Bachelor's thesis

Degree Programme in Information and Communications Technology 2023

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## USER EXPERIENCE TESTING IN FOOD DELIVERY APP

-case study of Foodora and Wolt



BACHELOR'S | ABSTRACT

TURKU UNIVERSITY OF APPLIED SCIENCES

Degree programme in Information and Communications Technology

2023 | 32, (3)

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# USER EXPERIENCE TESTING IN FOOD DELIVERY APP

- Case study of Foodora and Wolt

This thesis aims to find and address usability issues in two food delivery apps by user experience (UX) testing. The primary objective of the study was to find potential flaws in the design and functionality of the app and to suggest necessary improvements. The study employed a two-step methodology: a preliminary survey to gather tester demographics and a UX testing session with two testers in a semi-supervised environment. Throughout the testing process, a supervisor closely observed the testers and recorded relevant notes on the testers' interactions with the app. The results of the UX testing revealed several issues that impact on user satisfaction. These issues include missing features that users expect, problems related to the payment process, and error messages encountered when providing feedback. These findings highlight critical areas that require immediate attention and improvement in the food delivery app. The outcomes of this study serve as a foundation for implementing necessary enhancements to address the identified issues. By addressing these concerns, the food delivery app can provide a more seamless and satisfying user experience, ultimately improving customer satisfaction and loyalty.

#### **KEYWORDS**:

UX, user experience testing, testing, food delivery apps, user interface, Foodora, Wolt

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### LIST OF ABBREVIATIONS

GPS	<b>Global Positioning System</b>

UI User Interface

UX User Experience

### **1. INTRODUCTION**

Online food delivery is a service that enables customers to order food online and have it delivered conveniently to their doorstep. Customers can use a website or an app to browse menus, select items, customize orders, and complete the payment process. The order is then processed by the restaurant and delivered to the specified location. Several industries such as restaurants, courier drivers, and customer support are working together for online delivery to be possible. From a technological perspective, app developers are also working to ensure the smooth functioning of the app or the website. App developers are the ones who design, create, and test the stability and functionality of the app.

Usability refers to the ease-of-use of a human-made object, digital or physical, or a combination of both (Rosenzweig, 2015). Usability testing is the crucial aspect of app development, especially when it comes to online food delivery applications.

According to the statics, the Foodora online delivery services or also known as Delivery hero, reported first quarter revenues of 2.5 billion euros with growth merchandise value up to 16 percent in all markets except Asia, where it dropped to 7 percent. Covid-19 restrictions and lockdown led to a decline in profits. However, the European market looks strong with revenue from 320.5 million euros to 351.5 million euros. (Keane, 2023.)

Similarly, the Wolt delivery service has seen a growth in sales in the year 2019 from 81.2 million euros to 164,3 million euros in 2020 and 164,5 million euros in 2021. Thus, we can conclude that food delivery services are becoming popular.

The main objective of this thesis work is to test, and report on use case scenarios for each food delivery apps, the testing methods, the expected outcomes, the main outcomes and the best features of each app. Based on the result obtained, certain improvements can be suggested for the app.

This thesis consists of the following parts: introduction, testing report and results and conclusions. This thesis starts with a description of food delivery, its app followed by user experience test, result, and conclusions.

### 2. REPORT AND RESULT

A user experience test was conducted with two participants with technical and nontechnical backgrounds. A hybrid method of testing was suitable in this context which gave valuable information from both the participants' and the observer's perspective. A questionnaire would typically provide the participants' perspective whereas the observer's notes during the test would provide the observer's perspective.

The users were given predefined tasks to complete using smartphones as this is the most convenient and easy to use tool in day-to-day life. A simple questionnaire (Appendix 1) was handed out before the test to acquire the information about the familiarity of the app.

#### 2.1 Preparation

Before participants engaged in actual testing demographic information, prior experience with food delivery services and general expectations or preferences were filled out by the participants. The purpose of the test was explained to the participants and consent to be recorded screen and screen shot was obtained. Access to the food delivery app was ensured and a smartphone was provided. Here, participants had two different brand smartphones with different operating systems to run the same app. This also helps access the information about app compatibility, bugs, and features.

