



Chomp burgers

Shraddha Swaroop Designs
www.shraddhaswaroop.com | shraddhaswaroop@gmail.com | Huntington Beach, California



Vision Statement

The purpose of On The Go Burgers' smart phone/device application is to offer a hot, tasty meal that train commuters can order on the train and pick up at the end of their commute. Customers can use the On The Go Burgers responsive website to order (and pay for) their meal from a desktop computer (at work) or a tablet or smart phone while on the train between peak evening travel hours. The primary user/customers are middle to high income commuters that range from the age of 32 to 55 years old with a smart phone/device.

The core features of the site include:

- Responsive design for desktop, tablet or smart phone devices
- Ability to view menu complete with photos of burgers, sides, desserts and drinks
- Ability to make selections, order and pay online

The business will generate revenue by selling its food both through the website ordering and payment app and by walk-up sales.



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Competitive Analysis

There are many gourmet food trucks that frequent the Orange County area to serve all types of clientele. Chomp Burgers is attempting to serve the train and bus commuters from Los Angeles to Orange County who arrive at the Anaheim MetroLink Station through its gourmet burger truck that will be stationed there.

This competitive analysis will focus on two types of gourmet burger restaurants that directly and indirectly compete with Chomp Burgers.

The first type of competitor are the gourmet burger food trucks that have a community, network and following because of their time serving the food community in northern Orange County.

The second are indirect competitors and include

well-known fast food restaurants and mom-and-pop burger joints that have roots in the community of Anaheim.

Chomp Burgers will not seek to compete with the well-known international chains or the entrenched mom-and-pop burger joints in Anaheim. Rather, it will seek to compete with the gourmet burger trucks in the area and capitalize on the after-work commuter market and provide them with a website with a menu that has both description of the choices paired with enticing photos of the option. In addition, Chomp Burgers seeks to be the sole option that allows commuters to order and pay for their food online and pick it up at the Anaheim MetroLink station where their cars are parked.



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Competitive Analysis: Direct Competitors



Burger Monster food truck www.burgermonster.net

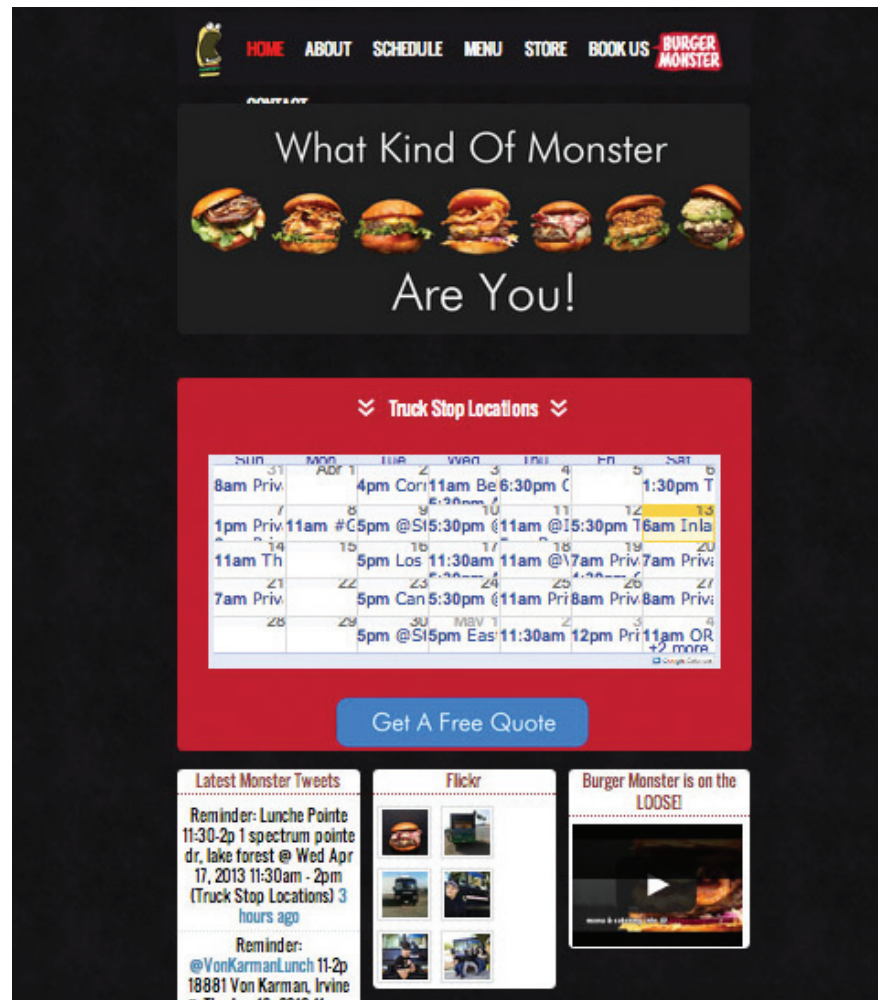
Burger Monster food truck serves primarily the Irvine lunchtime crowd but is in Anaheim the first Monday of every month. They have a strong following but don't offer a mechanism to order online.

Strengths:

- Web site has prominent display of their Twitter Flickr and YouTube feed.
- Gorgeous food shots of their burgers on a strong black background that works beautifully to set off their photography.
- Site works on desktop, IOS smart phone and tablet.
- Able to book for large events.

Weaknesses:

- Their website shows a menu but doesn't allow people to order and pay for their food online.





The Burnt Truck

www.burnttruck.com

The Burnt Truck is a food truck that focuses on sliders. They bill themselves as a gourmet food truck with a twish of simple comfort food. They began in the business without doing market research on their competitors. After a year of hard work and a failing business they did the research, bought another truck and changed their name.

Strengths:

- The Burnt Truck offers the same type of food that Chomp Burgers does. However, they focus on sliders.
- Provide a location schedule and menu online.
- Are on Yelp!, Facebook, Twitter and YouTube although none are displayed on their site.

Weaknesses:

- Site doesn't feature photographs and doesn't let you order online.

SCHEDULE 4/8 THROUGH 4/15

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
11:00-2:00PM Jessica	11:00-2:00PM Jessica	11:00-2:00PM Jessica	11:00-2:00PM Jessica	11:00-2:00PM Jessica	Morning Off	10:00-2:00PM Jessica
Private Event	Discovery 15261 Laguna Cyn Irvine	Pacifica 20-40 Pacifica Irvine	OC Fair 88 Fair Drive Costa Mesa	Hutton Center 6 Hutton Drive Santa Ana		Bark at the Park - OC Great Park OC Great Park Irvine
		11:00-2:00PM Padma		11:00-2:00PM Padma		
		Bella Terra 7755 Center Ave Huntington Beach		Fox Racing 16752 Armstrong Ave Irvine		
Night Off	5:00-8:00PM Jessica	5:30-8:30PM Jessica	5:30-8:30PM Jessica	5:00-9:00PM Jessica	3:00-5:00PM Jessica	5:00-8:00PM Jessica
	Cypress Village - Murano 100 Grand Canal Irvine	OC Fair After Dark 88 Fair Drive Costa Mesa	Sports Chalet 16242 Beach Blvd Huntington Beach	Oakridge Private School 19111 Villa Park Road Orange	Private Event	The Park at Spectrum 18000 Spectrum Irvine



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Sexy Burger food truck

www.facebook.com/MySexyBurger

Sexy Burger food truck uses sexiness - both their food and their cashier - to sell burgers. They are relatively new on the scene and their service and online presence reflect that.

Strengths:

- Tasty burgers served to you by sexy waitresses at a reasonable price.
- Their main clientele is the Irvine lunch crowd and they stay in that area serving the office complexes there
- Facebook page shows users where they will be a la Twitter.

Weaknesses:

- Lack of website so the user has no way of knowing what is on their menu.
- No ability to see pictures of their food or to order and/or pay online.

facebook Search for people, places and things Shra

SEXY BURGER Sexy Burger Community Page about Food truck Like Message

Sexy Burger... love at first bite. Twitter @SexyBurgerTruck Photos Likes

About - Suggest an Edit

Highlights

Post Photo / Video Write something...

