VICTUAL

" Helping a healthier you."

Project Overview

The Problem:

Everyone loves going out to eat, but it's not easy to maintain a diet or follow health restrictions while doing so.

The Solution:

An app that will save your specific nutritional needs and find only the restaurants and menu items that fit your dietary goals.

Roles:

Caleb Faulkner (UX/UI)
Megan Flanigan (UXUI)
John O'Neil (UX/UI)

Research Tools:

- Proto-Persona's
- User Interviews
- Surveys
- Social Media Polls

- Affinity Diagram
- Empathy Map
- User Persona

Juan Juleo

Interests:

Running BBQ Yoga

Likes:

- Working out and weightlifting
- Clean food
- Knowing what he's eating
- He is picky about how things are done
- Knowing what he's eating
- Enjoys eating on the go

Age: 33

Occupation:
Master Welder

Status:
Married
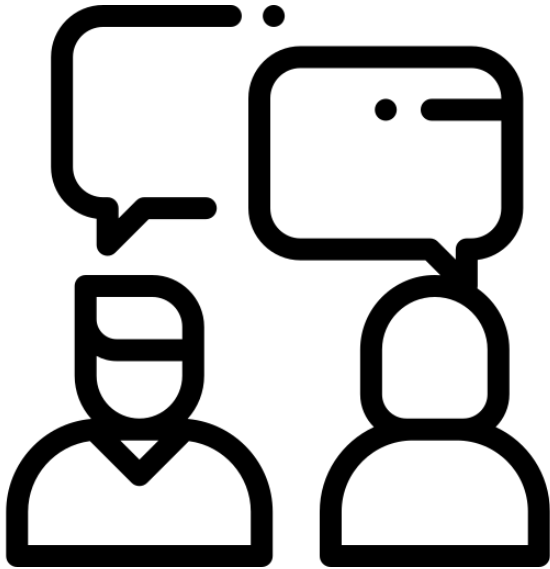
Travels for work sometimes

"Keto Warrior"

"Gluten Free"

Needs:

- To find places to eat near work and his gym
- Suggestions for new places in new areas
- A variety of food that meets his diet
- Recommendations from trustworthy sources

Interview Plan

Key Questions:

- How often do you eat out?
- Why do you like your favorite restaurants?
- Has your food restrictions, or your friends or family, affected where you go out to eat?
- How do you find places to eat?
- What is the most frustrating part about eating out?

Important Notes 📝

After conducting and analyzing user interviews, we noticed several common habits:

- People tend to eat at least once a week, and some eating out 3 or more times a week.

- Favorite places tend to be convenient and consistent, with a variety of food.

- There are generally 1 or 2 options for people with restrictions, the issue is finding a place with more than just 1 or 2 options.

- A lot of people like to try new things and use a variety of ways to find new locations.

- Many people are annoyed with reviews and/or menus that are old and outdated.

- The majority of people would eat healthier if it were easy to find a place that fits their diet.

Based on these factors, we moved forward with an diet and health based app that would allow people to find new places that would fit into their nutritional needs.

User Survey Data
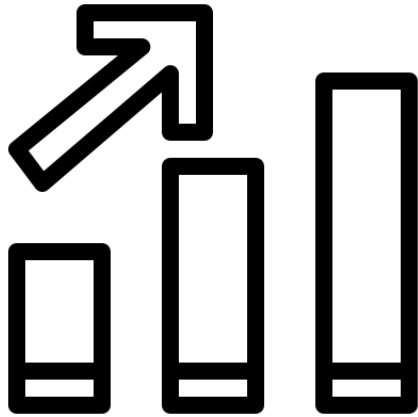
Data Results

The survey results showed that while restrictions and health concerns affect 50% of our participants, it wasn't a huge factor when choosing where to go to eat.

But poll's also showed that 85% of participants would eat healthier if there was an easy *way* to find places that cater to their diets.

Poll Results

Conducted on Instagram

Is eating healthy important to you?

YES	NO
93%	7%

Do you or someone close to you have dietary restrictions?

