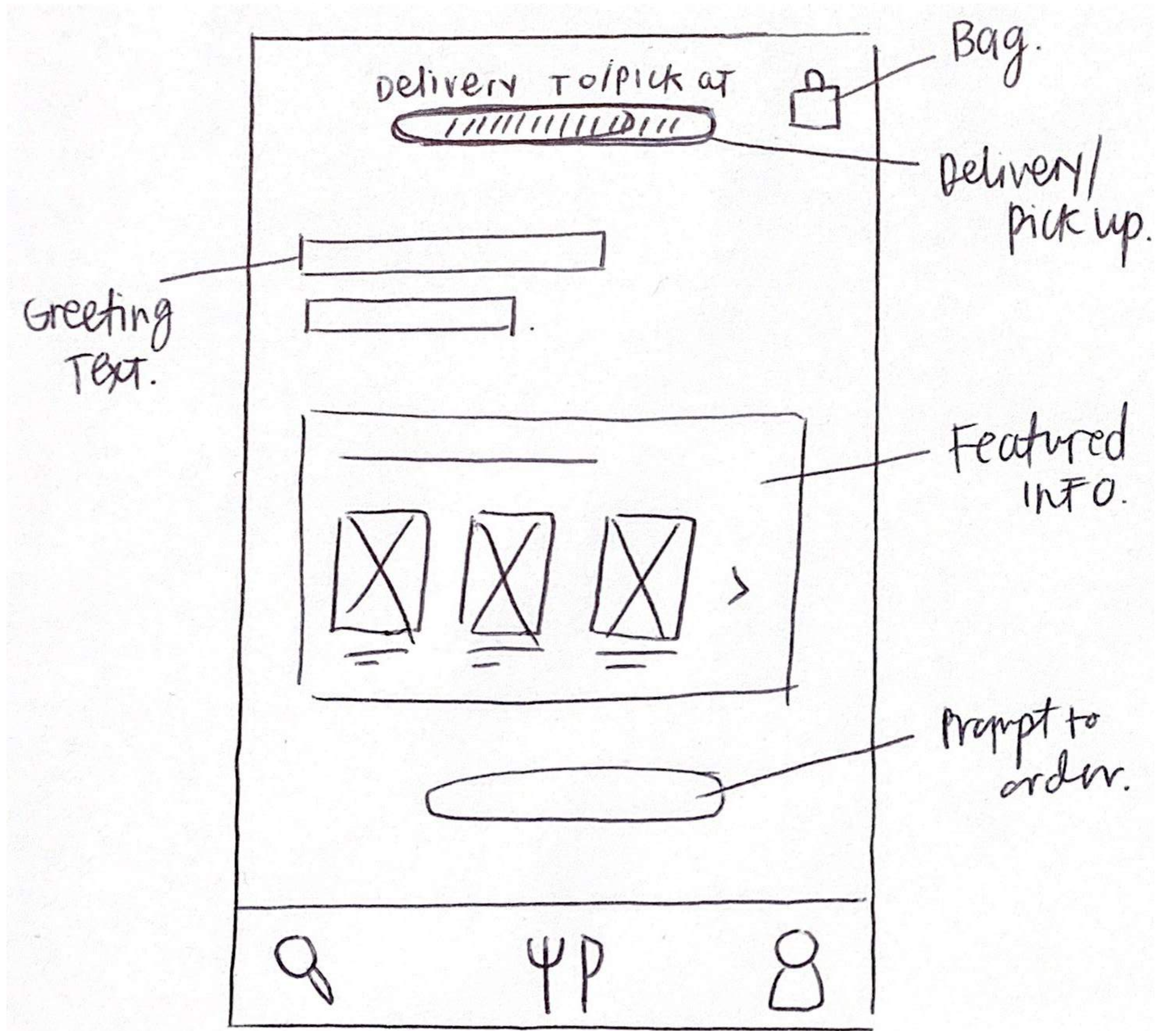
USER FLOW



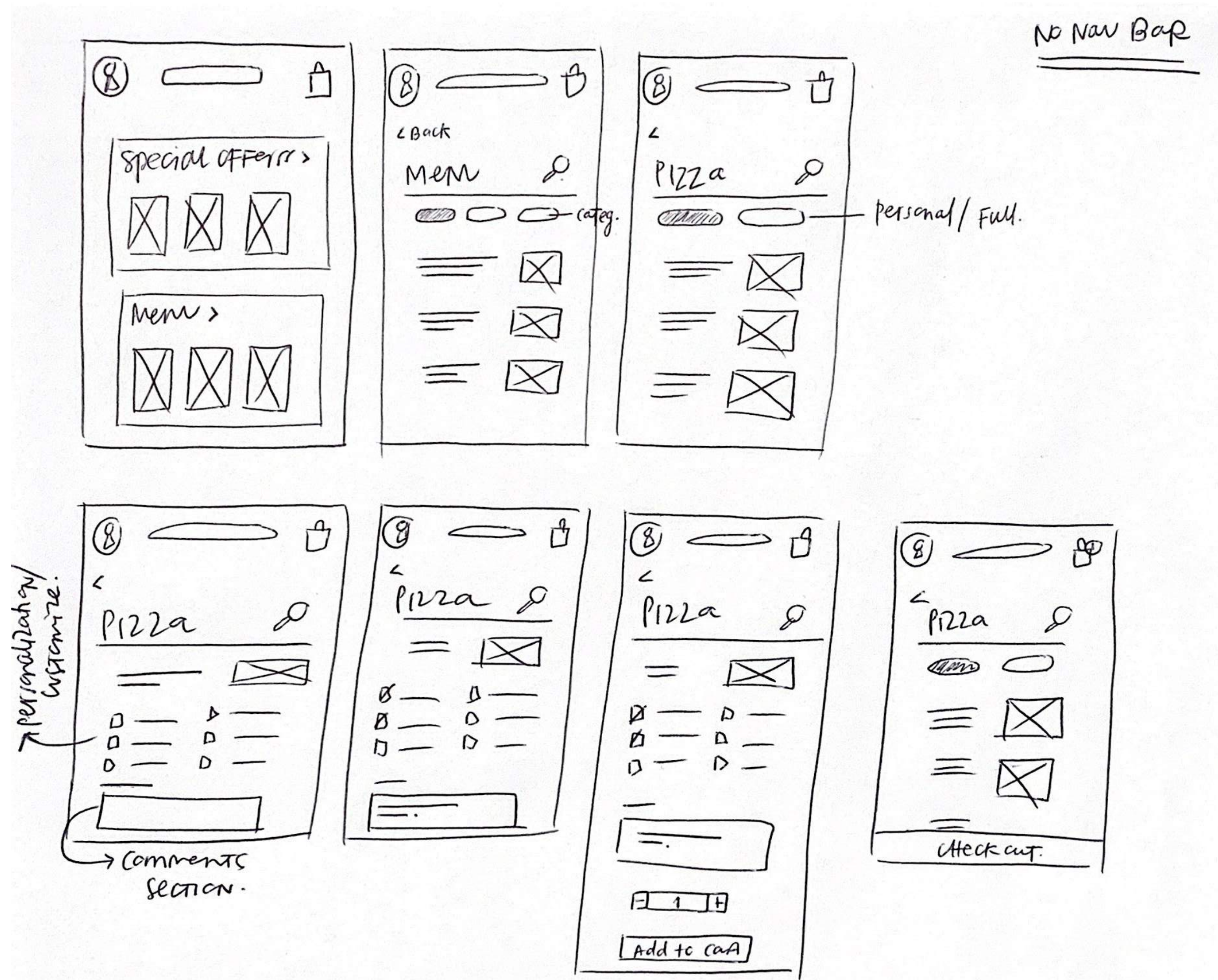




APPROACH A



APPROACH B



. **No navigation bar.** Make the experience fully navigable just by using the main screen and accesses located in key places.

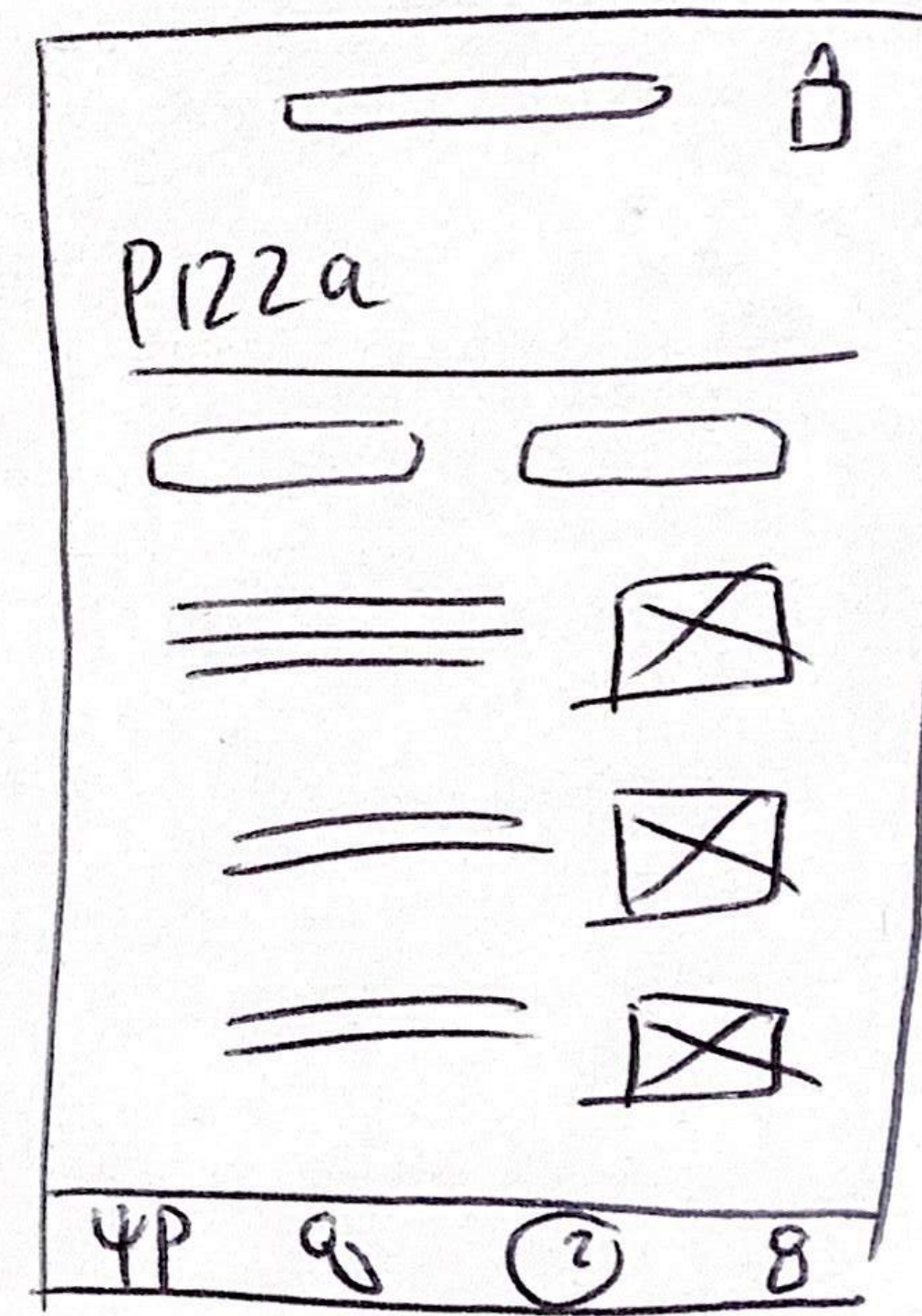
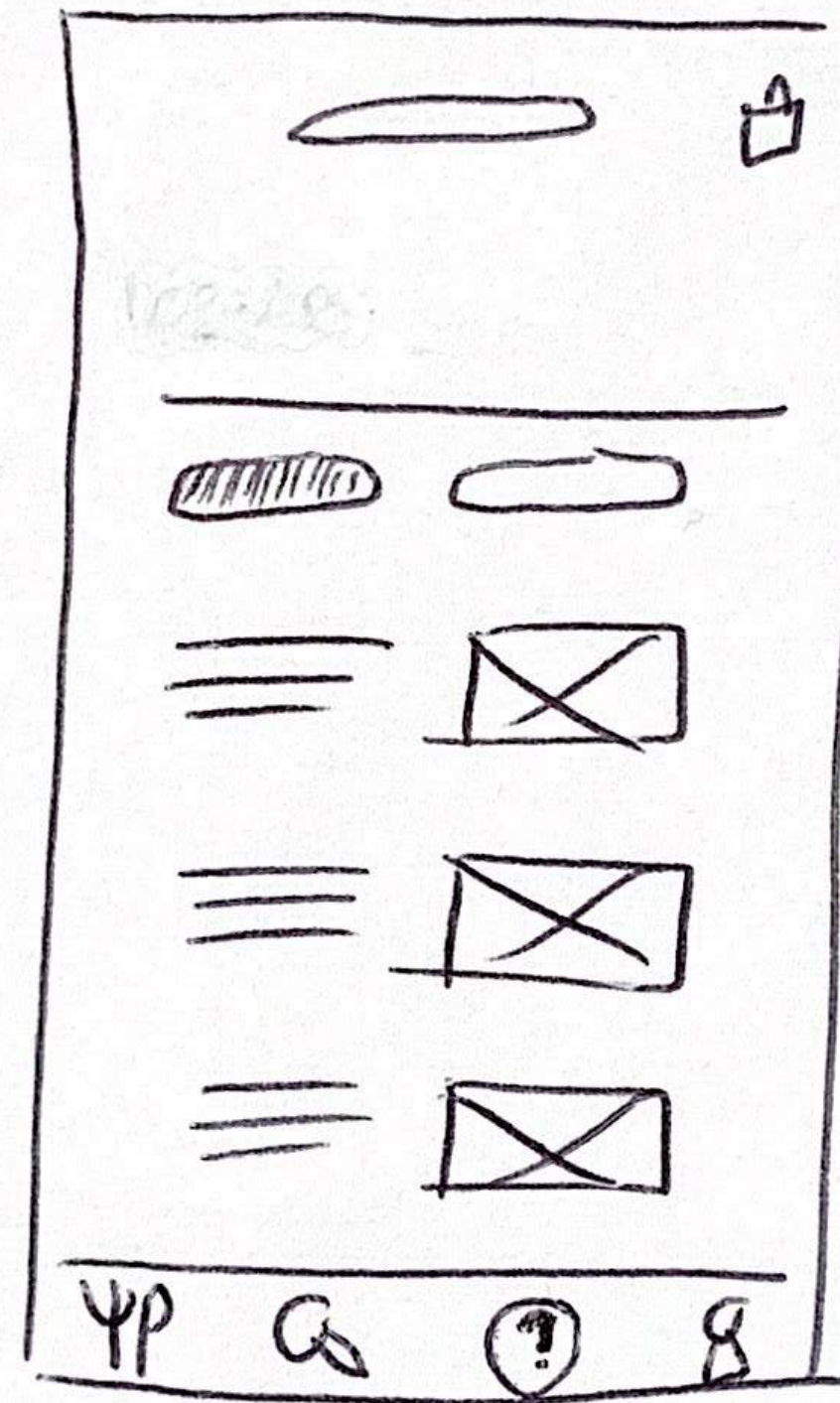
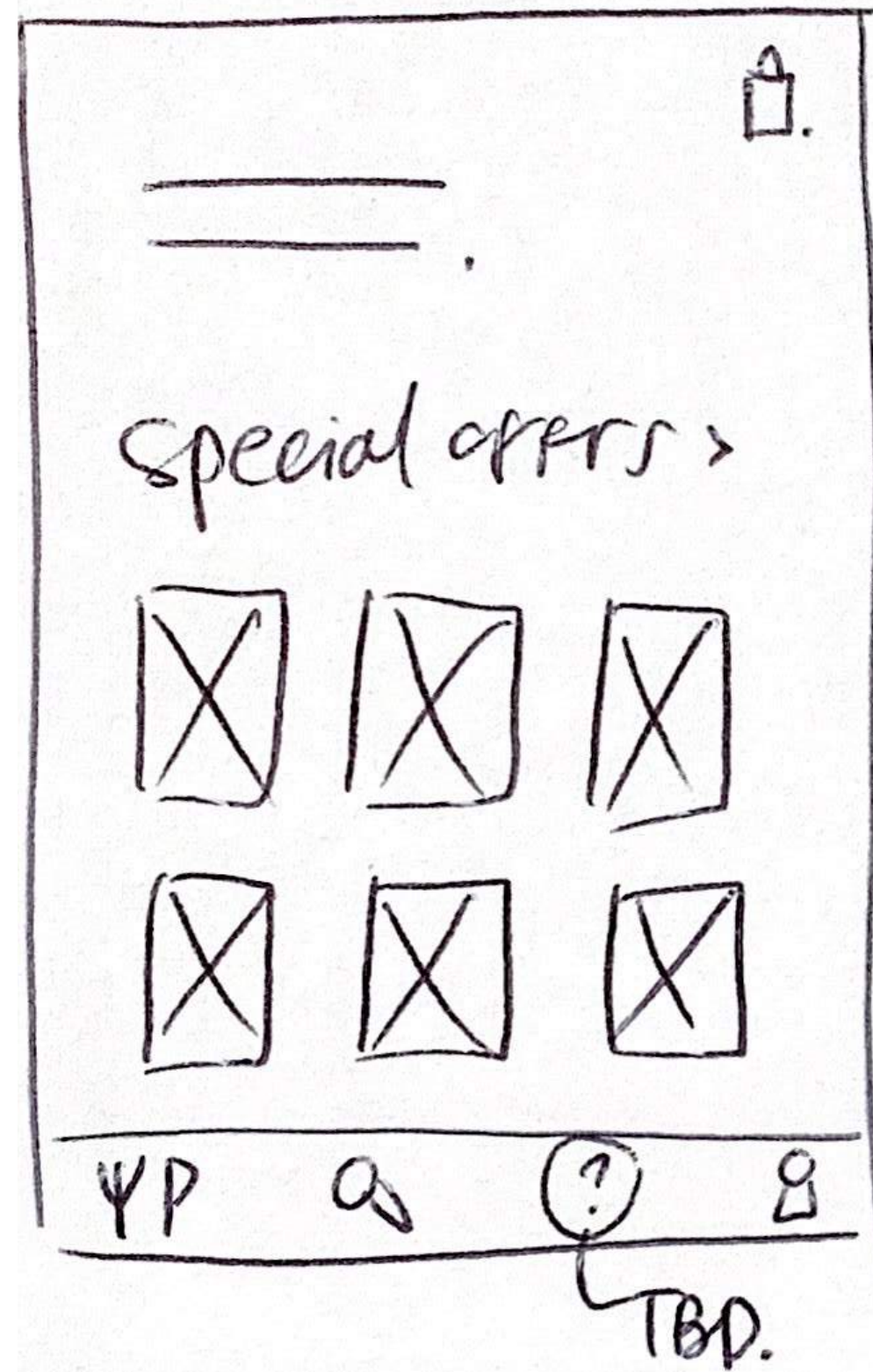
. **Home as an entry point for what's key.** Using home as an informative summary of the key accesses instead of a home menu.

. **Tab navigation within menu.** Tabs allow to navigate the menu easier and quicker by grouping offerings.

. **Visual appealing as a priority.** Including photos of the products as part of the menu helps the customer pick.

. **Transparency for customization.** Sometimes customizing a dish doesn't turn as expected because all the ingredients are not included in the description. Including a list of key ingredients can make the process easier for customers.

. **Allow Comments.** Including a comments box allows the customer to ask for side sauces and details that might not be possible with add/remove on/off buttons.



\*\* Having one of the accesses as “TBD” supports the idea of not needing a navigation bar for what is being offered in the app currently.

. **Navigation bar.** No learning curve required. System widely used and known by app users.

. **Home as an entry point for what's key.** Using home as an informative summary of the key accesses instead of a home menu.

. **Tab navigation within menu.** Tabs allow to navigate the menu easier and quicker by grouping offerings.

. **Visual appealing as a priority.** Including photos of the products as part of the menu helps the customer pick.

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Sign up

Log in

Continue as guest

Welcome back!

Email

Password

[Forgot your password?](#)

Enable FaceID

Remember me

Log in



Sign up

Log in

Continue as guest

Hi, let's get  
you signed up!

Step 1/2

Name

Last name

Phone number

Email

Create password

Confirm password

Enable FaceID

Remember me

Create account

< Tell us a little more  
about yourself

Step 2/2

Address line 1

Address line 2

City

State

ZIP

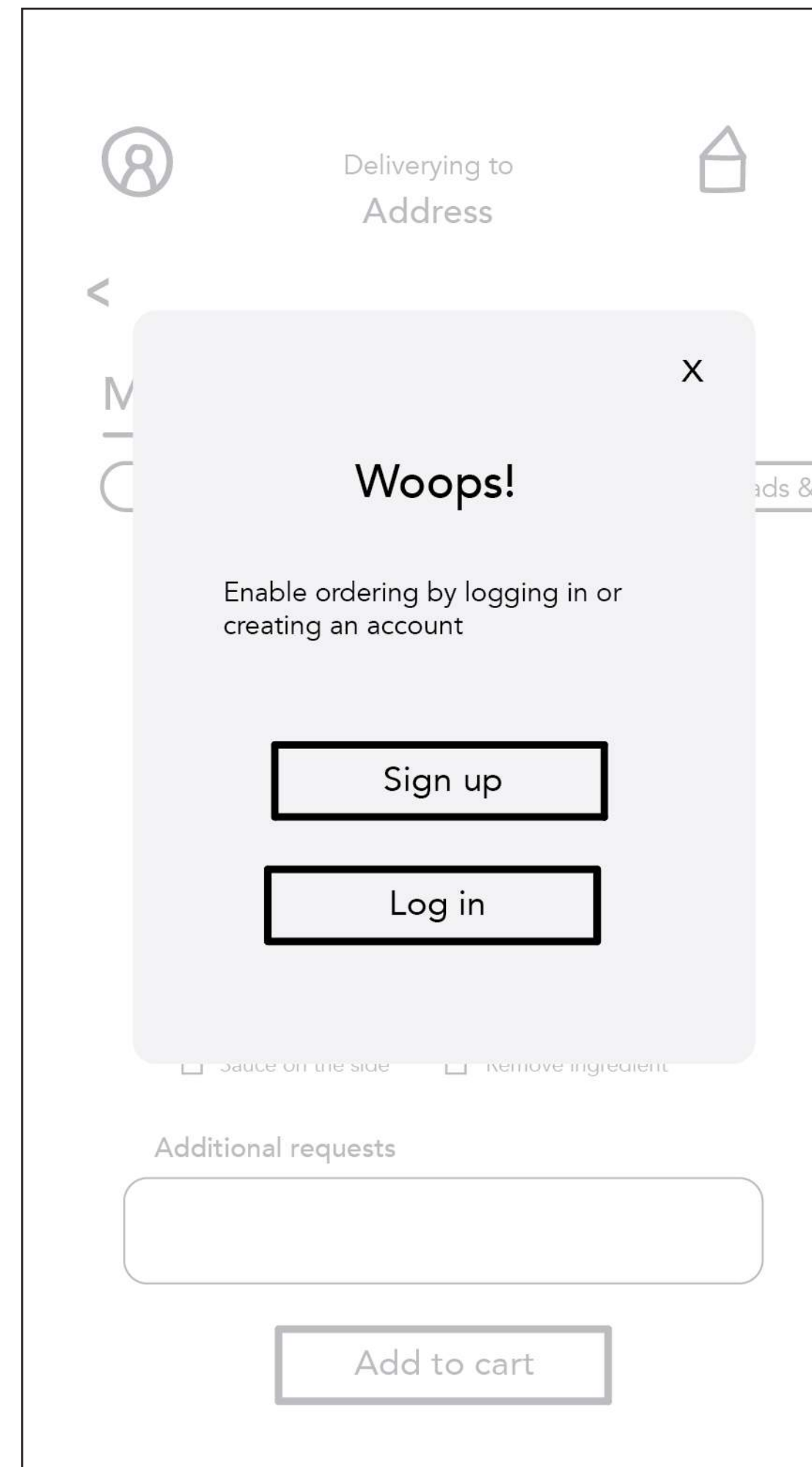
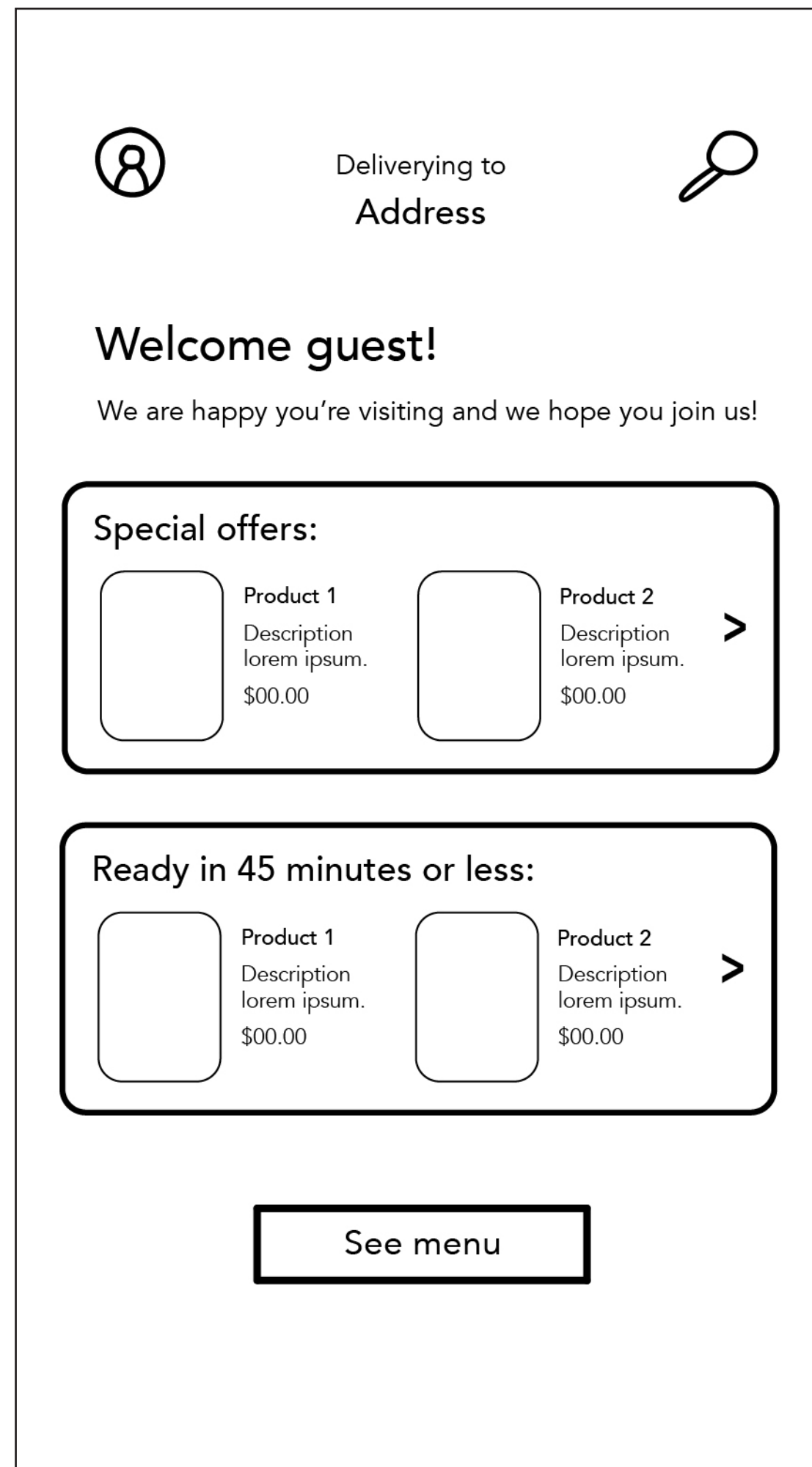
Finish profile

Congrats  
Name!

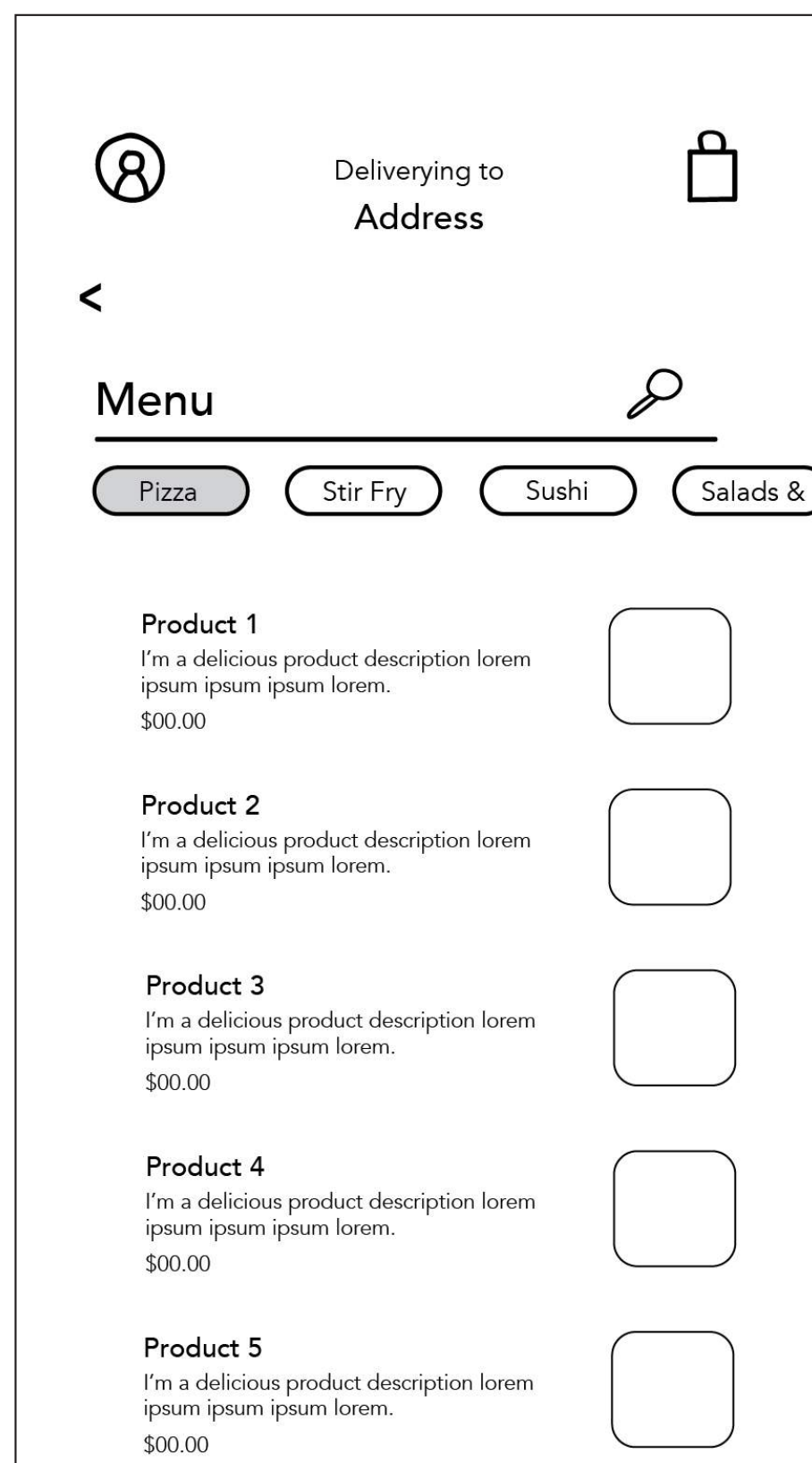
Welcome to the family! You're now able to  
order and enjoy best Hannaford meals  
prepared just for you.

Start ordering

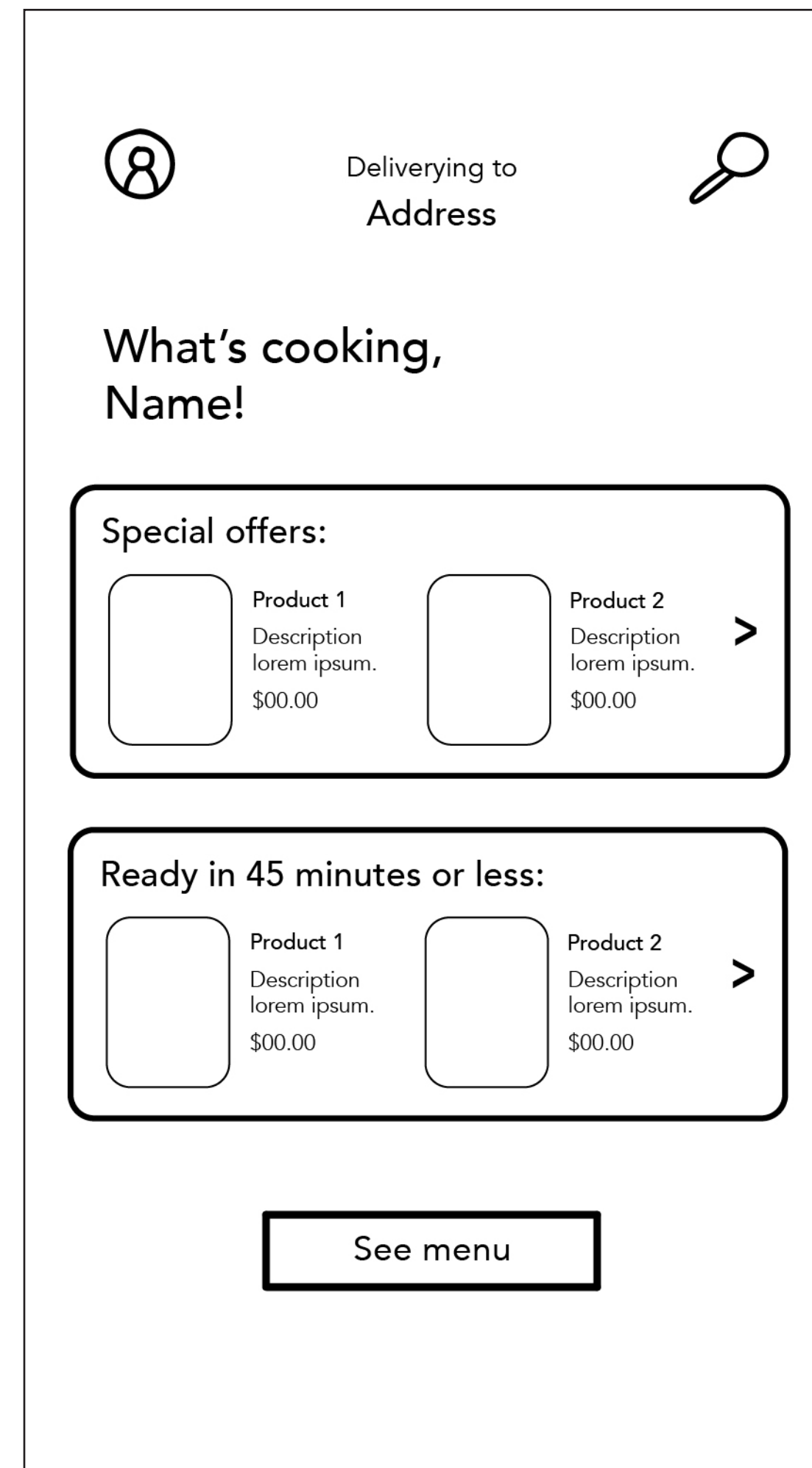
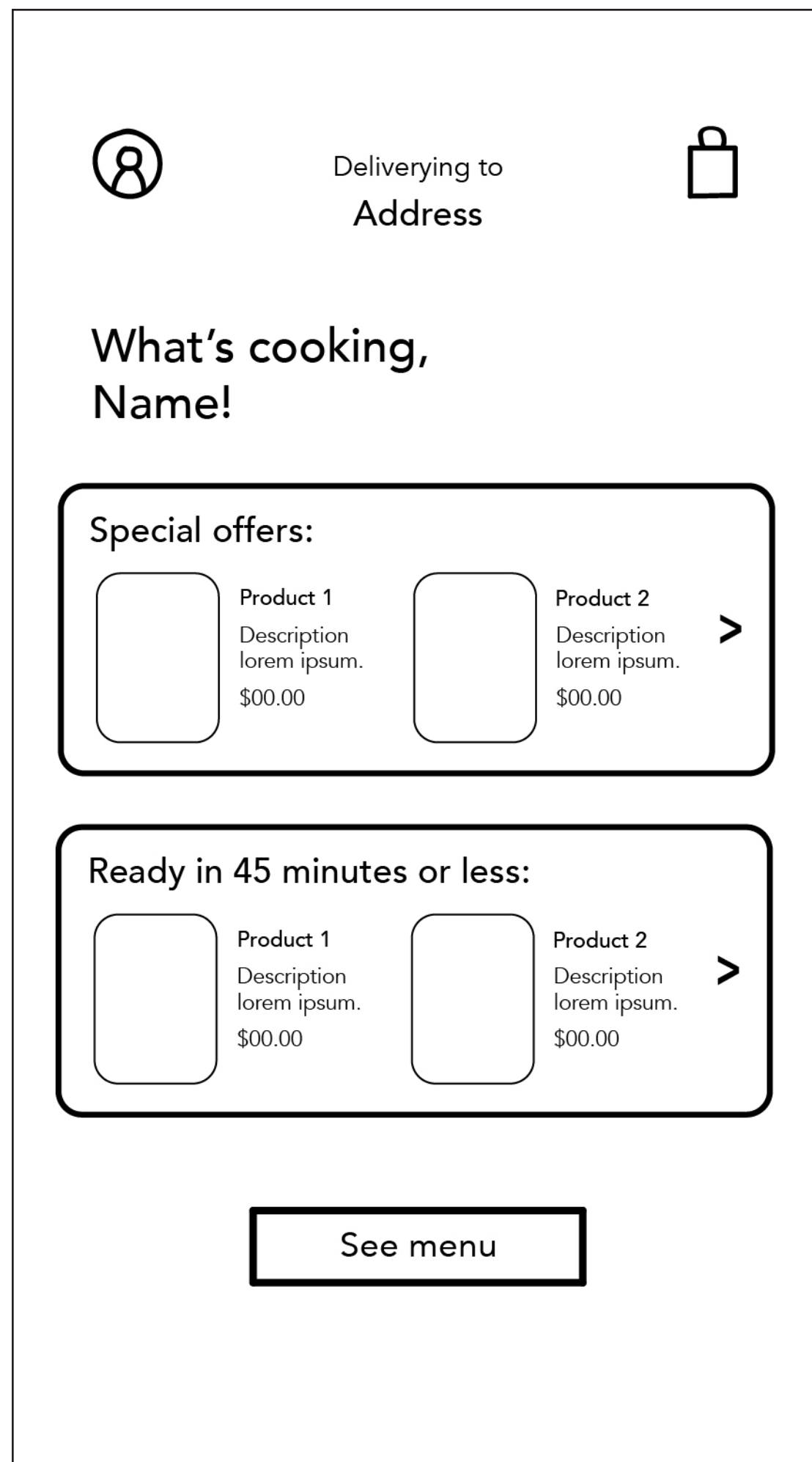




. **Cart/bag at the top right corner.** Quick access to checkout permanently available.