Sexy Burger 16 hours ago near Placentia via mobile

FRI LAST MINUTE ADDITION!!
Late night craving?
Meet us at @PROOFBAR Santa Ana 11PM-2AM

Like - Comment - Share

3 people like this.

Bridget Bohall-hamilton i wishhhhhhhhh!!!!!!
16 hours ago · Like

Write a comment...

Sexy Burger Thursday near Fullerton via mobile

1 Friend Likes Sexy Burger

Recent Posts by Others on Sexy Burger

Manuel Ortega thanks for coming to my base today..
35 minutes ago

Shradha Swaroop Where can I find out about your menu?
2 hours ago

Viperz Edge where are you guys?
April 6 at 12:52pm

Vincent Herrera Just want to say....Home Wrecker is awes



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Interview Plan for User Personas



Interview Goals

Timeline

April 17, 2013 - assigned

April 21-22, 2013 - home visits

April 24, 2013 - data analysis, reporting due

Goals

Discover what kind of people would use the Chomp Burger web application, what their daily commute and dining habits are and any problems they could encounter. This responsive design web application allows users to view the menu, make their selections and order online so they can pick up their food at the gourmet truck parked in the same parking lot as their vehicle.

Things to observe:

- Internet habits of prospective customers
- Post-commute dining habits
- Would they purchase dinner from Chomp Burgers gourmet truck?

Respondent profile:

- Owns a computer or smart phone
- Internet skills range from intermediate to sophisticated
- Eats dinner out at least twice a month



Interview Structure, Continued

Methodology

The interviews will be conducted with three participants who have take the Metrolink train home to Orange County. It consists of visiting a participant at their home asking them questions related to their dining and commuting habits. This method is being used to learn participants's Internet, dining and commuting habits in the context of their lifestyles. Through observation of the environment and behavior, and through dialogue with the participant, issues, preferences, motivations and overall experiences will be discovered.

Participants:

Three participant were interviewed including a black woman in his late 30s, an Asian woman in her 20s and a white man in his 50s. The participants live in Orange County within about a 10 mile radius of the train station.

Project checklist:

When carrying out site visits, you will need the following materials:

- Clipboard with Interview Guide
- iPhone to tape the interview



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Interview Guide & Questions

Intro:

Thanks for meeting with me to let me interview you about your train commute and dining experiences for my school assignment. Our assignment is to imagine we are working for a company that is creating a new product or upgrading an existent one. My client is Chomp Burgers who are a gourmet burger truck who wants to expand their exposure to Orange County. But they've realized they don't know enough about their users to do that . My job is to interview their potential users and develop a series of customer/user profiles.

This interview should take no more than 20 minutes.

This interview is completely confidential so please be completely frank in your responses. Is it ok if I tape you?

You are the expert so everything you say is valued. I'm going to start off by asking you a few basic questions:



Interview Guide & Questions

Intro:

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This interview is completely confidential so please be completely frank in your responses. Is it ok if I tape you?

You are the expert so everything you say is valued. I'm going to start off by asking you a few basic questions:

What is your name?

What is your age and ethnic makeup?

Where do you live?

Who do you live with (if anyone)?

What do you do for a living?

Where do you pick up the train in Orange County?

Are you on the Internet daily? weekly? Never?

What is your comfort level?



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Interview Guide & Questions

warm-up:

How many times do you take the train to work or school?

What do you do on the way home?

What time do you usually arrive in Anaheim to make the short drive home?

What do you usually do for dinner on the days you take the train?

deep dive questions:

Do you pick up dinner on the way home?

How often?

Where do you go?

Do you enjoy the experience?

Is cost a factor? How important is it? Rank it on a scale of 1-5.

Is quality a factor? Rank it on a scale of 1-5.

Is convenience a factor? Rank it on a scale of 1-5.

How long are you willing to wait for your food?

Is anyone else involved in the decision?

retrospective:

Looking back on what we discussed, is there anything else I should know about how you make your food choices?

What would you say is most important to you?



Interview Guide & Questions

wrap up:

Summarize what you have learned during the interview

Highlight main concerns

Ask any outstanding questions

Answer any participant questions

Thank them sincerely for their time in the process.



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Personas

Health official: Tech Skill-Advanced

Name: Gloria Reginald

Age: 32 years old

Influence level: High

Occupation: Nursing administrator at

Vincent Medical Center in Los Angeles

Family: Married with two children and husband of 10 years.

Residence: Anaheim, California

Personality:

Gloria commutes daily for her shifts as an ER nurse. She is usually on the train at 7 am to make it to the hospital by 8 am when she starts her work day. She has a large family that tend to congregate at her home on the weekend. During the week she has the responsibility of getting dinner on the table for her husband, Joe, and two younger children, Nia and Tommy.

She uses web tools constantly for work and is on her iPhone checking Twitter, Facebook and Yelp! for reviews. She uses food trucks for their quality ingredients.

Goals:

Convenience: Often she goes home and cooks but would like an easy, tasty, non-fast food solution to the dinner dilemma.

Social Interaction: She is much more apt to use a service or product if her friends have liked it and vice versa.

Quality: She ranked quality above cost and convenience which she attributes to her interest in foodie and healthy lifestyle.



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Personas

Consultant: Tech Skill-Intermediate

Name: Elton Ivey

Age: 48 years old

Influence level: High

Occupation: CIO, Consultant

Family: Single man living with his partner

Residence: Garden Grove, California

Personality:

Elton commutes on the train daily for his work at a Chief Intelligence Officer for various Fortune 500 companies over the past 12 years. He takes the train into downtown Los Angeles and takes a short walk to work. He is on his Blackberry all day and uses it to relax on Facebook, Twitter and YouTube.

He uses web tools constantly for work but avoids it on the weekends. He is also a foodie that is too busy to cook.

Goals:

Schedule: Often his day is so long that the last thing he wants to do after he arrives in Anaheim is cook. So he picks up something to eat on the way home for both himself and his partner who works locally.

Convenience: He ranked convenience above cost and quality but would wait a little longer for a quality hamburger than he would at McDonald's.



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Personas

Graphic Designer: Tech Skill-Master

Name: Mega Sugianto

Age: 22 years old

Influence level: Intermediate

Occupation: Recent grad. This is her first job as graphic designer with a firm

in Buena Park.

Family: Single and living with her parents and sister.

Residence: San Clemente, California

Personality:

Sangeeta commutes daily for her shifts as graphic designer. She just graduated from the Art Center in Pasadena and has been plugged into the Internet ever since she can remember. She is constantly on her iPhone on the web, Twitter and Facebook to keep up with what her friends are doing.

She has found many gourmet food trucks and their schedules on Twitter on this app she found for this purpose. She has tried Kogi, Coolhaus and the Lime Truck. She enjoys the food and the party atmosphere a food truck provides.

Goals:

Cost: Since she just started a new job and is looking to move out of her parents home cost is the highest criteria for her.

Social Interaction: She likes sharing her food finds on Foursquare and Facebook with her friends.

Experience: The idea of being able to order and pay for dinner online is appealing as long as it works on both the computer and food truck end.

