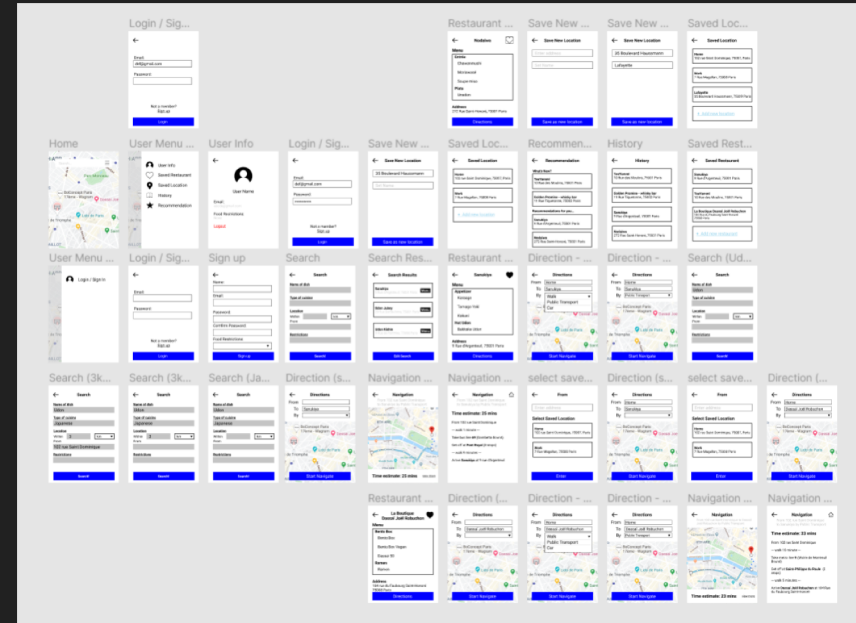


FoodMap

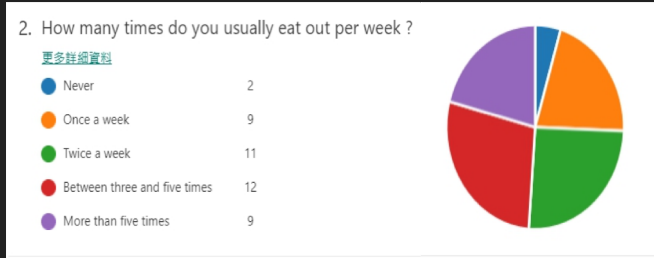
Danielle Gassackys, Rosie Liu

Introduction

- Foodie craving for a very specific dish
 - THE type of cuisine \neq having THE dish
 - Menus not available online
 - Forced to take a guess
 - Similar dishes with different names
- Tourists in a new city...
 - Simply looking for recommendations, *specific* ones



Data Gathering & Analysis



$41/43 \approx 95\%$ of our participants indicate that they eat out at least once a week.

On a scale of one to seven, $5.15 / 7 \approx 74\%$ of the time people look for a restaurant that serves a specific dish.

While selecting a restaurant, $32 / 41 \approx 78\%$ of our participants will use the internet

➔ there **IS** a market for our app

Data Gathering & Analysis

30 / 41 \approx **73%** of our participants gets frustrated if the menu is not accessible before going to a restaurant

On a scale of one to five, price affect our participants' decision by approximately 2.58 / 5 \approx **52%**

28 / 41 \approx **68%** of our participants find knowing about diet restriction important

