CSC 642 HCI Summer 2019

Focus Group Report

Foodie
Looking for food around your area that align with your way of living?
Look no further!
Healthy Living is just clicks away!
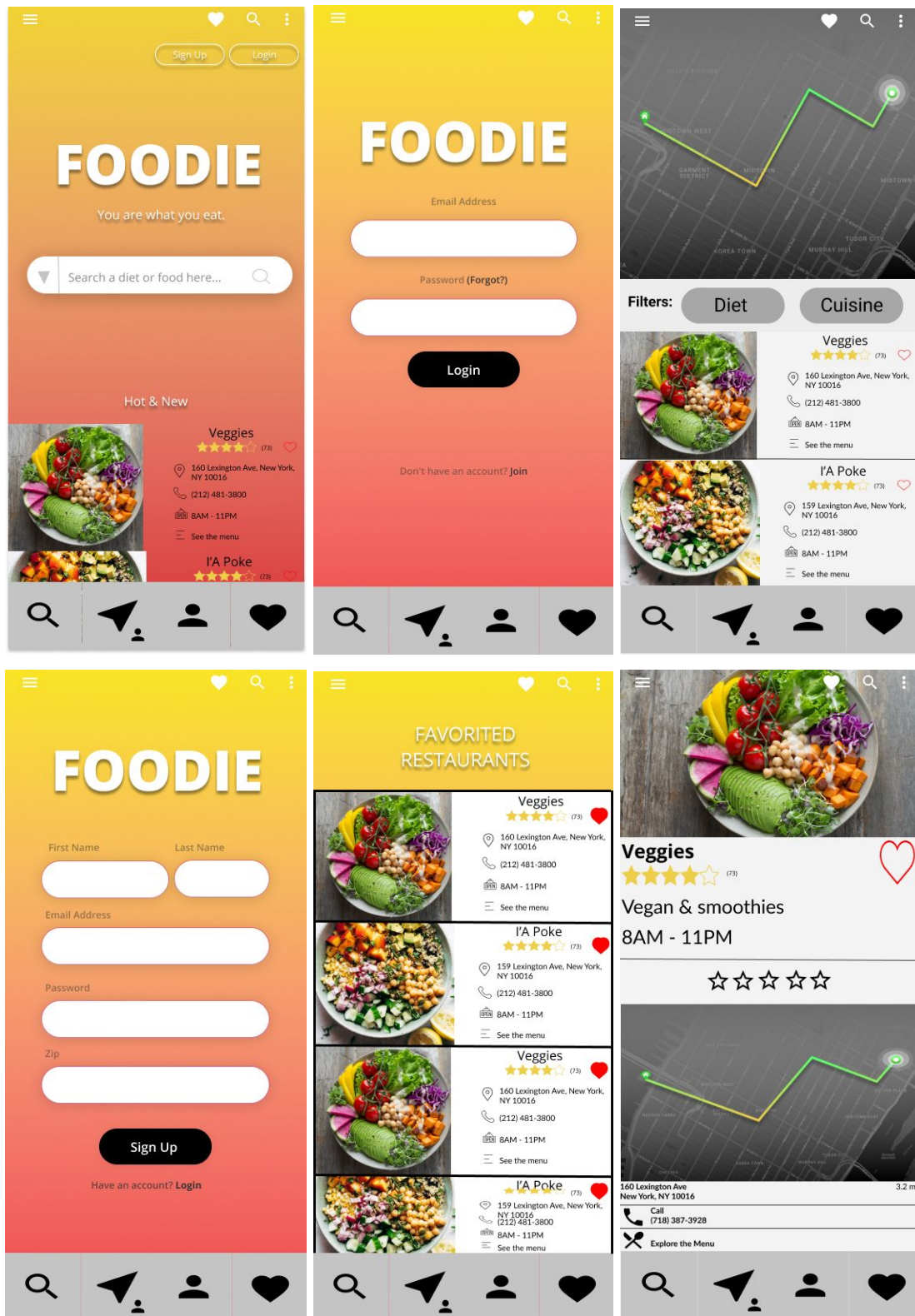
Team #10

Team members:
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Submission Date: 08/03/19

Prototype shown at the focus group meeting:

Screen 1

John Doe
New York, CA

Set your diet plan

Days	Diet	Cuisine
Mon	Diet ▼	Cuisine ▼
Tues	Diet ▼	Cuisine ▼
Wed	Diet ▼	Cuisine ▼
Thurs	Diet ▼	Cuisine ▼
Fri	Diet ▼	Cuisine ▼
Sat	Diet ▼	Cuisine ▼
Sun	Diet ▼	Cuisine ▼

Screen 2

Sign Up   Login

Restaurant Owners?

FOODIE

You are what you eat.

Search a diet or food here...