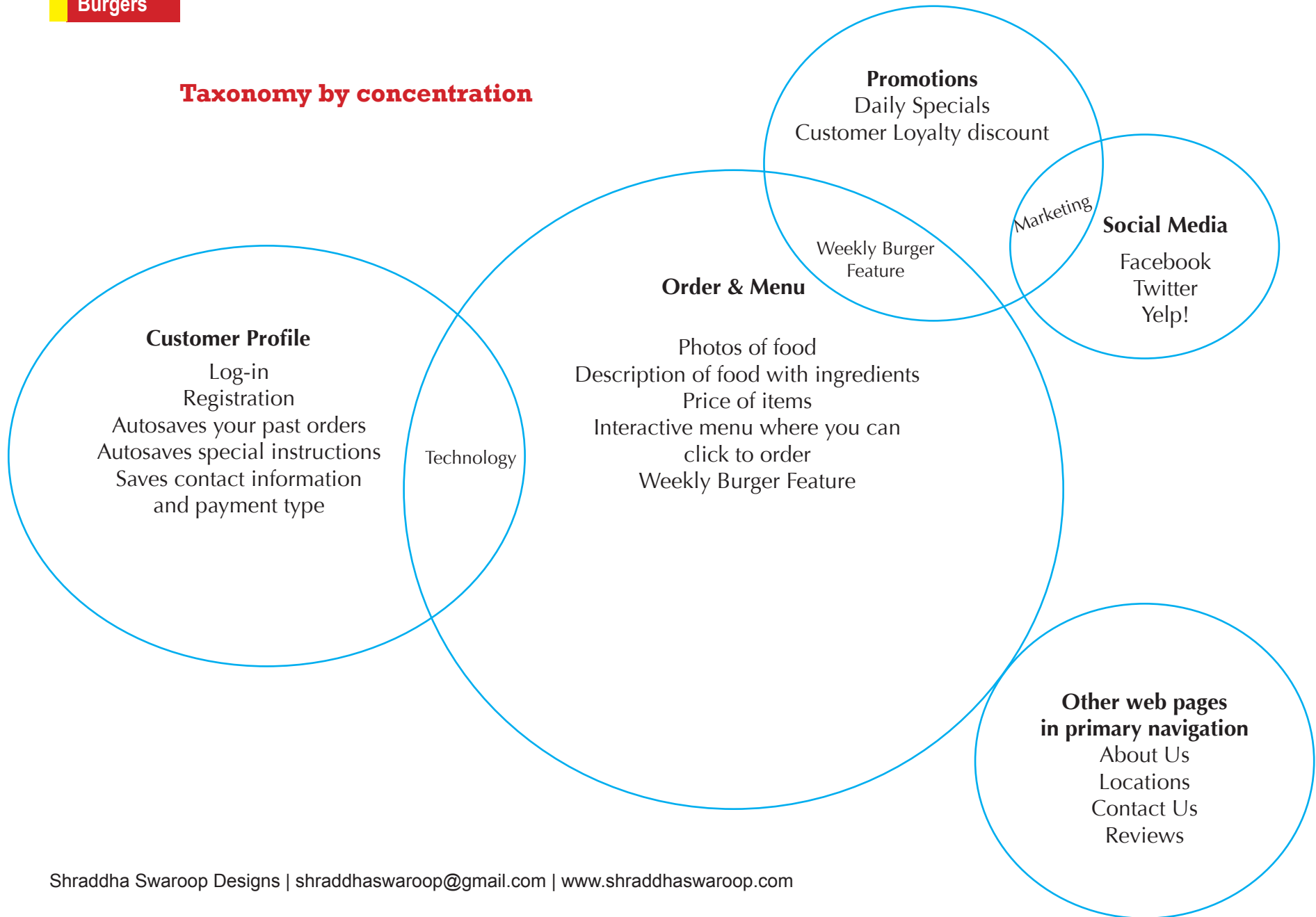


Taxonomy

Technology	Payment/Checkout	Menu	Burger ingredients	Customer profile	Social Media	Ratings	Location	Order process	Web pages
Reliable Internet Connection	Ability to pay with PayPal or Square	Picture of menu & ingredients	Cheese: Pepperjack, cheddar etc	Customer should be able to order his usual based on past orders	Twitter feed	Zagat ratings	List view of trucks	Order length time	Home page
Truck/cooks should be able to view pending online orders	Order form & payment	Menu with photos	Bread options	Special notes section for food preference	Reviews on top-rated burgers by customer	Order review	Map view of trucks	Pick up time	Home page
Truck should be able to log in to the system	Autosave on CC information	Image heavy website of food and drinks	Burger options: chicken, beef, seafood	Special instructions	Link to Yelp!	Food review by customers on site	Monthly calendar of truck's locations	Place in "line" indicator	Slideshow header with images of food truck and food
	Tipping	Menu with high resolution pictures	Sauce options	registration	Twitter handle		Sort by closest available time	What is there is a backlog and it's not quick?	About page
	Credit card save option	Photos of food	Preparation options: rare, medium rare, medium, well, well done	Auto-save: Location, email, name	Facebook feed		Eta of train, time when order is ready	Call back when order is ready	Contact page
	Tipping option	Image heavy website of food and drinks	Option of adding or removing ingredients	Profile/Account login	Yelp review		tell me if train/truck is on time	Call phone number button on site so customer has 1-click capability to call.	About page
	Payment options	Large pictures of burgers. High resolution professional shots	Ability to omit items	Login			location with Google map	Order completed confirmation: Thanks :-)	Subscription button: option to keep customers informed about promotions/offers/changes to menu
	Sticky contact and cc information	Price of items	Topping preferences with check boxes	Login			Map: calculation on distance and time	Confirmation email	About Chomp page
	Easy checkout and pay platform	Interactive menu (click to order)	Weekly burger feature	Login capability			a schedule, route and destination of food truck	Order confirmation and receipt screen	
	Choose payment method	Food menu with descriptions	Daily Specials	User login				Order confirmation	
	Payment methods: Credit card, debit card, pay pal	Food descriptions	Drinks: soft drinks, lemonade, water	Login option				Pre-order food days in advance	
	shopping cart	Menu	Extras: lettuce, tomatoes, jalapenos	User profile				Choose to get food to go or eat	



