



เรียนรู้ออนไลน์

**THE DEVELOPMENT OF USEFULNESS AND EASE OF USE
OF FOOD DELIVERY PLATFORM: A CASE OF CHINESE
FOOD PLATFORM IN THAILAND**



JIE FU

**A THESIS SUBMITTED IN THE PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE MASTER OF BUSINESS ADMINISTRATION IN
DIGITAL BUSINESS, FACULTY OF BUSINESS ADMINISTRATION,
HUACHIEW CHALERM PRAKIET UNIVERSITY
YEAR 2022**

COPYRIGHT OF HUACHIEW CHALERM PRAKIET UNIVERSITI


**THE DEVELOPMENT OF USEFULNESS AND EASE OF USE
OF FOOD DELIVERY PLATFORM:
A CASE OF CHINESE FOOD PLATFORM IN THAILAND**

JIE FU

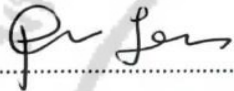
APPROVED THIS THESIS SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENT FOR THE MASTER OF BUSINESS ADMINISTRATION
IN DIGITAL BUSINESS
ON DATE MARCH 28 2023



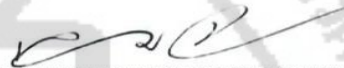
.....
Dr. Kannika Daungcharone
Chairman of thesis committee



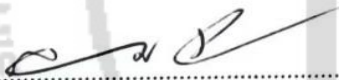
.....
Asst. Prof. Dr. Lanthom Jonjoubson
Thesis advisor



.....
Dr. Puangchompoo Jones
Thesis committee



.....
Asst. Prof. Dr. Lanthom Jonjoubson
Chairman of Master of Business Administration
(Digital Business)



.....
Asst. Prof. Dr. Lanthom Jonjoubson
Thesis committee



.....
Asst. Prof. Janya Yodnil
Dean of Faculty of Business Administration



The Development of Usefulness and Ease of Use of Food Delivery Platform: A Case of Chinese Food Platform in Thailand

Name-Surname: Jie Fu

Degree (Major): Master of Business Administration (Digital Businesses)

Thesis Advisor: Assistant Professor Dr. Lanthom Jonjoubsong

Abstract

Food delivery platforms are one of the platforms with potential for growth. Because of the epidemic food delivery platforms have been further developed in various countries. However, previous studies have shown that food delivery platforms still have some problems that need to be solved. To solve these problems, the research objective of this research is to identify the functionalities of food delivery platforms and the pain points of customers. Finally, a developmental functional model is proposed for reducing customer pain points. This research focuses on the customer side of the food delivery platform. This research uses a mixed research approach and the type of research is design science. Then, this research uses three methods to collect data, which are observation method, questionnaires method and interview method. The data is divided into qualitative data and quantitative data to be analyzed separately. Qualitative data are using the classification and coding of concepts method, while quantitative data are analyzed using statistical tools. Finally, a functional development model is created through digital tools. The data from this research passed the reliability and validity tests. Factors affecting perceived ease of use and factors affecting perceived usefulness in the area of food delivery platforms were identified in this research. In addition, this research found that the delivery map function affects perceived usefulness and use experience affects perceived ease of use.

Keywords: Food delivery platforms; Technology acceptance models; Perceived ease of use; Perceived usefulness; Application Development.

Acknowledgement

I would like to thank all the people who have helped me and enabled me to complete this thesis. Firstly, I would like to thank my advisor, Dr. Lanthom Jonjoubsong, for her excellent guidance throughout the research process. She thoughtfully guided me on the right track to complete my thesis. I would also like to thank my thesis committee supervisor Dr. Puangchompoo Jones for her support in helping me to complete my thesis in a more rigorous manner. Many thanks to Dr. Kannika Daungcharone, who was able to guide my defense in an excellent manner and allowed me to revise my dissertation in a more scientific and rigorous manner. Thank you to Dr. Siriwut Rungruang, who supported me in designing the questionnaires and helped me to get a clearer idea for the design.

Secondly, I would like to thank the customers of the Chinese food delivery platform in Thailand who are willing to participate in completing the data collection for this thesis. I would like to thank everyone who filled out my questionnaires and answered my interviews in detail.

Finally, I would also like to thank my parents and friends for their encouragement and support during my studies. I would like to express my deepest gratitude to my family for their support and love.

JIE FU

Abbreviation List

FDP	Food Delivery Platform
KMO	Kaiser-Meyer-Olkin
TAM	Technology Acceptance Model
UI	User Interface
UX	User Experience



Table of Contents

Contents	Page
Abstract	a
Acknowledgement	b
Abbreviation List	c
Table of Contents	d
Table of Tables	g
Table of Figures	h
Chapter 1 Introduction	1
1.1 Introduction	1
1.2 Problem statements	3
1.3 Objectives	3
1.4 Research questions	4
1.5 Limitation	4
1.6 Definition of terms	4
1.7 Expectation outputs	5
1.8 Conclusion	5
Chapter 2 Literature Review	6
2.1 Platform Economy	6
2.1.1 Definition of platform economy	6
2.1.2 Importance of the platform economy	7
2.1.3 Classification of platforms	10
2.1.4 Attributes of the platform	11
2.2 Food delivery platform (FDP)	11
2.2.1 Definition of food delivery platform	12
2.2.2 Food delivery platform components	12
2.2.3 Food delivery platform functions	14
2.3 Technology Acceptance Model (TAM)	22
2.3.1 Definition of technology acceptance model	22
2.3.2 Influencing factors of perceived usefulness	24
2.3.3 Influencing factors of perceived ease of use	27

Table of Contents (Continued)

2.4	User characteristics	29
2.4.1	Gender	30
2.4.2	Use experience	30
2.4.3	Education level	31
2.5	Theoretical framework	32
2.6	Conclusion	32
Chapter 3	Research methodology	34
3.1	Research methodology and research type	34
3.2	Population and sample	36
3.2.1	Population	36
3.2.2	Sample and sampling techniques	37
3.3	Research tool development and data gathering	41
3.3.1	Data gathering	41
3.3.2	Research tool development	44
3.4	Data analysis	44
3.4.1	Quantitative data	44
3.4.2	Qualitative data	45
3.5	Research quality	46
3.5.1	Reliability	46
3.5.2	Validity	47
3.5.3	Ethical issues	49
3.6	Conclusion	49
Chapter 4	Food delivery user's requirement	51
4.1	Food Delivery Platform	51
4.1.1	GOKOO	51
4.1.2	Elefly	57
4.2	Customer requirements	63
4.2.1	Customer requirements about functions	63
4.2.2	Customer requirements of perceived usefulness	66
4.2.3	Customer requirements of perceived ease of use	68

Table of Contents (Continued)

4.3 Conclusion	70
Chapter 5 New Food Delivery Platform Design	71
5.1 Conceptual Design	71
5.2 New Design	75
5.2.1 New design specification	75
5.2.2 Digital prototype	77
5.3 Evaluation of the new digital prototype	84
5.3.1 Evaluation in Functions	84
5.3.2 Evaluation in Perceived usefulness	87
5.3.3 Evaluation in Perceived ease of use	89
5.4 Conclusion	90
Chapter 6 Conclusion and Suggestions	93
6.1 Conclusion of The Research	93
6.1.1 Research Objectives and Research Questions	93
6.1.2 Research Design	93
6.1.3 Research Findings	94
6.2 Suggestion	95
6.2.1 Suggestion for Practitioners	95
6.2.2 Suggestion for Further Research	96
6.3 Conclusion	96
References	97
Appendices	107
Appendix A: Approval of ethical committee	107
Appendix B: Consent to Participation in Research	108
Appendix C: Questionnaires	109
Appendix D: Interview Outline	117
Appendix E: Interview list	119
Appendix F: Data Classification of Interviews	120
Appendix G: Data connection of Interviews	121
Appendix H: Interview transcripts	122

Table of Tables

Table	Page
2.1 Comparison of the five core functions of different platforms	18
2.2 Perceived Usefulness (Chuttur, 2009)	23
2.3 Perceived Ease of Use Scale (Chuttur, 2009)	24
2.4 Influencing factors of perceived usefulness	27
2.5 Influencing factors of perceived ease of use	29
2.6 User characteristics	31
3.1 Sample Data	39
3.2 Participant Information	41
3.3 Five-point Likert scale interval rating scale (Modified from Pimentel, 2019)	45
3.4 Scale Reliability	47
3.5 Scale Validity	49
4.1 Customer requirements about functions	64
4.2 Customer requirements about perceived usefulness	67
4.3 Customer requirements about ease of use scale	69
5.1 Conceptual design of functions	72
5.2 Conceptual design of perceived usefulness	74
5.3 Conceptual design of perceived ease of use	75
5.4 Participant's evaluation of the function	87
5.5 Participant evaluation of perceived usefulness	89
5.6 Participant evaluation of perceived ease of use	90
5.7 Comparison of old and new prototypes	92

Table of Figures

Figure	Page
1.1 Market value of food delivery in Thailand (Hansa, 2022)	2
2.1 Food delivery revenue in worldwide (Matt, 2021)	8
2.2 The five components of a food delivery platform	14
2.3 Grab and MEITUAN order function (Grab, 2022; MEITUAN, 2022)	15
2.4 Final version of technology acceptance model (Chuttur, 2009)	22
2.5 Theoretical framework	32
3.1 Research flow	36
3.2 Cochran Formula (Chaokromthong and Sintao, 2021)	38
3.3 Participants of the interview	40
3.4 Qualitative data analysis (Dey, 1993)	46
4.1 Order function to select dishes of Gokoo (Gokoo, 2023)	53
4.2 Order function to place an order of Gokoo (Gokoo, 2023)	54
4.3 Delivery function of Gokoo (Gokoo, 2023)	55
4.4 After-sales service function of Gokoo (Gokoo, 2023)	56
4.5 Evaluation function of Gokoo (Gokoo, 2023)	57
4.6 Order function to select dishes of Elefly (Elefly, 2023)	59
4.7 Order function to place an order of Elefly (Elefly, 2023)	60
4.8 Delivery function of Elefly (Elefly, 2023)	61
4.9 After-sales service function of Elefly (Elefly, 2023)	62
4.10 Evaluation function of Elefly (Elefly, 2023)	63
4.11 Researcher use experience (Elefly, 2023)	66
5.1 The order function	78
5.2 Browse in the order function	80
5.3 Make an order	81
5.4 Delivery function	82
5.5 After sales function	83
5.6 Evaluation function	84

Chapter 1

Introduction

1.1 Introduction

With the development of internet and technology, nowadays more than 60 percent of the world's population uses smartphones, which provides a lot of opportunities for the improvement of e-commerce. The growth and availability of e-commerce combined with the busy life schedule has largely prompted consumers to change their need which to order foods by using online food delivery platforms (Hwang and et al., 2019). Most of consumers think it can save their time and effort by ordering food through online food delivery platforms (Ray and et al., 2019). According to "Online Food Delivery Services Market Global Briefing 2020-30: Covid 19 Growth and Change", the global online food delivery market is expected to grow at a compound annual growth rate of 10.65 percent starting from 2020 to reach 306.12 billion USD by 2030. A global trend has been the rapid rise of online food delivery services. During the COVID-19 outbreak of Thailand, the benefits of online food delivery service became evident, because these platforms made it easy for consumers to access ready-to-eat food. Consumers are able to order from a host of restaurants and food will deliver to a designated location by a delivery person (Rider). The change of consumer eating habits has prompted the restaurant industry to access the need of consumers with a new business and service model, the O2O (Online to Offline) model, which has led to the rapid growth of online food delivery platforms in Thailand. The "Food retail industry in Thailand" estimates the food delivery market will be worth 45.9 billion baht in 2022 (Figure 1.1). The "Online Food Delivery Report 2021" shows that the market shares of top three online food delivery provider in Thailand are Delivery Hero (Foodpanda) with 55 percent, Grab (Grabfood) with 10 percent, and Robinhood (Robinhood Food) with five percent.

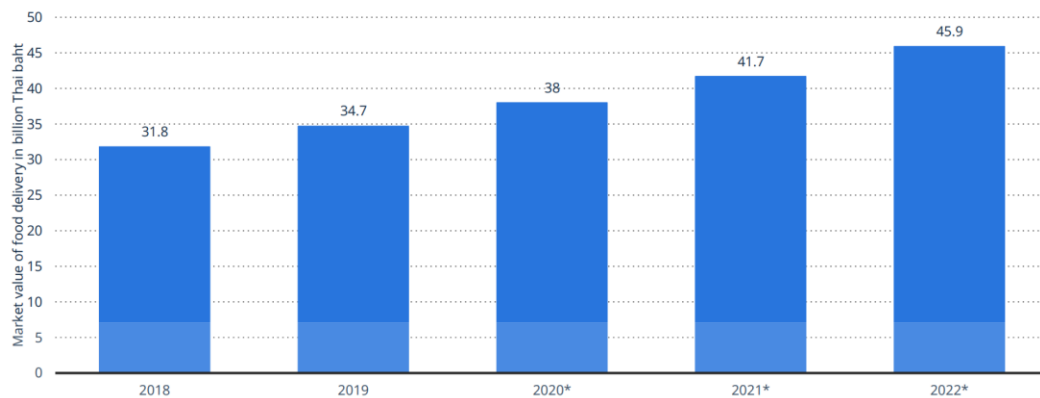


Figure 1.1 Market value of food delivery in Thailand (in billion Thai baht)
(Hansa, 2022)

Nowadays, food delivery platforms are very active in opening new market and developing consumer eating habits. Food delivery platforms provide several benefits to restaurants, acting as an intermediary agency between customers and restaurants (Rivera, 2019). Even though food delivery platforms have several features to help customers and restaurants, some functions may not provide consumers with a variety of service need. Several studies have been conducted in recent years investigating the problems behind the use of food delivery platforms service which concerned on the low functional usefulness of food delivery platforms and new customer's pain points are not solved.

Customers suggest that the functionality of the food delivery platform needs to develop and innovate. The first is the low usefulness of the delivery function. Studies in the United States, India, Malaysia and Thailand have shown that food delivery mistakes are regular and rider delivery performance is poor (Annaraud and Berezina, 2020; Joshi and Bhatt, 2021; Fakfare, 2021; Koay, Cheah and Chang, 2022). As an example, poor rider courtesy, professionalism and reliability performance was found in a study in Thailand (Fakfare, 2021). The second is the low usefulness of the after-sales function. Studies in the United States have shown that after-sales issues are difficult to resolve (Annaraud and Berezina, 2020). In the preliminary study, the after-sales service of the Chinese food platform in Thailand only provides a phone number and customer service WeChat, with no direct communication function. Also, some reviews noted that the phone number is incorrect. Finally, the usefulness of the order function is low.

Studies in the United States and Indonesia have shown that customers need more product information and more food options (Annaraud and Berezina, 2020; Prasetyo and et al., 2021). Customers in Thailand have the same needs. Research shows that customers need reviews and photos to help them decide on food, but this information is very poor and needs to be improved (Fakfare, 2021).

Customer needs are changing over time. Today, customers are demanding high quality food products. Studies in the U.S. and China have shown that customers want to be able to customize their food and protect it with more suitable packaging (Annaraud and Berezina, 2020; Luo, Lu and Ying, 2022). As in Thailand, customers want a variety of packaging options (Chotigo and Kadono, 2022). Studies in Vietnam and Malaysia have shown that customers want fresher and more hygienic food in covid-19 situations (Tran, 2021; Koay, Cheah and Chang, 2022). Research in Thailand shows that customers are concerned about health and safety (Chotigo and Kadono, 2022).

These two main problems still exist in the Chinese food delivery platform in Thailand, so this study will research and develop the usefulness and ease of use of the Chinese food delivery platform in Thailand. First, theoretical support will be obtained through literature studies on food delivery platforms, technology acceptance models and demographics. Second, data will be collected through observations, questionnaires, and interviews. Then, the data are analyzed using statistics and classification and coding of concepts. Next, artifact is created with digital tools. Finally, the artifact is evaluated and the conclusions of this research are drawn.

1.2 Problem statements

- 1) Low functional usefulness of food delivery platforms. Customers want to receive the right food and get direct after-sales service.
- 2) Food delivery platforms are not solving the pain points of customers. Customers want food with healthy ingredients and appropriate packaging.

1.3 Objectives

- 1) To identify the functional and operational processes of the Chinese food delivery platform. Explain in detail the functions of the food delivery platform and understand the definition and sub-functions of each function.

- 2) To identify the pain points of the platform's customers. Identify customer pain points based on research literature and surveys.
- 3) To propose functions to reduce customer pain points. Based on the obtained customer pain point data, a functional model of food delivery platform development was proposed that can solve the customer pain points.

1.4 Research questions

- 1) What are the functions of the Chinese food delivery platform?
- 2) What are the functions that need to be improved?
- 3) What does the improved function look like?

1.5 Limitation

This research has several limitations. Firstly, this research did not include the merchant side and rider side of the food delivery platform. Secondly, the experts working in the companies were not invited to suggest the questionnaire and interview outline for this research. Thirdly, the delivery platform studied was established in Thailand for a relatively short period of time, so the available data and documents are limited.

1.6 Definition of terms

Food delivery platform (FDP) Consumers can order food online through the platform and have it prepared by the merchant and then delivered to the consumer by the rider. (Li, Miroso and Bremer, 2020)

Technology Acceptance Model (TAM) The technology acceptance model assumes that system use is determined by behavioral intention, which is jointly determined by attitude toward using and perceived usefulness and that attitude toward using is jointly determined by perceived usefulness and ease of use and that perceived usefulness is jointly determined by perceived

ease of use and external variables, and that perceived ease of use is determined by external variables. (Davis, 1989)

1.7 Expectation outputs

- 1) Improve the functional usefulness of food delivery platforms. A functional development proposal for food delivery platforms worldwide.
- 2) This study can serve as a reference for subsequent researchers studying food delivery platforms.

1.8 Conclusion

Chapter one consists of seven parts. The first part is an introduction to this research. It introduces the background of the food delivery platform, the problems that exist and the reasons for conducting this research. The second part is the problem statement. It explains that there are two main problems that exist in the food delivery platform. The third part is the research objectives. There are three research objectives in this research. The fourth part is the research questions. Three research questions are formulated based on the research objectives. The fifth part is the limitations. The limitations of this study mainly exist in the short period of time that Chinese food delivery platforms in Thailand have been established with limited data publication. The sixth section is the definition of terms. The two main terms used in this research are food delivery platform and technology acceptance model. The seventh section is the expectation output. It is hoped that this research will be useful for functional improvement of food delivery platforms and subsequent researchers. Chapter two will show the related literature review.

Chapter 2

Literature Review

The topics of this research literature review are divided into five sections, namely platform economy, food delivery platforms, technology acceptance models, user characteristics and theoretical framework. This section summarizes the results of previous researchers and provides theoretical support for this research. Theoretical framework is proposed in the last section as the research framework of this paper.

2.1 Platform Economy

This section is about the platform economy. This part consists of four parts which are the definition of platform economy, the importance of platform economy, the attributes of platform and the classification of platform. The first part is the definition of platform economy, which explains the platform economy. The second part is the importance of the platform economy, which consists of the trends of the platform and the benefits of the platform economy to the participants. The third part is the classification of platforms, which classifies the platforms according to the findings of previous researchers. The last part is the attributes of platforms, which introduces three attributes common to all platforms.

2.1.1 Definition of platform economy

Some scholars believe that a platform is like a business, but it does not produce products. It produces coordination. Platform brings people together with the purpose of reducing barriers to transactions and lowering transaction costs (Wennberg and Sandström, 2022). It has also been argued that is a platform with a standardized interface that facilitates interaction through digital technology (Chen and et al., 2022). The most detailed description so far is that a platform is an interactive business model that creates value for both suppliers and customers. The platform provides an open and highly participatory architecture for interaction, which sets a number of governance rules. The main goal of a platform is to match the right users and provide value to all participants through the exchange of goods or services as well as in the form of currency (Parker, Van and Choudary, 2016). The producers who create value and the consumers

who use value together form the participants of the platform. The interaction between them begins with the exchange of information. It refers to the search and exchange through the filter of a search engine. This results in interaction and the acquisition of goods, services or monetary value (Parker, Van and Choudary, 2016). The platform economy refers to the digital support activities that occur in the areas of business, politics and social interaction (Kenney and Zysman, 2016). For example, today's globally known companies eBay, Uber, Airbnb are all part of the platform economy (Laura, 2019).

Although the platform economy is to achieve a wide, timely, large-scale, low-cost information interaction, providing new possibilities to solve the problem of information asymmetry in the market (Huang, 2019). But there are still risks to the platform economy. There are monopolies in the platform economy, such as the Google monopoly. Google unfairly promotes its apps to smartphone users, blocks competitors, and uses its search engine to direct consumers to Google's own shopping platform (Acs and et al., 2021).

After understanding the definition of the platform economy, it is time to move on to why the platform economy is so important. The next section provides an introduction to the importance of the platform economy.

2.1.2 Importance of the platform economy

The platform economy is a trend where business is increasingly leaning towards digital platform business models (Laura, 2019). It is widely believed to be a fast-growing field (Drahokoupil and Fabo, 2016). This research is about food delivery platforms, so the importance of platform economy is explained here using food delivery platform economy as an example. The importance is discussed in two parts: economic and the benefits for the participants of the platform economy.

1) Economic

Food delivery platforms are growing in every country as the demand for convenience services grows and the platforms that dominate the market have emerged. *Food Delivery report 2021* shows Doordash and Uber Eats dominating the U.S. market in 2020. In China, the dominant market is Tencent-backed Meituan.com and Alibaba's Ele.me. In Germany, Just Eat Takeaway.com dominates alone. In the UK, Just Eat Takeaway.com and Uber Eats dominate. In Thailand, the dominant players are Delivery

Hero (Foodpanda) with 55% and Grab (Grabfood) with 10% (Matt, 2021).

Meanwhile, the *Food Delivery Report 2021* shows that food delivery revenue is growing steadily worldwide (Figure 2.1). In 2021, global revenues in the food delivery space amount to \$296.3 billion. Of this, revenue from Platform-to-Consumer Delivery far exceeds revenue from Restaurant-to-Consumer Delivery. Forecasts Platform-to-Consumer will be the leading category with revenues of US\$299.3 billion in 2026 (Matt, 2021). That is why countries are now actively developing food delivery platforms.

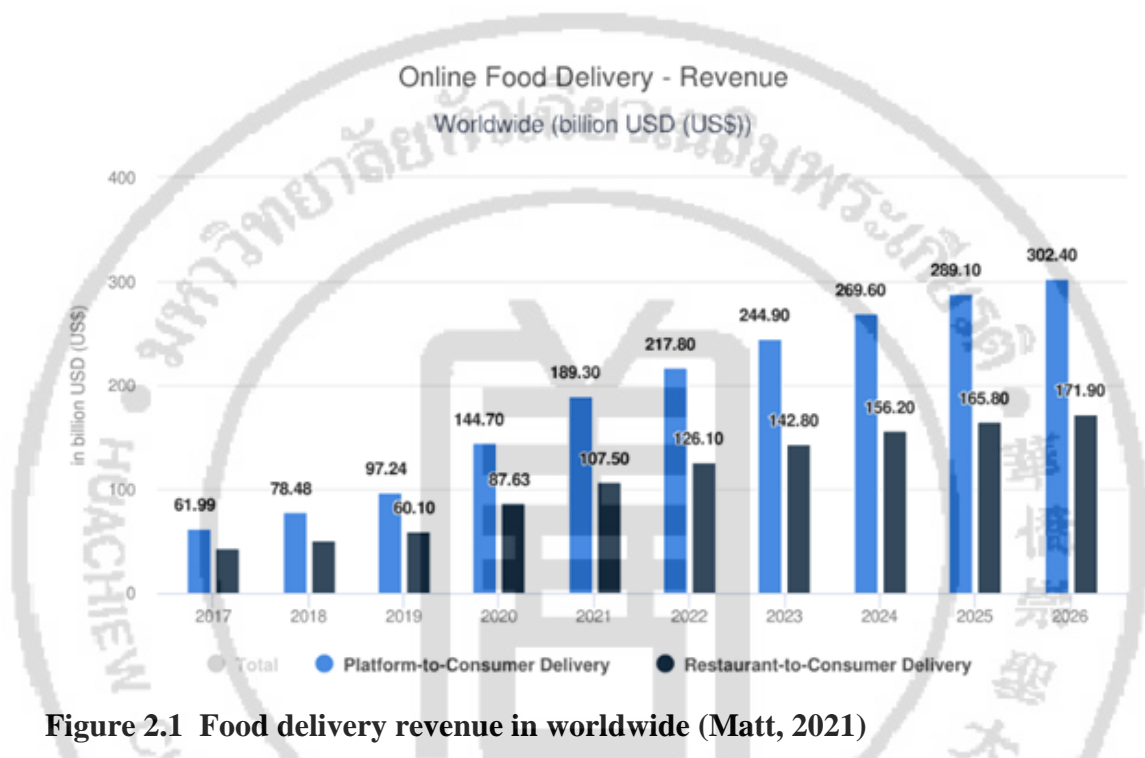


Figure 2.1 Food delivery revenue in worldwide (Matt, 2021)

2) Benefits for the participants

The participants of the food delivery platform consist of five parts, which are the platform, customer, merchant, rider, and third-party payment (Sauce, 2017). Each component can benefit in a food delivery platform.

For the merchant, the food delivery platform gives the merchant a new source of revenue, higher utilization of existing kitchen facilities and more opportunities to build relationships with new customers (Hirschberg and et al., 2016). The online food delivery platform has received a positive response in terms of creating benefits for merchants, especially for Micro, Small and Medium Enterprises in helping their business grow (Purwaningrum and Hamsal, 2022).

For the customer, the customer can get more choices easily and quickly. Food can also be compared and selected. Customers can check the payment progress and delivery progress from their cell phones (Hirschberg and et al., 2016). Customers can enjoy convenient and useful communication. Customers can shop with their cell phones and see pictures of their food. A function that effectively reduces the occurrence of incorrect orders. Then, food delivery platform can save customer time. Customers can use their cell phones to place orders anywhere, anytime, without the need to travel to a specific place to buy. Finally, the platform is easy to operate. The platform's operation steps are simple and easy to understand. It can store previous orders and addresses, which can save customers' efforts in many ways (Matt, 2021).

For the Platform, the food delivery platform acts as an intermediary between the restaurant and the customer (Seghezzi, Winkenbach and Mangiaracina, 2021). Research shows that the demand for food delivery is stable and continues to increase. At the same time, people are now more conscious of healthy diet, so, food delivery platforms can provide customers with more food choices (Frederick and Parappagoudar, 2021). In addition, there are five main ways to generate revenue for the platform, which are commissions from restaurants, marketing ads for restaurants, merchant onboarding fees, third-party advertising revenue and commissions from delivery fees (FATbit, 2021).

For riders, the food delivery platform can give them more orders and wages (Hirschberg and et al., 2016). With increased employment opportunities and a higher minimum wage from the government, riders are guaranteed income and have increased disposable income in their hands, improving their standard of living (Frederick and Parappagoudar, 2021).

For third-party payment, food delivery platform increases the usage of third-party payments and opportunities for cooperation. The platform has introduced the option to use third-party payment in order to provide convenience to customers, a measure that benefits not only the platform and customers but also third-party payments (Frederick and Parappagoudar, 2021).

Participants can get benefits in the platform economy, so the number of platforms is increasing. Next, the platforms are classified according to different ways.

2.1.3 Classification of platforms

People need to contact different platforms every day in life, such as food delivery platform for eating, shopping platform for buying, taxi platform for taking a taxi, etc. Thus, some scholars have deliberately classified the platforms. Some scholars propose that platforms can be divided into five types according to their functions, which are serve the platform (IOS system), platforms that provide digital tools (Github), platforms that mediate work (Linkedin), retail platforms (Amazon) and platforms that provide services (Airbnb) (Kenney and Zysman, 2016). Some scholars optimized the classification again and proposed that the platforms can be divided into three platforms according to their business models, which are trading platforms, innovation platforms and integration platforms. (Laura, 2019). The first type is trading platforms, which are platforms that act as virtual marketplaces providing virtual venues for transactions and gatherings, such as Amazon, Facebook and food delivery platforms. The second type is innovative platforms, which provide customers with technology frameworks that can be adapted for personal use. An example is Microsoft Corporation, Microsoft provides word, ppt software for personal use. The third type is an integrated platform is one that combines trading and innovation, similar to the Apple Store and other software application marketplaces, The Apple Store provides a virtual trading space where customers can trade technology frameworks that are available for personal use, such as software that customers need.

This research adopts the newest platform classification method, which means that platforms are classified into three classifications according to business models, namely trading platforms, innovation platforms and integration platforms. In addition, the research object is the Chinese food delivery platform, which is classified as a trading platform. Because food delivery platforms fit as a virtual marketplace platform. The food delivery platform provides a virtual marketplace for food trading, where customers place orders through the Internet and merchants obtain orders through the Internet.

After the platforms can be classified the next step can be a more in-depth study of the platforms to find the attributes of the platforms which are common to all platforms.

2.1.4 Attributes of the platform

While different platforms serve different areas, the research found that all platforms have the same three key attributes. The "IBM Business Value Report" (2020) indicates that the platform has three key attributes, namely joining, reciprocity and co-creation. First, joining means that users who join the platform was find benefits such as good performance and simplicity of use. Second, reciprocity refers to the value that participants in the platform can bring to each other. The participants of a platform are generally buyers, sellers, and platform parties or platform trading spaces (Jin, 2013). Providing valuable content through the participants was make the platform better. Third, co-creation means that all participants provide new content that meets a specific need.

These attributes still exist in food delivery platforms, such as the object of this research is Chinese food delivery platform. First, joining is reflected in the fact that customers want to eat Chinese food in Thailand, so, customers spontaneously download the Chinese food delivery platform software can buy Chinese food that cannot be bought by other food delivery platforms. Second, reciprocity is reflected in the food delivery platform to provide transaction space, management and delivery services. Restaurants to provide meals and meal information. Customers to buy food and give feedback. Third, co-creation is reflected in the platform and merchants making improvements when customers give feedback on their problems. For example, if a customer gives feedback that they want to see more healthy diets, the merchant was consider introducing more healthy dietary menus. The platform was recommending more merchants and menus with healthy diets to the customer.

After understanding the general context of the platform economy, the research can enter into this research specific area of food delivery platforms.

2.2 Food delivery platform (FDP)

This section is about food delivery platforms. It is divided into three parts: the first part of the definition of food delivery platform integrates the studies of some scholars. The second part of the platform's components explains each participant in detail. The third part of the food delivery platform's functions details what the functions operate.

2.2.1 Definition of food delivery platform

Food delivery platforms are not new in lives, but there is no unified definition of food delivery platforms among scholars. So, here the previous scholars' views are integrated to come up with a definition of food delivery platform that can be used in this research: food delivery platform is a platform where consumers can compare and select products or services to make orders through a website or application. Then, the food is prepared by the merchant, finally delivered to the consumer by a rider for product delivery (Pigatto and et al., 2017; Ray and et al., 2019; Li, Miroso and Bremer, 2020; Jun and et al., 2021).

2.2.2 Food delivery platform components

It is clear from the definition that there are many components of a food delivery platform. Some scholars suggest that there are three components of food delivery platforms are restaurants, customers and riders (Hirschberg and et al., 2016; Seghezzi, Winkenbach and Mangiaracina, 2021). Some other scholars argue that there are four parts to a food delivery platform, namely the restaurant, the platform, the customer and the rider (Li, Miroso and Bremer, 2020; Huo, 2020). Finally, there are other scholars who have a different perspective and suggest that there are five core components of a food delivery platform. They are the platform, the customer, the merchant, the rider, and the third-party payment (Sauce, 2017). It can be seen that scholars are getting more and more detailed in their division and this research agrees on five components, which are platform, customer, merchant, rider and third-party payment. Because mobile payments are becoming more convenient nowadays, people are more willing to use third-party payments to promote the convenience of payment.

1) Platform

Platform is a trading space that connects merchants, customers and riders. The platform provides services such as menus for customers to place orders and also provides multiple payment methods for customers to pay. Then, the platform provides riders to pick up the food from the merchant and deliver it to the customer. When the customer receives the order if there is a problem the platform also provides after-sales service. Finally, at the end of the order, the platform will pay the merchant and the rider (Sauce, 2017; Li, Miroso and Bremer, 2020; Huo, 2020).

