Prototyping and Heuristic Evaluation

Group: Open Menu

Evaluation by Michael Grinich

Positive feedback

1. **Images.** Heavy use of images is extremely useful for selling food. Started making me hungry… [Learnability]

2. **Detailed descriptions** on the entrees add to the flavor described by the photos. Good for easily added accessibility (for blind customers). [Learnability]

3. **Sections** for food makes browsing each category faster. Most people choose one item from each category (appetizer/entrée/drink/etc.) [Speed/efficiency]

4. **Search filters** allow individuals with dietary restrictions to limit the menu to their options. [Speed/efficiency]

5. **Paying** on the device allows the customer to order and leave quicker. [Speed/efficiency]

Critical feedback

1. **Splash page text**. "Touch to Start" But touch where? Perhaps change to "Touch Anywhere to Start." [Efficiency]

2. **Bottom bar** really acts as top-level navigation mode, although it's not accentuated as such. Visually, it seems to be part of the menu. [Visual consistency/standards]

3. **Scrolling** is unclear because all 8 items fit perfectly on the screen. (There is no indicator that other items exist further down.) [Learnability]

4. **Tabs hover state**. On nearly all touchscreens, it is not possible to detect a hover. [Match real world]

5. **Menu item hover state**. See #4. Same for menu items. Clicking the menu items actually does nothing, though. This is very confusing. [match real

world]

6. **Menu item state**. No current menu mode is shown via the buttons at the bottom. The highlighting of tabs shows the active selection. Something similar should be true for the menu. [Visibility of system status]

7. **Menu text is too long or unnecessary**. In many places, the buttons cover the end of the text. Pepsi probably doesn't need a 21-word description… Similarly for milk, coke, Sprite, etc. Longer text makes sense on entrees however, so the UI should somehow adapt to this. [Aesthetic/minimalist]

8. **Menu item price**. Sometimes these have one decimal figure ($6.5) and other times two ($5.99). [Consistency]

9. **Menu item buttons "pressed" state**. The buttons don't have a highlighted or pressed state, even though they have a glossy "popped" look. [Consistency/visibility]

10. **Compare bubble** doesn't highlight when clicked [visibility of system status]

11. **Compare identical items**. The compare list doesn't de-duplicate items. One can add it multiple times. [Erroneous state]

12. **Function of compare list** is unclear and ambiguous. It doesn't appear that the compare screen adds any more information than what's available on the regular menu. [Learnability]

13. **Add-to-order** doesn't have any feedback other than a temporary modal "popup". After the popup fades, no state on the screen has changed. Perhaps add a total item number in parenthesis to "View Your Order." [Visibility of system status]

14. **"Add to order" doesn't actually place order.** Ordering is a two step-process, but the UI makes it seem that the button immediately orders the item. [Learnability]

15. **Multiple or change quantity.** Unclear how you can order more than one of a thing. [Learnability]

16. **Item details clutter "Current Order" screen.** Don't need the sentences about Pepsi, lemonade, etc. [minimalist design]

17. **Total price is not calculated in order review menu**. This is certainly information needed when reviewing an order. [Safety]

18. **Payment buttons red/green**. Why these stop/go color choices? Colors have different meanings; buttons have different actions, but similar results. No need for them to be so drastic different colors. (or different at all) [Consistency]

19. **Tip calculator doesn't work.** Instead of having the user type a percentage, I suggest replacing it with 2-3 buttons. 15%, 18%, 20% (also showing calculated amounts) [learnability/speed]

20. **Prices should be right aligned with total**. Visual consistency. [Visual chunking]

E La Carte

You folks should also check out the startup E La Carte, which is building a commercial version of what you prototyped. I believe they are running a pilot at the Asgard in Central Square, as well as Uno's in Harvard Square. They have custom hardware that supports a card-reader, interactive menu, games, etc.

http://elacarte.com/

(As a disclosure, I am friends with the founder and was part of the early development team.)