THE MELT

1 ⌐ BRAINSTORMING REVIEW

■ INTRODUCTION

Download the App → Scan App in the store → Enjoy the meal
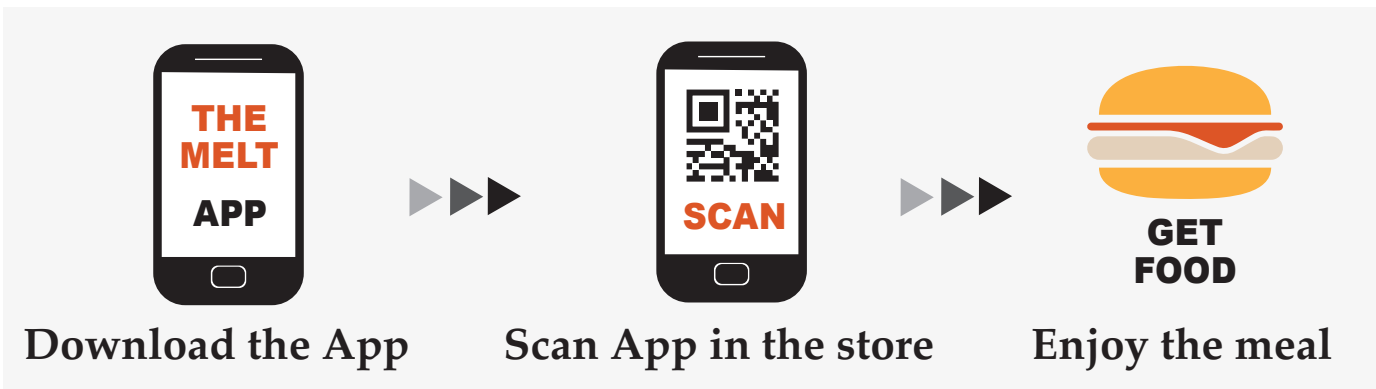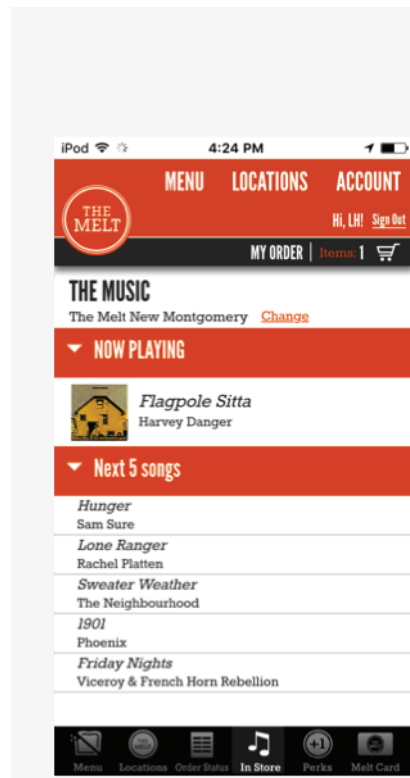
- The App uses for ordering meals from "The Melt" store.
- You can order though the App to save your waiting time.
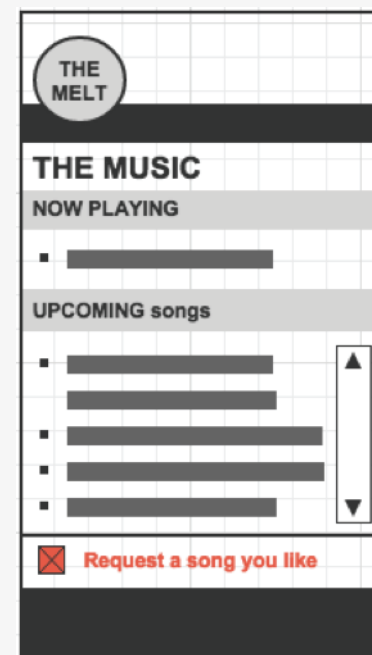- You can also give some rewards when you purchase more meals though this App.