Hot & New

Veggies
★★★★☆ (73)
160 Lexington Ave, New York, NY 10016
(212) 481-3800
8AM - 11PM
See the menu

I'A Poke
★★★★☆ (73)
159 Lexington Ave, New York, NY 10016

Screen 3

RESTAURANT OWNERS REGISTRATION

Full Name

Email Address

Password

Address/Zip Code

Restaurant Name

REGISTER

Have an account? **Login**

Screen 4

FOODIE

RESTAURANT OWNERS LOGIN

Email Address

Password (Forgot?)

Login

Don't have an account? **Join**

Screen 5

Restaurant Name

Insert Restaurant Pictures

Chose File

Set Restaurant Informations:

Diet ▼

Cuisine ▼

▼

▼

<div align="center">**Focus group report:**</div>

<u>Focus Group Reviewers:</u>

Group 9 - Hale Ramsey, Harsheem, T

<u>Setting:</u>

Setting was located on the 2nd floor of the library after class was dismissed into groups. Group consisted of 7 people sitting in a horseshoe around a table.

<u>Use Cases, Tasks, and Questions:</u>

Use case shown to the reviewers:

1. John wants to test out the vegan diet and wants to eat out after the gym. He goes to our website and enters "vegan" into the search bar then reviews the list of restaurants nearby that have vegan options. Once he finds the restaurant he is looking for, he clicks more information. He will be taken to the restaurant page that will show the restaurants information such as google maps pinpoint, menus, and reviews/comments.

2. Sarah goes to our website and searches for a diet restaurant. It takes her to a page where there's a list of restaurants she had searched for. She finds a restaurant shes interested in and wants to add/favorite it to her diet plan. If Sarah didn't sign in with her account, she will be prompted with registration. If she has an account and is signed in, clicking profile will take her to her profile page. In her profile page, she will be able to see her dashboard and diet plans. Below on the navigation bar, she is also able to view her favorite restaurants.

3. Joe is a restaurant owner for a healthy diet restaurant. He wants to go to our website and advertise/add his restaurant. He would click Add Restaurant on our website that will provide a form for him to add his Restaurant information. He must be signed in or else it will prompt him to sign in or register an account. After creating an account, Joe proceeds to his restaurant profile page to edit his about me, add his menu, specifies what cuisine he

serves, and specifies what diets he caters too. After setting up his profile he navigates back to the home page.
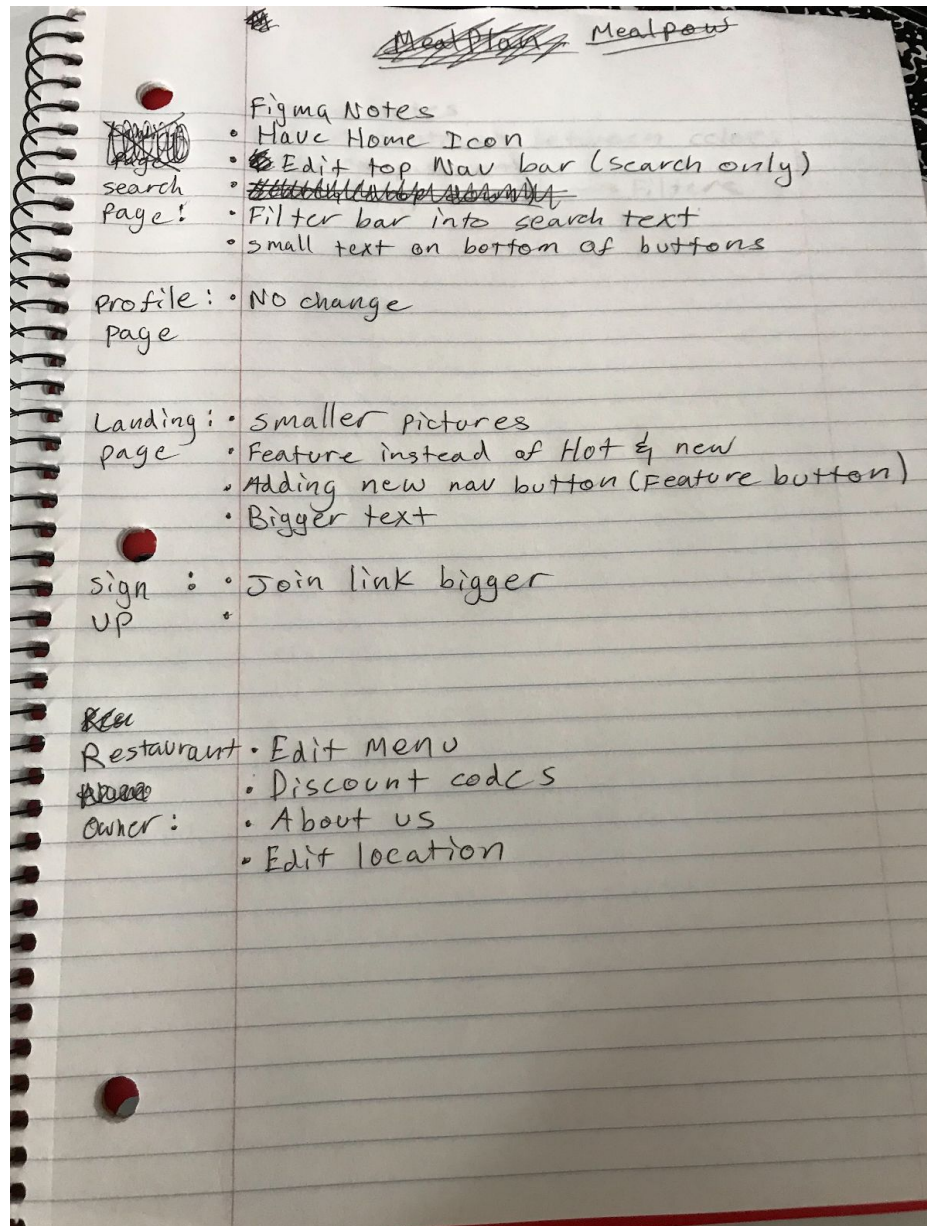
Task and Questions given to reviewers:

