

Mini Bootcamp
UI/UX Design
Batch 10



Kelompok 1

Dantika Djatniko

PROJECT IMPLEMENTATION 10



Introduction

McDonald's, an American fast-food giant established in 1940, has evolved with the times by provide its customers online ordering platform. Beyond its primary function, this application offers an array of enticing special offers and promotions to enhance the interest for its users.

Our current project aims to elevate the user experience by revamping a key feature within the application. Additionally, we have conduct thorough usability testing to assess the effectiveness of the newly designed feature.

My Role?

As the UX Researcher for this project, my primary responsibility is to conduct comprehensive research aimed at understanding user behavior while utilizing this application.

Through this research, I analyze the user's needs and desires to inform the development of new product offerings that resonate with their preferences and requirements.

Problems

Complexity in the food ordering process

 Ahmed Tarek

★☆☆☆☆ 9/2/23

Very disappointed experience, everytime they forget something like sauce, order modification and the food is always old, cold, and late. Their crashes all the time and requires sign in every moment. Hope you can learn from other app like hardees

 Jason Putar

★☆☆☆☆ 12/11/22

Error application, if you not ready do not launch I try to make order and i try multiple times, in final stage (payment) there is an offer for the product you can not press no, and you can not add too. It stuck. And suddenly back to main menu and the order all gone. Wasting time, just pick up the phone, and all set less than 3 minutes. The app not make us easy, but to test your temper.



Chhayank Patel



★☆☆☆☆ 9/18/23

Form feel up and completion is very poor, where to go, where to stop.. how to choose.. all are very older.. update please.. for simple people by simply way.. Even there is location Selection big, I can't process even.. Items are not simplified What to eat, what's the difference.. Please Update, you are my favourite but not like this..



Salsabeel Ahmed



★☆☆☆☆ 9/14/23

Everytime I place an order and wait for it only to find out that it is CANCELLED. When I call and tell them that it didn't arrive they tell me it's cancelled even though i didnt cancel it so then I have to order again from the call center and it takes even more time. Very bad experience and customer service offers no help at all.

Insufficient product information



The product is not accompanied by a description or price

Frequent payment processing failures



Mandie Lowe



★★★★★ 8/12/23

After a recent update, the user interface is difficult to use, it's harder to select items and to see what you're getting. Additionally, I tried to complete payment 3 times and failed each time. The payment processing takes place in my system browser, not in-app, which then never redirects back to the app and eventually times out. Incredibly frustrating experience. Disappointing, especially since the app used to look good and worked well before.



Che Rui Chew



★★★★★ 9/2/23

Please work on payment and collection issues. I've encountered this situation a few times-- paid for a meal but did not get redirected to the page with collection number. The app did not show my latest order history as well, so there was no way for me to claim my food even when I've paid for it. This is frankly unacceptable.



Ho Wei Neng



★★★★★ 9/7/23

UI not user friendly, don't have option to pay with Ewallet, always stuck at payment process, app don't have notifications to inform you food had been delivered. Your app and service is disappointing. 🙄



Clement Josos



★★★★★ 9/16/23

Can't pay with card. When paying, it opens the browser to authorize payment but after that's done, it opens a blank tab instead of redirect back to the app. Trying to click the link on the previous tab just opens another blank tab. The app just perpetually process payment. I'm writing this here, because there's nowhere in the app to report an issue. The Feedback menu opens a survey. The Contact Us is only about a particular branch, but not the app itself. It's like you don't want feedback!

Defining The Problem

How might we redesign a better experience for consumers ordering?

Goals

Revamp / Redesign

Revamp/redesign the McD App by applying the familiarity concept and implementing a hierarchy layout

Fix the Flow

Enhance the checkout process by shortening excessively long flows, thereby increasing its effectiveness and efficiency in assisting users in achieving their objectives.



