

# Sub Shop Interface

Group 3: Jefferson Delgado, Allan Li, Thanh Tran, Antonio Whitehead

# Brief Description of Interface

- Touchscreen interface for ordering at a sub shop
- Placed on multiple kiosks
- Select and remove ingredients from sandwich



*IBM AnyPlace Kiosk 19"*

# Goals of the Interface

- Reduce errors in ordering
- Benefit deaf individuals and people with accents
- Improve throughput of orders

# HCI Considerations

- Memorability: Relies on recognition over recall
- Learnability: Simple design allows for easy learning curve
- Effectiveness: Users get a better visual impression of order
- Error handling: Easy to recover from mistakes

# WELCOME TO SIGNATURE SUBS



Create-A-Sub

select your bread,  
toppings and  
condiments

Popular Subs

choose from  
popular subs with  
pre-selected  
ingredients

Bread

Meat

Toppings

Condiments

Sides

Select your bread



Wheat Bread

Add



French Bread

Add



Italian Bread

Add



Flat Bread

Add



Italian Herbs  
and Cheese

Add



Honey Oat

Add

Sub #1

Back

Next

Exit

Bread

Meat

Toppings

Condiments

Sides

Select your bread

Sub #1

 Wheat Bread Add	 Italian Herbs and Cheese Add	 Honey Oat Add
 Flat Bread Add	 Italian Herbs and Cheese Add	 Honey Oat Add

**You must select a bread before moving on!**

OK

Back

Next

Exit



Bread

Meat

Toppings

Condiments

Sides

Select your bread



Wheat Bread

Add



French Bread

Add



Italian Bread

Add



Flat Bread

Add



Italian Herbs  
and Cheese

Add



Honey Oat

Add

Back

Next

Sub #1

Honey Oat Bread



Exit

Bread

Meat

Toppings

Condiments

Sides

Select your meat



Ham

Add



Capicola

Add



Bologna

Add



Steak

Add



Tuna

Add



Meatball

Add



Turkey

Add



Roast Chicken

Add



Salami

Add

Back

Next

Exit

Sub #1

Honey Oat Bread



Turkey



Ham



Bread

Meat

Toppings

Condiments

Sides

Select your toppings



Lettuce

Add



Banana Peppers

Add



Onions

Add



Tomatoes

Add



Green Peppers

Add



Avocado

Add



Olives

Add



Cucumbers

Add



Mushrooms

Add

Back

Next

Exit

Sub #1

Honey Oat Bread



Turkey



Ham



Lettuce



Tomatoes



Onions



Bread

Meat

Toppings

Condiments

Sides

Select your toppings



Lettuce

Add



Banana Peppers

Add



Onions

Add



Tomatoes

Add



Green Peppers

Add



Avocado

Add



Olives

Add



Cucumbers

Add



Mushrooms

Add

Back

Next

Exit

Sub #1

Honey Oat Bread



Turkey



Ham



Lettuce



Tomatoes



Bread

Meat

Toppings

Condiments

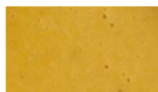
Sides

Select your condiments



Olive Oil

Add



Honey Mustard

Add



Ranch

Add



Regular Mustard

Add



Chipotle Southwest

Add



Mayonnaise

Add

Sub #1

Honey Oat Bread



Turkey



Ham



Lettuce



Tomatoes



Honey Mustard



Back

Next

Exit

Bread

Meat

Toppings

Condiments

Sides

Select your sides



Apple Slices

Add



Brownies

Add



Dorito Nacho Cheese

Add



Lays Wavy Ranch

Add



Sunchips Harvest

Add



Baked Lays

Add



Lays Classic

Add



Oatmeal Raisin

Add



Chocolate Chips

Add

Back

Next

Exit

Sub #1

Honey Oat Bread



Turkey



Ham



Lettuce



Tomatoes



Honey Mustard



Lays Classic



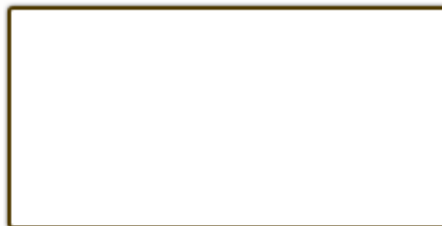
## Order Summary



Sub #1



Click picture to see a more details



Back

Add a Sub

Complete Order

Exit

## Order Summary



Sub #1

Click picture to see a more details



Sub #1

Honey Oat Bread

Turkey

Ham

Lettuce

Tomatoes

Classic Lays

Honey Mustard

Back

Add a Sub

Complete Order

Exit



# WELCOME TO SIGNATURE SUBS



How would you like to create your next sub?

