

Group work 3

Group member: Han Yin, Kin Seet

Part 1: Design Research Summary

Research Design Method 1

Research type: survey

Work for survey: Han Yin

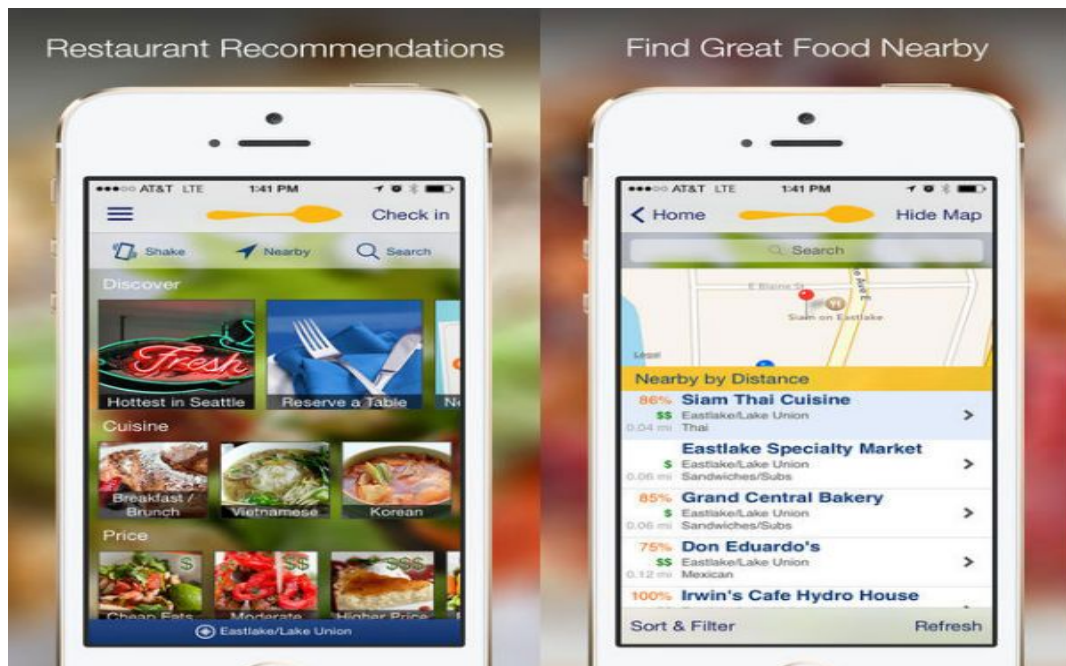
Target group of the survey:

The students in CU campus including my friends and classmates, and i collect these data in the CU campus.

Findings:

1. People who answer the survey pay more attention on restaurant hygiene and food qualities than that they paid on other factors.
2. The distance between peoples' home and the restaurant is the essential factor that people think about where to eat.
3. Many people likes sweet food.
4. Many people attentively go to a restaurant for first time due to friends' recommendation
5. Lots of students in CU campus only go out to eat 2 to 5 times a week.
6. People think the visitors are most likely to use the food searching apps.

The picture indicate people are more willing to go to the restaurant nearby:



My feedback about the findings:

Based on the findings above, i find that if we want design a good product to recommend the food to the people, we should think like a customer, we should not only give recommendations based on the food, but also whether people are convenient to eat at certain location and the restaurant hygiene. Furthermore, we find people really cares about the restaurant recommended by their friends, so i think our product should let the users to recommend the restaurants to each others. All of these people's suggestions will assist our group to customize our product and add features into our product.

Collected data:

Interesting quotes:

1. One people extremely like the spicy food, especially the top 3 hottest wings in buffalo wild wings
2. Several students said that they almost didn't eat outside and only order food online.

Research Design Method 2:

Research type: interview

Work for interview: Kin Seet

Interview 2 people:

- a student at CU campus
- a friend, sous chef at his place.