Process

Kompetitor Riset



- Set Order Time
- Menu Variant
- Set Menu per Item
- Cash payment option
- Order Status

- Terdapat 13 screen untuk sampai checkout order
- Flow yang harus dilewati membingungkan, dan tidak efisien
- Tampilan UI tidak konsisten dan terdapat komponen yang tidak diperlukan



- Scan outlet barcode if already in outlet to start order
- Search menu feature
- Add extra items on some menu

- Terdapat 7 screen untuk sampai checkout order
- Flow lebih mudah dimengerti dan efisien
- Tampilan UI konsisten



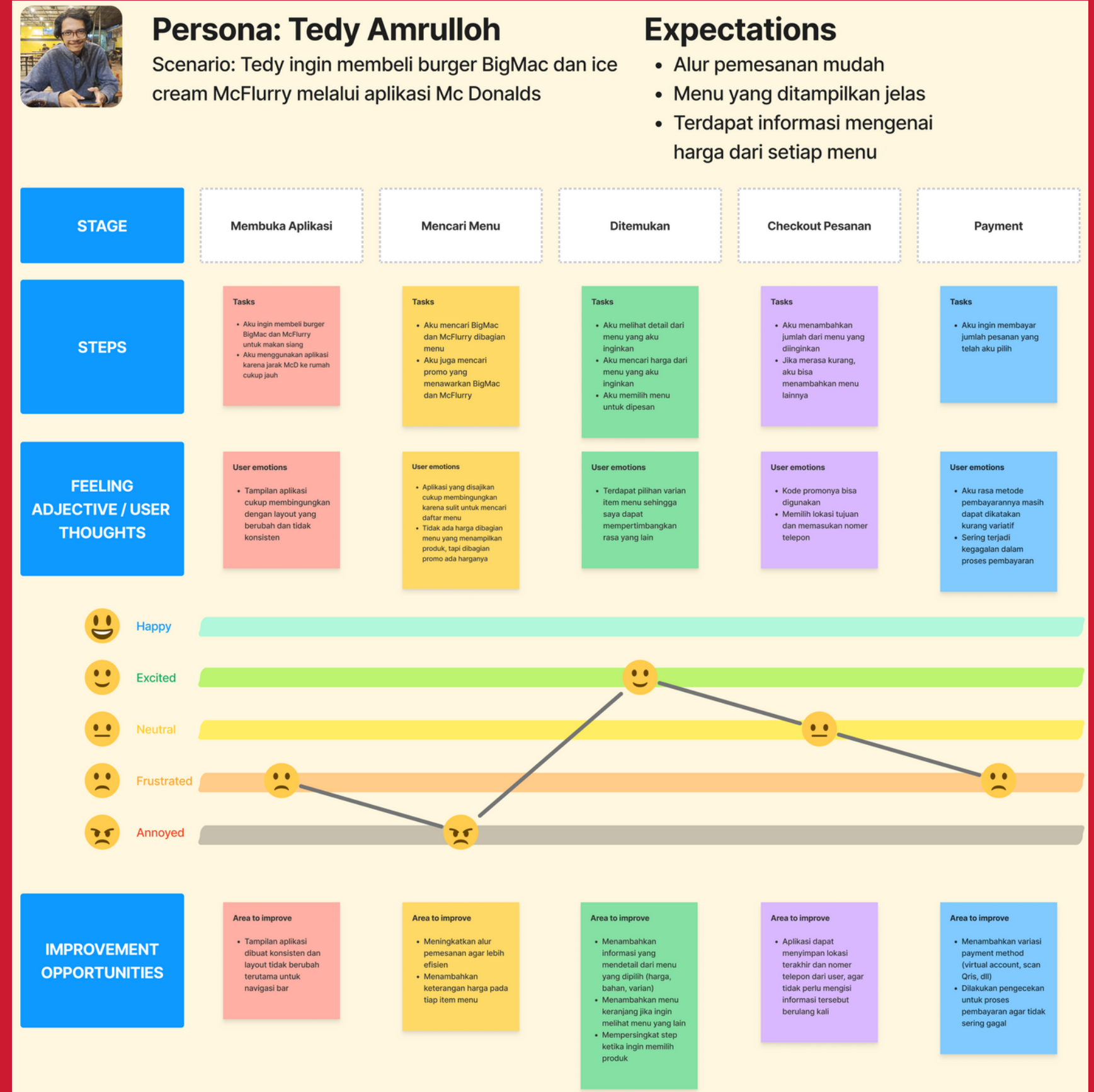
- Preorder option and if a user is already at the restaurant
- All outlet option
- Add extra items on some menu