Original

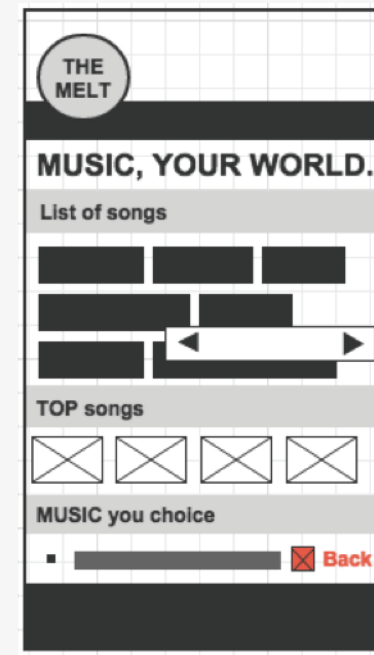**Think of Weakness - User Control and Freedom**

When I click the Music icon, the playing music in the store pops out immediately.

It will shows the "Now playing" and "Next 5 songs" music, which is clearly. However, that isn't important information for me. Because I only listen the music that store choice for me, I can't choose the music what I want.

Improvement

Change "Next 5 songs" to "UPCOMING songs".And use the scrolling slide effect to put more information in it. Add the new function for request you own songs.
When you click into it, you will see the different kind of songs and top songs as lists. You can scroll slides horizontally to request a song. A song you requested will show at the bottom.
Finally, add the "back" button to return.

* User can order their own music, which will be played at store, add functions to increase their control and freedom.

2 ⌐ COMPETITIVE AUDIT/ANALYSIS

■ TARGET AUDIENCE

Name: The Melt App

Age Range: 1~99

Gender: Male & Female

Marital Status: Single & Married

Income: Above $50,000 (include)

Lifestyle:
The students and the workers they want to come together or their want to enjoy alone. Because it is fast food store, the store allows you to take out or (to go) easily.

Location: New Montgomery St., San Francisco, CA.

Language: English

Education: The people who can read English.

Technical Skills:
The people who can download App from their phone.

Subject Matter:
- People want to eat the meal, but they don't want to spend much time.
- Grilled Chesses favorers.
- Hamburger Lovers.

Expertise: No matter.

■ PERSONAS 1

Alexander

"I'm not only a builder of buildings, I'm a builder of collections. "

Age: 28
Gender: Male
Marital Status: Single
Lifestyle: Outgoing, Optimist
Language: English
Location: Oakland, CA.
Educational level: Architectural design B.S. degree
Technical Skills: Expert

Goal:
- Want to have a delicious fast food during the noon break.
- All the workers can share the food happily

Pain Points:
- I prefer to go to The Melt store directly instead of browsing APP when I feel my eyes are tired.

Primary device: Android System

Story:
Alexander began his construction career after he graduated from college. He lives in Oakland, and he found a job opportunity in San Francisco. So he takes BART to work on weekdays.
He used to drink beers and hold a small party at home. When he is on the road to home or work, he enjoys watching comedy to gain his humor sense. He likes to socialize with others people. Coworkers always think he is an interesting person. So they hang out with him, chat with him during the lunch break time.

■ PERSONAS 2

Fabiano

"Time is Money. "

Age: 35
Gender: Male
Marital Status: Married
Lifestyle: Shy, Alone
Language: Italian, English
Location: Mountain View, CA.
Educational level: Stanford University Finance Master degree
Technical Skills: Expert

Goal:
- Want to order the fast meal though this App, because he don't have enough break time.
- Finding a great place stays alone and enjoys a small happy hour by himself.

Pain Points:
- When I order meal though this APP, I prefer this APP add the "Recently Ordered" function to fasten my ordering speed.

