Team: Awesome Team

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User Type 1: Local Consumers (General Users)

a. <u>Description</u>: Local consumers are people looking for local businesses, such as restaurants, salons, bars, dentists, etc. They use Yelp to find recommendations, read reviews, and decide where to go based on ratings and reviews. These users would have a wide spread of frequent and infrequent use, as well as expert and novice users.

b. <u>Persona</u>: (Uploaded to github)

    i. <u>Name</u>: Alex Gibson

    ii. <u>Biography</u>: Alex is a 26-year-old project manager in a mid-sized tech company. He leads a busy lifestyle and relies on the app to make fast decisions about where to eat or shop. Balancing a busy work life with limited free time, Alex needs quick, reliable information and often feels frustrated when the process of finding the right restaurant becomes overwhelming.

    iii. <u>Needs/key tasks/goals</u>: Find reliable dining recommendations quickly, especially when traveling or exploring new neighborhoods, easily read and compare reviews to make informed decisions, quick and easy navigation to find businesses efficiently and sort by relevant factors, updated information to ensure business details are current and accurate

    iv. <u>Pain points</u>:
- Review overload
- Outdated business information
- Time consuming decision process
- Difficulty accessing menus

    v. <u>Technological knowledge/abilities</u>:
- Comfortable using mobile apps for common tasks like browsing, filtering, and navigating different features.
- Not a power user, but familiar with basic app functionalities and has no trouble using apps like Yelp, Google Maps, or Uber.
- Prefers streamlined, intuitive interfaces – doesn't engage much with advanced features that require extra time or effort to understand.

c. <u>Tasks</u>: Searching for business or services, browsing reviews and ratings, filtering and sorting results, viewing business details, making reservations or ordering online, leaving reviews and

ratings, checking photos and menus, contacting businesses, saving businesses, using maps for location-based searches.

d. <u>As-Is Scenario</u>:

  i. <u>Steps</u>:
    1. Searching for restaurants
    2. Reviewing a restaurants profile
    3. Checking the menu
    4. Switching to another restaurant
    5. Making a final decision

  ii. <u>Doing</u>:
    1. Alex opens the Yelp app and enters "Italian food" to search for Italian restaurants in this local area. He browses the list of restaurant options and applies for a filter for "4 stars and up."
    2. Alex selects one of the top-rated Italian restaurants. He reads through several reviews to get more information about the food, service, and ambiance.
    3. Alex clicks on the menu section to check what the restaurant offers. Instead of an official menu, he finds a blurry, user-uploaded photo of a physical menu that is hard to read.
    4. Alex exits the first restaurant's profile and repeats the process with another Italian restaurant, hoping for a better experience. He again faces unclear information.
    5. After browsing several more options and reading reviews, Alex settles on a restaurant that seems decent, though he is still unsure if it's the best choice. He shares the address with his friends.

  iii. <u>Thinking</u>:
    1. Alex finds there are too many options and needs to find something with good reviews, but doesn't want to spend too much time searching.
    2. Unsure if he can trust these reviews. Are the negative ones recent? Is the service still bad?
    3. "Why isn't there a clear, official menu? I can't make out the details on this page?"
    4. "I don't want to keep doing this for every restaurant. I just need a solid recommendation with clear info."
    5. "I hope this place is actually good. I spent way too long trying to figure this out."

  iv. <u>Feeling</u>:

1. Overwhelmed by the number of choices and wanting to make a quick decision.
2. Uncertain and frustrated by the conflicting information in the reviews.
3. Annoyed and discouraged because he can't easily access the information he needs to make a decision.
4. Fatigued and frustrated with the time-consuming process, wanting to just make a choice and move on.
5. Relieved to have made a decision but not fully confident in it, slightly dissatisfied with the experience.

User Type 2: Business Owners

a. <u>Description</u>: Small business owners or managers use Yelp to manage their business listings and advertise their business using the platform's tools to attract and engage customers. They update the business' information and respond to reviews and messages. These users may have a good spread of expert and novice as well as frequent or infrequent depending on the advertising needs of their business.

b. <u>Persona</u>: Sarah is a 36-year-old owner of a small coffee shop in Charlottesville, VA. She has been the owner of the coffee shop for 6 years. She is seeking to build a strong community presence and reputation and increase foot traffic and online visibility. She uses yelp to generate positive reviews, respond to customer feedback, promote special offers, and engage with the community to build trust and authenticity. Her strengths include her customer-centric mindset that pushes her to value customer feedback and emphasis on community engagement where she offers discounts to students and hosts charity events to attract new customers as well as maintain loyalty. Her frustrations include Yelp promoting fake review bombs over genuine reviews, limitation on customization of the business page, and the mobile app's limited functionality compared to desktop version.

