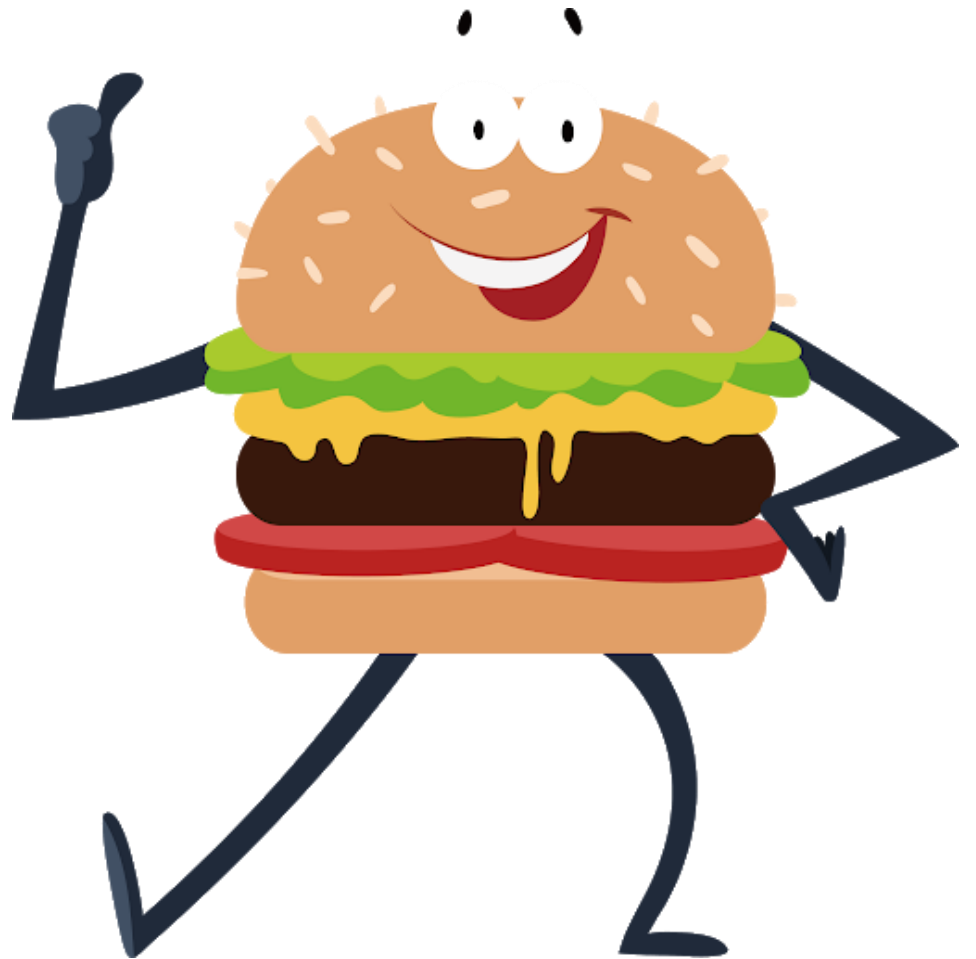# Food Ordering!

CS2945 Spring 2020
Riya Verma
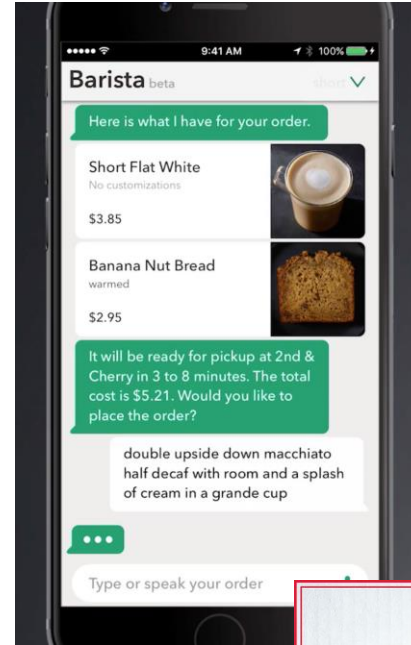
Project Motivation

- **Slot filling → Form Filling**
    - Some transactions require more than simple slot filling
    - Account for factors such as history, user preferences, financial concerns, offering related values

- How do we represent these cases? How do we help the user achieve their goals?