Create-A-Sub

select your bread,  
toppings and  
condiments

Popular Subs

choose from  
popular subs with  
pre-selected  
Ingredients

Bread

Meat

Toppings

Condiments

Sides

Drinks

Select a popular sub



Philly Cheesesteak

Add



Meatball Sub

Add



Veggie Delight

Add



Buffalo Chicken

Add



Italian Sub

Add



BLT Sub

Add

Back

Next

Sub #2

BLT Sub



Exit

Bread

Meat

Toppings

Condiments

Sides

Select your sides



Apple Slices

Add



Brownies

Add



Dorito Nacho Cheese

Add



Lays Wavy Ranch

Add



Sunchips Harvest

Add



Baked Lays

Add



Lays Classic

Add



Oatmeal Raisin

Add



Chocolate Chips

Add

Sub #2

BLT Sub



Back

Next

Exit

## Order Summary



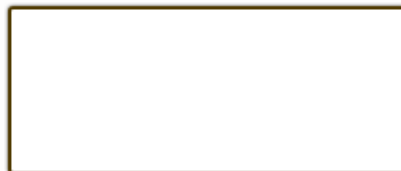
Sub #1

Click picture to see a more details



Sub #2

Click picture to see a more details



Back

Add a Sub

Complete Order

Exit

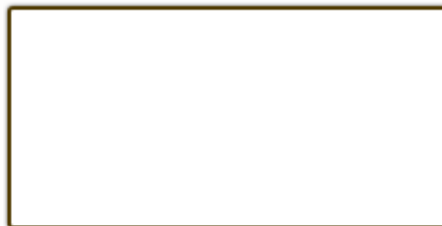
## Order Summary



Sub #1



Click picture to see a more details



Back

Add a Sub

Complete Order

Exit

## SIGNATURE SUBS

Your order number is 12345.  
Please take your ticket below.

Please come pick up your order  
when your number is called.

Enjoy!

# Pre-Test

- Use of Likert scale, differential semantics, etc.
- Gathered demographic information, comfortability with touchscreens, etc.
- Helped to interpret the results obtained from testing

# Pre-Test

-How old are you?

-What is your gender?

-Do you prefer touchscreen interfaces to physical buttons?

-Rate your people skills



# Post-Test

- Gain information about the user's experience
- Check whether their pre-test opinions changed

# Post-Test

- Rate your experience with the system from 1-10
- Were you ever confused during the process?
- Did it take too long?
- Suggest any improvements

# Suggested Improvements

- 'Back' button added
- Sub details added at order summary page
- Bread option error recovery