YES	NO
74%	26%

Would you eat healthier if it was easier to find places that cater to you diet?

YES	NO
85%	15%

Do these restrictions, yours or others, affect where you choose to eat?

YES	NO
58%	42%

Our poll results show that we should put a heavy emphasis on the health aspect of the app, and allowing people to find places that encourage them to follow their diets. THis helped us determine one of our main features, which is a diet profile that limits the restaurants the app will show you, so the healthier options will be the only options.

AFFINITY DIAGRAM

Demographic

- Sarah, 32, animator
- Holly, 28, US Mail Carrier
- Participant 6 Jarrett Johnson
- Karen, 56, DMV Clerk
- Wendall, 25, student in GA
- Male, 24, fairly active
- Walks as much as possible for exercise
- Pretty active, lots of sports
- Eats out once a week
- Runs a few times a week
- Running and avid rock climber

Frequency of eating out

- 68% of survey participants eat out 1-3 times/week
- I would say, including breakfast, lunch and dinner, I'd say 5 times.
- 27% of survey participants eat out 4-6times/week
- Eats out 3-5x a week
- eats out when he dosnt feel like cooking or to meet friends
- Makes breakfast and lunch to take with him

Biggest factor to picking restaurants

- Price/distance are the biggest factors
- Biggest Factors: Price/quality of food
- Likes local, chill places with quality food for appropriate price
- Distance is a huge factor, probably wont travel far for food unless its really special
- Efficiency when getting lunch so he can get back to work
- atmosphere is very important
- Time, hunger and money are the biggest determining factors
- Loves places with hearty meals for low prices
- favorite restaurants have a wide variety of food
- Loves independent cultural, family owned restaurants
- Looks for great food, quality experience, and good price
- Wont travel very far for food
- Dosnt really consider distance (Uber and Lyft) or cost.

Influence of choosing restaurant

- drink deals are a BIG plus
- Dosnt like reviews, thinks people write bad ones mostly for attention
- Most people (63%) use google to find places
- 30% think price and Menu issues is an issue when going out
- Reviews are big influence when trying new restaurants
- really likes seeing pictures of the food and menus next to each other
- Trusts word of mouth more than reviews
- Most people use google to find restaurants
- Likes ratings and Yelp, looks at them often
- reviews from people they know are very important
- finds them while driving around and through google
- uses magazines, news stories, and Yelp (its the only one she knows of)
- Finds new places through events and word of mouth
- Loves Google. Has a map!
- Likes reviews but prefers word of mouth
- Uses google mainly to find new foods

Dietary Restrictions

- 74% of participants have or know someone with food restrictions
- 1/4 of participants have diet restrictions by choice
- 47% of survey participants have dietary restrictions
- 1/4 of participants have diet restrictions because of health reasons
- Knows multiple people with food restrictions
- Restrictions: 61% Health, 26% Diet, 5% Religon, 7% N/A
- Vegetarian, but that dosnt limit her too much (she gets sides)
- Gluten free is going to be more expensive anyway so why would cost matter
- 58% say restrictions effect where they go to eat
- Most places have things people with restrictions can order
- 70% of participants diet restrictions do NOT affect where they choose to eat

Pain Points

- Pain point: Privacy in DT locations is bad
- Pain Point: standing in lines is annoying
- Dosnt like when food isnt how its described or presented
- Pain Point: Loud restaurants are obnoxious
- Hates when you have to wait super long to eat
- Pain Point: has busy schedule, its hard to get out of the rut of eating at the same restaurants.
- eating out is too expensive
- Parking really frustrating
- Dosnt like waiting for tables or when food isnt as it appears on website
- Vegan is hard to find at most places

Healthy Eating

- 85% say they would eat healthier if it were easier to someplace that fits their diet
- Getting stuck it eating "ruts" is the most annoying part of trying to eat healthy
- Would love healthier options for breakfast and lunch
- would love to try and eat healthier
- fresh healthy food is worth a splurge, for DINNER
- Tries to follow a healthy diet, has some cheat days
- Really wishes there was more healthier and cheaper options for breakfast/lunch
- When eating out, its a treat, dosnt follow diet
- Most people would eat healthier if they had an easier way to cater to their diets
- When meeting people out its for "healthier" more expensive food