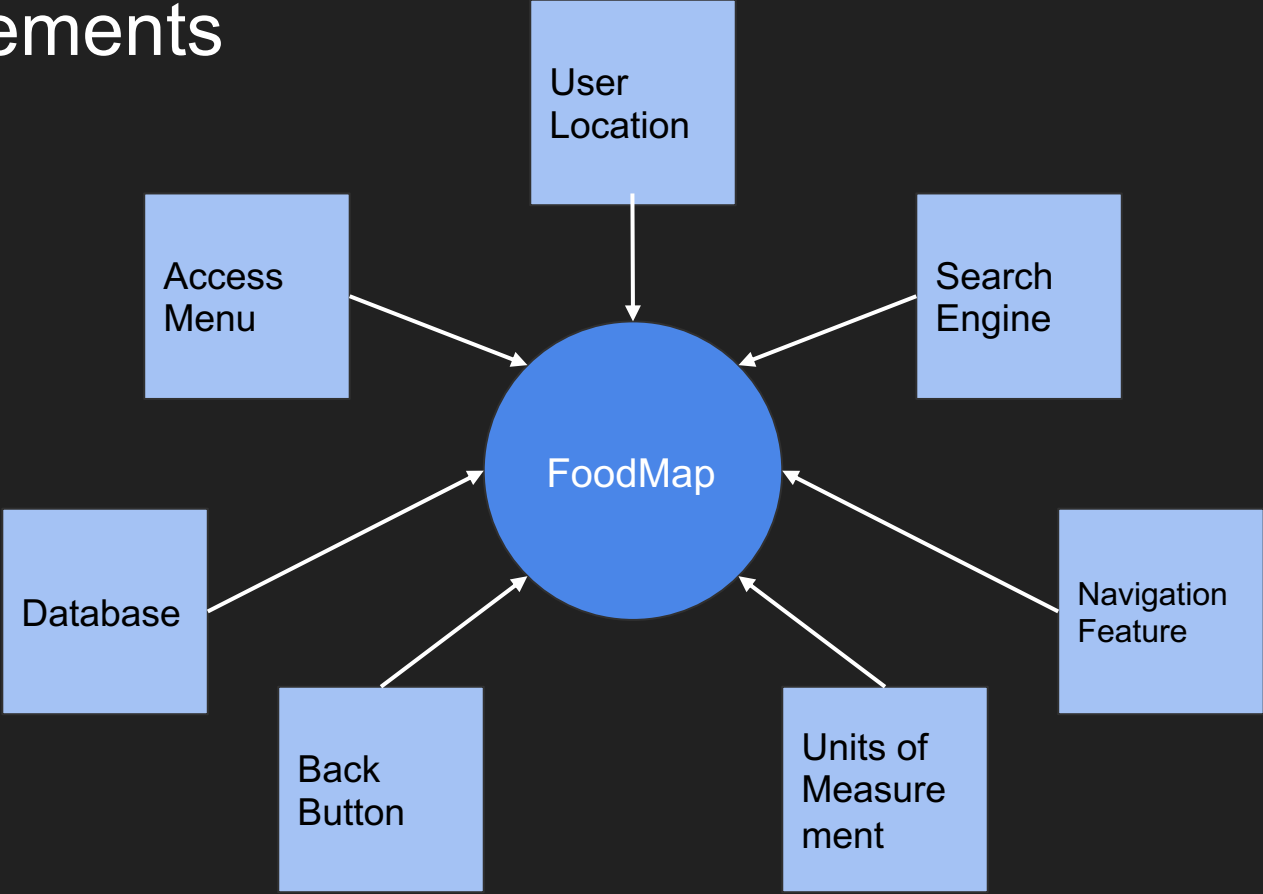
→ while designing, we prioritize **menu > food restriction > price**

What we missed during data gathering...

- We should have create two different questionnaires for local foodies and tourists as we are now unable to differentiate the two types of participants.
- Asked our questions in the wrong way
- Lack of variety in participants



Requirements



Prototype

<http://bit.ly/2NMv3OM>

Evaluation and Results

10 participants tested our high fidelity prototype. They had to screen record their devices while performing some scenarios on the prototype.

Results:

- 10 out of 10 completed all the tasks
- All the participants were able to do so within 1 minute
- 10 out of 10 found the external consistency respected
- 5 found the design pleasing while 5 found it too strict
- 7 said they would both use and recommend it in real life

What went wrong during our usability test...

- The process was not SUPER efficient...
- A recurrent minor bug with the user profile
- Sample was maybe not random enough
 - More females than males
 - Too young (18 - 29 yrs old)

-> Causing us to get really similar results among our ten participants



Conclusion -> Future

- Google Maps has a similar function, but...
 - Incomplete
 - Not as specific
 - Not as personalized / customized (locational based)
- Conclusion: Collaborate with Google Maps
 - Navigation System, database...
 - Only have to focus on collecting menus, identify specific dishes, and making better recommendation
 - Like Uber JUMP, perhaps...