#### 2.2 Testing

Participant 1 was not an experienced app user whereas participant 2 is an experienced app user. The test was conducted in semi-controlled environment and predefined tasks were assigned. Smartphone with internet access was provided. All the notes were taken by the supervisor at the scene.

#### 2.2.1 Participant 1

Participant does not use food delivery app often. Has used the app two times only. User has used Foodora and Wolt app. User uses the app for convenience, restaurant options, cost effectiveness in comparison to similar app that provides the same service from same restaurant and easy payment method. User expects to have access to user review and ratings when using food delivery app. User expects the app to have a feature were signing up is not necessary and seamlessly be able to pay when the correct address and instruction is provided. The participant is concerned about the privacy policy and data protection with the food delivery app. User prefers to order from favorite restaurant and most likely to customize order. It is important for the UI to be user friendly as well.

2.2.2 Scenario 1

Ordering Food for home Delivery using Foodora app.

User opens the food delivery app.
 Expected Outcome: User can open the app.
 Actual Outcome: The user opens the app. User denies access to location. User changes the app language.
 Notes: GPS permission was asked. User does not accept the location service.
 Chooses to enter address manually User changes the language of the app for

convenience. This is without any instruction. User does not accept cookie settings. GPS permission asked by app (Picture 1).

18:04	♂●溫♥⊿ 〇
Find restaura	nts and shops you!
By allowing location ac restaurants and shops n accurate	cess, you can search for lear you and receive more a delivery.
Share my cu	rrent location
Enter addre	ess manually
4 0	) п

Picture 1. Location permission asked by Foodora app.

• User searches for a specific type of cuisine.

Expected Outcome: user can search the specified app.

Actual Outcome: user uses search function of the app to find the specified cuisine.

Notes: User is visibly looking for the specified cuisine and took a bit time. The user is overwhelmed by the number of options available.

User selects the desired food items and adds them to the cart.
 Expected Outcome: can select the item and add them to cart.
 Actual Outcome: user select the item desired. User chooses the extra options available to customize the food. Users have specific diet preferences, so they add the note for the restaurant to consider while preparing the food.
 Notes: Here, the user has entered extra instructions for the restaurant. No eggs for example. Users are excited to go to the next step.

User provides the delivery address and any additional instructions.

Expected Outcome: can provide the address.

Actual Outcome: user provided address to the app and delivery option. User was prompted to sign up which the user does not accept.

Notes: User was allowed to explore the restaurant, select the items but the app expects user to sign up or sign into the app. App prompts to sign in (Picture 2).



Picture 2. User needs to sign in after food to cart.

- User selects a payment method and completes the order.
   Expected Outcome: Failed
   Actual Outcome: Failed
   Notes: Failed because of app did not allow to go to payment without making an account
- User receives confirmation of the order with estimated delivery time.
   Expected Outcome: Failed
   Actual Outcome: Failed
   Notes: Failed

- The user tracks the delivery status and waits for the food to arrive.
   Expected Outcome: Failed
   Actual Outcome: Failed
   Notes: Failed
- The user receives the food delivery and verifies the order accuracy. Expected Outcome: Failed Actual Outcome: Failed Notes: Failed
- User unpacks and enjoys the meal.
   Expected Outcome: Failed
   Actual Outcome: Failed
   Notes: Failed
- Critical Outcomes for Failure: if the User fails to continue to the payment method after selecting the food from the app, the test is failed. The user could not go to further steps. The user does not want to register an account.
- Non-Critical Aspects to improve: Foodora's search function needs improvement. If the user types a food name, it should suggest a restaurant or food. In such cases the search functionality can have an autocomplete feature.
- Nice features to Enhance User Experience: It would be a nice feature to be able to use the food delivery without registering.

2.2.3 Scenario 2

Ordering Food for home Delivery using Wolt app.