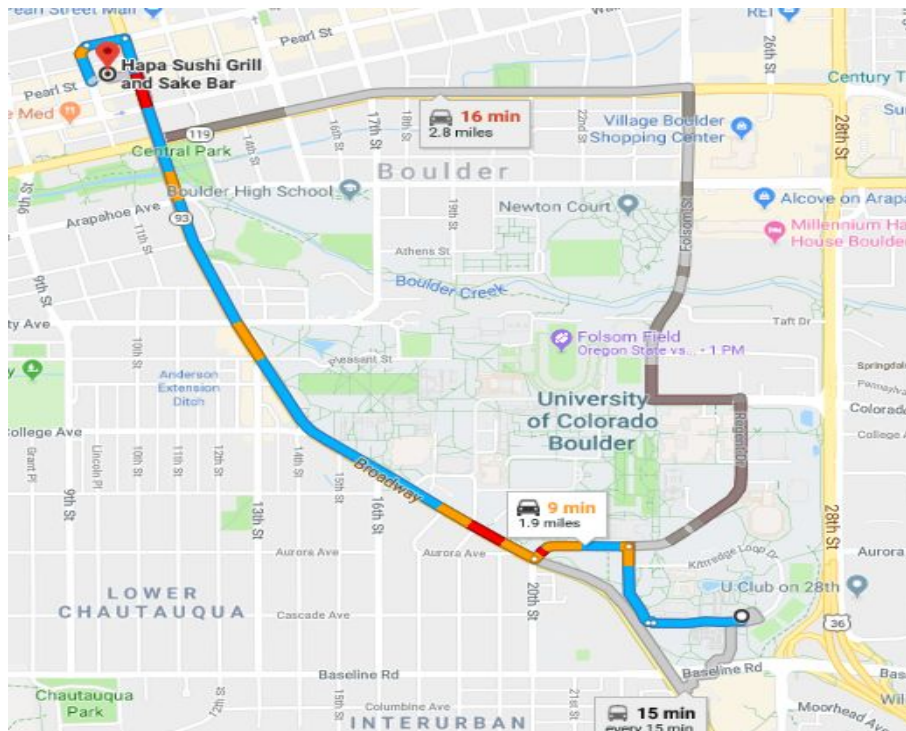
Findings:

- Both of them do not use food website often because they do not get used to it.
- Yelp is slow occasionally, or just search google for restaurant instead.
- The map is difficult to read, since it has too many "details", which it includes too many unnecessary details in the map.
- Based on the data collection, I learn that they eat where they used to or in convenient way; home, C4C.

Interesting quotes:

- The map is not easy to interpret as it has extra details.
- Feed stomach in convenient way and cheapest way.
- They are not big fan of using restaurant website like Yelp, TripAdvisor, etc

The following indicate why my friend said map is quite difficult to read:



My feedback:

This will help me to not include a complicated map for users and suggest users to pick their restaurant in sufficient way, I would try to make the recommender system easy and fun to use. Similar to Facebook, where the system will show you a list of news about restaurants. For example, which restaurant is on happy hours, special dish of the day, etc.

Part 2: Group Reflection

Meeting details:

Member: Kin Seet , Han Yin

Location: Engineering Center

Time: Friday 10/26 2018 16:30-17:15

Notes about the meeting content:

- *Do your findings agree? Disagree?*

Our findings are partially agree, our differences are mainly caused by different questions design, the survey aims to learn about the people's preference about the restaurant and the food and what are the factors to affect their daily choice about the food. But the interview section focus on the food website and customers' eating habits.

- ***What decisions can you make based on this data?***

1. The map is one of the main point for this project. I will try to make the map simpler and easy to interpret. We will try to make a better version of recommender system based on our data collection.

2. We should give options to the users to filter the restaurant that they do not need based on some factors such as the distance, the price, the feedback, and the customer feedbacks.

- ***Were some data collection methods more or less useful than the others? Why?***

Both methods has pros and cons, when we use the survey to collect data, we may get Some responses are totally meaningless, because some people do not care about the result of the survey. Such phenomenon may affect the accuracy of our data collection. For the interview, such phenomenon almost doesn't exist, but because of the atmosphere of the interview is casual, the answer of the interviewers may be a little deviate from original topic

- ***If you think more data collection would help, what else would you want to know?***

I would like to know how much money they can spend on food in a restaurant.