- Terdapat 10 screen untuk sampai checkout order
- Flow mudah dimengerti namun belum efisien
- Tampilan UI konsisten

User Journey Map

For a better experience, kindly please visit our FigJam on the following button below

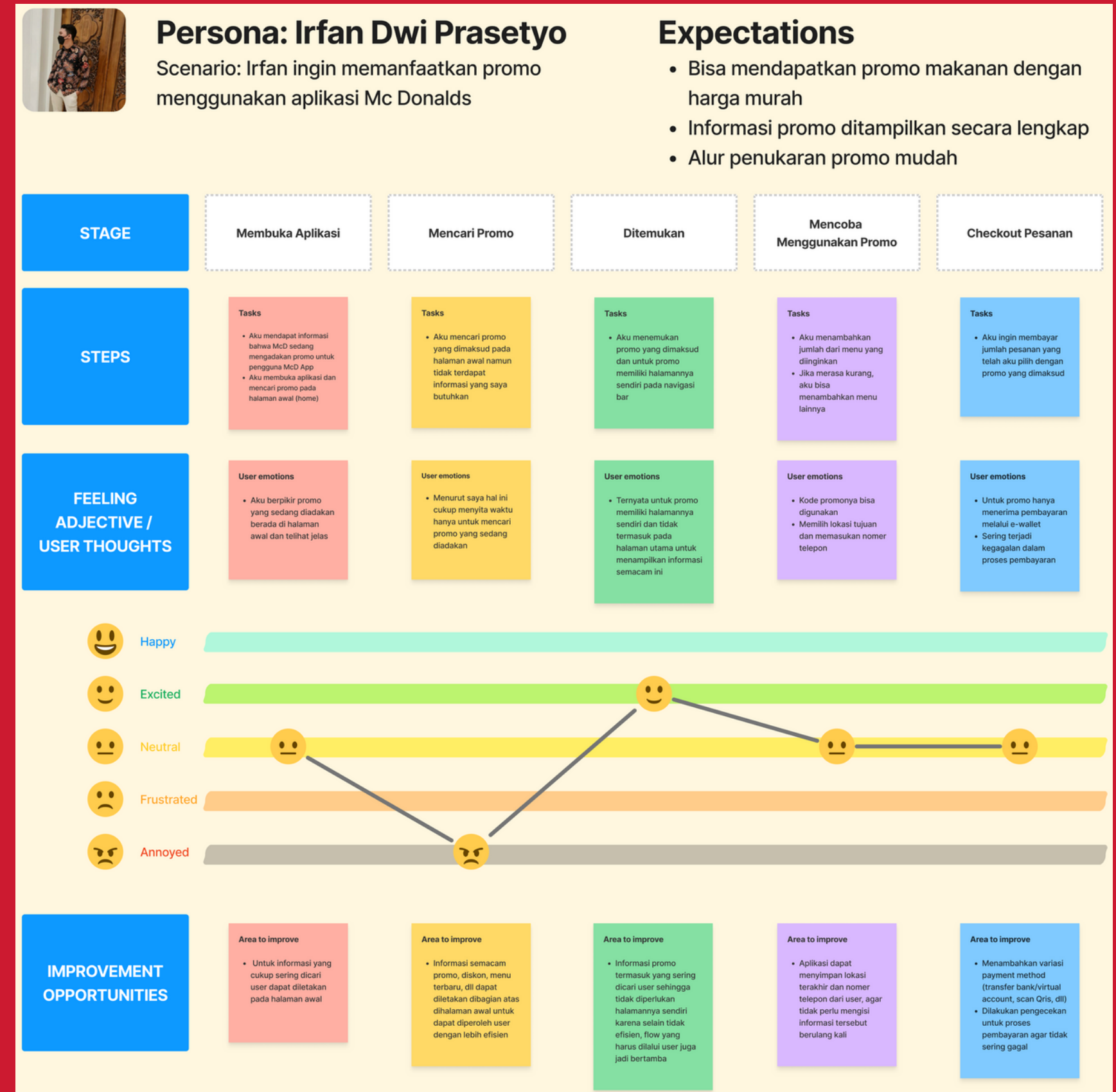
[Our FigJam](#)