Taxonomy by concentration

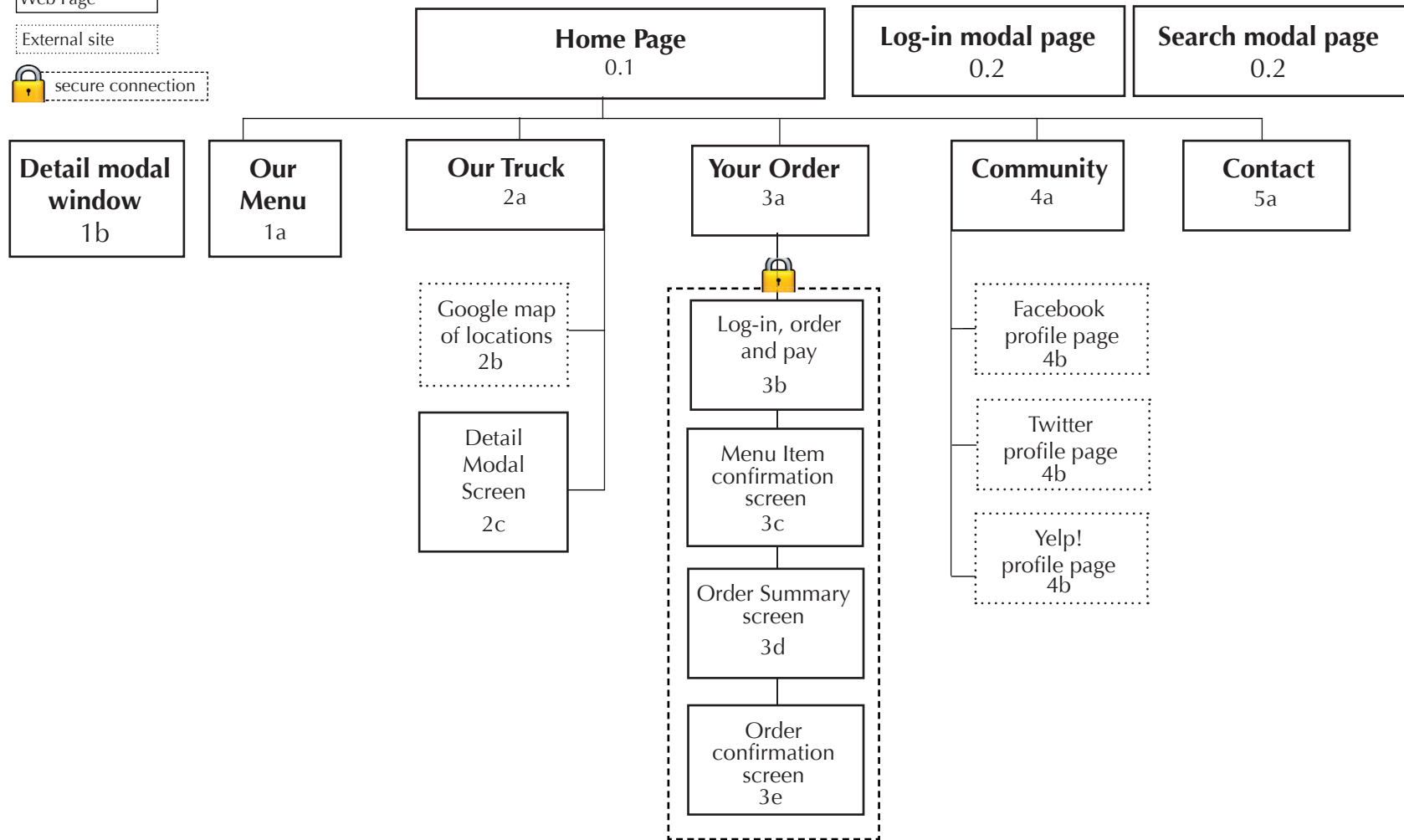




Site Map

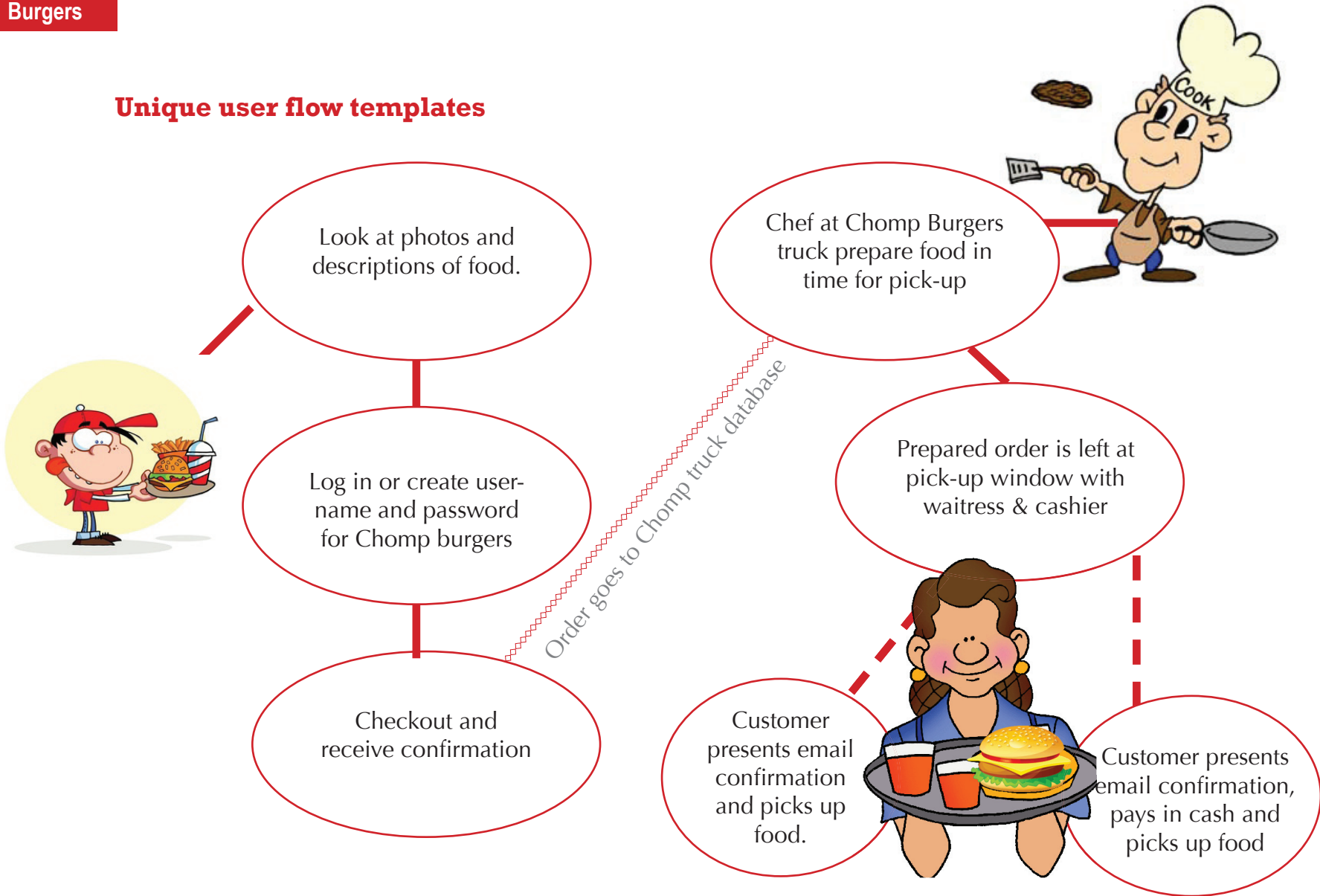
LEGEND

- Web Page
- External site
- secure connection





Unique user flow templates





Template Definitions

Level 0

0.1 This is the promotional landing page for all users whether they have a log in account or not. This page features a log-in field, marketing material, a call to action and a footer

0.2 This is the pop-up screen that allows a user to log-in to access their account information and to order and pay for their food choices.

Level 1

1a This is a page from the primary navigation that shows the food choices including burgers, sides orders, drinks and desserts. This page also includes descriptions, photographs, nutrition information and the ordering mechanism including areas to specify quantity. If a user want to order food he must log in at this point to do so.

1b. Secure log-in screen where a user can use established credential or create a username and password for this and subsequent orders. This process includes getting the users contact information (name, phone number, email address), payment information (credit card type - American Express, Visa, Mastercard or Discover, credit card number, expiration date and security code), time of arrival and location.

1c Summary message shows the user what they ordered, amount charged, credit card charged, location of pick up and time of pickup. A pop-up screen shows the confirmation number and place in Rapid Pick Up line. An email with identical information is sent to the user. They will need to show the code to the person at the Rapid Pickup line to get their order.

Level 2

2a. Locations: This another page that the user can access from the primary navigation of the application. It shows a weekly Calendar schedule of the truck including lunchtime destinations and duration. This page also includes maps of exact location of the truck at the train station along with links to Google Map and links to the train station map

2b. Link to external Google Maps application and the Metrolink website for the particular station the truck is parked at.

Level 3

3a The page details promotions and deals for faithful customers. Customers are alerted by email.



Level 4

4a. This page is dedicated to reviews from our customers on the site as well as links to our Facebook, Twitter and Yelp! pages. This page can also be reached from the primary navigation.

4b. Facebook: Link to external Facebook site for customers who want to like us and join the community.

4b. Twitter. Link to external Twitter site for customers who want to like us and join the community.

4e. Yelp! Link to external Yelp! site for customers who want to like us and join the community.

Level 5

5a. This page is dedicated to contacting Chomp Burgers for inquiries or ques-

tions via email form, link to email us and our tappable phone number that will automatically call using a smart phone.



Feature Value Matrix

Feature	Description
ONLINE ORDER PROCESS	
Logging in	The log-in & ordering process should be quick & seamless
Customer Profile	The Customer profile should remember their most recent orders, special instructions, contact and payment information so the user doesn't have to input it more than once.
PICKUP AT TRUCK	
Dedicated line	No money exchanges hands here. This Rapid Pickup line is for people who have ordered and paid online. They just show their confirmation and pick up their food. No waiting.
LOCATION	
Weekly Calendar	Locations at lunchtime and by the day of the week.
Location notifications	If the truck is nearby you get a text using the gps function on your phone
PROMOTIONS & DEALS	
Weekly discounts	Discounts are listed on the About Us page and texted to customers



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1-hard to 3-easy	1-hard to 3-easy	1-hard to 3-easy	1-hard to 3-easy	Higher is better!	
Front End LOE	Dev/Tech LOE	User Value	Business Value	Score	Phase
3	3	3	3	12	1
3	3	3	2	11	1
3	3	3	1	10	1
3	3	3	3	12	2
3	1	3	3	10	2
2	3	3	3	11	3



Wireframes for Chomp Burgers

The technology for the Chomp Burgers experience is built on a responsive site. You can view it on desktop, tablet and smart phone. So I will show you the wires for all three experiences starting with the desktop experience.



