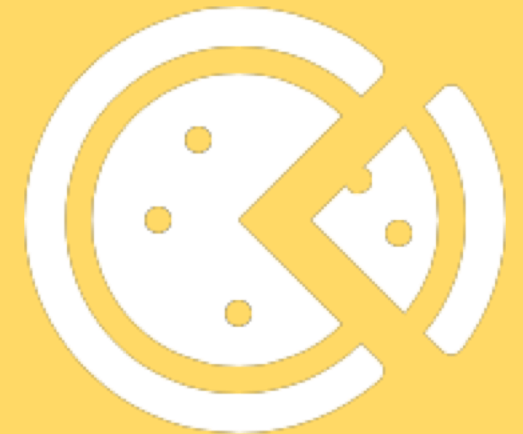


Pizza Shop Shop

Online Ordering App for the Pizza Shop Shop



What's the problem?



“Hungry millennials!”

The Pizza Shop Shop wants a way for customers to order pizza from their electronic devices for pickup or delivery.

How does this effect customers?



“Hungry millennials!”

Pizza Shop Shop customers use their devices to order food regularly. An online ordering application will meet customers where they are so they can order their favorite pizza from their favorite pizza shop shop.

Why is this better?



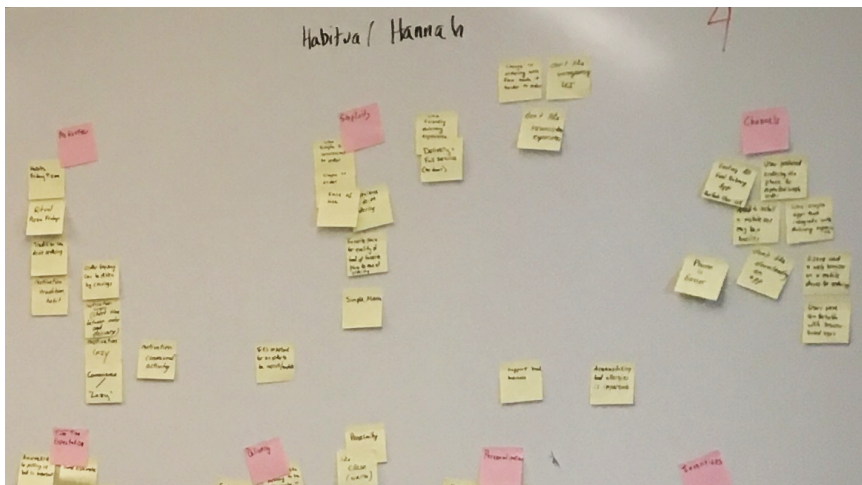
“Hungry millennials!”

- Convenient – order from preferred devices
- Easy – reorder commonly purchased orders
- Reliable – know what your getting and when



Discovery

- Interviews
- Define Target Audience
- Affinity Diagramming



Design

- Prototyping
- Usability Testing





User Interviews

Gather data on the target audience

- Level of comfort with apps
- Frequency of getting pizza
- Preference in delivery vs take away
- Stories of good and bad experiences with ordering pizza



User Quotes

“I’m just lazy.”