2) Customer

Customers are the people who make orders through the food delivery platform. Customers can choose and order food through the food delivery platform and can choose the payment method. Finally, they can evaluate the service of the merchant and rider after receiving the food. If there are any after-sales issues, they can ask customer service to handle them (Hirschberg and et al., 2016; Sauce, 2017; Li, Miroso and Bremer, 2020; Huo, 2020; Seghezzi, Winkenbach and Mangiaracina, 2021).

3) Merchant

Merchants are the people who make the food. Merchants are responsible for uploading menus to the platform and responding to customer inquiries via the platform. Merchants have the right to accept or decline orders. If the merchant accepts an order, the food was prepared on time. When the food is ready the merchant notifies the platform that the food is ready and the rider can pick up the food. At the end of the order, the merchant will receive a review from the customer and an order payment from the platform (Hirschberg and et al., 2016; Sauce, 2017; Li, Miroso and Bremer, 2020; Huo, 2020; Seghezzi, Winkenbach and Mangiaracina, 2021).

4) Riders

Riders are the people who deliver food to customers. The rider gets the delivery order through the platform, picks up the food from the merchant on time and takes pictures to prove it. Finally, the food is delivered to the customer according to the address given by the system. The rider can get the consumer's evaluation and the corresponding salary after the order is finished (Hirschberg and et al., 2016; Sauce, 2017; Li, Miroso and Bremer, 2020; Huo, 2020; Seghezzi, Winkenbach and Mangiaracina, 2021).

5) Third-party payment

Third-party are payments made using a method other than the platform. There are many third-party payments in China such as WeChat Pay and Alipay. People are willing to use third party payments to make payments. So, platforms choose to add third-party payments in order to improve the convenience of payments for their customers. By partnering with third-party payments, the platform can increase its payment diversity. Third party payments can also gain more customer usage (Sauce, 2017).

To make easier to show the relationship between the five components of the platform, researcher created a relationship figure based on previous studies, shown as Figure 2.2.

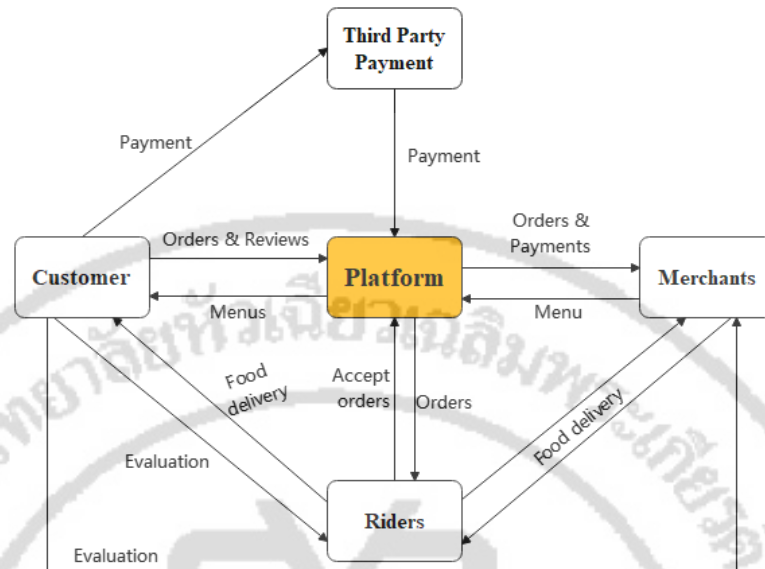


Figure 2.2 The five components of a food delivery platform

Up to now, there is a clear understanding of the components of a food delivery platform. The food delivery platform consists of five components which are platform, customer, merchant, rider and third-party payment. This research focuses on customers, so the other participants are out of the scope of this research. Next, the core functions of the food delivery platform are introduced.

2.2.3 Food delivery platform functions

Some scholars state that food delivery platforms work with four main functions, ordering, delivery, payment and evaluation (FATbit, 2021). However, some scholars have a different view: The food delivery platform has five core functions. They are order, pay, deliver, after-sales service and evaluation (Wave, 2020). In this research, five core functions are used, namely order, payment, delivery, after-sales service and evaluation, because the five core functions are more detailed and more consistent with the research objectives of this research.

1) Order function

The order function is the process of customers opening the food delivery platform to log in and browse the menu, then compare and select the food, finally, confirm the order (Wave, 2020; FATbit, 2021). In this function, some branching functions was appeared, such as food recommendations, multiple menu options, historical purchase history and inventory display, etc. Previous scholarly research has shown that the order function currently has some issues that need to be solved. For example, customers have expressed the need for more product information and more product choices to help them make decisions (Annaraud and Berezina, 2020; Prasetyo and et al., 2021). Customers have suggested that they need several choices for the packaging of their food and most of them want to choose the right packaging to protect their food (Luo, Lu and Ying, 2022). Among the existing food delivery platforms Thailand's Grab does a better job in offering more product options. Each product option offers a variety of choices for customers. As shown in Figure 2.3 left. China's MEITUAN does a better job of providing more product information. Each product description includes the ingredients, user reviews and actual food pictures. As shown in Figure 2.3 right. The order function was used as one of the research functions in this research.

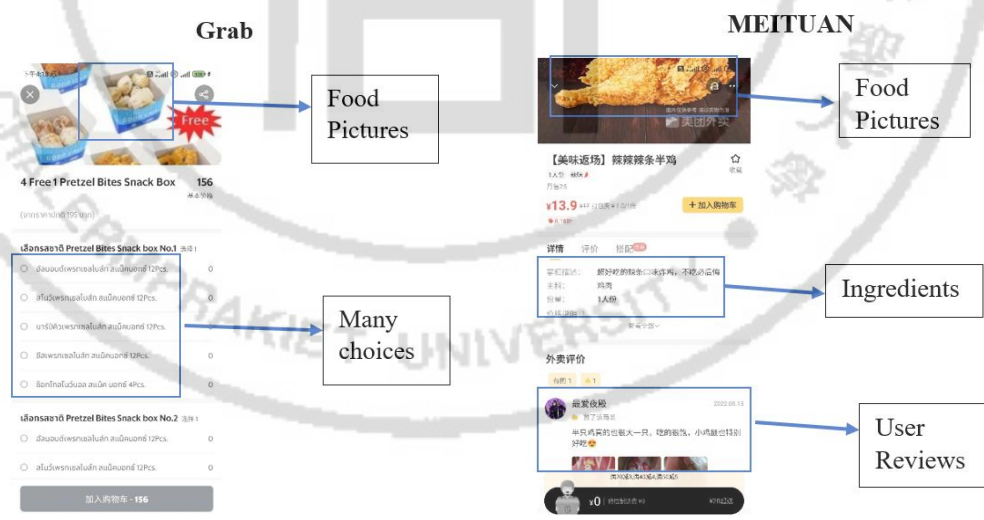


Figure 2.3 Grab and MEITUAN order function (Grab, 2022; MEITUAN, 2022)

2) Payment function

Payment function means that the system enters the payment function interface after the customer confirms the order, the platform provides a variety of payment methods for the customer to choose, the customer selects one of them to pay and confirms the payment, finally the payment is displayed successfully (Wave, 2020; FATbit, 2021). In this function, there was some branching functions such as payment options, some food delivery platforms have third party payment options, some food delivery platforms have their own e-wallet and some can pay with credit cards or cash. However, some food delivery platforms do not allow cash payments such as MEITUAN in China.

3) Delivery function

Delivery function means that after the customer pays successfully, the merchant also agrees to take the order to prepare the food, after the merchant makes the food ready, the rider can pick up the food from the store and deliver the food to the customer according to the customer's address shown in the system (Wave, 2020; FATbit, 2021). In this function, there was two general branch functions are immediate delivery and appointment delivery. This function is the one with the most suggested for improvement from customers in the previous study. For example, order mistakes and low quality of riders is repeatedly mentioned (Annaraud and Berezina, 2020; Joshi and Bhatt, 2021; Fakfare, 2021; Koay, Cheah and Chang, 2022). The delivery platform that performs well in the delivery function is China's MEITUAN. The rider was call the customer to communicate information to confirm the food and address. Then deliver the food on time. The delivery function becomes one of the improved functions in this research.

4) After-sales service function

After-sales service means that the customer receives the food and checks if there are any problems with the food that need to be solved. If there is a problem, customer can contact the after-sales service center of the food delivery platform to solve the problem. If there is no problem this part can be skipped (Wave, 2020). The main function in this section is after-sales service. But after-sales service is also provided in many ways, such as robot auto-response after-sales, human after-sales and no after-sales service. Previous studies have shown that the main problem of the after-sales service function is that the food delivery platform does not provide after-sales service

(Annaraud and Berezina, 2020; Zhang, Zhang and Kim, 2021). Good performance in after-sales service function is China's MEITUAN has robot auto-response, merchant after-sales and platform customer service after-sales. In this research the after-sales service function is one of the improved functions.

5) Evaluation function

Evaluation function means that customers can evaluate the whole delivery process after receiving the food. It mainly evaluates the merchant's food and the food delivery rider (Wave, 2020; FATbit, 2021). In this section some platforms pay attention to the evaluation function so they were taking the initiative to remind customers to evaluate. In addition, there are various ways of evaluation, such as text, pictures or videos. Previous studies have shown that customers think there are too few reviews (Fakfare, 2021). The food platform that does a good job in the evaluation function is China's MEITUAN, where customers can use text, pictures and videos in their reviews. MEITUAN has a display of customer reviews under each food item. In addition, MEITUAN can review merchants and riders separately. Evaluation function was also be improved in this research.

According to the five core functions of food delivery platforms, three different excellent food delivery platforms are selected next for a comparative demonstration of the five core functions, from which it can be shown what branch functions an excellent food delivery platform should have. The "Online Food Delivery Report 2021" shows that the top two online food delivery usage shares in Thailand are Delivery Hero (Foodpanda) with 55 percent, Grab (Grabfood) with 10 percent (Matt, 2021). Meituan is the top one in online food delivery in China. The object of this research is a Chinese food delivery platform in Thailand. Two major platforms in Thailand are ELEFLY and GOKOO. Three excellent platforms are used here for functional comparison with two research object platforms. A total of five platforms are compared. This is shown in Table 2.1.

Table 2.1 Comparison of the five core functions of different platforms

	Foodpanda	Grabfood	MEITUAN	GOKOO	ELEFLY
Order function	1. Recommended Food	1. Recommended Food	1. Recommended Food	1. Recommended shop	1. Recommended shop
	2. Discount food	2. Discount food	2. Discount food	2. Discount food	2. Discount food
	3. Frequent item purchases (extra money)	3. Frequent item purchases (extra money)	3. Frequent item purchases (extra money)	3. Select Address	3. Customer Review Ranking
	4. Multiple menu options	4. Multiple menu options	4. Multiple menu options	4. Special Remarks	4. Special Remarks
	5. Special Remarks	5. Special Remarks	5. Special Remarks	5. Classification of food and desserts, etc.	5. Classification of food and desserts, etc.
	6. No stock solution option for food	6. No stock solution option for food	6. Business District Restaurant Ranking		6. Select Address
	7. Cutlery selection	7. Cutlery selection	7. Select Address		
	8. Purchased Restaurants	9. Near me	8. Classification of food and desserts, etc.		
		10. Priority Delivery Options	9. Ingredients		

Table 2.1 (Continued)

	Foodpanda	Grabfood	MEITUAN	GOKOO	ELEFLY
Payment function	<ol style="list-style-type: none"> 1. Credit or debit card 2. Cash 3. TrueMoney Wallet 4. Paypal 	<ol style="list-style-type: none"> 1. Credit or debit card 2. Cash 3. GrabPay Wallet 4. Add food 5. Marketing Ads Subscription 	<ol style="list-style-type: none"> 1. Credit or debit card 2. Alipay 3. Wechat pay 4. MEITUAN Wallet 5. Payments from friends 6. Cutlery selection 7. On-Time Insurance 8. Membership 	<ol style="list-style-type: none"> 1. GOKOO Wallet 2. Wechat pay 3. PromptPay 	<ol style="list-style-type: none"> 1. Online payment 2. Cash on delivery
Delivery function	<ol style="list-style-type: none"> 1. Immediate delivery 2. Appointment Delivery 	<ol style="list-style-type: none"> 1. Immediate delivery 2. Appointment Delivery 	<ol style="list-style-type: none"> 1. Immediate delivery 2. Appointment Delivery 	<ol style="list-style-type: none"> 1. Immediate delivery 2. Appointment Delivery 3. Choose Rider Language 	<ol style="list-style-type: none"> 1. Immediate delivery 2. Tips

Table 2.1 (Continued)

	Foodpanda	Grabfood	MEITUAN	GOKOO	ELEFLY
After-sales service function	1. Platform robots provide after-sales service	1. Manned customer service to provide after-sales service	1.Contact merchants for after-sales 2.Contact the platform for after-sales	1. Call after-sales service 2. WeChat after-sales service	1. WeChat after-sales service
Evaluation function	1.No reminder to evaluate 2.Show comments under stores, not under each dish 3.No photo comments	1. Reminder to evaluate riders 2. Show comments under stores, not under each dish 3. No photo comments	1.Evaluation of riders and merchants 2. Each dish has comments 3. Text & Picture Evaluation	1.No reminder to evaluate 2. Show comments under stores, not under each dish 3. Text & Picture Evaluation	1. Evaluation of riders and merchants 2. Show comments under stores, not under each dish 3. Text & Picture Evaluation

Based on the comparison of order functions, all three good delivery platforms (Foodpanda, Grab and Meituan) have five sub-functions in common, namely multiple menu options, discounted food, recommended food, frequently purchased items and special notes. This shows that these five sub-functions are very useful in the order function. It could be improved in GOKOO and ELEFLY. In the payment function, the food delivery platforms offer a variety of payment methods that can be grouped into four types, namely cash, third-party payments, the platform's own e-wallet and credit or debit cards. Improvements can be made in GOKOO and ELEFLY. The delivery function is the same as that given by the three good food delivery platforms. This shows that both immediate delivery and delivery by appointment are very important. All three good platforms have the after-sales service function, which shows that this function is very important. Although all have this function, but in different ways. Meituan provides a more comprehensive after-sales service approach. So, here should be a direct after-sales communication channel, which can be improved in GOKOO and ELEFLY. All three good delivery platforms have evaluation function, which shows that the evaluation function is very important. Among them, Meituan has a rich and diverse evaluation function, which can be improved in GOKOO and ELEFLY.

Although food delivery platforms provide five main functions and many sub-functions, previous academic studies have shown that there are still some problems with food delivery platforms that need to be solved. There are many but not systematic studies on food delivery platforms. Most of the studies have looked at consumer satisfaction with food delivery platforms. Suggested for improvement of food delivery platforms are only general directions given after studying satisfaction. The papers on improving the function of food delivery platforms are all program code type studies in the computer field and there is a gap in business management type studies. Therefore, this study was studying the functionality of the food delivery platform in depth and suggest specific improvement functions. The improved functions in this study are order function, delivery function, after-sales function and evaluation function. The payment function is not in the scope of this research because it already meets the current needs of consumers. This study uses the technology acceptance model as the theoretical support, which was described in detail in the next section.

2.3 Technology Acceptance Model (TAM)

This section is about the technology acceptance model. This section is divided into three parts, which are the definition of technology acceptance model, the factors influencing usefulness and the factors influencing ease of use. The first part is the definition of technology acceptance model, which explains in detail what is technology acceptance model and the definition of model variables. The second part is the influencing factors of usefulness, where each influencing factor of usefulness is described. The last part is the influencing factors of ease of use, where each influencing factor of ease of use is studied in the literature.

2.3.1 Definition of technology acceptance model

The technology acceptance model is one of the most popular models in the field of Internet. It has been applied and validated by many scholars because it is simple and easy to use. The Technology Acceptance Model is a model proposed by Venkatesh and Davis (1996). The model predicts the use of the system.

Davis referenced the Theory of Reasoned Action proposed by Fisbein and Aizen, which is selected for its section on behavioral intention to influence actual system use. At the same time, Davis selected Schultz and Slevin for perceived usefulness, Tornatzky and Klein for perceived ease. Perceived ease of use and perceived usefulness are validated by Bandura and Swansons, demonstrating the importance of perceived ease of use and perceived usefulness and that perceived ease of use and perceived usefulness affect behavioral intentions (Chuttur, 2009). The technology acceptance model is finally transformed into Figure 2.3 after several validations and modifications. External variables affect perceived ease of use and perceived usefulness, perceived ease of use affects perceived usefulness, perceived ease of use and perceived usefulness affects behavioral intention, and finally, behavioral intention affects actual system use.

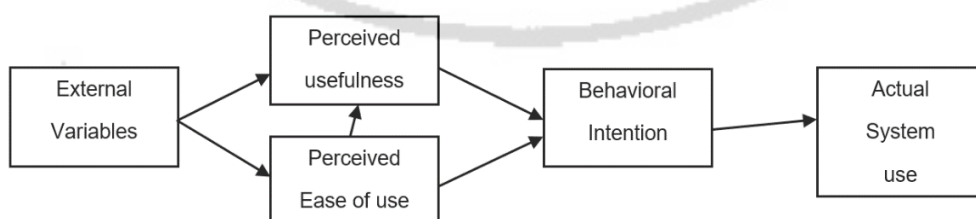


Figure 2.4 Final version of technology acceptance model (Chuttur, 2009)

External Variables refer to all other factors that may influence. Perceived usefulness is the degree to which a person believes that using a particular system was improve a person job performance. Perceived ease of use is the degree to which a person believes that using a particular system was less physically and emotionally demanding. Behavioral intent is the motivational factors that influence a particular behavior. Actual system use is the actual operation of the system. (Davis, 1989; Venkatesh and Davis, 1996)

While designing the technology acceptance model Davis also proposed measurement scales for perceived ease of use and perceived usefulness. To develop these measurement scales, Davis referred to psychometric scales used in psychology (Davis, 1989). These scales typically prompt a person to answer a variety of questions related to a specific context. The responses obtained from these prompts can be analyzed and used as an indication of a person's internal beliefs about the context under consideration. Davis' scales that he continually modified eventually developed two shorter six-item scales because he felt that keeping the scales short is more practical in real life and both scales yielded a reliability measure of .97 that. Displayed as Table 2.2 and Table 2.3.

Table 2.2 Perceived Usefulness (Chuttur, 2009)

Item No.	Candidate item for psychometric measures for perceived usefulness
1	Using CHART-MASTER in my job would enable me to accomplish tasks more quickly.
2	Using CHART-MASTER would improve my job performance.
3	Using CHART-MASTER in my job would increase my productivity.
4	Using CHART-MASTER would enhance my effectiveness on the job.
5	Using CHART-MASTER would make it easier to do my job.
6	I would find CHART MASTER useful in my job.

Table 2.3 Perceived Ease of Use Scale (Chuttur, 2009)

Item No.	Candidate item for psychometric measures for perceived Ease of Use
1	Learning to operate CHART-MASTER would be easy for me.
2	I would find it easy to get CHART-MASTER to do what I want to do .
3	My interaction with CHART-MASTER would be clear and understandable.
4	I would find CHART-MASTER flexible to interact with.
5	It would be easy for me to become skillful at using CHART-MASTER.
6	I would find CHART-MASTER easy to use.

Technology acceptance model has been adopted by scholars in various fields because of its ease of use, which includes the field of food delivery. So, this research uses technology acceptance model as a theoretical support model for food delivery platforms. However, as this research focuses on improving the usefulness and ease of use of the food delivery platform, other variables in the technology acceptance model such as external variables, behavioral intentions and actual system use are outside the scope of this research so that the factors affecting the usefulness and ease of use was next to study more.

2.3.2 Influencing factors of perceived usefulness

Perceived usefulness is often used by scholars in academic research because of its clear definition and simplicity of use. When checking the research materials of scholars, many scholars in the field of food delivery also used technology acceptance model as one of the theoretical models. Lee, Lee and Jeon (2017) proposed that perceived usefulness is influenced by user reviews, product information and system quality. Fakfare (2021) proposed that perceived usefulness is influenced by user reviews and variety of food types. Gao, Wu and Fei (2021) proposed that perceived usefulness is influenced by user reviews and product information. Lee and et. al. (2022) demonstrated that delivery time, product quality and perceived ease of use had an impact on perceived usefulness. The researcher grouped similar influencing factors and finally concluded that there are seven factors affecting perceived usefulness, but the perceived ease of use was studied separately. So, there are six factors affecting perceived usefulness in this study, which are user reviews, product information, system

quality, delivery time, product quality and variety of food types. Table 2.4 is used at the end of this section to show the factors that affect usefulness.

1) User reviews

User reviews are where customers share their personal experiences of using a product or service (Sharma and Shafiq, 2022). Studies have shown that user-generated information increases perceived usefulness, such as user reviews. The usefulness of online reviews is strongly influenced when the identity of the reviewer is disclosed and users care a lot about the reviews (Lee, Lee and Jeon, 2017; Fakfare,2021). The amount of information in user reviews also positively affects users' perceived usefulness (Gao, Wu and Fei,2021). In this research two subfactors are used for user reviews are personal experience and the number of reviews.

2) Product information

Product information is any information about a product (Amplifi,2022). Scholars' findings suggest that the amount of information provided by a restaurant positively affects the perceived usefulness of the application (Lee, Lee and Jeon, 2017; Gao, Wu and Fei, 2021). Customers want more food descriptions and product information. For example, ingredients and menu (Joshi and Bhatt, 2021; Fariz, 2022). In this research there are two sub-factors of product information which are ingredients and menu.

3) System quality

System quality refers to the quality of the information system processing software and data components. It can be divided into two parts: system flexibility and system complexity. Flexibility of the system means that the functions of the system are necessary and useful without redundant functions. The complexity of the system is the stability and responsiveness of the system (Gorla, Somers and Wong, 2010). System quality has been shown to be positively correlated with user perceived usefulness (Wixom and Watson, 2001; Lee, Lee and Jeon, 2017). Customers require food delivery applications that are efficient, accessible and provide a seamless experience (Chotigo and Kadono, 2021). The usefulness of the application as perceived by the customer is related to the system quality, which is reflected in the functionality that is necessary and accessible (Fariz, 2022). Two sub-factors of system quality in this research are functional necessity and functional accessibility.

4) Delivery time

Delivery time is the time period from the time the consumer successfully places an order to the time the rider delivers the product to the consumer. Study shows usefulness is positively influenced by delivery time (Lee and et. al., 2022). This is similar to the finding that consumer logistics evaluation scores decrease with increasing delivery time. On-time delivery was getting more satisfaction (Chan, Liu and Zhang, 2018). In this research there are two sub-factors of delivery time which are length of delivery and on-time delivery.

5) Product quality

Product quality is the extent to which a product meets customer needs, serves its purpose and conforms to industry standards (Indeed, 2022). The product of this research is food, so the definition of food quality is provided here. Food quality means all attributes of a food product that are acceptable to the customer. These food quality attributes include appearance, texture, taste, nutritional content and ethical and sustainable production (Futurelearn, 2022). But researchers' studies show that consumers most commonly evaluate food quality based on the criteria of freshness and packaging (Petrescu, Vermeir and Petrescu-Mag, 2020). The results of some researchers also demonstrate that product quality positively affects usefulness (Lee and et. al., 2022; Fariz, 2022). Food delivery platform merchants need to ensure the quality and hygiene of their food. For example, merchants must ensure that all food is packaged in thermal bags to maintain the temperature of the food (Koay, Cheah and Chang, 2022). Two subfactors of product quality in this research are freshness and packaging.

6) Variety of food types

Food variety diversity is about providing a wider selection of available food types. Research findings suggest that a wide variety of foods can influence or even determine usefulness (Troise and et. al., 2020; Fariz, 2022). In this research variety of food types has two sub-factors are food choice and number of food types.

Table 2.4 Influencing factors of perceived usefulness

Factors	Researchers
User reviews - personal experiences - number of reviews	Lee, Lee and Jeon (2017); Gao, Wu and Fei (2021); Fakfare (2021)
Product information - ingredients - menu	Lee, Lee and Jeon (2017); Gao, Wu and Fei (2021) ; Fariz (2022)
System quality - functional necessity - functional accessibility	Wixom and Watson (2001); Lee, Lee and Jeon (2017); Chotigo and Kadono (2021); Fariz (2022)
Delivery time - length of time - On-time delivery	Chan, Liu and Zhang (2018); Lee and et. al. (2022)
Product quality - freshness - packaging	Petrescu, Vermeir and Petrescu-Mag (2020); Lee and et. al. (2022); Fariz (2022); Koay, Cheah and Chang (2022)
Variety of food types - food choices - number of food types	Troise and et. al., (2020); Fariz (2022)

2.3.3 Influencing factors of perceived ease of use

A number of factors have been applied by many scholars that was affect perceived ease of use. Chotigo and Kadono (2021) proposed that design quality and usability affect perceived ease of use. Papakostas and et. al. (2022) proposes that language affects perceived ease of use. These results are supported by other scholars' studies. So, in this research there are three factors that affect perceived ease of use are

design quality, usability and language. Three factors are shown below and summarized in Table 2.5 at the end.

1) Design quality

The design quality of the website is the quality assessment of the navigation system and the website appearance (Wilson, Keni and Tan, 2019). Design quality has a positive impact on perceived ease of use, which is reflected in easily perceived elements such as fonts and page layout. Page layout including pictures. When applications are designed to be user-friendly, users feel easier and more comfortable when using them (Lee, Lee and Jeon, 2017; Chotigo and Kadono, 2021). Two subfactors of design quality in this research are font and page layout.

2) Usability

Usability is the degree of efficiency, effectiveness and satisfaction of a user in using a product to accomplish a specific goal in a specific environment (Weichbroth, 2020). Usability positively affects perceived ease of use (Venkatesh, 2000; Green and Pearson, 2011; Tao and et. al., 2020). The usability dimensions can be classified as easy to understand and simple to operate (Green and Pearson, 2011; Lazard and et. al., 2016; Tao and et. al., 2020; Chotigo and Kadono, 2021).

3) Language

Language is the main means of human communication and language has differences in various cultures (Evans and Levinson, 2009). Different countries have different languages. Culture needs to be considered when considering user acceptance, but in combination with other factors, not just culture (Al-Marroof and et. al. 2020). Research has shown that language has an impact on perceived ease of use, especially for language base users (Papakostas and et. al. 2022). Bilingual consumers prefer their native language, so native language services are very important (Holmqvist and Van, 2013).

Table 2.5 Influencing factors of perceived ease of use

Factors	Researchers
Design quality - fonts - page layout	Lee, Lee and Jeon (2017); Chotigo and Kadono (2021)
Usability - easy to understand - simple to operate	Green and Pearson (2011); Lazard and et. al. (2016); Tao and et. al. (2020); Chotigo and Kadono (2021)
Language - second language - native language	Holmqvist and Van (2013); Papakostas and et. al. (2022)

The definition of the model is presented in the technology acceptance model section. User reviews, product information, system quality, delivery time, product quality and food type variety can affect perceived usefulness. Design quality, usability and language can affect perceived ease of use. Since food delivery platforms have different customer segments, the user characteristics section is presented and studied next.

2.4 User characteristics

This section is a discussion of the user characteristics of food delivery platforms. A technology acceptance model is used in the case studied by Burton-jones and Hubona (2006), where external variables included system experience, age and education level. Other scholars have also suggested that gender, age, education and usage experience have different effects on user acceptance (Hsiang and et al., 2013). Regarding age, studies have shown that age has no or a very low, almost negligible effect on user acceptance (Liu and et. al., 2012; Chen and Chang, 2013; Palau-Saumell and et. al. 2019). Researcher grouped the same factors to get three factors, which are gender, use experience and education level. All of factors are shown in Table 2.6 at the end.

2.4.1 Gender

Research by scholars has shown that gender is also an important characteristic. Female customers dominating the food delivery segment. Women are more likely to use online food ordering services than male in Myanmar (Myint, 2022). Most of the customers of food delivery platforms in Thailand are women (Jaroenwanit, Abbasi and Hongthong, 2022). Female customers are also finding to be more likely to use food delivery software in the Portuguese study (Tavares, 2022). In addition, some studies have shown that female customers have a higher willingness to consistently use food delivery software (Wen, Pookulangara and Josiam, 2021). Nowadays, women have become an indispensable force in the workplace, so women invest less time in their families and prefer to choose food delivery to solve their meal problems (Frederick and Parappagoudar, 2021). However, there were studies by scholars that indicated no significant differences between the female and male groups in studies of social media adoption (Janavi and et. al., 2021).

2.4.2 Use experience

Scholarly research had shown that it is beneficial to understand general product buying behavior by identifying and understanding the role of customer characteristics on online platforms and how their interactions affect actual purchases (Chaudhuri and et. al., 2021). The survey included use experiences as it is designed to understand the user characteristics of the food delivery platform. User experience affects the technology acceptance model (Mlekus and et. al., 2020). Having experience using it was increase user acceptance (Sunny, Patrick and Rob, 2019; Alfadda and Mahdi, 2021). Researchers in Thailand show that most customers buy food from the platform at least once a week and mostly staples rather than drinks, with the majority buying lunchtime meals (Jaroenwanit, Abbasi and Hongthong, 2022). Results of the study "*Consumer Purchasing Behavior on Food Delivery Platforms*" show that 60% of consumers place orders on food delivery platforms more than once a week (Zhu and et. al., 2021). Previous studies of food delivery platforms have included questions on the frequency of food purchases in their questionnaires, so the experience of use in this research also focuses on frequency of use. The frequency survey for this research was the frequency of use within the most recent month.

2.4.3 Education level

Education level is also a characteristic that most researchers would consider, as the results of many studies show that the segmentation of customer groups is closely related to education level. Studies in both Thailand and Myanmar show that the education level of online food ordering service customers is mostly at the undergraduate level and give the explanation that undergraduates are more easily to master the use of the software (Jaroenwanit, Abbasi and Hongthong, 2022; Myint, 2022). One of the findings of the Hungarian researchers on customer characteristics is the focus on food quality knowledgeable people, which also reflects the fact that the level of education is an important research feature in customer group characteristics (Madarász and et al., 2022).

To summarize, this research used three main characteristics of users, namely gender, education level and use experience.

Table 2.6 User characteristics

User characteristics	Researchers
Use experience	Sunny, Patrick and Rob (2019); Mlekus and et. al. (2020); Alfadda and Mahdi, (2021); Zhu and et. al. (2021); Jaroenwanit, Abbasi and Hongthong (2022)
Education level	Myint (2022); Madarász and et al. (2022); Jaroenwanit, Abbasi and Hongthong (2022)
Gender	Wen, Pookulangara and Josiam (2021); Janavi and et, al. (2021) Frederick and Parappagoudar (2021); Myint (2022); Jaroenwanit, Abbasi and Hongthong (2022); Tavares (2022)

2.5 Theoretical framework

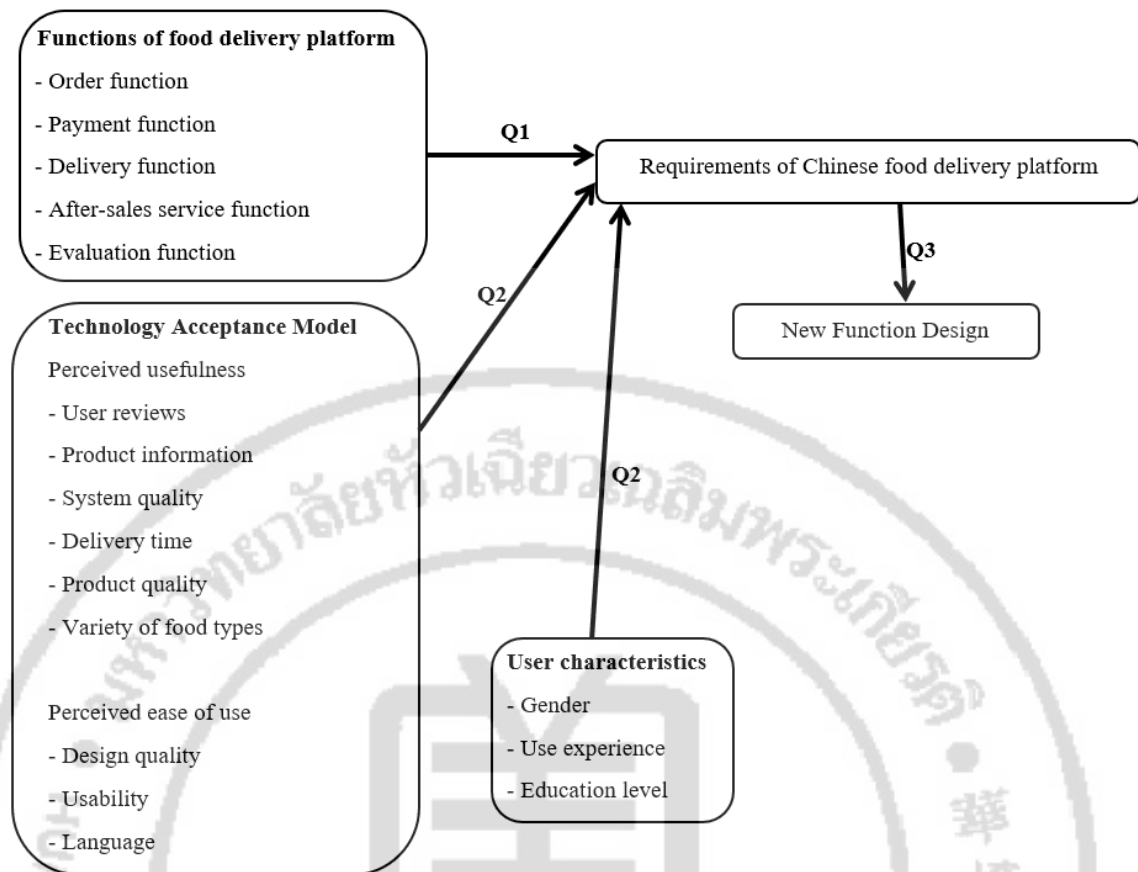


Figure 2.5 Theoretical framework

2.6 Conclusion

The literature review of this research consists of five parts. The first section is platform economy. In this section, what is platform economy, the importance of platform economy, the classification and attributes of platforms are introduced. The food delivery platform in this research belongs to the trading platform.