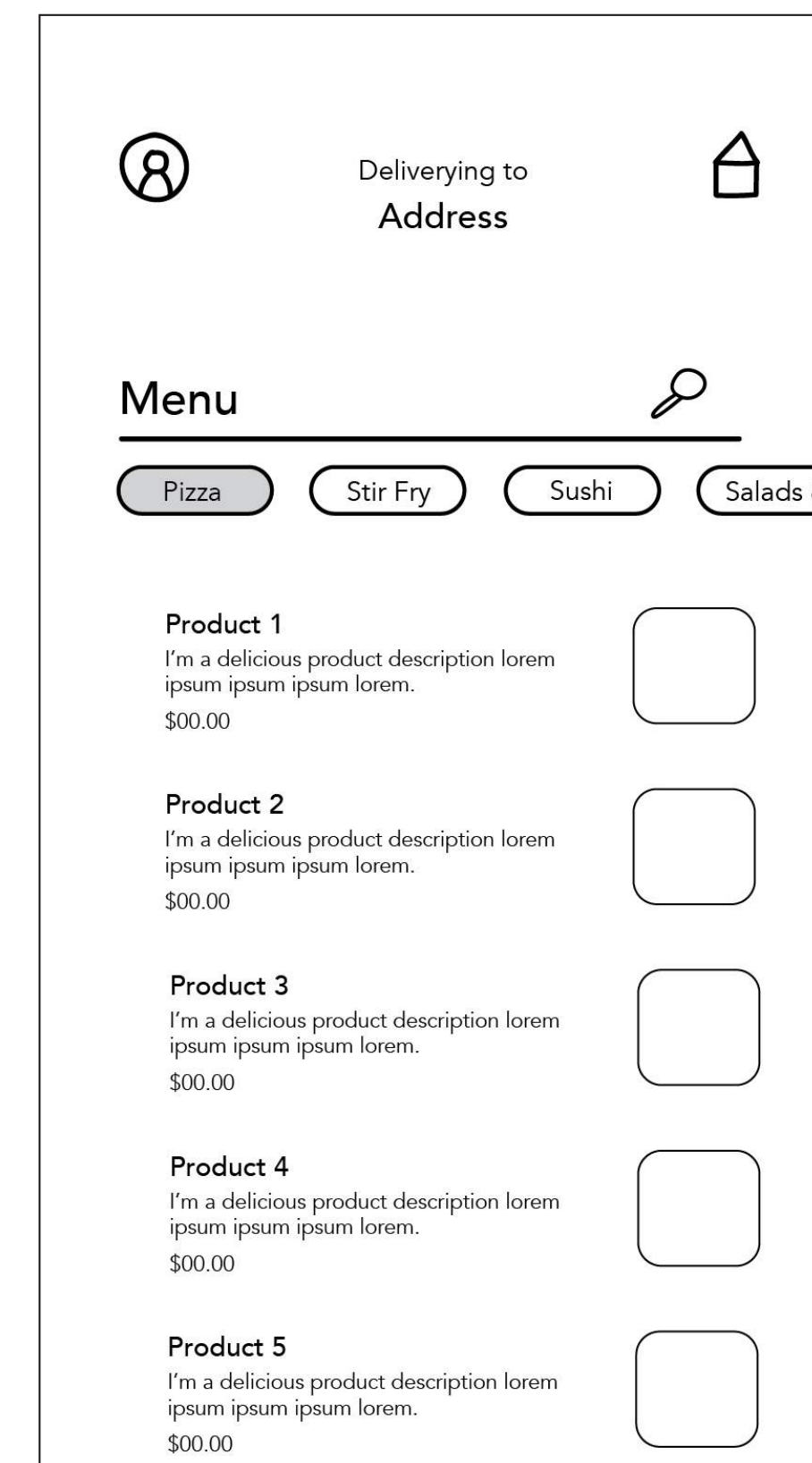


OPTION A



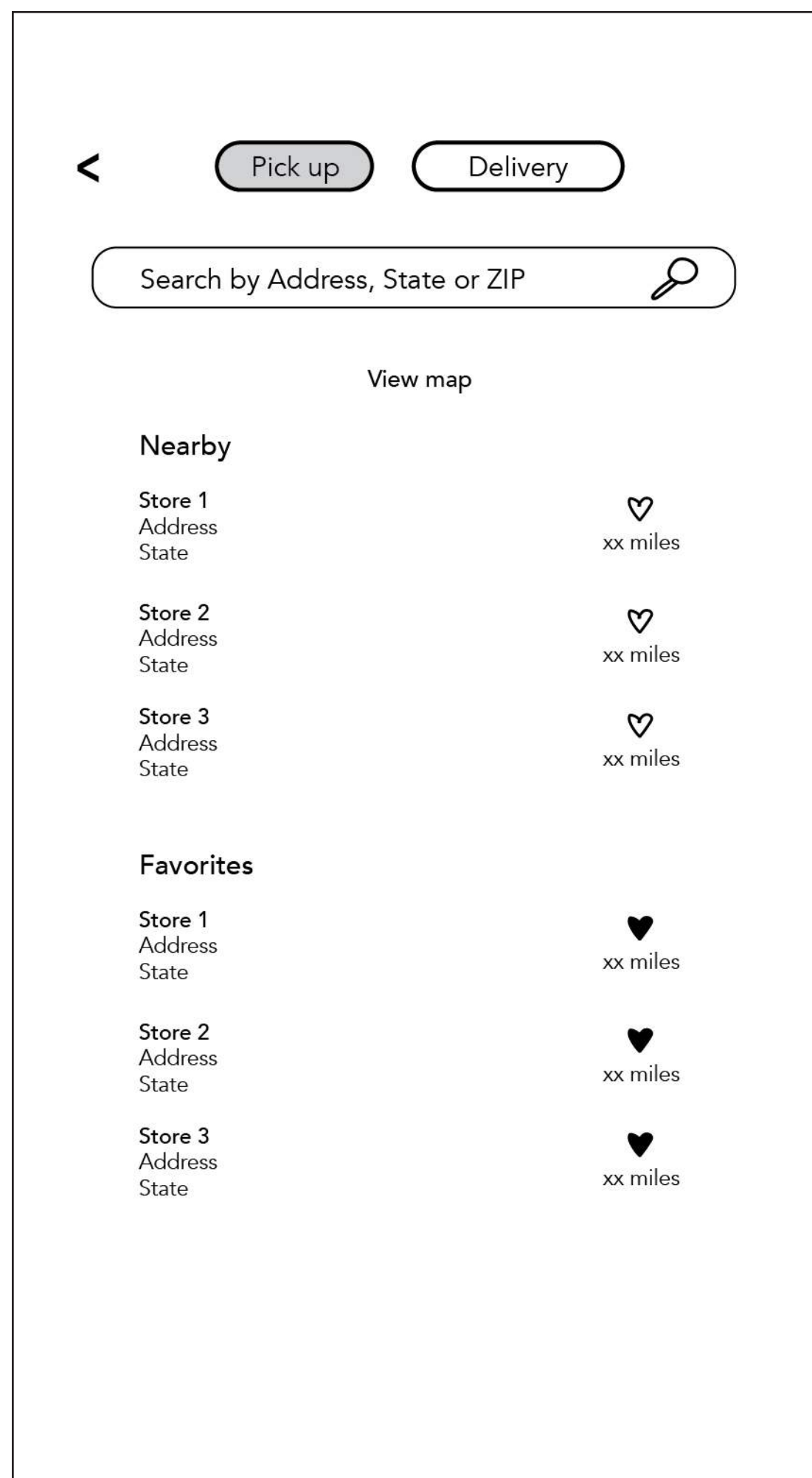
OPTION B

. **Search at the top right corner.** Quick access to the search tool from home. Once in the menu, this access gets replaced by Home.

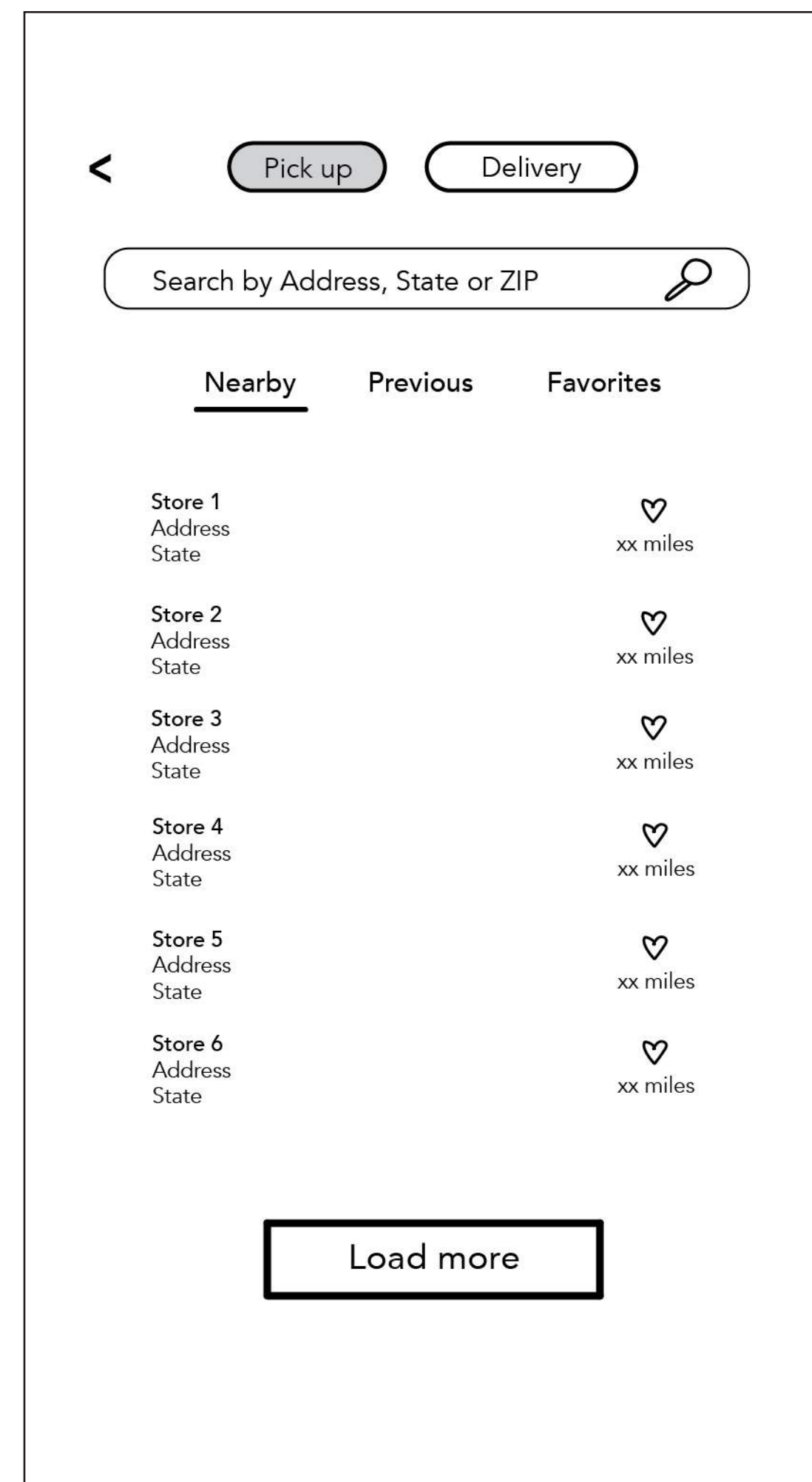


## LOW WIREFRAMES

### Step 2: Set up address



OPTION A



OPTION B

Deliverying to  
Address

Menu

Pizza Stir Fry Sushi Salads & S

Product 1  
I'm a delicious product description lorem ipsum ipsum ipsum lorem.  
\$00.00

Product 2  
I'm a delicious product description lorem ipsum ipsum ipsum lorem.  
\$00.00

Product 3  
I'm a delicious product description lorem ipsum ipsum ipsum lorem.  
\$00.00

Product 4  
I'm a delicious product description lorem ipsum ipsum ipsum lorem.  
\$00.00

Product 5  
I'm a delicious product description lorem ipsum ipsum ipsum lorem.  
\$00.00

Pick up Delivery

Search by Address, State or ZIP

View map

Nearby

Store 1  
Address  
State xx miles

Store 2  
Address  
State xx miles

Store 3  
Address  
State xx miles

Favorites

Store 1  
Address  
State xx miles

Store 2  
Address  
State xx miles

Store 3  
Address  
State xx miles

Pick up Delivery

02169

02169 Quincy, MA. United States

02169 Main St South Chatham, MA. United States

02169 Avalon Dr Weymouth, MA. United States

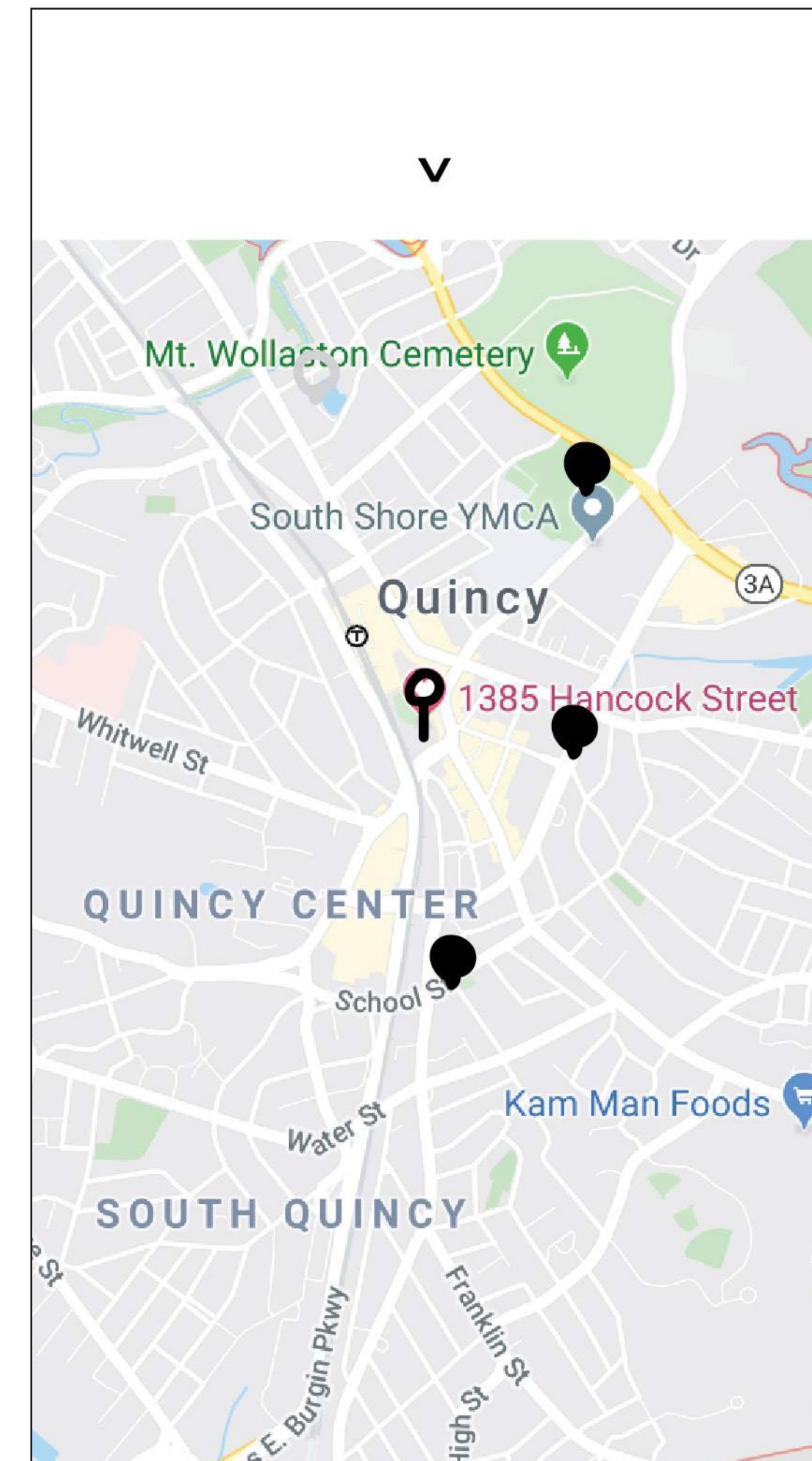
02169 US-6 Eastham, MA. United States

02169 US-6 Wellfleet, MA. United States

Store 1  
Address  
State xx miles

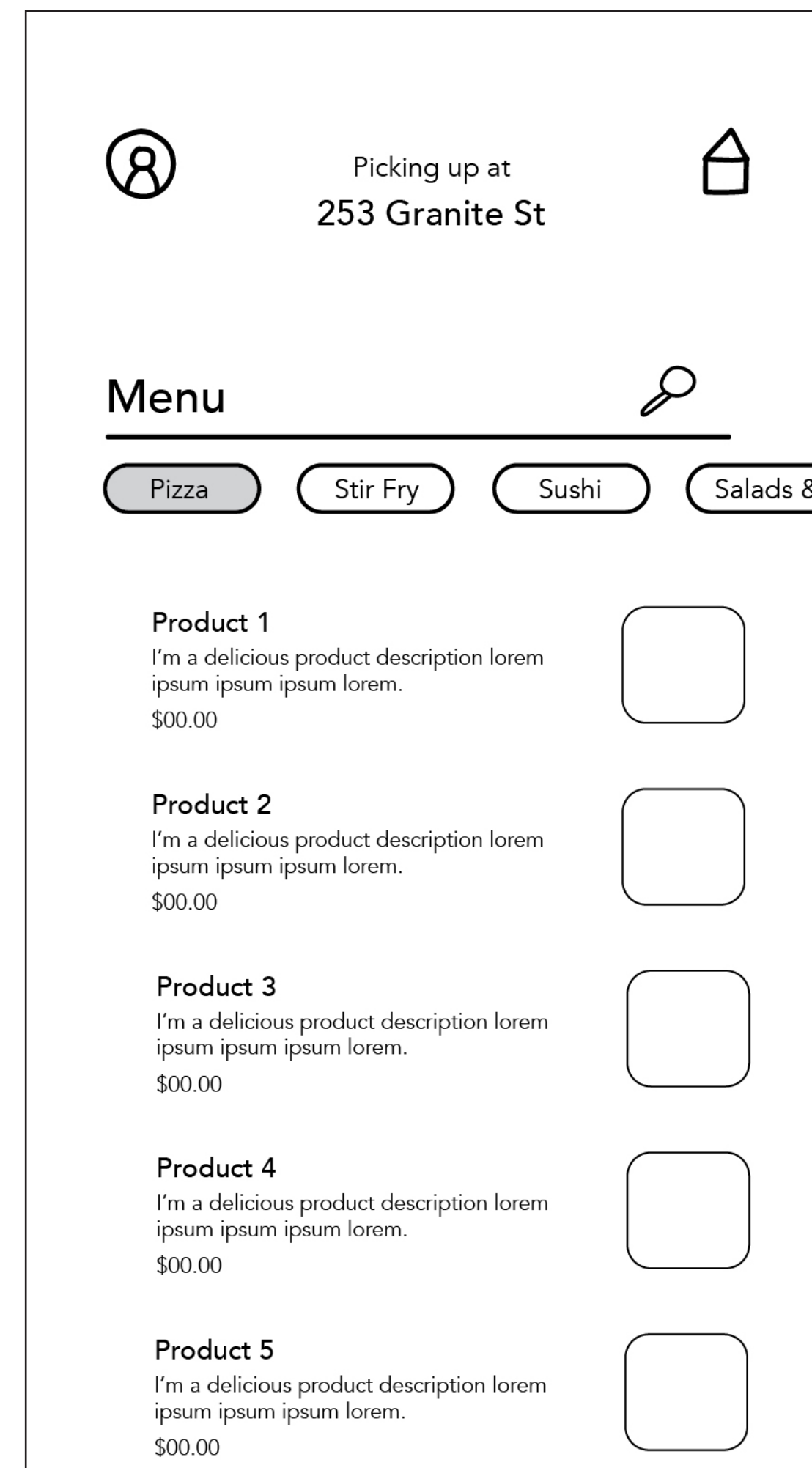
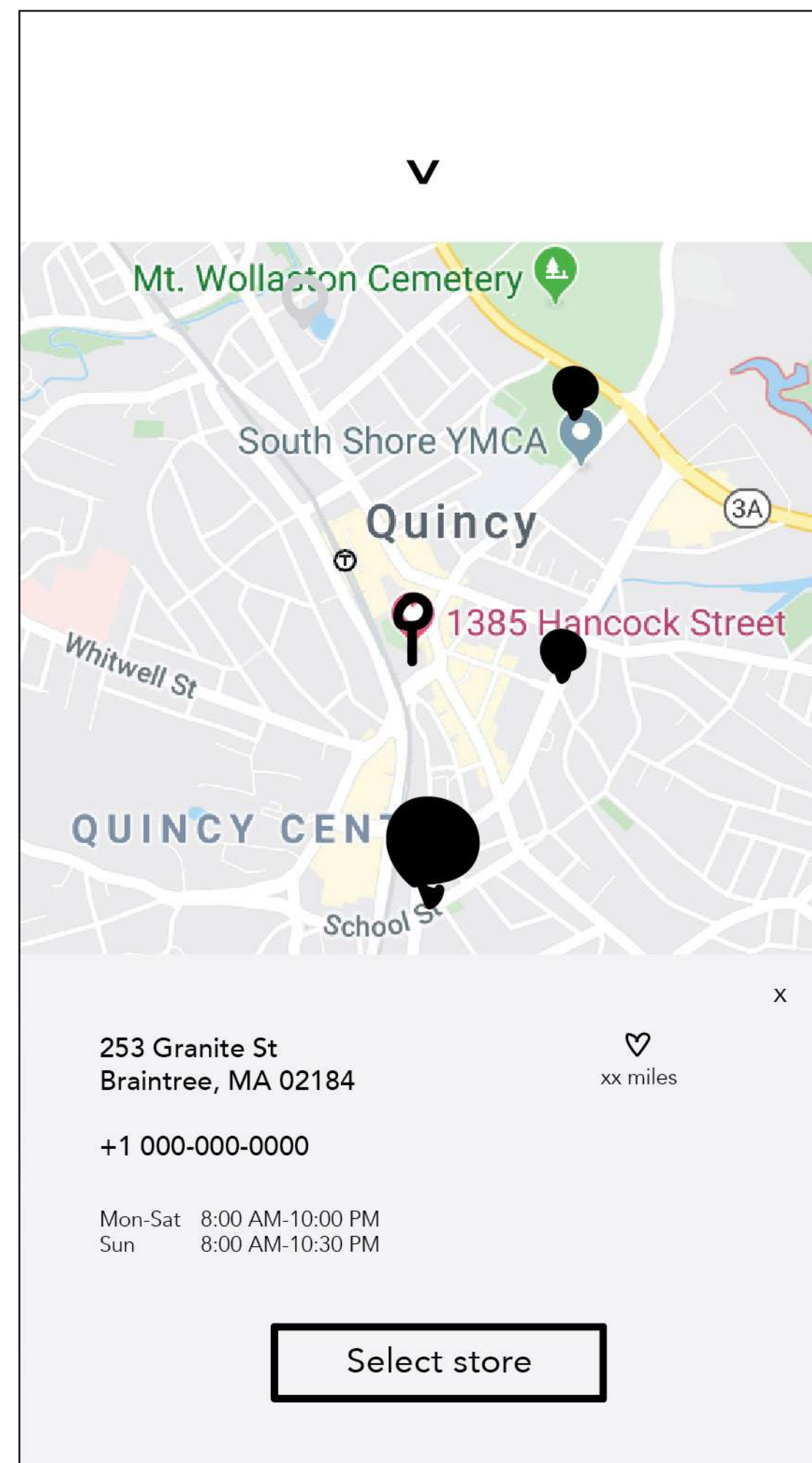
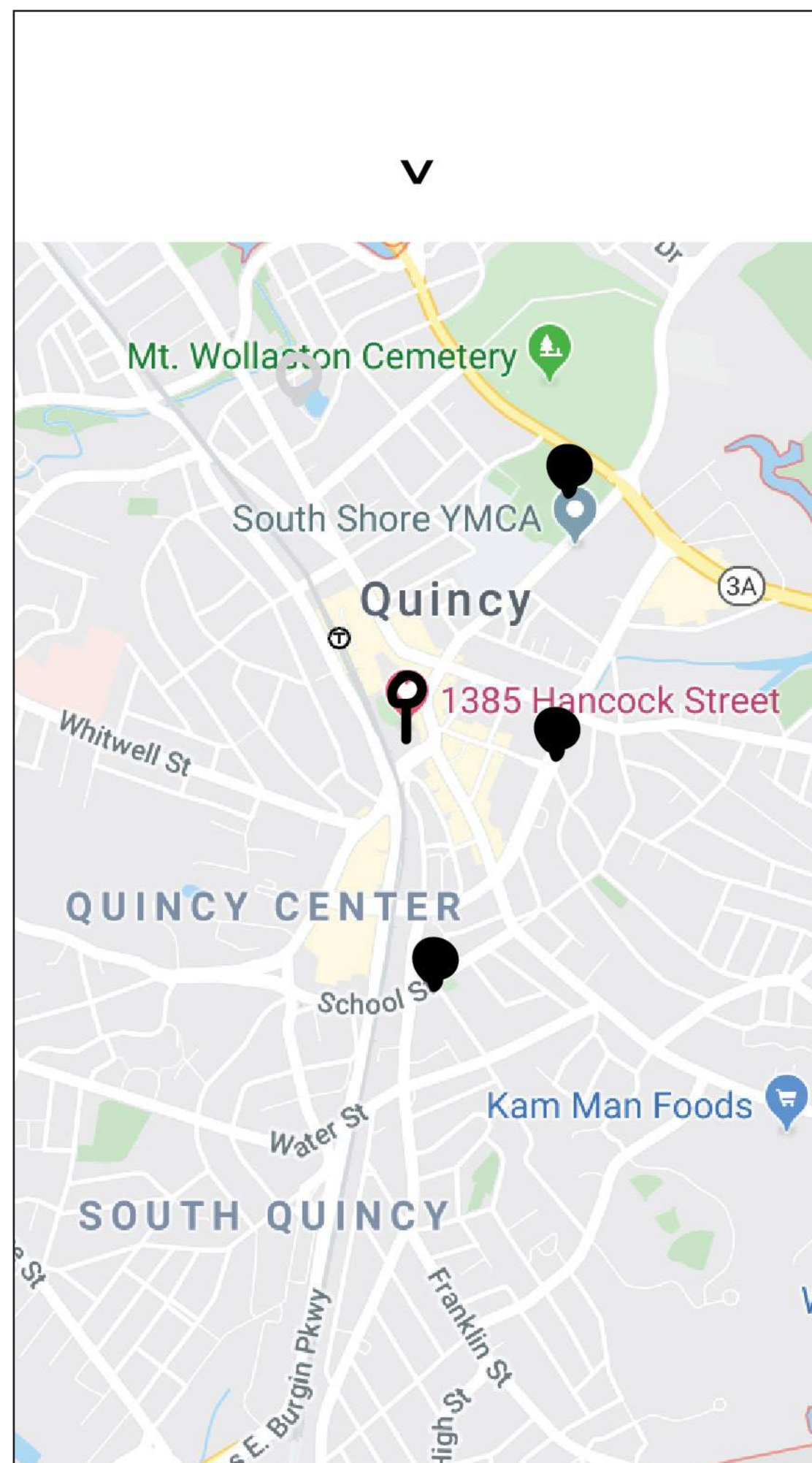
Store 2  
Address  
State xx miles

Store 3  
Address  
State xx miles



## LOW WIREFRAMES

Step 2:  
Set up address



OPTION A

Deliverying to  
Address

Menu

Pizza Stir Fry Sushi Salads & S

Product 1  
I'm a delicious product description lorem ipsum ipsum ipsum lorem.  
\$00.00

Product 2  
I'm a delicious product description lorem ipsum ipsum ipsum lorem.  
\$00.00

Product 3  
I'm a delicious product description lorem ipsum ipsum ipsum lorem.  
\$00.00

Product 4  
I'm a delicious product description lorem ipsum ipsum ipsum lorem.  
\$00.00

Product 5  
I'm a delicious product description lorem ipsum ipsum ipsum lorem.  
\$00.00

Pick up Delivery

Search by Address, State or ZIP

Nearby Previous Favorites

Store 1  
Address  
State xx miles

Store 2  
Address  
State xx miles

Store 3  
Address  
State xx miles

Store 4  
Address  
State xx miles

Store 5  
Address  
State xx miles

Store 6  
Address  
State xx miles

Load more

Pick up Delivery

Search by Address, State or ZIP

Nearby Previous Favorites

Store 1  
Address  
State xx miles

Store 2  
Address  
State xx miles

Store 3  
Address  
State xx miles

Pick up Delivery

02169 x

02169  
Quincy, MA. United States

02169 Main St  
South Chatham, MA. United States

02169 Avalon Dr  
Weymouth, MA. United States

02169 US-6  
Eastham, MA. United States

02169 US-6  
Wellfleet, MA. United States

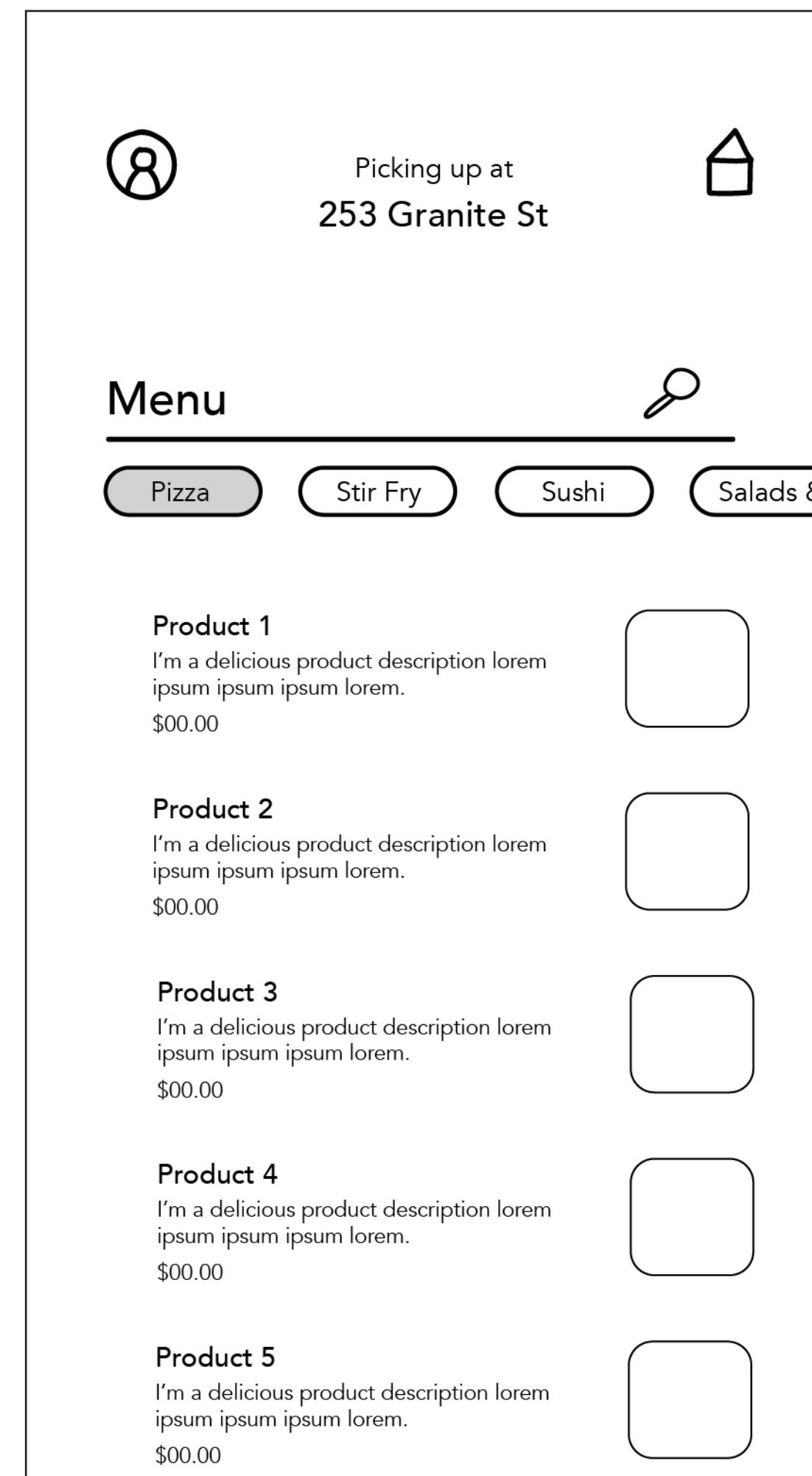
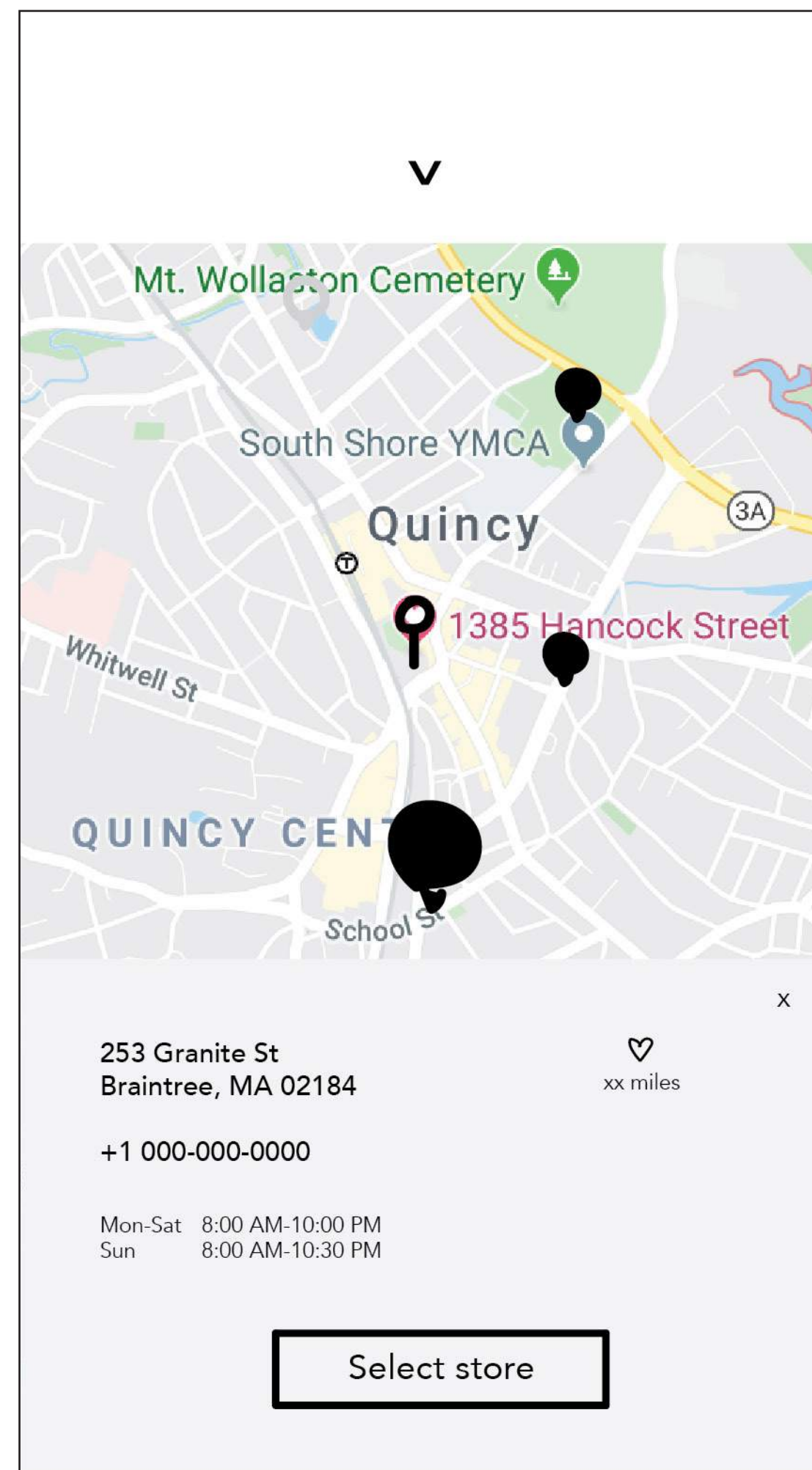
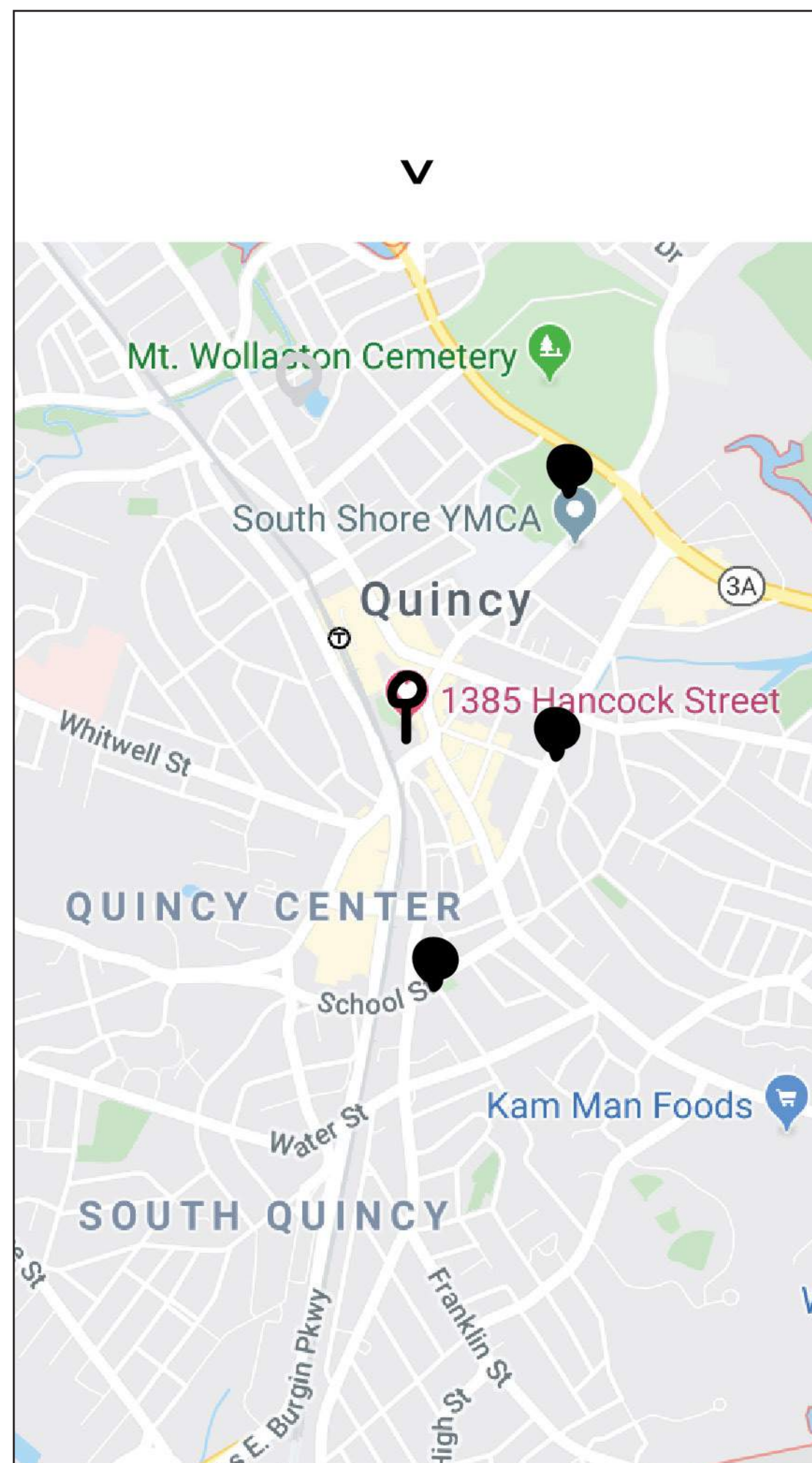
State

