

User Profile



Power user - Orders once or twice a week.

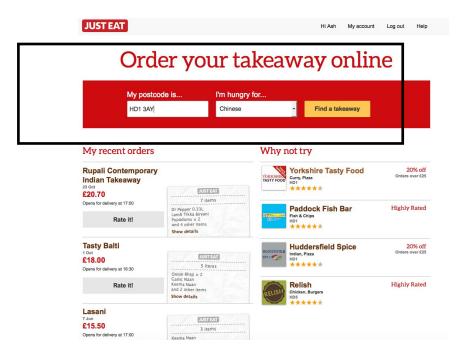
Name - Grant Age - 20 Occupation - Student Vegetarian. Gets back from university late; can not really cook. As deadlines approach he will use Just Eat more -Saves time.

His Goals:

Free delivery. To order vegetarian food. To be able to navigate round the site quickly (not time consuming)

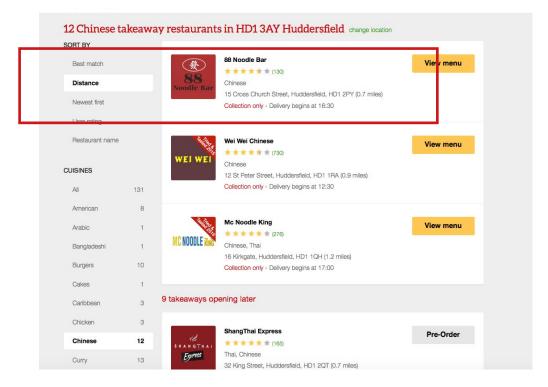
Grants Journey

Find the nearest/best rated takeaway in the area of cuisine he wants. Find the vegetarian dishes on the best suggested takeaway. Order quickly.

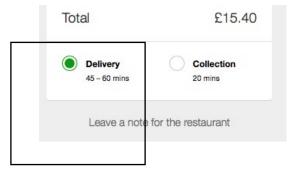


Step 1: Write postcode and cuisine selection. No barriers/Recent orders beneficial for power user.

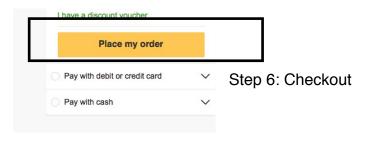
Step 2: First barrier encountered/ Not able to filter by multiple buying decisions.



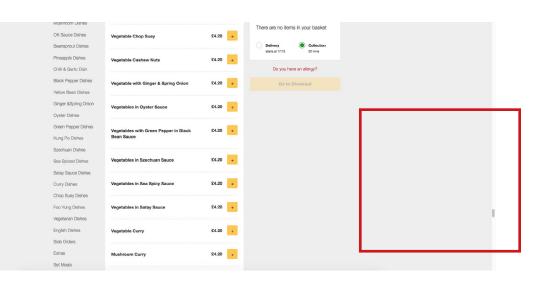
Satay Sauce D	Dishes Noodle Dishes	\land	
Curry Dishes	Stir fried noodles - a combir	Stir fried noodles - a combination of wok fried noodles with fresh vegetables & choice of meat	
Chop Suey Dis	shes vegetables & choice of mea		
Foo Yung Dish	Noodle know how:		
Vegetarian Dis	hes Yo Min - Chinese egg flour r	noodles, suitable for fried noodles only	
English Dishes	Ha Fun - Thick, flat rice noo	dles. Suitable for both soup & fried	
		gory for Vengetarian. Second Barrier ons in list to show which meals are ans or allergies.	



Step 5: Ordering. Barrier/ Delivery time stated will always be the same, does not factor in how busy etc.



Step 4: Selecting a dish. Barrier found: list still very long, requires lots of scrolling. Needs better search facilities.



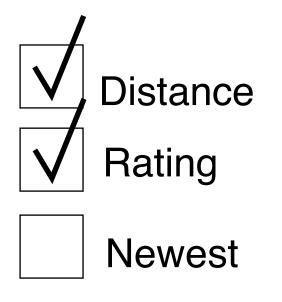
Barriers/Solutions

1.

Barrier/ No option to filter multiple buying decisions. Solution/ Multiple check boxes

2.

Barrier/ Hard to find vegetarian meals in list Solution/ Include well known icons for special diets





3.

Barrier/ Forever scrolling Solution/ multiple check boxes + back to the top button

4.

Barrier/ Delivery time non responsive Solution/ Have a more responsive delivery system/where you can see the stage your order is at (like dominos).



5.

Barrier/ lets you select restuarants which arent open at the time of ordering. Solution/ Make closed sign more visible. Green/Red open signs

CLOSEDOPEN