Primary device: IPhone 6
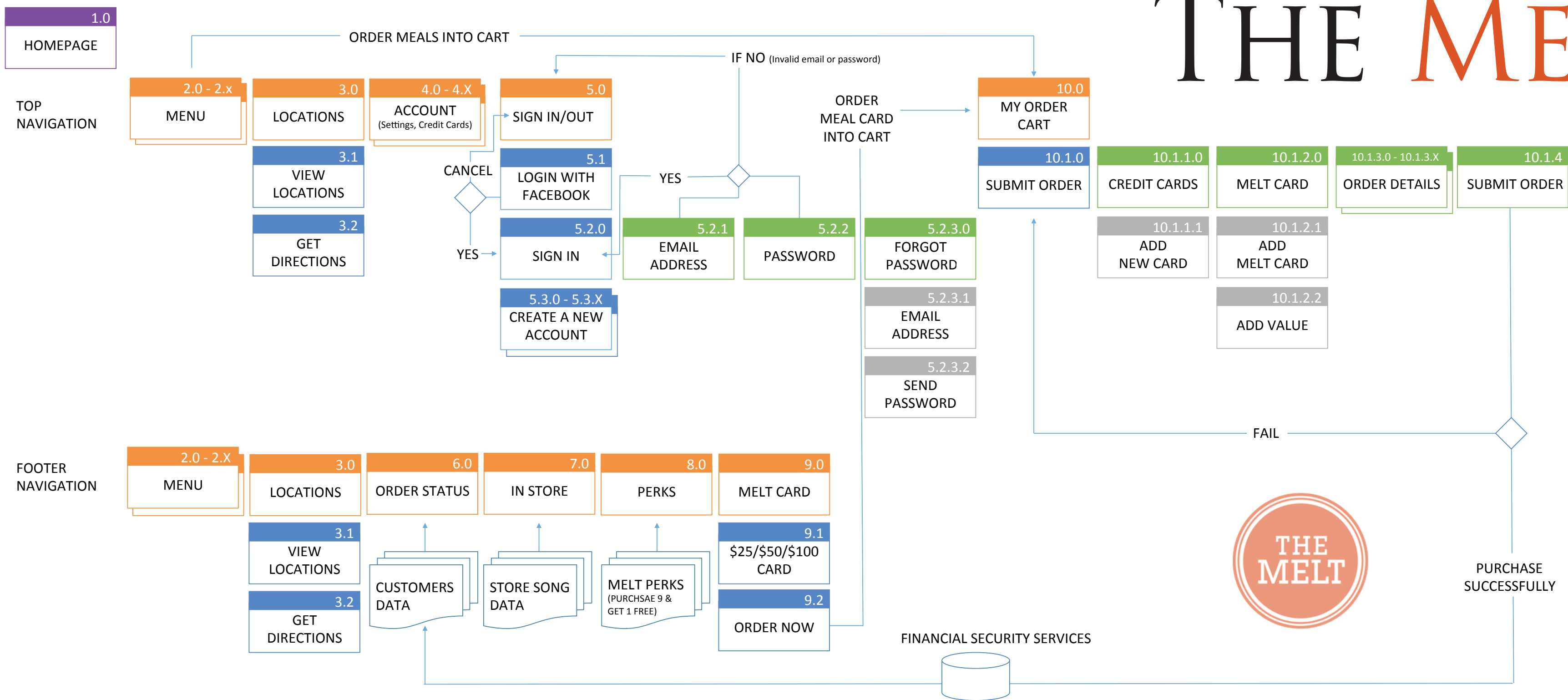
Story:
Fabiano graduated from Stanford University Finance before. And now is who works at New Montgomery Street, Financial Dist. He uses to go to The Melt store alone because all his workers are busy and have different break time. He views this time as valuable for relaxing. He job is to calculate money in bank. He doesn't like to social. However, he is good at math and programming.

3 ∟ System Schematics

THE MELT

1.0 HOMEPAGE

ORDER MEALS INTO CART

TOP NAVIGATION

2.0 - 2.x MENU

3.0 LOCATIONS

4.0 - 4.X ACCOUNT (Settings, Credit Cards)

5.0 SIGN IN/OUT

IF NO (Invalid email or password)

ORDER MEAL CARD INTO CART

10.0 MY ORDER CART

3.1 VIEW LOCATIONS

CANCEL

5.1 LOGIN WITH FACEBOOK

YES

10.1.0 SUBMIT ORDER

10.1.1.0 CREDIT CARDS

10.1.2.0 MELT CARD

10.1.3.0 - 10.1.3.X ORDER DETAILS

10.1.4 SUBMIT ORDER

3.2 GET DIRECTIONS

YES

5.2.0 SIGN IN

5.2.1 EMAIL ADDRESS

5.2.2 PASSWORD

5.2.3.0 FORGOT PASSWORD

10.1.1.1 ADD NEW CARD

10.1.2.1 ADD MELT CARD

5.3.0 - 5.3.X CREATE A NEW ACCOUNT

5.2.3.1 EMAIL ADDRESS

10.1.2.2 ADD VALUE

5.2.3.2 SEND PASSWORD

FAIL

FOOTER NAVIGATION

2.0 - 2.X MENU

3.0 LOCATIONS

6.0 ORDER STATUS

7.0 IN STORE

8.0 PERKS

9.0 MELT CARD

3.1 VIEW LOCATIONS

CUSTOMERS DATA

STORE SONG DATA

MELT PERKS (PURCHSAE 9 & GET 1 FREE)