Store 5  
Address  
State xx miles

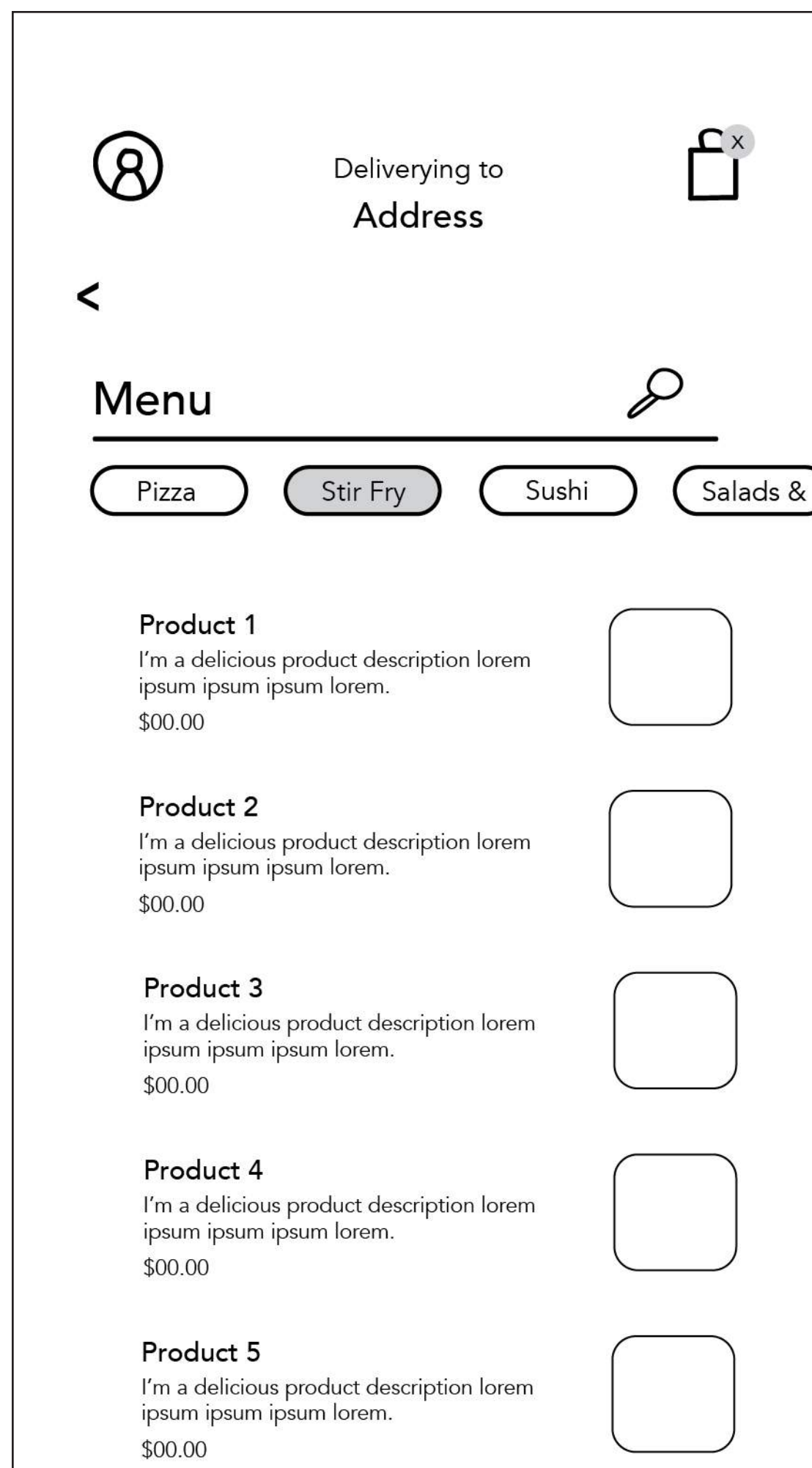
Store 6  
Address  
State xx miles

## LOW WIREFRAMES

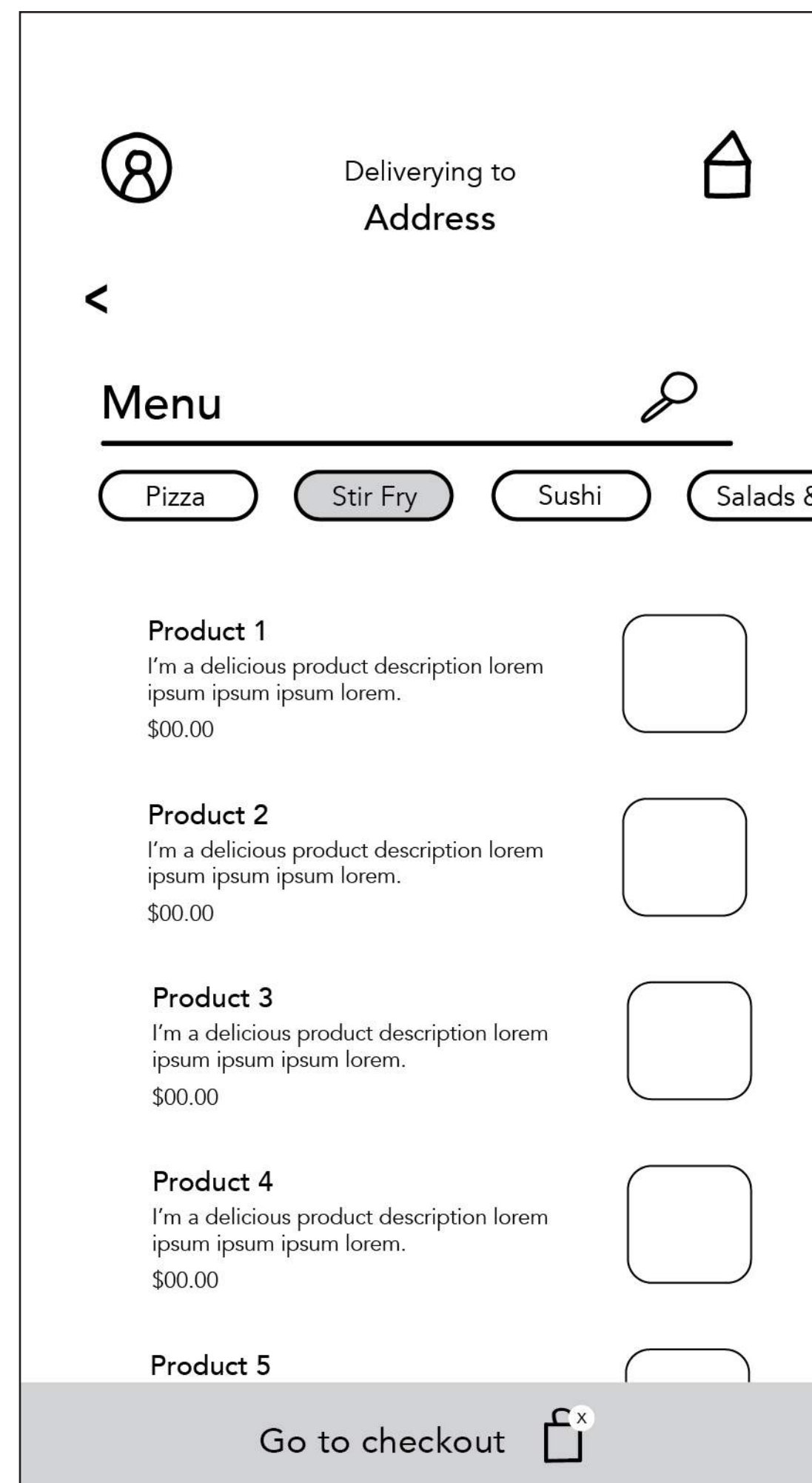
Step 2:  
Set up address



OPTION B

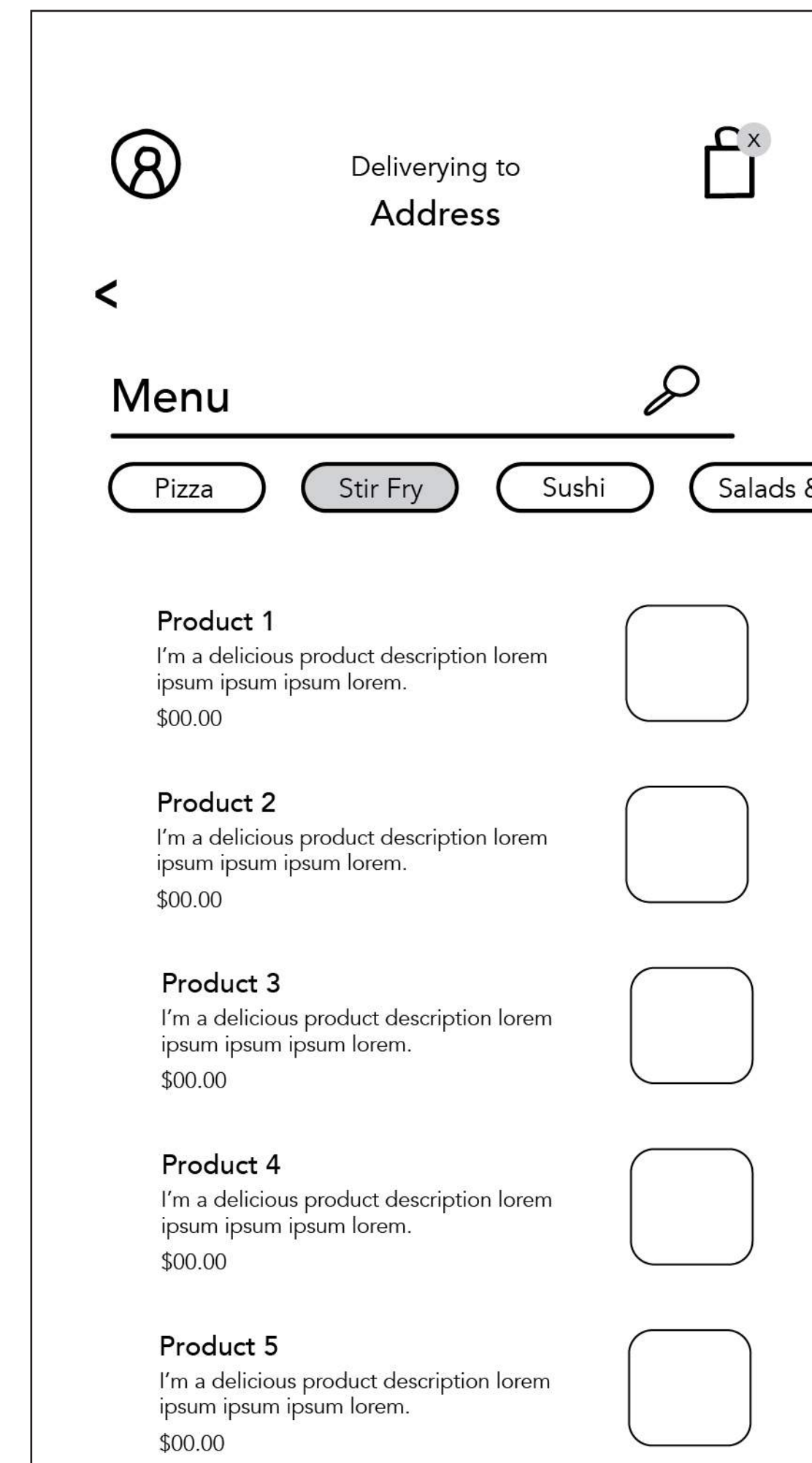
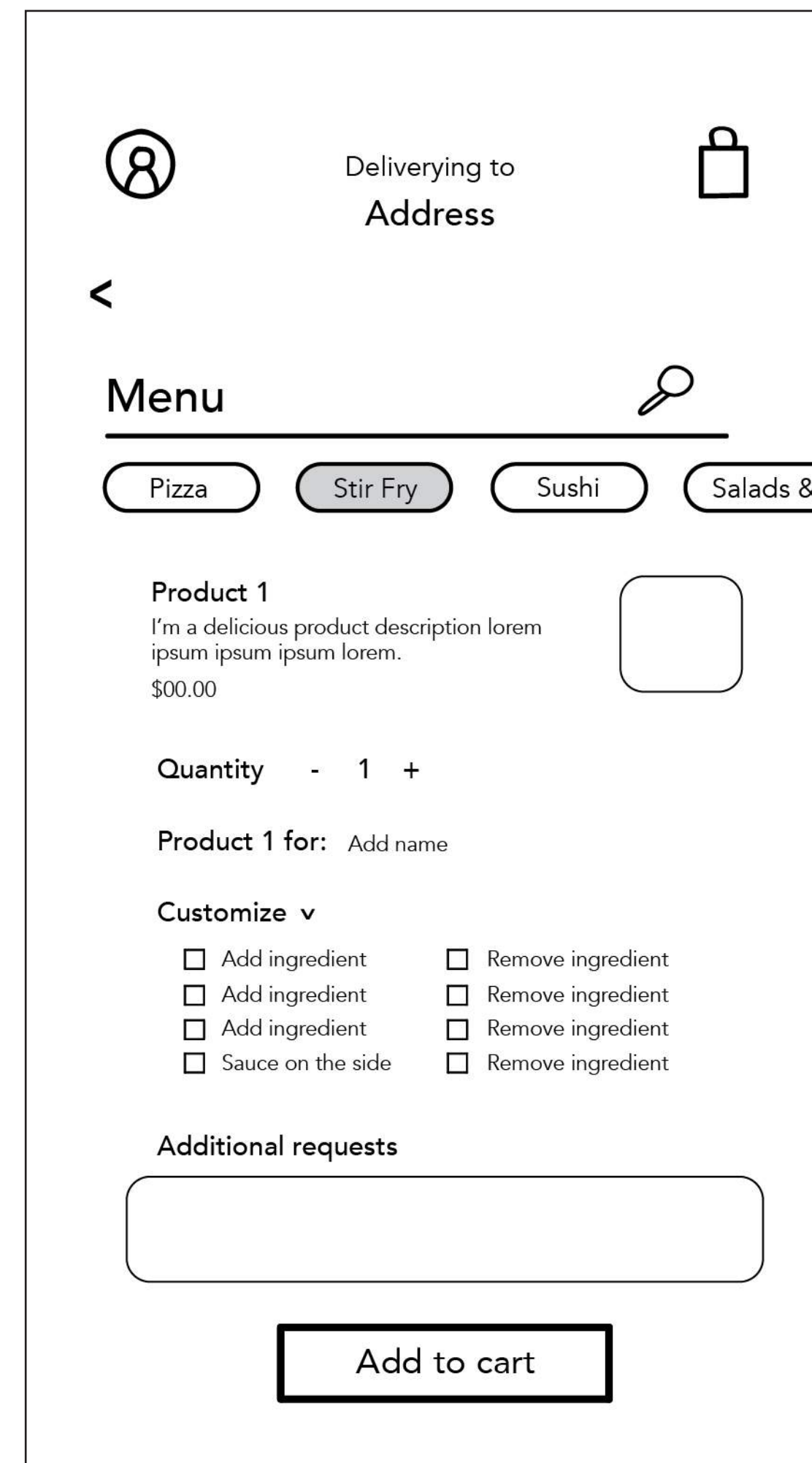
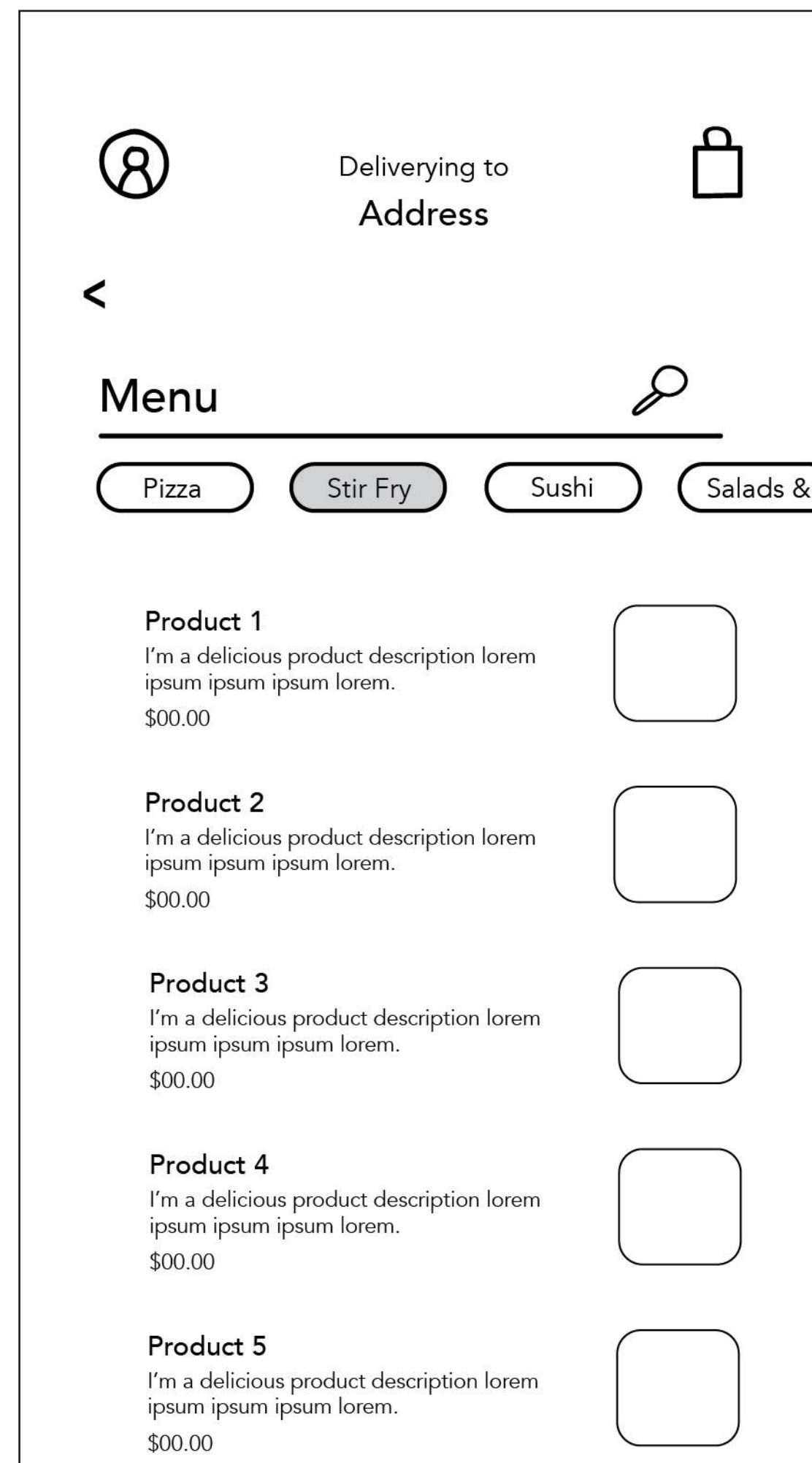
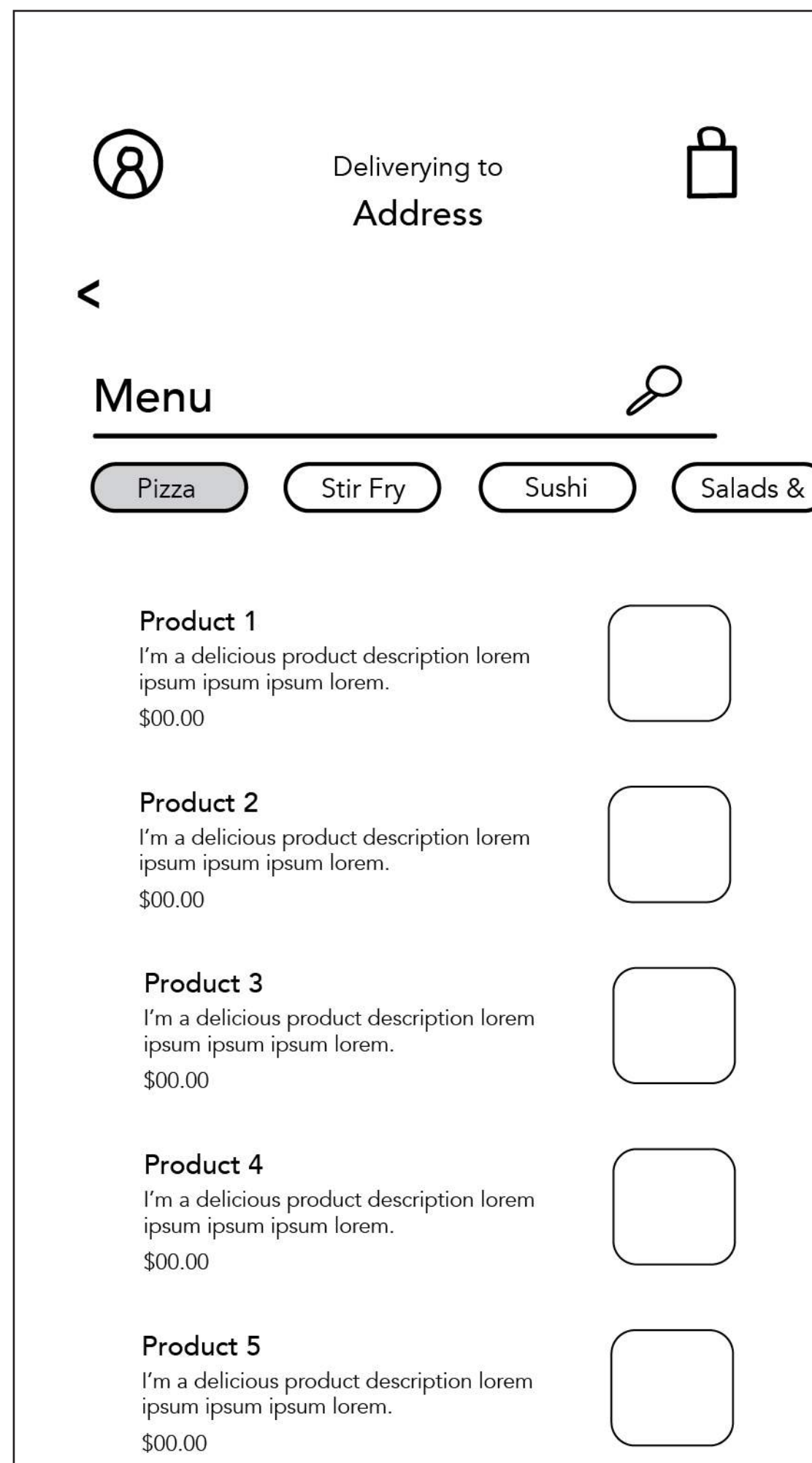


OPTION A



OPTION B





OPTION A

Item added to cart

Deliverying to Address

< Menu

Pizza Stir Fry Sushi Salads & S

**Product 1**  
I'm a delicious product description lorem ipsum ipsum ipsum lorem.  
\$00.00

**Product 2**  
I'm a delicious product description lorem ipsum ipsum ipsum lorem.  
\$00.00

**Product 3**  
I'm a delicious product description lorem ipsum ipsum ipsum lorem.  
\$00.00

**Product 4**  
I'm a delicious product description lorem ipsum ipsum ipsum lorem.  
\$00.00

**Product 5**  
I'm a delicious product description lorem ipsum ipsum ipsum lorem.  
\$00.00

Deliverying to Address

< Menu

Pizza Stir Fry Sushi Salads & S

**Product 1**  
I'm a delicious product description lorem ipsum ipsum ipsum lorem.  
\$00.00

Quantity - 1 +

Product 1 for: Add name

Customize v

- Add ingredient  Remove ingredient
- Add ingredient  Remove ingredient
- Add ingredient  Remove ingredient
- Sauce on the side  Remove ingredient

Additional requests

**Add to cart**

Deliverying to Address

< Menu

Pizza Stir Fry Sushi Salads & S

**Product 1**  
I'm a delicious product description lorem ipsum ipsum ipsum lorem.  
\$00.00

Quantity - 2 +

Product 1 for: Add name

Customize >

Additional requests

Second product 1 for: Add name

Customize >

Additional requests

**Add to cart**

Deliverying to Address

< Menu

Pizza Stir Fry Sushi Salads & S

**Product 1**  
I'm a delicious product description lorem ipsum ipsum ipsum lorem.  
\$00.00

Quantity - 2 +

Product 1 for: Add name

Customize v

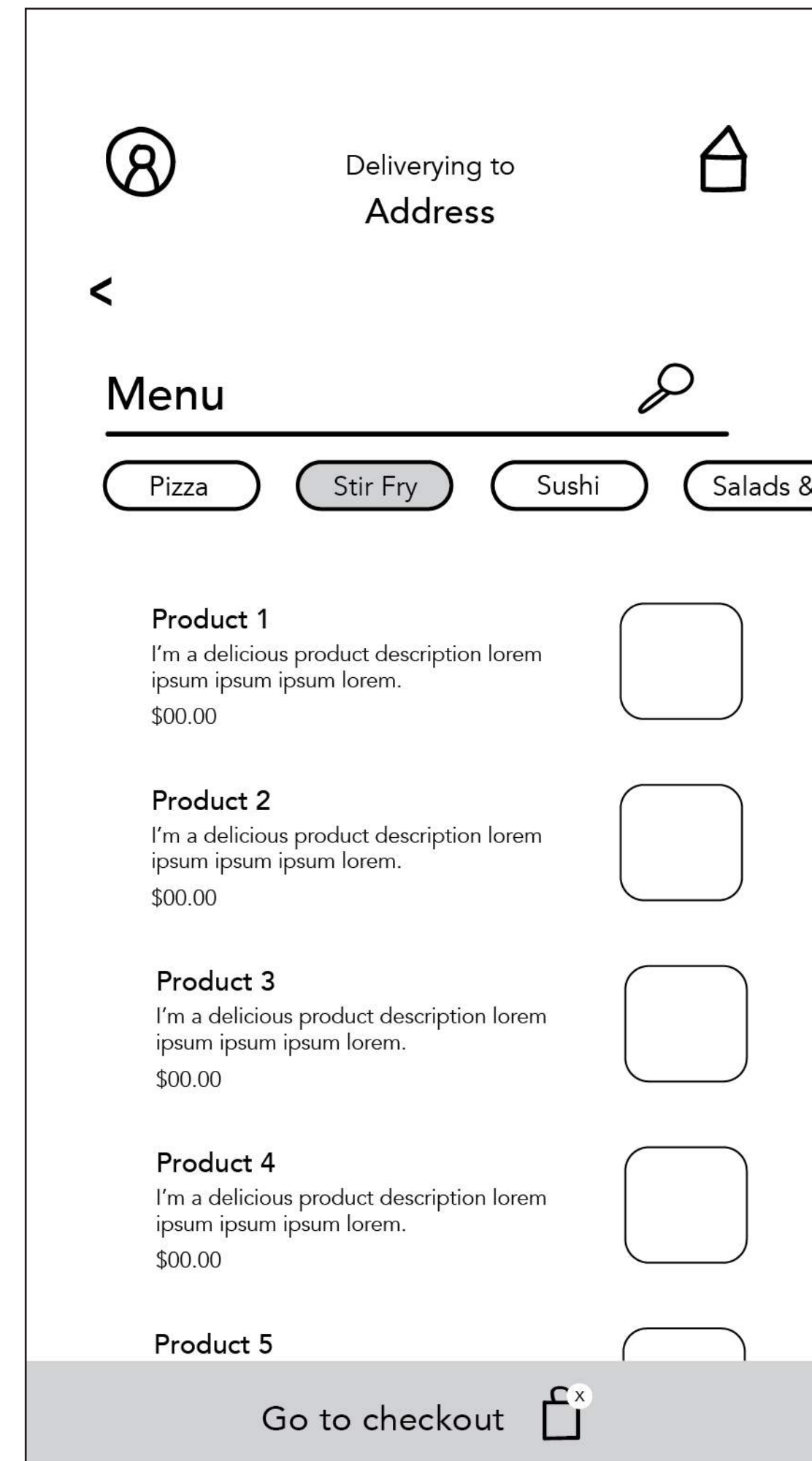
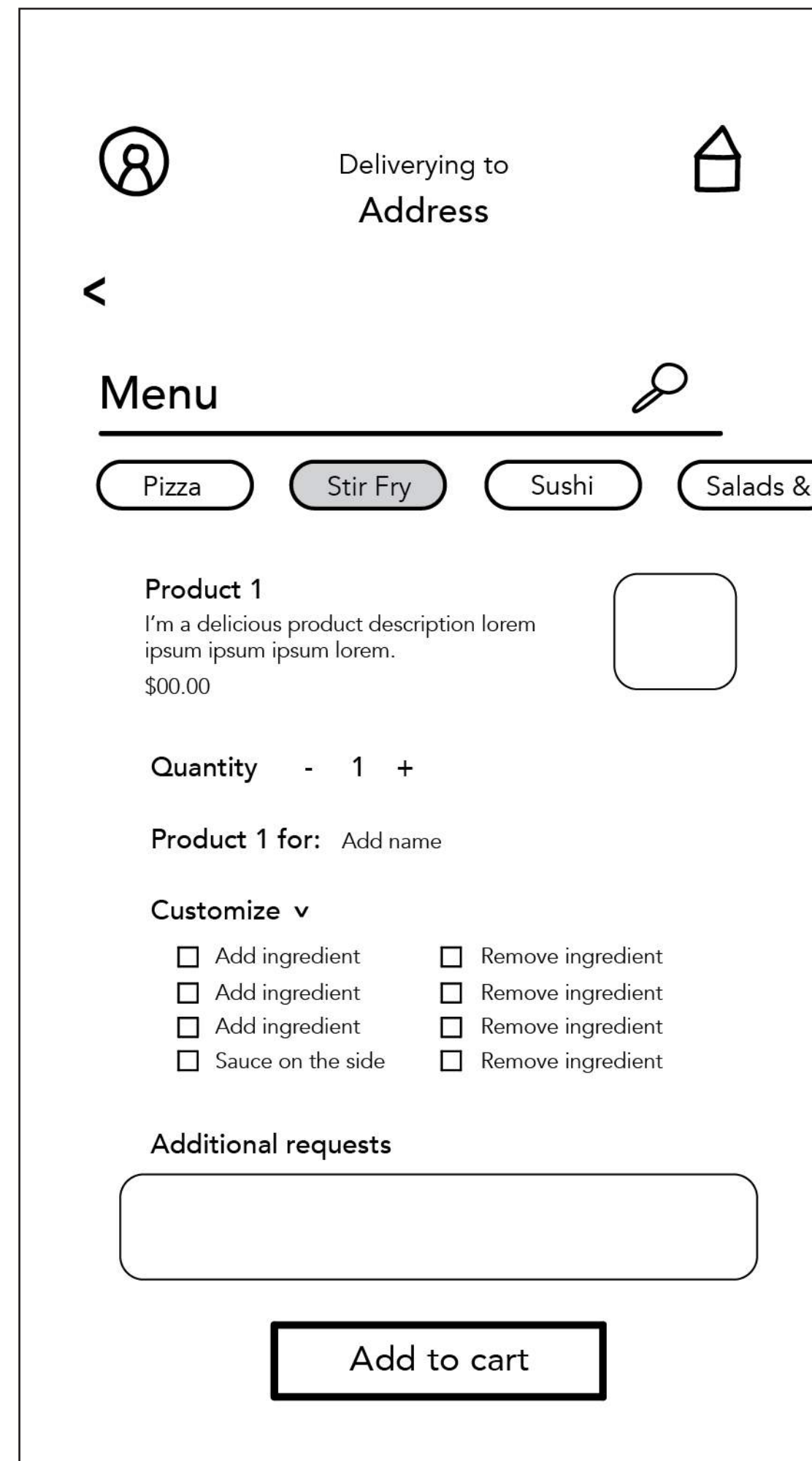
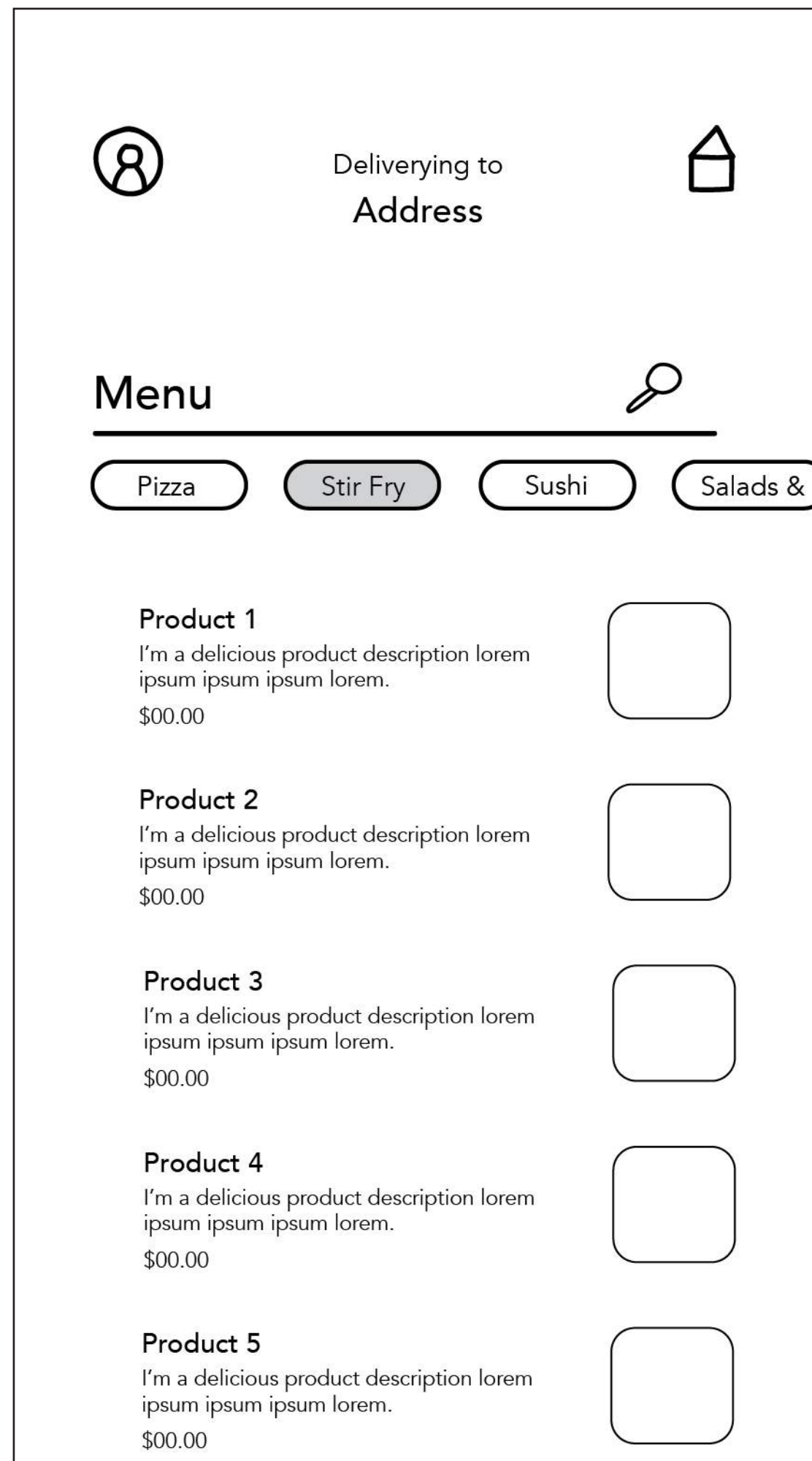
- Add ingredient  Remove ingredient
- Add ingredient  Remove ingredient
- Add ingredient  Remove ingredient
- Sauce on the side  Remove ingredient

Additional requests

Second product 1 for: Add name



Customize >

Additional requests



OPTION B

Item added to cart

Checkout

< Please review your order for

Pickup at: 235 Granite St

ASAP

7:00 PM

7:30 PM

Set time

---

**Product 1 for: Name** \$0.00

Lorem added, ipsum removed, sauce on the side.

