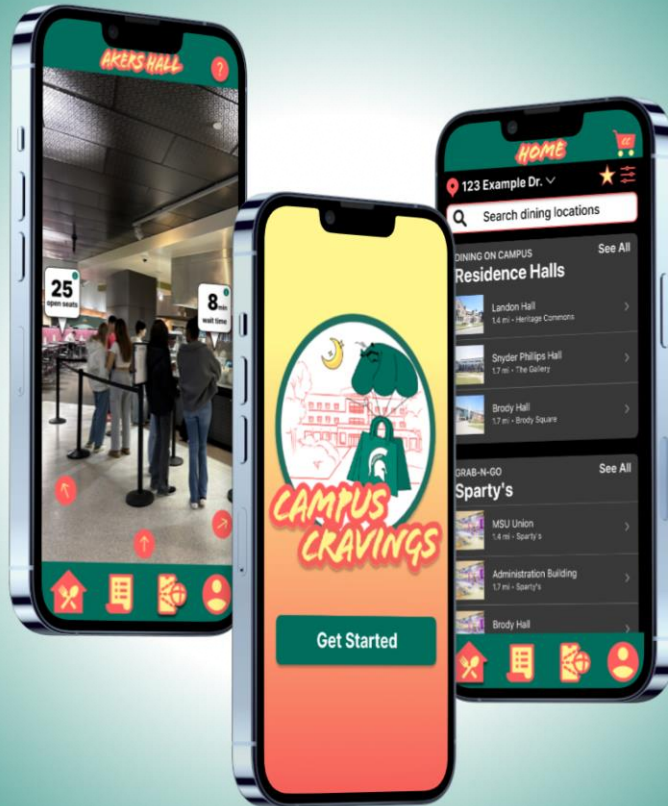


CAMPUS CRAVINGS



# CAMPUS CRAVINGS PROTOTYPE

BY MIKAYLA SLAVIN

# INTRODUCTION

❖ **Design Problem:** How might we enhance access to Michigan State University dining hall services to better accommodate the diverse needs and preferences of all students?





# USER RESEARCH STRATEGY

- ❖ Conducted across 3 MSU dining halls, a series of **5 interviews** were executed **with students** for the purpose of delving into their dining habits, preferences, and challenges.
- ❖ Interviews were conducted with the objective of uncovering unexpected discoveries that informed the development of **more inclusive solutions**.
- ❖ Key Questions Included:
  - 1) What aspects of the dining hall experience do you find most enjoyable?
  - 2) In your opinion, what are some areas where dining hall services could be improved to better meet the needs of students?
  - 3) Can you recall a time when you missed a meal due to unforeseen circumstances?



# EMERGING THEMES FROM USER RESEARCH



**Convenience and Accessibility:** Students prefer dining halls located close to their dorms or classes and expressed frustration when they had to travel long distances or encountered transportation challenges.

**Food Variety and Quality:** Students favored dining halls that offered diverse menus with high-quality food items. Concerns about food freshness, portion sizes, and availability of specific ingredients were raised as areas for improvement.

**Unforeseen Circumstances:** Students shared experiences of encountering unforeseen circumstances that affected their dining hall visits, such as illness, scheduling conflicts, or transportation issues.