User Journey Map

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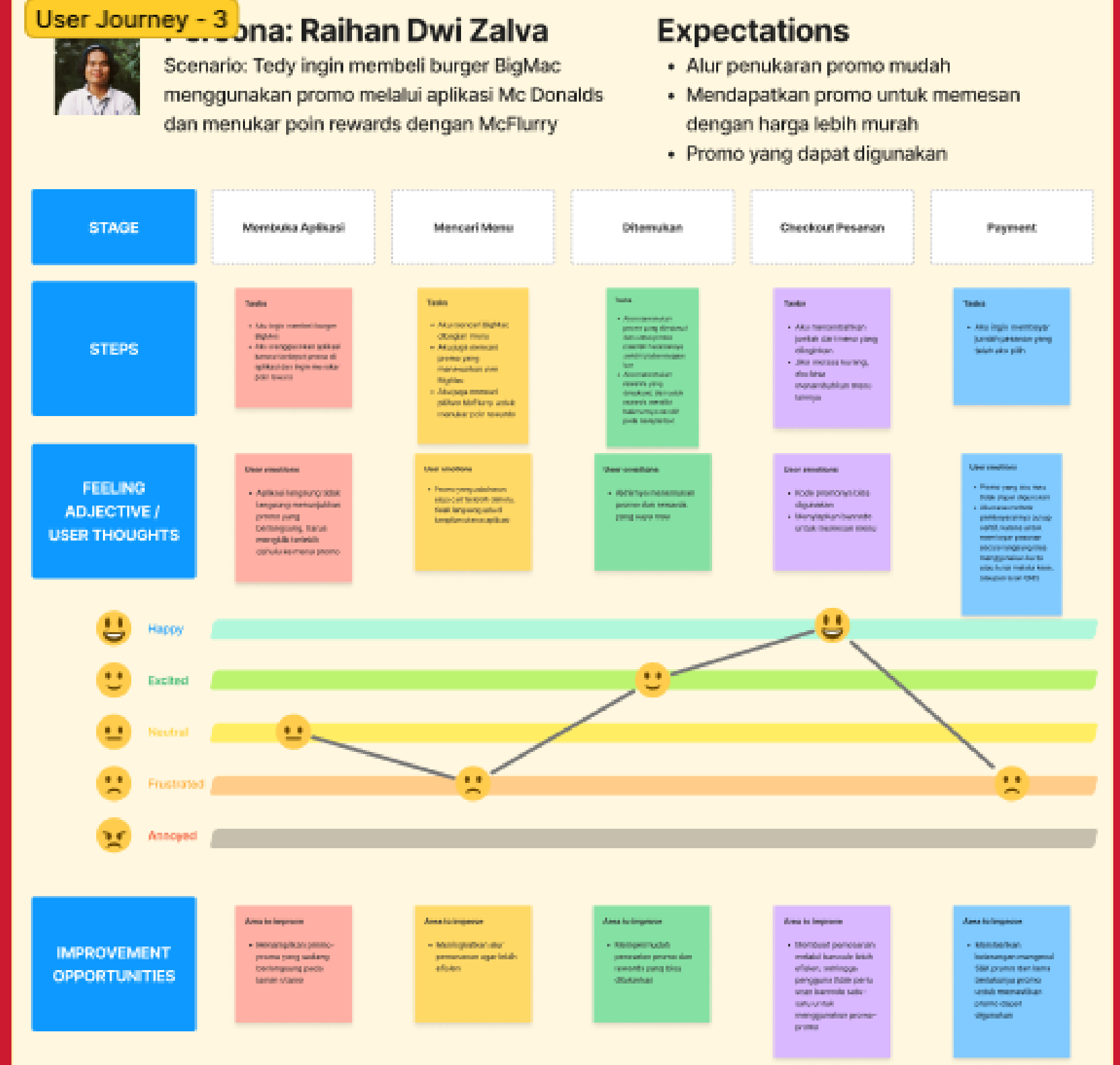
[Our FigJam](#)



User Journey Map

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[Our FigJam](#)