Edit Remove

**Product 2 for: Nombre** \$0.00

Lorem added, ipsum removed, sauce on the side.

Edit Remove

Add more products

**Subtotal** \$0.00

**Tax** \$0.00

**Total** \$0.00





Sign up

Sign in

Continue as guest

< Let's get you signed up!

Step 1 of 2

Name

Last Name

Phone Number

Email

Create Password

Confirm Password

Continue

< Tell us a little more about yourself!

Step 2 of 2

Address Name i.e "Home"

Address Line 1

Address Line 2

City

State

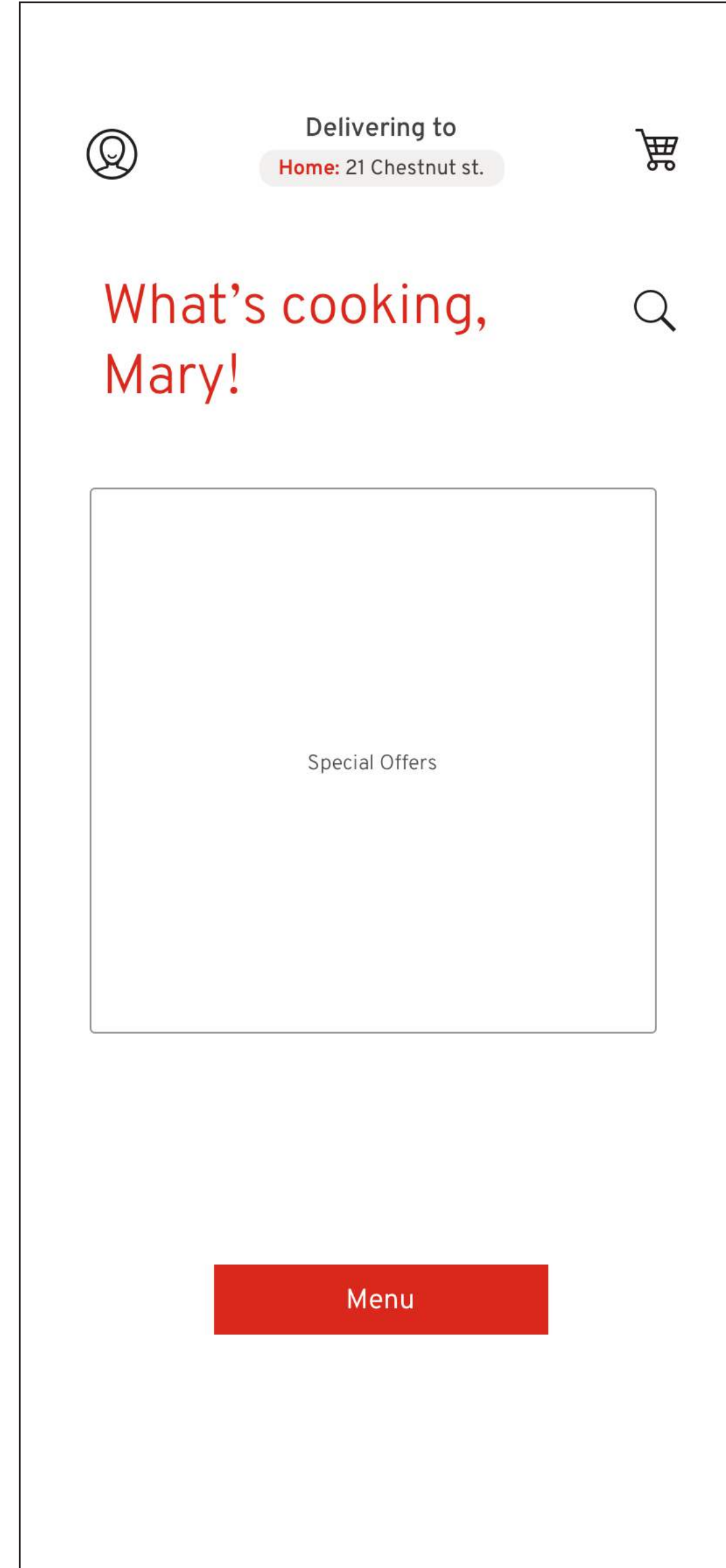
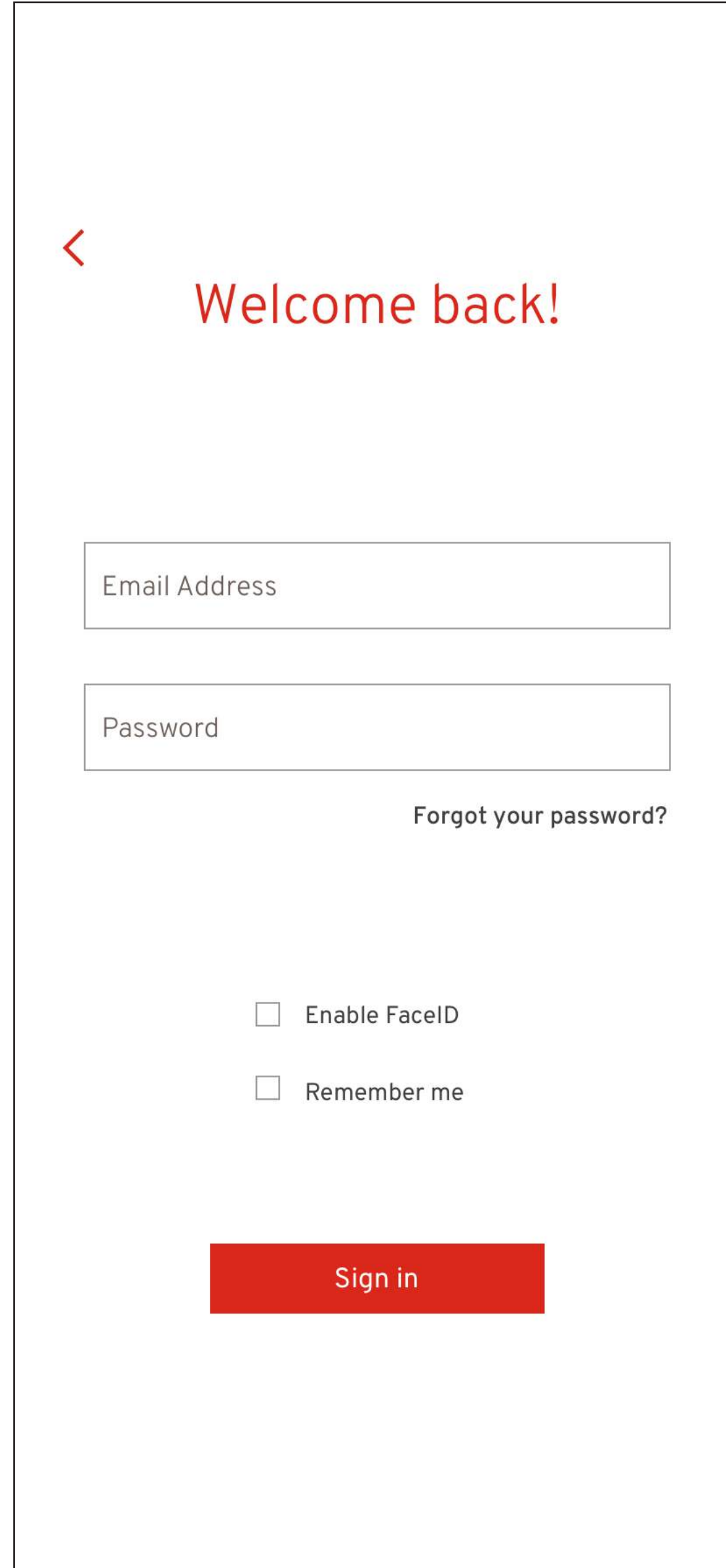
ZIP

Sign in

Congrats, Mary!

Welcome to the family!  
You're now able to order and enjoy best Hannaford meals prepared just for you.

Start ordering



. For future version: Allow to log in/sign up by using existing information of My Hannaford Rewards. (Phone number)

Delivering to Home: 21 Chestnut st.

What's cooking, Mary!

Special Offers

Menu

Delivering to Home: 21 Chestnut st.

Menu

Specials Pizza Stir Fry Sushi Salads & Sandwich

Special 1  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. image

Special 2  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. image

Special 3  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. image

Special 4  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. image

Special 5  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. image

Special 6  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. image

Special 7  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. image

Delivering to Home: 21 Chestnut st.

Menu

Specials Pizza Stir Fry Sushi Salads & Sandwich

Pizza 1  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. image

Pizza 2  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. image

Pizza 3  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. image

Pizza 4  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. image

Pizza 5  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. image

Pizza 6  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. image

Delivering to Home: 21 Chestnut st.

Menu

Specials Pizza Stir Fry Sushi Salads & Sandwich

Stir Fry 1  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. image

Stir Fry 2  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. image

Stir Fry 3  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. image

Stir Fry 4  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. image

Stir Fry 5  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. image


Stir Fry 6  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. image



Delivering to Home: 21 Chestnut st.

< **Customize order**

Step 2

Product Name   
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

\$00.00

Quantity  1

Product for:

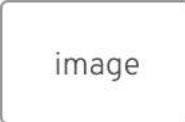
Customize >

Additional requests

Delivering to Home: 21 Chestnut st.

< **Customize order**

Step 2

Product Name   
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

\$00.00

Quantity  1

Product for:

Customize ▾


- Add (ingredient)  Remove (ingredient)
- Add (ingredient)  Remove (ingredient)
- Add (ingredient)  Remove (ingredient)
- Add (ingredient)  Sauce on the side

Additional requests


Delivering to Home: 21 Chestnut st.

< **Customize order**

Step 2

Product Name   
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.


**Product added!**




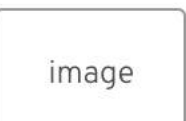
Additional requests


Delivering to Home: 21 Chestnut st.


< **Menu**


**Special 1**   
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.


**Special 2**   
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

**Special 3**   
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

**Special 4**   
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.


**Special 5**   
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

**Special 6**   
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.


**Special 7**   
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

# MID-HIGH WIREFRAMES

## No Nav. bar: Checkout

Delivering to **Home:** 21 Chestnut st. 

Set time: 7:45 PM

 **Checkout**

Step 3

Please review your order including the delivery address and set time at the top of the screen

**Product Name** \$00.00

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

Edit Remove

**Product Name** \$00.00

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

Edit Remove

[Browse more products](#)

Subtotal	\$00.00
Tax	\$00.00
<b>Total</b>	<b>\$00.00</b>

Payment >

[Submit order](#)

**Product Name** \$00.00

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

Edit Remove

**Product Name** \$00.00

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.


Edit Remove

[Browse more products](#)

---

Subtotal	\$00.00
Tax	\$00.00
<b>Total</b>	<b>\$00.00</b>


Payment ▾

 \*\*\*\* \* 1234 ✓  
VALID THRU 00/00

[Add a Card](#)

[Pay in store](#)

[Submit order](#)



# You are all set, Mary!

Step 4

Thank you for ordering with us!

Your order will arrive to (address) at 7:45 PM. If this does not work anymore or you need any changes, please contact the store.

[Track your order](#)

[Cancel order](#)

[Contact the store](#)

Home icon

## Order Tracker

---

Step 1

Mary, your order was received and accepted by the restaurant.

We are currently working on it!

Visual

Cancel order

Contact the store

Home icon

## Order Tracker

---

Step 2

Your order is ready and waiting for (driver's name) to arrive and pick it up.

Visual

Cancel order

Contact the store

Home icon

## Order Tracker

---

Step 3

(Driver's name) already picked up your food and is heading your way.

Dinner is almost ready!

Map

Cancel order

Contact the store

Home icon

## Order Tracker

---

Step 4

It's time to meet (Driver's name) outside.

Dinner is here!

Map

Cancel order

Contact the store

address and set time at the top of the screen

Product Name \$00.00  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor lorem

Add new card ✕

Card Visual

Name on card

Card number

Expiry date (MM/YY)

CVV

Set as default payment method

Add card

Delivering to   
Home: 21 Chestnut st. Select time

< Checkout

Step 3

Please review your order including the delivery address and set time at the top of the screen

Product Name \$00.00  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

Delivery times ✕

6:15  
6:30  
6:45  
7:00  
7:15  
7:30  
7:45  
8:00  
8:15  
8:30  
8:45  
9:00

Delivering to   
Home: 21 Chestnut st.

Select address/store ✕

Store pick up Delivery

🔍

View map

Favorites

Home ❤️  
Address  
State

Delivering to   
Home: 21 Chestnut st.

Select address/store ✕

Store pick up Delivery

🔍

02169  
Quincy, MA, United States

---

02169 Main St  
South Chatham, MA, United States

---

02169 Avalon Dr  
Weymouth, MA, United States

---

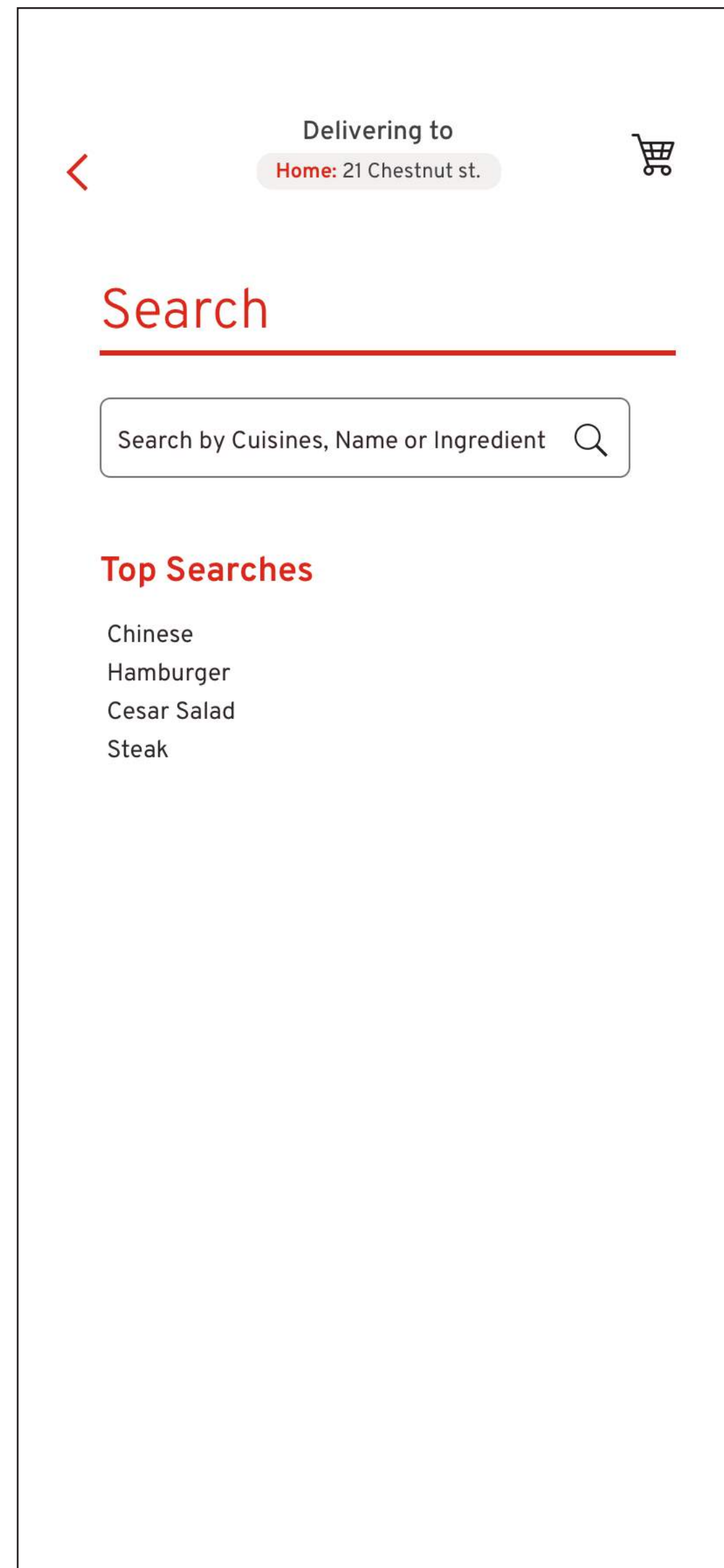
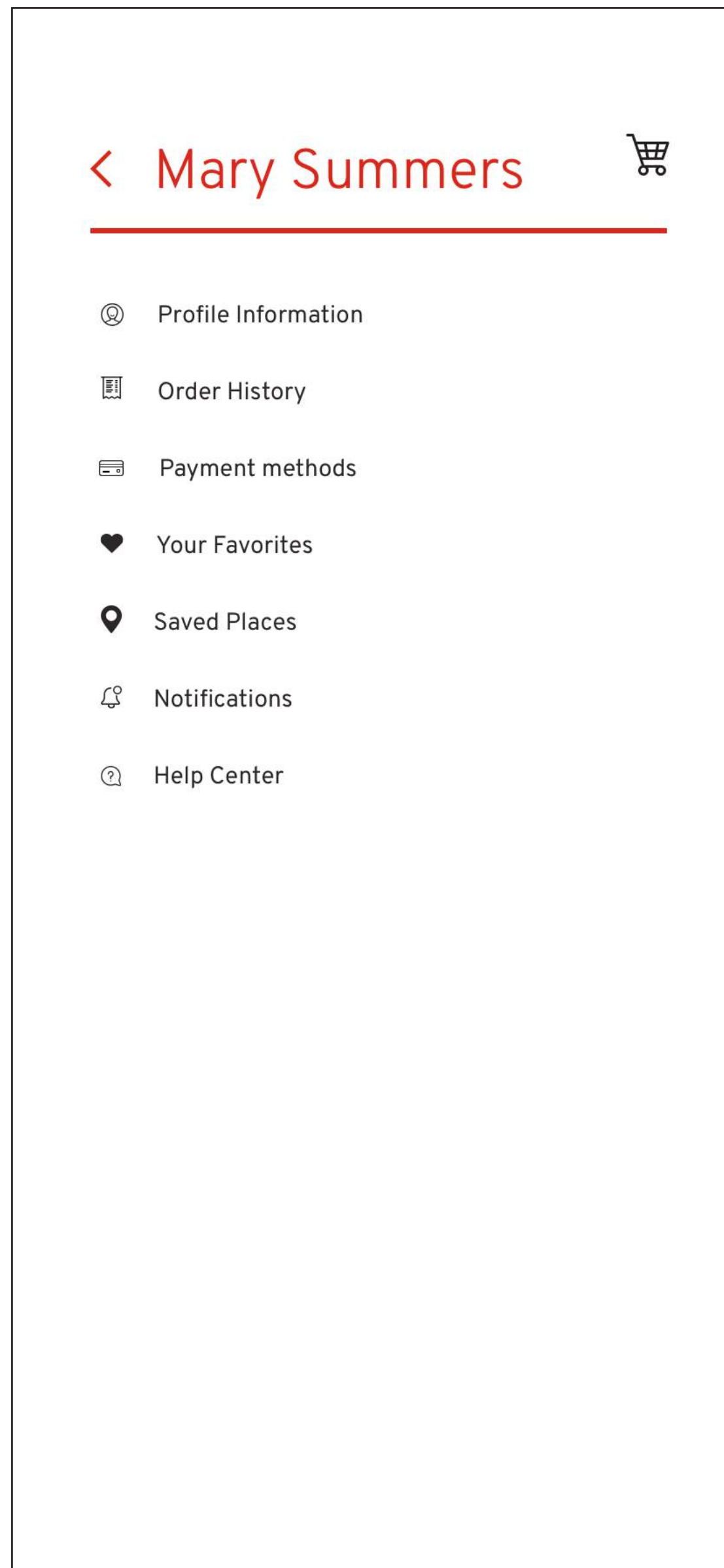
02169 US-6  
Eastham, MA, United States

---

02169 US-6  
Wellfleet, MA, United States

## MID-HIGH WIREFRAMES

No Nav. bar: Profile & search




. Test the prototype [No navigation bar for delivery]: <https://projects.invisionapp.com/prototype/D-NN-Prototype-ck4ybc7nu009doo017el4fx7l/play/bac6cfca>

. Test the prototype [No navigation bar for pick up]: <https://projects.invisionapp.com/prototype/P-NN-Prototype-ck4yha7r9009zoo01aanujhtd/play/bac6cfca>

Delivering to  
Home: 21 Chestnut st. 


# What's cooking, Mary!





Delivering to  
Home: 21 Chestnut st. 


## Menu


Specials **Pizza** Stir Fry Sushi Salads & Sandwiches


**Pizza 1**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. 


**Pizza 2**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. 


**Pizza 3**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. 

**Pizza 4**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. 

**Pizza 5**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. 


**Pizza 6**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. 





Delivering to  
Home: 21 Chestnut st. 


## Menu


Pizza Stir Fry Sushi **Salads & Sandwiches** Sides Beverages


**Salad 1**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. 


**Salad 2**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. 


**Salad 3**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. 


**Sandwich 1**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. 

**Sandwich 2**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. 

**Sandwich 3**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. 


**Sandwich 4**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. 




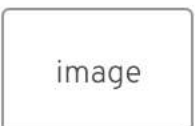
Delivering to  
Home: 21 Chestnut st. 


## Menu


Specials Pizza **Stir Fry** Sushi Salads & Sandwiches


**Stir Fry 1**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. 

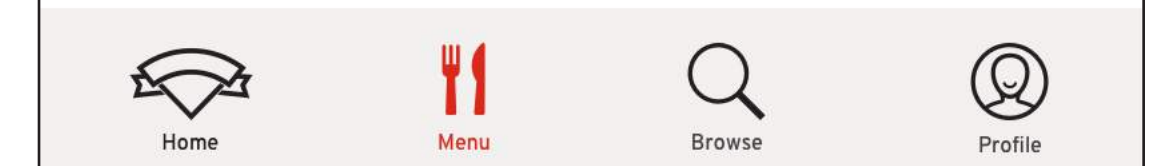
**Stir Fry 2**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. 

**Stir Fry 3**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. 

**Stir Fry 4**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. 

**Stir Fry 5**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. 

**Stir Fry 6**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. 



Delivering to Home: 21 Chestnut st.

## Customize order

Step 2

Product Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

\$00.00

Quantity  1

Product for:

Customize >

Additional requests

Home Menu Browse Profile

Delivering to Home: 21 Chestnut st.

## Customize order

Step 2

Product Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

\$00.00

Quantity  1

Product for:

Customize ▾

- Add (ingredient)  Remove (ingredient)
- Add (ingredient)  Remove (ingredient)
- Add (ingredient)  Remove (ingredient)
- Add (ingredient)  Sauce on the side

Additional requests

Home Menu Browse Profile

Delivering to Home: 21 Chestnut st.

## Customize order

Step 2

Product Name

Product added!

Additional requests

Home Menu Browse Profile

Delivering to Home: 21 Chestnut st.

## Menu

Specials Pizza Stir Fry Sushi Salads & Sandwiches

Special 1

Special 2

Special 3

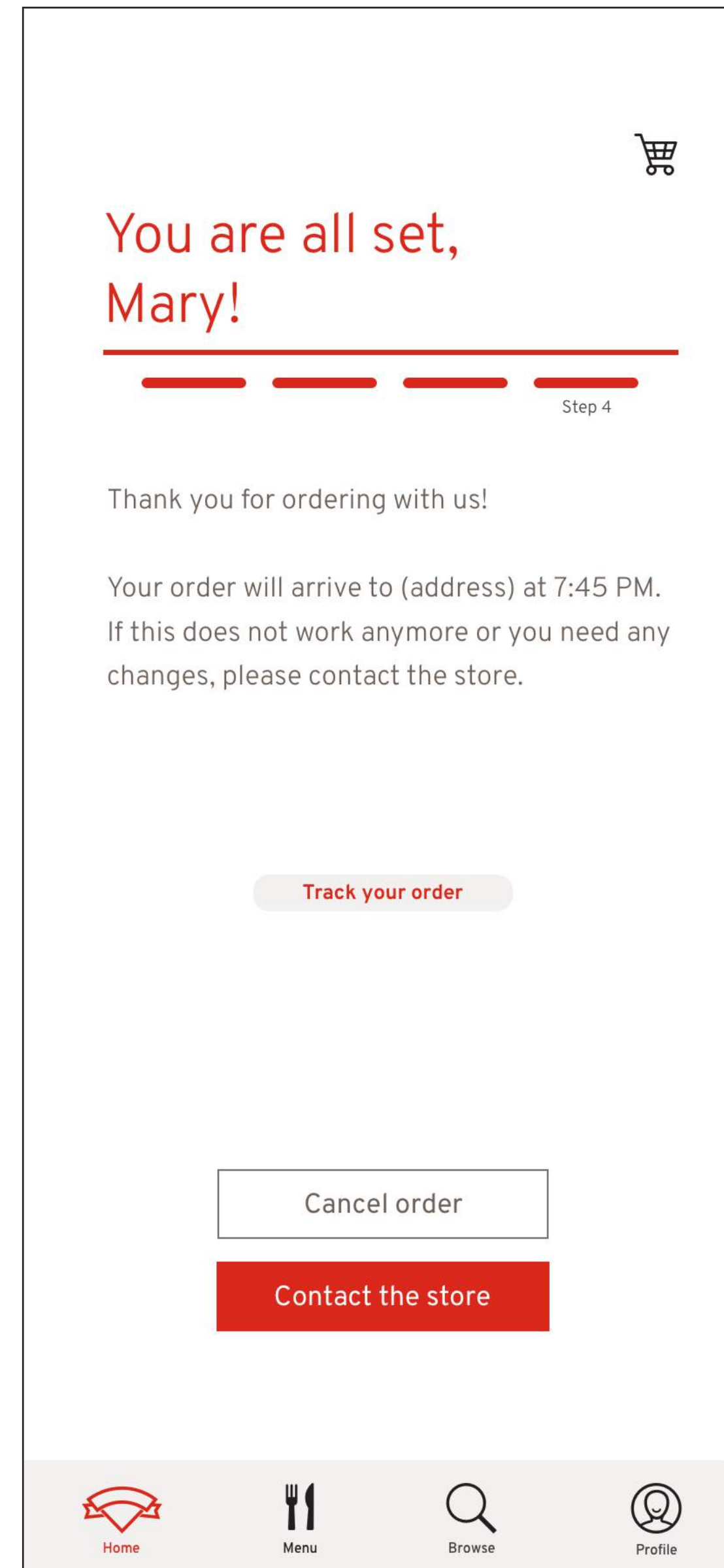
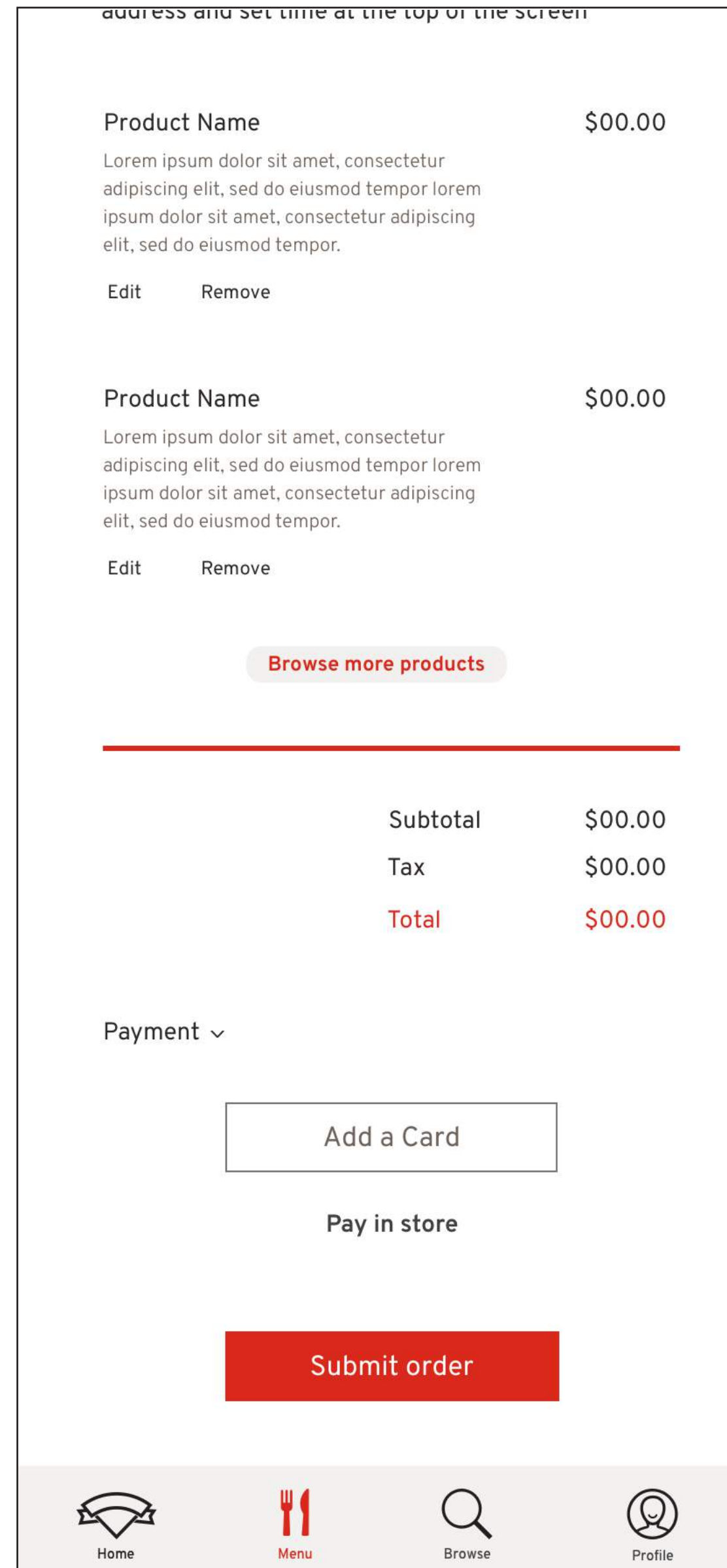
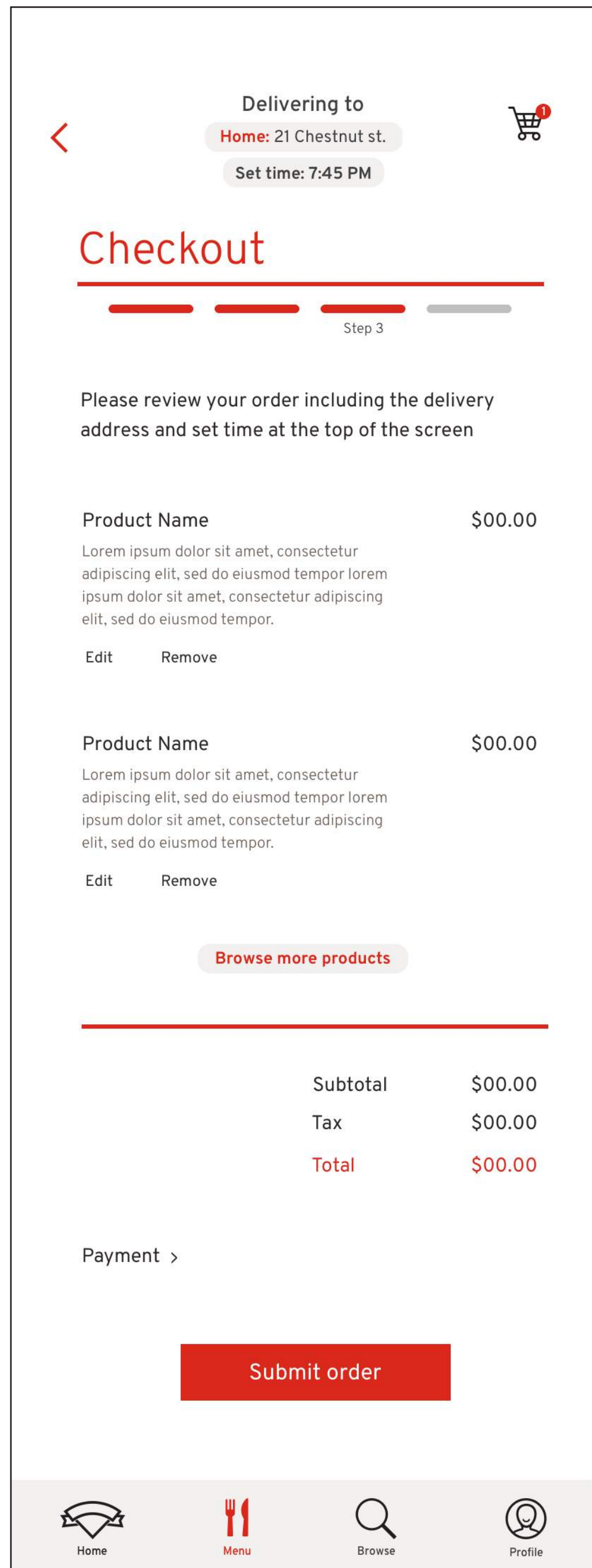
Special 4