User opens the food delivery app or website.
 Expected Outcome: User can open the app.
 Actual Outcome: The user opens the app. User denies access to location. User chooses guest sign in. User enters the address manually. And enter more

specified information about the location such as apartment number, floor, and extra entrance info.

Notes: GPS permission was asked by the app. User does not accept the location service. User does not accept cookie settings. Manual entry of location by pinpointing on the map

• User searches for a specific type of cuisine.

Expected Outcome: user can search the specified food "Peking kana".

Actual Outcome: user uses search function of the app to find the specified cuisine.

Notes: User is scrolling for the specified cuisine. User narrowed down the menu using search function. Users used autocomplete and suggestion function to find the dish.

User selects the desired food items and adds them to the cart.
 Expected Outcome: can select the item and add them to cart.
 Actual Outcome: user was able to add food to cart but the app suggested need to register. User clicked need to register. App suggests signing up User then tried again to add the selected food to the cart. The app showed "continue the order" feature but was in the loop to continue with sign up.

Notes: Compulsory to sign up even though continue as guest option available.

- User selects a payment method and completes the order.
   Expected Outcome: Failed
   Actual Outcome: Failed
   Notes: Failed because of above steps
- User receives confirmation of the order with estimated delivery time.
   Expected Outcome: Failed
   Actual Outcome: Failed
   Notes: Failed
- The user tracks the delivery status and waits for the food to arrive.
   Expected Outcome: Failed
   Actual Outcome: Failed

#### Notes: Failed

- The user receives the food delivery and verifies the order accuracy. Expected Outcome: Failed Actual Outcome: Failed Notes: Failed
- User unpacks and enjoys the meal.
   Expected Outcome: Failed
   Actual Outcome: Failed
   Notes: Failed
- Critical Outcomes for Failure: if the User fails to continue to the payment method after selecting the food from the app, the test is failed. The user could not go to further steps.

Non-Critical Aspects to improve: None.

Nice features to Enhance User Experience: User be able to use the app as guest without signing up.

#### 2.2.4 Participant 2

Participant has used the Foodora and Wolt delivery app before. User uses food delivery app every 3 weeks. Users use food delivery apps for convenience, restaurant options, easy payment option. It is especially important to access user reviews and ratings when food delivery app. User expects better search functionality and would use auto complete feature. Participants like to order from favorite restaurants as well as exploring new restaurants. user usually does not customize orders. Users get frustrated with late food delivery. It is important for this user for the app to work seamlessly, with no difficulty in payment system and the food order arrives on time.

#### 2.2.5 Scenario 1

Ordering Food for home Delivery using Foodora app.

- User opens the food delivery app or website.
   Expected Outcome: User opens the app.
   Actual Outcome: No permission asked by the app.
   Notes: Regular user. Has all the info already in the app.
- User searches for a specific type of cuisine.
   Expected Outcome: user can search the specified app.
   Actual Outcome: user uses search function of the app to find the specified cuisine. User uses the search function to find "kebab" (Picture 3). Finds the restaurant and orders food.

Notes: user looks for offers in the menu and chooses the one with the offer .

19.20 ◀ ◀ Search								<b>.11</b> 4	G <b>(8</b>	4
÷		kebab					(	×		
	Re	Restaurants Shops								
3	ke	ebab								×
Q	ke	ebab								R
Q	ke	ebab k	хос							R
Q	ke	ebab p	oizze	ria da	lia					R
Q	ke	kebab and ben and jerrys								
Q	ke	kebab lauste R								
Q	ke	kebab <b>box</b>								
Q	Q kebab keisari K									
Q	Q kebab pizza K									
Q	Q kebab <b>pizzeria</b>									
q	w	е	r	t	У	u	i	0	р	å
а	s	d	f	g	h	j	k	1	ö	ä
¢		z	x	С	V	b	n	m		$\bigotimes$
123	3 🤪 väli etsi					i				
¢	⊕									

Picture 3. User searches for Kebab using search function.

User selects the desired food items and adds them to the cart.
 Expected Outcome: can select the item and add them to cart.

Actual Outcome: User selects the item desired and adds them to the cart (Picture 4).

