**Human Computer Interaction**

Group Assignment 2 (Report)

**Restaurant Ranking Application**

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**Problem Domain:** Working to promote local restaurants and food chains.

**Initial POV:** Restaurants want an app so they can get more customers and customers want an app to rate food, get good suggestions as to where to dine out and also to have home delivery of good local food.

New Interviews: Following are the interviews we conducted;

**Adil Rafique- customer:**



We found out that he is very fond of dining out and prefers local food over branded food. He never used a mobile app for food but was willing to have one if it provides environment and hygienic details of restaurant along with food items list. He was very much interested in our idea.

**Ali Abduallah- customer :**



He likes eating out and usually goes out with friends and family. To him, quality of food and price matters much. He is already using FoodPanda and EatOye but thinks that he needs an app which will promote local food and so he is willing to have such app in his phone.

**Owner of Bismillah Restaurant- Provider:**

His restaurant serves fast food as well as desi food. According to him, his restaurant was going good and he did not want to have an identity over social media because he thinks that is a waste of time. He wants to grow his business but he needs more information about what we are planning to do.

**Sumbal Maqbool- customer:**

She goes less out and prefers junk food over desi food. To her, environment matters a lot and he would like to go to a restaurant that is rated good. She would like to have a platform where she would get a list of local and branded food chains with their list of food they offer, price and rating.

**POV1:**

Customer needs feedbacks from the people who’ve already tasted food of a particular chain so he knows if it’s worth spending money or not.

**HMW:**

1. How might we get feedbacks from people having food at a particular food chain?
2. How might we assure the people that giving reviews is beneficial?
3. How might we help food chains with reviews?
4. How might we make giving reviews attractive so we get more reviews?
5. How might we convince food chains that getting reviews is good and they can improve their services?
6. How might we make sure that reviews are not biased?
7. How might we make sure that services are according to reviews?
8. How might we insist customers to join a platform and be active on it?
9. How might we insist food chains to cooperate with us to make an app for it?
10. How might we get reviews on social media and web apart from app?

**POV 2:**

Customer needs more a platform that will give him price list along with items so he can decide what to eat looking at his budget and will give him discount offers on his frequent use of that platform.

**HMW:**

1. How might we convince food chains to allow us to share their item list on a platform?
2. How might we get list of food items with prices from food chains?
3. How might we introduce discount offers for users?
4. How might we make sure that the prices mentioned are true according to time?
5. How might we help user know about prices, environment, items offered and discounts at the same time?
6. How might we make sure that food chains agree with us on giving discounts?
7. How might we make sure that services are good to please a customer?
8. How might we insist customers to join a platform and be active on it to get discounts?
9. How might we insist food chains that giving discounts can boost up their repute?
10. How might we get traffic on our platform?

**POV 3:**

Owner of Bismillah Foods needs a platform that will be in his native language so that he will face no hardship in using it .and easily get order using that platform.

**HMW:**

1. How might we help user to believe technology is essential to be in race of food chains?
2. How might we help user to use technology for his business?
3. How might we introduce easy methods for user to boost up his business?
4. How might we make user believe that technology be beneficial for his business?
5. How might we make a platform in user’s native language so he can be active on it?
6. How might we make user believe that having an identity on social media will not harm but will bring good?
7. How might we help user to learn using such platforms so he can benefit soon?
8. How might we design a platform that would be easy to use for different people?
9. How might we make users learn to use the recent platforms with ease?
10. How might we make sure from time to time that user is making success in learning the same platform and is having no issue?

**3 best HMW**

**Pov1:** How might we insist customers to join a platform and be active on it?

**Solutions:**

1. On joining our platform they can order free food first time so that more people install our app and familiar with our platform .
2. They can have free food if 10 more user install our app by using their invitation code
3. We can make short videos (adds)
4. We can popping up notification to our current customers that share your experience on social media
5. We can run paid adds on social media platform to target the audience

**Pov2:** How might we convince food chains to allow us to share their item list on a platform?

**Solutions:**

1. We will ensure them that this will boost their sale and they will have more customers
2. We will show them that their competitors are already on our platform
3. You will get more permanent customers because many people can not visit your shop on daily basis but we are giving them home delivery
4. By joining our platform many people can have access to your shop
5. We will realize them the importance of internet/social media marketing.
6. We will tell them that now people are comfortable in order online.

**Pov3 :** How might we make sure from time to time that user is making success in learning the same platform and is having no issue?

**Solutions :**

1. We will have option of feed back
2. User can suggest new feature they want or existing features they like/dislike
3. We will have a check that how many happy customer we have by adding rating and reviews feature .
4. We will have a check that how many increase in orders per month
5. We will make sure that our app is user friendly .
6. It probably have Urdu version too.
7. We will also get feedback when deliver the order.

**Best Solution:**

S1: On joining our platform they can order free food first time so that more people install our app and familiar with our platform .

S2: By joining our platform many people can have access to your shop

S3 : Feature of Feed back and review

**Prototypes1:**

Sign up : [abc@gmail.com](mailto:abc@gmail.com)

User name : ABCD

Password: 123456

Pop up message:You can order free food of 100 Rs for the first time

1. Explain the assumptions you were making with each prototype.

People will attract to our app to get their first food free

1. How did you make the prototype? (include images)
2. How did you test the prototype? (include images)

We tell our feature to some people and they like our idea.

1. What worked? What didn’t? What did you learn?

People were happy to get the first food free by just install our app.

But we are thinking that it will be very difficult for us in start to handle first free orders we have to addict them so that they can start ordering from our app.

1. Was the assumption valid? Why or why not? Any new assumptions that emerged?

People were happy to install our app to get first time free food .We decide that we will give free food (different incentive )to the limited customers per month .Depending upon the type of response we get

S2: By joining our platform many people can have access to your shop.

**Prototype2:**

|  |  |
| --- | --- |
| Shop 1:  Reviews : 4.5(15)  Buyers: 20 | Shop 2:  Reviews : 3.2(25)  Buyers: 30 |

|  |  |
| --- | --- |
| Shop 3:  Reviews : 4.7(55)  Buyers: 70 | Shop 4:  Reviews : 4.3(25)  Buyers: 50 |

1. Explain the assumptions you were making with each prototype.

Restaurant owners will love to join on our platform when they will see their competitor are already joined our platform.

1. How did you make the prototype? (include images)

We first used

1. How did you test the prototype? (include images)

We show them our prototype share our idea the big brands were already have their own app so it was really difficult for us to convince them that what benefits they can from our app

1. What worked? What didn’t? What did you learn?

Because our prototype was not in detailed so in start of the conversation they did not took us seriously but when we tell them our idea in detail they love to join us.

1. Was the assumption valid? Why or why not? Any new assumptions that emerged?

They want to join us if it really increase their customers .

**Prototype3:**

S3: Feature of Feed back and review

Review our app : 4.5/5

Feed back : -------------------------------

1. Explain the assumptions you were making with each prototype.

People will give feedback after using our app and we use this data to improve our app.

1. How did you make the prototype? (include images)
2. How did you test the prototype? (include images)

By showing them prototype .We ask different people that will they give feedback if such app exist

1. What worked? What didn’t? What did you learn?

Most of the people were happy to give feed back

1. Was the assumption valid? Why or why not? Any new assumptions that emerged?

Yes people love to give feed back and review .