Special 5

Special 6

Special 7

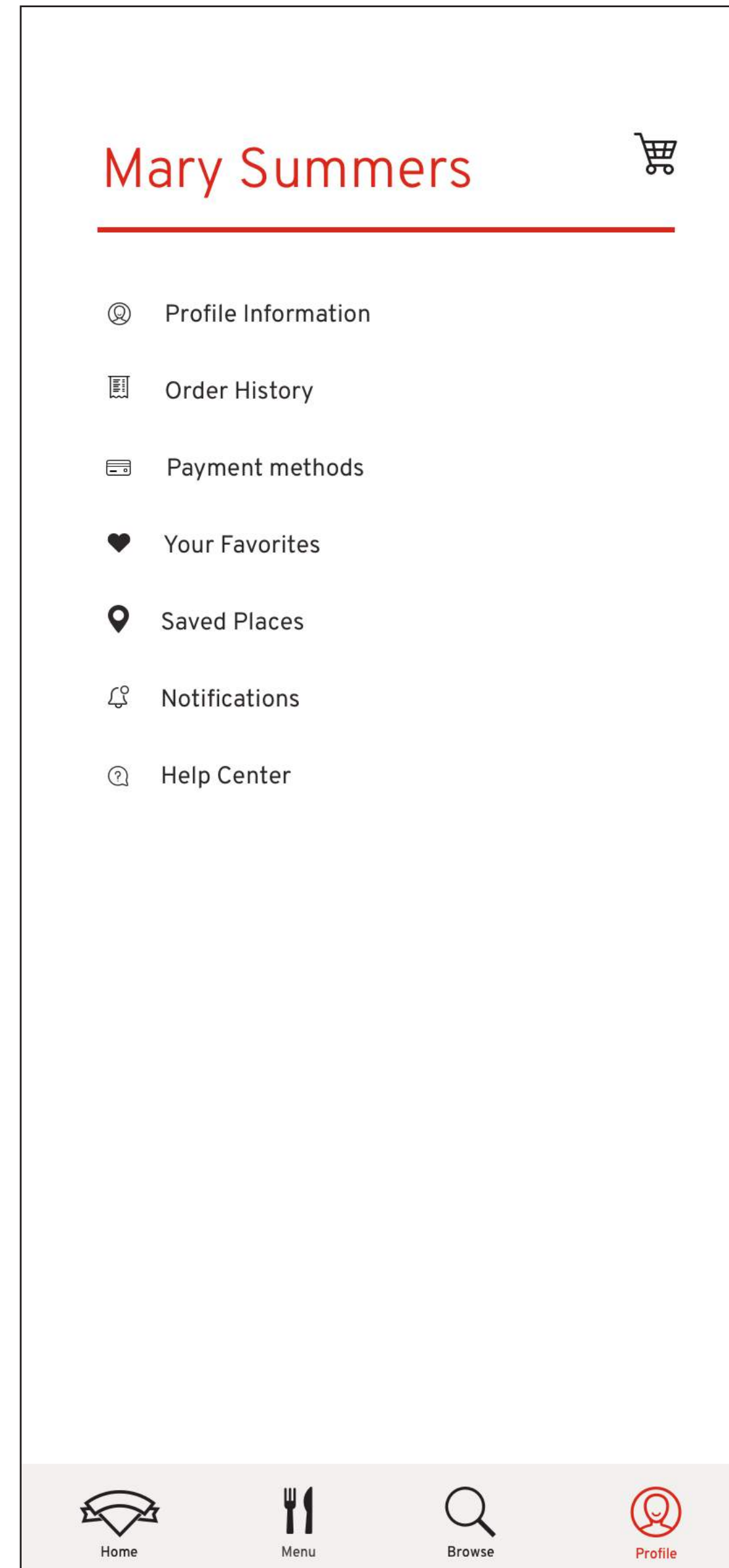
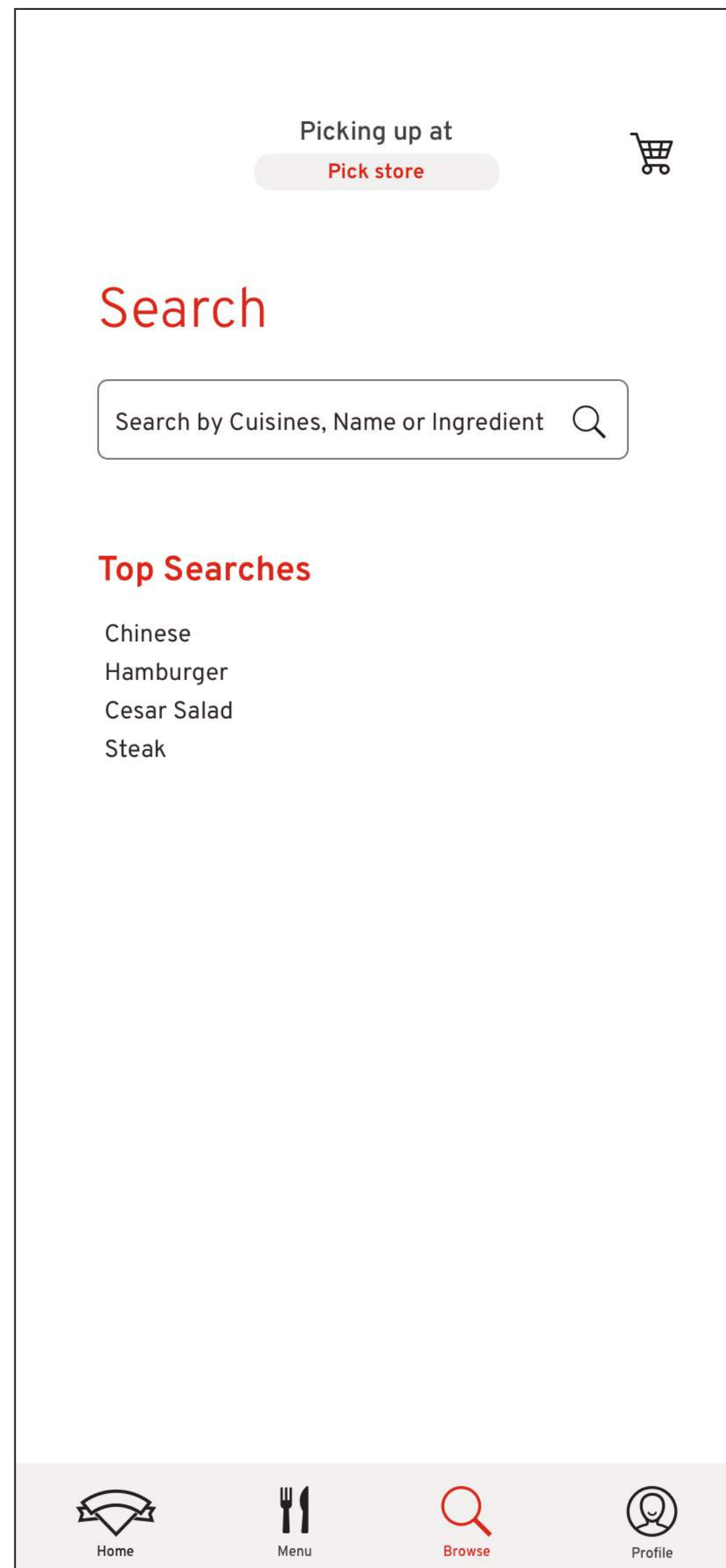
Home Menu Browse Profile



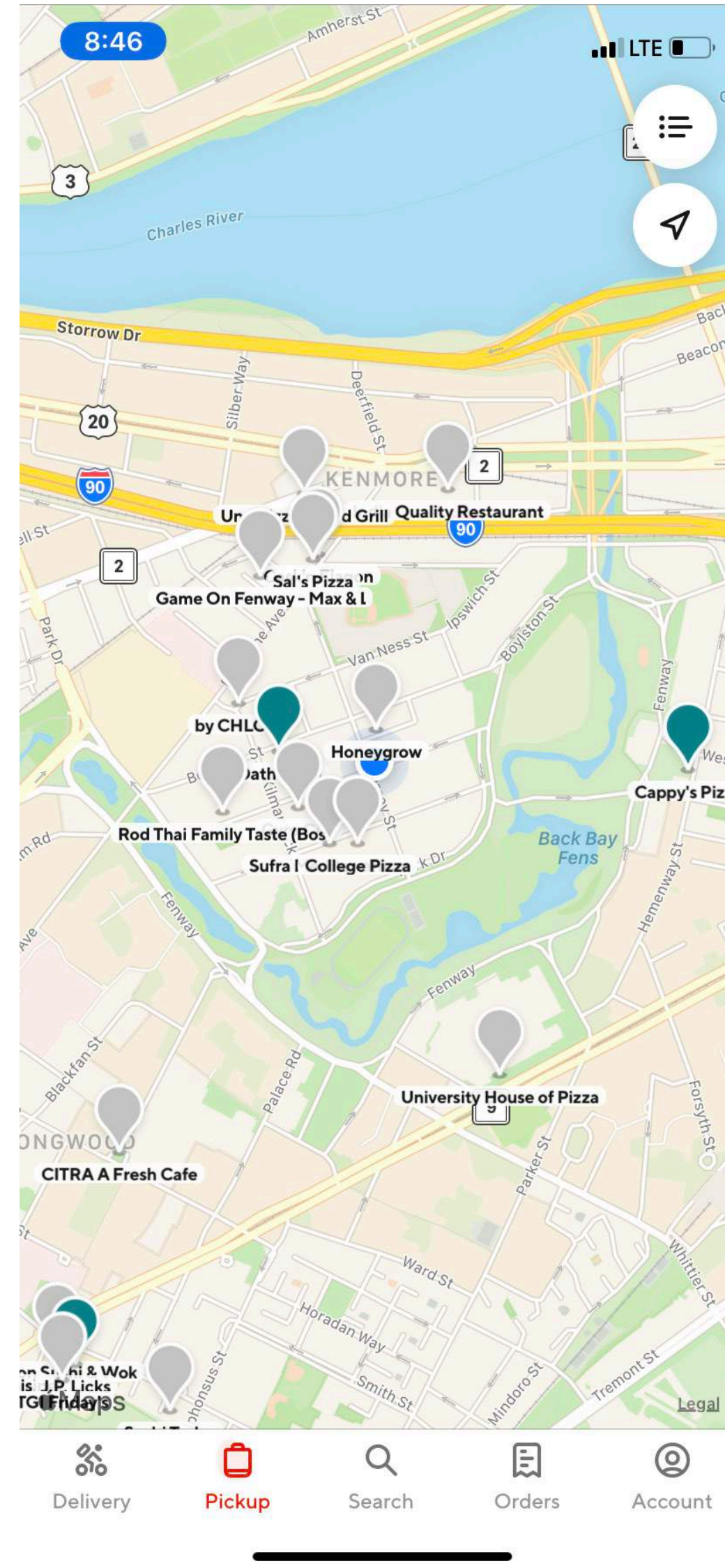
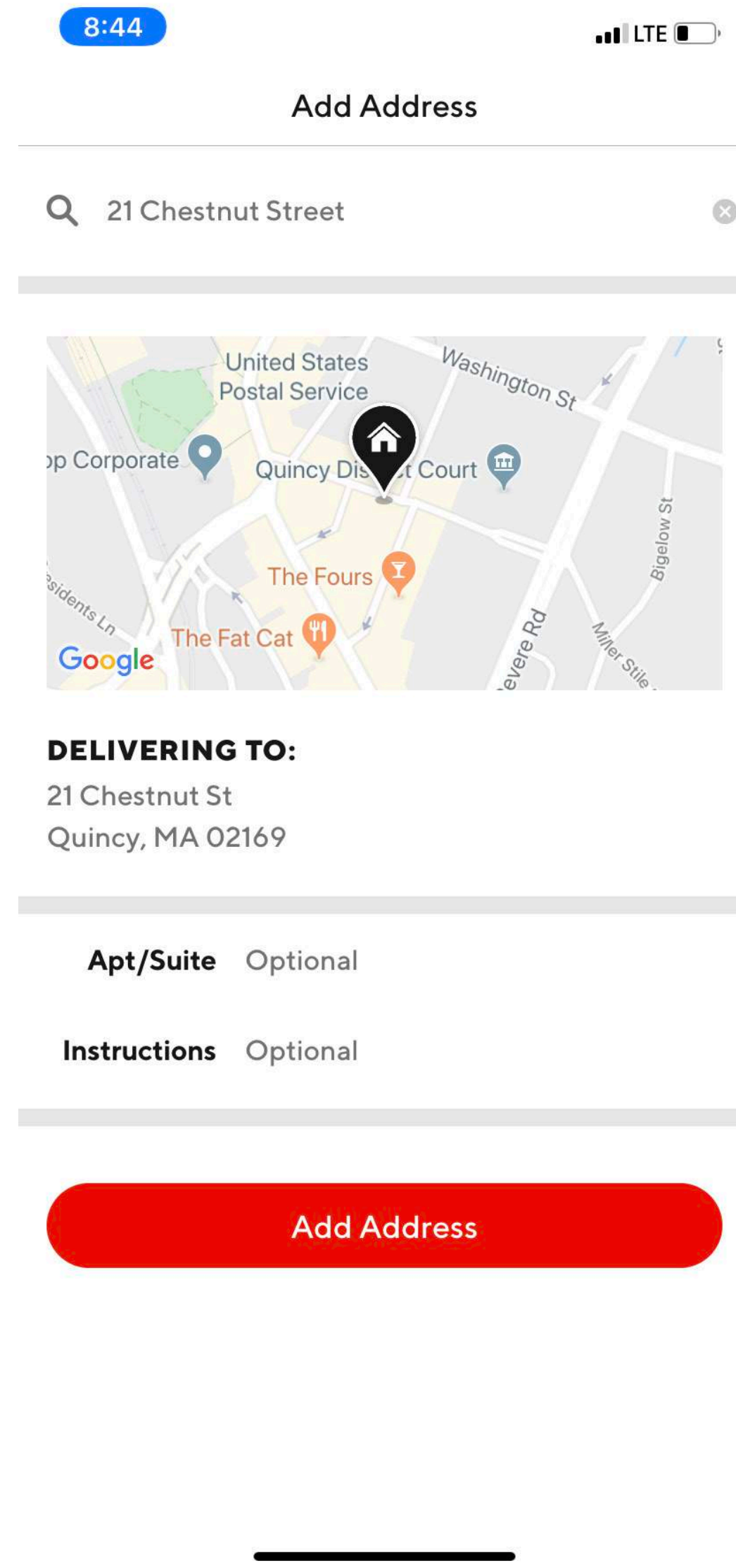
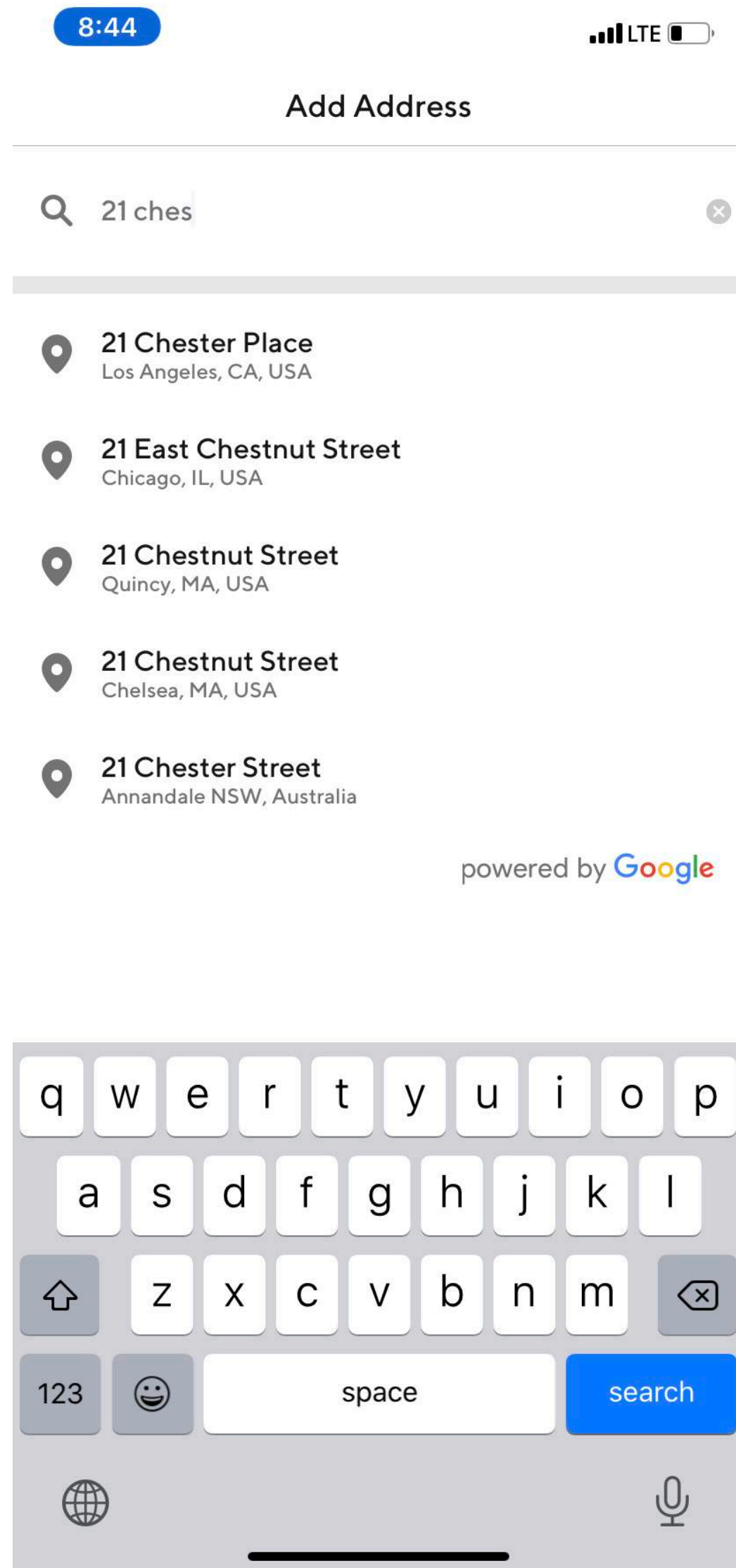


## MID-HIGH WIREFRAMES

Nav. bar: Profile & search







**First time opening the app:**

- . Pick address for delivery
- . Address options auto populate

**Navigation bar: delivery, pickup, search, orders and account.**

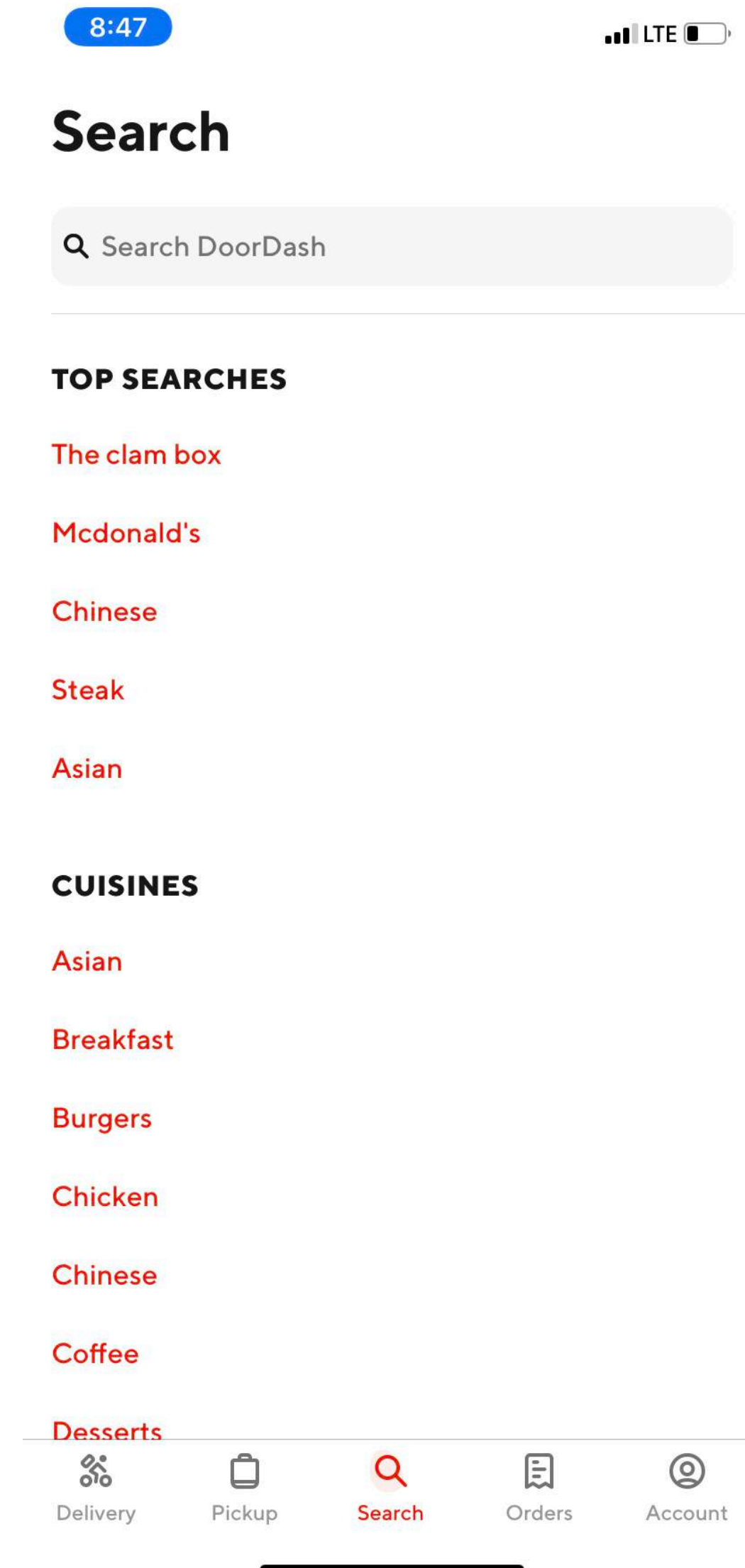
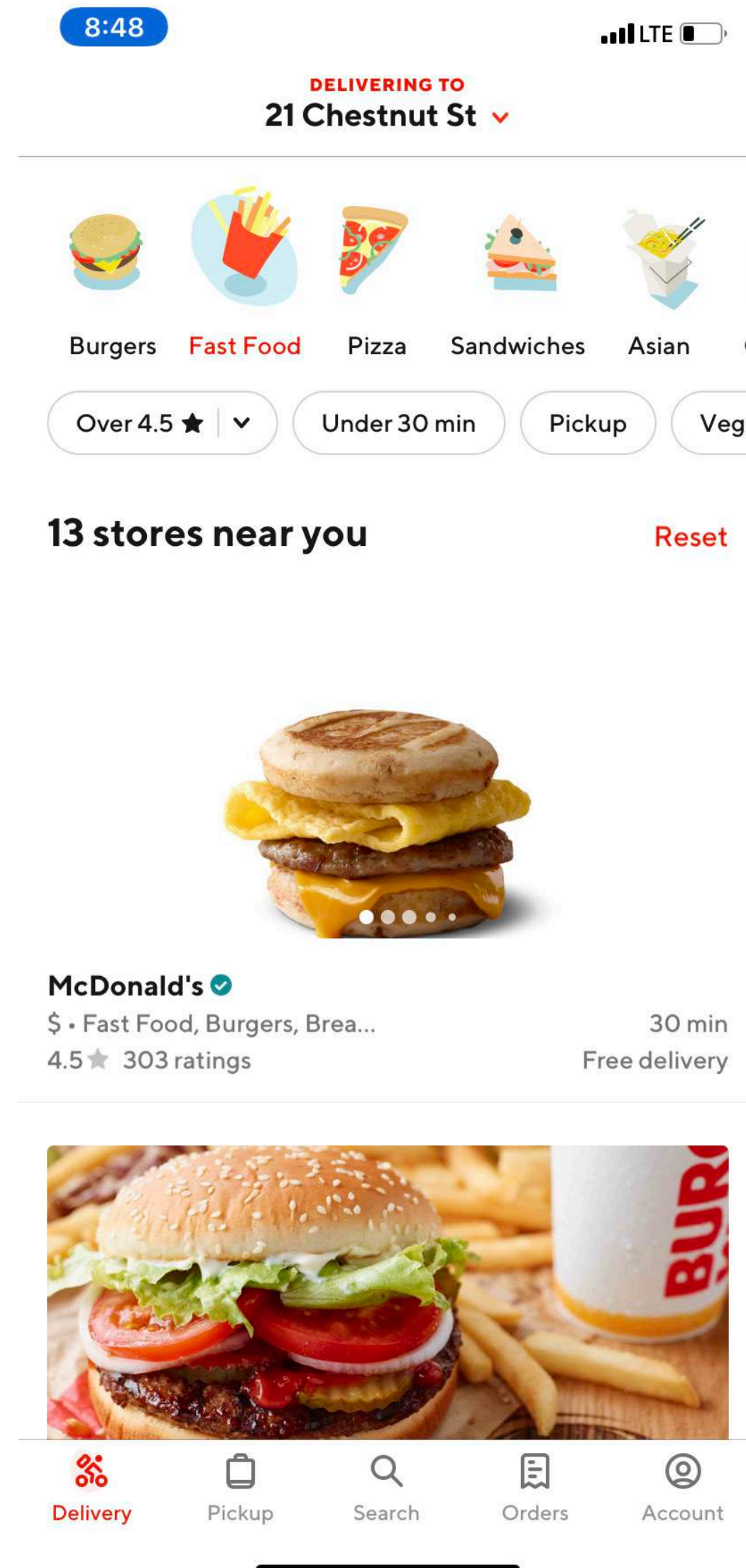
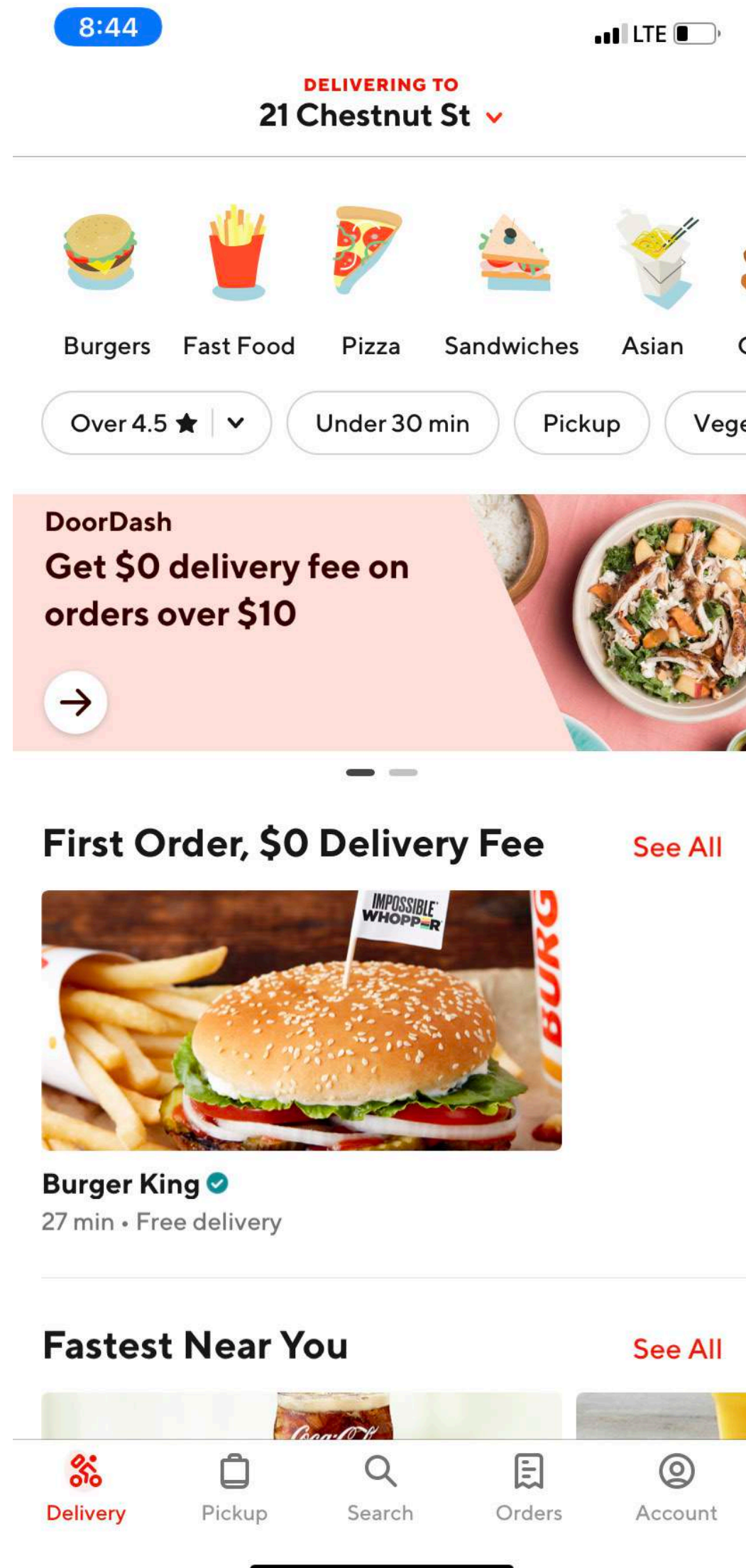
. **Delivery:** Tab to order for delivery.

. **Pickup:** See restaurants near me for pickup. The app uses live location for this.

. **Search:** Highlights the top searches and the cuisines available.

. **Orders:** Most recent orders. (What & where).

. **Account:** General account information such as name, phone number, payments, addresses, and managing notifications.

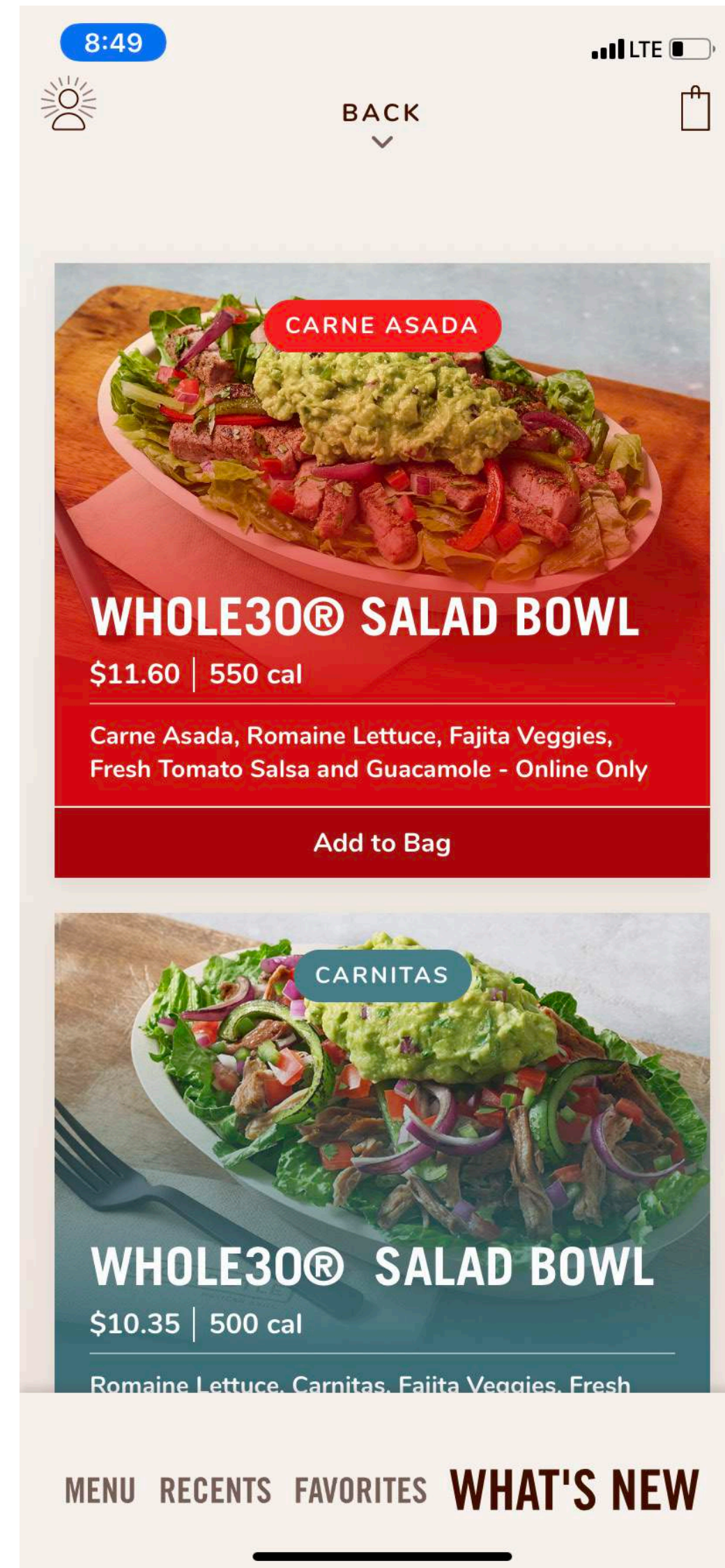
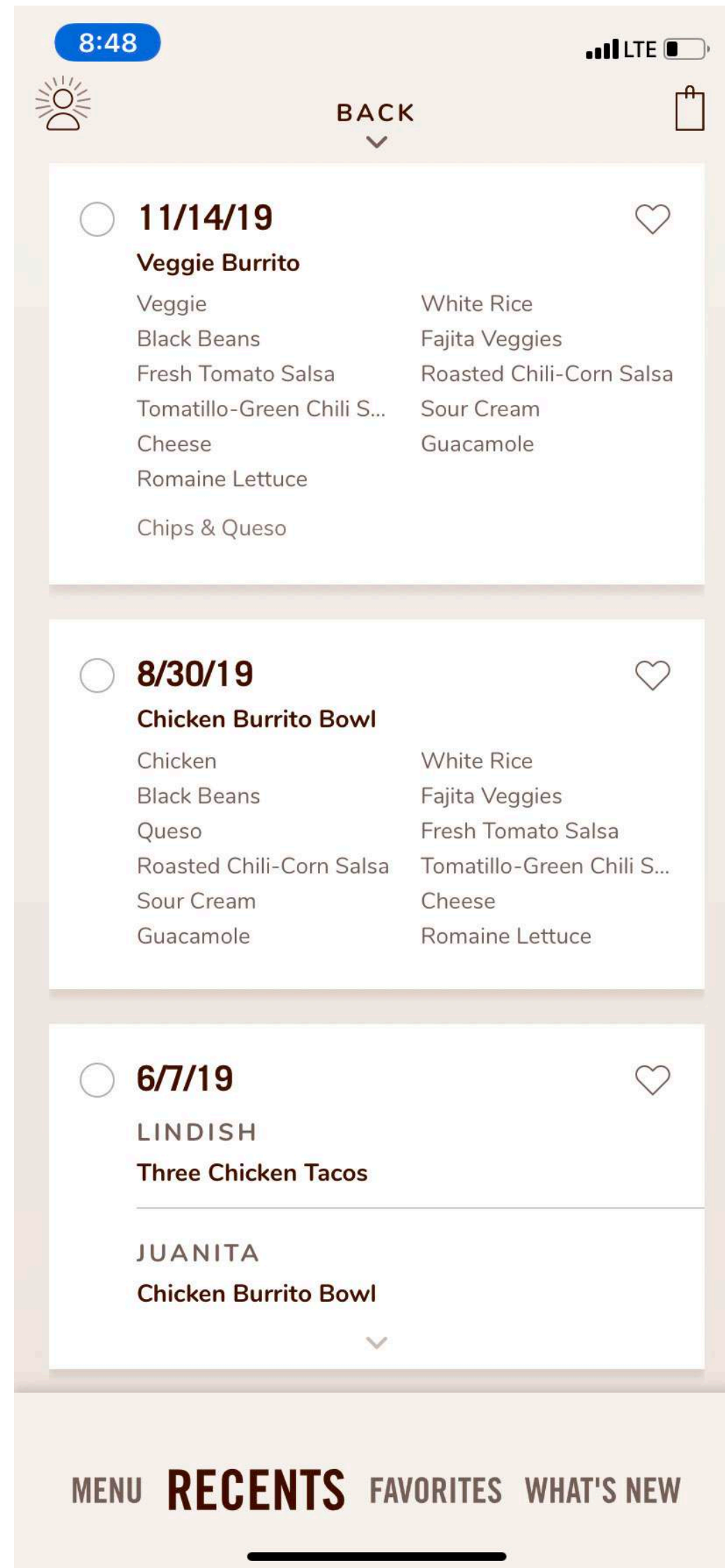
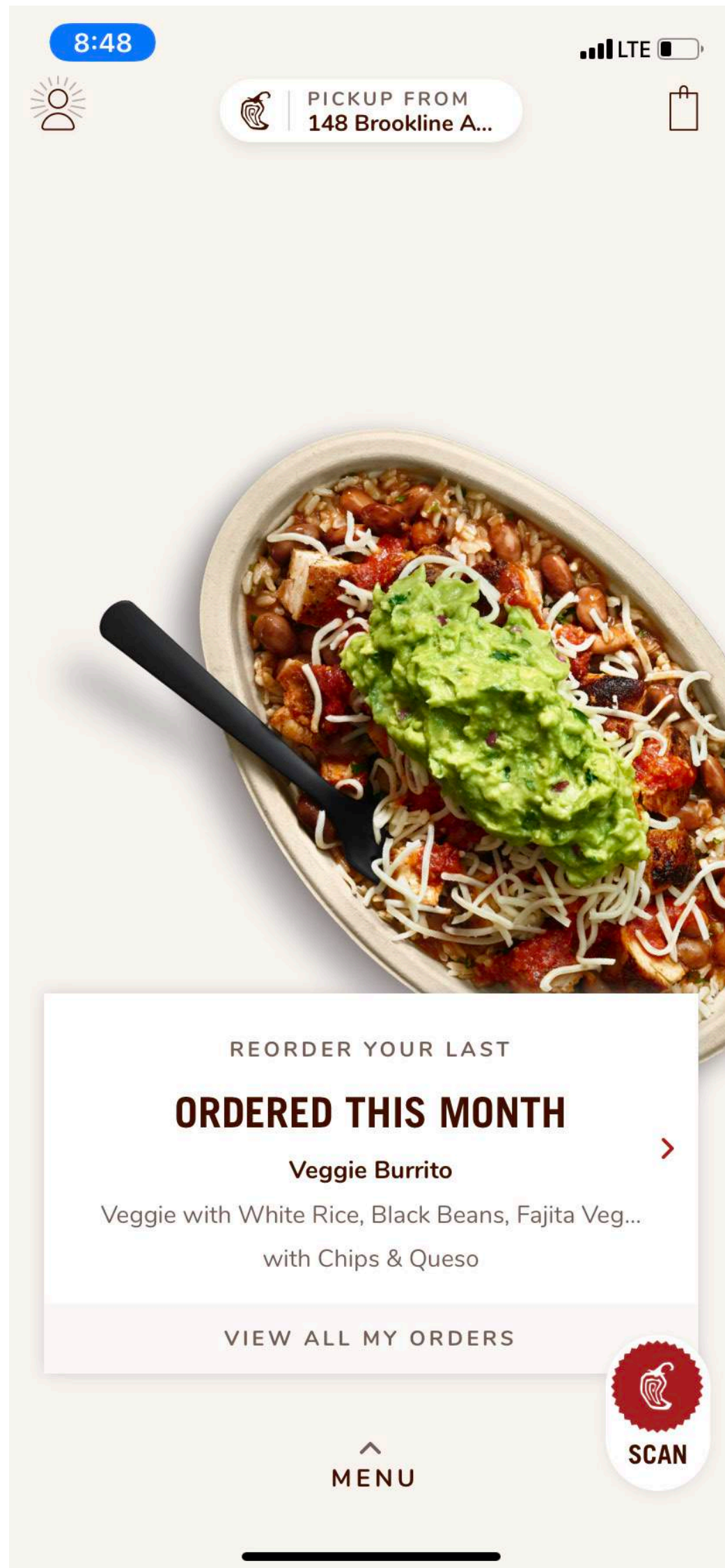


**Delivery:**

- . Delivering address highlighted on top.
- . Click on “Delivering to” to change the delivery location.
- . Search by: cuisines, rating, time of delivery, pick-up, vegetarian, etc.
- . Illustrations for categories (cuisine).
- . Animations are part of the UX/UI in platform.
- . Highlights restaurants close to your location.
- . Includes a section of restaurants that offer \$0 delivery fee for first orders.