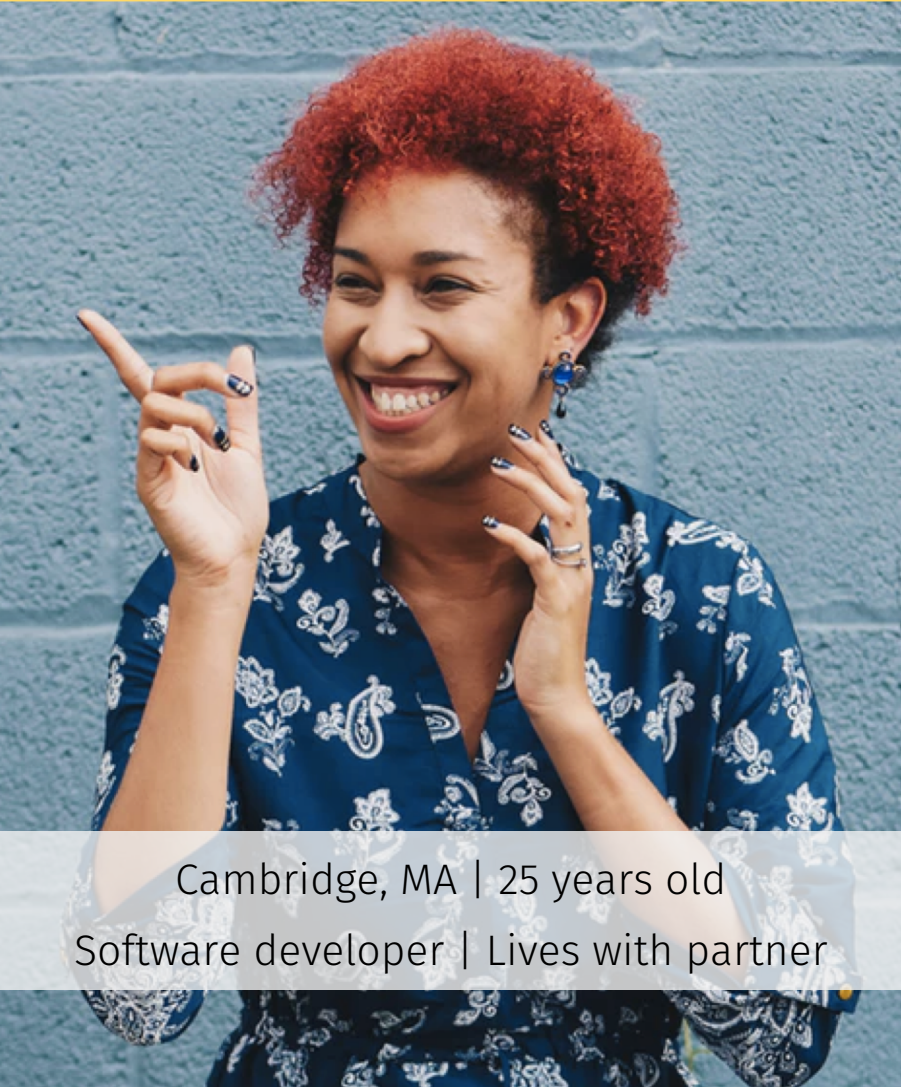
“I want to support local business.”

“We get pizza every Friday. It’s a family ritual. My sister in London does it. My parents in India do it. And we do it, too.”



Key Findings

- Users regularly use apps to order pizza and are comfortable doing so
- Ordering ranged from weekly, to once or twice a month
- Typically the ordering process went well, though delivery was sometimes a pain point
- Users often ordered the same things every time
- Users got pizza delivered often



Cambridge, MA | 25 years old
Software developer | Lives with partner

Habitual Hannah

Summary

Habitual Hannah is a Cantabrigian who works full-time, lives with her partner, and likes routines. She's a creature of habit. She is web savvy and comfortable talking on the phone.

Frustrations

- Inability to apply coupons to online orders
- Apps can be frustrating to use
- Delivery is full services to the door, don't make me walk to your car

Goals

- Be a familiar customer to her favorite restaurant
- Reliable and timely delivery
- Easy ordering of the same few items

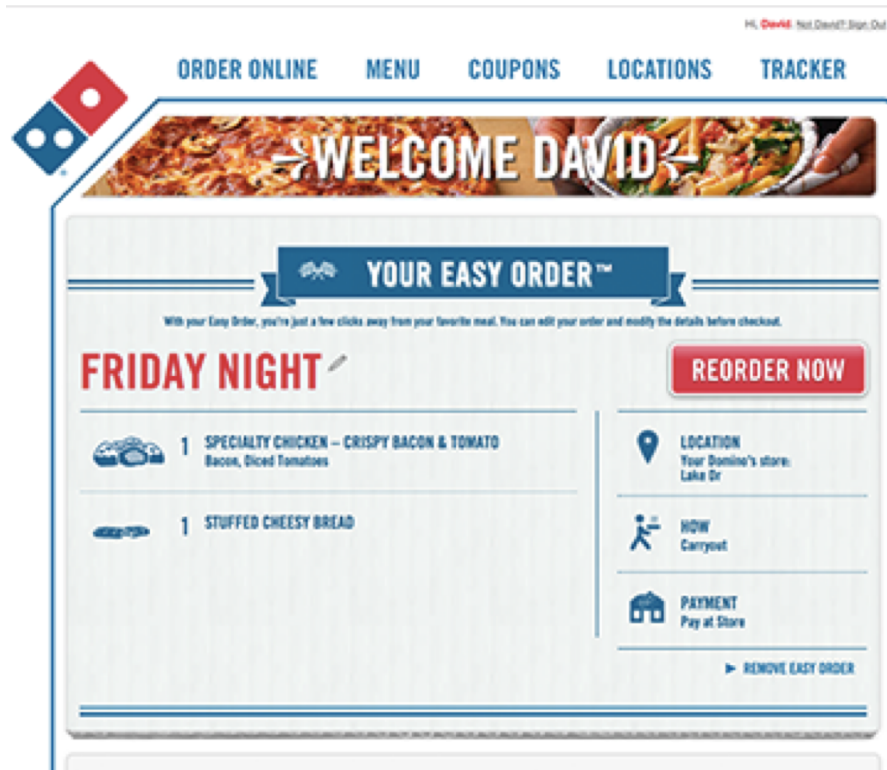


Project Scope

Focus on Favorites Feature of new app where user can choose from a set list of regularly-ordered items.