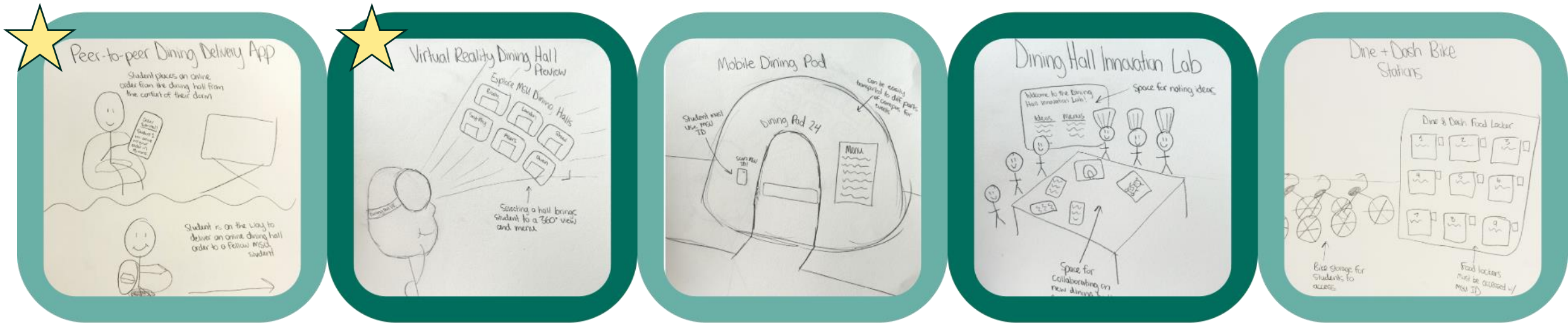
**Crowd Management/Space:** Several students mentioned overcrowding and long lines as challenges in certain dining halls. They prefer dining halls that feel less crowded and more spacious.

**Preference for Delivery Services:** Students discussed using external delivery services like Uber Eats or expressing the need for more convenient options, particularly when facing transportation challenges or wanting to avoid crowds.



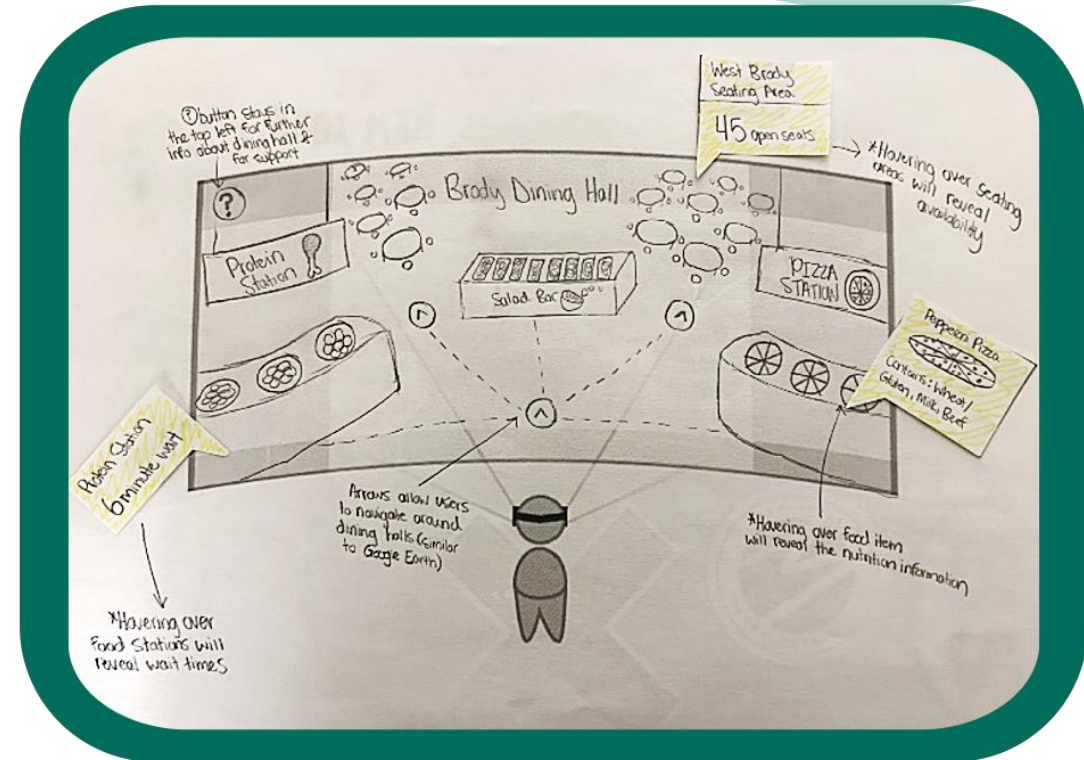
# BRAINSTORMING & IDEATION

- ❖ After identifying themes from user research, I began ideating several solutions on paper.
- ❖ A few solutions included:
  - ★ 1) Dining Delivery App
  - ★ 2) Virtual Reality Dining Experience
  - 3) Mobile Dining Pods
  - 4) Dining Hall Innovation Lab
  - 5) Dine and Dash Bike Stations



