Momo Miso

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Study Details

Project Background

- Momo Miso is a Japanese food delivery app that will allow the user to order their food for a whole day/week by only ordering once for convenience. It will also be mindful of users' dietary restrictions.

Study Details

Research Questions

1. Is this app actually useful and fast/convenient for users?
2. How long does it take for users to complete their orders?

Participants

5 participants

Participant Characteristics:
- 2 Male
- 3 Female
- 1 with disability
- Ages 22-75
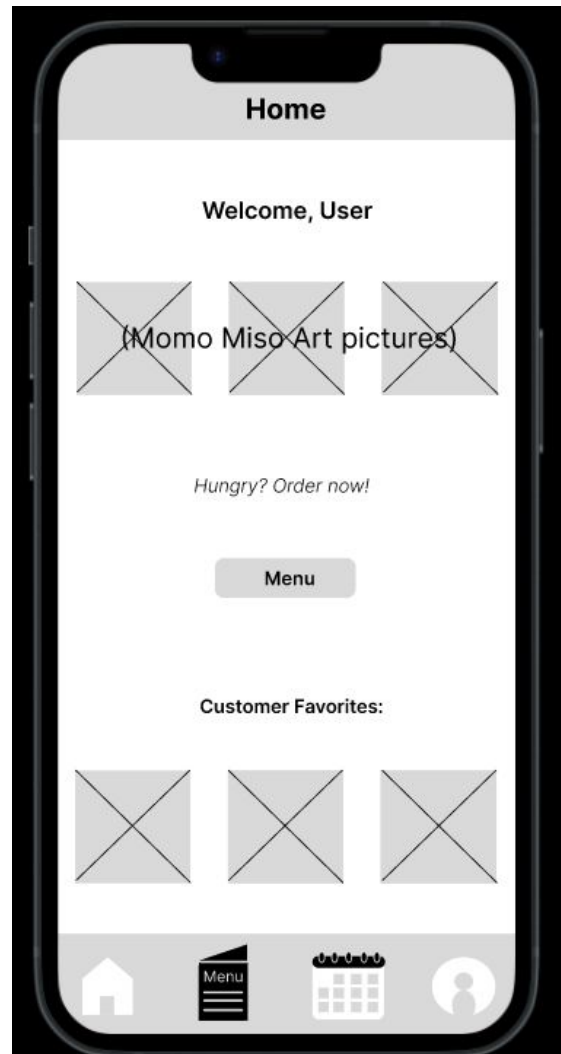
Methodology

30 minutes

Remote

Format (e.g,. usability study)

High level procedure (e.g., users were asked to look at a live product or a prototype)

Prototype / Design Tested

https://www.figma.com/proto/xmem0m
Q8VJMOknrnuFLqiH/Momo-Miso---Wirefr
ames?type=design&node-id=7-418&scalin
g=scale-down&page-id=0%3A1&starting-p
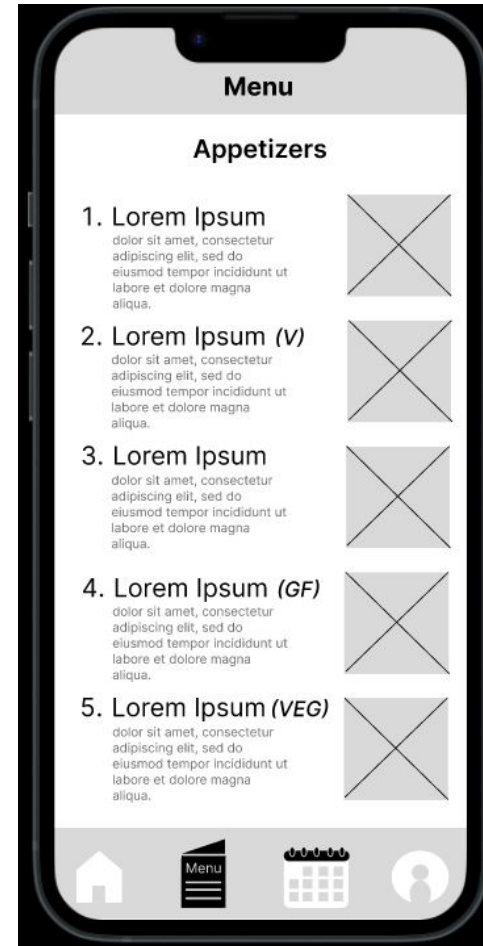oint-node-id=2%3A3