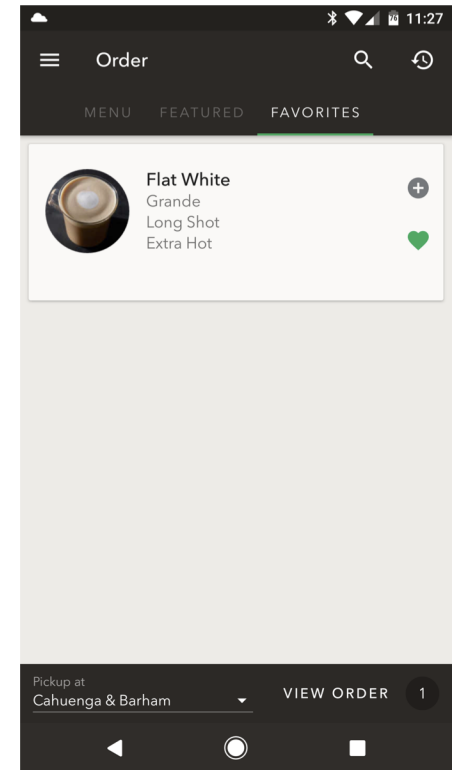


Competitive Analysis



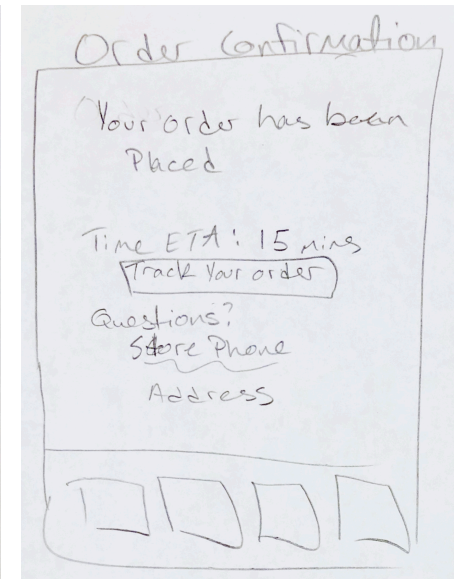
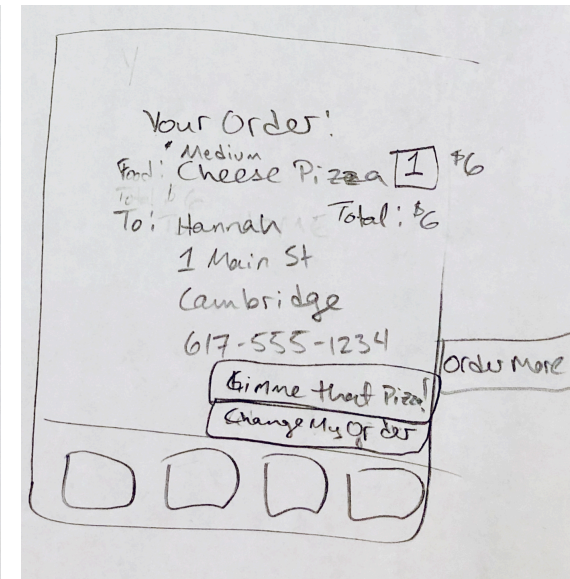
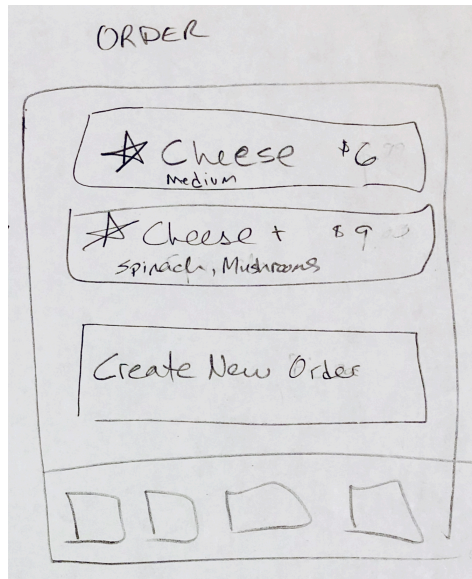
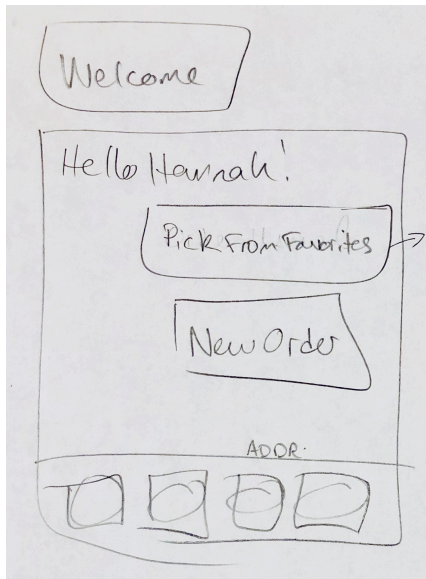
Dominos remembers what you ordered last time.