Link

Bio: Allis has lived in Atlanta for a few years now and has just started a new job at a new salon. She dosnt know the area well, but enjoys trying new places. She's only allergic to peanuts but also likes to follow a strict diet for personal reasons. Outside of work, she enjoys shopping with her friends and casual hiking. She is also

Allis Jones

Age: 32

**Location: Atlanta, GA
Single**

**Hairdresser:
45K/annual**

Traits:

- Hardworking
- Money-concious
- Social
- Sarcastic
- Fun kind of crazy

Goals:

- To have a great time with friends on her days off.
- To remain considerate of her friends food restrictions and her own.
- Try as many new places as she can.
- Remain on budget.

Pains:

- Innaccurate menus online or in reviews.
- Traffic and parking
- Waiting a long time for a table.
- Finding places that fit everyones dietary restrictions (have many options, not just one or two).

Favorite Apps:

Influences:

- Eater magazine
- Friends/Clients
- Atlanta Magazine
- Instagram

Thinking/Feeling:

• Worrying about price

• Will her friends like it?

• What will it have for my gluten free friends?

• Hungry

• What will parking and traffic be like?

• Will they have a lot of options that fit her diet?

Hearing:

• Heard about a few places from friends and clients

• About a new place on a podcast

• Her friend couldnt eat at one place because they could do vegan.

• One restaurant had a great vegtable plate

• A client didnt have a good time somewhere.

Seeing:

• Menu prices

• Seeing food on instagram

• Maps showing how far things are from her

• looking at reviews, the stars mostly.

• Looking around her for new places as she's driving

Saying/Doing:

• Telling her friends about where she want to go

• Asking clientes where they like going

• Filtering google for food restrictions

• Looking for happy hour deals/prices

• Making a group chat so everyone can join in.

Pains:

• Making ALL her friends happy
• Really old reviews
• Inaccurate online menus
• Traffic and Parking
• Looking out for her own diet and allergy

Gains:

• Google has filters which are easy
• Fun night with her friends
• Gets to try some new food
• Dosnt have to cook or clean
• Can stick to her diet and have some fun

"Allis wants to find places to visit with her friends that will give them all a wide variety of choices for each of their dietary needs."

"Allis is following a diet to get into shape and needs to find restaurants and menu items that will help her stay on track and on budget."

Problem Statement

Our app was designed to help User's find places to dine out while maintaining their health goals and budget. User research conveyed that most people would eat healthier if they could find places that offer a wide variety of food that would fit into their diet and price range. Our application would address this problem by allowing users to post experiences that pertain to their individual health requirements/choices in real time. The initial focus will be making a platform where users can create profiles to view their personalized options as well as post live updates.

Competitor Analysis I

Based on our research, we found that our main competitor would be:

1. Google- number one, used for everything
2. Yelp- Most well know restaurant app
3. OpenTable- can make reso's while searching
4. Zomatoe- can filter and categorize restaurants well