Notes: user does not give additional notes for the order.



Picture 4. User adds food to cart.

- User provides the delivery address and any additional instructions.
   Expected Outcome: can provide the address.
   Actual Outcome: user chooses the address.
   Notes: frequent user, does not add any additional info
- User selects a payment method and completes the order.
   Expected Outcome: can pay.
   Actual Outcome: User had all info set up already. User chooses the method of payment.
   Notes: changes the method of payment from bank payment to apple pay for seamless payment.
- User receives confirmation of the order with estimated delivery time.

Expected Outcome: Receives a notification on the phone.

Actual Outcome: User receives the notification and delivery time (Picture 5). Notes: User is waiting.

19.24 🕜	.11 4G 115
× Your order	Help
4	
Estimated deliver	y time
20:15 - 20	:25
Deliciousness is being prepared confirmed your order! Their rider ready Ravintola Limos just start your order! Spon Close Frik Viikkoa ilmaiseksi Yli 400 000 ääni- ja e-kirjaa	- Ravintola Limos has will deliver it once it's vered ted preparing View
Order Details	
Order number	#v5wx-yvvt
Order from	Ravintola Limos
Delivery address	Kastarikatu 1 Turku, 20810 Flat Number: 114

Picture 5. User receives information about estimated delivery time.

The user tracks the delivery status and waits for the food to arrive.
 Expected Outcome: User can see delivery status.
 Actual Outcome: User receives information on the app.
 Notes: Here, the chosen restaurant delivers by their own courier, so exact delivery status cannot be tracked on the app. Estimated delivery time was seen in the app (Picture 6).

20.19 <b>√</b> < Search	. II 4G <b>52</b>
× Your order	Help
Estimated deliver	y time
4 mins	;
3,2,1liftoff! Your rider just pi	cked your food up.
Sponsored Erikoisetu:7 viikkoa ilmaiseksi Yli 400 000 ääni- ja e-kirjaa Lunasta etusi	Nextory
Order Details	
Order number	#v5wx-yvvt
Order from	Ravintola Limos
Delivery address	Kastarikatu 1 Turku, 20810 Flat Number: 114 <mark>More</mark>

Picture 6. User waits for delivery.

• The user receives the food delivery and verifies the order accuracy. Expected Outcome: Receives food.

Actual Outcome: User receives a notification that the delivery is nearby. Does not receive info that it has been delivered.

Notes: user waits for a while after that the user tries to resolve the issue within the app, however, it could not be done. The user calls the restaurant to find out if the delivery was done. Restaurant informs that it had been delivered. User then gives feedback (Picture 7).

:	20.41 . 4G 4	9
<	I'd like to give feedback on my rider	
Ride	er feedback:	
С	Behaviour	
С	) Missing equipment	
С	) Cash Issue	
С	Order not delivered to doorstep	
С	Delivery instructions not followed	
Exp	lain the issue	
Th info res car	e delivery was already done but it did not orm me in the app. I had to call the staurant to resolve the issue. This service n be improved.	
	Send	

Picture 7. User gives feedback.

User unpacks and enjoys the meal.
 Expected Outcome: Receives food.
 Actual Outcome: Receives food.
 Notes: Receives food.

Critical Outcomes for Failure: none

Non-Critical Aspects to improve: Notification to the customer about the order delivery status could be improved. Customer's feedback feature needs improvement (Picture 8).

20.41	. 4G 49
I'd like to give feed	back on my rider
Sorry, we faile your re	d to complete quest.
Please try a	gain later.
Clo	se

Picture 8. Error when providing feedback.

Nice features to Enhance User Experience: Foodora's search function needs improvement. If the user types a food name, it should suggest a restaurant or food. In such cases the search functionality can have an autocomplete feature.

2.2.6 Scenario 2

Ordering Food for home Delivery using Wolt app.

- User opens the food delivery app.
   Expected Outcome: User can open the app.
   Actual Outcome: The user opens the app. User scrolls through the app and finds new offer.
   Notes: all the info in the app is done. User is familiar with the app.
- User searches for a specific type of cuisine.
   Expected Outcome: user can find the specified cuisine.

