**Rishi - Kien Interview**

**Recording:** [**https://umn.zoom.us/rec/share/sOCvNKoAXNNca5yvjV5EbFypDt3QJZB\_LcxWoSYTubtvneZdxjQ1q-0FgKHr\_i0z.YPELh4OOQ4Ba4gBv?startTime=1745443810000**](https://umn.zoom.us/rec/share/sOCvNKoAXNNca5yvjV5EbFypDt3QJZB_LcxWoSYTubtvneZdxjQ1q-0FgKHr_i0z.YPELh4OOQ4Ba4gBv?startTime=1745443810000)

**Overview:**

* **Introduction & Consent**I introduced Kien to the purpose of the study which is getting feedback on the prototype figma design of the “Foo-d-Mah” app, and obtained signed consent from him to proceed with interviewing him for the study.
* **Task Walk-through**
  1. **Settings (Privacy & Permissions)**Kien located the “Permissions and User Data” submenu under user settings and toggled options though the label “Permissions and User Data” caused a bit of confusion. He was able to save changes.
  2. **Personalization (Diet & Allergies)**Under a paint-brush icon, Kien found dietary restriction toggles (e.g. shellfish) and commented that while the list seemed comprehensive, some icons like “allergies” icon in the personalization screen might be unfamiliar to general users.
  3. **Discovery Page**On the restaurant-recommendation cards (e.g. Chipotle), Kien noted the layout felt text-heavy and that cards lacked images of dishes or menus; he expected a click to reveal richer details such as photos, menus.
  4. **Restaurant Details**Kien liked the idea of matching scores and general ratings but wanted much larger, slide-show-style photos, plus a clearly located menu section.
  5. **Picks & Lists**The “Your Picks” carousel worked, but Kien found inconsistent card shapes and recommended uniform sizing and more vibrant styling.
  6. **Additional Feedback**He suggested a fixed-image prototype of a map view, and more color and modern styling (likening it to Spotify’s uniform row-based layout).

## **UI Design Task Analysis**

| **Task** | **Usability Observations** | **Pain Points** | **Recommendations** | **What Worked Well** |
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| **1. Privacy & Notifications**  “Go to account settings, turn off optional tracking, turn on notifications.” | • Settings existed under a generic “Accessibility” label  • Save button functioned properly | • Label “Data and Permissions” was confusing for privacy controls  • Iconography for settings not self-evident | • Rename submenu to “Privacy & Notifications”  • Add a gear icon with clear text labels | • Toggle controls were responsive and persisted |
| **2. Dietary & Allergy Personalization**  “Only see vegetarian options; set peanut and gluten allergies.” | • Found personalization under a paint-brush icon  • Options covered major allergies | • Paint-brush metaphor unclear  • Some terms (e.g. “allergies”) unfamiliar | • Use a “Diet & Allergies” label and icon (e.g. leaf + allergy symbol)  • Provide tooltips or brief descriptions for uncommon items | • Selection interface was straightforward and applied globally |
| **3. Discover Chinese Restaurant**  “Find a Chinese restaurant on the Discover page.” | • Discovery page listed cards with name, rating, matching score | • Cards too text-heavy; no dish photos.  • Click area for more info unclear | • Introduce a large hero image per card (1/3 screen height) with slide-show capability  • Make the entire card tappable to expand details | • Matching score and overall rating gave quick confidence |
| **4. Remove Skyway Wok from Picks**  “Delete a restaurant from your picks.” | • Picks list showed “See More” and allowed modifications | • Remove action not explicitly labeled in the prototype | • Add a clear “Remove” (trash) icon on each picked card, with a confirmation toast | • Picks list and “See More” flow worked as expected. |
| **5. Explore/Ignored Lists & Collections**  “Open explored & ignored lists, then pick a Mexican restaurant.” | • Favorite/explored sections exist; collections concept present | • Inconsistent card shapes and list styling  • No quick glance of which lists hold which items. | • Standardize card aspect ratio across all lists.  • Use color-coded tabs or badges (e.g. green = explored, gray = ignored) | • Ability to revisit past choices via “collections” was valued |
| **6. Contextual Map View**  “(Bonus) See nearby options on a map.” | • No map in Figma prototype, but Kien suggested it. | • Lack of spatial context made distance judgment hard. | • Embed a static Google-Maps image placeholder linked to an interactive map.  • Add a “Near Me” toggle on Discover. | • Users appreciated the idea of transit integration even as a static Figma mock-up. |

### **Overall "appreciated" Features in Foo-D-Mah:**

* **Global Matching & Ratings**: Users liked seeing how well restaurants matched their preferences alongside standard reviews.
* **Save & Persistence**: Toggled settings reliably saved and carried across screens.
* **“See More” Flows**: Lists of picks and favorites allowed deeper exploration.

### **Key areas for improvement:**

1. **Iconography & Labels**: Replace metaphoric icons (“paintbrush,” “accessibility”) with clear, descriptive labels.
2. **Visual Hierarchy**: Elevate imagery using larger photos, slide-shows, menu previews to break up text.
3. **Consistency**: Standardize card shapes, list styles, and color schemes by taking inspiration from Spotify or any modern media apps.
4. **Map Integration**: Prototype with static map imagery to give spatial context.