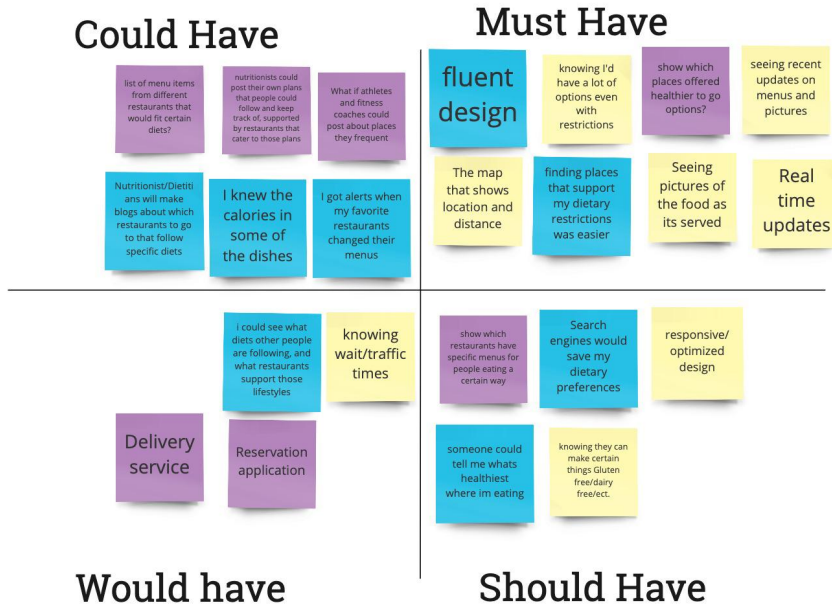Alternative competitors that were mentioned included:

1. Social media, like Instagram, Facebook, ect.
2. Magazines
3. Network advertising- like ads or tv spots

[Competitor Analysis](#)

Competitor Analysis II

Your Value Prop Goes Here	Feature Analysis	Competitive Advantage	Customer Reviews	General Notes	Questions/Notes to Team
DIRECT COMPETITORS					
Google	Shows (in order) location, website, overall rating, genre, description, address, hours, phone #. They tell you everything about the location, and if your questions arent answered there, they provide the website, socials, and contact info.	Everyone knows who google is, and google maps is the default for finding whats around you. User base is massive. They provide enough information to satisfy pretty much any question you could have.	No way to review the system that hosts the reviews. It exists. Its the best. Hard to beat.	Can be somewhat unresponsive. UI can be blurry due to scaling issues and bloated with too much info. Has the best information, but not the best design.	Material design is fantastic but google maps doesnt do the best job with it. Could expand on that.
Yelp	Shows the majority of the information google does, in a different workflow. Much stronger emphasis on reviews, menus, and photos of the food and location (google lacks in the photography dept significantly)	Yelp is widely used, but carries a bit of a stuck up or arrogant stigma. A large user base and brand make yelp a dangerous competitor.	4.2/5 most complaints are about bugs and accessibility issues, or the app just not performing as it should	Better design than google maps but still outdated. No use in copying them, many people wish there was a better alternative to yelp as it is	Why is yelp so successful when many of their users dont enjoy using their tools? Brand name? Familiarity? Or maybe the borderline monopoly?
Open Table	Home page asks for date, time, number of people, and city.Mostly used for reservations	Very popular website that already has lots of customer traffic when trying to find restaurants.	Bad reviews because Open Table has a very high track record of canceling users reservations and users do not know until they get to the restaurant. Customers are very embarrassed	Reservations is the base line of the entire website.	Reservations could be a good application to add to our app later in development
Zomato	A good website that allows users to search for restaurants through a wide variety of filters	Zomato already has a very large library of restaurants across the entire world that are very organized and has great UX. Also has the ability to deliver food.	Reviews of the delivery service is very bad. I have only found maybe one good review for the delivery service.	A very good website for categorizing restaurants	Delivery service could be a good option for later applications to add.
INDIRECT COMPETITORS					
Social Media: Instagram, Facebook, ect	Offers pictures and social interaction with people you know and trust. Has the option to also tag the restaurant, chef, location, ect.	It's well established and already a popular way for people to spend their time.	*Facebook*: Has relatively posative reviews until recently when User's are commenting on bigs, lagging videos, and the advertisements. A lot of people dont like the politics of it. *Instagram*: Many long term users, a lot how love the app. Only complaints about bugs and managing several accounts.	Very popular and well-used, not just for food.	A lot of people mentioned liking photos in their interviews, maybe an option to share pics on instagram later?
Magazines and Advertising	Most popular magazines feauture new and upcoming restaurants, as well as new dishes and events that are happening locally. Advertising in local magazines puts an emphasis on the Chefs and the food in a way that a lot of social media dosnt.	Very popular amoung an older generation with money to spend, has the eye of a lot of 'foodies' that will then post to instagram or social media	N/A	A big focus for restaurants and chefs are magazines, they list a ton of menu options and have well-known food critics with food restrictions, ect.	A lot of the time menus change and the reviews are inaccurate, so our app would be good to check after the magazines

After reviewing, we found a niche for our app, specializing in keeping a personalized diet profile that makes it faster to filter through restaurants/menus, and shows only place that will offer a wide variety of options, catered to you.