Themes

Themes from Testing

5 out of 5 users had a hard time finishing the order process

- Users not able to add menu items to their cart

- Users not able to add their own date/time for the schedule page

- Users not able to view prices for menu items

- Users not able to listen to the menu item name

"Needs to be fixed but it's a work in progress."
- Direct quote from one of our users during testing

Insights & Recommendations

Research insights

Unable to add items to cart

Users want an add option and to be able to view their cart

Unable to make their own date/time in schedule page

Users want to be able to include their own time for their ordering schedule

Unable to view price of each menu item

Users want to be able to view the price before they add to cart
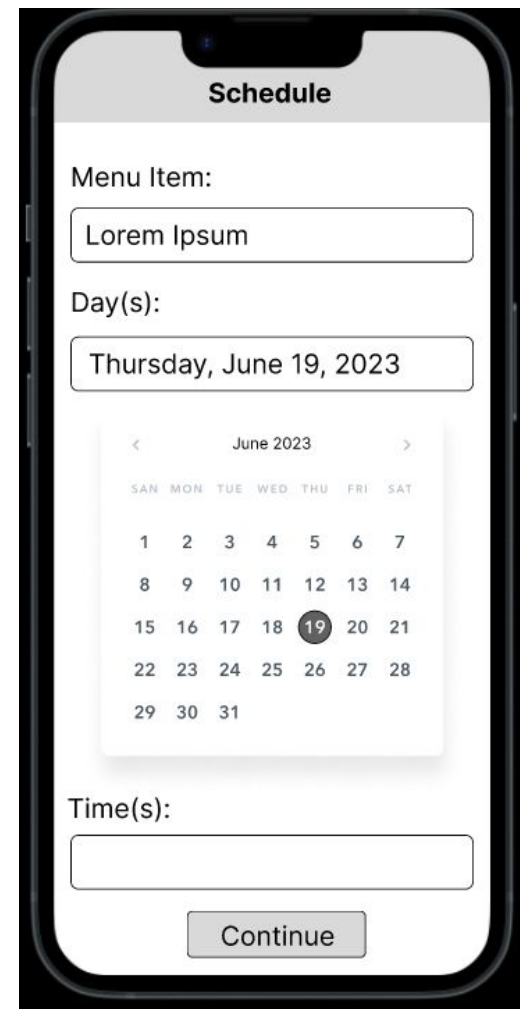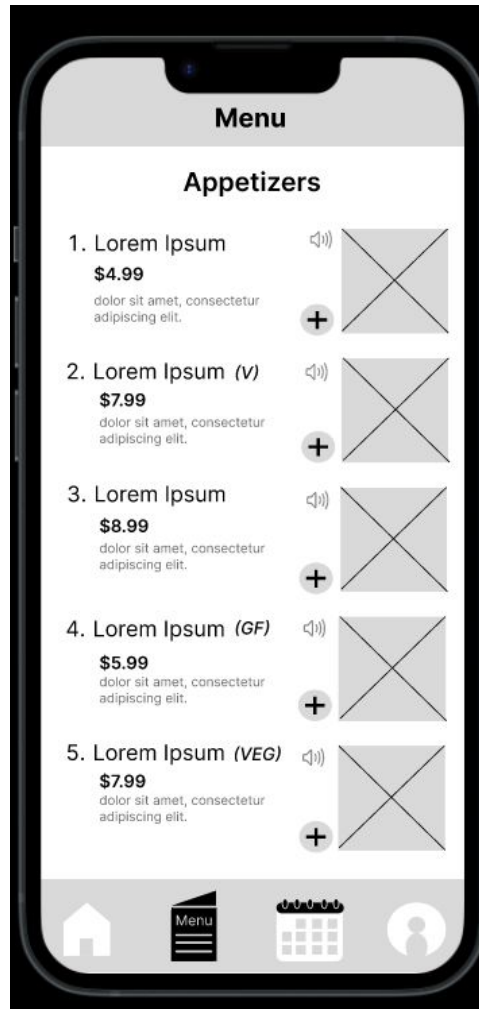
No accessibility feature

Users want an audio option to be able to hear menu item names

Recommendations

- Include an "Add" option under menu item name

- Include a calendar feature on schedule page

- Include price for each menu item

- Include hearing accessibility feature

After Recommendations

- Included "add" button
- Included prices
- Included audio option
- Included Calendar option

Thank you!