**Spring 2024 CISC 3650 Group Project Website**

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1. **Need Finding**
2. **Persona and Scenarios**

Personas and Scenarios

Target user base: Brooklyn College Students

User attributes:

1) Gender: All

2) Age: 18+ years

3) Level of experience: N/A

4) Interests/Goals: Dietary and financial considerations

Three demographic groups:

1) Price sensitive users:

Sample Name: Cameron Cost

Goal: To find the lowest cost offers.

Scenario: It is around lunchtime, and Cameron opens up their wallet and finds only a 10-dollar bill. They want to find places that will give them the most value for their money while also being within their price range.

- Emphasis on establishments that frequently offer deals/discounts.

2) Distance/Time concerned users:

Sample Name: Tony Time

Goal: To find the closest restaurants.

Scenario: Tony was attending office hours with a professor and now only has 20 minutes to get and eat their lunch before their next class. They want to find a restaurant close by to get their lunch at.

- Concerned with travel time to and from the establishment, including wait/preparation time at the restaurant.

3) Dietary restricted/ingredient concerned users:

Sample Name: Daniel Diet

Goal: To find restaurants that align with dietary choices/restrictions.

Scenario: Daniel is picky about their food, and they want to explore some vegetarian options but are unsure about which restaurants nearby offer them.

- Concerned with ingredients due to health-related concerns (allergies and intolerances), and self-imposed dietary choices.

1. **Storyboard Lab and Prototype**

Design Process: The website is intended for Brooklyn College students to discover or narrow down restaurant options based on some user-defined criteria. These criteria include sorting by pricing, the location’s distance from campus, and food options based on dietary considerations and restrictions. This is an important project as most students are around or on campus during common afternoon hours, and they will likely be interested in food options nearby that match their preferences.

Storyboard:

A group of drawings on paper

Description automatically generated

Wireframe 1:

A screenshot of a computer

Description automatically generated

A screenshot of a menu

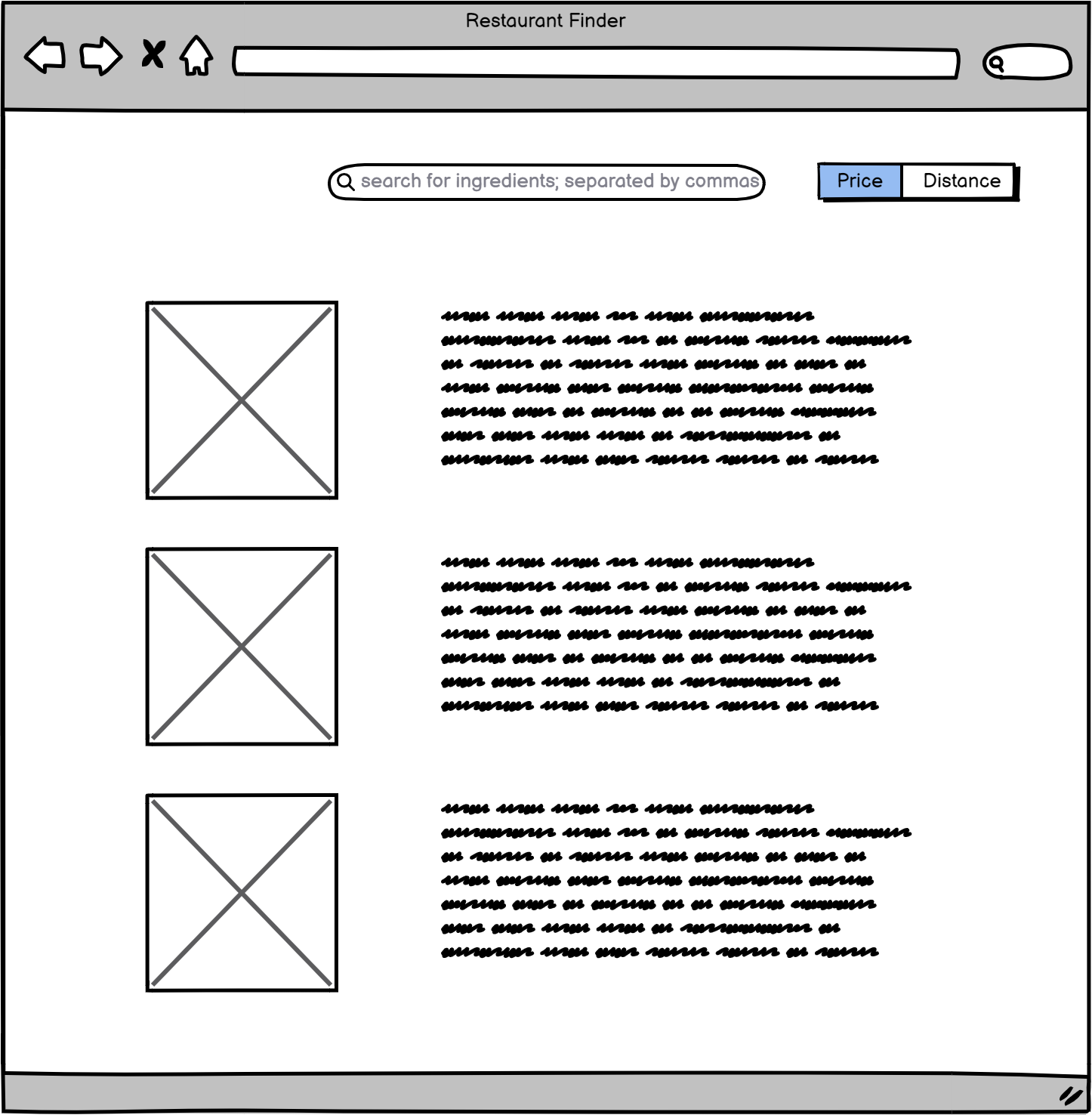
Description automatically generated

A screenshot of a menu

Description automatically generatedA screenshot of a computer

Description automatically generated

Wireframe 2:



Wireframe 3:

Wireframe 4:

Wireframe 5:

Wireframe 6:

Discussion:

For the webpage, the available filter options were discussed as they will primarily affect the result of the application. We mutually agreed that some of the most important options in filtering suitable restaurants would be price, distance, and dietary restrictions. All are important options to be considered as they can be considered hard restrictions (affordability, time to travel/receive an order, as well as restrictions such as allergies). The available options for these categories should be constrained within reasonable limits and should be simple to understand and interact with. With this design style in mind, the option selectors and results would ideally be displayed on the same page to enhance the user experience, with the results being displayed concisely. This may include features such as relevant pictures, a brief description, and a clear and simple display of pertinent information such as the address.

Prototype:

1. **A brief description of what each member contributed.**

Danny = Persona and Scenario Lab,

Paul = Persona and Scenario Lab, 2 Wireframes, drew the Storyboard,

1. **Sources**