

Covert Observation

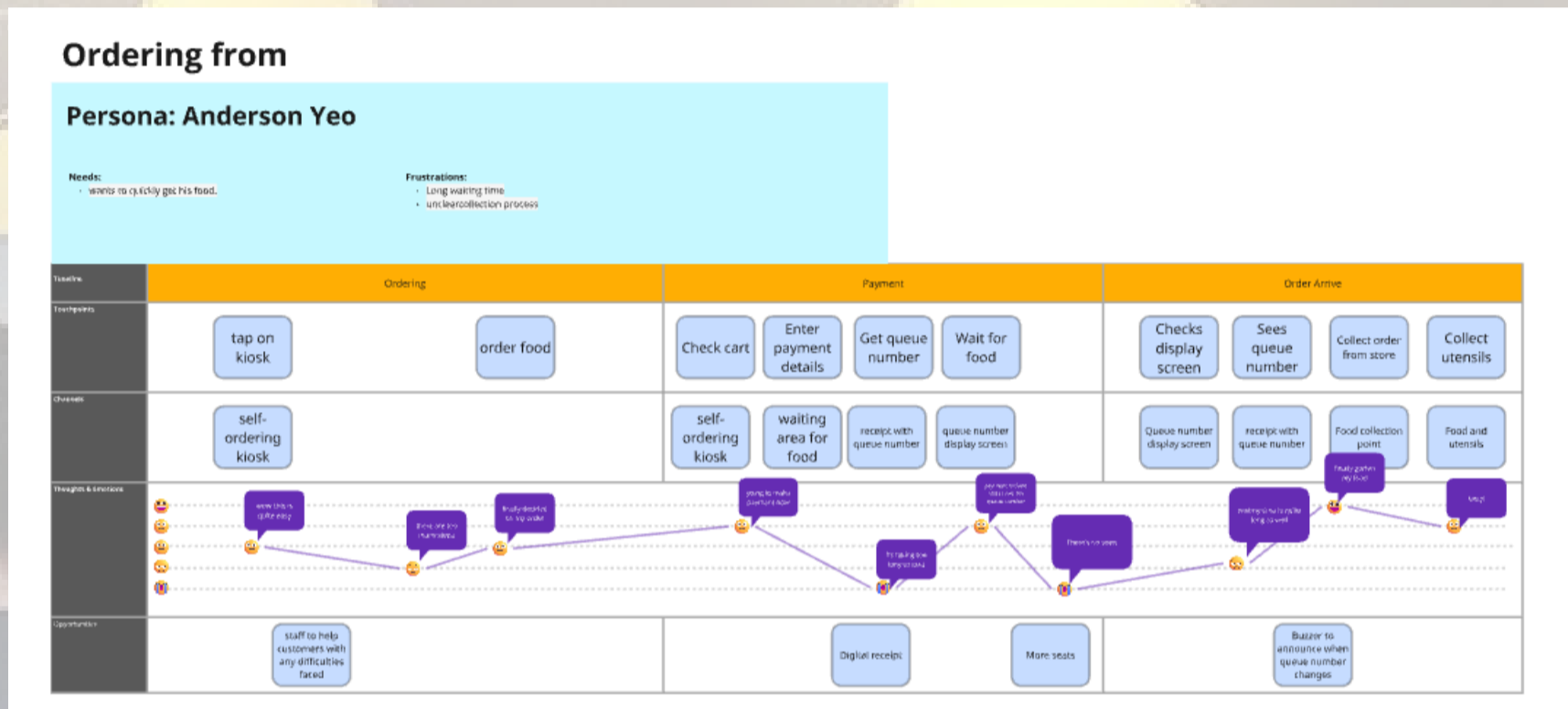
Pictures (Artease)



Pictures: Lawn



Journey Map



Interview Questions and responses

Interview 1

Have you experienced queue less dining before?

• Yes. Mainly just the McDonald's kiosk.

What are your thoughts on using technology like kiosk and online menu to order food?

• I think overall it's quite beneficial. I do not like waiting for queues and if I wait too long my legs will get tired.

Do you prefer physically or digitally ordering of food? Explain why?

• Digitally. Most of the time, I can order from the comfort of my chair or home. Mainly, I don't need to get up.

Can you explain the process of how you order food when having queue-less dining?

• Most of the time I either get up to a kiosk and everything is clear and concise I order what I want to eat, or I use my phone to order, and everything would be there in 2 or 3 button clicks and everything is ordered.

• Not boring to wait as most of the time have phone to entertain ourselves.

From 1-10, how easy was it to use the digital interface?

• 9. Interface may be buggy or lag due to people not maintain the app and becomes unresponsive. Other than that, no difficulties.

• The interface is easy to understand. No need instruction manual as everything is plainly simply laid out in front of u. As simple as looking at a restaurant menu and saying I want to eat that.

What are some difficulties/issues you face while ordering food?

• Not really. Only other issue is waiting time, but I can't complain as physically ordering would still need to wait.

What did you like about the process?

I get to use my phone more and I get to sit down

Interview 2

Have you experienced queue-less dining before?

Yes.

What are your thoughts on using technology like kiosk and online menu to order food?

While much easier to find out what I want to get without clogging up the queue, I sometimes struggle with the payment because I do not own a credit card.