Task:

- We gave them the task of looking over our use cases and figma designs in order to try and navigate through each page to see if there's any problems with our design and to test page flow.
- Told the users to see if there were any issues with the navigation bar and placements.
- Asked the users to see if they are able to clearly read the text on each page.
- We asked the users to see if our layout and pages were appropriate and useful.
- Tested to see if users were able to navigate through the application by themselves.
- Asked the users if page layouts were simple and straightforward.
- Asked the users if our application theme and colors were appropriate and nice to look at.
- Overall asked if they would use our application based off appearance and usability.

Specific Questions Asked:

- What we should include in our restaurant owner page since we are not really sure what to add on this page.
- How do you guys feel about the color and text on our designs?
- Does the navigation button work and makes sense?
- Was the figma pages easy to navigate?
- How was the user diet plan and was it easy to choose diet for the week?
- Was searching restaurants simple and it is better to have a search bar on top of the search result page or have it together with the search filters?
- What do you guys like best in our figma designs and what we should keep?
- What problems do you guys see with our pages and how should we improve it?
- Which pages should we work on the most?

Summary of reviewer comments:

~~MealPlan~~ Mealpow

Figma Notes
- Have Home Icon
- Edit top Nav bar (search only)
- ~~Adding Filter into search text~~

search
Page!
- Filter bar into search text
- small text on bottom of buttons

profile: • No change
page

Landing: • smaller pictures
page
- Feature instead of Hot & new
- Adding new nav button (Feature button)
- Bigger text

Sign : • Join link bigger
Up :

Restaurant • Edit menu
Owner:
- Discount codes
- About us
- Edit location

Figma Notes
- Better contrast between colors
- Confirm password
- Landing page search ⟶ Filters

Analysis of focus group feedback and plans to move forward:

Based on the feedback we received from Team 9, we think the most important thing is to make our application more readable. This includes changing our text colors. Since our background is mostly red, we chose to use white text, however we need to add boldness around in order to have it stand out to users. We also plan on improving contrast between our App color and text color to make the text more visible. In addition, we received feedback that some of the fonts on a couple of pages were a bit small, so we will be enlarging text within our design for better readability. Our main priority is to adjust the pages on our application to make it more usable to all types of search cases. After making these main changes to all of our designs we will implement feedback on our navigation bars and as well as changes to each Figma pages individually. Lastly, we will implement these changes onto our bootstrap code. Moving forward we will be working to transfer the figma pages into our bootstrap pages.

Below, in more detail, we will specifically be working on implementing these feedback ideas before the initial transfer:

- Removing everything from the top navigation bar so that there is more space for user to navigate our app.
- Replacing the search glass icon to a home icon on the bottom navigation so that users will understand that is the landing/home page, which is not specifically just for searching.
- On the landing page, we will replace the "hot & new" section towards the bottom of the screen into a "featured restaurants" section. We will also make the images smaller so that there is more room for users to focus on search.
- In the search bar area, we will add a reset button into the filter area (to reset cuisine and diet choice) so that users don't have to keep clicking.
- We will make sure the sign up / login links on the homepage are bigger so that users will be able to see and click more easily.

- Our sign up will have a password confirmation for users safety.
- Under the restaurants owner profile, we will add sections that will allow the owners to edit their menu items.
- Restaurant owners will also now have the option to create discount codes under our application so we will add a section where they can add and apply discount codes that they can give to customers.
- We will also add an about me page under the restaurant owner profile so that the users can read more about the restaurants and get in contact.