The second section is food delivery platforms. In this section, firstly, the definition of food delivery platform is introduced. Secondly, it introduces that the food delivery platform consists of platform, customer, merchant, rider and third-party payment. This research focuses on customers, so the other participants are not in the scope of this research. Then, five functions of the food delivery platform are introduced which are order, payment, delivery, after-sale and evaluation functions. The functions that are improved in this research are order, delivery, after-sales and evaluation

functions. The high customer satisfaction of the payment function does not need to be improved, so it is not in the scope of this research.

The third section is the technology acceptance model. In this section, the definition of technology acceptance model, factors affecting usefulness and ease of use are described. There are six factors affecting usefulness, namely user reviews, product information, system quality, delivery time, product quality and variety of food types. There are three factors affecting ease of use, namely design quality, usability and language.

The fourth section is user characteristics. The user characteristics factors used in this research are gender, user experience and education level.

The fifth section shows the theoretical framework of this research. The research methodology of this research was discussed in the next chapter.



Chapter 3

Research methodology

This section shows the research methodology, which is divided into six parts. The first section is research methodology and research type. The second section is population and sample. The third section is data gathering and research tool development. The fourth part is the introduction of the method of data analysis. The fifth section is the quality of the research, which is divided into reliability, validity and ethics. The last part summarizes the content of the chapters.

3.1 Research methodology and research type

A mixed-method research approach is used in this research. A mixed methods study is one in which researchers combine qualitative and quantitative data collection and analysis methods in a single study. This means that at least one quantitative method and one qualitative method are used in a single study to collect, analyze and report the findings. This type of research allows the researcher to understand complex phenomena qualitatively and explain them through figures, graphs and basic statistical analysis (Creswell, 1999). In this research the qualitative method was observation and interview method, and the quantitative method was questionnaires survey.

The type of research is design science research. Design science research is divided into five steps which are awareness of problem, suggestion, development, evaluation and conclusion (Vaishnavi and Kuechler, 2015). Among them, the development step refers to the refinement and implementation of the design. In this research, a new prototype of a Chinese food delivery platform was designed by referring to the existing Chinese food delivery software in Thailand, not to improve the existing software. The design of the new prototype was done in Step two, so the development step was not included in this research. This research uses four steps, namely awareness of problem, suggestion, evaluation and conclusion. Each step of this research is as follows.

Step one: awareness of problem means that a problem can be recognized from multiple sources. The two research objectives of this research were accomplished in this step, which is to identify the functionality of the platform and the pain points of the

customers. This step is specified in this research by using a mixed approach of qualitative and quantitative research to collect data. The qualitative research used the observational method and the quantitative research used the questionnaires approach.

Step two: suggestion means that the researcher creates a creative design based on the existing functionality. One of the research objectives of this research was accomplished in this step are to propose functions to reduce customer pain points. This step is specified by using qualitative methods to collect data and design functional concepts. The qualitative approach uses an observational method to identify the necessary features through a comparative study of other platforms.

Step three: evaluation is the evaluation of the prototype based on criteria after the prototype is made. According to Hevner et al. (2004) suggested evaluation method, this research chose functional testing (Black Box). Functional testing refers to the operation of a function to identify problems or defects (Hevner et al., 2004). Functional testing focuses on function so it is more appropriate to the objectives of this research. The research objectives of the proposed function can be accomplished in this step. In addition, this research used interviews to invite participants to use the functions and give feedback and suggestions.

Step four: Conclusion is the final step of the research, where the research results are documented. Three research questions were answered in this step. These four steps use different research methods, so each step was described in detail in the subsequent research. The research flow is summarized in Figure 3.1.

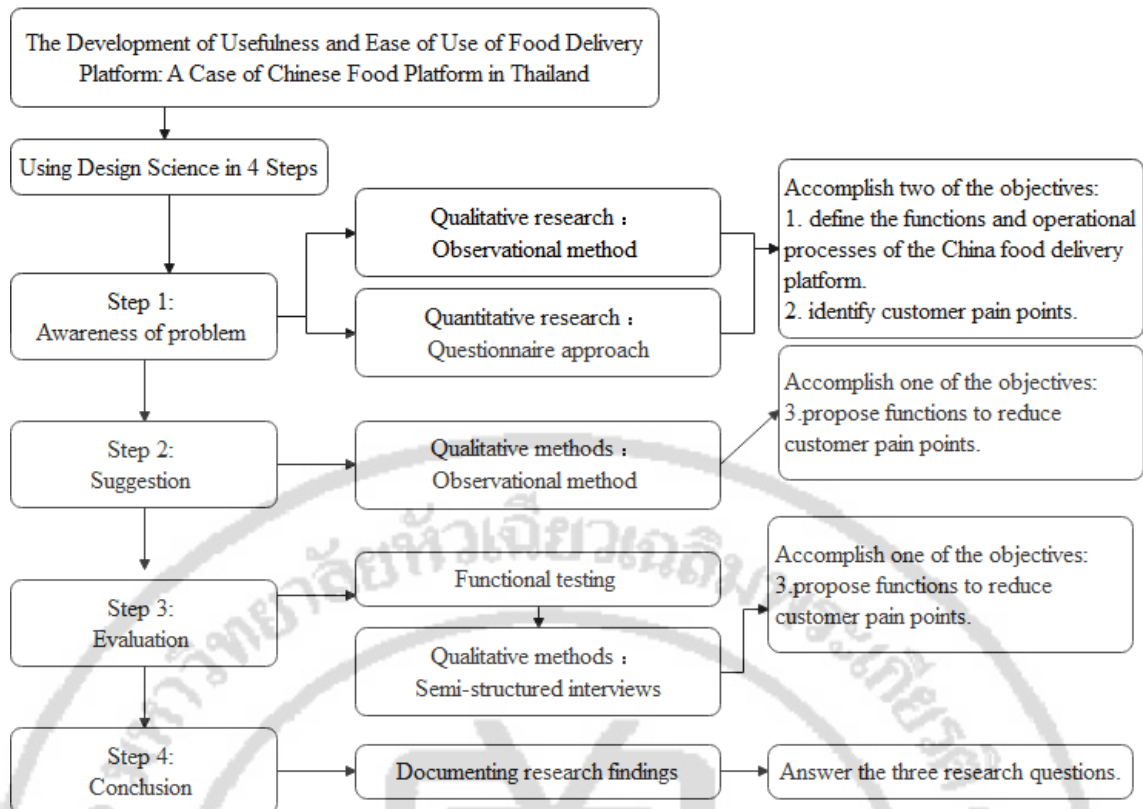


Figure 3.1 Research flow

3.2 Population and sample

This section is divided into two main parts, population and sample, where the sample is subdivided in the different ways of selection because of the different research steps in design science.

3.2.1 Population

In order to obtain an in-depth study in a limited time, the Chinese food delivery platform in Thailand is chosen for this research. Hevner et al. (2004) suggest that the design of scientific research is related to the needs of the solution. An empirical survey of the people who use the technology or system is needed. People who use the food delivery platform are the customers of the platform, so the population of this research were selected from the customers of the Chinese food delivery platform. There are two main Chinese food delivery platforms in Thailand, ELEFLY and GOKOO. Gokoo food delivery is a strictly selected service delivery platform for Chinese in Thailand. The goal of the ELEFLY food delivery platform is to be the first choice platform for Chinese people in Thailand to order food and life services. So, both target the same customers,

who are Chinese people in Thailand. Neither platform currently publishes the actual number of registered customers. GOKOO's official announcement of over 100,000 registered users in January 2022 is not accurate and it has been over six months since new users were added. The ELEFLY delivery platform does not publish any information about registered users. Thus, the exact number of population volume for this research is unknown.

3.2.2 Sample and sampling techniques

It is more appropriate to choose the sample size of the survey when the total number of people is large (Bhardwaj, 2019). Divided according to the research steps, the first step awareness of problem and the third step of evaluation in this research was use samples, so they are presented separately here.

1) Self-selection sampling

Self-selection sampling is used in this section. Self-selection sampling refers to the voluntary participation of the research subjects in the study. Self-selection sampling is appropriate when the researcher wants the respondents to voluntarily participate in the study (Sharma, 2017). In this research, researcher use an electronic questionnaires and the sample has the right to decide whether to complete the questionnaires or not. This sampling method allows for customer feedback on features that need improvement and facilitates functional improvements and proposed improvement models.

Cochran Formula can be used to calculate the sample size that if the population size is unknown but a lot and the population proportion is known (Chaokromthong and Sintao, 2021). The population size of this research is unknown, but it is known from the literature that the number of Chinese in Thailand is 14% of the total population of Thailand (Draper and Selway, 2019). So, Cochran Formula is used to calculate the sample size in this research. ($n=0.14*(1-0.14)*(1.96)^2/(0.05)^2=184$). According to the formula, the minimum sample size should be 184 people.

$$n = \frac{p(1 - p)z^2}{e^2}$$

n = sample size

p = the population proportion ($p = 0.14$)

e = acceptable sampling error ($e = 0.05$)

z = z value at reliability level or significance level. Reliability level 95% ($z = 1.96$)

Figure 3.2 Cochran Formula (Chaokromthong and Sintao, 2021)

A total of 205 customer samples from Gokoo and Elefly were received by online questionnaires. The number of questionnaires recovered was over the minimum sample value because there is a larger Chinese population in Thailand and Chinese people prefer to eat Chinese food, so there are more users of these two platforms. The researcher sent the questionnaires to some samples and then forwarded them to each other with the help of people to get a higher sample size. The questionnaires was checked for no missing or invalid questionnaires where all options were consistent, so the valid questionnaires for this survey is 205, with a valid questionnaires percentage of 100%.

The data from this survey shows that there are slightly more female users than male, with 54.1% of women and 45.9% of men. Most users of the platform have a bachelor's degree, followed by master's degree and above, accounting for 49.8% and 47.3% respectively. Most customers used the platform less than four times a month, accounting for 52.2%. There were more users of GOKOO than ELEFLY, with 165 users of GOKOO, accounting for 80.5%. The data are shown in Table 3.1.

Table 3.1 Sample Data

Sample characteristics	Item	Frequency	Percentage
Gender	Male	94	45.9
	Female	111	54.1
Education level	Below bachelor degree	6	2.9
	Bachelor degree	102	49.8
	Master degree and above.	97	47.3
Frequency	Less than 4 times	107	52.2
	4-8 times	60	29.3
	More than 8 times	38	18.5
Platform	GOKOO	165	80.5
	ELEFLY	40	19.5
Total		205	100

2) Purposive sampling

The evaluation step required participants to be interviewed after operation of the new function. For the selection of participants this research used quota sampling in purposive sampling method. Purposive sampling refers to the selection of respondents based on the judgment of the researcher. Purposive sampling can provide the researcher with a rationale for sample imputation. In addition, there are often multiple stages or steps involved in qualitative research, and purposive sampling can be very useful in such cases (Sharma, 2017). Crouch and McKenzie (2006) suggested that a sample size of less than 20 people is preferable for qualitative research to help ensure the quality of the study. It has also been suggested that it is very difficult and meaningless to try to specify a minimum sample size in qualitative research, if the researcher can explain clearly the sampling method, the reason for sampling and the reason for choosing the sample size is appropriate (Bryman, 2016).

According to the literature review research, there are three factors of user characteristics which are gender, use experience and education level. So, the evaluation

step of this research is based on the user characteristics of the participants for the quota sampling. This research used gender, use experience and education level in user characteristics as criteria for quorum sampling. There are 18 participants in this research, nine males and nine females. There are three people in each use experience frequency, including one person each with different education levels. The details are displayed in Figure 3.3.

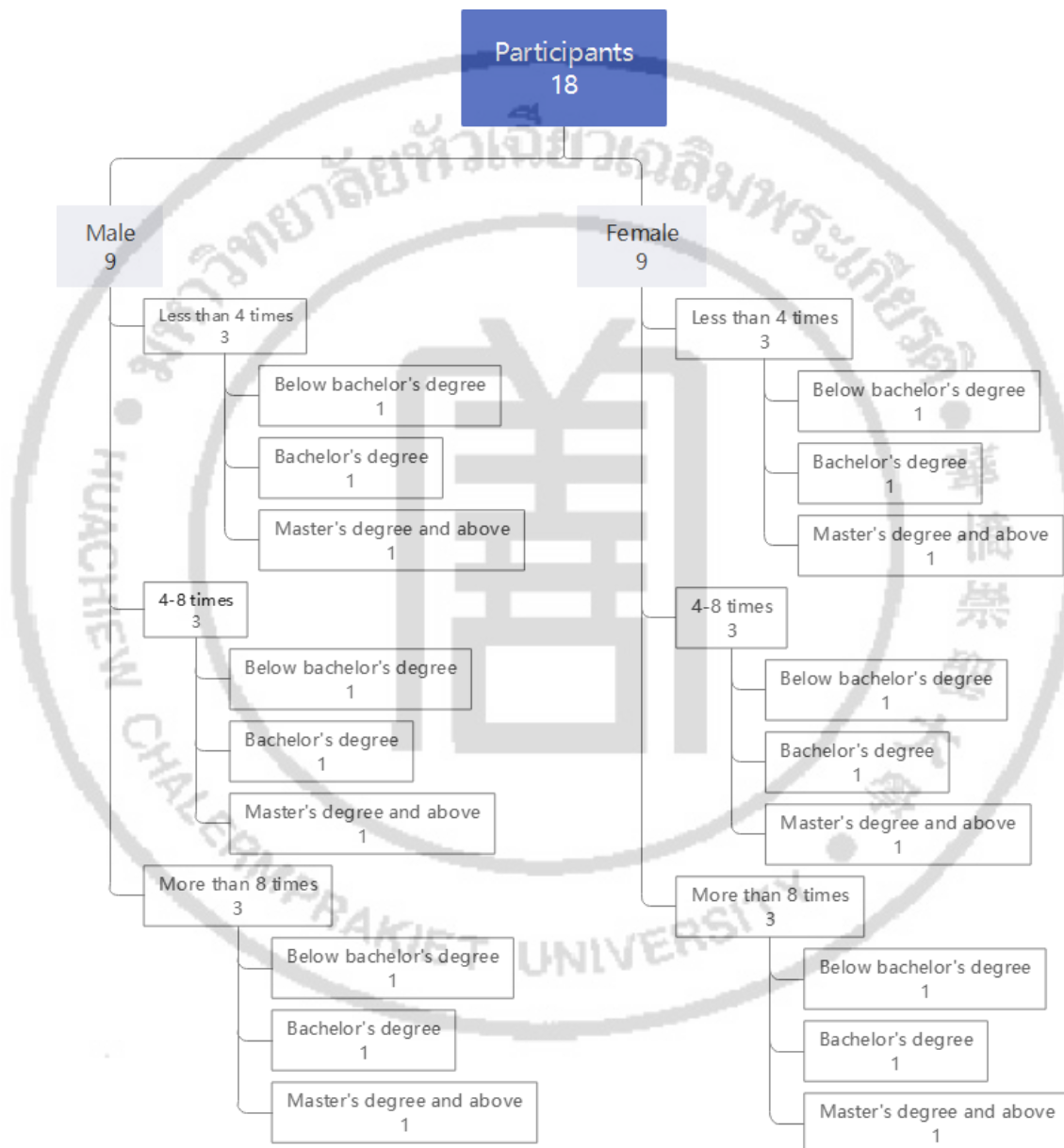


Figure 3.3 Participants of the interview

The number of people interviewed for this research was 12, as participants with less than a bachelor's degree could not be found to be interviewed. The participant information for this interview is displayed in Table 3.2. The total number of participants in this research was 12, six male and six female. Each gender was divided by education level into three participants with a bachelor's degree and three participants with a graduate and above degree. Then, each education level was divided into three frequencies of use, and one participant from each frequency was selected to be interviewed.

Table 3.2 Participant Information

No.	Gender	Education	Frequency of use
1	Male	Undergraduate	Less than 4 times
2	Male	Undergraduate	4-8 times
3	Male	Undergraduate	More than 8 times
4	Male	Graduate and above	Less than 4 times
5	Male	Graduate and above	4-8 times
6	Male	Graduate and above	More than 8 times
7	Female	Undergraduate	Less than 4 times
8	Female	Undergraduate	4-8 times
9	Female	Undergraduate	More than 8 times
10	Female	Graduate and above	Less than 4 times
11	Female	Graduate and above	4-8 times
12	Female	Graduate and above	More than 8 times

3.3 Research tool development and data gathering

This section is divided into two parts, the first part is data gathering, the second part is research tool development. Each section is sub-divided according to the design science steps. The details are shown below.

3.3.1 Data gathering

A total of three methods are used in the data collection section: questionnaires, observation and semi-structured interview methods.

1) Questionnaires method

One of the research methods used in the steps to awareness of problem is the questionnaires method. Questionnaires are often considered an objective research tool that produces generalizable results due to the large sample sizes that can be collected. The survey questions of questionnaires are structured and the respondents can answer the questions objectively (Harris and Brown, 2010). Traditional questionnaires use paper-based questionnaires and now with the development of the Internet questionnaires gain more advantages. Questionnaires can be used more quickly to reach a larger target population, as well as being less expensive to use, and web-based questionnaires make it easier to put the data into software for analysis without secondary coding (Jones and et. al., 2008). So, this research uses online questionnaires method. The questionnaires is distributed to various channels: LINE, WeChat and Facebook using Google Forms.

The questionnaires were constructed based on the research objectives, literature review and theoretical framework. The questionnaires for this research consist of three parts. The first part is user characteristics. Nominal and ordinal scale are used, such as gender, age, education level and experience of use. Nominal and ordinal scales are used in the first part because all questions in this part are designed as category questions, so it is very appropriate to use nominal and ordinal scales.

The second part is the collection of questions for the function. By asking questions on an interval scale. There is a question about order function, which one do you think is the most important problem to be solved for the order function? All options are from the literature review.

The third part is to understand consumers' attitudes towards factors influencing food delivery platforms using interval scales. This research uses a five-point Likert scale to measure the factors of influence. This part consists of the influence ease of use scale and the influence usefulness scale. The third part uses the five-point Likert scale because the Likert scale is suitable for measuring a range of attitude related propositions. The five points being strongly disagree, disagree, neutral, agree and strongly agree. The Likert scale is one of the most commonly used response scales in structured survey design, the Likert scale gives the respondent a direction and strength of expression on the topic and the midpoint is set up to allow the respondent to express a neutral opinion,

if there is no neutrality then the scale is seen as forcing the respondent to make a choice (Chyung and et. al., 2017). Thus, the scale in this research was use the Likert scale and have a midpoint. The detailed questionnaires are added in Appendix C.

2) Observation method

Another approach to the awareness of problem step is the observation method. The specific type is participant observation. Participant observation is a method in which the researcher collects and analyzes relevant data and questions by playing both the role of participant and researcher. It has been widely used in qualitative research. The value of observation is that it allows researchers to study people in their native environment in order to understand "things" from the perspective of the person being studied (Baker, 2006; Bryman, 2016). This research used the observation method to collect information about the Chinese food delivery platform. The information is collected through the Chinese food delivery platform website and related websites such as Google Play Store and Google Chrome. In the process of using the observation method in order to get real and useful relevant data the researcher collects the current problems of the Chinese food delivery platform from the consumer's perspective and studies and analyzes it from the researcher's perspective.

3) Semi-structured interview

There are various methods for evaluating artifacts, but the one that is most consistent with the reverse of this research is the use of the functional testing (Black Box). Hevner et al. (2004) suggested that evaluating the function of artifacts can be done using a functional testing. Functional testing refers to the operation of a function to identify problems or defects. Thus, this research was using a functional testing by first providing participants with a prototype and assessing the usefulness and ease of use of the prototype through semi-structured interviews one-on-one after using it. This research used a semi-structured interview with questions from the perceived usefulness and perceived ease of use measurement scales proposed by Davis. Semi-structured interviews are those in which the researcher prepares an interview guide was ask all the questions at the right time but the order can be adjusted according to the situation and the interviewee has a lot of freedom to answer the questions. Using a semi-structured interview when there is a clear focus is beneficial in addressing key issues (Bryman, 2016). The semi-structured interview for this research had two parts.

The first part is an evaluation of the perceived ease of use of the improved system. The specific questions are from the ease-of-use evaluation scale proposed by Davis. Then, some questions about the personal views of the customer are added.

The second part the evaluation of the perceived usefulness of the improved system. The specific questions are from the usefulness evaluation scale proposed by Davis (Chuttur, 2009). A descriptive question is added at the end, asking the interviewer what suggested he/she has. Then, some questions about the personal views of the customer are added.

3.3.2 Research tool development

In this research, the research tool was mainly used for the suggestion step. The main step in the suggestion is the functional conceptual design. The food delivery platform has five functions, which are order function, payment function, delivery function, after-sales service function and evaluation function. The role of each function is different, so each function has a unique functional concept. In this step the artifacts need to be created. First, a digital prototype for the improved Chinese food delivery platform using user interface (UI) and user experience (UX) software. User interface refers to the soft interface, fonts, colors, and other visual elements. User interface refers to fonts, colors, and other visual elements. User experience refers to how people feel when operating the software. Then, a new digital prototype design was completed by adding conceptual designs for each function. Finally, the researcher tested the digital prototype personally. In this step of testing, the researcher needs to test whether each function works properly and make detailed notes.

3.4 Data analysis

In this section, I would like to present the analysis methods for quantitative and qualitative data separately.

3.4.1 Quantitative data

In awareness of problem step is analyzed using statistics. This research used descriptive analysis to analyze the quantitative data. Descriptive analysis used frequencies, percentages, means, and standard deviations. The quantitative data analysis of this research was divided into two parts: the first part is the user characteristics part, where the frequency and percentage analysis of user characteristics

data such as age and gender were conducted. The results of the analysis can help researcher obtain a clear picture of the customer personas and facilitate the development of the function. The second part is the data analysis of the influencing factors, where the mean and standard deviation analysis of the influencing factors was done. The results of this analysis can help researcher to identify the most important influencing factors that can help to make effective improvements to the function.

This research uses Pimentel's (2019) five-point Likert scale interval rating scale. This interval scoring scale is applied to the influence factor scale of this research. For the purpose of data analysis, mean levels are explained in Table 3.3. After descriptive analysis of the Likert scale, the mean of the scale in the interval of 3.40-4.19 represents that this factor is influential, while the mean of the scale in the interval of 4.20-5 represents that this factor is strongly influential.

Table 3.3 Five-point Likert scale interval rating scale (Modified from Pimentel, 2019)

Likert Scale	Interval	Description
1	1.00-1.79	Strongly not affect
2	1.80-2.59	Not affect
3	2.60-3.39	Sometimes affects
4	3.40-4.19	Affects
5	4.20-5.00	Strongly affect

3.4.2 Qualitative data

Qualitative data are logical descriptions of processes in their context. With qualitative data researchers can assess the logical relationships of events and make interpretations. Qualitative data can help researchers move beyond stereotypes and frameworks (Sgier, 2012).

The qualitative data analysis method used in this research is to classification and coding of concepts (Dey, 1993). This is a common method of data analysis used in qualitative research. This method has three main steps, namely data reduction, data classification and data connection (Figure 3.4). Data reduction refers to extracting important information from the participants' responses. Data classification refers to

classifying data with similarities. Data connection refers to matching the classified data with study-related factors.

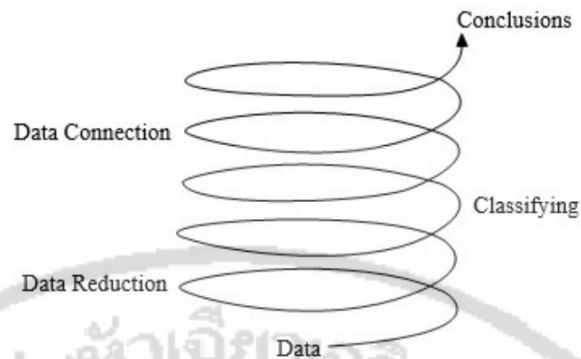


Figure 3.4 Qualitative data analysis (Dey, 1993)

3.5 Research quality

The quality of the research in this research is divided into three areas, which are reliability, validity and ethical issues.

3.5.1 Reliability

Reliability is when the methods of a study are repeated in the same population and the same results are obtained twice (Hesse-Biber, 2010). Both qualitative and quantitative methods are used in this research, so they are discussed here in two separate sections.

1) Qualitative

Reliability in qualitative research means that the findings are generalized or consistent (Golafshani, 2003). Interviews are used to collect data from the respondents in this research. Similar questions were designed for multiple questioning during the interview to ensure the consistency of the data. Finally, this research uses a combination of observation and interview methods for triangulation to ensure the reliability of the qualitative research. The interview outline is added in Appendix D.

2) Quantitative

In quantitative research reliability is used to check whether the data are true or not and can be measured by Cronbach's alpha. the value of Cronbach's alpha is usually between zero and one. The values above 0.7 are considered acceptable. A value closer

to one represents higher reliability (Stephanie, 2022). In this research, a questionnaires pre-test is used. Approximately 40 questionnaires are distributed via Line, WeChat and Facebook for testing and their reliability is tested using Cronbach's alpha coefficient. A Cronbach's alpha value greater than 0.7 means that the questionnaires can be used.

Table 3.4 Scale Reliability

Scale	Cronbach's Alpha	N of Items
Problems with the function	0.876	16
Influencing Factors of usefulness	0.894	12
Influencing Factors of ease of use	0.749	6

A total of 205 responses were collected in this questionnaire. The alpha value of problems with the function scale is 0.876 and the alpha value of influencing factors of usefulness scale is 0.894 indicating that the questions on the scale are well designed and the reliability of the scale is good. The Cronbach's alpha values for all three scales are greater than 0.7, representing good reliability.

3.5.2 Validity

The validity of qualitative research is the ability of the results of a method to represent the phenomenon that should be studied (Hesse-Biber, 2010). High reliability means that the research is valid (Kirk & Miller, 1986). Researchers can integrate data collected by mixed methods including both qualitative and quantitative data in the data interpretation phase.

1) Qualitative

This research uses the three steps of research proposed by Maxwell (2012) to ensure the validity of qualitative research. The three types are description, theory and interpretation. Step 1: Description refers to the introduction of the research context. Step 2: Theory refers to the need for the results to be supported by theory. Step 3: Explanation refers to the presentation of the research process.

In this research, an interview outline was designed before the interview. The outline was checked by an expert. The expert invited for this research who has extensive research related to technology acceptance models. This expert can help the researcher

to check whether all the influencing factors of the research are included and help the interview outline of this research to be more logical. During the interview, the researcher was recording the interview and record all events in detail. After the interview, the interview is translated into English and recorded in a paper under the guidance of a native English speaker. Finally, this research was comparing the findings with the theoretical framework to verify the validity of the research. In addition, this research uses a combination of interview and observation methods of triangulation. Triangulation can greatly enhance the usefulness of qualitative research.

To summarize, this study uses triangulation and the three steps of research proposed by Maxwell (2012) to ensure the validity of qualitative research.

2) Quantitative

The validity of quantitative data refers to the scientific soundness of the design of the questionnaires scale questions of research. Validity can be divided into content validity and structural validity. Content validity refers to the fact that the questionnaires scale was designed professionally and in relation to the purpose of research. It can be described with words such as expert approval or literature reference. Structural validity was the use of factor analysis methods of statistical tools for research. Exploring the logical structure of the research items, usually the logical structure was judged and the final validity level was verified. The Kaiser-Meyer-Olkin (KMO) takes a value between zero and one, generally a KMO value greater than 0.6 is required, more than 0.7 is middling, more than 0.8 is meritorious and more than 0.9 is marvelous. the closer the value is to one the better. It indicates that the logical intrinsic structure identified by research method has consistency with the intrinsic logical structure in a professional sense, indicating that the data have validity (Stephanie, 2022). In this research, KMO analysis is performed on 40 questionnaires of the pre-test. A KMO value greater than 0.7 means that the logic of the questionnaires is valid and can be used.

Table 3.5 Scale Validity

Scale	Kaiser-Meyer-Olkin	Significance
Problems with the function	0.866	0.000
Influencing Factors of usefulness	0.903	0.000
Influencing Factors of ease of use	0.778	0.000

A total of 205 responses were collected in this questionnaire. The KMO value of problems with the function scale is 0.886 indicates meritorious. The KMO value of influencing factors of usefulness scale is 0.903 indicates marvelous. The KMO values for all three scales are greater than 0.7 and the significance is less than 0.05, which means that the data are suitable for checking the validity using exploratory factor analysis and the validity performance is good.

The validity of the qualitative data in this research was ensured by obtaining from references and approved by experts. The validity of the quantitative data was statistically verified by Kaiser-Meyer-Olkin tool.

3.5.3 Ethical issues

The data collected in this research was used for the subject research and was not be used for any commercial interests or illegal acts. The information collected was strictly confidential. During data collection it is ensured that the source of the data is from a formal source and it is indicated in the questionnaires that the purpose of data collection is for the subject study. Authorization was also obtained from the participants during the interview process (Appendix B). Finally, this thesis was reviewed and approved by the Huachiew Chalermprakiet Research Ethics Committee and the researcher was fully comply with the relevant regulations (Appendix A).

3.6 Conclusion

In this section, the research methodology is shown. The first section shows that a mixed research approach is adopted for this research. The type of research is design science. The second section shows the population and the sample. This research selects Chinese food delivery platform customers in Thailand as a case study population. The location of this research is in Bangkok, Thailand. The population of this research is customers of Chinese food delivery platform, the size is unknow and the sample size of

this research is 205 people calculated by the theoretical model. The third part is the data collection method and research tool development. Different data collection methods and research tools are selected according to the different steps of design science. The fourth part is the data analysis. Qualitative and quantitative data are used for the different research steps of this research. So, data analysis is conducted separately in this research. The quantitative data are statistically analyzed using statistical tools, while the qualitative data are analyzed using classification and coding of concepts. The fifth section is the quality of the study, including reliability, validity and ethics. Study quality is controlled by statistical tool, triangulation, by a committee of experts and universities. The next section was present specific information and functions of Chinese food delivery platforms in Thailand in conjunction with the data.



Chapter 4

Food delivery user's requirement

This research is about the development of Chinese food platforms in Thailand. There are two major Chinese food platforms in Thailand, namely GOKOO and ELEFLY. This chapter consists of two parts. The first part introduces the GOKOO and ELEFLY platforms respectively. The second part is to show the customers' requirements.

4.1 Food Delivery Platform

This section is divided into two parts, introducing the GOKOO platform and the ELEFLY platform respectively.

4.1.1 GOKOO

This section is going to be divided into two parts, which are information of platform and function introduction.

1) Information of platform

GOKOO (Gokoo online co., ltd.) is a professional life service e-commerce platform serving overseas Chinese and Chinese tourists going abroad, dedicated to providing quality and warm one-stop life service (Gokoo, 2023). Gokoo is a leading technology company that is a joint venture between Chinese and Thai Internet elites. Gokoo has senior programmers and engineers from Chinese unicorn companies with decades of experience working in the O2O business industry.

There are many main services of GOKOO online, which are food delivery, fresh food delivery, visa service, lifestyle service, medical appointment and other services. This research focuses on Gokoo food delivery, so the others are not detailed here.