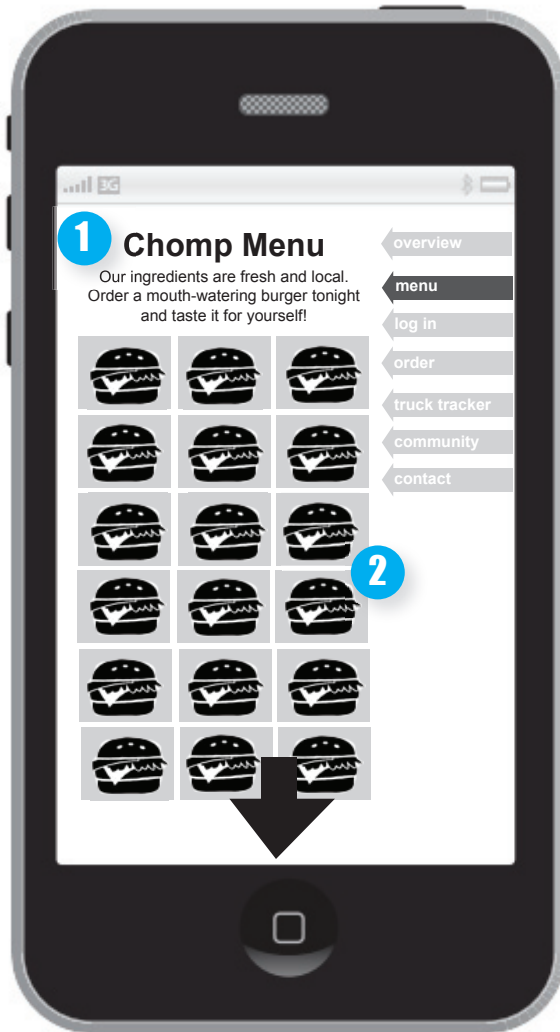


0.1 Home Page

SPECIFICATIONS

Home page: This is the homepage of the Chomp burgers responsive AJAX website. Because most of the users will probably be on their smart phone all the wires are shown in a mobile template.

- 1) The header includes a tappable link to the Twitter page which will bring the user to the Chomp burgers twitter page at www.twitter.com/chomp
- 2) A tappable phone number for smart phones which when touched will bring up the phone screen of the iPhone, Android or Blackberry with the number of Chomp already visible on the screen. All the users will have to do is tap the CALL button to place a call to the Chomp burger truck.
- 3) The Main navigation is vertical and in a fixed position on the upper right side of every page. It includes anchor links to: overview, menu, log in, order, our truck, community and contact page. This navigation remains in the same place on every page. If the user is on the Overview page and wants to log in, he/she taps the gray order box and that slides down to the Log in page so the user can perform that action. The page they are on get the yellow box and arrow.
- 4) A collage made up food served at Chomp Burger serves as the dominant element.
- 5) The site is one long web page divided into sections which are the pages. The arrow tells the user that there is more to view. If the user taps the arrow, the page slides down to the next page ready to view. In this case it is the Menu page.

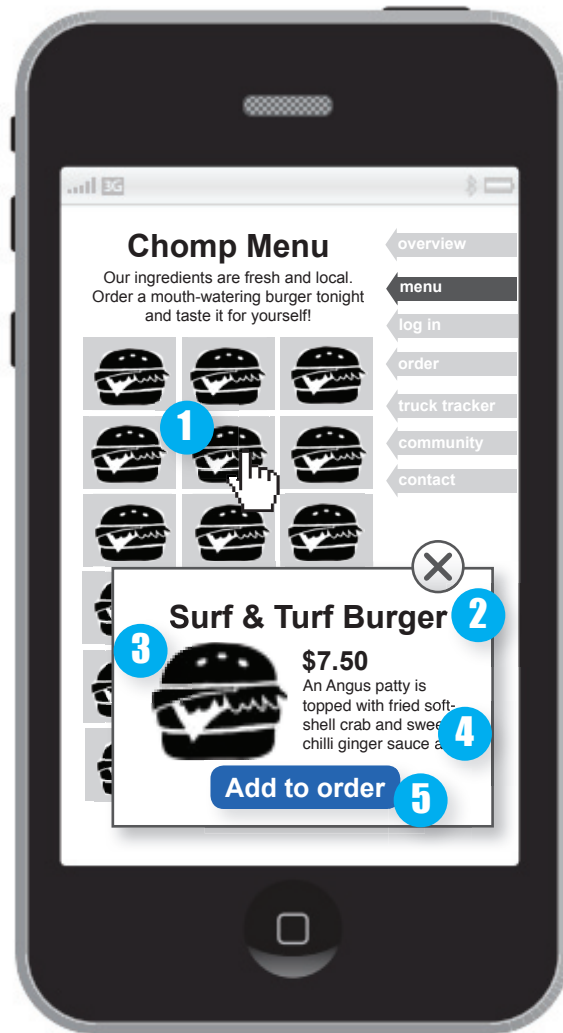


3a Our Menu

SPECIFICATIONS

Menu page: This page shows the various food options that customers have to order.

- 1) The header of the page is in Chomp red with a reverse shadow on a black background at 14 to 16 pixels. Explainer text of what the user is about to view is located just below the header.
- 2) Tight grid of of photographs of all our menu items from burgers to sides to dessert to drinks. The photo grid features squares that are 30 pixels by 30 pixels in height and width. There is a 1 pica gutter on the right, left, bottom and top of each photo.

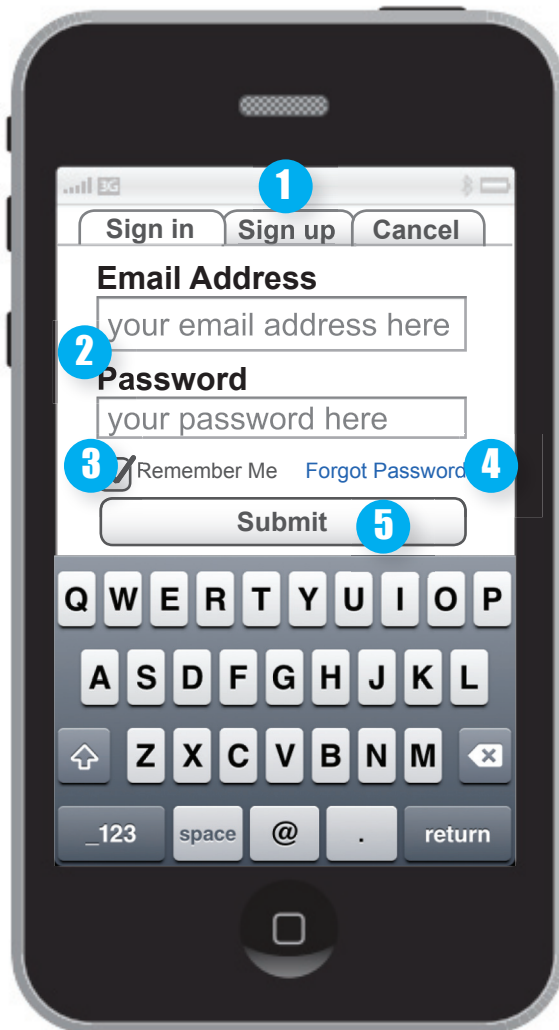


3b. Food detail Modal Window

SPECIFICATIONS

Food Detail Modal Window: This screen allows the user to click on one of the photographs of burgers, sides, drinks in the menu for detail information about the menu item.