# Population

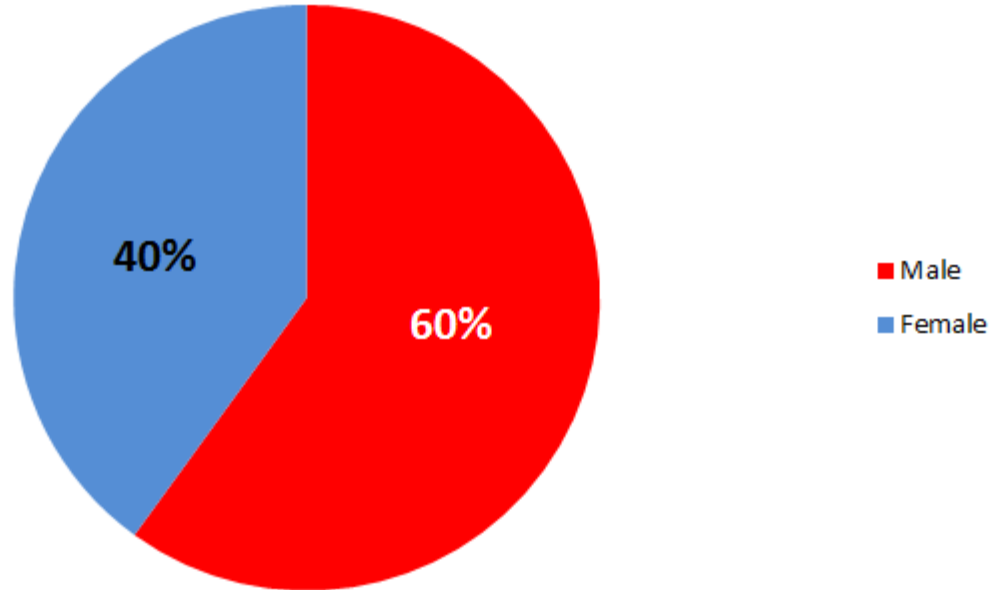
-5 participants

-Randomly selected

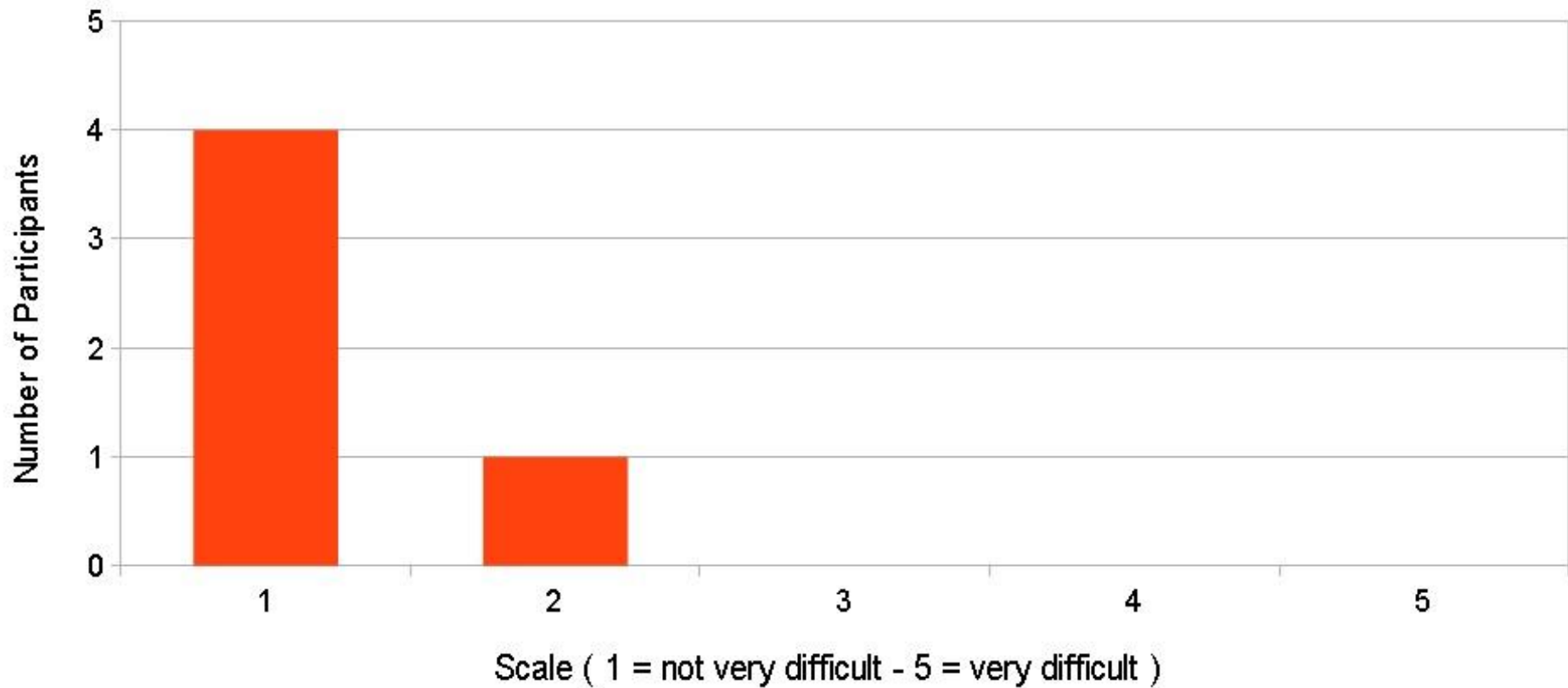
-4 between ages 18-24, 1 in 40+ range

