# The Leicester Food + Drink Trail

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# Introduction

My application, building on the concept that I devised for its initial design, is one whose core purpose is wayfinding for young adults between the ages of eighteen and twenty-five, specifically guiding them via a trail-like function to various restaurants and pubs in Leicester City Centre, with help from a partly-anthropomorphised, ever-present AR animal companion known as Les the Fox.

I’ve noticed at the university that several of my peers tend to make visits to pubs outside of session hours, which has prompted the choice for these to be one of the key types of food and drink establishments presented within the app; this also made me decide at the outset that, more specifically, those in the target age group who are in Leicester either as students or for work are the people my application is directed towards.

Also, something else I’ve noticed at the university is that some of the international students, or even those who are simply from outside of the county of Leicestershire, still have some unfamiliarity with the city of Leicester. Therefore, I decided that my main hope for the app is for its wayfinding purpose to help users like them to feel more comfortable and at home in the city, especially because students and young working adults are certain to experience stresses from their duties that would be exacerbated by living in a new, unfamiliar area.

# Testing

You should provide details of the testing you have carried out. This is broadly split into technical testing, and user testing.

Technical testing could include validating your HTML and CSS, and Speed and performance tests with Lighthouse.

For your user testing, you should have a number of people (5?) use your application and then answer some questions about it. Present your results here. Use charts/graphs for numerical data and include snippets of comments.

A good approach would be to use Google Forms / Survey Monkey or similar to create a questionnaire for people to fill in. This will then give you your results as nice graphs that you can copy and paste into your report.

For all of your testing data, make sure to add some commentary discussing the results of the testing.

# Evaluation

How well has your project worked? Are you happy with the outcome? What did other people think? How did you find the process overall?