- 1) The user taps on the picture of the menu item of interest to launch a pop-up screen with detailed information about the menu option.
- 2) Modal Window: Screen is white and about 300 pixels wide. It include a button to close the window, title of menu item, photo of menu item, price of menu item, description of menu item and button to order.
- 3) Photo of menu item is 90 pixels by 90 pixels. There is no border on it.
- 4) Title of Menu item is Helvetica Bold, 12-14 pixels, centered in black on white background. The price is in Helvetica bold at 10 pixels with a color of black. The description is in Helvetica Regular at 9-10 pixels.
- 5) The action button will have text that says Add to Order. Like all action buttons on this site, it is in Chomp Red with rounded corners. It links to the Order page and adds this menu item there.

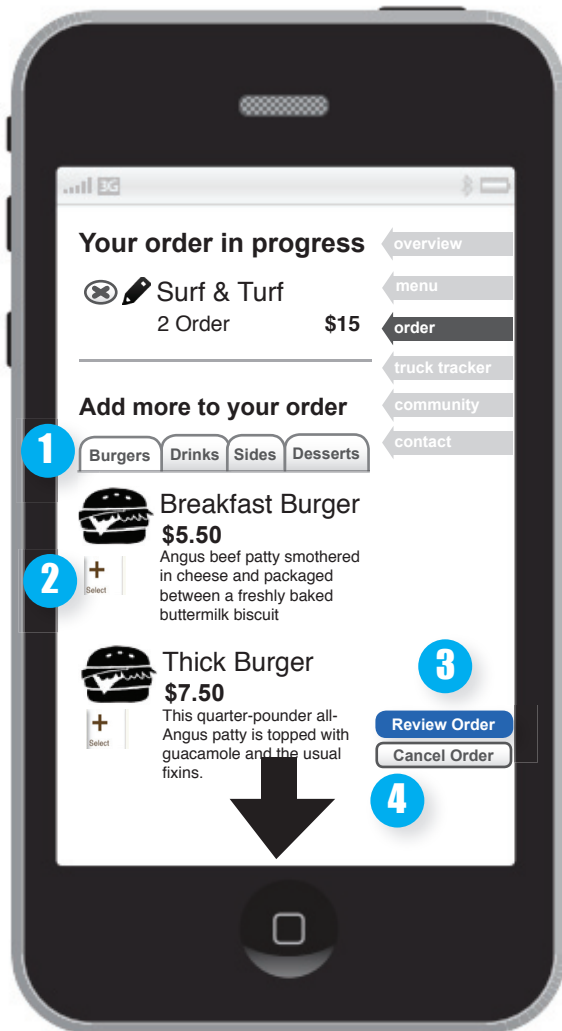


0.2 Sign In Modal Screen

SPECIFICATIONS

Log-in modal window: This page allows the customer to log in using his/her email address and password. Because this is a modal window the fixed navigation is not shown.

- 1) The tabs at the top of the Log-in screen allows the user to pick whether to Sign In, Sign Up or Cancel out of this modal screen. The default is Sign In. The one selected has a white background while the others have a gray background. Spec: Helvetica: 12px, Regular with rounded corners
- 2) The Email Address and Password area white boxes with gray border. The labels are 14px, Helvetica bold and the type inside of the fields are 12px Helvetica Light, 60% black.
- 3) The Remember Me checkbox allows the user to save the information for the next time they log in. It should remember the device they are using today. The Remember Me type is 10px, Helvetica in 80% black.
- 4) Forgot Password link goes to form that allows the user to reset the password.
- 5) Submit button sends the user's information to database and allows the user to order and pay for his menu selections.



3A Order Page

SPECIFICATIONS

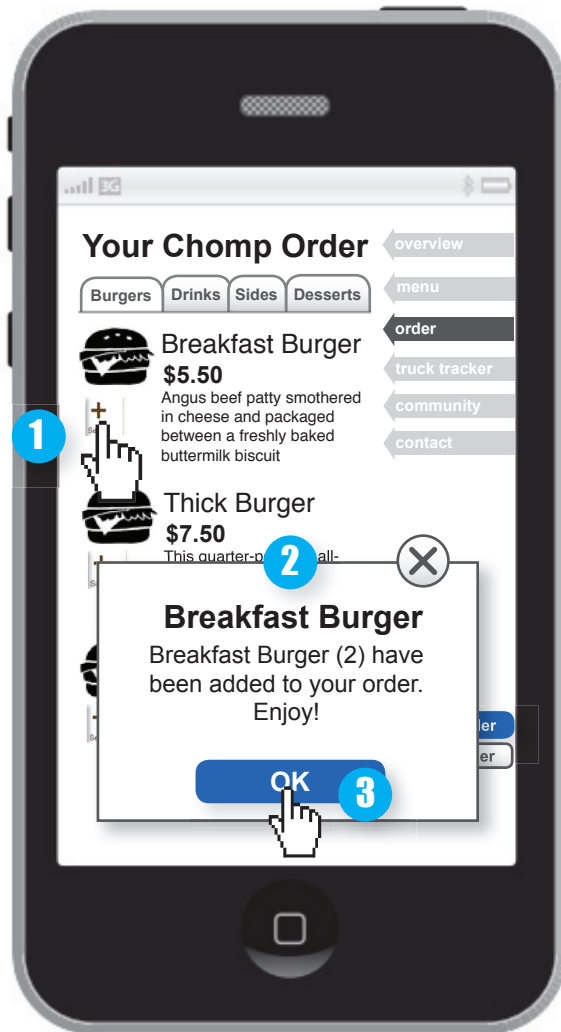
Order page: This page shows what the user sees when he is ready to begin placing his order. .

1) A set of four tabs at the top of the page tells the user what section of the menu they are in. The highlighted tab (the one with the white background) is the area they are in. The grayed-out tabs are elsewhere on the page. If the user clicks on a unselected tab, he selects it and the browser displays that area of the page.

2) The Plus Button with the text “Select” under it is what the user should tap if he wants to add that item to his order. Once this is tapped a modal window will pop up making sure the user meant to tap it.

3) “Review Order” action button takes the user to the Check-out Screen.

4) “Cancel” secondary action button takes the user out of the Order Screen.



3c. Order Confirmation Modal Screen

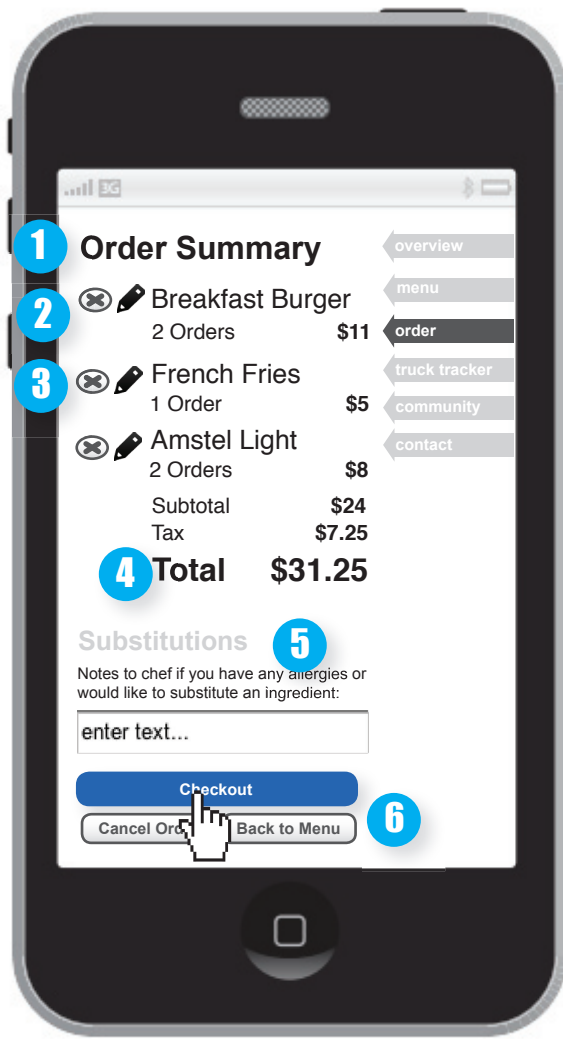
SPECIFICATIONS

Order Confirmation Modal Window: This screen allows the user to select a Menu item and then confirm it. It will then be added to his order.