# Population

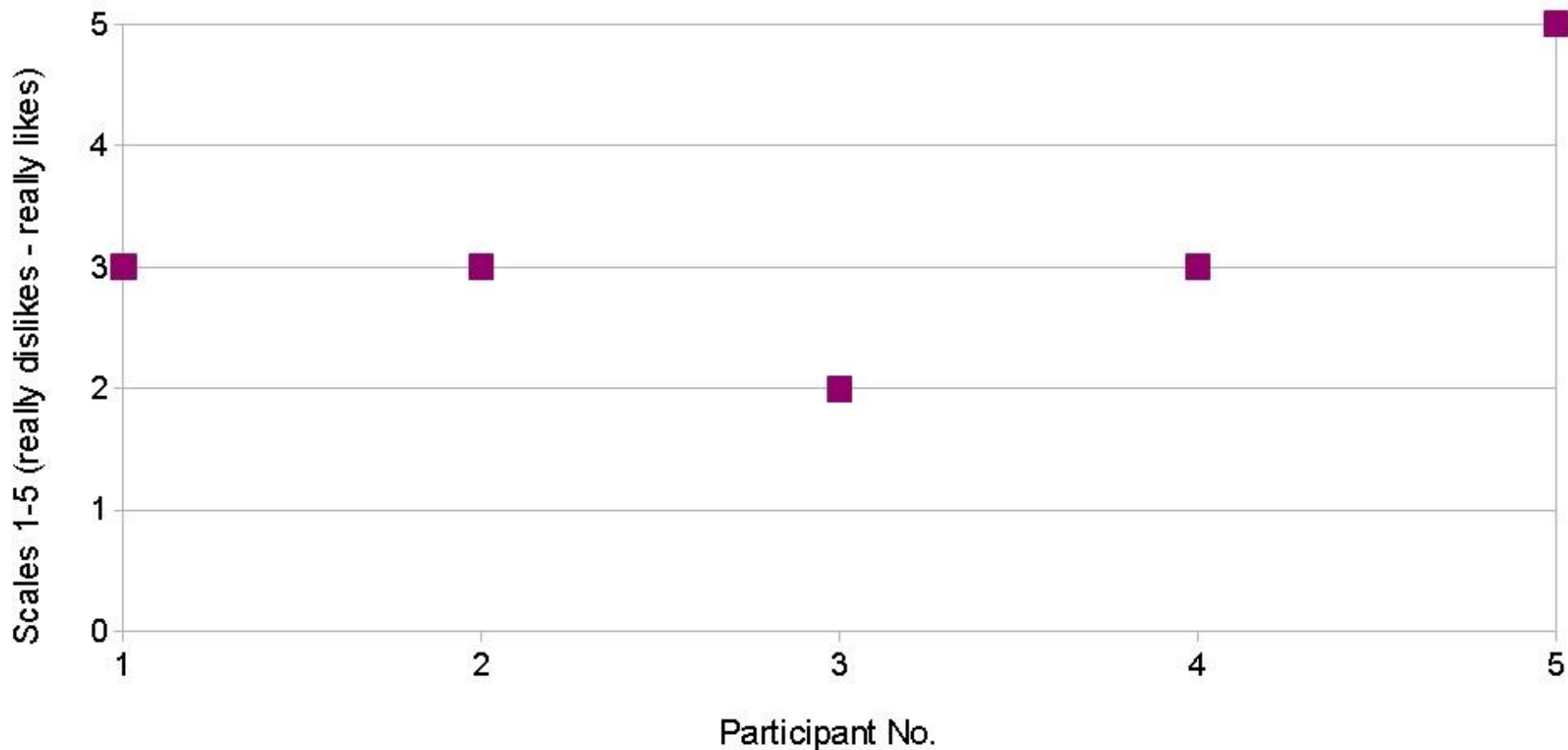
Gender



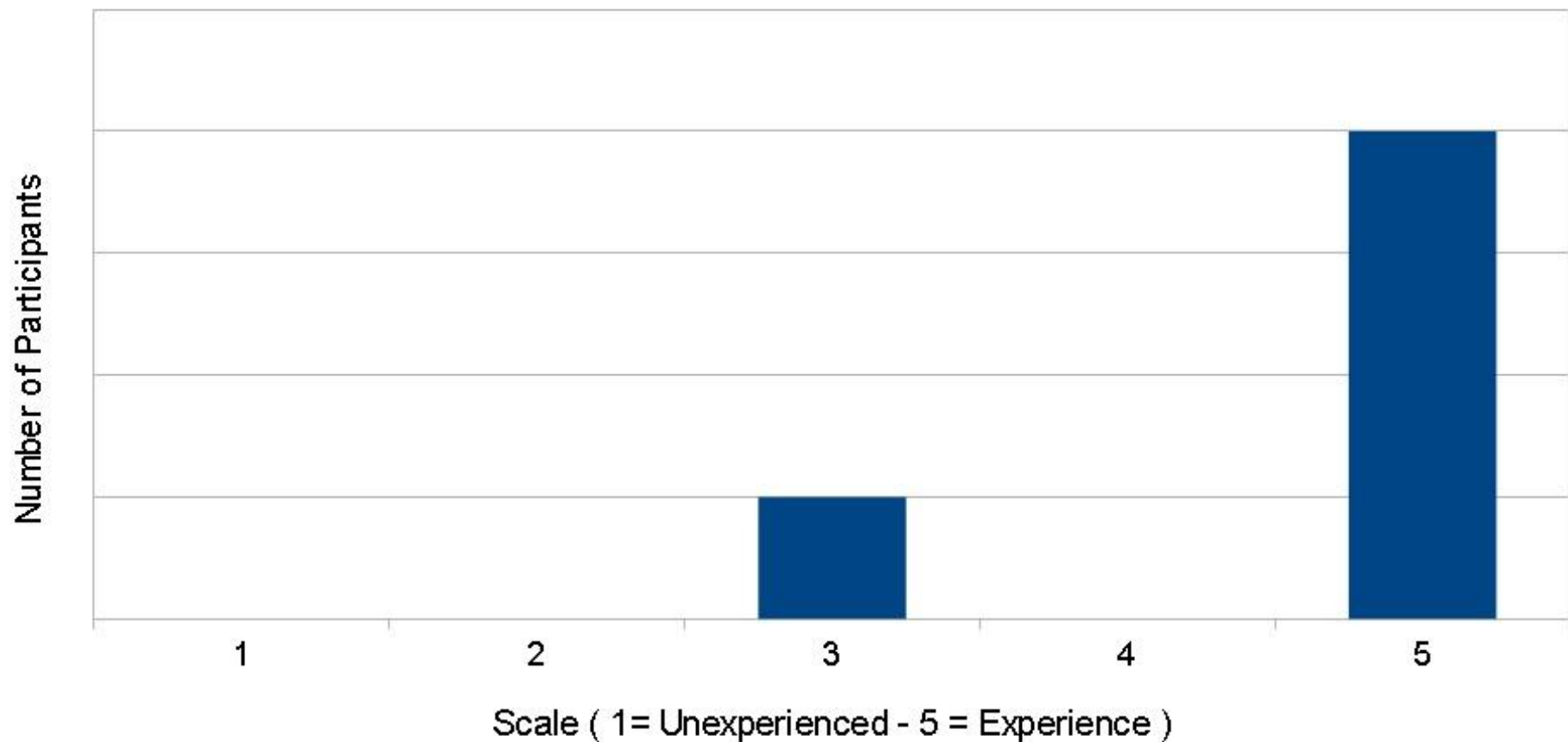
## Were the Pictures Difficult to Understand