Gokoo is managed by senior executives from leading Thai companies. Gokoo has formed an excellent localized team with international background and vision. Gokoo has over 100 office staff in Thailand. There are more than 100 riders who can speak both Chinese and Thai. The R&D team has dozens of members.

2) Function Introduction

In this research, there are five functions in the definition of food delivery platform: order, payment, delivery, after-sales and evaluation functions, because in the preliminary data gathering, it is found that customers are more satisfied with the payment function, so this functional development does not include the payment function. This section was introducing four functions in detail, which are order, delivery, after-sales and evaluation functions.

In GOKOO's order function (Figure 4.1), the customer selects the delivery function from the home page to enter the home page of the delivery. From the delivery home page, customers can browse the merchants and see the store's rating stars, delivery time and distance. Select a store and enter the store to see the merchant's home page with the merchant's name, monthly sales, distance, delivery time, menu items, comments and merchant information. When a customer selects a food item, they can see a picture of the food item and select the quantity to purchase. After adding food to the cart, address details and delivery time are required. If there is a coupon that can be entered here to use (Figure 4.2). After submitting an order, wait for the merchant to take the order or not. On the screen waiting for the merchant to take the order, the customer can cancel the order, contact the merchant or get customer service. If the merchant takes the order, the order function ends. In the order function can see the merchant's information and the customer's evaluation of the store. In the merchant information, the merchant's opening hours, delivery team, and the merchant's address can be seen. Text comments or picture comments from customers can be seen in the reviews of the store.



Figure 4.1 Order function to select dishes of Gokoo (Gokoo, 2023)

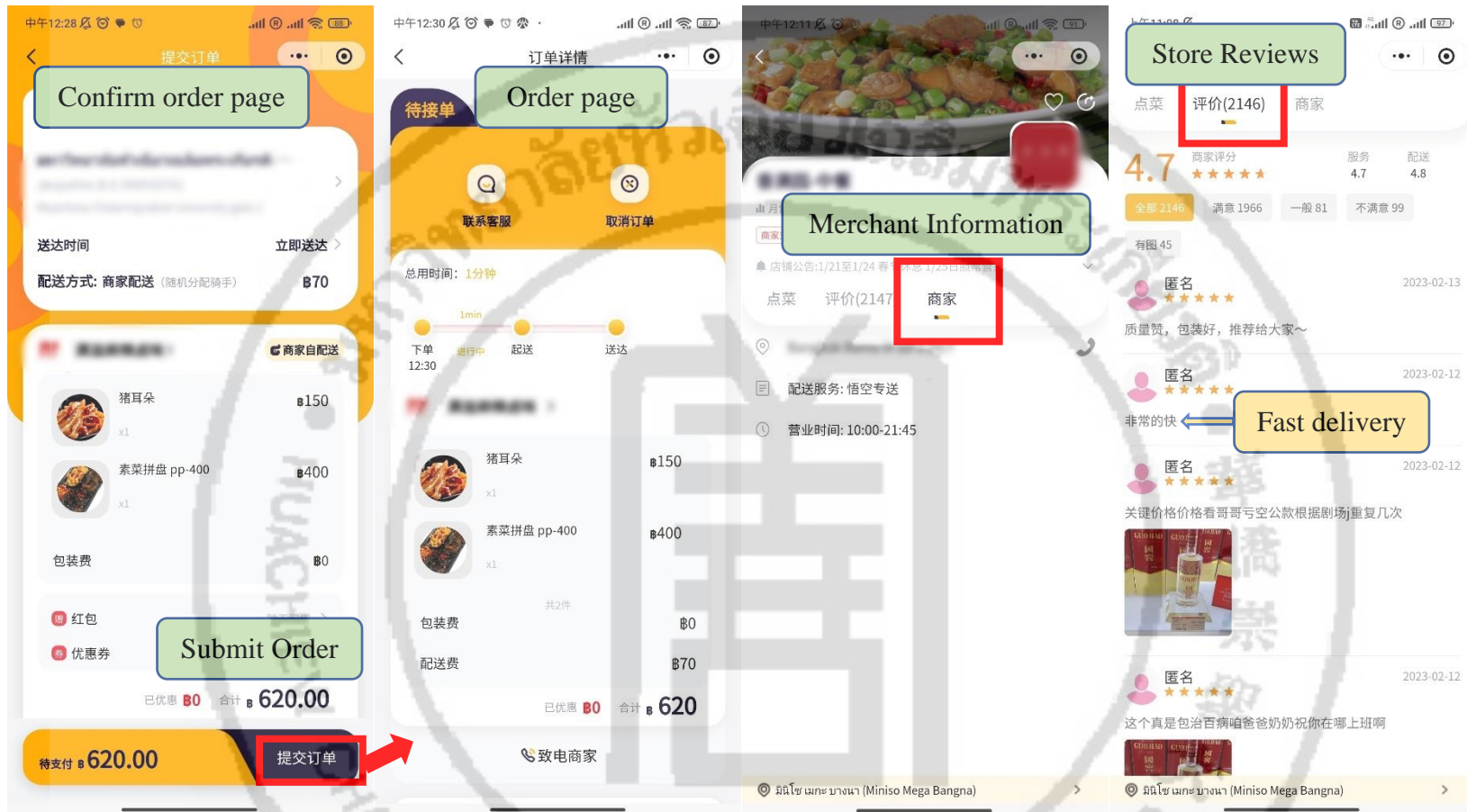


Figure 4.2 Order function to place an order of Gokoo (Gokoo, 2023)

In GOKOO's delivery function (Figure 4.3) merchants can choose to deliver by themselves or use GOKOO to deliver. Customers who choose to deliver by themselves will see a progress bar on the picture on the left that is always in production. Customers who choose GOKOO delivery will see a map on the right picture, showing the location of the merchant, rider and customer. In the delivery function, customers cannot cancel orders or contact customer service, but customers can contact merchants or view the progress bar. Until the food is delivered and the platform confirms that the food has been delivered, the order was displayed as completed and the delivery function ends.

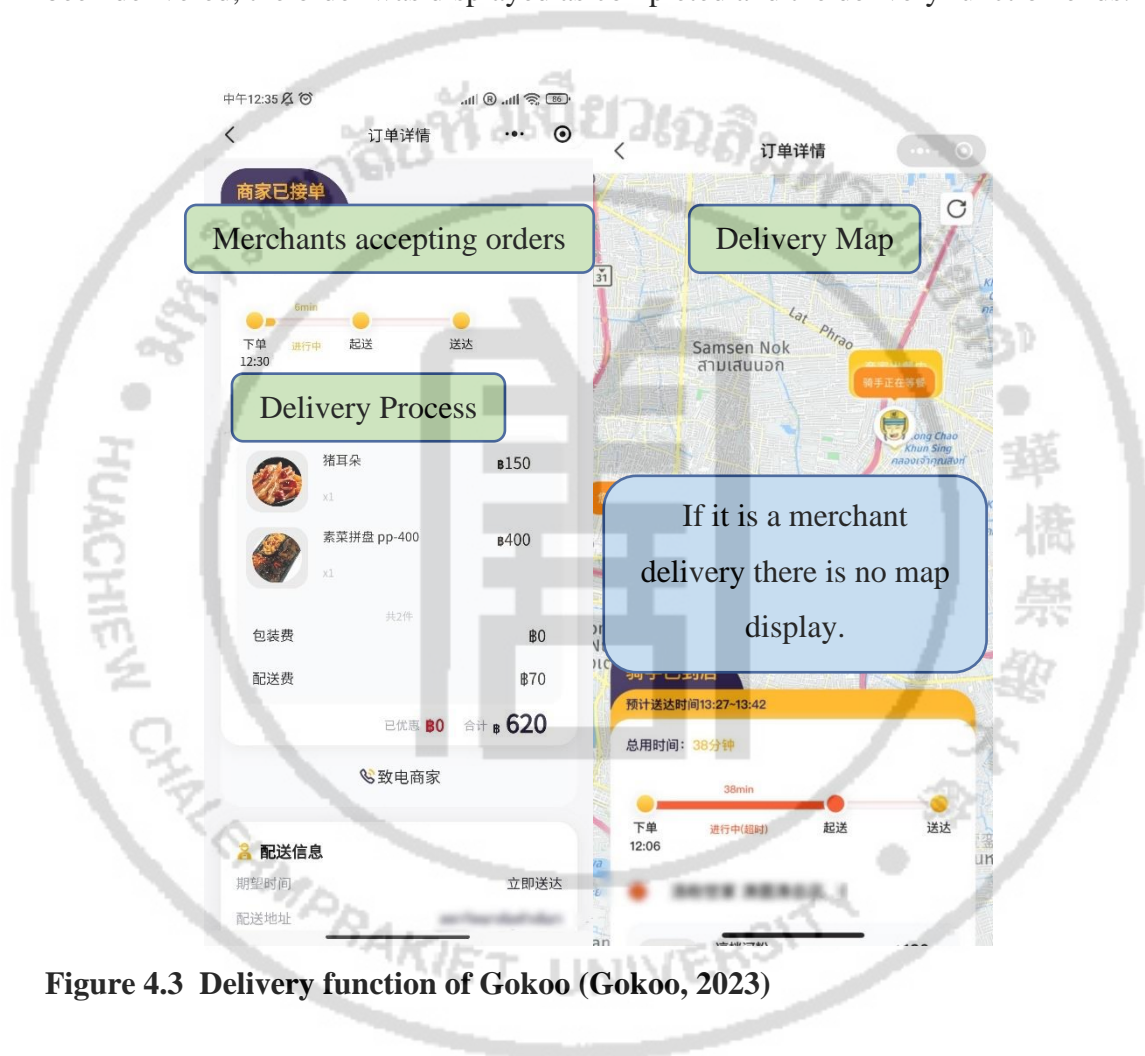


Figure 4.3 Delivery function of Gokoo (Gokoo, 2023)

In GOKOO's after-sales service function (Figure 4.4), customers can select after-sales service from completed orders or find it from their personal home page. After entering the after-sales service interface, customers can choose to use WeChat to communicate with customer service or call customer service.



Figure 4.4 After-sales service function of Gokoo (Gokoo, 2023)

The evaluation function (Figure 4.5) of GOKOO can be accessed from the customer's home page or from the completed orders. In the evaluation function, it is possible to evaluate the merchant and the rider separately, either by text or by picture.

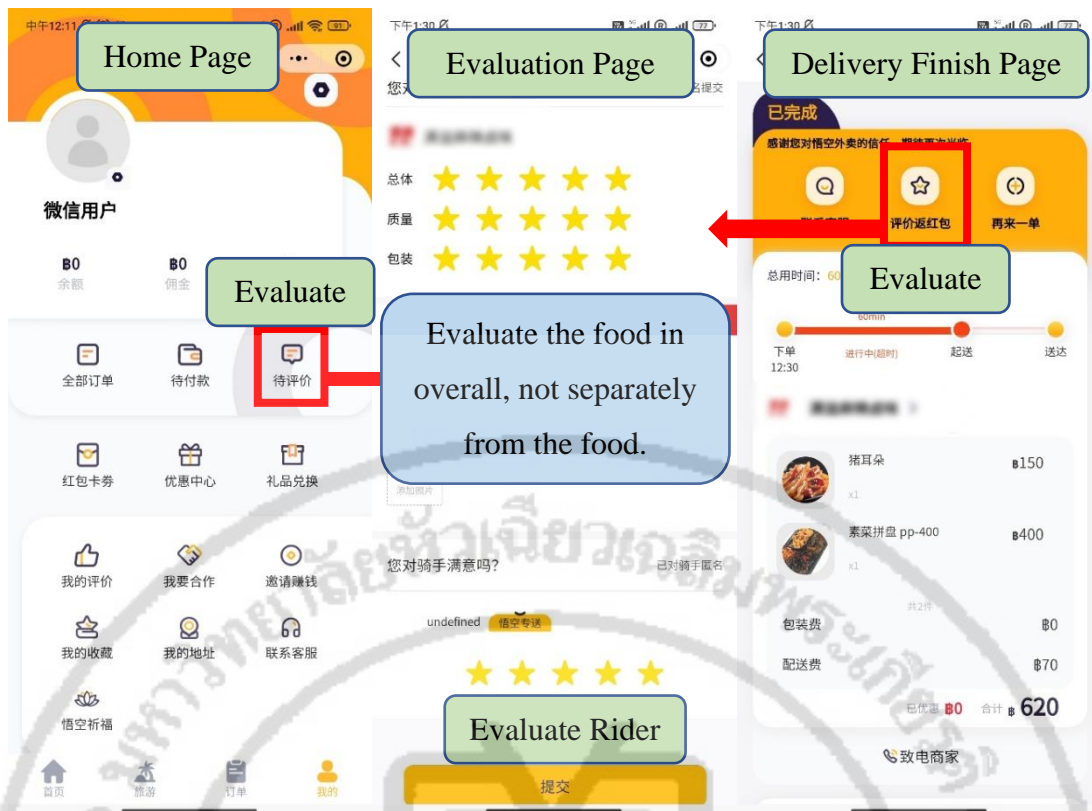


Figure 4.5 Evaluation function of Gokoo (Gokoo, 2023)

4.1.2 Elefly

This section was divided into two parts, which are platform introduction and function introduction.

1) Platform Introduction

ELEFLY (Fly Life Thai co., ltd.) was established in 2019. Elefly provides convenient local one-stop living services for Chinese people in Thailand (Elefly, 2023). The management team of Elefly is senior executives from different Internet companies, forming a localized and excellent team with international background and real-world experience.

Elefly Group now has four main businesses, namely Elefly food delivery, Elefly Logistics, Elefly Group Buying and Fresh Food Delivery. Elefly Group has more than 50,000 total users, more than 5,000 partner merchants and more than 600 riders. The scope of this study is Elefly food delivery, so the other three businesses was not be introduced in detail here.

Elefly food delivery is operating in 6 cities in Thailand, namely Bangkok, Pattaya and Chiang Mai, etc. The platform has a business team of more than 10 people, an operations team of more than 10 people, a customer service team of more than 20 people and a delivery team of more than 100 people. The delivery area can cover up to 12KM.

2) Function Introduction

This section was introducing four functions in detail, which are order, delivery, after-sales and evaluation functions.

In ELEFLY's order function (Figure 4.6), the customer enters the home page of the delivery through the home page of the software. The customer can browse the merchant and access the merchant's homepage. In the merchant's home page, the store's rating stars, delivery time, distance and cumulative sales can be seen. Customers can select food from the menu and click on the picture to see a picture of the food and the quantity purchased, it is also possible to see the number of sales and likes for this food. After adding to the shopping cart, fill in the address information, select the delivery method and payment method. If there is a coupon needed it can be used here. Entering the payment screen represents the end of the order function.

In the order function, information about the merchant and reviews of the store can be seen (Figure 4.7). Service rating and delivery rating stars can be seen in the store's reviews. In the merchant's information, the hours of operation and address of the merchant, the phone number and the photo of the store can be seen.



Figure 4.6 Order function to select dishes of Elefly (Elefly, 2023)

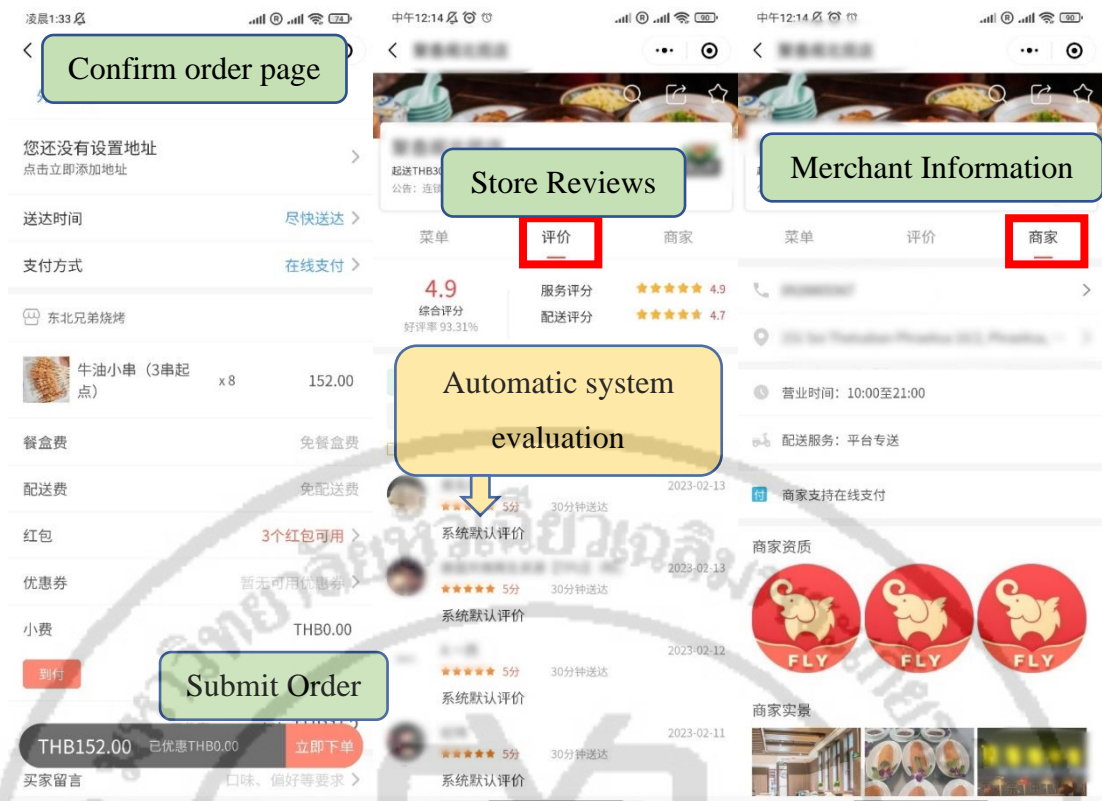


Figure 4.7 Order function to place an order of Elefly (Elefly, 2023)

In the delivery function of ELEFLY (Figure 4.8), the rider accepts the order as the start of the delivery function. In the interface, it can see the estimated time of delivery and the rider's name and phone number. It is possible to contact the rider if needed. When the rider delivers the order, it was show delivery complete, representing the end of the delivery function.



Figure 4.8 Delivery function of Elefly (Elefly, 2023)

The after-sales function (Figure 4.9) of ELEFLY is in the function of the customer's personal home page. Customers can open their personal home page to find the contact customer and then they can communicate with the customer service within WeChat.

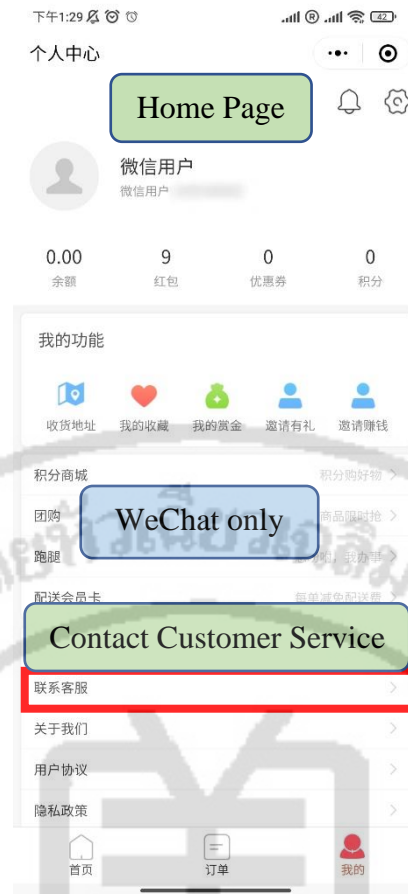


Figure 4.9 After-sales service function of Elefly (Elefly, 2023)

In the evaluation function of EELEFLY (Figure 4.10), customers can evaluate the orders after they are completed. On the rating page the customer can rate the merchant and add text and pictures. The food can be liked or disliked separately. The delivery service can be rated with stars and pictures. The evaluation function ends after clicking submit evaluation, or no evaluation can be done and the system was generating an automatic evaluation.



Figure 4.10 Evaluation function of Elefly (Elefly, 2023)

4.2 Customer requirements

In this section, described the collected customer requirements. A total of 205 customer samples from these two platforms are received by online questionnaires, followed by a descriptive analysis of the quantitative data. Then, the data collected using the observational method were supported and analyzed. This section analyzes three main aspects of customer requirements: functional requirements, perceived ease of use requirements and perceived usefulness requirements.

4.2.1 Customer requirements about functions

The food delivery platform has five main functions, which are order function, payment function, delivery function, after-sale function and evaluation function. As this research did not include the payment function, four functions were surveyed using questionnaires. The data results were evaluated according to the five-point Likert scale

interval rating scale proposed by Pimentel (2019) displayed in the last column (Table 4.1).

Table 4.1 Customer requirements about functions

Function	Items	Mean	Standard Deviation	Evaluation Results
Order function	Ingredients information	3.54	0.877	Affect
	variety of product matching	3.71	0.887	Affect
	variety of packaging options	3.70	0.895	Affect
	customer reviews for food	3.60	0.917	Affect
	Average of order function	3.64	0.894	Affect
Delivery function	riders protect the food	3.73	0.871	Affect
	delivery correctness	3.79	0.930	Affect
	food packaging	3.81	0.905	Affect
	attitude of the delivery service	3.97	0.871	Affect
	Average of delivery function	3.83	0.894	Affect
After-sales service function	provide after-sales service	3.52	0.948	Affect
	provide enough staff	3.51	0.993	Affect
	attitude of the service	3.65	0.909	Affect
	provide convenient service	3.47	0.932	Affect
	Average of service function	3.54	0.945	Affect
Evaluation function	provide evaluation function	3.62	0.852	Affect
	provide a variety of ways	3.68	0.881	Affect
	provide a variety of objects	3.76	0.923	Affect
	display Comments	3.56	0.903	Affect
	Average of evaluation function	3.66	0.890	Affect
Average of all function		3.66	0.906	Affect

On the scale of customer requirements for functionality this survey was designed with 16 items. From the results evaluation, all 16 items affect the customer's requirements. The analysis of the data shows that the mean of the scale is 3.66. Items above the mean indicate that the customer is satisfied with the item, while items below the mean indicate that the customer is not satisfied with the item and needs to improve the application.

It can be seen that customers expressed satisfaction with food matching and food packaging in the order function, in addition, they were not satisfied with the display of ingredients and food reviews. This data is consistent with the findings of Annaraud and Berezina (2020) and Prasetyo and et al. (2021) that customers need more food information to help them make decisions. This data is also consistent with the data obtained by the researcher through the observation method. In the reviews of the software, customers complained about the lack of clarity of information about the ingredients, as well as the reviews of the food were mostly automatic reviews, with few real reviews, thus the displayed reviews had no reference value (Figure 4.11). In delivery function, customers were satisfied with rider protection of food, correctness of food delivery, food delivery packaging and rider's attitude. The reason why the results of this data are better than other related scholars' studies is because the subjects of this study have their own research and development team to continue improving the product as well. However, in the researcher's personal use, it was found that the food delivery software was unable to display the delivery map. In the after-sales service customers are dissatisfied with the after-sales service, the number of after-sales staff, attitude and the convenience of after-sales service, which needs to be improved. The results of this data are consistent with previous scholars that customers are not satisfied with the after-sales service function (Annaraud and Berezina, 2020; Zhang, Zhang and Kim, 2021). In the evaluation function, customers were satisfied with the way and the object of the evaluation, but they are not satisfied with the usability of the evaluation and the display of the evaluation, which needs to be improved. The results of this data are consistent with Fakfare (2021), which mentioned that customers need the review function to be available and better display all reviews.



Figure 4.11 Researcher use experience (Elefly, 2023)

In short, the data collected in this research shows that there are some problems with the platform of the subject of this research. The specific problems are consistent with those of the previous researchers. There is a need to add food ingredients and reviews to the order function. Improve service in after-sales service, the number of after-sales staff, service attitude and convenience of after-sales service. Improve the usability and display of reviews in the evaluation function.

4.2.2 Customer requirements of perceived usefulness

Perceived usefulness affects customer acceptance of software, so research on the factors that affect customer perceived usefulness can be used to obtain customer requirements. In this research, six major factors affecting perceived usefulness were designed into 12 items for questionnaire survey (Table 4.2).

Table 4.2 Customer requirements about perceived usefulness

Factors	Items	Mean	Standard Deviation	Evaluation Results
User reviews	personal experiences	3.95	0.746	Affect
	number of reviews	3.94	0.817	Affect
	Average	3.945	0.872	Affect
Product information	ingredients	3.89	0.824	Affect
	menu	3.98	0.801	Affect
	Average	3.935	0.813	Affect
System quality	functions designed properly	3.84	0.845	Affect
	functions available	3.99	0.849	Affect
	Average	3.915	0.847	Affect
Delivery time	short delivery time	4.07	0.888	Affect
	On-time delivery	4.17	0.853	Affect
	Average	4.12	0.871	Affect
Product quality	fresh	4.23	0.780	Strongly affect
	well-packaged	4.09	0.800	Affect
	Average	4.16	0.790	Affect
Variety of food types	variety of food choices	4.04	0.842	Affect
	higher number of food types	4.05	0.793	Affect
	Average	4.045	0.818	Affect
Average of all		4.02	0.820	Affect

The data results showed that all the items affected the perceived usefulness of customers. Among them, freshness of ingredients was the most influential item. The same results were found in the researcher's experience. In the customer reviews, the

keyword ingredients were mentioned by most customers. The mean value of this scale is 4.02, more than 4.02 means that this item is the main factor that affects usefulness and needs to be pay attention. Table 4.2 shows that main factors that influence perceived usefulness are user reviews, product information and system quality. These main factors of influence are consistent with Lee, Lee and Jeon (2017) findings that perceived usefulness is influenced by user reviews, product information and system quality. The specific factors are personal experiences, number of reviews, ingredients, menu, functions designed properly and functions available. These specific influencing factors are consistent with the findings of previous researchers (Lee, Lee and Jeon, 2017; Chan, Liu and Zhang, 2018; Fakfare,2021; Gao, Wu and Fei,2021; Joshi and Bhatt, 2021; Fariz, 2022).

In short, main factors that influence perceived usefulness are user reviews, product information and system quality. The specific factors are personal experiences, number of reviews, ingredients, menu, functions designed properly and functions available.

4.2.3 Customer requirements of perceived ease of use

Perceived Ease of Use affects customer acceptance of software, so the research on the factors that affect customer perceived ease of use can be used to capture customer requirements. In this research, the three main factors affecting perceived ease of use were designed into six items for questionnaire survey (Table 4.3).

Table 4.3 Customer requirements about ease of use scale

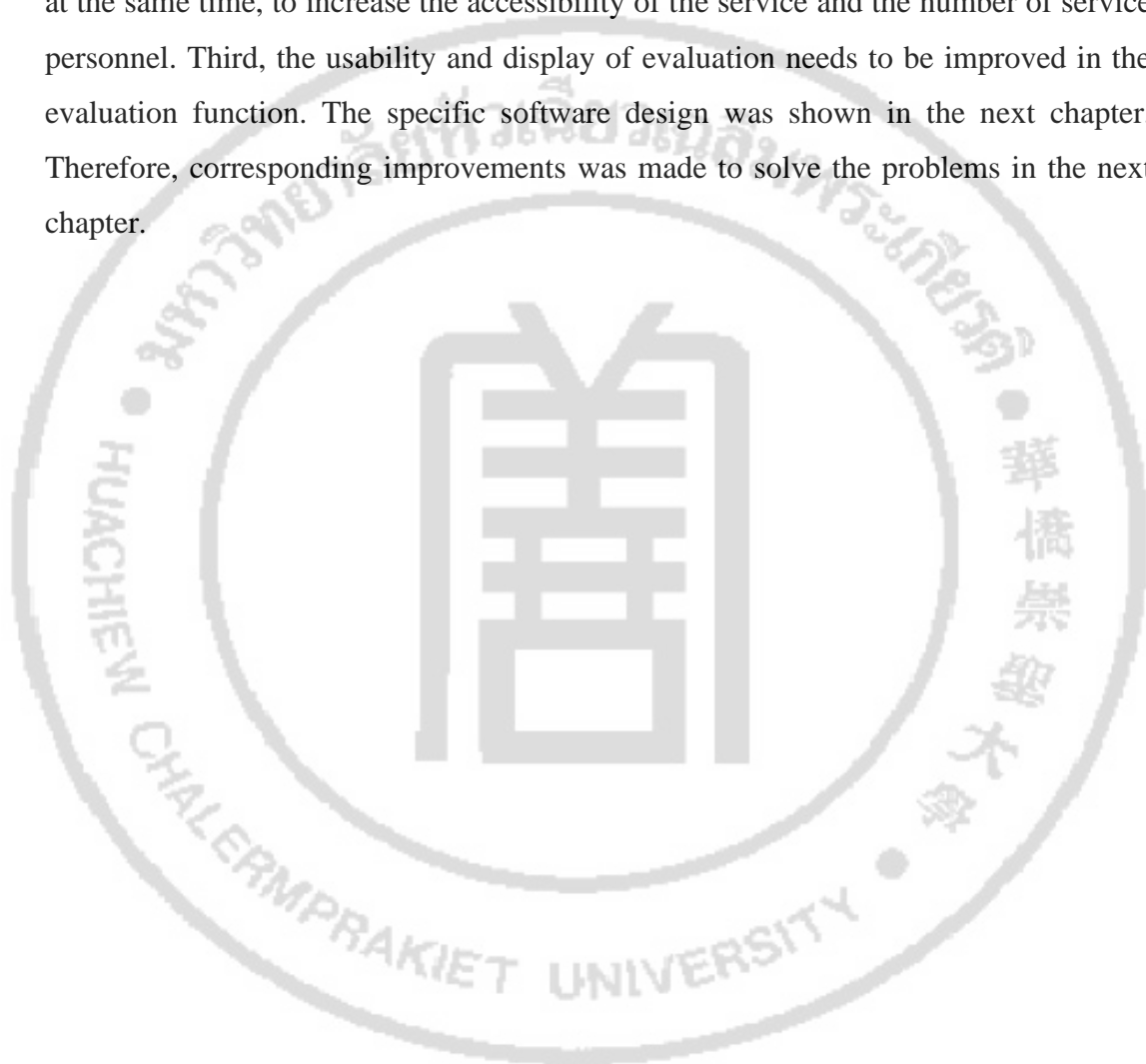
Factors	Items	Mean	Standard Deviation	Evaluation Results
Design quality	font	3.56	0.865	Affect
	page layout	3.61	0.788	Affect
	Average	3.585	0.827	Affect
Usability	simple understanding	3.86	0.801	Affect
	simple operation	3.93	0.828	Affect
	Average	3.895	0.815	Affect
Language	Chinese	4.18	0.874	Affect
	second language	3.30	1.074	Affect
	Average	3.74	0.974	Affect
Average of all		3.74	0.872	Affect

It is clear to see that all items affect the customer's perceived ease of use. The mean value of the perceived ease of use scale is 3.74, more than 3.74 means that this item is the main factor that affects the ease of use and needs to be pay attention to. It can be seen that the main factors affecting perceived ease of use are usability and language. This is consistent with the results of previous researchers (Chotigo and Kadono, 2021; Papakostas and et. al. 2022). Specifically, the application can be easily understood, simple to operate and use the Chinese system are the main factors that affect the ease of use. These specific influencing factors are also consistent with the findings of previous research scholars (Venkatesh, 2000; Green and Pearson, 2011; Holmqvist and Van, 2013; Lazard and et. al., 2016; Tao and et. al., 2020; Chotigo and Kadono, 2021; Papakostas and et. al. 2022).

In short, main factors affecting perceived ease of use are usability and language. Specifically, the application can be easily understood, simple to operate and use the Chinese system are the main factors that affect the ease of use.

4.3 Conclusion

A combination of observation and questionnaires methods shows that there are some current problems with Chinese food delivery platforms in Thailand, these are consistent with previous studies by scholars. There are three main functions developed by the software of this study through data analysis. First, the order function needs to increase the evaluation of food and display of ingredients. Second, the after-sales service function needs to be set up in the software and to improve the service attitude, at the same time, to increase the accessibility of the service and the number of service personnel. Third, the usability and display of evaluation needs to be improved in the evaluation function. The specific software design was shown in the next chapter. Therefore, corresponding improvements was made to solve the problems in the next chapter.



Chapter 5

New Food Delivery Platform Design

This chapter consists of three parts. The first part is an introduction to the design concept. The second part is the design of the new digital prototype. This research is focused on improving the order function, delivery function, after-sales service function and evaluation function of the food delivery platform. All functional developments are designed according to the user requirements from Chapter four. The third part is to obtain the users' evaluation of the new digital prototype by interview method.