9.1 $25/$50/$100 CARD

3.2 GET DIRECTIONS

9.2 ORDER NOW

PURCHASE SUCCESSFULLY

THE MELT

FINANCIAL SECURITY SERVICES

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5 ∟ User Testing

Hello May:
Thank you for volunteering to participate in the testing of our new feature preview. We plan on using the feedback that you give us to improve the usability of our product.
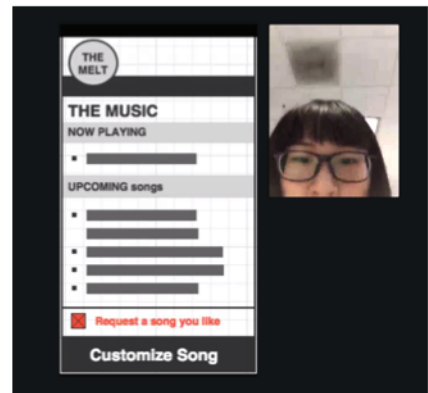
Thanks for your help
Lun

Testing Tasks:

- Click any button you think it's clickable.
- Say some words while you are doing process
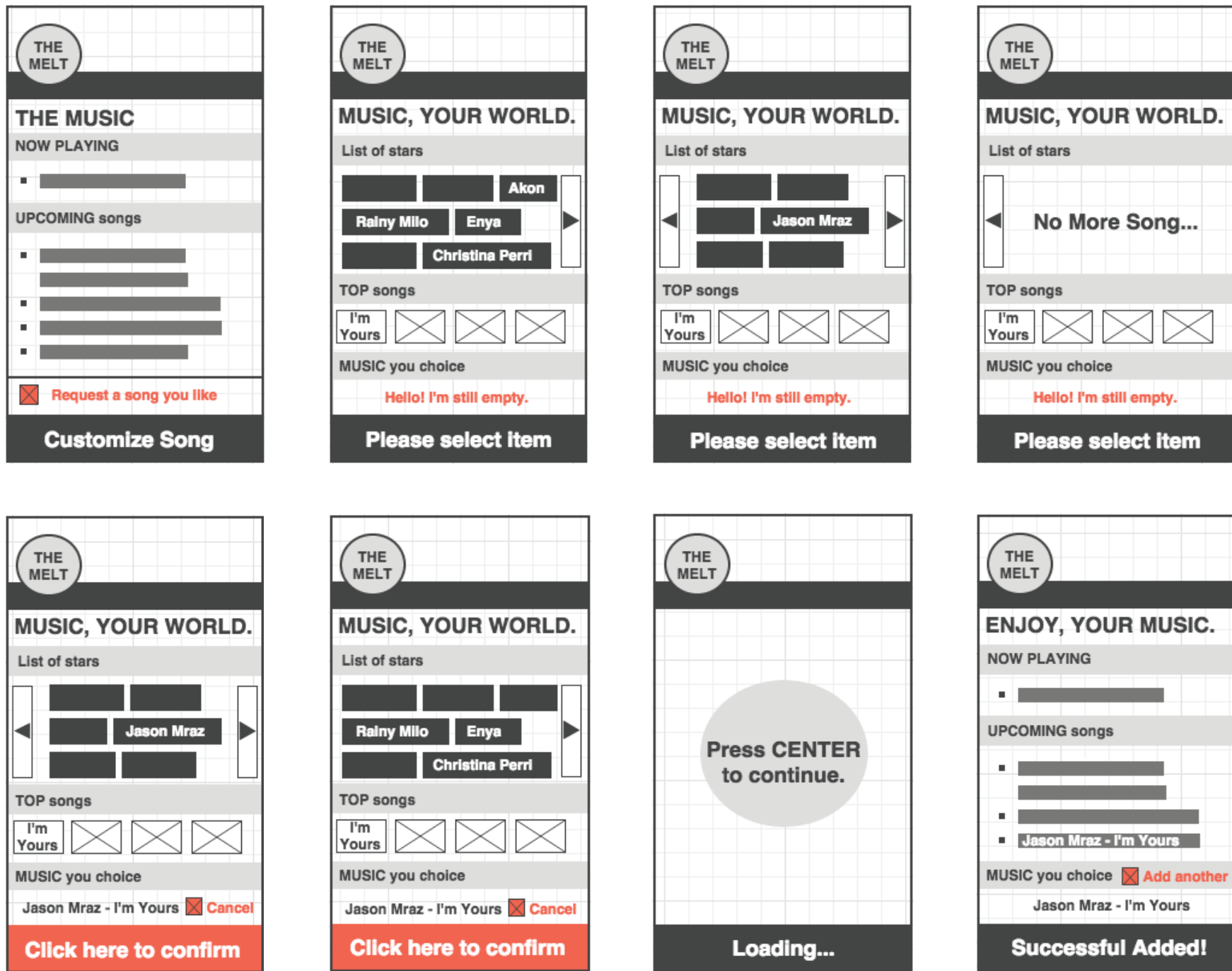- Stop when you think this App is loop or completed.