# Ordering from Fast food Places

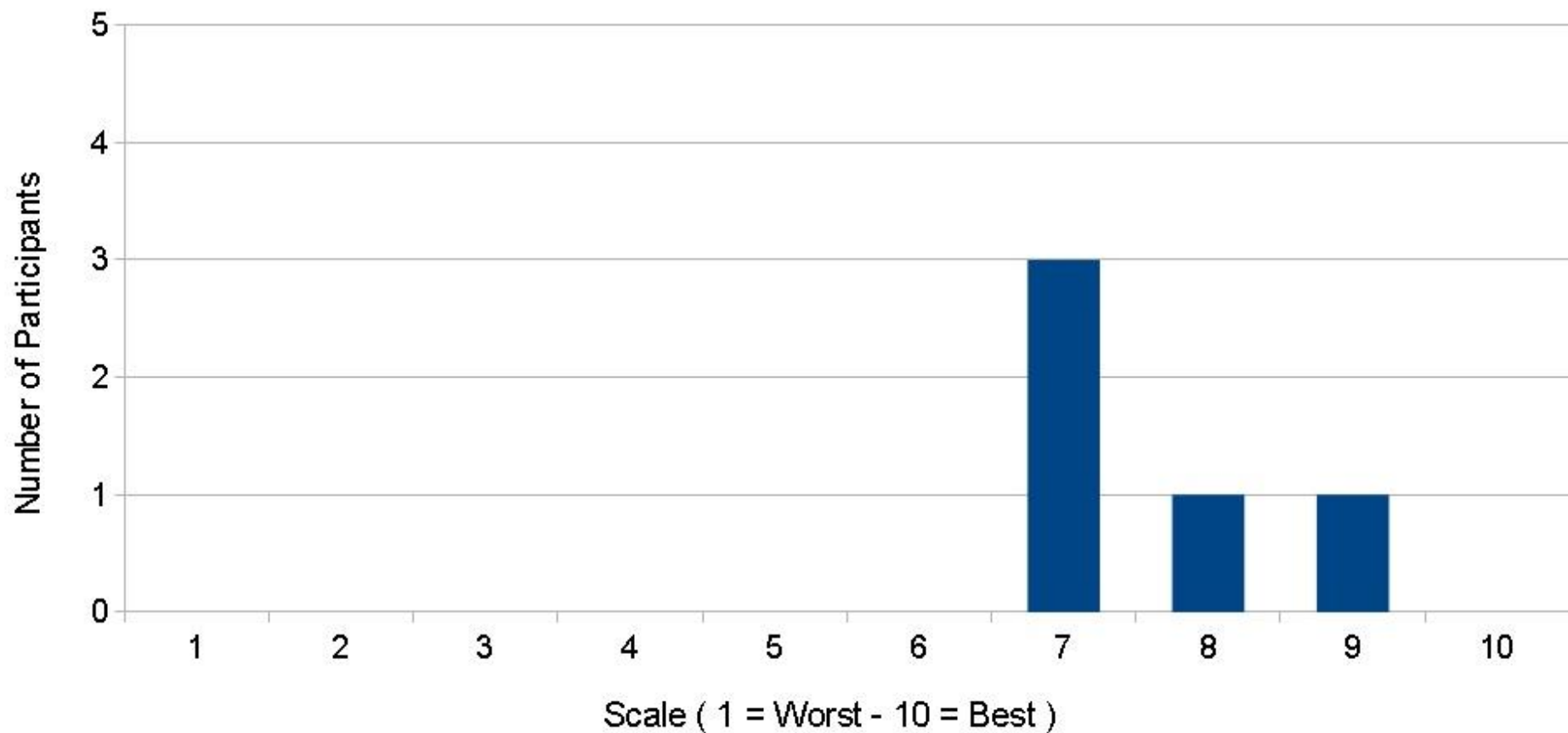


# Rate your Experience on TouchScreen

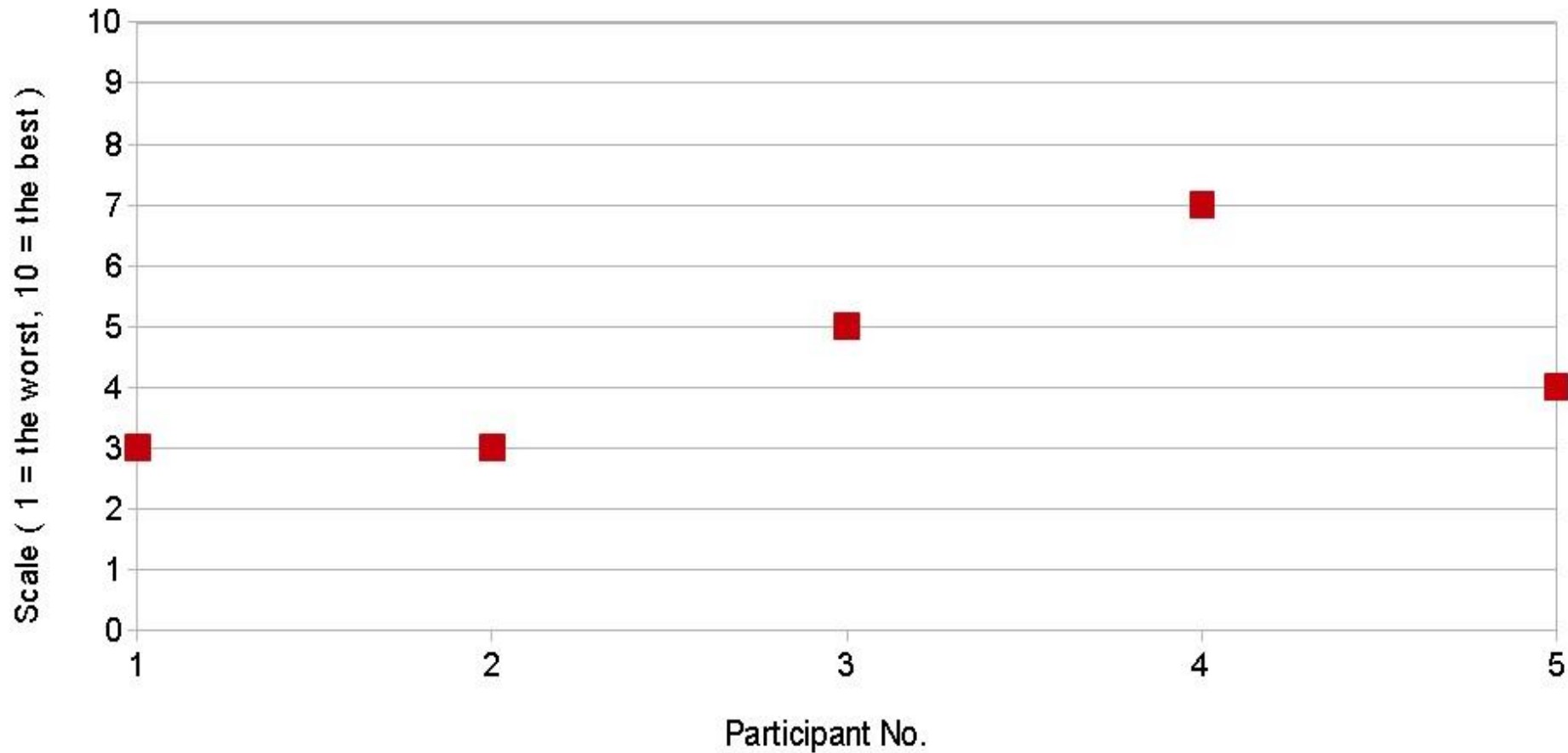




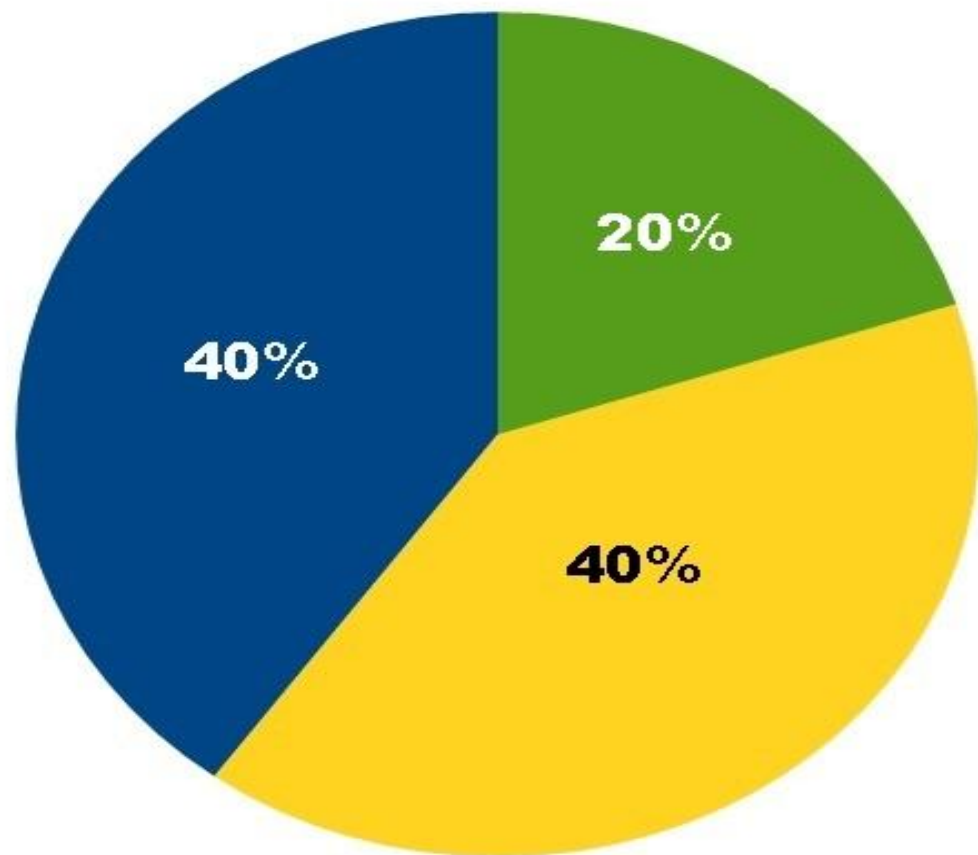