Affinity Mapping

Penggunaan Promo

menggunakan aplikasi untuk mencari promo terbaru

lebih mudah kalo pake promonya langsung ke kasir

Menginstall aplikasi untuk memanfaatkan promo

Sering menggunakan aplikasi untuk menukarkan promo/memesan makanan

Tampilan menu

menu yang ditawarkan diaplikasi nggak ada harganya, kecuali yang promo

Loading halaman yang cukup lama saat ingin menukar promo

Proses Check Out

jarang dipake buat pesan-antar makanan karena prosesnya ribet

kalo mau check out kenapa harus masukin nomer lagi? kan waktu daftar udah pake nomer

proses pesan/check out lewat aplikasi nggak semudah kalo pake gofood dan shopeefood

Proses check out yang panjang

Proses Pembayaran

pilihan pembayaran beragam, tapi kadang eror

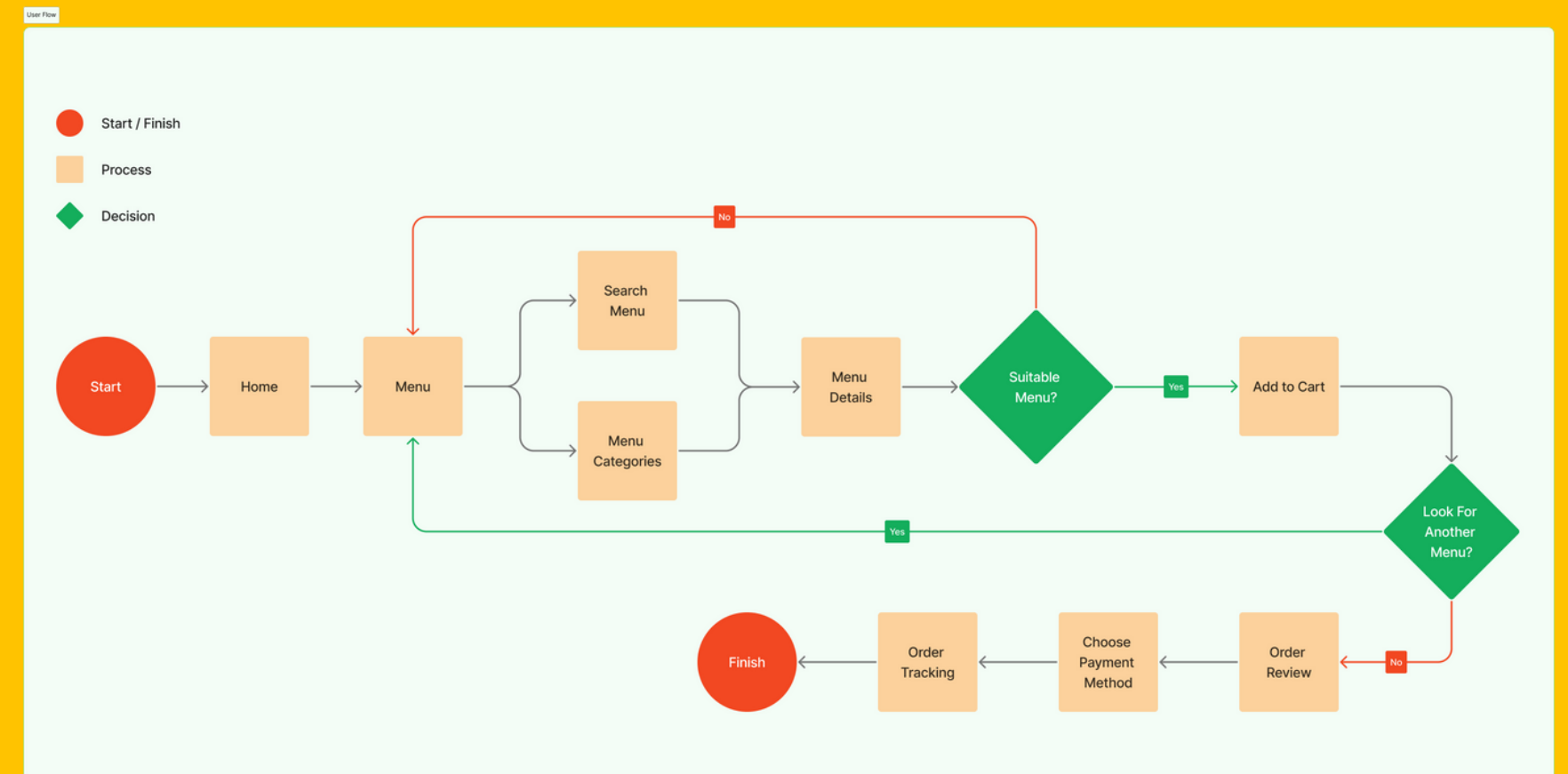
Payment Failure

#1 Problem

User Flow Diagram

For a better experience, kindly please visit our FigJam on the following button below