Moscow Method

Could Have

- list of menu items from different restaurants that would fit certain diets?
- nutritionists could post their own plans that people could follow and keep track of, supported by restaurants that cater to those plans
- What if athletes and fitness coaches could post about places they frequent
- Nutritionist/Dietitians will make blogs about which restaurants to go to that follow specific diets
- I knew the calories in some of the dishes
- I got alerts when my favorite restaurants changed their menus

Must Have

- fluent design
- knowing I'd have a lot of options even with restrictions
- show which places offered healthier to go options?
- seeing recent updates on menus and pictures
- The map that shows location and distance
- finding places that support my dietary restrictions was easier
- Seeing pictures of the food as its served
- Real time updates

Would have

- i could see what diets other people are following, and what restaurants support those lifestyles
- knowing wait/traffic times
- Delivery service
- Reservation application

Should Have

- show which restaurants have specific menus for people eating a certain way
- Search engines would save my dietary preferences
- responsive/ optimized design
- someone could tell me whats healthiest where im eating
- knowing they can make certain things Gluten free/dairy free/ect.

After creating a "I like, I wish, what if," we organized those features using the Moscow Methade and determined our main three(3) features:

1. A diet profile that would allow the app to save your diet plans.
2. A map based search ability
3. Real time User updates

As well as possible future features:

1. Wait time updates for restaurants
2. Suggestions and post from professional athletes and nutritionists.

Storyboard

1. Allis is almost out of work and wants to go out with friends after, since she really dosnt want to cook.
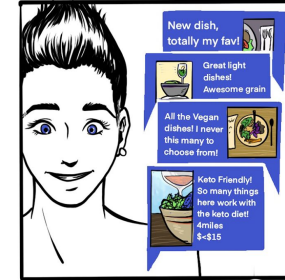
2. Allis's friends are all diets, for personal and health reasons. None want to be tempted to break them or eat out.
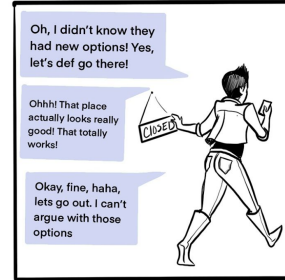
3. BUT... Allis herself has been doing the same and uses her ( ) App to find places to eat that make it easy to follow her diet.
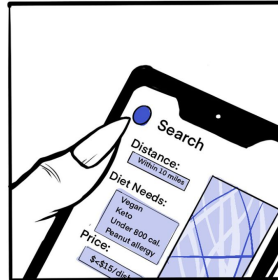
4. She simply adjusts her perameters to include her friends, as well as location and price range.

5. And she gets a ton of options, as well as updates to menus that include new dishes others would recommend, as well as updates on parking and wait times.

6. Allis send her options and her friends all agree to go out, as they'd be able to follow their diets and have a lot of options to do so.

Journey Map

1. UX Scenario

Allis dosnt want to cook or clean to tonight. She thinks it'd be fun to go out with some friends and get some dinner, maybe some drinks. She wants to find a place that suits all her friends.

Goals

To find a place that suits all of the diet needs of her friend group, has a lot of options for them, and won't cost too much.