5.1 Conceptual design

Based on the customer requirements in Chapter four, the direction of the food delivery platform can be defined and the design concept can be developed. In Chapter four, the factors influencing the functions, perceived usefulness and perceived ease of use of the food delivery platform are presented respectively.

In terms of functions, it is clear from the quantitative analysis of the questionnaire that the survey items of order, delivery, after-sales service and evaluation functions all have an impact on the functions. Thus, each of these subsections needs to be taken into account when designing the concept. In the observations of the qualitative research, some functions currently meet customer requirements and only require maintenance, while others were found to require improvement. A combination of qualitative and quantitative analysis is presented in Table 5.1 to introduce the design concepts of the function.

Table 5.1 Conceptual design of functions

Functions	Quantitative Questionnaires (Influence factors)	Qualitative Observation (Current)	Conceptual design
Order function	Ingredients information	Don't have	Add ingredient information
	variety of product matching	Have	Keep it
	variety of packaging options	Don't have	Add packaging options
	customer reviews for food	No reviews for each food	Add comments for each food
Delivery function	riders protect the food	Have Found no delivery map	Add delivery map
	delivery correctness	Have	
	food packaging	Have	
	attitude of the delivery service	Have	
After-sales function	provide after-sales service	Have	Keep it
	provide enough staff	Need to develop	Add multiple ways
	attitude of the service	Need to develop	Add attitude evaluation
	provide convenient service	Need to develop	Add multiple ways
Evaluation function	provide evaluation function	Have	Keep it
	provide a variety of ways	Need to develop	Add multiple ways
	provide a variety of objects	Need to develop	Adding comment objects
	display Comments	Need to develop	Show real reviews

The following concepts were needed for the conceptual design of the new prototype functions. In order function, add ingredient information, packaging options and reviews for each food item. In the delivery function, add delivery map. In the after-sales service function, add employees who provide service, multiple service methods and then evaluate the service attitude. In the evaluation function, add the way and object of evaluation. The evaluation can be divided into store evaluation and evaluation of each food item and the evaluation is displayed without the automatic system evaluation, but only the real evaluation.

In terms of perceived usefulness, the quantitative analysis of the questionnaire shows that user reviews, product information, system quality, delivery time, product quality and variety of food types all have an impact on perceived usefulness. Thus, each sub-item needs to be considered when designing the concept. In the qualitative study, it was observed that some factors currently meet the customer's requirements, while others need improvement. Table 5.2 presents a combination of qualitative and quantitative analysis of the perceived usefulness design concept. The conceptual design of perceived usefulness requires attention to a number of points. Show real user comments, add ingredient information and packaging options, remove redundant functions and ensure that all functions are working.

Table 5.2 Conceptual design of perceived usefulness

Factors	Quantitative	Qualitative	Conceptual design
	Questionnaires (Influence factors)	Observation (Current)	
User reviews	personal experiences	Very few	Show real reviews
	number of reviews	Many automatically evaluate	Show real reviews
Product information	ingredients	Don't have	Add ingredient information
	menu	Have	Add ingredient information
System quality	functions designed properly	Need to develop	Delete redundant functions
	functions available	Need to develop	Ensure functions are working
Delivery time	length of time	Normal	Keep it
	on-time delivery	Almost	Keep it
Product quality	fresh	OK	Keep it
	well-packaged	OK	Adding packaging options
Variety of food types	variety of food choices	OK	Keep it
	higher number of food types	OK	Keep it

In terms of perceived ease of use, a quantitative analysis of the questionnaire showed that design quality, usability and language all had an impact on perceived usefulness. Thus, each sub-item needs to be considered when designing the concept. In the qualitative study, it was observed that some factors currently meet customer requirements, while others need improvement. Table 5.3 shows a combination of qualitative and quantitative analysis of the perceived ease of use design concept. The conceptual design of perceived ease of use requires attention to the following points. Simplify or combine the operation steps to make the software easier to operate and add two more languages, English and Thai. The previous version had a second language but many functions were not translated so it needed to be developed.

Table 5.3 Conceptual design of perceived ease of use

Factors	Quantitative	Qualitative	Conceptual design
	Questionnaires (Influence factors)	Observation (Current)	
Design quality	font	OK	Keep it
	page layout	OK	Keep it
Usability	simple understanding	OK	Keep it
	simple operation	Complicated	Redesigned functions
Language	Chinese	OK	Keep it
	second language	Need to develop	Add English and Thai

5.2 New Design

The scope of functional improvement in this research includes four functions, which are order, delivery, after-sales and evaluation functions. This research proposes a platform for the development of Chinese food delivery by combining the requirements of customers searched through different research methods.

5.2.1 New design specification

In order function, the summary of customer requirements in 5.1 explicitly added food ingredients and reviews to the order function. At the same time, the customer's requirements for perceived ease of use were to focus on the impact of language and to make the system easy to operate and understand. The customer's requirements for

perceived usefulness were to add information and choices of food, including ingredients, types and packaging. Combining all these requirements, the researcher designed the following order functions. Briefly, the main improvements added to the order function are the selection of the system language at the beginning step and the addition of customer reviews for each food item to help customers make better decisions. Then, information about the ingredients is added while the customer is browsing and a variety of options are given to the customer. At the time of placing an order, it is easy to operate multiple order steps.

In delivery function, customer requirements for perceived usefulness require a focus on delivery time and on-time delivery in the delivery function. According to the researcher's experience, the present platform does not display the delivery process. As a result, the researcher made improvements to the delivery function. Briefly, the order tracking function was added to the delivery function so that customers could see the delivery process and the location of the rider. In addition, improve on-time delivery by guiding customers to choose the on-time delivery function to shorten delivery time in terms of customer perception.

In after-sales service function, requirements of customers for after-sales service function are expressed in the need for the platform to provide after-sales service, increase the service attitude and convenience, then, increase the number of staff to reduce the waiting time. Combining all the above requirements, the researcher has improved the after-sales service function. In short, firstly, the after-sales service is provided in the software, then various function keys are designed to access the after-sales service. Then, various service methods are provided in the after-sales service and customers can freely choose. The customer service is evaluated in a timely manner at the end of the service.

In evaluation function, customer requirements for the evaluation function explicitly proposed to increase the usability and display of evaluations. In response to these requests, the researcher added a variety of evaluation methods to the evaluation function and access keys to the evaluation function. In addition, the system's automatic evaluation method was not used for the display.

5.2.2 Digital prototype

The process of designing and using digital prototypes for each function is described in detail in this section.

1) Order Function

The order function starts from the first screen of the software (Figure 5.1). The start screen is followed by the language selection screen. The results of this questionnaires show that language is one of the main factors affecting perceived ease of use, which is consistent with the results of previous researchers (Chotigo and Kadono, 2021; Papakostas and et. al., 2022). Thus, the language selection in the start section is intended to improve the perceived ease of use of the users. On the login screen, users can choose email or third-party account login, or they can choose to skip it and go to the home page. Before going to the home page is the address selection screen. According to the researcher's observation, there is a situation in the previous software that shows that the food is not in the delivery range after selection, so the address range is put before the selection of food in the developed software. It is not necessary to fill in the detailed address here, but only the range of address selection, such as a neighborhood or business district. This development is based on the results of the questionnaires function designed to be suitable is an important influence on the perceived usefulness.



Figure 5.1 The order function

All the restaurants displayed (Figure 5.2) after entering the homepage are the restaurants within the delivery area and customers can choose the dishes at was. Then, the homepage is categorized using the types of Chinese cuisine. Here is the improvement of the previous software. The classification of the previous software uses national food, here it is developed to the types of Chinese food. From the homepage, customers can choose to search for food directly or browse the store. Entering the store's interface, customers can see the restaurant's reviews and information. At the same time, the display of food has been improved in the restaurant interface. First, separate ratings and ingredient information have been added under each food. Based on the results of the questionnaires in this research and previous research by scholars agree that food evaluation and information such as ingredients, affects perceived usefulness (Annaraud and Berezina, 2020; Prasetyo and et al., 2021). Added customer choice of food size and packaging in the food selection screen. Meanwhile, food can be remarked or additional sauces can be added. Then, go to the shopping cart screen after selecting the food (Figure 5.3). In this screen customers can check their choices, add additional food items or add notes. Then, go to the screen to fill in the details. Here it is necessary to choose detailed delivery address, recipient information, delivery time and payment method. In the detailed address, customers can sort and save the address or add a note message to the rider. After saving all information go to the payment screen and the order function ends.

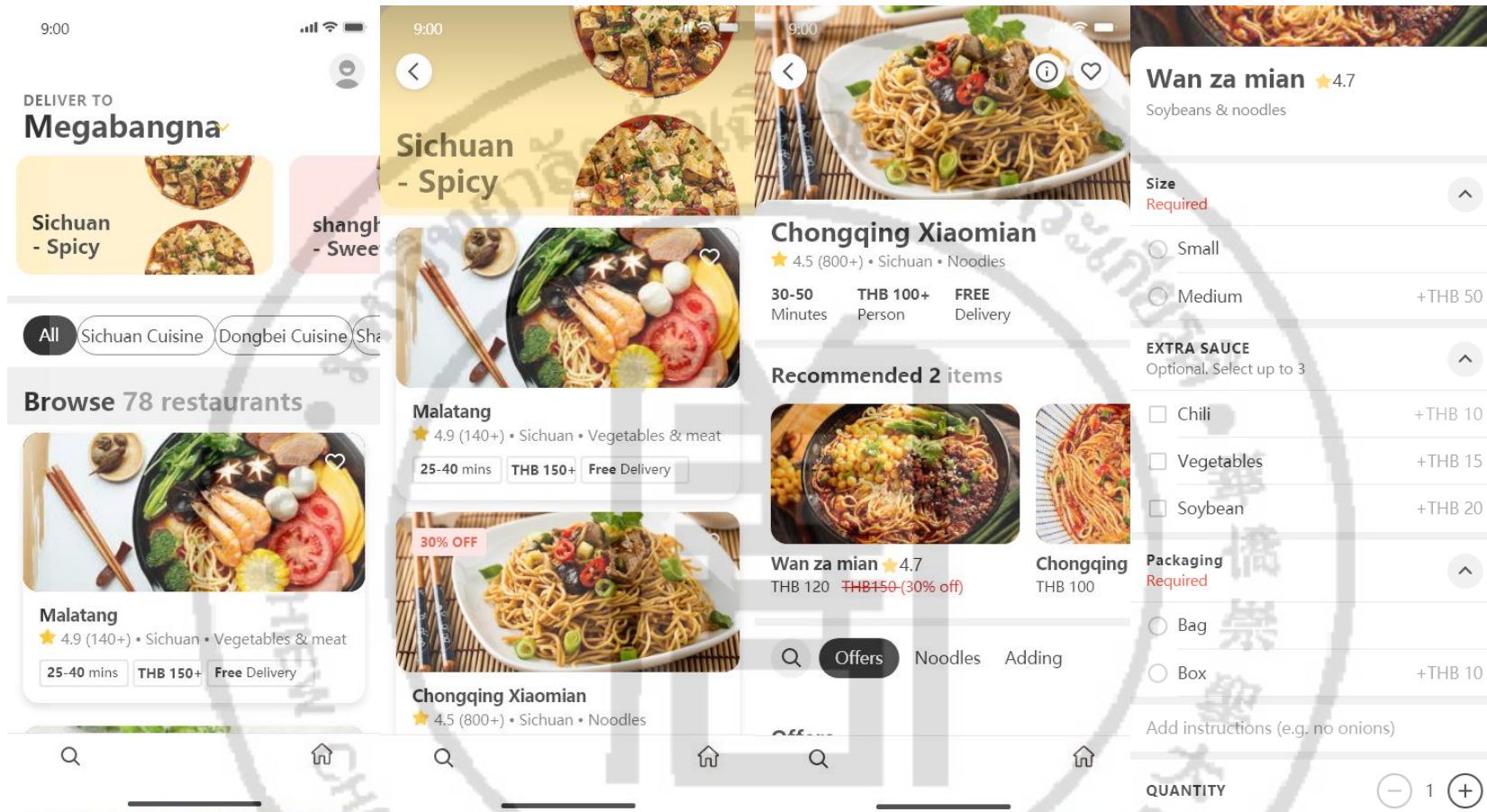


Figure 5.2 Browse in the order function

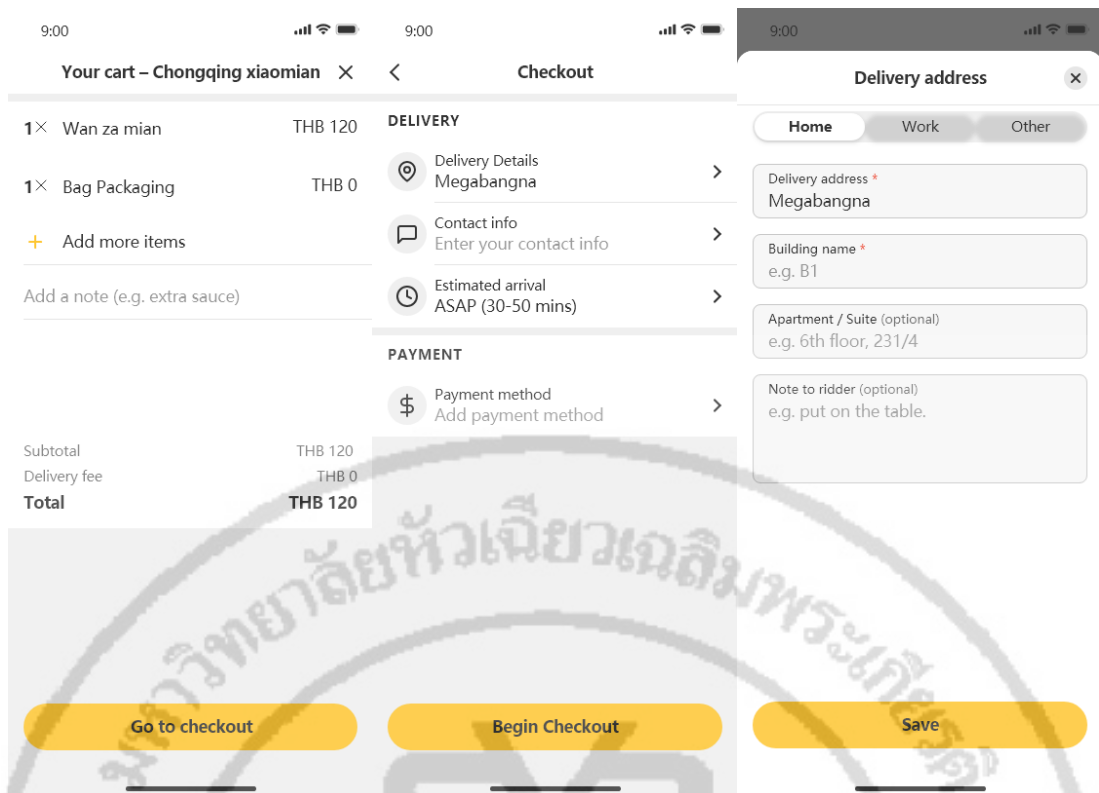


Figure 5.3 Make an order

2) Delivery function

Enter the delivery function after completing the payment (Figure 5.4). First is the order process screen. In this screen the option to view the delivery process or contact customer service is available. In the order tracking screen, customers can see the location of the merchant, rider and themselves, and can see the rider's route map. Customers can choose to contact the rider or customer service. The delivery function is completed when the rider delivers the food to the customer. In the customer's interface, the delivered food is displayed in the history of orders. The delivery function ends. Through the researcher's observation, the previous software did not show the rider's map, so it is added in the digital prototype.

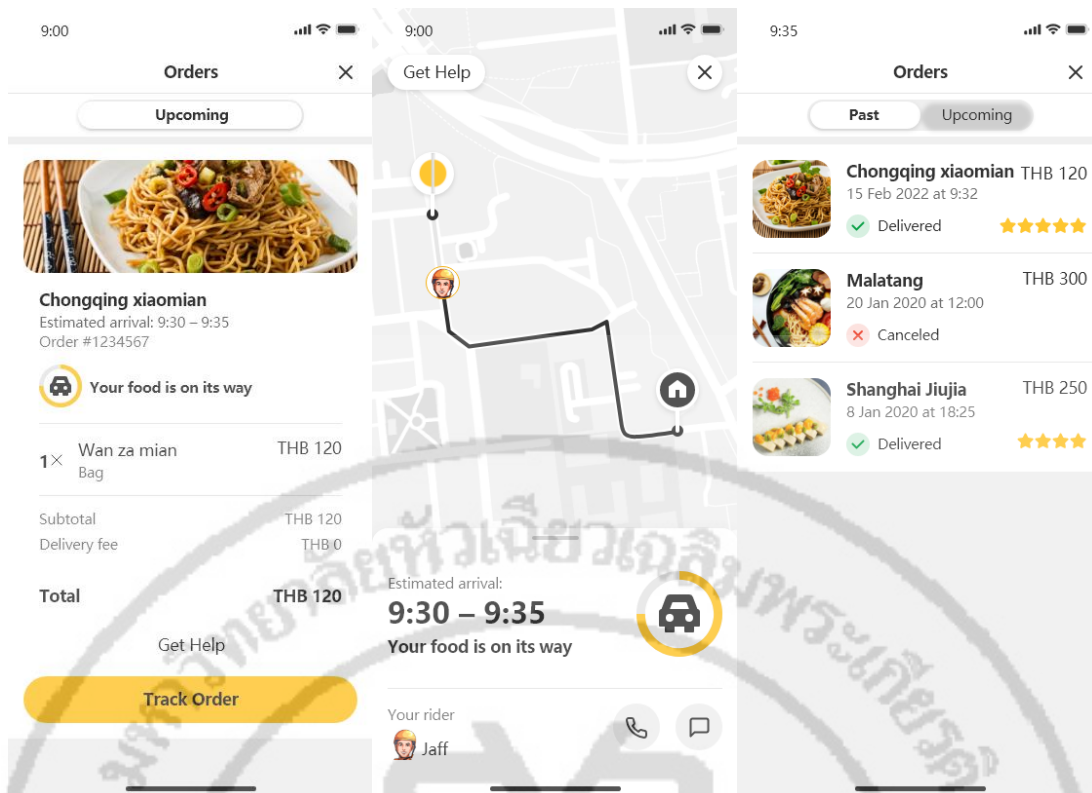


Figure 5.4 Delivery function

3) After Sales Function

The after-sales service function is available on the personal homepage or the order delivery screen (Figure 5.5). Enter the interface of after-sales service, the option to communicate within the software, WeChat communication or telephone communication. The results of this questionnaires show that customers are not satisfied with the convenience of after-sales service, the attitude and the number of customer service staff, this is consistent with the findings of previous researchers (Annaraud and Berezina, 2020; Zhang, Zhang and Kim, 2021). Thus, the digital prototype added multiple communication channels to reduce customer waiting time and to solve the problem of the number of customer service staff. The convenience of customer service is increased by having multiple ways to access it. Regarding the attitude of customer service, customers are invited to make comments after each service. After the evaluation, customer service ends.

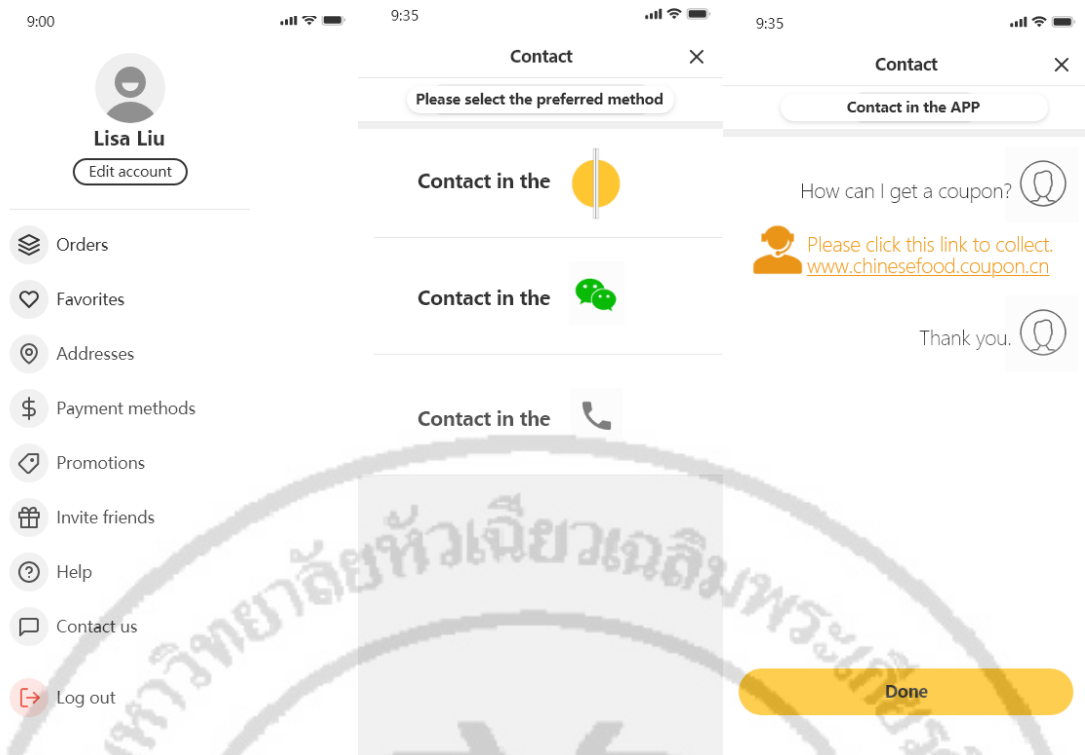


Figure 5.5 After sales function

4) Evaluation function

Regarding the evaluation function (Figure 5.6), first of all, a separate comment has been added under each food item. Second, text, image and video evaluations are added for the diversity of comments. When customers rate the order, they need to rate the food and the rider with stars and a detailed rating respectively. Finally, the reviews were show rating stars and detailed reviews when they are displayed. About the user can choose to use anonymous reviews or real name reviews. The results of the questionnaires showed that customers are not satisfied with the display of the reviews, so they are improved in the digital prototype. Regarding the usability of the evaluation function, it is possible to evaluate in the history of orders in the digital prototype.

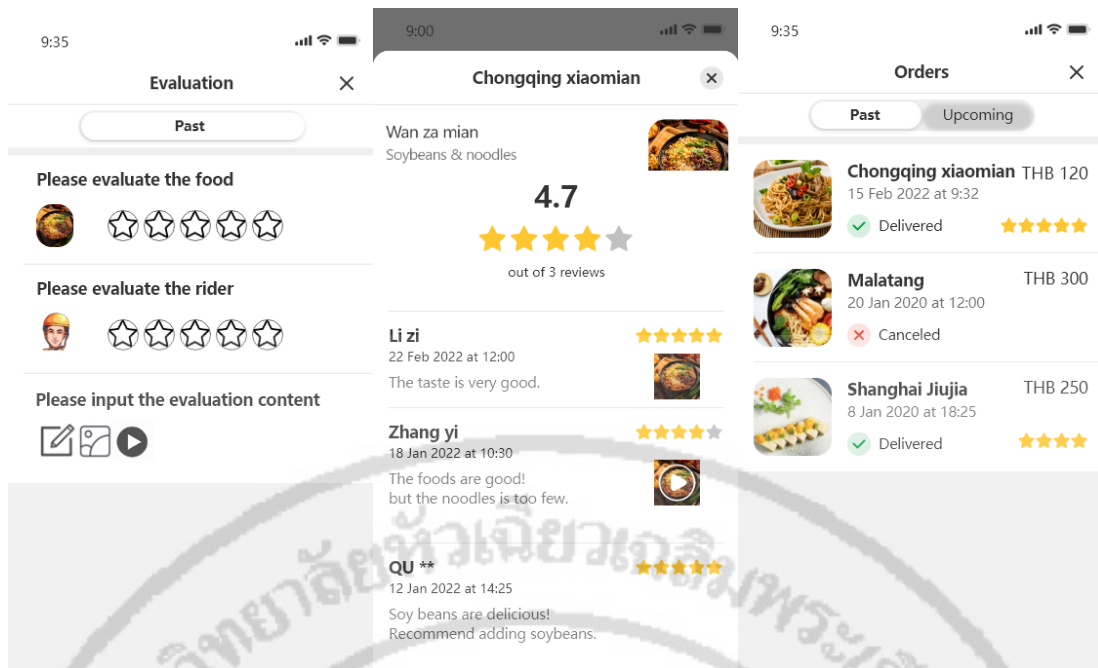


Figure 5.6 Evaluation function

5.3 Evaluation of the new digital prototype

After the new food delivery platform was designed, 12 participants were invited to interview to evaluate the new digital prototype. The evaluation was divided into three parts: evaluation of functionality, evaluation of perceived ease of use and evaluation of perceived usefulness. At the end, a comparison was made between the old and new software use table.

5.3.1 Evaluation in Functions

The evaluation section of the new digital prototype regarding functions received positive feedback from all interviewers. The four development functions in this research are order function, delivery function, after-sales service function and evaluation function. The participants evaluated each function separately and gave specific reasons. The summary put in Table 5.4 at end.

1) Order function

In the order function, the 12 participants agreed on the design of the new digital prototype for the order function and mentioned three main design features as the main reasons for feeling that the order function design was useful. The three features designed were adding ingredient information, providing packaging options and adding

customer comments under each food item. In an interview with Ms. Carol, who has a graduate degree and uses it more than eight times a month, she was very positive about the design of the food delivery feature. She believed that

“Displaying ingredients can prevent food allergies and help customers choose the foods they like. Offering food packaging options facilitates different situations to place an order, in the room it could be wrapped in a bag because there are bowls at home, in the hotel it is better to use a box. Adding comments for each food can help me make faster food choices.”

This result is consistent with previous research by Prasetyo and et al. (2021) who suggested that customers need more information about food to help them make decisions.

2) Delivery function

The same unanimous support was received from the 12 participants in delivery function. However, for reasons that differ from those of previous researchers, the results of this interview showed that customers consider the delivery map to be a very important design in the delivery function. In an interview with MR.ACE, who has a bachelor's degree and uses it more than eight times a month, he repeatedly mentioned that delivery maps are really important. He mentioned

“A very good point about the design of the delivery function is the addition of the delivery map. With the map I can check the progress of the food and manage my own time. I don't let riders interfere with my business.”

Based on the participant interviews, it is important to focus on the delivery map as a factor when developing the delivery function of the food delivery platform. This is because the participants agreed during the interviews that the best design for the development of the new digital prototype regarding the delivery function is to ensure the display of the delivery map.

3) After-sales service function

In the after-sales service function, all 12 participants supported the development of the new digital prototype for after-sales service. In particular, the added

communication within the software was the most cited reason for support. Next is to be able to evaluate the customer service. In an interview with Ms. Alice, who has a bachelor's degree and uses it less than four times a month, she mentioned

“The idea that your design can get customer service within the software is one that I strongly agree with. I don't like the previous platform because of its need to add employees to WeChat. I think WeChat is a private area and I don't like to add strangers. Also, your design allows to evaluate the customer service attitude, I'm really satisfied with this design.”

This interview found that customers prefer to use customer service within the software. Customers do not prefer to add WeChat to get after-sales service. At the same time, customers agree to rate customer service. In the interviews, it was known that many interviewees had felt poor service attitude in the previous platform leading to interviewees' disappointment and dissatisfaction with the platform. This result is consistent with previous researcher Zhang, Zhang and Kim (2021) concluded that customers were dissatisfied with the functional design and service attitude of the after-sales service. Therefore, in the development of the after-sales service function, attention should be paid to providing service within the platform and allowing customers to evaluate each service.

4) Evaluation function

The same support for the design of the functional development was obtained from all participants in the interviews of the evaluation function. Three main reasons were mentioned, which were the addition of ways and objects for reviews, as well as the division of reviews into store reviews and reviews for each food item when displaying them. Also, not to show automatic system reviews. In an interview with MR. BOB, who has a graduate degree and uses it more than eight times a month, I got the impression that he is very much in favor of this design. He mentioned

“The design of the evaluation function is very impressive. I was very unhappy with the lack of reviews under each food item in the previous platform. In the new design, I can review the food separately, which is much better than the previous one. And then I really like the ability to use videos for reviews because I think they

show the food in a more visual way. Also, I really hate to see the system automatically evaluate, I think it's wasting my time.”

In the food evaluation interviews, it was found that participants preferred to evaluate food individually and to see the evaluation of each food. In addition, participants were very uncomfortable with seeing the system automatically comment. They felt it was a waste of their time. This finding can be resolved by Fakfare (2021) who suggested that the evaluation function in Thailand needs to be developed. Then, I summarized the participants' evaluations of the new prototype in Table 5.4.

Table 5.4. Participant's evaluation of the function

Functions	Evaluation	Participants	Reasons
Order	Useful	All 12 participants	Food Information Package Selection Comments for each food
Delivery	Useful	All 12 participants	Delivery map
After-sales	Useful	All 12 participants	Multiple service methods Evaluate the service attitude
Evaluation	Useful	All 12 participants	Evaluation way Evaluation objects Evaluation display

5.3.2 Evaluation in Perceived usefulness

Participants gave a positive assessment of the perceived usefulness of the new digital prototype of the food delivery platform. 12 participants agreed that the new digital model provided a meaningful development of the perceived usefulness of the food delivery platform.

During the interviews, the customers mentioned some of the functions of the new digital prototype that they found useful, which were the following ten factors: food reviews, real reviews, review objects, review methods, ingredient information, functions are well designed, functions can be used, select package, food classification and delivery map. Comparing the ten factors with the six influencing factors concluded by the previous researchers, it was found that five factors were consistent and only one

delivery map was different from the previous study. This also allowed this research to obtain new findings. In the Thai food delivery platform, for the customer the usefulness in the delivery function is delivery map. In the interview with MR. Bob who has a graduate degree and is used more than eight times per month., he specifically mentioned that

“The most useful design I found in using this software is the ability to view the delivery map. I have gotten used to the speed of delivery in Thailand, but not being able to know the progress of delivery is the most unacceptable thing to me. Your design solves this problem perfectly. So, when I think about the useful design, the first one is the delivery map.”

Regarding the other usefulness factors, all participants gave mostly similar answers. The first major factor was about user reviews. Increasing the number of reviews for each food can help them to get more information about the food. Adding review subjects can help customers to objectively evaluate each food and delivery service in the reviews. At the same time, adding reviews can meet the different preferences of all people as well as presenting the food in a more comprehensive way. Then, the choice of separate stores and reviews for each food item in the review display can help customers save time and get comprehensive information. The second main factor is about ingredient information. Adding ingredient information can help customers identify preferences and allergy issues more quickly. The third major factor was about the quality of information. Participants agreed that the new functions added to the digital prototype were very useful and accessible. The design of all the functions was clear and easy to use and very useful. The fourth factor was related to the quality of the product. All participants agreed that the option of packaging was a very useful design and that customers could choose different packaging in different situations. The fifth factor was related to the variety of food types. The design of the new digital prototype, which categorizes food according to Chinese cuisine, was unanimously supported by the participants. They wanted to eat different food is through the choice of food types can quickly access the food stores, etc., which makes them feel useful. Finally, a new usefulness factor obtained in this interview was the delivery map. Participants felt that the presentation of the delivery map would affect perceived

usefulness. In summary, the customers were very satisfied with the design of the usefulness of the new digital prototype. The comparison of factors of perceived ease of use is put into Table 5.5.

Table 5.5 Participant evaluation of perceived usefulness

Useful reasons from the interviewers	Influencing factors from the literature	Comparison
Food Reviews	User reviews	Consistent
Real Reviews		
Review Objects		
Review Methods		
Ingredient Information	Product information	Consistent
Functions are well designed	System quality	Consistent
Functions can be used		
Select Package	Product quality	Consistent
Food Classification	Variety of food types	Consistent
Delivery Map	Delivery time	Inconsistent

5.3.3 Evaluation in Perceived ease of use

Participants gave consistent support for the perceived ease of use of the new digital prototype. The participants considered the new digital prototype to be successful in terms of ease of use. During the interviews, the 12 participants also mentioned that some of the factors that made them feel like the new design was easy to use were the variety of languages, the ease of use of the software and the use of appropriate fonts and images for the page layout that made the digital prototype easier to use. After comparing the findings with those of previous researchers on the factors influencing perceived ease of use, the results were found to be consistent. Also, a strong relationship obtained in this research was that all participants agreed that perceived ease of use was

related to use experience. If a person had previously used similar software (food delivery platform), then that person would be more likely to operate the related software (new food delivery digital prototype). This is a new finding of the research. This research provides support for this influence factor.