[Our FigJam](#)



Sketsa Tampilan

For a better experience, kindly please visit our Figma on the following button below

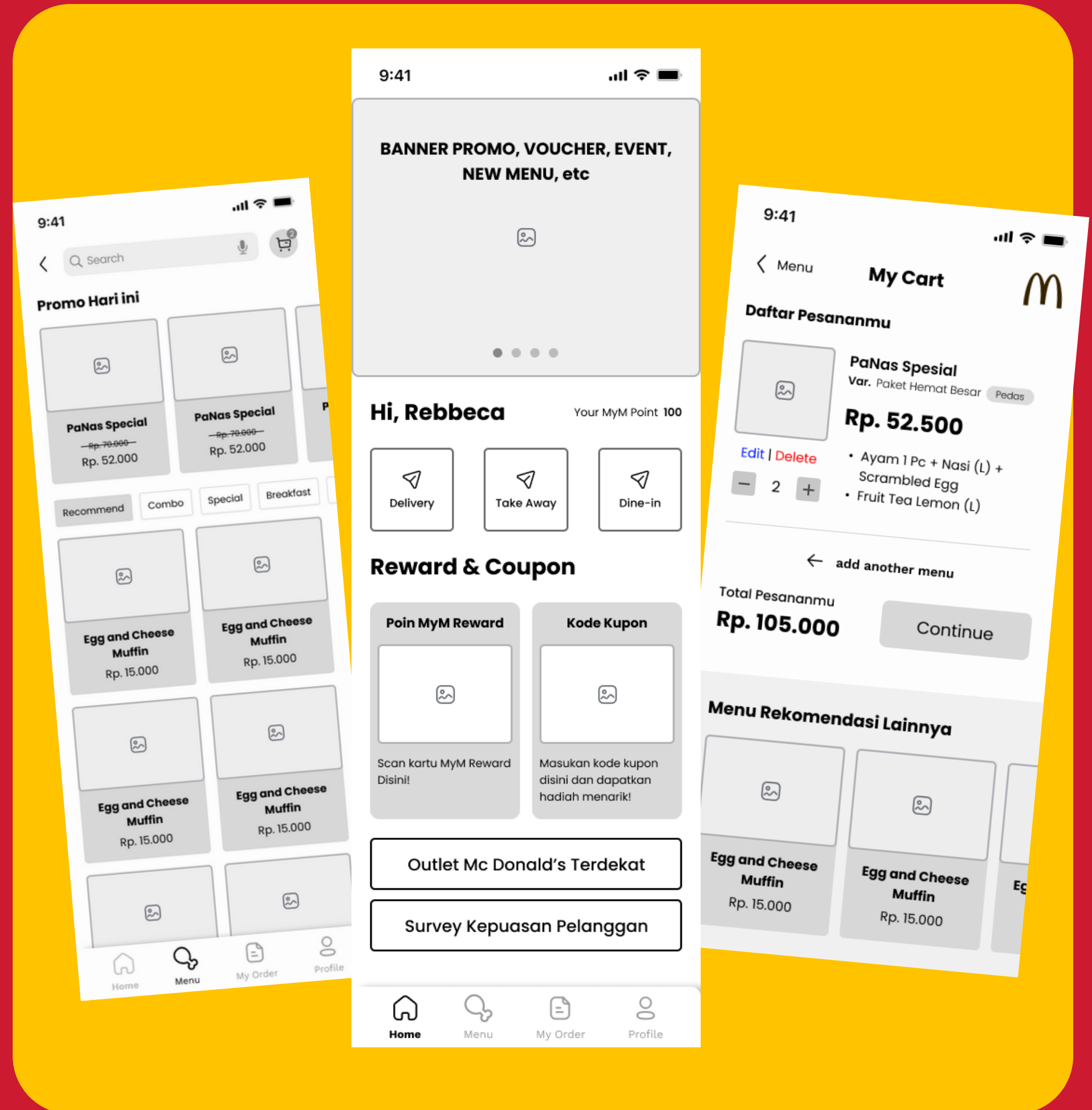
[Our Figma](#)



