Primary User: Use Scenario

Primary User: Bob

Bob is from Australia and is currently living in Berlin. He has just moved into a nice new apartment and has invited his friends over for a housewarming party. He wants to offer them delicious hot pizza and make sure there is something for everyone.

He gets his phone and opens up his favourite food delivery app. The app already knows that Bob is a vegetarian, so it only shows restaurants that have at least one vegetarian main course. The app also already knows his location so it suggests the pizzerias closest to his house. It shows the estimated delivery time, and the pizzerias are listed accordingly. Bob doesn't want to wait too long, so he selects all the pizzerias with less than 20 minutes delivery time. Bob then selects the app's option to compare reviews. Here he gets a brief graphical summary of the most mentioned positive and negative aspects of each restaurant. He only wants to see the summary of reviews from the last three months, so he selects this option. Then he views more details to see the actual reviews written by people, and he clicks to see just the best and worst reviews. Bob scans through these reviews to decide which pizzeria he wants to go for.

After selecting a pizzeria, Bob is automatically taken to the vegetarian section of the menu. He then selects the option to add the ingredients he is looking for on his pizza: garlic, spinach and aubergine. Bob is in the mood for something spicy, so after selecting a pizza he checks if he can add chili flakes to it. He finds an extensive list of extras organised according to food type directly under the pizza he has selected. He looks under 'dry herbs / spices' and adds the chili flakes to his pizza. He would also like to remove olives from the pizza, so he simply removes this from the list of ingredients. He adds the pizza to his order and he immediately sees a list of his selected items on the side of the app. He then goes back to the menu to select more items and sees a special offer on Greek Salad. He thinks it's a very good deal and decides to add it to this order.

The app allows his friends to add items to the menu using their own phone without even having to download the app themselves. Bob simply has to give them access so that they can add their own items to the order. Once he sends the access to his friends, he immediately sees the order list update when his friends add what they want. In the meantime, he also orders some garlic bread and he then sees that the potato wedges are vegan. He orders a portion of wedges since he knows his friends will like this. Bob wants to order some desserts as well. So he goes to the dessert section and selects a few chocolate lava cakes. Since he has selected pizzas, sides, and dessert the app asks if he would like to add a drink to the order. He does in fact need drinks, so he proceeds to the drinks menu and adds two 1L bottles of Pepsi to his order.

Bob then wants to double check his order before paying, so he looks at his order overview that is already visible on the side of the app. The app draws his attention to identical items that have been added but multiple different people. As a result, he sees that his friends have added chocolate lava cakes to the order as well, so he removes a couple. Under the order overview he sees a few items that

are frequently bought by other customers who ordered items similar to his. He looks at these suggestions and realises he forgot to order some extra dips. So he adds them to his order without having to go back to the menu.

Bob then moves onto paying for the order. The app then lets him know that he will be receiving a 15% discount because he has been using the app frequently for a month. He is also given the option to select a tip amount as a percentage of his bill or to enter an amount manually to this order. He finds this very convenient and adds an amount for the tip. The app also gives him the option to split the bill, so that his friends pay for whatever they added to the order. He thinks this is easier than asking his friends to transfer money to his bank account, so he selects this option and his friends immediately receive a payment request. Bob moves on to pay his part of the order. Luckily, his payments and delivery details are already in the system, so he simply confirms the order. Once all his friends have paid their share, Bob gets notified that the order has been placed. He then sees live updates on the status of his order and an estimated delivery time.

The app notifies him when the delivery person is a few minutes away, and the food arrives within the time frame initially suggested by the app. The cheese on the pizzas are still warm and the lava cake is still runny inside. Bob and his friends all had a wonderful evening, so he decides to leave a positive review when the app asked him if he wanted to do so.

Secondary User: Use Scenario

Secondary User: Sandra

Sandra arrives at the restaurant at 10am and turns on her computer. Their order managing app is already open and it shows her an overview of the current status of her colleagues: the pizza chef, pasta chef, line chef, kitchen hand, and the three delivery drivers. She sees that the pizza chef, pasta chef and line chef are already in and prepping, the kitchen hand is on the way to work, and the delivery drivers will be coming to work in 1 hour.

She goes to the updated inventory list in the app. Here she sees an overview of the entire inventory of their branch, and a list of items that need to be ordered. The required amounts for the next week are calculated based on the past month's order statistics, and they are all already added to an order list. She simply double checks the list and places the order for the food items. She then sees a live update of the order and the estimated delivery time. The ingredients always arrive the very next day so that they are fresh.

Sandra then goes to the 'missing menu items' list and sees which items from the menu are unavailable that day from each branch. This gives her a good overview, but she doesn't need to worry much about it since the online menus are automatically updated accordingly. If a specific item is missing for several days the app notifies her about it so that she can take care of the matter by either notifying the customers that items have been permanently removed from the menu, or she can ensure that it is back on the menu as soon as possible..

The restaurant is about to open. She checks the status of all her colleagues and they are all ready to receive orders. A few online orders come in and they are immediately directed to the relevant branches. However, one online order is not automatically redirected because the order amount was over 400 Euros and the address was entered incorrectly. So Sandra calls the customer to double check the order since it is an expensive one, and also gets the correct address from them. The order is then sent to the relevant branch.

She gets a call-in order from a returning customer. The app immediately recognises the phone number and provides Sandra with the customer's delivery details. She confirms them with the customer over the phone and moves on to take the order. The customer is allergic to onions so she simply selects the option to view only items on the menu without onions. The customer decides on a pizza, but wants to remove the mozzarella cheese and instead add parmesan cheese, so she simply adds and removes the ingredients as requested. The adjustments are highlighted on the order so that the chefs can easily see it. She then confirms the order with the customer and sends it over to the kitchen of the relevant branch.

Simultaneously, the delivery drivers are notified that an order will be ready for pick up soon. If a driver is available they confirm what time they are able to pick up the order. Generally, there is always a delivery person on standby to take the order as soon as it is ready. However, if all are busy, Sandra and the kitchen both receive information on when the next driver is available. The chefs prepare the order

based on this. Sandra also notifies the customer of the delay through the app. Once the order is ready, she hands it over to the driver and changes the status of the order. Throughout the process, if any step takes longer than the estimated time, Sandra gets a notification with the reason stated. If her help is required she will be notified as well. The customer gets an immediate update of this too, so she doesn't need to call them.

Unless the system notifies her of an issue, or if she receives a call, Sandra is free to walk around, supervise her pizzeria and hand over the deliveries to the drivers. At the end of the day she is able to see an overview of the orders from that day. She also sees a summary of any problems faced by her team that day, and the system notifies her of any recurrent issues so she knows which ones to prioritize.