2. The Experience

1. Allis is almost out of work and hungry.

2. She decides to go with some friends for some food!

3. No one wants to go because of diets.

4. She remembers her ( ) app!

5. And finds a bunch of places for her diet needs.

6. The online menus look really old....

7. But then she sees the brand new posts from other users' about new items that fit her needs!

8. Sends friends all the options.

9. Friends are happy with their options and decide to go out! They get to eat healthy while going out!
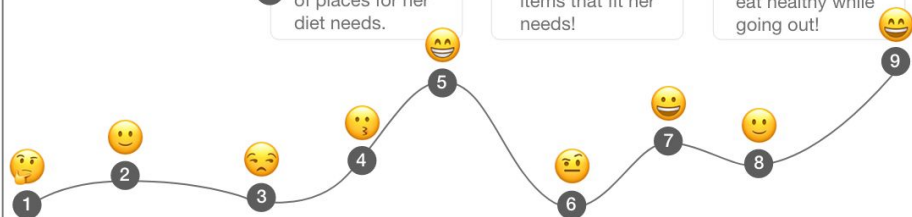
3. The Opportunities

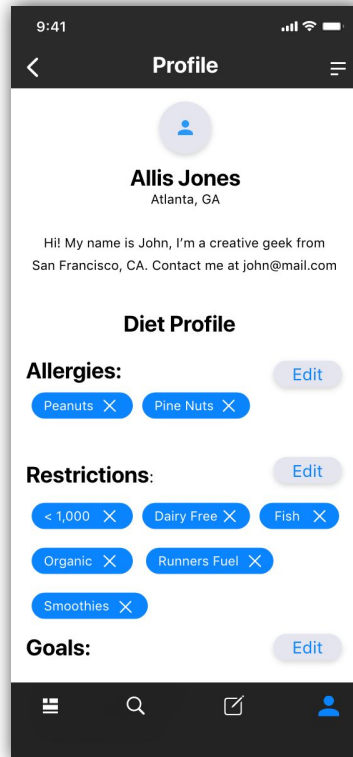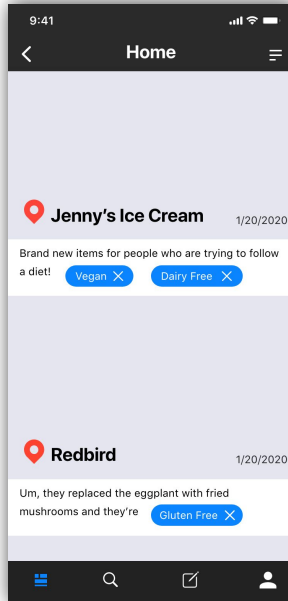Real time updates would allow people to see parking updates and wait times for certain places.

Diet specific tags would allow people on trendy diets/ well-known diets to search for menus that give them a lot of options.

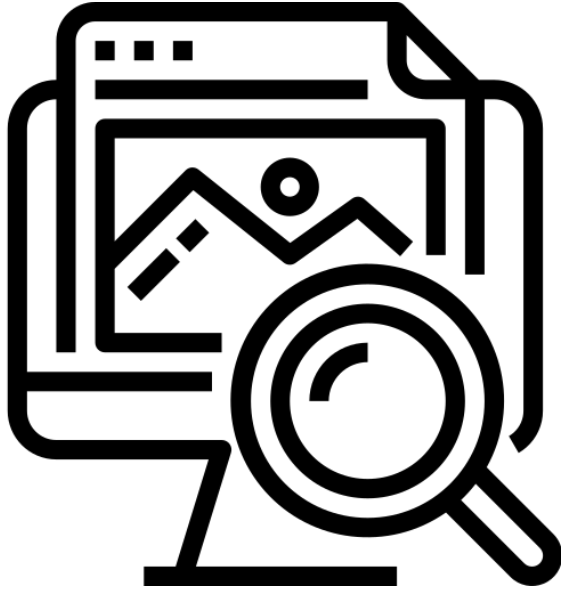Eventually, there could be a calorie counting section, where specific