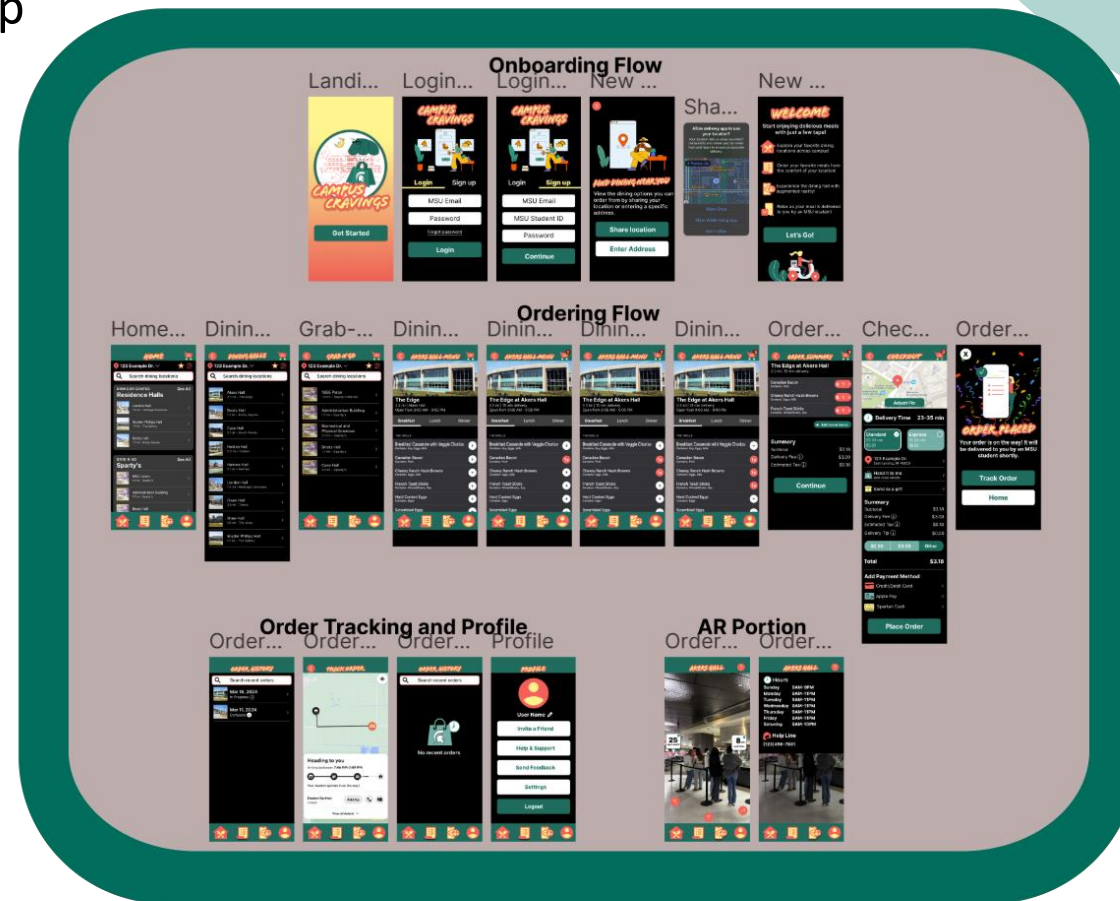
## PROTOTYPE(S) VERSION ONE

- ❖ Narrowing down my sketches, I pursued 2 for prototypes:
  - 1) Dining Hall Delivery App
  - 2) Virtual Reality Dining Hall Experience
- ❖ I chose these ideas because they address my initial design problem of making the dining hall more accessible for students.