Would they recommend the restaurant to friends if they think it is good.

Would they write any good/bad review about the restaurant. Because it seems some people do not like to use the feedback systems in some other market products.

Part 3 Appendices

Our Survey Questionnaire:

1. What is your name_____?
2. How old are you__?
A 0-14 B 15-21 C 21-30 D 31-45 E above 45
3. What is your job _____ ?
4. What is your favorite food _____?
A Mexican food B French food C American food D Chinese food E Indian food F other
5. If you go to a restaurant, what aspect do you care about most?
A. Food Quality B. Services C. Sanitation D. Decoration E. customers' feedback F.other
6. Which way to have food do you prefer?
A. Order online B. cook by myself C. go to restaurant D. other
7. This question is to delete those meaningless answer, please choose D_____? A. pretty good B good C bad D awful
- 8.What are your personal taste ? A.Spicy food B. Sweet food C. Sour food D. other
9. Do you have any requirement about restaurant location?
A.Closest location B. location with good view C.quiet location D.other
10. How do you know your favorite restaurant at the first time?
A. friends' recommendation B. Food App C. just drop by D. other.
11. How often do you go out to eat?
A. everyday B. once a week C. 2-5 times a week D. never E. other
12. If you have a Food App, which aspect do you most concerned about?
A.Search buttons B. daily recommendation C. enormous food options D.clear categories E. cool user interface F other.
13. What is the target group of a food app in your mind?
A.Students B. Business man C. outdoor workers D. visitors E. other

Interview:

1. Name?
2. Age?
3. What is your most favorite restaurant?
4. How did you know this restaurant?
5. What website do you use when you don't know where you should go for lunch or dinner?

6. What are the pros and cons of the website?
7. How often do you use the food website?
8. What are your personal tastes, i.e, sour, sweet, spicy, others?
9. Where do you usually go for lunch and dinner?
10. What aspect that make you feel comfortable when you eat at restaurant?
11. Do you like any apps to store your current location?
12. Where do you eat when you celebrate holidays?

Interviewed a student at CU campus

1. What is your most favorite restaurant?
Hapa sushi
2. How did you know this restaurant?
Recommendation from one of my friends.
3. What website do you use when you don't know where you should go for lunch or dinner?
Mostly Yelp, sometimes just randomly google it.
4. What are the pros and cons of the website?
It is easy to use, and usually those reviews are true. But sometimes it is slow.
5. How often do you use the food website?
Vary. But no more than 2 times a week.
6. What are your personal tastes, i.e, sour, sweet, spicy, others?
Spicy, sweet.
7. Where do you usually go for lunch and dinner?
C4C for lunch and dinner at home
8. What aspect that make you feel comfortable when you eat at restaurant?
Clean environment
9. Do you like any apps to store your current location?
Yes. Because this can guide me to the destination.
10. Where do you eat when you celebrate holidays?
Throw a party at home with takeouts pizzas and friends or eat at the friends' party.

Interviewed a friend, sous chef at his place.

1. What is your most favorite restaurant?

Mountain Sun

2. How did you know this restaurant?
Friend's recommendation
3. What website do you use when you don't know where you should go for lunch or dinner?
Google
4. What are the pros and cons of the website?
Google can quickly show many restaurant nearby, but the map is not readable.
5. How often do you use the food website?
3 times a week
6. What are your personal tastes, i.e, sour, sweet, spicy, others?
Sweet
7. Where do you usually go for lunch and dinner?
Lunch and dinner at home
8. What aspect that make you feel comfortable when you eat at restaurant?
Great atmosphere (more people more fun!)
9. Do you like any apps to store your current location?
Yes, because I can search for restaurants around me.
10. Where do you eat when you celebrate holidays?
Either at restaurant or at parents' house.