Starbucks lets the user mark their favorite orders.



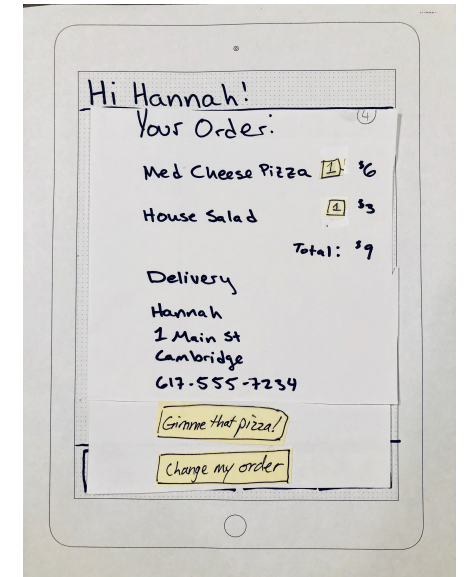
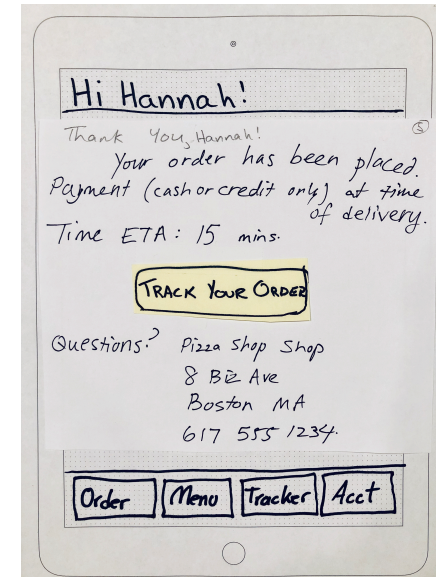
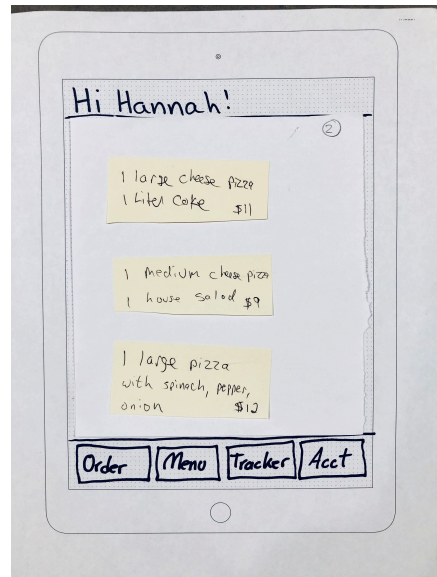
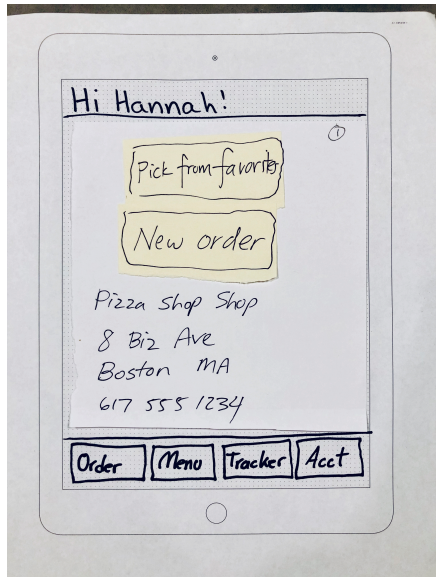


Low-Fidelity Prototypes





Less-Low-Fidelity Prototypes for User Testing





User Testing Key Findings

- Move payment notice (cash/credit at point of delivery/pick up) sooner in the process to allow for user to assess cash for tip
- Most users like the casual voice of “Gimme That Pizza” button. Find more opportunities to implement informal voice of brand
- Add way to apply coupons
- Users liked lack of upselling, but wanted a way to add more to regular order

Next Steps



- Implement changes into workflow
- Create [interactive prototype](#)
- Eat some pizza