1) The user taps on the Plus Icon with Select wording on it. The icon has a gray exterior, with straight sides and has 16 px plus sign in Helvetica Light. The words “Select” is in 12 px Helvetica Light.

2) Modal Window: Screen is white and about 300 pixels wide. It includes the name of the item they chose in header type, a description of their order in summary text. The window also has a large X to cancel out and an OK button to confirm the order. The number of times the user taps the button equals the quantity he wants.

3) The “OK” button adds this order to the user’s checkout summary. The window disappears upon the user tapping the OK button.



3d. Order Confirmation Modal Screen

SPECIFICATIONS

Order Summary page: This page allows the user to review his order and amend it before hitting the checkout button.

1) The Order Summary page shows the user what they ordered, quantity, price and the ability to delete or modify the order as needed.

2) The X inside the circle allows the user to delete this part of the order. It should have a label that says “Delete” upon hover in Desktop and standing label for tablet/smart phone users.

3) The Pencil icon allows the user to modify or edit their order. It should have a label that says “Modify” upon hover in Desktop and standing label for tablet/smart phone users.

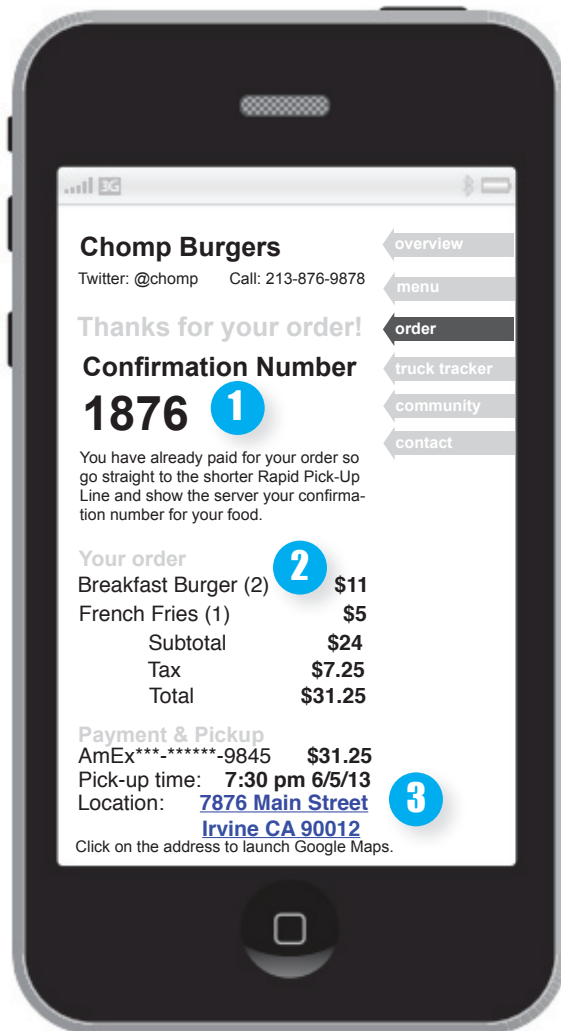
4) This area shows the cost of the order broken down by subtotal, tax and total.

5) This area allows the user to make notes to the chef for allergies and substitutions. There is a 240 character limit to this text area.

6) The blue action button allows the user to “Checkout” and the smaller gray buttons allow the user Cancel or Go Back to Menu.



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1e. Order Confirmation Modal Screen

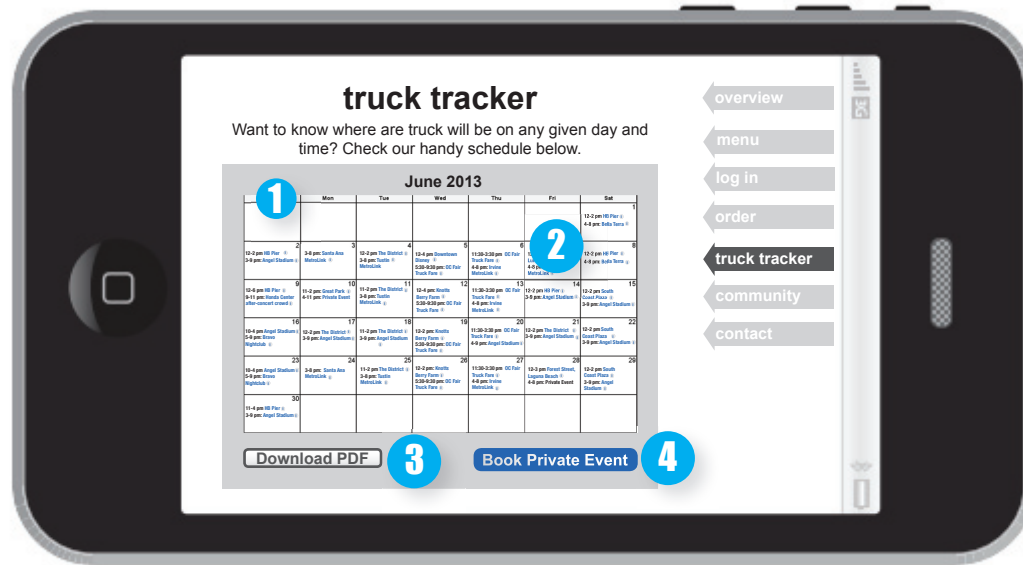
SPECIFICATIONS

Order Confirmation screen: This screen gives the user his Confirmation Number, his order summary, how he paid and what his pick up time and date are. This information is also emailed to the account on the user profile. The Confirmation number, order summary and payment and pick-up time are also texted to the mobile phone number on the user profile.

- 1) This section gives the customer his/her confirmation number and confirms whether he/she is eligible for the Rapid Pick-Up Line.
- 2) This section confirms order details including cost by item, subtotal, tax and total.
- 3) The last part of the email confirms the card the customer paid with and the amount paid. It also includes the pick-up time and location for the order. When the user taps on the pick-up address it launches Google Maps to pinpoint exactly where the truck will be waiting.



Chomp Burgers



2a Truck Tracker Page

SPECIFICATIONS

Truck Tracker page: This page shows the schedule that the truck is following so that users know if it will be near them.

1) The calendar is a pdf document with links laid on top of it. It should show the truck's schedule should show where the truck will be a month at a glance.

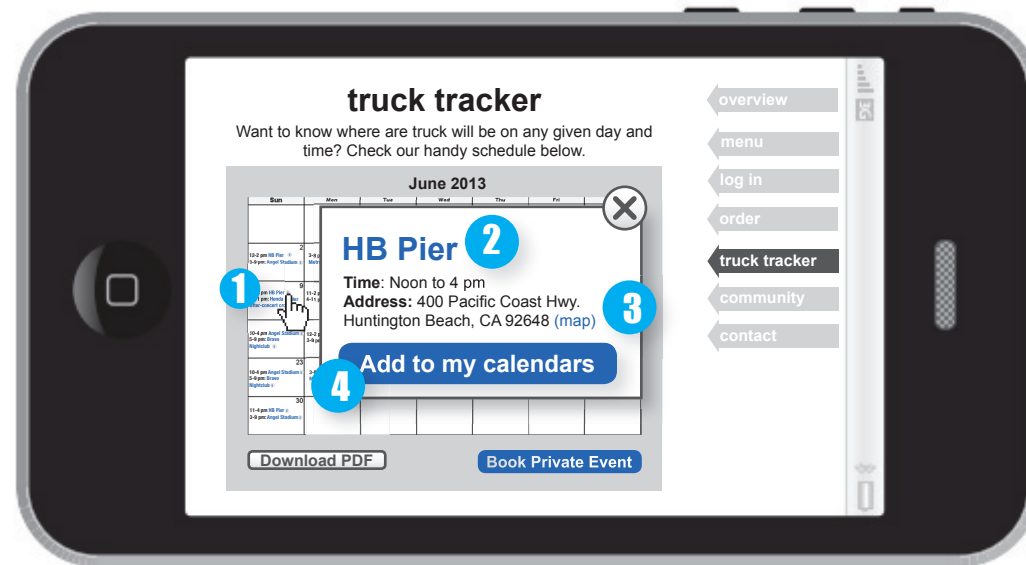
2) Schedule links:

* Each venue is a hyperlink that will open up the Google Maps

* The information button activates a pop-up button that shows details about the truck stop, time, location.