The 12 participants in this interview felt that a well layout page would make the software feel easy to use for the customer. Using the right fonts and lots of images in the design makes customers feel easy to use. In addition, the use of multiple languages makes the software easy to understand and customers prefer to operate the software in their native language, so the design in multiple languages can satisfy customers with different language habits. Then, the design of the software is very simple and easy to understand and customers can easily master the operation of the software. In summary, the interviewer was very satisfied with the ease of use design of the new digital prototype. The factors and comparisons of perceived ease of use are placed in Table 5.6.

Table 5.6 Participant evaluation of perceived ease of use

Ease reasons from the interviewers	Influencing factors from the literature	Comparison
Fonts and pictures	Design quality	Consistent
Page layout		
Simple to operate	Usability	Consistent
Easy to understand		
Native language (Chinese)	Language	Consistent
Second language (English/Thai)		
Use experience	-	New Funding

5.4 Conclusion

A new digital prototype is designed in this chapter. In order to facilitate the understanding, a comparison with the previous prototype is shown here as Table 5.7. Compare functions, perceived usefulness and ease of use in three main sections. The items for detailed comparison come from items developed for the new prototype during concept design. Some features are designed to overlap with items that enhance

perceived usefulness or ease of use, so the comparison is not repeated in the comparison. In short, the new prototype meets the customer's requirements, reduces the number of operational steps and increases the usefulness of the functions.



Table 5.7 Comparison of old and new prototypes

	Items	Gokoo	Elefly	Chinese food
Order function	ingredient information	Don't have	Don't have	Have
	packaging options	Don't have	Don't have	Have
	reviews for each food item	Don't have	Only be like	Can evaluate
Delivery function	delivery map	Sometimes	No have	Have
After-sales function	multiple service methods	2 (Call & WeChat)	1 (WeChat)	3 (Call, WeChat & APP)
Evaluation function	objects	2 (Overall & riders)	2 (food be like & riders)	3 (Each food, riders & overall)
	displayed	Store Reviews	Store Reviews & Automatic system evaluation	Store & Food Reviews & Real Reviews
	evaluation way	2 (Pictures & text)	2 (Pictures & text)	3 (Pictures, video & text)
Perceived usefulness	functions designed properly	Many steps	Many steps	Less steps
Perceived ease of use	language	Translation part	Translation part	Translate all
	simple operation	Complicated	Complicated	Simple

Chapter 6

Conclusion and Suggestions

This section is divided into two parts, one is a summary of the study and the other is a recommendation for the research. The recommendations are further subdivided into two parts, the first part being the recommendations obtained from the participants through interviews. The second part is suggested for future researchers.

6.1 Conclusion of The Research

The conclusions of this research are divided into three parts. The first part is about the objectives and research questions. The second part is the research design. The last part is the findings of the research, which answers all the research questions.

6.1.1 Research Objectives and Research Questions

1) Research Objectives

The first research objective is to define the operational processes and functions of the Chinese food delivery platform. The second research objective is to identify the pain points of the platform customers. The third research objective is to propose a digital model that can reduce the pain points of customers.

2) Research Questions

The first research question of this research is what is the function of a Chinese food delivery platform? The second question of this research is what functions need to be improved? The third question of this research is what does the improved function look like?

6.1.2 Research Design

A mixed research method is used in this research. Firstly, the functions and customer pain points of the food delivery platform are identified through observation and questionnaires methods. The definition of functions and customer pain points are obtained by browsing the website and reviews of the software, etc. Then 184 data are collected through Self-selection sampling using questionnaires method to get clear customer pain points. Next, design the digital prototype. Design functional improvement digital prototypes based on customer pain points. Finally, 12 participants are invited to use the digital prototype and evaluate it and then make recommendations.

Participants' evaluation of the perceived ease of use and perceived usefulness of the digital prototype is obtained through semi-structured interviews, as well as suggested for future improvements from some of the participants, some of which need to be integrated with the marketing field, so suggestions are given to future researchers as well.

6.1.3 Research Findings

1) Answers to Research Question 1

There are five functions of the food delivery platform identified by the observation method. They are order function, payment function, delivery function, evaluation function and after-sales service function. The order function starts from the interface of opening the software and ends at the interface of confirming payment. The payment interface starts from choosing the payment method to the end of the successful payment interface. The delivery function starts from viewing the order progress interface to the end of receiving the goods for delivery. The after-sales service function starts from selecting the after-sales service interface and ends at the end of the service interface.

2) Answers to Research Question 2

Through the observation method and questionnaires method, customers' pain points are mainly in four functions: order function, delivery function, evaluation function and after-sales function. Payment methods have met the needs of current customers. In the order function, customers are not satisfied with the display of ingredients and food reviews. In the delivery function the researcher used personally and found that not all food delivery platforms can track orders, so this part needs to be improved. In the after-sales service function, customers are not satisfied with the number of customer service, attitude and convenience of the service. In the evaluation function, customers are not satisfied with the availability of the evaluation and the display of the evaluation.

3) Answers to Research Question 3

By designing a digital prototype and inviting participants to use and interview them, the results showed that participants are satisfied with the new digital prototype, which can reduce customer pain points.

6.2 Suggestion

This section is divided into two parts, suggestions from participants and suggestions for future researchers.

6.2.1 Suggestion for Practitioners

The findings of this research show that perceived ease of use and perceived usefulness are influenced by different factors. The findings can help food delivery platform operators to improve customer perceived ease of use and usefulness.

In terms of the perceived ease of use of the software, the overall design of the platform should be as simple as possible in terms of steps and functionality of the interface. Customers want a software that is smooth to use and has a simple interface. Customers want a platform that is easy to understand, simple to use, has multiple images and could save preferences. In terms of language, multiple languages should be added to facilitate the use of people with different language habits, as well as multiple payment methods to meet the needs of different groups of people. In addition, a new factor gained from this research is to show the location of available riders in the order screen. In Thailand, there is a phenomenon of no one taking orders, so if there is a location of available riders, customers can choose other food that can be delivered faster and effectively reduce the waiting time. In other countries there have been references to unanswered orders in the literature, so this improvement needs to be taken into account.

In terms of the perceived usefulness of the software, practitioners should provide more information and options for customers to customize it. For example, to provide food information, information about the ingredients of the food can be added to the food introduction page and real user reviews of each dish can be added below the food. Keep the functional design clear and logical to help customers save time. In addition, the communication with riders can be increased by adding pictures. Nowadays, riders cannot find the designated place after entering the alley or neighborhood according to the automatic location of the software, so adding the communication function with riders can improve the perceived usefulness. Finally, when designing the software, combine it with marketing and make the discount information bigger and more eye-catching to increase the perceived usefulness of the platform to customers.

6.2.2 Suggestion for Further Research

Food delivery platforms are still worthy of continued research in the future. In the area of marketing, increasing the number of stores, reducing delivery times, expanding the range of delivery and increasing discounts are all areas that could be researched.

6.3 Conclusion

This section summarizes this food delivery platform research. This section answers the research questions and suggests improvements to the food delivery platform based on the participants' interviews as well as recommendations for future research by the researcher.



References

- Acs, Z. J., Song, A. K., Szerb, L., Audretsch, D. B., & Komlosi, E. (2021). The evolution of the global digital platform economy: 1971–2021. *Small Business Economics*, 57(4), 1629-1659.
- Alfadda, H. A., & Mahdi, H. S. (2021). Measuring students' use of zoom application in language course based on the technology acceptance model (TAM). *Journal of Psycholinguistic Research*, 50(4), 883-900.
- Al-Marouf, R. S., Salloum, S. A., AlHamadand, A. Q. M., & Shaalan, K. (2020). Understanding an Extension Technology Acceptance Model of Google Translation: A Multi-Cultural Study in United Arab Emirates. *International Journal of Interactive Mobile Technologies*, (3), 157-178.
- Amplifi (2022). *What is product information?* Retrieved 25 August 2022, from <https://amplifiuk.com/glossary/product-information>
- Annaraud, K., & Berezina, K. (2020). Predicting satisfaction and intentions to use online food delivery: What really makes a difference? *Journal of Foodservice Business Research*, 1–19.
- Baker, L. (2006). Observation: A complex research method. *Library trends*, 55(1), 171-189.
- Bhardwaj, P. (2019). Types of sampling in research. *Journal of the Practice of Cardiovascular Sciences*, 5(3), 157.
- Bryman, A. (2016). *Social research methods*. Oxford university press.
- Burton-Jones, A., & Hubona, G. S. (2006). The mediation of external variables in the technology acceptance model. *Information & management*, 43(6), 706-717.
- Chan, T., Liu, Z., & Zhang, W. (2018). Delivery service, customer satisfaction and repurchase: Evidence from an online retail platform. *SSRN Electron*, 1-34.
- Chaokromthong, K., & Sintao, N. (2021). Sample Size Estimation using Yamane and Cochran and Krejcie and Morgan and Green Formulas and Cohen Statistical Power Analysis by G* Power and Comparisions. *Apheit International Journal*, 10(2), 76-86.

References (Continued)

- Chaudhuri, N., Gupta, G., Vamsi, V., & Bose, I. (2021). On the platform but will they buy? Predicting customers' purchase behavior using deep learning. *Decision Support Systems*, 149, 113622.
- Chen, K. Y., & Chang, M. L. (2013). User acceptance of 'near field communication' mobile phone service: an investigation based on the 'unified theory of acceptance and use of technology' model. *The Service Industries Journal*, 33(6), 609-623.
- Chen, L., Tong, T. W., Tang, S., & Han, N. (2022). Governance and design of digital platforms: A review and future research directions on a meta-organization. *Journal of Management*, 48(1), 147-184.
- Chotigo, J., & Kadono, Y. (2021). Comparative analysis of key factors encouraging food delivery app adoption before and during the COVID-19 pandemic in Thailand. *Sustainability*, 13(8), 4088.
- Chuttur M.Y. (2009). Overview of the Technology Acceptance Model: Origins, Developments and Future Directions. Indiana University, USA. *Sprouts: Working Papers on Information Systems*, 9(37), 1-21.
- Chyung, S. Y., Roberts, K., Swanson, I., & Hankinson, A. (2017). Evidence-based survey design: The use of a midpoint on the Likert scale. *Performance Improvement*, 56(10), 15-23.
- Creswell, J. W. (1999). Mixed-method research: Introduction and application. In *Handbook of educational policy* (pp. 455-472). University of Nebraska, Lincoln. Academic press.
- Crouch, M., and McKenzie, H. (2006). The Logic of Small Samples in Interview-Based Qualitative Research. *Social Science Information*, 45: 483 – 99.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS quarterly*, 319-340.
- Dey, I. (1993). *Qualitative Data Analysis: A User Friendly Guide for Social Science*. London: Routledge.
- Drahokoupil, J., & Fabo, B. (2016). The platform economy and the disruption of the employment relationship. *ETUI Research Paper-Policy Brief*, 5.

References (Continued)

- Draper, J., & Selway, J. S. (2019). A new dataset on horizontal structural ethnic inequalities in Thailand in order to address Sustainable Development Goal 10. *Social Indicators Research*, 141, 275-297.
- Elefly. (2023). Elefly Application Interface. Retrieved 23 January 2023, from Elefly Application.
- Evans, N., & Levinson, S. C. (2009). The myth of language universals: Language diversity and its importance for cognitive science. *Behavioral and brain sciences*, 32(5), 429-448.
- Fakfare, P. (2021). Influence of service attributes of food delivery application on customers' satisfaction and their behavioural responses: The IPMA approach. *International Journal of Gastronomy and Food Science*, 25, 100392.
- Fariz, F. (2022). Strategies to increase user satisfaction in online shopping applications. *Journal of Applied Management (JAM)*, 20(2), 438-444.
- FATbit C. (2021). *How to Start an Online Food Delivery Platform ? Business Model, Revenue Model & Key Features*. Retrieved 12 August 2022, from <https://www.fatbit.com/fab/depth-feature-analysis-create-successful-online-food-delivery-platform/>
- Frederick, D. P., & Parappagoudar, S. K. (2021). A Descriptive Analysis on Sustainable Business Strategy of Online Food Service Industry. *International Research Journal of Modernization in Engineering Technology and Science* (03), 545-554.
- Futurelearn (2022). *What Is Food Quality?* Retrieved 27 August 2022, from <https://www.futurelearn.com/info/courses/an-introduction-to-food-science/0/steps/160685>
- Gao G., Wu X. & Fei Q. (2021). A study on user adoption intention of online ordering of food on short video platform - based on technology acceptance model. *Food Research* (03), 29-36.
- Gokoo. (2023). *Gokoo Application Interface*. Retrieved 23 January 2023, from Gokoo Application.

References (Continued)

- Golafshani, N. (2003). Understanding reliability and validity in qualitative research. *The qualitative report*, 8(4), 597-607.
- Gorla, N., Somers, T. M., & Wong, B. (2010). Organizational impact of system quality, information quality, and service quality. *The Journal of Strategic Information Systems*, 19(3), 207-228.
- Grab. (2022). *Grab mobile application*. Retrieved 26 September 2022, from <https://www.grab.com/th/>
- Green, D. T., & Pearson, J. M. (2011). Integrating website usability with the electronic commerce acceptance model. *Behaviour & Information Technology*, 30(2), 181-199.
- Hansa M. (2022). *Food retail industry in Thailand - statistics & facts*. Retrieved 22 June 2022, from <https://www.statista.com/topics/7806/food-retail-industry-in-thailand/>
- Harris, L. R., & Brown, G. T. (2010). Mixing interview and questionnaires methods: Practical problems in aligning data. *Practical Assessment, Research, and Evaluation*, 15(1), 1.
- Hesse-Biber, S. N. (2010). *Mixed methods research: Merging theory with practice*. Guilford Press.
- Hevner, A. R., March, S. T., Park, J., & Ram, S. (2004). Design science in information systems research. *MIS quarterly*, 75-105.
- Hirschberg, C., Rajko, A., Schumacher, T., & Wrulich, M. (2016). The changing market for food delivery. *Mckinsey&Company*, 1-6.
- Holmqvist, J., & Van Vaerenbergh, Y. (2013). Perceived importance of native language use in service encounters. *The Service Industries Journal*, 33(15-16), 1659-1671.
- Hsiang, Y., Chang, Sy-Chyi, Wang., & Wei, C. (2013) Exploration of factors influencing Evernote users' behavior. In *Proceedings of the 17th Global Conference on Chinese Computer Education Applications (GCCCE2013)*.
- Huang, Z. L. (2019). Some thoughts on the platform economy. *Financial Computerizing*, (9), 8-10.

References (Continued)

- Huo, Z. Q. (2020) [*Research on strategies to improve customer satisfaction in internet+ catering takeout industry*]. (Master's thesis, Hebei University of Engineering).
- Hwang, J., Cho, S.-B., & Kim, W. (2019). Consequences of psychological benefits of using eco-friendly services in the context of drone food delivery services. *Journal of Travel & Tourism Marketing*, 1–12.
- IBM Institute for Business Value (2020). *IBM Business Value Report. Platform Economy: Gaining Greater Survival in the Post-Epidemic Era*. Oriental Press.
- Indeed (2022). *Understanding Product Quality: What It Is and Why It Matters*. Retrieved 27 August 2022, from <https://www.indeed.com/career-advice/career-development/product-quality>
- Janavi, E., Soleimani, M., Gholampour, A., Friedrichsen, M., & Ebrahimi, P. (2021). Effect of social media adoption and media needs on online purchase behavior: The moderator roles of media type, gender, age. *Journal of Information Technology Management*, 13(2), 1-24.
- Jaroenwanit, P., Abbasi, A., & Hongthong, P. (2022). Determinants of customers' intention to use online food delivery platforms in Thailand. *Uncertain Supply Chain Management*, 10(3), 747-758.
- Jin, X. (2013). *Platform Economics (Revised Edition)*. Shanghai Jiaotong University Press.
- Jones, S., Murphy, F., Edwards, M., & James, J. (2008). Doing things differently: advantages and disadvantages of web questionnaires. *Nurse researcher*, 15(4), 15-26.
- Joshi, D., & Bhatt, P. (2021). Empirical study to understand consumer satisfaction towards online food delivery application with specific reference to swiggy in indian context. *International Journal of humanities, Law and Social Sciences*.8(2), 1-12.
- Jun, K., Yoon, B., Lee, S., & Lee, D. S. (2021). Factors influencing customer decisions to use food delivery service during the COVID-19 pandemic. *Foods*, 11(1), 64.
- Kenney, M., & Zysman, J. (2016). The rise of the platform economy. *Issues in science and technology*, 32(3), 61.

References (Continued)

- Kirk, J., Miller, M. L., & Miller, M. L. (1986). *Reliability and validity in qualitative research*. Thousand Oaks, CA: Sage.
- Koay, K. Y., Cheah, C. W., & Chang, Y. X. (2022). A model of online food delivery service quality, customer satisfaction and customer loyalty: a combination of PLS-SEM and NCA approaches. *British Food Journal*. 124(12), 4516-4532.
- Laura, F. (2019). *Definition platform economy*. Retrieved 20 July 2022, from <https://www.techtarget.com/searchcio/definition/platform-economy>
- Lazard, A. J., Watkins, I., Mackert, M. S., Xie, B., Stephens, K. K., & Shalev, H. (2016). Design simplicity influences patient portal use: the role of aesthetic evaluations for technology acceptance. *Journal of the American Medical Informatics Association*, 23(e1), e157-e161.
- Lee, E.-Y., Lee, S.-B., & Jeon, Y. J. J. (2017). Factors influencing the behavioral intention to use food delivery apps. *Social Behavior and Personality: An International Journal*, 45(9), 1461–1473.
- Lee, W. S., Song, M., Moon, J., & Tang, R. (2022). Application of the technology acceptance model to food delivery apps. *British Food Journal*. 125(1), 49-64.
- Li, C., Miroso, M., & Bremer, P. (2020). Review of food delivery platforms and their impacts on sustainability. *Sustainability*, 12(14), 5528.
- Liu, G. X., Yan, D. W., & Xu, Y. N. (2012). An exploratory study of factors influencing user technology acceptance. *Intelligence Theory and Practice*, 35(1), 20-24.
- Luo, J. L., Lu, S. S. & Ying, C. (2022). An empirical analysis of the impact of restaurant service quality on customer user satisfaction in O2O environment. *Economic & Trade Update* (05), 46-49.
- Madarász, T., Kontor, E., Antal, E., Kasza, G., Szakos, D., & Szakály, Z. (2022). Food Purchase Behavior during The First Wave of COVID-19: The Case of Hungary. *International Journal of Environmental Research and Public Health*, 19(2), 872.
- Matt M. (2021). *eServices Report 2021 - Food Delivery*. Retrieved 22 June 2022, from <https://www.statista.com/study/40457/food-delivery/>

References (Continued)

- Maxwell, J. A. (2012). *Qualitative research design: An interactive approach*. Thousand Oaks, CA: Sage. Publications.
- MEITUAN. (2022). *MEITUAN mobile application*. Retrieved 26 September 2022, from <https://i.meituan.com/>
- Mlekus, L., Bentler, D., Paruzel, A., Kato-Beiderwieden, A. L., & Maier, G. W. (2020). How to raise technology acceptance: user experience characteristics as technology-inherent determinants. *Gruppe. Interaktion. Organisation. Zeitschrift für Angewandte Organisationspsychologie (GIO)*, 51(3), 273-283.
- Myint, E. E. (2022). *[Consumer Purchase Behavior and Repurchase Intention Towards Online Food Ordering Services in Yangon]*. (Doctoral dissertation, MERAL Portal).
- Palau-Saumell, R., Forgas-Coll, S., Sánchez-García, J., & Robres, E. (2019). User acceptance of mobile apps for restaurants: An expanded and extended UTAUT-2. *Sustainability*, 11(4), 1210.
- Papakostas, C., Troussas, C., Krouska, A., & Sgouropoulou, C. (2022). User acceptance of augmented reality welding simulator in engineering training. *Education and Information Technologies*, 27(1), 791-817.
- Parker, G. G., Van Alstyne, M. W., & Choudary, S. P. (2016). *Platform revolution: How networked markets are transforming the economy? And how to make them work for you*. WW Norton & Company. New York.
- Petrescu, D. C., Vermeir, I., & Petrescu-Mag, R. M. (2020). Consumer understanding of food quality, healthiness, and environmental impact: A cross-national perspective. *International journal of environmental research and public health*, 17(1), 169.
- Pigatto, G., Machado, J.G.d-C.F., Negreti, A. d-S., & Machado, L.M. (2017). Have you chosen your request? Analysis of food delivery companies in Brazil. *Br. Food J.* 119 (3), 639–657.
- Pimentel, J. L. (2019). Some biases in Likert scaling usage and its correction. *International Journal of Science: Basic and Applied Research (IJSBAR)*, 45(1), 183-191.

References (Continued)

- Prasetyo, Y. T., Tanto, H., Mariyanto, M., Hanjaya, C., Young, M. N., Persada, S. F., ... & Redi, A. A. N. P. (2021). Factors affecting customer satisfaction and loyalty in online food delivery service during the COVID-19 pandemic: Its relation with open innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(1), 76.
- Purwaningrum, R. W., & Hamsal, M. (2022). Proposed Business Strategy On The Online Delivery Service Platform Shopeefood. *Eqien-Jurnal Ekonomi dan Bisnis*, 11(1), 1343-1351.
- Ray, A., Dhir, A., Bala, P. K., & Kaur, P. (2019). Why do people use food delivery apps (FDA)? A uses and gratification theory perspective. *Journal of Retailing and Consumer Services*, 51, 221–230.
- Sauce H. (2017). *Take Meituan takeaway as an example, distinguish the business flow chart and page flow chart*. Retrieved 6 July 2022, from <http://www.woshipm.com/pd/674988.html>
- Seghezzi, A., Winkenbach, M., & Mangiaracina, R. (2021). On-demand food delivery: a systematic literature review. *The International Journal of Logistics Management*. 32(4), 1334-1355.
- Sgier, L. (2012). Qualitative data analysis. An Initiat. *Gebert Ruf Stift*, 19, 19-21.
- Sharma, A., & Shafiq, M. O. (2022). A Comprehensive Artificial Intelligence Based User Intention Assessment Model from Online Reviews and Social Media. *Applied Artificial Intelligence*, 1-26.
- Sharma, G. (2017). Pros and cons of different sampling techniques. *International journal of applied research*, 3(7), 749-752.
- Stephanie, G. (2022). *Cronbach's Alpha: Definition, Interpretation, SPSS*. Retrieved 5 August 2022, from <https://www.statisticshowto.com/probability-and-statistics/statistics-definitions/cronbachs-alpha-spss/>
- Stephanie, G. (2022). *Kaiser-Meyer-Olkin (KMO) Test for Sampling Adequacy*. Retrieved 5 August 2022, from <https://www.statisticshowto.com/kaiser-meyer-olkin/>

References (Continued)

- Sunny, S., Patrick, L., & Rob, L. (2019). Impact of cultural values on technology acceptance and technology readiness. *International Journal of Hospitality Management*, 77, 89-96.
- Tao, D., Shao, F., Wang, H., Yan, M., & Qu, X. (2020). Integrating usability and social cognitive theories with the technology acceptance model to understand young users' acceptance of a health information portal. *Health informatics journal*, 26(2), 1347-1362.
- Tavares, M. G. (2022). *[How Portuguese consumers perceive the food delivery platforms operating in the national market]*. (Doctoral dissertation).
- Tran, V. D. (2021). Using mobile food delivery applications during the COVID-19 pandemic: Applying the theory of planned behavior to examine continuance behavior. *Sustainability*, 13(21), 12066.
- Troise, C., O'Driscoll, A., Tani, M., & Prisco, A. (2020). Online food delivery services and behavioural intention – a test of an integrated TAM and TPB framework. *British Food Journal*, 123(2), 664–683.
- Vaishnavi, V. K., & Kuechler, W. (2015). Design science research methods and patterns: innovating information and communication technology. Crc Press.
- Venkatesh, V. (2000). Determinants of perceived ease of use: Integrating control, intrinsic motivation, and emotion into the technology acceptance model. *Information systems research*, 11(4), 342-365.
- Venkatesh, V., & Davis, F. D. (1996). A model of the antecedents of perceived ease of use: Development and test. *Decision sciences*, 27(3), 451-481.
- Wave (2020) *Product Analysis Report: Meituan Takeaway*. Retrieved 6 July 2022, from <http://www.woshipm.com/evaluating/4196693.html>
- Weichbroth, P. (2020). Usability of mobile applications: a systematic literature study. *IEEE Access*, 8, 55563-55577.
- Wen, H., Pookulangara, S., & Josiam, B. M. (2021). A comprehensive examination of consumers' intentions to use food delivery apps. *British Food Journal*. 124(5), 1737-1754.

References (Continued)

- Wennberg, K., & Sandström, C. (2022). *Questioning the entrepreneurial state: Status-quo, pitfalls, and the need for credible innovation policy* (p. 367). Springer Nature.
- Wilson, N., Keni, K., & Tan, P. H. P. (2019). The effect of website design quality and service quality on repurchase intention in the e-commerce industry: A cross-continental analysis. *Gadjah Mada International Journal of Business*, 21(2), 187-222.
- Wixom, B. H., & Watson, H. J. (2001). An empirical investigation of the factors affecting data warehousing success. *MIS quarterly*, 17-41.
- Zhang, Y. B., Zhang, L. L., & Kim, H. K. (2021). A study on the influencing factors of customer satisfaction and reuse intention: focused on O2O delivery platform consumers of China. *Journal of Advanced Researches and Reports*, 1(3), 67-74.
- Zhu, Y., Tian, Y., Wang, T., & Regua, O. U. D. (2021). Consumer Purchasing Behavior on Food Delivery Platforms. *Academic Journal of Business & Management*, 3(8), 30-33.

Appendices

Appendix A: Approval of ethical committee



Acquire Knowledge to Serve Society

THE CERTIFICATE OF ETHICAL APPROVAL
(CERTIFICATE OF EXEMPTION)
THE ETHICS COMMITTEE OF RESEARCH
HUACHIEW CHALERMPRAKIET UNIVERSITY

November 24th, 2022

Project Title	The Development of Usefulness and Ease of Use of Food Delivery Platform : A Case of Chinese Food Platform in Thailand
Principal Investigator	Ms. Fu Jie
Faculty / Program	Master of Business Administration Program in Digital Business

This is to certify that the research project above has been approved in accordance with the Declaration of Helsinki by the Research Ethics Committee at Huachiew Chalermprakiet University.

Signature

(Wirat Tongrod , Ph.D.)
Chairman of the Board
Research Ethics Committee
Huachiew Chalermprakiet University

Approval Date November 24th, 2022

Certificate Number อ.1295/2565

This approval is valid until 23rd November 2024.

Appendix B: Consent to Participation in Research



เรียนรู้เพื่อรับใช้สังคม

Consent to Participation in Research The Development of Usefulness and Ease of Use of Food Delivery Platform: A Case of Chinese Food Platform in Thailand

I have been given and have understood an explanation of this research project.
I have had an opportunity to ask questions and have them answered to my satisfaction.
I understand that I may withdraw myself (or any information I have provided) from this project (before data collection and analysis is complete) without having to give reasons.

I understand that information or opinions which I have given will not be able to identify me in any reports based on this research.

I understand that the stories that I have told will be recorded.

I understand that my working processes may be monitored and all photos will be taken only under my permission.

I understand that the results of this research will be sent to the research site and examiners of the School of Information Management, and my name will not be referred to the report.

I understand that the data I provide will not be used for any other purpose or released to others without my written consent.

Signed:..... Date:

Participant's name

Appendix C: Questionnaires

My name is Jie Fu and I am a graduate student of the Master of Business Administration Digital Business program at Huachiew Chalermprakiet University in Thailand. As part of this degree, I am working on a thesis titled: The Development of Usefulness and Ease of Use of Food Delivery Platform: A Case of Chinese Food Platform in Thailand. The objective of this research is to identify the functions of the food delivery platform and the pain points of the customers. Finally, a digital prototype is proposed that can reduce customer pain points. In order to complete the research customers of the Chinese food delivery platform are required to answer the questionnaires. Data was collected from October to November. The privacy of the participants was strictly protected and this research was conducted anonymously. Your name was not appear in this report. All data was visible only to the researcher and thesis advisor and was not be used for commercial purposes. Your participation is voluntary, and if you are willing to answer the questionnaires you agree to provide data for this research. For further information and questions about this project, please contact me at jacquelinejing61@gmail.com.

The questionnaires is divided into three sections, the first section is on customer characteristics, the second section is problems with the function and the third section is on the influence factor scale. There are two influence factor scales, the Perceived Ease of Use Impression Factor Scale and the Perceived Usefulness Influence Factor Scale.

Section 1: Please indicate your information by ticking (√) in the box that matches your information

1. What is your gender?

- Male
- Female

2. What is your level of education?

- Below bachelor's degree
- Bachelor's degree

Master's degree and above.

3. How often have you used it in the last month?

Less than 4 times

4-8 times

More than 8 times

4. Which platform do you use regularly (Please select a platform and answer the questions in Section 2)?

GOKOO

ELEFLY

Section 2: Problems with the function

Please indicate your opinion on the factors influencing the function by tick (✓) in the box that matches your opinion (1= Very Dissatisfied; 2= Dissatisfied; 3= Neutral; 4= Satisfied; 5= Very Satisfied).

Items	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
	1	2	3	4	5
1. Order function.					
1.1 Has the platform provide ingredients information on order function enough for you to decide an order?					
1.2 Has the platform provide a variety of product matching your options?					

Section 2: Problems with the function (Continued)

Items	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
	1	2	3	4	5
1.3 Has the platform provide a variety of packaging options enough for you to select?					
1.4 Has the platform provide customer reviews for food on order function enough for you to decide an order?					
2. Delivery function.					
2.1 Has the platform's riders protect the food enough in the delivery function?					
2.2 Has the platform have enough food delivery correctness in the delivery function?					
2.3 Has the platform's food packaging fit in the delivery function?					
2.4 Do you satisfy the attitude of the delivery service provided by this platform?					

Section 2: Problems with the function (Continued)

Items	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
	1	2	3	4	5
3. The after-sales service function.					
3.1 Has the platform provide enough after-sales service?					
3.2 Has the platform provide enough people for after-sales service?					
3.3 Has the satisfy with the attitude of the after-sales service provided by this platform?					
3.4 Has the platform provide convenient after-sales service?					
4. Evaluation function					
4.1 Has the platform provide evaluation function you are able to use?					
4.2 Has the platform provide enough ways (such as, text, picture or video reviews) to evaluate the service?					

Section 2: Problems with the function (Continued)

Items	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
	1	2	3	4	5
4.3 Has the platform provide enough objects for the evaluation service? For example, evaluate riders, food and merchants.					
4.4 Has you satisfy this platform to show the evaluation?					

Section 3: Influencing Factors Scale

3.1 Please indicate your opinion on the Chinese food delivery platform usefulness by tick (✓) in the box that matches your opinion (1= Strongly Disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= Strongly Agree).

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
1. User reviews affect perceived usefulness.					
1.1 It would be useful for me to show personal experiences in customer reviews.					
1.2 The high number of reviews shown in customer reviews would make me feel useful.					

Section 3: Influencing Factors Scale (Continued)

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
2. Product information affect perceived usefulness.					
2.1 Showing the ingredients in the product information will make me feel useful.					
2.2 Showing the product information in the menu would make me feel useful.					
3. System quality affect perceived usefulness.					
3.1 The platform functions are designed properly to make me feel useful.					
3.2 The functions available in the platform make me feel useful.					
4. Delivery time affect perceived usefulness.					
4.1 The short delivery time would make me feel useful.					
4.2 On-time delivery would be useful to me.					
5. Product quality affect perceived usefulness.					
5.1 Food that is fresh will make me feel useful.					
5.2 Food that is well-packaged would make me feel useful.					

Section 3: Influencing Factors Scale (Continued)

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
6. Variety of food types affect perceived usefulness.					
6.1 A variety of food choices would be useful to me.					
6.2 A higher number of food types would be useful to me.					

3.2 Please indicate your opinion on the Chinese food delivery platform ease of use by tick (✓) in the box that matches your opinion (1= Strongly Disagree; 2= Disagree; 3= Neutral; 4= Agree; 5= Strongly Agree).

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
1. Design quality affects perceived ease of use.					
1.1 The design of the font of the platform will make me feel that it is easy to use.					
1.2 The design of the platform page layout will make me feel that it is easy to use.					
2. Usability affects perceived ease of use.					
2.1 The simple understanding of the platform will make it easy for me to use.					
2.2 The simple operation of the platform will make it easy for me to use.					

