

JUST EAT

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:

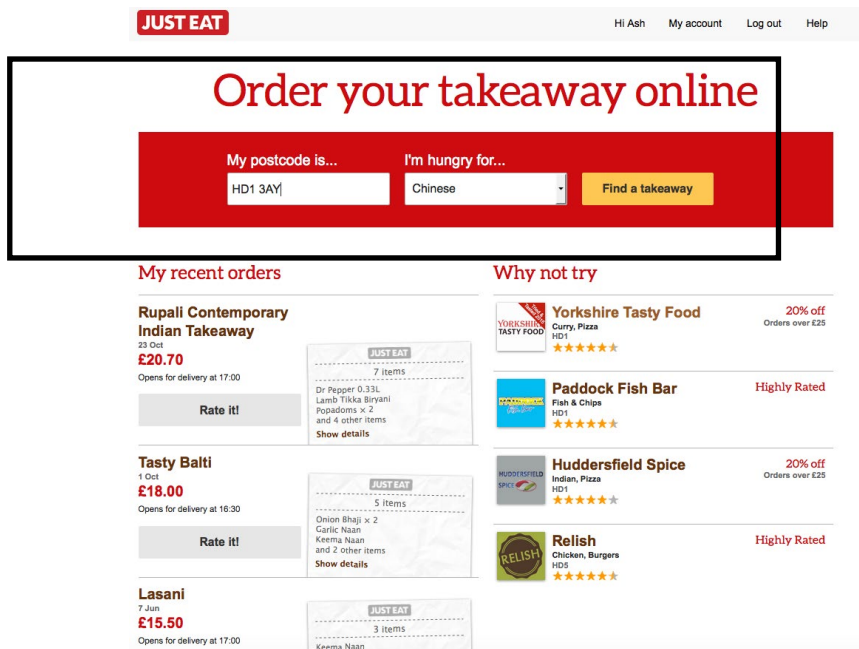
Free delivery.

To order vegetarian food.

To be able to navigate round the site quickly (not time consuming)

