Needfinding

Goal/Big Idea:

To develop an application that will help Brooklyn College students to search for nearby restaurants that meet their desired criteria.

Core demographic / ‘Types’ of individuals:

Brooklyn College students, faculty, and other individuals close to the area.

No particular gender, age, role, or major. Individuals are expected to be located around the Brooklyn College campus and have some level of experience with technology to navigate webpages.

Plan for contextual inquiry:

Where: Brooklyn College Campus.  
When: Near common hours where most individuals are around campus and would be interested in finding suitable restaurants.  
How: Conduct a brief interview with willing participants.

Contextual inquiry observations:

Users identified – Three males, currently Brooklyn College students, during common hours seated outside. Users were asked ‘what they are getting for lunch’, followed by asking for a response on why they chose any particular choice. Afterwards, they are prompted to provide their opinion on other factors they may not have mentioned, such as cost, distance, food type, speed, and allergies.

Contextual inquiry was primarily conducted using a verbal interview process. Questions asked generally involved asking what the individual(s) would get for lunch, why they picked that choice (if provided), and what are their considerations when picking a place. If the individuals do not mention it themselves, they are prompted to provide their opinion on cost, distance, and dietary restrictions when choosing a restaurant. Findings include a majority of individuals are mostly concerned with restaurant price and distance from campus as their major decider. One individual raised concerns about common allergens and dietary restrictions, such as lactose intolerance.

Plan:

Three primary types of users were identified during contextual inquiry: cost concerned, distance concerned, and dietary concerned users. There may be some overlap between these users as each category is not exclusive to the others. Therefore, a website designed with the user’s concerns in mind should ideally offer customizable choices for restaurant pricing, distance from campus, and allow users to filter results based on dietary preferences or restrictions such as food allergies.