## Rate Experience with Sub Interface



# Rate your People Skills

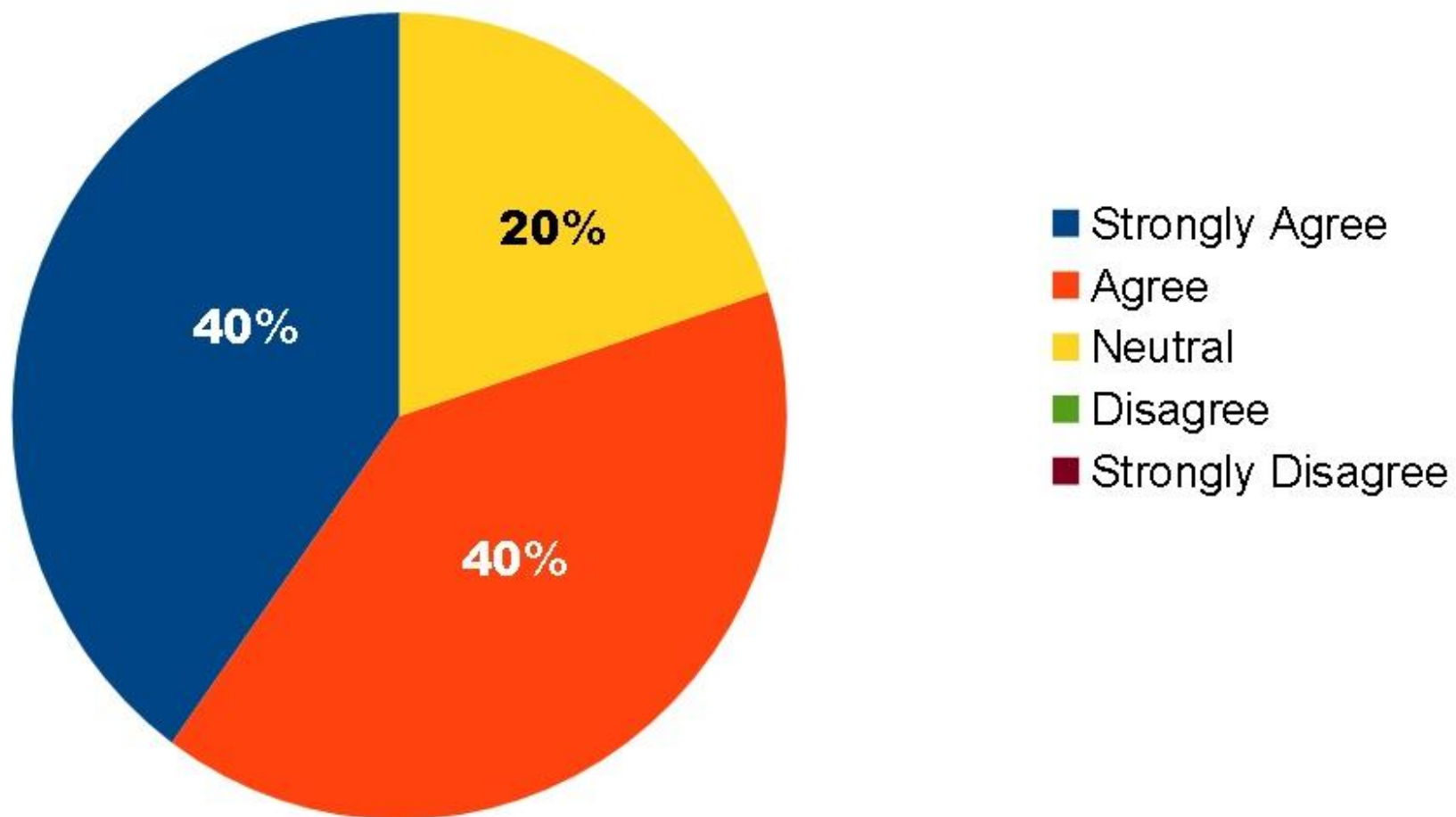


## Prefer TouchScreen

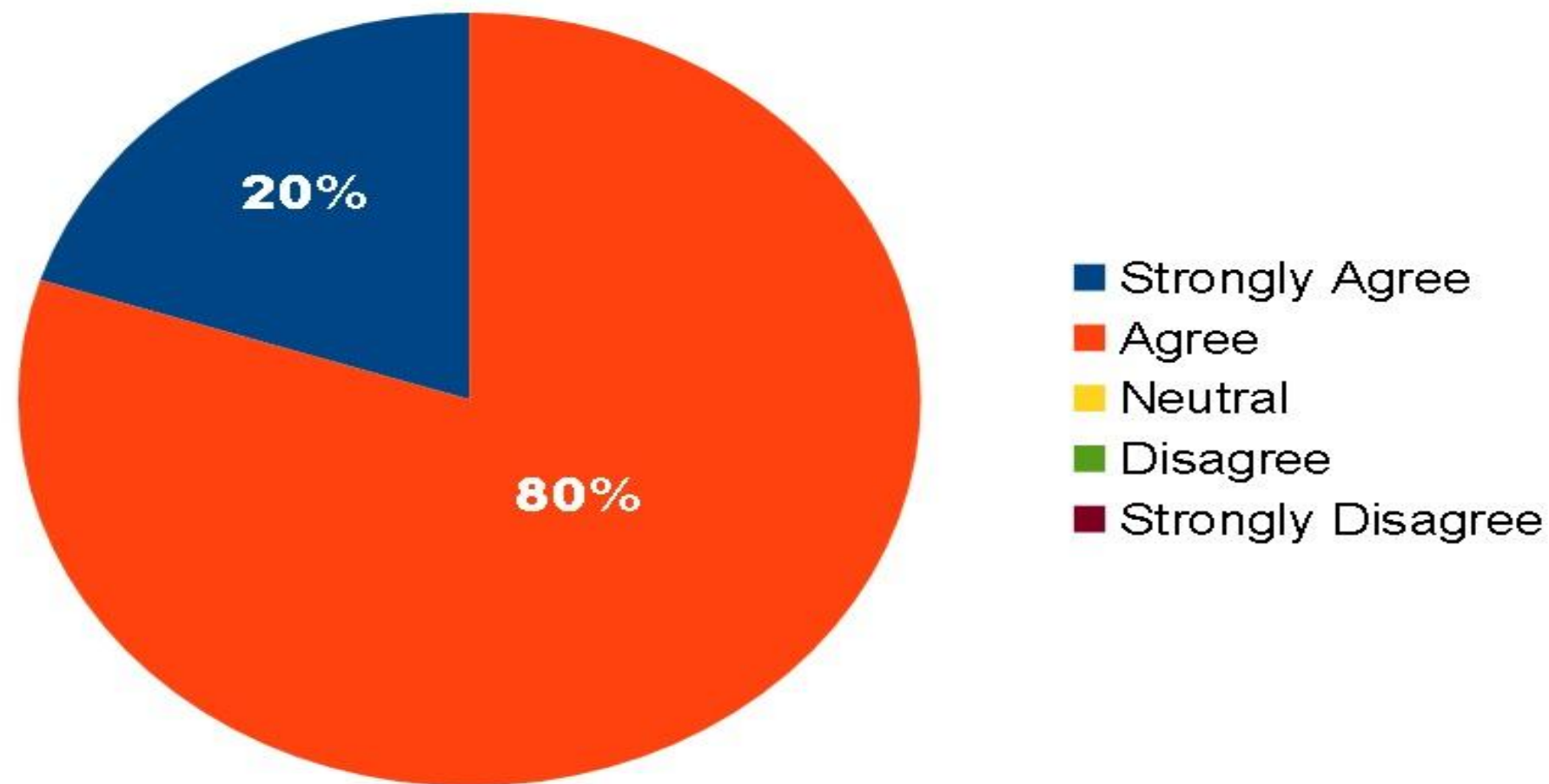


- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

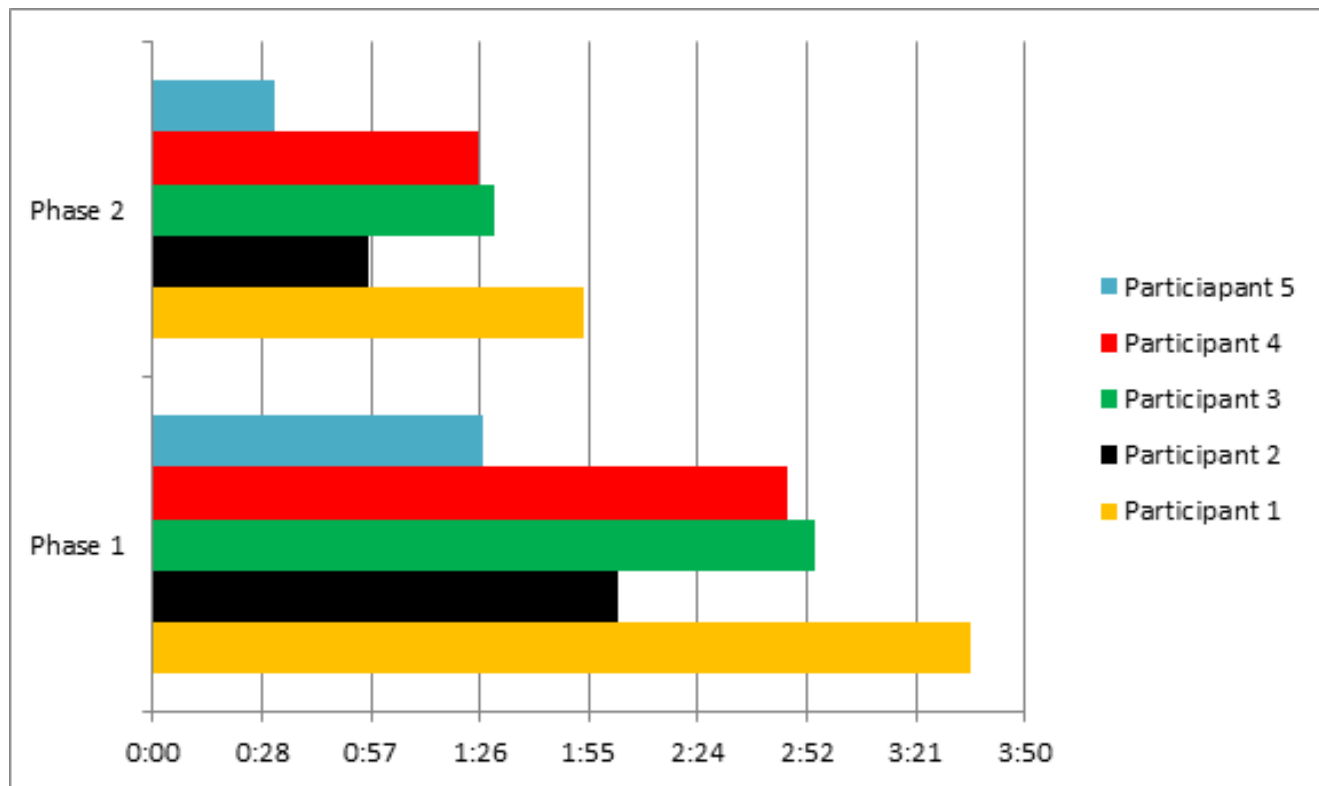
## Would TouchScreen Speed Up Process Ordering



## TouchScreen Interface Speed Up the Process of Ordering



# Results



# Conclusion

- Makes the ordering process more productive
- Users generally satisfied with interface
- Minimal, functional design follows principles taught throughout course