Userflow
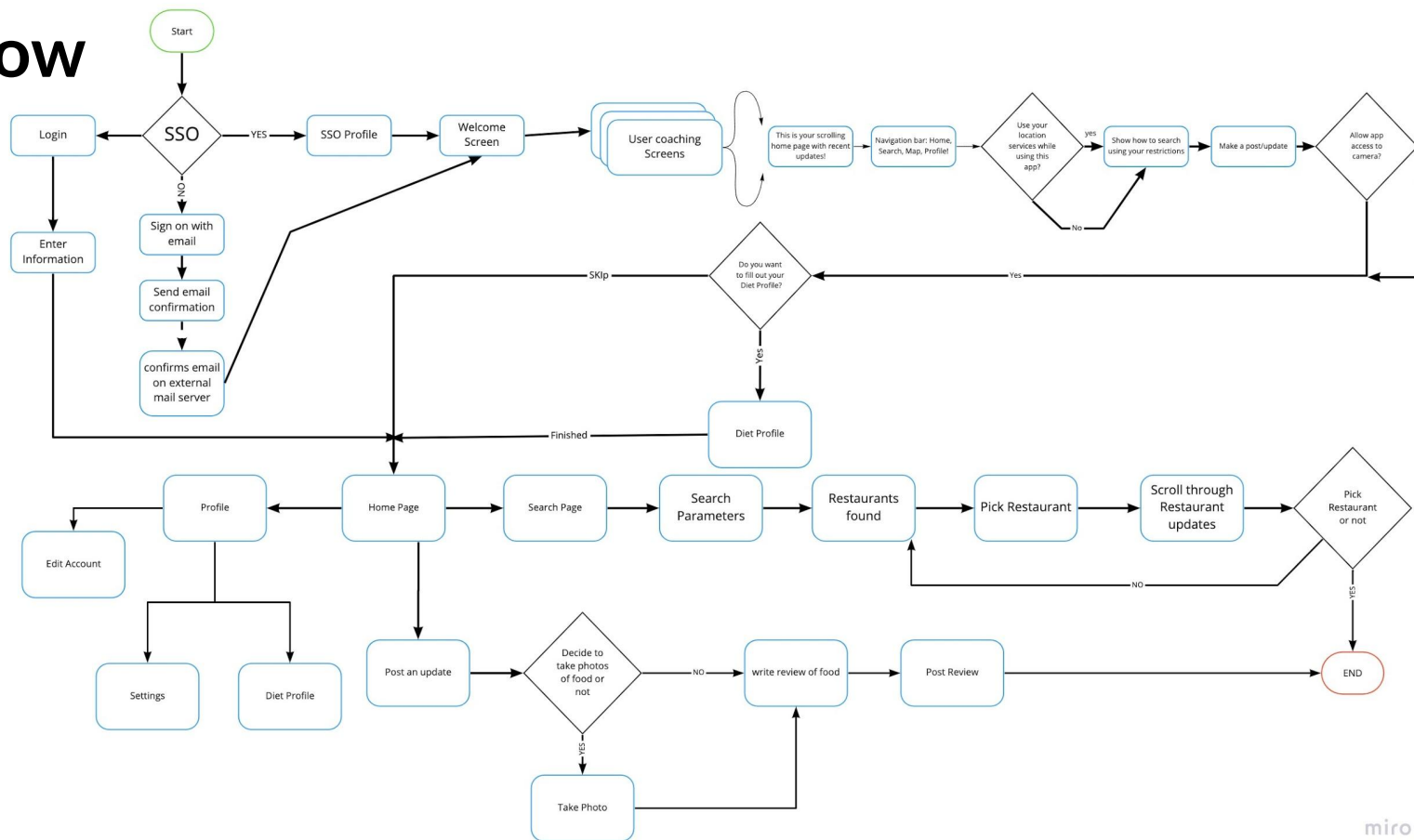
Lo-fi
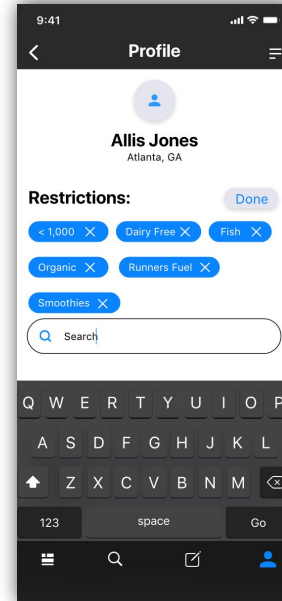
Iteration Based on Research

During our research we found a few things that needs to be changed from the original lo-fi prototype:

• generating suggestions when typing was confusing.
• Some icons on navigation bar were misleading in and needed to be more obvious.
• We had to put more information about the restaurant on the page
• We changed the top right icon to say 'Filters' so it was more obvious they were there.