Project Motivation

- Online food services are a **huge**, and **growing** industry
  - In 2018, $82B → in 2025, $200B (Forbes)

- Restaurants and ordering services are using virtual assistants to streamline the ordering process
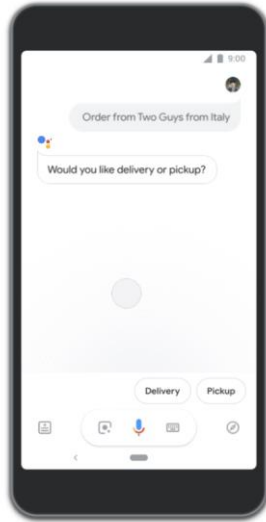
My Goal

What does the ideal food ordering conversation look like for the food orderer?

What does the ideal food ordering conversation look like for the food service provider?

State of the Art

Google Assistant

Alexa Skills

State of the Art

Calimomma

★★☆☆☆ **Needs some work!**
Reviewed in the United States on December 14, 2017

We tried using Alexa to order pizza and since we have the Skill linked to our Dominos account, it was easy enough to order our usual favorite. She asked if we wanted to repeat our last order, and since we're pretty predictable when it comes to pizza, it was super easy. However, not being able to use a coupon made the order nearly $12 more expensive and I had to call the store to ask them to apply the coupon. So much for saying us a step. Further, when talking to Alexa, there was no mention of a payment method at all, leaving us wondering if the order had been paid for with the payment method stored in our account. Turns out, it wasn't paid for and we needed cash at the door, which luckily we were able to scrounge up.

12 people found this helpful

Helpful | ⌄ Comment | Report abuse

Jim Buczkowski

★★★★★ **A great start! Does what it claims. Targeted at those that have a standard order they use often.**
Reviewed in the United States on February 1, 2017

This skill does exactly what it claims to do, that is allow you to "reorder" your favorite/preferred order. Although we all would like Alexa to be our " virtual barista" I'm sure that is something to look forward in the future. Voice recognition is difficult to get high high satisfaction with and with Starbucks' complex menu, it will take a bit more time to get a high satisfaction experience. In the mean time, thus skill is focused on users that may want to occasionally reorder their "usual" and it works as described. The skill is a bit chatty but does try to represent the personal touch of Starbucks. My opinion is that this skill is a great "foundation" and I look to and expect Starbucks to build on this skill with new experiences over time.

43 people found this helpful

Helpful | Comment | Report abuse

ZurkeyDurkey

★★★★☆ **Works, but room for improvement**
Reviewed in the United States on March 4, 2017

The app does what it says. Here is where it can be improved:

1) Have Alexa ask you which store you'd like to place the order at.
2) Have Alexa understand what drink you want to order, or break it down by category, then drink. Shouldn't need to have a previous order.

11 people found this helpful
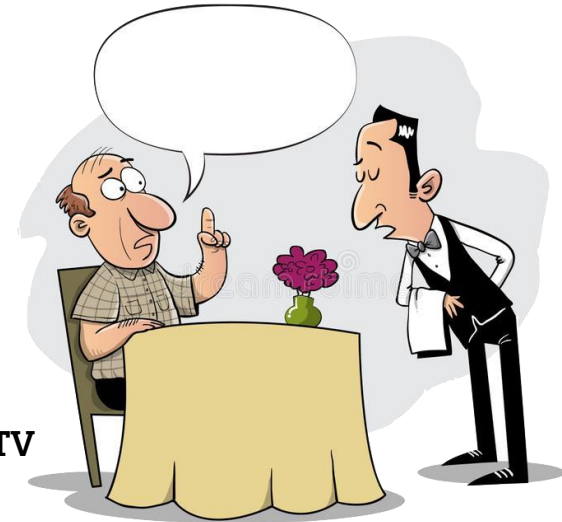
Step by Step Schedule

