**OneCareer DS-XL 2023 Final Report Appendix - Group 3**

😎Product Manager: Haibo Yu

🙌Team: Di Zhang, Runze Wang, Zikun Shangguan, Eric Xue, Jill Tan, Yanzi Wu

**Meet Fresh Recommendation Product: User Feedback Insights**

## Introduction:

Our product is an ordering system for Meat Fresh which includes a recommendation system. It can do traditional ordering, and can also make food recommendations to users through the user's ordering habits. For the time being, we will display the ordering system as a web interface. You can see that the suptitle mainly includes “**Our Shops**”, “**Full Menu**”, “**Signatures**”, “**Discover Ingredients**”, and “**Suggested items**”.

The ”**Our Shop**“ interface mainly includes the store's address, opening hours, and some social media contact information

The ”**Full menu**“ interface mainly classifies and displays various products in the way of traditional menus.

The ”**Signatures**“ interface mainly displays Signatures Products. Signatures is a good choice when users don’t know the options and want to order food quickly.

The ”**Discover Ingredients**“ and ”**Suggested items**” interface will display Meat Fresh ingredients. Users will rate each raw material for their preference (a total of three ❤), since the topping and base of Meat Fresh are not many, it will not take too much time. After rating our ingredients in this page, you will find some other related ingredients and products in the page Suggested Items! These Suggested Items are calculated based on your preference for ingredients. And below that, we have an area for Trending Populars. We will display some mainstream products according to category, season, and current popularity. There will be a brief description below each product image.

## Interview question:

首先带着用户完整的走一遍使用流程，采访对象随时可以随时提出问题和给出反馈。下方是一些推荐问题:

1. 您在使用我们的订餐系统时有何体验？您觉得它易于使用吗？
2. 通过我们的推荐系统，您是否得到了满意的食物推荐？这些推荐是否符合您的口味和偏好？
3. 您觉得我们的菜单分类和展示方式是否直观？您是否能够轻松找到您想要的食物？
4. 您对“Signatures”界面中的特色产品有何评价？这些产品是否能帮助您快速选择并下单？
5. 在“Discover Ingredients”和“Suggested Items”界面中，您对食材的评分体验如何？您觉得这些评分对于提供个性化的推荐是否有效？
6. 您对“Trending Populars”界面中的主流产品有何看法？这些产品是否引起了您的兴趣？
7. 您认为我们的订餐系统是否提供了足够的信息，使您能够了解店铺的位置、营业时间以及社交媒体联系方式？
8. 您觉得我们的订餐系统对于改善您的点餐体验有何价值？它是否使您更便捷地进行订餐并享受到满意的食物？
9. 您是否认为我们的订餐系统有助于提高餐厅的业务价值？例如，是否增加了订单数量或顾客满意度？
10. 您是否愿意推荐我们的订餐系统给您的朋友或家人？为什么？

Through these questions, you can understand users' evaluation of the interface, functions and recommendation system of the food ordering system, as well as their perception of the business value brought by the solution. This will help you identify directions for improvement and optimization, and assess whether the solution meets user expectations and business needs

## Interview Feedback

### 评价：

1. 在使用我们的订餐系统时体验很不错，易于使用
2. 通过我们的推荐系统，可以得到了满意的食物推荐.
3. 菜单分类和展示方式非常直观，在”**Signatures**“部分也可以分类展示
4. “Discover Ingredients”和“Suggested Items”界面中的评分体验非常棒，评分对于提供个性化的推荐非常有效并且便捷快速。
5. 很喜欢“Trending Populars”界面中的主流产品展示，特别喜欢根据季节推荐
6. 订餐系统提供了足够店铺的位置、营业时间，以及社交媒体联系等等信息。
7. 他的推荐方式让我眼前一亮，我很愿意让我的家人也体验一下

### 建议：

”**Our Shop**“ : 可以展示品牌理念，地点的右下角显示地点的文字信息。可以放一些线下店里的照片。

”**Full menu**“： 每一个产品可以多放一些图，比如在同样的空间内用箭头滚动切换（切换成食材的图片）。

可以加一个视图转换的功能，横条状与网格状的视图切换

”**Signatures**“：Satisfaction Guarantee区域加一些广告类的东西如一些社交媒体评论关于美食，食材，门店，和服务。

”**Discover Ingredients**“： 加一个如何操作的解说，有些客户不知道如何与爱心桃互动。

”**Suggested items**” ： 图可以大一点，trending Part可以放在Signature Part。

**整体：**

* “Our Online Shop” 的色调和背景可以稍作修改
* 可以在首页显眼处放一些营销性质的优惠活动。
* “let Chat” 可以放在侧面有些设备这个按钮会挡住 ”**Suggested items**”。然后如果点餐过程在一个界面呆了太久的话可以显示一个红点在“let Chat”上，用户点后会看到“是否需要帮助”的对话框。

### Summary:

Users have appreciated our food ordering system for its user-friendly interface and satisfying recommendations, finding the presentation and categorization of the menu, particularly in the 'Signatures' section, intuitive. They praised the rating experience in the 'Discover Ingredients' and 'Suggested Items' sections, finding it effective and convenient for personalizing recommendations. The display of mainstream products and seasonal recommendations in the 'Trending Populars' section has been well-received. Users also valued the provision of restaurant locations, operating hours, and social media contact details.

Simultaneously, there are opportunities for enhancement. For instance, in 'Our Shop', we could display the brand philosophy and add textual location information in the lower right corner, including photos from physical stores. In the 'Full Menu' section, more images can be added for each product, with a feature to toggle between list and grid views. The Satisfaction Guarantee area in the 'Signature Series' could be enhanced with promotional content like social media comments about the food, ingredients, store, and service.

Instructions on how to interact with the system could be added in 'Discover Ingredients'. For 'Recommendations for You', images can be larger, and the trending section could be placed in the Signature section. The color tone and background of 'Our Online Shop' can be slightly tweaked, and promotional offers can be displayed prominently on the homepage. Lastly, the 'Let's Chat!' button can be placed on the side to avoid blocking 'Recommendations for You' on some devices, and a 'Do you need help?' dialog box can appear if a user has been idle on a page for a while.