Scope Plane

From the strategy plane, I have identified the following needs:

- A selection of central Bristol venues that are not all too similar.
- Questions on topics that are relevant to the venues but help to set them apart from each other.
- A quiz that is not too long or too short, with simple navigation, visual consistency and feedback.
- A landing page should explain the purpose of the quiz.
- Content that is relevant to the audience of those who want to go to a pub or bar in the evening.
- A results page that feels personal and relevant to the answers provided.
- A results page with details that help the user decide which venue to go to and actually go.

Trade-offs

	food	pizza	dancing	drinks	outside	games	wait time	crowded	traditional	dive	live music	spoons	loudness
cornubia	no	no	no	standard	high	board	low	medium	yes	no	no	no	
renatos	yes	yes	no	standard	low	none	low	low	no	no	no	no	
LHG	yes	yes	no	IPA	medium	pool	high	high	no	no	no	no	
Ostrich	yes	no	no	standard	very high	none	high	medium	yes	no	no	no	
Golden Guinea	no	no	no	standard	low	none	low	low	yes	no	no	no	
RNV	yes	no	no	IPA	low	none	medium	medium	no	no	no	no	
Bocabar	yes	yes	no	standard	medium	none	medium	high	no	no	no	no	
BrewDog	yes	yes	no	IPA	low	board	low	medium	no	no	no	no	
Old Duke	no	no	no	standard	low	none	low	high	yes	no	yes	no	
Kongs	no	no	yes	standard	low	ping pong	medium	medium	no	no	no	no	
Beer Emporium	yes	yes	no	standard	none	none	low	medium	no	no	no	no	
Small Bar	no	no	no	IPA	none	none	medium	medium	no	no	no	no	
The Bank	no	no	yes	standard	medium	none	low	low	yes	no	no	no	
CommercRooms	no	no	no	standard	none	none	low	medium	yes	no	no	yes	
Bambalan	yes	no	no	cocktails	high	ping pong	low	low	no	no	no	no	
Mother's Ruin	no	no	yes	standard	none	none	low	high	no	yes	yes	no	
Old Fish Market	yes	no	no	standard	none	board	low	medium	yes	no	no	no	
The Stable	yes	yes	no	cider	none	none	medium	medium	no	no	no	no	
Brew House	yes	yes	no	standard	none	pool	low	medium	yes	no	no	no	
Ye Shakespeare	yes	no	no	standard	low	none	low	high	yes	no	no	no	
Knights Templar			no	standard		none	low			no	no	yes	
Bayhorse			no	standard									
Sidings	yes	yes	no		none	none	low	low	no	no	no	no	

1. The above rough plan has helped to identify the venues that will be included, listed on the left. They have distinct attributes, though some of this is subjective and may change. This was also influenced by my own knowledge of these venues.
2. The columns are the different attributes that will help to distinguish the venues. I had settled on 12 questions as a number that was not too long or too short. However, I discovered that the only venues that offered "dancing" was also venues that did not offer "food". Plus, it only made sense to ask about pizza if food had received the answer yes. So I decided to made question 2 either dancing or pizza, depending on the response from the first question. This meant that overall there were 11 questions, so loudness was added as the last column.

3. To keep things focused while being able to display images related to the topic, the questions will be displayed one at a time, using JavaScript to hide and show them without moving to a different page. This also emphasises that the results are "disposable" and encourages the end user to retake the quiz as it doesn't require loading another page.
4. Navigation buttons will be required to serve as forward and back buttons, which should entail some form of input validation.
5. A start page is required to explain the purpose, this will include a simple description and call to action in the form of a start quiz button.
6. The answers to the questions should be limited to the available properties of venues to keep things simpler to code, except when it makes sense to provide a range of options e.g. the drinks question.
7. The results page will provide the top three venues. This is restrictive enough without seeming too restrictive. It increases the chance that a user be satisfied by the results by providing an option they like, without making the results seem too indistinct.
8. The results page should show an image and the location of the venue in the form of a map. Additional info will be contact information, website links and a star rating/reviews if possible. I have identified the Google Maps and Places APIs as the tools I will use to achieve this.
9. The results page should also include some kind of reset button that puts the user back at the start and allows them to retake the quiz.

Requirements

- Landing page with start quiz button and brief summary of the quiz's purpose.
- A series of question slides, 13 in total with 12 being shown. Answers correspond to the attributes of the venues in most cases, so for example the loudness question will include an answer that requests a quiet location and that will improve the score of quiet venues.
- Imagery related to the questions.
- Navigation buttons.
- A results page that will display the top three venue choices based on the user's answers.
- The results page will include data about those venues that is retrieved from the Google APIs.
- A "back to start" button on the results page.

<u>Scenarios</u>

A user isn't sure what the quiz is for.
> The landing page provides an explanation before the quiz starts.

A user wishes to go back to a previous question and change their answer.
> They can use the previous navigation button or the back to start button.

A user wants to know the location of a venue suggested to them.
> Google Map and address details provided on the results page.

A user wants to see what the venue looks like.
> Photo provided on the results page, plus Google link.

A user wants to visit the venue's website.
> A link to the website will be provided on the results page.

A user wants to retake the quiz after getting their results.
> They can use the back to start button.