Actual Outcome: user can find the food specified.

Notes: User is scrolling on the app for the specified cuisine. User narrowed down the menu using search function and used autocomplete and suggestion function to find the dish.

User selects the desired food items and adds them to the cart.
 Expected Outcome: can select the item and add them to cart.
 Actual Outcome: User compared the items in the menu and added to the cart with the best deal available.

Notes: user prefers deals. User chooses the food item on offer (Picture 9).

13.59 40	3 33
	×
Hoki combo 16,24 € 21,65 € (POPULAR) Hot & Spicy Wings Bucket S (10kpl), 2 x	ů
Cheeseburger, 2x dip. Valitse maku Choose at least one item Original	
Hot & Spicy Valitse dippi You must select at least 2 items	
Add to order 16	,24 €

Picture 9. User selects desired item and adds it to cart.

- User provides the delivery address and any additional instructions.
  - Expected Outcome: can provide the address.
  - Actual Outcome: User entered the address details.
  - Notes: User is familiar with the app; all the addresses have been set up before. Double checks info. User makes sure that the address is correct.

- User selects a payment method and completes the order.
   Expected Outcome: Can pay.
   Actual Outcome: User chooses the method of payment as apple pay.
   Notes: User tips the courier
- User receives confirmation of the order with estimated delivery time.
   Expected Outcome: Receives a notification in the app.
   Actual Outcome: Got the notification in the app (Picture 10).
   Notes: None.





The user tracks the delivery status and waits for the food to arrive.
 Expected Outcome: User tracks the delivery (Picture 11).
 Actual Outcome: User tracks the delivery. User plays a mini game on the app.



Notes: App provides some entertainment while the user waits for the delivery

Picture 11. User tracks delivery.

- The user receives the food delivery and verifies the order accuracy. Expected Outcome: User receives food. Actual Outcome: User checks if the food is correct. Notes: Successfully received.
- User unpacks and enjoys the meal.
   Expected Outcome: Enjoys the meal.
   Actual Outcome: Unpacks food packaging and eats.
   Notes: Success. User then provides feedback (Picture 12).

Critical Outcomes for Failure: None

Non-Critical Aspects to improve: None.

Nice features to Enhance User Experience: None.

14.59 🕇	11 4G 23			
	Skip			
Wo				
impro	ve?			
4/5 is fine but not awesome. What could we do better next time?				
Courier professional	Courier professionalism Estimate			
Delivery time An	item was missing			
+ Add a comme	ent for Wolt			
Nex	t			
-				

Picture 12. User receives food and provides feedback.

#### 2.3 Analysis

The recordings were observed, and notes were reviewed to gather valuable insights and any recurring issues or positive features. All the data collected to identify critical failures, areas of improvement, and nice features that enhance the user experience were analyzed. The feedback based on the predefined criteria, such as ease of navigation, item selection, payment process, order confirmation, delivery tracking and overall satisfaction was categorized. The qualitative feedback from the participants was compiled.

Comparing Foodora and Wolt, there were nice features in Wolt. Order-together feature was available in Wolt (Picture 13). User can invite guests to a group in the app by sharing the link (Picture 14). Foodora did not have this feature. This feature helps to order food together if there are several other people with the user and to order together. A minigame was also found in Wolt app which the user can play while the order is being ready(Picture

15). User can play the game by tapping (Picture 16). The minigame had in-app reward(Picture 17). This reward could be used for future purchase.



Picture 13. Order together feature in Wolt app.



Picture 14. Inviting guests by sharing the link.



Picture 15. User can play a mini game while waiting.



Picture 16. Mini game can be played by tapping.



Picture 17. User receives a reward for winning the game.