c. <u>Typical Tasks</u>: updating business information, responding to reviews, add photos and videos

d. <u>As-Is Scenario</u>:
   i. Steps: Sarah manages online presence on yelp
   ii. Doing: Sarah responds to reviews and adds photos
   iii. Thinking: "I should take more pictures", "How should I respond to complaints"
   iv. Feeling: excited, overwhelmed, annoyed(at complaints)

User Type 3: Reviewers

a. <u>Description</u>: Individuals who contribute reviews and ratings, via description and photos, for varying business and services in communities internationally. These users would be frequent expert users who rely heavily on the app when trying new things.

b. <u>Persona</u>: Jane is a 31-year-old marketing manager who is a food enthusiast and often enjoys exploring diverse cuisines on Yelp. She relies on Yelp to find restaurants, read reviews, visit them on her own time, and create reviews of her own. She aims to maintain a consistent review schedule and balance her work life with dining out. Jane values being able to find time to choose a restaurant amongst a wide selection with ease, dine out, and review on a regular basis.

c. <u>Typical Tasks</u>: Writing reviews of personal experiences, rating businesses out of five stars, adding images, creating videos about the business, updating reviews, participating in yelp-hosted events, interacting with other reviewers.

d. <u>As-Is-Scenario</u>:

    i. <u>Steps</u>:

        1. Discovering a business
        2. Visiting the business
        3. Writing a review
        4. Updating the review

    ii. <u>Doing</u>:

        1. Jane browses in the "Nearby" section of Yelp, checks trending spots and recommendations from other reviewers
        2. Jane visit the selected restaurant with friends and family
        3. Jane navigates to restaurants' page, writes a detailed review, rates out of five stars, adds photos
        4. Jane ends up revisiting business and update review/star-rating as needed

    iii. <u>Thinking</u>:

        1. "What new places have opened up recently?", "What do others say about this place in the reviews?"
        2. "Need to take notes during service", "What should I recommend to friends based on this experience?"
        3. "Has there been any changes since my last visit?", "How is this experience compared to the last one?"

    iv. <u>Feeling</u>:

        1. Excited, curious, overwhelmed (by number of choices)
        2. Eager, nervous, happy
        3. Creative, satisfied, nervous
        4. Reflective

User Type 4: Tourists / Travelers

    a. <u>Description</u>: People who are not local to the area but are using Yelp to find places to eat, stay, or have fun wherever they are. These users rely more heavily on others' reviews to navigate their own trips. These users, depending on how often they travel, would be frequent or most likely infrequent users.

    b. <u>Persona</u>: Greg is a 35 year old father who travels a few times a year over weekends with his wife and young son. He always uses Yelp on his trips to discover the top landscapes and historical sites to visit. Most importantly, the pictures other reviewers post heavily inform which locations he chooses to spend his precious vacation time at. He is familiar with the app since he uses it somewhat regularly, but he finds it clunky at times. In addition, he often uses Yelp to find food recommendations. Since there are dietary restrictions in his family, he reads customer reviews to find out whether the store can accommodate his family's needs or not. Greg values quick and consistent searching of his area. He seeks to find quality over quantity and wants reliability each time he travels.

    c. <u>Typical Tasks</u>: Searching for local businesses, reading reviews, viewing photos and videos, relying on the map, saving businesses, and making reservations.

    d. <u>As-Is-Scenario</u>:

        i. <u>Greg's Steps</u>:
1. Discover spots
2. Gather Information
3. Explore

        ii. <u>Doing</u>:
1. Greg will search the area ahead of time using the address and search areas in real time at the location.
2. He will read customer reviews, look at pictures and videos, visualize distance from hotels, and find out costs.
3. Greg will visit the location and try things based on review suggestions

        iii. <u>Thinking</u>:
1. What is available in the area? There are always too many options. Why are there repeated locations in the search?
2. What places would be best for my family? Do the places fit my needs monetarily or dietarily? Is this place popular with the locals? What is there to do for a young child?
3. This place is very beautiful. Where is the next place we should go? Is there anything else close to this spot? I can't wait to tell friends and family about this.

        iv. <u>Feeling</u>:

1. Determined, frustrated, not rushed
2. Reflective, curious
3. Blown away, joyful, proud

Need Statements:
1. Alex needs quick, reliable recommendations so that he can save time deciding on restaurants and make the most of his time.
2. Sarah the business owner needs a way to filter fake reviews so that only real reviews are visible to the customers.
3. Jane the food enthusiast needs a way to get a few great recommendations of restaurants to visit so that the possible selection is not overwhelming and she is able to save time by efficiently choosing a business to visit and review.
4. Greg the father needs a way to see clear and concise results so that he can choose a few high quality places to visit over his short trip.

Stakeholders:
1. Business owners and managers
2. Customers/Reviewers
3. Potential customers who read reviews
4. Yelp employees
5. Advertisers
6. Investors and shareholders
7. Partners and affiliates
8. Community and local governments