Wireframing

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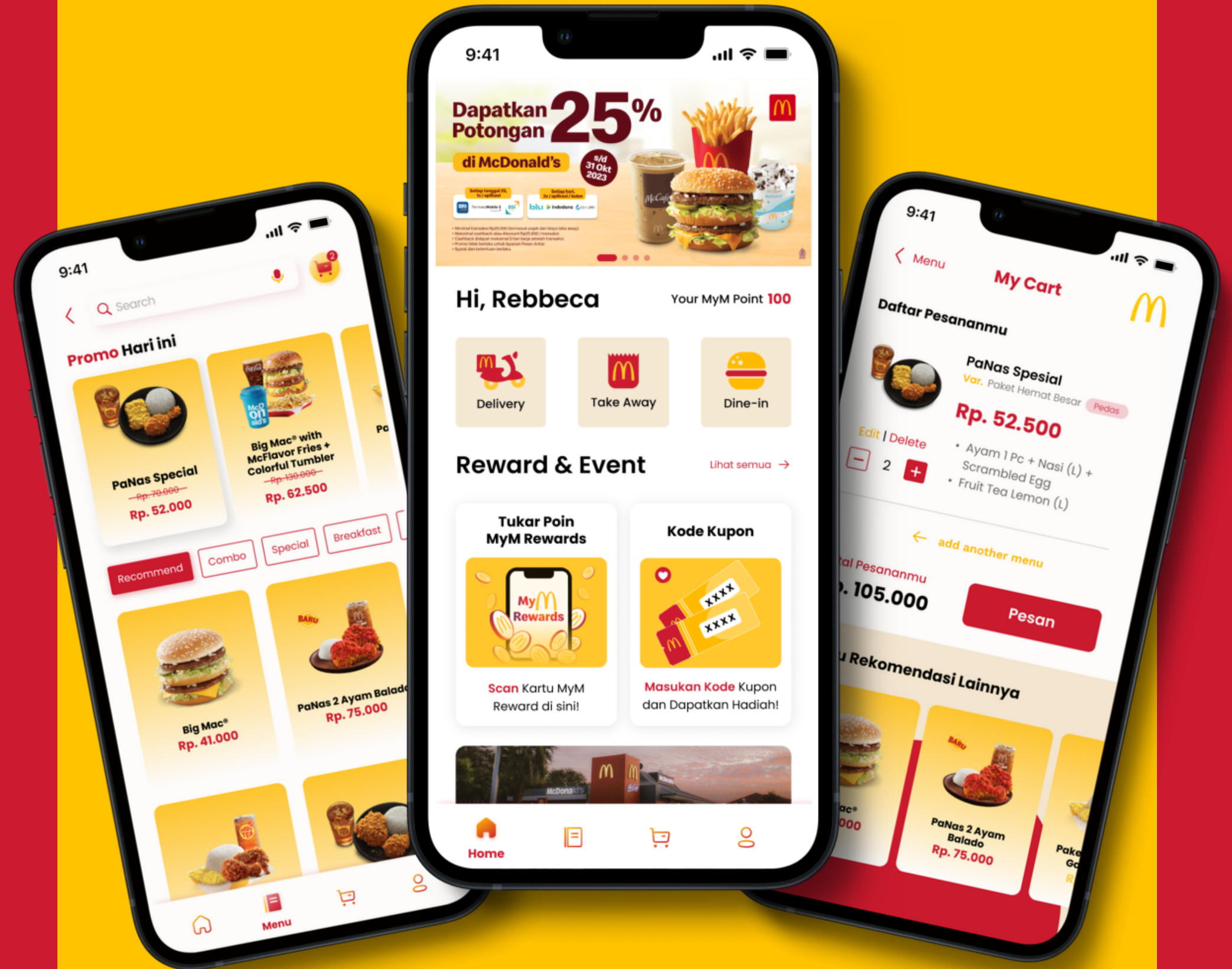
Our Figma



High Fidelity Designs

For a better experience, kindly please visit our Figma on the following button below