Do you prefer physically or digitally ordering of food? Explain why?

I prefer digitally ordering because it is just more convenient.

Can you explain the process of how you order food when having queue-less dining?

Scan the QR code, choose what to order, Pay and send the order to kitchen, wait, eat the food.

From 1-10, how easy was it to use the digital interface?

8, some UIs are pretty alright to use.

What are some difficulties/issues you face while ordering food?

Technical difficulties like payment or no receipt paper

What did you like about the process?

it is clear on what I am supposed to do

Interview 3

Have you experienced queue less dining before?

I went to buy Jollibee yesterday and there was no queues, mostly kiosk.

What are your thoughts on using technology like kiosk and online menu to order food?

there are some usefulness for it for specific circumstances of some people. Example someone who works a job that consumes a lot of their energy and have a fixed schedule probably would be too tired for interactions or additional walking. In the case digital ordering and kiosk are their best bets.

Do you prefer physically or digitally ordering of food? Explain why?

I mostly go for physical. Nothing beats the process as you get to go outside, walk, experience other things around you before you reach your destination of ordering food. In other words, there are a lot of opportunities you can get from physical ordering than digital ordering.

Can you explain the process of how you order food when having queue-less dining?

kiosk. They already provide the overview of foods for me

From 1-10, how easy was it to use the digital interface?

8, at least for me

What are some difficulties/issues you face while ordering food?

waiting time

What did you like about the process?

process feels smooth and not a big hassle

Interview 4

Have you experienced queue less dining before?

Yes

What are your thoughts on using technology like kiosk and online menu to order food?

Convenient for me to use as it saves me a lot of time and is easy to use

Do you prefer physically or digitally ordering of food? Explain why?

Prefer to order food digitally. It doesn't require a lot of effort.

Can you explain the process of how you order food when having queue-less dining?

There will be a device to order the food, and I just pick out my order from the options on there

From 1-10, how easy was it to use the digital interface?

9. I think it was intuitive, and I knew what to do next

What are some difficulties/issues you face while ordering food?

The device may lag sometimes and doesn't read feedback properly

What did you like about the process?

I like it a lot as it is very easy to use.

Interview 5

Have you experienced queue less dining before?

Yes

What are your thoughts on using technology like kiosk and online menu to order food?

I think it is very easy to use and doesn't require me to go order at the cashier

Do you prefer physically or digitally ordering of food? Explain why?

Prefer digital as it requires a few steps and no communication

Can you explain the process of how you order food when having queue-less dining?

I just use the kiosk and order my food, then wait for the food to be ready

From 1-10, how easy was it to use the digital interface?

I give it a 8, as it is pretty much laid out for me to know what to do next

What are some difficulties/issues you face while ordering food?

The kiosk may run out of paper for the queue number

What did you like about the process?

I don't have to queue very long for the kiosk to order food.

Personas

Persona 1



Anderson Yeo

- An 18-year-old student in RP
- Lives in an HDB with his parents. He often goes to dine at places that offer a queue-less dining experience as he thinks it is more efficient.
- Likes to order food digitally, usually orders using a kiosk since he doesn't like to queue up. Doesn't like to waste time.
- Needs: wants to quickly get his food.
- Frustrations: Long waiting time, unclear collection process

Persona 2



John Tan

- A 19-year-old student in RP. Lives with his family, consisting of his mother, father, and sister, in an HDB.
- Focuses on his studies a lot. Spends most of his time on campus. Doesn't like dealing with the constant long queues on campus and getting in the way.
- Likes to use QR code to order as he gets to get away from the crowd.
- Needs: wants to get food and do work in peace
- Frustrations: doesn't like being in crowds. Wants to eat in peace and quiet

Empathy Maps

Empathy map 1

Says
 Oh, there's a kiosk here
 What food do they have here
 Why isn't my finger moving the screen??
 Why is the screen laggy?
 Finally, time to pay

Thinks
 Yes, I don't have to queue up. Saving time.
 What should I order today
 It's so annoying the sensor isn't working
 Am I doing something wrong
 I didn't want to click that!
 Oh, the food here looks good

Does
 Order food using kiosk
 Look through menu and order food
 Pay for food using the kiosk

Feels
 Happy to get food
 Annoyed with kiosk not working right
 Frustrated as it takes a while for the kiosk to work properly

Empathy map 2

Says
 Nice, I can scan and order for food here
 Why isn't the page loading?
 Wow, there's a large variety of food options
 Hope I can pay with cash

Thinks
 Phew, I can get away from the crowd
 Just let me order my food!
 The internet here isn't good
 Do they accept cash payment here?

Does
 Scans QR code with phone to order food
 Refreshes website
 Scrolls through all the options
 Orders food
 Wait for food to arrive

Feels
 Happy to be able to order digitally and get away from the crowd
 Frustrated website not loading
 Worried if they allow cash payment or not

Requirements Analysis

Business / User Requirements

Business Requirements

1. Reduce order processing time
2. Minimize order errors
3. Handle peak-hour demands
4. Reduce staff pressure

User Requirements

1. Fast and easy ordering
2. Clear order status and notification
3. Transparency of waiting time
4. Reduce physical crowding at counter

Actionable Recommendation

(Built-in menu app)