Use InVision being tested, and Lookback for recording.
It includes video and audio of the screen as user interact with prototype.

Here are the main recording that user said:

0:10 - Orange color makes me focus button so I can easily understand to click.

0:32 - I try to click "Christina" but it doesn't work.

1:00 - I click "add another" to add song but it becomes as a loop.

1:28 - I am confused cause I can't add another song.

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4 ∟ Usability Script

THE MELT

THE MELT — THE MUSIC — NOW PLAYING — UPCOMING songs — Request a song you like — Customize Song

MUSIC, YOUR WORLD. — List of stars — Akon — Rainy Milo — Enya — Christina Perri — TOP songs — I'm Yours — MUSIC you choice — Hello! I'm still empty. — Please select item

MUSIC, YOUR WORLD. — List of stars — Jason Mraz — TOP songs — I'm Yours — MUSIC you choice — Hello! I'm still empty. — Please select item

MUSIC, YOUR WORLD. — List of stars — No More Song... — TOP songs — I'm Yours — MUSIC you choice — Hello! I'm still empty. — Please select item

MUSIC, YOUR WORLD. — List of stars — Jason Mraz — TOP songs — I'm Yours — MUSIC you choice — Jason Mraz - I'm Yours — Cancel — Click here to confirm

MUSIC, YOUR WORLD. — List of stars — Rainy Milo — Enya — Christina Perri — TOP songs — I'm Yours — MUSIC you choice — Jason Mraz - I'm Yours — Cancel — Click here to confirm

THE MELT — Press CENTER to continue. — Loading...

ENJOY, YOUR MUSIC. — NOW PLAYING — UPCOMING songs — Jason Mraz - I'm Yours — MUSIC you choice — Add another — Jason Mraz - I'm Yours — Successful Added!

For above eight wireframe prototypes, the user can achieve their goal successfully. However, it still has frustrations during the testing process.