**Search:**

- . Highlights the top searches around me.
- . Offers a list of cuisines available in alphabetical order.



No navigation bar available. The most noticeable thing about this app is how different it is to all the others.

**Home/Main Screen:**

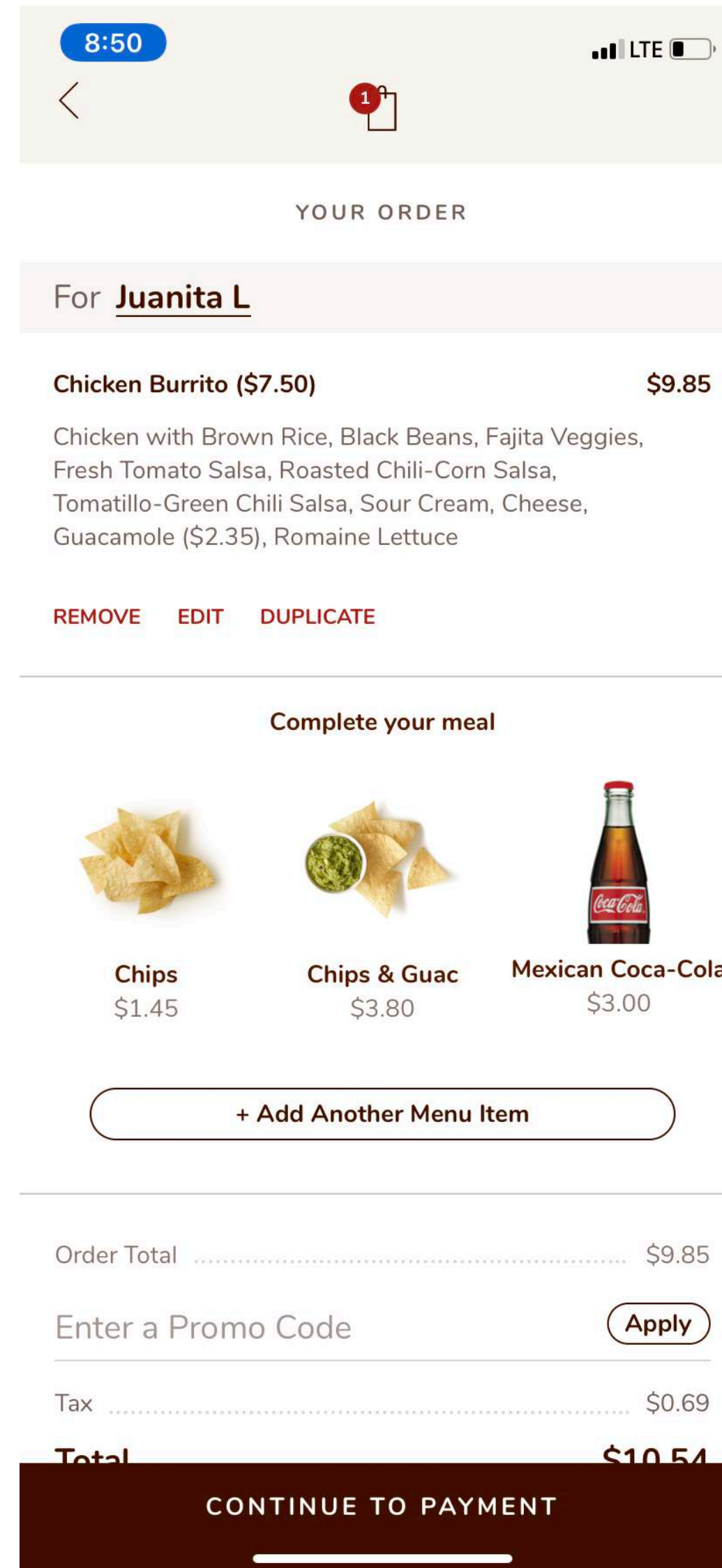
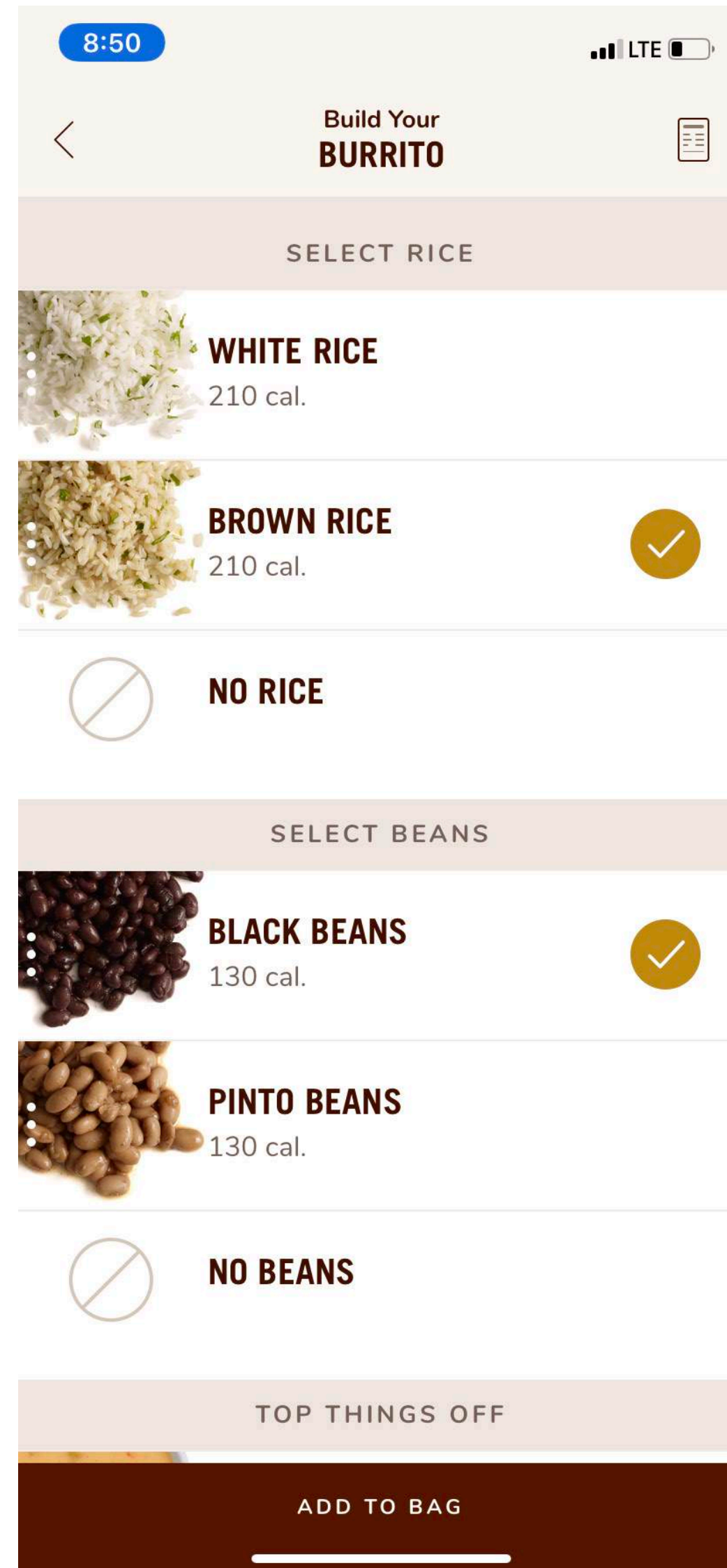
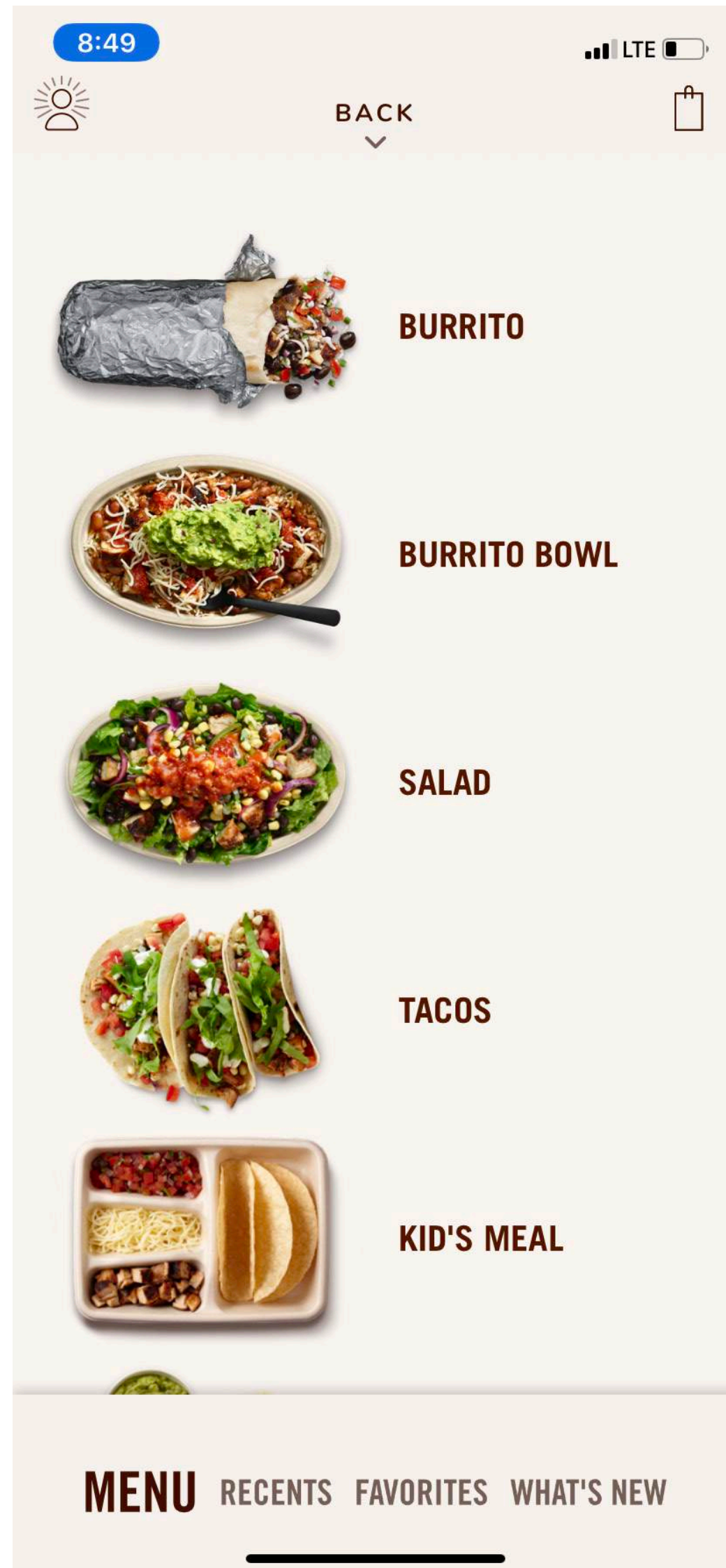
- . Includes: profile, delivery/pick up location, current order, previously ordered, menu, and rewards QR code access.

**Navigation Bar:**

- . "View all my orders" shows ordering history with date and order details
- . "What's new" highlights most recent products added to the menu

. The internal navigation bar can be hard to find. As a user I wished that the "What's new" was easier to access or featured at the home screen.

. My last order featured at the home screen makes the process of re-ordering super easy. **{Don't make me think}.**

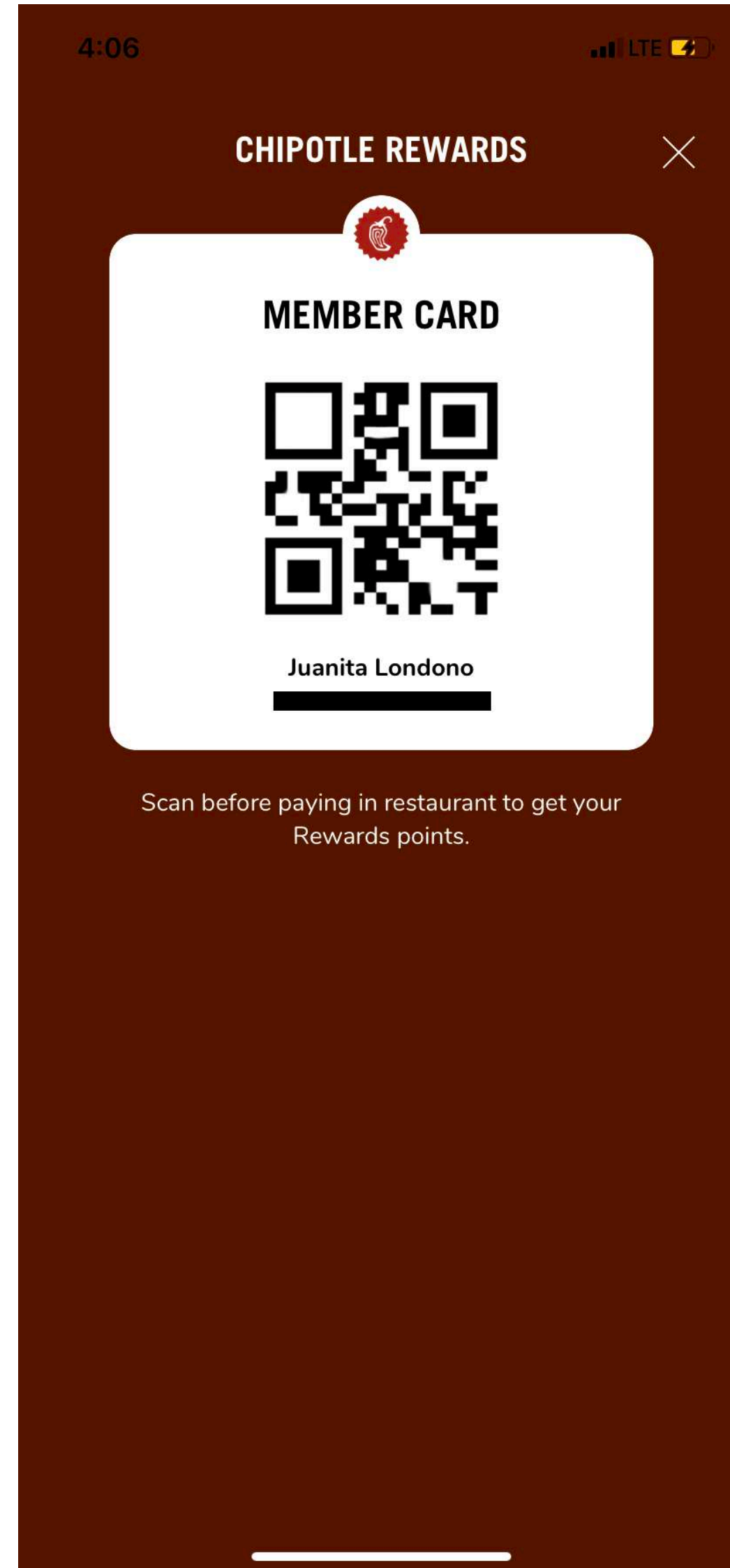
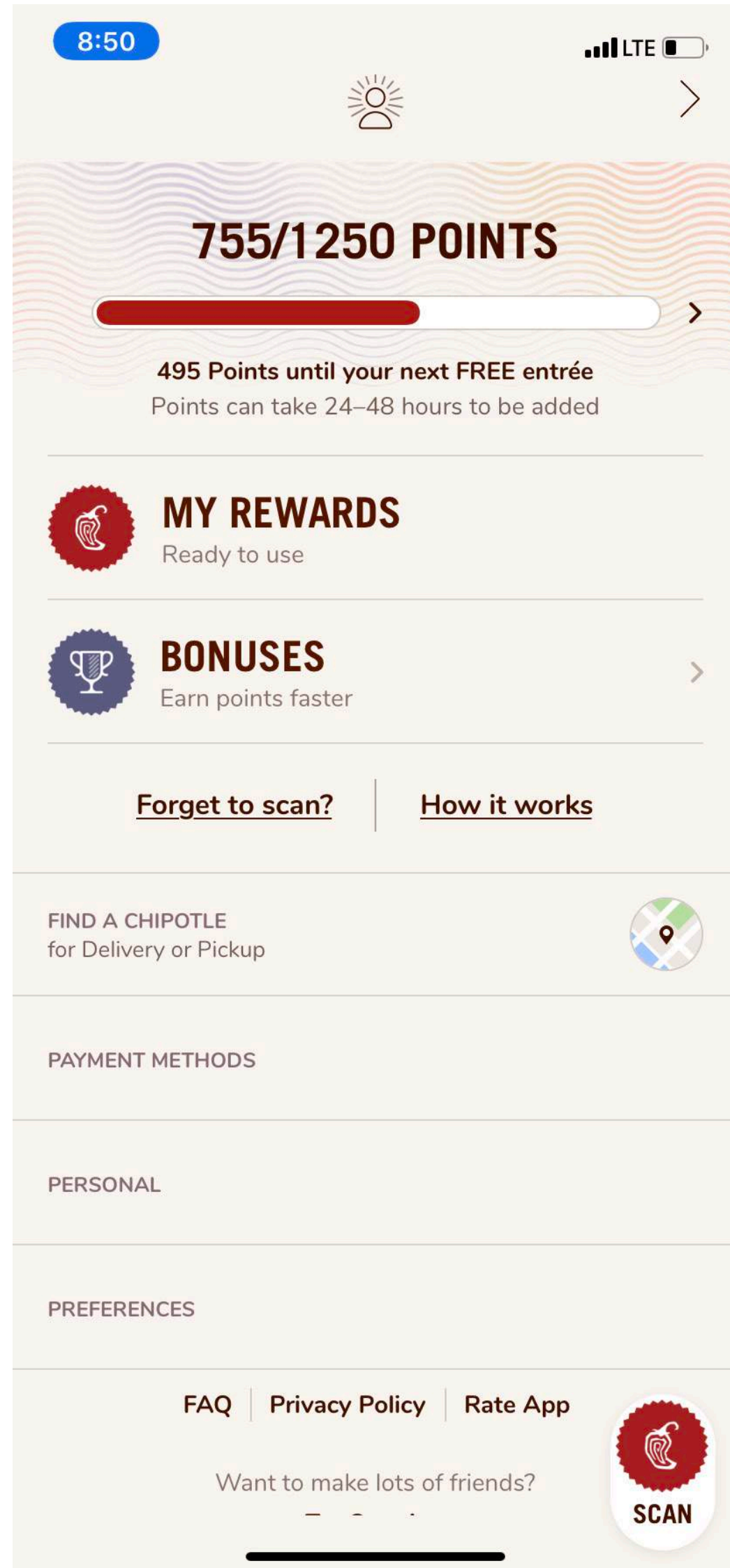


**Menu & Ordering process:**

- . The menu uses images to clearly state what each category is.
- . Personalization allows to add or completely remove an ingredient.
- . Some functionalities of the ordering process aren't clear to access
- . Each plate can be labeled with who it is for and can be removed, edited, and duplicated if needed in the check out screen.
- . The ordering includes suggestions to add like sides and drinks.

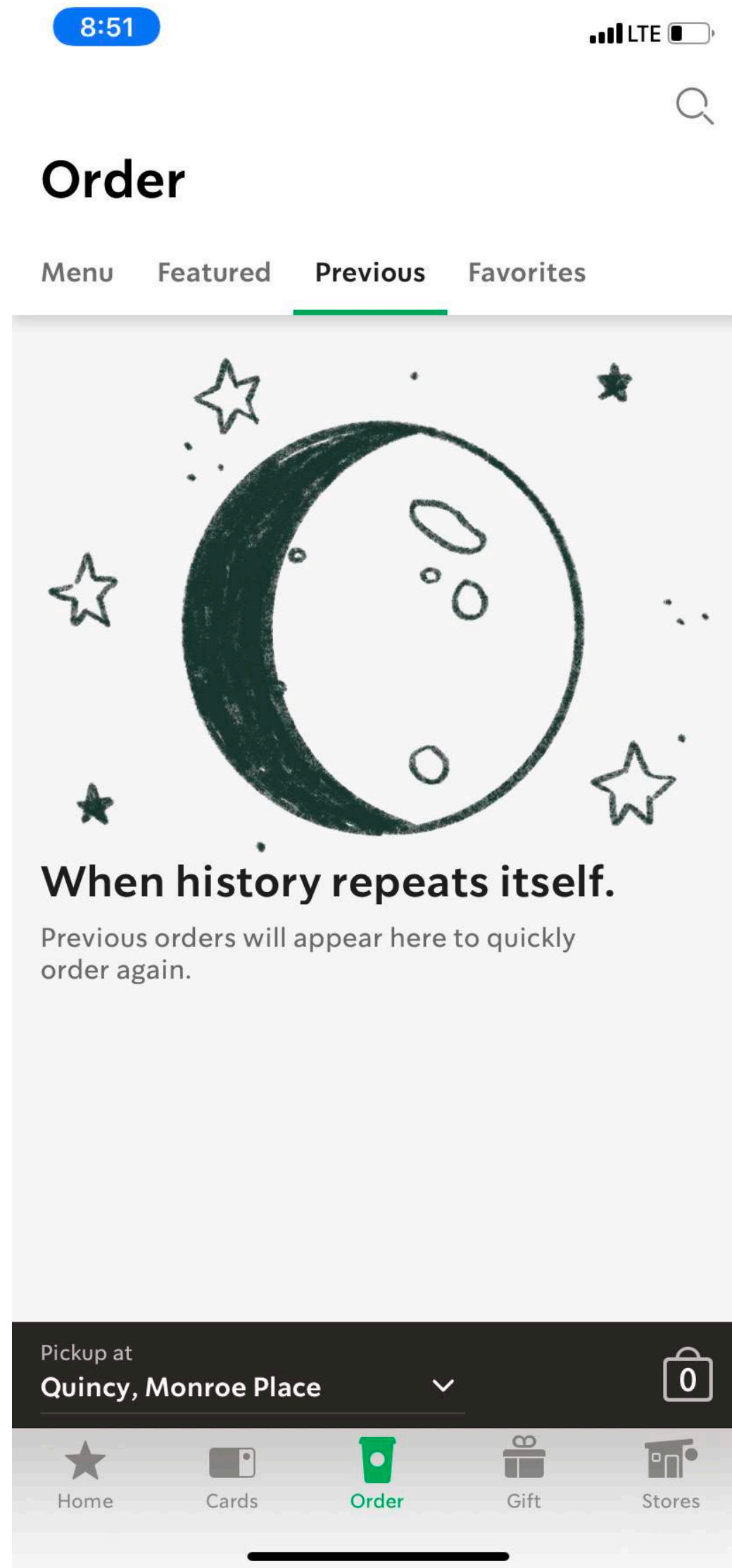
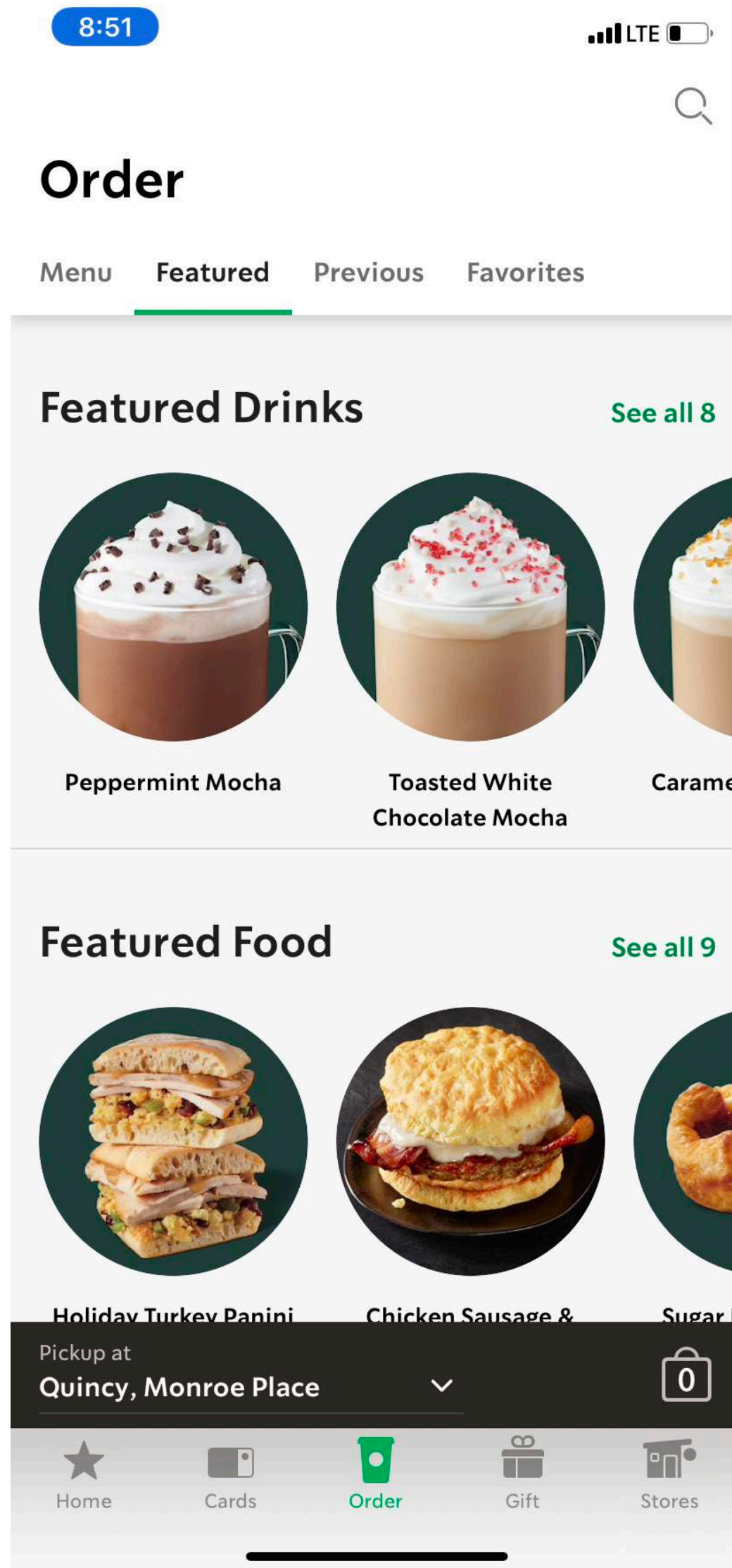
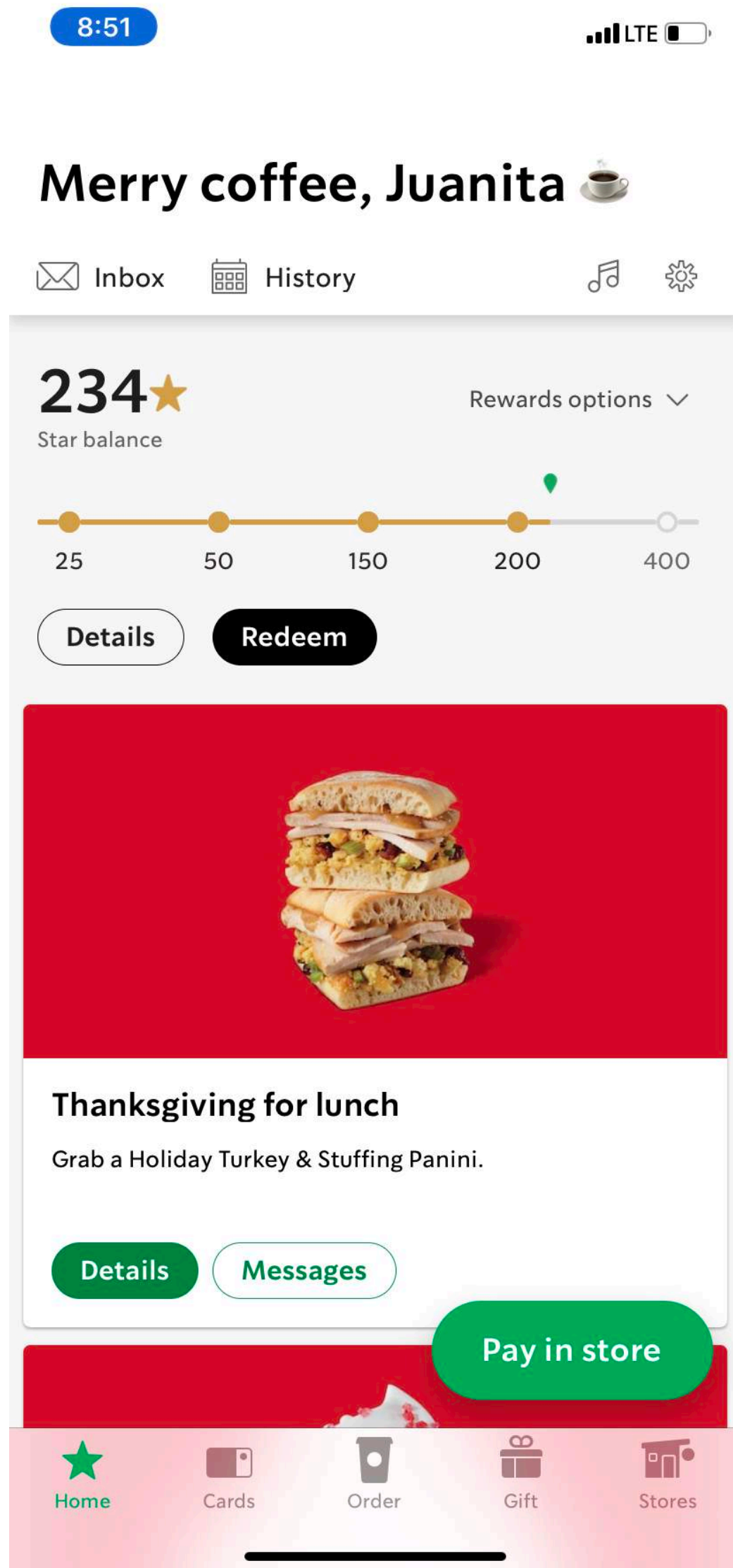
**Check out:**

- . Total at the top of the screen.
- . Select pickup/delivery.
- . **Pickup:** if for pickup, which of the restaurants available and the time.
- . **Delivery:** address for delivery, delivery instructions, estimated arrival, order details, delivery fee, and tip.
- . Card is visible at the bottom of the screen.
- . To confirm the payment you must hold the button to submit. This helps prevent accidental ordering.



**Rewards Program:**

- . Allows to earn points for each product bought (in store or online delivery).
- . The QR code to register points is always available in the “scan” tab on the right of the screen.



. Navigation bar includes: Home, cards (payments), order, gift, stores.

**Home/Main Screen:**

- . Home screen displays the rewards progress and below the seasonal products featured.
- . **Inbox:** shows notifications related to promotions and special days.
- . **History:** displays previous transactions.
- . **Music:** includes Starbuck’s seasonal playlist.
- . **Gear:** profile settings and account related information.

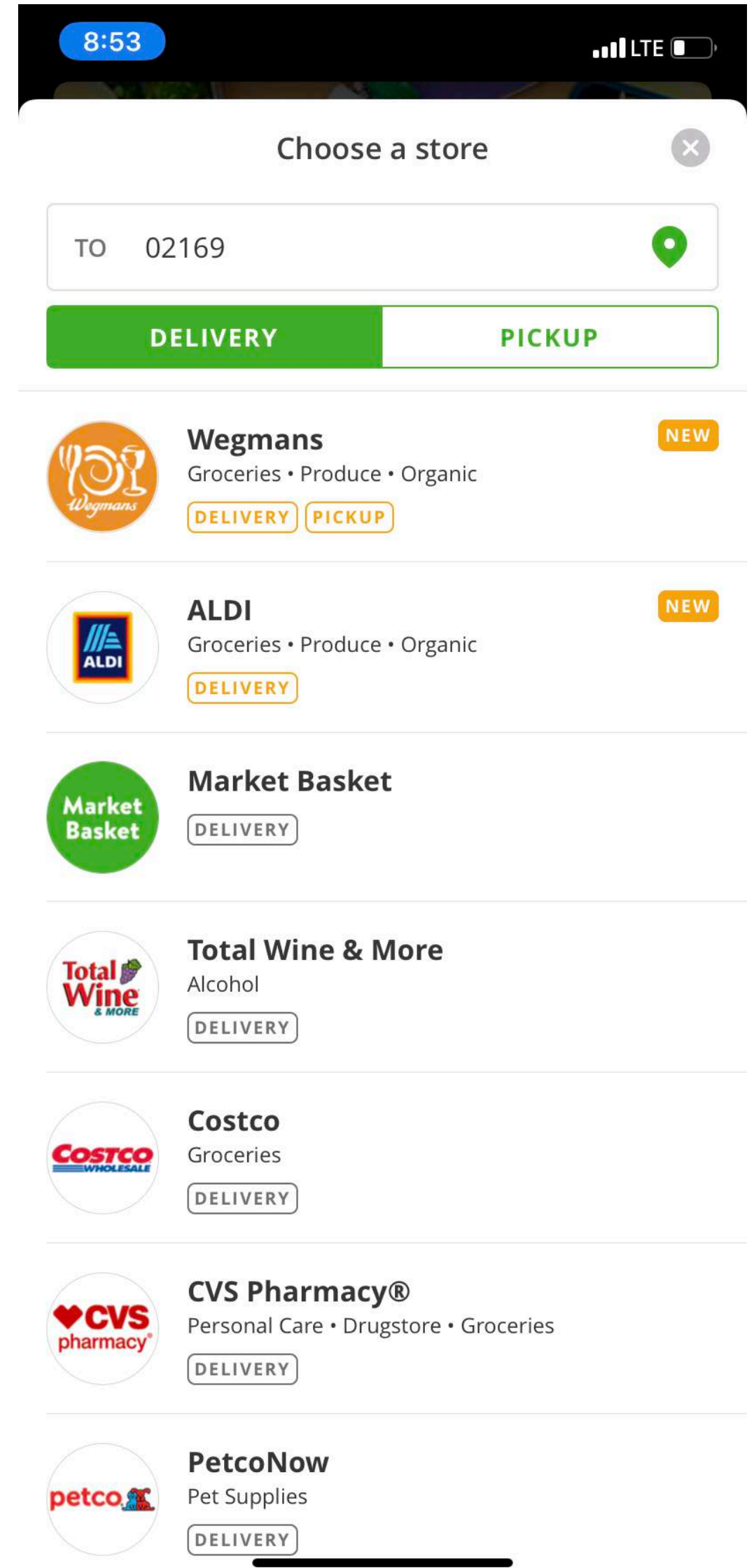
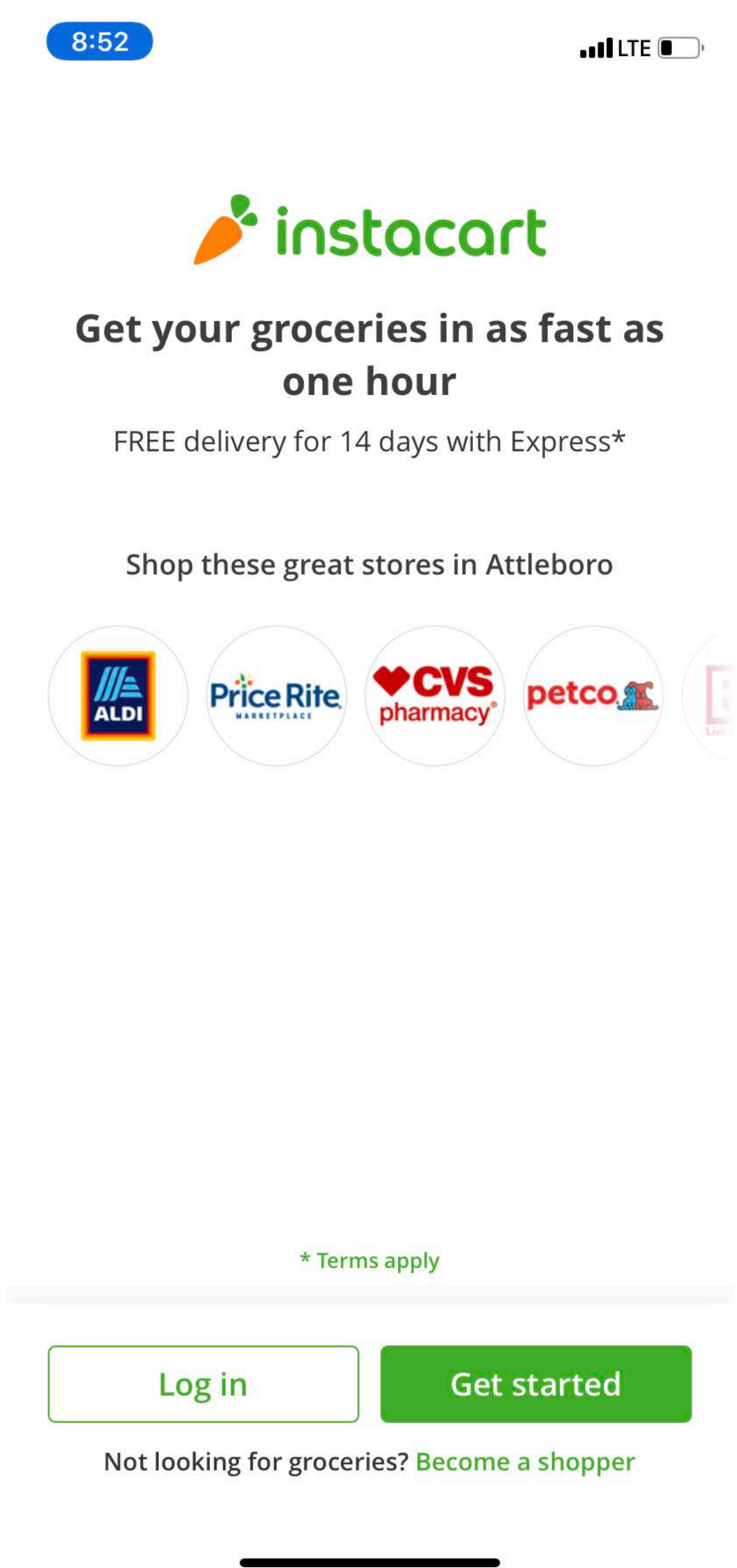
**Cards/Payments:**

- . Starbucks requires you to have a Starbucks card to pay. You simply recharge a virtual card which is used as your main payment method.