2.4 Results

Qualitative data are the non-numerical data from a test. Qualitative data helps to get the insight of a user in user testing. This helps to improve the quality of service in different sectors. In this case, the operation of a food delivery app. The food delivery

apps need to improve their login options to allow guests access to use the food delivery service. Some users can be conscious about their privacy and personal data and would not like to provide personal information, therefore, it can be possible to save data locally instead of the food delivery app servers. The search functionality of the app can be improved by enhancing the autocomplete feature to predict the menu that they are looking for. The notification system can be improved in the app by providing better training to the couriers thus enhancing user experience for the customers.

### **3. CONCLUSION**

The objective of this thesis was to examine and identify use case scenarios, outcomes and notable features of two popular mobile applications in Finland. The user experience testing conducted for the apps yielded positive results. To achieve the objective, two methods were employed: questionnaires and user experience testing in a semi-controlled environment.

The findings revealed a need for sign-in options within the apps. Some users may prefer not to create an account and instead have the choice to sign in as a guest. Furthermore, the search functionality could be enhanced by incorporating autocomplete and auto-suggestion features. Noteworthy features were discovered in the Wolt app, such as the option to order together with friends and a mini-game that offered in-app rewards. These features significantly enhanced the user experience. Foodora could also consider implementing similar features for its users.

This thesis serves as a practical guide for anyone pursuing a similar objective. To improve the results, it is recommended to increase the number of participants, the number of apps evaluated, and the number of scenarios tested within the apps.

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### **Appendix 1**

2.

This is the question set given to the participant before the user experience testing.

### Questionnaire

1.Experience with	Food Delivery Apps:
-------------------	---------------------

Have you used a food delivery app before? (Yes/No)
Participant 1: Yes
Participant 2: Yes

If yes, which food delivery app(s) have you used previously?
 Participant 1: Foodora and Wolt
 Participant 2: Foodora and Wolt

• How frequently do you use food delivery apps? Participant 1: Very rarely. Used it only 2 times. Participant 2: Often every 3 weeks

Expectations and Preferences:
<ul> <li>What are your primary reasons for using a food delivery app?</li> </ul>
(Select all that apply)
•Convenience
Participant 1: Yes
Participant 2: Yes

•Wide variety of restaurant options

Participant 1: Yes Participant 2: No

•Faster delivery-Participant 1: No Participant 2: Yes

•Cost-effectiveness Participant 1: yes Participant 2: No

•Easy payment options

Participant 1: Yes

Participant 2: Yes

Others (please specify)

Participant 1: I prefer the convenient payment method. Participant 2: App works fluently. I prefer a nice user interface. •How important is it for you to have access to user reviews and ratings when using a food delivery app? (Scale: 1-5, with 1 being not important and 5 being very important)

Participant 1: 2

Participant 2: 4

•Are there any specific features or functionalities you look for in a food delivery app? Please describe.

Participant 1: I expect the food delivery app to be accessible without the need for creating an account. Good search function. Good privacy policy. Food delivery should not necessarily need location information from the app when the correct address is entered.

Participant 2: Good offers in the app and good search functions.

3.Ordering Preferences:

•When placing an order through a food delivery app, do you prefer:

•Ordering from your favorite restaurants

Participant 1

•Exploring new restaurants

•Both equally

Participant 2

•How likely are you to customize your order (e.g., adding notes, requesting substitutions) when using a food delivery app? (Scale: 1-5, with 1 being not likely and 5 being very likely)

Participant 1: 5

Participant 2: 2

4.User Interface and Usability:

•On a scale of 1-5, how important is an intuitive and user-friendly interface when using a food delivery app? (1 being not important, 5 being very important)

Participant 1: 5

Participant 2: 5

•What frustrates you the most when using a food delivery app?

Participant 1: Not able to pay easily. Special notes during checkout should not be deleted. Seamless sign in option.

Participant 2: Not being able to give feedback.

•Is there anything specific you would like to see improved in food delivery apps in terms of usability?

Participant 1: User interface layout could be improved. user friendly for non- technical person.

Participant 2: User interface should be nice. The feedback feature could be improved.

Thank you for completing the pre-test questionnaire. Your responses will greatly contribute to our understanding of user preferences and expectations. Your feedback during the user experience test will also be valuable in improving the food delivery app.