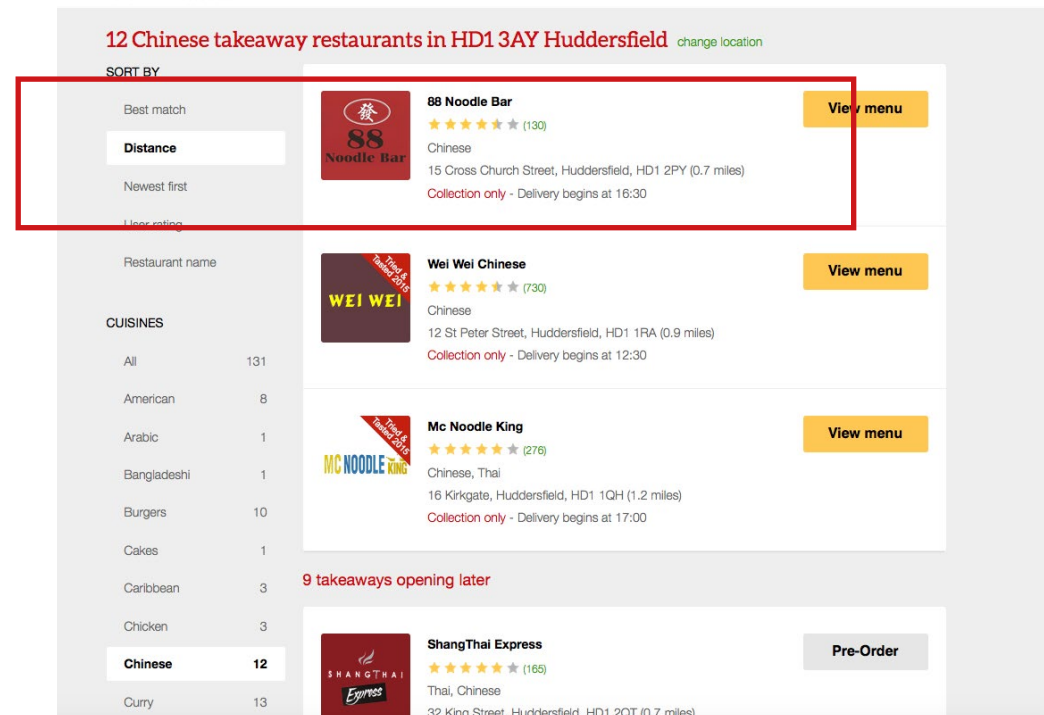
Grants Journey

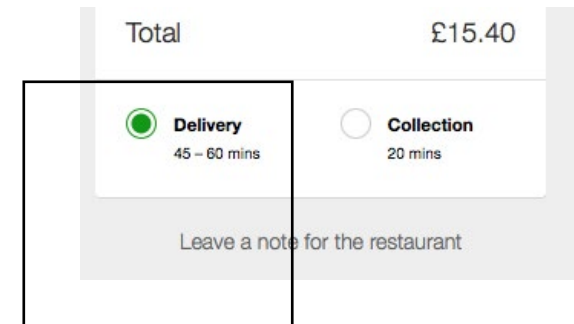
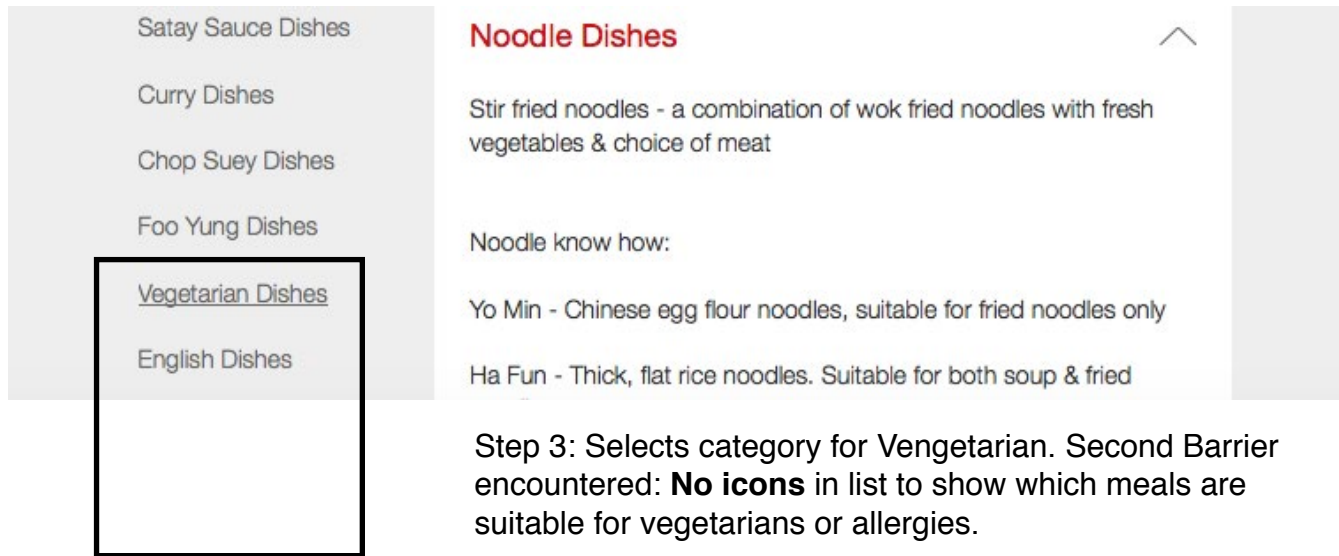
Find the nearest/best rated takeaway in the area of cuisine he wants. Find the vegetarian dishes on the best suggested takeaway. Order quickly.



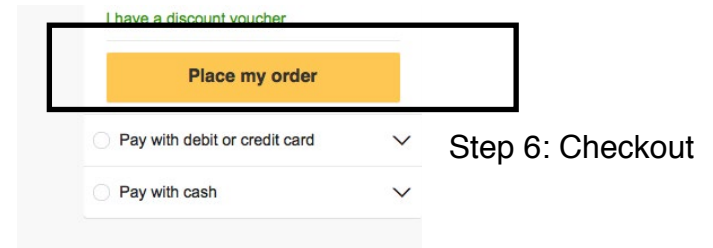
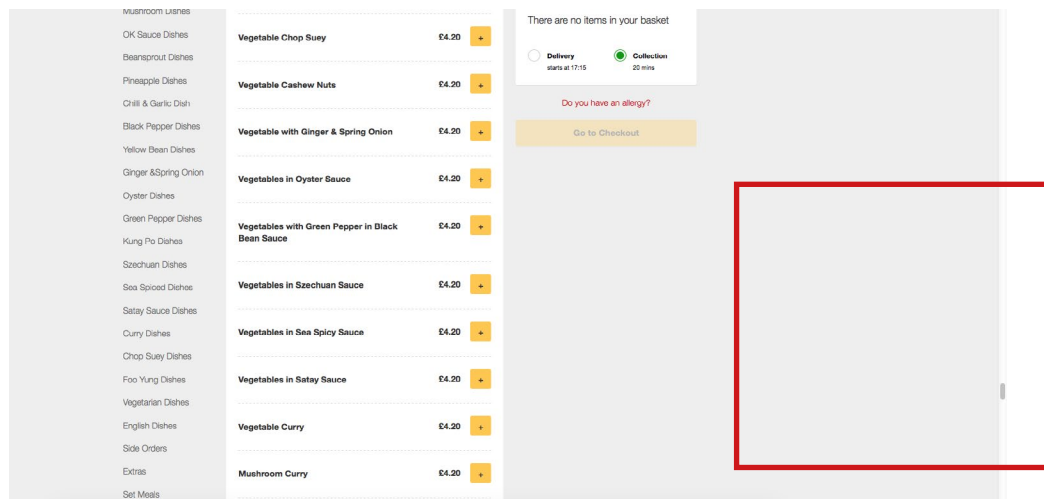
Step 1: Write postcode and cuisine selection. No barriers/Recent orders beneficial for power user.

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





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

<input checked="" type="checkbox"/>	Distance
<input checked="" type="checkbox"/>	Rating
<input type="checkbox"/>	Newest

2.

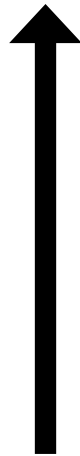
Barrier/ Hard to find vegetarian meals in list
Solution/ Include well known icons for special diets



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

CLOSED



OPEN