Med-fi
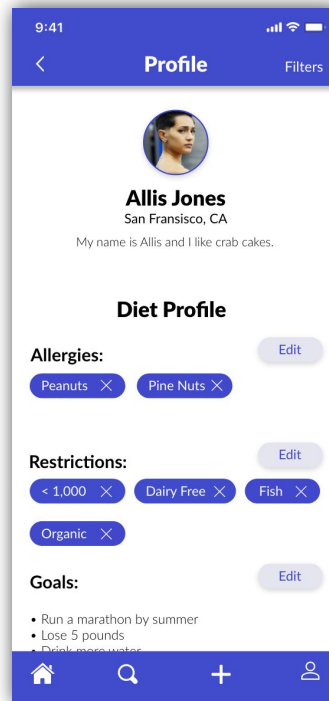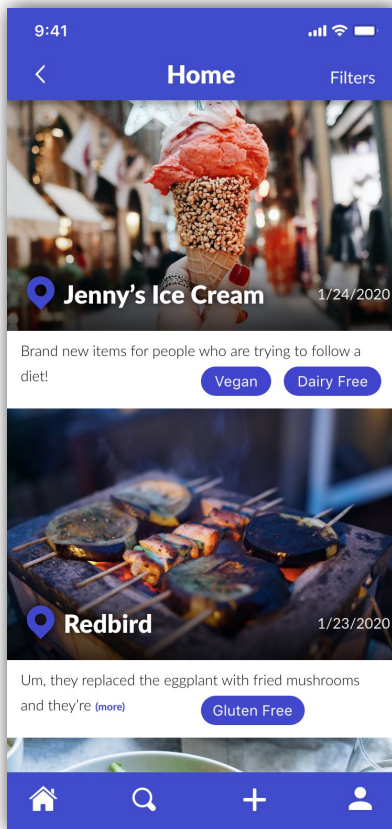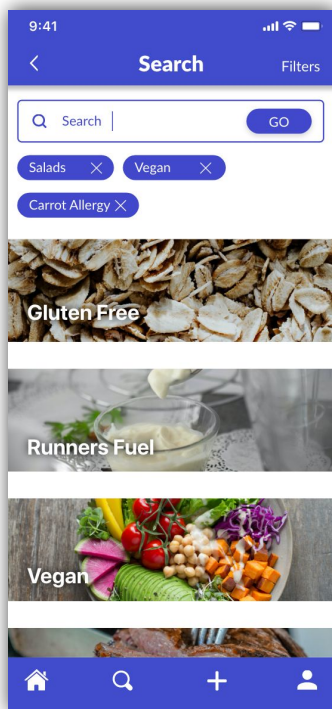
Reflections

In the beginning, we started with something that was very different from what we ended with. We started with tracking health outbreaks, but then found that our research pointed us to a very different product; helping user's eat healthy while eating out.

Victual has great potential, but further secondary interviews based on our iterated MVP would have helped provide a better direction in terms of what user's would want in an app that would help them eat healthier while eating out.

I**n terms of prototyping**, we found that working in groups and researching with different perspectives provided a much larger scoop of information to create and iterate our prototype, but everyone had a different solution for the problems. In the end, though, we had a prototype that worked well and had a positive success rate for our primary tasks.

In conclusion, Victual would fill a desired niche in the world of restaurant-search apps, and given more time and research, would become a viable solution to user's desires to eat healthier while eating out.