3) Clicking "Download PDF" button should download pdf to their device

4) Clicking the "Book Private Event" opens up a page with a form to get information about booking an event



2C: Truck Stop Detail Modal Screen

SPECIFICATIONS

Truck Stop Detail Modal Screen: This modal window appears when the users clicks the information icon on the schedule page.

1) The user must click on the information icon next to the name of the stop to display the modal screen with more details on it.

2) The name of the venue is about 12px and is a hyper-link to the venue.

3) The body of the detail screen includes the time the truck will be there and the address of the venue. At the end of the Address information there is a link that says "Map". This opens up the venue on Google Maps or the smart phone's map function

4) Clicking the "Add to My Calendars" add the event to the users calendars



4a. Community Page

SPECIFICATIONS

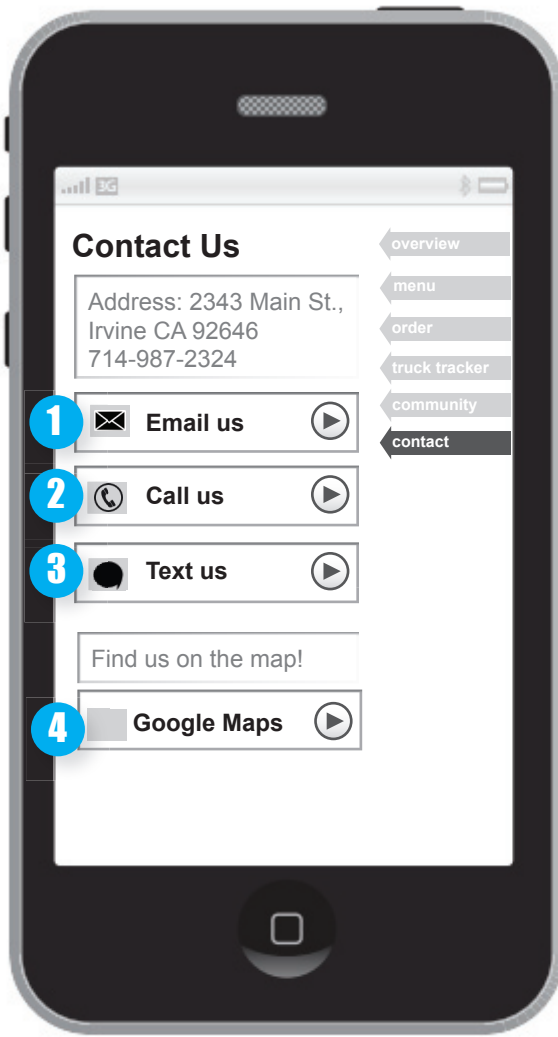
Our Community page: This page allows the user to interact with the online community that Chomp burgers has set up on Facebook, Twitter and Flickr.

1) **Facebook:** This area shows the latest posts on Facebook whether by Chomp burgers or customers. The “Share on Facebook” link allows user to go to the external Facebook, like the page and become part of the community. Friends of the Facebook page get promotions and discounts straight to their feed.

2) **Twitter:** This area shows the latest tweets whether by Chomp burgers or customers. The “Share on Twitter” link allows user to go to the external Twitter page and become part of the community. Followers on Twitters get promotions and discounts straight to their feed.

3) **Flickr:** This area shows the latest Flickr photographs whether by Chomp burgers or customers. The “Share on Flickr” link allows user to go to the external Flickr page and become part of the community.

All users of the Chomp burgers site can flip through the pictures on the feed on the site’s feed.



5a. Contact Us Page

SPECIFICATIONS

Our Community page: This page allows the user to interact with the online community that Chomp burgers has set up on Facebook, Twitter and Flickr.

- 1) **Email:** Clicking the arrow launches the users email and allows the user to send an email to Chomp burgers.
- 2) **Phone:** Clicking the arrow launches the users phone client and allows the user to call Chomp burgers if that capability is open to the user
- 3) **Text:** Clicking the arrow launches the users phone client and allows the user to text Chomp burgers if that capability is open to the user
- 4) **Maps:** Clicking the arrow launches the users map client on the device he is using and allows the user to map the exact location of the Chomp burgers truck.



Chomp
Burgers

Usability test: Objectives and Logistics

Questions to be answered during the usability test:

Is The Participant able to choose and order what he/she likes?

Is the payment process simple, easy-to-use and user-friendly regardless of age or Internet experience?

Is it a pleasant and desirable experience?

Research and Testing Objectives:

Tests The Participants ability to perform common tasks on the website;

Use participants from different genders, ages, financial backgrounds, ethnic makeup and Internet savvy to avoid bias;

Listen to dialogue about each success or failure and implement where possible;

Record (audio taping and written survey) each Participant's view of the brand after testing.

Testing Logistics:

Tests were done in The Participants' homes;

Paper prototypes were used on most sessions;

An audio recording of each session was done on The Moderator's iPhone with the permission of The Participant.

Participant profile:

Friends and family were selected;

Each participant owned a smart phone and computer;

Mix of ages, genders, Internet experience, financial and ethnic backgrounds;

Ages 17 to 83;

Each participant goes out to dinner at least once a week



Usability test findings

Truck Tracker

Upon seeing the home screen, the first thing that all of the participants wanted to do is to find out where the truck is at the time they opened up the application.

All the participants appreciated having a visual grid that showed where the truck was located but was worried that it looked small but when I told them they could magnify it on their phone their concerns dissolved

One participant commented on the ease up being able to pull up the Google Map function on her phone to show exactly how to navigate to find the truck.

All of the users commented that they liked the detail page that popped up if you clicked the info icon. These same users enjoyed the ability to pop the information into their calendars and being able to link to the maps from this modal screen.

Ordering from the menu

The participants liked the options on the opening

order screen. However, after they picked a burger, viewed the modal screen and added it to their order they expected to see a screen indicated their order in progress instead of the full menu without any indication of their order.

One user said ideally her order should be on top with the the rest of the menu just moved down the screen.

Two users tested said they wished they had the address where they could pick up the food on the confirmation screen.

Paying for the food they ordered

All of the subjects thought most of the log-in and ordering process was simple and pleasant. But 1 of the 5 were confused by the text box in the Special Needs section of the Order Summary page. They skipped over the explainer text and were baffled by what to do in this space. Once they figured it out they liked the capability.



Usability test: Recommendations

Readability: Increase the size of type size in the ordering and truck tracker area so older users could see it easily. The test participant said although he could see it, the process would be a lot easier if the point size was larger or heavier.

Special Needs Section: Clarify what the text area in the Special Needs is for in larger type that can be easily scanned. The users skipped over this text and then were confused about what was expected of them. This diminished their pleasure with the experience of Chomp burgers.

Order In Progress: Several users commented that after they selected a burger and clicked the ADD TO ORDER button, they expected the next screen to show them what they just ordered. Instead the next screen showed more options they could add. Some suggested adding a Order in Progress section above the menu options to confirm their order for them. The remaining menu items could come below with a label saying “Want to order more?” over it to prompt the user to add more to his cart.

Two users said they wished the Confirmation screen would include the address of the pick-up location which would open up in Google Maps so that navigation to the site of the truck would be easier.