# **Synopsis**

The plan is to interview anyone who eats out, including people with dietary restrictions and food allergies. Finding any common problems someone might have with finding places to eat. Interview people to learn about frustrations with current food ordering/review apps.

# User Population

People who eat out or would like to, target those who have dietary restrictions and other niche preferences in order to have a more personalized experience catered to them.

Here we acknowledge that since cities and metropolitan areas often contain a high density of restaurants, we will be focusing mostly on city residents.

# Point of Research

* Does there exist a strong need for a different platform when it comes to finding restaurants/places to eat in our user population?
* Does our user population encounter significant difficulty or inconvenience when using platforms to find restaurants and places to eat?
* How often do users want to try out new kinds of food/restaurants?
* Do users prefer to stick to what they know when it comes to applications even if there are things they don’t like?
* How do users’ dietary restrictions and preferences affect their experience on the restaurant-finding platforms they use?

# Steps/Logistics (our plan to achieve our goal)

1. Determine the demographics to conduct research on.
2. Build a consent form, interview plan, and questionnaire.
3. From the demographics, determine specific people to interview, each member selects at least one.
4. Introduce ourselves. Explain what we’re trying to accomplish.
5. Review the consent form with users and answer any questions.
6. Ensure each participant agrees to the research and completes the consent form.
7. If the user consents to proceed, be sure to provide a copy of the form for the user to keep.
8. Go through the interview/questionnaire as constructed beforehand.
9. Be flexible and follow what we think helps our research best, interview questions that are not on our plan, or extra “Other” sections in the questionnaire.
10. In interviews, continuously take notes. Conclude and thank the interviewee afterward.
11. After the interview, data collected from questionnaires and interviews will be analyzed to help create a solution to common problems users face.

# Ethical Considerations/Consent

* Participants will be informed that their responses are anonymous and completely optional.
* Participants can withdraw from the study at any time, and we will respect that.
* No personally identifiable information or private information of the user will be collected or stored.
* Data will only be used for academic purposes within the scope of the course.

# Interview Questions

1. How do you usually prefer eating out? What are some common behaviors when you do so?
   1. (Going to a restaurant - order online - call - pickup … )
2. How do you usually discover new restaurants and cuisines?
3. Have you ever had accessibility issues when utilizing food service apps?
4. What are the difficulties you face when finding new places to eat and using different food ordering platforms?
5. Recall a time when you wanted to go out to eat but were unable to. What place did you try to go to and were there any applications/websites you used?
6. What factors affect your decision to try new places (is it location, distance, preferences, etc…)?
7. What influences your choices when deciding whether to revisit familiar places or try something new when it comes to eating out?

# Survey

* How old are you?
* What is your gender?
* What are your favorite food types?
  + Options? (Fast Food - Japanese - Mexican - Chinese - Middle Eastern - Italian - Other)
* What are your dietary restrictions (if any)?
  + Give options (Allergies - Halal - Kosher - Vegetarian …)
  + Do you have a food schedule? (Vegetarian for specific days; Fasting on certain months)
* How often would you say you eat out?
  + Give options (1-2 times a week, more, less…)
* What platforms do you use to order food (select all that apply or textbox)?
  + Give options (Doordash, Postmates, instaCart, uberEats, restaurant website, other)
* What features from the selected options above do you like the most?

# Next Steps

We will analyze the findings from our user research and based on that, we can design the User Interface that mostly aligns with our target audience.