# PROTOTYPE VERSION TWO

- ❖ After presenting my prototypes in class, I decided to include augmented reality in my delivery app and design a high-fidelity version
- ❖ Along with the Figma prototype, I also created a video to enact how users might use my app



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# EVALUATION

- ❖ Created 5 tasks for participants to complete while interacting with prototype (tasks shown below)★
- ❖ After participants were given a task, I'd take note of their click path, observe their behavior, and rate their task completion from 1-5 (1 being perfect, 5 being incomplete task)
- ❖ I evaluated three MSU freshman who attended the Limitless Campus Cravings presentation



| Participant A: Saif                         |   |   |   |                 |
|---|---|---|---|-----------------|
| Task  | Click Path  | Observations  | Quotes  | Task Completion |
| Prompt 1: Create an account.                | "Get Started" -> "Sign Up"-> "Continue" -> "Share Location" -> "X" button -> "Always Allow" -> Let's Go -> Home   | Smooth transition from landing page to onboarding, hesitated selecting "Sign Up" but got to it within 10 secs, attempted to click X when sharing location and realized it led to nowhere, continued through flow to home page | "Wow the graphics are sweet."<br>"This is the exact iPhone location square that's cool."  | 2               |
| Prompt 2: Select a dining hall.             | (Residence Halls) "See All" -> "Akers Hall" -> Akers Hall Menu Page   | User recognizing the system, quickly selected "See All," and proceeded to selecting the first dining hall option  | "This looks just like the MSU app."   | 1               |
| Prompt 3: Add food selections to your cart. | "Breakfast Casserole" + button -> "Canadian Bacon" + button -> "Cheesy Ranch Hash Browns" + button -> "French Toast Sticks" + button -> "Hard Cooked Eggs" + button | Appeared confused after first selection "Breakfast Casserole" didn't work. Moved onto the next selection "Canadian Bacon" and continued downward until realizing three options worked.  | "Am I only allowed to order these ones?"<br>"I like the number showing up on the cart that's sick."   | 1               |
| Prompt 4: Complete the checkout process.    | Cart button -> "Standard" -> Example Location -> "Other" -> "Spartan Cash" -> "Place Order" -> Order Complete Overlay   | Slowly scrolled through the checkout process taking in the information. Nodded his head while reading the page  | "This is cool it looks just like a real one."<br>"The colors of the icons make it fancy."<br>"Oh nice I like the Spartan Cash option I'd use that." | 1               |
| Prompt 5: Track the order until delivery.   | "Track Order" -> Order History Page -> March 16th Order -> Track Order Page   | Hesitated choosing between the March 16th order and March 11th order but ending up choosing the correct one to successfully complete task.  | "I don't know which is mine, I'll assume this since it's incomplete."   | 1               |



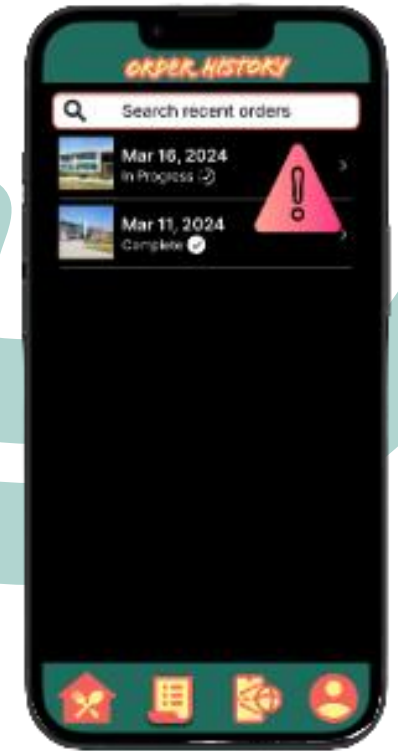


# FINDINGS

- ❖ Participants showed varying comfort levels with the app, with positive feedback on navigation & similarity to MSU systems
- ❖ Feedback across interviews highlighted issues with food menu selection inconsistencies
- ❖ Challenges with tracking orders were a common theme among participants, indicating a need for clearer guidance within the app
- ❖ Despite positive remarks on interface design, issues such as **menu selection discrepancies & order tracking** need improvement for enhanced user experience and app usability