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6 ∟ High Level Findings

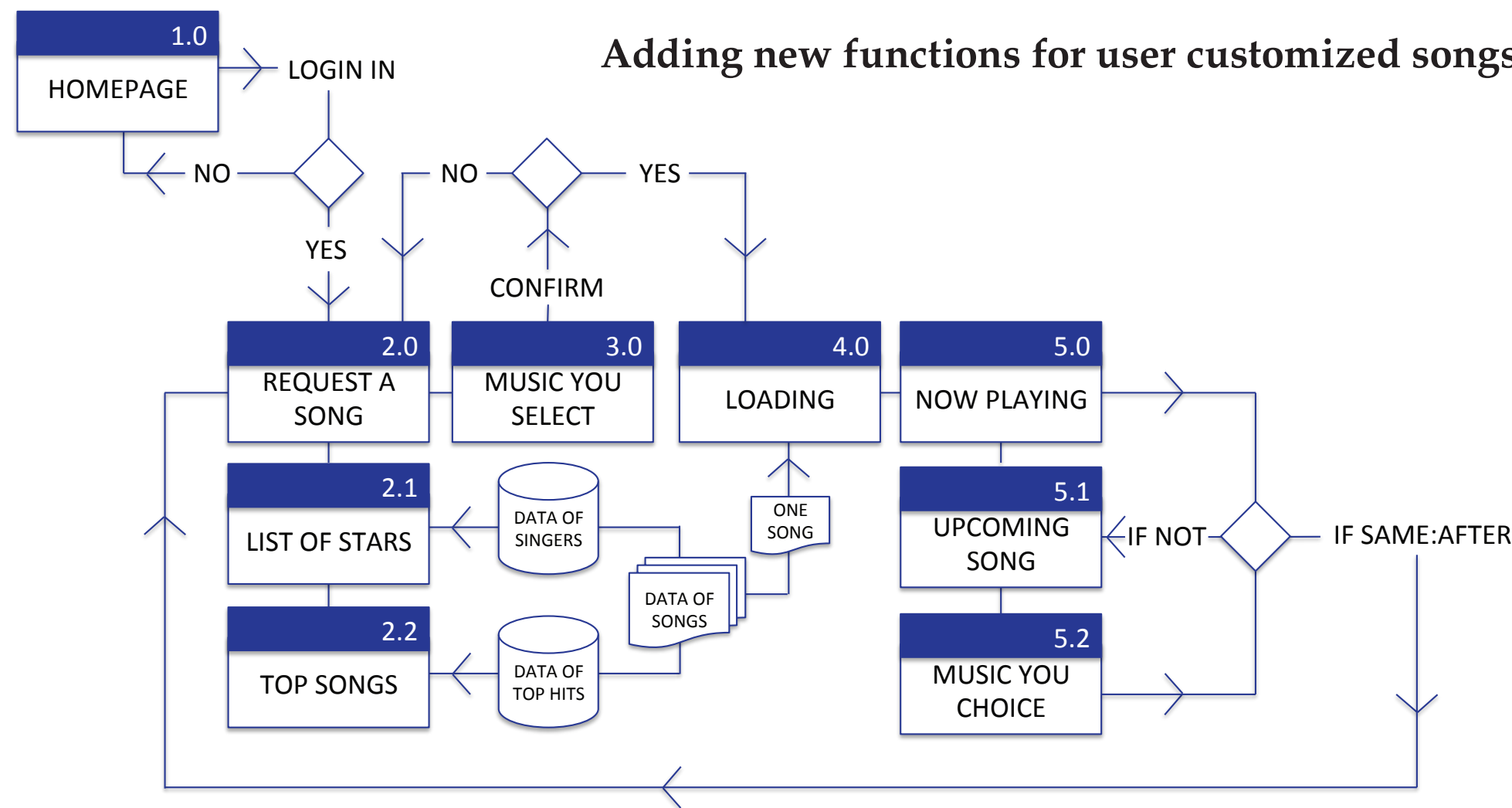**Think of the hypothesis and improvement:**

If the orange color let user clearly know how to do...
Make the whole apps function color contrasting so they will understand it is clickable.

If some functions don't work as well...
Remove the additional buttons, to make all the "show up" lists of stars useful.

If the "add another" function confused user...
Remove "add another" button, limit user can only upload "ONE song" at each time, to prevent user overused.

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7 ∟ Schematic For Redesign

1.0 HOMEPAGE

Adding new functions for user customized songs

LOGIN IN

NO

NO

YES

YES

CONFIRM

2.0 REQUEST A SONG

3.0 MUSIC YOU SELECT

4.0 LOADING

5.0 NOW PLAYING

2.1 LIST OF STARS

DATA OF SINGERS

ONE SONG

5.1 UPCOMING SONG

IF NOT

IF SAME:AFTER

DATA OF SONGS

2.2 TOP SONGS

DATA OF TOP HITS

5.2 MUSIC YOU CHOICE

* Solution Point:
- Use bold color (1.0-5.2)
- Add more songs data for testing (2.1, 2.2)
- Add IF statement to limit user only request ONE song at each time (5.0-5.2)