Section 3: Influencing Factors Scale (Continued)

Items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	1	2	3	4	5
3. Language affects perceived ease of use.					
3.1 The system using Chinese would make me use it more.					
3.2 The system using a second language would make me use it more.					



Appendix D: Interview Outline

The outline of the interview is divided into two sections. The first section is an evaluation of the ease of use of the function after using the function developed by the researcher. The second section is an evaluation of the usefulness of the function after using the function developed by the researcher.

(For the convenience of the interview, the developed functions produced by the researcher during the interview are called the new system prototype.)

Section 1: Perceived ease of use

1. Is it easy for you to learn to operate the new system prototype?
 - a. If yes, move to the next question
 - b. If no, which part of the system do you think needs to be developed?
2. Is it easy to do what you want to do with the new system prototype?
 - a. If yes, move to the next question
 - b. If no, which part of the system do you think needs to be developed?
3. Is your interaction with the new system prototype clear and easy to understand?
 - a. If yes, move to the next question
 - b. If no, which part of the system do you think needs to be developed?
4. Do you find the interaction with the new system prototype flexible?
 - a. If yes, move to the next question
 - b. If no, which part of the system do you think needs to be developed?
5. Do you easily become proficient with the new system prototype?
 - a. If yes, move to the next question
 - b. If no, which part of the system do you think needs to be developed?
6. Do you think the new system prototype is easy to use?
 - a. If yes, move to the next question
 - b. If no, which part of the system do you think needs to be developed?
7. What are your suggestions for improving the ease of use of the new system prototype?
8. How would you evaluate the level of design for ease of use of the new system prototype?
9. What about the design of the new system prototype do you think makes it easy to use?

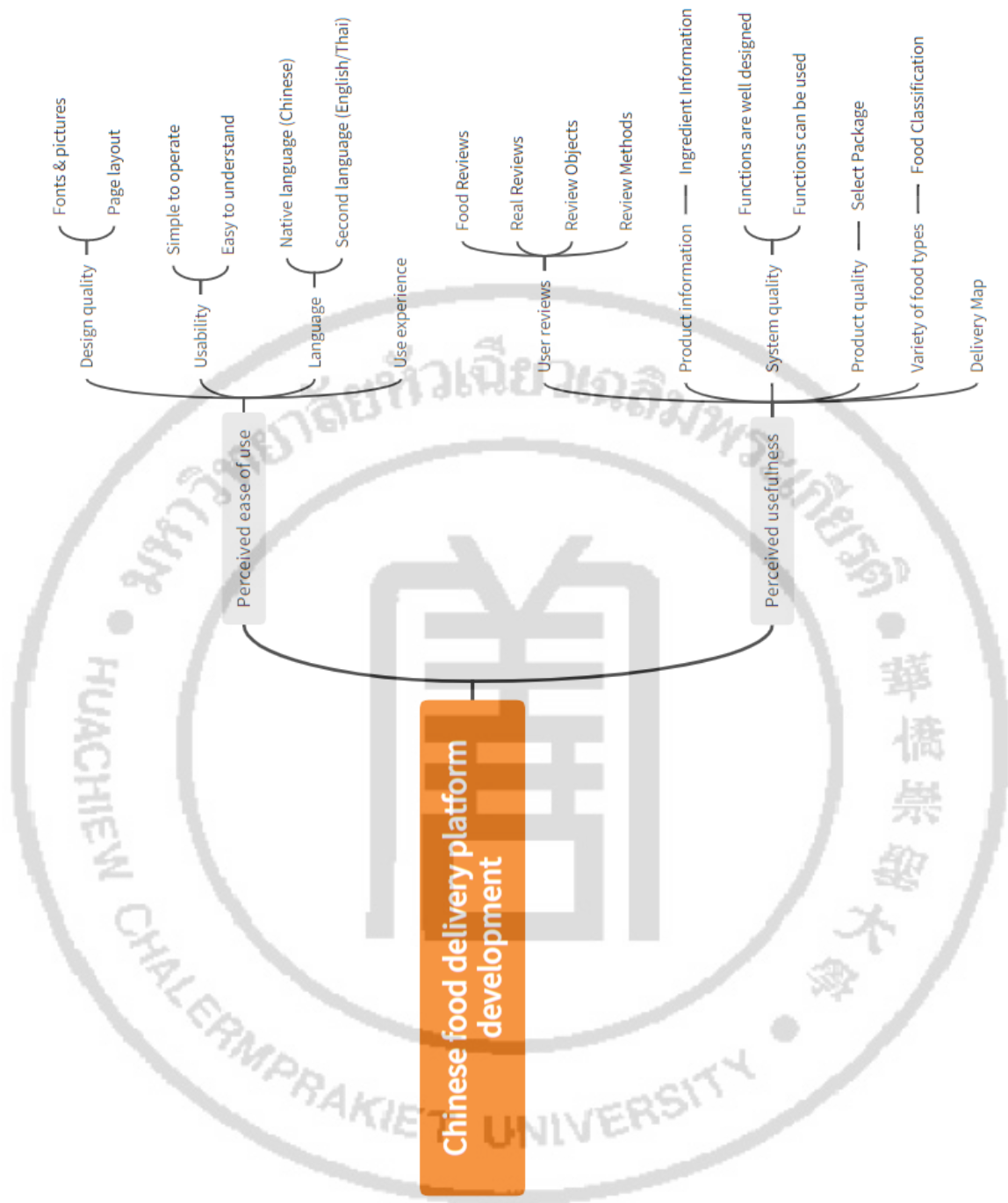
Section 2: Perceived Usefulness

1. Do you think use the new system prototype in your life make you order food faster?
 - a. If yes, move to the next question
 - b. If no, which part of the system do you think needs to be developed?
2. Will using the new system prototype improve your ordering performance?
 - a. If yes, move to the next question
 - b. If no, which part of the system do you think needs to be developed?
3. Will using the new system prototype in your life improve your performance?
 - a. If yes, move to the next question
 - b. If no, which part of the system do you think needs to be developed?
4. Will using the new system prototype improve your ordering efficiency?
 - a. If yes, move to the next question
 - b. If no, which part of the system do you think needs to be developed?
5. Will using the new system prototype make it easier to do your ordering?
 - a. If yes, move to the next question
 - b. If no, which part of the system do you think needs to be developed?
6. Do you find the new system prototype useful in your life?
 - a. If yes, move to the next question
 - b. If no, which part of the system do you think needs to be developed?
7. What are your suggestions for improving the usefulness of the new system prototype?
8. How would you evaluate the level of design for usefulness of the new system prototype?
9. Do you think the new system prototype is useful for the design of order functions?
What design specifically does it refer to?
10. Do you think the new system prototype is useful for the design of the delivery function? What design specifically does it refer to?
11. Do you think the new system prototype is useful for the design of the after-sales service function? What design specifically does it refer to?
12. Do you think the new system prototype is useful for the design of the evaluation function? What design specifically does it refer to?
13. What about the design of the new system prototype do you think makes you feel useful?

Appendix E: Interview list

Participants	Gender	Education	Frequency of use
MR. Tom	Male	Undergraduate	Less than 4 times
MR. Jaff	Male	Undergraduate	4-8 times
MR. Ace	Male	Undergraduate	More than 8 times
MR. Bart	Male	Graduate and above	Less than 4 times
MR. Ben	Male	Graduate and above	4-8 times
MR. Bob	Male	Graduate and above	More than 8 times
MS. Alice	Female	Undergraduate	Less than 4 times
MS. Amy	Female	Undergraduate	4-8 times
MS. Linda	Female	Undergraduate	More than 8 times
MS. Nancy	Female	Graduate and above	Less than 4 times
MS. Ada	Female	Graduate and above	4-8 times
MS. Carol	Female	Graduate and above	More than 8 times

Appendix F: Data Classification of Interviews



Appendix G: Data connection of Interviews

NO.	Quote	Topic	Function	Sub-topic1	Sub-topic2	Sub-topic3
1	Displaying information about the ingredients of the food is useful. Because this can help me to filter the food and prevent me from ordering the food I don't like. For example, I really don't like tomatoes and I would be very unhappy if there are	Usefulness	Order	Ingredient Information		
2	The next one is the ability to choose the packaging of the food. This is very convenient for me and all customers, we can freely choose the packaging of the food in different situations. For example, when I stay in a hotel I can choose the box and in my own	Usefulness	Order		Food packaging	
3	reference value to the customers.	Usefulness	Order			User Reviews
4	The most important thing about this is the map delivery, because before it was not possible to view the map, or occasionally, I don't know why I can't view it every time.	Usefulness	Delivery	delivery map		
5	Because there is a big problem with the provision of after-sales service for this kind of software in Thailand, my problems customer service are unable to solve. I even heard my friends say that they could not find customer service, did not receive the food and there is no way to contact customer service, the merchant said it had been taken by the	Usefulness	After-Sales			
6	This situation would really need to invite customer service intervention within the software, but there is no way to solve it at the moment. Now your new software can	Usefulness	After-Sales		Service Contact	
7	The evaluation function is mainly the most useful because you can comment on food separately. Before there was no way to separate reviews, all the reviews were written	Usefulness	Evaluation	Evaluation Object		
8	Then I found that there were a lot of system reviews, so even if I wrote a review very carefully, it would be hard to find it because of the automatic system reviews. Not	Usefulness	Evaluation		Evaluation Display	
9	One more thing, the food classification according to Chinese cuisine is also very useful, which is very convenient for me to order food afterwards.	Usefulness		Food types		
10	Overall the most useful thing is that the design is very simple and easy to use, each function has a corresponding role and is very valuable. There is no complicated	Usefulness		Proper functional design		
11	This new software uses many pictures that are very easy to use.	Ease of use		Pictures		
12	The layout is also very suitable,	Ease of use		Layout		
13	without complicated functions. Then the whole software is very easy to understand	Ease of use		easy to understand		
14	nice to use. It is very easy to operate	Ease of use		easy to operate		
15	Especially since I have used the previous platform, the operation is mostly similar and this one is much simpler and easier to use.	Ease of use			Use experience	

Appendix H: Interview transcripts

Interview transcript of Mr. Tom

Section 1: Perceived ease of use

Hello, I am a graduate student at Huachiew Chalermprakiet University and I am currently doing research on the development of usefulness and ease of use of food delivery platform: a case of Chinese food platform in Thailand. First of all, thank you very much for accepting this interview. I'm going to ask you a two-part question. The first part is how do you feel the new prototype is easy to use. The second part is how you feel about the new prototype is useful to you. May I start asking questions now, please?

Yes, you can start now.

1. **The first question is about how easy it feels for you to use the new prototype. Is it easy for you to learn to operate the new system prototype?**

Yes. It's very easy. All easy to understand.

2. **Is it easy to do what you want to do with the new system prototype? I would like to ask you how easy it is to follow the steps of placing an order?**

Easy to operate.

3. **Is your interaction with the new system prototype clear and easy to understand? I would like to ask you do you think the function operation is easy to operate? For example, if you click the payment function button, you will jump to the payment screen, is it easy to understand the operation of such functions?**

The design of this is quite good, much better than the original. This very easy to operate.

4. **Do you find the interaction with the new system prototype flexible?**

More fluid.

5. **Do you easily become proficient with the new system prototype? I mean, do you think the new system is easy to master? For example, after you learn how to operate it, are you able to operate it yourself?**

Yes, it is easier to operate.

6. **Do you think the new system prototype is easy to use?**

It's relatively simple.

7. What are your suggestions for improving the ease of use of the new system prototype?

There should be as many pictures as possible, so that customers can understand more clearly.

8. How would you evaluate the level of design for ease of use of the new system prototype?

It's easier.

9. What about the design of the new system prototype do you think makes it easy to use?

This new software uses many pictures that are very easy to use. The layout is also very suitable, without complicated functions. Then the whole software is very easy to understand and nice to use. It is very easy to operate. Especially since I have used the previous platform, the operation is mostly similar and this one is much simpler and easier to use. The last thing that I find easy to use is that the Chinese translations here are all very correct and I as a Chinese person abroad still tend to use software with Chinese systems.

Section 2: Perceived Usefulness

1. Next, I want to interview you on whether you find the software useful in this area. Do you think use the new system prototype in your life make you order food faster?

Yes.

2. Will using the new system prototype improve your ordering performance?

I would like to.

3. Will using the new system prototype in your life improve your performance?

Yes.

4. Will using the new system prototype improve your ordering efficiency?

It was more efficient compared to the old system.

5. Will using the new system prototype make it easier to do your ordering?

Yes, because it makes the picture more visual than the old system.

6. Do you find the new system prototype useful in your life?

Useful.

7. What are your suggestions for improving the usefulness of the new system prototype?

Add a picture to the name of the food, so that consumption can be more intuitive to find what they want.

8. How would you evaluate the level of design for usefulness of the new system prototype?

It's more useful than the old one. Because compared to the old system, it has those pictures and those food and restaurant names on it more clearly.

9. Do you think the new system prototype is useful for the design of order functions? What design specifically does it refer to?

Displaying information about the ingredients of the food is useful. Because this can help me to filter the food and prevent me from ordering the food I don't like. For example, I really don't like tomatoes and I would be very unhappy if there are tomatoes in the dish, now I can avoid this problem by having the ingredients displayed. The next one is the ability to choose the packaging of the food. This is very convenient for me and all customers, we can freely choose the packaging of the food in different situations. For example, when I stay in a hotel I can choose the box and in my own home I can use the bag. Another thing is that the reviews of each food are also very useful and provide a lot of reference value to the customers.

10. Do you think the new system prototype is useful for the design of the delivery function? What design specifically does it refer to?

The most important thing about this is the map delivery, because before it was not possible to view the map, or occasionally, I don't know why I can't view it every time. So I was not satisfied with this function before. But now this design I like very much.

11. Do you think the new system prototype is useful for the design of the after-sales service function? What design specifically does it refer to?

The after-sales function can mainly be bound Customer service is the most useful. Because there is a big problem with the provision of after-sales service for this kind of software in Thailand, my problems customer service are unable to solve. I even heard my friends say that they could not find customer service, did not receive the food

and there is no way to contact customer service, the merchant said it had been taken by the rider. This situation would really need to invite customer service intervention within the software, but there is no way to solve it at the moment. Now your new software can solve this problem and is a very useful function.

12. Do you think the new system prototype is useful for the design of the evaluation function? What design specifically does it refer to?

The evaluation function is mainly the most useful because you can comment on food separately. Before there was no way to separate reviews, all the reviews were written together. Then I found that there were a lot of system reviews, so even if I wrote a review very carefully, it would be hard to find it because of the automatic system reviews. Not showing the system reviews is also a very useful function.

13. What about the design of the new system prototype do you think makes you feel useful?

In addition to the reviews and maps mentioned earlier, useful designs include displaying ingredient information and selecting food packages. One more thing, the food classification according to Chinese cuisine is also very useful, which is very convenient for me to order food afterwards. Overall the most useful thing is that the design is very simple and easy to use, each function has a corresponding role and is very valuable. There is no complicated operation.

Interview transcript of Mr. Jaff

Section 1: Perceived ease of use

1. Is it easy for you to learn to operate the new system prototype?

I think it's quite easy, because I'm personally used to learning new things to adapt.

2. Is it easy to do what you want to do with the new system prototype?

Placing an order is also relatively easy to operate, and I think placing an order here is done more clearly, to allow consumers to have more of a choice.

3. Is your interaction with the new system prototype clear and easy to understand?

I strongly agree.

4. Do you find the interaction with the new system prototype flexible?

On this point, I will say my own personal opinion because if you want to involve the smoothness, in fact, this is not about the system involved, and also consider the operator a problem of their own equipment. Because your equipment such as hardware you can not keep up, even if your system software is smooth enough, but its old hardware will also cause a certain amount of lag, or is not smooth. So, I personally think the operational interaction of this new system prototype is smooth.

5. Do you easily become proficient with the new system prototype?

This is fine, because these operations are also considered relatively simple and not that complicated.

6. Do you think the new system prototype is easy to use?

I think it is quite simple.

7. What are your suggestions for improving the ease of use of the new system prototype?

I don't have any comments for now.

8. How would you evaluate the level of design for ease of use of the new system prototype?

For me, the new system is now more detailed or comprehensive than the original system, because it contains a lot of information about the dishes, which was not available in the original system.

9. What about the design of the new system prototype do you think makes it easy to use?

First of all, because there is a Chinese version, I prefer to use the Chinese version than the other English version, it is easier to use. Then the page layout and everything is very consistent with Chinese people's habits, fonts and pictures are very suitable. The other thing is that it is easier to operate it, the functions are very simple and easy to understand. Nothing difficult.

Section 2: Perceived Usefulness

1. Do you think use the new system prototype in your life make you order food faster?

I think it will slightly affect it because the information on the dishes is more comprehensive. For me personally, I might be a little more demanding in terms of the detail of certain dishes, so I might take a little bit of time. For my type of person is likely to cause a little impact in terms of the speed of ordering.

2. Will using the new system prototype improve your ordering performance?

It definitely will.

3. Will using the new system prototype in your life improve your performance?

This is for sure, because the new system will allow me to get more convenience in terms of choice.

4. Will using the new system prototype improve your ordering efficiency?

It's still a bit similar to the one you mentioned above, because for me personally, the content you show is more detailed, and it's something that affects everyone to a different degree. Because if you have a customer evaluation system, I will definitely spend more time to watch.

5. Will using the new system prototype make it easier to do your ordering?

Yes, it's definitely a little easier.

6. Do you find the new system prototype useful in your life?

Definitely useful, as I am able to order more of one dish that matches my taste.

7. What are your suggestions for improving the usefulness of the new system prototype?

Make the store's recommended dishes a little more eye-catching.

8. How would you evaluate the level of design for usefulness of the new system prototype?

The new system is certainly more useful than the original because, as mentioned earlier, the new system, it shows a more comprehensive information, which is good for consumers, because it gives them more of a choice.

9. Do you think the new system prototype is useful for the design of order functions? What design specifically does it refer to?

The design of the order function is very useful. For example, you add the information of ingredients. This is very useful for all customers to see the ingredients when ordering to feel more comfortable. Then you also added a separate display for each food item, which provides a great convenience to customers. When you don't know what to choose, you can look at the reviews directly to help us make a quick decision, and it's also nice to have the option of packaging, because packaging is still quite useful. Personally I don't like to use bags for very hot food, I don't think it's safe.

10. Do you think the new system prototype is useful for the design of the delivery function? What design specifically does it refer to?

The improvements to the delivery function are also useful. The newly added food delivery map is very useful. Because every time I order food I'm in a hurry to check where it's been delivered, but there's no place to look. I would be in a hurry all the time. But now that I can see it, I can solve this problem. I'll feel more comfortable. I can see where my food is and I have time to prepare and wait for the rider to bring it to me.

11. Do you think the new system prototype is useful for the design of the after-sales service function? What design specifically does it refer to?

The most useful thing about after-sales service is that it can be done within the software. I actually don't quite understand why after-sales service in Thailand uses WeChat. I really dislike using WeChat to solve after-sales problems. I will give up my rights because I have to add the customer service WeChat, for example, the dish is delivered wrong, I need to add the customer service WeChat and can't solve it within the software I will give up the service and then I don't want to use the software again next time. This experience is very bad.

12. Do you think the new system prototype is useful for the design of the evaluation function? What design specifically does it refer to?

The design of the evaluation function is also very good. For example, the food is reviewed separately and the reviews can be displayed separately. Separating the food reviews from the store reviews is a very useful feature. There is also a graphic evaluation of the rider, this feature is also very useful, because sometimes the food is really good, the business is also quite good, is the rider delivery problems, I can only give the evaluation star can not explain why to give low stars on the hope that can be improved, in your design is really improved. This function is really useful.

13. What about the design of the new system prototype do you think makes you feel useful?

What I just said I think are quite useful. Food information, evaluation function, evaluation display, delivery map, after-sales service. In fact, there are some very useful, such as you design the function can be used, and are simple to use this is very important. And then you use Chinese cuisine for food classification, this Thai platform should really refer to it. That's about it.

Interview transcript of Mr. Ace

Section 1: Perceived ease of use

1. Is it easy for you to learn to operate the new system prototype?

I think it's pretty easy.

2. Is it easy to do what you want to do with the new system prototype?

Yes. Easy to operate.

3. Is your interaction with the new system prototype clear and easy to understand?

This one is also simple and easy to understand.

4. Do you find the interaction with the new system prototype flexible?

The operation is very smooth.

5. Do you easily become proficient with the new system prototype?

Yes, I can operate by myself.

6. Do you think the new system prototype is easy to use?

I think it's very easy.

7. What are your suggestions for improving the ease of use of the new system prototype?

No, not in that respect.

8. How would you evaluate the level of design for ease of use of the new system prototype?

More convenient for users to place orders.

9. What about the design of the new system prototype do you think makes it easy to use?

About simple use, it's all pretty simple. For example, you can use Chinese, you can see pictures. And it's not difficult to operate, overall, it's pretty simple. The design of the whole software is very simple. It is easy to understand.

Section 2: Perceived Usefulness

1. Do you think use the new system prototype in your life make you order food faster?

I think it should be similar.

2. Will using the new system prototype improve your ordering performance?

I will.

3. Will using the new system prototype in your life improve your performance?

Yes. I will.

4. Will using the new system prototype improve your ordering efficiency?

It will.

5. Will using the new system prototype make it easier to do your ordering?

Yes, I sometimes read reviews to place orders.

6. Do you find the new system prototype useful in your life?

Useful, because some features are better after the perfection is more relevant to these users.

7. What are your suggestions for improving the usefulness of the new system prototype?

No suggestions, I didn't think of that for now.

8. How would you evaluate the level of design for usefulness of the new system prototype?

It's more useful than the original one.

9. Do you think the new system prototype is useful for the design of order functions? What design specifically does it refer to?

A very good point about the design of the delivery function is the addition of the delivery map. With the map I can check the progress of the food and manage my own time. I don't let riders interfere with my business.

10. Do you think the new system prototype is useful for the design of the delivery function? What design specifically does it refer to?

Delivery map. The delivery map is very useful. Previously, I could view the map for platform delivery, but my location was too far away for the platform riders to take orders, so they were delivered by merchants. When the merchant delivers, I have no way to view the map, so I don't know where my order is delivered or if it has arrived. This is a serious problem. But now every order shows the delivery map to solve this problem.

11. Do you think the new system prototype is useful for the design of the after-sales service function? What design specifically does it refer to?

The function I find useful is the ability to get after-sales service within the software. I think this is a very important thing to have, but I don't know why none of the Thai software has it. Every time I use it, I give up getting service because it's too much trouble to contact after-sales service. Many times many problems are not solved and this experience is really bad.

12. Do you think the new system prototype is useful for the design of the evaluation function? What design specifically does it refer to?

The evaluation function is that it is important to be able to use video reviews. Although I generally only use pictures, I choose to look at video reviews when I read other people's reviews. I think video reviews are more realistic. The other thing is that you can review the food separately, and it's useful to review the merchant and rider separately.

13. What about the design of the new system prototype do you think makes you feel useful?

A lot. The evaluation method I mentioned before, evaluating merchants and riders, and the display of reviews are useful. In addition to that there is the display of ingredients, the packaging of the food of your choice. Getting after sales service within the software is very useful. And then your overall design of this new software is all very useful, no complicated features, and that's very useful.

Interview transcript of Mr. Bart

Section 1: Perceived ease of use

1. Is it easy for you to learn to operate the new system prototype?

Easy.

2. Is it easy to do what you want to do with the new system prototype?

The steps are easy.

3. Is your interaction with the new system prototype clear and easy to understand?

This is all simple and understandable to me.

4. Do you find the interaction with the new system prototype flexible?

The operation is smooth.

5. Do you easily become proficient with the new system prototype?

I think it's easy to understand, and I can get right to work after seeing it.

6. Do you think the new system prototype is easy to use?

For me it is relatively simple.

7. What are your suggestions for improving the ease of use of the new system prototype?

No suggestions for now, I think it's fine now.

8. How would you evaluate the level of design for ease of use of the new system prototype?

In comparison, I think the new system is simpler than the previous one, and the operation is more convenient and easier.

9. What about the design of the new system prototype do you think makes it easy to use?

Pretty simple. There are a lot of pictures, no matter what there are pictures to show, you can directly know what the food is, briefly. Then there is Chinese, you can understand it. The operation is also very simple, there is no function that you do not know how to use. It's all very good.

Section 2: Perceived Usefulness

1. Do you think use the new system prototype in your life make you order food faster?

Yes.

2. Will using the new system prototype improve your ordering performance?

I am willing to use the new system to place orders.

3. Will using the new system prototype in your life improve your performance?

Of course.

4. Will using the new system prototype improve your ordering efficiency?

Yes, of course.

5. Will using the new system prototype make it easier to do your ordering?

It can save time.

6. Do you find the new system prototype useful in your life?

It is definitely useful.

7. What are your suggestions for improving the usefulness of the new system prototype?

I don't have a suggestion.

8. How would you evaluate the level of design for usefulness of the new system prototype?

I think it's more useful, I can see what I want more quickly.

9. Do you think the new system prototype is useful for the design of order functions? What design specifically does it refer to?

I find it very useful. Displaying information about ingredients is useful. Customers can view the ingredients themselves and then consider whether they want to buy them, which is a very useful feature. Then you can choose your own packaging, which gives the customer a lot of choice. It is also possible to view reviews of each food item. This all helps the customer to customize their food and find a better fit. These features are designed to be very useful.

10. Do you think the new system prototype is useful for the design of the delivery function? What design specifically does it refer to?

This one is mainly a delivery map. Because the previous software sometimes couldn't see the delivery map, I couldn't know where my food had gone. So I need to check the map. Before, I could only call the rider and ask him if he picked up the food and where it went. But the rider is not very willing to answer such calls. So now with this feature I don't need to call, I can check it myself.

11. Do you think the new system prototype is useful for the design of the after-sales service function? What design specifically does it refer to?

After-sales service I think the most useful is the use of comments in the software and can comment on the attitude of customer service. The previous software was a bit unpleasant to use because the after-sales service could not keep up with the domestic standard. Many problems could not be solved or solved quickly, and this is what I was very dissatisfied with before. Now I can get the service within the software, and I can also comment on it after the service, which is a very important feature. It can help the customers afterwards to get better service.

12. Do you think the new system prototype is useful for the design of the evaluation function? What design specifically does it refer to?

In addition to the reviews for each food item mentioned earlier, the reviews can be displayed separately. Food reviews are placed under the food and merchant reviews are placed under the merchant. It is very useful to display reviews in different places. Then you can choose different ways to comment when commenting. For example, I like to use video reviews. Good or bad a video can say clearly, everyone can also see, I think it is very convenient. Before, I could only type plus pictures to evaluate, so I needed to type a lot of words to introduce the food, which was quite troublesome. Now the improvement is very useful.

13. What about the design of the new system prototype do you think makes you feel useful?

I find the food delivery map and ingredient information very useful. It can help me to improve the satisfaction of the experience. Then there is the packaging of the food, and the classification of the food is very useful. I haven't seen any software in Thailand that uses Chinese cuisines to categorize food. I think the design of this feature is very useful for customers like me who like Sichuan and Hunan food. Then what I find useful is that all the features make sense and are available.

Interview transcript of Mr. Ben

Section 1: Perceived ease of use

1. Is it easy for you to learn to operate the new system prototype?

It's easy because it's perfect for everyone's user habits nowadays in terms of manipulation logic, just click in and start using it.

2. Is it easy to do what you want to do with the new system prototype?

The steps to place an order are also easy.

3. Is your interaction with the new system prototype clear and easy to understand?

It's easy, the operation and payment system is also flexible.

4. Do you find the interaction with the new system prototype flexible?

The new system operates smoothly and feels much better than previous.

5. Do you easily become proficient with the new system prototype?

It is very suitable for the public, because the public can use it when they click in, which is a very important thing.

6. Do you think the new system prototype is easy to use?

It is also very easy to use.

7. What are your suggestions for improving the ease of use of the new system prototype?

If it is easier to use, in terms of riders, we should write a general delivery range, for example, I am about 10 kilometers away from the store, and then we have to see if there are riders who can take orders, this way I think this is a point that needs to be improved, because if it is Chinese food delivery, after all, the people who send it are not as convenient as on grab and lineman. So, it is more important to make a function that our riders can roughly deliver the range.

8. How would you evaluate the level of design for ease of use of the new system prototype?

It's even easier.

9. What about the design of the new system prototype do you think makes it easy to use?

The new digital prototype is very simple. The designs were thought to be based on the original software, so they were similar in many ways. But the new digital

prototype is much simpler than the original software. For example, there are more images to show. All the features are available and easy to understand. There is also a lot of introduction. Another point is that the Chinese system in this version works very well.

Section 2: Perceived Usefulness

- 1. Do you think use the new system prototype in your life make you order food faster?**

It can help me to place an order quickly.

- 2. Will using the new system prototype improve your ordering performance?**

I am very willing to use it.

- 3. Will using the new system prototype in your life improve your performance?**

Yes.

- 4. Will using the new system prototype improve your ordering efficiency?**

Yes, because as you showed before, you can choose a lot of things inside the order. The most important point is that it can choose the packaging I think is very well improved.

- 5. Will using the new system prototype make it easier to do your ordering?**

Like I answered earlier, it is going to be easier.

- 6. Do you find the new system prototype useful in your life?**

It can be, because overall it is definitely better than the previous software. The improvement is the place is very good and the ease of use is also better than the previous one.

- 7. What are your suggestions for improving the usefulness of the new system prototype?**

You can add a note when you choose an address. For example, in Thailand, in fact, its location is not very accurate, after I locate it, it is in the map to the rider's map will have deviations. It is recommended to add a picture or several pictures to tell the rider your exact location and how your house looks like, which is a very good point.

- 8. How would you evaluate the level of design for usefulness of the new system prototype?**

It must be a lot better to use, because its interface is all relatively simple, as you click in immediately you can see what you need, what is very convenient and simple.

9. Do you think the new system prototype is useful for the design of order functions? What design specifically does it refer to?

Ingredient information is very useful. I know my friend is allergic to many foods so she has to call the merchant every time she orders to ask for information about ingredients. Now it's convenient to show her directly so she doesn't have to call. Then being able to view the reviews of each food is very useful to me. Because I often don't know what I want to eat, so I look at the reviews and if they say it's good I'll order one and try it. Then, the ability to choose the packaging is also very useful. It is convenient to choose the package according to your needs.

10. Do you think the new system prototype is useful for the design of the delivery function? What design specifically does it refer to?

Delivery map. I just saw the delivery map and thought this feature would be useful. Because many riders in Thailand do not call for food delivery, they leave it downstairs. I often just go downstairs after a while to see if the food has arrived, which is a very troublesome process. But now you can see it directly on your phone and it's very convenient.

11. Do you think the new system prototype is useful for the design of the after-sales service function? What design specifically does it refer to?

Providing service within the software is very useful. I contacted customer service by phone once before and was quite impressed by the fact that the call did not go through. So after that I didn't really like to get help from customer service. Now you can communicate within the software I think is very useful. And you have prepared a lot of methods. I can't find it within the software and then choose to call, this design is very much in line with the needs of customers.

12. Do you think the new system prototype is useful for the design of the evaluation function? What design specifically does it refer to?

What I personally find most useful about the evaluation function is that I can rate the food separately. I find it quite time and energy consuming to put the reviews together in the comments of the store when I check them. It's easy to use when placed directly under the food. There is also the evaluation of the rider is also very important.

Before I could only give stars, I met the rider who did not call I really want to tell everyone that he does not call to remind people that they need to see for themselves whether the food is delivered.

13. What about the design of the new system prototype do you think makes you feel useful?

The comments on the food just mentioned. By the way, speaking of which, your comment can block the system automatic evaluation is really useful. I saw a lot of system reviews before I thought it was a huge waste of time. No point. Also there is ingredient information, delivery map are very useful. Also your software design is very simple and easy to understand, without too many features is very good.



Interview transcript of Mr. Bob

Section 1: Perceived ease of use

1. Is it easy for you to learn to operate the new system prototype?

Easy and simple.

2. Is it easy to do what you want to do with the new system prototype?

Easy to handle and no problem for me.

3. Is your interaction with the new system prototype clear and easy to understand?

Easy.

4. Do you find the interaction with the new system prototype flexible?

Smooth operation.

5. Do you easily become proficient with the new system prototype?

No problem, I can do it myself.

6. Do you think the new system prototype is easy to use?

Simple.

7. What are your suggestions for improving the ease of use of the new system prototype?

In fact, there is some information that can be pre-recorded, such as having a memory function and a preference design may be better.

8. How would you evaluate the level of design for ease of use of the new system prototype?

I think the simple interface of the new system is a better point. In terms of this classification of food, it is simpler and more beneficial for us to choose more clearly and definitively.