Food Menu Inconsistencies

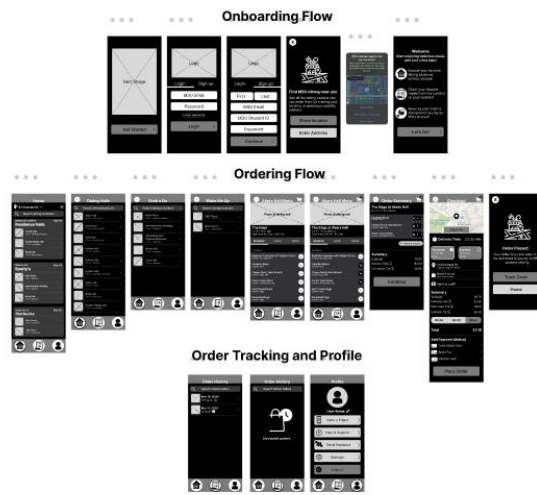


Unclear Order Tracking

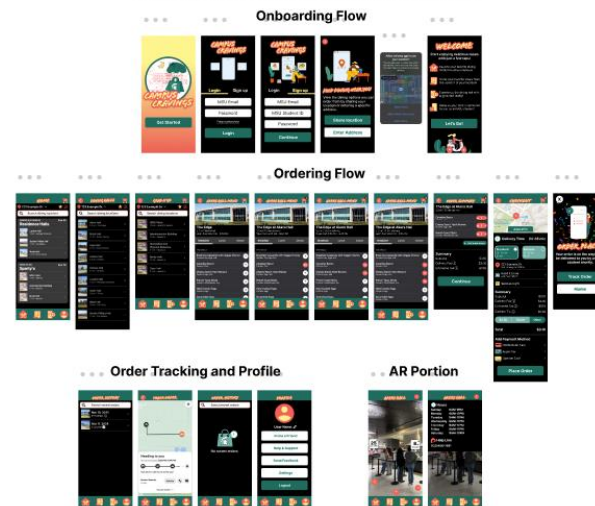
# FUTURE ITERATIONS

- ❖ Ensure all food items on the menus are clickable & move participant through ordering flow
- ❖ Enhance order tracking feature with clearer guidance and visual cues
- ❖ Conduct further user testing with prototypes to ensure improvements effectively address usability issues

## First Iteration



## Second Iteration



## Third Iteration





# CONCLUSION

- ❖ Throughout the semester, MI450 taught me the value of user research and embracing feedback in the design process. Learning various new design methods (such as “think aloud” and paper prototyping) also made me more confident as a designer.
- ❖ Although I was familiar with UX before taking the courses, I now have a better understanding of what it means to put the user first and how to ask the right questions.
- ❖ MI450 also taught me that design is not linear! It is iterative and sometimes messy in nature, but that is okay (the hardest thing I’ve learned).



# FUTURE WORK

- ❖ Moving forward, I plan on taking the Campus Cravings app to my Masters program next Fall for further research & iteration.
- ❖ Alongside the founder Ryan Angeliu, I also plan on working with the Burgess Institute to create partnerships with Michigan State University to launch an MVP by Nov. 2024.
- ❖ There is still much to learn & discover! Within the coming year, I'd like to do more user testing on the current app, then eventually work on the deliverer and dining hall interface... to be continued 😊





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# THANK YOU !

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TO BE CONTINUED...