Week 1: User Side Conversation Research

Goals: Understand Conversation Patterns & Develop Conversation Prototype

- Collect domain specific FAQs
- Collect domain specific vocabulary
- Understand desired conversation flow
- Understand desired VA personality, proactivity, and positioning

Methods

- Experiment with current food ordering VAs
- Observe others ordering food at restaurants - in person, in films, in TV
- Interview users about their food ordering experiences
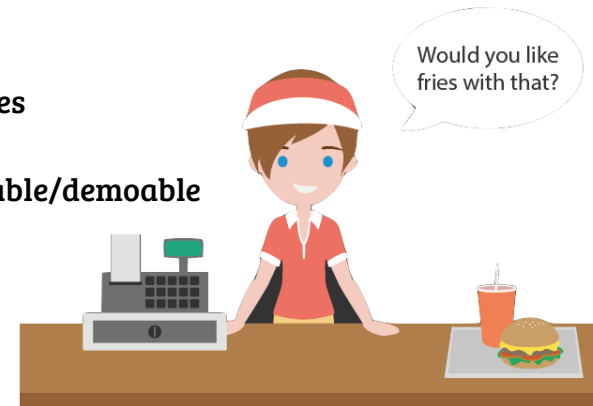
Step by Step Schedule

Week 2: Restaurant Side Conversation Research

Goals: Understand Conversation Patterns & Develop Conversation Prototype

- Understand ideal order types for restaurants
- Understand effective VA personality, proactivity, and positioning for restaurant goals
- Begin Preparing for Demo Implementation

Methods

- Research restaurant economics and waitressing guides
- Observe others taking orders at restaurants - in person, in films, in TV
- Interview waiters and restaurant owners about their ordering taking experiences
- Speak with Monica's industry contacts for feedback & guidance
- Discuss with Gio & Monica about which conversation aspects will be implementable/demoable

Step by Step Schedule

Week 3: Demo Implementation

Goals: Create Conversation Demo

- Demonstrate the conversation prototype with the Almond system
- Understand what system level changes are needed to create the desired conversation

Methods

- Coding Fun & Help from Gio!
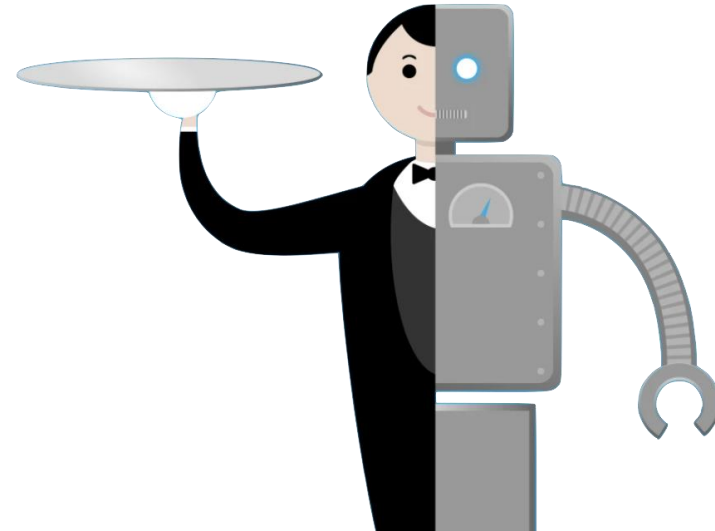
Step by Step Schedule

Week 4: Conversation Prototype Testing

Goals: Improve Conversation Prototype

- Understand what parts of the designed conversation work well and not so well
- Iterate & Improve

Methods

- User Testing

Planned Demo

I would like to order some pizza for dinner.

Yesterday you ordered two pepperoni pizzas from Dominos.

Would you like to order the same thing?

Not exactly. I have a friend coming over so I should probably get more food.

Caesar Salad goes well with the pepperoni.

Yeah that sounds yummy!

I have added the Caesar Salad. Would you also like something to drink? Pepsi? Water? Beer?

No drinks, please...

What i will learn

- Conversation Design Factors
- Implementing a Domain Specific Skill
- The Language of Food!

Thank you! Questions?