**Order:**

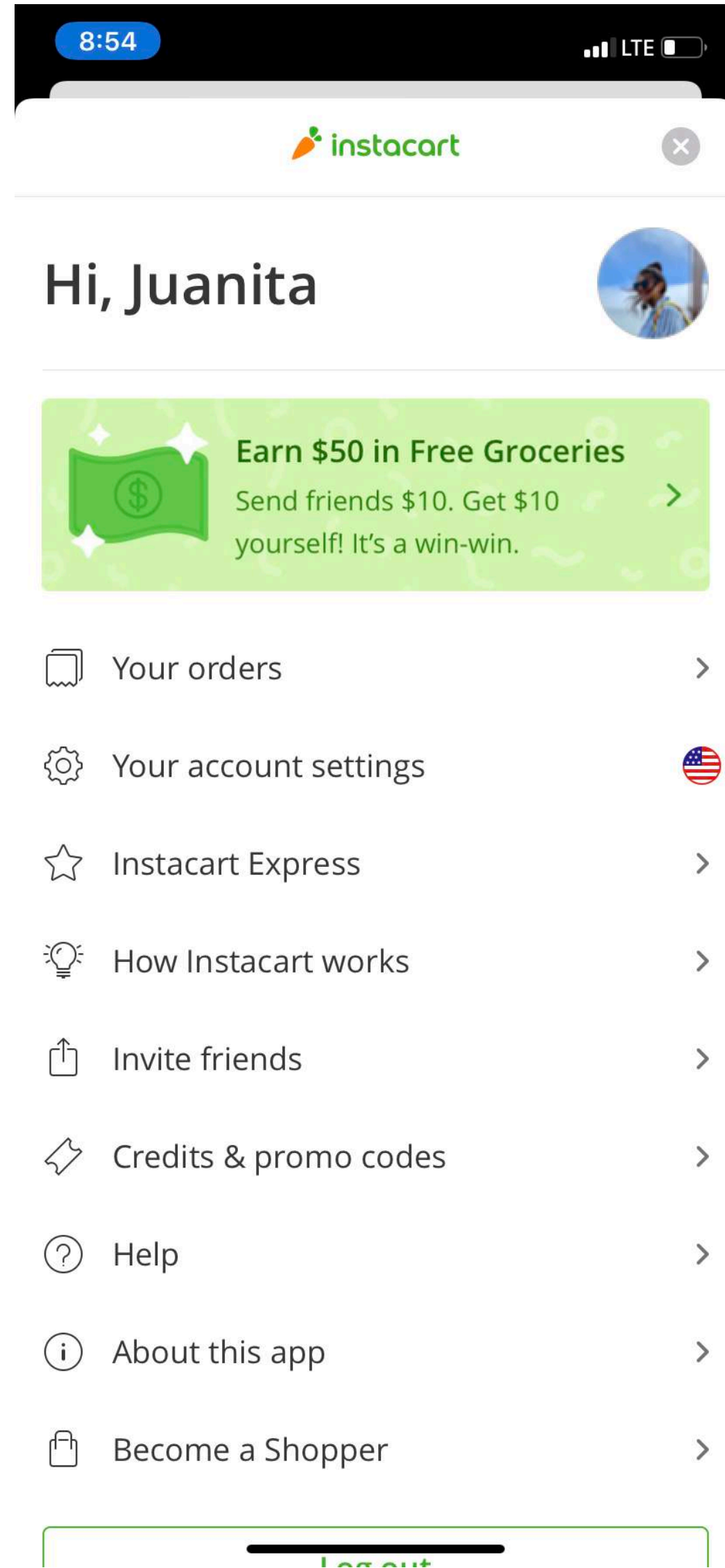
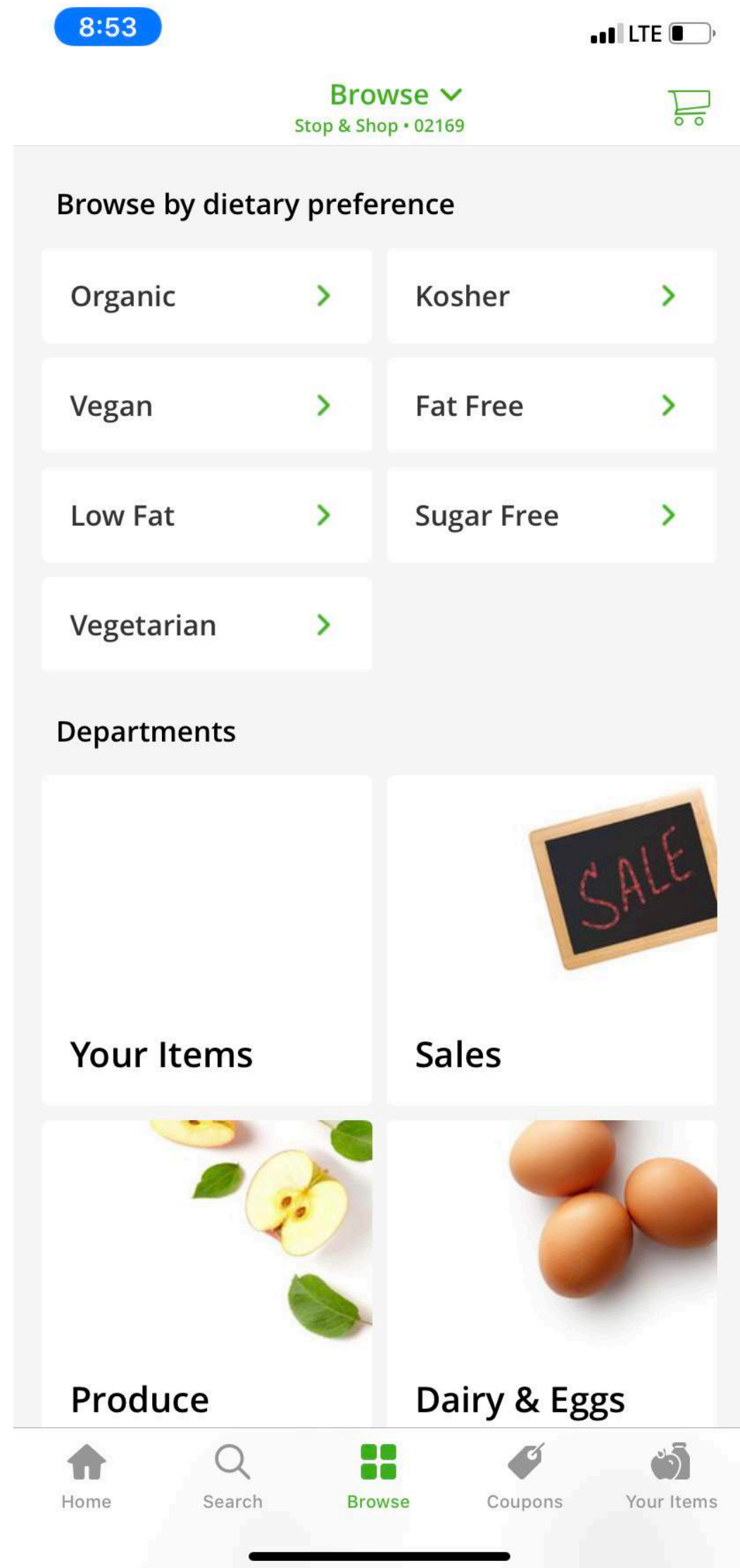
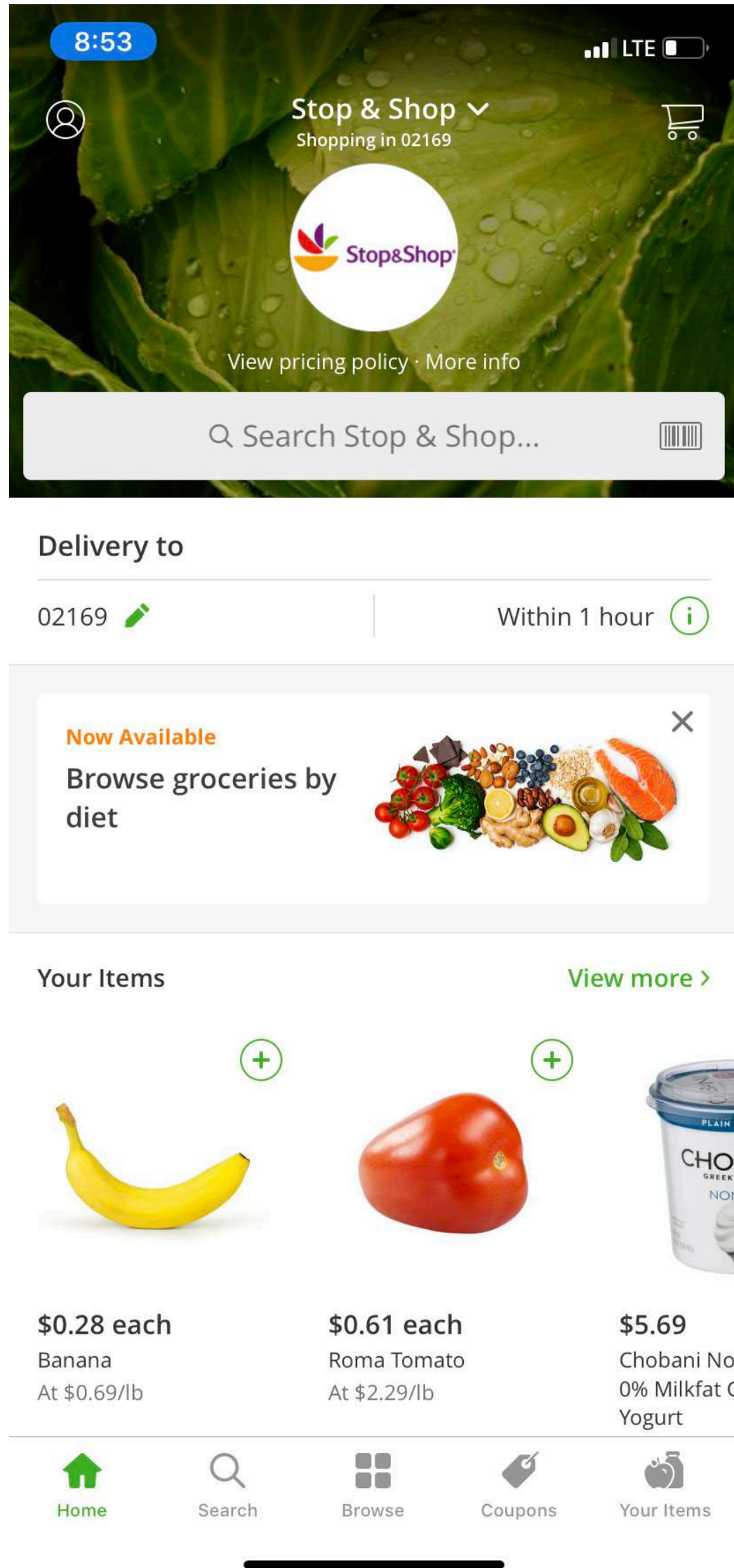
- . Offers featured drinks and food. (Seasonals)
  - . Highlights previously ordered products.
  - . Remembers your favorites for easy ordering
- . As a user, I’ve never used some of the tabs available in the nav bar such as gift and stores. Are they actually the most necessary menus to be where they are?





**First time opening the app:**

- . Log in/Get started (create an account)
- . **Delivery:** Type in your ZIP code to see which stores are available in your area.
- . The service varies depending on the city you're located at (stores, delivery, products)
- . Some stores only offer pickup services (no delivery) and viceversa
- . **Navigation bar includes: Home, search, browse, coupons, and your items.**
- . Instacart allows you to program your groceries delivery/pickup depending on your availability. (ie. Order at 4 pickup by 6pm).



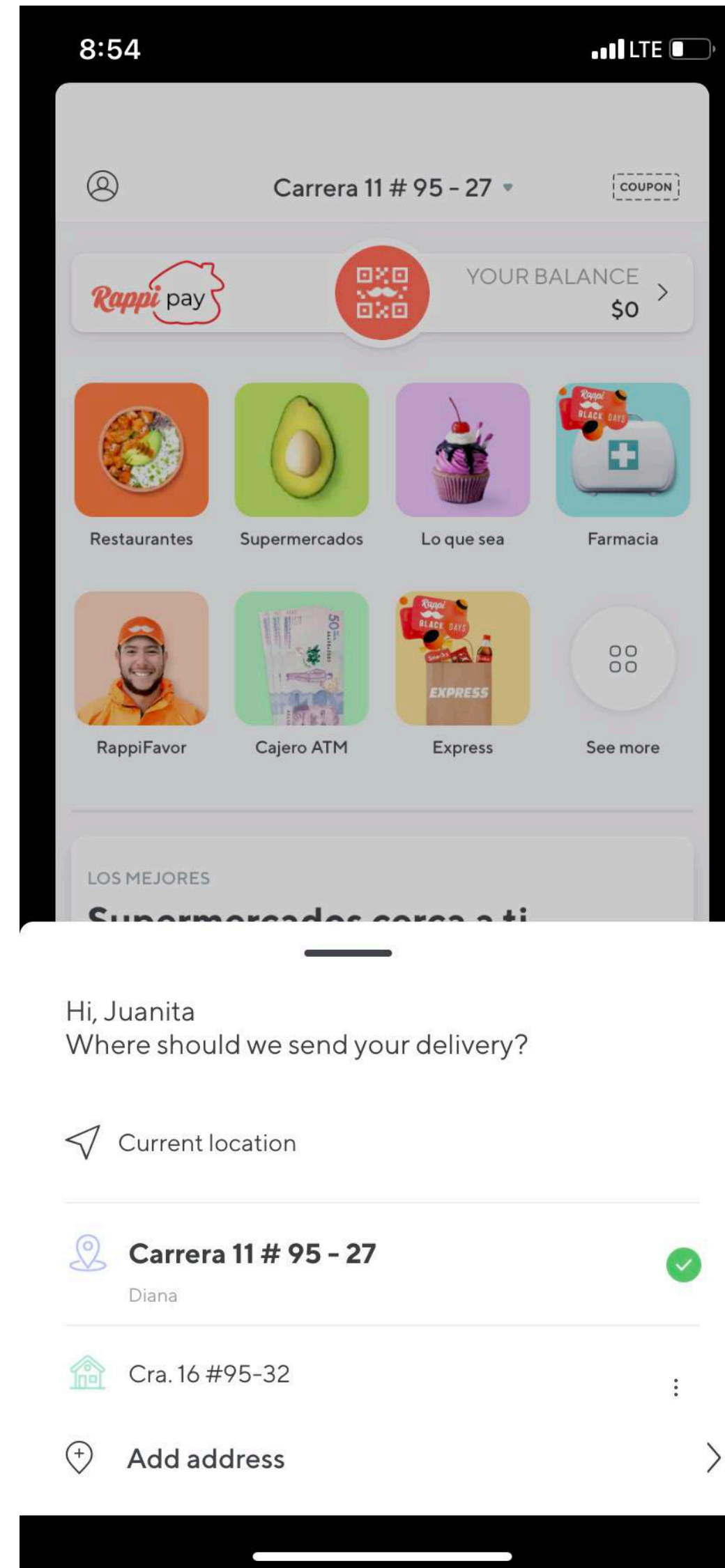
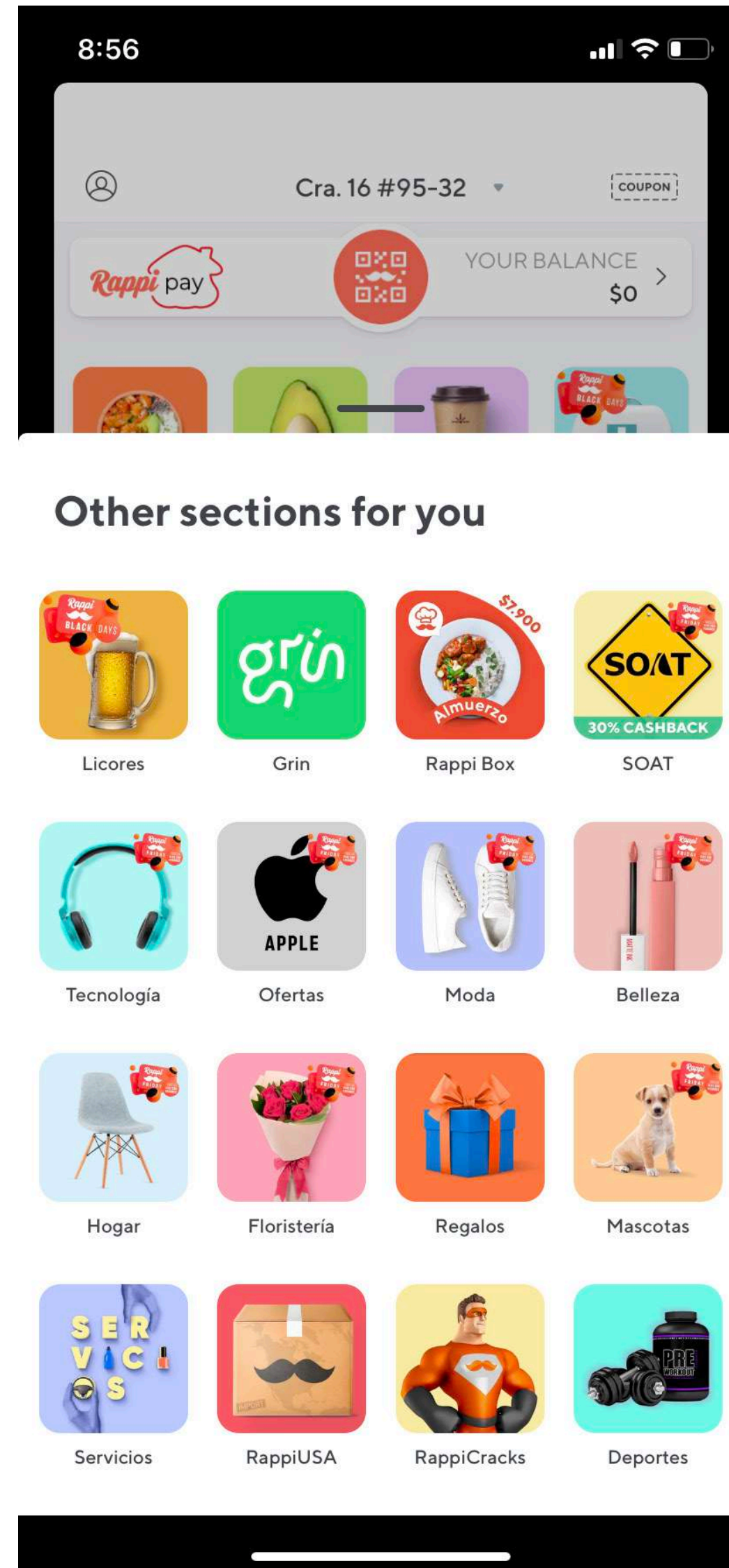
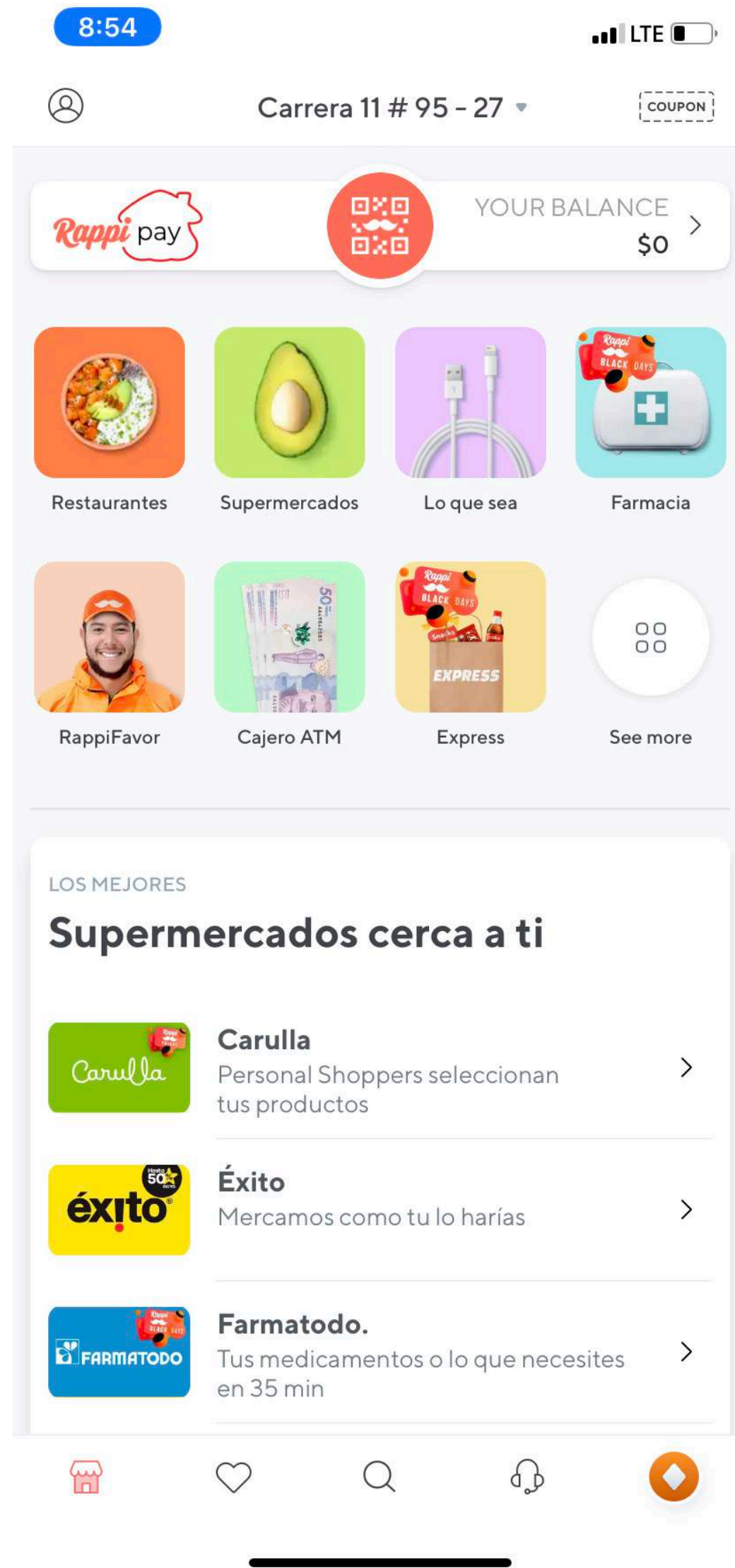
- . Selected store and delivery address appears at the top of the screen. By clicking it you can modify both.
- . Once you pick a store, every search is within that specific store.

**Browse:**

- . Allows to search by dietary preference as well as by departments.
- . When searching by dietary preferences you can see highlighted categories such as “savings in”, “produce”, “Babies”, “Frozen”.
- . When adding to cart, you can favorite or share a product.
- . Details and nutrition facts for each item can be checked before adding it to the cart.

**Profile:**

- . Can be found in the top left corner.
- . Includes info such as previous orders, general settings, promo codes, and explanations on how the service works.



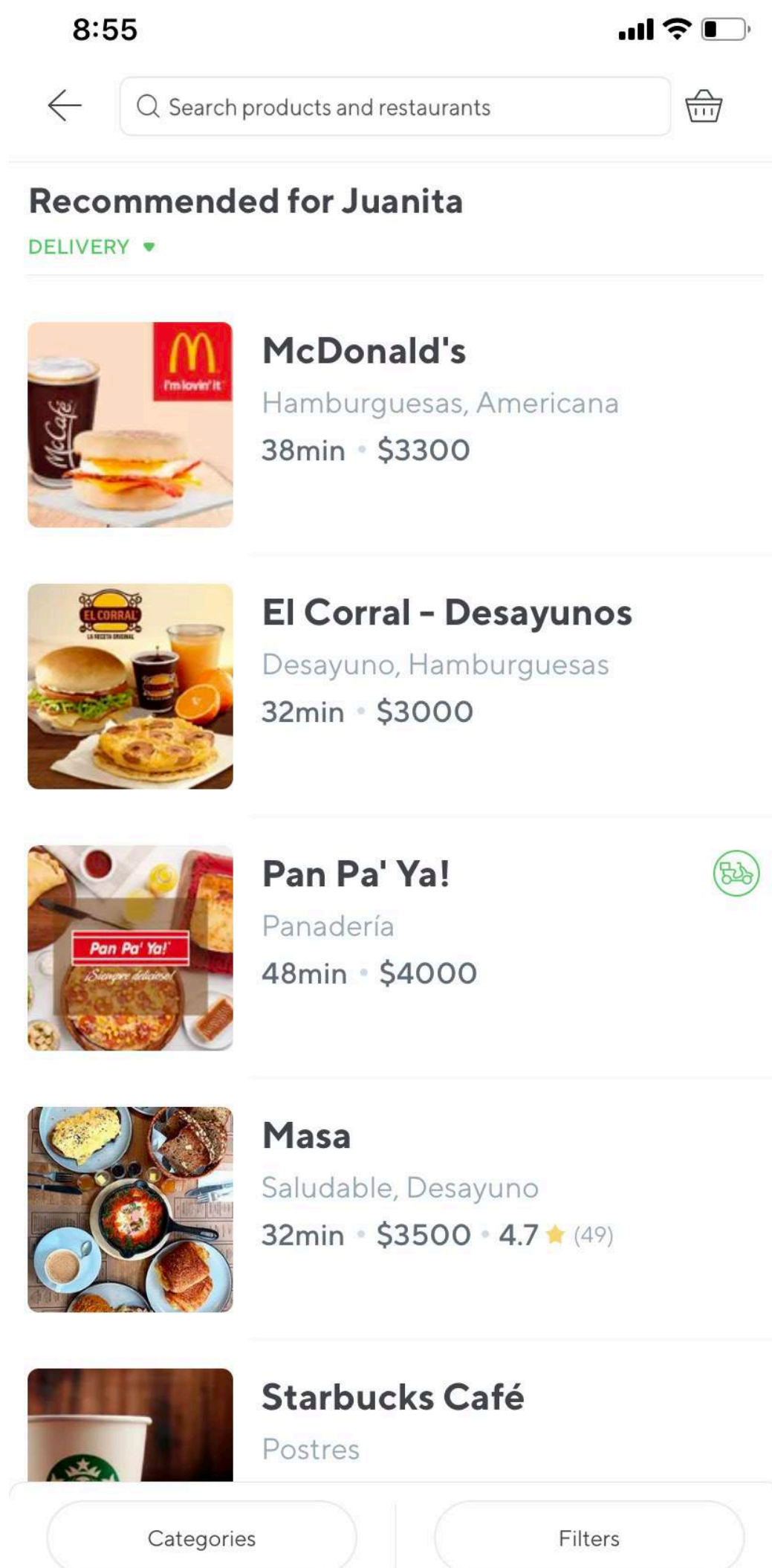
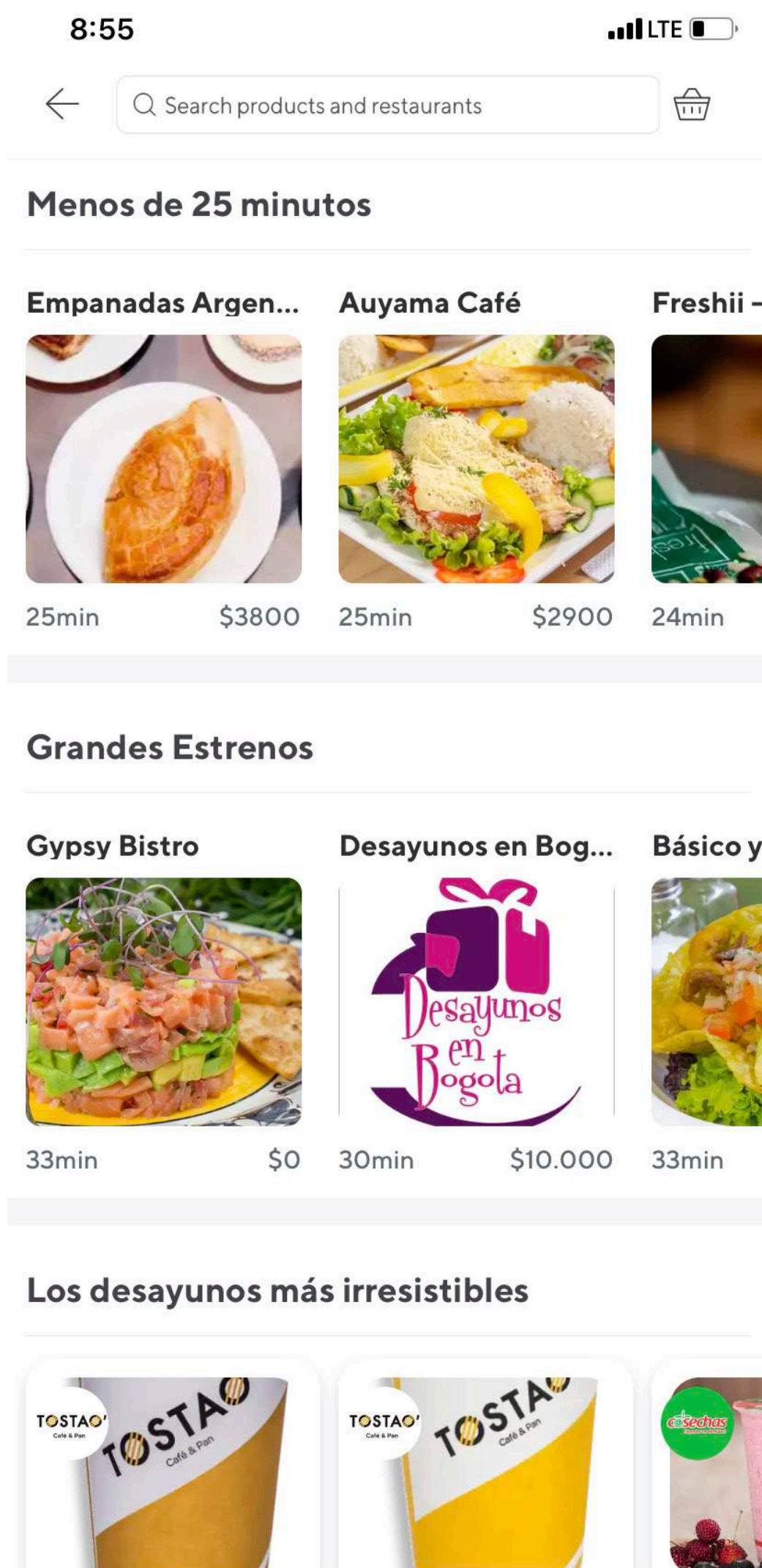
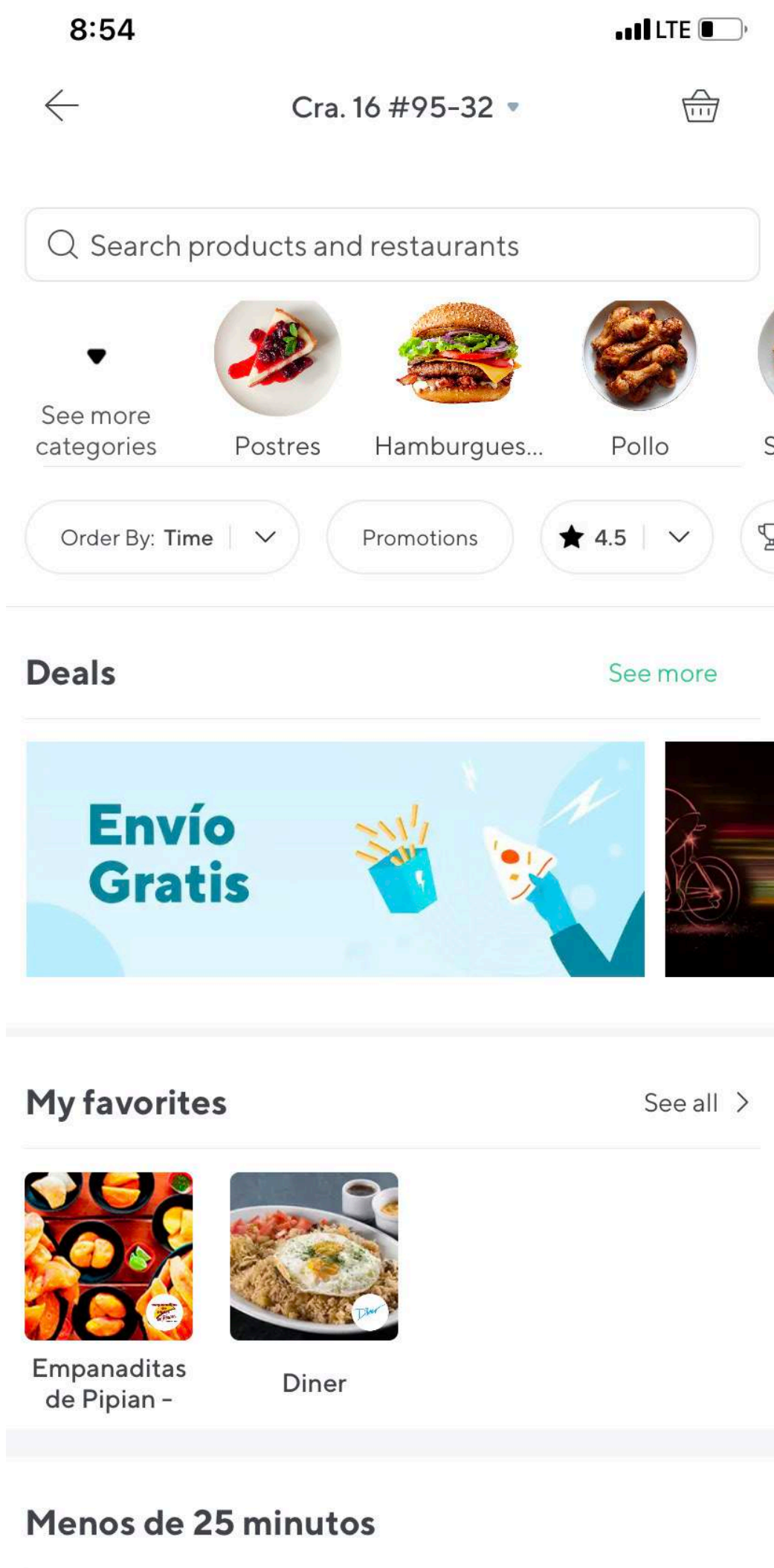
Navigation bar includes: Home, favorites, search, help desk, rewards system

**Home/Main Screen:**

- Similar to Chipotle’s app, Rappi offers a Home screen that summarizes what the app has to offer. Each of the delivery services available is presented with a unique icon and color.
- Under offerings you find the top rated supermarkets and their special offerings for the day.
- In addition to the top ranked you can find a short highlight of what each of the delivering services offer (what is pharmacy, ATM, Express or “lo que sea”).