9. What about the design of the new system prototype do you think makes it easy to use?

I think it's mainly because of the Chinese system. After all, I'm Chinese, so it's easy for me to use the Chinese system. Then all the operations are very simple. This is very similar to the previous software, but it is simpler than the previous one, which is a very good improvement I think. Another thing is that the design of this software is very good, the font design and the use of pictures are very good and easy to read.

Section 2: Perceived Usefulness

- 1. Do you think use the new system prototype in your life make you order food faster?**

Yes.

- 2. Will using the new system prototype improve your ordering performance?**

I am willing to try.

- 3. Will using the new system prototype in your life improve your performance?**

The choice of this does not come because of the performance of the system, but more importantly according to my actual demand.

- 4. Will using the new system prototype improve your ordering efficiency?**

Yes.

- 5. Will using the new system prototype make it easier to do your ordering?**

Yes, the new system will help me make decisions faster.

- 6. Do you find the new system prototype useful in your life?**

Useful.

- 7. What are your suggestions for improving the usefulness of the new system prototype?**

I am still more concerned about things like discounts, promotions and this kind of information, but also to be able to reflect visually.

- 8. How would you evaluate the level of design for usefulness of the new system prototype?**

From my personal point of view, it still provides a lot of convenience and is a bit more useful.

- 9. Do you think the new system prototype is useful for the design of order functions? What design specifically does it refer to?**

The most useful part of the order function is to display information about the ingredients. Because then I can freely choose the dishes I like and also avoid some customers with food allergies. The second useful thing is to choose the packaging. Choose different packages in different situations. Like my lunch at work is very much in need of boxed packaging. The few times I ordered it before it was bagged and it was really inconvenient when I was eating it. It's also useful for me that when browsing

through the dishes each food has its own rating underneath. I would always click on it to see the reviews.

10. Do you think the new system prototype is useful for the design of the delivery function? What design specifically does it refer to?

The most useful design I found in using this software is the ability to view the delivery map. I have gotten used to the speed of delivery in Thailand, but not being able to know the progress of delivery is the most unacceptable thing to me. Your design solves this problem perfectly. So, when I think about the useful design, the first one is the delivery map.

11. Do you think the new system prototype is useful for the design of the after-sales service function? What design specifically does it refer to?

The most useful thing is to communicate within the software. I think a platform where all business should be conducted within the platform. One because it is convenient and fast, another because there is also a proof of communication. Finally, you can evaluate customer service is more useful, you can play a binding role on customer service.

12. Do you think the new system prototype is useful for the design of the evaluation function? What design specifically does it refer to?

The design of the evaluation function is very impressive. I was very unhappy with the lack of reviews under each food item in the previous platform. In the new design, I can review the food separately, which is much better than the previous one. And then I really like the ability to use videos for reviews because I think they show the food in a more visual way. Also I really hate to see the system automatically evaluate, I think it's wasting my time.

13. What about the design of the new system prototype do you think makes you feel useful?

What I find useful is the delivery map, for the reasons stated above. Also ingredients, packaging, reviews, all quite useful. Overall your software design is all very useful. For example, all the functions are accurate and there are no unnecessary and complicated functions. They are simple and easy to operate and will be used often.

Interview transcript of MS. Alice

Section 1: Perceived ease of use

1. Is it easy for you to learn to operate the new system prototype?

It's easy to learn.

2. Is it easy to do what you want to do with the new system prototype?

The operation steps are easy.

3. Is your interaction with the new system prototype clear and easy to understand?

Functional clarity.

4. Do you find the interaction with the new system prototype flexible?

Smooth in use.

5. Do you easily become proficient with the new system prototype?

I can operate it myself.

6. Do you think the new system prototype is easy to use?

Yes, easy to use.

7. What are your suggestions for improving the ease of use of the new system prototype?

There are no suggestions.

8. How would you evaluate the level of design for ease of use of the new system prototype?

I think it's much simpler.

9. What about the design of the new system prototype do you think makes it easy to use?

I think it's mainly because of the many pictures that have been added. Many functions I don't need to read Chinese characters, I can know what they are by looking at the pictures directly. Then there is the Chinese system, so I can directly use Chinese to operate. The overall use is very simple, there is no difficult to understand the design. In fact, it is also because this design is similar to the previous one, I have used the previous one, so this is very easy to operate.

Section 2: Perceived Usefulness

- 1. Do you think use the new system prototype in your life make you order food faster?**

Yes, it is.

- 2. Will using the new system prototype improve your ordering performance?**

Yes, I will.

- 3. Will using the new system prototype in your life improve your performance?**

Yes, I would like to use the new system.

- 4. Will using the new system prototype improve your ordering efficiency?**

Yes.

- 5. Will using the new system prototype make it easier to do your ordering?**

Yes, it helps me make quick decisions.

- 6. Do you find the new system prototype useful in your life?**

It is useful in my life.

- 7. What are your suggestions for improving the usefulness of the new system prototype?**

No suggestions.

- 8. How would you evaluate the level of design for usefulness of the new system prototype?**

I think it's more useful than it was. It has been more convenient than what I had before and has expanded the options I had before. It will make me more willing to go with the new ordering system to purchase food.

- 9. Do you think the new system prototype is useful for the design of order functions? What design specifically does it refer to?**

The most useful part of the order function is the display of ingredients and the rating of each food. The ingredients allow me to see if the restaurant uses good ingredients and I feel more comfortable eating them. The evaluation allows me to see more information about the food, such as whether the taste is good, whether the food is dry and so on, very informative. Then there is a choice of packaging is also very user-friendly design. Because I do not like the Thai bag packaging, I prefer to use the box packaging, I do not have to pour in the bowl, you can just throw away after eating. Will provide me with great convenience.

10. Do you think the new system prototype is useful for the design of the delivery function? What design specifically does it refer to?

The delivery map is a very useful improvement. Because I am very used to using the Chinese software in China to check the progress with the delivery map, but I feel uncomfortable not being able to use the delivery map in Thailand. Now your design will be very useful to add it.

11. Do you think the new system prototype is useful for the design of the after-sales service function? What design specifically does it refer to?

The idea that your design can get customer service within the software is one that I strongly agree with. I don't like the previous platform because of its need to add employees to WeChat. I think WeChat is a private area and I don't like to add strangers. Also, your design allows to evaluate the customer service attitude, I'm really satisfied with this design.

12. Do you think the new system prototype is useful for the design of the evaluation function? What design specifically does it refer to?

The evaluation function is mainly useful to be able to evaluate food separately. Because separate evaluation means that it can provide separate reference for subsequent customers. I like to read food reviews, so I find this feature very useful. It is also useful to be able to use multiple ways to review. The ability to use video and picture reviews will provide a variety of references to the customer. Another one is the ability to rate the rider. Previously, you could only order stars, but you couldn't evaluate, but now you can evaluate.

13. What about the design of the new system prototype do you think makes you feel useful?

Some of the things mentioned earlier are very useful. Things like ingredient information, food packaging, customer reviews, and delivery maps are all very useful. And the food categories that I didn't mention earlier are also useful. Your software is classified by cuisine, which is a very useful classification method for us. It's very convenient and useful. There is also your whole software design after all the functions can be used, and each function design is very clear. This is very useful.

Interview transcript of MS. Amy

Section 1: Perceived ease of use

1. Is it easy for you to learn to operate the new system prototype?

It's easy, quite easy.

2. Is it easy to do what you want to do with the new system prototype?

It's convenient and easy.

3. Is your interaction with the new system prototype clear and easy to understand?

Yes, it's simple.

4. Do you find the interaction with the new system prototype flexible?

The operation is smooth.

5. Do you easily become proficient with the new system prototype?

Yes, I can operate on my own.

6. Do you think the new system prototype is easy to use?

Pretty simple.

7. What are your suggestions for improving the ease of use of the new system prototype?

Not at the moment, I think it's all pretty well established.

8. How would you evaluate the level of design for ease of use of the new system prototype?

Easier.

9. What about the design of the new system prototype do you think makes it easy to use?

I think it's all very simple. If I were to break it down into points it would be that the design is all very simple and easy to understand this time. I think it is so simple that anyone can use this software. Because it has Chinese, all can read it. There are also pictures, so you can look at the pictures if you don't know what the dish is. And we have all used delivery software, so this is really easy to use.

Section 2: Perceived Usefulness

1. Do you think use the new system prototype in your life make you order food faster?

Yes, quickly.

2. Will using the new system prototype improve your ordering performance?

Of course I do.

3. Will using the new system prototype in your life improve your performance?

Right.

4. Will using the new system prototype improve your ordering efficiency?

Yes, because it's more convenient.

5. Will using the new system prototype make it easier to do your ordering?

Yes, it's easier.

6. Do you find the new system prototype useful in your life?

Very useful.

7. What are your suggestions for improving the usefulness of the new system prototype?

No, it's all good.

8. How would you evaluate the level of design for usefulness of the new system prototype?

It's more useful because I find it useful for positioning.

9. Do you think the new system prototype is useful for the design of order functions? What design specifically does it refer to?

It is very useful to be able to view information about ingredients. Because I have a few vegetables that I don't like to eat. With this feature I can check the ingredients and avoid the vegetables I don't like. It helps me to order the food that suits me better. It is also very useful to see the reviews of the food when ordering. Each dish has its own individual rating.

10. Do you think the new system prototype is useful for the design of the delivery function? What design specifically does it refer to?

The addition of the delivery map is very useful. Because I can check where my food has arrived, I can rationalize my timing. I go downstairs and wait when the rider is almost there.

11. Do you think the new system prototype is useful for the design of the after-sales service function? What design specifically does it refer to?

The biggest usefulness of after-sales service is that it can be solved within the software of the platform. I am a big supporter of resolving issues within the software. This will be very convenient. I wouldn't like it if it was done any other way. And in the platform within the customer service can also check the order, etc..

12. Do you think the new system prototype is useful for the design of the evaluation function? What design specifically does it refer to?

The evaluation feature is very useful. For example, the new addition of evaluating each food. This evaluation provides a very real reference value for the customers behind. This feature is very useful compared to some software that shows a lot of system reviews. And this software is also very useful not to show the system comments. I really don't know what is the point of showing automatic system reviews.

13. What about the design of the new system prototype do you think makes you feel useful?

Many features are very useful. Displaying ingredients, choosing your own packaging, and being able to view reviews for each food item are all useful. Speaking of comments, you can comment in many ways, and you can also comment separately, all of which are designed to be very useful. I think all the features of this software are very useful. And all the functions are available. There is also the display of the delivery map, tracking progress by itself these are very useful.

Interview transcript of MS. Linda

Section 1: Perceived ease of use

1. Is it easy for you to learn to operate the new system prototype?

Very easy.

2. Is it easy to do what you want to do with the new system prototype?

Easy to operate.

3. Is your interaction with the new system prototype clear and easy to understand?

I think every function is easy to understand and every function is clear, I am very satisfied.

4. Do you find the interaction with the new system prototype flexible?

I find each function easy to understand, each function is clear and I am satisfied.

5. Do you easily become proficient with the new system prototype?

I can.

6. Do you think the new system prototype is easy to use?

It's simple.

7. What are your suggestions for improving the ease of use of the new system prototype?

No suggestions.

8. How would you evaluate the level of design for ease of use of the new system prototype?

It's easier than the previous one.

9. What about the design of the new system prototype do you think makes it easy to use?

I think the operation of this software is very simple and all the functions are directly visible. All the functions are simple and easy to understand. For example, if you want to pay after selecting a dish, the button below is to confirm the payment. All the design is very coherent. And there are many pictures in the software, no matter what it is, you can see the pictures, very simple to understand. Because the operation is very simple, I think it is very simple, and each design makes the software easy to use.

Section 2: Perceived Usefulness

1. **Do you think use the new system prototype in your life make you order food faster?**

Yes.

2. **Will using the new system prototype improve your ordering performance?**

I will.

3. **Will using the new system prototype in your life improve your performance?**

Yes.

4. **Will using the new system prototype improve your ordering efficiency?**

Sure.

5. **Will using the new system prototype make it easier to do your ordering?**

Yes.

6. **Do you find the new system prototype useful in your life?**

Useful

7. **What are your suggestions for improving the usefulness of the new system prototype?**

No suggestions for now.

8. **How would you evaluate the level of design for usefulness of the new system prototype?**

It's more useful than the previous one.

9. **Do you think the new system prototype is useful for the design of order functions? What design specifically does it refer to?**

Adding ingredient information to the order function is very useful because this function allows us to know what is put in this dish. If I eat this food without the ingredient information, I may not like it or I may be allergic or something like that, and then I will have trouble. Adding packaging options to the order function is also very useful for customers. This is because it can better meet the needs of customers. Some customers may not like to use the bag, because in Thailand many people use the bag, but some people he may be staying in a hotel or somewhere, he does not have the box or the bowl to pour it out. If we can choose to use the bag or the box, it will be more convenient for me to use and eat after I get the food. It would also be useful to add reviews of each food item to the order function. This way I can know more about the

restaurant, I can know how people think the dish is made, that is, people's comments are good or bad, his bad points and good points I can more easily know, instead of going to the store's comments to find the comments related to the dish, it is very time-consuming to go to the store reviews to find, it is very convenient to display directly under the food.

10. Do you think the new system prototype is useful for the design of the delivery function? What design specifically does it refer to?

What is useful in the delivery function is the delivery map, because before I can't view the map, I don't even know where the food is, now I can view it and I think it is very useful. I'm not in a hurry anymore. I was worried that I would miss the delivery call.

11. Do you think the new system prototype is useful for the design of the after-sales service function? What design specifically does it refer to?

The most useful thing is that the service can be performed within the software. I personally feel that the service should be provided within the software. I don't like to use phone communication because my previous calls to customer service resulted in the number not being available. This experience made me very unhappy. So I think it's most important to be able to communicate internally.

12. Do you think the new system prototype is useful for the design of the evaluation function? What design specifically does it refer to?

Evaluation function I think it is very important to be able to evaluate each food separately. This way each food can give reference suggestions to subsequent customers. Like myself I like to read the reviews of each dish. So this feature is very useful for me. Then, the possibility to review each subject is a very important improvement. I like to review the rider and the restaurant and the food separately. One more thing, the display of reviews blocking the automatic system reviews is a very useful feature.

13. What about the design of the new system prototype do you think makes you feel useful?

The first is to show the food delivery map can track the food is a very useful feature. The second is the display of ingredient information, this can effectively prevent me from ordering dishes that I do not like. Third is the classification of Chinese food

using Chinese cuisine, which is a very Chinese thinking design. The fourth is that all the functions are available, and each function can be linked to the next page which is very useful. Then there are comments, many ways to display user comments, and the way of comments is very diverse. Enough to meet the needs of many different customers.



Interview transcript of MS. Nancy

Section 1: Perceived ease of use

1. Is it easy for you to learn to operate the new system prototype?

It's easier.

2. Is it easy to do what you want to do with the new system prototype?

It's easy.

3. Is your interaction with the new system prototype clear and easy to understand?

It's relatively simple.

4. Do you find the interaction with the new system prototype flexible?

Very smooth.

5. Do you easily become proficient with the new system prototype?

Yes.

6. Do you think the new system prototype is easy to use?

All of them are better to operate.

7. What are your suggestions for improving the ease of use of the new system prototype?

There is no place to improve, it is easier to operate now.

8. How would you evaluate the level of design for ease of use of the new system prototype?

It works better than the original.

9. What about the design of the new system prototype do you think makes it easy to use?

I think it's because of the addition of many pictures. And the design of this software is also really logical. Because I am not good at Thai, I find it very troublesome to use both Thai and English. But this software can use the Chinese version directly and its design logic is all in line with the Chinese thinking, all are very simple. There are also many pictures that I like. I don't even have to read the words because there are so many pictures.

Section 2: Perceived Usefulness

- 1. Do you think use the new system prototype in your life make you order food faster?**

Yes.

- 2. Will using the new system prototype improve your ordering performance?**

Willingly, the new system is simpler.

- 3. Will using the new system prototype in your life improve your performance?**

Yes.

- 4. Will using the new system prototype improve your ordering efficiency?**

Yes, it was smoother.

- 5. Will using the new system prototype make it easier to do your ordering?**

Yes, it's easier.

- 6. Do you find the new system prototype useful in your life?**

Yes.

- 7. What are your suggestions for improving the usefulness of the new system prototype?**

There are no suggestions at the moment. The new system is relatively simple and clear in all procedures.

- 8. How would you evaluate the level of design for usefulness of the new system prototype?**

It's more useful than the original one.

- 9. Do you think the new system prototype is useful for the design of order functions? What design specifically does it refer to?**

The first one must be because of the addition of the ingredient information of the food, because this is so important. With ingredient information you can avoid a lot of situations, such as buying a meal with ingredients I don't like or food that causes me allergies or something like that. The ingredient information is really important. The second thing I think is because I can choose the packaging, because sometimes I want to eat out with my friends, order delivery to find that the packaging are bags, some even no cutlery, we simply can not eat, and when we take the meal home and then eat it is no longer edible, the taste is not good. So I think it's really important to choose the

packaging. Then, the next one should be that each food adds its own comments, and I love to read the comments when I buy something. If I can see the reviews directly, I don't need to go through them one by one, it's very convenient and saves my time, this is very useful for me.

10. Do you think the new system prototype is useful for the design of the delivery function? What design specifically does it refer to?

I think the main reason is that you can track orders in this delivery. Because I like to check the progress of the order, I check it every minute or two to see if the rider has picked up the food, and then to see where the rider is, and if I want to go out and pick up the food now. All in all I like to check the progress of my order. But a lot of Thai software doesn't allow me to check it, and I really don't like it. I think this software of yours is just fine.

11. Do you think the new system prototype is useful for the design of the after-sales service function? What design specifically does it refer to?

After-sales service I think the most important thing is to be able to contact within the software. I don't want to use my personal WeChat to add strangers, I think things that can be solved within the software should be within the software, my WeChat has other uses and should not be used to solve problems. And my WeChat is a very private account, I add strangers I would be very uncomfortable. Then after the service you can also evaluate the attitude, this is also very useful.

12. Do you think the new system prototype is useful for the design of the evaluation function? What design specifically does it refer to?

The most important feature of the reviews is that you can review the food separately, and each review can also review the merchant, the rider and the food separately. This design is very useful, sometimes it is not the merchant's problem but because there is no way to separate the reviews I can only review in the merchant, now you can separate the reviews is very good. Another very useful point is that this does not show the system automatic reviews, I really think that kind of reviews do not need to show.

13. What about the design of the new system prototype do you think makes you feel useful?

First is the review, you can review the food separately, and you can also review the merchant and rider separately. Then there is the delivery map, which is really important, I need this feature so much. There is also a food information, this can check the information of ingredients, this function can avoid a lot of trouble, this function is very necessary. Also, the selection of packaging, food classification by cuisine, are very useful. There is one more, all the functions are designed to be suitable, point each function key can be used.



Interview transcript of MS. Ada

Section 1: Perceived ease of use

1. Is it easy for you to learn to operate the new system prototype?

Easy.

2. Is it easy to do what you want to do with the new system prototype?

There are some troubles. At the beginning, I think this aspect needs to be improved because there are many things to fill in and some necessary contents are missing from the interface and need to be repeatedly operated.

3. Is your interaction with the new system prototype clear and easy to understand?

This aspect is simple and easy to understand, but I would suggest adding more payment methods.

4. Do you find the interaction with the new system prototype flexible?

For the most part, the operation is relatively smooth. I think there may be some system lag when placing a large number of orders or when looking at many stores at the same time and placing orders at the same time.

5. Do you easily become proficient with the new system prototype?

I can operate completely on my own.

6. Do you think the new system prototype is easy to use?

I think the new system is relatively easy to use and understand, and it has many selection pages and fast order placement, which I am satisfied with in this aspect.

7. What are your suggestions for improving the ease of use of the new system prototype?

I suggest adding more payment methods on the home page or payment page.

8. How would you evaluate the level of design for ease of use of the new system prototype?

At the operational level I think it is comparable, but in terms of content and completeness, this one is better.

9. What about the design of the new system prototype do you think makes it easy to use?

I think it's because the design of this software is very much in line with the Chinese mindset. Because many Thai software is very suitable for Thai people to use,

but Chinese people may not feel convenient when using it. Now this new software is very suitable for Chinese people's habits, so I think it is very easy to use. The software is also multilingual, so all people can choose their preferred language, which also makes the software easier. The design, layout, and use of images are all in line with the operating habits of the software, so it makes me feel very simple.

Section 2: Perceived Usefulness

1. Do you think use the new system prototype in your life make you order food faster?

It helps me to place orders quickly and save a lot of time when I am using the new system.

2. Will using the new system prototype improve your ordering performance?

Certainly willing to use the new system to place orders. If there are more offers, I will do a friend-to-friend promotion.

3. Will using the new system prototype in your life improve your performance?

I am certainly willing to use the new system to place more orders if it is smooth.

4. Will using the new system prototype improve your ordering efficiency?

I don't think the order time depends on whether I'm using the new system or not, because the time chosen is the same for any system.

5. Will using the new system prototype make it easier to do your ordering?

I think it is easier in this aspect because I can quickly see the ingredients and ingredients of the selected food in the order screen as well as more diversified choices, so I think it is possible in this aspect.

6. Do you find the new system prototype useful in your life?

In my life, the new system is useful, I can order the food I like, and I am willing to use it many times.

7. What are your suggestions for improving the usefulness of the new system prototype?

As for how the new system can be more useful, I think more offers should be added, as well as an interesting interface that can generate more interest in placing orders.

8. How would you evaluate the level of design for usefulness of the new system prototype?

In my opinion, the new system definitely serves an optimized as well as useful purpose than the previous one, so I think it is more useful for me.

9. Do you think the new system prototype is useful for the design of order functions? What design specifically does it refer to?

I find it very useful to add information about ingredients. I don't know if I can eat the ingredients because I am allergic to many foods. So I usually buy things without ingredient information I need to call the merchant to consult, it is very troublesome, now this problem is perfectly solved. It is also useful to choose the packaging you want. Thai people like to use bags for food, but I prefer to use boxes, sometimes I want to change the packaging is not a choice. Now I can choose the packaging and I'm happy with it. Another thing is that it is really useful to add reviews of each food, because before there was none, I had to go to the store's reviews to read them, and it took a long time to find the reviews of the food, and I was really dissatisfied. But now you can see the food reviews under the food and it's very useful. I like to refer to people's suggestions when I order food, and I will buy it to try when there are reviews that say it's good.

10. Do you think the new system prototype is useful for the design of the delivery function? What design specifically does it refer to?

The delivery map is really useful. The most important feature of this feature is the delivery map because I like to check where my food is and then I can schedule a time to go downstairs and pick it up. Before, there was no delivery map, and sometimes the rider didn't call, so I didn't know when the food would arrive, so I had to wait downstairs all the time and couldn't do anything, which was a waste of time.

11. Do you think the new system prototype is useful for the design of the after-sales service function? What design specifically does it refer to?

I think the most useful thing is to be able to evaluate the attitude of the after-sales service. Because I have used the after-sales service before, the attitude is very bad. But I have no place to complain or deal with it. Now this will help the platform to manage the attitude of the service staff. And then add in-software comments are also

very useful, because this can be directly associated with the order, the previous also have to screenshot to him to see, very troublesome.

12. Do you think the new system prototype is useful for the design of the evaluation function? What design specifically does it refer to?

I think it's because of the addition of evaluating each food. The previous version did not allow separate comments, so I could only comment together on whether it was good or not. But now I can say this is good and that is not good, and it won't affect all the food. And now I can also add video reviews, so I can show what I said was not good or bad, and the merchant can make improvements. I think this is good because the previous system reviews were too much and I think they shouldn't be displayed at all, it's a waste of time and has no value. In addition, now you can also separate the comments food merchants and riders, this will be very useful. Because sometimes there are problems with rider delivery, I have no place to show the problem can only write in the merchant's comments, this is actually very unwarranted, now separate comments will not appear in such a situation.

13. What about the design of the new system prototype do you think makes you feel useful?

First of all, the evaluation, increase the evaluation of each food, increase the evaluation of the rider, increase the way of evaluation and do not show the system evaluation. Then there is the delivery map which is very useful. There is also increased information about the ingredients, and you can choose your own packaging. In addition, all the functions of this software are available, which is a very important point. And the new software also has a classification according to Chinese cuisine, which is a very useful design and much better than the original classification.

Interview transcript of MS. Carol

Section 1: Perceived ease of use

1. Is it easy for you to learn to operate the new system prototype?

I think it's very easy.

2. Is it easy to do what you want to do with the new system prototype?

I think the steps of the operation are easy.

3. Is your interaction with the new system prototype clear and easy to understand?

The digital prototype is designed to be easy to understand and very clear.

4. Do you find the interaction with the new system prototype flexible?

The operation is quite smooth and feels much more comfortable than the previous one.

5. Do you easily become proficient with the new system prototype?

I can operate it myself.

6. Do you think the new system prototype is easy to use?

It is easy.

7. What are your suggestions for improving the ease of use of the new system prototype?

It's still pretty easy to use, not complicated. I would recommend keeping the language diversity, because I think if a Thai person can't read Chinese or English using the system, they can use Thai to operate. Another thing is to keep the payment methods diverse. This will make it more convenient for users to use.

8. How would you evaluate the level of design for ease of use of the new system prototype?

I think it's simpler, and it's more functional than before.

9. What about the design of the new system prototype do you think makes it easy to use?

The first thing is that your page layout is well designed and easy to use. Because it's all very clear and then, the fonts and everything are very good and there are no strange fonts used. Moreover, there are a lot of pictures, so I can easily know what they are. The function design is also very simple, I look at this function button I can clearly know click this I can order and then I click to another, I know I can go to see my order,

even to see if the rider has picked up the foods and then to which place these designs are very simple and easy to use. Also, I've used a lot of other food delivery software before, because the previous software was actually similar to the current one in many ways. But now your software will add a lot more features, which is easier for consumers or me to use that make faster and more convenient. There are also many language versions of your software that help me to use it more easily. I don't speak Thai very well, so, if I look at the menu in Thai only, I have a lot of trouble. I have to translate it myself with the translation software. But if your software has three languages directly, I can use Chinese or English. And this time the people who use this software, he may not necessarily be Chinese, he has some Thai people will also like to eat, so they can choose Thai. And if there are some people who use English, he can use this software, he can choose English again, this way is the customer's experience of using the body will be better, and is not limited to only for Chinese people.

Section 2: Perceived Usefulness

1. Do you think use the new system prototype in your life make you order food faster?

It can be.

2. Will using the new system prototype improve your ordering performance?

I would like to. Because he ingredients side I was able to understand more clearly, and it was more helpful and convenient for personalization of the order.

3. Will using the new system prototype in your life improve your performance?

Yes.

4. Will using the new system prototype improve your ordering efficiency?

It will, because it allows me to complete my order faster in one interface. I don't have to go down and cross out what I need and find it myself.

5. Will using the new system prototype make it easier to do your ordering?

Yes.

6. Do you find the new system prototype useful in your life?

It is useful.

7. What are your suggestions for improving the usefulness of the new system prototype?

I'll think about it for a moment. Nothing else comes to mind at the moment.

8. How would you evaluate the level of design for usefulness of the new system prototype?

It's more useful than it was, because it's still much better. It's a little more comfortable.

9. Do you think the new system prototype is useful for the design of order functions? What design specifically does it refer to?

Displaying ingredients can prevent food allergies and help customers choose the foods they like. Offering food packaging options facilitates different situations to place an order, in the room it could be wrapped in a bag because there are bowls at home, in the hotel it is better to use a box. Adding comments for each food can help me make faster food choices.

10. Do you think the new system prototype is useful for the design of the delivery function? What design specifically does it refer to?

A very useful feature in the delivery function is the addition of the delivery map. Personally, I always tap on the delivery map to see if the rider has picked up the meal and then if the delivery has started and where it has gone. This makes it easy for me to know the progress of the delivery. I can be ready to pick up my food and so on, without the map there could be a situation where I just happen to be busy when the rider suddenly arrives to deliver my food, which will affect my schedule and interrupt what I'm doing.

11. Do you think the new system prototype is useful for the design of the after-sales service function? What design specifically does it refer to?

The most useful feature in the after-sales function is the increase of communication methods and the ability to evaluate customer service after communication. Because for me is that I do not want to add those WeChat communication, phone barely acceptable, because I think WeChat are more personal, and then after adding those WeChat I will feel unhappy. If I can solve the problem directly in this software is the best choice for me. After solving the matter can be

evaluated on the customer will also discipline the attitude of customer service, to help them improve their service attitude, I think this is a very good design.

12. Do you think the new system prototype is useful for the design of the evaluation function? What design specifically does it refer to?

I think it's useful to add a way of evaluation in the evaluation function, so that I can have a more comprehensive and multifaceted understanding of the merchant, his food or service side, I really like to see the video evaluation, because some pictures can be beautified, the video will be more accurate and very useful for me. Another good design in the evaluation function is to increase the objects of evaluation, which are the merchant, foods and riders. Because this way I can immediately evaluate the dish or the service of the rider in this section. Sometimes the dish may be very good, but the rider's delivery to me affects my experience, but if I can only evaluate it together, it may affect the merchant, but if I can separate it, then I can take that out and say that if I am not satisfied with the rider, I will only rate the rider separately and then if the dish is very good, I will rate the food separately and I can give it a high rating. The design of the rating display is useful, for me, I really like your design to display the user's comments instead of the automatic system comments, because the automatic system comments are very meaningless and waste my time.

13. What about the design of the new system prototype do you think makes you feel useful?

What I find most useful is the design regarding customer reviews. With reviews, I can express my suggestions or opinions or whatever about the dish. And by reading the comments, I can also understand more about whether the dish is safe, delicious and healthy. I think this design is very useful. Then, it is very useful to add information about the food. This way I can understand the dish better and I can also know whether the merchant in the preparation of the dish with the intention and what ingredients in the dish, I will be more comfortable when I eat, more assured. Then, I think it is very useful and necessary in terms of the design of the functions. Because you add these new features for consumers compared to the previous really is a lot more useful, including each dish has its own evaluation and then the comments are also very many forms. Then all the functions can be used is very good. Also, it is very useful to be able to view the delivery map during delivery time. Because after adding the map I can know more about

where my delivery is now and then it makes me look forward to it more, otherwise I don't know the progress of the food delivery, I will always be very anxious and so on. With the food map I can manage my time and be ready to receive the food. Also, I like the design of the food packaging, I think it is very useful because for me, I can choose the packaging to meet my needs when I order food on different occasions. For example, when I am at home, I can choose the bag, but I can choose the box when I am outside or other places, so that the choice becomes more. It's also important for everyone who orders food to see if the food is fresh through food reviews, because it's probably safer if it's fresh. It's also very useful to see how well the food is categorized. If you classify the food itself, then I can see that if I want to eat this dish today, I can see that it's the merchant of the dish, so I can choose faster and get the food I want.





เรียนรู้เพื่อรับใช้สังคม

หนังสือยินยอมการเผยแพร่ผลงานวิจัย

Consent form for research dissemination

เขียนที่ place of writing Thailand

วันที่ Date 09/05/2023

ข้าพเจ้า นาย/นาง/นางสาว 学生姓名 JIE FU รหัสนักศึกษา 学号 646143-824

ระดับ 学位 ปริญญาโท 硕士 ปริญญาเอก 博士

หลักสูตร 课程 Master of business administration สาขาวิชา 专业 Digital Business

คณะ 学院 Business Administration Email 电子邮件: jacquelinejing61@gmail.com

ชื่อเรื่อง (คุณวุฒิพนธ์/วิทยานิพนธ์/การศึกษาอิสระ 申请检查学位论文/毕业论文/选修)

(ชื่อภาษาไทย) (泰文名称).....

(ชื่อภาษาอังกฤษ) (英文名称) THE DEVELOPMENT OF USEFULNESS AND EASE OF USE OF FOOD DELIVERY PLATFORM: A CASE OF CHINESE FOOD PLATFORM IN THAILAND

อนุญาต ให้ศูนย์บรรณสารสนเทศ มหาวิทยาลัยหัวเฉียวเฉลิมพระเกียรติ
เผยแพร่งานวิจัยของข้าพเจ้า

สู่สาธารณะ เพื่อเป็นผลงานทางวิชาการ ผ่านระบบฐานข้อมูลงานวิจัย ThaiLIS

Allow Library and Information Centre of Huachiew Chalermprakiet University to disseminate my research through the library's systems.

ไม่อนุญาต Not allow

ลงชื่อ..... FuJIE..... ผู้วิจัย

Researcher

(JIE FU)

9 May 2023