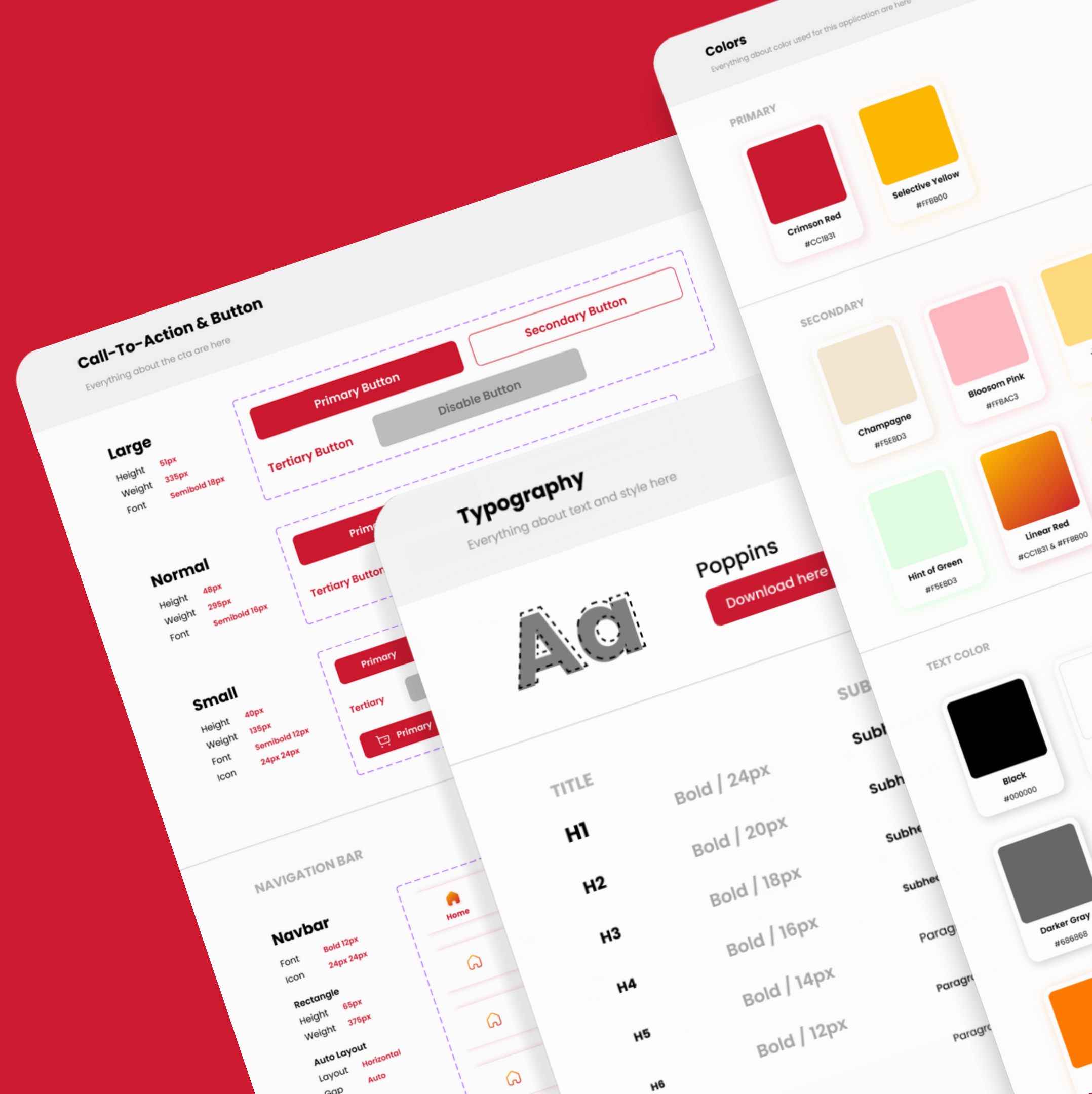
Our Figma



Style and Design System

For a better experience, kindly please visit our Figma on the following button below

[Our Figma](#)



Final Design

The Prototype

Flow specified for test validation
namely **Checkout Order Flow**

The entire Hi-fi design that has been
made into a prototype can be seen at
the following figma link

Our Figma

[Prototype Test](#)