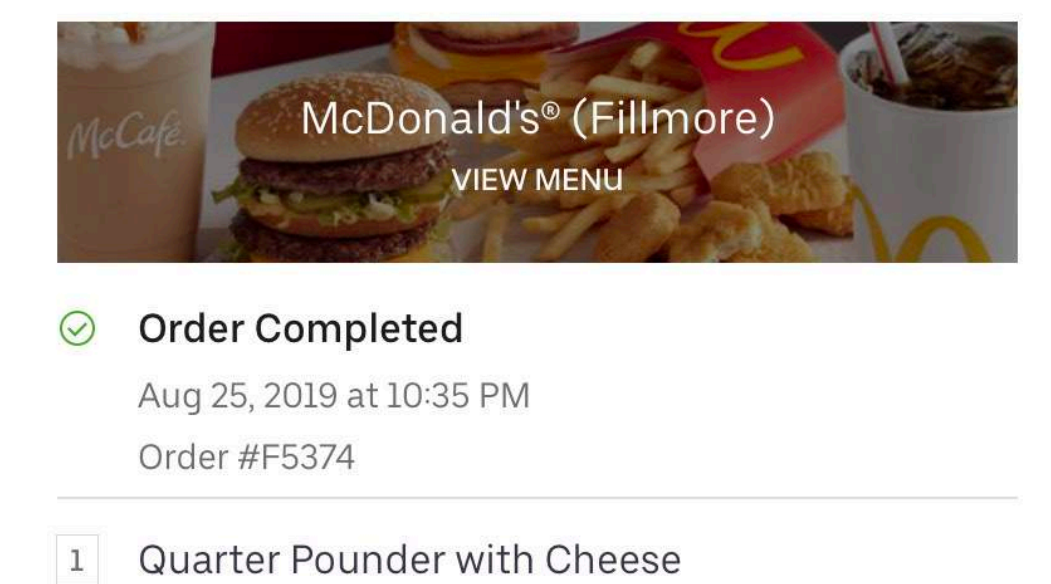
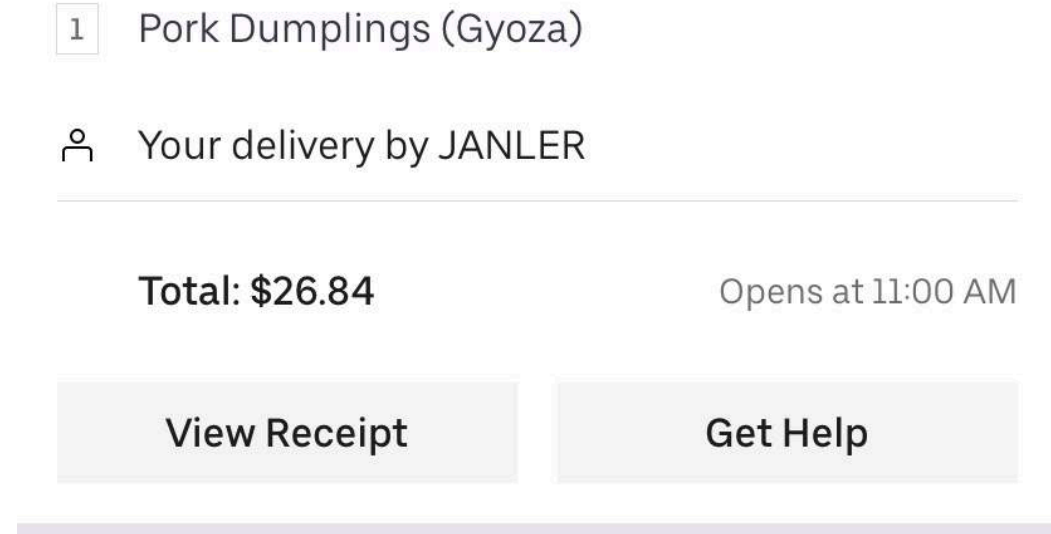
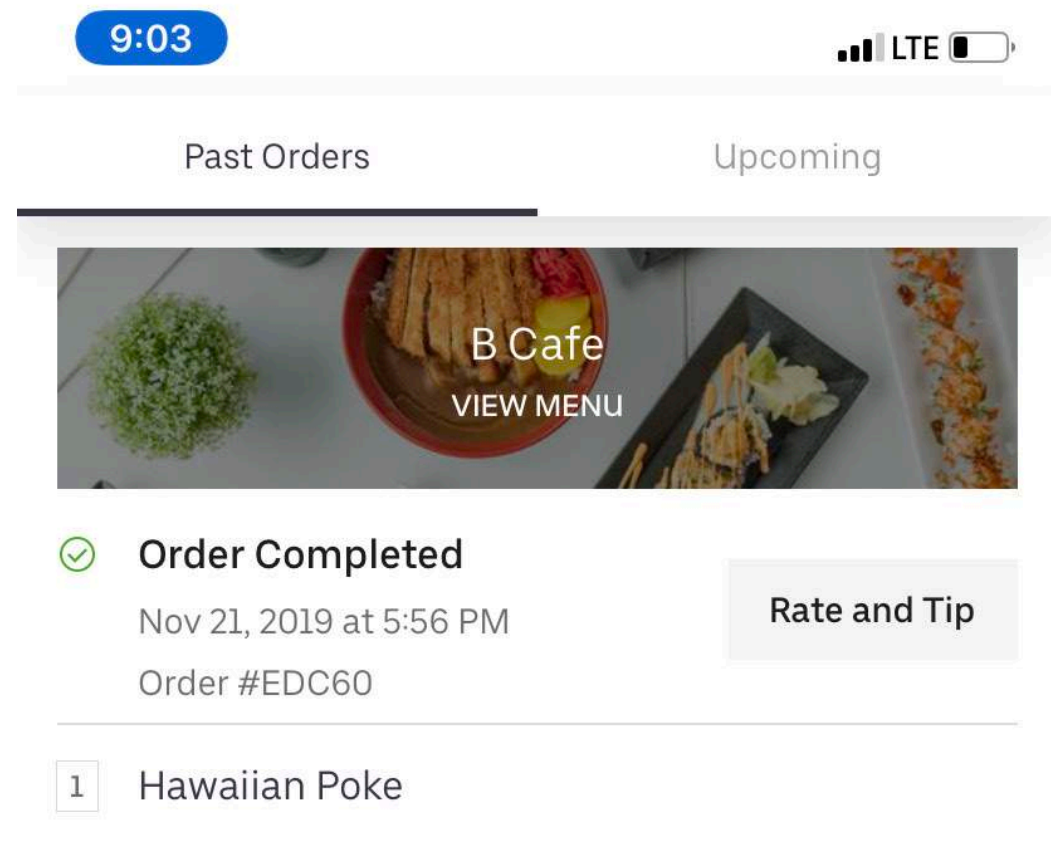
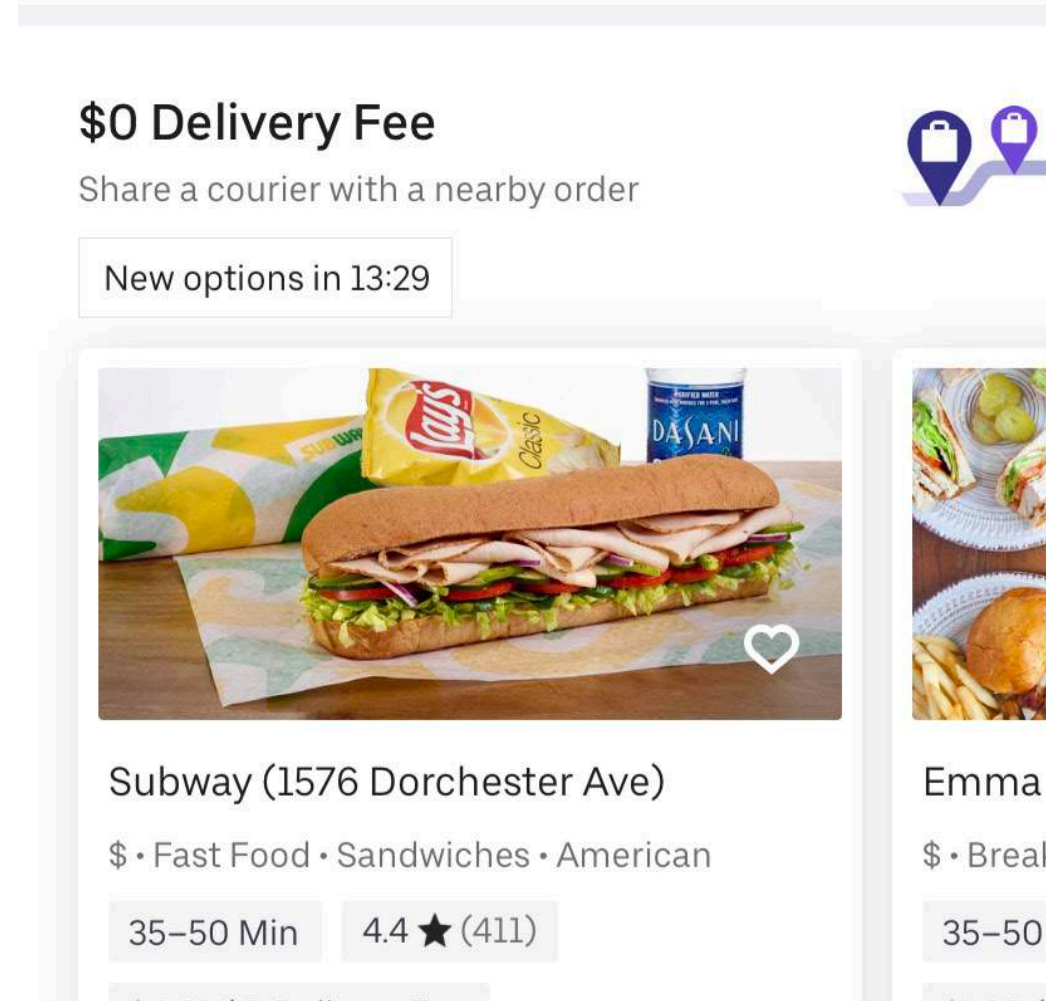
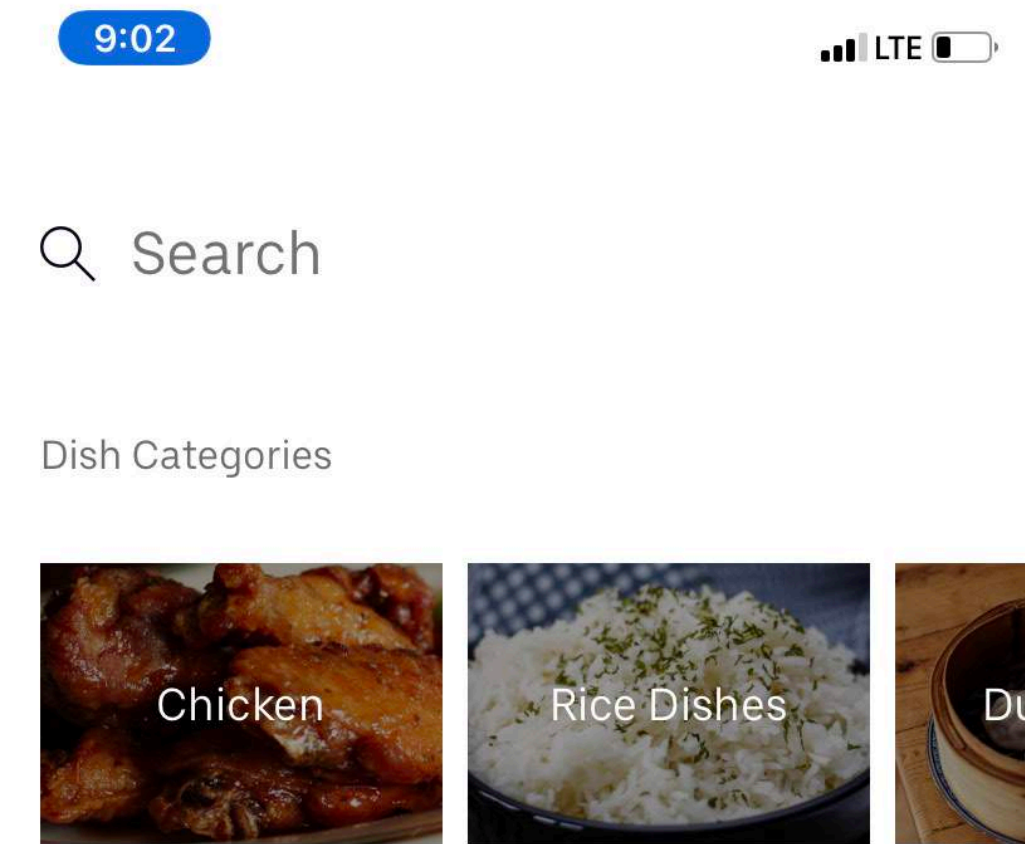
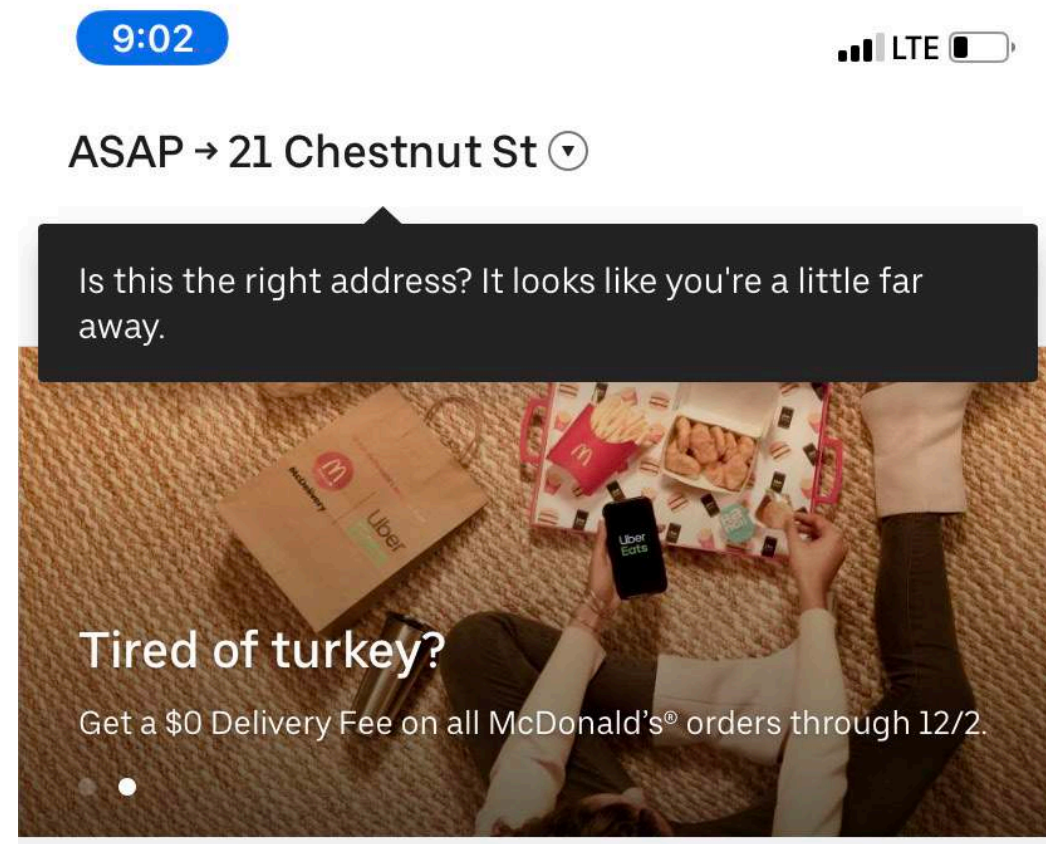
Delivery address is clearly highlighted at the top of the screen as well as profile and coupons to redeem.

The app relies on a clean design with vibrant colors and good photography.



**Restaurants:**

- . Search by: time of delivery, promotions, rating, recomendations/highlights of the restaurant.
- . Doesn't offer pickup. It's 100% delivery.
- . Under search you can find a highlight with the restaurants that offer free delivery as well as some deals/promotions for the day.
- . The restaurants are organized by delivery time. The first grouping shows those that take less than 25 minutes to be delivered, then the "big releases" and under it "recommended for (username)".
- . One of the requirements to make an alianse with Rappi is the food pictures. Every restaurant is required to have pictures of all the dishes offered as a way to provoke the customer and sell the product.



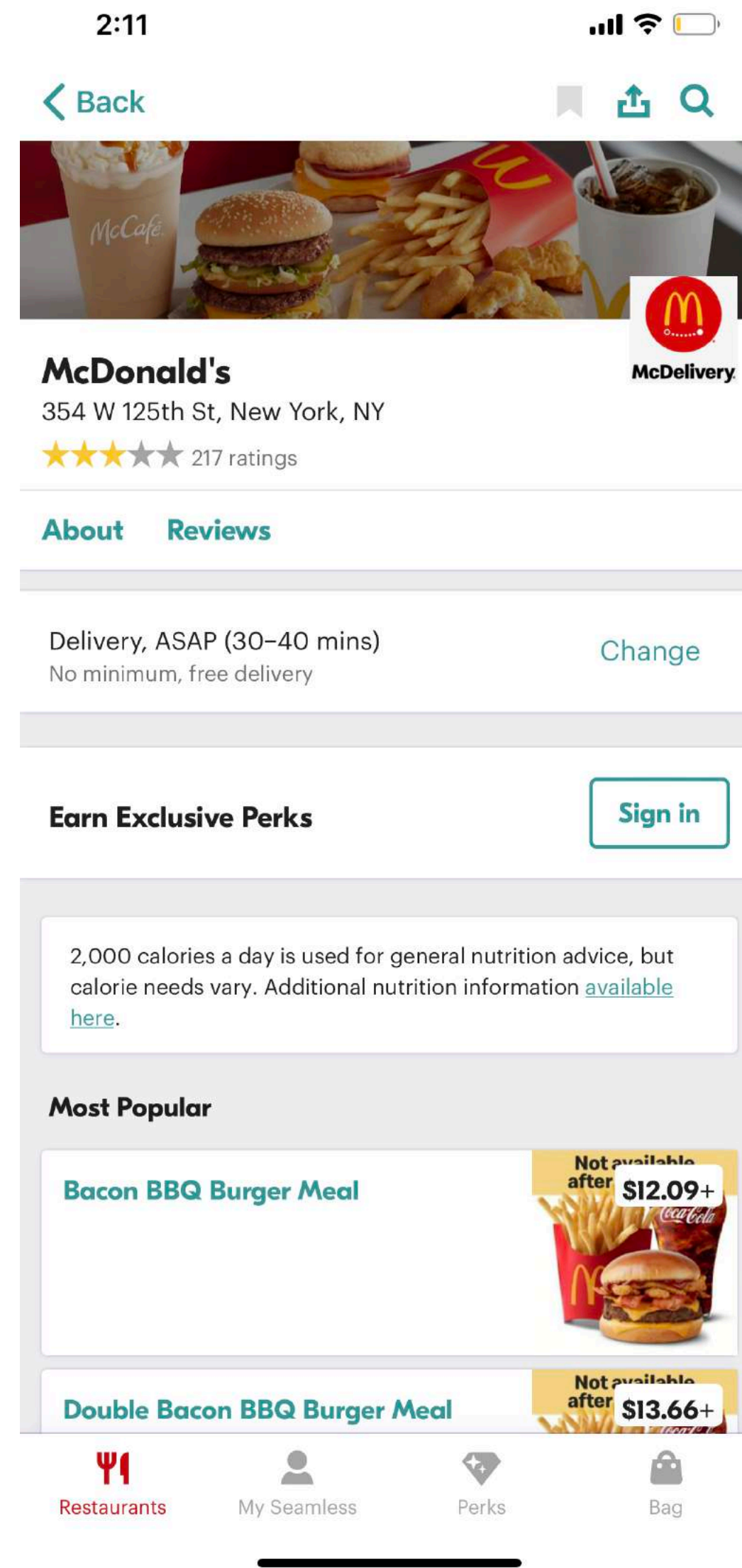
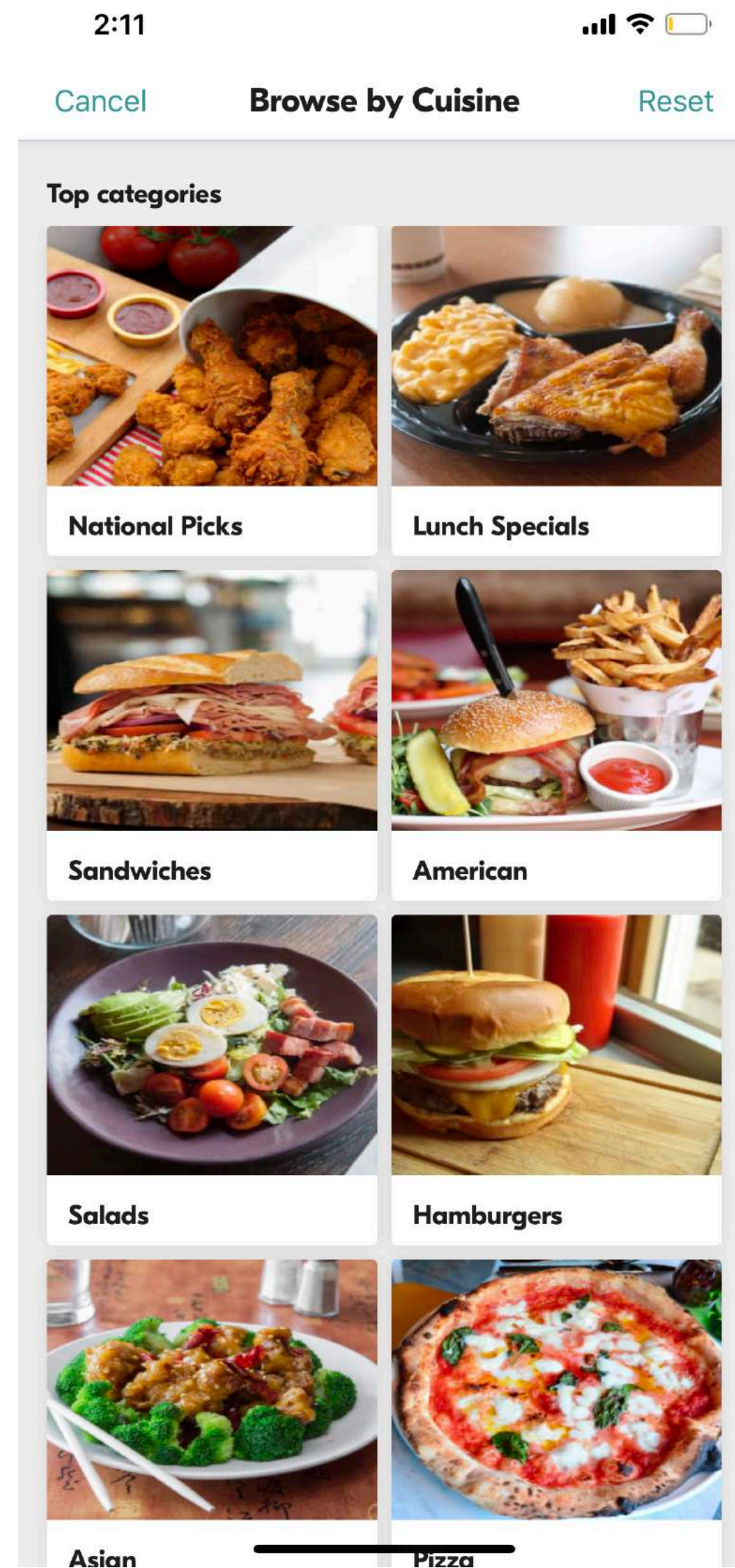
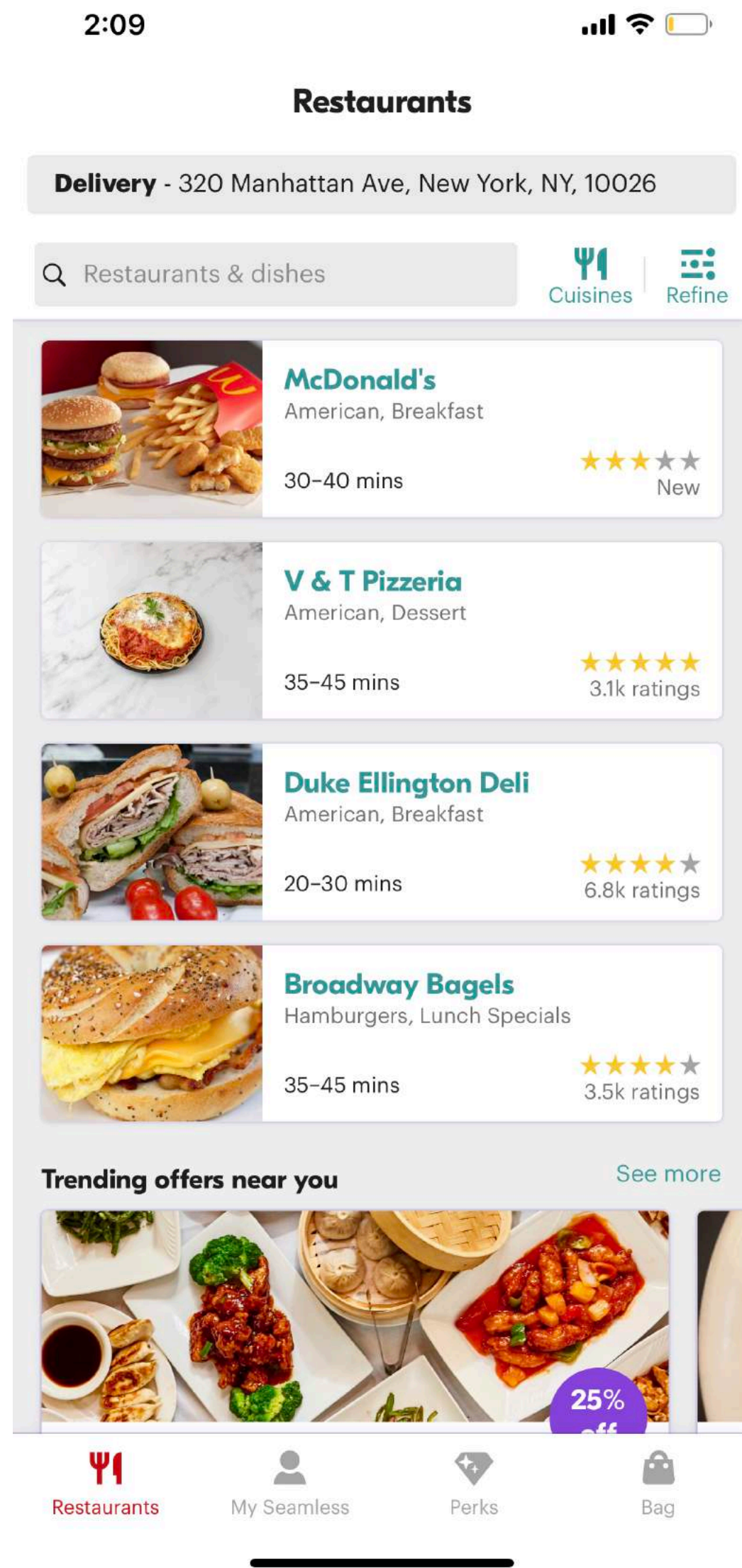
**Navigation bar includes: Home, search, receipts and profile.**

**Home/Main Screen:**  
 . Works as a general landing page that showcases the restaurants that are currently offering a fee-less promotion as well as what to order suggestions.

**Search:**  
 . The search offers multiple categories that can be identified through pictures.  
 . In contrast with Rappi, Chipotle and Starbucks, UberEats does not offer pictures for every product on the menu for some restaurants.

**Receipts:**  
 . Most recent transactions are easily accessible through the nav bar.

. The app allows the user to “heart” their favorite restaurant to make the re-ordering process easier.



Navigation bar includes: Restaurants, profile (under “My Seamless”), rewards (Perks), cart (Bag).

**Restaurants:**

- . Delivery address is at the top of the screen.
- . Each restaurant has a general photo to promote their offerings in the main page including rating, normal time of delivery and category related to it.
- . Top categories are displayed with images on search, below them you can find “all categories” listed.

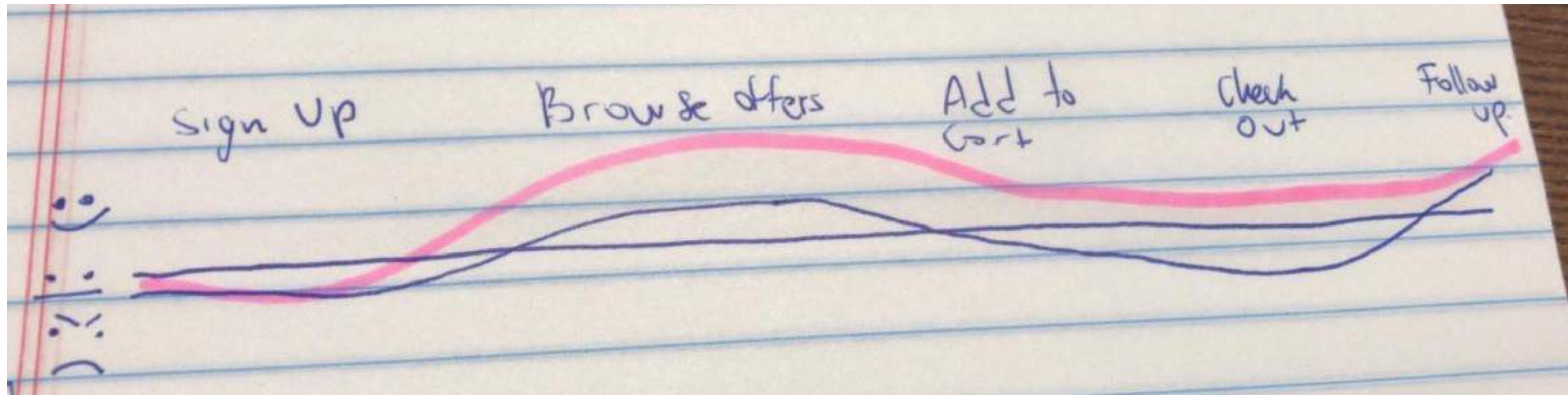
**Perks:**

- . Seamless offers cashback for each of the orders as well as unique promotions per restaurant.



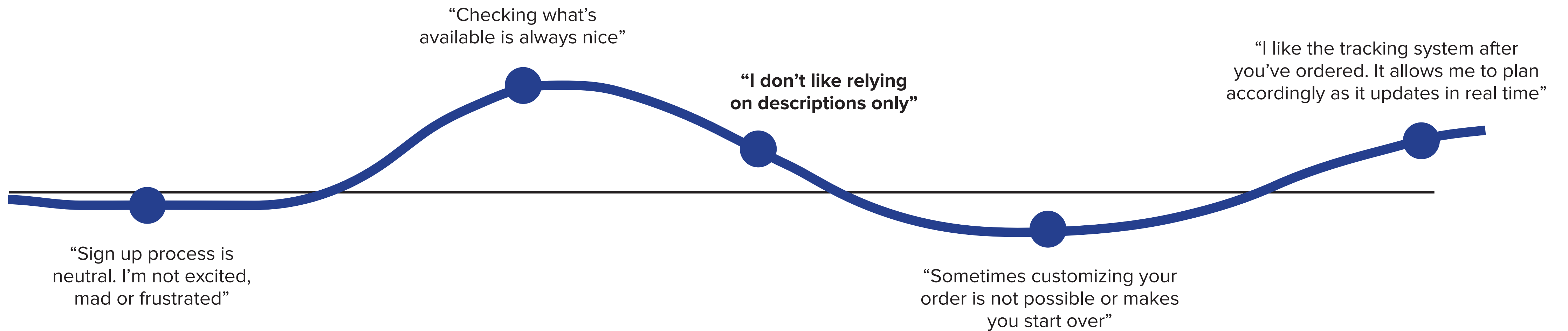
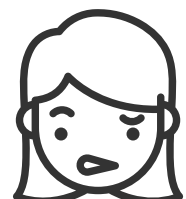
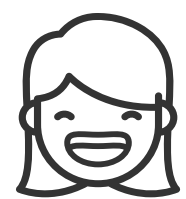
## USER JOURNEY

### Data Collected



#### User 1:

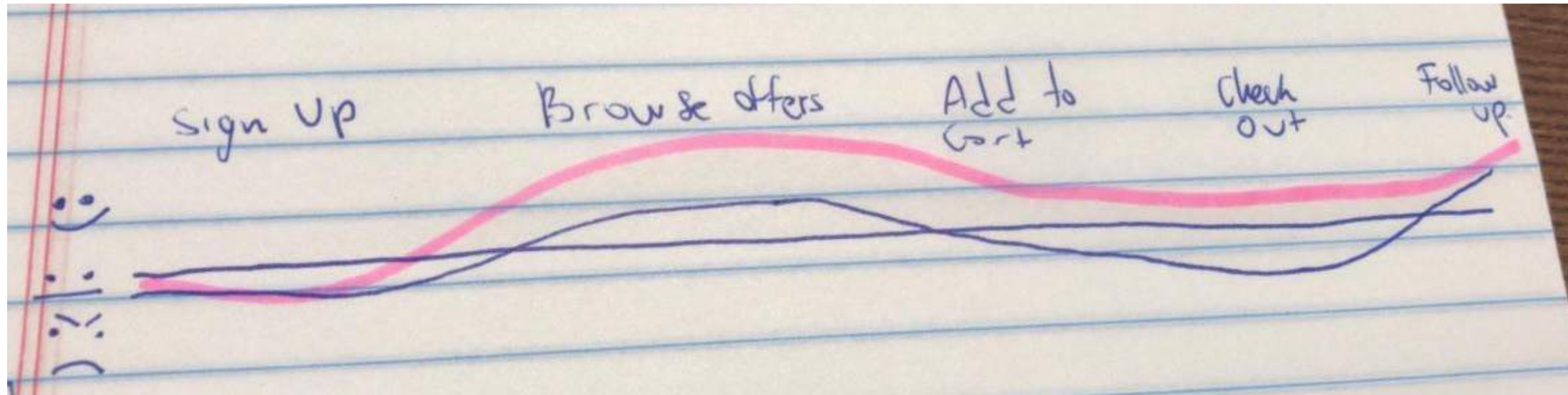
- . Financial Planner. Orders food at least once a week for him or his roommates. Works 9+ hours a day which doesn't give him enough time to cook everyday. His two most used apps are UberEats and Chipotle.
- . Blue for UberEats, Pink for Chipotle.





**USER JOURNEY**

*Data Collected*



**User 1:**

- . Financial Planner. Orders food at least once a week for him or his roommates. Works 9+ hours a day which doesn't give him enough time to cook everyday. His two most used apps are UberEats and Chipotle.
- . Blue for UberEats, Pink for Chipotle.



“I like Chipotle because I can see pictures and that gets me excited about what I’m about to order”

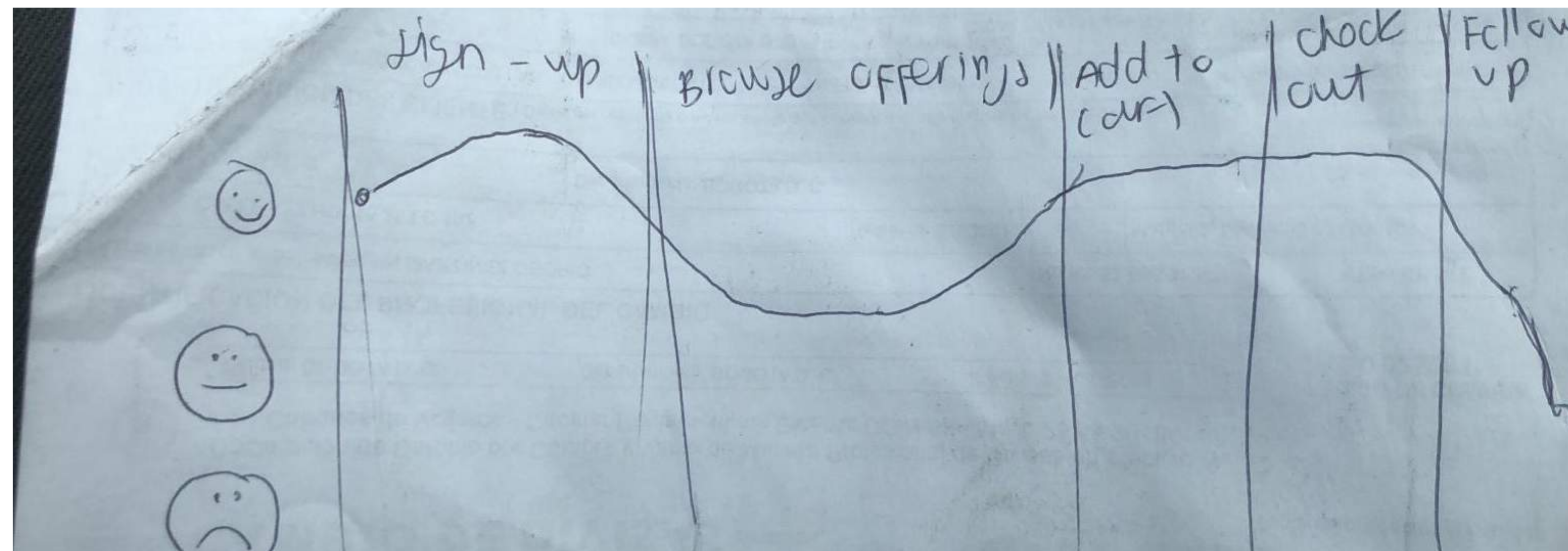
“Adding or removing things is easy and getting picky is allowed”

“The rewards system is nice. I love that even after you’ve ordered, it keeps getting better”

“Sign up process is neutral. I’m not excited, mad or frustrated”

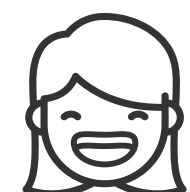
## USER JOURNEY

### Data Collected



#### User 2:

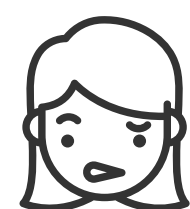
- . Industrial Designer. Orders food at least twice a month. Develops a lot of group projects and stays up until very late working. Usually orders for the team. Her most used app to order is UberEats.
- . Blue for UberEats.



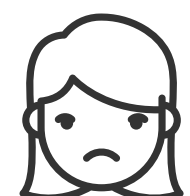
"I really like the way the cuisines and offerings are organized"



"I love that it is easy to change the address. Sometimes I order for home being at the office"



"Sign up process is easy and effective"



"They need to improve the offerings. After 10pm it is impossible to get food"

"The follow up could be more detailed. I almost never check emails afterwards"

**THANK YOU!**